



March 2016

DGD Grad Class



*Don't Make Me Think*  
*CH4 + CH5 + CH13*



Nash



Michael



Ada



Ada



DDMT

# Why Users Like *Mindless* *Choices*



Reduce number of clicks to desired location



Easy to navigate and obvious which link takes you where

Source: Don't Make Me Think

383,019 notes





Ada



DDMT



People don't want to read too much

- each click should be clear and mindless



Give the right amount of guidance:

- **BRIEF**= use small info or short paragraph/sentence
- **TIMELY**= placed exactly when the user needs it (ex: back to top button)
- **UNAVOIDABLE**= formatted to grab attention of user





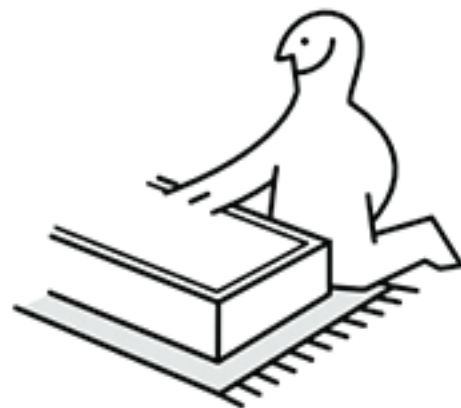
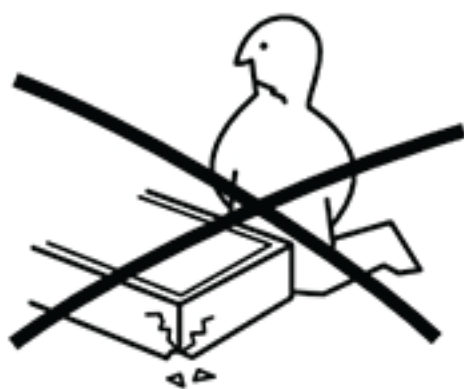
Source: Don't Make Me Think

383,019 notes





Money money money  INSTRUCTIONS 



DaReal\_LilWayne

It's not like we gangsta rappers need instructions on how to rap homie! Get out!



ItsyaboiJayZigg

I got 99 problems and this is one... Jokes aside, GET TO THE POINT!



IamDumb

LOL! I asked a police officer how handcuffs arrest people



never love anybody who  
treats you like you're ordinary

-oscar wilde



DaReal\_LilWayne

It's yung moola baby again! Much better ma homie! Imma put this on my next song!



 ItsyaboiJayZigg

Let me get you a contract cuz you be killin my problems one by one huhah!



 IamDumb

Story of my lyfe!





## THE STORY OF STAR LIGHT.

Since 1882, with increasing skill, astronomers have been able to photograph star light in such a manner that the marvelous wireless message from the distant body may be deciphered. The light from the star is allowed to fall through a prism placed in the telescope and, thus magnified, is split up into a band showing its component colors, the red rays going to one end, and the violet to the other. This is the spectrum of the star. The photograph does not show the colors, but, what is more important, it does show the presence of fine dark lines, few in some spectra and numerous in others. These wonderful dark lines have become a veritable happy hunting ground for the modern astronomer. By comparing them with lines given by glowing substances in his own laboratory, he can determine that the same elements familiar to us on the earth also exist in the outermost star. By measuring the positions of these mysterious lines he can discover whether a star is approaching us or receding from us.

For years the whole sky from the North to the South Pole has been photographed systematically at the Harvard Observatory. We have studied in detail the lines of all the brighter stars, and have arranged the spectra in an orderly sequence, beginning with stars which appear to be "young" and very hot, going through all the stages to those which are "old" and cooler. In very recent years remarkable relations have been found to exist between the class of spectrum and other properties of the stars, such as their distances and motions. It is for this reason that astronomers engaged in various kinds of investigations wish to know the class to which the stars belong. At no other observatory is there material for this determination on such a large scale as at Harvard. It has therefore been my good fortune to make a classification of all the stars whose spectra are sufficiently clear on the Harvard photographs. The spectra of more than 200,000 stars have been studied. The results will help to unravel some of the mysteries of the great universe, visible to us, in the depths above. They will provide material for investigation of those distant suns of which we know nothing except as revealed by the rays of light, travelling for years with great velocity through space, to be made at last to tell their magical story on our photographic plates.

*Henrietta Swan Leavitt*



DaReal\_LilWayne

It's yung moola baby! I can't red it! I am a homie with many words!



 ItsyaboiJayZigg

I got 99 problems but this is too much!!!



 IamDumb

Sounds about rite! I knew the burger joint was off by a lettuce!



DaReal\_LilWayne

Yo man... You lookin for a beef homie? I ain't about that welcome stuff!!!



 ItsyaboiJayZigg

Hey if ya gonna be like dis imma have to cancel that contract  
Ya too soft!!!



 IamDumb

One time dey welcomed me I didn't get my bagel and candy.



Nash  DDMT

# Create Easy to Use Websites



Gather + analyze data from other sites  
that uses usability well



Learn current problems + describe efforts  
on how to fix them

Source: Don't Make Me Think

383,019 notes







# Tips to a Better Site



Don't use small low-contrast type  
*can you read this?*



Distinction b/w **visited** + **unvisited** links



Don't float headings b/w paragraphs  
-Put more white-space above a heading than  
between the heading and its content below

# Example of a Bad Form Field

Please contact us

Your Name (required)

Type in your name here

Subject

Type in your subject here

Your Email (required)

Type in your email here

Your Message

Type in your message here

submit



Don't put labels inside form fields

- inside the box is for the user
- becomes distracting



You told the user twice what needs to be typed in!



