

This exercise is about designing for the user, not for aesthetics.
Forget (for now) how it looks and think only about how it works.

You have 2 templates for each size.

The first set of 3 should show how a homepage looks in all 3 sizes.

The second set should show how a secondary page looks in all 3 sizes. (Choose any secondary page)

Build your site from these guidelines:

HOME	ABOUT US	WHY WORK HERE	CAREER AREAS	EVENTS	MILITARY INITIATIVES	STUDENTS AND GRADUATES	SEARCH JOBS
Hot Jobs	History	Benefits	IT	Events List	Overview	Internships	Input Fields (Job Category, Location, Etc.)
Upcoming Events	Leadership	Employee Profiles	Sales		Profiles	MBA	
Featured Profile	Awards	Culture	Executive		Benefits	Programs	

Primary Navigation
Secondary Navigation
Features

Remember:

User First!

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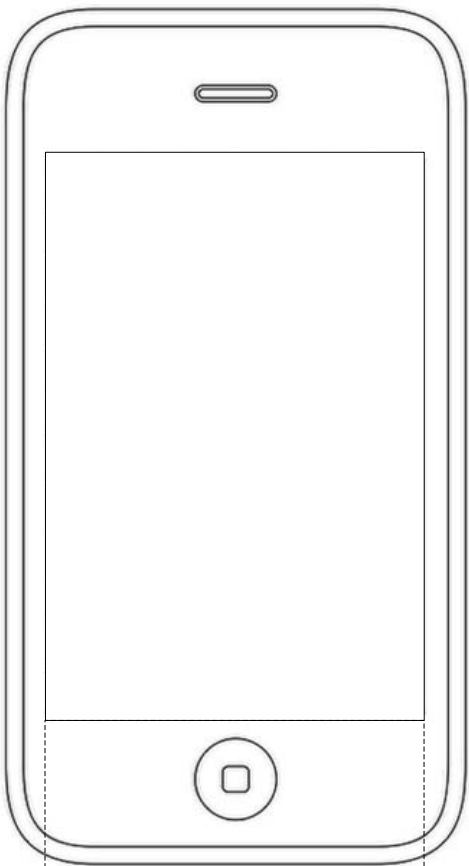
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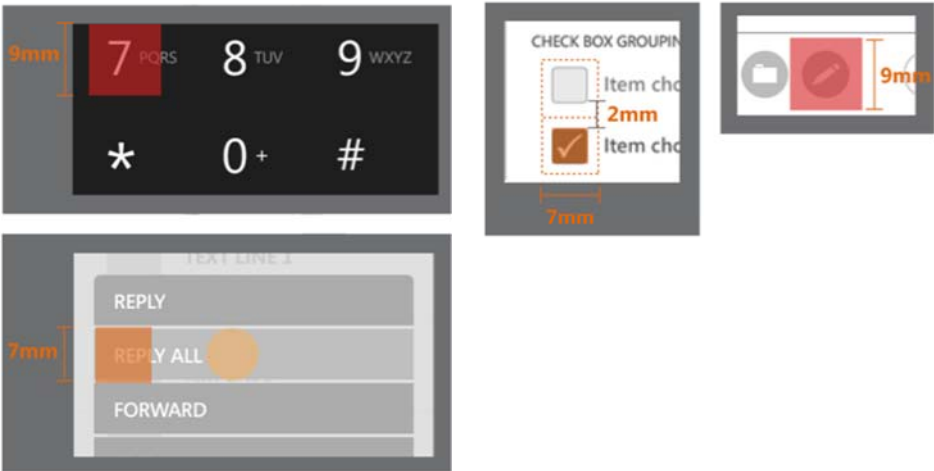
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Things to consider:

- Mobile view cannot support hover states/rollovers.
- Mobile view cannot support interactive dropdowns/megarollovers.
- Navigation elements will need to be resized or redesigned at this break point.
- Your primary navigational titles may fit in English but what if they are translated? Does horizontal navigation still fit?
- Do your image areas need to be resized? Removed?
- How close together are your buttons?
- Are your buttons large enough to click?
- How does your layout change in landscape view?

Resources:



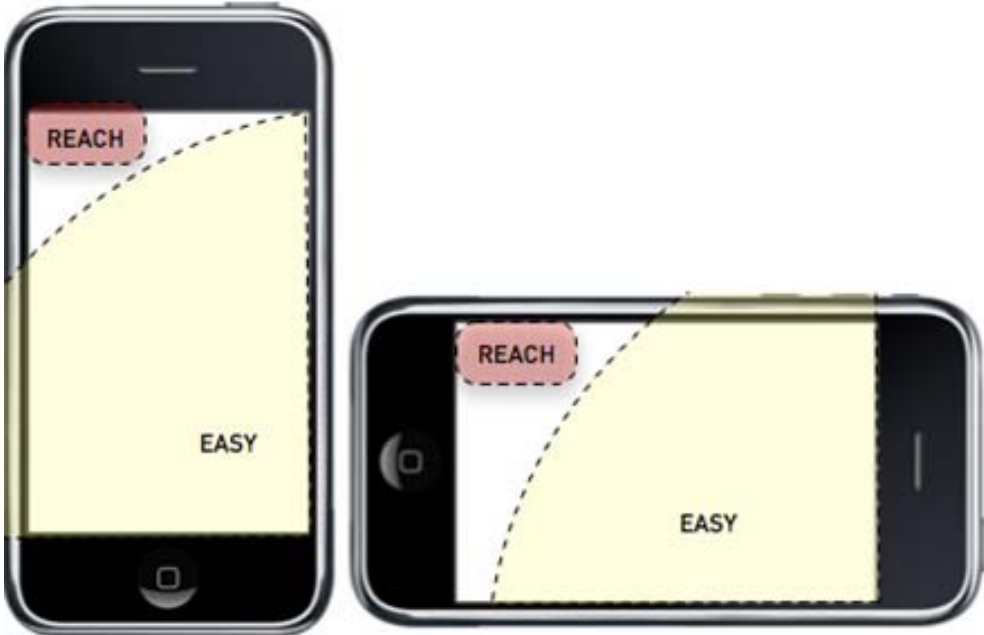
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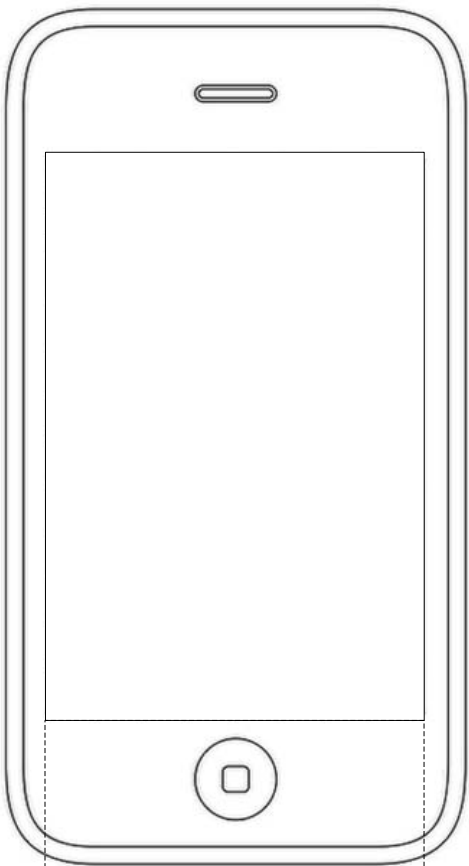
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They also suggest touch targets can be larger than 9mm if: the UI element is frequently touched; the result of a touch error is severe or really frustrating; the UI element is located toward edge of the screen or difficult to hit; or when the UI element is part of a sequential task

Luke Wroblewski, *Touch Target Sizes*, <http://www.lukew.com/ff/entry.asp?1085> (May 2010)

Activity Areas are important!

