



“And you may find yourself
in a beautiful house
with a beautiful wife And you may ask yourself
Well...
How did I get here?!”

–Talking Heads, Once In a Lifetime

sign posts



sign posts

- ❖ You need to buy a chainsaw



THE HOME DEPOT

10 20

Enter

Enter

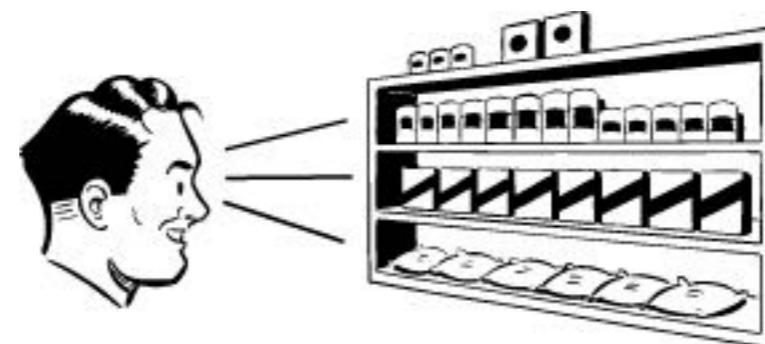


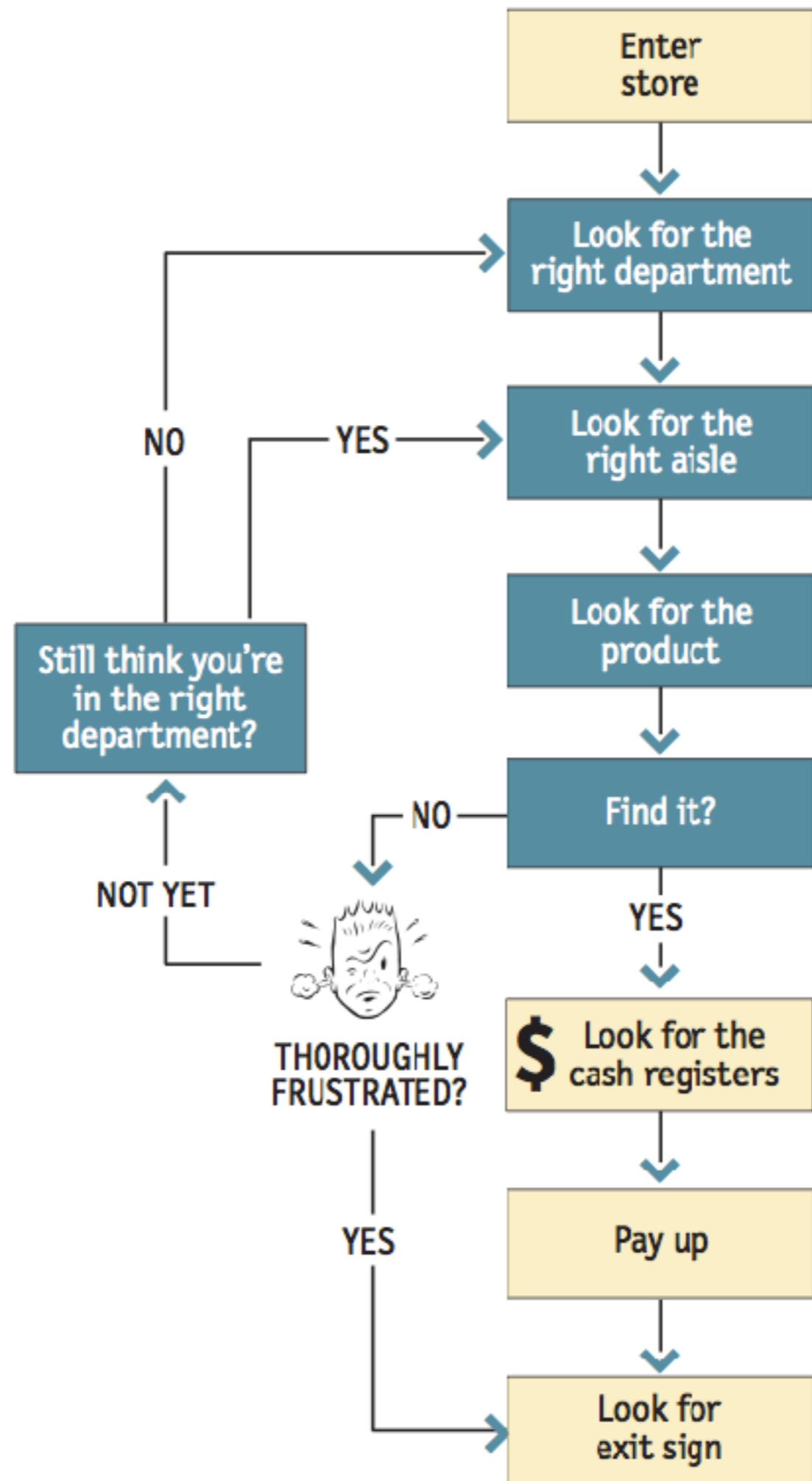


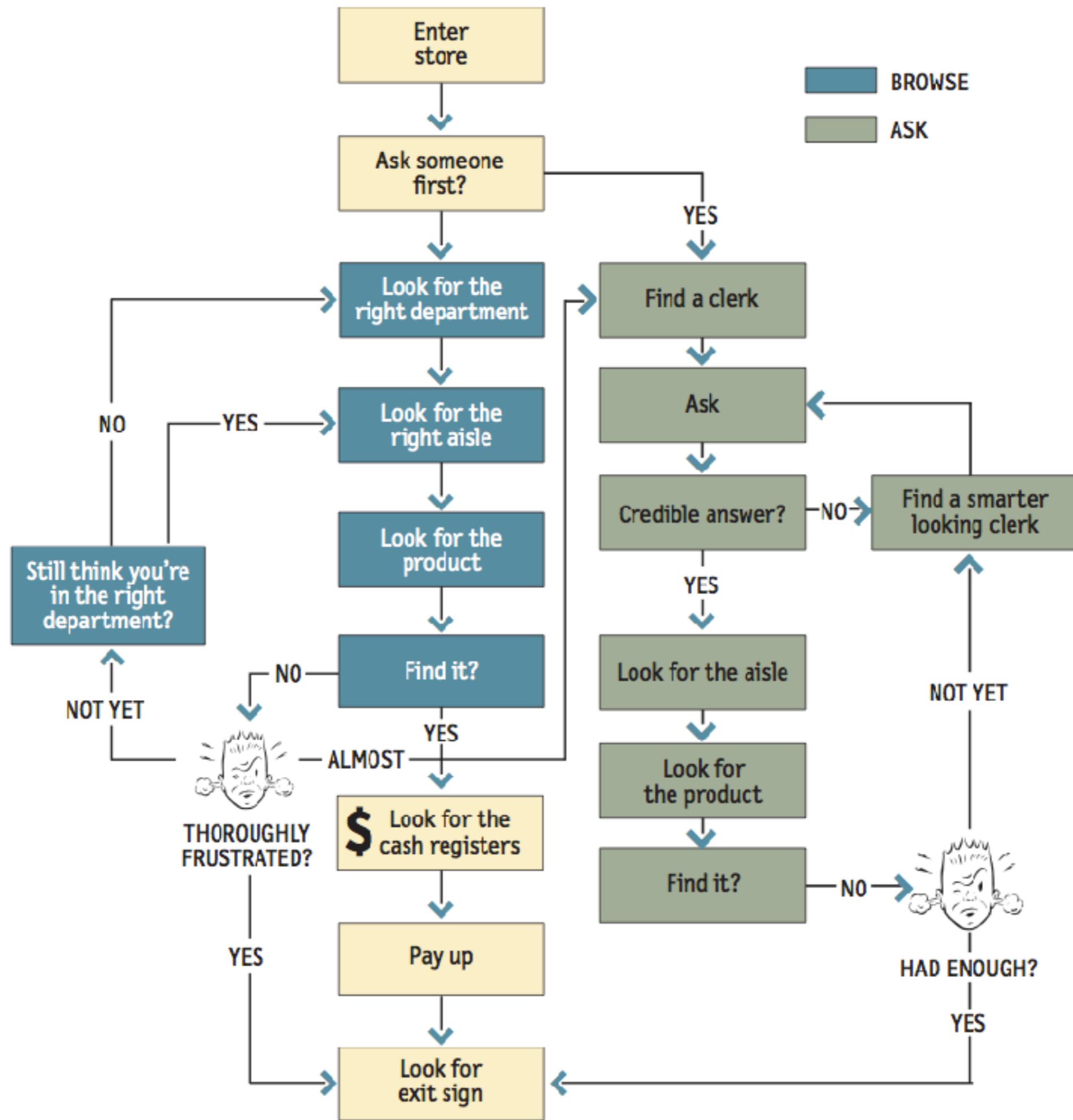
POWER TOOLS

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.[®]

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
OX
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.







