

It's not ME, it's

YOU





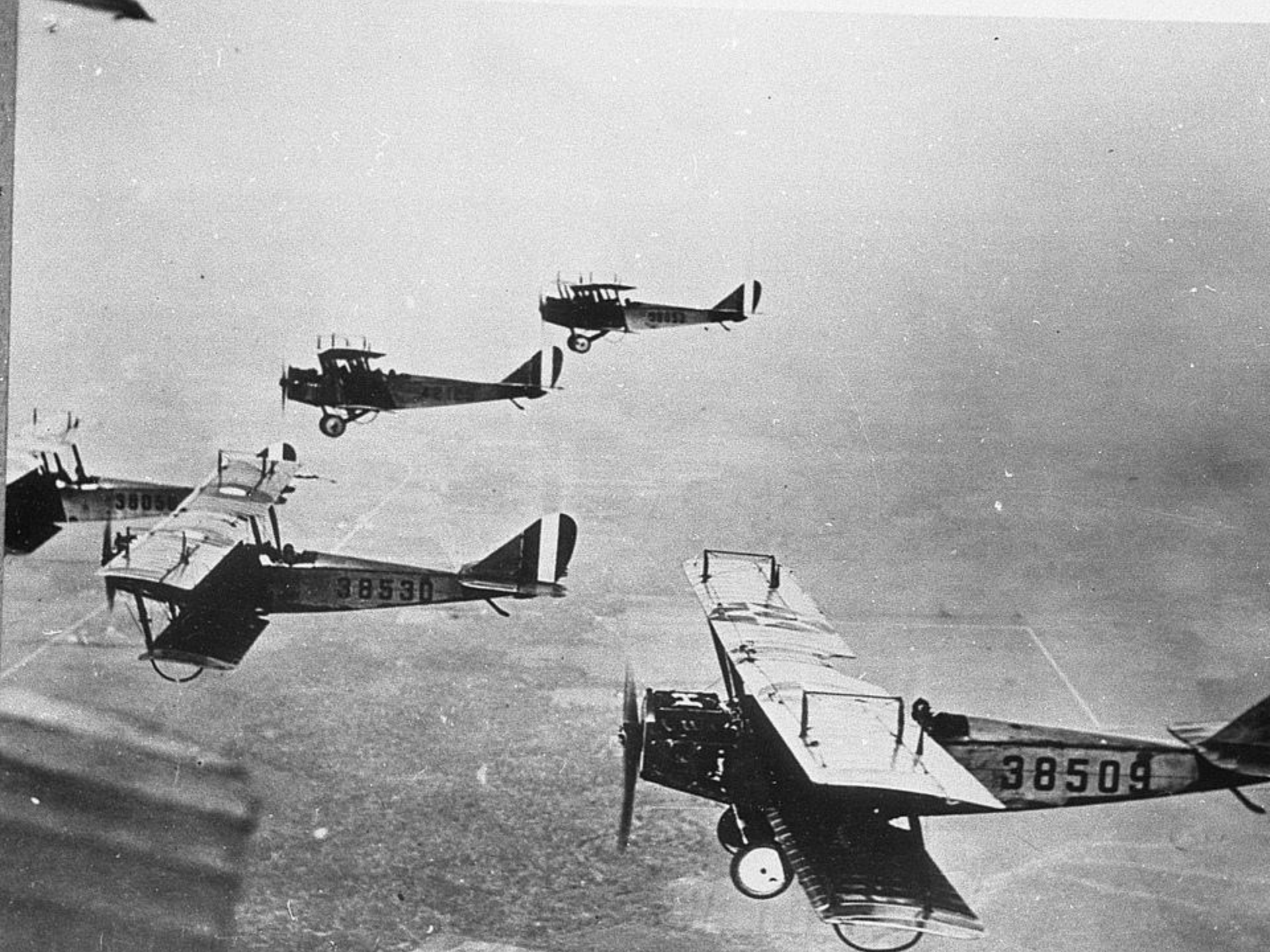
Aesop's
Fables











38050

38530

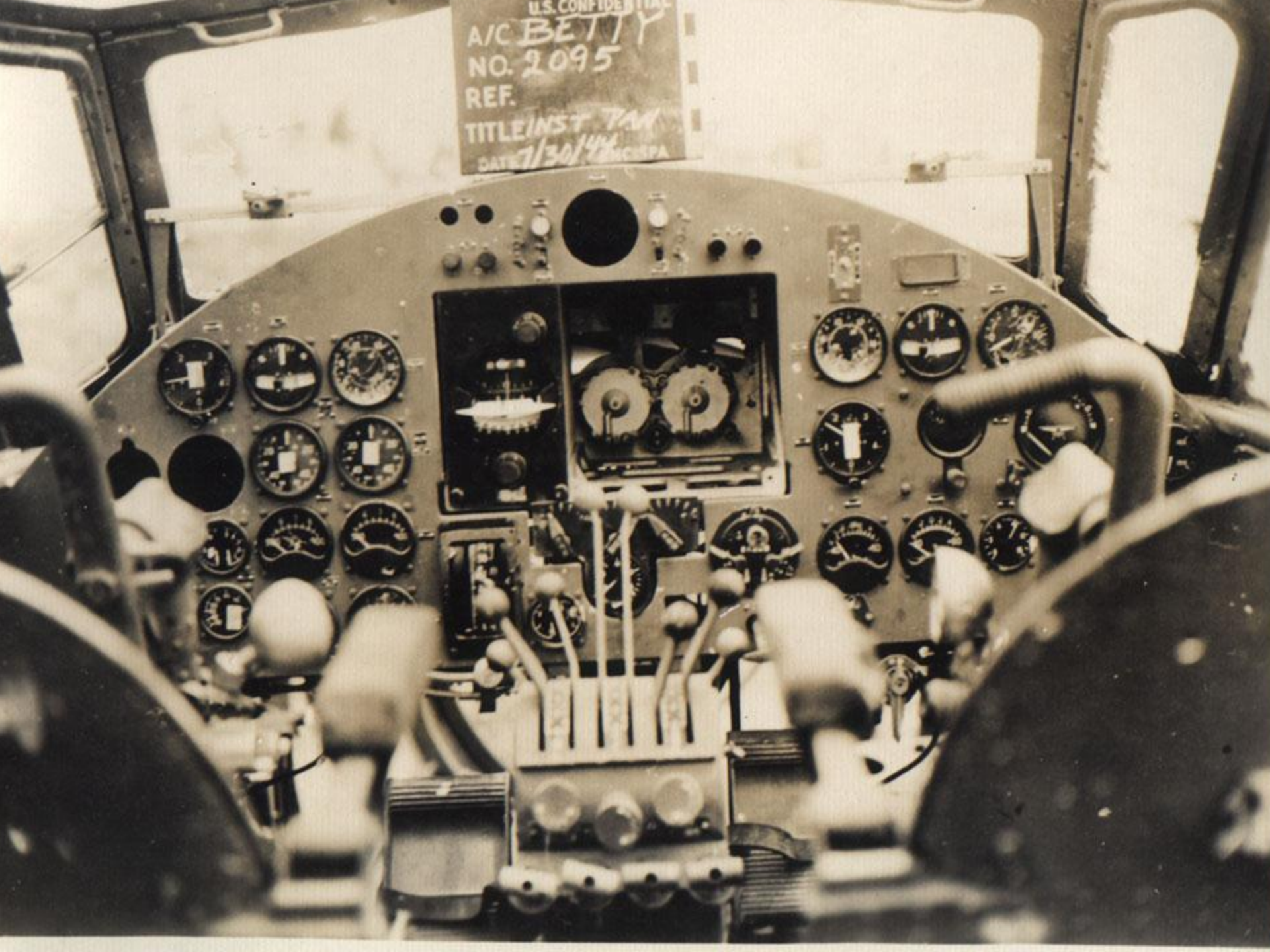
38509

38533

38532



U.S. CONFIDENTIAL
A/C BETT
NO. 2095
REF.
TITLE INST 744
DATE 7/30/44





MEASURING CUP

500ml

450

400

350

300

250

200

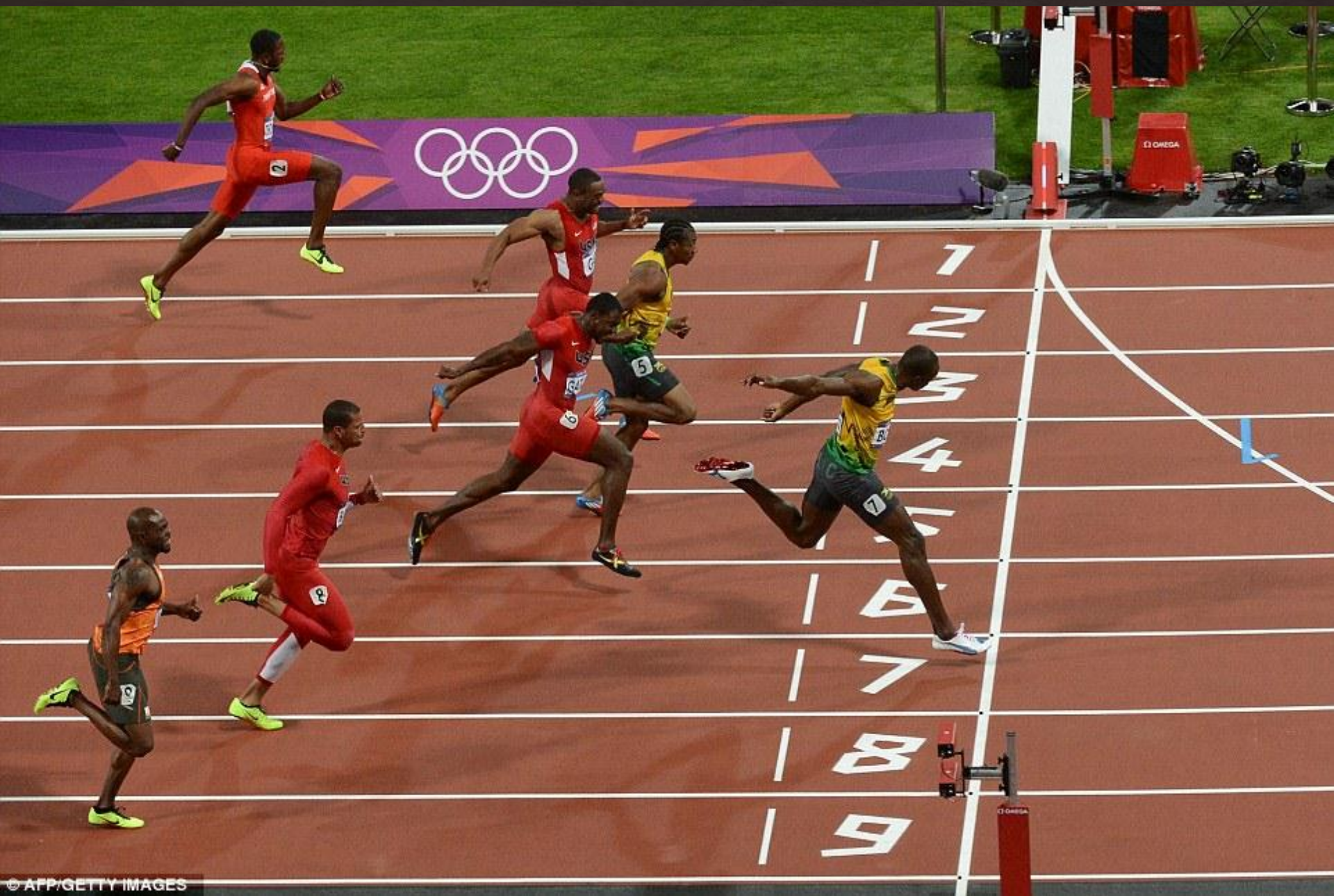
150

METRIC

100

HEURISTIC
EVALUATION
&
