

# Ruining the User Experience

Aaron Gustafson



easy designs

Sarah B. Nelson

adaptive path









What is good user experience?

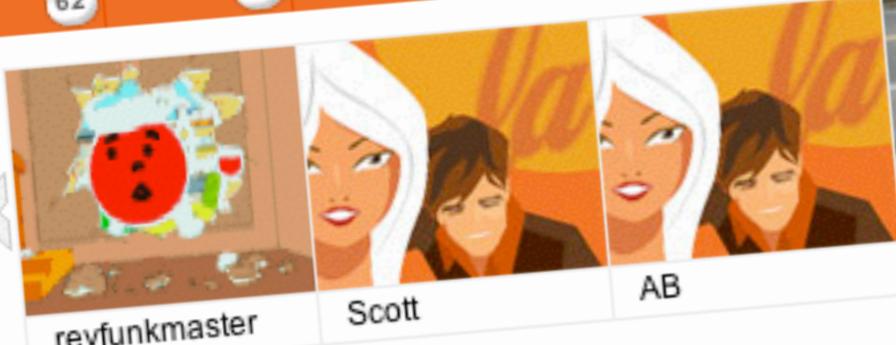
# Would you do this?



Have List  
382  
62  
Want List  
72  
3  
Traded  
214

[music](#) [artists](#) [albums](#) [songs](#) [members](#) [tag](#)

Search

[Recent traders](#) | [My friends](#) | [Members with collections similar to mine](#)

revfunkmaster

Scott

AB

Trep

geo

I Sucesso (I'm)

stompy

David132

New Features

Trading Messages (22)

Ship Reminders (0)

Confirm Receive (3)

My Profile

[change image](#)  
[my karma page](#)  
[my account](#)

Share lala

[Invite Friends](#)  
[Spread the word](#)

Top Radio Stations

[WOXY, the future](#)

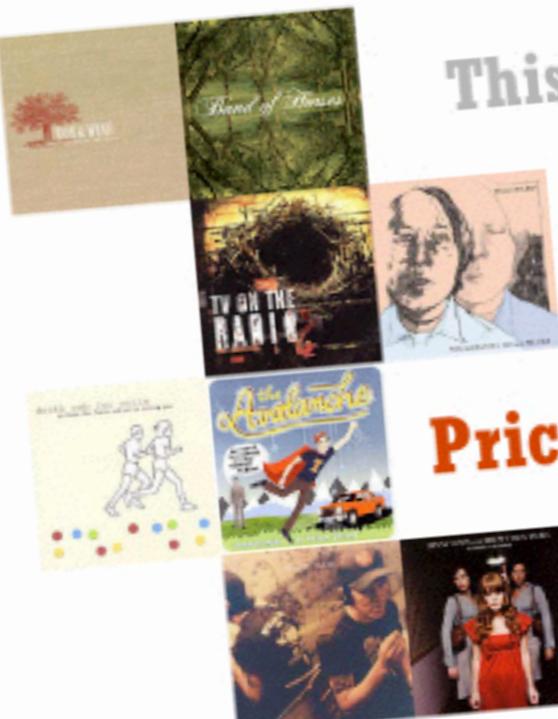
"The 25 Best Music

[WOXY Vintage](#)

Vintage modern rock

[BAGeL radio](#)

Indie Rock Noise Pop



This week in the lala Store

**The most wanted  
albums on lala****Prices lower than Amazon**[visit the lala Store](#)[Close New Features](#)[lala store](#)**lala.com**

My Blurbs

**jgd3**  
Thanks for the Gift of  
Gab disc!  
- Oct 04 11:34am  
[reply](#) | [delete](#)**David**  
Hey...Spookey  
Ruben is in the mail  
as soon as more  
shipping kits arrive. Thanks!  
- Jun 24 6:45pm  
[reply](#) | [delete](#)[XML](#)

Have List  
**186**

Want List  
**68**

Traded  
**44**



[music](#) [artists](#) [albums](#) [songs](#) [members](#) [tag](#)

Search

[home](#) | [browse](#) | [forums](#) | [support](#) | [signout](#)  
'la la' - find and buy music for a \$1

Loading ...

