

# Visual Information Design

Prof. Lydia Chilton  
COMS 4170  
22 January 2024

# HW1 accepted until Wednesday 11:59pm

## **Homework 1:**

### **Usability Heuristics, Information Design, HMTL**

Warm up: due Friday 1/19 @ 11:59pm on Courseworks

Main: due Tuesday 1/23 @ 11:59pm on Courseworks.

Assignments will be accepted as on time until Wednesday 1/24 @ 8am

**Warm-up:**

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

# Office Hours

Columbia University

## User Interface Design

COMS 4170 · Spring 2024

Home Grading Syllabus Ed Forum

Add it to your  
google calendar

**INSTRUCTOR**  
Prof. Lyora Chilton  
OH: Mondays 2:30-3:30 in CEPSR 612  
Please contact staff through [Ed](#) or Slack (coming soon)

**TA OFFICE HOURS**  
The office hours times and locations are on the calendar below. You can view or subscribe to the calendar here: [google calendar](#).  
The calendar include zoom/hangouts links for remote OH.

**WEEKLY SCHEDULE**  
Monday, Wednesday  
1:10-2:25pm  
IAB 417

**UI Design OH**  
Today Jan 21 - 27, 2024

	Sun 1/21	Mon 1/22	Tue 1/23	Wed 1/24	Thu 1/25	Fri 1/26	Sat 1/27
10am		10 - 11 Sarah's OH Mudd CS TA Room	10 - 11 Sarah's OH Mudd CS TA Room				
11am			11 - 1p Amelia's OH <a href="https://columbiauniversity.zoom.us/j/7951768852?pwd=VWpOUkxkOYV">https://columbiauniversity.zoom.us/j/7951768852?pwd=VWpOUkxkOYV</a>				
12pm							
1pm			1:10p - 2:10p Kynneddy's OH GOOGLE MEET		1:10p - 2:10p Kynneddy's OH CA TA Room		
2pm					2:30p - 4:30p Luiza's OH	2p - 4p Jennifer's OH CS TA Room	
3pm							
4pm			4p - 6p Ben's OH GOOGLE MEET		4p - 6p Kaitlyn's OH Milstein 502 (Barnard)		
5pm		5p - 7p Esteban's OH Barnard Help room		5:15p - 7:15p Lidia's OH CS TA Room Mudd			
6pm		6p - 7p Asia's Office Milstein 502					
7pm					7p - 8p Asia's OH (UI) Milstein 502		
8pm		8p - 10p Grace's OH					
9pm							

Events shown in time zone: Eastern Time - New York

Google Calendar

# Review Quiz: 10 Usability Heuristics

The fun kind of quiz with no grade!

# Nielsen's 10 Usability Heuristics

1. Visibility of system status
2. Match the real world
3. User control and freedom
4. Consistency and Standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Recover from Errors
10. Help and documentation

# Quiz 1

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# Quiz 1

1. Visibility of system status
- 2. Match the real world**
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# QUIZ 2

1. Visibility of system status
2. Match the real world
3. User control and freedom
4. Consistency and Standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
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10. Help and documentation

Processing Payment... Do not refresh this page.





# QUIZ 2

## 1. Visibility of system status

2. Match the real world

3. User control and freedom

4. Consistency and Standards

## 5. Error prevention

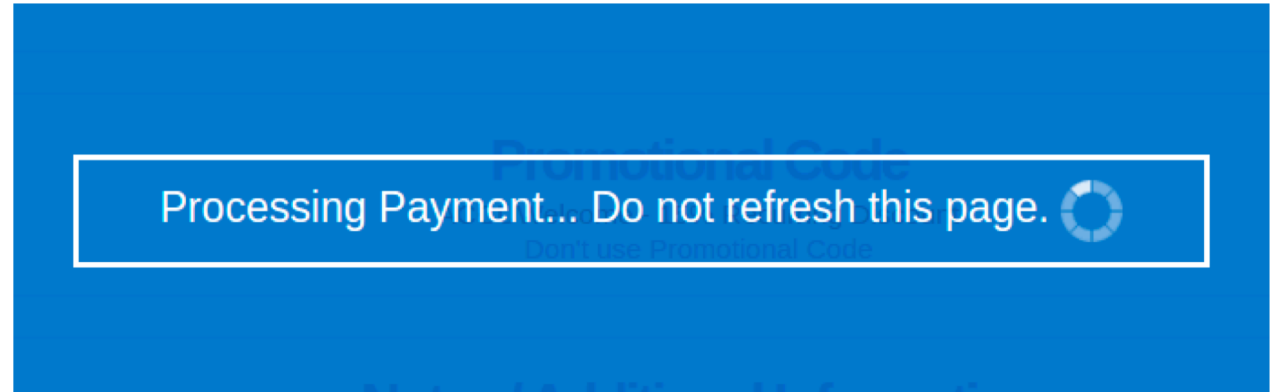
6. Recognition rather than recall

7. Flexibility and efficiency of use

8. Aesthetic and minimalist design

9. Recover from Errors

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# Quiz

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# Visual Information Design

Prof. Lydia Chilton  
COMS 4170  
22 January 2024

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 on his sword; I quietly take to the ship. There is nothing I so much prize as a ship, but 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 Marston, set round by wharves as Indian isles by coral reefs, whose surf and shrouded towers, like some queen, surveys all her maritime surroundings 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  
• 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

**SALADS**  
All salads can be made "gluten and/or dairy free"

**FISH OF THE DAY** choice of one side • 20  
• 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 Brisket 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

**STEAK OF THE DAY** choice of one side • 25  
• Homemade Veggie Burger: with mashed avocados, spicy tomato jam, and red onion, topped with house-made aioli, house-made pickled onions, house-made aioli crostini • 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**  
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 • 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 guitar. Where would you look?

The screenshot shows the Craigslist interface for the SF bay area. The main navigation bar includes 'SF bay area' and location filters (sfc, sby, eby, pen, nby, scz). The left sidebar contains user options like 'post to classifieds', 'my account', and a search bar. The main content area is divided into several sections: 'community', 'housing', 'jobs', 'personals', 'discussion forums', 'for sale', 'services', and 'gigs'. The 'for sale' section is highlighted with a black box, and the 'music instr' link is also highlighted. The right sidebar shows a language dropdown set to 'english' and a 'nearby cl' list of cities.

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, illustrating an information hierarchy:

- Header:** "craigslist" logo and "SF bay area" with location filters (sfc, sby, eby, pen, nby, scz).
- Left Sidebar:** Contains utility links such as "post to classifieds", "my account", "search craigslist", and "event calendar".
- Main Content Area:** Divided into three primary columns:
  - community:** Lists categories like local news, artists, childcare, etc.
  - housing:** Lists categories like apartments, housing swap, real estate, etc.
  - jobs:** Lists categories like accounting, admin, engineering, etc.
- Bottom Section:** Includes "discussion forums" (e.g., apple, arts, atheist), "for sale" (e.g., antiques, furniture), "services" (e.g., automotive, legal), and "gigs" (e.g., computer, event).
- Right Sidebar:** Features a "nearby cl" list of other cities and a "worldwide" section.

To help users find relevant or interesting things.

And you will read this last

**You will read  
this first**

**And then you will read this**

Then this one

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

# 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...

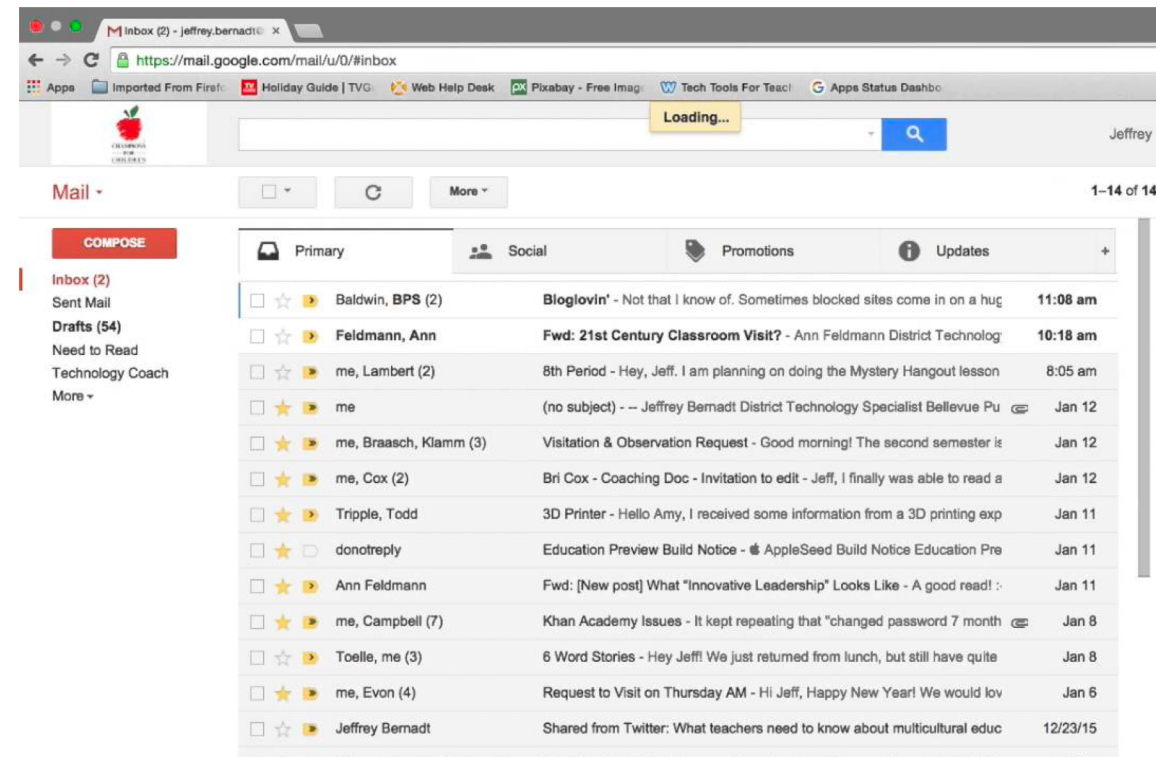
[--- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' ---]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

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

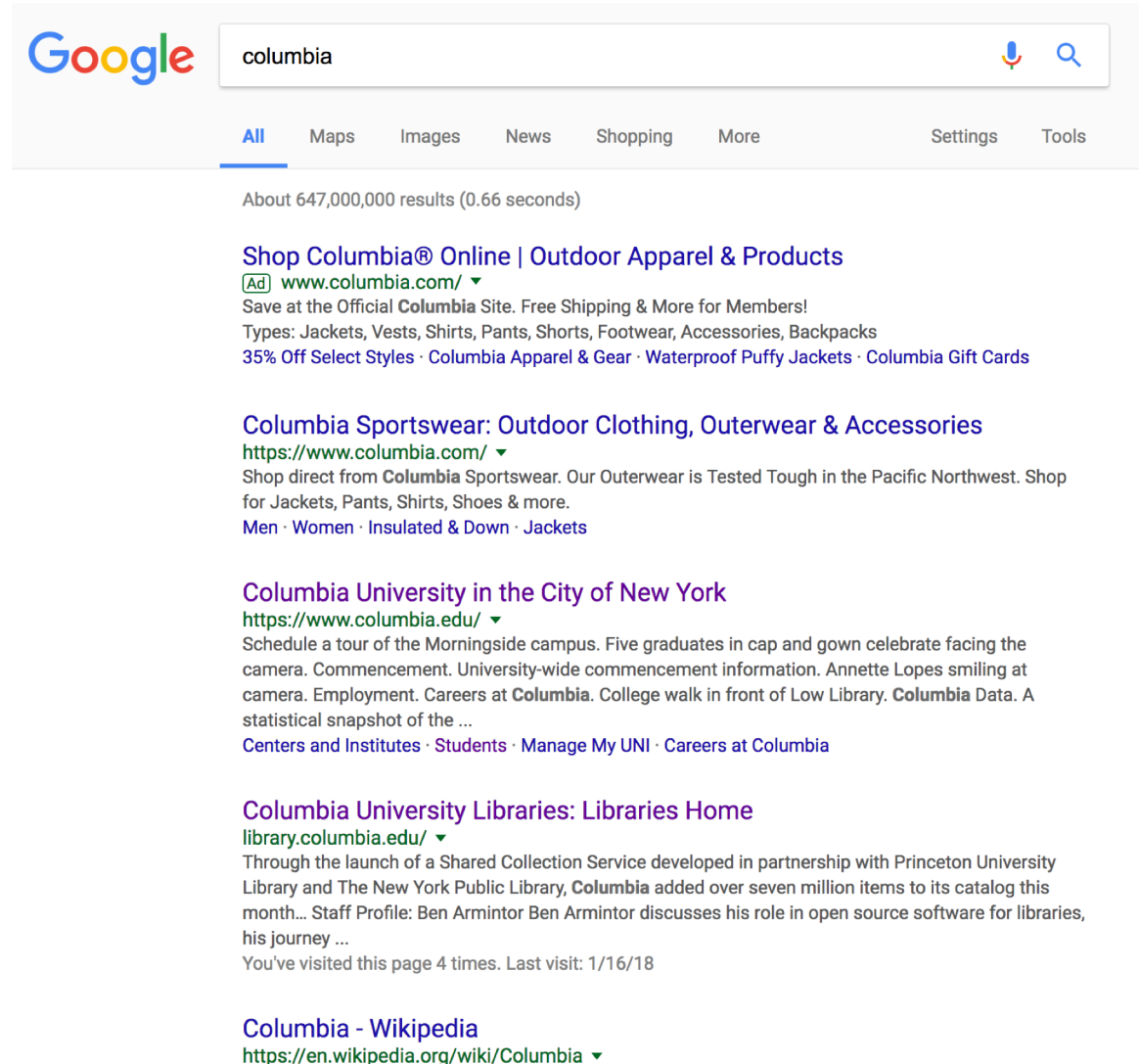
# Let's look at examples!

