

# WEB APPLICATION HIERARCHY

LUKE WROBLEWSKI  
AN EVENT APART, BOSTON 2008

**LUKEW**  
INTERFACE DESIGNS

**YAHOO!**

1

## Luke Wroblewski



### Yahoo! Inc.

- Senior Principal, Product Ideation & Design

### LukeW Interface Designs

- Principal & Founder
- Product design & strategy services

### Author

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

### Previously

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

<http://www.lukew.com>

**LUKEW**  
INTERFACE DESIGNS

2



## OVERVIEW

WHY DOES VISUAL HIERARCHY MATTER?

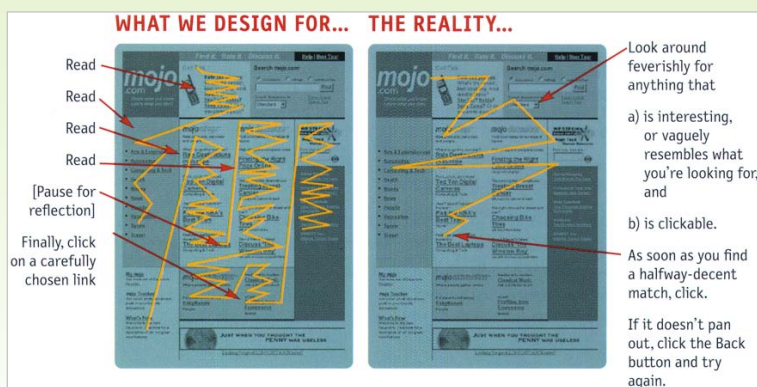
HOW DO WE CONSTRUCT A VISUAL HIERARCHY?

PUT IT TO USE:  
COMMUNICATE MESSAGES,  
ILLUMINATE ACTIONS, &  
ORGANIZE INFORMATION

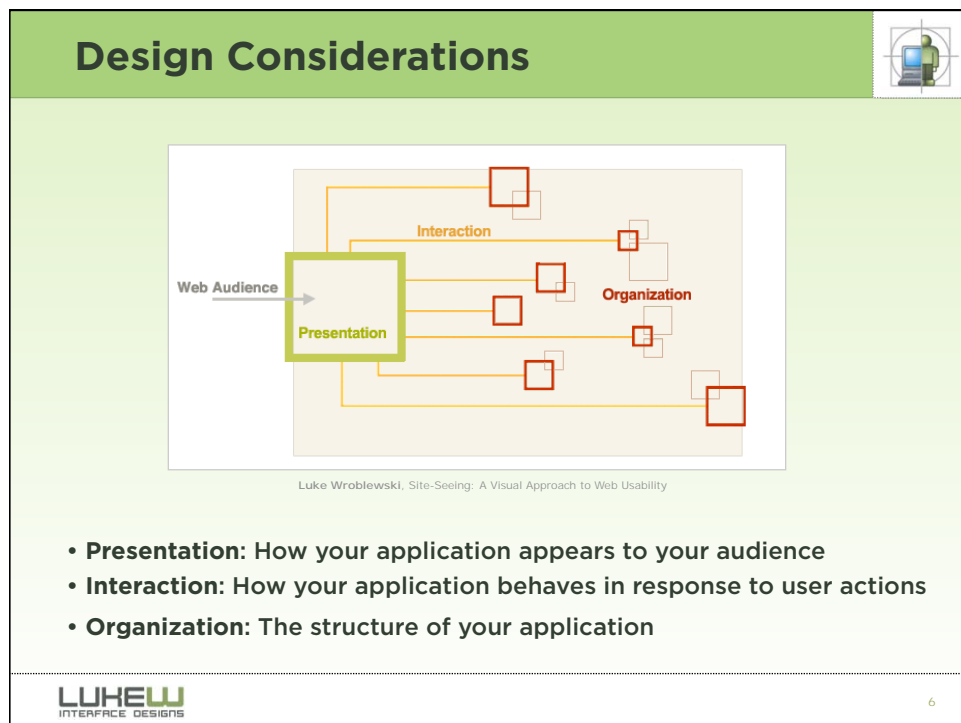
## How We Use the Web



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



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



## Presentation

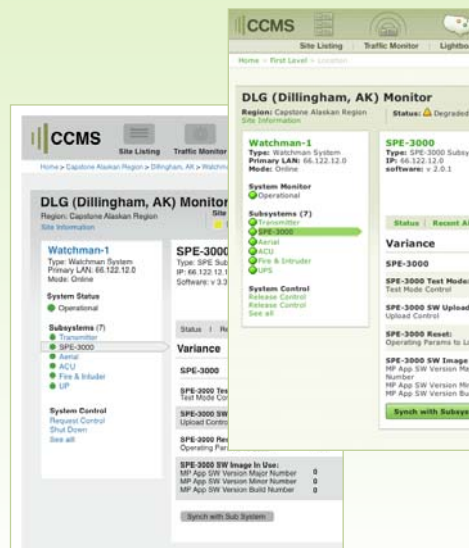


- All interactions occur through the presentation
- Inform users
  - Establish relationships between content
  - Guide users through actions
- Make organizational systems clear
  - Provide situational awareness
  - Maintain consistency to create a sense of place
- Effectively convey brand message to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

This list includes Exporters and Freight Forwarders.

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

ABC EXPORT INC

**CODES**

Customer Code: ABC

Branch Name:

Customer Type: [Applied](#) [IT](#) [Business](#) [Forwarder](#)

**ADDRESS**

City/Heading:

Address:

City:

State:

Zip Code:

Country:

Phone:

Fax:

URL:

**OPERATIONAL NOTES**

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

**CONTACTS**

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

**ALIAS**

To add a new Alias for this customer click here >

Click here in order to edit Default Values

Home > Customers > ABC Export Inc

**ABC Export Inc.**  
**Code: ABCExp**  
**Type: Beneficiary**  
  
Fisnk St Branch  
123 Fisnk St.  
Atlanta, GA 95234  
United States of America

Phone: 513-234-777  
Fax: 513-234-7775  
http:www.abcexports.com/  
+ Add Alias  
+ Add Contacts

Edit Customer  
Add Operational Notes  
Delete Customer

Previous Customer
Next Customer

**ABC Export Inc.**  
**Code: ABCExp**  
**Type: Beneficiary**  
+ Add Alias  
  
Fisnk St Branch  
123 Fisnk St.  
Atlanta, GA 95234  
United States of America  
  
Phone: 513-234-777  
Fax: 513-234-7775  
http:www.abcexports.com/  
+ Add Contacts  
  
Edit Customer | Delete

Home > Customers > ABC Export Inc

Operational Notes

Add Note
Cancel

March 3 2007 12:52 PM by **Gina Longira**  
"Customer called to say order #23446 has not yet arrived on site despite being shipped on Thursday. Let customer know delivery is imminent"

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

Feburary 20 2007 10:23 PM by **Tina Youters**  
"Item 2456 added to customer inventory."

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

Edit Customer
 

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

Name

ABC Export Inc.

