

# VISUAL COMMUNICATION FOR THE WEB

LUKE WROBLEWSKI  
VIZTHINK, SAN JOSE 2009

**LUKEW**  
INTERFACE DESIGNS

**YAHOO!**

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## 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>

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# VISUAL COMMUNICATION ONLINE

WHY DOES IT MATTER?

HOW DO WE APPLY IT?

EXAMPLES, EXAMPLES, EXAMPLES...

# 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

**WHAT WE DESIGN FOR... THE REALITY...**

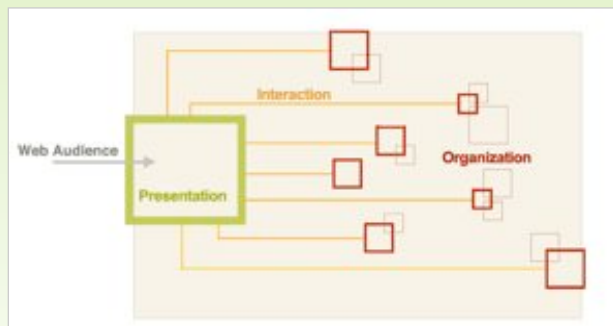
Read  
Read  
Read  
Read  
[Pause for reflection]  
Finally, click on a carefully chosen link

Look around feverishly for anything that  
a) is interesting, or vaguely resembles what you're looking for, and  
b) is clickable.  
As soon as you find a halfway-decent match, click.  
If it doesn't pan out, click the Back button and try again.

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



## Design Considerations



Luke Wroblewski, Site-Seeing: A Visual Approach to Web Usability

- **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

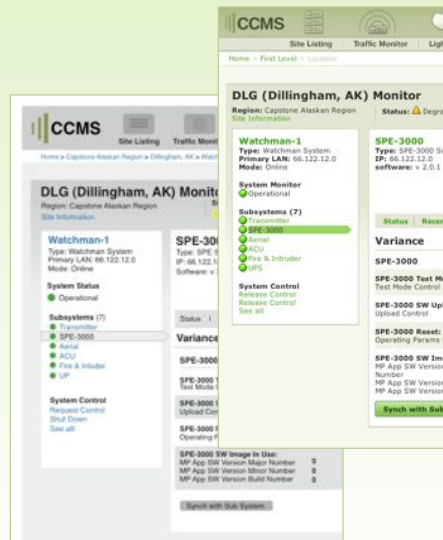


- ! All interactions occur through the presentation
- ! Inform users
  - ! Establish relationships between content
  - ! Guide users through actions
- ! Make organizational systems clear
  - ! Provide situational awareness
  - ! Maintain consistency to create a sense of place
- ! Effectively convey appropriate 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**

This list includes Exporters and Freight Forwarders.

> To edit the customer information click here  > To remove this Customer click here

ABC EXPORT INC

**CODES**

Customer Code: **ABC**

Branch Name:

Customer Type:  Applicant  Branch Office  Forwarder

**ADDRESS**

City/Heading:

Address:

City:

State:

Zip Code:

Country:

Phone:

Fax:

URL:

**OPERATIONAL NOTES**

| Date  | Author | Note |
|---|--------|------|
| To add a new operational note for this customer click here > <input type="button" value="Add New"/> |        |      |

**CONTACTS**

| Job Title  | First Name | Last Name | Telephone | e-mail |
|--|------------|-----------|-----------|--------|
| To add a new contact for this customer click here > <input type="button" value="Add New"/> |            |           |           |        |

**ALMS**

To add a new Alms for this customer click here >

Click here in order to edit Default Values

Home > Customers > ABC Export Inc

**ABC Export Inc.**  
**Code:** ABCExp  
**Type:** Beneficiary

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

Phone: 513-234-777  
Fax: 513-234-7775  
http://www.abcexports.com/

[+ Add Alias](#)  
[+ Add Contacts](#)

[+ Edit Customer](#)  
[+ Add Operational Notes](#)  
[+ Delete Customer](#)

[+ Previous Customer](#)

[Next Customer +](#)

**ABC Export Inc.**

Home > Customers > ABC Export Inc

**Code:** ABCExp  
**Type:** Beneficiary  
[+ Add Alias](#)

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

Phone: 513-234-777  
Fax: 513-234-7775  
http://www.abcexports.com/  
[+ Add Contacts](#)

[+ Edit Customer](#) | [Delete](#)

**Operational Notes**

March 3 2007 12:52 PM by Gina Longira  
"Customer called to say order #23446 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."

6


**ABC Export Inc.** Home > Contacts > Customers > ABC Export Inc

**Edit Customer**

- > Next Customer
- > Previous Customer
- > Customer List


|  |   |  |
|--|---|--|
| <p>Name<br/>ABC Export Inc.</p> <p>City Heading<br/>Atlanta</p> <p>Address<br/>123 Fisk St.</p> <p>City<br/>Atlanta</p> <p>ZIP Code<br/>95234</p> <p>Country<br/>United States</p> | <p>State<br/>GA</p> <p>Phone<br/>513-234-7777</p> <p>Fax<br/>513-234-7775</p> <p>URL<br/>http://www.abcexports.com/</p> | <p>Customer Code<br/>ABC</p> <p>Branch Name<br/>Fisk St.</p> <p>Type<br/>Beneficiary</p> |
|--|---|--|

[Save Changes](#) | [Cancel](#) | [Delete](#)




## BEFORE & AFTER


**All page elements equal**



**Distinctions and hierarchy**

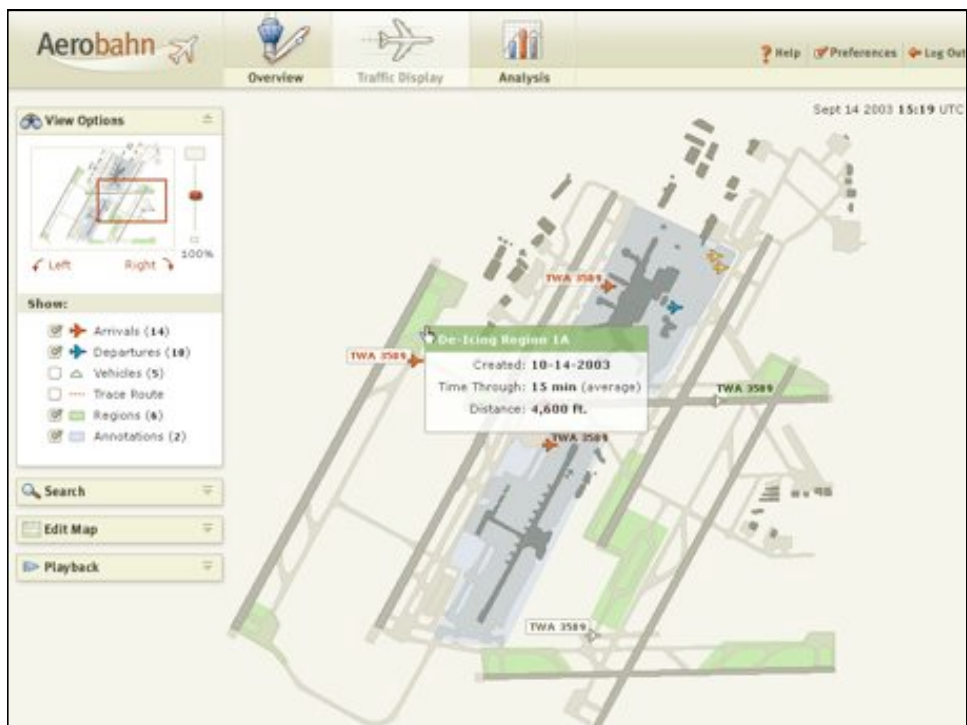
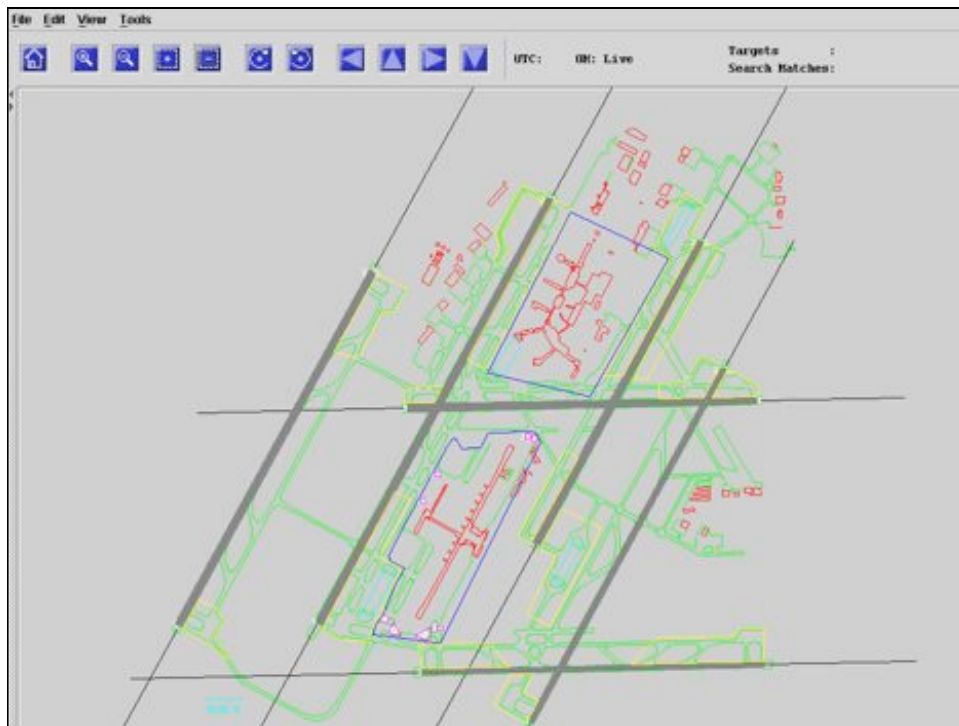


**Further distinctions**



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Yahoo! My Yahoo! Mail Refresh Status Preferences Help

**YAHOO! DESKTOP** All Items

### Kris's Desktop

All

- Applications
- Communications
- Contacts
- Files

Folder Map (What's this?)

