

GCU Website UI analysis and redesign concepts

Fearless Thinkers, Inc.
Tom Rent
17540 Kodiak ave
Lakeville, MN 55044
www.fearlessthinkers.com

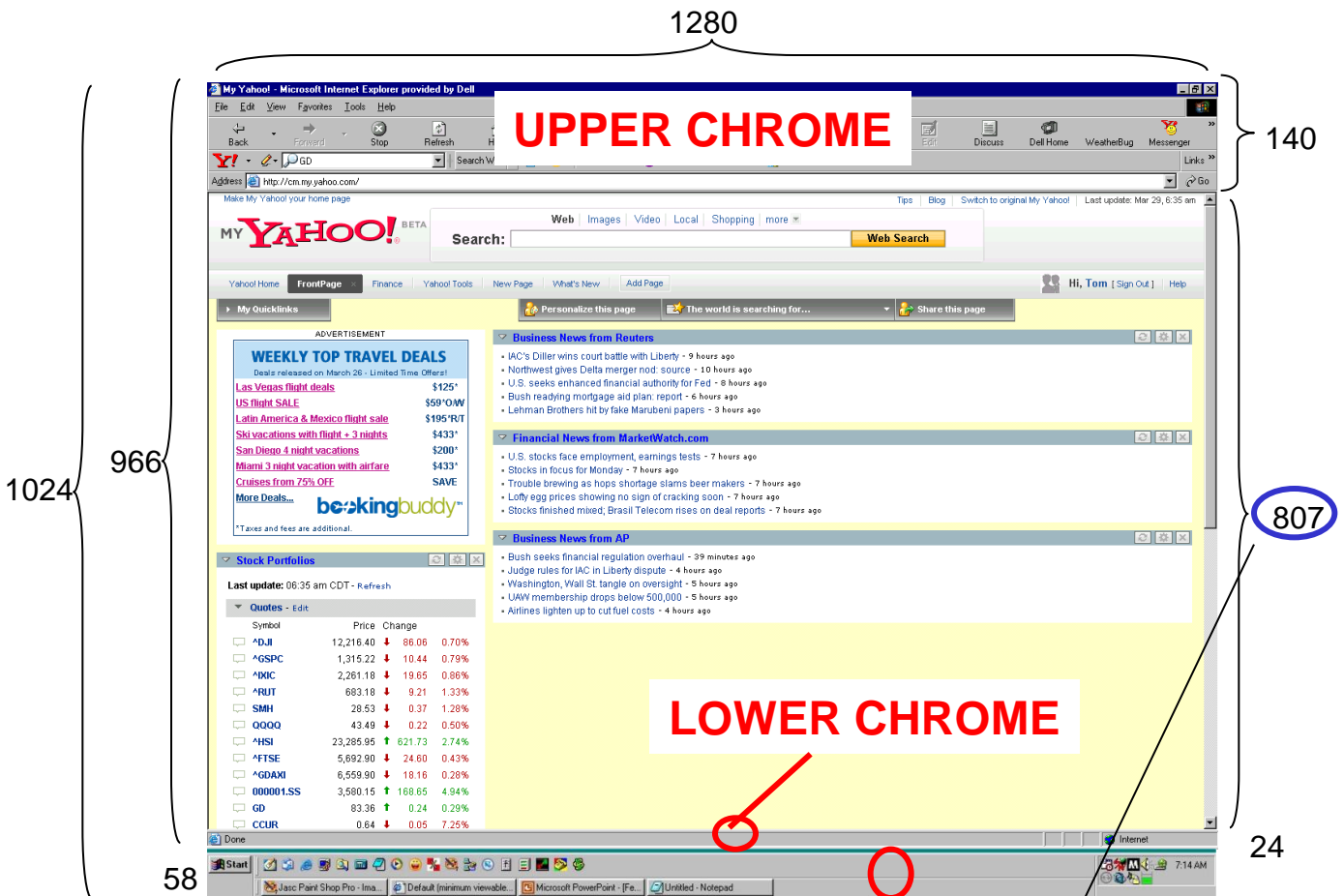
31 March 2008
Ver 1.0

- Page 2 Understanding the shopper's screen
- Page 3 User Screen at 1024p and 800p formats
- Page 4 Establishing an Above the Fold value
- Page 5 Quick Review of GCU current page design
- Page 6 Examples of current issues
- Page 11 A new design approach
- Page 12 A new baseline Foundation page approach
- Page 13 Foundation page sizing
- Page 14 Foundation page details
- Page 15 New GCU Home Page example
- Page 16 New GCU Header Block example
- Page 17 New GCU Navigation Block
- Page 18 New GCU Level 1 Content Block
- Page 19 New GCU Level 2 Blocks
- Page 20 Summary

SHOPPER'S SCREEN UNDERSTANDING

IT IS CRITICAL TO DESIGN eCOMMERCE WEBPAGES RELATIVE TO WHAT THE SHOPPER CAN VIEW ON THEIR SCREEN WITHOUT VERTICAL SCROLLING.