City Heading

Atlanta

Phone

513-234-7777

Address

123 Fisk St.

Fax

513-234-7775

URL

http://www.abcxports.com/

Customer Code

ABC

Branch Name

Fisk St.

ZIP Code

95234

City

Atlanta

State

GA

Country

United States

Type

Beneficiary

Add Alias

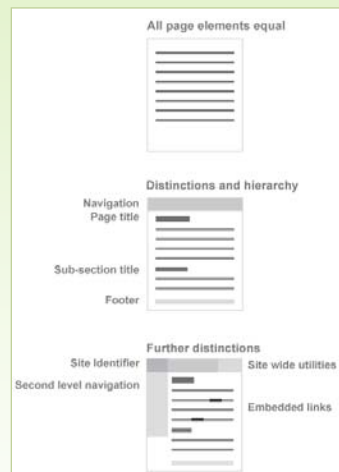
Add Contacts
   
 Add Operational Note

Save Changes

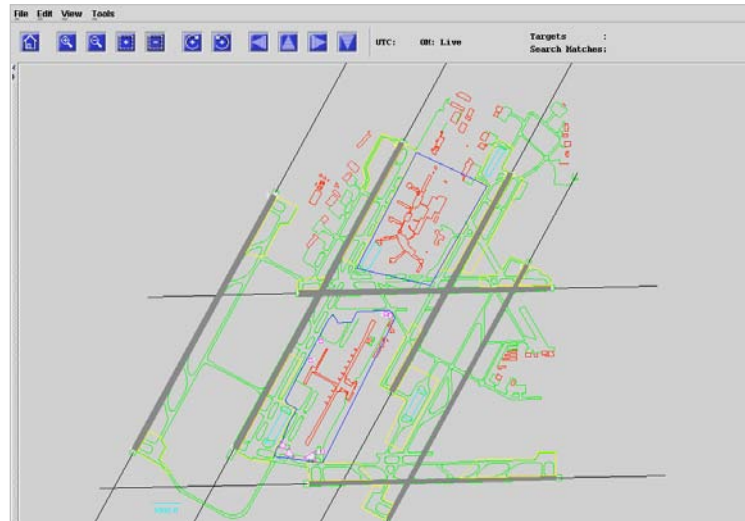
Cancel

Delete

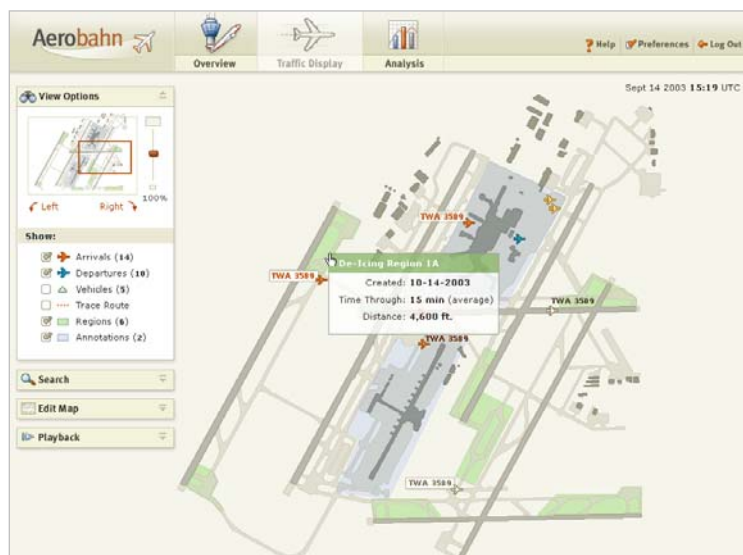
## BEFORE & AFTER



What is this?



Communicate function



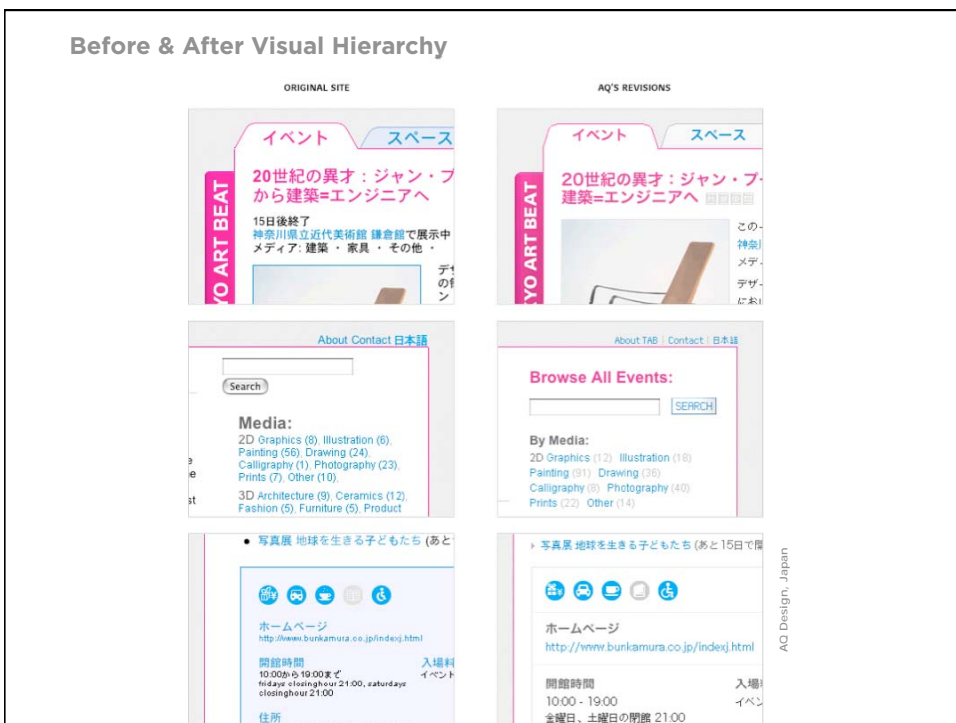
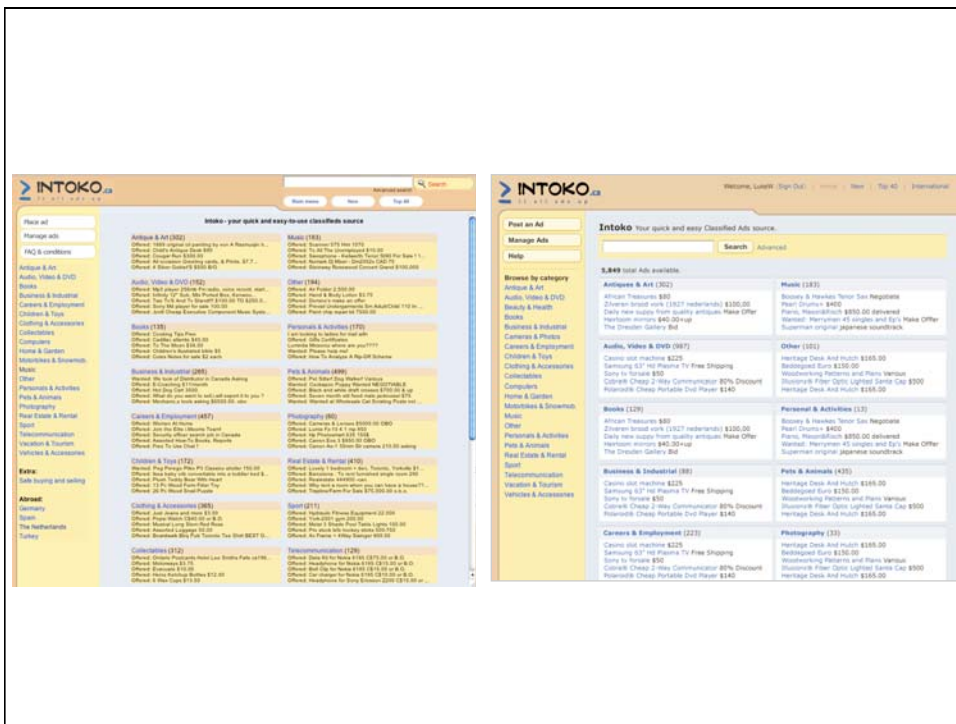


