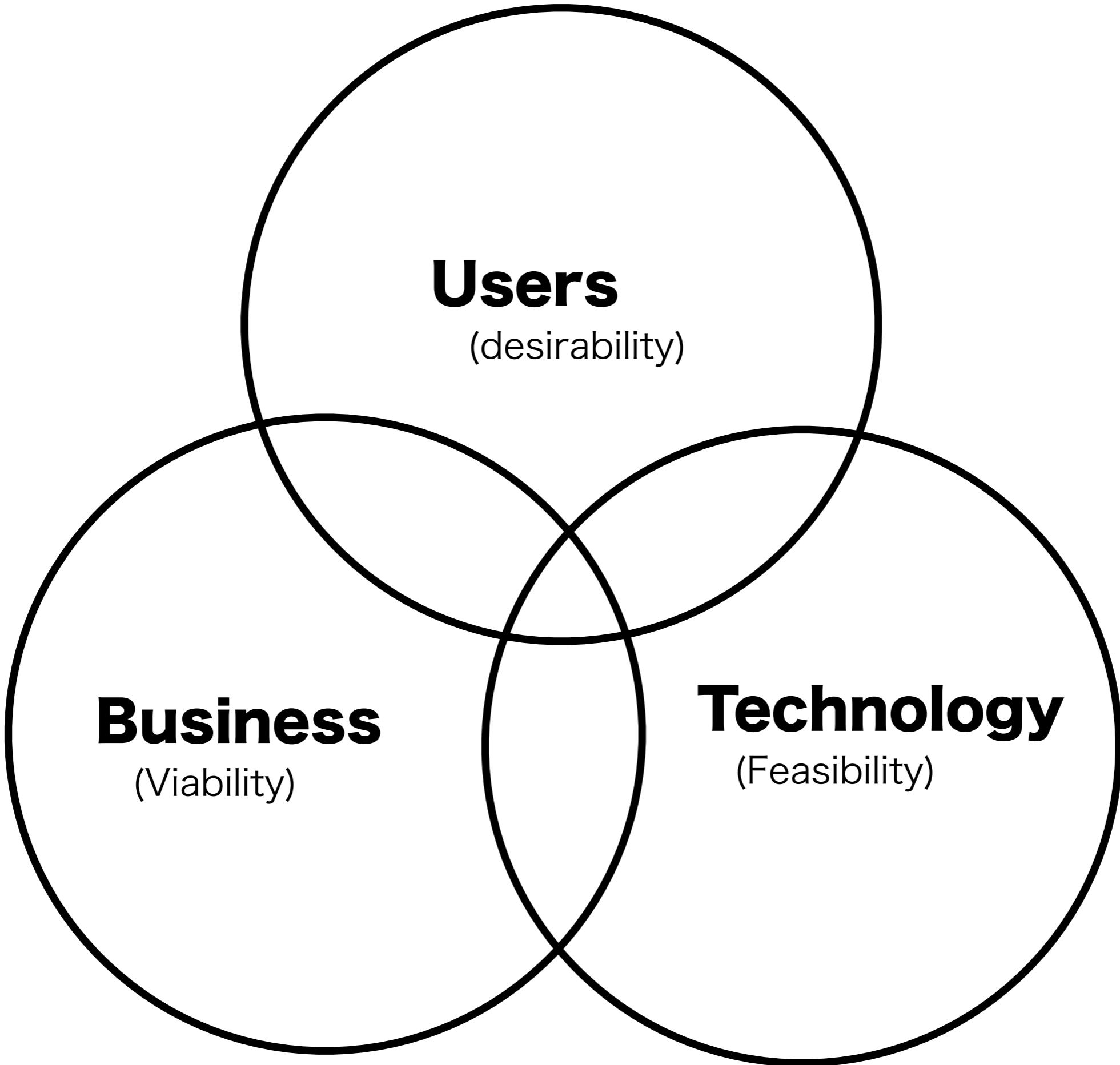


An intro to **UX**



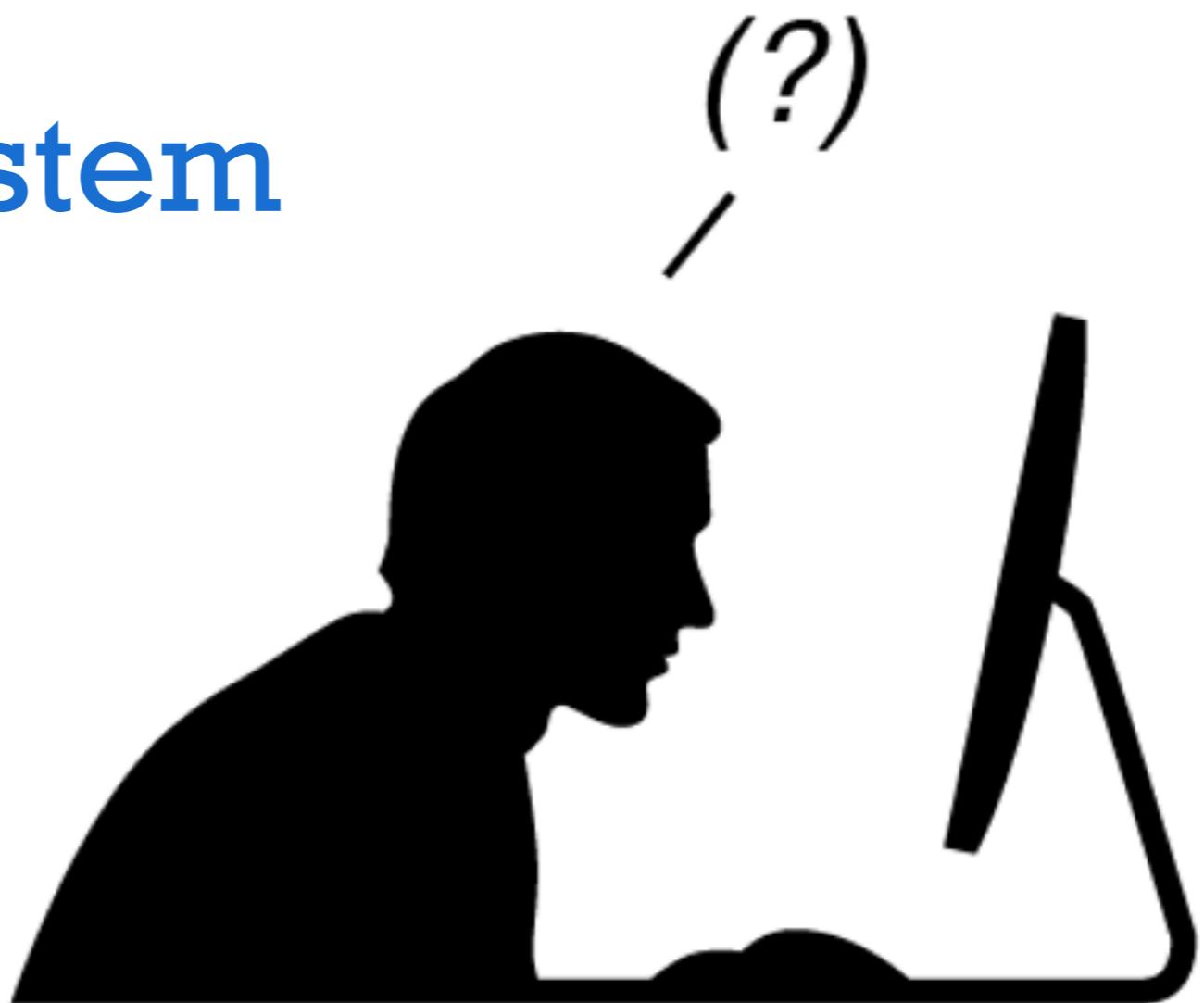
welcome back





What is User Experience?

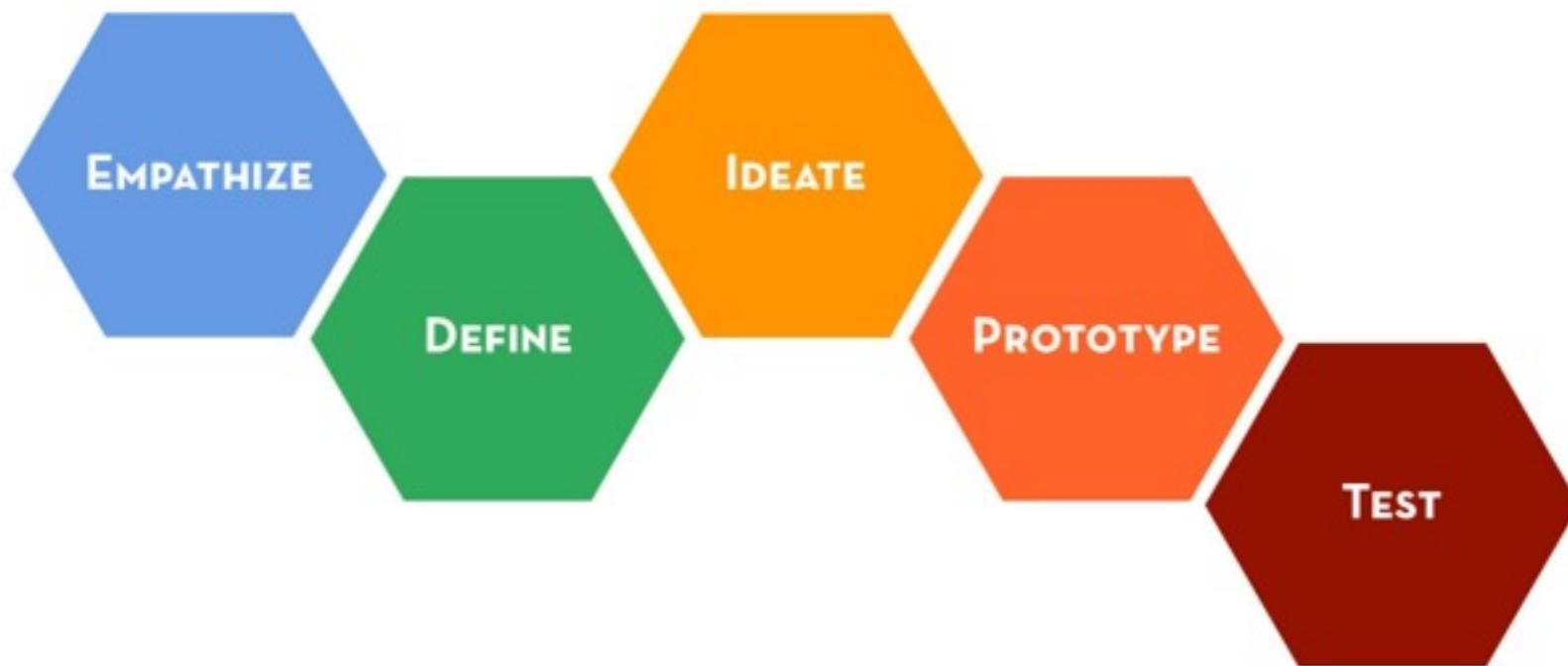
**How a person feels
about using a
product or system**



SOURCE: <http://adaptivemarketingsolutions.com/is-a-priority-of-your-website-user-experience/>

What is User Experience Design?

A user-centered approach to designing and developing products and systems



SOURCE: Hasso-Plattner Institute of Design at Stanford University



data

vs. interviews



vs. observation



discover

stakeholders



vs. heuristics

vs. competitors

discover

heuristic review

- :: evaluate from a user perspective**
- :: remember your guiding principles**
- :: strengths and weaknesses**

[donate >](#)[fundraise >](#)

Find causes or fundraisers



Easy Online Fundraising

Together we've raised over
\$153,000,000

Competitor Analysis

Give OUT Day
On May 9th, the LGBTQ community and allies across the country will come together for the 1st National Give OUT Day, supporting causes and programs that matter to the LGBTQ community.

[LEARN MORE](#)

DONORS
NONPROFITS
GIVING DAYS

Crowdfunding · Fundraising Ideas · Charity Giveaways · Partner with Us · Press & Media · Help

[SIGN IN](#) [SIGN UP](#)

[★ SUCCESS STORIES](#) [+ HOW IT WORKS](#) [FAQS](#) [CONTACT](#)

watch the video

Crowdfunding for Everyone!

Our online fundraising website make it easy to collect donations.

Create Your Site Share with Friends Collect Donations

The Daniels Family Fund

[DONATE](#)

TRY IT FREE
Get started in 60 seconds or less!

We're in the News: **CNN** **Forbes** **The New York Times** **Bloomberg Businessweek** **TIME**

SEARCH

Most Popular **Near Me** **Live Feed** **Funded by Friends**

\$3,275 raised by 27 people	\$723,051 raised by 10,209 people	\$53,001 raised by 1,432 people
---------------------------------------	---	---

Believe in Boston - Victim Relief

We've launched an exciting new project of our own! Introducing the Kickstarter app for iPhone and iPad.

KICKSTARTER

What is Kickstarter? [Discover your projects](#) [Start your projects](#) [Search projects](#)

Bringing creativity to life

Curious about how it works?

Melissa's conceptual art project sent her on an Arctic expedition.

Staff Picks: Comics

[Project of the Day](#) **The Good, The Bad and The Monkey**
by Andy Baker in Birmingham, United Kingdom

The Good, The Bad and The Monkey. The West Just Got Wilder...

indiegogo

Colleen raised over \$60,000 for her cause

What Is Your Big Idea?

[Learn More](#)

More than 1,000,000 people are contributing to campaigns on indiegogo, where more than \$100 million has been raised!

discover

Get Started Today Gain Global Exposure Access Data

agenda

* = activity!

:: welcome!

:: what is User Experience?

