



Plate 1 (Figure 3.6)
What Scenario 1 shoppers see
(Photos courtesy of Harris Teeter, Inc.)

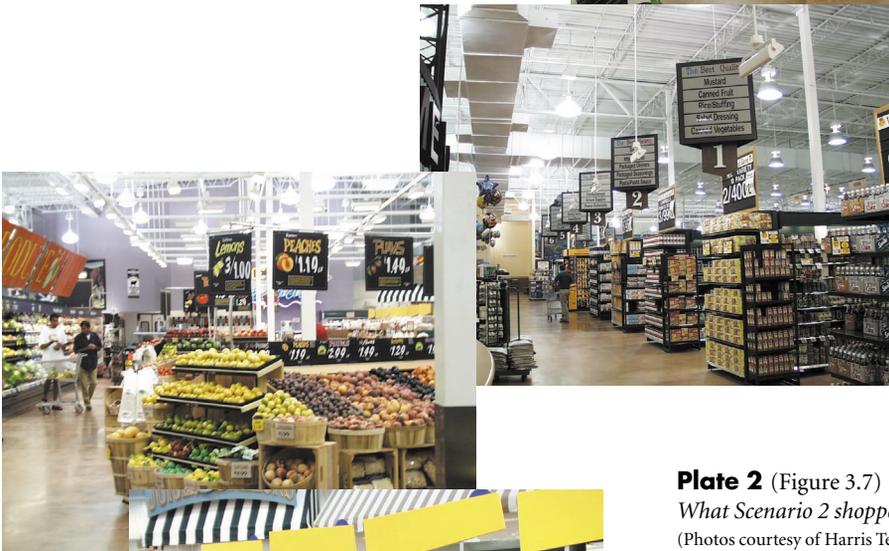


Plate 2 (Figure 3.7)
What Scenario 2 shoppers see
(Photos courtesy of Harris Teeter, Inc.)



Plate 3 (Figure 3.8)
What Scenario 3 shoppers see
(Photos courtesy of Harris Teeter, Inc.)





Plate 4 (Figure 3.9)
What Scenario 4 shoppers see
(Photos courtesy of Harris Teeter, Inc.)

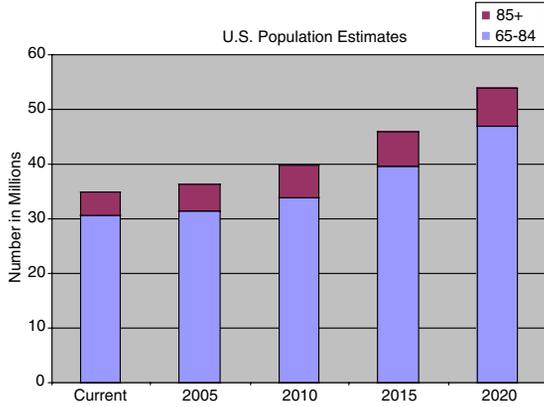


Plate 5 (Figure 5.1)
Projected population estimates
 (Source: <http://www.census.gov/population/www/projections/natsum-T3.html>.
 Reprinted with permission.)

Plate 6 (Figure 5.2)
Sample home page of a fictitious health Web site
 (Source: Mead, Lamson, and Rogers, 2002.)

