

CONTENT PAGE DESIGN BEST PRACTICES

LUKE WROBLEWSKI
IASUMMIT, APRIL 2008

LUKEW
INTERFACE DESIGNS

YAHOO!

1

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

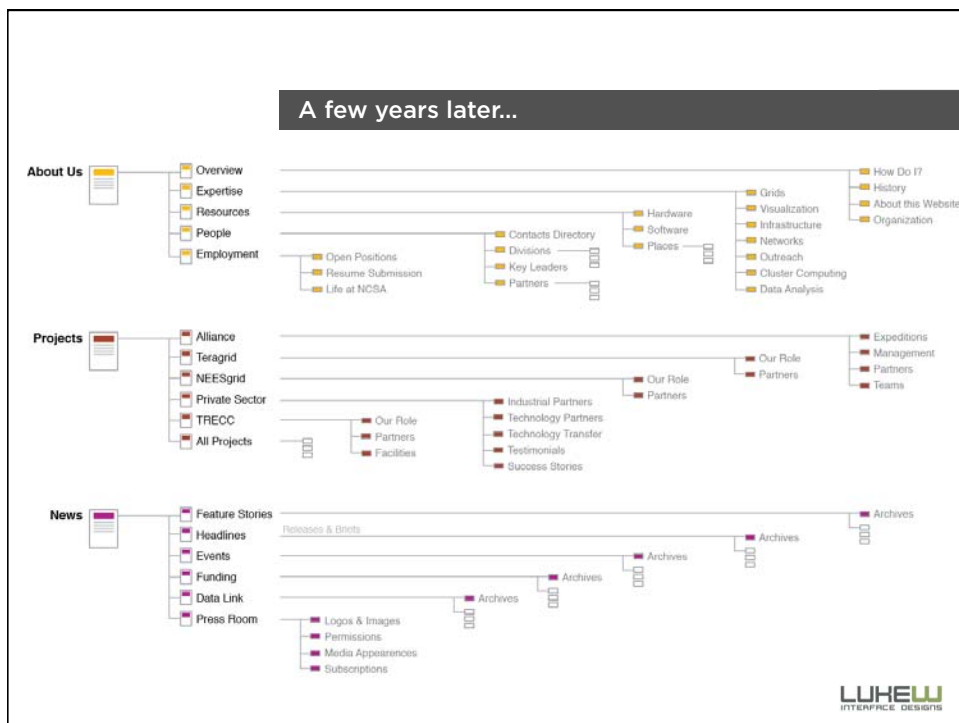
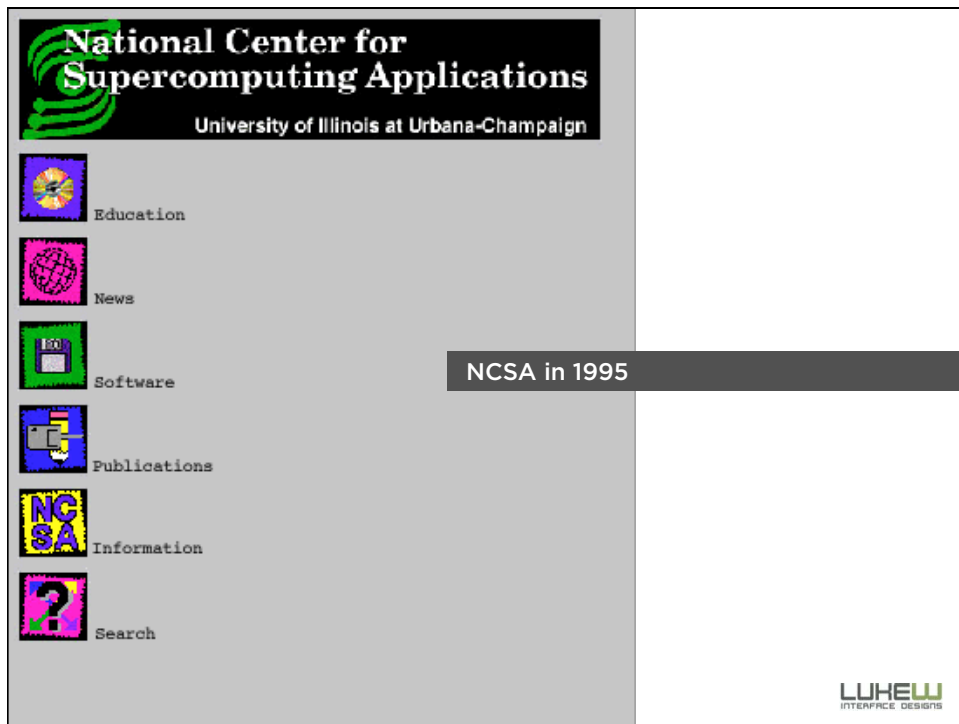
Previously

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

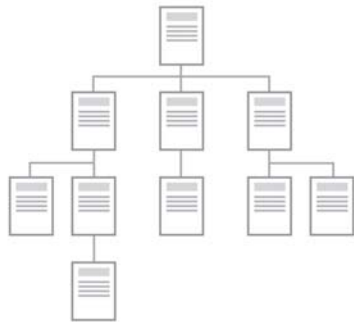
<http://www.lukew.com>

LUKEW
INTERFACE DESIGNS

2



We optimize for this.



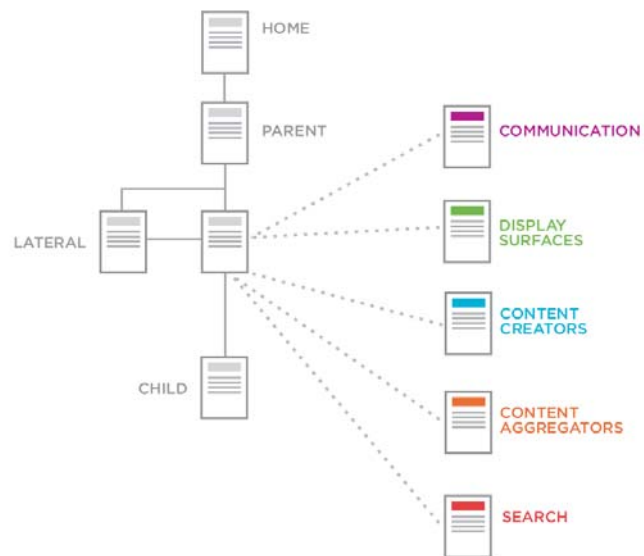
Web content lives in this.



LUHEW
INTERFACE DESIGNS

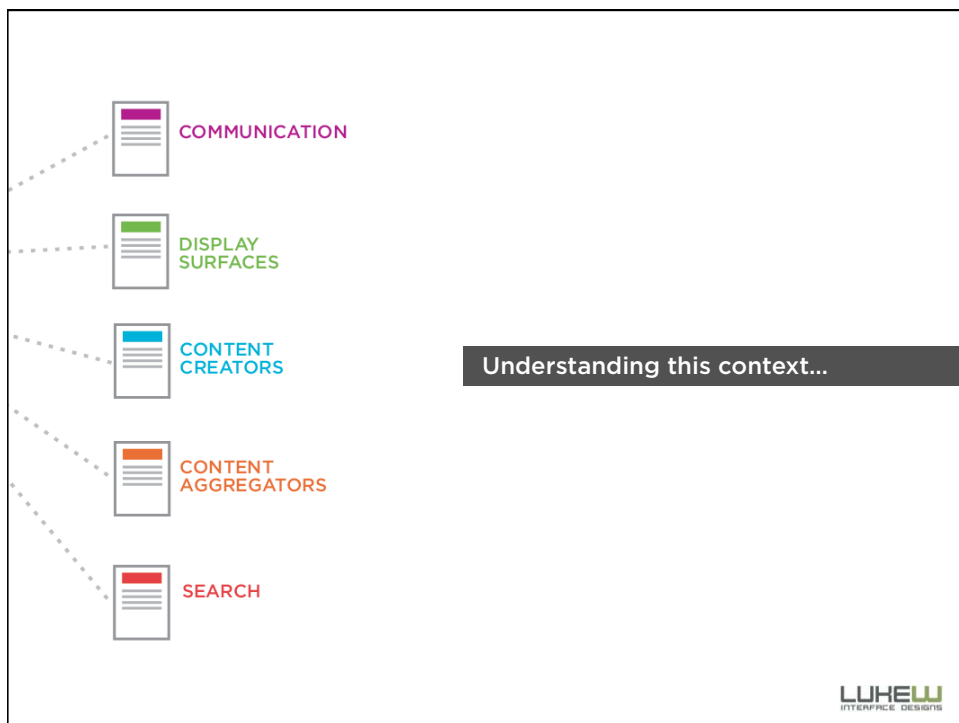
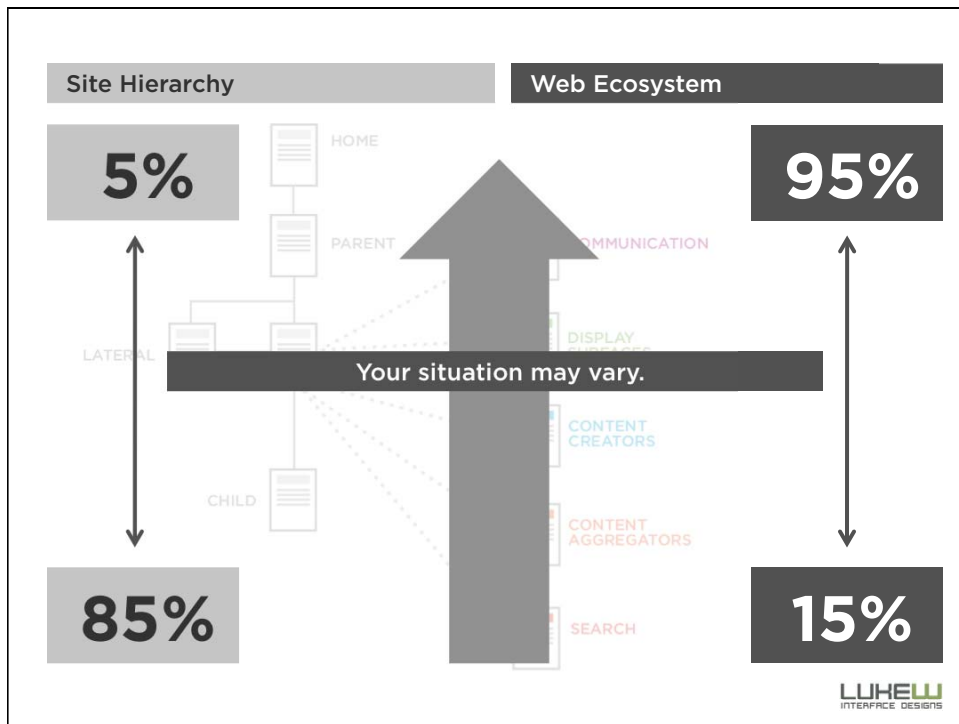
Site Hierarchy

Web Ecosystem



Thanks to Tom Chi for the types!