:: a UX process

:: discover *

:: guiding principles *

:: define *

You are here!

:: design *

:: evaluate

:: closing / sayonara

discover

**How do I keep
the **user** as the
primary focus?**

Business

Technology

discover

ALWAYS REMEMBER

Who will use
this product?

ALWAYS REMEMBER

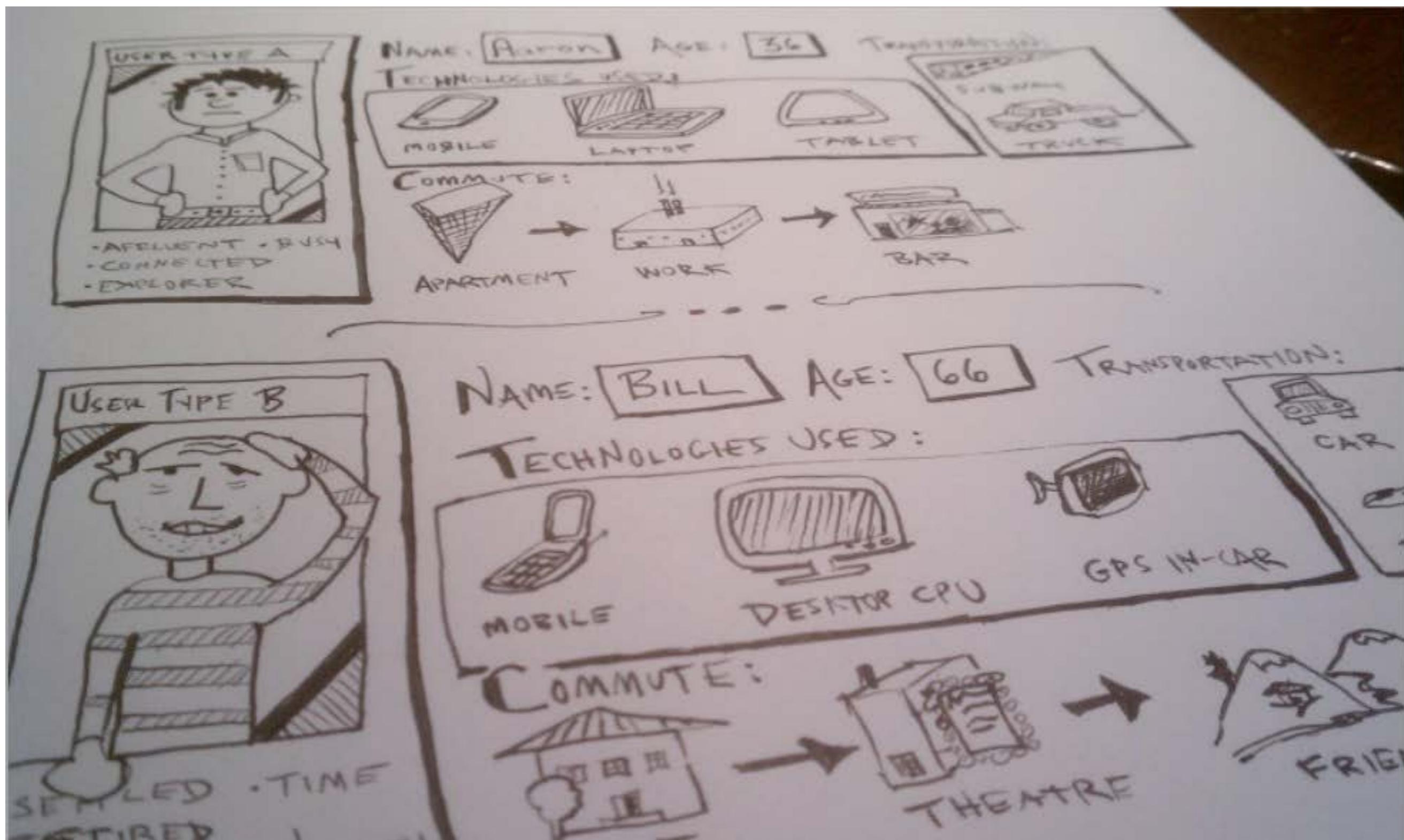
What are
their goals
and needs?

how do we REMEMBER?

discover

personas

discover



personas

discover



Jen Radden

Female, 28

Missions Coordinator at Global Justice

Jen's organization, Global Justice, connects volunteers with social justice missions around the world. Jen is in charge of monitoring the missions and making sure they have all the volunteers and other resources they need to be successful.

Jen is young enough that she's familiar and comfortable with technology, and actively tries new technologies to find something that meets her needs.

One of Jen's biggest day-to-day obstacles is trying to find people who can answer questions she has or give her advice about the often-unique situations she's working with.

"I wish there was a better way to connect people who are working towards the same thing."

discover

Persona basics

Move beyond demographics

Goals, needs, pain points

Tell a story

Build empathy

Naturally-posed picture

Let her guide your design



Discovery Diane

“I didn’t know I wanted it until I saw it. It’s an impulse buy, like oh that’s too cute!”

- Branding pivot from “Daily Deals” to “Discovery” (a la “Groupon” to “Rue La La”)
- Popular products
- Curated products by a personable expert, including blog or other content marketing
- Proactive social networking to share in their passion
- More fun quirky products
- More unique branding and tone of voice
- Product photos in context of use instead of just items displayed individually



Value Valerie

“She eats anything and she eats it really quickly so I usually just buy her cheap bulk treats, but I try to go for quality chews because they’re more expensive and I want them to last her a while.”

- Discount gifts when purchased for a friend or with a recommendation
- Integrated price comparison information on products
- Increased integration of Clearance and Subscription with Deals on the site
- Clearance items mixed in with daily deals in email to get deal hunters' attention
- A more lenient return policy



Quality Quinn

"It's almost so simple where I guess I'm more on the tech side, where I was looking for a little bit more info."

- User reviews and ratings, submitted personal photos
- More robust and detailed product information displayed all together instead of in tabs
- Educational blog or tactical articles about dog training, diet, and other questions that everyday dog owners may seek answers to online - to share knowledge and portray expertise
- Suggested products and related items based on previous purchases
- Descriptive names that include brand, quantity etc. and compare to other sites
- Ability to zoom in on photos to see product details



Convenience Carl

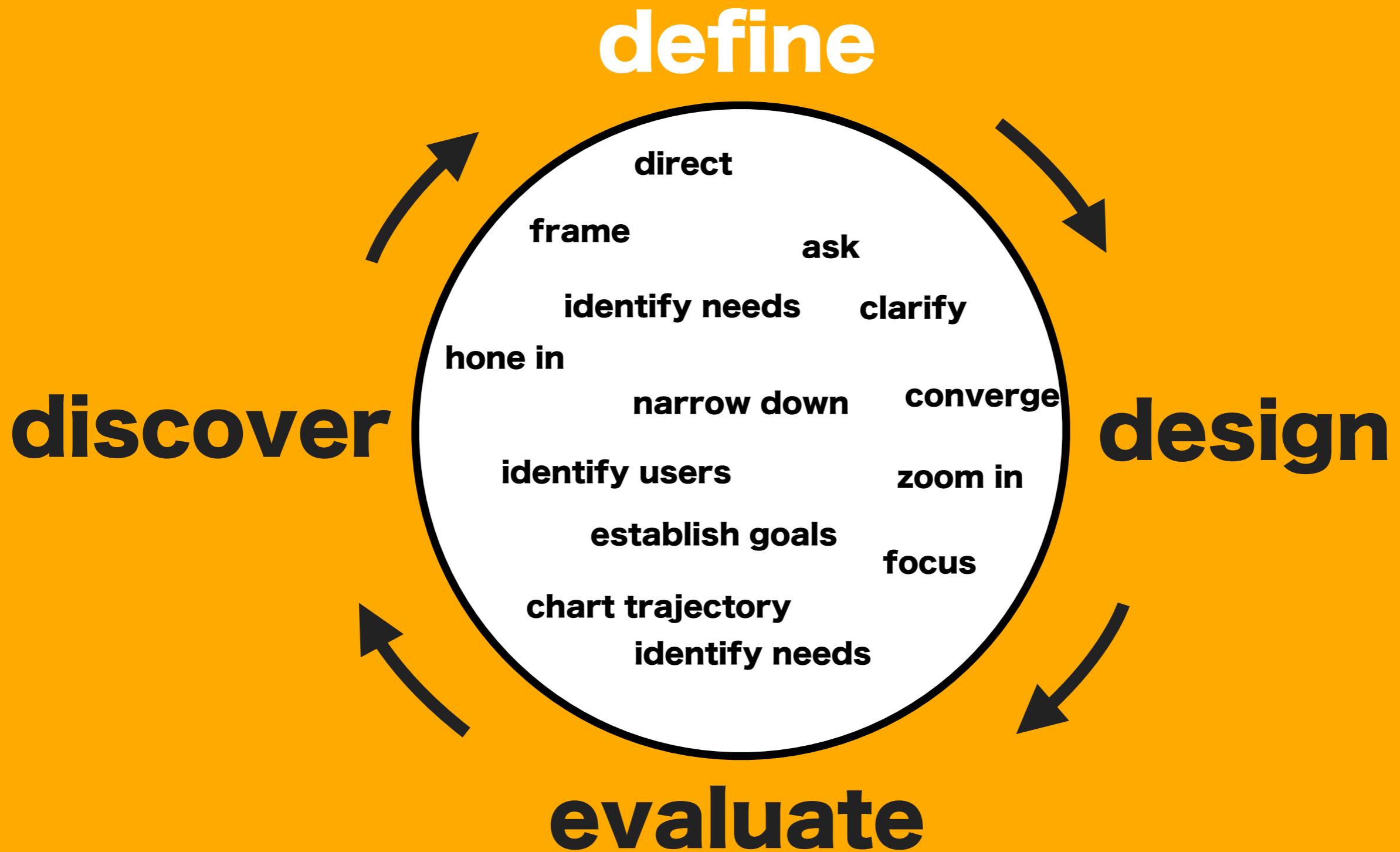
"It's not that initial thought that pops in my head when I open the cabinet and see his treats are almost gone, I don't think, oh I have to go online and buy something."

- Descriptive names that include brand, quantity etc. and compare to other sites
- Search functionality that makes it easy to quickly locate and order items
- Relevant keywords and manufacturer information to rank in search engine results
- SEO strategy and aggressive perusal of creative marketing efforts
- Continued refinement and streamlining of the site design, navigation, and checkout process
- Subscriptions featured and better integrated and automated with deals and previously purchased items

2. Define



“what are we doing?”



Insight statements

define

- 1. who is the user?**

- 2. what are their unmet needs?**

- 3. but..../because..../despite..../in
the context of..**

Insight statements

define

user +

need +

insight

An example

define

user

Sasha, a Spanish-speaking first-time marathon runner in Chicago from Nicaragua

need

needs to reach her hotel room as soon as possible upon arriving to the airport

insight

because she will not be able to perform to her optimal ability if she is tired or on her feet for too long





A black and white aerial photograph of a dense urban environment. In the foreground, a large, multi-story building with a prominent green roof is visible, surrounded by several other buildings of varying architectural styles. One building features a curved glass facade. The background is filled with numerous skyscrapers, creating a textured, vertical pattern against a bright sky.

Tourists. More of 'em.

discover

What does that even mean?
what **could** that mean?

“...[user]...”

“...[unmet need]...”

“...[but/because/despite/in the context of]...”

On your card, please write down 5 different statements.

■ **{activity 1 !}** define

define

- 1. who is the user?**
- 2. what are their unmet needs?**
- 3. but../because../despite../in the context of..**

on a piece
o' paper,
brainstorm
answers to
these
questions
as you can.

Example

user

Sasha, a struggling/perfectionist first year elementary school principal

need

needs to balance her desire to get ahead of the day with her need for a moment of calm and nourishment

insight

because she has no time to plan and if her morning is scattered, the whole day can go down hill

How might we

Encourage donors to share on Facebook, without losing their attention on the site?

define

Help fundraiser organizers succeed, without getting in the way?

