

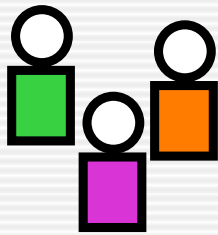
Redesigning Blogger





Defining the Problem

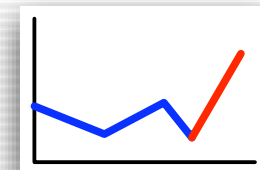
Simple and Fast Research



Audience
Personas



Competitive
Analysis



Metrics
Analysis

Who blogs?

The Geek





Political Muckraker

The New Parent





Connected Students

Vacationers



What can we learn from the competition?

TypePad
Personal Weblogging Service

Sign Up | About TypePad | Features and Pricing | FAQ | Everything TypePad!

Accolades for TypePad from PC MAGAZINE

- EDITORS' CHOICE Weblog Tools
- BEST OF THE YEAR Productivity Software

PC MAGAZINE EDITORS' CHOICE

LAUNCH SPECIAL

LIMITED TIME
Subscribe today
receive a 10%
lifetime discount

Learn more...

International TypePad Sites

- Belgium
- France
- Germany
- Japan
- The Netherlands
- Spain

New weblog styles FOR YOUR mobile life

TypePad makes it easy to:

- > Publish a weblog
- > Publish a photo album
- > Maintain lists of your favorite books, music, weblogs, and links
- > Personalize your site's colors, layout, and design
- > Connect with others who share your interests
- > Limit who reads your weblog through password protection

Sign Up For TypePad

News from Everything TypePad

TypePad

Live JOURNAL™

Username: Password: [Login?](#)

English • Español • Deutsch • Français • Русский • →

Welcome Search Help About

Search: Category: [Search](#)

LiveJournal.com

About LiveJournal

LiveJournal is a simple-to-use (but extremely powerful and customizable) personal publishing ("blogging") tool, built on [open source software](#).

Joining the site is free. Users can choose to [upgrade](#) their accounts for [extra features](#).

Want to learn more?

Please read our [feature overview](#). Convinced? [Create](#) your own LiveJournal!

Latest News

The latest [site news](#):

GO VOTE! (today!)
2004-11-01



"Baaaaah," says **Frank**.

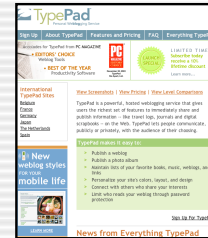
User Stats

Total: 5037178
Active: 2058205

Live Post Stats

Per Hour: 2050
Per Minute: 34
Latest Posts [XML](#)

Live Journal



Host

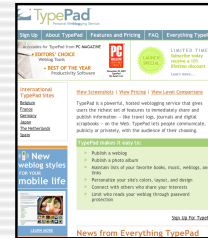
Create

Find

Networking

Getting Started

Friendly Identity



Host

Create

Find

Networking

Getting Started

Friendly Identity

Understanding Metrics

BLOGGER™
PUSH-BUTTON PUBLISHING FOR THE PEOPLE

CREATE YOUR OWN BLOG!
Blogger offers you instant communication power by letting you post your thoughts to the web whenever the urge strikes. [Learn more about it.](#) Or: [Start Now!](#)

HOME
ABOUT
SUPPORT

SIGN IN
If you have a Blogger account, please sign in.
username
password
☐ Remember me [?] [sign in](#)
[Forgot your password?](#)

FRESH BLOGS
The 10 most recently published blogs:
11:50 AM [J-Fly](#)
[woman under construction](#)
[welkom in mijn Quiz](#)
[feelingsinister.org](#)
[Anna's Weblog](#)
[One Blog to Many](#)
[Mis cimientos en los cuen...](#)
[All Eyes On Me](#)
[O blog do Caldas](#)
[R@NB0w~~85](#)

BLOGS OF NOTE
Feel like browsing? Here are some blogs we've noticed recently.
3.5.04 [handnews](#)
15.4.04 [Life at TJ's Place](#)
14.4.04 [Sabernomics](#)
12.4.04 [Open Access News](#)
10.4.04 [AfricaPundit](#)
5.4.04 [Library Stuff](#)
5.4.04 [Slowpoke Blog](#)
2.4.04 [Burned By The Sun](#)
11.3.04 [Pale Addict](#)
7.3.04 [Blame India Watch](#)

GET THE BUZZ
Stay in the loop. Subscribe to the BloggerBuzz Newsletter.
 [Send](#)
☒ HTML ☐ Text
(Your address, of course, will never be shared. Unsubscribe any time.)

WHAT'S UP
Blogger's Day Flowers? Chocolates? Brunch? Those are all acceptable ways of honoring mom but we thought we'd do something different. An all-new release of Blogger on Mother's day. It's not a traditional gift, but we made it ourselves so we thought that might count for something. Please bear with us this Sunday at 3PM PST for a couple hours of scheduled downtime while we work on launching all the additional features and a whole new look for Blogger.
- Biz [5/7/2004] #

USA Today **Iraqis enjoy new freedom of expression:** "We suffered for years under Saddam Hussein, not being able to speak out," says Omar Fadhil, 24, a dentist. "Now, you can make your voice heard around the world." You said it Omar. That's pretty much our whole thing.
- Biz [4/20/2004] #

We're Back Y'all Thanks to everyone who showed up at our little Blogger shindig at Club De Ville in Austin, TX. That was fun, [here's some photos](#).
- Biz [3/25/2004] #

Mess with Texas Some of us Blogger folks are going to **SXSW** and to kick things up a notch we're serving up free drinks and t-shirts Monday evening from 6:30-8:00 on March 15th over at **Club De Ville** in Austin, TX. We provide beer and schwag to our users because we care.
- Biz [3/5/2004] #

Blog Me Tender Valentines Day is almost here so we'd be remiss if we didn't show you [How To Network With Blogger](#). (It's the thing to do.) And stay tuned for part two of our v-day tutorial extravaganza. That's right, it's a double feature. Nice. **Update:** Okay, kickin' it up a notch: [How To Date and Blog](#).
- Biz [2/10/2004] #

Feed Me We just launched support for Atom which means, among other things, that you have a new feed for your blog! What is Atom? [So glad you asked](#).
- Jason G. [1/22/2004] #

[News archive >>>](#)

Home [About](#) [Help](#) [Store](#)
Copyright © 2000 - 2003 [Pyr Labs](#)

Common Questions

- ◆ What is a blog?
- ◆ How much does it cost?
- ◆ How hard is it to set up?
- ◆ How long does it take?
- ◆ Will I get spam?
- ◆ Do I need to know Web stuff, html?



BLOGGER

PUSH-BUTTON PUBLISHING FOR THE PEOPLE

ABOUT

What is Blogger?

Blogger is a web-based tool that helps you publish to the web instantly -- whenever the urge strikes. Blogger is the leading tool in the rapidly growing area of web publishing known as weblogs, or "blogs."

What is a weblog/blog?

A blog is a web page made up of usually short, frequently updated posts that are arranged chronologically--like a what's new page or a journal. The content and purposes of blogs varies greatly--from links and commentary about other web sites, to news about a company/person/idea, to diaries, photos, poetry, mini-essays, project updates, even fiction.

Blog posts are like instant messages to the web.

Many blogs are personal, "what's on my mind" type musings. Others are collaborative efforts based on a specific topic or area of mutual interest. Some blogs are for play. Some are for work. Some are both.

Blogs are also excellent team/department/company/family communication tools. They help small groups communicate in a way that is simpler and easier to follow than email or discussion forums. Use a private blog on an intranet to allow team members to post related links, files, quotes, or commentary. Set up a family blog where relatives can share personal news. A blog can help keep everyone in the loop, promote cohesiveness and group culture, and provide an informal "voice" of a project or department to outsiders.

To see some examples of different types of blogs, see our [Blog of the Week archive](#).

What does Blogger do?

Blogger gives you a way to automate (and greatly accelerate) the blog publishing process without writing any code or worrying about installing any sort of server software or scripts. And yet, it still gives you total control over the look and location of your blog.

More specifically, instead of hand-coding your blog posts and frequently uploading the newest version of your page, you make posts to your blog by submitting a simple form on the Blogger web site, and the results immediately show up on your site, with your design.

What do I need to get started with Blogger?

You need about two minutes. You don't need an existing website or hosting or any of that stuff. We'll do all the work for you. If you already have a web site you want to use Blogger to publish to, you simply need FTP access to it (if you're not sure if you have this, ask your web host or look at their documentation--you probably do).

How does Blogger work?

Magic! Actually, you provide Blogger a template of your page (or use one of several pre-designed ones) that indicates where you want your posts to appear. When you want to publish something, you simply enter it in a form. When you're ready, you hit a "Publish" button that will automatically send your new page to your web server. No muss. No fuss. Total control.

Is Blogger Free?

Yes! You can create, publish and host your blog all for free.

How do I get started?

Easy. [Click here](#). If you have questions, problems, comments, suggestions, please use the [help system](#).

Happy blogging!

[Home](#) [About](#) [Help](#) [Store](#)
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HOME
ABOUT

about blogger
the company
blogger+google
SUPPORT

BLOGGER

Go To: [blogger.com](#)

Knowledge Base

Please consult the list of frequently asked questions below to help address your problem.

Search:

In...
- All Topics -

For answers containing...

Search

Browse:

Advanced Use

[Comments](#)
[Protection and Privacy](#)
[MultiBlog](#)

Working with Blogger

[FTP](#)
[Team Blogs](#)
[Archives](#)
[Templates](#)
[Syndication](#)

Creative Tutorials

[How To Give The Last-Minute Gift of Blog](#)
[How Not to Get Fired Because of Your Blog](#)
[How To Get A Book Deal With Your Blog](#)
[How To Network With Blogger](#)
[What to do if your Mom discovers your blog...](#)
[more...](#)

Blogger Basics

[Getting Started](#)
[Posting and Editing](#)
[Settings](#)
[Terms of Service](#)

Blogger Upgrades

[Blogger Pro](#)
[Blog*Spot Plus](#)
[Canceling Service](#)

If you cannot find what you're looking for, [please ask us](#).

b1

b2

s1

b3

i1 i2
i3
i4
a1

l1

s2

b_n = blog links

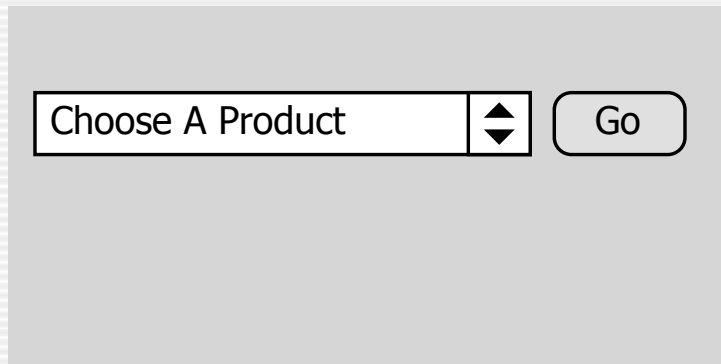
s_n = start links

l_n = login links

a_n = ad links

i_n = info links

Avoiding Metrics Myths



A screenshot of a web form. It features a text input field with the placeholder text "Choose A Product" and a small downward-pointing arrow icon to its right, indicating a dropdown menu. To the right of the input field is a rounded rectangular button labeled "Go".

Hypothesis: Exposing links currently buried in a pulldown menu will increase traffic to those sections.

Choose A Product:

- [iPod](#)
- [PowerBook](#)
- [iBook](#)
- [iMac](#)

Result: Traffic to the new links generated almost 200% more page-views to those sections.

However: Where did that traffic come from? Where had it been going before? Are these new patterns the best place for traffic to be going?



b_n = blog links

s_n = start links

l_n = login links

a_n = ad links

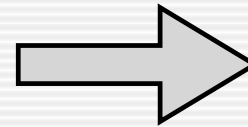
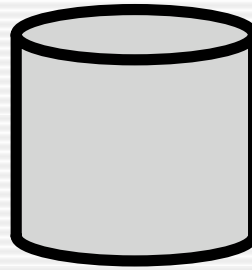
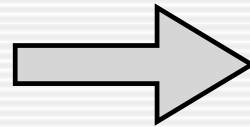
i_n = info links

``

User clicks a link

ID is recorded

User is redirected to intended address



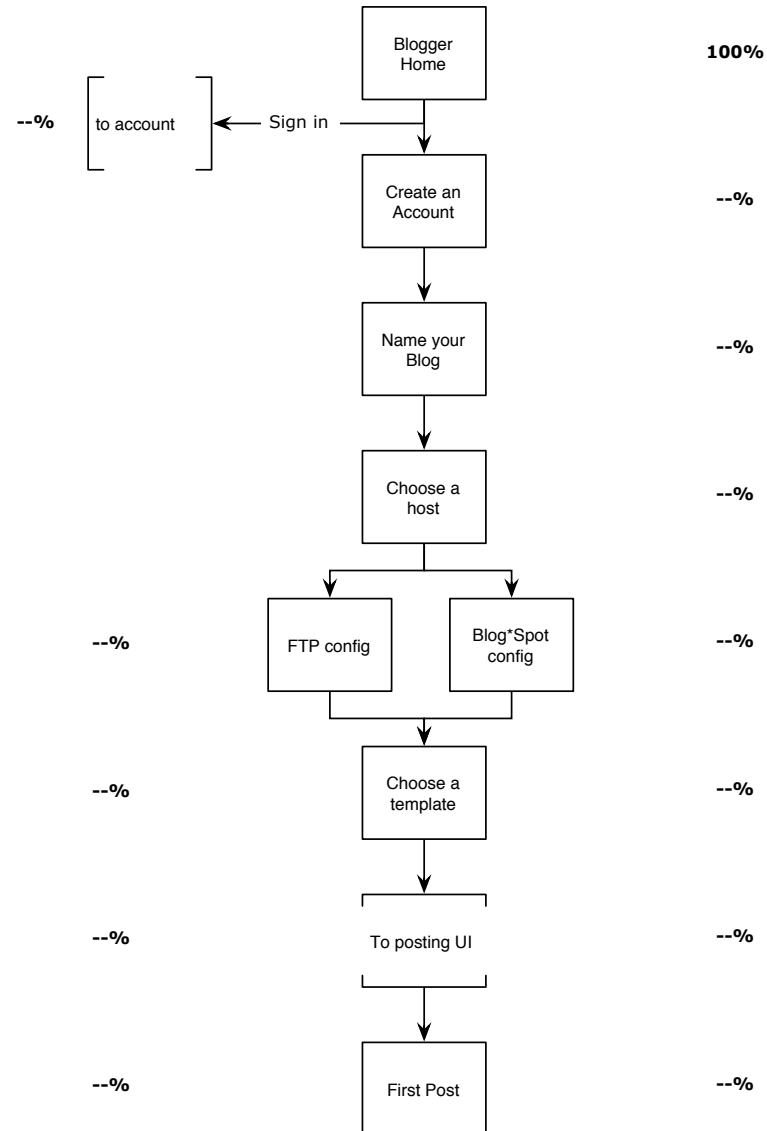
The screenshot shows an Excel spreadsheet titled 'Workbook1'. The data is organized into columns A through E. Rows 2 through 17 contain the following data:

	A	B	C	D	E
2		Total Traffic	154,984	100.00%	
3					
4		blogs	32021	34.21%	
5		signup	3921	2.53%	
6		login	4813	3.11%	
7		advertising	540	0.35%	
8		info links	9120	5.88%	
9					
10		Total Clicks	71415	46.08%	
11					
12		Total Churn	83,569	53.92%	
13					
14					
15					
16					
17					

The status bar at the bottom indicates the active sheet is 'Sheet1'.

Report shows what was *clicked*,
not page views.

Workbook1						
	A	B	C	D	E	
1						
2		Total Traffic	154,984	100.00%		
3						
4		blogs	53021	34.21%		
5		signup	3921	2.53%		
6		login	4813	3.11%		
7		advertising	540	0.35%		
8		info links	9120	5.88%		
9						
10		Total Clicks	71415	46.08%		
11						
12		Total Churn	83,569	53.92%		
13						
14						
15						
16						
17						



Registration

Create a Blogger Account

(Note: All Fields are Required)

Username

First Name

Last Name

Email Address

New Password

Retype Password

☐ I accept the [Terms of Service](#) for Blogger.com

Sign Up

Create a New Blog (Step 1 of 4)

Okay, we just need a little info. And don't worry, you can change any of this stuff later.

Title

Description

Public Blog?

☒ Yes ☐ No

If "Yes" is selected, your blog may appear in the Blogger directory and recently updated list. If you'd rather keep your blog private, select "No." (Note: Private does not mean the page will actually be protected on your server -- that's up to you.)

Cancel

Next >>

Create a New Blog (Step 2 of 4)

☒ **Host it at BlogSpot™**

Select this option if you don't already have a site or you're not sure.

Your new blog will be located at blogspot.com, a free (ad-supported*) Blogger hosting service. (You can upgrade to your own server at any time.)

New: Blog*Spot hosting is now available without ads. Just \$15/year You can implement this option at any time after you create your blog.

☐ **FTP it to your own server**

Select this option if you already have a web site that you want to use Blogger to update. You'll need to enter FTP info on the next screen.

<< Back

Next >>

Create a New Blog (Step 3 of 4)

Choose an address for your blog and indicate acceptance of the BlogSpot terms of service. The address you choose will be the URL of your new site. No spaces, apostrophes, colons, or slashes allowed.

http:// .blogspot.com

☐ I agree to the [BlogSpot Terms of Service](#).

<< Back

Next >>

Create a New Blog (Step 4 of 4)

Choose a template for your blog **My Blog** from the thumbnails below. Don't worry, you can modify the template you choose, or replace it with your own of your own creation, at any time.



