CONTENT PAGE DESIGN
BEST PRACTICES

LUKE WROBLEWSKI
IASUMMIT, APRIL 2008

Luke Wroblewski

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

LukeW Interface Designs
• Principal & Founder
• Product design & strategy services

Author
• Site-Seeing: A Visual Approach to Web Usability (Wiley & Sons)
• Form Design Best Practices (Rosenfeld Media) - Upcoming
• Functioning Form: Web applications, product strategy, & interface design articles

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

http://www.lukew.com
A few years later...
We optimize for this.  

Web content lives in this.

Site Hierarchy  

Web Ecosystem

Thanks to Tom Chi for the types!
<table>
<thead>
<tr>
<th>Site Hierarchy</th>
<th>Web Ecosystem</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5%</strong></td>
<td><strong>95%</strong></td>
</tr>
<tr>
<td><strong>85%</strong></td>
<td><strong>15%</strong></td>
</tr>
</tbody>
</table>

Your situation may vary.

Understanding this context...
Communication

From: Bob Saxby
Subject: Web form article
Date: September 28, 2007 8:01:00 PM PDT
To: LukeW

Figured you'd be interested in this form design study (with eye-tracking to boot!)

Primary & Secondary Actions in Web Forms

... Bob
Communication

Actions in web forms:
http://www.lukew.com/article...

gregwalloch

Except that that research didn't test one of the most common models found in application design over the past couple decades: primary button at the right, secondary at the left with buttons aligned to the bottom right corner. Just about every other model available was tested as shown in Luke's article http://www.lukew.com/resources/articles/PSsections.asp but this very common model was left out.

On Nov 20, 2007, at 8:29 PM, Juan Ruiz wrote:

I think Luke W's article (posted on this thread previously) answers a lot of our questions based on research and statistical data. Primary button should be on the left, secondary button on the right. Buttons should be left aligned.

Cheers!
Todd Zaki Warfel
President, Design Researcher
Display Surfaces
Primary & Secondary Actions in Web Forms

Category: Usability

Luke Wroblewski has been doing some research for his new book and took a look at some eye tracking and usability studies to do with web form design.

He wrote up his findings in Primary & Secondary Actions in Web Forms, where he discusses alignment, differentiating fields, and placement of various pieces of the form layout:

"While the primary goal of most web form designs is to get people through a form as quickly and painlessly as possible, there are situations where slowing people down is advisable, when choosing between primary and secondary actions, visual distinctions are a useful method for helping people make good choices."

---

Simon Wilkinson’s Weblog: Primary & Secondary Actions in Web Forms

"Fascinating results from an eye tracking study on the placement of "Submit" and "Cancel" buttons..."

mjrb: User-a-freakin-ility

"It may come as no surprise to you that a lot of my work involves building/designing web forms..."

webAjax: Accessibility : Disposition des éléments et boutons dans un formulaire

"Je commence à lire pas mal de choses sur l'art et la manière de contraster et disposer les éléments d'une page web pour que l'œil du visiteur..."

GavinBenda.com.au: TIPS FOR DESIGNING FORMS

"Forms are used for all sorts of things on the web, from simple email contact forms..."

the online fox: Primary and secondary actions in forms

"Luke Wroblewski has been doing some research for his new book, Web Form Design Best Practices..."

Code Odyssey: Påstående och form på knappar i webbformulär

"för att webb vilken modell av interaktionsdesign som kommer ge bäst resultat är det en bra idé att genomföra tester på olika förslag."
Content Aggregators

A long-standing form design principle: illuminate a clear path to completion. Aligning inputs and actions with a strong vertical axis clearly communicates how to go about completing a form.

marintrix

Where to place Submit and Cancel in WebForms

modark
Primary & Secondary Actions in Web Forms

“A typical Web form usually enables several “final” actions. Actions like “Submit”, “Save”, or “Continue” are intended to enable form completion—the primary goal of just about any form. Because they enable the most important action on the form (completing it), they’re referred to as primary actions.”

Submitted: 33 days ago, made popular 32 days ago
Submitter: [username] (users: submissions, diggs, comments)

Content Aggregators

Search
People come from different contexts...

What happens when they arrive?
Primary & Secondary Actions in Web Forms

In recent months, I’ve been working on refining the design recommendations in my upcoming book, *Web Form Design: Best Practices*. Through actual usage data, I’ve found that most users are familiar with general purpose forms and are actually focusing on specific aspects of their form design.

### Primary & Secondary Actions

A common mistake is to assume that actions like “submit” are the most common actions within a form. The actions that are used the most are actually referred to as primary actions. Secondary actions, on the other hand, tend to be less common and are often used to trigger additional actions or provide more information to the user.

