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**YOU DON'T  
NEED A LOGO**

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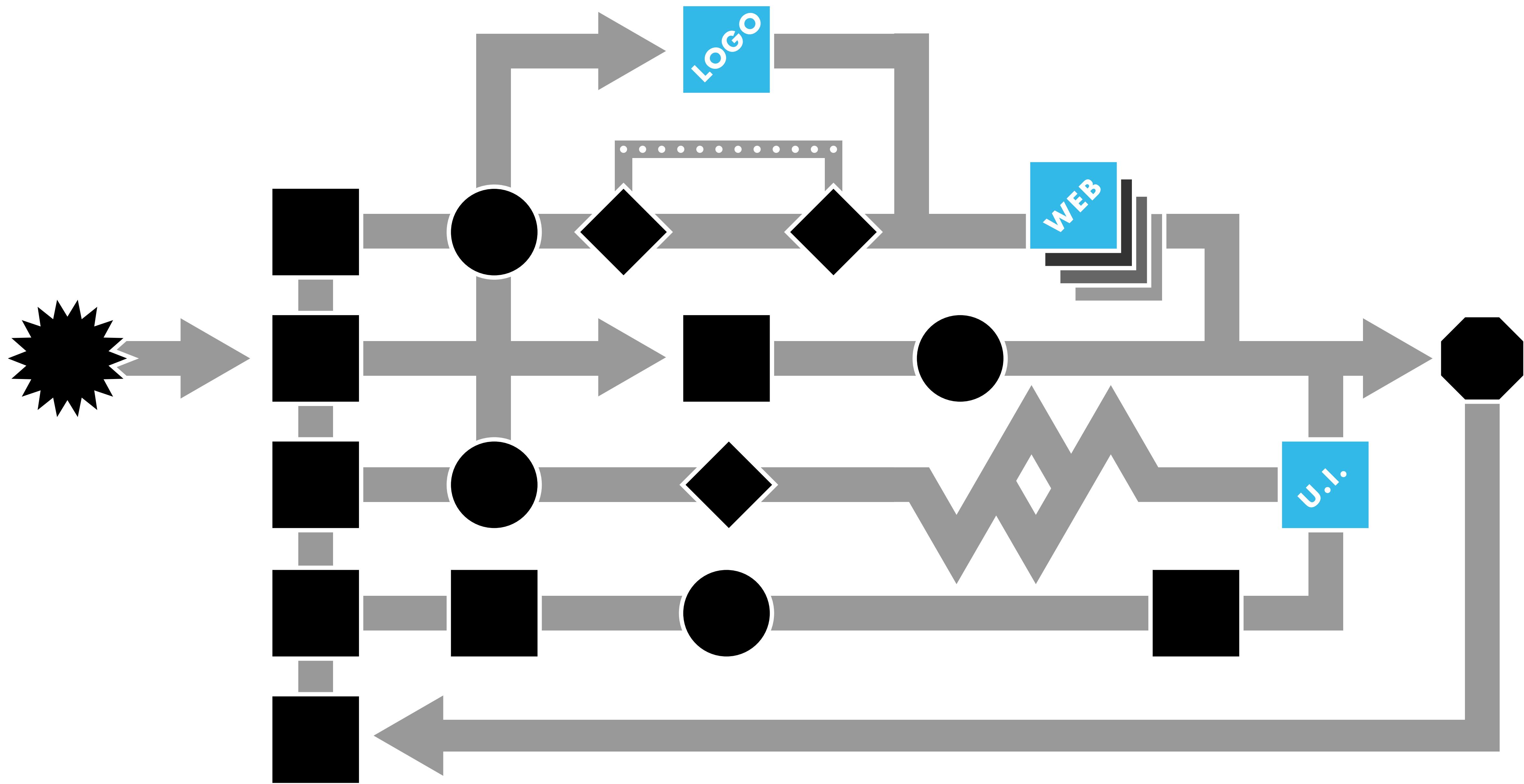
# MATTHEW McVICKAR

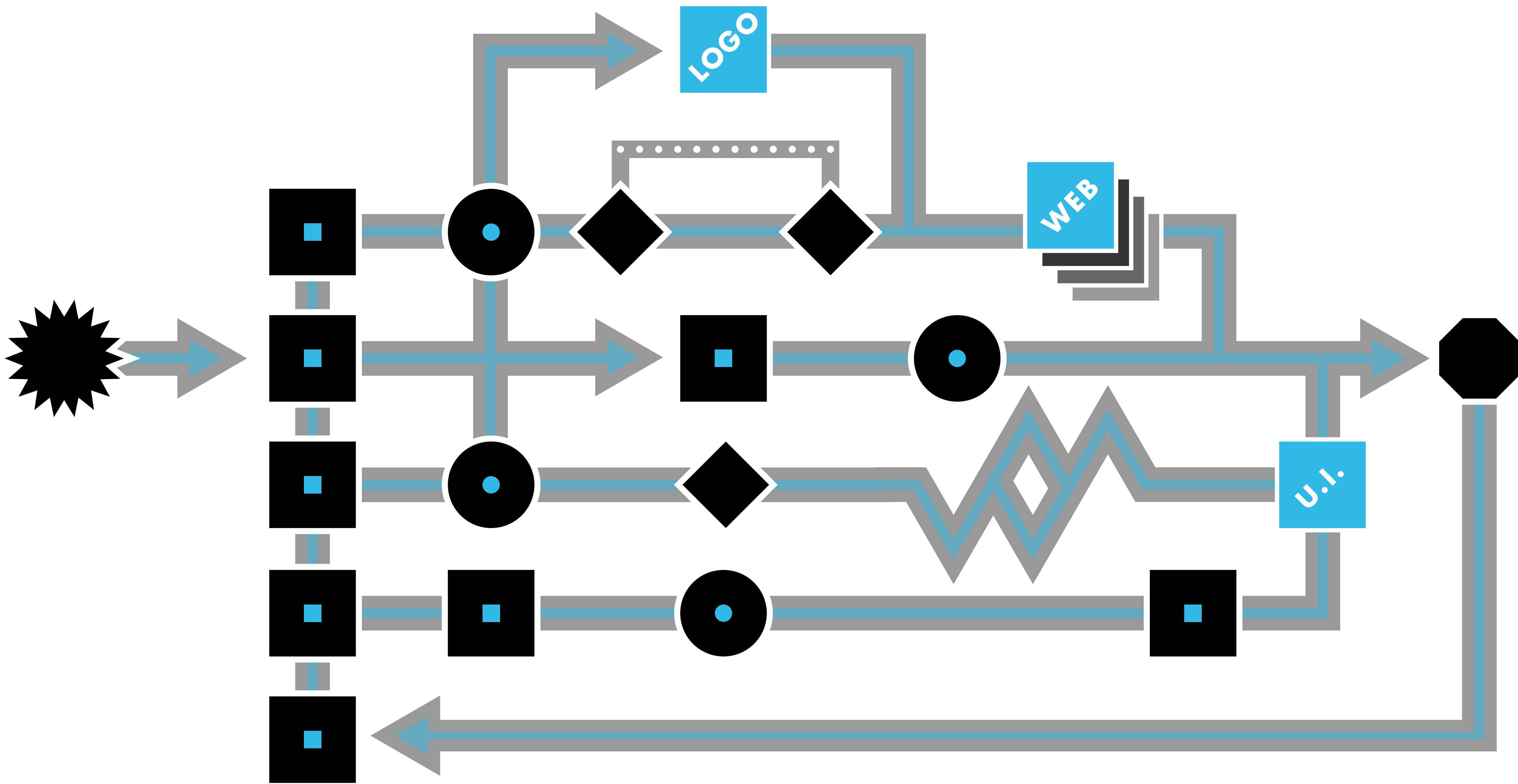


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# MICHAEL NIELING

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# DESIGN CULTURE



Our usability reviews provide you with expert analysis, detailed recommendations, and solutions you can implement today.

