

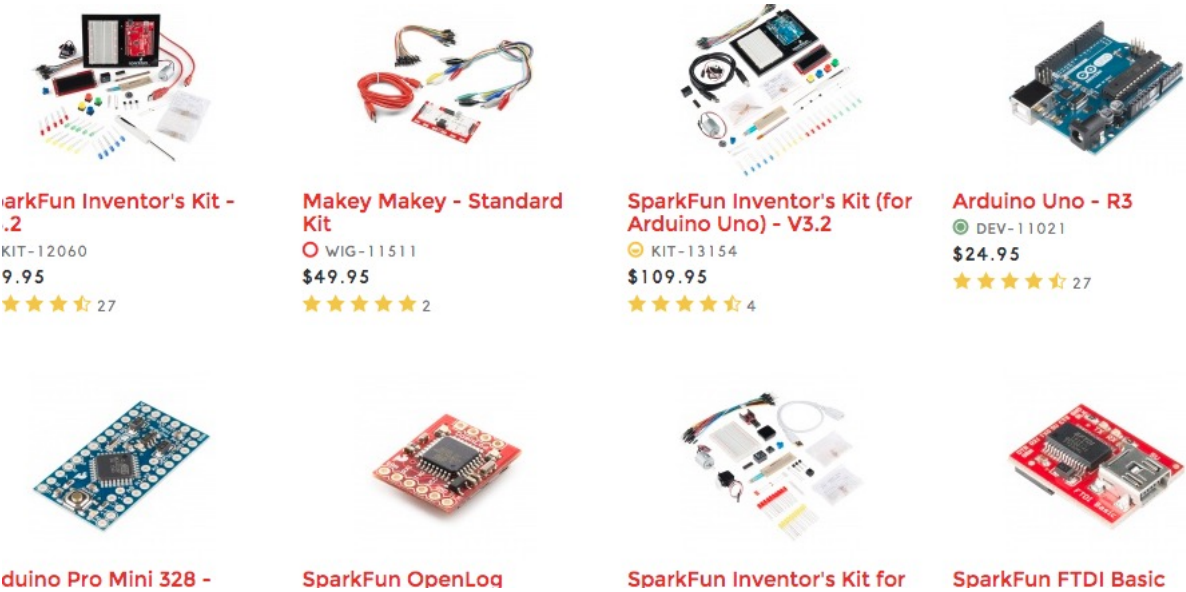
# Sparkfun Electronics

• **Chunking**



All of the navigation elements are placed in a logical distance from one another.

• **Signal to noise**



When a user clicks on the link to the Arduino page, there isn't a return of irrelevant information. The user gets what they requested.

• **Hick's Law**

New Products
Top Sellers
Open Hardware
SparkFun Originals
Actobotics
Sale
Gift Certificates

All of the menu items are placed in a familiar format so that there is minimal effort for the user to find what they want. This is important because the user won't be distracted as easy.

## • Rule of thirds

The screenshot shows the SparkFun website homepage. The header includes the SparkFun logo, navigation links (SHOP, LEARN, AWC, FORUM, DATA), a shopping cart icon with '0' items, and a 'LOG IN' link. Below the header is a secondary navigation bar with links: START A PROJECT, PRODUCTS, BLOG, TUTORIALS, VIDEOS, WISH LISTS, DISTRIBUTORS, and SUPPORT. The main content area is divided into a grid of sections:

- New Products**: Includes links for Top Sellers, Open Hardware, SparkFun Originals, Sale, and Gift Certificates.
- Arduino**: Described as 'The popular development board and all its shields, cases, and accessories.' It includes sub-links for Boards, Shields, and Other.
- Audio**: Described as 'Add some sound to your next project with MP3 boards, synthesizers, breakouts and more.'
- Books**: Described as 'Grab a book and teach yourself something new.'
- Breakout Boards**: Described as 'If you need to prototype something, breakout boards are the perfect shortcut to get up and running quickly.'
- Cables**: Described as 'From USB, audio, video, or general prototyping cables; here you can find all you need to get your devices connected together.' It includes sub-links for Audio, Ethernet, Hook Up, Serial, USB, and Video.

On the right side, there is a **Tags** sidebar with a grid of tag buttons including ACTOBOTICS, BEAGLEBONE, ELECTRIC IMP, GPS BUYING GUIDE, LILYPAD, NINJAFLEX, SERVO ACCESSORIES, START A PROJECT, XBBE, and others. Below the tags is a **Recent Product Corner** section featuring a product review for 'WRL-13252 - WIFI MODULE - ESP8266' by 'barryjh'.

The website's content is divided up into sections using a grid. This website utilizes a grid that divides the content up into three different sections that are consistent throughout the entire site.

## • Modularity



This website uses a menu that has a sub-menu that pops up with relevant information.