

COMMUNICATING WITH VISUAL HIERARCHY

LUKE WROBLEWSKI
WRITERS UA CONFERENCE, MARCH 2008

LUKEW
INTERFACE DESIGNS

YAHOO!

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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>

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Outline



- Why does visual hierarchy matter?
- How do we construct a visual hierarchy?
- How do we use visual hierarchy to:
 - 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

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

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

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

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



Design Considerations

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

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

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The End Goal



- **Quickly Communicate**
 - What is this? **Usefulness**
 - How do I use it? **Usability**
 - Why should I care? **Desirability**

HOW IT WORKS | ABOUT US | SIGN UP | GIFT MEMBERSHIPS | TELL A FRIEND

SMS2QUIT

In just 30 days, you can quit smoking.

Combining clinically proven techniques with today's lifestyle, SMS2Quit is the modern way to stop smoking. Change your life for the better starting today!


Start Today **\$19.95**
for the full program!

[Tell a Friend](#) | [Buy a Gift Membership](#)

FAST
With SMS2Quit, you can stop smoking in just **30 days**.

EASY
Just carry your cell phone with you, we'll do the rest.

EFFECTIVE
SMS2Quit is a modern enhancement of clinically proven methods.
[More about how SMS2Quit works](#)

 "SMS2Quit combines the best of what science now knows about how to best **end the habit and addiction of smoking**. SMS2Quit's Enhanced Gradual Reduction Method is highly effective, and offers new hope to many who have tried to quit smoking without success."
Dr. Anthony Jenkins, M.D.
Chief Cardiac Physician,
Stanford Medical Center
[Learn More](#)

Members [Sign up](#)

User Name


Password

Sign In

[Forgot your Password?](#)


Language: United States - English

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BEFORE & AFTER

All page elements equal



Distinctions and hierarchy

Navigation
Page title




Sub-section title

Footer

Further distinctions

Site Identifier Site wide utilities

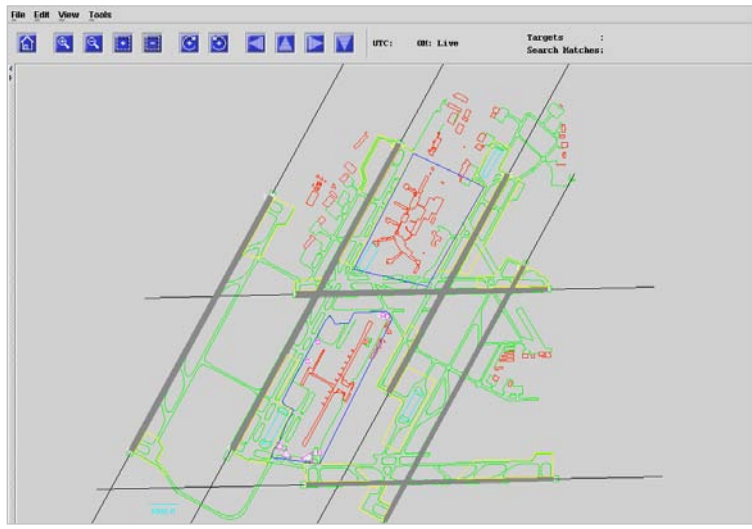
Second level navigation Embedded links



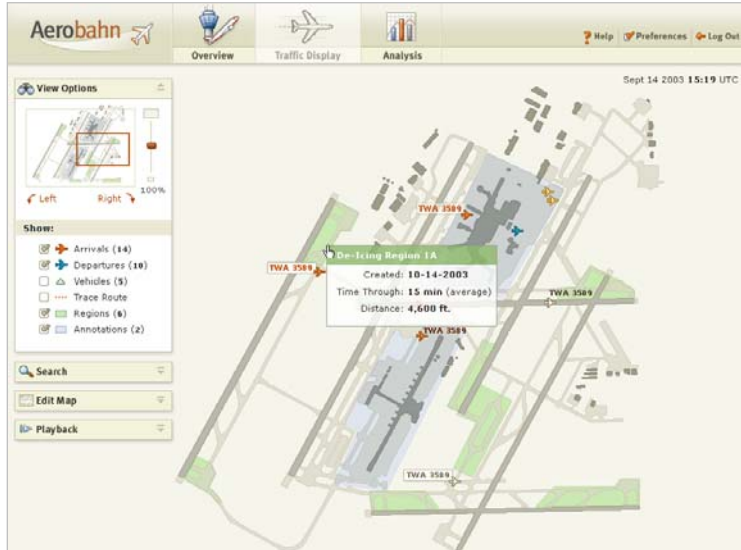
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What is this?



Communicate function



Before Visual Hierarchy

After Visual Hierarchy

INTOKO.ca
it all adds up

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

Post an Ad
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

Intoko Your quick and easy Classified Ads source.

5,849 total Ads available.

Antiques & Art (302)
African Treasures \$80
Zilveren brood vork (1927 nederlands) \$100.00
Daily new supply from quality antiques Make Offer
Heirloom mirrors \$40.00+up
The Dresden Gallery Bld

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

Books (129)
African Treasures \$80
Zilveren brood vork (1927 nederlands) \$100.00
Daily new supply from quality antiques Make Offer
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Careers & Employment (223)
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

Music (183)
Boosley & Hawkes Tenor Sax Negotiate
Pearl Drums+ \$400
Piano, Mason&Riuch \$850.00 delivered
Wanted: Merrymen 45 singles and Ep's Make Offer
Superman original japanese soundtrack

Other (101)
Heritage Desk And Hutch \$165.00
Beddegoed Euro \$150.00
Woodworking Patterns and Plans Various
Illusionz® Fiber Optic Lighted Santa Cap \$500
Heritage Desk And Hutch \$165.00

Personal & Activities (13)
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Pearl Drums+ \$400
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Superman original japanese soundtrack

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INTOKO.ca
it all adds up

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

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Audio, Video & DVD
Beauty & Health
Books
Business & Industrial
Cameras & Photos
Careers & Employment
Children & Toys
Clothing & Accessories
Collectables
Computers
Home & Garden
Motorbikes & Snowmob
Music
Other
Personals & Activities
Pets & Animals
Real Estate & Rental
Sport
Telecommunication
Vacation & Tourism
Vehicles & Accessories

Intoko Your quick and easy Classified Ads source.