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

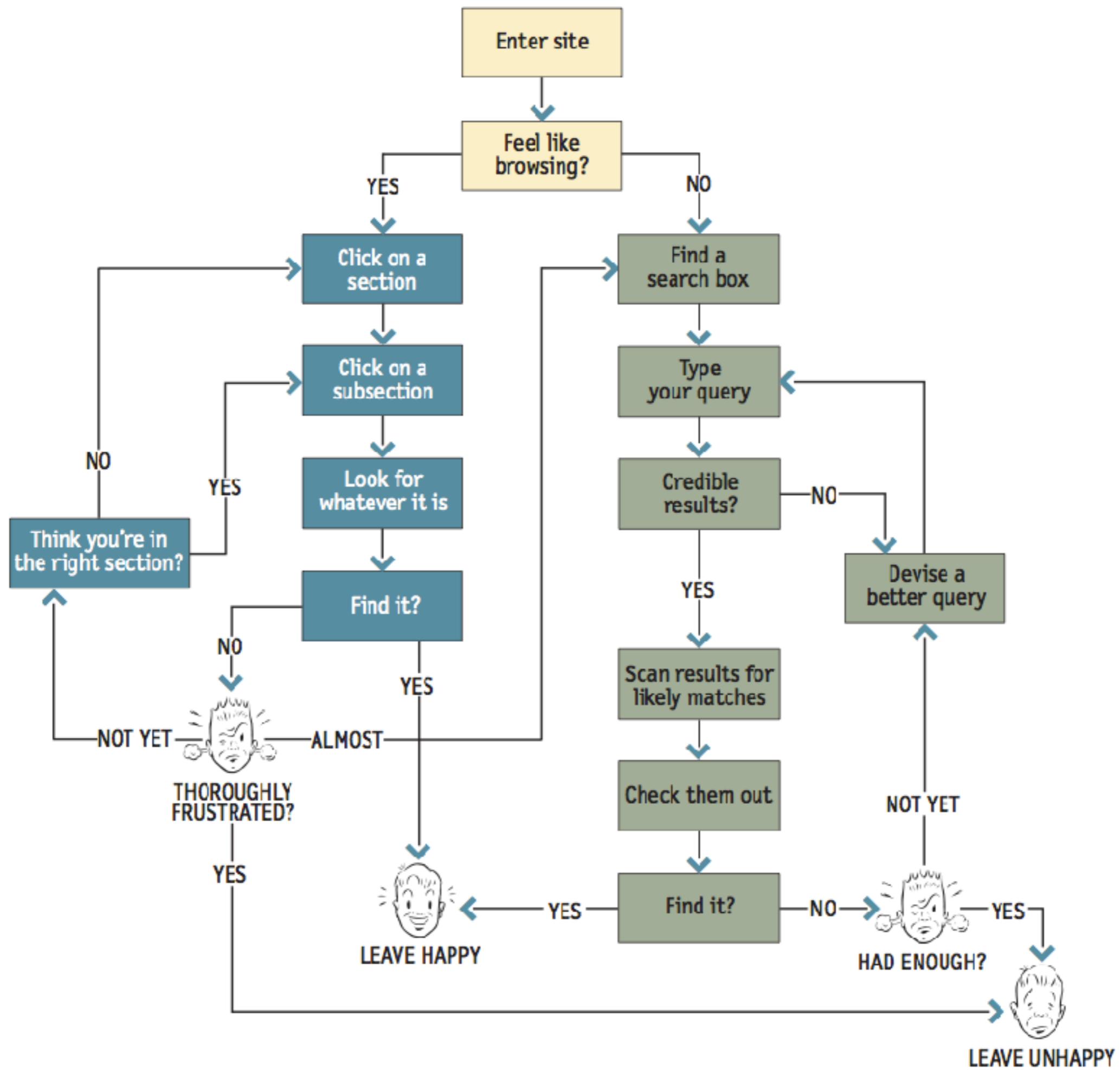
★★★★★ (10)

\$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 Michael 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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Floors & Area Rugs

Windows & Doors

Furniture

Décor & Window Treatments

Storage & Organization

Paint

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**MAJOR
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more (before taxes).



