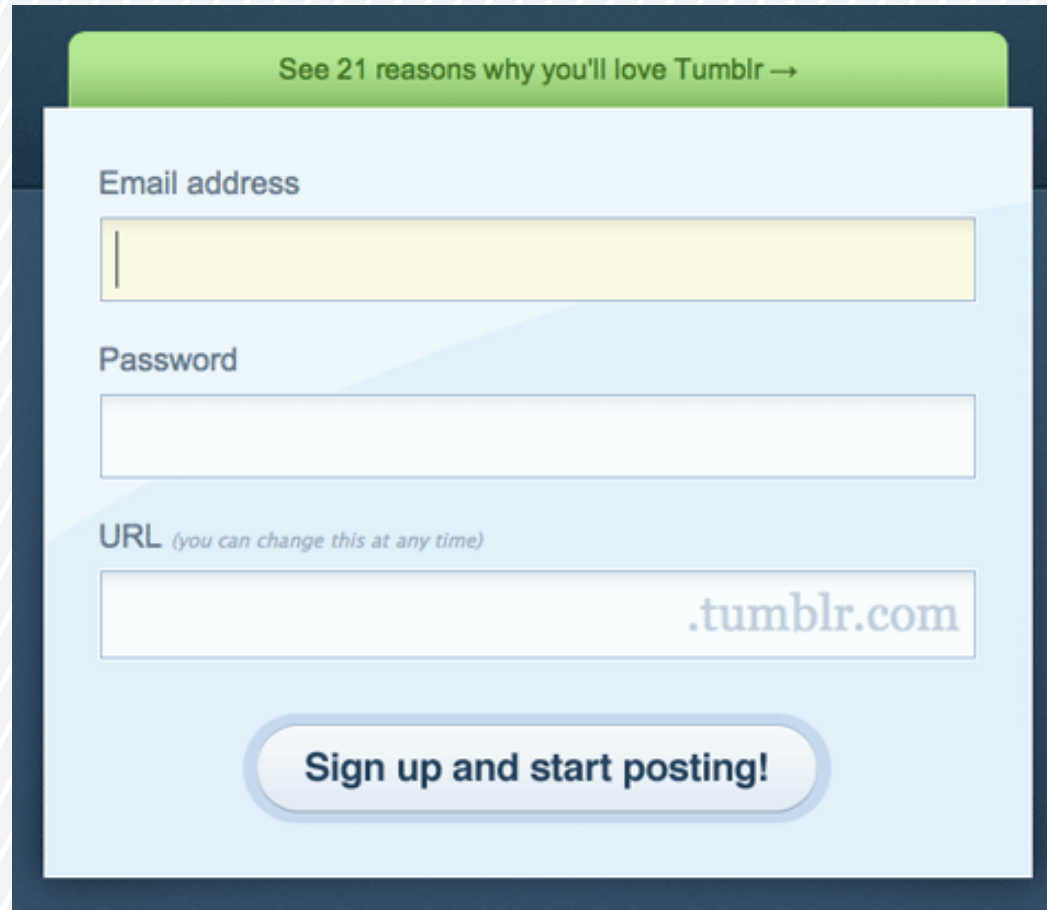


# WEBDESIGN-USABILITY



DAS BESTE AUS ZWEI WELTEN.

## 1. Formularbezeichnungen über Bild

A screenshot of the Tumblr sign-up form. At the top is a green button with the text "See 21 reasons why you'll love Tumblr →". Below it is a light blue box containing the form fields. The first field is labeled "Email address" and is a yellow rectangle with a vertical cursor. The second field is labeled "Password" and is a white rectangle. The third field is labeled "URL (you can change this at any time)" and is a white rectangle with ".tumblr.com" pre-filled in blue. At the bottom of the light blue box is a rounded button with the text "Sign up and start posting!".

