

Ruining the User Experience

Aaron Gustafson









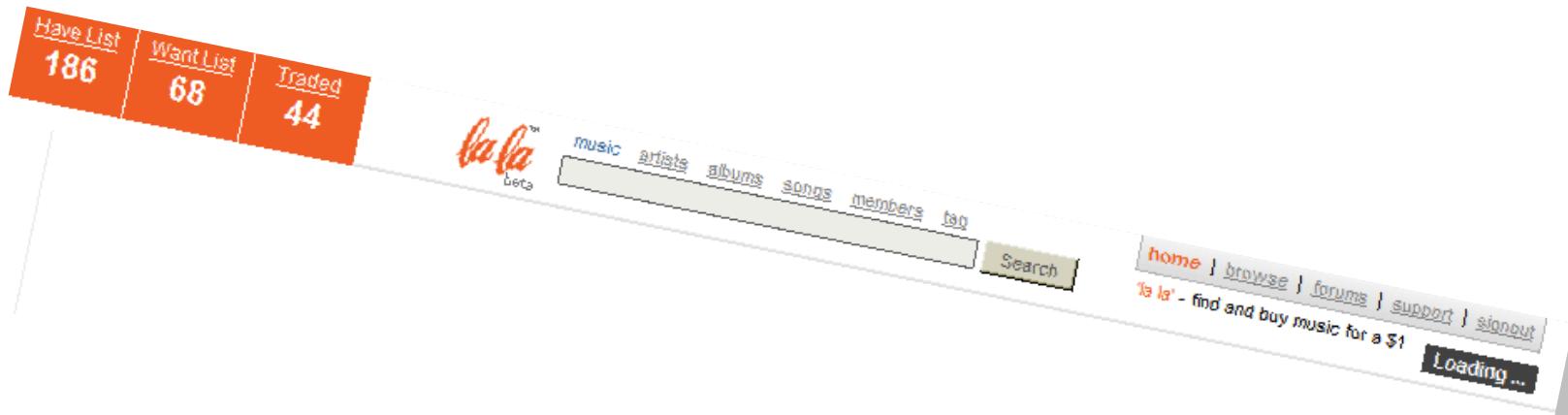
What is a good user experience?

Would you do this?



A screenshot of the lala.com homepage from June 2004. The top navigation bar includes links for 'home', 'radio', 'store', 'forums', 'help', and 'signout'. Below the header, there's a search bar and a link to 'Recent traders | My friends'. A sidebar on the left shows statistics: 'Have List' (382), 'Want List' (72), and 'Traded' (214). It also features a 'My Profile' section with options to change image, karma page, or account. A 'Share lala' box contains links for 'Invite Friends' and 'Spread the word'. A 'Top Radio Stations' section highlights 'WOXY, the future' with a link to 'The 25 Best Music'. The main content area features a large banner for 'This week in the lala Store' with 'The most wanted albums on lala' and 'Prices lower than Amazon'. It shows thumbnail images of various albums like 'Brand New Eyes' by Death Cab for Cutie and 'The White Album' by The Beatles. To the right, there's a 'Members with collections similar to mine' section showing profiles for 'revfunkmaster', 'Scott', 'AB', 'Trep', 'geo', 'I Sucesso (I'm)', 'stompy', and 'David132'. A 'My Blurbs' sidebar displays messages from users 'igd3' and 'David'. The bottom of the page has a green footer bar.

lala.com



About ...

JavaScript is a Requirement

Lala.com: Home

http://www.lala.com/frontend/action/home

Getting Started Latest Headlines The Omni Group - A...
Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options home | radio | store | forums | help | signout

Have List Want List Traded
382 72 214

lala™

music artists albums songs members tag Search Loading ...

Lala is an online music site where you can trade and buy CDs, get music recommendations, and listen to radio stations programmed by other fans and professional DJs.

Trade away your old CDs for CDs that you want. Receiving a CD in trade is only \$1, and 20% of the fee goes to the artist.

