

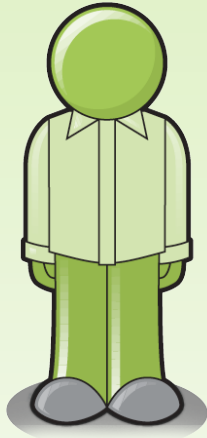
WEB APPLICATION PAGE HIERARCHY

LUKE WROBLEWSKI
WEB VISIONS 2007

LUKEW
INTERFACE DESIGNS

YAHOO!

Luke Wroblewski



Yahoo! Inc.

- Senior Principal, 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

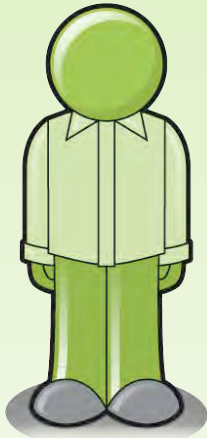
<http://www.lukew.com>

Outline



- **Why does page hierarchy matter?**
- **How do we construct a hierarchy?**
 - Enable usability
 - Reflect priority
- **How do we use hierarchy to:**
 - Communicate messages
 - Illuminate actions
 - Organize information
 - Present data

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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.

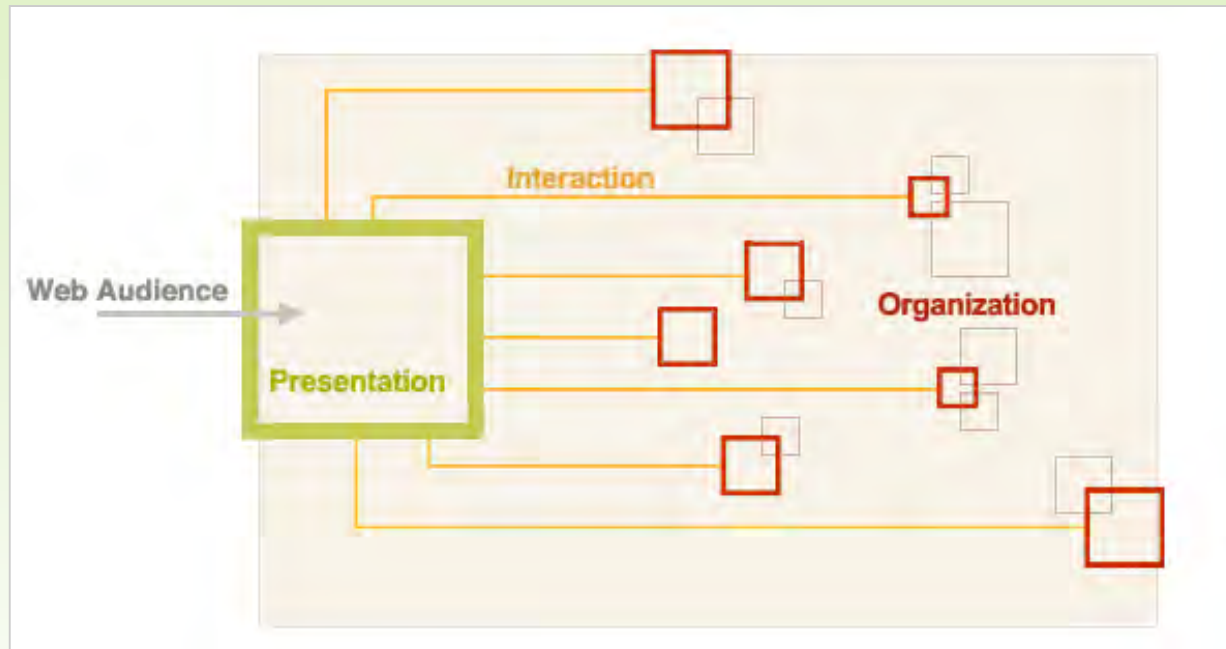
If it doesn't pan out, click the Back button and try again.

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



Squidoo Eye-tracking study (by etre)

Design Considerations



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

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

Presentation

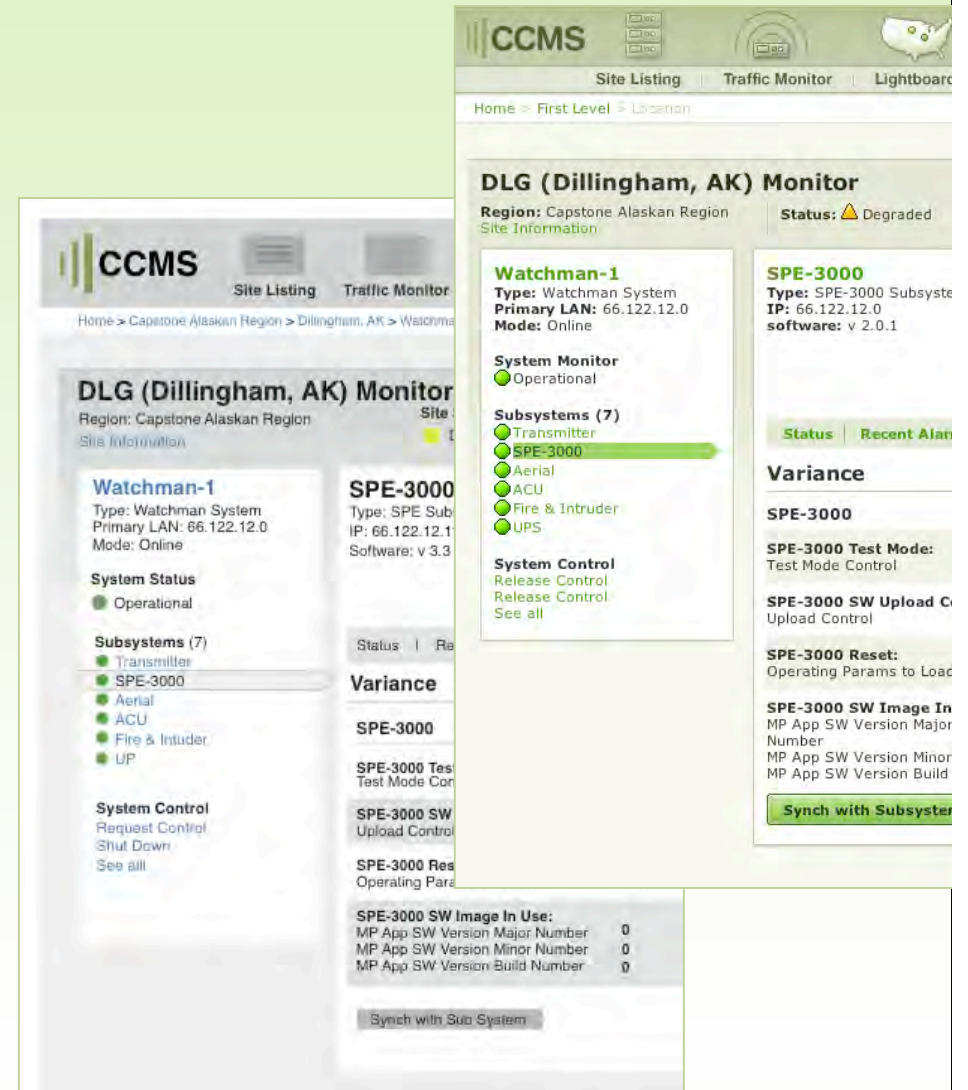


- **All interactions occur through the presentation**
- **Inform users**
 - Establish relationships between content
 - Guide users through actions
- **Make organizational systems clear**
 - Provide situational awareness
 - Maintain consistency to create a sense of place
- **Effectively convey brand message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

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**



BEFORE & AFTER

All page elements equal



Distinctions and hierarchy

Navigation
Page title

Sub-section title

Footer



Further distinctions

Site Identifier

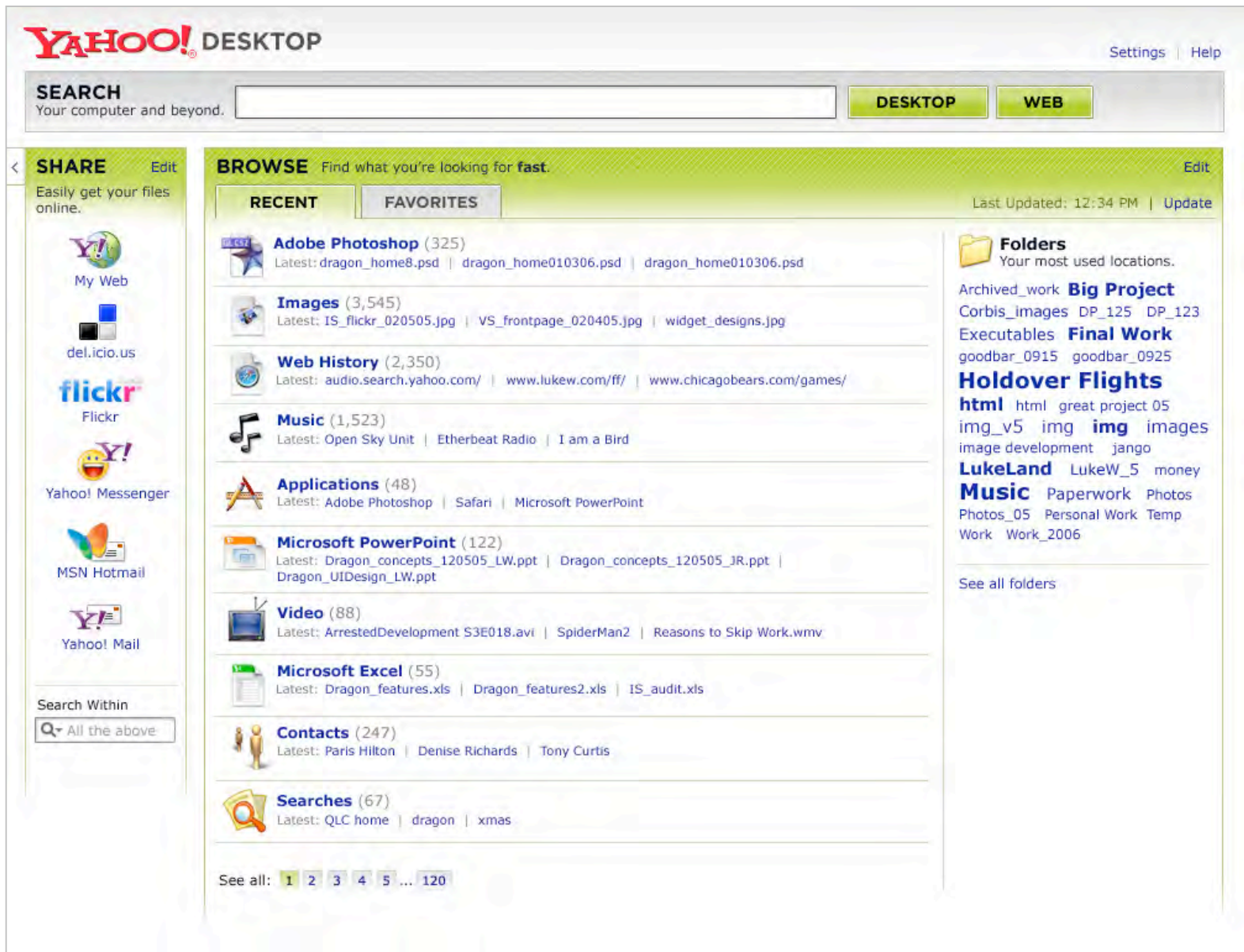
Second level navigation

Site wide utilities

Embedded links



After Visual Hierarchy



Before Visual Hierarchy



[Antique & Art](#)
[Audio, Video & DVD](#)
[Books](#)
[Business & Industrial](#)
[Careers & Employment](#)
[Children & Toys](#)
[Clothing & Accessories](#)
[Collectables](#)
[Computers](#)
[Home & Garden](#)
[Motorbikes & Snowmob.](#)
[Music](#)
[Other](#)
[Personals & Activities](#)
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Offered: Child's Antique Desk \$90
Offered: Cougar Run \$300.00
Offered: All occasion Greeting cards, & Prints. \$7.7...
Offered: 4 Silver Goblet'S \$500 B/O

Audio, Video & DVD (152)
Offered: Mp3 player 256mb Fm radio, voice record, start...
Offered: Infinity 12" Sub, Mx Ported Box, Kenwoo...
Offered: Two Tv S And Tv Stand!!! \$100.00 TO \$250.0...
Offered: Sony Md player for sale 100.00
Offered: Jvc® Cheap Executive Component Music Syste...

Books (135)
Offered: Cooking Tips Free
Offered: Cadillac allante \$45.00
Offered: To The Moon \$38.00
Offered: Children's illustrated bible \$5
Offered: Coles 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 3500.
Offered: What do you want to sell,i will export it to you ?
Offered: Mechanic,s tools asking \$6500.00, obo

Careers & Employment (457)
Offered: Women At Home
Offered: Join the Elite i.Mooms Team!
Offered: Security officer search job in Canada
Offered: Assorted How-To Books, Reports
Offered: Free To Use Chat !