A TYPICAL WEB FORM

**Personal Information**
- First Name
- Last Name

**Contact Information**
- Address
- City
- State/Province
- Zip Code
- Country

**Submit**

**Primary Action**

**Secondary Action**

Related Resources

- Articles & Papers
- Articles & Papers
LukeW. Primary & Secondary Actions in Web Forms
http://www.lukew.com/eyeon/components/primary-secondary-actions/

Primary & Secondary Actions in Web Forms
A typical Web form usually enables several “first” actions. Actions like “Submit”, “Save”, or “Continue” are intended to enable form completion—the primary goal is just about anyone who has started filling in a form. Because they enable the most important action on the form (completing), they are often

LukeW. Primary & Secondary Actions in Web Forms
http://www.lukew.com/eyeon/components/primary-secondary-actions/

He wrote up his findings in Primary & Secondary Actions in Web Forms, where he discusses alignment, differencing fields, and placement of various pieces of the form layout.

Keep links & titles in synch
City celebrates Olympics bid win

By Gary Wolinslau and Melinda R. Kuder

Published April 16, 2007, 9:08 PM EDT

Showered, pressed and still glowing from the weekend's selection of Chicago as the U.S. candidate to host the 2016 Olympic, Mayor Richard Daley took a celebratory lap around the city on Monday to help the United States Olympic Committee's cause and gather public support for the Games.

Daley described Chicago as an "American prototype" but also as a city that harkens from the ashes of the Great Fire of 1871 to welcome immigrants from around the world.

*Every one of us is going to be an*
24% CONTENT
76% SITE OVERHEAD

Make content your focus
No Clear Hierarchy
No Clear Hierarchy

Visual Hierarchy
People don't stay long.

- Across 650,000 URIs tested
- 25% of all documents were displayed for less than 4 seconds and
- 52% of all visits were shorter than 10 seconds
- Peak value was located between 2 and 3 seconds

Source: Clickstream Study Reveals Dynamic Web, Weboptimization.com
Short Attention Span Theater

**BEST PRACTICES**

- Deliver on promises made (even if you don't make them)
- Favor visual hierarchy over site hierarchy
- Short, concise, and scannable provides the option for further engagement
Olympics venue an intriguing bet, just not in Chicago

By bill Grimm | Tribune Staff Writer
April 17, 2007

It’s hard to imagine a snow-tipped vengeance in Chicago by the city’s bid to host the 2016 Summer Olympics, then to make a mark at it.

Odds are good you soon will be able to bet on Chicago’s chances, though not of the city’s principal financial exchanges.

Between now and October 2008, when the 2016 Olympics city is to be announced, the competition will be intense and deadly. Ongoing published stories from an auction agent to the site shadow-would help gauge the effectiveness of the city’s campaign.

Trading economic consequences through library fees or contracts to business in Chicago. For example, the Chicago Board of Trade trades a contract on whether or not the Federal Reserve will change its near-term interest rates target at its next policy meeting. The Chicago Board of Trade’s future exchange holds a binary contract on the probable merger of the NASD and Chicago Mercantile Exchange.

The next step is trying to understand when and why the Chicago Board of Trade will lose money on its contracts. After all, the Chicago Board of Trade trades a contract on whether or not the Federal Reserve will change its near-term interest rates target at its next policy meeting.

But officials at the Fed and the NASD say there is little chance that their reputation, the Commodity Futures Trading Commission, or their regulatory role will be affected by the merger. And the Chicago Board of Trade says it will not be affected by the merger. It is not affected by the merger.

How will the Chicago Board of Trade lose money on its contracts? The Chicago Board of Trade trades a contract on whether or not the Federal Reserve will change its near-term interest rates target at its next policy meeting. The Chicago Board of Trade says it will not be affected by the merger. It is not affected by the merger.

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Access to everything. Always.

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Access to what matters now.

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- West Ham 0-1 Portsmouth

Sport

- Liverpool edge out Arsenal in thriller
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- Wenger unhappy at penalty
Baghdad under anniversary curfew

Baghdad has imposed a one-day vehicle curfew as a security measure for the 9th anniversary of the city's capture by American forces.

It is five years since US troops pulled down a large statue of the late Saddam Hussein in the city centre.

The curfew was earlier called off for a mass anti-American rally, citing security concerns.

Medical workers said at least 12 people had been killed.

Political threat

A top US general said a protest planned to mark the date, Mr. Sa'di said.

He called it off, saying he feared there could be bloodshed.