- Archives
- Clients
- Download
- Games
- FTP
- My Documents
- My Music
- My Photos
- My Videos
- Program Files
- MIT
- Personal Stuff
- Program Files
- Windows
- Yahoo!

#### Recent Items

View: Icons | List

- Mark Leonard 6 minutes ago, 231 kb
- Robert Stevens 14 minutes ago, 56 kb
- desktop\_files.doc 38 minutes ago, 1.2 mb
- LogoCorp.gif 47 minutes ago, 5 kb
- Yahoo! Messenger 57 minutes ago, 7kb
- Windows Explorer 1 day ago, 368 kb

#### Favorites

- To Do List October...Mark.doc 5 minutes ago, 48 kb
- Jeanne Palmer 16 minutes ago, 2.4 mb
- mystuff.doc 32 minutes ago, 12 kb
- fromBob.txt 32 minutes ago, 231 kb
- photos\_from\_party.xls 34 minutes ago, 56 kb
- 11832\_photo.gif 38 minutes ago, 1.2 mb
- blueridge.html 47 minutes ago, 5 kb
- blueridge\_contact.html 57 minutes ago, 7kb
- Nomis Corporate Facts.pdf 1 day ago, 368 kb
- table\_for\_steve.xls 1 day ago, 73 kb
- mark\_albe\_resume.doc 1 day ago, 23 kb
- Guestplacecards.xls 1 day ago, 42 kb
- read\_me.pdf 2 days ago, 94 kb
- content for web site.pub 2 days ago, 31 kb
- CosmicFiles.zip 2 days ago, 42kb

YAHOO! DESKTOP Settings Help

SEARCH Your computer and beyond. DESKTOP WEB

#### SHARE

Easily get your files online.

- My Web
- del.icio.us
- Flickr
- Yahoo! Messenger
- MSN Hotmail
- Yahoo! Mail

Search Within

All the above

#### BROWSE

Find what you're looking for fast.

RECENT FAVORITES

Last Updated: 12:34 PM | Update

- Adobe Photoshop** (325)  
Latest: dragon\_home0.psd | dragon\_home010306.psd | dragon\_home010306.psd
- Images** (3,545)  
Latest: IS\_flickr\_029505.jpg | VS\_frontpage\_020405.jpg | widget\_designs.jpg
- Web History** (2,350)  
Latest: audio-search.yahoo.com/ | www.lukew.com/RY/ | www.chicagobears.com/games/
- Music** (1,523)  
Latest: Open Sky Unit | Etherbeat Radio | I am a Bird
- Applications** (48)  
Latest: Adobe Photoshop | Safari | Microsoft PowerPoint
- Microsoft PowerPoint** (122)  
Latest: Dragon\_concepts\_320505\_LW.ppt | Dragon\_concepts\_320505\_IR.ppt | Dragon\_UIDesign\_LW.ppt
- Video** (68)  
Latest: ArrestedDevelopment S3E018.avi | SpiderMan2 | Reasons to Skip Work.wmv
- Microsoft Excel** (55)  
Latest: Dragon\_features.xls | Dragon\_features2.xls | IS\_audit.xls
- Contacts** (247)  
Latest: Paris Hillot | Denise Richards | Tony Curtis
- Searches** (67)  
Latest: QJC home | dragon | smes

See all: 1 2 3 4 5 ... 120

#### Folders

Your most used locations.

- Archived\_work
- Big Project
- Corbis\_images DP\_125 DP\_123
- Executables
- Final Work
- goodbar\_0915
- goodbar\_0925
- Holdover Flights
- html
- html great project 05
- img\_v5
- img
- img images
- image development
- jango
- LukeLand
- LukeW\_5
- money
- Music
- Paperwork
- Photos
- Photos\_05
- Personal Work
- Temp
- Work
- Work\_2006

See all folders

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**Intoko - your quick and easy-to-use classifieds source**

Place ad

Manage ads

FAQ & conditions

Antique & Art

Audio, Video & DVD

Books

Business & Industrial

Careers & Employment

Children & Toys

Clothing & Accessories

Collectables

Computers

Home & Garden

Motorbikes & Snowmob.

Music

Other

Personals & Activities

Pets & Animals

Photography

Real Estate & Rental

Sport

Telecommunication

Vacation & Tourism

Vehicles & Accessories

**Extra:**

Safe buying and selling

**Abroad:**

Germany

Spain

The Netherlands

Turkey

**Antique & Art (302)**

Offered: 1888 original oil painting by von A. Reinwald h...

Offered: Child's Antique Desk \$90

Offered: Cougar Run \$500.00

Offered: All occasion Greeting cards, & Prints. \$7.7...

Offered: 4 Silver Goblets \$550 B/O

**Audio, Video & DVD (152)**

Offered: Mp3 player 256mb. Fm radio, voice record, start...

Offered: Infinity 12" Sub, Mfr Purged Box, Kenmore...

Offered: Two 7x3 And Tv Stand?? \$100.00 TO \$250.0...

Offered: Sony Md player for sale 135.00

Offered: Jvc! Cheap Executive Component Music Syde...

**Books (135)**

Offered: Cooking Tips Free

Offered: Cadillac atlanta \$45.00

Offered: To The Moon \$38.00

Offered: Children's Illustrated bible \$5

Offered: Cokes Notes for sale \$2 each

**Business & Industrial (265)**

Wanted: We look of Distributor in Canada Asking

Offered: E-Coaching \$11/month

Offered: Hot Dog Cart 1000.

Offered: What do you want to sell, will export it to you ?

Offered: Methane, a tools asking \$6500.00, vba

**Careers & Employment (457)**

Offered: Women At Home

Offered: Join The Elite (Mojo's Team)

Offered: Security of/our search job in Canada

Offered: Assorted How-To Books, Reports

Offered: Free To Use Chat!

**Children & Toys (172)**

Wanted: Peg Perego Piko P3 Classic stroller 150.00

Offered: Sea baby crib convertible into a toddler bed \$...

Offered: Plush, Teddy Bear With Heart

Offered: 13 Pc Wood Farm Fiber Toy

Offered: 26 Pc Wood Shed Puzzle

**Clothing & Accessories (365)**

Offered: Just Jeans and more \$3.00

Offered: Paper Wakis \$60.00 or 8.0.

Offered: Musical Long Stem Red Rose

Offered: Assorted Luggage \$0.90

Offered: Boardwalk Big Pub Toronto Tea Set BEST O...

**Collectables (312)**

Offered: Ontario Postcards Hotel Lee Smith Falls ca 19...

Offered: Motorways \$3.75

Offered: Evaluator \$10.50

Offered: Home Refresh Bibles \$12.00

Offered: 6 Wax Cups \$15.50

**Music (183)**

Offered: Speaker \$75 less 1070

Offered: To All The Unemployed \$10.00

Offered: Saxophone - Kaleneth Tenor \$90 For Sale 11...

Offered: Numark Q Mixer - DM2002a CAD 75

Offered: Stinson Rosewood Concert Grand \$100,000

**Other (194)**

Offered: Air Filter 2,500.00

Offered: Hand & Body Lotion \$3.75

Offered: Domino's make an offer

Offered: Personal Undergarments Sin Adult/Child 110 In...

Offered: Paint chip repair kit 7500.00

**Personals & Activities (170)**

I am looking to ladies for meet with

Offered: Gift Certificates

Offered: Lunatic Moments where are you????

Wanted: Please help me!

Offered: How To Analyze A Rip-Off Scheme

**Pets & Animals (499)**

Offered: Pet Sitter Dog Walker/ Various

Wanted: Cockapoo Puppy Wanted NEGOTIABLE

Offered: Black and white driff crosses \$700.00 & up

Offered: Seven month old fawn male jack russel \$75

Wanted: Wanted at Wholesale Cat Sourcing Points not...

**Photography (80)**

Offered: Camera & Lenses \$5000.00 OBO

Offered: Lumix Fx-10 4.1 mp \$50

Offered: Rp Professional \$35 150\$

Offered: Canon Eos 3 \$850.00 OBO

Offered: Canon Aa-1 35mm SL camera 210.00 asking

**Real Estate & Rental (410)**

Offered: Lovely 1 bedroom + den, Toronto, Yorkville \$1...

Offered: Banatonia - To rent furnished single room 250

Offered: Reasentale 449300 clam.

Offered: Why rent a room when you can have a house??...

Offered: Tagline/Farm For Sale \$75,000.00 o.b.o.

**Sport (211)**

Offered: Hydraulic Fitness Equipment 22,000

Offered: York 2001 gym 200.00

Offered: Metal 3 Shade Pool Table Lights 100.00

Offered: Pro shock life hockey sticks 500-750

Offered: Air Frame - 4Way Swager \$90.00

**Telecommunication (129)**

Offered: Data Kit for Nokia \$185 C\$75.00 or 8.0.

Offered: Headphones for Nokia \$185 C\$15.00 or 8.0.

Offered: Belt Clip for Nokia \$185 C\$15.00 or 8.0.

Offered: Car charger for Nokia \$185 C\$15.00 or 8.0.

Offered: Headphones for Sanyo Ericsson \$200 C\$15.00 or ...

