

# Using Patterns for a Scaleable, Intuitive Design

Fran Arble, Craig Green, and Deirdre Menard

This presentation addresses the redesign of the interface used by customers to manage their online services. We were interested in developing design patterns that worked for various tasks and applying them across a diverse set of our services. The presentation includes:

- ◆ A discussion of customer usage and the limitations of the original design.
- ◆ A discussion of our design goals, the new UI patterns and how they are applied, and feedback from usability testing.

Fran Arble has been practicing user-centered design for many years, designing and testing both enterprise client-server applications and web interfaces. She is a Board Certified Human Factors Professional and holds a Ph.D. in Experimental Psychology from the University of Delaware. She has been an active, long-time member of ACM SIGCHI.

## About the Speakers:

Craig Green has been directly responsible for the development and deployment of 100's of websites – first as a developer at Proxicom, one of the first interactive agencies, and for the last 8 years at Network Solutions. At Network Solutions, he has gone from hand-coding live homepage updates to management of a mature UI/Design team.

Deirdre Menard has worked in the usability field for over a decade. Her background includes a consultancy in Boston and in Northern Virginia with clients such as New American Paintings magazine, Beth Israel Hospital, AOL, and Sprint/Nextel.



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## **Using Patterns for a Scalable, Intuitive Design**

Francine Arble, PhD, CHFP

Craig Green

Deidre Menard



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## **Introduction: the Account Manager**

How it got that way

## The Account Manager

- What is it?
- Designed for domain name management
- Outgrown as service offerings diversified

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## Our Users

- Corporate users, who purchase and manage very large numbers of domain names
- Small business owners, who typically purchase a small number of a variety of Internet services, e.g., Web hosting, email, pay-per-click ads, etc.

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**AM Home Page**

NetworkSolutions.com | Account Manager | View Services | Need help? Call 1.866.906.1240

**Account Manager Home**

Submit an Express Support Request

**HELPFUL LINKS**

- Account Manager Home
- View Domain Name List
- View Account List
- Merge User IDs/Accounts
- Edit User Info
- Edit User ID/Password
- Edit Account Contacts
- View Keyword Alerts
- Register Domain Names
- Renew Services
- Transfer Domain Names
- View Transfer Status

**ABOUT ACCOUNT MANAGER**

Account Manager User Guide  
Customer Personalization

**FREQUENTLY ASKED QUESTIONS**

How do I change my domain name service (DNS)?  
How can I control who can edit my account?  
What are the roles of the different account contacts?  
How do I link my DNS info?  
How do I link my email?  
What is Auto Renewal?  
What is Domain Protection?

**Account Manager Home**

Submit an Express Support Request

**Important Account Information**

Your credit card exp. for account 2940463. Update Now

**Did you know these names were available for you?**

frn-arde.com  
frnva.com  
frnartera.com

Register Selected Domains Now

Get them now, before someone else does!

**All Services**

Select view: Account Information | Make These Domains Private - Add Private Registration | Renew | Edit DNS

Services	Expiration	Account	Account Status
frn-arde.com	December 30, 2007	2823295	Pay-Atts
frnva.com	December 30, 2007	2823295	Pay-Atts
frnartera.com	November 28, 2009	Other Cart (200463)	Pay-Atts
frn-arde.net	November 28, 2007	2823295	Pay-Atts
frnartera.net	November 28, 2007	2823295	Pay-Atts
frn-arde.org	December 30, 2007	2823295	Pay-Atts
frnartera.org	December 30, 2007	2823295	Pay-Atts

Make These Domains Private - Add Private Registration | Renew | Edit DNS

View a printer-friendly version of this list | Download list to your computer

**AM Home Page**

Navigation:  
All options specific to account management or domain names; no other online services

NetworkSolutions.com | Account Manager | View Services | Need help? Call 1.866.906.1240

**Account Manager Home**

Submit an Express Support Request

**HELPFUL LINKS**

- Account Manager Home
- View Domain Name List
- View Account List
- Merge User IDs/Accounts
- Edit User Info
- Edit User ID/Password
- Edit Account Contacts
- View Keyword Alerts
- Register Domain Names
- Renew Services
- Transfer Domain Names
- View Transfer Status

**ABOUT ACCOUNT MANAGER**

Account Manager User Guide  
Customer Personalization

**FREQUENTLY ASKED QUESTIONS**

How do I change my domain name service (DNS)?  
How can I control who can edit my account?  
What are the roles of the different account contacts?  
How do I link my DNS info?  
How do I link my email?  
What is Auto Renewal?  
What is Domain Protection?

