



# sign posts



# sign posts

- ❖ You need to buy a chainsaw



# THE HOME DEPOT

10 20

Enter

Enter

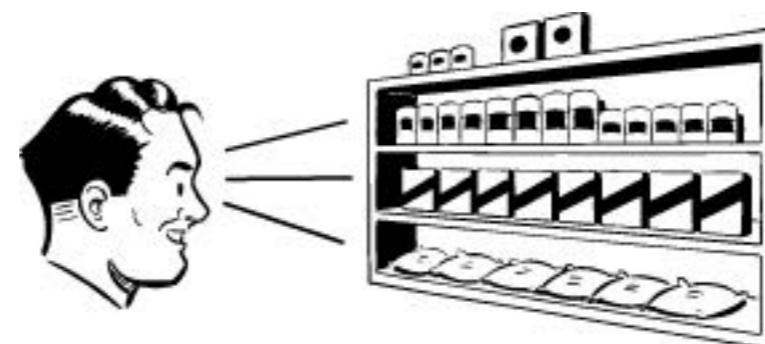


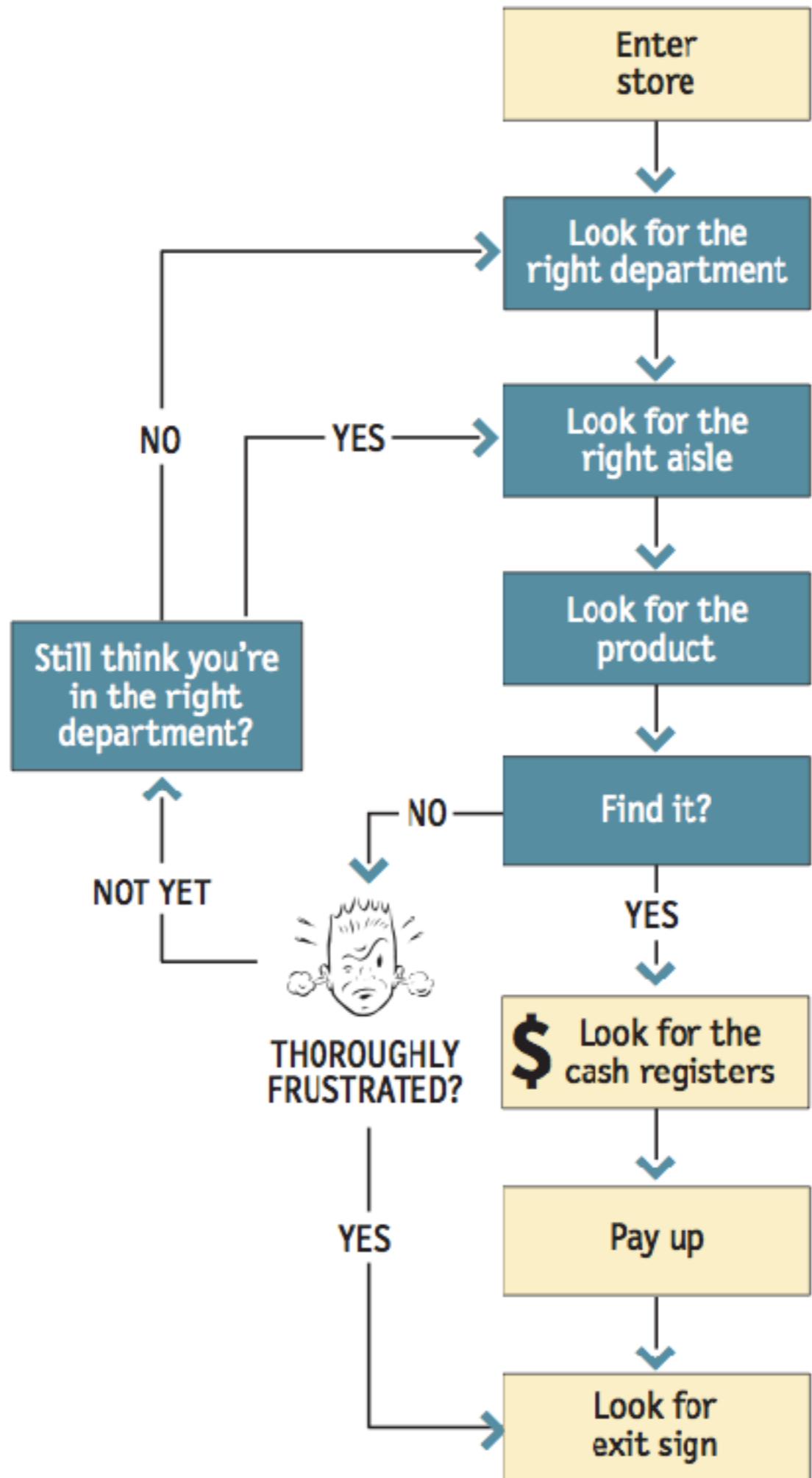


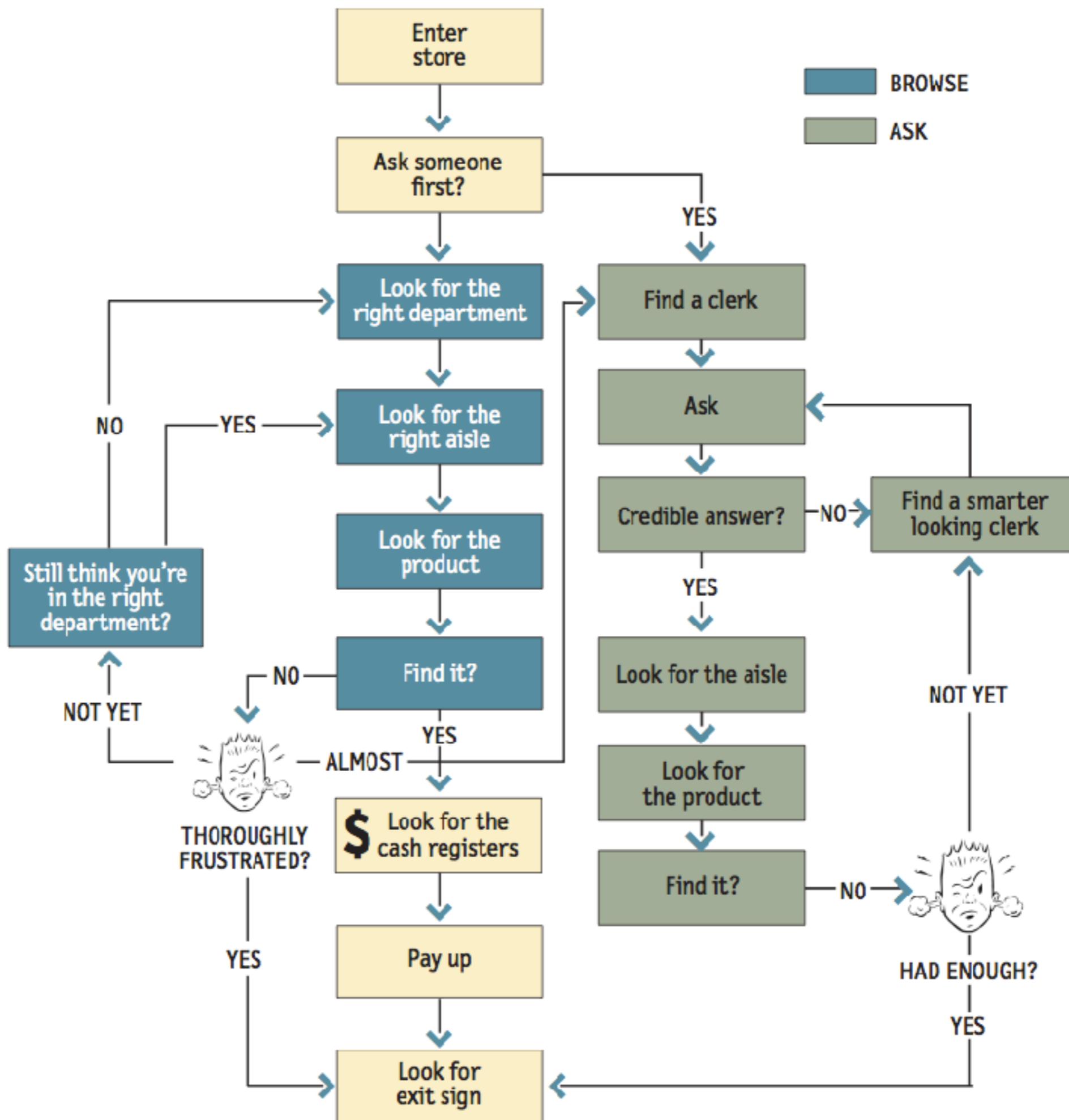
POWER TOOLS

HAND TOOLS

SANDING AND GRINDING







BUY ONLINE PICK UP IN-STORE Available for in-store products only. Learn More >



Français

My Store: ANCASTER 7:00 AM-10:00 PM  
Weekly Flyer



More saving.  
More doing.<sup>®</sup>

My Account | 0 Cart

Shop By Department

Value Centre

What can we help you find?

Ideas & How-to

Services

Outdoors

Patio Furniture

Building Materials

Appliances

Bath

Lighting & Ceiling Fans

Kitchen

Tools

Floors & Area Rugs

Windows & Doors

Furniture

Décor & Window Treatments

Storage & Organization

Paint

There's  
**O**X  
EVENT  
**MAJOR  
SAVINGS**  
ic in-store or online  
more (before taxes).



Ends March 9

<https://www.homedepot.ca/en/home.html#>

## TOOLS FOR LESS

We've lowered our prices on select power tools.

[Shop All >](#)

  
**GET READY FOR SPRING**  
Shop our assortment of patio furniture, BBQs, lawn mowers, and more.



→ **EMERGENCY**

- Emergency Patient Parking
- ↑ Main Entrance
- Physician Parking

EMERGENCY





Search results → Lawn & Garden > Chain Saws

## "Gas Chainsaws"



Remington 55cc 20" Gas-Powered Chainsaw

★★★★★ (1)

\$309.99 **\$237.49**

Add To Cart



Poulan 16-in 38cc Gas Chain Saw

★★★★★ (16)

\$149.99 **\$113.99**

Add To Cart



Craftsman 18-in 42cc Gas Chain Saw with Extra 14-in Bar & Chain

★★★★★ (26)

\$234.99 **\$169.99**

Add To Cart



McCulloch 18-in 38cc Gas Chain Saw

★★★★★ (2)