## Before Visual Hierarchy

The screenshot shows the Intoko.ca website interface before visual hierarchy improvements. The layout is dense and lacks clear visual structure. The header includes the Intoko.ca logo, a search bar, and navigation links like 'Main menu', 'New', and 'Top 40'. The main content area is a grid of categories and items, but the text is small and the layout is not visually appealing. The categories listed include: Antiques & Art (302), Music (183), Audio, Video & DVD (152), Other (194), Books (135), Personal & Activities (170), Business & Industrial (265), Pets & Animals (499), Careers & Employment (457), Photography (80), Children & Toys (172), Real Estate & Rental (410), Clothing & Accessories (365), Sport (211), Collectables (312), and Telecommunication (129). Each category has a list of items for sale, but the text is small and the layout is not visually appealing.

## After Visual Hierarchy

The screenshot shows the Intoko.ca website interface after visual hierarchy improvements. The layout is cleaner and more organized. The header includes the Intoko.ca logo, a search bar, and navigation links like 'Welcome, LukeW', 'Sign Out', 'Home', 'New', 'Top 40', and 'International'. The main content area is a grid of categories and items, but the text is larger and the layout is more visually appealing. The categories listed include: Antiques & Art (302), Music (183), Audio, Video & DVD (987), Other (101), Books (129), Personal & Activities (13), Business & Industrial (88), Pets & Animals (435), Careers & Employment (223), and Photography (33). Each category has a list of items for sale, but the text is larger and the layout is more visually appealing.





## HOW DO WE CONSTRUCT A VISUAL HIERARCHY?



PHOTO BY MATTEO PENZO

## How We See

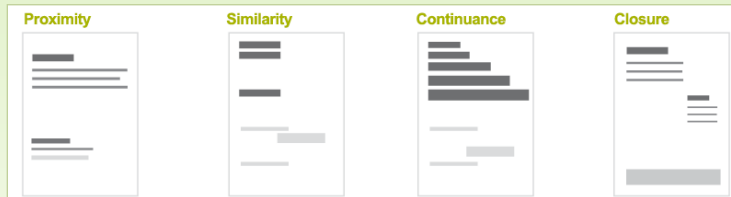


- **How we make sense of what we see**
  - Recognizing similarities & differences
  - This allows us to group information
  - And give it meaning
- **Relationships**
  - Between individual elements
  - To the whole (story)



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

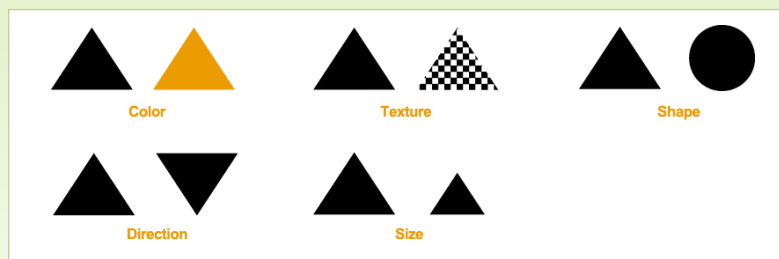
## Understanding Perception



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
  - Continuanace -grouped through basic patterns
  - Closure -group elements by space filled between them

## Forming Relationships



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

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

## Using Relationships



**Type**



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

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

**LUHEW**  
INTERFACE DESIGNS

25

## 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.

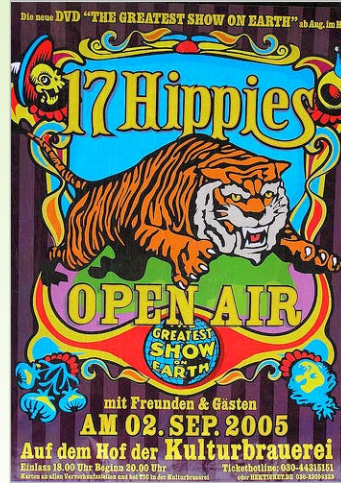
**LUHEW**  
INTERFACE DESIGNS

26

## Hierarchy Applied



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



## Building Effective Hierarchies

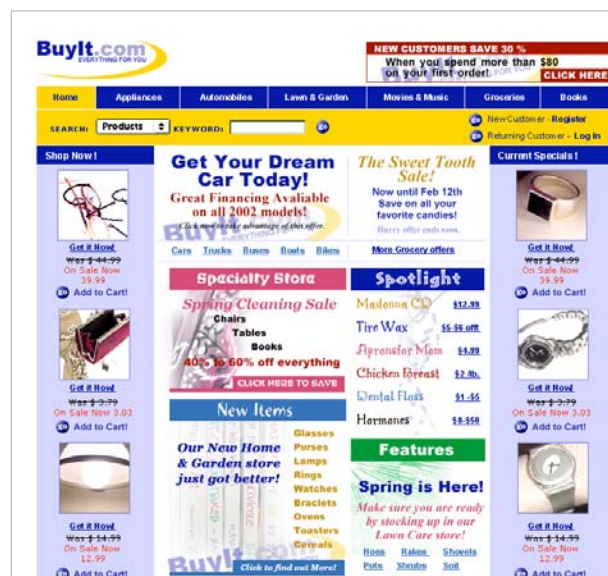


- **Distribution of visual weight**
  - Visually dominant images get noticed most
  - Focal point, center of interest
- **Distinct visual weight guides you through narrative**
  - Essential to keep it balanced