**Account Manager Home**

Submit an Express Support Request

**Important Account Information**

Your credit card exp. for account 2940463. Update Now

**Did you know these names were available for you?**

frn-arde.com  
frnva.com  
frnartera.com

Register Selected Domains Now

Get them now, before someone else does!

**All Services**

Select view: Account Information | Make These Domains Private - Add Private Registration | Renew | Edit DNS

Services	Expiration	Account	Account Status
frn-arde.com	December 30, 2007	2823295	Pay-Atts
frnva.com	December 30, 2007	2823295	Pay-Atts
frnartera.com	November 28, 2009	Other Cart (200463)	Pay-Atts
frn-arde.net	November 28, 2007	2823295	Pay-Atts
frnartera.net	November 28, 2007	2823295	Pay-Atts
frn-arde.org	December 30, 2007	2823295	Pay-Atts
frnartera.org	December 30, 2007	2823295	Pay-Atts

Make These Domains Private - Add Private Registration | Renew | Edit DNS

View a printer-friendly version of this list | Download list to your computer

**AM Home Page**

NetworkSolutions.com  
 Account Manager  
 Need help? Call 1.866.906.1240

**Services**

All Services

Select view: Account Information **Make These Domains Private - Add Private Registration** Renew Edit DNS

Services	Expiration	Account	Account Holder
<input type="checkbox"/> davearble.com <input type="checkbox"/> Private Registration	December 30, 2007	29879442	Fran Arble
<input type="checkbox"/> franarble.com <input type="checkbox"/> \$ page Web site <input type="checkbox"/> Private Registration	November 28, 2009 November 28, 2007 November 28, 2007	Other Card (298-40463)	Fran Arble
<input type="checkbox"/> Standard Hosting Package - Unix (0058012.NETSOLHOST.COM) <input type="checkbox"/> Assigned Domain Names <input type="checkbox"/> davearble.com	December 30, 2007	29879442	Fran Arble
<input type="checkbox"/> Hosting Package E-mailboxes (48) Unassigned Hosting E-mailboxes (Set up now) fran@davearble.com (500MB) dave@davearble.com (500MB)			

Select all on this page Showing 1 - 6 of 6

**Make These Domains Private - Add Private Registration** Renew Edit DNS

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**AM Home Page**

NetworkSolutions.com  
 Account Manager  
 Need help? Call 1.866.906.1240

**Multiple views of services**

All Services

Select view: Account Information **Services** **Make These Domains Private - Add Private Registration** Renew Edit DNS

Services	Expiration	Account	Account Holder
<input type="checkbox"/> davearble.com <input type="checkbox"/> Private Registration	December 30, 2007	29879442	Fran Arble
<input type="checkbox"/> franarble.com <input type="checkbox"/> \$ page Web site <input type="checkbox"/> Private Registration	November 28, 2009 November 28, 2007 November 28, 2007	Other Card (298-40463)	Fran Arble
<input type="checkbox"/> Standard Hosting Package - Unix (0058012.NETSOLHOST.COM) <input type="checkbox"/> Assigned Domain Names <input type="checkbox"/> davearble.com	December 30, 2007	29879442	Fran Arble
<input type="checkbox"/> Hosting Package E-mailboxes (48) Unassigned Hosting E-mailboxes (Set up now) fran@davearble.com (500MB) dave@davearble.com (500MB)			

Select all on this page Showing 1 - 6 of 6

**Make These Domains Private - Add Private Registration** Renew Edit DNS

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## AM Home Page

Services and links: to configure services, to edit your Web site

### All Services

Select view: Services **Make These Domains Private - Add Private Registration** Renew Edit DNS