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.

# Goal: Get to the Columbia Homepage.

## What information helps the user achieve this?



Google search results for "columbia".

Search bar: columbia

Navigation: All (selected), Maps, Images, News, Shopping, More, Settings, Tools

About 647,000,000 results (0.66 seconds)

**Shop Columbia® Online | Outdoor Apparel & Products**  
[www.columbia.com/](https://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

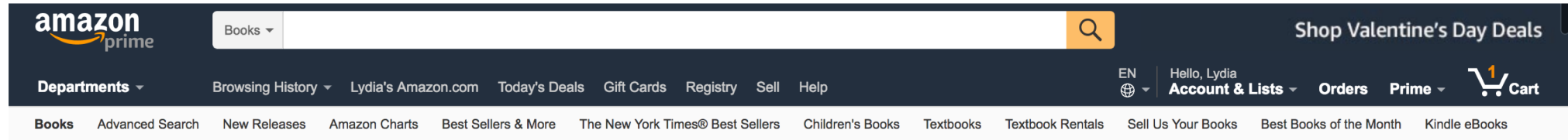
**Columbia University in the City of New York**  
<https://www.columbia.edu/>  
Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at Columbia. College walk in front of Low Library. Columbia Data. A statistical snapshot of the ...  
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 ...  
You've visited this page 4 times. Last visit: 1/16/18

**Columbia - Wikipedia**  
<https://en.wikipedia.org/wiki/Columbia>

# Goal: Buy a specific book.

## What information helps the user achieve this?



### 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

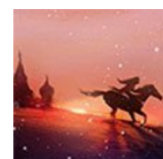
- Kindle eBooks
- Kindle Deals
- Kindle Unlimited
- Prime Reading
- Spanish Kindle eBooks

### Textbooks

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

The carousel displays five book covers. From left to right: 1. 'The Craft of Research, Third Edition' by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams. 2. 'A Manual for Writers of Research Papers, Theses, and Dissertations, 7th Edition' by Kate L. Turabian and Wayne C. Booth. 3. 'Academic Writing for Graduate Students, 3rd Edition' by John M. Swales and Christine B. Feak. 4. 'The Craft of Research, 2nd Edition' by Wayne C. Booth and Joseph M. Williams. 5. 'A Manual for Writers of Research Papers, Theses, and Dissertations, Ninth Edition' by Kate L. Turabian and Wayne C. Booth. Below each cover is a title link, author information, format (Paperback), a star rating with the number of reviews, and the price with a Prime logo.

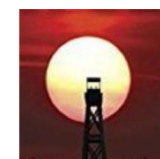
### More from the Amazon Book Editors



Best Books of the Month



Celebrity Picks 2017



Best Books of 2017



Amazon Book Review

# Goal: Watch an educational(?) video. What information helps the user achieve this?

YouTube search bar: windows 95 jennifer aniston matthew perry

Up next

- Friends - The One that Goes Behind the Scenes**  
Favorite Videos ✓  
1.8M views  
42:30
- S11 E08 Would I Lie to You? - S11 E08 (NEW WILTY 19th January)**  
David Mitchell  
Recommended for you  
New  
28:34
- Actor Replacements That Totally Ruined The Show**  
Looper ✓  
3M views  
10:04
- Inside Matthew Perry's Tragic Real Life Story**  
Nicki Swift ✓  
952K views  
5:07
- Friends - ET On VH1: Behind The Friends Finale**  
Favorite Videos ✓  
1M views  
42:29
- Microsoft Windows 95 REACT S7 · E19 TEENS REACT TO WINDOWS 95**  
FBE ✓  
12M views  
8:27
- Friends - Ross and Monica's Cousin**  
Favorite Videos ✓  
3.6M views  
4:53

Windows 95 Video Guide with Matthew Perry & Jennifer Aniston  
216,782 views  
2K likes, 48 comments, SHARE, ...

**Favorite Videos** ✓  
Published on Dec 12, 2016  
SUBSCRIBE 201K

Watch all about the show Friends in a single playlist - <https://www.youtube.com/playlist?list...>  
Subscribe and watch scenes from all seasons of Friends on my channel - <https://www.youtube.com/channel/UCA8V...>  
SHOW MORE



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

# Here is some 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>, 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>.

Is it possible to read this information?

Yes

What's the user's goal with this information? (what are they going to do with it?)

Decide whether to go and respond.

Can we improve it to make that goal easier?

Yes!

What would you do first?

# Step 1. Group related information into chunks

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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, emphasize the most important information.

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.

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You are cordially invited to

**Robert and Alexandra's  
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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>.**

# Step 3. Consolidate into a few (3-5) semantically meaningful groups

## What it is?

You are cordially invited to

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

Wine and nibbles will be served.

## Logistics

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

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

## RSVP

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



# Step 3. Consolidate into a few (3-5) semantically meaningful 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>.**

# Step 4. Use the squint test to verify the Hierarchy of Information

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

When: **February** 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>.**

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 dinner party.

Wine and nibbles will be served. When  
February 20<sup>th</sup>, 2018 at 9:30pm. Where: the

pad. If you are unable to attend, please let us know by February 15<sup>th</sup> at [redacted].

February 15<sup>th</sup> at [redacted].

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

1

2

3

What makes some information look more important?

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

**It's big and bold!**

7 tools to *visually* convey  
importance

# 1. Conceptual Grouping:

## A few high-level visual 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>, 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>.

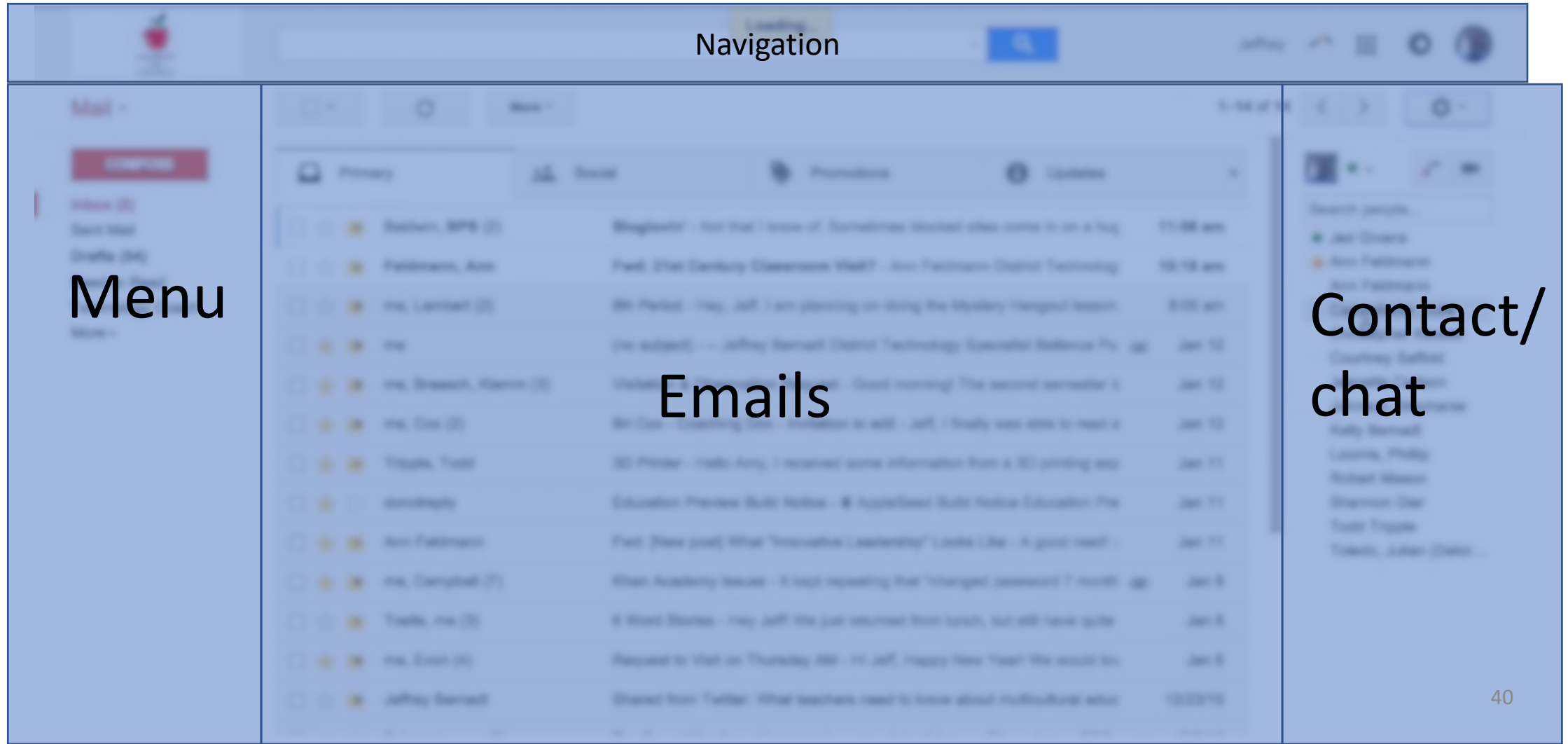
You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.

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>.

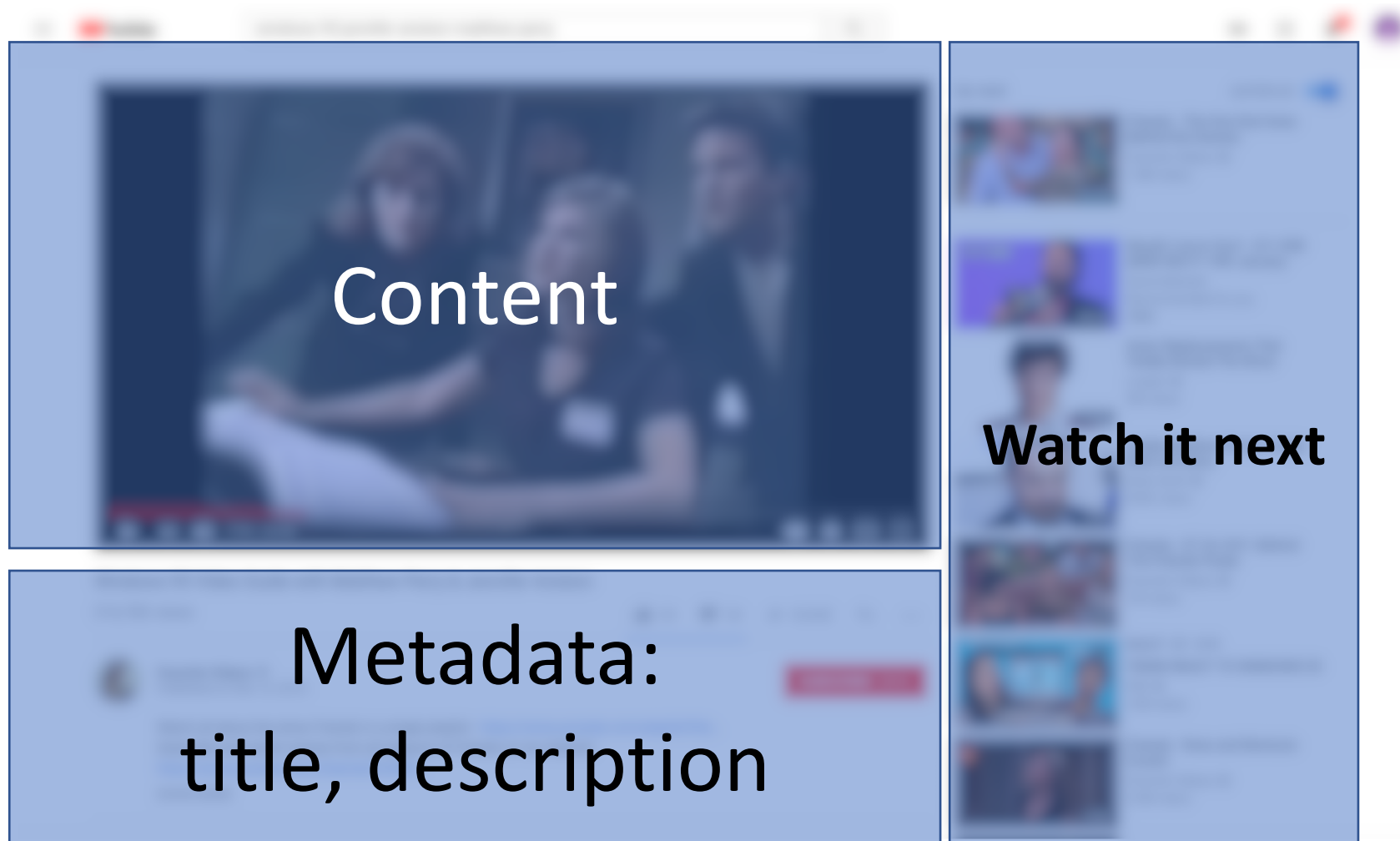
# 1. Conceptual Grouping:

A few high-level visual groups



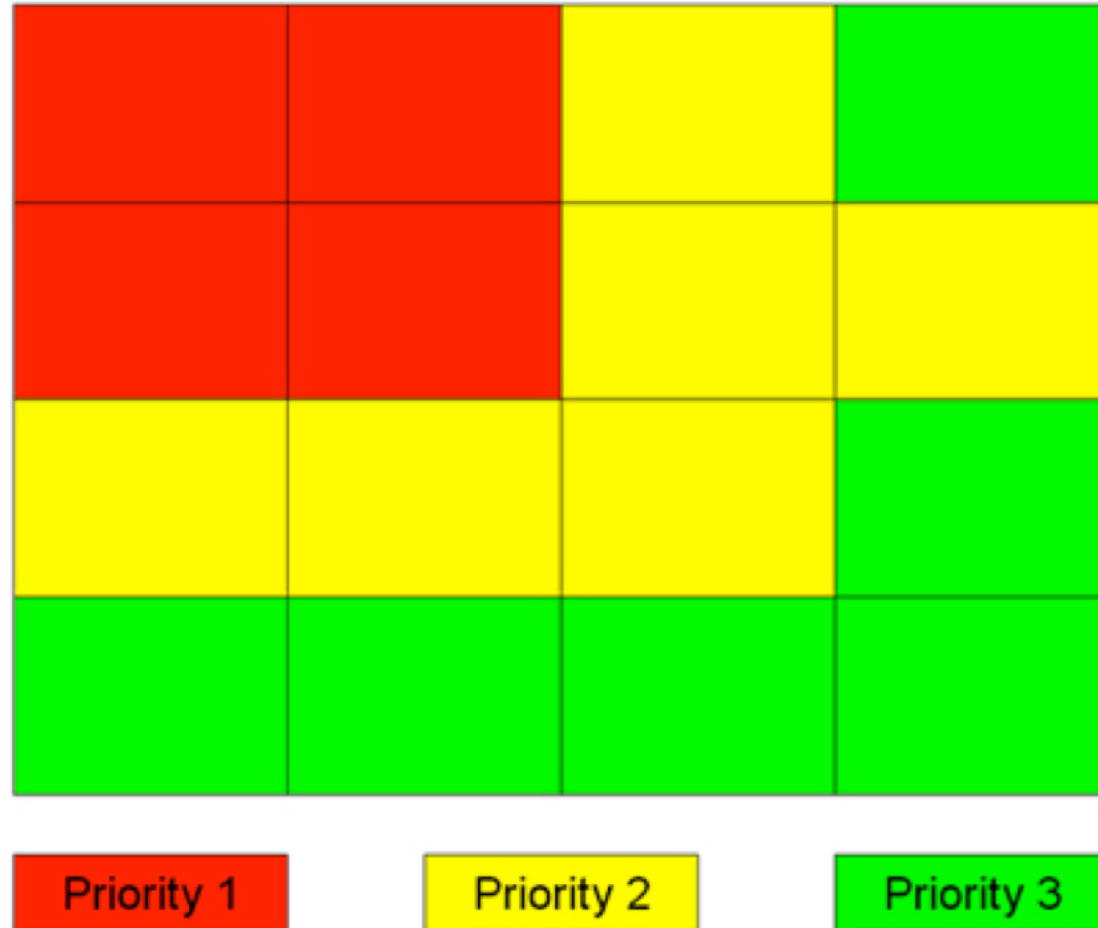
# 1. Conceptual Grouping:

A few high-level visual groups





## 2. Location indicates importance



## 2. Location indicates importance

Gaze Tracking shows the “F” Shape of attention



I did a sneaky thing with the example.

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>.**

I did a sneaky thing with the example.

You are cordially invited to

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

Wine and nibbles will be served.

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

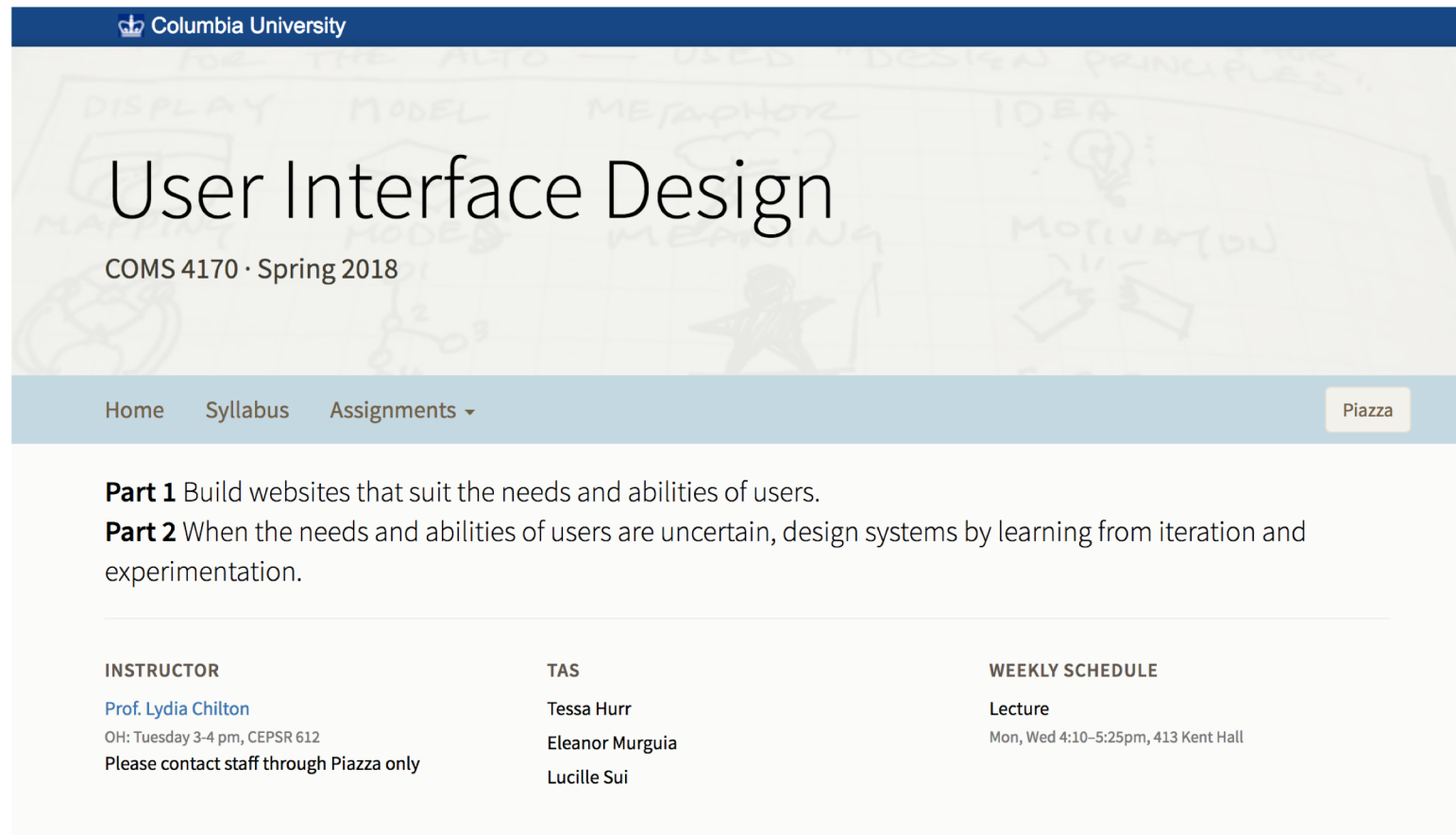
Where: **the pad**. If you need directions, ping us.

Kindly let us know if you will be attending by

**February**

**3**

# 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 the parts are three columns of information: '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.

---

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



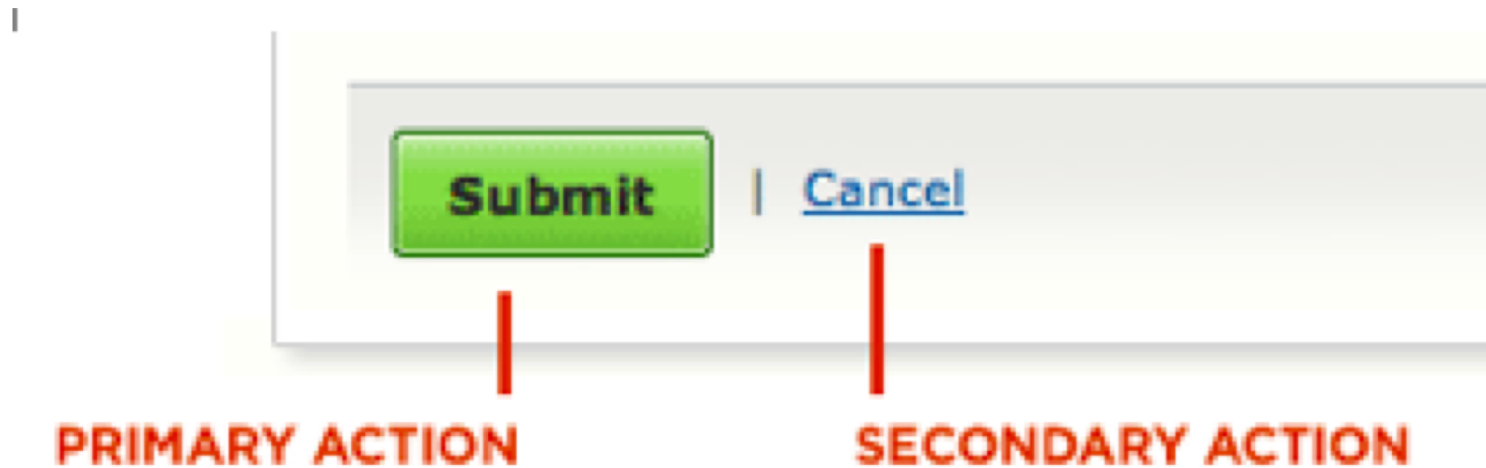
Mona Lisa



## 4. Size indicates importance



## 4. Size indicates importance



# 5. Contrast indicates importance (2 ways)

**Bold**  
increases  
contrast

Greyscale  
decreases  
contrast

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

Wine and nibbles will be served.

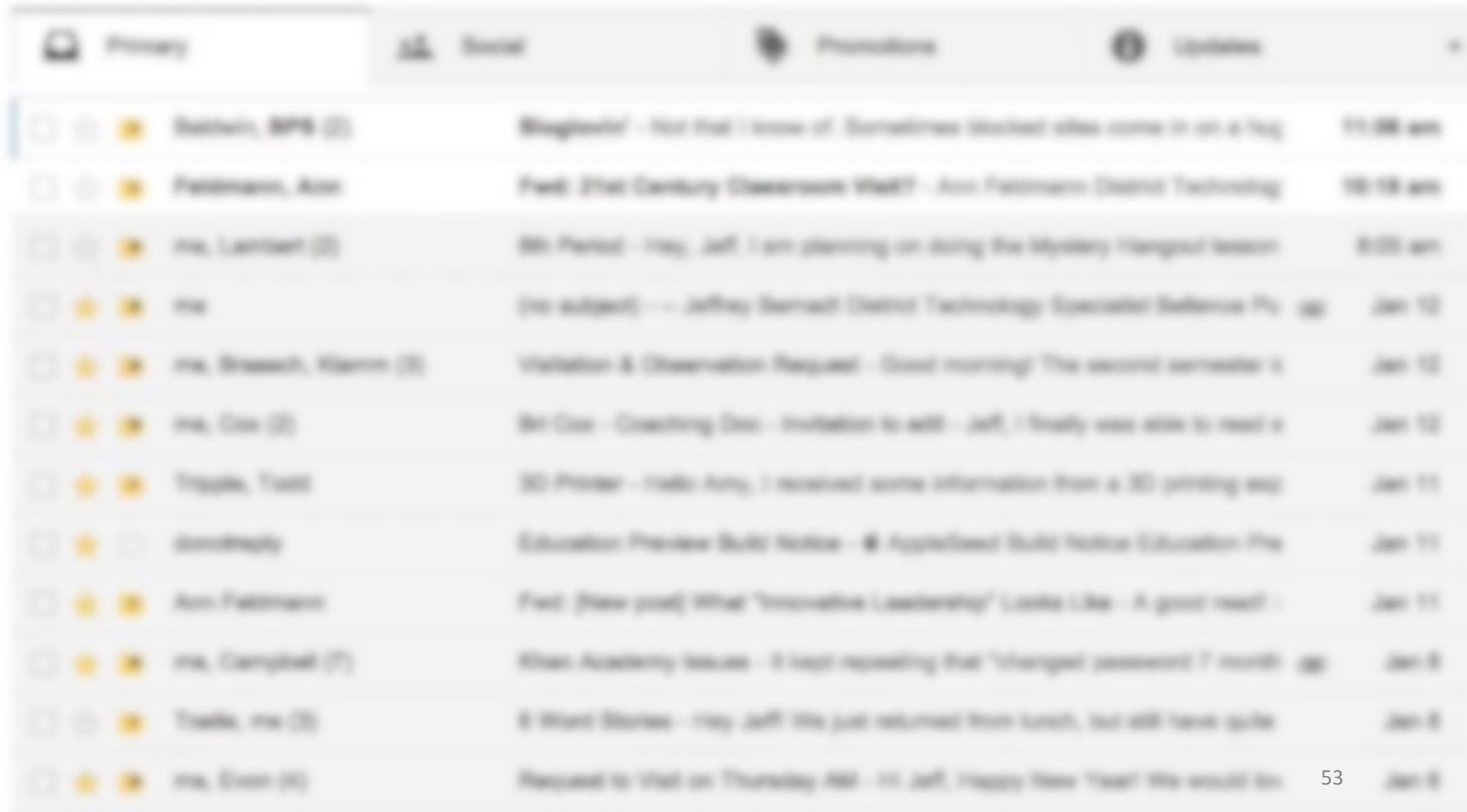
When: **February 20<sup>th</sup>, 2019 at 9:30pm.**  
Where: **the pad.** If you need directions, ping us.

