

**making your killer applications...**

**killer**





- **establish a business case**
- **overcome challenges**
- **inspire you**





Penguin UK

http://www.penguin.co.uk/static/packag

**NEW RELEASES**

- audiobooks
- biography
- business
- classics
- crime & thriller
- ebooks
- fiction
- film & tv
- food & drink
- health & well-being
- history
- politics & society
- reference
- science
- sports & recreation
- the next big thing
- travel

**about penguin:** company history



"I would be the first to admit that there is no fortune in this series for anyone concerned, but if my premises are correct and these Penguins are the means of converting book-borrowers into book-buyers, I shall feel that I have perhaps added some small quota to the sum of those who during the last few years have worked for the popularization of the book-shop and the increased sale of books".



**Allen Lane, 'All About the Penguin Books', The Bookseller, 22 May 1935**

**The first Penguin paperbacks** appeared in the summer of 1935 and were a mix of biography, crime writing and novels. Genres were indicated by the colour of the band on the cover, biography being dark blue, crime green and fiction orange. All the titles were by contemporary writers including Ernest Hemingway, Eric Linklater and Agatha Christie. They cost just sixpence, the same price as a packet of cigarettes.

Penguin was the brainchild of Allen Lane who was then a director of The Bodley Head. After a weekend spent with Agatha Christie in Devon, Lane searched Exeter station's bookstall for something to read on his journey back to London, but found only popular magazines and reprints of Victorian novels. Following this, he recognised the need for good quality contemporary fiction at an attractive price. Lane was determined that the new range be available not just in traditional bookshops, but also in railway stations and chain stores such as Woolworths.



Penguin emerged as a separate company from Bodley Head in January 1936 and had an initial share capital of £100. It began distributing its books from the Crypt of the Holy Trinity Church on Marylebone Road where the vaults of long-departed Victorians were piled high with books. Ingeniously, a fairground slide was installed to receive deliveries from the street above.

Within twelve months, Penguin had sold a staggering 3 million paperbacks, but was generally viewed with suspicion and uncertainty by traditional publishers. Hardback fiction sold at seven or eight shillings, and it was feared that the new cheap paperbacks might undermine this market. Some authors were also unsettled by what the advent of Penguin might bring.

"In my capacity as a reader I applaud the Penguin Books; in my capacity as a writer I pronounce them anathema. Hutchinsons are now bringing out a very similar edition, though only of their own books, and if other publishers follow suit, the result may be a flood of cheap reprints which will cripple the lending libraries and check the output of new novels. This would be a fine thing for literature, but it would be a very bad thing for trade, and when you have to choose between art and money - well, finish it for yourself."



George Orwell, New English Weekly, 5 March 1936

links

- frequently asked questions
- how to order
- jobs
- catalogues
- company history
  - ↳ audiobooks
  - ↳ beatrix potter
  - ↳ dorling kindersley
  - ↳ frederick warne
  - ↳ hamish hamilton
  - ↳ michael joseph
  - ↳ pelican
  - ↳ penguin classics
  - ↳ rough guides
- press releases
- publishing structure

other sites

worldwide

Done

Done

George Orwell, New English Weekly, 5 March 1936

choose between art and money - well, finish it for yourself."

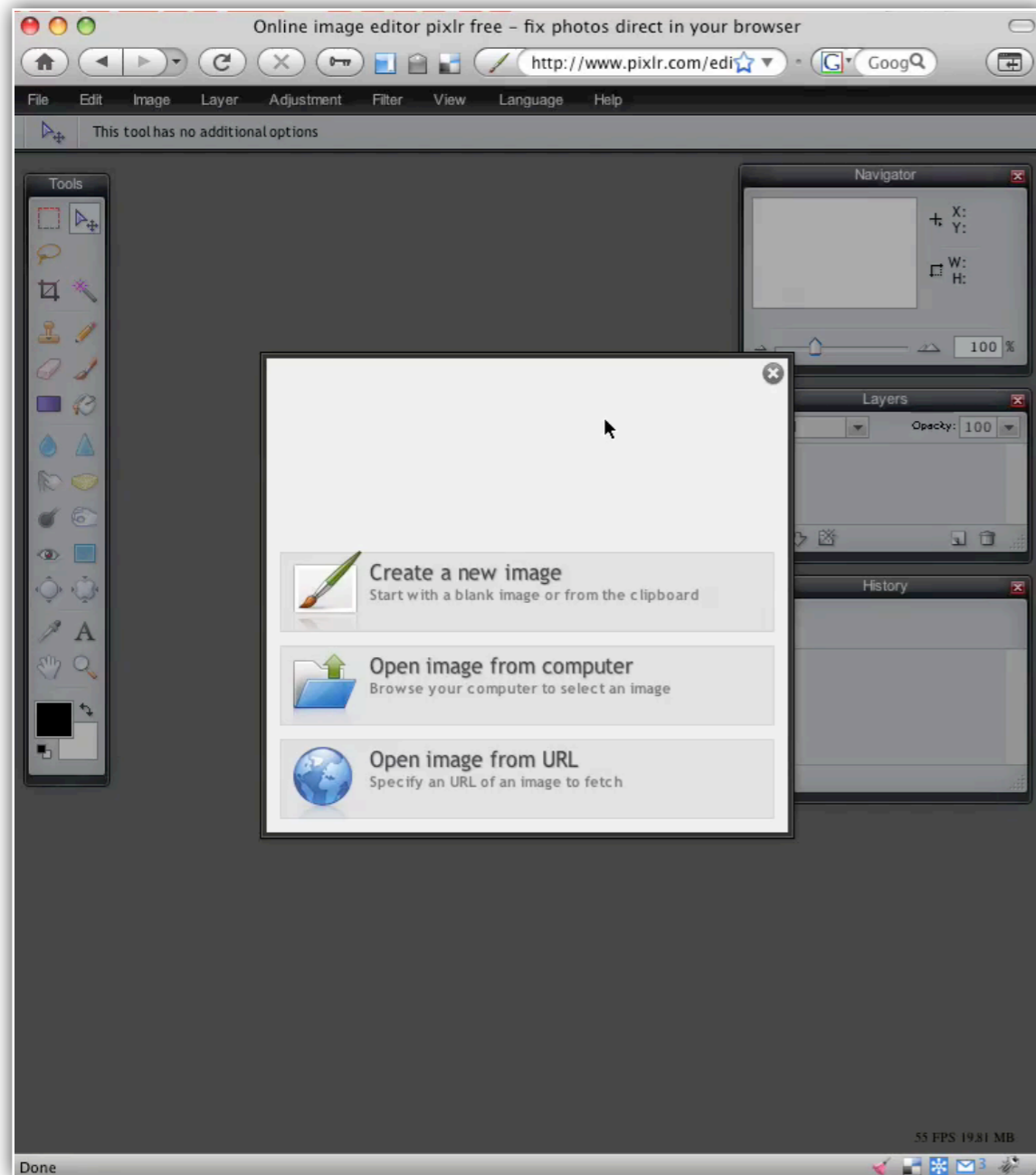
but it would be a very bad thing for trade, and when you have to

