

# Visual Information Design

No screens



Prof. Lydia Chilton  
COMS 4170  
27 January 2020

**Say your name**



# The main feature of many websites is to display information users need to accomplish a goal.

```
i:Exit --PrevPg <Space>NextPg v:View Attach. d:Del r:Reply j:Next ? :Help
624 Aug 03 T Martinez ( 37) Loans with tiny points are here now
625 0 Jul 01 R. Jackson ( 123) Loans with tiny rates are here now
626 Aug 05 Benjamin E. Mag ( 50) Long time no hear
627 May 17 Krista Aaron ( 44) long time no see....
628 0 Jun 03 Josiah House ( 35) Looking for a hot date tonight, tomorrow, or next week?
629 Jul 03 Brigitte I. Hay ( 63) Looking for a N.ew H.ome?
630 May 17 Joe Burns ( 58) Looking for you
631 Jun 01 Save in a poor ( 145) Low Rate Consolidation Mortgage Loan
632 + Jul 02 Igiel@virtualig ( 2) LowCost SoftWare OnCD
+ Mult: Mail/junk/spam (Msgs:950 Old:142 10M) -- (subject/date) (66%)
Date: Mon, 17 May 2004 03:40:09 +0100
From: Krista Aaron <Christinefeminine@highstream.com>
Subject: long time no see....

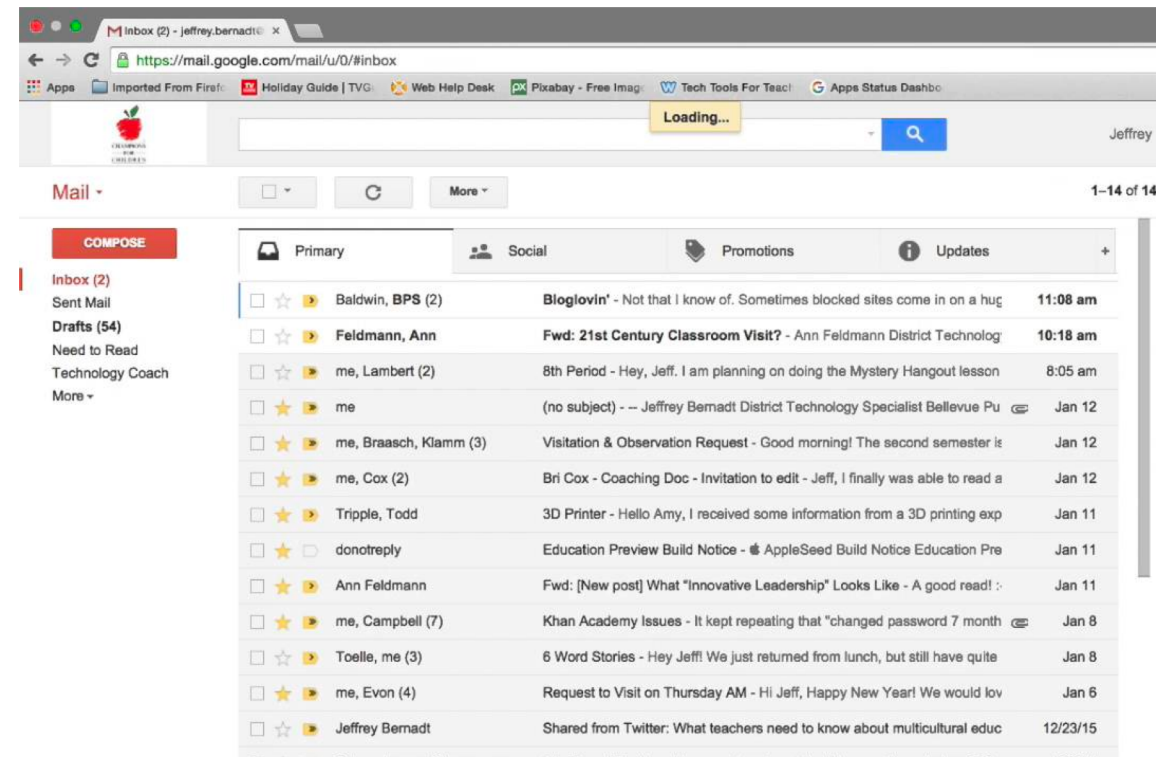
[--- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' ---]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

www.livejen.com/chat.html

I also got a webcam so we can make it interesting, anyways hope you get back to
me.
bye :)

gxsnkxxgnduvy.jwyceudc.jobxs
zcozccrociiesbehgpow
rnxlfnjqbplipdkgwuyqofracsz
xmqaubxsbjrppoibvlpfhqowldtp
bixhghvrxtgqfcoqofzycb
hugzffaffulsklpzhrfxbtt
btpztlfotqmmoaiwlosqv
- 627/950: Krista Aaron long time no see.... (66%)
Key is not bound. Press '?' for help.
```

Pine text-based email client



GMail

What is the users main goal?

What information is displayed to help them achieve it?

Ignore the interaction and  
Focus on the information being displayed.



columbia



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### Columbia University in the City of New York

<https://www.columbia.edu/>

Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at **Columbia**. College walk in front of Low Library. **Columbia** Data. A statistical snapshot of the ...

[Centers and Institutes](#) · [Students](#) · [Manage My UNI](#) · [Careers at Columbia](#)

### Columbia University Libraries: Libraries Home

[library.columbia.edu/](https://library.columbia.edu/)

Through the launch of a Shared Collection Service developed in partnership with Princeton University Library and The New York Public Library, **Columbia** added over seven million items to its catalog this month... Staff Profile: Ben Armintor Ben Armintor discusses his role in open source software for libraries, his journey ...

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### Columbia - Wikipedia

<https://en.wikipedia.org/wiki/Columbia>

### Popular in Books

- Award Winners
- Bargain Books
- Best Books of the Month
- Best Books of 2017
- Books in Spanish
- Children's Books
- Deals in Books
- Top 20 Lists in Books

### More in Books

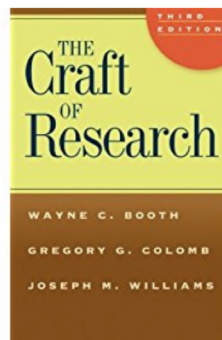
- 100 Books to Read in a Lifetime
- Amazon Book Review Blog
- Amazon Books on Facebook
- Amazon Books on Twitter
- Amazon First Reads

### Amazon Kindle

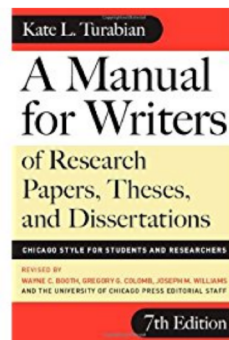
- Kindle eBooks
- Kindle Deals
- Kindle Unlimited
- Prime Reading
- Spanish Kindle eBooks

### Textbooks

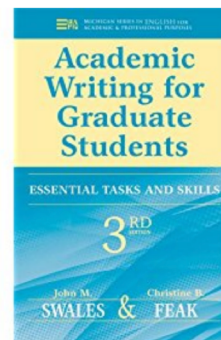
- Textbooks Store
- Textbook Rentals
- Sell Us Your Books
- Kindle eTextbooks



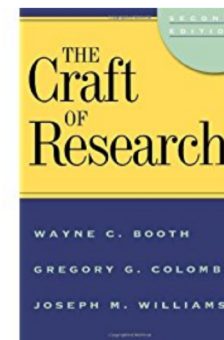
The Craft of Research, Third Edition  
Wayne C. Booth, ...Gregory G. Colomb...  
Paperback  
★★★★☆ 384



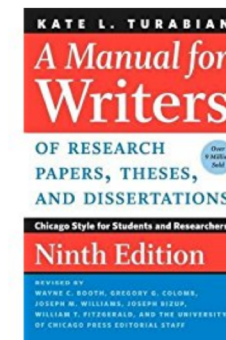
A Manual for Writers of Research Papers, Theses...  
Kate L. Turabian, Wayne C. Booth...  
Paperback  
★★★★☆ 753



Academic Writing for Graduate Students...  
John M. Swales, Christine B. Feak  
Paperback  
★★★★☆ 128  
\$25.65 ✓prime

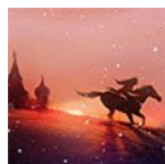


The Craft of Research, 2nd edition  
Wayne C. Booth, Joseph M. Williams...  
Paperback  
★★★★☆ 384



A Manual for Writers of Research Papers, Theses...  
Kate L. Turabian, Wayne C. Booth...  
Paperback  
\$18.00 ✓prime

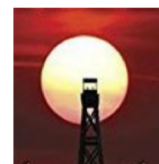
### More from the Amazon Book Editors



Best Books of the Month  
Top 10  
Literature & Fiction  
Kids & Teens Books  
Mystery & Thriller  
See all categories



Celebrity Picks 2017  
Sheryl Sandberg  
John Green  
Gabrielle Union  
Denis Leary  
See all Celebrity Picks



Best Books of 2017  
Top 100 Print Books  
Fiction  
Children's Books  
Biographies & Memoirs  
See all



Amazon Book Review  
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### Windows 95 Video Guide with Matthew Perry & Jennifer Aniston

216,782 views

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Friends - The One that Goes Behind the Scenes  
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Would I Lie to You? - S11 E08 (NEW WILTY 19th January)  
David Mitchell  
Recommended for you  
New



Actor Replacements That Totally Ruined The Show  
Looper  
3M views



Inside Matthew Perry's Tragic Real Life Story  
Nicki Swift  
952K views



Friends - ET On VH1: Behind The Friends Finale  
Favorite Videos  
1M views



REACT S7 - E19 TEENS REACT TO WINDOWS 95  
FBE  
12M views



Friends - Ross and Monica's Cousin  
Favorite Videos  
3.6M views

post to classifieds

my account

search craigslist

### event calendar

M	T	W	T	F	S	S
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use <sup>new</sup>

privacy policy

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

progressive directory

weather quake tide

### community

- activities local news
- artists lost+found
- childcare musicians
- classes pets
- events politics
- general rideshare
- groups volunteers

### personals

- strictly platonic
- women seek women
- women seeking men
- men seeking women
- men seeking men
- misc romance
- casual encounters
- missed connections
- rants and raves

### discussion forums

- |          |           |          |
|----------|-----------|----------|
| apple    | help      | photo    |
| arts     | history   | p.o.c.   |
| atheist  | housing   | politics |
| autos    | jobs      | psych    |
| beauty   | jokes     | queer    |
| bikes    | kink      | recover  |
| celebs   | legal     | religion |
| comp     | linux     | romance  |
| crafts   | m4m       | science  |
| diet     | manners   | spirit   |
| divorce  | marriage  | sports   |
| dying    | media     | tax      |
| eco      | money     | travel   |
| educ     | motocy    | tv       |
| feedback | music     | vegan    |
| film     | nonprofit | w4w      |
| fitness  | open      | wed      |
| fixit    | outdoor   | wine     |
| food     | over 50   | women    |
| frugal   | parent    | words    |

### housing

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

### for sale

- antiques free
- appliances furniture
- arts+crafts garage sale
- atv/utv/sno general
- auto parts heavy equip
- baby+kid household
- barter jewelry
- beauty+hlth materials
- bikes motorcycles
- boats music instr
- books photo+video
- business rvs+camp
- cars+trucks sporting
- cds/dvd/vhs tickets
- cell phones tools
- clothes+acc toys+games
- collectibles trailers
- computers video gaming
- electronics wanted
- farm+garden

### services

- automotive legal
- beauty lessons
- cell/mobile marine
- computer pet
- creative real estate

### jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- food / bev / hosp
- general labor
- government
- human resources
- internet engineers
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing
- [ETC]
- [ part-time ]

### gigs

- computer event
- creative labor
- crew talent
- domestic writing

### nearby cl

- bakersfield
- chico
- fresno
- gold country
- hanford
- humboldt
- inland empire
- klamath falls
- las vegas
- los angeles
- medford
- mendocino co
- merced
- modesto
- monterey
- orange co
- palm springs
- redding
- reno
- roseburg
- sacramento
- san luis obispo
- santa barbara
- santa maria
- siskiyou co
- stockton
- susanville
- ventura
- visalia-tulare
- yuba-sutter

### us cities

### us states

### canada

### cl worldwide

How should we design  
information to suit the needs  
and abilities of users?



# Undifferentiated Text

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2019 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1<sup>st</sup>.

# Step 1. Group related information into chunks

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1<sup>st</sup>.

You are cordially invited to Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2019 at 9:30pm.

Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by February 1<sup>st</sup>.

## Step 2. In each chunk, decide what's important to emphasize.

You are cordially invited to Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2019 at 9:30pm.

Where: the pad. If you need dir, ping us.

Kindly let us know if you will be attending by February 1<sup>st</sup>.

You are cordially invited to

**Robert and Alexandra's  
delectable after dinner party.**

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When: **February 20<sup>th</sup>, 2019 at 9:30pm.**

Where: **the pad.** If you need directions, ping us.

Kindly let us know if you will be attending by **February 1<sup>st</sup>.**

# Step 3. Consolidate into **3 groups**.

You are cordially invited to

**Robert and Alexandra's  
delectable after dinner party.**

Wine and nibbles will be served.

**When: February 20<sup>th</sup>, 2019 at 9:30pm.**

**Where: the pad.** If you need directions, ping us.

Kindly let us know if you will be attending  
by **February 1<sup>st</sup>**.

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**Where: the pad.** If you need directions, ping us.

Kindly let us know if you will be attending  
by **February 1<sup>st</sup>**.



# Use the squint test to verify the Hierarchy of Information

You are cordially invited to  
**Robert and Alexandra's**  
**delectable dinner party.**

Wine and nibbles will be served.

When: **February 20<sup>th</sup>**, 9:30pm.  
Where: **the pad.** If you need directions, ping us.

Kindly **know** if you will be attending  
by **February 1<sup>st</sup>.**

Users can't focus on everything at once.  
They have a spotlight of attention.

You are cordially invited to Robert and  
Alexandra's delectable after dinner party.

You are cordially invited to  
Robert and Alexandra's  
delectable after dinner party.

Wine and nibbles will be served. When:  
February 20<sup>th</sup>, 2018 at 9:30pm. Where: the  
pad. If you need directions, ping us. Kindly  
let us know if you can't make it.

Wine and nibbles will be served. When:  
February 20<sup>th</sup>, 2018 at 9:30pm. Where: the  
pad. If you need directions, ping us. Kindly  
let us know if you can't make it.

A visual hierarchy of information allows  
designers to guide users' attention.

# 7 Tools for *visually* conveying importance

# 1. Conceptual Grouping:

## A few high-level visual groups (3)

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1<sup>st</sup>.

