



## Acclaro Website

### User Interface Specification (Excerpt)

Version: 4.0 | Date: 9/15/2008

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## Revision History

Date	Revised By	Description of Changes
8/4/2008	Molly Cloyd	First Draft
8/26	Molly Cloyd	<ul style="list-style-type: none"><li>• Added the Services: Overview page (new section 3)</li><li>• Changed the order of the subnav options under services to be:<ul style="list-style-type: none"><li>○ Overview</li><li>○ User analysis</li><li>○ Interaction design</li><li>○ User interface branding</li><li>○ Usability testing</li><li>○ UI design patterns</li><li>○ Expert review</li></ul></li><li>• Updated references to content document to match the correct section numbers.</li><li>• Changed the home page to include only 1 recent project (“featured project”) and a new “Why User Experience” section.</li><li>• Moved screen captures to the left of the Portfolio pages to match Darren’s comps</li></ul>
8/30/2008	Julie Seidel	Revised all SEO text / metatags

# 1. Home Page

## 1.1 User Interface

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**A B C D E**

### software usability and design

Acclaro is a full service user experience design company that designs usable and engaging user interfaces for web, rich internet, and enterprise applications. Whether you are designing something new or improving an existing product, we translate your product vision into exceptional user experiences. **F**


**featured project**

**G** **local search**  
Local Matters Destination Search platform for yellow pages websites combines local business search, mapping, and social interaction.  
[more >](#)


**H** **why user experience?**  
User experience design leads to more efficient development, lower training and support costs, and improved quality and user satisfaction. Download our white paper – Why Usability? – to learn more.  
[download >](#)

**L** [user analysis](#) | [interaction design](#) | [user interface branding](#) | [usability testing](#) | [UI design patterns](#) | [expert review](#)

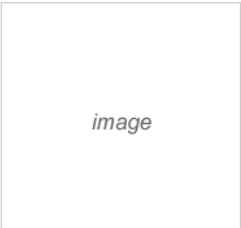
**what we do**



**interaction design**  
Blah blah blah  
[more >](#) **I**



**usability assessment**  
Blah blah blah about usability testing and expert review  
[more >](#) **J**



**user interface branding**  
Blah blah blah  
[more >](#) **K**

## 1.2 SEO Meta Tags for this Page

Meta Description	Acclaro is a full service user experience design company. We create highly usable and engaging software interfaces – specializing in interactive, functional user interfaces for web, rich internet, and enterprise applications. Services include usability testing and interaction design.
Meta Keywords	Acclaro,Acclaro Design,user experience design,usability,user interface design,design consultant
Page Title	Acclaro - Usability and User Interface Design Consultants

### 1.3 Object Table

	Label	Type	Content	Behavior	Notes
A	Home	Image / Tab	Home	Default page of the site. When the user is on the Home page, the home tab is in the selected state and is not clickable	
B	Services	Image / Tab	Services	Displays the Services: Interaction Design page.	
C	Portfolio	Image / Tab	Portfolio	Displays the Portfolio: Social Media page.	
D	About Acclaro	Image / Tab	About Acclaro	Displays the About page.	
E	Contact	Image / Tab	Contact	Displays the Contact page.	
F	Introductory text	Labels	Page title and introductory paragraph. The page title and intro paragraph will be images.	None.	
G	Featured Project: Local Search	Label and Link	See section 1 of the Acclaro Website Content document.	More link displays the Services: Local Search page.	PHASE 2: Must be editable in CMS.
H	Why User Experience?	Label and Link	See section 1 of the Acclaro Website Content document.	Download link opens a browser download window.	Why User Experience (PDF)
I	What we do: Interaction Design	Image Label and link	See section 1 of the Acclaro Website Content document. Alt-tag for image is: Interaction Design Consulting Services	More link displays the Services: Interaction Design page.	PHASE 2: Must be editable in CMS.
J	What we do: Usability Assessment	Image Label and link	See section 1 of the Acclaro Website Content document. Alt-tag for image is: Usability Consulting Services	More link displays the Services: Expert Review page.	PHASE 2: Must be editable in CMS.
K	What we do: User Interface Branding	Image Label and link	See section 1 of the Acclaro Website Content document. Alt-tag for image is: Branding and Graphic Design Services	More link displays the Services: User Interface Branding page.	PHASE 2: Must be editable in CMS.
L	Footer	Copyright line and SEO links.	Copyright © 2008 Acclaro Design, Incorporated. Links: user analysis interaction design user interface branding usability testing UI design patterns expert review	Links in the footer link to the corresponding Services page.	