LUHEW
INTERFACE DESIGNS



COMMUNICATION

DISPLAY SURFACES

CONTENT CREATORS

CONTENT AGGREGATORS

SEARCH

Chat with Andy Wadsworth

yt?

yep.

you should read this:
<http://www.lukew.com/resources/articles/PSactions.asp>

hmmm

Communication

LUKEW
INTERFACE DESIGN

COMMUNICATION

DISPLAY SURFACES

CONTENT CREATORS

CONTENT AGGREGATORS

SEARCH

From: Bob Baxley

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

<http://www.lukew.com/ff/entry.asp?571>

... Bob

Communication

LUKEW
INTERFACE DESIGN

COMMUNICATION

DISPLAY SURFACES

CONTENT CREATORS

CONTENT AGGREGATORS

SEARCH

Actions in web forms:

<http://www.lukew.com/article...>

less than 5 seconds ago from web ☆

gregwalloch

Communication

LUKEW

INTERFACE DESIGN

COMMUNICATION

DISPLAY SURFACES

CONTENT CREATORS

CONTENT AGGREGATORS

SEARCH

Todd Zaki Warfel

November 20, 2007

7:04pm

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/PSactions.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

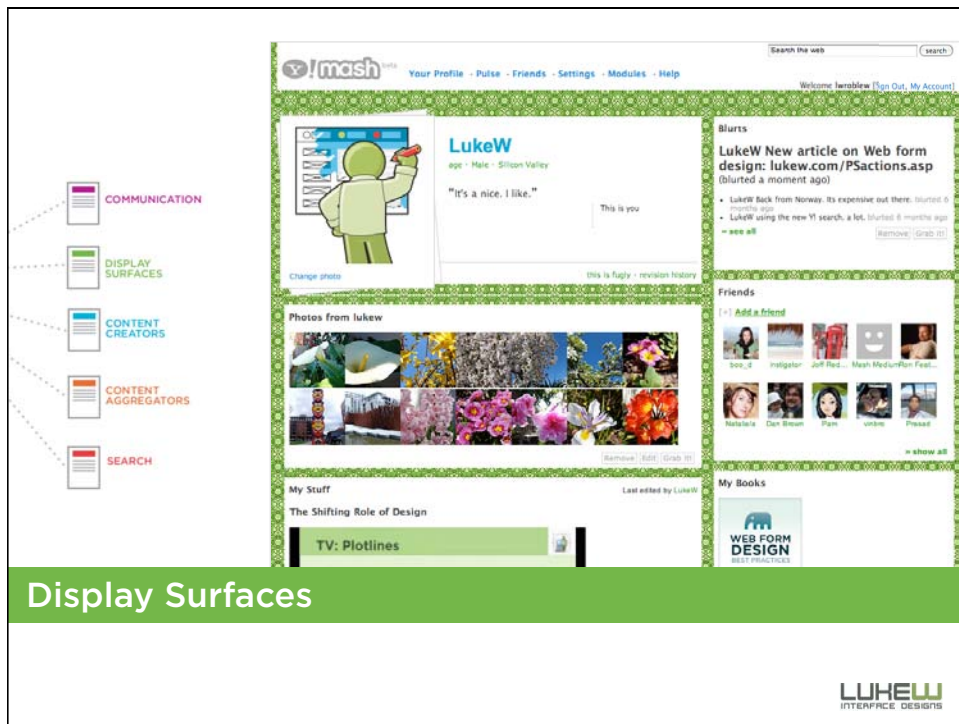
President, Design Researcher

Communication

LUKEW

INTERFACE DESIGN

6



COMMUNICATION

DISPLAY SURFACES

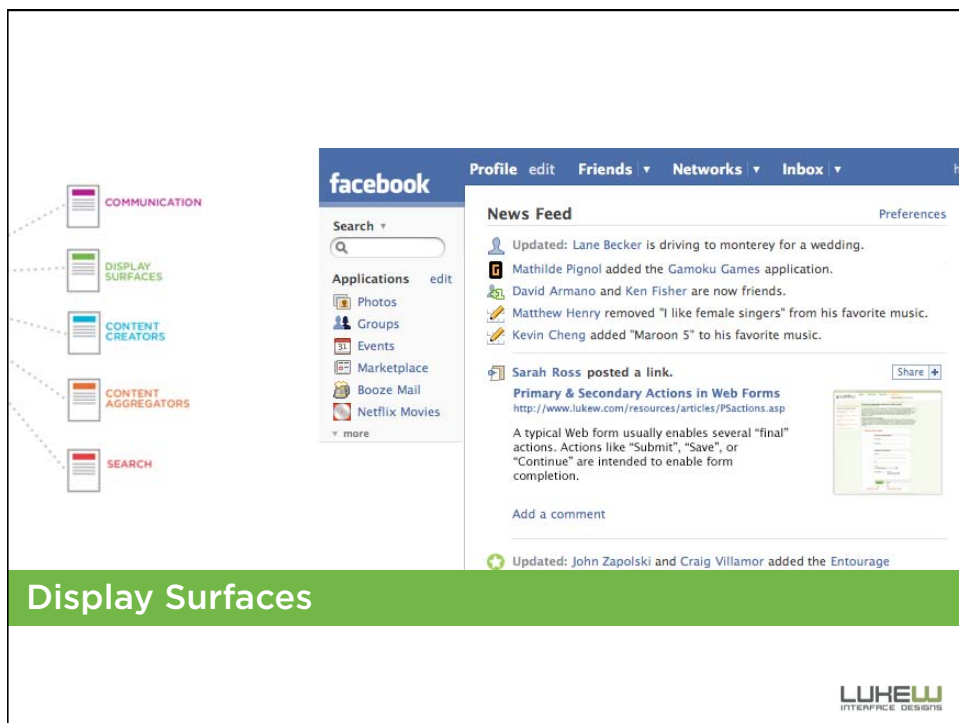
CONTENT CREATORS

CONTENT AGGREGATORS

SEARCH

Display Surfaces

LUKEW
INTERFACE DESIGNS



facebook Profile edit Friends Networks Inbox

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Booze Mail
- Netflix Movies
- more

News Feed Preferences

Updated: Lane Becker is driving to monterey for a wedding.

Mathilde Pignol added the Gamoku Games application.

David Armano and Ken Fisher are now friends.

Matthew Henry removed "I like female singers" from his favorite music.

Kevin Cheng added "Maroon 5" to his favorite music.

Sarah Ross posted a link.

Primary & Secondary Actions in Web Forms
<http://www.lukew.com/resources/articles/PSactions.asp>

A typical Web form usually enables several "final" actions. Actions like "Submit", "Save", or "Continue" are intended to enable form completion.

Add a comment

Updated: John Zapolski and Craig Villamor added the Entourage

COMMUNICATION

DISPLAY SURFACES

CONTENT CREATORS

CONTENT AGGREGATORS

SEARCH

Display Surfaces

LUKEW
INTERFACE DESIGNS

- COMMUNICATION
- DISPLAY SURFACES
- CONTENT CREATORS
- CONTENT AGGREGATORS
- SEARCH

The screenshot shows the ajaxian website interface. The header includes the 'ajaxian' logo, the tagline 'Dion and Ben's Ajax Platform', and a navigation menu with links like NEWS, PODCASTS, SHOWCASES, RESOURCES, TRAINING, CONFERENCE, JOBS, and PLANET. A search bar is present. The main content area features an article titled 'Primary & Secondary Actions in Web Forms' by Luke Wroblewski, dated Tuesday, September 4th, 2007. The article discusses research on eye-tracking and usability studies for web form design. A sidebar on the left lists topics such as .NET, Accessibility, Adobe, Advertising, Ajax, and Ajaxian.com.

Content Creators

- COMMUNICATION
- DISPLAY SURFACES
- CONTENT CREATORS
- CONTENT AGGREGATORS
- SEARCH

The screenshot shows a blog post titled 'Primary & Secondary Actions in Web Forms'. The post contains a list of references and links to related content. The references include Simon Willison's Weblog, mrjabba's Use-a-freakin-bility, web2ajax's Accessibilité, GavinBenda.com.au's TIPS FOR DESIGNING FORMS, the online fox's Primary and secondary actions in forms, and Code Odyssey's Bästa placering och form på knappar i webbformulär. The post also includes a section titled 'Problema' with a list of questions and a section titled 'Solutiuni' with a list of answers.

Content Creators

Functioning Form: Interface Design

omers Filching Design In Austin - 1 week ago

This was too good to not share. Following our Filching Design panel at South by Southwest 2008 (where we discussed reusing Web designs found online), Lindsey Simon got a message from a friend who noti...

- 666 Articles - 1 week ago
- Sign Up Forms Must Die - 2 weeks ago
- Audio: Packaging Design for the Web - 2 weeks ago
- Upcoming Form Design Workshops - 2 weeks ago

Technology News from Reuters Internet Report

- FCC to look into firms' use of customer data - 12 hours ago
- Microsoft prefers own Yahoo bid among options: source - 11 hours ago
- People uneasy with Web sites using personal details: poll - 20 hours ago
- Australia requests bids for \$8.8 bln broadband network - 9 hours ago
- Indonesia restores access to YouTube Web site - 1 day ago

BBC News | News Front Page | World Edition

Mbeki urges calm over Zimbabwe - 1 hour ago

South Africa's president urges patience over poll results in Zimbabwe, after talks with President Robert

- Historic meeting for China-Taiwan ties - 1 hour ago
- Nepal's Maoists gain first seats - 6 hours ago
- Baghdad clashes 'kill 13 gunmen' - 3 hours ago
- Cuban leaders plan more reforms - 9 hours ago

Content Aggregators

del.icio.us / url

your bookmarks | your network | subscriptions | links for you | post

» del.icio.us history for

LukeW: Primary & Secondary Actions in Web Forms
<http://www.lukew.com/resources/articles/PSactions.asp>

this url has been saved by 1124 people.
[save this to your bookmarks »](#)

user notes Mar '08

Om knappars placering i anslutning till formulär
[eovemar](#)

The results of a study about seeing how people look at website forms
[oneawesomeguy](#)

From an upcoming book, Web Form Design Best Practices
[andywirtanen](#)

web forms
[marcopolopro](#)

Feb '08

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.
[martinmes](#)

Where to place Submit and Cancel in WebForms
[modiart](#)

COMMUNICATION

DISPLAY SURFACES

CONTENT CREATORS

CONTENT AGGREGATORS

SEARCH

629 diggs

digg it

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 (commonly referred to as primary actions..."

Submitted: 33 days ago, made popular **32 days ago**

Submitter: [kevinrose](#) (news: [submissions](#), [diggs](#), [comments](#))

Content Aggregators

COMMUNICATION

DISPLAY SURFACES

CONTENT CREATORS

CONTENT AGGREGATORS

SEARCH

[Web](#)
[Images](#)
[Maps](#)
[News](#)
[Shopping](#)
[Mail](#)
[more ▾](#)

[Advanced Search](#)
[Preferences](#)

Web

LukeW: 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 ...

www.lukew.com/resources/articles/psactions.asp - 21k - [Cached](#) - [Similar pages](#)

LukeW: Web Application Form Design

But not all **Web** applications use **forms** consistently. Variations in the alignment of input fields, their respective labels, calls to **action**, ...

www.lukew.com/resources/articles/web_forms.html - 17k - [Cached](#) - [Similar pages](#)

[More results from www.lukew.com »](#)

Ajaxian » Primary & Secondary Actions in Web Forms

He wrote up his findings in **Primary & Secondary Actions in Web Forms**, where he discusses alignment, differentiating paths, and placement of various pieces ...

ajaxian.com/archives/primary-secondary-actions-in-web-forms - 57k - [Cached](#) - [Similar pages](#)

Web Forms 2.0

Web Forms 2.0 aims to simplify the task of transforming XForms 1.0 Certain **actions**, including submitting a **form** to a third-party site and making HTTP ...

www.whatwg.org/specs/web-forms/current-work/ - 417k - [Cached](#) - [Similar pages](#)

Search

The diagram on the left maps search results to categories:

- COMMUNICATION
- DISPLAY SURFACES
- CONTENT CREATORS
- CONTENT AGGREGATORS
- SEARCH

The search results page shows:

Web | Images | Video | Local | Shopping | more

actions in web forms Search Options

Start typing to see suggestions.

