Affordance: Dash
Dash does a good job of having things designed the way they should function. The buttons one each Project glow when the mouse crosses over showing they can be pushed as well as turning blue instead of black when they have been completed. The other information on the page is understandably not clickable unless highlighted. This website is easy to use and I automatically understand how things work.
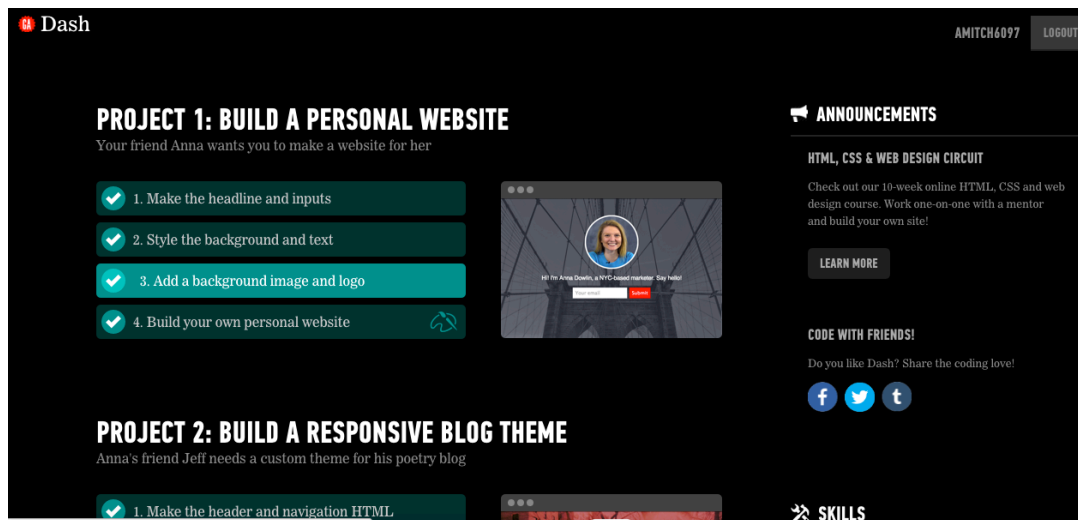

Hick's Law: YouTube
With finding videos there is a lot of decisions to make just base on the large amount of videos there are. YouTube does a good job of decreasing those decisions through Hick's Law. The top bar isn't even a drop down menu it is just 3 simple buttons that give you options on videos you might want to watch. They keep most of the more descriptive buttons on the left side, out of the way and almost out of sight until necessary. This gives the user less decisions to make when looking at the website and can focus on videos instead.
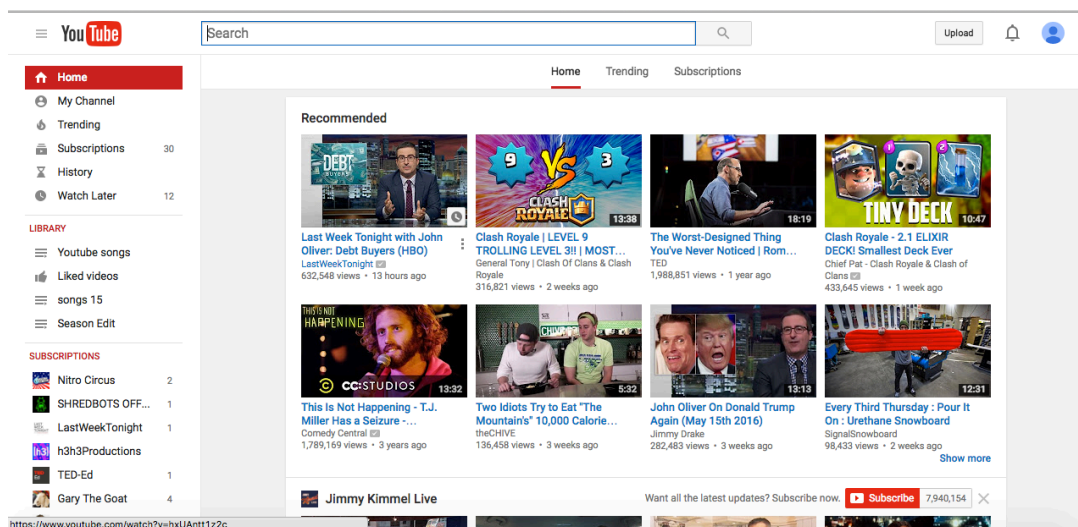
Modularity: Twitter

