

Engineering Good Design & Usability

Blake Reary and
Cai GoGwilt

MIT 6.470, January 2012.

What we'll cover:

1. User-centered Design
2. Interaction Design Techniques
3. Visual Design Techniques

What is Design?

A lot of disciplines are considered “Design”

Research, illustration, photoshop, interaction design, user experience, usability, art, visual, architecture understanding, pixels, fashion, fabric, icons, materials industrial, psychology, color, typography, grids, intuition wireframes, comps, advertisements, motion, animation photography, personas, synthesisResearch, Illustration photoshop, interaction design, user experience, usability art, visual, architecture, understanding, pixels, fashion fabric, icons, materials, industrial, psychology, color typography, grids, intuition, wireframes, comps

In broad terms, design is
Creating an artifact for a purpose.

What makes good design?

Good design is transparent.

Good design eliminates friction.

Good design is empathetic.

“ If we want users to like our software we should design it to behave like a likeable person: respectful, generous and helpful. ”

-Alan Cooper

Ok. But I'm an engineer, not
a designer.



*not an actual
engineer

Design is an extension of
engineering.

So how do I design my project?

TURBO[♥] HEARTS



Thursday, January 12, 12

◀ ▶ + | <http://turboheartsv1.herokuapp.com/games/1> ⌂ Google +

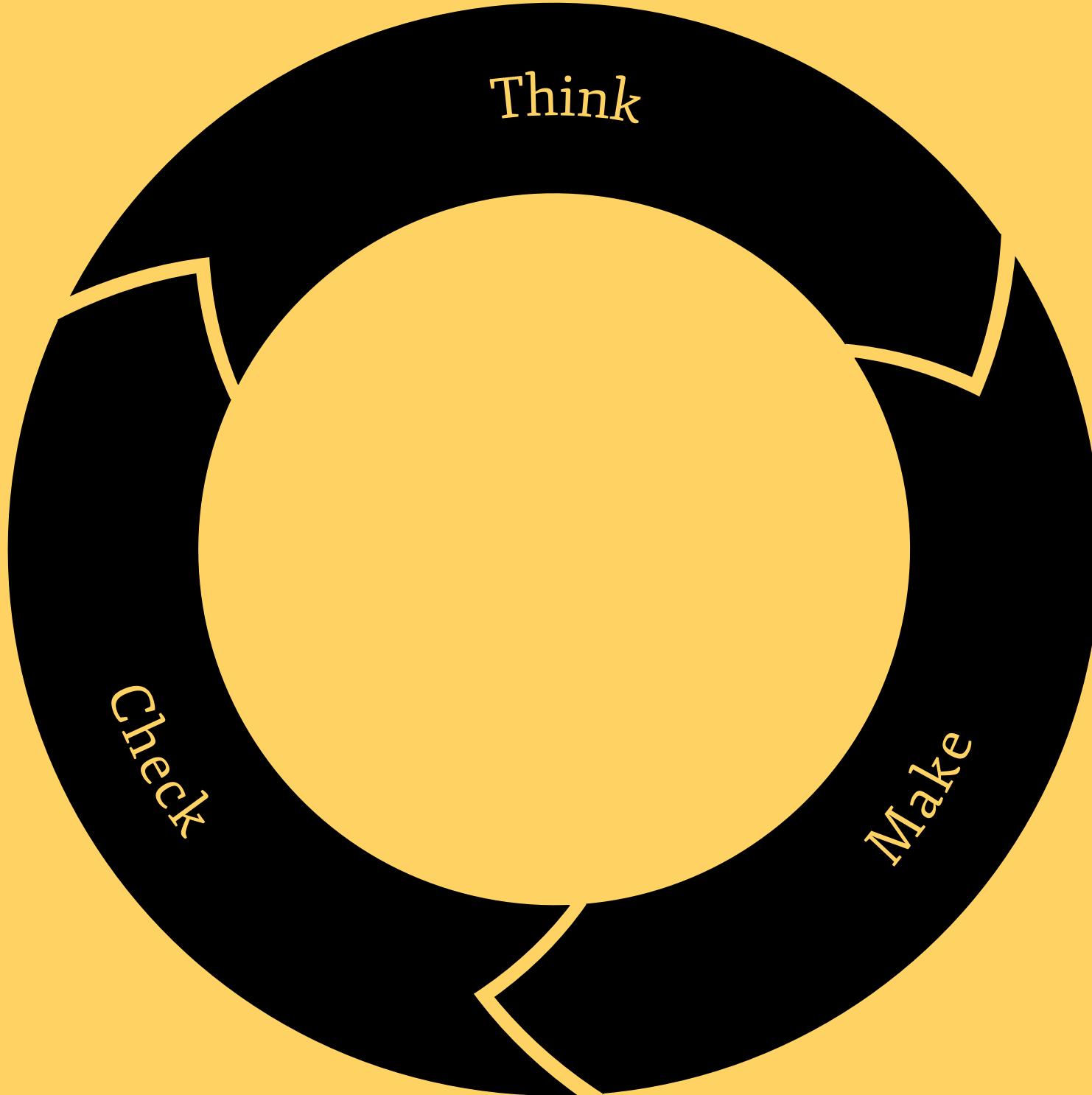
Turbohearts

dc	ea	ep	tw		
10	20	30	40	Edit	Destroy
50	-100	20	31	Edit	Destroy
60	-80	50	71		

[Add round](#)

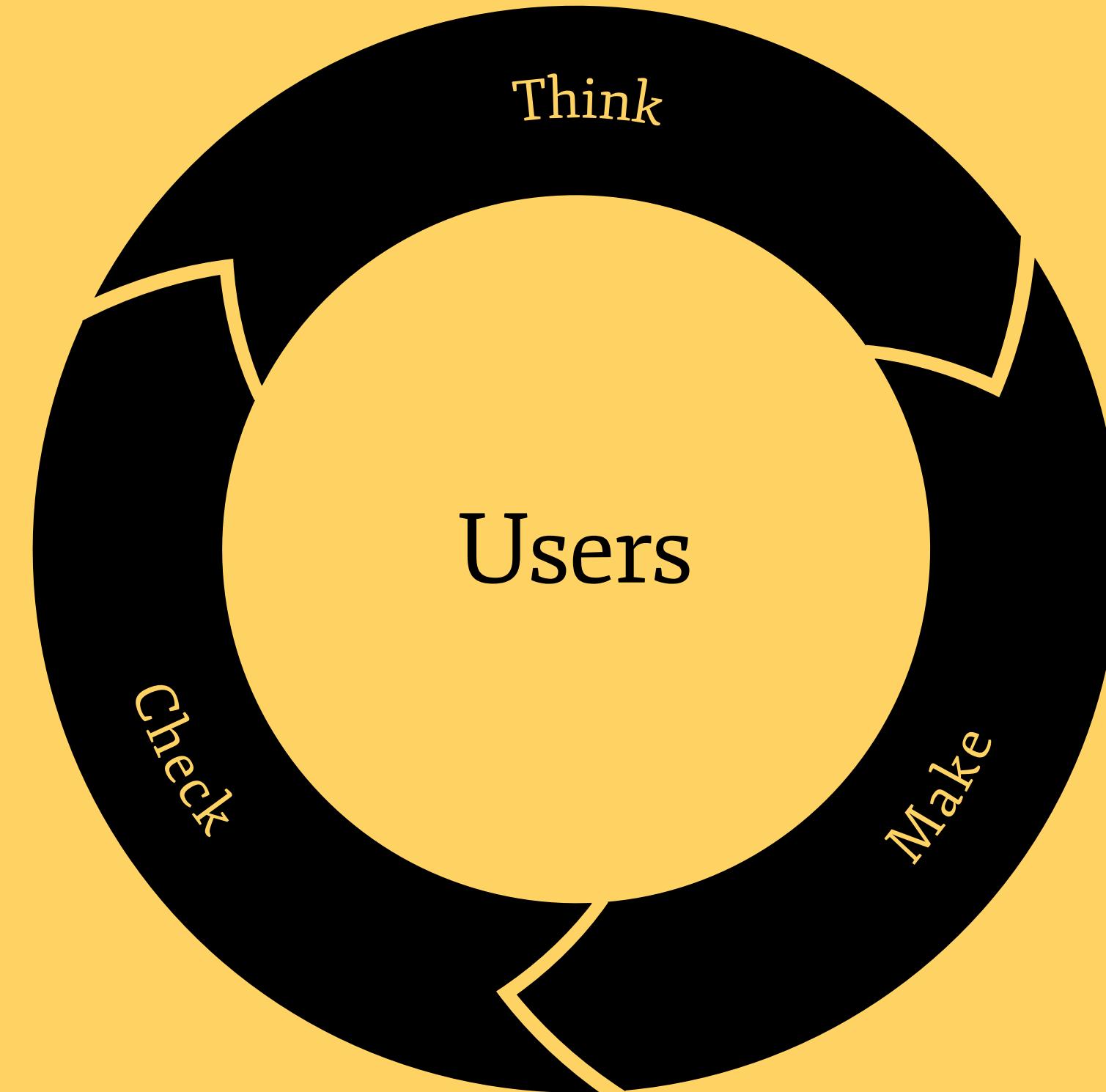
[Edit](#) | [Back](#)

The design process.



*Adapted from Janice Fraser, LUXr

The design process.



Who's going to use your site?

Welcome to Flickr – Photo Sharing

http://www.flickr.com/

Welcome to Flickr – Photo Sharing

flickr® from YAHOO!

The Tour Explore Sign In Sign Up

Search



Share your life
in photos

Sign up now
or login with your ID:  

© by Tannenberg

Upload
More ways to get your photos online.
Multiple ways to upload your photos to Flickr—through the web, your mobile device, email or your favorite photo applications.

Discover
See what's going on in your world.
Keep up with your friends and share your stories with comments & notes. Add rich information like tags, locations & people.

Share
Your photos are everywhere you are.
Upload your photos once to Flickr, then easily and safely share them through Facebook, Twitter, email, blogs and more.

Free!

It takes less than a minute to create your free account & start sharing!



**"PLAYING WITH
FRIENDS HAS NEVER
BEEN THIS EASY"**

- Fredrik Loving, Battlefield Producer

Login to see your personal profile, join a platoon,
talk about the game you just played, or just check-
in to see whether or not your friends are out-





User Research: Interview potential users.

- Identify a diverse set of potential users
- Even if you are designing this for yourself, if anyone else will use it, talk to them.



User Research: Interview potential users.

“Why do you play turbo hearts?”

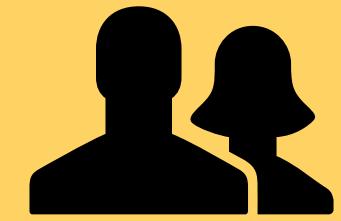
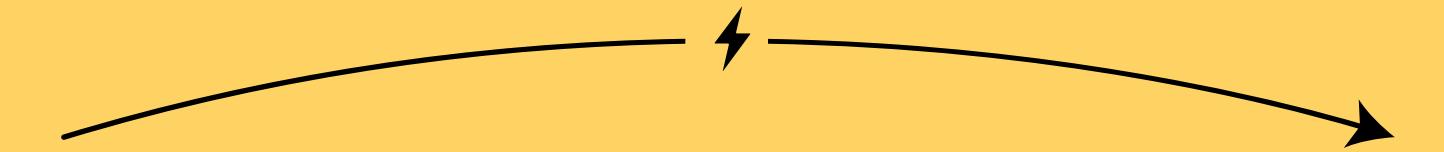
“How often do you play?”

“Is anyone better than you? Worse? How can they get better?”

“How do you keep score?”

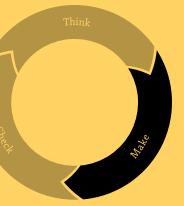


Research Data



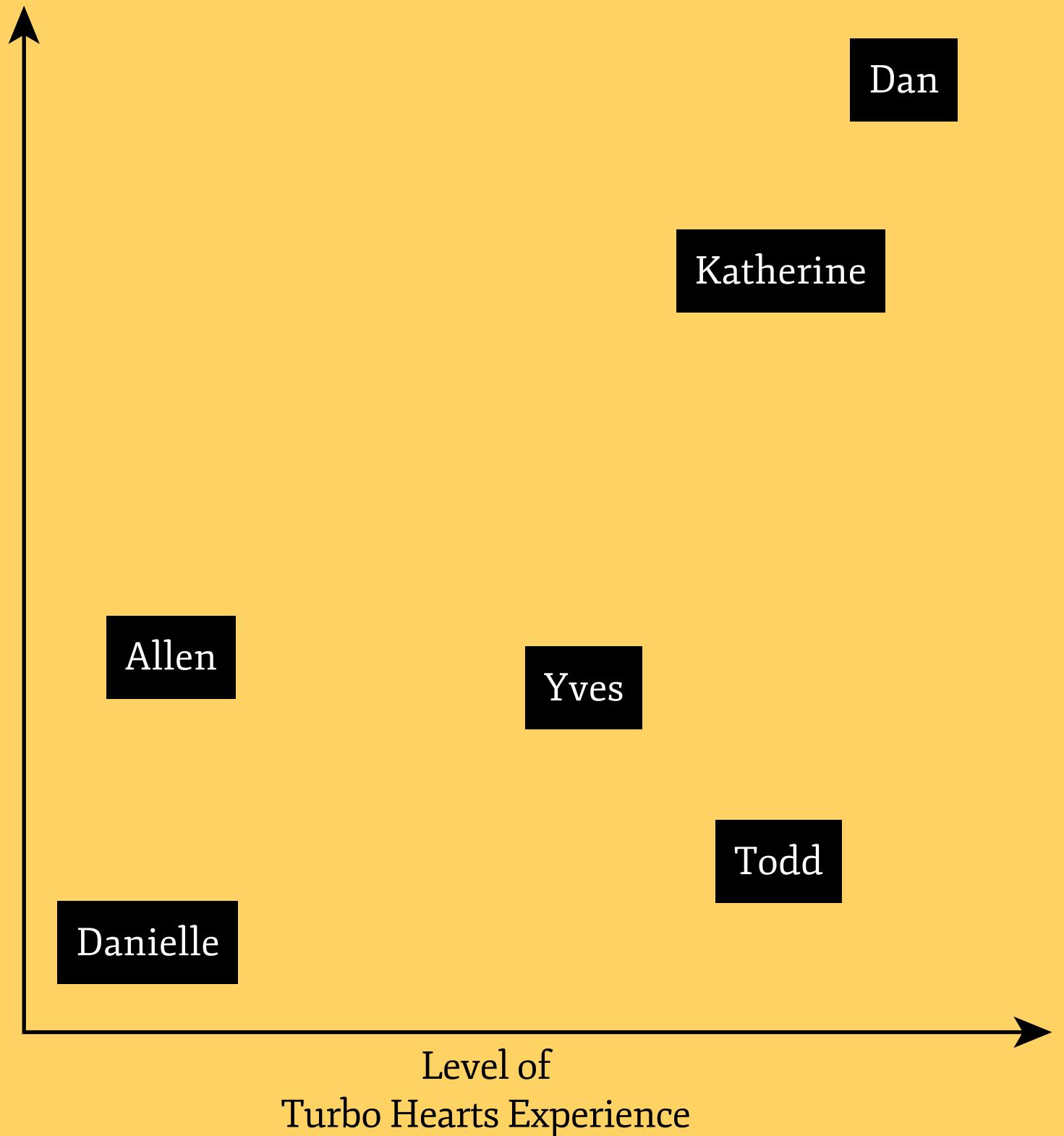
Personas

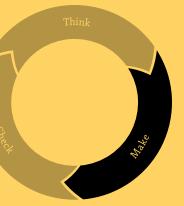
Model personas from what you learned in your user interviews