The curfew also threatened to suspend a town - credited with helping curb violence levels in Iraq since last year - by the powerful Mahdi Army militia.

"It necessary the curfew be lifted in order to implement our rule, ideology, religion, principles...," a statement said.

On Monday, Iraq’s prime minister threatened to exclude the radical Shi'a cleric's movement from politics unless it distanced itself from the Mahdi Army.

In recent weeks, Mr. Sa'di's followers have clashed with Iraqi government troops and US forces in southern Iraq and Baghdad, as the government tried to crack down on militiamen.
France calls off Colombia mission

The French humanitarian mission sent to Colombia to try to secure the release of the hostage Ingrid Betancourt is being withdrawn from the country.

Colombian FARC rebels said they would not allow emergency medical aid to be delivered to the kidnapped politician.

The mission was "not acceptable" and was launched without the guerrillas' agreement, a FARC statement said.

France, Spain and Switzerland, which were jointly behind the mission, said it was "no longer justifiable."

"It will therefore leave Colombia soon," the three countries said in a statement.

French Foreign Minister Bernard Kouchner will travel to the region "soon" to discuss the situation, an official statement said.

President Nicolas Sarkozy had announced the French mission after reports that Ms Betancourt, who holds dual French-Colombian citizenship, was seriously ill. She was kidnapped while campaigning for the Colombian presidency six years ago.

Exchange demand

"The French medical mission is not acceptable and must go as is not the result of a prior agreement," said a rebel statement, which was issued online by FARC's ruling secretariat.

"We do not act under blackmail or under pressure from media campaigns," it added.
Liverpool 4-2 Arsenal (agg 5-3)

by ANDREW MCDONALD

Liverpool set up another Champions League semi-final with Chelsea after a stunning late win over Arsenal.

Abou Diaby put Arsenal into an early lead but Semi-Mythical Old Philippe Senderos to haul an equaliser.

Fernando Torres looked to have settled it when he scored in the top corner, until a superb Theo Walcott run allowed Emmanuel Adebayor to tap in.

But Kaka Touzé took out Ryan Babel and Gerrard held his nerve from the spot, before Babel broke to add a fourth.


Related detours
The bill that Hillary Rodham Clinton must now push for the Democratic presidential nomination looks more secure Monday, as it has most days lately.

Margaret Campbell, a Montana state legislator, plans to declare her support for Senator Obama, of Illinois, she becomes the 60th superdelegate he has
Decision Paralysis

“When faced with a higher number of options, less people end up making a choice.”

Decision Quality

“When presented with too many options, people don’t use difficult criteria to decide. They choose what’s most simple.”

“They choose what’s most simple.”
People are great at tuning things out.

Source: Nielsen/Norman Group images, USC Annenburg
People are great at tuning things out.
Getting related calls to action noticed.

- On search results pages...
- Decreased viewing has big impact on click-through
- If viewing of a link falls from 80% to 60%
- The initial probability the link will be selected falls by over 50%

If you don’t see it, you won’t click it.

Source: EyeTools Google Checkout Addendum, SendTec, Inc.
BEST PRACTICES

- If you make good on content, related calls to action (CTAs) are welcome
- Limit the number of choices people have to make
- Think through the presentation of related CTAs
CONTEXT
We find that people quickly evaluate a site by visual design alone. Design your site so it looks professional (or is appropriate for your purpose).

Who you going to trust?

Apples OS Edge is a Threat to Microsoft

A recent upgrade to the Mac operating system moves Apple closer to challenging Microsoft for overall computing dominance, even in the corporate market.

By Gary McGraw

The 20-year death grip that Microsoft has held on the core of computing is finally weakening—pried loose with just two fingers. With one finger you press "Control" and with the other you press "right arrow." Instantly you switch from a Macintosh operating system (OS) to a Microsoft Windows OS. Then, with another two-finger press, you switch back again. So as you sort family photos, you might use Mac's Photos. And when you need to access your corporate e-mail, you can switch back instantly to Microsoft Exchange.

This easy toggling on an Apple computer, enabled by a feature called Spaces, was but an interesting side note to last fall's upgrade of the Mac OS. But couples with other systems that work together, and they are forming in a very applying pattern. Apple's latest release of a tool set for programmers to write applications for the different devices turned to the news launch of their new software.

John Battelle's Searchblog

Gates at SAS Liveblogging...News: Sea Dragon...

I'm sitting in a auditorium at the Salesforce. Bill Gates is on stage introducing the Sea Dragon. The event is about a dozen corporate presentations of various kinds that are all related to Microsoft's new and improved software suite.

