

Wireframes - part 4

The home page stuff from Don't Make Me Think



Home pages have to do everything as listed in Don't Make Me Think:

Site Identity and Mission

Site hierarchy

Search

Teases promos

Timely content

Deals

Shortcuts

Registration

Show me what I'm looking for

... and what I'm not looking for

Show me where to start

Establish credibility and trust



Everybody wants a piece of it
Everybody is interested in it, even the CEO.
The home page has to appeal to everybody who visits the site, no matter how diverse their interests.

What is this site?

The biggest challenge is to convey clearly what the site is. You should answer these questions:

What is this?

What can I do here?

What do they have here?

Why should I be here and not somewhere else?

Taglines & Welcome Blurbs

How to get the message across? Use taglines and welcome blurbs. They can help.
Good ones are clear and informative.
Good ones are personable, lively, and sometimes clever.
Should convey differentiation and a clear benefit.
Just long enough – 6 to 8 words.



Welcome to Twitter.

Find out what's happening, right now, with the people and organizations you care about.

[Sign in](#)☐ Remember me - [Forgot password?](#)

New to Twitter? [Sign up](#)

[Sign up for Twitter](#)

Pinterest

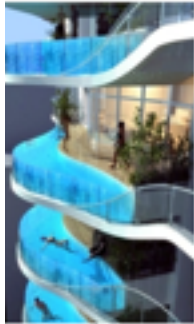
About · Login

Everything · Videos · Popular · Gifts ·

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

Request an Invite ·

Login




ily exists...

1 comment · 71 repins

Christina Beal onto Dream Vacations

Gina Brown Wow does it really exist?? That would be awesome




wine cork board.

11 likes · 2 comments · 68 repins

Kandi DeLoe onto DIY/Crafts When I Have Free Time...

Leigh Marsh @Carolyn Stephens · Now we know what to do with all those corks...


Zanna Jandali Also works as a hot plate for pots and pans.




Pumpkin Pie Dip Gina's Weight Watcher Recipes Servings: 12 • Size: 1/2 cup • Old Points: 2 pts • Points+: 3 pts Calories: 102.8 • Fat: 0.1 g • Protein: 1.8 g • Carb: 27.7 g • Fiber: 0.8 g 15 oz can pumpkin 3/4 cup brown sugar (Splenda would work too) 1 tsp vanilla 1/8 tsp cinnamon 1/8 tsp pumpkin pie spice (or more to taste) 6 oz fat free Greek yogurt (I used Chobani) 8 oz cool whip free cut up apples to dip (extra points) Mix pumpkin with brown sugar, vanilla and spices, blend well. Mix in yogurt. Fold in cool whip and chill in refrigerator until ready to eat

25 likes · 1 comment · 162 repins

Amanda DeCenzo onto Yummies



Genius! ——— 1-2-3 Cake. I LOVE this idea!! You need two boxes of cake mix. One can be any flavor you prefer, but the other MUST be Angel Food cake mix. Mix them together (shake them in a big ziploc bag or stir them together in a big bowl). Then simply store the mixture in an airtight container until you get the urge for dessert. Then just put three tablespoons of the dry mixture in a big coffee mug and stir in two tablespoons of water. Microwave it for one minute and you will have a whole new kind of cake! You will think



counrty

67 likes · 1 comment · 629 repins

Jayne Brereton onto AUTUMN

Patricia Rhodes Christensen Reminds me of Green Valley Road in WA.

[Trip Planner](#)
[Next Bus](#)
[Google Transit](#)

☒ Departing ☐ Arriving

 11:35 PM 02-26-2012

 Standard Search Settings

Enter an address, intersection, landmark or stop number.
See list of locations...
More search tips...
Transit Maps...

[Plan My Trip](#)

Get Schedules:



Bus



SkyTrain



SeaBus





West Coast Express



Airport Express

Phase 3 consultation on the North Shore Area Transit Plan has begun. Have your say from Feb. 6 to March 9!








Anna & Kristina

Be a Shopping Bag

[Home](#)[Test Lab](#)[Hot Topics](#)[Bag Blog](#)[About Us](#)



Members: [Sign in.](#)

Be a Shopping Bag! [Join](#)

Browse our Test Lab

- [Fashion & Accessories](#)
- [Furniture & Home Decor](#)
- [Health & Beauty](#)
- [Electronics & Appliances](#)
- [Food & Libations](#)
- [Recreational Gear](#)

Welcome!


We're excited to share with you our tips, tricks, and inside information to help make you a savvy shopper.

Find out more about *Anna & Kristina's Grocery Bag* and *Anna & Kristina's Beauty Call*. Browse product reviews and shopping tips, and enter our monthly giveaway!

