## HELLO

MATT PUSATERI • flyingdogcreative.com • @mattpusateri

VIDEO: BON ISHIKAWA & JUBEY



## 15 Ways to Make Your Website Better, Smarter, and More Beautiful



### Three decades of design







## World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrict ked directly or indirectly to

large universe of documents. news Frequently

the project, Ma

arbjects, W3 serve

Help

on the browser you are using

Software Products

A list of W3 project components and their current state. (e.g.

Mail robot Library)

Technical

Details of protocols, formats, program internals etc

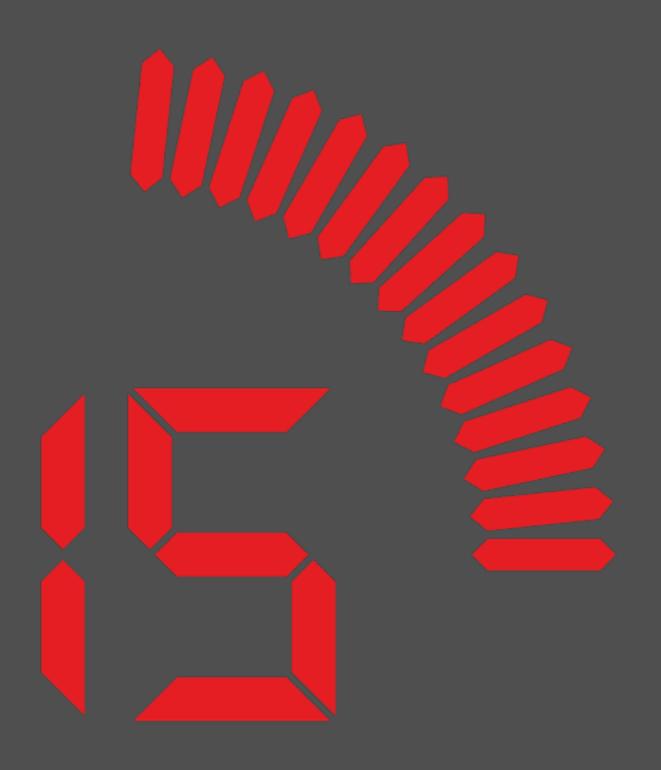
### Aquestion

# The good news: we can make your sites better

### First, the bad news



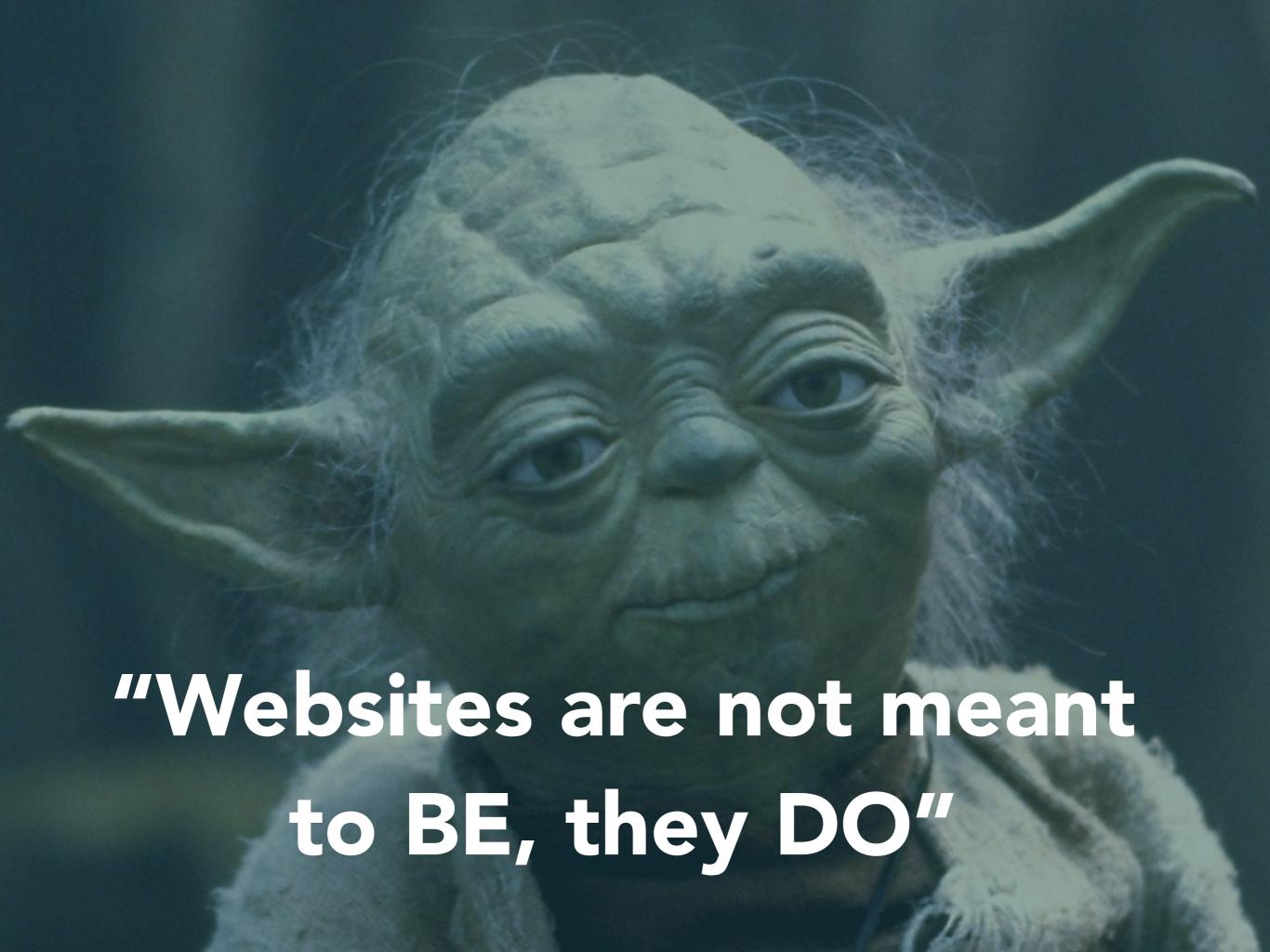
You also only have 15 seconds



### Let's get started



## Figure out why your website exists



#### Good websites aren't...

"Portals"

"Hubs"

"Clearinghouses"

"Networks"

### Good websites get visitors to...

Donate

Subscribe

Join

Take action

Read & share information

## So... what does your website DO?

## Know what you would "Shout Across the Street"

## What would you shout across a crowded street to a friend?



WHAT WE DO

RED CROSS STORIES

NEWS & EVENTS

FIND YOUR LOCAL RED CROSS

SHOP THE RED CROSS STORE

Help people affected by disasters big and small.

DONATE NOW >

→ LATEST NEWS











Lend

Zip

About

Teams

Updates

Sign in > Portfolio

#### Empower people around the world with a \$25 loan

How it works >



How It Works

Learn more

- Choose a borrower
- Make a loan
- Get repaid
- Repeat!

Ready? Find a loan

5,718

new lenders joined this week.

Like 10,654 people like this. Be the first of your friends.













