

Tally T8006e Page

The object of this design was to focus attention on the most important information. Improvements in the over-all look and feel of the page were also achieved.

The job was made easy by the term 'Free Printer', with Free being up there with Sex as a word that instantly grabs attention. Putting the Free Printer offer in the left hand top position was all that was required for it to jump out and grab people. Testing showed it was the first thing people noticed every time.

The next thing people noticed were the 'Colour for Life' deal, then the buying a printer outright deal and the demo special. On 800x600 screens the latter two offers would be below the water line (not visible without scrolling).

In an effort to make only the most important and least confusing information immediately available I've put some of the information on a second page. There is a line of thought that people shouldn't be asked to click (or click too often, or nothing should be more than three clicks away) but like most generalizations about the web it's grounded in supposition. So long as the clicks are 'no brainers' people will click. Testing showed that the large 'More info' buttons presented no challenge.

There was some confusion with the 'Factory Sponsored Program'. People were unwilling to accept that they were actually getting a free printer. Despite all information available people came up with all kinds of hidden agendas with this deal. The term 'program' made them suspicious, telling them it was part of some larger program that might require them to buy computers or something. They guessed they were entering into a lease or required to buy outrageously expensive 'packages' of goods they didn't need.

Subsequent changes to the pages de-emphasized the 'program', avoided reference to a 'package' of consumables, stressed there was no lease, no hidden surprises etc. Some of the information was swapped around for clarity, and anything that wasn't totally necessary was eliminated. Testing also highlighted some common misconceptions, such as a misunderstanding of the word 'mono'. (eg "Is it a company name?") I thought about 'mono-chrome' but went with 'black & white'.

The pages they click into are quite stark and business-like compared with the first, which was aimed at being visually attractive to hold attention for those precious seconds before they found the information. The second page tells them they're in a no-nonsense page of facts and information. Most people were drawn to the information on the left-hand side. On the right hand side is the information about the printer, so there can be no mistake what we're talking about, but only the comparative shoppers and tech-heads read this info. Again, testing allowed me to pare the information down to a level that was direct and non-confusing on each page.

Brain Power Training Pages

With this site I've tried to keep the distinctive look of the first but allow for greater flexibility with text colours. With 1/5th of men being colour blind, many seeing red as black, it was important to use good contrast to allow these people to read the text. The red background posed a problem here so I've got a pale background with a Brain Power red border.

Navigation has been kept simple but is not fixed at this point. I've got a stack of questions about the content and the answers will help me fix the navigation (as will testing). What you see so far is the main sections in a top bar and the peripheral links in the grey area to the right of screen. Navigation is much more intuitive than before and based on HTML so the search engines can follow the links.

The introduction screen has gone. It's been shown time and again that they're just a hindrance to traffic, giving people an opportunity to leave your page before they've even got there.

The home page has a simple statement in the top-left that captures the essence of the site. I'm not sure if Brain Power Training has a wider focus than my statement implies. This is something we can discuss. The main elements of BPT follow with links to the appropriate section. Below this are some direct statements about BPT, using only informative statements (if you excuse the 'This course could change your life' statement, which may or may not survive testing).

This page has not been tested yet. I believe in the motto 'test early and test often' so my next step will be testing the site. This will give us a basis to make further changes and add content.

The 'Speed Read' section needs more concrete information. While I was able to get good information on Super Memory from the other sites there was very little about Speed Reading. I've made an educated guess about speed reading with the Flash window (red window in the grey area). We need to tell our users enough about speed reading for them to get a fixed idea about it, possibly demonstrating it with Flash animation similar to the one currently on the site.

Similarly, there is much more we can put into the About Us section.

We have a couple of ways we can continue from here. I can interview people. I can write down my questions and submit them. I can attend a course or see the DVD when it's ready. I can read selected texts (media, books, web sites) about BPT and speed reading. Or you can forward material for me to include. Naturally, I prefer to do the research myself. I also think it'll help give you a better perspective on the finished product, it being easier to judge someone else's work than your own.