5,849 total Ads available.

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Illusionz® Fiber Optic Lighted Santa Cap \$500
Heritage Desk And Hutch \$165.00

Before & After Visual Hierarchy



PRINCIPLES OF VISUAL HIERARCHY



PHOTO BY MATTEO PENZO

How We See

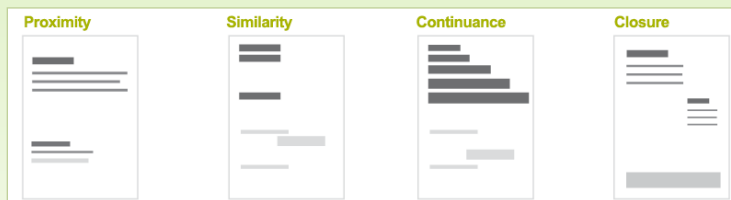


- **How we make sense of what we see**
 - Recognizing similarities & differences
 - This allows us to group information
 - And give it meaning
- **Relationships**
 - Between individual elements
 - To the whole (story)



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

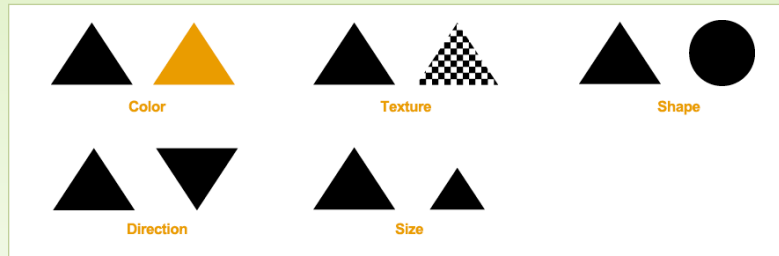
Understanding Perception



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

Forming Relationships



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

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

Using Relationships



Type 

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

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

Visual Hierarchy

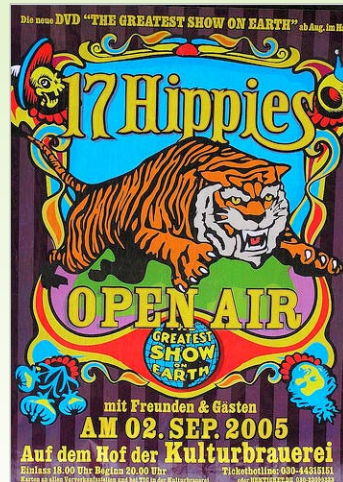


- Creates a center of interest that attracts the viewer's attention
- Creates a sense of order and balance
- Establishes a pattern of movement to guide a viewer through a composition
- In other words, it tells a story
 - Like all good stories it has a beginning, end, and a point.

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



Distinctions & Hierarchy



No Visual Hierarchy



- **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

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

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Effective Hierarchy



No Clear Hierarchy

The screenshot shows the BuyIt.com website homepage. At the top, there is a navigation bar with categories: Home, Appliances, Automobiles, Lawn & Garden, Movies & Music, Groceries, and Books. A search bar is located below the navigation. The main content area is divided into several promotional sections:

- Get Your Dream Car Today!**: A large banner for cars with financing options.
- The Sweet Tooth Sale!**: A banner for candies, valid until Feb 12th.
- Specialty Store**: A section for various household items like chairs, tables, books, and kitchen appliances.
- Spotlight**: A section for featured products like Madonna CDs, tire wax, aprons, chicken breast, dental floss, and hormones.
- Current Specials I**: A section for discounted items like watches and jewelry.
- Our New Home & Garden store just got better!**: A banner for home and garden products.
- Spring is Here!**: A banner for lawn care products like hoses, blades, shovels, pots, shovels, and soil.

 Each product section includes 'Get It Now!', 'Was \$...', 'On Sale Now \$...', and 'Add to Cart' buttons. The layout is dense and lacks a clear visual hierarchy.

No Clear Hierarchy

The screenshot shows the Power On website for On Guard security software. The layout is clean and organized:

- Navigation Bar**: Includes links for Home, New Up To Date & Contact, New Planner, Revised, On Guard, Download, and Action Links.
- Product Information**: A central section for 'On Guard' security software, featuring two images of the product (one for Mac, one for Windows) and descriptive text: 'On Guard is the world's only multi-platform desktop security software that offers a consistent cross-platform interface. Power On offers the ultimate solution for any classroom or workplace environment.' It also mentions that the software works on both Macintosh and Windows operating systems.
- Download Links**: Buttons for 'Download a FREE Trial for Mac!' and 'Download a FREE Trial for Windows!'.
- Product Sheet**: A link to 'Download the On Guard Product Sheet (PDF)'.
- Easy to Install**: A section with the text: 'Just run On Guard's installer application and then restart the computer to have it's powerful protection in place. Simple, yet effective.' Below this is an 'OVERVIEW' section.
- Export Windows**: A screenshot of a Windows 'File' menu showing options like 'Open Settings...', 'Save Settings...', 'Page Setup...', 'Print...', and 'Quit'.
- Ironclad Protection**: A section at the bottom describing the 'Save To Network' feature: 'On Guard's "Save To Network" feature gives you control of all of the computers on your network.'