The form is simple enough for everyone to understand

Source: Don't Make Me Think

383,019 notes





Nash  DDMT

# When is a Website Ready?



Let other people try out your website  
-first tests should be simple and informal

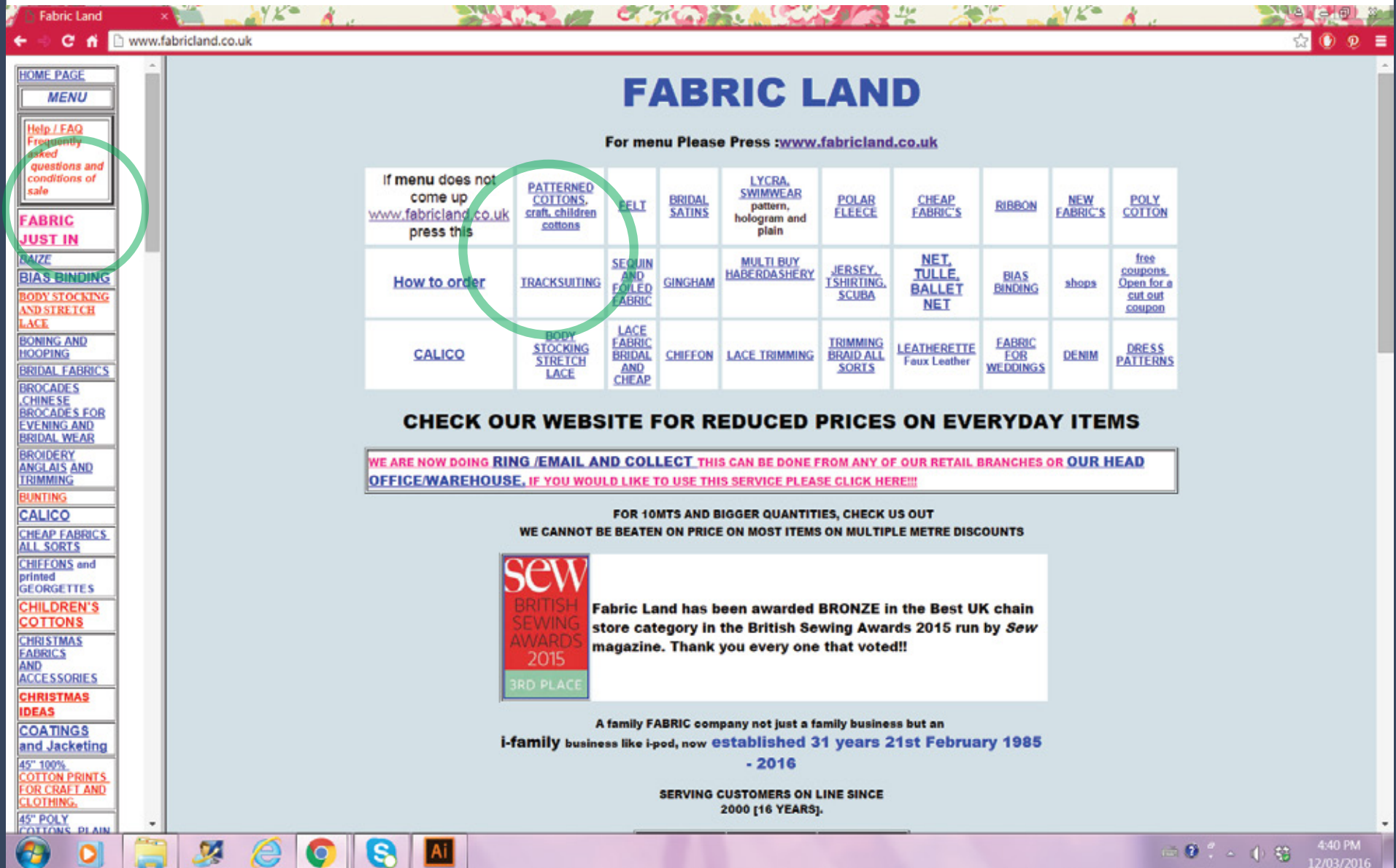


Compare it to competition  
-analyze their functionality + why it works

Source: Don't Make Me Think

383,019 notes





**FABRIC LAND**

For menu Please Press :[www.fabricland.co.uk](http://www.fabricland.co.uk)

If menu does not come up [www.fabricland.co.uk](http://www.fabricland.co.uk) press this

<a href="#">PATTERNED COTTONS, craft, children cottons</a>	<a href="#">FELT</a>	<a href="#">BRIDAL SATINS</a>	<a href="#">LYCRA, SWIMWEAR pattern, hologram and plain</a>	<a href="#">POLAR FLEECE</a>	<a href="#">CHEAP FABRIC'S</a>	<a href="#">RIBBON</a>	<a href="#">NEW FABRIC'S</a>	<a href="#">POLY COTTON</a>
<a href="#">How to order</a>	<a href="#">TRACKSUITING</a>	<a href="#">SEQUIN AND FOILED FABRIC</a>	<a href="#">MULTI BUY HABERDASHERY</a>	<a href="#">JERSEY, TSHIRTING, SCUBA</a>	<a href="#">NET, TULLE, BALLET NET</a>	<a href="#">BIAS BINDING</a>	<a href="#">shops</a>	<a href="#">free coupons. Open for a cut out coupon</a>
<a href="#">CALICO</a>	<a href="#">BODY STOCKING STRETCH LACE</a>	<a href="#">LACE FABRIC BRIDAL AND CHEAP</a>	<a href="#">CHIFFON</a>	<a href="#">LACE TRIMMING</a>	<a href="#">TRIMMING BRAID ALL SORTS</a>	<a href="#">LEATHERETTE Faux Leather</a>	<a href="#">FABRIC FOR WEDDINGS</a>	<a href="#">DENIM</a>
								<a href="#">DRESS PATTERNS</a>

**CHECK OUR WEBSITE FOR REDUCED PRICES ON EVERYDAY ITEMS**

WE ARE NOW DOING [RING /EMAIL AND COLLECT](#) THIS CAN BE DONE FROM ANY OF OUR RETAIL BRANCHES OR OUR HEAD OFFICE/WAREHOUSE, IF YOU WOULD LIKE TO USE THIS SERVICE PLEASE [CLICK HERE!!!](#)

FOR 10MTS AND BIGGER QUANTITIES, CHECK US OUT  
WE CANNOT BE BEATEN ON PRICE ON MOST ITEMS ON MULTIPLE METRE DISCOUNTS

**sew**  
BRITISH SEWING AWARDS 2015  
3RD PLACE

Fabric Land has been awarded **BRONZE** in the Best UK chain store category in the British Sewing Awards 2015 run by *Sew* magazine. Thank you every one that voted!!

A family FABRIC company not just a family business but an **i-family** business like i-pod, now **established 31 years 21st February 1985 - 2016**

SERVING CUSTOMERS ON LINE SINCE 2000 [16 YEARS].