**INTOKO.ca** Welcome, LukeW (Sign Out) | Home | New | Top 40 | International

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**3,849** total Ads available.

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Help

**Browse by category**

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Audio, Video & DVD

Beauty & Health

Books

Business & Industrial

Cameras & Photos

Careers & Employment

Children & Toys

Clothing & Accessories

Collectables

Computers

Home & Garden

Motorbikes & Snowmob.

Music

Other

Personals & Activities

Pets & Animals

Real Estate & Rental

Sport

Telecommunication

Vacation & Tourism

Vehicles & Accessories

**Antiques & Art (302)**

African Treasures \$80

Zilveren brood vork (1927 nederland) \$100,00

Daily new supply from quality antiques **Make Offer**

Herloom mirrors \$40.00+up

The Dresden Gallery Bid

**Audio, Video & DVD (987)**

Casino slot machine \$225

Samsung 63" Hd Plasma TV Free Shipping

Sony tv forsale \$50

Cobralik Cheap 2-Way Communicator 80% Discount

Polaroid® Cheap Portable Dvd Player \$140

**Books (129)**

African Treasures \$80

Zilveren brood vork (1927 nederland) \$100,00

Daily new supply from quality antiques **Make Offer**

Herloom mirrors \$40.00+up

The Dresden Gallery Bid

**Business & Industrial (88)**

Casino slot machine \$225

Samsung 63" Hd Plasma TV Free Shipping

Sony tv forsale \$50

Cobralik Cheap 2-Way Communicator 80% Discount

Polaroid® Cheap Portable Dvd Player \$140

**Careers & Employment (223)**

Casino slot machine \$225

Samsung 63" Hd Plasma TV Free Shipping

Sony tv forsale \$50

Cobralik Cheap 2-Way Communicator 80% Discount

Polaroid® Cheap Portable Dvd Player \$140

**Music (183)**

Boosey & Hawkes Tenor Sax Negotiate

Pearl Drums+ \$400

Piano, Mason&Risch \$850.00 delivered

Wanted: Merrymen 45 singles and Ep's **Make Offer**

Superman original japanese soundtrack

**Other (101)**

Heritage Desk And Hutch \$165.00

Beddegoed Euro \$150.00

Woodworking Patterns and Plans Various

Illusion® Fiber Optic Lighted Santa Cap \$500

Heritage Desk And Hutch \$165.00

**Personal & Activities (13)**

Boosey & Hawkes Tenor Sax Negotiate

Pearl Drums+ \$400

Piano, Mason&Risch \$850.00 delivered

Wanted: Merrymen 45 singles and Ep's **Make Offer**

Superman original japanese soundtrack

**Pets & Animals (435)**

Heritage Desk And Hutch \$165.00

Beddegoed Euro \$150.00

Woodworking Patterns and Plans Various

Illusion® Fiber Optic Lighted Santa Cap \$500

Heritage Desk And Hutch \$165.00

**Photography (33)**

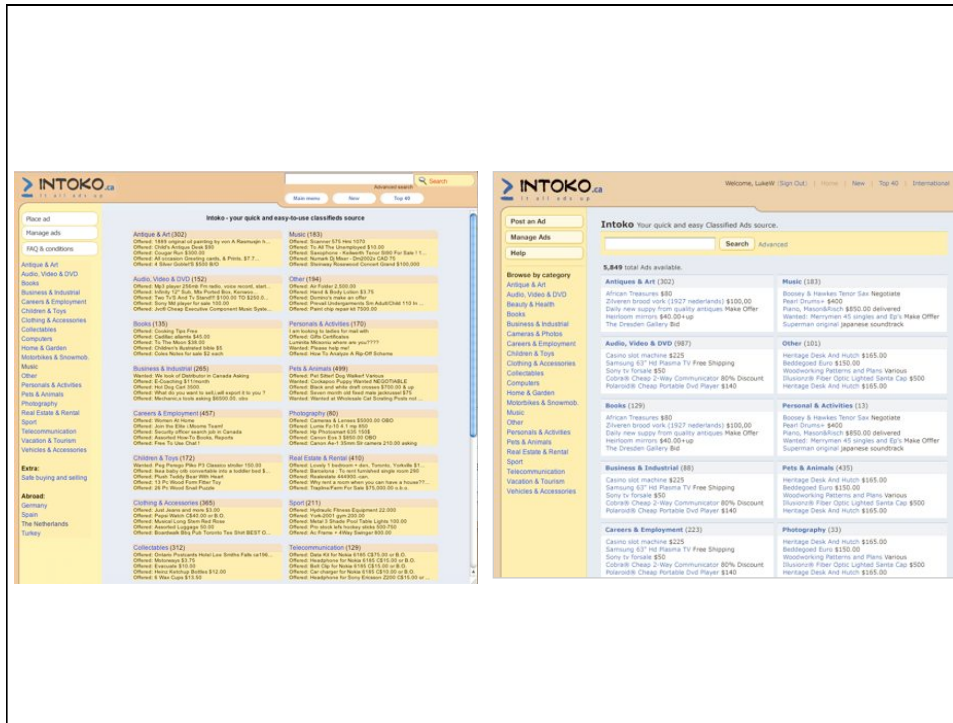
Heritage Desk And Hutch \$165.00

Beddegoed Euro \$150.00

Woodworking Patterns and Plans Various

Illusion® Fiber Optic Lighted Santa Cap \$500

Heritage Desk And Hutch \$165.00



AQ Design, Japan



## 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)



Flickr: Uploaded on August 19, 2006 by Tom-Tom

## Understanding Perception

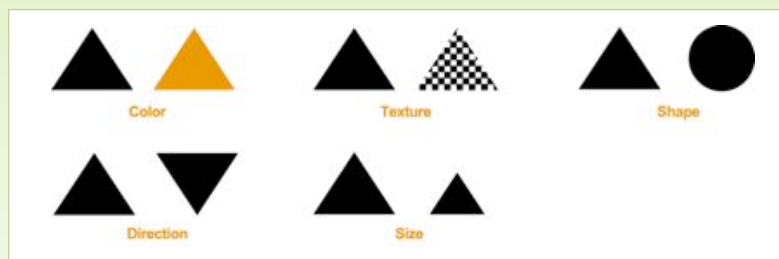


Luke Wroblewski, Site-Seeing: A Visual Approach to Web Usability

- ! **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



Luke Wroblewski, Site-Seeing: A Visual Approach to Web Usability

- ! 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



**Type** ●

- ! 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...

Luke Wroblewski, Site-Seeing: A Visual Approach to Web Usability

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## 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

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## 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



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Store | iTools | iCards | QuickTime | Support | Mac OS X

# Pro create.

At speeds of up to 11.8 gigaflops, it's the fastest Power Mac G4 ever.



Friday August 3, 2001

Hot News Headlines: Developers Show Mac OS X Products at Macworld.

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New Version



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The Megahertz Myth



Find out why just counting Megahertz doesn't work.

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Was \$44.99  
On Sale Now  
39.99

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Get It Now!  
Was \$3.79  
On Sale Now 3.03

[Add to Cart!](#)



Get It Now!  
Was \$34.99  
On Sale Now  
12.99

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Lamps  
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**The Sweet Tooth Sale!**

Now until Feb 12th  
Save on all your favorite candies!

Happy after each soon.

**Men's Grocery offers**

**Spotlight**

Madonna CD \$52.99  
Tire Wax \$5.56 off.  
Apron for Men \$4.99  
Chicken Breast \$2.86  
Dental Floss \$1.35  
Hormones \$8.59


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On Sale Now  
39.99

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Get It Now!  
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On Sale Now 3.03

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Get It Now!  
Was \$34.99  
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**New Version! 3.3.5 for Mac - 07/7/2003 [Click here for more details.](#)**

**Version 4.1 is available for Windows [Click here for more details.](#)**



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## 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 JCAHO requirements.

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

The H I I service includes more than 4,000 professionally written, illustrated, and reviewed articles and over 6,000 drug references, which are available at the time of care 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 H I I health education articles are enabled with integrated, real-time teaching capabilities to help 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' need for reliable health information, while improving patient satisfaction and health outcomes, decreasing healthcare costs, and protecting your patients' privacy.

There is no equipment or special software for you to purchase. We host your patient education site and provide 24x7 monitoring and support. Our service requires only 10 minutes of your time for full implementation. Be up and running in a day, instead of in months.