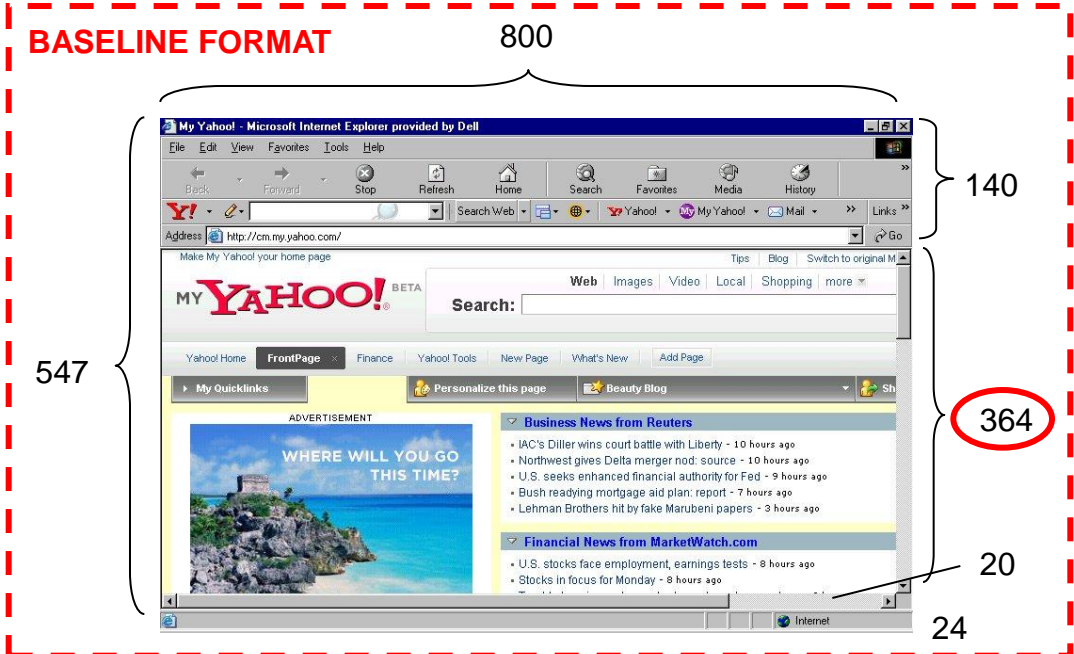
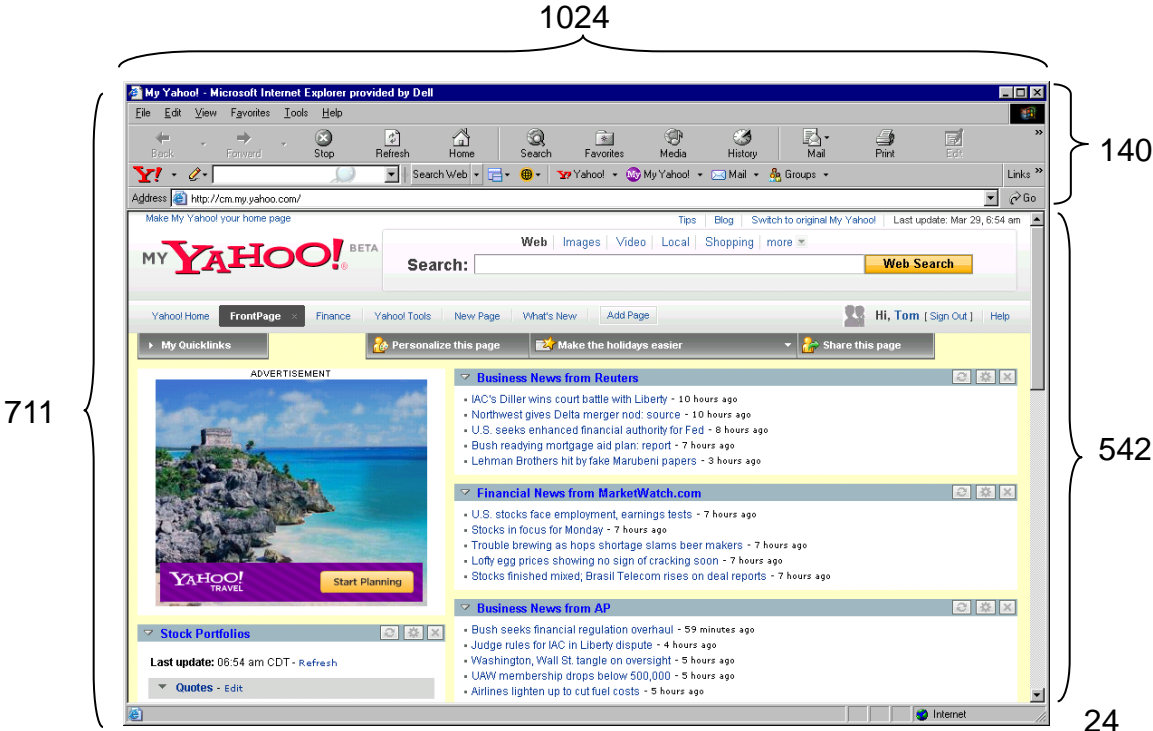
VERTICAL PIXELS ARE LOST TO COMPUTER AND BROWSER TOOLBARS AS SHOWN BELOW.



"Above the Fold" or "no scroll" window height



IT GETS FAR WORSE AS THE SCREEN SIZE IS REDUCED. MOST MODERN SITES USE THE 800p-WIDE FORMAT AS A DESIGN BASELINE.



ESTIMATE OF THE “ABOVE THE FOLD” DESIGN POINT

<u>800x600 screen</u>	<u>Vertical usage</u>
Browser Top Chrome	140p
Browser horizon scroll	20p
Browser Bottom Chrome	24p
TOTAL BROWSER	184p overhead
	(416p remaining)
<u>Bottom OS Toolbars</u>	<u>Remaining “Above Fold”</u>
0 (hidden)	416p
1 layer (29)	387p
2 layer (57)	359p
3 layer (88)	328p
4 layer (117)	299p

~340p target design point

IT IS VERY IMPORTANT TO KEEP ACTIONS AND NAVIGATION ABOVE THE FOLD

A “QUICK” REVIEW OF THE CURRENT GCU SHOPPER PAGES

1. Not designed to consider the FOLD, leading to dependence on scrolling
2. Sloppy navigation scheme.
3. “Clicks” and page repaints used excessively, adding to delays
-ie: 6 page changes and >1 minute to “reach” Mom Christmas Cards
4. Inefficient use of space (too much white space and too large of fonts used)
5. Does not drive the buyer down a “funnel” to purchase
- excessive ways to escape out (a sieve!)
6. Duplication of information and search that is unnecessary and wasteful
7. Painfully slow on even fast connections, dial-up near worthless. Both result in shoppers leaving. A shopping performance benchmark is needed
8. Not easy to find the right short-list of cards, or to backtrack
9. Poor display of the selected card. Watermark ruins desire to buy.
10. Does not fully use the shopper’s screen width.
11. Lack of overall “compelling” feel.
12. Too many steps to finalize purchase. Need a “1-click” scheme.

**THE NEXT FEW PAGES IDENTIFY SOME
OF THESE ISSUES IN MORE DETAIL**

SPACE USAGE

THE ONLY INDICATION OF WHERE I AM

DUPLICATION

NO CONTENT ABOVE THE FOLD

DUPLICATION

340p
(Above the fold)

WASTED SPACE

GreetingCardUniverse
Connecting Artists & Card Buyers

Free eCards | Paper Cards | My Favorite Cards | Manage Store | Order History | Forum | Shopping Cart

Welcome from **London**

Mother's Day Greeting Cards

Category: [Holidays](#) » [Mother's Day](#)

Narrow your search to find the perfect card: [1st/First Mother's Day](#) (7) [Birthday on Mother's Day](#) (3) [For Aunt](#) (2) [For Birth Mother](#) (9) [For Both my Mothers](#) (4) [For Daughter](#) (8) [For Daughter in Law](#) (3) [For Friend](#) (12) [For Godmother/Godmom](#) (4) [For Grandmother](#) (15) [For Mom](#) (165) [For Sister](#) (6) [For Step Mother](#) (11) [For Wife/From Husband](#) (10) [From Kids](#) (24) [General](#) (144) [Humor](#) (13) [In Remembrance of Mother](#) (3) [Like Mother to me](#) (4) [Love/Romance](#) (8) [Missing you on Mother's Day](#) (2) [Mother to Be](#) (3) [Multicultural](#) (11) [Religious](#) (2) [Senior/Adult](#) (0) [Vintage/Nostalgia](#) (9)

Sort by: Most Popular | [Newest](#)