Tekka
Example

☒ Use This



Bluebird
Example

☐ Use This

Created By: [Eyhead, Glish](#)

Created By: [Eyhead, Glish](#)



Jellyfish
Example

☐ Use This



Simple II
Example

☐ Use This

Created By: [Jason Sutter](#)

Created By: [Jason Sutter](#)



Split Pea
Example

☐ Use This



Herbert
Example

☐ Use This

Created By: [Jason Sutter](#)

Created By: [Jason Sutter](#)



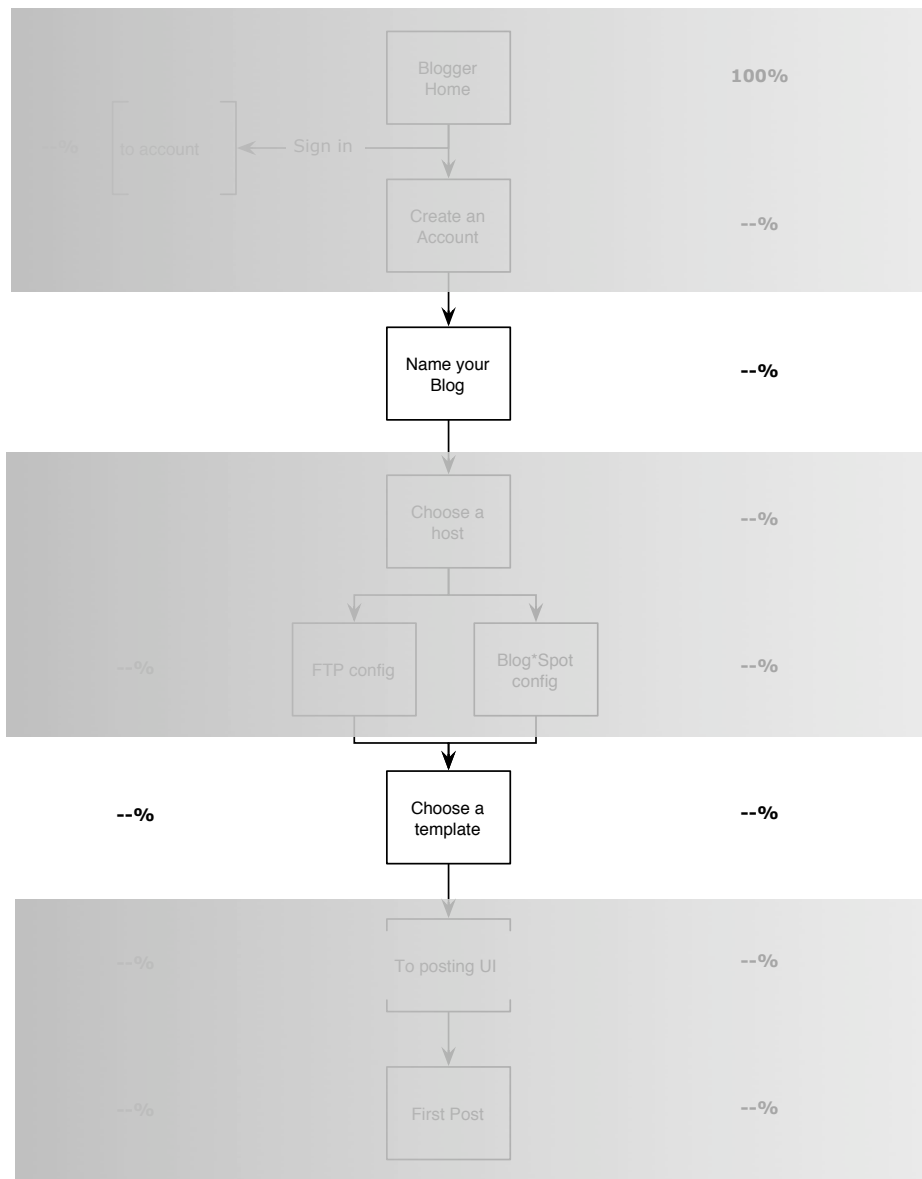
Sand Dollar
Example

☐ Use This

Created By: [Jason Sutter](#)

[<< Back](#)

[Next >>](#)



Goal #1
Stop the Bleeding

Goal #2
Lose the Geekiness

Goal #3
First Post ASAP

Stop the Bleeding

Home Page and Branding

1. Rebrand, gently

2. Absolute simplicity

3. Instant Messages

Brand



Logo



- public perception
- external to company

Brand: macro level

- familiarity
- affinity
- loyalty
- trustworthiness
- popularity
- consistency

Brand: micro level (website)

- ease of use
- pleasure in use
- utility
- coolness

Logo only symbolizes brand



Brand attributes

friendly

approachable

fun

connected

simple

free

cool

powerful

easy

adaptable

ubiquitous

confident

Evolution of Blogger brand

refine visual language



create memorable first-time impression



reshape perception



improve user experience

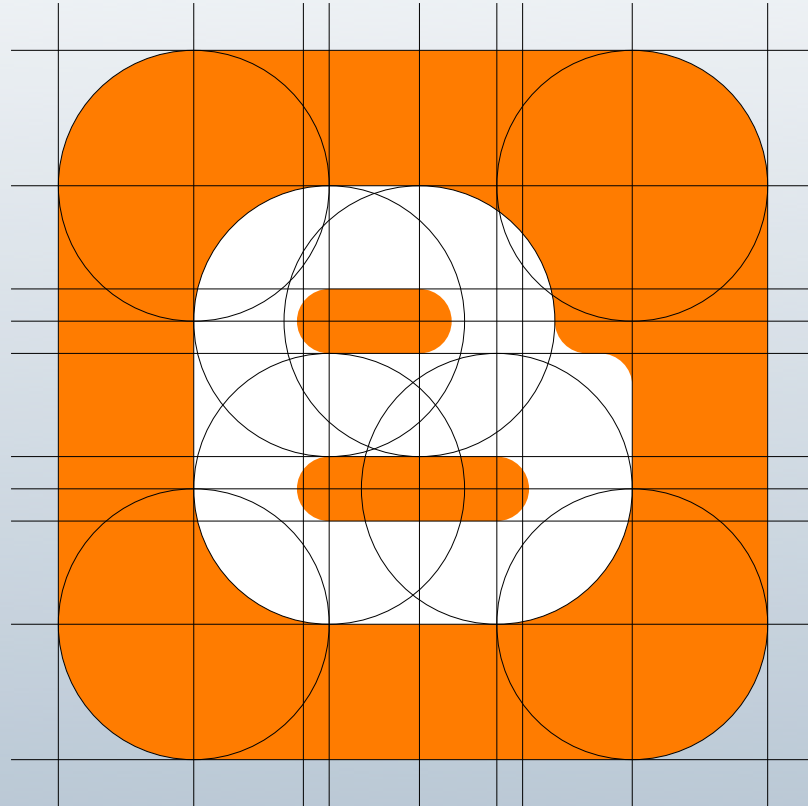
Evolution of Blogger identity



“Don’t change the B”



So we changed the B



The refined symbol



Logo typeface

BLOGGER™

OLD: Univers Bold Condensed

Logo typeface

BloggerTM

NEW: Info Bold

1. Rebrand, gently
- 2. Absolute simplicity**
3. Instant Messages

Welcome to Peapod

Online grocery shopping
and delivery.



Already a customer?

Please Login

Username:

Password:



☒ Save my username & password

Forgot your username or password?
Don't open a new account. [Click here](#)

New to Peapod?



Groceries for
your home



Groceries for
your business

[About our Company](#) ©1990-2004 Peapod, LLC All rights reserved. Telephone 1-800-5-PEAPOD (1-800-573-2763)



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- SECURE photo storage
- CREATIVE photo gifts

[Why Ofoto?](#)

Returning Members

Email Address:

Ofoto Password:

☐ Remember my password

[sign in](#)

[Forgot your password?](#)

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film & digital photography

already a member?



Capture the joy of the holidays



snap



print



share



store

10 FREE prints

FREE online photo sharing

FREE online storage

try it free!

[how Snapfish works](#)



[digital camera
users](#)



[camera phone
users](#)



[film developing](#)

we use
Kodak paper

[110% guarantee](#)



[compare prices](#)

snapfish
PhotoShow

[free software](#)

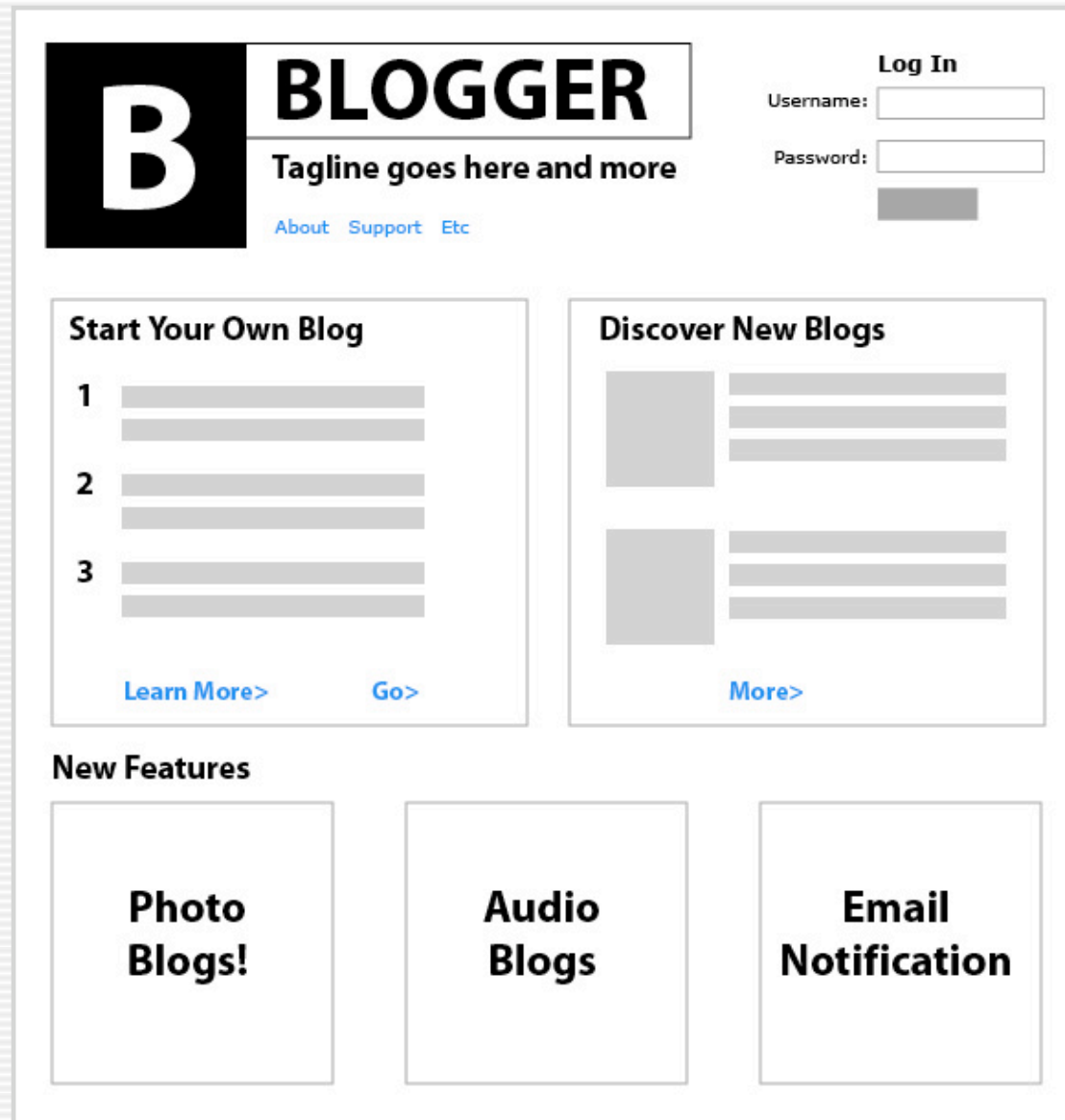


[contact us](#)

1. Rebrand, gently
2. Absolute simplicity
- 3. Instant Messages**

1. What is a blog?
2. What can you do with it?
3. How do I get one?

How do I
get one?



A mockup of the Blogger homepage. At the top left is a large black square with a white letter 'B'. To its right, the word 'BLOGGER' is in a large, bold, black sans-serif font. Below 'BLOGGER' is the text 'Tagline goes here and more' in a smaller black font. Underneath that are three links: 'About', 'Support', and 'Etc' in a blue sans-serif font. To the right of the header is a 'Log In' section with 'Username:' and 'Password:' labels, each followed by a white input box. Below the password box is a grey rectangular button. The main content area is divided into three sections. The first section, 'Start Your Own Blog', has a numbered list (1, 2, 3) on the left and three horizontal grey bars on the right for each number. Below this section are two blue links: 'Learn More>' and 'Go>'. The second section, 'Discover New Blogs', has two square grey placeholders on the left and three horizontal grey bars on the right for each. Below this section is a blue link: 'More>'. The third section, 'New Features', contains three white boxes with black text: 'Photo Blogs!', 'Audio Blogs', and 'Email Notification'.

B **BLOGGER**
Tagline goes here and more
[About](#) [Support](#) [Etc](#)

Log In
Username:
Password:

Start Your Own Blog

1

2

3

[Learn More>](#) [Go>](#)

Discover New Blogs

[More>](#)

New Features

Photo Blogs!

Audio Blogs

Email Notification

What is
a blog?

What can
I do with
one?



Already a member?

User Name:

Password:

Log In

A Daily
Journal



[See more
Journal Blogs...](#)

Share Your
Photos



[See more
Photo Blogs...](#)

Post From
Your Phone



[See more
Mobile Blogs...](#)

Connect With
Others



[Search all
new Blogs..](#)

Your own Blog in 3 steps...

1. Name your Web site
2. Choose a template
3. Start posting!

Quick Tour





BLOGGER

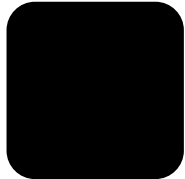
Push-Button Publishing



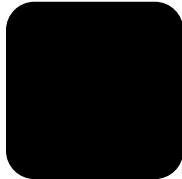
What's a blog?

TAKE A TOUR

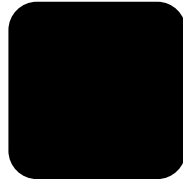
Publish ideas
and thoughts



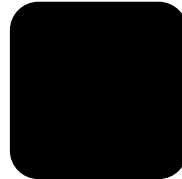
Share your
photos



Post & read
anywhere



Connect
with others



Create a Blog in 3 easy steps:

- 1 Name it.
- 2 Choose a template.
- 3 Start posting!



BLOGGER

Push-Button Publishing

Already have a Blogger account? Sign in:

username:

password:

remember me: ☐ [\[?\]](#)

[sign in](#)

What's a **Blog**?

[TAKE A QUICK TOUR](#)



Publish ideas
and thoughts



Share your
photos



Post from
anywhere



Connect with
other people

Is the word **Blog** new to you? Let us explain what it means, and walk you through the different ways you can use Blogger to create your very own Blog! [Start the Tour!](#)

Create a **Blog** in **3 easy steps**:

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[CREATE YOUR BLOG NOW](#)



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Publish ideas
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photos



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remember me: ☐ [?]

[sign in](#)

What's a **blog**?

[TAKE A QUICK TOUR](#)



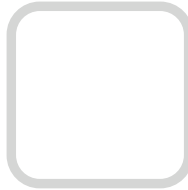
Publish your
thoughts



Share your
photos



Post from
anywhere



Connect with
people

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Create a **blog** in **3 easy steps**:

- 1 Create an account.
- 2 Name your blog.
- 3 Choose a template.

[CREATE YOUR BLOG NOW](#)



BLOGGER

Push-Button Publishing

Already have a
Blogger account?
Sign in:

username:

password:

remember me: ☐ [?]

[sign in](#)

[Home](#) [About](#) [Help](#)



Publish your
thoughts

Connect with
people

WHAT'S A BLOG?

Share your
photos

Post from
anywhere

[TAKE A QUICK TOUR](#)

Create a Blog in 3 easy steps:

1

Create your
blog.

2

Choose a
template.

3

Start
posting!

[CREATE YOUR BLOG](#)



BLOGGER

Push-Button Publishing

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username:

password:

remember me: ☐ [?]

[sign in](#)

What's a **blog**?

[TAKE A QUICK TOUR](#)



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thoughts



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- 1 Create an account.
- 2 Name your blog.
- 3 Choose a template.

[CREATE YOUR BLOG NOW](#)



Graphite *f*



Hard Disk



iBook 2001



iMac 2002



iMac 2002 17



iMacBlueDalmation



iMacFlowerPower



Indigo *f*



iPod



The fun way to build Web sites





Publish
your thoughts



Share
your photos



Post
anywhere



Connect
with people





Blogger

Already have a Blogger account? Sign in:

username:

password: [forgot it?]

☐ remember me [?]

[sign in](#)

What's a **blog**?

[TAKE A QUICK TOUR](#)



Publish
your thoughts



Share
your photos



Post
anywhere



Connect
with people

Is the word **blog** new to you? We can explain and walk you through the different ways you can use Blogger to create your very own blog!

Create a **blog** in **3 easy steps**:

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

[CREATE YOUR BLOG NOW](#)

PIMP IT OUT IN STYLE:



Get Hoody With It! Blogger schwag is now available at the Google Store. [Go get some!](#)

RECENT NEWS:

Audioblogging Traveling during the holidays? Blog from the road with AudioBlogger. It's as easy as leaving a voicemail and it shows up in your blog. There's a [free trial](#). Let's hear it.

Posted 26 November 2003 (by Biz) [More news >>](#)



Blogger™

Already have an account? Sign in:

Username:

Password: (?)

SIGN IN

☐ Remember me (?)

What's a blog?

TAKE A QUICK TOUR



Publish
your thoughts



Share
your photos



Post
anywhere



Connect
with people

Is the word **blog** new to you? Let us explain the blog concept and the many ways you can use Blogger to do all of the things above!

Create a **blog** in **3 easy steps:**

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

(You'll be done in less than 5 minutes)

CREATE YOUR BLOG NOW

RECENT NEWS

Audioblogging Traveling during the holidays? Blog from the road with AudioBlogger. It's as easy as leaving a voicemail and it shows up in your blog. There's a [free trial](#). Let's hear it.