the output of new novels. This would be a fine thing for literature,

of cheap reprints which will cripple the lending libraries and check



# more desktop like





# more social





# more personable

Welcome to Flickr!

http://www.flickr.com/

Signed in as boagworld (2 new) Help Sign Out

Home You Organize Contacts Groups Explore Search

## G'day boagworld!

Now you know how to greet people in Australian!

» Your Photostream pro photos » Upload Photos & Video

Recent Uploads | Recent Activity

Flickr Blog Posted 30 Jun 09

### Your Friends and Family

From Jeffrey From Jon Hicks From leigh.howells From cindyli

Standards.next From patrick h... From patrick h... From patrick h... From Dustin Diaz From Dustin Diaz

### Your Groups

SXSW Interactive 2008 (3,937 items | 2 topics)

From hillapatra From iamrandyedwards From iamrandyedwards From Randy Stewart From Randy Stewart

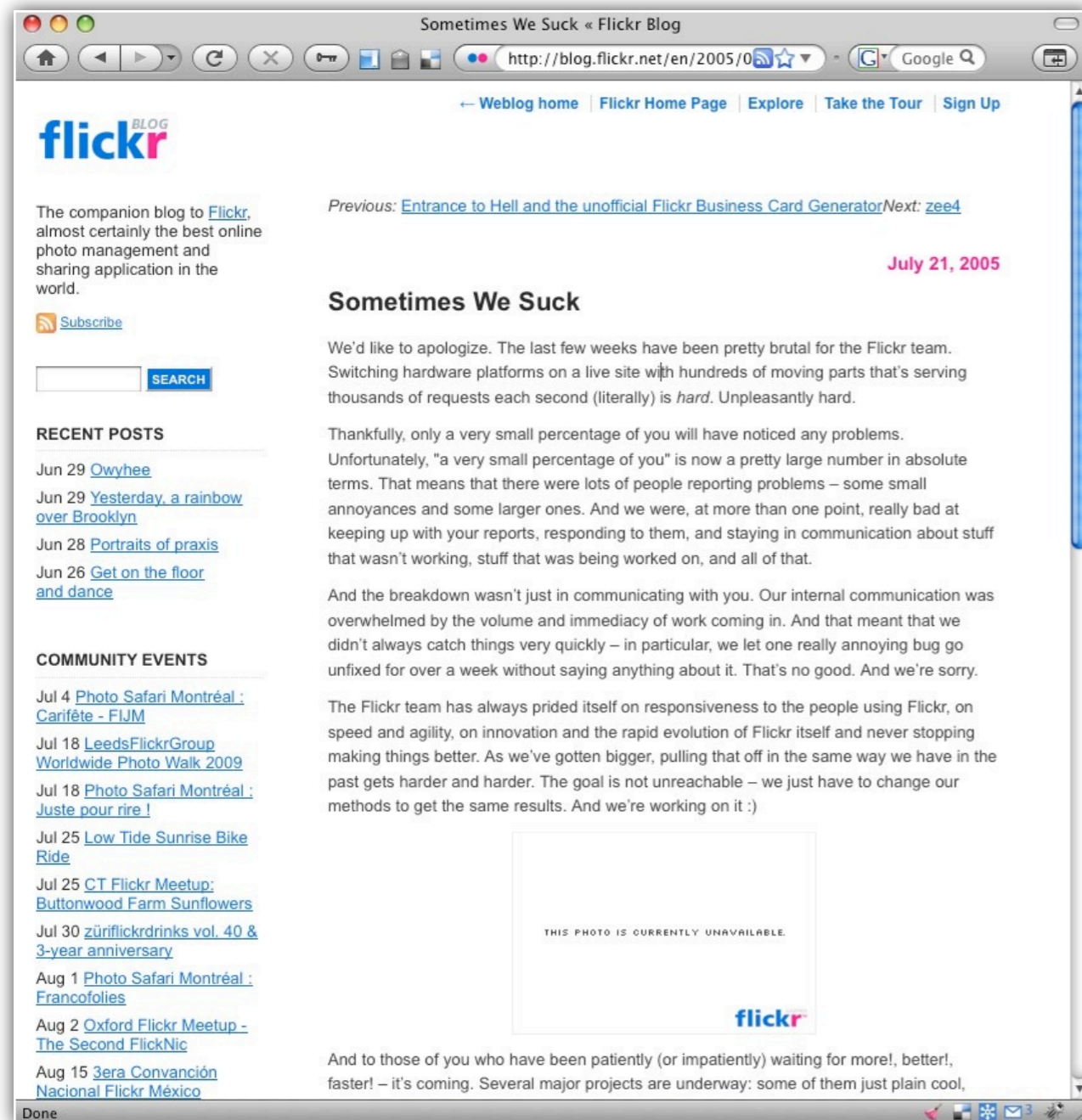
And even [more you can do](#) with your photos:

- [Moo](#): MiniCards, business cards, stickers and more
- [ImageKind](#): Frame your Flickr photos
- [QOOP](#): Calendars, Posters & Books
- [Tiny Prints](#): Custom Cards and Photo Stationery
- [Blurb](#): Bookstore quality books, by you





# more personable



Sometimes We Suck « Flickr Blog

http://blog.flickr.net/en/2005/07/21/sometimes-we-suck

← Weblog home | Flickr Home Page | Explore | Take the Tour | Sign Up

**flickr** BLOG

The companion blog to Flickr, almost certainly the best online photo management and sharing application in the world.

Subscribe

SEARCH

**RECENT POSTS**

- Jun 29 [Owyhee](#)
- Jun 29 [Yesterday, a rainbow over Brooklyn](#)
- Jun 28 [Portraits of praxis](#)
- Jun 26 [Get on the floor and dance](#)

**COMMUNITY EVENTS**

- Jul 4 [Photo Safari Montréal: Carifête - FIJM](#)
- Jul 18 [LeedsFlickrGroup Worldwide Photo Walk 2009](#)
- Jul 18 [Photo Safari Montréal: Juste pour rire!](#)
- Jul 25 [Low Tide Sunrise Bike Ride](#)
- Jul 25 [CT Flickr Meetup: Buttonwood Farm Sunflowers](#)
- Jul 30 [zuriflickrdrinks vol. 40 & 3-year anniversary](#)
- Aug 1 [Photo Safari Montréal: Francofolies](#)
- Aug 2 [Oxford Flickr Meetup - The Second FlickNic](#)
- Aug 15 [3era Convención Nacional Flickr México](#)

Previous: [Entrance to Hell and the unofficial Flickr Business Card Generator](#)Next: [zee4](#)

July 21, 2005

## Sometimes We Suck

We'd like to apologize. The last few weeks have been pretty brutal for the Flickr team. Switching hardware platforms on a live site with hundreds of moving parts that's serving thousands of requests each second (literally) is *hard*. Unpleasantly hard.

Thankfully, only a very small percentage of you will have noticed any problems. Unfortunately, "a very small percentage of you" is now a pretty large number in absolute terms. That means that there were lots of people reporting problems – some small annoyances and some larger ones. And we were, at more than one point, really bad at keeping up with your reports, responding to them, and staying in communication about stuff that wasn't working, stuff that was being worked on, and all of that.

And the breakdown wasn't just in communicating with you. Our internal communication was overwhelmed by the volume and immediacy of work coming in. And that meant that we didn't always catch things very quickly – in particular, we let one really annoying bug go unfixed for over a week without saying anything about it. That's no good. And we're sorry.

The Flickr team has always prided itself on responsiveness to the people using Flickr, on speed and agility, on innovation and the rapid evolution of Flickr itself and never stopping making things better. As we've gotten bigger, pulling that off in the same way we have in the past gets harder and harder. The goal is not unreachable – we just have to change our methods to get the same results. And we're working on it :)

THIS PHOTO IS CURRENTLY UNAVAILABLE.

flickr

And to those of you who have been patiently (or impatiently) waiting for more!, better!, faster! – it's coming. Several major projects are underway: some of them just plain cool,





# more personable





**compared with HE**





# page orientated





# no interaction

+ Add to myCourses

Bookmark with:



[?]

Accountancy, BSc (Hons) | Courses | Study | Edge Hill University  
http://www.edgehill.ac.uk/study/courses/accountancy

Site Search

Edge Hill University

### BSc (Hons) Accountancy

Summary2009/10 Details Modules

- Learn from highly qualified, experienced and enthusiastic staff at the cutting edge of business research and engagement.
- Gain practical work experience either from your own or from one of our respected companies.
- Exemptions from many of the main accounting requirements.

This course gives you the practical skills and knowledge of accountancy in an intellectually stimulating and challenging environment. At Edge Hill Business School you will benefit from the expertise of our academics, whose research and engagement with industry enhances their teaching.

Campus:	Ormskirk Campus
UCAS:	N410
Course Type:	Undergraduate
Attendance & Study Mode:	3 years
Start Date:	September 2009

2009 Entry Requirements

Transferring data from edgehill.ac.uk.woopra-ns.com...

**REQUEST A PROSPECTUS**

**VISIT US**  
BOOK YOUR PLACE AT OUR NEXT OPEN DAY



# no personality

Our architecture degree provides a robust foundation of the practical professional, intellectual, and creative skills needed for a successful career in architecture. The study and practice of architecture requires a broad and diverse knowledge base including arts, humanities, and the physical and social sciences, as well as creative and imaginative faculties. Central to the course is the process of design.

# a wasted opportunity

to differentiate  
to improve ease of use  
to engage  
to improve service





# why is HE left for dead?

status quo

accessibility

time and money

experience



# status quo

just do it! (side projects)  
proof of concepts  
A/B testing



# accessibility

graded browser support

HIJAX

screen readers





[#Headscape News](#) [Boagworld](#) [Boagworld: Web Design Podcast](#).

If you are accessing this page using a screen reader and encounter problems please disable Javascript. If you continue to have problems please email [enquiries@headscape.co.uk](mailto:enquiries@headscape.co.uk). Thank you.

Consultancy Clinic

### [Headscape - Consultancy Clinic](#)

#### A Headscape Service

Do you have an idea for a web project? Do you need some advice on how to take your website forward? Then you should consider booking into the Headscape consultancy clinic.

