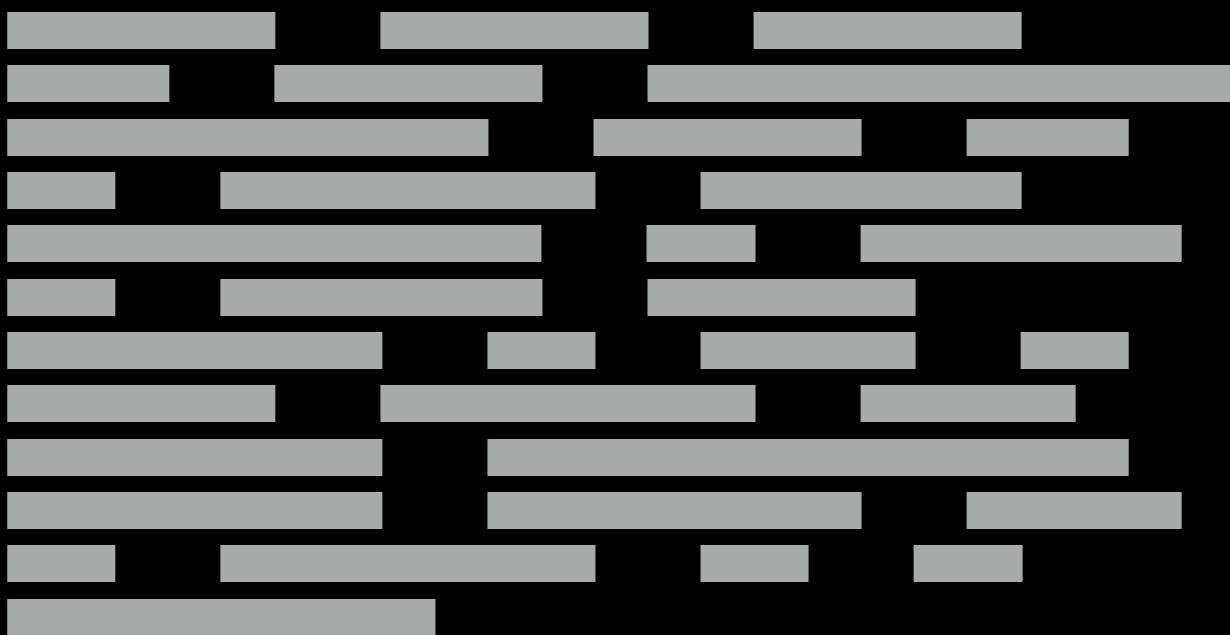


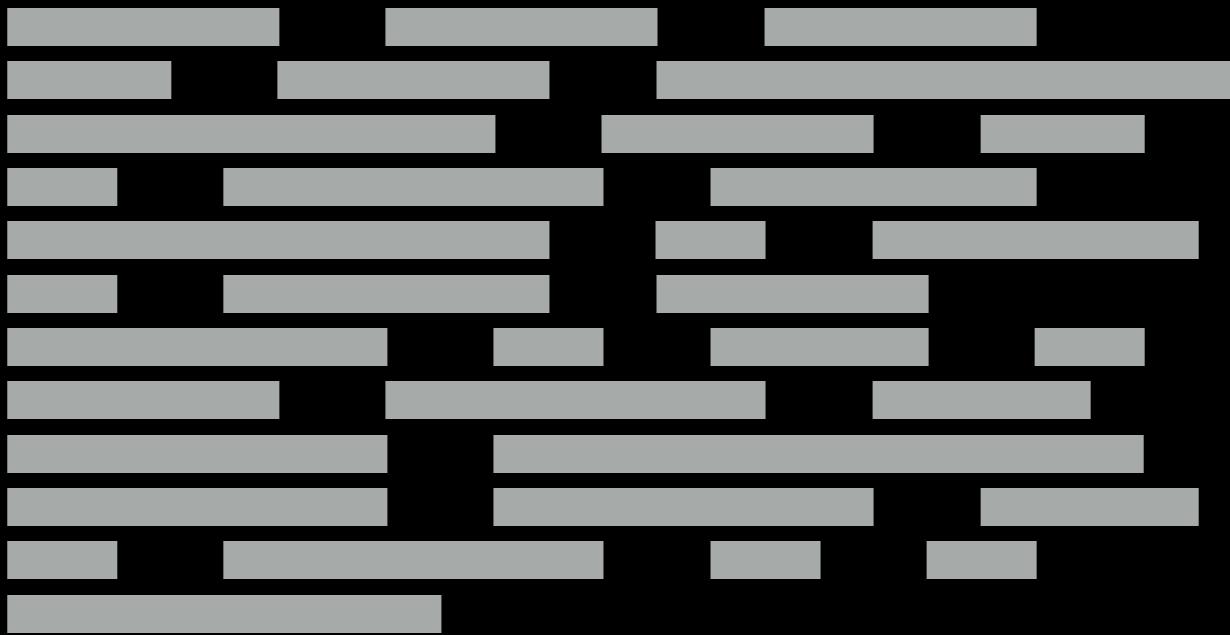
Hello, Design!

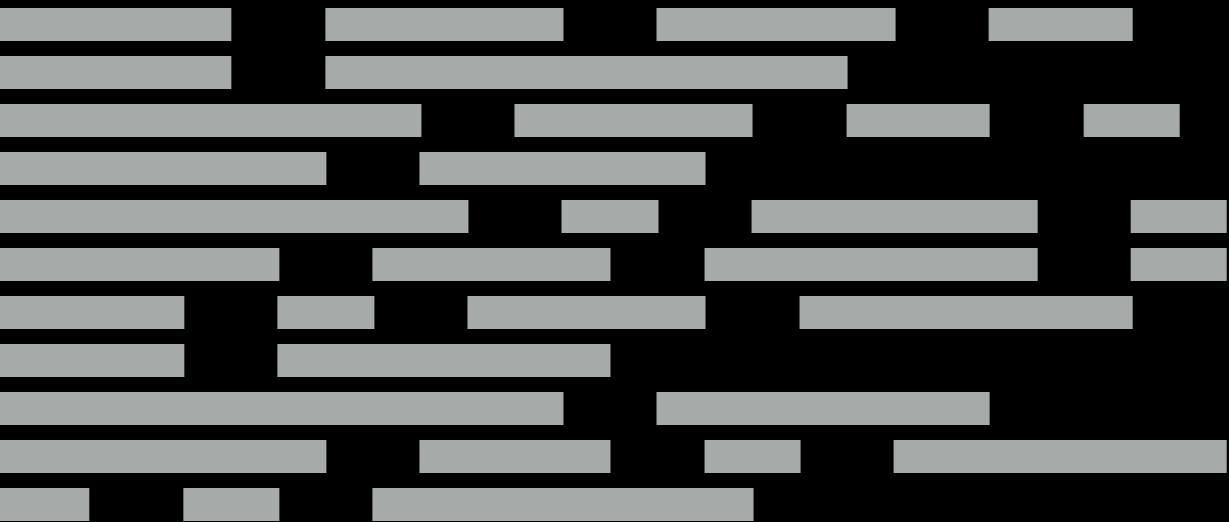
- 
- I. Objective
  - II. Audience
  - III. Competitive Analysis
  - IV. Creative Look & Feel