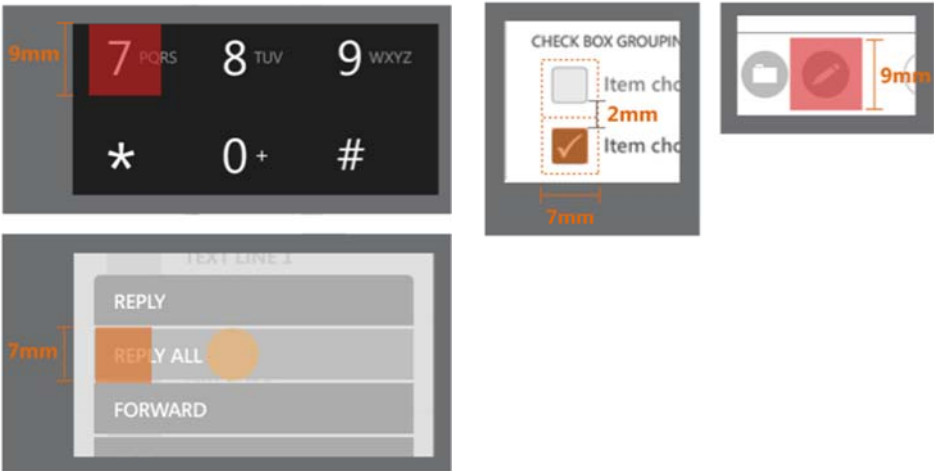




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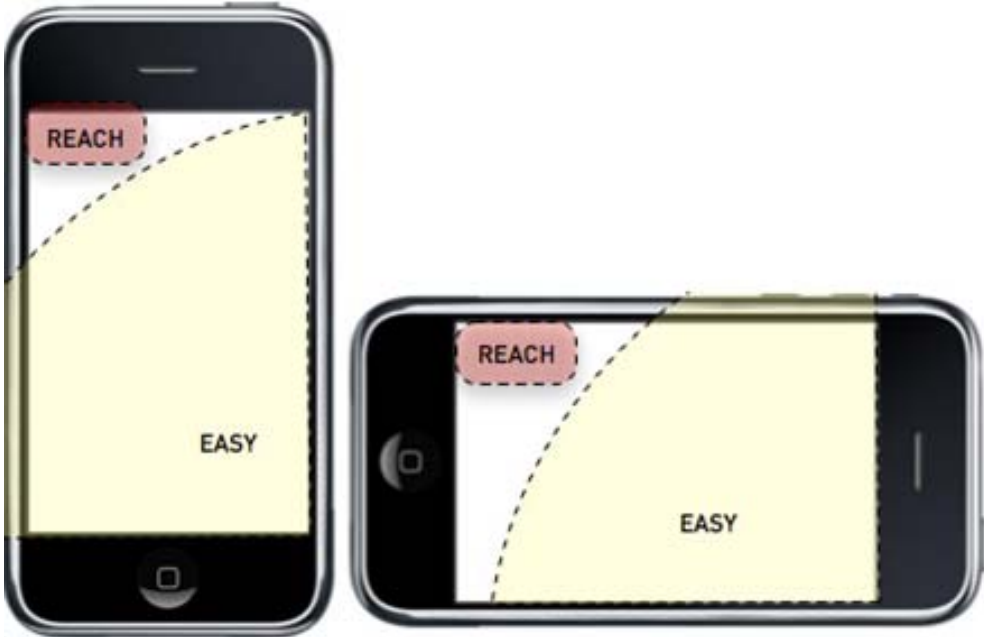
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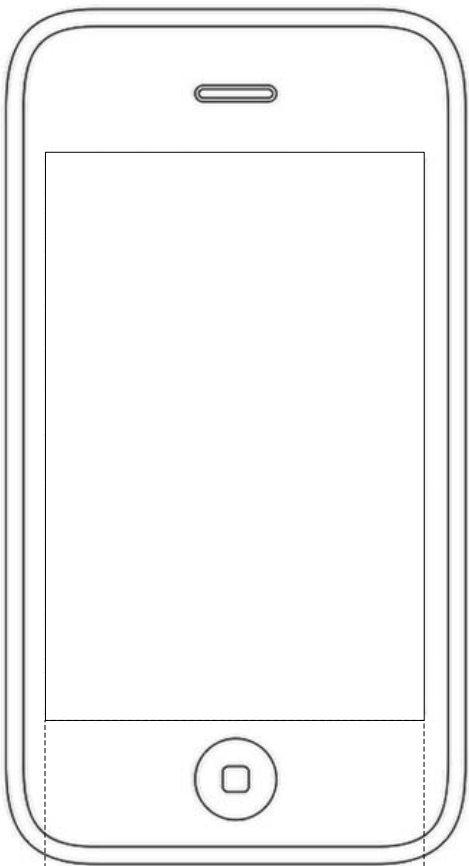
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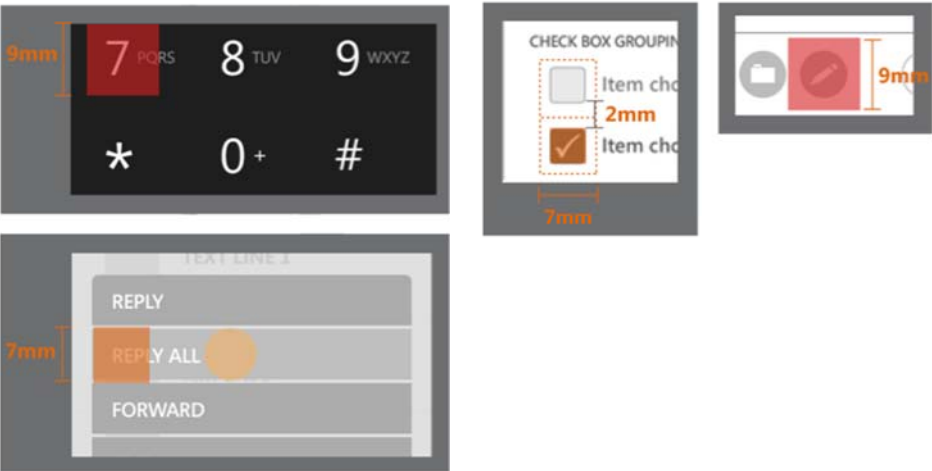




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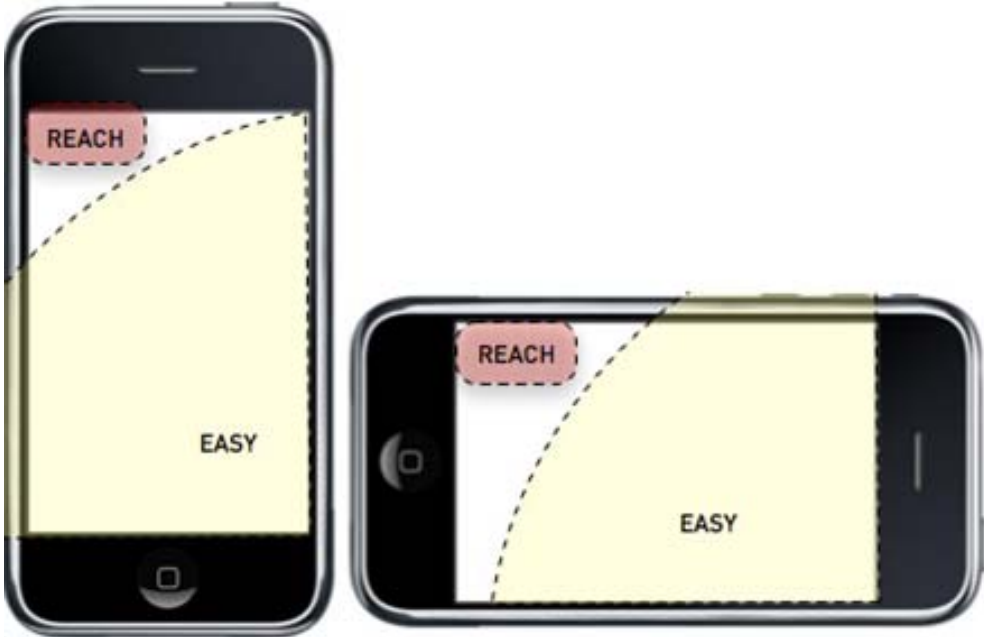
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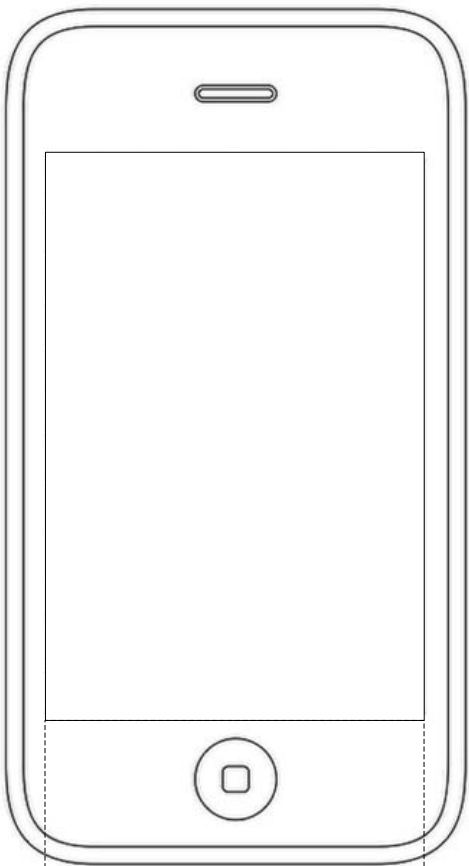
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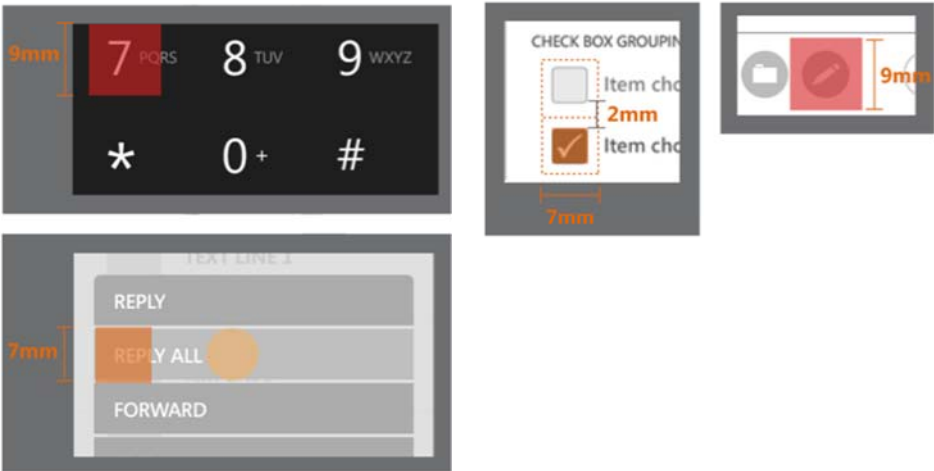




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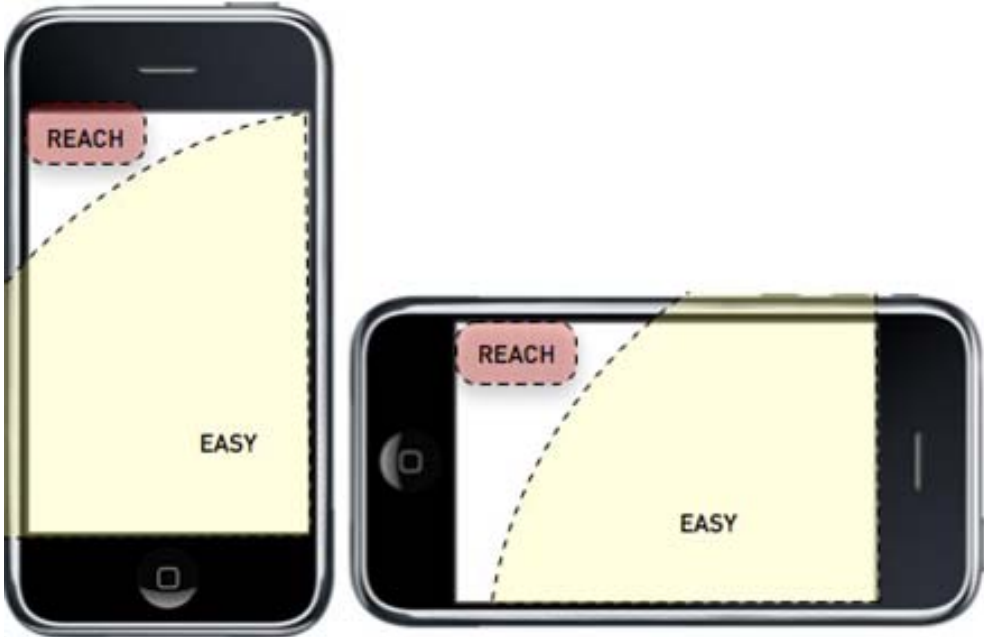
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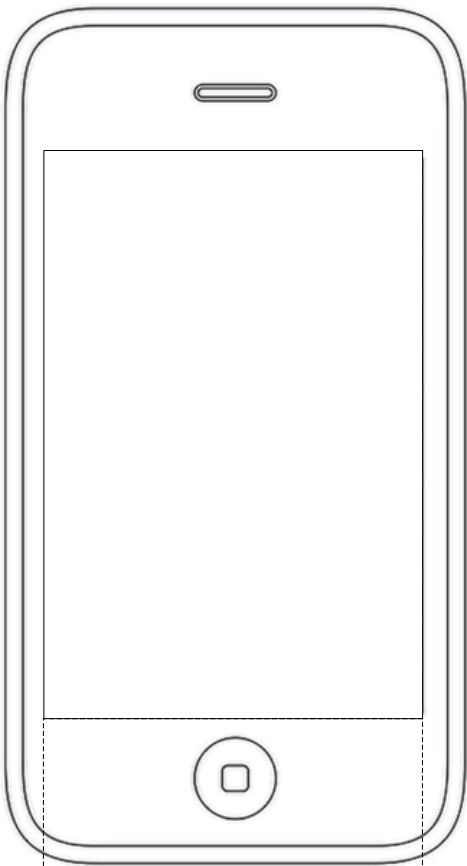
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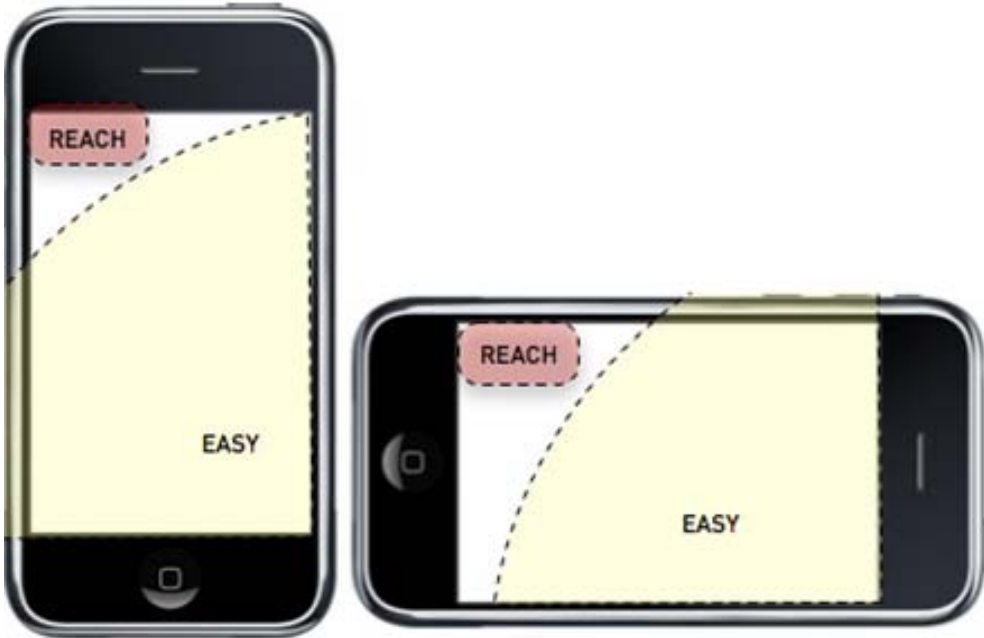