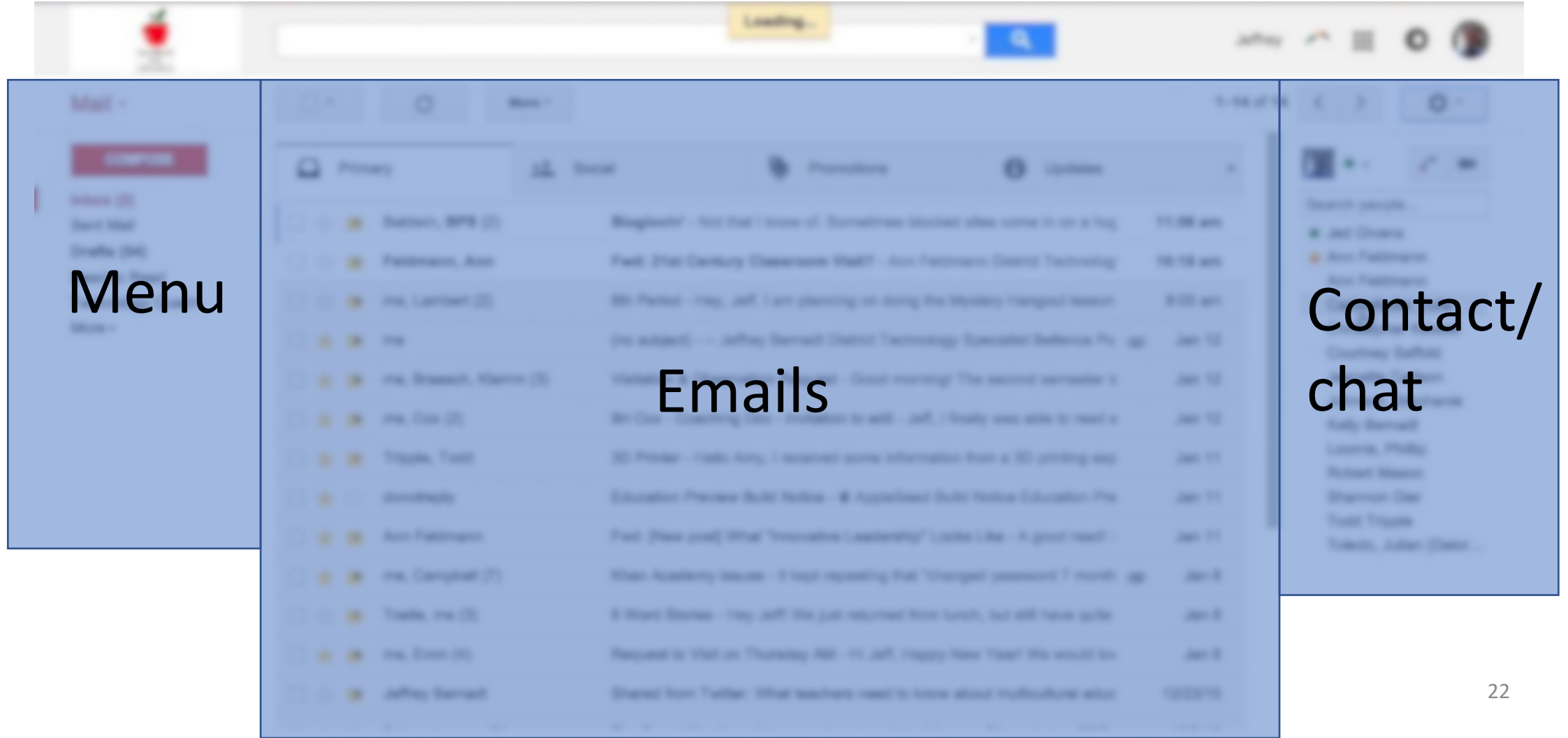
You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2019 at 9:30pm.  
Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by February 1<sup>st</sup>.

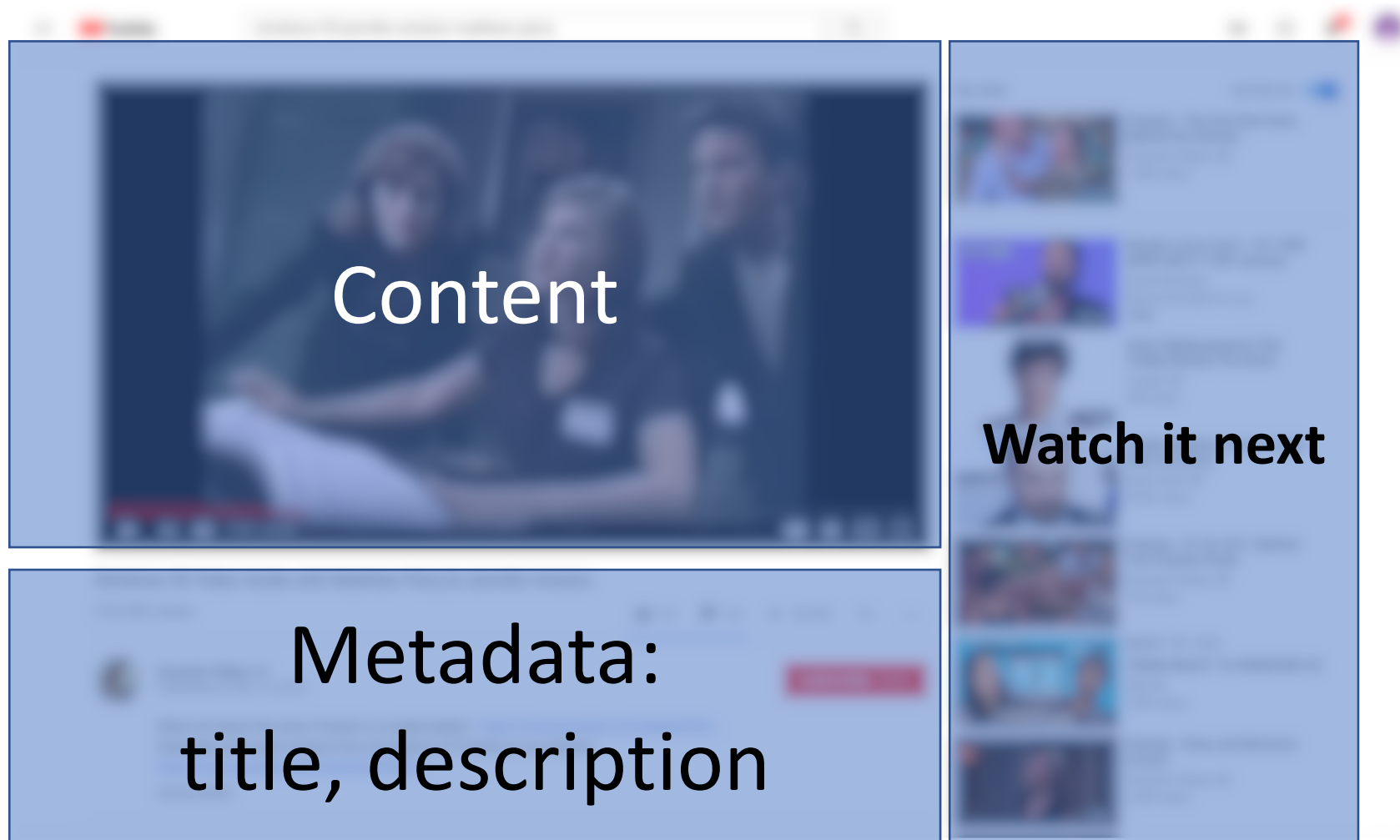
# 1. Conceptual Grouping:

A few high-level visual groups

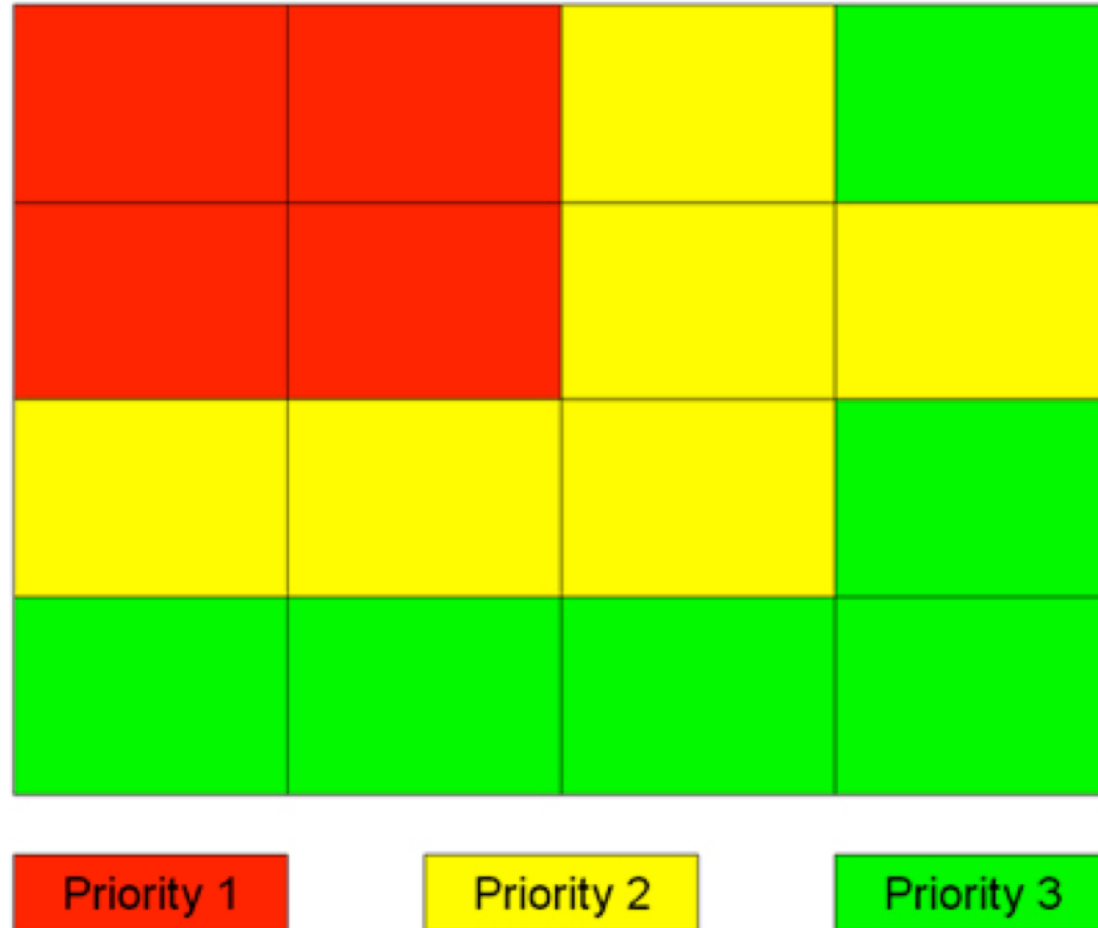


# 1. Conceptual Grouping:

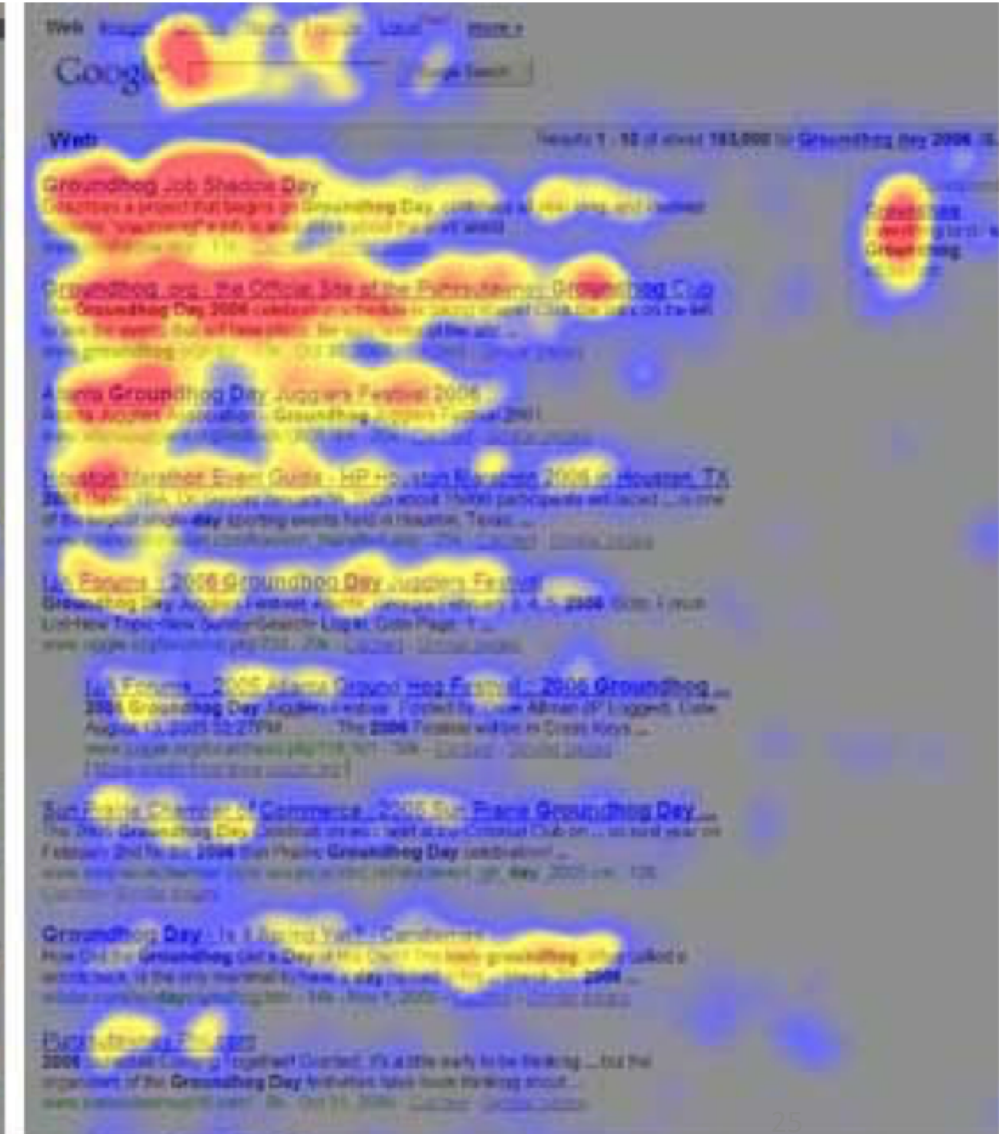
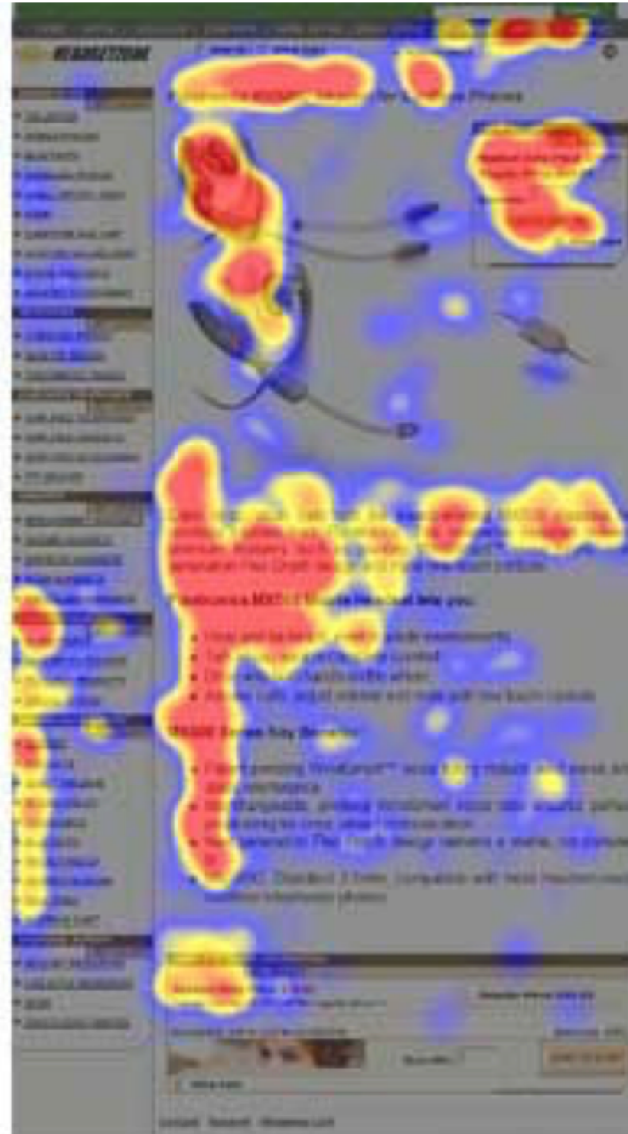
A few high-level visual groups