\$269.99 **\$199.88**

Add To Cart



BLUE MAX 16'- 38CC Gas Chainsaw - 5466

★★★★★

\$169.99 **\$161.49**

Add To Cart



Hilachi 40 cc 2.4 hp Gas Chain Saw

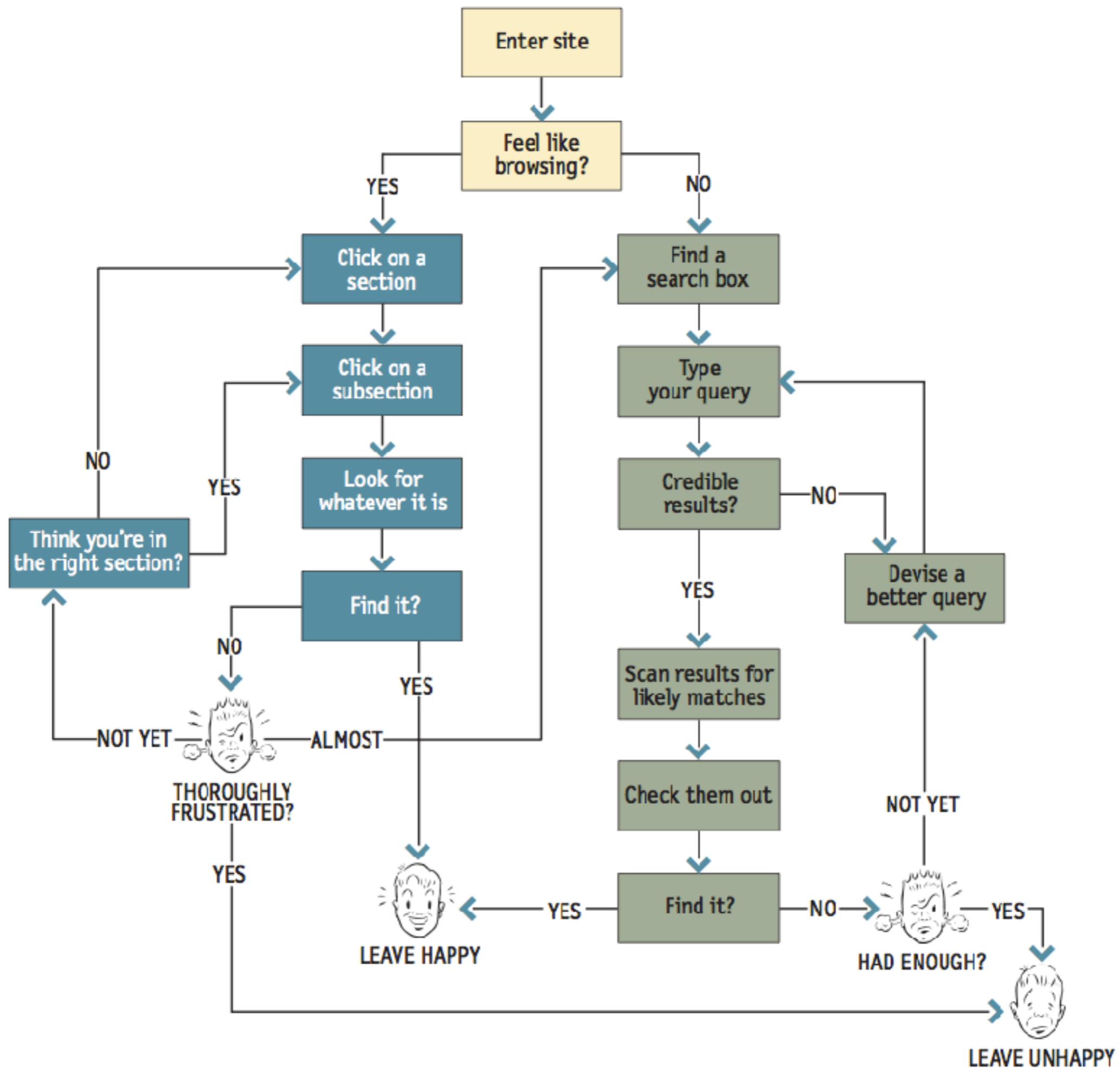
★★★★★ (10)

\$349.99 **\$299.88**

Add To Cart

Search 





# Sheridan

[About Sheridan](#)[Academics](#)[Admissions](#)[Life at Sheridan](#)[Research](#)[Working at Sheridan](#)[News & Events](#) [Prospective Students](#)[Current Students](#)[International Students](#)[Continuing Education Students](#)[Parents](#)[Alumni](#)[Donors](#)[Employers](#)

Sheridan grad takes home an  
award for Piper! Congratulations  
to Barillaro.

[Read news release](#)[Sheridan Spotlight](#)[Programs and Courses](#)[Graduate Success Stories](#)

BUY ONLINE PICK UP IN-STORE Available for in-store products only. Learn More >



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Services

Outdoors

Patio Furniture

Building Materials

Appliances

Bath

Lighting & Ceiling Fans

Kitchen

Tools

Floors & Area Rugs

Windows & Doors

Furniture

Décor & Window Treatments

Storage & Organization

Paint

There's  
**O**X  
EVENT  
**MAJOR  
SAVINGS**  
ic in-store or online  
more (before taxes).



Ends March 9

<https://www.homedepot.ca/en/home.html#>

## TOOLS FOR LESS

We've lowered our prices on select power tools.

[Shop All >](#)

  
**GET READY FOR SPRING**  
Shop our assortment of patio furniture, BBQs, lawn mowers, and more.



CURRENT RELEASE

NAPA VALLEY COLLECTION

**HIGH ROLLER** Cabernet Sauvignon

BLACK CLOVER Merlot

SOLDIERS OF FORTUNE Syrah

PEARL HANDLE Chardonnay

CALIFORNIA COLLECTION

22 BLACK Cabernet Sauvignon

BONE DANCE Merlot

HER MAJESTY Chardonnay

CHARMED Sauvignon Blanc

GIFT SET COLLECTION

NAPA VALLEY 2-Bottle

NAPA VALLEY 4-Bottle

CALIFORNIA 2-Bottle

CALIFORNIA 4-Bottle

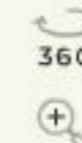
FOUR BULLETS

FULL HOUSE

THE JAQK CELLARS WINE CLUB

WINE ARCHIVE

Wine > Current Release > Napa Valley Collection > High Roller



## High Roller

**2009 Cabernet Sauvignon  
NAPA VALLEY**

High Roller is JAQK's flagship wine. This delicately crafted Cabernet Sauvignon is made from 100% Napa Valley grapes, harvested by hand to allow our winemaker maximum control during the crushing and fermentation processes. The wine is aged in small French oak barrels for 2 years, then fined with egg whites for finesse and elegance in the tradition of Bordeaux-style Cabernets. It takes considerably more effort to go this route here in the U.S., but the result is a more complex, more flavorful, more balanced wine. And one that ages extremely well. A wine of this caliber is something that the connoisseur will want to have well represented in his wine cellar. And to help ensure a long life, we've paid particular attention to the bottle that will be its home. We chose the king of vessels, the mighty Imperiale, and had one custom made for us in Milan, Italy.