# I. Objective



Learn more

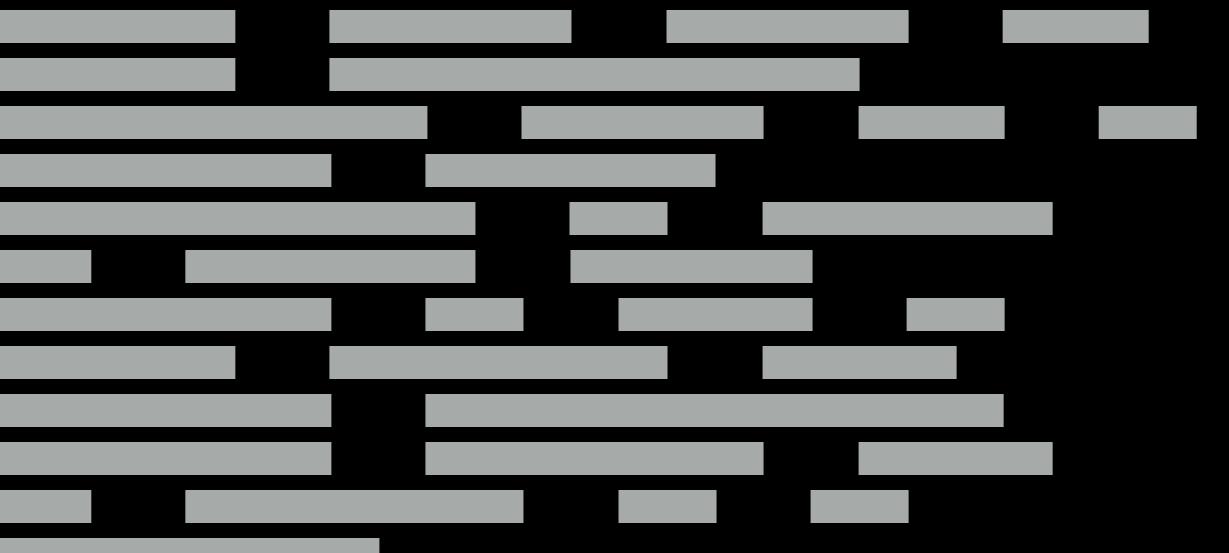




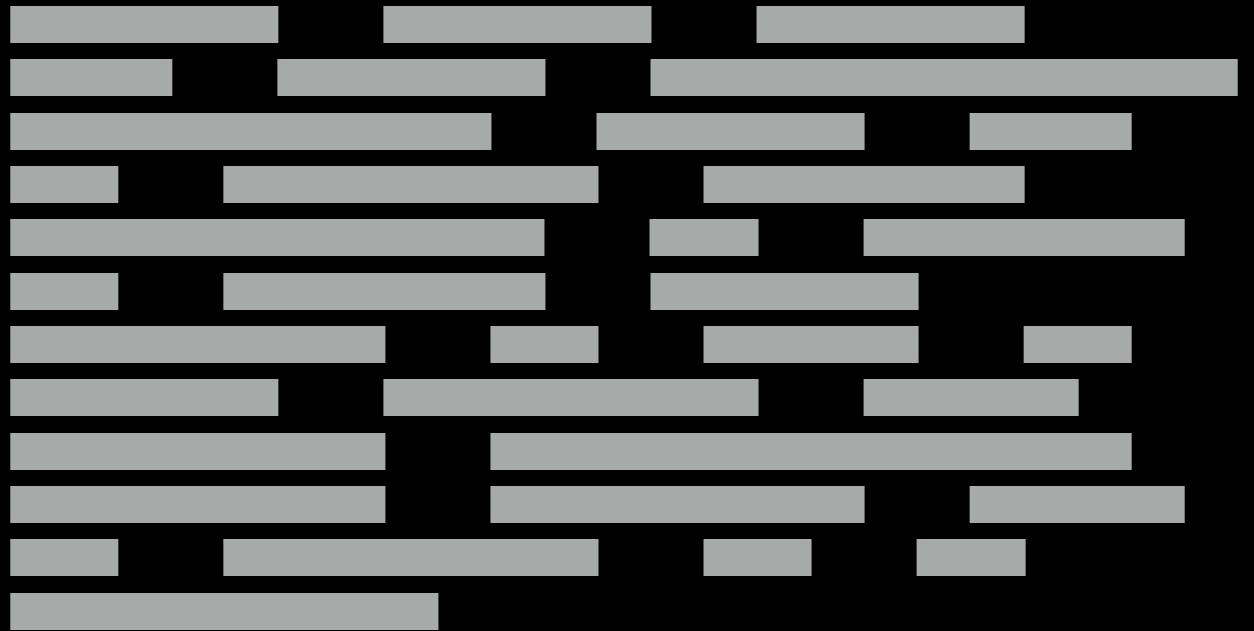
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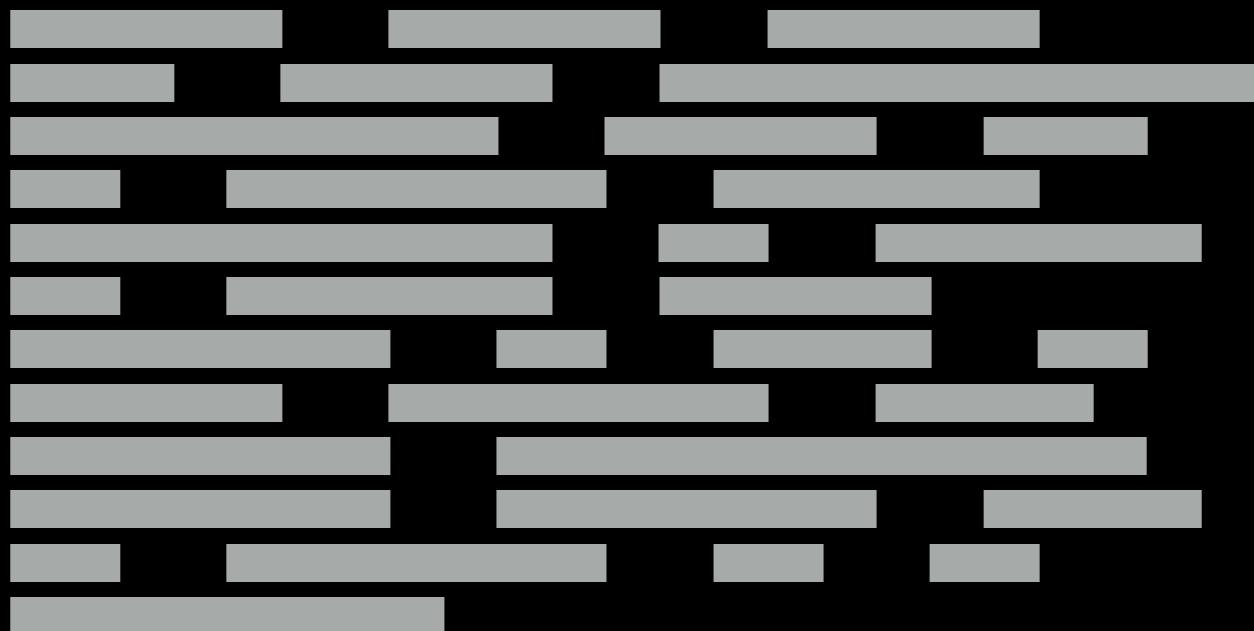