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

# 5. Contrast indicates importance

**Bold**  
increases  
contrast

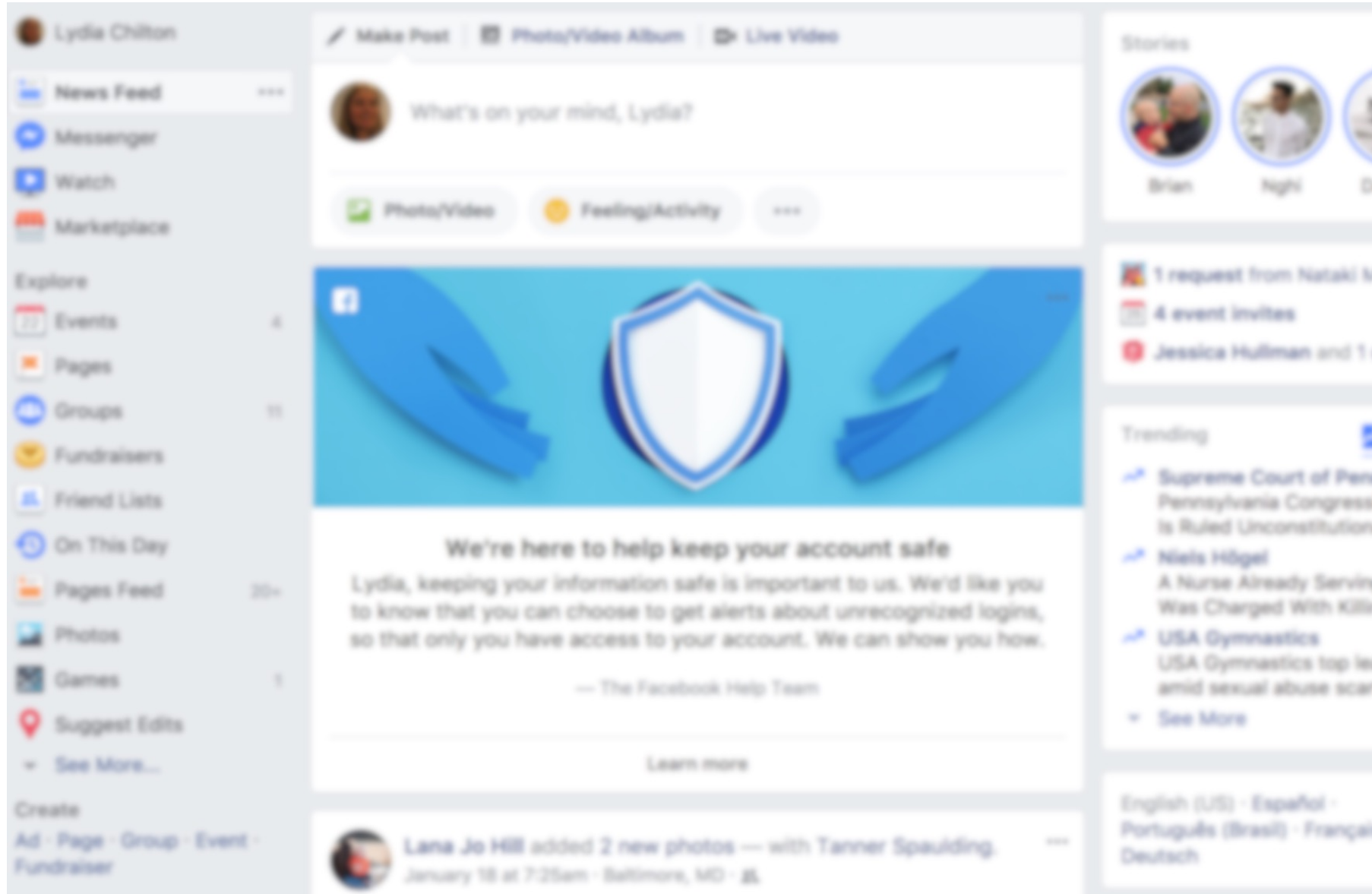
Greyscale  
decreases  
contrast



The image shows a screenshot of an email inbox. The top navigation bar includes icons for 'Privacy', 'Inbox', 'Promotions', and 'Updates'. The email list contains 12 entries. The first row is highlighted in blue and has bold text. The second row is in a lighter grey. The third row is in a medium grey. The fourth row is in a light grey. The fifth row is in a medium grey. The sixth row is in a light grey. The seventh row is in a medium grey. The eighth row is in a light grey. The ninth row is in a medium grey. The tenth row is in a light grey. The eleventh row is in a medium grey. The twelfth row is in a light grey. The text in the emails is partially legible, showing subject lines and snippets of content.

Sender	Subject	Time
Bethan, MPH (2)	Blogpost - Not that I know of. Sometimes Market also come in on a log	11:08 am
Feldman, Ann	Fact: 21st Century Classroom What? - Ann Feldman District Technology	10:18 am
Ms. Lambert (2)	Hi Peter - Hey, Jeff I am planning on doing the Mystery changed lesson	9:25 am
Ms.	(re subject) -- Jeffrey Bernard District Technology Specialist Reference Po	Jan 10
Ms. Branch, Karm (2)	Validation & Observation Request - Good morning! The second semester is	Jan 10
Ms. Cox (2)	Hi Cox - Coaching Doc - Invitation to sell - Jeff, I finally was able to read a	Jan 10
Travis, Todd	3D Printer - Hello Amy, I received some information from a 3D printing exp	Jan 11
Kimberly	Education Preview Built Notice - @ AppleDirect Built Notice Education Pre	Jan 11
Ann Feldman	Fact (New post) What "Innovative Leadership" Looks Like - A good read!	Jan 11
Ms. Campbell (2)	What Academy issues - I kept repeating that "changed password 7 month	Jan 9
Travis, Ms (2)	8 Word Stories - Hey Jeff! We just returned from lunch, but will have quite	Jan 9
Ms. Cook (2)	Request to Visit on Thursday AM - Hi Jeff, Happy New Year! We would lo	Jan 9


# 6. Images indicate importance



# 6. Images indicate importance

☰ COLUMBIA DALEY SPECTATOR 🔍

## ARTS & CULTURE



Mel's Burger Bar closing permanently on Sunday, management confirms

BY MANUELA SILVA  
• [DEC 15, 2023](#)

TikTok creator Eli Rallo, Journalism '21, blends memoir and advice in debut book

BY KRISTIN MERRILEES  
• [DEC 13, 2023](#)

Review: 'The Jerusalem Syndrome' provides a new testament to hope and belonging

BY SARAH SHAPIRO  
• [DEC 11, 2023](#)

Food for thought: Supper Club Dance

# 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

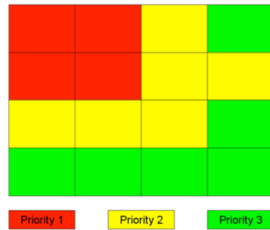
⚠️ The email provider does not appear to be valid.

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>.

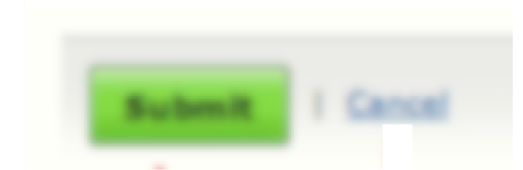
Conceptual grouping



Location



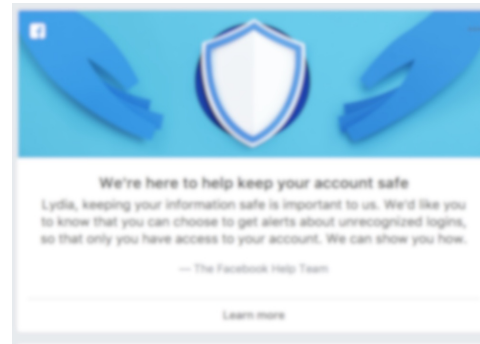
Whitespace



Size

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

Contrast



Images

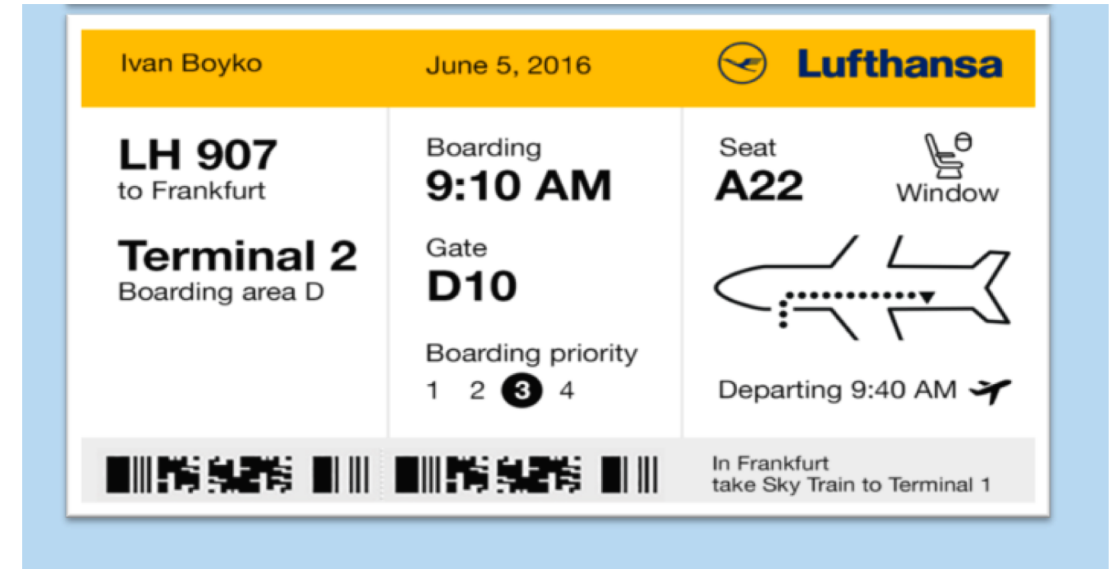


Color

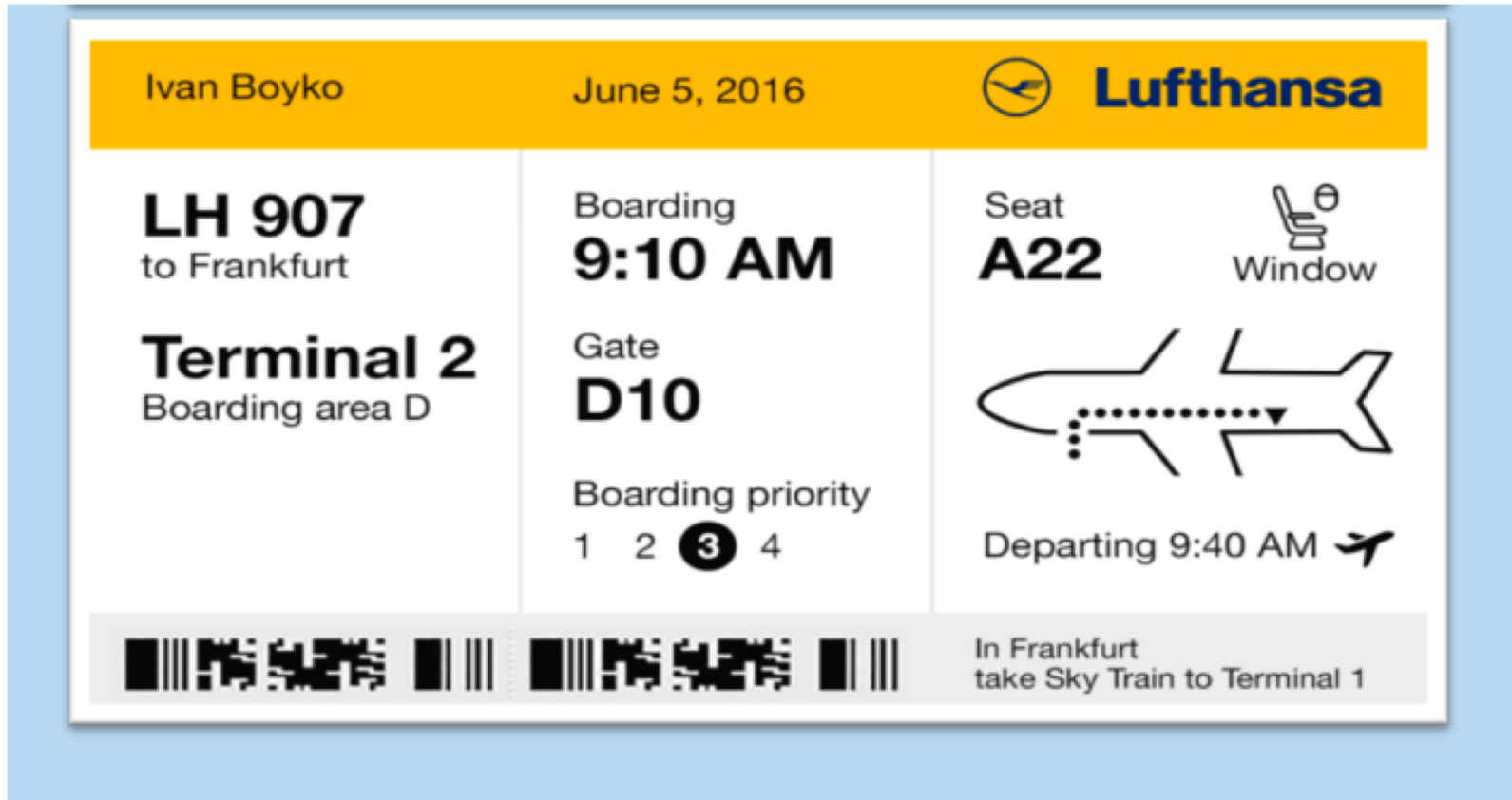


# 8. Violation: Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.



Let's analyze the boarding pass.