Bill Gates is still on stage, introducing more Sea Dragon products. The Sea Dragon is a new product that runs on a Windows platform and is designed to be used with a variety of hardware devices, including laptops, desktops, and tablets.

There is a lot of excitement in the room about the new software, and everyone seems to be excited about the possibilities it offers for businesses and consumers.

It's a great event and everyone is excited to see what the future holds for Sea Dragon.
Welcome Google Searcher!

I noticed you arrived here via Google looking for sea dragon. The article Google sent you to is below, but here at Searchblog, there are plenty of related posts you might want to check out. I use this search referer to help you find them, but you might also try the search box at left. Hope you enjoy poking around Searchblog, and let me know if you have any feedback.

To aid you on your search, here’s a list of related articles for your keywords:

- May 9, 2007 - SAS: Gary Beck Show Some Tantalizing Stuff
- May 9, 2007 - Gates at SAS, Liveblogging... News: Sea Dragon...
- January 27, 2007 - China, Premium Ads, Panama, and Miserable Failures (A Round-Up)
- September 29, 2006 - The Search In Pictures... With New Chapter

Also cool: you can highlight the terms you were looking for as they appear on this page. Enjoy!

Best,
John Battelle

May 8, 2007 9:15 AM

Gates at SAS, Liveblogging... News: Sea Dragon...

I’m sitting in a balcony at the Sheraton, waiting for Gates to come on for his keynote. The scene is pretty standard corporate client conference - vanilla house techno music, hundreds of attendees burbling to each other, Voice of God announcer bassing the crowd and...

The theme is "inspired" and the conference kicks off with a slide corporate video on that theme.

Bill Gates takes the stage after some sales pitch with Kevin Johnson and...
Visible Organization Articles

- Visual Communication & Web Application Design
- Visual Communication in Three Dimensions
- Understanding Visual Communication
- Design Separation & Visual Communication
- More visual organization articles (15)

Visible Organization

Aesthetics vs. usability. Usability experts are from Mars; graphic designers are from Venus. The debate between design (of the artistic sort) and design (of the technical sort) remains ongoing. A subtle line is drawn; it needs both to be successful.

Emotions are a seamless blend of graphic arts, technology, and human nature.

Perhaps the dividing line is in our minds: left brain (intuitive) vs. right brain (intuitive). Or, if we take a more determinist view: left brain (analytical) vs. right brain (analytical). But times are changing. The web is an understanding of the medium in which they work, so many have taken to code. Many have moved to the right side. Are developers and human factors at work in literature, left and right? They are for it: programming environments make it very easy to throw around images, colors, and forms (of all shapes and sizes). The responsibility is the right thing to do. This article, however, focuses on the other side of the visual communication coin: visual organization.

How we see: visual relationships

Whenever we attempt to make sense of information visually, we first

Visible Narratives: Understanding Visual Organization

by Luke Wroblewski

Art vs. engineering. Aesthetics vs. usability. Usability experts are from Mars; graphic designers are from Venus. The debate between design (of the artistic sort) and design (of the technical sort) remains ongoing. A website, however, can’t take sides; it needs both to be successful.

“Interactive design [is] a seamless blend of graphic arts, technology, and psychology.” —Brian Winser, 2002

So, why the debate? Perhaps the dividing line is in our minds: left brain (logical vs. right brain intuitive). Or, if we take a more deterministic view: few engineers have taken the time to study art and few artists have spent time programming or constructing usability tests. But times are changing. Visual designers working in the web need an understanding of the medium in which they work, so many have taken to code. Many have entered the usability lab.

But what about the other side? Are developers and human factors professionals immersed in literature on Gestalt and color theory? They certainly have the tools for it — programming environments make it very easy to throw around images, colors, and forms (of all shapes and sizes). But with power comes responsibility. And in this case, the need to understand how visual information communicates with your audience.

“We find that people quickly evaluate a site by visual design alone.” —Standards Guidelines for Web Credibility, 2002

Visual communication can be thought of as two intertwined parts: personality, or look and feel, and visual organization. The personality of a presentation is what provides the emotional impact — your individual response to what you see. Creating an appropriate personality requires the use of colors, type treatments, images, shapes, patterns, and more, to “pay” the right thing to your audience. This article, however, focuses on the other side of the visual communication coin: visual organization.

How we see: visual relationships

Whenever we attempt to make sense of information visually, we first
BEST PRACTICES

• Utilize the minimum amount necessary to set site context
• Build immediate credibility through the presentation layer
• See if you can leverage the origin
For more information...

- Functioning Form
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