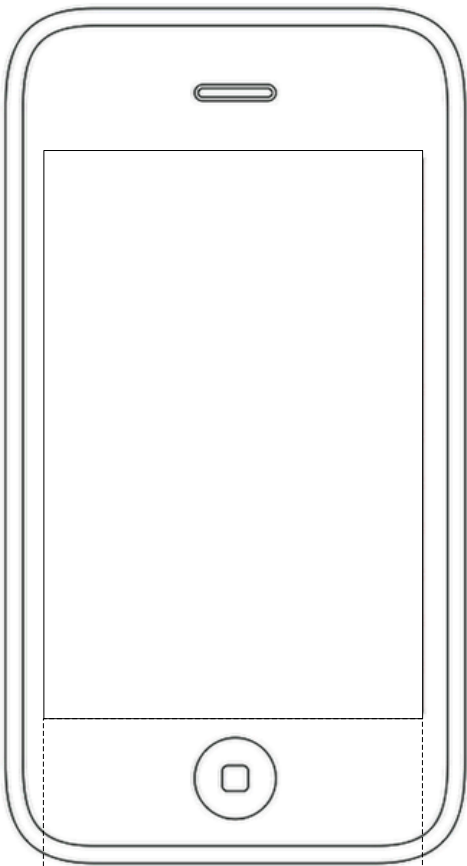


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- How do I get back to the homepage?
- Can I easily access the primary navigation?
- If there is tertiary navigation, where does it go?

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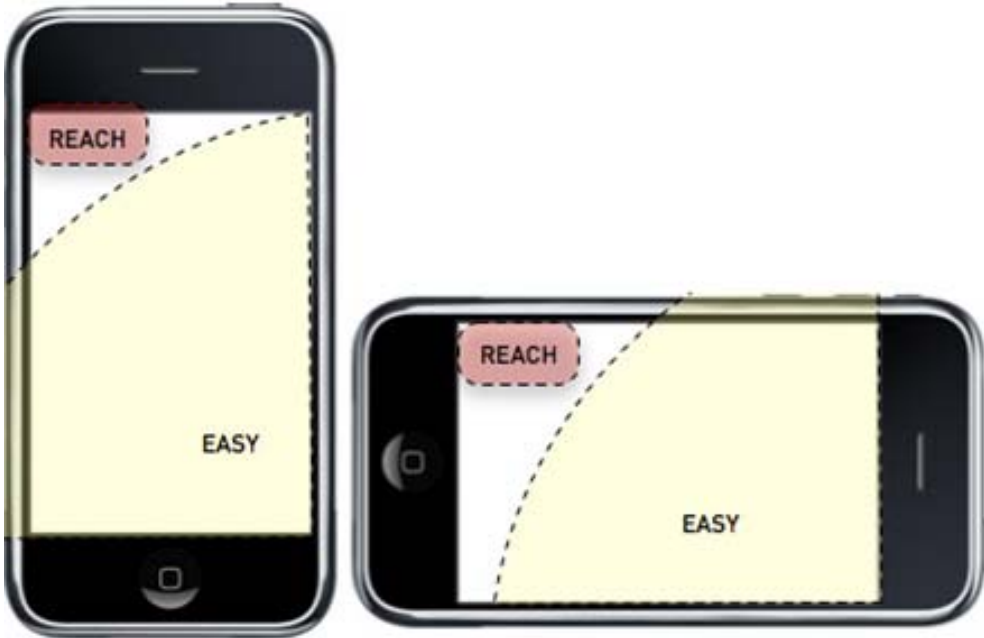


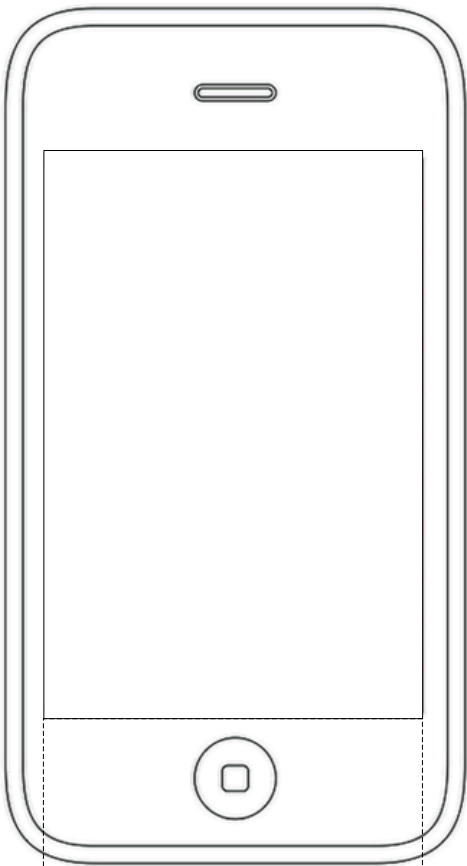


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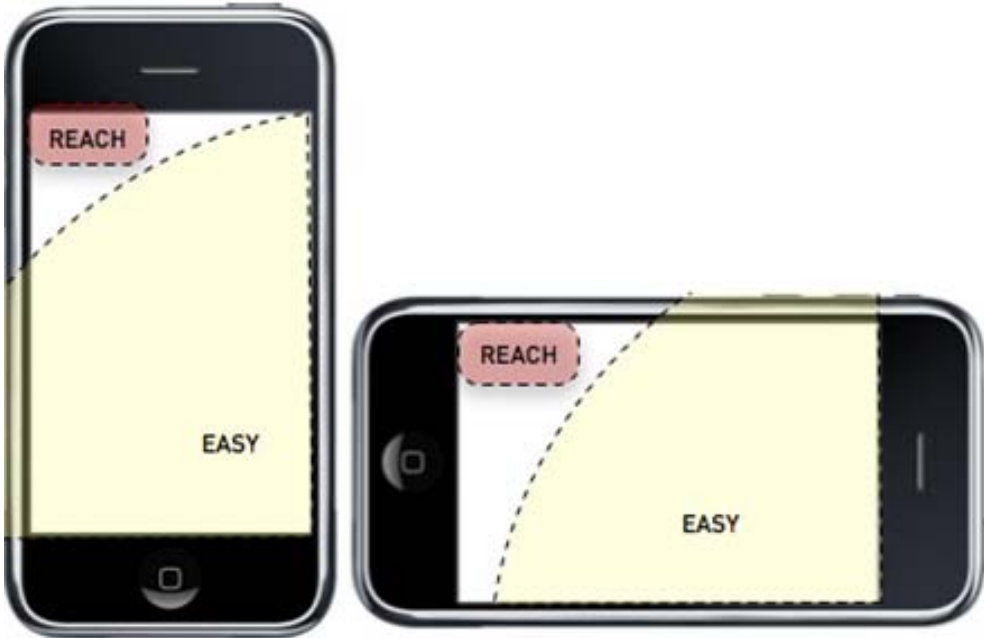


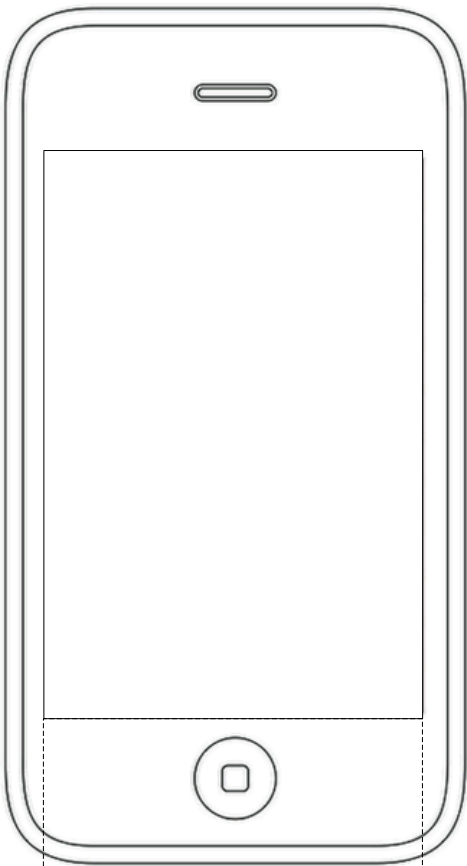


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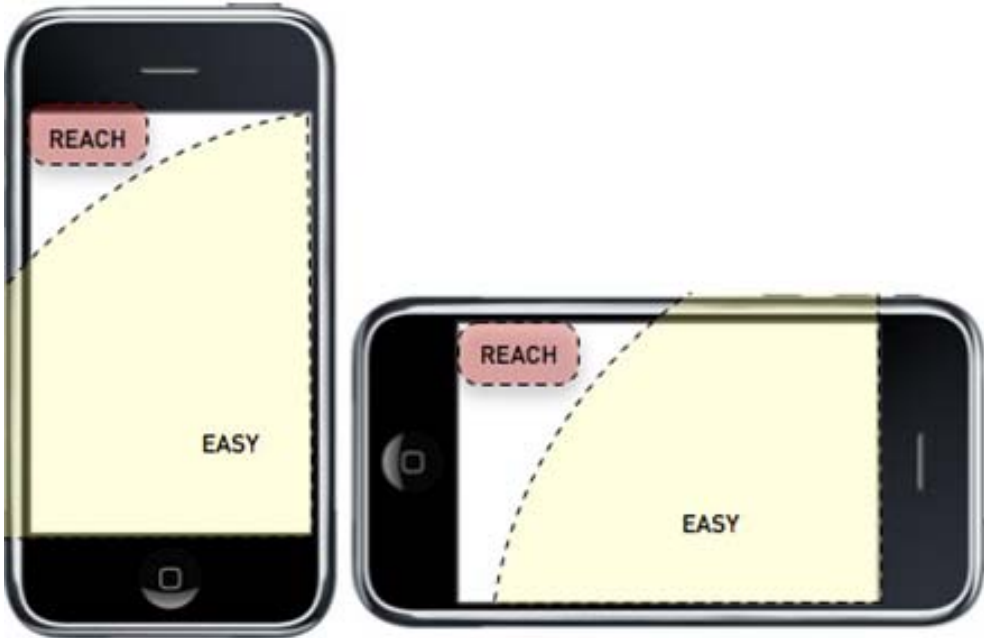


