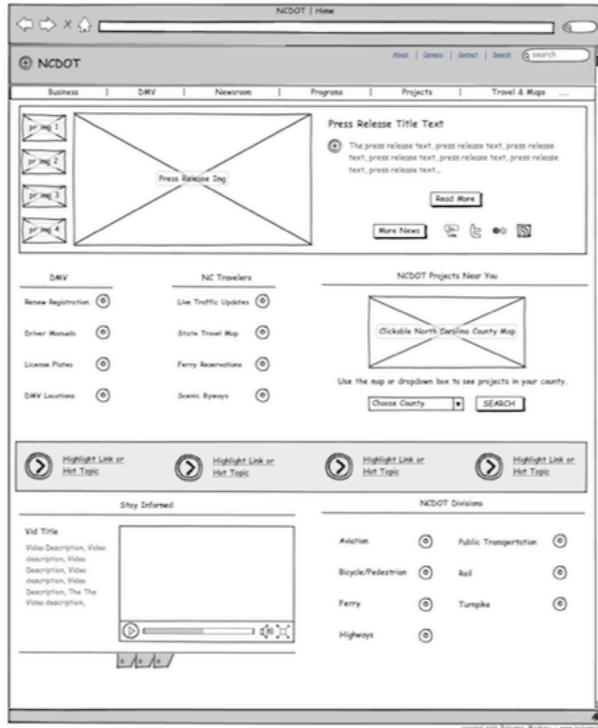


DSGN-270

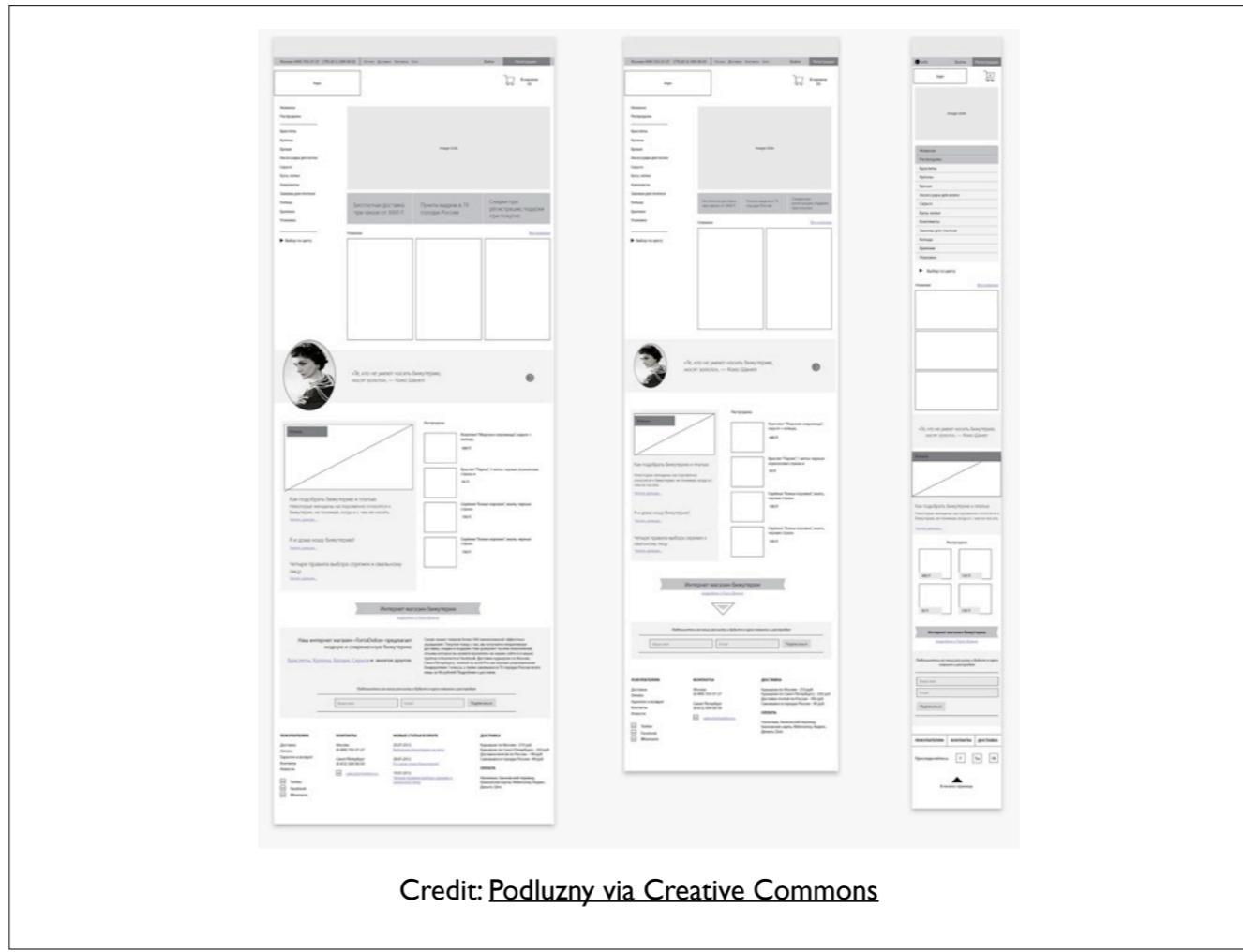
Day #3

Wireframes



Credit: [After Victory via Creative Commons](#)

- traditional
- static
- model of where page components go
- You may have multiple wireframes for different device breakpoints



Credit: [Podluzny via Creative Commons](#)

- just thinking of basics, don't worry about exact placement, no design like color
- simple sans-serif font, borders, shades of grey
- if it's too realistic, clients think it's the finished product, may choose to handsketch it at first and build up details
- start from beginning testing on different devices
- use real content, "Example Page Title" too short
- don't plan for ideal page, plan edge cases, most complicated page

Start Small

- smallest screen size work up to largest
- like moving from apartment to house (easy) but moving from house to small apartment you have too much stuff and it won't fit
- can think about all sizes as you go along

Mobile First

mobile first idea is similar

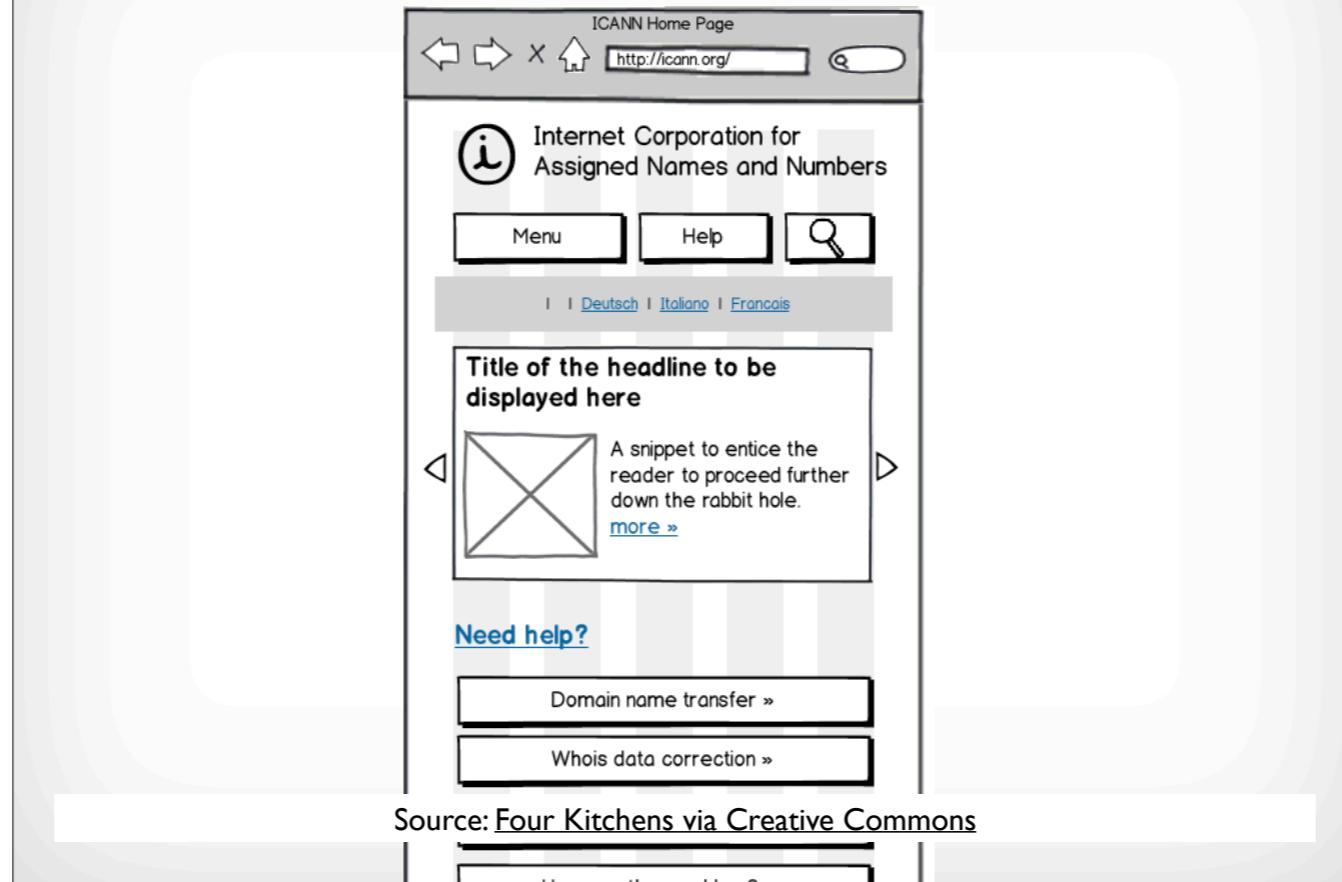
Luke Wroblewski – Mobile First book

more constraints

we'll talk about touchscreens and other constraints later

all screen sizes equally important

HOME PAGE → SMARTPHONES



- Here's an example of a wireframe on mobile.
- You have title, buttons, X placeholder box where there's an image.
- You may indicate where search goes or where the different buttons lead to.
- And this is why we covered content first. You need content for more accurate wireframes.

[Need help?](#)

[Domain name transfer »](#)

[Whois data correction »](#)

[Unsolicited renewal or transfer »](#)

[Have another problem? »](#)

[**What Is ICANN?**](#)

Formed in 1998, ICANN is a not-for-profit partnership of people from all over the world dedicated to keeping the Internet secure, stable and interoperable.

[Learn more >>](#)

[**Latest Announcements**](#)

[Title of the post can be longer because it needs to describe the article](#)



24 March 2010 - news, latest works, foreign affairs
Aenean fermentum, elit eget et tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui. Donec non enim in turpis pulvinar facilisis lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et

Source: [Four Kitchens via Creative Commons](#)

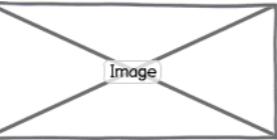
24 March 2010 - gtld, global, news
Aenean fermentum, elit eget tincidunt condimentum,

When you scroll down a bit more for this mobile wireframe, you can see a section for latest announcements. The headline is “title of the post can be longer because it needs to describe the article.” Sometimes you’ll use real content, and sometimes you’ll use content that explains what kind of content will go there.

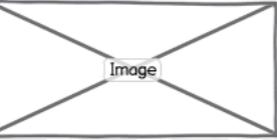
What's happening at ICANN

Events

[Event title information](#)
24 March 2010



A much longer Event title that might be displayed on two lines of text on this webpage
03-24-2011



Public Comment

[New Generic Top-Level Domains](#)
Short description of the gTLDs

[This is the title of the post and it can be super long or super short. Either way it will get styled.](#)
24 March 2010

[New Generic Top-Level Domains](#)
Short description of the gTLDs

Source: [Four Kitchens via Creative Commons](#)
in super small font may it will get styled
24 March 2010

The wireframe keeps going because mobile screens are very long. Here we have the events sections with more image placeholders.

[**Board Activity**](#)

[This is the document title and it is not long](#)
[This is a title of document and it is not long](#)
[Is this the document title? It's not long](#)
[Document title this is? Not long is it](#)

[**Organizations & Committees**](#)

[Address Supporting Organization \(ASO\)](#)
[Country code Names Supporting Organization \(ccNSO\)](#)
[Generic Names Supporting Organization \(GNSO\)](#)
[At-Large Advisory Committee \(ALAC\)](#)
[Governmental Advisory Committee \(GAC\)](#)
[Root Server System Advisory Committee \(RSSAC\)](#)
[Security and Stability Advisory Committee \(SSAC\)](#)

[Back to top](#)

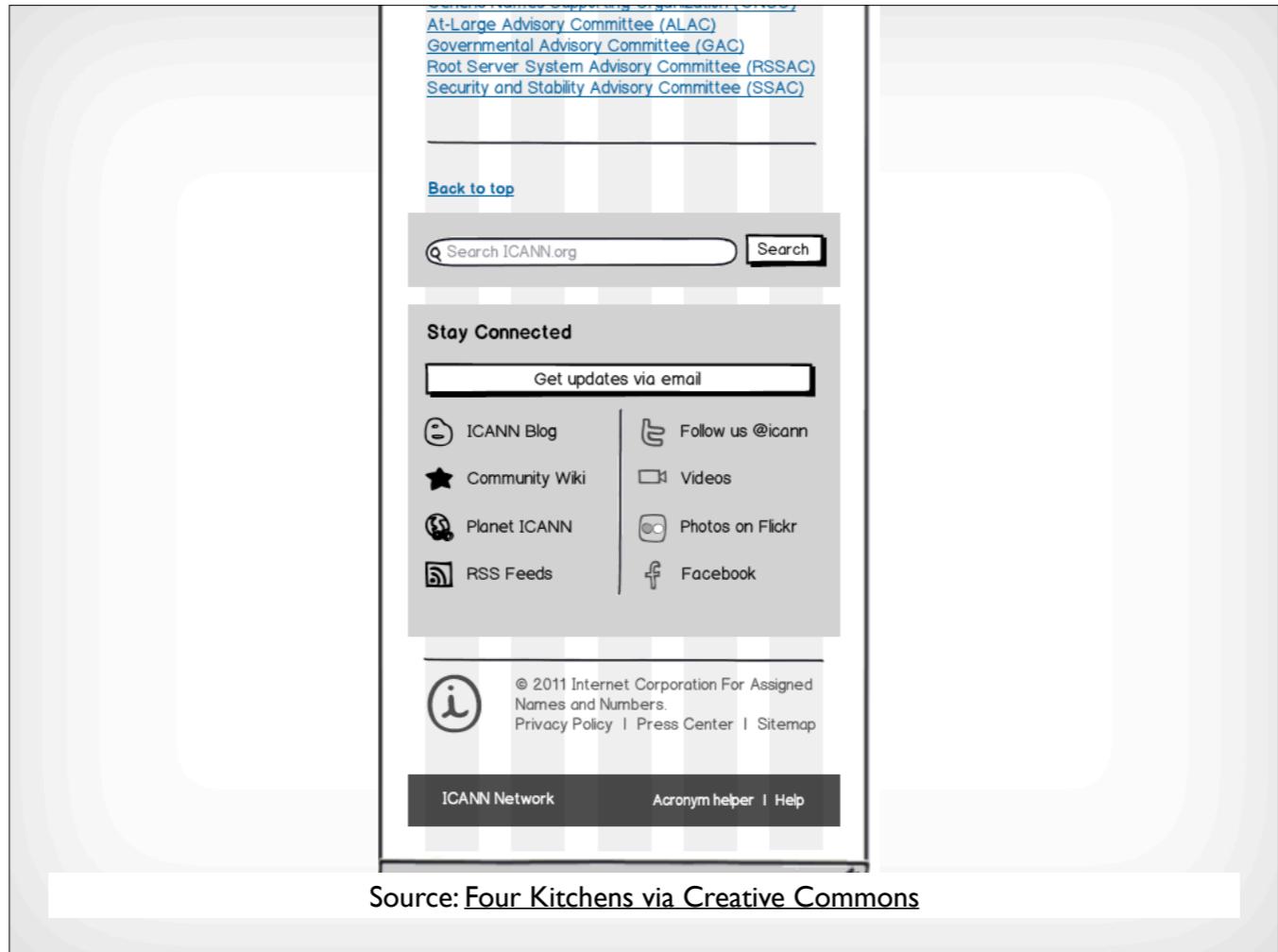
Stay Connected

 [ICANN Blog](#) |  [Follow us @icann](#)

Source: [Four Kitchens via Creative Commons](#)

 [Planet ICANN](#) |  [Photos on Flickr](#)

We're finally approaching the end with links to Board Activity and Organizations and Committees.

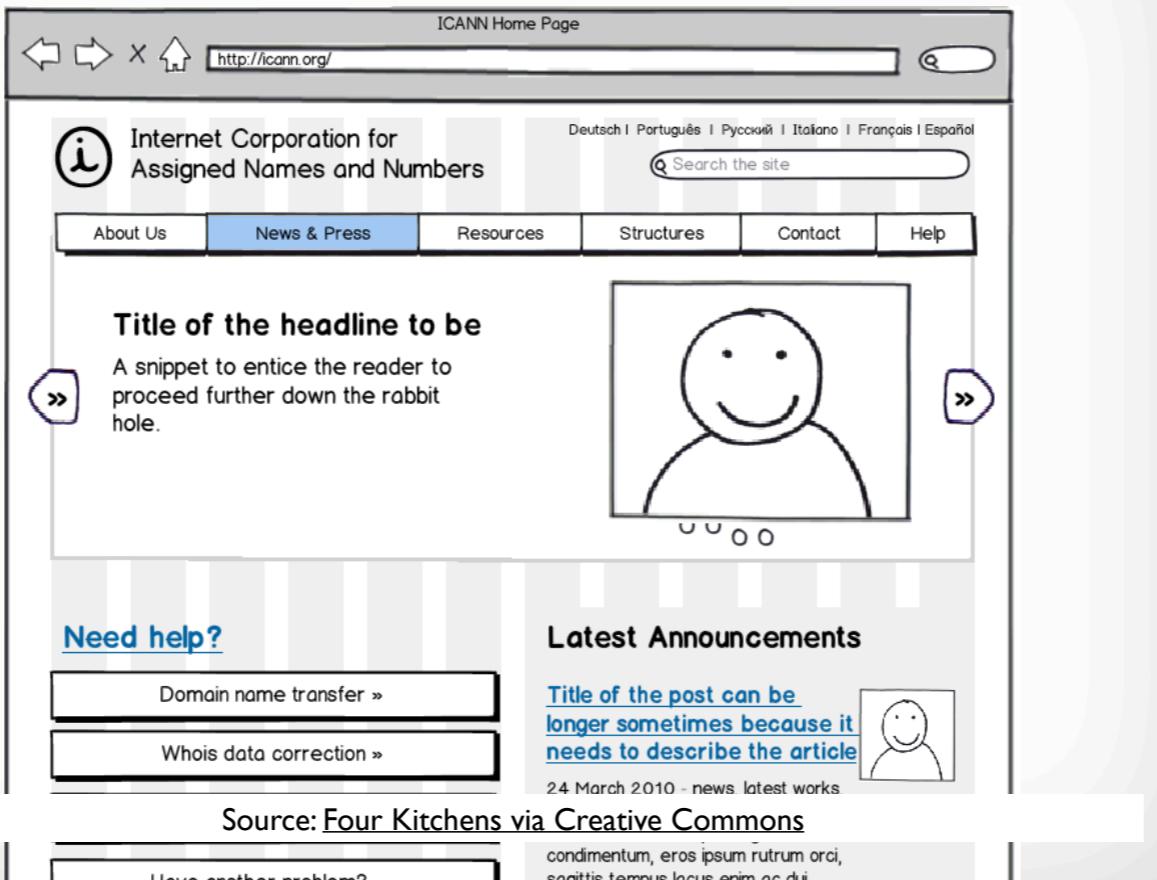


Source: [Four Kitchens via Creative Commons](#)

Finally, we're at the end. We can see a back to top button, a search bar, a Stay Connected section with links to a newsletter sign up and links to different social media.

And there's the copyright as well. So that gives you an idea of what types of things you might find on a wireframe. Some of it is detailed and based on the content you already have, but a lot of it is placeholder information.

HOME PAGE → TABLETS



Here's an example of that same website but on a tablet-sized wireframe. Theres more on the page now including a slider.