See 21 reasons why you'll love Tumblr →

Email address

Password

URL (you can change this at any time)

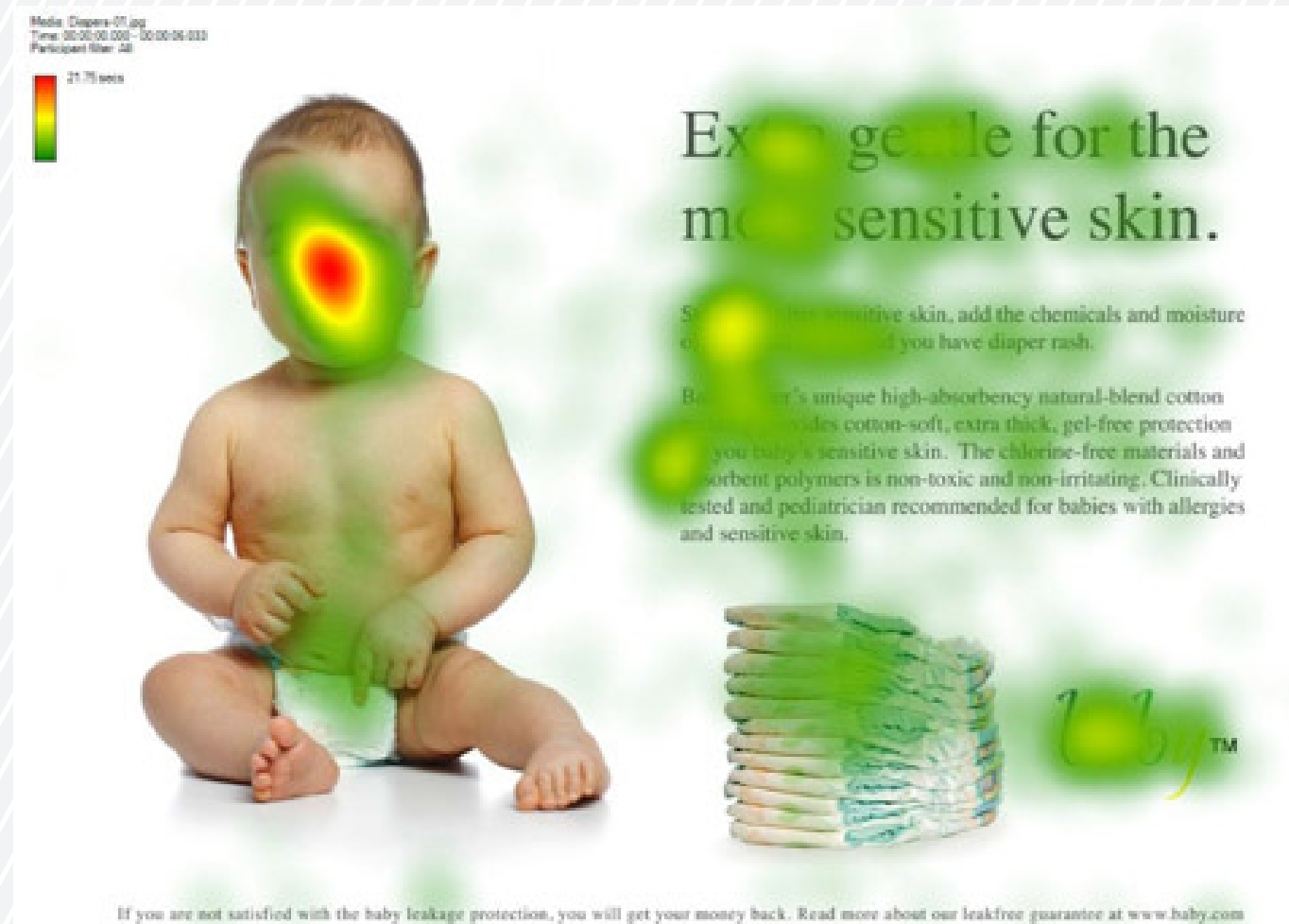
.tumblr.com

Sign up and start posting!