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Offered: Ikea baby crib convertible into a toddler bed \$...
Offered: Plush Teddy Bear With Heart
Offered: 13 Pc Wood Form Fitter Toy
Offered: 26 Pc Wood Snail Puzzle

Clothing & Accessories (365)
Offered: Just Jeans and more \$3.00
Offered: Pepsi Watch C\$40.00 or B.O.
Offered: Musical Long Stem Red Rose
Offered: Assorted Luggage 50.00
Offered: Boardwalk Bbq Pub Toronto Tee Shirt BEST O...

Collectables (312)
Offered: Ontario Postcards Hotel Lee Smiths Falls ca196...
Offered: Motorways \$3.75
Offered: Evacuate \$10.00
Offered: Heinz Ketchup Bottles \$12.00
Offered: 6 Wax Cups \$13.50

Music (183)
Offered: Scanner 575 Hmi 1070
Offered: To All The Unemployed \$10.00
Offered: Saxophone - Keiwerth Tenor \$190 For Sale ! 1...
Offered: Numark Dj Mixer - Dm2002x CAD 75
Offered: Steinway Rosewood Concert Grand \$100,000

Other (194)
Offered: Air Folder 2,500.00
Offered: Hand & Body Lotion \$3.75
Offered: Domino's make an offer
Offered: Prevail Undergarments Sm Adult/Child 110 In ...
Offered: Paint chip repair kit 7500.00

Personals & Activities (170)
I am looking to ladies for mail with
Offered: Gifts Certificates
Luminita Micsoniu 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 draft crosses \$700.00 & up
Offered: Seven month old fixed male jackrussel \$75
Wanted: Wanted at Wholesale Cat Scrating Posts not ...

Photography (80)
Offered: Cameras & Lenses \$5000.00 OBO
Offered: Lumix Fz-10 4.1 mp 850
Offered: Hp Photosmart 635 150\$
Offered: Canon Eos 3 \$850.00 OBO
Offered: Canon Ae-1 35mm Slr camera 210.00 asking

Real Estate & Rental (410)
Offered: Lovely 1 bedroom + den, Toronto, Yorkville \$1...
Offered: Barcelona : To rent furnished single room 290
Offered: Realestate 444900.-can.
Offered: Why rent a room when you can have a house??...
Offered: Trapline/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 stock lefts hockey sticks 500-750
Offered: Ac Frame + 4Way Swinger 800.00

Telecommunication (129)
Offered: Data Kit for Nokia 6185 C\$75.00 or B.O.
Offered: Headphone for Nokia 6185 C\$15.00 or B.O.
Offered: Belt Clip for Nokia 6185 C\$15.00 or B.O.
Offered: Car charger for Nokia 6185 C\$10.00 or B.O.
Offered: Headphone for Sony Ericsson Z200 C\$15.00 or ...

After Visual Hierarchy



It all ads up

Welcome, LukeW (Sign Out) | Home | New | Top 40 | International

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Manage Ads

Help

Browse by category

- Antique & Art
- 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

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Antiques & Art (302) - African Treasures \$80 - Zilveren brood vork (1927 nederland) \$100,00 - Daily new supply from quality antiques Make Offer - Heirloom mirrors \$40.00+up - The Dresden Gallery Bid	Music (183) - Boosey & Hawkes Tenor Sax Negotiate - Pearl Drums+ \$400 - Piano, Mason&Risch \$850.00 delivered - Wanted: Merryman 45 singles and Ep's Make Offer - Superman original japanese soundtrack
Audio, Video & DVD (987) - Casino slot machine \$225 - Samsung 63" Hd Plasma TV Free Shipping - Sony tv forsale \$50 - Cobra® Cheap 2-Way Communicator 80% Discount - Polaroid® Cheap Portable Dvd Player \$140	Other (101) - Heritage Desk And Hutch \$165.00 - Beddegoed Euro \$150.00 - Woodworking Patterns and Plans Various - Illusionz® Fiber Optic Lighted Santa Cap \$500 - Heritage Desk And Hutch \$165.00
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Careers & Employment
Children & Toys
Clothing & Accessories
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Motorbikes & Snowmob.
Music
Other
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Safe buying and selling

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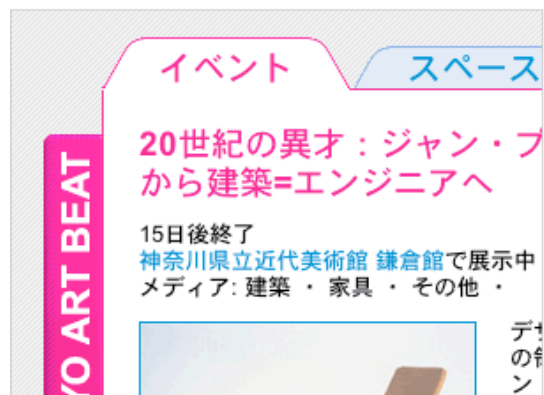
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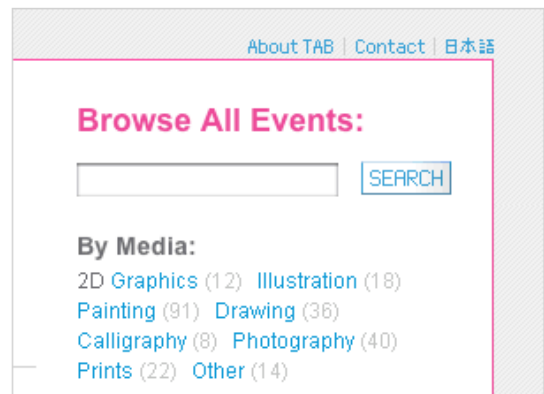
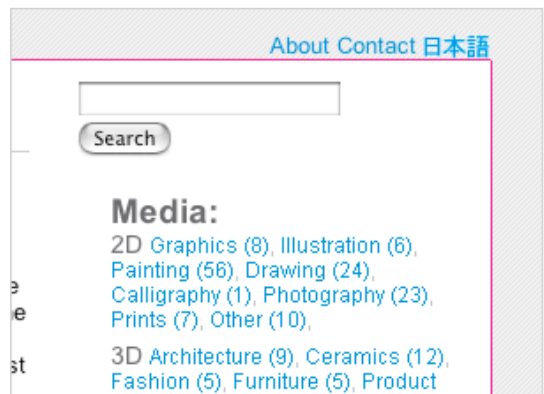
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Before & After Visual Hierarchy

ORIGINAL SITE



AQ'S REVISIONS





PRINCIPLES OF VISUAL COMMUNICATION



PHOTO BY MATTEO PENZO

How We See

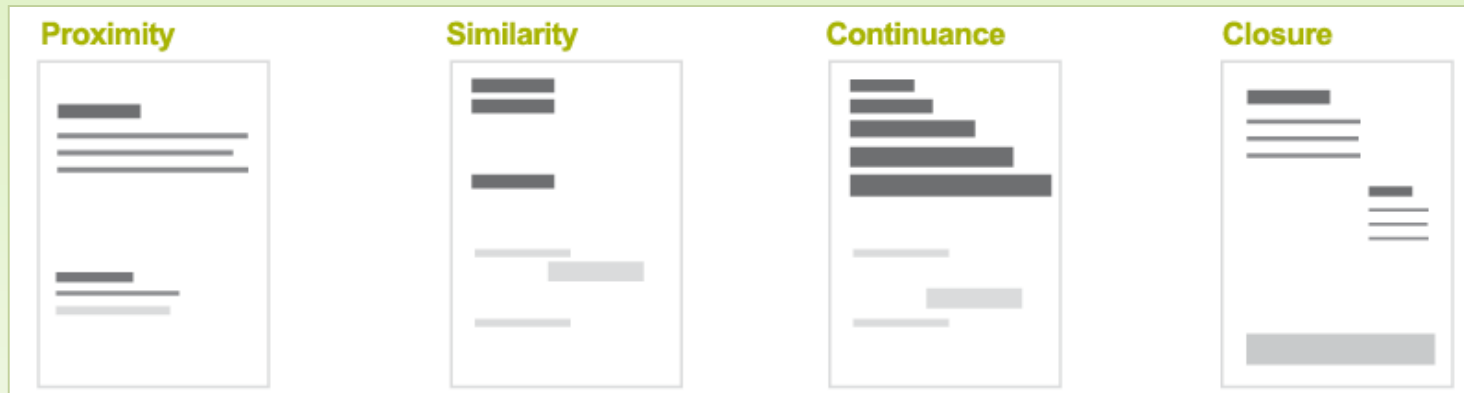


- **How we make sense of what we see**
 - Recognizing similarities & differences
 - This allows us to group information
 - And give it meaning
- **Relationships**
 - Between individual elements
 - To the whole (story)



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

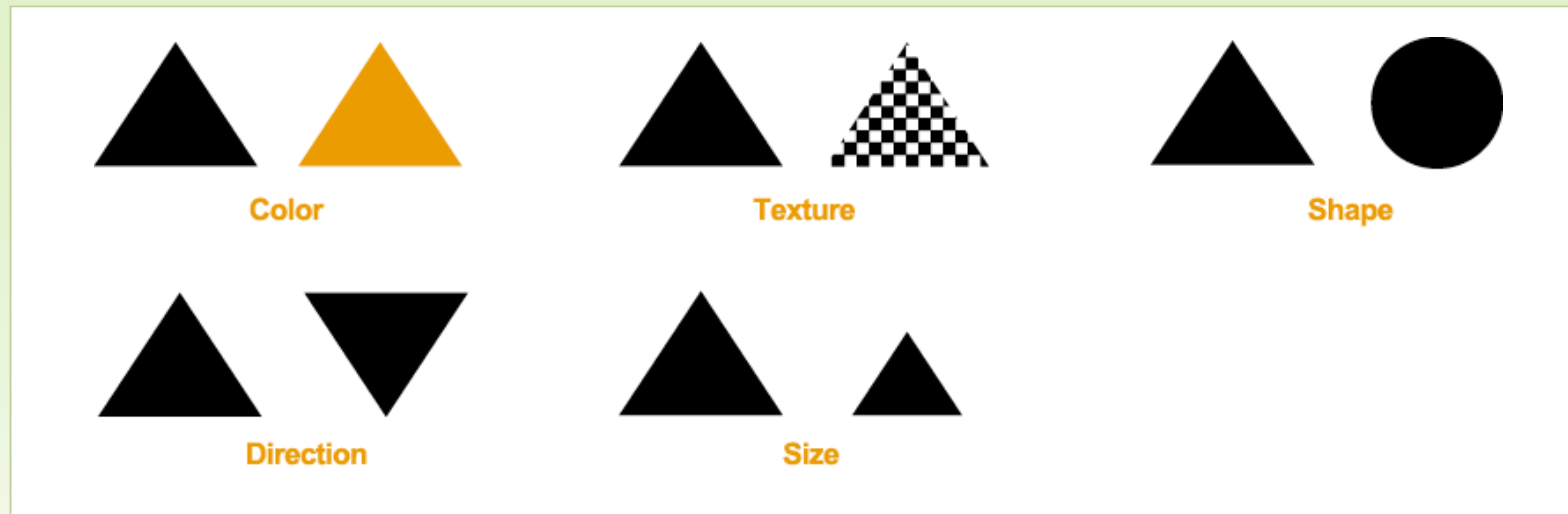
Understanding Perception



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

- **Several principles tell us how (why) we group visual information**
 - **Proximity** -elements close together are 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...

Visual Hierarchy

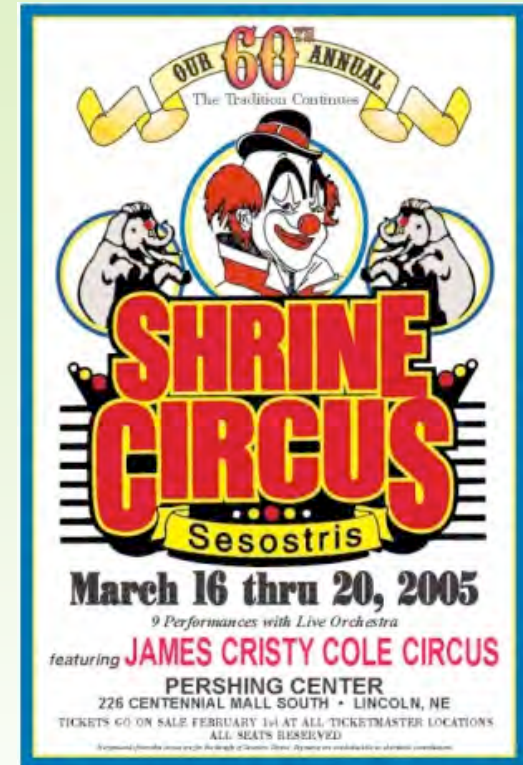


- **Creates a center of interest that attracts the viewer's attention**
- **Creates a sense of order and balance**
- **Establishes a pattern of movement to guide a viewer through a composition**
- **In other words, it tells a story**
 - Like all good stories it has a beginning, end, and a point.