 The overall design is professional and easy to navigate.

No Hierarchy

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

HII™ Interactive Patient Education Service

Health Informatics International, Inc. (HII™) 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

Store | iPod + iTunes | Mac | QuickTime | Support | Mac OS X

Hot News | Get a Mac | Hardware | Software | MacE-Mac | Education | Pro | MacWork | Developer | Where to Buy

Sounds good. Does good.

Apple will give \$10 from the purchase of your iPod nano (PRODUCT) RED Special Edition to the Global Fund to fight AIDS in Africa.

iPod nano (PRODUCT) RED
1,000 songs, 4GB, \$199.

Hot News RSS Headlines | DJ Dean Coleman Remixes with Logic Pro

Watch the new TV ads | Download iTunes 7 | Movie: Now playing on an iPod nano | iPod shuffle: Go and go

Visit an Apple Store | Search Apple.com

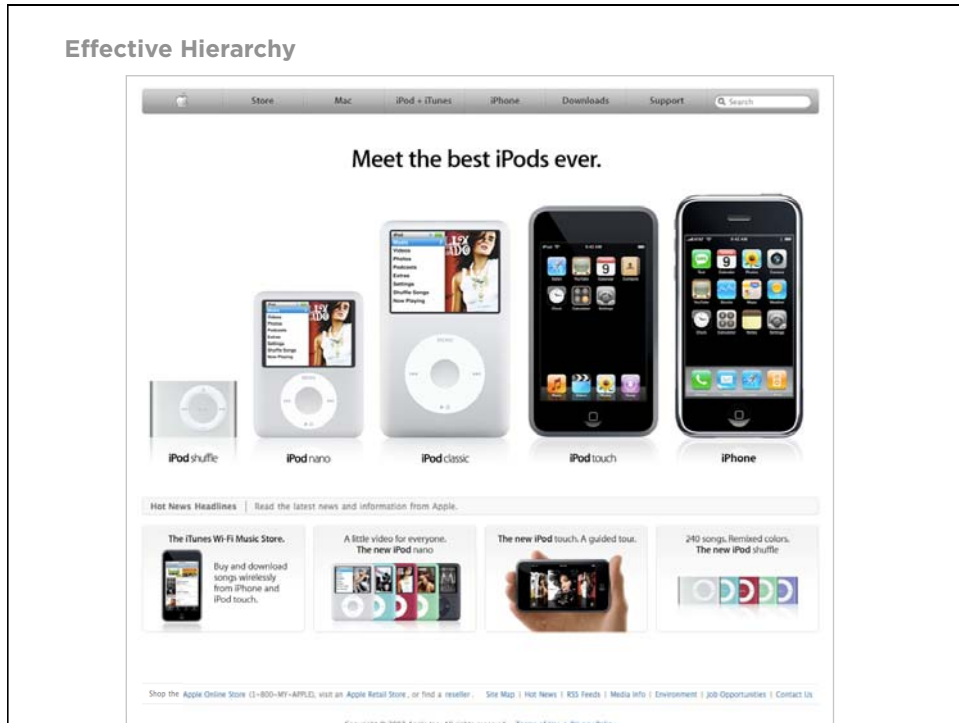
1-800-MY-APPLE | Find a Reseller | Site Map | RSS Feeds | Job Opportunities | Media Info | Terms of Use | Privacy Policy | Contact Us

iBook G4 and PowerBook G4 Battery Retail

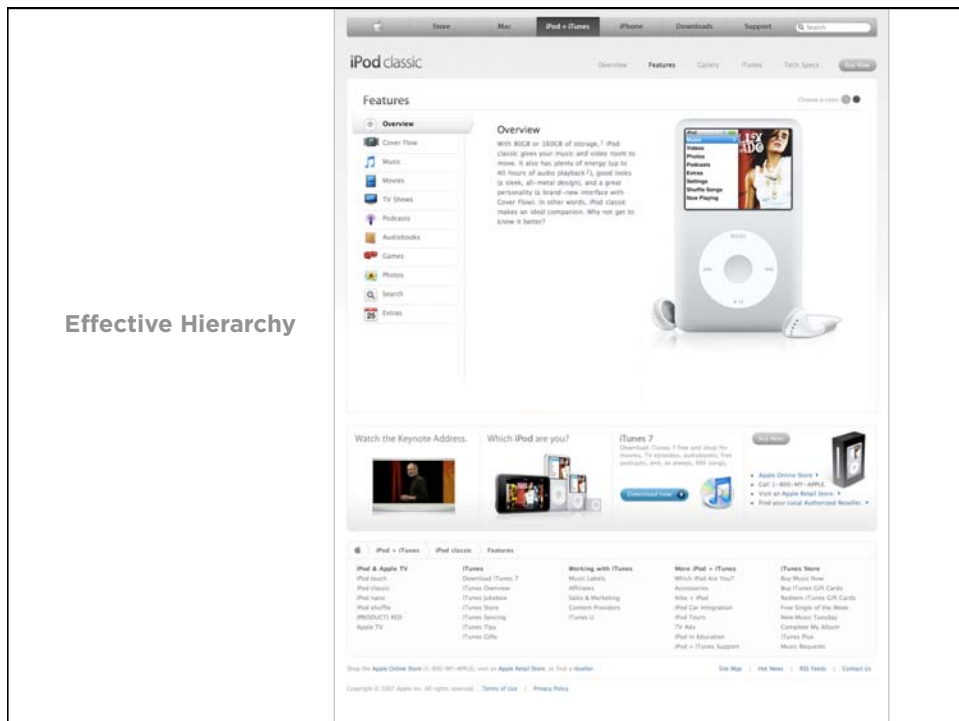
Pirates of the Caribbean: The Curse of the Black Pearl available on iTunes in selected countries. © Disney
Copyright © 2006 Apple Computer, Inc. All rights reserved.