Services	Type	E-mail	Web site	Expiration
<input type="checkbox"/> davearble.com	Domain	Add		December 30, 2007
<input type="checkbox"/> Private Registration	Private Registration			December 30, 2007
<input type="checkbox"/> franarble.com	Domain	Add		November 28, 2009
<input checked="" type="checkbox"/> 5 page Web site	Web site		<a href="#">Edit</a>   <a href="#">Add Pages</a>	November 28, 2007
<input type="checkbox"/> Private Registration	Private Registration			November 28, 2007
<input checked="" type="checkbox"/> Standard Hosting Package - Unix (0059012.NETSOLHOST.COM)	Hosting Package	(50)		December 30, 2007
<input type="checkbox"/> Assigned Domain Names				
<input type="checkbox"/> davearble.com	Domain			December 30, 2007
<input type="checkbox"/> Hosting Package E-mailboxes				
(48) Unassigned Hosting E-mailboxes (Set up now)	E-mailbox		<a href="#">Set up</a>	
fran@davearble.com (500MB)	E-mailbox		<a href="#">Edit</a>	
dave@davearble.com (500MB)	E-mailbox		<a href="#">Edit</a>	

Select all on this page Showing 1 - 6 of 6

**Make These Domains Private - Add Private Registration** Renew Edit DNS

[View a printer friendly version of this list](#) | [Download list to your computer](#)

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## Domain Name Details

Inconsistent access to related services

### Domain Details

#### franarble.com

[Get top 10 rankings in search engines like Google® and Yahoo!® — Guaranteed!](#)

**Expiration:** Nov 28, 2009 [Renew now](#)  
**Auto Renew:** Off [Turn on](#)  
**Domain Protect:** On [Turn Off Or Request Authorization Code](#)  
**Personal Information:** Private [Turn Private Registration off](#)

**Domain currently points to:**  Standard Under Construction Page [Edit](#)

**Change domain to point to:**  5 Page Web site [Edit](#)  
 Custom DNS Setting [Edit](#)

[Apply Change >](#)

#### Services Attached to this Domain

Services	Expiration	Auto Renew
5 Page Easy Build-It-Myself Web Site™ package: <a href="#">pages</a> <a href="#">Upgrade</a> <a href="#">Edit</a> <a href="#">Add</a>	November 28, 2007	<a href="#">Turn on</a>
Private Registration	November 28, 2007	<a href="#">Annual</a>

[Renew >](#)

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## Hosting Details

Access to Web Hosting tools and features

Access to Web Site Editor

**Your Package Details**

Start building and managing your Web site in the **Hosting Control Panel**

- Upload files to your Web site via FTP or build your site with our ImageCafe®/Web Site Creator tool.
- Install a blog on your site with the fully automated WordPress® installation wizard.
- Manage site security, view traffic reports and usage statistics, and more.

[Hosting Control Panel >](#) [Launch Web Site Creator >](#)

**Standard Hosting Package - Unix** ([Edit Package name](#))  
(005B012.NETSOLHOST.COM)

**Expiration**  
Dec 30, 2007  
[Turn on Auto Renew](#)  
[Renew >](#)

[Upgrade Package >](#)

[Manage Hosting Domains & SubDomains](#) | [Manage Hosting E-mail Products](#) | [Enhance Your Web Site](#)

You may assign or unassign domain names and subdomains to your hosting service or point them to a directory in your site below.

Web Address	Directory	Options
<a href="http://005b012.netsolhost.com">http://005b012.netsolhost.com</a>	/htdocs/	default
<a href="http://davearble.com">http://davearble.com</a> ( <a href="#">View DNS</a> )	/htdocs/	<a href="#">Edit</a> <a href="#">Unassign</a>
<a href="http://www.davearble.com">http://www.davearble.com</a>	/htdocs/	<a href="#">Edit</a> <a href="#">Unassign</a>
<a href="http://onlinestore.davearble.com">http://onlinestore.davearble.com</a>	/htdocs/	<a href="#">Edit</a> <a href="#">Unassign</a>

[Assign New >](#)

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## Results from Usability Testing – Prior to Redesign

- Account Manager tested poorly due to navigation and language problems
  - Users found it difficult to navigate; often feeling “lost” even though technically proficient
  - Users looked to the left navigation to accomplish tasks, but what they were looking for is rarely found in the navigation
- Crowded and dense
- The dropdown list of views above the products and the links “Type,” “E-mail,” etc., either went unnoticed or unused.

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## Results from Usability Testing – Prior to Redesign (cont'd)

- How to get started? Not intuitive to click on the name of the hosting package as a first step in order to set up many hosting tasks
- Not intuitive to click on “Hosting Control Panel” to create a Web site
  - Only customers instructed by customer service or the “Welcome” email know to click on the “Hosting Control Panel” to find this functionality
- Those who have large numbers of domains tend to view Account Manager much more positively in terms of its ease of use.