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Basecamp 3: Manage projects

Basecamp LLC [US] https://basecamp.com profesh

What's new in Basecamp 3? Client work + Basecamp 3! Pricing About us Support Sign in

 **Basecamp 3**

Just last week, **11,515 companies** got started with Basecamp 3!

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Dive into Basecamp 3...  

- [Core tools](#)
- [Work Can Wait](#)
- [Working with Clients](#)

Waiting for basecamp.com...



# Work together the easy way

Basecamp's unique blend of tools is everything any team needs to stay on the same page about whatever they're working on. There's nothing else like it!

**Basecamp is everything you need to pull people together**

Every team needs a way to divvy up work, hash things out quickly, make big announcements, keep discussions on-topic, store and organize key files and assets, lay out milestones and deadlines, and have regular check-ins to make sure

AmazonSmile : Nikon Coolpix L340

smile.amazon.com/gp/product/B00THKEKEQ?redirect=true

amazon smile Prime Camera & Photo New Year, New You Sponsored by Intuit

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Camera & Photo Deals Best Sellers Interchangeable-Lens Cameras Lenses Point-and-Shoots Sports & Action Cameras Camcorders Photography Drones Security Cameras

Electronics > Camera & Photo > Digital Cameras > Point & Shoot Digital Cameras

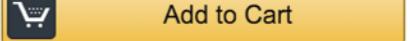
A black Nikon Coolpix L340 digital camera with a large lens. The lens barrel has "NIKKOR 28X WIDE OPTICAL ZOOM ED VR" and "COOLPIX 40-112mm 1:3.1-5.9" printed on it.

**Nikon Coolpix L340 Digital Camera, Black**  
by [DavisMAX](#)  
 94 customer reviews | 108 answered questions  
**#1 Best Seller** in Digital Point & Shoot Cameras

Share     590+ Shares

Qty: 1

Include 2-Year Drops & Spills Protection for \$17.13

 Add to Cart  
or 1-Click Checkout  
 Buy now with 1-Click®  
Order within 20hr 32min to get it:  
Sat +\$8.99 Sun Free

**In Stock.**  
Sold by [Cornfield Electronics](#) and Fulfilled by Amazon.  
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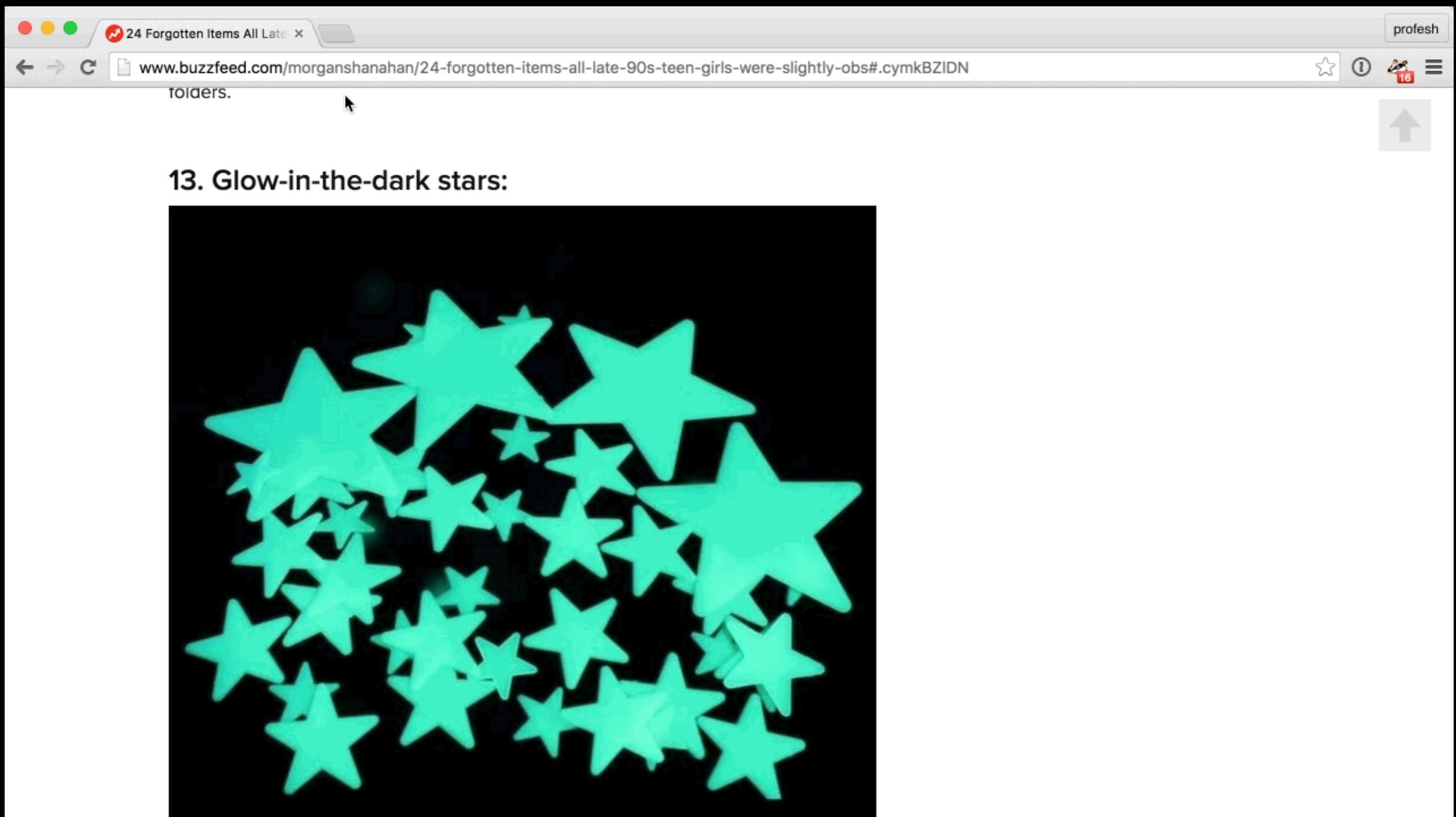
- 28x optical zoom, 56x Dynamic Fine Zoom
- 20.2-MP CCD sensor for bright, sharp photos and HD videos
- Larger ergonomic design for easier shooting
- HD 720p videos with sound bring your memories to life

