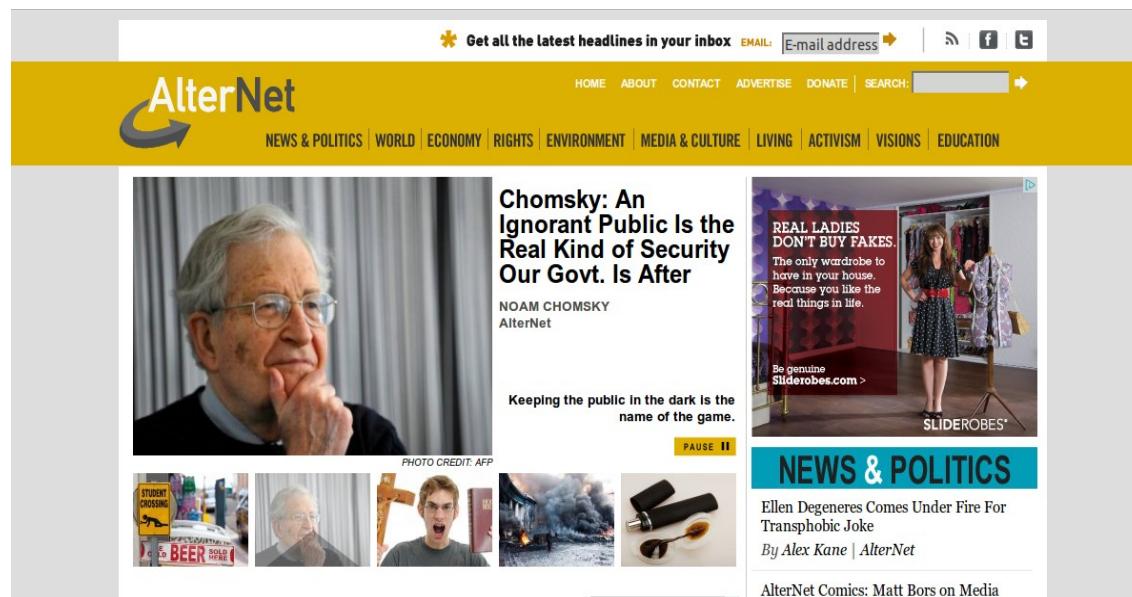


Summary (main points): Review of websites for Ideas as to presenting the Bristol Wireless Services In a Box and the Website Navigation

From research involving talking with current customers as well as Bristol Wireless team members, the concept of services in a box was popular, the box metaphor for wi-fi, routers (box-shaped).

<http://www.alternet.org/>

On a positive note, the top tab menu attracts using colour, a different colour for each menu tab/group. When you hover over each of the menu tab topics e.g. News & Politics, a further drop-down menu is displayed all continuing in that particular colour. The website pages however are cluttered divided up into three columns making the pages more difficult to read. Two columns would have visually appeared uncluttered.



<http://www.lovefoodfestival.com/>

An attractive colourful eye-catching website. When you hover over the menu tabs, the tabs appear indented giving the user an indication that they are hovering over/have clicked onto these (gives user feedback). The menu buttons are displayed in differing colours. This site has a brown textured overlay background that is 'cut-away' making it distinct from the white background. All looks good. The menu tab labels are brief, to the point and understandable which is good. Distinct navigation. There is no menu to the left or right hand side of the screen pages with a top menu navigation providing sufficient navigation.

Eat well, Laugh often, Love much.

PAINTWORKS **DYRHAM PARK** **KINGS WESTON HOUSE** **WESTONBIRT** **MILLENIUM SQUARE**

About **Contact** **Apply** **Press** **Gallery** **Links we ❤**

Event Dates
click the hearts for more info:

February 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Wheat Free Kitchen 3 Mar
@frommykitchen
#Spring has sprung! If you live in the Bristol area come along to our LoveFoodFest on the 30th March, more info included
pic.twitter.com/opKLerlCFV

Retweeted by Lorna Knapman

Tweets [Follow](#)

Love Food Festival Sunday 30th March 2014, Paintworks, Bath Rd, Bristol, BS4 3QH
Join us as we celebrate the arrival of Spring, the clocks going forward and the start of a new season in a truly delicious fashion. We'll then be taking up residence at Dyrrham Park for three festivals throughout the warmer months. Midsummer will be celebrated at the very elegant Kings Weston House in North Bristol.

We have some great events coming up in 2014 and we'd love you to be a part of them. We'll be returning to some of our regular venues as well as setting up in some new locations.

We are particularly excited to be hosting a three day Love Food Festival in Millennium Square as part of **Bristol Food Connections** in May and to be further developing our partnership with Westonbirt in August at **Tree Fest**.

Our one day events are still very close to our hearts and we'll be kicking off the year at our colourful **Paintworks** home with our annual Spring Festival on March 30th where we'll be celebrating the clocks going forward and the start of a new season in a truly delicious fashion. We'll then be taking up residence at **Dyrrham Park** for three festivals throughout the warmer months. Midsummer will be celebrated at the very elegant **Kings Weston House** in North Bristol.

As well as providing great locations for people to trade at and to enjoy shopping at we'll also be expanding our children's areas this year and looking to further cement the connection between the seasons, the land and our food. We hope you'll join us on our food loving mission!

The dates are listed as hearts on the calendar to the left and also on the venue buttons above. If you'd like to apply to trade at one of the events, please hit the apply button.

Don't forget to sign up to receive our newsletter to receive further information about our festivals as they are released.

Work At Play

Boxes that contrast and so appear noticeable but with a background image instead of a blank surrounding page.

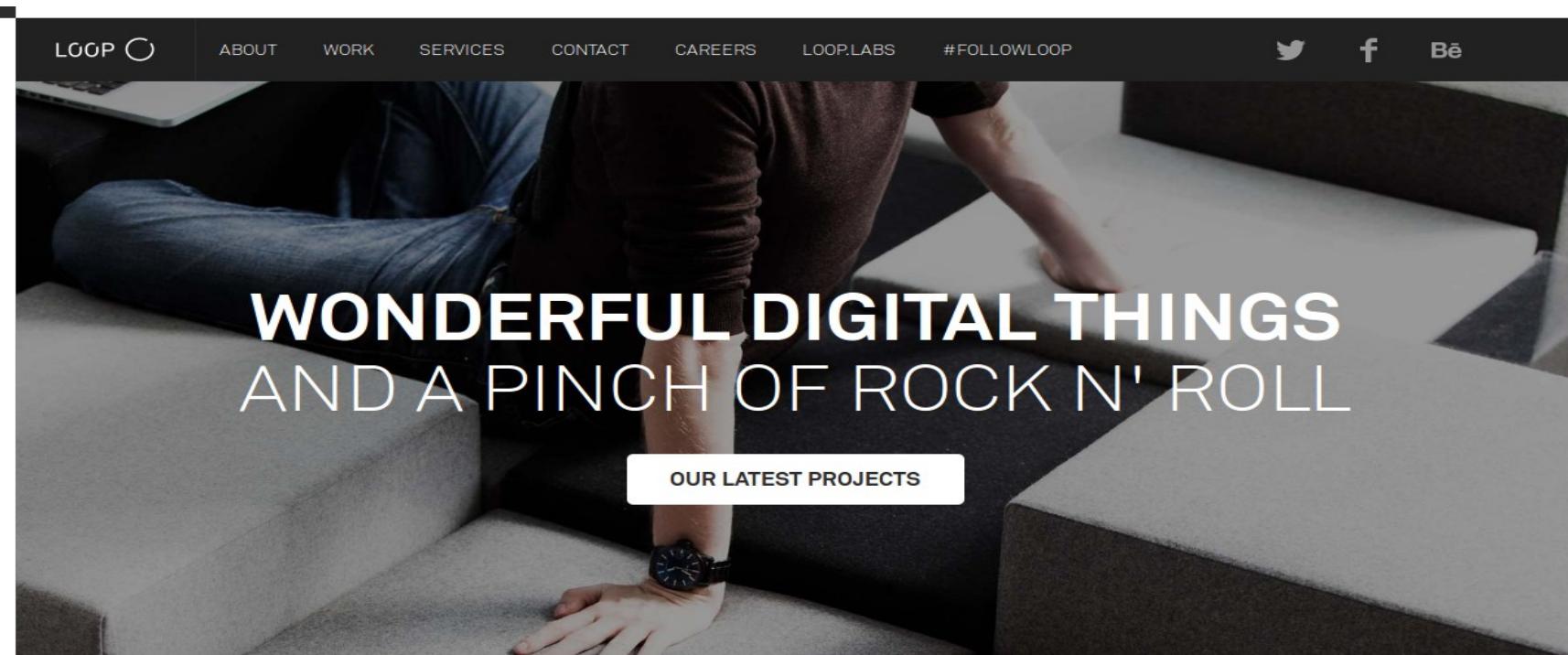
The screenshot shows a website for 'work (+) play' featuring a black and white background image of a person working at a desk. Overlaid on this are several colored boxes containing logos and text. A pink box at the top right contains the navigation links 'WORK', 'SERVICES', 'ABOUT', and 'CONTACT'. Below it are three main project sections: 'Alliance of Active Seniors' (yellow box), 'BMW Films' (blue box), and 'MTV' (dark grey box). Each section includes a logo and a brief description. At the bottom left is a red box for 'Rocky Mountain Bicycles' with its logo. In the center is a pink box for 'Mattel' with its logo. To the right is a blue box for 'Be a Superhero' with the 'Children's Hospital' logo. The bottom of the page features a decorative pattern of pink circles.

Work at play - Digital Ag...

By Work at play - Digital Agency

<http://www.agentur-loop.com/>

The front main page photo shows blocks of differing heights with a person pressing down onto these blocks. From this I considered the idea of having a website design of a 3D image of blocks/boxes rather than 2D squares/boxes. Underneath this main page is a page entitled 'Latest Projects' showing three 2D boxes/squares each containing a photograph. When the user hovers over each, a sliding screen appears over the box/square giving user feedback.



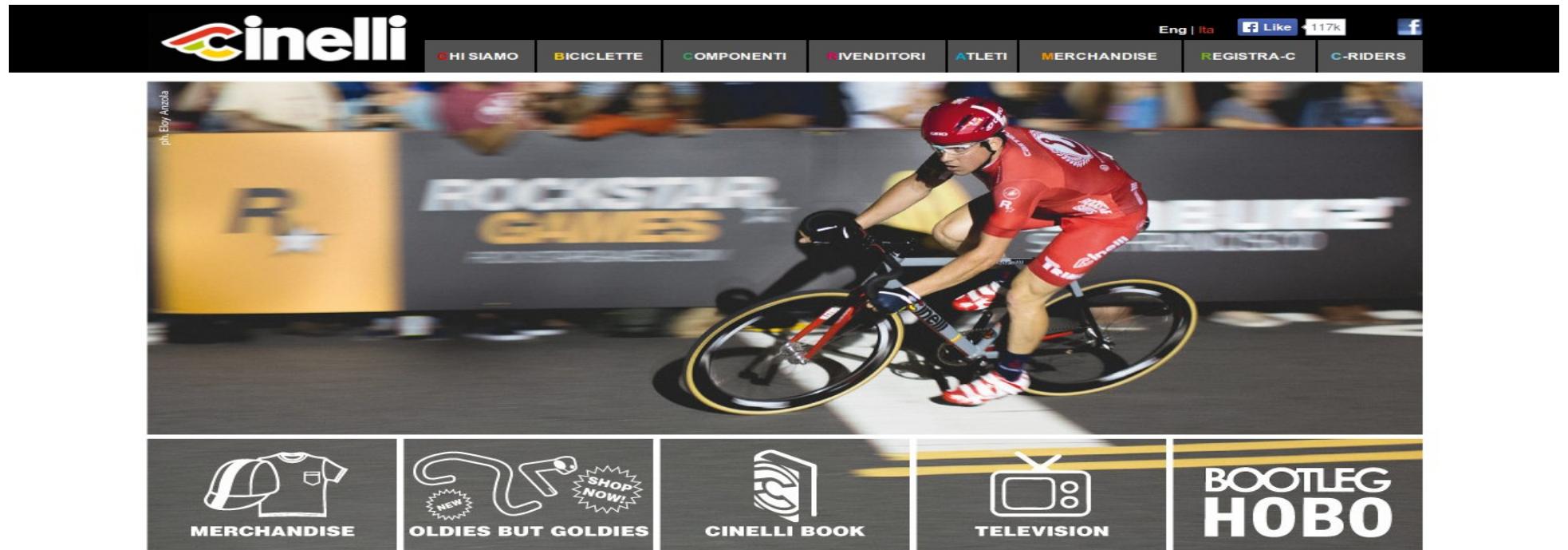
http://www.cappen.com/index_eng.php

The main page of this website consists of two large 'cloudy' looking boxes forming a carousel layout. The boxes appear highlighted and 'uncloudy' with a smaller box appearing when the user hovers over each so the user can see their current location (user feedback).