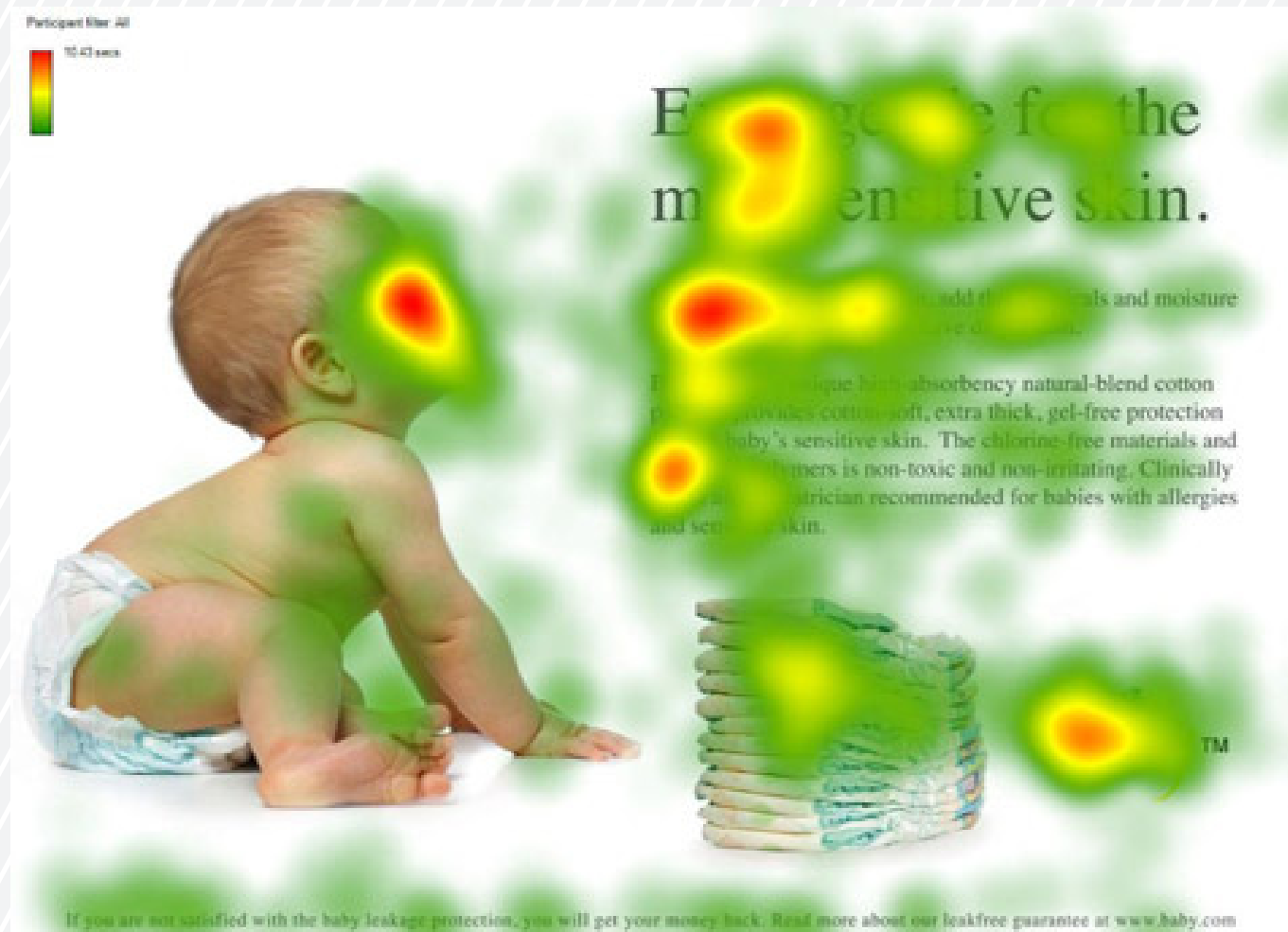


DAS BESTE AUS ZWEI WELTEN.