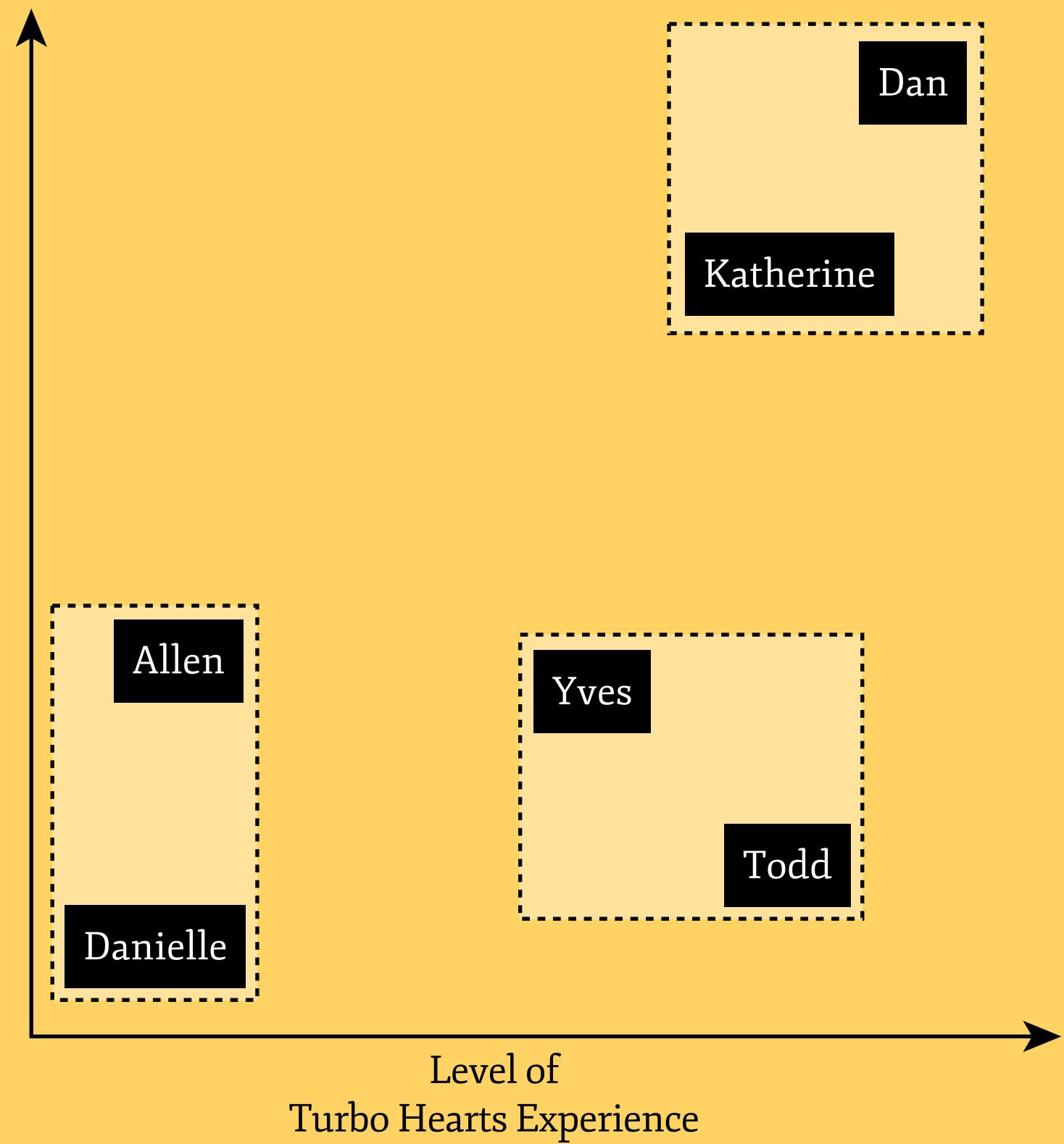
Identifying variables

Seriousness in play



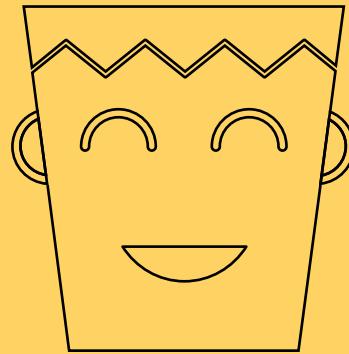


Seriousness in play





Turbo Hearts Personas

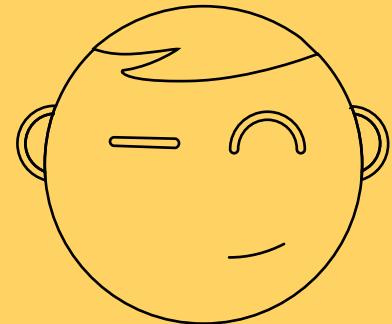


Dan

- Turbo hearts expert
- Plays almost every day at lunch. Usually wins.
- Keeps track of scores on paper, inputs to big spreadsheet later
- Loves statistics
- Wants to gain insight from his historical gameplay

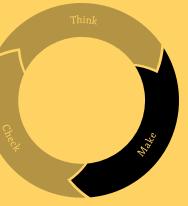


Turbo Hearts Personas

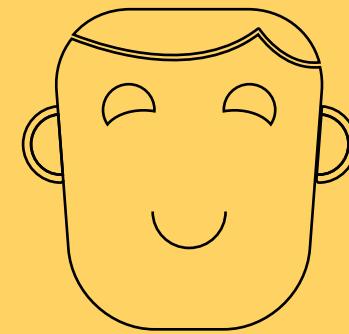


Todd

- Plays frequently
- Mostly plays “for the lulz” – it suits his sense of humor
- Wants to know how much havoc he’s caused
- Prefers bridge over turbo hearts
- Likes statistics

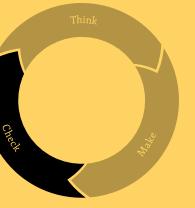


Turbo Hearts Personas

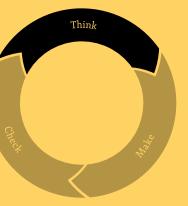


Allen

- Plays infrequently
- Doesn't consider himself good
- Thinks the game is too competitive
- Wants to be a better player, but not quite sure how



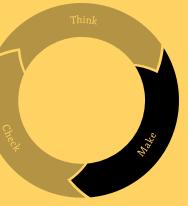
Check mappings of personas to variables



Use Cases

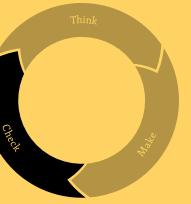


- Use cases are the goals of the users
- Use cases, unlike workflows, prevent you from getting locked into a UI



Derive use cases from your personas

- Keep track of how much “money” players owe each other
- Compare a player’s stats to another player’s
- See improvement over time
- Get better at the game



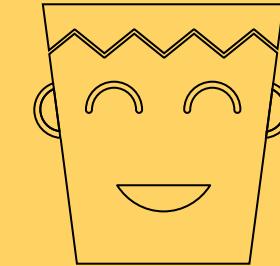
Keep track of how much “money” players owe each other

Standings

Profile page

Sparklines

Line chart



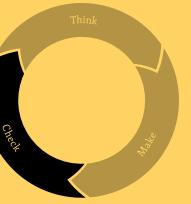
Boss Table

Dashboard

League

Overall score

Recent games



Compare a player's stats to another player's

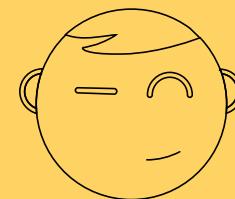
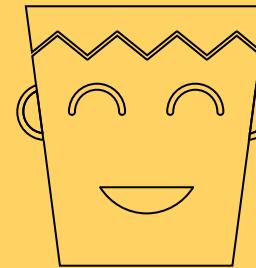
Overall score

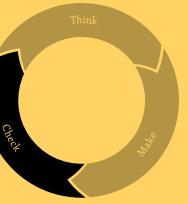
Line chart

Standings

Boss Table

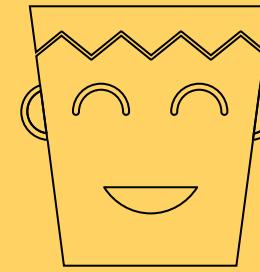
Profile page



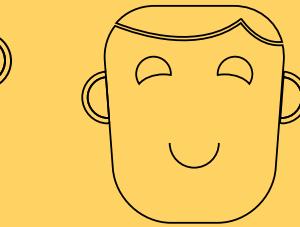


See improvement over time

Overall score

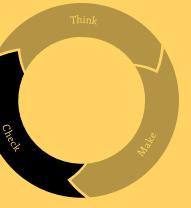


Line chart

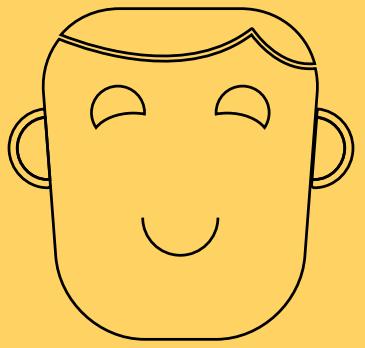


Standings

Profile page



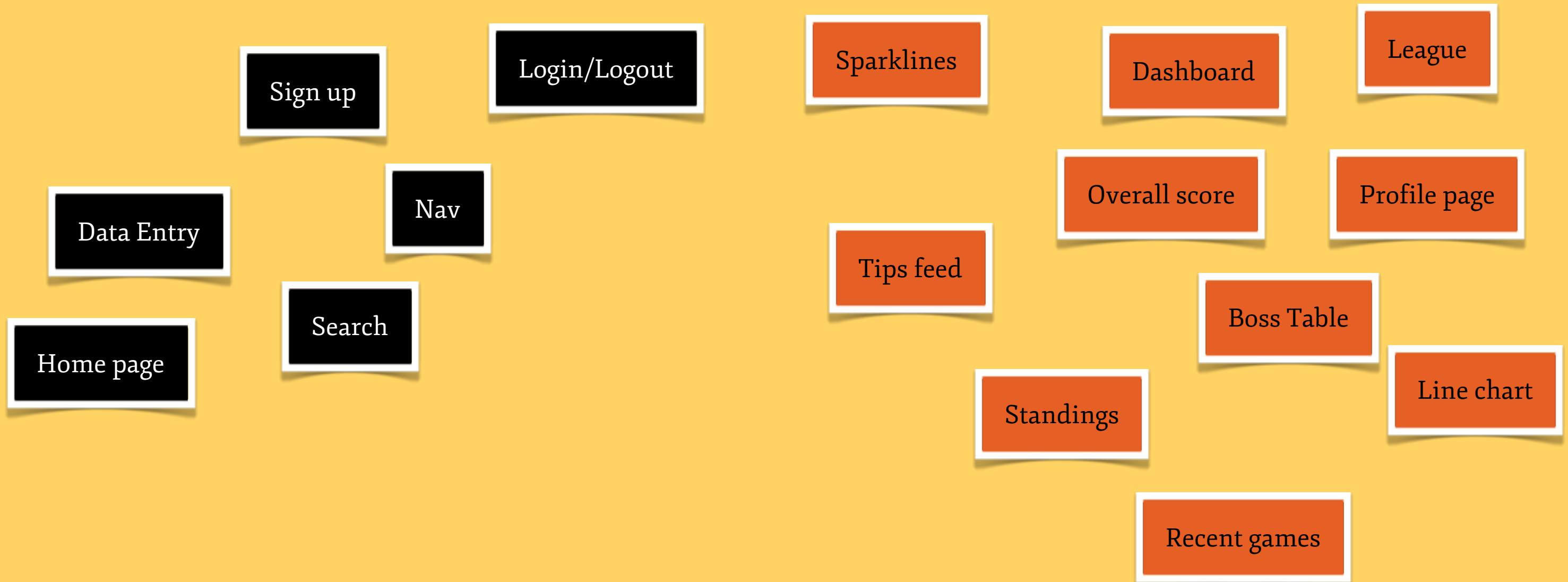
Get better at the game



Tips feed

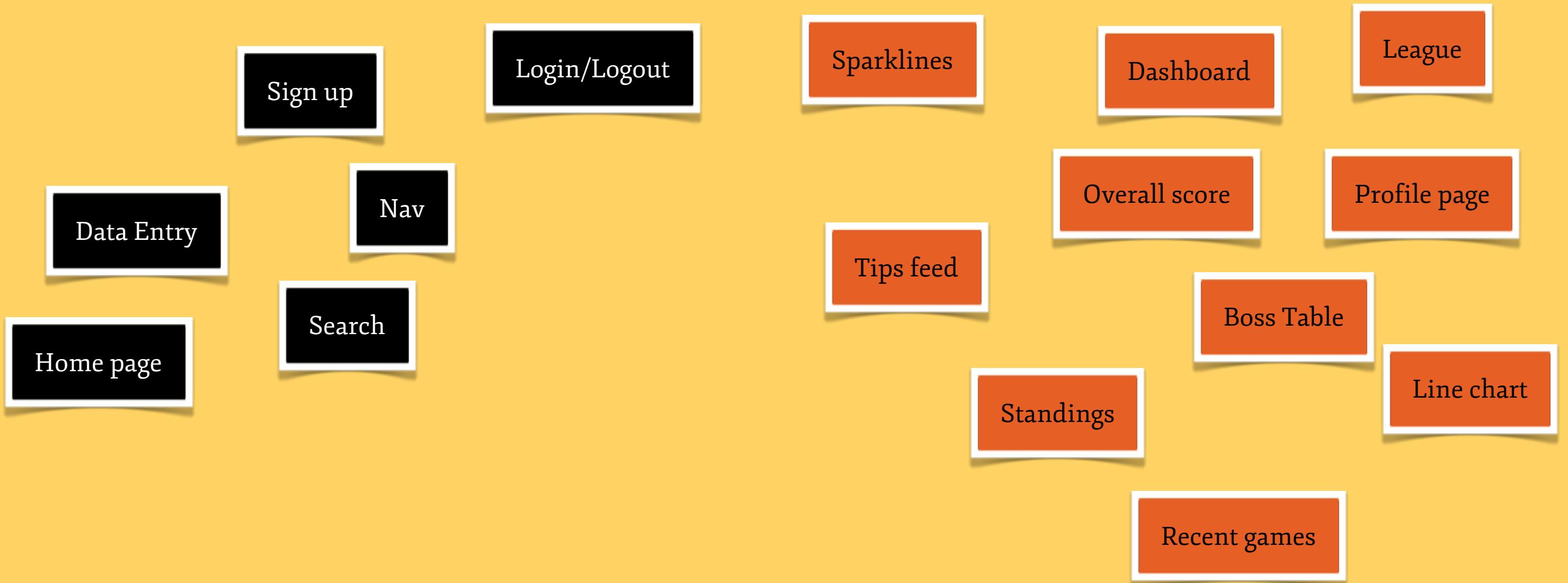
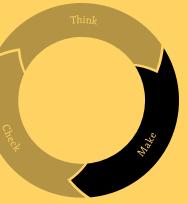


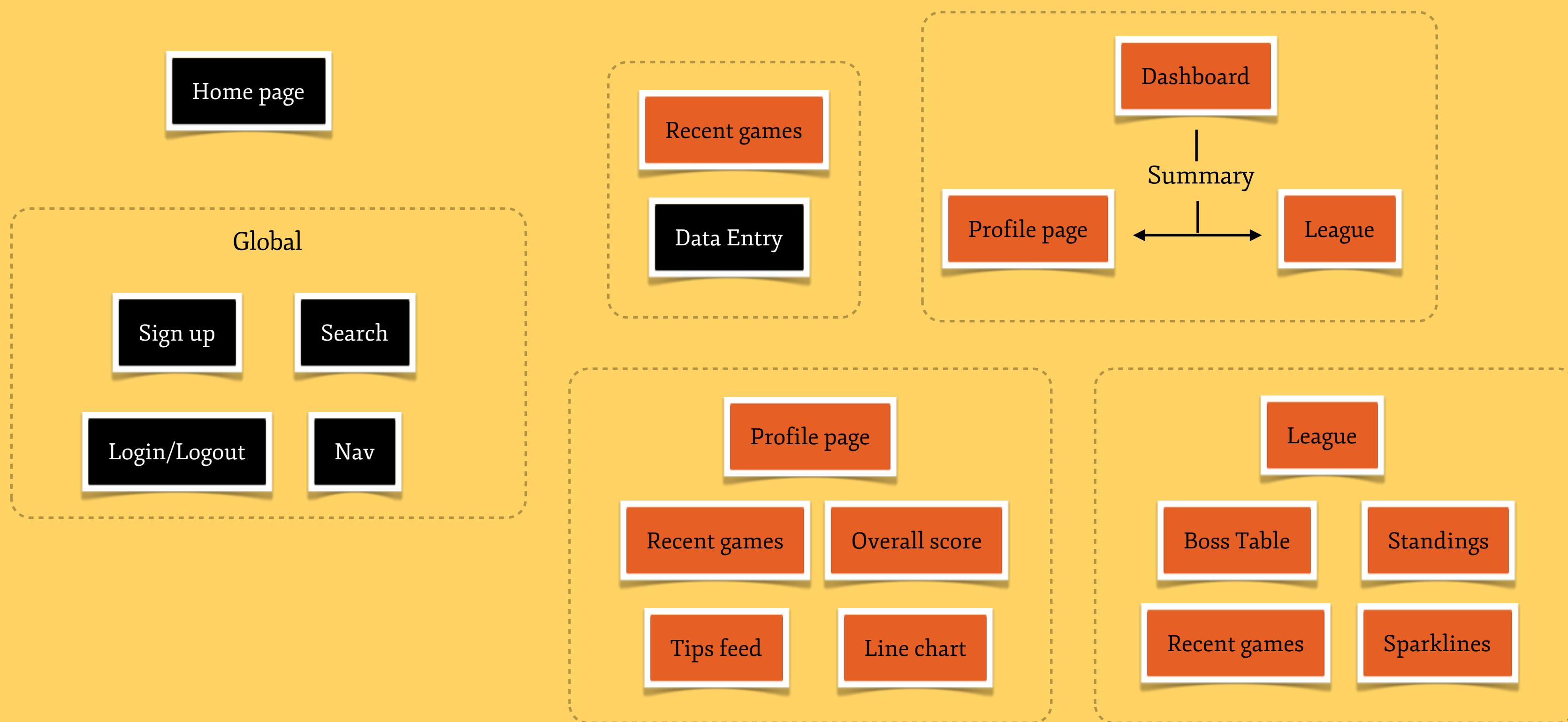
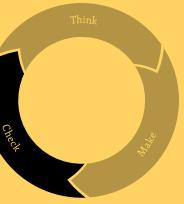
Information Architecture: How the site is organized