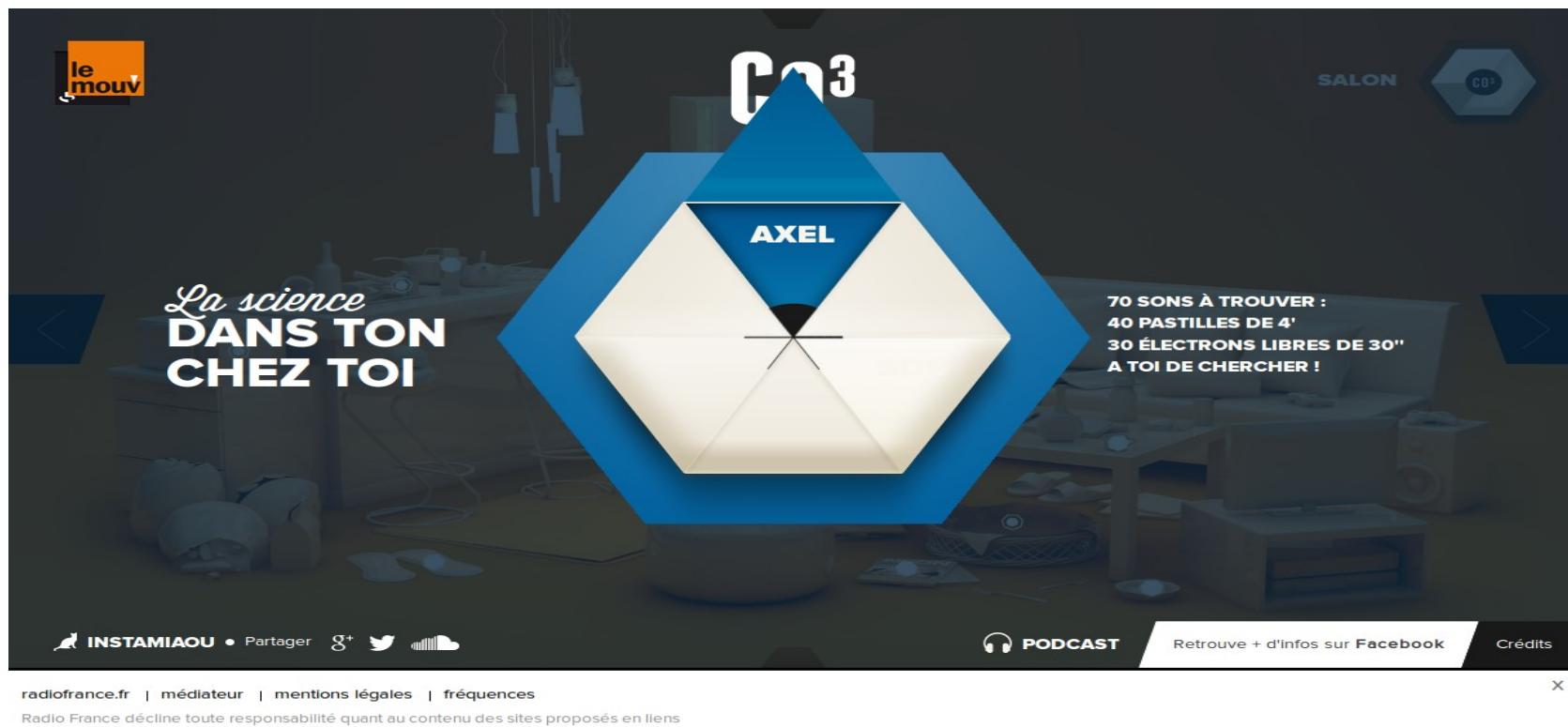
<http://www.cinelli.it/site/index.php/home?parent=34>

Top navigation menu bar has a colour coding where the first letter of each tab is a different colour – effective as the menu clearly stands out.



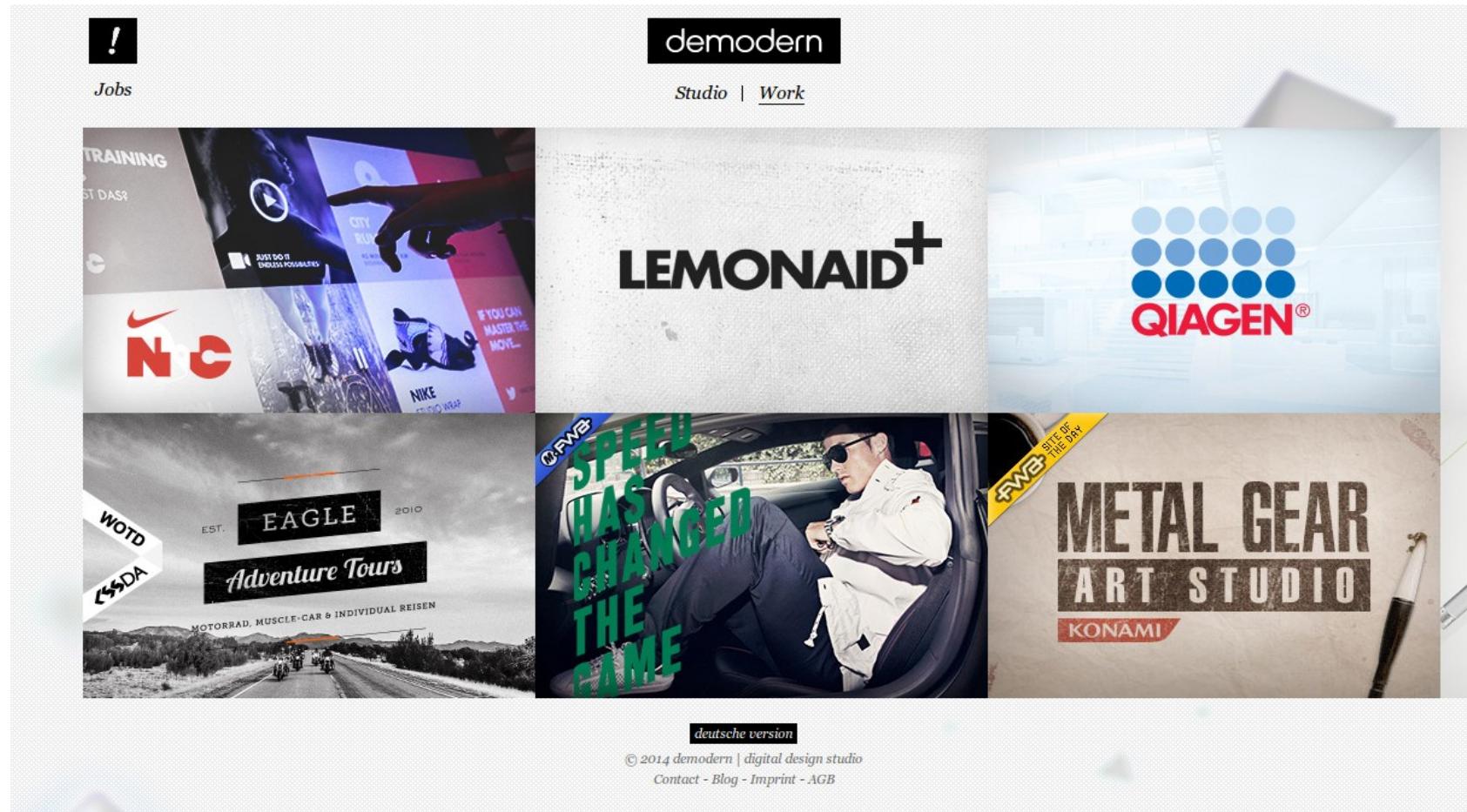
<http://co3.lemouv.fr/#/salon/>

An octagonal shape divided into triangles that acts as the menu navigation revealing a page underneath when the user hovers over each triangle within the octagon. Gives good user feedback when the user hovers/clicks onto each triangle element.



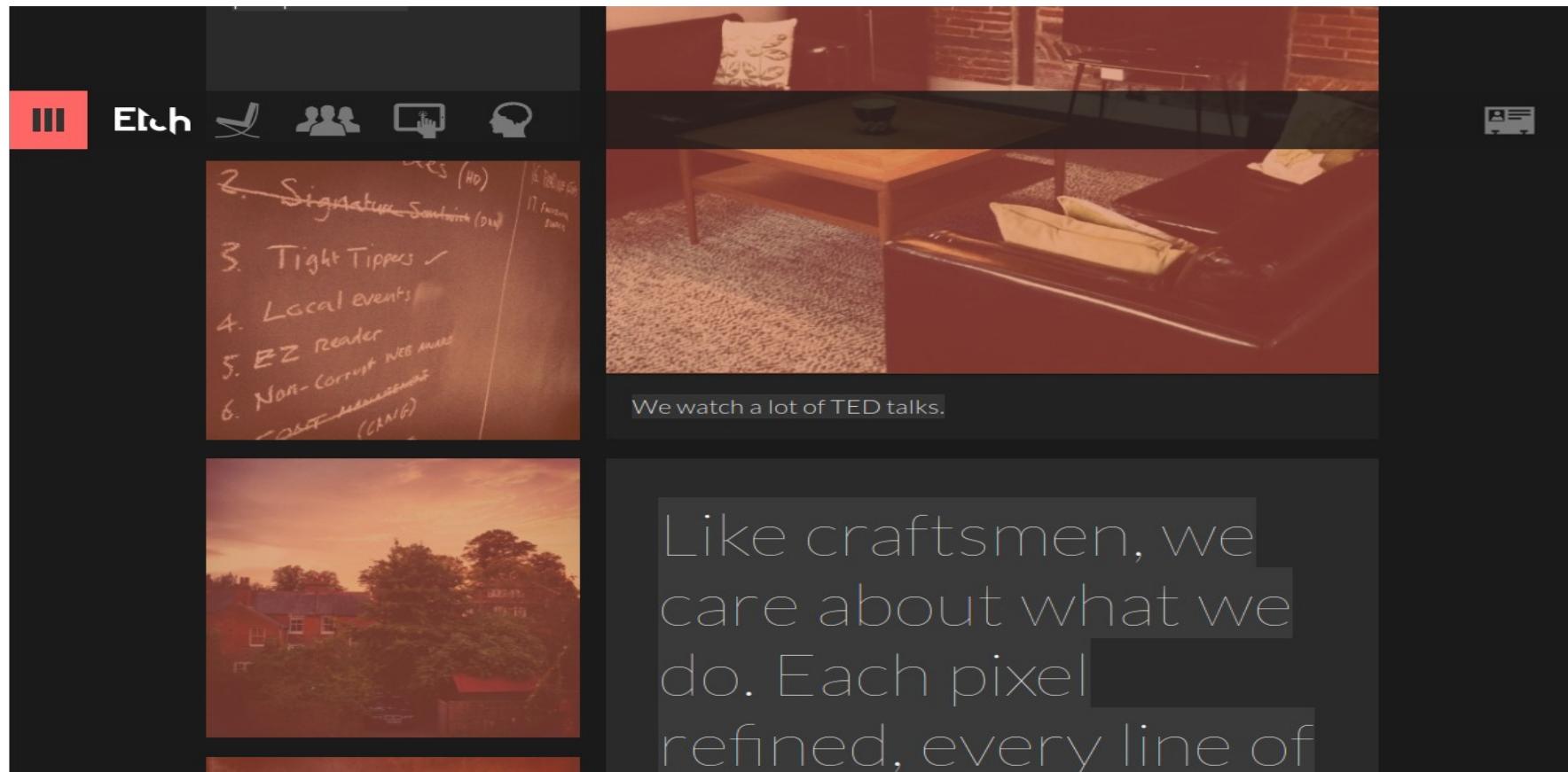
<http://www.demodern.de/>

On this website, one can hardly tell where your current location. No hover giving information, no invitation over the page of uniform boxes. When you click onto a box there is very quick carousel movement which is confusing, very irritating.



