

Visual Information Design

Prof. Lydia Chilton
COMS 4170
24 January 2022

Type in zoom!



Homework accepted until Wednesday night.

Homework 1:

Usability Heuristics and Information Design


Warm up: due Friday 1/21 @ 11:59pm on Courseworks


Main: due Tuesday 1/25 @ 11:59pm on Courseworks.


We will accept the Main assignment without late penalty until Wednesday 1/26 @ 11:59pm


Generally, all relevant material will be covered
before the HW goes out.

Please sign up for the class slack

 Edit





Please join the slack channel before lecture Monday! 

Lydia Chilton

All Sections

Jan 23 at 10:22pm

This is where you'll access the office hours waiting room and be able to connect with your TA section.

The Slack invite link is here:

https://join.slack.com/t/uidesign22/shared_invite/zt-121kla1e9-EQi~~qu_31fP37ZhtD_v7w

Office Hours



Office Hours - UI Design Spring 22



File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

	A	B	C	D	E	F	G
1	Weekday	Time	Name	Private Zoom link	Name	Private Zoom link	Name
2							
3	Sundays	6:00 PM	?				
4							
5	Monday	5:30-6:30 pm	Lydia	https://columbiauniversity.zoom.us/j/7807461970			
6		6:00 PM	Audrey	no pro acct yet			
7		7:00 PM	w				
8							
9	Tuesdays	11:00 AM	Aditi Dam	https://columbiauniversity.zoom.us/j/7932928441?pwd=VlElidFcyR2RZWGZhUkZsVjZlZE9xUT09			Casey
10		12:00 PM	George Cherian	https://columbiauniversity.zoom.us/j/91440875345?pwd=WXhJRjJQY2ZRekFPY1JPc2ILS1V5dz09	Audrey		Casey
11		1:00 PM	SWAPNIL PALIV	https://columbiauniversity.zoom.us/j/8634556879?pwd=UGVCeEZIR3dBTGE2eE1zU3ROcnZmQT09			
12		2:00 PM	Lisa Jeong	No pro acct yet			
13		3:00 PM	Molly McNutt	https://columbiauniversity.zoom.us/j/96601569250?pwd=eUREWWZQd09LlMlPmNmJE2TWJNayswUT09			
14		4:00 PM	Molly McNutt	https://columbiauniversity.zoom.us/j/96601569250?pwd=eUREWWZQd09LlMlPmNmJE2TWJNayswUT09			
15		5:00 PM	Megha	https://columbiauniversity.zoom.us/j/99704201330?pwd=RIVSdWt6dzQ0bm9xM3Vzc3VQdGE5UT09			
16		6:00 PM	Sofia	No pro acct yet			
17		7:00 PM	Sofia	No pro acct yet			
18		8:00 PM	?				
19		9:00 PM	Andreas	meet.google.com/rzu-acev-kjt			
20							
21	Wednesdays	(probably not needed)					
22							
23	Thursdays	12:00 PM	George Cherian	https://columbiauniversity.zoom.us/j/91440875345?pwd=WXhJRjJQY2ZRekFPY1JPc2ILS1V5dz09			
24		6:00 PM	?				
25		7:00 PM	?				
26							

UI Design '22 ✎

oh-waiting-room ✎

+ OH Staff Schedule and ... + OH Queue +

🗨️ All DMs
@ Mentions & reactions
📌 Saved items
🔗 Slack Connect
⋮ More

★ Starred
👤 staff

▼ Channels

general
oh-waiting-room
random

+ Add channels

▶ Direct messages 2

This is the very beginning of the #oh-waiting-room
 You created this channel yesterday. [Add description](#)

👤 Add people

lydia 9:03 PM
 joined #oh-waiting-room.

B I 🔗 📌 🔍 🔍 🔍 </> 🗨️

Send a message to #oh-waiting-room

+ 😊 @ Aa

Put yourself in the queue, and a TA will reach out on slack.



Office Hours Queue ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

↶ ↷ 🖨 📄 | 100% ▾ | \$ % .0_ .00 123 ▾ | Default (Ari... ▾ | 10 ▾ | **B** *I* ~~S~~ A | 🔍 📊 🔄 ▾ | ☰ ▾ | ⏴ ⏵ ▾

C13 | *fx*

	A	B	C	D	E
1	slack name	Time you put yourself in the queue	what problem number?	any other details.	TA who will help you (for staff use only)
2					
3	lydia	11:50 PM	1a	i need help getting started	ANYONE!!!!
4	drashko	11:53	12c	I know my answer is right, I just want to show off and waste TA time.	everyone!!!!
5	elmo	12:01	5a,b,c,		george, if possible
6					
7					
8					

User Interface Design

COMS 4170 · Spring 2022

[Home](#)

[Grading](#)

[Syllabus](#)

[Ed Forum](#)

Our Goals:

1. Understand users and build websites that suit the needs and abilities.
2. Design useable systems through iteration and feedback.

INSTRUCTOR

[Prof. Lydia Chilton](#)

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

Please contact staff through [Ed](#) or Slack

TA OFFICE HOURS

The list of [TA office hours](#) is [here](#)

To attend office hours, hang out in the Slack channel "oh-waiting-room".

Add yourself to the [OH queue here](#) (and pinned to the oh-waiting-room slack channel. A TA will ping you on slack when they're ready for you. Feel free to chat with other students in the waiting room channel.

WEEKLY SCHEDULE

Monday, Wednesday

4:10–5:25pm

IAB 417

Ollie



- Senior in CC majoring in CS and minoring in Psychology
- Used to study Physics but CS and UI is a lot more fun
- Took Prof Smith's class last semester and absolutely loved it!
- Currently watching Silicon Valley (rite of passage for all CS Majors) but I love watching Formula 1 more than anything (Lando is the goat).
- Excited to teach you all this semester! :)

Molly



- Senior at Barnard
- Computer Science and Political Science double major
- First time TA-ing for this class but have TA-ed for 1004 and 3134
- Took Prof. Smith's UI Design (Fall 2021)
- Might want to go to Med school but have not taken any pre-reqs, yikes
- Most interested in full-stack development, product management, and international relations (US-China specifically)
- Enjoy staying active and spending time outdoors in my free time (hiking, tennis, soccer, etc)

Aviva



- Senior at Barnard
- Majoring in Computer Science, public health
- Love data visualization & using CS to convey information in an accessible and interesting way
- I play ultimate frisbee and love doing everything outside (hiking, biking, backpacking, running, swimming)

Pramothini



- First year MSCS student trying to balance between studies and maintaining my sanity :P
- Worked as a Software Engineer at Intuit for a couple years
- Took Lydia's Adv. Web Design Studio last Fall
- Love to dance, read books, and binge on shows (watching and passing judgements on trash TV is my weakness)
- My co-curricular interests include Design, Data, Product Management, and Entrepreneurship
- Feel free to hit me up for discussions on any topic ranging from UI Design to civilization on Mars!

William



- Senior combined plan student in SEAS majoring in CS. I previously attended Wesleyan University where I studied Econ.
- I learned how to build websites on Udemy and really enjoyed the process of designing my personal blog, thus began my journey into design.
- I took Lydia's Advanced Web Design Studio last semester where I built my project (an Alexa skill that can code for people) with Sandy (also a TA here!). It was super fun.
- I really like product management and can talk to you for hours about it until you are annoyed
- Down to talk about anything: classes, snowboarding, music, books, poetry, PM, what's up with life...

Emily



- Junior in SEAS
- Studying CS with a minor in Economics
- Took Professor Smith's UI Design (Fall 2021) - super excited to get more involved with HCI!
- Love all things outdoors (hiking, rock climbing, running, sailing)
- Originally from Michigan :)
- Can't wait to meet and work with everyone!

Visual Information Design

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When you're at a restaurant, do you read a menu linearly, top to bottom, like you read a book?

MOBY DICK.

CHAPTER I.

LOOMINGS.

CALL me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself from his rostrum, and I come to the ship. There is nothing I so much prize as this voyage, but I knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

There now is your insular city of the future, rising out of the sea round by wharves as Indian isles by tropical seas. The harbor surrounds it with her surf. Right and left, the streets take you waterward. Its extreme down-town is the Battery, where that noble mole is washed by waves, and cooled by breezes, which a few hours previous were out of sight of land. Look at the crowds of water-gazers there.

Circumambulate the city of a dreamy Sabbath afternoon. Go from Corlears Hook to Coenties Slip, and from thence, by Whitehall, northward. What do you see?—Posted like

No. You browse. Your eyes skips around looking for relevant or interesting things.

DINNER MENU

BREADS & SPREADS
\$6 per choice, \$3 for \$5
All breads made with natural flours
• Tangy Sourdough + Sweet Garlic Confit
• Curry Flatbread Crisp + Edamame Hummus
• Sourdough Baguette + Alphonso Olive Tapenade

STARTERS & SHARES
Edamame-Ricotta Dumplings: with truffle soy vinaigrette • 12
• Korean BBQ Lettuce Wrap: shredded pork, peanuts, with soy-ginger-lime dipping sauce • 12
• Salmon Cucumber Crudo: chilled cucumber, hand sliced salmon, avocado, citrus zest, sesame-yuzu vinaigrette • 15
• Zucchini-Scallion Pancakes: with black vinegar dipping sauce • 9
• Warm Lentils: butter lettuce bed, sautéed artichokes, melted leeks, fresh herbs, crème fraiche, cherry vinaigrette, cumin salt • 12

SALADS
All salads can be made "gluten and dairy free"
• Organic Kale Salad: red Russian kale, baby spinach, crispy spiced chick peas, pickled carrots, baby artichokes, haricot verts, alphonso olive vinaigrette • 12
• Warm Lentils: butter lettuce bed, sautéed artichokes, melted leeks, fresh herbs, crème fraiche, cherry vinaigrette, cumin salt • 12

FISH OF THE DAY
choice of one side • 20

STEAK OF THE DAY
choice of one side • 25

MAINS
House Ravioli: truffled spring pea filling, lemon butter sauce, satur farms micro greens • 18
• Crispy Organic Salmon: pan-seared with spring ragout of shiitakes, sugar snap peas, leeks & asparagus, with horseradish miso glaze • 25
• Pan Roasted Sea Scallops: with wild mushroom grits, truffle jus, melted leeks & crispy shiitakes • 24
• Free Range Brick Chicken: crispy boneless Bobe chicken, red Blood Hill spring vegetables, house-made aioli, house-made pickled onions, house-made aioli crostini • 18 add fries • 5
• Homemade Veggie Burger: with mashed avo, spicy brown jam, and red onion, house-made aioli, house-made pickled onions, house-made aioli crostini • 18 add fries • 5
• Natural Grass Fed Beef Burger: with caramelized onions and Vermont cabot white cheddar, served with hand cut fries • 10

BOWLS
Market Soup of the Day • mp
• Tomato Zucchini Bisque: with goat cheese crostini • 9
• Bowl O' Beets: local heirloom beets, orange balsamic reduction, whipped goat cheese, toasted pistachios • 10
• Chickpea Bowl: marinated chickpeas, fried artichokes, lemon-artichoke vinaigrette, shaved parm • 10
• Market Veggies: local, seasonal vegetables & mushrooms, shaved cauliflower, grilled spring onions, asparagus, black truffle vinaigrette, over a bed of farro pilaf • 15
• Mac-N-Cheese Bowl: white Cabot cheddar sauce • 9

Rice Bowl
bean sprouts, carrot, cucumber, radicchio, peanuts, cilantro & mint, sesame lime dressing, served over warm brown rice • 10
• with marinated, grilled tofu • 11
• with grilled chicken • 14
• with wild organic salmon • 17

SIDES
Hand Cut Fries
• Sweet Potato Fries
• Sautéed Kale w/garlic
• Farro Pilaf
• Grilled Asparagus
• Sautéed Haricot Vert
• Dressed Local Greens
• Spring Veggies

WEEKDAY SPECIALS
• BEER & BURGER: Monday thru Friday, 5 to 10pm, grass fed beef burger and a draft • 10
• SPECIAL WINE NIGHTS: Wednesday and Thursday select bottles at discounted prices

Our poultry is free-range, all natural. Our Heritage beef and pork is organic & nitrate free. Vegetables, herbs & fruit are locally sourced whenever possible from farms we know and trust. We use gluten free soy sauce. Ask your server about gift cards. 20% gratuity added to parties of 6 or more.

You want to find buy a guitar. Where would you look?

craigslist

post to classifieds
my account

search craigslist
search

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 ^{new}
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](#)

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
feedbk 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+hlt materials
bikes motorcycles
boats music instr
books photo+video
business rvs+camp
cars+trucks sporting
cbs/dvd/vhs tickets
cell phones toys+games
clothes+acc trailers
collectibles video gaming
computers wanted
electronics
farm+garden

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

gigs
computer event
creative labor
crew talent
domestic writing

english

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

The "for sale" group seems relevant

"music instr" subgroup seems relevant

Information Hierarchy guides attention at a high level...

The screenshot displays the Craigslist website for the San Francisco Bay Area. The layout is organized into several distinct sections:

- Header:** "craigslist" logo, "SF bay area" location, and language selection ("english").
- Navigation:** "post to classifieds", "my account", and "search craigslist" with a search input field.
- Event Calendar:** A calendar grid for the current month.
- Help/FAQ:** Links for "help, faq, abuse, legal", "avoid scams & fraud", "personal safety tips", "terms of use", "privacy policy", and "system status".
- Community Links:** "about craigslist", "craigslist is hiring in sf", "craigslist open source", "craigslist blog", "best-of-craigslist", "craigslist TV", "craig connects", "progressive directory", and "weather quake tide".
- Main Content Grid:**
 - community:** activities, local news, artists, lost+found, childcare, musicians, classes, pets, events, politics, general, rideshare, groups, volunteers.
 - housing:** apartments/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, feedbk, 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, tools, clothes+acc, toys+games, trailers, collectibles, trailers, 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.
- nearby cl:** A list of nearby cities including 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:** Links to other regional and global Craigslist sites.

To help users find relevant or interesting things.

Information Foraging Theory says users do not read information (webpages) linear. Instead, they 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
privacy policy
system status

about craigslist
craigslist is hiring in sf
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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](#)

community housing jobs

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	mology	tv
feedback	music	vegan
film	nonprofit	w4w
fitness	open	wed
fixit	outdoor	wine
food	over 50	women
frugal	parent	words

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+hilt	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

gigs

computer	event
creative	labor
crew	talent
domestic	writing

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

us cities
us states
canada
ci worldwide

The way you display information dictates what people will pay most attention to.

And you will read this last

**You will read
this first**

And then you will read this

Then this one

The main feature of many websites is to **display information in a way that helps users 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...

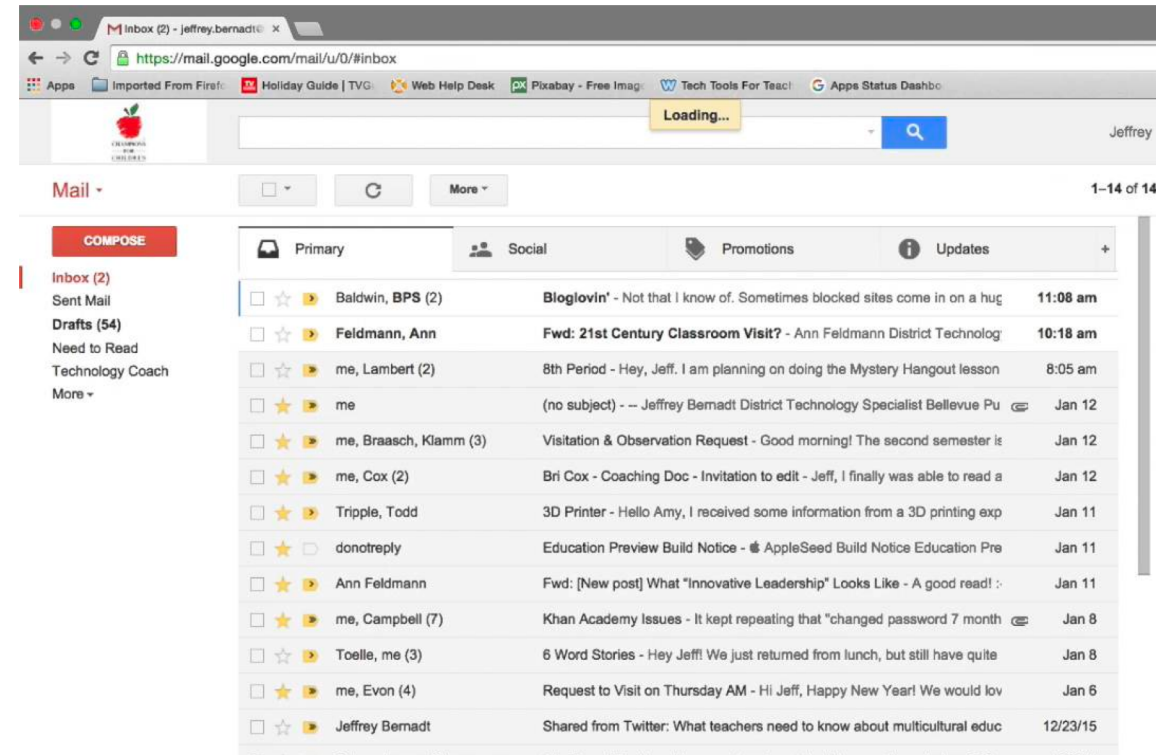
[--- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' ---]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

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

Pine text-based email client



GMail

Let's look at examples!