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[Shop All >](#)

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

Doors & Windows

Plumbing

Bath

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Chair Rail

Dowels

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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

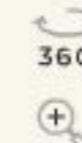
FOUR BULLETS

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

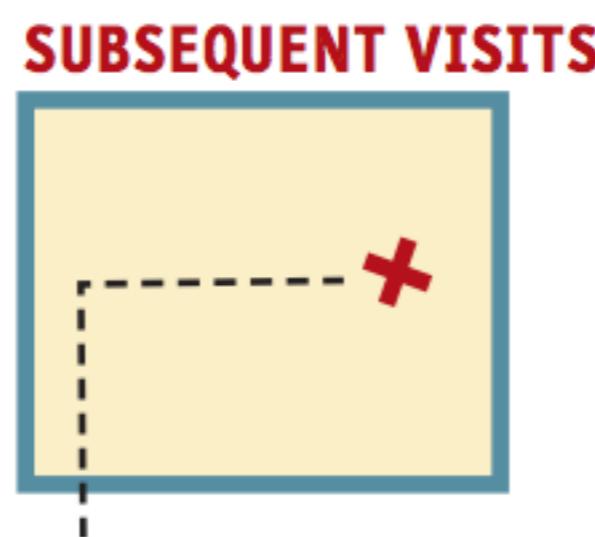
Sports
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Entertainment
Politics

Sports
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Politics

Sports
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Entertainment
Politics

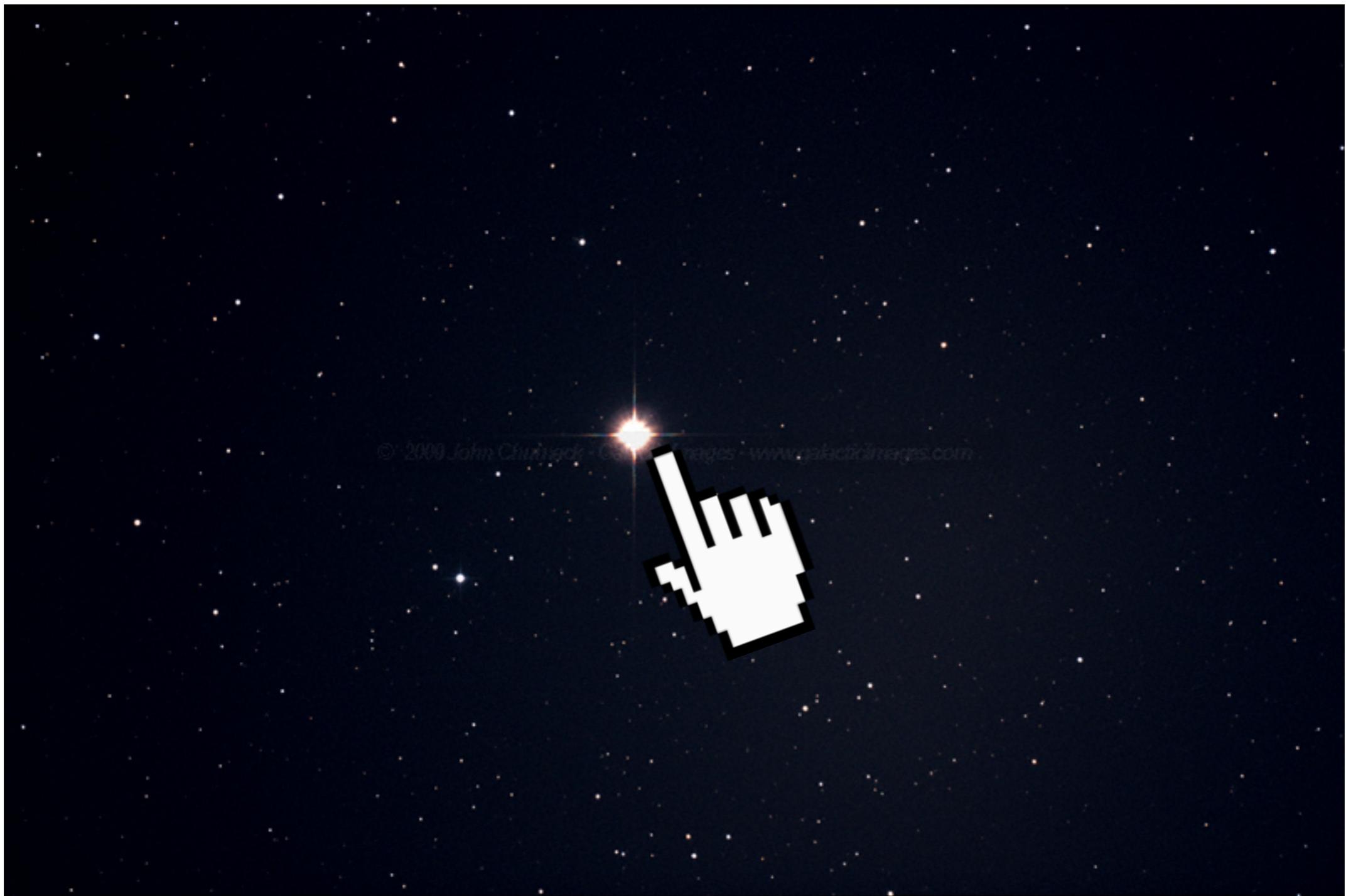
lightness of browsing

- ❖ 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 - JUNE 2015 - \$19.99 + FREE SHIPPING

On Your \$100+ Order! Use Code: WSDAY15

COOK OF THE DAY!

