

Real-Life Best Practices Examples

As used typically within the following services

Usability Review
Competitive Web Benchmark
Usability Best Practices Workshop

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- This extract aims to provide you more insights about the real-life best practices screenshots.
- For usability reviews and competitive Web benchmark, at least one real-life best practice example will be provided for each unsatisfied usability best practice criterion
- For usability best practice workshop, multiple real-life best practices screenshots will be shown for the same best practice to illustrate, explain and discuss it.
- **Some sites may have change since we have identified them as a best practice. Their value to serve as a best practice remains however.**

The screenshot shows the EMC Documentum website home page. The main content area is highlighted with a green border. It includes a navigation menu, a search bar, and several promotional banners. The highlighted area contains a grid of resource links, news items, and an upcoming event.

EMC² documentum What is Enterprise Content Management (ECM)? **EMC²** where information lives[™]

Products | Solutions | Customer Success | Industries | Partners | News | Events | About Us

Global Web Sites | Literature | Buy | Education | Consulting | Developers | Support **SEARCH**

Introducing... **EMC Software CustomerNet** Improved, dependable online support

Resources for:

- Customers
- Developers
- Consultants
- Partners
- Job Seekers
- Journalists

Getting Started

- What is Enterprise Content Management?
- Introduction to EMC Documentum
- 15 Minute Guide to ECM
- ECM Demo
- Application eRooms
- 15 Minute Process to Information Lifecycle Management (ILM)

Learn About

- Application Portfolio
- Solutions Catalog
- ApplicationXtender
- eRoom
- Success Stories

Popular Destinations

- Collaboration
- Enterprise Document Mgmt
- Web Content Mgmt
- Documentum Platform Architecture
- Business Process Management Overview with Bruce Silver

What's New

- MP3 Audio Events
- SAP Integration
- Sarbanes Oxley Compliance
- Document Imaging
- Qualcomm: Document Management Success

News

- EMC Positioned in the Leaders Quadrant in Enterprise Content Management Magic Quadrant Report
- EMC Outlines Comprehensive Information Archiving Strategy at Momentum 2005

Upcoming events

[Increase the value of fixed content with EMC Documentum Report Management Services](#)
Dec 1, 2005
10:00 am - 11:00 am PST
Online Event

eRoom.net
For mid-size business - world class collaboration software in a hosted environment

Designed for Documentum
2005 Offering of the Year Award

Reconsidering a Future with FileNet?
Before you commit to P8, evaluate your options...

© 2005 EMC Corporation. All rights reserved. | Legal | Privacy Policy | Contact Us | Site Map **powered by EMC² documentum**

Effective Naming

Audiences very well structured
- first time users
- returning users

Category links are used and links are easy to identify (one colour)

Welcome to BMW

BMW GB

The Ultimate Driving Machine

BMW Cars 3 5 7 Z3 X5 M Z8 BMW Motorcycles BMW C1

Choose your BMW

The pinnacle
The new BMW 7 Series

- Select your BMW
- Build your BMW
- Accessorise your BMW
- Compare your BMW
- Find an Approved Used BMW
- View BMW image gallery
- Visit Virtual Centre
- BMW Features
- BMW Road tests

BMW Services

Driven to perfection
BMW invites you to take a test drive.

- Locate your BMW Dealer
- Finance your BMW
- Request a test drive
- Request a brochure
- CO₂ Emissions Tax
- Tax Free Sales
- Driver services
- Careers

BMW World

Made by BMW
Shopping at the click of a mouse.