## 2. Location indicates Importance



## 2. Location indicates importance





# 3. Whitespace indicates importance

Columbia University

## User Interface Design

COMS 4170 · Spring 2018

Home Syllabus Assignments ▾ Piazza

**Part 1** Build websites that suit the needs and abilities of users.  
**Part 2** When the needs and abilities of users are uncertain, design systems by learning from iteration and experimentation.

INSTRUCTOR	TAS	WEEKLY SCHEDULE
<a href="#">Prof. Lydia Chilton</a> OH: Tuesday 3-4 pm, CEPSR 612 Please contact staff through Piazza only	Tessa Hurr Eleanor Murguia Lucille Sui	Lecture Mon, Wed 4:10-5:25pm, 413 Kent Hall

# Whitespace vs. No Whitespace

Columbia University

## User Interface Design

COMS 4170 · Spring 2018

Home Syllabus Assignments ▾

**Part 1** Build websites that suit the needs and abilities of users.  
**Part 2** When the needs and abilities of users are uncertain, design systems by learning experimentation.

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Columbia University

## User Interface Design

COMS 4170 · Spring 2018

Home Syllabus Assignments ▾

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<a href="#">Prof. Lydia Chilton</a> OH: Tuesday 3-4 pm, CEPSR 612 Please contact staff through Piazza only	Tessa Hurr Eleanor Murguia Lucille Sui	Lecture Mon, Wed

# 3. Whitespace indicates importance

## The James Harden Store



New Year, New You

Adriana Lima Store

Zac Efron Store

The Celebrity Store

Wireless  
Headphones



Performance  
Logo Pants



Exercise Bands



Elliptical  
Trainers



Sports Beverage



Men's Deodorant



### 3. Whitespace indicates importance

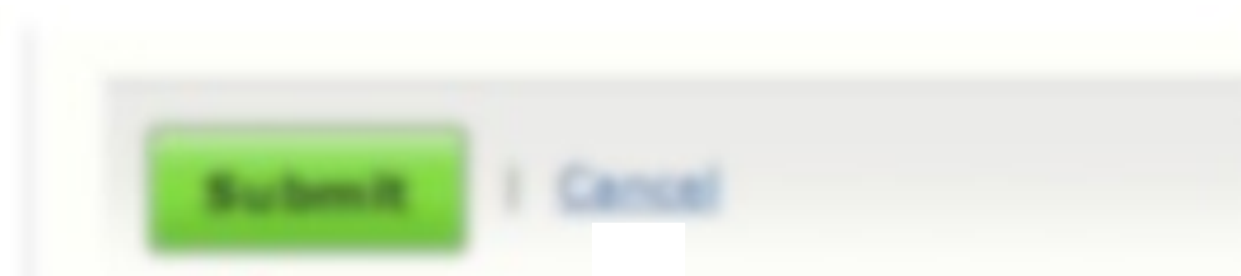


Random Art

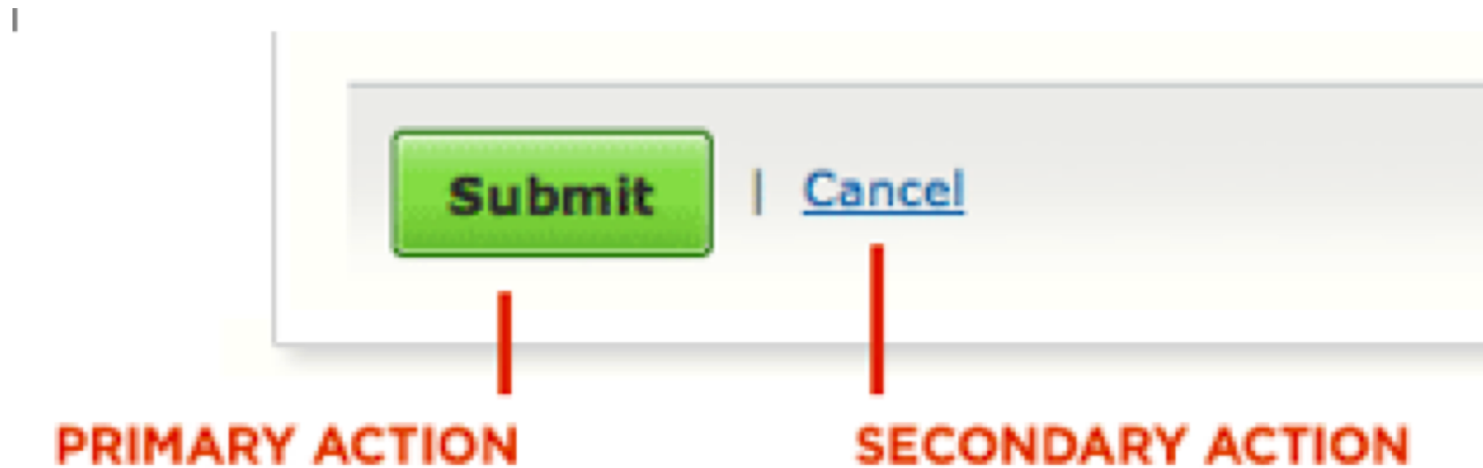


Mona Lisa

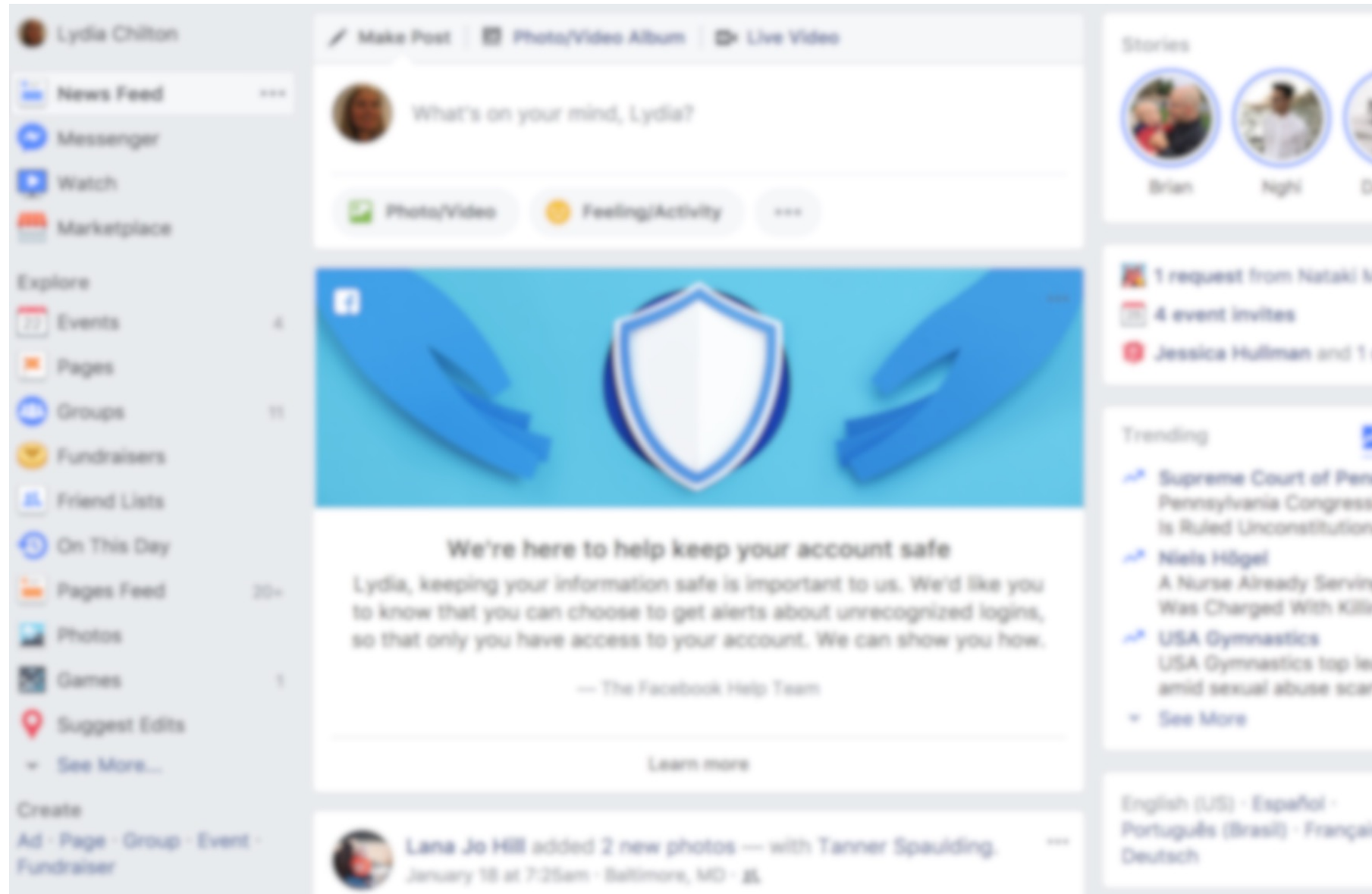
## 4. Size indicates importance



## 4. Size indicates importance



# 5. Images indicate importance



## 4. Images indicate importance





## 6. Contrast indicates importance

You are cordially invited to

**Robert and Alexandra's  
delectable after dinner party.**

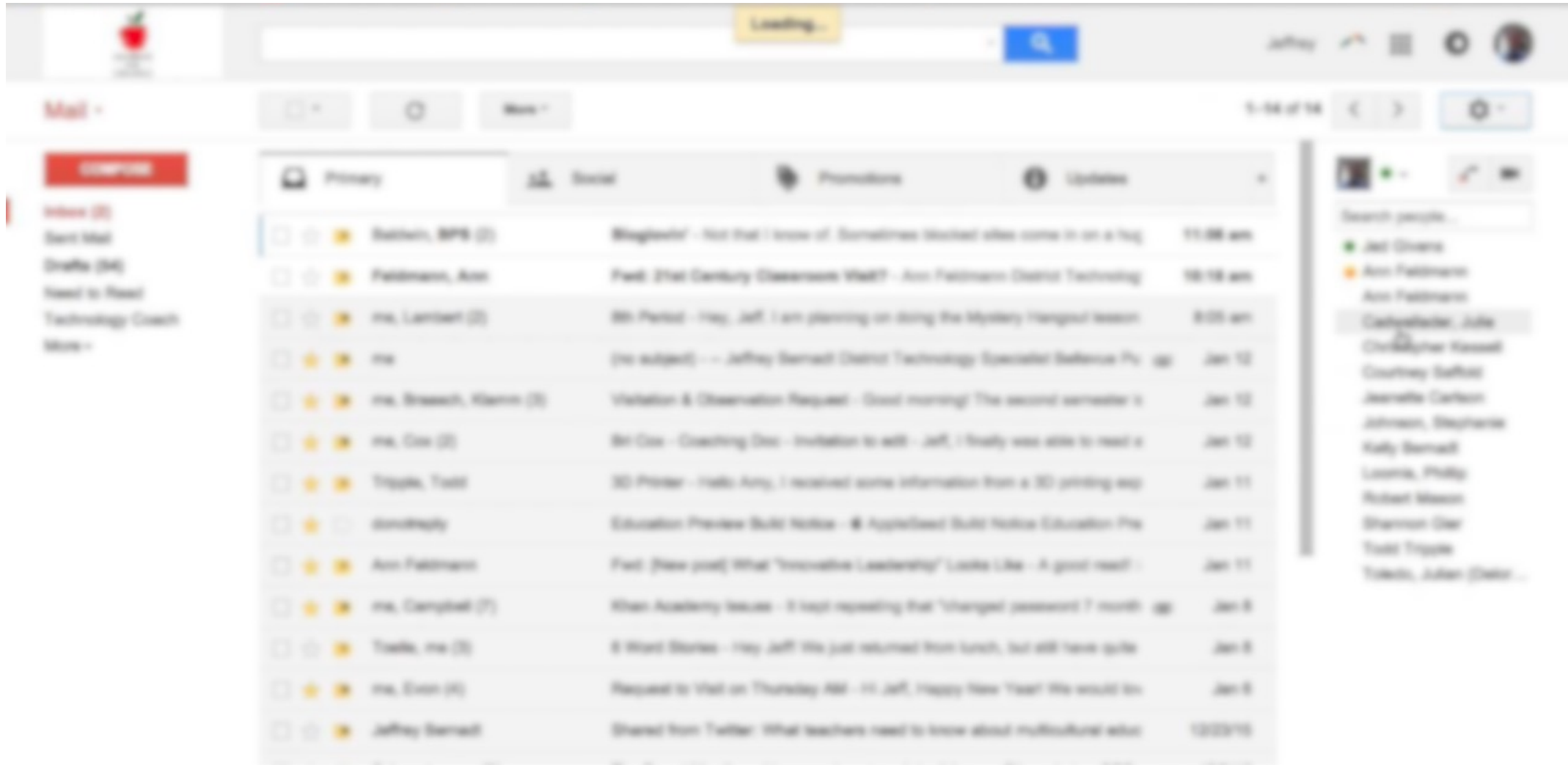
*Wine and nibbles will be served.*

**When: February 20<sup>th</sup>, 2018 at 9:30pm.**

**Where: the pad.** If you need directions, ping us.

**Kindly let us know if you will be attending by February 1<sup>st</sup>.**

# 6. Contrast indicates importance



# 7. Color indicates importance

Or start a new account

Choose a username (no spaces)

test

⚠️ test is already taken. Please choose a different username.

