

INTRO TO BUILDING WEBSITES

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SPARKBOX

Today's Schedule (I)

- ▶ **Content Strategy** (9:45 - 10:45)
 - ▶ *Work Session*
- ▶ **HTML & Layout** (10:45 - 12:15)
 - ▶ *Work Session*
- ▶ **Lunch & Tour!** (12:15 - 1:00)

Today's Schedule (II)

- ▶ Design & Typography (1:00 - 1:45)
- ▶ CSS & Launch (1:45 - 3:15)
 - ▶ *Work Session*
- ▶ Testing & Share (3:15 - 3:30)

<http://gswo.seesparkbox.com>

Workshop Resources

Below you will find all of the workshop resources we will be using. Please be sure to visit the prerequisites page and follow the instructions before the day of the workshop.

- Prerequisites
- Workshop Agenda
- Workshop Slides
- Beyoncé Example Site
- Starter Templates
- HTML Cheat Sheet
- CSS Cheat Sheet

Beyonce Example Site

CONTENT STRATEGY

- ▶ **Content Guide:** [Example Site](#)

HTML & LAYOUT

- ▶ **Markup Content:** [Example Site](#)
- ▶ **Pick a Template:** [Example Site](#)
- ▶ **Site Design:** [Example Site](#)

CSS

- ▶ **Style Your Website:** [Example Site](#)

**IT ALL STARTS
WITH CONTENT**

INTRO TO BUILDING WEBSITES

**Goals. Before you can
know “what,” it’s best to
know “why.”**

Our goals for the day

- ▶ **Goal 1:** Have fun exploring the basics of building a website
- ▶ **Goal 2:** Have something cool to share
- ▶ **Goal 3:** Ask loads of questions

IT ALL STARTS WITH CONTENT

Decisions. Decisions.

Step 1

Decide on fan site

BEYONCÉ

Decisions. Decisions.

Step 2

Set one goal for your site

ex. Help people find a concert to attend
from the “On the Run” tour

Research & Gather It

Information about the Tour

- "The On the Run Tour was the co-headlining stadium [tour](#) by American singer [Beyoncé](#) and [rapper Jay-Z](#)."

http://en.wikipedia.org/wiki/On_the_Run_Tour_%28Beyonc%C3%A9_and_Jay-Z%29

Information about Beyonce

- "Beyoncé Knowles is a multi-platinum, Grammy Award-winning recording artist who's acclaimed for her thrilling vocals, videos and live shows."
<http://www.biography.com/people/beyonce-knowles-39230#synopsis>
- "One of the most recognizable figures in contemporary music, Beyoncé rose to fame as the central member of pop-R&B group Destiny's Child before embarking on a multi-platinum, record-breaking solo career in 2001. Booming record sales, Grammy awards, movie roles, and marriage to rapper/CEO Jay-Z combined to heighten her profile in the 2000s. Billboard named her female artist of the decade, while the RIAA acknowledged that, through 64 gold and platinum certifications, she was the decade's top-selling artist. Once she released her fifth solo album in 2013, it was evident that the singer, songwriter, and dancer wasn't merely an entertainer but a progressive artist as well." <http://www.mtv.com/artists/beyonce/biography/>

Picture of Beyonce

Embed a YouTube Video - <https://www.youtube.com/watch?v=ZUXTMOTTGew>

Link to Beyonce's Website - <http://www.beyonce.com/>

Tour Dates List

Organize It

Picture of Beyonce

Information about Beyonce

- See Grammy Award-winner and amazing performer Beyoncé Knowles live with her husband Jay Z.
- Beyoncé has been breaking records and recording platinum albums for over a decade.
- "Billboard named her female artist of the decade, while the RIAA acknowledged that, through 64 gold and platinum certifications, she was the decade's top-selling artist. Once she released her fifth solo album in 2013, it was evident that the singer, songwriter, and dancer wasn't merely an entertainer but a progressive artist as well."

[MTV Biography](#)

Information about the Tour

- [Tour Dates List](#)

Link to Beyonce's Website and other social sites - <http://www.beyonce.com/>

INTRO TO HTML

INTRO TO BUILDING WEBSITES

What is HTML

Hyper Text Markup Language

The homepage features a large black and white photograph of Beyoncé and Jay Z. Overlaid text includes 'BEYONCÉ', 'ON THE RUN', 'TOUR', 'JAY Z', and 'BEYONCÉ'. At the bottom, there's a testimonial: 'See Grammy Award-winner and amazing performer Beyoncé Knowles live with her husband Jay Z.'

Beyoncé has been breaking records and recording platinum albums for over a decade. *Billboard* named her female artist

```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="utf-8">
    <meta name="viewport" content="width=device-width" />
    <link href="normalize.css" rel="stylesheet" type="text/css" />
    <link href="https://fonts.googleapis.com/css?family=Oswald:400,700|Roboto:400,700italic" rel="stylesheet" type="text/css" />
    <link href="styles.css" rel="stylesheet" type="text/css" />
  </head>
  <title>Beyonc&acute; | Tour Dates</title>
  </body>
  <div class="site-header">
    <div class="wrapper">
      <h1 class="site-title">Beyonc&acute;</h1>
      <div class="site-navigation">
        <ul>
          <li><a href="#tour-dates" title="Tour Dates">Tour Dates</a></li>
          <li><a href="https://www.youtube.com/watch?v=ZUXTMOTTGew" target="_blank" title="Videos">Videos</a></li>
          <li><a href="#about" title="About">About</a></li>
        </ul>
      </div><!-- .wrapper -->
    </div><!-- .site-navigation -->
  </div><!-- .site-header -->
  
  <div class="site-content about-content">
    <div class="wrapper">
      <h2 id="about">About</h2>
      <blockquote>Beyonc&acute; Knowles is a multi-platinum, Grammy Award-winning recording artist who's acclaimed for her thrilling vocals, videos and live shows.</blockquote>
      
      <p class="about-beyonce">One of the most recognizable figures in contemporary music, Beyonc&acute; rose to fame as the central member of pop-R&B group Destiny's Child before embarking on a multi-platinum, record-breaking solo career in 2001. Booming record sales, Grammy awards, movie roles, and marriage to rapper/CEO Jay-Z combined to heighten her profile in the 2000s. Billboard named her female artist of the decade, while the RIAA acknowledged that, through 64 gold and platinum certifications, she was the decade's top-selling artist. Once she released her fifth solo album in 2013, it was evident that the singer, songwriter, and dancer wasn't merely an entertainer but a progressive artist as well.</p>
    </div><!-- .wrapper -->
  </div><!-- .site-content .about-content -->
  <div class="site-content tour-content">
    <div class="wrapper tour-content-wrapper">
      <h2 id="tour-dates">Tour Dates</h2>
      <table class="tour-dates-list">
        <tr>
          <td>Jun 25</td>
          <td>Miami, FL</td>
          <td>Sun Life Stadium</td>
        </tr>
        <tr>
          <td>Jun 25</td>
          <td>Miami, FL</td>
          <td>Sun Life Stadium</td>
        </tr>
        <tr>
          <td>Jun 28</td>
          <td>Cincinnati, OH</td>
          <td>Great American Ball Park</td>
        </tr>
        <tr>
          <td>Jul 1</td>
          <td>Foxborough, MA</td>
          <td>Gillette Stadium</td>
        </tr>
        <tr>
          <td>Jul 5</td>
          <td>Philadelphia, PA</td>
          <td>Citizens Bank Park</td>
        </tr>
        <tr>
          <td>Jul 7</td>
          <td>Baltimore, MD</td>
          <td>M&T Bank Stadium</td>
        </tr>
        <tr>
          <td>Jul 9</td>
          <td>Toronto, Ont</td>
          <td>Rogers Centre</td>
        </tr>
        <tr>
          <td>Jul 11</td>
          <td>East Rutherford, NJ</td>
          <td>MetLife Stadium</td>
        </tr>
      </table>
    </div>
  </div>
```