[Unsolicited renewal or transfer »](#)

[Have another problem? »](#)

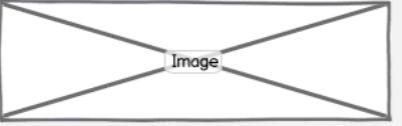
What is ICANN?

Formed in 1998, ICANN is a not-for-profit partnership of people from all over the world dedicated to keeping the Internet secure, stable and interoperable.

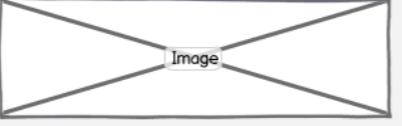
[Learn more »](#)

Events

[Go to this event](#)
24 March 2010



[Go to this event](#)
24 March 2010



Public Comment

[This is the title of the post and it can be super long or super short. Either way it will get styled.](#)
24 March 2010

[This is the title of the post and it can be super long or super short. Either way it will get styled.](#)
24 March 2010

[This is the title of the post and it can be super long or super short. Either way it will get styled.](#)
24 March 2010

Source: [Four Kitchens via Creative Commons](#)

[Board Activity](#)

[Organizations & Committees](#)

Each section isn't just stacked on top of another section like before because you have more room.

Board Activity

[This is the document title and it is not long](#)
24 March 2010

[This is the document title and it is not long](#)
24 March 2010

[This is the document title and it is not long](#)
24 March 2010

[This is the document title and it is not long](#)
24 March 2010

[This is the document title and it is not long](#)
24 March 2010

[More Board Activity »](#)

Stay Connected

Get updates via email

- News Alerts Contractual Compliance
 Newsletter Policy Updates

HTML Plain text

[Subscribe](#)

Organizations & Committees

[Address Supporting Organization \(ASO\)](#)

[Country code Names Supporting Organization \(ccNSO\)](#)

[Generic Names Supporting Organization \(GNSO\)](#)

[At-Large Advisory Committee \(ALAC\)](#)

[Governmental Advisory Committee \(GAC\)](#)

[Root Server System Advisory Committee \(RSSAC\)](#)

[Security and Stability Advisory Committee \(SSAC\)](#)

[Primary Nav](#)

[Secondary Link](#)

[Secondary Link](#)

Source: Four Kitchens via Creative Commons

This is the document title and it is not long
24 March 2010

This is the document title and it is not long
24 March 2010

[More Board Activity »](#)

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Your email address

News Alerts Contractual Compliance
 Newsletter Policy Updates

HTML Plain text [Subscribe](#)

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[RSS Feeds](#) [Facebook](#)

[Primary Nav](#) [Secondary Link](#) [Primary Nav](#) [Secondary Link](#) [Primary Nav](#) [Secondary Link](#) [Primary Nav](#) [Secondary Link](#) [Primary Nav](#) [Secondary Link](#)

[Secondary Link](#) [Secondary Link](#) [Secondary Link](#) [Secondary Link](#) [Secondary Link](#) [Secondary Link](#) [Secondary Link](#) [Secondary Link](#) [Secondary Link](#)

© 2011 Internet Corporation For Assigned Names and Numbers. [Privacy Policy](#) | [Press](#) | [Sitemap](#) 

[ICANN](#) [Acronym helper](#) | [Help](#) 

Source: [Four Kitchens via Creative Commons](#)

We lost the back to top button but now we have more fleshed out footer navigation.

HOME PAGE → DESKTOPS and LAPTOPS

The image shows a wireframe of the ICANN Home Page, illustrating a desktop and a laptop view side-by-side. The desktop view is at the top, and the laptop view is at the bottom.

Desktop View Annotations:

- A yellow sticky note on the right side of the header area says "Primary nav TBD".
- A yellow sticky note on the left side of the main content area says "Three items (TBD). Title is linked to an LP".
- A red bracket on the left side groups three items under the heading "Need help?": "Domain name transfer >", "Whois data correction >", and "Unsolicited renewal or transfer >".
- A red bracket on the right side groups two sections under "Latest Announcements": "Title of the post can be longer sometimes because it needs to describe the article" and "Title of the post can be shorter".

Laptop View Annotations:

- A red bracket on the left side groups the "Need help?" section and the "What Is ICANN?" section.

Source: [Four Kitchens via Creative Commons](#)

Here's the desktop and laptop version. On this version, you can see comments that are added. Comments can help your clients understand why you arranged things a particular way. But ideally, you can walk your client through it yourself before they have time to form interesting opinions.

Three items (TBD). Title is linked to on LP

[Need help?](#)

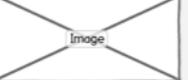
- [Domain name transfer »](#)
- [Whois data correction »](#)
- [Unsolicited renewal or transfer »](#)
- [Have another problem? »](#)

What Is ICANN?

Formed in 1998, ICANN is a not-for-profit partnership of people from all over the world dedicated to keeping the Internet secure, stable and interoperable.

[Learn more »](#)

Events

[Go to this event](#)
24 March 2010


[Go to this event](#)
24 March 2010


[More Events »](#)

Public Comment

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24 March 2010

This is the title of the post and it can be super long or super short. Either way it will get styled.
24 March 2010

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24 March 2010

[More Public Comments »](#)

Board Activity

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24 March 2010

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Organizations & Committees

[Address Supporting Organization \(ASO\)](#)
24 March 2010

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24 March 2010

[Security and Stability Advisory Committee \(SSAC\)](#)
24 March 2010

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Planet ICANN is the "activity stream" of aggregated content from across the ICANN

Source: Four Kitchens via Creative Commons

News Alerts
 Contractual Compliance

Newsletter
 Policy Updates

 [Planet ICANN](#)

 [Photos on Flickr](#)

Events

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24 March 2010

[More Public Comments »](#)

Board Activity

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24 March 2010

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24 March 2010

This is the document title and it is not long

24 March 2010

[More Board Activity »](#)

Organizations & Committees

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Primary Nav Level	Secondary Link	Primary Nav Level	Secondary Link	Primary Nav Level	Secondary Link
Secondary Link	Secondary Link	Secondary Link	Secondary Link	Secondary Link	Secondary Link
Secondary Link	Secondary Link	Secondary Link	Secondary Link	Secondary Link	Secondary Link
Secondary Link	Secondary Link	Secondary Link	Secondary Link	Secondary Link	Secondary Link

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[ICANN Network](#)

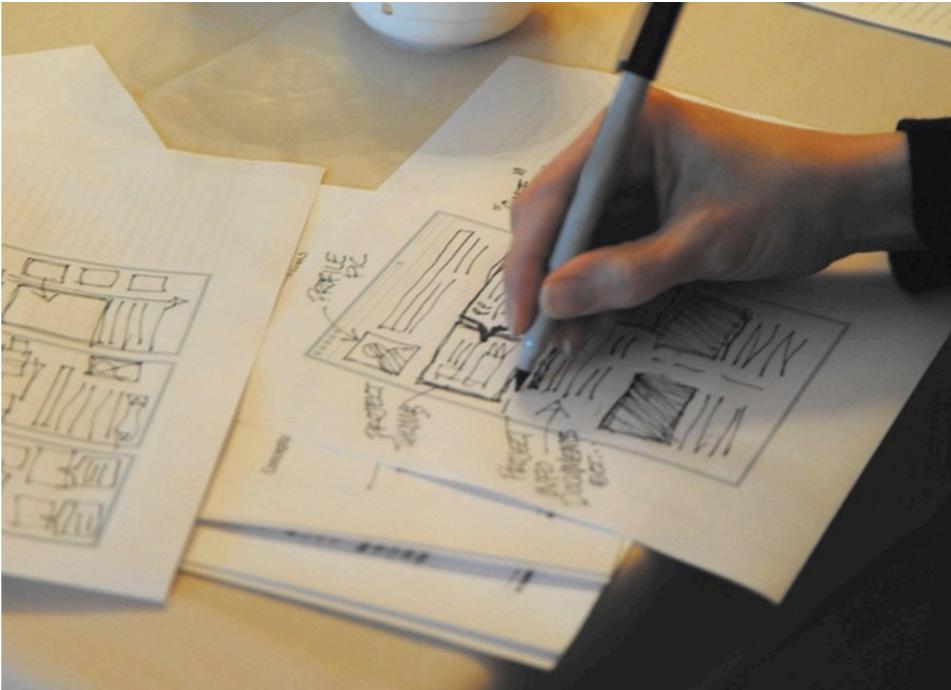
[Acronym helper](#) | [Help](#) 

Planet ICANN is the "activity stream" of aggregated content from across the ICANN network of sites

Primary nav and secondary links TBD

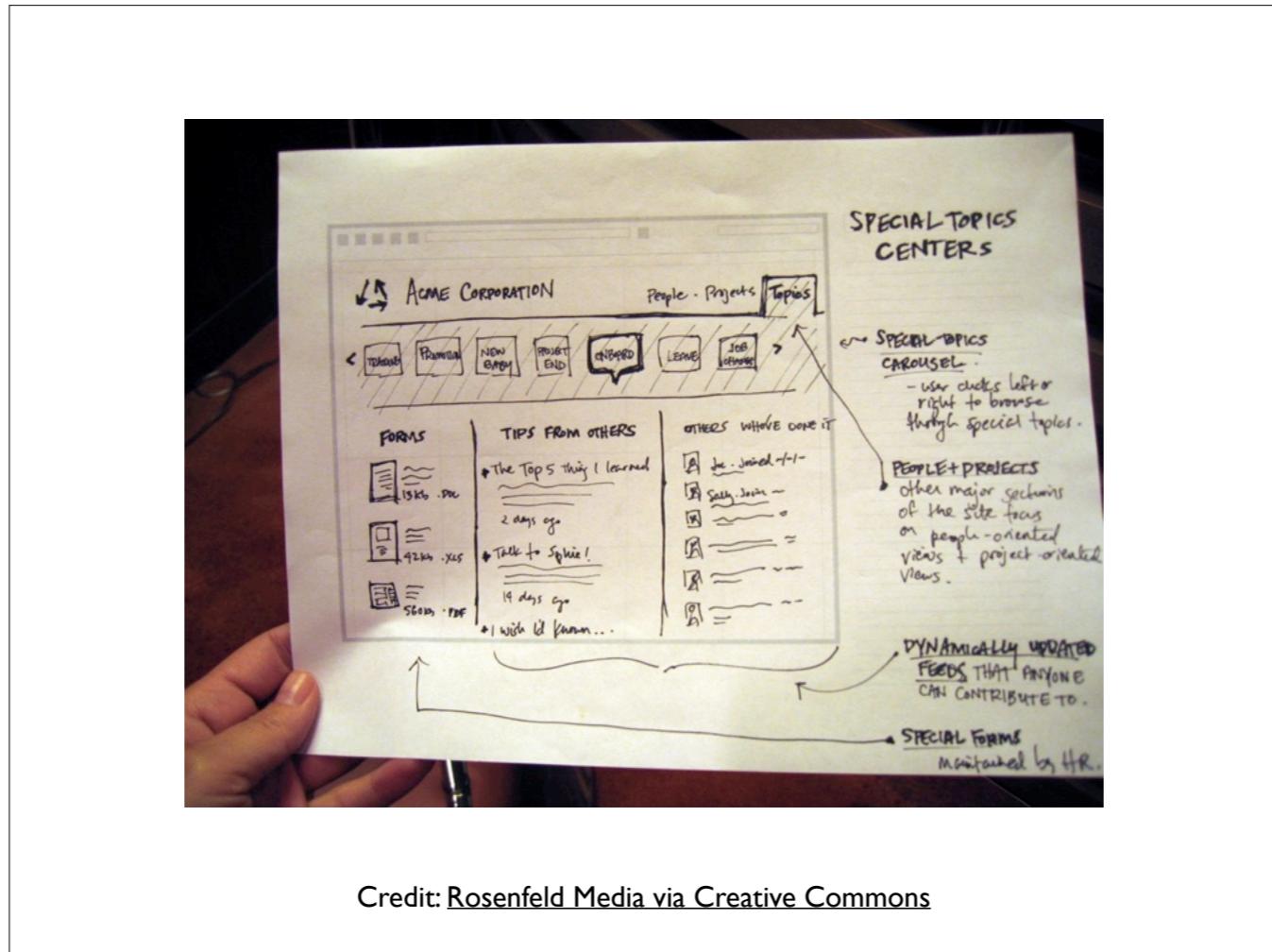
Source: [Four Kitchens via Creative Commons](#)

Sketching



Credit: [Rosenfeld Media via Creative Commons](#)

- Another option that you can take when designing layouts and websites is to sketch.
- The goal is to create many fast sketches with few details. Then, once you're happy with some decisions, you can continue adding more details with more fast sketches. You just want to get your ideas down on paper before you lose them.
- With sketches, you're thinking about all the screen sizes and you draw a lot of rectangles, but nothing is supposed to be perfect, so you don't need a ruler.
- With that being said, it can be much faster to do this on a computer. It depends on your preference.

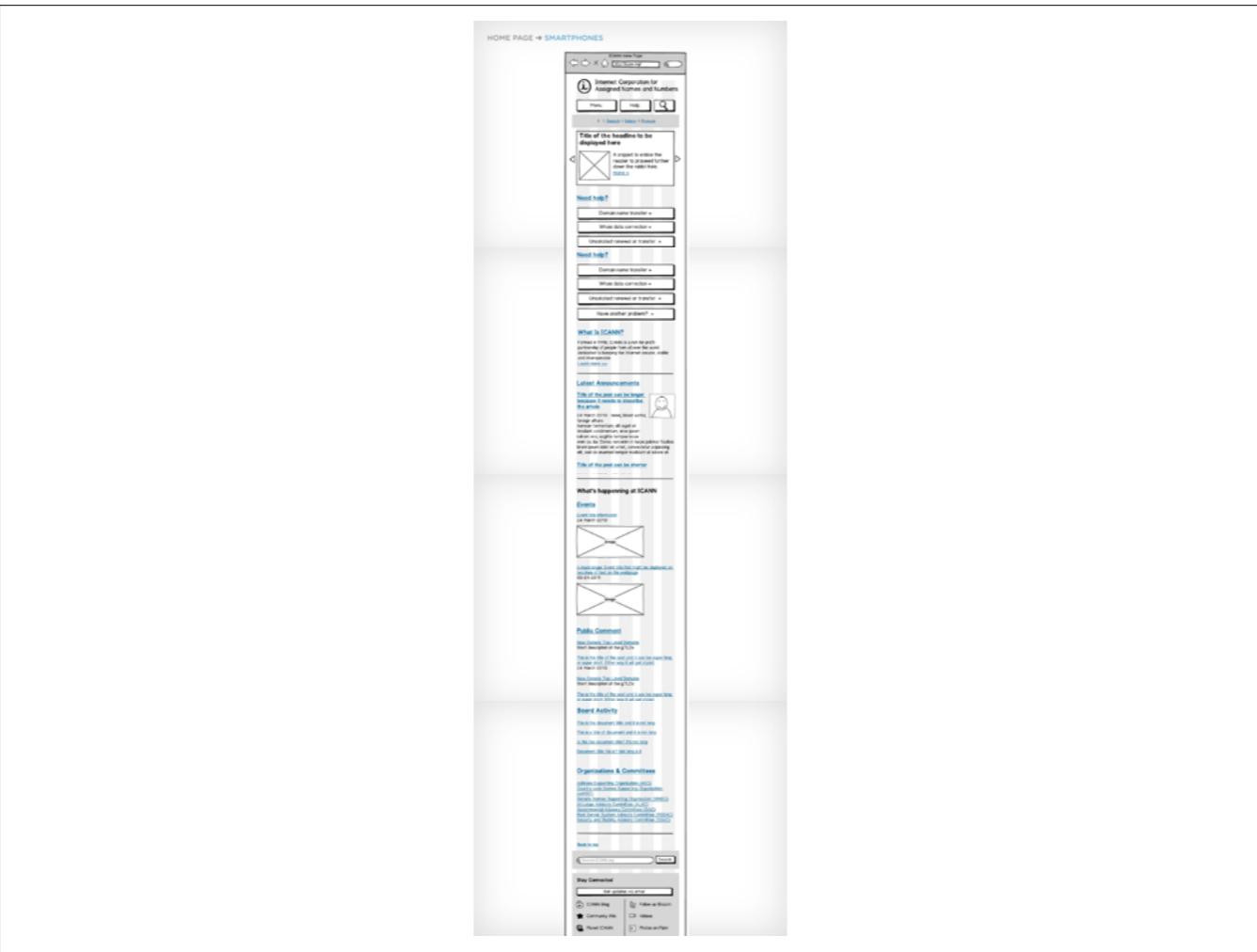


- Here's an example of a sketch with notes to explain different sections.
- When you're sketching, always start with the most important parts of the user flow or user experience. Sketch plenty of alternatives and then choose the best idea.
- Remember that it's not about how beautiful the sketches are, it's about how clear and easy it is to understand the sketches.



Credit: [resultsjunkie](#) via Creative Commons

One important tip: some people will sketch only the first part of a mobile screen like this. It's important that you instead sketch the entire long scrolling version of the website on a mobile screen.



wireframes should be long like this

Wireframes Examples

- [10 Fresh Beautiful Examples of Website Wireframes](#), Mockup Builder, 2013
- Wireframes on Pinterest
- [20 Examples of Web and Mobile Wireframe Sketches](#), Speckyboy Design Magazine, 2011
- Wireframe Showcase

For more examples of wireframes, here are several resources.

Activity

- Pick any website and draw a wireframe of the existing front page (desktop width)
- Draw another wireframe of how you might redesign the layout.

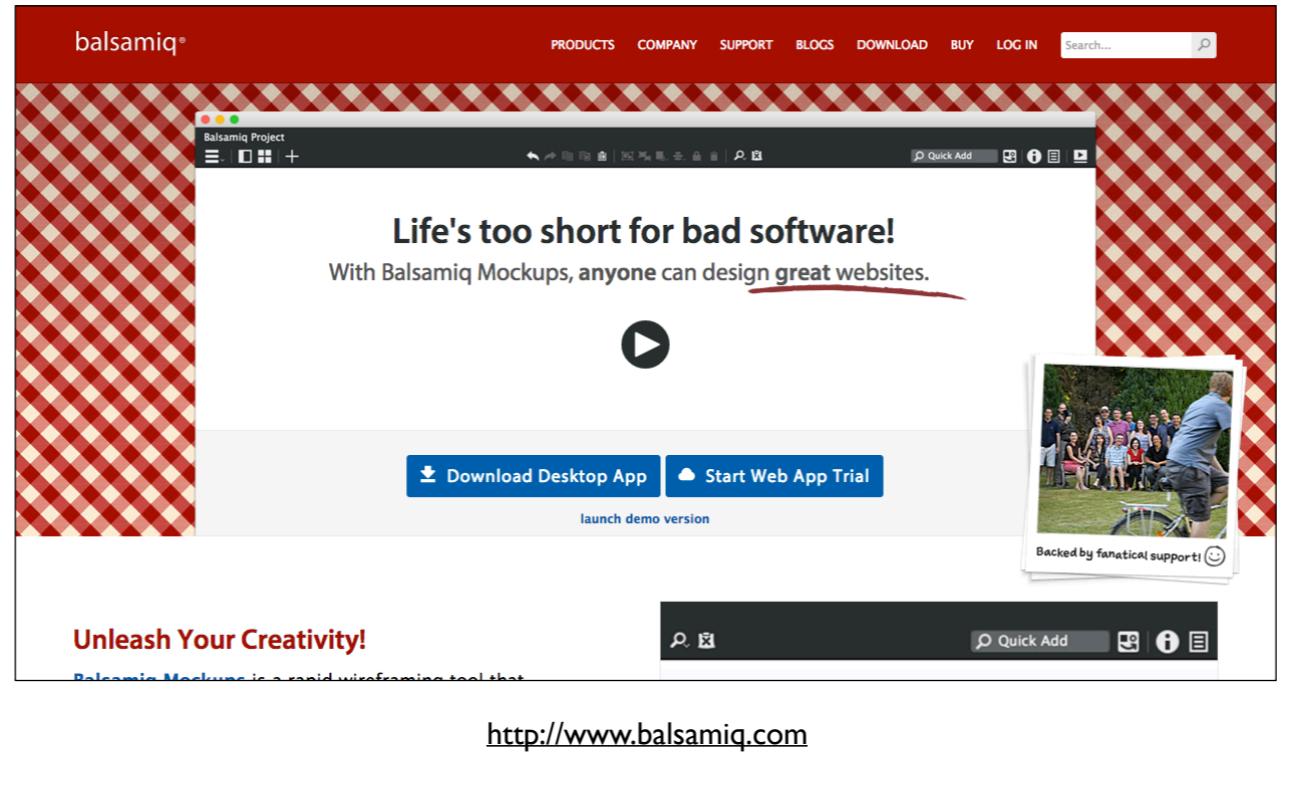
don't go into too much detail in your wireframe. Basic boxes with a short label or description is fine.

