

|||| Clock Four

Atmel
UX: "Product Experience"
November 10, 2014

Why We're Here

To present Clock Four's UX and design recommendations for creating a more user-centered experience for the Atmel.com "Product Experience" utilizing the process of data-driven design :

Data + Analysis:

- User Surveys/Interviews
- Atmel.com analytics
- Competitive analysis/market research
- Heuristics analysis


Designs:

- Atmel.com home page/Header
- Atmel.com Product Experience
 - Category
 - Family
 - Sub-Family
 - Device

Evolution not Revolution: Project Parameters

We took a broad look at the segment of the site that we defined as the “Product Experience” and defined opportunities for improvements (seeds of future exploration) that spanned the easily implementable to the more complex. Some areas of the “Product Experience” were considered out of scope.

CURRENT PROJECT

- 
- UI- global (header)/page
 - Page flow
 - Navigation
 - Content (broad)
 - Navigation
 - Structure

FUTURE PROJECTS

Taxonomy

Naming—meta data

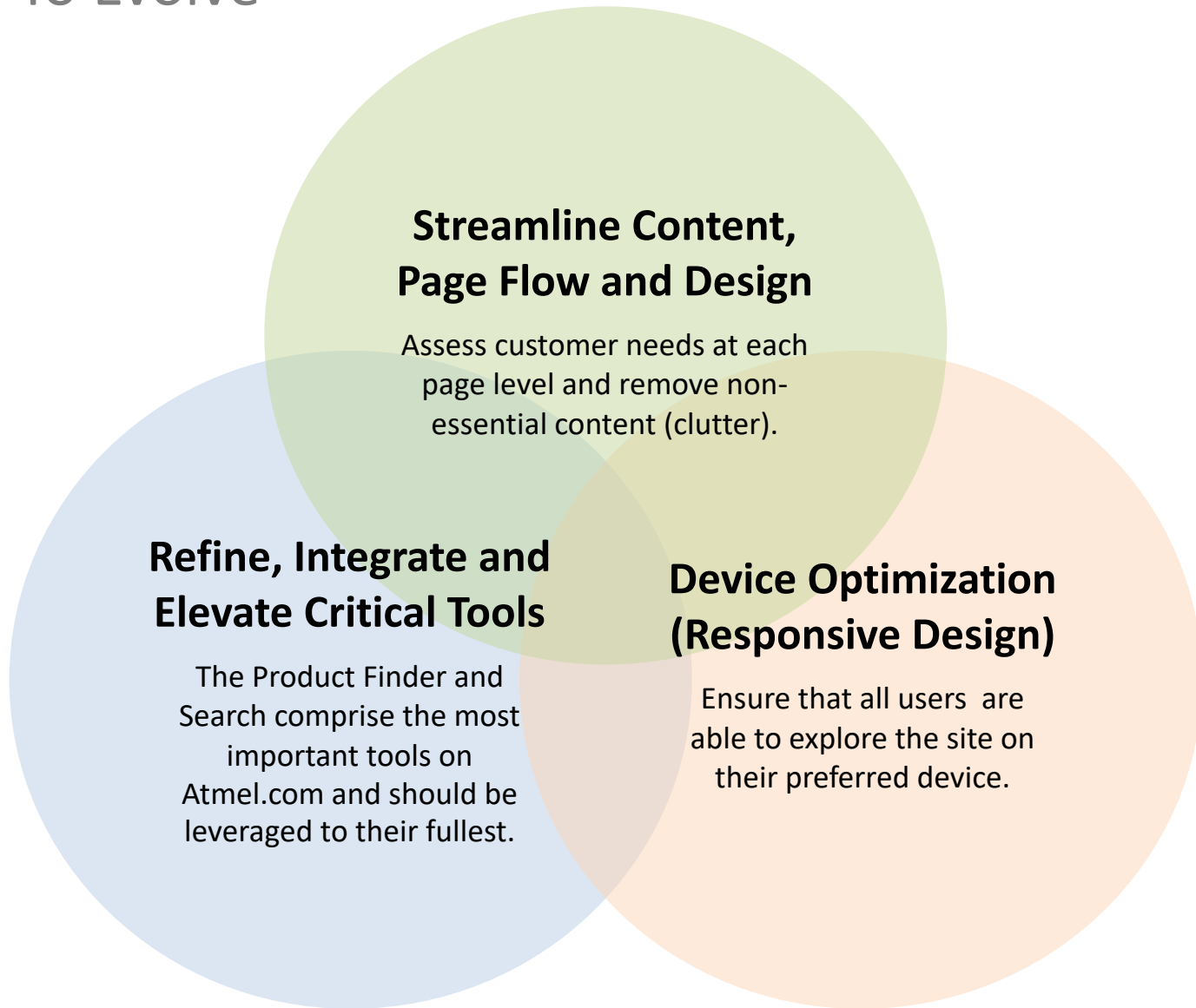
Detailed Design

Search/Product Selector
function

Home Page Design

Detailed Content

Room To Evolve





Device Optimization

Liquid Layout

As of today, 99% of your visitors have a screen resolution of 1024 x 768 pixels or higher

Current Width: 985

New Width: 1280

130% wider

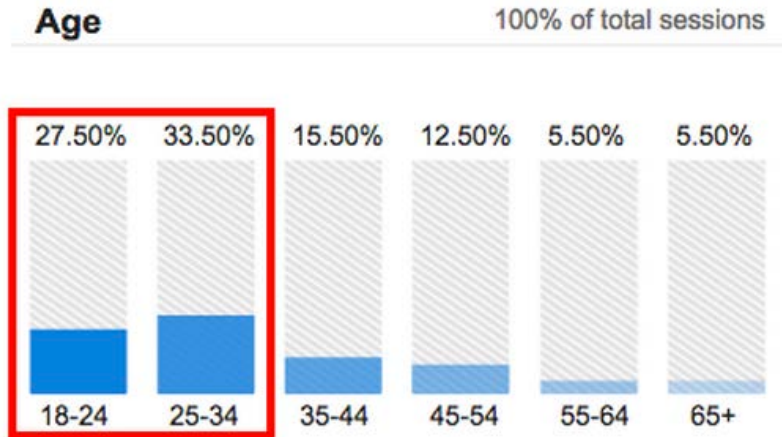
Think Small

Mobile now accounts for 50.3% of all ecommerce traffic.³

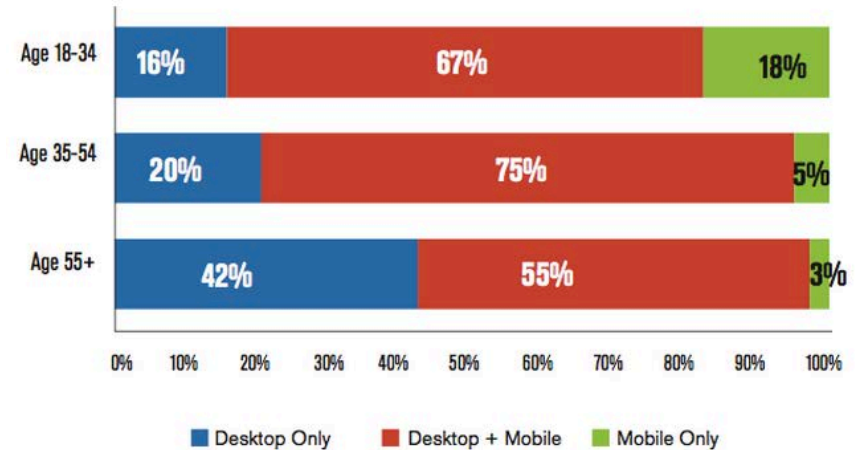
This percentage grows every day as mobile computing becomes more ubiquitous. We will look at how competitors are solving for mobile, provide analytics to assess how mobile users are faring on Atmel currently, and use findings from user research to further promote the case for mobile optimization.



A Mobile Preference



Over **60%** of users who visited Atmel.com in the last year fall into the 18-34 age range.



About **1 in 5** users who fall in the 18-34 age range uses mobile devices only.⁴

- comScore

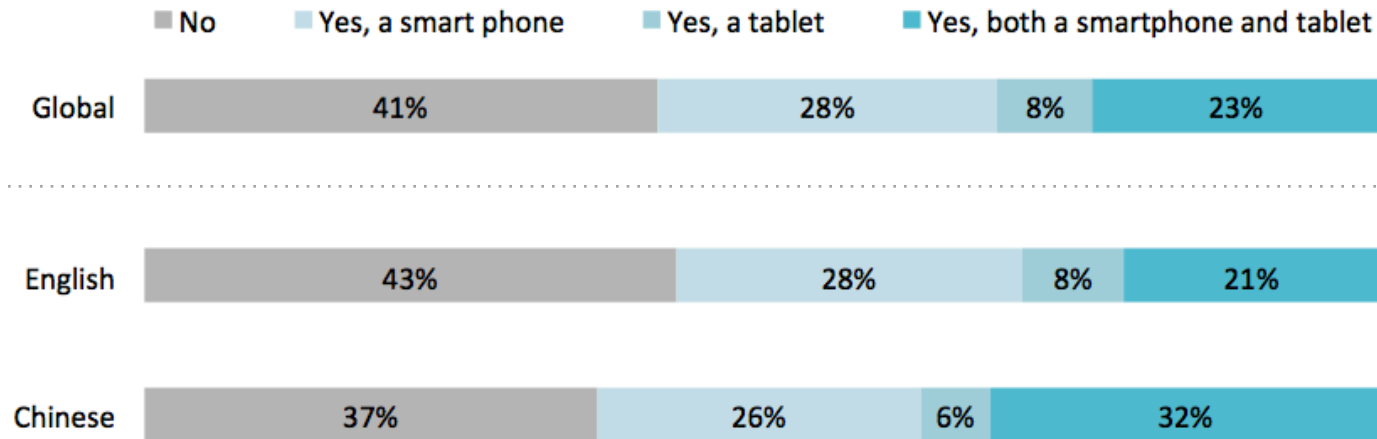
According to site analytics, the majority of Atmel users (60%+) fall into the 18-34 age range. This group is the most likely to use mobile devices **ONLY**. The Atmel site must be easy to explore on any device in order to meet the needs of these customers.

Mobile visitors bounce

<input type="checkbox"/>	Device Category ?	Acquisition			Behavior
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
		8,582,999 % of Total: 100.00% (8,582,999)	55.58% Site Avg: 55.44% (0.25%)	4,770,029 % of Total: 100.25% (4,758,154)	39.87% Site Avg: 39.87% (0.00%)
<input type="checkbox"/>	1. desktop	7,662,644 (89.28%)	55.10%	4,221,808 (88.51%)	35.79%
<input type="checkbox"/>	2. tablet	494,034 (5.76%)	54.14%	267,462 (5.61%)	79.34%
<input type="checkbox"/>	3. mobile	426,321 (4.97%)	65.86%	280,759 (5.89%)	67.65%

About **75%** of users who visit the site on tablet or mobile exit the site immediately. This very high bounce rate shows that the site is not meeting the needs of mobile users, and they are abandoning the site instead of exploring it.