Skeleton of a Website

`<html>`

`<head>`

`</head>`

`<body>`

`</body>`

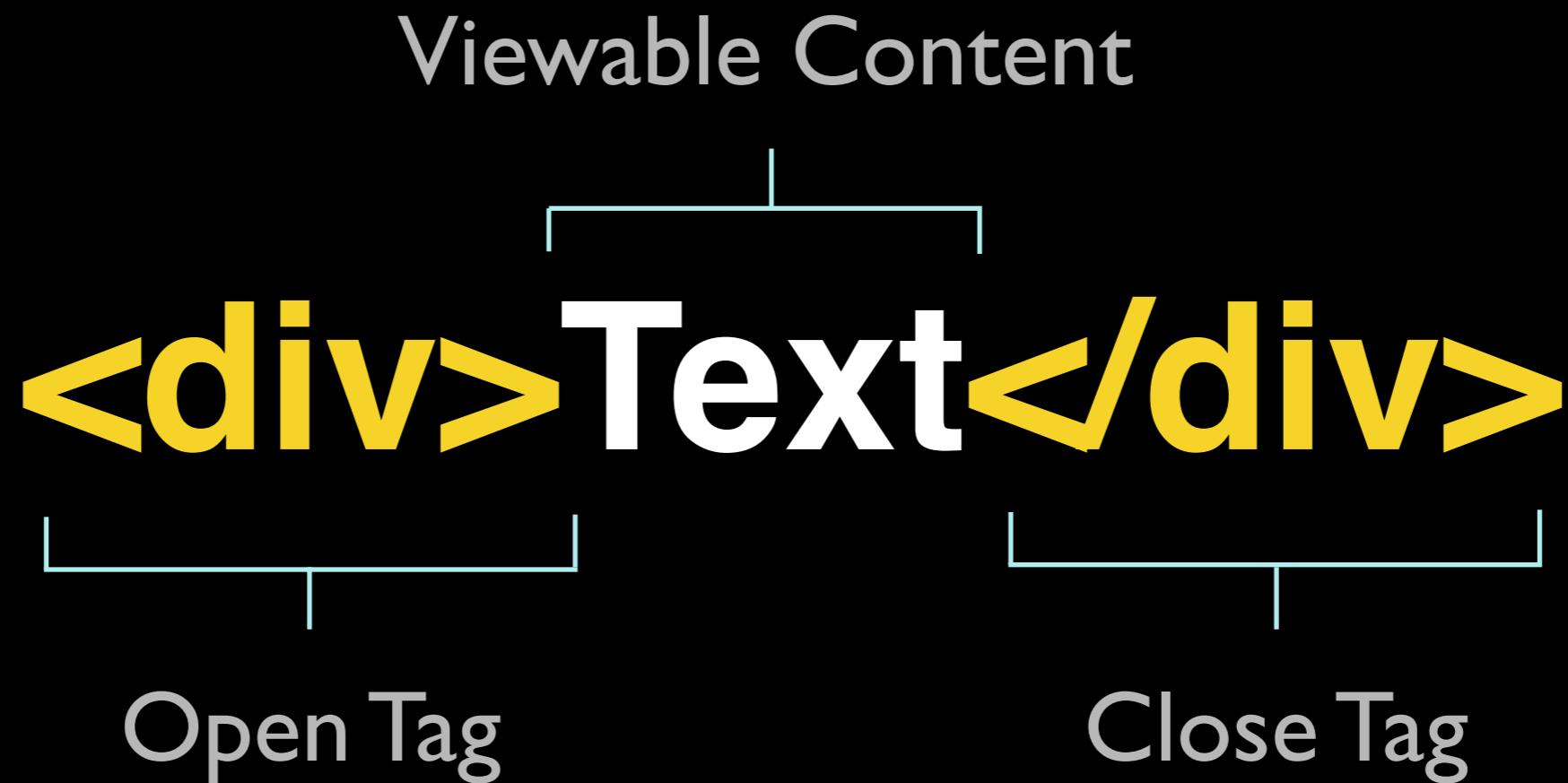
`</html>`

Tools

- ▶ **Code Editor(s)**
- ▶ **Browser(s)**



Anatomy of a HTML tag



More Anatomy

```
<a href="giphy.com">Text</a>
```

attribute

value

Text

Container Elements

- ▶ Can contain anything from content to images to links
 - ▶ Divs are containers

HEADER

Nesting

<div>

<p>

There is someTexthere.

</p>

<div>

Header Elements

<h1>is for header**</h1>**

<h2>is for header**</h2>**

<h3>is for header**</h3>**

<h4>is for header**</h4>**

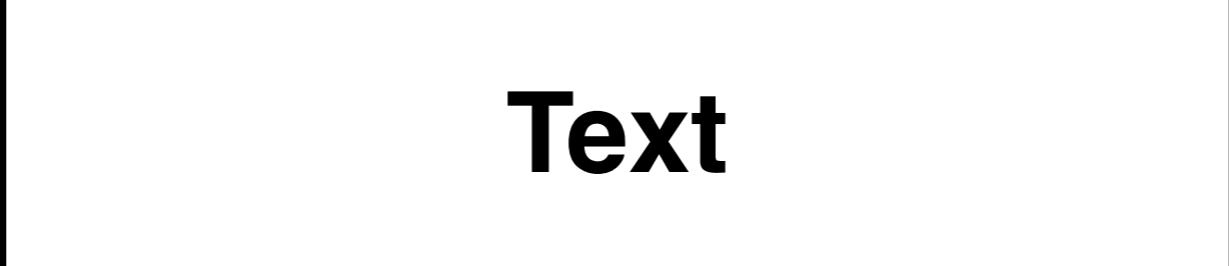
<h5>is for header**</h5>**

<h6>is for header**</h6>**

Content Elements

- ▶ **< p >** is for paragraph!
- ▶ Where content lives
- ▶ And this is your content speaking

< p > Text < /p >



Text

Emphasizing Text

< p >

This is < em > emphasized < /em >

< / p >

This is *emphasized*

Creating lists

```
<ul>  
  <li>Eggs</li>  
  <li>Milk</li>  
  <li>Bread</li>  
</ul>
```

```
<ol>  
  <li>Preheat oven</li>  
  <li>Make Dough</li>  
  <li>Put in Oven</li>  
</ol>
```

- Eggs
- Milk
- Bread

1. Preheat Oven
2. Make Dough
3. Put in Oven

Image Tags

```

```



Links!

```
<a href="http://www.google.com">
```

Google

```
</a>
```



Google

Example!

**Take 20-30 minutes to mark up
your content .**

DESIGN

INTRO TO BUILDING WEBSITES

Content + Experience = Design

Start Gathering

- ▶ **Images**
- ▶ **Written copy**
- ▶ **Brand Assets**
- ▶ **Who, What, Why, When, Where, How**

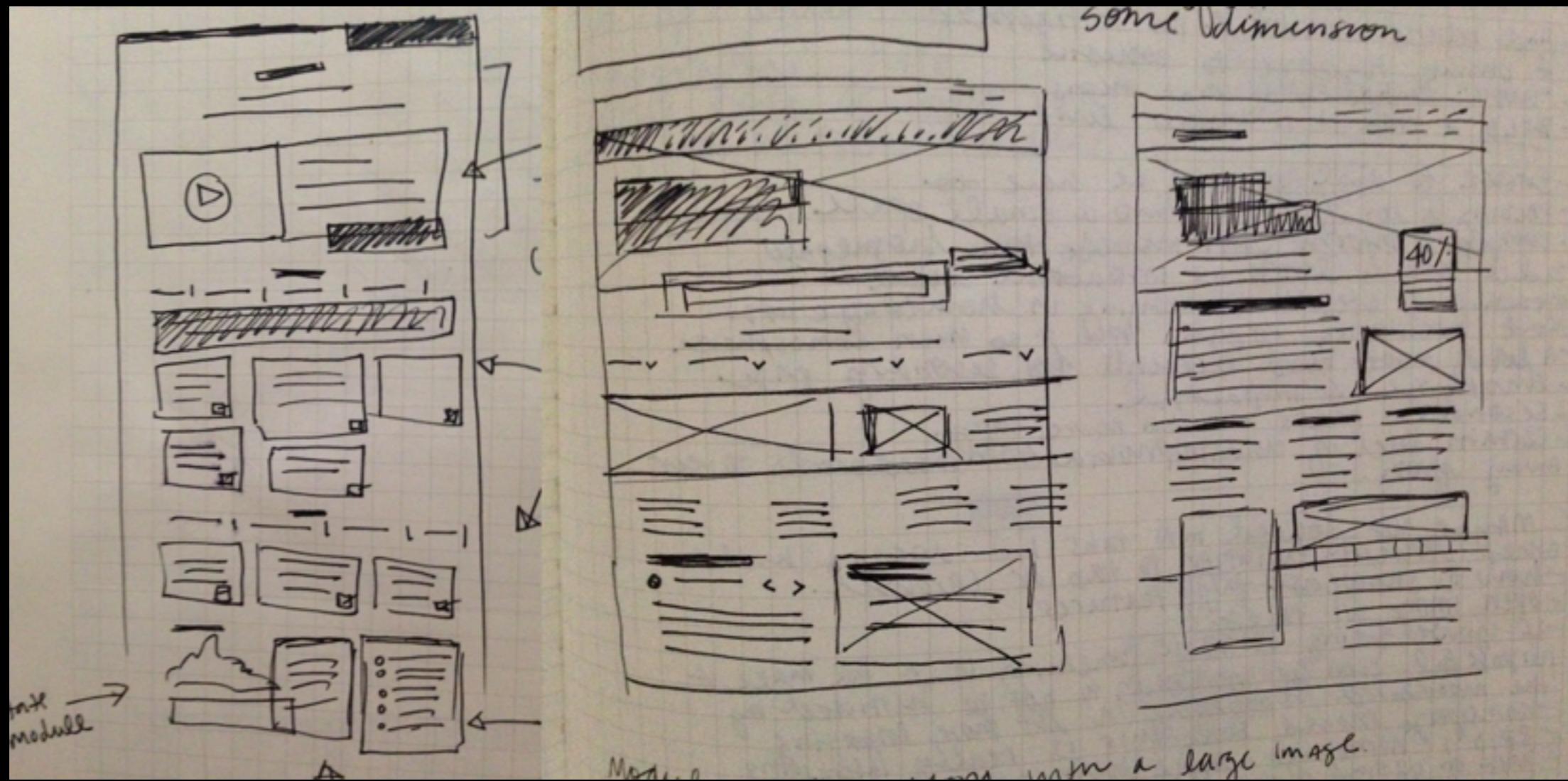
**Bust out your pencil &
paper!**

Take 5 min to start sketching

Sketch out your ideas

- ▶ Write notes
- ▶ Loose but still conveys your message

DESIGN



**Take 10 min to markup
your content**

**Add HTML to your content document
based on your sketches**

LUNCH BREAK!