## 2. Mit Eyecatchern Blicke lenken



## 2. Mit Eyecatchern Blicke lenken



### 3. Hochwertiges Design als Indikator für Glaubwürdigkeit



DAS BESTE AUS ZWEI WELTEN.

## 4. »Seitenfalz« beachten



DAS BESTE AUS ZWEI WELTEN.



## 4. »Seitenfalz« beachten

The screenshot displays the Basecamp website. The top navigation bar includes links for Home, Tour, Who uses Basecamp?, Extras & Add-ons, Help/Support, Forum, Pricing & Sign Up, and the 37signals logo. The main content area features a large headline: "The Better Way To Get Projects Done." followed by the text "Trusted by millions, Basecamp is the leading web-based project collaboration tool." Below this, it lists features: "Share files, meet deadlines, assign tasks, centralize feedback, make clients smile." and a green button that says "See Plans and Pricing 30-day free trial, sign up in 60 seconds." To the right, there is a preview of the Basecamp interface showing a project dashboard with a table of tasks, a list of projects, and a sidebar with a "98% satisfaction" badge. Below the main content, there is a section titled "Every day the world's most respected brands, small businesses, non-profits, and entrepreneurs depend on Basecamp to make their projects run smoothly. Safe, secure, and reliable. Since 2004." This section includes logos for National Geographic, Warner Bros, WWF, Adidas, Obama, Trek, Fox Sports, Budweiser, Patagonia, Kellogg's, and USA Today. At the bottom, there are two video thumbnails labeled "Watch Video" and two sections titled "BASECAMP WORKS" and "LATEST NEWS" with various project-related icons and text.



DAS BESTE AUS ZWEI WELTEN.

## 5. Usage Patterns beachten



DAS BESTE AUS ZWEI WELTEN.