Common Questions

Cards: 797 Pages: 45

Search by keyword, occasion or artist name

Search

All Artists

- [Announcements](#) (1,213)
- [Birthday](#) (12,390)
- [Business](#) (2,198)
- [Collections](#) (15,139)
- [Holidays](#) (10,830)
- [Administrative Professional](#) (40)
- [April Fool's Day](#) (27)
- [Ash Wednesday](#) (10)
- [Boss's Day](#) (26)
- [Canada Day](#) (24)
- [Chanukah](#) (110)
- [Chinese New Year](#) (126)
- [Christmas](#) (3,255)
- [Cinco de Mayo](#) (13)
- [Columbus Day](#) (7)
- [Dia de La Raza](#) (2)
- [Dia de Los Muertos](#) (9)
- [Diwali](#) (25)
- [Earth Day](#) (61)
- [Easter](#) (1,639)
- [Eid Mubarak](#) (34)
- [Father's Day](#) (349)
- [Festivals](#) (70)
- [Fourth of July](#) (118)
- [Good Friday](#) (22)
- [Grandparent's Day](#) (64)
- [Gross Day](#) (3)
- [Groundhog Day](#) (23)
- [Halloween](#) (481)
- [Kwanzaa](#) (43)
- [Labor Day](#) (23)
- [Leap Year Day/February 29](#) (3)
- [Mardi Gras](#) (65)
- [Martin Luther King Day](#) (24)
- [Memorial Day](#) (64)

Card Grid:

- thanks MOM** By: eugenia bacon
- your special day...** By: Corrie Kuipers
- Sunflower Mother's Day** By: Mariana Musa
- Anytime Anywhere Only You** By: SpiceTree
- Mountain Clover** By: Lisa Matthews
- Happy Mother's Day** By: Connie Battle
- For a Wonderful Mom on**
- mother hen**
- Happy Mother's Day!**

SPACE USAGE

NOT NEEDED BY SHOPPER

MORE SPACE TO DEVOTED TO THE CARD IMAGE

FOLD LINE

SHOW FULL CARD FRONT AND INSIDE AS LARGE AS POSSIBLE ABOVE FOLD ON THIS PAGE WITHOUTCLICKING

SMALLER THUMBNAIL BELOW FOLD WITHOUT TITLES or WITH SMALLER FONT TITLES

UNNECESSARILY LARGE

CAN BE COMPACTED A LOT, AND SHOULD MUST BE ABOVE FOLD

MOVE ABOVE FOLD NO NAVIGATION BELOW FOLD

ALSO PUT IN HEADER

NAVIGATION SPEED - FUNDAMENTAL PAIN

Clicks and time to get “near” the right card by browsing (45 seconds - several minutes)

1. Front page click “Paper Greeting Cards” (Wait 5-10 seconds)
2. Category Page, scroll, Scan long list, find under Holidays, Click “Admin Pro Day” (10-30 sec)
3. Only 6 cards shown, scroll to see rest of page, click and scroll to view other cards (30-sec - minutes)
4. There a 5 levels in some cases (i.e.:Mom Christmas Cards)

GreetingCardUniverse
Connecting Artists & Card Buyers

Free eCards | Paper Cards | My Favorite Cards | Manage Store | Order History | Forum | Shopping Cart

Welcome Tom [Logout](#)

Administrative Professionals' Day Greeting Cards

Category: [Holidays](#) » [Administrative Professionals' Day](#)

Sort by: [Most Popular](#) | [Newest](#)

Cards: 41 Pages: 3

» [Common Questions](#)

Search by keyword, occasion or artist name

Search [Go](#)

[All Artists](#)

[Announcements](#) (1,213)

[Birthday](#) (12,360)

[Business](#) (2,188)

[Collections](#) (15,139)

[Holidays](#) (10,830)

[Administrative Professionals' Day](#) (40)

[April Fool's Day](#) (27)

[Ash Wednesday](#) (10)

[Boss's Day](#) (26)

[Canada Day](#) (24)

[Chanukah](#) (110)

[Chinese New Year](#) (126)

[Christmas](#) (3,255)

[Cinco de Mayo](#) (13)

[Columbus Day](#) (7)

[Dia de La Raza](#) (2)

[Dia de Los Muertos](#) (8)

[Diwali](#) (26)

[Earth Day](#) (81)

[Easter](#) (1,639)

[Eid Mubarak](#) (34)

[Father's Day](#) (349)

[Festivus](#) (70)

[Fourth of July](#) (118)

[Good Friday](#) (22)

[Grandparent's Day](#) (64)

[Gross Day](#) (3)

[Groundhog Day](#) (23)

[Halloween](#) (481)

[Kwanzaa](#) (43)

[Labor Day](#) (23)

[Leap Year Day February ...](#) (8)

[Mardi Gras](#) (66)

[Martin Luther King Day](#) (24)

[Memorial Day](#) (64)

[Mother's Day](#) (797)

[Mother-in-Law Day](#) (37)

[New Year's](#) (280)

[Nurse's Day](#) (60)

[Other Saints' Days](#) (6)

Cards Per Page: 18 Pages: 1 | 2 | 3 [Next](#) [Last](#)

[admin professional's day](#)
By: Corrie Kuipers

[Administrative Professional Appreciati...](#)
By: Scott Designs

[admin professional's day](#)
By: Corrie Kuipers

[Secretary Thanks](#)
By: Lori DeLeonardis-Rms

[Admin Professionals Day](#)
By: Olwyn Reid

[Thank you: Administrative Assistant](#)
By: Picture This!

[A Cheerful Thank You](#)
By: Kathv Henis

[Just to Say Thank You](#)
By: Kathv Henis

[Thanks administrative professional](#)
By: Kathv Henis

DOES NOT INDICATE WHERE I AM

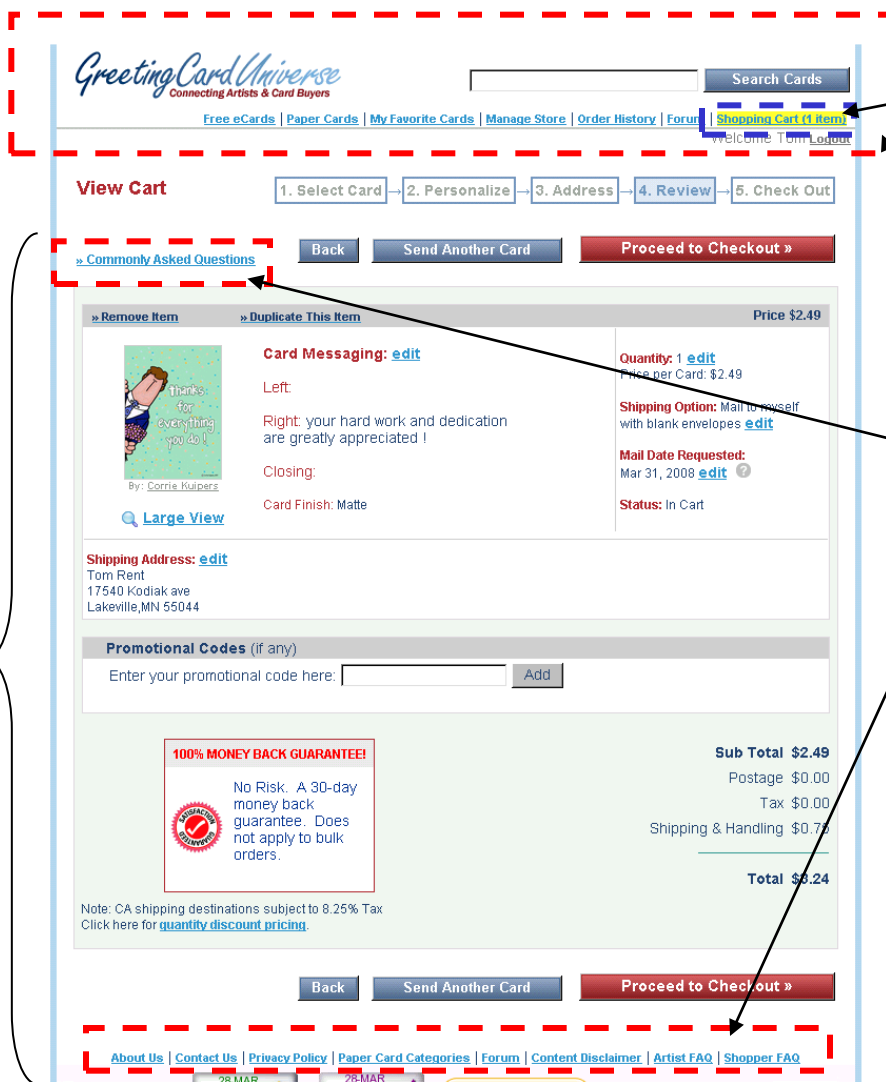
Could be as many as 3200 cards (Christmas)