Posted 26 Nov 2003 (by Biz) [More news...](#)

PIMP IT OUT IN STYLE

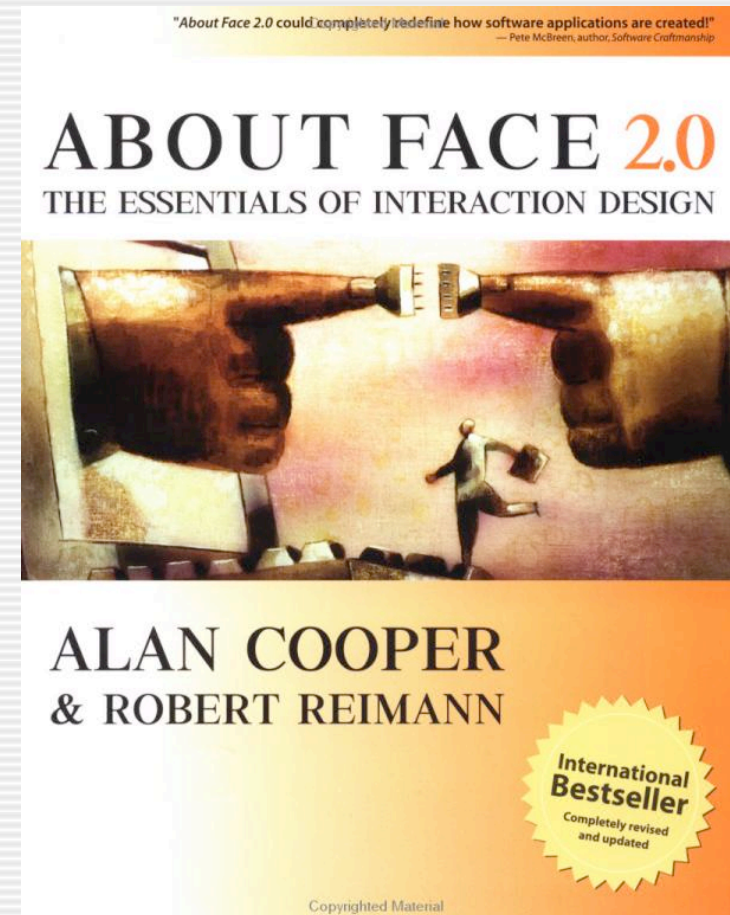


Get Hoody With It! Cool Blogger schwag is now available at the Google Store. [Go get some!](#)

Lose the Geekiness

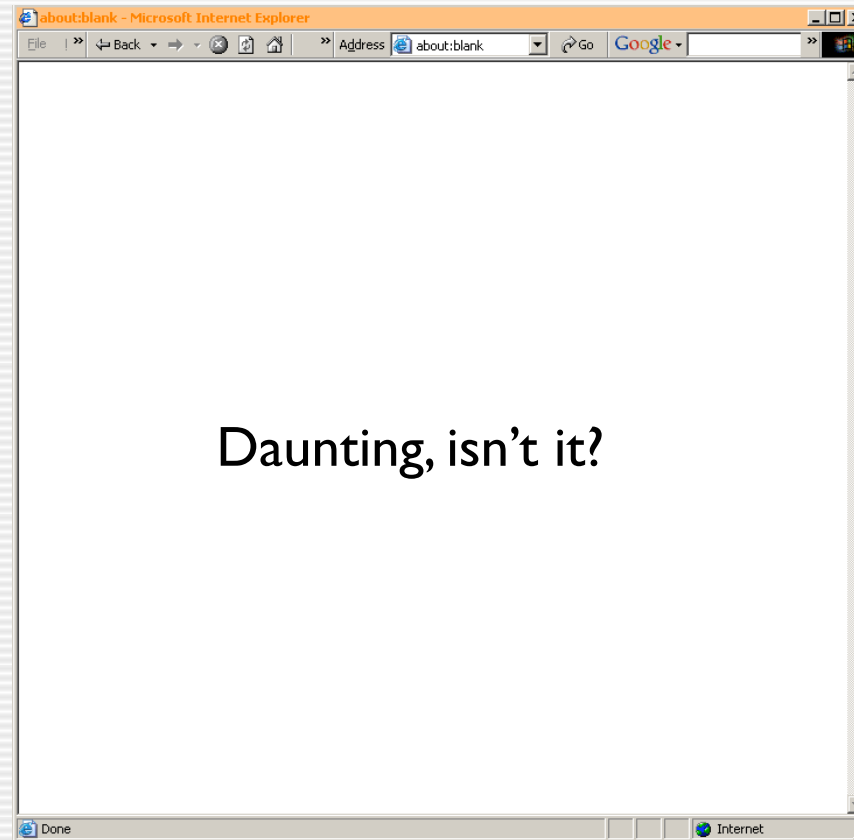
Designing Registration

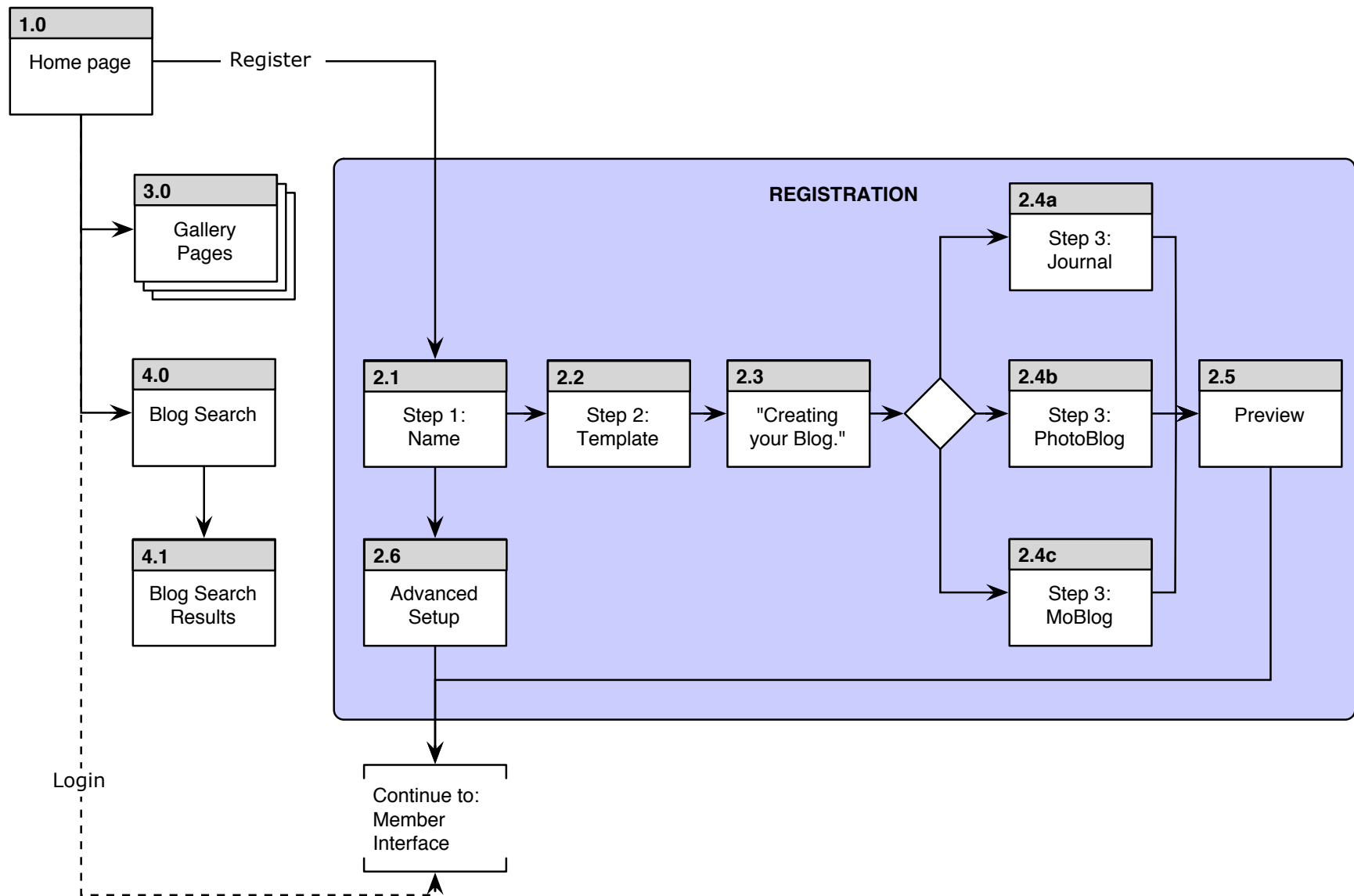
“Our conscious mind is constantly reducing visual input into patterns....The philosophy is to present the components on the screen as recognizable visual patterns [so that] the user can choose, on a purely pattern-matching, unconscious level, which objects to consider consciously.”





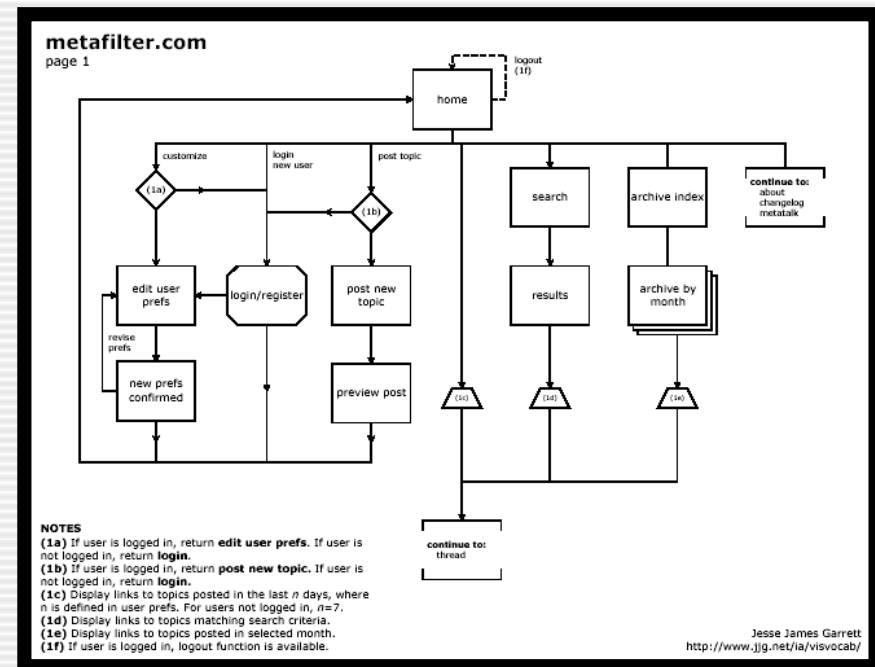
So where do we start?





Go With The Flow(s)...

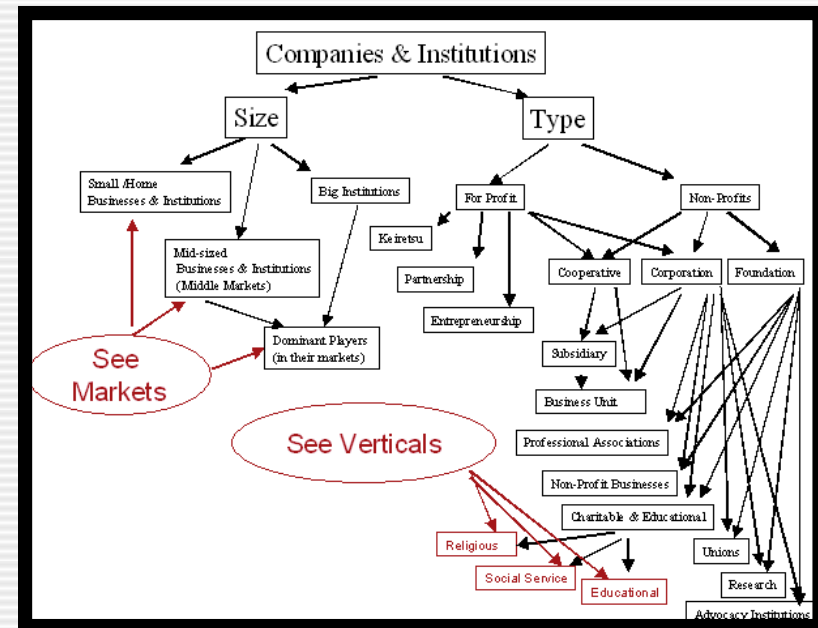
- ◆ Use standard symbols
- ◆ Include a legend explaining the symbols
- ◆ Include error cases
- ◆ Follow all pathways to their natural end or clearly mark where your flow connects with another flow



See also: Visual Vocabulary, <http://www.jjg.net/ia/visvocab>

Observe Diagram Feng Shui

- ◆ A flow should be logical and readable by anyone without explanation
- ◆ Use principles of good visual design
- ◆ Include meaningful labels for all lines that need them
- ◆ Don't cross lines



Schematics & Wireframes

- ◆ Make schematics that correlate to the flow diagram
- ◆ Use standard symbols to represent interaction devices
- ◆ Show all functions
- ◆ Use consistent names and labels across all flows and schematics
- ◆ DO NOT include any visual design direction!
- ◆ Use call-outs to describe any functionality that isn't self-explanatory
- ◆ Use good visual design principles
- ◆ One schematic can serve multiple pages

1. Discoverable

2. Recoverable

3. Context

4. Feedback

Discoverable

- ◆ The user must be able to easily see and understand the actions that they may take.
- ◆ Visibility acts as a suggestion, reminding the user of possibilities and inviting the exploration of new ideas and methods.
- ◆ Architecture and navigation nomenclature must be meaningful to the users (descriptive, evocative).

The screenshot shows the Orbitz website's flight search form. At the top is the Orbitz logo with the tagline "MOST LOW FARES MADE EASY". Below the logo are navigation tabs for "Flights", "Hotels", "Cars", "Cruises", and "Vacations", with "Flights" being the active tab. The form is divided into three main sections. The first section is for trip type and origin/destination, with radio buttons for "Round-trip" (selected), "One-way", and "Multi-city". It includes input fields for "From" and "To", each with a checkbox for "Include nearby airports". The second section is for dates, with radio buttons for "Exact dates" (selected) and "Flexible dates (U.S. & Canada)". It features date pickers for "Leave" (Aug 15) and "Return" (Aug 22), each with a calendar icon and an "Anytime" option. There is also a checkbox for "I prefer non-stop flights". The third section is for the number of travelers, with dropdowns for "Adult (18-64)" (1), "Senior (65+)" (0), "Youth (12-17)" (0), and "Child (2-11)" (0). A link for "Expand search options (Cabin, infants)" is provided. A large blue "Search" button is at the bottom right.

ORBITZ MOST LOW FARES MADE EASY

Flights Hotels Cars Cruises Vacations

☒ Round-trip ☐ One-way ☐ Multi-city

City name (e.g. Boston), or [airport code](#)

From

☐ Include nearby airports

To

☐ Include nearby airports

☒ Exact dates ☐ Flexible dates (U.S. & Canada)

Leave Aug 15 Anytime

Return Aug 22 Anytime

☐ I prefer non-stop flights

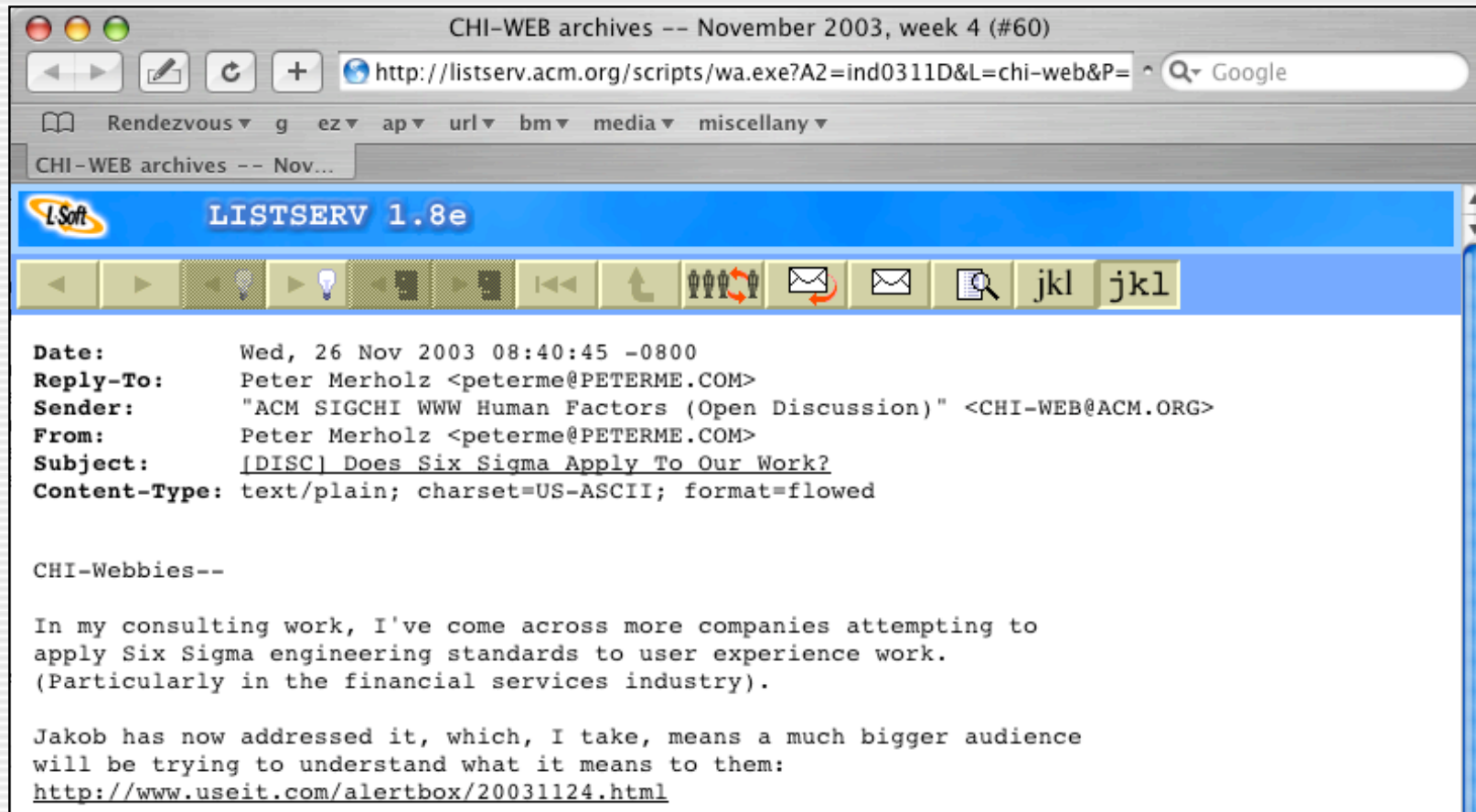
Travelers (up to 9)