Choose a password

123

⚠️ Passwords must be at least 8 characters and can only contain letters and numbers.

Repeat password

Email address (must be valid)

test@.com

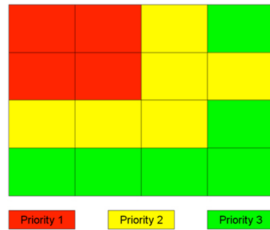
⚠️ The email provider does not appear to be valid.

Send me occasional help updates.

# Seven tools for visually indicating importance

You are cordially invited to  
Robert and Alexandra's delectable after dinner  
party.  
Wine and nibbles will be served.  
When: February 20<sup>th</sup>, 2018 at 9:30pm.  
Where: the pad. If you need directions, ping us.  
Kindly let us know if you will be attending by  
February 1<sup>st</sup>.

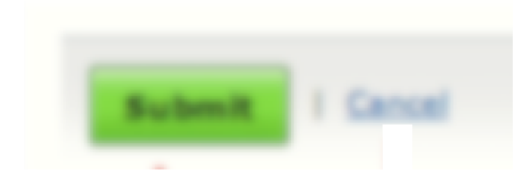
Conceptual grouping



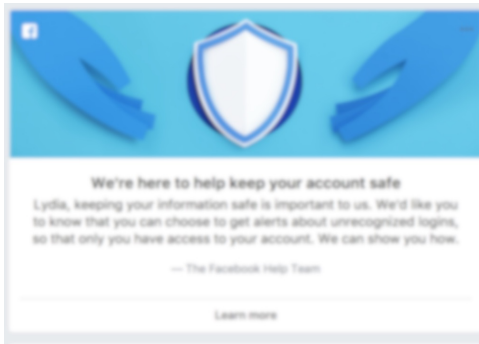
Location



Whitespace



Size



Images

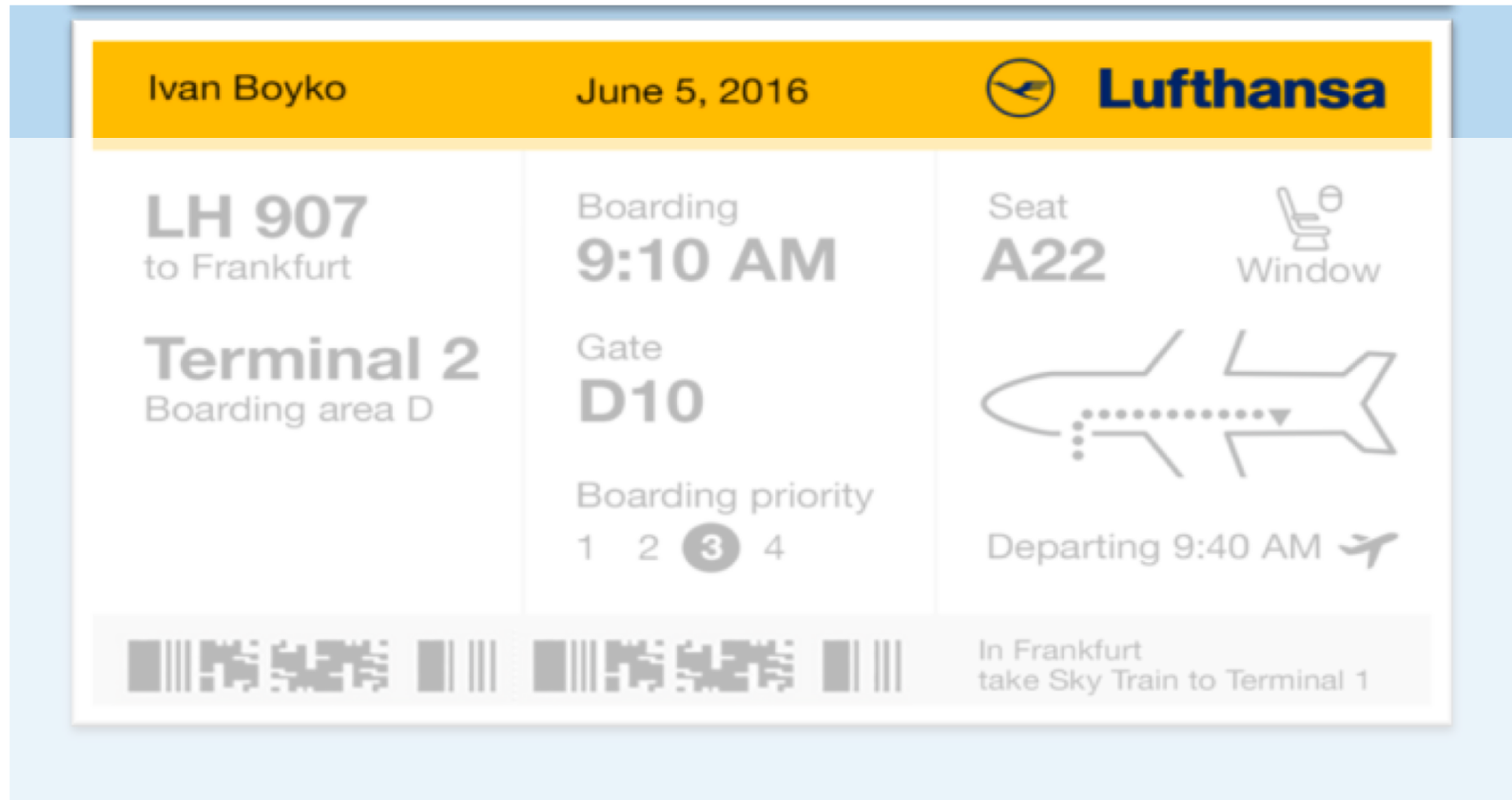
You are cordially invited to  
**Robert and Alexandra's  
delectable after dinner party.**  
Wine and nibbles will be served.

Contrast

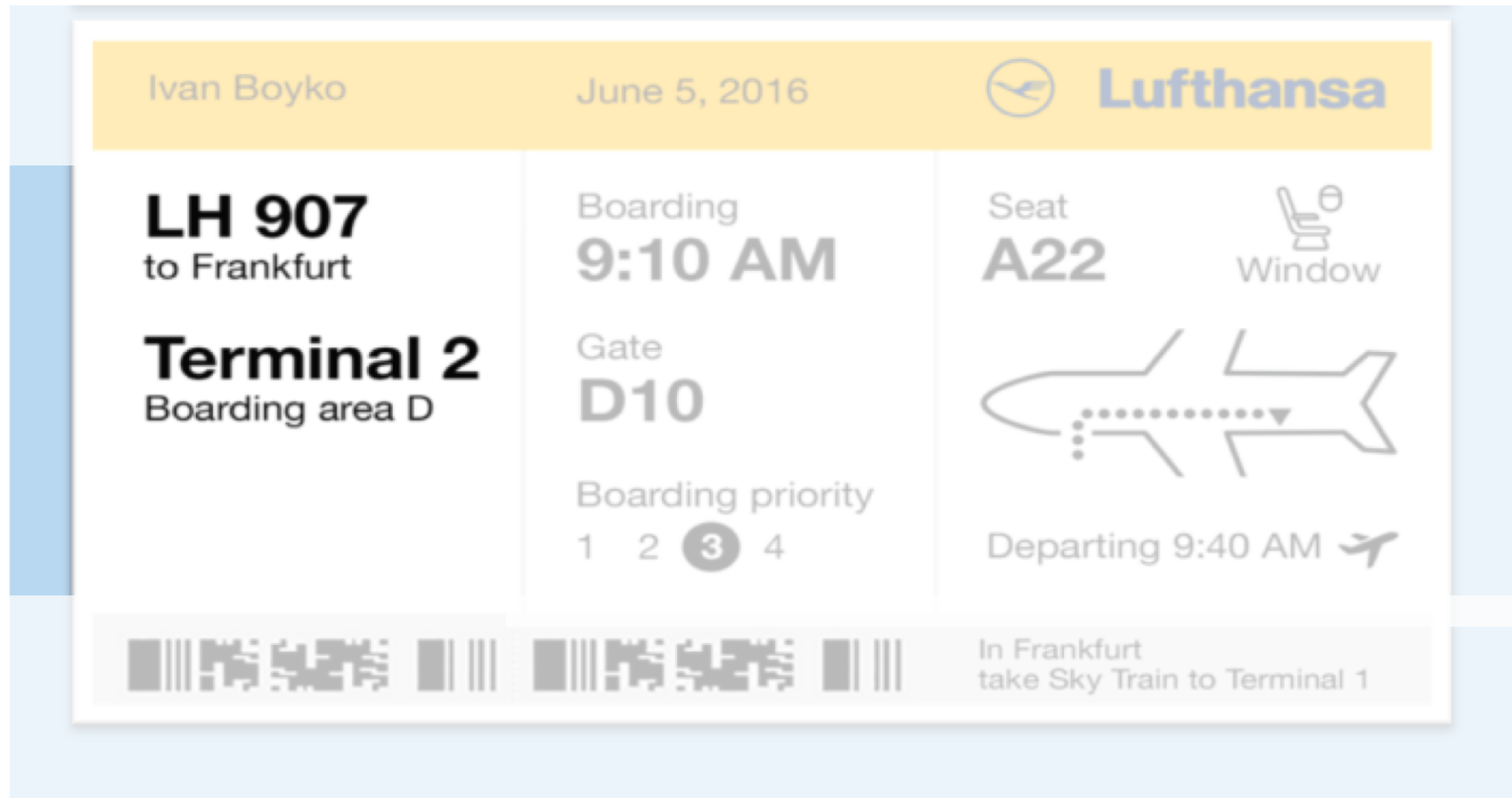


Color






# What tools does the the basics group use?




What tools does the the  
“get-to-the-airport” group use?



# What tools does the the “boarding” group use?

Ivan Boyko		June 5, 2016	 <b>Lufthansa</b>
<b>LH 907</b> to Frankfurt	Boarding <b>9:10 AM</b>	Seat <b>A22</b>	 Window
<b>Terminal 2</b> Boarding area D	Gate <b>D10</b>		Departing 9:40 AM 
	Boarding priority 1 2 <b>3</b> 4		
			In Frankfurt take Sky Train to Terminal 1

# What tools does the the “find your seat” group use?

Ivan Boyko      June 5, 2016       **Lufthansa**


**LH 907**  
to Frankfurt


**Terminal 2**  
Boarding area D


Boarding  
**9:10 AM**


Gate  
**D10**

Boarding priority  
1 2 **3** 4

Seat  
**A22**        
Window



Departing 9:40 AM 

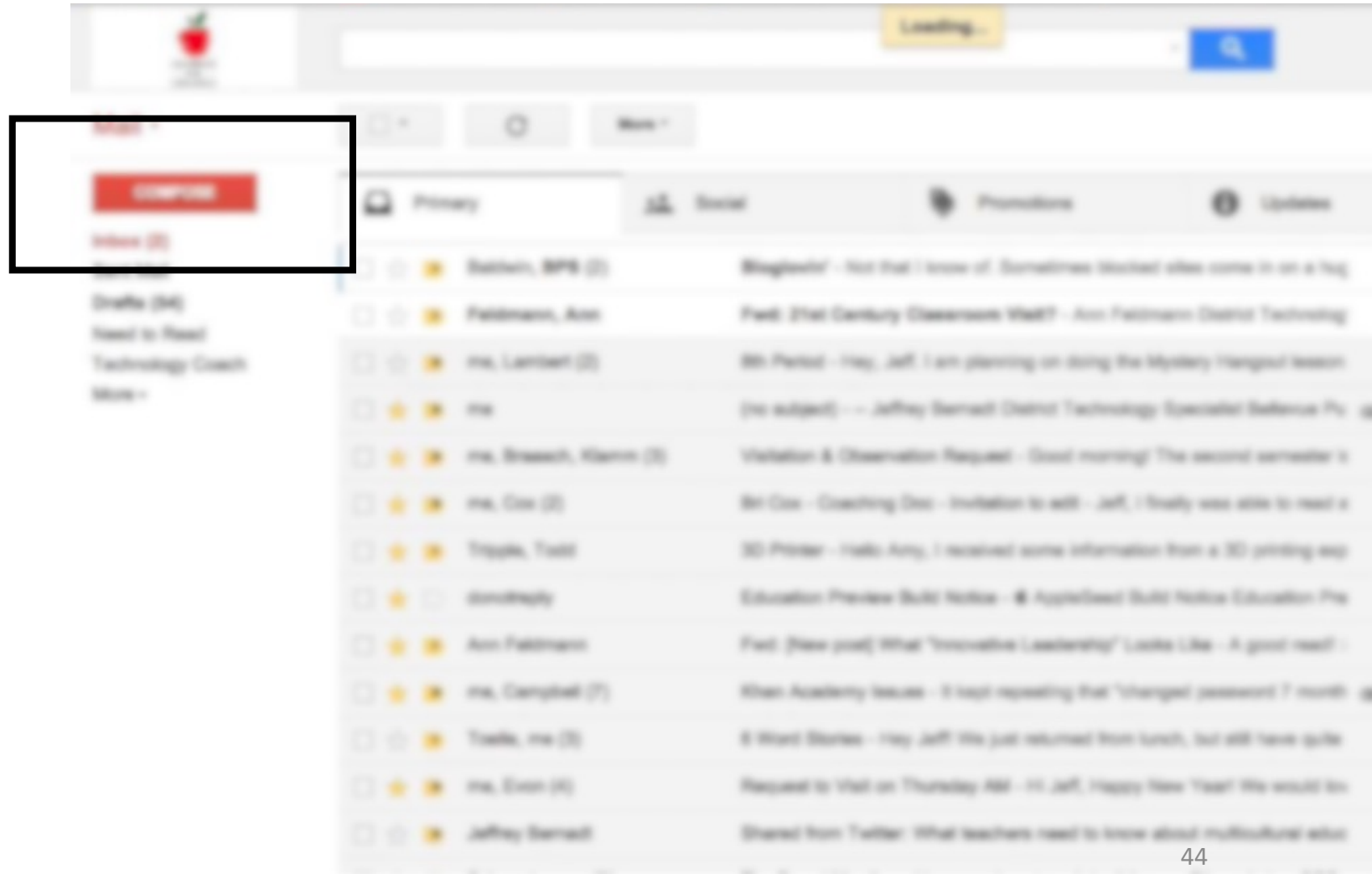
 In Frankfurt  
take Sky Train to Terminal 1