Available modules include:


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# iPhone 3G



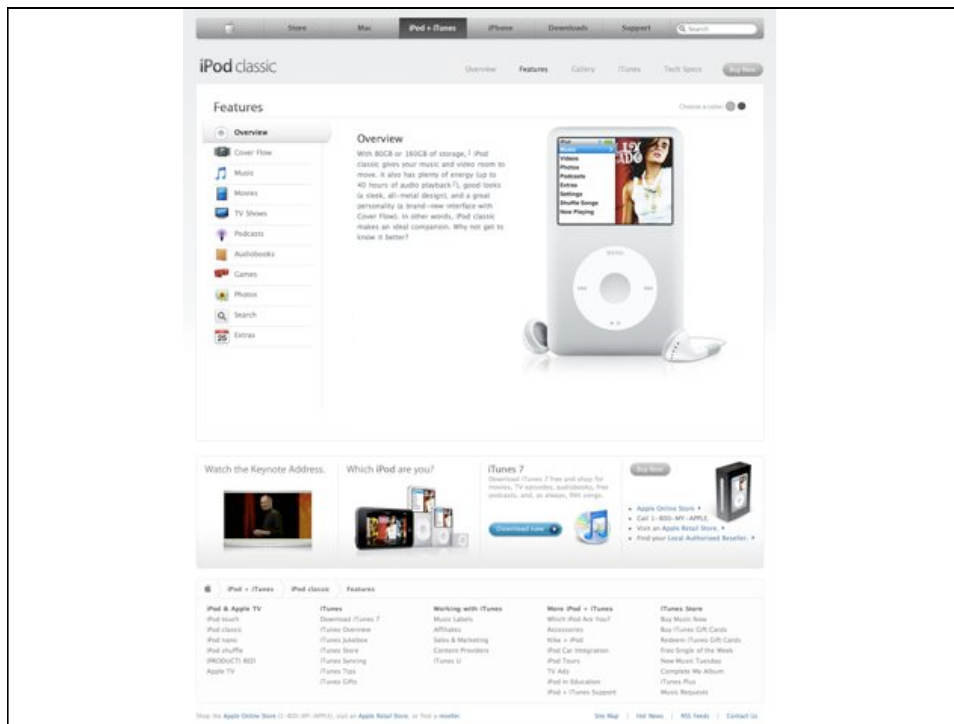
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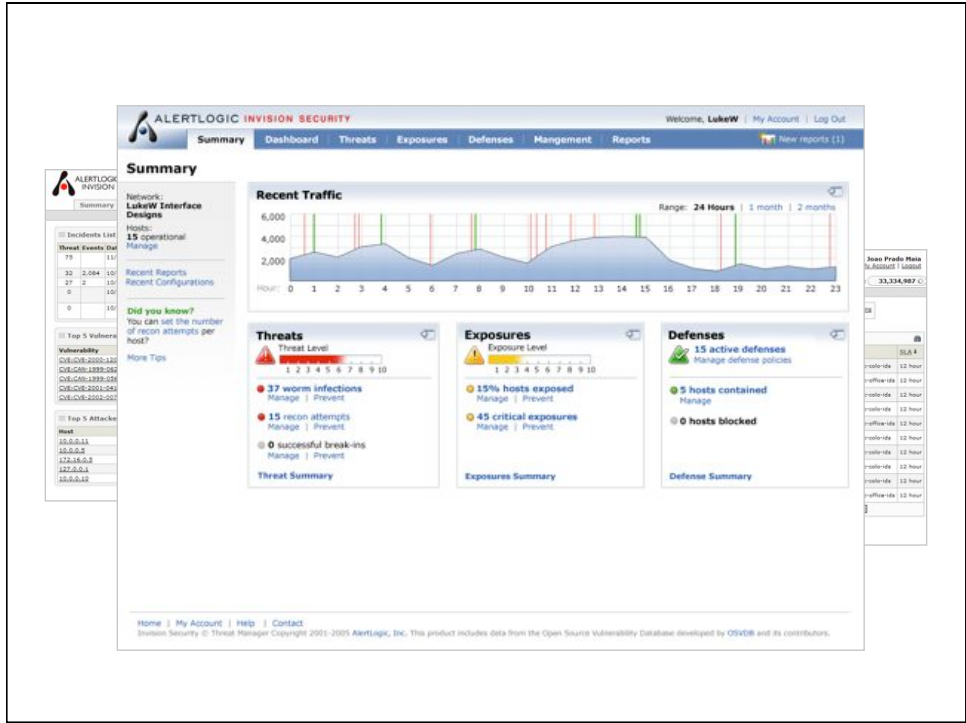
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## To Summarize



- ! **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


40



## COMMUNICATING A CENTRAL MESSAGE

WHAT IS THIS?

EXPLAIN & DIFFERENTIATE

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

Hey, there's a conference!

**Register.**

**\$200**

That's it. No hassle. (Well, it's not like your boss is gonna pay for it, is it?)

**Who's responsible?**

**Jeffrey Veen**  
Designer, Author, and Entrepreneur

**Bryan Maass**  
OOD, Adaptive Path

**Who's speaking?**

**Evan Williams**  
Founder, Blogger and Twitter

**Matt Mullenweg**  
Founder, WordPress

**Martin Wern**  
43 Pixels

**Steve Trett**  
Founder, Six Apart

**On Walk**

**Quit your day job.**

**start** is a one-day conference in San Francisco designed for **smart, talented Web people** to take hold of their ideas, follow their dreams, and start their own companies.

You'll hear from founders of **successful startups**, and learn from investors, lawyers, and others who can outline potential pitfalls. They'll give you **practical advice**, tell their **horror stories**, and **maybe lend you a little inspiration**. If you've ever dreamt of taking the plunge, don't miss this chance to hear from the experts!

**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.

**When? Where?**

**August 7, 2008**

**POW MASON CENTER**  
SAN FRANCISCO

Cowell Theater, Fort Mason, San Francisco, CA  
Cowell Theater is a wheelchair accessible facility.  
Map and directions

**Who's sponsoring?**

### 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)

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### We sort the web of photos

Who's who? Polar Rose adds context to any person, on any photo, on 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](#), [Kodak 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.

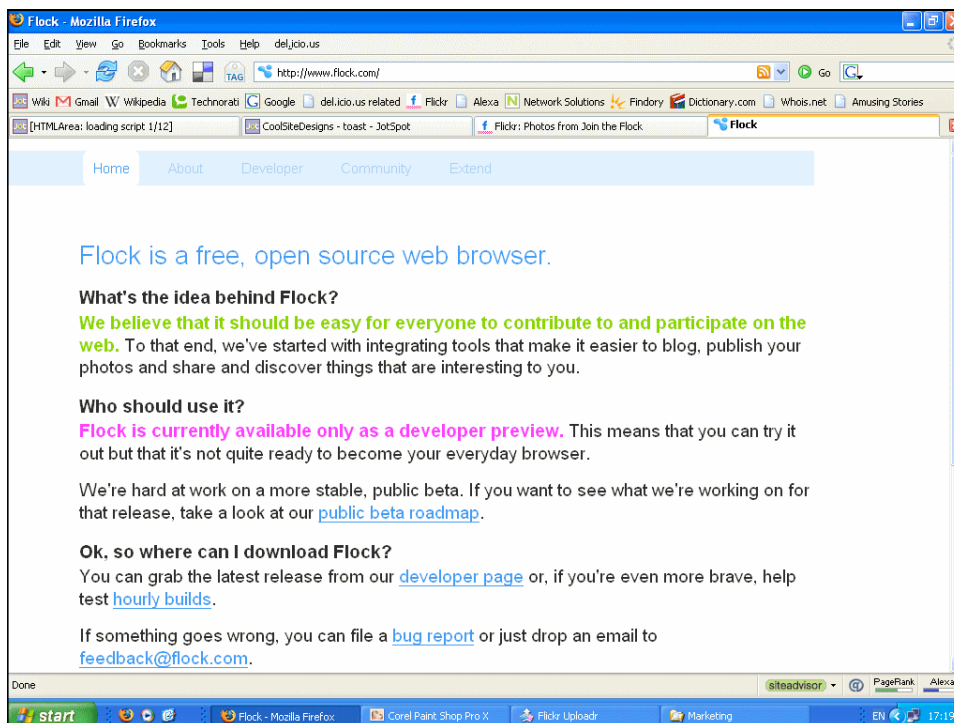
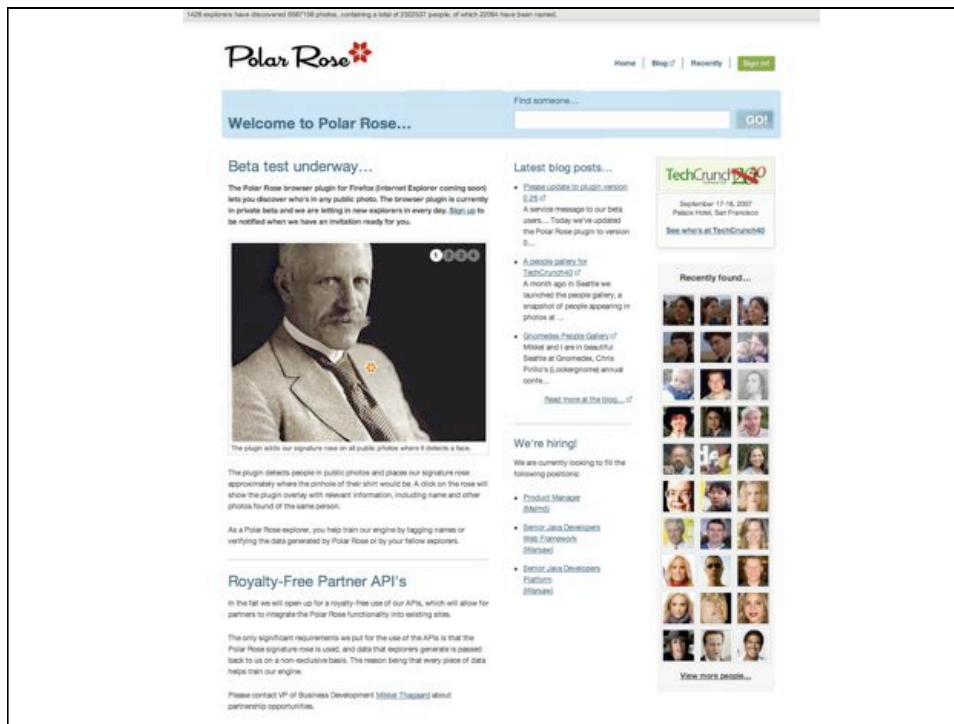
#### Sign up to be notified

Just enter your email address and we'll drop you a mail when we open up for beta testing.

(We too hate spam.)

