



## Applied Design Tools & Interfaces

Designing for the Activity - Best Practices

## Designing for the Activity

### Best Practices

Design for the task or intent.

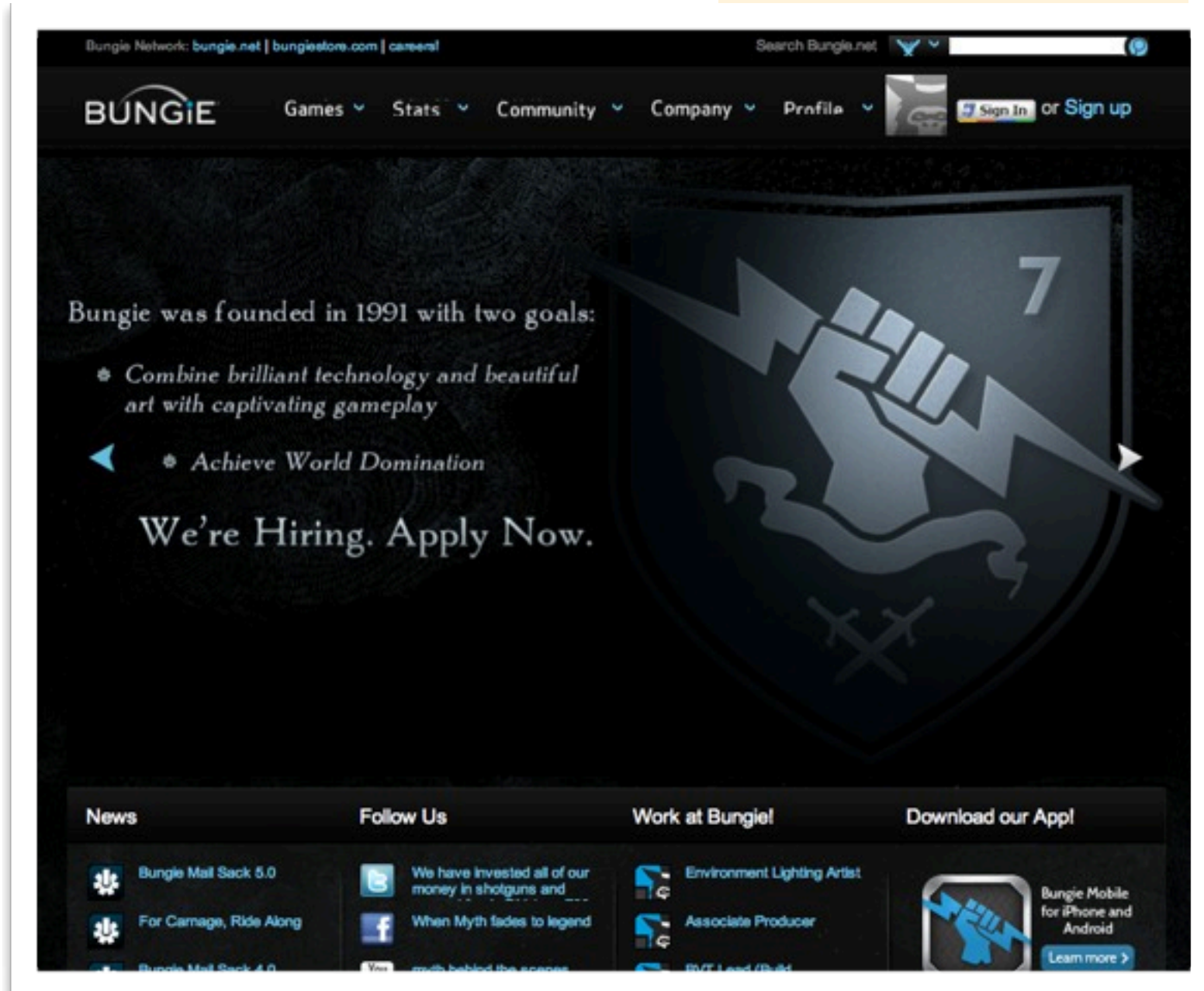
Screen efficiency is key.

Content grouped by titled sections.

Page balance is critical!

Text treatments focus on readability.

- ▶ clear concise Type Hierarchy.





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### Best Practices

Design for the task or intent.

These sites are dynamic; operate on 3 tier system.

Design for good Visual Framework

- Screens should scale.

Ensure harmony between UI elements & branding.

Ensure form design assists with form completion.

Screen layout must reflect intended activity at all times.

The screenshot displays the Threadless checkout interface. The main section is titled "1. Shipping Info" and includes a link to "Log in or create an account for faster checkout." The shipping address form contains fields for "First name", "Last name", "Street address", "City", "State / Province (US/CA/AUS Only)" (set to "None"), "Zip / Postal code", and "Country" (set to "United States"). There is a checkbox for "This is a PO, APO or AE box" and a "Contact Info" section at the bottom. To the right, the "Cart Summary" shows a list of items: "I Got \$5 on It (1) Large Silver Guys Tee" for \$20.00. The summary also includes "Subtotal" (\$20.00), "Shipping" (TBD), and a "Total" of \$20.00. A "TRUSTe CERTIFIED PRIVACY" logo is visible at the bottom of the cart summary.