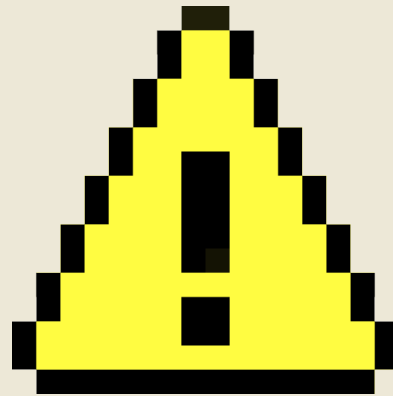




INTERNET EXPLORER



HOW TO MAKE A WEBSITE THAT SUCKS!

BY EDWARD SUVANAPHEN

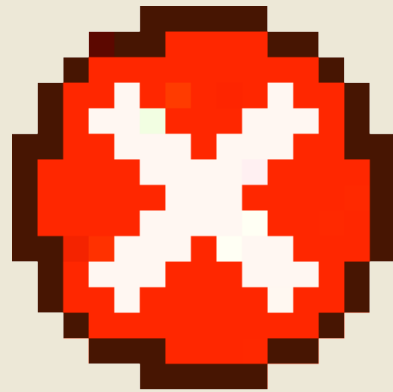
Always display this message when a page contains errors.

OK

Hide Details <<



INTERNET EXPLORER



WHY LEARN HOW TO
MAKE A WEBSITE
THAT SUCKS ?

OK

Hide Details <<

WHY LEARN ?

1. HELP YOU **BUILD** BETTER WEBSITES.

2. HELP **EVALUATE** YOUR BUSINESS WEBSITE.

3. HELP **ENHANCE** YOUR SKILLS.

WHY LEARN ?

1. HELP YOU **BUILD** BETTER WEBSITES.

2. HELP **EVALUATE** YOUR BUSINESS WEBSITE.

3. HELP **ENHANCE** YOUR SKILLS.

WHY LEARN ?

1. HELP YOU **BUILD** BETTER WEBSITES.
2. HELP **EVALUATE** YOUR BUSINESS WEBSITE.
3. HELP **ENHANCE** YOUR SKILLS.



EDWARD SUVANAPHEN

- 4 YEARS RESEARCHING WEB DESIGN AT UKC

- 6 YEARS FIXING BAD WEBSITE DESIGNS

- 10 YEARS OF WEBSITES THAT SUCK...

EDWARD SUVANAPHEN

- 4 YEARS RESEARCHING WEB DESIGN AT UKC
- 6 YEARS FIXING BAD WEBSITE DESIGNS
- 10 YEARS OF WEBSITES THAT SUCK...

EDWARD SUVANAPHEN

- 4 YEARS RESEARCHING WEB DESIGN AT UKC
- 6 YEARS FIXING BAD WEBSITE DESIGNS
- 10 YEARS OF WEBSITES THAT SUCK...



TAURI-TEC

- I.T. CONSULTANCY, 7 YEARS OLD
- 5X UNIVERSITY OF KENT GRADUATES
- BESPOKE WEBSITE DEVELOPMENT
- WORK IS QUITE VARIED
- A FEW EXAMPLES ...

TAURI-TEC

- I.T. CONSULTANCY, 7 YEARS OLD
- 5X UNIVERSITY OF KENT GRADUATES
- BESPOKE WEBSITE DEVELOPMENT
- WORK IS QUITE VARIED
- A FEW EXAMPLES ...

TAURI-TEC

- I.T. CONSULTANCY, 7 YEARS OLD
- 5X UNIVERSITY OF KENT GRADUATES
- BESPOKE WEBSITE DEVELOPMENT
- WORK IS QUITE VARIED
- A FEW EXAMPLES ...

TAURI-TEC

- I.T. CONSULTANCY, 7 YEARS OLD
- 5X UNIVERSITY OF KENT GRADUATES
- BESPOKE WEBSITE DEVELOPMENT
- WORK IS QUITE VARIED
- A FEW EXAMPLES ...

TAURI-TEC

- I.T. CONSULTANCY, 7 YEARS OLD
- 5X UNIVERSITY OF KENT GRADUATES
- BESPOKE WEBSITE DEVELOPMENT
- WORK IS QUITE VARIED
- A FEW EXAMPLES ...