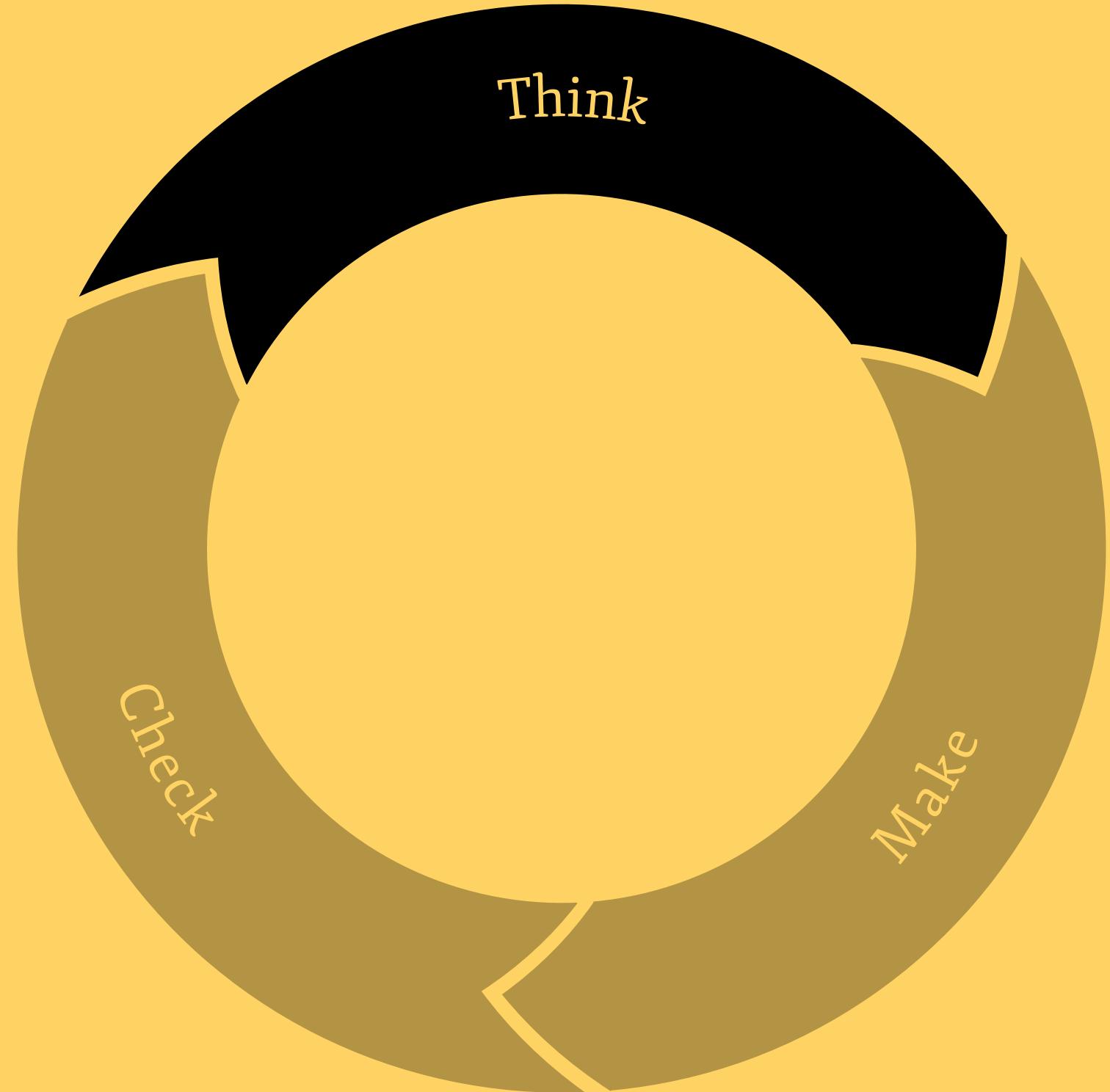


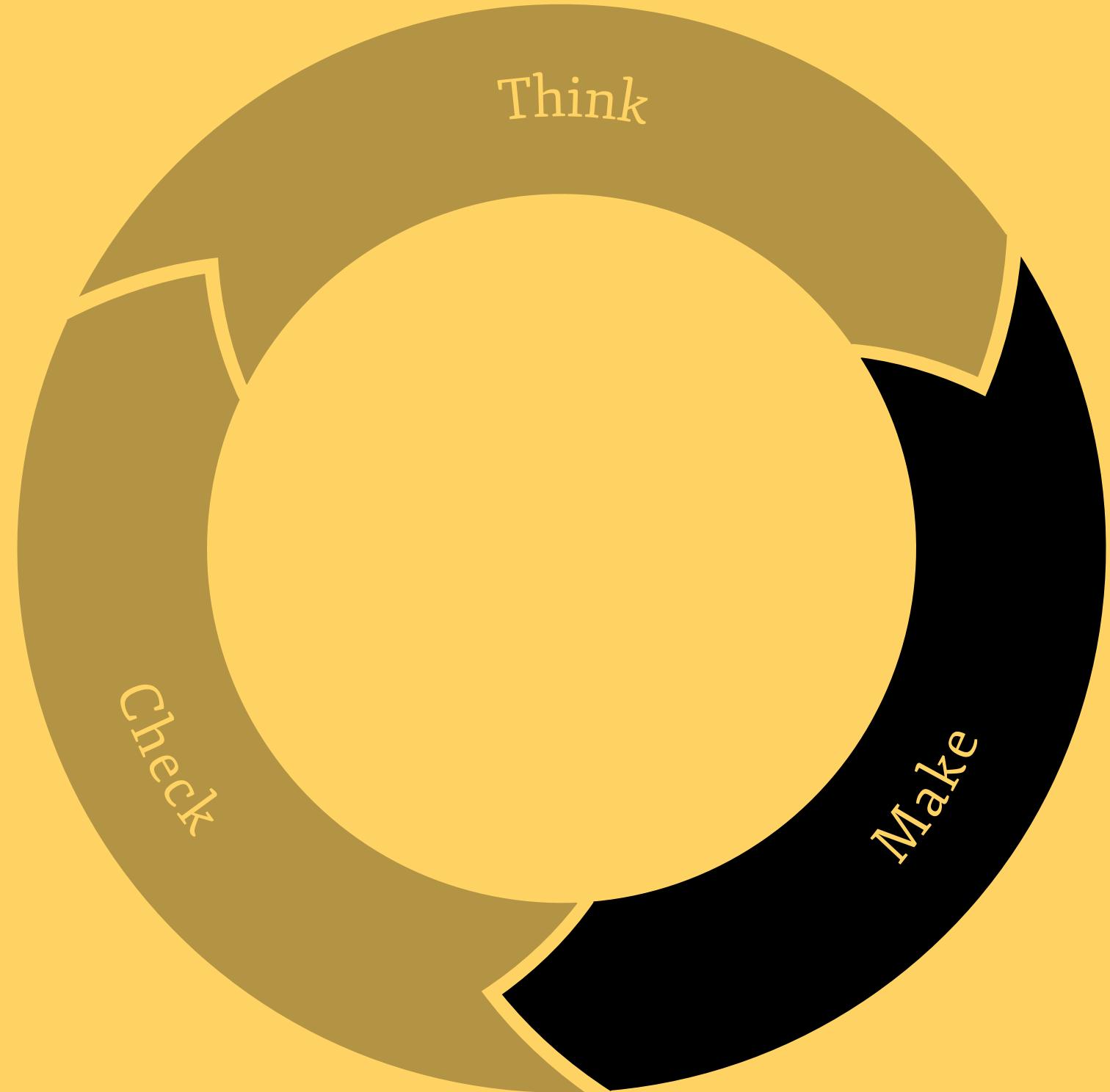
What goes where?

Technique: Card sorting

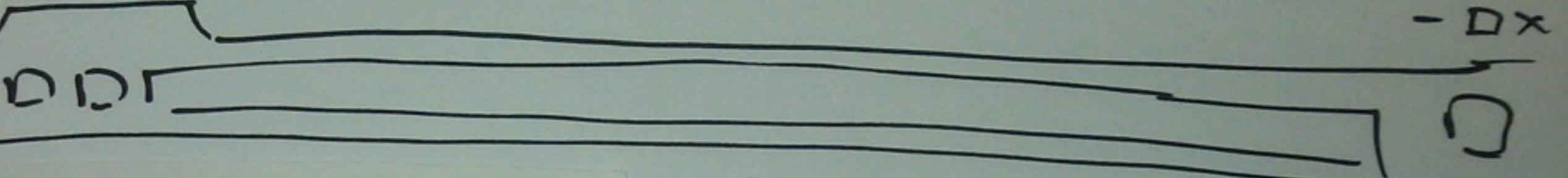








Sketching your design



TURBO HEARTS SCORE TRACKER

Track your score, improve
your game.

Start Tracking!

View other player profiles. Search
for friends who may have posted
your scores already

Search for a player

Recent Games

12/21	Dan -5	Todd 12	\$130	£34
12/20	Todd 5	Dan 7	\$120	£15
12/17	On 20	Todd 22	\$130	£164

username password

Recent Tips

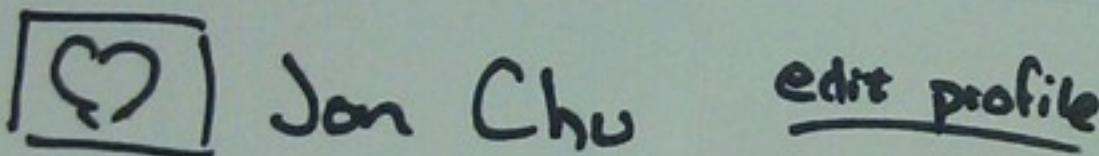
Dan - don't lead with the Queen,
it gives everyone too much
information.

Register or Log In to reply

Todd to Allan - try to run more.
Allan - Any tips on how?
Dan - If you have more than
7 cards of a suit you
have a good chance
of taking everything

Register or Log In to reply

TURBO HEARTS SCORE TRACKER



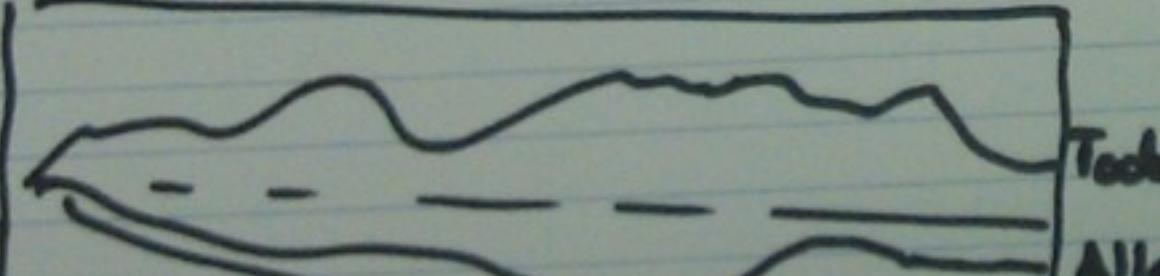
Recent Games

New game:	Player Hand							
12/15	Todd: 17	Allan: 20	Jon: 22	Mike: 15				
12/10	Dan: 5	Todd: 22	Allan: 23	Jon: 10				

Post tip
Post tip

Leagues

Deflatable league only view



Logged in as Jon Chu
Go to Dashboard

Logout

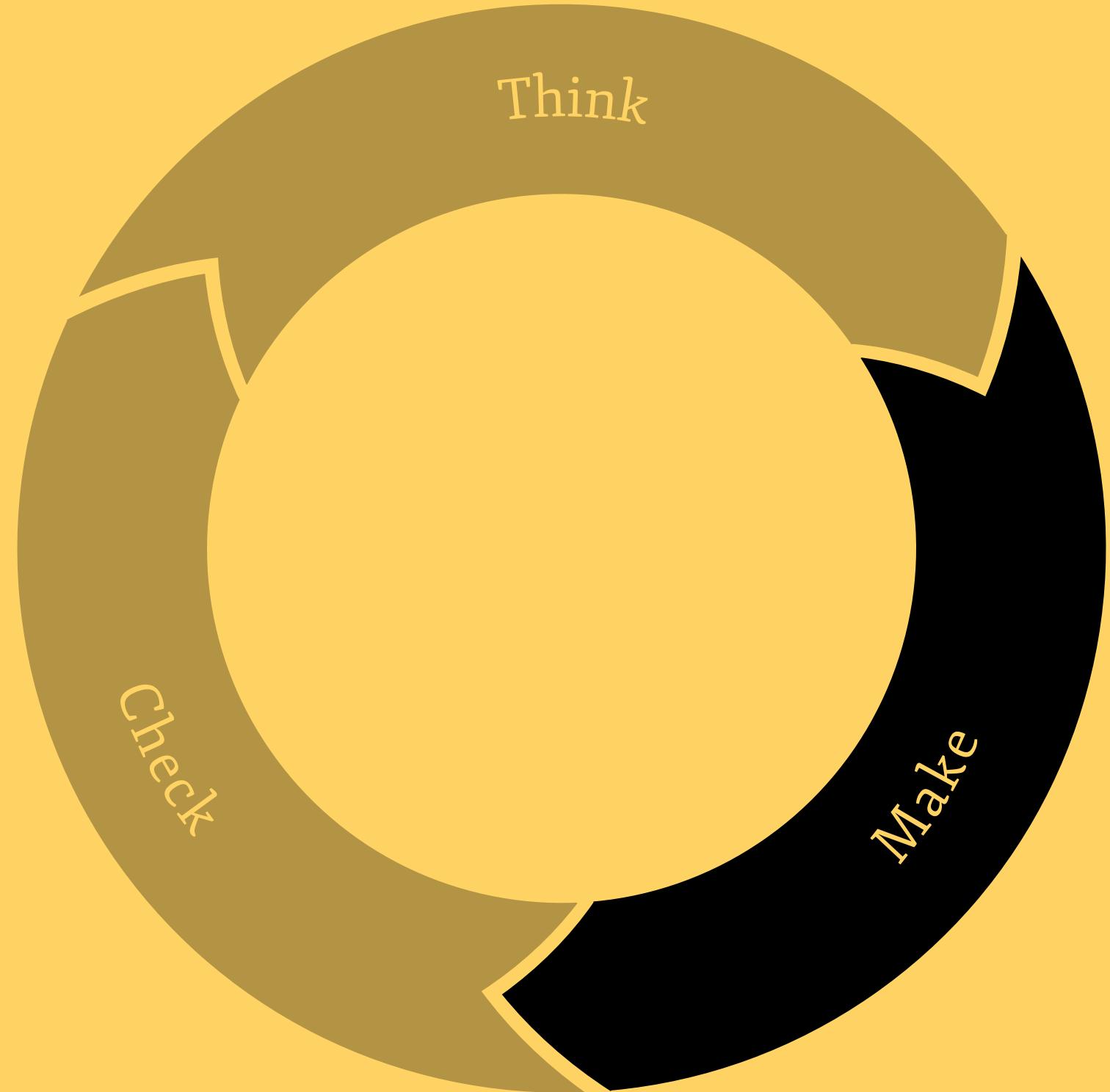
Recent Tips

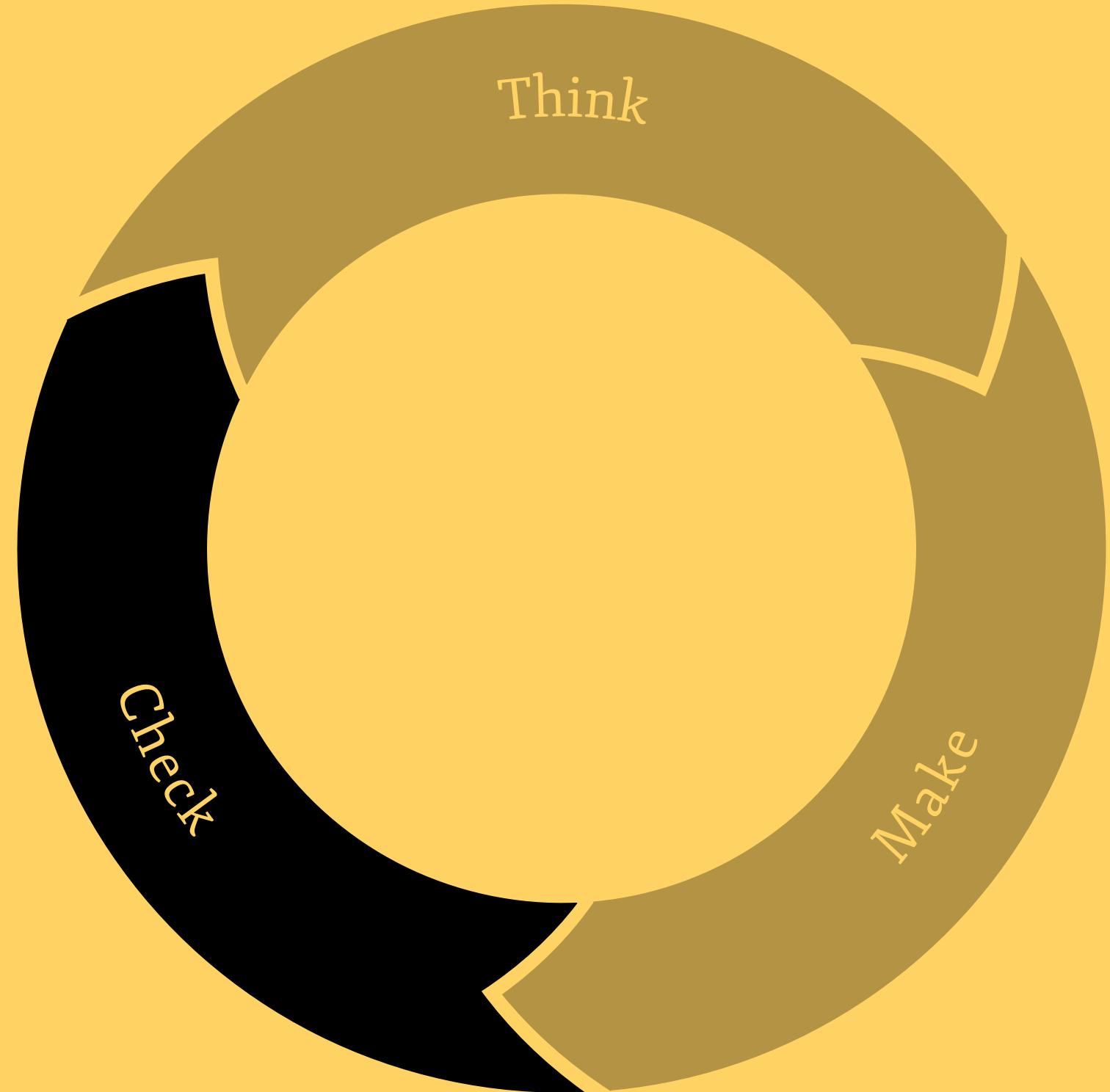
Dan - don't hang with the Queen,
it gives everyone too much
information.

Write a comment

Write a tip

Tod



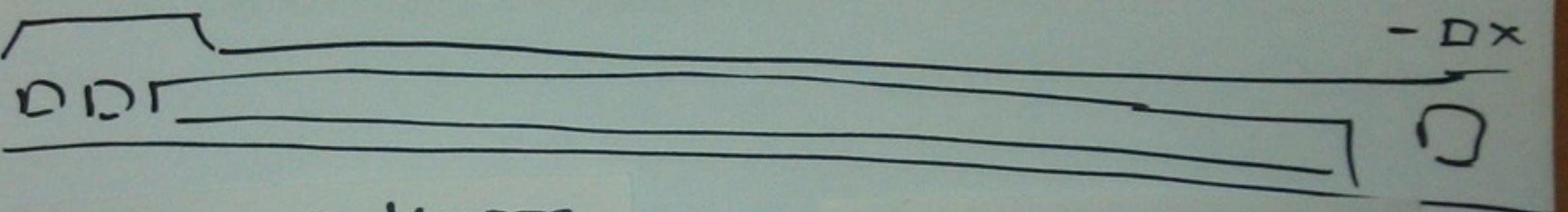


Paper Prototyping

- Use your wireframe sketches as the basis
- Use post-its or index cards as interactive interface elements, e.g. buttons, drop downs, dialogues, navigation
- A pen works as pointer device

Paper Prototyping

- To effectively user test, have interactive elements ready for the desired workflow
- If the user wants to do something that you have not sketched, ask the user to sketch what they think it should be



TURBO C7 HEARTS SCORE TRACKER

Username (email)

First name

Last name

Password

Confirm password

scumbag@chu.net

Jon

chu

.....