Using the tools together

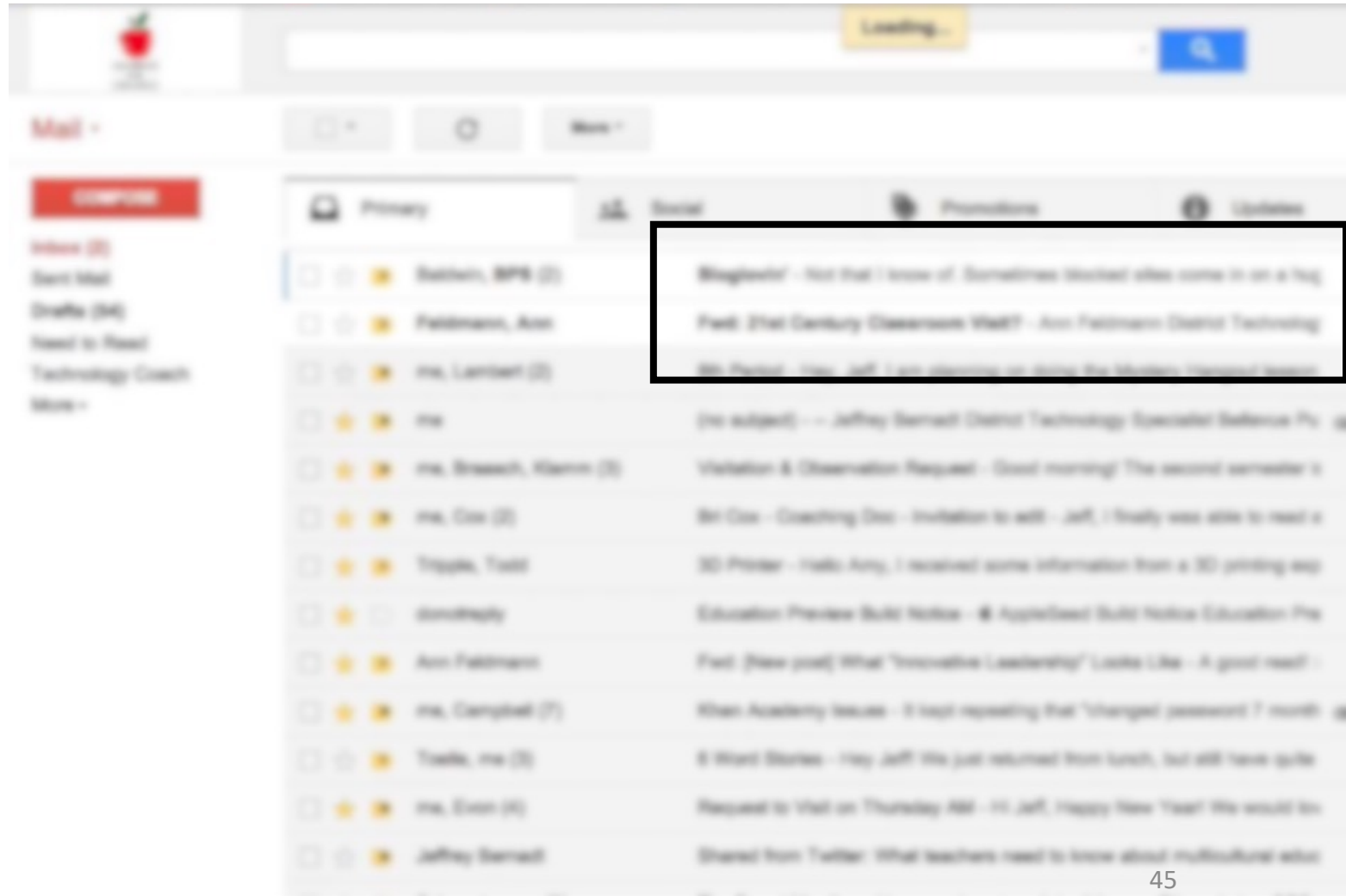
# What tools does the compose button use?

1. Conceptual Groupings? Grouped with “menu”
2. Position? Top and left
3. Whitespace? Top and right
4. Size? Big
5. Images? No
6. Contrast? Dark box
7. Color? Red

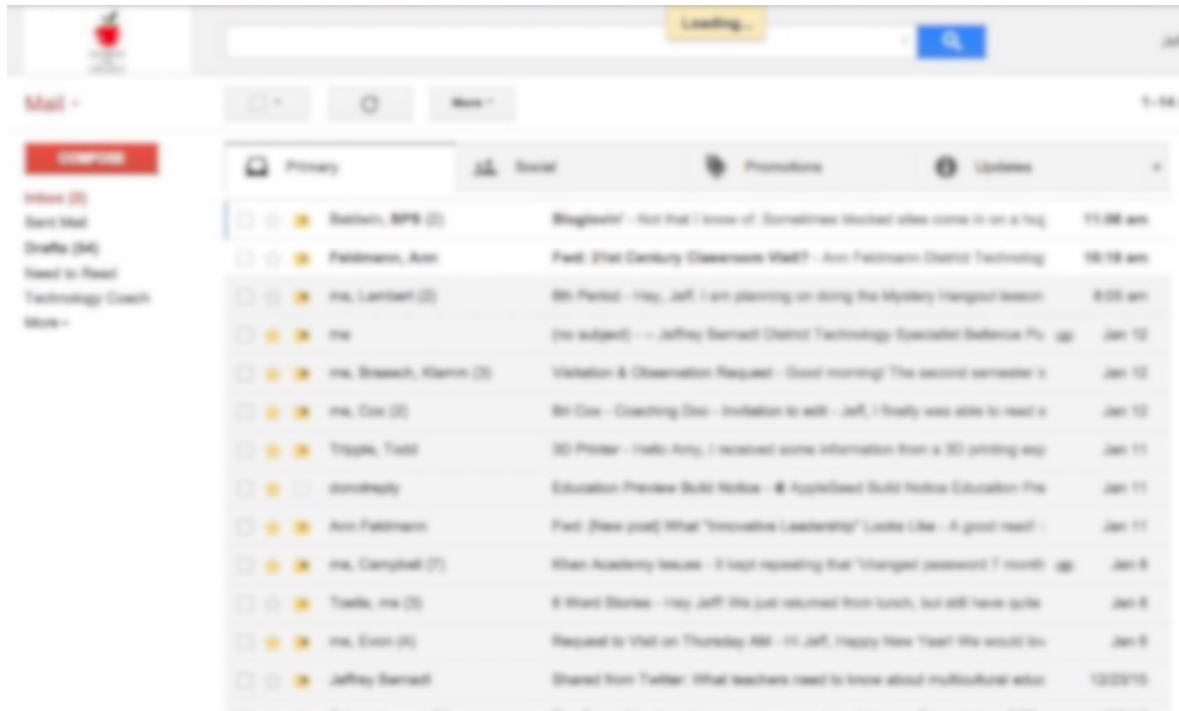


# What tools does the unread message use?

1. Conceptual Groupings? All messages
2. Position? Top
3. Whitespace? left
4. Size? No
5. Images? No
6. Contrast? Bold
7. Color? No



# What tool do good designers use least?



Designers use color sparingly

# What tool do novice designer over use?

**19 German Draft Beers**  
**Outdoor Biergarten**  
**Let's Strudel Baby!**

**Bavarian Brathaus**

**Authentic German Restaurant**

To make your online Reservation NOW >>Click here

◇ **Menus** ◇

German Draft Beer (Fassbier)

Menu

**Kinder Menu Dessert**

Vegetarian Fare

**Live Music**

Bavarian Brathaus Reviews 2010

**Oktoberfest 2012**

**CLOSED FOR THE SUMMER**

**Willkommen und Guten Appetit**

**Prosit**

**Bavarian Brathaus**

If you are tempted to use color,  
use **size, whitespace** and **contrast** instead.

You are cordially invited to Robert and  
Alexandra's delectable after dinner  
party. Wine and nibbles will be served.  
When: February 20<sup>th</sup>, 2019 at 9:30pm.  
Where: the pad. If you need directions,  
ping us. Kindly let us know if you will be  
attending by February 1<sup>st</sup>.

You are cordially invited to

**Robert and Alexandra's  
delectable after dinner party.**

Wine and nibbles will be served.

When: **February 20<sup>th</sup>, 2019 at 9:30pm.**

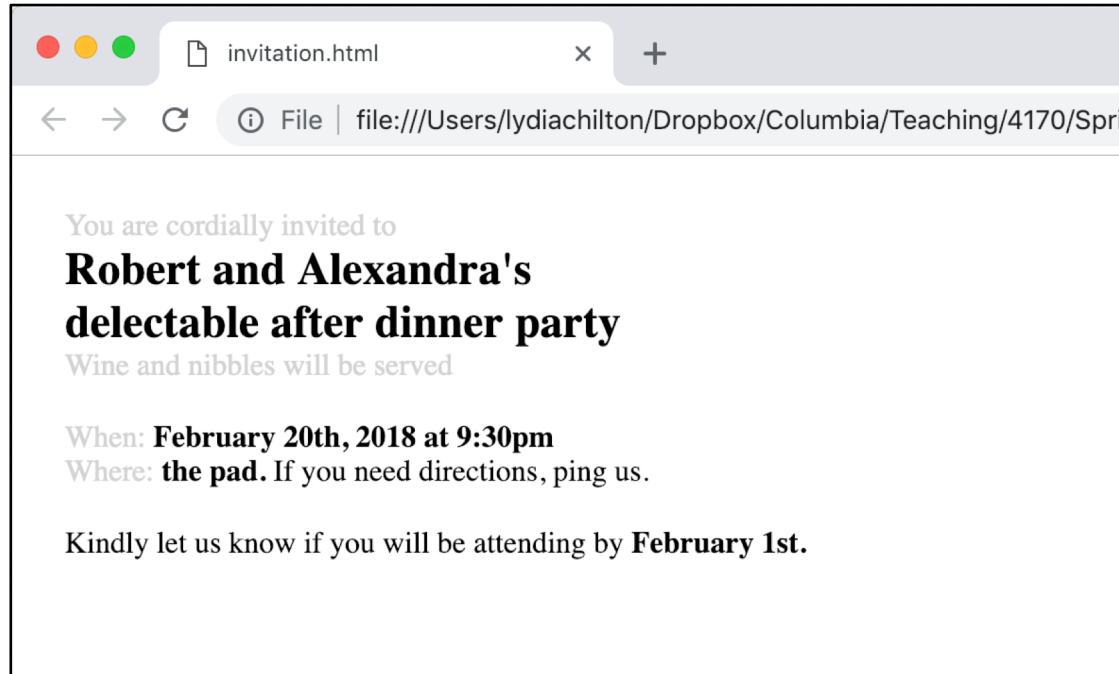
Where: **the pad.** If you need directions, ping us.

Kindly let us know if you will be attending  
by **February 1<sup>st</sup>.**

# Implementing Information Design

In HTML and CSS

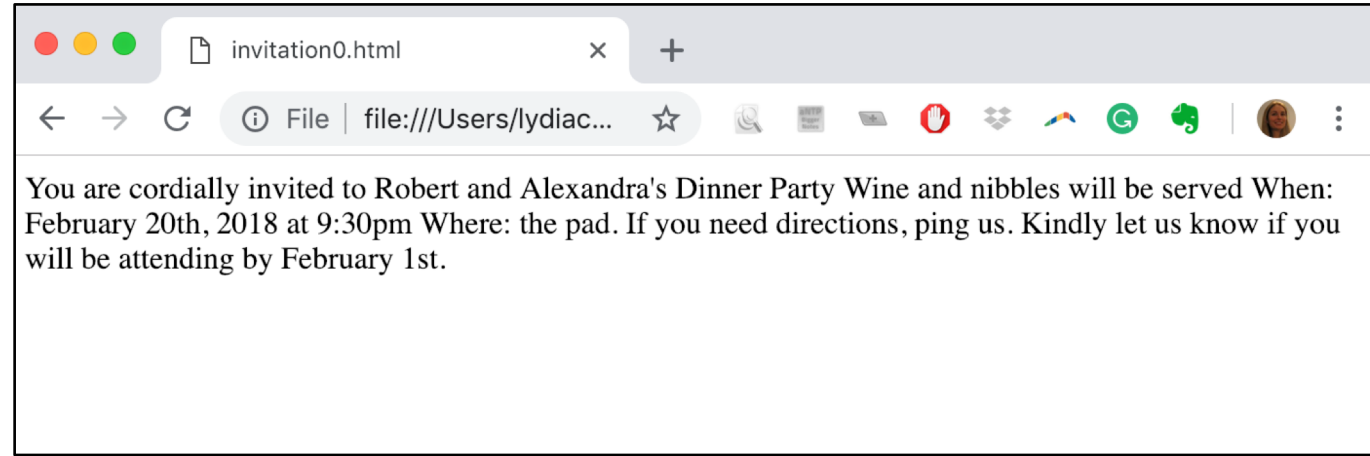
# HTML Warm-up: Remake the invitation





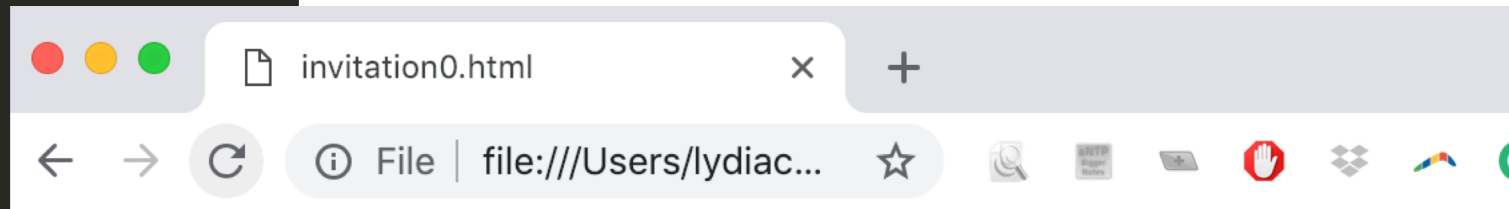
# Step 1. Just run it.

```
invitation0.html
1 <html>
2   <body>
3
4     You are cordially invited to
5     Robert and Alexandra's Dinner Party
6     Wine and nibbles will be served
7
8     When: February 20th, 2019 at 9:30pm
9     Where: the pad. If you need directions, ping us.
10
11     Kindly let us know if you will be attending by February 1st.
12
13
14   </body>
15 </html>
```



# Step 2. Add <div> elements to create groups

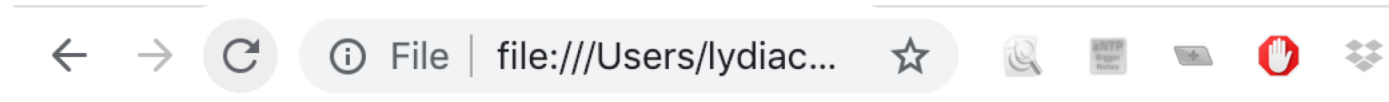
```
invitation0.html x
1 <html>
2 <body>
3   <div>
4     You are cordially invited to
5     Robert and Alexandra's Dinner Party
6     Wine and nibbles will be served
7   </div>
8   <div>
9     When: February 20th, 2019 at 9:30pm
10    Where: the pad. If you need directions, ping us.
11  </div>
12  <div>
13    Kindly let us know if you will be attending
14  </div>
15
16 </body>
17 </html>
```



You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibbles will  
When: February 20th, 2019 at 9:30pm Where: the pad. If you need directions, ping us.  
Kindly let us know if you will be attending by February 1st.