Twitter does a good job of turning things into smaller sub divided modules. You can see in the screen shot everything is boxed into smaller sub categories. On the right side there is "who to follow" with more clickable areas within that box. On the left your own account is a module, with clickable information about following, followers, and tweets. Underneath that you have Trends with more clickable content. Each module contains a category of information and the ability to access that information.
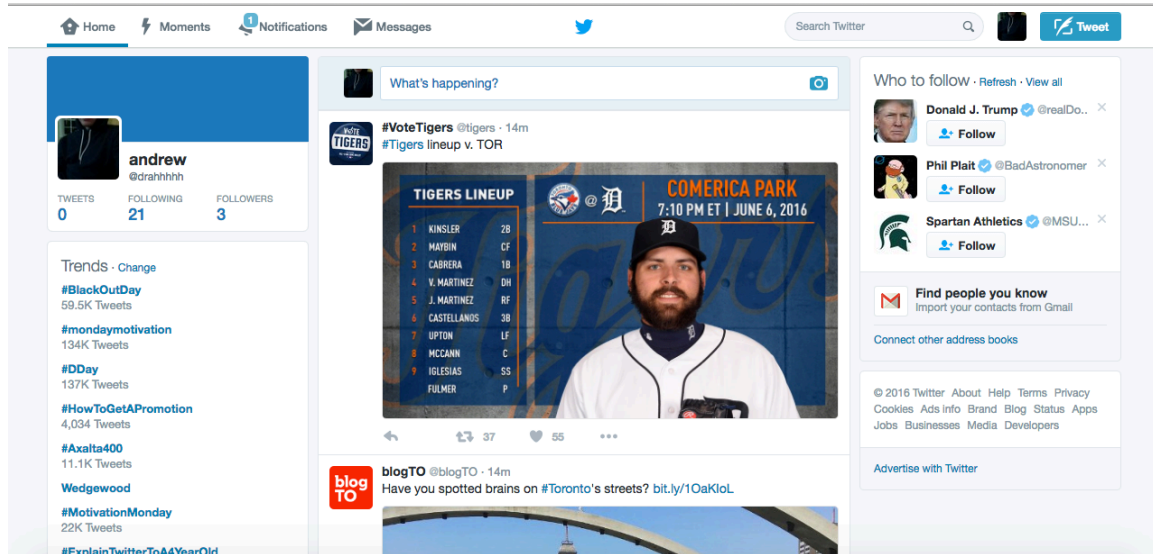
Ockham's Razor: Google

Google shows great use of the Ockham's Razor because of their simple design. This site is drawn down to the bare essentials it seems. There are no crazy colors, other than their main logo. Everything is colored in a simple white or light gray. There are no sentences only simple words. The main function of the website, searching, is right in the middle, front and center. This simple layout shows that they chose a functional simple design.
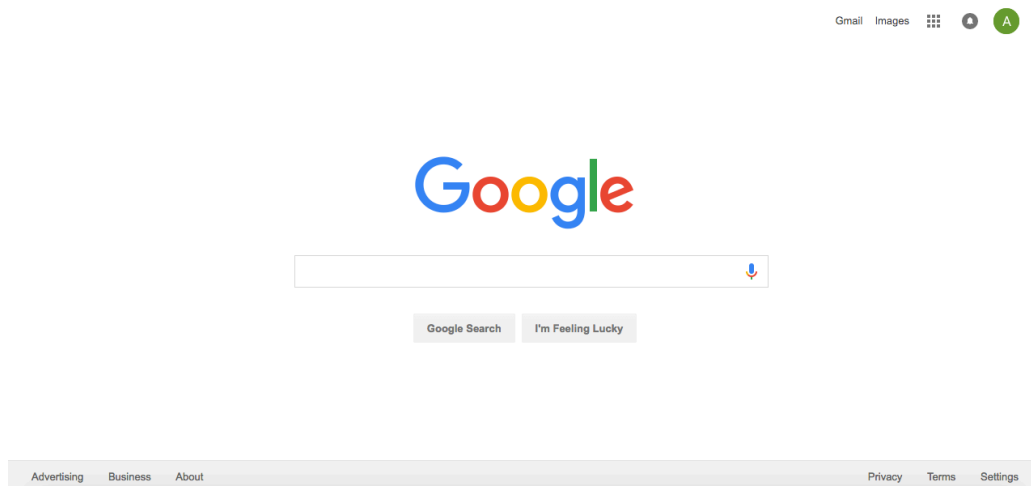
Chunking: Target.com
Target.com uses greater chunking to sort the menu bar, the sales, and the featured categories. Farther down on the main menu it has sections according to how buyers might be buying things. For examples, Father's Day, Summer faves, deals, clothing, ect. These simple sections, as well as the four simple menu bar items (categories, deals, my account, cart) are chunked so that there is not to much information on the main page, making it easy to handle.