#### A new way to get expert advice

The problem with traditional web consultancy is that it can be expensive and fails to generate the best return on investment. In many cases you do not require long face-to-face meetings and extensive reports. All you need is an opportunity to talk over your web project with an expert third party. A consultancy clinic provides that opportunity.

#### What is a consultancy clinic?

A consultancy clinic is an online meeting where you can discuss your web project with an expert web strategist.

Meetings are typically held over [Skype](#) although they could also be done on the phone or using tools like [GoToMeeting](#). In your call the consultant can review websites, discuss strategy and answer any web related question you have.



Headscope Web Design Solutions

http://headscope.co.uk/

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

Headscope Web Design Solutions

**Headscope**  
creating attractive, usable websites

Call: +44 870 760 7284  
Email: enquiries@headscope.co.uk  
Download our details

Wiltshire Farm Foods NATS St Peter's Oxford WWT River Thames Intervet

**client: wff**

Headscope's award-winning designs, ecommerce platform and fulfilment system have helped Wiltshire Farm Foods to become the UK's leading frozen meals home delivery service.

Aimed mainly at older users, the WFF site has been designed with intuitive usability as a key feature. Extensive help facilities, including "how to" videos, are provided to guide use of the site. Customer-generated content, in the form of product ratings and reviews, is an important feature supporting customer selection of meals.

What we did on this project (click for more):  
Design Quick order facility Usability testing Ecommerce development

Wiltshire Farm Foods  
delicious meals at your door

Home Meals Delivery Contact Special Deals About Us Help  
Search by Product, Date or Region

Choose...  
View over 200 delicious frozen ready-meals

A feast awaits you!  
View 200 meals and compare at Wiltshire Farm

Show me more clients

**about headscope** **our services** **consultancy clinic**

The sites we build are accessible to the

EXPERT [User interface design](#)

Do you have an idea for a web project? Do you need

Done Done

The sites we build are accessible to the

EXPERT [User interface design](#)

Do you have an idea for a web project? Do you need

about headscope our services consultancy clinic



# screen readers

disagreement among community  
evolving screen readers  
message users



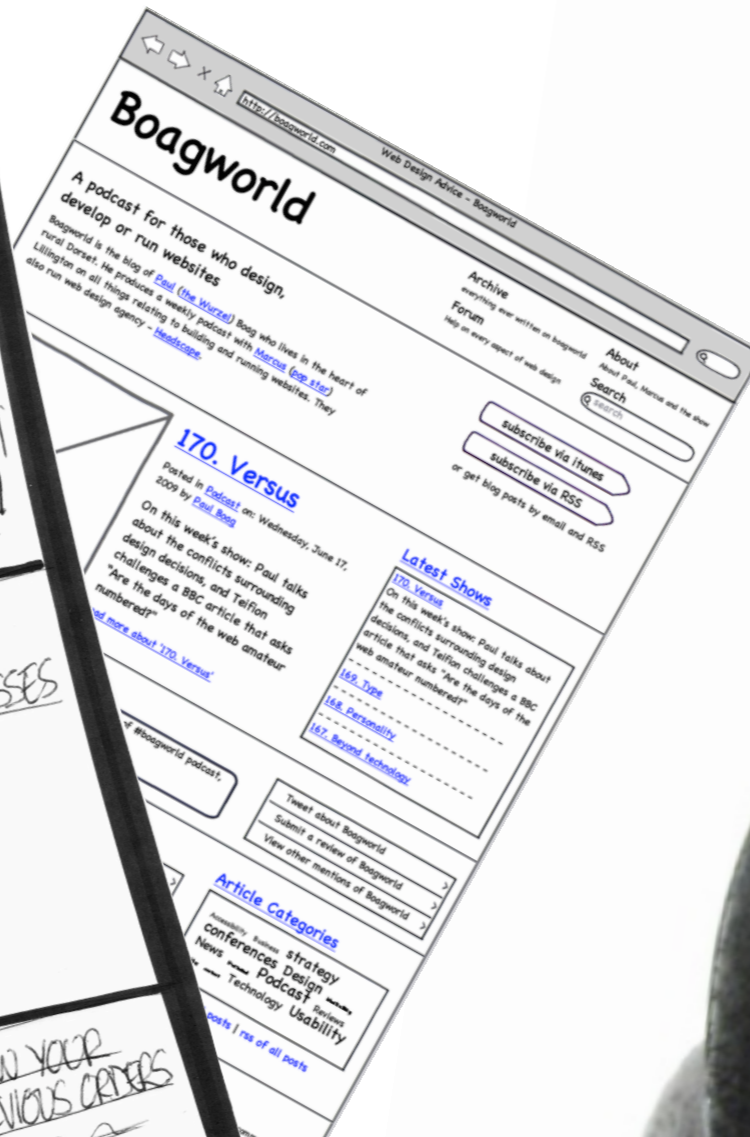
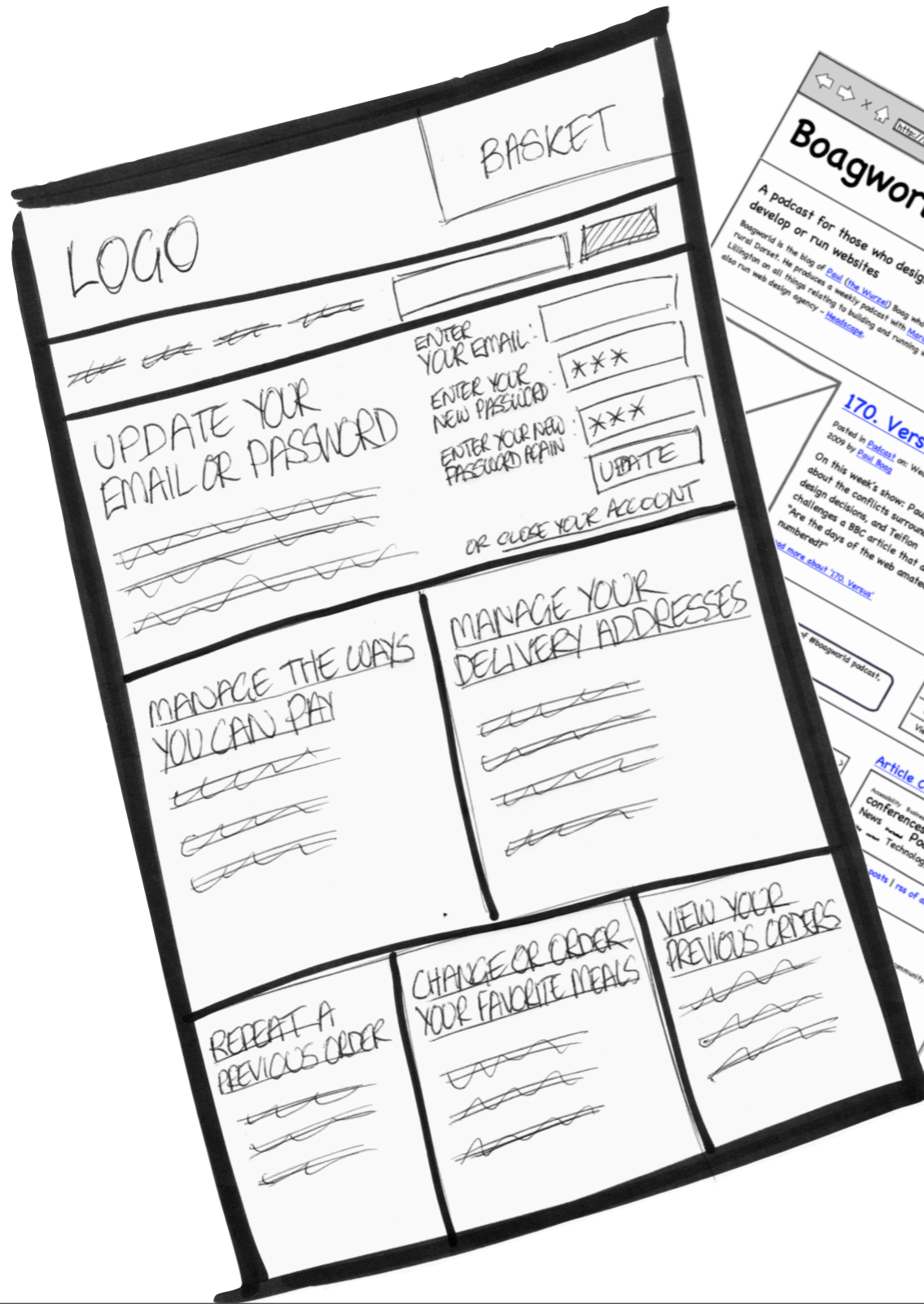
# killing costs