1. What is the users main goal?
2. What information is displayed to help them achieve it?

Ignore the interaction and
Focus on the information being displayed.



columbia



All Maps Images News Shopping More Settings Tools

About 647,000,000 results (0.66 seconds)

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Save at the Official **Columbia** Site. Free Shipping & More for Members!

Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks

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

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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 ...

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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>

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More in Books

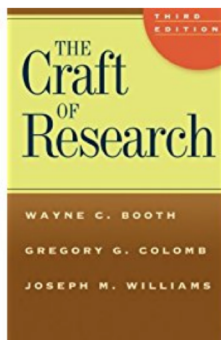
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- Amazon Books on Twitter
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- Kindle eBooks
- Kindle Deals
- Kindle Unlimited
- Prime Reading
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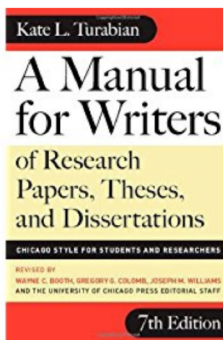
Textbooks

- Textbooks Store
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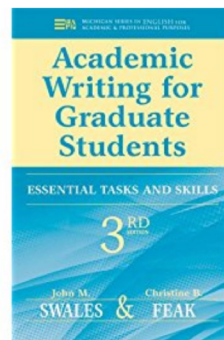
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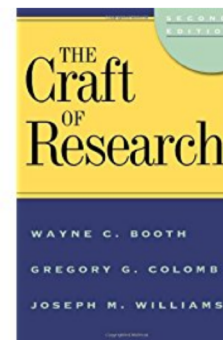
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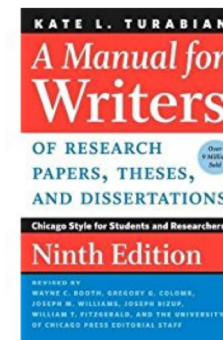
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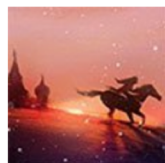
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Paperback
★★★★☆ 384



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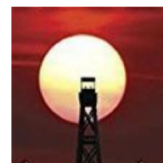
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AUTOPLAY



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New



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FBE
12M views



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

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 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 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 20th, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

You are cordially invited to Robert and Alexandra's delectable after 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 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 20th, 2019 at 9:30pm.

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

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

You are cordially invited to

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

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

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

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When: February 20th, 2019 at 9:30pm.

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**Robert and Alexandra's
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Wine and nibbles will be served.

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Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

When: **February 20th, 2019 at 9:30pm.**

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

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

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

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

You are cordially invited to

Robert and Alexandra's delectable after 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 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 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. 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 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.**

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

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

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 20th, 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 20th, 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 to *visually* convey
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 20th, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

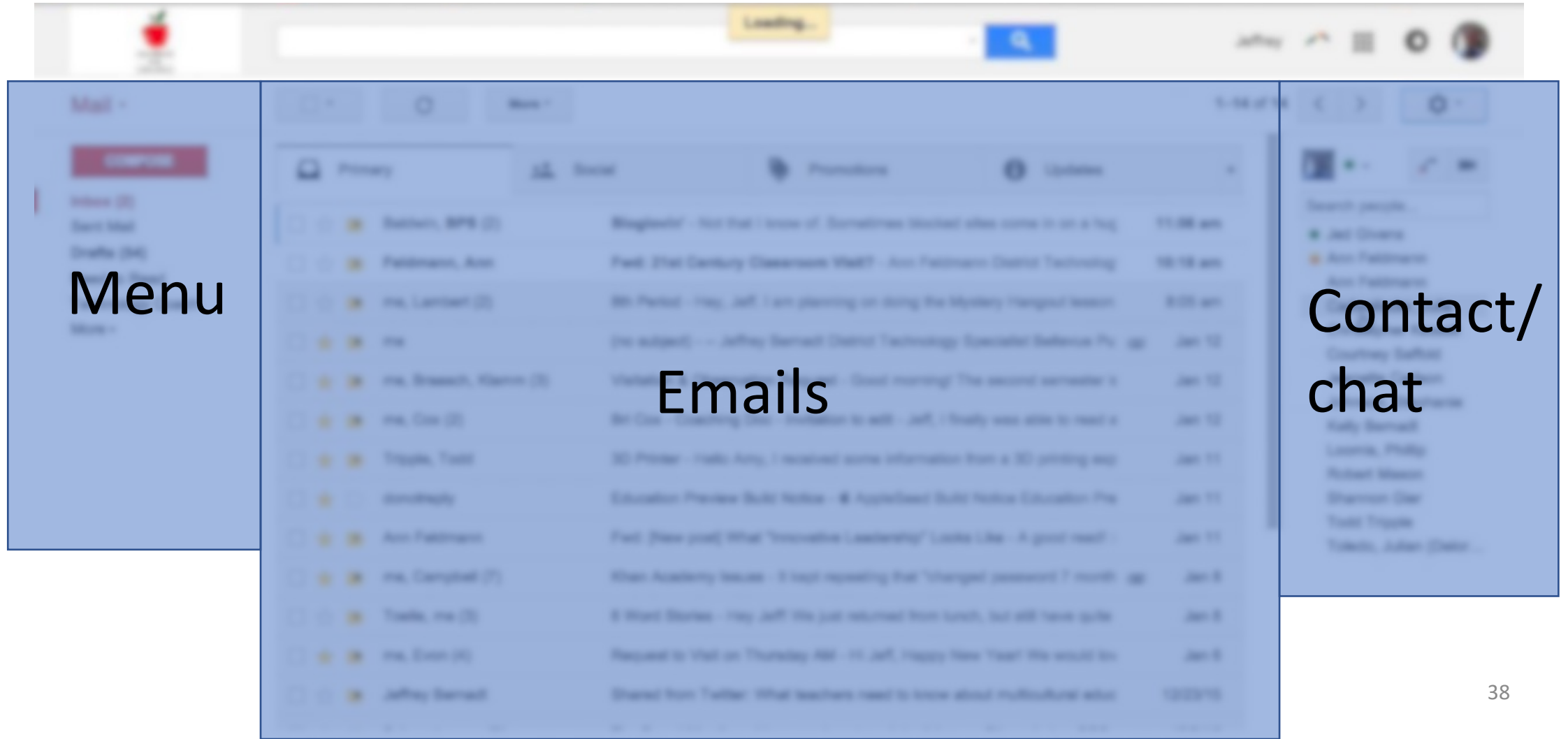
You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.

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.

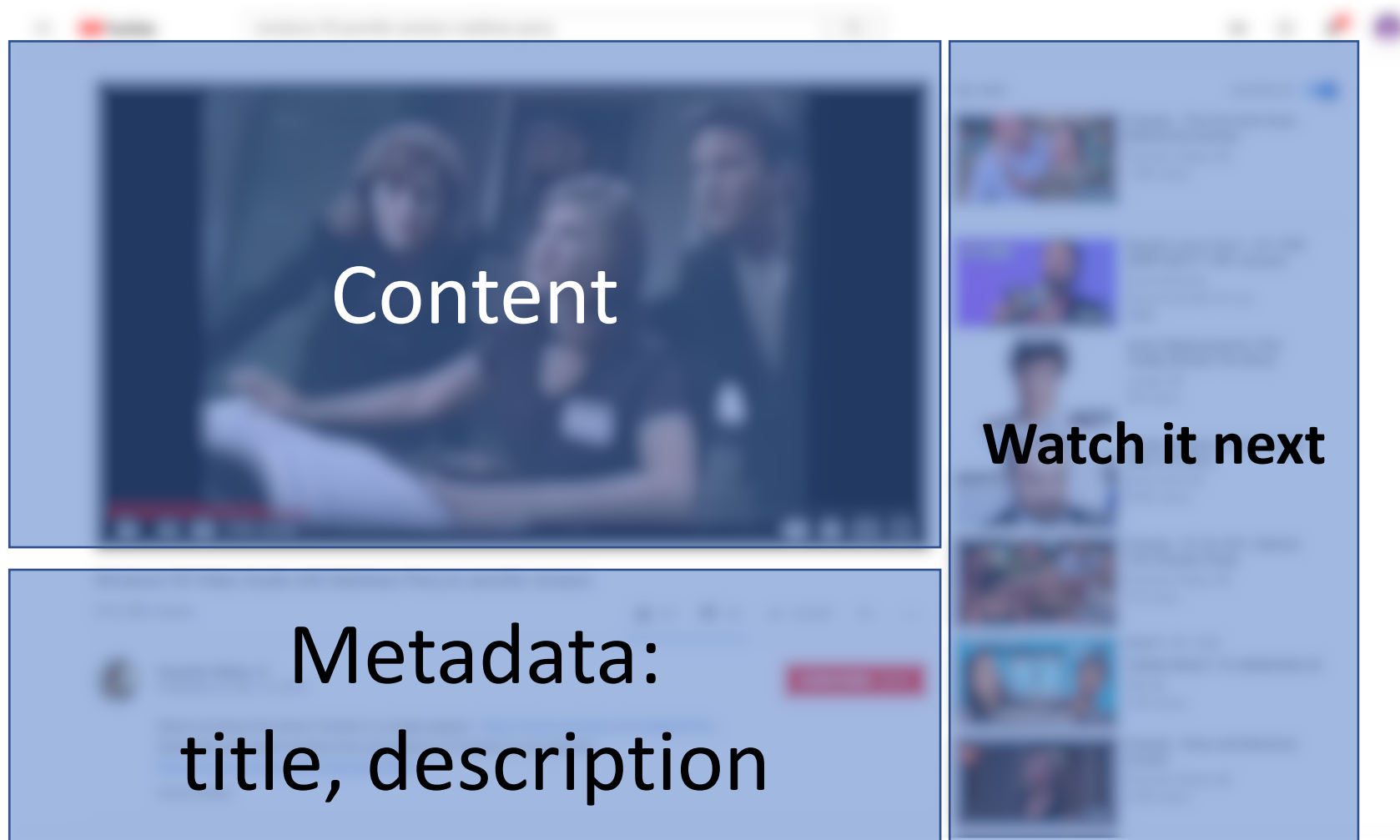
1. Conceptual Grouping:

A few high-level visual groups

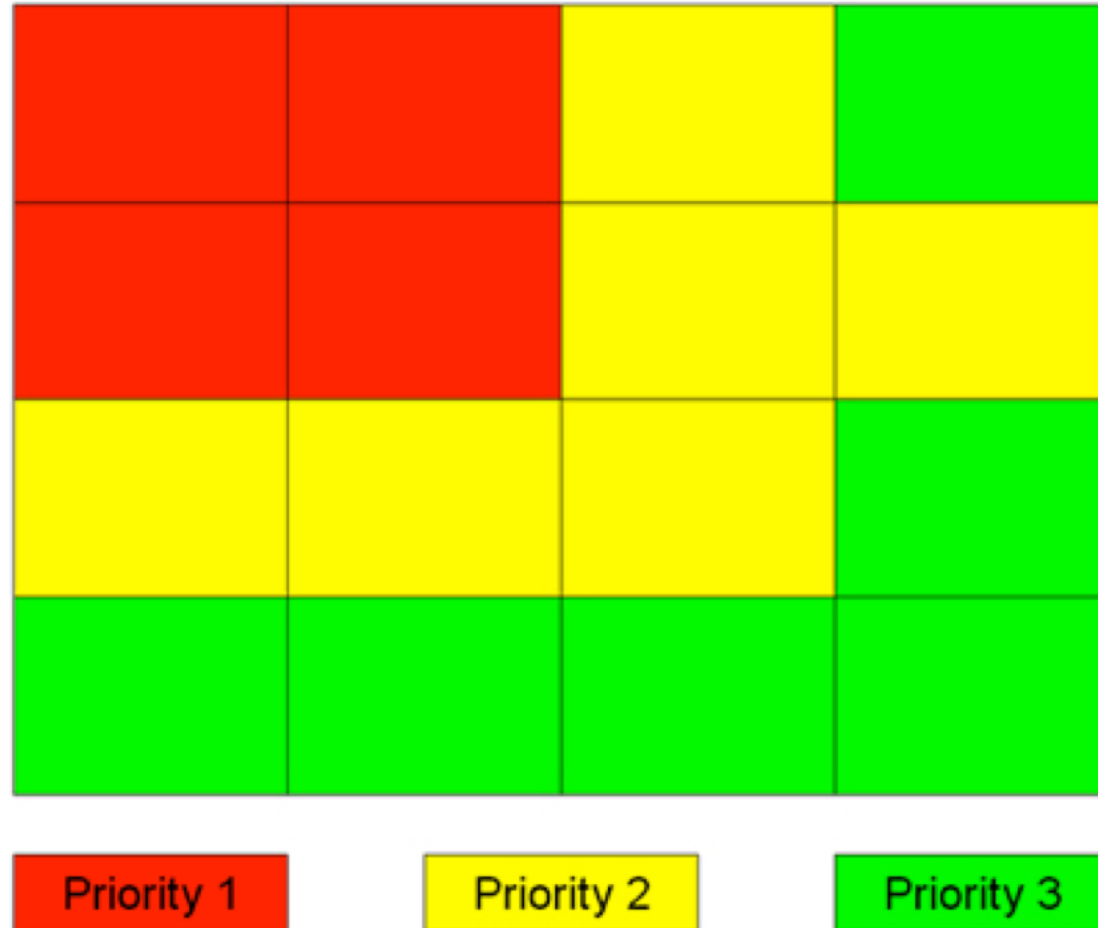


1. Conceptual Grouping:

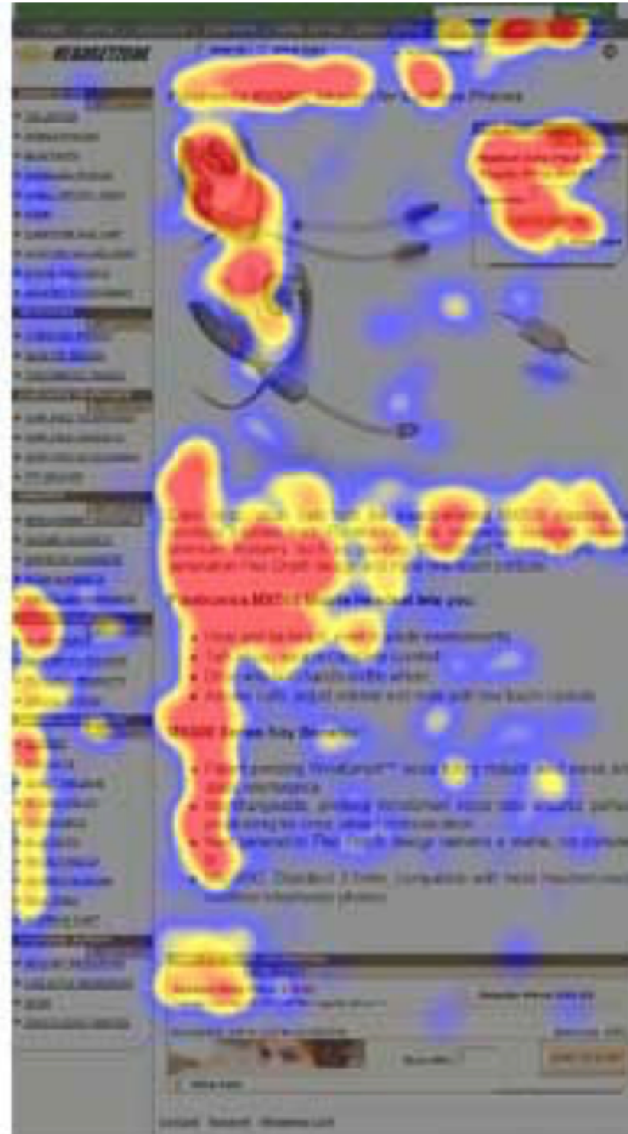
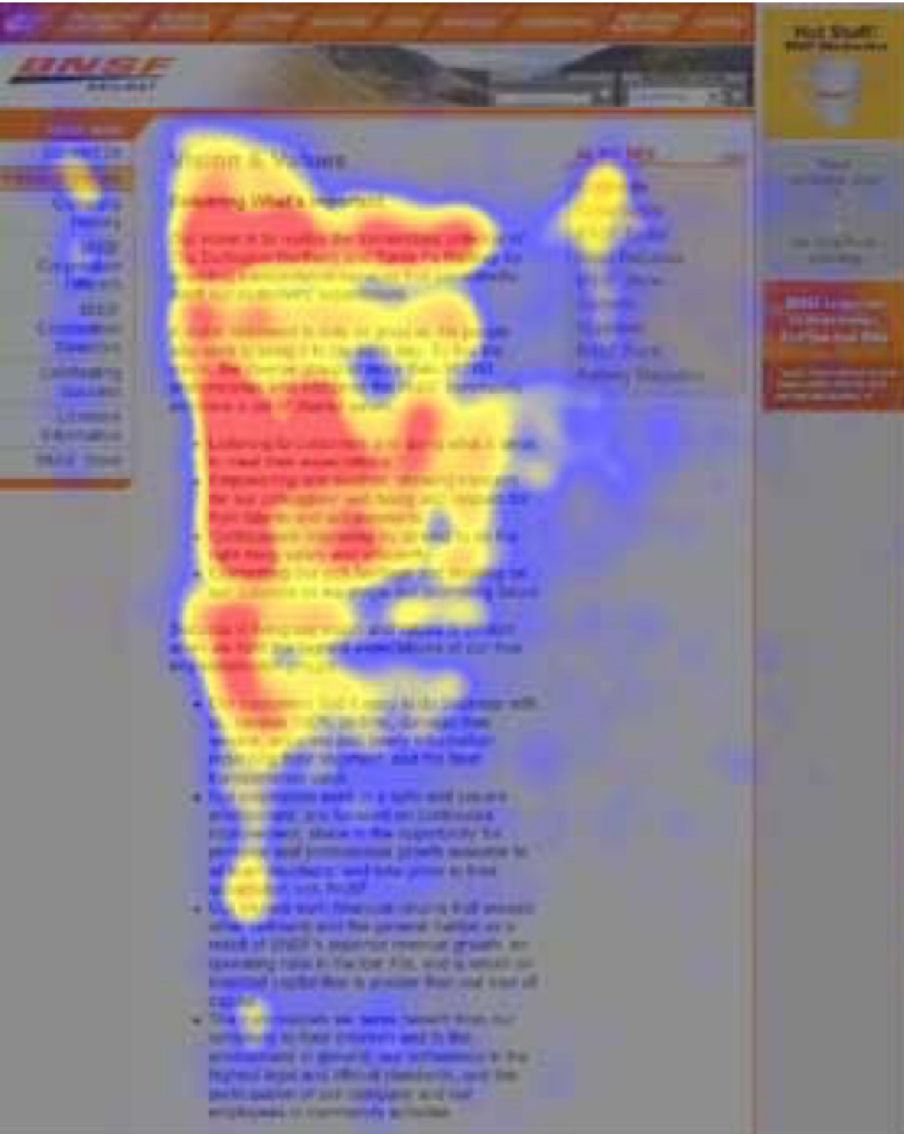
A few high-level visual groups



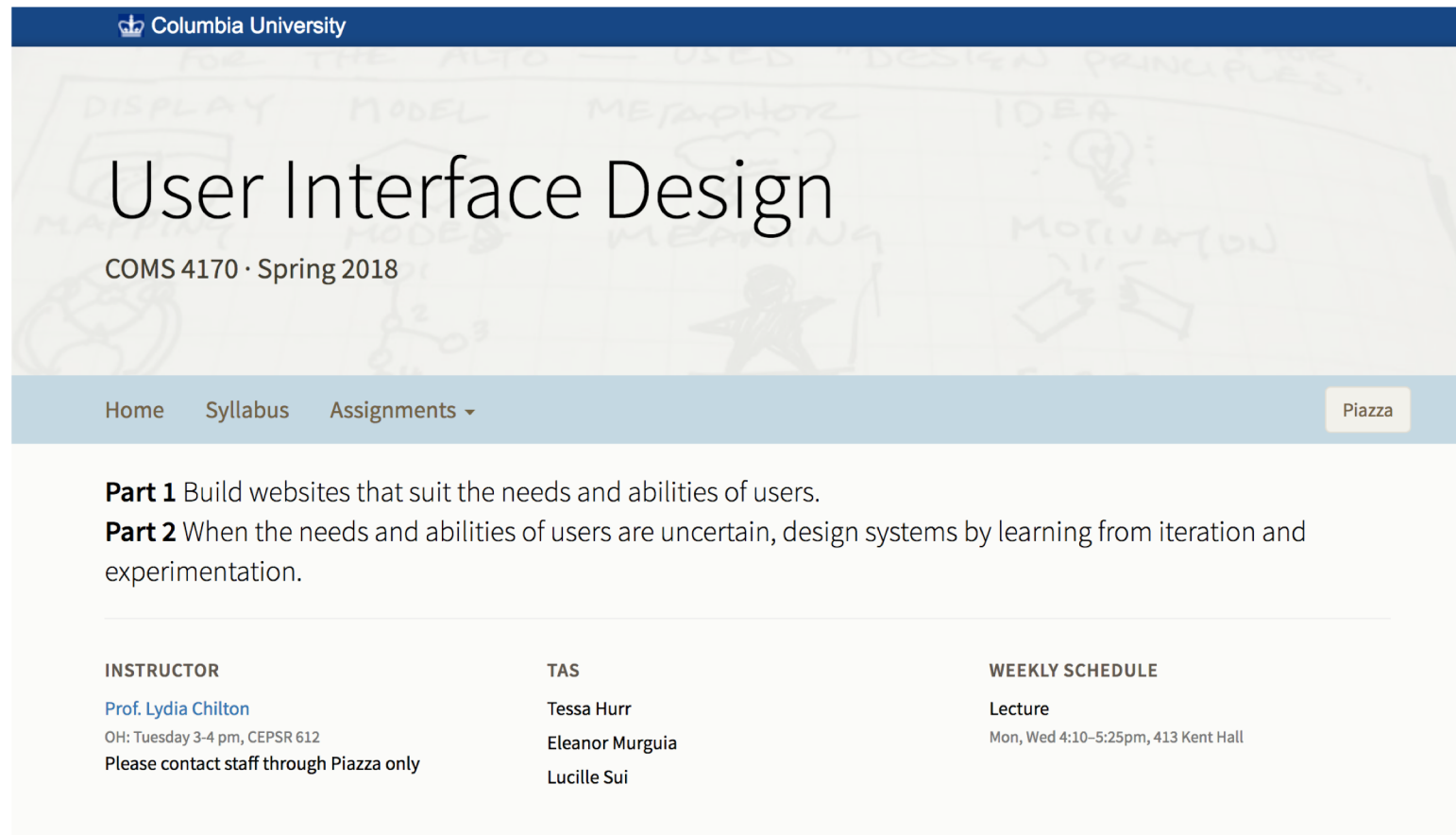
2. Location indicates Importance



2. Location indicates importance



3. Whitespace indicates importance



The screenshot shows a course page for 'User Interface Design' at Columbia University. The page features a blue header with the university logo and name. Below the header is a light blue navigation bar with links for 'Home', 'Syllabus', 'Assignments', and 'Piazza'. The main content area is white and contains two parts: 'Part 1' and 'Part 2'. Below this is a table with three columns: 'INSTRUCTOR', 'TAS', and 'WEEKLY SCHEDULE'. The background of the page is a light gray with faint, hand-drawn sketches and text related to user interface design.

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
Prof. Lydia Chilton 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.

INSTRUCTOR Prof. Lydia Chilton OH: Tuesday 3-4 pm, CEPSR 612 Please contact staff through Piazza only	TAS Tessa Hurr Eleanor Murguia Lucille Sui	WEEKLY S Lecture Mon, Wed 4:
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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.

INSTRUCTOR Prof. Lydia Chilton OH: Tuesday 3-4 pm, CEPSR 612 Please contact staff through Piazza only	TAS Tessa Hurr Eleanor Murguia Lucille Sui	WEEKLY Lecture Mon, Wed
---	--	---

3. Whitespace indicates importance



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

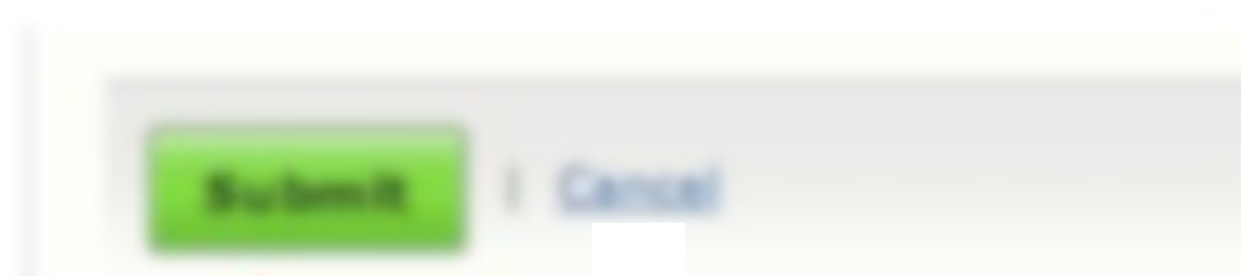


Random Art

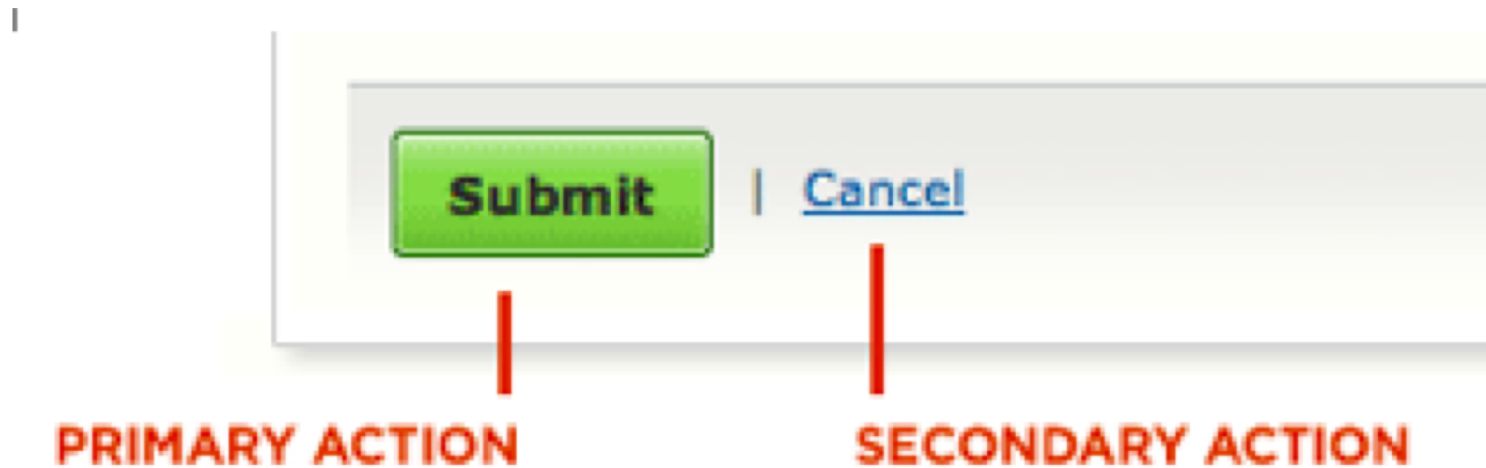


Mona Lisa

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.**

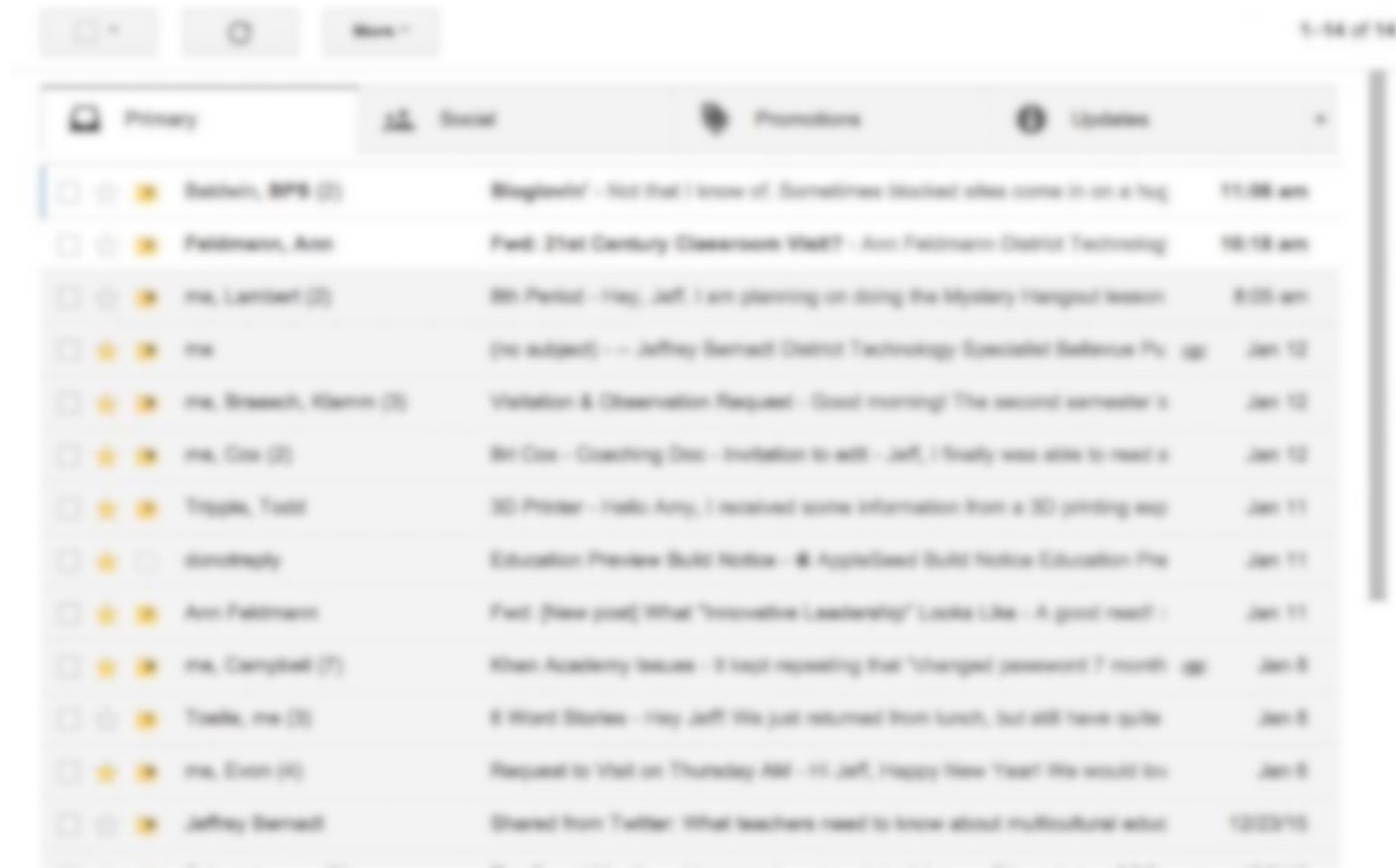
Wine and nibbles will be served.

When: February 20th, 2018 at 9:30pm.

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

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

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

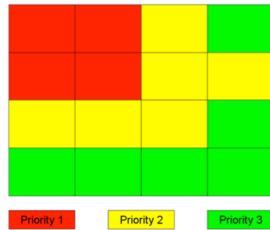
⚠️ The email provider does not appear to be valid.

Send me occasional tips and offers.

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 20th, 2018 at 9:30pm.
Where: the pad. If you need directions, ping us.
Kindly let us know if you will be attending by
February 1st.