Apple.com Worldwide | Powered by Mac OS X Server

Effective Hierarchy



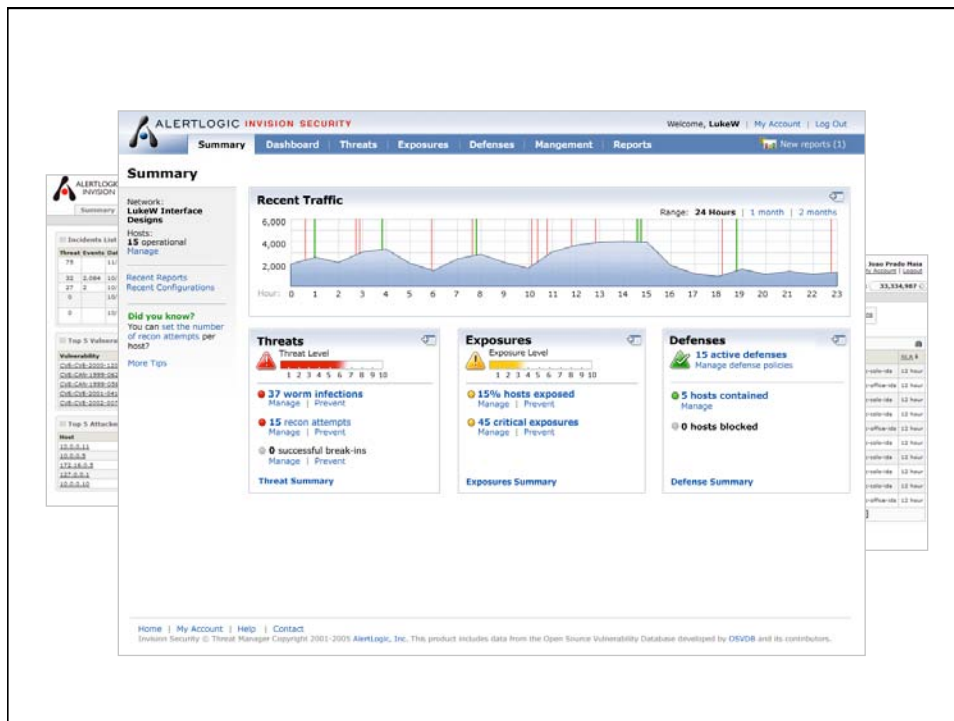
Effective Hierarchy



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.





**WHAT'S THE
PRIORITY?**

NOW WE KNOW HOW
TO CONSTRUCT A
VISUAL HIERARCHY

BUT WHAT DO WE DO
WITH IT?



**COMMUNICATING A
CENTRAL MESSAGE**

WHAT IS THIS?

EXPLAIN &
DIFFERENTIATE

Web Applications

- Hosting costs less than cup of coffee per month
- Free open source platforms
- Development toolkits increasingly available
- Instant global audience: 1.2B people use the Internet (Sept 2007)

Not enough hierarchy

Too many visual differences

The screenshot shows the PatientsLikeMe website interface. At the top, there is a navigation bar with "patientslikeme .beta" and the tagline "Harnessing the power of collective knowledge to improve medicine." Below this, there are three tabs: "answer network", "my space", and "patients".

The main content area is divided into several sections:

- A new system of medical care by patients, for patients.** This section includes a "Find out" list: "what solutions patients are trying", "which solutions work", and "which doctors and treatments are right for you". Below this is a call to action: "Share your experiences and help us work towards a cure!"
- Track Your Progress** with the subtext "Gain control of your treatments, doctor visits, side effects and more."
- Find Patients Like You** with the subtext "Share and compare your history of solutions and outcome progress."
- Learn from the Answer Network** with the subtext "Answers to crucial questions about your condition from shared community experiences."

On the right side, there is a "Sign In" section with input fields for "Email Address" and "Password", and a "Sign In" button. Below that is a "New to PatientsLikeMe?" section with a "Join Now" button and a list of links: "10 reasons to join PatientsLikeMe", "About Us", and "Privacy & Security".

At the bottom, there is a footer with "patientslikeme © 2005 PatientsLikeMe. All Rights Reserved. | Contact Us with any questions or comments."

Not enough contrast

The screenshot shows a revised version of the PatientsLikeMe website interface. At the top, there is a navigation bar with "patientslikeme .beta" and the tagline "Harnessing the power of collective knowledge to improve medicine." Below this, there are three tabs: "answer network", "my space", and "patients".

The main content area is divided into several sections:

- a new system of medical care by patients, for patients.** This section includes a "Find out" list: "Find out what solutions patients are trying", "Learn which solutions work", and "Decide what's right for you". To the right of this section is a "Join Now (It's free!)" button and a link: "Already a member? Sign In".
- Track Your Progress** with the subtext "Gain control of your treatments, doctor visits, side effects and more. Find out how."
- Find Patients Like You** with the subtext "Share and compare your history of solutions and outcome progress. Learn more."
- Learn With Us** with the subtext "Get answers to crucial questions from shared community experiences. Discover how."

At the bottom, there is a footer with "patientslikeme © 2005 PatientsLikeMe. All Rights Reserved. | Contact Us with any questions or comments."