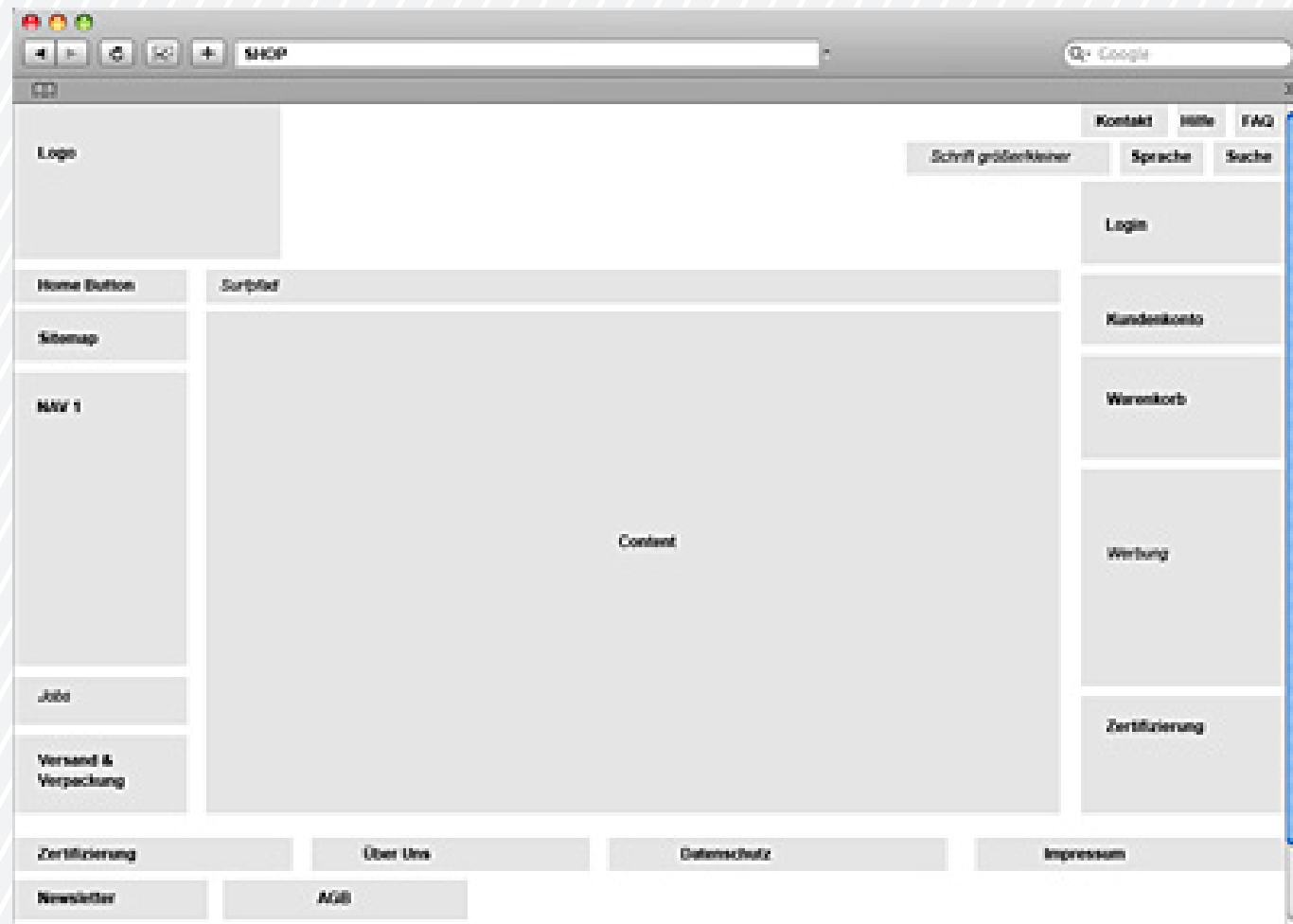


## 5. Usage Patterns beachten



DAS BESTE AUS ZWEI WELTEN.

## 5. Usage Patterns beachten



DAS BESTE AUS ZWEI WELTEN.

## 6. Suchboxen ausreichend lang machen



DAS BESTE AUS ZWEI WELTEN.

## 6. Suchboxen ausreichend lang machen



DAS BESTE AUS ZWEI WELTEN.

