“Anyone who thinks web designers are rock stars is a web designer,” Jordan Stone said in a recent interview. “With lots of web designer friends to grease them,” he added.

He grew up on the hard streets of Katy, Texas, with his sister Josh. After leading his high school to an unbelievable seven state football championships, Jordan set out to conquer the secret rodeo circuit. Sometime during this period, he met his wife Melanie, who married him based solely on the fact that he was, and continues to be, to a lesser extent after the long periods devoid of human interaction, a handsome cowboy.

After spending 15 years on the circuit, a dazzlingly brutal injury convinced him to divide his time between secret rodeos and web design.

“Let’s get one thing straight,” he said, “I am proud of my design work, but this is by no means a healthy way to spend one’s life.”

Recently, he has become increasingly interested in navigational structures that encourage user interaction. Also, Jordan has been assigned to a top-secret government project codenamed SNOWMAN, in a dream he had.

After sofake.com launched, the reasonably happy couple celebrated by having their first child, a dog named Sally, much to the dismay of the fish that now remain largely neglected.

“Remember, anything printed in a book is true,” Jordan said, scuttling off to check his Hotmail mid-interview, “and don’t take yourself too seriously. It’s only web design, nobody lives or dies.”
About the Effect

Every site on the web, except those consisting of one static page, needs a navigation system. The secret to success with your navigation is novelty plus usability. There’s no point in having a cool navigation that does work, or doesn’t work unless you’re in on the creator’s secret.

This chapter will provide you with a novel navigation that uses both imagery and sound to convey a feeling of depth to a site. It’s not just a computer screen in front of you; it’s a whole virtual world. Once the novelty of this effect wears off, you’ll still find the navigation extremely usable, and this is the key to success.