Come back every day to see what's new!

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](#)
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- [Fruit & Vegetable Knives](#)
- [Kitchen Shears](#)
- [Ceramic Knives](#)
- [Cutting Boards](#)
- [Knife Sharpeners](#)
- [Knife Storage](#)

SHOP BY PRICE

- [General](#)
- [Gifts](#)
- [\\$100+ Kitchen & Dining](#)
- [Knives](#)
- [Knives & Cutlery](#)
- [Liners](#)
- [Meat](#)
- [Meat/Meat](#)
- [Oven](#)
- [Pans](#)
- [Utensils](#)
- [Utensils](#)
- [Whitewares](#)

SALES & OFFERS

- [New Arrivals](#)
- [Gifts Under \\$100](#)
- [Sale](#)
- [Sale Items](#)
- [Monogram Shop](#)

SALES & OFFERS

- [Up to 50% Off Select Kitchen & Dining Items](#)
- [Gifts Under \\$100](#)

LINKS

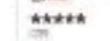
- [Customer Service](#)
- [Customer Support & Returns](#)
- [About](#)
- [Williams Sonoma](#)

Ceramic Knives



CERAMIC KNIVES

 Filter By: [Ceramic Knives](#) [Sort](#) [Price](#) [Material](#)

	Krona Revolution 2-Piece Ceramic Knife Set \$49.95 		Krona Revolution 2-Piece Ceramic Paring Knife \$49.95 		Krona Revolution Ceramic Professional Chef's Knife \$69.95 		Krona Revolution Ceramic Utility Knife \$49.95
	Krona Revolution Ceramic Bread Knife \$69.95		Krona Revolution Ceramic Paring Knife \$49.95		Krona Revolution Ceramic Chef's Knife \$109.95 - \$149.95		Krona Revolution Ceramic Utility Knife \$49.95
	Krona Revolution Ceramic Bread Knife \$69.95		Krona Revolution Ceramic Paring Knife \$49.95		Krona Revolution Ceramic Chef's Knife \$109.95 - \$149.95		Krona Revolution Ceramic Utility Knife \$49.95
	Krona Revolution Ceramic Bread Knife \$69.95		Krona Revolution Ceramic Paring Knife \$49.95		Krona Revolution Ceramic Chef's Knife \$109.95 - \$149.95		Krona Revolution Ceramic Utility Knife \$49.95

ABOUT US

- [About Williams Sonoma](#)
- [Our Story](#)
- [Our Company](#)

CONTACT

- [Customer Service](#)
- [Customer Support & Returns](#)
- [About](#)
- [Williams Sonoma](#)

HELP

- [FAQ](#)
- [Help Center](#)
- [Help Topics](#)

RESOURCES

- [Cooking Resources](#)
- [Dishwasher Safe](#)
- [Safety Recalls](#)
- [Catalog Requests](#)
- [Site Feedback](#)