<http://www.fabricland.co.uk/>

- 2 confusing menus showing too many options at once
- more breathing room and pictures will decrease the clutter

<a href="#">HOME PAGE</a>
<a href="#">MENU</a>
<a href="#">Help / FAQ</a> Frequently asked questions and conditions of sale
<a href="#">FABRIC JUST IN</a>
<a href="#">BAIZE</a>
<a href="#">BIAS BINDING</a>
<a href="#">BODY STOCKING AND STRETCH LACE</a>
<a href="#">BONING AND HOOPING</a>
<a href="#">BRIDAL FABRICS</a>
<a href="#">BROCADES</a> <a href="#">CHINESE BROCADES FOR EVENING AND BRIDAL WEAR</a>

<a href="#">PATTERNED COTTONS, craft, children cottons</a>	<a href="#">FELT</a>	<a href="#">BRIDAL SATINS</a>	<a href="#">LYCRA, SWIMWEAR</a> pattern, hologram and plain	<a href="#">POLAR FLEECE</a>
<a href="#">TRACKSUITING</a>	<a href="#">SEQUIN AND FOILED FABRIC</a>	<a href="#">GINGHAM</a>	<a href="#">MULTI BUY HABERDASHERY</a>	<a href="#">JERSEY, TSHIRTING, SCUBA</a>
<a href="#">BODY STOCKING STRETCH LACE</a>	<a href="#">LACE FABRIC BRIDAL AND CHEAP</a>	<a href="#">CHIFFON</a>	<a href="#">LACE TRIMMING</a>	<a href="#">TRIMMING BRAID ALL SORTS</a>



<http://www.fabricland.co.uk/>

- too much text that could be condensed and shown with more visual guidance

**POSTAGE AND PACKING WE DO 4 DIFFERENT PRICES. PLEASE QUOTE US WHICH ONE YOU REQUIRE**

**1. IF YOU HAVE A FEW METRES OF FABRIC SAY UP TO 5MTS OF COTTON OR 6MT CHINESE SATIN OR 1.5MT POLAR FLEECE, THE DIMENSIONS OF THE SIZE ARE 29CM BY 38CM WE CAN SEND ON A NEXT DAY DELIVERY FOR £3.75**



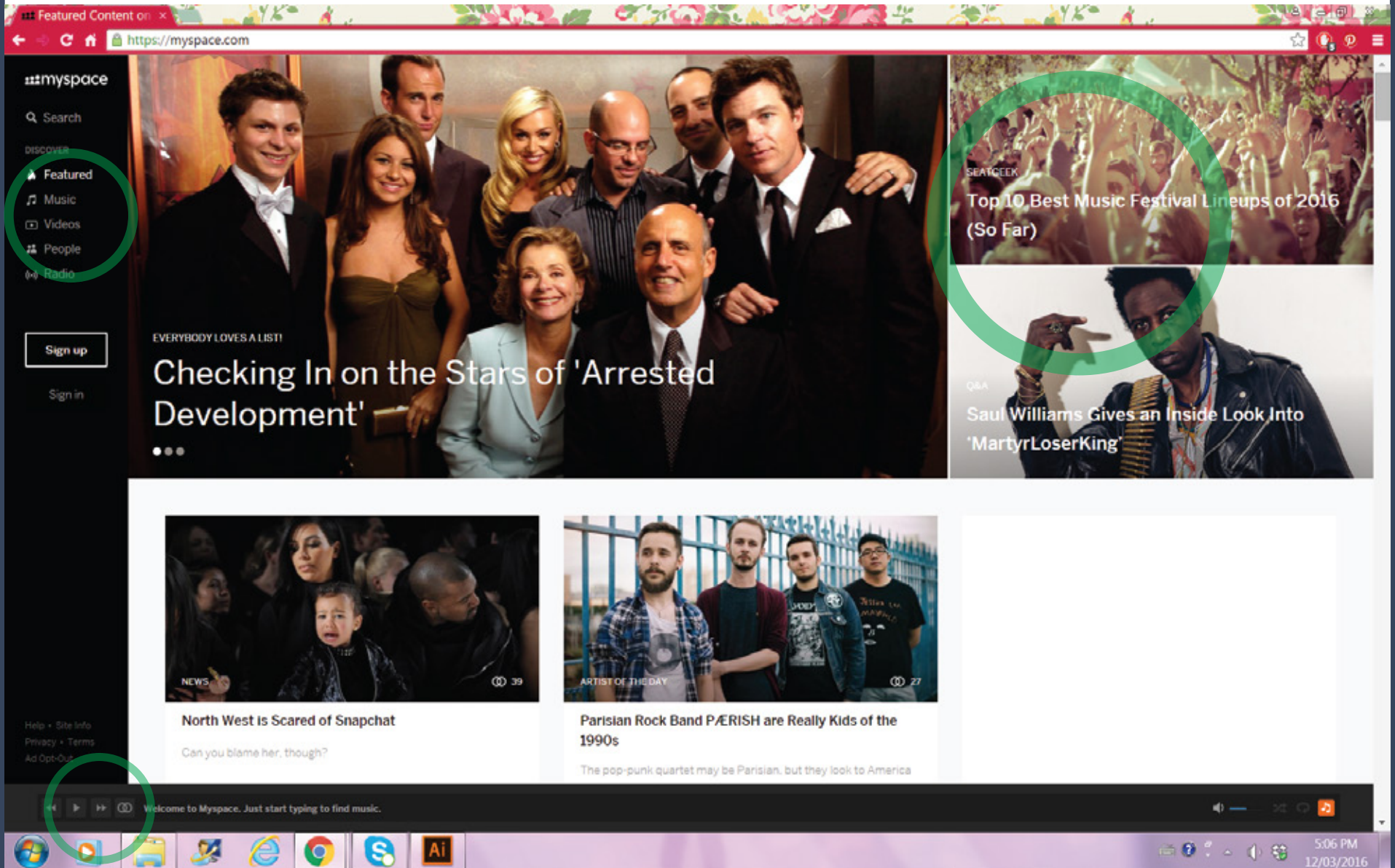
**2. POSTAGE AND PACKING IF YOU HAVE A FEW METRES OF FABRIC SAY UP TO 5MTS OF COTTON OR 6MT CHINESE SATIN OR 1.5MT POLAR FLEECE, THE DIMENSIONS OF THE SIZE ARE 16CM BY 45CM BY 35CM WE CAN SEND VIA THE POST OFFICE WHICH TAKES UP TO 5 WORKING DAYS THE PRICE IS NORMALLY £3.20 (A roll will always have to go £9.00)**

**3. A 5KG BAG WHICH CAN HOLD ABOUT 10MTS OF FABRIC FOR £7.50 AS LONG AS IT FITS IN THIS BAG**



**4. ANY ROLLS AND BOARDS FOR £9.00** for a parcel up to a 20 kilogram package, after that 36p per kilogram will be added. **THIS IS FOR A 72hour SERVICE WITHIN MAINLAND BRITAIN.** RATES FOR OTHER AREAS, E.G. IOW, HIGHLANDS OF SCOTLAND AND IRELAND OR OVERSEAS WILL BE GIVEN ON ENQUIRING.





