

Ruining the User Experience

Aaron Gustafson









What is a good user experience?

Would you do this?



home | radio | store | forums | help | signout

Have List 382 62 Want List 72 3 Traded 214

music artists albums songs members tag Search

la la

Recent traders | My friends | Members with collections similar to mine

revfunkmaster Scott AB Trep geo Sucesso (f'm stompy David132

My Profile
change image
my karma page
my account

Share lala
Invite Friends
Spread the word

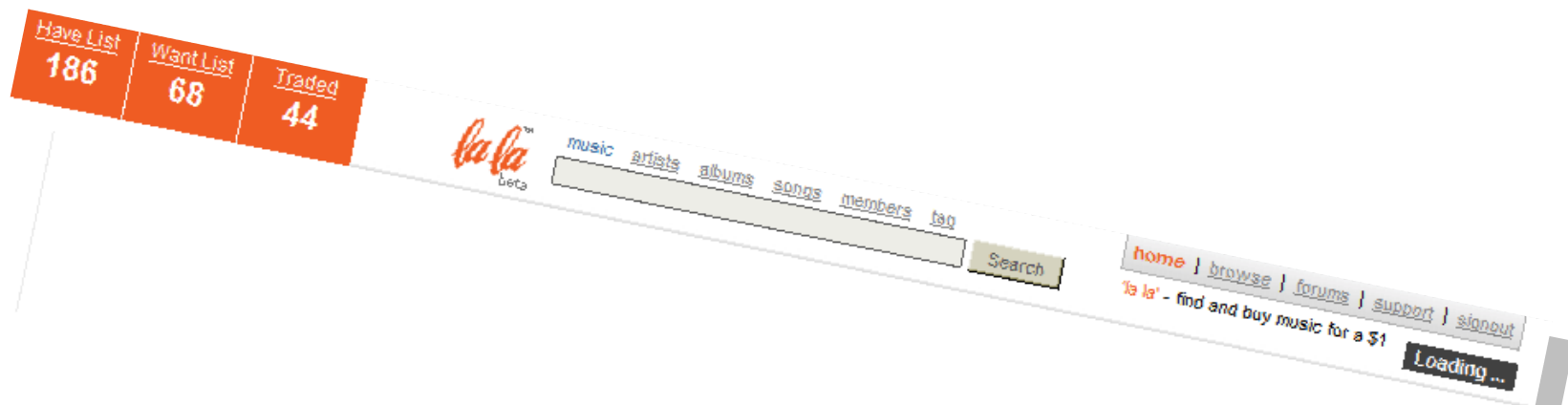
Top Radio Stations
WOXY, the future
"The 25 Best Music"

New Features
Trading Messages (22) Ship Reminders (0) Confirm Receive (3)