CREDIT CARD

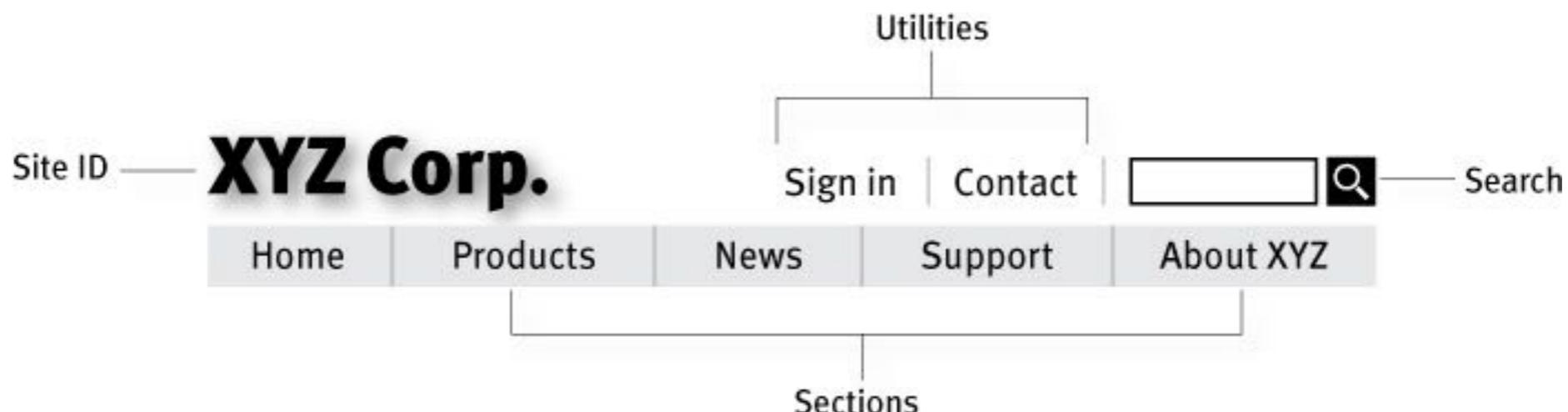
- [Credit Card Questions](#)
- [Credit Card Status](#)
- [Credit Card Payments](#)
- [Credit Card Account](#)

OUR COMPANY

- [Investor Relations](#)
- [Annual Reports](#)
- [SEC Filings](#)
- [Corporate Governance](#)
- [Employee Benefits](#)
- [Community](#)
- [Environment](#)
- [Sustainability](#)
- [Ethics and Compliance](#)
- [Diversity and Inclusion](#)
- [Equal Employment Opportunity](#)
- [Equal Housing Opportunity](#)
- [Non-Discrimination](#)
- [Anti-Harassment](#)
- [Anti-Bribery](#)
- [Anti-Corruption](#)
- [Anti-Money Laundering](#)
- [Anti-Trade Agreements Act](#)
- [Anti-Boycott](#)
- [Anti-Sexual Harassment](#)
- [Anti-Sexual Violence](#)
- [Anti-Workplace Violence](#)
- [Anti-Workplace Harassment](#)
- [Anti-Workplace Discrimination](#)
- [Anti-Workplace Bullying](#)
- [Anti-Workplace Retaliation](#)
- [Anti-Workplace Harassment and Discrimination](#)
- [Anti-Workplace Harassment and Retaliation](#)
- [Anti-Workplace Harassment and Discrimination and Retaliation](#)
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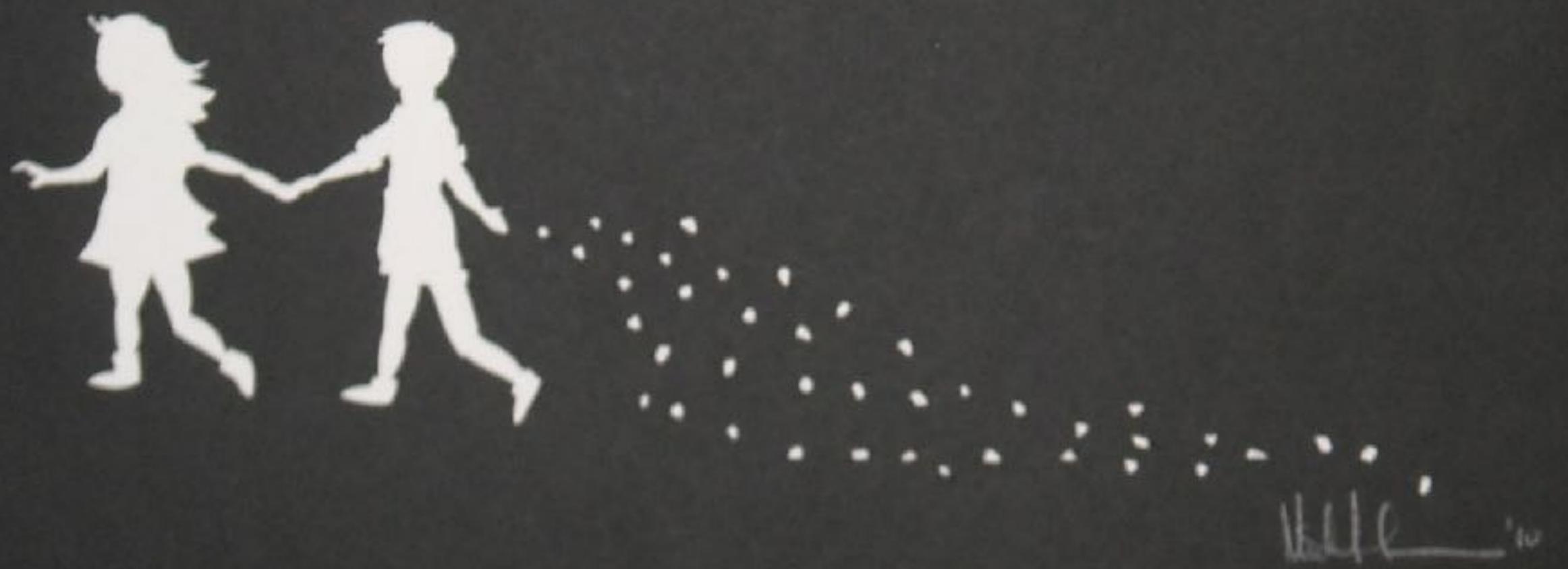
The image displays three separate screenshots of the USPS.com website, each showing a different section of the site:

- No Time for the Post Office?**: This section features a large image of a printer and a computer monitor displaying a document. It includes links for "How Much Is a Stamp?", "Move the Holidays to Priority Mail", and "News & Information".
- The Holiday Site**: This section has a banner for "The Holiday Site" and "Buy & Ship Now". It shows a "Featured Items" grid with four items: "Santa's Little Helper" (Priority Mail International), "Priority Mail International", "Priority Mail International", and "Priority Mail International".
- Ship a Package**: This section has a banner for "Ship a Package" and "Priority Mail with Tracking". It includes a "Call Us" button and links for "Domestic Shipping Services", "Commercial International Services", "International Shipping Services", "Priority International Services", and "Priority Mail International".



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)



Whe...w

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 ▾
Compare up to 4 items **COMPARE** Sort by: Best Selling ▾


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](#)
\$129.99

- Free Shipping on Orders \$25 and Up
- Get 5% Back in Rewards: See How

Add to Cart


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](#)
- [Latest News](#)
- [Share-Worthy Photos](#)
- [Video Gallery](#)
- [Live Events](#)
- [Music & Arts Performances](#)
- [From the Press Office](#)
- [Your Weekly Address](#)
- [Speeches & Remarks](#)
- [Press Briefings](#)
- [Statements & Releases](#)
- [White House Schedule](#)
- [Presidential Actions](#)
- [Legislation](#)
- [Nominations & Appointments](#)

ISSUES

- [Popular Topics](#)
- [SCOTUS Nomination](#)
- [The Record](#)
- [Iran Deal](#)
- [21st Century Policing](#)
- [See All](#)
- [Top Issues](#)
- [Economy](#)
- [Education](#)
- [Foreign Policy](#)
- [Health Care](#)
- [Immigration Action](#)
- [Climate Change](#)
- [Energy and Environment](#)
- [Civil Rights](#)
- [More](#)
- [Defense](#)
- [Disabilities](#)