- BMW News
- BMW Motorcycles
- BMW C1
- BMW Lifestyle Shop
- BMW Motorsport
- BMW Believes
- BMW Individual
- BMW Group
- BMW Heritage
- BMW Corporate

BMW 5 Series
Used Car of the Year 2003
Best Used Executive Car

Used Car Buyer magazine

Best Used Luxury Car
BMW 7 Series

[Click here to search for yours](#)

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<http://www.bmw.co.uk> 10/10/02

Audiences and associated actions available

No matter where you are, the horizontal GNB is consistently:

- Formatted – links do not change
- Placed – always at the top of the page
- Helpful – contains links to site support tools

The screenshot shows the Barnes & Noble website's Global Navigation Bar (GNB) for the Music section. The top navigation bar includes the Barnes & Noble logo, a shipping notice, a shopping cart with 0 items, and links for account, order status, wish list, and help. Below this is a horizontal menu with categories like Home, Bookstore, Used & Out of Print, Business & Technology, Medicine & Science, New & Used Textbooks, Libros en Español, Meet the Writers, Children, DVD & Video, Music (highlighted), Sale Annex, and B&N University. A secondary navigation bar lists options like Browse Music, What's New, Bestsellers, Coming Soon, Recommended, Classical Store, and On Sale. A search bar is present with a dropdown menu set to 'Artist' and a search button. A promotional banner for a \$10 off coupon is also visible. The main content area features a 'Browse Music' sidebar with 'All Styles' and 'Alternative' options, and a large 'Music' heading.

Source <http://music.barnesandnoble.com/index.asp?userid=2VK599Y5P6>

Site Usability: BP B&N Navigation Bar used as Marketing Tool

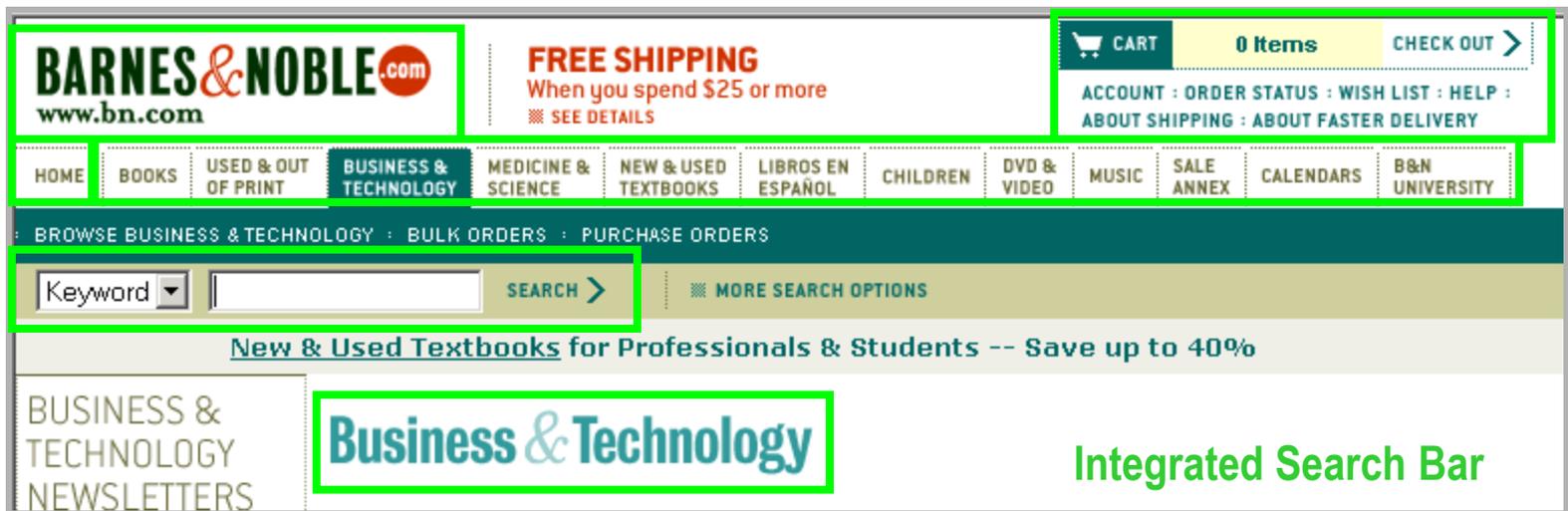


- HTML titles specified for each page
- 2-6 words describe page content

The Global Navigation Bar is also a Marketing Tool

“Double” access to Home Page

“Separated” Tool Bar



Integrated Search Bar

Page titles should be: 1. Present 2. Contextual 3. Consistently placed and formatted

The screenshot shows the Sanofi-Aventis website's site map. The page is titled "Plan du site" and features a navigation bar with links to "Accueil", "Le Groupe", "Notre Recherche", "Votre Santé", "Investisseurs", and "Recrutement". Below the navigation bar, the site map is organized into five main columns, each with a blue header and a list of links. The columns are: "Le Groupe", "Notre Recherche", "Votre Santé", "Investisseurs", and "Presse". Each column contains multiple levels of links, with sub-links indented under the main category. A green bracket on the right side of the screenshot indicates that the site map is less than 1.5 screens long.