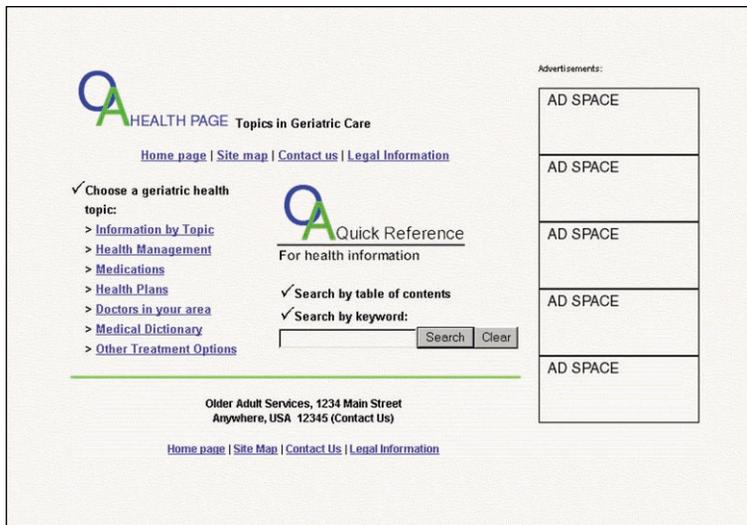
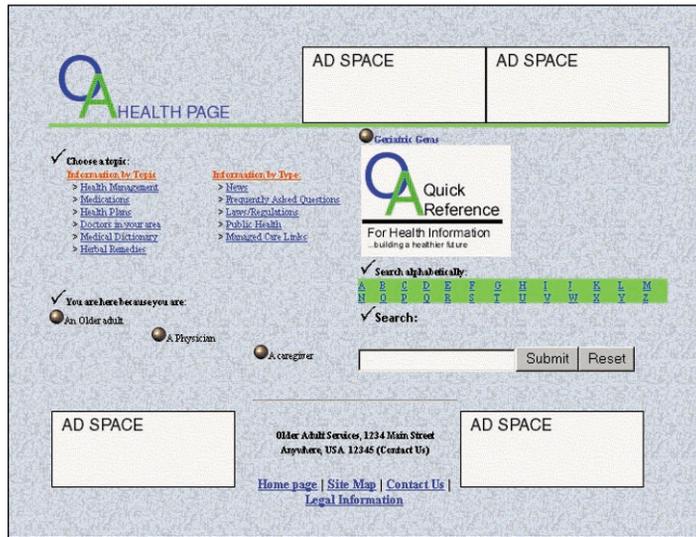


Plate 7 (Figure 5.3)
Redesigned home page from Figure 5.2
 (Source: Mead, Lamson, and Rogers, 2002.)



Association for Senior Citizens
Standing Behind Older Metro Denver

- History of The Organization
- Friendly Visitor Program
- Operation Warm Up
- Food Bank
- Low Income Housing
- Seniors Helping Seniors
- Operating Budget
- Programs and Services
- Board of Directors
- Contributors
- Would You Like To Help?
- Job Opportunities
- Awards
- Home

Association for Senior Citizens
 2839 West 44th Avenue
 Denver, Colorado 80211-1428
 Telephone: 303-455-9642 Fax: 303-455-2613
 Office Hours: 9:00am - 4:00pm
 Monday through Thursday



Formed in 1981 to lend a helping hand to the needy senior citizens in the Metro Denver area, ASC's mission is to ensure that no senior citizen goes without the necessities of life, including food, shelter and public services.

The Association for Senior Citizens does not discriminate against staff, board members, or the clientele being served. ASC does not discriminate on the basis of race, religion, color, gender, national origin, sexual orientation, non-disqualifying physical or mental disability or veteran status.

The Association for Senior Citizens is proud to serve the needs of the Senior Community throughout the six Metro area counties: Adams, Arapahoe, Boulder, Douglas, Denver and Jefferson.

Plate 8 (Figure 5.4)
 Association for Senior Citizens home page
 (Reprinted with permission.)

Plate 9
 (Figure 5.6)
 Justice Store home page
 (Reprinted with permission.)

Consumerism

"In the case of senior citizens... the key is to work on the greed and insecurity caused by [the Great Depression]... because most senior citizens are more trusting of supposedly "caring" strangers, because they grew and matured in less threatening times, they are incredibly easy to con out of everything they have."

-Statement of Edward Bruce Gould, Jr., convicted telemarketer, before the United States Senate Special Committee on Aging

Organizations

- [Consumers For Civil Justice](#)
- [Consumers Union](#)
- [Public Citizen](#)

Articles/special sites

- [Tasmania Office of Consumer Affairs & Fair Trading](#)
- [Office of Consumer Affairs \(USA\)](#)
- [American Justice Center \(consumerism\)](#)
- [FindLaw Consumer Law Center](#)

Link lists

- [Consumers Union resource page](#)