	Adult (18-64)	Senior (65+)	Youth (12-17)	Child (2-11)
Count	1	0	0	0

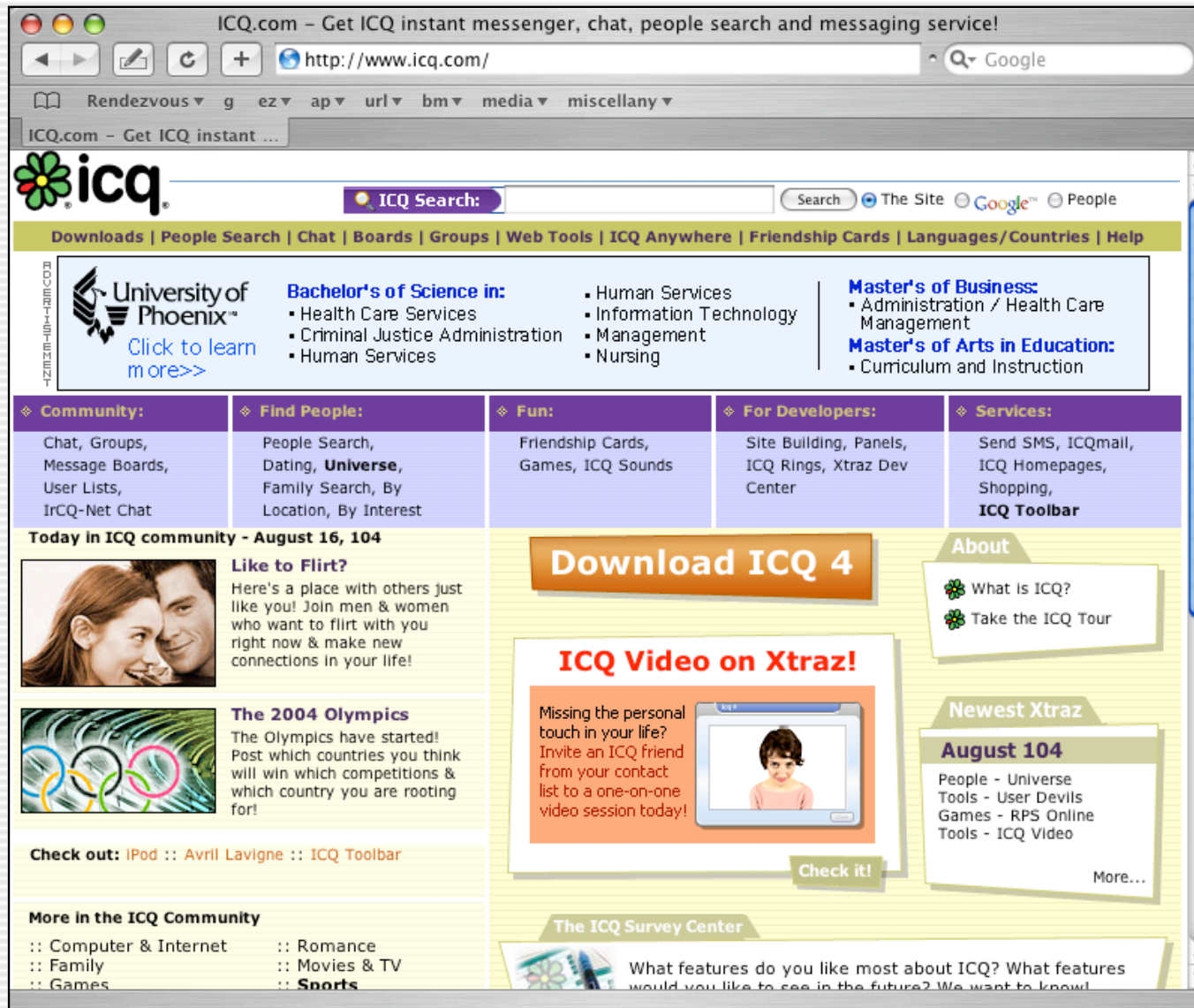
[Expand search options \(Cabin, infants\)](#)

Search

Do my application controls accurately communicate their functionality?



Does the interface favor mental efficiency?



Does the interface favor mental efficiency?





Blogger™

Already have an account? Sign in:

Username:

Password: ([forgot?](#))

SIGN IN

☐ Remember me (?)

What's a **blog**?

TAKE A QUICK TOUR



Publish
thoughts



Get
feedback



Find
people



And
more...

A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for **FREE**.

Create a **blog** in **3 easy steps:**

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

CREATE YOUR BLOG NOW

RECENT NEWS

Email that Post Let your friends publicize your blog! With [Email This Post](#), your readers can share what you've written with others.

Posted 24 August 2004 (by Jason.)

SHARE YOUR PHOTOS



Hello lets you send pictures to your blog with the help of BloggerBot. [Check it out.](#)

[Home](#) | [About](#) | [Knowledge](#) | [Help](#) | [Developers](#) | [Gear](#) | [Privacy](#) | Copyright © 1999 - 2004 Google

Recoverable

- ◆ Actions should be without cost -- make errors less costly
- ◆ Errors must be easy to undo.
- ◆ The interface should help users recover.

When designing, assume that every possible mishap will happen, so protect against it.

STATUS: INCOMPLETE [X]

You must complete the following steps, but in any order.

SELECT DATES	SELECT ROOM	COMPLETE FORM
Select a check-out date.	You have selected a room type.	Please enter your first name. Fields with an asterisk are required.
INCOMPLETE	OK	INCOMPLETE

Are actions cheap?

Sort flights by:

Lowest price

Departure times

Shortest flights

Airport codes

CHANGE SEARCH

[Start over](#)

From
San Francisco (All Locations), CA
☐ + airports within 70 miles

To
Burbank (All Locations), CA
☐ + airports within 70 miles

Leave

Aug 26

Anytim

Return

Aug 26

Anytim

☐ I prefer non-stop flights

Travelers: 1
[Change travelers](#)

[Find](#)

Showing: **lowest priced flights** (45 flights out of 109 total) [See all 109 flights](#)

[Book it](#)

\$311
per person

Leave

Thu, Aug 26

Depart: 8:09am
Arrive: 9:15am
Non-stop

United Airlines 6390
operated by UNITED EXPRESS/SKYWEST

San Francisco, CA (SFO)
Burbank, CA (BUR)

Economy | 1hr 6min | Canadair | [View seats](#)

Return

Thu, Aug 26

Depart: 8:40pm
Arrive: 9:41pm
1 stop

America West 6679
operated by Mesa Airlines dba America West Express

Burbank, CA (BUR)
Las Vegas, NV (LAS)

Economy | 1hr 1min | Canadair | [View seats](#)

Change planes. Time between flights: 2hr 11min

America West 879

Las Vegas, NV (LAS)
San Francisco, CA (SFO)

Economy | 1hr 24min | Airbus A319 | [View seats](#)


Total duration: 4hr 36min

This is an overnight trip.

[Choose this flight](#)


[Choose this flight](#)

Are errors fixable?

 **4by6.com**
The Online Postcard Printing System

☐ Full Service ☐ Member Log-In ☐ Help Tool
☐ Order a Sample Kit ☐ Track Order Status ☐ User Guide




Previous: [Start](#) [1](#) Start **[2](#) Learn** [3](#) Prepare [4](#) Order [5](#) Upload [6](#) Track Next: [Prepare](#)

 **Self Service** [Change to Full Service](#)



Learn about our Products

1. Turnaround and Pricing.

Our Standard turnaround is Monday to Friday. Proofs must be approved by 5pm PST on Monday.

Standard **M**    **F** **4/4 and 4/1** [View Standard Print Pricing](#)

Our Standard turnaround is Monday to Friday. Proofs must be approved by 5pm PST on Monday. Cards are then shipped out on Friday afternoon.

Rush **M**   **T** **4/1 only** [View Rush Print Pricing](#)

Our Rush turnaround is Monday to Thursday. Proofs must be approved by 5pm PST on Monday. Cards are then shipped out on Thursday afternoon. *Rush service only available on up to 2000 4/1 cards.

Does the interface offer assistance in recovery?

First Name:	<input type="text" value="Dwight"/>
Last Name:	<input type="text" value="Eisenhower"/>
Gender:	<input checked="" type="radio"/> Male <input type="radio"/> Female
Please tell us your birth date.	
Date of Birth:	<input type="text" value="Feb"/> <input type="text" value="2"/> <input type="text" value="Year"/>
Zipcode:	<input type="text" value="94114"/> (Not a U.S. Resident? Check here: <input type="checkbox"/>)
Education:	<input type="text" value="Some college or technical school"/>
Relationship Status:	<input type="text" value="Married/partnered with children"/>
Email Address: (Where you'd like to receive information about your test results.)	<input type="text" value="dwight@deisenhower.com"/>
Please enter your password.	
Create a Password: (4 to 20 characters)	<input type="text"/>
Confirm Password:	<input type="text"/>
<input type="checkbox"/> Yes! Send me the Tickle Newsletter so I can be the first to know about the newest Tickle tests! (Tickle will never spam you or give your email address away.) Show me what I'd be getting.	

Is it difficult to perform unrecoverable actions?

Establish new account:

The information entered will be your default contact, shipping, and billing information.

All orders require a signature upon delivery, therefore a physical address is needed. Shipment to a P.O. box address or a hotel room is not allowed. If necessary, you can specify a different shipping address before you finalize an order.

Please Note:

If this address differs from your credit card billing address, further verification may be required, which could delay the shipment of your order.

Bold text indicates required information.

Create New Account (Billing Info)	
*First Name	<input type="text"/>
Middle Initial	<input type="text"/>
*Last Name	<input type="text"/>
Questions? call: (877)888-2678	- We cannot ship to - - APOs, FPOs, or P.O. Boxes -
Company Name	<input type="text"/>
*Address (line one)	<input type="text"/>
apt./suite./bldg./etc.	<input type="text"/>
*City	<input type="text"/>
*State	<input type="text"/>
*Zip Code	<input type="text"/> - <input type="text"/>
Country	USA
*Daytime Phone	(<input type="text"/>) <input type="text"/> - <input type="text"/> ext. <input type="text"/>
Evening Phone	(<input type="text"/>) <input type="text"/> - <input type="text"/> ext. <input type="text"/>
E-Mail	<input type="text"/>
Choose a password	<input type="text"/>
Re-type password	<input type="text"/>


Add New

Cancel

1 CREATE ACCOUNT ▷ 2 NAME BLOG ▷ 3 CHOOSE TEMPLATE

1 Create an account

Choose a user name	<input type="text" value="jeffreyveen"/>	You'll use this to sign in for future visits.
Enter a password	<input type="password" value="....."/>	Must be at least 6 characters long.
Retype password	<input type="password" value="....."/>	Enter it again just to be sure.
Display name	<input type="text" value="The Veen Blog"/>	The name used to sign your blog posts.
Email address	<input type="text" value="jeff@veen"/>  Email address contains invalid domain name	We will never share your address with third parties without your permission.
Acceptance of Terms	<input checked="" type="checkbox"/> I accept the Terms of Service	Indicate that you have read and understand Blogger's Terms of Service

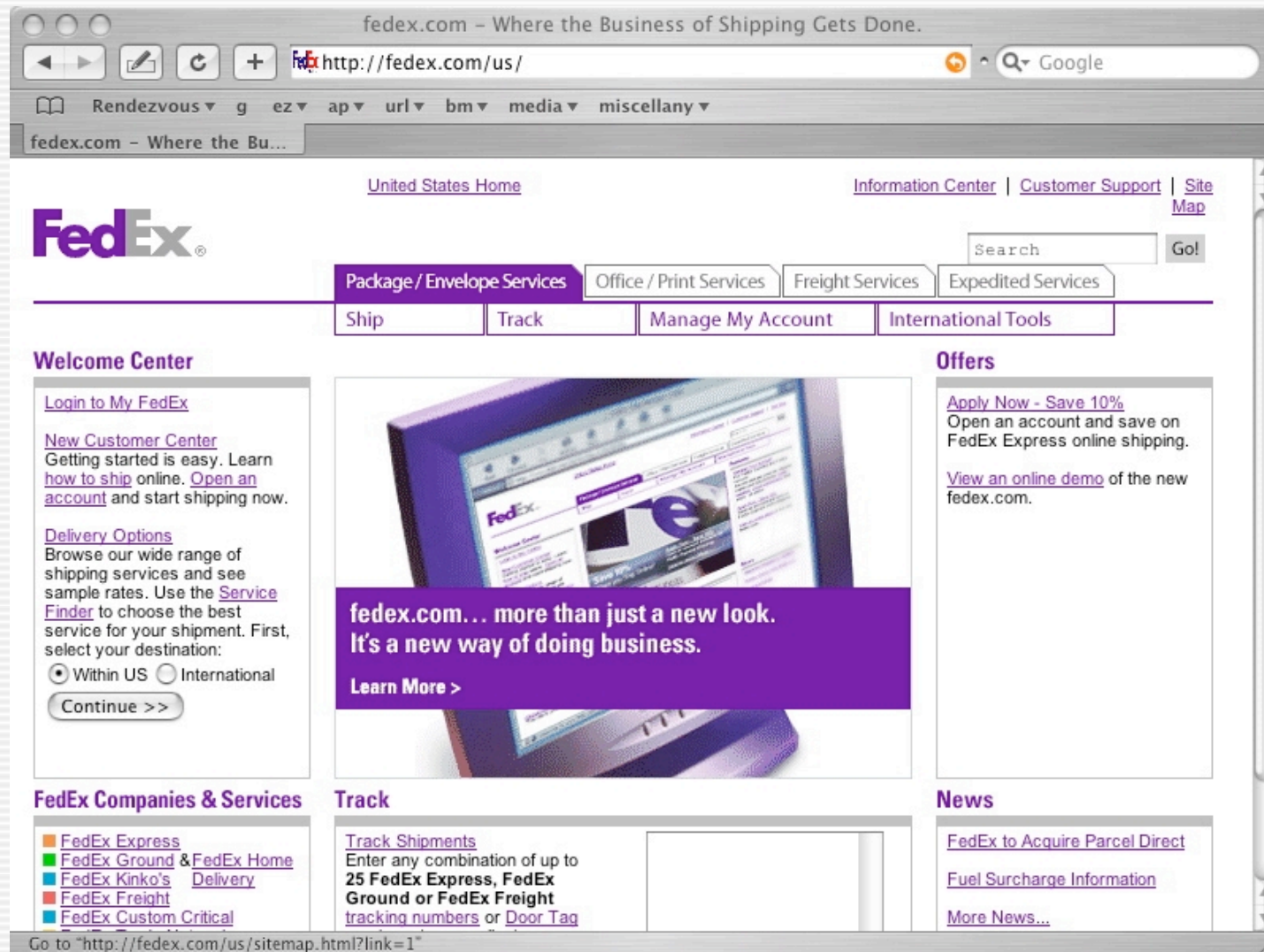
 **CONTINUE**

Context

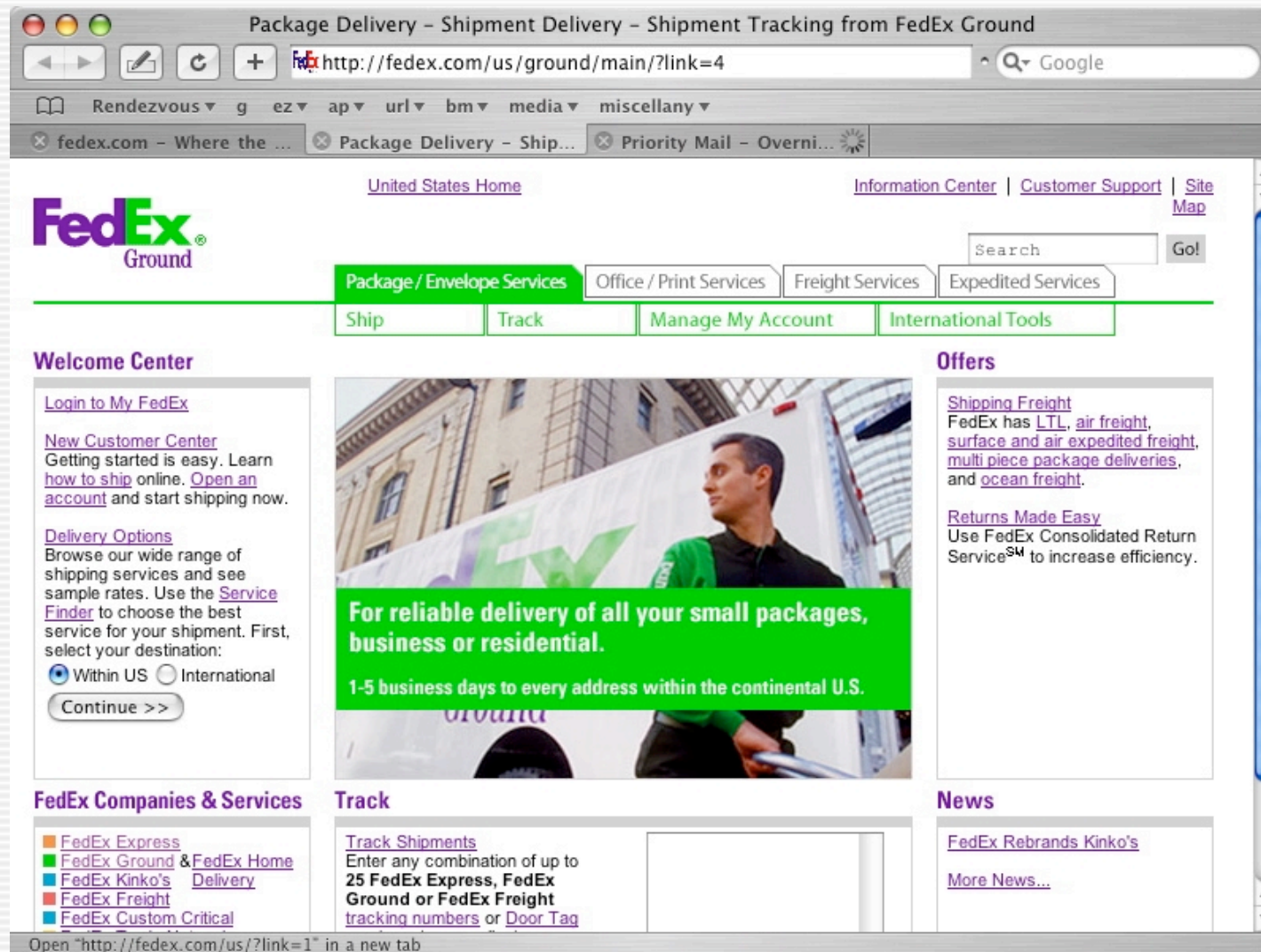
- ◆ Give the user a sense of time.
- ◆ Give the user a sense of place.
- ◆ Give the user a sense of meaning.
- ◆ Users need to know:
 - ◆ Where they are
 - ◆ Where they came from
 - ◆ What happens next
 - ◆ What they can do here
 - ◆ Why is this happening?