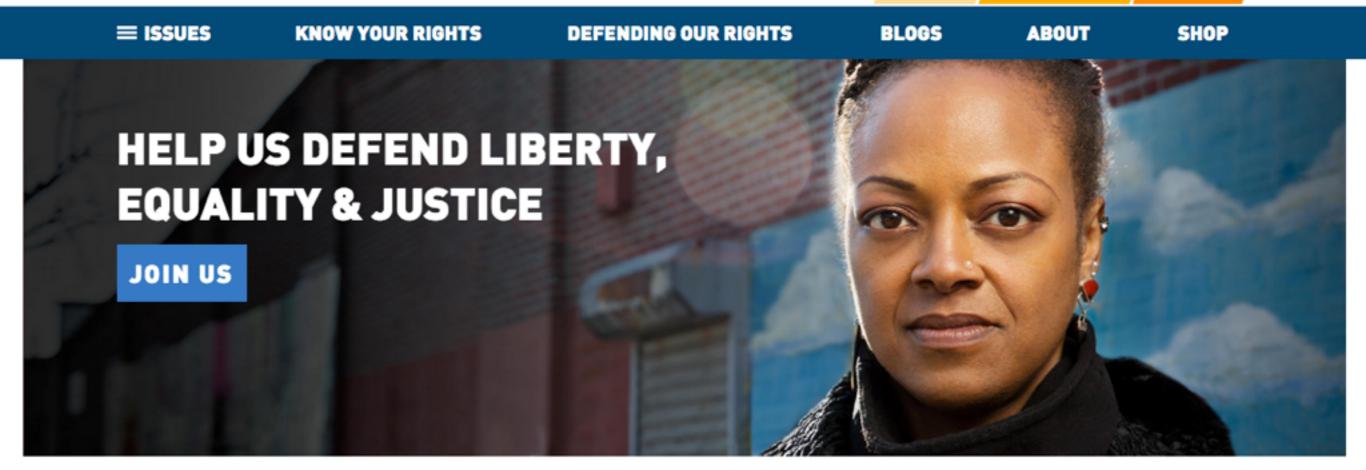
Kiva has been awarded Charity Navigator's highest rating



RENEW

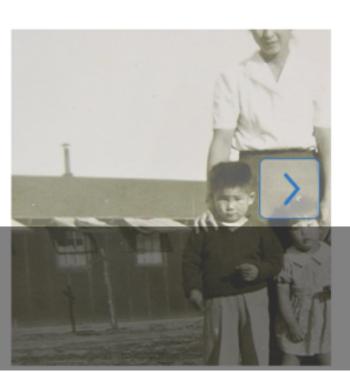
TAKE ACTION

DONATE









n 215 Needs to Go Away

No Matter Where We Look, Policing Practices Need
Sweeping Reforms

#### What they shouted across the street:



#### Red Cross:

Helping People Affected by Disasters Big and Small

#### Kiva:

Empower people around the world with a \$25 loan

#### ACLU:

Help Us Defend Liberty, Equality & Justice

## Consider adding a tagline in your header



Working for Lesbian, Gay, Bisexual and Transgender Equal Rights

Become a Member ▶











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Zip Code

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THE HRC STORY

**BLOG** 

TOPICS

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#### HRC Blog

Q Search the HRC Blog



#### Remembering and Honoring Mario Cooper

June 1, 2015 by Hayley Miller, Digital Media Associate



Last week, the world lost a great champion for the LGBT and HIV and AIDS advocacy communities, Mario Cooper.

Cooper, a trailblazer in the LGBT African American community, was an accomplished lawyer, strategist and advocate in the fight against HIV and AIDS.

"Mario was an extremely important link between grassroots AIDS activists and both the Democratic political establishment and many of the most important African American leaders in the U.S.," Sean Strub wrote. "He worked relentlessly and without compromise to convince powerful institutions and individuals to step up and do their share to support those on the front-lines of the epidemic."

Some of his greatest accomplishments include: managing the 1992 Democratic National Convention, working with the Clinton administration to allocate \$156 million in funding to comb the AIDS epidemic; and organizing the Leading for Life campaign. to Strub, he also served on the board of Whitman Walker Men's Health Crisis and the AIDS Action Council (now AIDS United).

April 28, 2015

**CATEGORIES** 

Adoption Allies

Bisexual Campus & YA

Children & Youth Coming Out

Federal Advocacy Health & Aging

**HIV & AIDS** International

Marriage Parenting

Religion & Faith State Advocacy

Transgender Workplace Marriage

View All Categories

Sort By State

Join

#### **TOP POSTS**

Frequently Asked Questions about the Upcoming Marriage Equality Case at the U.S. Supreme Court

April 24, 2015

riage Equality Returns to the Supreme Court

Openly Gay Student Schoole



Throughout his work, he advocated for the African-American community. In a blog post yesterday, Keith Boykin reflected on



#### ANIMALS ARE **NOT** OURS TO EAT, WEAR, EXPERIMENT ON, USE FOR ENTERTAINMENT, OR ABUSE IN ANY OTHER WAY. >



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**Media Center** 

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Volunteer

Work at PETA Intern at PETA Contact PETA Animal Times

#### Work at PETA or the PETA Foundation













It takes a lot of dedicated people to end animal suffering! Both PETA and the PETA Foundation are looking for smart, compassionate, hard-working people to join our teams, and you might have just the skills we need. Whether you're up for stripping down for a theater-style street demo or are more comfortable keeping the whole project on budget, there might just be a place for you. The positions require a variety of skills and backgrounds. Take a look at the open positions to see if you have what it takes to join the fight to end animal abuse. If you don't see anything right now, check back often-things are always changing around here.

KNOW HOW



#### Connect With PETA F Like < 3.2m Follow \ 566K followers SIGN UP FOR PETA UPDATES E-Mail Address SUBMIT

#### In This Section

Search for Jobs

Departments

PETA's Hometown

**Benefits** 

Frequently Asked Questions About Working for PETA/FSAP

**PETA People** 

#### Search FAQs

Browse by Category

SEARCH FAOS

## Give visitors one obvious thing to do first

### BREAK THE BAG HABIT

So far we've collectively pledged to prevent 816,301 single use bags from polluting the environment before the government introduces the 5p bag charge on 1st October 2015. Join us and make the pledge to refuse single use bags today!

TAKE THE PLEDGE

www.breakthebaghabit.org.uk

our mission

our supporters

about us

register

Q

donate

how to help



#### Saving Lives, Building Futures

The U.S. Fund for UNICEF helps save and protect the world's most vulnerable children. Rated one of the best charities to donate to, 90% of every dollar spent goes directly to help children.



donate now

more on our finances

give monthly

### YOUR MESSAGE & CONTENT

### Use less text

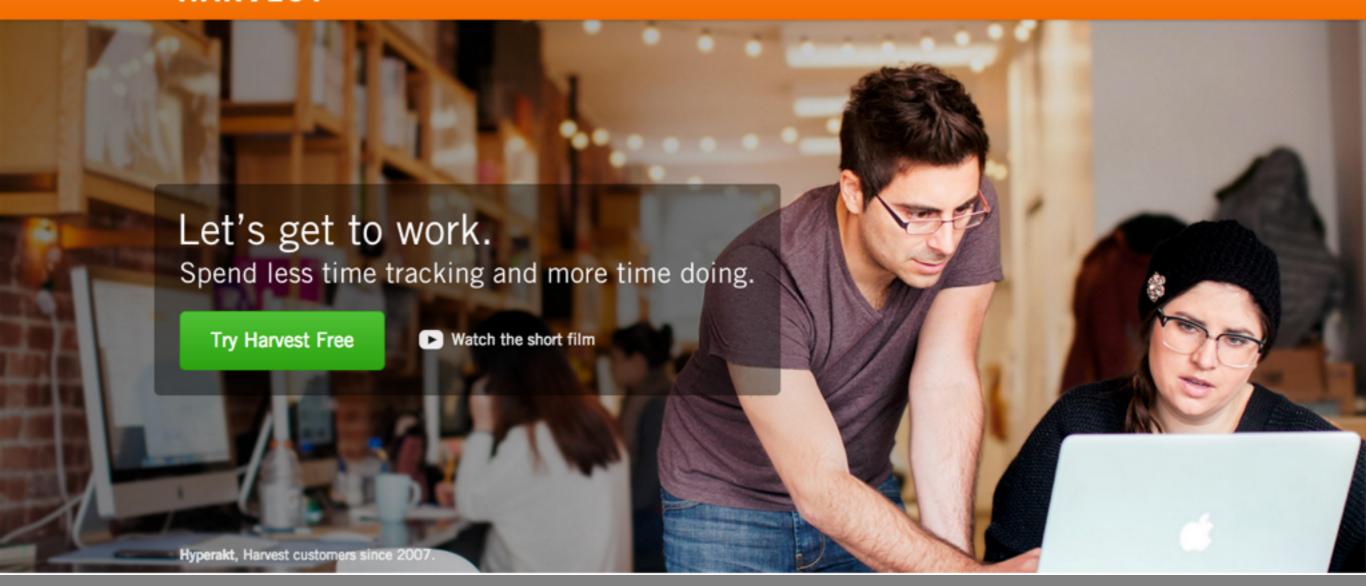
## People rarely read on the web; they skim