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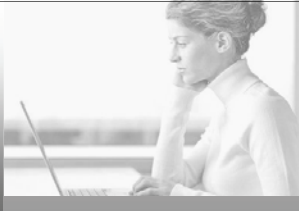
## Results from Usability Testing – Prior to Redesign (cont'd)

- User suggestions to enhance the usability of the Account Manager, including:
  - Adding the ability to access overview information about each domain
  - Having an entire entry highlighted once the checkbox has been selected
  - Ability to group domains that have identical account information
  - A ‘View All’ function to see all domains on a single screen
  - Allow users to perform more activities in bulk
  - Enhanced sorting capabilities

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## **Design Goals**

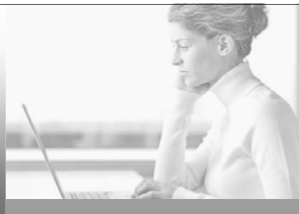
Now what are we going to do about it?

## **Design Goals**

1. A design that is scalable and flexible enough to accommodate the addition of products and services with very different features and requirements
2. A design that accommodates large corporate users who purchase and manage very large numbers of domain names
  - These users are typically more computer and network savvy, and want to do things quickly and manage a large numbers of services as efficiently as possible.

## Design Goals (cont'd)

3. A design that accommodates the small business market, who typically purchase a small number of a variety of other types of Internet services, e.g., Web hosting, email, pay-per-click ads, etc.
  - These users are typically busy running their business and often have little experience with the Internet and with networks. These users are not concerned with the efficiency of managing large numbers of services, and benefit more from the intuitiveness of the design.
4. A design that offers flexibility in showcasing additional services that the customer may be interested in, taking into account the services the customer already had



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### UI Patterns

What we did

## Methodology

- Prioritized issues
- Designed UI patterns for those and applied across all services
- Developed high-fidelity wireframes
- Navigable prototype by image-mapping the relevant navigation areas
- Usability testing with
  - Customers:
    - » With large number of domains
    - » Small business owners
  - Prospective customers

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## UI Patterns – Navigation

- Dynamic product-based navigation bar
  - The primary navigation for the Account Manager
  - A few standard items applicable to everyone, such as your account information, your user ID/password, help and support, etc.
  - Rest of the menu items only appear if you have purchased those services, e.g., a Web site, an online marketing service, or an SSL certificate
- This provides an adaptable and scalable design as the landscape of online services evolves.

### Profiles & Account

Updates & Alerts

Profiles & Accounts

User Profile

Account(s)

Merge Accounts

Billing

Renewal Center

Domains

Web Hosting

E-Mail

Web Sites

Online Marketing

E-Commerce

SSL Certificates

Design Services

Web Design Editor

Help & Support

Account Manager  
User Guide

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## UI Patterns – Grouping Services

- All services of the same type are organized and viewed together
  - Easier to manage multiple services
- Consistent treatment and operation for the large volume tasks
  - » Easier to provide actions that are only relevant to certain services as a large volume task

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## Domain Names

Ability to apply actions to many domain names at once

The screenshot shows the 'Domains' management page in the Network Solutions Account Manager. At the top, there are navigation links for 'Network Solutions', 'Account Manager', and 'View Domains List'. A search bar is present with the text 'Search for domain names that include:'. Below the search bar, there are two tabs: 'View All Domains' (selected) and 'Switch to View in Folders'. A table lists 14 domains with columns for 'Domain Name', 'Account No.', 'Status Servers', 'Private', 'Folder', 'Auto Renew', and 'Expiration'. At the top of the table, there are four bulk action buttons: 'Renew', 'Edit DNS', 'Make Private', and 'Turn on Auto Renew'. The table contains various domain names like 'daveatble.com', 'fawarble.com', 'keyboard123.com', etc.