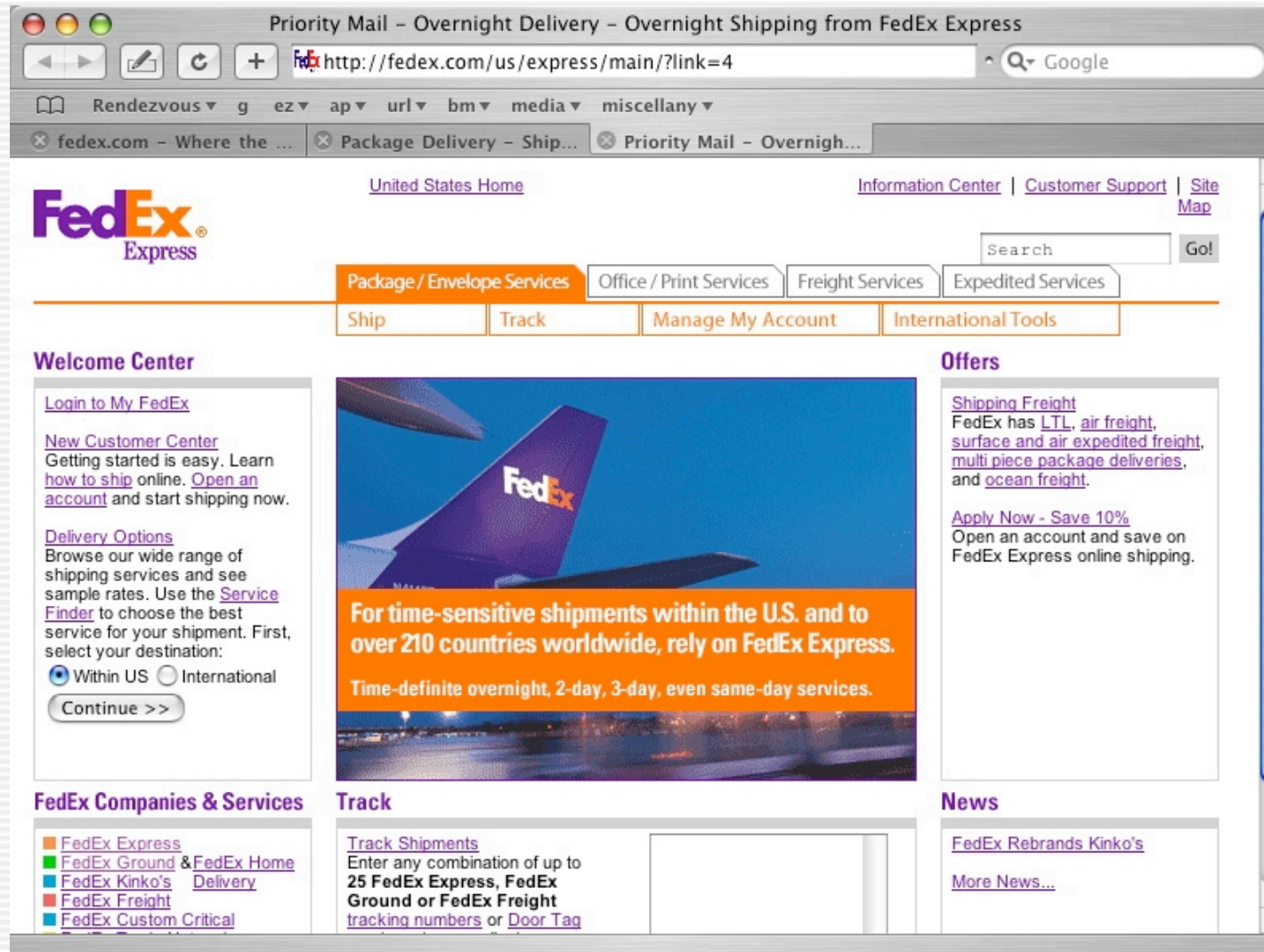
Does the interface communicate where the user is?



Does the interface communicate where the user is?



Does the interface communicate where the user is?



Is the labeling appropriate and consistent?

RESERVATIONS **SCHEDULES** SPECIAL OFFERS **TRAVEL CENTER** RAPID REWARDS ABOUT SWA

southwest.com® Stop Searching. Start Traveling.

Book Travel **Flight Status** **SOUTHWEST Shortcut TO LOW FARES**

What's New

- ✦ This week's [Click 'n Save® Internet Specials](#) are available now through August 19, 2004.
- [Hurricane Charley Update](#)
- Discover this week's [Featured Destination - Virginia Beach](#) (via Norfolk, VA) and our [Cruise of the Week](#) to the Western Caribbean aboard the Norwegian Dream.
- Now hiring Ramp Agents in [Baltimore and Manchester!](#)
- Want to Climb Onboard ["Airline"](#)? Here's your chance to be a part of A&E's hit show!

Quick Links

VAmoNos	SWABIZ	SOUTHWEST AIRLINES VACATIONS
En Español	Business Travel	Vacation Packages
Book Air	Careers	Investor Relations
Book Car	Cargo	Press Room
Book Hotel	E-mail Updates	Programs & Services
Book Cruise	Flight Status	Published Fares
Online Checkin	Flight Status Messaging	Southwest Cities

Weekly Specials

Don't miss out! Sign up to receive the latest updates on special offers and promotions.

E-mail Address:

Experience more high-flying adventures with the second season of "Airline" each Monday night at 10 pm EST/PST on A&E. Find out more [about us](#).


Is the labeling appropriate and consistent?

west elm

[view shopping bag](#) | [sign in](#) | [search](#) [go](#)


[furniture](#) | [wall decor](#) | [textiles](#) | [decorative accessories](#) | [tabletop](#) | [sale](#) | [rooms](#)

FALL 2004 COLLECTION



offset circles
headboard \$299 - \$399

DESIGN FAVORITES
pure simplicity, natural fibers,
organic woods ▶



upholstered cutout
chair \$299

'Lucky breaks' sweepstakes ▶

Does every action give the user a sense of where they are in the process?

NATIONAL TOUR PERMIT APPLICATION

STEP
1

STEP
2

STEP
3

STEP
4

STEP
5

STEP
6

UNIT INFO

TRIP ITINERARY

LEADERSHIP

TRANSPORTATION

BSA POLICIES

PRINT & SIGN

Step Two: Trip Itinerary

Purpose of Trip:

From: , (City, State)

To: , (City, State)

Distance: Miles


Departing: / / MM/DD/YYYY


Returning: / / MM/DD/YYYY

Trip Length: Days

1 CREATE ACCOUNT ▷ 2 NAME BLOG ▷ 3 CHOOSE TEMPLATE

1 Create an account

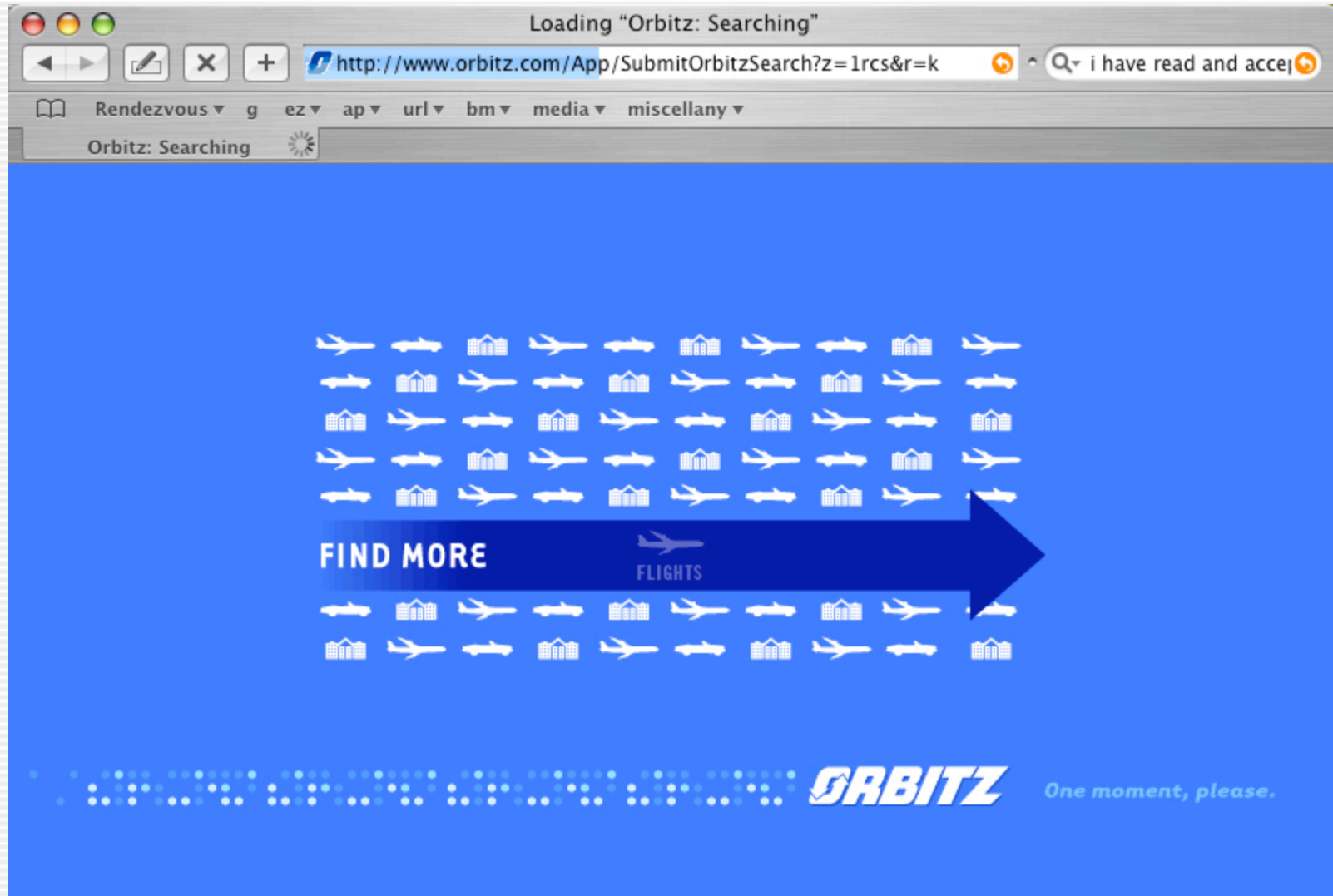
Choose a user name	<input type="text" value="jeffreyveen"/>	You'll use this to sign in for future visits.
Enter a password	<input type="password" value="....."/>	Must be at least 6 characters long.
Retype password	<input type="password" value="....."/>	Enter it again just to be sure.
Display name	<input type="text" value="The Veen Blog"/>	The name used to sign your blog posts.
Email address	<input type="text" value="jeff@veen"/>  Email address contains invalid domain name	We will never share your address with third parties without your permission.
Acceptance of Terms	<input checked="" type="checkbox"/> I accept the Terms of Service	Indicate that you have read and understand Blogger's Terms of Service

 **CONTINUE**

Feedback

- ◆ Feedback is how the system responds to user actions.
- ◆ The effect of each action must be visible and easy to interpret.
- ◆ Feedback must be immediate and contextual.

Are there status indicators?



Does the feedback address the user action, rather than system status?

Webmail For CLEVERGIRL.COM

Account Management Home > Webmail List > Webmail Mailboxes

351 Invalid Parameter Value

Total Account Space: 10MB Allocated Space: 0MB

☒ Enable Sender Permitted From (SPF) record for this domain, SPF Record: 'v=spf1 a:smtp.mailix.net' [More Info](#)

Update

Mailboxes

Email Address	Password	Space Allocated	Space Used	Status	Secret Question	Secret Answer	Virus Scanning
No Information Found							

Add Mailbox

User Password Size Secret

@CLEVERGIRL.COM 2 - 30 characters Increments of 1 MB

Verify

Add

- Apostrophes (') are not allowed in the User, Password, Secret Question, or Secret Answer fields.

Are responses understandable to the primary target audience?

Webmail For CLEVERGIRL.COM

Account Management Home > Webmail List > Webmail Mailboxes

351 Invalid Parameter Value

Total Account Space: 10MB Allocated Space: 0MB

☒ Enable Sender Permitted From (SPF) record for this domain, SPF Record: 'v=spf1 a:smtp.mailix.net' [More Info](#)

Mailboxes

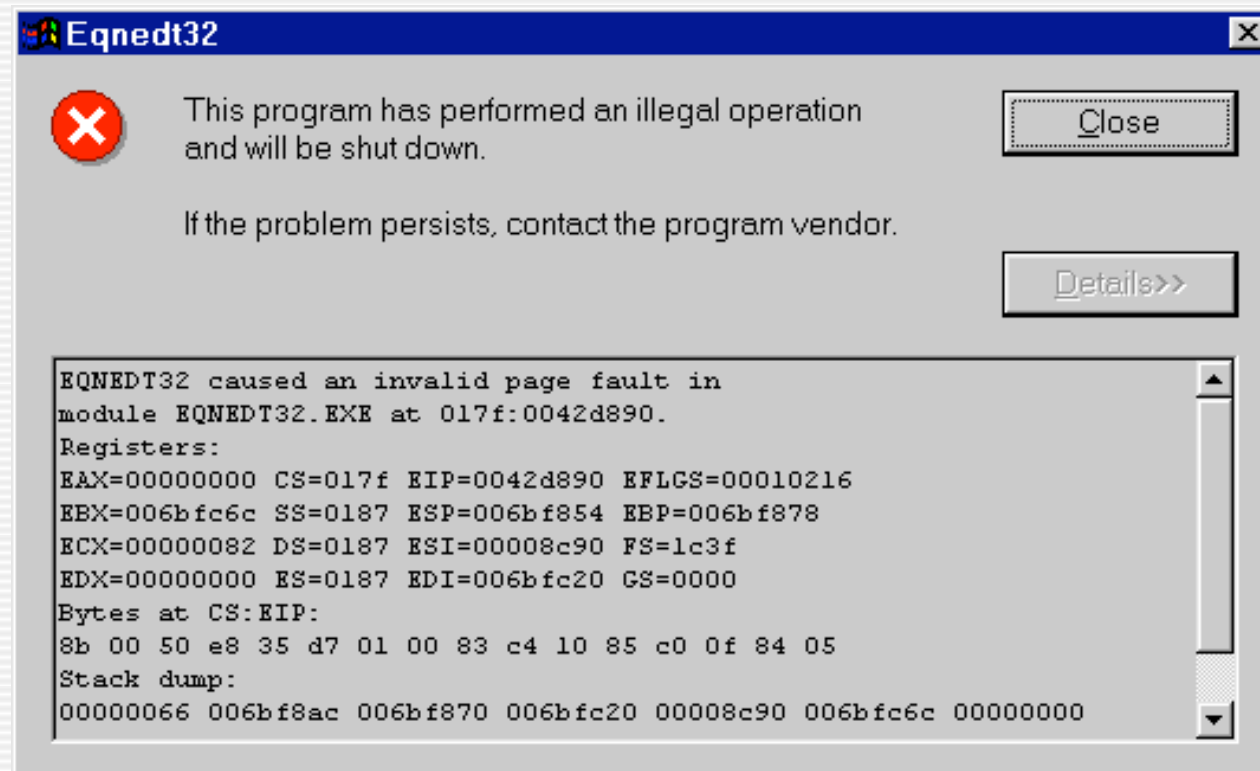
Email Address	Password	Space Allocated	Space Used	Status	Secret Question	Secret Answer	Virus Scanning
No Information Found							

Add Mailbox

User	Password	Size	Secret
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
@CLEVERGIRL.COM	2 - 30 characters	Increments of 1 MB	
	Verify		
<input type="button" value="Add"/>			

- Apostrophes (') are not allowed in the User, Password, Secret Question, or Secret Answer fields.

Is the amount of feedback appropriate to the primary target audience?



! Creating your **blog...**



[Home](#) | Copyright © 2000-2003 Google



1. Create an Account 2. Name Your Blog 3. Choose a Template

1. Create an Account

Choose a User Name:

You'll use this to login on future visits.

Enter a Password:

Must be at least 6 characters long.

Confirm the Password:

Enter it again just to be sure.

Next: Name Your Blog

Continue





1. Create an Account **2. Name Your Blog** 3. Choose a Template

2. Name your Blog

Enter a Title for your Web site:

My Blog

This can be anything up to 20 characters long.