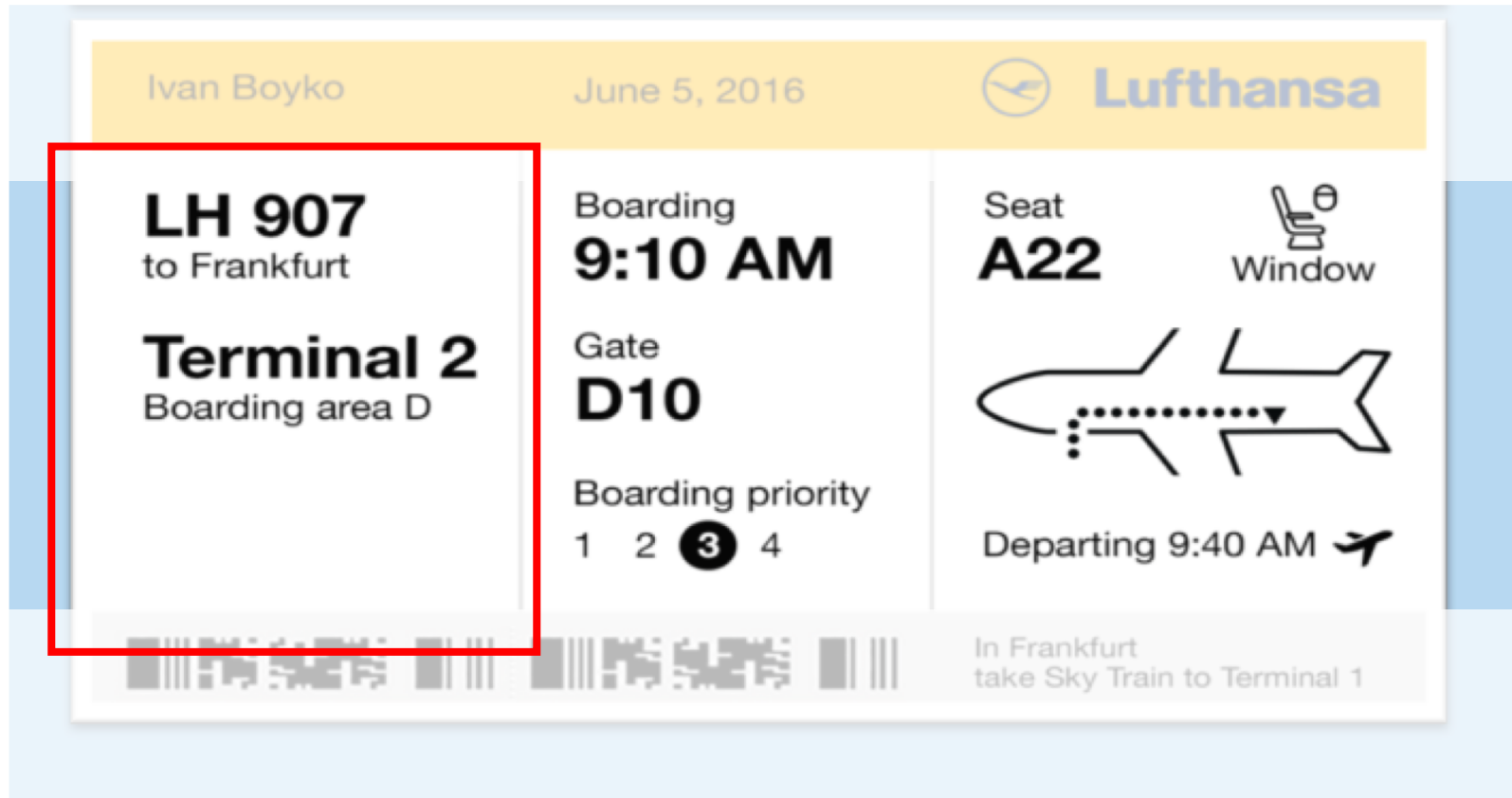
**Who is the user?**

Someone taking a flight to Frankfurt

**What's the primary goal?**

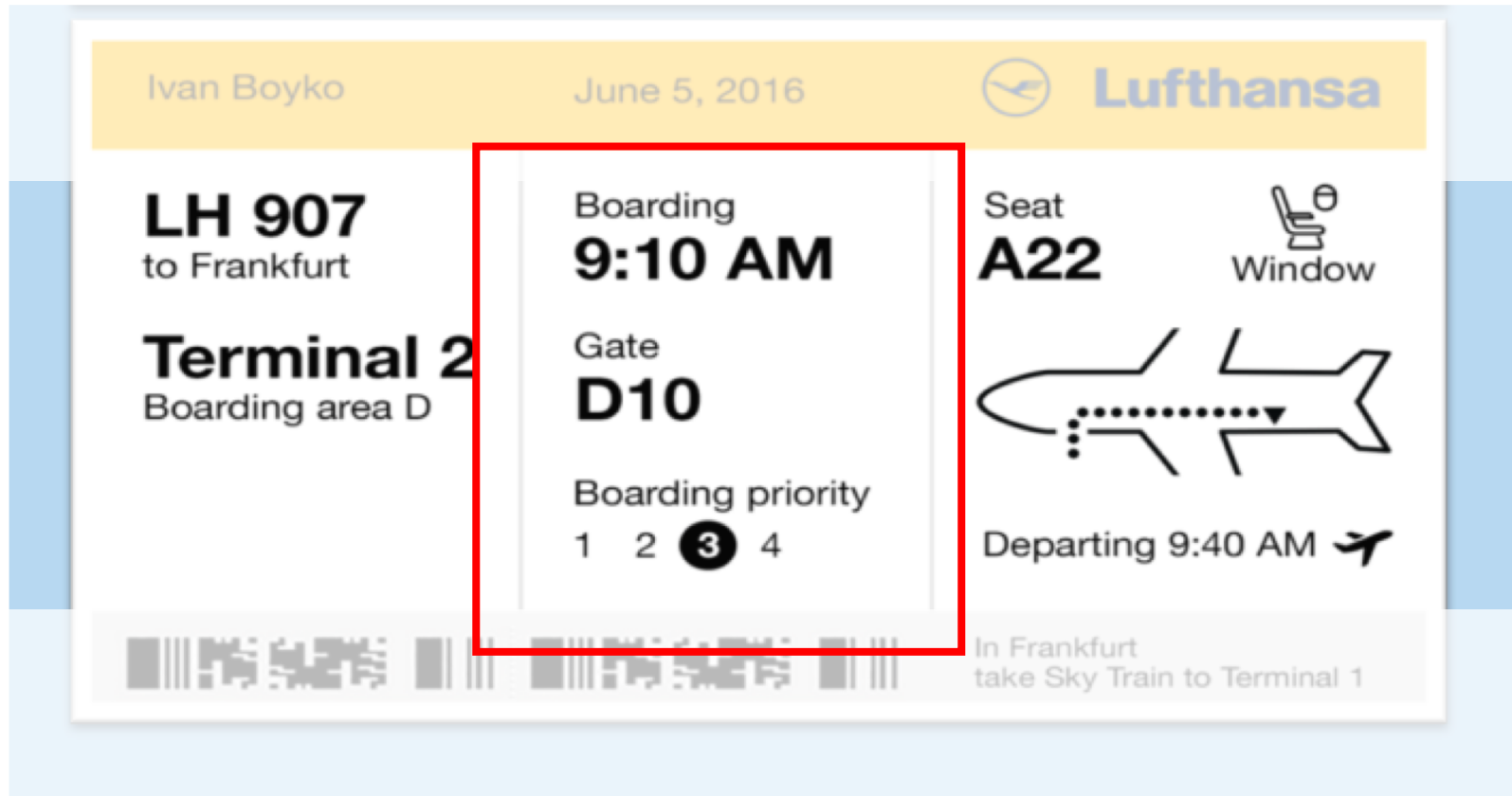
To get from home to their seat on the plane.

What's the concept behind group 1?



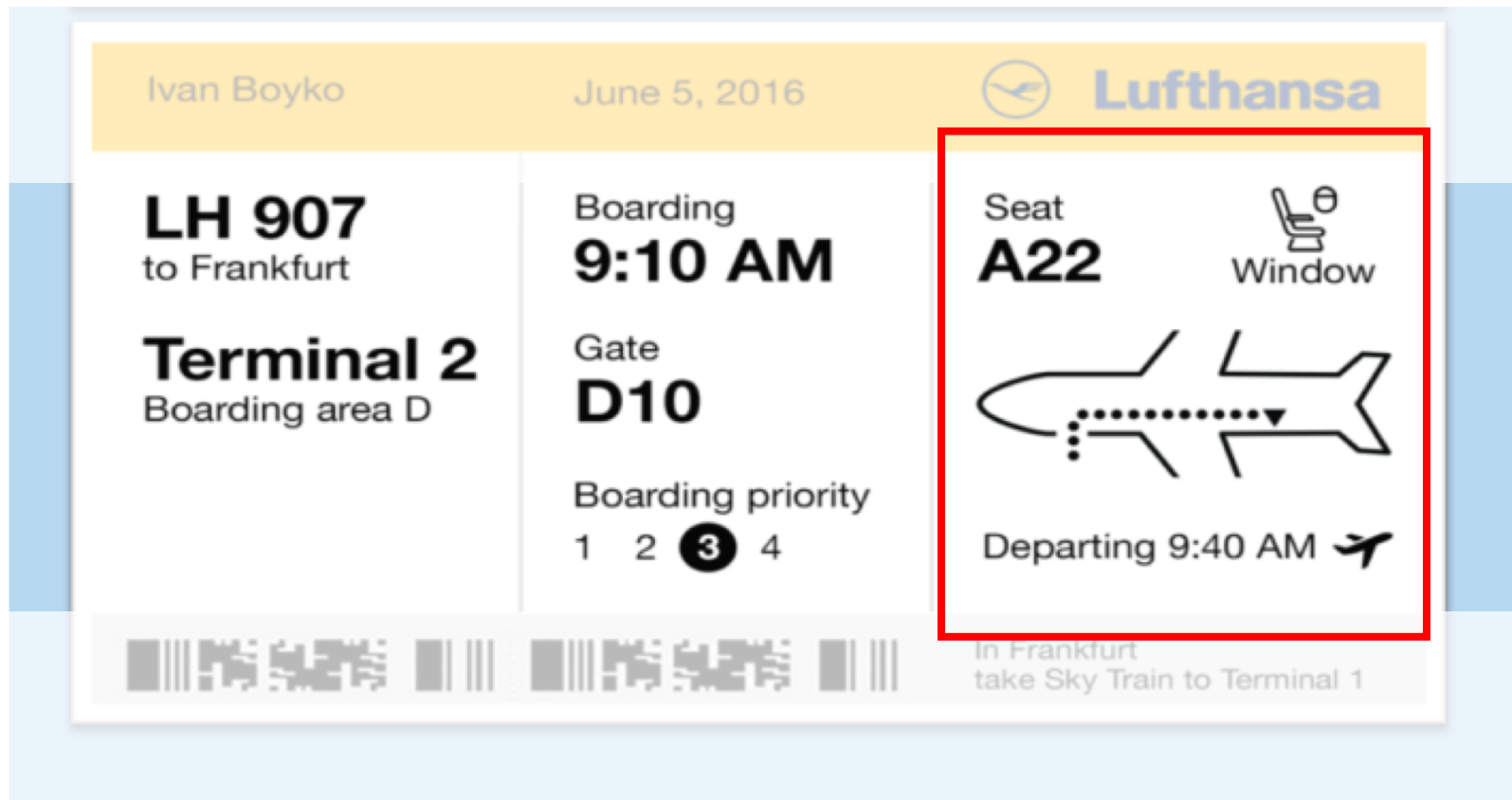
“get-to-the-terminal”

What's the concept behind group 2?