"95% of the information on the web is written language. It is only logical to say that a web designer should get good training in the main discipline of shaping written information, in other words: Typography."

-INFORMATION ARCHITECTS, INC.

A few basic terms

Serif

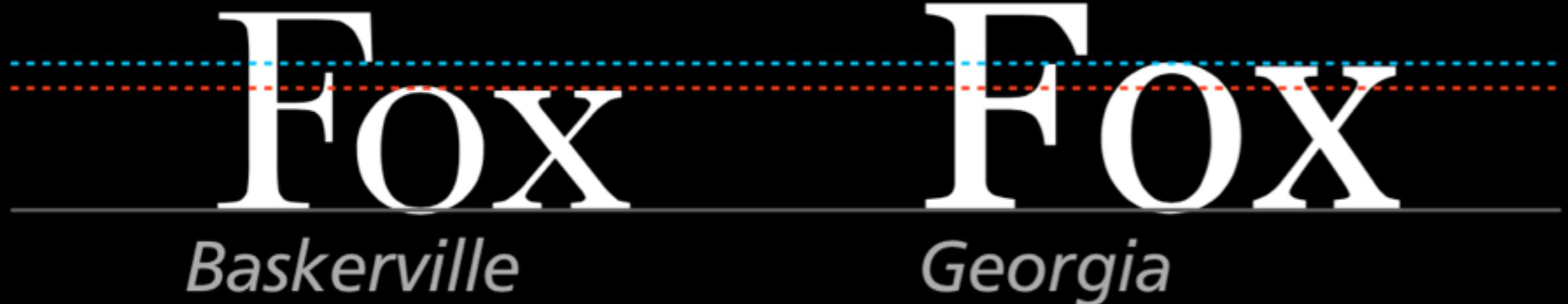
Aa Aa

Aa Aa

Sans Serif

Aa Aa Aa

x-height



We had to wait for Claudia, though. Claud had not thought quite as far ahead as we had, and she still had to deal with her locker and also have a chat with her math teacher, whose class she had not exactly flunked but hadn't quite passed, either. These were Claud's words, and while they didn't make sense to me, I didn't care. School was out!

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DISPLAY FACES

GIRLS

Personality!

What makes a good paragraph typeface?

- ▶ **Generous x-height**
- ▶ **No thin strokes or delicate serifs**
- ▶ **Easy to read**

FOX

Baskerville

FOX

Georgia

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Setting the mood



The New York Times

Sunday, January 27, 2013 Last Update: 3:36 PM ET

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Debate Shifts at Fed to Easing Its Efforts to Spur Economy

By BINYAMIN APPELBAUM
10 minutes ago

The Federal Reserve has left little doubt about its plans, but inside the central bank, debate is moving from whether the Fed should do more to stimulate the economy to when it should start doing less.

[Comments](#)

BEARING ARMS
Selling a Generation on Guns With Games and



Germano Rorato/Agencia RBS, via European Pressphoto Agency

A 'Scene of Horror' at Brazilian Nightclub

By SIMON ROMERO 1:02 PM ET

A fire ignited by a band's pyrotechnics swept through a nightclub filled with university students early Sunday in

SundayReview

OP-ART
The Hôtel Meina

By ANDREA VENTURA and MIMMO FRANZINELLI

The story of Lotte and Mario, and what happened when the Nazis arrived at an Italian hotel.



OPINION
Enjoying Snow, While We Still Have It

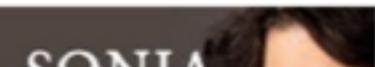
By MARK VANHOENACKER

Scientists warn that future winters may be less white.



- Douthat: Divided by Abortion, Not Feminism
- Bruni: Catholicism's Curse
- Kristof: She's the Boss
- Friedman: Revolution Hits the Universities
- Editorial: What We Don't Know Is Killing Us

BUSINESS DAY »



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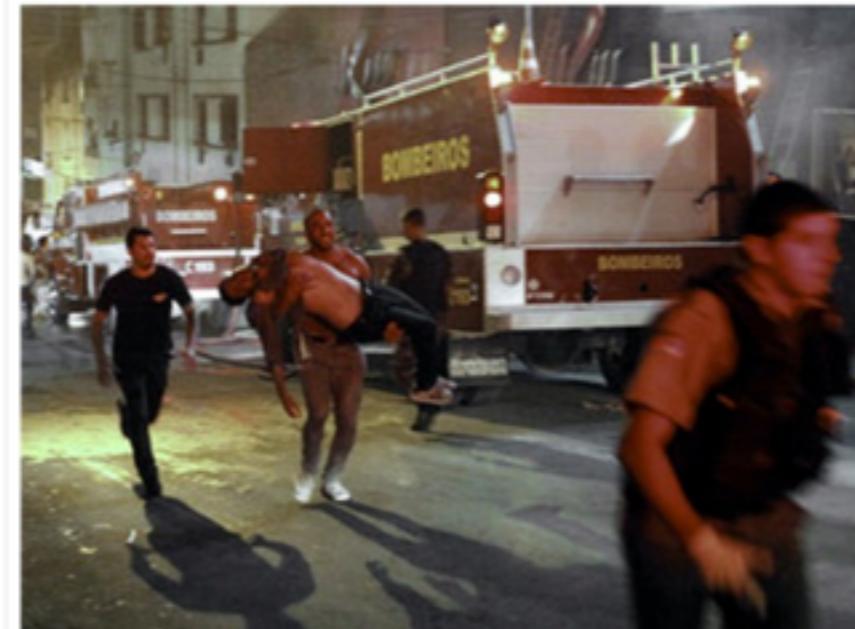
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[BUSINESS DAY ▾](#)

Words associated with Beyoncé

- ▶ Feminine
- ▶ Role Model
- ▶ Powerful
- ▶ Energetic

**Take 2 minutes to write
down a few words
associated with your brand**

Type Resources

How to load fonts

- ▶ Services (Typekit, Cloud Typography)
- ▶ Self hosting (@font-face)
- ▶ System fonts (default on users' computers)

Google Fonts

<https://www.google.com/fonts/>

Keep in mind:

- ▶ How easy is it to read?
- ▶ Pick for both headlines & paragraphs
- ▶ Are they on brand?

If you remember nothing
else about design today,
please always remember
to make sure your type is

READABLE

"Do I want to read this?"

We had to wait for Claudia, though. Claud had not thought quite as far ahead as we had, and she still had to deal with her locker and also have a chat with her math teacher, whose class she had not exactly flunked but hadn't quite passed, either. These were Claud's words, and while they didn't make sense to me, I didn't care. School was out!

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We had to wait for
Claudia, though. Claud
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far ahead as we had, and
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THE BLOG TITLE WILL GO HERE LOREM IPSUM

INTRODUCTORY STATEMENT Bacon ipsum dolor sit amet nulla ham qui sint exercitation eiusmod commodo, chuck duis velit. Aute in reprehenderit, dolore aliquia non est magna in labore pig pork biltong. Elusmod swine spare ribs reprehenderit culpa.

Pork drumstick turkey fugiat. Tri-tip elit turducken pork chop in. Swine short ribs meatball irure bacon nulla pork belly cupidatat meatloaf cow. Nulla corned beef sunt ball tip, qui bresaola enim jowl. Capicola short ribs minim salami nulla nostrud pastrami. Nulla corned beef sunt ball tip, qui bresaola enim jowl. Capicola short ribs minim salami nulla nostrud pastrami.

“

Pork drumstick turkey fugiat. Tri-tip elit turducken pork chop in. Swine short ribs meatball irure bacon nulla pork belly cupidatat meatloaf cow.”