UNIVERSAL MUSIC

- FACEBOOK APPLICATIONS

LAWSON UNLIMITED

- EXCLUSIVE CONTENT

IMAGINE DRAGONS

- INTERACTIVE SCRAPBOOK



UNIVERSAL MUSIC

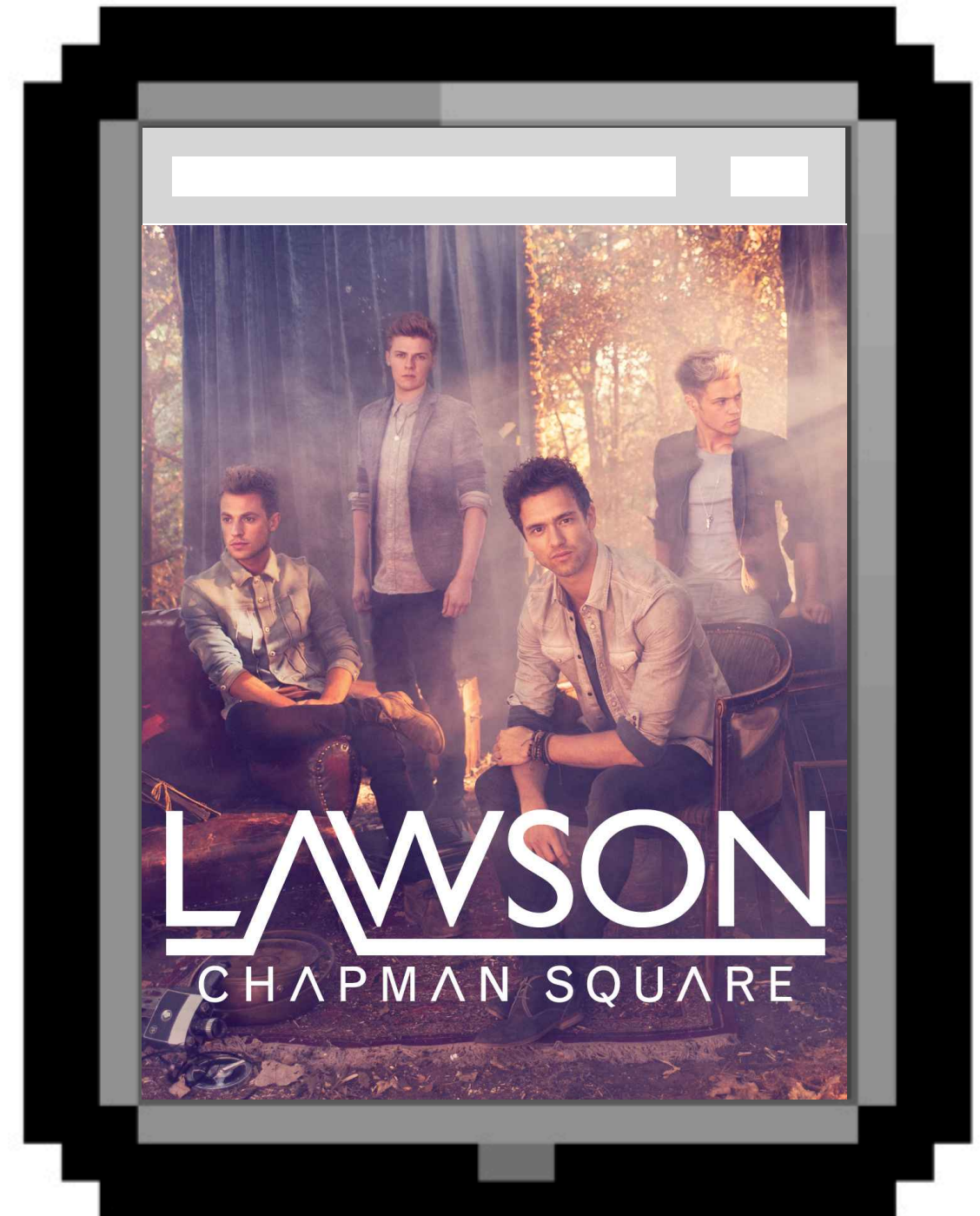
- FACEBOOK APPLICATIONS

LAWSON UNLIMITED

- EXCLUSIVE CONTENT

IMAGINE DRAGONS

- INTERACTIVE SCRAPBOOK



UNIVERSAL MUSIC

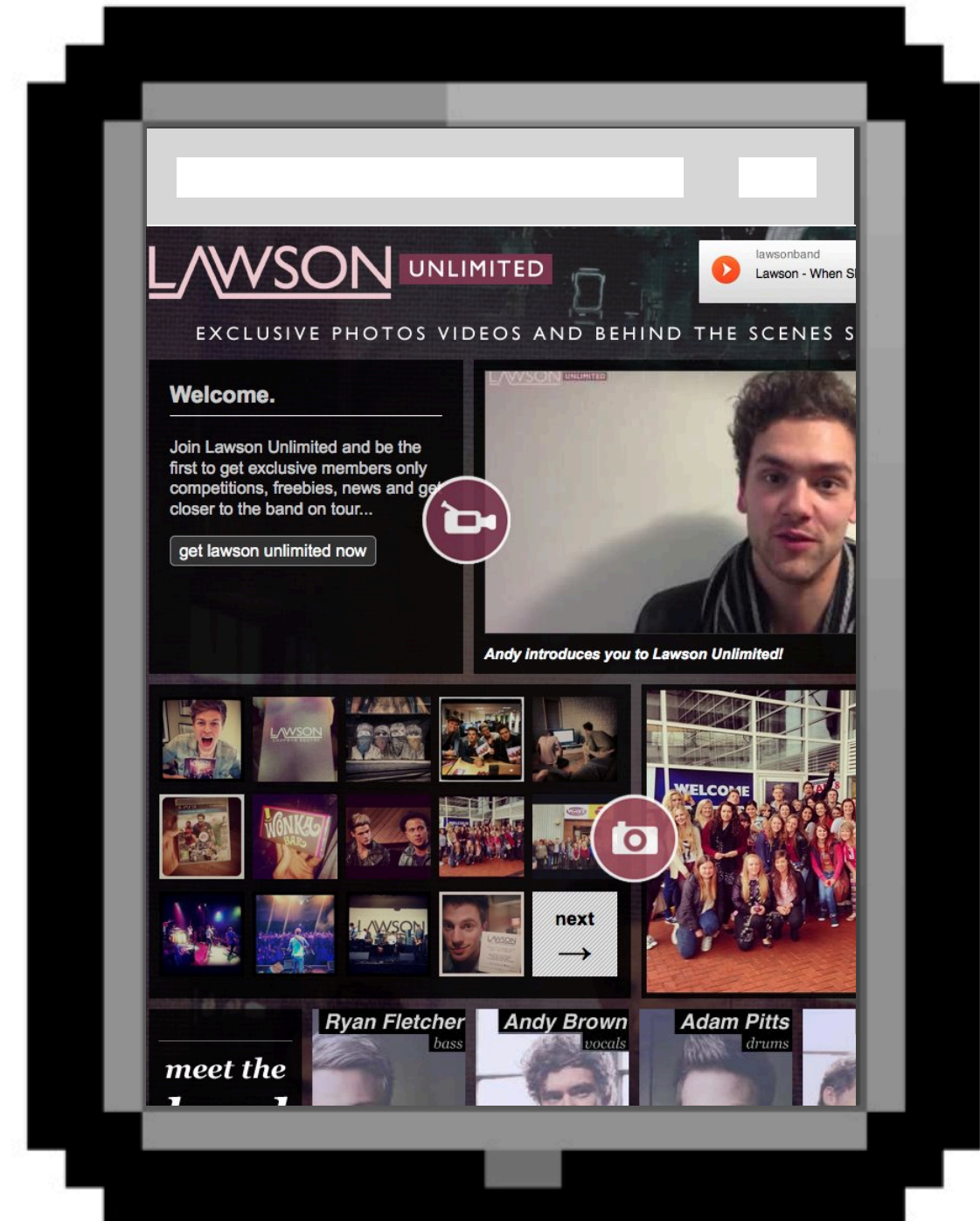
- FACEBOOK APPLICATIONS

LAWSON UNLIMITED

- EXCLUSIVE CONTENT

IMAGINE DRAGONS

- INTERACTIVE SCRAPBOOK



UNIVERSAL MUSIC

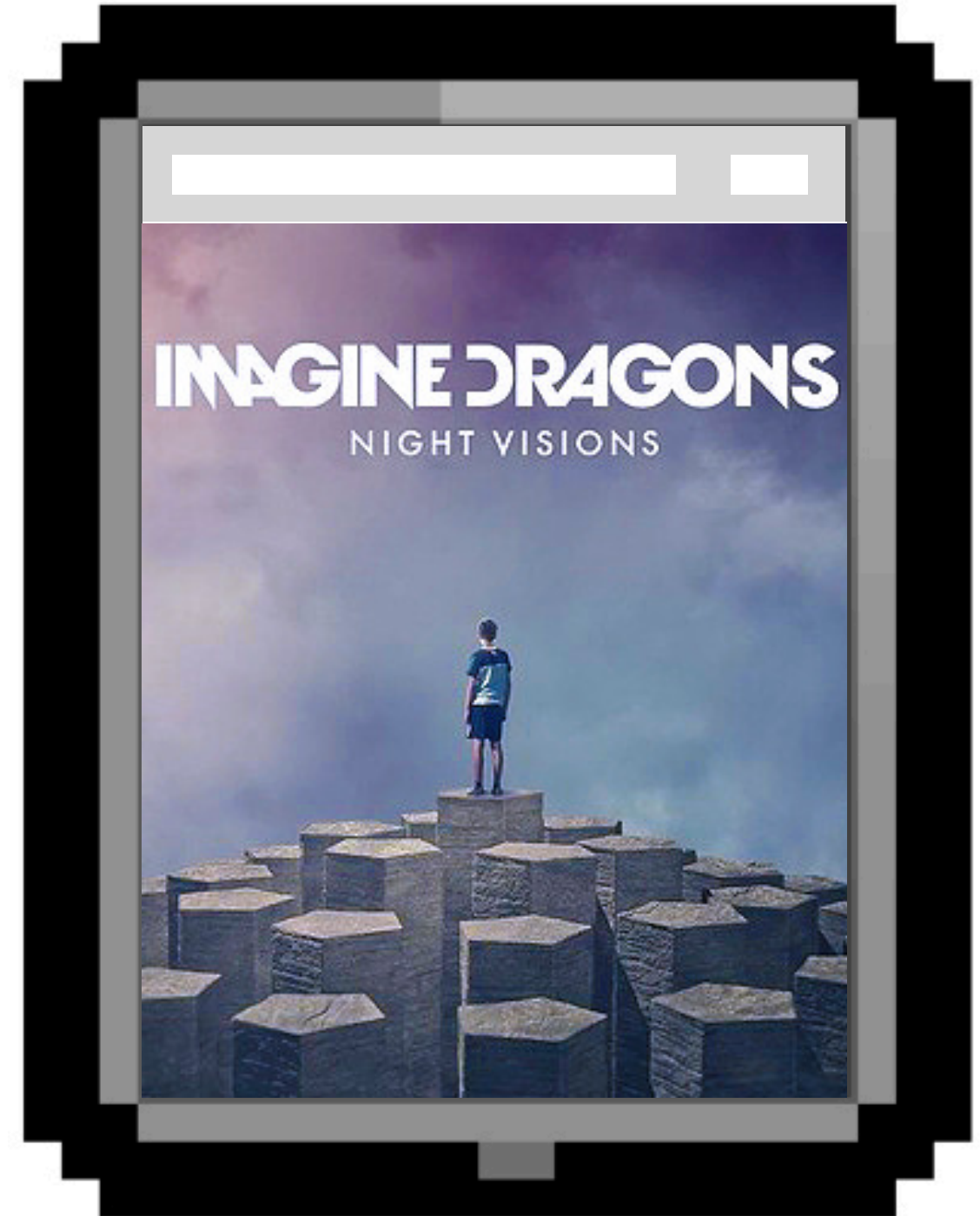
- FACEBOOK APPLICATIONS

LAWSON UNLIMITED

- EXCLUSIVE CONTENT

IMAGINE DRAGONS

- INTERACTIVE SCRAPBOOK



UNIVERSAL MUSIC

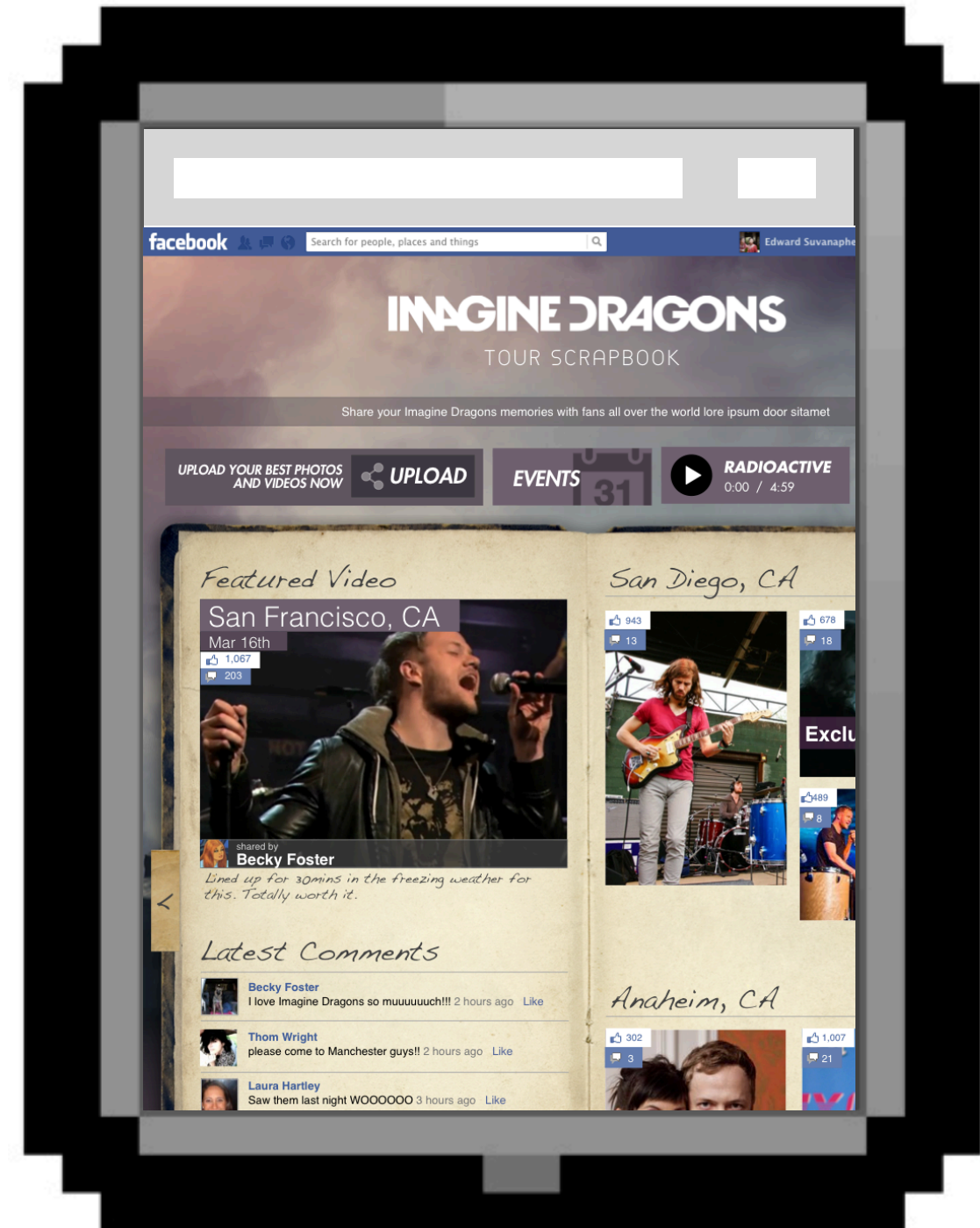
- FACEBOOK APPLICATIONS

LAWSON UNLIMITED

- EXCLUSIVE CONTENT

IMAGINE DRAGONS

- INTERACTIVE SCRAPBOOK



RED BULL F1

- RED BULL F1 SPY
- IPHONE & IPAD
- SOCIAL MEDIA FEEDS
- RACE DATA
- INFOGRAPHICS



RED BULL F1

- RED BULL F1 SPY
- IPHONE & IPAD
- SOCIAL MEDIA FEEDS
- RACE DATA
- INFOGRAPHICS



RED BULL F1

- RED BULL F1 SPY
- IPHONE & IPAD
- SOCIAL MEDIA FEEDS
- RACE DATA
- INFOGRAPHICS



UNIVERSITY OF KENT

- TRANSFERABLE SKILLS

- GLOBAL SKILLS AWARD

- ONLINE BOOKING SYSTEM

- AUTOMATED SYSTEMS

- SKILLS ASSESSMENTS



University of
Kent | The UK's
European
university

UNIVERSITY OF KENT

– TRANSFERABLE SKILLS

– GLOBAL SKILLS AWARD

– ONLINE BOOKING SYSTEM

– AUTOMATED SYSTEMS

– SKILLS ASSESSMENTS



University of
Kent | The UK's
European
university

UNIVERSITY OF KENT

- TRANSFERABLE SKILLS
- GLOBAL SKILLS AWARD
- ONLINE BOOKING SYSTEM
- AUTOMATED SYSTEMS
- SKILLS ASSESSMENTS



University of
Kent | The UK's
European
university

UNIVERSITY OF KENT

- TRANSFERABLE SKILLS
- GLOBAL SKILLS AWARD
- ONLINE BOOKING SYSTEM
- AUTOMATED SYSTEMS
- SKILLS ASSESSMENTS



University of
Kent | The UK's
European
university

UNIVERSITY OF KENT

- TRANSFERABLE SKILLS
- GLOBAL SKILLS AWARD
- ONLINE BOOKING SYSTEM
- AUTOMATED SYSTEMS
- SKILLS ASSESSMENTS



University of
Kent | The UK's
European
university

OTHER CLIENTS

- YOUTUBE APPS
- COMPLEX DATABASES
- E COMMERCE



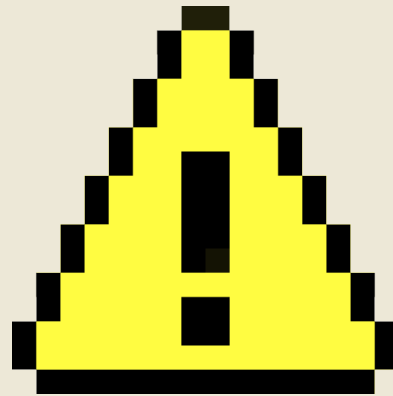
OTHER CLIENTS

- YOUTUBE APPS
- COMPLEX DATABASES
- E COMMERCE





INTERNET EXPLORER



TODAY'S LESSON
HOW TO BUILD A
WEBSITE THAT SUCKS

Always display this message when a page contains errors.

OK

Hide Details <<

TODAYS LESSON

1. THE THREE GOLDEN RULES

2. ALWAYS BUILD YOUR WEBSITE IN FLASH ...

3. ONE BROWSER FITS ALL ...

TODAYS LESSON

1. THE THREE GOLDEN RULES

2. ALWAYS BUILD YOUR WEBSITE IN FLASH...

3. ONE BROWSER FITS ALL ...

TODAYS LESSON

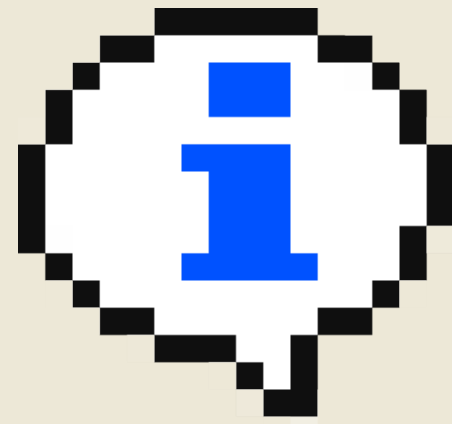
1. THE THREE **GOLDEN RULES**

2. ALWAYS BUILD YOUR WEBSITE IN **FLASH...**

3. **ONE BROWSER** FITS ALL ...



INTERNET EXPLORER



**YOUR WEBSITE
CAN SUCK!**

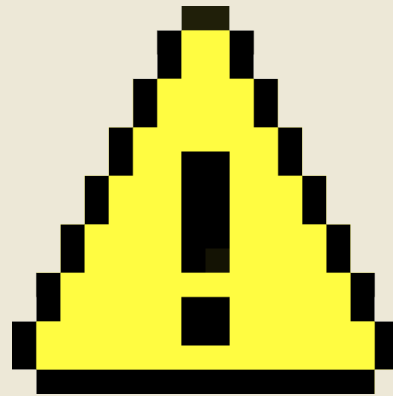
3 GOLDEN RULES

OK

Hide Details <<



INTERNET EXPLORER



RULE #1

MAXIMISE YOUR

SCREEN REAL ESTATE

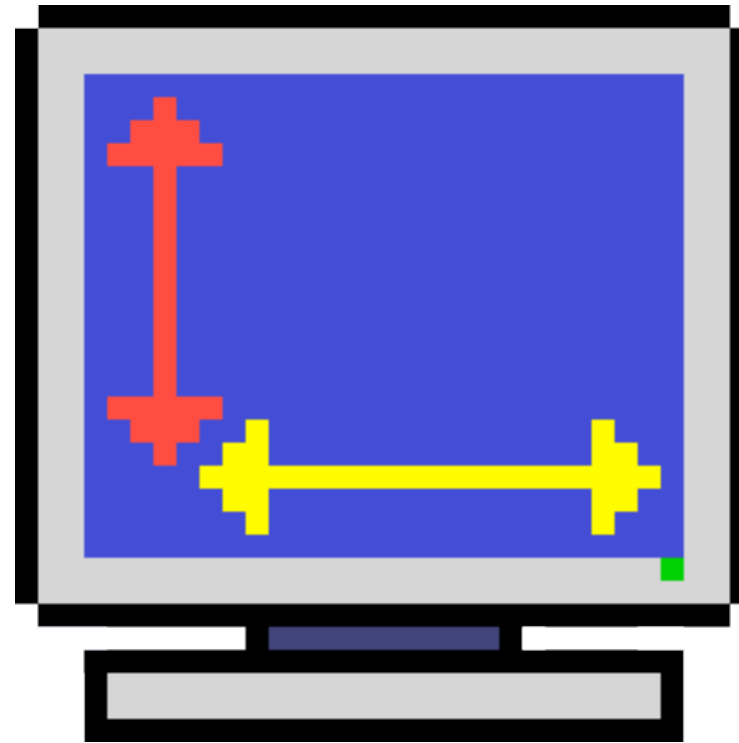
Always display this message when a page contains errors.

OK

Hide Details <<

SCREEN REAL ESTATE

- THE AMOUNT OF VISIBLE SPACE ON A WEB PAGE



- DON'T WASTE YOUR SCREEN REAL ESTATE!

SCREEN REAL ESTATE #1

Royal Kona Coffee Hawaii Shopping Hawaiian Isles Kona Coffee Blend Kauai Maui Molokai ground coffees and Fancy Beans

http://www.siphawaii.com/ Google

Royal Kona Coffee Hawaii Spoil Yourself

TODAYS SPECIAL
Royal Kona
from \$4.99

2009 KAHUNA PERFORMER AWARD

Shop in Paradise
SIPhawaii.com presenting The Isles' Best™

Add Favorites Search Account View > Out

HAWAII SEAL OF QUALITY USDA ORGANIC MEMBER 1% FOR THE PLANET

Eco friendly organic products

Shop In Paradise - E komo mai and Aloha ahiahi - Welcome and Good evening. - **It's Best if it's FRESH from Hawaii!** -

sound free site

Coffee Decaf Organic
Tea Herb Organic Decaf
Macadamia nuts
Island Foods
Bath and Body
Aloha Health +
A little Aloha
Island Music-Video
Buy the Case

KONA COFFEE SALE! 100% ROYAL KONA medium roast

LION Coffee 100% Kona light medium roast - Beans / Ground 9 Pack \$98.99 ~4 Pound

"Thank you for good coffee and good prices". Michelle J. Maryland. Shipping today: Parmeilia, Reno NV, Acworth GA, Pasadena CA, Kingston NY.

SALE Tropical Breakfast Packs Hawaiian Style. An escape from boring breakfasts.

Want to save on your daily office coffee take outs? **INSTANT Kona Coffee Sale @ 25c/Cup!** Want it instantly, hot and quality improvement at a lower price? Check it out!

Coffee - Decaf - Organic 100% Kona coffee from Hawaii

HAWAIIAN BREW
Ukulele Melody
100% KONA COFFEE
FREEZE DRIED INSTANT

PANCAKE MIX Case 15 \$27.90

Coffee from all Hawaiian isles
The best fancy coffee beans grow in Hawaii! Sip some Royal Hawaiian Kona coffee again.

The Hawaiian isles are in the coffee zone. Maui Molokai Oahu Kauai Kona-Hawaii'i. Try our gourmet coffee variety 5 packs

Royal Kona Coffee
9 Pack Variety or Same \$4.99ea

Mountain Roast

ROYAL KONA COFFEE FOR ROYALTY

10% KONA COFFEE BLEND

from **\$4.99**

100% KONA 9-Pack \$98.99

100% KAUAI Coffee 4Lb \$44.99

HOT BUY 100% USA ESTATE ROASTED

Hula Girl Cosmetic Bags - Cell Phone Pouches - Totes

LESPORTISAC

EXCLUSIVE

Hawaii Exclusive Design Travel Accessories Luggage Straps a little aloha - gifts and souvenirs - gift baskets

5 Islands Coffees

9 Pack 4 Lb

Mulvadi Coffee Beans

100% KONA COFFEE

Sampler 5 pack WB / Ground \$79.99

The Year 2012 Hawaiian calendars available NOW!

SHOP SAFE! NO COOL STORAGE

Currency converter

HAWAII

SHOP SAFE! NO COOL STORAGE

VISA

Google

WHY DOES IT SUCK ?

KONA COFFEE SALE! 100% ROYAL KONA me
100% Kona light medium roast - Beans / Ground
ood prices". Michelle J. Maryland. Shipping day: Spain 🇪🇸, Ren
Tropical Breakfast Packs Hawai style. An be t
e take outs? **INSTANT Kona Coffee Sale @ 25c/Cup!** Want it instantly, h

100% Kona coffee from Hawaii

Coffee from all Hawaiian isles
ancy coffee beans grow in Hawaii!
Royal Hawaiian Kona coffee again.



Royal Kona Coffee
9 Pack Variety or Same \$4.99ea



from
\$4.99



100% KONA 9-Pack \$98.99

NO SPACE

BETWEEN

TEXT / IMAGES

THERE IS NO WHITE SPACE

WHY DOES IT SUCK ?