.....

Use default game name (Jon C)

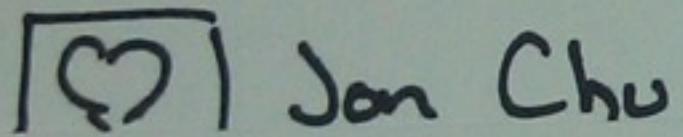
Use custom game name

Start Tracking!

DDT

- DX

TURBO HEARTS SCORE TRACKER



Jon Chu

Recent Games

New game:

12/15

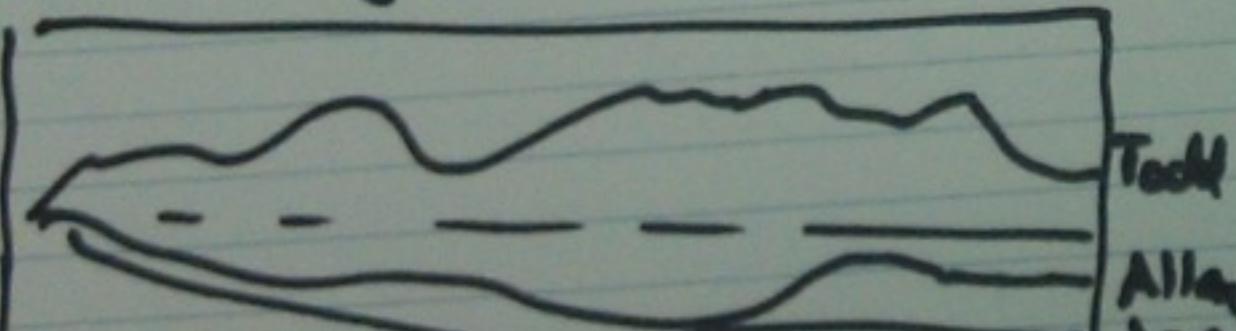
12/10

IAI
Allen
Albert
Alan

17	Allen: 20	Jan: 22	8x35	Post tip
5	Todd: 22	EA: 23	Jan: 20	Post tip

Leagues

Deflatable league only v1.0



Logged in as Jon Chu
Go to Dashboard

Logout

Recent Tips

Dan - don't leak with the Qn,
it gives everyone too much
information.

Write a comment

Write a tip

Am I Jon? :)

Discovering what works and what doesn't

More refined prototypes

Visual Design

“ Vision trumps all the senses. Half of the brain's resources are dedicated to seeing and interpreting what we see. ”

-Susan Weinschenk

100 Things Every Designer Should Know About People



TRACK YOUR TURBO HEARTS SCORES!

It's what you've always wanted: a place to track all of your turbo hearts games and keep tabs on how your friends are playing.

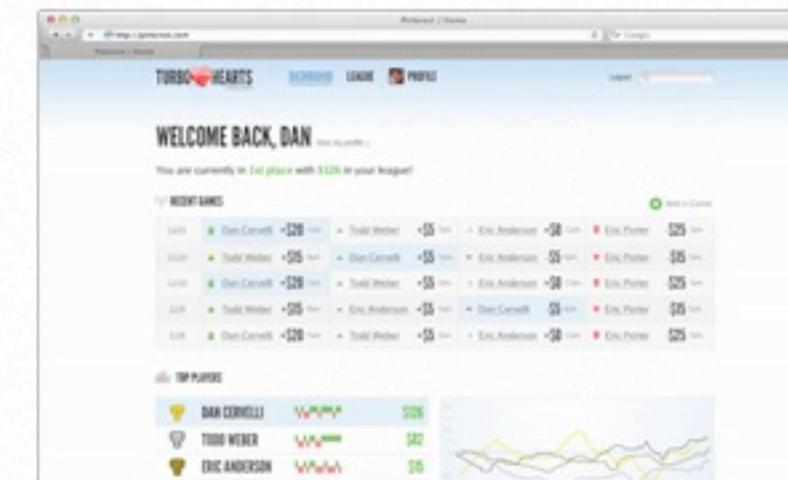
Ready to get started?

[Create an account >](#)



TURBO HEARTS is a card game based on the classic card game "Hearts", with a few new mechanics to make it more competitive than ever.

[Learn More](#)



WHAT WILL I GET WITH TURBOHEARTS TRACKER?



Game Statistics



Play with Friends



Win Awards



WELCOME BACK, DAN

[View my profile »](#)

You are currently in **1st place** with **\$126** in your league!

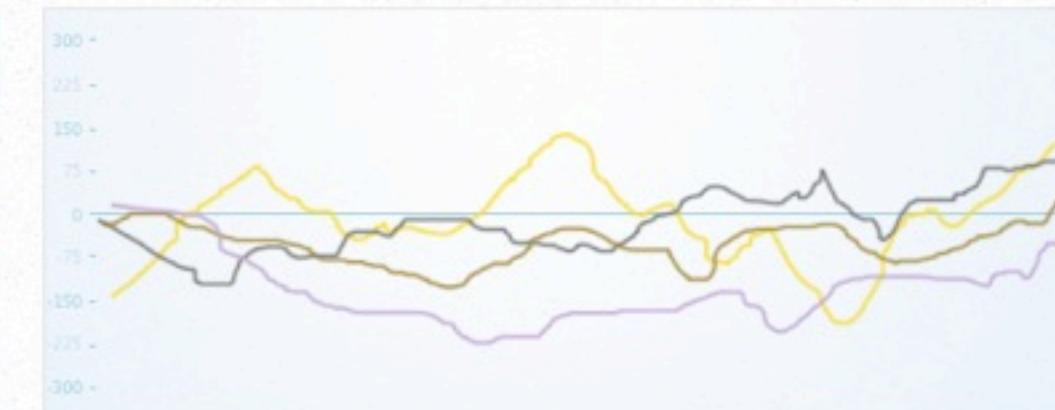
Recent Games

[Add a Game](#)

12/21	 Dan Cervelli +\$20 -5pts	 Todd Weber +\$5 2pts	 Eric Anderson +\$0 11pts	 Eric Porter -\$25 5pts
12/20	 Todd Weber +\$15 -8pts	 Dan Cervelli +\$5 -5pts	 Eric Anderson -\$5 6pts	 Eric Porter -\$15 5pts
12/10	 Dan Cervelli +\$20 -5pts	 Todd Weber +\$5 2pts	 Eric Anderson +\$0 11pts	 Eric Porter -\$25 5pts
12/9	 Todd Weber +\$15 -8pts	 Eric Anderson +\$5 -5pts	 Dan Cervelli -\$5 6pts	 Eric Porter -\$15 5pts
12/8	 Dan Cervelli +\$20 -5pts	 Todd Weber +\$5 2pts	 Eric Anderson +\$0 11pts	 Eric Porter -\$25 5pts

Top Players

	DAN CERVELLI		\$126
	TODD WEBER		\$82
	ERIC ANDERSON		\$15
	CAI GOGWILT		\$1



Visual Design Techniques

- Typography
- Layout
- Grid Systems
- Color
- Icon systems

Visual Design Techniques

- Typography
- Layout
- Grid Systems
- Color
- Icon systems

= Visual Language

Typography

interactive boutique // creative interactive boutique

http://www.flushinc.com/ RSS Google

interactive boutique // creative i...

Flush

Home Info Work Inspire Rants Contact

Multifaceted like a Swiss Army Knife.

(sans the swiss part)

< >

Randomly featured projects

Evergreen Advisors

At Evergreen Advisors, achieving success for our clients is our first priority.

[View project →](#)

My Day Magazine

My Day Magazine was a leading, high-end regional wedding magazine that recently folded.

[View project →](#)

Kennedy Center

Mini-promotional site for ARTSEDGE

[View project →](#)

"IT'S NOT ABOUT WHERE YOU ARE."

HIGHLIGHTED PROJECTS DOWNLOAD BROCHURE

Typography

Choose a typeface that represents your product's
(and its users') personalities.

DISPLAY

- Attention-grabbing
- Important

Sans-serif

- Modern
- Simplicity

Serif

- Elegant
- Academic
- Luxury

Slab-Serif

- Trendy
- Magazine/Tech

Script

- Friendly
- Human

WELCOME BACK, DAN

[View my profile »](#)

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RECENT GAMES

12/21	▲ Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port
12/20	▲ Todd Weber	+\$15 -8pts	▲ Dan Cervelli	+\$5 -5pts	▼ Eric Anderson	-\$5 6pts	▼ Eric Port
12/10	▲ Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port
12/9	▲ Todd Weber	+\$15 -8pts	▲ Eric Anderson	+\$5 -5pts	▼ Dan Cervelli	-\$5 6pts	▼ Eric Port
12/8	▲ Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port

LEAUGE GOTHIC

TOP PLAYERS

1	DAN CERVELLI	11	\$126
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2	TODD WEBER	11	\$82
---	------------	----	------

3	ERIC ANDERSON	11	\$15
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WELCOME BACK, DAN

[View my profile »](#)

You are currently in **1st place** with **\$126** in your league!

RECENT GAMES

12/21	▲ Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port
12/20	▲ Todd Weber	+\$15 -8pts	▲ Dan Cervelli	+\$5 -5pts	▼ Eric Anderson	-\$5 6pts	▼ Eric Port
12/10	▲ Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port
12/9	▲ Todd Weber	+\$15 -8pts	▲ Eric Anderson	+\$5 -5pts	▼ Dan Cervelli	-\$5 6pts	▼ Eric Port
12/8	▲ Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port

Luxi Sans

TOP PLAYERS

1	DAN CERVELLI		\$126
2	TODD WEBER		\$82
3	ERIC ANDERSON		\$15



WELCOME BACK, BLAKE REARY

[View my profile >>](#)

You are currently in 2nd place with \$420 in your league!

(i) RECENT GAMES IN YOUR LEAGUE

[!\[\]\(f8021f2863ff022ca9b09416c5c56134_img.jpg\) Add/Edit a Game](#)

01/11	 Dan Cervelli	\$34 -4pts	 Cai GoGwilt	\$10 2pts	 Danielle	-\$2 5pts	 Eric Anderson	-\$42 15pts
01/09	 Danielle	\$149 -36pts	 Blake Reary	-\$31 9pts	 EP	-\$55 15pts	 Allen	-\$63 17pts
01/08	 Blake Reary	\$54 -35pts	 Elliot	\$18 -26pts	 Dan Cervelli	-\$34 -13pts	 Todd W	-\$38 -12pts
01/07	 EP	\$66 -31pts	 Blake Reary	\$62 -30pts	 Ryan	-\$10 -12pts	 Todd W	- 15pts \$118
01/06	 EP	\$90 -22pts	 Cai	\$42 -10pts	 Dan Cervelli	-\$46 12pts	 Blake Reary	-\$86 22pts
01/05	 Elliot	\$123 -40pts	 Todd W	\$71 -27pts	 Danielle	-\$49 3pts	 EP	- 27pts \$145
01/04	 Todd W	\$112 -37pts	 Dan Cervelli	\$60 -24pts	 Blake Reary	\$4 -10pts	 Allen	- 35pts \$176
01/03	 EP	\$100 -36pts	 Ryan	\$40 -21pts	 Allen	-\$24 -5pts	 Cai	- 18pts \$116
01/02	 Elliot	\$40 -26pts	 Todd W	\$32 -24pts	 Cai	\$32 -24pts	 EP	- 10pts \$104
01/01	 Dan Cervelli	\$119 -35pts	 Allen	\$35 -14pts	 Blake Reary	-\$69 12pts	 Elliot	-\$85 16pts

WELCOME BACK, BLAKE REARY

[View my profile >>](#)

You are currently in **2nd place** with **\$420** in your league!

(1) RECENT GAMES IN YOUR LEAGUE

[Add/Edit a Game](#)

01/11	▲ Dan Cervelli	\$34	-4pts	● Cai GoGwilt	\$10	2pts	● Danielle	-\$2	5pts	▼ Eric Anderson	-\$42	15pts
01/09	▲ Danielle	\$149	-36pts	▼ Blake Reary	-\$31	9pts	▼ EP	-\$55	15pts	▼ Allen	-\$63	17pts
01/08	▲ Blake Reary	\$54	-35pts	● Elliot	\$18	-26pts	▼ Dan Cervelli	-\$34	-13pts	▼ Todd W	-\$38	-12pts
01/07	▲ EP	\$66	-31pts	▲ Blake Reary	\$62	-30pts	● Ryan	-\$10	-12pts	▼ Todd W	-\$118	15pts
01/06	▲ EP	\$90	-22pts	▲ Cai	\$42	-10pts	▼ Dan Cervelli	-\$46	12pts	▼ Blake Reary	-\$86	22pts
01/05	▲ Elliot	\$123	-40pts	▲ Todd W	\$71	-27pts	▼ Danielle	-\$49	3pts	▼ EP	-\$145	27pts
01/04	▲ Todd W	\$112	-37pts	▲ Dan Cervelli	\$60	-24pts	● Blake Reary	\$4	-10pts	▼ Allen	-\$176	35pts
01/03	▲ EP	\$100	-36pts	▲ Ryan	\$40	-21pts	● Allen	-\$24	-5pts	▼ Cai	-\$116	18pts
01/02	▲ Elliot	\$40	-26pts	▲ Todd W	\$32	-24pts	▲ Cai	\$32	-24pts	▼ EP	-\$104	10pts
01/01	▲ Dan Cervelli	\$119	-35pts	▲ Allen	\$35	-14pts	▼ Blake Reary	-\$69	12pts	▼ Elliot	-\$85	16pts

Typography

Convey importance with font size.
People like to scan headlines and
don't always read blocks of text.

Typography

Convey importance with font size.

People like to scan headlines and don't always read long blocks of text.

Typography

Keep paragraphs narrow.

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed justo nulla, hendrerit non varius ac, tincidunt id massa. Suspendisse elit dui, tristique vel sollicitudin eget, iaculis ultricies massa. Mauris vestibulum venenatis enim, sed accumsan metus interdum sed. Integer rhoncus diam id libero facilisis molestie. Etiam lectus dui, venenatis sit amet posuere ac, rhoncus nec neque. Ut vulputate tellus quis felis semper vel fringilla magna fringilla. Cras et felis orci, nec porttitor neque.

 Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Quisque hendrerit ligula id leo pulvinar molestie. Donec porta placerat sodales. Sed non mauris nec nisi aliquam rutrum. Praesent vel nisl non orci vehicula dapibus quis sed turpis. Sed volutpat, orci id luctus volutpat, orci tellus commodo velit, et ultrices nisl sem tempor lectus. Aliquam quis porttitor quam.

 Duis varius, ante ut rhoncus consectetur, turpis ipsum malesuada lorem, ut tincidunt elit nibh sit amet dui. Pellentesque tincidunt, magna ac condimentum volutpat, est tellus ultricies massa, sit amet lacinia mauris nulla eget massa. In id dui in purus pellentesque varius in ut tellus. Phasellus eu diam eget felis blandit ornare.

Typography

Stick to 12-15 words across.

→

←

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed justo nulla, hendrerit non varius ac, tincidunt id massa. Suspendisse elit dui, tristique vel sollicitudin eget, iaculis ultricies massa. Mauris vestibulum venenatis enim, sed accumsan metus interdum sed. Integer rhoncus diam id libero facilisis molestie. Etiam lectus dui, venenatis sit amet posuere ac, rhoncus nec neque. Ut vulputate tellus quis felis semper vel fringilla magna fringilla. Cras et felis orci, nec porttitor neque.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Quisque hendrerit ligula id leo pulvinar molestie. Donec porta placerat sodales. Sed non mauris nec nisi aliquam rutrum. Praesent vel nisl non orci vehicula dapibus quis sed turpis. Sed volutpat, orci id luctus volutpat, orci tellus commodo velit, et ultrices nisl sem tempor lectus. Aliquam quis porttitor quam.

Duis varius, ante ut rhoncus consectetur, turpis ipsum malesuada lorem, ut tincidunt elit nibh sit amet dui. Pellentesque tincidunt, magna ac condimentum volutpat, est tellus ultricies massa, sit amet lacinia mauris nulla eget massa. In id dui in purus pellentesque varius in ut tellus. Phasellus eu diam eget felis blandit ornare.

CSS: width: 30em;

Typography

Line height is important; too little makes blocks of text hard to read.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed justo nulla, hendrerit non varius ac, tincidunt id massa. Suspendisse elit dui, fristique vel sollicitudin eget, iaculis ultricies massa. Mauris vestibulum venenatis enim, sed accumsan metus interdum sed. Integer rhoncus diam id libero facilisis molestie. Etiam lectus dui, venenatis sit amet posuere ac, rhoncus nec neque.

Typography

Too much is hard to read as well.

Typography

Rule of thumb: line height 1.2x size of font

 50pt 60pt
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

CSS: line-height: 1.2;

Typography Resources

- Web-based type tools: typekit.com, google.com/webfonts
- Typography inspiration: ilovetypography.com,
typographica.org

Layout

Layout



iPhone 4 S

Dual-core A5 chip.
All-new 8MP camera and optics.
iOS 5 and iCloud.
And introducing Siri.

It's the most amazing iPhone yet.

[Watch the iPhone 4S video ›](#)

[Watch the iPhone 4S TV ad ›](#)

iPad 2
Now with iOS 5 and iCloud, it just got even harder to put down.



Watch the iPod touch TV ad.