## Overview

### Heuristic analysis plus actionable recommendations

You know everything that's right with your site, but your customers know everything that's wrong. The trapdoors and quirks you've learned to overlook quickly become their headaches and frustrations.

After our Usability Review, you'll know exactly how your site's usability and customer experience stacks up, you'll have recommendations on short-term fixes you can implement right now, and you'll get a roadmap for longer-term fixes that will

This is [Signal vs. Noise](#), a weblog by 37signals about design, business, experience, simplicity, the web, culture, and more. Established 1999 in Chicago. Visit [the Product Blog](#) for more information on our products.

**Jobs:** Foodbuzz is looking for a Software Engineer (Ruby on Rails).

## Excellent customer service at Graham & Brown Jamie Oct 02

14 comments Latest by Piloli

My wife and I are planning a redesign of our bedroom. We usually go for paint on the walls. This time, however, we are planning to use wallpaper. We found a company called [Graham & Brown](#), and we decided to order some wallpaper samples before deciding on a final pattern.

My wife took a few hours to browse and add items to her shopping cart to review with me later. The next day we had time to look over her selections. Unfortunately all of the items in her cart had disappeared. She even created an account to make sure that the items in her cart would be saved.

She called Graham & Brown customer service to tell them about the problem. They quickly apologized and explained that the site had just launched and the web team was working out some bugs, and they were glad to hear feedback. Customer service also offered to send us the wallpaper samples we chose free of charge. As we make our final wallpaper selection I will give Graham & Brown my business because of this great experience.

You have 1 project and you haven't uploaded any files

**YOUR PLAN**  
**Free**  
1 Projects  
No storage

**UPGRADE YOUR PLAN**  
**Plus**  
35 Projects *Most popular plan*  
10 GB Storage

*Get more done!*

\$49/month

**Upgrade**

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1,000 companies a week sign up for Basecamp. Get your own in 60 seconds.

Max	Premium	Plus	Basic
\$149/month TOP-OF-THE-LINE	\$99/month FOR BIG GROUPS	\$49/month MOST POPULAR PLAN	\$24/month FOR SMALL GROUPS
Unlimited projects 50 GB storage Unlimited users Time tracking Enhanced security	100 projects 20 GB storage Unlimited users Time tracking Enhanced security	35 projects 10 GB storage Unlimited users Time tracking Enhanced security	15 projects 3 GB storage Unlimited users No time tracking Enhanced security
<b>Sign Up</b>	<b>Sign Up</b>	<b>Sign Up</b>	<b>Sign Up</b>

We also offer a [free plan](#): 1 project, unlimited users, but no file sharing.

Basecamp is trusted by many of the world's most respected brands.

**Keep important documents in one place.**  
The files, forms, and documents your employees need are likely scattered across the office on different computers or in different filing cabinets. That's old school and inefficient.



Now you can **store your company's forms, expense reports, and worksheets on Backpack**. Now everyone knows where they are and can get them at any time.

**Share how-tos, tutorials, and guides.**  
You might share information with your employees by email, phone calls, or posting flyers in common areas. Maybe your company publishes a newsletter or catalogs employee FAQs in the form of employee manuals. There's a better way.



Cut down on paper waste and put it all in Backpack instead. Backpack makes it easy for you to build pages with everything your employees need to get their jobs done.

Add to page: [List](#) [Note](#) [File](#) [Picture](#) [Writeboard](#)

**Frequently Needed Forms**

These forms were last updated on February 1, 2009. Click here to update them, or if you need a form that isn't listed here, click here to add it.

- [Expense Report](#) 296.6 KB
- [Mutual NDA](#) 296.3 KB
- [Reimbursement Request](#) 296.3 KB
- [Inventory Worksheet](#) 26.5 KB
- [Standard Business Letter](#) 26.5 KB

Add to page: [List](#) [Note](#) [File](#) [Picture](#) [Writeboard](#)

**How To: Access Company Email**

Configuring your Email program

- IMAP Server: [imap.enormic.com](#)
- SMTP Server: [smtp.enormic.com](#) (use port 25)
- Account Name: [username@enormic.com](#)
- Email Address: [username@enormic.com](#)
- Password: your password

[Add an item](#)

**Mail Preferences Screenshots**

Enable this account  Check for new messages automatically  Keep copies of messages for offline viewing  All messages and their attachments

Check with your system administrator before changing these settings. [Help with Mail Preferences](#)

# 37 SIGNALS

**amazon.com** Hello, Matthew McVickar. We have recommendations for you. (Not Matthew)  
Matthew's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift

Shop All Departments | Search Books

Books Advanced Search Browse Subjects New Releases Bestsellers T

A New Brand World and over 350,000 other books are available for Amazon Kindle.

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**A New Brand World: Eight Principles for A in the Twenty-First Century (Paperback)**  
by Scott Bedbury (Author), Stephen Fenichell (Author) "Nearly mother of a teenage girl who is confused, upset, or absolutely frantic about her life."  
Key Phrases: brand mantra, brand environmentalism, unrequited desire...  
4.5 stars (13 customer reviews)

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Date: April 22, 2009 3:48:16 AM HST  
To: Matthew Aaron McVickar  
Reply-To: Amazon.com <account-update@amazon.com>

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**amazon web services™**

**About AWS** ▾

Home > Products > Amazon Simple Storage Service (Amazon S3)

**Amazon Simple Storage Service (Amazon S3)**

Amazon S3 is storage for the web. It makes storing and retrieving any amount of data fast, reliable, and inexpensive. Amazon S3 provides a simple way for developers to store and retrieve any amount of data in the cloud. It gives any developer the benefits of scale and to pass the costs of building and maintaining their own infrastructure to Amazon.

This page contains the following:

- ↓ [Amazon S3 Functions](#)
- ↓ [Pricing](#)
- ↓ [Transferring Large Objects](#)
- ↓ [Resources](#)

**Amazon S3 Functions**

Not a Developer?  
Looking for a consumer or business storage solution?

- › [Search for consumer storage solutions built on Amazon S3.](#)
- › [Search for business storage solutions built on Amazon S3.](#)