KONA COFFEE SALE! 100% ROYAL KONA m
100% Kona light medium roast - Beans / Ground
ood prices". Michelle J. Maryland. Shipping day: Spain 🇪🇸, Ren
Tropical Breakfast Packs Hawai style. An be t
e take outs? **INSTANT Kona Coffee Sale @ 25c/Cup!** Want it instantly, h
100% Kona coffee from Hawaii
Coffee from all Hawaiian isles
ancy coffee beans grow in Hawaii!
Royal Hawaiian Kona coffee again.
from **\$4.99**
100% KONA 9-Pack \$98.99

NO SPACE

BETWEEN

TEXT / IMAGES

THERE IS NO WHITE SPACE

WHITE SPACE?

- STUDIES OF WEBSITES SHOW:

"...MORE **WHITE SPACE INCREASES COMPREHENSION** AND REDUCES THE TIME REQUIRED TO MOVE THROUGH A WEB PAGE."

WHITE SPACE?

- STUDIES OF WEBSITES SHOW:

"...MORE **WHITE SPACE INCREASES COMPREHENSION** AND REDUCES THE TIME REQUIRED TO MOVE THROUGH A WEB PAGE."

WHITE SPACE?

SO IN EFFECT ...

MAXIMISING SCREEN REAL ESTATE

=

LITTLE OR NO WHITE SPACE

=

WEBSITE THAT SUCKS

WHITE SPACE?

SO IN EFFECT ...

MAXIMISING SCREEN REAL ESTATE

=

LITTLE OR NO WHITE SPACE

=

WEBSITE THAT SUCKS

WHITE SPACE?

SO IN EFFECT ...

MAXIMISING SCREEN REAL ESTATE

=

LITTLE OR NO WHITE SPACE

=

WEBSITE THAT SUCKS

WHITE SPACE?

SO IN EFFECT ...

MAXIMISING SCREEN REAL ESTATE

=

LITTLE OR NO WHITE SPACE

=

WEBSITE THAT SUCKS

SCREEN REAL ESTATE #2

The screenshot shows the homepage of ARNGREN.net, a Norwegian website for electronics and hobbies. The browser address bar shows the URL http://www.arngren.net/. The page features a navigation menu with categories like '23 Butikker', 'Teknologi & Gadgets', 'Index', and 'el-retur'. A search bar is located in the top right corner. The main content area is filled with numerous product advertisements, including:

- Elbil; Arngren-Comarth**: 2WD/4WD, 2 eller 4 seter, kr. 79.998.-
- Forbruker Elektronikk**: 44 Språk-Talende Oversetter m/Norsk, fra kr. 399.-
- Spion-Kamera**: fra kr. 499.-
- RC Flybil VTOL (3ch)**: kr. 249.-
- Elektrisk-ATV**: fra kr. 3999.-
- Elektriske-Biler til Barn, Ungdom & Voksne**: priser fra 1398.- til 2999.-
- RC 4ch Helikopter**: fra kr. 798.-
- RC kamp-Helikopter sett med Laser-Kanon (3ch)**: kr. 299.- (pr. sett)
- EL-Scooter**: Fra kr. 9.998.- (3000w)
- Oppladbar-Lykt (15mill.)**: Verdens Sterkeste, kr. 399.-
- Laser-Show**: fra kr. 599.-
- Kikkert med Digital-Kamera & LCD skjerm**: kr. 1598.-
- Tank**: 72 cm Lang, kr. 998.-
- Hummer el-Bil**: 120cm langt, Computer-styrt
- Elektrisk-ATV 6000 watt**: kr. 59.998.-
- EL-Scooter 5000 watt**: kr. 29.998.-

The left sidebar contains a list of product categories such as Akvarium, Alarm, Alkotester, ATV (el.), Betale, Bil (elektrisk) gas, Bilbane, DAB-Radio, Digital-Kikkert, Disko-Lys, Dummy-Kamera, DVD-Spiller, Elektronikk, EL-Scooter & Bil, Figurer, Golf-biler (m/skilt), Hobby & RC, Hoverpod, HP-Møler (Bil), Isbitmaskin, Kamera (trådløst), Kino (børbar), Kompass (Bil), Laser-Jamer (Bil), Luft-Jekk, Lykt (oppladbar), Mobil-telefon-1, 2, Motorsykel-Mini, Omformer (110V), Oversetter (44 språk), PC-mini (9"), 2, Rakett-Fly, and RC-Produkter. The right sidebar features 'Fjernstyrte Produkter' and 'Forbruker Elektronikk' sections.

SCREEN REAL ESTATE #2



Fly-Bil

Pris kr. 3.200.000,-

dictionary, moped, el-moped, el-scooter, scooter, solcelle ryggsekk, el-sykkel, el sykkel, elektrisk sykke...

1974161 Index
(Fra 07.11.2004)
Søk Arngren.net
Slik Betaler du

Fjernstyrte Produkter

Alle Produktene på denne siden lagerføres hos ARNGREN i Oslo. Se Lagerkoden etter Prisene (lev. 2 - 5 dager):

- er på Lager
- kommer for 3 uker
- lengre enn 3 uker

RC Produkter

120cm langt. Computer-styrt

RC Flybil VTOL(3ch) kr. 249,-

2999,-
1798,-
Barn, Ungdom & Voksne

Kikkert med Digital-Kamera & LCD skjerm kr. 1598,-

Tank 72 cm Lang kr. 998,-

RC-Produkter

RC kamp-Helikopter sett med Laser-Kanon (3ch) kr. 299,- (pr. sett)

Forbruker Elektronikk

Elektriske-
Kjæretøy
Rakett-Fly
Roboter

Hummer el-Bil

Elektrisk-ATV 6000 watt kr. 59.998,-

EL-Scooter 5000 watt kr. 29.998,-

SCREEN REAL ESTATE #2



Fly-Bil

Pris kr. 3.200.000,-

Elvis Roboter



kr. 2999,-

SCREEN REAL ESTATE #3

The screenshot shows a web browser window with the address <http://yvettesbridalformal.com/>. The page is titled "Yvette's Wedding Dresses Panama City Florida Yvette's Yvette's". The content is extremely cluttered with overlapping text boxes and advertisements. Key elements include:

- Navigation and Search:** Browser navigation buttons, a search bar with "yvettes bridal formal", and a home button.
- Central Content:** A central image of a woman's face, possibly a painting, with the text "Welcome to Yvette's !!!" and "Established 1980".
- Left Column:** A vertical stack of boxes: "CLICK HERE TO SIGN YVETTE'S GUEST~BOOK !!", "Yvette's Fashion Models!!", "Yvette's has Gorgeous Gowns full figure!!", and "Jewelry, Pearls, Swarovski Crystals, Necklaces, Earrings, Bracelets, Aurora Borealis".
- Right Column:** A vertical stack of boxes: "Lauren, Brooke & Brittany trying on Gowns @ Yvette's", "Invitations !!", "Easy Yvette's Navigation !!", and "Call to Artists !!".
- Bottom Section:** "Yvette's phone number: (850)~871~3000", "Yvette's Loves You !!", "email Yvette's!", "ENTER YVETTE'S", "*~Pink Links to Your DESIGNERS~*", "Follow the Pink Links to Yvette's !!", and "Yvette's sells tuxedos !!".
- Other Text:** "Miss Sunshine Pageant Pageants", "Map to Yvette's LOCATION!", "Yvette's sells Kitty Chen Couture", "Nous aimons la France.", "Tuxedo rentals starting @ \$65.00", "Yvette's Paintings for sale !!", "Yvette's Bridal Gowns", "Celebrate! Prom 2011 !!", "Apple Pie", "Yvette's is here for YOU !!", and "Celebrate! Prom 2011 !!".

SCREEN REAL ESTATE #3

The screenshot shows a web browser window with the address bar containing <http://yvettesbridalformal.com/>. The page title is "Yvette's Wedding Dresses Panama City Florida Yvette's Yvette's". The browser's search bar contains "yvettes bridal formal".

Callout boxes highlight the following content on the page:

- Miss Sunshine Pageant Pageants** (yellow and green text)
- Map to Yvette's LOCATION!** (purple text on a green background)
- Your DESIGNERS~*** (purple text on a green background)
- Links to Yvette's !! ~*** (purple text on a cyan background)
- Tuxedos !!** (white text on a black background)

Other visible text on the page includes:

- BRIDAL FORMAL PAGEANT PROM HOMECOMING CRUISE HOLIDAY CELEBRATE
- Lauren, Brooke & Brittany trying on Gowns @ Yvette's, click here
- Yvette's is here for YOU !! ~*~*~*
- Celebrate! Prom 2011 !! ~*~*~*
- Apple Pie, please click here ~*
- Invitations !! please click here ~*
- Jewelry, Pearls, Swarovski Crystals, Necklaces, Earrings, Bracelets, Aurora Borealis
- Yvette's Loves You !! ~* Yvette's Loves email Yvette's! click here! ENTER YVETTE
- *~Pink Links to Your DESIGNERS
- Follow the Pink Links to Yvette's !!
- Yvette's sells tuxedos !!
- prom dress

SCREEN REAL ESTATE #3

The screenshot shows a web browser window with the address <http://yvettesbridalformal.com/>. The page is titled "Yvette's Wedding Dresses Panama City Florida Yvette's Yvette's". The content is extremely cluttered with overlapping text boxes and advertisements. Key elements include:

- Navigation and Search:** Browser navigation buttons, a search bar with "yvettes bridal formal", and a home button.
- Central Content:** A central image of a woman's face, possibly a painting, with the text "Welcome to Yvette's !!!" and "Established 1980".
- Left Column:** A vertical stack of boxes: "CLICK HERE TO SIGN YVETTE'S GUEST~BOOK !!", "Yvette's Fashion Models!!", "Yvette's has Gorgeous Gowns full figure!!", and "Jewelry, Pearls, Swarovski Crystals, Necklaces, Earrings, Bracelets, Aurora Borealis".
- Right Column:** A vertical stack of boxes: "Lauren, Brooke & Brittany trying on Gowns @ Yvette's", "Invitations !!", "Easy Yvette's Navigation !!", "Yvette's Paintings for sale !!", "Call to Artists !!", and "Yvette's habla poquito espanola !!".
- Bottom Section:** "Yvette's phone number: (850)~871~3000", "Yvette's Loves You !!", "email Yvette's!", "ENTER YVETTE'S", "*~Pink Links to Your DESIGNERS~*", "Follow the Pink Links to Yvette's !!", and "Yvette's sells tuxedos !!".
- Other Text:** "Miss Sunshine Pageant Pageants", "Map to Yvette's LOCATION!", "Yvette's sells Kitty Chen Couture", "Nous aimons la France.", "Tuxedo rentals starting @ \$65.00", "Yvette's Bridal Gowns", "Celebrate! Prom 2011 !!", "Apple Pie", "Yvette's is here for YOU !!", and "Celebrate! Prom 2011 !!".

KEYWORD RICH #4

新浪首页

http://www.sina.com.cn/

登录名 密码 选择去向 会员中心 客服帮助 企业邮箱

sina 新浪网
sina.com.cn

北京 晴 25~12°C

新闻 | 军事 | 社会 | 体育 | 英超 | NBA | 博客 | 微博 | 草根 | 读书 | 教育 | 健康 | 空间 | 邮箱 | 出国 | 城市 | 广东 | 上海 | 高尔夫 | 下载 | 导航
财经 | 股票 | 基金 | 娱乐 | 明星 | 音乐 | 视频 | 播客 | 大片 | 女性 | 星座 | 育儿 | 论坛 | 交友 | SHOW | 生活 | 旅游 | 电商 | 商城 | 天气 | 爱问
科技 | 手机 | 数码 | 汽车 | 图库 | 车型 | 房产 | 地产 | 家居 | 乐库 | 尚品 | 收藏 | 游戏 | 玩玩 | 中医 | 短信 | 应用 | 手游 | 彩票 | 公益 | 世园

热销
打呼噜一轻松止鼾!
让女性满足秘密武器
春季减肥一1天瘦1斤
打呼噜一心肌梗死!
女星曝一私家丰胸法
女人更年期一怎么办
咖啡减肥一杯瘦3斤

商机
A罩杯-C罩杯(视频)
明星夏季减肥绝招!

旅游
蓝岸丽舍 29栋开售
京周边房产六千每平

疯狂
财富公馆 御河城堡
地铁精装 一步到位

重新发明生活2011
世华泊郡 办卡优惠

180平米纯质大宅
百度乐居一站式服务

翠金湖5.1盛大开盘
中信地产 九盘联动

环京5大热点置业区
地铁沿线租房1000元
史上最惨淡房交会
买便宜房必看5区域
环京5大热点置业区
突破南漂咋买房
羊城二手房价格
威廉750英镑婚房
海南五一看房招募

租房 买房 家电 Yi@ISOO

请输入关键字

1000元内家电齐全出租房

搜索 新闻 图片 博客 视频 音乐 知识人 资料 地图 汽车 楼盘 铃声 手游

热门搜索
副市长小金库 西安免费发菜

热门品牌专区

优惠活动
强生美肌 北京奔驰 天天网

教育 培训 招生 出国

2011澳际美国名校面试会
复旦地产/金融/私募PE
北大私募股权企业上市班
复旦金融/私募5月开学
上海交大安泰EMBA
北大汇丰三千私募PE生
美国名校荟萃相约金吉列

视频

洪荒神话
神话魔宠 缔造传奇
新浪双线一区旷世开启

新闻 北京时间:2011.5.1

- 刑法修正案等一批法律法规今起实施
- 我国考虑从叙利亚撤离中国公民 反对联合国对叙谴责
- 北方10省区遭沙尘侵袭影响9千万人 北京空气中度污染
- 我国同马来西亚和印尼达成总额130亿美元协议
- 党史上的今天:内蒙古自治政府成立 建党90年 汶川重建
- 专题: 英国威廉王子与凯特成婚

DOESN'T SUCK ?

ALEXA.COM WEB STATISTICS:

- 3RD MOST VIEWED SITE IN CHINA
- 13TH MOST VIEWED SITE IN THE WORLD

SO... WHY DOES IT NOT SUCK?

DOESN'T SUCK ?

ALEXA.COM WEB STATISTICS:

- 3RD MOST VIEWED SITE IN CHINA

- 13TH MOST VIEWED SITE IN THE WORLD

SO... WHY DOES IT NOT SUCK?

DOESN'T SUCK ?

ALEXA.COM WEB STATISTICS:

- 3RD MOST VIEWED SITE IN CHINA
- 13TH MOST VIEWED SITE IN THE WORLD

SO... WHY DOES IT NOT SUCK?

DOESN'T SUCK ?

ALEXA.COM WEB STATISTICS:

- 3RD MOST VIEWED SITE IN CHINA
- 13TH MOST VIEWED SITE IN THE WORLD

SO... WHY DOES IT NOT SUCK?

CHINESE WEBSITES

MKT - CHINA.COM SAY:

"CHINESE AUDIENCES PREFER TO SORT THROUGH LARGE AMOUNTS OF VISUAL INFORMATION QUICKLY RATHER THAN NAVIGATE THROUGH MANY SUBPAGES OF NAVIGATION."

- SIMILAR TO MY OWN EXPERIENCES

- IN CHINA, LESS WHITE SPACE = AMAZING!

CHINESE WEBSITES

MKT - CHINA.COM SAY:

"CHINESE AUDIENCES PREFER TO SORT THROUGH LARGE AMOUNTS OF VISUAL INFORMATION QUICKLY RATHER THAN NAVIGATE THROUGH MANY SUBPAGES OF NAVIGATION."

- SIMILAR TO MY OWN EXPERIENCES

- IN CHINA, LESS WHITE SPACE = AMAZING!

CHINESE WEBSITES

MKT-CHINA.COM SAY:

"CHINESE AUDIENCES PREFER TO SORT THROUGH LARGE AMOUNTS OF VISUAL INFORMATION QUICKLY RATHER THAN NAVIGATE THROUGH MANY SUBPAGES OF NAVIGATION."

- SIMILAR TO MY OWN EXPERIENCES

- IN CHINA, LESS WHITE SPACE = AMAZING!