USER TESTING

HEURISTICS

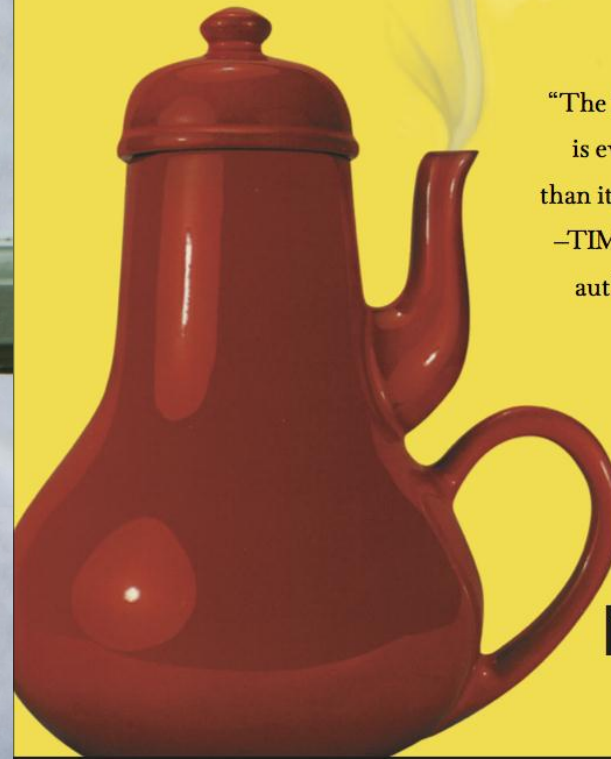




REVISED & EXPANDED EDITION

The DESIGN
of EVERYDAY
THINGS

*“The Design of Everyday Things
is even more relevant today
than it was when first published.”*
–TIM BROWN, CEO of IDEO,
author of *Change by Design*



DON
NORMAN



The researcher

The Sysadmin

The OSS developer

The CS student



Name

Alexander Weiß

Donald M. Berry

Kristian Larsson

Eric Neville

Age

30

30

26

24

Location

Germany

US

Sweden

France

Social Life

Alexander lives with his girl-friend in a flat in Hamburg.

Donald lives with his wife and 1-year old daughter in a house in Portland.

Kristian shares an apartment with two friends in Stockholm. His girl-friend lives in Uppsala. They spend other every weekend.