— JOHN SMITH, THE NEW YORK TIMES

Heading Number 2

Bacon ipsum dolor sit amet nulla ham qui sint exercitation eiusmod commodo, chuck duis velit. Aute in reprehenderit, dolore aliquia non est magna in labore pig pork biltong. Elusmod swine spare ribs reprehenderit culpa. Aute in reprehenderit, dolore aliquia non est magna in labore pig pork biltong. Elusmod swine spare ribs reprehenderit culpa.

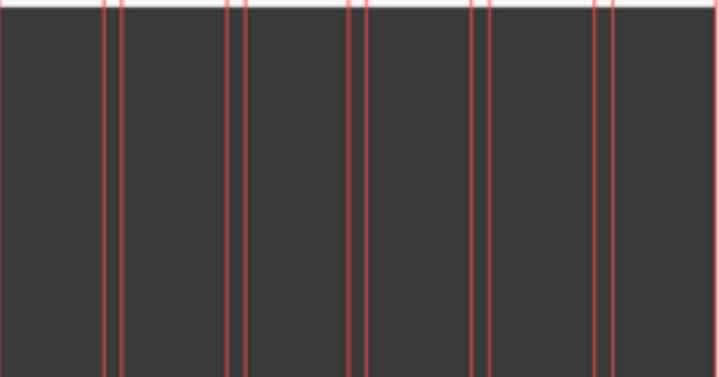


PHOTO CREDIT

Above: The caption for this photo will go here

Bacon ipsum dolor sit amet nulla ham qui sint exercitation eiusmod commodo, chuck duis velit. Aute in reprehenderit, dolore aliquia non est magna in labore pig pork biltong. Elusmod swine spare ribs reprehenderit culpa. Aute in reprehenderit, dolore aliquia non est magna in labore pig pork biltong. Elusmod swine spare ribs reprehenderit culpa.

HEADING NUMBER 3 LINK

HEADING NUMBER 3

Pork drumstick turkey fugiat. Tri-tip elit turducken pork chop in. Swine short ribs meatball irure bacon nulla pork belly cupidatat meatloaf cow. Nulla corned beef sunt ball tip, qui bresaola enim jowl. Capicola short ribs minim salami nulla nostrud pastrami.

Archive

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Another Headline Goes Here

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First Headline Can Go Here

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Some More Report Titles

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#tag-three

#tag-four

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#tag-six

SUBSCRIBE TODAY

Finding your aesthetic

- ▶ Play around with typefaces
- ▶ Bringing a brand to life
- ▶ How you want to use imagery
- ▶ Explore different page elements without designing an entire page



TIME FOR WHAT MATTERS MOST

by Getty I



TRADITIONAL MENU

NOVEMBER 2014

FEATURED RECIPE

Jalapeno popper pizza
by Tricia Callahan



MAKE FREEZER COOKING EASY

We offer customized resources and supportive friends to guide you through a single cooking day a freezer full of seasonal meals to want.

BREAKFASTS

Cranberry Orange Scones



Pumpkin Cream Cheese Muffins

Breakfast Pita Pocket

LUNCHES

Rosemary Chicken Salad**



Bacon Wrapped Mini Meatloaves

Italian Dunkers

Ginger Beef with Mandarin Oranges

[Learn More](#)



"I can't imagine trying freezer cooking without the community of support that OAMM has! Thank you, OAMM!"

— KATIE K.

What's in your kitchen?



How many people are in your family?

0-1 2-3 4-5 5-6 7-8 9-10 11+

I absolutely cannot use:

- Nuts
- Soy
- Wheat
- Dairy
- Eggs

Trusted & Sophisticated



Menus Recipes How it Works Blog Support

Time for What Matters Most

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SUBMIT

Let's Eat

Traditional menu November 2014

Featured Recipe: [Jalapeno popper pizza](#)
by: [Tricia Callahan](#)

Vegetarian menu November 2014

Featured Recipe: [Jalapeno popper pizza](#)
by: [Tricia Callahan](#)

Katie K.

I'm having trouble with my prep work for the special holiday meal that we just posted. Can anyone give any tips?

[Reply](#) [Like](#) [Flag](#)

Tricia C.

Sure, Katie! Can you jump on [this click module](#) and we can talk you through everything? Thanks!

[Reply](#) [Like](#) [Flag](#)

What We Offer

We offer customized resources and supportive friends to guide you through a single cooking day that will fill a freezer full of seasonal meals to enjoy when you're ready.

- $\frac{3}{4}$ c. Flour
- $\frac{3}{4}$ c. Sugar
- $1\frac{1}{2}$ c. Water
- $\frac{3}{4}$ c. Flour
- $\frac{3}{4}$ c. Sugar
- $1\frac{1}{2}$ c. Water

Warm & Welcoming

Words associated with Beyoncé

- ▶ Feminine
- ▶ Role Model
- ▶ Powerful
- ▶ Energetic

ON THE RUN

TOUR

JAY Z

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One of the most recognizable figures in contemporary music, Beyoncé rose to fame as the central member of pop-R&B group Destiny's Child before embarking on a highly successful, multi-platinum, record-breaking solo career in 2001. Booming record sales, Grammy awards, movie roles, and marriage to rapper/CEO Jay-Z combined to heighten her profile in the 2000s. Billboard named her female artist of the decade, while the RIAA acknowledged that, through 64 gold and platinum certifications, she was the decade's top-selling artist. Once she released her fifth solo album in 2013, it was evident that the singer, songwriter, and dancer wasn't merely an entertainer but a progressive artist as well.

BEYONCÉ

Picking a color palette



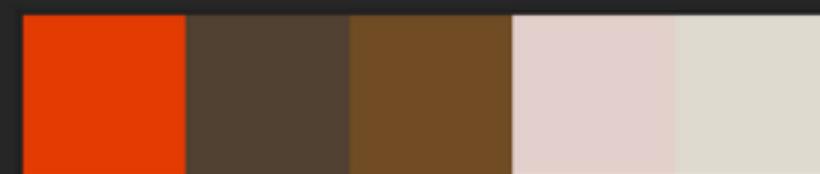
Wishful Thinking

0 0 0 0



Theme 2

0 0 0 0



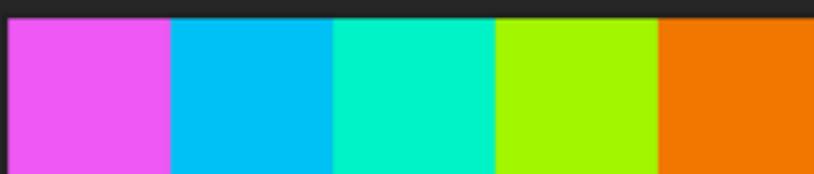
15543

0 0 0 0



15542

0 0 0 0



NeonGlowSticks

0 0 0 0



Theme 1

0 0 0 0



ShelbyTheCat

0 0 0 0



15541

0 0 0 0



Just Beachy

0 0 0 0



CastleClockDark

0 1 0 0



ShipwrightArm

0 2 0 0



WinterBerries

0 1 0 0



LadyHawke1

0

kuler.adobe.com

**Take 5 minutes to find your
color palette. Keep in mind
your brand.**

CSS

INTRO TO BUILDING WEBSITES

What is CSS?