OR

Drill as much as 3 levels lower with a page change each “click” and a delay of 5+ seconds each

(As a test, I started at page 1 and it took a full minute to get to the Mom Christmas Cards, and I knew my way around.)

A SIEVE



WHY SO BIG?

NEEDS TO BE MORE PROMINENT ONCE THEY HAVE A PURCHASE. USE A COMMON ECOMMERCE CART

ESCAPE BUTTONS NO!!!!

THERE NEEDS TO BE A FUNNEL TO ASSURE THEY CHECKOUT (NOT A SIEVE)

Duplication (buttons), wasted space, use of scrolling



A SIEVE

GreetingCardUniverse
Connecting Artists & Card Buyers

Free eCards | Paper Cards | My Favorite Cards | Manage Store | Order History | Forum | **Shopping Cart (1 Item)**

Welcome, Tom Logout

Credit Card Information 1. Select Card → 2. Personalize → 3. Address → 4. Review → 5. Check Out
(click here if you are not Tom Rent)

Please enter or edit your credit card information below.

After this screen, you will have another opportunity to view all charges before placing your order.

Purchasing at GreetingCardUniverse.com is guaranteed to be 100% secure. **You will have another opportunity to review all charges before finalizing your order.**

Credit Card Type:

Credit Card Number:

Expiration Date:

Cardholder's First Name:
(as it appears on Credit Card)

Cardholder's Last Name:

Address:

City:

State/Province:

Zip/Postal Code:

Country:

Save this as my default billing information.

100% MONEY BACK GUARANTEE!

We offer a 30-day 100% money back guarantee. Does not apply to bulk orders.

Payment Services by

[About Us](#) | [Contact Us](#) | [Privacy Policy](#) | [Paper Card Categories](#) | [Forum](#) | [Content Disclaimer](#) | [Artist FAQ](#) | [Shopper FAQ](#)

© Copyright 2000-2008 - Powered By [Bigdates-Solutions.com](#)

SHOULD ALREADY BE FILLED IN FOR EXISTING CUSTOMERS

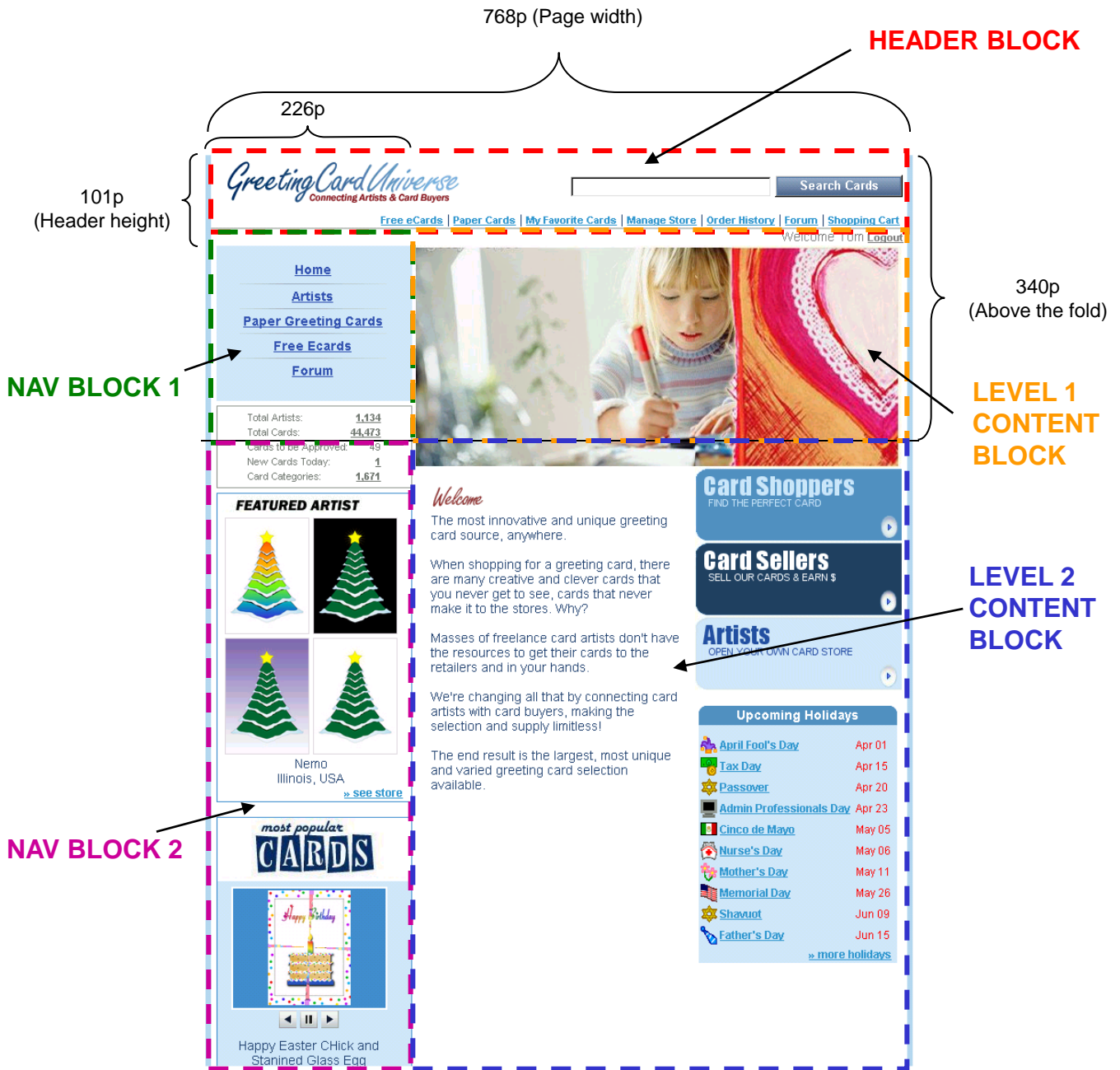
NEED "1-CLICK" CLOSURE LIKE AT AMAZON. VERY POWERFUL.

ESCAPE BUTTONS NO!!!!