Eric lives with his parents in a small city close to Lyon. He visits the university there. Often, he stays at his friend's apartment for playing PC games and programming.

Work Life

He works at centre for environmental systems research and designs plans for replacable energies in a EU-funded project.

He is a lead system administrator in a huge network solutions company in Portland.

A software developer with a dayjob in a medium-sized software company. Works on KDE in his spare time.

He is a student of computer science. Besides university, he performs small programming jobs for people in his neighbourhood.

IT'S THE USER, STUPID

Computer Experience

All are highly experienced with computers.

Time at a computer per week

26-50 hours per week

35-50++ hours per week

30-50++ hours per week

25-45 hours per week

Computer tasks

Office tasks and Field-dependent.

Development and network administration.

Mostly development and recreational.

Mostly development.

Also educational and recreational.

Does not use PC for office tasks, educational, and

Also network administration and office.

Also educational, recreational, and network administration.



BNSF RAILWAY

- ABOUT BNSF
- CONTACT US
- COMPANY HISTORY
- BNSF CORPORATION OFFICERS
- BNSF CORPORATION DIRECTORS
- CELEBRATING SUCCESS
- LICENSEE INFORMATION
- BNSF STORE

Vision & Values

Delivering What's Important

Our vision is to realize the tremendous potential of The Burlington Northern and Santa Fe Railway by providing transportation services that consistently meet our customers' expectations.

A vision statement is only as good as the people who work to bring it to life each day. To live the vision, the diverse group of more than 38,000 professionals who comprise the BNSF community embrace a set of shared values:

- Listening to customers and doing what it takes to meet their expectations.
- Empowering each another, showing concern for our colleagues' well-being and respect for their talents and achievements.
- Continuously improving by striving to do the right thing safely and efficiently.
- Celebrating our rich heritage and building on our success as we grasp our promising future.

Success in living our vision and values is evident when we fulfill the highest expectations of our four key stakeholder groups:

- Our customers find it easy to do business with us, receive 100% on-time, damage-free service, accurate and timely information regarding their shipment, and the best transportation value.
- Our employees work in a safe and secure environment, are focused on continuous improvement, share in the opportunity for personal and professional growth available to all team members, and take pride in their association with BNSF.
- Our owners earn financial returns that exceed other railroads and the general market as a result of BNSF's superior revenue growth, an operating ratio in the low 70s, and a return on invested capital that is greater than our cost of capital.
- The communities we serve benefit from our sensitivity to their interests and to the environment in general, our adherence to the highest legal and ethical standards, and the participation of our company and our employees in community activities.

To report an emergency on the railroad, call BNSF at 800.832.8452

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Hot Stuff!
BNSF Merchandise
Your straight line to intuitive pricing.
BNSF responds to Harmonized Kojima and Ritz.
Learn how close your truck, what errors and service obstacles.

July 4th, 2011

HealthCare.gov

Take health care into your own hands

Home | Blogs | Newsroom | Glossary | En Español | Text Size A A A

- Find Insurance
- 16
- Compare Hospitals & Care Providers
- Prevention & Wellness
- The Health Care Law & You

Your Health Care, Explained

Have you been **rejected** for insurance?

Learn More

Find out how the health reform law is helping Americans stay healthy.

Learn about prevention and wellness services that may be covered for you.

Learn about preventive services for Medicare beneficiaries.

Visit www.healthcare.gov to identify which screenings and preventive services are right for your age and gender.

Hot Topics

HealthCare.gov

13: Get your coverage & pricing options. Find out which private insurance plans, public programs and community services are available to you. Pick Your State

15: Have you been rejected for insurance?

1: Your Health Care, Explained

8: Have you been rejected for insurance?

5: Find out how the health reform law is helping Americans stay healthy.

19: Learn about prevention and wellness services that may be covered for you.

12: Hot Topics

14: HealthCare.gov



USEFUL

USABLE
DESIRABLE

EXPERIENCE

FINDABLE

CREDIBLE
ACCESSIBLE

LE

1. USEFUL



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

DEPUTY DIRECTOR
FOR MANAGEMENT

June 13, 2011

M-11-24

MEMORANDUM FOR HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

FROM: Jeffrey D. Zients
Federal Chief Performance Officer and
Deputy Director for Management