Hierarchy Applied

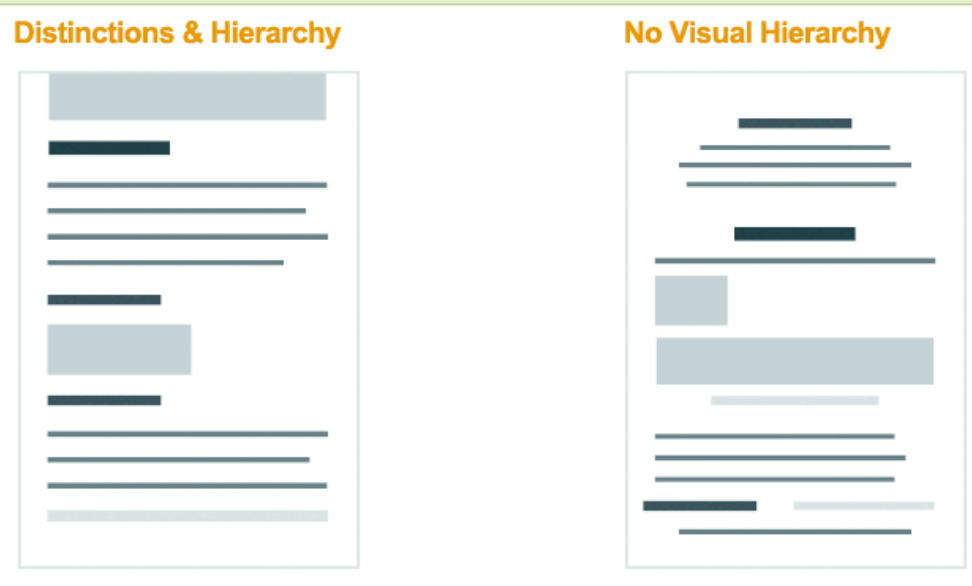


- **Visual weight guides you through**
 - Image
 - Title
 - Date & Location
 - Ticket Information
- **Building an effective hierarchy**
 - Involves use of visual relationships to add more or less visual weight to elements





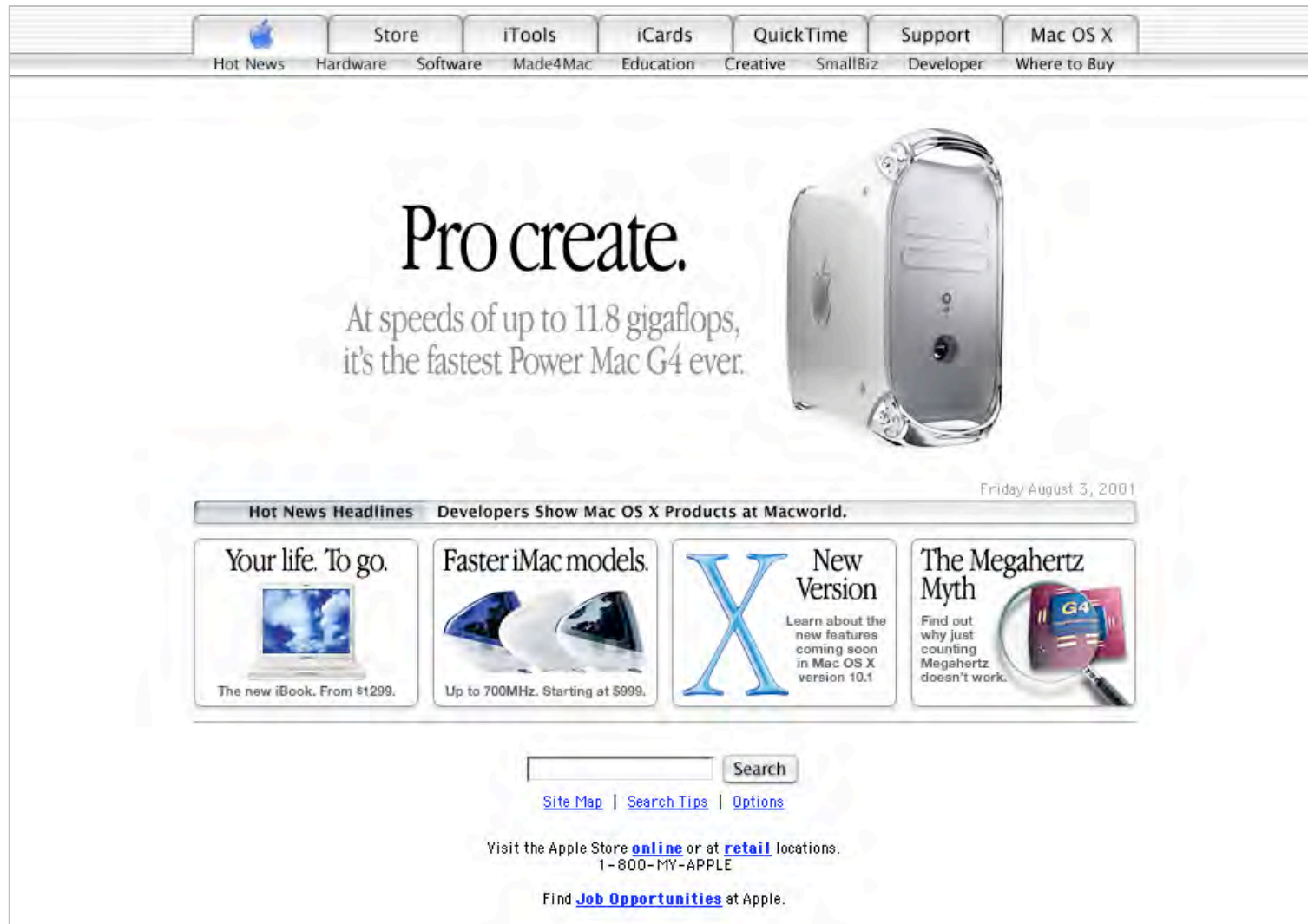
Building Effective Hierarchies



- **Distribution of visual weight**
 - Visually dominant images get noticed most
 - Focal point, center of interest
- **Distinct visual weight guides you through the narrative**
 - Essential to keep it balanced

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

Effective Hierarchy



No Clear Hierarchy

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[Tire Wax](#) [\\$5-\\$6 off](#)

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No Clear Hierarchy

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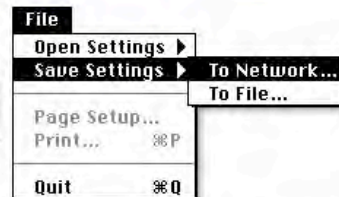
OVERVIEW

Easy to Install

Just run On Guard's installer application and then restart the computer to have it's powerful protection in place. Simple, yet effective.

Ironclad Protection

Export Windows



On Guard's 'Save To Network' feature gives you control of all of the computers on your network

No Hierarchy

[About HII™](#) [Summaries](#) [Advantages](#) [View Demo](#) [More Info](#)

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.

HII 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 HII Patient Education Service incorporates his experience and knowledge with that of other experts in health communication.

The HII service includes more than 4,000 professionally written, illustrated, and reviewed articles and over 6,000 drug references, which are available at the 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 HII health education articles are enabled with integrated, real-time teaching capabilities to help ensure that your patients are learning about their conditions.

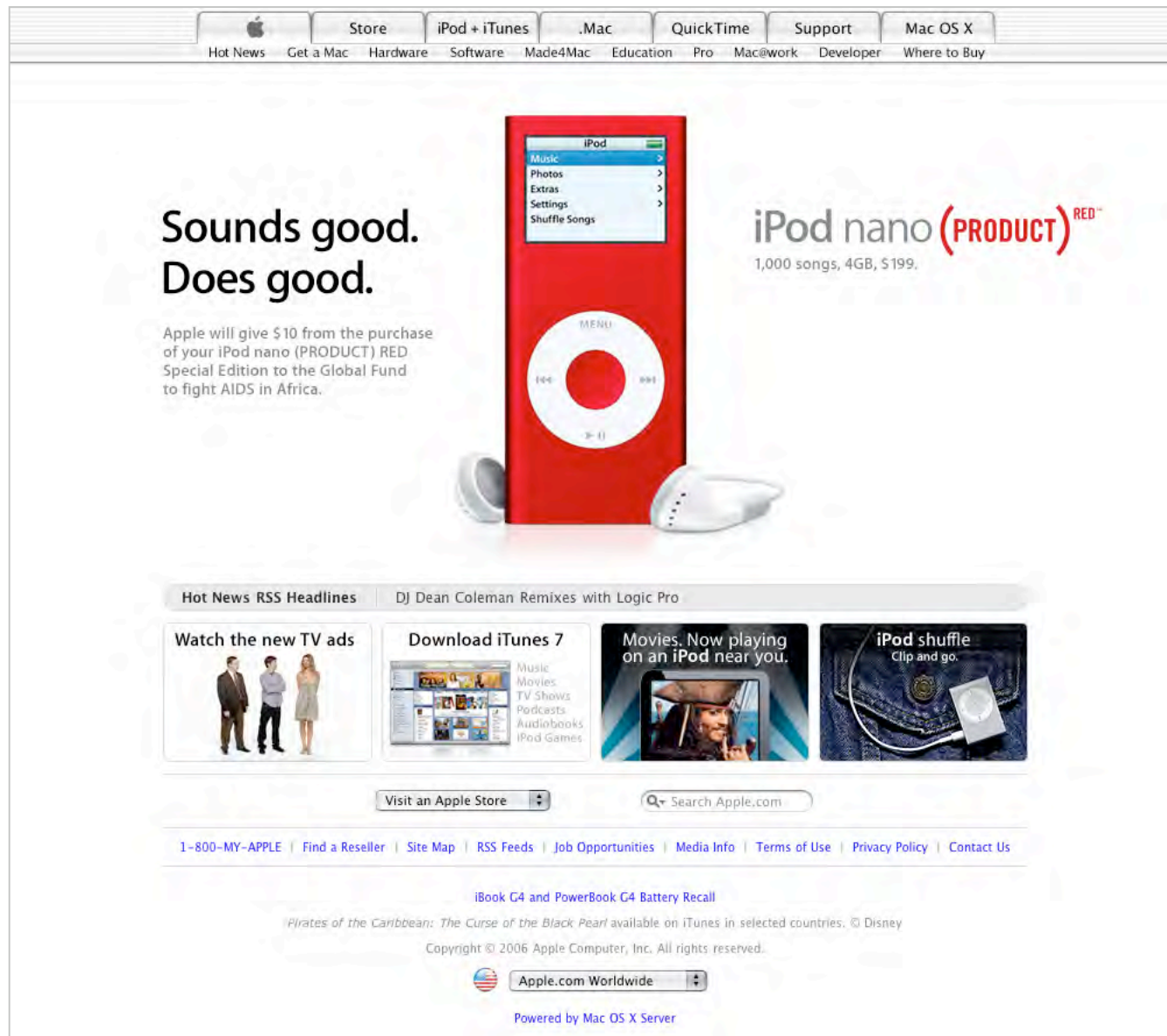
Our patented technology, award-winning content, and service can assist you in enhancing your presence on the Internet and meeting your patients' need for reliable health information, while improving patient satisfaction and health outcomes, decreasing healthcare costs, and protecting your patients' privacy.

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:

- Adult Health
- Women's Health
- Cardiology (Heart Care)
- Senior Health
- Medications Reference
- Sports Medicine
- Pediatric Health
- Pediatrics Behavioral Health
- Adult Behavioral Health
- Ophthalmology (Eye Care)

Effective Hierarchy



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.



**WHAT'S THE
PRIORITY?**

NOW WE KNOW HOW
TO CONSTRUCT A
VISUAL HIERARCHY

BUT WHAT SHOULD IT
COMMUNICATE?

Enable Usability

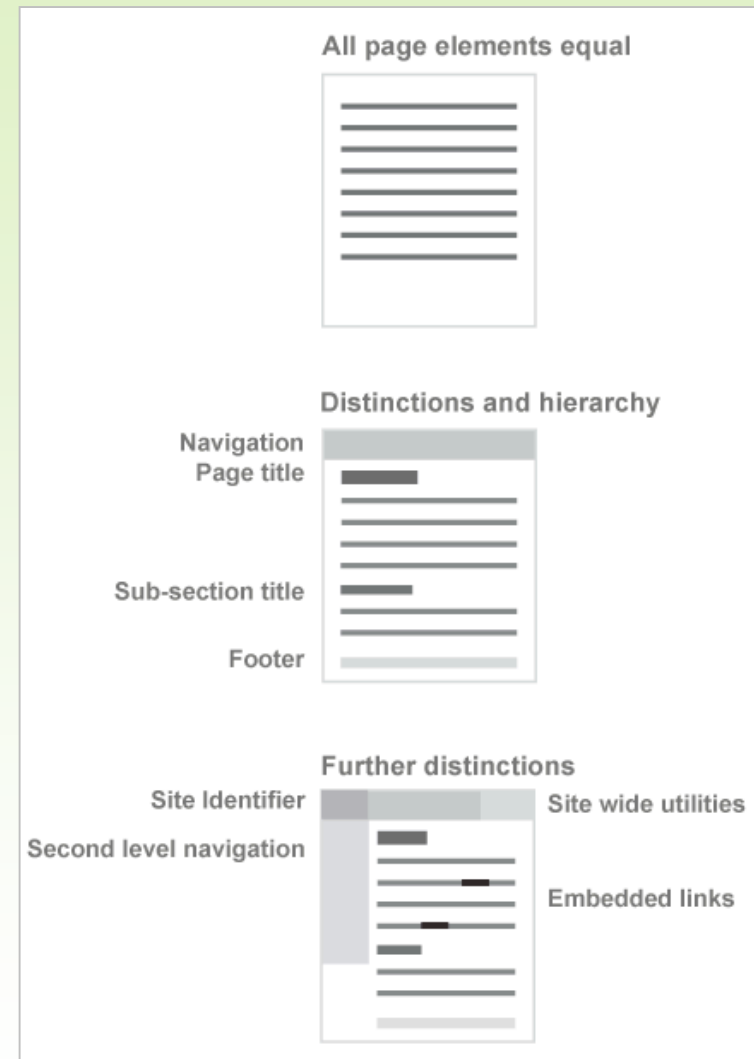


- **Once you understand hierarchy, you can**
 - Guide users through a sequence
 - Suggest distinct choices
- **Answer Key Questions**
 - What is this?
 - Where am I?
 - What do I do now?