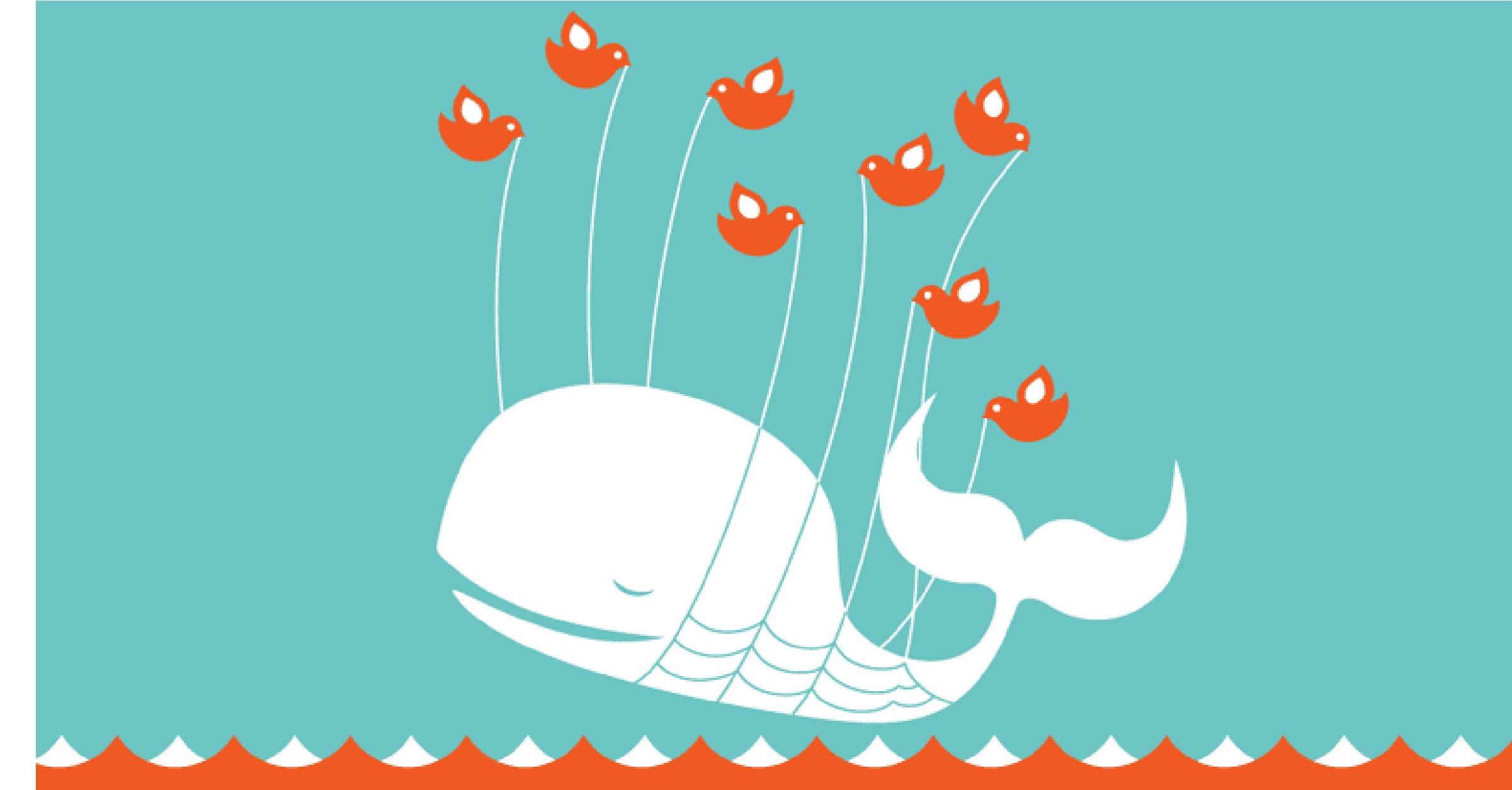
**amazon.com**

1 CONDITION 2 PRICE

Please verify that this is the exact product you want to sell.  
To list your item in Amazon Marketplace, it must exactly match the product you are listing against. Listing a different product, and noting the difference in your seller comments, is not permitted per our Community Rules. If your product below, please try searching for it again.

Panasonic Lumix DMC-GF1 12.1MP Micro Four-Thirds Interchangeable Camera with LUMIX G 20mm f/1.7 Aspherical Lens  
ASIN: B002MUAEK4