750 ML

\$74.00

QTY

1

ADD TO CART

Watch Video | Download PDF

Put a pointer  
next to it

Change the  
text color

Use bold text

Reverse the  
button

Change the  
button color

Sports  
Business  
▶ Entertainment  
Politics

Sports  
Business  
[Entertainment](#)  
Politics

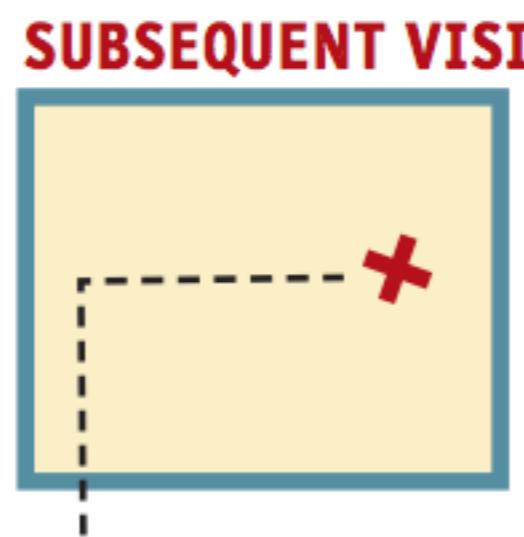
Sports  
Business  
Entertainment  
Politics

Sports  
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Entertainment  
Politics

Sports  
Business  
[Entertainment](#)  
Politics

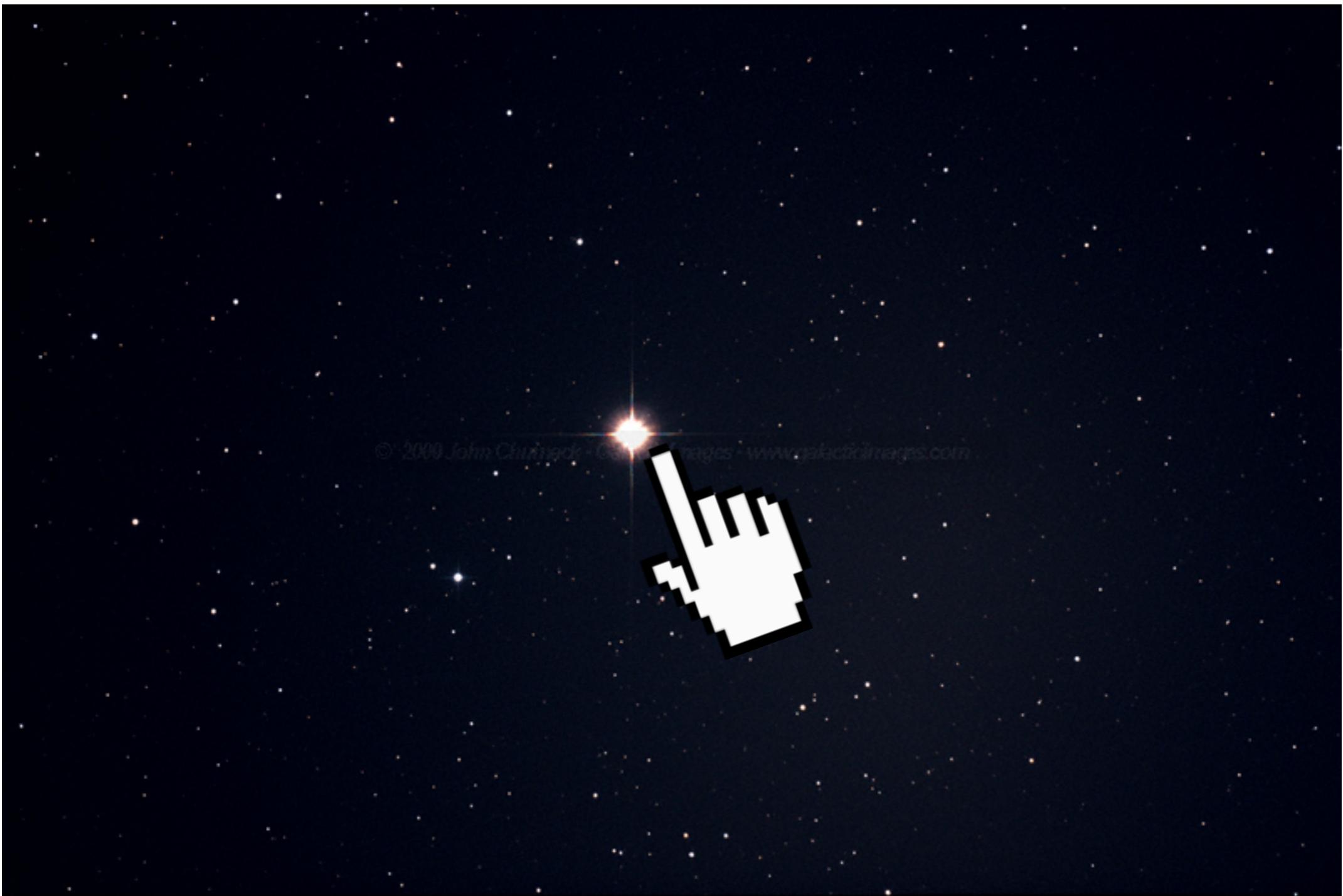
# lightness of browsing

- ❖ Click the link - teleported straight to the aisle - we don't really know how we got there!
- ❖ No sense of direction
- ❖ Returning means conceptually retracing the steps, not physically