do not reinvent the wheel  
use existing APIs  
use Javascript libraries  
use 3rd party websites





# an application mindset



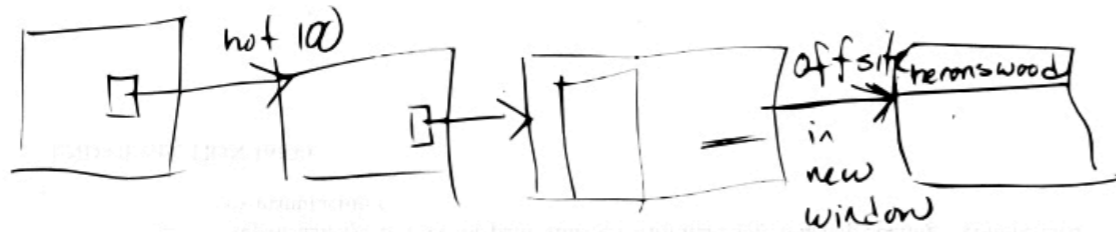
# an application mindset



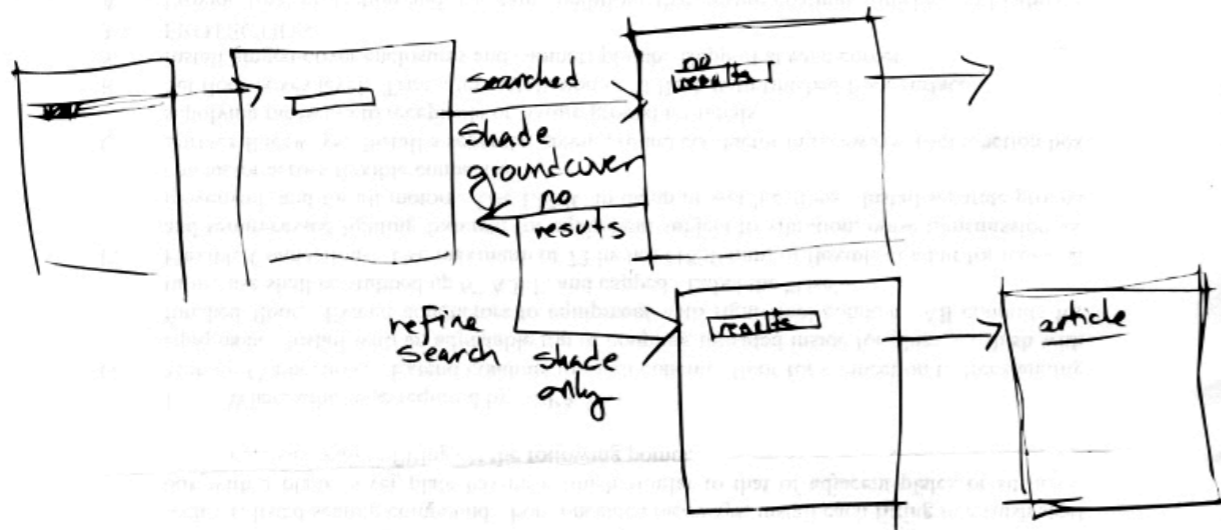


# an application mindset

## Browsing



## Search for shade ground cover articles



## Problems

- ① Browsing took me completely off site in a window with no toolbar controls; difficult to get back to homepage
- ② Search - results were 0 for search. No information given on how to improve search. Actually, no information given ~~on search~~ at all - just blank page