Explain “What”

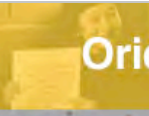


- **Lots of different elements on each page**
 - Communicate differences between elements
 - Their relative importance
 - Their meaning
 - Apply consistently throughout an application



Scanning Part 1

 CHICAGO SYMPHONY ORCHESTRA



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Orientation

DISCOVER CLASSICAL MUSIC

» INTRO TO CLASSICAL MUSIC

Introductory Concerts

Timeline of Classical Music

Orchestra Tour

Classical Music Glossary

Radio Broadcasts

YOUTH EDUCATION

FAQS

SEE US LIVE

MEET THE ORCHESTRA

Navigation

PLAN YOUR EXPERIENCE

HOW TO GET INVOLVED

CONTACT US

discover classical music

classical music glossary

Excerpts from Miles Hoffman's *The NPR® Classical Music Companion: Terms and Concepts from A to Z*.

Atonality – Dissonance
Atonality and dissonance are often linked in listeners' minds — and not without reason — but they're not the same thing.

Dissonance is the simultaneous sounding of two or more notes to produce a jarring, harsh, or disagreeable result, an effect of dashing or unease. It's from the Latin words for "sounding" and "apart," and its opposite is *consonance*, a pleasing sound, a "sounding together."

Atonality is the absence of *tonality*, which is the musical framework of major and minor keys, with chords and harmonies that are built on the notes of major and minor scales and that follow each other according to certain established principles. Atonal music, in other words, is music that isn't written in a key and that doesn't follow the rules of *tonal harmony* as practiced since about 1600. Atonality figures prominently in the work of many twentieth-century composers.

It is true that atonal music generally incorporates lots of dissonance. But tonal music, the music of Bach, Mozart, Beethoven, et al., contains plenty of dissonance, too, dissonance that can be every bit as harsh as that found in atonal music. (The opening chord of the last movement of Beethoven's Ninth Symphony, for example, is glaringly dissonant.) The difference is that in tonal music dissonances are considered "unstable" harmonies that must be "resolved" to something more solid — they must lead to consonances. The crucial dynamic of tonal harmony is that dissonance creates dramatic tension, and consonance provides the satisfaction of resolution, including the ultimate resolution of return to the home key. (A piece in C major may wander far afield harmonically, but in the end it always returns to C major.) We don't think of tonal music as dissonant because even its harshest dissonances are heard in an overall context of consonance.

terms

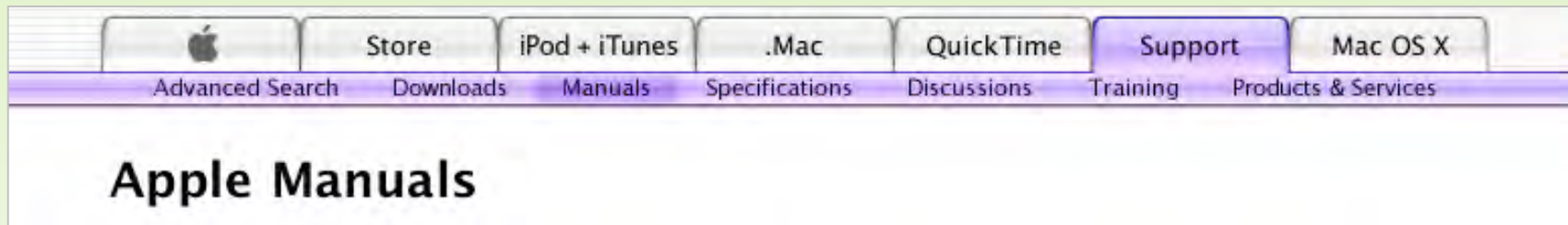
- Atonality – Dissonance
- Baroque
- Brass Instruments
- Guitar Music
- Classical Music
- Concertmaster
- Concerto
- Conductor
- Crescendo
- Dissonance
- Key – Tonality
- Orchestra
- Percussion Instruments
- Program Music
- Romanticism
- Score
- Stringed Instruments
- Symphony
- Tempo markings
- Violin family
- Woodwind instruments

Scanning Part 2

Section title	meet the performers		Supportive Info
Page title	William Eddins		
Body text	RESIDENT CONDUCTOR		
	William Eddins is the Resident Conductor of the Chicago Symphony Orchestra (the first in its 111-year history) and a frequent guest conductor of major orchestras throughout the world. In September of 2002 he will become the Principal Guest Conductor of the National Symphony Orchestra of Ireland.	Eddins with the CSO March 28, 2002 Rossini: Overture to <i>William Tell</i> Lutoslawski: Cello Concerto Rimsky-Korsakov: <i>Sheherazade</i> , Op. 35 For more info and tickets	
	In March of 2000 Mr. Eddins received the Seaver/NEA Conducting Award, a triennial grant of \$50,000 awarded to exceptionally gifted young American conductors.	Upcoming performances Thu 03/28 CSO Fri 03/29 CSO Sat 03/30 CSO Tue 04/02 CSO Wed 04/17 CSO Thu 04/18 CSO Fri 04/19 CSO Sat 04/20 CSO Sun 04/21 CSO Sat 05/11	
	Recent engagements include the New York Philharmonic and the symphony orchestras of San Francisco, Cincinnati, Atlanta, Detroit, Dallas, Baltimore, Indianapolis, Milwaukee, Houston, San Antonio, Kansas City, Grant Park, Omaha, Columbus, Austin, and Colorado, as well as the Louisiana, Dayton, Los Angeles, Jacksonville, Tulsa, and Buffalo Philharmonics, and the Los Angeles Chamber Orchestra.		
Navigation	He has upcoming performances with the St. Louis Symphony, Philadelphia Orchestra, Minnesota Orchestra, Nashville Symphony, New Jersey Symphony, Saint Paul Chamber Orchestra, Colorado Symphony, San Antonio Symphony, and the Lexington Philharmonic. Internationally, Mr. Eddins has conducted the Adelaide Symphony Orchestra (Australia), the Barcelona Symphony Orchestra (Spain), the Lisbon Metropolitan Orchestra (Portugal), the Natal Philharmonic (South Africa), and the Berlin Staatskapelle.		
	Page 1 2		



Explaining Where



- **Visual hierarchy within navigation systems**
 - “You are here” indicators (s.e.d.)
 - Indication of structure (size, color, etc.)

How Do I... ?



Error Please complete the following before continuing: Address.

Employee #

Social Security #

Prefix ▼

Name (First, MI, Last)

Suffix ▼

Address

City, State, Zip ▼ -

Employment Terms - -

Current Status ▼

Purge Employee? ☐ Yes ☒ No

Home Org # Jefferson School

Term/Reitre Date - - (DD-MM-YYY)

Save Changes

- ...Go to the next step?

Building a Hierarchy



- **Effective page hierarchies map to prioritized user/business needs**
- **Building an effective hierarchy**
 1. List out required content & actions
 2. Prioritize the list
 3. Start at the top and give each element equal or less visual weight as the previous element
 - This ensures there is enough contrast between elements
 - You are likely to end up with more unique visual treatments than your design actually needs
 4. Work through the elements on the page again to bring more visual consistency to related elements

Prioritizing Content



Summary

Incidents List

Threat	Events	Date
75		11/
32	2,084	10/
27	2	10/
0		10/
0		10/

Top 5 Vulnerabilities

Vulnerability
CVE: CVE-2000-120
CVE: CAN-1999-062
CVE: CAN-1999-056
CVE: CVE-2001-041
CVE: CVE-2002-007

Top 5 Attackers

Host
10.0.0.11
10.0.0.5
172.16.0.5
127.0.0.1
10.0.0.10



ALERTLOGIC INVISION SECURITY

Summary | Dashboard | Threats | Exposures | Defenses | Management | Reports

Welcome, LukeW | My Account | Log Out

New reports (1)

Summary

Network: **LukeW Interface Designs**

Hosts: **15 operational**

[Manage](#)

[Recent Reports](#)

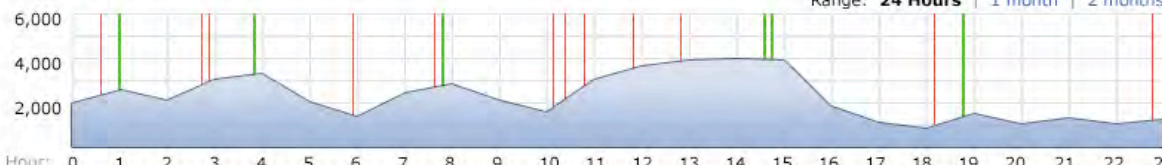
[Recent Configurations](#)

Did you know?
You can set the number of recon attempts per host?

[More Tips](#)

Recent Traffic

Range: 24 Hours | 1 month | 2 months



Hour: 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Threats

Threat Level



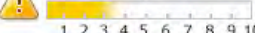
1 2 3 4 5 6 7 8 9 10

- 37 worm infections
[Manage](#) | [Prevent](#)
- 15 recon attempts
[Manage](#) | [Prevent](#)
- 0 successful break-ins
[Manage](#) | [Prevent](#)

[Threat Summary](#)

Exposures

Exposure Level



1 2 3 4 5 6 7 8 9 10

- 15% hosts exposed
[Manage](#) | [Prevent](#)
- 45 critical exposures
[Manage](#) | [Prevent](#)

[Exposures Summary](#)

Defenses

15 active defenses
[Manage defense policies](#)

- 5 hosts contained
[Manage](#)
- 0 hosts blocked

[Defense Summary](#)

Joao Prado Maia

[My Account](#) | [Logout](#)

33,334,987

SLA

c-colo-ids	12 hour
c-office-ids	12 hour
c-colo-ids	12 hour
c-colo-ids	12 hour
c-office-ids	12 hour
c-colo-ids	12 hour
c-colo-ids	12 hour
c-colo-ids	12 hour
c-colo-ids	12 hour
c-office-ids	12 hour

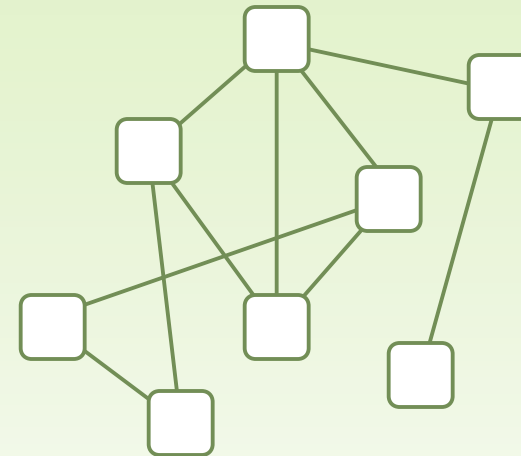
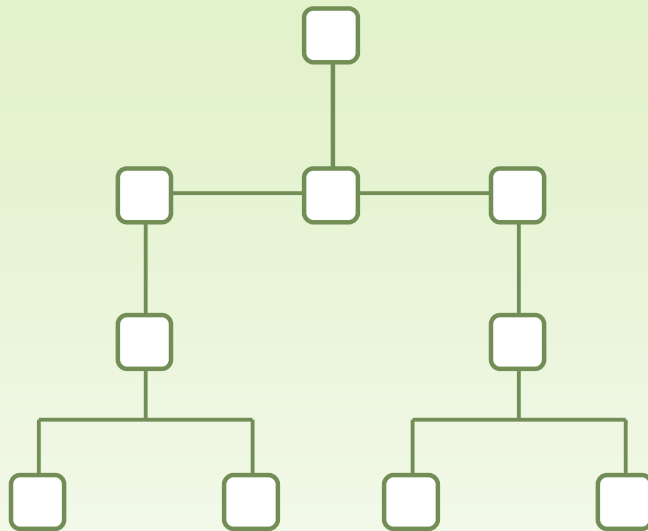
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Data-driven Prioritization



Feature	Participatory Design Rank	Trust Ranking	Home Visits	User Survey	Metrics: CTR	Metrics: Conversion	Decision Criteria	Best Practices
Feature Name	7.3	7 x		72%	5.40%	15%	H	x
Feature Name	7	9 x		66%	4.30%	8%	H	x
Feature Name	6.5	8 x		45%	8.00%	4%	M	x
Feature Name	6.3	10			7.30%		H	x
Feature Name	5.2	5		33%	4.20%		M	
Feature Name	5.2	6 x		22%	3.10%	1%	M	
Feature Name	5.2	4			2.90%		H	x
Feature Name	4.1	3		18%	2.20%		L	x
Feature Name	4.1	2			4.20%		L	
Feature Name	3.2	1 x		12%	1.50%		L	
Feature Name	2.8				0.06%		M	x
Feature Name	1.9			8%	0.50%		M	
Feature Name	1.7			5%	0.05%		L	



Sites

Hierarchies: management, military

Examples: closed, expensive, complex, accurate

Content Objects

Emergent Networks: open, inexpensive, simple, close enough

Examples: crowds, friends, incidental networks,

Quick Links

[Director's Corner](#)
[Dictionary of Cancer Terms](#)
[NCI Drug Dictionary](#)
[Funding Opportunities](#)
[NCI Publications](#)
[Advisory Boards and Groups](#)
[NIH Calendar of Events](#)
[Español](#)

Questions about cancer?