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## TAKE ACTION

## WHAT DO I DO NOW?

### USER NEEDS & BUSINESS GOALS


52

HOME | DESTINATIONS | PACKAGES | HISTORIES | WEDDINGS | REAL ESTATE | FAIRMONT PRESIDENT'S CLUB | GIFT CARDS | SEARCH

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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.**

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----- Forwarded message of existing email -----

From: **Renkoo Bee** <[nccealy@mail.renkoo.com](mailto:nccealy@mail.renkoo.com)>  
 Date: Sep 13, 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](mailto:findkarma@gmail.com)

---



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

Ryo used **Renkoo** to invite you to lunch.

**Ryo says:**  
 OHOMGRQFLBBQ! 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 chowing down on some bbq (I'll probably

Please follow this URL to reply: <http://renkoo.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:

---

From: Adam at Renkoo.com <noreply@mail.renkoo.com>  
Reply-To: "Adam" <adam@renkoo.net>  
Date: Sep 13, 2006 2:23 PM  
Subject: Adam sent you a Renkoo invite to Adams Pool Party.  
To: luke@luken.com



**Adam Rifkin** invites you to a party at House of Fluff in Millbrae on Thursday, October 15 at 04:00pm

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](#)

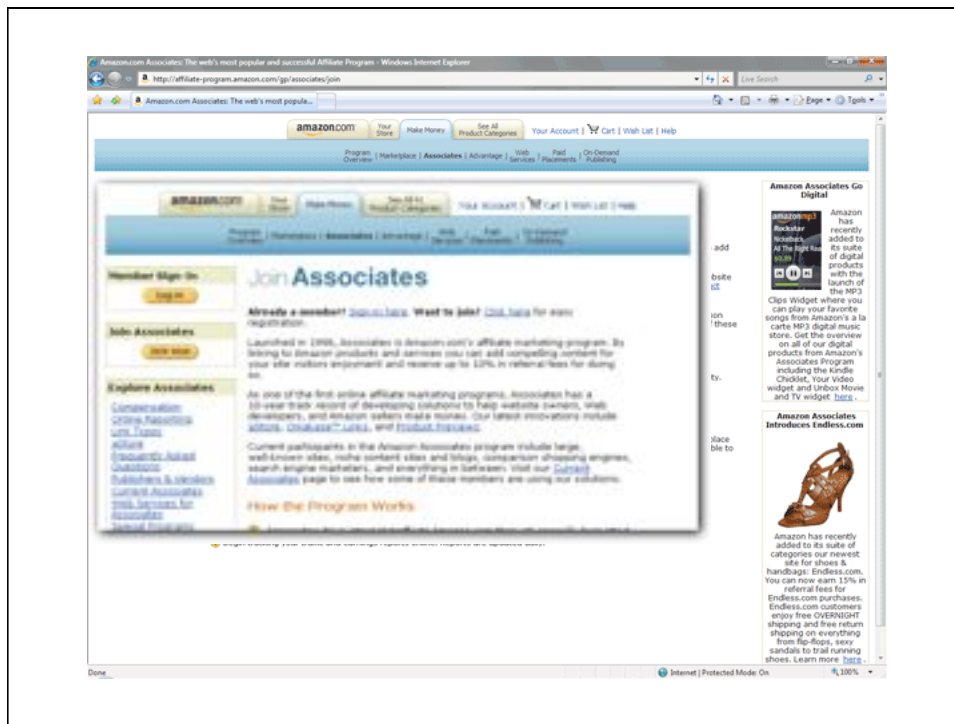
**Adam says:**

OHOMGROFLBBQ! The summer of Openitive 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 blog!

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

P.S. Hate email? [Get IM](#) or [text message invitations](#) instead.

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





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## Get Firefox 1.0!

The wait is over. Get Firefox 1.0, the [faster, better web browser](#). Now available in 27 languages, for Windows, Mac OS X and Linux. "I suggest dumping Microsoft's Internet Explorer" — [Walt Mossberg, Wall Street Journal](#).

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### Thunderbird 1.0

[Thunderbird 1.0](#) is Mozilla's next generation e-mail client. Thunderbird makes emailing safer, faster, and easier than ever before with the industry's best implementations of features such as intelligent spam filters, saved search folders, built-in RSS support, privacy protection and [much more](#).

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### In the Store

Get [Firefox 1.0 on CD](#) and purchase the [official Firefox guidebook](#), the [Firefox 1.0 commemorative t-shirt](#) and more at the [Mozilla Store](#).

### Announcements

- Dec 17: [One Million Downloads of Thunderbird 1.0](#)
- Dec 17: [Mozilla 1.7.5 Released](#)
- Dec 15: [Mozilla Foundation Places Two-Page Advocacy Ad...](#)

### mozillaZine News

- Dec 22: [Voting Problems Strike Mozilla Firefox 1.0/US P...](#)
- Dec 22: [Mozilla Sunbird Update: 0.2 Branched, Backend W...](#)
- Dec 22: [Lightning Project Launched to Provide Calendar...](#)

### Other Mozilla Software

- [Camino 0.8.2](#)
- [Mozilla 1.7.5](#)
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# Firefox 2

The award-winning Web browser is now faster, more secure, and fully customizable to your online life. With Firefox 2, we've added powerful new features that make your online experience even better.

Download Firefox - Free

2.0 for Mac OS X, English (139MB)

[System Requirements](#) - [Release Notes](#) - [Other Systems & Languages](#)

- ✓ Enjoy a Better Web Experience

Firefox 2 delivers helpful new features to make your online experience more productive.
- ✓ Stay Secure on the Web

Firefox continues to lead the way in online security, and now includes active protection from online scams to keep you safer.
- ✓ Personalize Your Browser

Choose from over a thousand useful add-ons that enhance Firefox. It's easy to personalize Firefox to make it your own.