Explore concepts: actions in web forms + secondary actions input fields user form design primary and secondary interface designs eye-tracking luke wroblewski

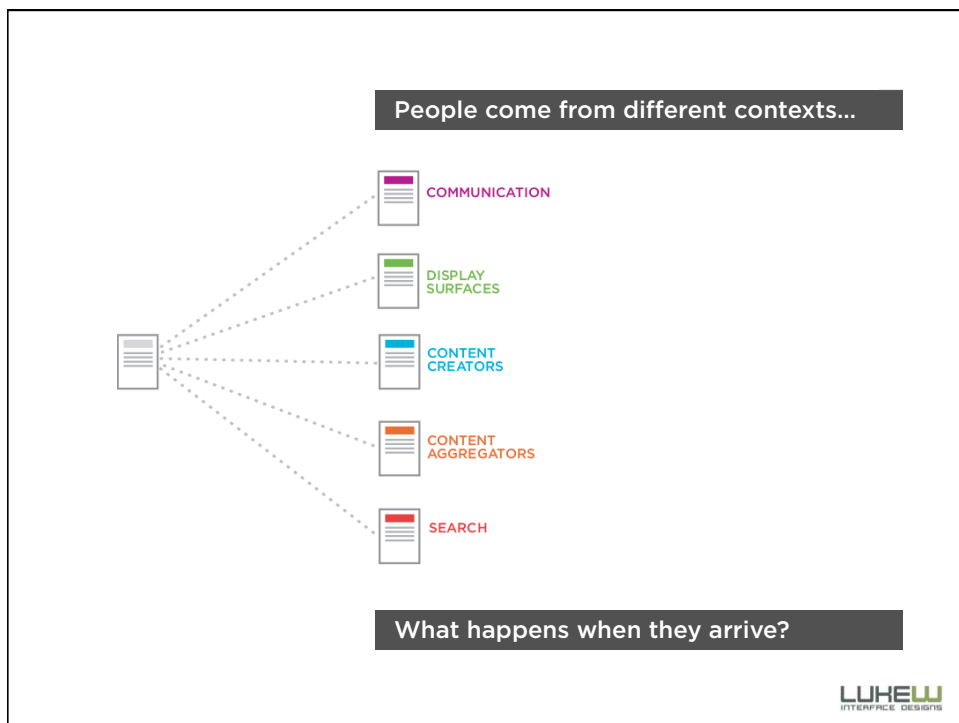
LukeW: Primary & Secondary Actions in Web Forms
 ... expert interface design services for Web applications, Web sites, and Web-based ... Primary & Secondary **Actions in Web Forms**. by Luke Wroblewski & Etre ...
www.lukew.com/resources/articles/PSactions.asp - 20k - [Cached](#)

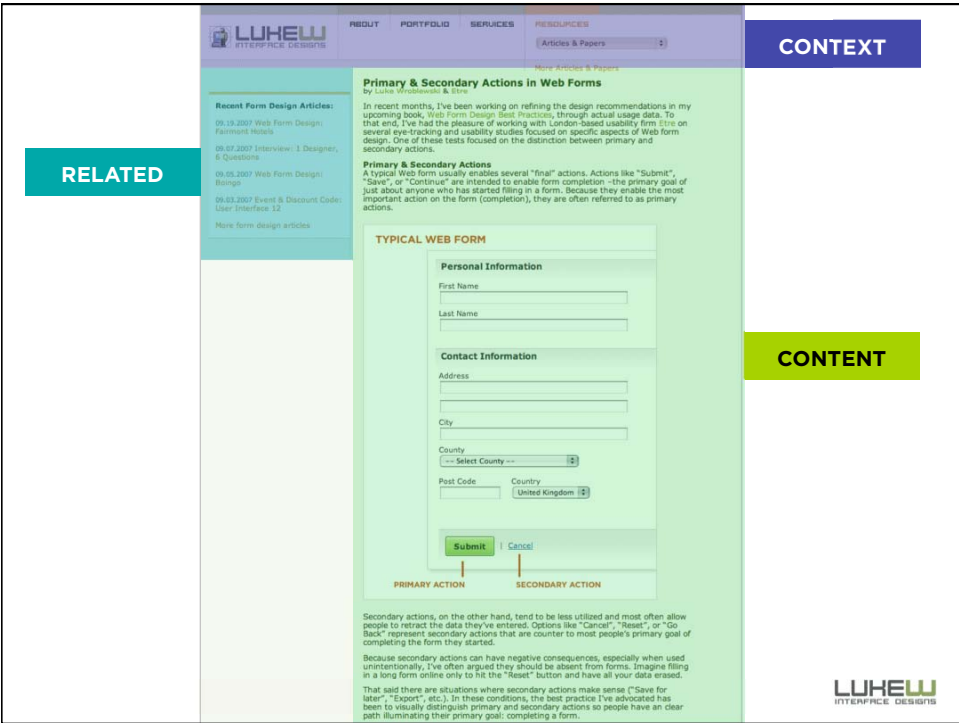
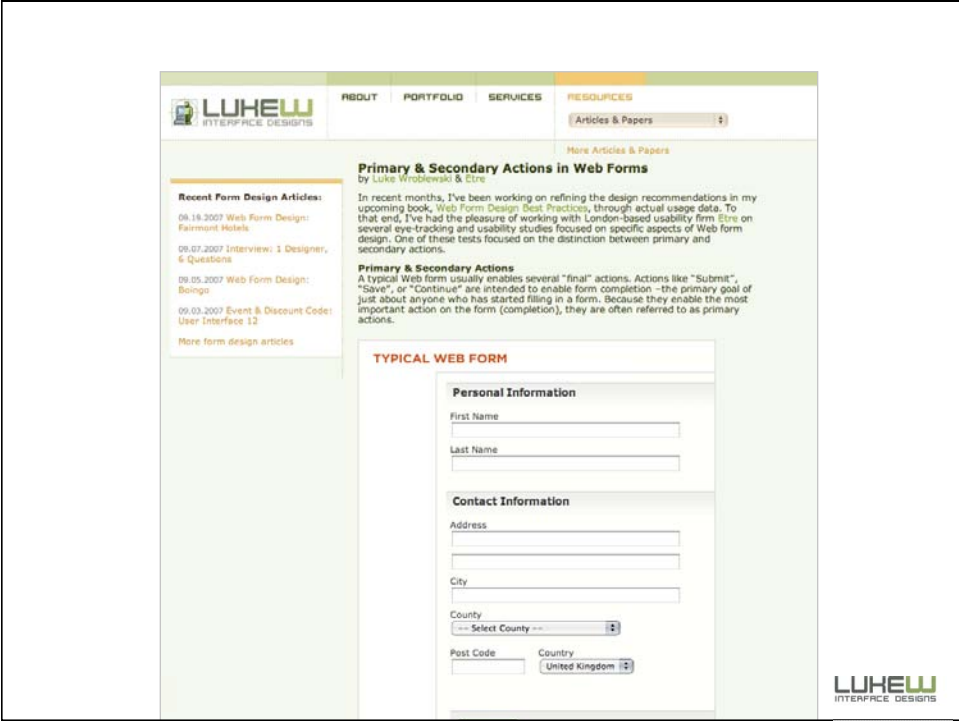
Ajaxian: Primary & Secondary Actions in Web Forms
 ... up his findings in Primary & Secondary **Actions in Web Forms**, where he discusses ...
 Conversely, the alignment of **actions** with a **form's** input elements provides a ...
ajaxian.com/archives/primary-secondary-actions-in-web-forms - 56k - [Cached](#)

Digg - Primary & Secondary Actions in Web Forms
 lukew.com — "A typical Web form usually enables several "final" **actions**. ... should encounter the **form** in response to particular **actions**, such as deciding to ...
digg.com/design/Primary_Secondary_Actions_in_Web_Forms - 40k - [Cached](#)

Search

LUHEW
INTERFACE DESIGNS





CONTENT

[LukeW: Primary & Secondary Actions in Web Forms](#)

... expert interface design services for Web applications, Web sites, and Web-based ... Primary & Secondary Actions in Web Forms. by Luke Wroblewski & Etre ...
[www.lukew.com/resources/articles/PSactions.asp - 20k - Cached](#)

629 [Primary & Secondary Actions in Web Forms](#)

diggs

dig it

"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 anyone who has started filling in a form. Because they enable the most important action on the form (completion), they are often

LukeW: Primary & Secondary Actions in Web Forms

<http://www.lukew.com/resources/articles/PSactions.asp>

this url has been saved by 1124 people.

[save this to your bookmarks »](#)

He wrote up his findings in [Primary & Secondary Actions in Web Forms](#), where he discusses alignment, differentiating paths, and placement of various pieces of the form layout:

Keep links & titles in synch



[ABOUT](#)

[PORTFOLIO](#)

[SERVICES](#)

[RESOURCES](#)

Articles & Papers

[More Articles & Papers](#)

