



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.)

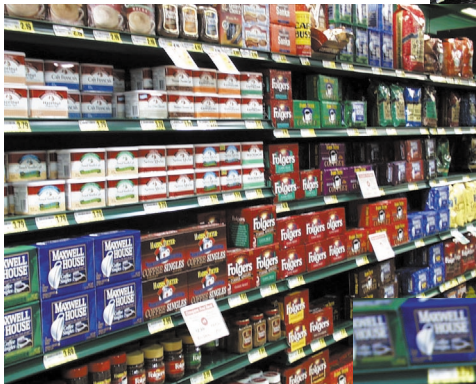
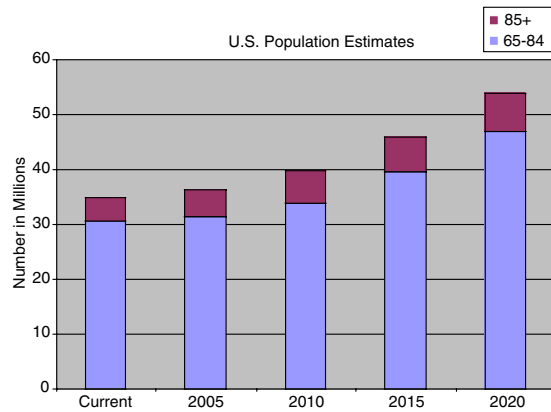




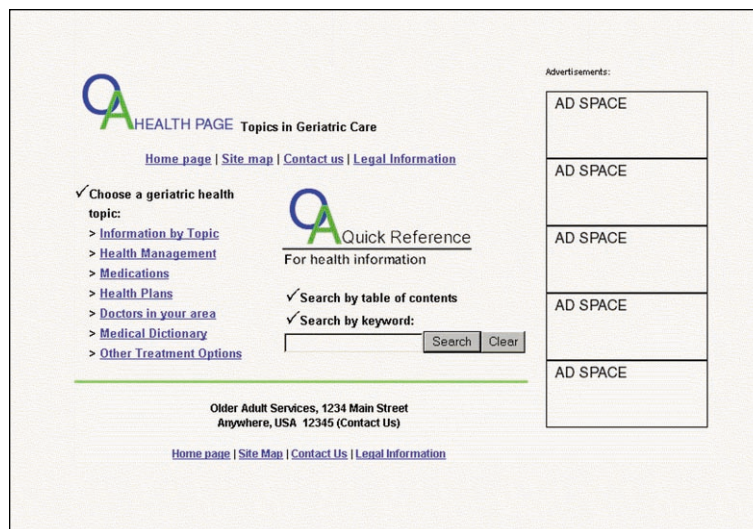
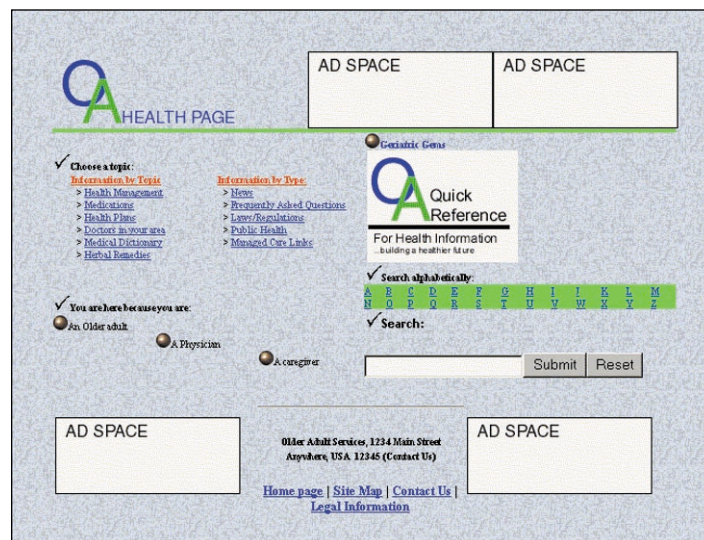
Plate 4 (Figure 3.9)
What Scenario 4 shoppers see
(Photos courtesy of Harris Teeter, Inc.)