<http://etchapps.com/>

Hardly any change to the menu boxes is noticeable when the user hovers over them which is not good as the user has no user feedback.

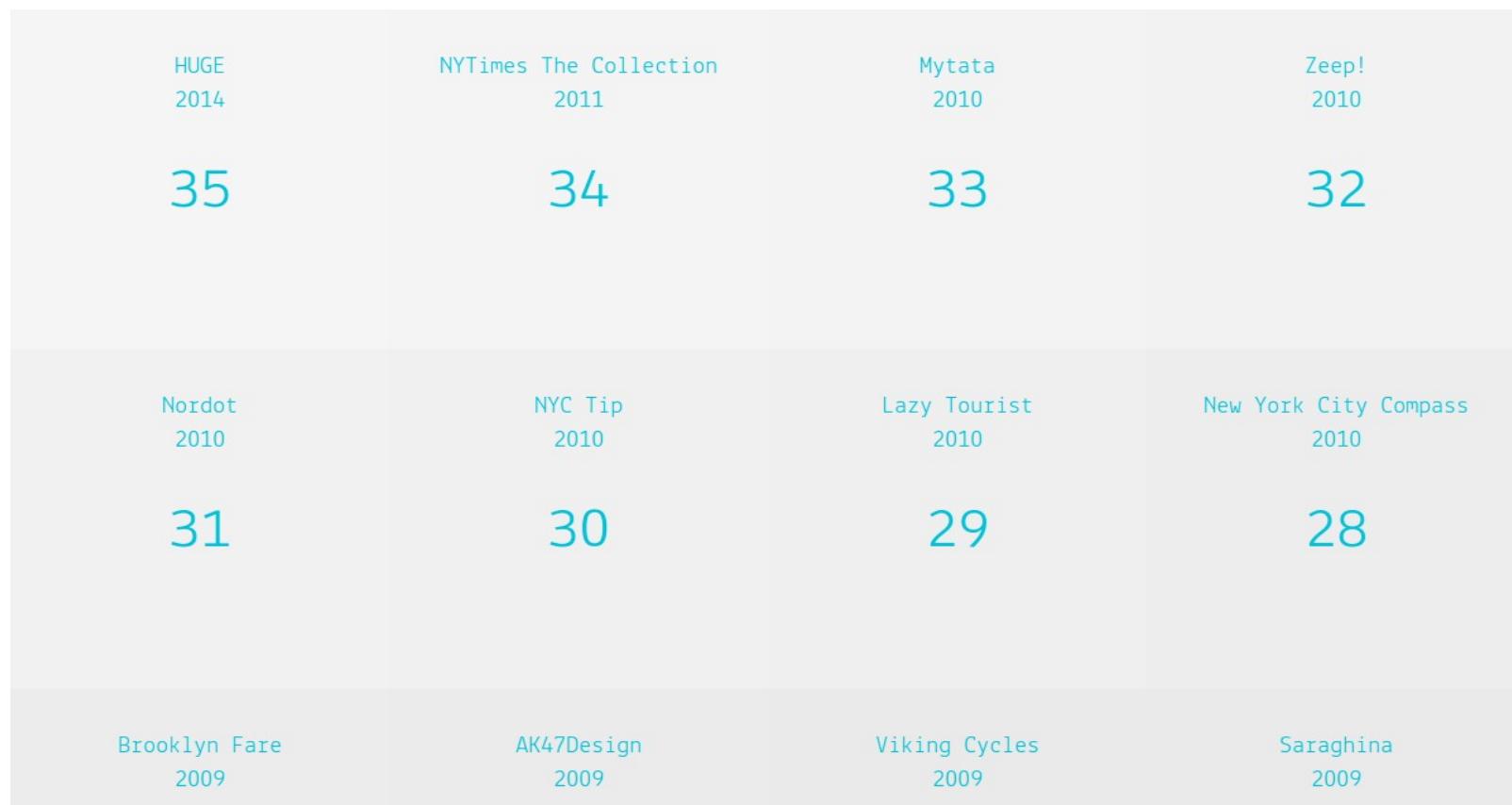


<http://forgeideas.com/> This website has a carousel movement for the boxes displayed on the main page. Each carousel does not have a forward or rewind email which would have made the carousel movement visible. Instead, there are small circles underneath each box onto which the user is expected to click. The circles change colour from black to orange when you click onto them. These circles are good for indicating the total number of pages and the page on which the user is located.

The screenshot shows the FORGE website's homepage. At the top, there is a navigation bar with the FORGE logo (black text on an orange background) and links for Work, Services, Contact, and Wordsmith. Below the navigation bar, the word "Work" is highlighted in orange. A horizontal line of five dots serves as a navigation indicator. The main content area features a large, semi-transparent overlay containing various service offerings like "RAPID RESPONSE", "INTERNET", "GOLD SUPPORT", "HIGH SPEED", "CORPORATE HOSTING", "DAYTON OH", "HARD WORKING DATA", "800 982 4539", "SEND IT TO THE CLOUD 24 HR", and "HOW CAN WE HELP?". Overlaid on this is a yellow hexagonal logo with the words "DATA YARD" and a central four-pointed arrow symbol. To the right of this overlay, under the heading "Datayard", is a list of services: Brand Naming & Voice, Brand Consulting, Brandmark & Logo Design, and Brand Creative Direction & Implementation. Each service item is preceded by a short horizontal line.

<http://www.francescoberelli.com/>

There is no main menu. The website page is made up of uniform boxes with no borders. Minimum use of words. Uses a hover – when you hover over a box it is highlighted which attracts/invites the user to click onto it. When one clicks on a box, the user is led to further information. An example of a Rich web application – you are not led to a page that has to load. You can tell something is loading when you click on the box as you see a circle rotating on the box you have clicked onto, indicating loading so the user knows something is happening and they are to wait for this to complete. On the bottom of each page there is a 'Prev' and a 'Next' label for users to use to navigate back and forth to the main page.



<http://giangnguyendesign.com/>

2D boxes of a uniform layout. When the user hovers over a square, the square turns black with wording over the squares shown in white, stands out.

GIANG NGUYEN
graphic / interactive designer

M +84 (988) 661 655
E me@giangnguyendesign.com
W giangnguyendesign.com

WORKS ABOUT CONTACT

Hello.

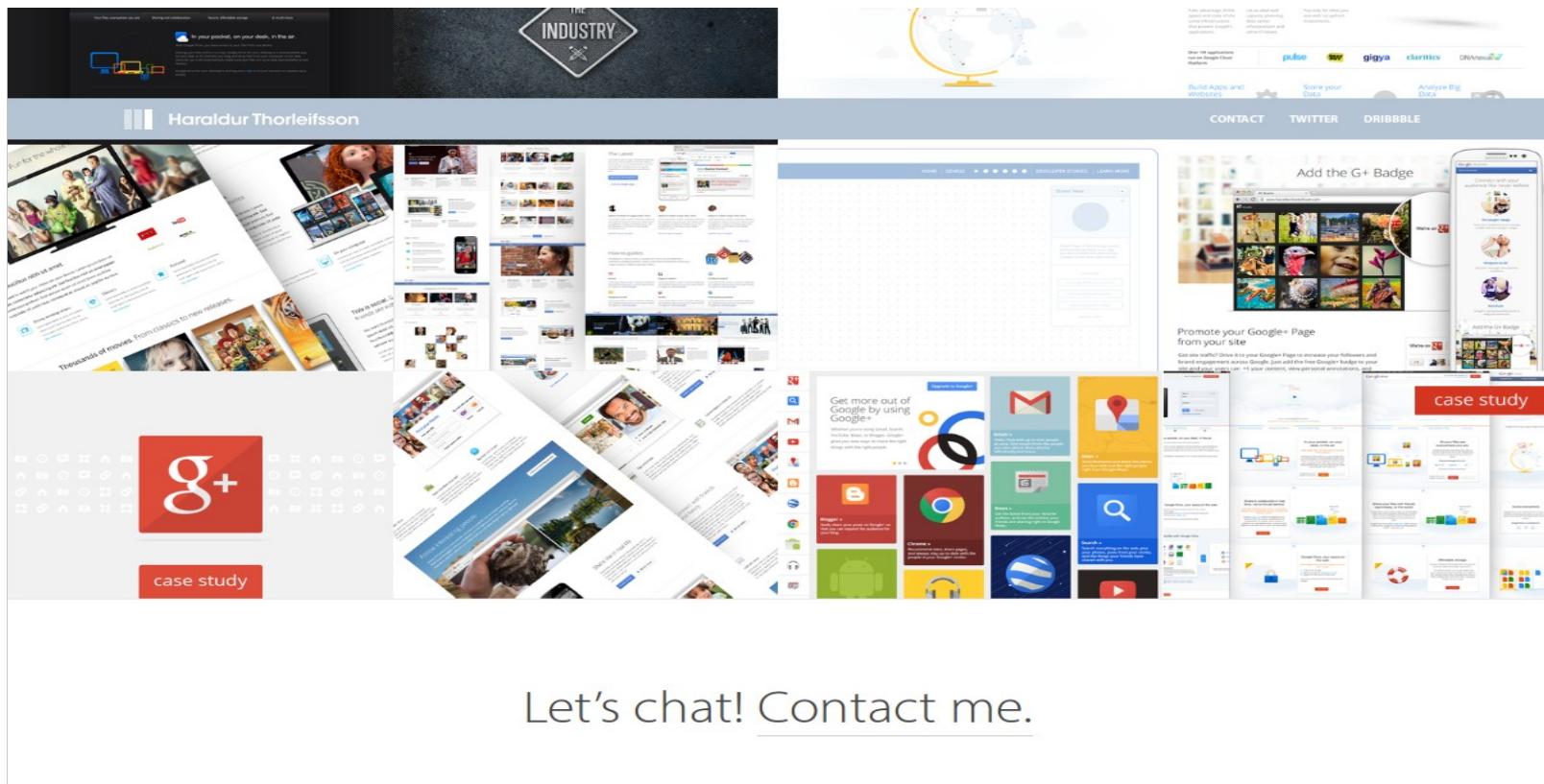
Welcome to Giang Nguyen's digital portfolio. I am a freelance graphic & interactive designer based in HCMC, Vietnam.