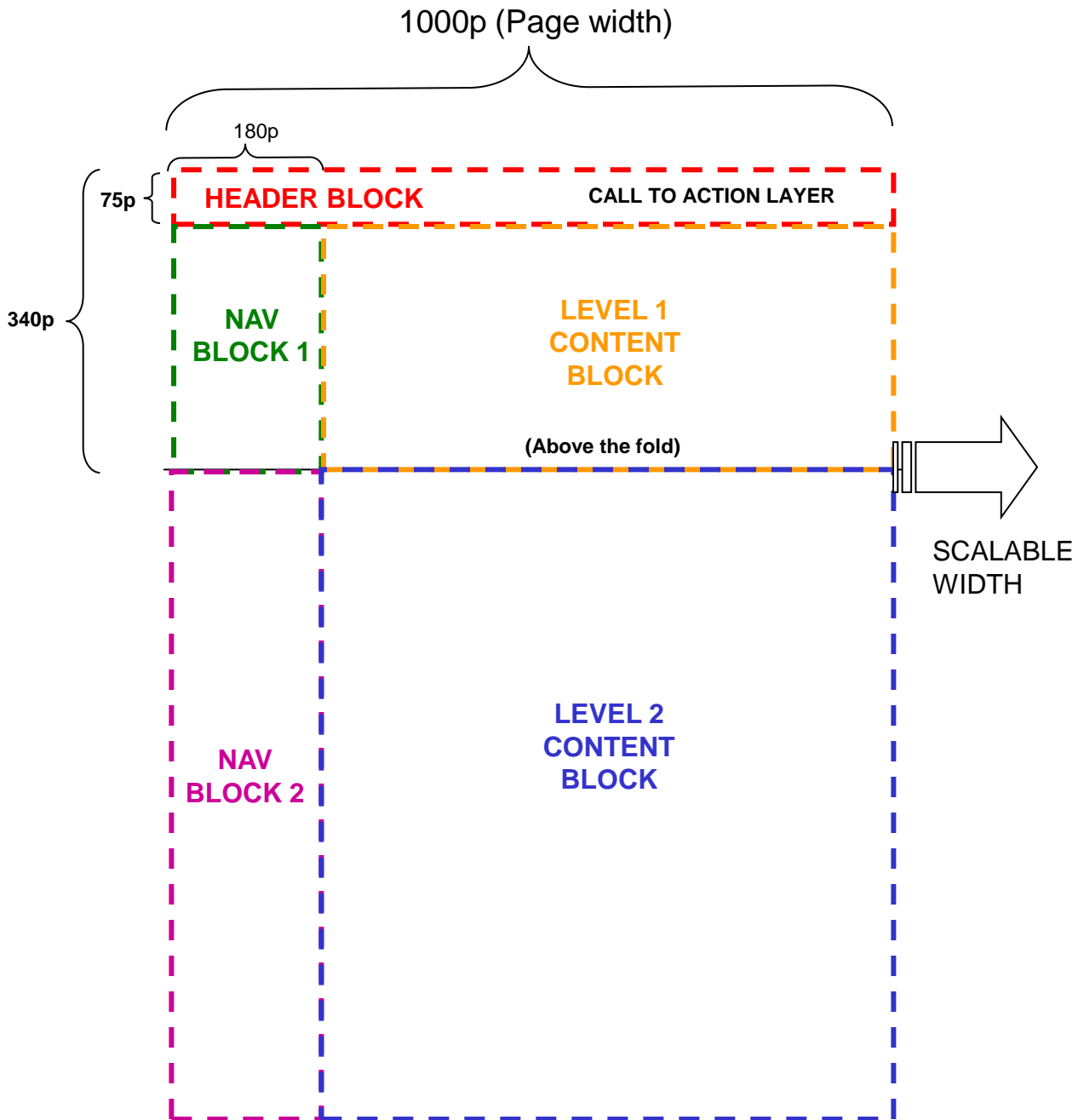
Duplication (buttons), wasted space, below Fold, use of scrolling

EXPLORING A NEW DESIGN

FOUNDATION WEBPAGE “BLOCK” DESIGN FOCUS



A MORE EFFICIENT FOUNDATION WEBPAGE SIZING



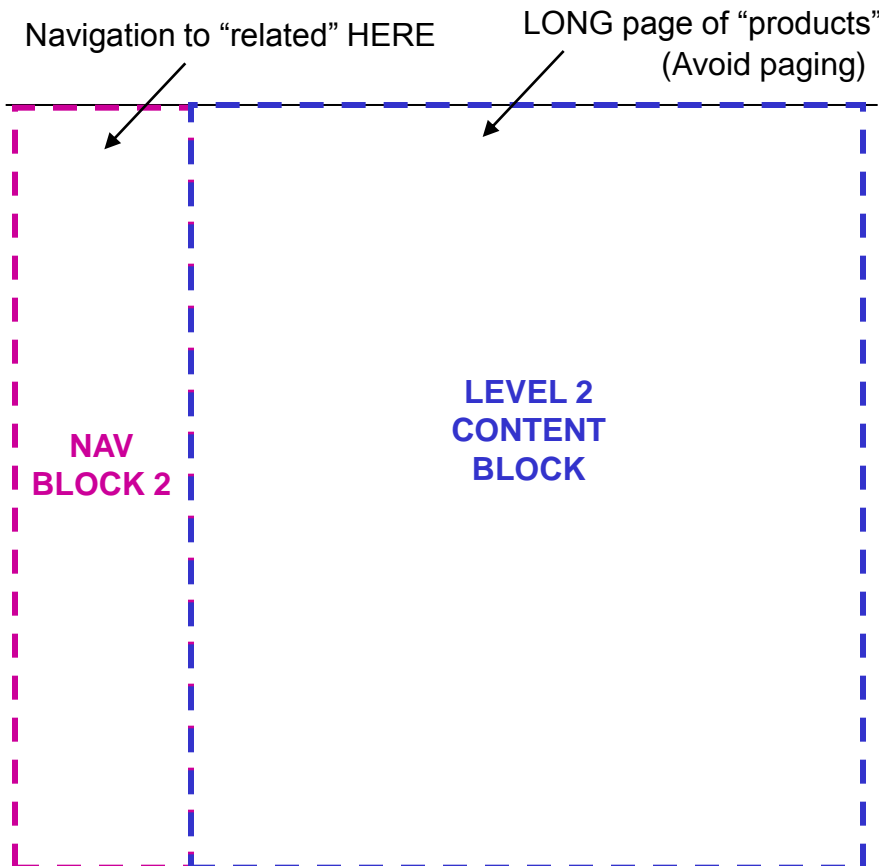
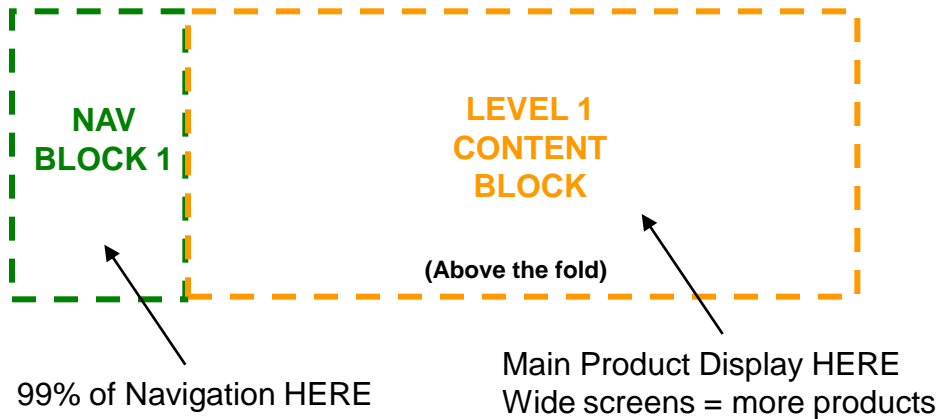
- TIGHTER HEADER AND NAV BLOCKS. LARGER CONTENT BLOCKS
- SCALABLE PAGE WIDTH, MAINLY FOR MORE CONTENT
- PRIMARY NAV BLOCK ABOVE THE FOLD SO IT IS ALWAYS ACCESSIBLE
- BELOW THE FOLD IS FOR "LOWER RELEVANCE" CONTENT



