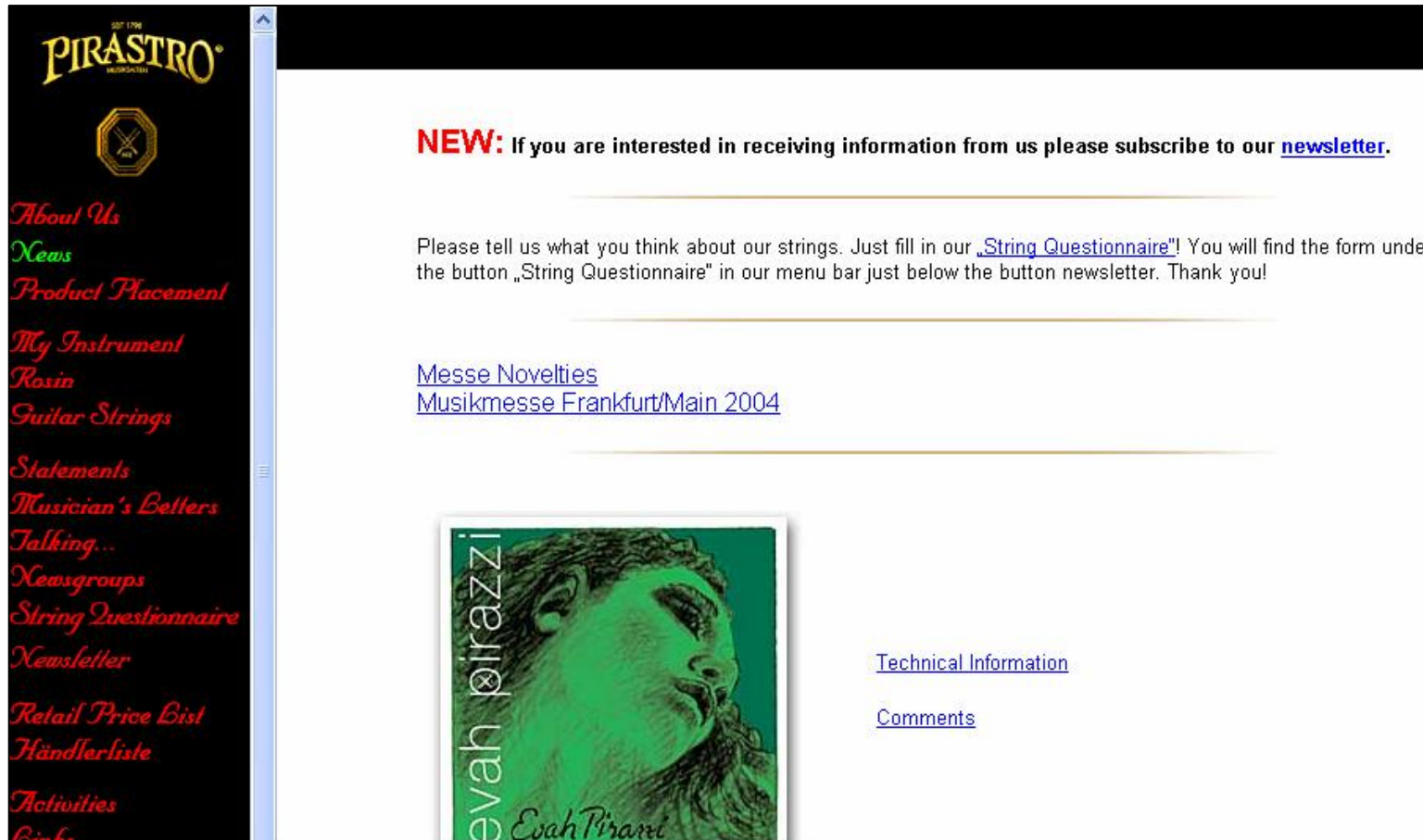


Fuzzy Identity

This home page will be a real head-scratcher to anyone not already familiar with Pirastro. What is the site about? Who is it for? What can users do here?

Visitors might be able to figure it out after some sleuthing—but most probably won't go to the trouble. (See next page for solutions.)