The website features a clean, modern layout with a white background. At the top left is a contact section with name, phone number, email, and website. At the top right are navigation links for WORKS, ABOUT, and CONTACT. Below the header is a large, bold 'Hello.' heading. Underneath it is a brief welcome message. The main content area is a grid of 16 smaller images, each representing a different design project. The projects include a food app interface, a calligraphy poster, a travel website, a travel agency logo, a TEDx poster, a branding project for LILITH, a brochure for TEDxSaigon, a colorful calendar, a laptop screen showing an 'ABOUT WORLD PROJECT' presentation, a collection of TEDx pins, a tablet displaying a cafe website, a brochure for X-CHANGE, a TEDxSaigon logo, a laptop screen showing a Myriad website, a crumpled paper effect graphic, and a gold-colored gift bag. A small 'next' arrow icon is located at the bottom center of the grid.

© 2011 Giang Nguyen

<http://haraldurthorleifsson.com/>

An even layout of boxes on this website. When the user hovers over a square containing a photograph/illustration, the square has a blue sliding layer appear showing the number of Likes on Dribble.



Let's chat! Contact me.

<http://www.heartinternet.co.uk/web-hosting/>

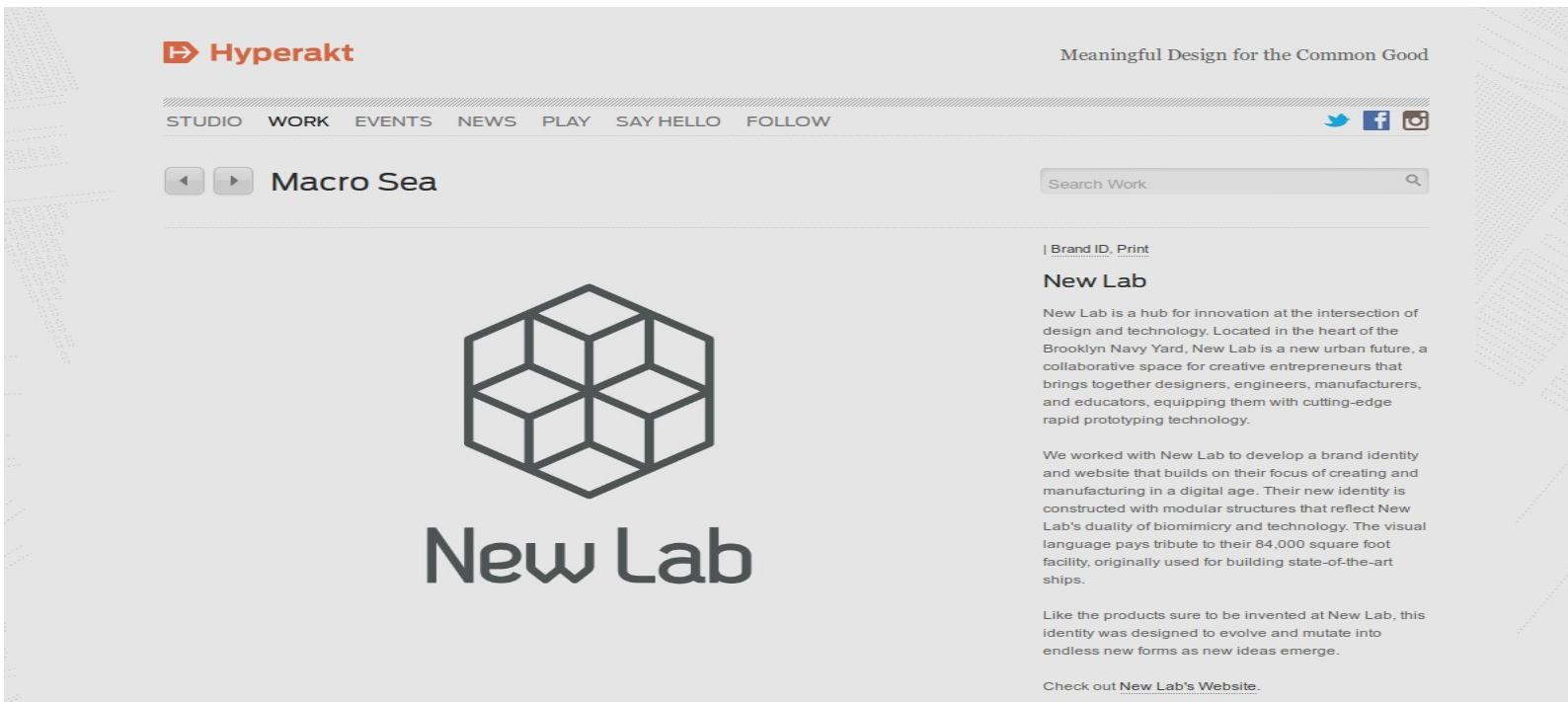
Good idea – use of tables to show technical information.

Website Statistics	Windows	Mac OS X	Linux
Error & Access/ Referrer/Agent Logs	✓	✓	✓
Google Sitemaps Generator	✓	✓	✓
Webalizer Graphical Statistics	✓	✓	✓
AWStats Graphical Statistics	✓	✓	✓
Advanced Visitor Counters	✓	✓	✓
Bandwidth Statistics	✓	✓	✓
TraceWatch	✗	✓	✓

Access Features

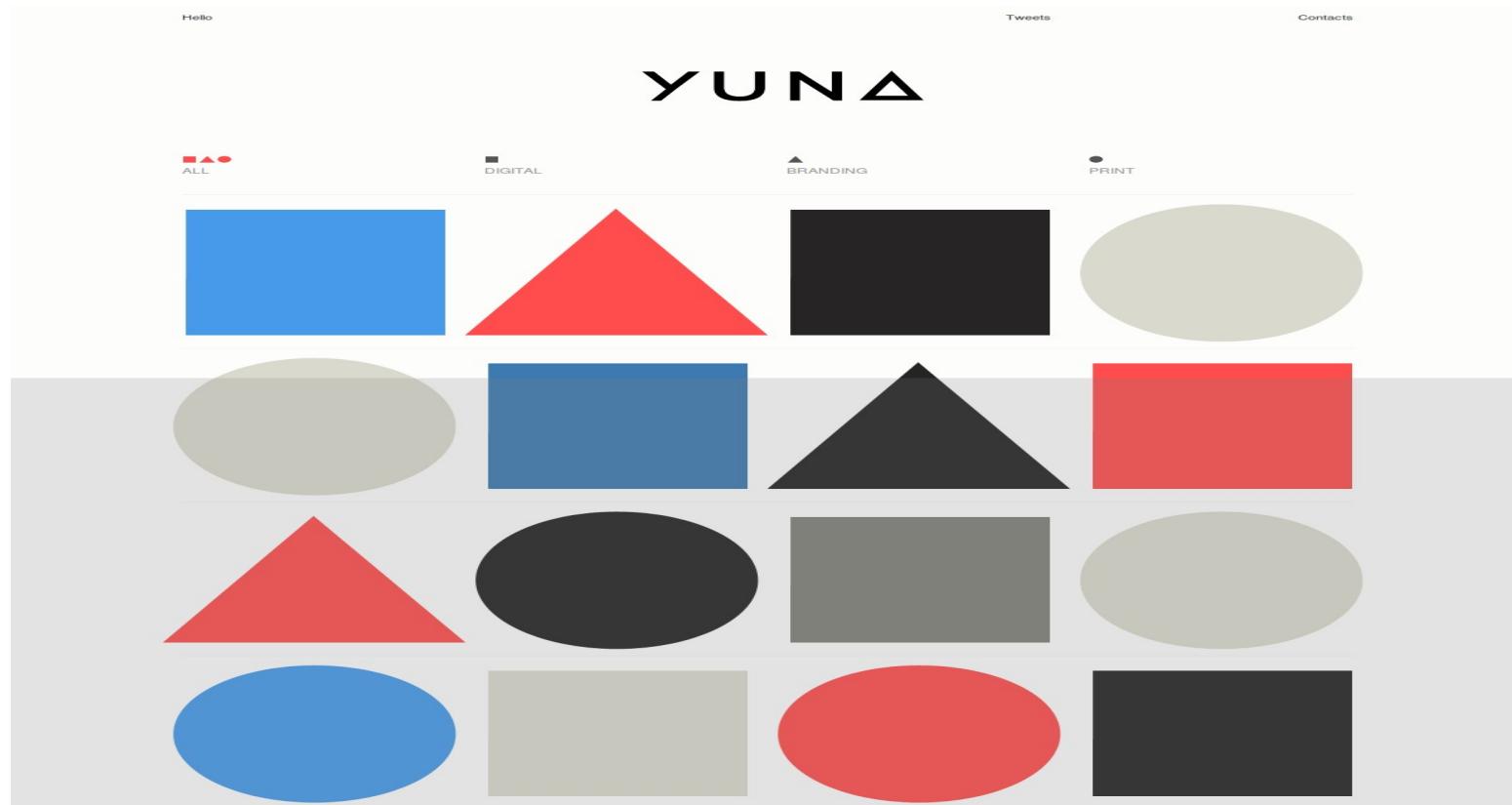
<http://hyperakt.com/work-detail/344>

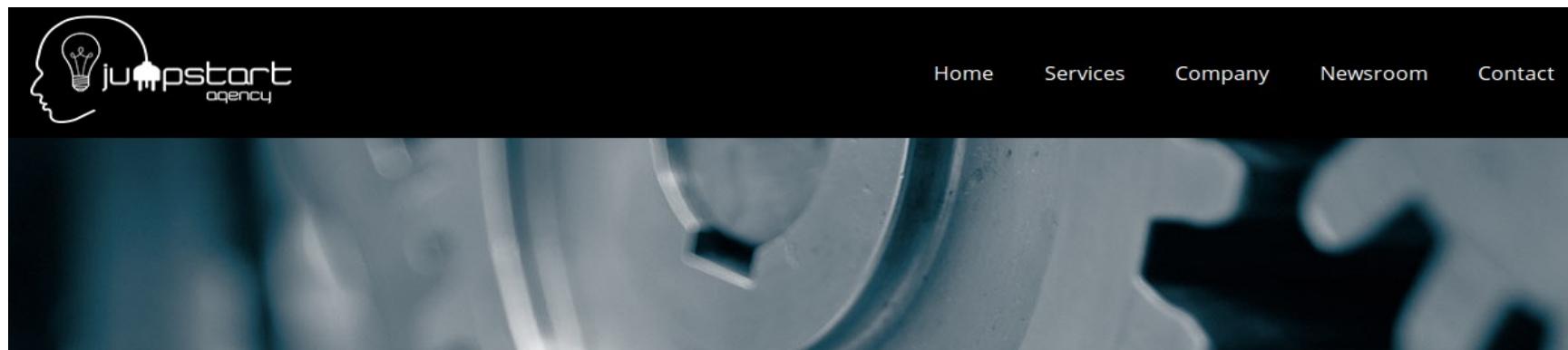
A logo formed of 3D blocks built on top of one another.



<http://www.iamyuna.com/>

Shapes displayed with no writing. Hover over the shape to display some detail e.g. wording, photograph, illustration. This website has a good use of drop-downs at the top of the screen as the whole set of options are shown listed for each work area the company does.