Le Groupe	Notre Recherche	Votre Santé	Investisseurs	Presse
<ul style="list-style-type: none"> Faits marquants Message du Président Présentation du groupe <ul style="list-style-type: none"> Chiffres clés Principaux dirigeants Ressources humaines <ul style="list-style-type: none"> Politique de Ressources Humaines Effectifs du groupe Présence internationale Médicaments et produits <ul style="list-style-type: none"> Cardiovasculaire / Thrombose <ul style="list-style-type: none"> Cancer Diabète Système Nerveux Central Médecine Interne Vaccins Génériques OTC Notre engagement en actions <ul style="list-style-type: none"> Hygiène, Sécurité & Environnement 	<ul style="list-style-type: none"> Message de Gérard Le Fur Chiffres & Faits News & Evènements <ul style="list-style-type: none"> Année 2005 Année 2004 Domaines de recherche <ul style="list-style-type: none"> Cardiovasculaire Thrombose Système nerveux central Oncologie Maladies métaboliques Médecine interne Vaccins Portefeuille R&D <ul style="list-style-type: none"> Cardiovasculaire Thrombose Système nerveux central Oncologie Maladies métaboliques Médecine interne Vaccins Les sites <ul style="list-style-type: none"> Centres de Recherche et Développement 	<ul style="list-style-type: none"> Maladies Cardiovasculaires Neurologie & Psychiatrie <ul style="list-style-type: none"> Epilepsie <ul style="list-style-type: none"> Qu'est-ce que l'épilepsie ? Une maladie qui se soigne L'importance du diagnostic Urologie Cancérologie Santé familiale <ul style="list-style-type: none"> Santé bucco-dentaire <ul style="list-style-type: none"> Des dents saines, c'est l'essentiel Mieux vaut prévenir que guérir ! Dossiers thématiques <ul style="list-style-type: none"> L'épilepsie au quotidien <ul style="list-style-type: none"> La scolarité La vie professionnelle Les loisirs La conduite automobile 	<ul style="list-style-type: none"> Données Boursières <ul style="list-style-type: none"> Euronext NYSE Publications <ul style="list-style-type: none"> Rapports financiers Communiqués de presse <ul style="list-style-type: none"> Année 2005 Année 2004 Evènements & présentations <ul style="list-style-type: none"> Calendrier financier Présentations Structure du capital Gouvernement d'entreprise <ul style="list-style-type: none"> Conseil d'administration Comités Règlement intérieur du Conseil d'Administration Code d'éthique financier Actionnaires individuels <ul style="list-style-type: none"> Nous rencontrer Nos Publications <ul style="list-style-type: none"> Lettre des actionnaires Etre actionnaire en 	<ul style="list-style-type: none"> Communiqués de presse <ul style="list-style-type: none"> Année 2005 Année 2004 Année 2003 Année 2002 Année 2001 Année 2000 Année 1999 Dossiers de presse <ul style="list-style-type: none"> Année 2005 Année 2003 Année 2002 Année 2001 Année 2000 Photothèque <ul style="list-style-type: none"> Dirigeants Eléments institutionnels Engagement sociétal et humanitaire Evènements financiers Groupe Recherche et Développement Production et Distribution Siège social

<1,5 screen long

Three levels of active links / navigation and clearly visible (different colons & indent)

Best Practices - Branding: Tag Lines

Expedia.fr
Le voyage que je veux.

accueil promo vol séjour week-end hôtel voiture ski activité sur place guide

Bonjour Nicolas Déconnecter

Ajouter à mes favoris Mes voyages Mon profil Besoin d'aide? Départ de

Hôtel

Actuallement

France à partir de 28€*	Italie à partir de 41€*	Etats-Unis à partir de 71€*	New-York à partir de 96€*
Londres à partir de 78€*	Hôtels de Charme à partir de 67€*	Paris à partir de 70€*	Dernière Minute à partir de 50€*

Plus de 24 000 hôtels à tarifs négociés dans le monde entier!