Create a greater sense of community for our supporters, without losing the individuals' story?

creativity guidelines

- :: defer judgement**
- :: be positive and constructive (“How might we...”)**
- :: Build on others’ thoughts and ideas (“Yes, and...”)**
- :: Springboard off others’ thoughts and ideas**
- :: Think big and swing for the fences**
- define :: Headline ideas first, then add detail**
- :: Generate as many ideas as possible**
- :: Capture your idea**
- :: Write legibly**

define

**How might we
increase the
number of
tourists in
Chicago?**

define

■ {activity 2!}

**On your card, please write down 5
different statements.**

**what do we do
with these new
insights?**

discover

discover

Affinity Diagramming

Shopper

-biz dev

-dress

-fundraiser

-social

-search

-act

Organizer

Lead Organizer (Started)

-Team Members (no payment or

-help manage { private team member
(lets)}

Self-organizer

Beneficiary

-active

-passive

-unaware

Donors

-friends & family

-active

-passive

Beneficiary

Donors

Supporters

Donors

-business effects

activity minimizer

-system does not engage

opportunity to

involve them

-very different people

can't work
with them
is not
engaged
in activity

may be
based

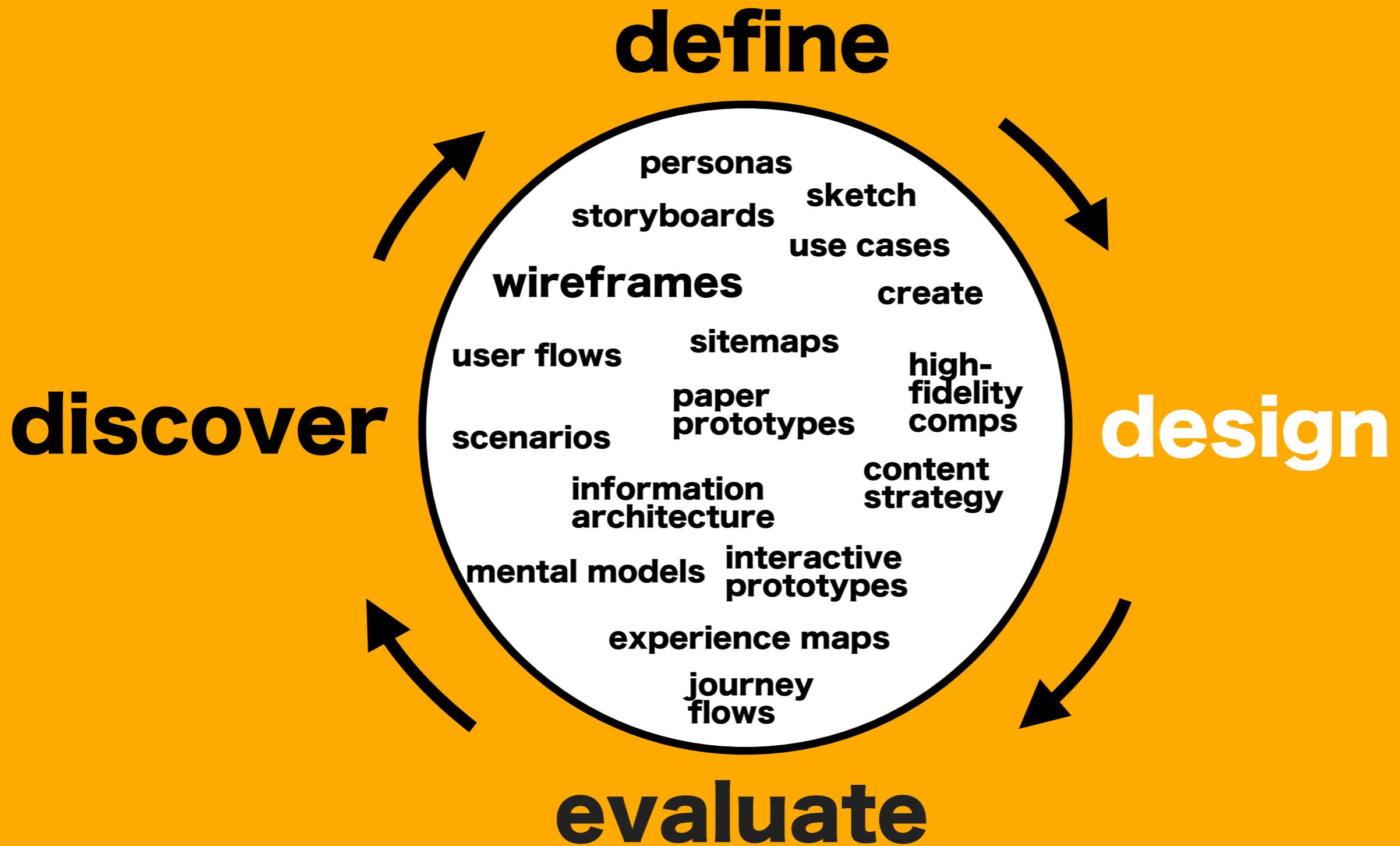
Supporters

-comment

share

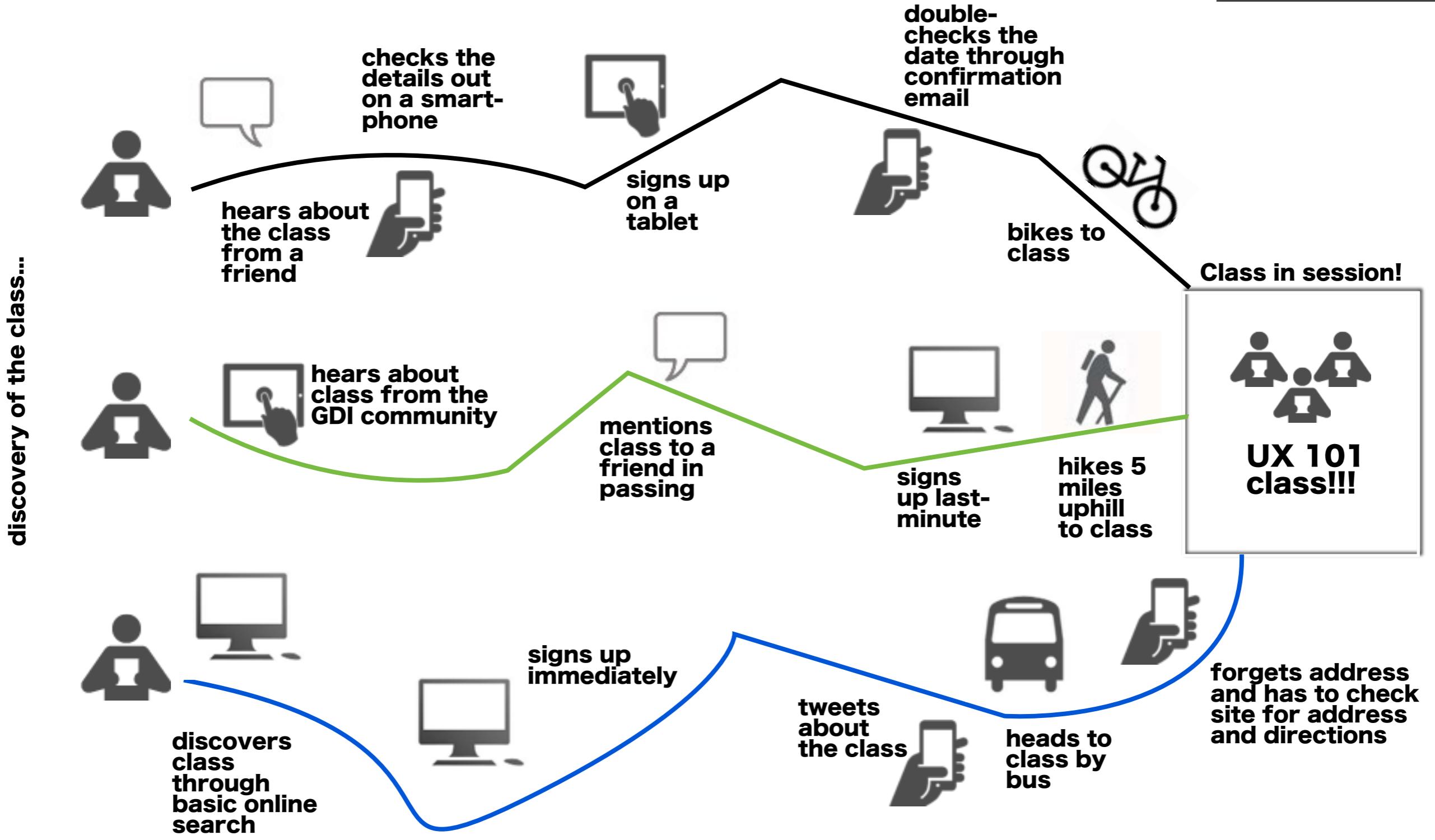
3. design ing the solution.





user flows

design

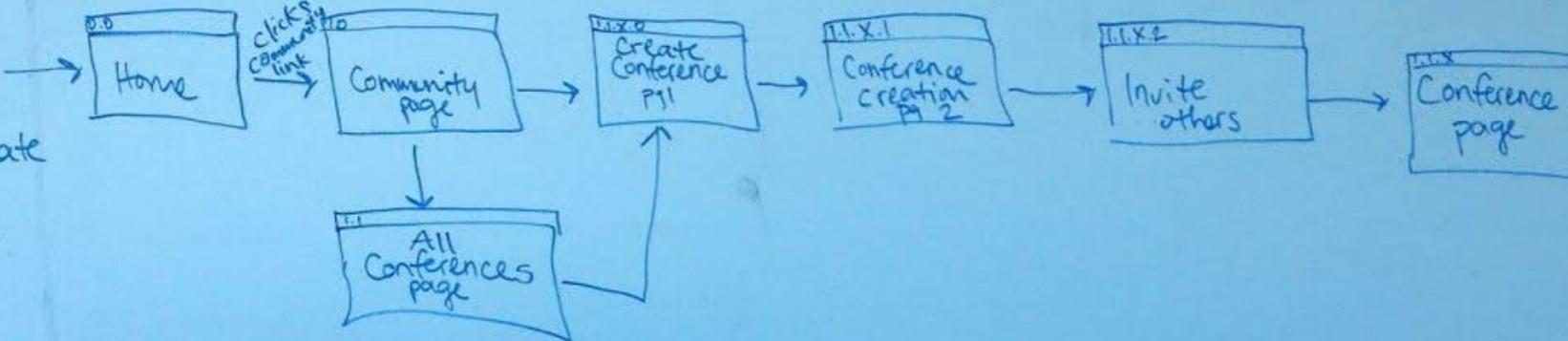


user flows

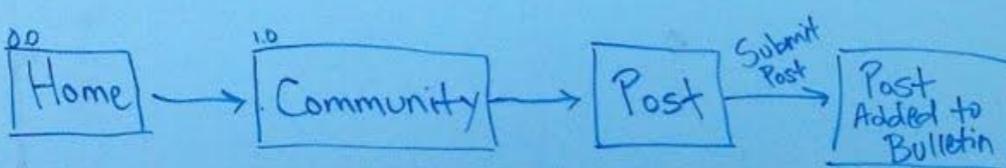
- :: start with a user
(are you noticing a trend here)
- :: single path
- :: touchpoints (can be offline or on multiple devices)

design

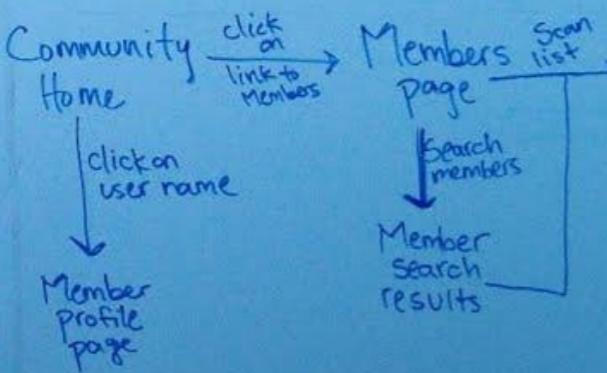
Jen
communicate with coworkers



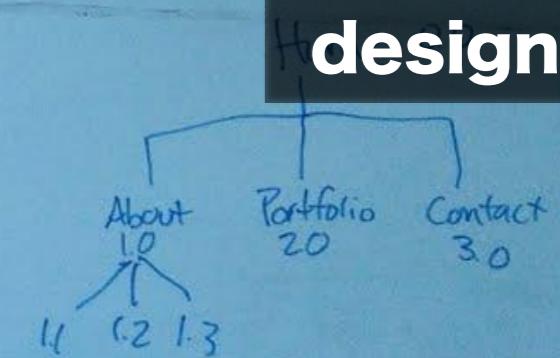
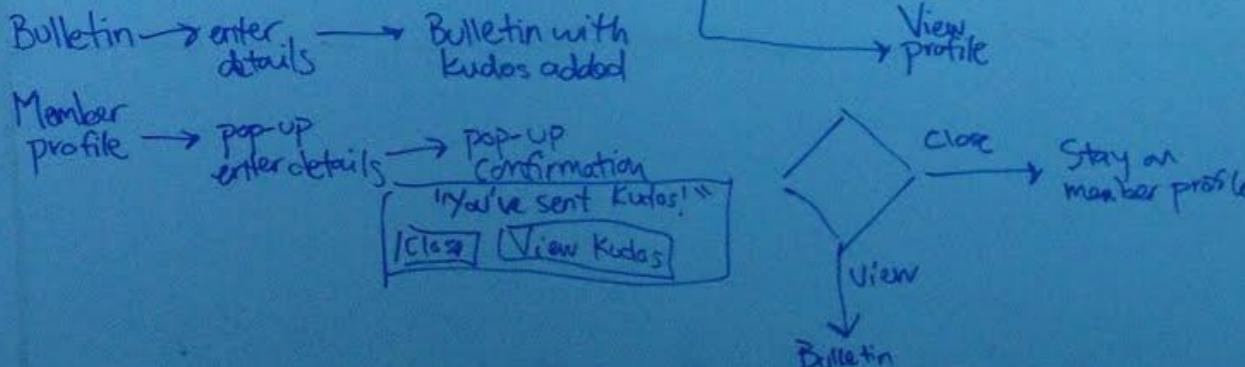
post to bulletin



make member host



Send Kudos



Member actions
Send a message

Send kudos

only for members who share a community

View profile

View some conferences + communities

Edit profile

personal only

Edit Role
Remove

Admin only

MY BIGMARKER

MY
conferences
(also under
My Bigmarker)
Create a review

BROWSE
CONFERENCES

CREATE
CONFERENCE

MY
COMMUNITIES
(also under
My Bigmarker)

BROWSE
COMMUNITIES

COMMUNITY
PROFILES

CREATE
COMMUNITY

MEMBERS

POST /
COMMENT

FILES

MESSAGES

Send + reply
message
(also under profile)