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- Buy new CDs at wholesale prices in the lala store.
- Listen to radio stations programmed by other fans and professional DJs at lala radio.

You must have javascript enabled to use lala.

Use of the site requires one of the latest browsers:

We currently support Windows and Macintosh computers. For users running Windows, we support Internet Explorer 6.0+ and Firefox 1.5+. For Macintosh users, we support Firefox 1.5+ and Safari.

Microsoft Internet Explorer

Firefox Safer, Faster, Better

Linux users: as you know you are on your own, but Firefox works just fine. Also, lobby to get better font support.

A “Solution”

Done

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

Limit to

Narrow your results by level and affiliation.

1. Level

2. Open to

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

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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

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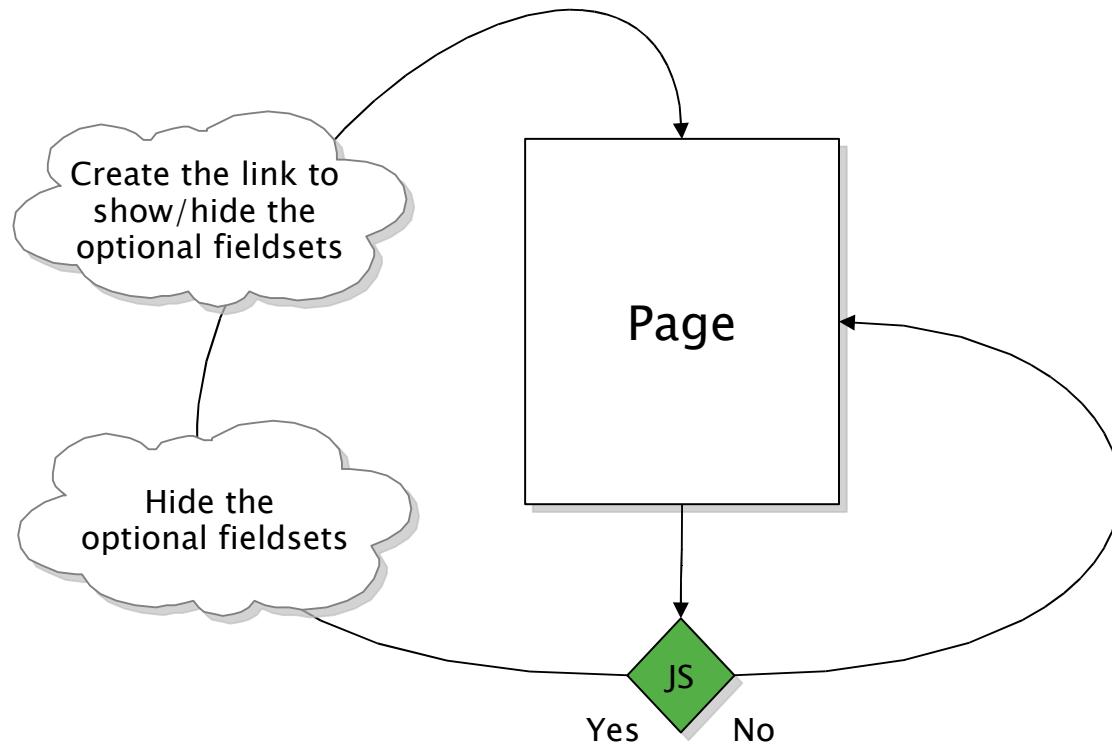
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Search

Level 3: Make It Sing



Level 3: Make It Sing

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	<input type="checkbox"/> Science	<input type="checkbox"/> Technology
	<input type="checkbox"/> Sports	
Keyword	<input type="text"/>	
(from program title, organization or location name)		
<input type="button" value="Search"/>		More options