## Effective Hierarchy



## No Clear Hierarchy

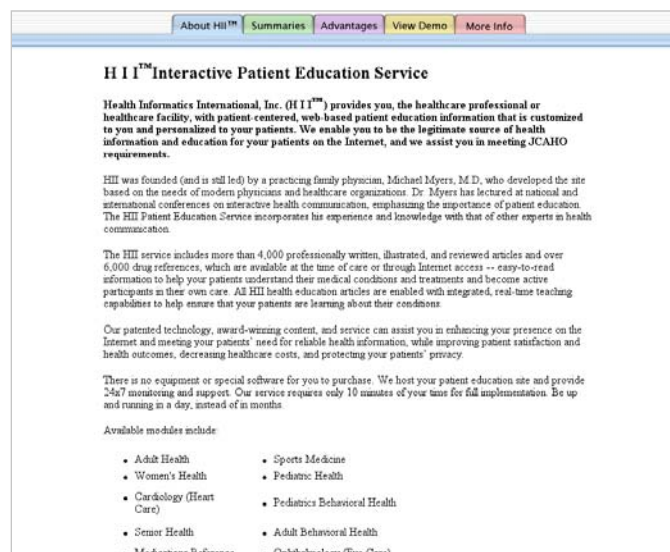




## No Clear Hierarchy

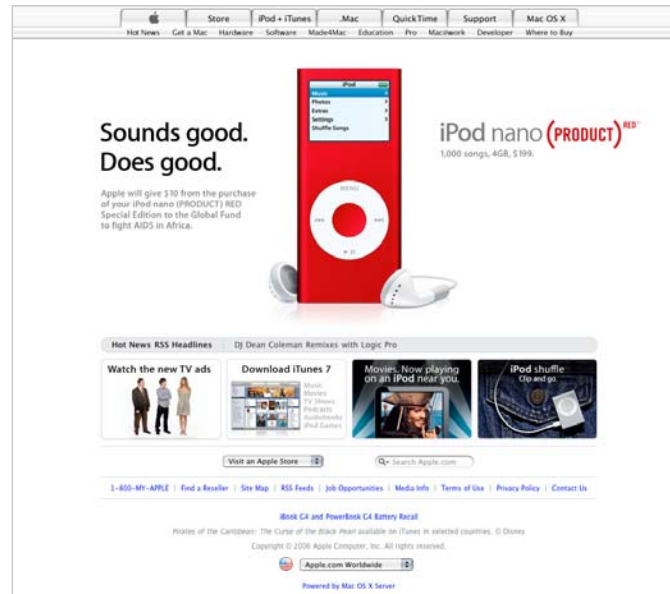


## No Hierarchy

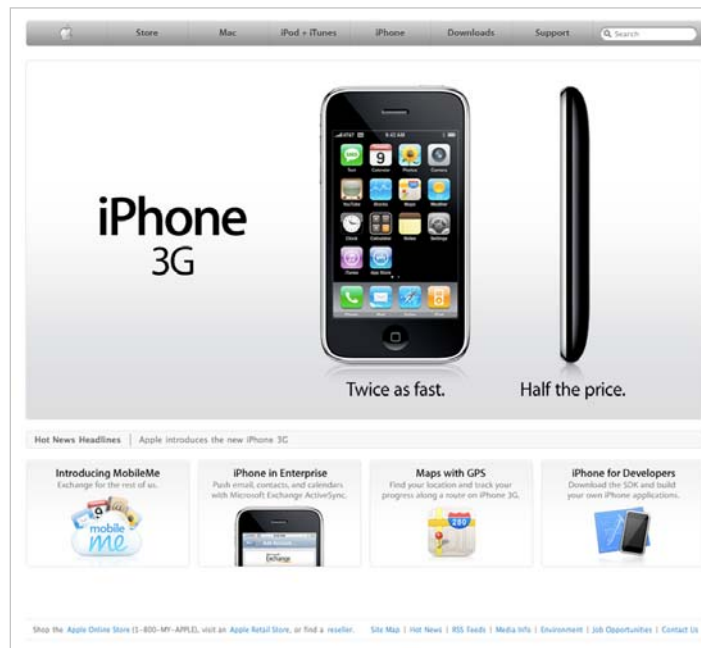




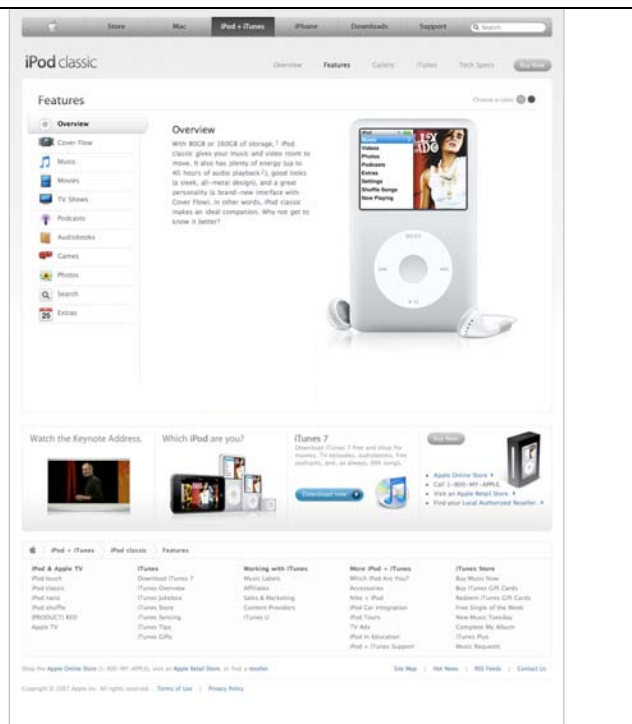
## Effective Hierarchy



## Effective Hierarchy



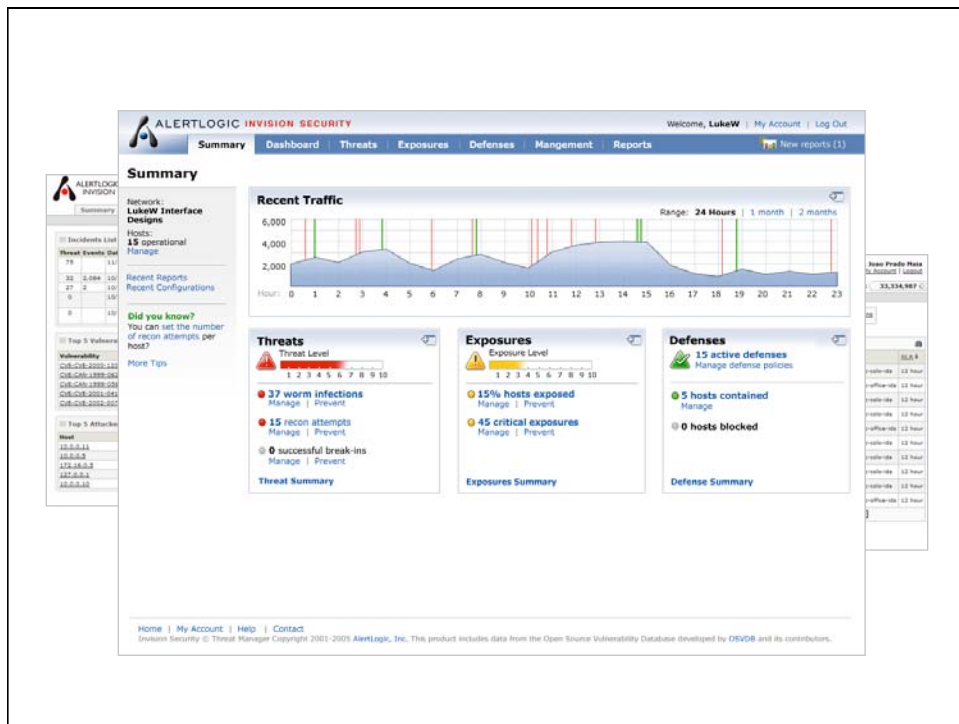
## Effective Hierarchy



## 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.



NOW WE KNOW HOW  
TO CONSTRUCT A  
VISUAL HIERARCHY

BUT WHAT DO WE DO  
WITH IT?