ACCOUNT
SETTINGS

Account
Settings

EDIT BM
PROFILE

Notification
Settings

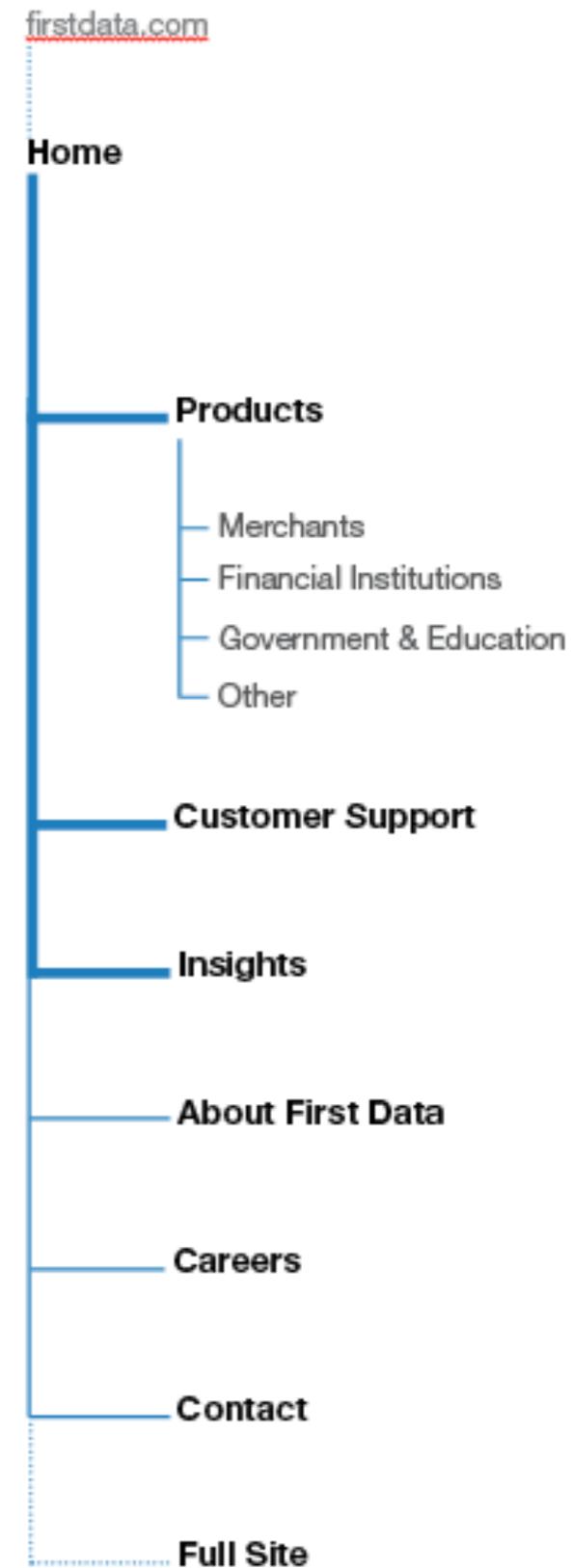
Profile

SEND
KUDOS

design

sitemaps

design



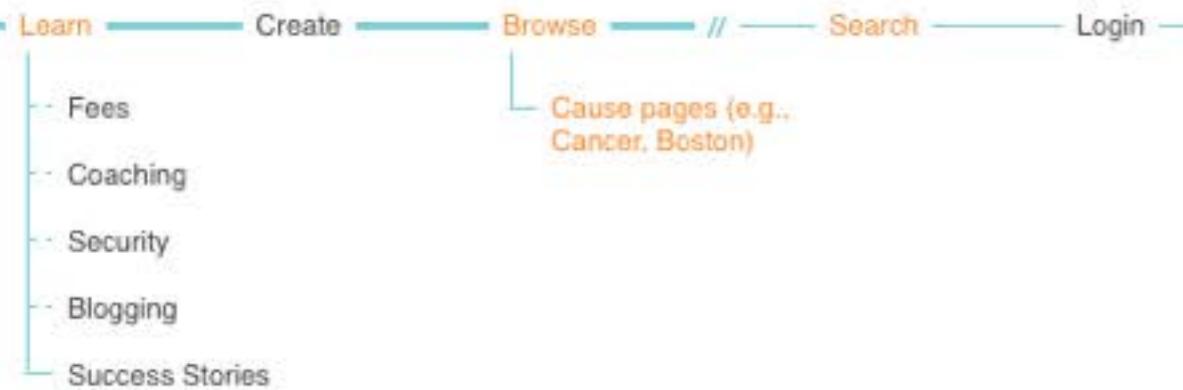
sitemaps

**content & information hierarchy,
overall organizational scheme,
site structure**

SITEMAP

Landing pages (e.g., Funeral Memorial, Pet Memorial)

Homepage



LEGEND

- Main category
- Sub-category or page
- Content that is part of this page (dotted line)
- New page (orange)
- Existing page (black)
- Potential page / version 2 (gray)

tools: card sorting

The screenshot shows the homepage of Optimal Workshop. At the top, there's a dark header bar with the logo 'Optimal Workshop' (a green square with a white 'W' and a cube icon), 'SIGN UP' (in red), 'LOGIN' (in blue with a user icon), and navigation links 'PRODUCTS', 'PRICING', 'BLOG', and 'SUPPORT'. Below the header, the main title 'Make it easy™' is displayed in large, bold, black font, followed by the subtitle 'with our online usability testing software' in smaller orange font. Three product cards are shown below: 'OptimalSort' (represented by overlapping black squares), 'Treejack' (represented by a maple leaf icon), and 'Chalkmark' (represented by overlapping circles). Each card has a brief description and a 'Learn More' button.

OptimalSort

Discover how other people organize your content

→ [Learn More](#)

Treejack

Know why and where people get lost in your content

→ [Learn More](#)

Chalkmark

Reveal first impressions of designs and screenshots

→ [Learn More](#)

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

User flows

design

Let's draw some user flows relating to our How Might We statements...

make sure to include the user, how their actions change over time, and relevant touch points w/ technology.

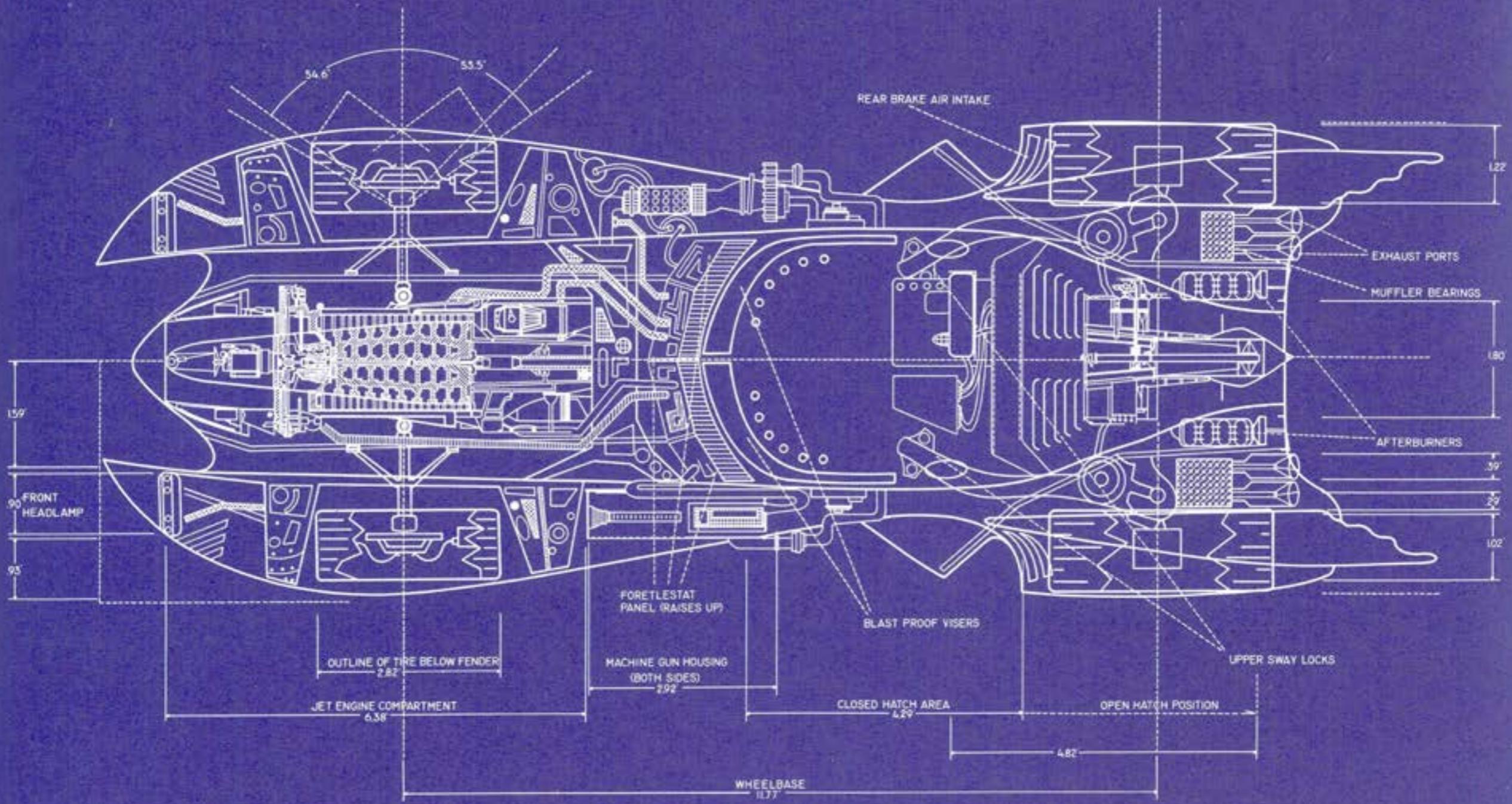
■ {activity 3}

the blueprint

design

design



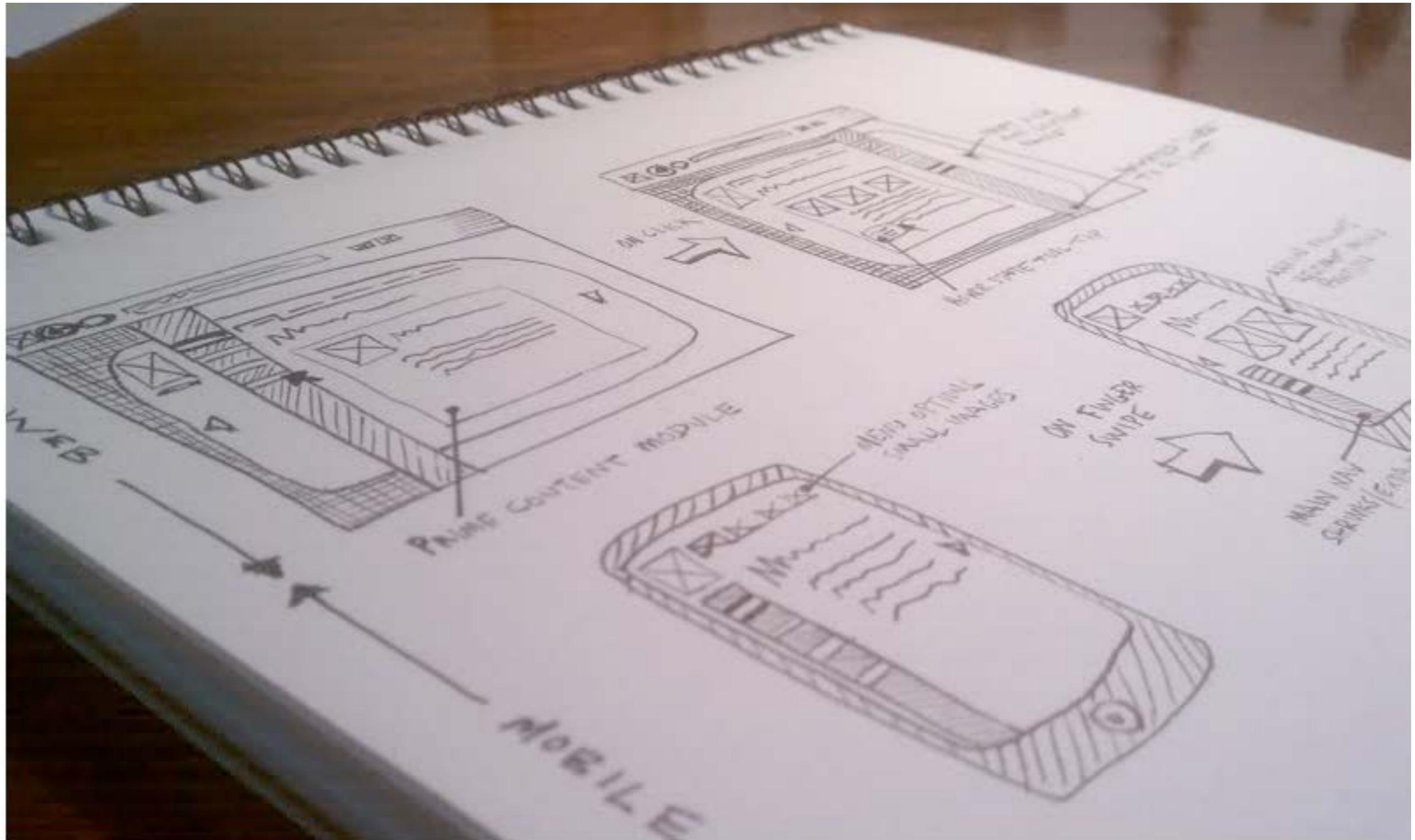


**in the digital
digital world...
they look like this...**

design

sketches:

design

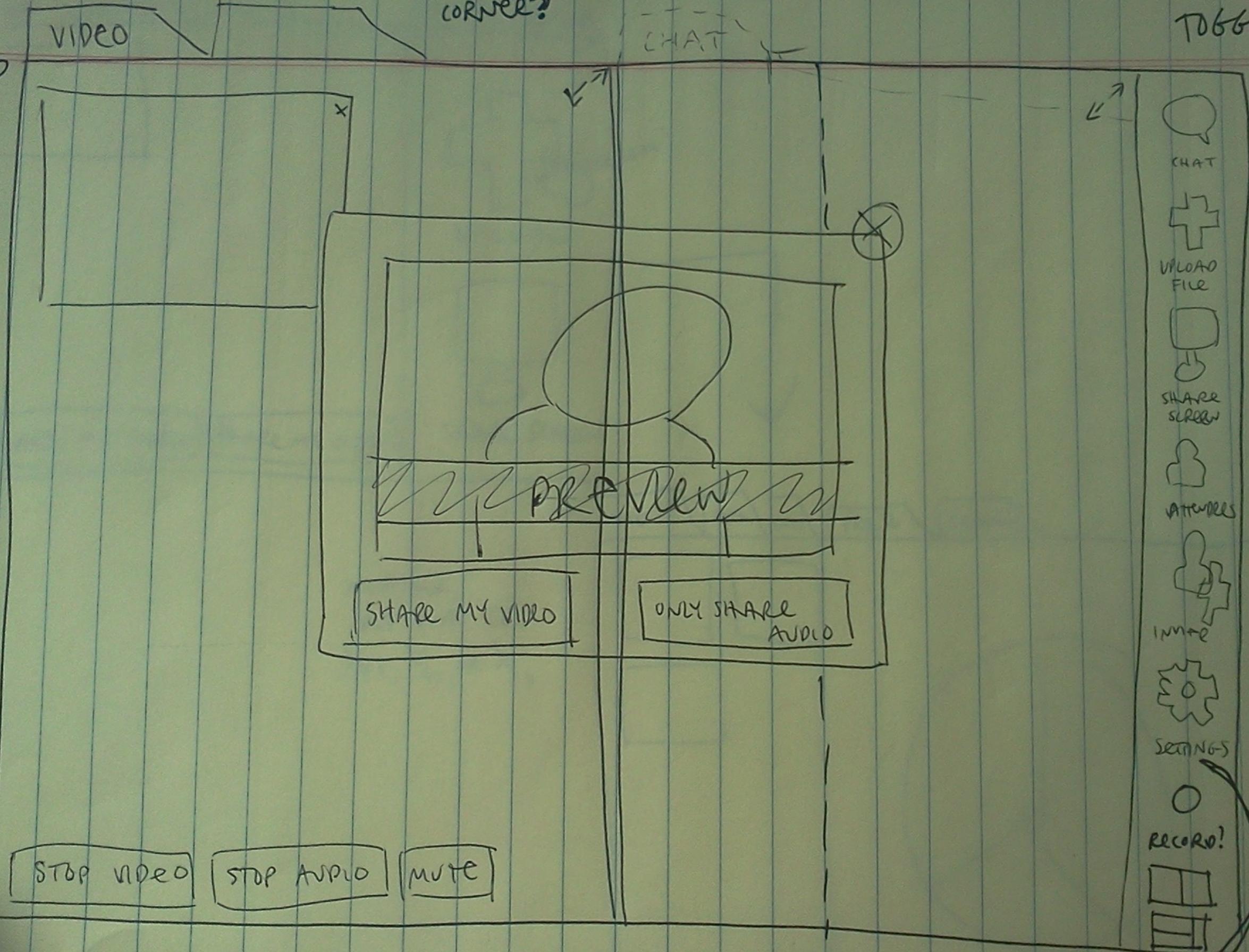


OGLE ON
GHT
ce
20ed?

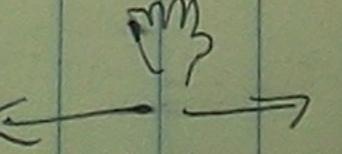
PRESNTATION
WITH VIDEO IN
VIDEOS OF HOSTS?
BETWEEN DRAG & PROP THIS

TOGGLE SIDE
BUTTON

le
WHEN
ANEL
en?



YOU NEED TO CHAT, VIDEO, + PREZ?
SMILY MM + CHAT SHAROS A



DEFAULT TO $\frac{2}{3}$ | $\frac{4}{3}$

ADVANCED SET

TOGGLE
BUTTONS
INSTEAD
OF
DRAG +
PROP

- SHARE +
FLASHING
TAB?
- WHERE IS
PRESENTER
CONTROL
WHERE IS
RECORD
BUTTON?

**“Design is not just what it looks like and feels like.
Design is how it works.”**

- Steve Jobs

wireframes

**layout & structure,
core content &
interactions**

wireframes:

design

TOP NAV

The wireframe illustrates a user interface for managing conference rooms. At the top, there's a navigation bar labeled "TOP NAV". Below it, a header features a small image of a church, the text "Slovenia's Finest", and a "COMING UP" section with a large right-pointing arrow. To the right of this are buttons for "How to Use the BigMarker Conference Room", "7:00 PM Tues, Jan 8, 2013", "26 - YES", "RSVP", and "SEE ALL CONFERENCES".

The main content area includes a "Bulletin" tab, a "Conferences" tab (which is active), a "Members (52)" tab, and an "About" tab. Below these are buttons for "POST", "FILE", "KUDOS!", and "POLL". A text input field says "Post something new" with a "Post" button next to it. There's also a "Filter Bulletin by" dropdown and a search icon.

On the right side, there's a "Members" section showing four profile pictures and a count of "(62)". Below it is an "INVITE OTHERS" button. Further down, there's a "Posts" section with a post from "Zhu-Song Mei" dated "Nov-18-2012 12:50 AM" about traveling to China. Another post from "Caryn W." dated "Nov-16-2012 2:57 PM" is also shown, mentioning Thanksgiving.

At the bottom left, a post from "Bill Gloff" dated "Nov-27-2012 10:47PM" is displayed, containing text about deployment updates and travel plans. A "Comment" button and a "Post" button are located at the bottom right of this post.

balsamiq

The screenshot displays the Balsamiq Mockups application interface. At the top is a toolbar with various icons for file operations like Open, Save, Print, and Cut. Below the toolbar is a navigation bar with tabs: All, Big, Buttons, Common, Containers, Layout, Markup, Media, Text, iPhone, and a dropdown menu. A search bar labeled "Search UI Library" is also present.

The main area features a library of UI components on the right side, including:

- Formatting Toolbar
- Image
- iPhone
- Modal Screen
- Multiline Button
- Second line of
- Rectangle / Canvas
- Street Map
- Tabs Bar
- Text Area
- Title / Headline
- A Big
- First
- Second

Below the library is a wireframe canvas titled "A Web Page". The canvas includes a header bar with back, forward, stop, and search buttons, and a URL field containing "http://". The main content area contains several UI elements:

- Three "Button" components.
- A "Checkbox" component.
- A "ComboBox" component.
- A large "A Big Title" text element with a curved arrow pointing to it from the right.
- A "File Edit View Help" menu bar.
- An "ON" toggle switch.
- A "search" input field.
- A large square placeholder with an "X" inside.
- A text box containing "Some text" and "A second line of text".
- A footer section with a page number "3" and a dropdown menu.

DONATE - MOBILE

3G 10:00 AM

GiveForward Login

Bella's Anemia Fund \$580 of \$3,000

[Error statements on page submission attempt]

Gift Amount:

\$75 \$100 \$150 \$ Other

Hide gift amount

Payment Information:

Card number

Security Code

Expiration Date:

Month Year

Billing Information:

Name

Country

Address

City

State Zip Code

Email

Share with Fundraiser Team

Cover the \$7.00 transaction fee. [What's this?](#)

By clicking Submit, you agree to pay \$100.00 and to the GiveForward Terms of Use.

Submit

[FOOTER]

3G 10:00 AM

GiveForward Login

Bella's Anemia Fund \$580 of \$3,000

[Error statements on page submission attempt]

Payment successful!
Confirmation #: 13111985861

Add a comment to appear with your gift on the page:

Chris McKeever \$100

Use FB photo

Thinking of you and your family during this tough time...

Add Comment

Billing summary:

Bella's Anemia Fund	\$100.00
Other charges	\$7.00

Total amount billed \$107.00

This charge will appear as GiveForward, INC. on your statement.

NOTE: Gifts made to GiveForward fundraisers are NOT tax deductible.

[FOOTER]

3G 10:00 AM

GiveForward Login

Bella's Anemia Fund \$580 of \$3,000

[Error statements on page submission attempt]

Payment successful!
Confirmation #: 13111985861

Comment saved!

Chris McKeever \$100

Thinking of you and your family during this tough time...

Share on Facebook

Create an account to edit your information:

f | Connect or sign up with email

Billing summary:

Bella's Anemia Fund	\$100.00
Other charges	\$7.00

Total amount billed \$107.00

Your card ending in 1254 has been charged. This charge will appear as GiveForward, INC. on your statement.

NOTE: Gifts made to GiveForward fundraisers are NOT tax deductible.

[FOOTER]

- 1 Image and title clickable back to fundraiser page.
- 2 Page actually auto-scrolls to here when it loads initially, but user can scroll up to discover more information about the fundraiser.
- 3 We would like to get rid of this feature, but have to keep it for now until we move to a new code base.
- 4 The Gift Amount and Credit Card form fields only accept numerical inputs.
- 5 Every field has inline validation that will either show a green checkmark when completed correctly or red X when there is an error. Error details will dynamically appear directly below the form field when there is an error, pushing other form fields a bit further down the page until the error has been resolved.
- 6 In the future, when we move to a new code base, we would like to change this checkbox to "Private - Only share with the Team Captain".
- 7 Form field is auto-filled with the Name from Billing Information, but editable. If the user leaves it blank, it will have placeholder text that reads "Anonymous".
- 8 If a user chooses to add a photo with FB, they are logged into FB in a new browser window and asked to connect. They will then be redirected back to this open browser window to finish adding their comment.
- 9 This form field will have some placeholder text so that users have a better idea of what kind of comment they should leave.
- 10 This is not a new page, it is an AJAX update. there will be a fallback that loads a new page for phones with Javascript disabled.

SEARCH


[LEARN about Fundraising](#)
[CREATE a Fundraiser](#)
[BROWSE Fundraisers](#)
[LOG IN or sign up](#)

Boston Marathon or other special fundraising categories happening NOW (optional)

Medical Fundraisers on GiveForward

Filters: [Clear all](#)

Nationwide
Boston Marathon
Cancer
Breast Cancer
Autism
Multiple Sclerosis
Transplant

Funeral/Memorial
Colon Cancer
Hospice
Cystic Fibrosis
Lung Cancer
Surgery
Accident

[Most Popular](#) [Most Recent](#)

\$580
Beneficiary Name

Summary paragraph about the story, the team, and the cause. Lorem ipsum dolor sit amet.

\$580
Beneficiary Name

Summary paragraph about the story, the team, and the cause. Lorem ipsum dolor sit amet.

\$580
Beneficiary Name

Summary paragraph about the story, the team, and the cause. Lorem ipsum dolor sit amet.

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Summary paragraph about the story, the team, and the cause. Lorem ipsum dolor sit amet.

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Summary paragraph about the story, the team, and the cause. Lorem ipsum dolor sit amet.

\$580
Beneficiary Name

Summary paragraph about the story, the team, and the cause. Lorem ipsum dolor sit amet.

\$580
Beneficiary Name

Summary paragraph about the story, the team, and the cause. Lorem ipsum dolor sit amet.

[See More](#)

What is GiveForward?

GiveForward is an online fundraising website and one of the easiest ways to raise money for a loved one in need. We are the #1 platform to start a medical fundraiser and the only site with fundraising coaches who provide fundraising ideas and guidance on how to raise money online. Start your fundraiser today!

Help for cancer patients

- [Cancer Fundraising](#)
- [Breast Cancer Fundraising](#)
- [Financial Assistance for Cancer Patients](#)

Need help paying bills?

- [Help with Medical Bills](#)
- [Help with Vet Bills](#)
- [Help with Funeral Expenses](#)
- [Medical Bankruptcy](#)

About GiveForward

- [Fundraisers for Individuals](#)
- [What is CrowdFunding?](#)

Follow us

Facebook
 Twitter
 Google+

[Home](#) · [How it Works](#) · [About Us](#) · [Help](#) · [Contact Us](#) · [Jobs](#) · [Fees](#)
[Terms & Conditions](#)

Copyright © 2013 GiveForward, Inc.
 150 N. Dearborn Suite 320 - Chicago, IL 60622

MOBILE: PREFERRED OPTION

LOG IN

LEARN CREATE BROWSE LOG IN

categories happening NOW (optional)

Medical Fundraisers on GiveForward

Type in your search

Search

- Filters clear_all

Nationwide Cancer

Boston Marathon Breast Cancer

Autism Multiple Sclerosis

Transplant Funerals/Memorial

Colon Cancer Hospice

Cystic Fibrosis Lung Cancer

Surgery Accident

Most Popular

\$100

Beneficiary Name

Summary paragraph about the story, the issue, and the cause. Lorem ipsum dolor sit amet.

\$100

Beneficiary Name

Summary paragraph about the story, the issue, and the cause. Lorem ipsum dolor sit amet.

\$100

Beneficiary Name

Summary paragraph about the story, the issue, and the cause. Lorem ipsum dolor sit amet.

Most Recent

\$100

Beneficiary Name

Summary paragraph about the story, the issue, and the cause. Lorem ipsum dolor sit amet.

\$100

Beneficiary Name

Summary paragraph about the story, the issue, and the cause. Lorem ipsum dolor sit amet.

\$100

Beneficiary Name

Summary paragraph about the story, the issue, and the cause. Lorem ipsum dolor sit amet.