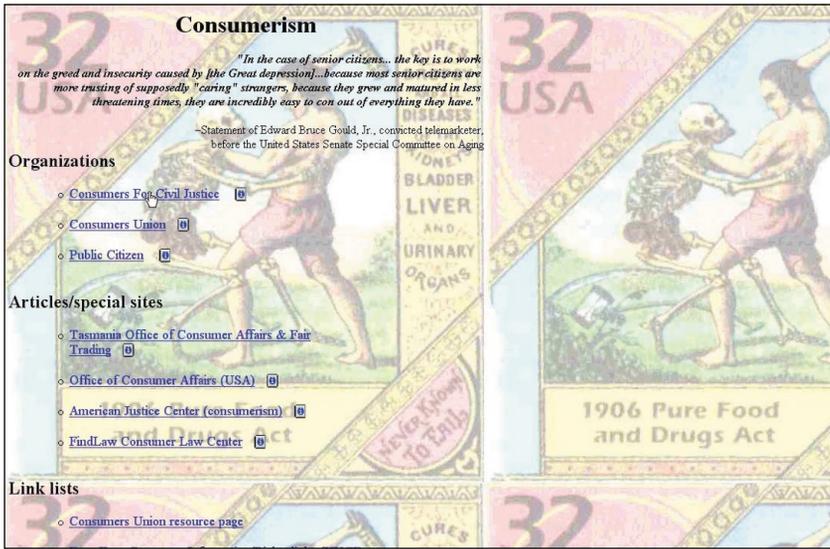


Plate 9
 (Figure 5.6)
 Justice Store home page
 (Reprinted with permission.)

Plate 10
 (Figure 6.3)
*Leeds University
 Union Bridge Club
 home page*
 (Reprinted with
 permission.)

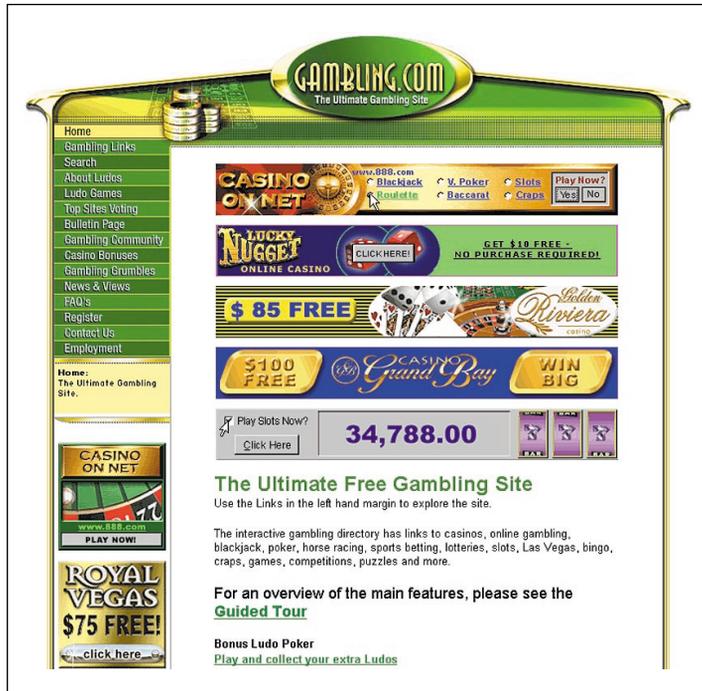
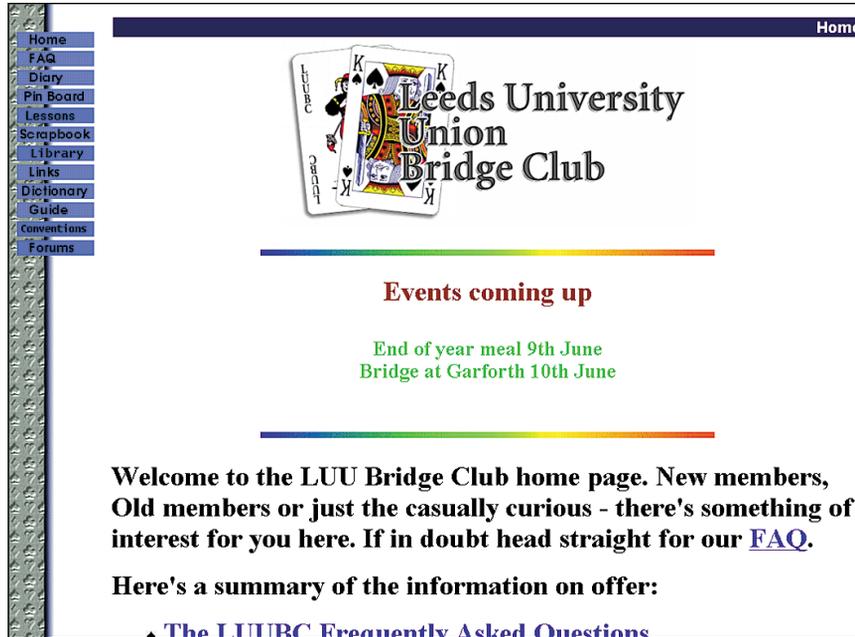


Plate 11 (Figure 6.4)
Gambling.com home page
 (Reprinted with permission.)