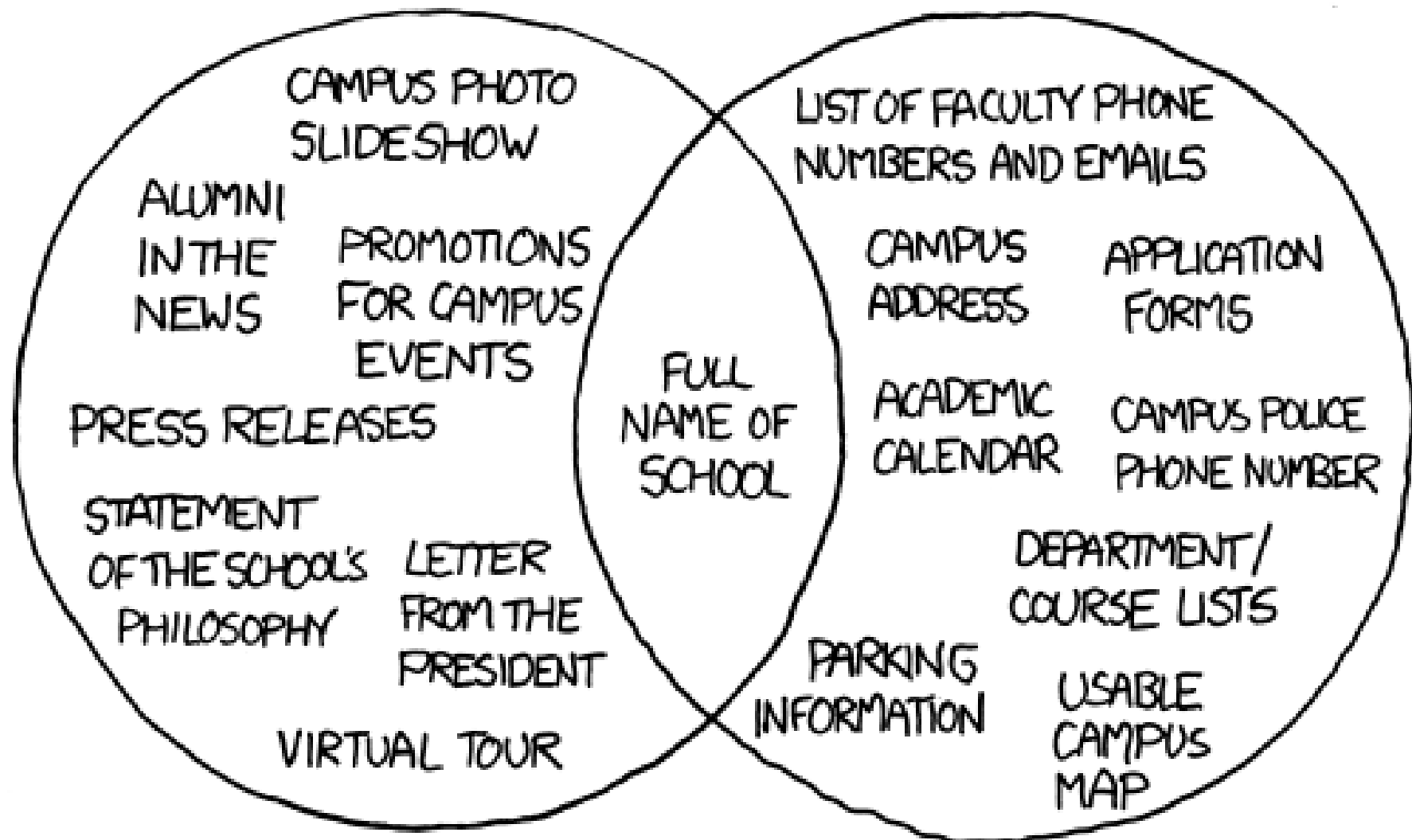
SUBJECT: Implementing Executive Order 13571 on Streamlining Service Delivery and
Improving Customer Service

In Executive Order (EO) 13571, issued on April 27, 2011, the President stated that, "with advances in technology and service delivery systems in other sectors, the public's expectations of the Government have continued to rise," and that the Government "must keep pace with and even exceed those expectations." In addition, the President made clear that the Government "must also address the need to improve its services, not only to individuals, but also to private and Governmental entities to which the agency directly provides significant services."

The President instructed the Federal Chief Performance Officer, who also serves as Deputy Director for Management of the OMB, to issue any necessary guidance for implementing the activities outlined in the order. This memorandum provides guidance for implementing EO 13571.

THINGS ON THE FRONT PAGE
OF A UNIVERSITY WEBSITE

THINGS PEOPLE GO TO
THE SITE LOOKING FOR



*“I bet the welcome message
‘From the Commissioner’
addresses my specific
questions”*

- Said No One

2. USABLE

Steve Krug

UPDATED
with three
new chapters!

DON'T MAKE ME

THINK



A Common Sense Approach to Web Usability

SECOND EDITION

USASOC



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06/07 13:07:26	06/07 16:07:26	06/07 08:07:26	06/07 03:07:26	06/07 17:37:26	06/07 22:07:26	06/07 21:07:26	06/07 15:07:26	06/07 09:07:26
USASOC	SEARCH	Family Readiness	Freedom of Information Act (FOIA)	NEWS SERVICE	Links	Disclaimer		



U.S. Army Special Operations Command



594

U.S. Army Special Operations Command

bypass image map security and privacy Notice

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-AT ANY TIME, THE USG MAY INSPECT AND SEIZE DATA STORED ON THIS IS.

