VISUAL COMMUNICATION FOR THE WEB

LUKE WROBLEWSKI
VIZTHINK, SAN JOSE 2009

Luke Wroblewski

Yahoo! Inc.
- Senior Director, Product Ideation & Design

LukeW Interface Designs
- Author & Founder
- Web Form Design: Filling in the Blanks (Rosenfeld Media)
- Functioning Form: Web applications, product strategy, & interface design articles
- Site-Seeing: A Visual Approach to Web Usability (Wiley & Sons)

Previously
- eBay Inc., Lead Designer
- University of Illinois, Instructor
- NCSA, Senior Designer

http://www.lukew.com
How We Use the Web

“Look around feverishly for anything that is interesting or vaguely resembles what you are looking for, and is clickable.” -Steve Krug

-Steve Krug, Don’t Make Me Think: A Common Sense Approach to Web Usability
Design Considerations

- Presentation: How your application appears to your audience
- Interaction: How your app behaves in response to user actions
- Organization: The structure of your application
Presentation

• All interactions occur through the presentation
• Inform users
  • Establish relationships between content
  • Guide users through actions
• Make organizational systems clear
  • Provide situational awareness
  • Maintain consistency to create a sense of place
• Effectively convey appropriate personality
  • Emotional impact
  • Engage and invite
  • Communicate brand message

What Makes a Great Presentation?

• Visual Organization
  • Communicates the relationships between user interface elements
  • Enables Interaction Design
  • Information Design
• Personality
  • Communicates the brand essence of a product
  • Visceral design
  • Color, font, image, pattern selection
The End Goal

Quickly Communicate

- What is this? **Usefulness**
- How do I use it? **Usability**
- Why should I care? **Desirability**
ABC Export Inc.

Code: ABCExp
Type: Beneficiary

Frank St Branch
123 Frank St.
Atlanta, GA 95234
United States of America

Phone: 513-234-777
Fax: 513-234-7777
http://www.abceports.com/

Operational Notes

Add Note | Cancel

March 3 2007 11:52 PM by Gina Longin
"Customer called to say order #23456 has not yet arrived on site, despite being shipped on Thursday. Let customer know delivery is imminent"

February 23 2007 12:21 PM by Tina Youthers
"Initial order to customer has been processed and will be sent on March 1, 2007. If customer calls, reference billing item 2456."

February 20 2007 10:23 PM by Tina Youthers
"Item 2456 added to customer inventory."
10
HOW DO WE COMMUNICATE VISUALLY?

PHOTO BY MATTEO PENZO

How We See

• How we make sense of what we see
  • Recognizing similarities & differences
  • This allows us to group information
  • And give it meaning
• Relationships
  • Between individual elements
  • To the whole (story)
Understanding Perception

• Several principles tell us how (why) we group visual information
  • Proximity - elements close together perceived as a group
  • Similarities - of shape, size, color can group elements
  • Continuance - grouped through basic patterns
  • Closure - group elements by space filled between them

Forming Relationships

• Creating relationships requires an understanding of what makes things different
• Introducing variations in one or more of the above categories creates visual contrast
• Also created through positioning
Using Relationships

• Use visual relationships to
  • Add more or less **visual weight** to objects
  • Difference is created by contrast between objects
  • Why do we want to vary the visual weight of objects...

Visual Hierarchy

• Creates a center of interest that attracts the viewer’s attention
• Creates a sense of order and balance
• Establishes a pattern of movement to guide a viewer through a composition
• In other words, it communicates meaning
Hierarchy Applied

- Visual weight guides you through:
  - Image
  - Title
  - Date & Location
  - Ticket Information

- Building an effective hierarchy:
  - Involves use of visual relationships to add more or less visual weight to elements

Building Effective Hierarchies

- Distribution of visual weight:
  - Visually dominant images get noticed most
  - Focal point, center of interest

- Distinct visual weight guides you through narrative:
  - Essential to keep it balanced
H I I™ Interactive Patient Education Service

Health Informatics International, Inc. (H I I™) provides you, the healthcare professional or healthcare facility, with patient-centered, web-based patient education information that is customized to you and personalized to your patients. We enable you to be the legitimate source of health information and education for your patients on the Internet, and we assist you in meeting HIPAA requirements.