Use of mobile devices for work related tasks:



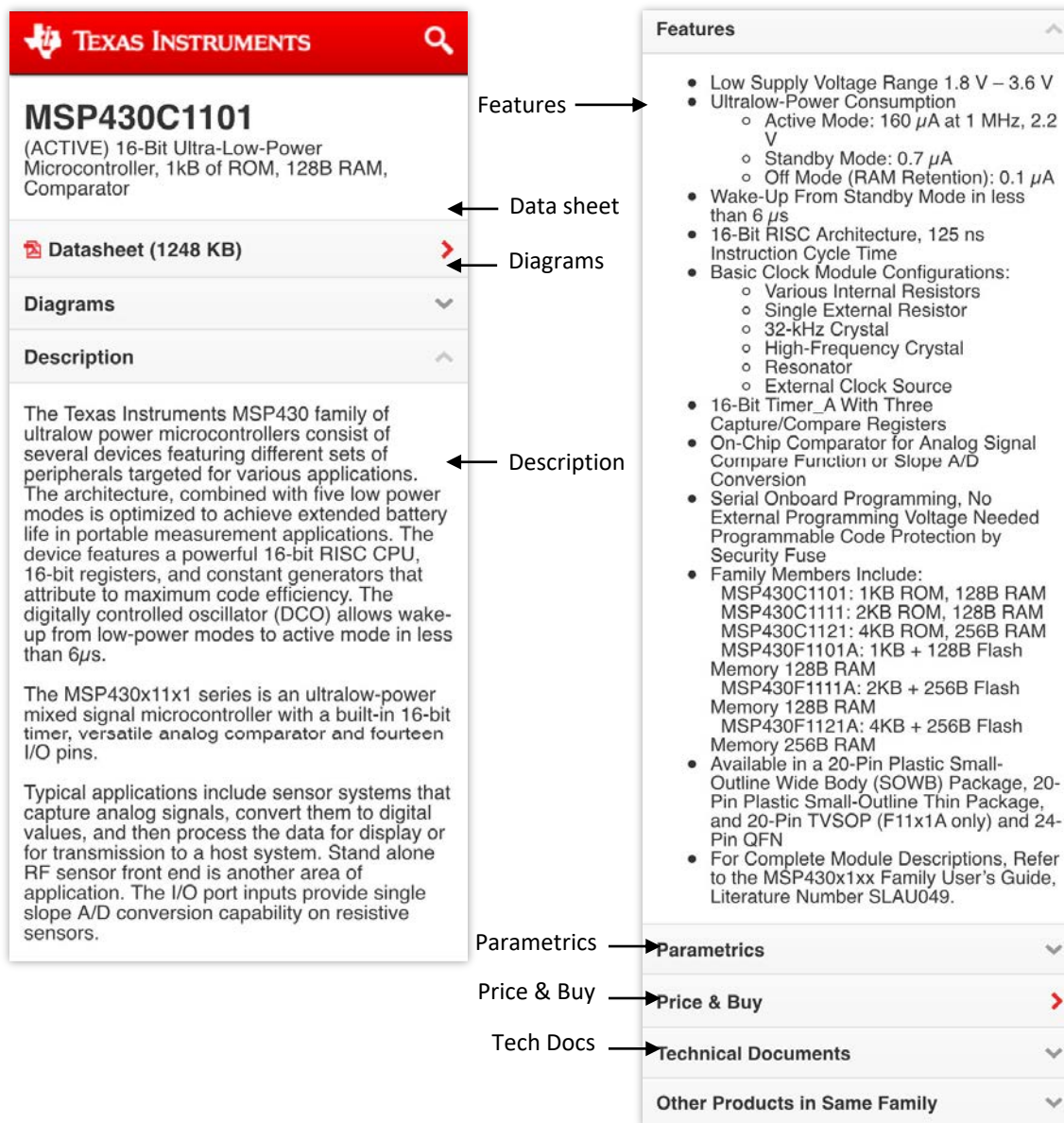
59% of global users use mobile devices for work related tasks.

Findings from user research also show that there is a strong need for a site that is optimized for all devices. Atmel customers use mobile devices for work related tasks at a very high rate, and expect to find a site that is easy to use when using mobile devices on the job.

Mobile Site

Device Page Key Features:

- Description and Features expanded on landing, all else collapsed
- Quick download for most popular technical document – Datasheet
- No global navigation
- Persistent search



TEXAS INSTRUMENTS

MSP430C1101

(ACTIVE) 16-Bit Ultra-Low-Power Microcontroller, 1kB of ROM, 128B RAM, Comparator

Datasheet (1248 KB)

Diagrams

Description

The Texas Instruments MSP430 family of ultralow power microcontrollers consist of several devices featuring different sets of peripherals targeted for various applications. The architecture, combined with five low power modes is optimized to achieve extended battery life in portable measurement applications. The device features a powerful 16-bit RISC CPU, 16-bit registers, and constant generators that attribute to maximum code efficiency. The digitally controlled oscillator (DCO) allows wake-up from low-power modes to active mode in less than 6μs.

The MSP430x11x1 series is an ultralow-power mixed signal microcontroller with a built-in 16-bit timer, versatile analog comparator and fourteen I/O pins.

Typical applications include sensor systems that capture analog signals, convert them to digital values, and then process the data for display or for transmission to a host system. Stand alone RF sensor front end is another area of application. The I/O port inputs provide single slope A/D conversion capability on resistive sensors.

Features

- Low Supply Voltage Range 1.8 V – 3.6 V
- Ultralow-Power Consumption
 - Active Mode: 160 μA at 1 MHz, 2.2 V
 - Standby Mode: 0.7 μA
 - Off Mode (RAM Retention): 0.1 μA
- Wake-Up From Standby Mode in less than 6 μs
- 16-Bit RISC Architecture, 125 ns Instruction Cycle Time
- Basic Clock Module Configurations:
 - Various Internal Resistors
 - Single External Resistor
 - 32-kHz Crystal
 - High-Frequency Crystal
 - Resonator
 - External Clock Source
- 16-Bit Timer_A With Three Capture/Compare Registers
- On-Chip Comparator for Analog Signal Compare Function or Slope A/D Conversion
- Serial Onboard Programming, No External Programming Voltage Needed
- Programmable Code Protection by Security Fuse
- Family Members Include:
 - MSP430C1101: 1KB ROM, 128B RAM
 - MSP430C1111: 2KB ROM, 128B RAM
 - MSP430C1121: 4KB ROM, 256B RAM
 - MSP430F1101A: 1KB + 128B Flash Memory 128B RAM
 - MSP430F1111A: 2KB + 256B Flash Memory 128B RAM
 - MSP430F1121A: 4KB + 256B Flash Memory 256B RAM
- Available in a 20-Pin Plastic Small-Outline Wide Body (SOWB) Package, 20-Pin Plastic Small-Outline Thin Package, and 20-Pin TVSOP (F11x1A only) and 24-Pin QFN
- For Complete Module Descriptions, Refer to the MSP430x1xx Family User's Guide, Literature Number SLAU049.

Parametrics

Price & Buy

Tech Docs

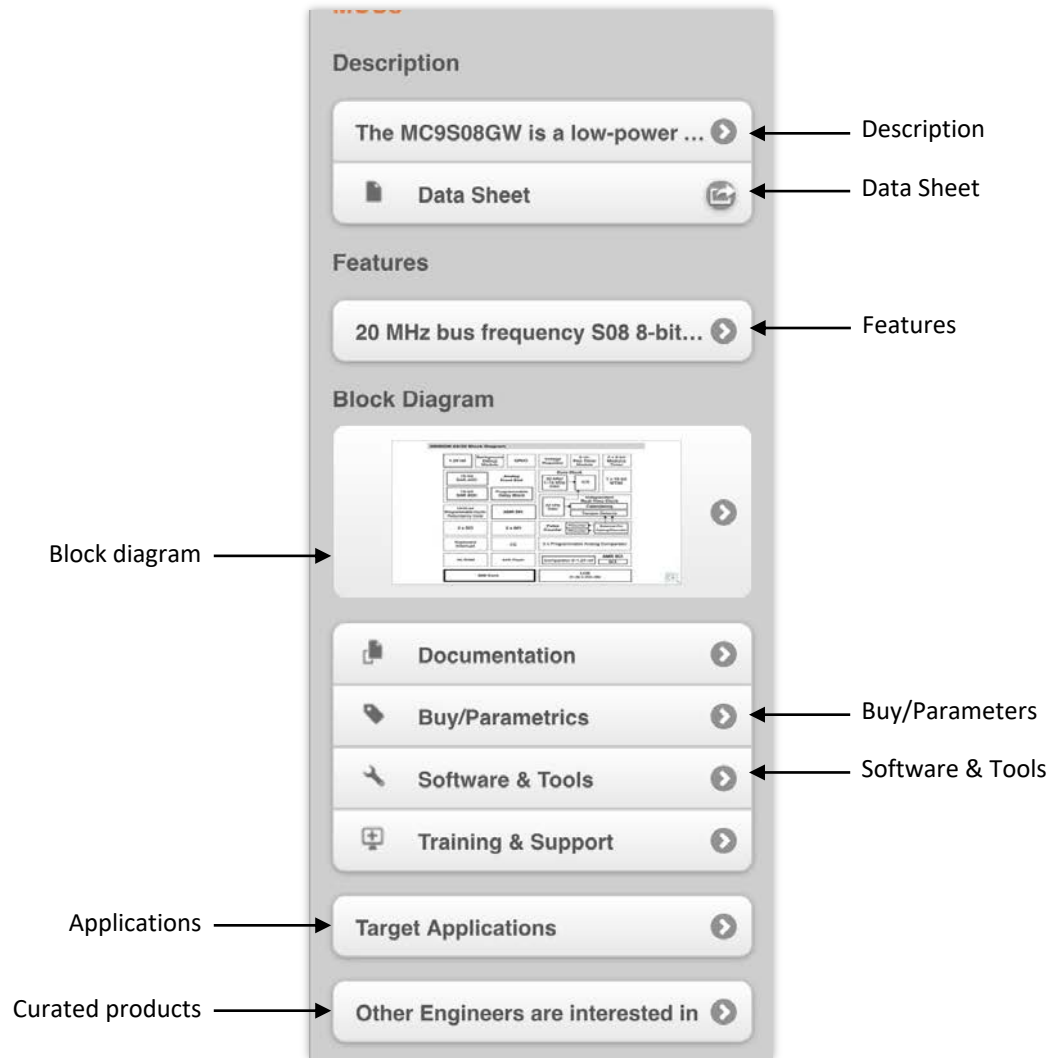
Other Products in Same Family



Mobile Site

Device Page Key Features:

- All information and resources collapsed on landing
- Quick download for most popular technical document – Datasheet
- Breadcrumb navigation
- Persistent search
- Product curation – “Other Engineers are interested in”






iOS app

Device Page Key Features:

- Datasheets easily accessible below description
- All features displayed
- Login/registration required to verify pricing
- Users must visit desktop site to register

Part Detail Share function

Mfg. Part Number: U2102B-M

IC TIMER MULTI IGBT/MOSF 16-DIP 

Manufacturer: Atmel

Category: Integrated Circuits (ICs)