• 1-800-4-CANCER
• [LiveHelp@online chat](#)

NCI Highlights

[Gleevec Reduces Recurrence of GIST](#)
[Computer Aid Reduces Accuracy of Mammograms](#)
[Low-dose Steroid Drug Combo for Multiple Myeloma](#)
[The Nation's Investment in Cancer Research FY 2008](#)
[Statement on Fiscal Year 2007 Budget Request](#)
[Cancer Trends Progress Report: 2005 Update](#)
[NCAB Working Group Report on Biomedical Technology](#)
[Past Highlights](#)

You Can Quit Smoking Now!

HPV Vaccines for Cervical Cancer
[Learn More >](#)

Breast Cancer



[In English](#) | [En español](#)

Definition of breast cancer: Cancer that forms in tissues of the breast, usually the ducts (tubes that carry milk to the nipple) and lobules (glands that make milk). It occurs in both men and women, although male breast cancer is rare.

Estimated new cases and deaths from breast cancer in the United States in 2007:

- New cases: 178,480 (female); 2,030 (male)
- Deaths: 40,460 (female); 450 (male)

See the online booklet [What You Need To Know About™ Breast Cancer](#) to learn about breast cancer symptoms, diagnosis, treatment, and questions to ask the doctor.

For an overview of research advances, see [Cancer Advances In Focus: Breast Cancer](#).

Treatment

Information about treatment, including surgery, chemotherapy, radiation therapy, immunotherapy, and vaccine therapy

Breast Cancer Treatment
[\[patient\]](#) [\[health professional\]](#)

Male Breast Cancer Treatment
[\[patient\]](#) [\[health professional\]](#)

Breast Cancer and Pregnancy
[\[patient\]](#) [\[health professional\]](#)

Aromatase Inhibitors Come of Age
[More...](#)

Prevention, Genetics, Causes

Information related to prevention, genetics, risk factors

Breast Cancer Prevention
[\[patient\]](#) [\[health professional\]](#)

Genetics of Breast and Ovarian Cancer
[\[health professional\]](#)

Breast Cancer Risk Assessment Tool

Physical Activity Lowers Risk of Breast Cancer
[More...](#)

Screening and Testing

Information about methods of cancer detection including new imaging technologies, tumor markers, and biopsy procedures

Breast Cancer Screening
[\[patient\]](#) [\[health professional\]](#)
[Computer Aid Reduces Accuracy of Mammograms](#)

MRI Detects Cancers in the Opposite Breast

Digital Mammography Trial Results Announced

Get a Mammogram

[More...](#)

Clinical Trials

Information and current news about clinical trials and trial-related data

Breast Cancer Trial Results

How to Find a Cancer Treatment Trial

Search for Clinical Trials

The TAILORx Breast Cancer Trial
[BreastCancerTrials.org: Patient-to-Trial Matching](#)

Cancer Literature

Resources available from the PubMed database

Cancer Topic Searches: Breast Cancer

Cancer Topic Searches: Cancer Genetics

Cancer Literature in PubMed

Research and Related Information

Includes NCI-supported research, funding opportunities, and special reports

Breast Cancer Research Funding Opportunities

Breast Cancer Research Projects

Breast SPORes

Breast Cancer - NCI Office of Women's Health

Early Reproductive Events and Breast Cancer

Breast Cancer Progress Review Group Report

Breast Cancer Progress Report

Statistics

Information related to cancer incidence, mortality, and survival

Snapshot of Breast Cancer

Probability of Breast Cancer in American Women

Finding Cancer Statistics

Understanding Cancer Statistics

Related Pages

Inflammatory Breast Cancer: Questions and Answers

A fact sheet about the diagnosis and treatment of an uncommon type of breast cancer in which the breast becomes red, swollen, and warm. National Cancer Institute Fact Sheet 6.2

NIH SeniorHealth: Breast Cancer

NIH SeniorHealth is a Web site that features authoritative and up-to-date health information in a format tailored to older adults.

PDQ® - NCI's Comprehensive Cancer Database

Full description of the NCI PDQ database.

General Cancer Resources

Coping with Cancer
Managing side effects and complications caused by cancer and its treatment.

Support and Resources
Information about cancer support organizations, finances, insurance, home care, and hospice care.

Educational Materials About Clinical Trials
Types of trials, how they work, risks and benefits of taking part.

Complementary and Alternative Medicine
Healing philosophies, approaches, and therapies used in addition to, or instead of, conventional cancer treatments.

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Chicago Tribune

43° F
Latest forecast

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Sports pix of the week

Cubs | Sox | Bulls

Sports video

Watch the action

City celebrates Olympics bid win

By Gary Washburn and Michelle S. Keller
Tribune staff reporters
Published April 16, 2007, 9:08 PM CDT

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

Daley portrayed Chicago as a Midwestern prototype but also as a city that rose from the ashes of the Great Fire of 1871 to welcome immigrants from around the world.

The centerpiece of the day's events was a Daley Center rally where thousands cheered speeches by former Olympians, Daley, Gov. Rod Blagojevich and presidential candidate Barack Obama, Illinois' junior U.S. senator.

"Every one of us is going to be an ambassador in regards to the Olympics."

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Wanted Women 35-54

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TRY IT NOW!

Chicago named 2016 bid city

Chicago Tribune

IS YOUR TEENAGER A SAFE DRIVER? [Click Here to find out more!](#)

City celebrates Olympics bid win

Wanted Women 35-54

top jobs

metronix.com

Chicago named 2016 bid city

Business

Sports

Travel

Entertainment

Today's paper

Classified

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The New York Times

U.S.

U.S. AI NYT

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POLITICSWASHINGTONEDUCATION

32 Shot Dead on Virginia Tech Campus



Students gathered at the War Memorial Chapel on the Virginia Tech campus for a vigil Monday night. **More Photos >**

By **JOHN M. BRODER**
Published: April 17, 2007

BLACKSBURG, Va., April 16 — Thirty-two people were killed, along with a gunman, and at least 15 injured in two shooting attacks at [Virginia Polytechnic Institute](#) on Monday during three hours of horror and chaos on this sprawling campus.

The police and witnesses said some victims were executed with handguns while other students were hurt jumping from upper-story windows of the classroom building where most of the killings occurred. After the second round of killings, the gunman killed himself, the police said.

It was the deadliest shooting rampage in American history and came nearly eight years to the day after 13 people died at [Columbine High School](#) in Colorado at the hands of two disaffected students who then killed themselves.

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It was the deadliest shooting rampage in American history and came nearly eight years to the day after 13 people died at [Columbine High School](#) in Colorado at the hands of two disaffected students who then killed themselves.

At 10:00 p.m. Monday, only one of the Virginia Tech victims had been officially identified. Police officials said that was not yet ready to identify the gunman or even whether one person was behind both attacks, which remained investigations on the campus of police officers, faculty members and staff.

Federal law enforcement officials in Washington said the campus might have been a target since some security guards at the United States. A university spokeswoman, Susan Lanning, could not confirm that report but said the university was looking into whether two people were behind the attacks. — not yet ready to identify the gunman or even whether one person was behind both attacks, which remained investigations on the campus of police officers, faculty members and staff.

The university's president, Charles W. Steger, expressed his horror and disbelief and sorrow at what he described as a tragedy of monumental proportions. But questions were immediately raised about whether security officials had responded adequately to the shootings.

There was a two-hour gap between the first shootings, when one person was killed, and the second, when a gunman walked through the halls of engineering building across campus, shooting at students and faculty in classrooms and hallways. Being dozens of yards and off campus and to the east, it was not clear if the first had led to the second or if the second was a separate attack.

The university did not need a comprehensive alert until the second attack had begun, even though the gunman in the first had not been apprehended.

Mr. Steger defended the decision not to shut down or evacuate the campus after the first shootings, saying officials had believed the first attack was self-contained and, which the campus police believed was a "suicide" attempt.

"We had no means to suspect any other incident was going to occur," he said.

President Bush sent his condolences to the families of the victims and the university community. "We will stand by the people of Virginia and the people of Blacksburg," he said. "When that moment is reached, the report is left in every classroom and every classroom community."

The Virginia Tech attacks started early in the morning, with a call to the police at 7:45 from West Auditor Johnson Hall, a two-story building. Students, as students were getting ready for classes or were on their way there.

Students said a gunman had gone into a room looking for his girlfriend. He killed two people, a woman identified as Ryan Clark, from Augusta, Ga., and a husband identified by other students as her brother or brother-in-law.

The shootings at the engineering building, Norris Hall, began about 7:45.

One student described himself as in a classroom there with other students and hearing dozens of gunfire nearby. Someone tried to force his way into the classroom and fired two shots through the door that did not hit anyone, the student said.

Scott L. Handberg, an associate professor of engineering, was in his office on the third floor when he heard an ex-girlfriend who had worked for the second floor. Mr. Handberg said he had called 911, but the police were already on the way.

The police surrounded the building and he barricaded the door to his office. After about an hour, the police broke down the door and entered his office.

"When I left, I was one of the last to leave," Mr. Handberg said. "I had no idea of the magnitude of the event."

According to the college newspaper, The Collegian Times, one of the faculty took place in a classroom close to Norris Hall.

"He was just a sweet looking kid. After he had been in the room, Ryan Handberg, said the newspaper. The man was a two-hour-up-and-the-black-out — maybe I was for auto or something."

Reporting was contributed by Sarah Anderson, Edmund L. Andrews, Steve Benen, Michael Collins, David D. Clark, David M.ervin, Michael S. Grynbaum, Michael H. Haber, Mary Kearney and Matthew L. Wright.

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Paul Krugman Responds to Readers on the Democratic Issue



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Differentiate

Explain

Central message

[members login here](#)

 Get to know your blog

Measure Map provides free, easy stats for your blog.

Sign up for an invitation

Sign Up

We'll be in touch soon.

These are your blog's numbers today 24 October 2005



173

Visitors

came to your blog. That's 16 more than an average day. [Explore more...](#)



12

Links

from other blogs have been used so far today. That's 2 more than an average day. [Explore more...](#)



4

Comments

were posted on your blog so far today. That's five same as an average day. [Explore more...](#)



45 of 97

Posts

had someone visit them. That's 5 more than an average day. [Explore more...](#)



Countries your visitors came from on 24 October 2005

countries

visitors

links

comments

posts

countries

links



Zoom: [25]



Top 5 Countries:
USA (10)
UK (7)
Canada (5)
Australia (3)
Germany (2)
Overall, you had visitors from 14 countries

Measure Map helps you understand what people do at your blog, and what influence you are having on the world.

- Easily navigate the numbers that matter
- Track links to see who sends you traffic
- Find out what people do at your site
- Setup is a breeze — it only takes a minute

Not enough hierarchy



Harnessing the power of collective knowledge to improve medicine.



Track Your Progress
Gain control of your treatments, doctor visits, side effects and more.



Find Patients Like You
Meet people to share concerns, hopes, and information.



Learn from the Answer Network
Community answers to crucial questions about your condition.

Sign In

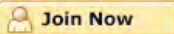
Email Address

Password

 **Sign In**

[Forgot your password?](#)

New to PatientsLikeMe?

 **Join Now** Membership is free.

- ★ 10 reasons to join PatientsLikeMe
- ★ Patient Testimonials
- ★ About Us

Answer Network

 **Top ALS Treatments**

- Celebrex (122)
- Ambien (89)
- Vitamin C (66)
- Hydroxyurea (34)
- Ginko Bilboa (23)

 **Explore the Answer Network:**

- Treatments
- Side Effects
- Doctors

PatientsLikeMe allows patients to share critical data regarding their treatment regimens and disease progress and provides simple report tools to evaluate this data to make better-informed healthcare decisions. [Learn More...](#)

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Not enough contrast

patientslikeme™ beta *Harnessing the power of collective knowledge to improve medicine.*

a new system of medical care
 **by patients, for patients.**

- ★ Find out what solutions patients are trying
- ★ Learn which solutions work
- ★ Decide what's right for you

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Gain control of your treatments, doctor visits, side effects and more. [Find out how.](#)

Find Patients Like You



Share and compare your history of solutions and outcome progress. [Learn more.](#)

Learn With Us



Get answers to crucial questions from shared community experiences. [Discover how.](#)

 **Doctors,** learn what PatientsLikeMe [can do for you.](#)

 Explore the Answer Network: [Treatments, Side Effects](#)

PatientsLikeMe currently supports the ALS community. [Let us know what we can do for you.](#)

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Central Message

The screenshot shows the PatientsLikeMe website homepage. The layout is clean and professional, with a blue and white color scheme. The main header features the PatientsLikeMe logo and navigation links. A large blue banner contains the primary message and a call to action. To the right, three feature boxes (Track, Share, Learn) are presented with icons and brief descriptions. Below the banner, an 'Active Communities' section lists various health conditions. The footer contains additional navigation links and a copyright notice.

patientslikeme™ [How it Works](#) | [About Us](#) | [Contact Info](#)

Share real results with real patients for real diseases.