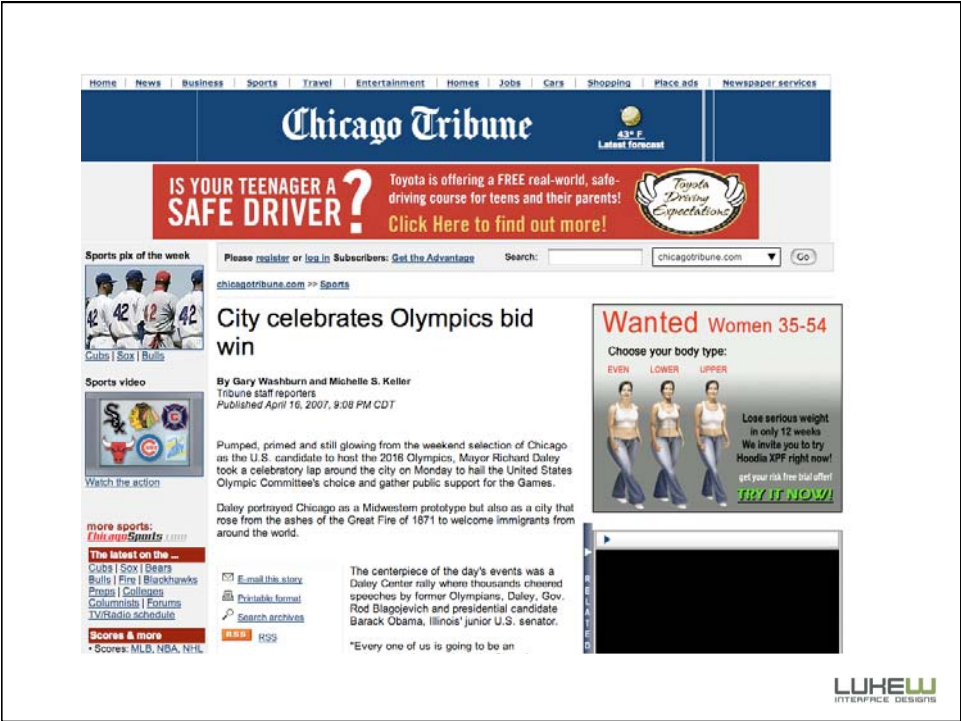
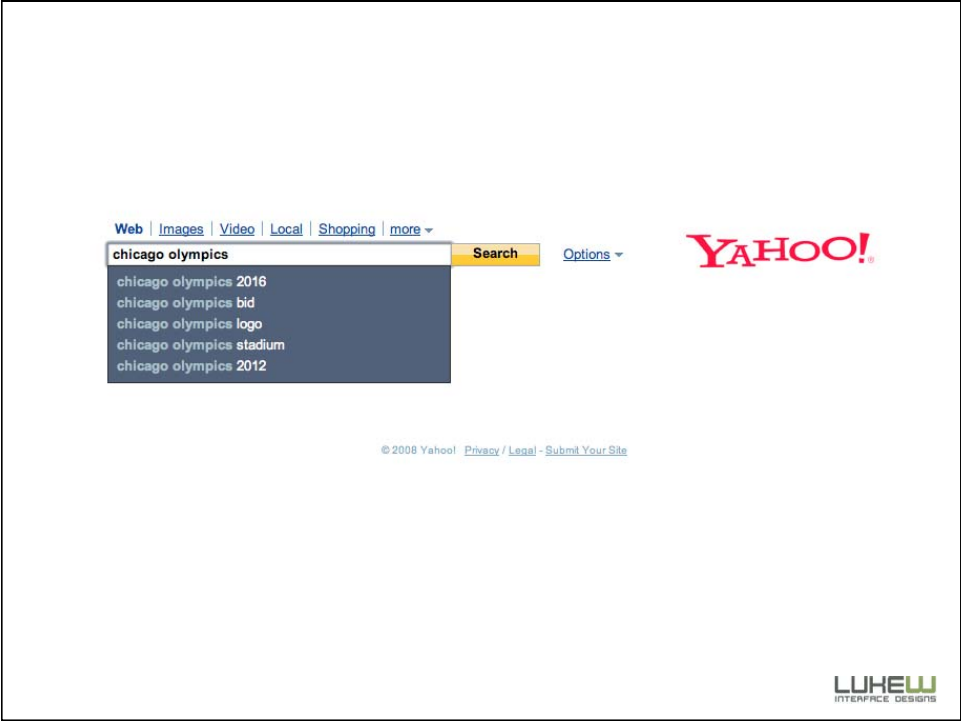
Primary & Secondary Actions in Web Forms

by Luke Wroblewski & Etre

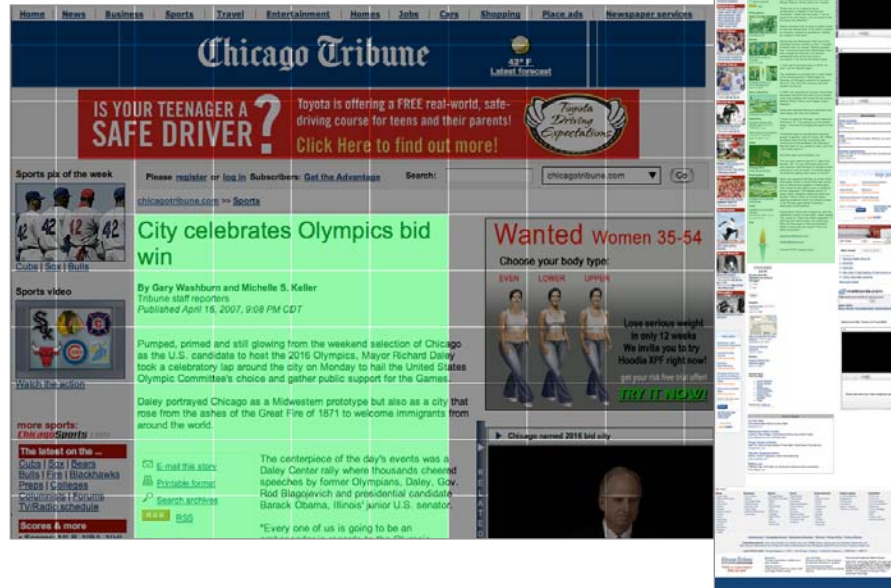
Recent Form Design Articles:

09.19.2007 Web Form Design:
[Fairmont Hotels](#)

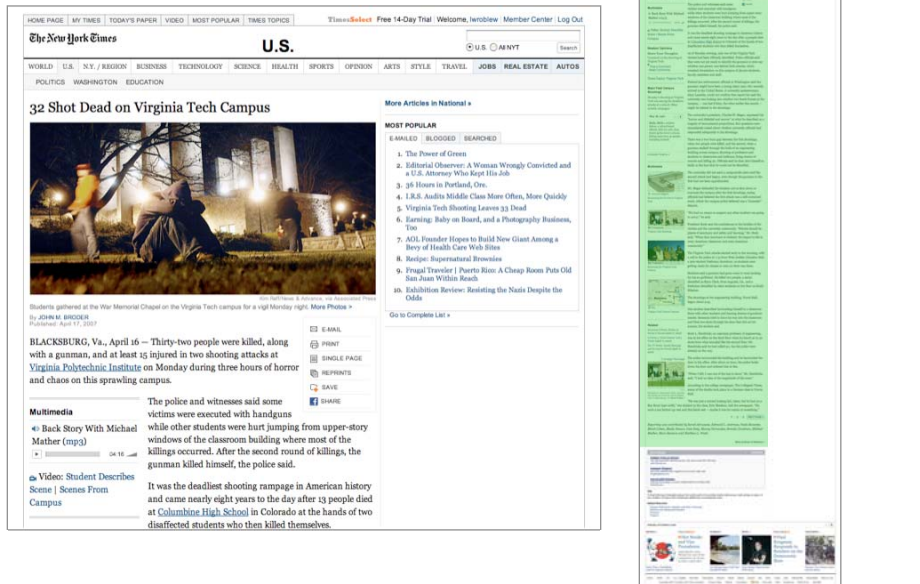
In recent months, I've been working on refining the design recommendations in my upcoming book, *Web Form Design Best Practices*, through actual usage data. To that end, I've had the pleasure of working with London-based usability firm Etre on several eye-tracking and usability studies focused on specific aspects of Web form design. One of these tests focused on the distinction between primary and



24% CONTENT 76% SITE OVERHEAD

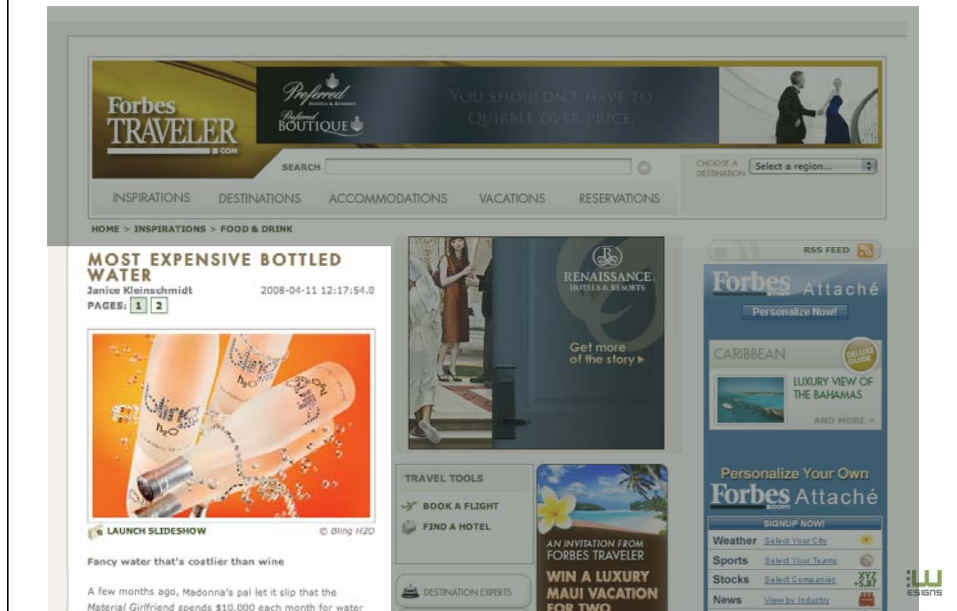


Make content your focus

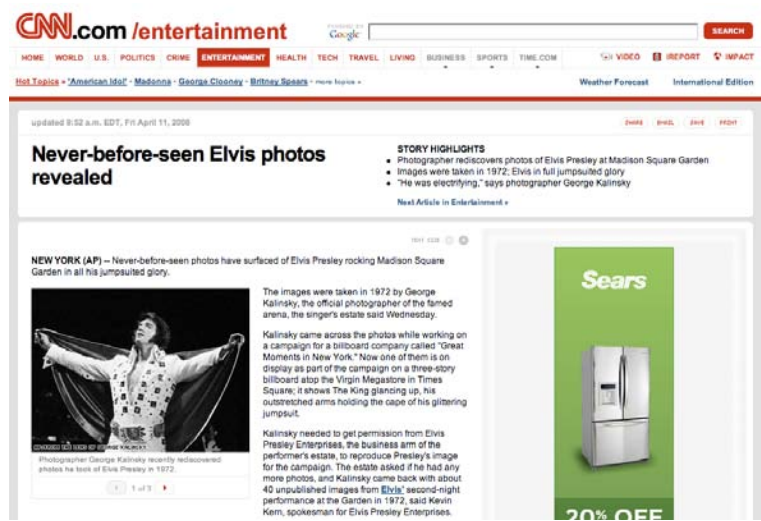




No Clear Hierarchy

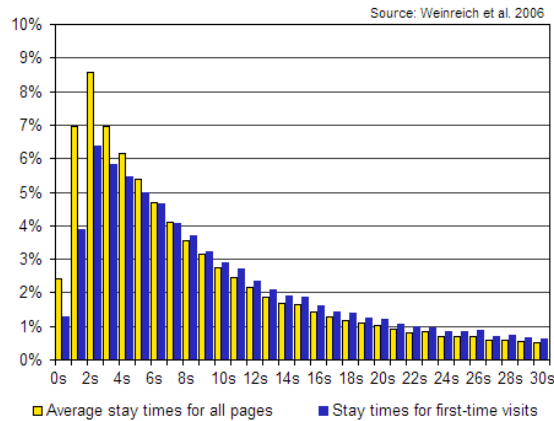


Visual Hierarchy



LUHEW
INTERFACE DESIGNS

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

LUHEW
INTERFACE DESIGN

A Brief Message.com

features design opinions expressed in short form—200 words or less.

The most recent brief message, below, was written by Paul Ford and illustrated by Kim Bost.

PREVIOUS
Any Time Is a Good Time to Save
Time
by Emily Gordon

No Resistance Is Futile



by Paul Ford
Illustrated by Kim Bost
Mon 24 Mar
2008

HOME
ABOUT

A COMMERCIAL MESSAGE

Adm via This Book



Design can be a powerful force for social good. [Read More That Matter](#) deadline May 30, 2008.

50k(1) words(2) sen(3) tell(4) al(5) story(6) (while five is too small). Constraints (write without the letter 'e', use only one-syllable words; make every sentence exactly 14 words (see [Oulipo](#) and [Georges Perec](#))) can force me (and you) out of windbaggy and make certain things possible. Not long ago, tasked to review 763 songs at a swapp, I cut the review length to six words and suffered not at all.