COMMUNICATE  
MESSAGES

ILLUMINATE ACTIONS

ORGANIZE INFORMATION

LUKEW  
INTERFACE DESIGNS

38



## COMMUNICATING A CENTRAL MESSAGE

## WHAT IS THIS?

### EXPLAIN & DIFFERENTIATE

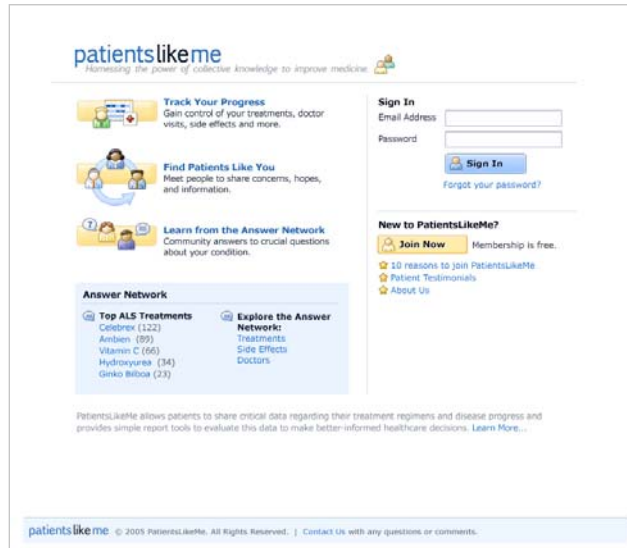

39



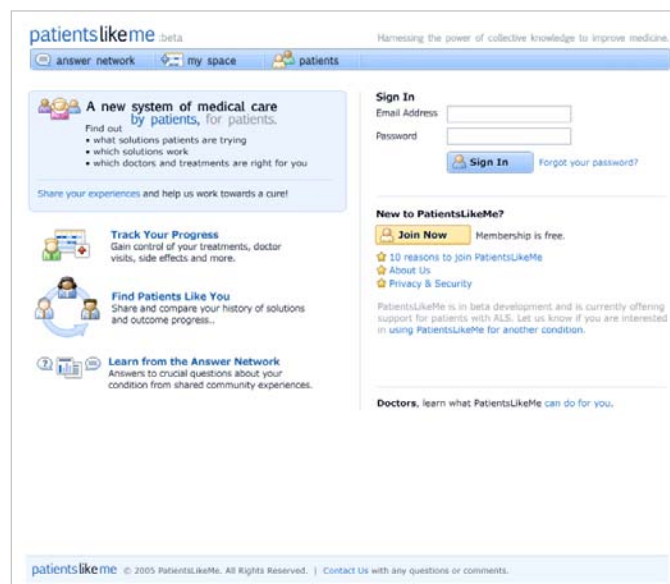
### Web Applications

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

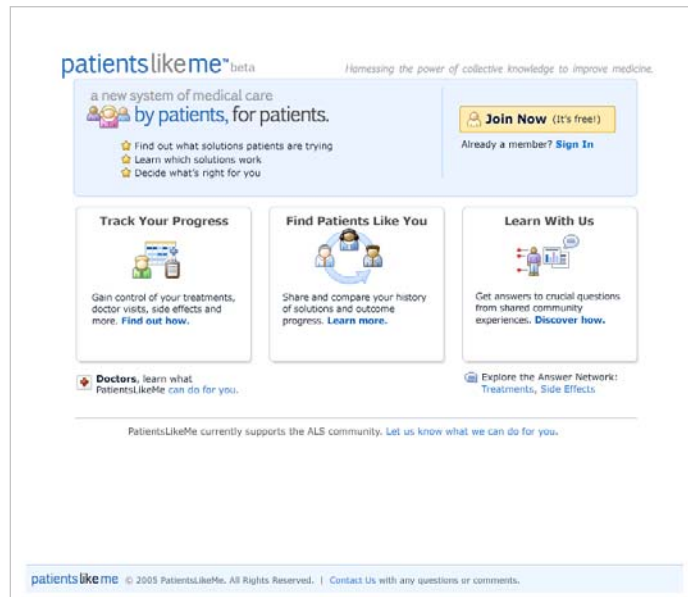
## Not enough hierarchy



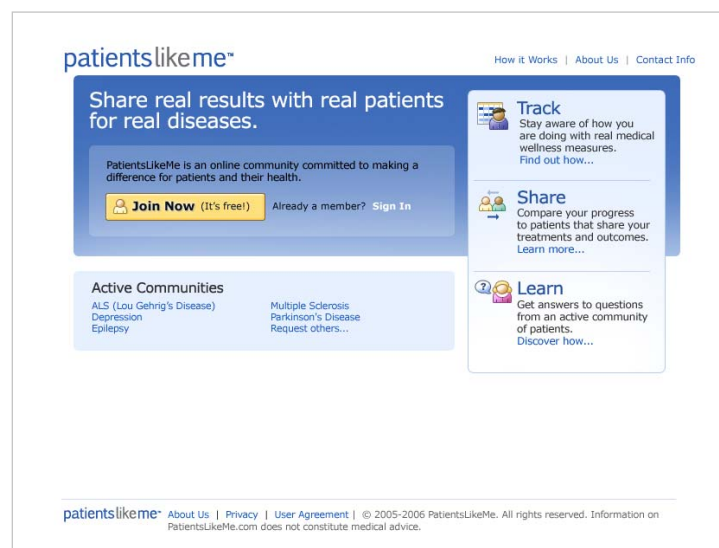
## Too many visual differences



## Not enough contrast



## Central Message





[About Polar Rose](#) [Contact us](#) [We're hiring!](#)

## We sort the web of photos

Who's who? Polar Rose adds context to any person, on any photo, on any site.

Put simple, we sort the web of photos.



### Add context to online photos

Polar Rose works with any public photo. No matter if you're using [flickr](#), [23](#), [Kodak gallery](#), or any other website, Polar Rose lets you discover people in pictures. Learn who people are, and help improve results by tagging pictures together with other users.

### Sort & Find

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

### Sign up to be notified

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

[Sign up!](#)  
(We too hate spam.)

© 2006 Polar Rose. [Home](#) | [Press](#)

1458 explorers have discovered 5587158 photos, containing a total of 2322527 people, of which 20584 have been named.



[Home](#) | [Blog '07](#) | [Recently](#) | [Sign in](#)

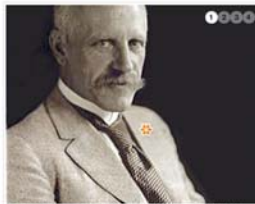
## Welcome to Polar Rose...