# 

### Average percentage of web text that users read on a page

Source: Nielsen Norman Group

HARVEST Features Pricing Customers Blog Sign In

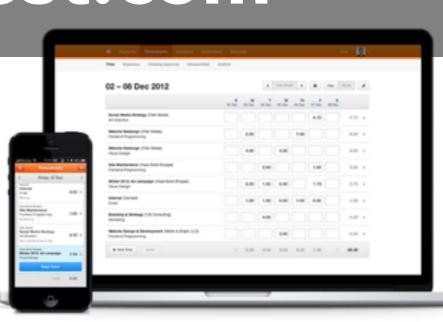


### See real market project health and compare estimate vs. actuals. Learn more general project health and compare estimate vs. actuals. Learn more general project health and compare estimate vs. actuals. Learn more general project health and compare estimate vs. actuals. Learn more general project health and compare estimate vs. actuals. Learn more general project health and compare estimate vs. actuals. Learn more general project health and compare estimate vs. actuals.

#### Love your job. Like your timesheets.

Whether it's from the web, your smartphone or another application, it's never been so easy to track time. With a simple, intuitive interface, getting you and your team on board is fast and easy.

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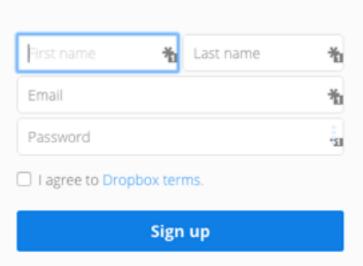






### Good things happen when your stuff lives here

Dropbox keeps your files safe, synced, and easy to share.



### dropbox.com

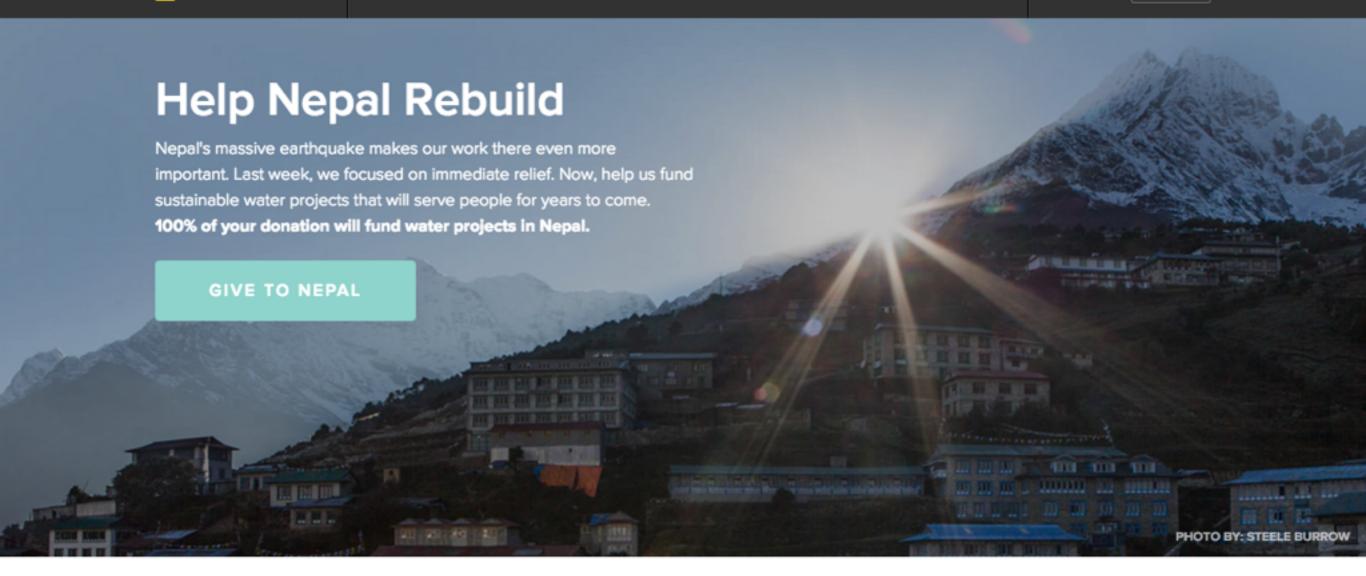
### Take your docs anywhere

Save files on your computer, then access them on your phone from the road.



# Save the long text for the inside pages

# Tell stories

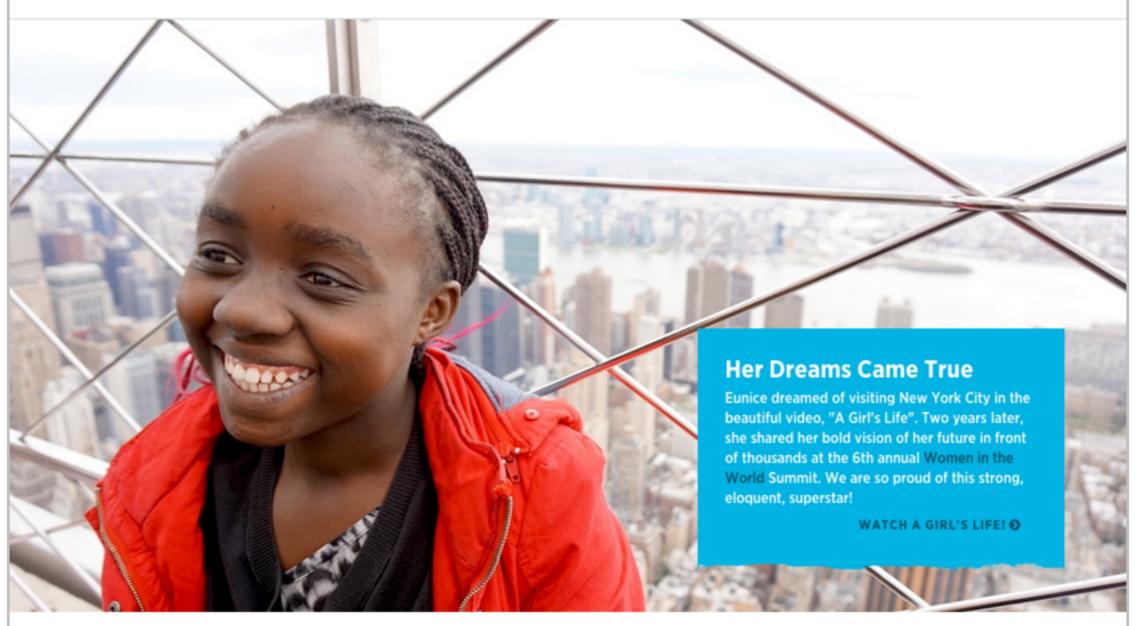


We're on a mission to bring clean drinking water to every person on the planet. And with the support of incredible people like you, we've funded **16,138** water projects in **24** countries so far.