PatientsLikeMe is an online community committed to making a difference for patients and their health.

Join Now (It's free!) Already a member? [Sign In](#)

Track
Stay aware of how you are doing with real medical wellness measures.
[Find out how...](#)

Share
Compare your progress to patients that share your treatments and outcomes.
[Learn more...](#)

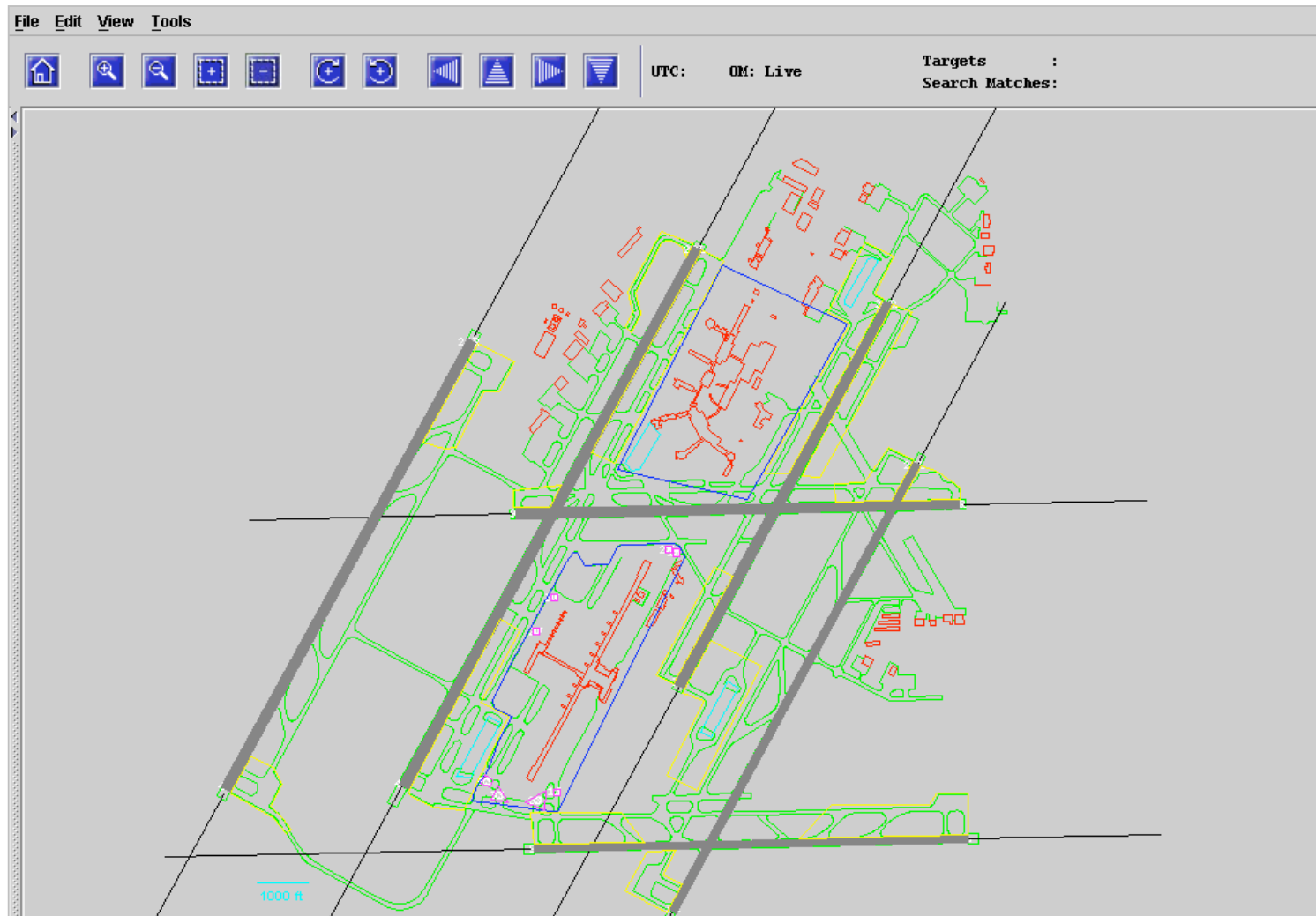
Learn
Get answers to questions from an active community of patients.
[Discover how...](#)

Active Communities

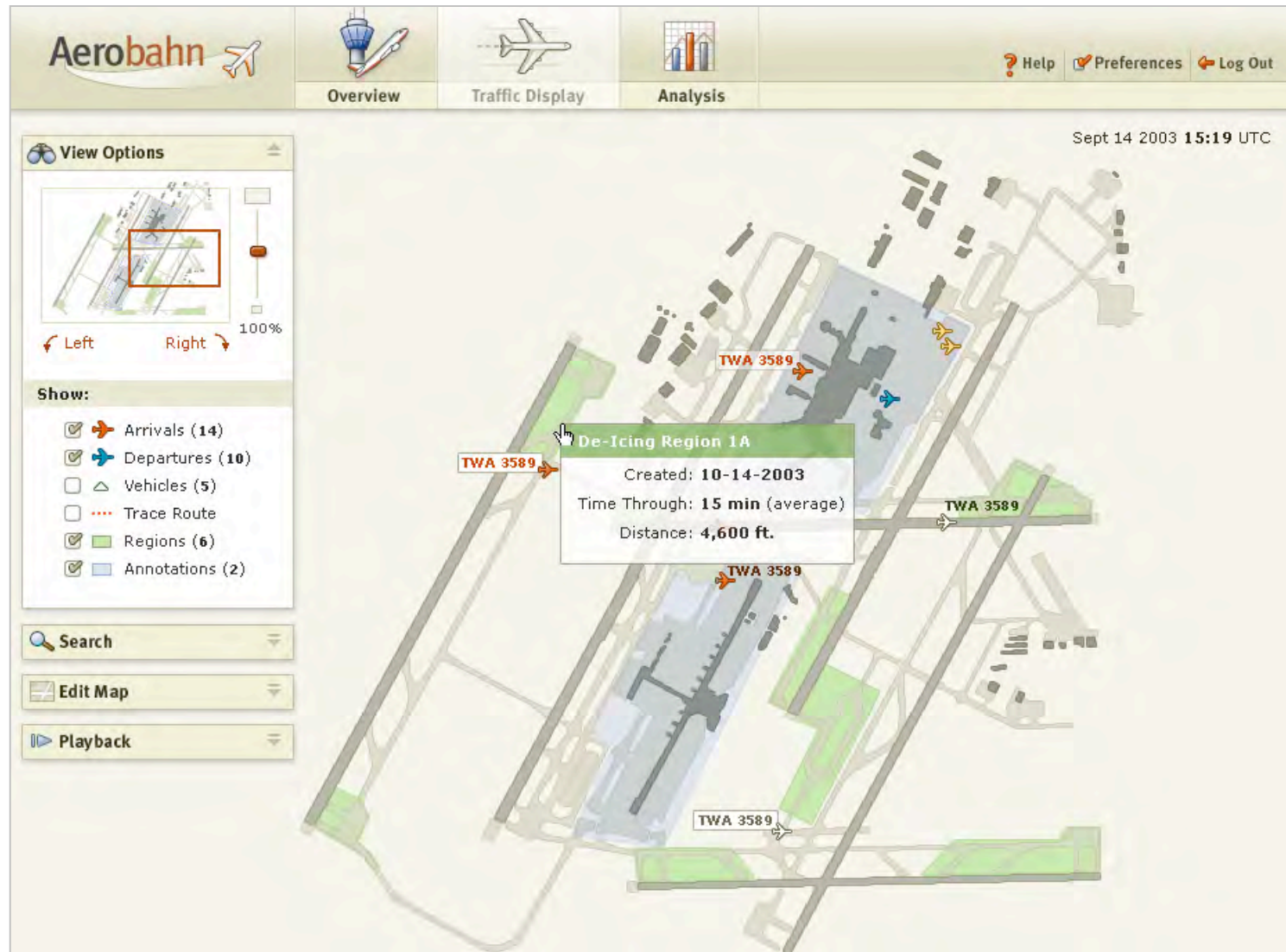
ALS (Lou Gehrig's Disease)	Multiple Sclerosis
Depression	Parkinson's Disease
Epilepsy	Request others...

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What is this?



Communicate function



Web Transitions



1. Locomotion to digital representations of physical entities

- Directories & portals, Yahoo!
- Company sites & brochure-ware

2. Digital manipulation of physical goods

- E-commerce everywhere
- Amazon, eBay

3. Digital services

- Enable conversation & manipulation
- Display surfaces
- Content creation
- Aggregation
- Entertainment

Packaging Design for Web Apps



- **Meaningful Shout**
 - Differentiate
 - Attract
 - Embody the Brand
- **Back of Pack**
 - Support the Story
 - Outline Benefits & Features
- **Unpacking Experience**





TAKE ACTION

“What do I do now?”

User Needs &
Business Goals

Take action?

[Getting Started](#) | [Search](#) | [Big Top](#) | [Guide](#) | [Blog](#)

If you're already one of our lucky members, [sign in now](#).

[Home](#) | [Sign Up](#)

LuckyOliver





'Lion Head Goldfish'
by Suprijono Suharjoto

LuckyOliver is a community of photographers, designers and artists who buy and sell photos.

Search

New here? Find out how to [get started](#) or go completely crazy and just [sign up](#)!

[Like this image?](#) It'll only cost you 1 token (around \$1) for a blog-sized version...or if you want it all to yourself, you can spend more tokens and buy-it-out.

Read All About It

Submission Backlog

Posted Sep 06

Latest comment by [pattie](#)

LuckyO Representing at PACA

Posted Sep 06

Latest comment by [dingus](#)

Photo of the Moment



'All Time Love'
by Bill Curry

Makin' the Cash



If your photos are part of the first 30,000 accepted exclusive images, you'll receive a 60% royalty on each photo. [Get to it!](#)

LOAFing Contest!



Always dreamed of being rewarded for doing very little? Then LOAFing might just be for you. [Learn more...](#)

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Take Action: Sign Up

LuckyOliver [Getting Started](#) [Big Top](#) [Browse](#) [Blog](#)

If you're already one of our lucky members, [sign in now](#).

[Home](#) [Sign Up](#) [Buy Tokens](#)



High quality stock photos and images for about \$1⁰⁰

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Buy a pack of [10 tokens](#) for \$10 and start downloading images right now!

What is LuckyOliver?

LuckyOliver is a community of photographers, designers and artists who buy and sell stock photos. Our stock photos and illustrations are high quality, low cost, and legal.

View the latest [50 accepted images](#), [browse our photographers](#), [read our blog](#), or [search for stock images](#). Maybe you have a good eye? [Read our guide and submit a few images](#).

Read All About It

Speed improvements (or not)
Posted Nov 21
Latest comment by [periwinkle](#)

Copy Space
Posted Nov 19
Latest comment by [smeg_for_brains](#)

Photo of the Moment



'Eat Ham' Turkey
by Heather Craig

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Email call to action

----- Forwarded message of existing email -----
From: **Renkoo Bee** <noreply@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: ifindkarma@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:
OHOMGROFLBBQ! 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:

Speak!

Email call to action

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@lukew.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 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!

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!

Take action?

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[Buy](#) | [Sell](#) | [My eBay](#) | [Community](#) | [Help](#)

Hello! [Sign in](#) or [register](#).

Start new search [Advanced Search](#)

 POWERED BY 

[Home](#) > [Community](#) > [Affiliate Program](#) > Welcome to the eBay Affiliate Program

eBay Affiliate Program



Choose a Topic

Welcome

- [Learning Center](#)
- [Program Details](#)
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- [Best Practices](#)
- [API Developer Kit](#)
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Welcome to the eBay Affiliate Program

Existing Affiliates

Check out the new [Affiliate Learning Center](#) for the latest:

- Program and community information
- Tools, tips and best practices

How the Program Works

- Check out our [best practices](#) for ideas and business models that will help generate greater traffic, increased activity, and most importantly significant commissions
- Understand the eBay Affiliate Program [payment structure](#)
- Drive traffic to eBay through links, banners, ads, promotional offers, and product links
- eBay, through our partner, Commission Junction, compensates you for each new ACRU, winning bid, or Buy It Now purchase

It's that easy!

How We Enable Your Success

As an eBay affiliate, you'll be provided with the knowledge, tools, and quality service you need to become successful:

- **Highly effective tools and applications**
Our innovative [tools and applications](#) are proven to convert your traffic into commissions.
- **Best practices**
You'll receive [best practices](#) documents filled with great information to grow your business.
- **Reporting, Tracking and Quality Service**
As one of the largest ad networks in the world, and the only one operating entirely on a pay-for-performance basis, Commission Junction acts as the trusted third party between advertisers and publishers—serving, tracking, reporting, and paying on performance-based online ad campaigns.

So why wait? It's easy to join, easy to set up, and most importantly, it works.

[Join the eBay Affiliate Program](#) and start making money today.