124 new from \$121.00 4 used from \$109.95 1 refurbished from \$199.00

**International Versions** What Is an International Version?  
An international version item is a product not originally intended for sale in the U.S. Depending on the country of origin, international versions of a product

Ship to: Paula Lavalle- SEATTLE

Add to List



LE Lands' End | Outerwear, Sw x profesh

www.landsend.com ← → C ⌂

HELP ▾ STORE Ⓛ GIFT CARDS BUSINESS OUTFITTERS SHIP TO MY ACCOUNT ▾ BAG 0

# LANDS' END

Enter Keyword or Style #

WOMEN MEN KIDS OUTERWEAR SWIM SHOES HOME UNIFORMS SALE STYLIST'S PICKS

ENDS TOMORROW – **25% OFF YOUR ORDER** code: ALL25 pin: 2525 [DETAILS](#)

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for Lands' End email and get 30% off all reg. priced styles, plus free shipping on orders of \$50 or more.

Email Address

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SHOP WOMEN SHOP MEN

SHOP KIDS SHOP BOOTS



W Web design - Wikipedia, th × profesh

https://en.wikipedia.org/wiki/Web\_design

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Article Talk Read View source View history Search

 WIKIPEDIA  
The Free Encyclopedia

Main page  
Contents  
Featured content  
Current events  
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Interaction  
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About Wikipedia  
Community portal  
Recent changes  
Contact page

Tools  
What links here  
Related changes  
Upload file  
Special pages  
Permanent link  
Page information  
Wikidata item  
Cite this page

Print/export

# Web design

From Wikipedia, the free encyclopedia

**Web design** encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; **interface design**; authoring, including standardised code and proprietary software; **user experience design**; and **search engine optimization**. Often many individuals will work in teams covering different aspects of the design process, although some designers will cover them all.<sup>[1]</sup> The term web design is normally used to describe the design process relating to the front-end (client side) design of a website including writing mark up. Web design partially overlaps **web engineering** in the broader scope of **web development**. Web designers are expected to have an awareness of **usability** and if their role involves creating mark up then they are also expected to be up to date with **web accessibility** guidelines.

**Contents** [hide]

- 1 History
  - 1.1 1988–2001
    - 1.1.1 The start of the web and web design
    - 1.1.2 Evolution of web design
    - 1.1.3 End of the first browser wars
  - 1.2 2001–2012
    - 1.2.1 Modern browsers
    - 1.2.2 New standards
- 2 Tools and technologies
- 3 Skills and techniques
  - 3.1 Marketing and communication design
  - 3.2 User experience design and interactive design
  - 3.3 Page layout
  - 3.4 Typography

Twitter profesh

Twitter, Inc. [US] https://twitter.com

Home Moments Notifications Messages

Search Twitter

What's happening?

**may-li khoe** @mayli · 2m  
the best art  
is code  
for what will eventually be normal  
it is the edge of reasoning  
unencumbered by  
replicability  
metrics  
or scale  
@bamuthi

Trends · Change

#SEAvsCAR 374K Tweets

#Steelers 111K Tweets

#DemDebate 47K Tweets

#FaceTimeMeNash 207K Tweets

#Broncos 38.4K Tweets

Denver 135K Tweets

Super Bowl 116K Tweets

London 220K Tweets

Who to follow · Refresh · View all

**Soleio** @soleio Followed by Colin Dunn and...  
**Baseline Magazine** @baseli... Followed by ATypI and others

Find people you know Import your contacts from Gmail

Connect other address books

© 2016 Twitter About Help Terms Privacy  
Cookies Ads info Brand Blog Status Apps  
Jobs Advertise Businesses Media  
Developers

While you were away...

**Ken Wheeler** @ken\_wheeler · Jan 14  
I'm the worst.

```
/**  
 * The region to be displayed by the map.  
 *  
 * The region is defined by the center coordinates and the span of  
 * coordinates to display.  
 */  
region: React.PropTypes.shape({  
    /**  
     * Coordinates for the center of the map.  
     */  
    center:  
        /**  
         * The latitude and longitude of the center coordinate.  
         */  
        React.PropTypes.arrayOf(React.PropTypes.number).isRequired,  
        ...  
    span:  
        /**  
         * The span of the region, defined by the width and height.  
         */  
        React.PropTypes.arrayOf(React.PropTypes.number).isRequired,  
        ...  
})
```

## II. Audience

Home

Moments

Notifications

Messages



Search Twitter

**Jonathan Shariat**

@DesignUXUI



Following

How it feels to watch a user test your product for the first time.