CHINESE WEBSITES

MKT-CHINA.COM SAY:

"CHINESE AUDIENCES PREFER TO SORT THROUGH LARGE AMOUNTS OF VISUAL INFORMATION QUICKLY RATHER THAN NAVIGATE THROUGH MANY SUBPAGES OF NAVIGATION."

- SIMILAR TO MY OWN EXPERIENCES

- IN CHINA, LESS WHITE SPACE = AMAZING!

RULE # 1.

MAXIMISING SCREEN REAL ESTATE

=

LESS WHITE SPACE

=

SUCKS!

RULE # 1.

MAXIMISING SCREEN REAL ESTATE

=

LESS WHITE SPACE

=

SUCKS!

RULE # 1.

MAXIMISING SCREEN REAL ESTATE

=

LESS WHITE SPACE

=

SUCKS!

RULE # 1.

MAXIMISING SCREEN REAL ESTATE

=

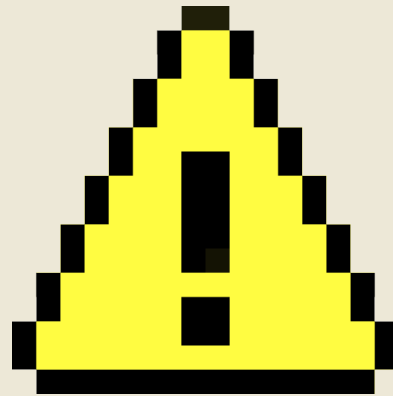
LESS WHITE SPACE

=

USUALLY... SUCKS!



INTERNET EXPLORER



RULE #2

MYSTERY MEAT

NAVIGAT ION

Always display this message when a page contains errors.

OK

Hide Details <<

MYSTERY MEAT ?

- SCHOOL CAFETERIA FOOD
- UNIDENTIFIABLE PROCESSED MEAT PRODUCT

WHAT IS IT ???



MYSTERY MEAT ?

- SCHOOL CAFETERIA FOOD
- UNIDENTIFIABLE PROCESSED MEAT PRODUCT

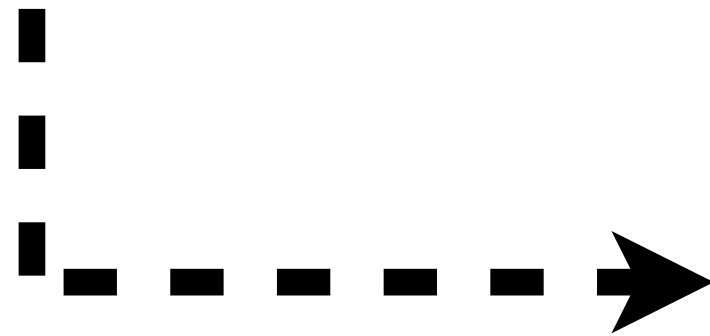
WHAT IS IT ???



MYSTERY MEAT ?

- SCHOOL CAFETERIA FOOD
- UNIDENTIFIABLE PROCESSED MEAT PRODUCT

WHAT IS IT ???



MYSTERY MEAT?

- WHAT DOES THAT HAVE TO DO WITH WEBSITES?

- CAN BE FOUND ON..

"... WEBSITES WHICH ARE **DIFFICULT FOR USERS TO DISCERN** THE DESTINATIONS OF **NAVIGATIONAL LINKS** OR, EVEN TO DETERMINE WHERE THE LINKS ARE."

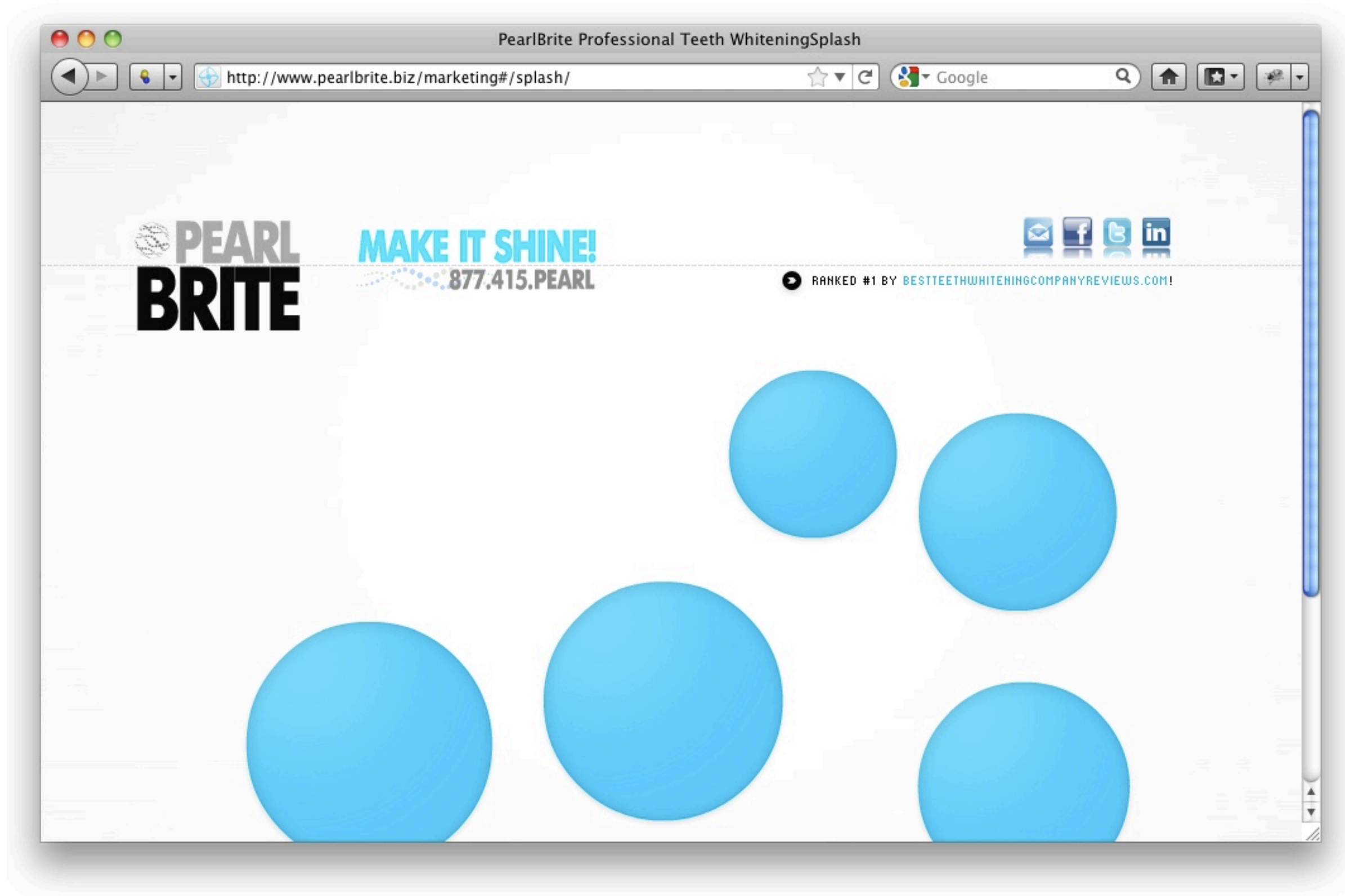
MYSTERY MEAT?

- WHAT DOES THAT HAVE TO DO WITH WEBSITES?

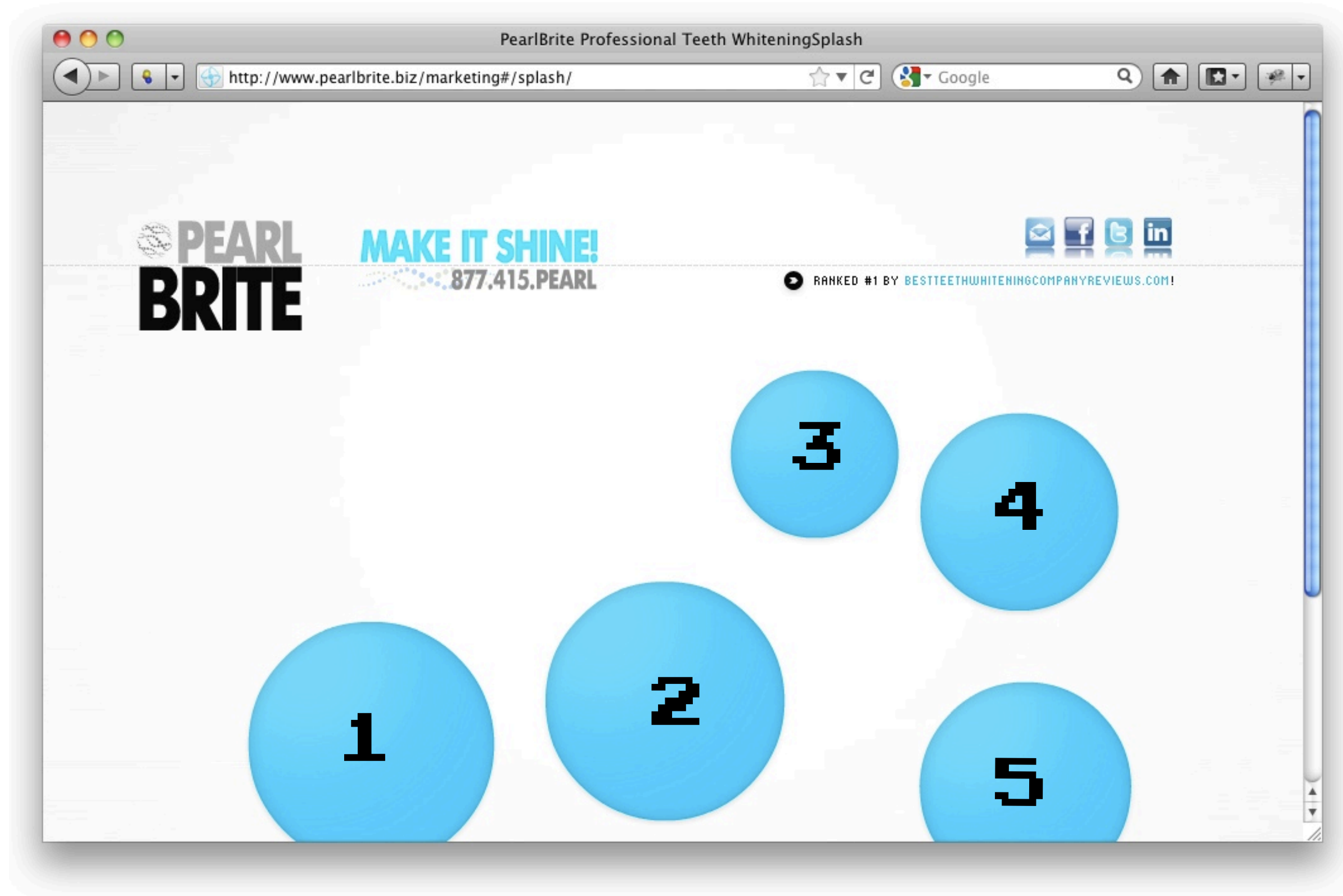
- CAN BE FOUND ON..

"... WEBSITES WHICH ARE **DIFFICULT FOR USERS TO DISCERN** THE DESTINATIONS OF **NAVIGATIONAL LINKS** OR, EVEN TO DETERMINE WHERE THE LINKS ARE."

MYSTERY MEAT #1

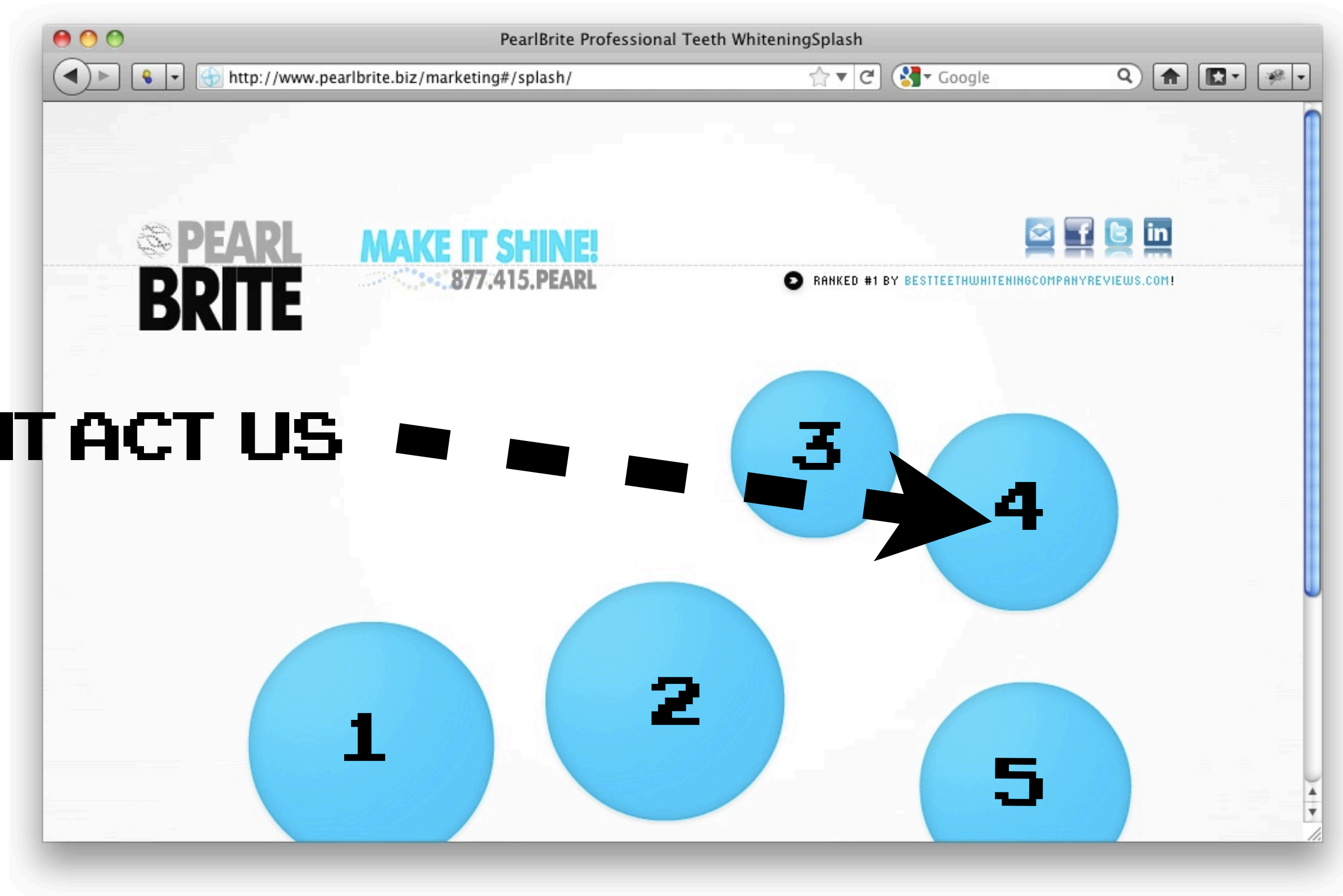


MYSTERY MEAT #1



MYSTERY MEAT #1

CONTACT US



WHY DOES IT SUCK ?



IS THIS A LINK ?

WHERE DOES IT GO ?

WHERE TO CLICK?

- JAKOB NIELSEN, USABILITY GURU, SAYS:

" MAKE NAVIGATIONAL ELEMENTS DIFFERENT ENOUGH FROM ONE ANOTHER SO THAT USERS WILL BE ABLE TO UNDERSTAND THE DIFFERENCE IN THEIR MEANING."

- BADLY LABELLED LINKS = SUCKS!

WHERE TO CLICK?

