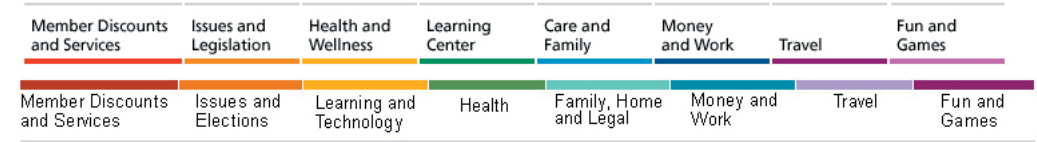


WDI Design Updates

1. Moved color to the top of the tabs in top navigation: it was too difficult to understand the tabs *as tabs*; further, the distinction between the header and the body of the page was not visually clear. 11/24/04
2. Labelled the search box, changed the search box background color to grey, and enhanced the go button: it was too difficult to see and find this frequently-accessed feature. 11/28/04
3. Underlined the copyright information in the footer: it was not clear that this is a link. 11/28/04
4. Changed background color of the first section of persistent top navigation to grey: the groups of information in the header were too complex, and all levels of navigation were given the same weight. 11/30/04
5. Changed the background color for the area outside the web page to medium grey: the drop shadow in Brann's comp was a great idea; this accentuates the concept of providing a clean start and finish to the page. 11/30/04



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[AARP Home](#) | [View My Saved Articles](#) | December 29, 2004 | [For the Press](#) | [Contact AARP](#) | [Site Map](#) | [en Español](#)



[Professional Resources](#) | [AARP The Magazine](#)

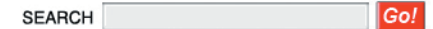


[AARP Home](#) | [Contact AARP](#) | [Site Map](#)

[Español](#)



[Policy & Research](#) | [AARP The Magazine](#) | [AARP Bulletin](#)



WDI Design Updates

6. On the home page center promotions, 12/3/04
 - Headlines should be one size: the larger headline is easier to read on the colored background
 - Text descriptions must be brief (identify the number of characters): if descriptions are long, when the text size is increased, the colored background will extend further down the page and fewer promotions will be immediately visible.
 - The “read this article >>” link is removed from the description, and a link is added within the description: “read this article” as linked text is bad usability practice.
 - The links after the descriptions (to the broader section containing the featured article) are removed: we’ve found in testing that most users do not click on these links, and those who do are confused by what they get.
7. In the top “Mission” area, the two sublinks to About and Membership go away: no one clicked on these during testing, but they were attracted to the redundant links to the same information in the right column. 12/3/04
8. Links on the home page center promos will be white and underlined (no change). 12/3/04
9. Links in the header, footer, and right column will be grey and underlined (no change). The links in the header that are on a grey background will be white and underlined for legibility. 12/3/04
10. Links on the topic page center promos will be white and underlined when they’re on a dark background, and blue and underlined when they’re on a light background. 12/3/04

Learn about the latest Medicare discount cards.

Do your homework before you decide on a Medicare discount card. It can save you money.

[Read this article >>](#)

Find important [Health and Wellness](#) topics >>

Learn about the latest Medicare discount cards.

Do your homework before you decide on a [Medicare discount card](#). It can save you money.

Learn more about AARP and the Power To Make It Better >>

Find out about great Discounts and Services through AARP >>

Gather momentum with a walking group.

Get your friends together and [start a walking group](#). It's the latest trend in staying fit and having fun.

[Read this article >>](#)

Keep yourself running smoothly with [ChiRunning](#).

ChiRunning combines the smooth moves of Tai Chi with running . It reduces sports injuries and is easier on aging bodies - a natural for Boomers who like to run.

[Read this article >>](#)

Master the fine art of printing great looking pages from the web.

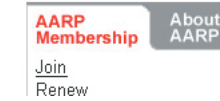
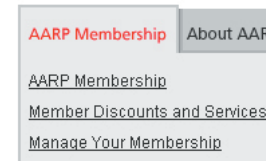
Discover the [latest techniques](#) for getting the most out of your printer.

Buckle up with the nation's largest online driver safety refresher course.