HII was founded (and is still led) by a practicing family physician, Michael Merson, M.D., who developed the site based on the needs of patients and healthcare organizations. Dr. Merson has lectured at national and international conferences on interactive health communication, emphasizing the importance of patient education. The HII Patient Education Service incorporates his expertise and knowledge with that of other experts in health communication.

The HII service includes more than 4,000 professionally written, illustrated, and reviewed articles and over 6,000 drug references, which are available at the touch of a phone or through Internet access — easy-to-read information to help your patients understand their medical conditions and treatments and become active participants in their own care. All HII health education articles are updated on a regular basis, and new teaching capabilities are added to ensure that your patients are learning about their conditions.

Our patented technology, award-winning content, and service can assist you in enhancing your presence on the Internet and meeting your patients' needs for reliable health information, while improving patient satisfaction and health outcomes, decreasing healthcare costs, and protecting your hospital's privacy.

There is no equipment or special software for you to purchase. We host your patient education site and provide 24/7 monitoring and support. Our service requires only 10 minutes of your time for the implementation. Be up and running in a day, instead of in months.

Available modules include:

- Adult Health
- Women's Health
- Cardiology (Heart Care)
- Senior Health
- Medication Reference
- Sports Medicine
- Pediatric Health
- Pediatrics Behavioral Health
- Adult Behavioral Health
- Orthopedics (Knee Care)
Sounds good. Does good.

Apple will give 50¢ from the purchase of your iPod nano (PRODUCT) RED Special Edition to the Global Fund to fight AIDS in Africa.

Introducing iPhone 3G

Twice as fast. Half the price.

Introducing iPod nano (PRODUCT) RED

iPod nano 3G

Double the music. Double the fun.

iPod touch (PRODUCT) RED

The world at your fingertips.

Map With GPS

Find your friend and track your progress right on your iPhone 3G.

iPhone For Developers

Download the OS and build your own iPhone applications.
To Summarize

• **Visual Communication** is part
• **Visual Organization** and part personality.
• **Visual Hierarchy** is a deliberate prioritization of
• **Visual Weight** enabled by the manipulation of
• **Visual Relationships** to create
• **Meaning** for users.
PUTTING VISUAL COMMUNICATION TO USE ONLINE

COMMUNICATE MESSAGES

ILLUMINATE ACTIONS

ORGANIZE INFORMATION
COMMUNICATING A CENTRAL MESSAGE

WHAT IS THIS?
EXPLAIN & DIFFERENTIATE

**start**
Let's start a company.

quit your day job.

Who's responsible?
Jeffrey Vanl
Designer, Author, and Entrepreneur

Who's speaking?
Evan Williams
Founder, Blogger and Twitter

What you'll learn
Where to start. Hear how founders got started, where they screwed up, and why they kept going.

What you need.
Hiring? Firing?!! Who's watching the books? Do you really need a lawyer?

How to pitch.
Hear some of the web's most formidable entrepreneurs giving their best five-minute pitches. Then learn to hone yours.
Web Applications

- Hosting costs are extremely affordable
- Free open source platforms
- Development toolkits increasingly available
- Instant global audience: 1.4B people use the Internet (March 2008)

Polar Rose

We sort the web of photos
Who's who? Polar Rose adds context to any person, any photo, any site.
Put simple, we sort the web of photos.

Add context to online photos
Polar Rose works with any public photo. No matter if you’re using flickr, 23, kotak gallery, or any other website, Polar Rose lets you discover people in pictures. Learn who people are, and help improve results by tagging pictures together with other users.

Sort & Find
Polar Rose uses unique face recognition technology to help sort and find photos of people, whether in your individual web album or across the web. We’re picking up where traditional text search engines simply can’t go.

Sign up to be notified
Just enter your email address and we’ll drop you a mail when we open up for beta testing.

© 2006 Polar Rose
Flock is a free, open source web browser.