Domain Name	Account No.	Status Servers	Private	Folder	Auto Renew	Expiration
<input checked="" type="checkbox"/> daveatble.com	29879442	usn2.ultradns.net, usn1.ultradns.net	Yes	here it is - my stuff	Off	December 30, 2007
<input checked="" type="checkbox"/> fawarble.com	29843463	usn2.ultradns.net, usn1.ultradns.net	Yes	here it is - my stuff	Off	November 28, 2009
<input checked="" type="checkbox"/> keyboard123.com	29843463	ns16.worknic.com, ns15.worknic.com	Yes	Yet another folder	Off	January 19, 2009
<input checked="" type="checkbox"/> msasmanasorb.com	31622392	usn2.ultradns.net, usn1.ultradns.net	No	Another folder of my domain	Off	May 14, 2010
<input checked="" type="checkbox"/> msasmanasorb.net	31622392	ns28.worknic.com, ns29.worknic.com	No	Another folder of my domain	Off	May 14, 2010
<input checked="" type="checkbox"/> sbble@ble.com	29879442	ns16.worknic.com, ns15.worknic.com	Yes	Another folder of my domain	On	March 06, 2010
<input type="checkbox"/> sbble@ble.net	29879442	usn2.ultradns.net, usn1.ultradns.net	Yes	Another folder of my domain	Off	March 06, 2010
<input type="checkbox"/> sbble@ble.com	29843463	ns30.worknic.com, ns29.worknic.com	No	Another folder of my domain	Off	May 14, 2010
<input checked="" type="checkbox"/> sbble@ble.net	29843463	ns30.worknic.com, ns29.worknic.com	No	Yet another folder	Off	May 14, 2010
<input checked="" type="checkbox"/> sbble@ble.com	29879442	ns1.worknic.com, ns2.worknic.com	Yes	Yet another folder	On	January 24, 2010
<input checked="" type="checkbox"/> sbble@ble.com	29879442	ns2.worknic.com, ns1.worknic.com	Yes	Yet another folder	On	January 24, 2010
<input checked="" type="checkbox"/> sbble@ble.biz	29843463	ns18.worknic.com, ns17.worknic.com	Yes	here it is - my stuff	On	January 22, 2010
<input type="checkbox"/> sbble@ble.info	29843463	ns20.worknic.com, ns19.worknic.com	Yes	here it is - my stuff	On	January 22, 2010
<input checked="" type="checkbox"/> sbble@ble.net	29843463	ns10.worknic.com, ns17.worknic.com	Yes	here it is - my stuff	On	January 22, 2010

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## UI Patterns – Overview / Detail

- Overview

- Only if have multiple services of the same type
- High-level information is included for that service type.
- For example, if customers own two Web Hosting services, an overview shows high-level information for both services, with the ability to click to view details for each of those services.

### Web Hosting

Hosting Packages (2)				
<input type="checkbox"/>	Web Hosting Service ▲	Account No.	Auto Renew	Expiration
<input type="checkbox"/>	<b>FRAI'S NEW UNIX HOST - Unix</b> > sjdljdjfdfl.com > sjdljdjfdfl.net	29879442	On	January 24, 2008
<input type="checkbox"/>	<b>Standard Hosting Package - Unix</b> > No domain assigned	29879442	Off	December 30, 2007

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## UI Patterns – Overview / Detail

### Detail —

However, if only own one of that type of service, when choosing from the navigation menu they go immediately to the details of their service

### Web Hosting Details

Standard Hosting Package - Unix		Hosting Control Panel >	Submit an Express Support Request >
Service Name:	Standard Hosting Package - Unix (DOOSPBDE.NETSOLHOST.COM)	<a href="#">Edit Service Name</a>	
Service Type:	Standard Hosting Package - Unix	<a href="#">Upgrade Service</a>	
Expiration Date:	August 08, 2008	<a href="#">Renew</a>	
Auto Renew:	Off	<a href="#">Edit Auto Renew</a>	
E-Mailboxes:	[0] assigned [50] unassigned	<a href="#">Add   Manage E-Mailboxes</a>	
Catch All E-Mail:	Not assigned	<a href="#">Set Up</a>	

Manage Hosting Domains & Sub Domains		
You may assign or unassign domain names and subdomains to your hosting service or point them to a directory in your site below.		
Web Address	Directory	Options
janesbagels.com	htdocs/	default
janesbagels.org	htdocs/	<a href="#">Edit</a> <a href="#">Unassign</a>
janesbagels.info	htdocs/	<a href="#">Edit</a> <a href="#">Unassign</a>
jmsbikes.com	htdocs/	<a href="#">Edit</a> <a href="#">Unassign</a>
jmsbikes.org	htdocs/	<a href="#">Edit</a> <a href="#">Unassign</a>