Subcategory: Clock/Timing - Application Specific

Datasheets: U2102B Datasheets

Packaging: Tube

PLL: No

Main Purpose: Power Management, IGBT, MOSFET

Input: -

Output: -

Number of Circuits: 1

Ratio - Input:Output: 2:1

Differential - Input:Output: No/No

Frequency - Max: 50Hz

Voltage - Supply: -

Operating Temperature: -10°C ~ 100°C

Mounting Type: Through Hole

Package / Case: 16-DIP (0.300", 7.62mm)

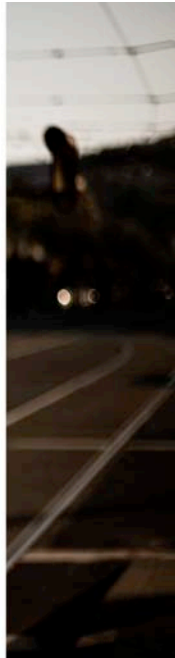
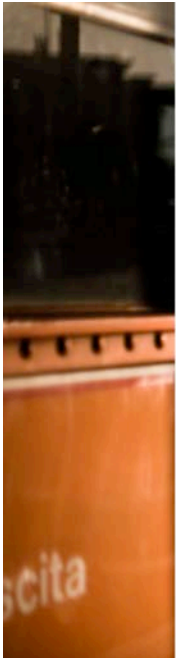
Supplier Device Package: 16-DIP

Lead Free Status / RoHS...: Contains lead / RoHS non-compliant

Price & Buy

Features

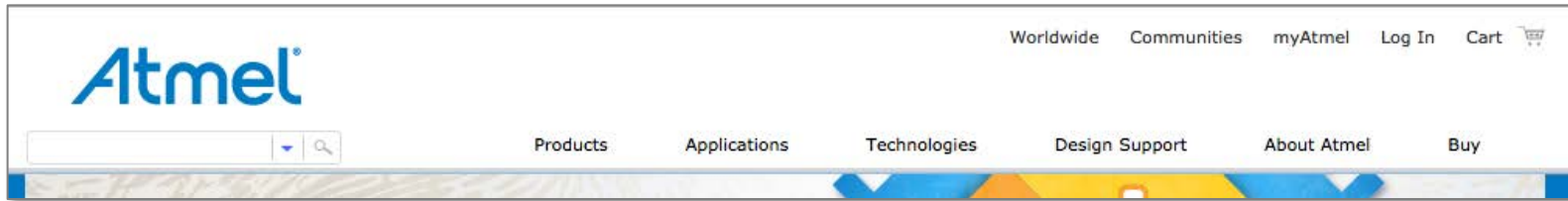
Input	-
Output	-
Number of Circuits	1
Ratio - Input:Output	2:1
Differential - Input:Output	No/No
Frequency - Max	50Hz
Voltage - Supply	-
Operating Temperature	-10°C ~ 100°C
Mounting Type	Through Hole
Package / Case	16-DIP (0.300", 7.62mm)
Supplier Device Package	16-DIP
Lead Free Status / RoHS...	Contains lead / RoHS non-compliant
Digi-Key Part Number: U2102B-M-ND	
Packaging Type:	Tube +
Quantity Available:	0



Refine, Integrate and
Elevate Critical Tools

Global Header: Key Features

CURRENT

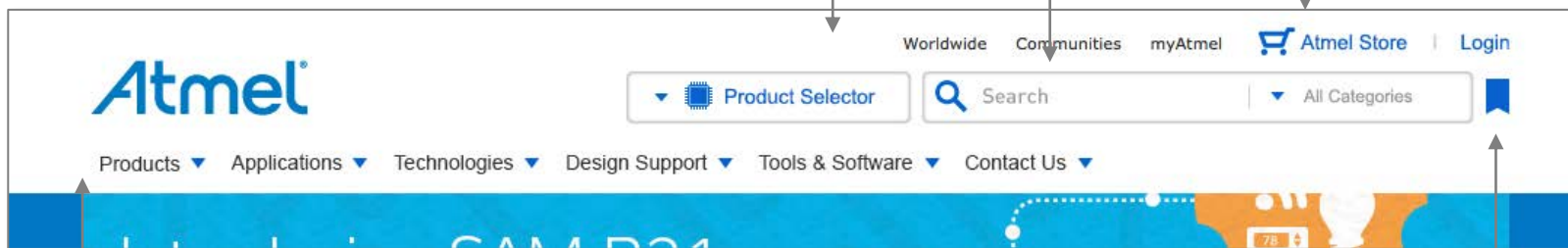


Cluster like functions (find):

- "Product Selector" (one name)- link to index page.
- Larger "Search" + Title for pre-filter

Store Link (omnipresent)

PROPOSED



Main nav:

- Move to left
- Down carrots
- Add "Tools and Software"

My Favorites

Search And You Will Find

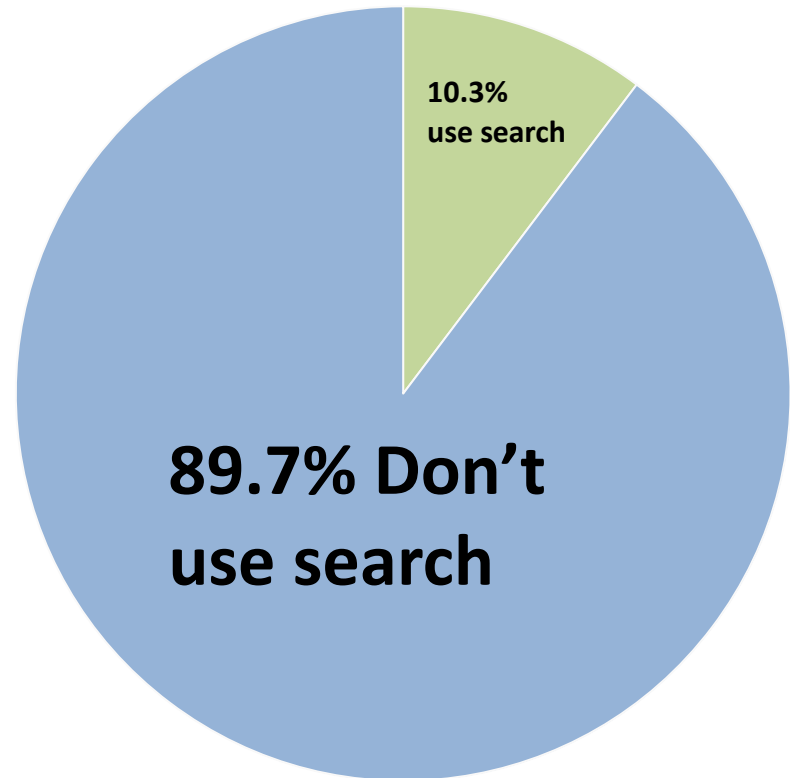
More than half of all users are search dominant.⁵

Only about 10% of users who visit Atmel conduct a search on the site. While it may be tempting to assume that users are finding what they need and do not have to resort to search, this assumption does not hold up when considering that the majority of all users on the web prefer to use search instead of navigating through links.

The search feature should be:

- Global and prominent
- Simple to use
- Deliver comprehensive and accurate results

User search behavior on Atmel:

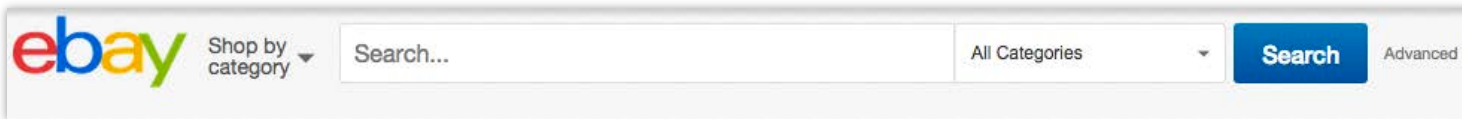


How Atmel.com Compares

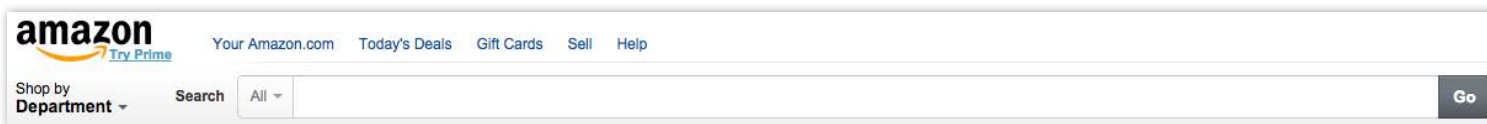
Search is the user's lifeline for mastering complex websites.⁶



+ 600%



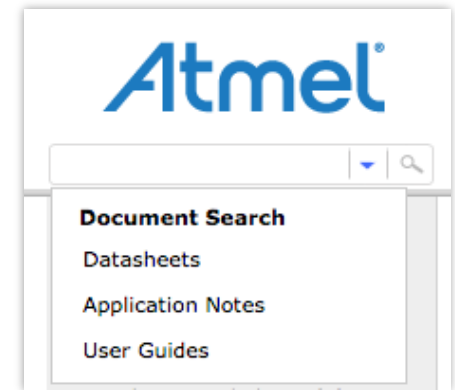
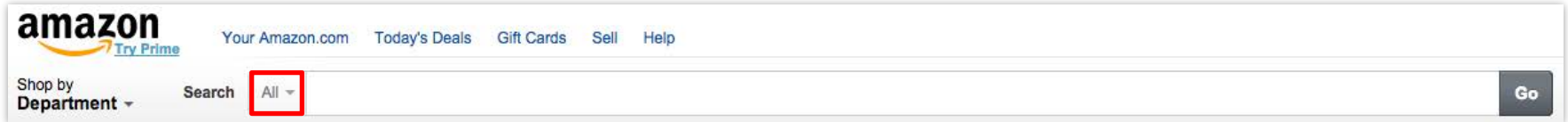
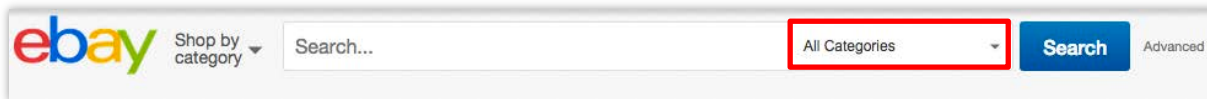
+ 400%



+ 500%

The visual presentation of the search box on Atmel is much smaller and much less conspicuous compared to other large sites across the web. Search is often the most prominent feature on large sites because it provides a very important lifeline in the case that the user becomes lost or confused.

Increase Understanding of Function



Providing clear instructions for how a feature works helps the user understand how to use it quickly and easily. This example shows that it is unclear what kind of search is executed when the user does not choose any filters from the dropdown – is it a site wide search or a document search? If it is a document search, how can the user choose to conduct a site wide search? It is common practice to indicate a site-wide search on default.