# Sense of location

- ❖ Bookmarks
- ❖ Back button is the most-used browser button
  - ❖ Bookmarks - shortcuts. Back button accounts for at least 40% of clicks



# overlooked purposes of navigation

- ❖ It tells us what's here – what the site contains
- ❖ It tells us how to use the site - the only instruction we should need
- ❖ It gives the user confidence - gives professionalism and trust

Sections

 "You are here"  
indicator

Page name

## CERAMIC KNIVES

 Local navigation  
(Things at the current level)

### Cutlery

#### SHOP BY CATEGORY

- [Knife Sets](#)
- [Chef's Knives](#)
- [Santoku Knives](#)
- [Steak Knives](#)
- [Utility Knives](#)
- [Cleavers & Boning Knives](#)
- [Slicing & Carving Knives](#)
- [Paring Knives](#)
- [Bread Knives](#)
- [Cheese Knives](#)
- [Fruit & Vegetable Knives](#)
- [Kitchen Shears](#)
- [Ceramic Knives](#)
- [Cutting Boards](#)
- [Knife Sharpeners](#)
- [Knife Storage](#)

## WILLIAMS-SONOMA

MAY 2015: SAVE MORE - SPEND \$100+ &amp; GET FREE SHIPPING

On Your \$100+ Order - Use Code: FS15. Excludes older items, cookware, giftware, and

GIFT OF THE DAY

Come back every day for a new gift!

**Cutlery**

## SHOP BY CATEGORY

- [Knife Sets](#)
- [Chef's Knives](#)
- [Santoku Knives](#)
- [Steak Knives](#)
- [Utility Knives](#)
- [Cleavers & Boning Knives](#)
- [Slicing & Carving Knives](#)
- [Paring Knives](#)
- [Bread Knives](#)
- [Cheese Knives](#)
- [Fruit & Vegetable Knives](#)
- [Kitchen Shears](#)
- [Ceramic Knives](#)
- [Cutting Boards](#)
- [Knife Sharpeners](#)
- [Knife Storage](#)

## SHOP BY PRICE

- [General](#)
- [Gifts](#)
- [\\$100+ Value Kitchen Items](#)
- [Knives](#)
- [Knives & Cutlery](#)
- [Luminarc](#)
- [Makrolite](#)
- [Micro-Spatula](#)
- [Oster](#)
- [Rada](#)
- [Smart](#)
- [Tupperware](#)
- [Williams Sonoma](#)

## FILTER

- [New Arrivals](#)
- [Offer Under \\$100](#)
- [Top Rated](#)
- [For Him](#)
- [Monogram Shop](#)

## SALES &amp; OPTIONS

- [Sale](#)
- [Up to 50% Off Cutlery](#)
- [Reinforced Cutlery](#)
- [Cutlery Protection Film](#)

## LEARN MORE

- [Cutting Techniques](#)
- [Cutting Knives & Tools](#)
- [Knife](#)
- [Storage](#)

## MATERIALS

- [Steel](#)
- [Stainless Steel](#)

## Ceramic Knives



## CERAMIC KNIVES

View all Ceramic Knives

	Krause Revolution 2-Piece Ceramic Knife Set \$49.95 ★★★★★ \$49.95		Krause Revolution 2-Piece Ceramic Knife Set \$49.95 ★★★★★ \$49.95		Krause Revolution Ceramic Professional Chef's Knife \$69.95 ★★★★★ \$69.95		Krause Revolution Ceramic Utility Knife \$34.95 ★★★★★ \$34.95
	Krause Revolution Ceramic Bread Knife \$69.95 ★★★★★ \$69.95		Krause Revolution Ceramic Carving Knife \$69.95 ★★★★★ \$69.95		Krause Revolution Ceramic Paring Knife \$24.95 ★★★★★ \$24.95		Krause Revolution Ceramic Slicing Knife \$34.95 ★★★★★ \$34.95
	Krause Revolution Ceramic Chef's Knife \$69.95 ★★★★★ \$69.95		Krause Revolution Ceramic Utility Knife \$34.95 ★★★★★ \$34.95		Krause Revolution Ceramic Paring Knife \$24.95 ★★★★★ \$24.95		Krause Revolution Ceramic Slicing Knife \$34.95 ★★★★★ \$34.95
	Krause Revolution Ceramic Utility Knife \$34.95 ★★★★★ \$34.95		Krause Revolution Ceramic Paring Knife \$24.95 ★★★★★ \$24.95		Krause Revolution Ceramic Slicing Knife \$34.95 ★★★★★ \$34.95		Krause Revolution Ceramic Slicing Knife \$34.95 ★★★★★ \$34.95
	Krause Revolution Ceramic Utility Knife \$34.95 ★★★★★ \$34.95		Krause Revolution Ceramic Paring Knife \$24.95 ★★★★★ \$24.95		Krause Revolution Ceramic Slicing Knife \$34.95 ★★★★★ \$34.95		Krause Revolution Ceramic Slicing Knife \$34.95 ★★★★★ \$34.95

## FILTER BY COLOR

- [Black](#)
- [White](#)
- [Red](#)
- [Blue](#)
- [Green](#)
- [Yellow](#)
- [Orange](#)
- [Purple](#)
- [Gold](#)
- [Silver](#)
- [Multi](#)