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# Web Hosting

NetworkSolutions.com

Welcome Fran Archer | Log Out | Customer Service | Call us toll free | Your cart is empty

Browse Our Products & Services | Account Manager

Network Solutions >> Account Manager >> Hosting Overview

Need help? Call 1.866.908.1240

## Web Hosting

- Updates & Alerts
- Profiles & Accounts
- Renewal Center
- Domains
- Web Hosting
- E-Mail
- Web Sites
- Online Marketing
- E-Commerce
- SSL Certificates
- Design Services
- Web Design Editor
- Help & Support

Account Manager User Guide

### Updates & Alerts

You have domains or services that already expired or will expire within 30 days. [Review](#)

Your credit card expired for account 31622082. [Update Now](#)

Suggested Products & Services

- Keep your business private with McAfee® and Network Solutions®.
- Domain name taken? Make a [limited offer](#) today!

### Configure Your Purchases

Product Description	Status	Action Required
Standard Hosting Package - Unix 00G012.NETSOLHOST.COM	Important: In order to start using your package, please assign a domain name to it. This way, when people look for your domain name, they will land at your new website. <a href="#">See here</a>	<a href="#">Go on</a>

### What can I do on this page?

[Show Instructions](#)

## Web Hosting

### Hosting Packages (2)

Web Hosting Service	Account No.	Auto Renew	Expiration
<input type="checkbox"/> FRANK'S NEW UNIX HOST - Unix -> sjd@frjff.net -> sjd@frjff.net	29878442	On	January 24, 2008
<input type="checkbox"/> Standard Hosting Package - Unix -> No domain assigned	29878442	Off	December 30, 2007

[Turn on Auto Renew](#) | [Renew](#) | [Print List](#)

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# Web Hosting

NetworkSolutions.com

Welcome Fran Archer | Log Out | Customer Service | Call us toll free | Your cart is empty

Browse Our Products & Services | Account Manager

Network Solutions >> Account Manager >> Hosting Detail

Need help? Call 1.866.908.1240

## Web Hosting

- Updates & Alerts
- Profiles & Accounts
- Renewal Center
- Domains
- Web Hosting
- E-Mail
- Web Sites
- Online Marketing
- E-Commerce
- SSL Certificates
- Design Services
- Web Design Editor
- Help & Support

Account Manager User Guide

Web Hosting User Guide

### Updates & Alerts

You have domains or services that already expired or will expire within 30 days. [Review](#)

Your credit card expired for account 31622082. [Update Now](#)

Suggested Products & Services

- Keep your business private with McAfee® and Network Solutions®.
- Be alerted when desired domain names expire!
- Your comments and suggestions are important to us. Please [click here](#) to give us your feedback.

### What can I do on this page?

[Show Instructions](#)

## Web Hosting Details

### FRANK'S NEW UNIX HOST

[Hosting Control Panel](#) | [Submit an Express Support Request](#)

Service Name:	FRANK'S NEW UNIX HOST (010180005.NETSOLHOST.COM)	<a href="#">Edit Service Name</a>
Service Type:	Advanced Hosting Package - Unix	<a href="#">Upgrade Service</a>
Expiration Date:	January 24, 2008	<a href="#">Renew</a>
Auto Renew:	On	<a href="#">Edit Auto Renew</a>
E-Mailboxes:	[2] assigned [0] unassigned	<a href="#">Add / Manage E-Mailboxes</a>
Catch-All E-Mail:	Not assigned	<a href="#">Set Up</a>

### Manage Hosting Domains & Sub Domains

You may assign or unassign domain names and subdomains to your hosting service or point them to a directory in your site below.