Wireframing Software

- Adobe Illustrator, Fireworks, Photoshop, InDesign (Adobe Creative Suite)
- Balsamiq
- PowerPoint or Keynote
- Omnigraffle (Mac) or Visio (Windows)

There's a lot of different tools that you can use to create wireframes if you don't want to do it by hand. I often use Sketch and Adobe XD, but I also enjoy using Balsamiq.

Balsamiq



<http://www.balsamiq.com>

- \$89/single-user license
- \$12/month – 3 projects
- 30 day free trial

they should download it now and install it
click on Download Desktop App
see if anyone has trouble installing

after they install, show them on the projector the basics of how it works, including how to do a site map

have them just poke around a while and try it out before moving on to the activity

Activity: Wireframes

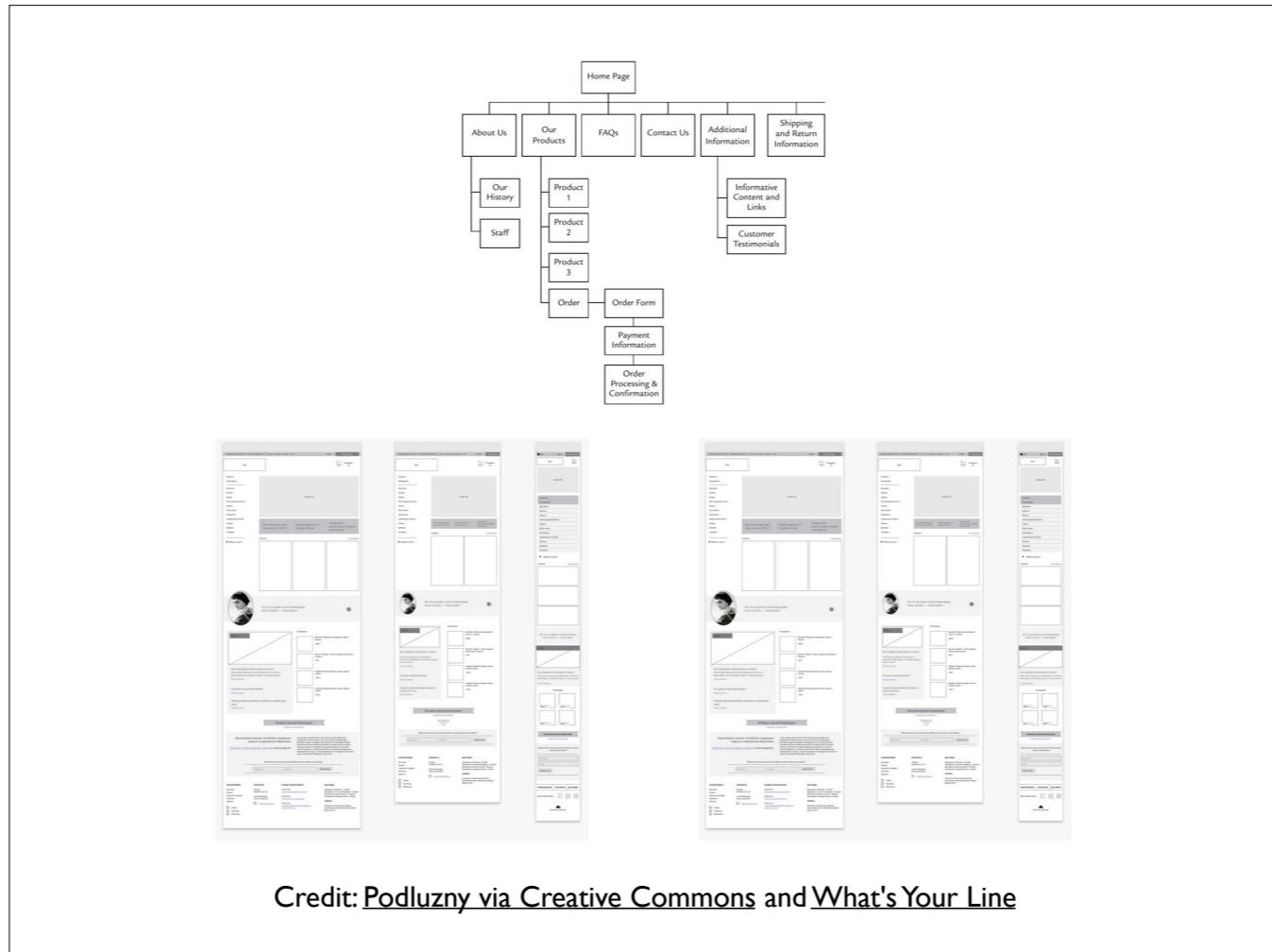
- You have been hired to design a website for a local realtor
- Review independent realtor websites (not large chains) to find out what should be on your site
- Create a basic site map outlining your recommended site structure
- Create 3 wireframes for your homepage (mobile, tablet, desktop)
- Create 3 wireframes for a page that has details of a house (mobile, tablet, desktop)
- See next two slides for examples

In-Class Exercise

A local realtor needs a new website.

remind them that wireframes should be long, not one screen height (always a few who have trouble understanding this)

reminder that for a real website you would do more research before getting to the wireframe stage



Credit: [Podluzny](#) via [Creative Commons](#) and [What's Your Line](#)

Privacy

Let's talk about privacy on the web.

As I need to remind you again, I'm not a lawyer.

I'm not an expert on this subject, so if you're going to be collecting information, you should spend some time researching those laws.

PIPEDA (Canada)

Organizations covered by the Act

- must **obtain an individual's consent** when they collect, use or disclose the individual's personal information.
- The individual has a **right to access personal information** held by an organization and to challenge its accuracy, if need be.
- Personal information **can only be used for the purposes for which it was collected**. If an organization is going to use it for another purpose, consent must be obtained again.
- Individuals should also be **assured that their information will be protected** by appropriate safeguards.

More information: [Privacy Toolkit: A Guide for Businesses and Organizations](#)

PIPEDA applies to any company doing business in Canada.

Any commercial website that collects information needs to have a privacy policy

If your website is hosted in another country, you will need to look at their laws, as well.

– You may want to specifically look for a company that specifies that their hosting is in Canada but that is often not possible.

COPPA (U.S.)

The primary goal of COPPA is to place parents in control over what information is collected from their young children online. The Rule was designed to protect children under age 13 while accounting for the dynamic nature of the Internet.

<https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions>

COPPA is law in U.S.

This is why you have to be at least 13 to join social networking sites.

the requirements of COPPA will apply to foreign-operated web sites if such sites "are directed to children in the U.S. or knowingly collect information from children in the U.S."

GDPR

- The EU General Data Protection Regulation contains provisions and requirements pertaining to the processing of personal data of individuals inside the European Union.
- Applies to enterprises in the EU or any company (regardless of location) that is processing the personal data of people inside the EU.

This is why you see notices on websites informing you about their cookies and why you may have received a lot of emails in May about the GDPR.

Ethical Design by Laura Kalbag



Laura Kalbag

Designer at ind.ie / @laurakalbag

#CMchange

<https://www.youtube.com/watch?v=sqAsrlzVFrE>

18:48, start video 30 seconds in

TALK ABOUT AFTER:

funeral home ad really shocking
just following the law regarding privacy doesn't mean you are necessarily being ethical
users need to trust you
disappearing data from closing apps/companies



Visual Design

Let's change things up a bit now and talk about visual design.

Grid

Web designers typically use a grid to design their websites.

Vermont Symphony Orchestra

Winter
2007
Season

Aaron Copland
The Tender Land
January 2007

Eric Satie
Gymnopédie 1, 2
February 2007

01/12/07
Middlebury College
Center for the Arts
8:00 pm

02/03/07
Johnson State College
Dibden Center for the Arts
8:00 pm

For example, on this web design, you can see the overall grid and the columns and gutters used to align the different pieces of information in this design.

**MONOCLE TODAY.** Our top stories**THE SECRET TO RUNNING A RESTAURANT**

Monocle Films: In our latest edition of The Experts, Niklas Ekstedt opens up his acclaimed eatery – Ekstedt – and divulges some insightful tips on how to run a successful restaurant.

<https://monocle.com/film/entertaining/the-secret-to-running-a-restaurant/>

'Now we have mobilisation, enthusiasm as I've never seen before. People know it's urgent and want to take responsibility.'

– Nancy Pelosi on
Democrats' chances in the
2018 midterm elections



MAGAZINE
· 13 min read

**SUMMER IN LONDON: ROSEWOOD ...**

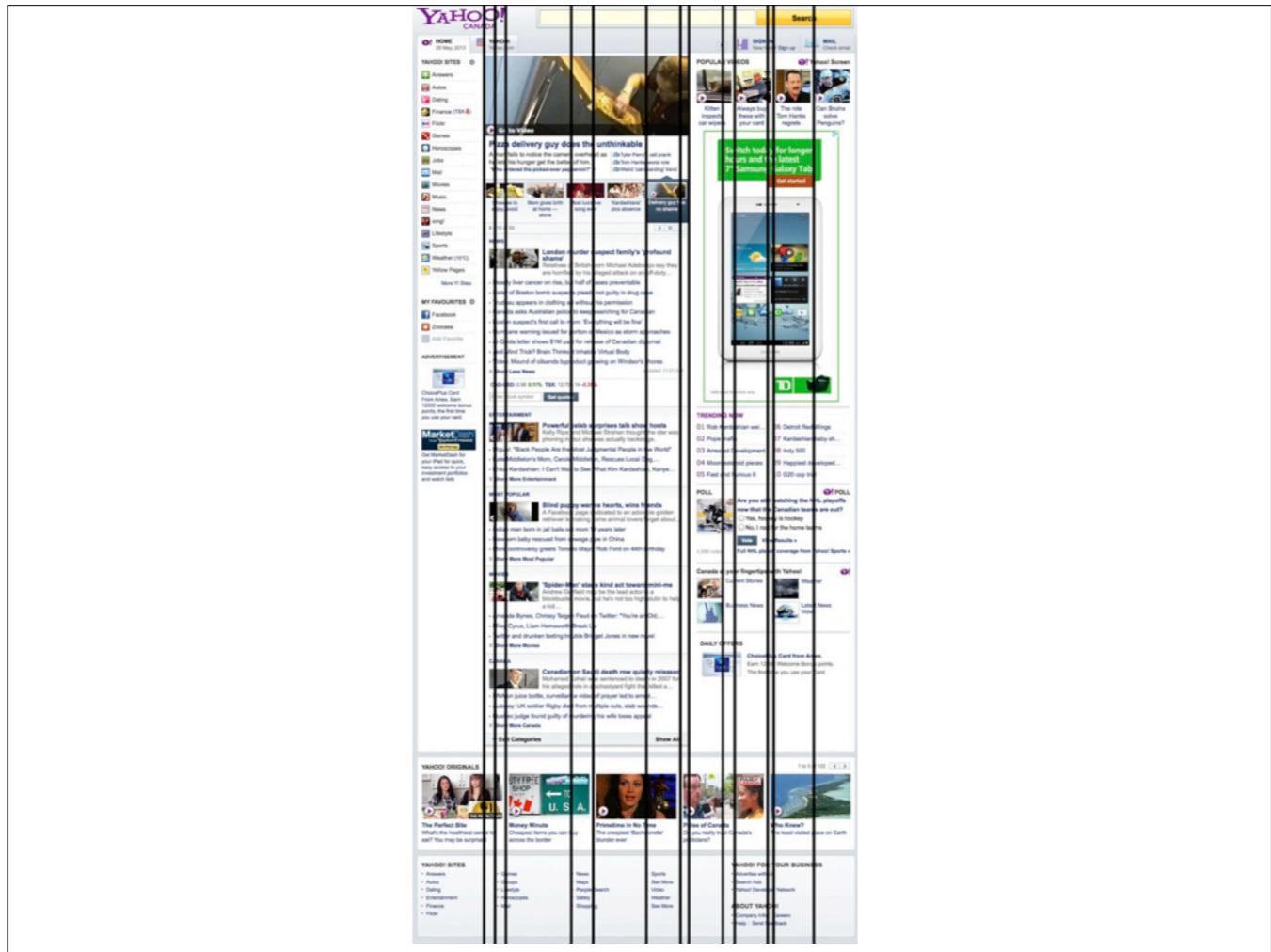
WATCH THE FILM

THE MONOCLE MINUTE

Belt up

For some economists reviving the US's Rust Belt seems too grand a task. But a new study by the Lincoln Institute of Land Policy suggests there's one advantage working in the region's favour: communities in the country's

<https://monocle.com/>

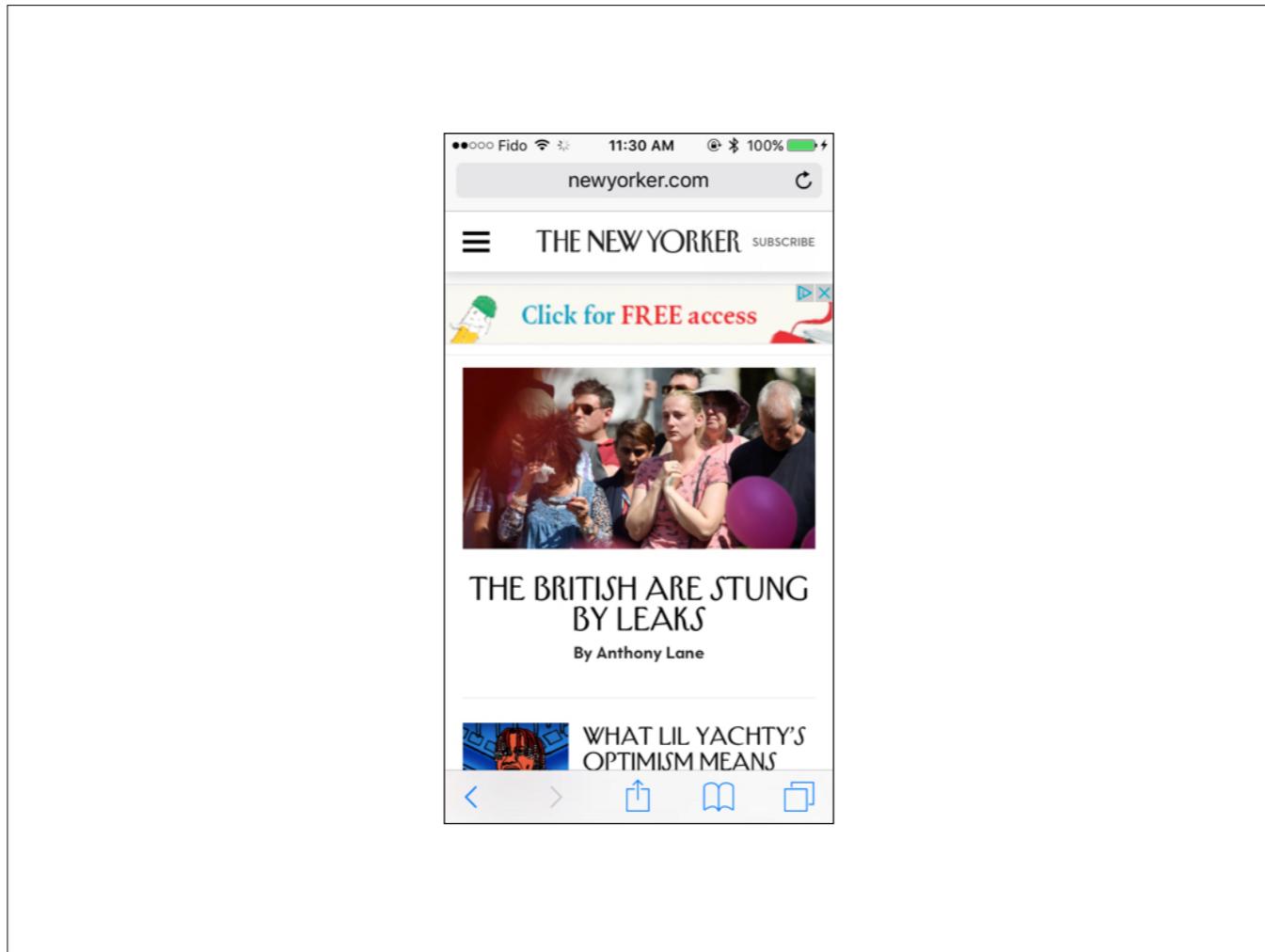


Grid design isn't always used. You can see here that there's no grid in place for aligning content on this Yahoo page.

White Space

The screenshot shows the homepage of The New Yorker. At the top, there's a large white space area. In the top left, a promotional box for a free tote bag with a \$1 weekly subscription. In the top right, there are links for 'Sign in', 'Link your subscription', and 'Shop'. The main title 'THE NEW YORKER' is centered in a large, bold, black font. Below it is a navigation bar with links: NEWS, CULTURE, BOOKS, BUSINESS & TECH, HUMOR, CARTOONS, MAGAZINE, VIDEO, AUDIO, ARCHIVE, GOINGS ON, SUBSCRIBE, and a search icon. A movie banner for 'WAKEFIELD' featuring Bryan Cranston and Jennifer Garner is displayed, with text indicating it's 'IN THEATERS & ON DEMAND NOW'. Below the banner is a photograph of a crowd of people. To the right of the photo is a news article titled 'THE BRITISH ARE STUNG BY LEAKS' by Anthony Lane, with a brief summary below it.

- keeps page from looking cluttered
- white space draws attention to headings and content
- more needed on large screens



- less on small screens, but still some

Header & Navigation

- header is top part of website

A website is by default not like a building.

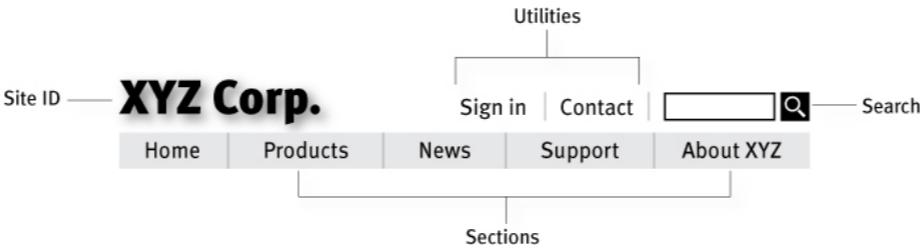
You have no sense of scale.

No sense of direction.

No sense of location.