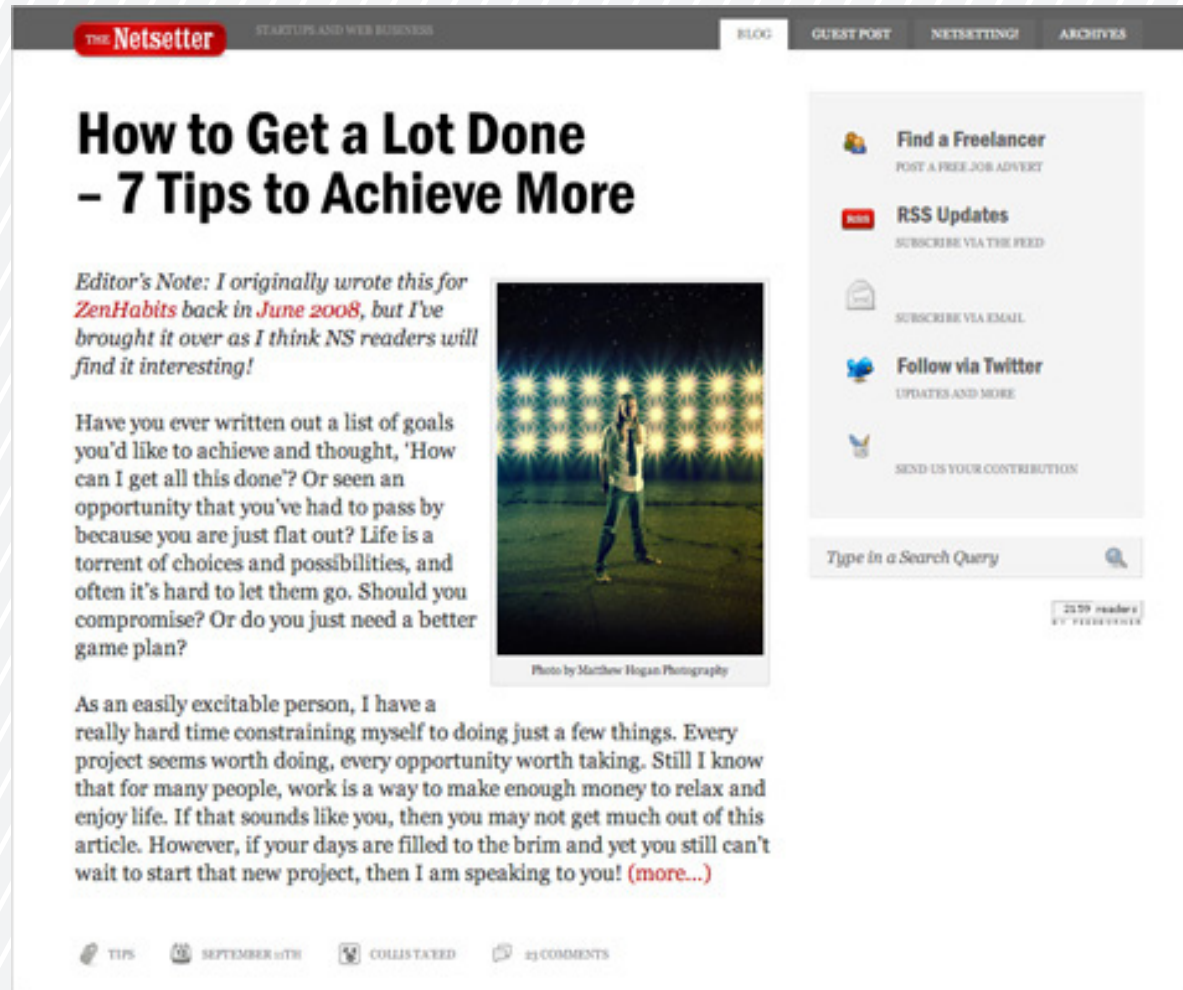
## 7. Weißraum verwenden



DAS BESTE AUS ZWEI WELTEN.