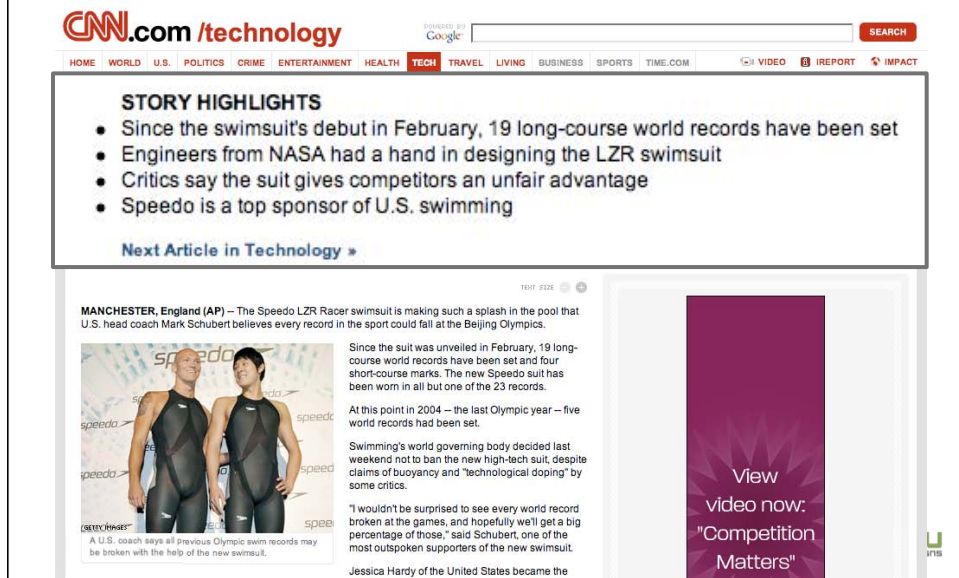
Now when I face a new writing project, I open a spreadsheet. I want a grid to keep track of sources and dates, or to make certain that the timeline of a story makes sense. The grid imposes brevity. Relationships between sentences are exposed. Editing becomes a more explicit act of sorting, shuffling, balancing paragraphs. In this spirit, I'm rewriting some blog software to read directly from Excel. We'll see how that goes.

Socialist writer and textile artist William Morris said, "You can't have art without resistance in the materials." Blessed and burdened with the most malleable medium in human history, we are overwhelmed by a surfeit of choice, battered by clutter. There are benefits to gain by adding, in the form of constraints, some resistance to the materials.

Keep it short.

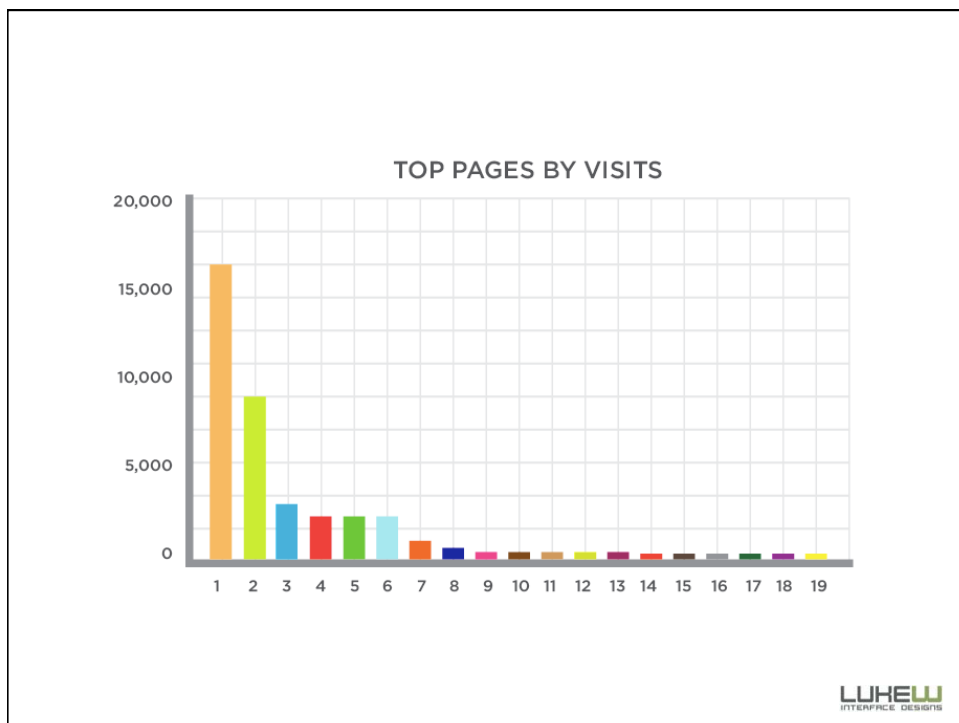
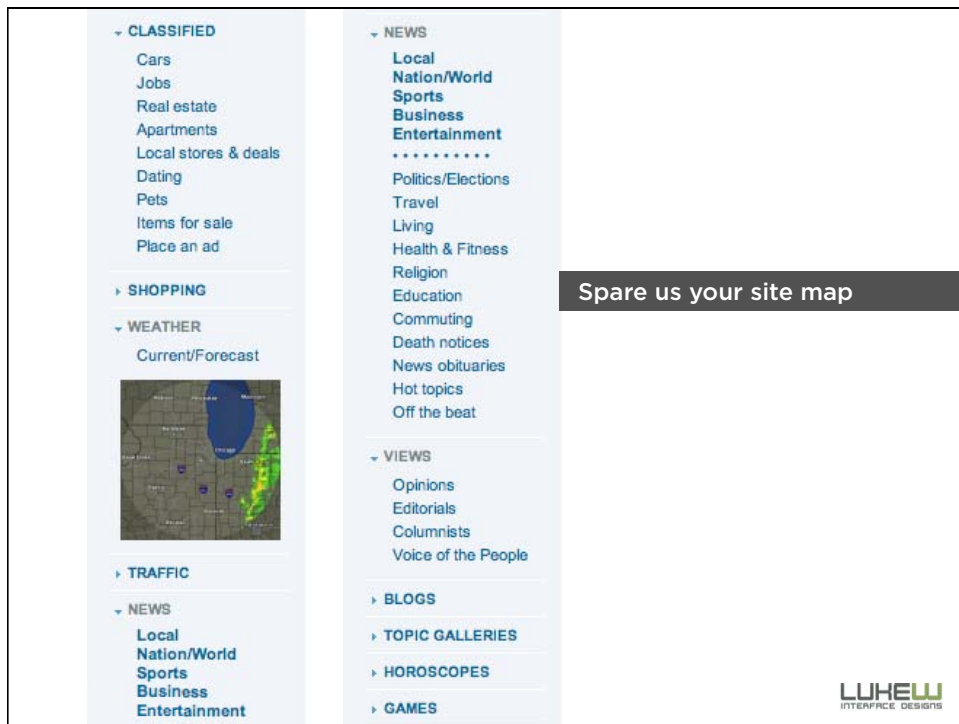
LUHEW
INTERFACE DESIGN

Short Attention Span Theater



BEST PRACTICES

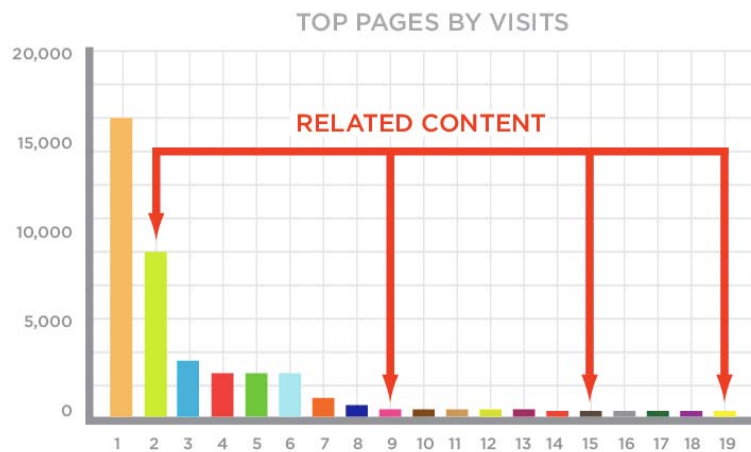
- Deliver on promises made (even if you don't make them)
- Favor visual hierarchy over site hierarchy
- Short, concise, and scannable provides the option for further engagement



Access to everything. Always.



LUHEW
INTERFACE DESIGNS



LUHEW
INTERFACE DESIGNS


Access to what matters now.



LUHEW
INTERFACE DESIGN

▼ News

Edit



France calls off Colombia mission
Nepal police kill 'seven' Maoists


» WORLD

Baghdad under anniversary curfew

- US protests ahead of torch relay
- France calls off Colombia mission
- Nepal police kill 'seven' Maoists

▼ Sport

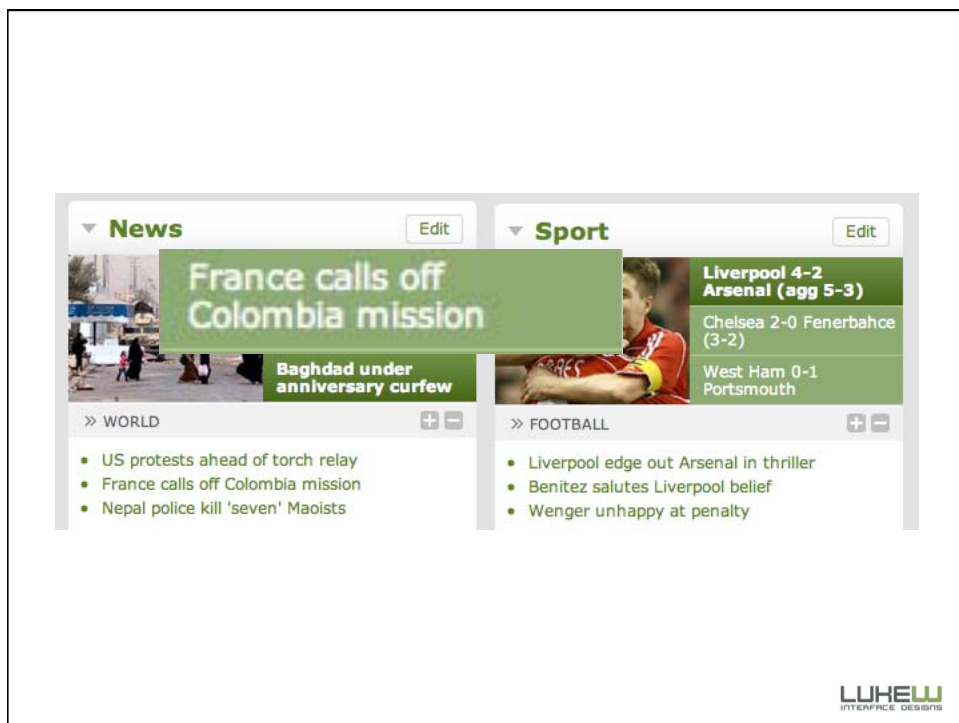
Edit



Liverpool 4-2 Arsenal (agg 5-3)
Chelsea 2-0 Fenerbahce (3-2)
West Ham 0-1 Portsmouth

- Liverpool edge out Arsenal in thriller
- Benitez salutes Liverpool belief
- Wenger unhappy at penalty

LUHEW
INTERFACE DESIGN



[Watch](#) ONE-MINUTE WORLD NEWS

Page last updated at 22:14 GMT, Tuesday, 8 April 2008 23:14 UK

[E-mail this to a friend](#)
[Printable version](#)

[News Front Page](#)

[Africa](#)
[Americas](#)
[Asia-Pacific](#)
[Europe](#)
[Middle East](#)
[South Asia](#)
[UK](#)
[Business](#)
[Health](#)
[Science/Nature](#)
[Technology](#)
[Entertainment](#)
[Also in the news](#)

[Video and Audio](#)

[Have Your Say](#)

[In Pictures](#)

[Country Profiles](#)

[Special Reports](#)

[Related BBC sites](#)

[Sport](#)
[Weather](#)
[Editors' Blog](#)
[BBC World Service](#)

[Site Version](#)

☐ UK Version
 ☒ International Version
 [About the versions](#)

[LANGUAGES](#)

[ESPAÑOL](#)
[BRASIL](#)
[CARIBBEAN](#)

France calls off Colombia mission

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

Colombia's 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 much less so when it 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.