Empowering Your Ideas



Web Development



Marketing



Custom Printing

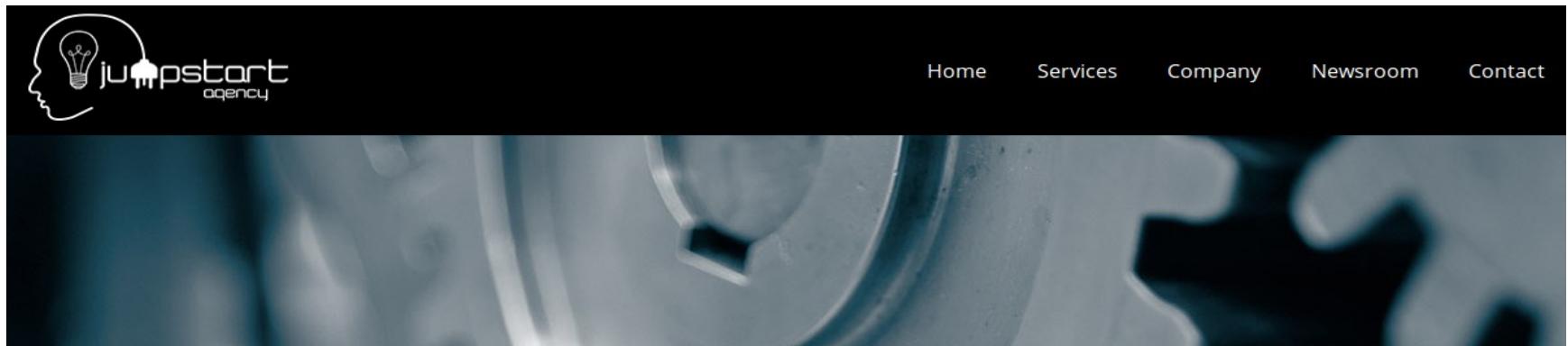


Business Consulting



<http://jsanow.com/>

Boxes where as you hover over them a screen with wording/information slides over the 2D box. Sliding screen over a box is also used on this website. We liked the sliding screen over boxes, however this website was found to not be responsive on mobile devices with this sliding screen. Information (wording) shown sliding over the photographs.



Empowering Your Ideas



Web Development



Marketing



Custom Printing

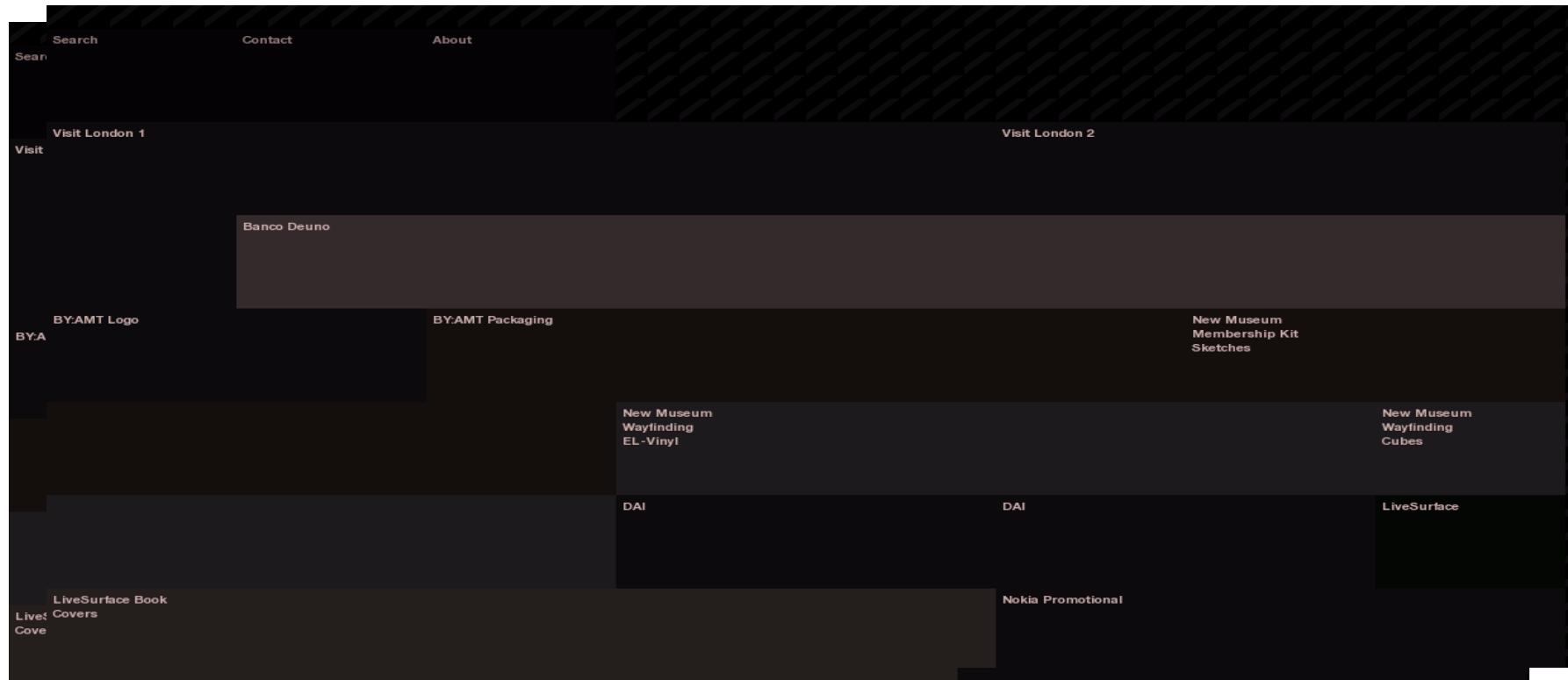


Business Consulting



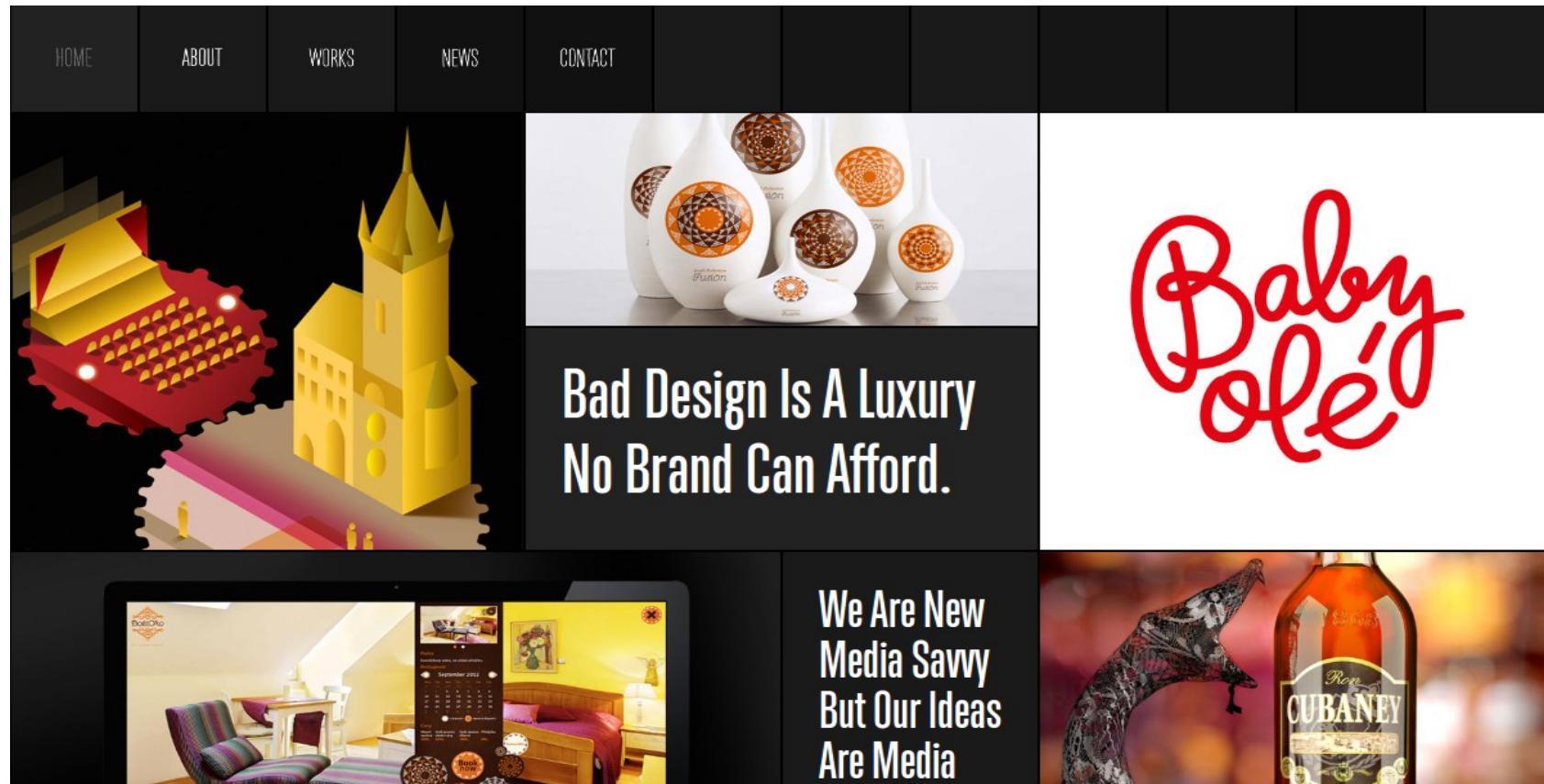
<http://www.joshuadistler.com/>

Images appear on dark boxes when the user hovers over them. The user knows where to hover as there's a denoted word/number on various dark boxes.



<http://www.kitchenprague.com/en>

Non-uniform sized boxes. Sliding layers over the boxes.



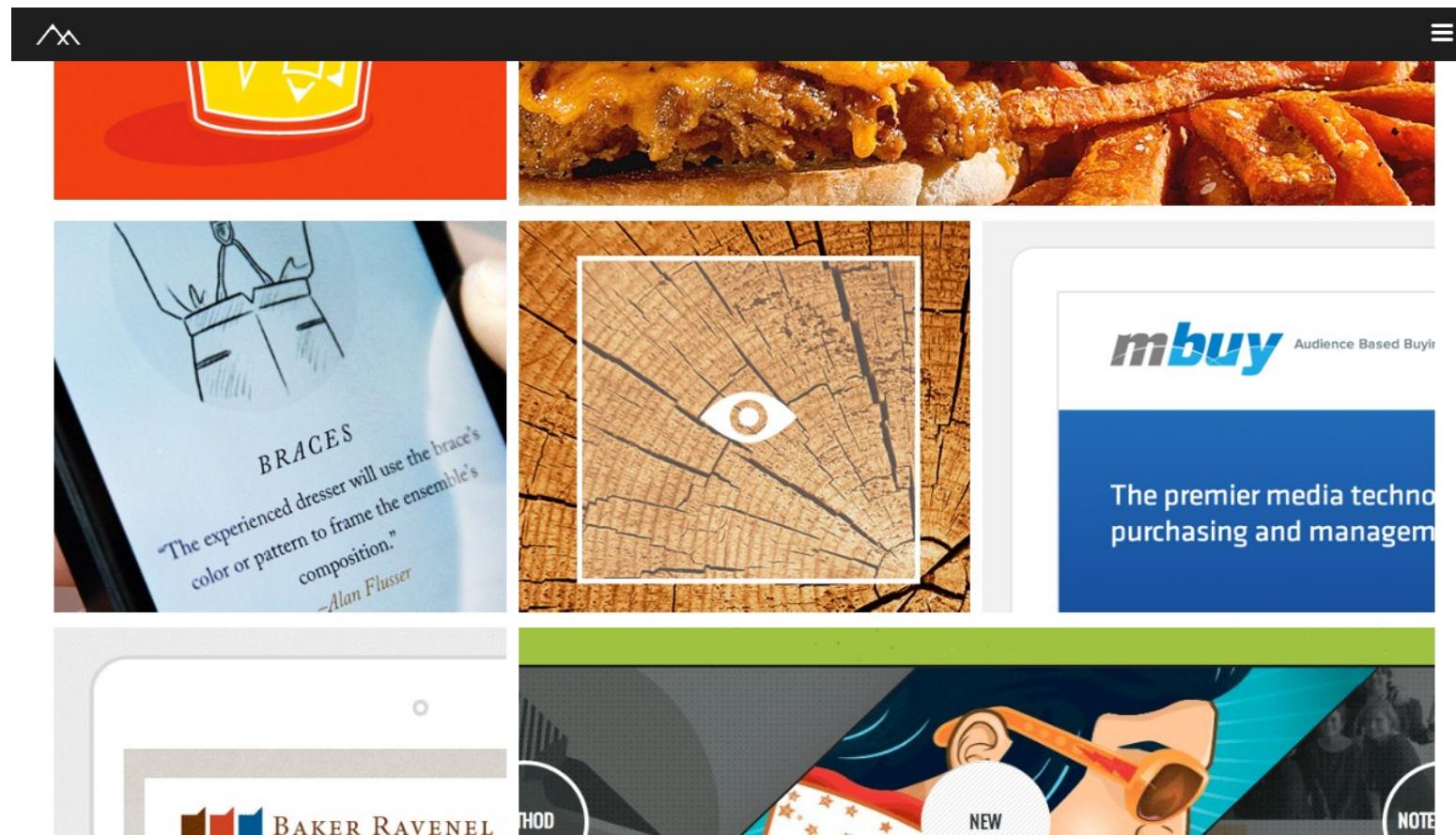
<http://www.naturalinteraction.co.uk/>

Use of large icons.