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

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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.)

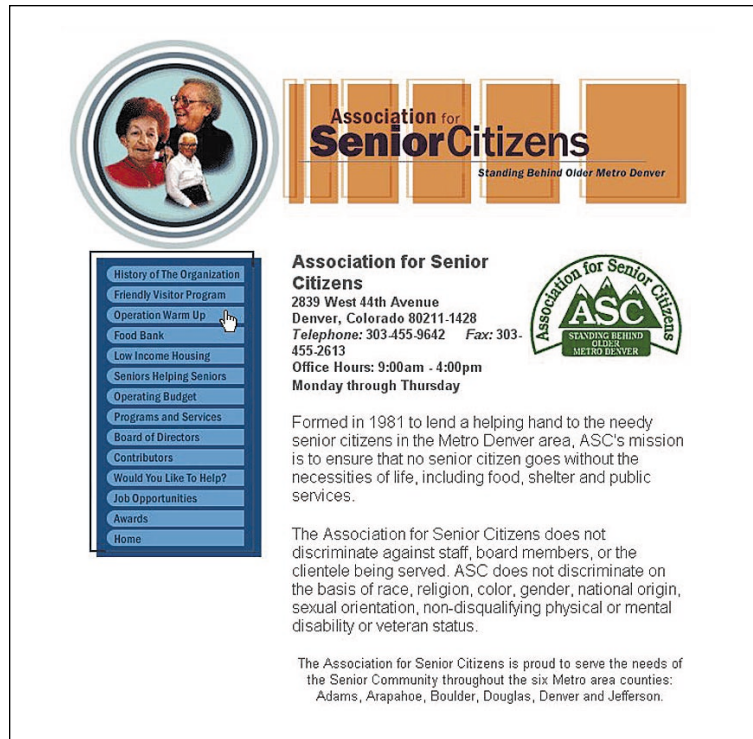


Plate 8 (Figure 5.4)
Association for Senior Citizens home page
(Reprinted with permission.)

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



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

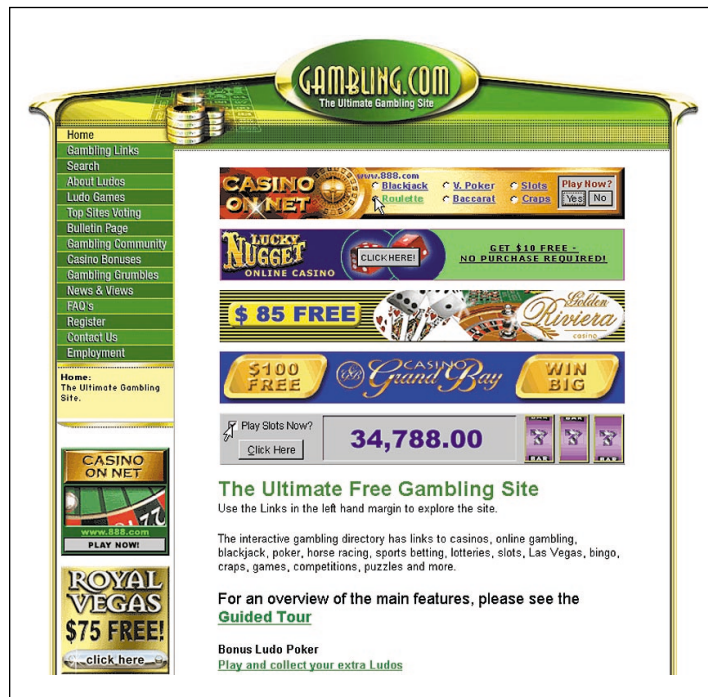
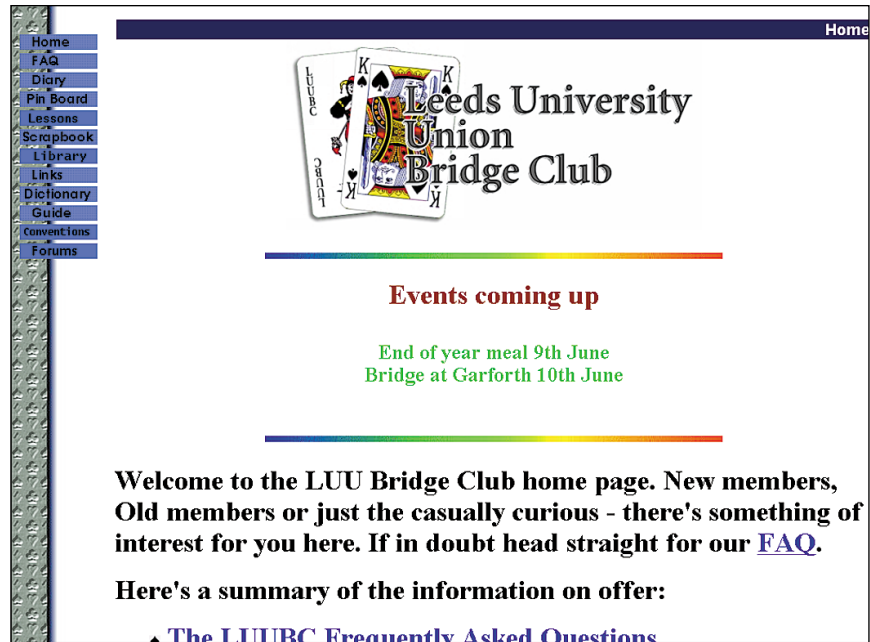


