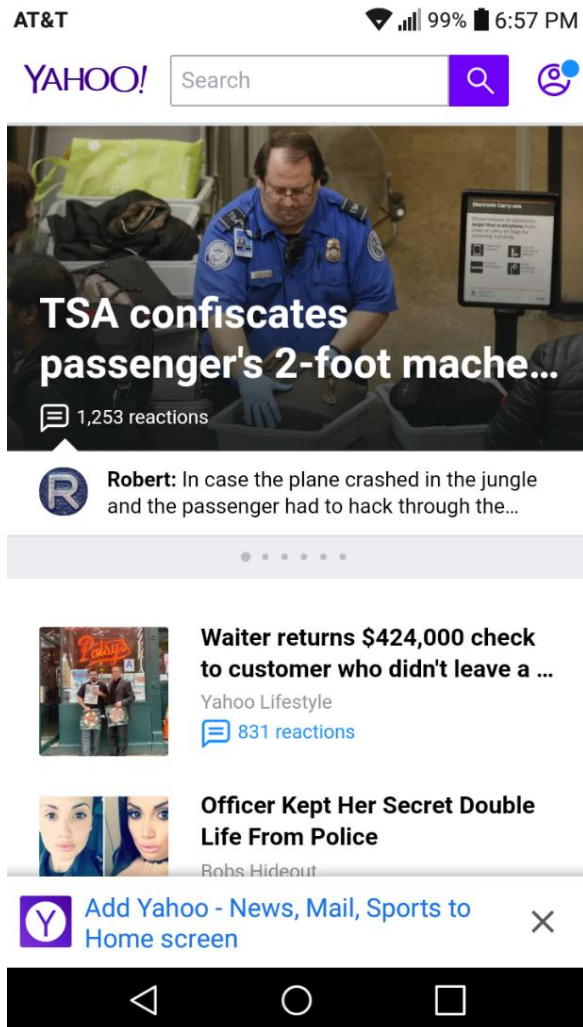


Design Principles

Mobile Sites

Fong Thao

Proximity



Yahoo

yahoo.com

The yahoo homepage shows great grouping Hierarchy by using a large image on top to entice the user to read it first. It also shows the top image article is the newest article on the site. The images on the bottom is made smaller to show the relationship that they are the older news to read.

Alignment

AT&T 97% 7:35 PM NBA
www.espn.com 2 : espn.com

The image shows a screenshot of the ESPN mobile app interface. At the top, there's a navigation bar with the ESPN logo and a 'SCORES' link. Below this is a pink banner with the text 'WE SUPPORT OUR MILITARY FAMILIES'. The main content area features a live game between the Golden State Warriors (GS) and the Houston Rockets (HOU). The Warriors are wearing blue jerseys with yellow accents, and the Rockets are wearing red jerseys. A play button icon is overlaid on the game image. Below the game image, the score is displayed: GS 19, HOU 20. The game is in the 1st quarter with 3:11 remaining. The Warriors are leading 3-2 in the series. The bottom section shows the 'LAST PLAY' as 'Warriors Full timeout' and the 'WIN %' for the Rockets as 60.5. The interface is clean and uses a horizontal grid to align the team names, scores, and game details.

ESPN SCORES

T-Mobile WE SUPPORT OUR MILITARY FAMILIES

LIVE

WEST SEMIFINALS - GAME 6, GS LEADS 3-2

GS 19 HOU 20

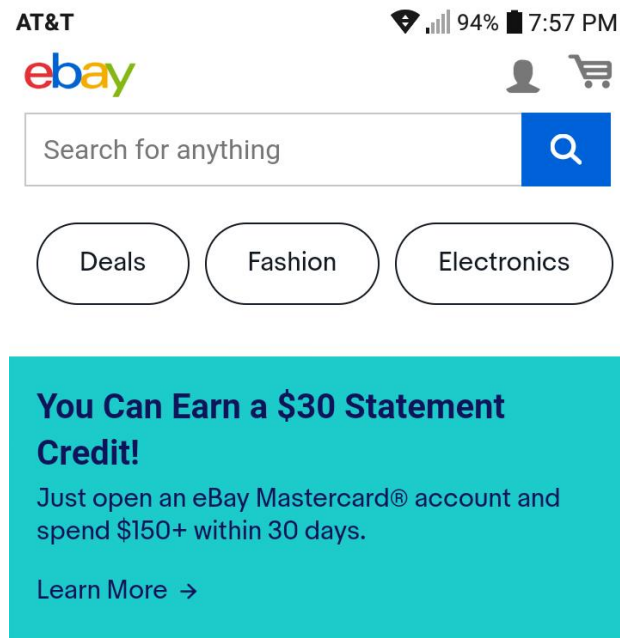
ESPN 3:11 - 1st

WIN %: 60.5

Warriors Full timeout

This has a horizontal grid. This site aligns the two different teams on the left and right. The scores are right below each team making it very easy to distinguish which team is winning.