- header tells us what's here (what the site contains)
- header tells us how to use the site (all the instructions you need)

Global Header (Persistent Navigation)



Credit: Steve Krug, *Don't Make Me Think*

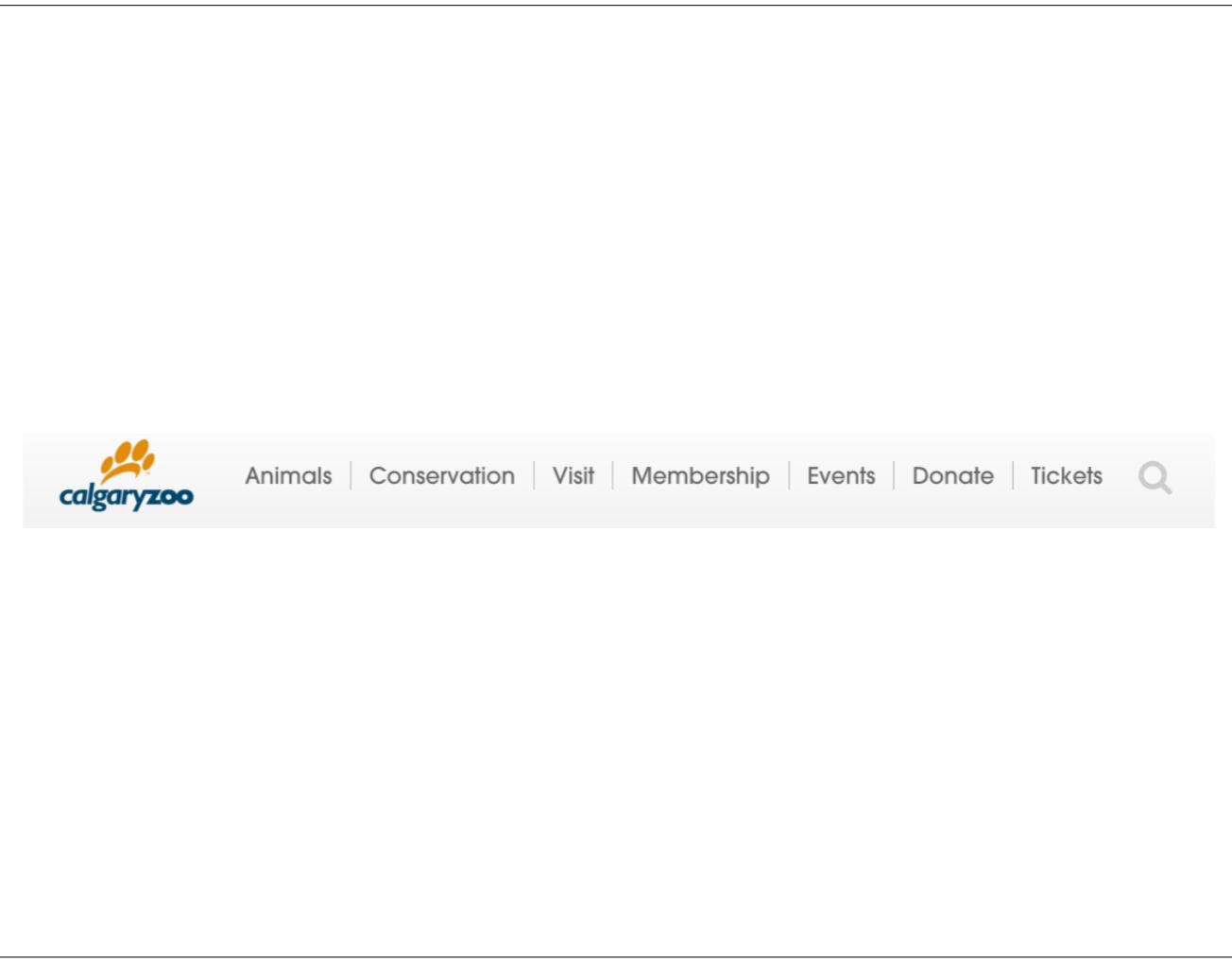
Websites typically have Navigation elements that appear on every page of the site.

4 elements that need to be available to the user at all times

- Site ID, what site are you on – the logo
 - also include home with sections
- Sections – sometimes dropdown menu
- Utilities – important elements of site, not part of content hierarchy
 - contact, checkout, help, sign in, store locator, account
 - less prominent than sections, no more than 4–5
 - others can go in footer, like privacy policy
- Search – if needed

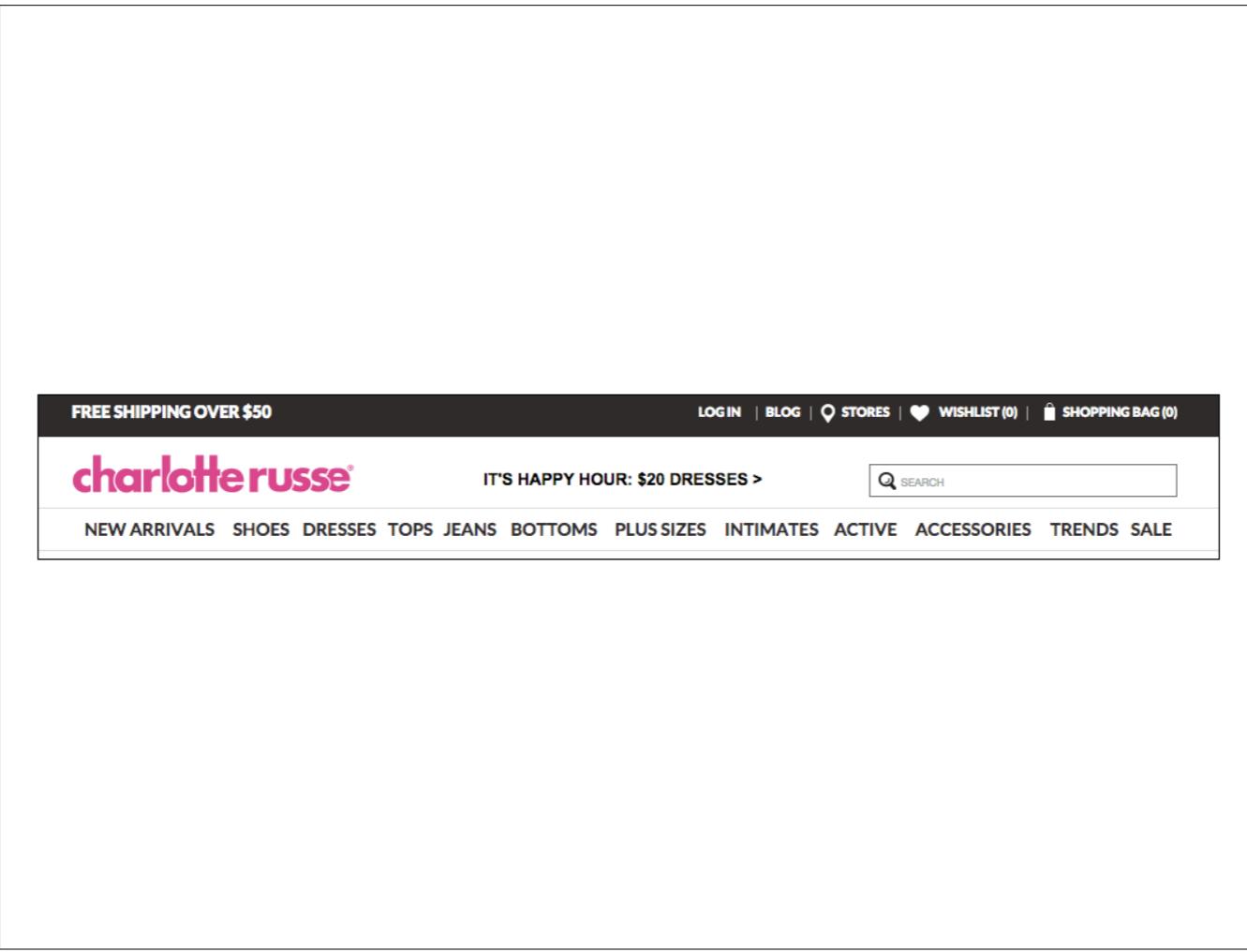


- utility navigation in top right – for example sign in or subscribe

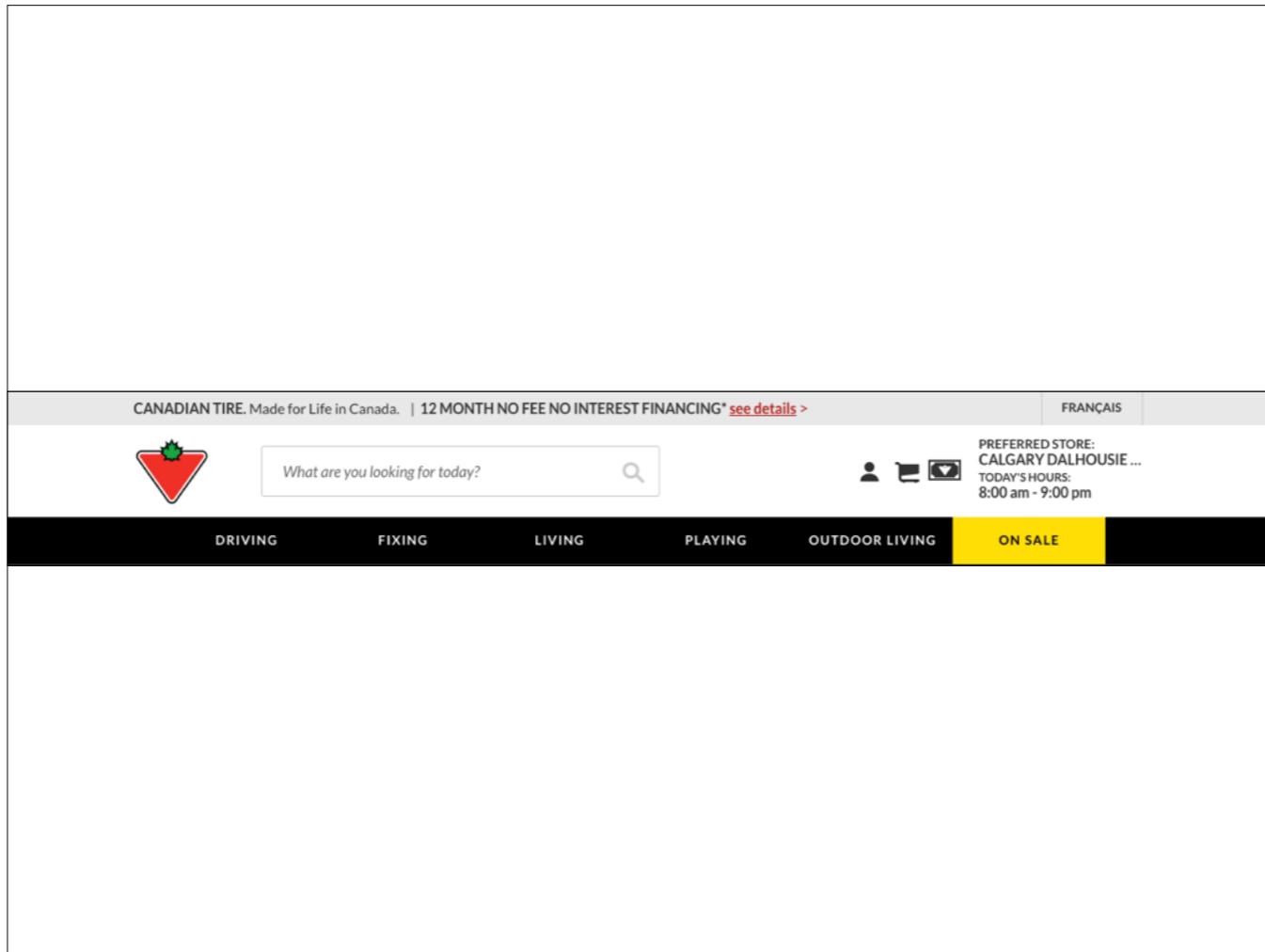


Here's a simple nav bar.

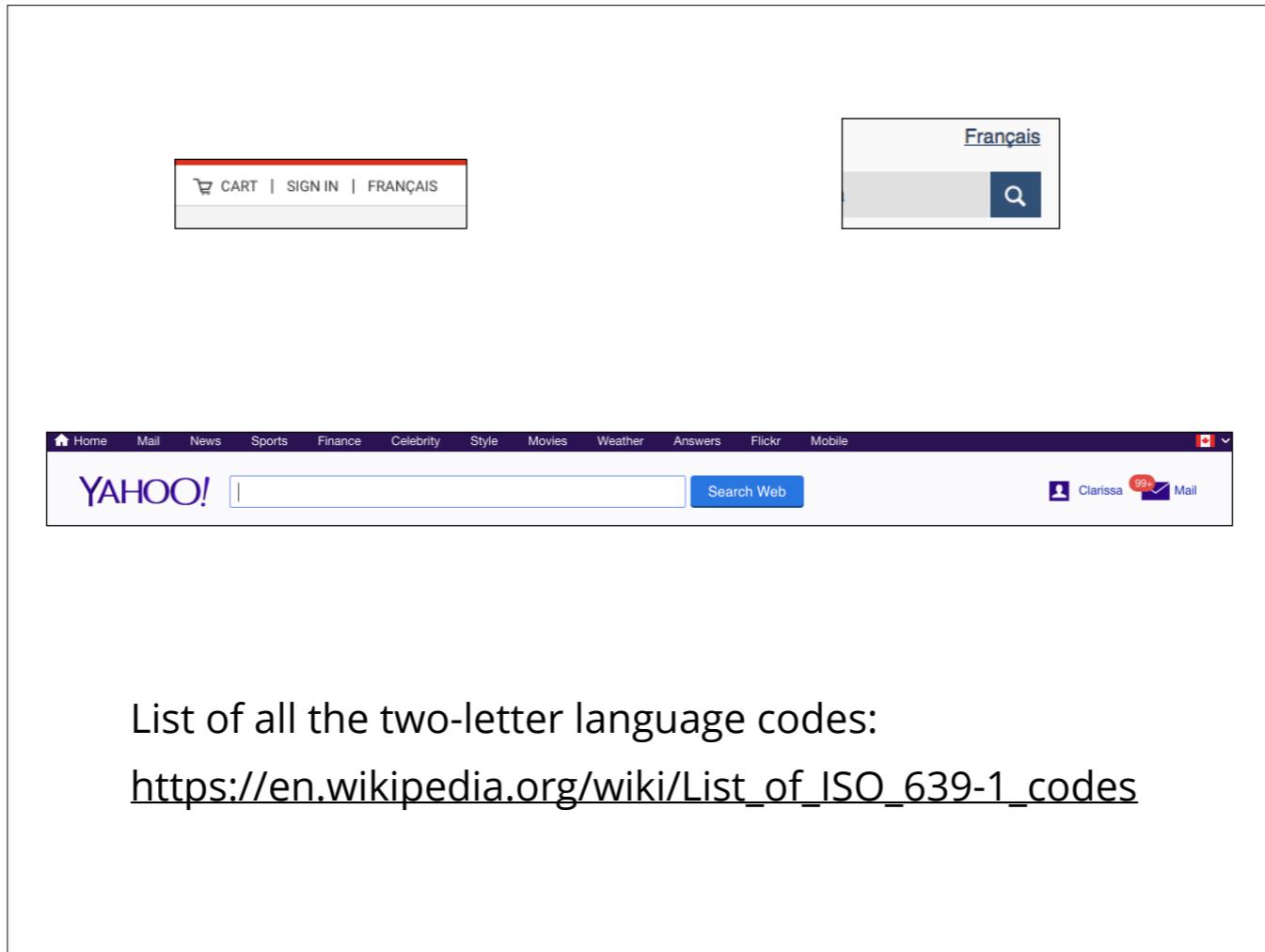
search icon, click to get search box



Here's an example of a website with promotions in the header.



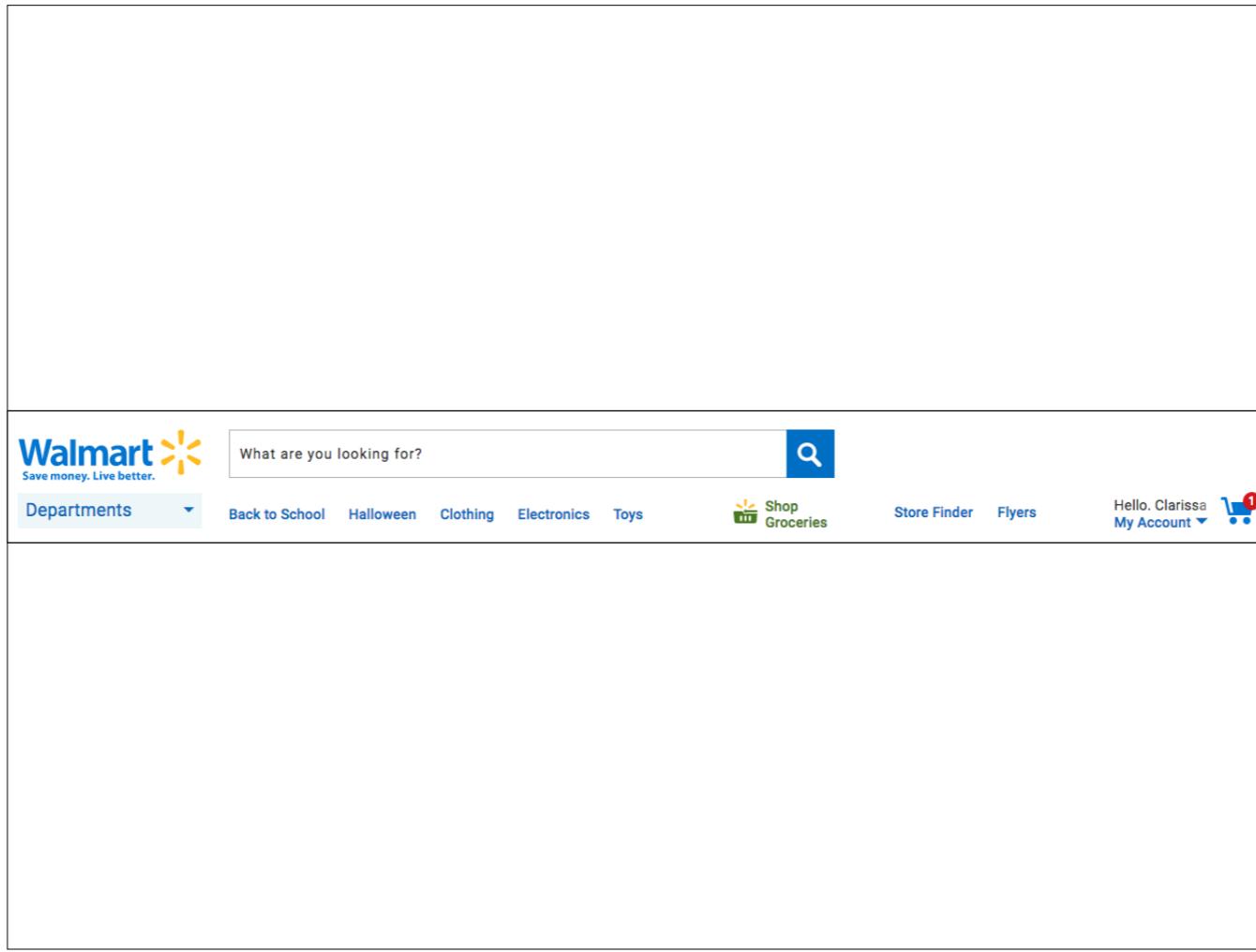
- preferred store and hours easy to find
- language selector in top right – needs to be easy to find