### charitywater.org



What We Do V Why It Works V Who We Are V Join the Movement V



● ○ ○ ○ « PREV | PAUSE | NEXT »

We believe in the urban poor; in their strength, resilience and capacity to create a better future. Through grassroots leadership,

we link schools for girls to community services for all, building vibrant, gender stritchle communities where all are able to

# Stop guessing, start testing



# Rocket Surgery Made Easy

The how-to companion to the bestselling Don't Make Me Think!

A Common Sense Approach to Web Usability

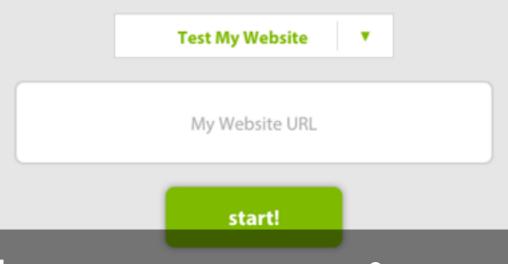
# Steve Krug ROCKET SURGERY NADE SURGERY EASY STEVE KRUG ROCKET SURGERY SURGERY FOR THENKING? EASY

The Do-It-Yourself Guide to Finding and Fixing Usability Problems

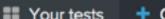


### Get a peek into the mind of your users.

See and hear a 5-minute video of a real person using your site or app. It's super **fast** and totally **free**.



peek.usertesting.com



Create a new test

Test Sets

C Do a random test

#### What type of test would you like to run?

#### Five Second Test

F

A Five Second Test shows your design to the tester for just five seconds.

After the five seconds is up, the tester is asked a series of questions that you specify, such as "What product do you think this company sells?", or "What was the company name?".

#### Click Test



A Click Test records where users click on your design.

The tester is asked to follow the instructions you specify, such as "Where would you click to view your shopping cart?", or "Where would you click to choose a template for your blog?".

Create a Five Second Test 🔘

Create a Click Test 🔘

#### Preference Test



Preference Tests ask the tester to choose between two design alternatives.

You can ask testers to choose based on a particular attribute (eg. "Which design looks more *trustworthy?*"), or simply ask them which they prefer overall.

Create a Preference Test 🔘

#### Nav Flow Test



Nav Flow Tests determine whether testers can successfully navigate through your design.

You upload a series of page designs, and specify where the tester has to click to proceed. The success and failure rate of testers is recorded at each step.

Create a Nav Flow Test 🔘

### usabilityhub.com

# DESIGN & STYLE

# Make Navigation Clear and Easy



Shop

My Account

Support

My XFINITY

1

Sign In

**Comcast Business** 

Products v

Bundles & Deals >

Programming v

Customers v

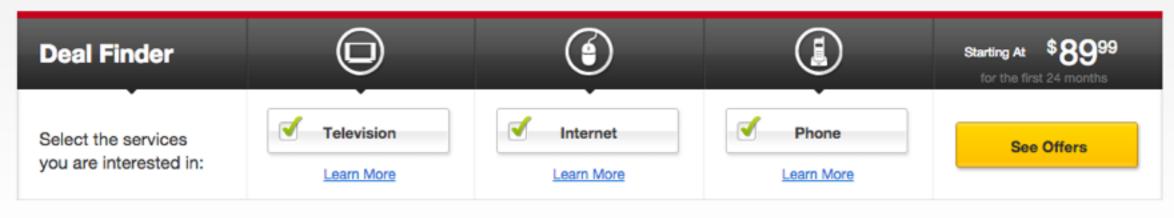


Q

Español

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New Customers

Current Customers

Business

I'm looking for...

XFINITY Home

Moving?

#### Current Customers

- Refer your friends to XFINITY
- Pay Your Bill
- Move or transfer services



### NBC 4 & NY Giants Team **Up for Health & Fitness** Expo

June 27, 2015 - June 28, 2015 CFBNJ will be back for the 3rd annual NBC 4 & Telemundo 47 Health & Fitness Expo Presented by Quest Diagnostics at MetLife Stadium on

### Putting Fresh, Nutritious Food in Reach

June is National Fresh Fruit and Vegetable Month, but every month of the year CFBNJ is working to get more healthy produce to hungry people who need it to lead better lives. Results ...

READ MORE

### SPOTLIGHT ON OUR SOUTHERN BRANCH



### Bridging the Summer **Meal Gap**

With 1 in 5 children in New Jersey facing hunger, the summer months can be especially hard for kids who are used to getting breakfast and lunch at







### CMV IS A REAL RISK TO PREGNANT WOMEN!

Only 14% of women have heard of CMV. More children have disabilities due to congenital CMV (cytomegalovirus) than other well-known infections and syndromes, including Down Syndrome, Fetal Alcohol Syndrome, Spina Bifida, and Pediatric HIV/AIDS. A 2008 study of women in the United States found that only 14% had heard of CMV. An earlier study in 2006 found that 22% of women in the United States had heard of CMV, compared with 97% who had heard of Down Syndrome and 98% who had heard of

Only 14% of women have heard of CMV ... but it impacts more children

than more well-known infections and syndromes!

# Use clear, unambiguous navigation labels

Err on the side of clarity

### Less is more

The fewer menu items, the better



Stories

Press About us Contact us

Search



**Explore** 

Take action

**Donate** 

### THE POWER OF **PEOPLE**

Mothers, students, activists—people like you—are using their power to create change in their communities and around the world.

See how









Fight poverty globally. Act locally

Change the world. Start here.

Your generous support will change lives.

oxfam.org



Nearly one out of three of us lives in poverty. But we see a future in which no one does. Sign up to learn how you can help people help themselves in the fight against poverty, hunger, and injustice.









### MacArthur Foundation

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Q

About Us

What We're Learning

Explore Our Grantmaking By Program (1) By Topic (1) By Location (1)





**CRIMINAL JUSTICE** 

New Grants to Support **Local Criminal Justice** Reform

LEARN MORE



Creativity: The Benefit of a Liberal Education

May 13, 2015



Fund to Support Venue Improvements at Small



Julia Stasch Chosen to Lead MacArthur, Accelerate Change Chicago Theares and Deepen Impact > Macarthur.org

What We're Learning >

1 of 5 >

What's New

Videos Press Releases Publications











What We Do

Our Campaigns V

Take Action >



How We Do It



Promoting Responsible Fishing >



Securing Seafood for a Growing World

Save the Oceans, Feed the World >



Protecting Marine Wildlife & Special Places

Check out the Ocean Animal Encyclopedia >



No.

