

Presentation Two

The background of the slide features several flowing, translucent ribbons. A prominent green ribbon curves from the upper left towards the center. A pink ribbon forms a loop in the upper right. An orange ribbon curves along the bottom right. The ribbons have a soft, ethereal quality with subtle gradients and overlaps.

Marcel Ton
Roelof Tweehuijsen
Ruben van der Vleuten

Golden Tip 4 - Textual bloopers

“Use radically consistent, comprehensible and clear terminology”

- Consistent: *Use standard terms.*
- Comprehensible: *How would the user say it?*
- Clear: *Avoid similar terms and subtle differences.*

Comprehensible: text that all msn users can understand!



Unclear: no destination on that date, but user isn't informed!

Wintersport

Periode » 30 dec - 05 jan	Type vervoer Vliegvakanties	Reisduur 1,5 week
Bestemmingen Bestemming	Volw. 1	Kind. 0
	Babies 0	selecteer
Bestemming	Vertrek	Duur
	Prijs	

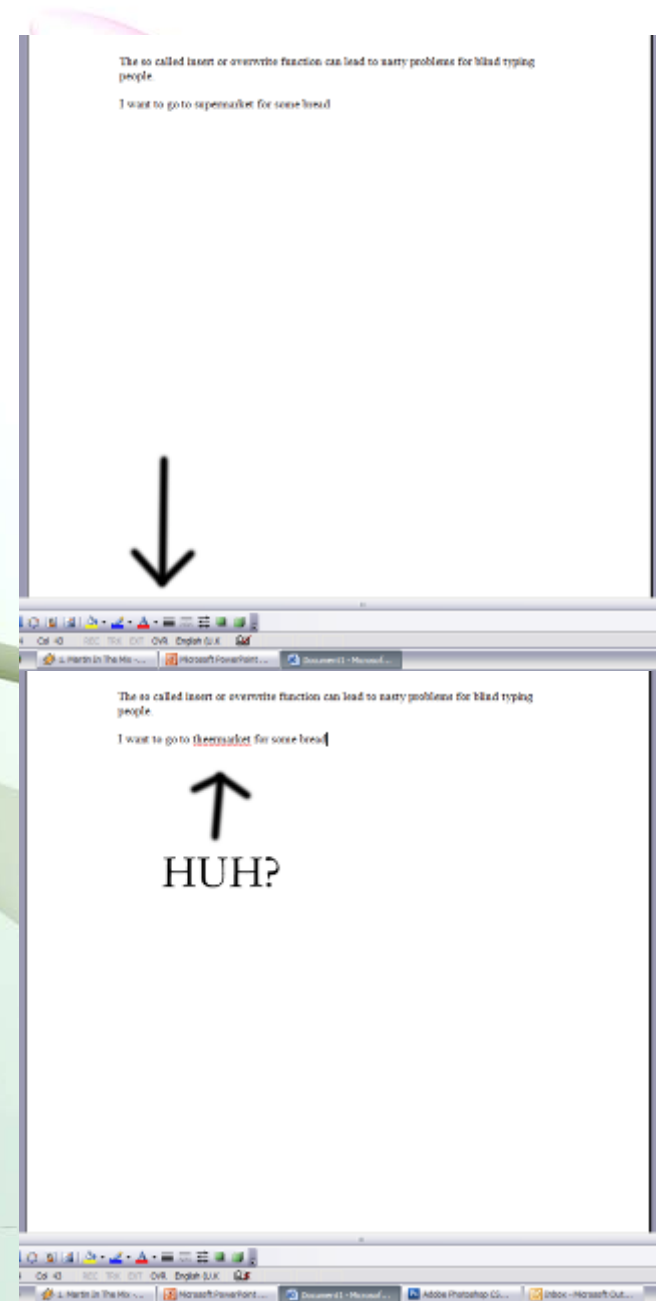
Golden Tip 5 – Interaction Bloopers

“Make incredibly clear what mode you are in”*

* A certain program state that offers for different actions as the user would normally encounter on the same buttons.

Invisible: such a tiny button indicates a mode, bad idea.

Unclear: user doesn't know what's happening and I have encountered several times that they have no idea what's going on.



Comprehensible: this shows a simple example of how a mode can not be missed. It's also the direct text of the key on the keyboard, so it communicates clearly.



Golden Tip 6 - Web Bloopers

“Do what your users expect!”

- Websites and web applications should be organized according to the needs of their intended users.
- All pages within a site should have a consistent appearance and layout.
- Make sure people won't get lost.
- Use clear links.