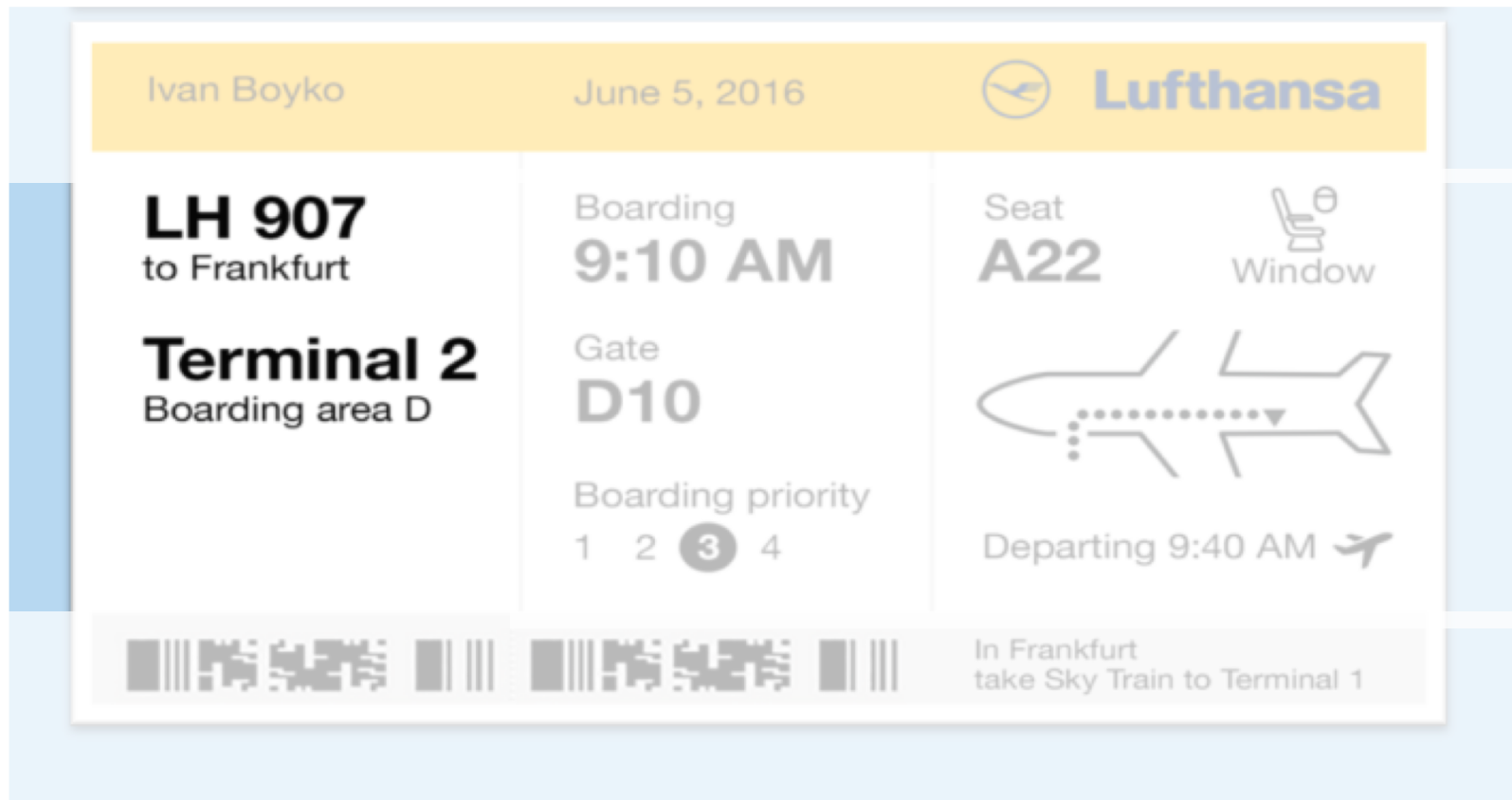
“Get on board”

What's the concept behind group 3?



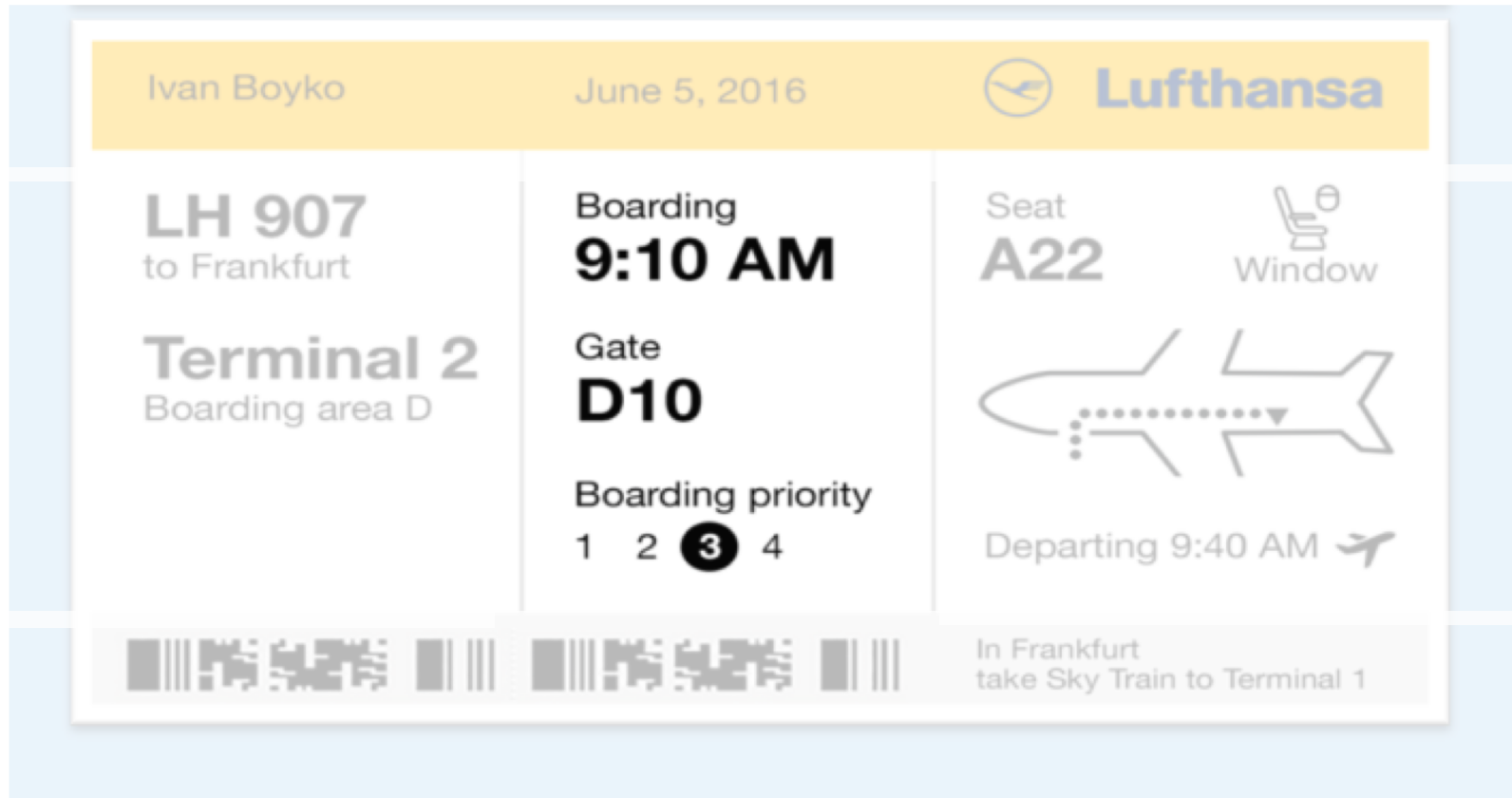
“Find your seat”