The screenshot shows the Pirastro website home page. On the left is a dark vertical navigation menu with the Pirastro logo at the top, which includes the text "EST. 1796" and "PIRASTRO" in a stylized font. Below the logo is a circular emblem. The menu items are: "About Us", "News", "Product Placement", "My Instrument", "Rosin", "Guitar Strings", "Statements", "Musician's Letters", "Talking...", "Newsgroups", "String Questionnaire", "Newsletter", "Retail Price List", "Händlerliste", "Activities", and "Links".

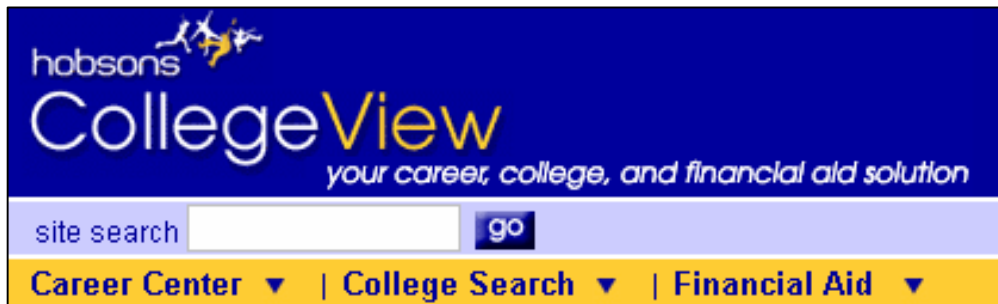
The main content area has a white background. At the top, a red heading reads: **NEW:** If you are interested in receiving information from us please subscribe to our [newsletter](#). Below this is a horizontal line. The text says: "Please tell us what you think about our strings. Just fill in our [„String Questionnaire“](#)! You will find the form under the button „String Questionnaire“ in our menu bar just below the button newsletter. Thank you!"

Below this is another horizontal line, followed by two blue links: [Messe Novelties](#) and [Musikmesse Frankfurt/Main 2004](#).

At the bottom of the main content area is a small image of a CD cover for "Evah Pirazzi". The cover features a portrait of a woman with long dark hair, looking upwards. The text "evah pirazzi" is written vertically on the left side of the cover, and "Evah Pirazzi" is written at the bottom. To the right of the CD cover are two blue links: [Technical Information](#) and [Comments](#).

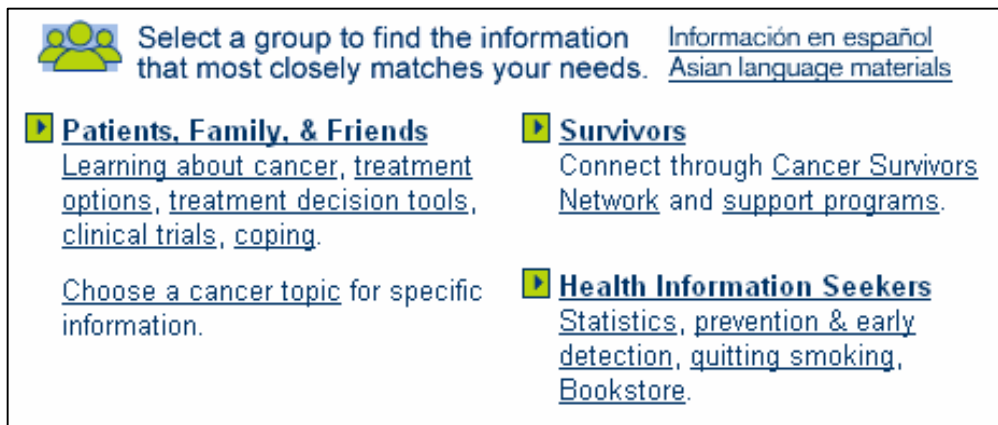
(from a past version of the Pirastro site: www.pirastro.com/homeset.html)

Crystal Clear Identity



(from a past version of the Hobsons College View site)

A concise tag line explains this site's purpose and reassures users they have arrived at the right place.



(from a past version of the American Cancer Society site)

Navigational headings, link labels, and brief explanatory copy help users quickly see what these sites are about, what they offer, and who they serve.