The screenshot shows the homepage of the Natural Interaction website. At the top, there is a navigation bar with links: NATURAL INTERACTION (with a green leaf icon), USER TESTING, USER EXPERIENCE DESIGN (which is highlighted in a grey box), DEVELOPMENT, ABOUT, and CONTACT. Below the navigation, a main heading reads: "We use a range of tools, techniques and technology to discover and understand what your users need from your proposition, identifying the changes that can help transform user responses." Under this heading, there are four sections with large icons and titles:

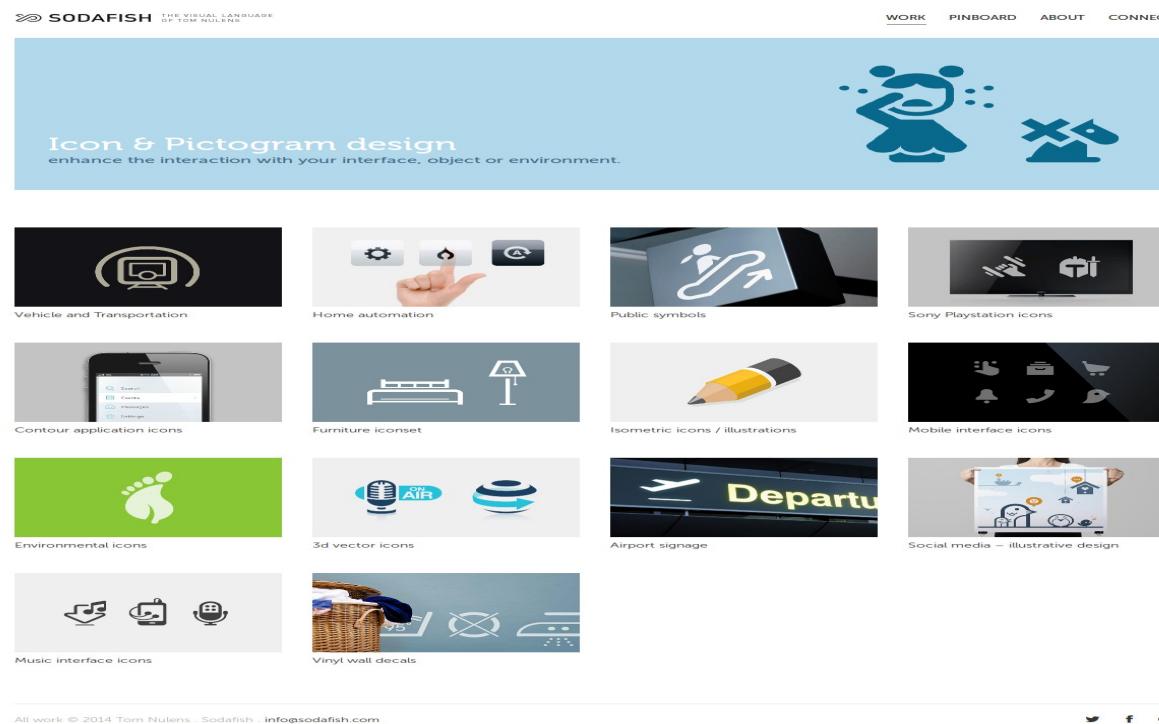
- Wireframing**: An icon of two black arrows forming a circle (representing a loop or process). Description: "We provide high quality, standards compliant web development services. This ensures that the code we create can be picked up by your in house IT team and implemented or we can complete the project and host your site ourselves. We use wireframes to map out websites and applications in the same way that an architect draws plans before construction begins. Wireframes provide a basic overview of the page layout, design, function buttons, links and basic content and range in fidelity from a simple sketch to a detailed blueprint where colour is used to convey visual prominence. They give a good idea of page structure and content, and are useful for the early stages of development and testing to understand potential enhancements before design time and budget has been fully committed."
- Prototyping**: An icon of a smartphone. Description: "As with wireframes, prototypes can range in fidelity but we find that the closer to the finished product the prototype is, the more value we gain from user testing. Prototypes have a profound impact on the quality of user experience delivered and our technique ensures that the final version (we tend to tweak prototypes after each round of user testing) can be handed to developers who can often reuse
- Responsive Design**: An icon of a smartphone. Description: "Responsive design is where we create a flexible design where elements change in size and prominence depending on the needs of users of different devices. We deliver one website which works for all users whether they are on a smartphone, tablet, smart TV or traditional laptop."
- Software Design**: An icon of a pencil. Description: "Our design methodologies can be applied to any product or service but the most logical next step is software. Whether you want to create or improve desktop, tablet or mobile apps Natural Interaction can help. Good software design can help to enhance and speed up user interaction, which, in turn, can help to lower costs, improve efficiency and increase productivity."

<http://orangesprocket.com/> (half-way down the page, e.g.s of their work). Too much changes on the page. Have no idea how to get back to the original screen. Very confusing. Relatively large boxes of an irregular shape with a white border. Some very colourful boxes. When you hover over these they change from an illustration/photograph to an orange coloured box with some wording describing the product.



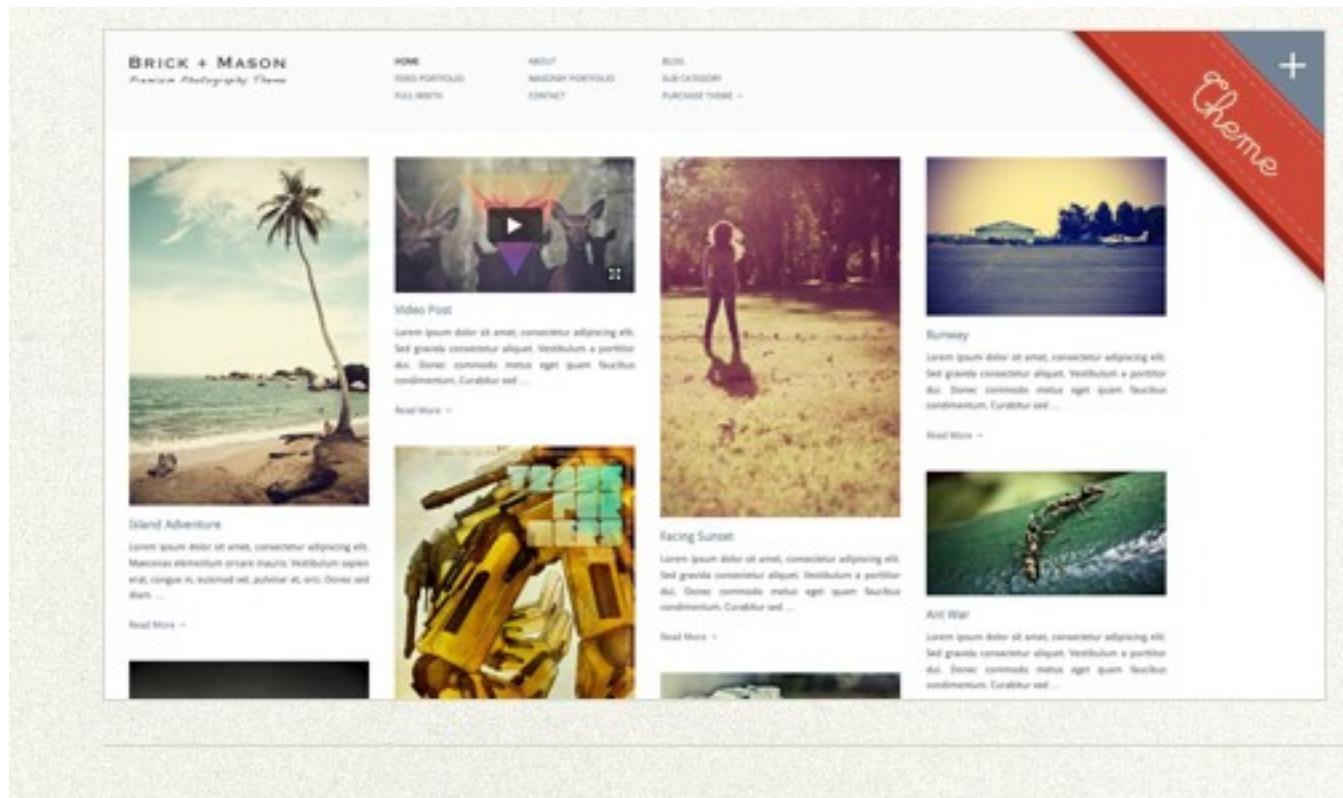
<http://sodafish.com/>

Neatly laid-out boxes on a white background that contain an icon, photograph or illustration. Has wording below each box acting as a label describing what page the website user will be led to from clicking onto that box. The website menu is consistently located at the top right hand corner as the following: 'WORK', 'INFO + CONTACT', 'TWITTER'. When the website user clicks onto a menu item e.g. 'WORK', this appears with a line crossed through the word showing the user they are on that particular page. Relatively easy to navigate around this website, although there's no back arrow located on the website pages so it's easier for the user to use the back and forward arrows in their web browser. The font used on this website is relatively small which is not particularly good.