What's the idea behind Flock?
We believe that it should be easy for everyone to contribute to and participate on the web. To that end, we've started with integrating tools that make it easier to blog, publish your photos and share and discover things that are interesting to you.

Who should use it?
Flock is currently available only as a developer preview. This means that you can try it out but that it's not quite ready to become your everyday browser.

We're hard at work on a more stable, public beta. If you want to see what we're working on for that release, take a look at our public beta roadmap.

Ok, so where can I download Flock?
You can grab the latest release from our developer page or, if you're even more brave, help test nightly builds.

If something goes wrong, you can file a bug report or just drop an email to feedback@flock.com.
TAKE ACTION

WHAT DO I DO NOW?

USER NEEDS & BUSINESS GOALS
MANAGE YOUR FAIRMONT PRESIDENT'S CLUB PROFILE

If you are already a Fairmont President’s Club member and you would like to manage your profile directly so that you can view your stay history, comment on past stays, book special member packages and update your profile, simply enter your Fairmont President’s Club number along with your month and day of birth. We must verify your personal membership number against your birth date in order to confirm your identity and ensure your privacy.

In addition, select a username and password so that you can sign-in directly to Fairmont.com each time you visit. This will allow you to expedite your online booking experience and receive email confirmations for your reservations.

If you are having challenges with any of the steps below please feel free to click the “Help” button and complete the form. The form will be sent directly to the Fairmont President’s Club Guest Services Team.

We are sorry, we cannot find the Fairmont President’s Club account based on Fairmont President’s Club number provided. Please verify the number and try again.

-------- Forwarded message of existing email --------
From: Renvko Bev <rnbrovsky@mail.renvko.com>
Date: Sep 15, 2006 2:23 PM
Subject: Ryo wants to have lunch in Atherton, California at House of OpenHive, Friday September 15, 2006 at 12:30pm
To: findkarma@gmail.com

Ryo wants to have lunch in Atherton, California at House of OpenHive, Friday September 15, 2006 at 12:30pm.

Ryo used Renvko to invite you to lunch.

Ryo says:

OHOMGROI!BBQ! The summer of OpenHive is coming to an end, and half our crew will be going back to Chicago this weekend. Come see the team, the house we’ve been working in, and the site we’ve been working on, while showing down on some BBQ (I’ll probably

Please follow this URL to reply: http://renkko.com/plan.php

OR

Use this form to respond to the event:

- I’m there!
- Sorry, can’t make it this time.
- I want to come but have a constraint.

Response message:

Speak?
From: Adam at Renkoo <noreply@mail.renkoo.com>
Reply-To: "Adam" <adam@renkoo.net>
Date: Sat, 15 Oct 2006 2:23 PM
Subject: Adam sent you a Renkoo invite to Adams Pool Party.
To: jude@jude.com

P.S. Hate email? Get Tiff or text message invitations instead.

Renkoo Luke used Renkoo to plan this event. It's how friends arrange when and where!

Adam Rifkin invites you to a party at House of Fluff in Millbrae on Thursday, October 15 at 04:30pm

Let Adam know if you can make it:

- I'm there!
- Sorry, can't make this time.
- Maybe, depends on...

Add a message:

Respond to this Invitation

Adam says:

OHHOOGDFLBBQ! The summer of Openheave is coming to an end, and half our crew will be going back to Chicago this weekend. Come see the team, the house we've been working in, and the site we've been working on, while chowing down on some BBQ!

For more details on what, when, and where check out: http://renkoo.com/plan.php

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eBay Affiliate Program

Welcome to the eBay Affiliate Program

As an eBay affiliate, you can:

- Promote eBay to your users to drive traffic and increase sales.
- Increase your site's credibility by affiliating with eBay.
- Make money selling products on eBay by promoting them on your site.
- Gain exposure for your business and improve the traffic to your site.

Join the Program

To join the eBay Affiliate Program, you will need to:

- Fill out the online registration form.
- Complete the required steps to become an approved affiliate.
- Enter your affiliate ID into your eBay account.
- Post affiliate links on your site.

FAQ

What is an affiliate?