## FILTER BY LENGTH

- [10" >](#)
- [8" >](#)
- [6" >](#)
- [4" >](#)
- [3" >](#)
- [2" >](#)
- [1" >](#)
- [10" <](#)
- [8" <](#)
- [6" <](#)
- [4" <](#)
- [3" <](#)
- [2" <](#)
- [1" <](#)

## FILTER BY WEIGHT

- [1 lb >](#)
- [1/2 lb >](#)
- [1/4 lb >](#)
- [1/8 lb >](#)
- [1/16 lb >](#)
- [1 lb <](#)
- [1/2 lb <](#)
- [1/4 lb <](#)
- [1/8 lb <](#)
- [1/16 lb <](#)

## FILTER BY PRICE

- [\\$0-\\$100](#)
- [\\$100-\\$200](#)
- [\\$200-\\$300](#)
- [\\$300-\\$400](#)
- [\\$400-\\$500](#)
- [\\$500-\\$600](#)
- [\\$600-\\$700](#)
- [\\$700-\\$800](#)
- [\\$800-\\$900](#)
- [\\$900-\\$1000](#)
- [\\$1000 >](#)

## FILTER BY RATING

- [5 Star](#)
- [4 Star](#)
- [3 Star](#)
- [2 Star](#)
- [1 Star](#)

## FILTER BY POPULARITY

- [Most Popular](#)
- [Least Popular](#)

## FILTER BY RECENTLY VIEWED

- [Recently Viewed](#)

## FILTER BY RECENTLY PURCHASED

- [Recently Purchased](#)

## FILTER BY RECENTLY SEARCHED

- [Recently Searched](#)

## FILTER BY RECENTLY COMPLETED PURCHASES

- [Recently Completed Purchases](#)

## FILTER BY RECENTLY ADDED TO CART

- [Recently Added to Cart](#)

## FILTER BY RECENTLY ADDED TO WISHLIST

- [Recently Added to Wish List](#)

## FILTER BY RECENTLY ADDED TO GIFT LIST

- [Recently Added to Gift List](#)

## FILTER BY RECENTLY ADDED TO RECOMMENDED LIST

- [Recently Added to Recommended List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY VIEWED LIST

- [Recently Added to Recently Viewed List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY PURCHASED LIST

- [Recently Added to Recently Purchased List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY SEARCHED LIST

- [Recently Added to Recently Searched List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO CART LIST

- [Recently Added to Recently Added to Cart List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO WISHLIST LIST

- [Recently Added to Recently Added to Wish List List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO GIFT LIST LIST

- [Recently Added to Recently Added to Gift List List](#)

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## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY PURCHASED LIST LIST

- [Recently Added to Recently Added to Recently Purchased List List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY SEARCHED LIST LIST

- [Recently Added to Recently Added to Recently Searched List List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY ADDED TO CART LIST LIST

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- [Recently Added to Recently Added to Recently Added to Wish List List](#)

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- [Recently Added to Recently Added to Recently Added to Gift List List](#)

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## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY VIEWED LIST LIST

- [Recently Added to Recently Added to Recently Added to Recently Viewed List List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY PURCHASED LIST LIST

- [Recently Added to Recently Added to Recently Added to Recently Purchased List List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY SEARCHED LIST LIST

- [Recently Added to Recently Added to Recently Added to Recently Searched List List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY ADDED TO CART LIST LIST

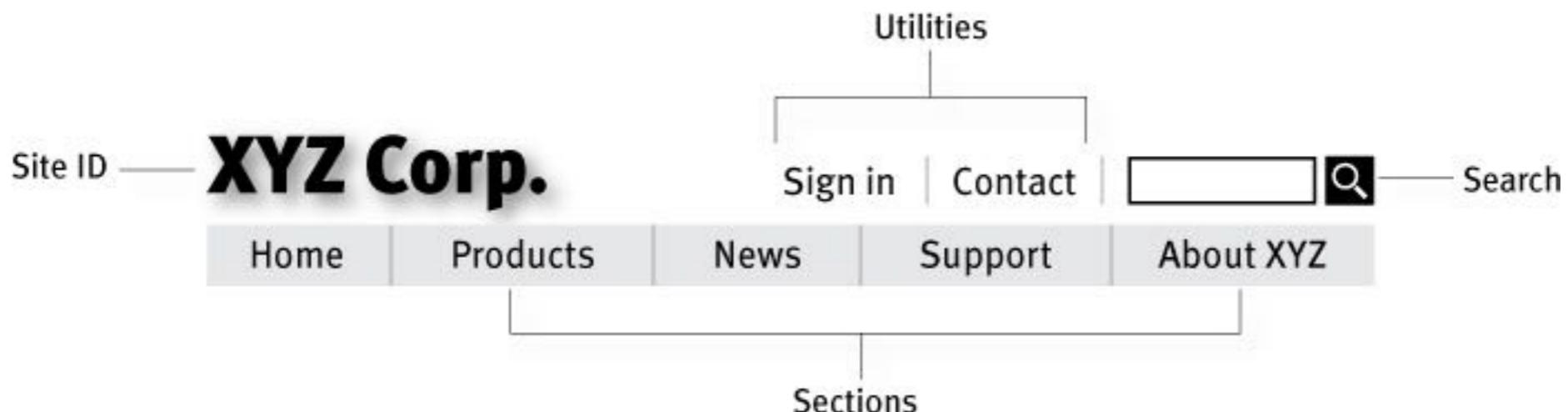
- [Recently Added to Recently Added to Recently Added to Recently Added to Cart List List](#)

## FILTER BY RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY ADDED TO RECENTLY ADDED TO WISHLIST LIST LIST

- [Recently Added to Recently](#)



The image displays three side-by-side screenshots of the USPS.com website. The left screenshot shows the 'Ship a Package' section with a large image of a printer and a computer monitor. The middle screenshot shows the 'Move the Holidays' section with a banner for 'The Holiday Show'. The right screenshot shows another 'Ship a Package' section with a circular graphic.