#UX



RETWEETS

**14,593**

LIKES

**12,116**

0 - 5	<\$24k	Beginner	Arts & Entertainment
6 - 10	\$25k - \$30k	Proficient	Action & Adventure Films
11 - 13	\$31k - \$40k	Advanced	Banking
14 - 17	\$41k - \$50k	Expert	Bollywood & South Asian Film
18 - 24	\$51k - \$55k	-----	Books & Literature
25 - 34	\$56k - \$68k	Able-bodied	Concerts & Music Festivals
35 - 42	\$69k - \$87k	Visually impaired	Cleaning Agents
43 - 55	\$88k - \$95k	Hard of hearing	Dance & Electronic Music
55 - 65	\$95k - \$130k	Motor disability	Drama Films
65 +	\$131k +	Cognitive disability	[... and more! ]

0 - 5 ✓

<\$24k ✓

Beginner ✓

Arts & Entertainment ✓

6 - 10 ✓

\$25k - 30k ✓

Proficient ✓

Action & Adventure

Film

11 - 13 ✓

\$31k - \$40k ✓

Advanced ✓

Banking ✓

14 - 17 ✓

\$41k - \$50k ✓

Expert ✓

Hollywood & South  
Asian Film ✓

18 - 24 ✓

\$51k - \$55k

Able-bodied ✓

Books & Literature ✓

25 - 34 ✓

\$56k - \$63k

Visually impaired ✓

Concerts & Music  
Festivals ✓

35 - 44 ✓

\$69k - \$87k ✓

Hard of hearing ✓

Cleaning Agents ✓

43 - 55 ✓

\$88k - \$95k ✓

Motor disability ✓

Dance & Electronic  
Music ✓

55 - 65 ✓

\$95k - \$130k ✓

Cognitive disability ✓

Drama Films ✓

65+ ✓

\$131k+ ✓

[... and more! ]

**IMPOSSIBLE**

Ads Settings work

https://www.google.com/settings/u/0/ads/authenticated?hl=en

Paula 

# Control your Google ads

You can control the ads that are delivered to you based on your Google Account, across devices, by editing these settings. These ads are more likely to be useful and relevant to you.

## Your interests

- Arts & Entertainment
- Books & Literature
- Dance & Electronic Music
- Hair Care
- Make-Up & Cosmetics
- Music Videos
- Pop Music
- Search Engine Optimization & ...
- Banking
- Concerts & Music Festivals
- Drama Films
- Hygiene & Toiletries
- Mobile Phones
- Pet Food & Supplies
- Recording Industry
- Service Providers
- Bicycles & Accessories
- Consumer Electronics
- Fitness
- Indie & Alternative Music
- Music & Audio
- Pianos & Keyboards
- Reggaeton
- Toys

[+ ADD NEW INTEREST](#) [VIEW 1 MORE INTEREST](#) [WHERE DID THESE COME FROM?](#)

## Your Google profile



Gender



Age

# NN/g Nielsen Norman Group

Evidence-Based User Experience Research, Training, and Consulting

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HOME TRAINING CONSULTING REPORTS **ARTICLES** ABOUT NN/G

## Seniors as Web Users

by [JAKOB NIELSEN](#) on May 28, 2013

Topics: [Accessibility](#) [Web Usability](#)

**Summary:** Users aged 65 and older are 43% slower at using websites than users aged 21–55. This is an improvement over previous studies, but designs must change to better accommodate aging users.

In rich countries, **older users are the last Internet frontier** as every other age group is already online in vast numbers.

In 2002, the United States had an estimated 4.2 million Internet users over the age of 65. As of 2012, this number had grown to **19 million American seniors on the Internet**, for a **growth rate of 16% per year** throughout this decade.

In contrast, from 2004 to 2012, the number of U.S. Internet users aged 30–49 increased only 3% per year, from 58 million to 73 million.

The situation is similar in the U.K., where the Office for National Statistics estimated the following change in Internet use during a one-year period:

	End of 2011	End of 2012	Annualized Growth Rate
Aged 35–44	95.9%	96.9%	1%
Aged 65–74	59.8%	65.4%	9%

Yes, there are more young users, but the number of older users is growing much more rapidly, driven by two factors:

# Seniors

“let users increase text size as desired”

“use large text for hypertext links”

“uncomfortable trying new things or hesitant to explore”

“almost twice as likely to give up on a task”

“have a harder time remembering which parts of a website they’ve visited”

“they keep a list of steps and instructions about how to use websites they need or often visit”

# THE WALL STREET JOURNAL.

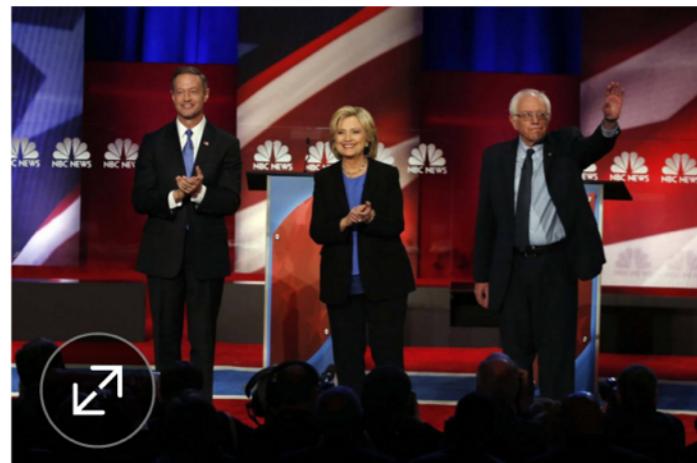
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U.S. Edition ▾ | January 18, 2016 | Today's Paper

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate



## What's News



Former Maryland Gov. Martin O'Malley , left, former Se...

LIVE

## Clinton, Sanders Trade Barbs Over Health Care

Hillary Clinton criticized Bernie Sanders's single-payer health plan, released just hours ahead of the debate, saying she favored building on the Affordable Care Act. Follow [The Wall Street Journal's live coverage](#).

## Iran Accord Stokes Anxiety

As Iran celebrated sanctions relief, its regional foes were wary, fearing the windfall will be used to bolster causes they oppose.

213



- [Iran Tempers Expectations on Oil's Return](#)
- [Gulf Stock Markets Tumble](#)
- [Iran: A Deal's Impact](#)

## SpaceX Stumbles in Landing Booster



Elon Musk's space-transportation company SpaceX failed to successfully land the main part of a spent rocket on a floating ocean platform. And while the mission carried out the primary aim of blasting a



## Markets

U.S.	EUROPE	ASIA	FX	RATES	FUTURES
DJIA	15988.08	-2.39%			
S&P 500	1880.33	-2.16%			
Nasdaq	4488.42	-2.74%			
Russell 2000	1007.72	-1.75%			
DJ Total Mkt	19296.29	-2.10%			
Global Dow	2120.52	-0.43%			