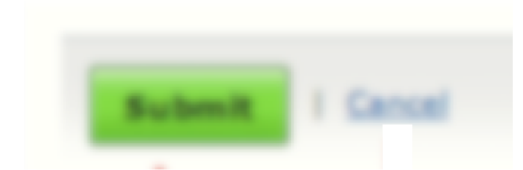
Conceptual grouping



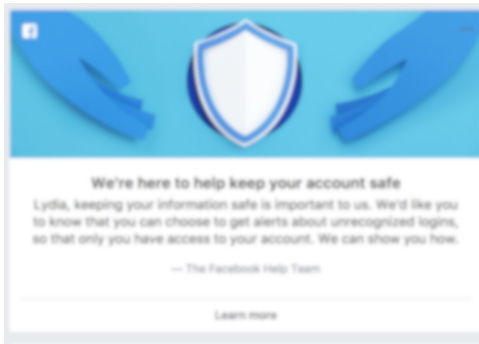
Location



Whitespace



Size



Images

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

Contrast



Color

Let's analyze the boarding pass.

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

Who is the user?

Someone taking a flight to Frankfurt

What's the primary goal?

To get from home to their seat on the plane.

What's the concept behind group 1?

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

“get-to-the-terminal”

What's the concept behind group 2?

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

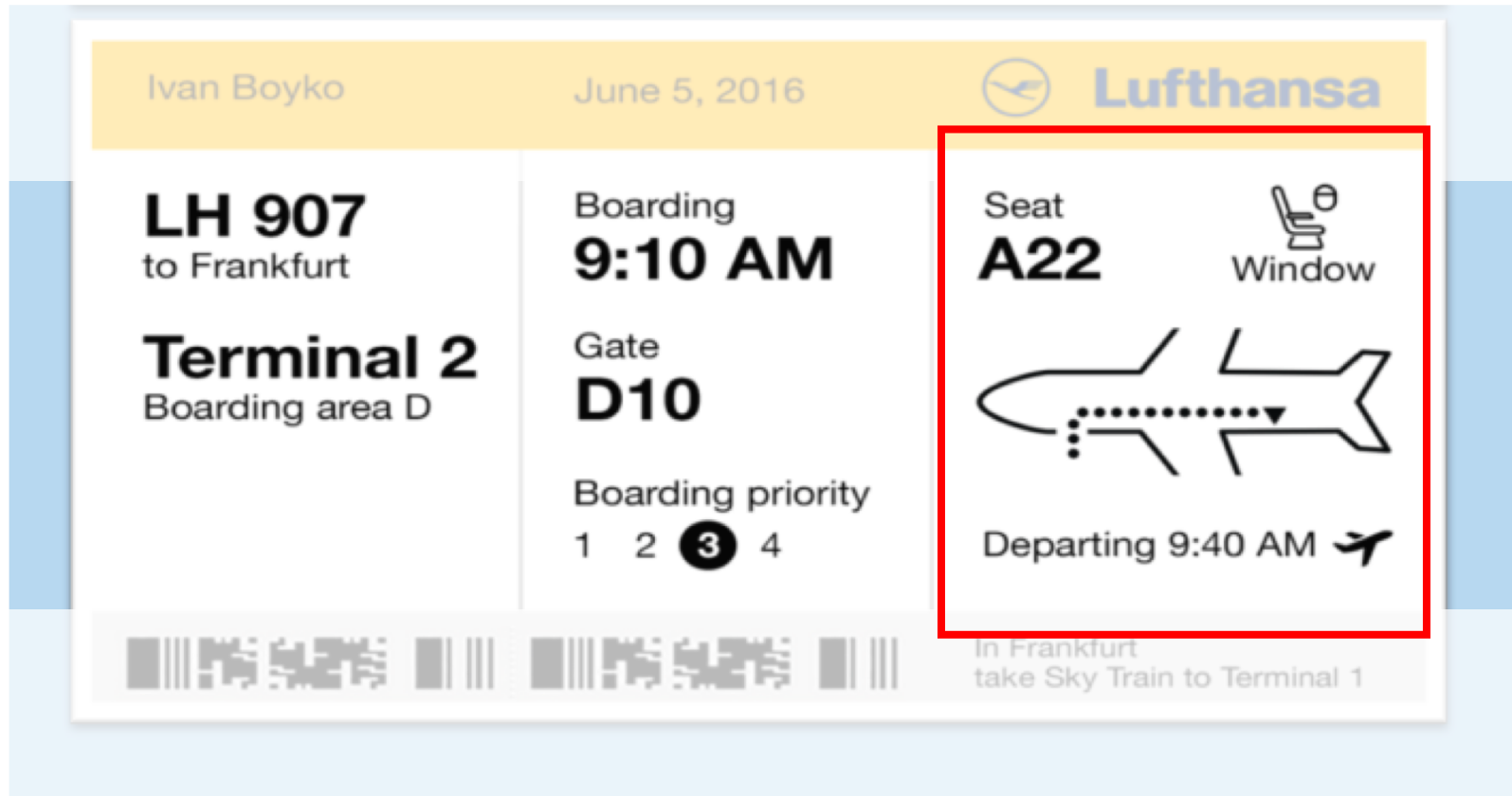
Seat
A22 Window

Departing 9:40 AM ✈

In Frankfurt
take Sky Train to Terminal 1

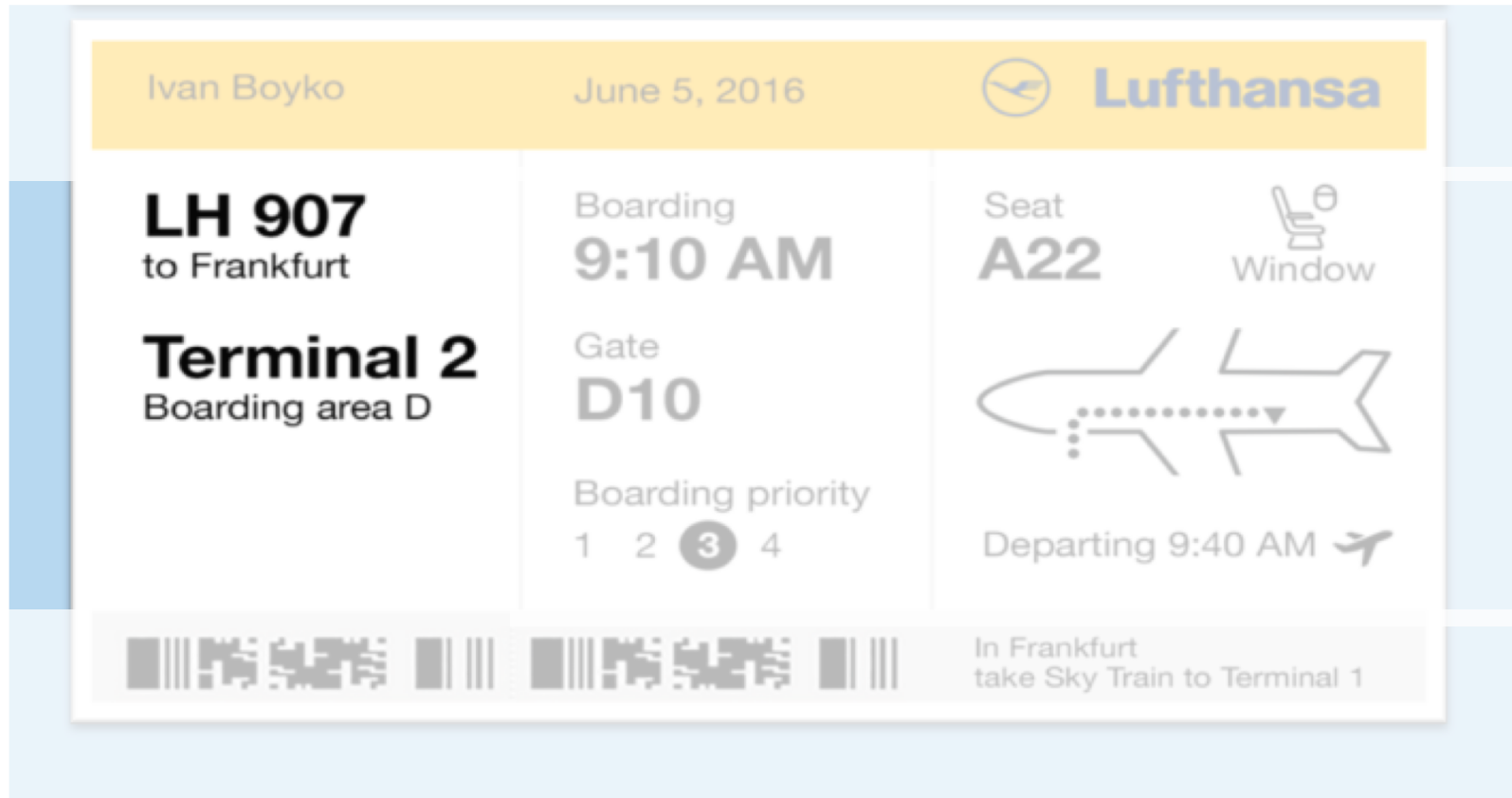
“Get on board”

What's the concept behind group 3?



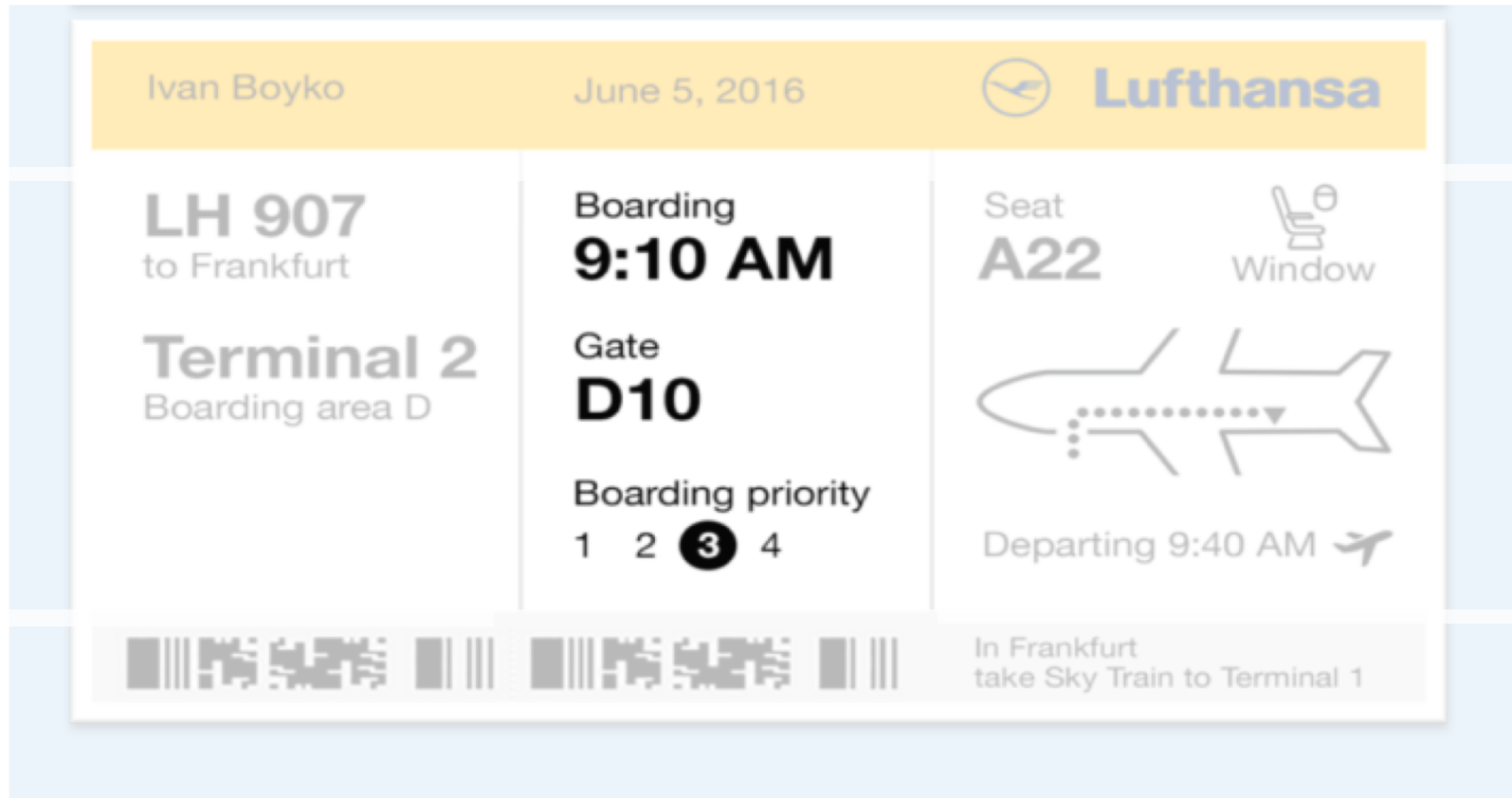
“Find your seat”

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



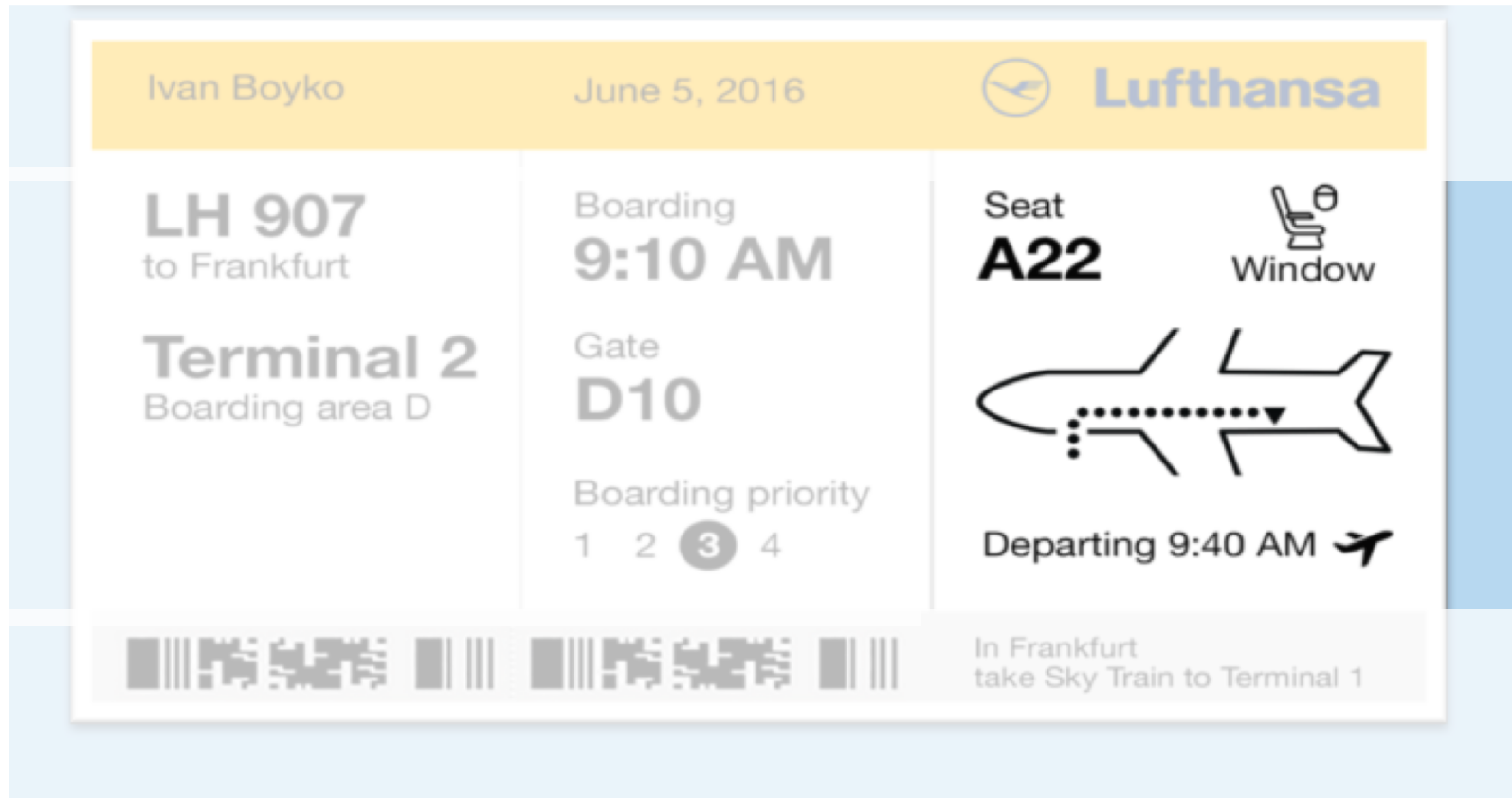
- Whitespace
- Size
- Contrast
- Order

What tools does the the “get on board” group use?