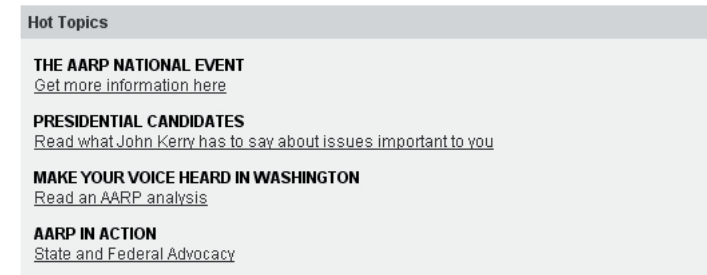
AARP Driver Safety Program is the nation's first and largest classroom [driver refresher course](#) specially designed for motorists age 50 and older.

WDI Design Updates

11. Links within the body of an article will be blue and underlined. 12/3/04
12. Alternative, rounded treatment for the AARP Membership/About AARP tabbed box, which emphasizes the active tab: the original tab treatment was not clearly tab-like in appearance. 12/8/04

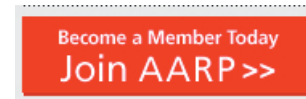


13. On the home page, all three images and corresponding promotion boxes will be the same height: improved consistency will simplify maintenance. 12/8/04
14. On the home page, under the center promotions, the three sub-site feature boxes are treated using the dotted lines as dividers: this lightens the page and emphasizes these elements relative to the right column. 12/8/04



15. The column widths (in pixels) are adjusted for the content that will be in each area. 12/8/04
Home: 5 - 590 - 10 - 160 - 5
3-column: 5 - 590 - 10 - 160 - 5

16. The join button has been redesigned to be round and yellow: the red square button was less visible and less attractive as a button in the context of the rest of the design. 12/8/04



WDI Design Updates

17. The typography is varied in the top “Mission” area: using one type size and style was less dynamic. 12/8/04

18. The rollover treatment for linked HTML text everywhere (including left navigation) has been updated for consistency. 12/8/04

- White text on a dark background rolls over to dark grey text on a white background
- Dark text on a light background rolls over to white text on a dark grey background
- Bold text stays bold on rollover
- Regular text stays regular on rollover
- Rollovers are never underlined

19. When subtopic navigation appear in the left column, it’s labelled as “Topics in [topic on the site]”: usability testing has shown this to be a best practice. 12/8/04

20. On lower-level pages, breadcrumbing is removed: this was not functional for users during testing, and removing it brings content up higher on the page. 12/8/04

We’re 35 million members strong leading the way for **positive social change.**

We’re 35 million members strong leading the way for **positive social change.**

Topics in Family, Home and Legal

Grandparenting

Home Design

Housing Choices

Legal Issues

Driver Safety

End of Life

Grief and Loss

Health and Wellness
Eating Well **Healthy Foods**

Healthy Foods

WDI Design Updates

21. On topic level pages, the tagline next to the topic is printed in smaller text. 12/8/04

Health and Wellness
Your place for the latest
in healthy living.

Health
Your place for the latest in healthy living.

22. The colors for the topics have been adjusted: the original colors were too bright to print white text over, and they were not friendly to the color-blind. 11/24/04

23. Overall, copy size has been increased for usability. 12/8/04

24. The left navigation prints on a white background: overall, the original design was too "grey" on lower level pages, in value and hue. This makes the navigation more visible, and ties it in to the body of the page. 12/8/04

Checkups and Prevention
Eating Well
Insurance and Medicare
Managing Stress
Staying Active
See All Articles

AARP Health Guide
Insurance
Medicare
Affordable Prescription
Drugs
Safe and Effective
Prescription Drugs
Fitness
Staying Healthy