Plate 11 (Figure 6.4)
Gambling.com home page
(Reprinted with permission.)

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
• Poles
• T-shirts
• Shorts
• Swimwear
• Activewear
• T-necks & Mocks
• Textured Knits
• Footwear
• Sleepwear
• Slippers
• Socks & Underwear
• Accessories
• Gloves, Hats, Etc
New Arrivals!
Business Casual
Tall / 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:

Men's top 10 Favorites

- 1) Jeans
- 2) Tailored Twill Pants
- 3) Yearounder® Trousers
- 4) Pinpoint Shirt
- 5) China Pants
- 6) China Shorts
- 7) Original Oxford Shirt
- 8) Yearounder® Blazer
- 9) Seabird® 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.)

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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

msn.com

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EXPRESS SEARCH

☒ Flights ☐ Hotels ☐ Cars ☐ Packages ☐ Cruises

NEW Read about our new flight search.

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

Going to: Return:

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 packages 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.)

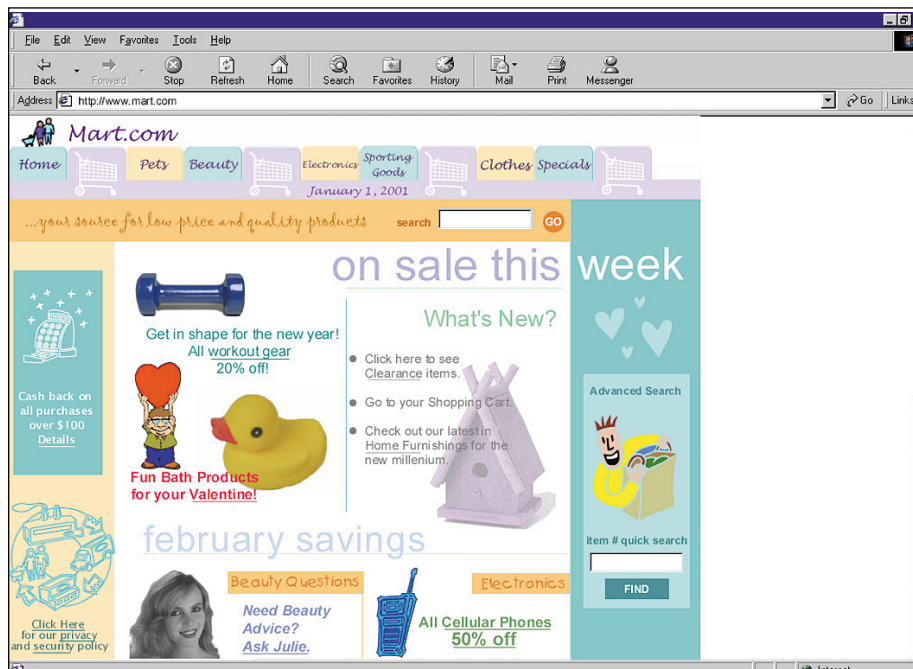
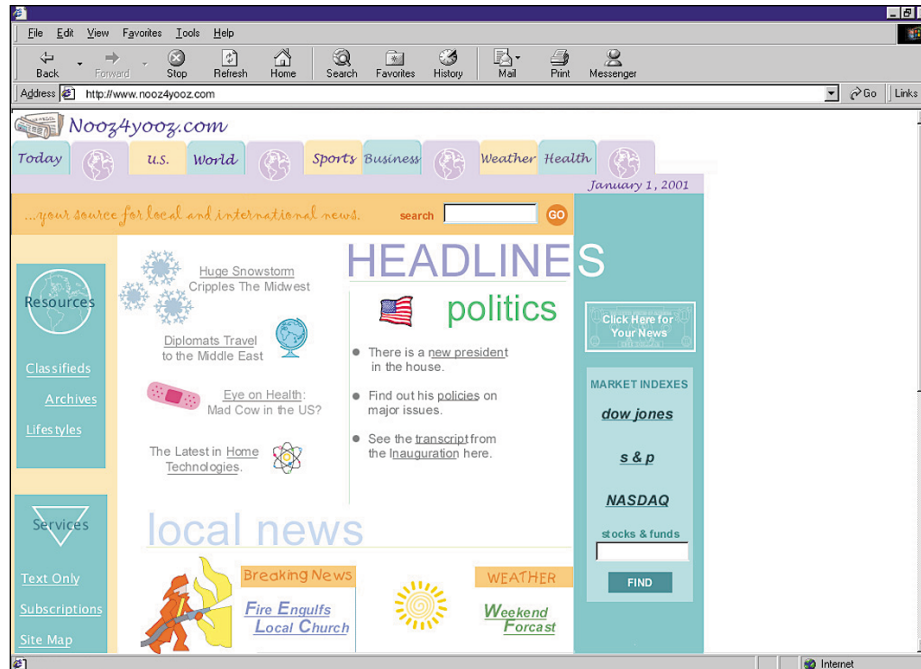


Plate 15
(Figure 6.14)
Shopping in a news format
(Design by Sarah Craighill.)

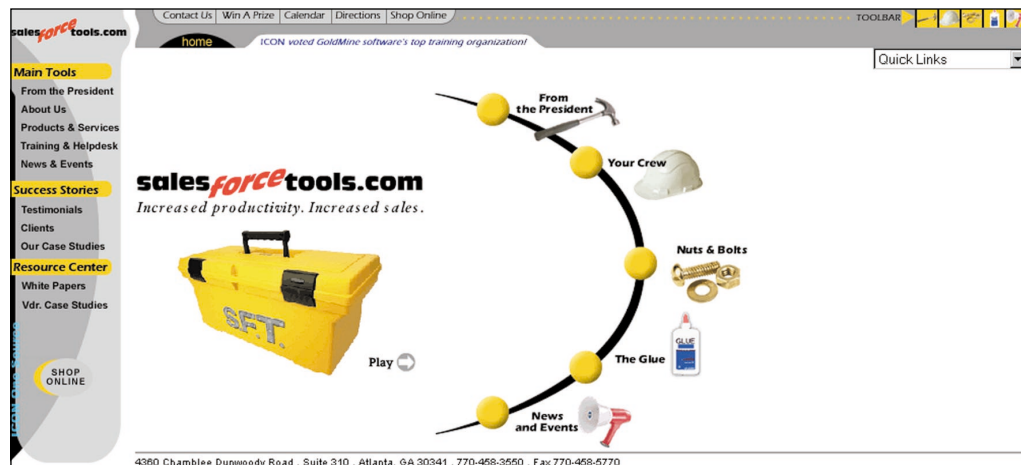


Plate 16 (Figure 7.9) *Icons*
(Reprinted with permission of
salesforcetools.com.)