# AMAZON

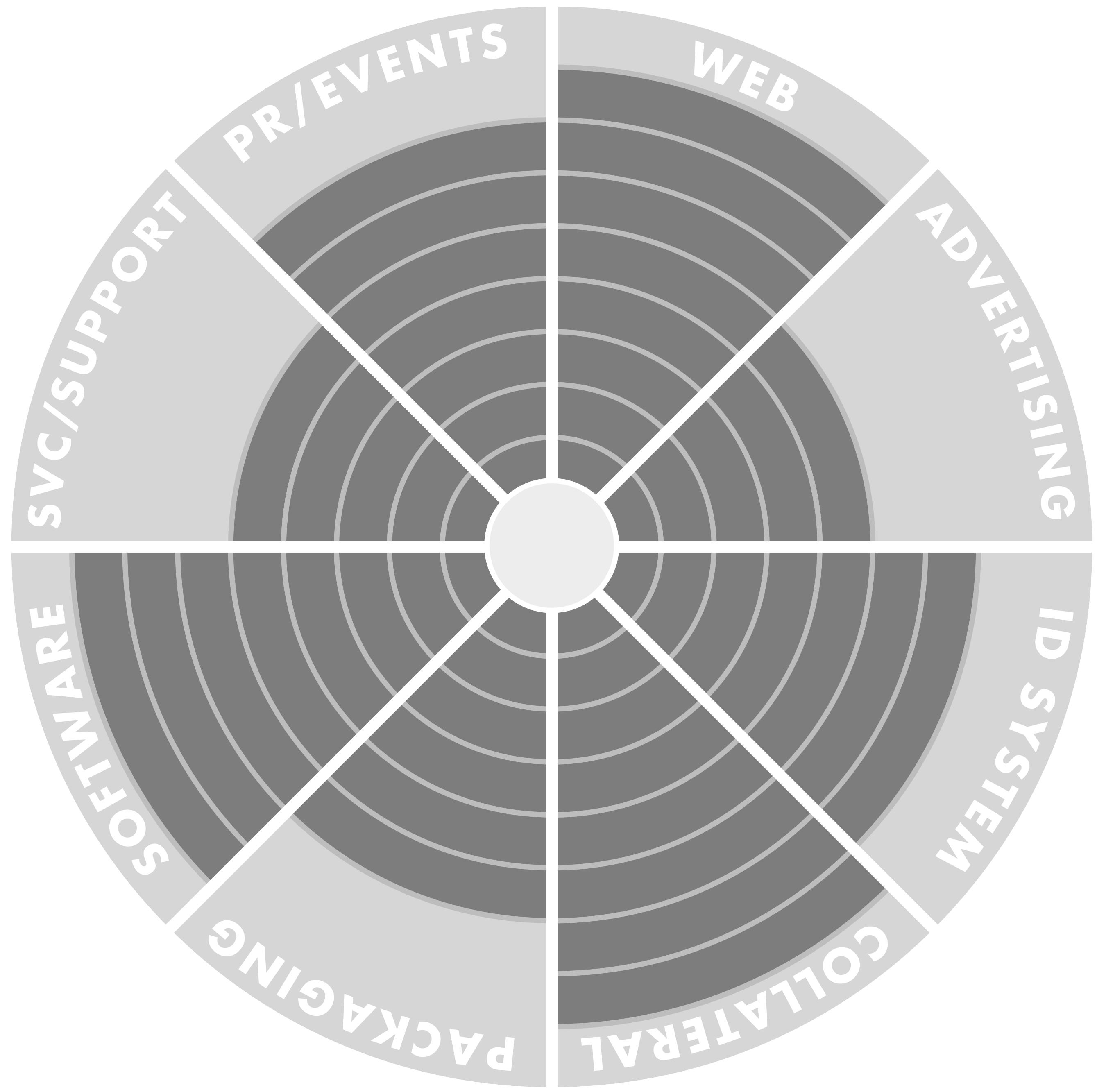


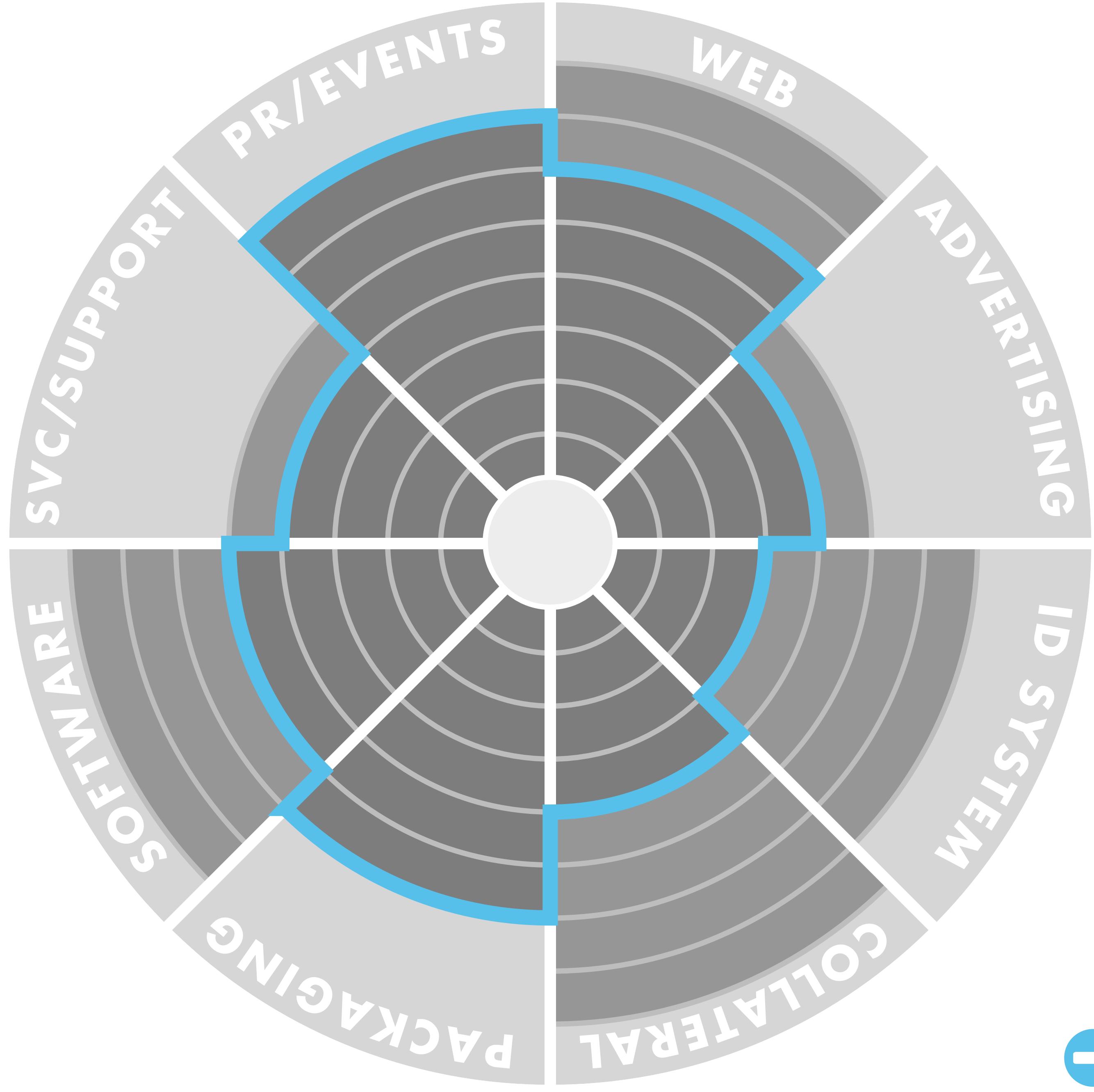
## THE FAIL WHALE

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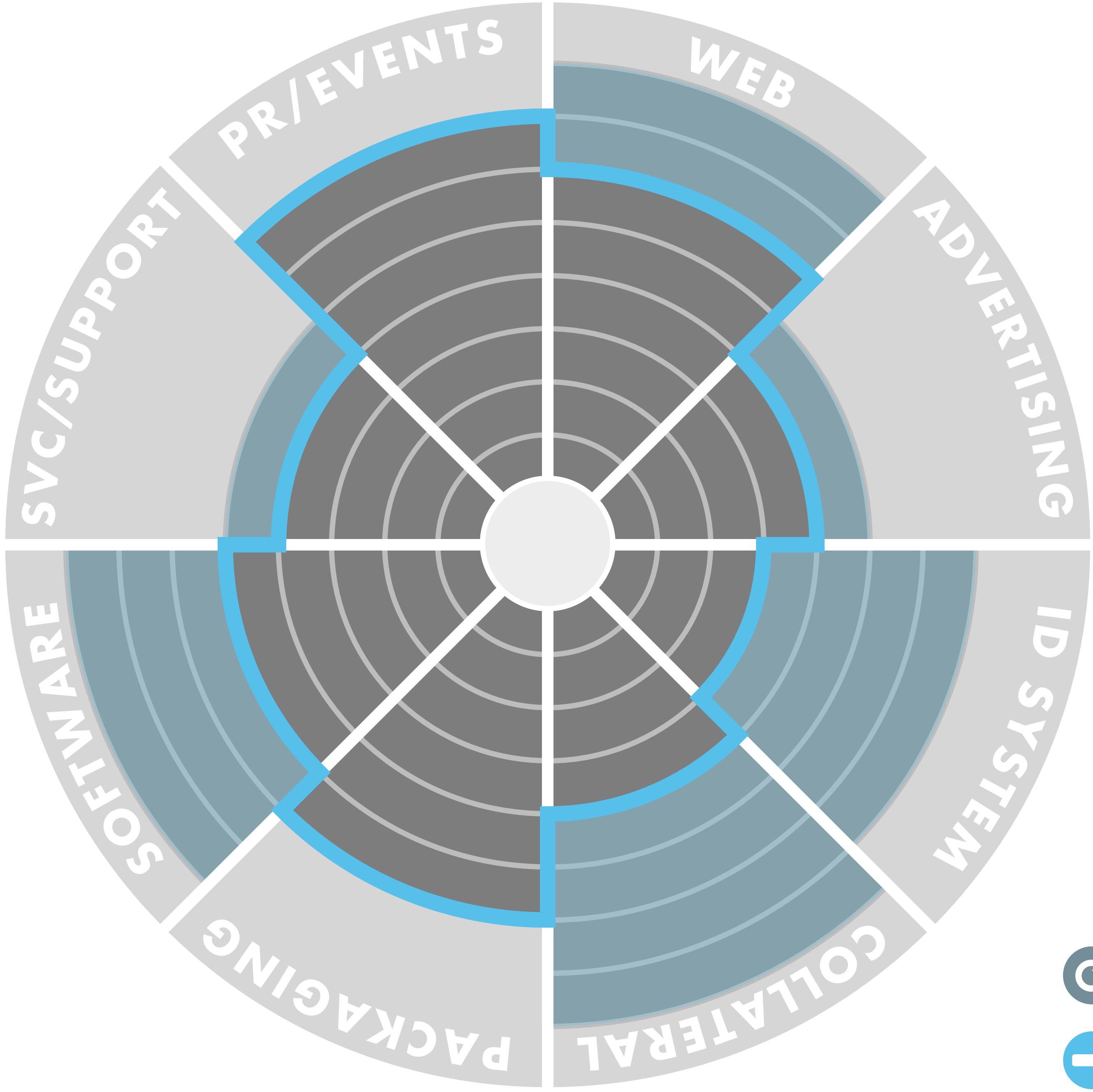
# **DESIGN STEWARDSHIP**