Shopping Bag | **Checkout** | **My Account** | **My Model** | **Personal Shopper** | **Ask Us**

Welcome | **Women's** | **Men's** | **Kids'** | For the Home | **Luggage** | **Gifts**

1-800-963-4816
Lands' End Store
Overstocks
Corporate Sales

Find a Product **go**

Men's Store

- Golf Shop
- Men's
 - Dress Shirts
 - Pinpoint Promotion
 - Ties & Belts
 - Dress Trousers
 - Sportcoats
 - Suits
 - Formal Wear
 - Outerwear
 - Casual Shirts
 - Casual Pants
 - Sweaters
 - Polos
 - T-shirts
 - Shorts
 - Swimwear
 - Activewear
 - T-necks & Mocks
 - Textured Knits
 - Footwear
 - Sleepwear
 - Slippers
 - Socks & Underwear
 - Accessories
 - Gloves, Hats, Etc
- New Arrivals!
- Business, Casual Tail / Long
- Big & Tall / Long
- Outerwear HQ
- Family / Group Outfitting

View Text Index

Catalog Quick Order **go**

Welcome to the Men's Store

Your secret weapon for summer.

If you want to stay crisp and cool even when the weather's hot and soggy, get inside a pair of these pleated or plain-front Tailored Poplin Trousers. The breathable cotton fabric keeps you comfortable, and won't wilt in the heat.

Tailoring details match or beat any you'll find on the most exclusive dress trousers — better-fitting "pleated curtain" waistband, French fly, lined fly and crotch, and more. If June, July and August find you office-bound, these are the trousers that can help make your fate bearable.

Check out our full array of better-built trousers for summer.

Buy 3 or more Pinpoints, save \$3 each!

Thin Stria Pinpoint \$36.00	Non-Solid Pinpoint \$42.00	Solid Pinpoint from \$27.50	Tonal Solid Pinpoint \$36.00	Mini Check Pinpoint \$36.00

Buy a bundle, save a bunch on all of these Pinpoints.

quickclicks for men

Get your FREE copy of the latest Lands' End for Men catalog!

News! Specials! Enter your e-mail to get our newsletter:

go

Men's top 10 Favorites

- 1) Leans
- 2) Tailored Twill Pants
- 3) Yearfounder@ Trousers
- 4) Pinpoint Shirt
- 5) China Pants
- 6) China Shorts
- 7) Original Oxford Shirt
- 8) Yearfounder@ Blazer
- 9) Sabandine Trousers
- 10) Supplex@ Swim Trunks

- Check out our new **Golf Collection!**
- **My Virtual Model™** - try clothing on a model that looks like you
- **The Art of Business Casual** - outfits for your workweek
- **My Personal Shopper** - like having a personal wardrobe consultant!

Plate 12
(Figure 6.8)
E-shopping products subgenre
(© 2001 Lands' End, Inc. Used with permission.)

Plate 13
(Figure 6.9)
E-shopping services subgenre
(Reprinted with permission.)

Expedia.com® Carve your own path down the mountain **Plan your ski trip now**

home | **flights** | hotels | cars | packages | cruises | destinations & interests | maps | business tools

Search: **Go**

msh.com

Welcome to Expedia.com! Already a member? [Sign in](#)
Don't live in the U.S.? Visit one of our [international sites](#).

EXPRESS SEARCH

Flights Hotels Cars Packages Cruises

NEW Based on our new flight search.

Departing from: Fort Wayne, IN (FWA-Bae) Depart: 3/14/01 Morning Adult: 1

Going to: Return: Evening

[More flight search options](#)

WINTER TRAVEL DEALS

- Aloha Honolulu. Five-day Waikiki package from \$647
- Book a hotel room and save \$50 on a future flight
- Book a flight at a price you like—Yours!
- Seven-day Southern Caribbean cruise from \$499
- Hit the road. Save 10% on your next rental car.

TIME TO CRUISE

- Ten-day Panama Canal cruise from \$799
- Seven-day Mexican Riviera cruise from \$749
- Twelve-day Hawaii cruise from \$999
- Four-day Western Caribbean cruise from \$459
- Shop for cruise specials—some as low as \$249

TRAVELER TOOLS

- Flight Status

NEWS & ADVICE

[Spring outta here! The best spring break destinations](#)

TODAY'S DEALS

- 12 hotel deals from \$45
- Cancun package from \$818
- Expedia Travels: free
- More special deals

TRAVEL PROVIDERS

- [Adventure Vacations](#)
- [Family Vacations](#)
- [Resorts & Islands](#)
- [Travel Store](#)
- [Vacation Packages](#)

EXPEDIA SERVICES

- [Associates Program](#)
- [Mobile Services](#)

INTERNATIONAL SITES

[Select your country.]