La présence du logo *Offre Spéciale Expedia* indique que Expedia a négocié des tarifs réduits avec cet établissement. Choisissez les meilleurs lits au meilleur prix!

Week-ends et courts séjours

Actuallement

Plages à partir de 95€*	Week-end romantique à partir de 130€*	Spécial USA à partir de 488€*	Bons Plans Réveillon à partir de 148€*
Besoin d'inspiration?	Week-end bien-être à partir de 62€*	Escapades citadines à partir de 95€*	Dernière minute à partir de 170€*

Economisez en moyenne 70€

Choisissez vos dates et heures de départ, votre compagnie aérienne, l'emplacement et la catégorie de votre hôtel... et bénéficiez d'une réduction supplémentaire de 70€ en moyenne**. [En savoir plus](#)

Source <http://www.expedia.fr>

Effective tag lines (common placement) but you can be creative and spread them over the whole page

easyJet.com
Come on, let's fly!

Latest news on hand baggage

Hotels & apartments Car rental Travel insurance Airport parking To / from the airport Ski breaks Book flights

Manage bookings | Airport lounges | Group bookings | easyJet b2b | Where we fly | The rest of your trip | Flying with us | Timetable

Europe's leading low cost airline
Where we fly to

Change your skyline!
Cologne-Bonn from £149.99
Geneva from £20.99

Excellent value for money guaranteed!
Great value hotels between Autumn and Christmas
Book your "in-between break" now

Europcar Price Promise
Lowest car rental prices guaranteed!
Book your car for the lowest prices

Book a cheap flight

From -> [dropdown]
-> To [dropdown]
Flying out on [26] [November 2006]
Returning on [no.] [just one way]
Passengers [1] adults [0] children (under 14 years) [0] infants (under 2 years)

Escape the big sneeze

Faro from £18.99 single
Almeria from £18.99 single
Palma from £18.99 single
Alicante from £26.99 single

Show flights!

Source <http://www.easyjet.com>

Choisissez votre site -> Passagers Accès Pro Séjours Fret

Français go!

SEA FRANCE

Bien plus que traverser la Manche

Réservez maintenant Horaires Offres promotionnelles A Bord Votre voyage A Propos de SeaFrance Liens Utiles

Source <http://www.seafrance.com>

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Travellers' tales

Here at easyJet, we love finding out about what you get up to when you're at your destination, and hearing your views and opinions. For example, telling us about a fantastic restaurant (or one to avoid!), a brilliant exhibition, tips on getting around (e.g. taxis are a rip-off - the metro is much better), where's great for a romantic break - or more suited for a stag weekend! We're sure these will prove useful to other passengers planning their trips, so if you've got a hot tip or a piece of advice you'd like to share, fill in the form below.

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Czech Republic

Prague

I took my sister to Prague for her 21st birthday.

- > Book a flight
- > Planning your trip
 - > Baggage
 - > Destination and airport information
 - > Passport information
 - > Specific requirements
 - > Timetables
 - > Travel services
 - > Why fly easyJet
 - > Flying with easyJet

Effective for community building and return visits but not promoted on home page

Not / no longer available

Send us your traveller's tales

Name

Town

Email Address

Destination
Aberdeen (ABZ)

Tale

Effective: in page navigation links

Easy, straight-forward to submit traveller's tales (minimum required fields)

Real-Life Best Practices allow you to:

- ground your internal discussion with objectivity and neutrality
- Improve and to share better your ideas
- Establish a common language

And with the **benefits**

- Reduce your internal discussion time
- Get a best-of-breed Web site

- Contact us to learn more about the competitive Web Benchmark, such as:
 - real-life best practices,
 - industry experiences,
 - live-demo,
 - pricing
 - etc.

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