Blog address:

http:// .blogspot.com

You can give this address to people so they can find your blog. It's also how people will link to you

Want to host this somewhere else? Try [Advanced Options...](#)

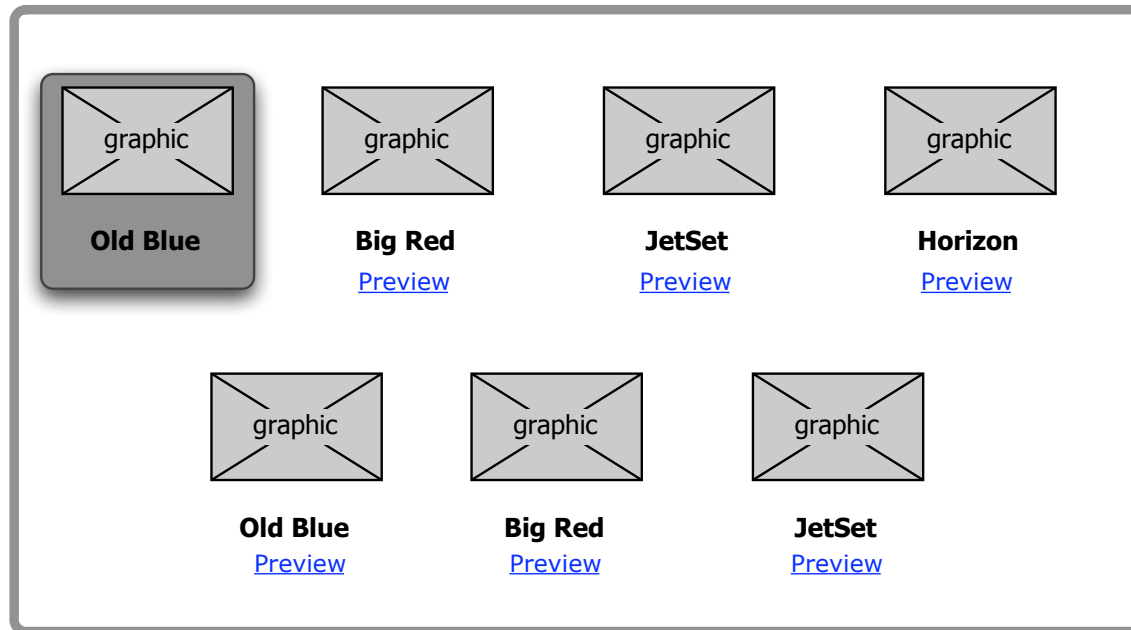
Next: Choose a Template

Continue



3. Choose a template

Don't worry, you can change this later.



Decide what kind of Blog you want, and what it should look like. You can change this later, if you want.

Next: We'll make your blog!

Continue



Write your first post for "My Blog"

Title

Enter something descriptive about what you're going to write.

Post

▲

▼

Type your post here. When you click the "Preview" button, you'll be able to see what it looks like before it is added to your Web site.

Next: See how it will look and make changes

Preview



BLOGGER

"My Blog" Preview

[Edit the first post](#)

Try a different template

Burnt Sienna



Save For Later

Publish my Blog

The user's blog template
with the post on it goes here

My Blogidentity



User name: johndoe

Name:

Gender:

Location:

[Edit Profile...](#)

BLOGGER NEWS

2 Dec 03: Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size.

1 Dec 03: The job requires extra pluck and zeal from every young wage earner. The five boxing wizards jump quickly. Six big juicy steaks sizzled in a pan as five workmen left.

[Archives...](#)

My Blogs

Latest Posts

Recommended Blogs

Last Update: 10/4/03 Total posts: 253 Total Comments: 1244

[Create New Blog](#)

[SuperBlog](#) Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

[PhotoBlog](#) Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

[Intranet](#) Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

[ClientBlog](#) Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

[Intranet](#) Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

[ClientBlog](#) Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

My Blogidentity



User name: johndoe

Name:

Gender:

Location:

[Edit Profile...](#)

BLOGGER NEWS

2 Dec 03: Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size.

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[Archives...](#)

My Blogs

Last Update: 10/4/03 Total posts: 253 Total Comments: 1244

[Create New Blog](#)

SuperBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

PhotoBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

Intranet Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

ClientBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



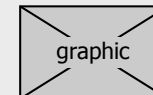
[Change Settings](#)

[More...](#)

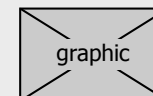
Recent Posts

Microsoft Bites	5 October 2003	10:32am	TechnoBlog	15	
I'm Tired Yo	5 October 2003	10:32am	Super Blog	9	
This guy's a mororn	5 October 2003	10:32am	Super Blog	12	
Microsoft Bites	5 October 2003	10:32am	Intranet	16	
Microsoft Bites	5 October 2003	10:32am	Intranet	0	
Microsoft Bites	5 October 2003	10:32am	TechnoBlog	12	
Microsoft Bites	5 October 2003	10:32am	TechnoBlog	4	

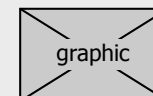
Read recommended blogs



Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. [Visit...](#)

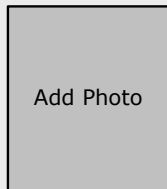


Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. [Visit...](#)



Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. [Visit...](#)

My Blogidentity



User name: johndoe

Name:

Gender:

Location:

[Edit Profile...](#)

BLOGGER NEWS

2 Dec 03: Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size.

1 Dec 03: The job requires extra pluck and zeal from every young wage earner. The five boxing wizards jump quickly. Six big juicy steaks sizzled in a pan as five workmen left.

[Archives...](#)

My Blogs

Last Update: 10/4/03 Total posts: 253 Total Comments: 1244

[Create New Blog](#)

SuperBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

PhotoBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

Intranet Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



[Edit Templates](#)



[Change Settings](#)

ClientBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244



[New Post](#)



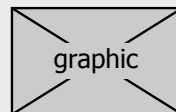
[Edit Templates](#)



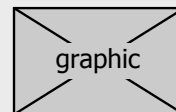
[Change Settings](#)

[More...](#)

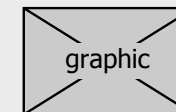
Read recommended blogs



Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. [Visit...](#)



Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. [Visit...](#)



Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. [Visit...](#)



Advanced Blog Setup

Blog Details

Blog name ?

Template [Choose...](#) ?

Listing ☒ Public ☐ Private ?

Server Details

FTP server ?

ex: ftp.veen.com

Blog filename ?

ex: blogger.html

FTP path ?

ex: /home/www/blog/

Blog URL ?

ex: http://example.com/blog/

Protocol ☒ FTP ☐ SFTP ?

Help text changes OnMouseOver.
Make it *stick*, i.e. doesn't hide
unless you mouseOver
something else

FTP server (Required)
When you save your
blog, it will be
automatically FTP'd to
your web server. Enter
your FTP server
information here. For
example:
"ftp.yoursite.com". If
you do not have a web
site with FTP access,
go back and select the
BlogSpot option on
page 2.

 [More Help](#)

 [Back to simple setup](#)

Create Blog



Visit Other Photoblogs...



Back in June

Pack my box with five dozen liquor jugs. Back in June we.



Back in June

Pack my box with five dozen liquor jugs. Back in June we.



Back in June

Pack my box with five dozen liquor jugs. Back in June we.

What is a Photo Blog?

Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. The job requires extra pluck and zeal from every young wage earner. The five boxing wizards jump quickly. Six big juicy steaks sizzled in a pan as five workmen left the quarry. Five wine experts jokingly quizzed sample chablis. The jukebox music puzzled a gentle visitor from a quaint valley town.



Get One Now!

Continue Tour

B Help

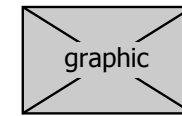
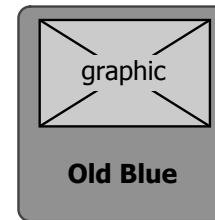
Creating a New Blog (advanced)

FTP server (Required) When you save your blog, it will be automatically FTP'd to your web server. Enter your FTP server information here. For example: "ftp.yoursite.com". If you do not have a web site with FTP access, go back and select the BlogSpot option on page 2.

FTP path (Optional) This is the directory on your FTP server where you want to put your blog. For example: "weblog/". If you want to make your blog your home page or place it elsewhere in your root directory, you might leave this field blank. **Note:** Blogger will not create directories on your server, so this path must already exist. If it doesn't, be sure to create it with your FTP program before publishing with Blogger.

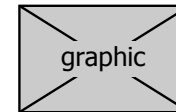
Blog Filename (Required) This is the filename for your main blog page on your site. For example: "blogger.html". **Note:** an ".html" extension is not required. If you use server-side scripting via ASP or Cold Fusion, this filename could end in ".asp" or ".cfm".

B Choose Template



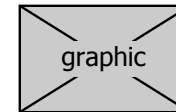
Big Red

[Preview](#)



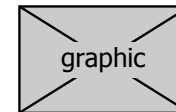
JetSet

[Preview](#)



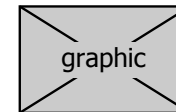
Horizon

[Preview](#)



Big Red

[Preview](#)



JetSet

[Preview](#)

Confirm

Going From Abstract to Real

Visual Design and CSS

First: markup structure

- valid code
- logical order
- semantic

Header

```
<div id="header">
  

  <form method="get" action="home_blogs.html">
    <h2>Already have an account? Sign in:</h2>
    <label for="signin-u">Username:</label>
    <input type="text" id="sign-u" size="10" class="text" />
    <label for="signin-p">Password:</label>
    <input type="text" id="sign-p" size="10" class="text" />
    <input type="image" src="btn_signin.gif" id="sign-b" alt="Sign in" />
    <input type="checkbox" id="signin-r" />
    <label for="signin-r">Remember me</label>
  </form>
</div>
```

What's a blog?

```
<h1>What's a blog?</h1>
```

```
<ul>
```

```
  <li><a href="tour2.html">Publish your thoughts</a></li>
```

```
  <li><a href="tour3.html">Share your photos</a></li>
```

```
  <li><a href="tour4.html">Post anywhere</a></li>
```

```
  <li><a href="tour5.html">Connect with people</a></li>
```

```
</ul>
```

```
<p>Is the word <strong>blog</strong> new to you? Let us explain the blog
concept and the many ways you can use Blogger to do all of the things
above!</p>
```

```
<p><a href="tour1.html"></a></p>
```

Create a blog...

```
<h1>Create a blog in <em>3 easy steps:</em></h1>
<ol>
  <li>Create an account</li>
  <li>Name your blog</li>
  <li>Choose a template</li>
</ol>
<p>(You'll be done in less than 5 minutes)</p>
<a href="reg1.html"></a>
```



Blogger™

Already have an account? Sign in:

Username: Password: (?) [SIGN IN](#) ☐ Remember me (?)

What's a blog?

- [Publish your thoughts](#)
- [Share your photos](#)
- [Post anywhere](#)
- [Connect with people](#)

Is the word **blog** new to you? Let us explain the blog concept and the many ways you can use Blogger to do all of the things above!

[TAKE A QUICK TOUR](#)

Create a blog in *3 easy steps*:

1. Create an account
2. Name your blog
3. Choose a template

(You'll be done in less than 5 minutes)

[CREATE YOUR BLOG NOW](#)



Approach with CSS

Liquid width debate

Liquid

Text-heavy
Content **IS** the text

Fixed

Combination of
images, forms,
tables, & text
Content is less
adaptable

T-design



Header

Border offsets

4px
border
on
#header



#header2
fits inside

Border offsets



```
#header {  
  position: relative;  
  top: -4px;  
  border-bottom: 4px solid #47d;  
}  
#header2 {  
  position: relative;  
  top: 4px;  
}  
#header3 {border-bottom: 4px solid #69f;}
```

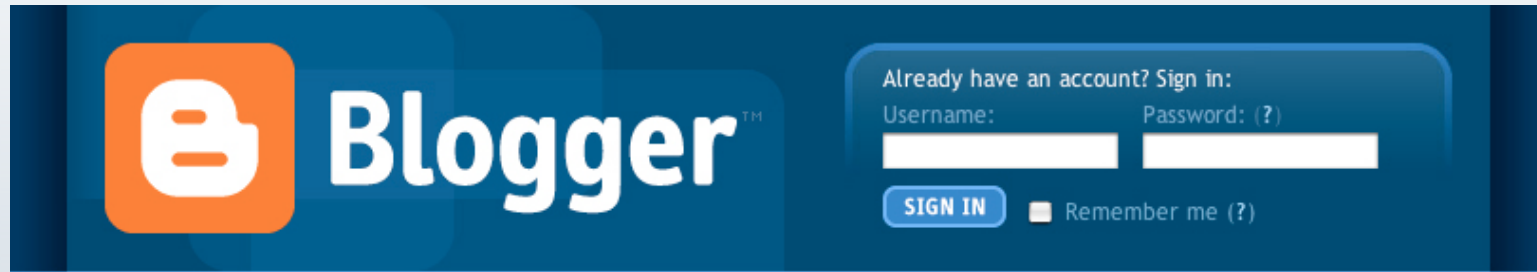
Separate bg images

- Account for header resizing

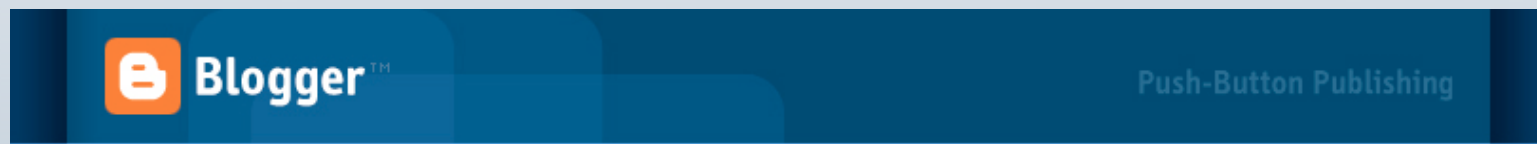


```
#header {  
  background:#025 url("../img/sides_head.gif") repeat-y center top;  
}  
#header3 {  
  background:url("../img/bg_logo.gif") no-repeat left top;  
}
```

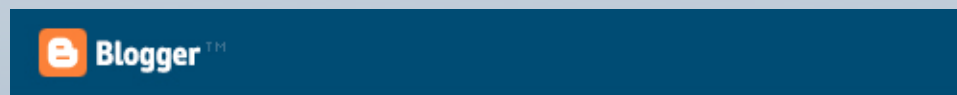

Different size headers



Home



Normal

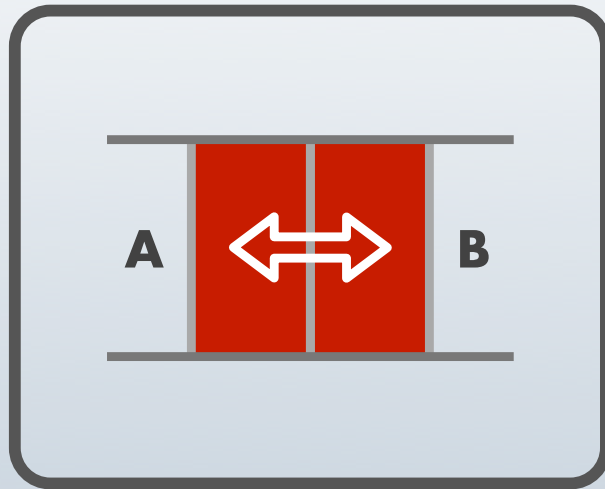


Popup windows

Rounded corner boxes



Sliding Doors



DESCRIPTION:

Navigation remains pure text on top of two background images which “slide” together or apart

Illusion of ONE image that expands and contracts with text size.