The former Colombian presidential candidate is reported to be seriously ill

COLOMBIA CONFLICT

FEATURES AND ANALYSIS

In pictures
Seven days when Colombia's conflict gripped Latin America

- Invincibility gone
- War of words?
- Publicity coup
- Farc a fading force?
- Letters detail hostages' lives
- Q&A: Rebel hostages

PROFILES

- President Alvaro Uribe Velez
- Colombia's armed groups
- Ingrid Betancourt

BACKGROUND

- Q&A: The civil conflict
- Quick guide to the conflict
- Country profile

TOP AMERICAS STORIES

- US protests ahead of torch relay
- France calls off Colombia mission
- Peru convicts death squad members

[News feeds](#)

News

Edit

France calls off Colombia mission

Nepal police kill 'seven' Maoists

Baghdad under anniversary curfew

[» WORLD](#)
[+](#)
[-](#)

- US protests ahead of torch relay
- France calls off Colombia mission
- Nepal police kill 'seven' Maoists

Sport

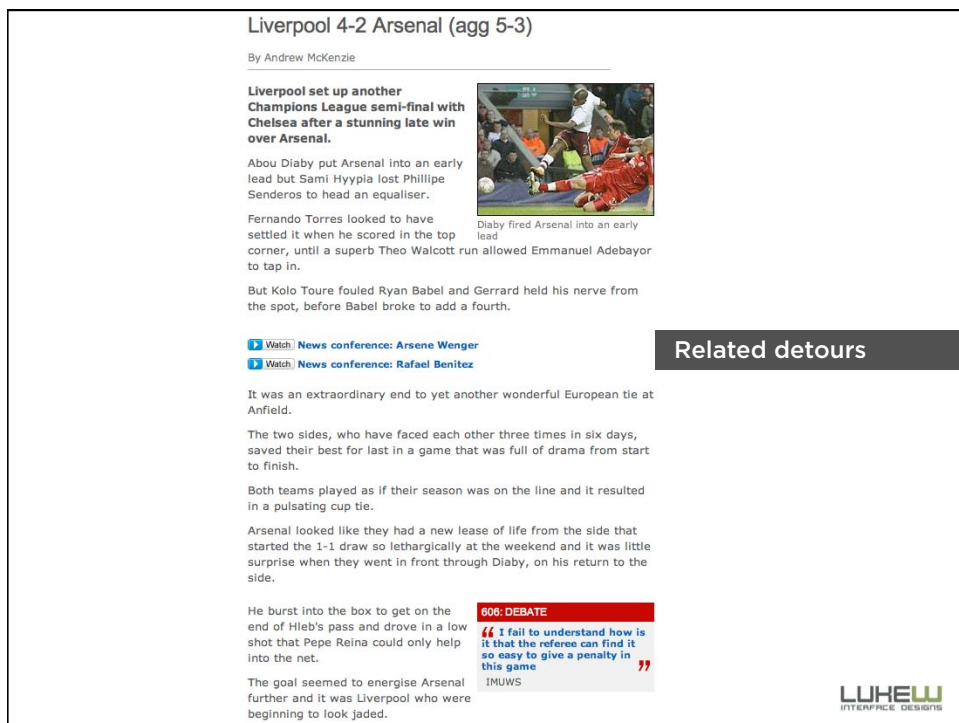
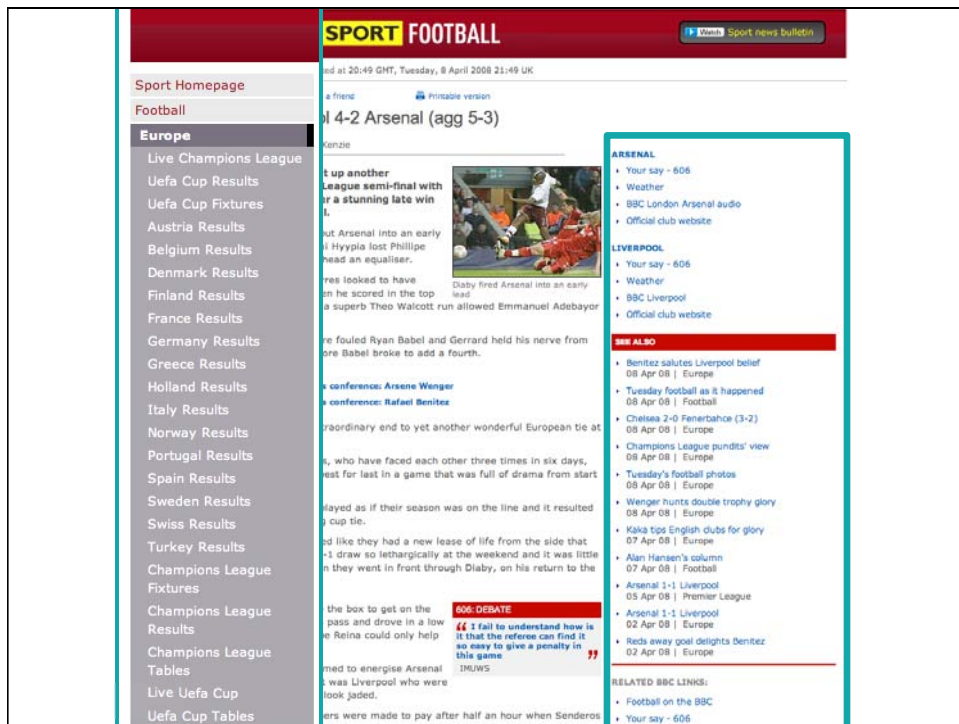
Edit

Liverpool 4-2 Arsenal (agg 5-3)

West Ham 0-1 Portsmouth

[» FOOTBALL](#)
[+](#)
[-](#)

- Liverpool edge out Arsenal in thriller
- Benitez salutes Liverpool belief
- Wenger unhappy at penalty



Related Actions

HOME PAGE

MY TIMES

TODAY'S PAPER

VIDEO

MOST POPULAR

TIMES TOPICS

Get Home Delivery

Log In

Register Now

The New York Times

Politics

U.S.

N.Y. / REGION

BUSINESS

TECHNOLOGY

POLITICS

WASHINGTON

EDUCATION

THE CAUCUS

In Superdelegate Count, Tough

By JOHN HARWOOD

Published: April 7, 2008

The bill that [Hillary Rodham Clinton](#) must climb [Obama](#) for the Democratic presidential nomination is becoming steeper on Monday, as it has most days lately.

Post a Comment

Multimedia

Margaret Campbell, a [Montana](#) state legislator, plans to declare her support for Senator Obama, of Illinois. She becomes the 69th superdelegate he has

SHARE

ARTICLE TOOLS

SPONSORED BY

UNDER THE MOON

Politics E-Mail

Keep up with the 2008 presidential election with the daily Politics e-mail newsletter.

Sign Up

See Sample

Privacy Policy

Powered by the Quad-Core AMD Opteron™ processor.

AMD

Opteron

LUHEW

INTERFACE DESIGNS

April 07, 2008

WebMD

Better Information. Better Health.

HOME

HEALTH A-Z

DRUGS & TREATMENTS

WOMEN

MEN

CHILDREN'S HEALTH

NEWS & BLOGS

MESSAGE BOARDS

WebMD Home

Children's Health

Children's Health News

children's health

Does Weight Affect Kids' Dental Health?

Researchers Check for Links Between Overweight and Cavities

By Kelley Colihan

WebMD Medical News

Reviewed by Louise Chang, MD

April 3, 2008 -- Two national surveys looking at how being overweight affects children's dental health seem to raise more questions than answers.

Researchers from the University of Rochester combed through results from two separate National Health and Nutrition Examination Surveys which looked at a total of 17,748 children 2-18 years old.

One survey was done from 1988 to 1994, the other from 1999 to 2002. The first survey had 10,180 participants; the second survey had 7,568 participants.

When looking at the results, researchers were surprised to find that overweight children did not have more cavities than kids of normal weight; in the earlier survey, overweight children had slightly less chance of tooth decay compared to normal-weight children.

Here are the findings from the research:

2- to 5-year-olds:

No difference in tooth decay was found in the baby teeth among these children in all weight ranges.

6- to 11-year-olds:

Children in the earlier survey group who were considered overweight or at risk of being overweight were less likely to have cavities in their baby teeth when compared to their normal-weight peers.

Overweight children were less likely to have cavities in their permanent teeth.

In the later survey group, there was no difference in likelihood of cavities in any weight range for primary or permanent teeth.

12- to 18-year-olds:

In the earlier survey, overweight children were less likely to have cavities in permanent teeth than normal-weight children.

In the later survey, there was no difference in the likelihood of having cavities among kids who were overweight, at risk for overweight, and normal weight.

Being poor and having a head of household with a low level of education were factors that contributed to having more tooth decay across all age groups and body weights.

Hot Topics in Children's Health

Moms, Tots Argue 20 Times an Hour

Know Your Child's Allergy Triggers

What Is Autism? Signs and Symptoms

8 Risk Factors for Asthma

Ear Infection in 61% of Kids' Colds

Tips for Keeping Your Kids Healthy

Speech and Language Milestones

Compare Local Hospitals

See how yours stacks up.

Better than Botox?

HYDRODERM

Look Younger

Remove fine lines and wrinkles.

Ask Dr. Parker

Pediatrician Steven Parker, MD, answers your questions.

"We just had a baby 3 weeks ago. He is constantly crying at the top of his lungs every time he is left alone."

10 Top Autism Questions

Video: Baby Digestion

Video: Breastfeeding Problems

today on WebMD video

Baby Talk

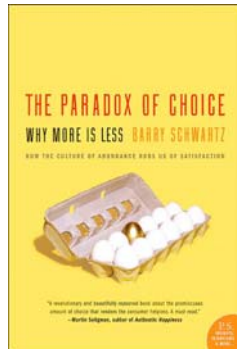
Long before babies utter their first words, they're learning the language. Scientists are studying how that ability develops.

Can Toddlers Cause Behavior Problems?

LUHEW

INTERFACE DESIGNS

27



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.”

LUHEW
INTERFACE DESIGNS

“They choose what’s most simple.”



Back

LUHEW
INTERFACE DESIGNS

Related News

[Report: Microsoft to launch Yahoo proxy fight](#)
ITworld.com - 33 minutes ago

[Gates: Microsoft Ain't Budging on Yahoo Bid](#)
Wired News - 43 minutes ago

[Yahoo Investors](#)
Bloomberg - 1 hour ago

[Full coverage »](#)

Gates: Microsoft Isn't Raising Yahoo Bid

By JESSICA MINTZ - 10 hours ago

SEATTLE (AP) — Microsoft is not privately haggling with Yahoo over the software maker's rejected \$31-per-share buyout offer for the slumping Internet pioneer, Bill Gates said in an interview.