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



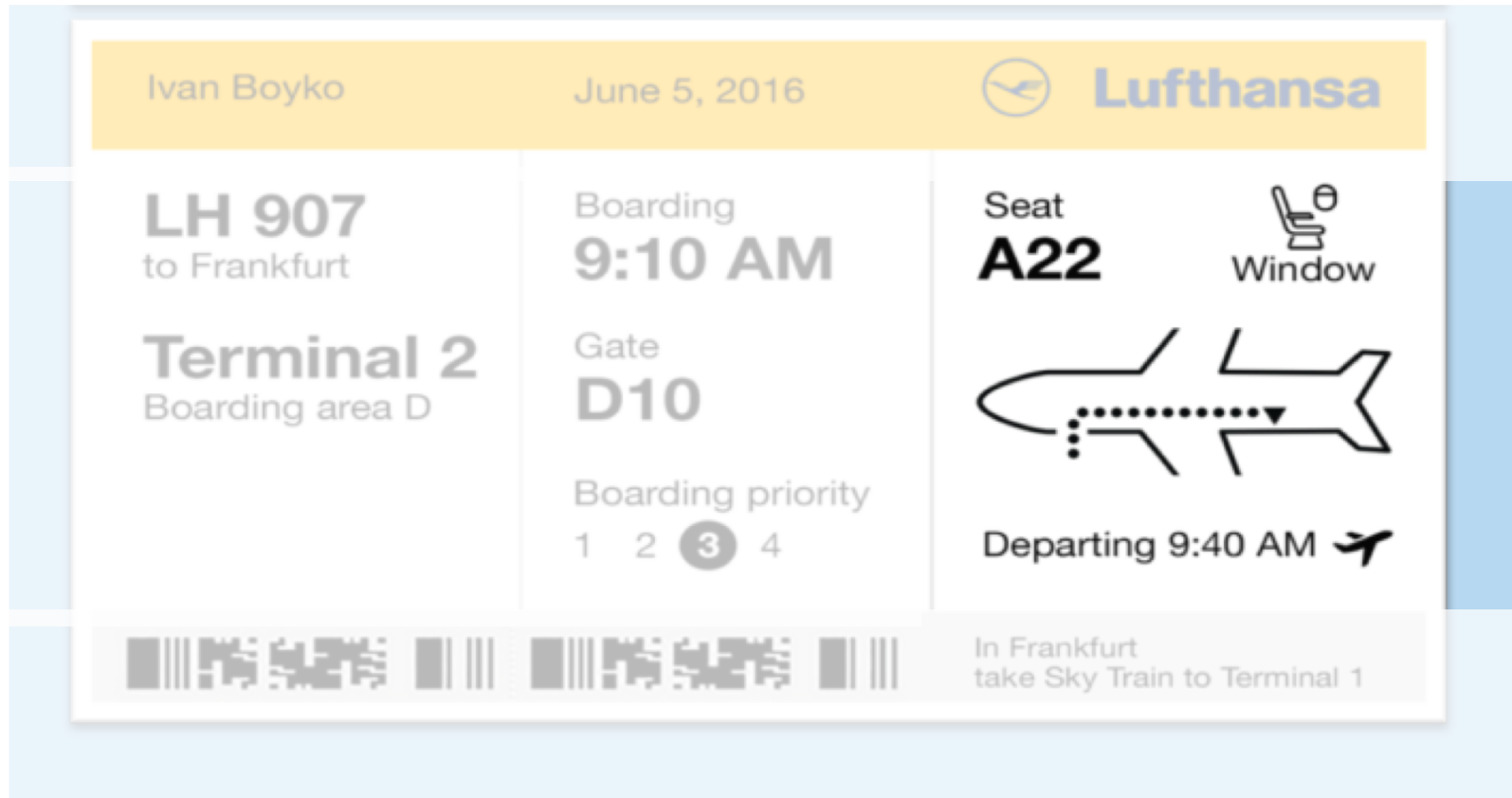
- Whitespace
- Size
- Contrast
- Order

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



- Whitespace
- Size
- Contrast

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



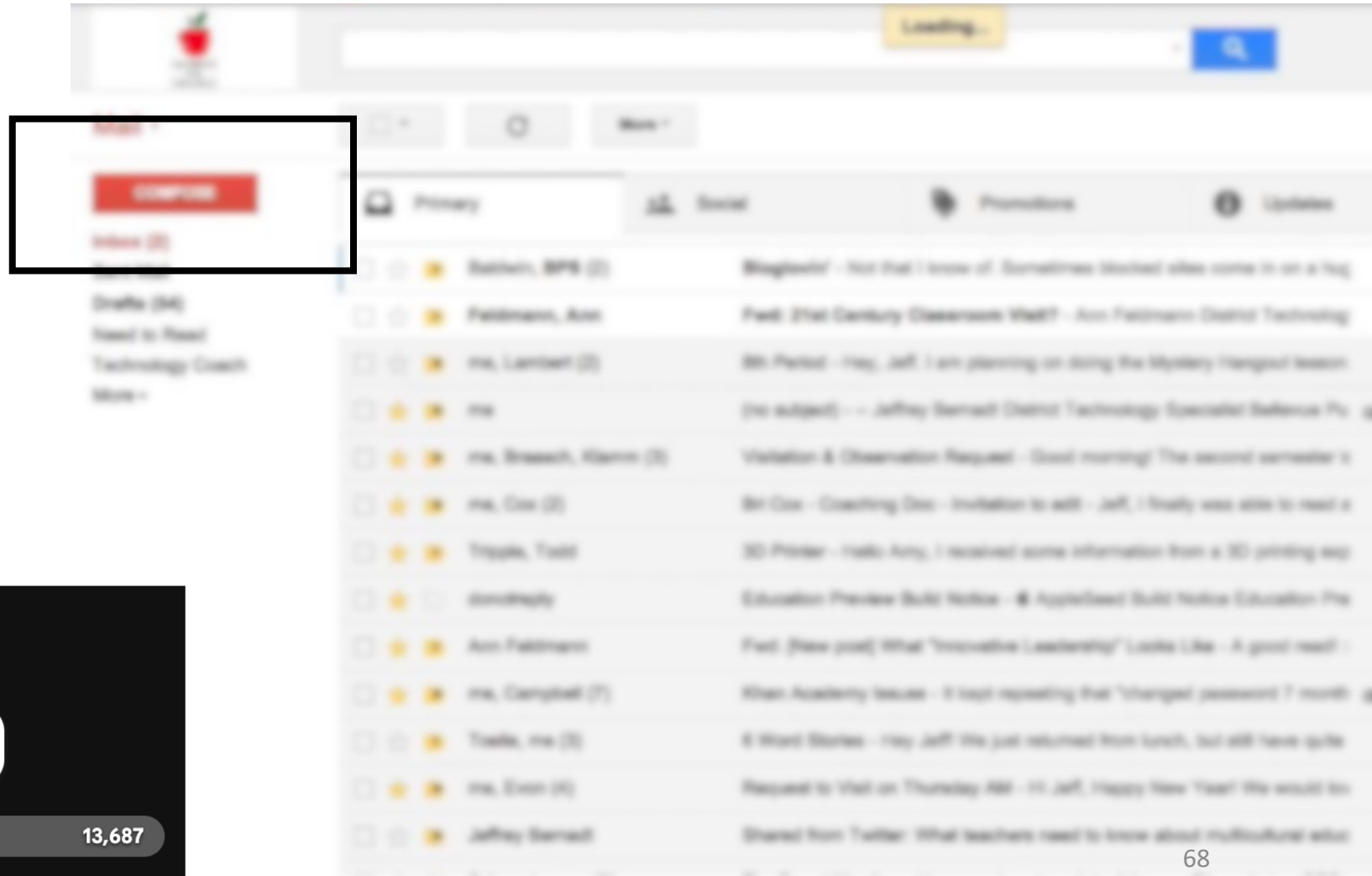
- Images
- Size
- Contrast



Using the tools together

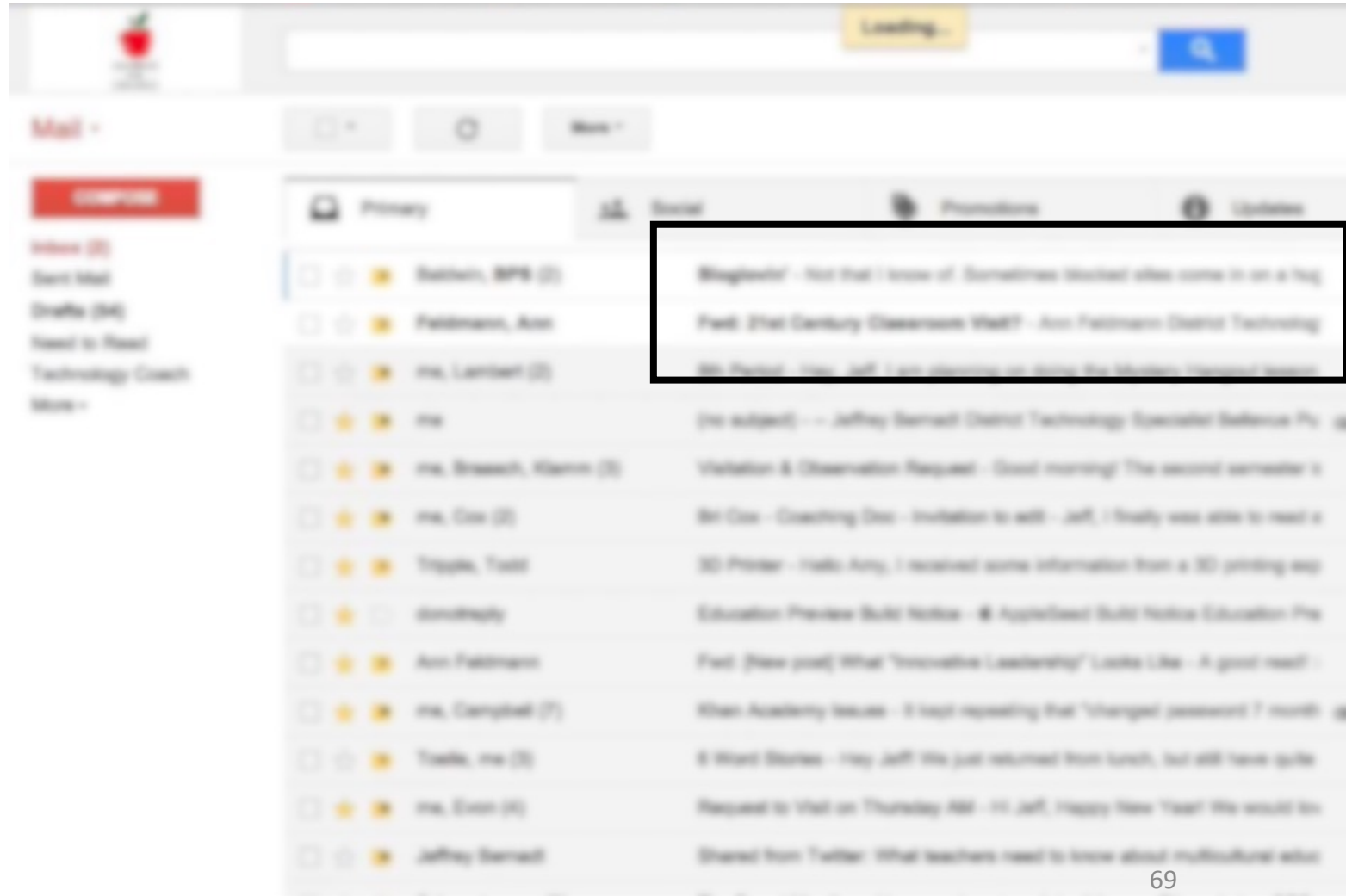
# What tools does the compose button use?

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? No

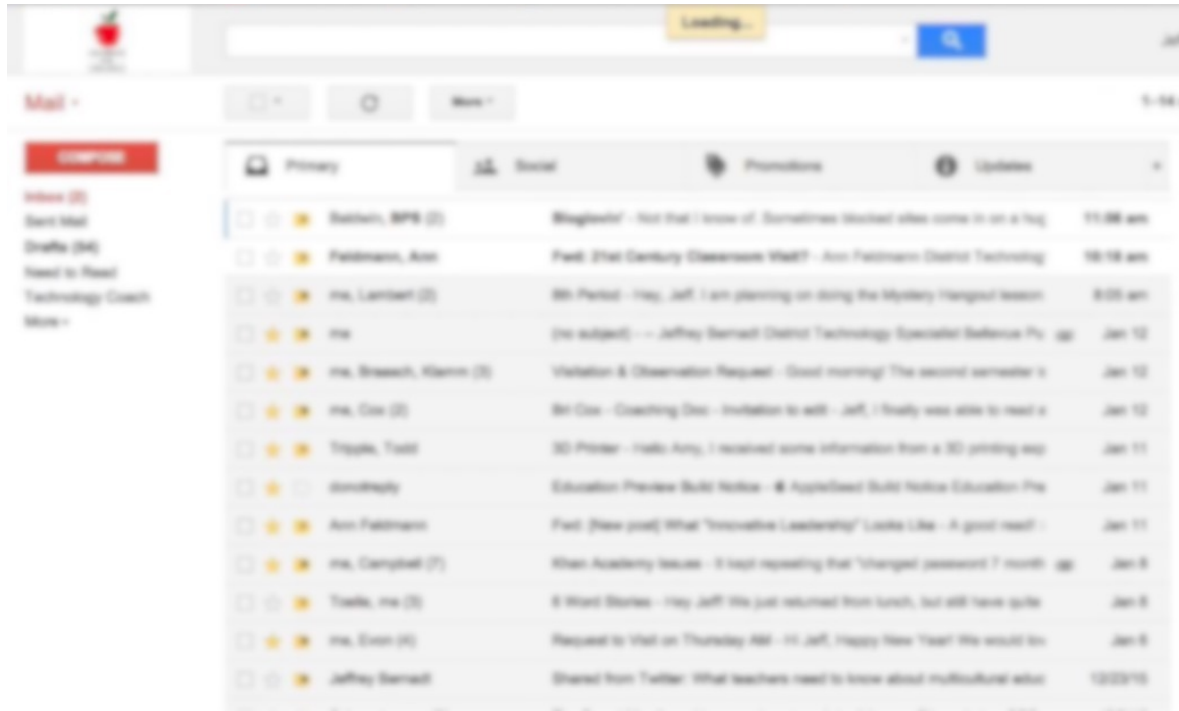


# What tools does the unread message use?

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



# What tool do good designers use least?



Color

# What tool do novice designers abuse? COLOR

**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**

# Use color last.

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>.**

# Use grouping, whitespace, size and contrast first.

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>.**

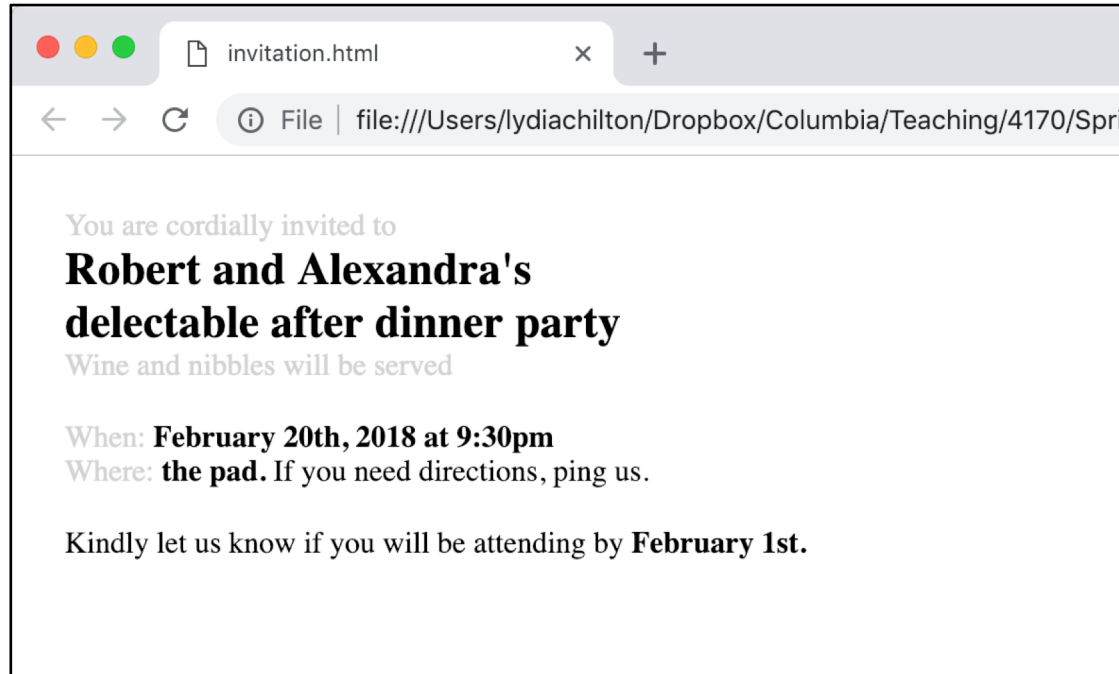
# Use multiple other tools together for a bigger effect.

# Implementing Information Design

In HTML and CSS

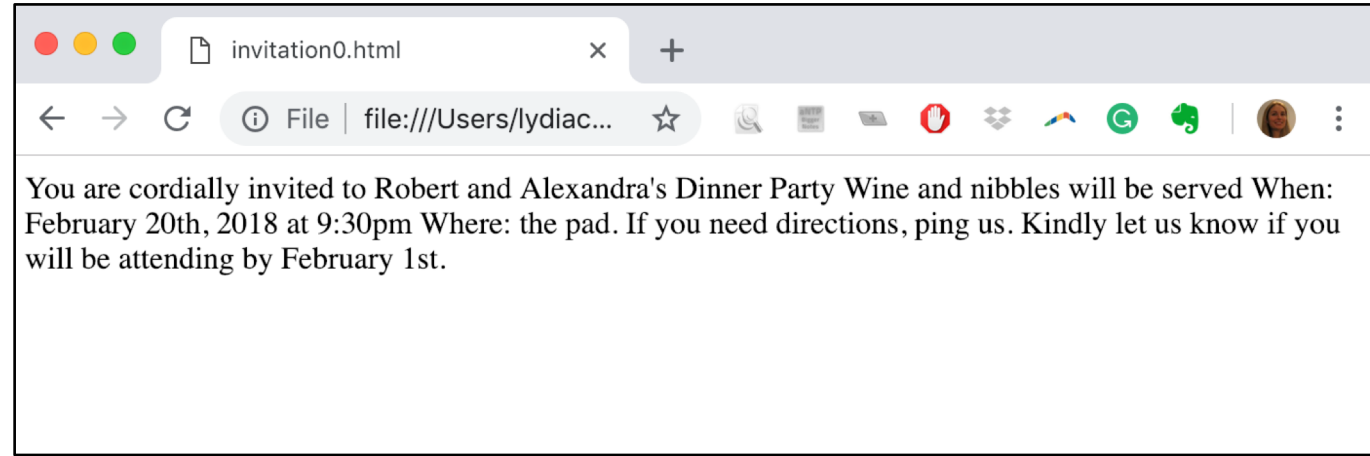


# HTML Warm-up: Remake the invitation



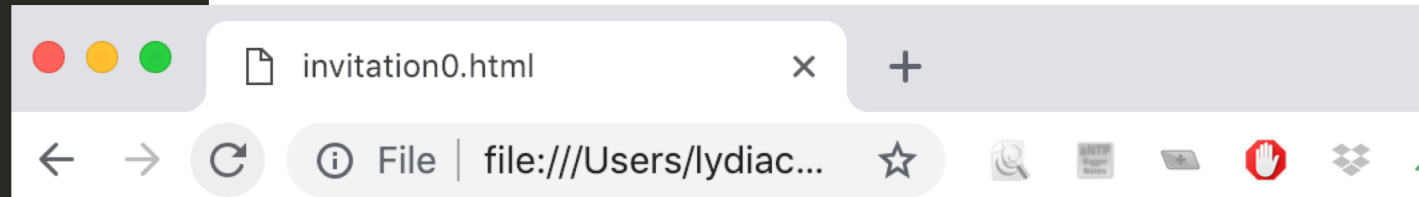
# Step 1. Just run it.

```
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

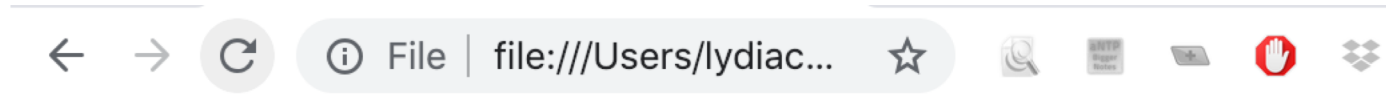
```
invitation0.html x
1 <html>
2 <body>
3 <div>
4   You are cordially invited to
5   Robert and Alexandra's Dinner Party
6   Wine and nibbles will be served
7 </div>
8 <div>
9   When: February 20th, 2019 at 9:30pm
10  Where: the pad. If you need directions, ping us.
11 </div>
12 <div>
13   Kindly let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