A child with blonde hair, wearing a red and orange patterned shirt and grey pants, is kneeling on a large, irregular red shape painted on a white background. The child is holding a paintbrush and appears to be in the process of painting. In the upper left corner, there is a diamond-shaped inset showing a white background with several red splatters of varying sizes. The word "possibilities" is written in a bold, sans-serif font across the center of the image. The first part of the word, "poss", is in red, and the rest, "ibilities", is in white.

**possibilities**



# staff directory

Manchester Metropolitan University

homepage A-Z Index Current Students Staff

Search for  in

MMU Homepage » **Staff Homepage** » Staff Directory

**Staff Directory**  
   
→ more options

**Groupwise web mail**  
→ Log in to your university e-mail account or → get help.

**Web CT**  
→ Log in to Web CT.

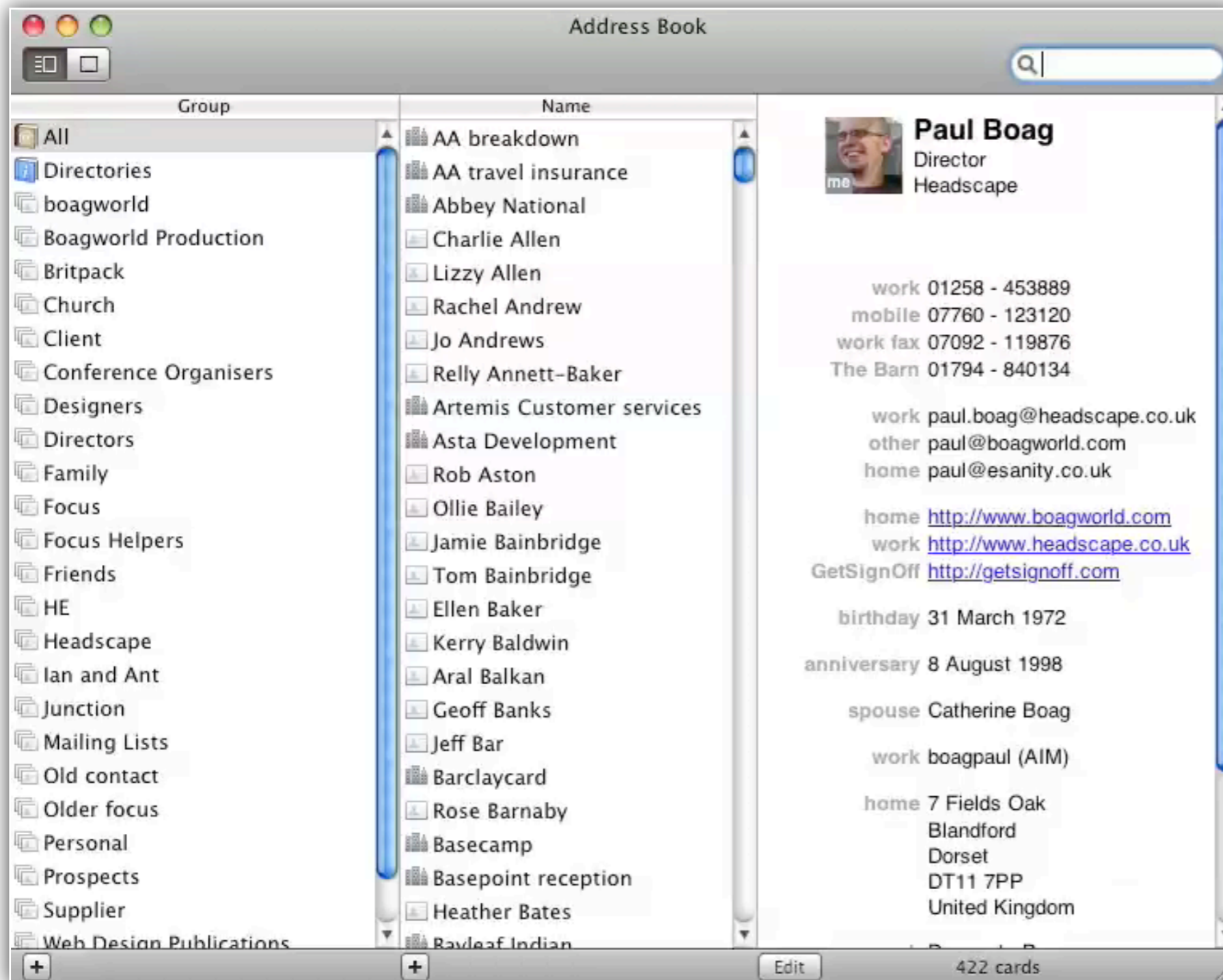
Thursday, 2nd July 2009  
Autumn term begins 21st September 2009

**You searched for 'dave' and there are 23 matches.**

Davenport, Miss. Helen → Institute of Education Didsbury	<b>t</b> 0161 247 2014 <b>e</b> h.davenport@mmu.ac.uk
Davenport, Mr. Paul → Financial and Legal Services	<b>t</b> 0161 247 1716 <b>f</b> 0161 247 6873 <b>e</b> p.davenport@mmu.ac.uk
Davenport, Mrs. Donna CPD & Postgraduate Studies	<b>t</b> 0161 247 2530 <b>f</b> 0161 247 6328 <b>e</b> d.davenport@mmu.ac.uk
Belton, Mr. Dave Facilities-Property Management	<b>t</b> 0161 247 1253 <b>f</b> 0161 247 6346 <b>e</b> d.belton@mmu.ac.uk
Brodie, Mr. Dave → Contemporary Arts	<b>t</b> 0161 247 5384 <b>f</b> 0161 247 6377 <b>e</b> d.brodie@mmu.ac.uk
Edmondson, Mr. Dave Professional Registration	<b>t</b> 0161 247 2107 <b>f</b> 0161 247 6844 <b>e</b> d.edmondson@mmu.ac.uk