## 7. Weißraum verwenden



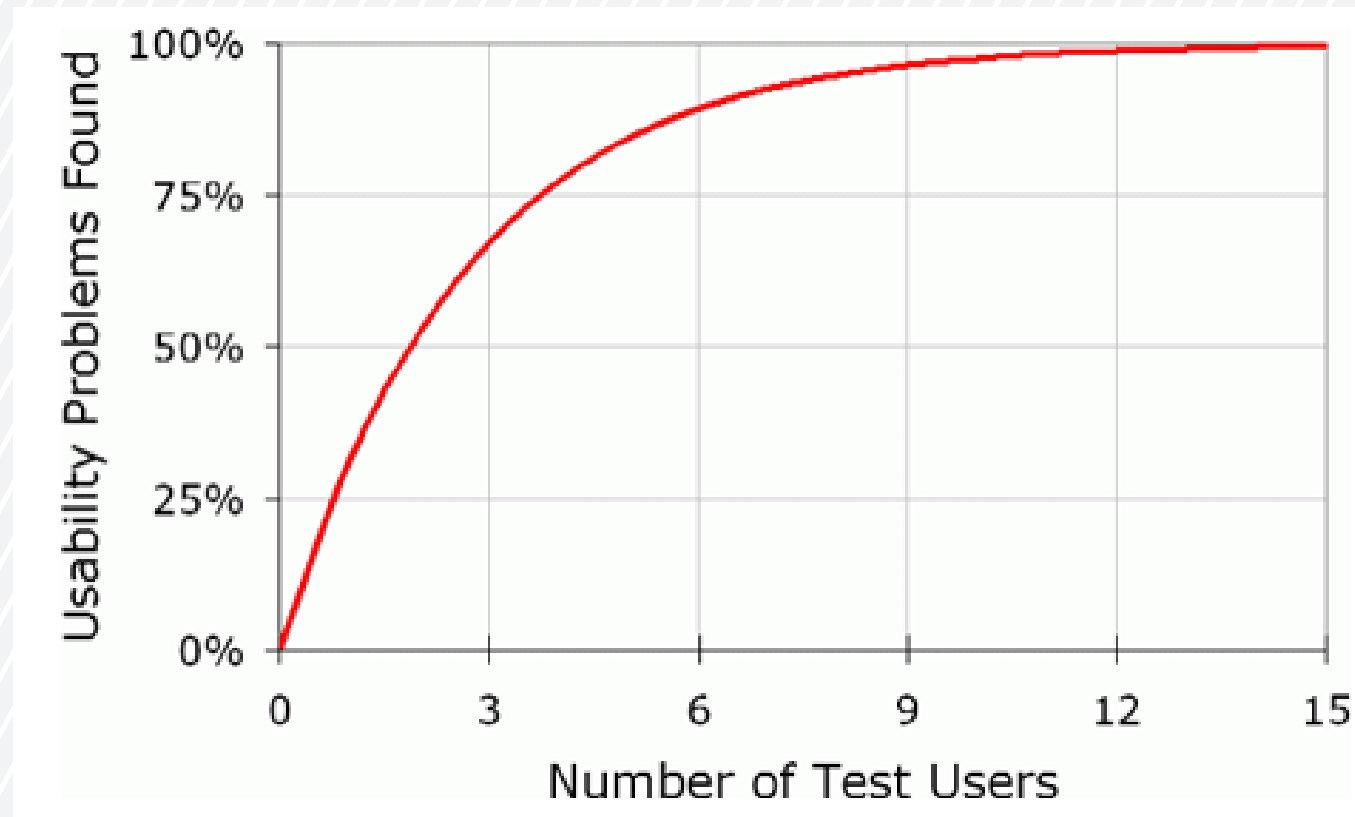
DAS BESTE AUS ZWEI WELTEN.

## 8. Webseite von Nutzern testen lassen



DAS BESTE AUS ZWEI WELTEN.

## 8. Webseite von Nutzern testen lassen



## 9. Banner Blindness beachten

The screenshot displays the FlashDen website, which is a marketplace for Flash projects. The interface is divided into several sections:

- Left Sidebar:** Contains navigation links (Home, Files, Make Money, Forums, Blog, About, Support) and three promotional banners. The top banner advertises a 'FREE FILE OF THE MONTH' with a 'CLICK HERE TO DOWNLOAD' button. The middle banner shows a '40% 70%' discount on 'AUTHOR COMMISSIONS' with a 'CLICK HERE TO LEARN MORE' button. The bottom banner promotes 'THE BARGAIN BIN' with 'Great files at bargain prices'.
- Main Content Area:** Features a dark header with a four-step process: 1. Deposit Cash, 2. Find the Items You Want, 3. Purchase & Download. Below this is a 'START BROWSING' section with tabs for 'RECENT', 'POPULAR', and 'S'. A grid of 18 project thumbnails is displayed, each with a title and a brief description. The 'STAGE XML WEBSITE' thumbnail is highlighted with a red border.
- Right Sidebar:** Contains a section titled 'WHAT IS FLASHDEN?' with a brief description of the site's purpose.



DAS BESTE AUS ZWEI WELTEN.



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