Atmel.com Search Results

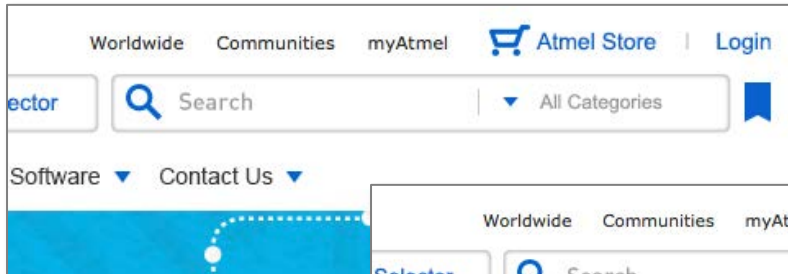
% Search Exits ?	% Search Refinements ?
19.00% Site Avg: 19.00% (0.00%)	40.16% Site Avg: 40.16% (0.00%)
12.74%	39.35%
10.80%	40.55%
13.39%	48.25%
21.69%	61.08%
9.60%	52.81%
11.41%	61.29%
18.62%	62.34%
10.53%	48.68%
9.22%	31.64%
8.49%	30.89%

Almost **1 in 5** users who conduct a search exit the site immediately after receiving results.

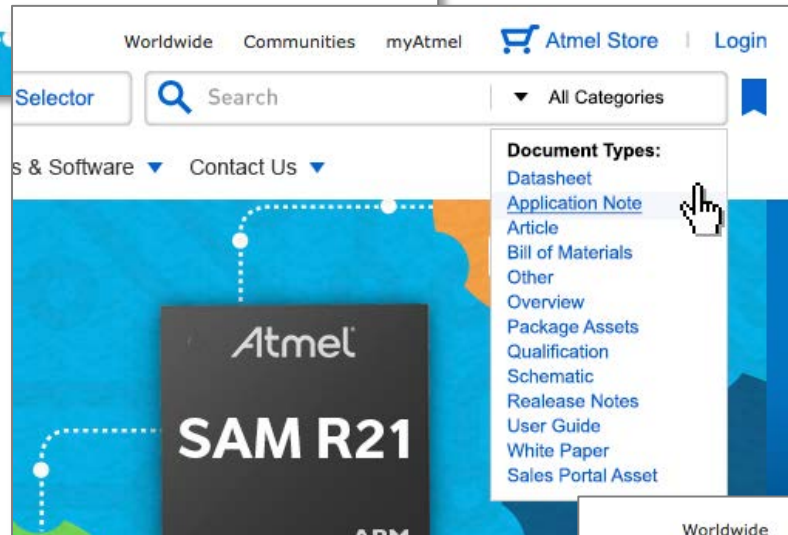
Almost **1 in 2** users who conduct a search immediately retry with different terms.

These findings from site analytics show that users are not faring well with the current search feature on Atmel. A high percentage leave the site immediately after conducting a search or immediately retry with different terms. This shows that users are not getting what they expect when they conduct searches on Atmel.

Search Improvements

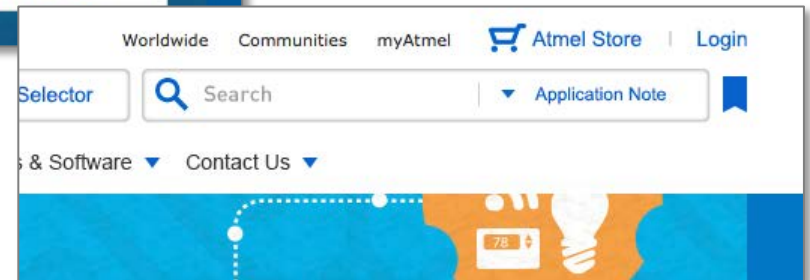


Step 1



Step 2

Step 3



The search feature's prominence is increased and it provides a clear indication that searches are site-wide on default.

Product Selector Upgrades

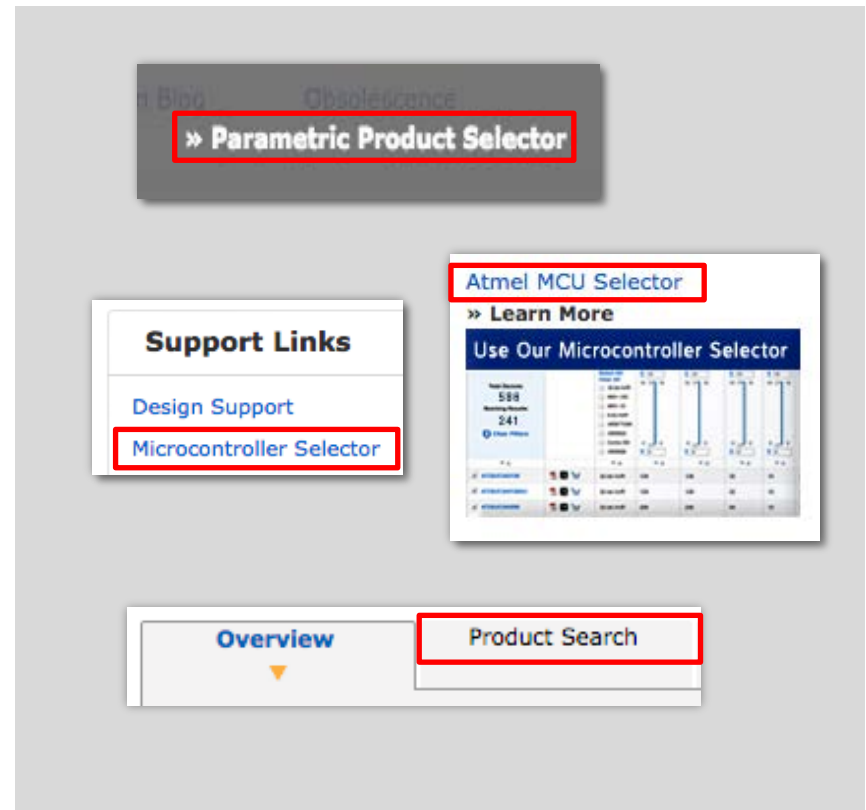
1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. Embedded/overlay “help” items
5. Contextual page embeds (with full-screen capability)

The screenshot displays the Atmel Microcontrollers Selector interface. At the top, the Atmel logo and "Microcontrollers Selector" title are visible, along with a "Help" link. Below the title, there are links for "Email", "Print", "Save", and "Export to Excel". The main section shows "Results 1-25 of Total 511" and a pagination bar. A "Compare Devices: 0" section is also present. The central part of the interface features a table of microcontroller parameters with columns for "Flash (Kbytes)", "Pin Count", "Max. Operating Freq. (MHz)", "CPU", "SRAM (Kbytes)", and "EEPROM (Bytes)". Each column has a filter dropdown menu. On the left, a sidebar shows "Total Devices: 511" and "Matching Results: 511", with a "Clear Filters" button. The table lists various AT32UC3A series microcontrollers, including AT32UC3A0128, AT32UC3A0128AU, AT32UC3A0256, AT32UC3A0256AU, AT32UC3A0512, AT32UC3A0512AU, AT32UC3A1128, AT32UC3A1256, AT32UC3A1256AU, AT32UC3A1512, AT32UC3A1512AU, AT32UC3A3128, AT32UC3A3128S, and AT32UC3A3256. Each row includes a checkbox, a device icon, and a shopping cart icon.

	Flash (Kbytes)	Pin Count	Max. Operating Freq. (MHz)	CPU	SRAM (Kbytes)	EEPROM (Bytes)	Max. I/O (Kbytes)
AT32UC3A0128	128	144	66	32-bit AVR	32	0	109
AT32UC3A0128AU	128	144	66	32-bit AVR	32	0	109
AT32UC3A0256	256	144	66	32-bit AVR	64	0	109
AT32UC3A0256AU	256	144	66	32-bit AVR	64	0	109
AT32UC3A0512	512	144	66	32-bit AVR	64	0	109
AT32UC3A0512AU	512	144	66	32-bit AVR	64	0	109
AT32UC3A1128	128	100	66	32-bit AVR	32	0	69
AT32UC3A1256	256	100	66	32-bit AVR	64	0	69
AT32UC3A1256AU	256	100	66	32-bit AVR	64	0	69
AT32UC3A1512	512	100	66	32-bit AVR	64	0	69
AT32UC3A1512AU	512	100	66	32-bit AVR	64	0	69
AT32UC3A3128	128	144	84	32-bit AVR	128	0	110
AT32UC3A3128S	128	144	84	32-bit AVR	128	0	110
AT32UC3A3256	256	144	84	32-bit AVR	128	-	110

Product Selector Upgrades

1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. Embedded/overlay “help” items
5. Contextual page embeds (with full-screen capability)



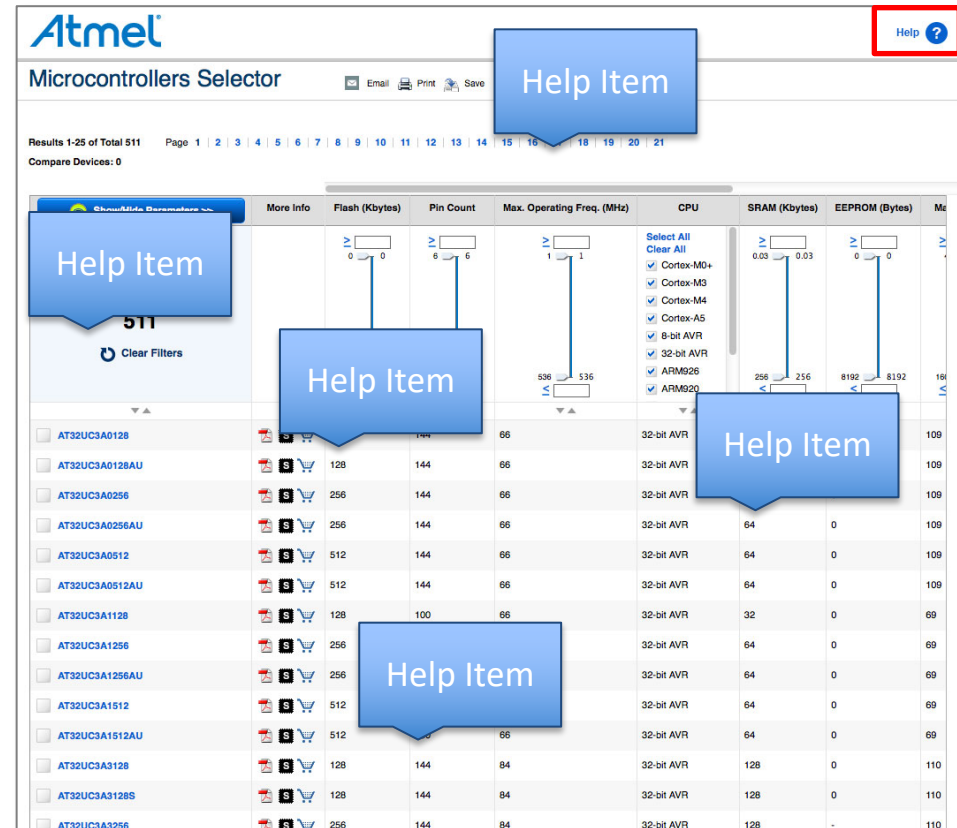
Product Selector Upgrades

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Product Selector Upgrades


1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. **Embedded/overlay “help” items**
5. Contextual page embeds (with full-screen capability)