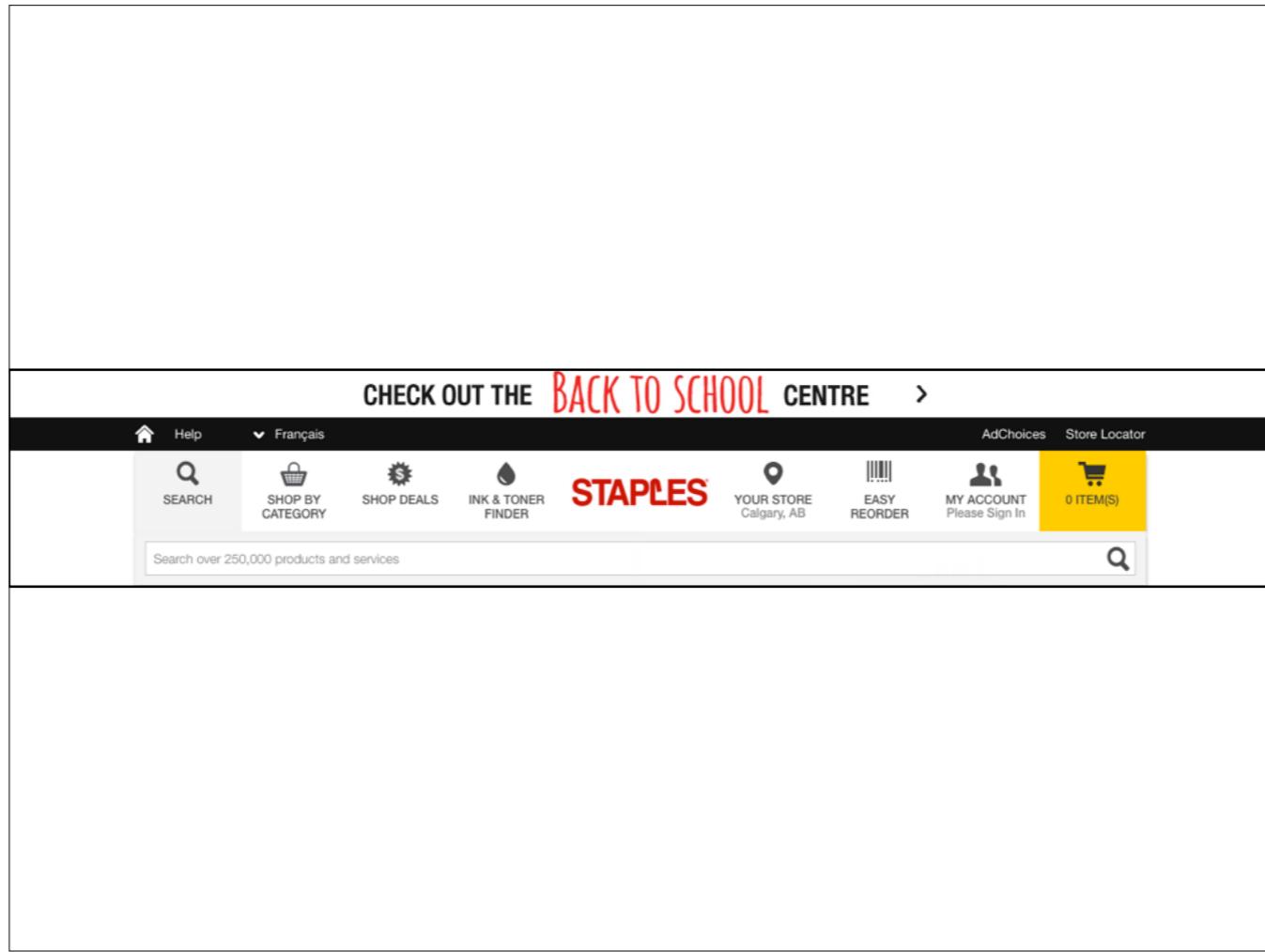
List of all the two-letter language codes:

https://en.wikipedia.org/wiki/List_of_ISO_639-1_codes

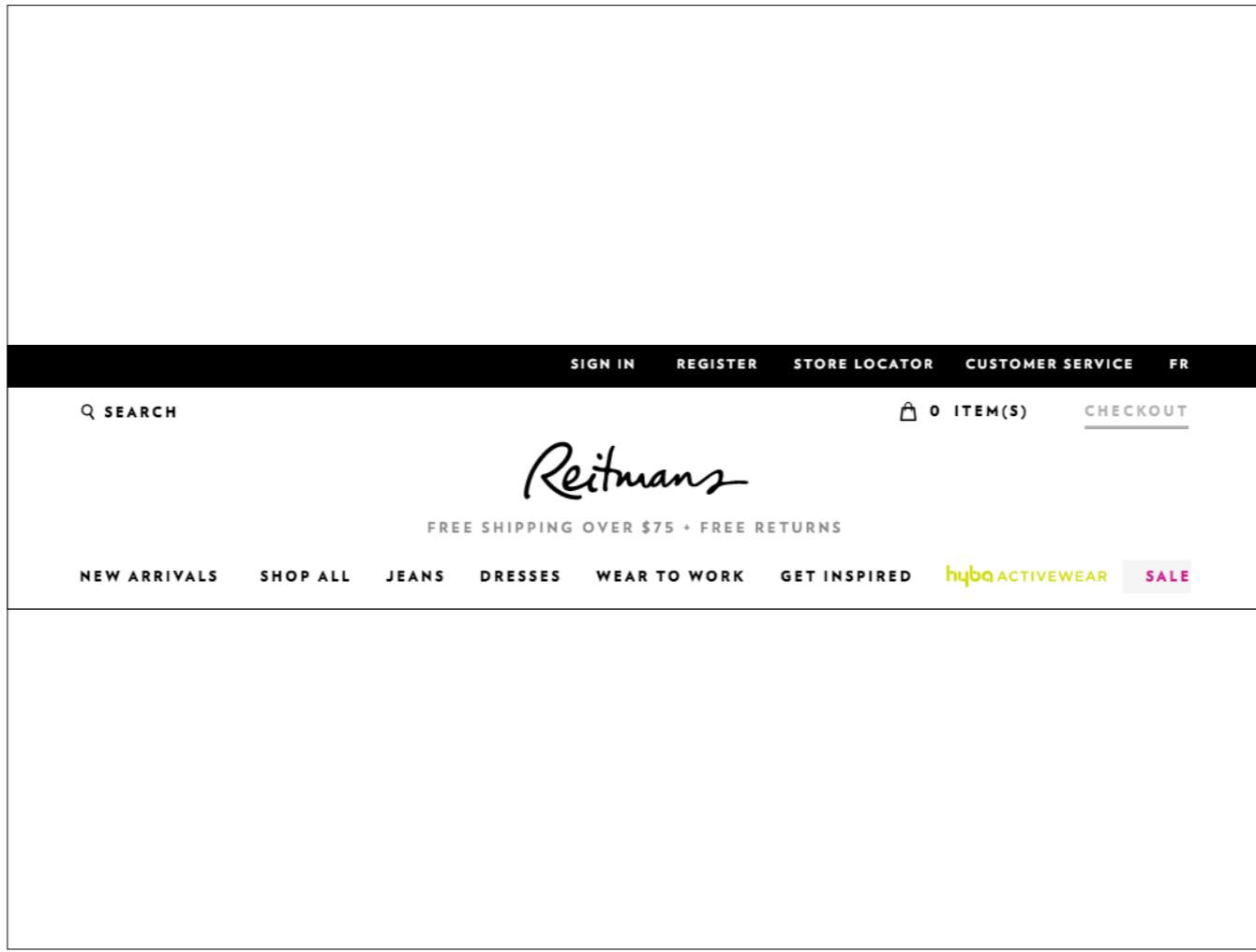
- language/country chooser
- When you create a language/country chooser, don't use country to select a language (we don't use British and French flags to select English/French in Canada)
- use the whole word (English/French) or code (en/fr)
- On this page, Yahoo uses a country flag because it changes content per country, not language — it has separate English pages for Canada, US, and UK, among other country choices



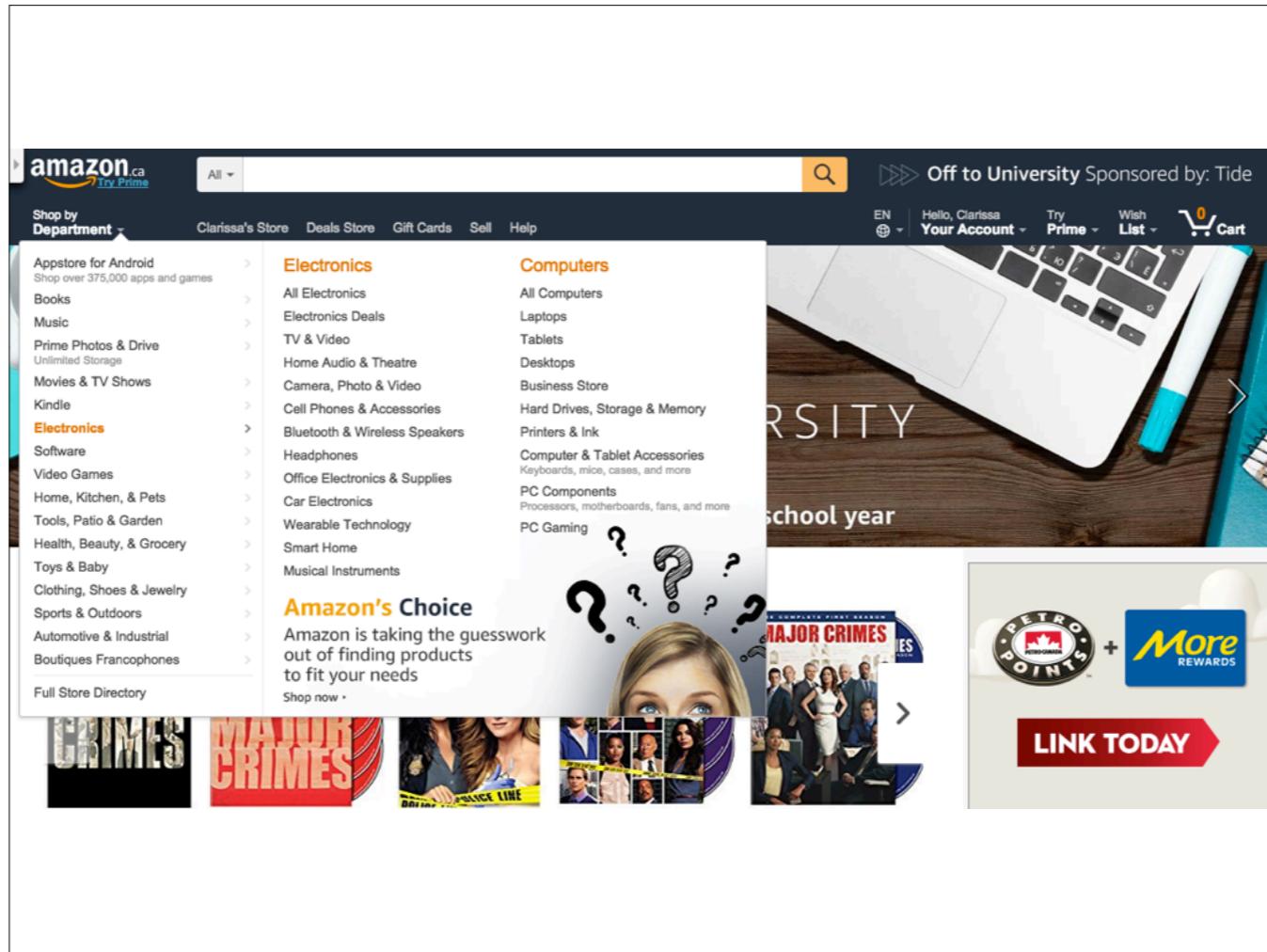
- There's a challenge of integrating items that aren't equivalent. Shop Groceries is a different kind of section than Store Finder which is a different kind of section than Halloween or the Departments dropdown menu.



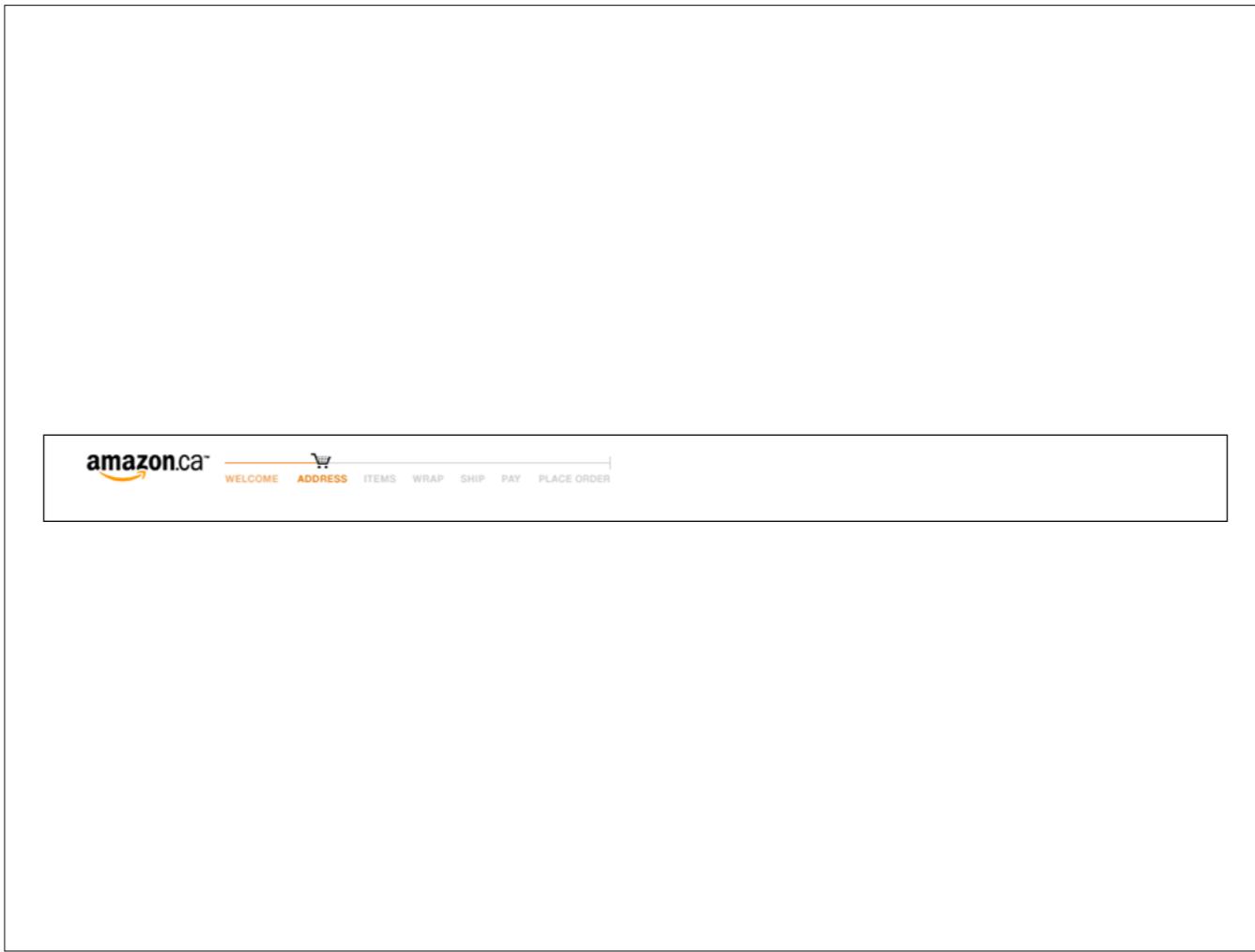
If you have a language switcher on your site, but don't put it in the top right, it becomes harder for people to find. People are used to finding it in the top right.



Here's another example of navigation that you might see out in the wild. They have utility navigation above everything else. And they change the color on some items in their navigation to draw attention to it and because it doesn't quite fit in with the other categories.



Here's some more navigation. This is generally called a mega menu.



When filling out a form, persistent navigation can be an unnecessary distraction

In this example, they get rid of the regular navigation and just show the site ID (or logo) and a link to the homepage, plus steps that people must take to fill out the form.



Sign In

Watch TV shows &
movies anytime,
anywhere.

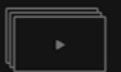
Plans from \$7.99 a month.

Start Your Free Month

Learn more about Netflix below



No commitments
Cancel online at anytime



So much to watch



Watch anywhere



Pick your price

If you decide Netflix isn't for you

no global navigation, they only want you to follow the call to action

If you decide Netflix isn't for you
- no problem. No commitment.
Cancel online at anytime.

Start Your Free Month



Questions? Call 1-877-742-1335

FAQ

Help Center

Account

Media Center

Investor Relations

Buy/Redeem Gift

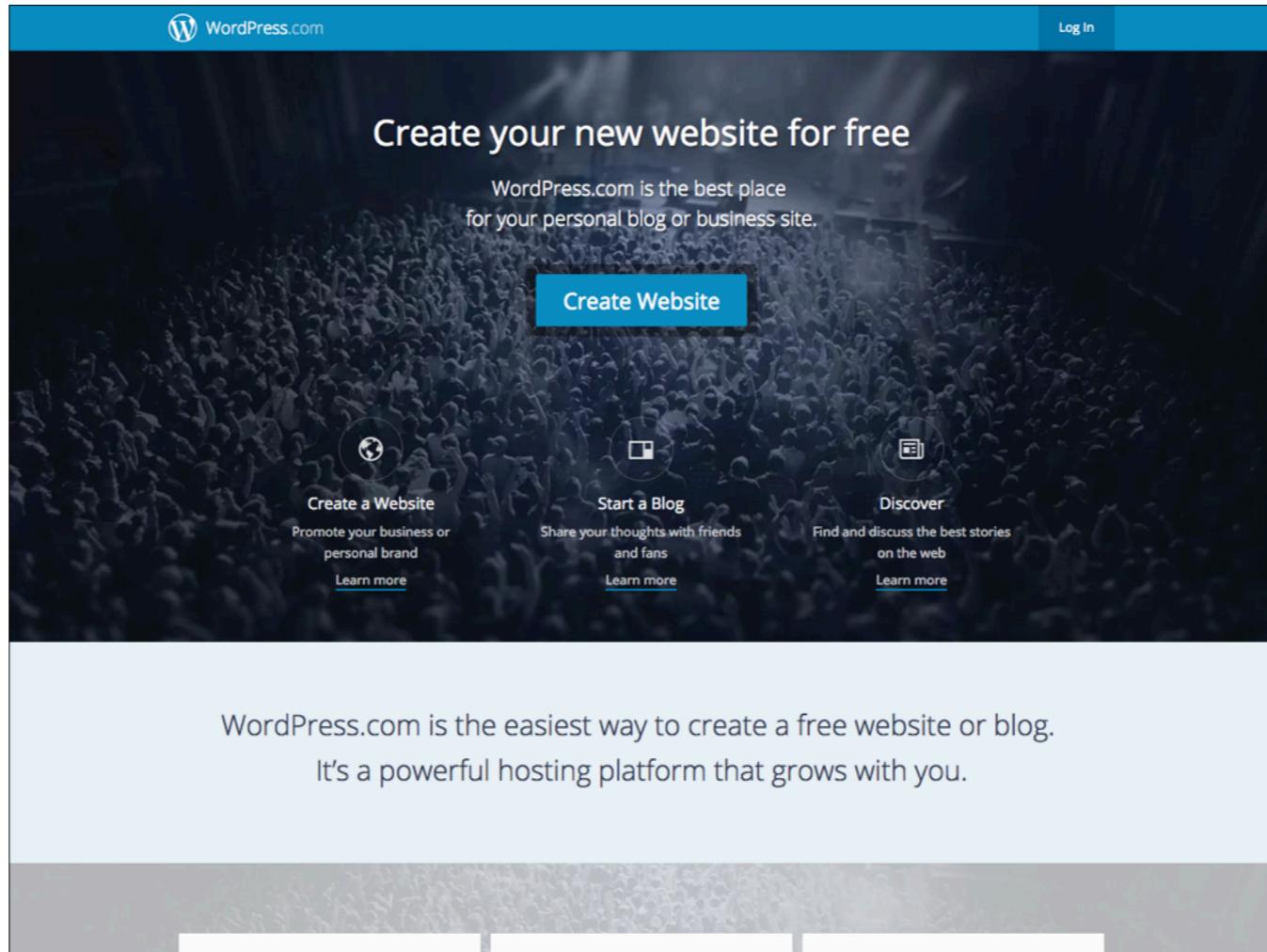
Ways to Watch

Terms of Use

Privacy/Cookies

ENGLISH ▾

However, there are links at the bottom of the page if you need them. But they make you scroll through their other content first.



also only call to action, no top navigation

Search



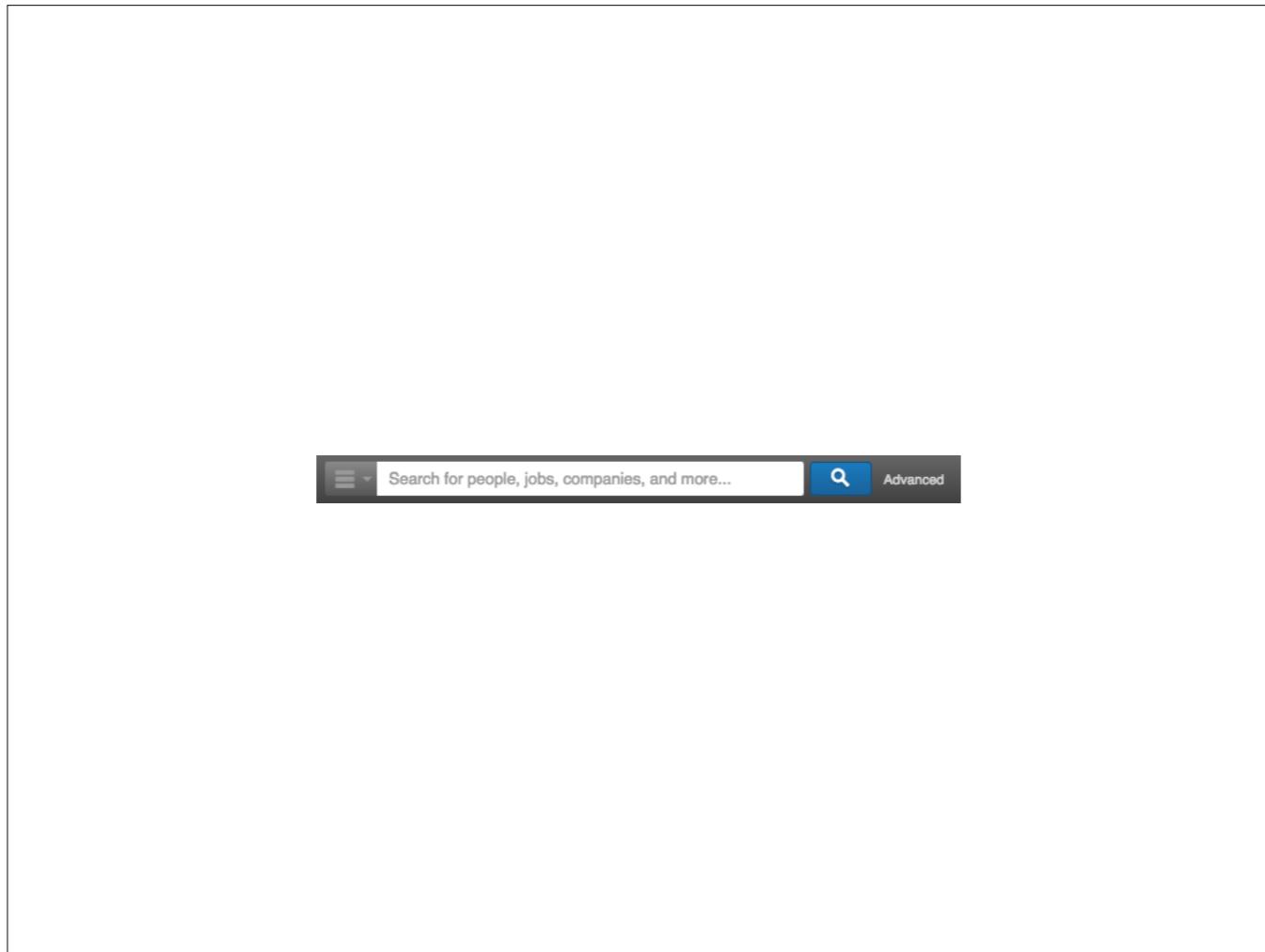
Credit: Steve Krug, *Don't Make Me Think*