## 2. Services – Overview

### 2.1 User Interface

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**A** [overview](#) | [user analysis](#) | [interaction design](#) | [user interface branding](#) | [usability testing](#) | [UI design patterns](#) | [expert review](#)

**B services: overview**

Acclaro offers a broad range of usability and design services that can be requested a la carte or as a complete package.

- [User Analysis](#) – Knowing who will use your application and what they want to achieve is the key to designing useful and engaging interfaces. Acclaro uses a variety of user analysis techniques to describe your users, identify their goals and tasks, and prioritize functionality.
- [Interaction Design](#) – In our user-driven approach to interaction design, we identify user interface (UI) navigation, controls, and information that will best support users in achieving their goals. We bring years of human factors experience as well as practical experience with what works and what is possible with emerging web UI technologies.
- [User Interface Branding](#) – Even the best interaction design goes to waste if users don't like the way your site looks or if they don't notice the important elements on the screen. UI Branding incorporates your brand identity, the latest design trends, an understanding of your users' goals, and human factors principles for making important functions easy to find and use.
- [Usability Testing](#) – We lead moderated sessions in which your customers use your application to complete common tasks. We identify usability problems and recommend improvements to page layouts and interaction design. Recommendations can include wire frames showing navigation and design improvements and suggestions for new features that will make your application more useful.
- [UI Design Patterns](#) – We review all of your applications and recommend ways to improve consistency, incorporate proven interaction design standards, and comply with accessibility best practices. We leave you with a library of user interface design patterns that your designers and developers can reference when making design decisions.
- [Expert Review](#) – For existing applications, we offer an introductory service in which we review your design from a user-goal and human factors perspective and offer suggestions for immediate and long-term improvements. Recommendations can include improvements to navigation, page layout, interaction design, and UI branding.

User experience design is not one-size-fits-all. Every client has unique needs and usability challenges. Contact us for a free evaluation and a recommendation of the services that will best meet your needs and fit your schedule and budget.

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### 2.1 SEO Meta Tags for this Page

Meta Description	Acclaro offers a broad range of usability and design services including user analysis, interaction design, user interface branding, usability testing, creation of UI design patterns, and expert review.
Meta Keywords	Software design,usability,design services,user analysis,interaction design,user interface branding,usability testing,human factors,UI design patterns

Page Title	Usability and Software Design Services by Acclaro
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## 2.2 Object Table

	Label	Type	Content	Behavior	Notes
A	Subnavigation	Links	Overview User analysis Interaction design User interface branding Usability testing UI design patterns Expert review	Overview – default selection when user clicks Services User Analysis – displays the Services: User Analysis page. Interaction design – displays the Services: Interaction Design page User Interface Branding – displays the Services – User Interface Branding page. Usability Testing – displays the Services: Usability Testing page UI Design Patterns- displays the Services: UI Design Patterns page. Expert Review – displays the Services: Expert Review page.	
B	Page Content	Labels and links	See section 2 of the Acclaro Website Content document. “Services: interaction design” must be an H1 for SEO purposes.	Links go to the corresponding services page: User Analysis – displays the Services: User Analysis page. Interaction design – displays the Services: Interaction Design page User Interface Branding – displays the Services – User Interface Branding page. Usability Testing – displays the Services: Usability Testing page UI Design Patterns- displays the Services: UI Design Patterns page. Expert Review – displays the Services: Expert Review page.	

## 3. Services – Interaction Design

### 3.1 User Interface

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#### A services: interaction design

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras in risus. Sed bibendum tellus nec turpis. In egestas luctus lacus. Sed lobortis. Vivamus lorem metus, feugiat in, auctor eu, pharetra et, nisi. Sed ultrices tellus id urna. Cras justo. Etiam nisi. Sed nunc mi, imperdiet vel, elementum non, aliquet nec, nibh. Duis adipiscing placerat quam. Morbi adipiscing vestibulum risus. In scelerisque ligula quis nulla mollis vehicula. Quisque varius consectetur libero. Sed eu mauris eu lacus convallis dignissim. Vivamus nec odio sit amet augue sollicitudin rhoncus. Donec eget elit id leo sodales tempus.

[Usability testing](#) is central to the interaction design process. ed id ipsum. Nullam lacus. Vivamus pharetra leo. Etiam aliquam mi ac velit suscipit faucibus. Sed suscipit, lectus sed sagittis hendrerit, lacus nisi faucibus massa, vel pharetra enim libero ut arcu. Nam turpis lorem, hendrerit imperdiet, volutpat a, congue a, urna. Duis feugiat sollicitudin magna. Sed metus lacus, auctor at, ultricies a, semper auctor, dolor.

When we're finished, we offer [user interface branding](#) services ensure a compelling and professional look and feel.

#### B Interaction Design Output

Sample documents to introduce you to our work.