An affiliate is a person who promotes products or services on eBay and earns a commission on any purchases made through their links.

What are the benefits of being an affiliate?

Affiliates can earn commissions on purchases made through their links, increase traffic to their site, and promote eBay products.

What is the minimum investment required to start an affiliate program?

There is no minimum investment required to start an affiliate program.

How do I get started?

To get started, you can:

- Visit the eBay Affiliate Program page on the eBay website.
- Register for the program and follow the instructions to become an approved affiliate.

Additional resources:

- eBay Affiliates Community
- eBay Affiliate Program FAQs
- eBay Affiliate Program Policies

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International Affiliate Program

As an international affiliate, you can:

- Access affiliate tools and resources.
- Promote eBay products internationally.
- Earn commissions on international sales.

Join the Program

To join the International Affiliate Program, you will need to:

- Fill out the online registration form.
- Complete the required steps to become an approved affiliate.
- Enter your affiliate ID into your eBay account.
- Post affiliate links on your site.

FAQ

What is an international affiliate?

An international affiliate is an affiliate who promotes products or services on eBay and earns a commission on any purchases made through their links, regardless of the user's location.

What are the benefits of being an international affiliate?

International affiliates can earn commissions on purchases made through their links, increase traffic to their site, and promote eBay products internationally.

What is the minimum investment required to start an international affiliate program?

There is no minimum investment required to start an international affiliate program.

How do I get started?

To get started, you can:

- Visit the eBay Affiliate Program page on the eBay website.
- Register for the program and follow the instructions to become an approved affiliate.

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Other eBay sites

- eBay UK
- eBay Canada
- eBay Australia
- eBay Germany
- eBay France
- eBay Italy
- eBay Spain

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Contact Us

If you have any questions about the eBay Affiliate Program, please contact us at affiliate@ebay.com.
Make Money Advertising Amazon Products

Turn up to 15% in referrals by advertising Amazon products.

Advertise products on your web page
People follow the links to Amazon
Earn up to 15% when they buy

Links & Banners
Link to Amazon or Endless products, user favorite destinations, search results, or any other page on Amazon

Widgets
Want something that stands out and provides rich content and an interactive experience to engage visitors on your web page?

aStore
Feature any Amazon products in a self-contained online store embedded directly within your web page.

What’s New?
Fridays Only – One Day Deals on Endless.com
Special Deals Every Friday at Endless.com! Impulse shopping at its best! Our buyers are hand-picking top styles at unbelievable prices - and yes, they are shipped overnight for FREE. To link directly to the Friday Deals page and earn referral fees, Read more.
ORGANIZE INFORMATION

WHAT CAN I FIND HERE?

PRESENT DATA

24% CONTENT
76% SITE OVERHEAD

City celebrates Olympics bid win

By Gary Shapiro and Michelle S. Geler

Published April 19, 2001, 1:08 PM CDT

Pumped, primed and polished, the weekend selection of Chicago as the U.S. candidate to host the 2008 Olympics, Chicago Mayor Richard Daley took a celebratory lap around the city on Monday to hail the United States Olympic Committee’s choice and gather public support for the Games.

Daley portrayed Chicago as a Midwest metropolis but also as a city that competes the likes of the class of 10% to welcome immigrants from around the world.
## A Simple Table

### General Statistics

<table>
<thead>
<tr>
<th>Current Case Load</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Admissions Today</td>
<td>5</td>
</tr>
<tr>
<td>Number of Admissions This Month</td>
<td>35</td>
</tr>
<tr>
<td>Number of Admissions Last Month</td>
<td>55</td>
</tr>
<tr>
<td>Number of Discharges Today</td>
<td>3</td>
</tr>
<tr>
<td>Number of Discharges This Month</td>
<td>22</td>
</tr>
<tr>
<td>Number of Discharges Last Month</td>
<td>34</td>
</tr>
</tbody>
</table>