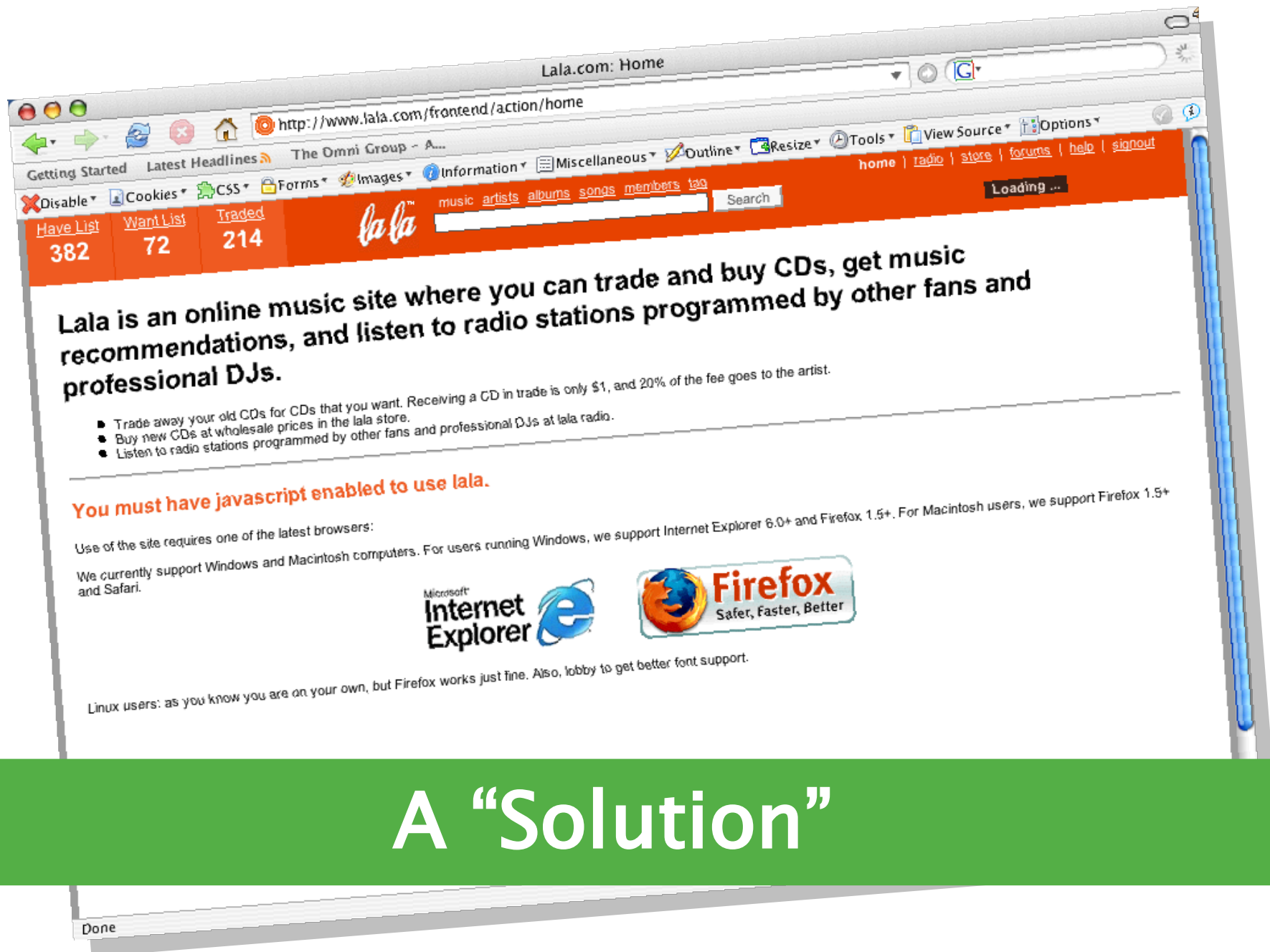
This week in the lala Store
**The most wanted
albums on lala**
Prices lower than Amazon
visit the lala Store
Close New Features

My Blurbs
igd3 Thanks for the Gift of Gab disc!
- Oct 04 11:34am
reply | delete
David Hey...Spooky Ruben is in the mail as soon as more shipping kits arrive. Thanks!
- Jun 24 6:45pm
reply | delete
XML

lala.com



JavaScript is a Requirement



A "Solution"

Levels of Service

Level 1: No Frills



Just the content

Clean, semantic markup

Light, fast-downloading pages

No distractions

Level 1: No Frills

Subject

- ◊ ☐ Arts
- ◊ ☐ Communications
- ◊ ☐ Science
- ◊ ☐ Technology
- ◊ ☐ Sports

1.

2. Keyword *(from program title, organization or location name)*

Location

If you enter a zip code and select a school, results from both locations will be displayed.

1. Zip Code

2. ASM Site

Austin HS

Limit to

Narrow your results by level and affiliation.

1. Level

All

2. Open to

All

Search

Level 2: Dress It Up



nicely designed

visual hierarchy

maybe a bit of Flash

adequate browser testing

basic styles for alternate media

Level 2: Dress It Up

Subject

☐ Arts
☐ Science
☐ Sports

☐ Communications
☐ Technology

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If you enter a zip code and select a school, results from both locations will be displayed.

Zip Code

ASM Site

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Narrow your results by level and affiliation.