Mind Over Money: Wean yourself off credit with layaway

The A&K Collection

Introducing the new Anna & Kristina Shopping Bag!



[Storybird - Artful storytelling](#)

[storybird.com/](#)

Storybirds are short, art-inspired stories you make to share, read, and print. Read them like books, play them like games, and send them like greeting cards.

[Sign in](#)

This is your identity on **Storybird** and what people see when you ...

[Create](#)

Art - Tags - Paul McDougall - Shishir naik - Nidhi Chanani

[Read](#)

Storybird. **Storybirds**, People, Shops, Art. Create · Read · Tour ...

[More results from storybird.com »](#)

[For Teachers](#)

Storybird for Schools Sign up free. A new literacy tool for a new ...

[Sign up](#)

This is your identity on **Storybird** and what people see when you ...

[Tour](#)

Ok. **Storybird**. **Storybirds**, People, Shops, Art. Create · Read · Tour ...

[Storybird Games](#)

[storybird.mobi/](#)

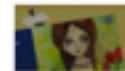
18 Mar 2011 – Our new game for iOS is now on sale for FREE on the App Store. It's a LineUp killer with both action and puzzle modes for hours of fun.



Storybirds are short, art-inspired stories you make to share, read, and print.

Read them like books, play them like games, and send them like greeting cards. They're curiously fun.

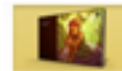
[Start a Storybird Now](#) or [take the tour](#)



[What's Storybird?](#)



[Storybird Challenge](#)



[Print your Stories](#)



[Class Accounts](#)

Search

About 2,360,000 results (0.16 seconds)

Everything

Images

Maps

Videos

News

More

North
Vancouver, BC
Change location

The web
Pages from
Canada

Any time
Past hour
Past 24 hours
Past 2 days



No matching notes found in your Evernote account

Kickstarter

www.kickstarter.com/

Kickstarter is the world's largest funding platform for creative projects.

Discover Projects

Technology - Design - Popular - Most
Funded - Games - Food

Log in

Sign in with Facebook. It's fast and
easy. Connect with Facebook ...

Guidelines

Project Guidelines. Kickstarter is a
funding platform focused on a ...

Technology

Twine : Listen to your world, talk to
the Internet by ...

Start your project

Kickstarter is the world's largest
funding platform for creative ...

Help

Kickstarter School. Whether you're a
newcomer or a seasoned ...

[More results from kickstarter.com »](#)

Kickstarter - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Kickstarter

Kickstarter is an online crowdfunding website for creative projects. **Kickstarter** has
crowdfunded a diverse array of endeavors, ranging from indie film and music ...

?! What is Kickstarter? We're the world's largest funding platform for creative projects. [Learn more!](#)

KICKSTARTER

Discover
great projects

Start
your project

[BLOG](#) [HELP](#) [SIGN UP](#)

A NEW WAY TO

Fund & Follow Creativity

FEATURED IN [CNN](#) [WIRED](#) [GOOO](#) [Pitchfork](#) [npr](#) [The New York Times](#)

Blog

Interviews, updates
and tips from
Kickstarter to

[This Week in Kickstarte](#)

posted 2 days ago



[BOY: the American release!](#)
by Taika Waititi

PROJECT OF THE DAY

After dominating the box office in New Zealand and garnering a few accolades along the way, Oscar-nominee Taika Waititi is readying *Boy*, his wild



[Gremolata & Cancellaresca Milanese](#)

GRAPHIC DESIGN

Based on a typeface that first appeared in 16th-century Milan, Gremolata & Cancellaresca Milanese comprised of over 185 unique, individually ha

[Sign in](#)

Glitch

BETA

A Game of
Giant Imagination.

[Sign Up to Play](#)

[Watch the Trailer](#)



What people are saying:

“★★★★★” Stunning. The future of gaming lies here.
from Tina Hoffman on Facebook

[About](#)

[Forums](#)

[Facebook](#)



What people are saying:

“★★★★★” The goal of Glitch isn't to win over others or drive your agenda. The goal of Glitch is to be happy.

from Puck Winchester on Facebook



About

Forums

Encyclopedia

Help



Glitch is a massively multi-player game built in the spirit of the web.

It's one big connected world, and your smallest actions can have the most unimaginable consequences. It's fun and funny. It's fresh and fantastic. It's fast and ferocious. (But in a cute and occasionally cuddly sort of way.) [Read more.](#)

Fresh off the Blog

11-30-11

[The Big Unlaunching](#)

Two months ago we launched Glitch to the world. Now we're

Recent Tweets

If it strikes your fancy to masquerade for Carnival today, truss up your Glitch in a [whirl of tinsel & tulle feathers](#)

No really, what is it?