Let's talk about search. Many users search your website first because they know (or think they know) what they're looking for.

usually one of three patterns

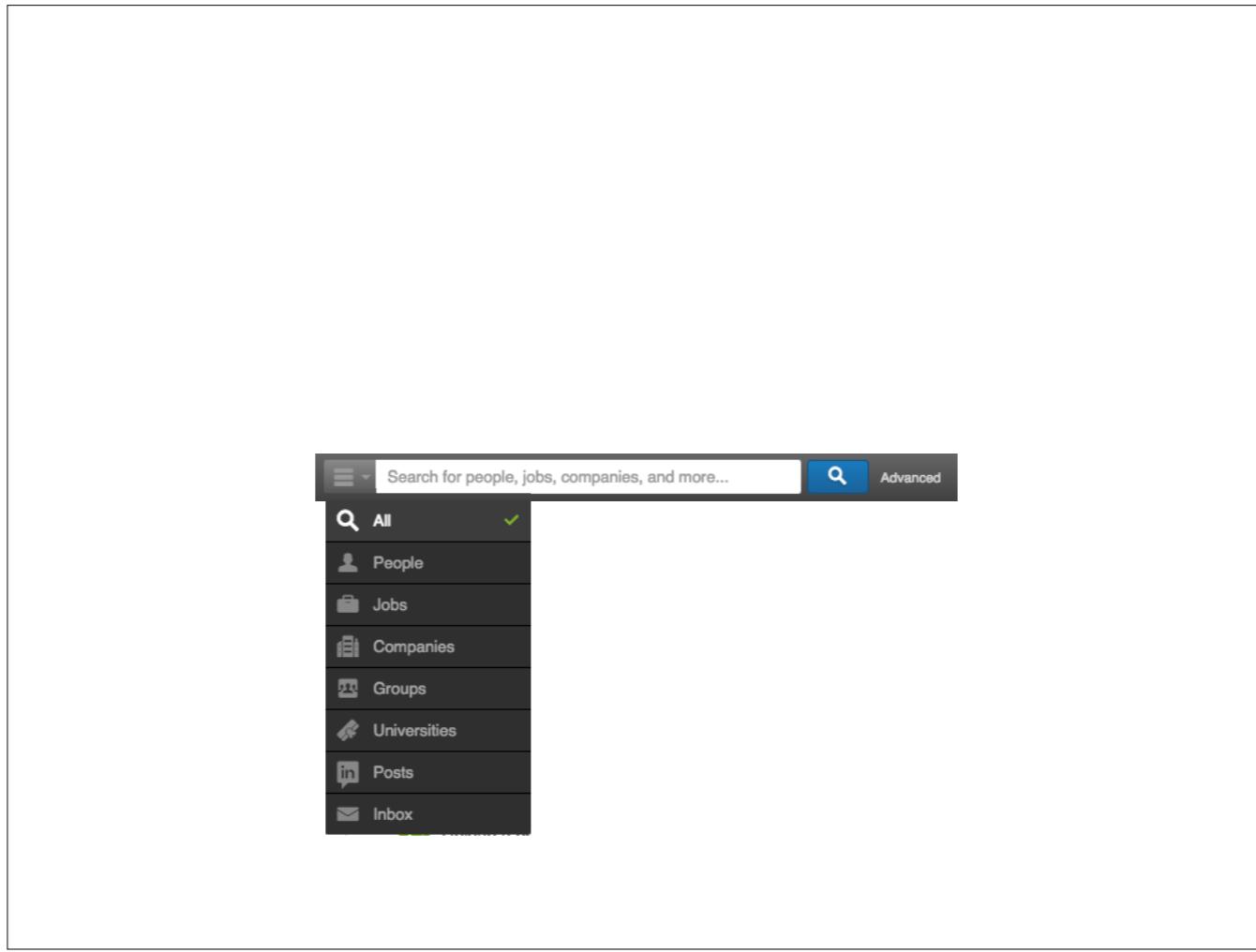
- Search + Go
- Magnifying glass
- Search on button

don't use fancy wording



- usually don't include instruction text in search box
- this is an exception, tells them what they can search for (not necessarily obvious)

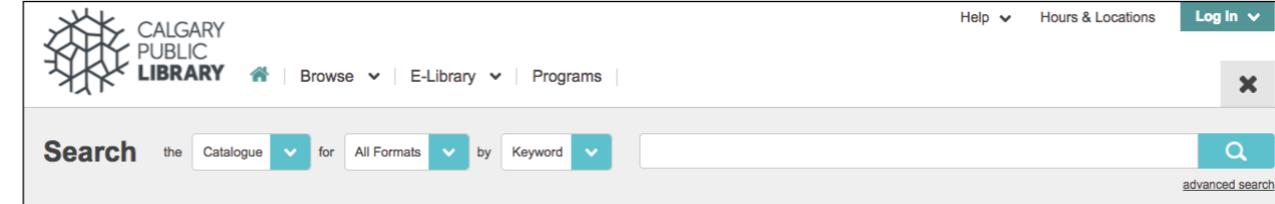
This example is from LinkedIn.



You can also choose what category to search within.



click search to open search box with options



you get this

Navigation Styles

types of responsive navigation

Top Navigation

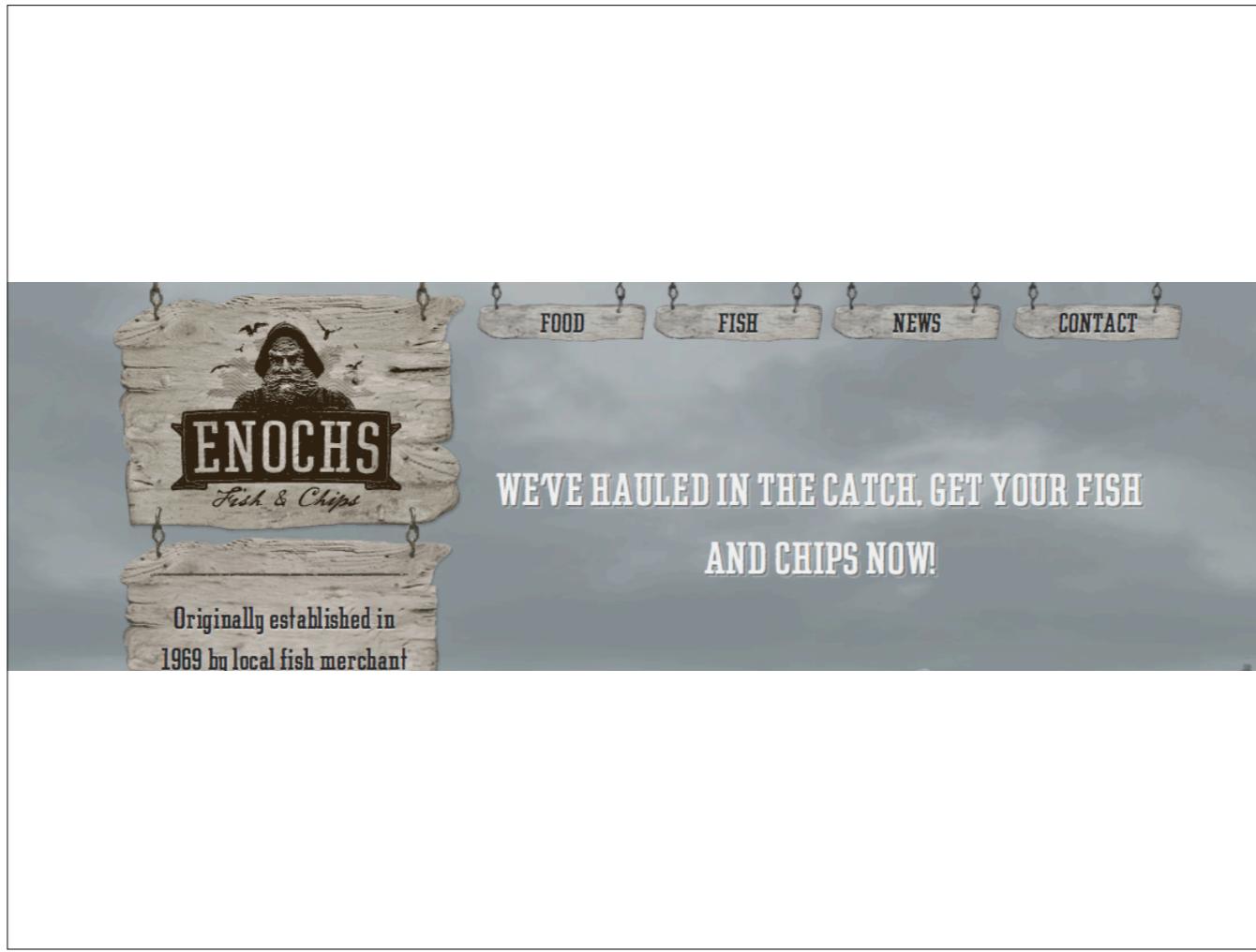
- Top navigation rearranges from vertical to horizontal



Here's this website's navigation on mobile. The logo is on top with different links underneath.



This is the same navigation on tablet.



This is the navigation on desktop.



Shop for the Best

With our carefully curated vendor list, you'll know what to buy.

* photo by Clive Barrosa

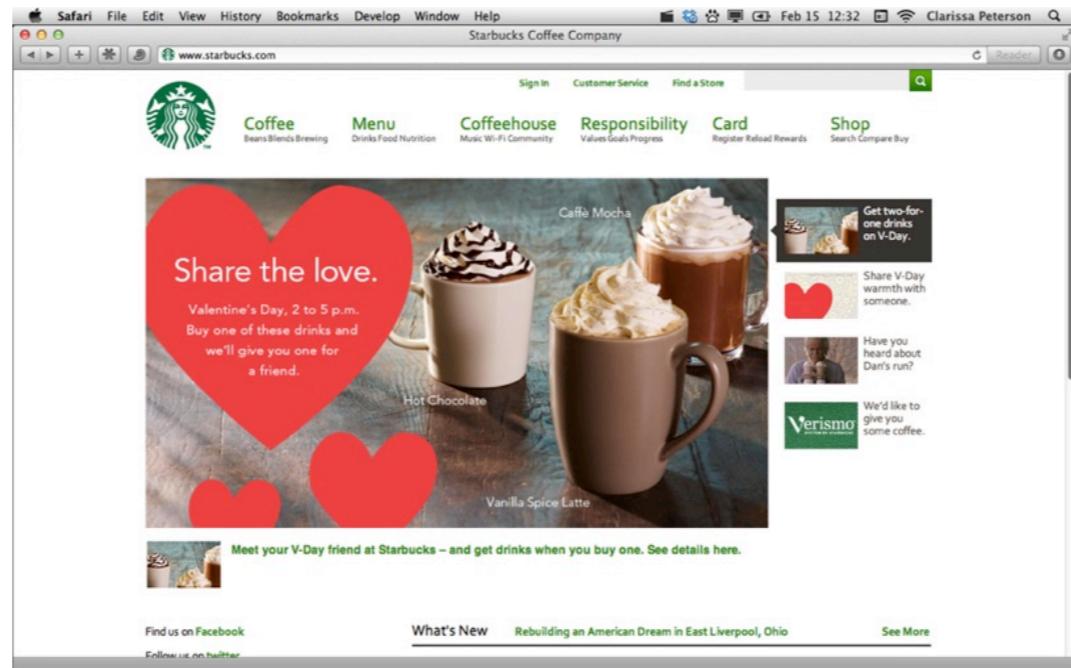


Sign up for our newsletter to receive a handpicked selection of the best stories, recipes, and news, delivered weekly to your inbox.

<http://foodsense.is/>

Go to site and show them this one

Toggle Navigation



<https://www.starbucks.com/>

Go to site and show them

FREE SHIPPING! \$10 off every \$50 order! \$20 off every \$100 order! \$30 off every \$150 order!



Collection Color Width Fabric Pattern

SIGN IN REGISTER

Cart 0

Search



Black

Blue

Collegiate

Cotton

Favorites

Graphic

Plaid

Silk

Striped

Start dressing better.

Tie Bars

Solid
Satin

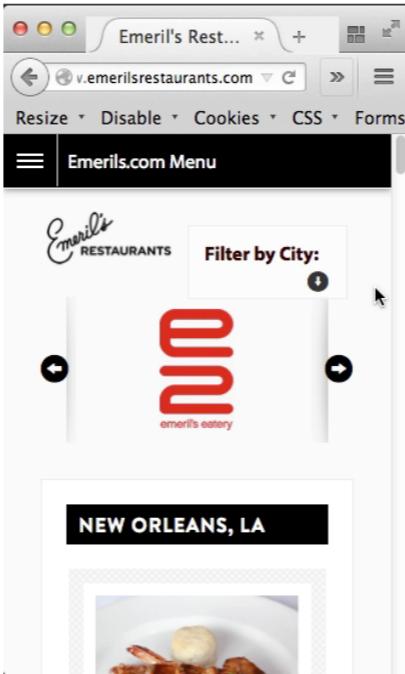
Popular

<https://skinnyties.com/>

Go to site

Good mobile nav example

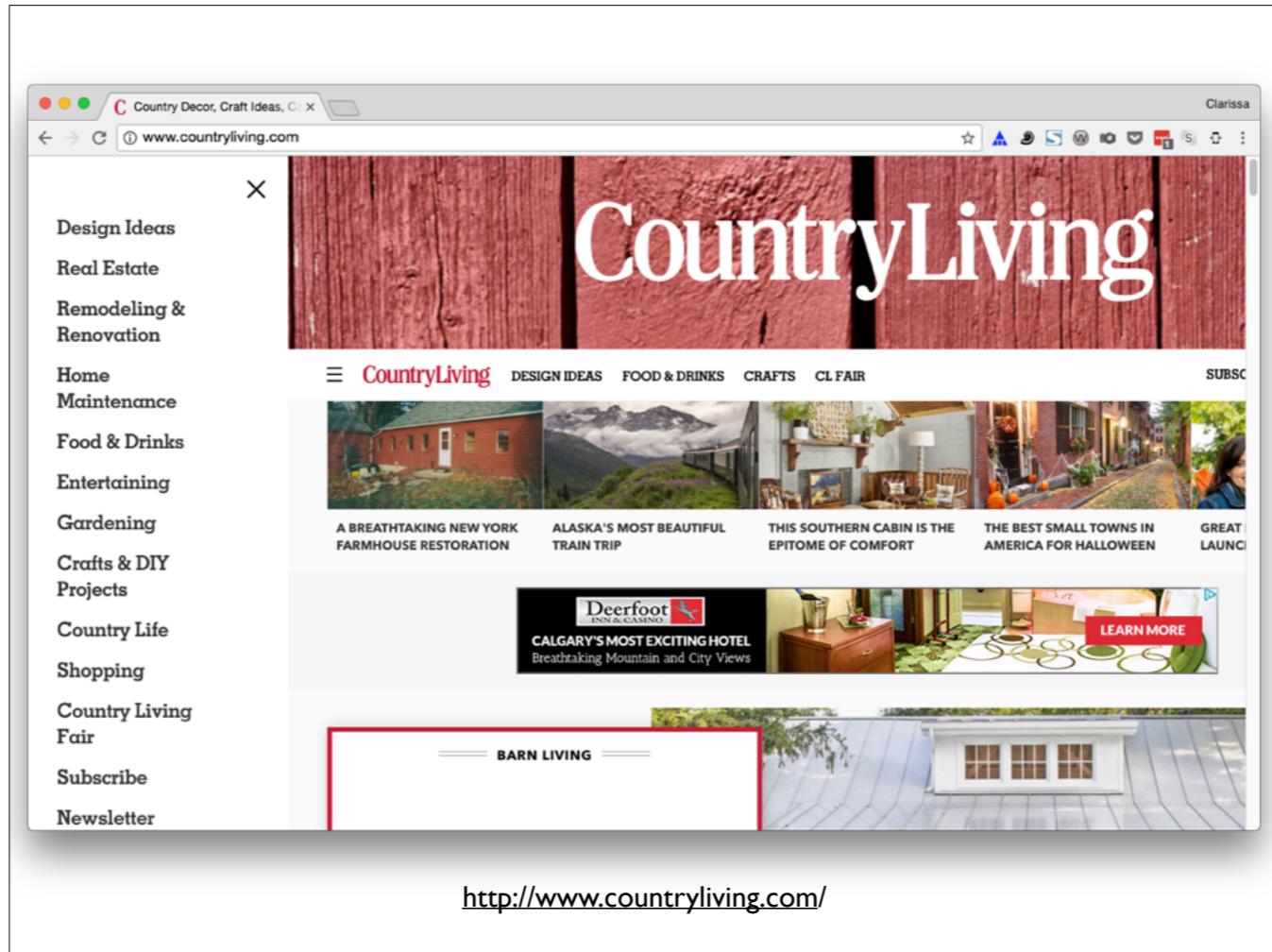
Left Nav Flyout



<http://emerilsrestaurants.com/>

go to site

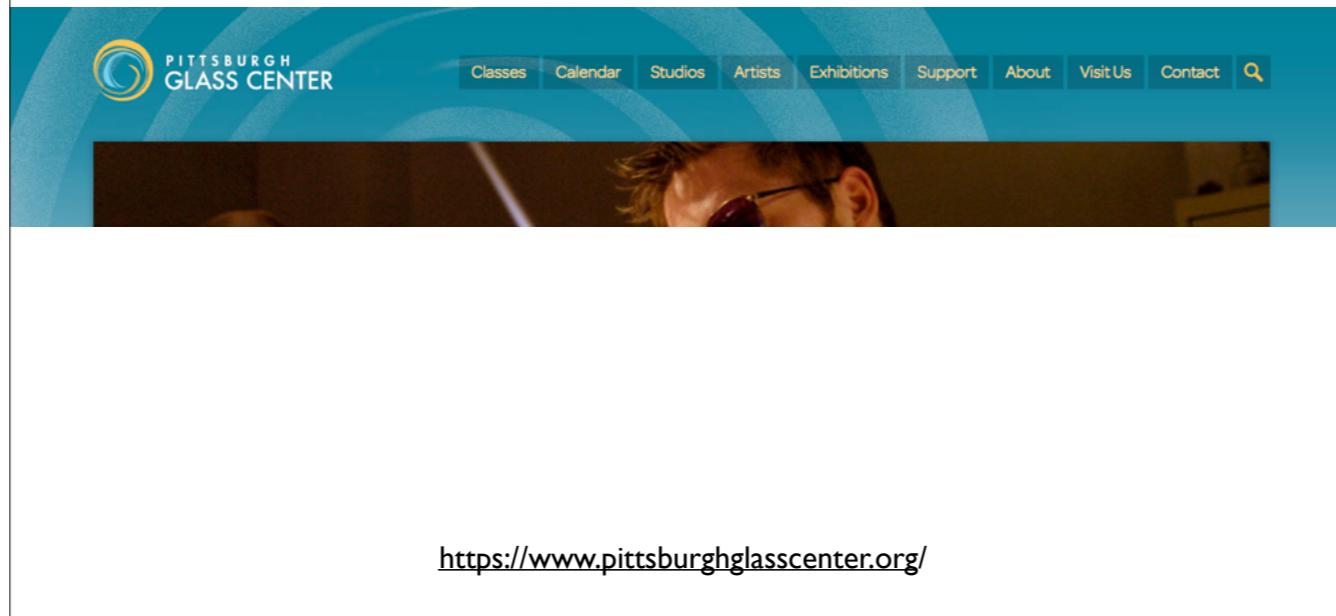
- hamburger menu
- more common on mobile, now see them a lot on wider sites
- familiar from applications
- not as obvious as "menu" but with repetition people will learn



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

go to site
hamburger button on all screen widths

Priority Navigation



<https://www.pittsburghglasscenter.org/>

go to site

- shows more or less in navigation depending on how much room
- shows the most important items, rest in dropdown

Responsive Web Design Patterns | This Is Responsive

bradfrost.github.com/this-is-responsive/patterns.html

Responsive Patterns

A collection of patterns and modules for responsive designs.