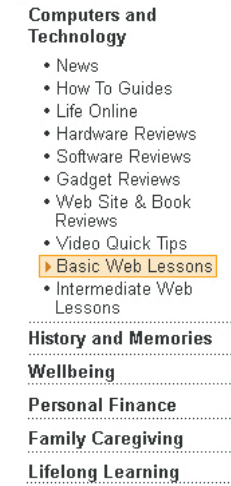
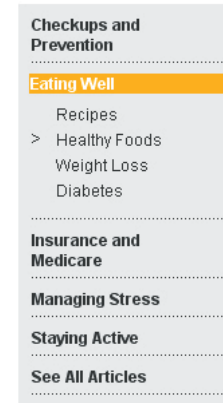
25. In the left navigation, when the navigation opens to reveal further subtopics, the list is bulleted: this makes it easier to scan and comprehend. 12/8/04

Checkups and Prevention
Eating Well
Recipes
Healthy Foods
Weight Loss
Diabetes
Insurance and Medicare
Managing Stress
Staying Active
See All Articles

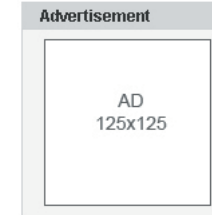
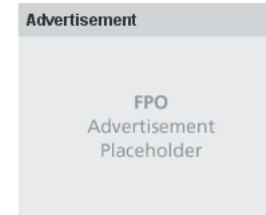
Grandparenting
Home Design
Housing Choices
• Assisted Living
• Nursing Homes
• Other Options
Legal Issues
Driver Safety
End of Life
Grief and Loss

WDI Design Updates

26. In the left navigation, the active area is highlighted with a screen of the topic color and a one pixel border. If it's a lowest-level bulleted item, the bullet becomes a dark colored arrow. This distinguishes the active topic from the headings below (as for Related Links). 12/8/04



27. Advertisements will be centered vertically and horizontally within a grey box, and surrounded by a one-pixel grey border: this helps the odd-sized ads to fit within the larger columns. 12/8/04




28. The label for Quick Clicks (and on the home page, for the Email Newsletter) will print in dark red; it will have the same color background as the rest of the Quick Clicks box, but will be offset by a dotted-line. The original Quick Clicks header blended with the rest of the page, which is problematic since it's so far down the page. 12/8/04

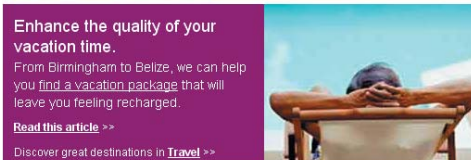


WDI Design Updates


29. On the home page, the box containing the text-portion of the center promotions has a rounded edge on the outside. This helps to reduce the boxiness of the home page, and accentuate the blocks of information (which resonated with users in texting). 12/8/04




Learn about the latest Medicare discount cards. Do your homework before you decide on a Medicare discount card. It can save you money. [Read this article >>](#) Find important [Health and Wellness](#) topics >>



Enhance the quality of your vacation time. From Birmingham to Belize, we can help you find a [vacation package](#) that will leave you feeling recharged. [Read this article >>](#) Discover great destinations in [Travel](#) >>




Connect with the latest cell phone technology. Friends and family are as close as your phone with [video email](#), voice calling and text messaging. [Read this article >>](#) Visit the [Learning Center](#) for more >>



Learn about the latest Medicare discount cards. Do your homework before you decide on a [Medicare discount card](#). It can save you money.

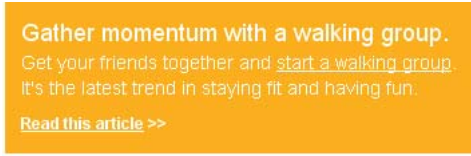


Enhance the quality of your vacation time. From Birmingham to Belize, we can help you find a [vacation package](#) that will leave you feeling recharged.




Connect with the latest cell phone technology. Friends and family are as close as your [phone](#) with video email, voice calling and text messaging.


30. On the top eight topic pages, the center promotions alternate between a white background and a screen of the topic color, with black text printing on both: this improves the readability of the page. 12/8/04



Gather momentum with a walking group. Get your friends together and [start a walking group](#). It's the latest trend in staying fit and having fun. [Read this article >>](#)



Keep yourself running smoothly with ChiRunning. ChiRunning combines the smooth moves of Tai Chi with running. It reduces sports injuries and is easier on aging bodies - a natural for Boomers who like to run. [Read this article >>](#)



Step into a healthy pair of walking shoes. You don't need lots of gear or fancy equipment to walk. But picking the right shoes will be well worth the time and money spent. [Read this article >>](#)

Master the fine art of printing great looking pages from the web. Discover the [latest techniques](#) for getting the most out of your printer.