# Persistent navigation

- ❖ Expect to see:
- ❖ Site ID - represents site, adds visual hierarchy, like sign outside a store
- ❖ A way home
- ❖ A way to search - no fancy words or instructions
- ❖ Sections of the site - possibly with sub levels - needs consistency
- ❖ Possibly Utilities of site (help, site map, shopping cart)



# breadcrumbs

The screenshot shows a web page from the Harvard Summer School 2009 website. At the top, there is a header with the Harvard logo and the text "HARVARD SUMMER SCHOOL 2009". Below the header, a red circle highlights a breadcrumb trail: "Summer Home > Campus Life >". The main content area has a title "Activities at the Summer School" in orange. To the left, a sidebar menu lists "ABOUT", "COURSES", "PROGRAMS", "REGISTRATION", and "CAMPUS LIFE & HOUSING". Under "CAMPUS LIFE & HOUSING", there are two links: "On-Campus Housing" and "Off-Campus Housing". At the bottom right of the main content area, there is a link "Harvard athletics" in orange.

**HARVARD SUMMER SCHOOL 2009**

Summer Home > Campus Life >

## Activities at the Summer School

**ABOUT**

**COURSES**

**PROGRAMS**

**REGISTRATION**

**CAMPUS LIFE & HOUSING**

- ▶ On-Campus Housing
- ▶ Off-Campus Housing

**Harvard athletics**

↑

**BEST BUY** Search by Keyword, SKU # or Item #  WEEKLY DEALS Stores Orders Help Credit Cards Español

PRODUCTS SERVICES SHOPS & DEALS GIFTS **my Best Buy** Sign In or Create an Account 

 NEW CYBER WEEK DEALS AVAILABLE NOW [Shop Cyber Week deals](#)

Best Buy > TV & Home Theater > TV Stands, Mounts & Storage > TV Stands > 40" - 49"

You've Selected  
Maximum Flat Panel TV Size:  
40" - 49" [\[Remove\]](#)

Narrow Your Results  
Seller  
[Best Buy Items \(100\)](#) [Marketplace Seller Items \(50\)](#)  
Customer Reviews  
[Top Rated \(J\)](#)  
Current Offers  
[On Sale \(92\)](#) [Special Offers \(100\)](#)

1 - 15 of 156 [1](#) [2](#) [3](#) [4](#) [5](#) [»](#) View: [15 per page](#) Sort by: [Best Selling](#)

Compare up to 4 items     [COMPARE](#)

  
Init™ - TV Stand for Most Flat-Panel TVs Up To 47"  
Model: NT-MG1344 SKU: 5687885  
Holds most flat panel TVs up to 47" weighing up to 95 lbs; 3 tempered glass shelves; steel frame; open design  
Customer Reviews:  4.5 of 5 (132 reviews) [Check Shipping & Availability](#)

  
Init™ - Gaming Hi-Boy TV Stand for Flat-Panel TVs up to 46"  
Model: NT-GAMHB16C SKU: 8176111  
Sale: \$149.99  
Reg. Price: \$199.99  
You Save: \$50.00

# breadcrumbs

- ❖ Position at the top, or between navigation and content
- ❖ Use tiny type - to make it clear that this is just an accessory
- ❖ You are here
- ❖ Don't use them instead of a page name



#### THE PRESIDENT'S DAILY SCHEDULE

See the President and Vice President's daily public schedules online.



#### GET IN TOUCH WITH US

Share your questions or your story with President Obama.



#### PHOTO OF THE DAY

Explore the White House Photo Office's past images of the day.



#### HOME

##### BRIEFING ROOM

[From the News Room](#)  
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[Video Gallery](#)  
[Live Events](#)  
[Music & Arts Performances](#)  
[From the Press Office](#)  
[Your Weekly Address](#)  
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[White House Schedule](#)  
[Presidential Actions](#)  
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#### ISSUES

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[The Record](#)  
[Iran Deal](#)  
[21st Century Policing](#)  
[See All](#)  
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[Economy](#)  
[Education](#)  
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[Health Care](#)  
[Immigration Action](#)  
[Climate Change](#)  
[Energy and Environment](#)  
[Civil Rights](#)  
[More](#)  
[Defense](#)  
[Disabilities](#)

#### THE ADMINISTRATION

[People](#)  
[President Barack Obama](#)  
[Vice President Joe Biden](#)  
[First Lady Michelle Obama](#)  
[Dr. Jill Biden](#)  
[The Cabinet](#)  
[Executive Office of the President](#)  
[Senior White House Leadership](#)  
[Other Advisory Boards](#)  
[Executive Offices](#)  
[Office of Management and Budget](#)  
[Office of Science and Technology Policy](#)  
[Council of Economic](#)

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[Leadership Development Program](#)  
[Speak Out](#)  
[We the People Petitions](#)

#### 1600 PENN

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[Interactive Tour](#)  
[West Wing Tour](#)  
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[Holidays](#)  
[See All](#)  
[History & Grounds](#)  
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[First Ladies](#)  
[The Vice President's Residence & Office](#)  
[Eisenhower Executive Office Building](#)  
[Camp David](#)  
[Air Force One](#)  
[Our Government](#)  
[The Executive Branch](#)