Central Message

The screenshot shows the PatientsLikeMe website. At the top left is the logo "patientslikeme". To the right are links for "How it Works", "About Us", and "Contact Info". The main content area is divided into several sections:

- Share real results with real patients for real diseases.** Below this is a sub-header: "PatientsLikeMe is an online community committed to making a difference for patients and their health." There are two buttons: "Join Now (It's free!)" and "Already a member? Sign In".
- Active Communities** section with a list of conditions: ALS (Lou Gehrig's Disease), Depression, Epilepsy, Multiple Sclerosis, Parkinson's Disease, and "Request others...".
- Track** section: "Stay aware of how you are doing with real medical wellness measures. Find out how..."
- Share** section: "Compare your progress to patients that share your treatments and outcomes. Learn more..."
- Learn** section: "Get answers to questions from an active community of patients. Discover how..."

At the bottom, there is a footer with "patientslikeme" logo and links for "About Us", "Privacy", "User Agreement", and copyright information: "© 2005-2006 PatientsLikeMe. All rights reserved. Information on PatientsLikeMe.com does not constitute medical advice."

The screenshot shows the Polar Rose website. At the top left is the logo "Polar Rose" with a red flower icon. To the right are links for "About Polar Rose", "Contact us", and "We're hiring!". The main content area is divided into several sections:

- We sort the web of photos** section: "Who's who? Polar Rose adds context to any person, on any photo, on any site. Put simple, we sort the web of photos." Below this is a video player showing a man speaking into a microphone. A caption below the video reads "15 people say this is... Casper Christensen".
- Add context to online photos** section: "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** section: "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** section: "Just enter your email address and we'll drop you a mail when we open up for beta testing." Below this is a text input field, a "Sign up!" button, and a note: "(We too hate spam.)"

At the bottom, there is a footer with "© 2006 Polar Rose. [Home](#) | [Press](#)"

1429 explorers have discovered 6887198 photos, containing a total of 2322537 people, of which 22094 have been named.

Polar Rose Home | Blog (7) | Recently | Sign Up

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 photos. 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.

Latest blog posts...

- [Please update to plugin version 0.25 \(7\)](#)
A service message to our beta users... Today we've updated the Polar Rose plugin to version 0...
- [A people gallery for TechCrunch \(17\)](#)
A month ago in Seattle we launched the people gallery, a snapshot of people appearing in photos at...
- [Gnomex's People Gallery \(7\)](#)
Mike and I are in beautiful Seattle at Gnomex's, Chris Pott's (Gnomex) annual conf...

[Read more at the blog... \(7\)](#)

We're hiring!
 We are currently looking to fill the following positions:

- [Product Manager \(Miami\)](#)
- [Senior Java Developers \(Web Framework\) \(Warsaw\)](#)
- [Senior Java Developers \(Platform\) \(Warsaw\)](#)

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 [Mikal Thayer](#) about partnership opportunities.

TechCrunch 360
 September 17-18, 2007
 Palace Hotel, San Francisco
[See what's at TechCrunch360](#)

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.

The screenshot shows a Delicious bookmark page. At the top, it says "del.icio.us / url" with navigation links for "your bookmarks", "your network", "subscriptions", "links for you (6)", and "post". Below this is a search bar with the text "» del.icio.us history for" followed by the URL "http://www.lukew.com/resources/artic" and a "check url" button. The main content area displays the bookmark title "LukeW: Primary & Secondary Actions in Web Forms" with the URL "http://www.lukew.com/resources/articles/PSactions.asp" and a note that "this url has been saved by 924 people." Below this is a yellow highlight containing the text "LukeW: Primary & Secondary Actions in Web Forms" with "edit / delete" links, and a byline "by wookash to forms usability webdesign web eyetracking design form ... on aug 27".

629 diggs
"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..."

Submitted: 33 days ago, made popular **32 days ago**
Submitter: kevinroas (news: submissions, diggs, comments)

Accessing Content

- Display Surfaces: Facebook, MySpace, etc.

The screenshot shows a Facebook News Feed. The top navigation bar includes "facebook", "Profile edit", "Friends", "Networks", "Inbox", and "home account privacy logout". On the left is a sidebar with "Search", "Applications" (Photos, Groups, Events, Marketplace, Booze Mail, Netflix Movies), and "more". The main News Feed area shows several updates: "Updated: Lane Becker is driving to monterey for a wedding.", "Mathilde Pignol added the Gamoku Games application.", "David Armano and Ken Fisher are now friends.", "Matthew Henry removed 'I like female singers' from his favorite music.", "Kevin Cheng added 'Maroon 5' to his favorite music.", "Sarah Ross posted a link." followed by the title "Primary & Secondary Actions in Web Forms" and the URL "http://www.lukew.com/resources/articles/PSactions.asp". The link preview shows a snippet of the article text: "A typical Web form usually enables several 'final' actions. Actions like 'Submit', 'Save', or 'Continue' are intended to enable form completion." Below the link is an "Add a comment" field. At the bottom, another update says "Updated: John Zapolski and Craig Villamor added the Entourage". On the right side, there are sections for "Requests" (6 friend requests) and "Status Updates" (Update your status... show friend updates).