Featured Content on x

https://myspace.com

myspace

Search

Discover

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Music

Videos

People

Radio

Sign up

Sign in

EVERYBODY LOVES A LIST!

# Checking In on the Stars of 'Arrested Development'

SEATGECK

## Top 10 Best Music Festival Lineups of 2016 (So Far)

Q&A

### Saul Williams Gives an Inside Look Into 'MartyrLoserKing'

NEWS

#### North West Is Scared of Snapchat

Can you blame her, though?

ARTIST OF THE DAY

#### Parisian Rock Band P/ERISH are Really Kids of the 1990s

The pop-punk quartet may be Parisian, but they look to America

Welcome to Myspace. Just start typing to find music.

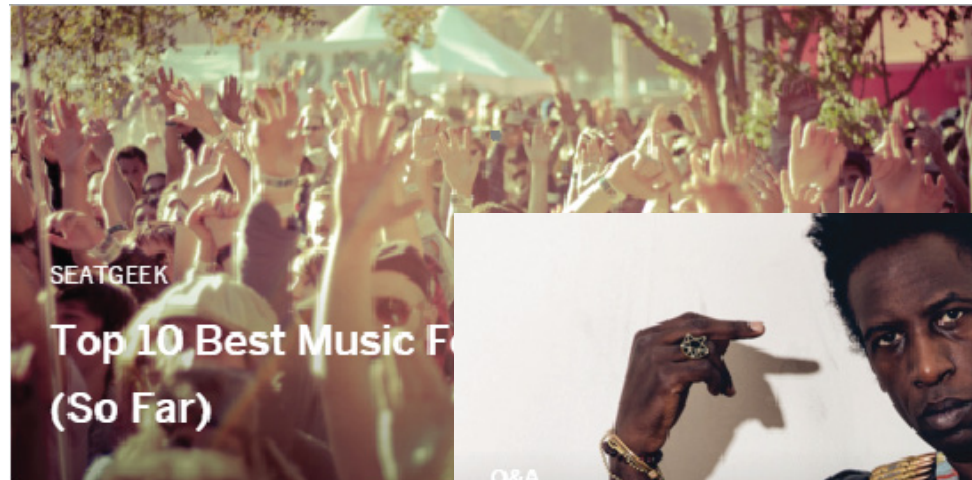
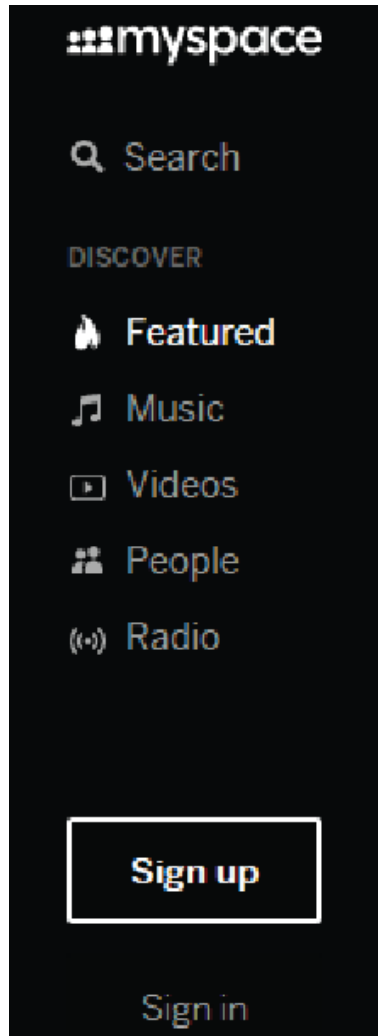
5:06 PM 12/03/2016

Source: Don't Make Me Think  
383,019 notes



<http://myspace.com/>

- clear and easy to understand sidebar
- big images showcasing the featured items
- text is not overwhelming to read