Web Address	Directory	Options
http://010180005.netsolhost.com	Public/	default
http://frjff.net (View DNS)	Public/	<a href="#">Edit</a> <a href="#">Unassign</a>
http://www.sjd@frjff.net	Public/	<a href="#">Edit</a> <a href="#">Unassign</a>
http://frjff.net (View DNS)	Public/	<a href="#">Edit</a> <a href="#">Unassign</a>
http://www.sjd@frjff.com	Public/	<a href="#">Edit</a> <a href="#">Unassign</a>

[Assign Now](#)

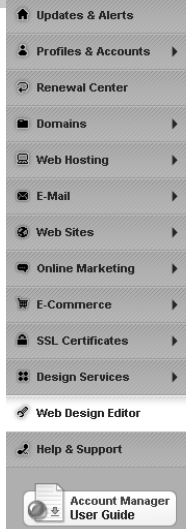
[More Information](#)

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## UI Patterns – Web Design Editor

- Web design and editing tool
  - Made more visible and easier to locate
  - Previously embedded within the details of the service it was applicable to, such as a Web site package
  - It now has its own consistent location on the navigation menu where customers can edit any of their Web sites

### Web Design Editor



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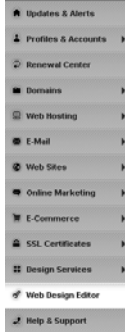
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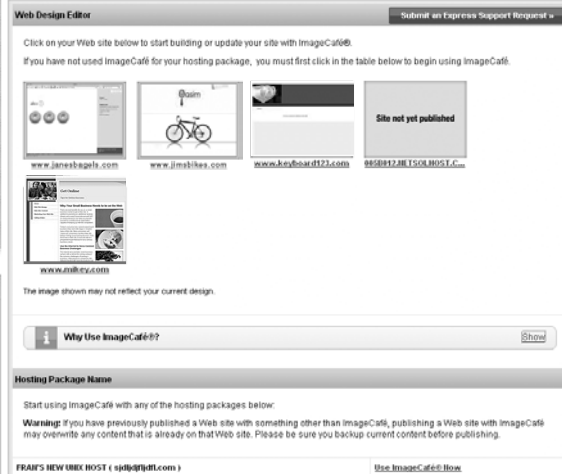
## Web Design Editor

Access to all sites of any type that could use a Web design and editing tool

### Web Design Editor



### Web Design Editor



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## UI Patterns – Alerts

- How to get started?
  - There is a consistent treatment and placement of account alerts, and service-based alerts, such as delivering messages regarding the setup and configuration of their services

**Configure Your Purchases**

Product Description	Status	Action Required
Advanced Hosting Package - Unix: Q1017DFD7.NETSOLHOST.COM	<b>Important:</b> In order to start using your package, please assign a domain name to it. This way, when people look for your domain name, they will land at your new website. <a href="#">Click here</a> .	<a href="#">Go »</a>
Search Engine Visibility ( <a href="http://deannachic.com">http://deannachic.com</a> )	Your Web site must be live before it can be submitted to search engines and directories. <a href="#">Click here</a> to confirm your site is live and able to receive visitors.  Status: Site Check Failed	<a href="#">Go »</a>

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## Web Hosting

Account alerts

Service alert – to assign a domain name to your Web Hosting package

NetworkSolutions. Welcome Fran Ardel | Log Out | Customer Service Call us toll free | Your cart is empty

[Browse Our Products & Services](#) | [Account Manager](#)

Network Solutions >> Account Manager >> Hosting Overview

**Need help? Call 1.866.908.1240**

### Web Hosting

- Updates & Alerts
- Profiles & Accounts
- Renewal Center
- Domains
- Web Hosting**
- Manage Web Hosting
- Mail
- Web Sites
- Online Marketing
- E-Commerce
- SSL Certificates
- Design Services
- Web Design Editor
- Help & Support

**Updates & Alerts**

You have domains or services that already expired or will expire within 30 days. [Renew](#)

Your credit card expired for account 31622082. [Update Now](#)

Suggested Products & Services

Keep your business private with McAfee® and Network Solutions®.

Domain name taken? Make a [certified offer](#) today!

**Configure Your Purchases**

Product Description	Status	Action Required
Standard Hosting Package - Unix: 0050012.NETSOLHOST.COM	<b>Important:</b> In order to start using your package, please assign a domain name to it. This way, when people look for your domain name, they will land at your new website. <a href="#">Click here</a> .	<a href="#">Go »</a>

**What can I do on this page?** [Show Instructions](#)

### Web Hosting

Hosting Packages (2)				
<input type="checkbox"/>	Web Hosting Service	Account No.	Auto Renew	Expiration
<input type="checkbox"/>	FRANKS.HENRY.HOST - Unix sjsd@frank.com sjsd@frank.net	29879442	On	January 24, 2009
<input type="checkbox"/>	Standard Hosting Package - Unix No domain assigned	29879442	Off	December 30, 2007

[Print List](#)

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## UI Patterns – Folders

- For large scale users, they can now create their own folders, or groupings, of domain names. This makes it easier for large scale corporate customers as well as smaller Internet service re-sellers to categorize, organize and manage large numbers of domains.