Accessing Content

- Content Creation Sites: Blogs, Wikis

The screenshot shows the Ajaxian website interface. At the top, there's a navigation bar with the Ajaxian logo, a search bar, and a menu with items like NEWS, PODCASTS, SHOWCASES, RESOURCES, TRAINING, CONFERENCE, JOBS, PLANET, PATTERNS, and CONTRIBUTE NEWS. Below the navigation bar, there's a main content area. On the left, there's a sidebar with a 'WARNING' box for an event on October 24-26, 2007 in Boston, and a 'TOPICS' section listing categories like .NET (55), Accessibility (36), Adobe (34), Advertising (3), Ajax (292), and Ajaxian.com. The main content area features a blog post titled 'Primary & Secondary Actions in Web Forms' by Luke Wroblewski, dated Tuesday, September 4th, 2007. The post is categorized under 'Usability'. The text of the post discusses research on eye-tracking and usability studies. On the right side of the main content area, there's a 'RECENT ENTRIES' section listing various articles like 'Canvas Loading Indicator for the iPhone and beyond', 'GWT and the iPhone sitting in a tree...', 'DOMAssistant 2.0 released', 'chalmability, Ajax, and more', 'Gears and the Mashup Problem', 'CSS Sprite Generator Released', 'Apple Store hits the Dojo', 'Vortex: A new offline abstraction on top of Google Gears', 'Flexjson 1.5: Transformers and Filters', 'Ajaxian Featured Tutorial: Parsing XML with JQuery', and 'WebRunner 0.7 Released'.

Accessing Content

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

The screenshot shows a Google search result for the query 'Actions in Web Forms'. The search results are displayed under the 'Web' category. The top result is 'LukeW: Primary & Secondary Actions in Web Forms' with a snippet: 'A typical Web form usually enables several "final" actions. Actions like "Submit", "Save", or "Continue" are intended to enable form completion—the primary ...'. Below this is another result: 'LukeW: Web Application Form Design' with a snippet: 'But not all Web applications use forms consistently. Variations in the alignment of input fields, their respective labels, calls to action, ...'. Below the search results, there's an email snippet from Bob Baxley to LukeW, dated September 28, 2007 8:01:00 PM PDT. The email subject is 'Web form article' and the body contains the text: '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'.

LUHEW INTERFACE DESIGNS

HOME PORTFOLIO SERVICES RESOURCES

Articles & Papers 1

More Articles & Papers

Recent Form Design Articles:

- 09.19.2007 Web Form Design: Fairmont Hotels
- 09.07.2007 Interview: 1 Designer, 6 Questions
- 09.05.2007 Web Form Design: Bongo
- 09.03.2007 Event & Discount Code: User Interface 12

More form design articles

Primary & Secondary Actions in Web Forms
By Luke Wroblewski & Steve

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 fit 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 a clear path illuminating their primary goal: completing a form.

LUHEW INTERFACE DESIGNS

HOME PORTFOLIO SERVICES RESOURCES

Articles & Papers 1

More Articles & Papers

Recent Form Design Articles:

- 09.19.2007 Web Form Design: Fairmont Hotels
- 09.07.2007 Interview: 1 Designer, 6 Questions
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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 a clear path illuminating their primary goal: completing a form.

Context

Content

Related

24% CONTENT 76% SITE OVERHEAD

The screenshot shows the Chicago Tribune website layout. At the top is a navigation bar with links for Home, News, Business, Sports, Travel, Entertainment, Homes, Jobs, Cars, Shopping, Place ads, and Newspaper services. Below this is the Chicago Tribune logo and a date indicator for April 16, 2007. A large banner advertisement for Toyota's 'Safe Driver' program is prominent. The main content area features a large article titled 'City celebrates Olympics bid win' by Gary Washburn and Michelle S. Keller, published on April 16, 2007. To the right of this article is a 'Wanted women 35-54' advertisement. The left sidebar contains 'Sports pic of the week' and 'Sports video' sections. The bottom of the page includes a 'Chicago named 2016 bid city' headline and a small photo of a man.

The screenshot displays a news article from The New York Times. The headline reads '32 Shot Dead on Virginia Tech Campus'. The article is dated April 16, 2007, and is by John M. Broder. The main text describes a shooting at Virginia Polytechnic Institute on Monday, resulting in 32 deaths and injuries. A large photograph shows students gathered at the War Memorial Chapel on the Virginia Tech campus. To the right of the article is a 'More Articles in National' section with a list of popular stories, including 'The Power of Greed', 'Editorial Observer: A Woman Wrongly Convicted and a U.S. Attorney Who Kept His Job', and '36 Hours in Portland, Ore.'. The page also features a 'Most Popular' section and a 'Go to Complete List' link.

Scanning Part 1

Orientation

discover classical music

Classical music glossary

Dissonance - Dissonance is the simultaneous sounding of two or more notes to produce a jarring, harsh, or disagreeable result, an effect of clashing or stress. It's from the Latin words for "sounding" and "against," and its opposite is consonance, a "pleasant" sound - "sounding together."

Harmony - Harmony is the absence of harsh, jarring or dissonant intervals of major and minor keys, with chords and harmonies that are built on the notes of major and minor scales and fit along with other sounds to create a balanced, pleasing musical sound. In other words, it's music that isn't out of a key and that doesn't make the hair on your back stand up. It's a word that's used a lot in music, especially in the work of many twentieth-century composers.

Content

It is true that dissonant music generally incorporates lots of dissonance. But dissonant music, the music of Bach, Beethoven, Brahms, and others, is not dissonant. It is dissonant in the sense that it can be used to create a sense of tension and drama. The dissonance of the late romantic and early twentieth-century composers, for example, is generally dissonant. The difference is that in dissonant music, dissonance is considered "unstable" harmonies that must be "resolved" to something more solid - that must lead to consonance. The overall dynamic of dissonant music is that dissonance creates dramatic tension and suspense, and the satisfaction of resolution, including the ultimate resolution of tension to the tonic key. In other words, it's music that's not just for effect, but it's music that's meant to be heard. It's music that's meant to be heard because even its harshest dissonance is heard in an overall context of consonance.

Scanning Part 2

Section title	<i>meet the performers</i>		
Page title	<i>William Eddins</i> RESIDENT CONDUCTOR		
Body text	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>Eddins with the CSO March 28, 2002 Rossini: Overture to <i>William Tell</i> Lutoslawski: Cello Concerto Rimsky-Korsakov: <i>Sheherazade</i>, Op. 35</p> <p>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</p>	Supportive Info
Navigation	Page 1 2		






TAKE ACTION

WHAT DO I DO NOW?