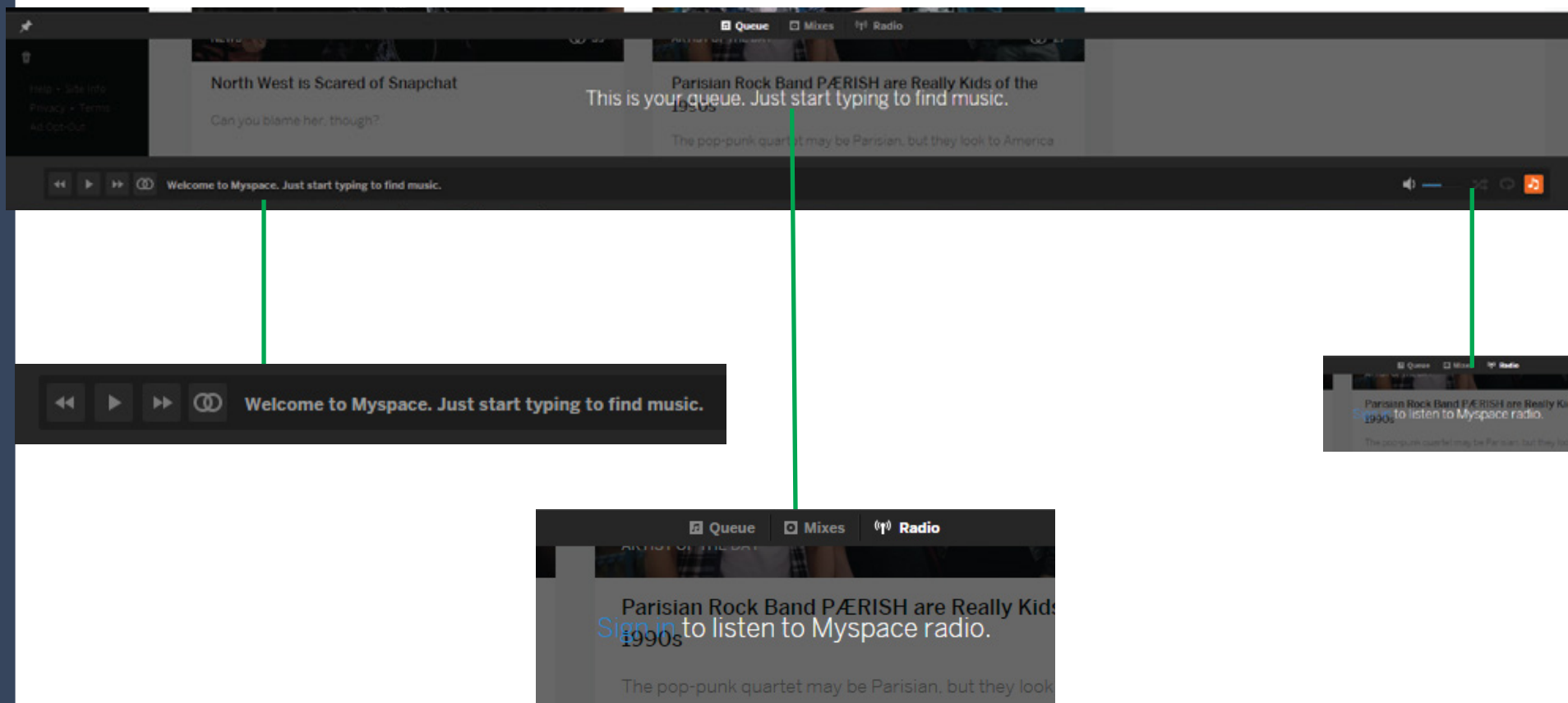


Ada  DDMT



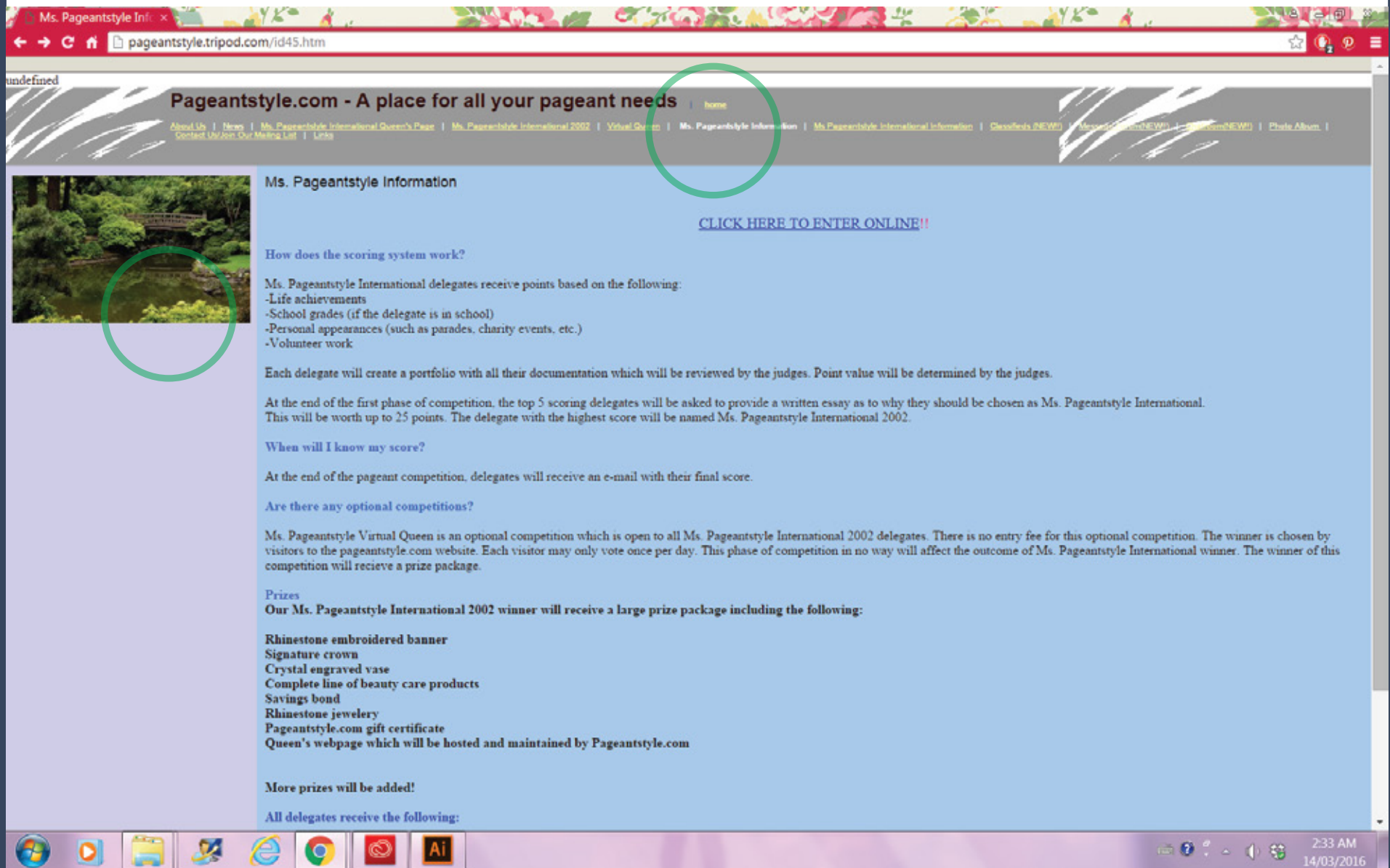
<http://myspace.com/>

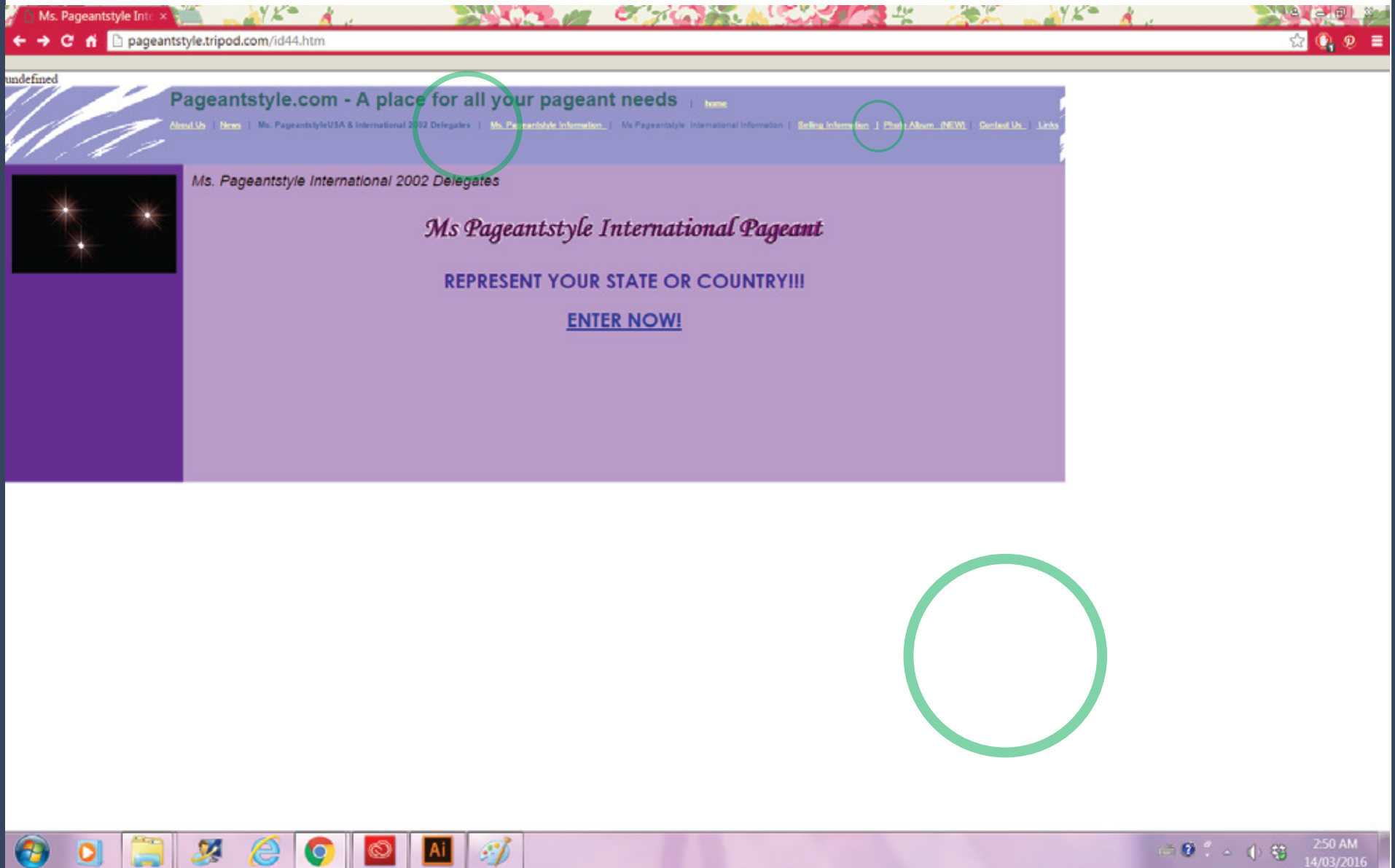
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- text is not overwhelming to read



Source: Don't Make Me Think  