Stop Ocean

**Pollution** 

Dangers of Arctic Drilling >

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### Learn to love white space



Features

Pricing

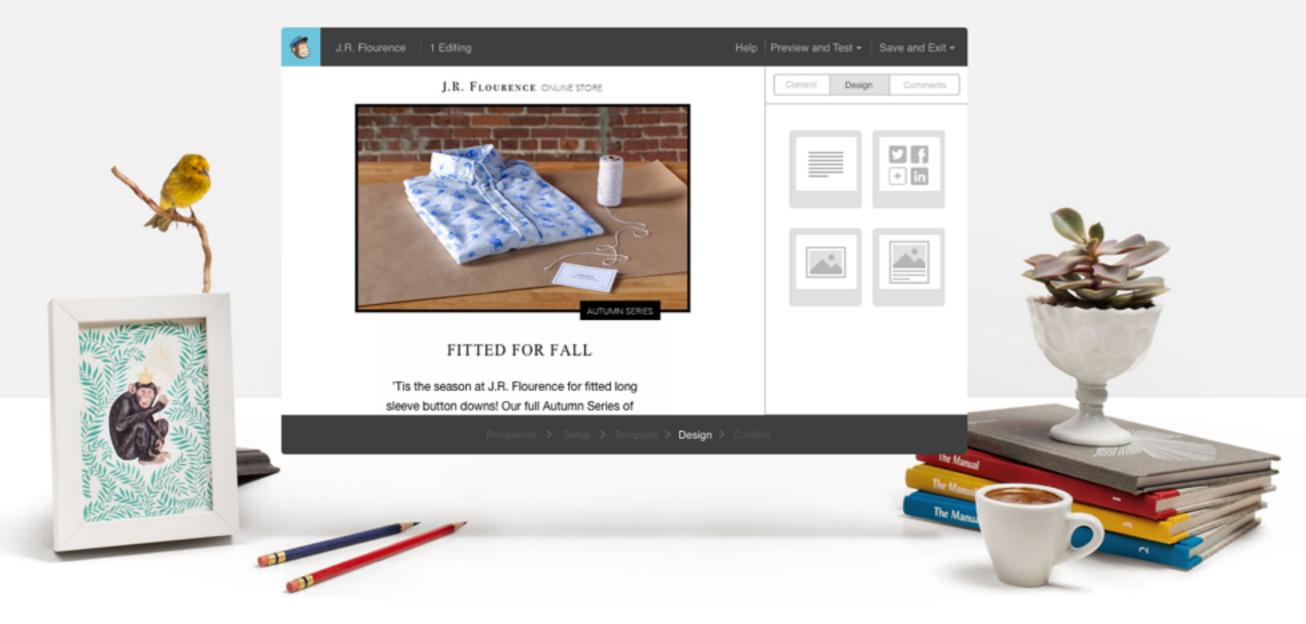
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#### Sign Up Free

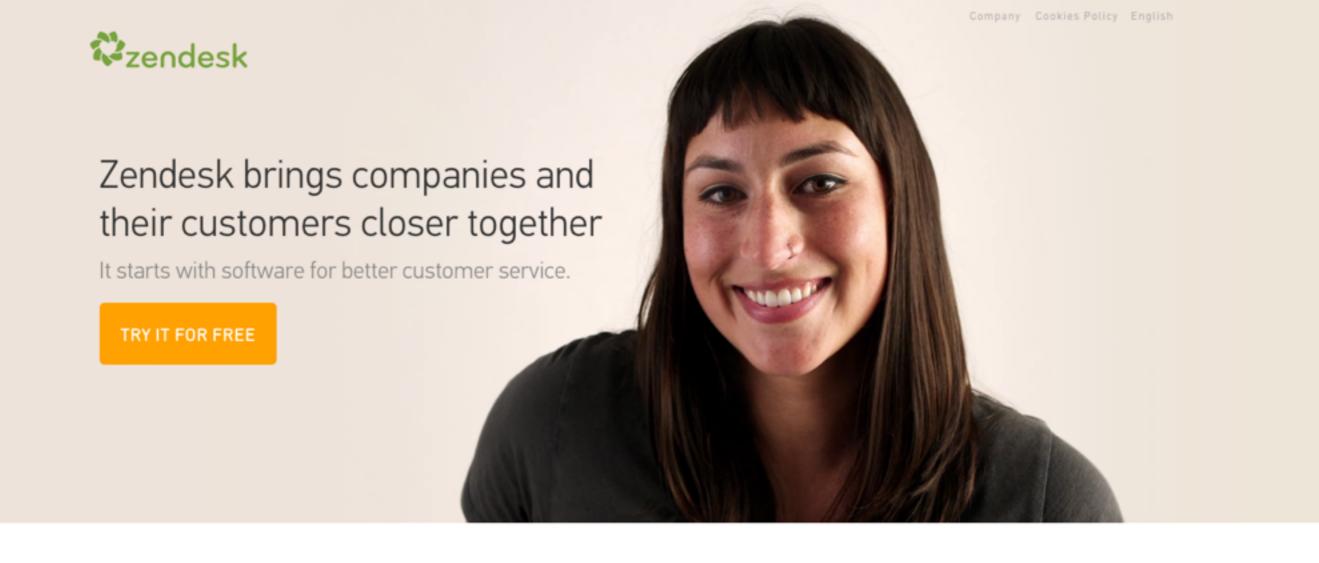
### **Send Better Email**



Join more than 8 million people who use MailChimp to design and send 600 million emails every day.

Sign Up Free

### mailchimp.com



### Get close enough to see if you need to get personal

Zendesk makes it easy to support customers when they need your help. Zendesk also makes it easy for them to

help themselves when they don't.

zendesk.com



#### ENTERTAINMENT

### The Art of Impersonation

Darrell Hammond, the longtime Saturday Night Live cast member and interpreter of everyone from Bill Clinton to Colonel Sanders, explains how it's done.









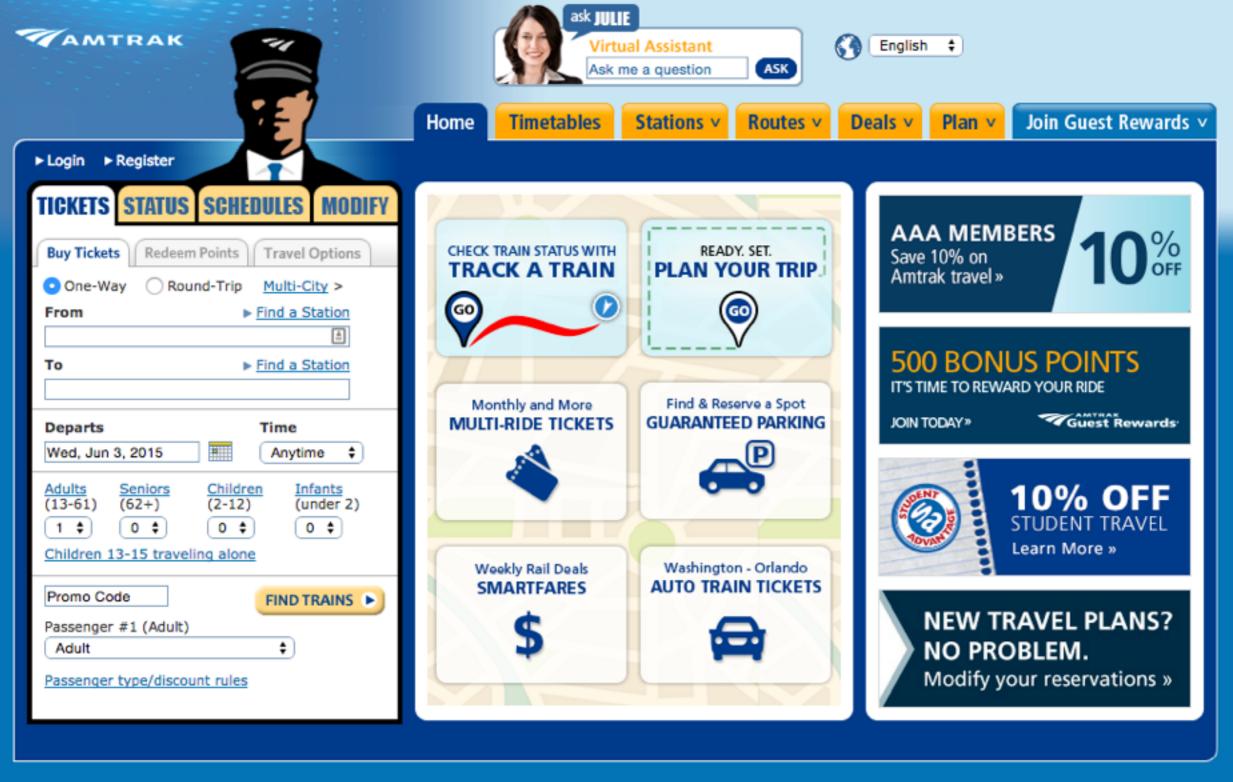




ADAM CHANDLER | JUN 3, 2015

Among the many skills that enabled Darrell Hammond to become the longesttenured cast member at Saturday Night Live is for his knack for impersonation. During the heights of the various scandals that consumed both daytime and evening American television in the late 1990s, Hammond's portrayal of President Bill Clinton became something of a standard under the lamps of Studio 8H in 30 Rockefeller Center.