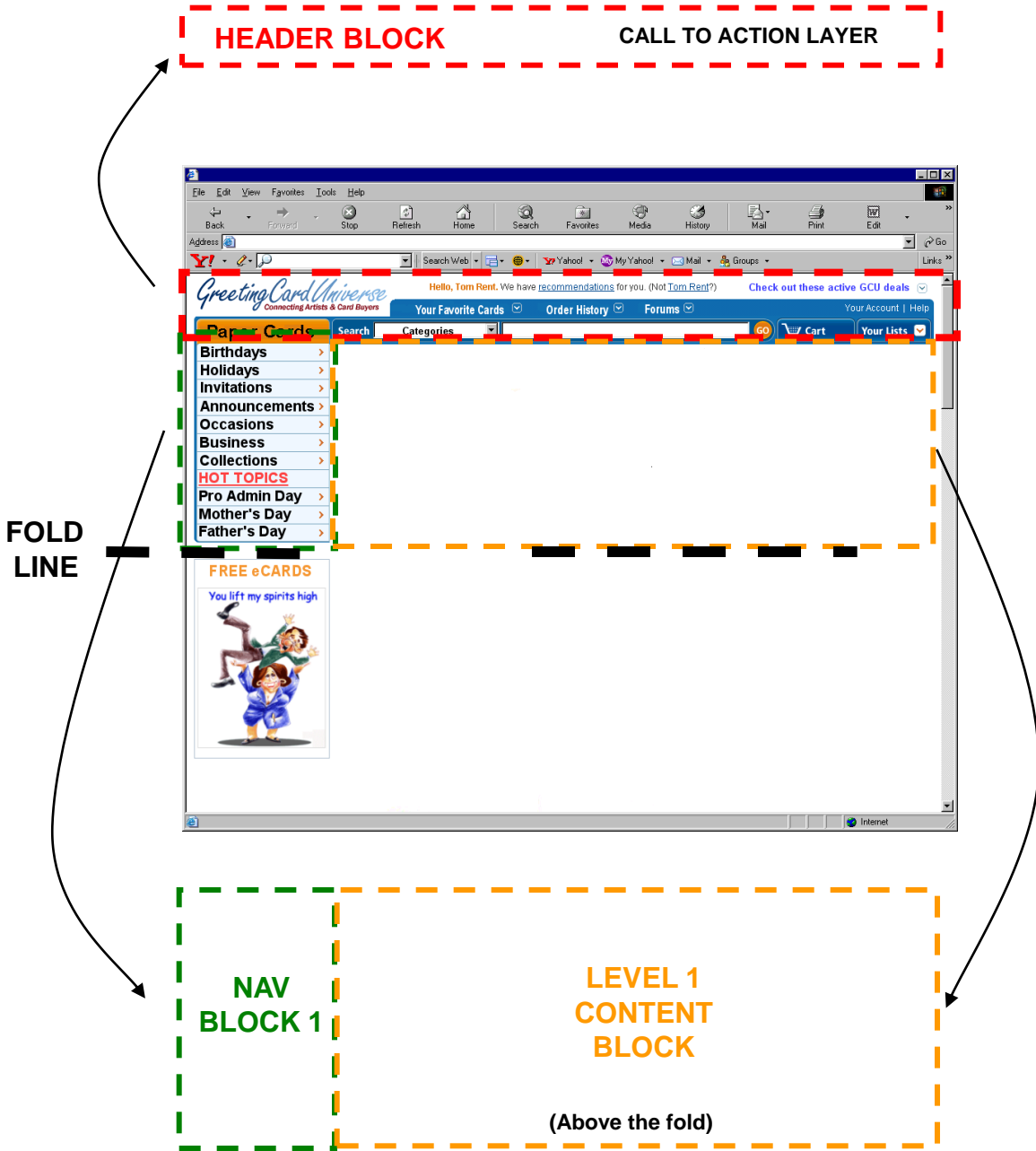
FOUNDATION WEBPAGE

HEADER BLOCK CALL TO ACTION LAYER

The ONLY place for “Home,” SEARCH, CART, and HELP
Eliminate escape links as Check-out page approaches

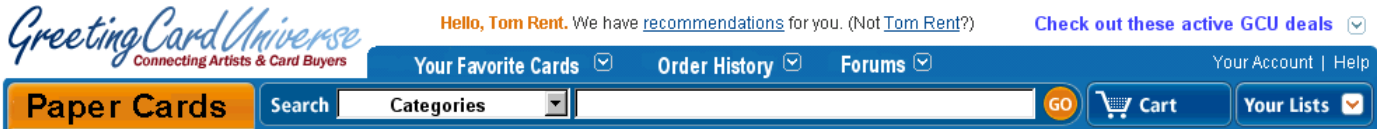


FOUNDATION WEBPAGE



CALL TO ACTION LAYER

HEADER BLOCK



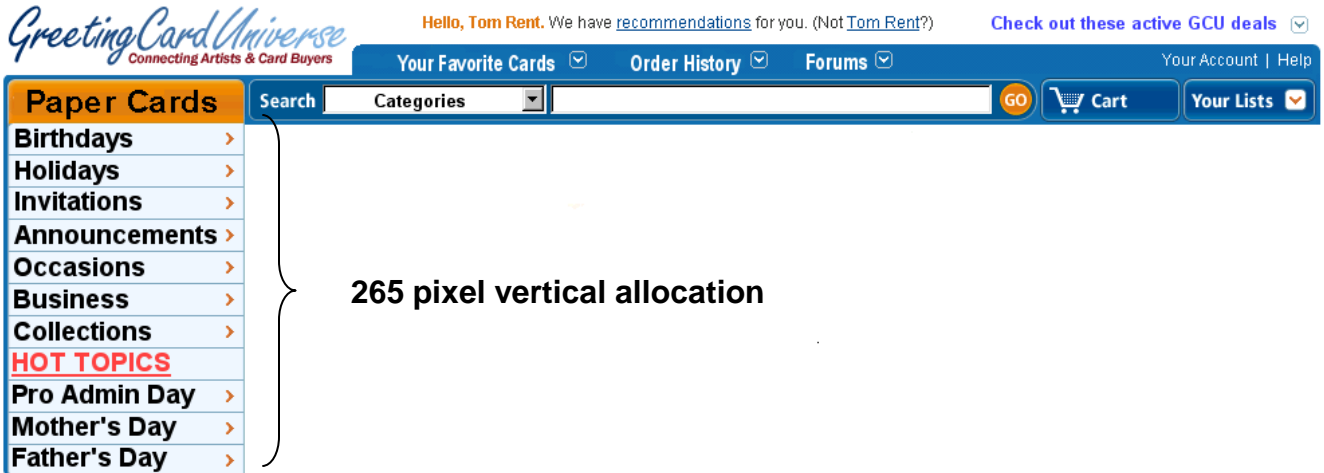
- HOME Logo
- Welcome/LOGIN
- Active Deals
- Favorite cards and stores
- Order History and status
- Forum(s) - could have Manage Store on this list
- Account Info
- HELP
- Site and Category SEARCH
- Cart
- Reminder Lists