Level

Open to

Level 3: Make It Sing



Responsive interface elements

Predictive data delivery (Ajax)

Allows for more customizable interactions

Level 3: Make It Sing

.collapsing

Subject

- ◇ ☐ Arts
- ◇ ☐ Communications
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- ◇ ☐ Sports

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.optional

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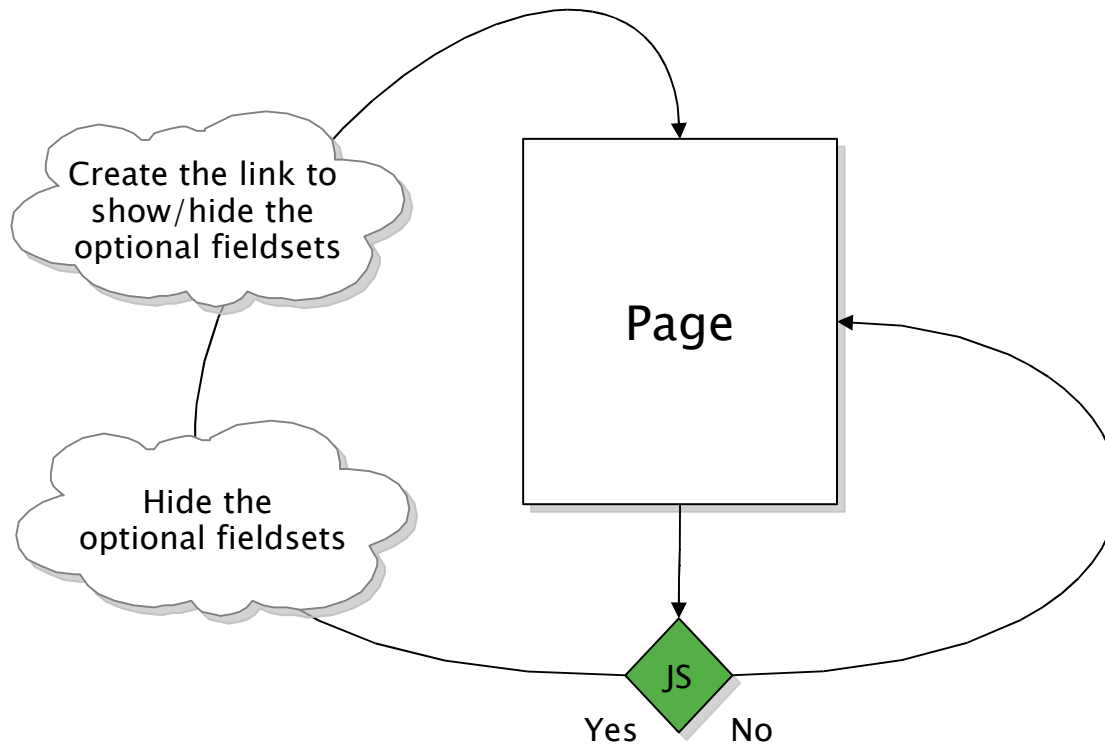
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Narrow your results by level and affiliation.

1. Level
2. Open to

Search

Level 3: Make It Sing



Level 3: Make It Sing

Subject ☐ Arts ☐ Communications
☐ Science ☐ Technology
☐ Sports

Keyword
(from program title, organization or location name)

[More options](#)

Subject

Arts

Communications

Science

Technology

Sports

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2. Keyword (from program title, organization or location name)

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2. ASM Site Austin HS

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1. Level All

2. Open to All

Search

Subject

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Science

Sports

Communications

Technology

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ASM Site Austin HS

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Level All

Open to All

Search

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Keyword

(from program title, organization or location name)

Search

[More options](#)

Levels of Service

Example: Tab Interface

Pumpkin Pie

OVERVIEW

Whether you're hosting a festive party or a casual get-together with friends, our Pumpkin Pie will make entertaining easy!