"We sent them a letter and said we think that's a fair offer. There's nothing that's gone on other than us stating that we think it's a fair offer," the Microsoft chairman said Monday. "They should take a hard look at it."

Microsoft Corp. made an unsolicited offer to buy Yahoo Inc. just over two weeks ago. At the time, the deal was valued at \$44.6 billion, but since then, Microsoft's share price has tumbled 12.8 percent, pushing the value of the cash-and-stock offer closer to \$41 billion.

Yahoo spurned the offer and said it "substantially undervalues" the company's assets. The Web portal business was said to be in talks late last week with News Corp. about a complex deal to push its market value toward \$50 billion. Yahoo also was reportedly discussing an advertising partnership with Google Inc.

Most analysts believe Microsoft will do whatever it takes to buy Yahoo. Redmond-based Microsoft has invested heavily in honing its own search engine and advertising technology, but neither it nor Yahoo have helped close the gap with Google, which dominates Microsoft and Yahoo in U.S. search queries and related advertising revenue.

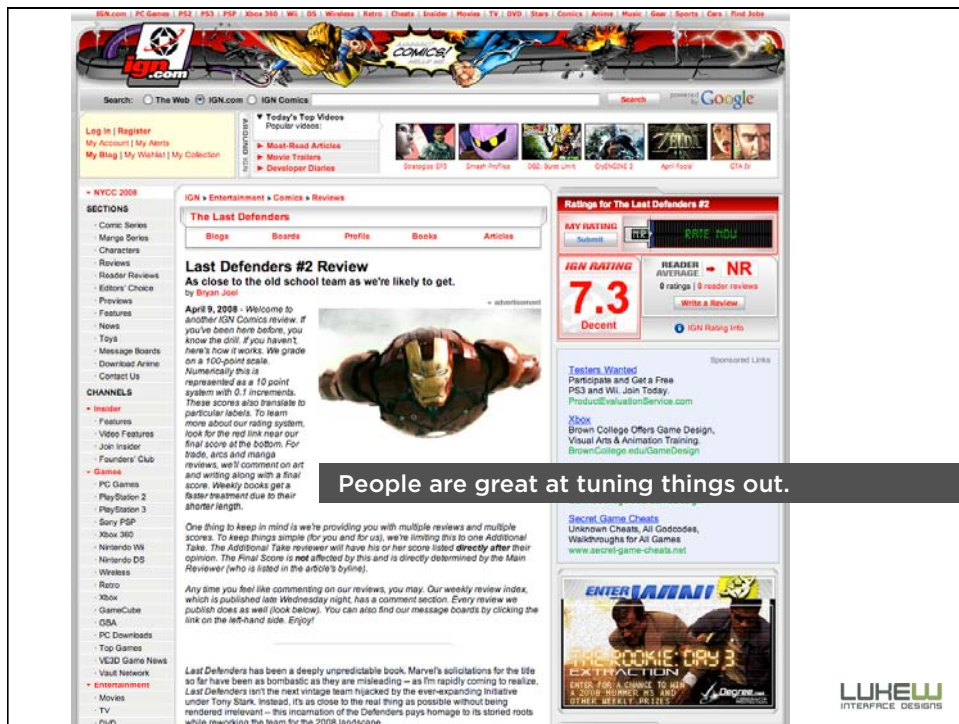
Yahoo is believed to want at least \$40 per share, but Microsoft has held firm so far, calling its original bid "full and fair." Microsoft's next move could be to take the offer directly to Yahoo's shareholders, or to attempt a hostile takeover of Yahoo's board.

Yahoo shares closed at \$29.66 Friday. Markets were closed Monday for Presidents Day.

Gates' comment Monday was in response to a question during a phone interview about an unrelated effort to give students free access to certain Microsoft software.



People are great at tuning things out.





- 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.

hulu

TV

Movies

[Popular Episodes](#)
[Popular Clips](#)
[Popular Shows](#)
[Alphabetical](#)
[Genre](#)
[Network](#)

[Login](#)
[Forgot Password?](#)
[Sign Up](#)

The Olympia Restaurant

Saturday Night Live

Excerpt | 04:23 | ★★★★★

Cheezburger Cheezburger Cheezburger

SATURDAY NIGHT LIVE Saturdays 11:30/10:30c NBC

Clips [487]

Seasons: 1 33 All

Sort by: Most Popular Today

[Most Popular All Time](#)
[Recently Added](#)
[User Rating](#)

1

2

3

4

50

The Olympia Restaurant

Excerpt | 04:23

Now playing

Bill & Hillary Cold Open

Excerpt | 03:26

Weekend Update: Pregnant Man

Excerpt | 01:43

Democratic Debate

Excerpt | 02:51

The French Chef

Excerpt | 03:51

List of Clips

1 2 33

Season/Episode	Title	Type	Runtime	Air Date	User Rating	Playlist
33 : 9	Weekend Update: Pregnant Man	Excerpt	01:43	04/05/2008	★★★★★	+
33 : 9	Bill & Hillary Cold Open	Excerpt	03:26	04/05/2008	★★★★★	+
33 : 9	SNL Digital Short: Laser Cats 3	Excerpt	05:01	04/05/2008	★★★★★	+
33 : 9	Surprise Party	Excerpt	05:17	04/05/2008	★★★★★	+
33 : 9	Meet the Family	Excerpt	05:27	04/05/2008	★★★★★	+

YouTube

Broadcast Yourself™

[Home](#)
[Videos](#)
[Channels](#)
[Community](#)

[Videos](#)

[Upload](#)

Jennifer Connelly in charity: water Clean Water Africa PSA

Rate: ★★★★★ 633 ratings

Views: 205,294

Share

Favorite

Playlists

Flag

Email

MySpace

Facebook

(more share options)

Also Watching Now (12)

[iloxton](#)
[drewsandoval](#)
[hondacivic701](#)
[dan1880712125847](#)

View all 12 users

Your Active Sharing status: Off (Change)

Commentary

Statistics & Info

Video Responses: 2

Text Comments: 590

Video Responses (2)

LowLee

04/04

02/20

02/20

02/20

View All

Play All

Text Comments (590)

Show: [Average 3.5 or better]

Help

Seglin (7 minutes ago)

Play

Stop

\$20 can give a person clean water for 20 years.

From: charitywater

Joined: 1 week ago

Videos: 4

Subscribe

Added: April 04, 2008

More Info

Imagine if New York City's taps went dry. What would we do? Jennifer Connelly walks to Central Park to get dirty water for her family as millions of mothers in Africa do every day. This new PSA...

Embed

Customize

More From: charitywater

Current TV feature on charity: water

04:41 From: charitywater

Views: 2,115

Custons Spot-His Bangladesh charity: water responses

06:09 From: charitywater

Views: 1,793

pt. 1 of 3: Dirty Water at Mosquito Health Center Kenya

02:43 From: charitywater

Views: 838

Dirty Water Kenya: part 2 of 3

04:09 From: charitywater

Views: 1,803

Dirty Water Kenya: Part 3 of 3

02:30 From: charitywater

Views: 873

Nat's Story

00:00 From: charitywater

Views: 0

Related Videos

Re: Jennifer Connelly in charity: water Clean Water Africa PSA

02:20 From: thealexand

Views: 23

Re: Jennifer Connelly in charity: water Clean Water Africa PSA

01:08 From: LowLee

Views: 208

Charity: Water - SocialVibe

02:03 From: mikelarreau

Views: 324

Re: Jennifer Connelly in charity: water Clean Water Africa PSA

00:12 From: kavor890a

Views: 8

JENNIFER CONNELLY UNCOVERS THE

LUHEW
INTERFACE DESIGNS

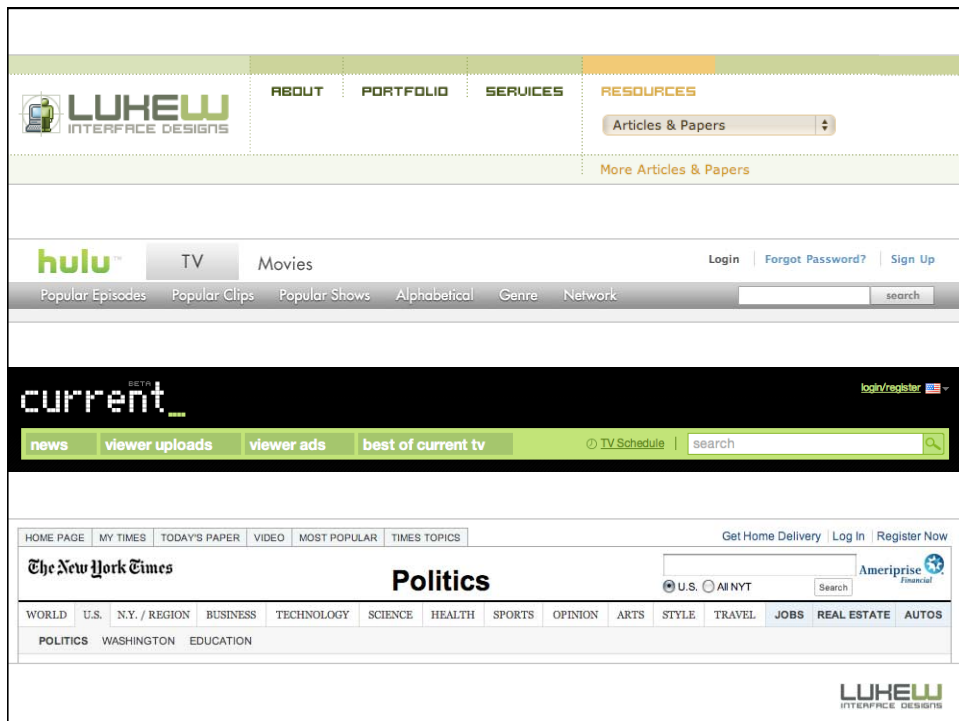
32



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





Stanford Web Credibility Research

Part of the [Stanford Persuasive Technology Lab](#)

“ 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) ”

Source: Stanford Guidelines for Web Credibility.

LUHEW
INTERFACE DESIGNS

Who you going to trust?

The screenshot displays the TechWorld website, which is a technology news and resource portal. The layout is dense and multi-column. At the top, there's a navigation bar with links like 'Home page', 'About Techworld', 'Contact details', and 'Register'. Below this is a search bar and a 'Call for Entries' banner. The main content area features a large banner for 'Webcast Managing the Mobile in the Enterprise' by Nokia, presented by TechWorld and Computerworld UK. To the left, there's a 'RESOURCES' sidebar with links to case studies, downloads, forums, and more. Below this is an 'EVENTS' section mentioning 'Webcasts Techworld Awards 2008'. The main content area also includes a 'Newsletters' section with a 'SIGN UP' button, a 'TOPIC AREAS' section with links to various tech topics, and a 'connect WHITE PAPERS' section. At the bottom, there's a 'TECHWORLD.COM AWARDS 2008' banner and a 'netvibes' widget. The overall design is professional but somewhat cluttered, typical of early 2000s web design.

LUHEW
INTERFACE DESIGNS

Who you going to trust?