LEFT
IMG



RIGHT
IMG

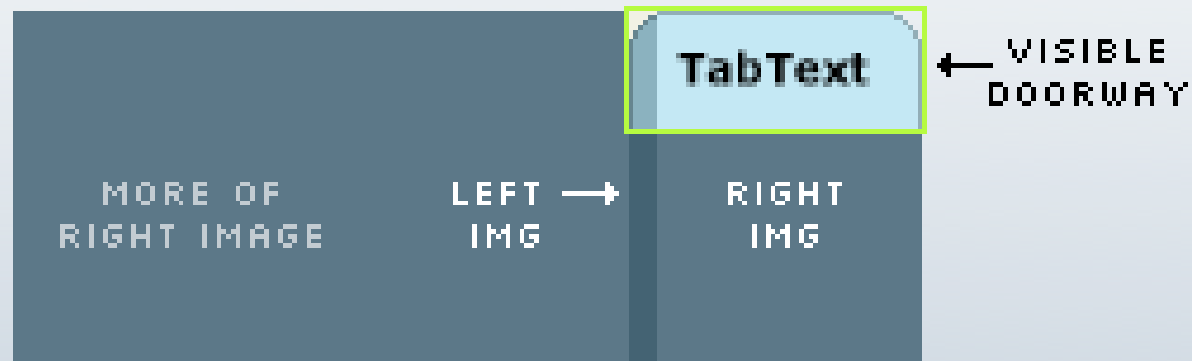
Take two images

Sliding doors explained



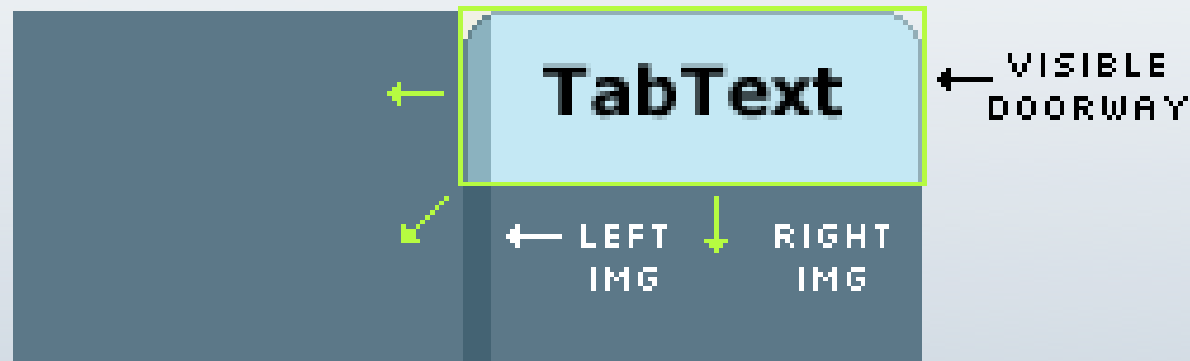
Anchor wide image to one side of “doorway”

Sliding doors explained



Anchor narrow image to other side

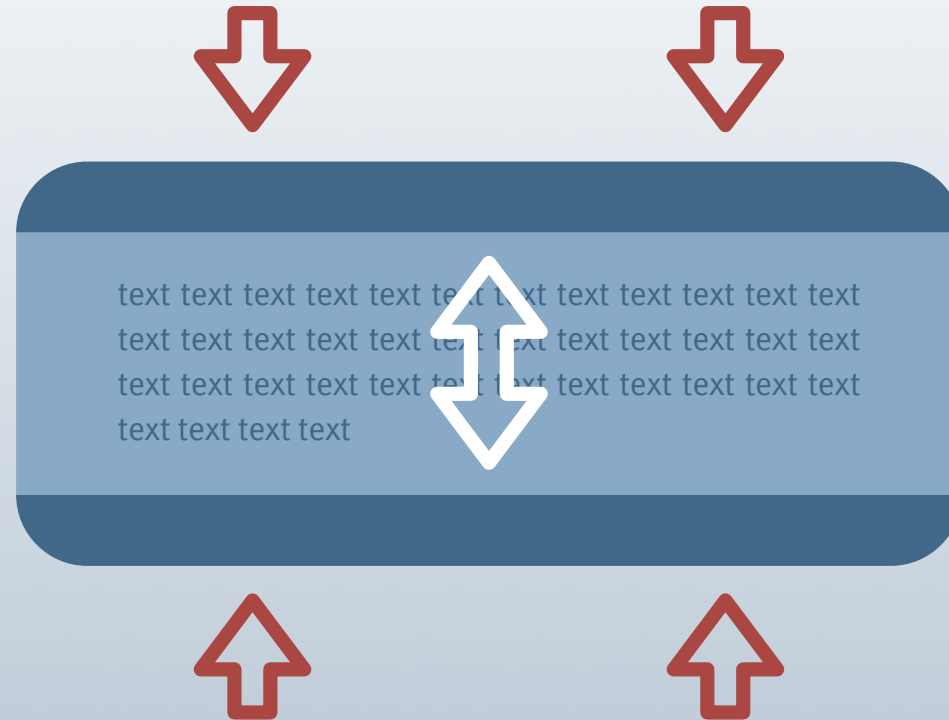
Sliding doors explained



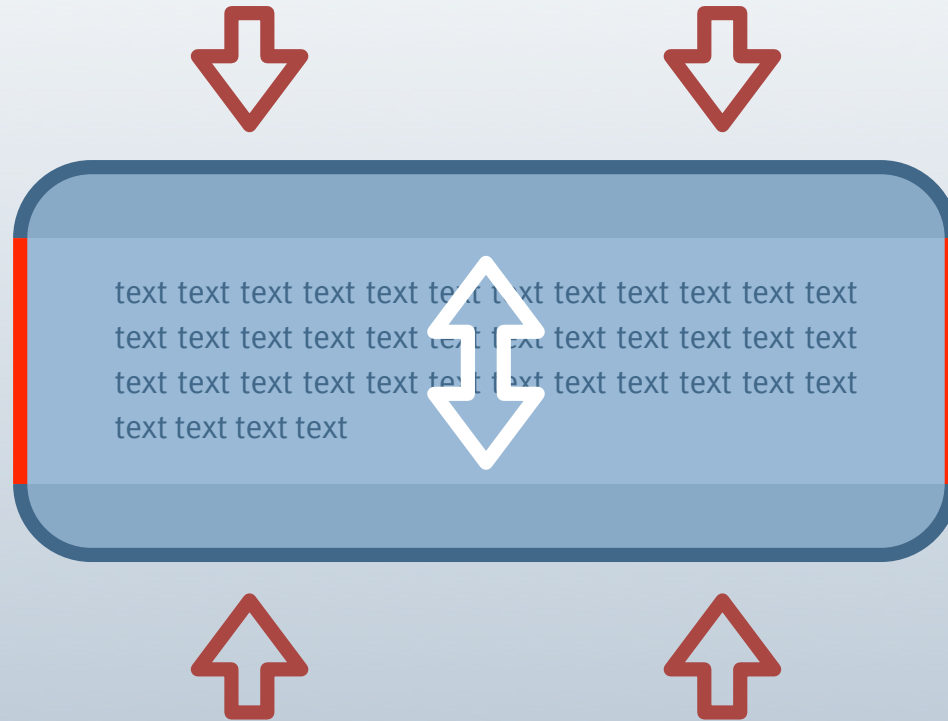
When text grows, doorway expands,
images slide apart, more of each image revealed

Sliding doors explained

Sliding doors on their side



Bordered boxes



Connecting the doors

Modules

Blogger News

17 Dec 2003 If "Yes" is selected, your blog may appear in the Blogger directory and recently updated list. If you'd rather keep your blog private, select "No." **Note:** Private does not mean the page will actually be protected on your server -- that's up to you.

12 Dec 2003 Each time you publish your blog, it will be automatically FTP'd to your web server. Enter your FTP server information here. For example: "ftp.yoursite.com". If you do not have a web site with FTP access, go.

[News archives >>](#)

```
<div class="mod">
  <div class="mod2">
    <div class="mod3">
      <h2>Blogger <strong>News</strong></h2>
      [ content ]
    </div>
  </div>
</div>
```

Module styling

Blogger News

17 Dec 2003 If "Yes" is selected, your blog may appear in the Blogger directory and recently updated list. If you'd rather keep your blog private, select "No." **Note:** Private does not mean the page will actually be protected on your server -- that's up to you.

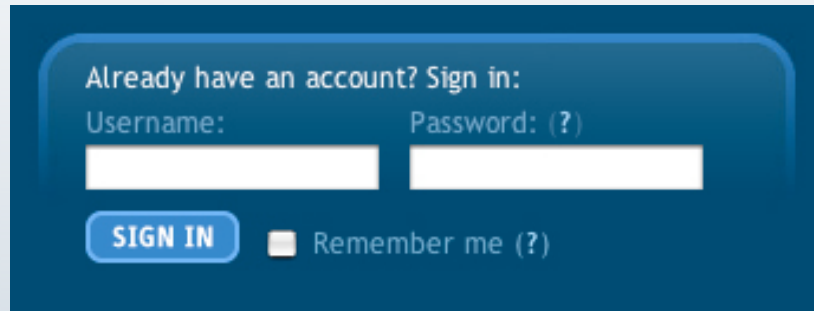
12 Dec 2003 Each time you publish your blog, it will be automatically FTP'd to your web server. Enter your FTP server information here. For example: "ftp.yoursite.com". If you do not have a web site with FTP access, go.

[News archives »](#)

```
.mod {  
    background:url("../img/bg_mod_bot.gif")  
    no-repeat left bottom;  
    padding-bottom:6px;  
}  
.mod2 {  
    background:url("../img/bg_mod_top.gif")  
    no-repeat left top;  
    padding-top:6px;  
}  
.mod3 {  
    border:solid #E1D4C0;  
    border-width:0 2px;  
    padding:2px 10px;  
}
```

http://www.stopdesign.com/log/2004/01/30/ie_factor_example.html

Implied boxes



Already have an account? Sign in:

Username: Password: (?)

[SIGN IN](#) ☐ Remember me (?)

This form is a visual example of an implied box. It is a dark blue rounded rectangle containing a sign-in form. The form itself is a lighter blue rounded rectangle with a subtle drop shadow, creating a layered effect. The text and input fields are contained within this implied box.



What's a **blog**? [TAKE A QUICK TOUR](#)

 **Publish**
your thoughts

 **Share**
your photos

 **Post**
anywhere

 **Connect**
with people

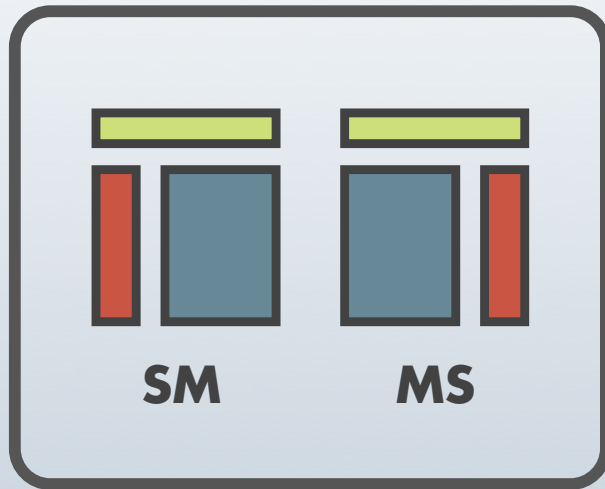
Is the word **blog** new to you? Let us explain the blog concept and the many ways you can use Blogger to do all of the things above!

This complex block is a visual example of an implied box. It is a white rounded rectangle with a subtle drop shadow, containing a guide to blogging. The guide includes a title, a link, four icons with labels, and a paragraph of text. The entire content is contained within this implied box.

- Use one background image
- No extra markup required
- Bottom won't need to align with anything

Template Configs

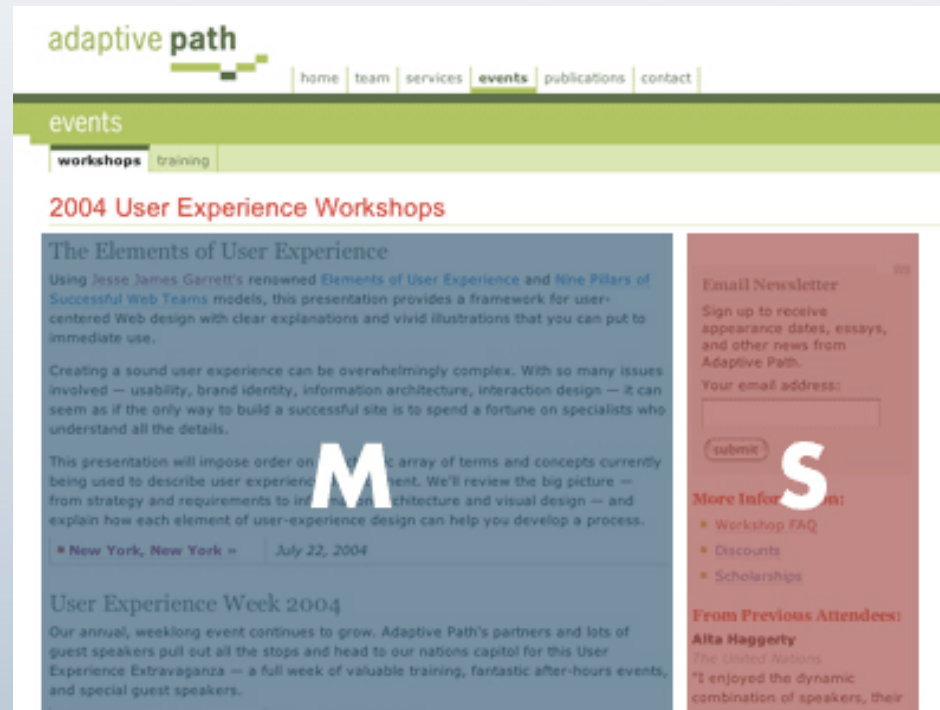
Dynamic column structure



DESCRIPTION:

Allow entire layout or structure of a page to change by switching a `<body>` class or ID

AP Workshops page



uses col-MS

Key: M = Main S = Sidebar

AP Essay page



uses col-SM

Key: M = Main S = Sidebar

How the columns shift

```
.maincol {  
  float: left;  
  width: 510px;  
}  
.subcol {  
  float: right;  
  width: 180px;  
}
```

Assumed default: col-MS

```
.col-SM .maincol {  
  float: right;  
}  
.col-SM .subcol {  
  float: left;  
}
```

col-SM applied to <body>

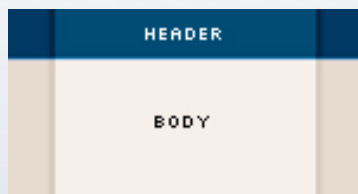
AP Events page



uses **col-SMX**

Key: **M** = Main **S** = Sidebar **X** = Xtra

Header & body setup

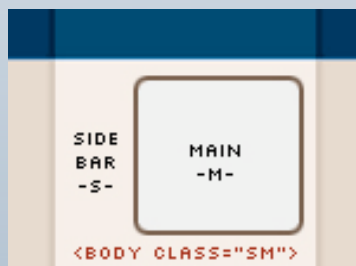


```
<div id="header">  
</div>
```

```
<div id="body">  
</div>
```

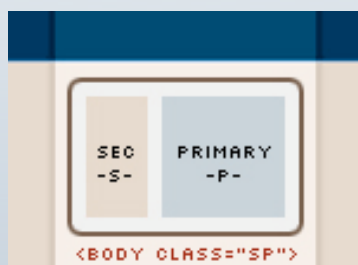
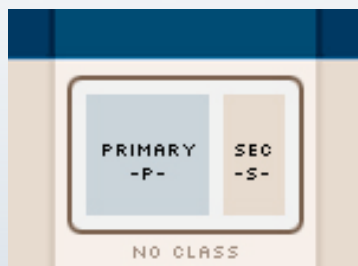
```
html body {  
  background:#E1D4C0  
  url("../img/sides_body.gif")  
  repeat-y center top;  
  text-align:center;  
}  
#header {  
  background:#025  
  url("../img/sides_head.gif")  
  repeat-y center top;  
}  
#body {  
  width:710px;  
  padding:10px 0 15px;  
  margin:0 auto;  
  text-align:left;  
}
```

Main box



```
#main {  
  float:left;  
  width:100%;  
}  
#sidebar {display:none;}  
.ms #sidebar, .sm #sidebar {  
  width:200px;  
  display:block;  
}  
.sm #sidebar {float:left;}  
.ms #sidebar {float:right;}  
.ms #main, .sm #main {  
  float:left;  
  width:490px;  
}
```

Further divisions



```
#primary {  
  width:400px;  
  float:left;  
  margin-right:20px;  
}  
#secondary {  
  float:right;  
  width:245px;  
}  
.sp #primary {  
  float:right;  
}  
.sp #secondary {  
  float:left;  
  padding-right:20px;  
}
```

Lists

Numbered lists

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

1 CREATE ACCOUNT ▶ 2 NAME BLOG ▶ 3 CHOOSE TEMPLATE

Each list item ID'd

```
<ol>
  <li id="step1">Create an account</li>
  <li id="step2">Name your blog</li>
  <li id="step3">Choose a template</li>
</ol>
```

```
#home #secondary ol li {
  margin: 0;
  padding: 5px 0 5px 38px;
  background-repeat: no-repeat;
  background-position: left center;
}

#step1 {background-image: url("../img/icon_no1.gif");}
#step2 {background-image: url("../img/icon_no2.gif");}
#step3 {background-image: url("../img/icon_no3.gif");}
```

1 Create an account

2 Name your blog

3 Choose a template

Progress meter

1 CREATE ACCOUNT ▶ 2 NAME BLOG ▶ 3 CHOOSE TEMPLATE

```
<div id="progress">
  <ol>
    <li id="prog1"><strong>Create account</strong></li>
    <li id="prog2"><em>Name blog</em></li>
    <li id="prog3"><em>Choose template</em></li>
  </ol>
</div>
```

1. **Create account**
2. *Name blog*
3. *Choose template*

Progress meter



```
#progress ol li {  
  display: inline;  
  padding: 0 20px 0 0;  
}
```

```
#progress strong, #progress em {  
  background-repeat: no-repeat;  
  background-position: left center;  
  padding: 13px 0 11px 28px;  
}
```

```
➡ #prog1 em {background-image: url("../img/icon_prog1a.gif");}  
➡ #prog1 strong {background-image: url("../img/icon_prog1b.gif");}  
➡ #prog2 em {background-image: url("../img/icon_prog2a.gif");}  
➡ #prog2 strong {background-image: url("../img/icon_prog2b.gif");}  
...
```

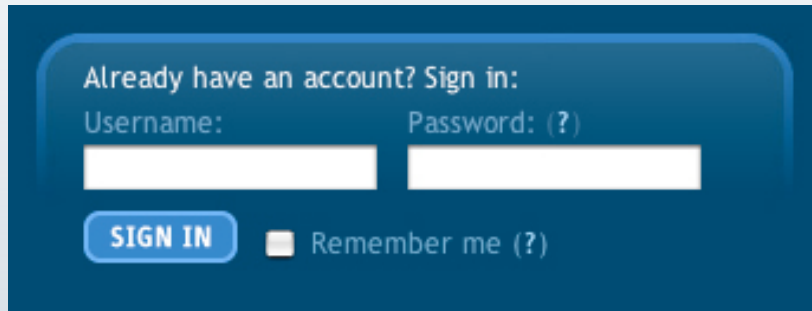
Progress meter



```
#progress ol li {  
  display: inline;  
  background: url("../img/icon_prog_arrow.gif") no-repeat right center;  
  margin: 0 4px 0 0;  
  padding: 0 20px 0 0;  
}  
#progress #prog3 {  
  background-image: none;  
}
```

Forms

Login box



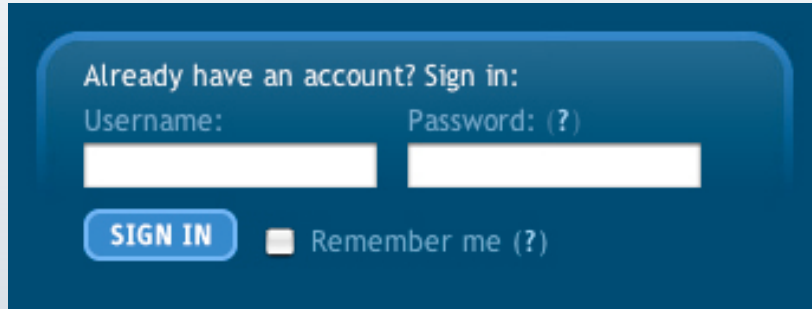
Already have an account? Sign in:

Username: Password: (?)