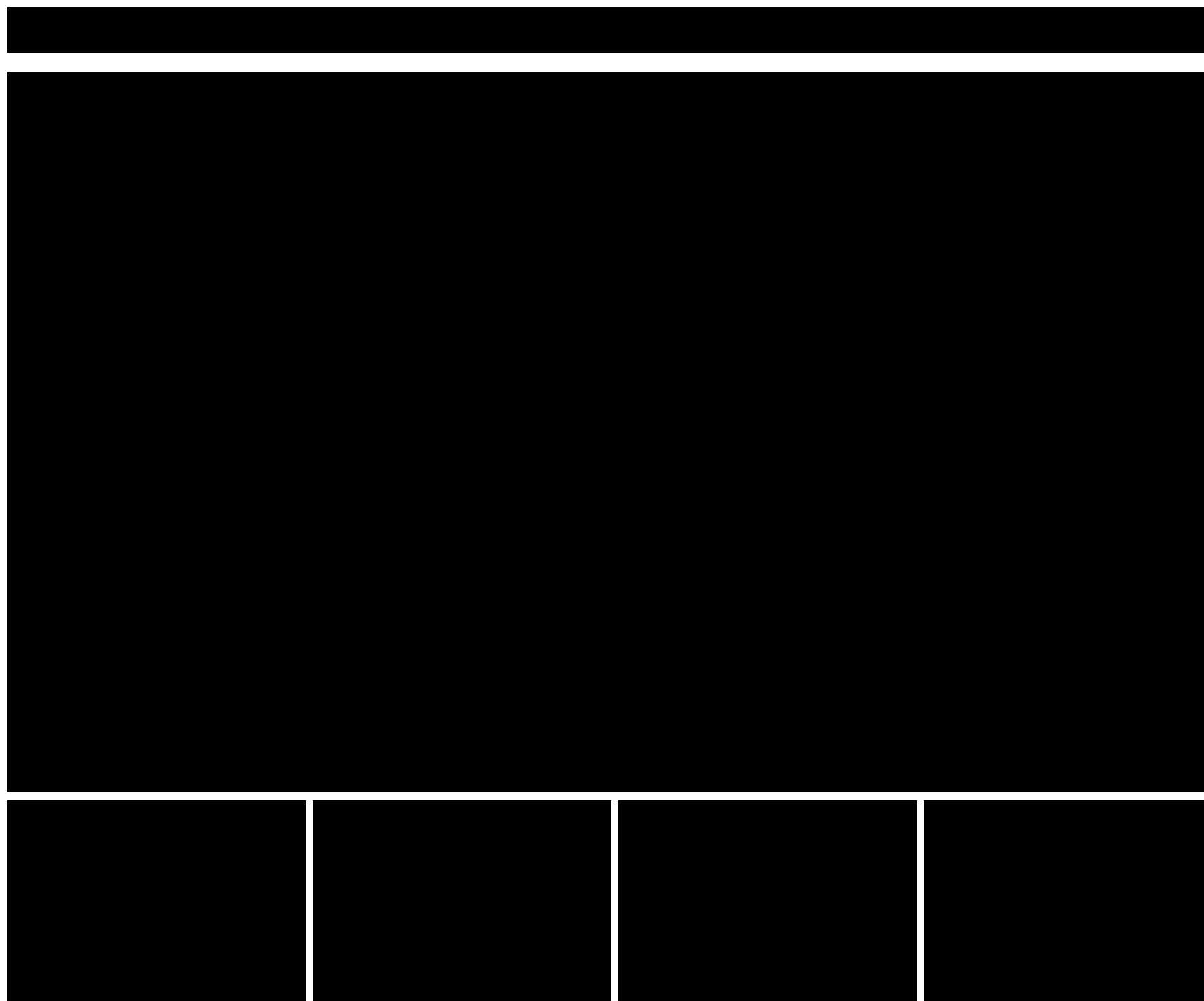
MacBook Air
Everyone should have a notebook this advanced.



iCloud is here.
iCloud stores your content and wirelessly pushes it to your devices.



Layout



Layout

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DAILY Intel

Workers Threaten Mass Suicide at Foxconn Plant in China
1:26 am
The Foxconn plant in China suffered a string of employee suicides in 2010. [more »](#)

Japan to Start Reducing Oil Imports From Iran
12:30 am
Another shopper is leaving the store, kind of. [more »](#)

Rising Number Believe There Is Conflict Between Rich and Poor
11:50 pm
Two-thirds of Americans now believe there are strong conflicts between the rich and poor. [more »](#)

RICKY GERVAIS IS LOSING HIS EDGE



Instead of deflating Hollywood hype, he's buying his own.
BY WILLA PASKIN

Mayor Won't Limit Booze
Mitt: Inequality Talk Is 'Envy'
The Rebel Yogi of New York
2 Broke Girls Meltdown
Marines Pee on Taliban? Mitt Raises \$24 Million 400 Pippa Photos a Day Hitting Corzine Piñata Magnetic Fields' Single

VULTURE

HOURLY CULTURE UPDATES



Katy Perry and Harry Potter Win Big at the People's Choice Awards 01/12/12 12:55 AM
The people chose Katy Perry and Harry Potter. [more »](#)

- No Doubt Didn't Mean to Endorse Ron Paul
- Meet Your Kids' Choice Awards Host: Will Smith
- The-Dream Finishes 2012's Best Album

GRUB STREET

HOURLY FOOD NEWS

the Cut

NEWS FROM THE RUNWAYS



Wendy Goodman's Design Hunting
Your Kid Wants to Play Here



First Look Culture Design News

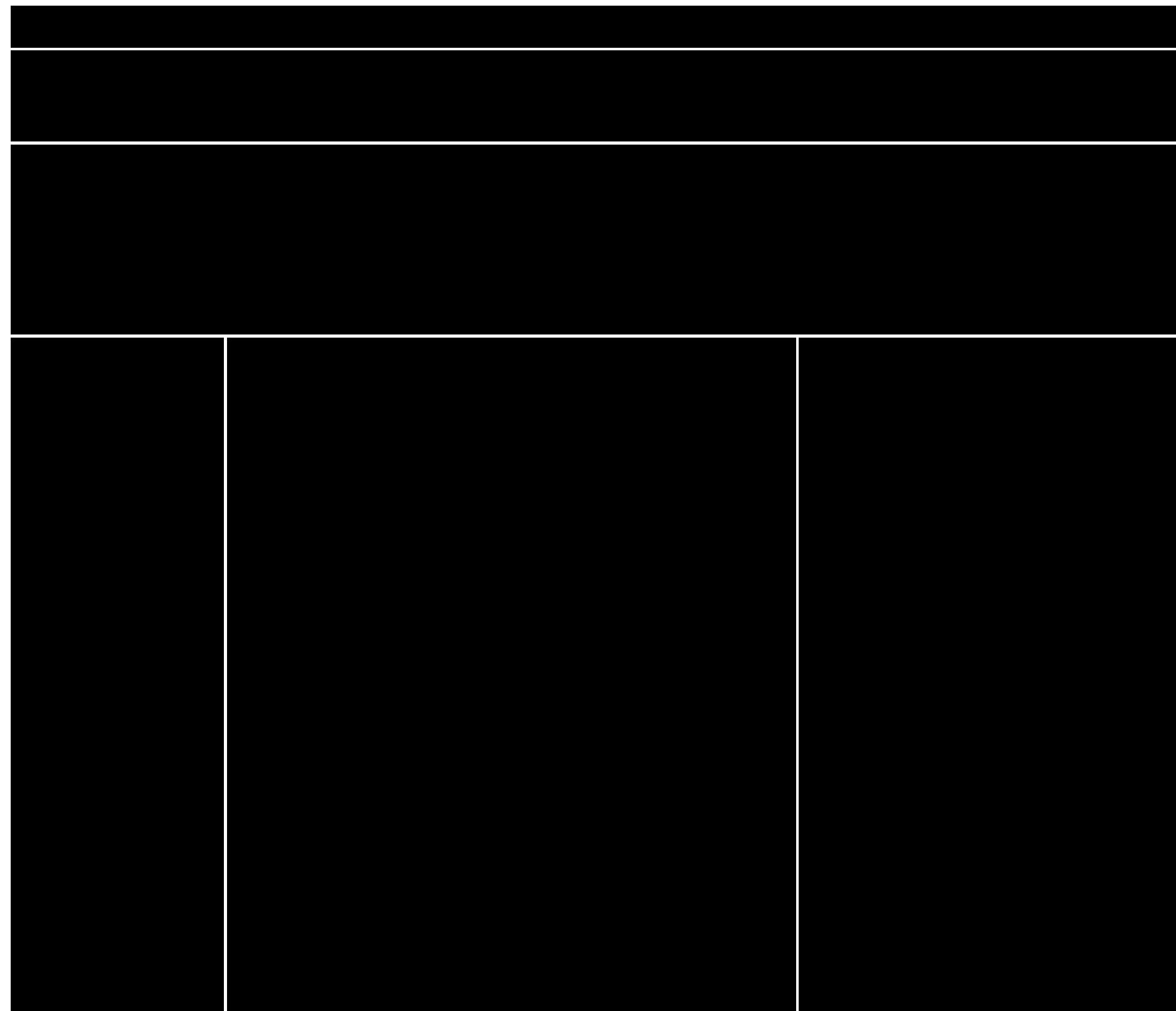
[GET THE DESIGN HUNTING NEWSLETTER »](#)

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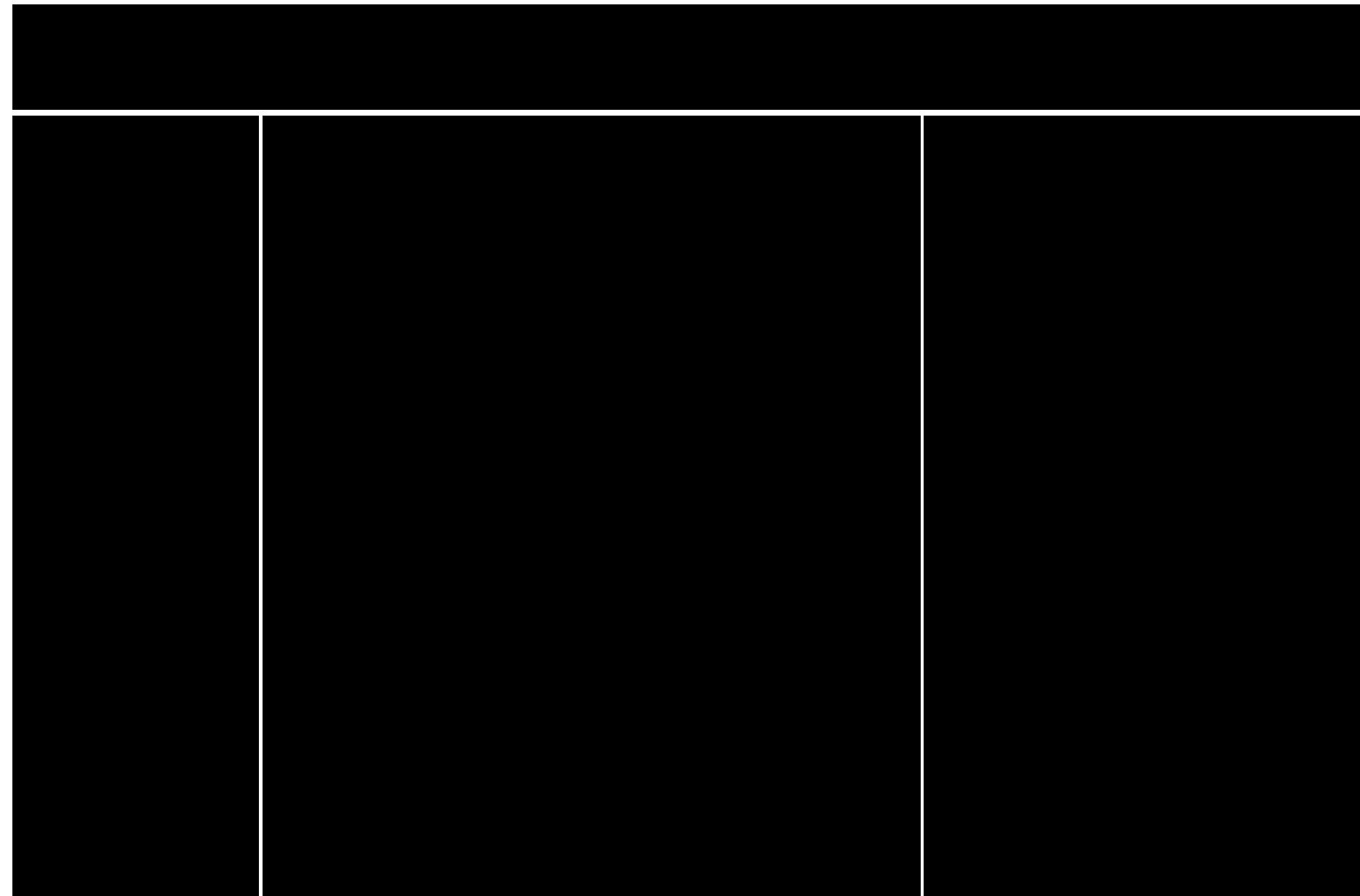
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Starting at \$12.99

Layout



Layout

Classic three-column layout



At the heart of every good layout is a grid system

Grid Systems

A grid system provides a logical structure to your layout.

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Pinterest

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Pinterest is an online pinboard.
Organize and share things you love.

T Repin T Like T Comment

Would I rather be feared or loved? Um...easy, both. I want people to be afraid of how much they love me.

I miss this man.

rehearsal dinner dress? yep

Heather Silance onto something blue

Eva Considine That looks just like mom mother's wedding dress from the 60's. She was a beautiful bride.

Alyssa Palthorpe I am in need of a rehearsal dinner dress, I'm this

Over-thinking ruins you. Ruins the situation, twists things around, makes you worry and just makes everything much worse than it actually is

Don't over-think the situation.

Liz Boeman onto Words to Live By

Sonia Klingler wow I really need to do this!!!

Christie Tate Guilty!

Kelli Ott-Pfeiffer YEP... this is me!

Eileen Liles I call it "analysis paralysis!"

Jasmine Mondini I agree completely! ▾

All 48 comments...

ALWAYS REMEMBER
YOU ARE BRAVER

Meet Milo

He was fought, starved, had acid poured on him, was lit on fire, tied up in a garbage bag, and left for dead. We call pit bulls the monsters?

Pit Bulls are not the monsters

Danielle Depew onto Say It Strong

Amber Radtke That is absolutely horrible! My pit bulls are the sweetest things!

Laura Marec There is a special place in HELL FOR PEOPLE WHO HURT INNOCENT ANIMALS!!!!

Laura Marec God bless you sweet Milo!!

Laneeta Barnhouse If I ever saw anyone do that I would literally kill them! I couldn't even do that to an ant or spider! How sick!

Laura Marec I agree!!!!!!

All 23 comments...

Purple Trees & Boat

Cyd Kamaeha onto Takes My Breath Away!!

Cynthia Breeding Wow

Jess Bond What kind of trees are those??

Nora Godley How romantic...

Judi Houghton that is breath taking

Debi Jamison I have a filter similar to this - very beautiful.

All 12 comments...

MASterPieces...

to display kid art

Thaylin Velez onto kid ideas

Jessica Trice Cutie

Jill Hartman awesome idea

Evonne Magallanez This is adorable, I can't wait to do it for my daughter. :-)

Mary Jo Royer I love it!!

Chelsey Saunders This is a great idea! My 3 girls fill my fridge up LOL.

All 12 comments...

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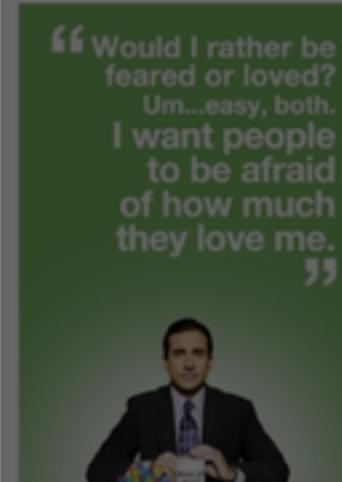
rehearsal dinner dress? yep
336 likes 15 comments 1052 repins

Heather Sillance onto something blue

Eva Considine That looks just like mom mother's wedding dress from the 60's. She was a beautiful bride.

Alyssa Palithorpe I am in need of a rehearsal dinner dress, help!

Pinterest is an online pinboard.
Organize and share things you love.



“ Would I rather be feared or loved?
Um...easy, both.
I want people to be afraid of how much they love me. ”

I miss this man.
326 likes 7 comments 1098 repins

Sarah Rink onto Funny Funny

Nell Pinkboard@dsixtreme.com

Gillian Ganley The office<3

Cindy Bolongia LOVE IT !!!!

IsabelAdamiak it just isn't the same.....

Suzie Swift The "Office" is just not the same without Michael Scott :(

All 7 comments...

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Meet Milo



Over-thinking ruins you. Ruins the situation, twists things around, makes you worry and just makes everything much worse than it actually is

Don't over-think the situation.

1140 likes 48 comments 3263 repins

Liz Boeman onto Words to Live By

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Kelli Ott-Pfeiffer YEP... this is me!

Eileen Liles I call it "analysis paralysis!"

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Pit Bulls are not the monsters

32 likes 23 comments 135 repins

Danielle Depew onto Say it Strong

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Laura Marec I agree!!!!!!

All 23 comments...



Purple Trees & Boat

247 likes 5 comments 508 repins

Cyd Kamaeha onto Takes My Breath Away!!

Thaylin Velez onto kid ideas

Jessica Trice Cutel

Jill Hartman awesome idea

Evonne Magallanez This is adorable, I can't wait to do it for my daughter. :-)

Mary Jo Royer I love it!!

Chelsea Saunders This is a great idea! My 3 girls fill my fridge up LOL.

All 12 comments...

Hunters Wines | Hunter's Wines – Marlborough, New Zealand

http://wineshop.hunters.co.nz/

Hunters Wines | Hunter's Wines – ...

Google

Thirty something years ago

Hunter's is the dream of Ernie and Jane Hunter - a fiercely independent, family-owned winery established in Marlborough over 30 years ago.