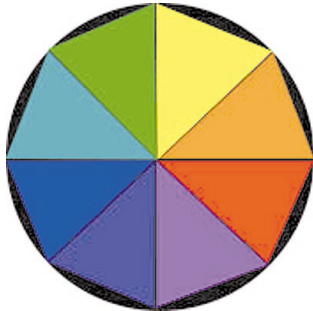


Plate 17 (Figure 8.6)
Color wheel



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*

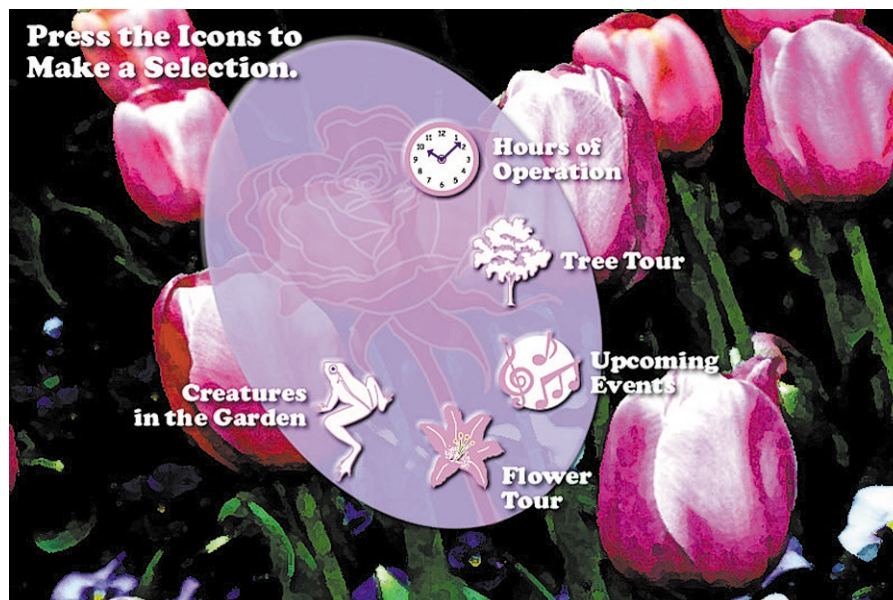


Plate 22 (Figure 9.5) *Further improvement by placing instructions in upper left*



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

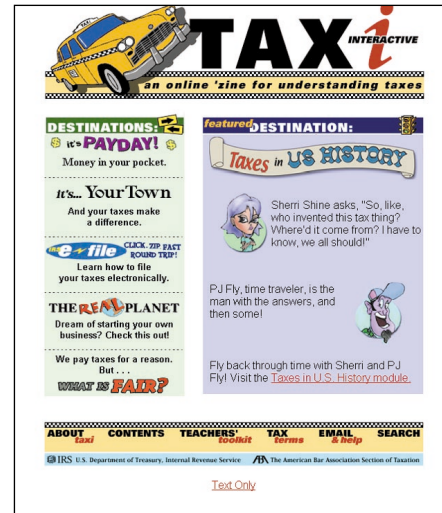


Plate 27

(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.)

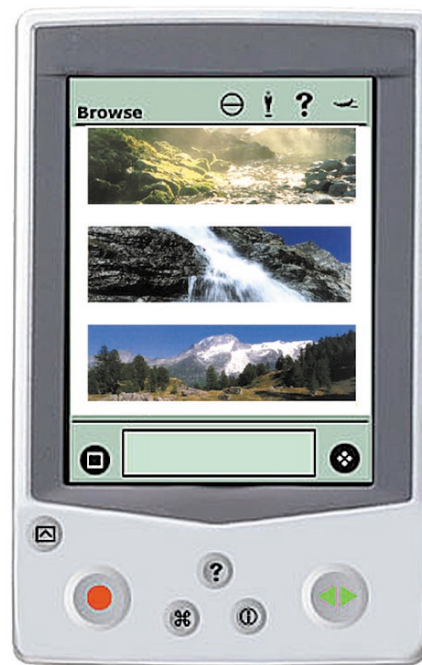


Plate 29
(Figure 10.11)
Partial view of the Université de Savoie home page
(Université de Savoie [France]: www.univ-savoie.fr.)



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.)