Product Selector

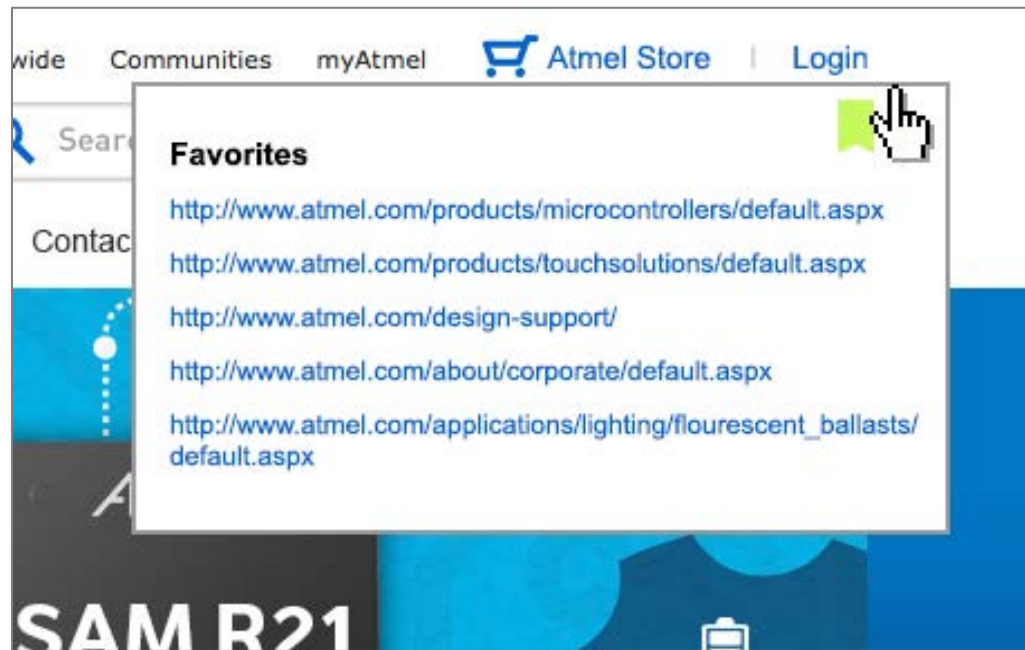
1. One name
2. Prominent, consistent button placement
3. Advanced drop-down functionality
4. Embedded/overlay “help” items
5. Contextual page embeds (with full-screen capability)

Compare Devices: Product Selector

 Show/Hide Parameters >>

More Info	Flash (Kbytes)	Pin Count	Max. Operating Freq. (MHz)	CPU	SRAM (Kbytes)	EEPROM (Bytes)
Total Devices: 511 Matching Results:	<div><div>≥</div><div></div><div>00</div></div>	<div><div>≥</div><div></div><div>66</div></div>	<div><div>≥</div><div></div><div>11</div></div>	<div>Select All</div> <div>Clear All</div> <div><input checked="" type="checkbox"/> Cortex-M0+</div> <div><input checked="" type="checkbox"/> Cortex-M3</div> <div><input checked="" type="checkbox"/> Cortex-M4</div>	<div><div>≥</div><div></div><div>0.030.03</div></div>	<div><div>≥</div><div></div><div>00</div></div>

Header– My Favorites



This My Favorites icon and drop down integrates a helpful myAtmel feature into the global navigation, making it easily accessible to users across the site.



Streamline Content
and Improve Design

Minimalism

Minimalism brings the most important content to the forefront and minimizes distractions for the user.²

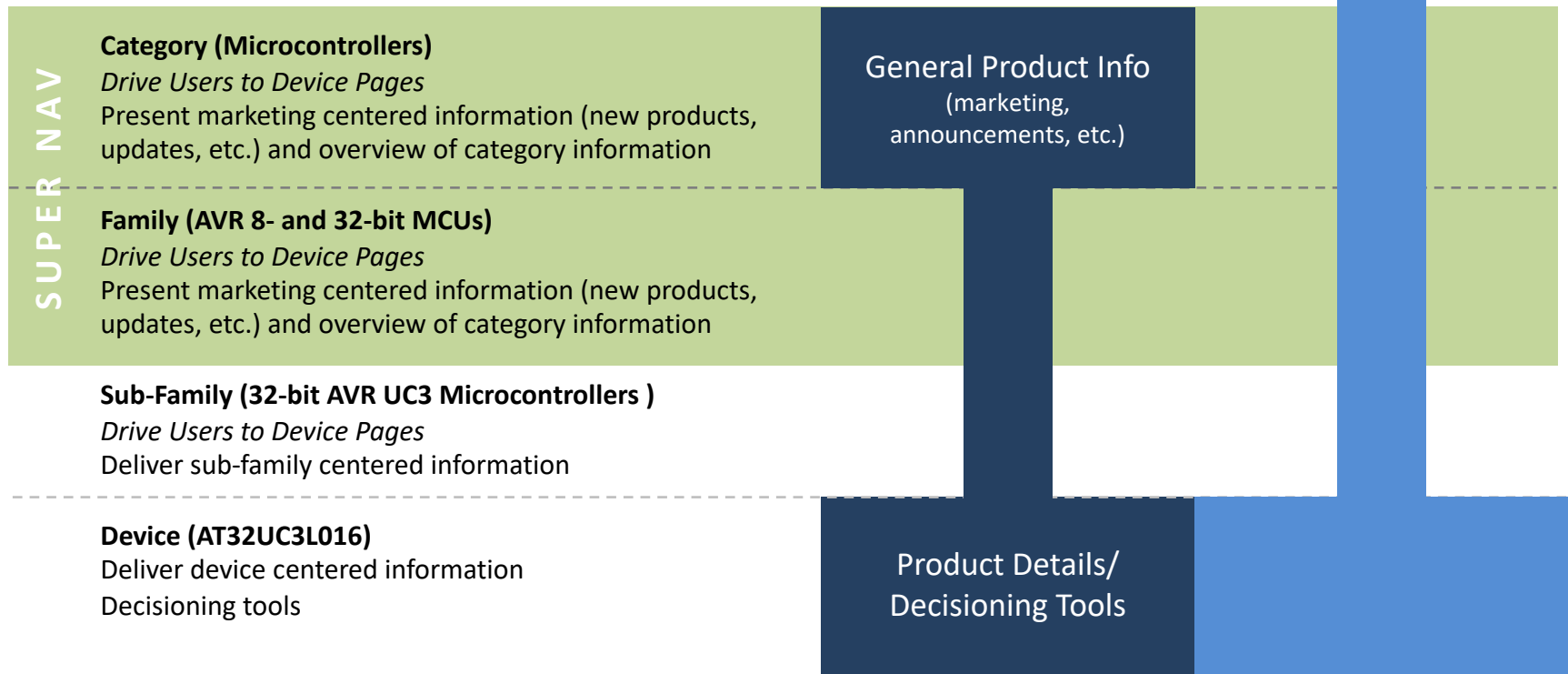


Goal Driven Content

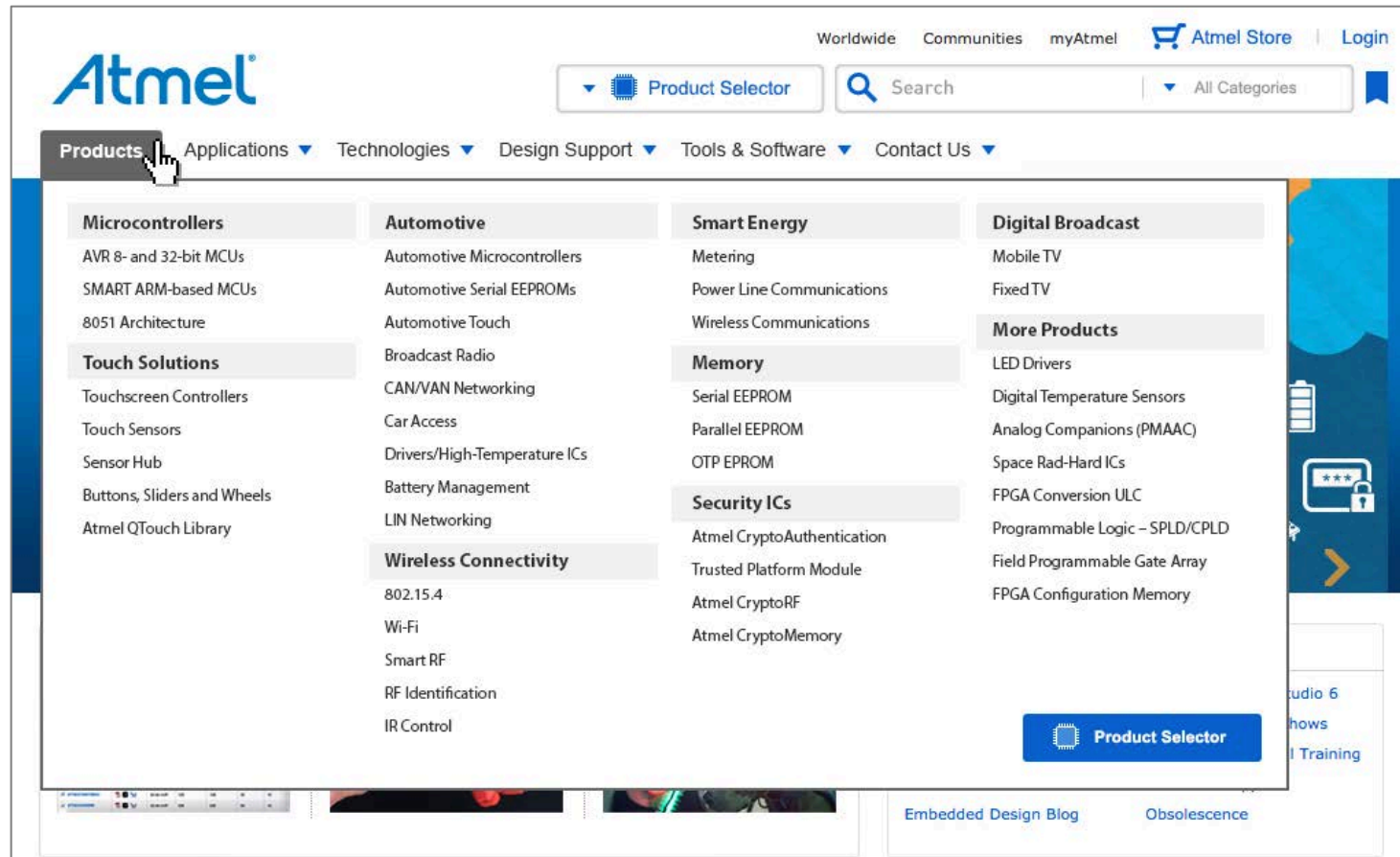
Home

1. Re-org: header to cluster like functionality and feature tools
2. Super Nav– Present ordered list of Family and Sub-Family pages