# Step 3. Add style header, and padding to divs

```
invitation0.html
1 <html>
2 <head>
3   <style>
4     div{
5       padding-bottom: 20px;
6     }
7   </style>
8 </head>
9 <body>
10 <div>
11   You are cordially invited to
12   Robert and Alexandra's Dinner Party
13   Wine and nibbles will be served
14 </div>
15 <div>
16   When: February 20th, 2019 at 9:30pm
17   Where: the pad. If you need directions, ping us.
18 </div>
19 <div>
20   Kindly let us know if you will be attending by February 1st.
21 </div>
22
23 </body>
24 </html>
```



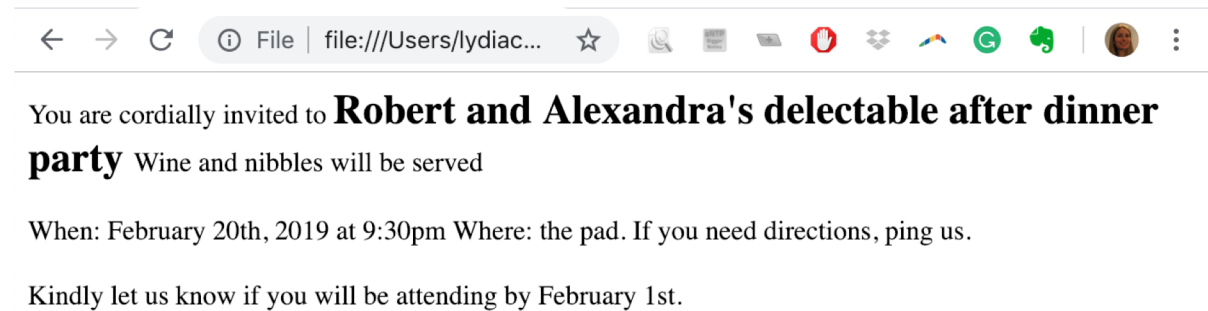
You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibbles will be served

When: February 20th, 2019 at 9:30pm Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by February 1st.

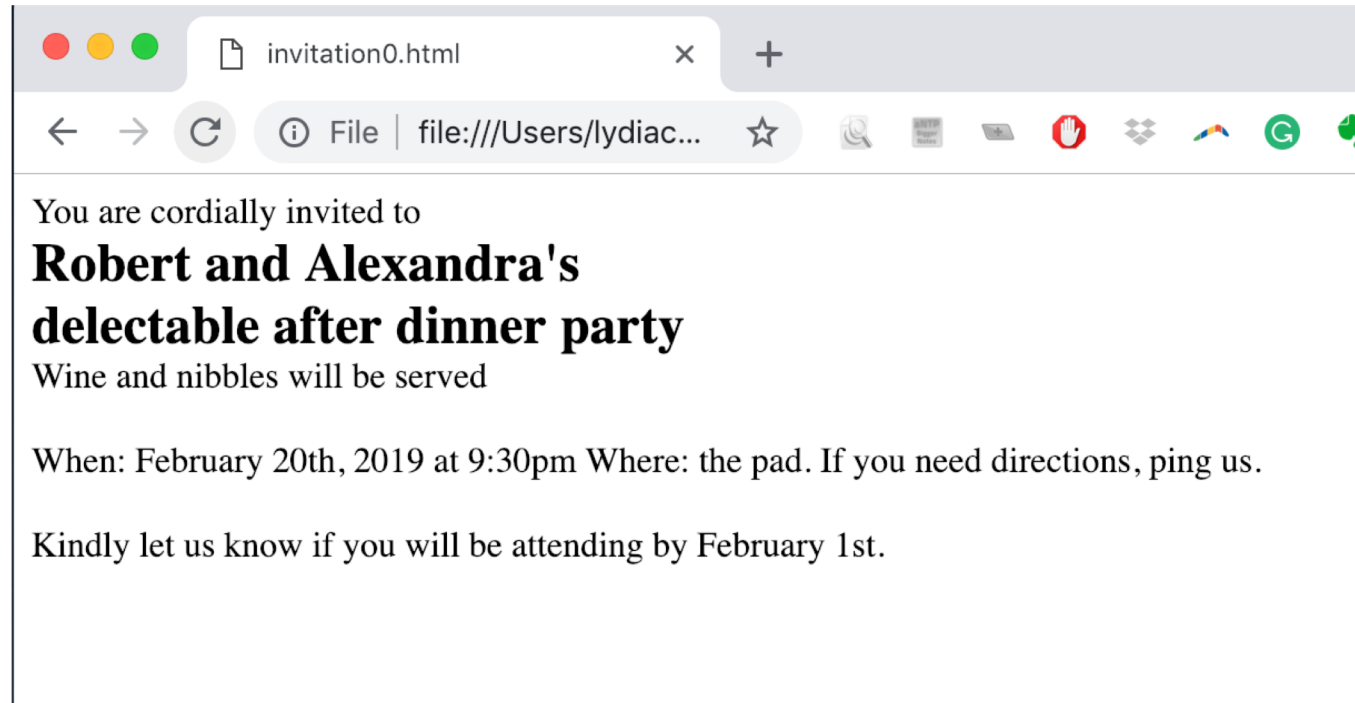
# Step 4. Add spans and more styles by class

```
invitation0.html x
1 <html>
2   <head>
3     <style>
4     div{
5       padding-bottom: 20px;
6     }
7
8     .dark{
9       font-weight: bold;
10    }
11
12    .big{
13      font-size: 24px;
14    }
15
16    </style>
17  </head>
18  <body>
19    <div>
20      You are cordially invited to
21      <span class="dark big">
22        Robert and Alexandra's
23        delectable after dinner party
24      </span>
25      Wine and nibbles will be served
26    </div>
```



# Step 5. Add `<br>` elements to break lines.

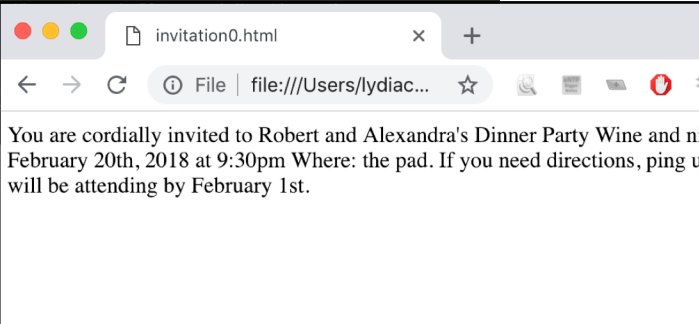
```
18 <body>
19   <div>
20     You are cordially invited to<br>
21     <span class="dark big">
22       Robert and Alexandra's <br>
23       delectable after dinner party
24     </span><br>
25     Wine and nibbles will be served
26   </div>
```



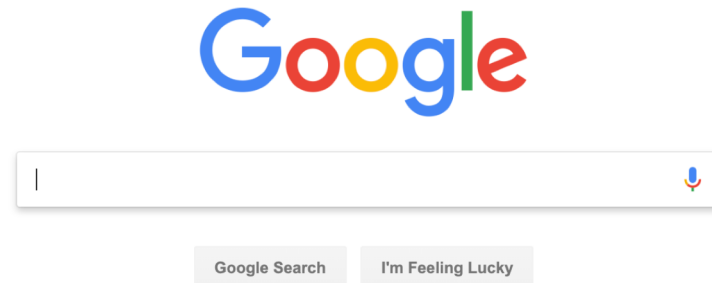
# If you are new to HTML and CSS....

Try it

```
invitation0.html
1 <html>
2 <body>
3
4 You are cordially invited to
5 Robert and Alexandra's Dinner Party
6 Wine and nibbles will be served
7
8 When: February 20th, 2019 at 9:30pm
9
10
11
12
13
14
15 </html>
```



Google it



Ask the staff

## INSTRUCTOR

[Prof. Lydia Chilton](#)

OH: Wednesday 5:30-6:30, CEPSR 612

## TAS

Angelina Lam OH: Tue 5-6:30, CS TA room

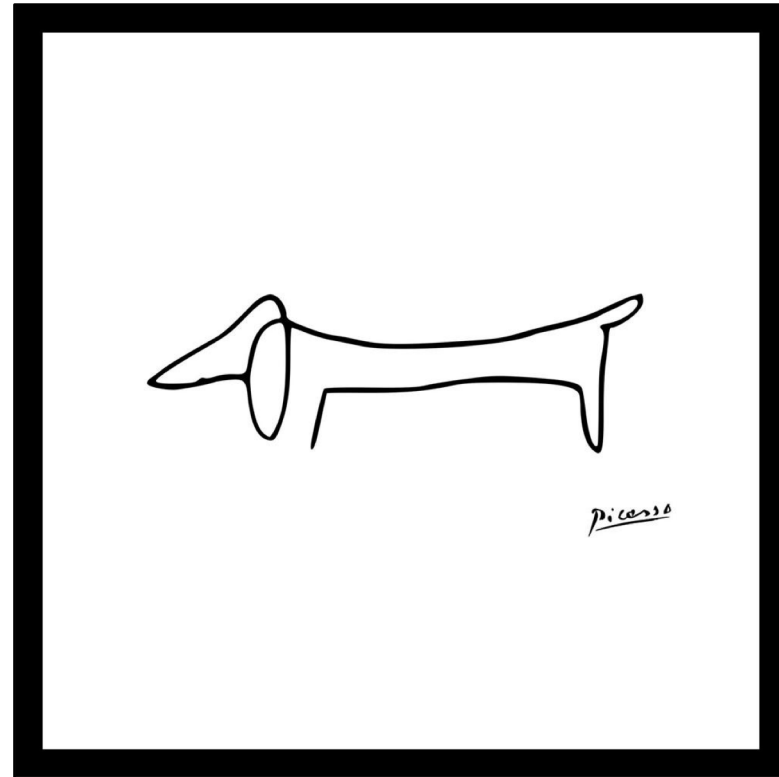
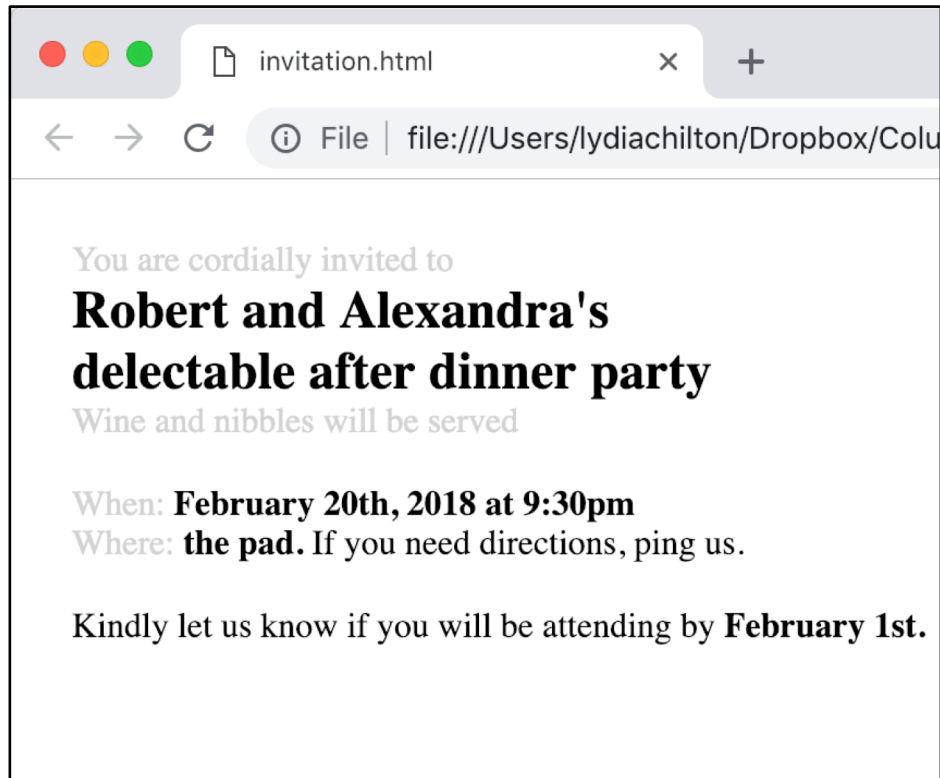
Daniel Li OH: Thur 4-5, CSB 536

Eleanor Murguia OH: Tue 10-11, [502 Milstein](#)

Katie Pflieger OH: Tue 4:15-5:15, CEPSR 6th floor lounge

Melanie Sawyer OH: Thurs 5-6, CS TA room

# Reminder: Good Minimalism takes time.



# Information Foraging Theory



# You want to find buy a used guitar.

## Where would you look?

The screenshot shows the Craigslist website for the SF bay area. The main navigation bar includes the location 'SF bay area' and filters for 'sfc', 'sby', 'eby', 'pen', 'nby', and 'scz'. The page is organized into several columns of category links:

- community**: activities, local news, artists, lost+found, childcare, musicians, classes, pets, events, politics, general, rideshare, groups, volunteers
- housing**: apts / housing, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, rooms wanted, sublets / temporary, vacation rentals
- jobs**: accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, food / bev / hosp, general labor, government, human resources, internet engineers, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba, systems / network, technical support, transport, tv / film / video, web / info design, writing / editing [ETC], [ part-time ]
- personals**: strictly platonic, women seek women, women seeking men, men seeking women, men seeking men, misc romance, casual encounters, missed connections, rants and raves
- discussion forums**: apple, help, photo, arts, history, p.o.c., atheist, housing, politics, autos, jobs, psych, beauty, jokes, queer, bikes, kink, recover, celebs, legal, religion, comp, linux, romance, crafts, m4m, science, diet, manners, spirit, divorce, marriage, sports, dying, media, tax, eco, money, travel, educ, motocy, tv, feedback, music, vegan, film, nonprofit, w4w, fitness, open, wed, fixit, outdoor, wine, food, over 50, women, frugal, parent, words
- for sale**: antiques, free, appliances, furniture, arts+crafts, garage sale, atv/utv/sno, general, auto parts, heavy equip, baby+kid, household, barter, jewelry, beauty+hlth, materials, bikes, motorcycles, boats, music instr, books, photo+video, business, rvs+camp, cars+trucks, sporting, cds/dvd/vhs, tickets, cell phones, toys+games, clothes+acc, trailers, collectibles, video gaming, computers, video gaming, electronics, wanted, farm+garden
- services**: automotive, legal, beauty, lessons, cell/mobile, marine, computer, pet, creative, real estate
- gigs**: computer, event, creative, labor, crew, talent, domestic, writing

On the right side, there is a language dropdown set to 'english' and a 'nearby cl' section listing various cities like bakersfield, chico, fresno, gold country, hanford, humboldt, inland empire, klamath falls, las vegas, los angeles, medford, mendocino co, merced, modesto, monterey, orange co, palm springs, redding, reno, roseburg, sacramento, san luis obispo, santa barbara, santa maria, siskiyou co, stockton, susanville, ventura, visalia-tulare, yuba-sutter, and 'us cities', 'us states', 'canada', and 'cl worldwide'.