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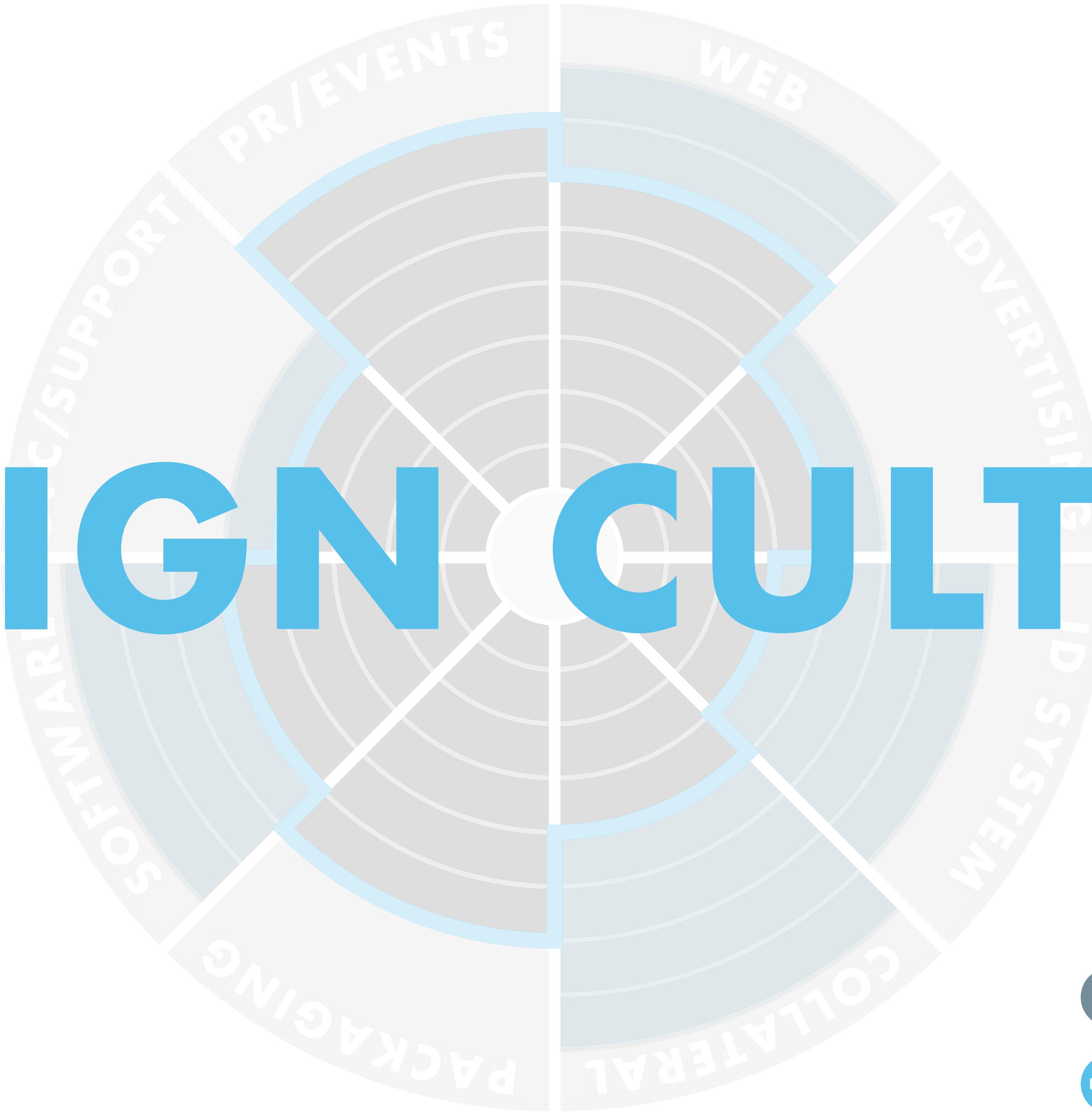
 GATEKEEPER



⟳ **RECON**

─ **GATEKEEPER**

# DESIGN CULTURE



⟳ RECON

─ GATEKEEPER

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# **GATEKEEPERS**

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**PROMOTE**

**NEW HIRE**

**CONSULTANT/AGENCY**

**CONFIDENCE  
COMPETENCE  
INTUITION = GUT  
PERCEPTION  
ADAPTABLE  
UNDERSTAND CRITICISM?  
INTEGRITY  
EMPOWERED, NOT BURDENED  
COMPATIBLE?**

**OWNER/PARTNER**

**HAT OVERLOAD  
DIRECTION-PRODUCTION BALANCE  
THE PASSION OF OWNERSHIP**

**PROMOTE**

**EMPOWERMENT  
PASSION?  
FLEXIBILITY/TRAINING**

**NEW HIRE**

**PEANUT BUTTER AND CHOCOLATE  
INSATIABLE, AGNOSTIC POLYMATH  
COMPATIBILITY**

**CONSULTANT/AGENCY**

**KICKING THE TIRES  
MUTUAL TRUST AND CANDOR  
FULL DISCLOSURE**

**OWNER/PARTNER**

HAT OVERLOAD  
DIRECTION-PRODUCTION BALANCE  
THE PASSION OF OWNERSHIP

**PROMOTE**

**EMPOWERMENT  
PASSION?  
FLEXIBILITY/TRAINING**

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**CONSULTANT/AGENCY**

**KICKING THE TIRES**  
**MUTUAL TRUST AND CANDOR**  
**FULL DISCLOSURE**

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## TYPEFACES

**HEADLINE**  
**SUB HEAD**

NEUTRA TEXT BOLD (ALL CAPS)  
NEUTRA TEXT BOOK (ALL CAPS)

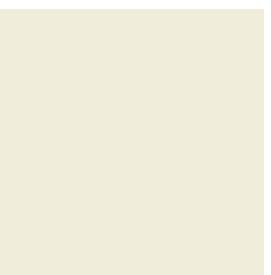
## COLORS



PMS 158  
R - 214  
G - 87  
B - 35



PMS 180  
R - 164  
G - 37  
B - 35



PMS 614  
R - 251  
G - 249  
B - 230

## TEXTURES



## LOGO/DATE LOCKUP    SUNBURST TREATMENT



## DESIGN USAGE GUIDE

## Standard HTML

All standard inline and block-level HTML of the most common elements follows:

### Common HTML Tags

Paragraph	<p>LILT purpose
Indented Blockquote	<blockquote>
Numbered List	<ol> <li>Cognitive <li>Human </ol>
Bulleted List	<ul> <li>Social <li>Technical </ul>
Bold Text	<b>affordance</b>
Italicized Text	<i>has become</i>
Line Break	 

### Headings

The primary heading tag, `<h1>`, is reserved for the main title of the page. Subsequent headings should start with `<h2>` and continue down the hierarchy. Headings of higher complexity will be rare. Headings do not need to be formatted correctly.

### Horizontal Rules

The horizontal rule tag, `<hr />`, may be used to separate different sections or different headings (described in the introduction).

## About This Document

As a great bulk of the content on the LILT website is static, this guide is designed to be a reference for the most common elements over time. The following is a collection of the most common elements found on the LILT website.

### General Design Guidelines

The content on the site should be the easiest to read and understand. Unhindered by extraneous design elements, the content, following the guidelines provided, will keep the user focused on the message.

### Accented Place Names — Hawai'i and Mānoa

It's important to use the proper diacritical marks in the names Hawai'i and Mānoa. These are Hawaiian words featuring diacritical marks. Don't substitute the 'okina with an apostrophe or the grave accent character (Hawai'i) — there are HTML entities for those as well:

Hawai'i	Hawai&#145;i
Mānoa	M&#257;noa

Remember: "Hawaiian" is not an Hawaiian word, but an English one, so it doesn't have an entity either. Hawai'i does.

### More Special Characters

A complete chart of HTML entities for more accented characters (é, ñ, ü, or å, for example) can be found at <http://www.digitalmediaminute.com/reference/entity/>.

## Images

The use of visual aids on the website is a powerful and flexible communication tool — what follows are the guidelines and possibilities for the formatting and positioning of images in content.

### Usage

The markup for an image tag follows this pattern:

```

```

First, remember to use helpful alternate text. Just as every image should serve a distinct purpose, great `alt` text translates the purpose of that image into a concise description. Think about what the image is meant to say, and then describe it.

### Creating Consistent Images

In creating images themselves, keep in mind that whitespace and borders are stylistic elements that, most of the time, should be handled by the CSS classes provided. Try to avoid putting a border or extra whitespace into an image file itself — it might then be rendered inconsistently with other images on the site.

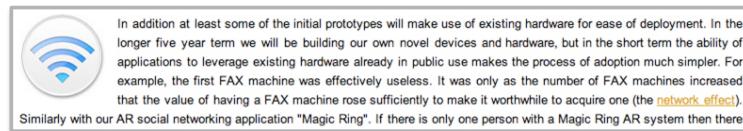
Every image on the site should be assigned one of the following classes, illustrated below:

#### img left

This class aligns images on the left side of the content area, causing text to wrap around it (with a fair amount of spacing).

```

```

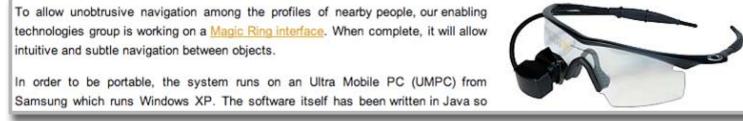


#### img right

Like the `left` class, an image with the `right` class is aligned against the right side of the content area, causing text to wrap around it (with spacing like that of the `left` class).

```

```



## Special Characters

Many punctuation marks and accented characters that look fine on one computer will show up incorrectly elsewhere, due to the completely unpredictable nature of character encoding on different platforms. By using mnemonic HTML character entities — basically, shortcuts to characters in the Universal Character Set — these abnormalities can be avoided.