- 1 This is a campaign strategy we can start to introduce site-wide.
 - 2 This is the title area and will include more specific listing when appropriate (such as including search terms in following pages).
 - 3 Local case (depending on server bandwidth) Autocomplete is enabled that:
 - First pulls from previously searched items dependent on specific user
 - Second, pulls from pre-defined category names and popular searches.

Only OPEN GREEN LIGHT fundraisers will be shown in Browse/Search UNLESS the number of fundraisers that match results is less than 5. In that case, we will include closed and YELLOW/RED fundraisers in result listings.

In the case that a user is searching for a term that results in only 1 listing, they will be redirected directly to that fundraiser.

 - 4 These filters act as on/off buttons and more than one can be checked at a time. They dynamically update the fundraisers displayed below. Additionally, they may function as landing pages for causes that are linked to directly from the homepage, in future versions. Filters may be changed and updated continually.
 - 5 These links function as sorting tabs. When a user clicks on one, the entire feature dynamically updates to display the appropriate fundraisers. Within each of these sorting categories, the system will need to additionally sort against the fundraiser success criteria, as introduced in the homepage featured fundraisers content flow. Sorting categories may be changed and updated continually.
 - 6 Fundraisers being displayed may very visually. Current homepage designs show 12 fundraisers per row, which may

0.8 - Shoe Picker Results

Optimize for 960 Pixels Wide

FREE Ground Shipping on ALL Domestic Orders

Sign In or Create an Account | Track an Order | Customer Care | Live Chat | Find a Store

Search Allen Edmonds go 1 Item \$250.00 checkout

SHOES ACCESSORIES APPAREL CUSTOM SHOES RECRAFTING SALE ABOUT ALLEN EDMONDS

Allen Edmonds Home > Shoe 101 > Shoe Picker

Shoe Picker Recommendations

- 1 How did we pick these?
- 2 Shoes for Work
- 3 Classic Black Office Wear
- 4 Classic Brown Office Wear
- 5 Versatile Slip-On
- 6 Casual Office/Jean Wear

Shoes for Play

- 1 Athleisure Shoes
- 2 Weekend Wear
- 3 Sports Shoes
- 4 Slippers and Sandals

Add to Shopping Bag

Add to My Wish List

Share These Products:

Try them on in a store

- page continues -

1 How did we pick these?
On mouse-over, modal opens with additional context into the shoe picker methodology.

2 Results Category
Every resulting set will consist of recommended shoes in two categories: Work and play. Shoes will fall into one of these two categories depending on ratings for each attribute (on a scale of 0-9). Below each category title is a short description of the category and pick list.

3 Results Subcategory
Within each category, shoes fall into one of four subcategories. Within these subcategories, users are able to scroll left and right to view additional shoes.

4 Quick Look Preview
Each recommended shoe will be displayed with a "Quick Look" link on hover. Quick Look functionality allows the user to preview product information while remaining on the results page. On mouse-over of the product image, "Quick Look" indicator shows. On click of the "Quick Look" indicator, modal window appears over page showing limited amount of product information and follow-up calls to action, including:

- Add to Shopping Bag - closes modal window and adds item to users shopping bag. Item appears in shopping bag module in header (see p. 16)
- Add to My Wish List - adds item to users wish list.
- Share This Product - Allows user to share product via Facebook, Twitter & via email. Follow sharing specifications from each services' individual guidelines and development publications.
- Try them on in a store - Open Store Locator functionality.

5 On mouse out of the image, the "Quick Look" indicator hides. For additional specs on product detail modals, see below OR see the Allen Edmonds Website Redesign deck.

Product Result

6 Each product result includes:

- Image - linked to product detail modal (see below)
- Name - linked to product detail modal (see below)
- Select - on check, calls to action on bottom of page will be performed on product

Calls to Action for Multiple Shoe Selection
These calls to action will be performed on any shoes with checked "Select" checkboxes. See above for description of each call to action.

Park Avenue
SKU _6615 E 070

\$325.00 In stock and ready to ship

Overall Rating: (23 Reviews)

Conditional Error Message Area

Size, Color & Width Description

Select a Color: Black

Select a Size: Please Select

Select a Width: Please Select

Add to Shopping Bag

Add to My Wish List

Share This Product:

Note for Colin:
Need to determine primary purpose of this page in order to set priority of calls to action.



Medical fundraisers on **Giveforward**

Subtitle with SEO content describing the category items and including pertinent words.

filter by:

LOCATION ▾ * BOSTON MARATHON CANCER BREAST CANCER AUTISM MULTIPLE SCLEROSIS TRANSPLANT
 FUNERAL/MEMORIAL COLON CANCER HOSPICE CYSTIC FIBROSIS LUNG CANCER ACCIDENT

Enter a keyword



FUNDRAISER ROULETTE

Browsing: Breast Cancer

Most Popular

Most Recent



\$43,275

FOR LIZA COZAD

Liza's family and friends are uniting to raise money to help with her battle against brain cancer.



\$48,097

FOR AMELIA COFFARO

Project Amelia is an all-volunteer effort organized by friends of 28-year-old photographer Amelia Coffaro.



\$15,642

FOR SARAH LAMBERT

The family and friends of Sarah Lambert are raising money to help with her battle against Lymphoma. Please show your support!



\$43,275

FOR LIZA COZAD

Liza's family and friends are uniting to raise money to help with her battle against brain cancer.



\$48,097

FOR AMELIA COFFARO

Project Amelia is an all-volunteer effort organized by friends of 28-year-old photographer Amelia Coffaro.



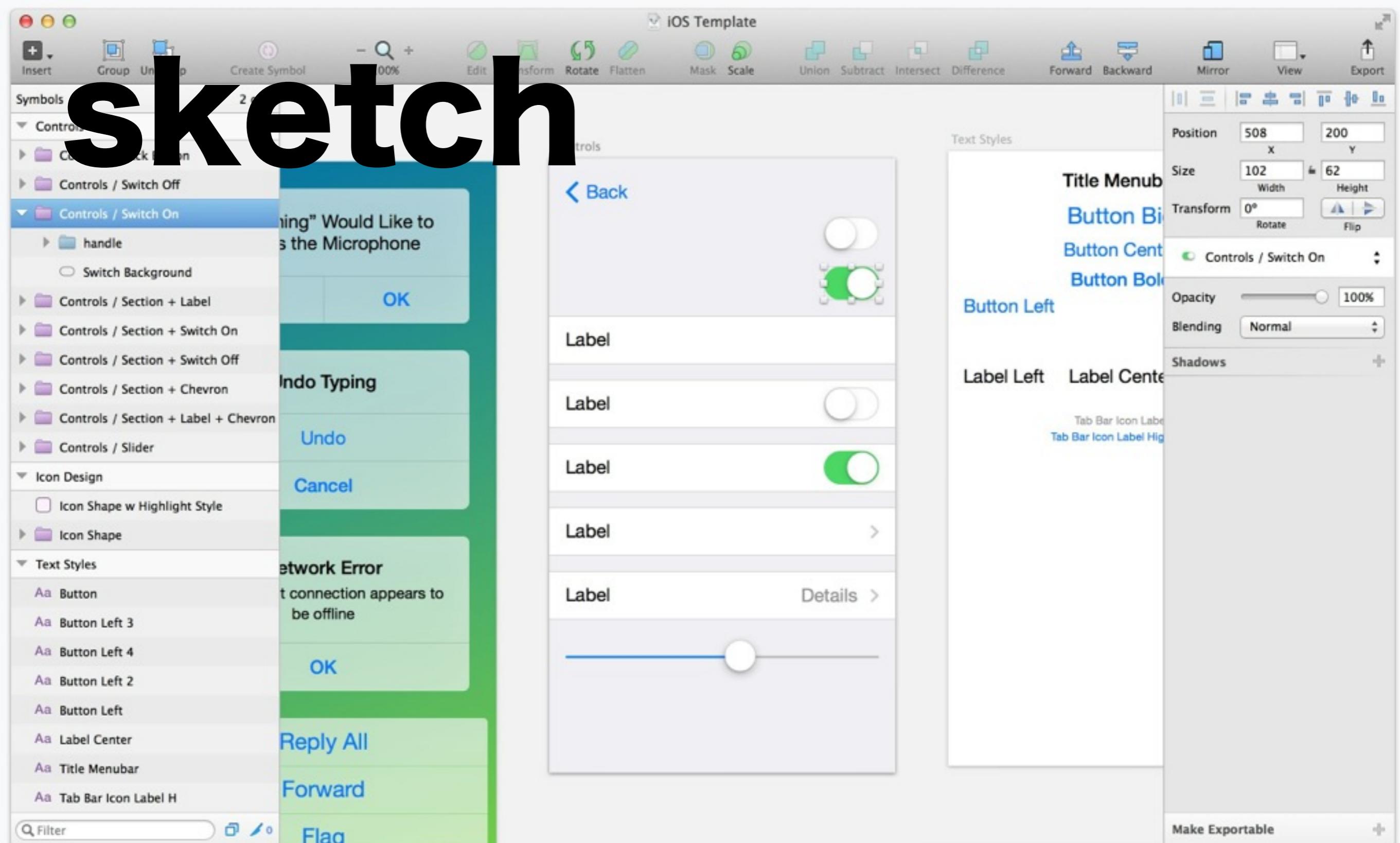
\$15,642

FOR SARAH LAMBERT

The family and friends of Sarah Lambert are raising money to help with her battle against Lymphoma. Please show your support!