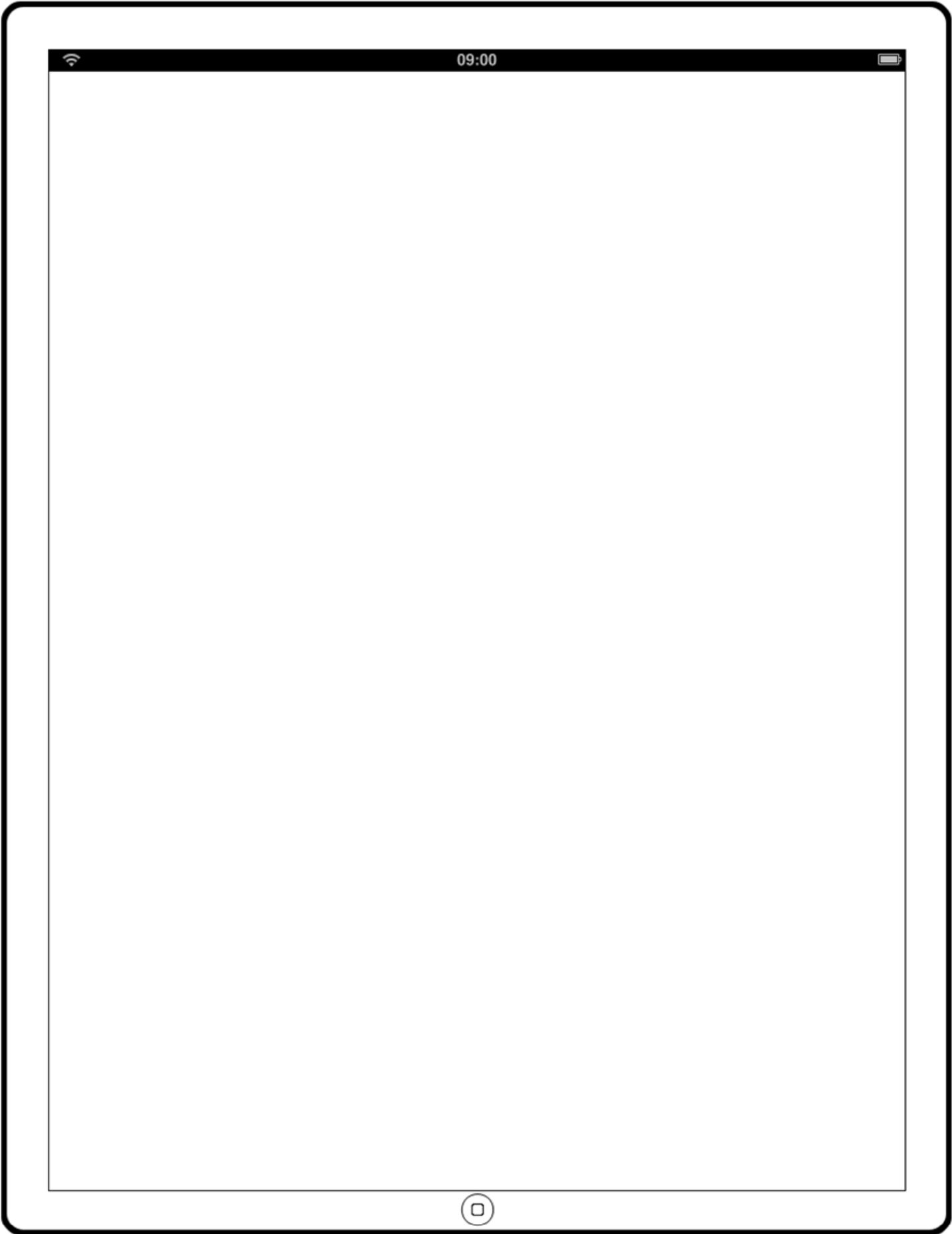


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Navigation elements may need to be resized at this break point.

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Present instructions if needed. Need to swipe to navigate? Is there a slide out navigation? Announce it up front with a hint/tip.

Tablet sales are now around 15% of the PC market!

Do not design an iPad app as if it were an iPhone app.

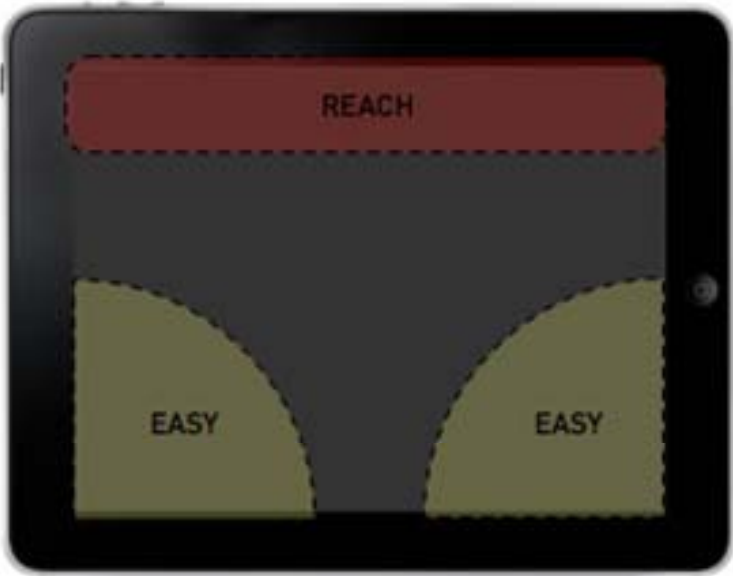
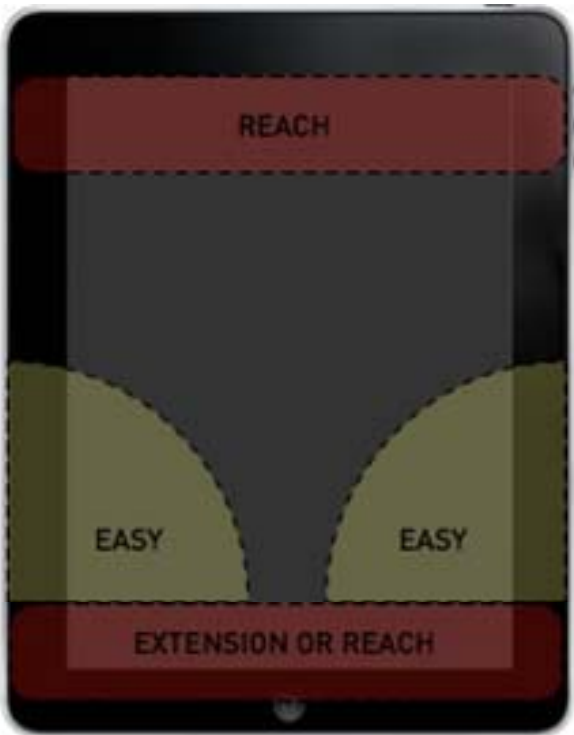
Do not make the mistake to design an iPad app as if you designed an iPhone app: *it's not only that the iPad has a bigger screen, but, equally important, the context of use is different.* Much noise has been made around the assertion that the iPad is not mobile; the truth is that it is and it isn't. Although people may carry their iPad with them, there is less of the pressure of immediate, local response that users expect from their smartphone.

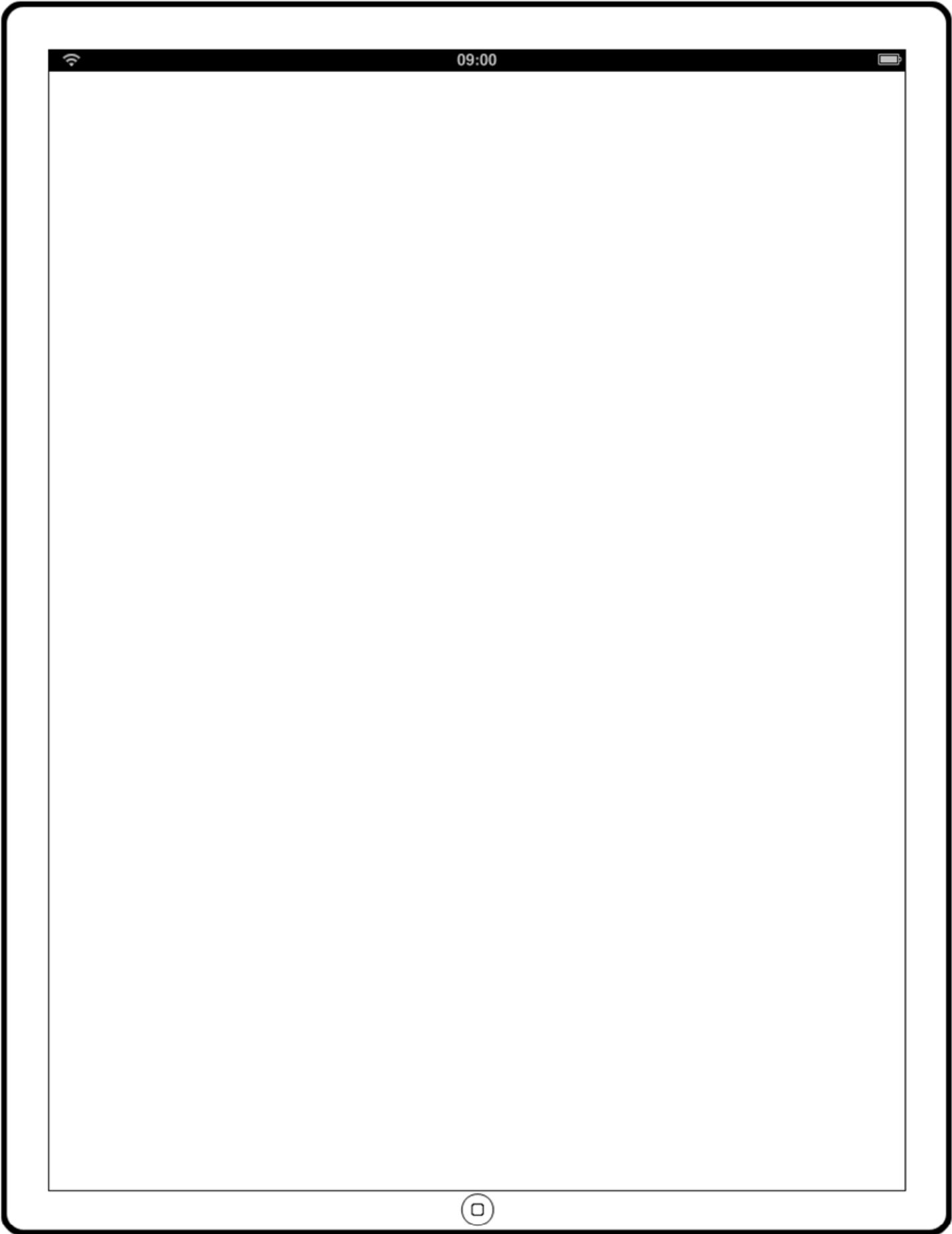
We often hear users saying that the iPad has replaced their laptop. That does not mean that they suddenly started coding or creating PowerPoint presentations on their iPad, but some of the more complex information-finding tasks are migrating from the laptop to the iPad. Users may attempt to research vacation spots or new products on the iPad, whether they decide to make a purchase on the spot or not. Most users don't even think of doing such a task on the smartphone; instead, they might limit themselves to simple, contextual information needs such as finding the closest hotel if they got stuck in a snow storm.