Good conceptual groups

Simple labels

# Information Foraging Theory says users follow visual or textual clues to sense if they are on the right track.



**craigslist**

post to classifieds  
my account

search craigslist

event calendar

M	T	W	T	F	S	S
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

help, faq, abuse, legal  
avoid scams & fraud  
personal safety tips  
terms of use <sup>new</sup>  
privacy policy  
system status

about craigslist  
craigslist is hiring in sf  
craigslist open source  
craigslist blog  
best-of-craigslist  
craigslist TV  
"craigslist joe"  
craig connects  
progressive directory  
weather quake tide

SF bay area [sfc](#) [sby](#) [eby](#) [pen](#) [nby](#) [scz](#)

english

nearby ci

- bakersfield
- chico
- fresno
- gold country
- hanford
- humboldt
- inland empire
- klamath falls
- las vegas
- los angeles
- medford
- mendocino co
- merced
- modesto
- monterey
- orange co
- palm springs
- redding
- reno
- roseburg
- sacramento
- san luis obispo
- santa barbara
- santa maria
- sales / biz dev
- siskiyou co
- stockton
- sussexville
- ventura
- visalia-tulare
- yuba-sutter

**community**

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- musicians
- pets
- politics
- rideshare
- volunteers

**housing**

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

**jobs**

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- food / bev / hosp
- general labor
- government
- human resources
- internet engineers
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing
- [ETC]
- [part-time]

**personals**

- strictly platonic
- women seek women
- women seeking men
- men seeking women
- men seeking men
- misc romance
- casual encounters
- missed connections
- rants and raves

**for sale**

- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- baby+kid
- barter
- beauty+hilt
- bikes
- boats
- books
- business
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- computers
- electronics
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycles
- music instr
- photo+video
- rvs+camp
- sporting
- tickets
- tools
- toys+games
- trailers
- video gaming
- wanted

**discussion forums**

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	mology	tv
feedback	music	vegan
film	nonprofit	w4w
fitness	open	wed
fixit	outdoor	wine
food	over 50	women
frugal	parent	words

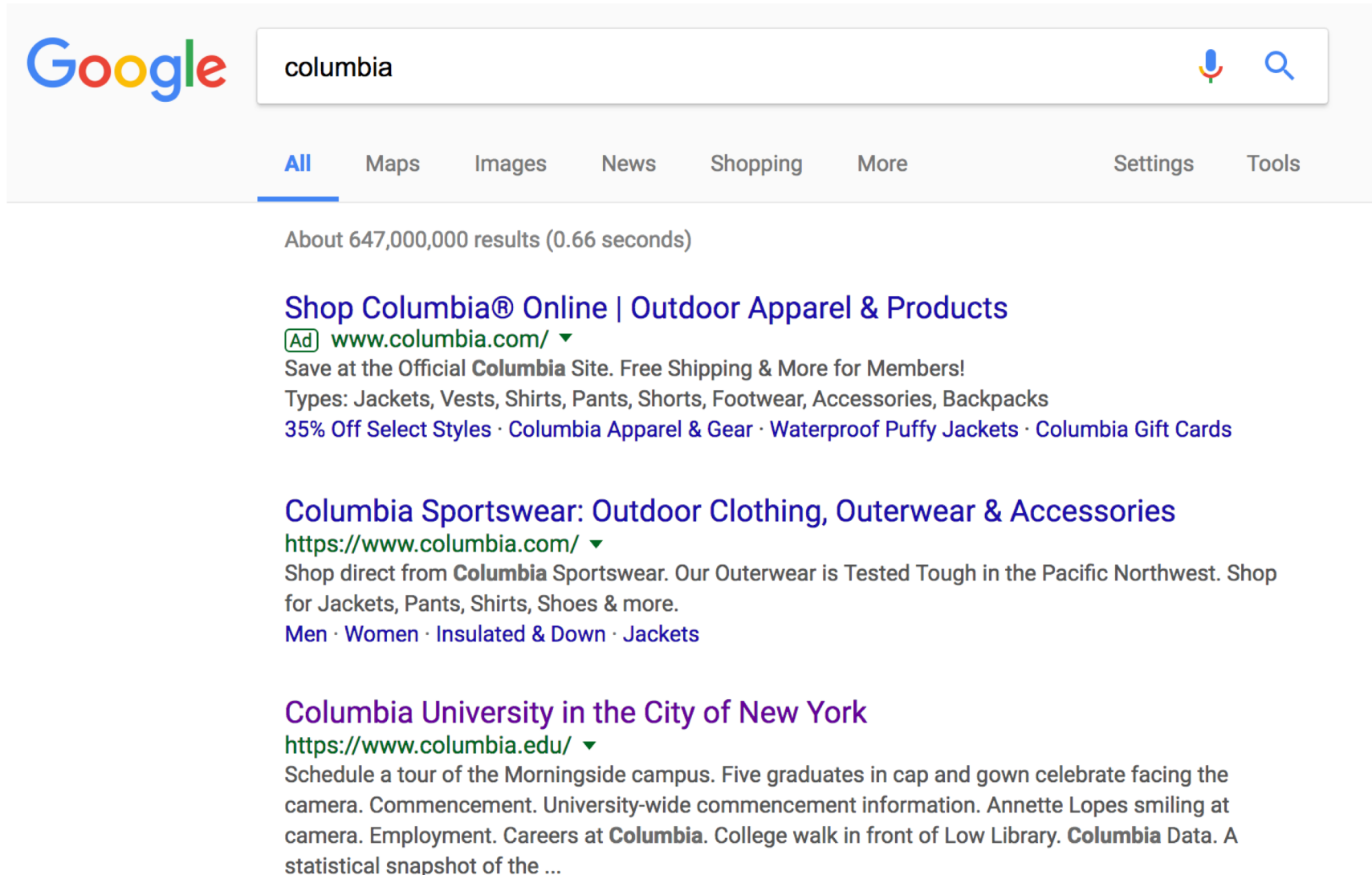
**services**

- automotive
- beauty
- cell/mobile
- computer
- creative
- legal
- lessons
- marine
- pet
- real estate



**gigs**

- computer
- creative
- crew
- domestic
- event
- labor
- talent
- writing

# Caveat 1: Use simple text labels BUT some data don't need labels.



The image shows a Google search interface with the search term "columbia". The search results are displayed below the search bar, showing the number of results and the time taken. The first result is an advertisement for Columbia apparel, followed by a result for Columbia Sportswear and a result for Columbia University.

Google   

[All](#) [Maps](#) [Images](#) [News](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

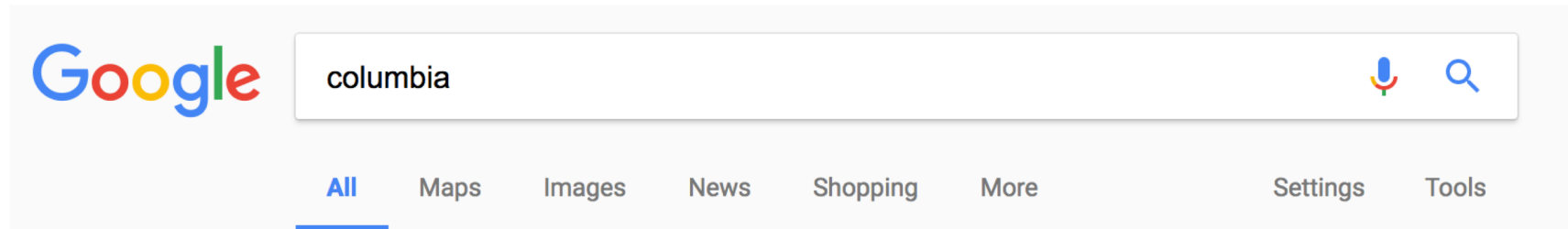
About 647,000,000 results (0.66 seconds)

**Shop Columbia® Online | Outdoor Apparel & Products**  
[Ad](#) [www.columbia.com/](http://www.columbia.com/) ▼  
Save at the Official **Columbia** Site. Free Shipping & More for Members!  
Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks  
[35% Off Select Styles](#) · [Columbia Apparel & Gear](#) · [Waterproof Puffy Jackets](#) · [Columbia Gift Cards](#)

**Columbia Sportswear: Outdoor Clothing, Outerwear & Accessories**  
<https://www.columbia.com/> ▼  
Shop direct from **Columbia** Sportswear. Our Outerwear is Tested Tough in the Pacific Northwest. Shop for Jackets, Pants, Shirts, Shoes & more.  
[Men](#) · [Women](#) · [Insulated & Down](#) · [Jackets](#)

**Columbia University in the City of New York**  
<https://www.columbia.edu/> ▼  
Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at **Columbia**. College walk in front of Low Library. **Columbia** Data. A statistical snapshot of the ...

# Caveat 1: Use simple text labels BUT some data don't need labels.



About 647,000,000 results (0.66 seconds)

- Title:** Shop Columbia® Online | Outdoor Apparel & Products  
**url:** [www.columbia.com/](http://www.columbia.com/) ▼  
**summary:** Save at the Official **Columbia** Site. Free Shipping & More for Members!  
Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks  
35% Off Select Styles · [Columbia Apparel & Gear](#) · [Waterproof Puffy Jackets](#) · [Columbia Gift Cards](#)
- Title:** Columbia Sportswear: Outdoor Clothing, Outerwear & Accessories  
**url:** <https://www.columbia.com/> ▼  
**summary:** Shop direct from **Columbia** Sportswear. Our Outerwear is Tested Tough in the Pacific Northwest. Shop for Jackets, Pants, Shirts, Shoes & more.  
[Men](#) · [Women](#) · [Insulated & Down](#) · [Jackets](#)
- Title:** Columbia University in the City of New York  
**url:** <https://www.columbia.edu/> ▼  
**summary:** Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at **Columbia**. College walk in front of Low Library. **Columbia** Data. A statistical snapshot of the ...

## Caveat 2: Use Familiar Icons



**BUT....**

# Don't use unfamiliar icons



Account  
View



# But not unfamiliar icons



My  
Portfolio



# But not unfamiliar icons



LoanClick



# But not unfamiliar icons



Account  
View



My  
Portfolio



LoanClick



Transact



BillPayer



Online  
Forms



Account  
Notifications



User  
Options



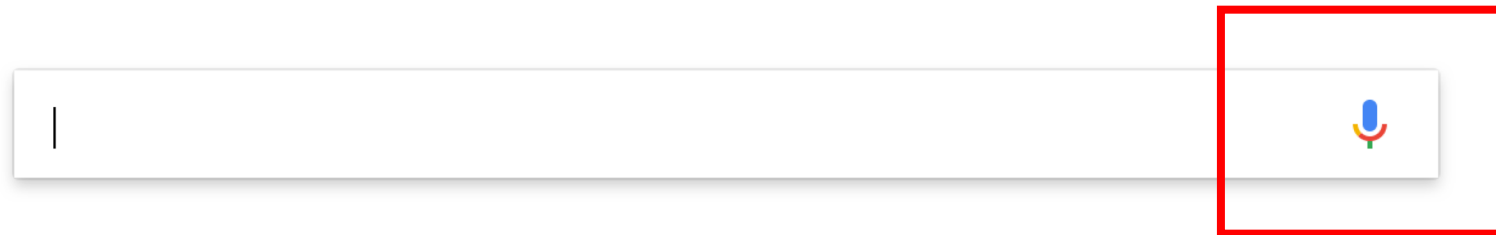
Help



Log Out

Icons are useful when users don't know the word for the object.

Google



# Aesthetics Matters to finding information



The screenshot shows the CHI 2012 website header and a navigation menu. The header includes the CHI 2012 logo with the tagline "it's the experience!", the location "AUSTIN • TEXAS" and dates "MAY 5-10, 2012", a search bar, and social media icons for Facebook, LinkedIn, and Twitter. The navigation menu is organized into four columns:

- CHI 2012**
  - Home
  - About Us
  - Student Volunteers
  - Sponsors
  - Recruiters
  - Exhibitors
  - Press Information
  - Press Kit
  - Media Clippings
  - Conference Preview
  - DailyMedia Advisory
- Attend**
  - About Austin
  - Housing
  - Registration & Visas
  - Advance Program
  - Printed Program (pdf)
  - Keynote Speakers
  - Invited Talks
  - Merchandise
  - Social Media
  - Locals' Night
  - Special Events
- Participate**
  - Submissions & Dates
  - Papers & Notes
  - Alt.Chi
  - Case Studies
  - Courses
  - Doctoral Consortium
  - Interactivity
  - Panels
  - SIG Meetings
  - Student Competitions
  - Videos
  - Works-in-Progress
  - Workshops
- Communities**
  - About Communities
  - CORE COMMUNITIES
    - Design
    - Engineering
    - Management
    - User Experience
  - FEATURED COMMUNITIES
    - Digital Arts
    - Games & Entertainment
    - HCI for Kids
    - Health
    - Sustainability

## CHI 2012 Housing

**The housing bureau is now closed. If you need to arrange your own accomodation near the conference, the address of the convention center is: 500 East Cesar Chavez Street Austin, TX 78701.**

CHI 2012 Housing is open! [Make your housing reservation.](#)

---

### Location

---

CHI 2012 is being held at the Austin Convention Center in downtown Austin, near

# Aesthetics Matters to finding information

Users work harder to find information when sites are more aesthetic.