Buckle up with the nation's largest online driver safety refresher course. AARP Driver Safety Program is the nation's first and largest classroom [driver refresher course](#) specially designed for motorists age 50 and older.

Keep growing with a wide variety of online courses. NRTA, AARP's [educator community](#), is the nation's largest group of educators age 50+.

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31. On the topic page center promotions, the “read this article” link after the description is removed and replaced by a link within the text description: this is a usability best practice. 12/8/04
32. For all graphics serving as text, including the top level topic navigation and the AARP Membership and About AARP tabs, we will provide graphics for use as users increase their text size. 12/8/04
33. On the home page, topic, and subtopic pages, where we use promotion slots with headlines in the body, a relevant phrase will be linked from within the promotion. The headline will not be linked, there will not be a “read more >>” link at the end, and there will not be a contextual link at the end of the promotion to “read more like this >>”. This simplifies the options available to users and preserves the option we see them using most during testing. However, in marketing parts of the site (like Member Discounts and Services), we may add a contextual link at the end of the promotion, since this is a common ecommerce convention to improve the shopping experience. (See similar note 31.) 12/16/04
34. On pages that list or index content using a title and description in the body, the title will be linked. Text will not be linked from within the description, there will not be a “read more >>” link at the end, and there will not be a contextual link at the end of the promotion to “read more like this >>”. This preserves the functionality of indexes when descriptions are removed, as well as simplifying coding and maintenance. It also helps improve the functionality of indexes, where scanning for a particular article rather than general browsing is the goal. 12/16/04
35. On pages with tertiary navigation, the photo slot by the title is removed (although images may be embedded later in the article). This is to prioritize the navigation visually. 12/16/04

Gather momentum with a walking group.
Get your friends together and [start a walking group](#).
It's the latest trend in staying fit and having fun.
[Read this article >>](#)

Buckle up with the nation's largest online driver safety refresher course.
AARP Driver Safety Program is the nation's first and largest classroom [driver refresher course](#) specially designed for motorists age 50 and older.

Anti-Scald Devices
It's not hard to get burned in the bathroom. It only takes a few seconds—and about 130 degrees.
Learn how [anti-scald devices](#) can help prevent burns.

Headline text goes here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Libero Phasellus interdum neque et libero. Quisque in tortor

Basic Web Lessons

[Print Article](#) [Email Article](#) [Discuss Article](#)

Navigating Web Pages and Web Sites

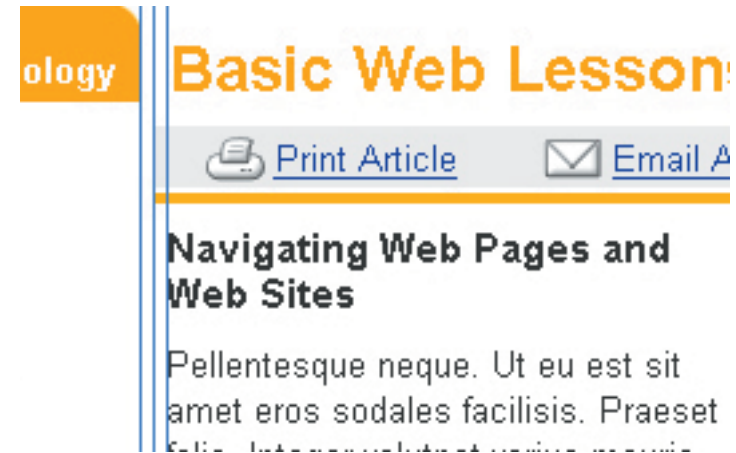
Pellentesque neque. Ut eu est sit amet eros sodales facilisis. Praeset felis. Integer volutpat varius mauris. Nunc mollis ullamcorper urna. Pellentesque neque. Ut eu est sit amet eros sodales facilisis. Praeset felis. Integer volutpat varius mauris.