Product (delete)

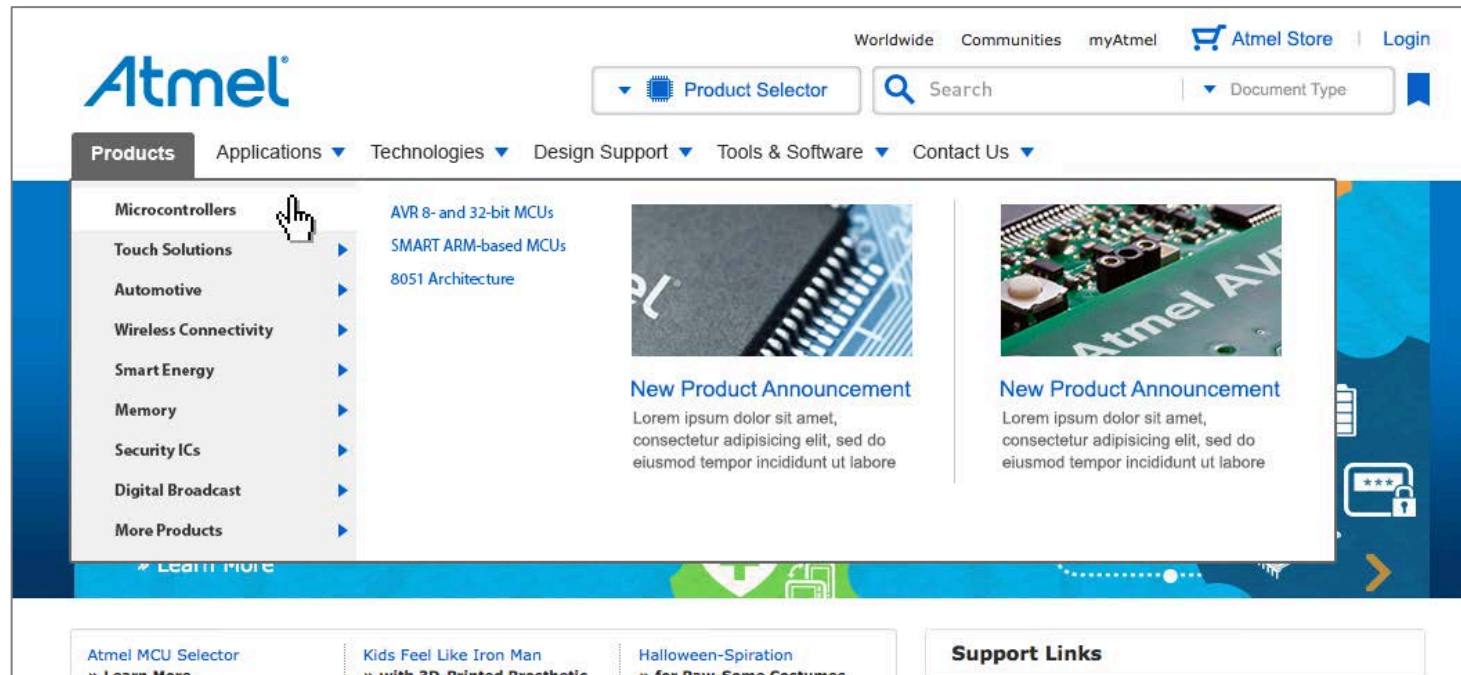


Super Nav Option #1



This super navigation menu removes the translucent background and increases the contrast between the background and the text colors, making the links much easier to read. It also increases the prominence of the Product Selector button.

Super Nav Option #2



This super navigation menu builds on #1 separating the main sections into a secondary series of options that contain the third layer of choices and marketing opportunities.

Microcontroller Selector “Depth Meter”

3.5%

Microcontrollers



9.5%

AVR 8- and 32- bit MCUS page



12%

bit AVR UC3 MCUs page



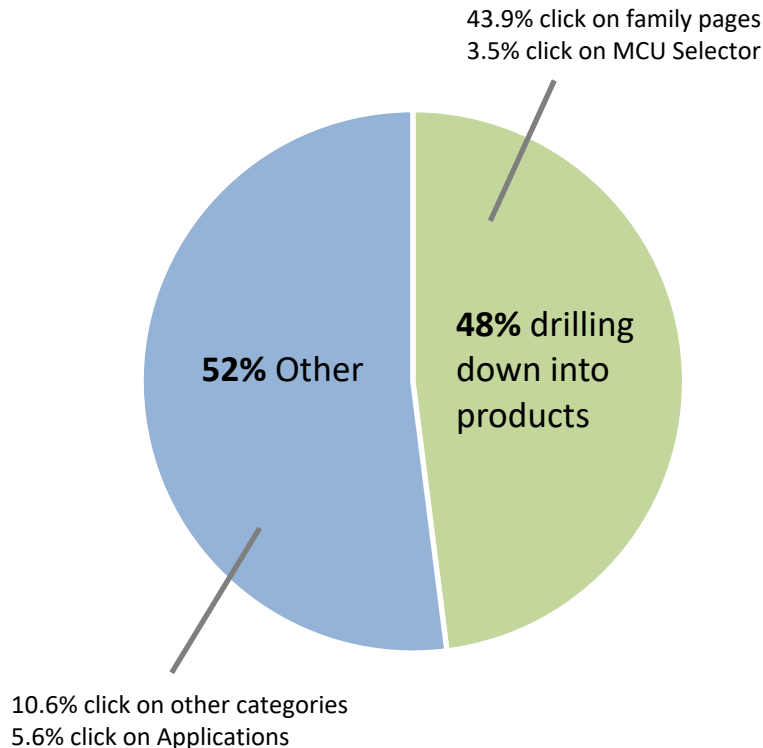
Users are clicking the Microcontroller Selector at increasingly higher rates as they drill deeper into product pages— cause:

- **Overwhelming amount of text at each level**
- **Long lists of devices and device families with inability to filter inside the page**
- **Distracting and irrelevant information and modules**

This finding from site analytics shows that users may be getting frustrated part way through the flow to specific devices. By clicking the MCU Selector, they are effectively taking a step back outside the flow to use the Selector instead. Additionally, they are clicking the Microcontroller Selector instead of the Product Search tab, which implies that they are not aware that the Product Search tab will redirect to the Product Selector filtered for products that correspond to the current page.

Current Category Page (Microcontrollers)

What do user want to do?



Nearly half of users who visit the Microcontrollers page click family pages or the MCU selector, implying that they are simply drilling deeper down into product pages rather than seeking other information on this page. The proposed layout of category pages reflects this finding.

New Category Page (Microcontrollers)

Key Features

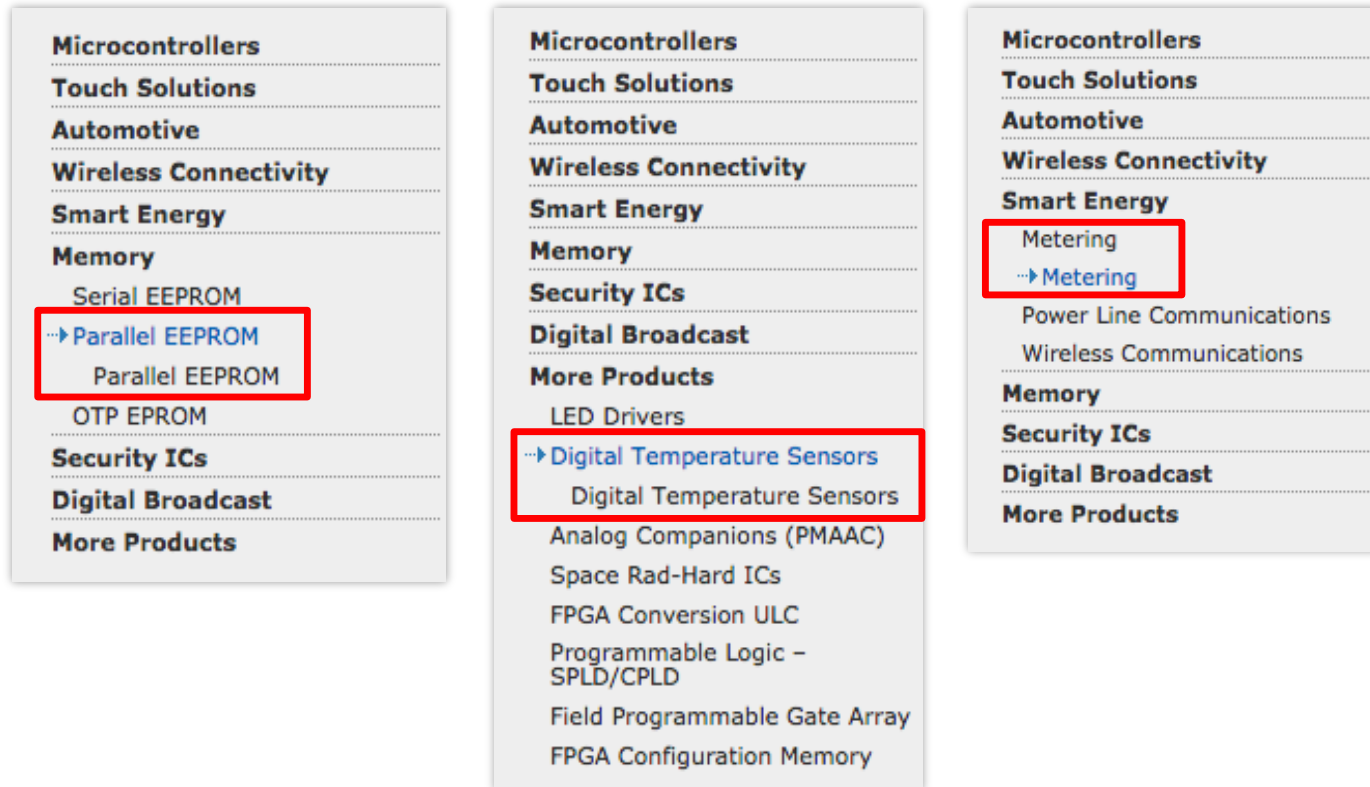
The screenshot shows the Atmel website's Microcontrollers category page. The page layout includes a top navigation bar with links like 'Worldwide', 'Communities', 'myAtmel', 'Atmel Store', and 'Login'. Below this is a 'Product Selector' and a search bar. The main content area is divided into several sections: a left-hand navigation column, a central hero section for 'AVR 8-bit and 32-bit MCUs', and a bottom section with 'Applications for Atmel Microcontrollers' and 'Microcontroller News'. The page is annotated with several callouts pointing to specific features.

- Dedicated navigation column**: Points to the left-hand navigation menu.
- Use of secondary colors**: Points to the blue and white color scheme.
- Overall edited content**: Points to the main content area.
- Main content column**: Points to the central hero section.
- High-profile "Family" links**: Points to the 'AVR 8-bit and 32-bit MCUs' link in the navigation column.
- Modular graphics**: Points to the 'Atmel AVR 8- and 32-bit' graphic.
- Flexible Templates**: Points to the 'Atmel SMART ARM-based' graphic.
- Sharing links**: Points to the social media sharing icons in the top right.
- Minimize list of links**: Points to the 'More News' link in the bottom right.
- Secondary content: Marketing, info, etc.**: Points to the 'This smart shaker helps you mix the perfect cocktail' article.
- Marketing replaces static images**: Points to the 'This smart shaker helps you mix the perfect cocktail' article.