### Usage

These HTML entities are meant to be used inline with text, so just use them in place of the usually-typed characters. For example:

```
LILT &mdash; the Laboratory for Interactive Learning Technologies &mdash; is a part  
of the University of Hawai&#145;i at M&#257;noa Information & Computer Science  
Department&hellip;
```

Will be rendered on the web like this:

LILT — the Laboratory for Interactive Learning Technologies — is a part of the University of Hawai'i at Mānoa Information & Computer Sciences Department...

### Common Punctuation and Characters

The following is a list of commonly-used character entities.

Ampersand & &amp;

Em-dash — &mdash;

En-dash – &ndash;

Bullet • &bull;

Ellipsis ... &hellip;

Greater-than sign > &gt;

Less-than sign < &lt;

### Quotation Marks

Similarly, quotation marks should be used in place of the default inch and foot marks provided by the keyboard, so that content looks best.

Single Left Quotation Mark ‘ &lsquo;

Single Right Quotation Mark ’ &rsquo;

Double Left Quotation Mark “ &ldquo;

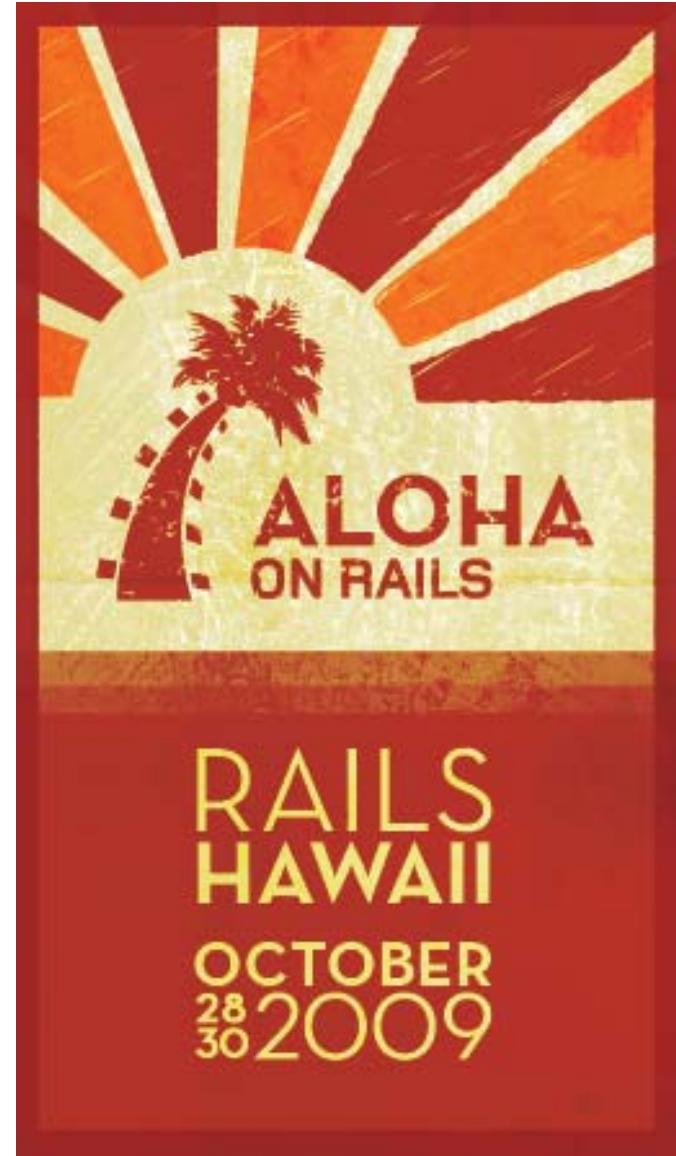
Double Right Quotation Mark ” &rdquo;

Left Angled Quotation Mark » &lquo;

# PROGRAMMING GUIDE







**ALOHA ON RAILS**

Hawai'i International Ruby On Rails Conference  
MARRIOTT WAIKIKI  
[WWW.ALOHAONRAILS.COM](http://WWW.ALOHAONRAILS.COM)  
@ALOHAONRAILS ON TWITTER

**CONFERENCE DETAILS** **TUTORIAL** **SCHEDULE** **SPEAKERS** **REGISTER NOW**

**Hawai'i International Ruby On Rails Conference**  
Fall 2009

**Where:** O'ahu, Hawai'i  
**When:** Fall 2009

Two days of beginner through advanced sessions covering Ruby on Rails, AJAX, Rich Internet Architectures, and the future of web application engineering.

Aloha on Rails embodies the aloha spirit of peace and compassion, and we welcome **everyone** from all the web development communities. If you build for the web, you will find aloha at this conference. The Rails community has much to share and learn from, all are welcome!

This conference brings together the best and brightest in the Rails and Web 2.0 communities from around the Pacific Rim and the world.

**Featuring:**

- Two days of solid technical sessions and case studies, filled with real world experiences and advice
- Keynote presentation
- Birds of a Feather sessions
- Lightning talks
- Plenty of face time with your fellow developers, designers, and engineers
- The beautiful beaches and breathtaking sites of Hawai'i

**New to Rails or web development?** We will get you up and running with a free Rails tutorial session the day before the conference. Simply bring your laptop and proof of a donation to your favorite charity.

Stay tuned for more information and the Call for Participation announcement! In the meantime, follow @alohaonrails on twitter for up to the minute news.

(\*) Schedule subject to change.

## Hawai'i Ruby On Rails Conference

Learn Web Programming - Grant Exclusively for Hawaii High School Students

Aloha on Rails, the Hawaii Ruby on Rails and Web Development Conference, is proud to partner with Hawaii Information Consortium, the company behind eHawaii.gov, to present the Learn Web Programming Grant. This grant will be awarded to one Hawaii high school student who best exemplifies aloha, is planning to attend college, and is considering majoring in computer science. The grant will cover the registration fee to Aloha on Rails, the Hawaii Ruby on Rails Conference.

Aloha on Rails is an excellent opportunity for young web developers to meet and learn from software development professionals, authors, designers, and business owners. Topics include web development, design, methodologies, database architectures, and deployments. Registration to the conference also includes access to the Rails Tutorial, a one day course designed to teach Ruby on Rails by building, testing, and deploying a working Ruby on Rails application.

Investing in the next generation of web developers is an important goal for the conference. Attending Aloha on Rails will provide a student with valuable skills, knowledge, and an intimate experience with a fast-paced and exciting field. The Rails community looks forward to teaching the next generation of web developers.

**How to Apply**

Applications will be accepted until midnight September 25th, 2009, Hawaii Standard Time. The winner will be contacted and announced September 26th, 2009. The winner is expected to attend the Rails Tutorial on Oct 4th and/or the Conference Oct 5-6, 2009. Please visit <http://alohaonrails.com/high-school-grant> for all the details and to fill out an online application.

**About Ruby on Rails**

Ruby on Rails is a web development framework built on the Ruby programming language. It is a productive and fun environment for building, testing, and deploying web applications. Ruby on Rails is used throughout the world for countless web sites, including Twitter, Yellowpages.com, and Hulu. Ruby and Rails are proudly open source software.