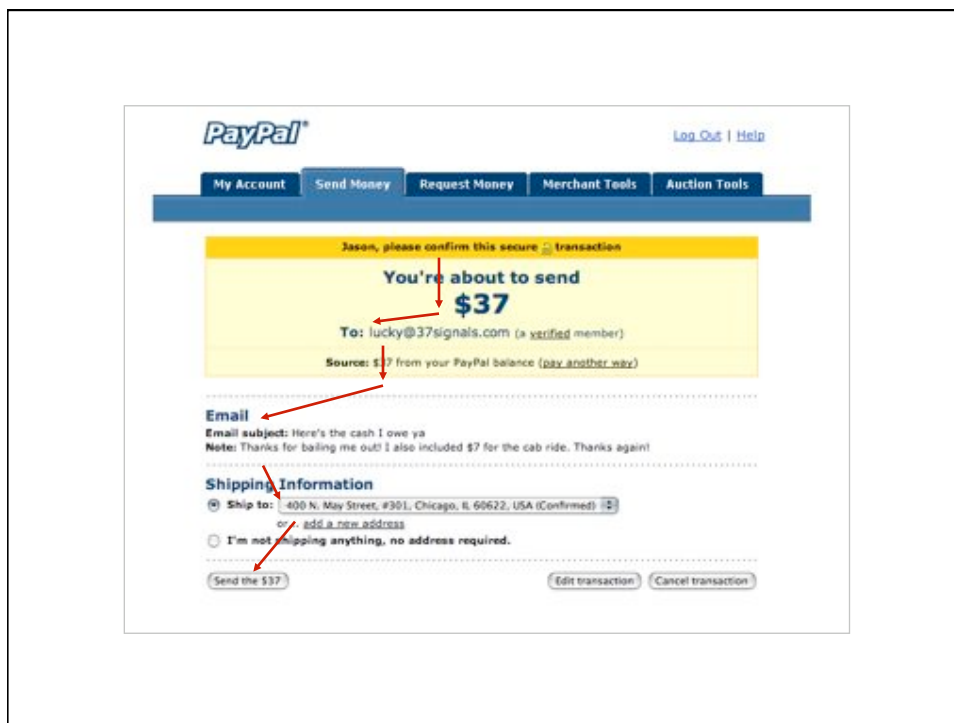
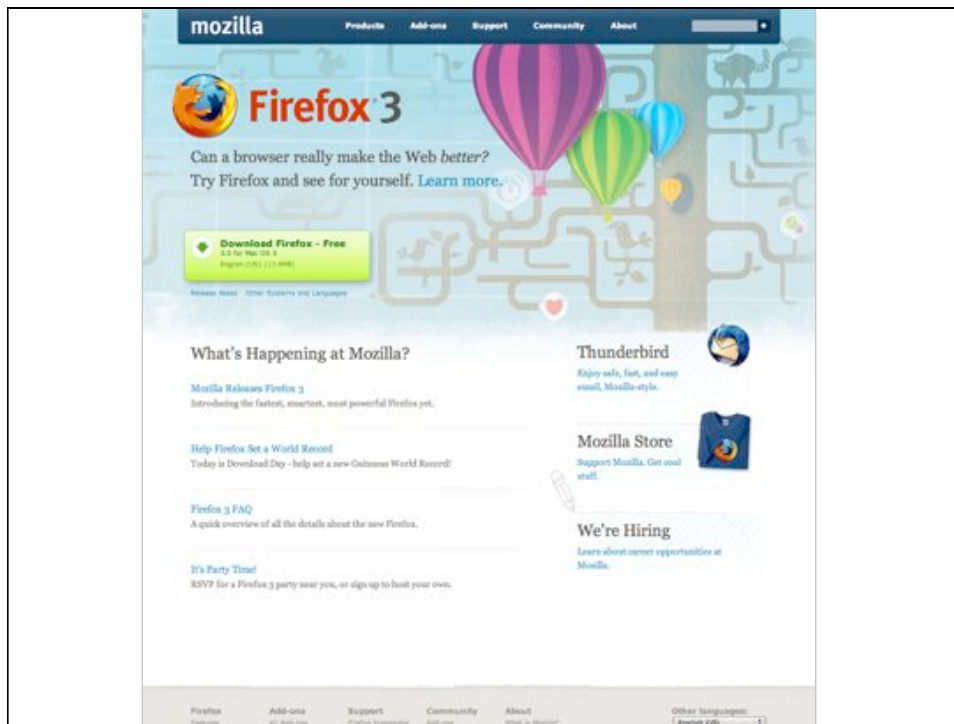
January 2006 Software & Dev Tools Firefox Web browser  
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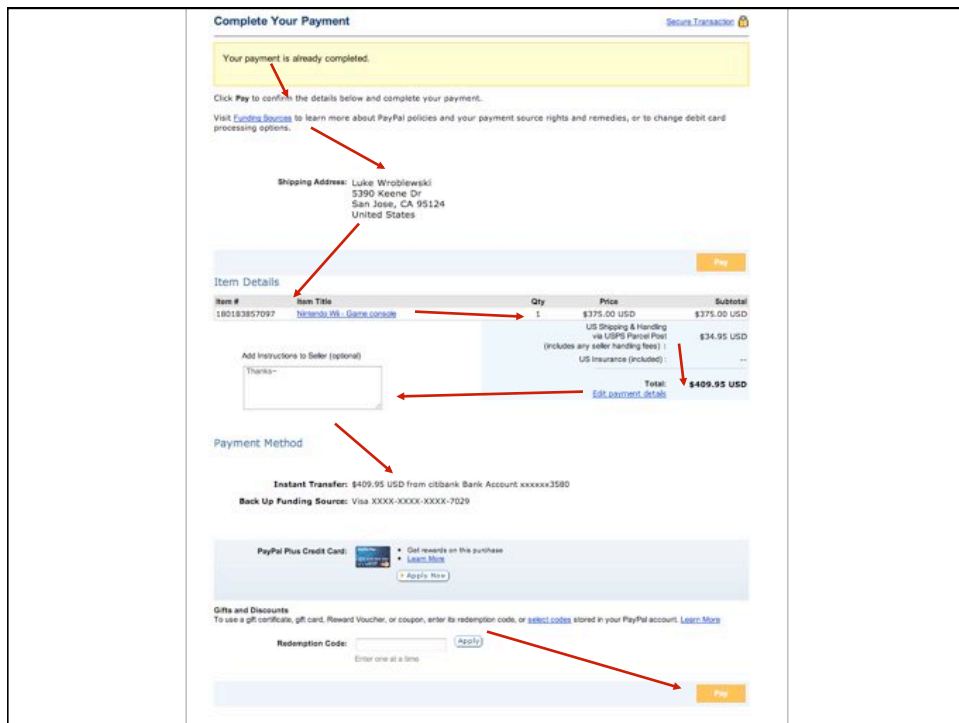
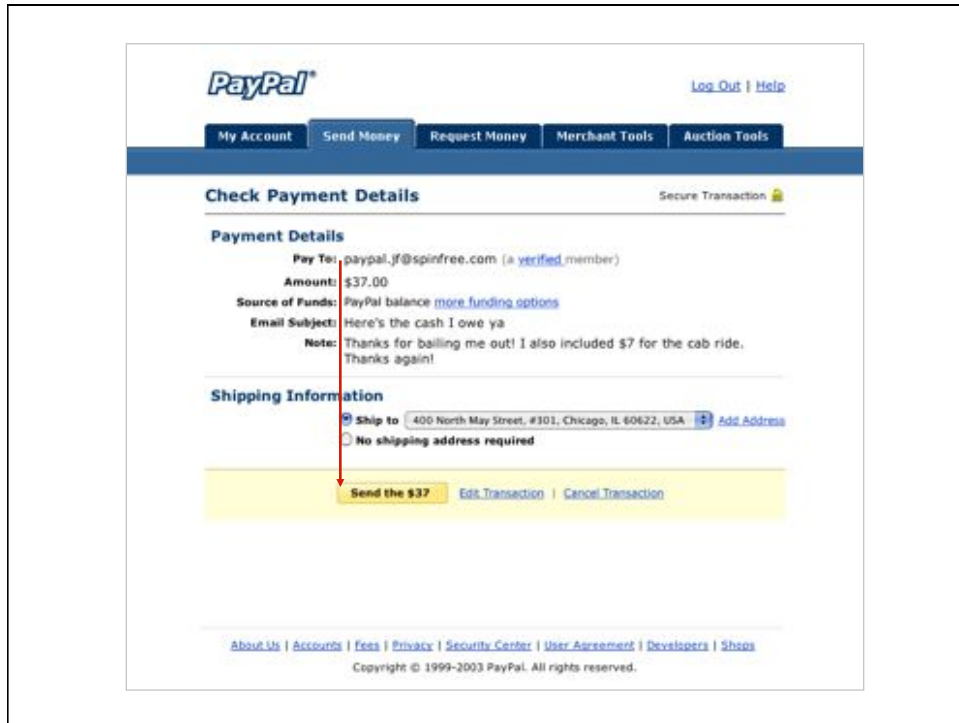
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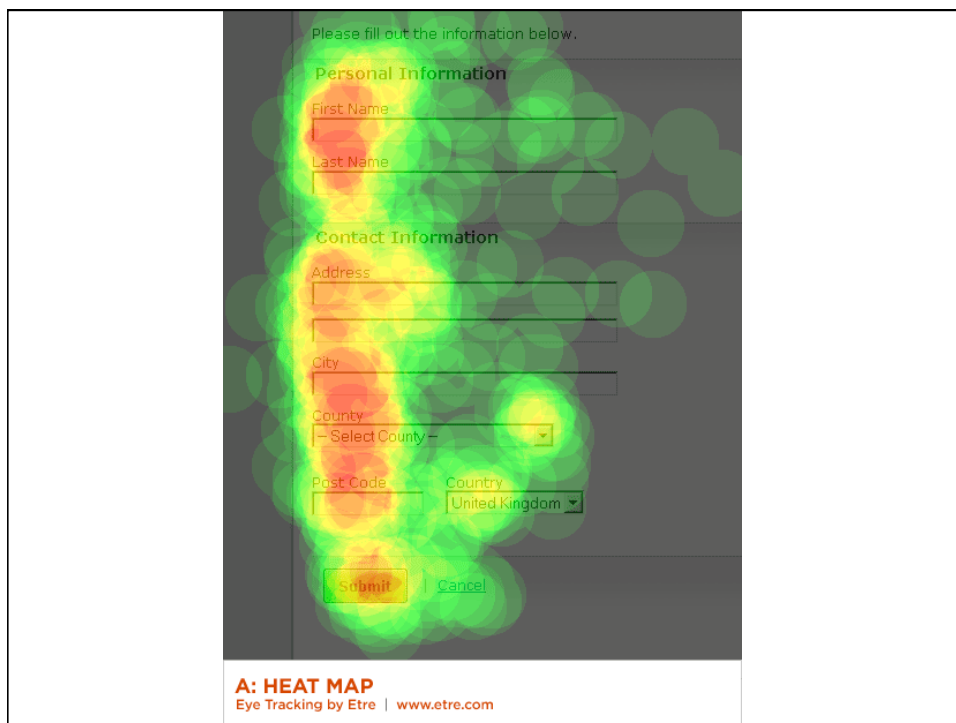
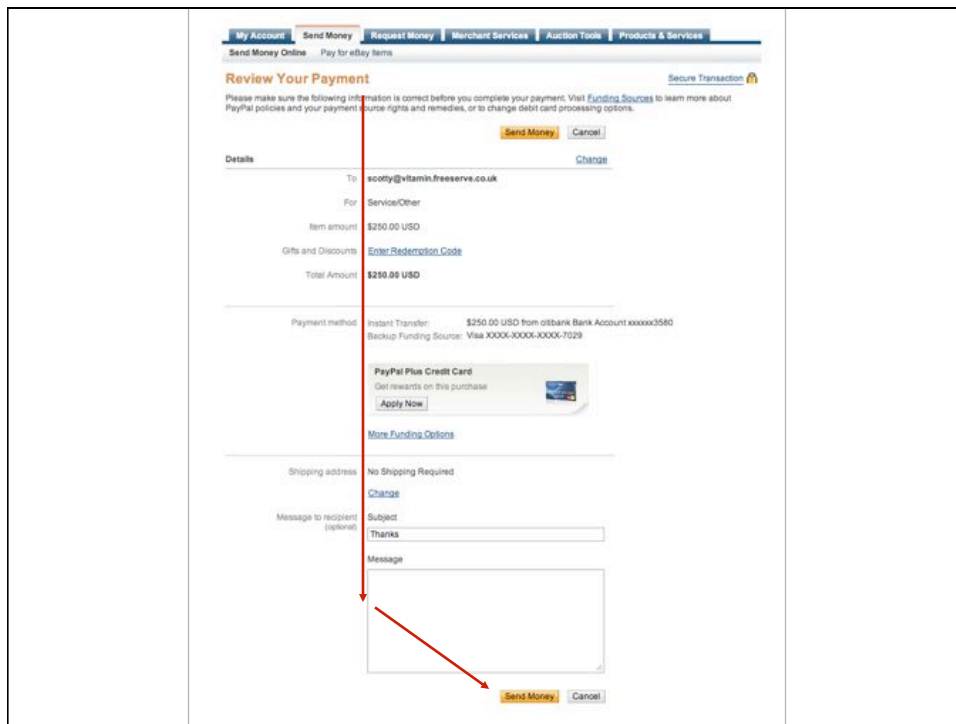
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**ORGANIZE  
INFORMATION**

**WHAT CAN I FIND  
HERE?**

**PRESENT DATA**

**24% CONTENT  
76% SITE OVERHEAD**

The screenshot shows the Chicago Tribune homepage with a grid overlay. The grid highlights various sections: a large red banner for 'IS YOUR TEENAGER A SAFE DRIVER?' (Toyota advertisement), a green box around the main article 'City celebrates Olympics bid win', a grey box around a 'Wanted women 35-54' advertisement, and a small box around a 'Chicago moment 2016 bid city' video. The right side of the page is filled with a dense column of smaller news items and images, representing the '76% SITE OVERHEAD' mentioned in the text.