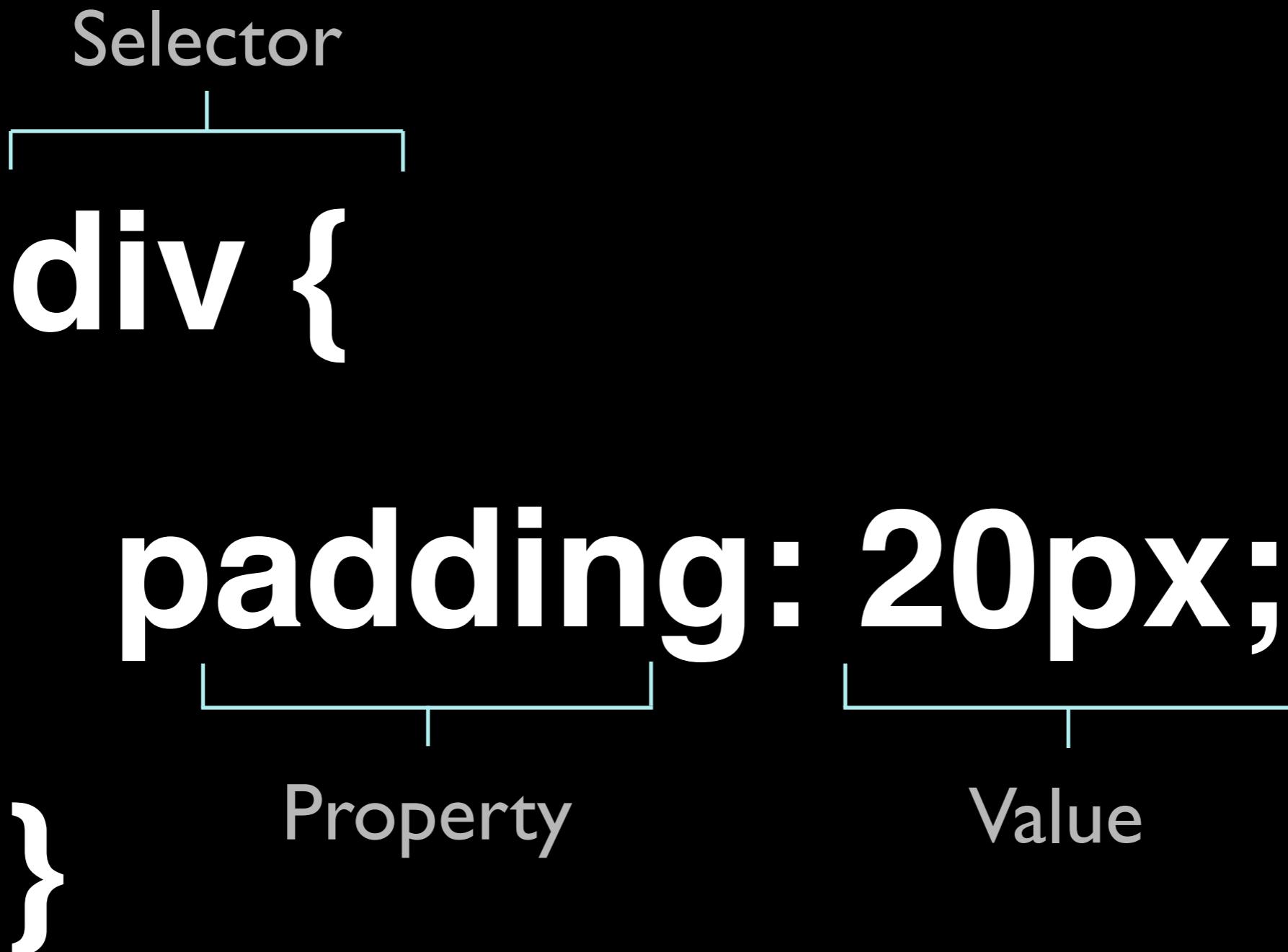
► Cascading Style Sheets

```
body {
    font-family: serif;
    margin: 0;
    color: #444;
    overflow-x: hidden;
    background: #fff;
}
.font-arvo body {
    font-family: Arvo, serif;
}
a {
    color: #42b549;
}
.header {
    width: 100%;
    height: 485px;
    padding: 1px 0;
    background-color: #1d8ac8;
    position: relative;
    overflow: hidden;
}
.head-inner {
    background-repeat: repeat-x;
    background-position: center bottom;
    position: absolute;
    top: 0;
    left: 0;
    width: 100%;
```

CSS Syntax



CSS Syntax



CSS Syntax



Selectors

- ▶ Element

- div, p, img

- ▶ ID

- #footer

- ▶ Class

- .footer

Using IDs and Classes

► CSS

```
1 ▶ #your-id {  
2   background-color: #ff0000;  
3   padding: 20px;  
4 }  
5 .your-class {  
6   color: #ffffff;  
7 }
```

► HTML

```
1 <div id="your-id">  
2   <p class="your-class">Your text here.</p>  
3 </div>
```

Linking CSS to HTML: External Links

<link href="style.css" rel="stylesheet" type="text/css">

```
1  <!DOCTYPE html>
2  <html>
3  <head>
4      <meta charset="utf-8">
5      <link href="normalize.css" rel="stylesheet" type="text/css" />
6      <link href="styles.css" rel="stylesheet" type="text/css" />
7
8      <title>Beyonc&eacute; | Tour Dates</title>
9  </head>
```

Adding Google Fonts

Standard @import Javascript

3. Add this code to your website:

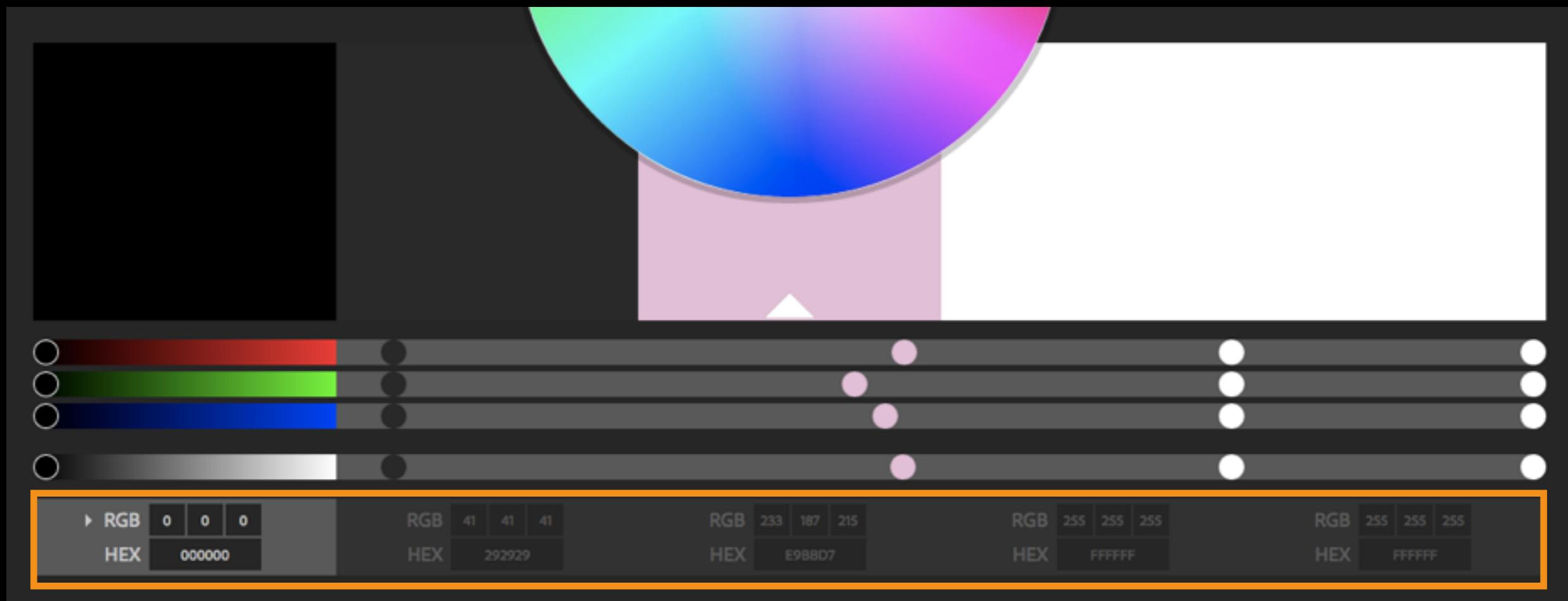
```
<link href='http://fonts.googleapis.com/css?family=Roboto|Oswald' rel='stylesheet' type='text/css'>
```

4. Integrate the fonts into your CSS:

The Google Fonts API will generate the necessary browser-specific CSS to use the fonts. All you need to do is add the font name to your CSS styles. For example:

```
font-family: 'Roboto', sans-serif;  
font-family: 'Oswald', sans-serif;
```