# Get rid of most of your boxes





Kids Depot
Fun for the whole family: games, activities, downloads and more.

Come and Play



Travel Smart on your iPhone®, Android™, Windows Phone® or other mobile device.

Get Connected

 $\bowtie$ 

SUBSCRIBE AND SAVE

Receive offers and deals by e-mail.

Enter E-mail Address

Sign Up 🖸

Privacy Policy

About the Program

### Two fonts are enough

One serif, one sans-serif

Headline in Helvetica

Body text in Georgia

Headline in Garamond

Body text in Open Sans

Headline in Chaparral Pro

Body text in Calibri

# Design for all screen sizes

### 2014:

Mobile web use exceeded desktop use



mobile applications, according to a new study released by comScore this morning. That means mobile apps, including the number 1 most popular app Facebook, eat up more of our time than desktop usage or mobile web surfing, accounting for 52% of the time spent using digital media. Combined with mobile web, mobile usage as a whole accounts for 60% of time spent, while desktop-based digital media consumption makes up the remaining 40%.

accounting for 7 our of every 8 minutes of media consumption on mobile devices. On smartphones, app activity is even higher, at 88% usage versus 82% on tablets.

### **App Users**

The report also details several interesting figures related to how U.S. app users are interacting with these mobile applications, noting that over one-third today download at least one application per month. The average smartphone user downloads 3 apps per

However, something which may not have been well understood before in that the that download activity is concentrated within a consiling

of Americans adults own a smartphone

of Americans adults own a tablet

of web traffic to Google in January 2015 came from mobile devices

of web traffic to Amazon.com by the end of 2014 came from mobile devices





# Only use images that have a purpose

# Good images help explain ideas or add a human, emotional element to a page

TRENDING: Income Inequality ESEA Reauthorization Minimum Wage Nondiscrimination Protections Common Core

#### ISSUES

PROJECTS EXPERTS EVENTS REPORTS ABOUT US PRESS DONATE

Issues » Education

China Civil Liberties

Early Childhood

Economy

#### **EDUCATION**

Energy and Environment

Federal Budget

Foreign Policy and Security

Guns and Crime

Health Care

Higher Education

Housing

Immigration

Labor and Work

LGBT

Media

Military

Open Government

Poverty

Progressive Movement

Public Opinion

Race and Ethnicity

Regulation and Markets

Religion and Values

Tax Reform

Technology and Science

Terrorism Women

#### ESEA Reauthorization: 5 Reasons Why Sen. Alexander's Education Bill Fails Communities of Color



SOURCE: AP/Paul Morigi

Children learn about illustration and storytelling at Joint Base Andrews in Prince George's County, Maryland.

#### February 2, 2015

PRINT: 🚈



SHARE:









search

This is part of a special series: ESEA Reauthorization

For more from this series, click here

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A Fresh Look at School Funding by the CAP Education Policy Team

The Case for a Two-Generation Approach for Educating English Language Learners by Tracey Ross

Improving College Access and Degree Attainment Through an Early Guarantee of Federal Financial Aid by David A. Bergeron & Antoinette Flores

Teacher Leadership: The Pathway to

# Use (real) faces





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Want to transform the lives of an entire community? For \$10,000 - \$25,000 you can fully fund a water project for a community or a school.

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or donate any amount



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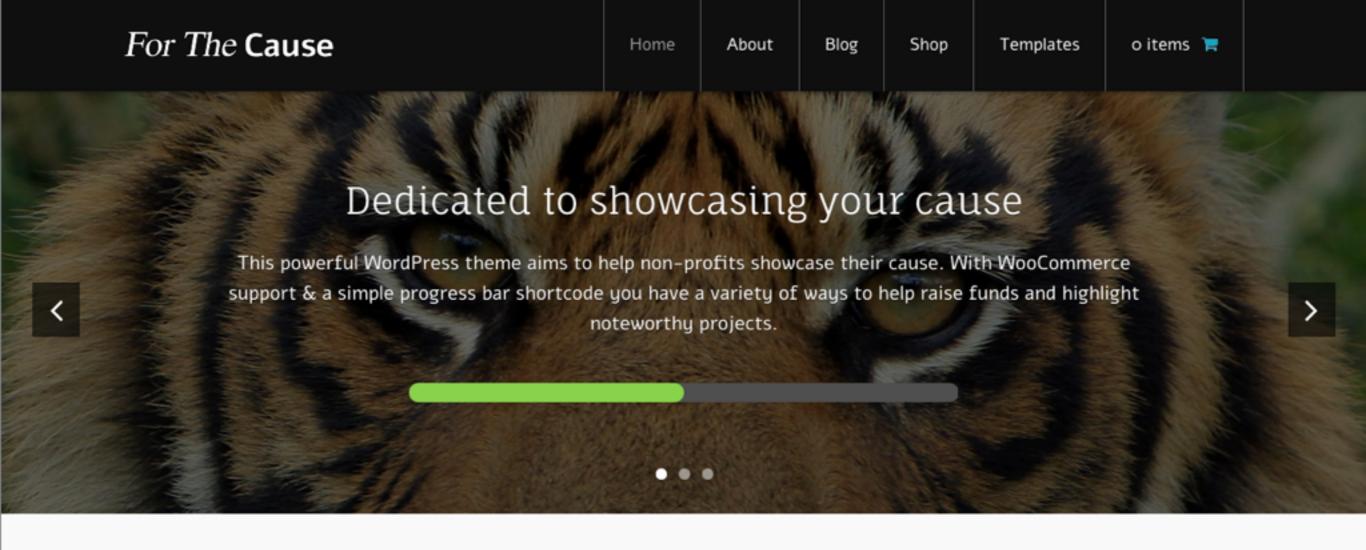


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**GIVE A GIF** 

care.org

# Kill the Carousels

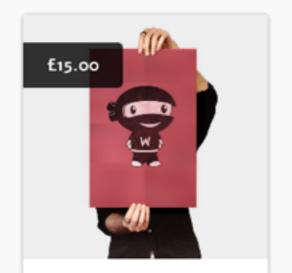


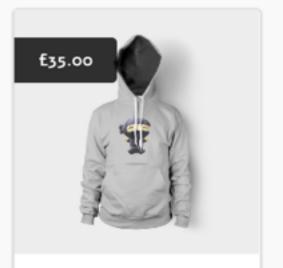
#### Featured Products

Here you can showcase the latest x number of featured products. You can edit this description in the Homepage > Featured Projects theme options.