- JAKOB NIELSEN, USABILITY GURU, SAYS:

" MAKE NAVIGATIONAL ELEMENTS DIFFERENT ENOUGH FROM ONE ANOTHER SO THAT USERS WILL BE ABLE TO UNDERSTAND THE DIFFERENCE IN THEIR MEANING."

- BADLY LABELLED LINKS = SUCKS!

WHERE TO CLICK?

- JAKOB NIELSEN, USABILITY GURU, SAYS:

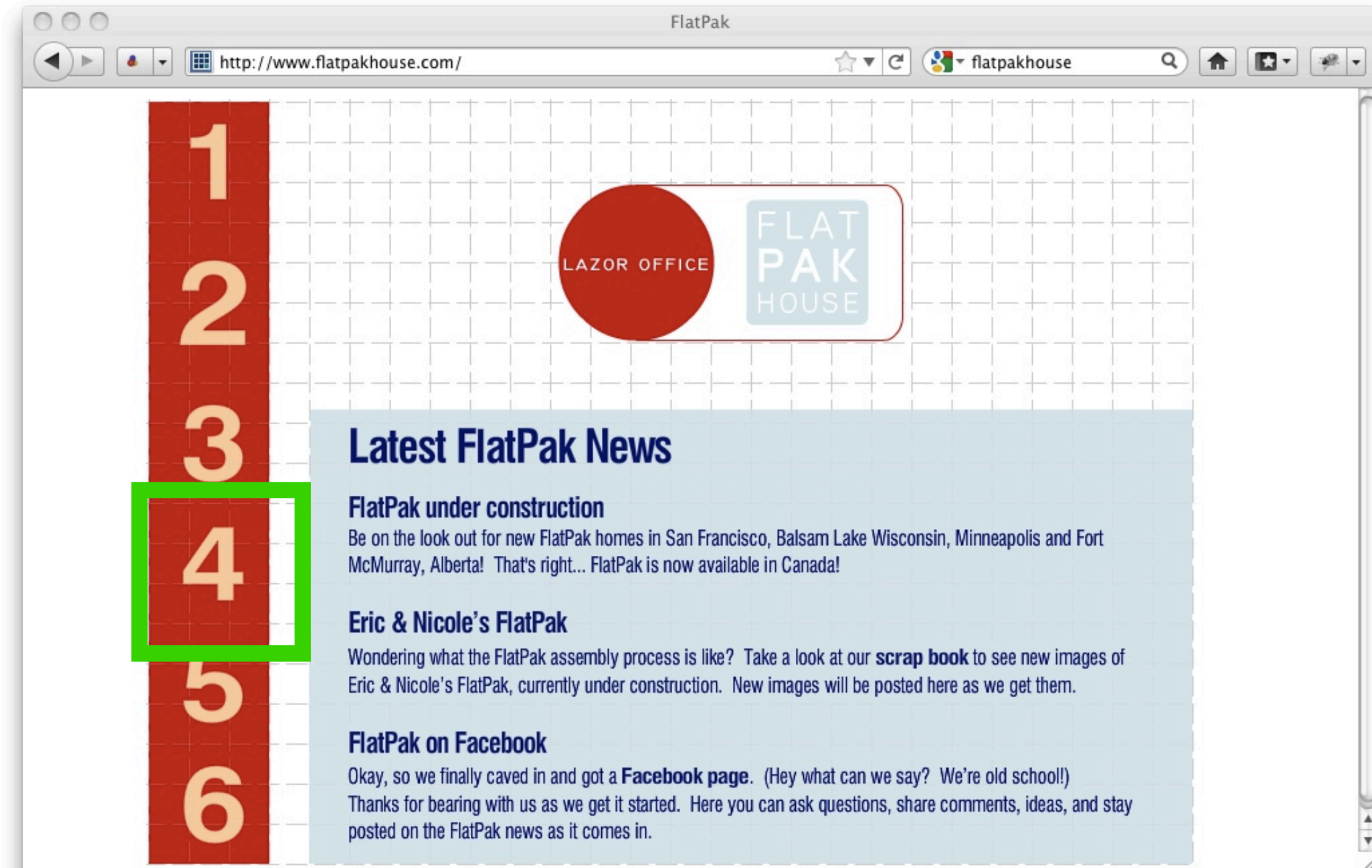
" MAKE NAVIGATIONAL ELEMENTS DIFFERENT ENOUGH FROM ONE ANOTHER SO THAT USERS WILL BE ABLE TO UNDERSTAND THE DIFFERENCE IN THEIR MEANING."

- BADLY LABELLED LINKS = SUCKS!

MYSTERY MEAT #2



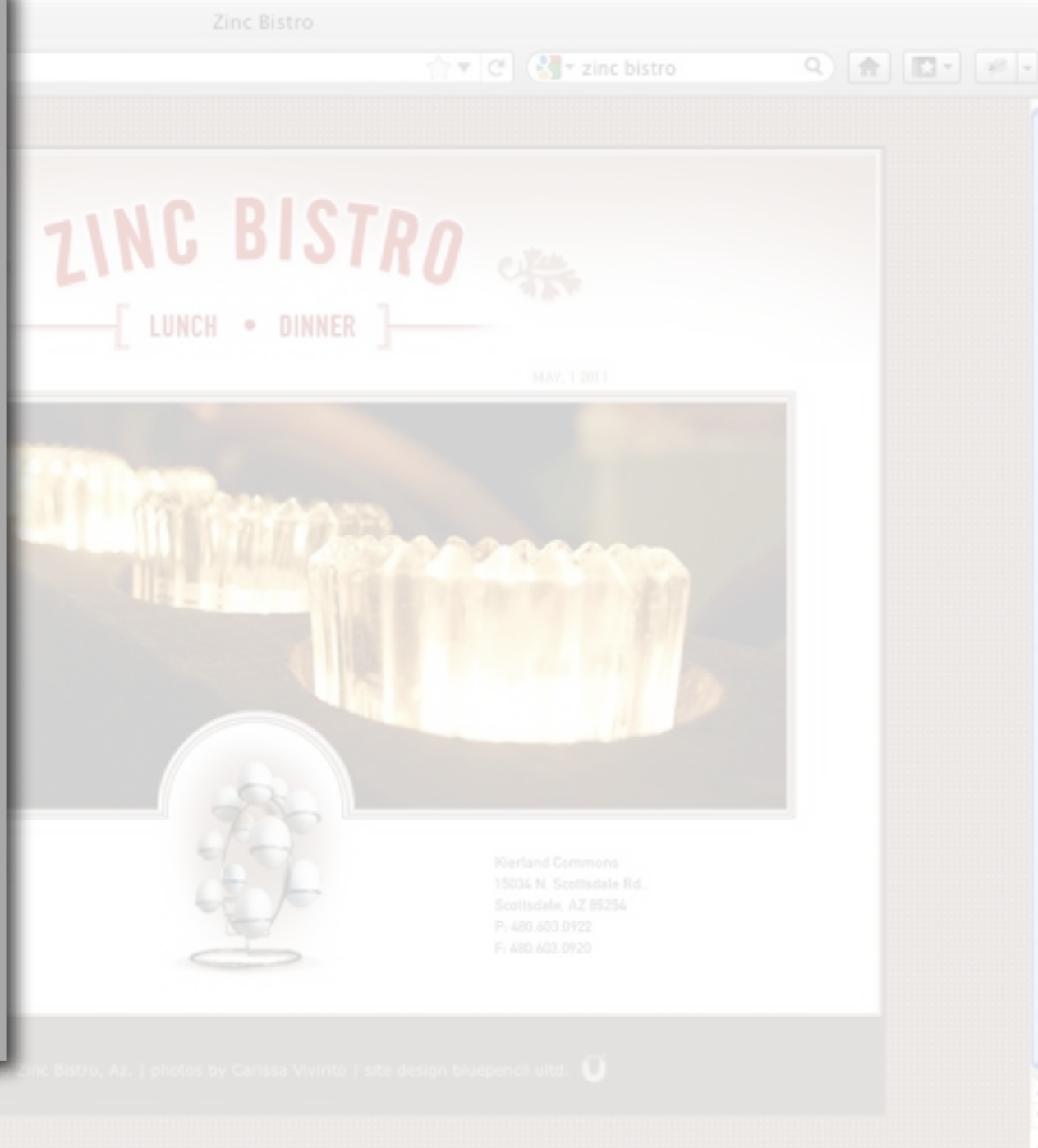
MYSTERY MEAT #2



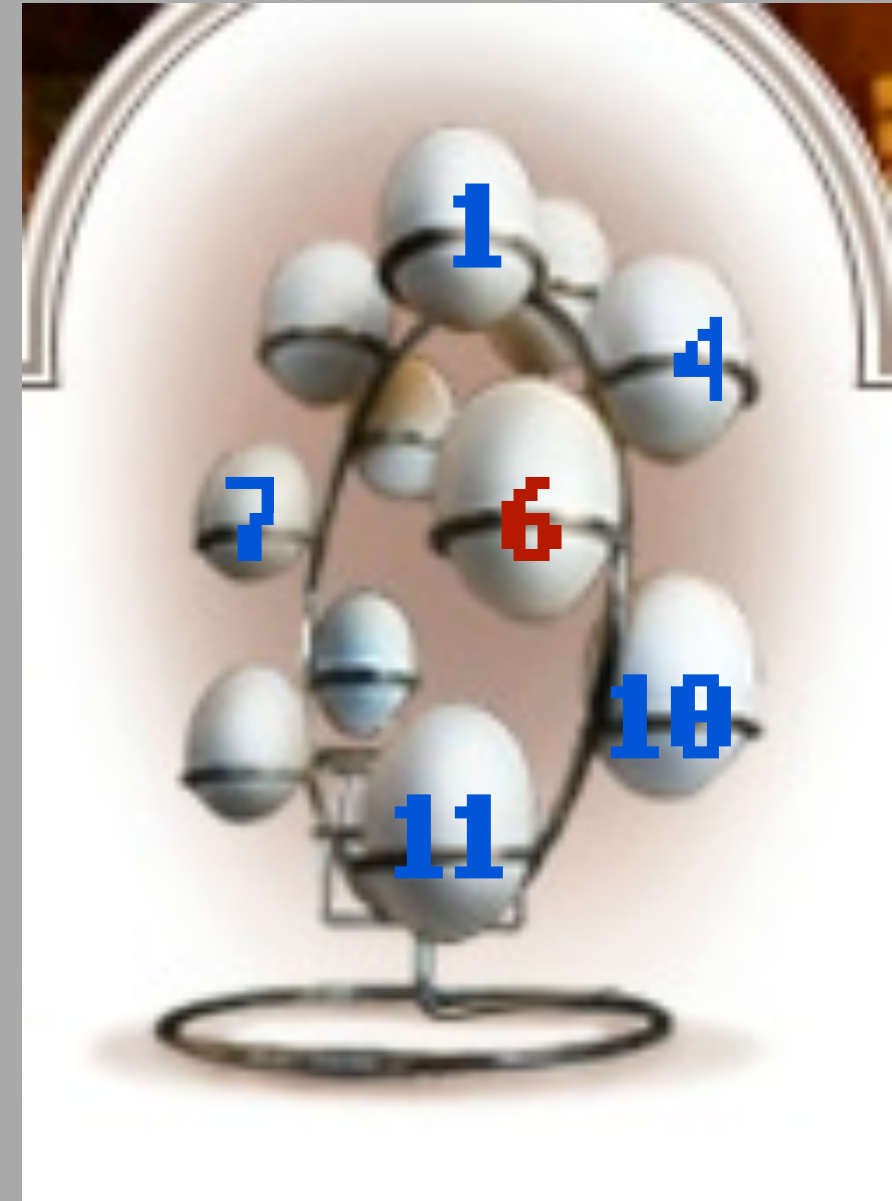
MYSTERY MEAT #3



MYSTERY MEAT #3



MYSTERY MEAT #3



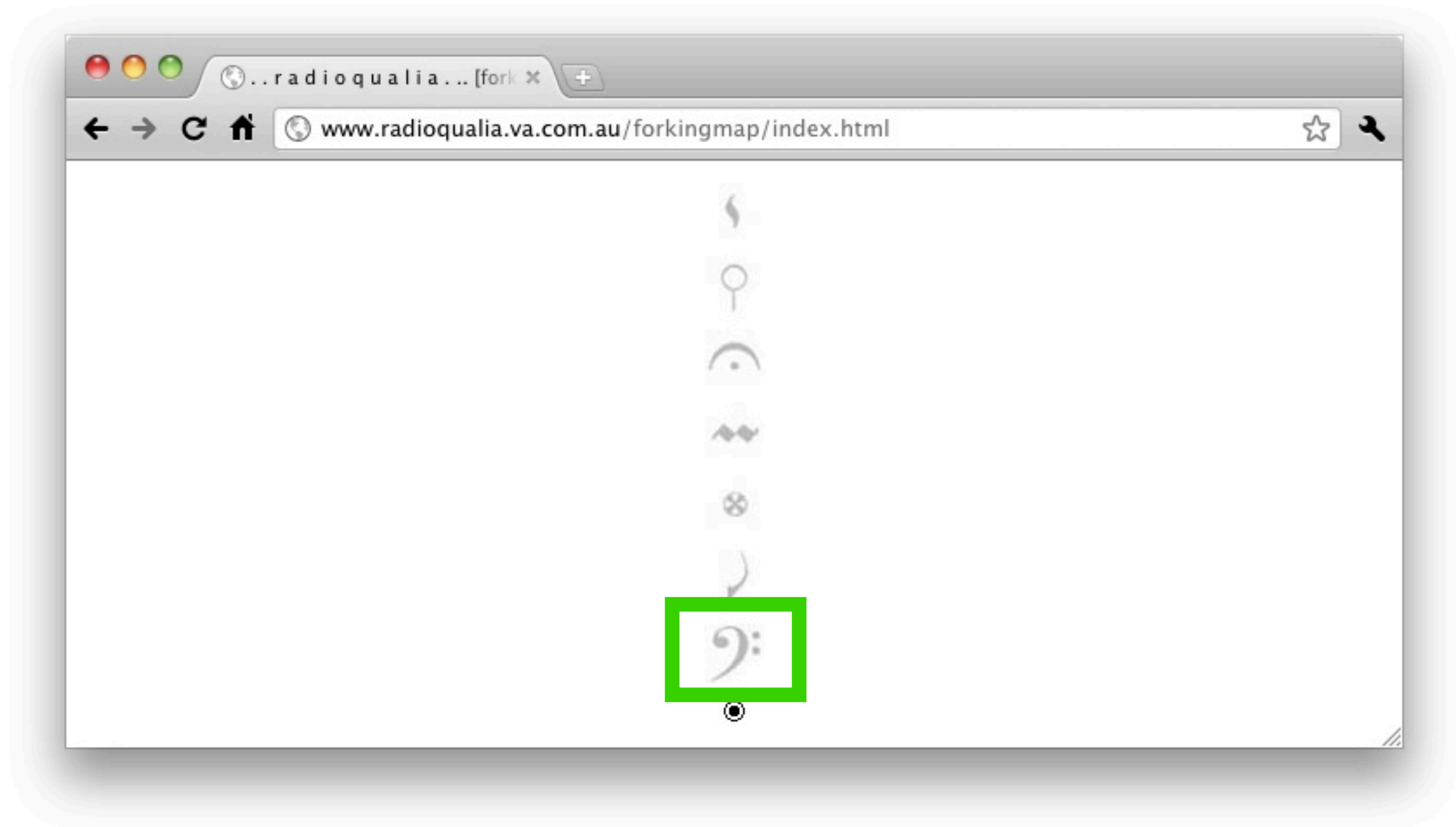
MYSTERY MEAT #3



MYSTERY MEAT #4



MYSTERY MEAT #4



RULE # 2

MYSTERY MEAT NAVIGATION

=

CONFUSED USERS

=

SUCKS!

RULE # 2

MYSTERY MEAT NAVIGATION

=

CONFUSED USERS

=

SUCKS!

