

BestBuy.com Style Guide

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TABLE OF CONTENTS

1. LAYOUT	4
1.1. PAGE LAYOUT	4
1.1.1. Header	4
1.1.2. Body	4
1.1.3. Footer	4
1.2. FORM LAYOUT	5
1.2.1. Chunking	5
1.2.2. Alignment	5
1.2.3. Grouping	6
1.2.4. Required Input	6
2. NAVIGATION	6
2.1. GLOBAL NAVIGATION	6
2.2. TECHNOLOGY	6
2.3. GRAPHICS	7
2.4. LINKING	7
3. TEXT	7
3.1. FONTS	7
3.2. TECHNOLOGY	7
3.3. SIZING	7
3.3.1. Page Headings	7
3.3.2. Sub Headings	7
3.3.3. Body Text	7
3.3.4. Footer Text	7
3.3.5. Secondary Text	7
3.4. EMPHASIS	8
3.4.1. Boldface	8
3.4.2. Italics	8
3.4.3. Underlining	8
3.5. CAPITALIZATION	8
3.6. COLOR	8
3.7. GRAPHICAL TEXT	8
3.8. LINK TEXT	8
3.8.1. Link Phrasing	8
3.9. ALTERNATIVE TEXT	9
4. CONTROL ELEMENTS	9
4.1. TECHNOLOGY	9
4.2. TAB ORDERING	9

4.3. BUTTONS	9
4.4. CHECKBOXES	10
4.5. TEXT INPUT FIELDS	10
4.6. MENUS	10
4.7. INPUT VALIDATION	10
4.8. ACTION CONFIRMATION	10
5. JOB APPLICATION PROCESS	10
5.1. LAYOUT	10
5.1.1. Main Page	10
5.1.2. Sub Pages	10
5.2. TEXT	11
5.2.1. Introductory Text	11
5.2.2. Link Text	11
5.2.3. Boldface	11
5.3. CONTROL ELEMENTS	11
5.3.1. Buttons	11

This style guide provides rules for the design and implementation of BestBuy.com pages and applications. This style guide is intended to serve as a reference for the developers of BestBuy.com

1. Layout

1.1 Page Layout

1.1.1 Header

- **Each page will start with a header section that contains the company logo, global navigation, login/logout, shopping cart and search.**
- **Locate the company logo in the top left of the screen, linked to the home page.**
- **Locate the login/logout and shopping cart in the top right of the screen.**
- **Locate the search engine below the global navigation.**

1.1.2 Body

- **The body section begins below the header. This section contains the page title, introductory text, sub-page navigations, applications controls and elements.**
- **Locate the page title at the top left-hand side of the body section.**
- **Place introductory text on a new line below the page title and left align text with the page title.**
- **Place application controls and elements below the introductory text and left align with the page title and introductory text.**

1.1.3 Footer

- **Place the footer at the bottom of each page, below the body. The footer includes order information, product support, Best Buy sites, news, careers, policies, site map, about us, investor information, affiliates, community and copyright statement.**
- **Evenly distribute order information, product support and Best Buy Sites.**

- On a new line center about us, news, career, investor information, community and affiliates with the browser window and separate each with | so each link is distinctive.
- On a new line center the copyright statement below the about us links.
- On a new line center policies, contact us and site map below copyright statement and separate with a | so each link is distinctive.

1.2 Form Layout

1.2.1 Chunking

- **Use only one form per page.** Having only one form per page reduces errors and confusion.

1.2.2 Alignment

- **Have labels at the top of the corresponding form element, with the following exceptions:**
 1. Multi-element lines, place the label to the left of the form element.
 2. Radio buttons, place the label to the right of the radio button.
 3. Checkboxes, place the label to the right of the checkbox.

Full-Time
 Part-Time Weekdays
 Send me e-mail confirmation.

Radio Button and Checkboxes

- **For groups, have the labels right aligned and form elements left aligned.**

You love to be with people
 Strongly disagree Disagree Agree Strongly agree

You like to plan things before you start to do them
 Strongly disagree Disagree Agree Strongly agree

You are proud of the work you do at school or on a job
 Strongly disagree Disagree Agree Strongly agree

- **Place the Submit button at the bottom of the form, after all the fields of the form.**

- **Right align the Submit button.**
- **Place labels close to their associated form elements.** This assists in associating labels with their input fields.

1.2.3 Grouping

- **Group text-based input elements together and group mouse-based elements together.** This minimizes switching between keyboard and mouse.

1.2.4 Required Input

- **Indicate required form input with a small black asterisk. The asterisk appears directly to the left of the label for that form element.**
- **Provide a legend with the asterisk symbol and its meaning at the top right-hand side of pages containing form elements that are required.**
- **On pages that require all form elements to be filled in, place the text “All Fields Required” at the top right-hand side of the pages.** Indicating to the user when all elements are required will prevent fields from being skipped.

2. Navigation

2.1 Global Navigation

- **Populate the global navigation with product categories. Located above the global navigation bar links are provided for creating an account, resetting password, account login/logout and the shopping cart.**

2.2 Technology

- **For drop-down menus in the global navigation the menu opens when the user moves their mouse over one of the main category buttons.**
- **The action occurs only after the user clicks a sub-category button from the drop-down menu.** After clicking a link within the drop-down menu the user will be transported to their desired page.