75 pixel vertical allocation

Scales horizontally as wide as user screen permits

NAVIGATION BROWSING SCHEME

NAV BLOCK 1

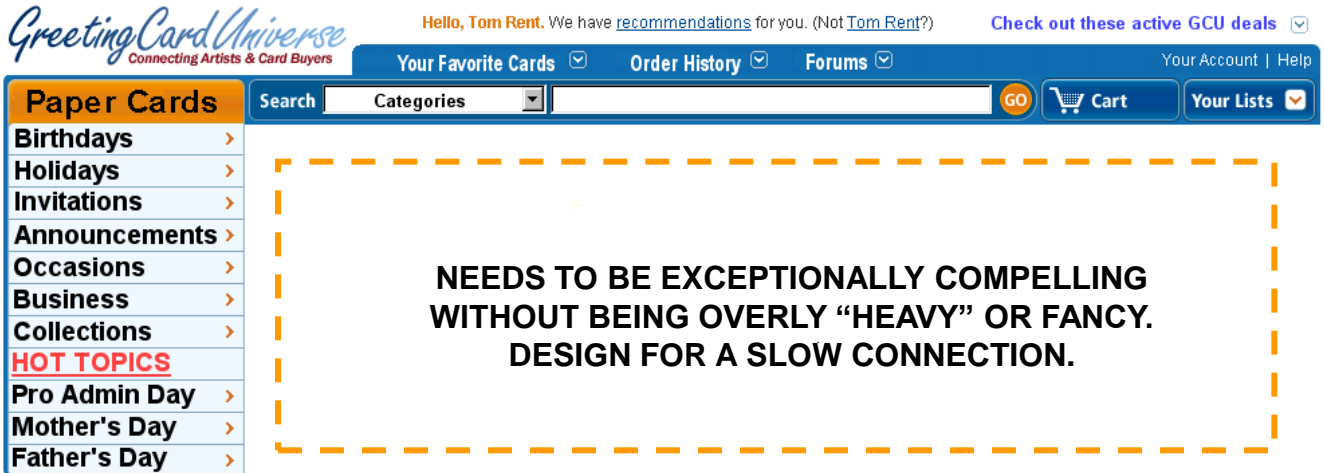


Use "mouse -over" rather than clicks to navigate down a hierarchy
User "Click" ONLY when end-point is reached. Stay fully in the "Above Fold" space.
On CLICK, draw a new NAV1 block based on "Context" (funny, serious,)

ELIMINATES DELAYS UNTIL A "CLICK"

CONTENT VIEWING SCHEME

LEVEL 1 CONTENT BLOCK



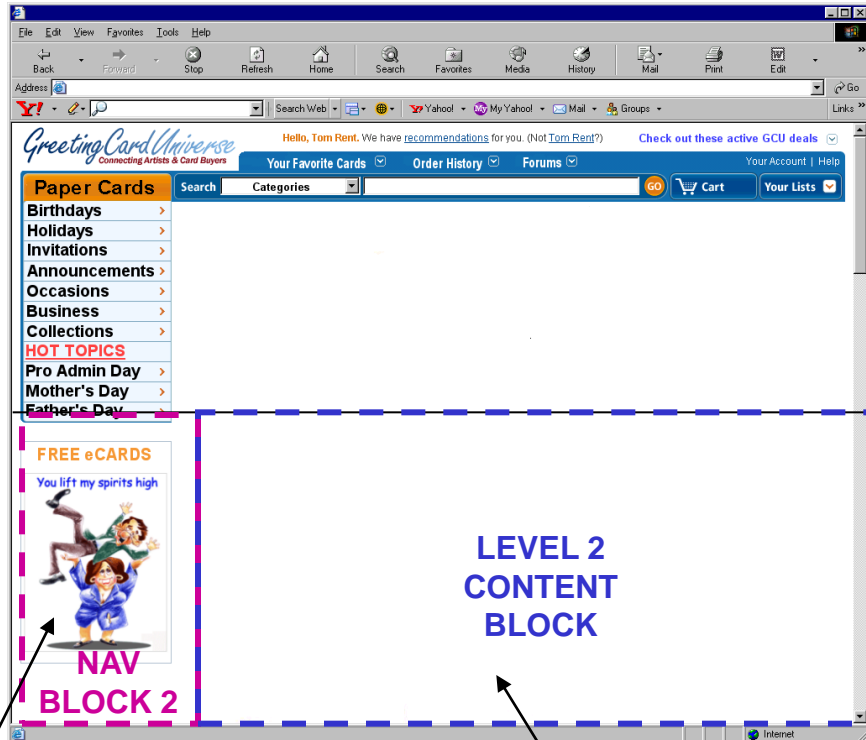
The screenshot shows the GreetingCardUniverse website interface. At the top left is the logo "GreetingCardUniverse Connecting Artists & Card Buyers". To the right, there is a user greeting "Hello, Tom Rent. We have recommendations for you. (Not Tom Rent?)" and a link "Check out these active GCU deals". Below this is a blue navigation bar with links for "Your Favorite Cards", "Order History", and "Forums". On the far right of the navigation bar are links for "Your Account" and "Help". Below the navigation bar is a search bar with a "GO" button and a "Cart" button. On the left side, there is a vertical menu of categories: "Paper Cards", "Birthdays", "Holidays", "Invitations", "Announcements", "Occasions", "Business", "Collections", "HOT TOPICS", "Pro Admin Day", "Mother's Day", and "Father's Day". The main content area is a large rectangle with a dashed orange border, containing the text: "NEEDS TO BE EXCEPTIONALLY COMPELLING WITHOUT BEING OVERLY 'HEAVY' OR FANCY. DESIGN FOR A SLOW CONNECTION."

Concept 1: Make it appear like a **Retail Greeting Card** aisle, initially indicating all the Main categories with a “3D” type look. With a mouse rollover, the shopper “drives” the direction they want to browse, eliminating from view the other categories and allowing lower card subcategories to appear. As they continue with their mouse, more “sub-sub-categories” appear, and so on. As they get lower-and-lower, real cards emerge in a small horizontal stripe left-to-right (ie: 10 wide) but above the fold. If they CLICK on any, a new window opens but they do not lose their place in the first Window. The new window focuses entirely on the selected card, giving an immediate full front and inside view, and the card’s details in small text. They can Add-to-Cart and personalize here in this window if desired, then continue shopping.