How to get the main message across? Use taglines and welcome blurbs. They can help.
Use as much space as necessary... but don't use any more space than necessary.
Don't use a mission statement as a Welcome blurb.
It's one of the most important things to test – do people get the main point.

Does everybody need a tagline?

Not if you're a household word, or if the site is well known from offline origins.

All Categories

- All Categories >
- Fashion >
- Motors >
- Electronics >
- Collectibles & Art >
- Home, Outdoors & Decor >
- Sporting Goods >
- Entertainment >
- Deals
- Brands on eBay



our BIG Deal

49% OFF

FREE SHIPPING

Patriot Memory Signature 16 GB

C \$17.99

Free shipping

49% OFF

FREE SHIPPING

Patriot Memory 16GB Axial USB

C \$17.99

Free shipping

[See more great deals](#)

Instant Sale Cash in your old electronics >

Welcome to eBay

Whether you're new to eBay or a veteran user, we have just the right tools to get you on the right track.

- New to eBay
- How to buy
- How to sell
- How to get help

Shop safely on eBay



PayPal Purchase Protection
All your eligible eBay items are covered for the full purchase price



Know your seller
Check your seller's feedback before purchasing



PayPal
Secure online payments made easy with PayPal

Sign in

Back for more fun? Sign in now to buy, bid and sell, or to manage your account.

Not registered yet?

Join the millions of people who are already a part of the eBay family.

FASHION

FIND YOUR STYLE ON



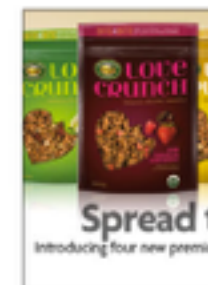
Shop now >

Shop All Departments

Search All Departments

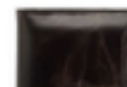
Cart

- Unlimited Instant Video
- MP3s & Cloud Player
- Amazon Cloud Drive
- Kindle
- Appstore for Android
- Digital Games & Software
- Audible Audiobooks
- Books
- Movies, Music & Games
- Electronics & Computers
- Home, Garden & Tools
- Grocery, Health & Beauty
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial

Shopping from Canada? Visit [amazon.ca](#)Visit [amazon.ca](#)kindle touch
Now shipping internationally\$139 • [Order now](#)The Oscars®
See the Nominees
[See more](#)

FREE

Shop Fossil Gifts for Men



Gold Box Deal of the Day

The Lord of the Ri
Picture Trilogy

List Price: \$119.99

Deal Price: \$49.49

You Save: \$70.50



Google Search

I'm Feeling Lucky

Google.ca offered in: [français](#)

Deadly bombing at Afghan airport

A Taliban suicide bomber kills at least nine people at Afghanistan's Jalalabad airport, in revenge for the burning of Muslim holy books at a US base.



News



The Artist triumphs at the Oscars

Silent movie The Artist

US and South Korea in joint drill

China condemns US Syria critique

G20 seeks eurozone bailout boost

ADVERTISEMENT

DOWNLOAD A
FREE
AUDIOBOOK TODAY

100,000+ audiobooks & more • Works with Apple® iPod®

[audible.com](#) [Learn more](#)

Spotlight

Mexico Direct



Sometimes a home page is different

Navigation on a home page is sometimes different than the internal pages.

Sometimes more space is devoted on the home page to an site identity and branding.

This does not happen as often as it used to, however. It appears that modern sites are more consistent from the home to internal pages.

All Categories

- All Categories >
- Fashion >
- Motors >
- Electronics >
- Collectibles & Art >
- Home, Outdoors & Decor >
- Sporting Goods >
- Entertainment >
- Deals
- Brands on eBay



our BIG Deal

49% OFF

FREE SHIPPING

Patriot Memory Signature 16 GB

C \$17.99

Free shipping

49% OFF

FREE SHIPPING

Patriot Memory 16GB Axial USB

C \$17.99

Free shipping

[See more great deals](#)

Instant Sale Cash in your old electronics >

Welcome to eBay

Whether you're new to eBay or a veteran user, we have just the right tools to get you on the right track.

- New to eBay
- How to buy
- How to sell
- How to get help

Shop safely on eBay



PayPal Purchase Protection
All your eligible eBay items are covered for the full purchase price



Know your seller
Check your seller's feedback before purchasing



PayPal
Secure online payments made easy with PayPal

Sign in

Back for more fun? Sign in now to buy, bid and sell, or to manage your account.

Not registered yet?

Join the millions of people who are already a part of the eBay family.