- 2.3 Graphics
 - **Have descriptive alternative text for graphical navigation buttons.** Alternative text should reflect the text in the image.
- 2.4 Linking
 - **Have global navigation links change color for the page or application that is displayed.**

3. Text

- 3.1 Fonts
 - **Use Arial, Verdana and Geneva (sans-serif fonts) for all text, ending with the generic font-family.** Listing multiple fonts improves the chance that users have at least one installed on their computer.
- 3.2 Technology
 - **Use Cascading Style Sheets (CSS) to indicate font size, fonts, emphasis, text color and text link behaviors.**
 - **Avoid using HTML tags.** This has been depreciated by the World Wide Web Consortium and many browsers may not support it.
- 3.3 Sizing
 - **Specify font sizes in percentages.** This enables the user to resize text in Internet Explorer.
 - 3.3.1 Page Headings
 - **Set font size to 140% of the browsers default for page headers.**
 - 3.3.2 Sub Headings
 - **Set font size to 120% of the browsers default.**
 - 3.3.3 Body Text
 - **Set font size to 75% of the browsers default.**
 - 3.3.4 Footer Text
 - **Set font size to 9 point.**
 - 3.3.5 Secondary Text
 - **Set font size to 8 point. The secondary text includes add to cart, add to wish list and footer text.**

3.4 Emphasis

3.4.1 Boldface

- **Use boldface to highlight page headings, examples and critical instructions.**

3.4.2 Italics

- **Avoid using italics within body content.** It slows down reading speed and is too hard to read.

3.4.3 Underlining

- **Use only for text links.** Users assume underlined text is a link and try to click on it.

3.5 Capitalization

- **Use title capitalization for page headings, sections headings, names of forms, references to forms, sub-navigation links/buttons and actions accomplished through the use of forms. (i.e., Next or Continue)**
- **Use all upper case for buttons that finalize a task. (i.e., SUBMIT)**

3.6 Color

- **Set the background color for all pages to white.**
- **Set black as the default font color for page headings, body text and secondary text.**
- **Set blue as the default font color for text links.**
- **Other font colors maybe used for sub headings and secondary text. Blue and red are not generally recommended, however, dark green could be used.** Blue text is associated as a text link and red is associated as an error message.

3.7 Graphical Text

- **Do not use graphical text for page headings, section headings, body text and/or secondary text.** Using images increases download time and if the images are not clear or easy to read the users will be discouraged.

3.8 Link Text

3.8.1 Link Phrasing

- **Do not use “Click Here” as a text link.** This lacks explanation of where the link will lead and it also creates issues for users using screen readers.

- **Use descriptive words for text link.** If the link goes to a page about previewing the rewards program the link should read “Preview our Rewards Program”.
- **Keep the text link short, no more than six words.** Longer links inhibits visual scanning.

8.9 Alternative Text

- **Use the (X) HTML alt attribute to specify alternative text for all graphics.**
- **If an image contains words, phrase the alternative text the same as the graphic.**
- **Write a short description of the image for the alternative text for non-graphical-text images (i.e., alt=“Maytag refrigerator”).**
- **Use alt=“” tag for non-graphical-text images without meaningful content (i.e., tiled background images).**

4. Control Elements

4.1 Technology

- **Use (X)HTML form elements.**
- **Use JavaScript to implement technology as needed for validation and functionality.**

4.2 Tab Ordering

- **Tab ordering between elements is left to right unless multiple fields are used per line, then top to bottom.**

4.3 Buttons

- **Use task-specific labels for Submit buttons (i.e., “Find a Store”).** This reinforces and clarifies the action of the form.
- **Avoid using the Reset button, unless needed to reset important values to default.**
- **Use radio buttons for exclusive options (i.e., yes or no)**
- **Set a default selection for radio buttons.**

- 4.4 Checkboxes
 - **Use checkboxes as an “on” or “off” state which are independent of one another, that users can select no options, one or multiple options.**
- 4.5 Text Input Fields
 - **Use text input boxes for data that cannot be gathered using other elements.**
 - **Use tailored labels for search, such as “Keyword or Item #”.**
- 4.6 Menus
 - **Provide a default value for drop-down menus.** If there is not a default value, set the value to “Select”.
- 4.7 Input Validation
 - **Use JavaScript for input validation.**
 - **Provide the user with an alert box of missing or incorrect information, include the label of the missing or incorrect information (i.e., First Name) and an example.**
- 4.8 Action Confirmation
 - **Provide an alert box with a message confirming all non-navigation actions.**

5. Job Application Process

These rules provides instructions for the design and implementation of BestBuy.com Job Application process. For additional rules please refer the general style guide.

- 5.1 Layout
 - 5.1.1. Main Page
 - **Each page will start with a header section that contains the company logo.**
 - **Locate the company logo in the top left of the screen.**
 - **Left-align the introductory text below the page heading.**
 - **Place Submit buttons to the left of the corresponding text.**

5.1.2. Sub Pages

- **Locate the page title at the top of the body section.**
- **Right-align the steps text on the same line as the page heading.**
- **Place introductory text on a new line below the page title and left align text with the page title.**
- **Place application controls and elements below the body text at the bottom of the page.**

5.2. Text

5.2.1. Introductory Text

- **Provide an introductory on the main page explaining the application process, FAQ, and how to restart an application.**
- **If necessary, provide brief descriptive text on the sub pages.**

5.2.2. Link Text

- **Phrase the “all” link as “Select all”.**
- **Phrase the “clear all” link as “Unselect all”.**

5.2.3. Boldface

- **Boldface only the sub page heading and steps.**

5.3. Control Elements

5.3.1. Buttons

- **Label Submit buttons task-specific. If a button saves the application, label it “Save Application”.**