Annotations:

- Dedicated navigation column**: Points to the left-hand navigation menu.
- Use of secondary colors**: Points to the blue and white color scheme.
- Overall edited content**: Points to the main content area.
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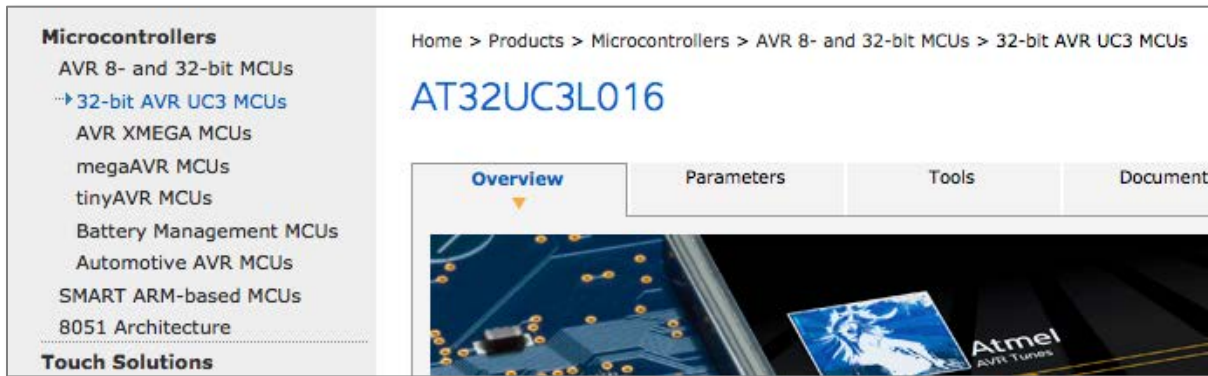
Redundant taxonomy



In addition to navigational redundancy, this example from the left hand navigation shows duplicate link names that make it impossible for the user to understand how these pages differ.

Links and navigation (breadcrumbs)

CURRENT



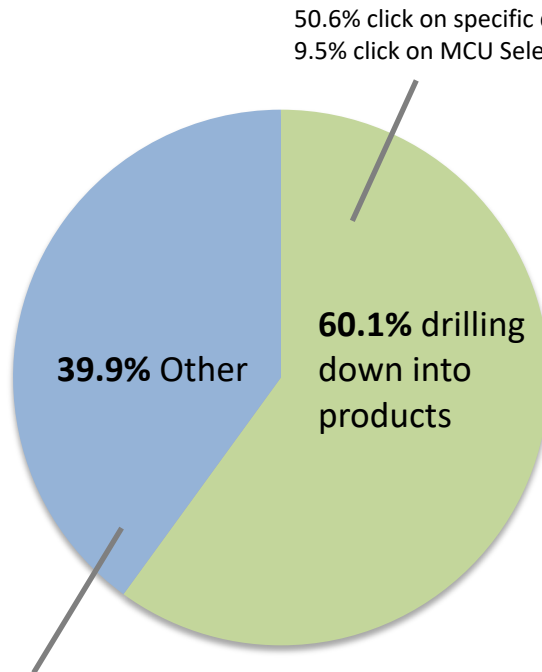
PROPOSED



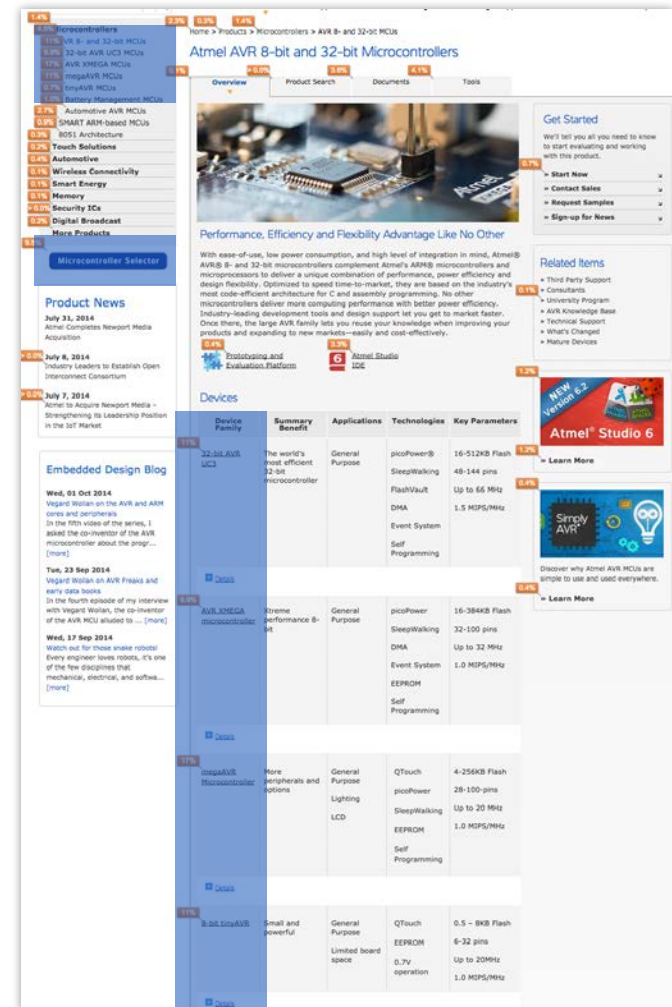
Site navigation thrives on consistent conventions, rules and simplicity

Current Family Page (Microcontrollers)

What do user want to do?



3.6% click on Documents
9% click on Software & Tools



Over half of users who visit the 8- and 32-bit MCUs page click sub-family pages or the MCU selector, implying that they are aiming for more specific product pages. The proposed layout of family pages reflects this finding.

New Family Page (AVR 8- and 32-bit MCUs)

Key Features

The screenshot displays the Atmel website's product page for AVR 8-bit and 32-bit MCUs. The page layout includes a top navigation bar with links for Worldwide, Communities, multimed, Atmel Store, and Login. A search bar and a Product Selector are also present. The main content area is titled 'AVR 8-bit and 32-bit MCUs' and features a grid of product highlights, including 32-bit AVR UC3, AVR XMEGA microcontroller, megaAVR Microcontroller, 8-bit tinyAVR, Battery Management, and Automotive AVR. A 'Documents' section lists various datasheets and manuals. Below this, there are sections for 'Tools' and 'Applications'. A 'Product Selector/AVR 8-bit and 32 bit MCUs' section is also visible. The page footer contains social media links, contact information, and a list of products and applications.

Annotations and links:

- Main content column**: Points to the main content area of the page.
- High-profile "Family" links**: Points to the main content area of the page.
- Window shade modules**: Points to the 'Documents', 'Tools', and 'Applications' sections.
- Contextual Product Selector (title)**: Points to the 'Product Selector/AVR 8-bit and 32 bit MCUs' section.
- Tools, Applications, Documents could link to page modules or off to Search page (new tab)**: Points to the 'TOOLS', 'APPLICATIONS', and 'DOCUMENTS' sections.
- Contextual Product Selector Expanded addition**: Points to the 'Product Selector/AVR 8-bit and 32 bit MCUs' section.
- Secondary content row**: Points to the bottom section of the page featuring 'Atmel Microcontrollers' and 'This smart shaker helps you mix the perfect cocktail'.

New Family Page (AVR 8- and 32-bit MCUs)

Module rollover

32-bit AVR UC3

Atmel AVR® 8- and 32-bit MCUs deliver a unique combination of performance, power efficiency and design flexibility. Optimized to speed time to market.

Learn more >

AVR XMEGA microcontroller

Technologies:	Key Parameters:
• picoPower®	• 16-384KB Flash
• SleepWalking	• 32-100 pins
• FlashVault	• Up to 32 MHz
• DMA	• 1.0 MIPS/MHz

Learn more >

New Sub-Family Page (32-bit AVR UC3 MCUs)

Key Features

The screenshot displays the Atmel website's product page for 32-bit AVR UC3 MCUs. The page layout includes a top navigation bar with links to Worldwide, Communities, myAtmel, Atmel Store, and Login. Below this is a secondary navigation bar with links to Products, Applications, Technologies, Design Support, Tools & Software, and Contact Us. The main content area is titled "32-bit AVR UC3 MCUs" and features a carousel of product series. The carousel includes a "L Series" section with a "View L-Series in" button and a "Product Selector" button. The carousel also displays a grid of product models: AT32UC3L016, AT32UC3L064, AT32UC3L0128, AT32UC3L0256, ATUC64L3U, ATUC128L3U, ATUC256L3U, ATUC64L4U, ATUC128L4U, and ATUC256L4U. Each product model has a "Learn more" button. The sidebar on the left contains a "Microcontrollers" section with links to various product families, including AVR 8- and 32-bit MCUs, 32-bit AVR UC3 MCUs, AVR XMEGA MCUs, Image/Vision MCUs, In-System Programmable MCUs, Battery Management MCUs, Automotive AVR MCUs, SMART ARM-based MCUs, and BIST Architecture. The sidebar also includes sections for Touch Solutions, Automotive, Wireless Connectivity, Smart Energy, Memory, Security ICS, Digital Broadcast, and More Products. The bottom of the page features a "Documents" section with links to various datasheets and manuals, a "Tools" section, and an "Applications" section. The footer contains a "Contact Us" section with links to various contact methods, including Email, Phone, and Fax.