Jan 15 '16, 4:43 PM EST

## Opinion

### Iran's Hostage Triumph

*Review & Outlook*

### Yet Another Vast Right-Wing Conspiracy



*By George Melloan | Bookshelf*

### The Terrorists Freed by Obama

*By Stephen F. Hayes and Thomas Joscelyn | Commentary*

THE WALL STREET JOURNAL

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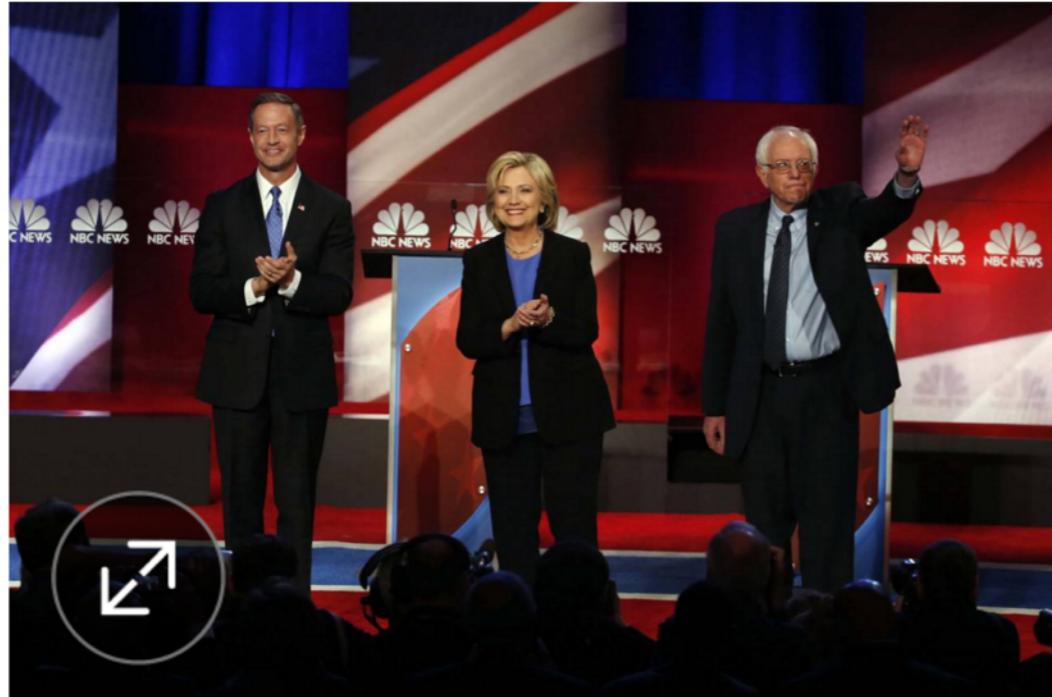
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## What's News →



Former Maryland Gov. Martin O'Malley , left, former Se...

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### Iran Accord Stokes Anxiety 🔑

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Evidence-Based User Experience Research, Training, and Consulting

Search

HOME TRAINING CONSULTING REPORTS **ARTICLES** ABOUT NN/G

## Children's Websites: Usability Issues in Designing for Kids

by [JAKOB NIELSEN](#) on September 13, 2010

Topics: [User Behavior](#) [Young Users](#)

**Summary:** New research with users aged 3-12 shows that older kids have gained substantial Web proficiency since our last studies, while younger kids still face many problems. Designing for children requires distinct usability approaches, including targeting content narrowly for different ages of kids.

Millions of children use the Internet, and millions more are coming online each year. Many websites specifically target children with educational or entertainment content, and mainstream websites often have specific "kids' corner" sections — either as a public service or to build brand loyalty from an early age.

Despite this growth in users and services, little is known about how children actually use websites or how to design sites that will be easy for them to use. Website design for kids is **typically based purely on folklore** about how kids supposedly behave — or, at best, on insights gleaned when designers observe their own children, who hardly represent average kids, typical Internet skills, or common knowledge about the Web.

To **separate design myths from usability facts**, we turn to empirical user research: observations of a broad range of children as they use a wide variety of websites.

This research covers **users aged 3–12 years**. (Guidelines for sites targeting 13- to 17-year-olds are available in a report from our separate [research with teenagers](#).)

### User Studies

We conducted two separate rounds of usability studies, testing a total of 90 children (41 girls and 49 boys):

- Study 1 (9 years ago). In this study, we tested 27 sites with 55 children, aged 6–11. We conducted about 2

# Kids

“the best predictor of how children use websites is how much online practice they have”

“children 9 years and older are more likely to scroll”

“many kids behave more like adult users and refuse to read”

“avoid stuffing too many navigation schemes into a single design ... it can be devastating for children”

“kids tend to reuse the same method they’ve used before to initiate an action”

“target very narrow age groups: young (3–5), mid-range (6–8), and older (9–12) at minimum”

Home - LEGO.com

www.lego.com/en-us/default.aspx

100% Reset Search

LEGO

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What's New





Meet the Princesses

Explore the new Disney Princess™



New Technic Sets

Be one of the first to see the latest news



Share Your Creations

Visit the new LEGO® Classic gallery



The Force Awakens

Check out the new

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### III. Competitive Analysis

How are you different?  
What is the value you bring?



sign in / account

my store  
Seattle Pike ...

weekly ad

gift cards

lists / registries

REDCard

email offers  
sign up & save

≡ shop all categories

all | search



your cart



clothing, shoes &amp; jewelry

free shipping on orders of \$25+ &amp; free returns on every order. view details

baby &amp; kids

home, furniture &amp; patio

electronics &amp; office

toys &amp; video games

movies, music &amp; books

sports, fitness &amp; outdoors

beauty, health &amp; pharmacy

grocery, household &amp; pets

gifts, parties &amp; holiday

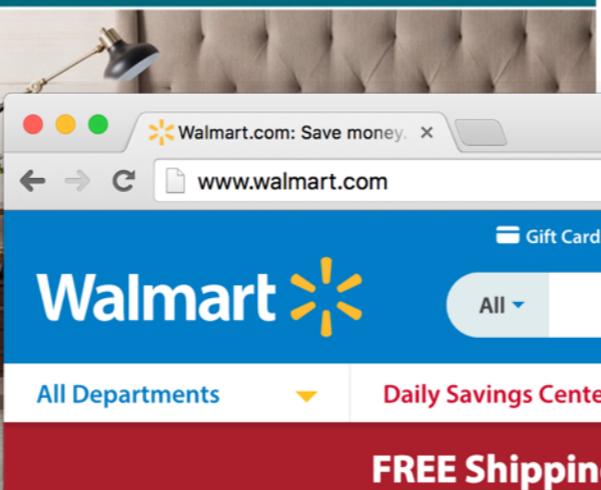
clearance &amp; deals

all categories

## our big January bed & bath sale.

spend \$50, save \$10 | spend \$100, save \$25\* with promo code REFRESH

+ save up to 15% on select bed &amp; bath items.\*



The Live Well Event

spend \$125. save 15%

Low prices  
More frugal  
Conservative,  
good boy/  
good girl

Low prices  
More fun  
Whimsical,  
design intensive

profesh

Walmart.com: Save money.

www.walmart.com

Gift Cards Registry Lists Weekly Ads Store Finder Track Order Credit Card Help

Hello, Sign In My Account

Walmart

All Departments Daily Savings Center Dare to Compare My Local Store Tips & Ideas Learn how to SAVE \$25

FREE Shipping | FREE Pickup | FREE Returns Learn More

FREE store pickup as soon as today!\*

Hot Rollbacks

iPad mini 2 16GB WiFi – \$199

Shop Now



\*On eligible items at select stores.