[Register](#)
[Sign In](#)

[Current Issue](#)
 4 Trial Issues
 Save 83%

[HOME](#)
[INVESTING](#)
[COMPANIES](#)
[TECHNOLOGY](#)
[INNOVATION](#)
[MANAGING](#)
[SMALL BIZ](#)
[B-SCHOOLS](#)
[ASIA](#)
[EUROPE](#)
[LIFESTYLE](#)
[MAGAZINE](#)

[Tech Home](#)
[CEO Tech Guide](#)
[Computers](#)
[Electronics](#)
[Entertainment](#)
[Internet](#)
[Reviews](#)
[Software](#)
[Investing](#)
[Tech Movers](#)
[Telecom](#)
[Columnists](#)

VIEWPOINT April 11, 2008, 12:01AM EST

Apple's 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 Morgenstern

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 edit family pictures, you might use Mac’s iPhoto. And when you want 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 coupled with other recent developments, the stars are aligning in a very intriguing pattern. Apple’s (AAPL) recent release of a tool kit for programmers to write applications for the iPhone will be followed by the June launch of iPhone 2.0, a software

STORY TOOLS

- post a comment
- e-mail this story
- print this story
- order a reprint
- digg this
- save to del.icio.us



MOST POPULAR STORIES

- 1. Apple's OS Edge Is a Threat to Microsoft
- 2. Bailing Out of Bear
- 3. The New E-spying Threat
- 4. A Star Is Born, Disney Style
- 5. Lights Out for Stocks after GE News

[RSS Feed: Most Read Stories](#)

MOST POPULAR MULTIMEDIA

- Slide Shows
- 1. The Top Undergrad Business Schools - BusinessWeek
- 2. 101 Best Web Freebies - BusinessWeek
- 3. An Ice for Design
- 4. Airports Where Passengers Are King - BusinessWeek
- 5. Hot Green Products - BusinessWeek

[RSS Feed: Most Popular Slide Shows](#)



John Battelle's Searchblog

Thoughts on the intersection of search, media, technology, and more.

[» ABC's Shark Jumping Move: Disabling Fast Forward](#)
[Main](#)
[Searchblog Disclosures »](#)

May 8, 2007 9:15 AM

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



I'm sitting in a ballroom 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 hushes the crowd and...

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

Bill Gates takes the stage after some sales schtick between Kevin Johnson and Joanne Bradford. His topic is "Innovating in the Age of Engagement."

His talk so far is pretty broad and tuned for a non-technical audience. His first slide is "Megatrends" - stuff that will not surprise this audience - smaller hard drives enabling video and music on small devices, wireless broadband, SOA, etc. He cites MSFT's R&D investment as the largest in the industry - \$6 billion (that includes work on core products).

He's moving on to another theme of "customer driven interaction." I have to say, the slides he's showing are pretty standard - models looking excited and engaged, etc. But that's the tuning of this audience - this is a sales conference, not Web 2.0. It's clear that his role here is not sales guy, or cheerleader for the ad industry, but rather eminence gris, Visionary with a capital V.

Damn. The WiFi just went down. That's a bummer. Swapping to another network...

Quotes:

"The only sure winner (in the Internet space) is the consumer himself..."

He mentions that MSFT would like to see another billion computers (that's the current installed base) into the world.

"Reading will go entirely online" the way photography is in the process of doing now.

Search This Blog

Powered by 


Recent Comment Spotlight

Reader Michael Megall writes: It is difficult to engage in genuine conversations with the marketplace when you can't change the reality of how a company does business, what it sells, how it works with partners, etc. [go]

Recent Comments

Profabrike: "Including all the information you source..." [go]
 Search+ EngineS WEB: "See how nice SearchEnginesWeb is - ter..." [go]
 JD: "I actually have a question about a serv..." [go]
 JD: "Aren't you just dying to comment?" [go]
 haber: "Google just debuting their new Web Servi..." [go]
 Cybersaw: "Yess... Interestingly, Google is keeping..." [go]
 Search+ EngineS WEB: "This must be an extremely frustrating..." [go]
 hosting domain seo: "thanks you..." [go]
 arsv burada: "And now the internet has changed that. T..." [go]
 Paul Chaney: "As someone who lived in the 1990s..." [go]

Sponsors



Search 90,000+ high quality tech jobs at Dice.com




Search 90,000+ high quality tech jobs at Dice.com



Upgrade your career
[Search Tech jobs »](#)

John Battelle's Searchblog

Thoughts on the intersection of search, media, technology, and more.



Search This Blog

Select a Search Engine...

Powered by Rollyo

Recent Comment Spotlight

Reader **Michael Megall** writes:
It is difficult to engage in genuine conversations with the marketplace when you can't change the reality of how a company does business, what it sells, how it works with partners, etc. [\[go\]](#)

Recent Comments

Prefabrike: " Including all the information you yourse ..." [\[go\]](#)
Search+ EngineS WEB: " See how nice SearchEnginesWeb is - her ..." [\[go\]](#)
JG: " I actually have a question about a servi ..." [\[go\]](#)
JG: " Aren't you just dying to comment? ..." [\[go\]](#)
haber: " Google just debuting their new Web Servi ..." [\[go\]](#)
Cybersaw: " yess.. interestingly, Google is keeping ..." [\[go\]](#)

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 referrer 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 8, 2007 - [SAS: Gary Flake Shows Some Tantalizing Stuff](#)
- May 8, 2007 - [Gates at SAS, Liveblogging...News: Sea Dragon...](#)
- January 27, 2007 - [China, Premium Ads, Panama, and Miserable Failures \(A Round Up\)](#)
- September 28, 2006 - [The Search In Paperback, 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 ballroom 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 hushes the crowd and...

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

Bill Gates takes the stage after some sales schtick between Kevin Johnson and

Sponsors

Search 90,000+ high quality tech jobs at Dice.com [GO](#)

Dice
The Career Hub for Tech Insiders™

Search 90,000+ high quality tech jobs at Dice.com [GO](#)

Dice
The Career Hub for Tech Insiders™

Dice
The Career Hub for Tech Insiders™

Upgrade your career

[Web](#) | [Images](#) | [Video](#) | [Local](#) | [Shopping](#) | [more](#) ▼

[Options](#) ▼

LukeW: Visible Narratives: Understanding Visual Organization

LukeW Interface Designs provides expert interface design services for Web ... The visual organization of a web page can communicate valuable information about ... www.lukew.com/resources/articles/visible_narratives.html - 25k - [Cached](#)

thought-out **visual organization** can greatly enhance usability by ... www.uie.com/articles/visible_narratives - 21k - [Cached](#)

[The Visual Organization](#)
 The **Organization** Visualization Blog by Stewart McKie - IT Innovation Consultant. ... Corporate Blogging. Start Your Own Free Blog. The **Visual Organization** ... orgviz.iuplog.com - 50k - [Cached](#)

[Visual Metaphors, Visual Communication and the Organization of...](#)
 What differs among these **visual** metaphors is their spatial **organization**. ... Cultures differ in the **visual organization** of their writing systems. ... louisville.edu/~mstcl01/R-Visual-Lit.html - 31k - [Cached](#)

[ABOUT](#)
[PORTFOLIO](#)
[SERVICES](#)
[RESOURCES](#)

Articles & Papers

More Articles & Papers

Visual Organization

Aesthetics vs. usability. Usability experts are from Mars, graphic designers are from Venus . The debate between design (of the visual 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."—Brad Wiens Wired, 2002

Perhaps the dividing line sits in our minds: left brain (logical) vs. right brain (intuitive). Or, if we take a less deterministic view: few engineers have taken the time to study art and few artists have spent time programming or conducting usability tests. But times are changing. Visual designers working on 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 fonts (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." —Stanford 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 instinctual response to what you see. Creating an appropriate personality requires the use of colors, type treatments, images, shapes, patterns, and more, to "say" 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

Visual Organization Articles

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

[ABOUT](#)
[PORTFOLIO](#)
[SERVICES](#)
[RESOURCES](#)

Articles & Papers

More Articles & Papers

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 visual 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."—Brad Wiens Wired, 2002

So, why the debate? Perhaps the dividing line sits in our minds: left brain (logical) vs. right brain (intuitive). Or, if we take a less deterministic view: few engineers have taken the time to study art and few artists have spent time programming or conducting usability tests. But times are changing. Visual designers working on 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 fonts (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." —Stanford Guidelines for Web Credibility, 2002

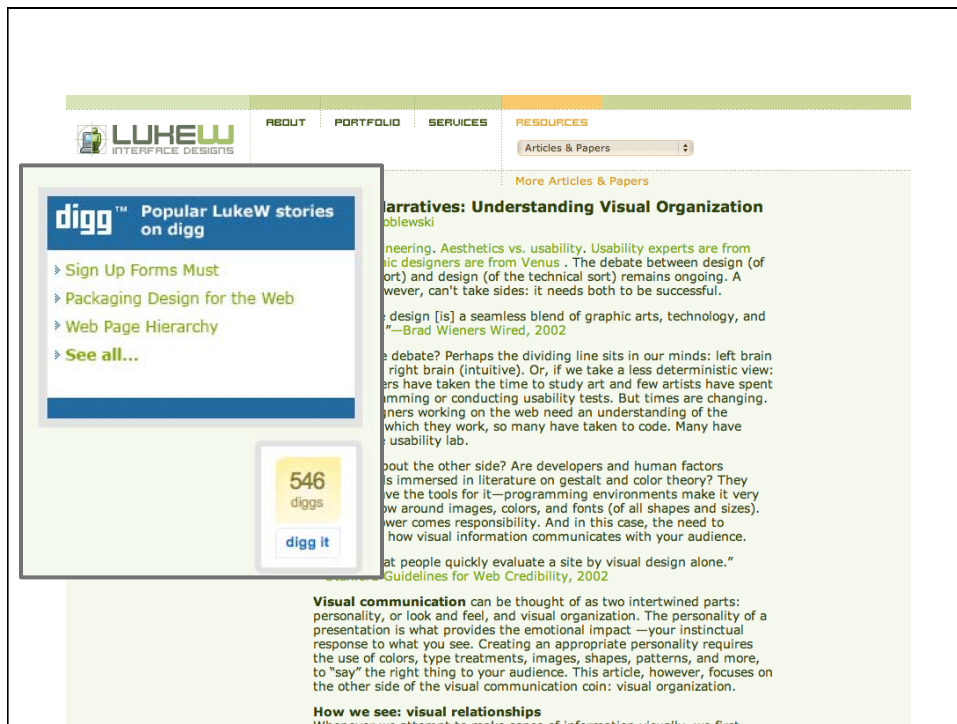
Visual communication can be thought of as two intertwined parts: personality, or look and feel, and **visual organization** . The personality of a presentation is what provides the emotional impact —your instinctual response to what you see. Creating an appropriate personality requires the use of colors, type treatments, images, shapes, patterns, and more, to "say" 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

Visual Organization Articles

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

Originally published in Boxes & Arrows -January 20th, 2003



BEST PRACTICES

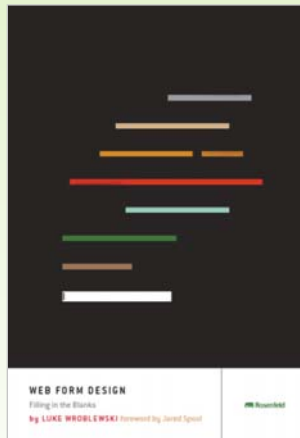
- Utilize the minimum amount necessary to set site context
- Build immediate credibility through the presentation layer
- See if you can leverage the origin

CONTENT

RELATED

CONTEXT

For more information...



- **Functioning Form**
 - www.lukew.com/ff/
- **Web Form Design: Filling in the Blanks**
 - **15% OFF!**
 - **IAS08WFD**
- **Site-Seeing: A Visual Approach to Web Usability**
 - Wiley & Sons
- **Drop me a note**
 - luke@lukew.com