RULE # 2

MYSTERY MEAT NAVIGATION

=

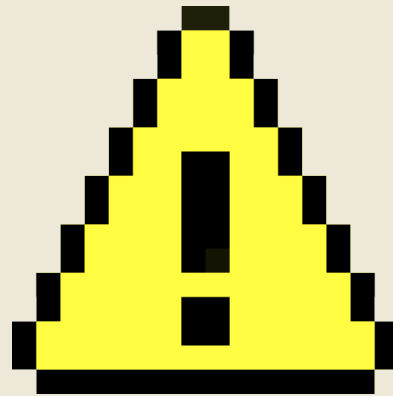
CONFUSED USERS

=

SUCKS!



INTERNET EXPLORER



RULE #3

**MAKE YOUR FIRST
IMPRESSION COUNT**

Always display this message when a page contains errors.

OK

Hide Details <<

FIRST IMPRESSIONS

- USERS **SEARCHES** FOR INFORMATION.
- USERS **QUICKLY EVALUATE** NEW WEB PAGES.
- IF THEY CANNOT FIND WHAT THEY WANT **THEY WILL MOVE ON.**
- A STUDY SHOWED THAT **OVER TWO-THIRDS** OF PARTICIPANTS **VIEWED** FOR **LESS THAN 12 SECONDS.**

FIRST IMPRESSIONS

- USERS **SEARCHES** FOR INFORMATION.
- USERS **QUICKLY EVALUATE** NEW WEB PAGES.
- IF THEY CANNOT FIND WHAT THEY WANT **THEY WILL MOVE ON.**
- A STUDY SHOWED THAT **OVER TWO-THIRDS** OF PARTICIPANTS **VIEWED** FOR **LESS THAN 12 SECONDS.**

FIRST IMPRESSIONS

- USERS **SEARCHES** FOR INFORMATION.
- USERS **QUICKLY EVALUATE** NEW WEB PAGES.
- IF THEY CANNOT FIND WHAT THEY WANT **THEY WILL MOVE ON.**
- A STUDY SHOWED THAT **OVER TWO-THIRDS** OF PARTICIPANTS **VIEWED** FOR **LESS THAN 12 SECONDS.**

FIRST IMPRESSIONS

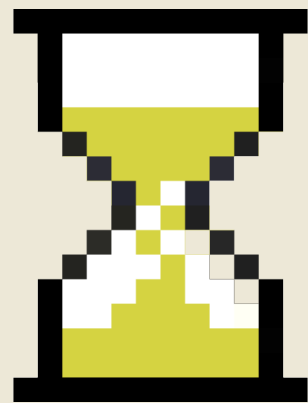
- USERS **SEARCHES** FOR INFORMATION.
- USERS **QUICKLY EVALUATE** NEW WEB PAGES.
- IF THEY CANNOT FIND WHAT THEY WANT **THEY WILL MOVE ON.**
- A STUDY SHOWED THAT **OVER TWO-THIRDS** OF PARTICIPANTS **VIEWED** FOR **LESS THAN 12 SECONDS.**

FIRST IMPRESSIONS

- USERS **SEARCHES** FOR INFORMATION.
- USERS **QUICKLY EVALUATE** NEW WEB PAGES.
- IF THEY CANNOT FIND WHAT THEY WANT **THEY WILL MOVE ON.**
- A STUDY SHOWED THAT **OVER TWO-THIRDS** OF PARTICIPANTS **VIEWED** FOR **LESS THAN 12 SECONDS.**



INTERNET EXPLORER

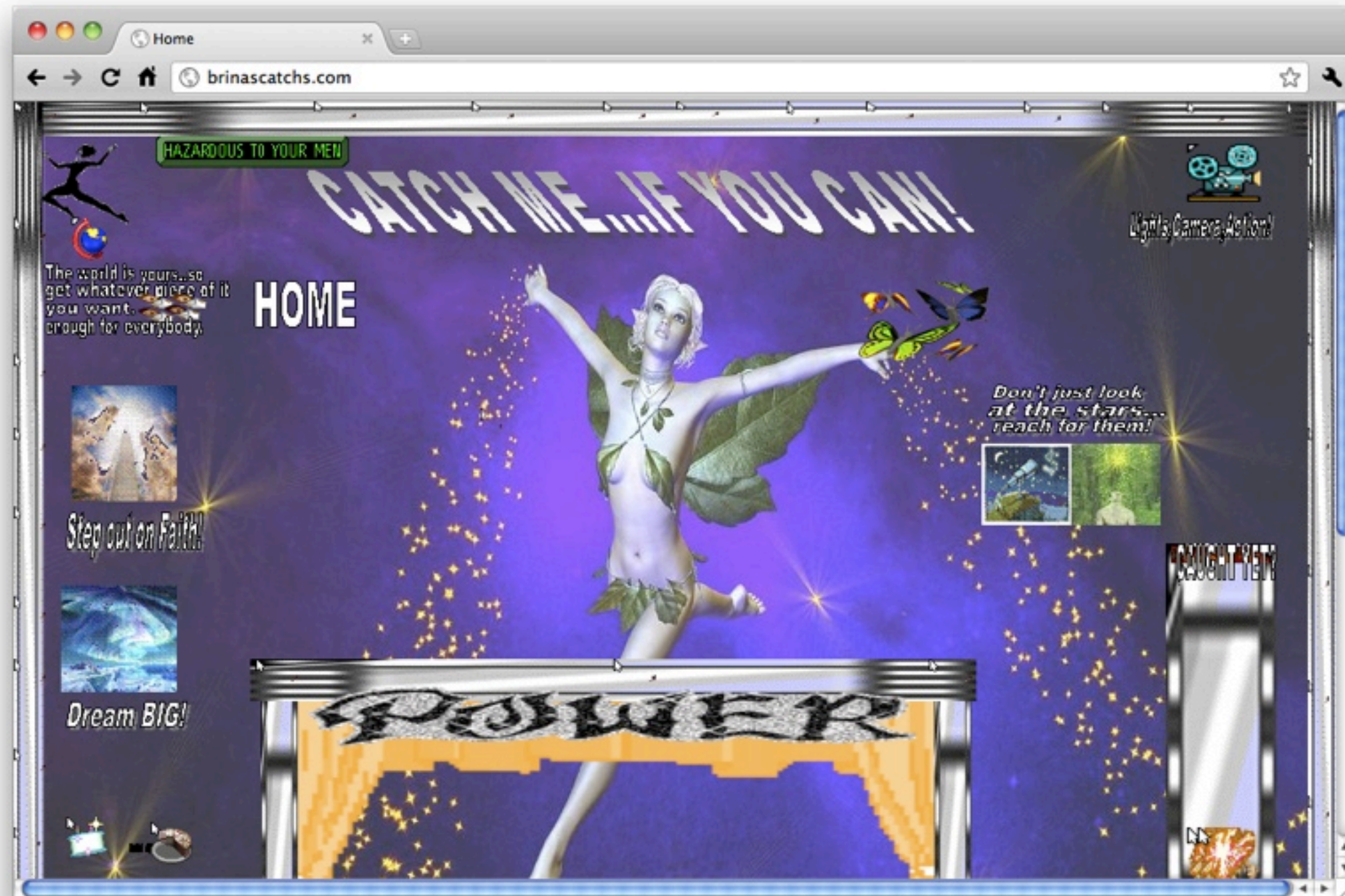


TRY IT OUT!

YOU HAVE 12 SECONDS

OK

FIRST IMPRESSIONS #1



WHY DOES IT SUCK ?

LOOK FOR TEXT THAT EXPLAINS THE WEBSITE



"THE WORLD IS YOURS... SO GET
WHATEVER PIECE OF IT YOU WANT,
ENOUGH FOR EVERYBODY."

"STEP OUT ON FAITH."

NO MENTION OF SINGING,
DANCING OR ACTING

WHY DOES IT SUCK ?

LOOK FOR TEXT THAT EXPLAINS THE WEBSITE



"THE WORLD IS YOURS...SO GET
WHATEVER PIECE OF IT YOU WANT.
ENOUGH FOR EVERYBODY."

"STEP OUT ON FAITH."

NO MENTION OF SINGING,
DANCING OR ACTING

WHY DOES IT SUCK ?

LOOK FOR TEXT THAT EXPLAINS THE WEBSITE



"THE WORLD IS YOURS... SO GET
WHATEVER PIECE OF IT YOU WANT.
ENOUGH FOR EVERYBODY."

"STEP OUT ON FAITH."

NO MENTION OF SINGING,
DANCING OR ACTING

WHY DOES IT SUCK ?

LOOK FOR TEXT THAT EXPLAINS THE WEBSITE

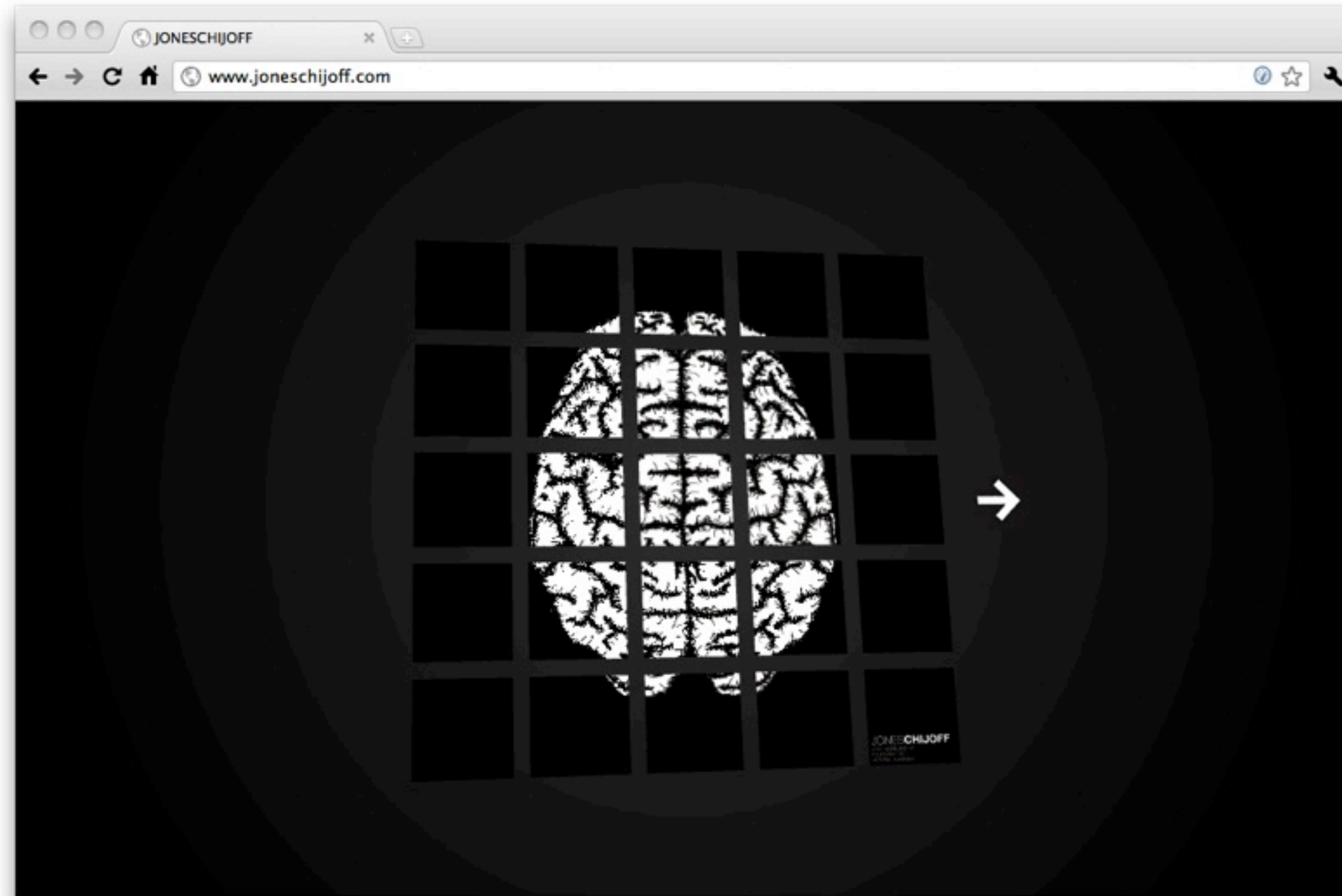


"THE WORLD IS YOURS... SO GET
WHATEVER PIECE OF IT YOU WANT.
ENOUGH FOR EVERYBODY."

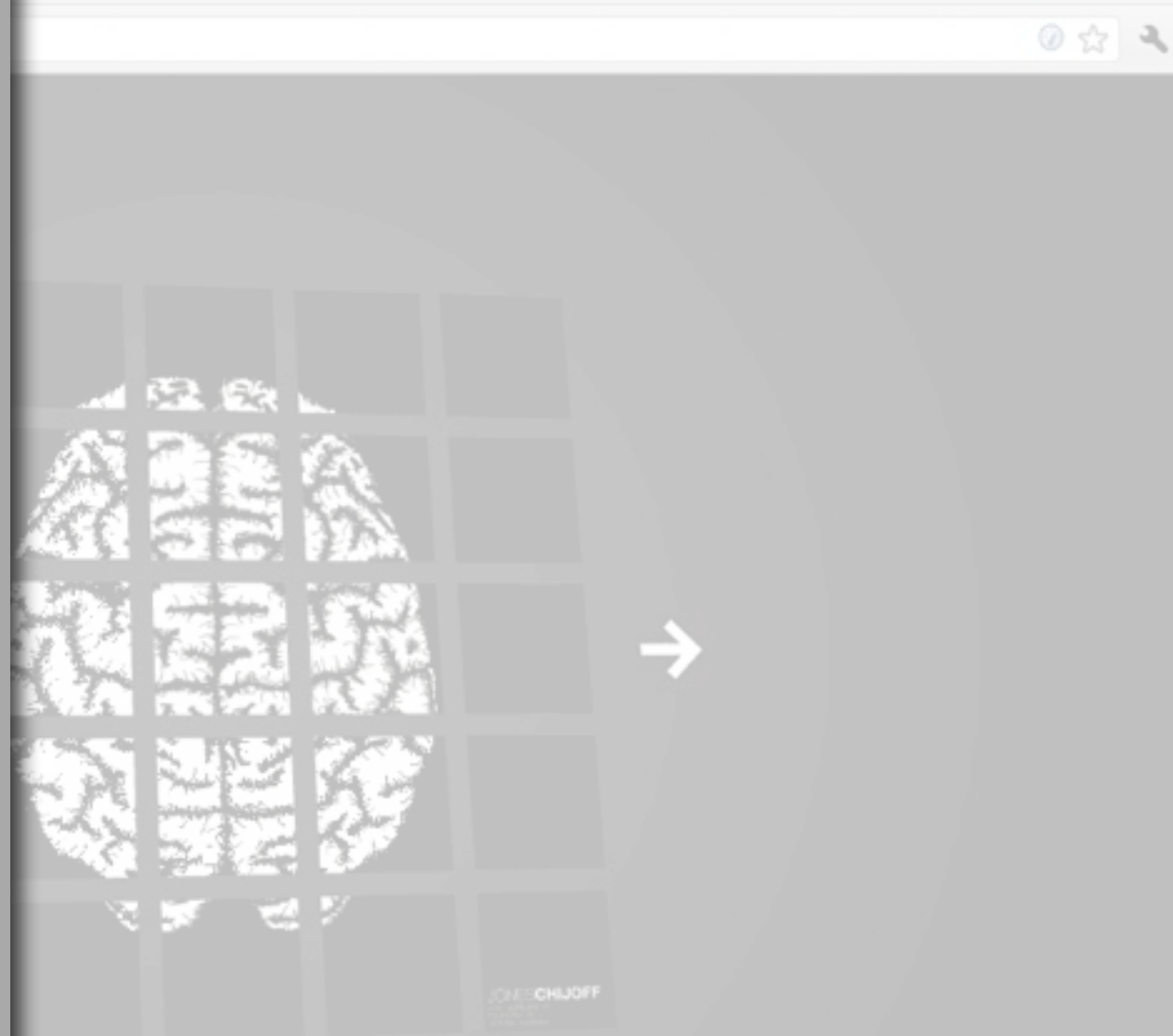
"STEP OUT ON FAITH."