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Janice Kleinschmidt 2008-04-11 12:17:54.0

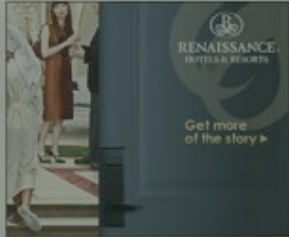
PAGES: [1](#) [2](#)



LAUNCH SLIDESHOW © Bing H2O

Fancy water that's costlier than wine

A few months ago, Madonna's pal let it slip that the Material Girlfriend spends \$10,000 each month for water.




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| Stocks  | Select Companies |
| News    | Select Industry  |

**YAHOO! ANSWERS**

ask

We have found an interesting answer to your question about **How long do hair highlights last?**

How long do hair highlights last?

Hair styling usually involves the use of heat, which can dry out the hair. The average lifespan of hair highlights is about 6-8 weeks.



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**YAHOO! ANSWERS** Welcome, paulsmith (Sign Out, My Account)

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Home > Food & Drink > Cooking & Recipes > Resolved Question [More from this Category >](#)

**Resolved Question: Closed to new answers**

**Cakes/decorating-looking for a recipe for fondant-like frosting made with white chocolate and corn syrup?**

*Crefy*  
This is also a rolled item but tastes much better than fondant. Anyone else similar? I've tried a few combinations but haven't hit the right portions yet.  
5 days ago - [Report Abuse](#)

**Best Answer - Chosen by voters**  
That sounds like chocolate plastic. There's a recipe here: <http://allrecipes.com/Recipe/Quick-Pour-Chocolate-Fondant/Detail.aspx>  
3 days ago - [Report Abuse](#)

**Was this helpful?**  
With your search for "fondant-like frosting?"

Still have a Question? Ask.

**Related Questions**

- How can I make fondant frosting at home?
- What is fondant?
- Why doesn't fondant taste good?

35 Interesting! Share by Email Comment (1) Save See who starred this

**Answers** Show: Total rating higher than 5

That sounds to me like a pourable fondant. They have the recipe at [www.marthastewart.com](http://www.marthastewart.com)  
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*Jeremy S*

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**Illinois News**

A great new way to learn about groundcovers  
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**Illinois in the News**

Chicago Sun-Times (March 25) - Jack Valenti, who announced his retirement Tuesday as head of the Motion Picture Association of America, will be among the guests at Roger Ebert's sixth annual Overlooked Film Festival at the U. of I.

**Shortcuts**

Click for Quick Links

**Calendar**

29 Mar Moroccan Women's Velvet Revolution  
30 Mar Preview of the Roger Ebert Film Fest  
30 Mar Fes Festival of World Sacred Music  
31 Mar Reconstructing President Bush's Rhetoric of WMD

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Cross Campus Initiatives seek logo

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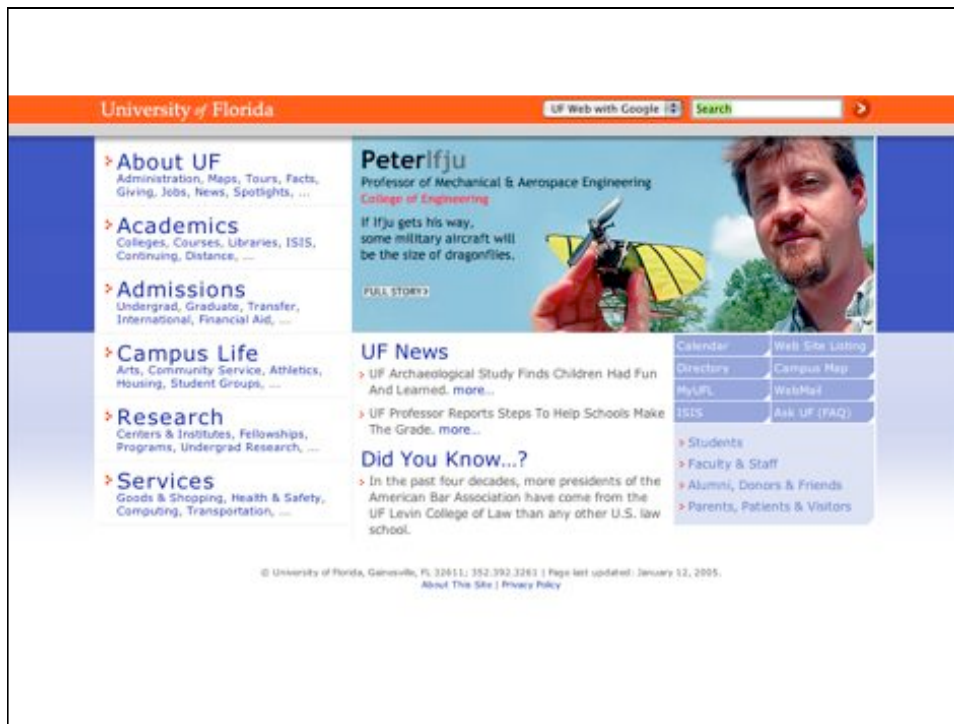
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## A Simple Table

| General Statistics               |    |
|----------------------------------|----|
| Current Caseload:                | 10 |
| Number of Admissions Today:      | 5  |
| Number of Admissions This Month: | 35 |
| Number of Admissions Last Month: | 30 |
| Number of Discharges Today:      | 3  |
| Number of Discharges This Month: | 22 |
| Number of Discharges Last Month: | 34 |

| General Statistics               |    |
|----------------------------------|----|
| Current Caseload:                | 10 |
| Number of Admissions Today:      | 5  |
| Number of Admissions This Month: | 35 |
| Number of Admissions Last Month: | 30 |
| Number of Discharges Today:      | 3  |
| Number of Discharges This Month: | 22 |
| Number of Discharges Last Month: | 34 |

| General Statistics               |    |
|----------------------------------|----|
| Current Caseload:                | 10 |
| Number of Admissions Today:      | 5  |
| Number of Admissions This Month: | 35 |
| Number of Admissions Last Month: | 30 |
| Number of Discharges Today:      | 3  |
| Number of Discharges This Month: | 22 |
| Number of Discharges Last Month: | 34 |

| Statistics        |   |
|-------------------|---|
| Current Caseload: | <b>10</b>                                 |
| New Admissions:   | 5 today<br>35 this month<br>30 last month |
| Discharges:       | 3 today<br>22 this month<br>34 last month |

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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

|                             |   |    |    |
|-----------------------------|---|----|----|
| <b>Current Caseload: 10</b> |   |    |    |
| New Admissions:             | 5 | 35 | 30 |
| Discharges:                 | 3 | 22 | 34 |

- ! “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

|                             |   |    |                   |
|-----------------------------|---|----|-------------------|
| <b>Current Caseload: 10</b> |   |    |                   |
|                             |   |    | <b>last month</b> |
| New Admissions:             | 5 | 35 | 30                |
| Discharges:                 | 3 | 22 | 34                |

<http://andreymagin.com/blog/redesigning-a-simple-table>

## After Visual Communication?



|                          | Today    | This Month<br>Apr 2006 | Last Month<br>Mar 2006 |
|--------------------------|----------|------------------------|------------------------|
| New Admissions           | 5        | 35                     | 30                     |
| Discharges               | 3        | 22                     | 34                     |
| <b>Current Case Load</b> | <b>3</b> |                        |                        |

**Current Case Load - 10**

|                       | Today    | This Month<br>Apr 2006 | Last Month<br>Mar 2006 |
|-----------------------|----------|------------------------|------------------------|
| <b>New Admissions</b> | <b>5</b> | 35                     | 30                     |
| <b>Discharges</b>     | <b>3</b> | 22                     | 34                     |

- ! **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?



|                   |          |               |               |
|-------------------|----------|---------------|---------------|
| Current Case Load | 10 today |               |               |
| New Admissions    | 5 today  | 35 this month | 30 last month |
| Discharges        | 3 today  | 22 this month | 34 last month |

|                   |          |               |               |
|-------------------|----------|---------------|---------------|
| Current Case Load | 10 today |               |               |
| New Admissions    | 5 today  | 35 this month | 30 last month |
| Discharges        | 3 today  | 22 this month | 34 last month |

- ! 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

## After Visual Communication?



| Statistics |       |            |        |
|------------|-------|------------|--------|
|            | today | this month | change |
| Admissions | 5     | 35         | + 5    |
| Discharges | 3     | 22         | -12    |

**Current Caseload: 10**

- ! 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?



| Statistics            |                   |
|-----------------------|-------------------|
| Current Caseload: 10  |                   |
| <b>New Admissions</b> | <b>Discharges</b> |
| 5 today               | 3 today           |
| 35 this month         | 22 this month     |
| 30 last month         | 34 last month     |

- ! 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

| General Statistics               |    |
|----------------------------------|----|
| Current Caseload:                | 10 |
| Number of Admissions Today:      | 5  |
| Number of Admissions This Month: | 35 |
| Number of Admissions Last Month: | 30 |
| Number of Discharges Today:      | 3  |
| Number of Discharges This Month: | 22 |
| Number of Discharges Last Month: | 34 |

| Statistics             |                    |
|------------------------|--------------------|
| Current Caseload: 10   |                    |
| <b>New Admissions:</b> | <b>Discharges:</b> |
| 5 today                | 3 today            |
| 35 this month          | 22 this month      |
| 30 last month          | 34 last month      |