- Whitespace
- Size
- Contrast

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

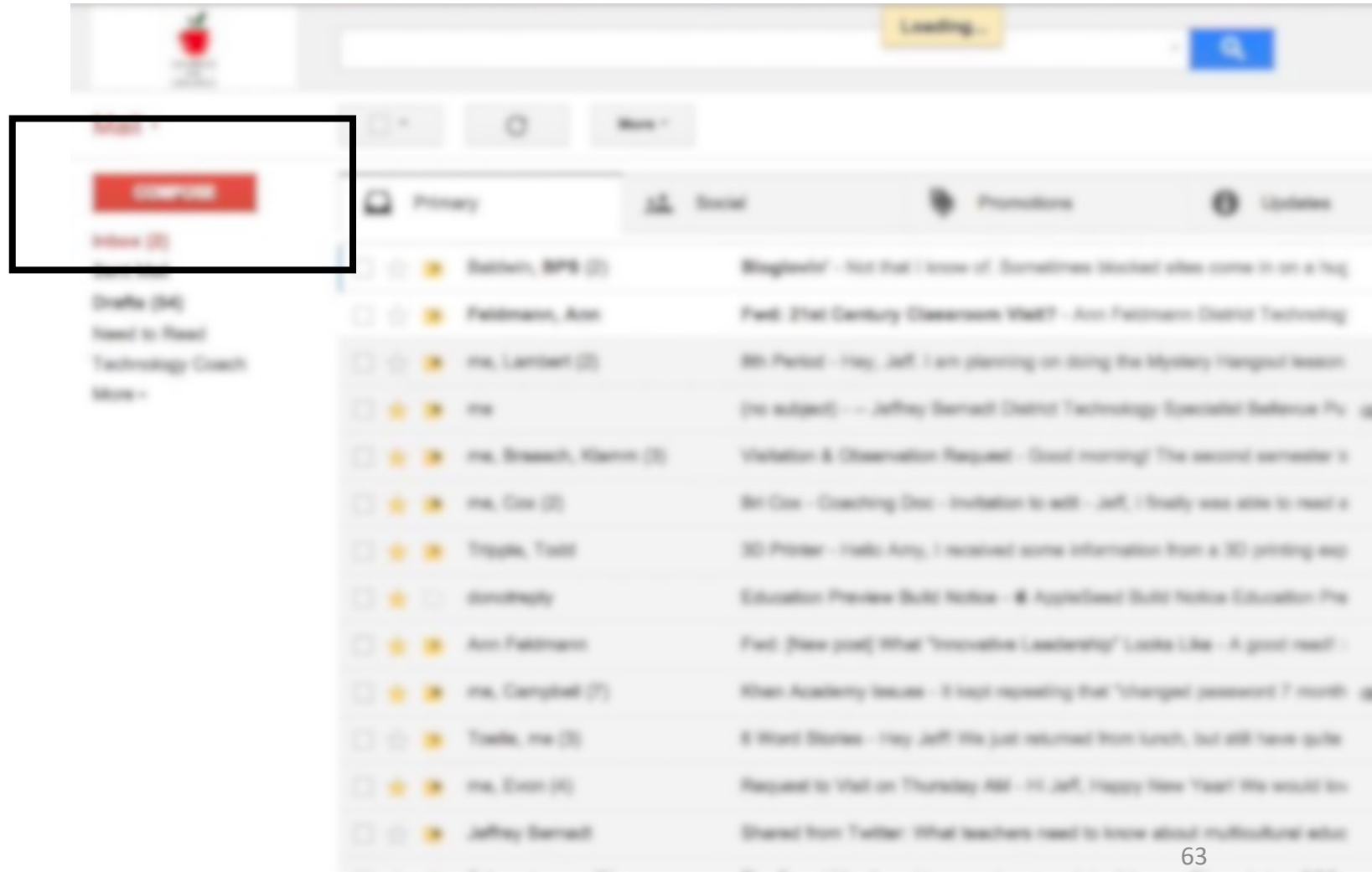


- Images
- Size
- Contrast

Using the tools together

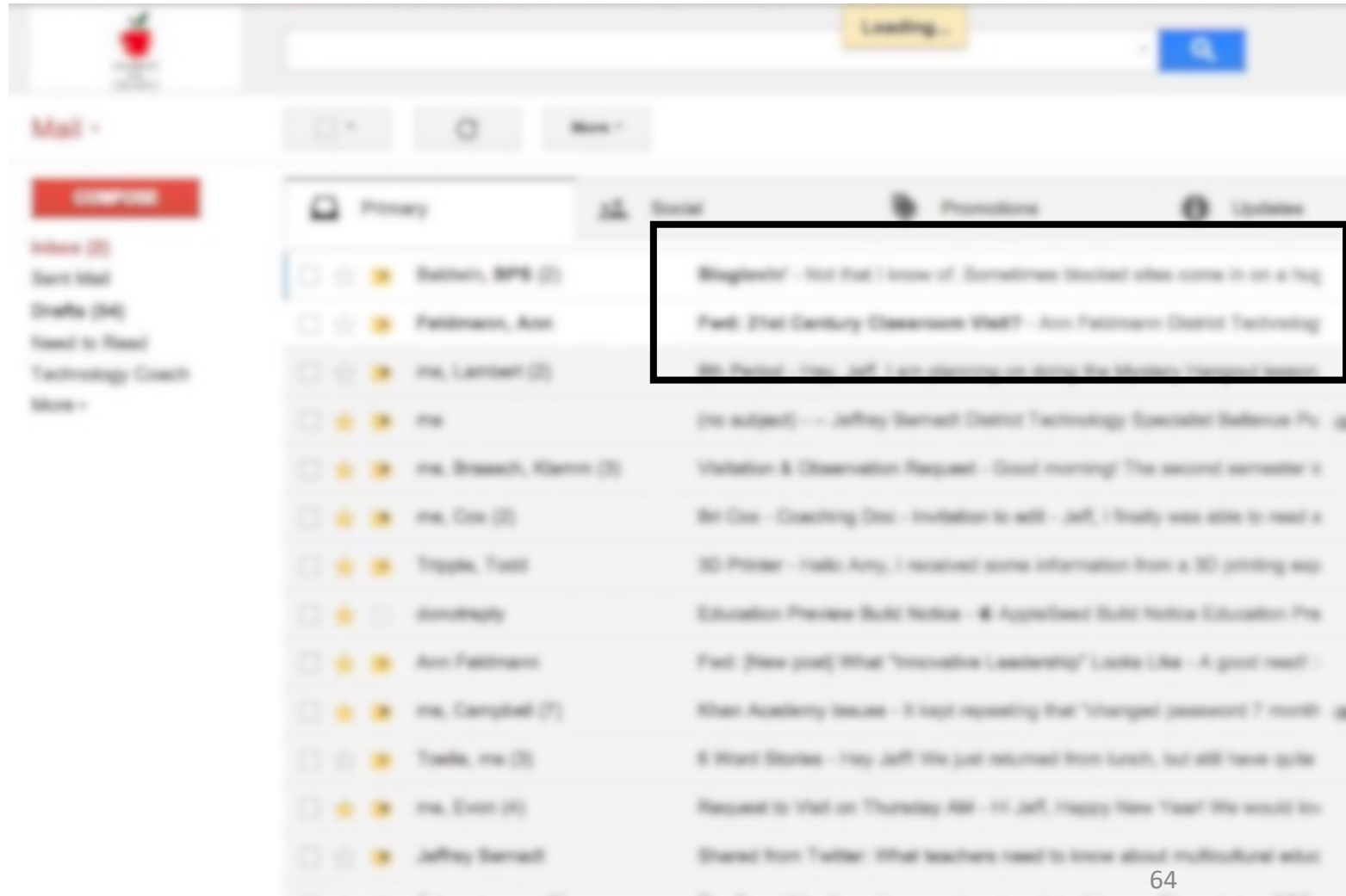
What tools does the compose button use?

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

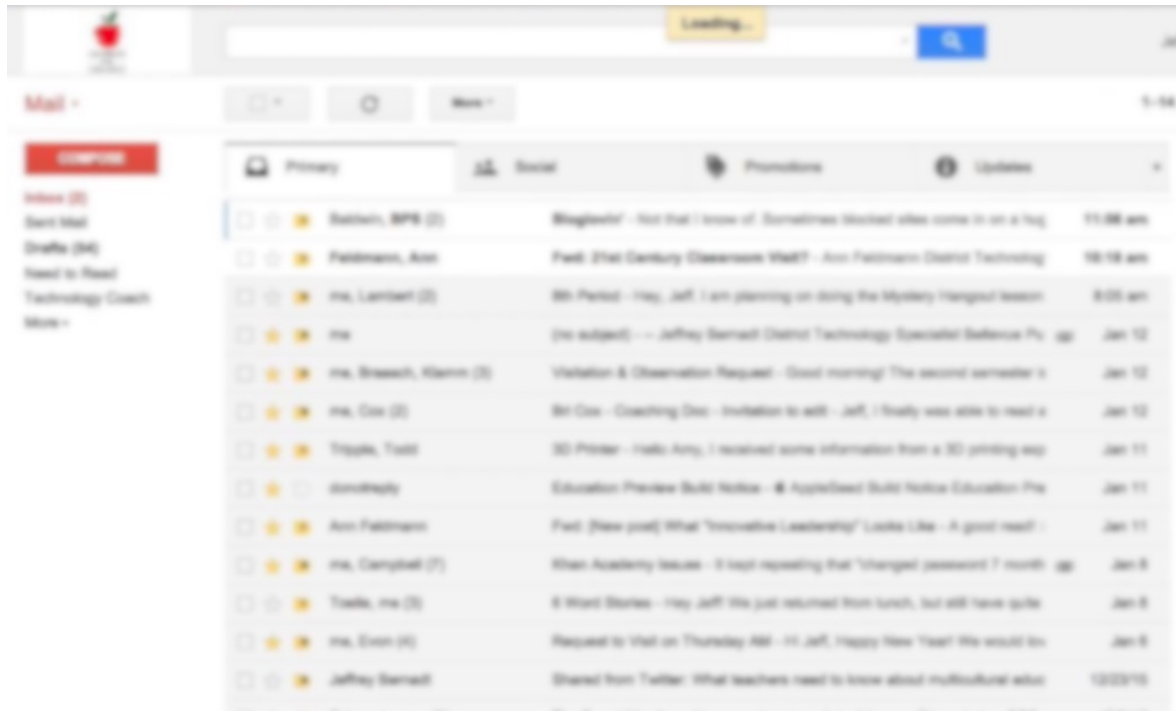


What tools does the unread message use?

1. Conceptual Groupings? All messages
2. Position? Typically at the top
3. Whitespace? left
4. Size? No
5. Images? No
6. Contrast? Bold, white background
7. Color? No



What tool do good designers use least?



Designers use color sparingly

What tool do novice designers abuse? COLOR

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

Authentic German Restaurant

Bavarian Brathaus

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

Use color last.

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

You are cordially invited to

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

Wine and nibbles will be served.

When: **February 20th, 2019 at 9:30pm.**

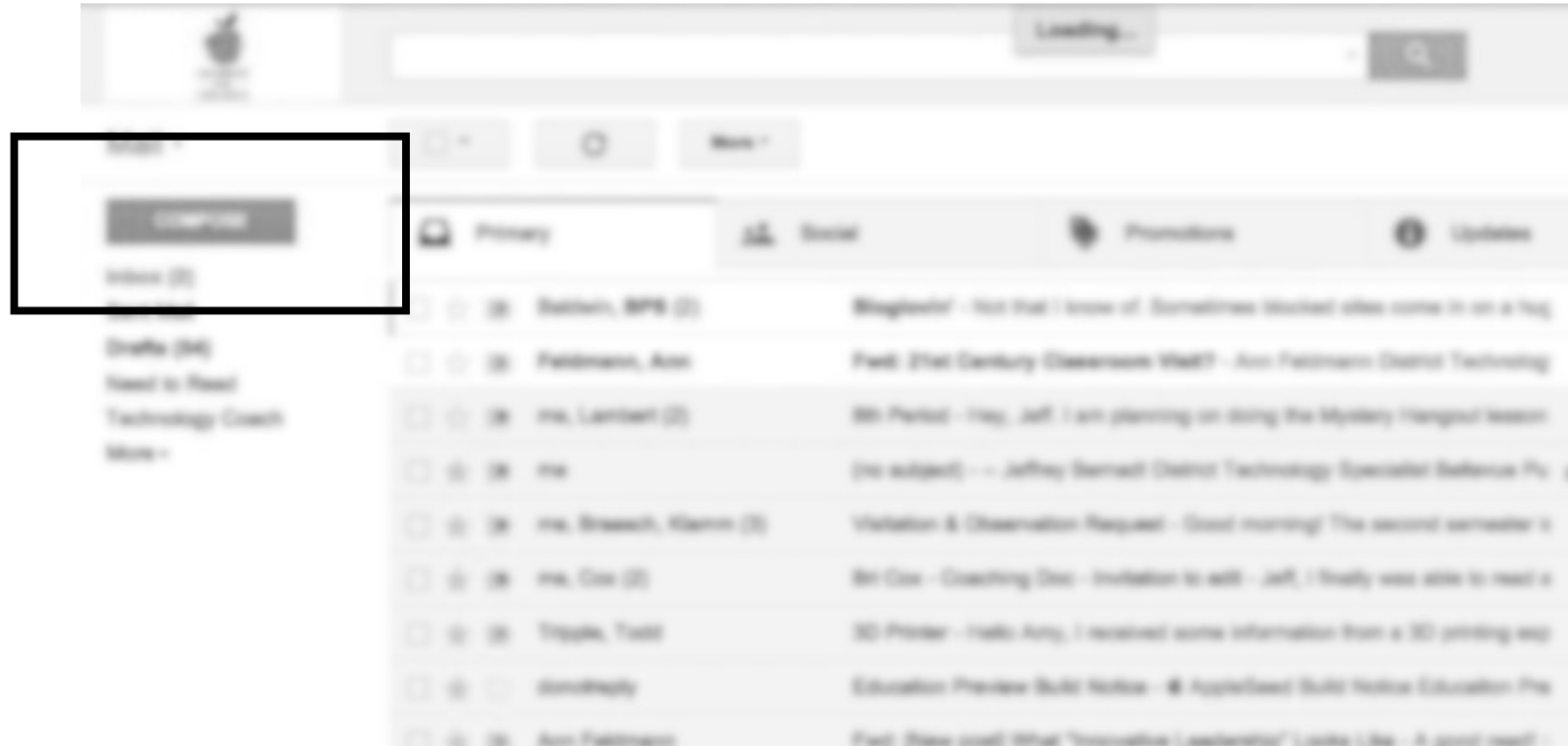
Where: **the pad.** If you need directions, ping us.

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

To establish an nuanced information hierarchy,
use whitespace, size and contrast.

You don't you need color.

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? **No**



You can use multiple other tools together to make something salient.

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

You are cordially invited to Robert and
Alexandra's delectable after dinner
party. Wine and nibbles will be served.
When: February 20th, 2019 at 9:30pm.
Where: the pad. If you need directions,
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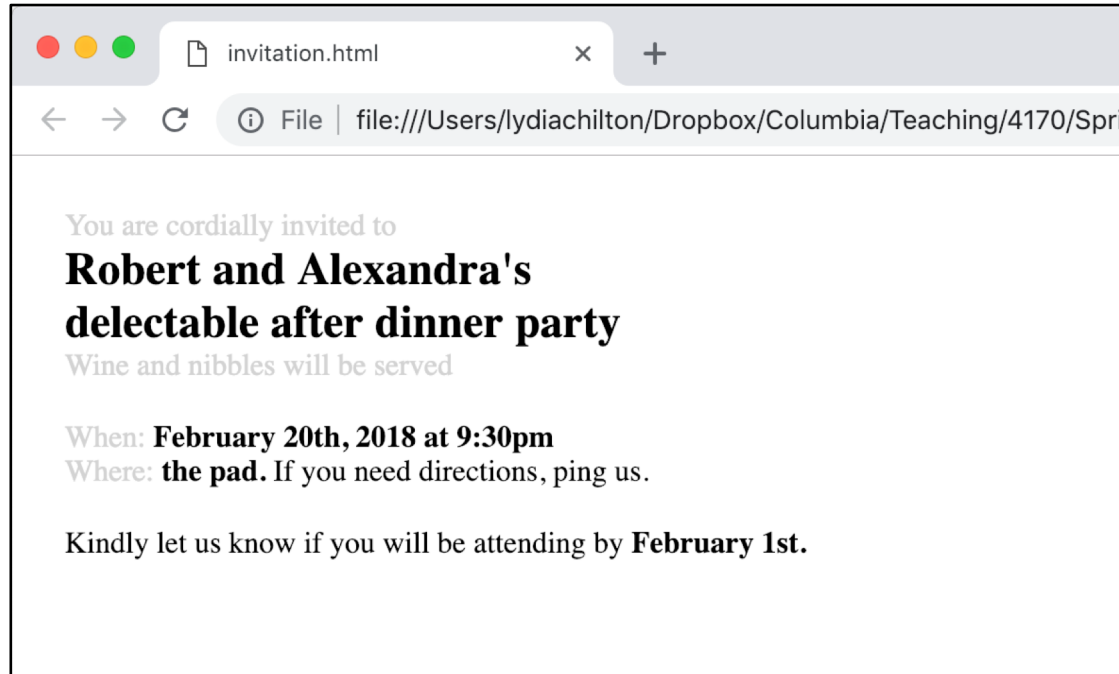
Where: **the pad.** If you need directions, ping us.