Find someone...

[GO!](#)

### Beta test underway...

The Polar Rose browser plugin for Firefox (Internet Explorer coming soon!) lets you discover who's in any public photo. The browser plugin is currently in private beta and we are letting in new explorers in every day. [Sign up](#) to be notified when we have an invitation ready for you.



The plugin adds our signature rose on all public photos where it detects a face.

The plugin detects people in public photos and places our signature rose approximately where the pinhole of their shirt would be. A click on the rose will show the plugin overlay with relevant information, including name and other photos found of the same person.

As a Polar Rose explorer, you help train our engine by tagging names or verifying the data generated by Polar Rose or by your fellow explorers.

### Royalty-Free Partner API's

In the fall we will open up for a royalty-free use of our APIs, which will allow for partners to integrate the Polar Rose functionality into existing sites.

The only significant requirements we put for the use of the APIs is that the Polar Rose signature rose is used, and data that explorers generate is passed back to us on a non-exclusive basis. The reason being that every piece of data helps train our engine.

Please contact VP of Business Development [Mikael Thunqvist](#) about partnership opportunities.

### Latest blog posts...

• [Please update to plugin version 0.25.17](#)  
A service message to our beta users... Today we've updated the Polar Rose plugin to version 0...

• [A people gallery for TechCrunch17](#)  
A month ago in Seattle we launched the people gallery, a snapshot of people appearing in photos at...

• [Gnomades People Gallery 17](#)  
Mikael and I are in beautiful Seattle at Gnomades, Chris Pinter's (Sackergnomes) annual conf...

[Read more at the blog...](#)

### We're hiring!

We are currently looking to fill the following positions:

- [Product Manager \(100%\)](#)
- [Senior Java Developers \(100%\)](#)
- [Senior Java Developers \(100%\)](#)



September 17-18, 2007  
Palace Hotel, San Francisco  
[See who's at TechCrunch17](#)

### Recently found...



[View more people...](#)


## Meeting Expectations



- **Prioritization becomes especially important when you consider how people access content**
  - Content Aggregators
  - Display Surfaces
  - Content Creation Sites
  - Search
  - Communication Tools
  - More...

## Accessing Content

- Content Aggregators: Digg, Delicious, etc.

 **del.icio.us / url**  
your bookmarks | your network | subscriptions | links for you (6) | 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 924 people.**


**LukeW: Primary & Secondary Actions in Web Forms** [edit](#) / [delete](#)  
by wookash to forms usability webdesign web eyetracking design form ... on aug 27

629  
diggs

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

digg it

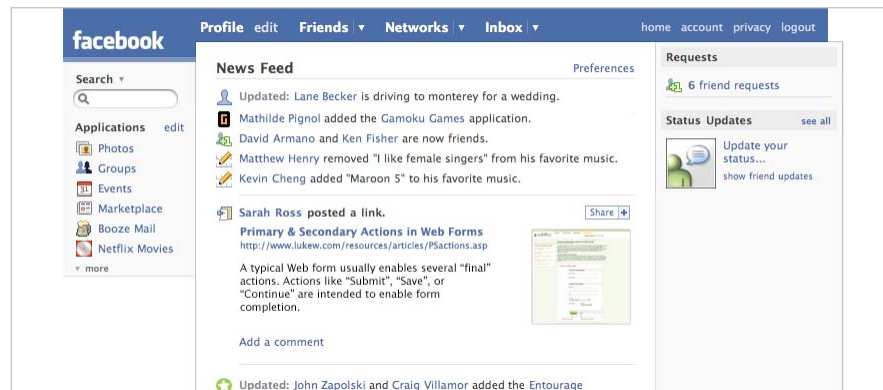
Submitted: 33 days ago, made popular **32 days ago**

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



## Accessing Content

- Display Surfaces: Facebook, MySpace, etc.




## Accessing Content

- Content Creation Sites: Blogs, Wikis



## Accessing Content

- Search
- Communication: Email, Instant Messenger, etc.

[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](http://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](http://www.lukew.com/resources/articles/web_forms.html) - 17k - [Cached](#) - [Similar pages](#)  
[\[ More results from www.lukew.com \]](#)

From: Bob Baxley  
Subject: **Web form article**  
Date: September 26, 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



ABOUT | PORTFOLIO | SERVICES | RESOURCES

Articles & Papers 2

More Articles & Papers

**Recent Form Design Articles:**

- 09.19.2007 Web Form Design: Fairmont Hotels
- 09.07.2007 Interview: I. Designer, 6 Questions
- 09.05.2007 Web Form Design: Rompage
- 09.03.2007 Event & Discount Code: User Interface 1.2

[More form design articles](#)

**Primary & Secondary Actions in Web Forms**  
By Luke W. Matthews & Lily

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 1111 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 secondary actions.