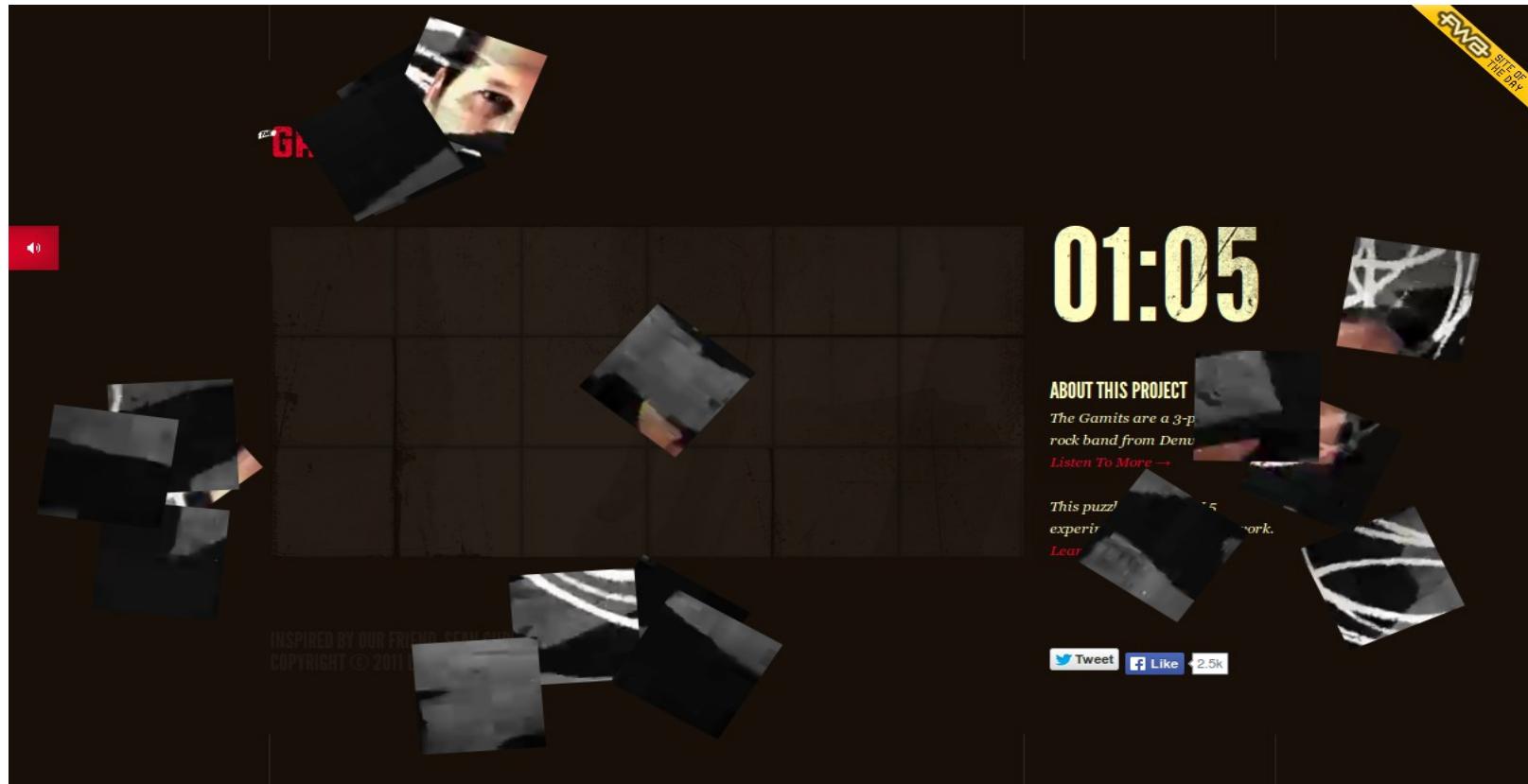
Brick and Mason

Photographs of non-uniform size as rectangles, squares with wording underneath.



<http://www.thisshell.com/>

A game involving squares set at a diagonal angle.



<http://voltagead.com/>

Uses uneven boxes also but with a black border and a black background to stand out etc. No writing is displayed on the page. Photographs are displayed.

The image is a collage of nine different digital advertising projects, each with a distinct black and white or monochromatic aesthetic. The top row includes a group of people in a mud pit, a Reebok Skyscape shoe advertisement, and a dark, atmospheric scene. The middle row features a yellow power pack, a woman's face, and a Christmas-themed graphic. The bottom row shows a woman in a sequined dress, a snowboarder, and a man with two cats. The overall layout is a grid of three columns and three rows, showcasing the variety of clients and projects handled by the agency.

VOLTAGE
ABOUT
PROJECTS
CLIENTS
BOLTS
CONTACT

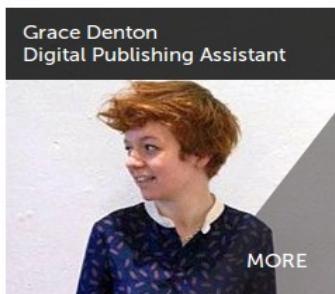
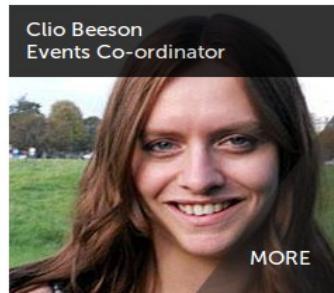
CommArts Magazine
* Webpick of the Day

Digital Advertising + Design
303.664.1687

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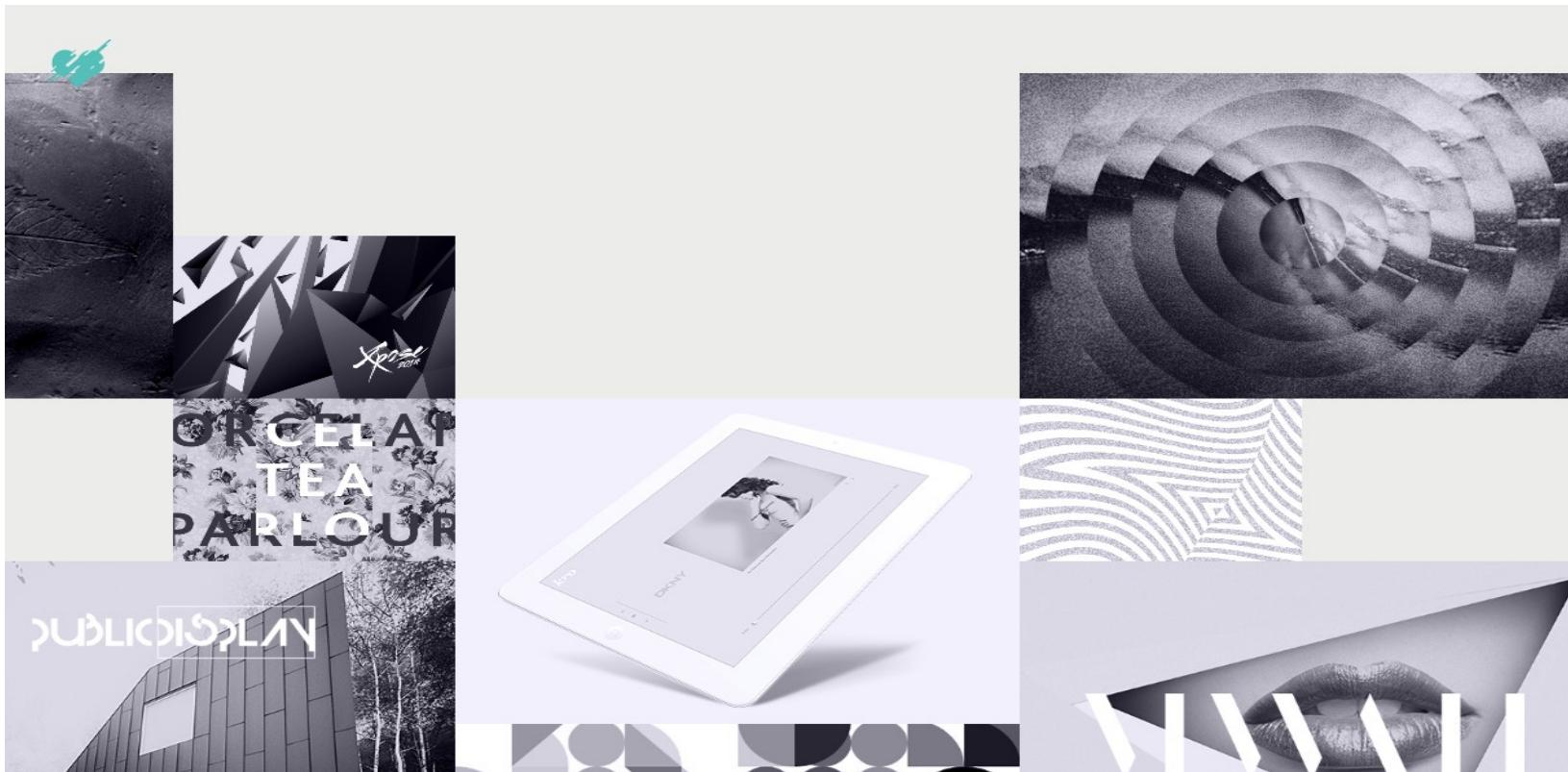
<http://www.watershed.co.uk/about/who-we-are/>

The staff are shown half-way down the page each in a box – stands out. When you hover over each box some wording is shown.



<http://www.welovenoise.com/>





Can see the border of images so know where the boundary for the user is to click onto. The whole page moves about. When the user hovers over an image, that image enlarges slightly and appears unclouded/darker. Squares that slightly enlarge when the user hovers over them. Box panels with the edges acting as a boundary for the page. Non uniform boxes. The whole page moves about. Can see the border of images so know where the boundary for the user is to click onto. The whole page moves about. When the user hovers over an image that image enlarges slightly and appears unclouded/darker. Squares that slightly

enlarge when the user hovers over them.

<http://www.johnlewis.com/>

Items are grouped listed horizontally in the top menu navigation bar. When the user hovers over this menu, a panel of a relatively large surface area is displayed underneath giving a detailed list of items. This large surface area makes clicking onto the product items listed easier.

<http://www.bbc.co.uk/>

<http://www.channel4.com/programmes/4od>

Use of a horizontal carousel as well as a vertical carousel on each page - difficult for the user to see that there is information further down the screen and that to see this information that they are to use the vertical carousel. The pages are cluttered/too busy and there is confusion from the combined use of the carousel as well as additional moving page elements.

<http://cookieshq.co.uk/>

A website with a clean look with a white background. Use of icons that highlight, change colour from black to orange when you

hover over them. Includes a blog with 'recent blog' posts shown on the main home page. Use of icons that highlight, change colour from black to orange when you hover over them. Not all the menu topics are obvious represented by the icons.

<http://mailchimp.com/pricing/>

Technical information is shown well using tables – technical information will need to be included on the Bristol website regarding the products available. A shopping area on the Bristol Wireless website has been put on hold until work can be done to solve the problem that their services are bespoke and there is no fixed set of services applicable to all customers.

<http://www.sony.co.uk/>

When the user hovers over the top menu navigation bar, a panel below appears listing groups of products. Easily distinguishable coloured icons appear alongside which makes the menu clear and it stands out well.

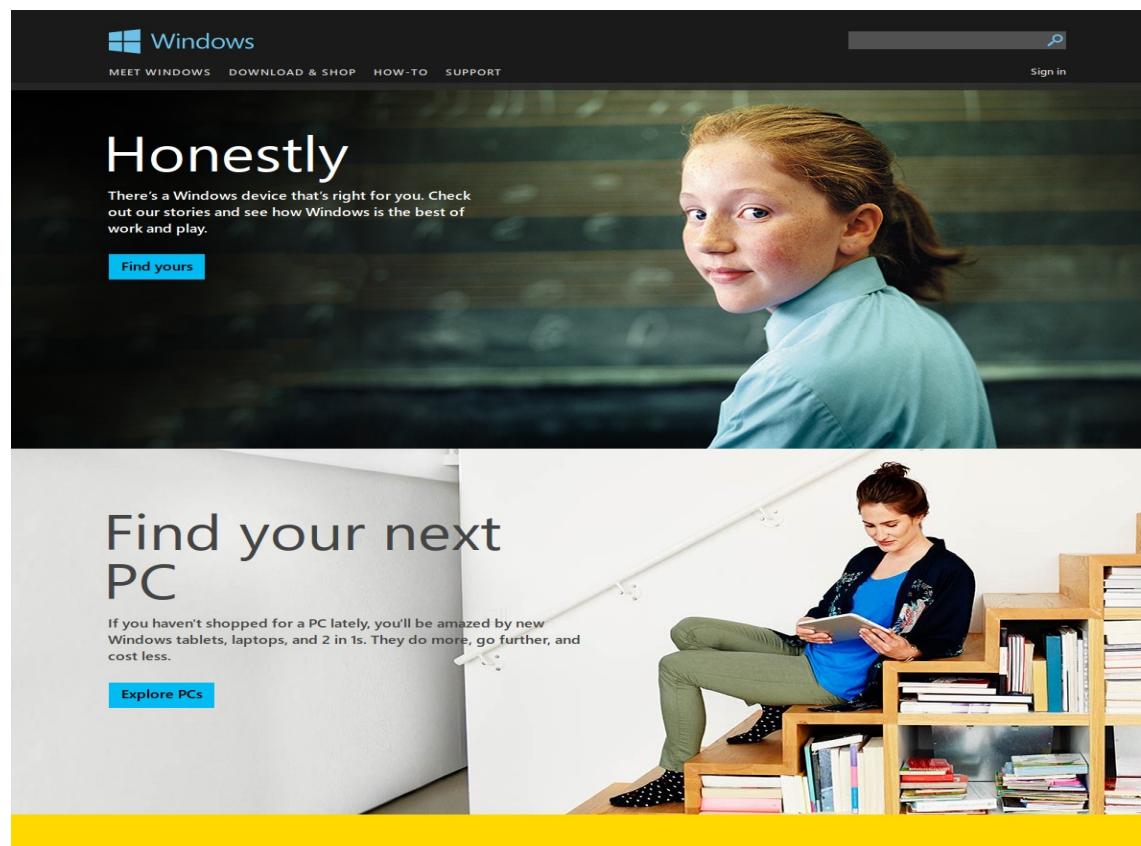
Summary (main points): Review of competitor websites for Ideas