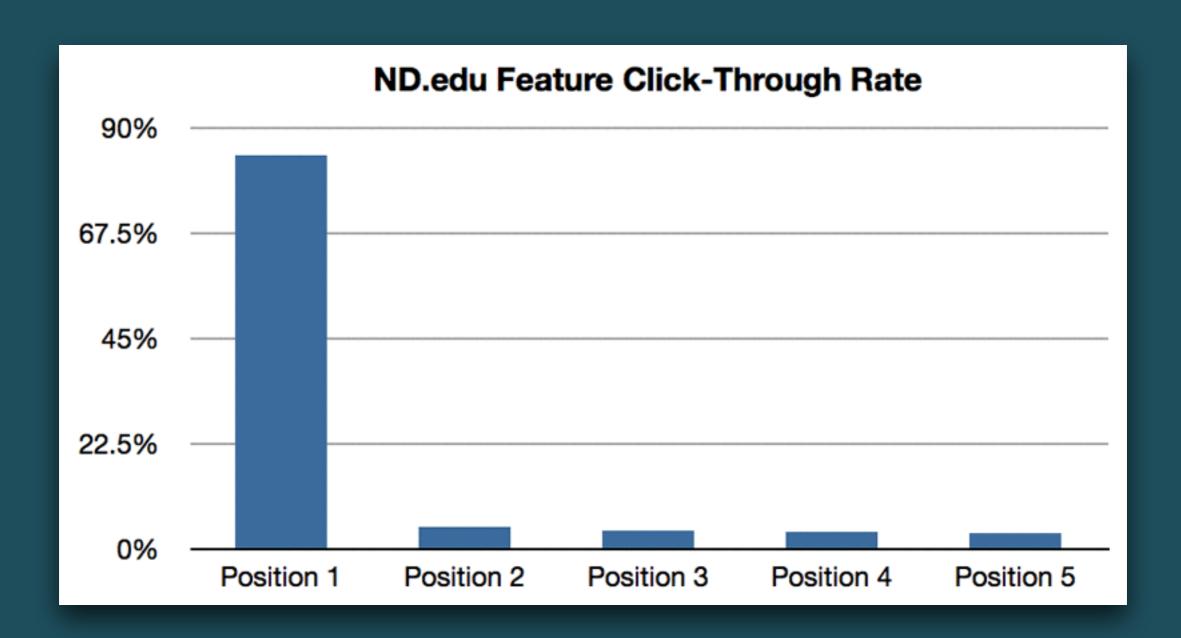








## They don't work



Source: http://erikrunyon.com/2013/01/carousel-stats/

## They hide your content

They do the opposite of what they're supposed to do

# They slow down your site

A carousel could make your site load 2-3 seconds longer than without it



# Make Sure Your Site is Readable

# Good type sizing



The Bolen Report is the archive for the infamous "Millions of Health Freedom Fighters - Newsletter," Health Care Crisis Management Consultant, and Consumer Activist, **Tim Bolen's** RUTHLESS, but humorous, analysis of North America's Health Care System.

The articles begin on this page and continue to another page. The newest articles are at the top. Click SEARCH to find specific subjects.

How to USE this Website

#### FEATURE ARTICLE

#### FEATURE ARTICLE

#### FEATURE ARTICLE

#### **Guest Article**

Millions of Health Freedom Fighters -Newsletter Signup

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**Special Subjects** 

Who is Tim Bolen?

Who Are These Quackbusters/Skeptics?

Our ALLIES in Health Freedom

The ENEMIES of Health Freedom

The BROKEN Health System

The REAL Health Fraud

QuackpotWatch

Contact Us

#### The Battle of Bull Run...

The Second American Civil War Has Begun...

And It Started Over Vaccines...

April 21st, 2015 -Tens of thousands of parents of vaccine injured children, in California, woke up one morning, not long ago, to find that their Democratic Party controlled legislature had given up any semblance of representing the people that elected them. They had become only about special interest. Money talks.

I'm surprised that the Democrats still let citizens approach government buildings in Sacramento, the State capitol, any more. (sarcasm intended).

In a busy life, the kind the year 2015 generates, it isn't hard to lose track of what's happening in your State capitol. Parents need to get to work. Get the kids to school. Buy groceries. Wait in line at the gas station. Survive.

Survive.

But now, as, not only parents of vaccine injured children are finding out, parents in general, civil rights advocates, families, churches, protectors of liberty, and anyone not in the Democratic Party grabeverything-in-sight controlled government in California, are finding that their legislators apparently represent ONLY THOSE that write checks to those same Democratic Party legislators. The Democrats control the State. There is a reason that California, along with Washington and Oregon, are known as "The Left Coast."

## The Mercky Truth About Mandatory Vaccine Legislation...

The US Vaccine Program is On it's Ass - Shock In It's Eyes...

Mandatory Vaccine Legislation, like California's SB277, Is a Last Ditch Effort To Save a Totally Worthless Project -Vaccines, and Everything They Claim to Stand For...

May 28th, 2015 - There is one important incident that indicates what is REALLY happening in the Vaccine Wars. President of Merck's Vaccine Division - Julie Gerberding, just sold half of her Merck stock, cashing out at about 2.5 million US dollars.

This is a process called "rats leaving a sinking ship..." Gerberding, it may be said, is the architect of today's bloated, useless, dangerous, damaging to the public, Vaccine Program. Merck makes ALL required childhood vaccines in the US, and 90% of all recommended adult vaccines.

And, their stock is sliding into a pit...

In 2011 I was writing about scientific researcher Brian Hooker PhD's fight with the Center for Disease Control and Prevention (CDC) for withholding public information he, and every American citizen, is entitled to under the US Freedom Of Information Act (FOIA). Brian Hooker had been investigating the five so-called "studies" the CDC claims prove that Thimerosal in vaccines does not cause Autism nor neurological disorders. He was being stonewalled for good reason, for his information was beginning to show the

#### Merck's "Mandatory Vaccine" Program Backfiring Nationwide...

California, However, is, As Yet, Screwed Up...

California "NO on SB277" Groups Grinding Away...

May 1st, 2015 - Sleazy Drug Lord Merck, through it's cash strewing lobbying teams nationwide, set out the same "Mandatory Vaccine" legislation in about twenty States. Now they are suffering the consequences. Backlash.

Never before has there been such a worldwide "anti-vaccination" campaign, extolling the horrors of vaccines. The Vaccine Construction, made up of Merck, the Center for Disease Control (CDC), State Public Health agencies, are, suddenly getting much more deserved scrutiny then ever before.

The cutting-edge media doesn't miss a day, revealing, and analyzing, the fake claims that "Vaccines are Safe and Effective." Vaccines are, as everyone knows, neither safe nor effective. I think we are well on our way to shutting the whole vaccine hoax down - once, and for all.

I am very pleased...

The Good Part...

There is so much going on nationwide, and worldwide, on the anti-vaccine

#### Stopping Ebola - The Ayurvedic Approach...

#### Water With Life - How To Cure and/or Curtail Ebola Virus Infection...

Note from Tim Bolen: Big Pharma would have us all believe, through their stranglehold on US media, that the drugs, vaccines, drugs, vaccines, drugs, and more drugs and vaccines approach is ALL there is in the world. But the fact is, there are MANY other approaches to health care on planet earth. Ayurvedic Medicine, for instance, has been around for over three thousand years, so read THIS interesting approach to dealing with Ebola...

TR Shantha MD is a former client of mine who, after a major assault on his practice, completely cleared his name - although you'd never know it from Quackwatch.com's article on him. You can read about that situation here.