My Domain Folders | [Manage Folders](#) | [Switch to View All](#)

The screenshot shows a web interface for managing domain folders. At the top, there are buttons for 'Renew', 'Edit DNS', 'Make Private', and 'Turn on Auto Renew'. Below this, there are two folder sections: 'Another folder of my domains (5)' and 'Yet another folder (4)'. The 'Yet another folder (4)' section contains a table of domains with columns for Domain Name, Account No., Name Servers, Private, Auto Renew, and Expiration.

<input type="checkbox"/>	Domain Name	Account No.	Name Servers	Private	Auto Renew	Expiration
<input type="checkbox"/>	sowhatsittoya2.com	29879442	ns2.worldnic.com, ns1.worldnic.com	Yes	On	January 24, 2010
<input type="checkbox"/>	sowhatsittoya.com	29879442	ns2.worldnic.com, ns1.worldnic.com	Yes	On	January 24, 2010
<input type="checkbox"/>	skuykill30.net	29840463	ns30.worldnic.com, ns29.worldnic.com	No	Off	May 14, 2010
<input type="checkbox"/>	keyboard123.com	29840463	ns16.worldnic.com, ns15.worldnic.com	Yes	Off	January 19, 2008

Below the table, there is a section for 'here it is -- my stuff (5) (Default)' with the same management buttons. At the bottom right, there are links for 'Download List' and 'Print List'.

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## UI Patterns – Folders

- Folder concept applied to other services
- Each email account can have multiple mailboxes

E-Mail

The screenshot shows an E-Mail management interface. At the top right, there is an 'Add Mailbox' button. Below this, there are three mailboxes listed: 'E-mail using mikey.com (1)', 'E-mail using sowhatsittoya.com (4)', and 'E-mail using superfranci.net (2)'. Each mailbox has a 'Check Webmail' button and a folder icon. At the bottom left, there are buttons for 'Turn on Auto Renew' and 'Renew'. At the bottom right, there is a 'Print List' button.

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## UI Patterns – Folders

- Two email “folders” are shown open

E-Mail

<input type="checkbox"/>	E-mailbox ▲	Account No.	E-mailbox Type	Auto Renew	Expiration
<input checked="" type="checkbox"/>	E-mail using mikey.com (1) <span>Check Webmail</span>				
<input checked="" type="checkbox"/>	E-mail using sowhatsitoya.com (4) <span>Check Webmail</span>				
<input type="checkbox"/>	abc@sowhatsitoya.com	29879442	Standard E-Commerce	Monthly	Renews on: December 04, 2008
<input type="checkbox"/>	def@sowhatsitoya.com	29879442	Standard E-Commerce	Monthly	Renews on: December 04, 2008
<input type="checkbox"/>	ghi@sowhatsitoya.com	29879442	Standard E-Commerce	Monthly	Renews on: December 04, 2008
<input type="checkbox"/>	hkl@sowhatsitoya.com	29879442	Standard E-Commerce	Monthly	Renews on: December 04, 2008
<input checked="" type="checkbox"/>	E-mail using superfranci.net (2) <span>Check Webmail</span>				
<input type="checkbox"/>	E-mailbox ▲				
<input type="checkbox"/>	money@superfranci.net	29840463	E-mailbox	Off	April 25, 2010
<input type="checkbox"/>	money@superfranci.net (Catch-All)	29840463	Catch-All	Off	April 25, 2008

Turn on Auto Renew » Renew » Print List

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## Usability Test of Prototype

- Existing customers were universally pleased with the proposed changes to the design
  - This finding was supported in their comments, their performance, and their summative data.
- The left side persistent navigation was identified as significantly easier to use than the current design
- There were no usability problems that prevented successful completion of a task
- There were a number of usability issues noted, particularly in the grouping, labeling, and visual feedback of the left side persistent menu

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## Future

- The reaction so far?
- Continue with integrating the Hosting Control Panel into Web hosting details, and into the navigation bar
- Integrate order and billing information into Account Manager

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**THANK YOU**