NO MENTION OF **SINGING,**
DANCING OR ACTING

FIRST IMPRESSIONS #2



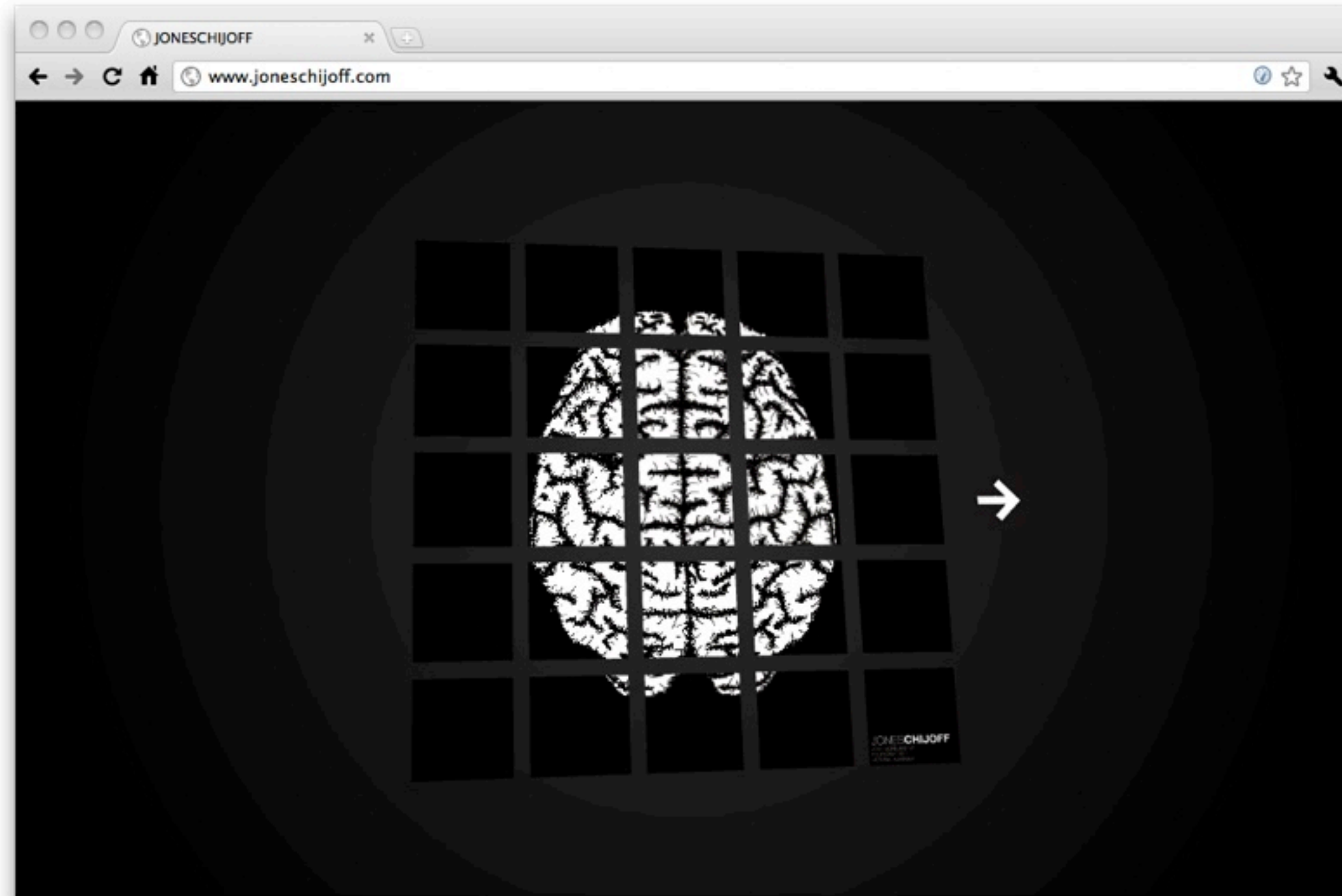
FIRST IMPRESSIONS #2



FIRST IMPRESSIONS #2



FIRST IMPRESSIONS #2



RULE # 3

USER CANNOT UNDERSTAND
YOUR WEBSITE IN 12 SECONDS

=

MAKE A BAD FIRST IMPRESSION

=

SUCKS!

RULE # 3

USER CANNOT UNDERSTAND
YOUR WEBSITE IN 12 SECONDS

=

MAKE A BAD FIRST IMPRESSION

=

SUCKS!

RULE # 3

USER CANNOT UNDERSTAND
YOUR WEBSITE IN 12 SECONDS

=

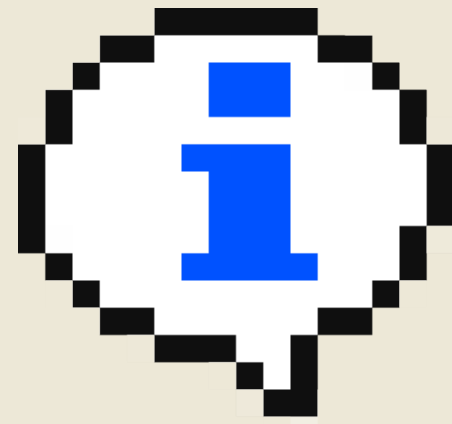
MAKE A BAD FIRST IMPRESSION

=

SUCKS!



INTERNET EXPLORER



THERE YOU GO!

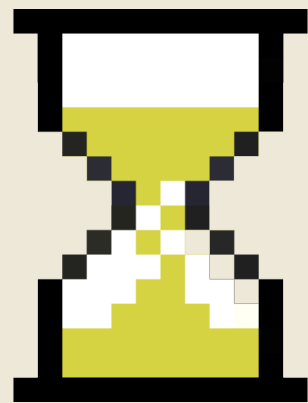
3 EASY RULES

OK

Hide Details <<



INTERNET EXPLORER



THERE IS MORE!

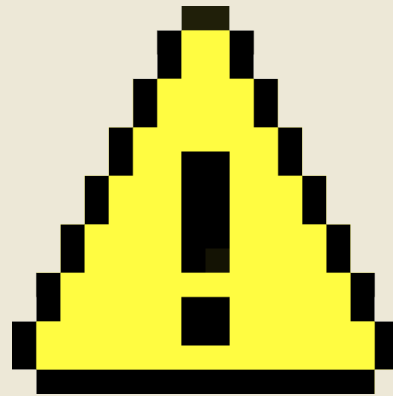
LOADING CD 2

OK

Hide Details <<



INTERNET EXPLORER



BONUS RULE!

BUILD YOUR SITE

IN ADOBE FLASH

Always display this message when a page contains errors.

OK

Hide Details <<

FLASH

WHY DO FLASH WEBSITES SUCK ?

- LONG LOAD TIMES
- BAD FOR SEARCH ENGINES
- DOES NOT WORK ON APPLE DEVICES

FLASH

WHY DO FLASH WEBSITES SUCK ?

- LONG LOAD TIMES
- BAD FOR SEARCH ENGINES
- DOES NOT WORK ON APPLE DEVICES

FLASH

WHY DO FLASH WEBSITES SUCK ?

- LONG LOAD TIMES

- BAD FOR SEARCH ENGINES

- DOES NOT WORK ON APPLE DEVICES

FLASH

WHY DO FLASH WEBSITES SUCK ?

- LONG LOAD TIMES
- BAD FOR SEARCH ENGINES
- DOES NOT WORK ON APPLE DEVICES

FLASH



"...FLASH IS A SPAGHETTI-BALL PIECE OF TECHNOLOGY THAT HAS LOUSY PERFORMANCE AND REALLY BAD SECURITY PROBLEMS..."

- STEVE JOBS, CEO OF APPLE

FLASH

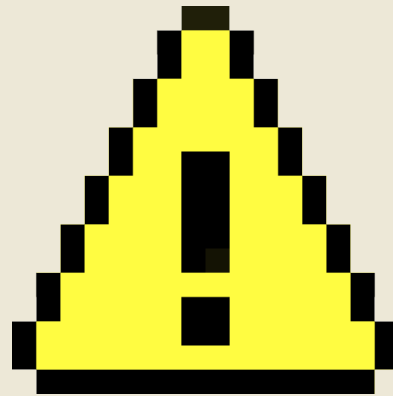


"...FLASH IS A
SPAGHETTI-BALL PIECE
OF TECHNOLOGY THAT HAS
LOUSY PERFORMANCE AND
REALLY BAD SECURITY
PROBLEMS..."

- STEVE JOBS, CEO OF APPLE



INTERNET EXPLORER



WAIT!
THERE ARE SOME
EXCEPTIONS ...

Always display this message when a page contains errors.

OK

Hide Details <<

FLASH & MONNET

- WWW.MONNET2010.COM
- MONNET EXHIBITION, PARIS
- COMBINING ANIMATION,
SOUND AND INTERACTION.



FLASH & MONNET

- WWW.MONNET

- MONNET EXH

- COMBINING

SOUND AND I



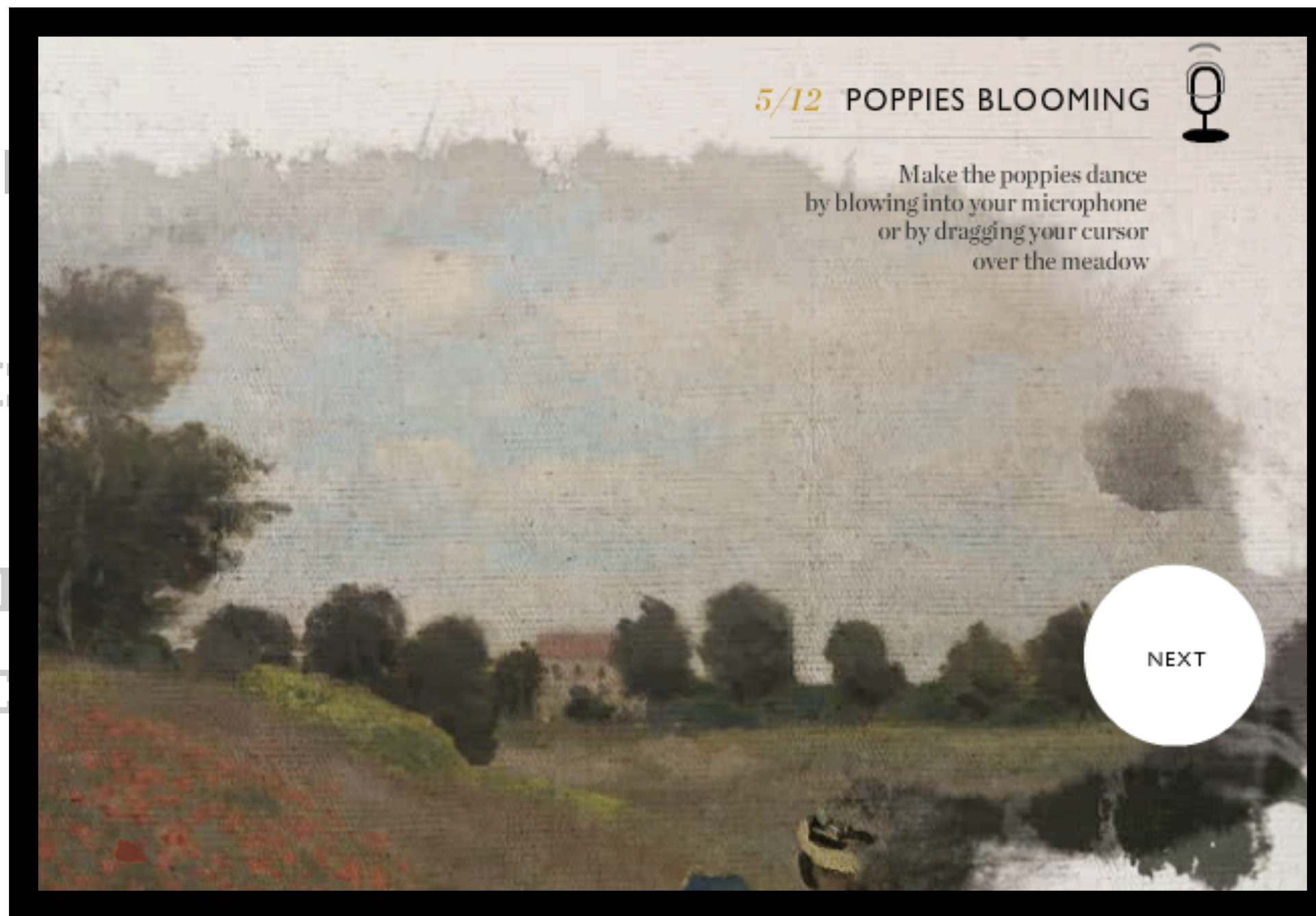
FLASH & MONNET

- WWW.MONNET

- MONNET E

- COMBINI

SOUND AND



FLASH & MONNET

- WWW.MONNET.COM

- MONNET EN

- COMBINING

SOUND AND

**MONNET + FLASH
=
DOES NOT SUCK**



BONUS RULE

BUILD YOUR WEBSITE
IN **ADOBE FLASH**

=

SLOW, BAD FOR SEO, BAD FOR APPLE

=

SUCKS!

BONUS RULE

BUILD YOUR WEBSITE
IN ADOBE FLASH

=

SLOW, BAD FOR SEO, BAD FOR APPLE

=

SUCKS!

BONUS RULE

BUILD YOUR WEBSITE
IN ADOBE FLASH

=

SLOW, BAD FOR SEO, BAD FOR APPLE

=

SUCKS!

BONUS RULE

BUILD YOUR WEBSITE
IN ADOBE FLASH

=

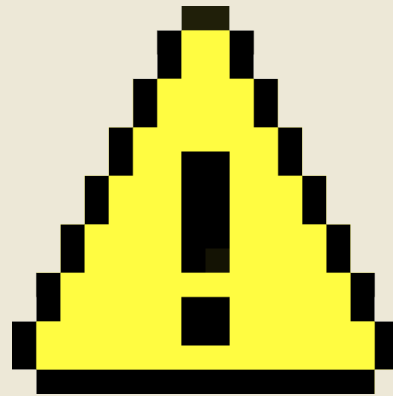
SLOW, BAD FOR SEO, BAD FOR APPLE

=

USUALLY... SUCKS!



INTERNET EXPLORER



BONUS RULE!
ONE BROWSER
FITS ALL

Always display this message when a page contains errors.

OK

Hide Details <<

ONE BROWSER ...

"ONE SIZE FITS ALL" IS A DESCRIPTION FOR
A PRODUCT THAT WOULD **FIT IN ALL INSTANCES.**

- WIKIPEDIA

- THERE ARE MANY DIFFERENT WEB BROWSERS
- DESIGN YOUR SITE USING **ONLY ONE WEB BROWSER ...**
- ONE WEB BROWSER IS AS GOOD AS ANOTHER ???

ONE BROWSER ...

"ONE SIZE FITS ALL" IS A DESCRIPTION FOR
A PRODUCT THAT WOULD **FIT IN ALL INSTANCES.**

- WIKIPEDIA

- THERE ARE MANY DIFFERENT WEB BROWSERS
- DESIGN YOUR SITE USING **ONLY ONE WEB BROWSER ...**
- ONE WEB BROWSER IS AS GOOD AS ANOTHER ???