383,019 notes









<http://pageantstyle.tripod.com/id45.htm>

- irrelevant pictures and placement is awkward
- navigation font size is too small, changes colours, and links not properly named



pageant needs

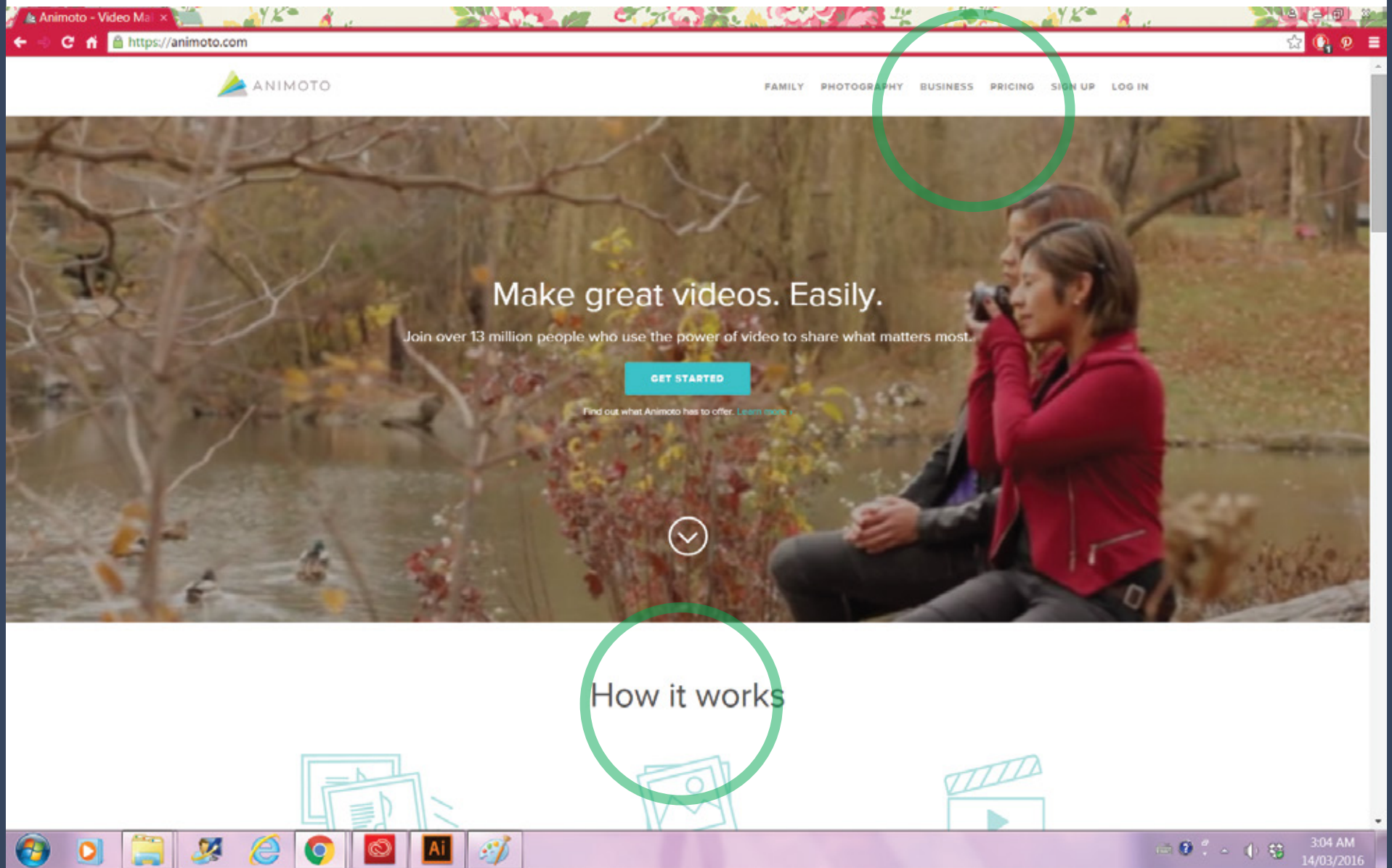
[home](#)