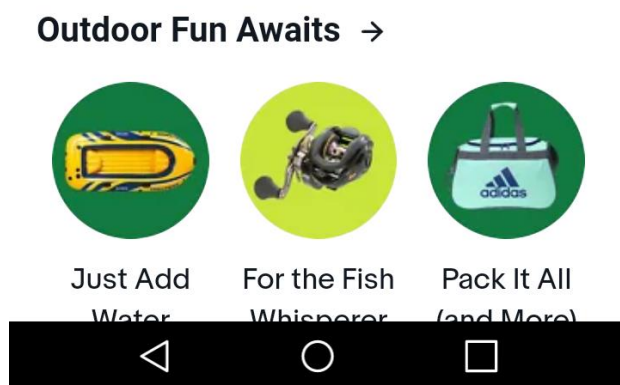
Repetition



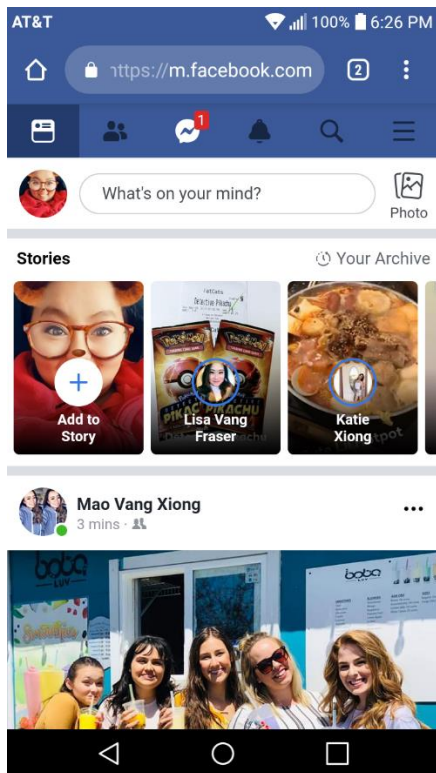
Ebay

ebay.com

Ebay site has repeated oval shape for the category to make the category look vertically inline and in order. Next, it uses circle around each different item and still position the items vertically to make the page look unify.



Contrast

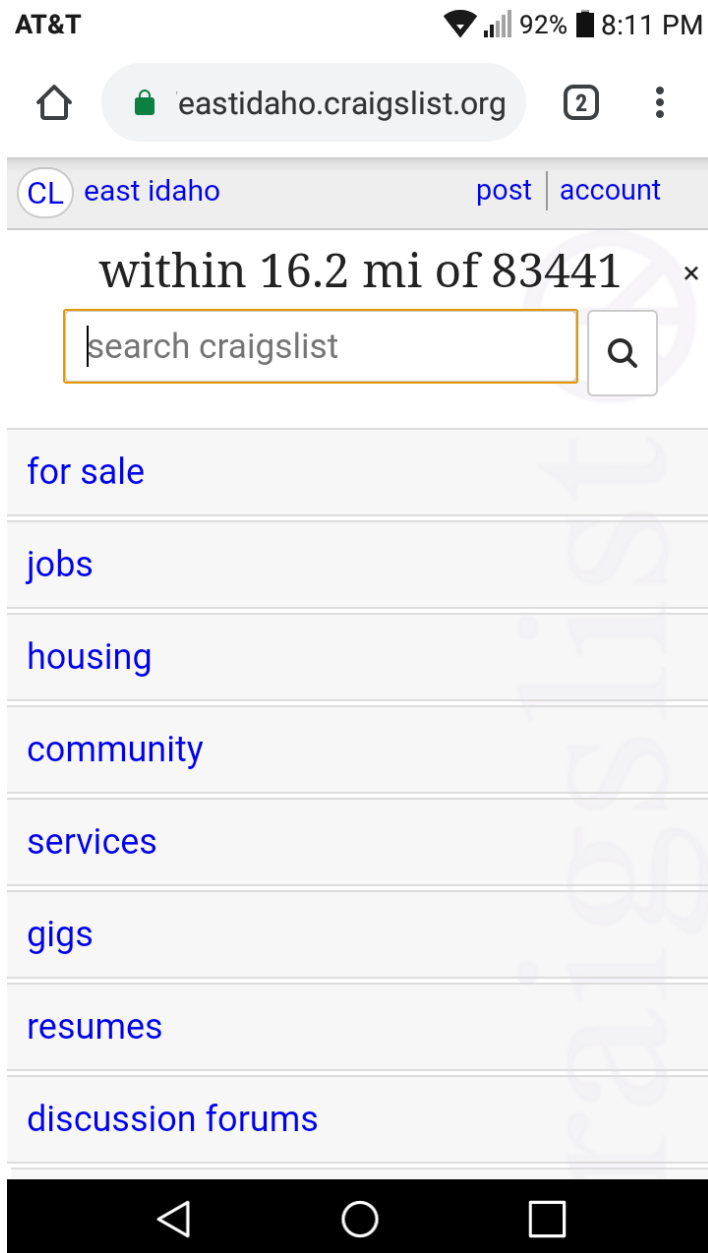


Face Book

facebook.com

The mobile Face Book page setup is awesome. I love the cool blue color. Its not too hard to look at. Its almost give me the same sensation of looking at the clear blue sky. The different image next to each other shows a great contrast for the page.

Typography



Craglist

craglist.com

Craglist site has flush left text for all the category making it very easy to scroll down and find what I need. It uses very simple easy to read typeface, nothing fancy needed here for the user.