### Featured Products

Rollback



24 pack



Home furnishings, kitchens X

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Offers New Ideas Living room Bedroom Bathroom Kitchen & Appliances Textiles & Rugs For Business Home organization All Department

NEWS: Product Recall of LATTJO tongue drum and LATTJO drumsticks, VYSSA SPELEVINK Crib Mattresses, PATRULL nightlight, PATRULL KLÄMMA & SMIDIG...

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Shop BESTÅ storage Excludes BESTÅ BURS. IKEA FAMILY member pricing valid November 25, 2015 - January 26, 2016, while supplies last. Not all IKEA FAMILY offers available online.

More news and inspiration from IKEA

Home furniture  
Luxury  
Reclaimed,  
weathered  
design

RH Homepage profesh

RH MODERN RH BABY & CHILD RH TEEN RH CONTEMPORARY ART

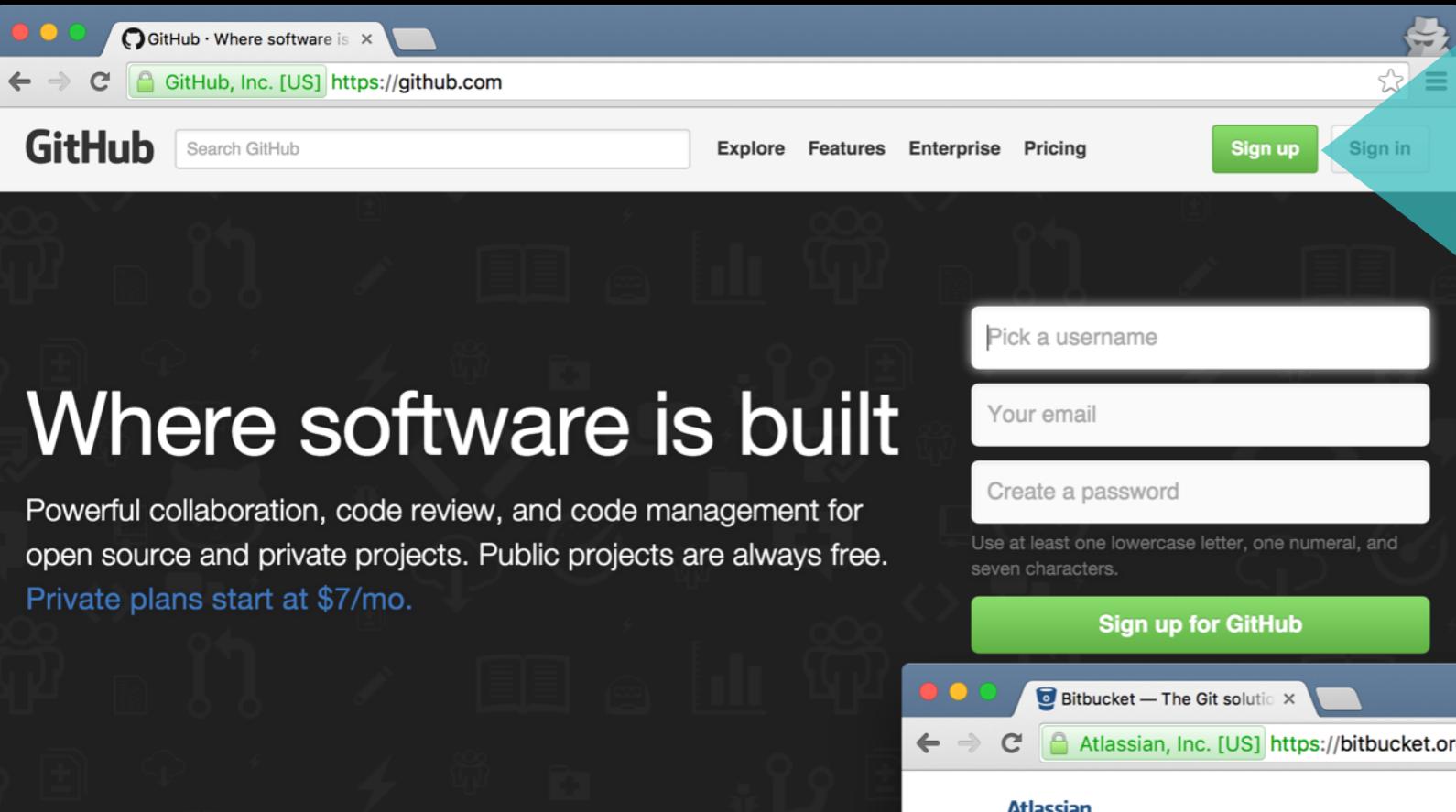
LIVING DINING BED BATH LIGHTING TABLEWARE WINDOWS RUGS DÉCOR HARDWARE OUTDOOR GIFTS EXPLORE ROOMS BABY&CHILD SALE

ANNUAL BED & BATH EVENT  
SAVE 20-50%  
PLUS AN EXTRA 10% ON FINAL SALE  
NOW THROUGH JANUARY 18  
ENTER CODE EXTRA10 AT CHECKOUT\*

ENJOY 0% INTEREST  
FOR UP TO 24 MONTHS\*  
MINIMUM PURCHASE REQUIRED — LEARN MORE ▶

A teal arrow points from the IKEA section to the Restoration Hardware section, indicating a comparison or relationship between the two brands.