Killing time is the other major use for smartphones, and that is shared with the iPad. Killing time is often device-driven rather than user-driven: the user may have a very general goal (e.g., read news, browse through a magazine) and is happy to take roughly whatever content the device is offering. However, even for killing time, the uses are slightly different: the time that is usually available on the smartphone is much shorter and more fragmented than the one available on the iPad. On the smartphone, users may look for a quick article to kill the 3 minutes of waiting for the train; once on the train, they may take out the iPad for the hour it takes them to ride home.

Raluca Budiu and Jakob Nielsen, *Usability of iPad Apps and Websites*, http://www.nngroup.com/reports/mobile/ipad/ipad-usability_2nd-edition.pdf (2011)

Activity Areas are important!





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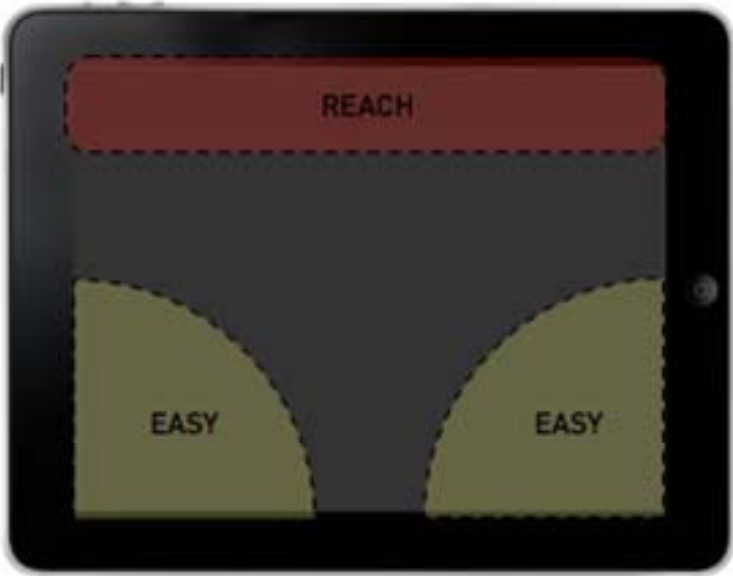
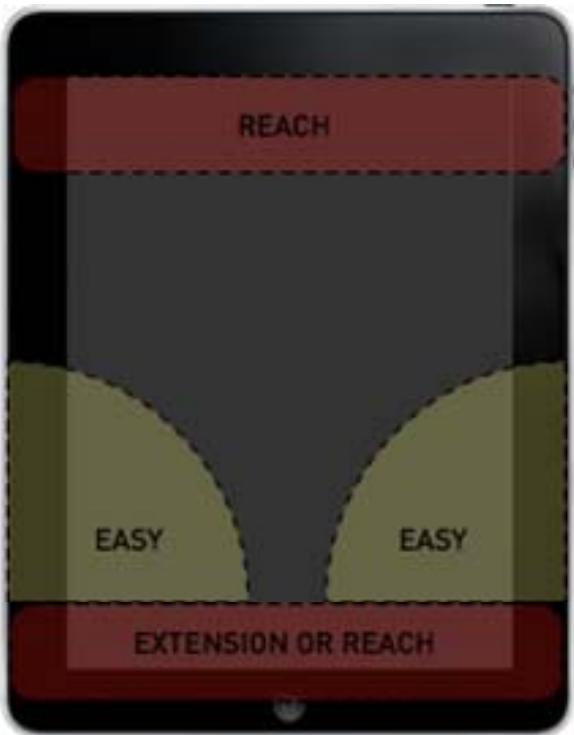
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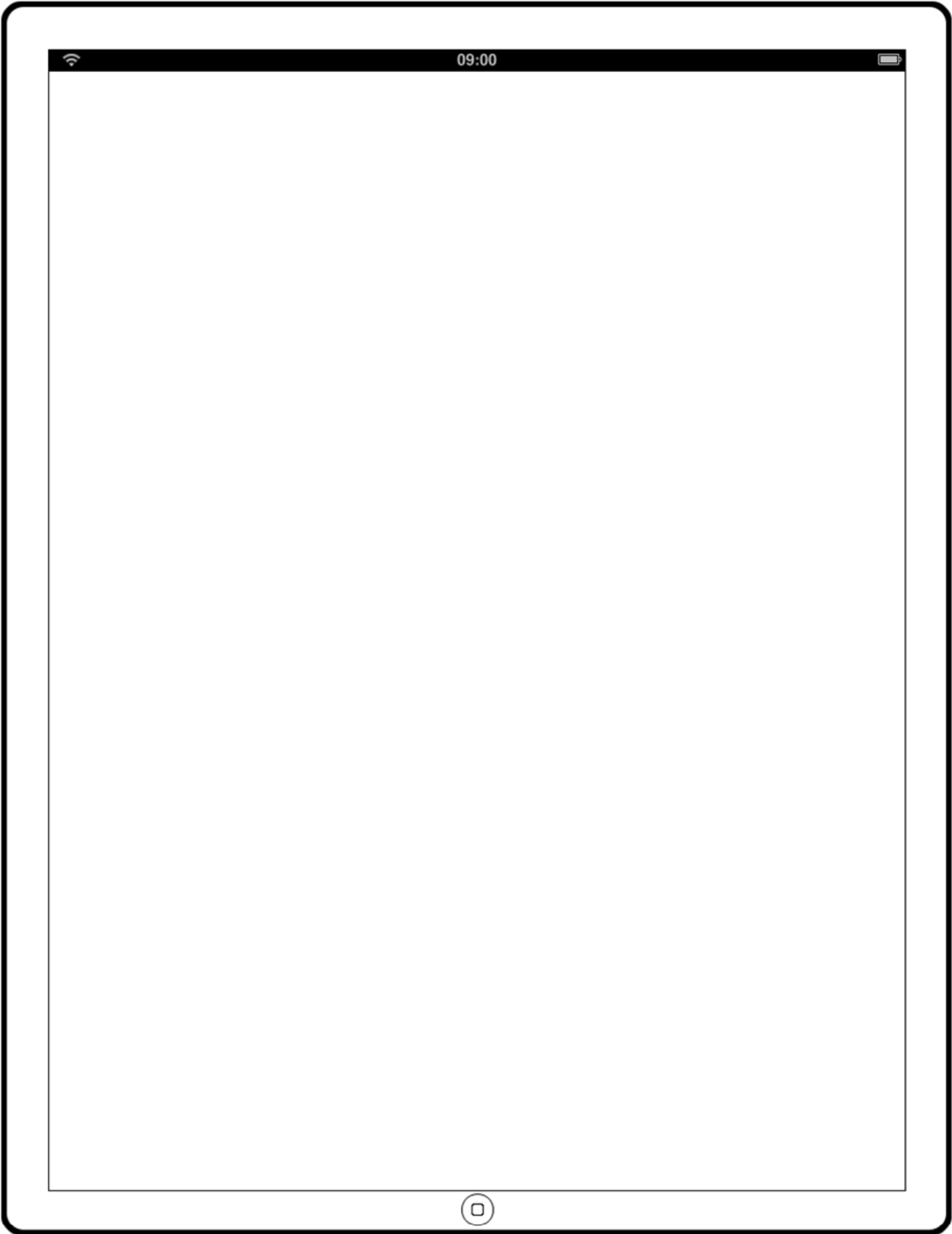
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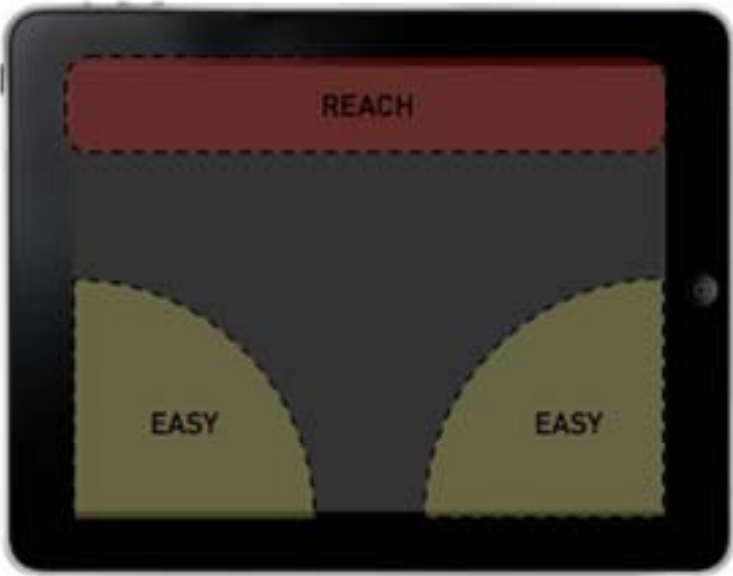
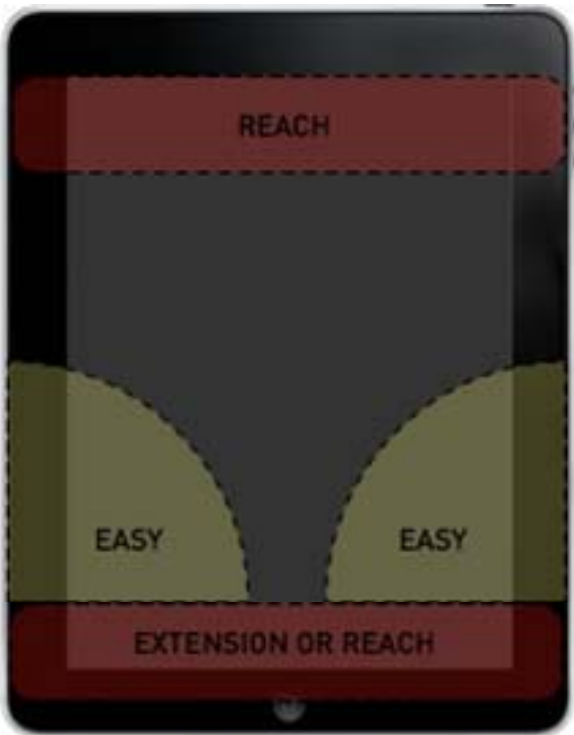
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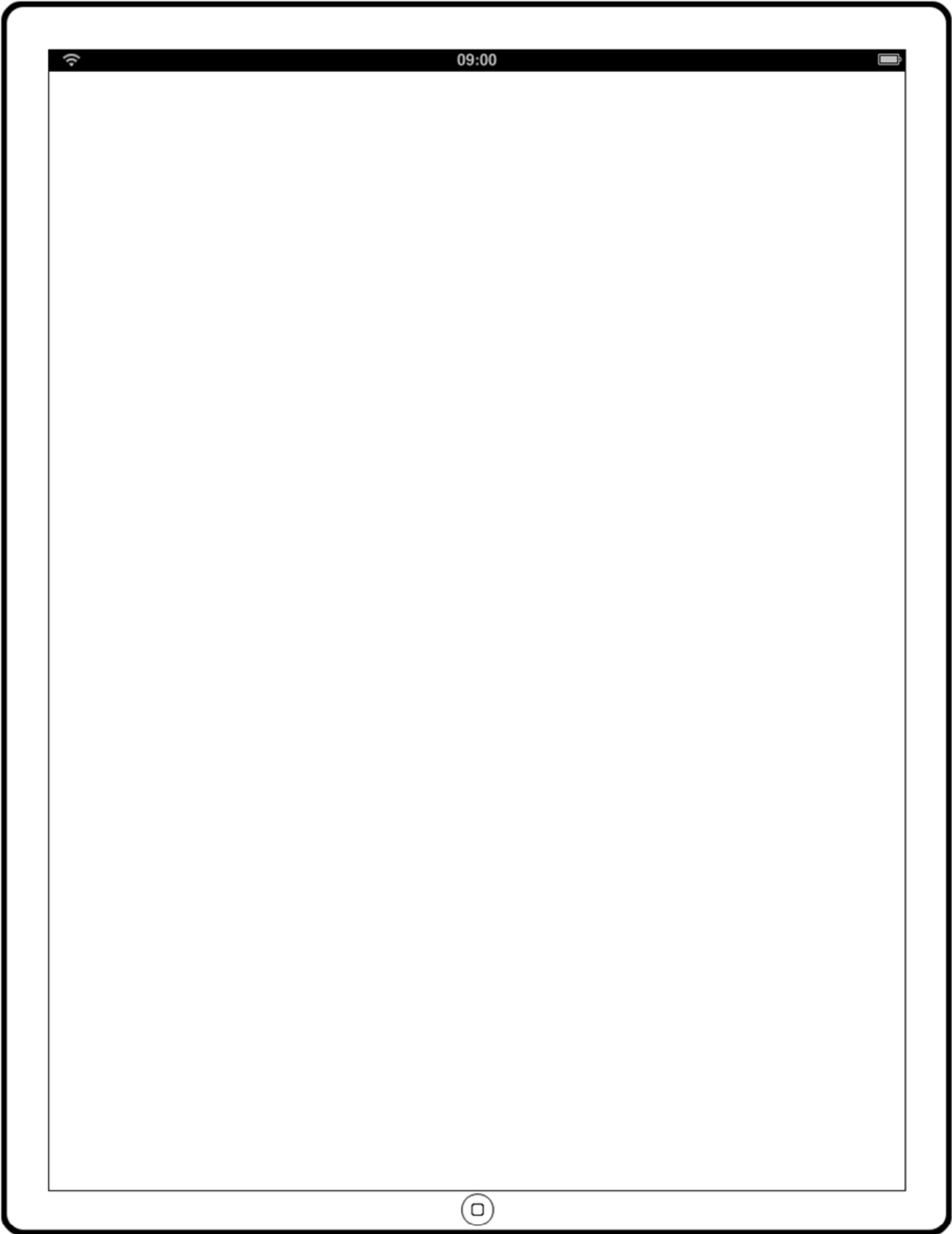
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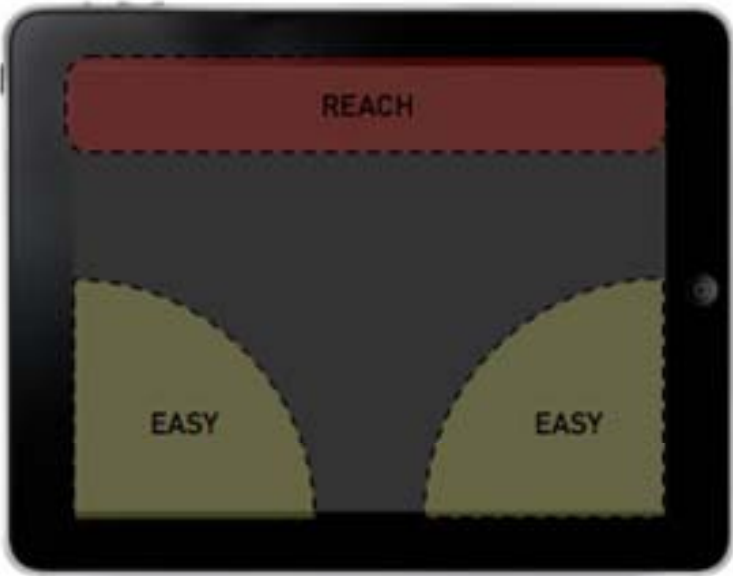
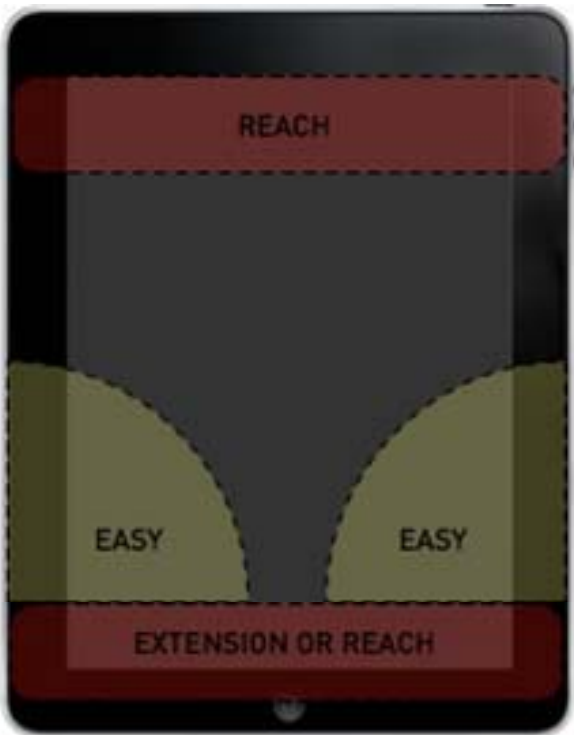
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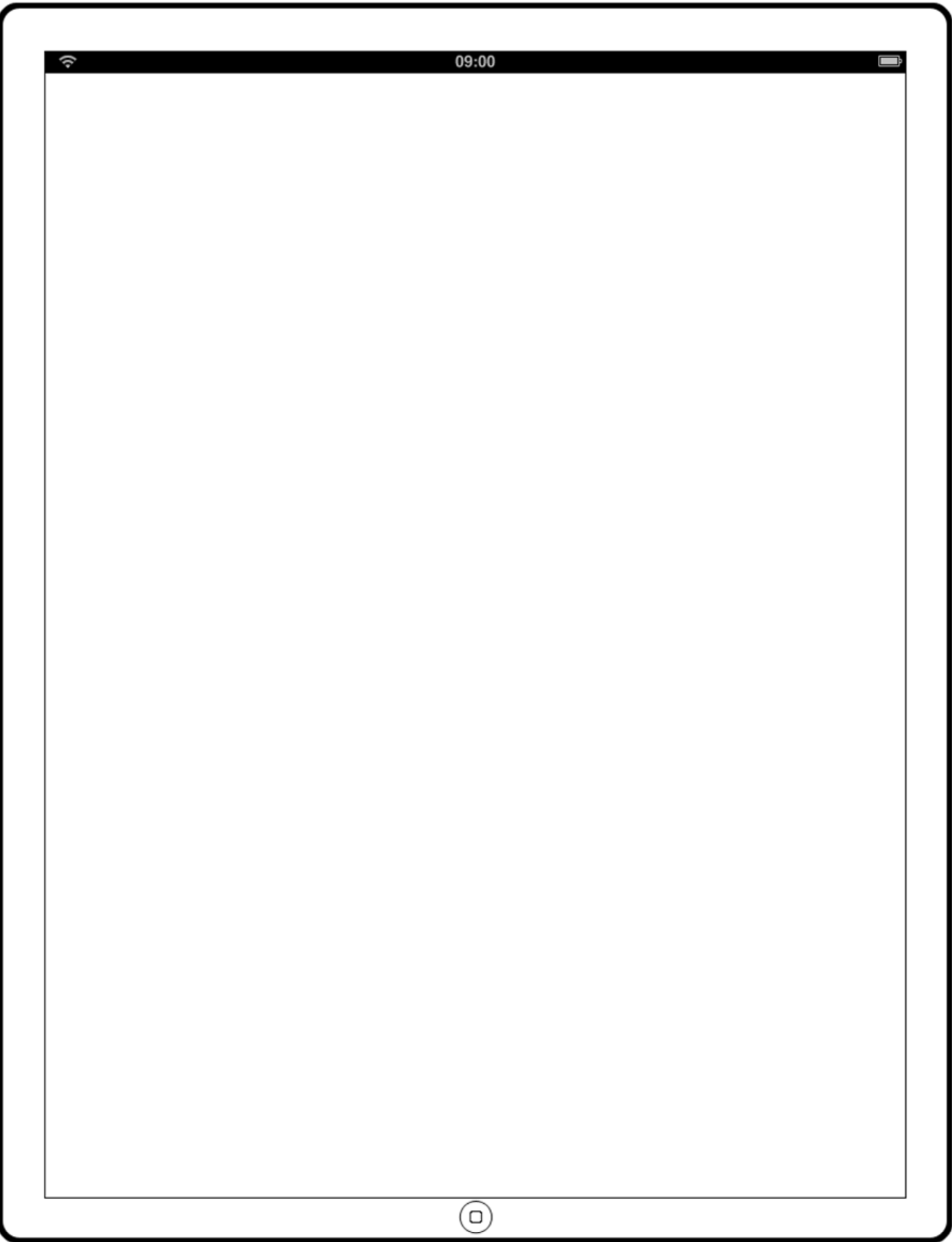
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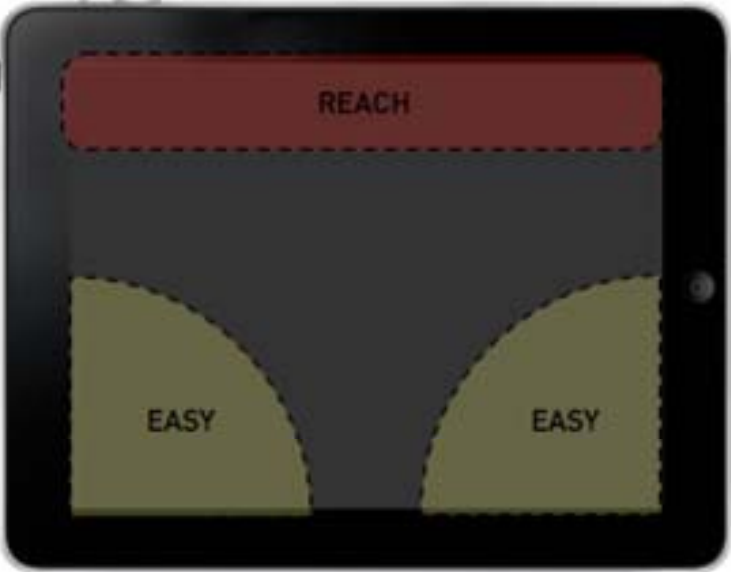
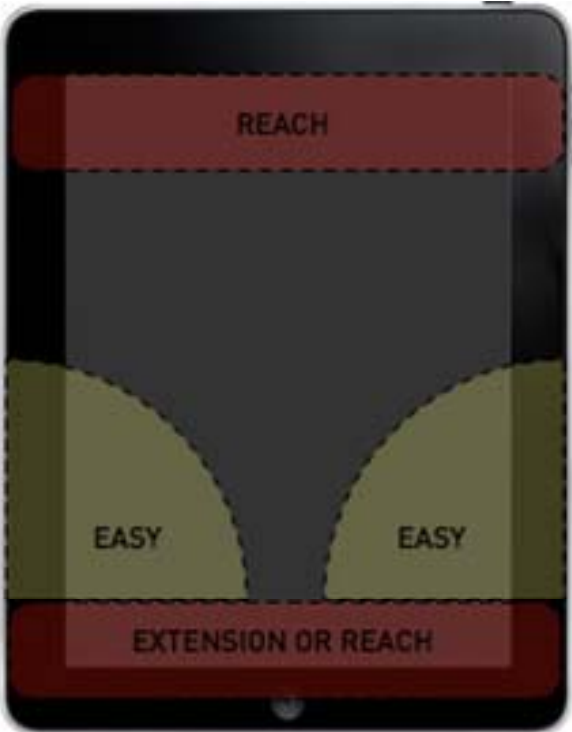