2011 Sauvignon Blanc
GOLD The Marlborough Wine Show
2011

1979

When Irishman Ernie Hunter arrived in New Zealand Marlborough had not even been considered as a potential wine growing region. The land was primarily used for farming; growing lucerne, barley and grazing sheep.

The early days of Marlborough wine



"The star of New Zealand wine"
-London Sunday Times on Jane Hunter

The first six Hunter's Wines to emerge were all award winners, the 1982 Marlborough Muller Thurgau Dry winning at the National Wine Show.

Jane arrives in Marlborough

The young South Australian was appointed to the position of National Viticulturist for Montana Wines based in Blenheim. Jane and Ernie met and married in 1984.

http://wineshop.hunters.co.nz/

Hunters Wines | Hunter's Wines – ...

Thirty something years ago

Hunter's is the dream of Ernie and Jane Hunter - a fiercely independent, family-owned winery established in Marlborough over 30 years ago.



2011 Sauvignon Blanc
GOLD The Marlborough Wine Show
2011

A very fine beginning

From their very first vintage in 1982 Hunter's won six medals at the National Wine Show. It was a good start.



Hunters Wines | Hunter's Wines – Marlborough, New Zealand

1979

The early days of Marlborough wine



When Irishman Ernie Hunter arrived in New Zealand Marlborough had not even been considered as a potential wine growing region. The land was primarily used for farming; growing lucerne, barley and grazing sheep.

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- London Sunday Times on Jane Hunter

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Jane arrives in Marlborough



Hunter's Vineyard by Clarry Neame, Resident Artist.

The young South Australian was appointed to the position of National Viticulturist for Montana Wines based in Blenheim. Jane and Ernie met and married in 1984.

Google

First Plantings in Marlborough

The ever-enthusiastic Ernie, purchased farming land in Blenheim and planted Riesling, Gewürztraminer, Müller Thurgau, Cabernet Sauvignon, Chardonnay, Riesling, Pinot Noir and of course, Sauvignon Blanc.

WELCOME BACK, BLAKE REARY

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You are currently in **2nd place** with **\$420** in your league!

(1) RECENT GAMES IN YOUR LEAGUE

[!\[\]\(27ee74aed9c624e0a58978ac7c1e6560_img.jpg\) Add/Edit a Game](#)

01/11	 Dan Cervelli	\$34	-4pts	 Cai GoGwilt	\$10	2pts	 Danielle	-\$2	5pts	 Eric Anderson	-\$42	15pts
01/09	 Danielle	\$149	-36pts	 Blake Reary	-\$31	9pts	 EP	-\$55	15pts	 Allen	-\$63	17pts
01/08	 Blake Reary	\$54	-35pts	 Elliot	\$18	-26pts	 Dan Cervelli	-\$34	-13pts	 Todd W	-\$38	-12pts
01/07	 EP	\$66	-31pts	 Blake Reary	\$62	-30pts	 Ryan	-\$10	-12pts	 Todd W	-\$118	15pts
01/06	 EP	\$90	-22pts	 Cai	\$42	-10pts	 Dan Cervelli	-\$46	12pts	 Blake Reary	-\$86	22pts
01/05	 Elliot	\$123	-40pts	 Todd W	\$71	-27pts	 Danielle	-\$49	3pts	 EP	-\$145	27pts
01/04	 Todd W	\$112	-37pts	 Dan Cervelli	\$60	-24pts	 Blake Reary	\$4	-10pts	 Allen	-\$176	35pts
01/03	 EP	\$100	-36pts	 Ryan	\$40	-21pts	 Allen	-\$24	-5pts	 Cai	-\$116	18pts
01/02	 Elliot	\$40	-26pts	 Todd W	\$32	-24pts	 Cai	\$32	-24pts	 EP	-\$104	10pts
01/01	 Dan Cervelli	\$119	-35pts	 Allen	\$35	-14pts	 Blake Reary	-\$69	12pts	 Elliot	-\$85	16pts

WELCOME BACK, BLAKE REARY

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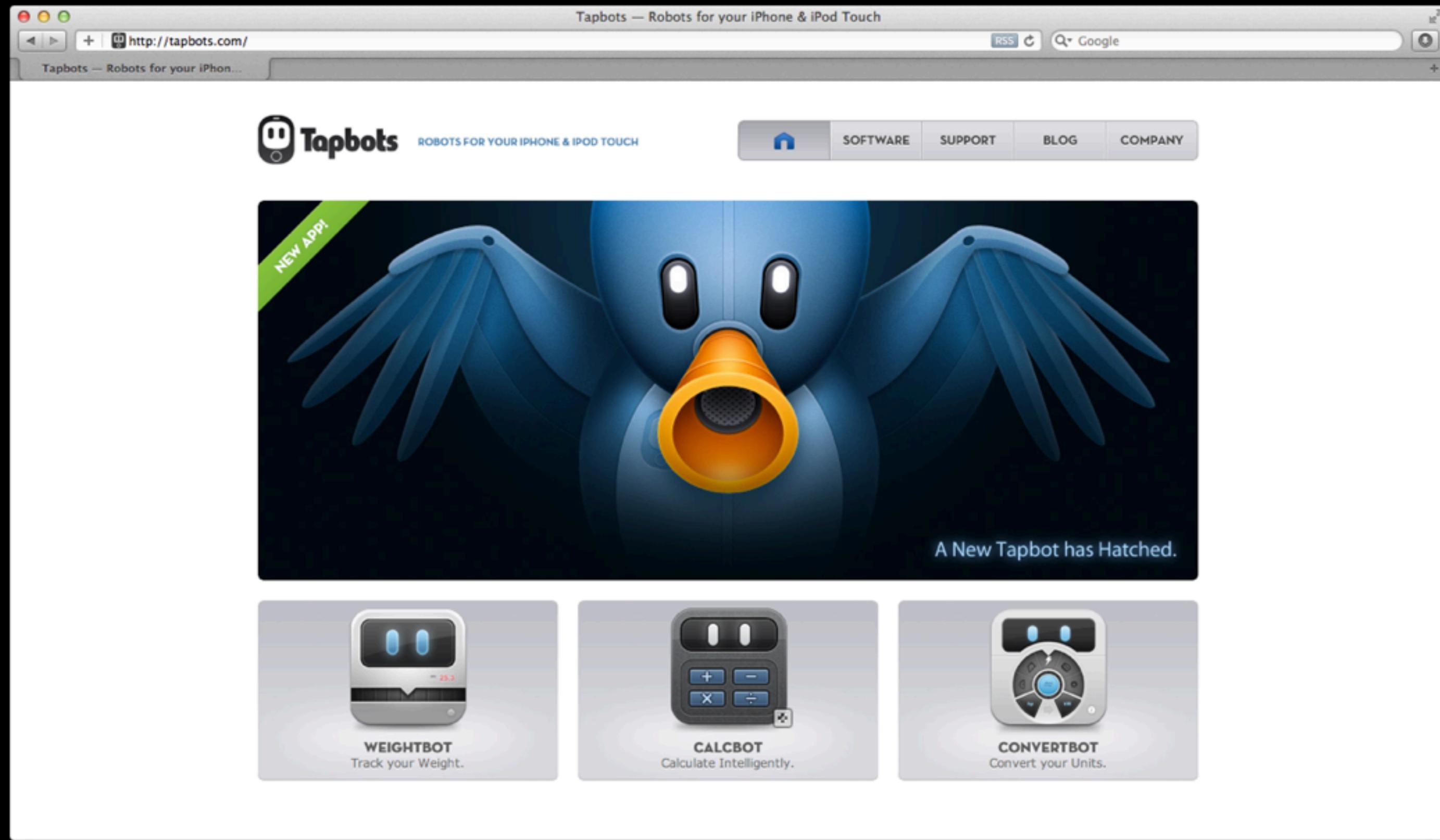
You are currently in **2nd place** with **\$420** in your league!

(1) RECENT GAMES IN YOUR LEAGUE

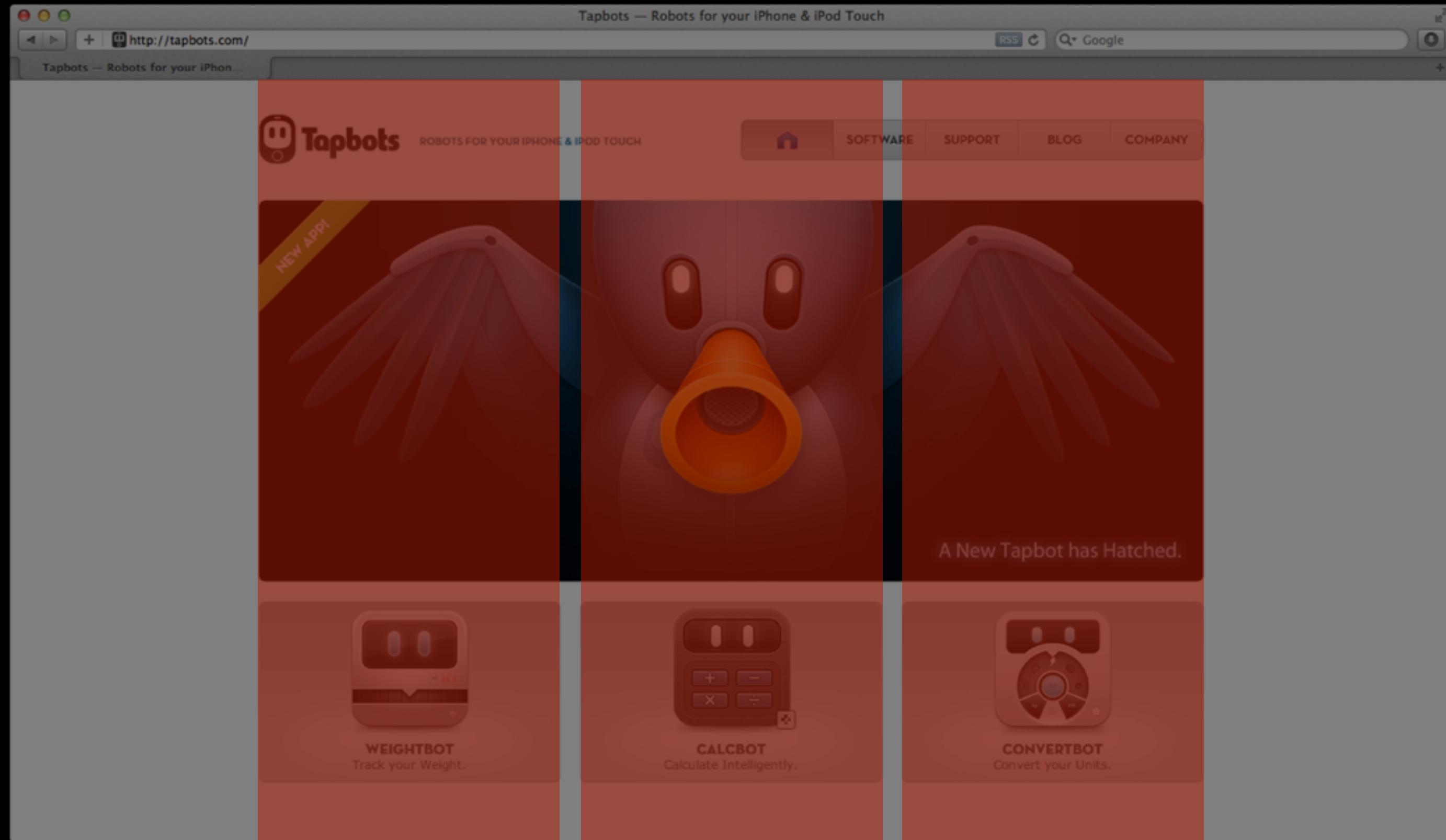
[Add/Edit a Game](#)

01/09	▲ <u>Blake</u> \$40 4pts	● <u>Dan Cervelli</u> \$16 10pts	● <u>Todd W</u> -\$24 20pts	▼ <u>Cai</u> -\$32 22pts
01/06	▲ <u>Cai</u> \$100 -21pts	▲ <u>Elliot</u> \$56 -10pts	▼ <u>EP</u> -\$40 14pts	▼ <u>Ryan</u> -\$116 33pts
01/04	▲ <u>Ryan</u> \$87 -26pts	▲ <u>Cai</u> \$31 -12pts	▼ <u>Allen</u> -\$41 6pts	▼ <u>Dan Cervelli</u> -\$77 15pts
01/03	▲ <u>Cai</u> \$115 -31pts	▲ <u>Ryan</u> \$35 -11pts	● <u>EP</u> \$7 -4pts	▼ <u>Allen</u> -\$157 37pts
12/28	▲ <u>Cai</u> \$98 -15pts	● <u>Dan Cervelli</u> -\$26 16pts	▼ <u>Allen</u> -\$34 18pts	▼ <u>EP</u> -\$38 19pts
12/26	▲ <u>Allen</u> \$38 4pts	● <u>Todd W</u> \$26 7pts	● <u>Elliot</u> -\$10 16pts	▼ <u>Cai</u> -\$54 27pts
12/25	▲ <u>Cai</u> \$107 -19pts	▲ <u>Dan Cervelli</u> \$35 -1pts	▼ <u>Todd W</u> -\$33 16pts	▼ <u>Elliot</u> -\$109 35pts
12/24	▲ <u>Blake</u> \$109 -35pts	▲ <u>Elliot</u> \$89 -30pts	▼ <u>Todd W</u> -\$35 1pts	▼ <u>Cai</u> -\$163 33pts
12/19	▲ <u>Elliot</u> \$75 -40pts	▲ <u>Cai</u> \$71 -39pts	▲ <u>jess.c.ho</u> \$51 -34pts	▼ <u>Todd W</u> -\$197 28pts
12/17	▲ <u>Cai</u> \$65 -40pts	▲ <u>Ryan</u> \$29 -31pts	● <u>jess.c.ho</u> -\$11 -21pts	▼ <u>Todd W</u> -\$83 -3pts

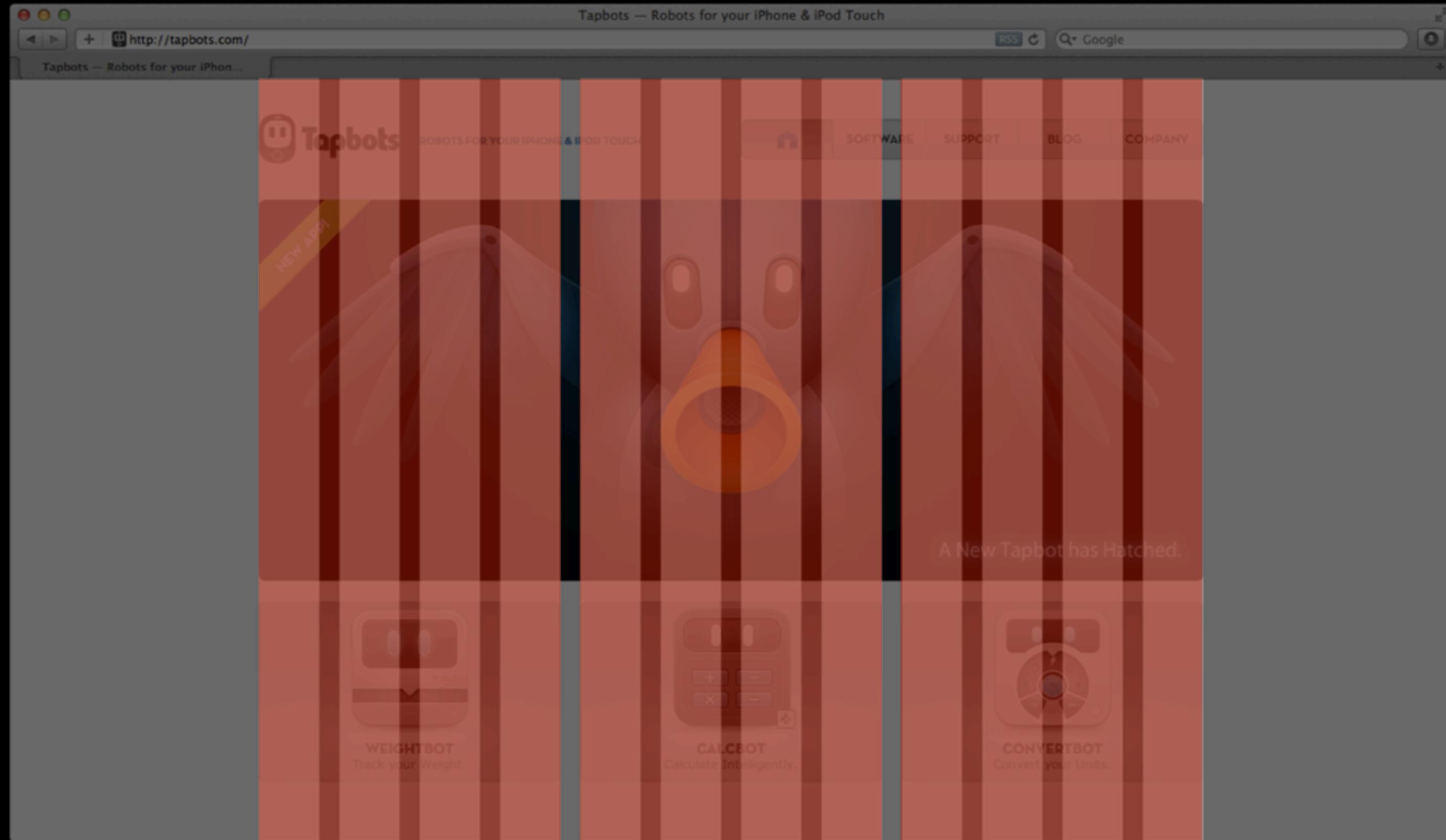
The 960 Grid System



The 960 Grid System



The 960 Grid System





TRACK YOUR TURBO HEARTS SCORES!

It's what you've always wanted: a place to track all of your turbo hearts games and keep tabs on how your friends are playing.