Donec at leo. Nam faucibus. Cum

Inside This Lesson ▾

- [Before You Start](#)
- [Understanding Basics](#)
- [Title, Menu, and Tool Bars](#)
- [Addresses/Address Bar](#)
- ▶ **Navigating Web Pages and Web Sites**
- [Printing](#)
- [Finding Things](#)
- [Handling Common Problems](#)

36. On article pages, the body text after the tool bar is indented from the left an additional 5 pixels. This improves legibility and overall grey value of the page. 12/16/04



37. The tertiary navigation has a special visual treatment to set it off from other page body elements like sidebars. The header is dark grey with white text, rounded, and with an arrow icon. The content is a bulleted list of links, or a numbered list of links, and the active page is indicated with an arrow bullet and bold, unlinked text. 12/16/04



38. Throughout the site, when bulleted text wraps, the second line of text will align with the first indented character of copy, rather than the bullet. This improves scanning of lists. 12/16/04

39. Document titles/headlines will be 15pt bold text, to help improve their prominence relative to the body copy, without competing with the topic heading. 12/16/04

Tax Preparation



Nunc mollis ullamcorper urna. Pellentesque neque. Ut eu est sit amet eros sodales facilisis. Praesent felis. Integer volutpat varius mauris. Nunc mollis ullamcorper urna. Pellentesque neque. Ut eu

40. Index pages will have alternate background and border styles for odd and even entries. The styles add visual interest to the page and aid in scanning. Even entries will have a light background color and no border; odd entries will have a dark colored border on the left and bottom side. 12/16/04

41. An optional slot will be added to some indexes for visual interest or to support content goals. The slot pairs a dark colored box with white marketing copy with an image at the top of the page, before the index begins. This slot will not be added to all pages immediately, in order to make the Q1 launch, but will be available on all pages and may be activated at any time. 12/16/04

42. Wherever it appears, the Travelocity promotion slot will use common elements--based on the topic page styles--in order to aid visual recognition. The same practice should be extended to other special promotions and widgets used in multiple parts of the site. 12/16/04

Healthy Food Articles

Sort articles by: [Date](#) or [Title](#)
[Show descriptions](#) or [Hide Descriptions](#)

May 5, 2004

Say Goodbye to Unwanted Weight.

Keep weight off for good by losing it the sensible and healthy way — with a good diet and regular exercise. You'll find the latest tips inside.

April 15, 2004

Eat Your Way to Better Health.

Eat Your Way to Better Health. Research shows a healthy diet could help or prevent a number of health problems, including cancer, diabetes, heart disease, and obesity.

April 3, 2004

Enjoy a Snack for Goodness Sake.

It's ok. We all get hungry between meals, but that doesn't mean you can't keep it healthy when you grab a snack.

Assisted Living

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus interdum neque et libero. Quisque in tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Headline text goes here

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Headline text goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Libero Phasellus interdum neque et libero. Quisque in tortor

AARP Passport: Book Your Travel Online here!



Book Now

Master the fine art of printing great looking pages from the web.

Discover the [latest techniques](#) for getting the most out of your printer.

Buckle up with the nation's largest online driver safety refresher course.

AARP Driver Safety Program is the nation's first and largest classroom [driver refresher course](#) specially designed for motorists age 50 and older.

Keep growing with a wide variety of online

WDI Design Updates

43. When topics, subtopics, and indexes appear in a second location in the topic structure (as with Travel Discounts, which is primarily owned by Member Discounts and Services but also appears in Travel), they will not be reskinned with the secondary topic. Instead, when users select a topic from a secondary location, users will be forwarded to the primary topic. This is necessary since some topics use special metadata and templates. 12/16/04

44. When articles appear in more than one topic, subtopic, or index, they will be reskinned to match the topic the user is currently browsing. This is intended to improve wayfinding. However, this will not be done for related links or member benefits, since the expectation has been set that one is going someplace different. 12/16/04

45. Text tools have been updated with a new icon, and an active and inactive state. The previous icons indicated to users a literal text size, and did not demonstrate that the text size could be increased or decreased multiple times. 12/16/05

46. The style of the page tool icons has been updated, and an icon for translation has been added. 12/16/04