**About Hawaii Information Consortium/eHawaii.gov**

Hawaii Information Consortium (HIC) provides eGovernment services at no upfront cost to citizens and government in Hawaii. In the past nine years, HIC has worked with state and county agencies to develop more than 50 interactive government services. eHawaii.gov offers a suite of services including: initial business filings; income tax filings; freshwater fishing permits; hunting permits; online ID services; labor wage reporting; Unemployment Insurance payments; insurance license renewals; driver's license renewals; professional and vocational license renewals and more. More than \$470 million in transactions were securely processed on <http://www.ehawaii.gov> last year.

**About Aloha on Rails**

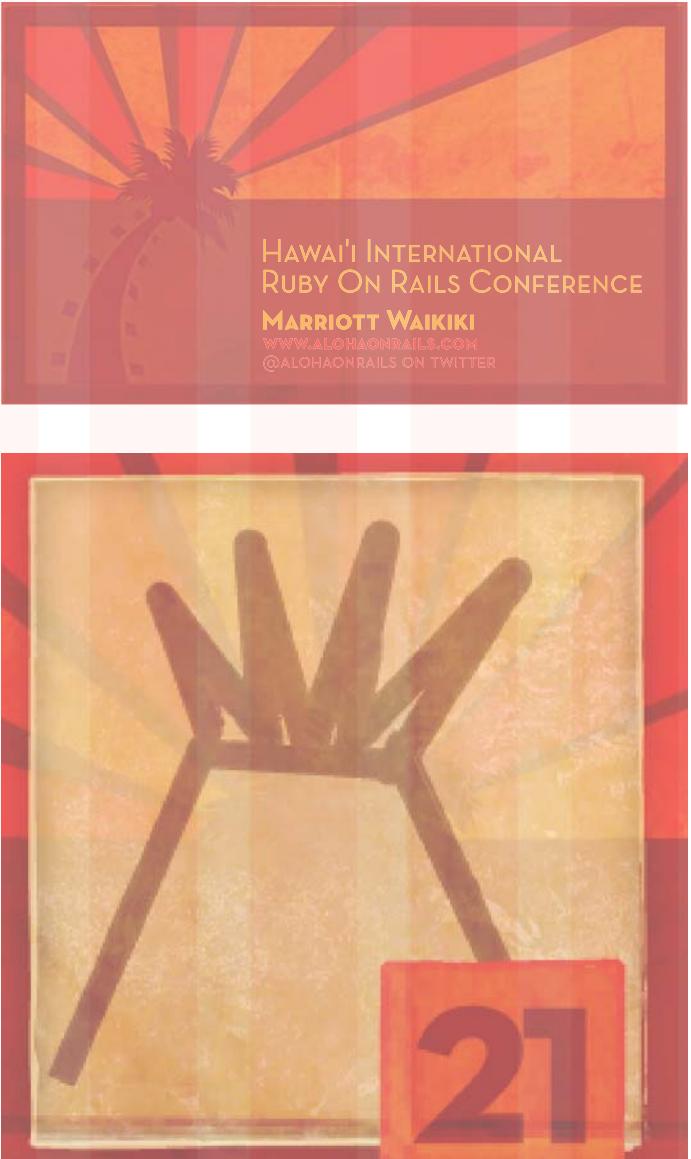
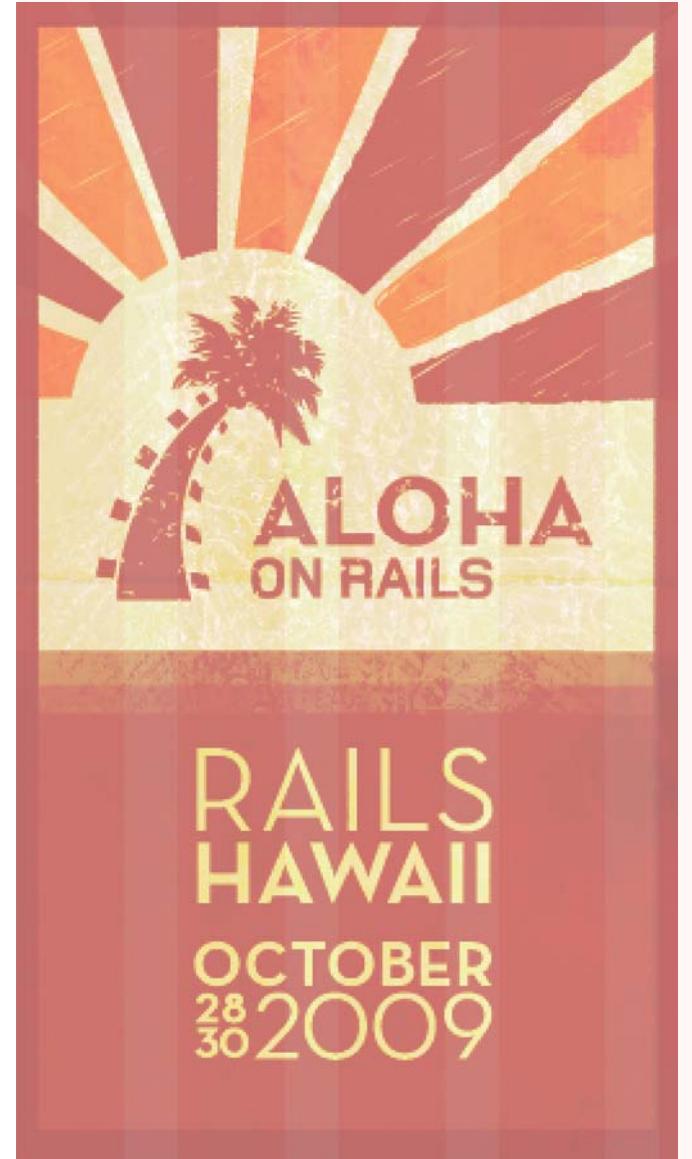
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**Sponsored by:** OCUPOP Camber Corp Ruby Row Intridea IBM

Aloha on Rails is a not-for-profit event produced by Higher Order Function LLC, a Hawaii based software development agency.



# ALOHA ON RAILS



CONFERENCE DETAILS TRAIN SCHEDULE SPEAKERS REGISTER NOW

## Aloha on Rails

### Hawa'i International Ruby On Rails Conference

Fall 2009

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This conference brings together the best and brightest in the Rails and Web 2.0 communities from around the Pacific Rim and the world.

Featuring:

- Stringfellow Hawks (Arrest Industries) RIM Pilot and Release
- Lynn Belvedere (Owens, Inc.) Tax and Crumpets
- Willie Turner (Westside, CA) Social Worker