The website features a hand cursor pointing at the 'USA' link in the navigation bar. The navigation bar includes links for Australia, New Zealand, USA, Canada, Singapore, International, and Bag Buffet. The main content area is divided into three sections: 'our stores', 'their stores', and 'web stores'. The 'our stores' section lists the New York location. The 'their stores' section lists the Singapore location. The 'web stores' section lists the custom bag shop.

USA

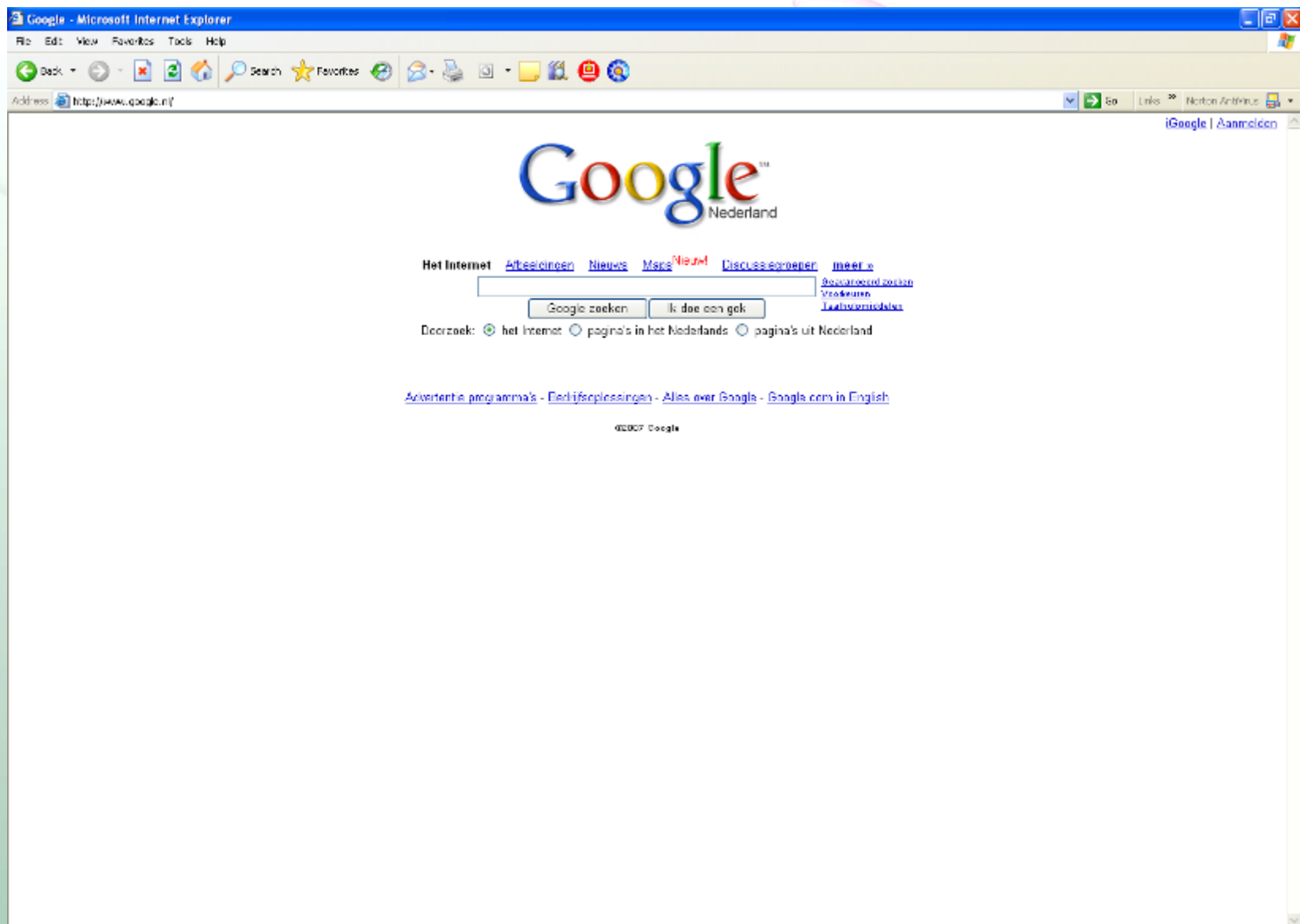
29 Wythe ave
Brooklyn, NY, 11211
Tel: 718 384 3020
Fax: 718 384 3023

www.crumplerbags.com
mail@crumplerbags.com


GRUMPLER (SOHO)
45 Spring Street
New York
New York, 10012
United States
tel: +1 212 331 9591
info@crumplerbags.com
www.crumplerbags.com

GRUMPLER CUSTOM BAG SHOP
49 8th Ave

Handmade by Splish Agency



Thank You



Marcel Ton
Roelof Tweehuijsen
Ruben van der Vleuten