**Primary & Secondary Actions**  
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 referred to as primary actions.

**TYPICAL WEB FORM**

**Personal Information**

First Name

Last Name

**Contact Information**

Address

City

County

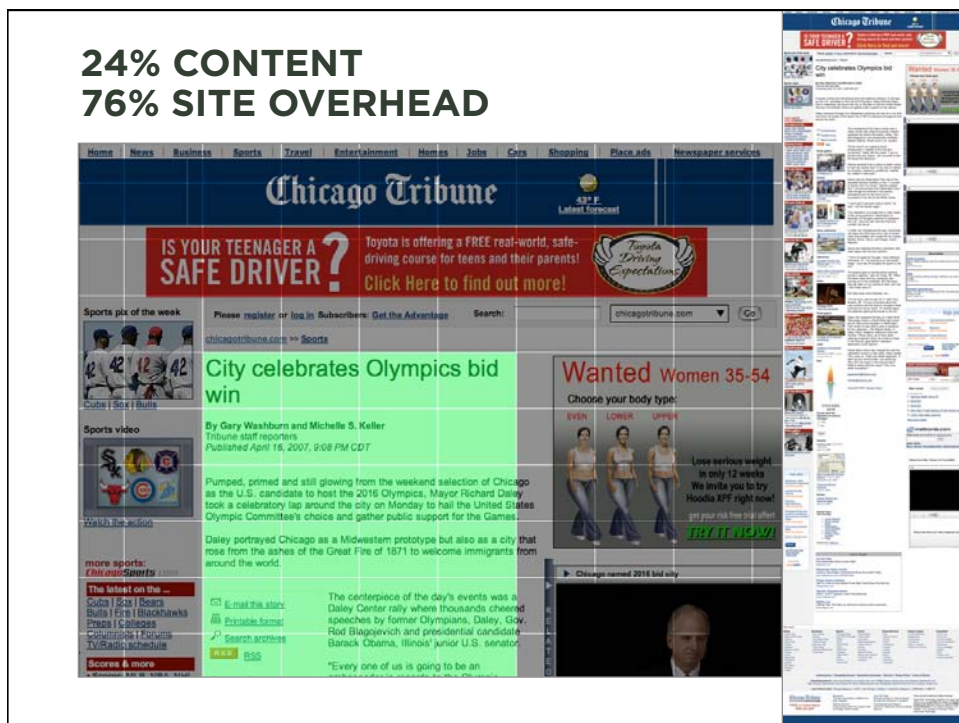
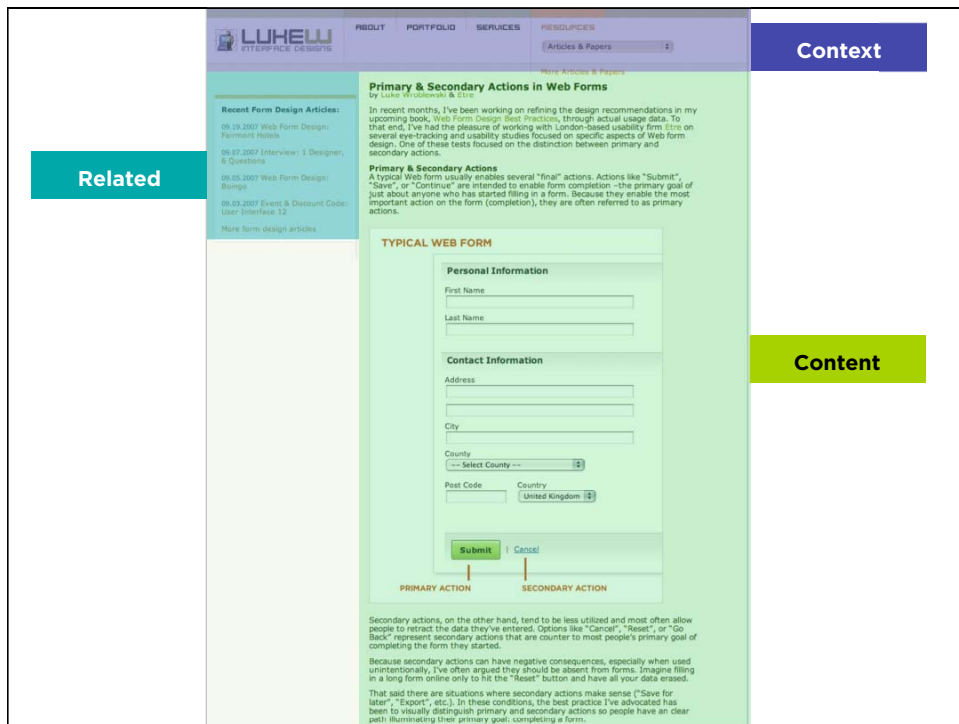
Post Code  Country

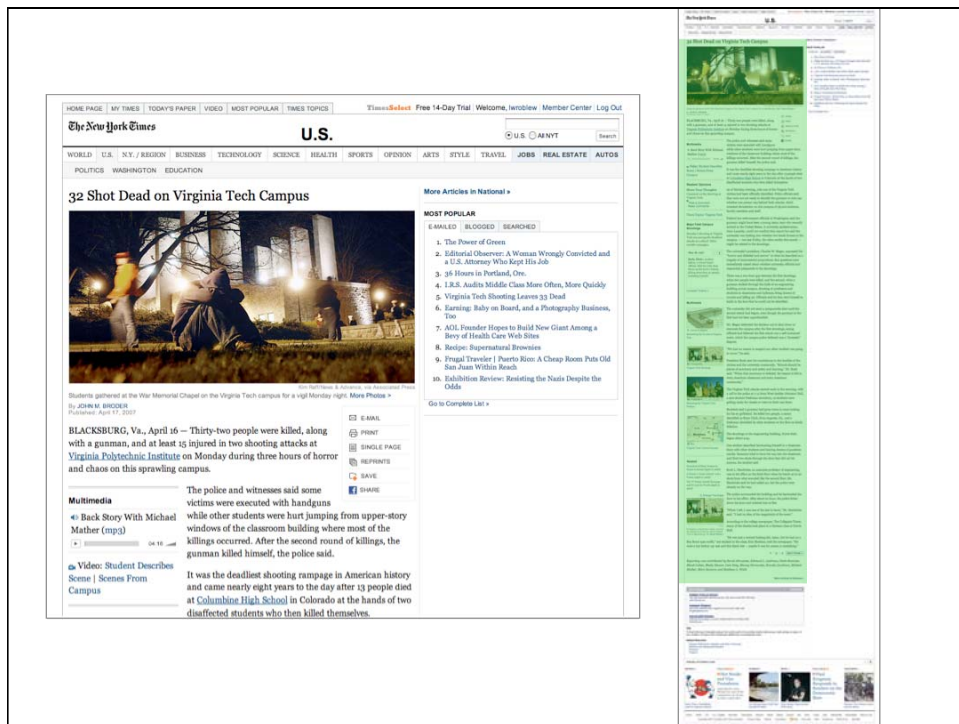
PRIMARY ACTION      SECONDARY ACTION

Secondary actions, on the other hand, tend to be less utilized and most often allow people to retract the data they've entered. Options like "Cancel", "Reset", or "Go Back" represent secondary actions that are counter to most people's primary goal of completing the form they started.

Because secondary actions can have negative consequences, especially when used unintentionally, I've often argued they should be absent from forms. Imagine filling in a long form online only to find the "Reset" button and have all your data erased.

That said there are situations where secondary actions make sense ("Save for later", "Export", etc.). In these conditions, the best practice I've advocated has been to visually distinguish primary and secondary actions so people have an clear path illuminating their primary goal: completing a form.





LUHEW INTERFACE DESIGNS

## TAKE ACTION

## WHAT DO I DO NOW?

### USER NEEDS & BUSINESS GOALS

LUHEW  
INTERFACE DESIGNS
56

## Form Messaging

[HOME](#) | [DESTINATIONS](#) | [PACKAGES](#) | [MEETINGS](#) | [WEDDINGS](#) | [REAL ESTATE](#) | [FAIRMONT PRESIDENT'S CLUB](#) | [GIFT CARDS](#) | [SEARCH](#)



[INTRODUCTION](#) | [MEMBER BENEFITS](#) | [ENROLL](#) | [NEWSLETTER](#) | [TERMS & CONDITIONS](#) | [LIMITED ACCESS](#) | [ALREADY A MEMBER](#) | [SIGN IN](#)

### MANAGE YOUR FAIRMONT PRESIDENT'S CLUB PROFILE

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

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

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

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

[ABOUT FAIRMONT](#) | [BUSINESS SERVICES](#) | [PRESS ROOM](#) | [TRAVEL AGENTS](#) | [CAREERS](#) | [AFFILIATE PROGRAM](#) | [HELP](#) | [SITEINDEX](#)


[CONTACT US](#) | [TERMS & CONDITIONS](#) | [PRIVACY POLICY](#)

FAIRMONT RESERVATIONS: 1(800) 257-7544 ([More Numbers](#)) Last Updated: 03/30/2007 Fairmont Hotels & Resorts © 2007

## Email call to action

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

From: **Renkoo Bee** <[noreply@mail.renkoo.com](mailto: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: [ifndkarma@gmail.com](mailto:ifndkarma@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](mailto: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:

OHONGROFLBBQ! 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?