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-NOTWITHSTANDING THE ABOVE, USING THIS IS DOES NOT CONSTITUTE CONSENT TO PM, LE OR CI INVESTIGATIVE SEARCHING OR MONITORING OF THE CONTENT OF PRIVILEGED COMMUNICATIONS, OR WORK PRODUCT, RELATED

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SHOP DEPARTMENTS

This Week's Deals

- Red Star Clearance
- New Arrivals
- As Advertised
- Grocery
- Winter Weather Supplies

Clearance

Valentine's Day

- Plush
- Décor
- Candy, Novelties & More
- Cards & Party Supplies

Electronics

- Electronics Clearance
- Tablets & TVs
- Blu-ray & DVD
- Video Games
- MP3's, Stereos & More



WELCOME TO AFFORDABLE LUXURY

INFINITE

FURNITURE COLLECTION

Classics

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BIGLOTS!



Tailgating

- Setting Up Camp
- Grilling & More
- Tableware
- Food & Drink
- Coolers

Outdoor Living

- Patio
- Grills & Accessories
- Lighting & Solar

Furniture

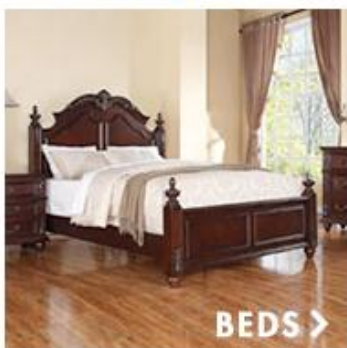
- Just Arrived
- Dining
- Living/Family Room
- TV Stands
- Bedroom
- Mattresses
- Fireplaces
- Storage
- Home Office
- Accent Furniture

For The Home

- Bed & Bath
- Home Décor & More
- Kitchen
- Storage & Organization
- Vacuums & Floorcare
- Heaters
- Fans

Grocery

- This Week's Deals
- Dollar Deals
- Food
- Drinks
- Bob's Red Mill®
- International Foods



DEAL DIVA

Fresh Finds
Candy
Game Day Snacks

Pets

Dogs
Cats
Birds

Home Essentials

Household Cleaning
Paper & Plastic
Storage & Trash Bags

Home Improvement

Tools
Paint Supplies & More

Beauty & Hygiene

Health & Wellness

Automotive

Toys

Apparel & Accessories

Baby

PICKS OF THE WEEK



\$299.99

Teal Circle Mirror Chest

In Store Only



\$129.99

Dining Chair, Blue Paisley

In Store Only



\$239.99

48" Round Top Glass & Wood Dining Table

In Store Only



\$5 Each

24" x 36" Wall Posters

In Store Only



\$7 Each

Victoria Classics Voile Panels

In Store Only
 Selling Fast



Starting at \$7 Each

Assorted Decorative Pillows

In Store Only



\$13.50

35-Gallon Latching Tote

In Store Only



\$9 Pack

Cotton Canvas Storage Bins, 4-Pack

In Store Only
 Selling Fast

Weekly Ad Available

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This Week's Deals

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Find A Big Lots Store

Zip Code

[Find](#)

Weekly Ad Available

[View Now](#)

This Week's Deals

[View Now](#)

Find A Big Lots Store

[Find](#)

Shopping at Big Lots

As North America's largest broadline closeout retailer, Big Lots has the power to negotiate the best deals in the business. We sell a broad range of high-quality, brand-name products, including consumables, seasonal items, furniture, housewares, toys, electronics, home decor, tools and gifts.

Big Lots Stores

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[Aisle by Aisle Tour](#)
[User Agreement](#)
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Buzz Club Rewards™

[Pre-Register](#)
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[Frequently Asked Questions](#)
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Big Lots Corporate

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[Employee Self-Service](#)
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[Real Estate](#)
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[Community Relations](#)
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[CA Transparency Act](#)
[Big Lots Gear](#)

Big Lots On Social

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[Twitter](#)
[Instagram](#)
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sign in new guest? my account REDcard

all search

women men baby kids home patio furniture electronics entertainment toys sports health beauty clearance more

REDcard



SAVE 5% + GET FREE SHIPPING. TODAY & EVERYDAY - Apply today

find a store Weekly Ad GiftCards registries TargetLists



important notice: data incident involving certain guest information. learn more >



ready, set, save. sale on activewear & shoes for the whole family.*

C9 activewear deals >



find it all from fitness to wellness.