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

Implementing Information Design

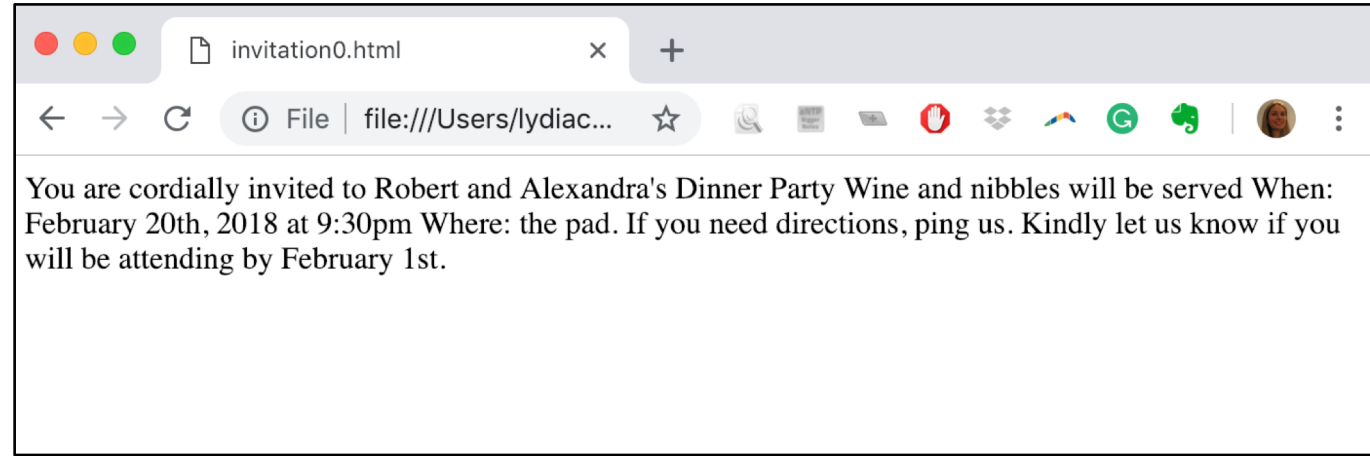
In HTML and CSS

HTML Warm-up: Remake the invitation



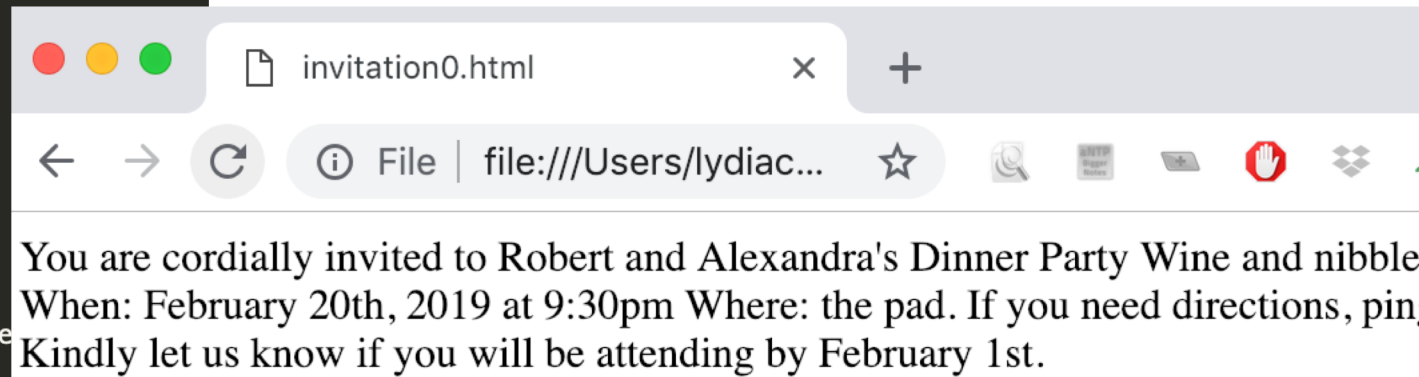
Step 1. Just run it.

```
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>
```



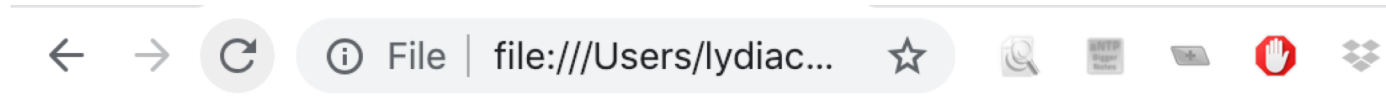
Step 2. Add <div> elements to create groups

```
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 by Fe
14 </div>
15
16 </body>
17 </html>
```



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>
```



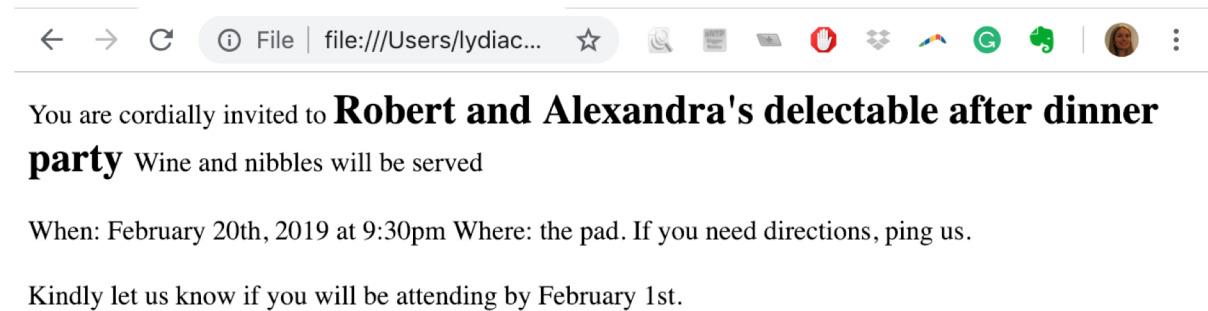
You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibbles will be served

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.

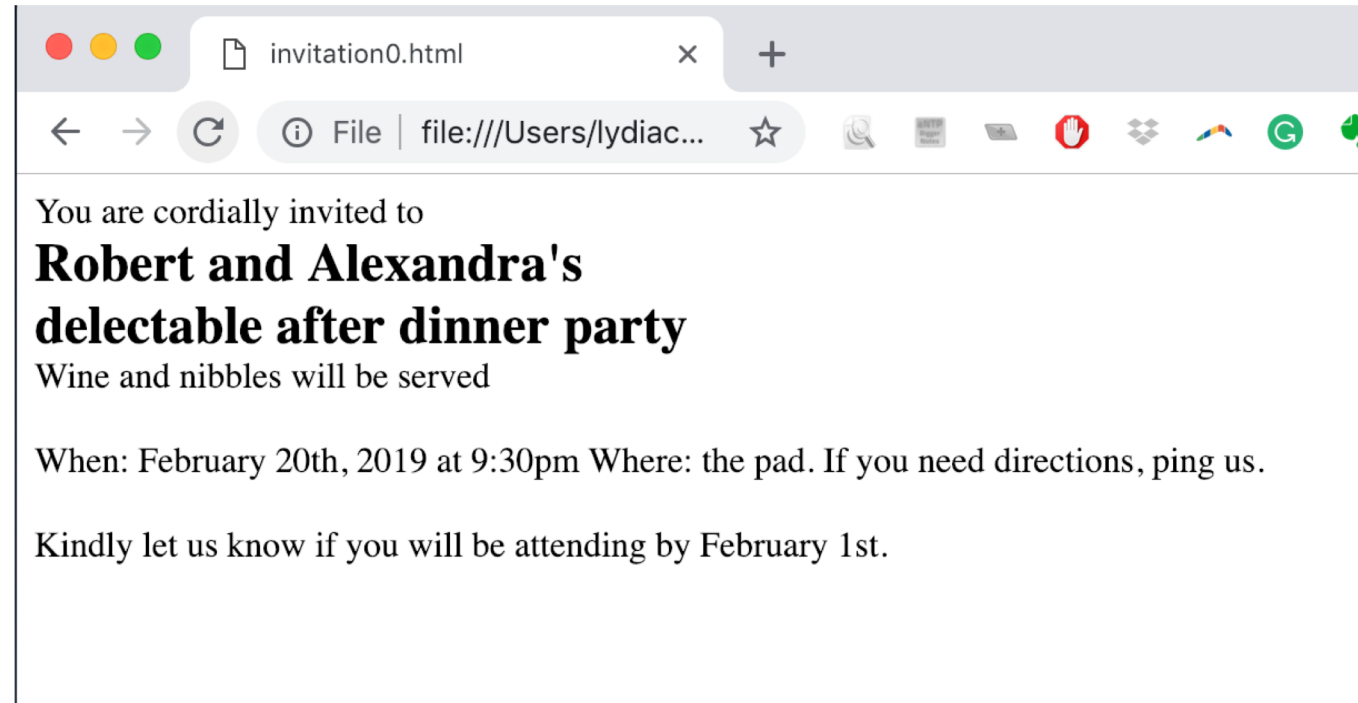
Step 4. Add spans and more styles by class

```
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>
```

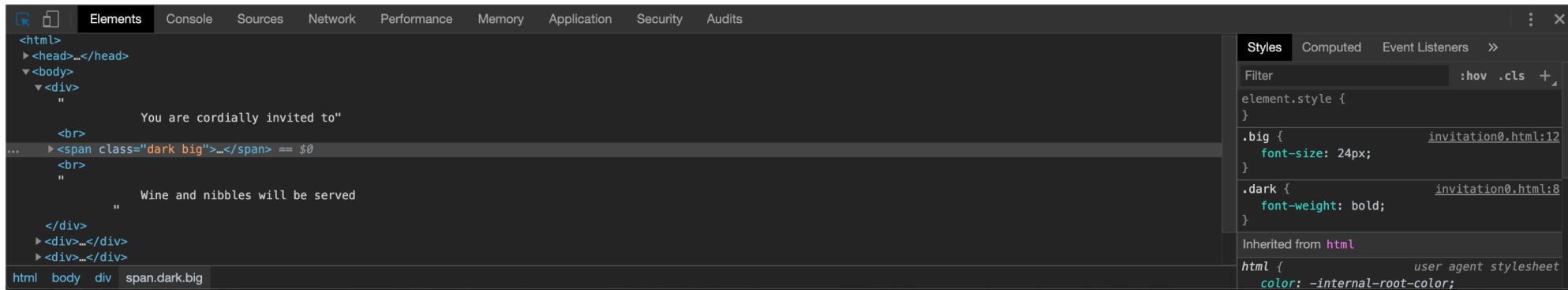
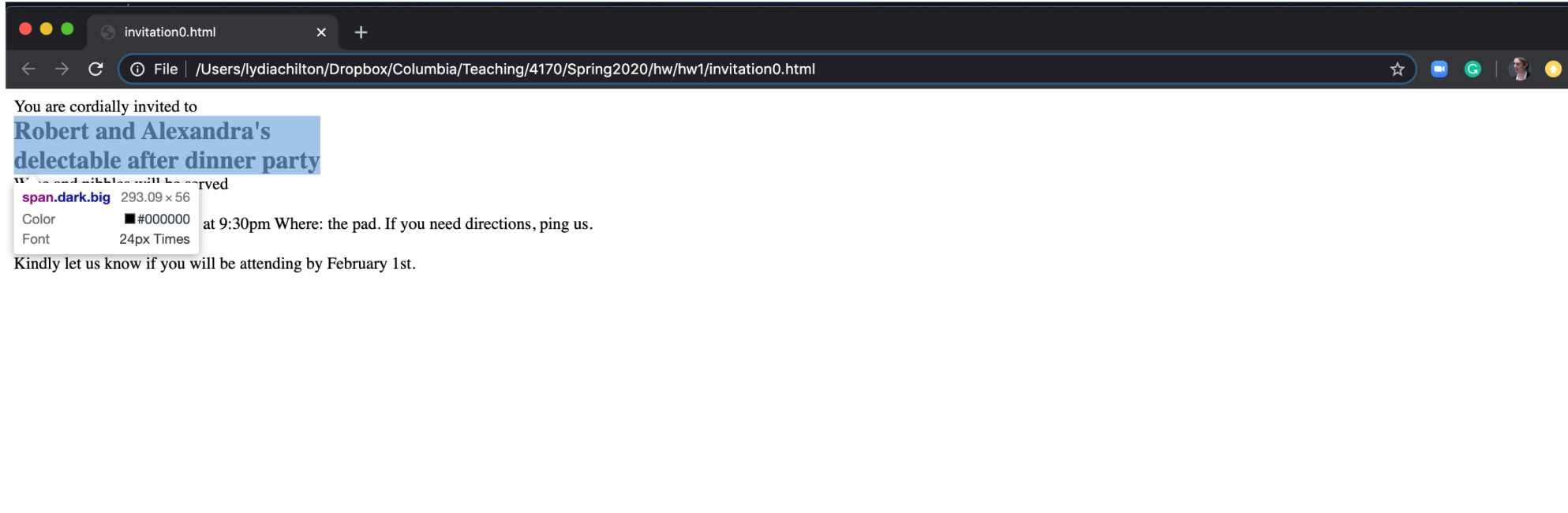


Step 5. Add `
` elements to break lines.