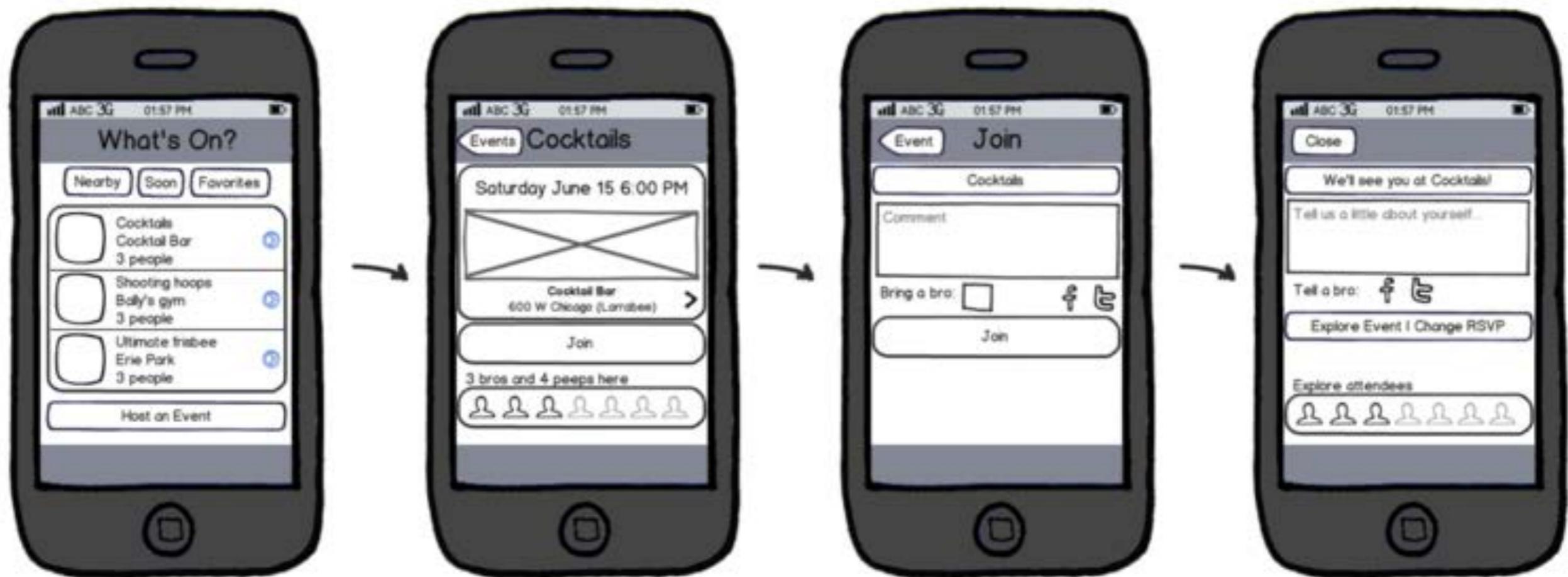
visual design

SEE MORE ▾



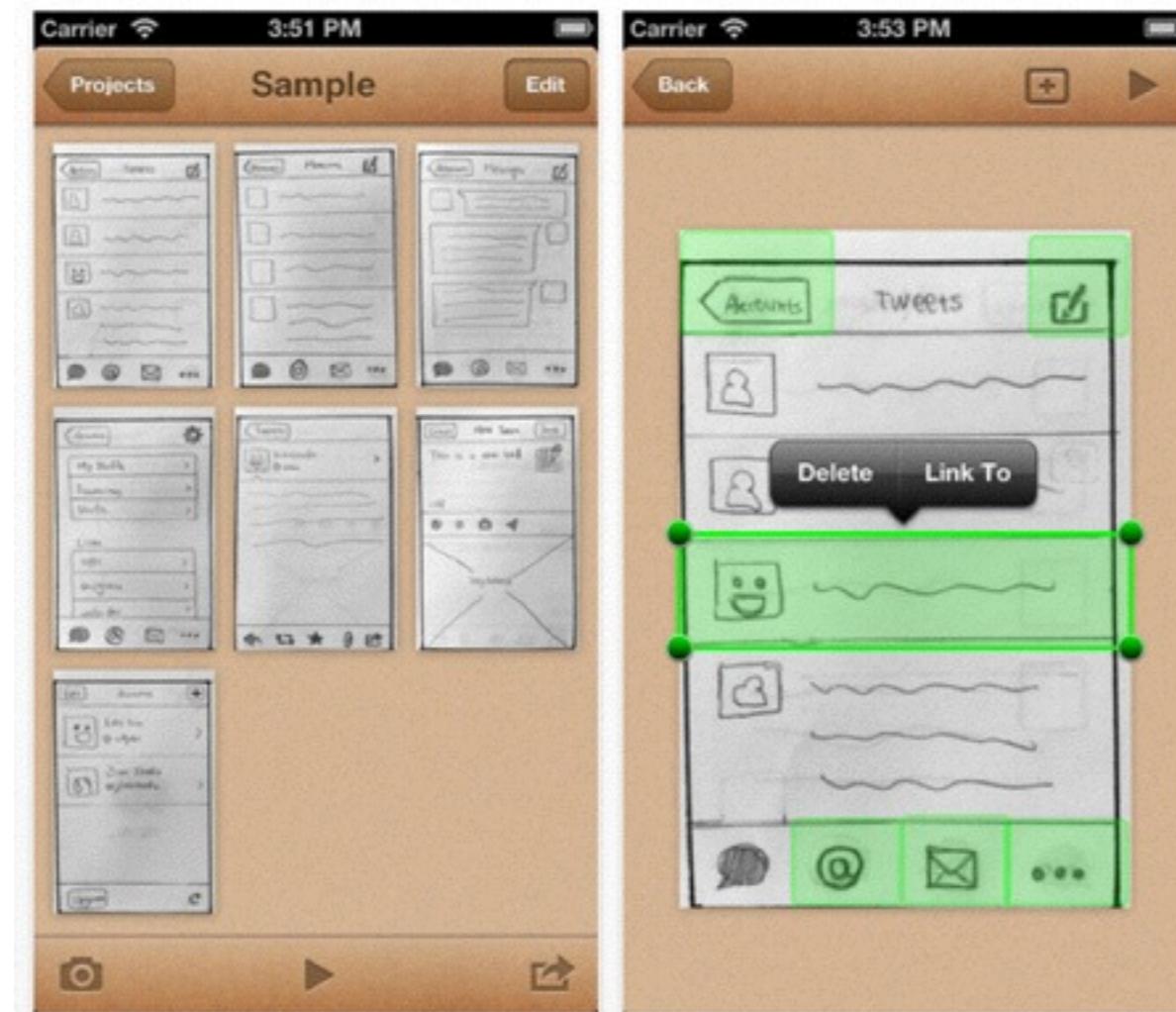
<http://bohemiancoding.com/sketch/>

putting it all together



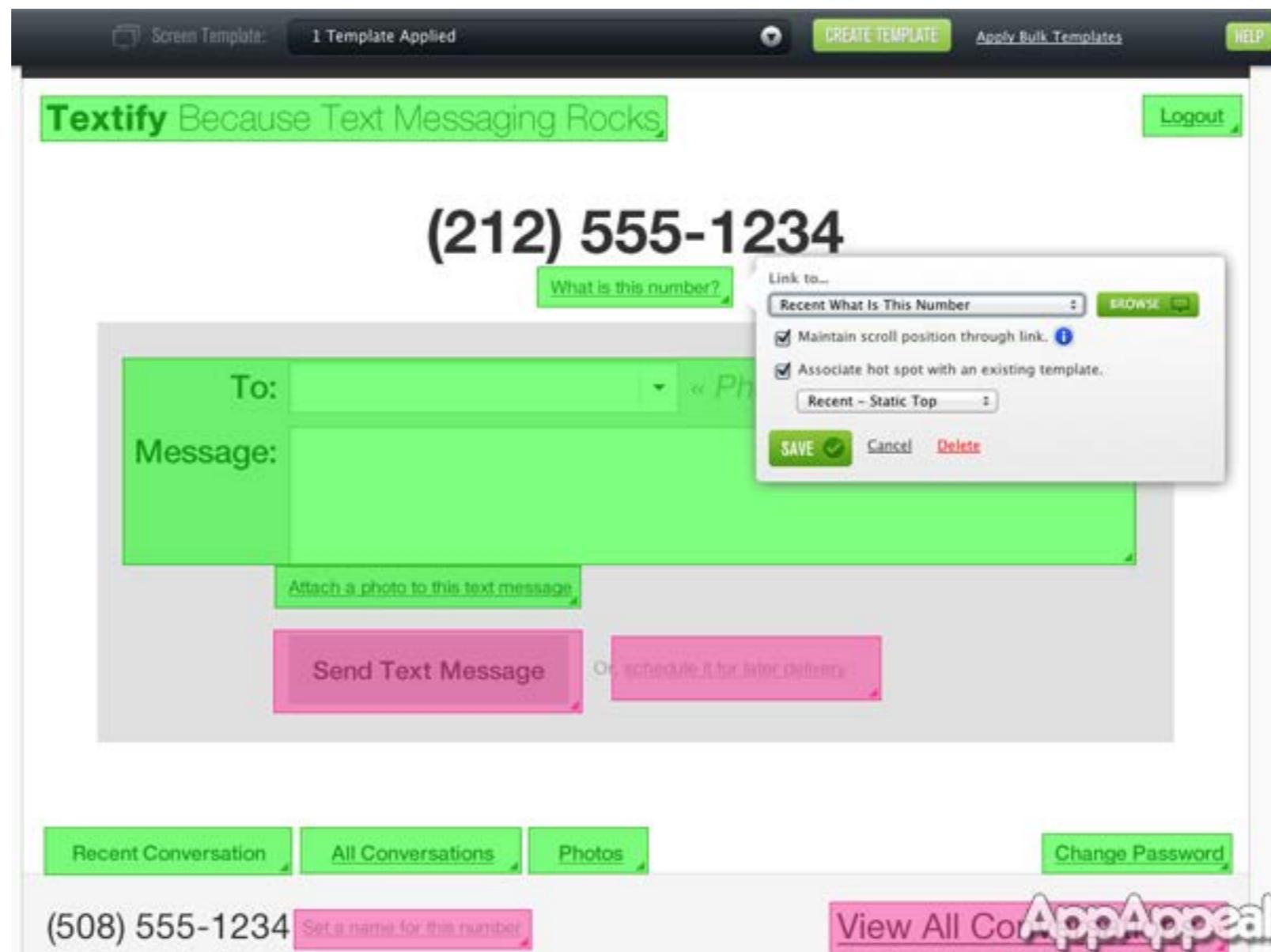
host is listed first in peeps and starred

prototypes



<https://popapp.in/>

prototypes



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



**yes, yes. more,
I said. more.**

design

Sketch

at least 2-3 different ideas for solutions to the problems you've observed up until now. Remember the guiding principles. Try to use at least one.

■ {activity 4}

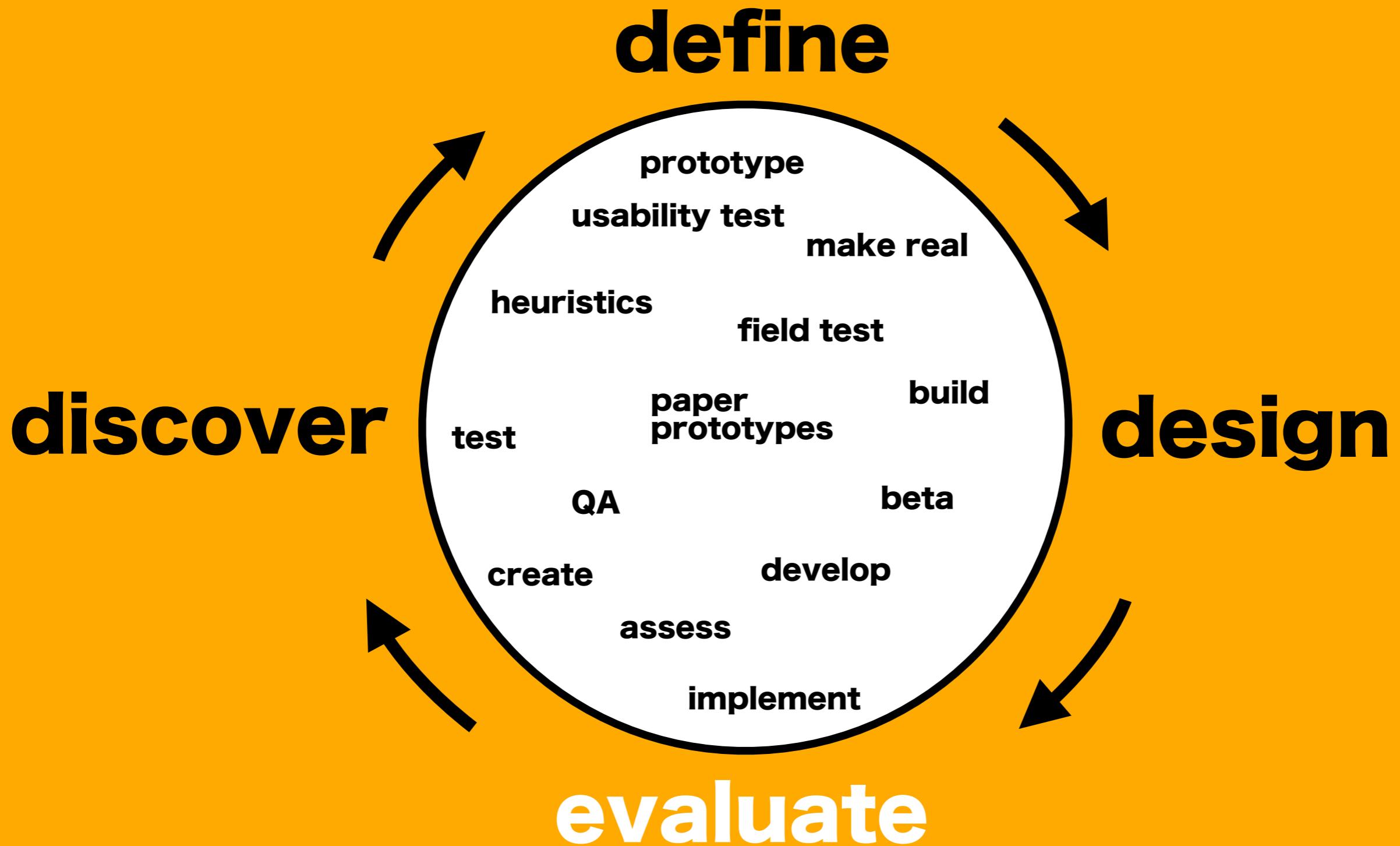
sketch & share...

design





4. Evaluate



usability testing

- :: A realistic scenario**
- :: performing a task**
- :: while thinking aloud**

Select a health insurance plan that is appropriate for your needs.

Relationship: Single

Budget: \$100 -\$175/month

Discretionary Income: \$500

1 Quick Quote 2 Name Price 3 Compare Plans

About how much would you like to pay for your monthly premium?

\$350-\$499 \$850

7 plans are available at this price range

What are your needs?

Hospitalization only
 HSA compatible
 Short term/Temporary
 Comprehensive
 Easy access to specialists (PPO)

MONTHLY PREMIUM deductible ▾ copay ▾ out-of-pocket limit ▾

SelectBlue \$358.57 \$0 100% \$1000 + Apply

Select Blue. Reliable health insurance coverage that compares well to what employers offer. A PPO Network that includes 90% of Illinois doctors and over 200 Illinois hospitals.

Coverage features?

Maternity
 Dental
 Prescription drugs
 Well adult care

BlueEdge Select \$420.32 \$1000 80% \$3000 + Apply

Blue Edge. HSA compatible, high-deductible plan that offers reliable coverage with affordable monthly premiums. PPO Network that includes 90% of Illinois doctors and over 200 Illinois hospitals.

BlueValue (2) \$485.63 \$1000 100% \$3000 + Apply

Select Blue Advantage. Reliable health insurance coverage that compares well to what employers offer. A PPO Network that includes 90% of Illinois doctors and over 200 Illinois hospitals.

Basic Blue (2) + Apply

SelecTEMP PPO + Apply

Notepad - Saved Plans

Plan Details

PPO network
Lifetime benefit \$3,000,000
Family out-of-pocket limit \$6,000
Office visit co-pay \$40
Well-care 80% after co-pay
Inpatient 80%
Outpatient 80%
Hospital coverage 80%
Rx coverage 100%
Maternity coverage available
Dental coverage available
No limitations and restrictions

<back Compare Selected Plans

Use this contact and billing information to donate \$10 to a fundraiser.

Screenshot of a GiveForward donation page for "Jimmy's".

The top navigation bar includes links for "Join", "Login", "Create a fundraiser", and "Find a fundraiser". A banner at the top states: "GiveForward has raised \$79,367,270 for medical and other causes".

Gift details:
Congrats on being one of the first people to show your support! Set the tone for the fundraiser by showing your generosity through your donation and leaving a personal note for the beneficiary.

Choose one of the amounts below or enter your own:
 \$100 \$250 \$500 Other

I'll cover the \$6.20 transaction fee. What's that?
 Hide gift amount

This gift is from: [Text input field]
If left blank, gift will be anonymous.

Email*: [Text input field]
 Share my email address with Team Members.

Leave a note of encouragement:
[Text area]

Payment Information:
Card number*: [Text input field] Security Code (CVV)*: [Text input field]
Expiration date*: [Text input field] Select Month... | Select Year...

Billing Information:
First name*: [Text input field] Last name*: [Text input field]
Country*: [Text input field] UNITED STATES
Address*: [Text input field]
City*: [Text input field] State*: [Text input field] Zip/Postal Code*: [Text input field]

Frequently Asked Questions:

How will I know if my donation went through?
After you click Submit, you will be taken to a confirmation page that has the order number of your successful donation. You will also receive an email receipt to keep for your records.
If you do not see this confirmation page, there may have been an error in your donation. Please wait 5 minutes and try again.