[national 2002](#) | [Virtual Queen](#) | [Ms. Pageantstyle Information](#) | [Ms Pageantstyle International Information](#) |

[Ms Pageantstyle International Information](#) | [Selling Information](#) | [Photo Album \(NEW\)](#) | [Contact Us](#) | [Links](#)

[Ms. Pageantstyle International 2002](#) | [Virtual Queen](#) | [Ms. Pageantstyle Information](#)







<http://animoto.com/>

- clear navigation, easy to understand
- visual guidance with instructions
- easy to click with large image buttons

FAMILY PHOTOGRAPHY BUSINESS PRICING SIGN UP LOG IN

## How it works



①

PICK A STYLE & SONG



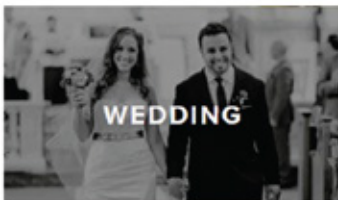
②

CUSTOMIZE USING  
PHOTOS, VIDEOS, & TEXT

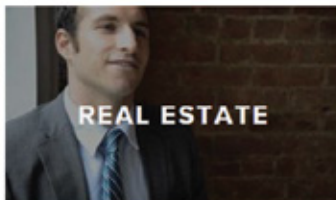


③

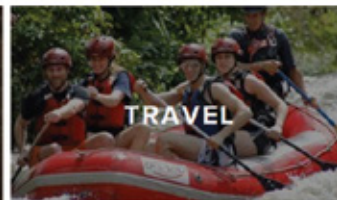
PRODUCE & SHARE



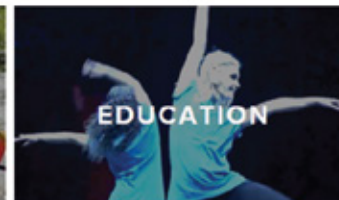
WEDDING



REAL ESTATE



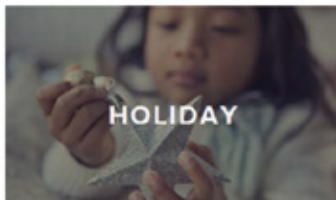
TRAVEL



EDUCATION



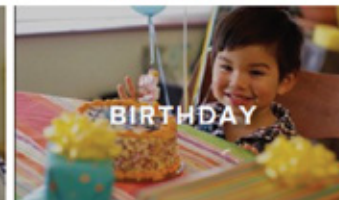
BUSINESS



HOLIDAY



NEWBORN




BIRTHDAY




IZZZA International

www.izzza.com

IZZZA

 International Zebra - Zorse - Zonkey Association

IZZZA

  
**About the Association**  
Register a Zebra  
Register a Zorse  
Register a Zonkey  
The Ideal Zebra  
The Ideal Zorse  
The Ideal Zonkey  
Show Information  
Training  
All About Zebras  
All About Zorses/Zonkeys  
Zorse/Zonkey Color Info  
Membership Application  
The Zebra Store  
Zebras For Sale  
Zorses For Sale  
Zonkeys For Sale  
'Stripey' Terminology  
Breeders List  
Forms  
Fees  
In Memory  
In Appreciation  
Fun Photo Gallery

The International Zebra - Zorse - Zonkey Association Web Site is under construction. Please come back often to view all the exciting photos and information! Don't forget to refresh each page every time you visit!

The links that are currently working on the left side bar menu are: [Contact Us](#)

The links that will be up first will be [About the Association](#), [Registering a Zebra](#) and [Registering a Zorse/Zonkey](#), (registration applications will also be downloaded from these locations)


If you have a zebra, zorse, or zonkey for sale, please e-mail us photos and information, and we will add them to the For Sale boards.

If you have any other questions or comments, please feel free to e-mail us.

Inter

1672 Main St., Ste. E, PMB 454, Ramona, California 92065

E-Mail: [SupportAtIZZZA@aol.com](mailto:SupportAtIZZZA@aol.com)



3:16 AM  
14/03/2016



Ada  DDMT



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

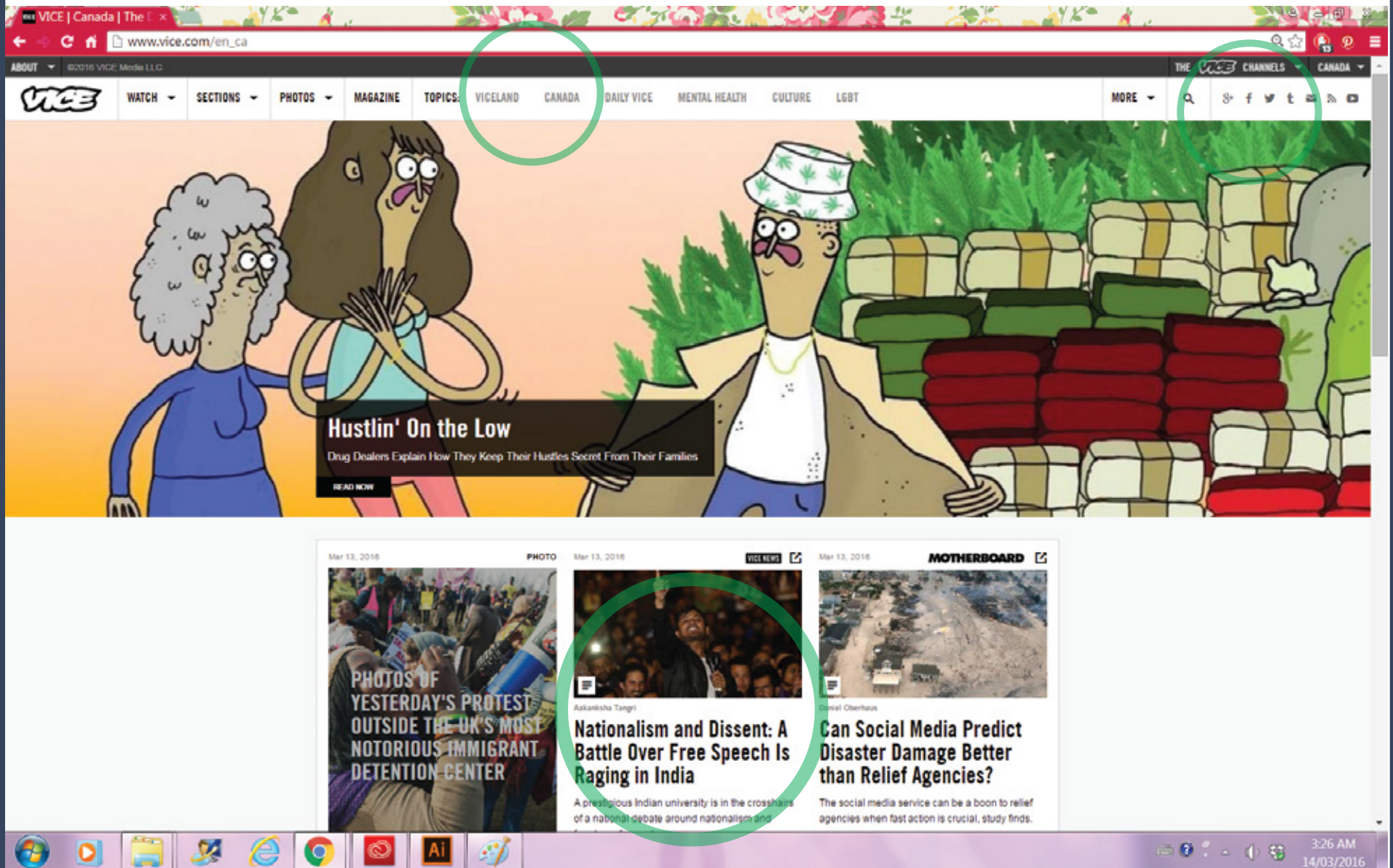
- confusing links in the sidebar/nav, uncertain which link is the correct one for end destination
- no home button