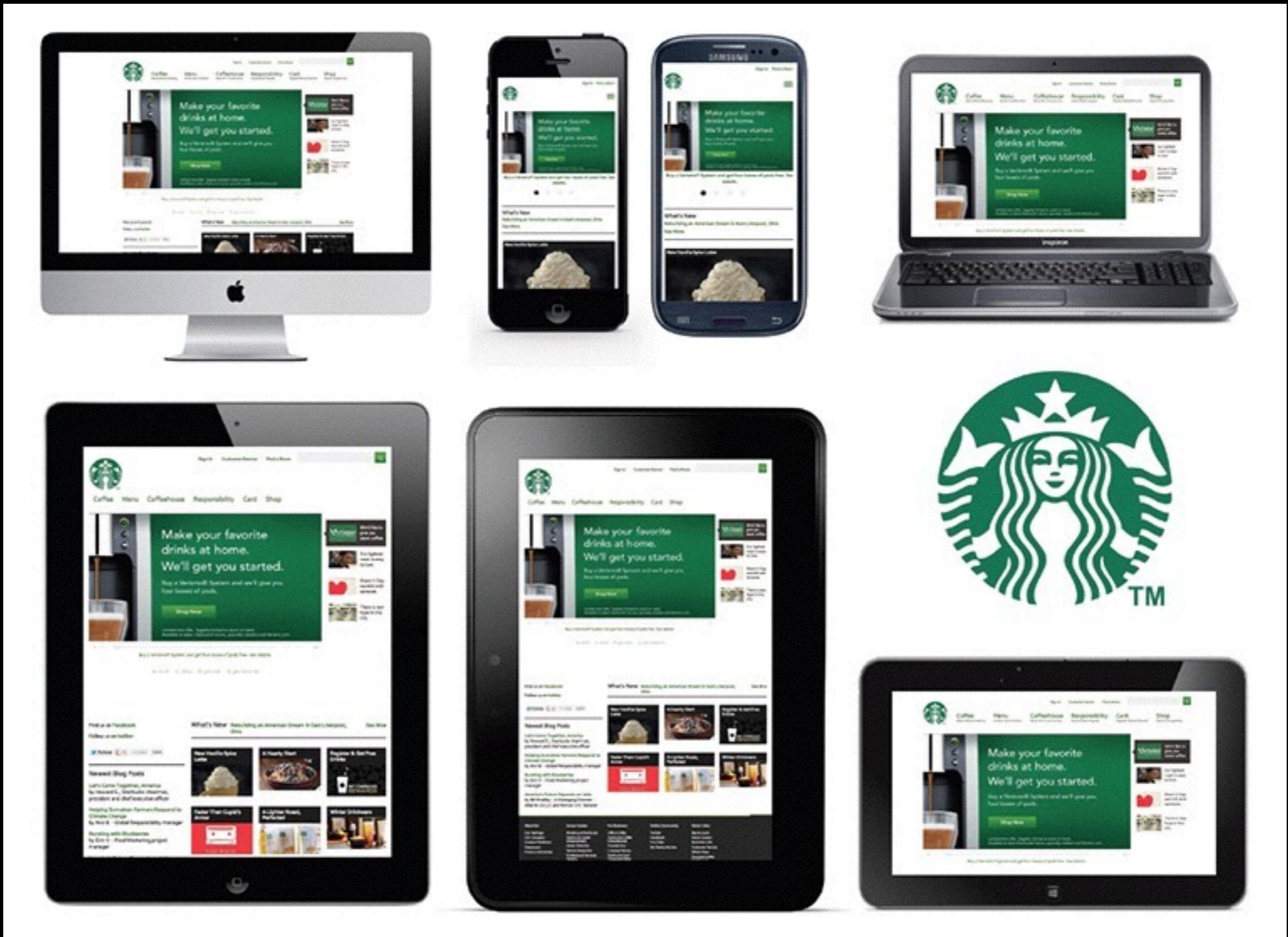
Using Your Color Scheme



TESTING

INTRO TO BUILDING WEBSITES

Desktop vs. Mobile



Page Speed

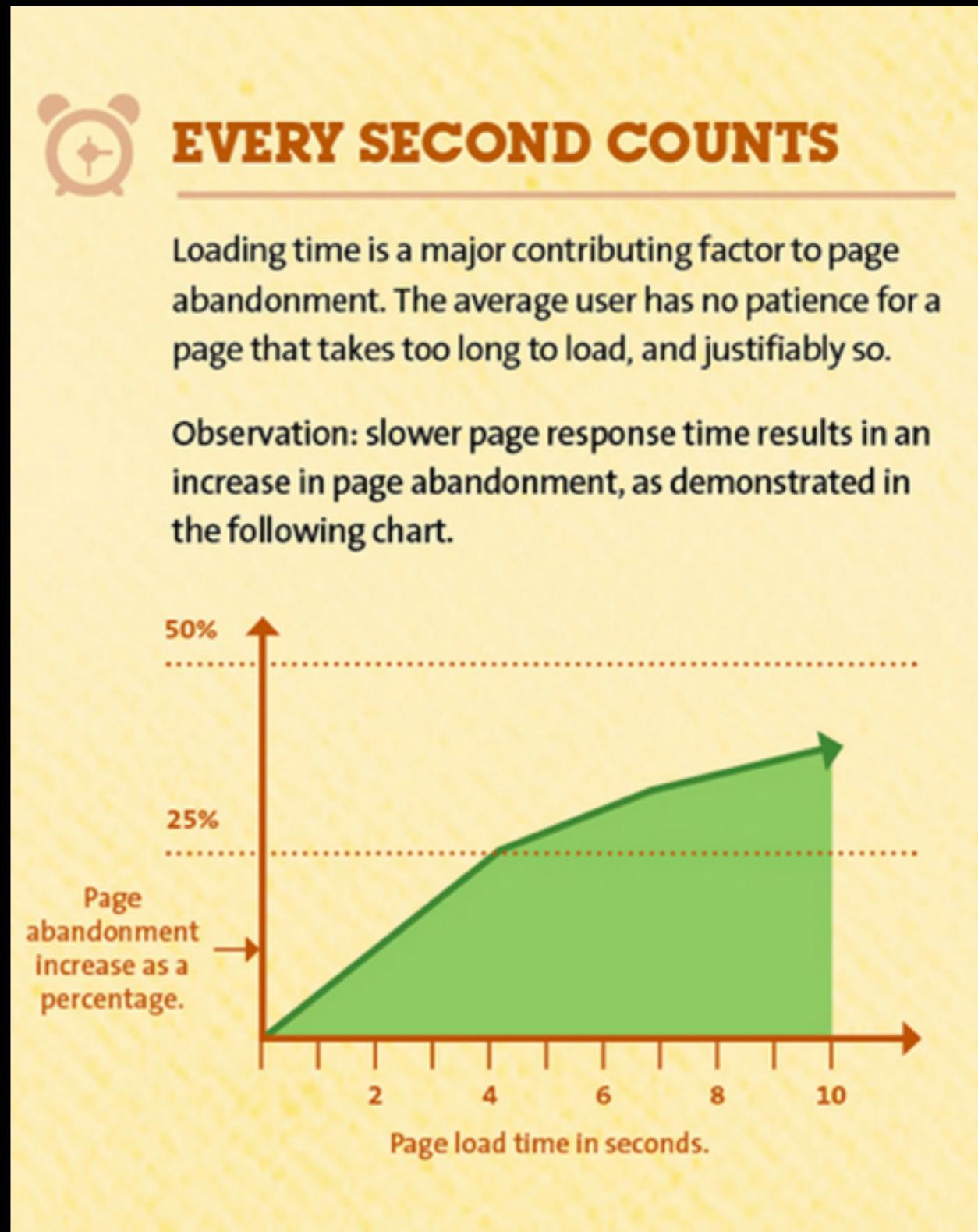


Image source: KISSmetrics

User-Friendly?

Who is Penny Juice?

www.pennyjuice.com/htmlversion/whoispj.htm

People have alot to say about Penny Juice!

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE REQUIRING NO REFRIGERATION PRIOR TO MIXING. THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF PREPARATION.

CASSIE PENCE - KID KOLLEGE/BILLINGS, MT
"THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT'S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

MARY CELLA - BLISS ACADEMY EARLY LEARNING CENTER/GREENWOOD VILLAGE, CO
I LOVE THE PROMPTNESS OF SERVICE! "EASY MIXING BOY"

KID'S WORLD LEARNING CENTER/ BROOKINGS, SD
I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTER FOR 2 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

DANA HOENIGSCHMIDT - KIDS COUNTRY CHILDCARE/ST. FRANCIS, MN
THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNY JUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER.

LISA E. INGRAM - ANGELS' NEST, INC./COLORADO SPRINGS, CO
THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNYJUICE. I AM 110% PLEASED WITH PENNY JUICE! KEEP UP THE GOOD WORK.

ROSEMARY - LARAMIE COUNTY HEAD START/CHEYENNE, WY
I LOVE THE VARIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC SHIPMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!

DEBBIE MOORE, DIRECTOR - CHILDREN'S LEARNING CENTER/BOSSIER CITY, LA
AS THE DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY OWNED CHILD CARE FACILITY TOP QUALITY PRODUCTS THAT ARE ALSO BUDGET-FRIENDLY ARE ESSENTIAL. I ESPECIALLY LIKE THE EASE OF ORDERING ON-LINE OR BY PHONE, KNOWING THAT THE JUICE WILL BE PROMPTLY DELIVERED DIRECTLY TO THE CENTER. NO MORE HAULING SHOPPING CARTS FULL OF FROZEN JUICE CONCENTRATE FROM THE GROCERY STORE!

THANKS, PENNYJUICE FOR SAVING ME TIME AND MONEY!

KATIE DAVIS, DIRECTOR/OWNER - UNIVERSITY CHILDREN'S CENTER/SUPERIOR, WI
"PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITTHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN EXCELLENT PRODUCT, HASSLE FREE. IT DOESN'T GET ANY BETTER THAN THAT."