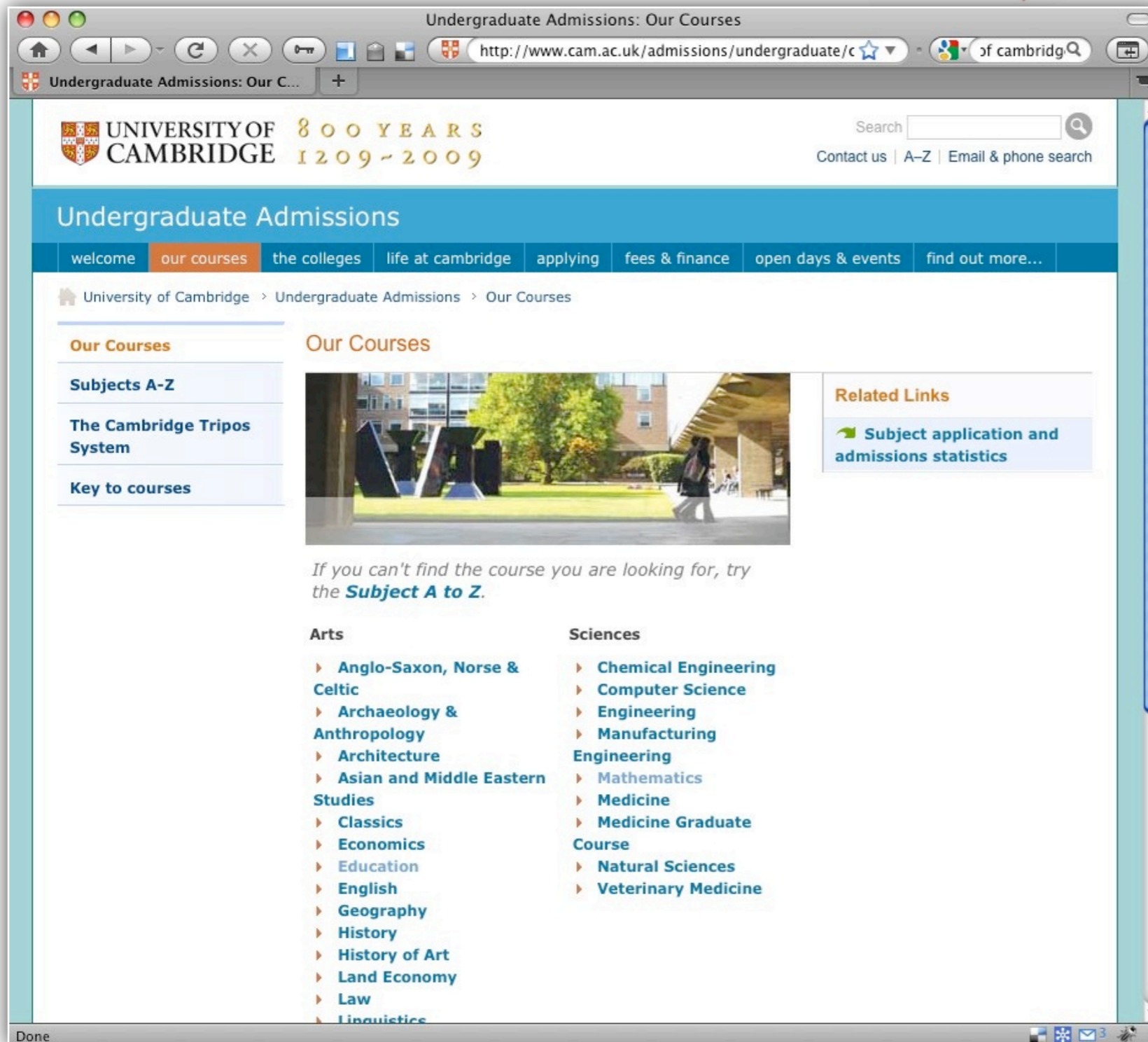


# staff directory





# course finder



The screenshot shows a web browser window with the URL <http://www.cam.ac.uk/admissions/undergraduate/c>. The page header includes the University of Cambridge logo and the text "800 YEARS 1209-2009". A search bar is located in the top right corner. The main navigation menu includes "welcome", "our courses", "the colleges", "life at cambridge", "applying", "fees & finance", "open days & events", and "find out more...". The "our courses" section is active, displaying a list of subjects under "Arts" and "Sciences".

**University of Cambridge** 800 YEARS 1209-2009

Search

Contact us | A-Z | Email & phone search

## Undergraduate Admissions

welcome **our courses** the colleges life at cambridge applying fees & finance open days & events find out more...


University of Cambridge > Undergraduate Admissions > Our Courses

### Our Courses

**Subjects A-Z**

**The Cambridge Tripos System**

**Key to courses**



### Our Courses

If you can't find the course you are looking for, try the **Subject A to Z**.