You can also take advantage of our other affiliate programs

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Argentina	Canada	France	Spain
Austria	China	Germany	Switzerland
Australia	Chile	Italy	United Kingdom
Belgium	Colombia	Mexico	Venezuela
Brazil		Netherlands	

Other eBay affiliate sites

 [Half.com Affiliate Program](#)

 [eBay Stores Affiliate Program](#)

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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 (18MB)

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



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Firefox 2 delivers helpful new features to make your online experience more productive.

✓ **Stay Secure on the Web**

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✓ **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



October 2006
Editors' Choice



October 2006
Firefox 2

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Other languages: [English \(US\)](#) [Go](#)

Take Action: complete a form

Sign a friend up

Give the gift of a healthier smoke-free lifestyle to a friend or loved one. Just fill in the information below and we'll take care of the rest. If you have any questions, [drop us a note](#).

Gift Membership

Program: **\$19.95 30-day program**

Recipient's Name

Recipient's Email Address

Payment

Credit Card

Credit Card Number

Expiration Date

Billing Address

Name on Credit Card

Address

City

State

Postal Code

Country

Review Order

Let's make sure we got everything right.

Take action

[Log Out](#) | [Help](#)

[My Account](#) [Send Money](#) [Request Money](#) [Merchant Tools](#) [Auction Tools](#)

Jason, please confirm this secure  transaction

You're about to send
\$37

To: lucky@37signals.com (a [verified](#) member)

Source: \$37 from your PayPal balance ([pay another way](#))

Email

Email subject: Here's the cash I owe ya

Note: Thanks for bailing me out! I also included \$7 for the cab ride. Thanks again!

Shipping Information

☒ **Ship to:** 400 N. May Street, #301, Chicago, IL 60622, USA (Confirmed) 

or: [add a new address](#)

☐ **I'm not shipping anything, no address required.**

Take action

[Log Out](#) | [Help](#)

[My Account](#) | [Send Money](#) | [Request Money](#) | [Merchant Tools](#) | [Auction Tools](#)

Check Payment Details

Secure Transaction 

Payment Details

Pay To: paypal.jf@spinfree.com (a [verified](#) member)

Amount: \$37.00

Source of Funds: PayPal balance [more funding options](#)

Email Subject: Here's the cash I owe ya

Note: Thanks for bailing me out! I also included \$7 for the cab ride.
Thanks again!

Shipping Information

☒ **Ship to** 400 North May Street, #301, Chicago, IL 60622, USA [Add Address](#)

☐ **No shipping address required**

Send the \$37

[Edit Transaction](#) | [Cancel Transaction](#)

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One primary action

Shopping Cart (1) | Luke's Account (Sign Out) | Customer Service

Apparel & Accessories | Books | Computers & Networking | Consumer Electronics | Home & Garden | Jewelry & Watches | Sporting Goods | Mother's Day | More Categories ▼

All CategoriesSearch

Home > Shopping Cart

Luke's Shopping Cart [\(Sign Out\)](#)

Quantities on these great deals vary. eBay Express can keep items in your cart, but they may be sold to other buyers before you check out.

[Continue Shopping](#)[Update Cart](#)[Checkout](#)

Items	Shipping Options for 95008 Change ZIP	Quantity	Price
billboard99photos (2420 )			
 SPIDERMAN 8x10 photo HORROR #1 ID: 6273389014 Price: US \$10.00	US Postal Service First Class Mail®: US \$2.00	1 Remove	US \$10.00
 billboard99photos offers a shipping discount when you buy multiple items .			
Applicable sales tax and shipping charges will be added to your total during Checkout.			Item Subtotal: US \$10.00

[Continue Shopping](#)[Update Cart](#)[Checkout](#)

Related Items



RARE Marilyn Monroe photo 2 GORGEOUS amateur candid
US \$14.99



Marilyn Monroe Art Print - Bus Stop (BS-232)
US \$49.97



MARILYN MONROE - BALLERINA POSTER Ballet Tutu
US \$5.95

One primary & one secondary action

[Customer Service](#)

Pay With PayPal

Payments by 

Pay with a credit card or PayPal. You will be able to confirm your order before it is placed.

Sign in to your account

PayPal is the preferred partner of eBay Express. Your account information is private, and is never shared with merchants.

PayPal Email address

PayPal Password

[Forgot Password?](#)





[Pay With PayPal](#)

If you prefer, you can [pay with your credit card](#).

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We [protect your privacy](#). eBay Express will never sell or rent your personal information.

Security
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One primary & one secondary action

Customer Service

Select Payment Method

Payments by 

You will be able to confirm your order before it is placed. Pay with a credit card or PayPal.

Pay With a Credit Card

Type of Card

Card Number

Expiration Date
Month Year

Card ID Number
 3-digit number on the back of your credit or debit card.
For American Express cards, use the 4-digit number on the front of the card.

Name as it appears on card
First Name Last Name

Billing Address
2308 Pond St
Urbana, IL 61801
[Change Billing Address](#)

☒ Save this information for future purchases

Continue

OR

Pay With PayPal

- **Private.** We never share your financial information with merchants.
- **Free.** Send money without fees.
- **Safe.** You're protected 100% against unauthorized payments sent from your account.



Pay With PayPal

Privacy
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Securing your personal information is our top priority. We safeguard your information with industry-leading technology.

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Two primary actions



Shopping Cart | Luke's Account (Sign Out) | Customer Service

Apparel & Accessories | Books | Computers & Networking | Consumer Electronics | Home & Garden | Jewelry & Watches | Sporting Goods | Mother's Day | More Categories ▼

All Categories

Search

Home > Order Confirmation

Thank you!

Your order has been placed and we are processing it now. Your order number is: **18803005**. Your confirmation email should arrive within 48 hours. If you don't see it, be sure to check your spam folder.

View your order summary

Continue Shopping

Boost your PayPal buying power!

Become a verified PayPal customer.

- Increase your spending and withdrawal limits
- Make instant payments from your bank account





Get Verified

Other Ways to Shop

Antiques	Collectibles	Industrial Supplies	Sporting Goods
Apparel & Accessories	Computers & Networking	Jewelry & Watches	Sports Memorabilia, Cards & Fan Shop
Art	Consumer Electronics	Music	Stamps
Baby	Crafts	Musical Instruments	Tickets
Books	DVDs & Movies	Office Supplies	Toys & Hobbies
Cameras & Photo	Entertainment Memorabilia	Party Supplies & Costumes	Vehicle Parts & Accessories
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ORGANIZE INFORMATION

“What can I find here?”

No clear hierarchy

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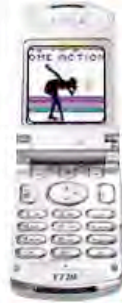
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» Password:

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Limited hierarchy

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International
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Commencement
Brown Jubilee

Resources for
Prospective Students
Visitors
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Parents
Students
Faculty
Staff
Giving to Illinois

Illinois News

A great new way to learn about groundcovers
Animal and domestic abuse; a painful link
Small stuff matters when parents and teens talk

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

Colleges & Schools
College of Agricultural, Consumer and Environmental Sciences
College of Applied Life Studies
Institute of Aviation
College of Business
College of Communications
College of Education
College of Engineering
College of Fine and Applied Arts

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

Announcements
President announces interim chancellor nominee
Preview the new Course Information Suite
Try the new virtual campus tour

From the Chancellor
Congratulations to both 2003 Nobel Laureates
Cross Campus Initiatives seek logo

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Clear hierarchy

University of Florida

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✦ Campus Life

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✦ Services

Goods & Shopping, Health & Safety, Computing, Transportation, ...

Peter Ifju

Professor of Mechanical & Aerospace Engineering
College of Engineering

If Ifju gets his way,
some military aircraft will
be the size of dragonflies.

FULL STORY >



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✦ UF Professor Reports Steps To Help Schools Make The Grade. [more...](#)

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✦ In the past four decades, more presidents of the American Bar Association have come from the UF Levin College of Law than any other U.S. law school.

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PRESENT DATA

Focus on information
Enable discovery

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:	10
New Admissions:	5 today 35 this month 30 last month
Discharges:	3 today 22 this month 34 last month

After Visual Communication?



	Today	This Month Apr 2006	Last Month Mar 2006
New Admissions	5	35	30
Discharges	3	22	34
Current Case Load	3		

Current Case Load - **10**

	Today	This Month Apr 2006	Last Month Mar 2006
New Admissions	5	35	30
Discharges	3	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)**
 - One of Deva's layouts hit the mark.
- **Do they simply need a sense of all the information at once?**
 - The original redesigned table makes scanning easier
- **Is there a prioritization of the data**
 - One of Deva's layouts hit the mark.
- **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, the last column offers faster satisfaction.
- Styling the row and column groups provides further importance and emphasizes to the data relations and give more meaning to the structure of the grid
- The foot contains the single most important statistic for this table.

-Robbin van Eijssen

http://www.ict-id.nl/CSSshed/website/html/tablebility_part1.html

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	
New Admissions:	5 today 35 this month 30 last month
Discharges:	3 today 22 this 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 Apr 2006	Last Month Mar 2006
New Admissions	5	35	30
Discharges	3	22	34
Current Case Load	3		

Current Case Load - **10**

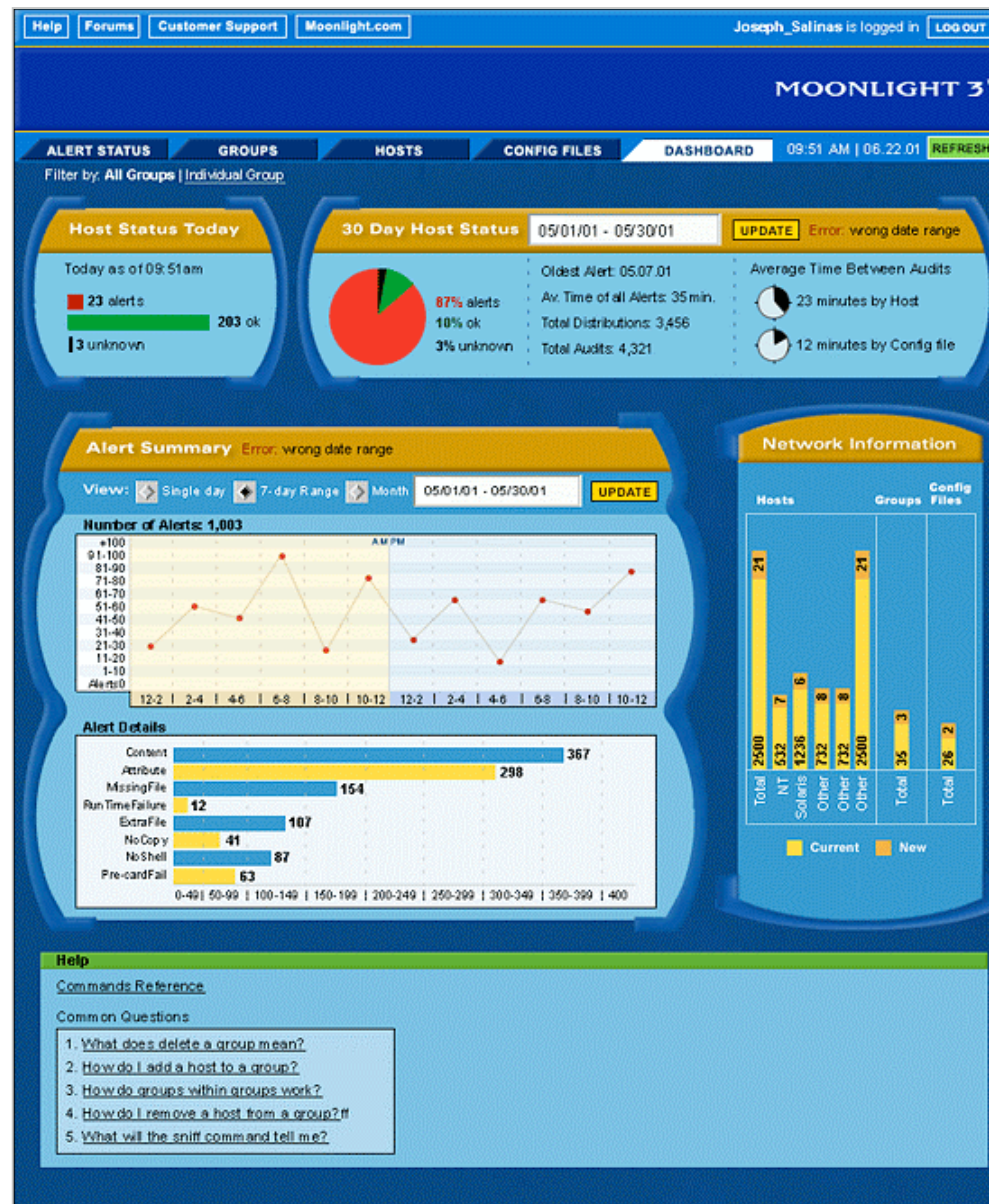
	Today	This Month Apr 2006	Last Month Mar 2006
New Admissions	5	35	30
Discharges	3	22	34

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			

Focus on the data?



Focus on the data?