☐ Remember me (?)

```
<form method="get" action="home_blogs.html">
  <h2>Already have an account? Sign in:</h2>
  <div>
    <label for="signin-u">Username:</label>
    <input type="text" id="signin-u" size="10" class="text" />
  </div>
  <div>
    <label for="signin-p">Password:</label> (<a href="help">?</a>)
    <input type="text" id="signin-p" size="10" class="text" />
  </div>
  ...
</form>
```

Side-by-side inputs

A login form with a dark blue background and rounded corners. At the top, it says "Already have an account? Sign in:". Below this, there are two input fields: "Username:" and "Password: (?)". The "Password:" field has a small question mark icon. Below the input fields, there is a blue "SIGN IN" button and a checkbox labeled "Remember me (?)".

Already have an account? Sign in:

Username: Password: (?)

☐ Remember me (?)

```
#header form div {  
  float: left;  
  width: 47%;  
  margin: .4em .5em 0 0;  
  white-space: nowrap;  
}
```

Registration forms

1 Create an **account**

Choose a user name ?

You'll use this to login on future visits.

Enter a password

Must be at least 6 characters long.

Retype password

Enter it again just to be sure.

CONTINUE

Table-based forms

```
<form id="reg1" action="reg2.html">
  <h1>Create an <strong>account</strong></h1>
  <table cellpadding="5" cellspacing="0" border="1">
    <tr>
      <th>
        <a href="#help-username" class="help"></a>
        <label for="f-user">Choose a user name</label>
      </th>
      <td><input type="text" id="f-user" size="15" class="text" /></td>
      <td class="desc">You'll use this to sign in for future visits.</td>
    </tr>
    <tr>
      <th><label for="f-pass1">Enter a password</label></th>
      <td><input type="password" id="f-pass1" size="15" class="text" /></td>
      <td class="desc">Must be at least 6 characters long.</td>
    </tr>
    <tr>
      <th><label for="f-pass2">Retype password</label></th>
      <td><input type="password" id="f-pass2" size="15" class="text" /></td>
      <td class="desc">Enter it again just to be sure.</td>
    </tr>
  </table>
  <p class="next"><input type="image" src="img/btn_continue.gif" alt="Continue" /></p>
</form>
```


Table structure

1

Create an account

labels

inputs

help text

Choose a user name ?

You'll use this to login on future visits.

Enter a password

Must be at least 6 characters long.

Retype password

Enter it again just to be sure.

<th>

<td>

<td>

CONTINUE

Background styles


1 Create an account

Choose a user name ?	<input type="text"/>	You'll use this to login on future visits.
Enter a password	<input type="password"/>	Must be at least 6 characters long.
Retype password	<input type="password"/>	Enter it again just to be sure.

CONTINUE

```
table {  
  background: #fff url("../img/bg_table.jpg") repeat-x left top;  
}  
th {  
  background: #fff;  
}
```

Submission errors

FTP path (optional)	?	<input type="text"/>	Ex: /usr/www/example/public_html
 Blog filename	?	<input type="text"/>	Ex: blogger.html
You did not assign a filename. Please assign one now.			
Blog URL	?	<input type="text"/>	Ex: http://example.com/blog/

```
.error label {  
    background: url("../img/icon_alert15.gif") no-repeat left top;  
    padding-left: 20px;  
    color: #c00;  
}  
.error input.text {border-color: #900 #c00 #c00 #900;}  
.error td .error {color: #c00;}
```

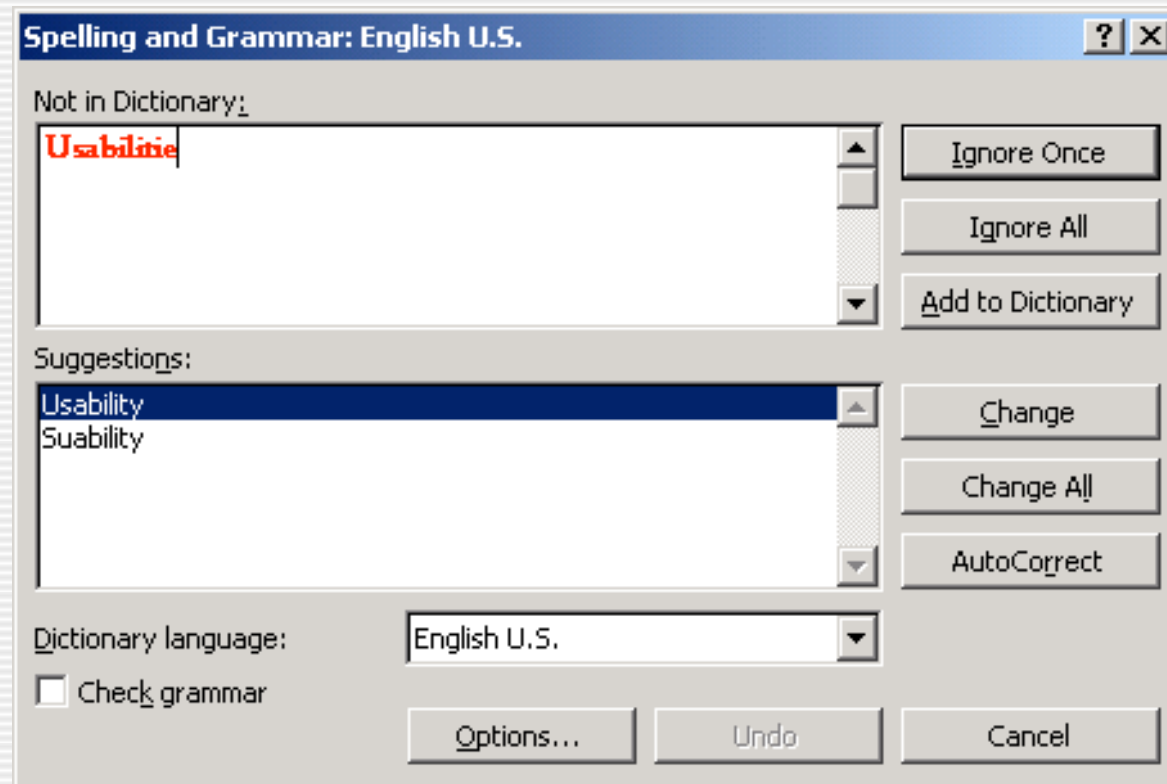
Headings

- `<h1>` Create an ``account`</h1>`
Create an **account**
primary title of the page
- `<h2>`
Blog Details Profile Summary
main divisions and Sidebar module titles
- `<h3>`
RECENT NEWS
third-level heading in Main box
- `<h4>`
Account Basics
smallest heading for which styles exist

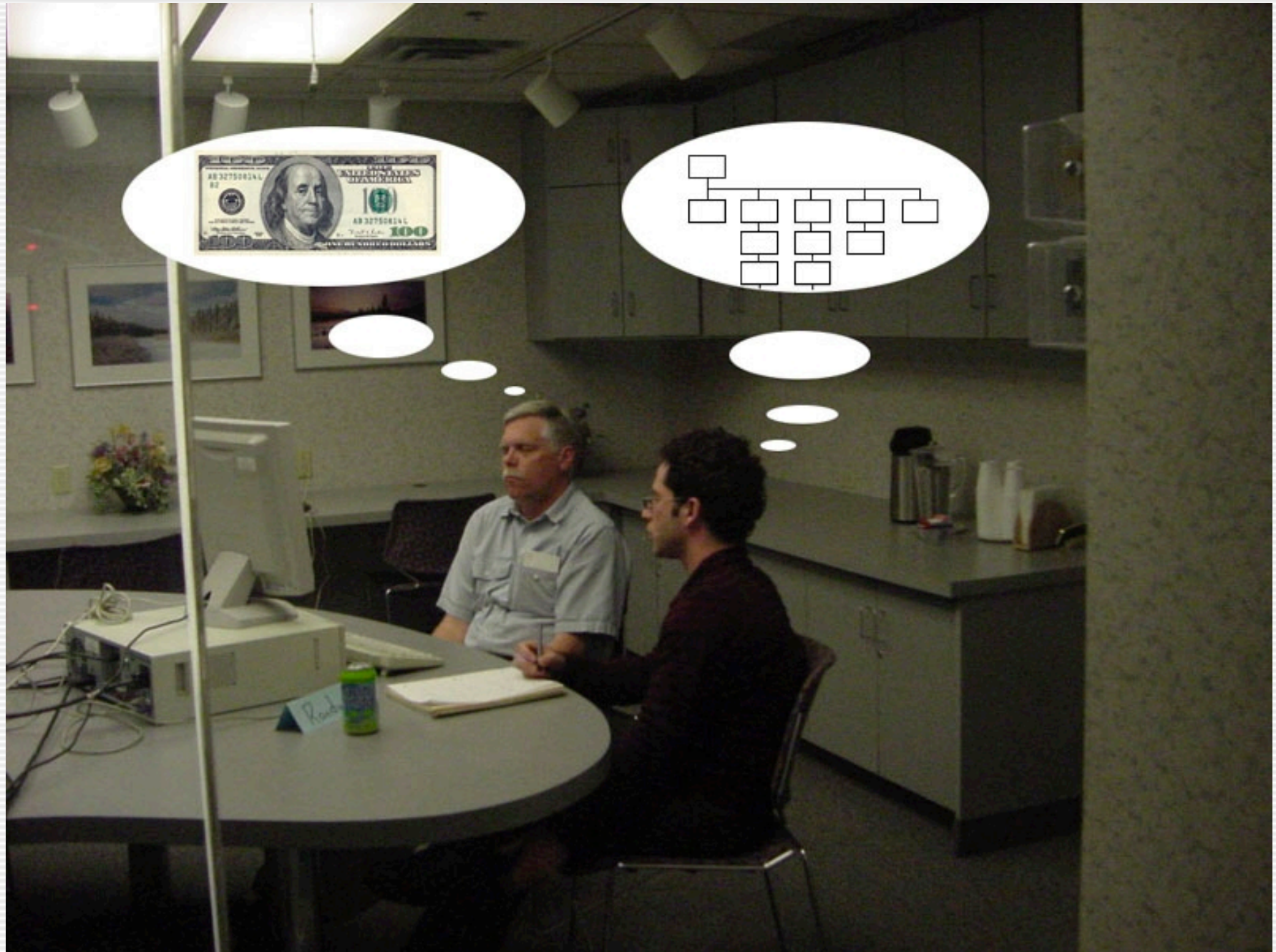
Checking Our Thinking

Usability Testing

Usability is not a solution!



Usability is simply a check...



Usability Testing: An Overview

- ◆ What is usability testing?
 - ◆ Way of researching peoples' abilities
 - ◆ Uses structured interviews
 - ◆ Watch people as they use your product
- ◆ When can you use usability testing? Any time!
 - ◆ During initial design work
 - ◆ Between design iterations
 - ◆ To find out why your users complain so much
 - ◆ Before a redesign

1. Define your audience
2. Finding the right people
3. Develop a script
4. Bring people in
5. Look for trends

Step 1

Define your audience

Identifying Representative Users

- ◆ Choose stereotypes
 - ◆ Often a subset of the largest group of users (the middle of the bell curve)
 - ◆ People whose problems generalize to the largest number of other people – if you solve the problem for them, you solve it for many other groups, too
- ◆ Be specific about who you want
- ◆ Avoid people who could have strong opinions about your product
- ◆ Some people know too much
 - ◆ Market researchers, Designers, Software developers, etc.

Step 2

Finding people

Recruiting

- ◆ Pester friends and family
- ◆ Sift through existing users
 - ◆ Trade shows? Mailing lists? Support calls?
- ◆ Use a professional recruiter

Writing a Screener

- ◆ A simple script to weed out subjects
- ◆ Write 20 questions that narrow in on who you're after
- ◆ Order questions from generic to specific
- ◆ Be very clear and specific
- ◆ Avoid jargon

Step 3

Develop a script

Create Tasks

- ◆ Write down the five most important functions of your product
 - ◆ Not the features, the functions
 - ◆ What problem is being solved?
 - ◆ What are the five things that people should be able to do above all others?
- ◆ Create a one to two sentence scenario for each function
 - ◆ An example of someone using each function, framed as a question
 - ◆ Written from their perspective

Tasks should be:

- ◆ Reasonable
- ◆ Specific
- ◆ Doable
- ◆ Described as end goals
- ◆ Appropriately sequenced
- ◆ Not too long, not too short

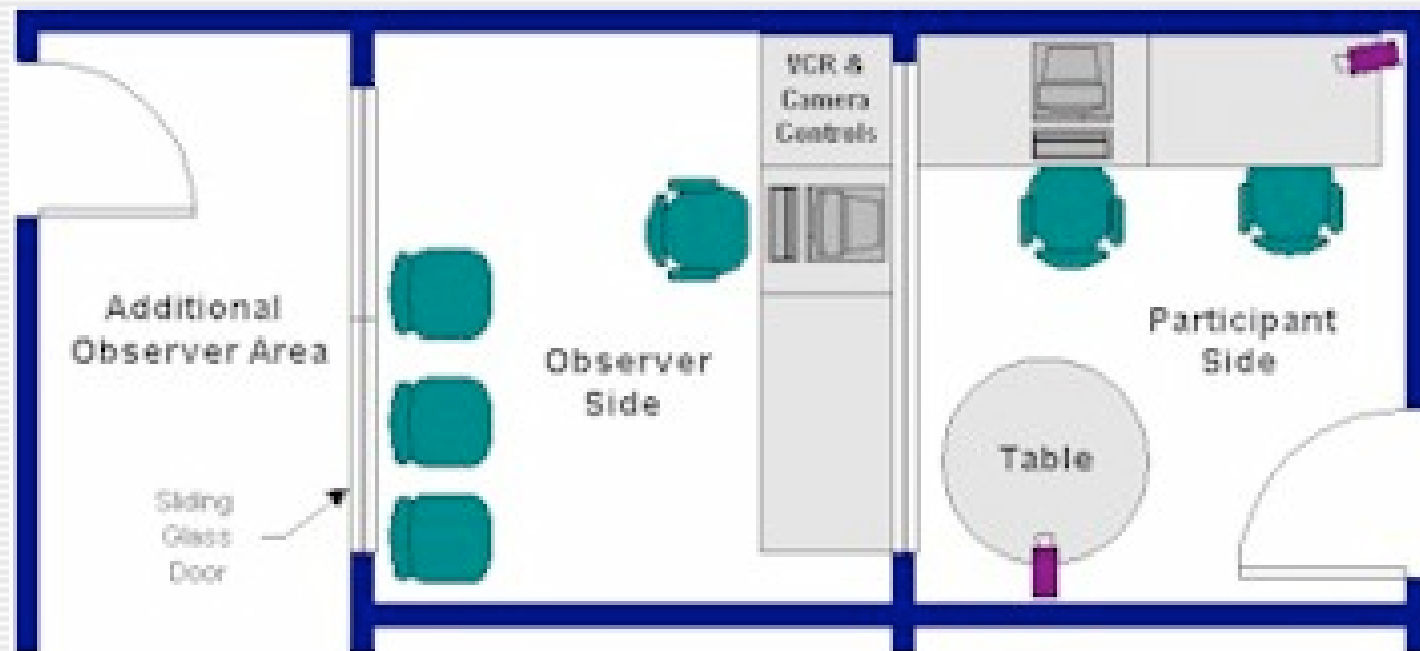
Step 3

Bring people in

How to set up a test

- ◆ Create a comfortable space
- ◆ Set up a “typical computer”
 - ◆ Nothing customized. No Google Toolbars, etc.
 - ◆ Ideally, like your persona’s computer
 - ◆ Set bookmarks for start of tasks
 - ◆ Clear the cache/history!
 - ◆ Make sure any other necessary apps work (Real Audio, etc.)
- ◆ Record the session with a camcorder arranged to capture both the screen and user
- ◆ Have a partner take notes throughout session
- ◆ Convince decision makers of the value of watching the tests
 - from coders to marketing to the CEO

Usability Lab: Ideal



Usability Lab: Practical



Run the Test

- ◆ Prepare the participant
 - ◆ Explain what it's all about
 - ◆ Tell them that they're evaluating the product and that any problems are not their fault
 - ◆ Ask them to say all their thoughts aloud
 - ◆ Describe the product using your 30-second elevator pitch
- ◆ Give them the list of tasks
- ◆ Give them exactly as much detail as they need to get the job done, and no more - don't lead!

Ask good questions

- ◆ Focus on experience, not extrapolation
- ◆ Concentrate on immediate experience
- ◆ Be nonjudgmental
- ◆ Make questions open-ended
- ◆ Avoid closed questions

Be a Good Facilitator

- ◆ Don't help!
 - ◆ if a user gets stuck, help them only if a future task requires it
- ◆ Ask people to explain their actions/statements when appropriate
 - ◆ "Describe this."
 - ◆ "What do you expect?"
 - ◆ "Did that surprise you? Why?"
- ◆ Don't be afraid to follow the conversation in a direction other than the one that was originally intended

Step 5

Look for trends

Questions to Ask Yourself

- ◆ Did the users consistently misunderstand anything? If so, what?
- ◆ Were there any mistakes consistently made? If so, what?
- ◆ Did they do what you had expected? If not, what did they do?
- ◆ Did they do things in the order in which you had expected? If not, what order did they do them in?
- ◆ What did they find interesting
- ◆ What did you expect them to find interesting, which they did not?

More Questions to Consider

- ◆ How many of the tasks were they able to do? Which ones did they have the most trouble with?
- ◆ When did they look frustrated? What were they doing?
- ◆ Did the application meet their expectations? If not, where did it fail them?
- ◆ Were they ever confused? What were they doing?

Ending Strong

Deliverables

Documentation



Design docs content

- summary of what's already been reviewed
- structure and style
- how things work
- classes and IDs used & meanings
- buttons, icons, other images
- color and type
- CSS bugs/limitations
- links to all files in 1 location

User Templates

Template project details

- Independent from site redesign
- Two weeks to complete
- At least 10 new CSS-driven templates

?!?!

Spread the responsibility, credit, and fun
to outside talent