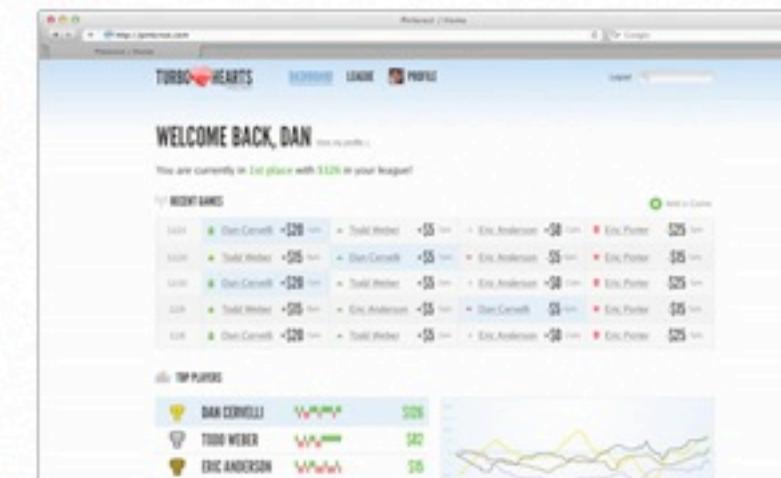
Ready to get started?

[Create an account >](#)



TURBO HEARTS is a card game based on the classic card game "Hearts", with a few new mechanics to make it more competitive than ever.

[Learn More](#)



WHAT WILL I GET WITH TURBOHEARTS TRACKER?



Game Statistics



Play with Friends



Win Awards



TURBO HEARTS is a card game based on the classic card game "Hearts", with a few new mechanics to make it more competitive than ever.

[Learn More](#)

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[Create an account >](#)

The screenshot shows a web browser displaying the Turbo Hearts Tracker homepage. The header reads "TURBO HEARTS TRACKER". Below it, a large orange button says "Create an account >". The main content area has a dark background with white text. It starts with "WELCOME BACK, DAN" and a message about being in 1st place. It then lists "RECENT GAMES" with names like Dan Connell, Todd Weber, Eric Anderson, and Eric Pomer. Below that is a "TOP PLAYERS" section with Dan Connell at the top. A line graph at the bottom shows performance over time.

WHAT WILL I GET WITH TURBOHEARTS TRACKER?

Game Statistics

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Win Awards



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[Learn More](#)

The screenshot shows a user's dashboard for the Turbo Hearts Tracker. At the top, it says "WELCOME BACK, DAN". Below that, it shows the user's current place in their friend's list with a progress bar. The main area displays "RECENT GAMES" and "TOP FRIENDS" with a list of names and scores. A line graph at the bottom tracks the user's progress over time.

Already have an account? [Sign In](#)

TRACK YOUR TURBO HEARTS SCORES!

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WHAT WILL I GET WITH TURBOHEARTS TRACKER?

Game Statistics

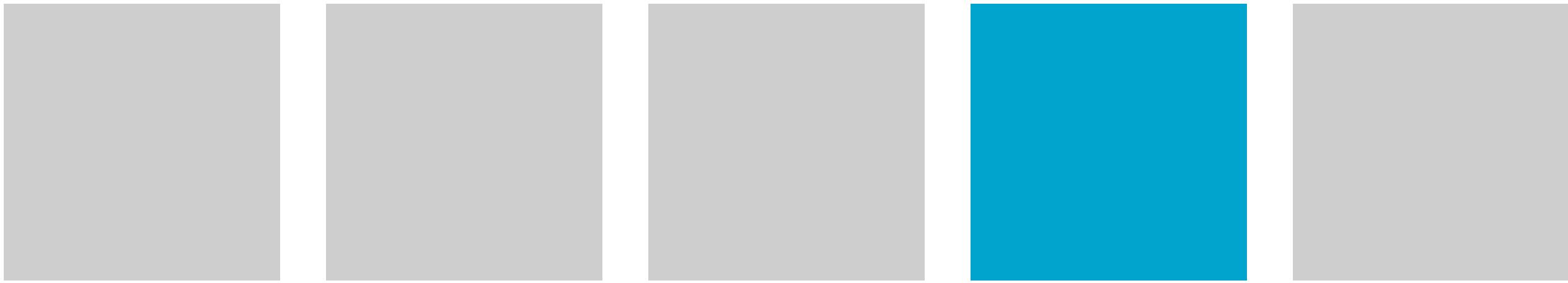
Play with Friends

Win Awards

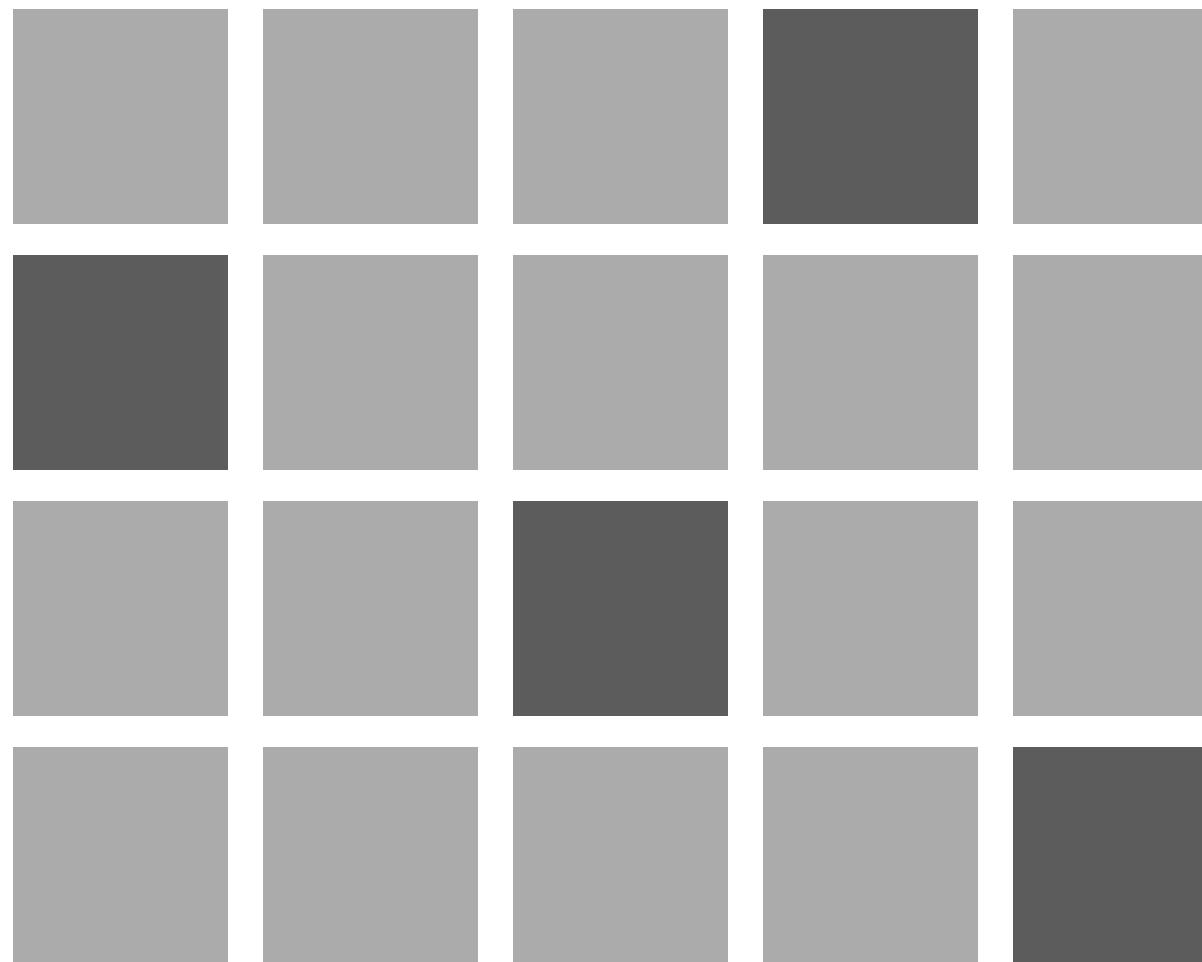
Grid Systems

- Great CSS grid framework: www.960.gs

Color



Which of these squares is the most important?



Which of these squares are related?

WELCOME BACK, DAN

[View my profile »](#)

You are currently in **1st place** with **\$126** in your league!

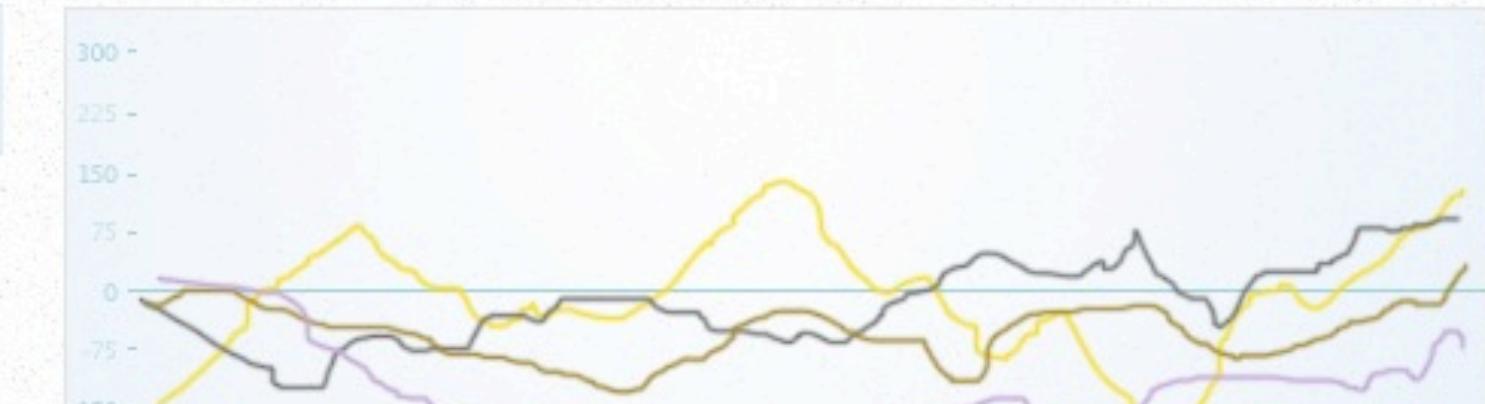
RECENT GAMES

[!\[\]\(27875a6d090b7978c997ca78ac00f770_img.jpg\) Add a Game](#)

12/21	 Dan Cervelli +\$20 -5pts	 Todd Weber +\$5 2pts	 Eric Anderson +\$0 11pts	 Eric Porter -\$25 5pts
12/20	 Todd Weber +\$15 -8pts	 Dan Cervelli +\$5 -5pts	 Eric Anderson -\$5 6pts	 Eric Porter -\$15 5pts
12/10	 Dan Cervelli +\$20 -5pts	 Todd Weber +\$5 2pts	 Eric Anderson +\$0 11pts	 Eric Porter -\$25 5pts
12/9	 Todd Weber +\$15 -8pts	 Eric Anderson +\$5 -5pts	 Dan Cervelli -\$5 6pts	 Eric Porter -\$15 5pts
12/8	 Dan Cervelli +\$20 -5pts	 Todd Weber +\$5 2pts	 Eric Anderson +\$0 11pts	 Eric Porter -\$25 5pts

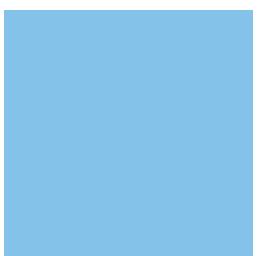
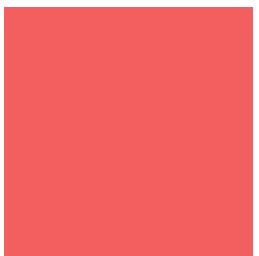
TOP PLAYERS

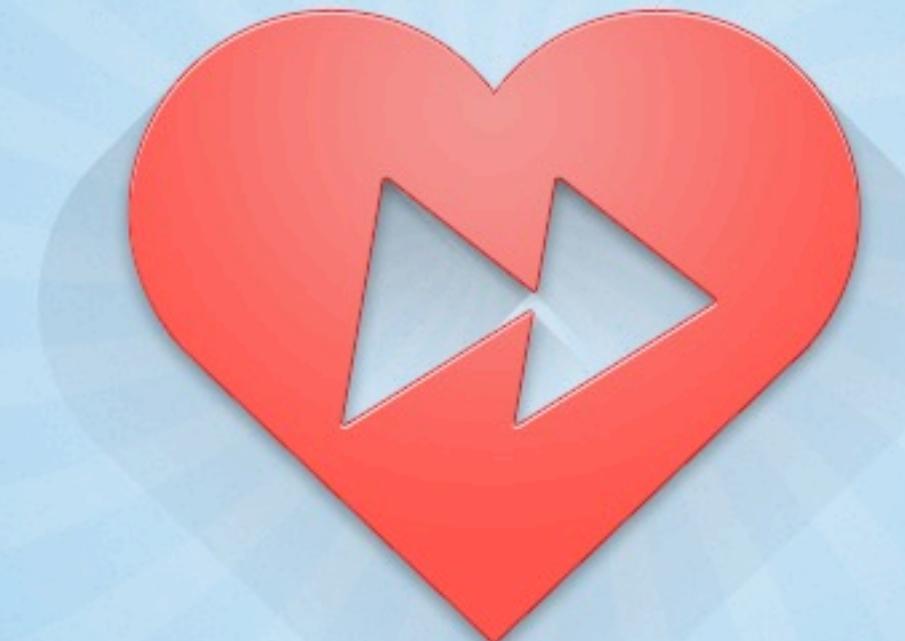
 1	DAN CERVELLI		\$126
 2	TODD WEBER		\$82
 3	ERIC ANDERSON		\$15



Color

- Draws attention
- Shows relationships
- Communicates emotion, mood, culture





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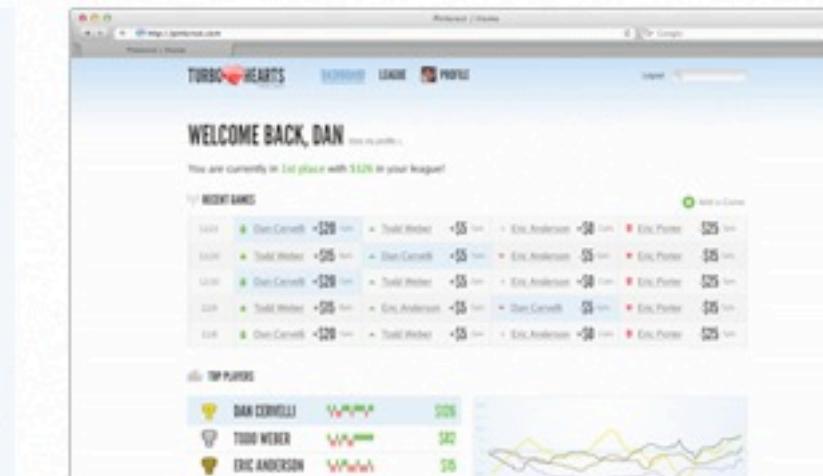
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WHAT WILL I GET WITH TURBOHEARTS TRACKER?



Game Statistics



Play with Friends



Win Awards

WELCOME BACK, DAN

[View my profile »](#)

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Recent Games

12/21	 Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port
12/20	▲ Todd Weber	+\$15 -8pts	▲ Dan Cervelli	+\$5 -5pts	▼ Eric Anderson	-\$5 6pts	▼ Eric Port
12/10	 Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port
12/9	▲ Todd Weber	+\$15 -8pts	▲ Eric Anderson	+\$5 -5pts	▼ Dan Cervelli	-\$5 6pts	▼ Eric Port
12/8	 Dan Cervelli	+\$20 -5pts	▲ Todd Weber	+\$5 2pts	● Eric Anderson	+\$0 11pts	▼ Eric Port

Top Players

 1	DAN CERVELLI		\$126
 2	TODD WEBER		\$82
 3	ERIC ANDERSON		\$15



WELCOME BACK, DAN

[View my profile »](#)

You are currently in **1st place** with **\$126** in your league!