ONE BROWSER ...

"ONE SIZE FITS ALL" IS A DESCRIPTION FOR
A PRODUCT THAT WOULD **FIT IN ALL INSTANCES.**

- WIKIPEDIA





- **THERE ARE MANY DIFFERENT WEB BROWSERS**
- DESIGN YOUR SITE USING **ONLY ONE WEB BROWSER ...**
- ONE WEB BROWSER IS AS GOOD AS ANOTHER ???

ONE BROWSER ...

"ONE SIZE FITS ALL" IS A DESCRIPTION FOR
A PRODUCT THAT WOULD **FIT IN ALL INSTANCES.**

- WIKIPEDIA

- THERE ARE MANY DIFFERENT WEB BROWSERS

- DESIGN     ONE WEB BROWSER ...

- ONE WEB BROWSER IS AS GOOD AS ANOTHER ???

ONE BROWSER ...

"ONE SIZE FITS ALL" IS A DESCRIPTION FOR
A PRODUCT THAT WOULD **FIT IN ALL INSTANCES.**

- WIKIPEDIA

- THERE ARE MANY DIFFERENT WEB BROWSERS
- DESIGN YOUR SITE USING **ONLY ONE WEB BROWSER ...**
- ONE WEB BROWSER IS AS GOOD AS ANOTHER ???

ONE BROWSER ...

"ONE SIZE FITS ALL" IS A DESCRIPTION FOR
A PRODUCT THAT WOULD **FIT IN ALL INSTANCES.**

- WIKIPEDIA

- THERE ARE MANY DIFFERENT WEB BROWSERS
- DESIGN YOUR SITE USING **ONLY ONE WEB BROWSER ...**
- ONE WEB BROWSER IS AS GOOD AS ANOTHER ???

ONE BROWSER...

THE LOOK OF A WEBSITE VARIES DEPENDING ON...

- THE WEB BROWSER
- THE OPERATING SYSTEM (WINDOWS, MAC)
- THE DEVICE (PC, MOBILE, TABLET)

ALL WEB BROWSERS DISPLAY WEBSITES

SLIGHTLY DIFFERENTLY... SOME DIFFER MORE...

ONE BROWSER...

THE LOOK OF A WEBSITE VARIES DEPENDING ON...

- THE WEB BROWSER
- THE OPERATING SYSTEM (WINDOWS, MAC)
- THE DEVICE (PC, MOBILE, TABLET)

ALL WEB BROWSERS DISPLAY WEBSITES

SLIGHTLY DIFFERENTLY... SOME DIFFER MORE...

ONE BROWSER...

THE LOOK OF A WEBSITE VARIES DEPENDING ON...

- THE WEB BROWSER
- THE OPERATING SYSTEM (WINDOWS, MAC)
- THE DEVICE (PC, MOBILE, TABLET)

ALL WEB BROWSERS DISPLAY WEBSITES

SLIGHTLY DIFFERENTLY... SOME DIFFER MORE...

ONE BROWSER...

THE LOOK OF A WEBSITE VARIES DEPENDING ON...

- THE WEB BROWSER
- THE OPERATING SYSTEM (WINDOWS, MAC)
- THE DEVICE (PC, MOBILE, TABLET)

ALL WEB BROWSERS DISPLAY WEBSITES

SLIGHTLY DIFFERENTLY... SOME DIFFER MORE...

ONE BROWSER...

THE LOOK OF A WEBSITE VARIES DEPENDING ON...

- THE WEB BROWSER
- THE OPERATING SYSTEM (WINDOWS, MAC)
- THE DEVICE (PC, MOBILE, TABLET)

ALL WEB BROWSERS DISPLAY WEBSITES

SLIGHTLY DIFFERENTLY... SOME DIFFER MORE...

ONE BROWSER...

THE LOOK OF A WEBSITE VARIES DEPENDING ON...

- THE WEB BROWSER
- THE OPERATING SYSTEM (WINDOWS, MAC)
- THE DEVICE (PC, MOBILE, TABLET)

ALL WEB BROWSERS DISPLAY WEBSITES

SLIGHTLY DIFFERENTLY... **SOME DIFFER MORE...**

DIFFERENCES

SOMETIMES THE DIFFERENCES ARE MUNDANE

OTHER TIMES THEY ARE ...INTERESTING.

DIFFERENCES

SOMETIMES THE DIFFERENCES ARE **MUNDANE**

OTHER TIMES THEY ARE ...**INTERESTING**...

DOTTED BORDERS



FIREFOX



INTERNET
EXPLORER



CHROME



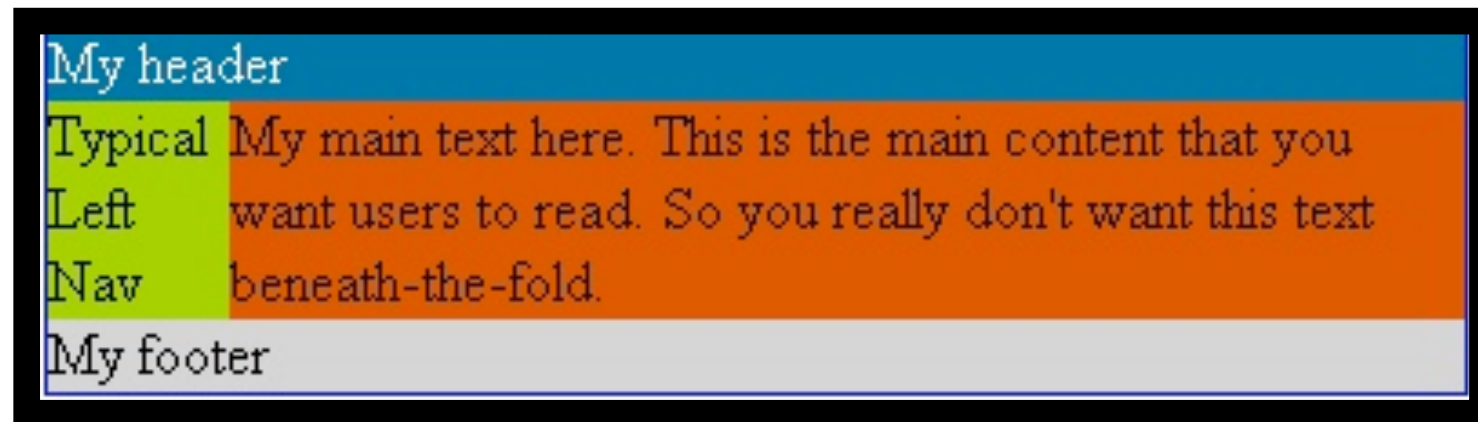
SAFARI

DIFFERENCES

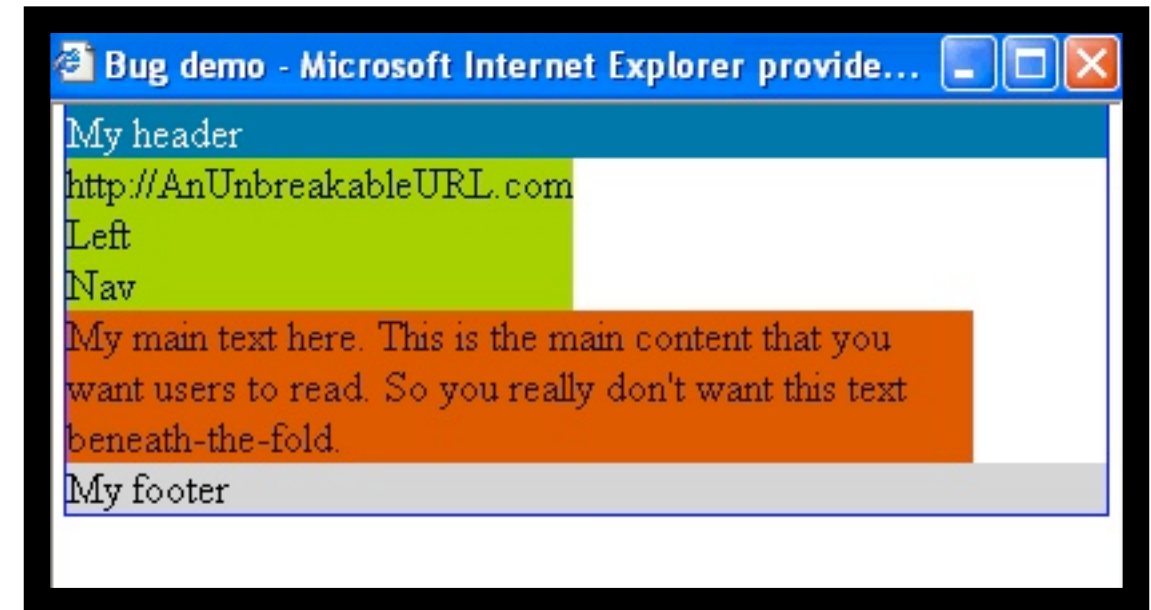
SOMETIMES THE DIFFERENCES ARE **MUNDANE**

OTHER TIMES THEY ARE ...**INTERESTING.**

BOX CONSTRAINTS



FIREFOX



INTERNET EXPLORER

COMPARING BROWSERS

WHY IS THIS IMPORTANT ?

BUILD YOUR WEBSITE FOR
ONE BROWSER ONLY

=

VISUAL INCONSISTENCIES
FOR USERS

COMPARING BROWSERS

WHY IS THIS IMPORTANT ?

BUILD YOUR WEBSITE FOR
ONE BROWSER ONLY

=

VISUAL INCONSISTENCIES
FOR USERS

COMPARING BROWSERS

WHY IS THIS IMPORTANT ?

BUILD YOUR WEBSITE FOR
ONE BROWSER ONLY

=

VISUAL INCONSISTENCIES
FOR USERS

EXAMPLES

OTHER INCONSISTENCIES INCLUDE...

TEXT SPACING

The image shows two side-by-side renderings of a paragraph of Lorem Ipsum text. The left rendering is labeled 'Rendered in Firefox 3' and shows a clear gap between the top of the text block and the top of the browser window. A red callout box with a line pointing to this gap contains the text 'space on top of paragraph'. The right rendering is labeled 'Rendered in IE 7' and shows the text block starting immediately at the top of the browser window. A red callout box with a line pointing to the top of the text block contains the text '... but no space for IE.' Both text blocks are highlighted with a yellow border.

Rendered in Firefox 3

space on top of paragraph





Rendered in IE 7

... but no space for IE.

EXAMPLES





TRANSPARENCY

domains and hosting

	starter	- \$4.95 / mo - 1 GB data - 1GB traffic
	standard	- \$9.95 / mo - 5 GB data - 200GB traffic
	business	- \$16.95 / mo - 15 GB data - 300GB traffic
	corporate	- \$31.95 / mo - 2500 GB data - 25000GB traffic

FIREFOX

domains and hosting

	starter	- \$4.95 / mo - 1 GB data - 1GB traffic
	standard	- \$9.95 / mo - 5 GB data - 200GB traffic
	business	- \$16.95 / mo - 15 GB data - 300GB traffic
	corporate	- \$31.95 / mo - 2500 GB data - 25000GB traffic

INTERNET EXPLORER

EXAMPLES

TEXT SHADOWS



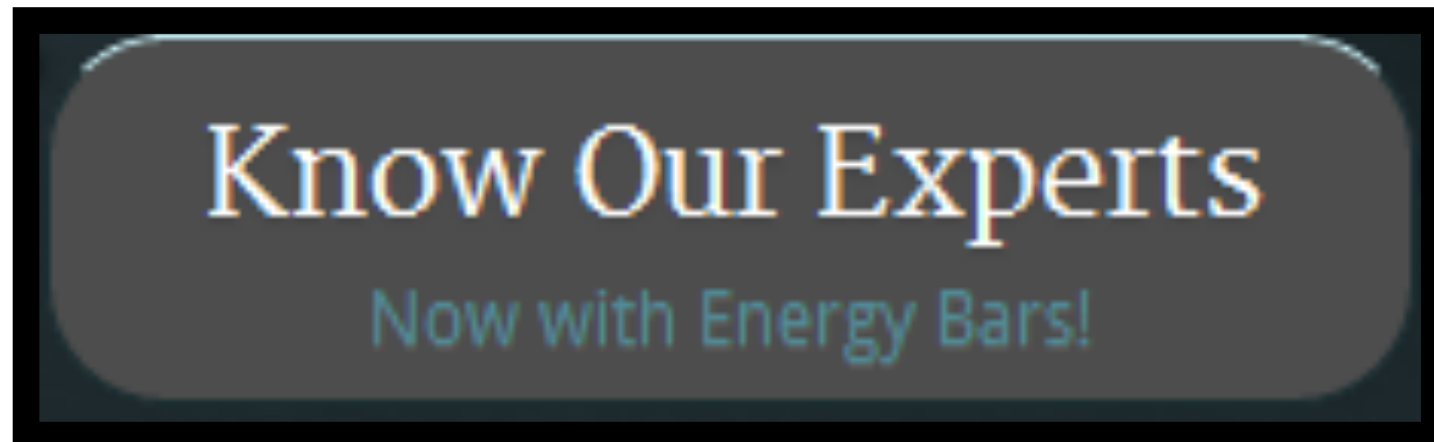
FIREFOX



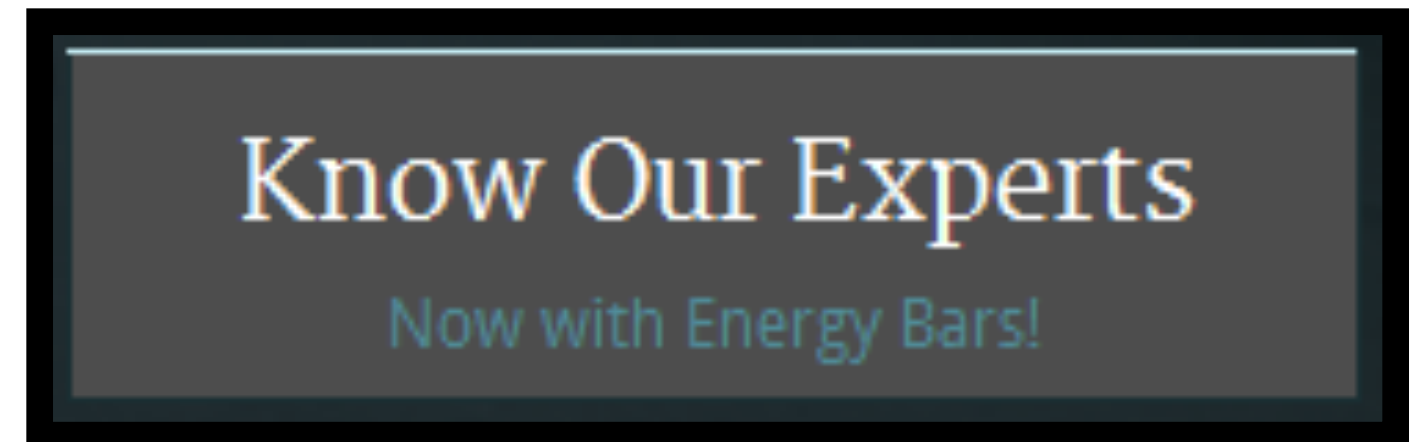
INTERNET EXPLORER

EXAMPLES

ROUNDED CORNERS



FIREFOX



INTERNET EXPLORER

BONUS RULE

ONE BROWSER
FITS ALL

=

VISUAL INCONSISTENCIES

=

SUCKS!

BONUS RULE

ONE BROWSER

FITS ALL

=

VISUAL INCONSISTENCIES

=

SUCKS!

BONUS RULE

ONE BROWSER

FITS ALL

=

VISUAL INCONSISTENCIES

=

SUCKS!



INTERNET EXPLORER



HOPE IT WAS
EDUCATIONAL !

TAURI-TEC.COM

OK

Hide Details <<