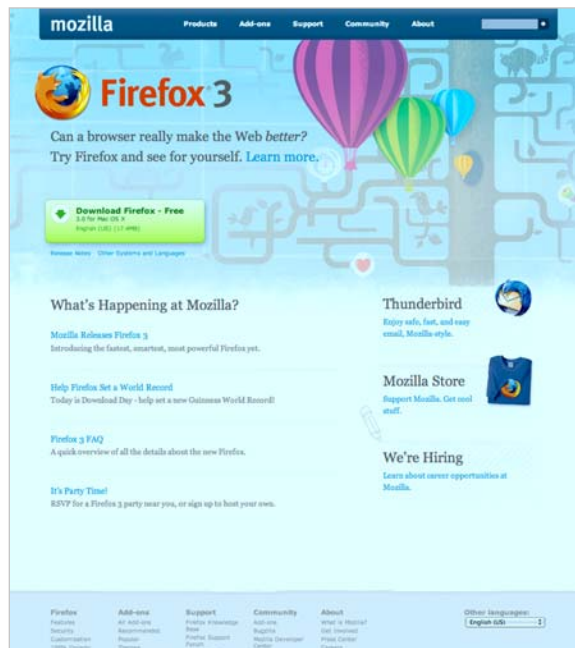
The screenshot shows the eBay Affiliate Program landing page. At the top is the eBay logo and navigation links: Home, Sell, My eBay, Community, and Help. Below this is a search bar and a 'Start new search' button. The main heading is 'eBay Affiliate Program'. A sidebar on the left lists links: Welcome, Learning Center, Program Details, Tools, Best Practices, API Developer Kit, Commission Junction, Community, FAQ, Info, and Contact Us. The main content area is titled 'Welcome to the eBay Affiliate Program' and includes a 'Join the eBay Affiliate Program' button. It lists benefits such as 'Highly effective tools and applications', 'Our innovative tools and applications are proven to convert your traffic into commissions', 'Best practices', 'Reporting, Tracking and Quality Service', and '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.' At the bottom, there are links for 'International Affiliate Programs' and 'Other eBay affiliate sites'.



## Take action: download



## Take action: download



## Take action

PayPal®

[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.

Send the \$37

Edit transaction

Cancel transaction

## Take action

PayPal®

[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](#)

[About Us](#) | [Accounts](#) | [Fees](#) | [Privacy](#) | [Security Center](#) | [User Agreement](#) | [Developers](#) | [Shops](#)

Copyright © 1999-2003 PayPal. All rights reserved.



## Clear path to completion

**WAL-MART**

Welcome **★ Address** Ship Gift Pay Confirm

**ENTER SHIPPING ADDRESS**

Enter the name and address you'd like for us to ship your order.  
We do not currently ship to Canada or other destinations outside of the U.S. [Learn More](#)

First Name

Last Name

Address Line 1 (or company address)

Address Line 2 (optional)

City

State

ZIP Code

Phone Number

Is this address also your billing address?

☐ Yes

☒ No (Then we'll ask for it soon.)

**CONTINUE** to send all items to this address only

Do you have questions?  
If you need help during checkout, please contact a knowledgeable Customer Service Associate at  
1-800-956-6546 from 9 a.m. to 1 a.m. (CT), 7 days a week.  
Headquarters Address  
Walmart Stores, Inc., Bentonville, Arkansas 72716-8611, USA

**ORGANIZE  
INFORMATION**

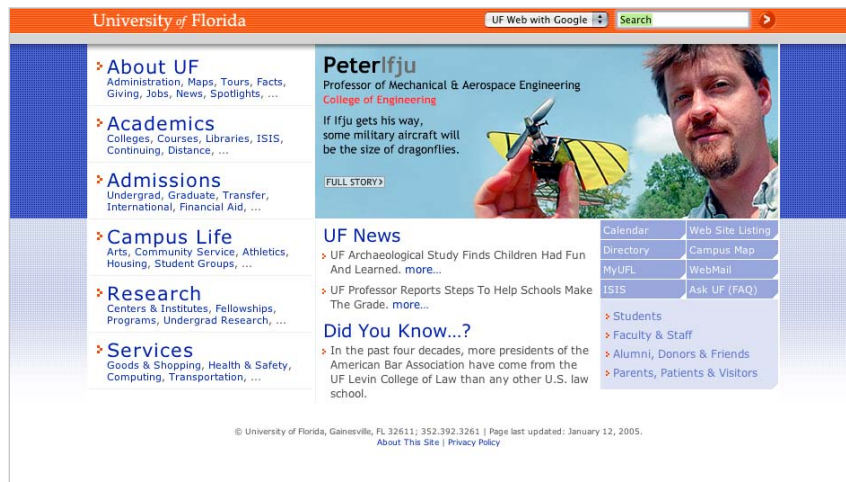
**WHAT CAN I FIND  
HERE?**

**PRESENT DATA**

## Limited hierarchy



## Clear hierarchy



## 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?



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

Simplified table

Current Caseload: 10			
New Admissions:	5	35	30
Discharges:	3	22	34

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

Explanation for new users on mouseover

Current Caseload: 10			
New Admissions:	5	35	30
Discharges:	3	22	34

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

## 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

- Is there a prioritization of the data
- Is everything equally important?
- Introducing size and color variations might add visual noise instead of bringing extra attention to really important data

## 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 onmouseover			
Current Caseload:	10		last month
New Admissions:	5	35	30
Discharges:	3	22	34

	Today	This Month Apr 2016	Last Month Mar 2016
New Admissions	5	35	30
Discharges	3	22	34
Current Case Load	10		

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

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

## Focus on the data?



## Focus on the data?

The screenshot displays the FiveTwo software interface for creating a new RFQ. The main form is titled "Product X: Create New RFQ > Items". It includes a table for "Selected Items" and a table for "Available MPN".

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

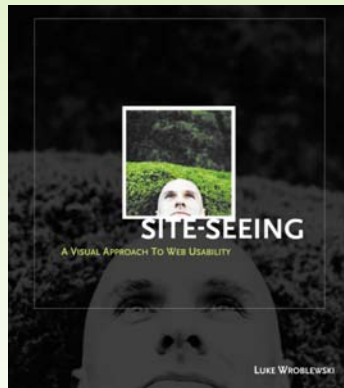
MPN	Manufacturer
78706412	Dell
78745235	HP
79121467	Siemens
78666345	Dell
80102893	HP
78745235	HP
79121467	Siemens
78666345	Dell
80102893	HP

## To Summarize



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

## For more information...



- **Functioning Form**
  - [www.lukew.com/ff/](http://www.lukew.com/ff/)
- **Site-Seeing: A Visual Approach to Web Usability**
  - Wiley & Sons
- **Web Form Design: Filling in the Blanks**
  - Rosenfeld Media
- **Drop me a note**
  - [luke@lukew.com](mailto:luke@lukew.com)