[Site Map](#)  
[UI Specification](#)

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### 3.2 SEO Meta Tags for this Page

Meta Description	Acclaro uses information architecture and interaction design methods to design compelling user experiences. Our methods include site maps, paper prototyping, wire frames, usability testing, and writing user interface specifications.
Meta Keywords	User interface specification,user experience,information architecture,interaction design,site map,wire frames,human factors
Page Title	Interaction Design and Information Architecture Services by Acclaro

### 3.3 Object Table

	Label	Type	Content	Behavior	Notes
A	Page Content	Labels and links	See section 3 of the Acclaro Website Content document. "Services: interaction design" must be an H1 for SEO purposes.	Links to be specified in CMS.	PHASE 2: Must be editable in CMS.
B	Interaction Design Outputs	Links	Site Map UI Specification PDF format.	Opens the document in a new window (Acrobat)	PHASE 2: Must be editable in CMS.

## 4. Services – Usability Testing

### 4.1 User Interface

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**A services: usability testing**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras in risus. Sed bibendum tellus nec turpis. In egestas luctus lacus. Sed lobortis. Vivamus lorem metus, feugiat in, auctor eu, pharetra et, nisi. Sed ultrices tellus id urna. Cras justo. Etiam nisi. Sed nunc mi, imperdiet vel, elementum non, aliquet nec, nibh. Duis adipiscing placerat quam. Morbi adipiscing vestibulum risus. In scelerisque ligula quis nulla mollis vehicula. Quisque varius consectetur libero. Sed eu mauris eu lacus convallis dignissim. Vivamus nec odio sit amet augue sollicitudin rhoncus. Donec eget elit id leo sodales tempus.

**B Usability Testing Output**  
Sample documents to introduce you to our work.  
[Sample Usability Test Plan](#)  
[Sample Usability Test Scenarios](#)  
[Excerpt from a Usability Test Report](#)

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### 4.1 SEO Meta Tags for this Page

Meta Description	Acclaro provides usability testing services including usability lab setup, participant recruiting, test moderation, and analysis. We incorporate <a href="#">interaction design</a> and human factors principles into all usability recommendations.
Meta Keywords	Usability testing, human factors principles
Page Title	Software Usability Testing Services by Acclaro

## 4.2 Object Table

	Label	Type	Content	Behavior	Notes
A	Page Content	Labels and links	See section 4 of the Acclaro Website Content document. "Services: usability testing" must be an H1 for SEO purposes.	Links to be specified in CMS.	PHASE 2: Must be editable in CMS.
B	Usability Testing Output	Links	Sample Usability Test Plan Sample Usability Test Scenarios Excerpt from a Usability Test Report PDF format.	Opens the document in a new window (Acrobat)	PHASE 2: Must be editable in CMS.

## 5. Services – Expert Review

### 5.1 User Interface

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**A services: expert review**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras in risus. Sed bibendum tellus nec turpis. In egestas luctus lacus. Sed lobortis. Vivamus lorem metus, feugiat in, auctor eu, pharetra et, nisi. Sed ultrices tellus id urna. Cras justo. Etiam nisl. Sed nunc mi, imperdiet vel, elementum non, aliquet nec, nibh. Duis adipiscing placerat quam. Morbi adipiscing vestibulum risus. In scelerisque ligula quis nulla mollis vehicula. Quisque varius consectetur libero. Sed eu mauris eu lacus convallis dignissim. Vivamus nec odio sit amet augue sollicitudin rhoncus. Donec eget elit id leo sodales tempus.

**B**

**Expert Review Output**  
Sample documents to introduce you to our work.  
[Sample Website Evaluation Criteria](#)

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### 5.1 SEO Meta Tags for this Page

Meta Description	Human factors experts at Acclaro provide expert review of your software, website, or rich internet application (RIA), measuring it against human factors principles and user goals, and resulting in immediate improvements to user experience.
Meta Keywords	human factors principles,rich internet applications,expert review,heuristic evaluation,interaction design,usability
Page Title	Human Factors Expert Review and Heuristic Evaluation by Acclaro

## 5.2 Object Table

	Label	Type	Content	Behavior	Notes
A	Page Content	Labels and links	See section 5 of the Acclaro Website Content document. “Services: expert review” must be an H1 for SEO purposes.	Links to be specified in CMS.	PHASE 2: Must be editable in CMS.
B	Expert Review Output	Links	Example Website Evaluation Criteria PDF format.	Opens the document in a new window (Acrobat)	PHASE 2: Must be editable in CMS.

-----End of document excerpt-----

For more information about improving your product’s usability or integrating user-centered design methods into your organization, please contact us.

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