SITE GUIDE

- [My Trips](#)
- [My Profile](#)
- [My Rewards](#)

Flights

- [Flight Price Matcher](#)

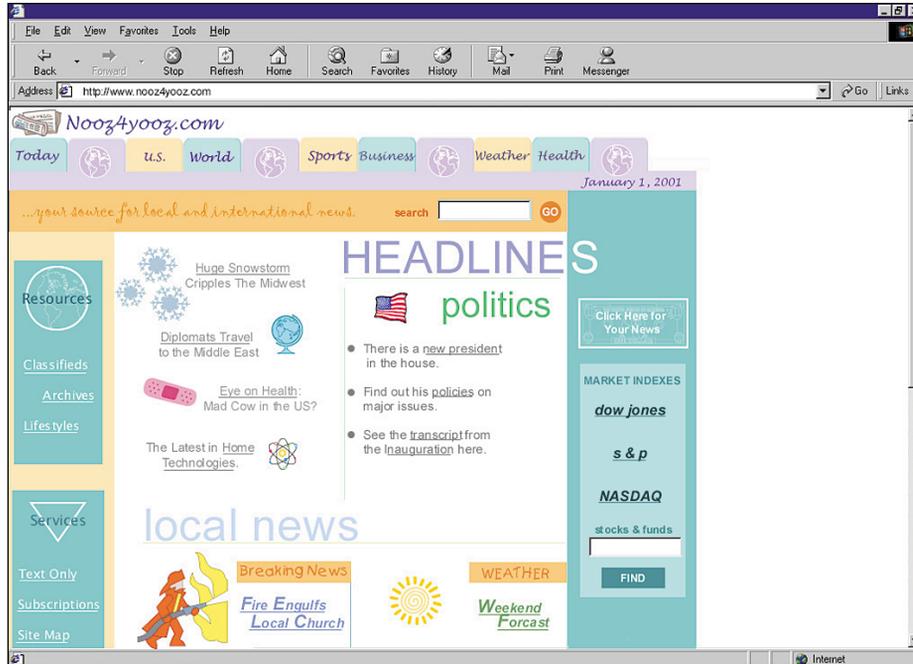


Plate 14
 (Figure 6.13)
News in a shopping format
 (Design by Sarah Craighill.)

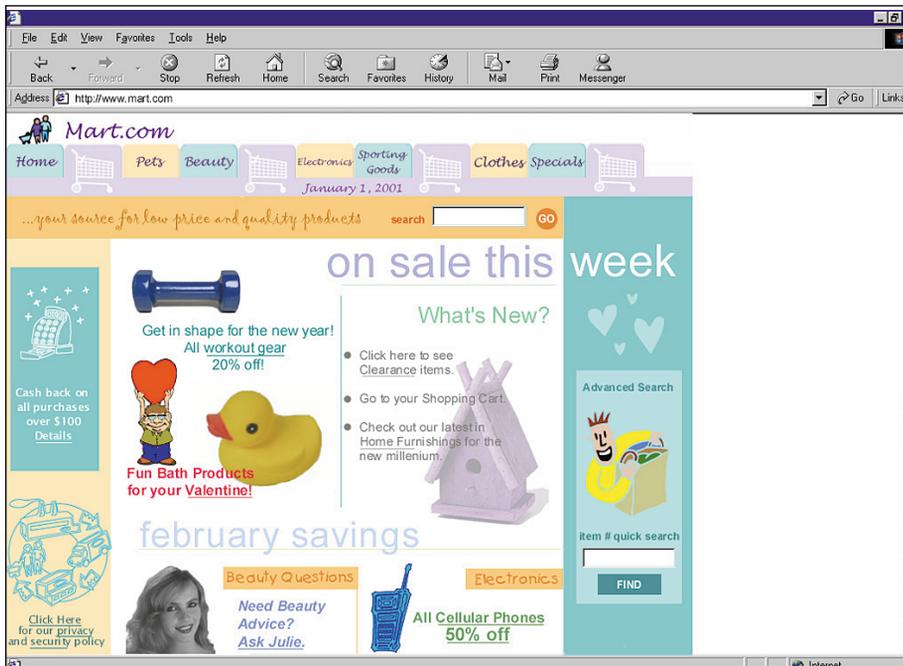


Plate 15
 (Figure 6.14)
Shopping in a shopping format
 (Design by Sarah Craighill.)