Explanation for new users on mouseover

| Current Caseload: 10 |   | last month |
|----------------------|---|------------|
| New Admissions:      | 5 | 35 30      |
| Discharges:          | 3 | 22 34      |

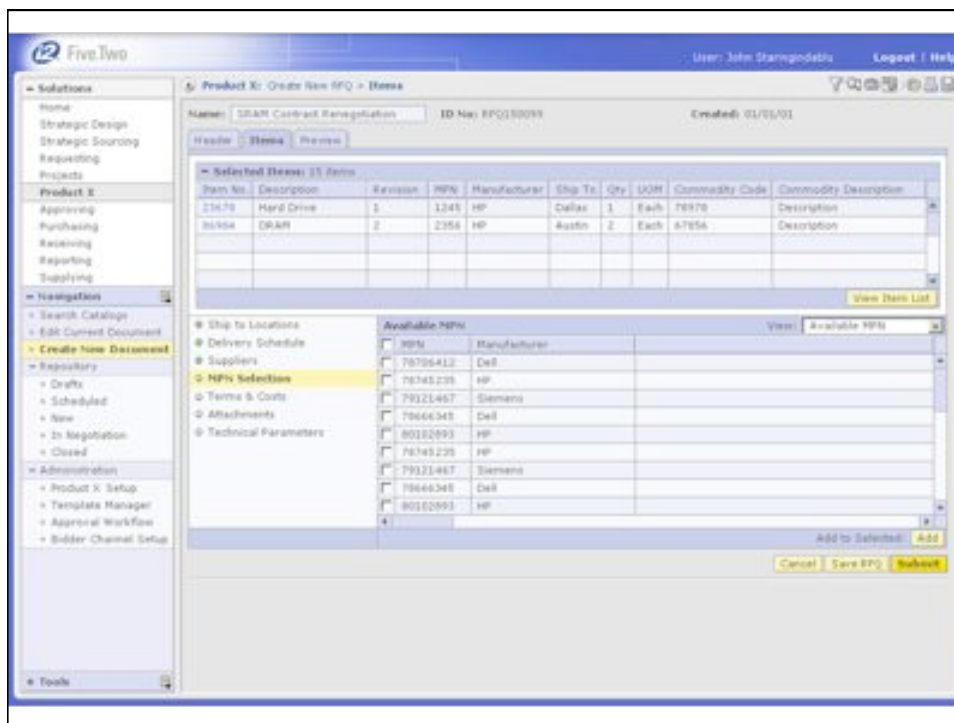
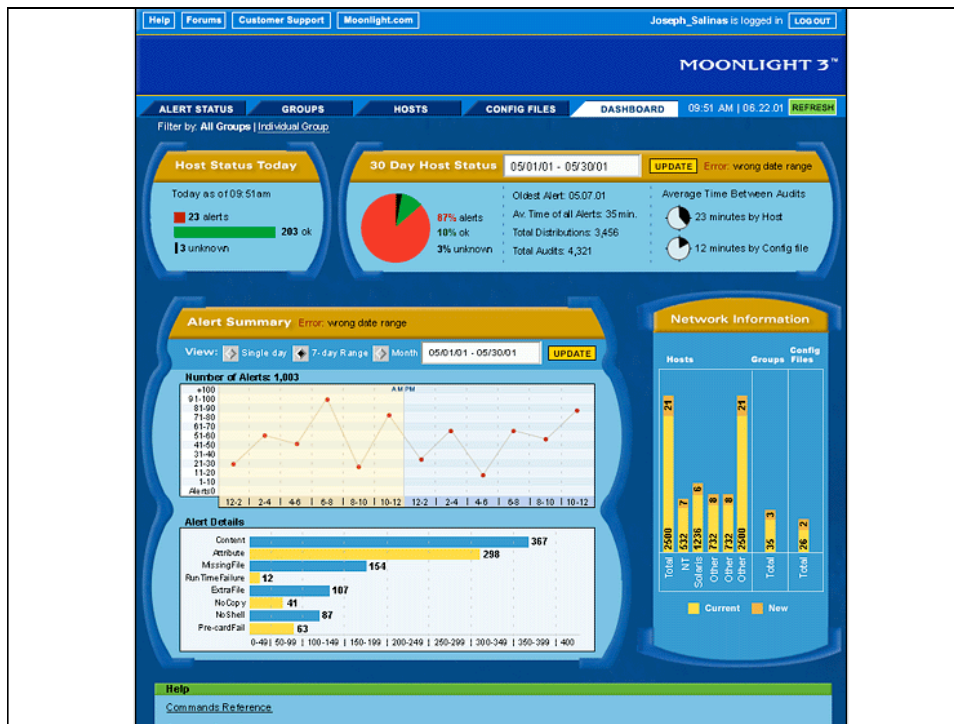
|                   | Today | This Month<br>to date | Last Month<br>to date |
|-------------------|-------|-----------------------|-----------------------|
| New Admissions    | 5     | 35                    | 30                    |
| Discharges        | 3     | 22                    | 34                    |
| Current Case Load | 10    |                       |                       |

| Current Case Load - 10 |   | This Month<br>to date | Last Month<br>to date |
|------------------------|---|-----------------------|-----------------------|
| New Admissions         | 5 | 35                    | 30                    |
| Discharges             | 3 | 22                    | 34                    |

| Current Case Load |          | 10 today      |               |  |
|-------------------|----------|---------------|---------------|--|
| New Admissions    | 5 today  | 35 this month | 30 last month |  |
| Discharges        | 3 today  | 22 this month | 34 last month |  |
| Current Case Load | 10 today |               |               |  |
| New Admissions    | 5 today  | 35 this month | 30 last month |  |
| Discharges        | 3 today  | 22 this month | 34 last month |  |

| Statistics |       |            |        |
|------------|-------|------------|--------|
|            | today | this month | change |
| Admissions | 5     | 35         | + 5    |
| Discharges | 3     | 22         | -12    |

| Current Caseload: 10  |                   |
|-----------------------|-------------------|
| Statistics            |                   |
| Current Caseload: 10  |                   |
| <b>New Admissions</b> | <b>Discharges</b> |
| 5 today               | 3 today           |
| 35 this month         | 22 this month     |
| 30 last month         | 34 last month     |



FXTRADES

14 Mar 00 1:15 EST

Quote/Execute Trades View/Settle Trades Administration/Stored Instructions

### Quote Trades

| Title Sell          | Currency | Customer | Status | Volume                |
|---------------------|----------|----------|--------|-----------------------|
| Customer A buys JPY |          |          |        | (VOLUME: \$4,123,450) |
| Customer B buys EUR |          |          |        | (VOLUME: \$1,356,590) |
| Customer D buys EUR |          |          |        | (VOLUME: \$1,356,590) |

TIME LEFT: 14 Sec.

**EXCLUSIVE SPOT TRADE**

Customer D buys EUR  
\$1,000,000.00 SPOT against USD

Estimated USD \$1,356,590.00

Enter EUR/USD Quote:  P1 to 2000 quote

Date: 16 Mar 00

Comment:

**REUTERS Quotes**

14 Mar 00 1:15 EST EUR/USD: 1.3566

#### Customers

Logged In: Executing Trade

- Customer A: No
- Customer B: No
- Customer C: Yes
- Customer D: Yes
- Customer E: No
- Customer F: No

**Customer B**  
Dimitri Malinovic  
Affiliate Desk-Monster  
St. Louis, MO  
dimit@fxtrades.com  
312-496-3466  
312-496-3461  
Trade History

#### My Trades

| Week | Last              | All   |
|------|-------------------|-------|
| W    | Customer buys EUR | 12:15 |
| W    | Customer buys EUR | 12:30 |
| W    | Customer buys EUR | 12:42 |

CURRENEX

Quote Requests Reports Market Data Administration

Sort:

**SP Customer A b EUR vs USD**

Requests

Amount: EURO 2.5 MO

Date:

**OR Customer B b USD vs JPY**

Sent

Amount: JPY 3.880

Quote: 101.395

**SP Customer C b GBP vs USD**

Waiting for Customer

Amount: USD 2.880

Quote: 1.5953

**OR Customer D b EUR vs USD**

Done Away

Amount: EUR 1.7 MO

Quote: .9607

**Customer A**

Buy EUR 2,500,000.00  
Sell USD

Spot, 17 MAR 00  
Estimated Dollar Value: 2,401,000

Enter Quote:  P1 to Clear

Time Remaining:

Status: Quote Requested

**Customer L**

JPY quote 106.75  
1.7 MO  
SPOT, 17 MAR 00  
Away

**Market Information**

|       |           |         |
|-------|-----------|---------|
| EURA  | 11,100.82 | -13.05  |
| S&P   | 1,404.47  | +5.00   |
| MASD  | 4,409.28  | +141.69 |
| 30 YR | 6.00%     | -0.030  |

**Active Customers**

| Customer   | Ex. Trade |
|------------|-----------|
| Customer F |           |
| Customer G |           |
| Customer H |           |
| Customer I |           |

**My Trades**

| Customer   | Customer | Amount | Quote           | Status |
|------------|----------|--------|-----------------|--------|
| Customer L |          | 1.7 MO | SPOT, 17 MAR 00 | Away   |
| Customer P | CAD      | USD    | 2.3 MO          | Done   |
| Customer R | EUR      | JPY    | 3.1 MO          | Done   |
| Customer A | EUR      | USD    | 2.5 MO          | Done   |

## 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**
  - ! [www.lukew.com/ff/](http://www.lukew.com/ff/)
- ! **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](mailto:luke@lukew.com)