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Levels of Service

Example: Tab Interface

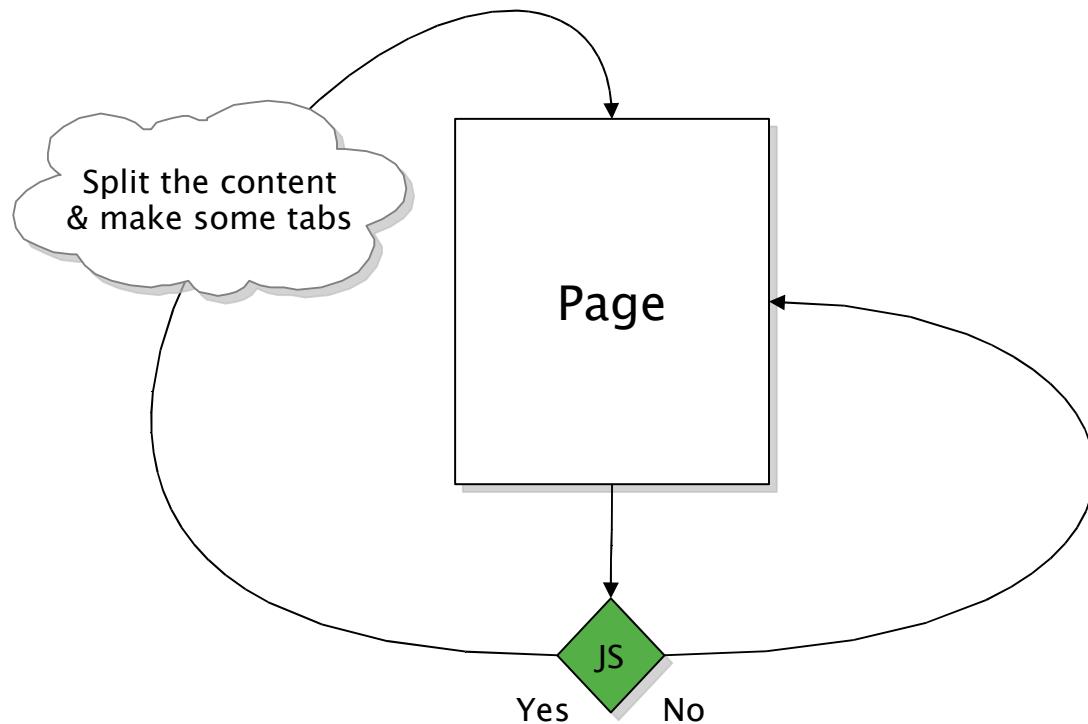
News & Reviews

Li Europian lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc., li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules. Omnicos directe al desirabilit? de un nov lingua franca: on refusa continuar payar custosi traductores. It solmen va esser necessi far uniform grammatica, pronunciation e plu sommun paroles.

Finance & Insurance

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est iga pay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quo meon an estimate et non interruptus stadium. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex libris hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.

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.tabbed

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Example: Tab Interface

The screenshot shows a user interface with a tabbed navigation bar at the top. There are two tabs: 'News & Reviews' and 'Finance & Insurance'. The 'Finance & Insurance' tab is highlighted with a grey background and white text, while the other tab is in a standard black font. Below the tabs is a large rectangular content area containing text in Esperanto. A cursor arrow is visible on the right side of the text block.

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

Ethnio requires Windows 2000 or XP.