# Javascript is a requirement

Have List  
382Want List  
72Traded  
214[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.**

- music recommendations, and listen to radio stations programmed by other fans and professional DJs at lala radio.
- 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.
  - 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+



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

a “solution”

# Levels of Service

- 1) No Frills
- 2) Dress It Up
- 3) Make It Sing

# Level 1: No frills



Make content  
accessible

No distractions

Clean, well-ordered,  
semantic markup

Light, fast downloads

### 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 1: No Frills

# Level 2: Dress It Up



Refined visual design  
Simple interactivity  
Some Flash  
Cross-browser compatible  
Styles for alternate media

**Subject**

Arts       Communications  
 Science       Technology  
 Sports

**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.

**Zip Code**

**ASM Site**  ▾

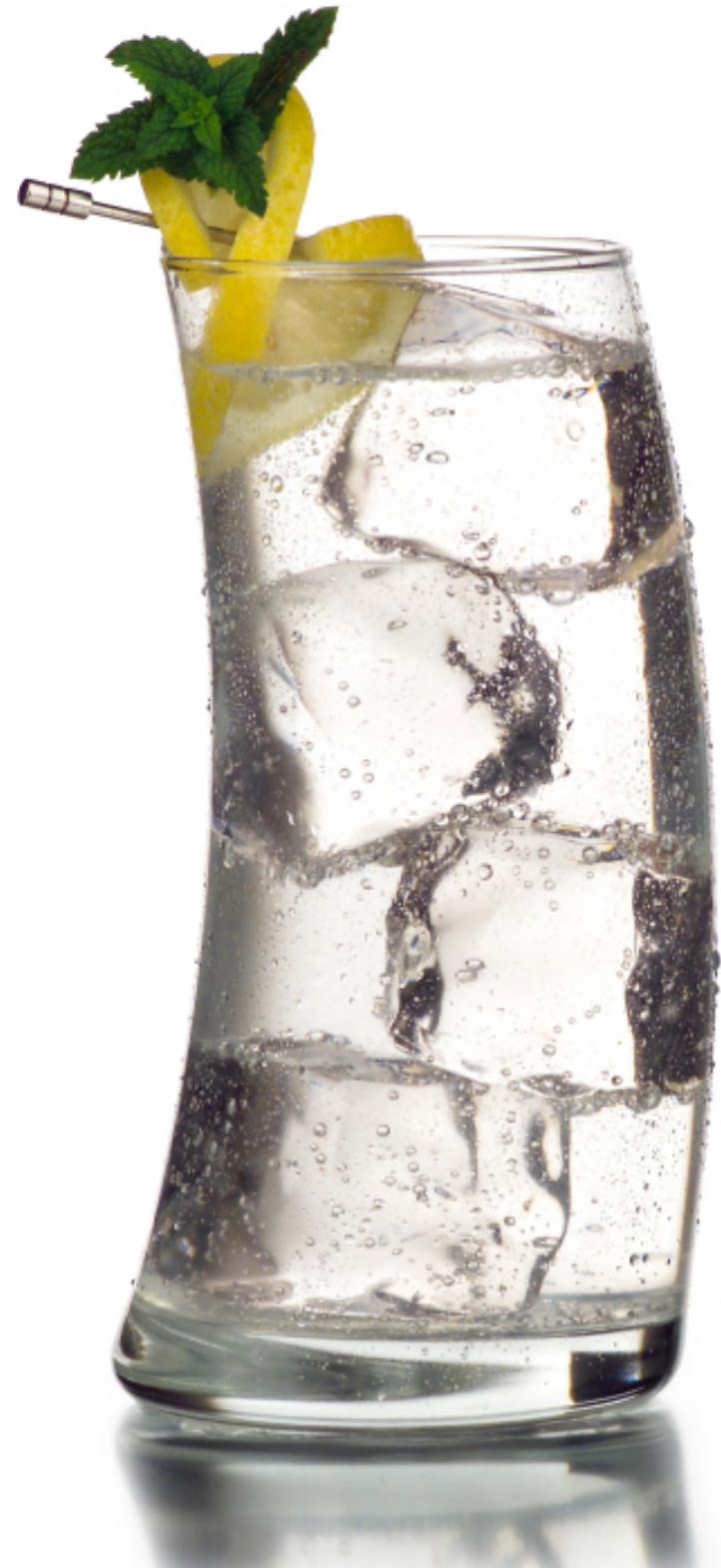
**Limit to**  
Narrow your results by level and affiliation.