yoga >



fitness equipment >



DVDs >



juicers & blenders >



diet & nutrition >



electronics >

year-end clearance. save up to 60% on hundreds of items. while supplies last.*

all clearance >



Eddie Bauer FIRSTADVENTURE exclusively at



healthy ways to rise & shine. get recipes >

ways to save

weekly ad





fire pits & patio heaters

grills & outdoor cooking

- bbq tools
- grill covers
- grills
- all grills & outdoor cooking

lawn & garden

- garden supplies
- gardening tools
- hoses & sprinklers
- plant stands & planters
- sheds & garden storage
- snow removal
- yard equipment
- all lawn & garden

outdoor decor

- bird baths, houses & feeders
- fountains, ponds & accessories
- garden decor
- wall decor
- all outdoor decor

patio

outdoor lighting

- decorative outdoor lighting
- landscape & pathway lighting
- patio lamps & posts
- string lights
- all outdoor lighting

patio accessories

- deck storage
- outdoor cushions & pillows
- patio furniture covers
- patio rugs & outdoor flooring
- umbrellas & bases
- all patio accessories

patio furniture

- day beds & chaises
- gazebos
- patio chairs
- patio sets
- patio tables
- sectionals
- sofas & loveseats
- all patio furniture

featured brands

- Smith & Hawken
- Threshold

related categories

- coolers & water bottles
- outdoor toys
- pools & water slides

& shoes for the whole family.*

C9 activewear deals >



juicers & blenders >



diet & nutrition >



electronics >

clearance

add to the ambience.

Eddie Bauer
FIRST ADVENTURE

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healthy ways to rise & shine.

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3. DESIRABLE

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Gateways

[Prospective Students](#)[Students](#)[Parents](#)[Faculty](#)[Staff](#)[Postdocs](#)[Alumni](#)[Foundations & Corporations](#)[Patients](#)[Visitors](#)

NEWS



Enrollment Now Open for Yale's New Generation of Online Courses

Yale University is launching its next generation of free online courses, with four new courses debuting in the next six weeks. Registration is open now for all courses through Coursera.

YaleNews »

[Directories](#)[Yale A-Z](#)[Calendar](#)[Contact Us](#)



Yale University School of Art
 1156 Chapel Street, POB 208339
 New Haven, Connecticut 06520-8339
 (203) 432-2600



- About this site
- Admissions
- Alums
- Calendars
- Courses
- Current students
- Facilities
- Faculty and staff
- Financial aid
- Gallery
- Recent changes
- Study areas
- Summer programs
- Undergraduate
- Visiting
- Everything else
- Home

- Visitor: Log in
- Edit this page
- Page history

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 João Doria
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 Everyone

ANTHONY McCALL

8.01--

6.02.2014

TRAVELING WAVE

Yale University
 32 Edgewood









Yale University School of Art
 1156 Chapel Street, POB 206339
 New Haven, Connecticut 06520-8339
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About this site

[Admissions](#)

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Everyone

ANTHONY MCCALL

8.01--

6.02.2014

TRAVELING WAVE

Yale University





*“I hope there is an
animated background and
no obvious phone number”*

- Said No One

4 . FINDABLE



Shop All Departments

Books >

Movies, Music & Games >

Digital Downloads >

Kindle >

Computers & Office >

Electronics >

Home, Garden & Pets >

Grocery, Health & Beauty >

Toys, Kids & Baby >

Clothing, Shoes & Jewelry >

Sports & Outdoors >

Tools & Home Improvement >

Automotive & Industrial >

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Wish List



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\$189

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★★★★☆ 4.5 stars

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2010 Summer
CatalogEverything you need for
outdoor fun.Selling on Amazon
List items for free and
sell to millions.Xbox 360 250GB Elite
Console
Microsoft
Xbox 360
\$299.99Columbia Men's
Double Barrel Camo...
\$29.99Kindle Wireless
Reading Device
Amazon
\$189.00

What Other Customers Are Looking At Right Now

World's First Core i7 Multitouch Gaming Laptop

Experience a new level
gaming with the [MT20X](#)
15.6-inch multitouch

Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient.

267,030 HITs available. [View them now.](#)

Make Money by working on HITs

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITs now.](#)

As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work



or [learn more about being a Worker](#)

Get Results from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Register Now](#)

As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results

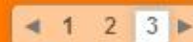




Data demands are growing
— but not your budget.

Your answer: Dell Flash-Optimized Storage Solutions.

[See How >](#)



Dell Services



- ▶ Now is the time for Windows Migration
- ▶ Explore our full suite of business and IT services
- ▶ What modernization path is right for you?

Support



- ▶ Support for Home
- ▶ Support for Work
- ▶ Order status

Dell Deals



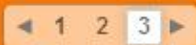
- ▶ Member Exclusive Offer: Pick a free gift with select PCs \$749.99 and above.
- ▶ Deals for Home



Data demands are growing — but not your budget.

Your answer: Dell Flash-Optimized Storage Solutions.

[See How >](#)



Dell Services



- ▶ Now is the time for Windows Migration
- ▶ Explore our full suite of business and IT services
- ▶ What modernization path is right for you?