Layout

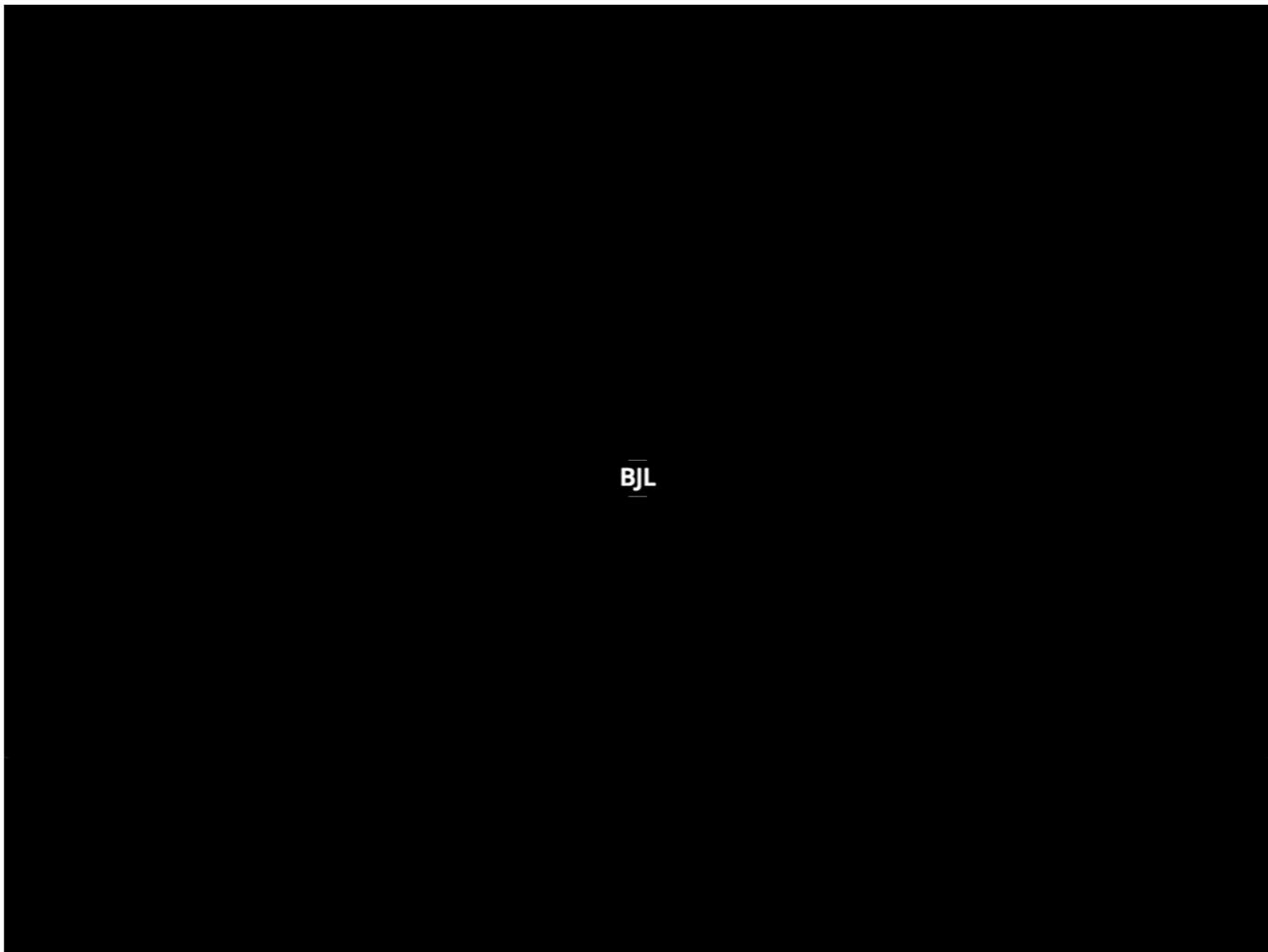
Reflowing Layouts	Equal Width	Off Canvas
Mostly Fluid	2 equal-width columns	Top
Column Drop	3 equal-width columns	Left
Layout Shifter	4 equal-width columns	Right
Tiny Tweaks	5 equal-width columns	Left and Right
Main column with sidebar	6 equal-width columns	Bottom
3 column		
3 column v2		

Source-Order Shift	Lists	Grid Block
Table Cell	List with Thumbnails	4-up Grid Block

This is Responsive. Patterns Resources News

<http://bradfrost.github.com/this-is-responsive/patterns.html>

examples with code here for different types of nav



This is a very modern and minimalist take on a Splash page.

Splash Pages

A splash page is generally a page you see before you get to the main website. Usually it says something like click to enter.

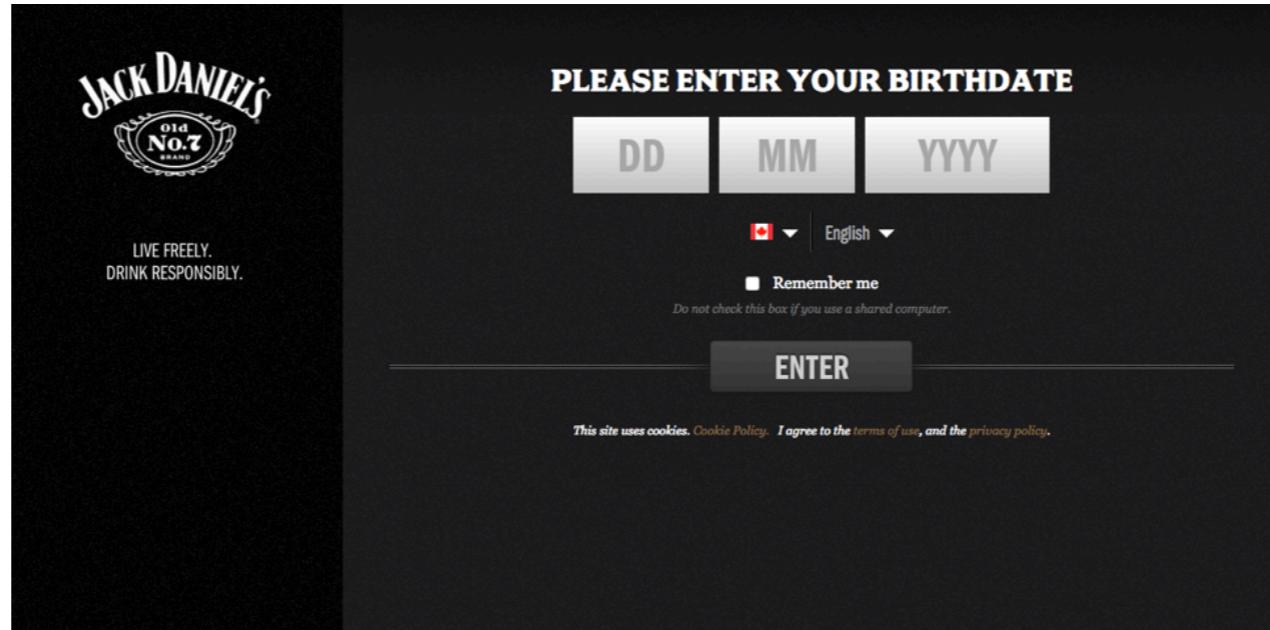
used to be very common

They were often animated using flash or video

now, harder to find

mostly a bad idea, except the exceptions here. So here are a few examples of where you might want to use a splash page.

Disclaimers

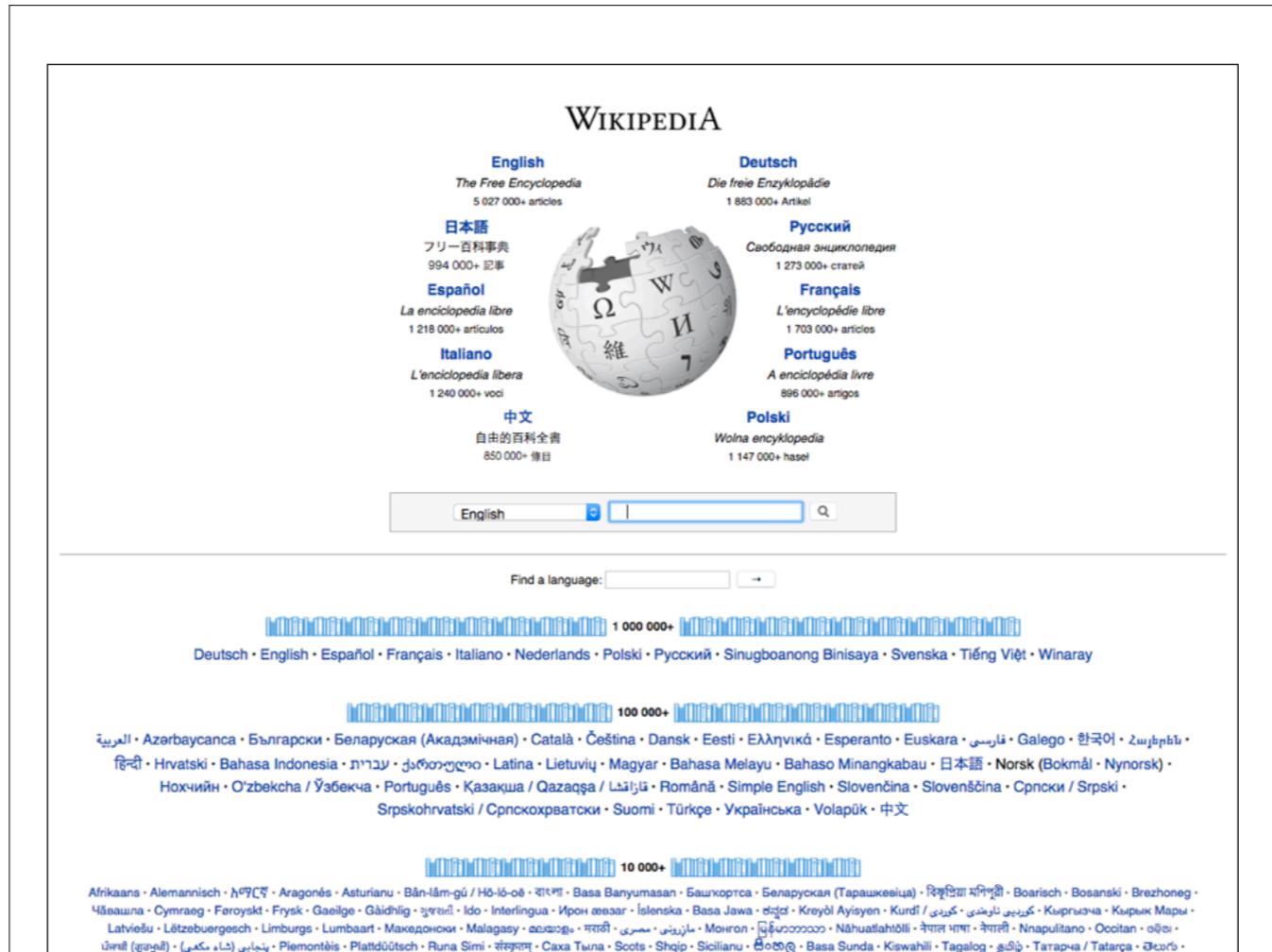


if you need people to verify age before entering

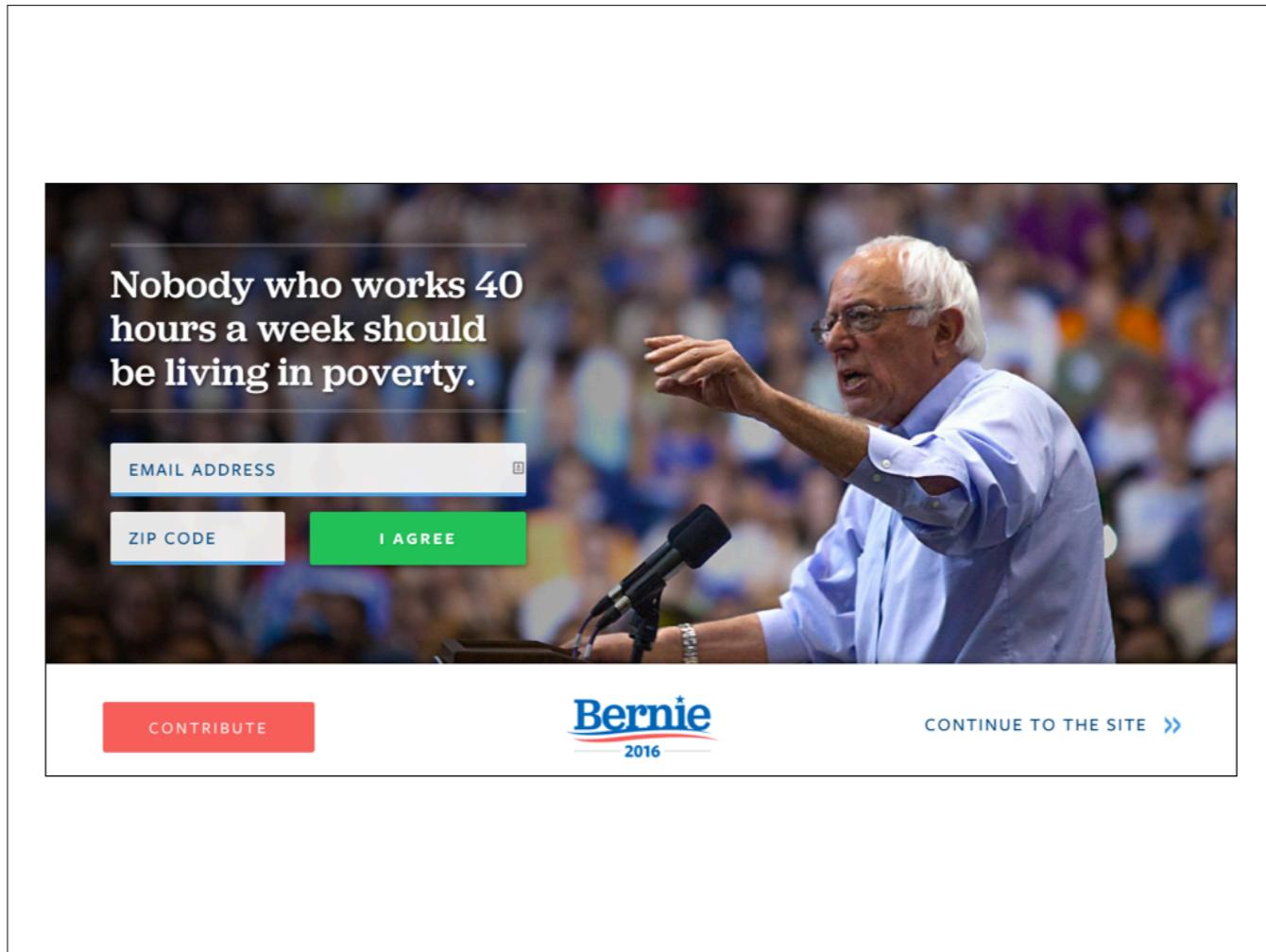
Languages



if all languages are equal and you can't have the home screen default to a particular language



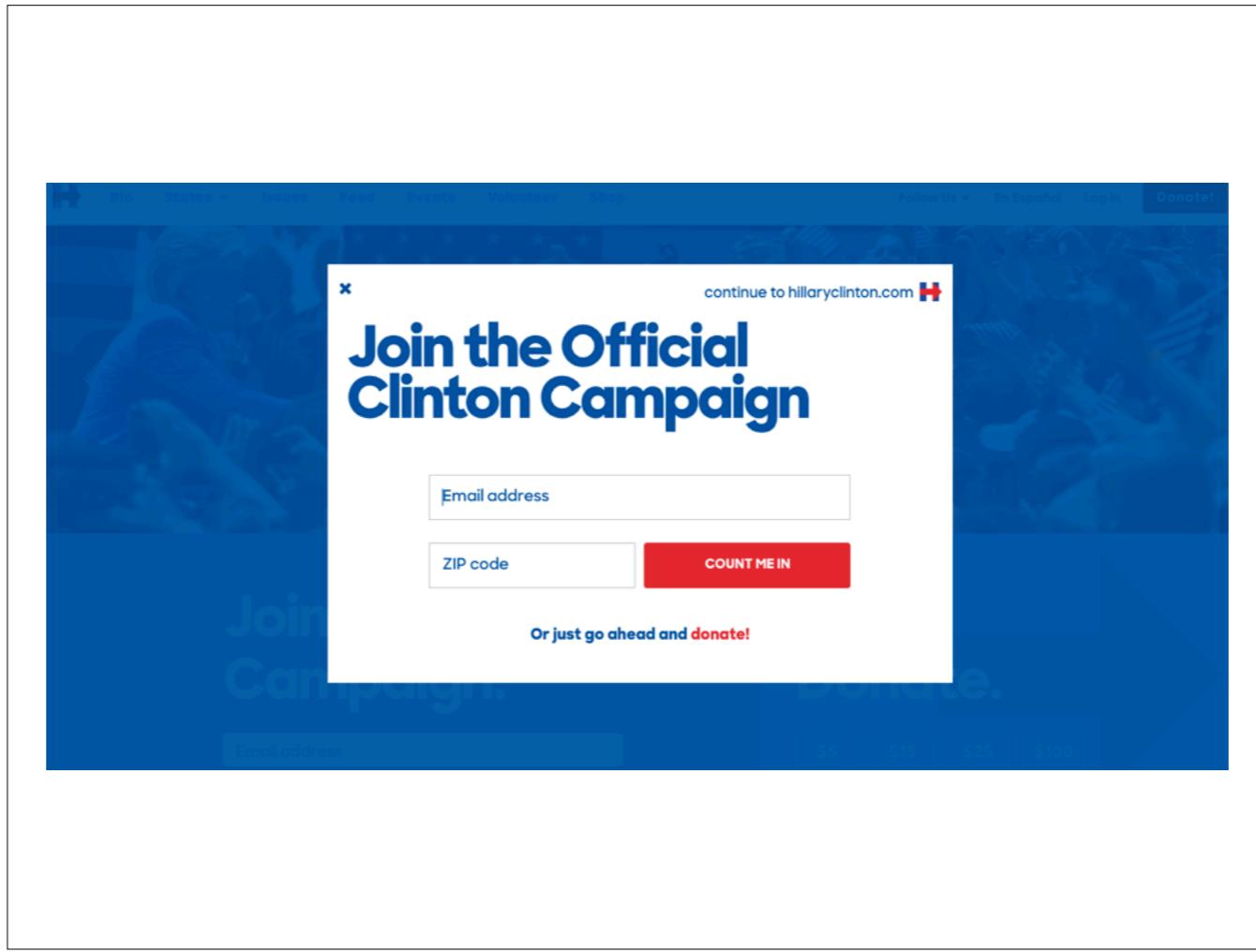
Another example of needing to choose a language before entering.



campaigns often have splash page or a landing page with a call to action (email list, fundraising)