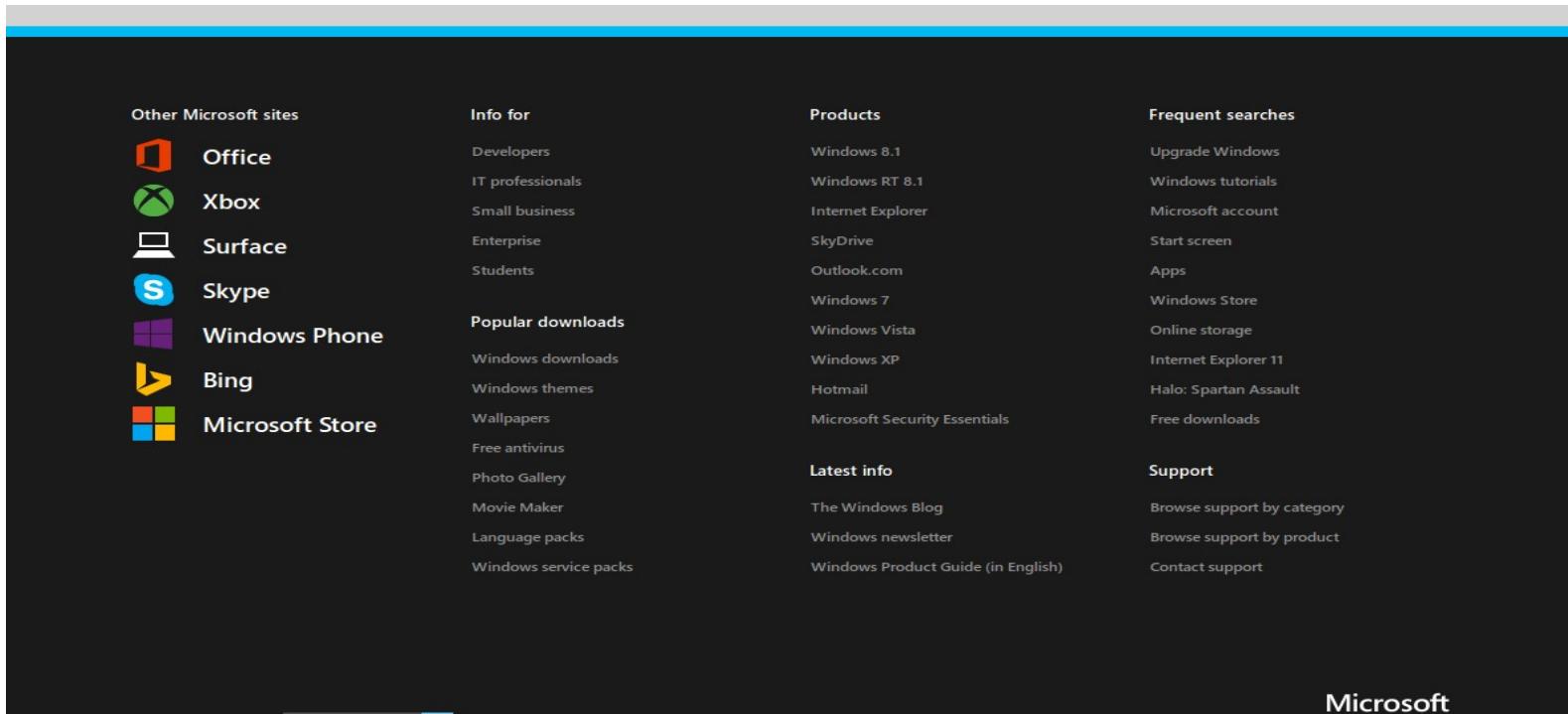
Looked at a competitor's website, Microsoft as well as websites where the company promote/sell Linux Server Terminals such as the company Canonical who sell Linux Ubuntu as well as Redhat for inspiration.

Following this, I incorporated a lifestyle banner photograph on each page of the new website design.

<http://windows.microsoft.com/en-gb/windows/home>

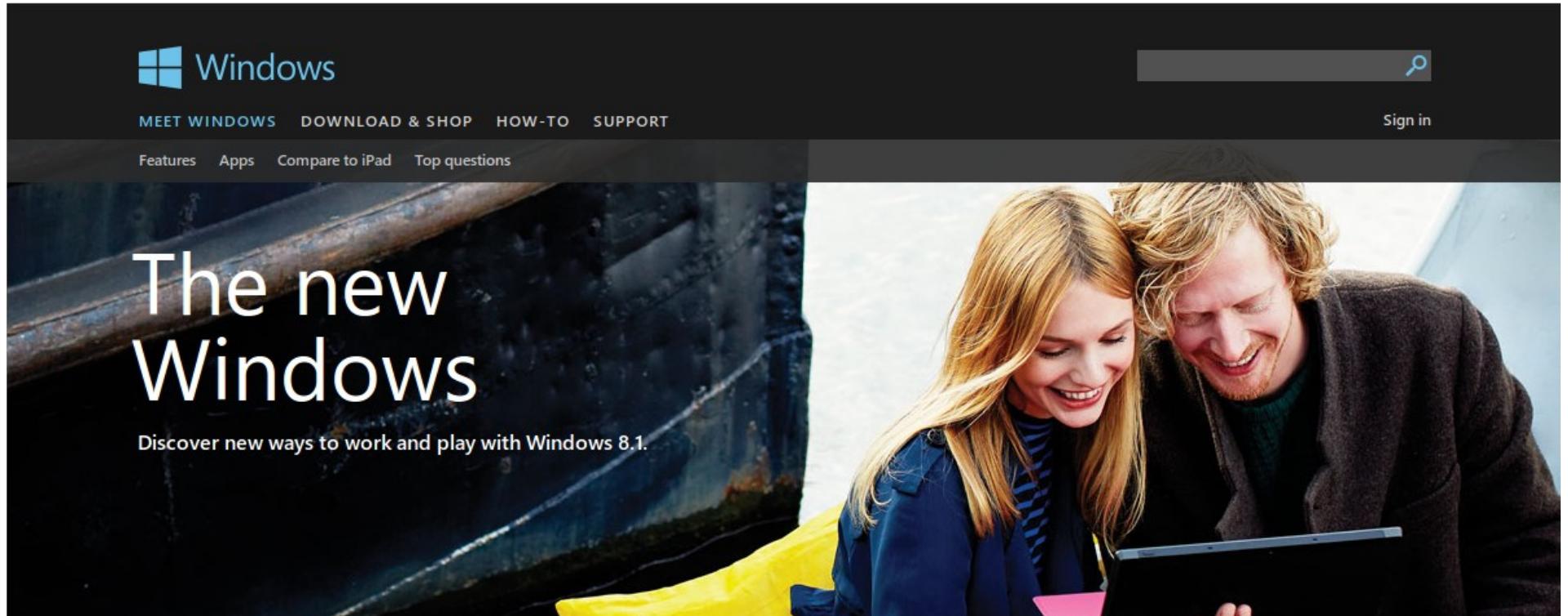
Microsoft use 'lifestyle' photographs showing examples of their product being used in everyday life by people.





The bottom banner giving a breakdown of their website making it easier for the user to find items: 'Info for', 'Products', 'Frequent searches', 'Popular downloads', 'Latest info', 'Support'. I opted for not including a bottom banner giving an overview listing for the website as well as a sitemap since the Information Architecture (IA) is fairly concise and can be easily comprehensively shown in full on the top navigation menu.

<http://windows.microsoft.com/en-gb/windows-8/meet>



Microsoft use 'lifestyle' photographs showing examples of their product being used in everyday life by people.

<http://www.ubuntu.com/>

The screenshot shows the Ubuntu website homepage. At the top, there's a navigation bar with links like Ubuntu, Community, Ask!, Developer, Design, Discourse, Hardware, Shop, More, Cloud, Server, Desktop, Phone, Tablet, TV, Management, Download, and a search bar. A prominent banner features the text "VMWare + OpenStack: the myth and reality" with a "Register now" button, accompanied by logos for Canonical (a red elephant), VMware, and Ubuntu. Below the banner are three main sections: "Ready For smartphones >" showing three smartphones, "Get Ubuntu OpenStack >" showing a cloud icon with "OpenStack" and "Ubuntu Kylin" text, and "Download Ubuntu >" showing a desktop environment with icons for Firefox and Files. A cookie consent message is visible at the bottom of the main content area. The footer contains a navigation menu with categories: Cloud, Server, Desktop, Phone, Tablet, TV, Management, each with its own sub-links. At the very bottom, there's a copyright notice and a "ubuntu®" logo.

Bottom banner giving a breakdown of their website making it easier for the user to find items: 'Cloud', 'Server', 'Desktop',

'Phone', 'Tablet', 'TV', 'Management'. I opted for not including a bottom banner giving an overview listing for the website as well as a sitemap since the Information Architecture (IA) is fairly concise and can be easily comprehensively shown in full on the top navigation menu.

<http://gb.redhat.com/>

The screenshot shows the Red Hat website homepage for the United Kingdom. The header includes the Red Hat logo, a navigation bar with links to Customer Portal, Resource library, Find a partner, Buy online, Contact sales, a search bar, and a 'LOG IN' button. The main banner features a photograph of a greenhouse and the text: 'CAPTURE, AUTOMATE, AND OPTIMIZE BUSINESS PROCESSES'. Below the banner, it says: 'Announcing Red Hat JBoss BPM Suite, a comprehensive solution for capturing business logic, managing business decisions, and accelerating application development.' A 'LEARN MORE' button is visible. Below the banner, there's a news section for 'RECENT NEWS' dated 'February 17, 2014: Case Studies: King's College Hospital Integrates with Red Hat JBoss Fuse'. A red navigation bar below the news section contains links for PRODUCTS, SOLUTIONS, SUPPORT, TRAINING, and CONSULTING. Under each link is a small image of a person and a brief description. At the bottom, there's a footer with copyright information, a 'Connect' section with social media icons, and links for Contact us, Site map, FAQs, and Supplier requirements.

Copyright ©2014 Red Hat, Inc. | Privacy Statement | Terms of use | Patent promise | Careers | Trademark guidelines | About Red Hat
Contact us | Site map | FAQs | Supplier requirements

Connect:

This website uses an automated carousel. As background info, a couple of pieces on the use/drawbacks of carousels and how to minimise usability problems when including their use. From this, opted for a design that does not use a carousel but that instead used a fixed photograph at the top banner area of each page.

<http://www.nngroup.com/articles/designing-effective-carousels/>

<http://visualwebsiteoptimizer.com/split-testing-blog/image-slider-alternative>

<http://www.creativebloq.com/accessibility-expert-warns-stop-using-carousels-7133778>