USER NEEDS & BUSINESS GOALS

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 number provided. Please verify the number and try again. [Contact Us](#) for 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

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

Sorry! We cannot find the Fairmont President's Club number you entered. Please try again or [contact us](#).

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.

YOUR FAIRMONT PRESIDENT'S CLUB NUMBER

Fairmont President's Club #

We cannot find the Fairmont President's Club number you entered. Please try again or [contact us](#).

Birth Date


[HELP](#)

USER NAME AND PASSWORD

Please choose a user name and password

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:

Take action: download

mozilla Products Add-ons Support Developers About

Home Products Firefox

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 (US)

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

Enjoy a Better Web Experience
Firefox 2 delivers helpful new features to make your online experience more productive.

Stay Secure on the Web
Firefox continues to lead the way in online security, and now includes active protection from online scams to keep you safer.

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

Copyright © 2005–2006 Mozilla. All rights reserved.
[Firefox Privacy](#) [Legal Notices](#)

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

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 1-800-955-6644 from 9 a.m. to 9 p.m. (CST), 7 days a week.
Headquarters Address
Wal-Mart Stores, Inc. Bentonville, Arkansas 72716-8611, USA

One primary action

The screenshot shows the eBay Express shopping cart interface. At the top, there is a navigation bar with the eBay Express logo and links for 'Shopping Cart (1)', 'Luke's Account', and 'Customer Service'. Below the navigation bar is a search bar with 'All Categories' and a search button. The main heading is 'Luke's Shopping Cart' with a '(Sign Out)' link. A notice states: '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.' The cart contains one item: 'SPIDERMAN 8x10 photo HORROR #1' with ID 6273389014 and a price of US \$10.00. The shipping option is 'US Postal Service First Class Mail®' for US \$2.00. The quantity is 1, and there is a 'Remove' link. The item subtotal is US \$10.00. Below the cart, there are 'Continue Shopping', 'Update Cart', and 'Checkout' buttons. A 'Related Items' section features three items: 'RARE Marilyn Monroe photo 2 GORGEOUS amateur cards' (US \$14.99), 'Marilyn Monroe Art Print - Bus Stop (85-232)' (US \$49.97), and 'MARILYN MONROE - BALLERINA POSTER Ballet Tuba' (US \$5.95).

One primary & one secondary action

The screenshot shows the PayPal payment page on eBay Express. At the top, there is the eBay Express logo and a 'Customer Service' link. The main heading is 'Pay With PayPal' with a 'Powered by PayPal' logo. A note states: 'Pay with a credit card or PayPal. You will be able to confirm your order before it is placed.' The page is divided into two sections. The first section is 'Sign in to your account' and includes the text: 'PayPal is the preferred partner of eBay Express. Your account information is private, and is never shared with merchants.' It features input fields for 'PayPal Email address' (with the value 'luke@luke.com') and 'PayPal Password', along with a 'Forgot Password?' link. A 'Pay With PayPal' button is located below these fields. The second section is 'If you prefer, you can pay with your credit card.' At the bottom, there are links for 'Privacy' and 'Security'. The footer contains the text: 'Home | About eBay Express | Sell on eBay Express | eBay | Customer Service' and 'Copyright © 1999-2006 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay User Agreement and Privacy Policy.'

One primary & one secondary action

The screenshot shows the 'Select Payment Method' page on eBay Express. At the top, there's the eBay Express logo and a 'Customer Service' link. Below that, a 'Pay with PayPal' button is visible. The main heading is 'Select Payment Method'. A note states: 'You will be able to confirm your order before it is placed. Pay with a credit card or PayPal.' There are two main sections: 'Pay With a Credit Card' and 'Pay With PayPal'. The 'Pay With a Credit Card' section includes a dropdown for 'Type of Card', a 'Card Number' field, an 'Expiration Date' field with 'Month' and 'Year' sub-fields, a 'Card ID Number' field, and 'Name as it appears on card' with 'First Name' and 'Last Name' fields. Below this is a 'Billing Address' section with a 'Continue' button. The 'Pay With PayPal' section includes a 'Pay With PayPal' button and a 'PayPal' logo. At the bottom, there are 'Privacy' and 'Security' notices and a footer with copyright information.

Two primary actions

The screenshot shows the 'Order Confirmation' page on eBay Express. At the top, there's the eBay Express logo, a shopping cart icon, and a 'Sign Out' link. Below that, there's a navigation bar with categories like 'Apparel & Accessories', 'Books', 'Computers & Networking', etc. A search bar is present. The main heading is 'Home > Order Confirmation'. There are two primary call-to-action buttons: 'View your order summary' and 'Get Verified'. The 'View your order summary' button is located under a 'Thank you!' message. The 'Get Verified' button is located under a 'Boost your PayPal buying power!' message. Below these, there's a grid of 'Other Ways to Shop' with various category links. At the bottom, there's a footer with copyright information.



ORGANIZE
INFORMATION

WHAT CAN I FIND
HERE?


PRESENT DATA

Before Visual Communication

Address: http://www.verizonwireless.com/

verizonwireless FAQs | Contact Us | Store Locator | About Us | News | Search

We never stop working for you.™ Free Shipping >>



get it **ES** AGING

get it **NOW**

Related Websites:

IFREEUP!

¡en español!