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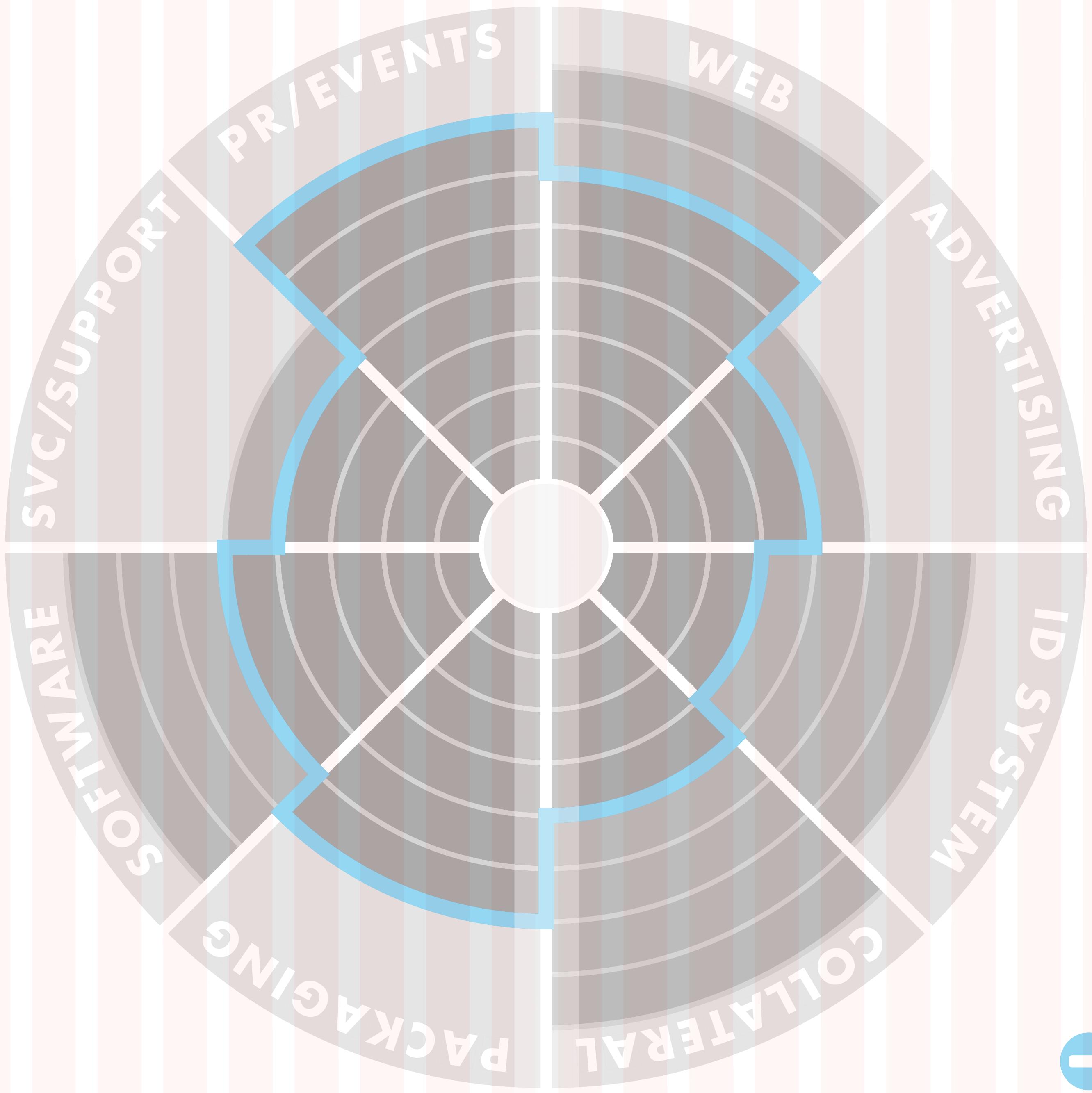
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**Sponsored by:**

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# ALOHA ON RAILS



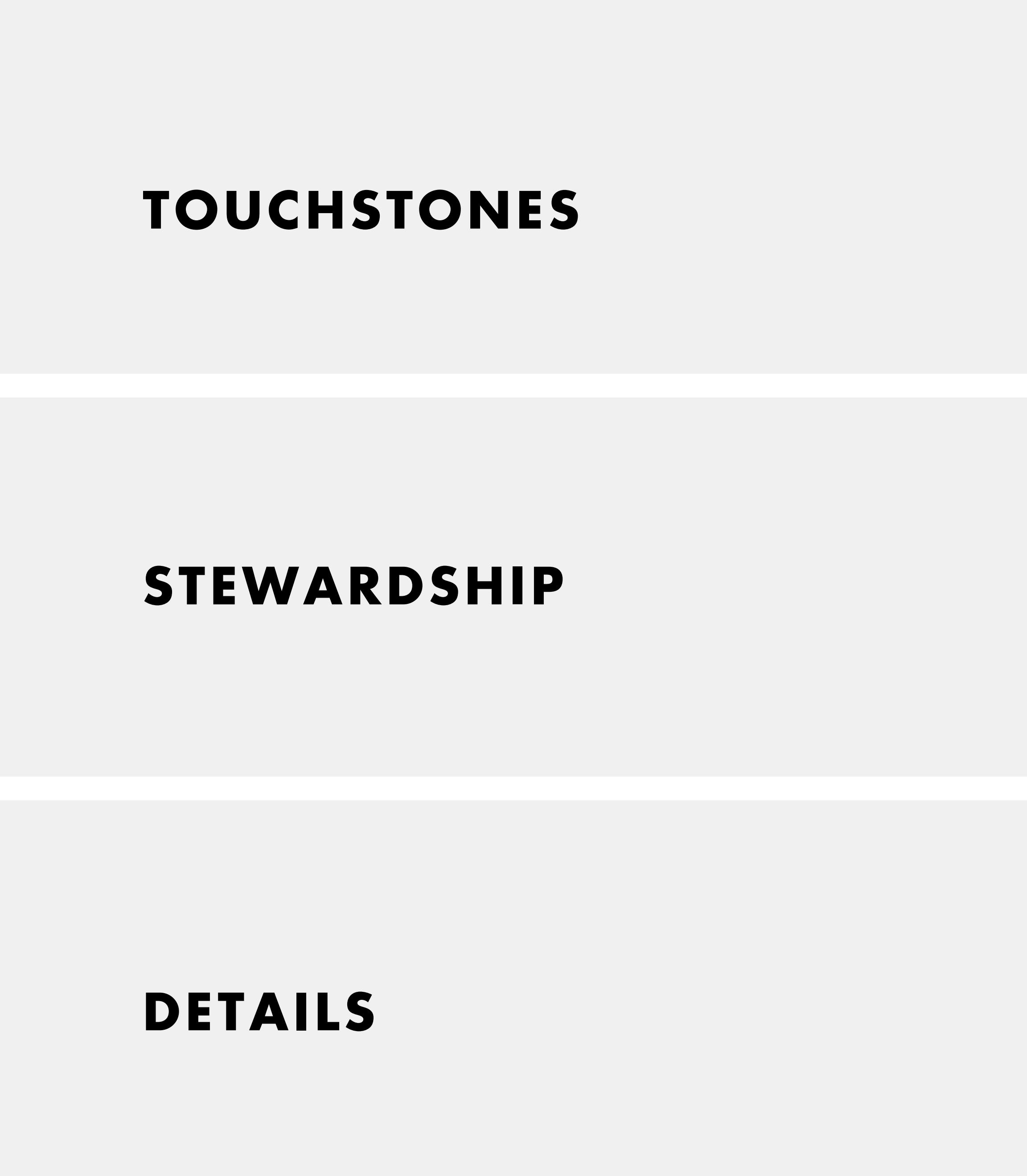
**GATEKEEPER**

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**YOU DON'T  
NEED A LOGO**

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**TOUCHSTONES**

THE TRUTH  
ESTABLISH A FRAMEWORK

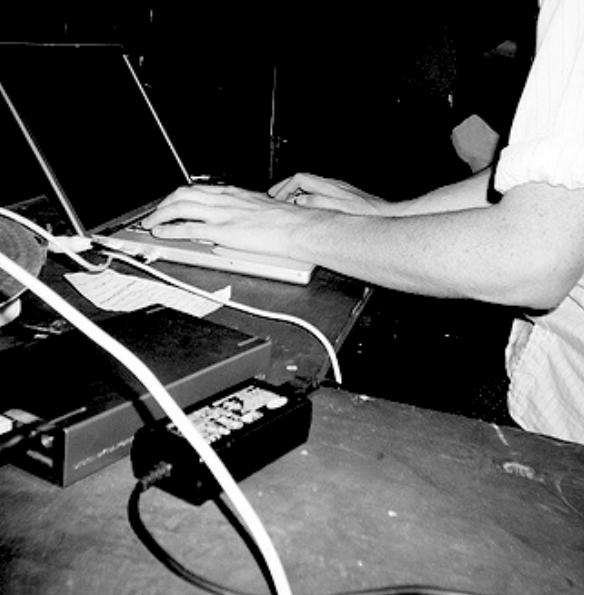
**STEWARDSHIP**

GATEKEEPERS  
FOSTER DESIGN CULTURE  
COMPLETE DEDICATION

**DETAILS**

DESIGN DIFFERENTIATES  
DESIGN IS NEVER DONE

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