# Summary

# The main goal of many websites is to display information users need to accomplish a goal.

```
i:Exit --PrevPg <Space>NextPg v:View Attach. d:Del r:Reply j:Next ?:Help
624 Aug 03 T Martinez ( 37) Loans with tiny points are here now
625 0 Jul 01 R. Jackson ( 123) Loans with tiny rates are here now
626 Aug 05 Benjamin E. Mag ( 50) Long time no hear
627 May 17 Krista Aaron ( 44) long time no see....
628 0 Jun 03 Josiah House ( 35) Looking for a hot date tonight, tomorrow, or next week?
629 Jul 03 Brigitte I. Hay ( 63) Looking for a N.ew H.ome?
630 May 17 Joe Burns ( 58) Looking for you
631 Jun 01 Save in a poor ( 145) Low Rate Consolidation Mortgage Loan
632 + Jul 02 Igiel@virtualig ( 2) LowCost SoftWare OnCD
+ Mult: Mail/junk/spam (Msgs:950 Old:142 10M) -- (subject/date) (66%)
Date: Mon, 17 May 2004 03:40:09 +0100
From: Krista Aaron <Christinefeminine@highstream.com>
Subject: long time no see....

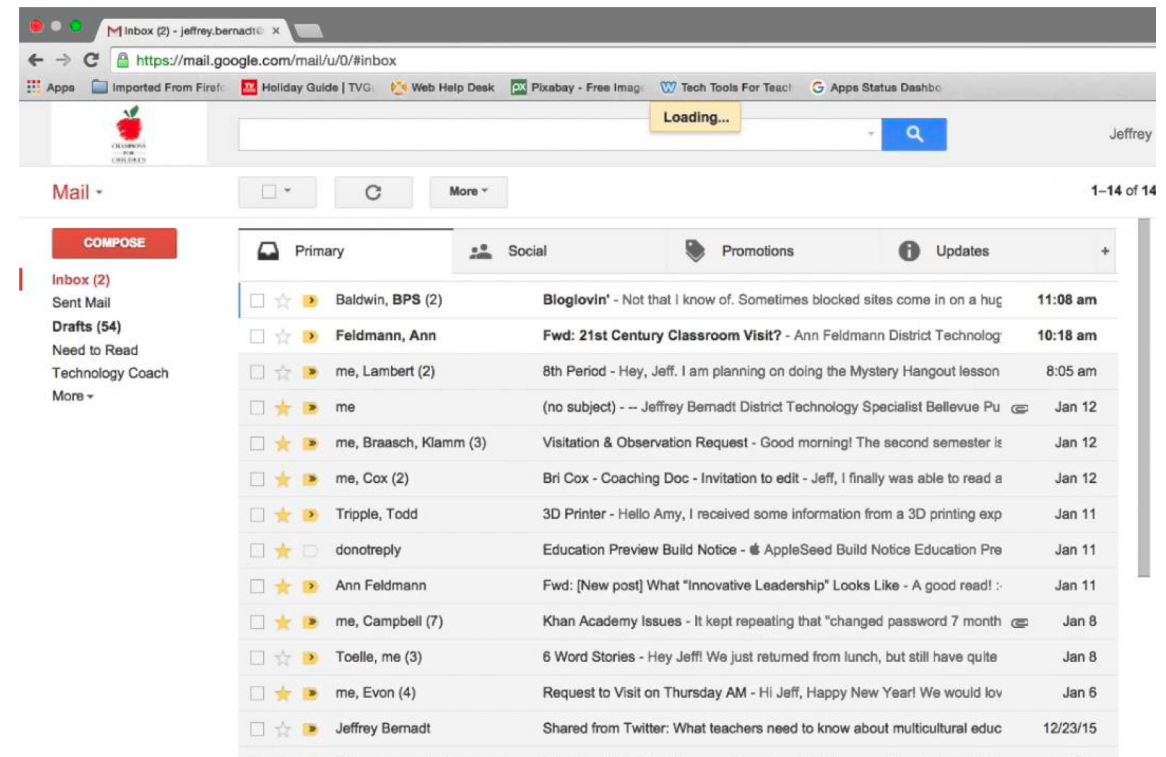
[--- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' ---]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

www.livejen.com/chat.html

I also got a webcam so we can make it interesting, anyways hope you get back to
me.
bye :)

gxsnkxxgnduvy.jwyceudc.jobxs
zcozccrociesbehgpow
rnxlfnjqbplipdkgwuyqofracsz
xmqaubxsbjrppoibvlpfhqowldtp
bixhghvrxtgqfcoqofzycb
hugzffaffulsklpzhrfxbtt
btpztlfotqmmoaiwlosqv
- 627/950: Krista Aaron long time no see.... (66%)
Key is not bound. Press '?' for help.
```

Pine text-based email client



GMail

Users have a spotlight of attention.  
Designers use a visual information hierarchy  
to guide users' attention

You are cordially invited to  
**Robert and Alexandra's**  
**delectable dinner party.**

Wine and nibbles will be served.

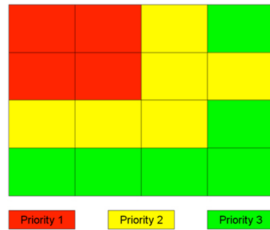
When: **February 20** at 9:30pm.  
Where: **the pad.** If you need directions, ping us.

Kindly let us know if you will be attending  
by Feb 15.

# Seven tools for visually indicating importance

You are cordially invited to  
Robert and Alexandra's delectable after dinner  
party.  
Wine and nibbles will be served.  
When: February 20<sup>th</sup>, 2018 at 9:30pm.  
Where: the pad. If you need directions, ping us.  
Kindly let us know if you will be attending by  
February 1<sup>st</sup>.

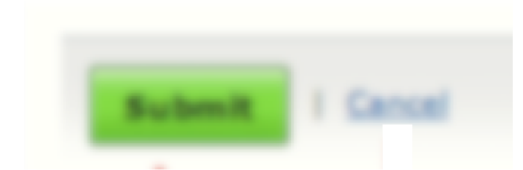
Conceptual grouping



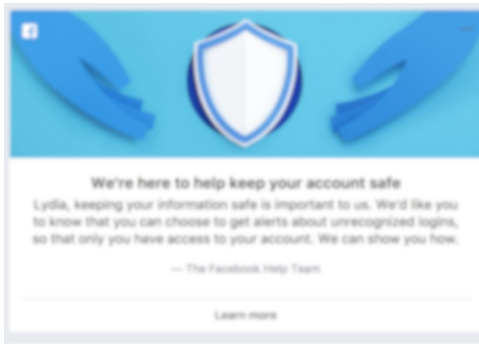
Location



Whitespace



Size



Images

You are cordially invited to  
**Robert and Alexandra's  
delectable after dinner party.**  
Wine and nibbles will be served.

Contrast



Color



Use multiple tools. Use color last.  
Use **size, whitespace** and **contrast** instead.

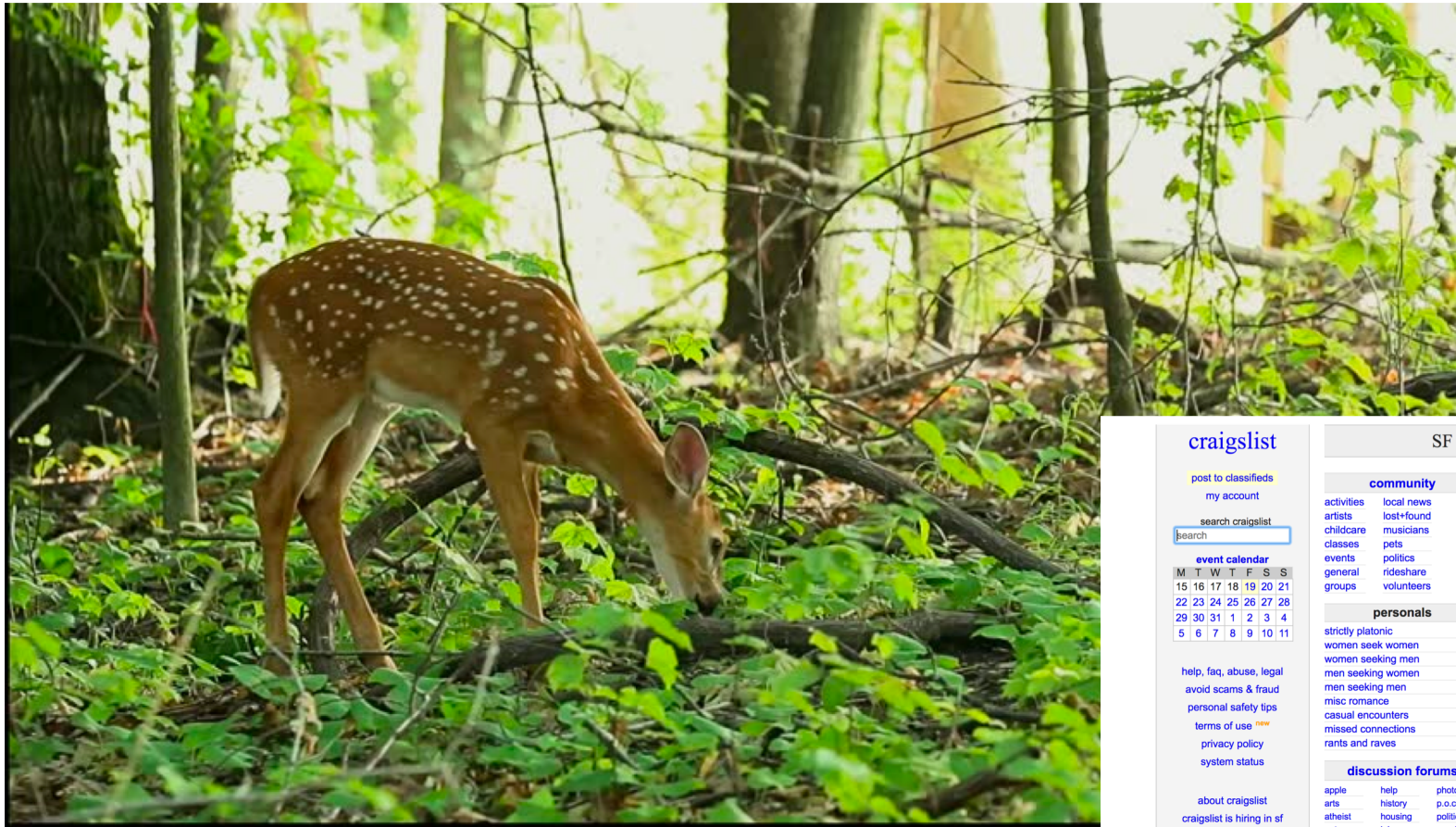
You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.  
When: February 20<sup>th</sup>, 2019 at 9:30pm.  
Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1<sup>st</sup>.

You are cordially invited to  
**Robert and Alexandra's delectable after dinner party.**  
Wine and nibbles will be served.

When: **February 20<sup>th</sup>, 2019 at 9:30pm.**  
Where: **the pad.** If you need directions, ping us.

Kindly let us know if you will be attending by **February 1<sup>st</sup>.**

# Information Foraging Theory says users follow visual or textual clues to to sense if they are on the right track.



- Conceptual groupings
- Simple text labels
- Familiar Icons
- Aesthetic Design

A screenshot of the Craigslist website for the San Francisco Bay Area. The page is organized into several columns and sections. At the top, there's a navigation bar with 'SF bay area' and location filters (sf, sby, eby, pen, nby, scz). Below that, there are three main columns: 'community', 'housing', and 'jobs'. Each column contains a list of categories and sub-categories. For example, 'community' includes 'activities', 'artists', 'childcare', etc. 'housing' includes 'apts / housing', 'housing swap', etc. 'jobs' includes 'accounting+finance', 'admin / office', etc. On the left side, there are links for 'post to classifieds', 'my account', 'search craigslist', and an 'event calendar'. At the bottom, there are links for 'help, faq, abuse, legal', 'avoid scams &amp; fraud', 'personal safety tips', 'terms of use', 'privacy policy', and 'system status'. The right side of the page has a 'nearby cities' list and a 'us cities' list.

# Homework 1 Part 1

- Due Wednesday Jan 29<sup>th</sup> @ 4:00 PM.
  - Find **two** examples of web or mobile applications that **positively** exhibit one of the usability heuristics (other than 8. Aesthetic and minimalist design)
  - Find **two** examples of web or mobile applications that **negatively** exhibit one of the usability heuristics (other than 8. Aesthetic and minimalist design)
  - Questions about class policy
  - There is a code part as well – we'll cover that material later.
- **In this class, Googling for programming syntax is good.**
  - We expect it.
  - If you get an error, the first question we will ask is “Did you Google it?”

# Fill out Google Participation form now!

- Linked to from the course webpage

# User Interface Design

COMS 4170 · Spring 2020

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[Syllabus](#)

[Piazza](#)

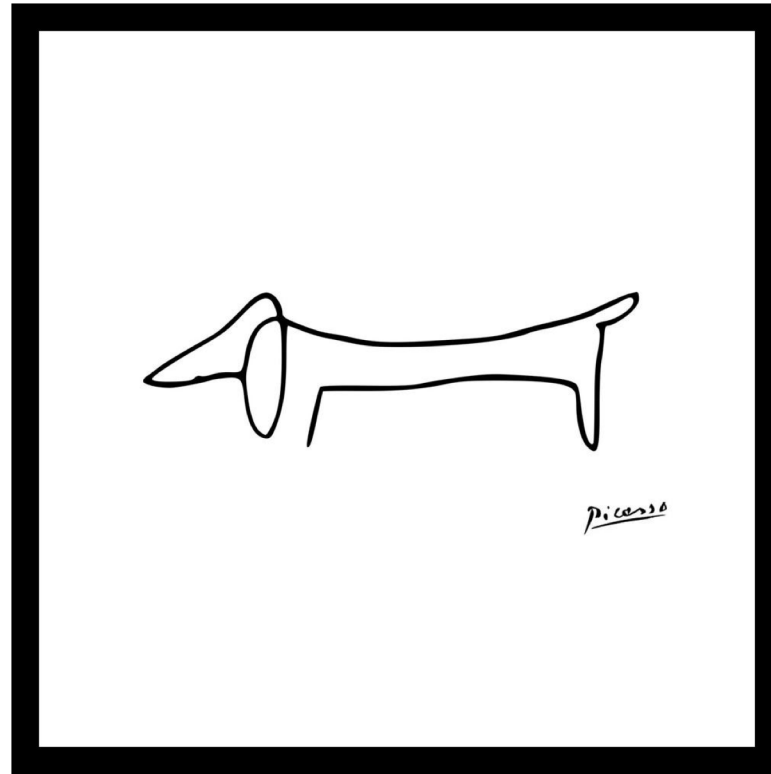
## Goals

1. Build websites that suit the needs and abilities of users.
2. When the needs and abilities of users are uncertain, design systems by learning from iteration.

## Syllabus

WEEK	MONDAY	WEDNESDAY	FRIDAY
1	JANUARY 20 <i>No class</i>	JANUARY 22 <a href="#">Participation Form</a> <a href="#">Usability Heuristics</a> <a href="#">Homework 1 out</a>	JANUARY 24 <a href="#">Participation Form</a> <a href="#">Usability Heuristics</a> <a href="#">Homework 1</a>

Please don't underestimate this class



Simple, functional design is deceptively difficult