Calling Plans and Phones

- Order New Service
 - Start with Calling Plans
 - Start with Phones
 - View Prepay Packages
- Order Products
 - Batteries, Faceplates and more Accessories

Product Information

- Calling Features
- Internet and Data Products
- Wireless Office

Special Offers

Unlimited Shared Night & Weekend Minutes
plus 400 TXT Messages! [Details](#)

Motorola V120e
with Vehicle Power Adapter
Internet Only - \$19.99

Sale! Phones from \$9.99
Save up to \$100 with Mail-in Rebates
40% off Select Accessories
Express Network Promotion
Browse All Hot Deals

Manage Your Account

- Check your balance
- Pay your bill online
- And more!

[Log In](#) | [Register](#)

Send a TXT Message >>

Sign up for email updates

email address

Customer Service

Customer Service
Worry-Free Guarantee.™

How to...

Program Home Mail
Operate Your Phone
Prepay Account Lookup

What's New




Voice Gear
Free PC Screensaver
Contests & Sweepstakes
Chat, meet new people with blai!™
New headsets, support wireless safety

Quick Links

International Traveler
Best Network
Careers
Investor Information
Vzw.mn.com
Verizon.com

Consumer Information: Radio Frequency Emissions [Enter New Zip Code](#)

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After Visual Communication?

Address: <http://www.verizonwireless.com/>

About | Employment | Contact Info

verizonwireless

"We never stop working for you"

What's New

- Unlimited Nights & Weekends**
Plus 400 TXT messages
- Motorola V120E**
with Vehicle Power Adapter
\$19.99
- More Specials
- Company News

Learn About Our

- Rate Plans**
We have a plan that's right for you.
- Phones & Accessories**
Buy, compare, and update our phones
- Features**
Wireless Web, photo sharing, SMS, and more.
- Coverage Areas**
Find available coverage:
Enter Zip Code
- Business Solutions
- Store Locations
- Investment Opportunities

Current Customers

When you sign in, you can:

- View your minutes
- Pay your bill
- Update your account
- Add new features

Phone Number:

Password:

Problems with your phone or account?

- Contact Customer Service

About | News | Privacy | Security | Safety Information | Contact Info

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Limited hierarchy

ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

campus links (1-2)
find people
library
maps
search uiuc.edu

search options

- Campus Overview
- Academics
- Research
- Public Engagement
- Admissions & Records
- Services
- Administration
- Arts & Culture
- Community
- International
- Sports & Recreation

Featured Resources

- Webmail
- Course Information
- Commencement
- Brown Jubilee

Resources for

- Prospective Students
- Visitors
- Alumni
- 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 Valent, 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
- Graduate College
- Institute of Labor and Industrial Relations
- College of Law
- College of Liberal Arts and Sciences
- Graduate School of Library and Information Science
- Graduate School of Library and Information Science
- College of Medicine at Urbana-Champaign
- School of Social Work
- College of Veterinary Medicine

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 input

About this Site | Site Map | Contact Us | Text Only | Privacy Policy |
University Administration | Springfield, Chicago | © 2003 The Board of Trustees at the University of Illinois

Clear hierarchy

The screenshot shows the University of Florida website with a clear navigation structure. The top navigation bar includes the University of Florida logo, a search bar, and a 'UF Web with Google' button. The main content area is divided into several sections:

- About UF:** Administration, Maps, Tours, Facts, Giving, Jobs, News, Spotlights, ...
- Academics:** Colleges, Courses, Libraries, ISIS, Continuing, Distance, ...
- Admissions:** Undergrad, Graduate, Transfer, International, Financial Aid, ...
- Campus Life:** Arts, Community Service, Athletics, Housing, Student Groups, ...
- Research:** Centers & Institutes, Fellowships, Programs, Undergrad Research, ...
- Services:** Goods & Shopping, Health & Safety, Computing, Transportation, ...

The main content area features a featured article about Peter Ifju, a Professor of Mechanical & Aerospace Engineering, with a photo of him holding a dragonfly. Below the article are sections for 'UF News' and 'Did You Know...?'. A sidebar on the right contains links to various services like Calendar, Directory, MyUFL, ISIS, and Ask UF (FAQ).

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About This Site | Privacy Policy

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

<http://andreysmagin.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

LUHEW
INTERFACE DESIGNS

Explanation for new users on mouseover

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

	Today	This month	Last month
New Admissions	5	35	30
Discharges	3	22	34
Current Case Load	10		

Current Case Load	10	today	This month	Last month
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?

The screenshot shows the Moonlight 3.0 dashboard with the following sections:

- Host Status Today:** 23 alerts, 283 ok, 3 unknown.
- 30 Day Host Status:** 87% alerts, 18% ok, 3% unknown. Alert: 05:07:01. Avg. Time of all Alerts: 35min. Total Distributions: 3,456. Total Alerts: 4,321. Average Time Between Alerts: 23 minutes by Host. 12 minutes by Config file.
- Alert Summary:** Number of Alerts: 1,893. View: Single day, 7-day Range, Month. 05/01/01 - 05/30/01.
- Alert Details:**

Generic	287
Members	154
RunTimeFailure	12
Script	41
ReCopy	167
Reboot	47
Pre-check	63
- Network Information:**

Hosts	34
Groups	2
Files	2

Focus on the data?

Product X: Create New RFQ - Items

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

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

Available MPN

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

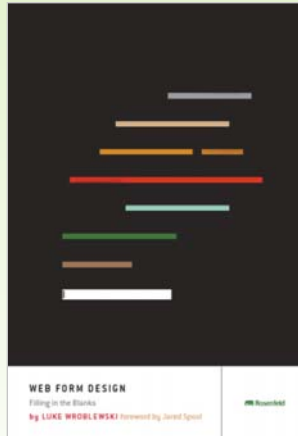
Buttons: Cancel Save RFQ Submit

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**
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