

Summary of Presentation:

1. Web Elements (text, graphics and navigation tools) placed on the left receive more attention. Navigation tools should be easy to find and use. Horizontal scrolling should be avoided; a small amount of vertical scrolling on the index (front) page is best.

Bad Design: <http://www.smokeschool.net>

2. High contrast, between the text and the background, makes reading easier.

Low contrast and other issues:

http://webpagesthatsuck.smugmug.com/Other/Bad-Web-Design/6837311_tyvTi#1017891469_SfZiN-O-LB

Background color and text color validation:

<http://www.accesskeys.org/tools/color-contrast.html>

3. The website should reflect the nature of the business.

Skiing:

Bad: <http://www.ski-utah-rentals.com>

Ugly: <http://www.bluemountain.ca>

Better: <http://www.snowshoemtn.com>

Best: <http://www.parkcitymountain.com>

Auto Leasing:

Bad/Questionable: <http://www.lingscars.com>

Good: <http://www.quadrigacars.com>

4. Extras

Flash = Evil – <http://www.mardiros.net/flash-technology.html>

3-clicks-to-buy – <http://www.ninewest.com/Shoes/5,default,sc.html>

Site Maps – By creating a site map, users will be able to navigate your site quickly.

Mystery Meat Navigation – <http://www.zincbistroaz.com>

<http://www.squaregirl.com>

Find Bad Websites – <http://www.worstoftheweb.com/classic> <http://www.webpagesthatsuck.com>

Chinese Take-Out



1. 把重要的信息排放在左边。
2. 让文本清晰可读。
3. 网站与你的行业相关联。