THE ADMINISTRATION

- [People](#)
- [President Barack Obama](#)
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- [First Lady Michelle Obama](#)
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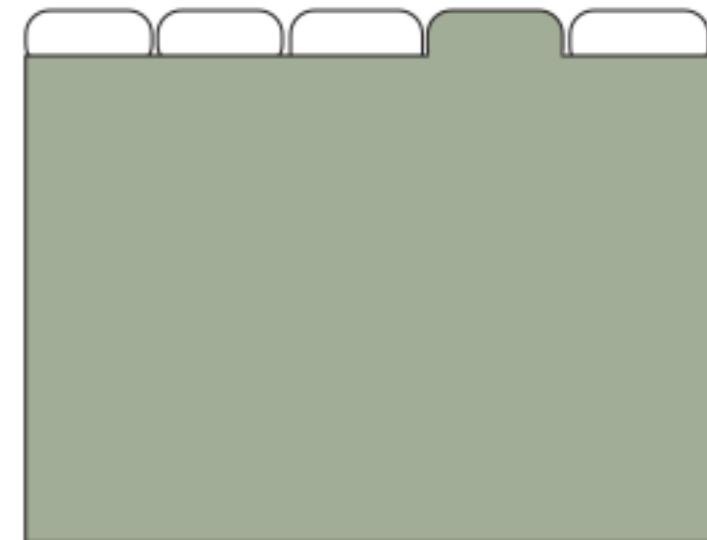
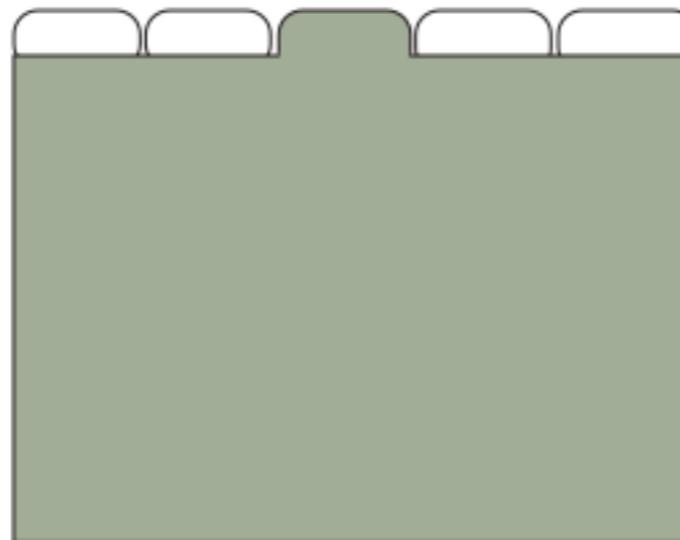
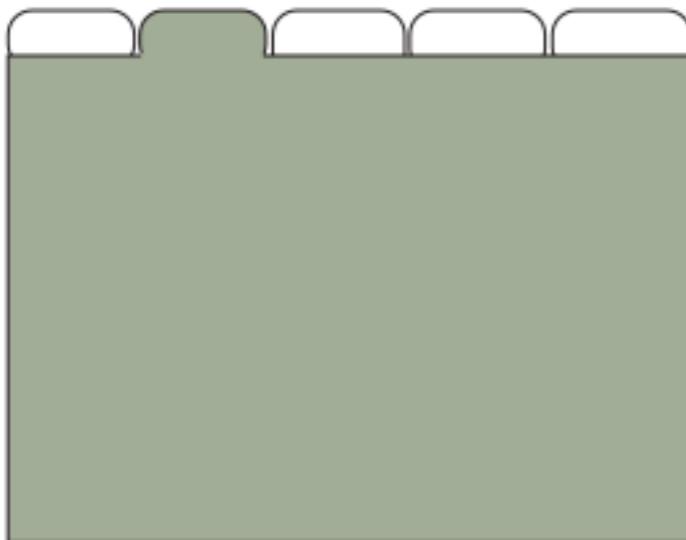


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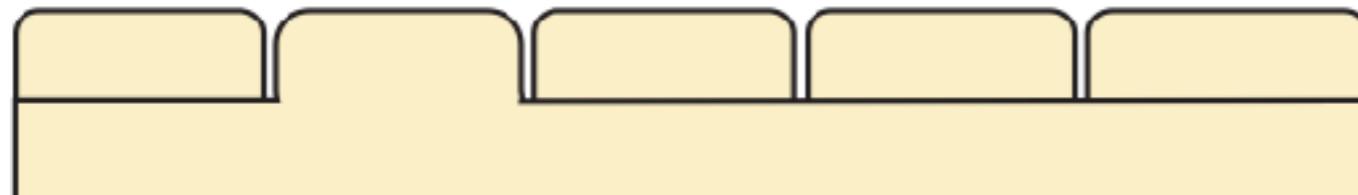


Search

tabs



BAD: No connection, no pop.



BETTER: Connected, but no contrast.
Limited pop.



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

tabs

The screenshot shows the homepage of the Tumblon website. At the top, there is a light green header bar with the Tumblon logo on the left. Below the logo is a horizontal navigation bar with four tabs: "Home" (which is highlighted with a blue border), "Resources", "Featured Blogs", and "My Family". The main content area has a light beige background. On the left side, there is a large blue button-like element containing the text "Welcome to Tumblon!". Below this, there is a paragraph of text: "Tumblon helps parents understand and nurture their children's growth, by informing and inspiring them to engage in the joys of parenting." To the right of this text is a cartoon illustration of a young girl with brown hair in pigtails, looking at a shelf filled with colorful books. On the far right, there is a vertical column of text starting with "YOU'LL" followed by a green circular icon with a checkmark and the letter "t". Below this, there are three horizontal lines of text: "Tumblon gives you cus", "children and lets you rec", and "keep family and fr".

Welcome to Tumblon!

Tumblon helps parents understand and nurture their children's growth, by informing and inspiring them to engage in the joys of parenting.



YOU'LL

t

Tumblon gives you cus
children and lets you rec
keep family and fr

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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Healthcare

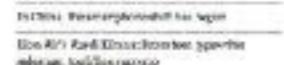
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Ethan Marcotte is a web designer, speaker, and author living in Boston, MA. He's lead front-end developer at Happy Cog. Along, and the Boilerplate. It's impossible. He's a robot. He's a ninja.

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