### General Statistics

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<thead>
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</tr>
<tr>
<td>Number of Admissions Last Month</td>
<td>55</td>
</tr>
<tr>
<td>Number of Discharges Today</td>
<td>3</td>
</tr>
<tr>
<td>Number of Discharges This Month</td>
<td>22</td>
</tr>
<tr>
<td>Number of Discharges Last Month</td>
<td>34</td>
</tr>
</tbody>
</table>

### Student Admissions

<table>
<thead>
<tr>
<th>Category</th>
<th>Today</th>
<th>This Month</th>
<th>Last Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Admissions</td>
<td>3</td>
<td>22</td>
<td>33</td>
</tr>
<tr>
<td>Discharges</td>
<td>3</td>
<td>22</td>
<td>34</td>
</tr>
</tbody>
</table>

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After Visual Communication?

- "I think I found an even better solution to simplify this part of user interface." -One Creative Director’s Journal

Simplified table

<table>
<thead>
<tr>
<th>Current Case Load</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Admissions</td>
<td>5</td>
</tr>
<tr>
<td>Discharges</td>
<td>3</td>
</tr>
</tbody>
</table>

- "This way I think users will need even less time to see all the information presented in the table especially frequent users. For new users or users in doubt once they rollover the number for which they don’t know the meaning, they will see a description."

Explanation for new users on mouseover

<table>
<thead>
<tr>
<th>Current Case Load</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Admissions</td>
<td>5</td>
</tr>
<tr>
<td>Discharges</td>
<td>3</td>
</tr>
</tbody>
</table>

http://andreysmagin.com/blog/redesigning-a-simple-table

After Visual Communication?

- Labels and their values have been divided into rows and columns
- Requires horizontal and vertical movement
- Need to look across for one label and up for the second label
- Compounded by the increased separation of the data - the labels are further away from their values.

- Potentially better for looking up a particular value in the table
- Makes taking all the data in at once more difficult.
After Visual Communication?

- Are people looking for a specific value (i.e. discharges this month)?
- Do they simply need a sense of all the information at once?
- Is there a prioritization of the data?
- Is everything equally important?
- Introducing size and color variations might add visual noise instead of bringing extra attention to really important data.

<table>
<thead>
<tr>
<th>Current Case Load</th>
<th>10 today</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Admissions</td>
<td>5 today</td>
</tr>
<tr>
<td>Discharges</td>
<td>3 today</td>
</tr>
<tr>
<td>Current Case Load</td>
<td>10 today</td>
</tr>
<tr>
<td>New Admissions</td>
<td>5 today</td>
</tr>
<tr>
<td>Discharges</td>
<td>3 today</td>
</tr>
</tbody>
</table>

- If the purpose of the “last month” data is to calculate the monthly mutation
  - Last column offers faster satisfaction.
- Styling the row and column groups provides
  - Further importance
  - Emphasizes the data relations
  - Gives more meaning to the structure of the grid
- The footer contains the single most important statistic for this table

After Visual Communication?

- Focus on content & headers
- Data second
- If people only need one section of data at a time might be a good solve
- No quick scanning

Comparison

<table>
<thead>
<tr>
<th>General Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Caseload: 10</td>
</tr>
<tr>
<td>Number of Admissions: 5 today, 3 last month</td>
</tr>
<tr>
<td>Number of Discharges: 3 today, 22 this month, 34 last month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Caseload: 10</td>
</tr>
<tr>
<td>New Admissions: 5 today, 35 this month, 30 last month</td>
</tr>
<tr>
<td>Discharges: 3 today, 22 this month, 34 last month</td>
</tr>
</tbody>
</table>
To Summarize

- **Visual Communication** is part
- **Visual Organization** and part personality.
- **Visual Hierarchy** is a deliberate prioritization of
- **Visual Weight** enabled by the manipulation of
- **Visual Relationships** to create
- **Meaning** for users.
  - Communicate messages
  - Illuminate actions
  - Organize information

For more information...

- **Functioning Form**
- **Web Form Design**
  - [www.rosenfeldmedia.com/books/webforms/](http://www.rosenfeldmedia.com/books/webforms/)
  - Discount Code: FOLUKE15 (15% off)
- **Drop me a note**
  - luke@lukew.com