```
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>
```

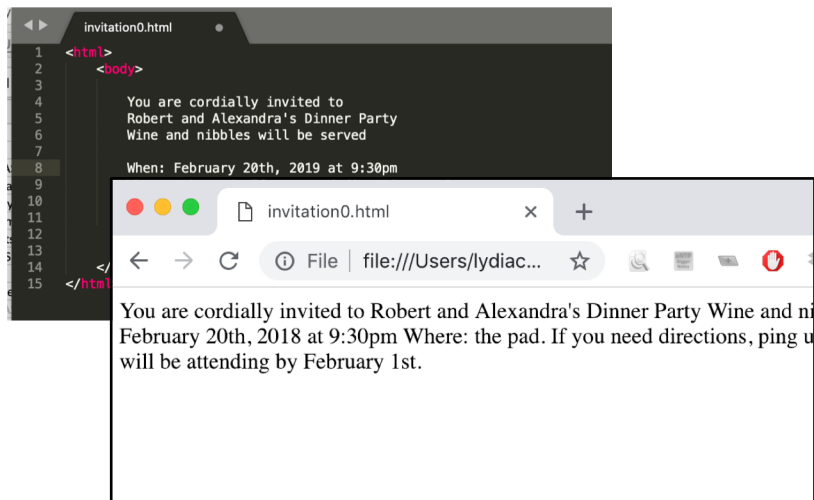


Demo

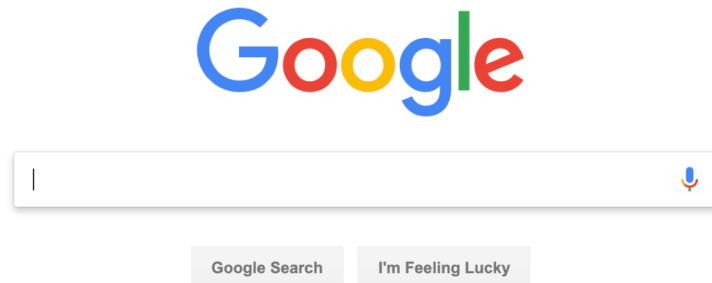


If you are new to HTML and CSS....

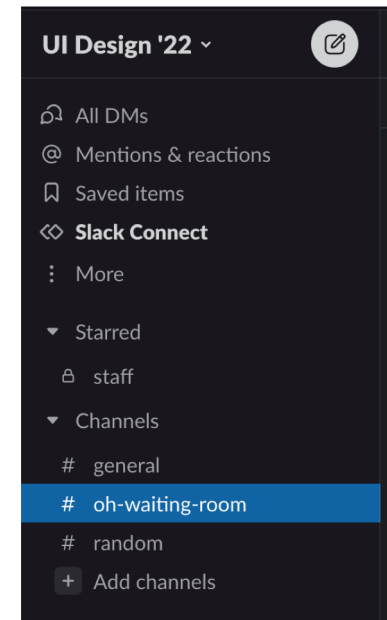
Try it



Google it



Ask the staff



Information Foraging Theory

When you're at a restaurant, do you read a menu linearly, top to bottom, like you read a book?

MOBY DICK.

CHAPTER I.

LOOMINGS.

CALL me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, many another a life-time would have sailed about the ocean with me.

There now is your insular city of the Manhattoes, belted round by wharves as Indian isles by coral reefs—commerce surrounds it with her surf. Right and left, the streets take you waterward. Its extreme down-town is the Battery, where that noble mole is washed by waves, and cooled by breezes, which a few hours previous were out of sight of land. Look at the crowds of water-gazers there.

Circumambulate the city of a dreamy Sabbath afternoon. Go from Corlears Hook to Coenties Slip, and from thence, by Whitehall, northward. What do you see?—Posted like

No. You browse.

Your eyes skips around looking for relevant or interesting things.

DINNER MENU

BREADS & SPREADS
\$6 per choice, \$3 for \$5
All breads made with natural flours
• Tangy Sourdough + Sweet Garlic Confit
• Curry Flatbread Crisp + Edamame Hummus
• Sourdough Baguette + Alphonso Olive Tapenade

STARTERS & SHARES
Edamame-Ricotta Dumplings: with truffle soy vinaigrette • 12
• Korean BBQ Lettuce Wrap: shredded pork, peanuts, with soy-ginger-lime dipping sauce • 12
• Salmon Cucumber Crudo: chilled cucumber, hand sliced salmon, avocado, citrus zest, sesame-yuzu vinaigrette • 15
• Farmstead Cheese Board: Saxeby cheese selections, Bobolink farm cheddar, pecan raisin toasts & crostini, sweet onion jam, roasted almonds, high-mountain honey
• Grilled Pizza: house made dough with melted leeks, fontina, Vermont creamy goat cheese, grilled artichokes, and fresh thyme • 15
• Farmer's Chop: romaine hearts, green apples, Kirby cukes, radishes, carrots, misuna, chives, tarragon, celery, local feta, sunflower seeds, champagne-cider vinaigrette • 10
• Organic Kale Salad: red Russian kale, baby spinach, crispy spiced chick peas, pickled carrots, baby artichokes, haricot verts, alphonso olive vinaigrette • 12
• Warm Lentils: butter lettuce bed, sautéed artichokes, melted leeks, fresh herbs, crème fraiche, cherry vinaigrette, cumin salt • 12

FISH OF THE DAY choice of one side • 20
STEAK OF THE DAY choice of one side • 25

House Ravioli: truffled spring pea filling, lemon butter sauce, satur farms micro greens • 18
Crispy Organic Salmon: pan-seared with spring ragout of shittakes, sugar snap peas, leeks & asparagus, with horseradish miso glaze • 25
Pan Roasted Sea Scallops: with wild mushroom grits, truffle jus, melted leeks & crispy shittakes • 24
Free Range Brick Chicken: crispy boneless Bobe chicken, roasted Blooming Hill spring vegetables, lemon-rosemary couscous, and natural jus • 22
P.E.J. Mussels: steamed with white wine, butter, red Thai chiles, fresh basil & tarragon, with a garlic butter sauce • 15
Grilled Salmon Burger: made in house with wild organic salmon, served with avocado, arugula, wasabi mayo, and a side of dressed local greens • 18
Natural Grass Fed Beef Burger: with caramelized onions and Vermont cabot white cheddar, served with hand cut fries • 16

BOWLS
Market Soup of the Day • mp
• **Tomato Zucchini Bisque:** with goat cheese crostini • 9
• **Bowl O' Beets:** local heirloom beets, orange balsamic reduction, whipped goat cheese, toasted pistachios • 10
• **Chickpea Bowl:** marinated chickpeas, fried artichokes, lemon-artichoke vinaigrette, shaved parm • 10
Market Veggies: local, seasonal vegetables & mushrooms, shaved cauliflower, grilled spring onions, asparagus, black truffle vinaigrette, over a bed of farro pilaf • 15
Mac-N-Cheese Bowl: white Cabot cheddar sauce • 9

Rice Bowl
bean sprouts, carrot, cucumber, radicchio, peanuts, cilantro & mint, sesame lime dressing, served over warm brown rice • 18
• with marinated, grilled tofu • 11
• with grilled chicken • 14
• with wild organic salmon • 17

SIDES
All sides \$7, Veggie Plate of two for \$12
• Grilled Asparagus
• Sautéed Haricot Vert
• Dressed Local Greens
• Spring Veggies

WEEKDAY SPECIALS
BEER & BURGER: Monday thru Friday, 5 to 10pm, grass fed beef burger and a draft • 16
SPECIAL WINE NIGHTS: Wednesday and Thursday select bottles at discounted prices

Our poultry is free-range, all natural. Our Heritage beef and pork is organic & nitrate free. Vegetables, herbs & fruit are locally sourced whenever possible from farms we know and trust. We use gluten free soy sauce. Ask your server about gift cards. 20% gratuity added to parties of 6 or more.

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]
- personal**: 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, feebk, 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+hlt, 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 left side, there is a search bar, an event calendar, and various utility links like 'help, faq, abuse, legal', 'avoid scams & fraud', 'personal safety tips', 'terms of use', 'privacy policy', and 'system status'. At the bottom right, there is a 'nearby cl' list of cities and a 'us states' dropdown menu.

Good conceptual groups

Simple labels

Information Hierarchy guides attention at a high level...

The screenshot displays the Craigslist website for the San Francisco Bay Area. The main content area is organized into a grid of category links, including:

- 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, feedbk, 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, 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.

The sidebar on the left contains navigation and utility links such as "post to classifieds", "my account", "search craigslist", "event calendar", "help, faq, abuse, legal", "avoid scams & fraud", "personal safety tips", "terms of use", "privacy policy", "system status", "about craigslist", "craigslist is hiring in sf", "craigslist open source", "craigslist blog", "best-of-craigslist", "craigslist TV", "craig connects", "progressive directory", and "weather quake tide".

The top right of the page shows the location "SF bay area" with filters for "sfc", "sby", "eby", "pen", "nby", and "scz". A language dropdown is set to "english".

To help users find relevant or interesting things.

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 ^{new}
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

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]

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

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

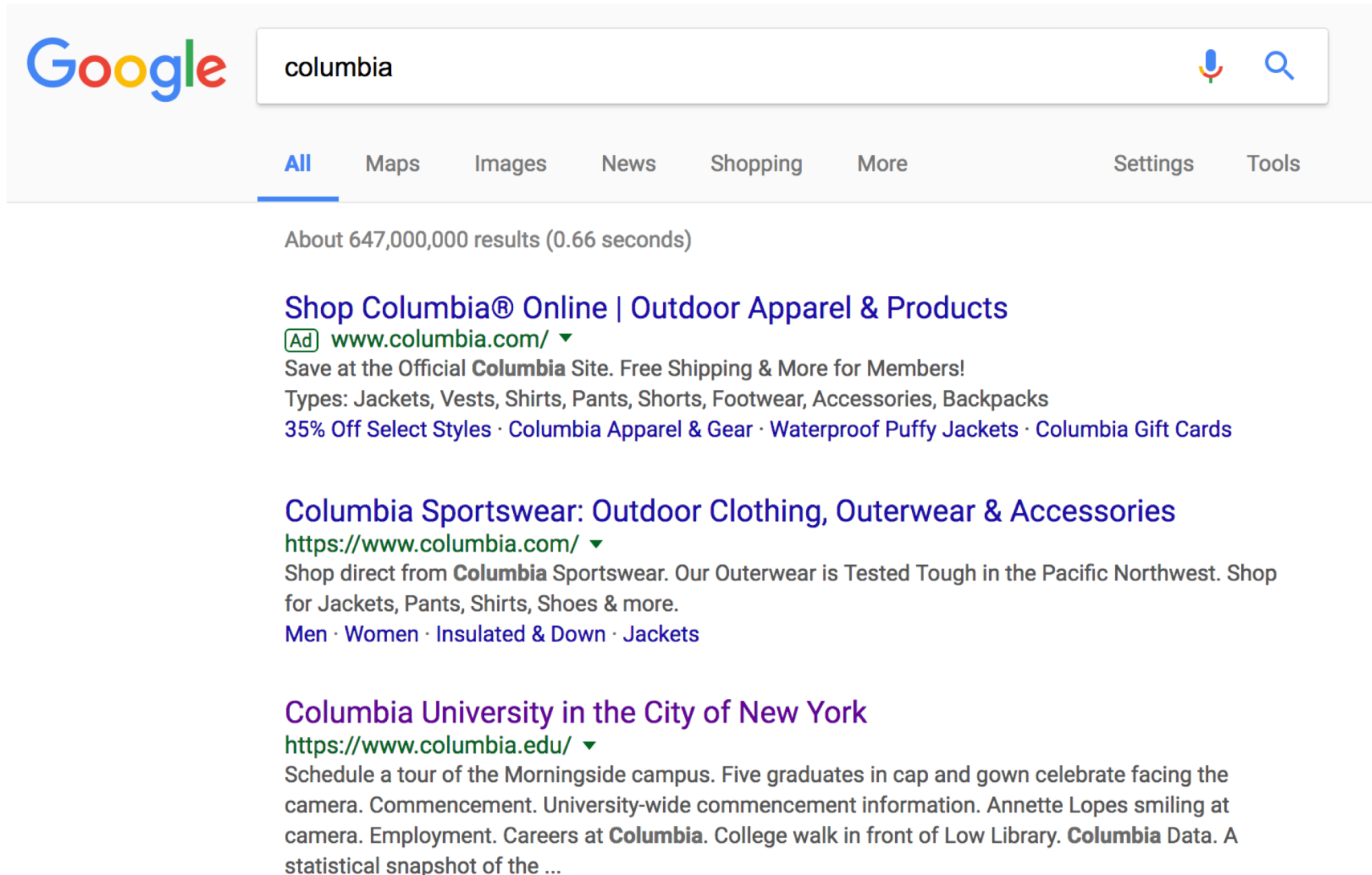
us cities

us states

canada

ci worldwide

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



The image shows a Google search interface. The search bar contains the word "columbia". Below the search bar, the "All" tab is selected. The search results show "About 647,000,000 results (0.66 seconds)". The first result is an advertisement for "Shop Columbia® Online | Outdoor Apparel & Products" with a link to "www.columbia.com/". The second result is "Columbia Sportswear: Outdoor Clothing, Outerwear & Accessories" with a link to "https://www.columbia.com/". The third result is "Columbia University in the City of New York" with a link to "https://www.columbia.edu/".

Google

columbia

All Maps Images News Shopping More Settings Tools

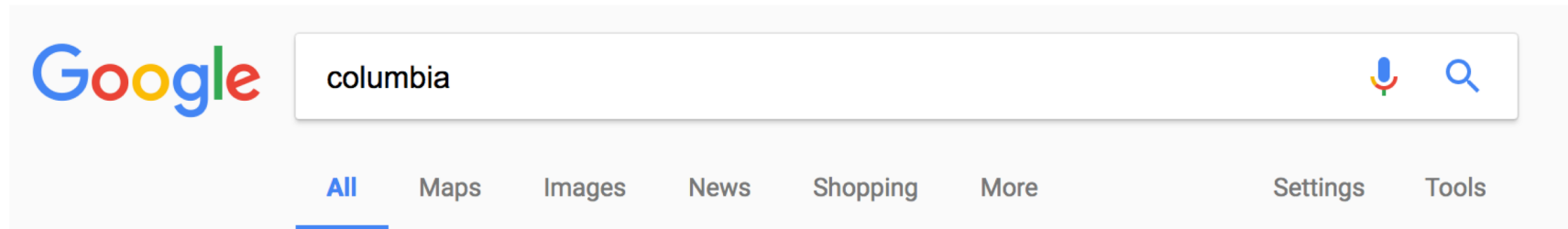
About 647,000,000 results (0.66 seconds)

Shop Columbia® Online | Outdoor Apparel & Products
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/ ▼
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



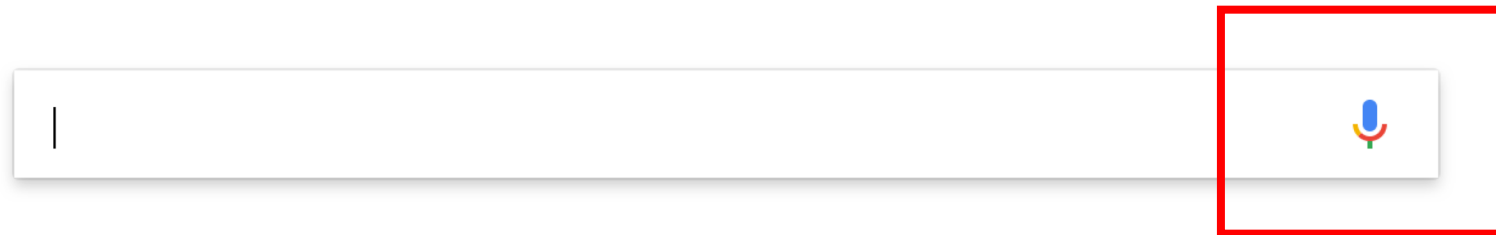
Help



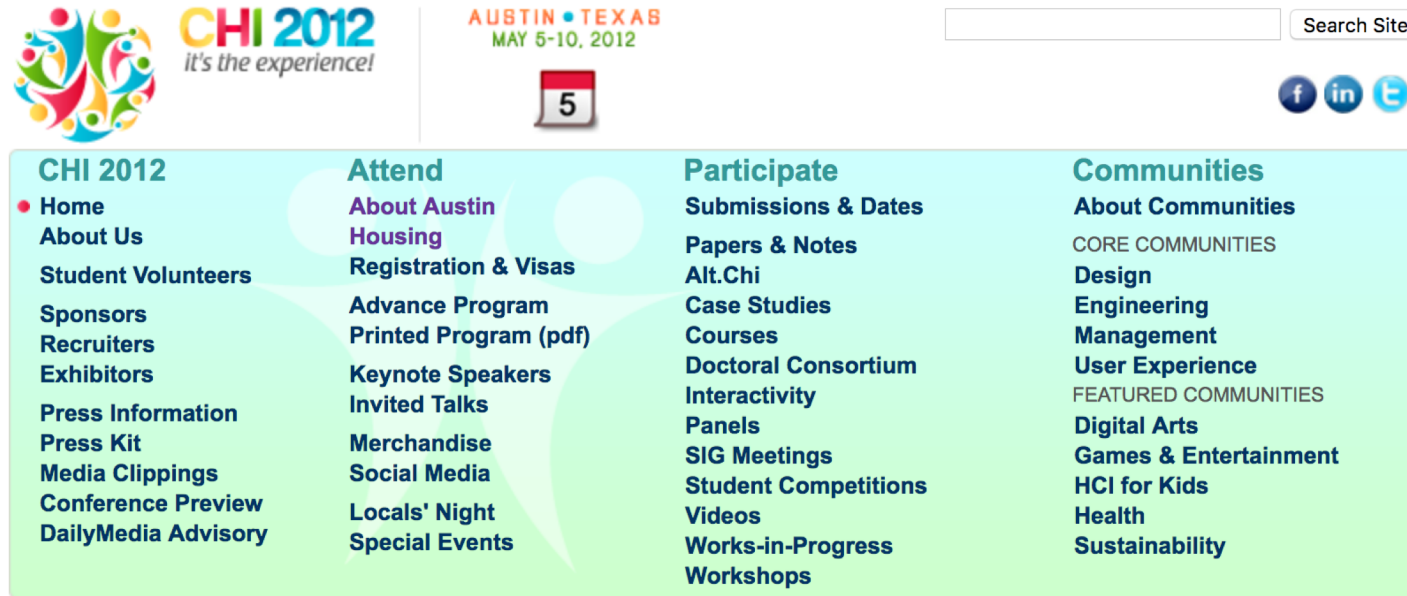
Log Out

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

VANCOUVER, BC
MAY 7-12, 2011

CHI2011 PROGRAM ATTENDING AUTHORS SPONSORS RECRUITERS EXHIBITORS ORGANIZERS PRESS

COMMUNITIES

- DESIGN
- ENGINEERING
- MANAGEMENT
- USER EXPERIENCE

FEATURED COMMUNITIES

- HCI FOR KIDS
- ENTERTAINMENT
- HEALTH
- SUSTAINABILITY

CONNECTING

WELCOME TO CHI 2011

ANNOUNCEMENTS

CONNECT WITH CHI
Facebook | Twitter | Flickr

CHI 2012
It's the experience!

AUSTIN • TEXAS
MAY 6-10, 2012

Search Site

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