BABE WALTON - CHILDREN'S ENRICHMENT CENTER/N. LITTLE ROCK, AR
AS GENERAL BUSINESS MANAGER OF ABC CHILD DEVELOPMENT CENTER AND PURCHASING MANAGER OF ABC PRE-SCHOOL AND DAYCARE, I AM RESPONSIBLE FOR 3 MEALS AND 2 SNACKS DAILY FOR 200-250 CHILDREN. ONE OF THE BUSINESS DECISIONS I HAVE MADE WAS TO INSTITUTE A JUICE PROGRAM FOR OUR MID-AFTERNOON SNACK. THE PRODUCT COST, LABOR COST, AND EASE OF STORAGE AND INVENTORY MANAGEMENT MAKE THIS PRODUCT EVEN MORE ECONOMICAL THAN MILK.

GALEN SIMPSON - ABC CHILD DEVELOPMENT CENTER/CLEARFIELD, UT
EASY, CONVENIENT, ECONOMICAL AND THE CHILDREN LOVE IT!! WHAT ELSE IS THERE TO SAY? WE LOVE IT.

SUSAN DOSHER - TWIN OAKS CHILD DEVELOPMENT CENTER/GULF PORT, MS
"The children, teachers, and parents all love PENNY JUICE! There is no more lugging fifty bottles of juice around the grocery store, to the car, and back to the preschool. We have also found it to be less expensive than even sale prices at the grocery store." RH - Valley Cathedral Parish Early Education Center/ St. Augustine, FL

"We absolutely love the prompt service, personal touch, and genuine quality of this juice. We will use PENNY JUICE as long as we are a provider." Dani - We Love Kids/ Minneapolis, MN

"It's an excellent product! The best part of it is with all the flavors the kids never get bored." Dan - YWCA Child Care/ Minneapolis, MN "Midtown"

"We've come to our senses. See, smell, taste, we use Penny Juice." Jacie - Creative Classes for Young Children/ Des Moines, IA

"All of the flavors are wonderful. There's a huge variety over what the food wholesalers offer. The service provided is excellent and meets our needs." Jean - Zippy's Learning Place on Cedarwood/ Peoria, IL

"The Price is good, the delivery person is nice and helpful and works with us. But most of all the kids love it." Cherry Girls - Milwaukee, Milwaukee, WI

"We will continue to order and endorse PENNY JUICE for it's quality, flavor and convenience. Thank you for introducing this product to us. We love it!!" Nancy L. Munoz - First Baptist Wedge/ Murray Jacksonville Beach, FL

"The kids really love all the bright colors, and I really love it when the kids are happy." Sherry - Butterflies Books/ St. Louis, MO

"Finally a 100% juice all the kids will drink, and a yummey variety of flavors. Not to mention great delivery guys." Calli, Jessie, and Georgia - Chesterton Academy and Nobel Learning Centers/ Lake, IL

"There's more variety than Juicy Juice. The staff says it's easier to handle." JO KATE - Business Owner/ Des Moines, IA

Cross Browser Testing

Different Browsers



Web Standards

Code Validator

Sparkbox Device Wall



Browser Stack

Sample Testing Sheet

GOLD													
iPad Mini w/ Safari 7 (or iPad 4 w/ Safari 7)	5	5	-	-	-	5	-	-	-	2	-	3	-
iPhone 5s w/ Safari 8	5	5	-	-	-	5	-	-	-	5	-	5	-
iPad 3 (Retina) w/ Safari 7	5	5	-	-	-	4	-	-	-	2	-	3	-
iPhone 4s w/ Safari 6	5	5	-	-	-	5	-	-	-	5	-	5	-
Galaxy S3 w/ Android 4.1 Stock Browser	5	2	-	-	-	2	-	-	-	2	-	2	-
Galaxy S4 w/ Android 4.3 Stock Browser (or S4 w/ 4.4)	5	4	-	-	-	4	-	-	-	4	-	4	-
Nexus 5 w/ Chrome Mobile	5	5	-	-	-	5	-	-	-	5	-	5	-
Nexus 7 w/ Chrome Mobile	5	5	-	-	-	4	-	-	-	4	-	5	-
Latest Chrome on Win	5	5	5	5	4	4	5	5	5	5	4	5	5
Latest FF on Win	5	5	5	5	4	4	5	5	5	5	4	5	5
IE 11 on Win	5	5	5	5	4	4	5	5	5	5	4	5	5
IE 10 on Win	5	5	5	5	4	4	5	5	5	5	4	5	5
IE 9 on Win	5	5	5	2	4	4	5	5	5	5	4	5	5
Latest Chrome on Mac	5	5	4	5	4	4	5	5	5	5	5	5	4
Latest FF on Mac	5	5	5	5	4	4	5	5	5	5	4	5	5
Safari 7 on Mac	5	5	5	5	4	4	5	5	5	5	4	5	5
Safari 8 on Mac (Yosemite)	5	5	4	5	4	4	5	5	5	5	5	5	4
SILVER													
IE 8 on Win	4	3	3	3	4	4	1	3	3	3	4	1	3
Safari 5 or 6 on Mac	4	5	5	5	5	5	5	5	5	5	5	5	5
iPhone 4s (early) w/ Safari 5.1	3	1	-	-	-	-	1	-	-	-	1	-	1
IE Mobile 9.0 Browser on Windows Phone 7x (e.g. Nok	3	4	-	-	-	-	4	-	-	-	4	-	4
Android Stock Browser 2.3.x (e.g. Galaxy Note, Galaxy	3	1	-	-	-	-	1	-	-	-	1	-	1
CONSIDER													
Amazon Kindle Fire HD w/ Silk	3	5	-	-	-	-	2	-	-	-	2	-	2
Amazon Fire Phone w/ Silk	3	5	-	-	-	-	5	-	-	-	5	-	5