### About the Association

Register a Zebra  
Register a Zorse  
Register a Zonkey  
The Ideal Zebra  
The Ideal Zorse  
The Ideal Zonkey  
Show Information  
Training  
All About Zebras  
All About Zorses/Zonkeys  
Zorse/Zonkey Color Info  
Membership Application  
The Zebra Store  
Zebras For Sale  
Zorses For Sale  
Zonkeys For Sale  
'Stripey' Terminology  
Breeders List  
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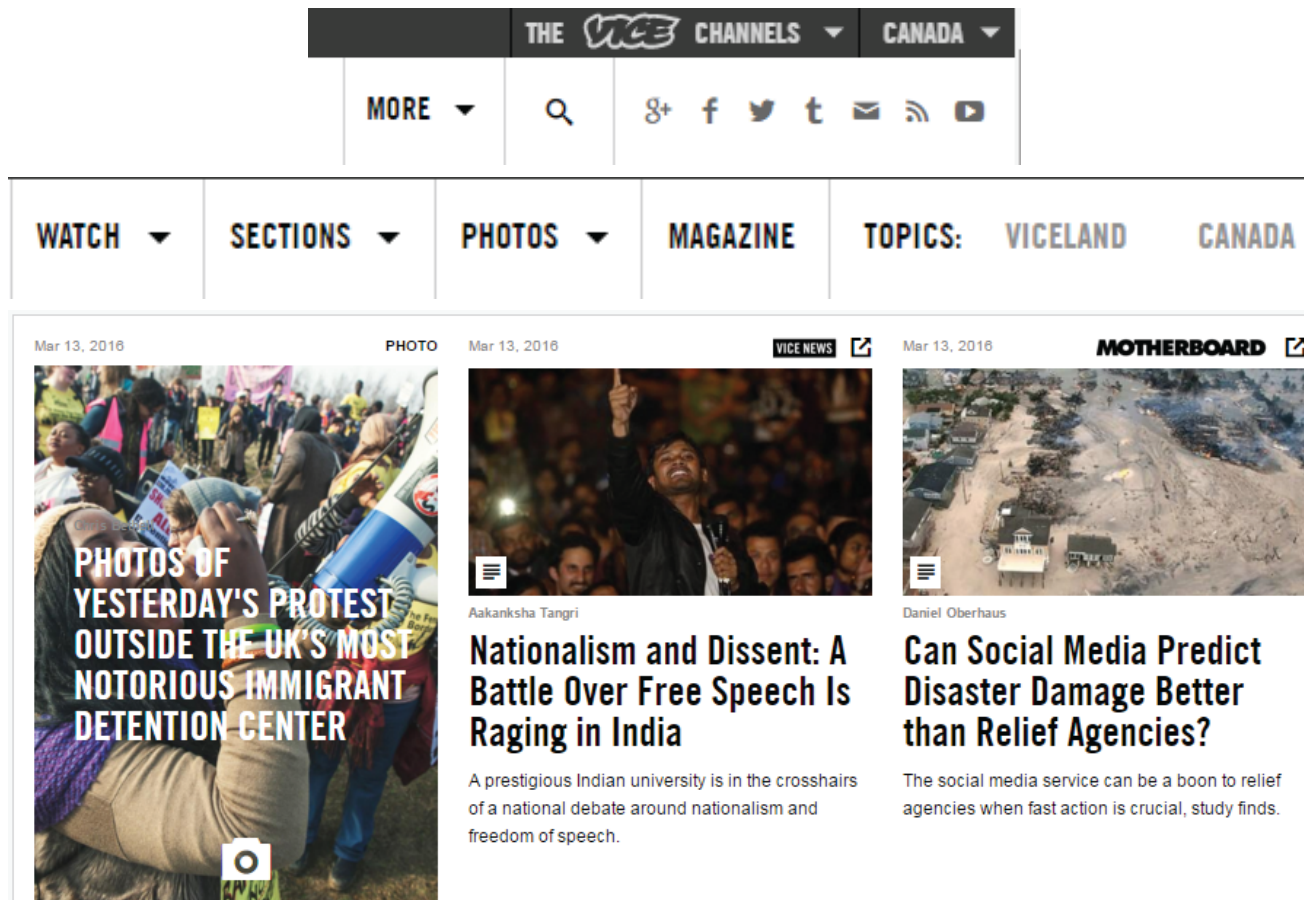






[http://www.vice.com/en\\_ca](http://www.vice.com/en_ca)

- clear navigation with social media buttons
- easy to glance and scan for featured stories





*Thank You!*