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

Welcome to CHI 2012

The ACM SIGCHI Conference on Human Factors in Computing Systems is the premier international conference on human-computer interaction. CHI 2012 focuses on the intensity of experience—from the models, theories, and practical insights we need to understand and design for user experience to experiencing innovation through hands-on interactivity.

The experience of CHI 2012 is centered in vibrant Austin, Texas. The Live Music Capital of the World will come to life with live music, art, and interactive festivals. CHI 2012 offers CHI attendees state-of-the-art conference facilities together with outstanding food and vibrant nightlife. We look forward to joining you in Austin for the CHI 2012 Experience!

Conference Registration

Announcements

- Welcome to Austin! (5 May)
- Start here - conference preview (2 May)
- Printed program published - pdf (1 May)
- Health Bureau closed (5 Apr)
- Paper awards added to program (2 Apr)
- Join health community walk & talk (27 Mar)
- Twitter hashtags for all things CHI (26 Mar)

General Conference Chair:

Joseph A. Konstan, *University of Minnesota*

Technical Program Chairs:

Ed H. Chi, *Google*

Kristina Höök, *Mobile Life @ KTH, Sweden*

Summary

The main feature of many websites is to **display information** in a way that helps users **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...

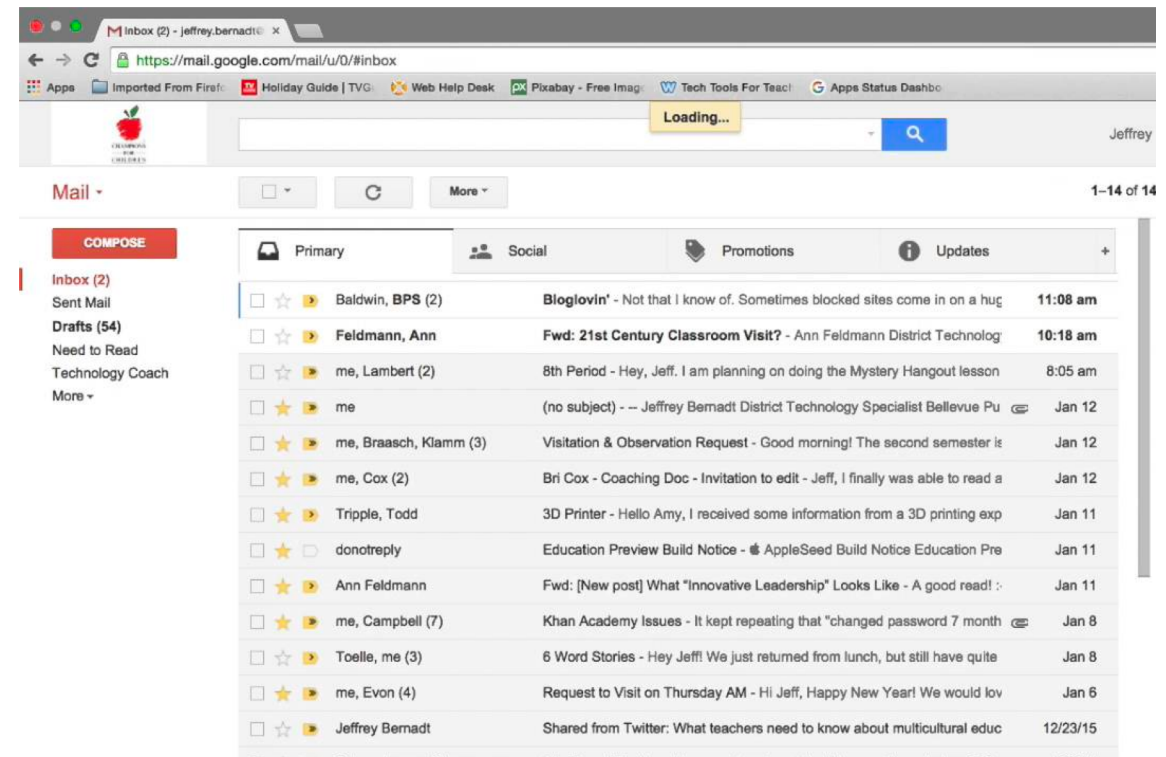
[--- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' ---]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

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
zcozccrociesbehgbpow
rnxlfnjqbplipdkgwuyqofracsz
xmqaubxsbjrppoibvlpfhqowldtp
bixghvrxrtggfcoqcofzycb
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.

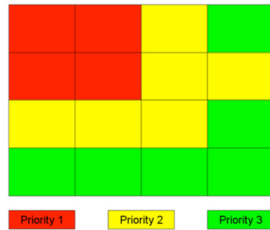
When: **February 20** at 9:30pm.
Where: **the pad.** If you need directions, ping us.

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 20th, 2018 at 9:30pm.
Where: the pad. If you need directions, ping us.
Kindly let us know if you will be attending by
February 1st.

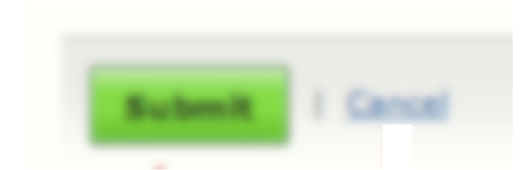
Conceptual grouping



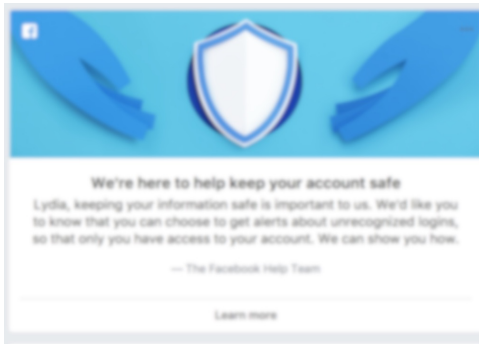
Location



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.

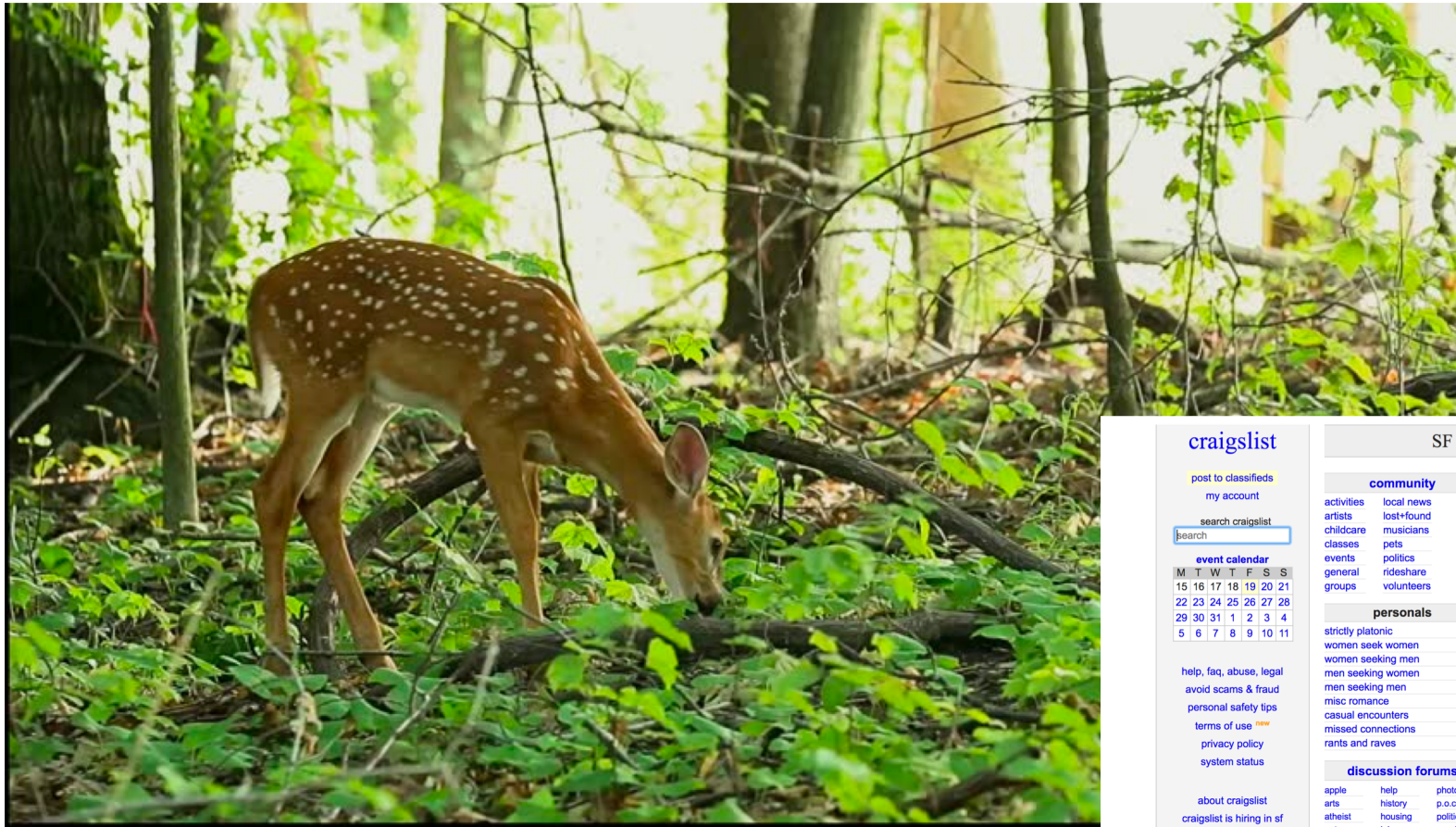
You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.
When: February 20th, 2019 at 9:30pm.
Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

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

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

The screenshot shows the Craigslist website for the San Francisco Bay Area. The page is organized into several columns and sections:

- Navigation:** "SF bay area" with filters for "sf", "sby", "eby", "pen", "nby", "scz".
- Community:** A grid of categories including "activities", "artists", "childcare", "classes", "events", "general", "groups", "local news", "lost+found", "musicians", "pets", "politics", "rideshare", "volunteers", "strictly platonic", "women seek women", "women seeking men", "men seeking women", "misc romance", "casual encounters", "missed connections", "rants and raves".
- 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", "[part-time]".
- For Sale:** "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", "arts", "atheist", "autos", "beauty", "bikes", "celebs", "comp", "crafts", "diet", "divorce", "dying", "eco", "educ", "help", "history", "housing", "jobs", "jokes", "kink", "legal", "linux", "m4m", "manners", "marriage", "media", "money", "motocv", "photo", "p.o.c.", "politics", "psych", "queer", "recover", "religion", "romance", "science", "spirit", "sports", "tax", "travel", "tv".
- Services:** A section at the bottom with various service listings.
- Right Sidebar:** "nearby ct" with a list of cities like "bakensfield", "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", "rossburg", "sacramento", "san luis obispo", "real estate", "santa barbara", "santa maria", "siskiyou co", "siskiyou", "susarville", "ventura", "visalia-tulare", "yuba-sutter". Below this is "us cities" and "ct worldwide".
- Footer:** "english" language selector.

Homework 1 due Tuesday @ 11:59pm

(but accepted until Wednesday 11:59pm)

Homework 1:

Usability Heuristics and Information Design

Warm up: due Friday 1/21 @ 11:59pm on Courseworks

Main: due Tuesday 1/25 @ 11:59pm on Courseworks.

We will accept the Main assignment without late penalty until Wednesday 1/26 @ 11:59pm

- **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?”

Office Hours



Office Hours - UI Design Spring 22



File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

Rich text editor toolbar with icons for undo, redo, bold, italic, strikethrough, text color, background color, bulleted list, numbered list, link, unlink, insert table, and search.

	A	B	C	D	E	F	G
1	Weekday	Time	Name	Private Zoom link	Name	Private Zoom link	Name
2							
3	Sundays	6:00 PM	?				
4							
5	Mondays	5:30-6:30 pm	Lydia	https://columbiauniversity.zoom.us/j/7807461970			
6		6:00 PM	Audrey	no pro acct yet			
7		7:00 PM	w				
8							
9	Tuesdays	11:00 AM	Aditi Dam	https://columbiauniversity.zoom.us/j/7932928441?pwd=VlElidFcyR2RZWGZhUkZsVjZlZE9xUT09			Casey
10		12:00 PM	George Cherian	https://columbiauniversity.zoom.us/j/91440875345?pwd=WXhJRjJQY2ZRekFPY1JPc2ILS1V5dz09	Audrey		Casey
11		1:00 PM	SWAPNIL PALIV	https://columbiauniversity.zoom.us/j/8634556879?pwd=UGVCeEZIR3dBTGE2eE1zU3ROcnZmQT09			
12		2:00 PM	Lisa Jeong	No pro acct yet			
13		3:00 PM	Molly McNutt	https://columbiauniversity.zoom.us/j/96601569250?pwd=eUREWWZQd09LlMlPmNmJE2TWJNayswUT09			
14		4:00 PM	Molly McNutt	https://columbiauniversity.zoom.us/j/96601569250?pwd=eUREWWZQd09LlMlPmNmJE2TWJNayswUT09			
15		5:00 PM	Megha	https://columbiauniversity.zoom.us/j/99704201330?pwd=RIVSdWt6dzQ0bm9xM3Vzc3VQdGE5UT09			
16		6:00 PM	Sofia	No pro acct yet			
17		7:00 PM	Sofia	No pro acct yet			
18		8:00 PM	?				
19		9:00 PM	Andreas	meet.google.com/rzu-acev-kjt			
20							
21	Wednesdays	(probably not needed)					
22							
23	Thursdays	12:00 PM	George Cherian	https://columbiauniversity.zoom.us/j/91440875345?pwd=WXhJRjJQY2ZRekFPY1JPc2ILS1V5dz09			
24		6:00 PM	?				
25		7:00 PM	?				
26							

UI Design '22 ▾ ✎

oh-waiting-room ▾

OH Staff Schedule and ... OH Queue +

All DMs

Mentions & reactions

Saved items

Slack Connect

More

Starred

staff

Channels

general

oh-waiting-room

random

+ Add channels

Direct messages 2

This is the very beginning of the #oh-waiting-room. You created this channel yesterday. [Add description](#)

[+ Add people](#)

lydia 9:03 PM
joined #oh-waiting-room.

B I

Send a message to #oh-waiting-room

[+](#) [@](#) [Aa](#)

Put yourself in the queue, and a TA will reach out on slack.



Office Hours Queue ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

↶ ↷ 🖨 📄 | 100% ▾ | \$ % .0_ .00 123 ▾ | Default (Ari... ▾ | 10 ▾ | **B** *I* ~~S~~ A | 🔍 🏠 🔄 ▾ | ☰ ▾ | ⏴ ⏵ ▾

C13 | *fx*

	A	B	C	D	E
1	slack name	Time you put yourself in the queue	what problem number?	any other details.	TA who will help you (for staff use only)
2					
3	lydia	11:50 PM	1a	i need help getting started	ANYONE!!!!
4	drashko	11:53	12c	I know my answer is right, I just want to show off and waste TA time.	everyone!!!!
5	elmo	12:01	5a,b,c,		george, if possible
6					
7					
8					

User Interface Design

COMS 4170 · Spring 2022

[Home](#)

[Grading](#)

[Syllabus](#)

[Ed Forum](#)

Our Goals:

1. Understand users and build websites that suit the needs and abilities.
2. Design useable systems through iteration and feedback.

INSTRUCTOR

[Prof. Lydia Chilton](#)

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

Please contact staff through [Ed](#) or Slack

TA OFFICE HOURS

The list of [TA office hours](#) is [here](#)

To attend office hours, hang out in the Slack channel "oh-waiting-room".

Add yourself to the [OH queue here](#) (and pinned to the oh-waiting-room slack channel. A TA will ping you on slack when they're ready for you. Feel free to chat with other students in the waiting room channel.

WEEKLY SCHEDULE

Monday, Wednesday

4:10–5:25pm

IAB 417

Homework

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My Implementation of the Tinder Problem


← → ↻ ⓘ File | /Users/lydiachilton/Dropbox/Columbia/Teaching/4170/Spring2022/hw/hw1/tinder/tinder.html

tinder



Sean Rad, 29 

Verified

 Like me on Tinder