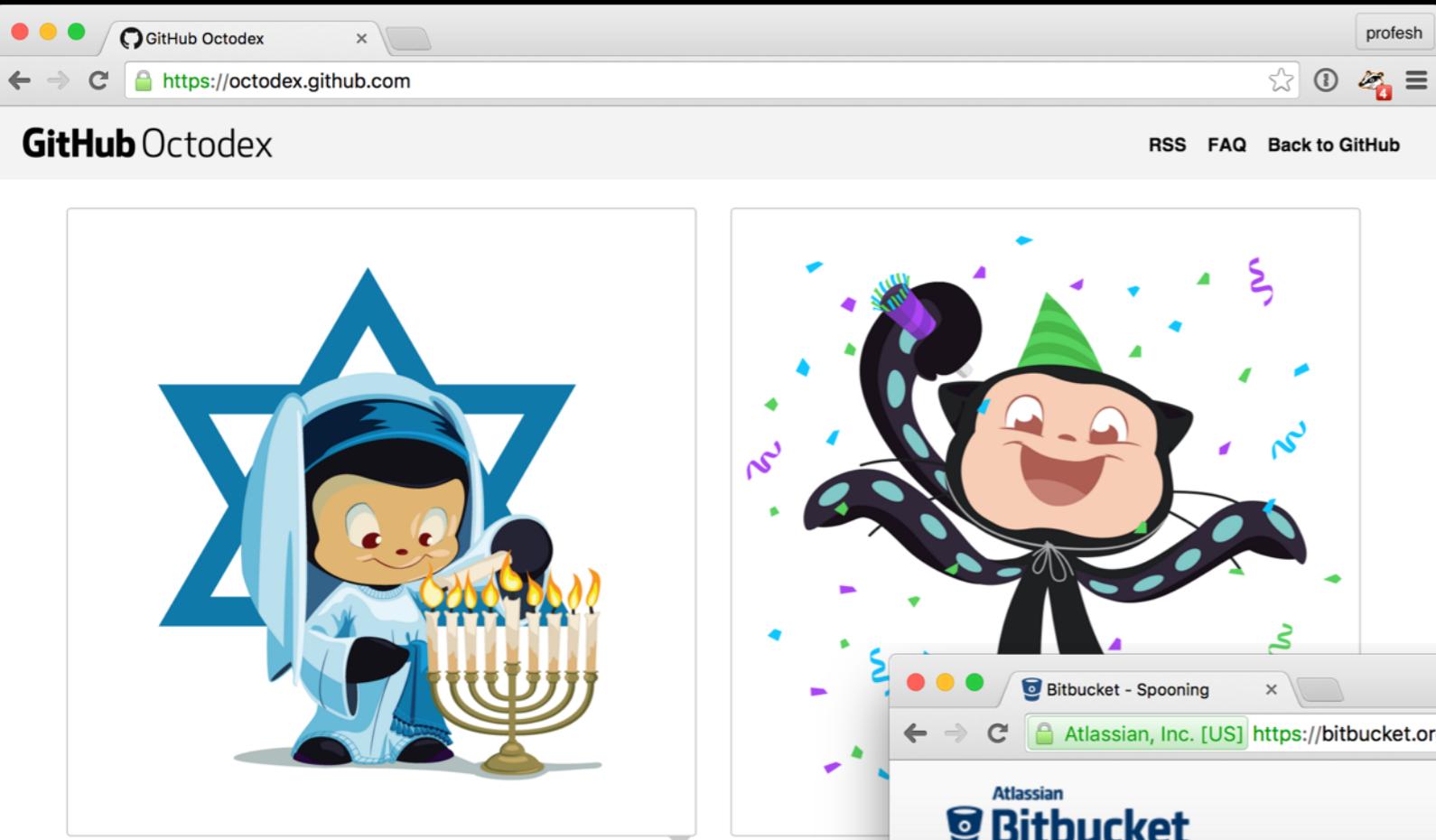
Home furniture  
Affordable  
Modern,  
minimalist design



git hosting  
“Social coding”  
Fun, futuristic,  
yet established



git hosting  
“professional  
teams”  
Business  
appropriate, new  
kid on the block



The screenshot shows the Bitbucket Spooning landing page at <https://bitbucket.org/spooning/>. The page features a video player showing a man in a Bitbucket t-shirt. To the right, there is a section titled "Spooning BY BITBUCKET" with the text: "DVCS technology introduced the world to forking. Now, we here at Bitbucket are proud to present the next step in the process – spooning! Achieve the speed of pair programming with an added level of quiet, knowing intimacy." Below this is a yellow button with the text "START SPOONING NOW! WITH A FREE BITBUCKET REPO". At the bottom, there is a link to a YouTube video with the URL <https://www.youtube.com/embed/dYBjVTMUQY0?autoplay=1...>.

## IV. Creative Look & Feel

# Grids

Pinterest: Discover and save... profesh

[https://www.pinterest.com/search/pins/?q=sandwiches&rs=typed&term\\_meta%5B%5D=sandwiches%7Ctyped](https://www.pinterest.com/search/pins/?q=sandwiches&rs=typed&term_meta%5B%5D=sandwiches%7Ctyped)

sandwiches

Paula 19

Healthy And Wraps Recipes Finger Party For Lunch For Dinner Panini >

All Pins Your Pins Pinners Boards

CHICKEN STUFFED french bread

Whip up this breakfast sandwich for a hearty breakfast you deserve. Savory bacon, fluffy eggs and melty cheese are packed between your favorite flaky biscuits!

1805 380 1

BREAKFAST BISCUIT SANDWICH

from pillsbury.com

Bacon, Egg and Cheese Biscuit Sandwiches

Whip up this breakfast sandwich for a hearty breakfast you deserve. Savory bacon, fluffy eggs and melty cheese are packed between your favorite flaky biscuits!

1805 380 1

Hot HAM & SWISS Croissants

Chicken Bacon Avocado Sandwich with "secret sauce"

nataschkitchen.com

**Thomas Robin**  
Développeur web

colorblind view

**It's Numbered**  
e-commerce



**It's Numbered journal**  
blog

**Trevose Harbor House**  
Vitrine

# Hierarchy







## Work together the easy way

Everyone's working toward something big. It's time to bring all the people you care about together. Here's exactly how we do it.

### Everyone's working toward something big.

The world needs more people who have the right tools to work together. That's why we're here to help.



# Color



Send Better Email | MailChi ×

profesh

mailchimp.com

Features Pricing Support Blog More

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# Send Better Email

J+S Stoneware 1 Editing

Help Preview and Test Save and Exit

Content Design Comments

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Home



Examples



Themes



About Us



Pricing

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carbonmade



Yeah!

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1,020,533

portfolios  
and counting!

featuring

2,183,238

projects

with

15,284,796  
images

# Your online portfolio.

Sign-up!

It's free!

Hiring creatives?

The Talent Pool

TRUE FACTS!

Easy to use.

# Typography

1. Make the body text look good. There's more of it than anything else.

2. Point size is the size of the letters. On the web, the comfortable range is 15–25 pixels.

3. Line spacing is the vertical distance between lines. It should be 120–145% of the point size.

eg. line-height: 1.2 or  
line-height: 1.45

- line length is the horizontal width of the text block. Line length should be an average of 45–90 characters per line or 2–3 lowercase alphabets

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyzabc

5. And finally, font choice. The fastest, easiest, and most visible improvement you can make to your typography is to ignore the fonts that came free with your computer and buy a professional font. A professional font gives you the benefit of a professional designer's skills without having to hire one.