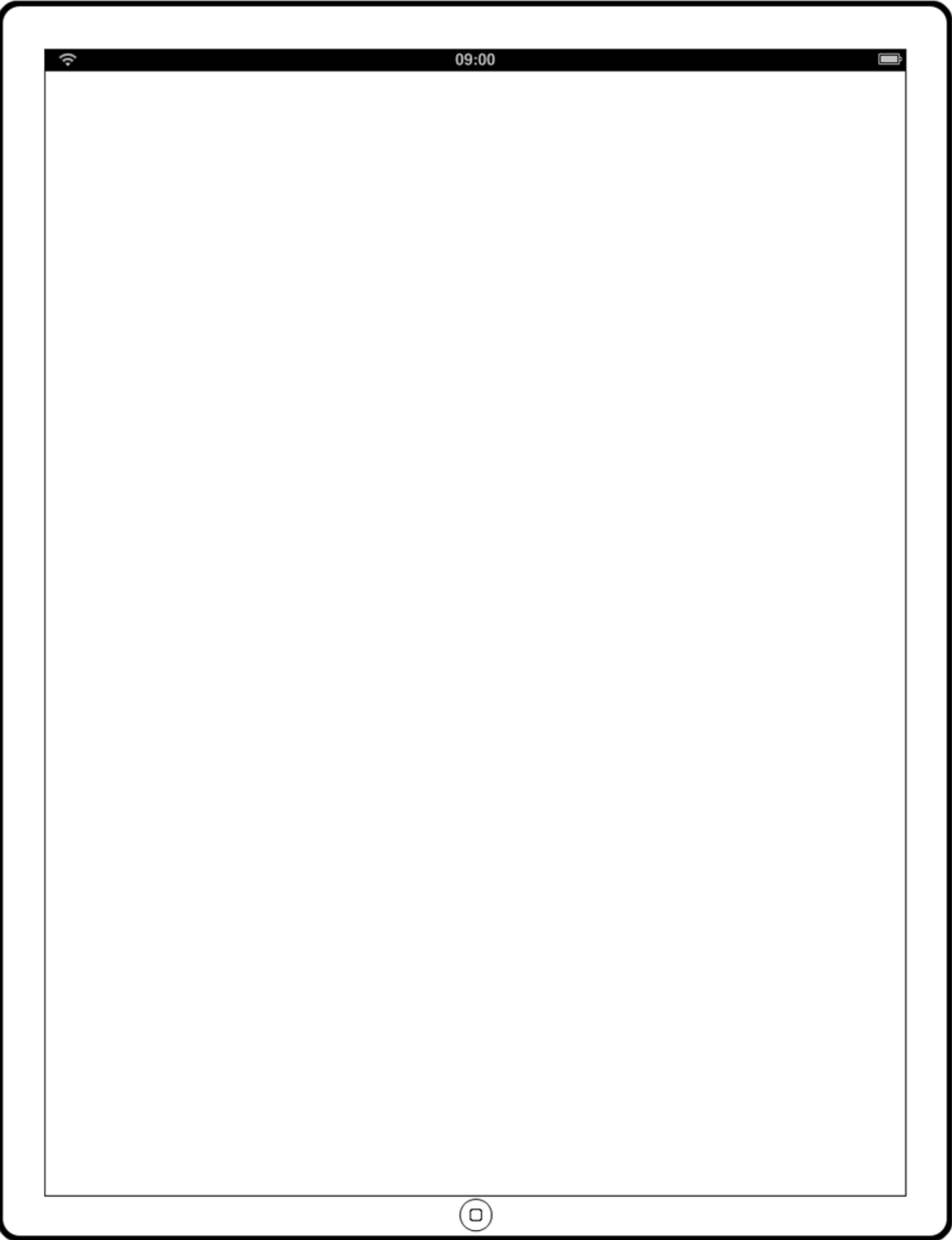


Things to consider:

- How do I go back?
- Is my location in the site clearly indicated?
- Where should I go next? Where do I apply?

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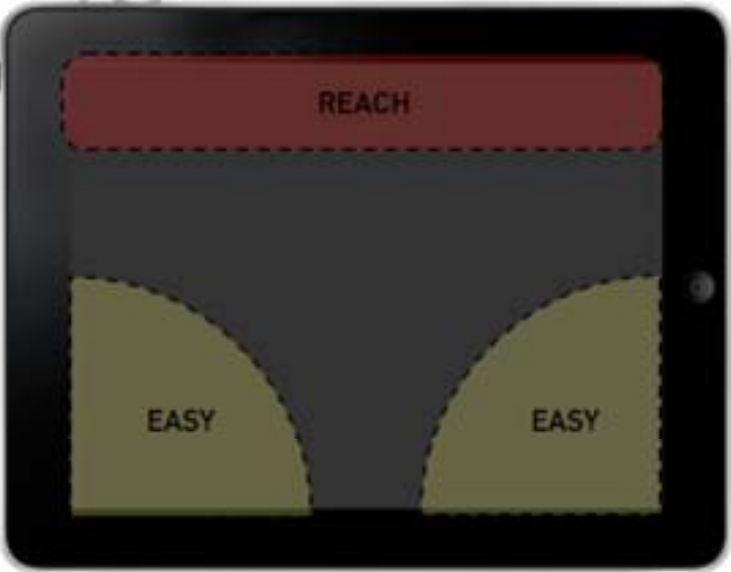
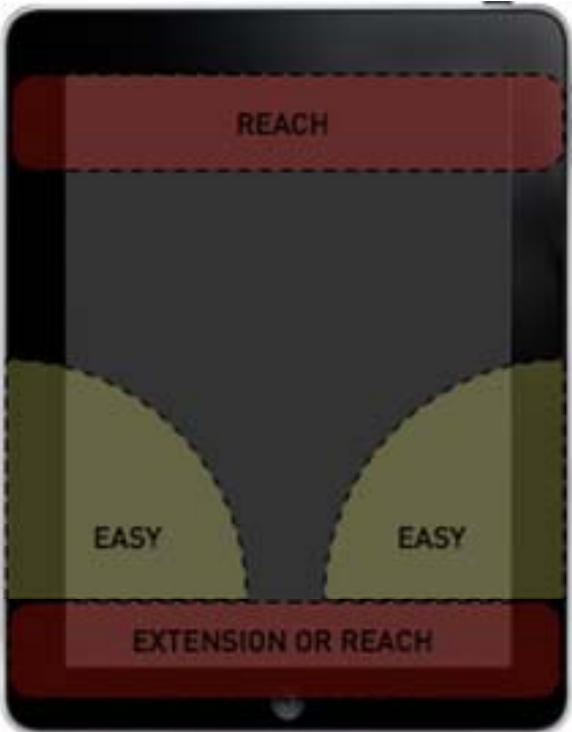