Concept 2: Shopper uses only 2 levels in category browse using the NAV 1 block Which leads to a “Contextual Palette” displayed in the upper 1/3 of the Content Block. This palette has fun “sliders” for emotions, look/feel, to/from,”LARGE keywords,” and so on, all of which present a subset of cards that are the most relevant. Present a small horizontal stripe left-to-right, like above, and above the fold. If they CLICK on any, a new window opens but they do not lose their place in the first Window. The new window focuses entirely on the selected card, giving an immediate full front and inside view, and the card’s details in small text. They can Add-to-Cart and personalize here in this window if desired, then continue shopping..

CONTENT VIEWING SCHEME

LEVEL 2 NAV and CONTENT BLOCKS



- Teasers
- Ads
- Other Offers

AVOID EXCESSIVE
DISTRACTIONS
AS THEY
“BROWSE SOUTH”

If a “tiled” content view is offered, allow this as one very long page rather than a set of separate “15 card” pages. Allow the user to visually browse as far “south” as they desire.

Summary

- Existing UI has not been **Usability Engineered**
 - Negatively effecting shopping experience
 - Negatively effecting return visits
 - Negatively effecting growth
 - Negatively effecting ability to market to partners
- Site needs to be Usability Engineered
 - Proper use of the Shopper's Screen space
 - Use "standard" methods for navigation and cart
 - Snappy response and "in the background" predictability
 - Compelling Browse and effective search
 - Improve display of selected card
- Compelling Browse should use a real paper card shopping experience analogy.
- Shopping/checkout should drive towards "1-click."

Greeting Card Search II Concept

Supplement Rev B

15 April 2008

By Tom Rent

Select

Search

Select Card Type

Enter any Keyw ords (optional)

GO

Cart

Your Lists

Who is the Card for?

Anyone

Family Member

Friend

Work

Other

Card Style (Select)

Art Style (Select)

Home Page

Compelling Image

(such as an endless aisle of cards in the background)
(a pleasing “unfolding” 3D view of a card in the foreground)

Designed to
promote a change in how to shop and send paper greeting cards



Select

Search

Select Card Type

Enter any Keyw ords (optional)

GO

[Cart](#)

[Your Lists](#)

Who is the Card for?

Anyone

Family Member

Friend

Work

Other

Card Style (Select)

Art Style (Select)

Shopper Selects Card category

- Birthday
- Holiday
- Invitation
- Occasion
- Announcement
- Collections
- Business

Who it is for

Optional Keyword(s)

Optional Style (i.e.: Humor)

Optional Art Style (i.e.: Photo)

Page repaints on GO



Home Page

Click and GO



Your Favorite Cards Order History Forums Your Account | Help

Select

Who is the Card for?
 Anyone
 Family Member
 Friend
 Work
 Other

+ Categories

Birthdays (13195)

- Family Members (2484)

- All (2484)
- Aunt (82)
- Brother (118)
- Cousin (22)
- Daughter (197)
- Father (111)
- Husband (84)
- Mother (1234)
- Sister (141)
- Son (64)
- Uncle (31)
- Son (111)
- Wife (188)
- [MORE \(488\)](#)

+ Anyone (2788)

+ Friend (890)

+ Other (923)

Card Style:

- All (2484)
- Risqué (182)
- Crude (18)
- Funny (1121)
- Religious (297)
- Romantic(211)
- Serious (184)
- Cute (1124)
- Gay/Lesbian (41)

Receiver:

Couple M F

Age:

Specific

- Any
- 0-1
- 2-4
- 5-7
- 8-12
- 13-17
- 18-34
- 35-54
- 55-69
- 70+

Sender: [MORE Details](#)

Group M F

+ Artists (1247)

- All (13195)
- Tammy Moody (3218)
- Karen's Store (2158)
- Corrie Kulpers (2022)
- [MORE \(5822\)](#)

Other Options:

- Paper Card
- eCARD
- Blank Only
- Include Verse
- Ignore Verse

Adult Content & Image

Include (1200) [Details](#)

Left Column becomes a SmartSort breakdown based on the prior page Selections, with various expandable/collapsible Checkbox Lists with the number of associated cards. In the lowest part of the column are optional Receiver/Sender and Artist aspects.

Shopper can only click one Subcategory element at a time; cards that are shown in the CONTENT BLOCK refresh accordingly.

All
Risqué
Crude
Funny
Religious
Romantic
Serious
Cute
Gay/Lesbian

All
Painting
Drawing
Photo


Computer
Cartoon
Other

Mouse roll-over drop down lists

CONTENT BLOCK

Rubberbanding

Designed to help the shopper
"reduce" the number of cards presented
through a series of click choices



Fearless Thinkers, Inc.

24

Select

Search **Birthday** **Pink Flowers**

Cart

Your Lists

Who is the Card for? Anyone Family Member Friend Work Other

Card Style (Select)

Art Style (Select)

Rubberbanding

- + [Categories](#)
- Birthdays (13195)
- Family Members (2484)
 - All (2484)
 - Aunt (82)
 - Brother (118)
 - Cousin (22)
 - Daughter (197)
 - Father (111)
 - Husband (84)
 - Mother (1234)
 - Sister (141)
 - Son (64)
 - Uncle (31)
 - Son (111)
 - Wife (188)
 - [MORE \(488\)](#)
- + Anyone (2788)
- + Friend (890)
- + Other (923)
- Card Style:
 - All (2484)
 - Risqué (182)
 - Crude (18)
 - Funny (1121)
 - Religious (297)
 - Romantic(211)
 - Serious (184)
 - Cute (1124)
 - Gay/Lesbian (41)
- Receiver:
 - Couple M F
- Age:
 - Specific
 - Any 13-17
 - 0-1 18-34
 - 2-4 35-54
 - 5-7 55-69
 - 8-12 70+
- Sender: [MORE Details](#)
- Group M F
- + [Artists \(1247\)](#)
- All (13195)
- Tammy Moody (3218)
- Karen's Store (2158)
- Corrie Kulpers (2022)
- [MORE \(5822\)](#)
- Other Options:
 - Paper Card
 - eCARD
 - Blank Only
 - Include Verse
 - Ignore Verse
- Adult Content & Image
 - Include (1200) [Details](#)

Top Descriptive **Keyword Cloud** (Nouns, Verbs, Adjectives) small font, each with card count, Horiz Scroll
 <click a keyword to bring to the top of the stack>

< << >> >

Sort by: [RELEVANCE](#) [POPULARITY](#) [DATE](#) [ARTIST](#) Card View Size: [SMALL](#) [MEDIUM](#) [LARGE](#) [ZOOM TOOL](#)

Card Mouse-over works somewhat like it does now.
 Clicking a Card opens up a preview/purchase window
 Contents refreshes in real time.

CONTENT BLOCK

Example Dynamic Keyword Cloud

Apple (11)
 Bunny (9)
 Flower (9)
 Grass (8)
 Hospital (7)
 Motorcycle (5)
 Pumpkin (4)

Rodeo (4)
 Sand (3)
 Ship (3)
 Stars (2)
 Topeka(1)
 Violets (1)
 Western(1)

< << >> >

Alphabetical list of related keywords

Number of cards

Default is "include"

“Click” a keyword to have these “float” to the top of the list. In this case, the 3 cards with [Sand](#) would move to positions 1-2-3.