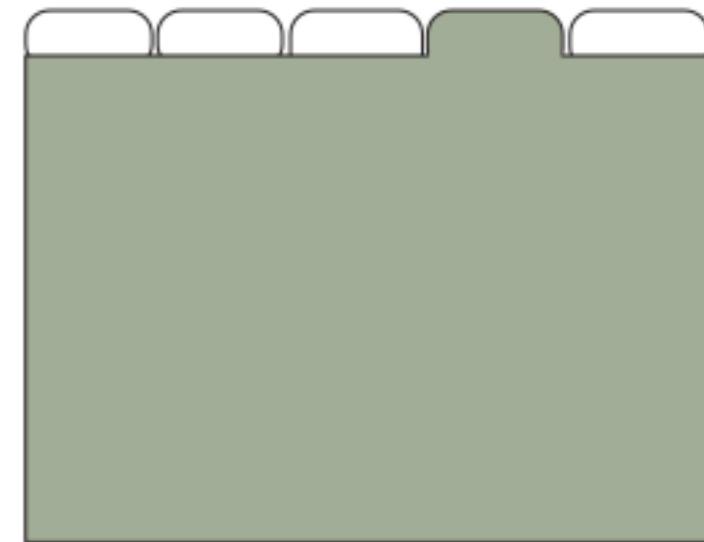
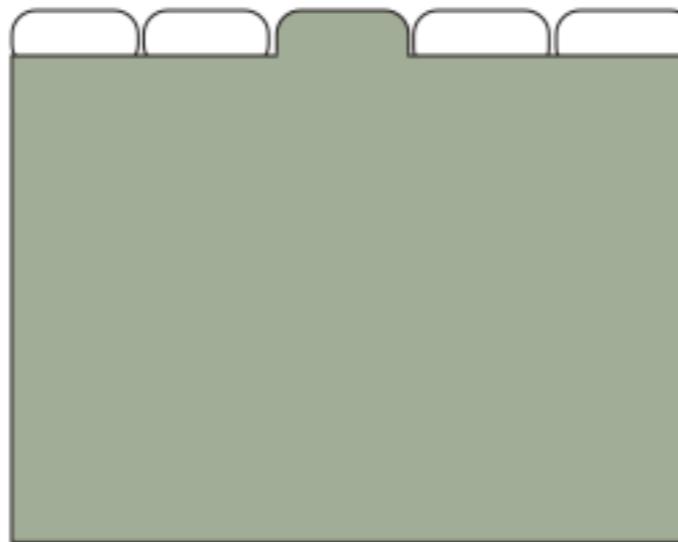
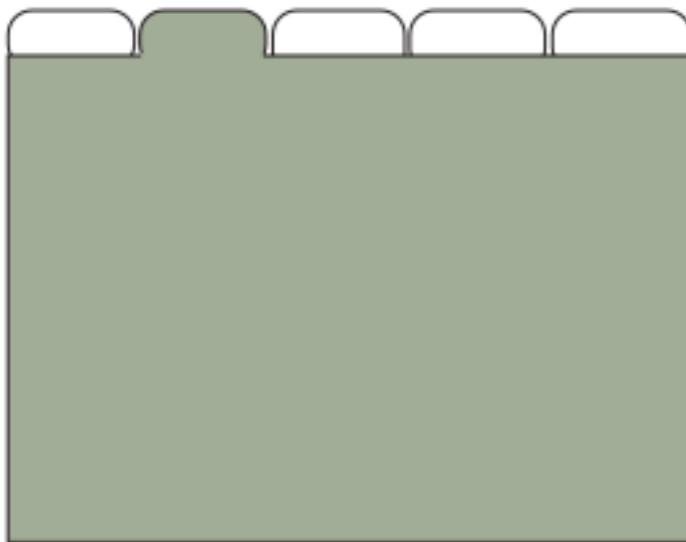


**Search**  **Go**

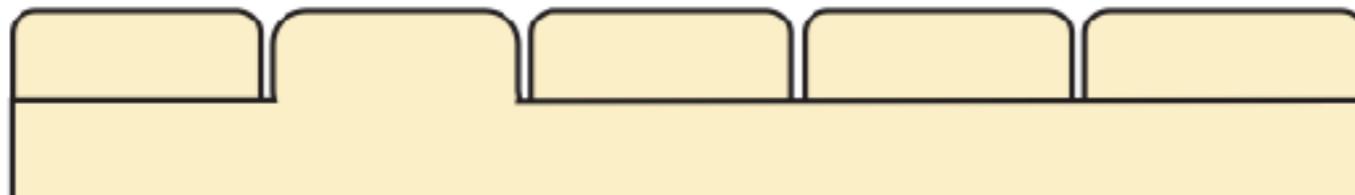


**Search**

# tabs



BAD: No connection, no pop.



BETTER: Connected, but no contrast.  
Limited pop.



BEST: Duck! It's coming right at you.

[HOME](#)[MENS](#)[WOMENS](#)[KIDS](#)[GOODS](#)

## THE GREEN LINE

BECAUSE EVERY DAY IS EARTH DAY ➔

Find items in libraries near you

1.2 billion items available here

[Everything](#)[Books](#)[DVDs](#)[CDs](#)[Articles](#)

[Advanced search](#)

WorldCat connects you to the collections and services of more than



[Put WorldCat on your mobile phone](#)

Go to [www.worldcat.org/m/](http://www.worldcat.org/m/) to find and search

# try the trunk test

- ❖ Print out a website and hold it far enough away that you can't read the content
- ❖ What site is this? (Site ID)
- ❖ What page am I on? (Page name)
- ❖ What are the major sections of this site? (Sections)
- ❖ What are my options at this level? (Local navigation)
- ❖ Where am I in the scheme of things? ("You are here" indicators)
- ❖ How can I search?

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**Ethan Marcotte**  
Twitter: [@ethan](#)  
Work: [css-tricks.com](#)  
Ethan Marcotte is a web designer, speaker, and author living in Boston, MA. He's lead front-end developer at Happy Cog. Alas, and the Doctor's office. It is impossible. He is a robot. He is a genius.

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