FiveTwo User: John Staringindablu Logout | Help

Product X: Create New RFQ > Items

Name: SRAM Contract Renegotiation ID No: RFQ150099 Created: 01/01/01

Header Items Preview

Selected Items: 15 items

Item No.	Description	Revision	MPN	Manufacturer	Ship To	Qty	UOM	Commodity Code	Commodity Description
23678	Hard Drive	1	1245	HP	Dallas	1	Each	78978	Description
86904	DRAM	2	2356	HP	Austin	2	Each	67856	Description

View Item List

Navigation

- Search Catalogs
- Edit Current Document
- Create New Document**
- Repository
 - Drafts
 - Scheduled
 - New
 - In Negotiation
 - Closed
- Administration
 - Product X: Setup
 - Template Manager
 - Approval Workflow
 - Bidder Channel Setup

MPN Selection

Ship to Locations
Delivery Schedule
Suppliers
MPN Selection
Terms & Costs
Attachments
Technical Parameters

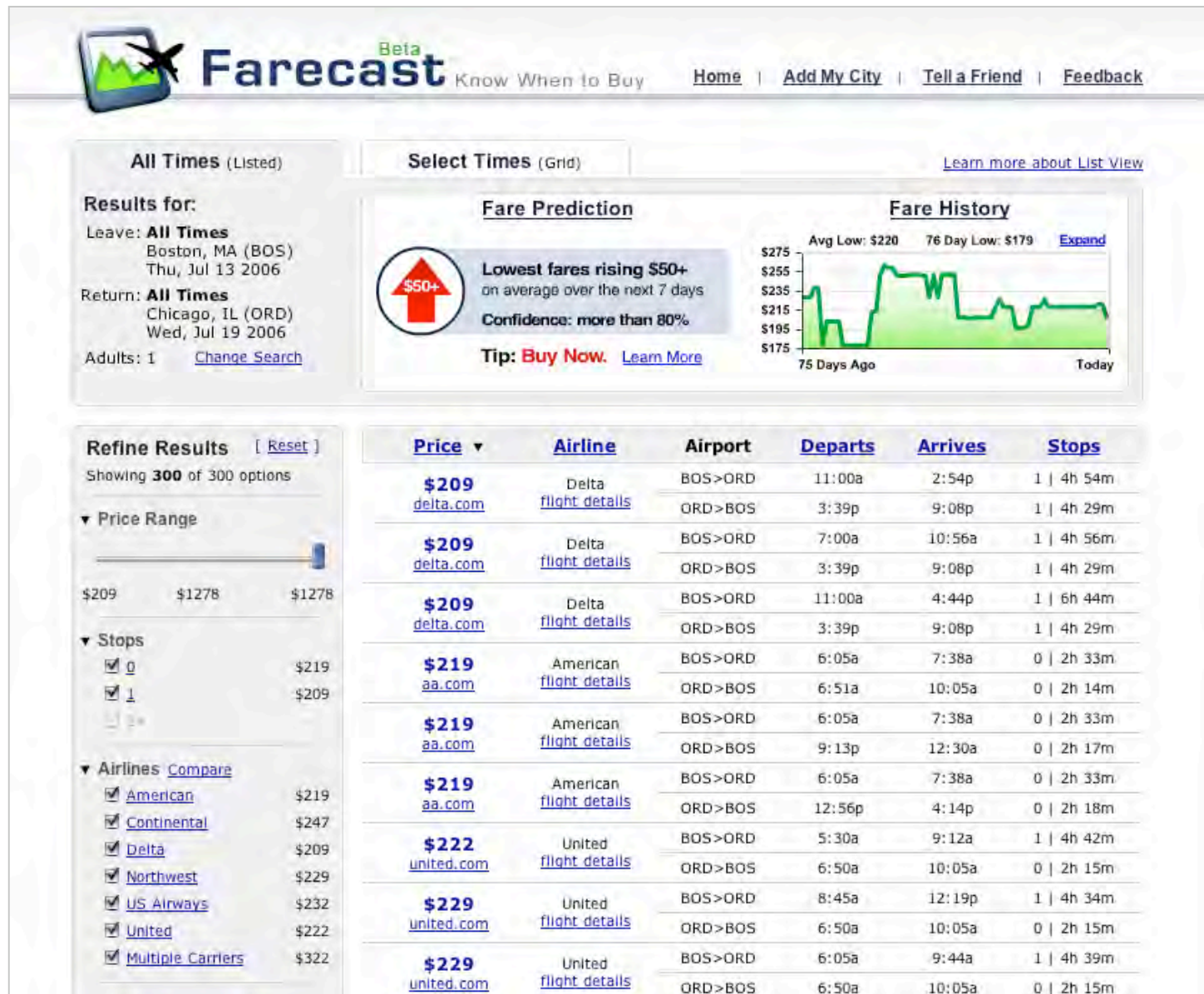
Available MPN View: Available MPN

MPN	Manufacturer
☐ 78706412	Dell
☐ 78745235	HP
☐ 79121467	Siemens
☐ 78666345	Dell
☐ 80102893	HP
☐ 78745235	HP
☐ 79121467	Siemens
☐ 78666345	Dell
☐ 80102893	HP

Add to Selected: Add

Cancel Save RFQ Submit

Focus on the data



Focus on context

4gov
Application Menu
DILOG

Transaction Processing
Index Maintenance
Index Print
Ledger Inquiry
General Ledger Inquiry
Subsidiary Ledger Inquiry
Encumbrance Ledger Inquiry
Cost Ledger Inquiry
Expense Accounts Over
Reports
Year-End
Options & Tables
Utilities

Transactions

dx96c35

Back Submit [Printer Icon] [Printer Icon] [X] [?] Exit Special Functions

Fund: 10000 GENERAL FUND
Org: 1013 FINANCE & ADMINISTRATION
Prime: 7200 PROFESSIONAL SERVICES
Sub: 7204 AUDITING

PP	TC	TRAN DATE	PROCESS DATE	REFERENCE DATA	P	AMOUN
1	22	010501	010502	INITIAL BUDGET DF	C	-16,75
3	50	010731	010731	CROWE, CHIZEK & COMPANY B0130401 079719	5 M	3,10

Click on transaction code above for sub-system inquiry.
To select specific transactions, enter:
Period:
T C:

Focus on data

**City of Lincoln, IL**

Luke Wroblewski [Sign Out](#)  

[Home](#) | [Financials](#) | [Purchasing/Payables](#) | [Payroll/Personnel](#) | [Collections](#) | [CRM-WO](#) | [Billing](#) | [Utilities](#) | [Other](#) | [Reports](#) | [System](#)

Subsidiary Ledger Transactions

Financials > DiLog Accounting > Subsidiary Ledger > Transactions

   [Back](#) [Exit](#)

8 Transactions found for Prime Account **4200** Sub Account **4299**

Account

Fiscal Year	2006
Fund	10 General Fund
Organization	1040 Finance
Prime Account	4200 Supplies & Materials
Sub Account	4299 Other Operating Supplies

Transactions

Select a Transaction Code (TC) or search for a specific transaction below to access sub system inquiries.

Period: TC: Date: MM-DD-YYYY [SEARCH](#)

PP	TC	Transaction Date	Processed Date	Reference Data	PC	Amount
1	22	07-21-2006	07-28-2006	Other Operating Supplies DF	5	-1,200.00
1	50	07-18-2006	07-22-2006	United Office Systems P9539101	C	20.90
1	51	07-04-2006	07-11-2006	United Office Systems P9539101	C	-20.90
1	70	07-04-2006	07-11-2006	United Office Systems P9539101		10.95
2	71	07-04-2006	07-11-2006	Sam's Club Direct 156065	C	9.95
3	50	07-01-2006	07-08-2006	Sam's Club Direct 156065		15.18
4	50	07-01-2006	07-08-2006	Sam's Club Direct 156065		2.14
5	50	07-01-2006	07-07-2006	Sam's Club Direct 156065		30.16

 **Special Functions**
[First Transaction \[PF4\]](#)
[Next Transaction \[PF5\]](#)

 **Active Sessions**
[Save this session](#)

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Pending Historical Submitted Ordered Drafts Shared

New Avail. [Help](#)

Add Programs: ☒ By Dayparts ☐ From Inventory <<Back | Cancel | NEXT>>

Add Goal by Dayparts

Budget GRP by: ☒ Daypart ☐ Totals ☐ General [Remove All DP](#)

To activate "Package Builder" please fills in boxes under columns in BOLD 4 item(s) selected

DP	Market CPP/CPM	Market GRP/GI	Market GRP GI%	Market Budget\$	% of Planned Budget	Station Shr goal %	Station Budget\$	Station CPP/CPM	Station GRP/GI
☒ R	0	0	0	0	0	0	0	0	0
☒ T	0	0	0	0	0	0	0	0	0
☒ L	0	0	0	0	0	0	0	0	0
☒ U	0	0	0	0	0	0	0	0	0

GRP/GI

Budget

CPP/CPM

St. shr %

St. budget

St. GRP/GI

Agency plan:	500	\$50	0.1	50	\$25	250
Total:	0	\$0		0	\$0	0
Difference:	500	\$50		50	25	250
	Update	Update		Update		

New Avail. [Help](#) <<Back | Cancel | NEXT>>

Communicate relationships

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New Proposal: Step 5 of 5
[Home > Proposals > All Proposals > New Proposal](#)

Dayparts | [Show Advanced Options](#)

Budget/GRP by: ☒ Daypart
☐ Totals
☐ General

Daypart	Market					% of Planned Budget	Station			
	CPP/CPM	GRP/GI	GRP/GI%	Budget (\$)	Shared Goal %		Budget (\$)	CPP/CPM	GRP/GI	
☐ R -Early News	0	0	0	0	0	0	0	0	0	
☐ T -Late News	0	0	0	0	0	0	0	0	0	
☐ L -Late Fringe	0	0	0	0	0	0	0	0	0	

[Delete Selected](#) | [Add New Line](#) | [Add Multiple](#)

☐ To activate Package Builder fill in yellow columns

	GRP/GI	Budget (\$)	CPP/CPM	Station Share %	Station budget (\$)	Station GRP/GI
Agency Plan	500	50	0.1	50	25	250
Total	0	0		0	0	0
Difference	500	50		50	25	250

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QUESTIONS & ANSWERS



Flickr: June 29, 2005 by atomicity

Q&A



- **Question**

- I'd love to have an effective visual hierarchy on my site but every stakeholder wants their content or feature to be prominently displayed. What can I do?

- **Answer**

- Separate the discussion about hierarchy from the actual visual design
- Create an ordered list of all the content and actions on a specific page and work with each stakeholder to prioritize it
- If you have any data about the usage or importance (for end users) of the items in the list include it as well
- Once you have buy-in on the list- use the language of design to explain how your design reflects the list's prioritization
- If any stakeholders complain about their visual prominence in the design, offer to revisit the ordering of the list and bring in the rest of the stakeholders that already agreed to the prioritization

Q&A



- **Question**

- How do I know if I have the right visual hierarchy in my designs? Do I need to test it?

- **Answer**

- It is possible to develop successful interfaces without extensive user research, if one is adept at understanding generalized patterns
- Understanding the foundational principles behind visual design enables you create effective designs
- Asking users “do you like option a or option b?” rarely provides any useful information.
- Instead ask users to walk through a specific task
- This process will help inform whether or not the visual design is effectively supporting user needs.

Q&A



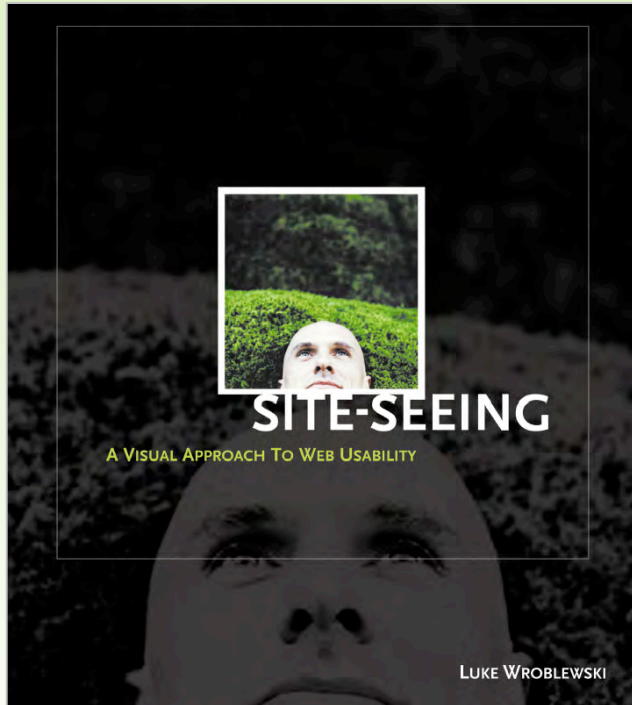
- **Question**

- Most of my work involves small incremental improvements and not a full redesign. How can I incrementally develop effective visual communication in this situation?

- **Answer**

- When adding an element to an application consider how it relates to the whole:
 - Is it more or less important than other elements in the application?
 - Is it very similar or very different from other elements in the application?
 - Does it logically fit within specific content or actions?
 - How does it relate to the overall goals and vision of the application?
- Document these relationships to begin building a visual language
- Apply that language each time you make incremental changes

For more information...



- **Functioning Form**
 - www.lukew.com/ff/
- **Site-Seeing: A Visual Approach to Web Usability**
 - Wiley & Sons
- **Drop me a note**
 - luke@lukew.com