**Level**  ▾

**Open to**  ▾

# Level 2: Dress It Up

# Level 3: Make It Sing



Responsive interface  
elements

Predictive data  
delivery (Ajax)

Allows for more  
customizable  
interactions

.collapsing

Subject

- Arts
- Communications
- Science
- Technology
- Sports

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

.optional

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 ▾

.optional

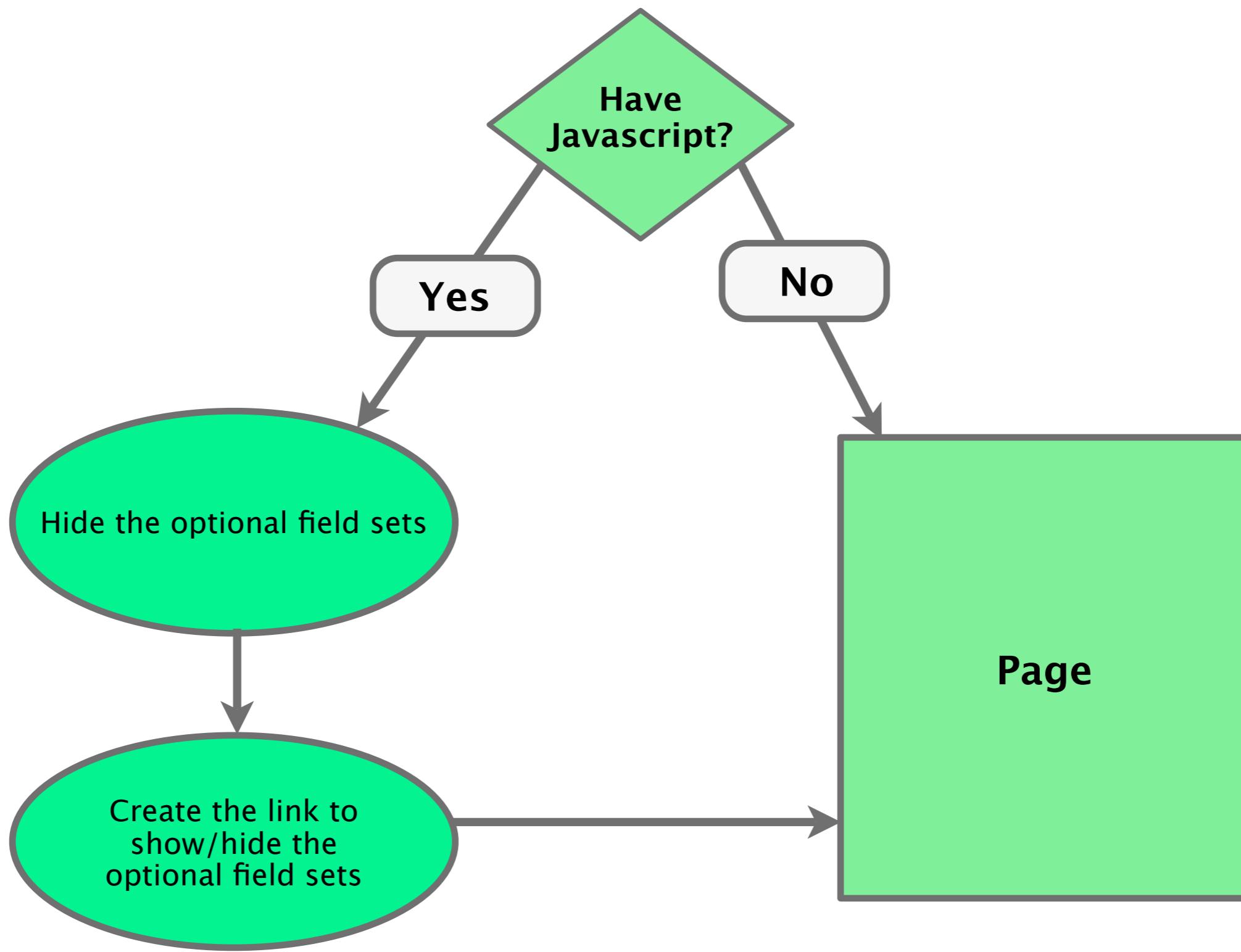
Limit to

Narrow your results by level and affiliation.

1. Level All ▾  
2. Open to All ▾

Search

# Level 3: Make It Sing



# How It Works

- Subject**
- Arts
  - Communications
  - Science
  - Technology
  - Sports

**Keyword**

(from program title, organization or location name)

**Search**

[More options](#)

# Level 3: Make It Sing

**Subject**

- Arts
- Communications
- Science
- Technology
- Sports

1. 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

**Subject**

Arts       Communications  
 Science     Technology  
 Sports

**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.

Zip Code   
ASM Site

**Limit to**

Narrow your results by level and affiliation.

Level   
Open to

**Subject**

Arts       Communications  
 Science     Technology  
 Sports

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

No Frills

Dress It Up

Make It Sing

Levels of Service

# Tools at Our Disposal

## DOM Methods

- getElementById()
- getElementsByTagName()
- getAttribute()/setAttribute()
- createElement()/createTextNode()
- innerHTML (if absolutely necessary)

## Class Swapping

.collapsing	→	.collapsible
.tabbed	→	.tabbed-on
.faq	→	.faq.on



Think Customer Service

questions?