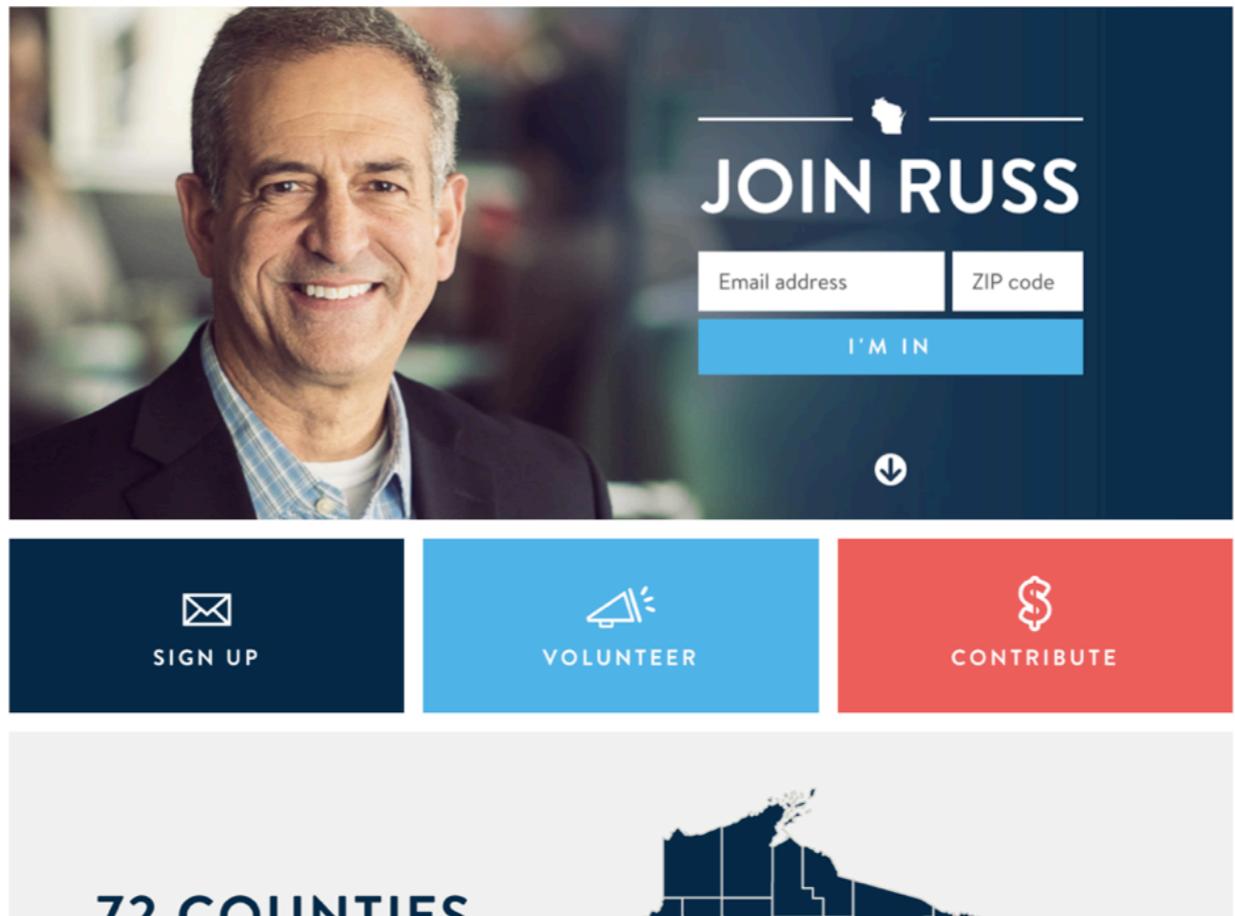
this one covers full page

- want your contact info so they can ask you for money

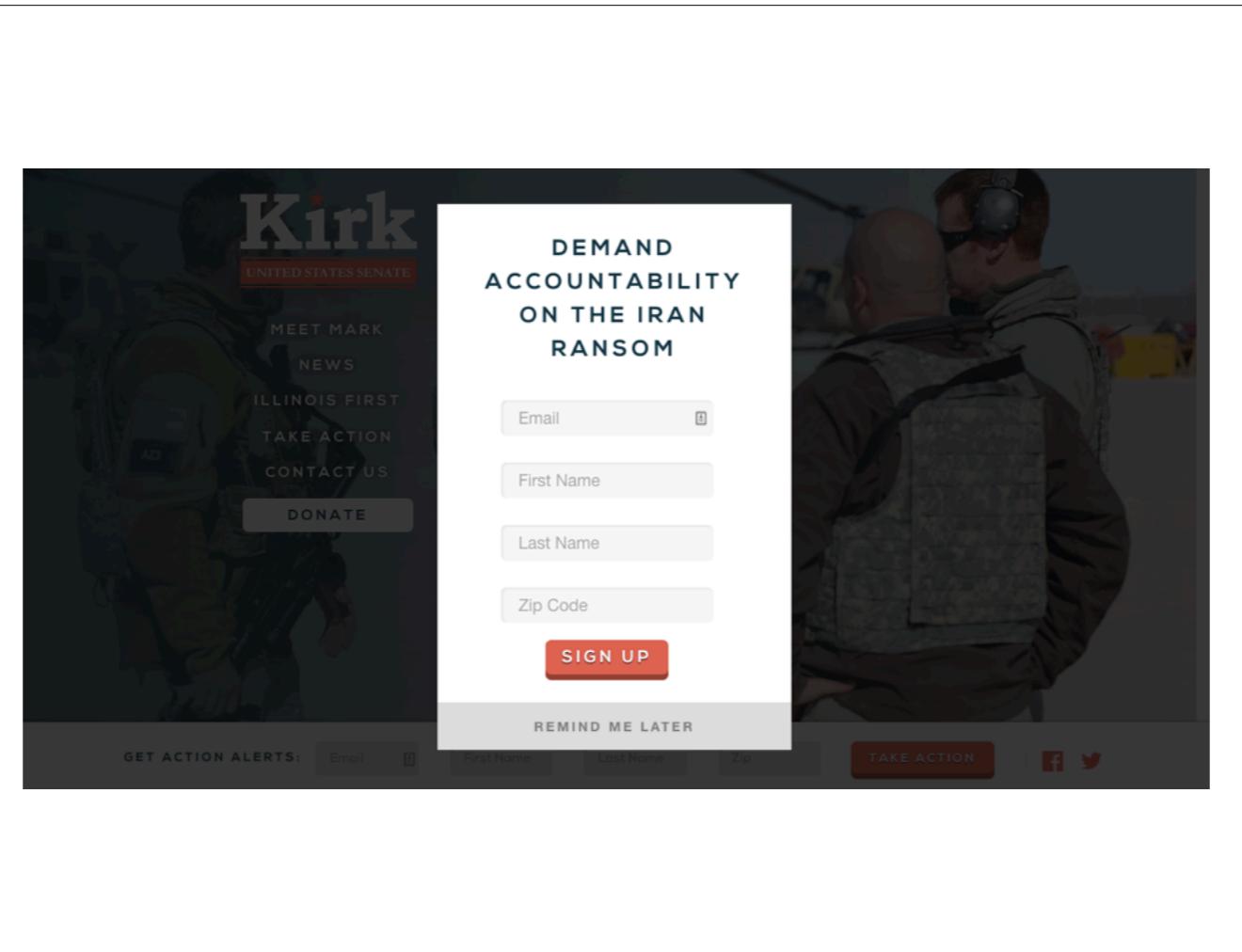


use cookies so they don't get it every time they visit

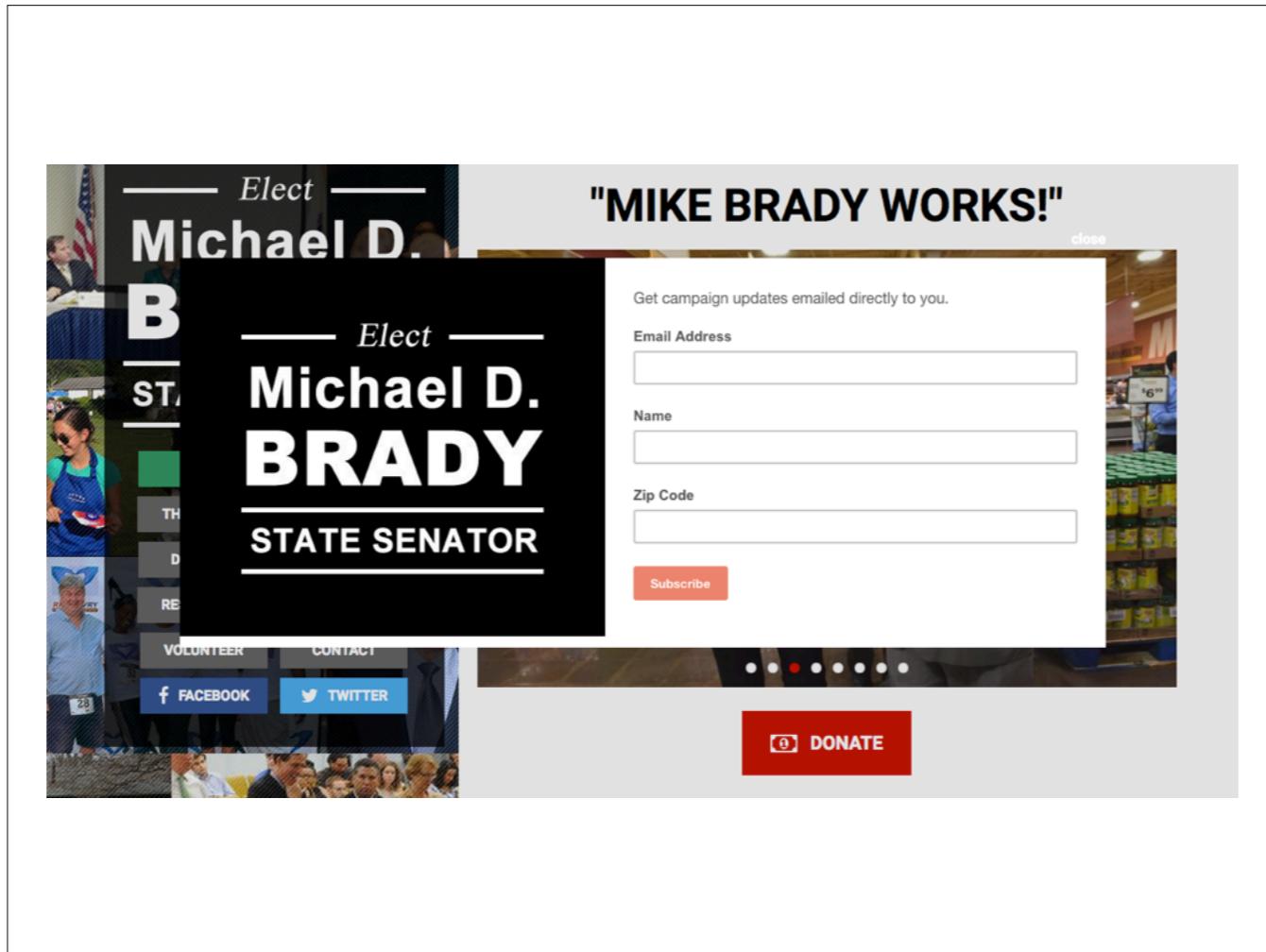
this one is an overlay



no splash page
instead, email in top section so it's always on the home screen without scrolling



- if you have something over content, make sure background grayed out



not grayed out
too much clutter behind it, looks bad, hard to focus

Activity: Navigation

- Resize your browser to the narrowest width (or use your phone)
 - Find two responsive websites that you think have good navigation at narrow width and discuss why
 - Find two responsive websites that you think have bad navigation at narrow width and discuss why
- For all four sites, resize the browser and see how the navigation changes.

Alright, so we've talked a lot about different types of navigation, so now it's time for an activity.
20 minutes

Take a break before moving to the a 1-hour video.

The Curious Properties of Intuitive Web Pages by Jared M. Spool



<http://aneventapart.com/news/post/curious-properties-of-intuitive-web-pages-by-jared-spool-an-event-apart>

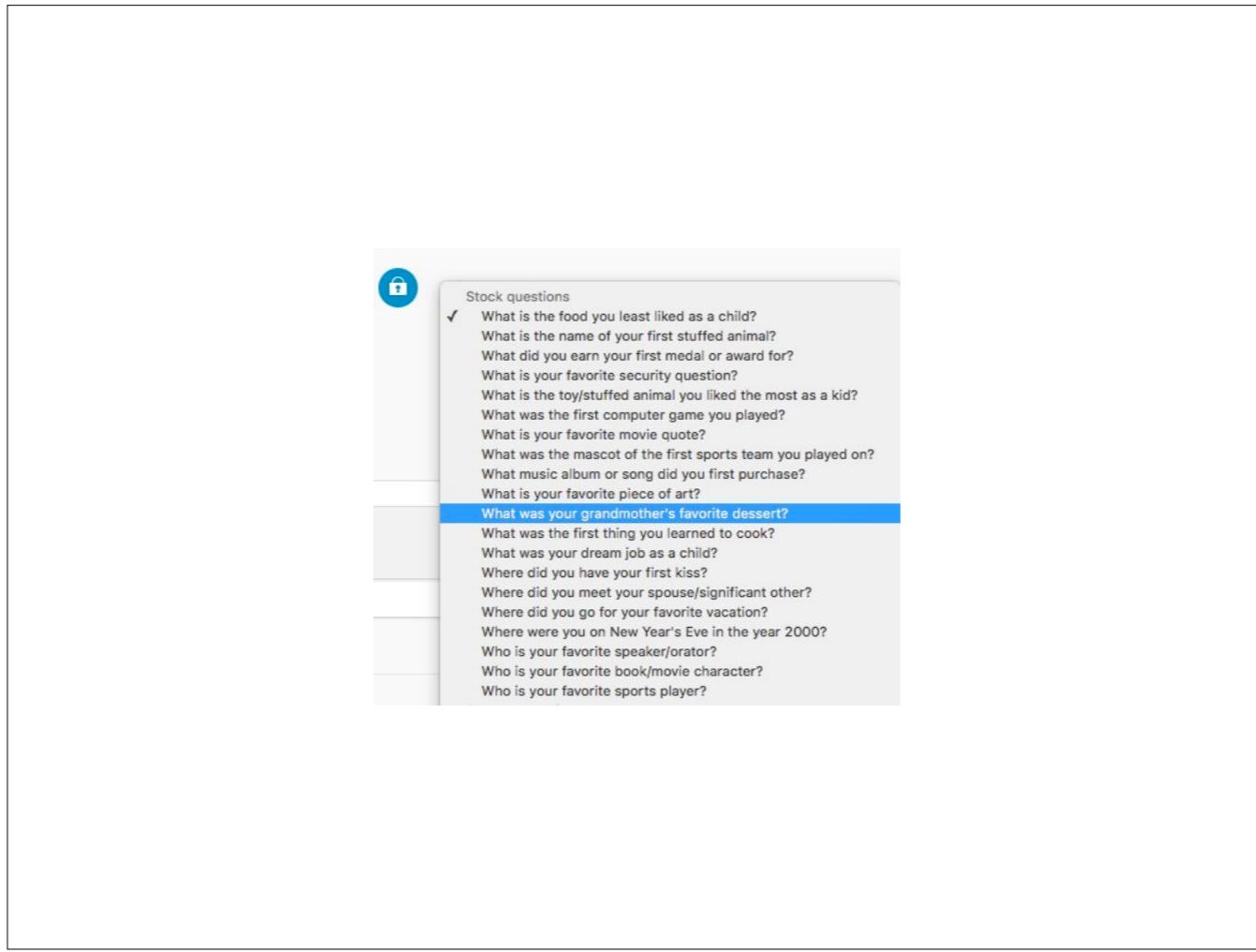
1:03:00 video (a few F-words, to warn you)

This video is about an hour long, so get settled in. After the video is over, I'm going to ask you to share interesting things that you learned.

start at :54 seconds

talking points after –

If something is unintuitive, it takes our attention from something we're interested in to something we're not interested in
Intuitive – what I know matches what I need to know



on same topic as video

elevator – unintuitive

Redesign = disaster waiting to happen

Amazon doesn't redesign, they just change small things

Success if when we go live, nobody notices

Advertising -> page views

Trivia questions/security question – they don't work

always say "usability tests" not "user tests"

you are testing the website, not the person

don't make users feel stupid

Assignment #2: Redesign the home page of VisitCalgary.com

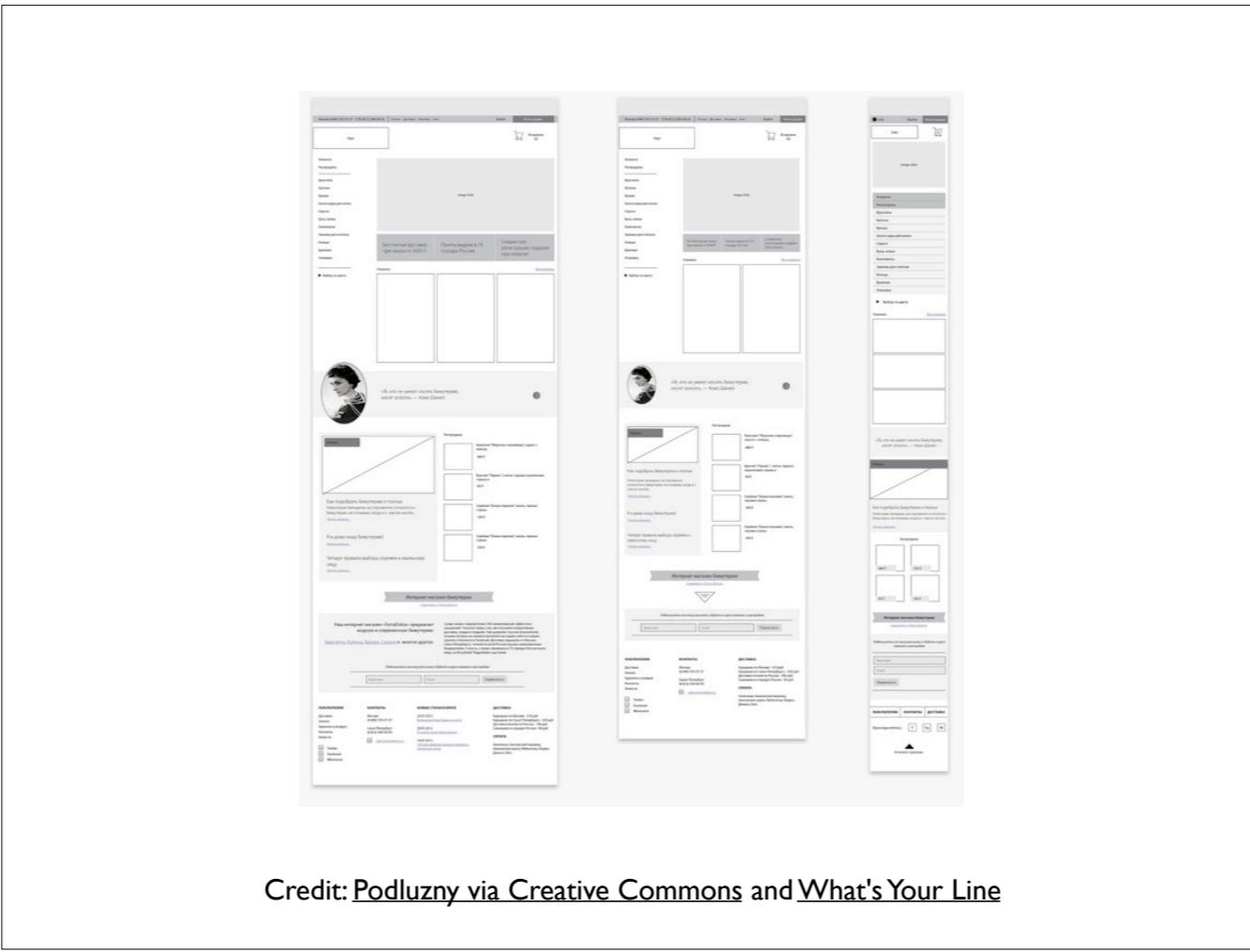
Due Monday 3pm

Make it responsive

- You may or may not include all the same content/elements that are currently on the front page
- 3 wireframes (mobile, tablet, desktop)
- Export from Balsamiq as PNG or PDF (3 files)

should be long rectangles
see next slide for examples

(make this due the day after the last day of your class, i.e. first day of next class)



Credit: [Podluzny](#) via [Creative Commons](#) and [What's Your Line](#)

remind them for assignment, wireframes should be long, not one phone screen high