Support



- ▶ Support for Home
- ▶ Support for Work
- ▶ Order status

Dell Deals



- ▶ Member Exclusive Offer: Pick a free gift with select PCs \$749.99 and above.
- ▶ Deals for Home

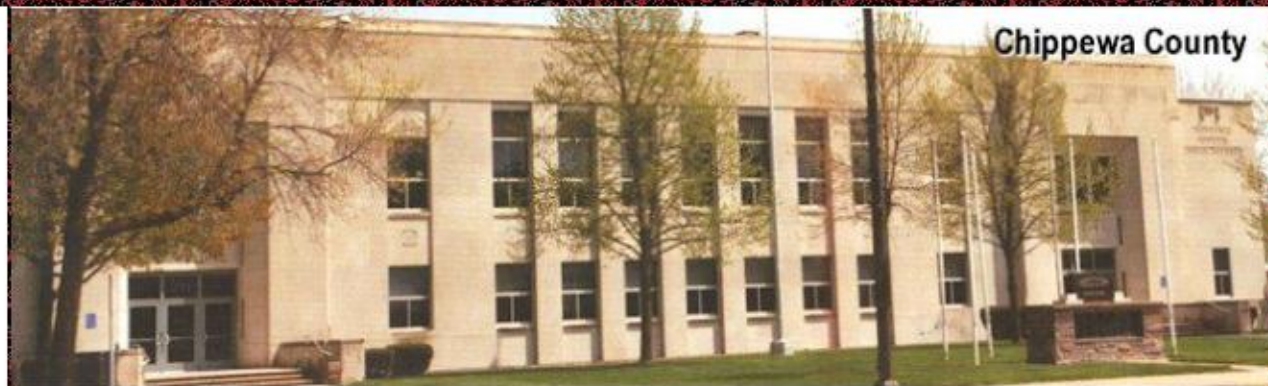
Search for topics, agencies, cities



POPULAR TOPICS

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Counties](#)

5. CREDIBLE



[About Us](#)

[List of Offices](#)

[Recording Document/Fees](#)

[Records Online](#)

[Vital Records](#)

[Other Resources](#)

Welcome to Wisconsin Register of Deeds Association website!

[Thank You to WRDA from Vital Records](#)

[County by County Statewide Holiday Schedule](#)

Governor's Budget Proposal for 2013-2015 (AB-40) standardizes the Register of Deeds recording fee to \$30. The Change goes into effect Monday, July 1, 2013 (including Burnett, Washington & Washburn counties).

[Contacts for Foreclosure Issues](#)

[Do you have a low resolution monitor? Click here to a site map that will get you links to our website](#)

[Do you need a copy of your deed for your real estate property?](#)



[Look at County Information Pages](#)



[Wisconsin County Register of Deeds Real Estate Records via Internet](#)

The Wisconsin Register of Deeds Association presents the information on this web site as a service to our members and other Internet users. While some of the information on this site is about legal issues or forms, it is not legal advice. Moreover, due to the rapidly changing nature of the law and our reliance on information provided by outside sources, we make no warranty or guarantee concerning the accuracy or reliability of the content at this site or at other sites to which we link.



Moreover, due to the rapidly changing nature of the law and our reliance on information provided by outside sources, we make no warranty or guarantee concerning the accuracy or reliability of the content at this site or at other sites to which we link.



Wisconsin Sunset Near Watertown, Wisconsin

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images
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to his
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600332

Web Site maintained and hosted by





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Take advantage of our special offers

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[Visit Your Personalized Service Space](#), Access PIN: U307GP00771774

Dear Nikhil,

We missed you! We are sending this friendly reminder to advise you that, according to our records, your 2013 Nissan LEAF is due for service.

Regularly scheduled maintenance is the best way to protect your investment and assure the reliability you expect from your Nissan. Our highly trained and experienced technicians use only genuine parts.

We look forward to the opportunity to provide quality service and peace of mind that your vehicle is operating at optimal performance.

Your Complete Customer Satisfaction is Our Top Priority.

Your Complete Customer Satisfaction is Our Top Priority.

SM7T

Lube, Oil and Filter Change With Free Multipoint Inspection

- Up to 5 quarts of oil, Genuine oil filter and installation WITH COUPON
- Synthetic and diesel services extra
- All services include a multipoint inspection

\$29⁹⁵

Must present when service order is written. Nissan brand vehicles only. Not valid with any other offer. Valid only at Capitol City Nissan. Plus tax, shop supplies, hazardous waste fee if applicable. Some models may be higher. No cash value. Synthetic oils higher. Diesels not included.

Expires 12/26/2013.

www.capcitynissan.com

PA2E

Parts and Accessories Discount

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**10%
OFF**

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Expires 12/26/2013.

www.capcitynissan.com



6.

ACCESSIBILITY





QUEST
IONS?

10 MINUTE BREAK