By: Dr. T. R. Shantha, MD, PhD, FACA

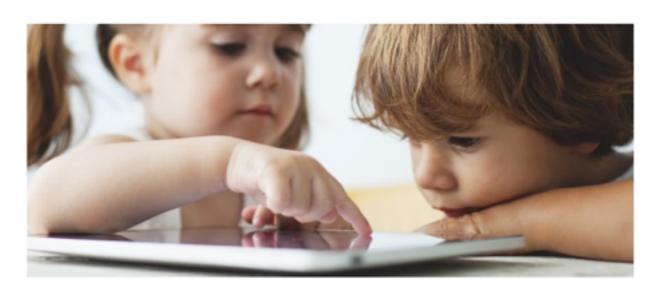
October 18th, 2014 - The news about Ebola and its possible fatal end is everywhere in the news - created by many hypochondriacs. The virus is deadly and spreads only by contact with body fluids. Once the person gets the infection, their life hangs on a thin thread. Mortality from the infection is as high as 50% - 60%. Another deadly disease that kills about 35,000 people in the east, mostly young, is rabies, which is 100% fatal compared to 40-60% mortality by Ebola virus infection. Ebola will be and is curable, but not rabies.

# Anything smaller than 16px will be hard for many readers





#### 3 Product Growth Hacks on a Shoestring



Let me start with this: STOP using the term 'growth hacking' as a skill because it's not. It's simply a piece to the product puzzle.

You should not have to go out and hire a 'growth hacker'. Growth hacking is something a designer of products should focus on from since the ideation stage. How are we going to get this thing to people? And then to their friends? And then to their friends? It has a way of scaling with little to no capital. Going from O-100M users real quick. Real fucking quick.

As you'll notice, with all of the factors in a product, there is no single way to guarantee growth. Below I'll highlight 3 ways to embed growth hacking in your product metals.

1. Incentivized referrals

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#### GO ASK ALICE

What really went on in Wonderland.

BY ANTHONY LANE











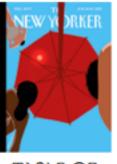


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ho reads "Alice's Adventures in Wonderland"? The answer used to be: Anyone who can read. From the tangled tale of mass literacy one can pluck a few specific objects-books that were to be found in every household where there was somebody who could read and people who wanted to listen. Aside from the Bible, a typical list would run like this: "The Pilgrim's Progress," "Robinson Crusoe," and "Gulliver's Travels," to which were later added "The Pickwick Papers" and "Alice's Adventures in Wonderland."

Notice that Alice is not the sole

adventurer. Every one of those titles

contains the leading character, whose fate

is to go on a journey, and whose mettle is

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1. It's Time to Let Edward Snowden Come Home BY JOHN CASSIDY

Go Ask Alice BY ANTHONY LANE

ve Is Blind and Deaf" BY JONATHAN SAFRAN FOER

JOHN TENNIEL, "OFF WITH HER HEAD!" (1885) / COURTES MORGAN LIBRARY & MUSEUM

but nothing is ever that simple.

## Good contrast



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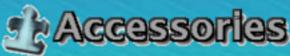
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### Good contrast

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Bad

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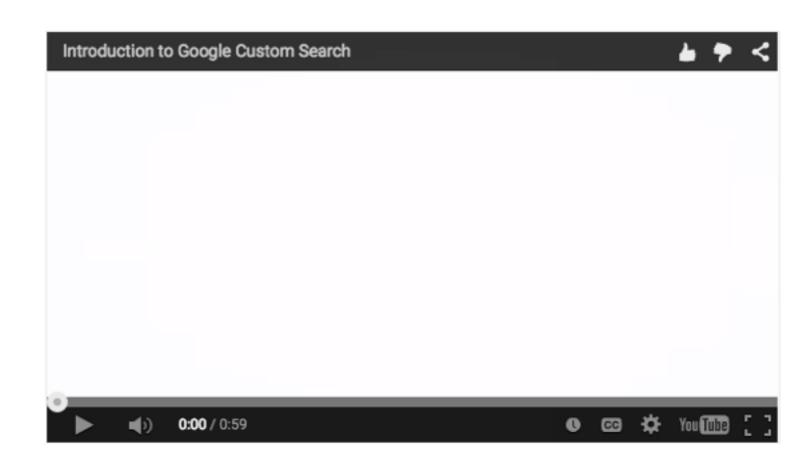
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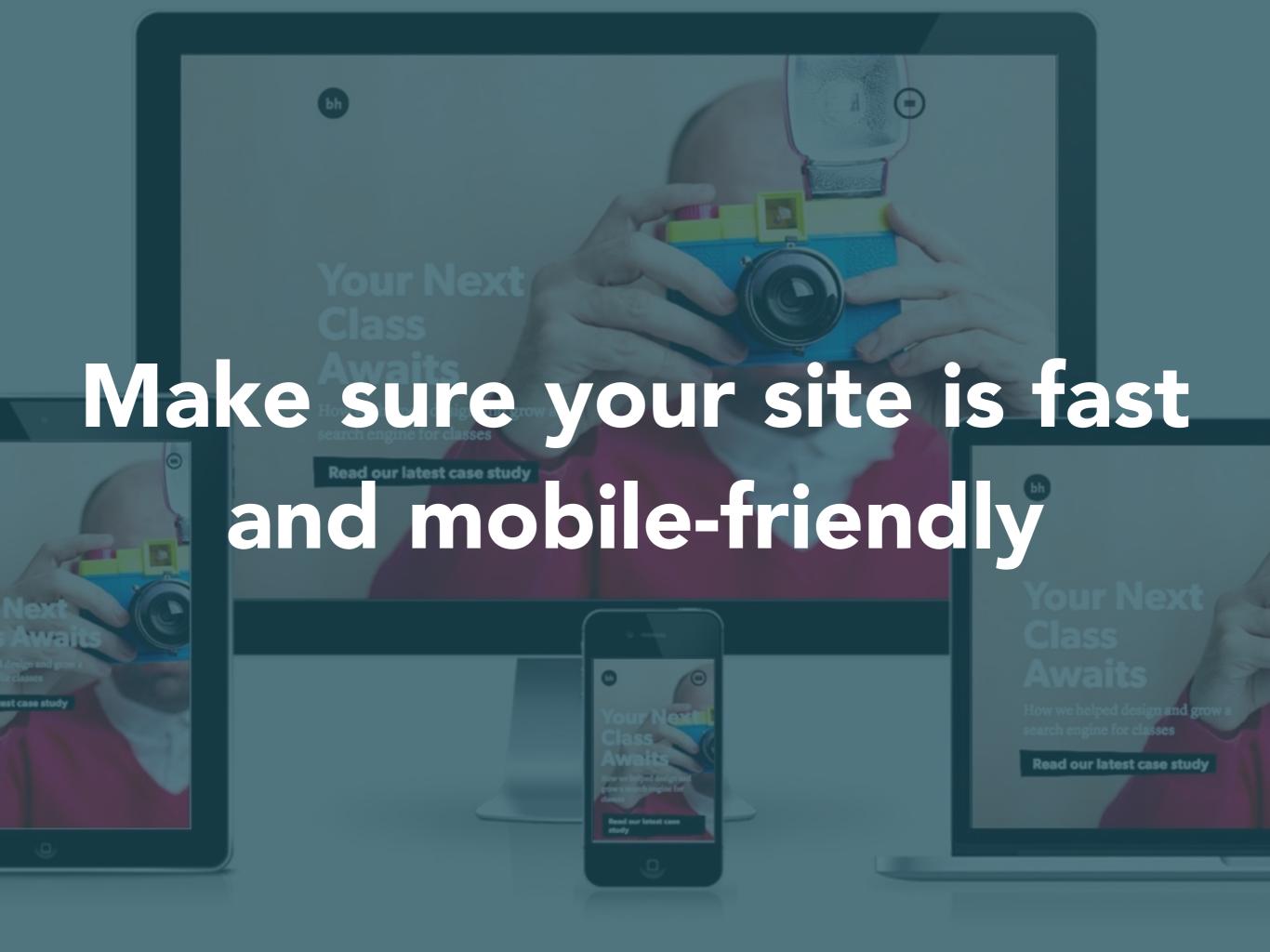
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