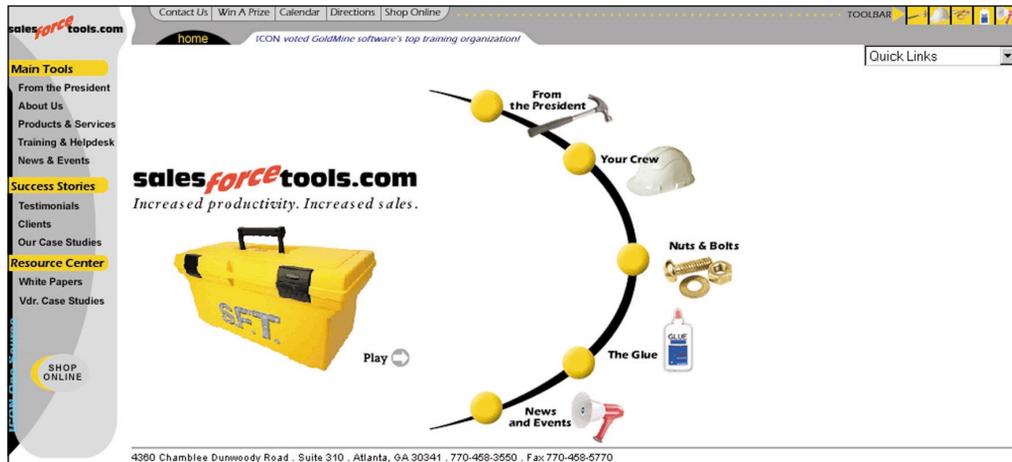


Plate 16 (Figure 7.9) *Icons*
(Reprinted with permission of salesforcetools.com.)

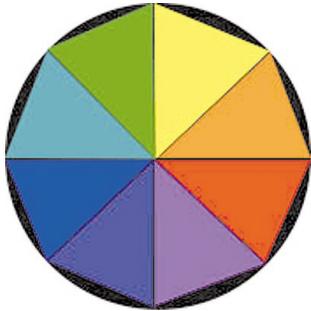


Plate 17 (Figure 8.6)
Color wheel



Plate 18 (Figure 9.1) *Original home page of a botanical garden site*
(Design by Sarah Craighill from a photograph by Julie Shinabery.)