FASHION

FIND YOUR STYLE ON

ebay.ca

Shop now >

FREE shipping on orders over \$20*

franchise

FUTURE SHOP
exciting stuff

WEEKLY FILTER STORE LOCATOR CLEARANCE OUTLET EXPERT ADVICE TECH TALK COMMUNITY

MY ACCOUNT MY ORDERS WISH LIST PRICE WATCH

Registered or WebID

SEARCH

Welcome! Create an Account Sign In

Shop by department

Specialty Stores

VIEW CART

SUBTOTAL

BlackBerry



Upgrade to a smartphone with BlackBerry® 7 OS.
Get a \$100 Future Shop gift card.

Learn more.

See details in store.
Terms and conditions apply.

SAVE like nobody's business!



15.6"

lenovo

Laptop featuring AMD
E-450 Dual Core processor.

Amazing Price!

399⁹⁹

Shop now.



Great prices on
laptops!



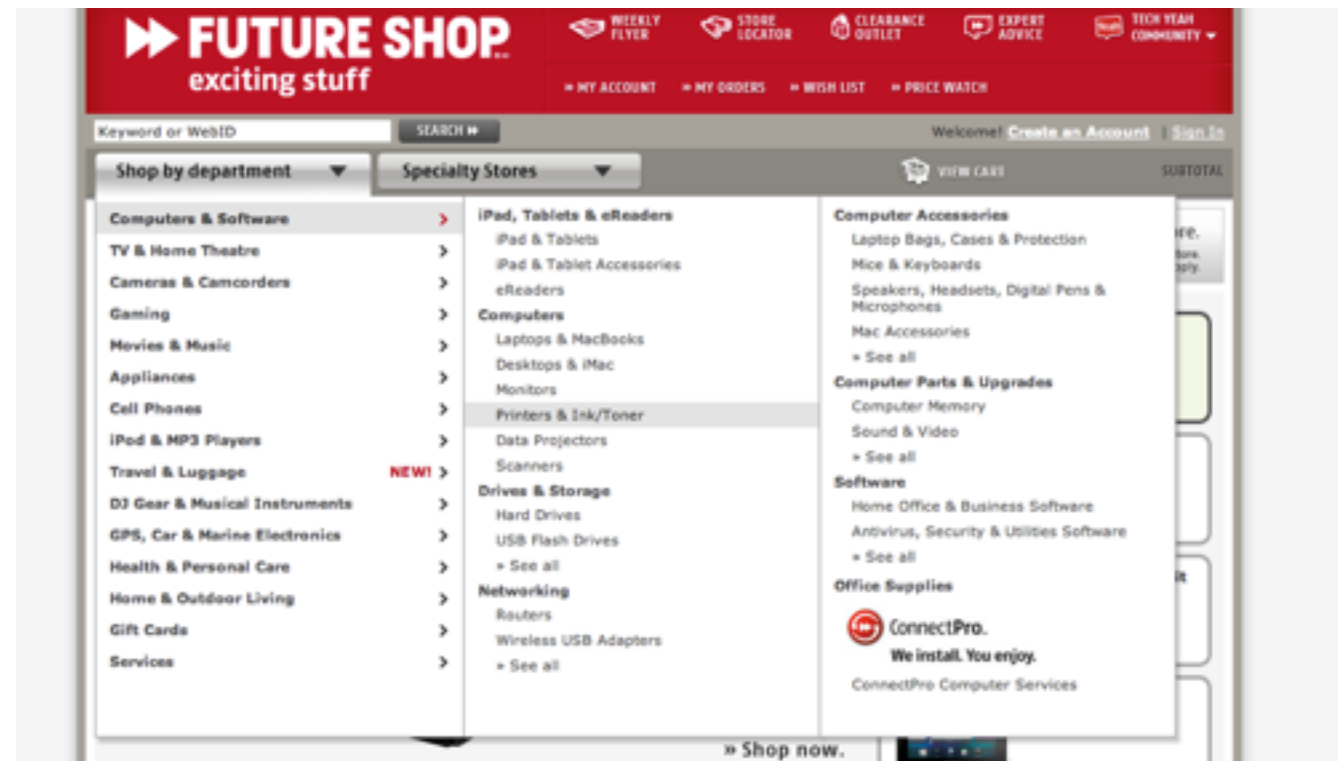
Great prices on tax
software!



Clearout SALE! Get it
while it lasts!



PlayBook OS 2.0
available now!



Some sites use pulldowns to squeeze in more content.

The trouble with pulldowns:

You have to seek them out.

They're hard to scan.

They can be twitchy (on hover).

Focus your message on the home page

See Apple for focus. See the Gap for focus. See Nike for focus. See Phillipine Airlines for lack of focus. Is Sprint's Now Network site focused or not?