Web Design

suit up your site
Breakdown

Look

Action

Reaction
Usability and Heuristics

Heuristics - a commonsense rule intended to increase the probability of solving a problem

Rule #1 - Don't make me think
The Bad and the Ugly

http://www.bigbearparties.com/

http://www.developingwebs.net/

WHEN I’M SAD I STOP BEING SAD AND BE AWESOME INSTEAD.
The Look

Layout

Color

Navigation

The Eye
The Look: Layout
The Look: Layout

http://developer.yahoo.com/yui/examples/

The Look: Rule of Thirds
Rule # 2 - Do What they Do
The Look: Color

The Good
http://alexswanson.net/
http://ndesign-studio.com/
http://www.apple.com/

Tools
http://colorschemedesigner.com/
http://www.colourlovers.com/
The Look: Navigation

aka where am I and where can I go?

http://www.newegg.com/

http://www.amazon.com/
The Look: The Eye

http://www.youtube.com/watch?v=3cwUxYvpmfw
what up
Action / Reaction

Minimize

Function and Flow

How Sites Act
Action / Reaction: Tools
Find an Apartment

Enter a city and state or ZIP code below.

Location: (Required)

Enter City, State or ZIP
(e.g. Chicago, IL or 60610)

Rent Min: Any Rent Max: Any Bedrooms: Any Bathrooms: Any

City, State or ZIP Corporate & Short-Term Property Name Web ID

Search

Search by State:
Action / Reaction

Let the user know

TurboTax
Federal Free Edition
Welcome to TurboTax!

We can also help you...

- Upgrade to a different TurboTax product
- File an extension
- Amend (change) a return that was filed and accepted
Action / Reaction: Where on the page

Links

Forms

Loading new content

Flash / JS interaction

HTML5??
"There are no stupid questions"
challenge accepted