Original recipe yield: 1 × 9-inch deep dish pie

Prep Time: 10min

Cook Time: 1hr

Ready In: 1hr 10min



INGREDIENTS

1 (9in) unbaked deep dish pie crust

½ cup white sugar

1 tsp ground cinnamon

½ tsp salt

½ tsp ground ginger

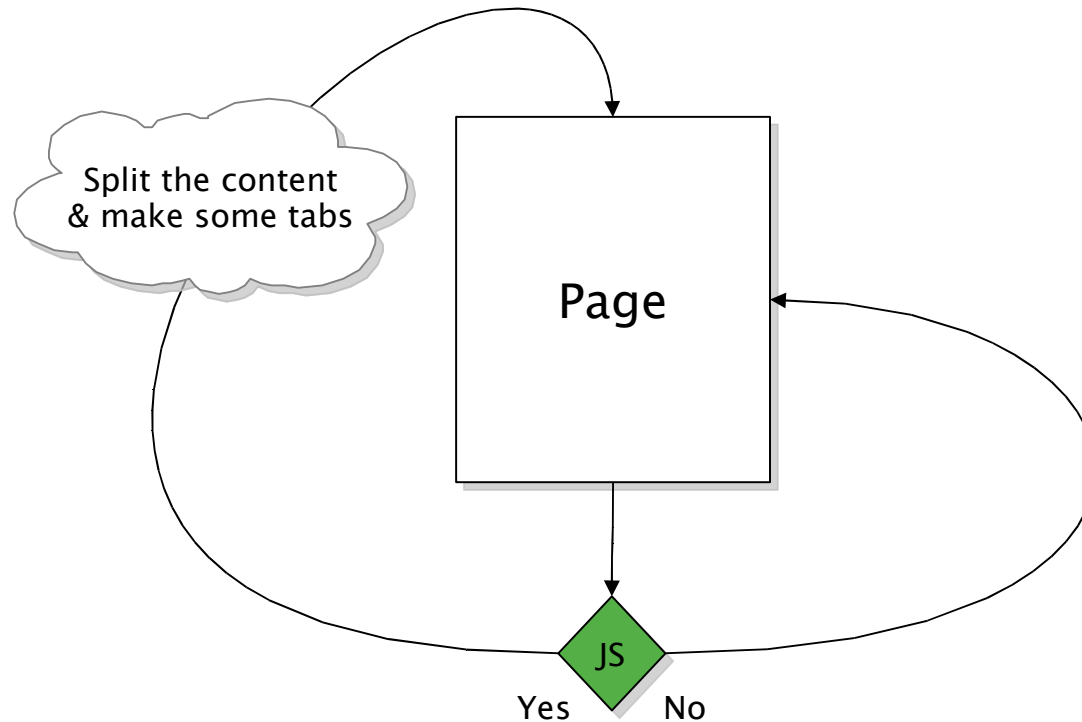
¼ tsp ground cloves

2 eggs

1 can (15oz) pumpkin puree

1 can (12fl oz) evaporated milk

Example: Tab Interface



Example: Tab Interface

Pumpkin Pie

.tabbed

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Example: Tab Interface

Pumpkin Pie

OVERVIEW

INGREDIENTS

DIRECTIONS

NUTRITION

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Photo by [Paul Goyette](#), licensed under [Creative Commons](#).

What Operating Systems are required to use Ethnio?

Ethnio requires Windows 2000 or XP.