Plate 19 (Figure 9.2) *High-contrast rendering of botanical garden site*



Plate 20 (Figure 9.3) *Removing the title only*

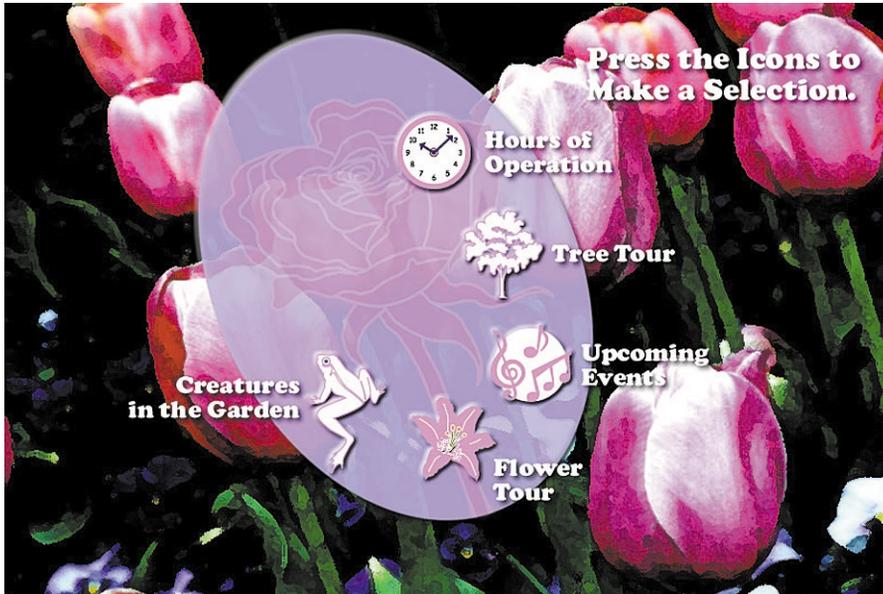


Plate 21 (Figure 9.4) *Removing the title and providing high contrast*

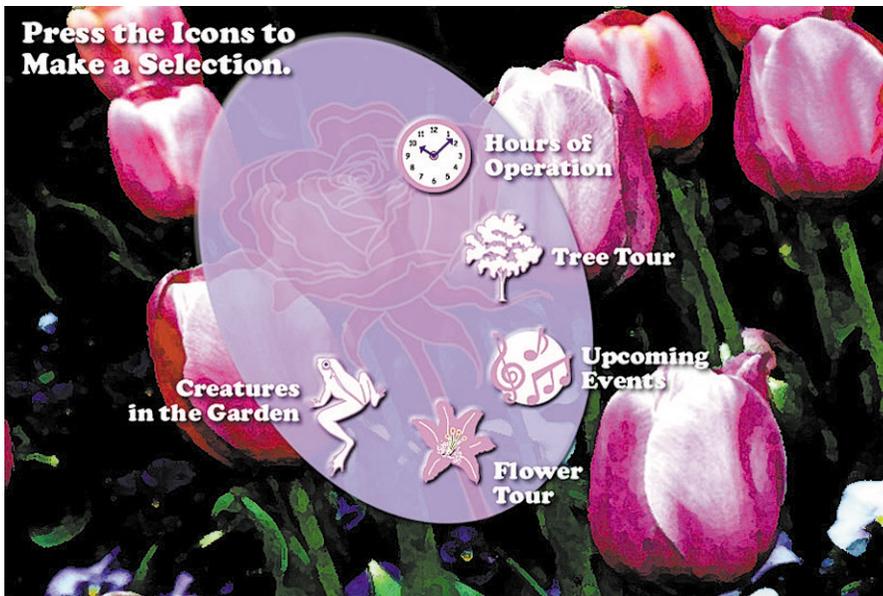


Plate 22 (Figure 9.5) *Further improvement by placing instructions in upper left*



Plate 23 (Figure 9.6) Reinserting title in lower right of page



Plate 24 (Figure 9.7) Positioning icons in left-to-right, top-to-bottom orientation



Plate 25
 (Figure 9.9)
 Page where background interferes with visibility of links
 (Reprinted by permission of Nassau Federal Credit Union.)

Plate 26
 (Figure 9.14)
 Art that gives rise to the wrong interpretation

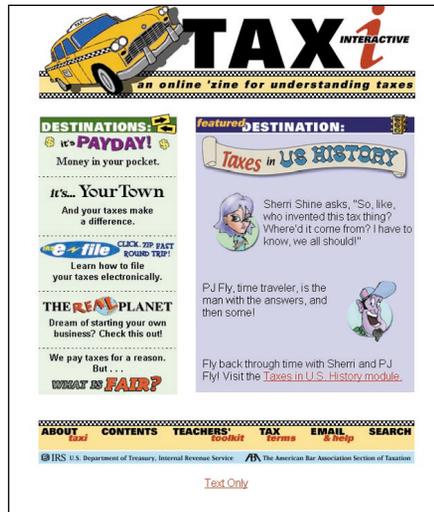


Plate 27
 (Figure 9.15)
 Title header that looks like a banner ad

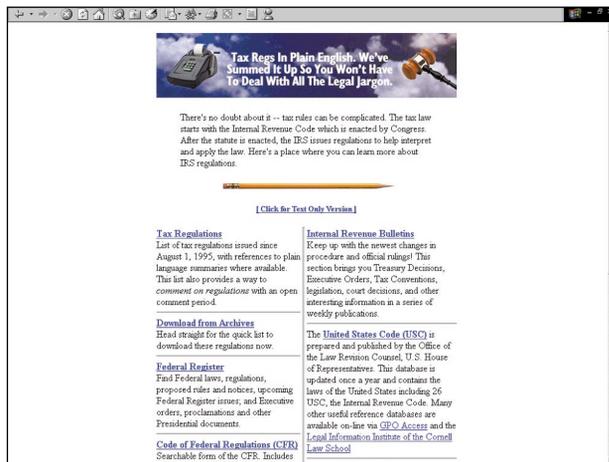




Plate 28 (Figure 10.7) *Université de Savoie home page*
(Université de Savoie [France]: www.univ-savoie.fr.)