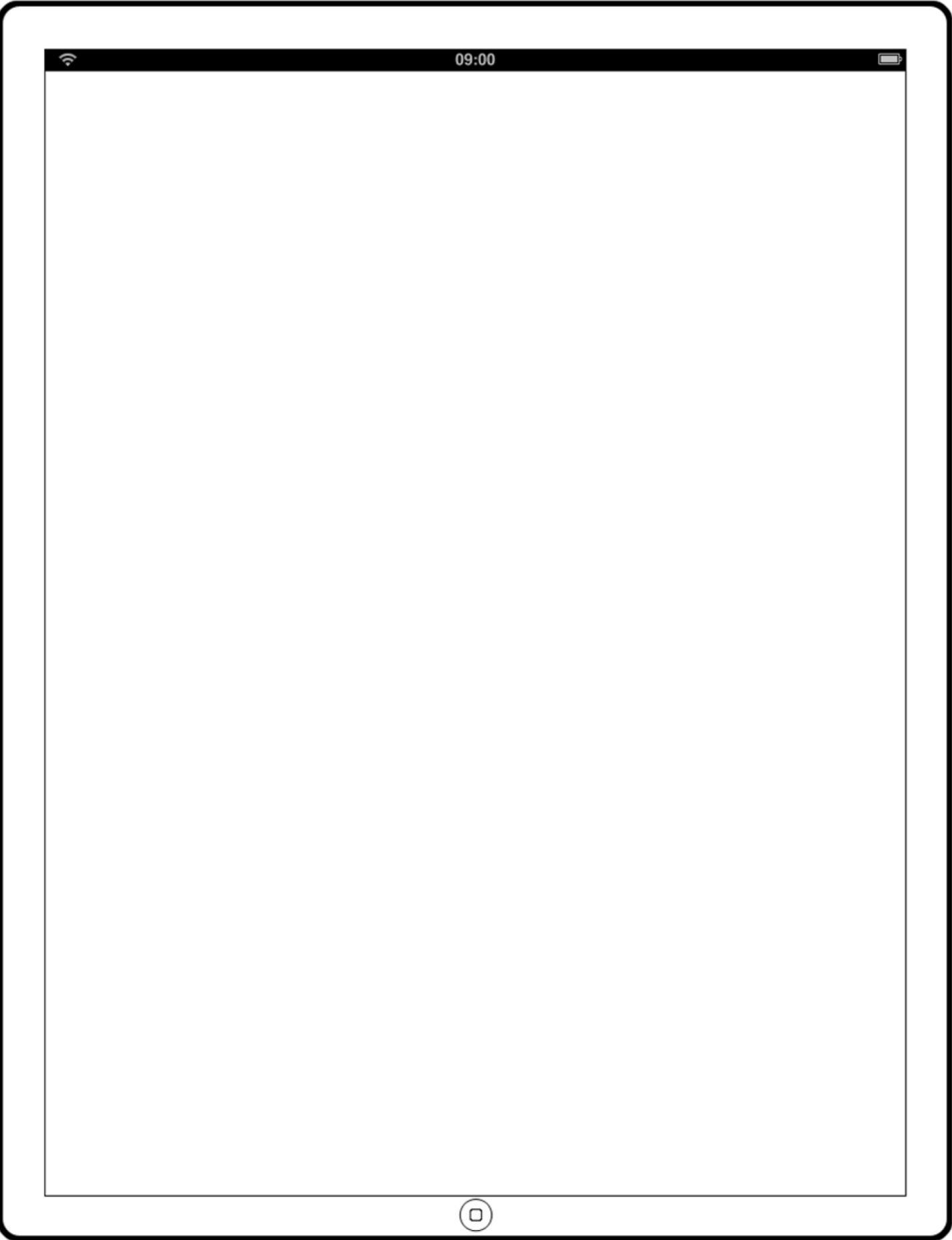


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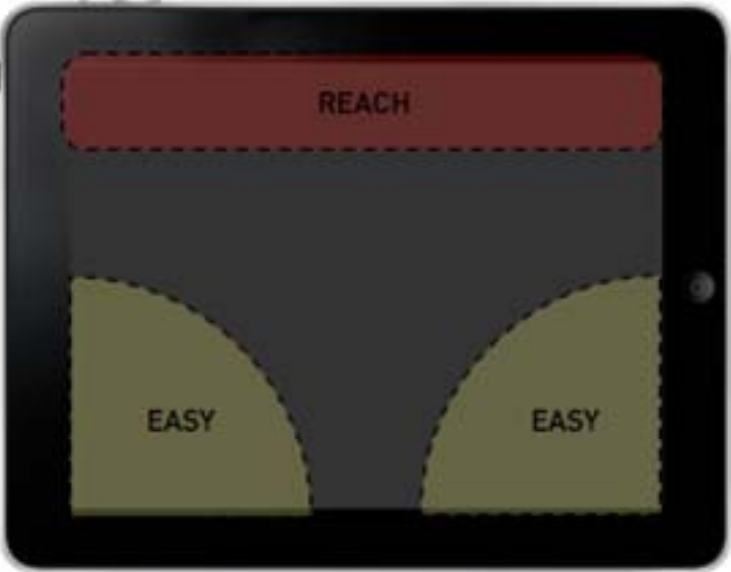
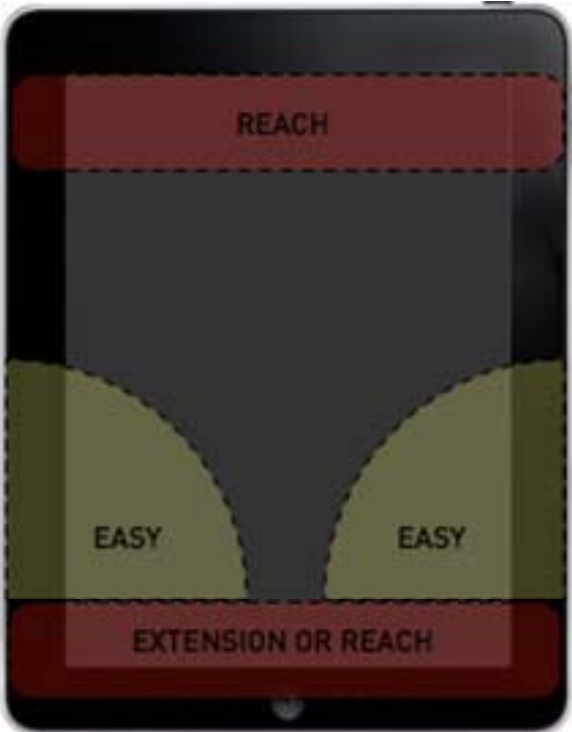


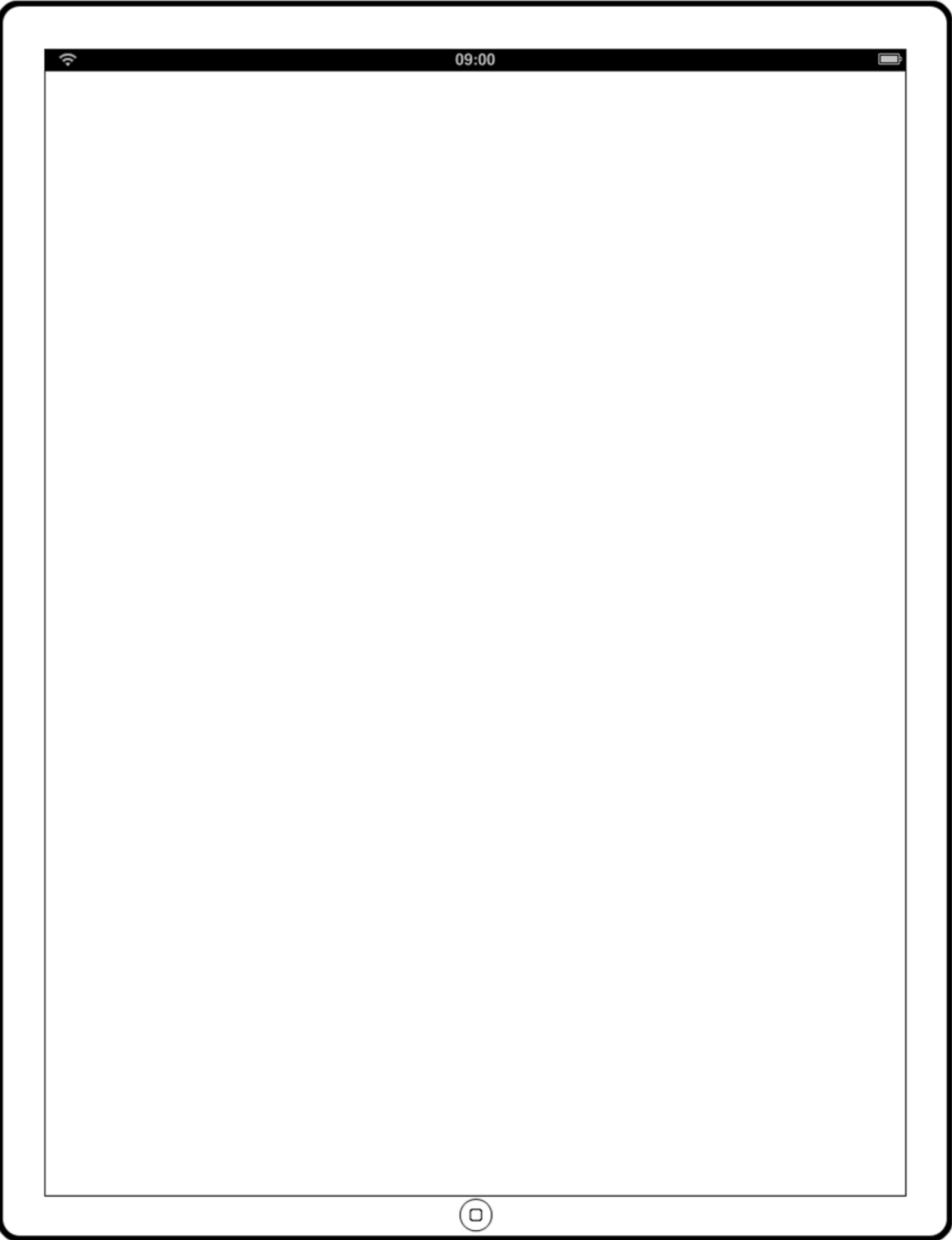


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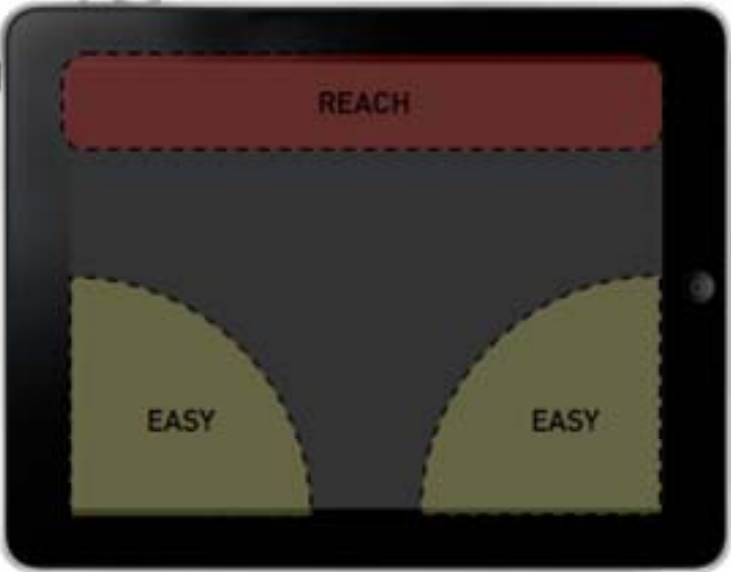
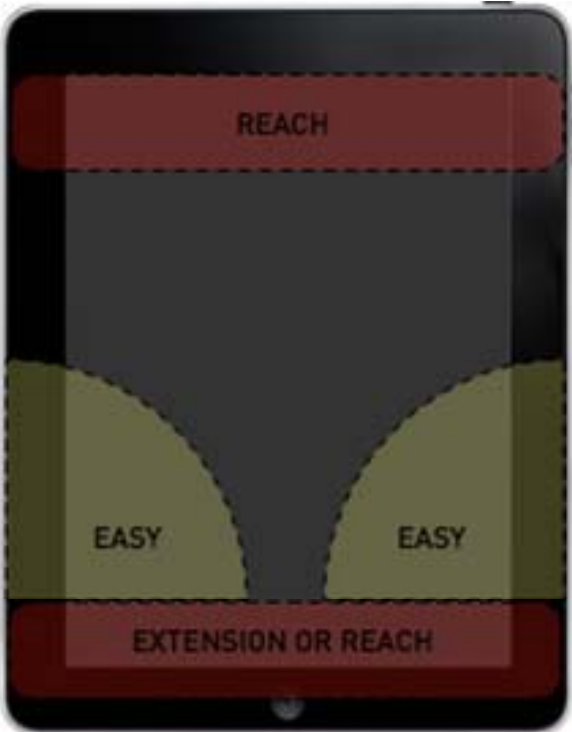




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Monitor view can support interactive dropdowns/megarollovers.

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