Is my donation tax-deductible?
Donations are not tax deductible when made to an individual or any entity that is not a registered 501(c)(3) organization.

Is my payment secure?
Yes, this is a secure checkout. Your credit card transaction is secured using 128-bit Secure Sockets Layer (SSL) encryption.

 Identity Theft Protected security updates

Chat with a GiveForward Fundraising Coach!

GiveForward

www.giveforward.com

Reader

HEARI.

stage 4 tongue cancer.

glioblastoma multiforme.

FEATURED FUNDRAISERS

\$3,041

Friends and family of Teresa Ponce are uniting and raising money to help her battle breast cancer.

\$4,397

Maya-Rose has never walked or talked. Her family is raising money for her therapy and medical expenses.

\$7,366

Family and friends of Makai have united and are raising funds to help him battle Rhabdomyosarcoma (RMS).

How fundraising with GiveForward works

Chat with Fundraiser





tools: silverback



screen capture

+



live video & audio



Silverback



Quicktime
composite

tools: cheap (free) recruiting

The screenshot shows the Neighborhood Parents Network (NPN) website interface. At the top, there's a navigation bar with links for Welcome, Groups, Discuss (which is highlighted), Learn, School/Daycare, Parent Perks, Blog, and Calendar. Below the navigation is a search bar and a link to 'All Forums'. The main content area is titled 'NPN Community Forums' and features two sections: 'Main Discussion Forum' and 'Child Care Classifieds'. The 'Main Discussion Forum' section contains a list of recent posts, such as 'Part time jobs Employment', 'Is it too late to plant elephant ears', and 'Healthy gooseberry bush with no berries'. The 'Child Care Classifieds' section has a list of posts related to child care services. On the right side, there's a sidebar for 'Gardening' with a post from 'craigslis...' dated 07/13/2013 at 11:49. The post discusses fountains and their impact on gardens. There are also input fields for 'handle' and 'se'.

Neighborhood Parents Network

DISCUSS

Log in

WELCOME GROUPS DISCUSS LEARN SCHOOL/DAYCARE PARENT PERKS BLOG CALENDAR

SEARCH... All Forums 9

CL > craigslist > discussion forums > gardening [mad | all]

NPN Community Forums

Main Discussion Forum

Post questions, comments, and topics for our NP communities (expecting parents, babies, toddlers, kids, education, health, travel, city living, etc)

Child Care Classifieds

Post comments, questions, or topics here if you are offering or looking for child care services (Baby sitters, nannies, day care, etc)

Social Groups

24h 1 2 3 4 5 6 7 8 9 10 >>

compose new thread check for replies search Gardening [07/13/2013 11:49]

sea Part time jobs Employment < fdhgfhitt > 07/13 08:10 -5 link
bln Is it too late to plant elephant ears < SoCarrieous > 07/13 07:59
dal Please help... < - > 07/13 06:05
sfo thermal grow rooms < growroomexpert > 07/12 19:46 -16
wma Healthy gooseberry bush with no berries < Kash222 > 07/12 18:32
fmy Trade Cuttings????? < MeniscusBiscuits > 07/12 13:25 -4+2
... Try Dave's Garden < sdkat > 07/12 17:57 link
sbn Crocosmia, and other European invaders < fyvm > 07/12 12:50 +11 pic
... beautiful < gar234 > 07/12 15:16
... My goodness, thank you < technowench > 07/12 16:01
... Gorgeous! and ha ha < wabbitsd > 07/12 17:31
... Wow! < sdkat > 07/12 17:50
... Thanks! I can really only take credit for the < fyvm > 07/12 19:53
eug anti snail & slug < dashrocks > 07/12 11:04
... Careful with the wood ash < QuercusSchmercus > 07/12 12:00
... good point < dashrocks > 07/12 15:45
abq squirrel repellent < GOOD-Tomato > 07/12 08:11
... Do you see they are eaten < - > 07/12 08:16
... My chickens are eating my tomatoes. < josesfriendrolando > 07/12 18:03
knx where is a good place < meenasmuse > 07/11 18:06
... you can not load pics to CL forums < srq747 > 07/11 18:18 link
... what you do is < carpenterguy > 07/11 18:34 link

hel Hanging pots < YluvsG > 07/11 14:24
... It just means that < - > 07/11 14:32 +1
... Hanging pots < YluvsG > 07/11 15:03 +5
... Selling a plant for a dollar < perennialjunkie > 07/12 16:01 +2

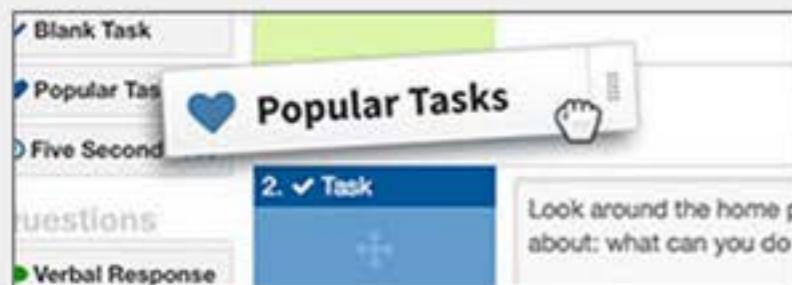
Gardening

craigslis... © 2013

usertesting.com

How it Works

1. Easy test creation



Just specify the tasks you want users to perform. It's easy and risk-free.

Test on all devices: mobile, tablet, desktop.

2. We recruit participants



We recruit your target audience from a [panel of a million users](#).

Users are available to test 24/7.

3. You get results *in 1 hour*



[Watch videos](#) of users on your site or app explaining where they get stuck.

Create clips and highlight reels. [More...](#)

<http://peek.usertesting.com/>

TEST with your partner.

■ {activity 5;
5 minutes}

task-based usability.

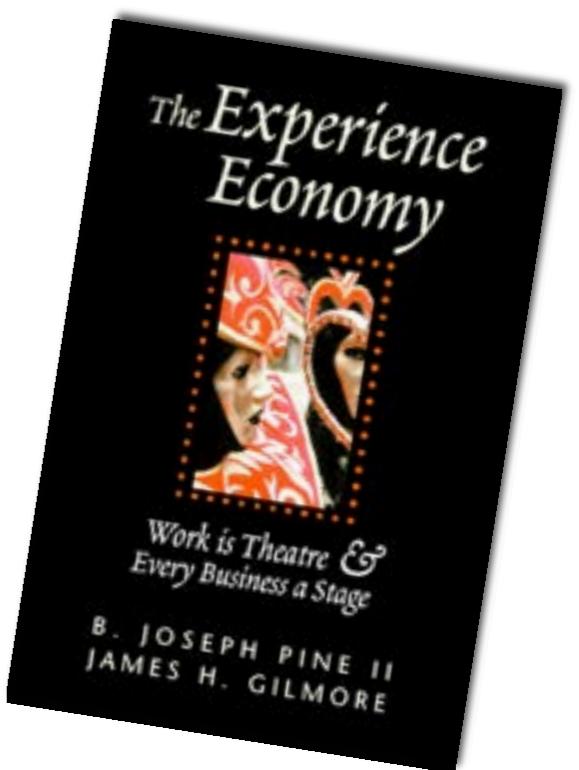
**now the other person be
the participant. what
types of questions...
would you ask. how
differently.**

**you have 10 minutes.
good luck.**

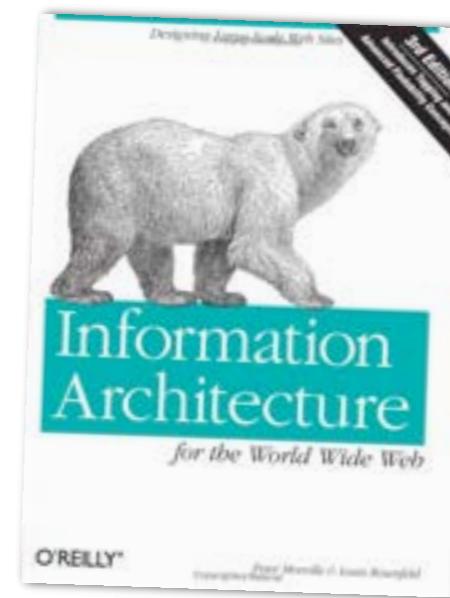
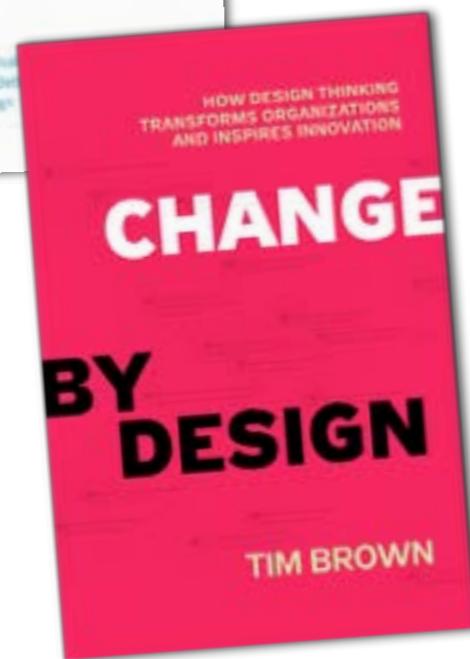
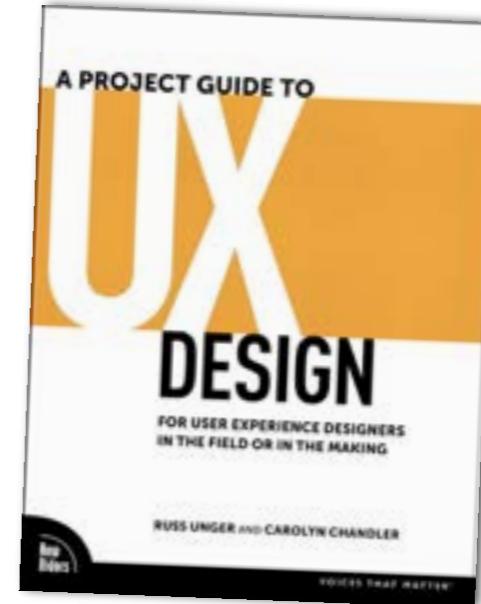
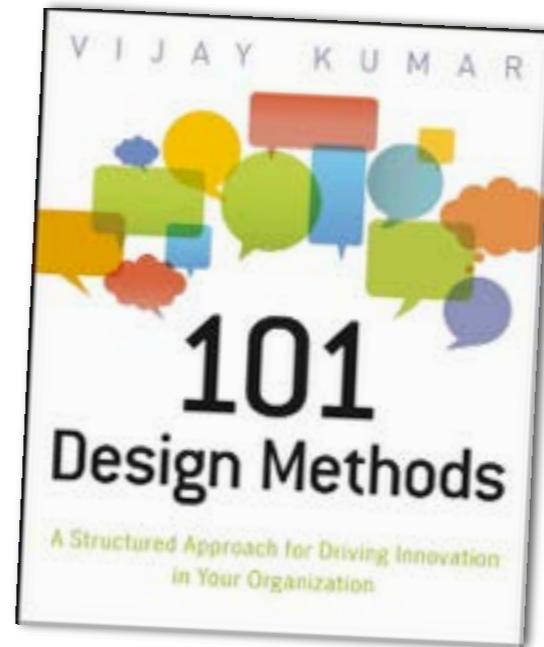
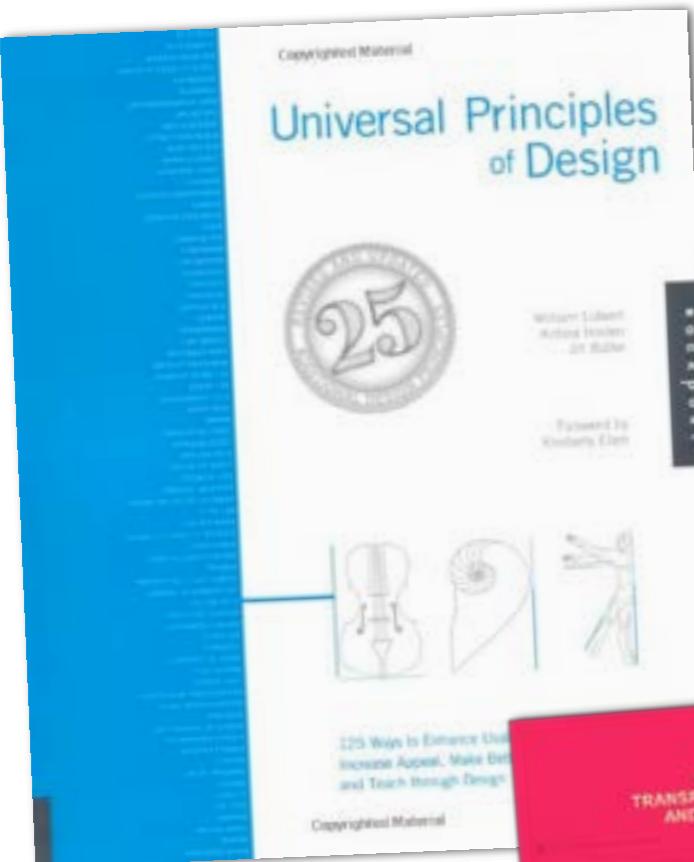
{activity 5.}

why UX?
why now?

**it's all about
experience.**



■ Recommended reading



questions?
...thoughts?
...deeply-troubling concerns?

Fin.

contact:

Golli Hashemian
ghashemian@gmail.com
@golgolli