More Testing

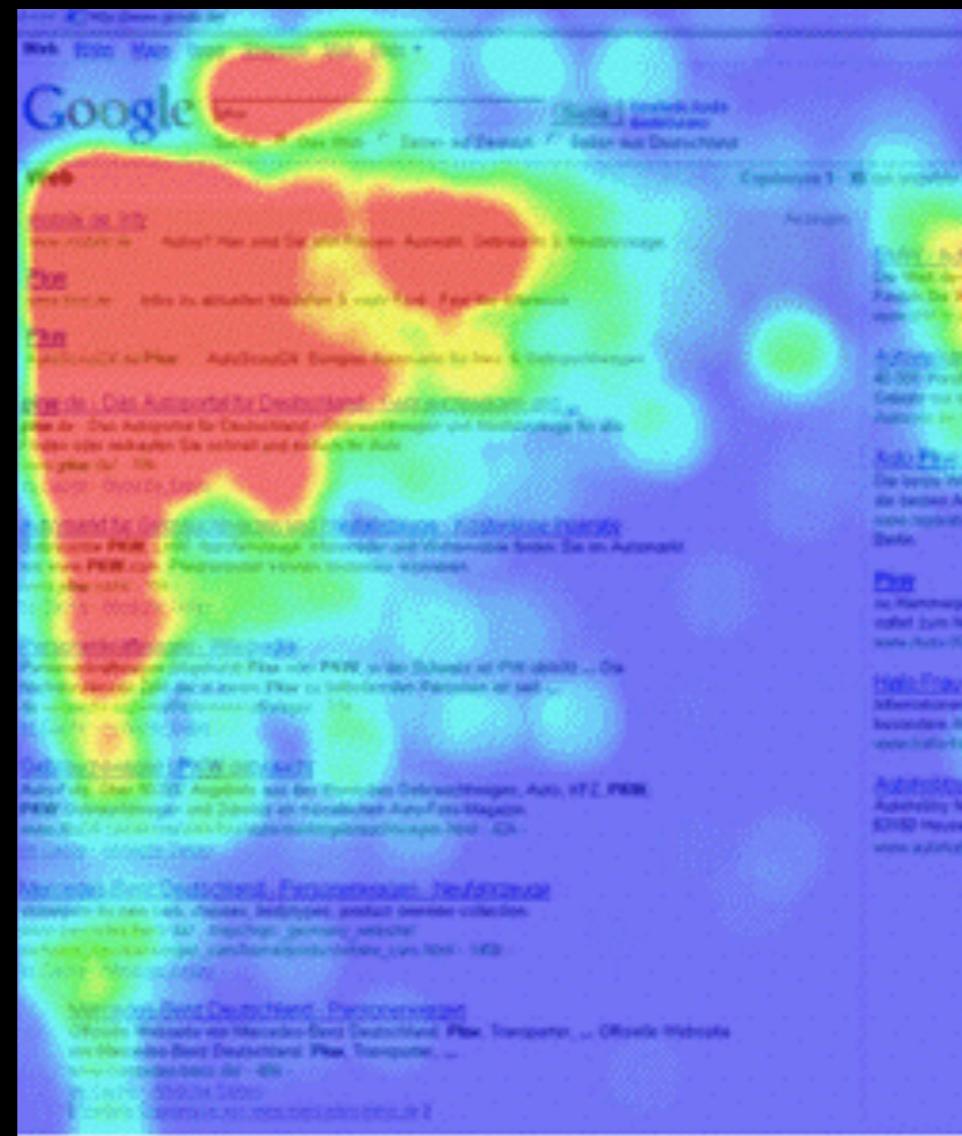
Accessibility

Usability

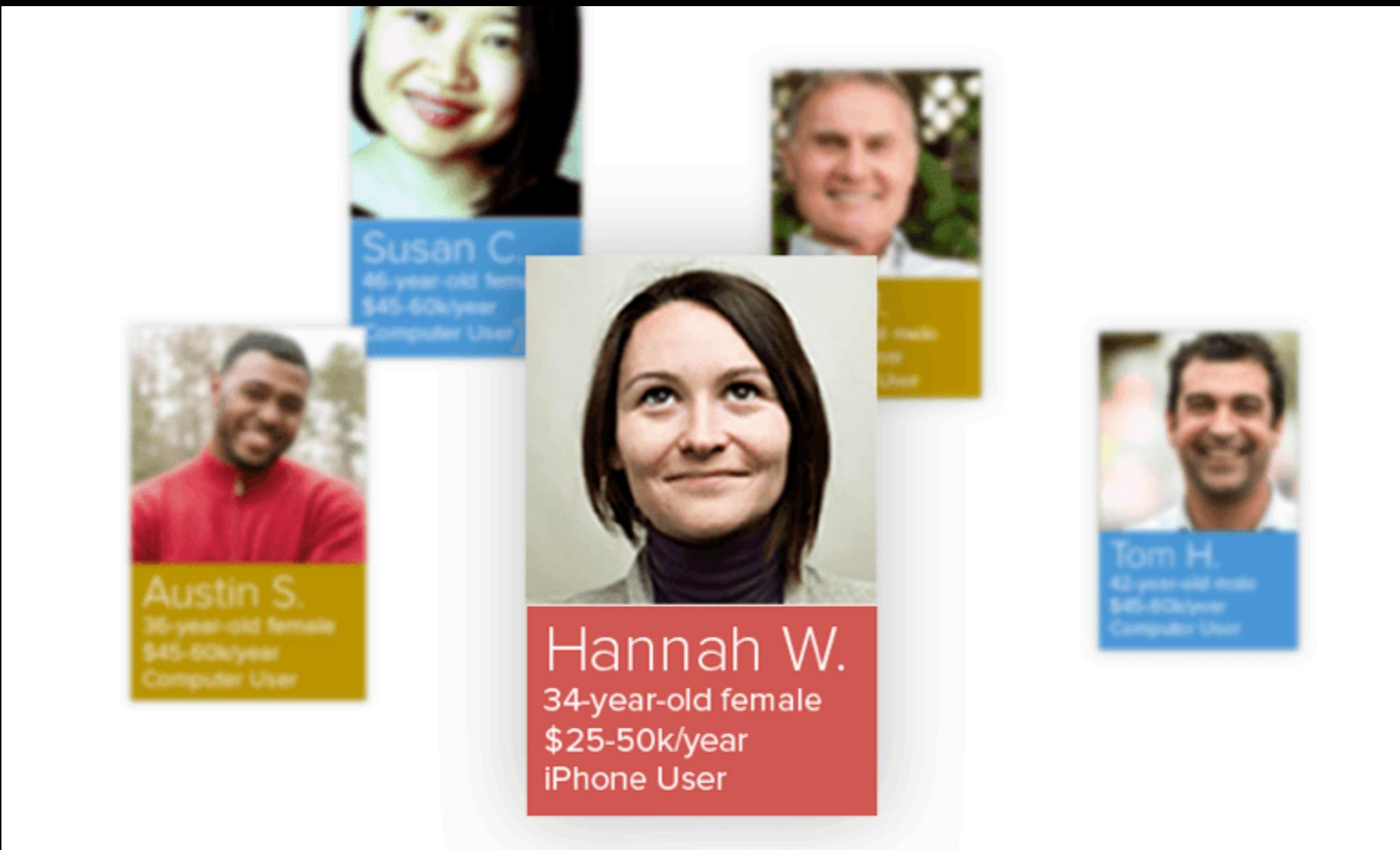
User Lab Testing



Eye Tracking



Remote Testing



Remote Video Sample

Low Cost Usability Testing - UserTesting

User Testing Inc. [US] https://www.usertesting.com/videos/sE%2fdl0GKLU%3d?token=pqGGW9JZCjQjellSI1nhKHRnvRwLkCeixoZS2R0HIU=

help

Questions? 1-800-903-9493

The participant's screen shows the Walmart website with a task overlay: "Task 1 Think of a gift you want to buy for someone. Try to find that gift on the site." The Walmart homepage features a "Shop Unbelievable Tax Refund Online Specials!" banner with various deals like a Vizio 32" Class LCD TV for \$268 and a Canon EOS Rebel T3i for \$498. Below the banner are sections for "All Apple, Always for Less" and "What's New". The test results on the right show a timeline of interactions:

- 0:02 task
- 0:23 User could not find out how to search for cameras.
- 0:41 user clicked on Canon Cameras but was taken to the 'All Canon products' page
- 0:56 Text too small...he puts on his glasses
- 1:32 The camera results page just lists the same camera over and over
- 1:43 No prices on the results page, so user doesn't know which camera to start with
- 2:38 User's annoyed by Back button taking him to Canon product page instead of camera page.
- 3:18 Likes seeing all the customer reviews
- 6:53 He wants to be able to 'Compare' two TVs with each other
- 7:23 frustrated he has to checkout to see the price
- 8:17 Back button doesn't work
- 9:37 LOL. He enjoyed the 87 cents shipping: "Gotta love that"
- 10:42 can't locate printer cartridges using the site navigation
- 12:25 he struggles to find printer cartridges compatible with his printer
- 13:30 never finds the right cartridge, so he gives up.

Annotations, Clips, Tasks, Answers

Create Another Test

Five Second Test

Conversion

Conversion

► Old

The screenshot shows the ASOS login page. It features a header with the ASOS logo and the tagline "discover fashion online". Below the header, there are two main sections: "Existing Customers" and "New Customers". The "Existing Customers" section contains fields for "Email Address" and "Password", with a "submit" button. The "New Customers" section contains a paragraph about the benefits of creating an account and a "create your account" button. A blue box highlights the "create your account" button. A Comodo Secured logo is located in the top right corner.

► New

The screenshot shows the ASOS sign-in page. It features a header with the ASOS logo and the tagline "discover fashion online". Below the header, there are two main sections: "Existing Customers" and "New to ASOS?". The "Existing Customers" section contains fields for "Email" and "Password", with a "SIGN IN" button. The "New to ASOS?" section contains a "CONTINUE" button. A blue box highlights the "CONTINUE" button. A Comodo Authentic Security logo is located in the top right corner.

A/B Testing

Know Your Contacts & Leads by Heart

Over 100,000 businesses use Highrise to manage 20 million contacts & customer relationships.

Who followed up on that new client sales lead?
What's the lawyer's mobile number? When did we last speak with her?
Where are the notes from Monday's conference call?

Highrise remembers so you never forget.
Store every conversation, email, call, meeting, document, and deal you've ever had with a contact. With Highrise you'll always know who you talked to, what was said, and when to follow-up next.

Import/export contacts from Outlook, Excel, vCard, ACT!
Save 1000+ newsletters so you never forget to follow up.
Be notified via RSS feed or two weeks in advance.

Michael Madayi
Marketing at 1000
Organizes over 1000 B2B communications per day.

Workforce Transformation Services
Saves 1000s of hours & 20,000 deals & customer relationships.

Agile Partners
Manages 1000s of customers.

Comcast Broadband
Handles 1000s of clients & accounts.

Highrise is simple to use.

More some more Highrise customers

Highrise's focus on simplicity, clarity, and ease of use make it truly unique. You'll love using Highrise.

Review past calls, emails, leads, and conversations.

See Plans and Pricing

Start using Highrise today!

Free 30-day trial. Cancel anytime.

ORIGINAL DESIGN



Highrise
Save time & money.

"Keeping track of our business contacts was a pain when we all shared a single spreadsheet. Highrise is much better."

-- Jordan, Project Manager at One Design

✓ Save and organize notes and email conversations for up to 30,000 customers and contacts.

✓ Keep track of proposals and deals. Share status with your company, department, or team.

✓ Never forget to follow-up. Get a text message or email on your phone to make the call.

1000 leads
 Follow up if she has
 Discuss the project
 Address, firm - Drop off
Email leads
 Schedule other contacts
 Send invites

Start using Highrise today!

Free 30-day trial. Cancel anytime.

PERSON DESIGN

102.5%



Questions?

THANKS!



SPARKBOX