Nav for Series carousel

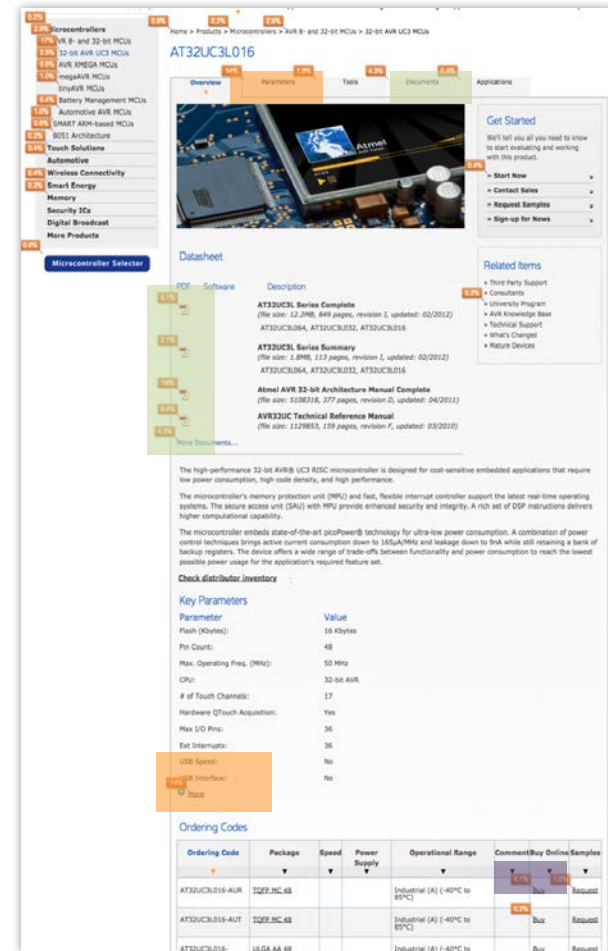
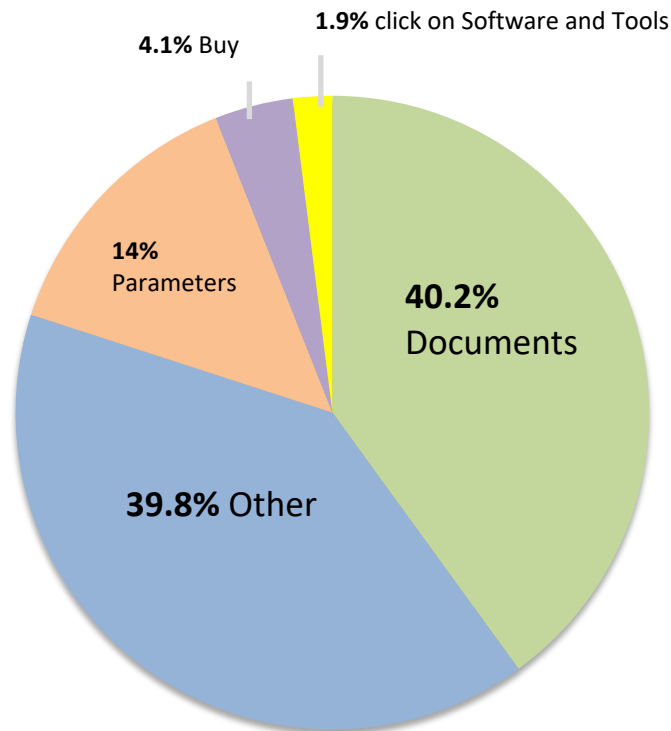
Carousel for Series groups

Contextual Product Selector

No secondary info

Current Device Page (AT32UC3L016)

What do user want to do?



The most important needs for users on device pages according to site analytics and user research: features/parameters, prices and buying options, documents, software & tools.

New Device Page (AT32UC3L016)

Key Features

The screenshot shows the Atmel website's product page for the AT32UC3L016 microcontroller. The page includes a navigation bar, a product selector, a table of ordering codes, documents, parameters, and a product selector for 32-bit AVR UC3 MCUs. Annotations point to various features:

- Customer Reviews:** Points to the "85 customer reviews" link.
- Price, quantity "Buy + Samples" hyperlink to module below:** Points to the "BUY" button and the "REQUEST SAMPLES" button.
- Semi opened modules:** Points to the "Documents" and "Parameters" sections.
- Embedded "Product Selector" Can expand to full page:** Points to the "Product Selector/32-bit AVR UC3 MCUs" section.
- Frequently Bought Together Customers Who Bought...:** Points to the "Frequently Bought Together" and "Customers Who Bought This Item Also Bought" sections.
- No secondary info:** Points to the "Distributor Inventory" section.

Frequently Bought Together
Customers Who Bought...

Customer Reviews

Price, quantity
"Buy + Samples" hyperlink
to module below

Semi opened modules

Embedded "Product Selector"
Can expand to full page

No secondary info

New Device Page (Amazon.com)

Currated Content

Frequently Bought Together



Price for both: To see our price, add these items to your cart. [Why don't we show the price?](#)

[Add both to Cart](#)

[Add both to Wish List](#)

These items are shipped from and sold by different sellers. [Show details](#)

☒ This item: Samsung UN24H4000 24-inch 720p 60Hz LED TV

☒ SquareTrade 3-Year TV Protection Plan (\$150-\$175) **\$16.21**

Customers Who Bought This Item Also Bought

Page 1 of 16



SquareTrade 3-Year TV Protection Plan (\$150-\$175)
★★★★☆ 1,770
\$16.14



SquareTrade 2-Year TV Protection Plan (\$150-\$175)
★★★★☆ 1,770
\$9.69



Assurant 360° 2-Year Television Protection Plan (\$150-\$175)
★★★★☆ 146
\$13.58



VideoSecu Articulating Arm TV LCD Monitor Wall Mount, Full Motion Tilt Swivel and Rotate for...
★★★★☆ 1,865
\$9.89 [Prime](#)

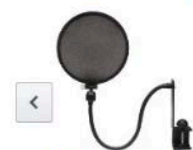


SquareTrade 4-Year TV Protection Plan (\$150-\$175)
★★★★☆ 1,770
\$35.21



Assurant 360° 3-Year Television Protection Plan (\$150-\$175)
★★★★☆ 146
\$27.19

Inspired by your browsing history



Nady MPF-6 6-Inch Clamp On...
★★★★☆ (781)
\$15.49 [Prime](#)



Samson Meteor Mic USB Studio...
★★★★☆ (264)
[Click for details](#) [Prime](#)



Nady SSPF-4 Spider Shockmount...
★★★★☆ (77)
\$18.67 [Prime](#)



AKG K 240 Semi-Open Studio...
★★★★☆ (415)
\$68.29 [Prime](#)



Studio Microphone Mic Wind...
★★★★☆ (3)
\$8.96



Neewer® White Adjustable...
★★★★☆ (29)
\$24.45

New Device Page (Amazon.com)

Currated Content

Customer Reviews

★★★★★ (95)
4.5 out of 5 stars

5 star	65
4 star	21
3 star	5
2 star	2
1 star	2

[See all 95 customer reviews](#)

Picture very good.

Cyber coach

Perfect size for a bedroom!

Amazon Customer

Sound is good, and loud
enough for my purposes.

Robert C Philipps

Most Helpful Customer Reviews

49 of 50 people found the following review helpful

★★★★★ **Love Samsung TVs!**

By [Mike-and-Pam](#) on May 2, 2014

Size Name: 28-Inch | **Verified Purchase**

I don't have time to write a lot of reviews. When I do, it's either because I'm really pleased or really peaved about a purchase. In this case, I just have to put my two cents in about this TV, and Samsung TVs in general.

What Other Items Do Customers Buy After Viewing This Item?



Samsung UN22F5000 22-Inch 1080p 60Hz Slim LED HDTV (2013 Model)

★★★★★ (907)

\$167.99



AmazonBasics High-Speed HDMI Cable - 6.5 Feet (2 Meters) Supports Ethernet, 3D, and Audio Return

★★★★★ (17,126)

\$5.99



VIZIO E2411-B1 24-Inch 1080p 60Hz Smart LED HDTV (Black)

★★★★★ (714)

\$178.00



LG Electronics 24LB4510 24-Inch 720p 60Hz LED TV

★★★★★ (97)

\$149.99



Appendix

Heuristics

Heuristics are broad rules of thumb for creating and maintaining a user-friendly website or system.¹

We focus on a few specific heuristics that are particularly relevant for Atmel, and reference them throughout this document as they relate to specific issues or recommendations.

Content supports goals

Content should be kept as essential as possible.

Minimalist Design

Minimize short-term memory load by reducing clutter.

Efficiency of use, no redundancy

Eliminate information/navigation which is irrelevant or rarely needed.

Consistency and standards

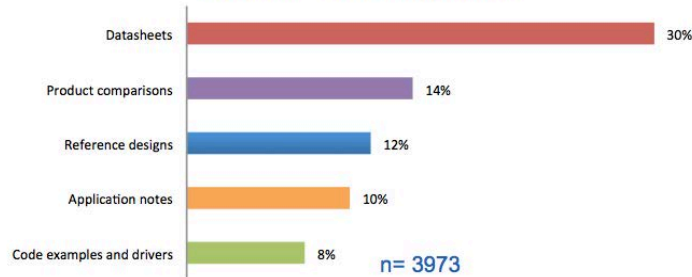
Users shouldn't have to wonder whether different words or actions mean the same thing.

Recognition, not recall

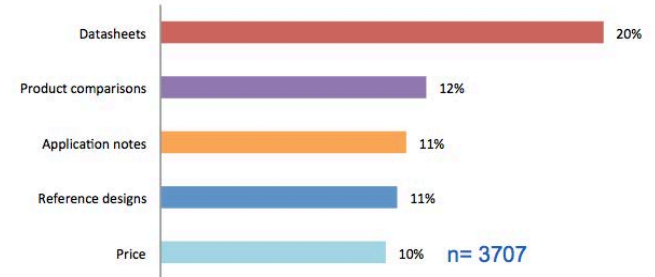
Minimize the user's memory load by making objects, actions, and options visible.

User goals

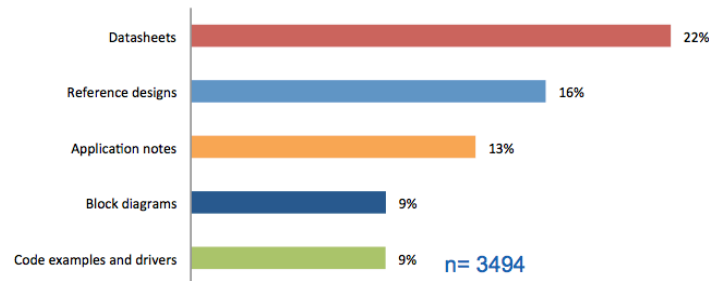
Top 5 main information sources of interest when **doing research** - Global respondents



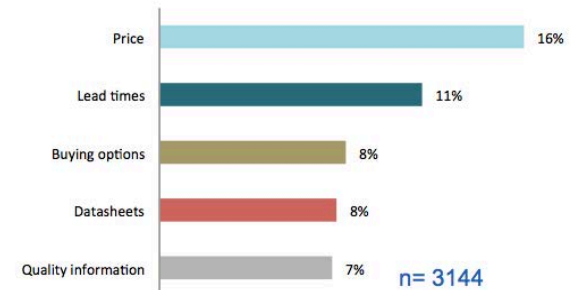
Top 5 main information sources of interest when **selecting products** - Global



Top 5 main information sources of interest when **designing** - Global



Top 5 main information sources of interest when **producing** - Global



These findings from user research show that users' needs differ as they progress through their workflow on the job. Page content should reflect these needs at each level.

How do customers prefer to shop and browse online?

According to market research:

Customers want to find what they need and move on – they do not spend hours browsing and comparing.²



References

- 1 - <http://www.nngroup.com/articles/ten-usability-heuristics/>
- 2 - <http://tech.co/5-trends-driving-e-commerce-2014-2014-02>
- 3 - <http://www.shopify.com/blog/15206517-mobile-now-accounts-for-50-3-of-all-ecommerce-traffic>
- 4 - <http://www.comscore.com/Insights/Blog/Why-Are-Millennials-So-Mobile>
- 5 - <http://www.nngroup.com/articles/search-and-you-may-find/>
- 6 - <http://www.nngroup.com/articles/search-visible-and-simple/>
- 7 - <http://www.webdesignerdepot.com/2009/12/minimalist-web-design-when-less-is-more/>