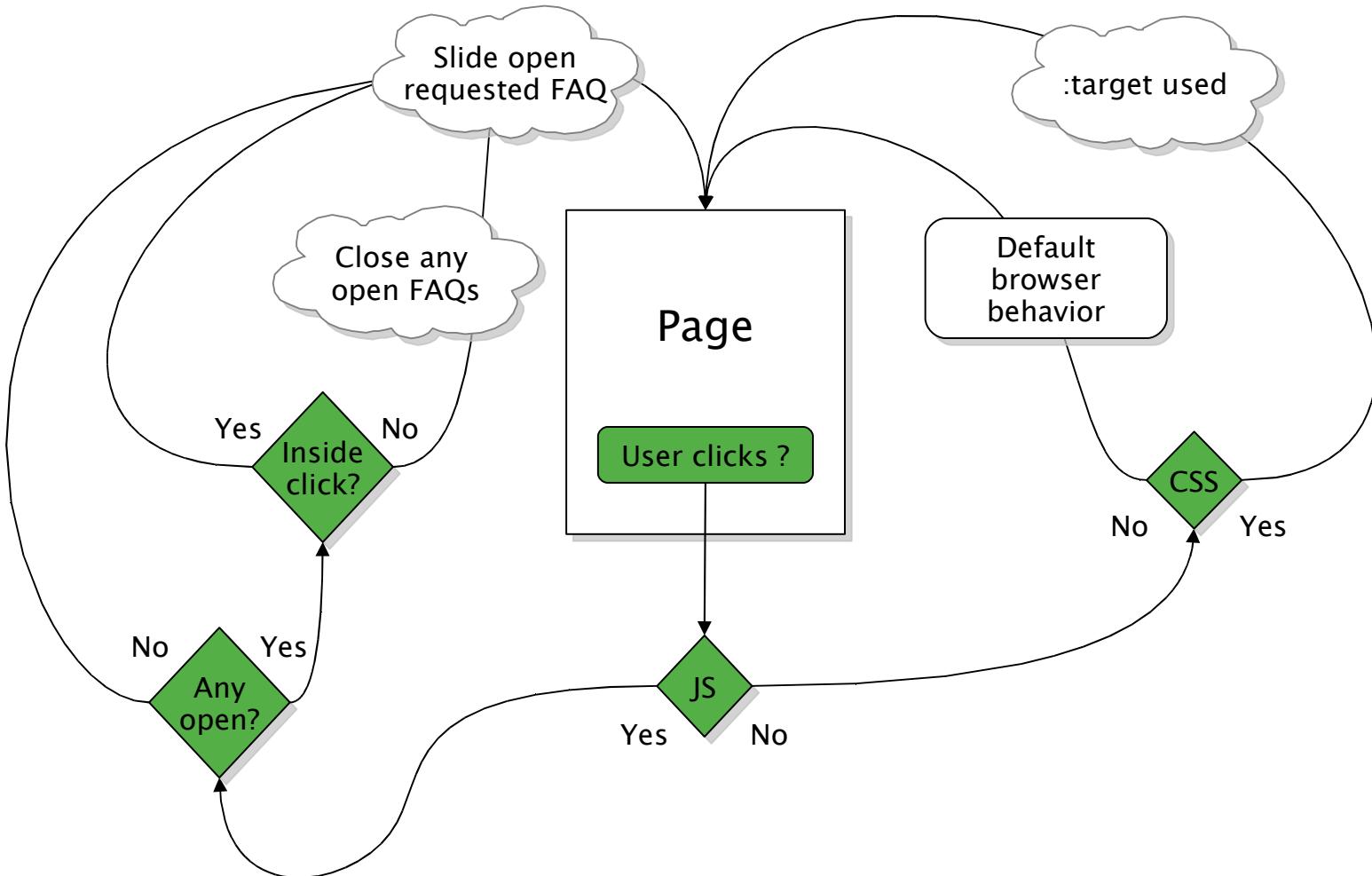
[What Browsers are required to use Ethnio?](#)

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

d1.faq

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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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What kind of performance can I expect?

Example: FAQ

ring complete

support

about

contact

Ethnio FAQs

System Requirements

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

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

[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?](#)

Example: FAQ

Tools at our disposal

DOM Methods

`getElementById()`

`getElementsByName()`

`getAttribute()/setAttribute()`

`createElement()/createTextNode()`

`innerHTML` (if absolutely necessary)

Class Swapping

.tabbed → .tabbed-on

.collapsing → .collapsible

.faq → .faq.on



Think Customer Service

Questions?



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