Recent Games

12/21	▲ Dan Cervelli +\$20 -5pts	▲ Todd Weber +\$5 2pts	● Eric Anderson +\$0 11pts	▼ Eric Port
12/20	▲ Todd Weber +\$15 -8pts	▲ Dan Cervelli +\$5 -5pts	▼ Eric Anderson -\$5 6pts	▼ Eric Port
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TOP PLAYERS

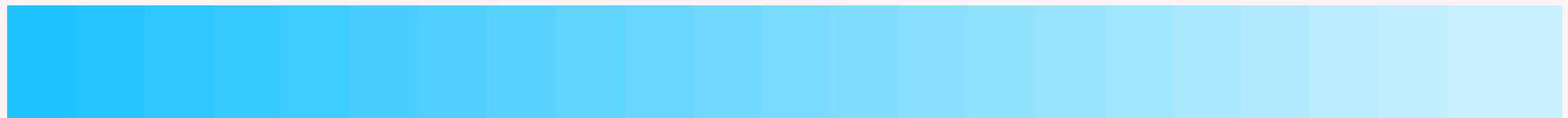
1	DAN CERVELLI		\$126
2	TODD WEBER		\$82
3	ERIC ANDERSON		\$15



Color



Hue



Saturation

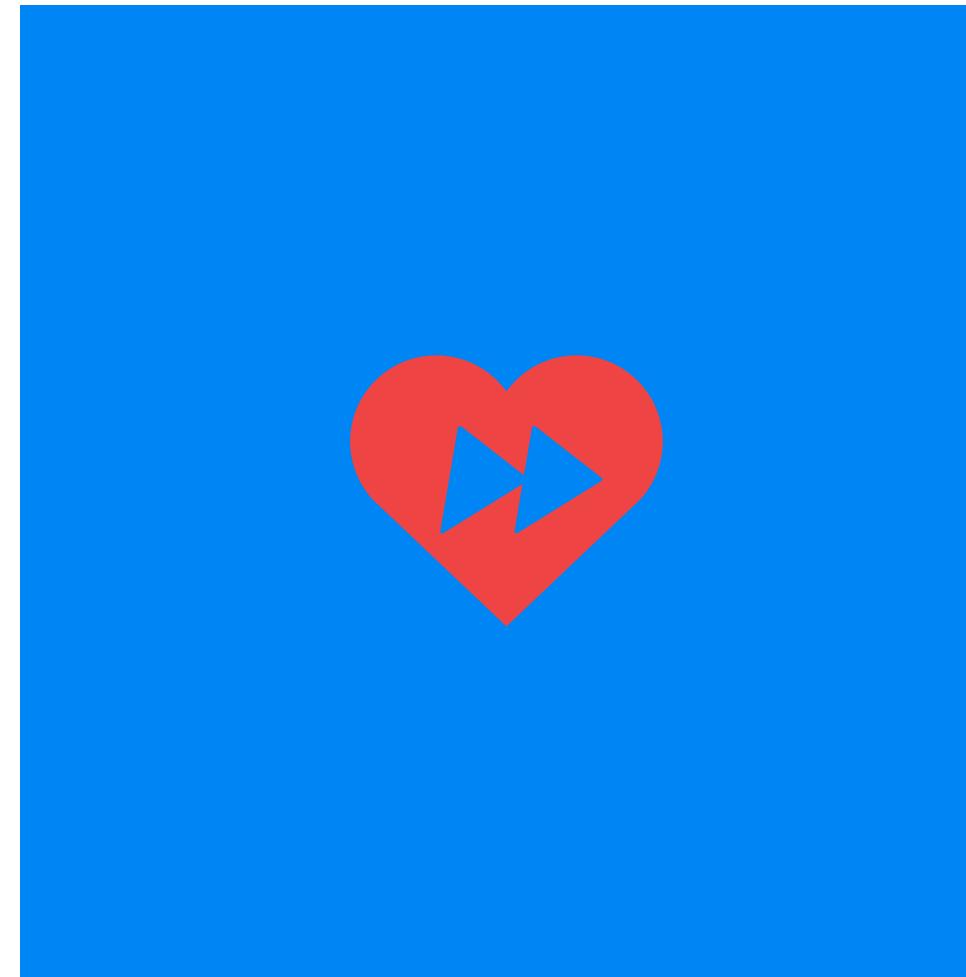
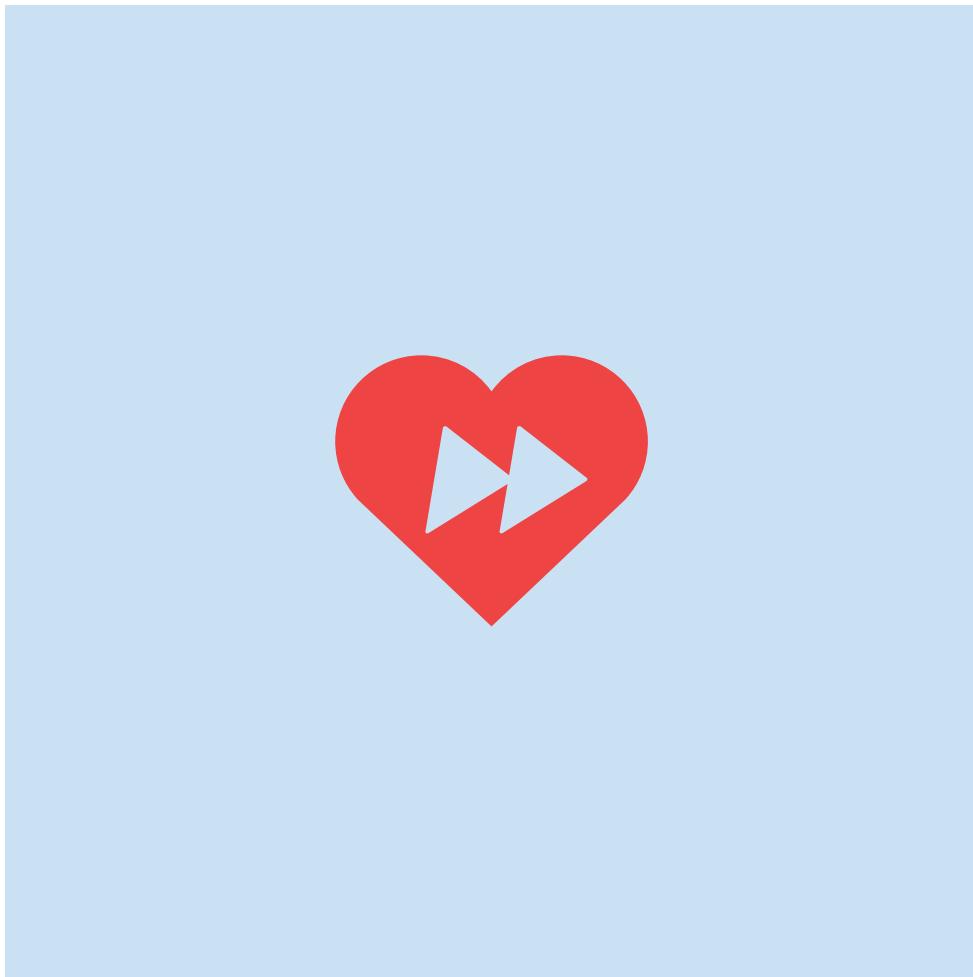


Value/Brightness

Color

- Use subdued (low saturation) color for less important components
- Use higher saturation for important callouts

Color



Color Trends + Palettes :: COLOURlovers

RSS Google

LATEST BLOG POSTS

Orea MAR
Creative Market ~ A New Kind of Marketplace for Handcrafted, Mousemade Design Content
by gulf

COLOURlovers Interview with Cathleya of Weddingbee & Lover.ly
by TasteTeeRainbow

Home Decor Trends That Will Lead 2012 By Storm: Part 1
by 17 Comments

PALETTES

005 by gulf

004 by gulf

Wildflower Wrap 2.0 by Retrogal

Nowhere by azaelcamera

camaraderie by noiretoile

PATTERNS

Tee by TasteTeeRainbow

A tecelagem de Amor by PattiPlum

dream machine by katikasia

Posy Polka by bluelapis

race me by katikasia

COLORS

Barbantes de coração by PattiPlum

Tiger blood8 by TommyNosh***sky

Tiger blood8 by TommyNosh***sky

tulip pink by bluelapis

cafe blue by bluelapis

NuTone Unaura
Any fan can ventilate a bathroom.
ONLY ONE CAN TRANSFORM IT.

see how it works view the collection

Put COLOR to Work for YOUR BUSINESS ► COLOURlovers BUSINESS HIT PRINT AFFORDABLY HP

CONNECT ON FACEBOOK
Like 16,897 people like this.

LOVERS PEEK

pique on Wist's iLP Beautiful!!

IrishFrogquette on All In Très joli :)

pique on Destination: Mercury Super love!!!

koolkul on Have a cupcake My fav... retro colors!

pique on Rainbow Stripes - V Love this template prax! So fun to play with :)

Wordofmouse on Obnoxious Lipstick >> COPY PASTE RC533 BADGE CODE

The screenshot shows the homepage of Colourlovers.com. At the top, there's a navigation bar with links for ALL, WEDDING, HOME, FASHION, WEB, PRINT, CRAFT, and BUSINESS. Below the navigation is a section for 'LATEST BLOG POSTS' featuring three articles: 'Orea MAR' (about Creative Market), 'COLOURlovers Interview with Cathleya of Weddingbee & Lover.ly', and 'Home Decor Trends That Will Lead 2012 By Storm: Part 1'. Below the blog posts is a grid of color palettes, patterns, and colors. The 'PALETTES' section contains five palettes: '005' (dark red, maroon, brown), '004' (brown, yellow, white, grey, orange), 'Wildflower Wrap 2.0' (purple, gold, teal, red), 'Nowhere' (tan, blue, brown), and 'camaraderie' (olive, peach, lime, teal). The 'PATTERNS' section shows five patterns: 'Tee' (wavy lines), 'A tecelagem de Amor' (purple diamonds with yellow dots), 'dream machine' (geometric shapes), 'Posy Polka' (floral polka dots), and 'race me' (abstract stripes). The 'COLORS' section displays five solid colors: 'Barbantes de coração' (bright magenta), 'Tiger blood8' (blue), 'Tiger blood8' (dark purple), 'tulip pink' (pink), and 'cafe blue' (blue). To the right of the main content area, there's an advertisement for NuTone Unaura fans, a social media section with a Facebook 'Like' button, and a 'LOVERS PEEK' sidebar showing user comments and their corresponding color swatches.

colourlovers.com



Icons

Icons

- Icons can be used to make information more digestible
- Icons should be used when space is limited

WHAT WILL I GET WITH TURBOHEARTS TRACKER?



Game Statistics



Play with Friends



Win Awards

WHAT WILL I GET WITH TURBOHEARTS TRACKER?

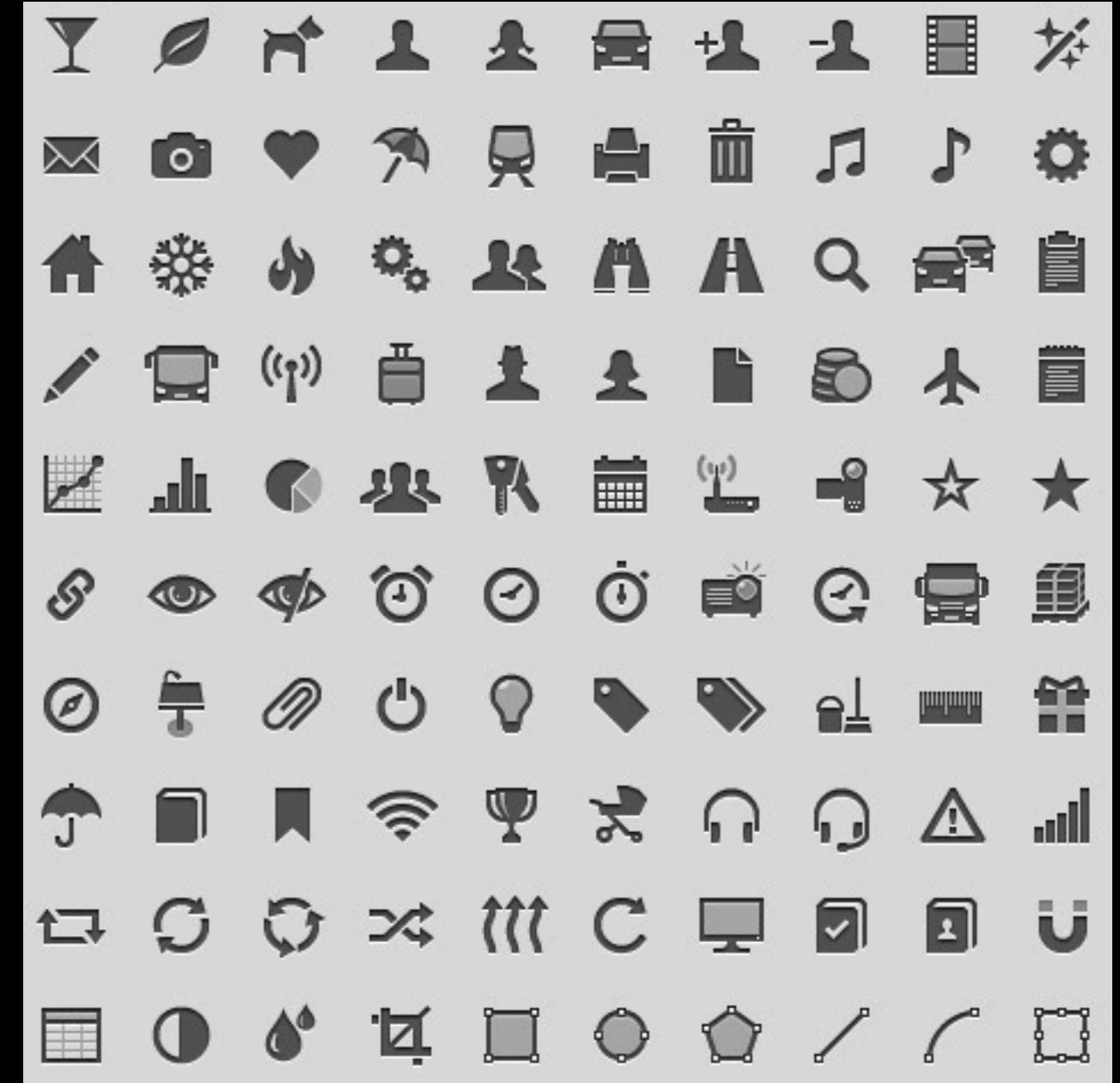
Game Statistics

Play with Friends

Win Awards

Icons

- Icons are difficult to create, so use proven icons
- Use commonly known icons
- Awesome freemium libraries: glyphish.com, glyphicon.com



glyphicons.com

WELCOME BACK, DAN

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12/8	Dan Cervelli	+\$20	-5pts	Todd Weber	+\$5	2pts	Eric Anderson	+\$0	11pts	Eric Porter	-\$25	5pts

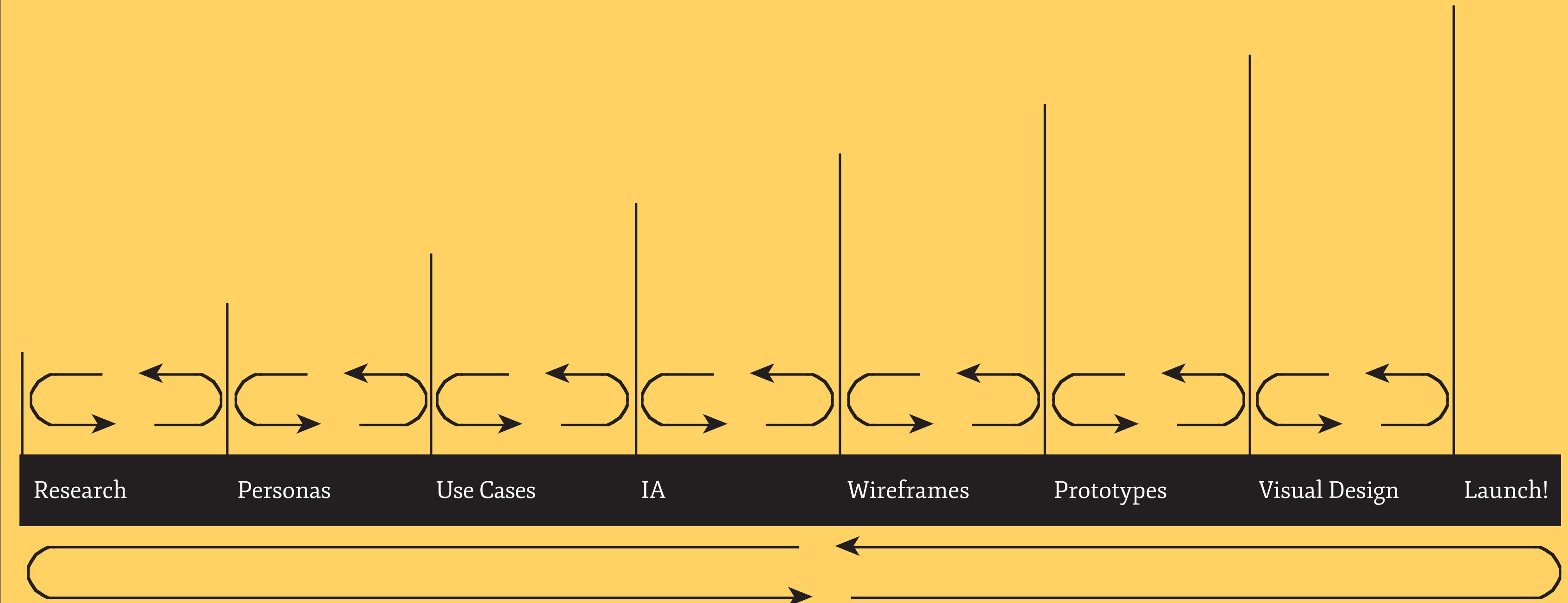
TOP PLAYERS

1	DAN CERVELLI		\$126
2	TODD WEBER		\$82
3	ERIC ANDERSON		\$15
4	CAI GOGWILT		\$1



Putting it all together

Think, Make, Check works on micro and macro level



Find inspiration!

- abduzeedo.com
- creattica.com
- smashingmagazine.com

Keys to a successful homepage

- Large, attractive graphic
- Catchy punchline
- Clear call to action
- Short, concise overview

The screenshot shows the homepage of Turbo Hearts Tracker. At the top left is the logo "TURBO HEARTS TRACKER" with a red heart icon containing a play button symbol. At the top right is a "Sign In" button. A large, stylized red heart with a white play button inside it is centered on the page. To the right of the heart, the text "TRACK YOUR TURBO HEARTS SCORES!" is displayed in large, bold, black capital letters. Below this, a subtext reads: "It's what you've always wanted: a place to track all of your turbo hearts games and keep tabs on how your friends are playing." To the right of this text is a green "Create an account >" button. On the left side, there is a small image of a playing card and a text block explaining what Turbo Hearts is: "TURBO HEARTS is a card game based on the classic card game 'Hearts', with a few new mechanics to make it more competitive than ever." A "Learn More" link is located at the bottom of this text block. On the right side, there is a screenshot of the Turbo Hearts Tracker interface showing a list of games and a chart. To the right of the screenshot, the heading "WHAT WILL I GET WITH TURBOHEARTS TRACKER?" is followed by three items: "Game Statistics" (represented by a line graph icon), "Play with Friends" (represented by a people icon), and "Win Awards" (represented by a trophy icon).

TURBO HEARTS TRACKER

Already have an account? [Sign In](#)

TRACK YOUR TURBO HEARTS SCORES!

It's what you've always wanted: a place to track all of your turbo hearts games and keep tabs on how your friends are playing.

Ready to get started? [Create an account >](#)

TURBO HEARTS is a card game based on the classic card game "Hearts", with a few new mechanics to make it more competitive than ever.

[Learn More](#)

WHAT WILL I GET WITH TURBOHEARTS TRACKER?

- Game Statistics
- Play with Friends
- Win Awards

Remember: It's always about people.

Let's look at what we made.