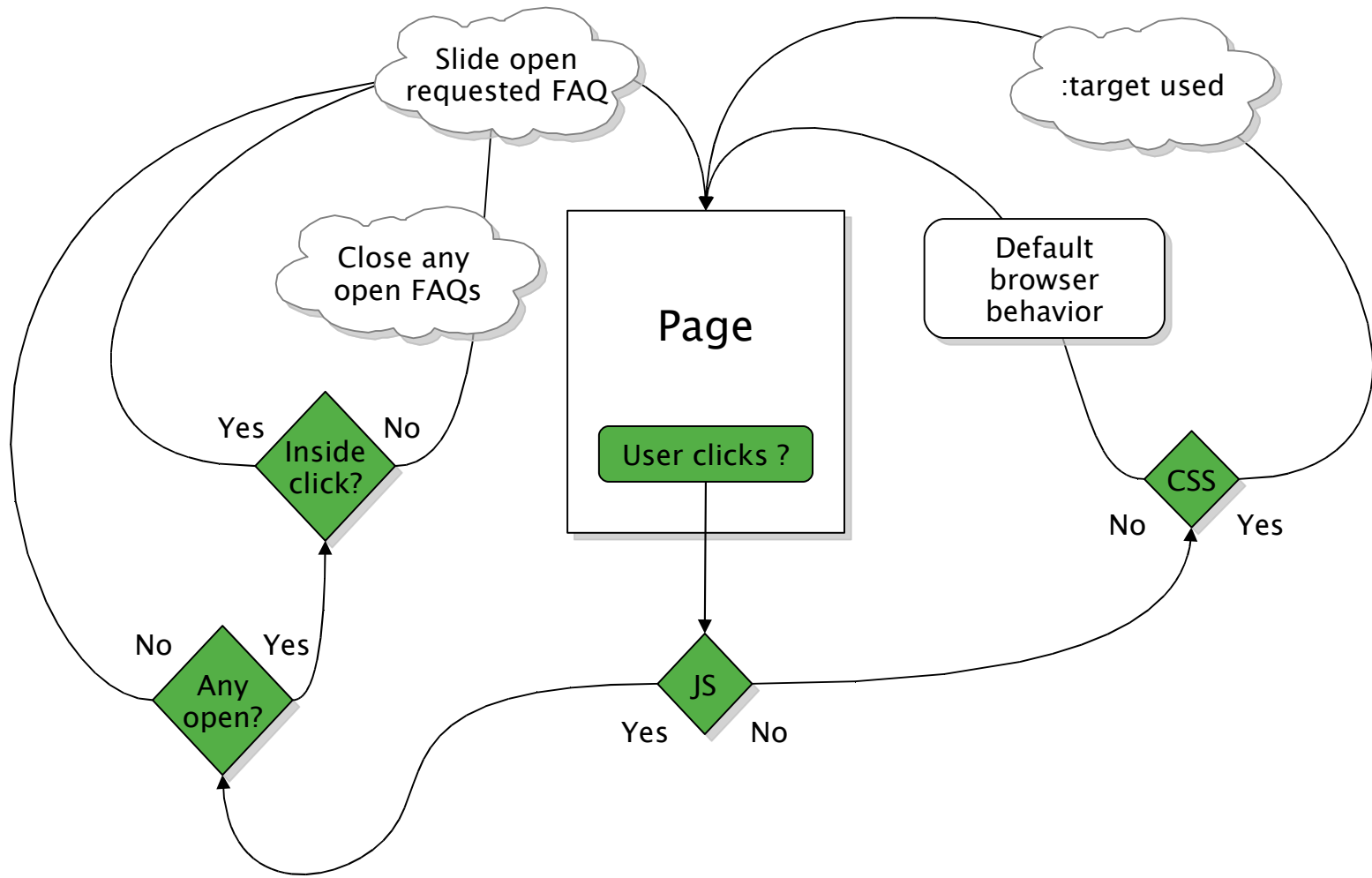
What Browsers are required to use Ethnio?

Currently Ethnio requires Internet Explorer version 6.0 or higher. We are working hard to have a Firefox compatible version available soon, with a Safari version farther in the future.

What kind of performance can I expect?

The performance depends entirely on the moderator and participant network speeds. We guarantee our Rackspace server in Texas to sustain rates of 2MB/s at 99.9% up time.

Example: FAQ



Example: FAQ

dl.faq

[What Operating Systems are required to use Ethnio?](#)

Ethnio requires Windows 2000 or XP.

dt>a

[What Browsers are required to use Ethnio?](#)

dd#id

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Example: FAQ

[What Operating Systems are required to use Ethnio?](#)

[What Browsers are required to use Ethnio?](#)

[What kind of performance can I expect?](#)



.faq dd:target

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Example: FAQ

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[What kind of performance can I expect?](#)

Getting Started

[How do I observe participants?](#)

[Once I create a screener how do I observe recruited participants?](#)

[Can other people observe the participant during the session?](#)

[What is the difference between an Observer and a Moderator?](#)

[Can I converse with the observers on the call?](#)

[How do I keep track of time during the session?](#)

[As a Participant, how do I install the ActiveX control?](#)

[How does my participant connect in the Quickstudy demo?](#)

[What is a session? How is that different than a study?](#)

[Where do I find my Share Code?](#)

[I have started a session but my screen is still dark. How do I fix this?](#)

[What is the time that I see in the Ethnio Status window?](#)

Recruiting

[How do I recruit participants with Ethnio?](#)

[Can I change the questions in the screener?](#)

[Am I able to control the frequency of the recruiting screener?](#)

[What is the View Percentage?](#)

[What is the Activation Code and how is that used?](#)

Example: FAQ

Tools at our disposal

DOM Methods

`getElementById()`

`getElementsByTagName()`

`getAttribute()/setAttribute()`

`createElement()/createTextNode()`

`innerHTML` (if absolutely necessary)

Class Swapping

.tabbed → .tabbed-on

.collapsing → .collapsible

.faq → .faq.on



Think Customer Service

Questions?



Ruining the User Experience

Aaron Gustafson