#### Arts

- ▶ Anglo-Saxon, Norse & Celtic
- ▶ Archaeology & Anthropology
- ▶ Architecture
- ▶ Asian and Middle Eastern Studies
- ▶ Classics
- ▶ Economics
- ▶ Education
- ▶ English
- ▶ Geography
- ▶ History
- ▶ History of Art
- ▶ Land Economy
- ▶ Law
- ▶ Linguistics

#### Sciences

- ▶ Chemical Engineering
- ▶ Computer Science
- ▶ Engineering
- ▶ Manufacturing Engineering
- ▶ Mathematics
- ▶ Medicine
- ▶ Medicine Graduate Course
- ▶ Natural Sciences
- ▶ Veterinary Medicine

#### Related Links

▶ [Subject application and admissions statistics](#)



# course finder

Property.Com.Au Search Result

http://www.property.com.au/cgi-bin/rsearch?o=def&t=

Home Results

Quick Search: Example: Richmond or 3121 BUY RENT

Richmond Real Estate For Sale -12 Properties Found

Home > Richmond Real Estate For Sale

Sort Results: Latest Listing

**RICHMOND**  
4 Beds, 2 Baths, 4 Cars  
[10 Photos Map](#)

**RICHMOND**  
**UNDER CONTRACT / OFFER**  
2 Beds, 1 Baths, 0 Cars  
[6 Photos Map](#)

**6/5 PAGET STREET**  
**RICHMOND**  
2 Beds, 1 Baths, 1 Cars  
[1 Photos Map](#)

**12/147 MARCH STREET**  
**RICHMOND**  
2 Beds, 1 Baths, 1 Cars  
[1 Photos Map](#)

**4/98 FRANCIS STREET**  
**RICHMOND**  
**UNDER CONTRACT / OFFER**  
2 Beds, 1 Baths, 1 Cars  
[3 Photos Map](#)

**10/28 CHAPEL STREET**  
**RICHMOND**  
2 Beds, 1 Baths, 1 Cars  
[2 Photos Map](#)

**11/295 WINDSOR STREET**  
**RICHMOND**  
2 Beds, 1 Baths, 0 Cars  
[1 Photos Map](#)

Zoom: [Map] [Satellite] [Hybrid] View: Map Satellite Hybrid Refine Search

Price Range: \$0+

Bedrooms: 1+

Bathrooms: 1+

Land Size: 0m<sup>2</sup>+

Property Type:  
 Houses/Townhouses  
 Units/Apartments  
 Acreage/Semi-Rural  
 Block of Units

Note: Properties may be at a general Suburb or Street level only. Please confirm property addresses with the listing agent.

Search Surrounding Suburbs:  
[Agnes Banks Real Estate](#)  
[Bligh Park Real Estate](#)  
[Clarendon Real Estate](#)  
[North Richmond Real Estate](#)  
[Richmond Real Estate](#)  
[South Windsor Real Estate](#)  
[Windsor Real Estate](#)  
[Yarramundi Real Estate](#)

Most Popular Suburbs in New South Wales:  
1. [Manly Real Estate](#)  
2. [Sydney Real Estate](#)  
3. [Bondi Real Estate](#)  
4. [Balmain Real Estate](#)  
5. [Surry Hills Real Estate](#)  
6. [Chatswood Real Estate](#)  
7. [Mosman Real Estate](#)  
8. [Coogee Real Estate](#)  
9. [Paddington Real Estate](#)  
10. [Castle Hill Real Estate](#)





# wizard driven





**engagement**



# twitterbook



# rating/reviews

The screenshot shows the Whatuni.com website interface. At the top, there's a navigation bar with links like 'Home', 'Review your uni', 'Open days', 'Clearing 2009', and 'Advanced search'. A search bar is present with fields for 'Enter subject keyword(s) and/or Enter uni name' and a 'Go' button. Below the navigation, there are several user-focused sections: 'My Shortlist' with a 'Compare' button, 'My Uni Choices' (0 saved) with a 'Compare' button, and 'My Course Choices' (0 saved) with a 'Compare' button. A 'Login' section includes fields for 'Email' and 'Password' with a 'Log me in' button. The main content area features a video player for 'our roehampton summer (2006)' with a 'Close' button. To the right, there's a 'Roehampton University' section with a 'Get free prospectus' button and a list of 'Students interested in this uni are also interested in' including Heriot-Watt University, University Of Surrey, University Of Reading, London South Bank University, and Thames Valley University. At the bottom, there's an 'Email page to a friend' section with a 'Send email' button. The overall layout is clean and functional, typical of a university comparison website.





# virtual open days

UEA University of East Anglia A-Z Index | Text Size A A A | High Contrast

Home About Us Courses Schools Research Business Services News/Events

Search Site  
Enter your search here Find it

Course Finder  
What kind of course? Select subject... Submit

UEA Virtual Open Day

Home > About Us > UEA Virtual Open Day

UEA Virtual Open Day Virtual Open Day Home

- Virtual Open Day Home
- Courses at UEA
- Applying to UEA
- Request Information
- Funding Your Study
- Parents
- Teachers and Advisors
- International/European Students
- Postgraduate Students
- Mature Students
- Visit UEA
- Open Days
- Videos
- Podcasts
- Top 10
- Student Life
- Campus tours

University of East Anglia  
**Virtual Open Day**  
Click **here** for more information about our next Open Day

**Videos**  
Click here to watch >

**Podcasts**  
Click here to listen >

**Top 10**

**Student life**

**Accommodation**

**Campus tours** >

**News** >

**Visit Norwich/Norfolk** >



A child with blonde hair, wearing a red and orange patterned shirt and grey pants, is kneeling on a white surface, painting a large, irregular red shape. The red paint is thick and textured. In the upper left corner, there is a diamond-shaped inset showing a white background with several red splatters of varying sizes. The word "personality" is written in a bold, sans-serif font across the center of the red shape. The first few letters "pers" are in red, and the rest "onality" is in white.

**pers**onality



# **use a copywriter!**

overall editorial control

writing style guide

site persona





# the end?

there is a business case  
the obstacles can be overcome  
we need to look beyond HE





**the end**

@boagworld

<http://boagworld.com>

<http://headscape.co.uk/workshops/>