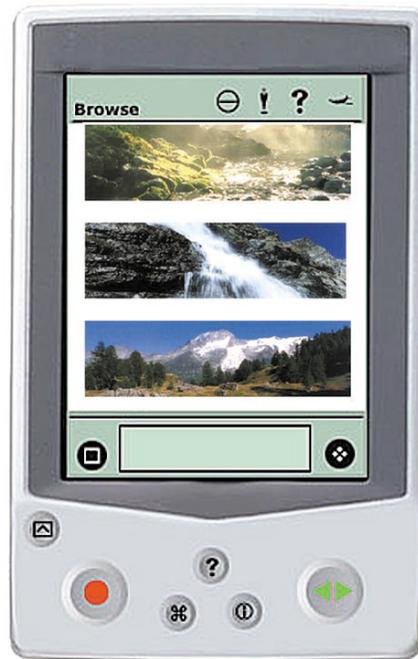


Plate 29
(Figure 10.11)
Partial view of the Université de Savoie home page
(Université de Savoie [France]:
www.univ-savoie.fr.)



Plate 30
(Figure 11.1)
Microsoft Japan site
(Screen shot reprinted
by permission from
Microsoft Corporation.)

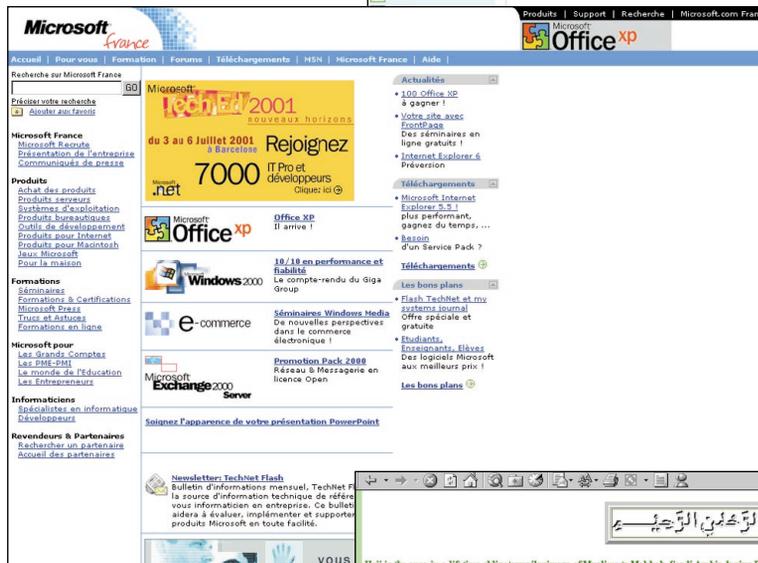


Plate 31
(Figure 11.2)
Microsoft France site
(Screen shot reprinted by
permission from Microsoft
Corporation.)

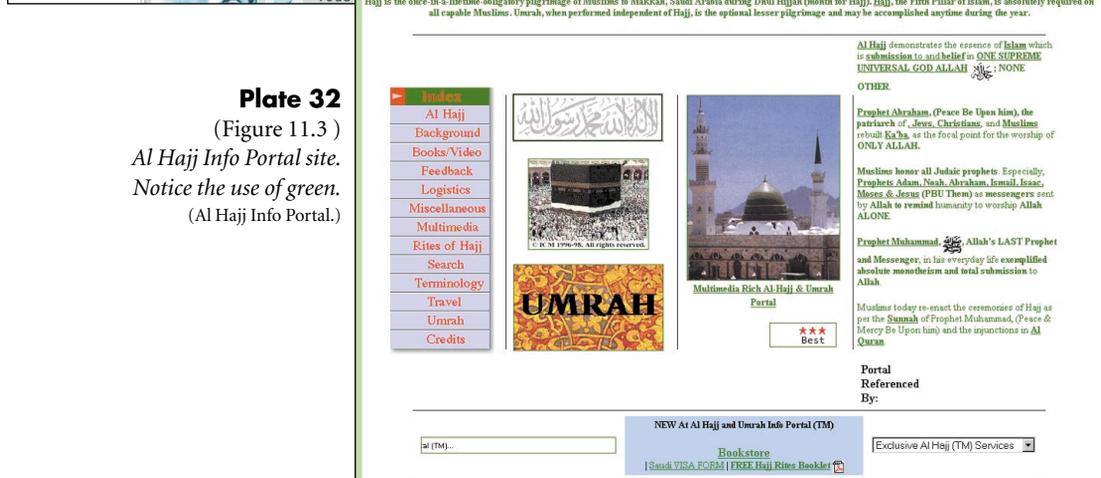


Plate 32
(Figure 11.3)
Al Hajj Info Portal site.
Notice the use of green.
(Al Hajj Info Portal.)