You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibble  
When: February 20th, 2019 at 9:30pm Where: the pad. If you need directions, pin  
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>
```



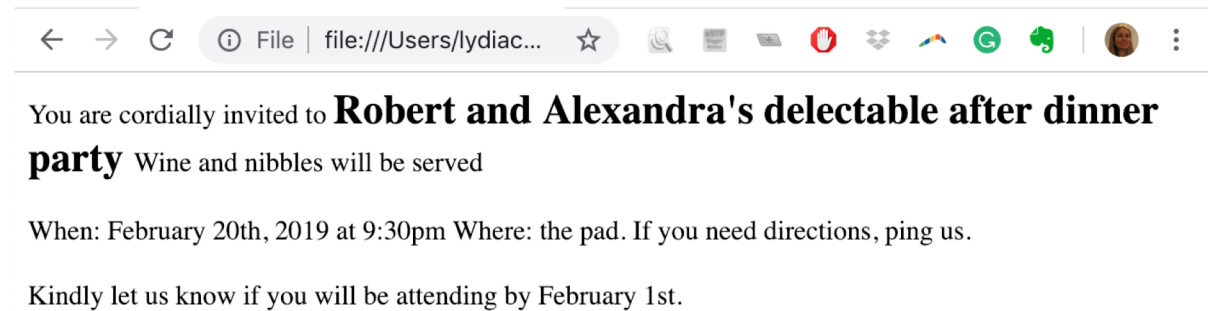
You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibbles will be served

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.

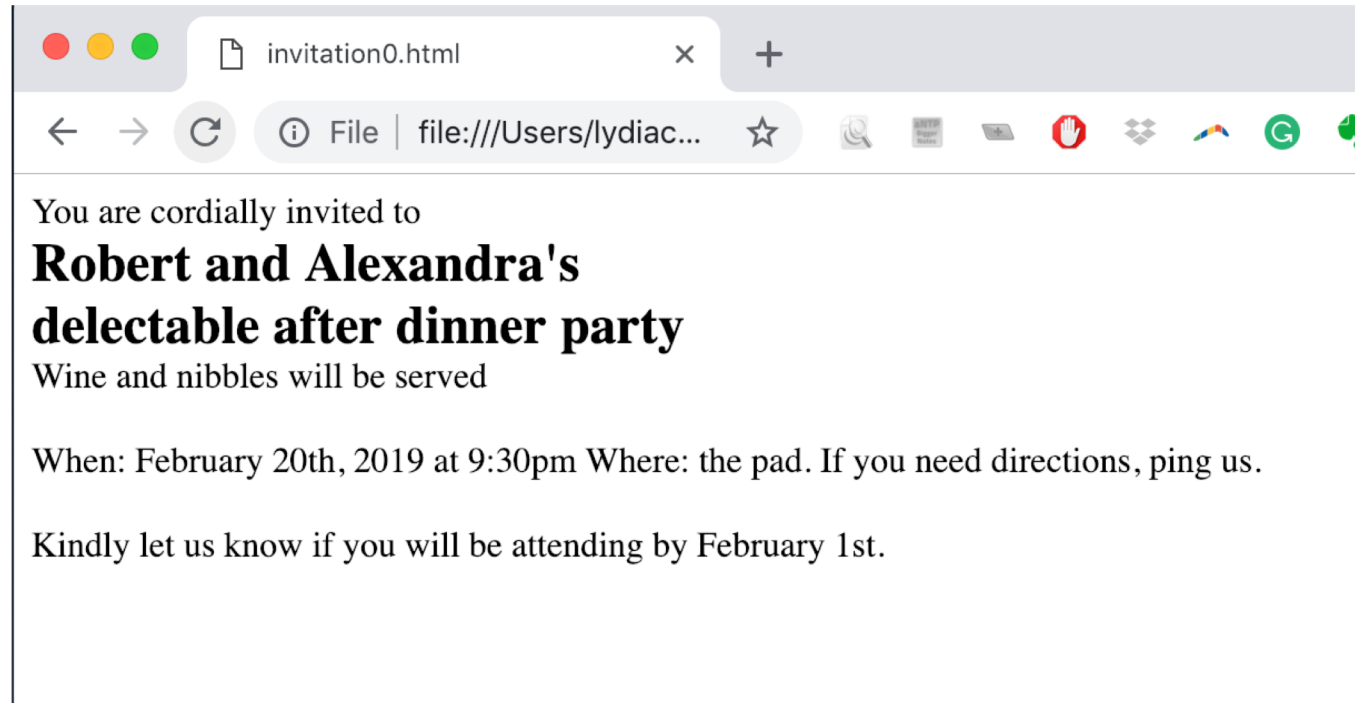
# Step 4. Add spans and more styles by class

```
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>
```



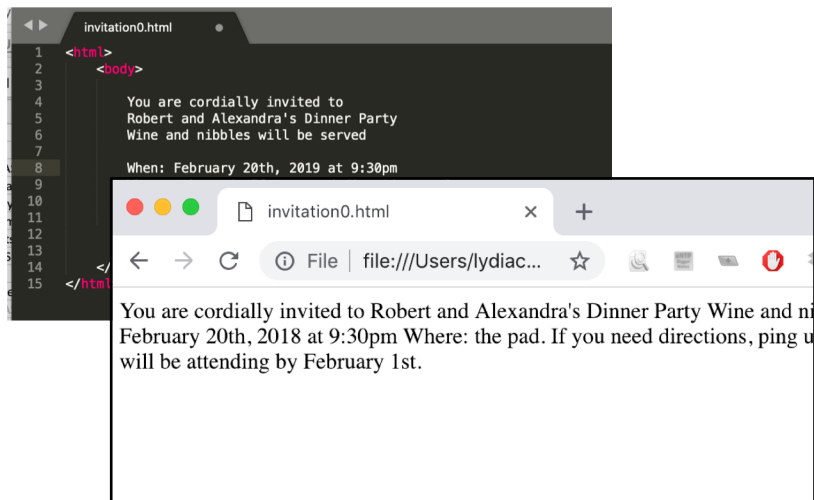
# Step 5. Add `<br>` elements to break lines.

```
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>
```

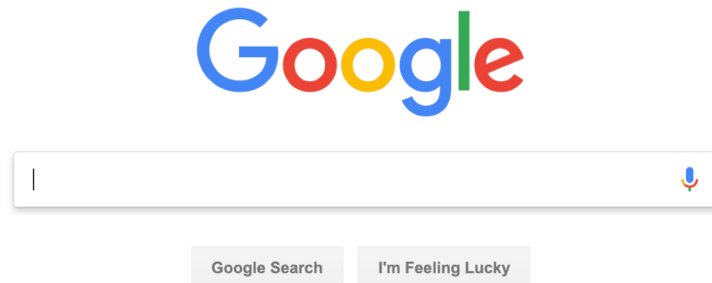


# If you are new to HTML and CSS....

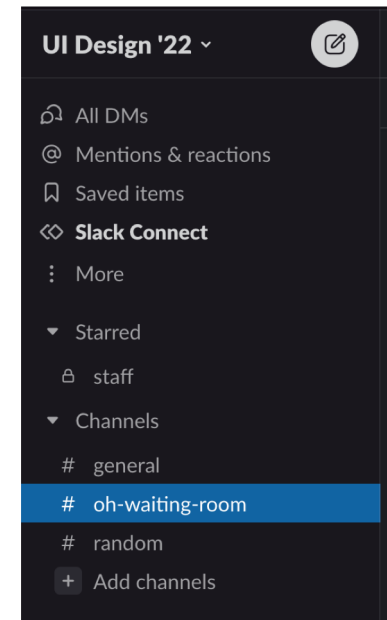
Try it



Google it



Ask the staff



# Information Foraging Theory



# Users don't read linearly. They browse based on information cues.

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, 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 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

**DINNER MENU**

**BREADS & SPREADS**  
\$4 per choice, \$3 for 15  
All breads made with natural flours  
• Tangy Sourdough + Sweet Garlic Confit  
• Curry Flatbread Crisp + Edamame Hummus  
• Sourdough Baguette + Aphonso Olive Tapenade

**STARTERS & SHARES**  
Edamame-Azochia 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 • 14  
Farmstead Cheese Board: Saxelby cheese selections, Bobolink farm cheddar, pecan raisin toasts & crostini, sweet onion jam, roasted almonds, aphonso olives • 18  
Zucchini-Scallion Pancakes: with black vinegar dipping sauce • 9  
Grilled Pizza: house made dough with melted leeks, fontina, Vermont creamery goat cheese, grilled artichokes, and fresh thyme • 18

**SALADS**  
All salads can be made gluten and/or dairy free  
Farmer's Chop: romaine hearts, green apples, Kirby cukes, radishes, carrots, mizuna, 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, aphonso olive vinaigrette • 12  
Warm Lentils: butter lettuce bed, sautéed artichokes, melted leeks, fresh herbs, crème fraiche, sherry vinaigrette, cumin salt • 12

**MAINS**  
FISH OF THE DAY  
STEAK OF THE DAY  
choice of one side • 20  
choice of one side • 22

House Ravitot: truffled spring pea filling, lemon butter sauce, satur farms micro greens • 18  
Crispy Organic Salmon: pan-seared with spring rapout of shitakes, sugar snap peas, leeks & asparagus, with horseradish miso glaze • 25  
Pan Roasted Sea Scallops: with wild mushroom grits, truffle jus, melted leeks & crispy shitakes • 24  
Free Range Brick Chicken: crispy boneless Bobo chicken, roasted Blooming Hill spring vegetables, lemon-rosemary cocccuous, and natural jus • 22  
P.E.J. Mussels: steamed with white wine, butter, red Thai chilies, fresh basil & tarragon, with a paric aioli crostini • 18 add fries • 5  
Housemade Veggie Burger: with mashed avocado, spicy tomato jam, and red onion, served with hand cut fries • 14  
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 venmont cabot white cheddar, served with hand cut fries • 15

• This dish is gluten free  
• Can be prepared gluten free  
Add/Substitute gluten free bread • 3

**BOWLS**  
Market Soup of the Day • 10p  
Tomato Zucchini Broque: with goat cheese crostini • 9  
Bowl of 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 Veggie: 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, radichio, peanuts, cilantro & mint, sesame lime dressing, served over warm brown rice • 10  
• with marinated, grilled tofu • 15  
• with grilled chicken • 14  
• with wild organic salmon • 18

**SIDES**  
All sides 17, Veggie Plate of two for 12  
Hand Cut Fries  
Sweet Potato Fries  
Sautéed Kale w/paric Fano Pilaf  
Grilled Asparagus  
Sautéed Haricot Vert  
Dressed Local Greens  
Spring Veggies

**WEEKDAY SPECIALS**  
BEER & BURGER: Monday thru Friday, 5 to 9pm, 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.

Not like this

Like this

# 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  
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

community

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- musicians
- pets
- politics
- rideshare
- 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
- arts
- atheist
- autos
- beauty
- bikes
- celebs
- comp
- crafts
- diet
- divorce
- dying
- eco
- educ
- feedback
- film
- fitness
- fixit
- food
- frugal
- help
- history
- housing
- jobs
- jokes
- kink
- legal
- linux
- m4m
- manners
- marriage
- media
- money
- music
- nonprofit
- open
- outdoor
- over 50
- parent
- photo
- p.o.c.
- politics
- psych
- queer
- recover
- religion
- romance
- science
- spirit
- sports
- tax
- travel
- tv
- vegan
- w4w
- wed
- wine
- women
- words

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

services

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

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]

nearby cities

- 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
- sussex
- sussex
- ventura
- visalia-tulare
- yuba-sutter

us cities

us states

canada

worldwide

Information hierarchies help user guide users' spotlight of attention to different "information patches".

The screenshot shows the Craigslist interface for the SF bay area. The main content area is organized into several top-level categories: community, housing, jobs, personals, and discussion forums. Each category contains a list of sub-categories. The 'housing' category is expanded to show a 'for sale' sub-category, which is further divided into items like 'antiques', 'appliances', 'arts+crafts', etc. A box highlights the 'for sale' sub-category, and arrows point to 'Top level hierarchy' (the main category) and 'Second level hierarchy' (the sub-category).

Top level hierarchy

Second level hierarchy

# Do: Use Simple labels to guide attention

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.
- services**: automotive, legal, beauty, lessons, cell/mobile, marine, computer, pet, creative, real estate.
- 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**.

A search bar is located on the left side of the page. Below the search bar is an event calendar for the current month. On the far left, there are links for 'post to classifieds', 'my account', and 'search craigslist'. At the bottom left, there are links for 'help, faq, abuse, legal', 'avoid scams & fraud', 'personal safety tips', 'terms of use', 'privacy policy', and 'system status'. At the bottom right, there are links for 'about craigslist', 'craigslist is hiring in sf', 'craigslist open source', 'craigslist blog', 'best-of-craigslist', 'craigslist TV', '"craigslist joe"', 'craig connects', 'progressive directory', and 'weather quake tide'.

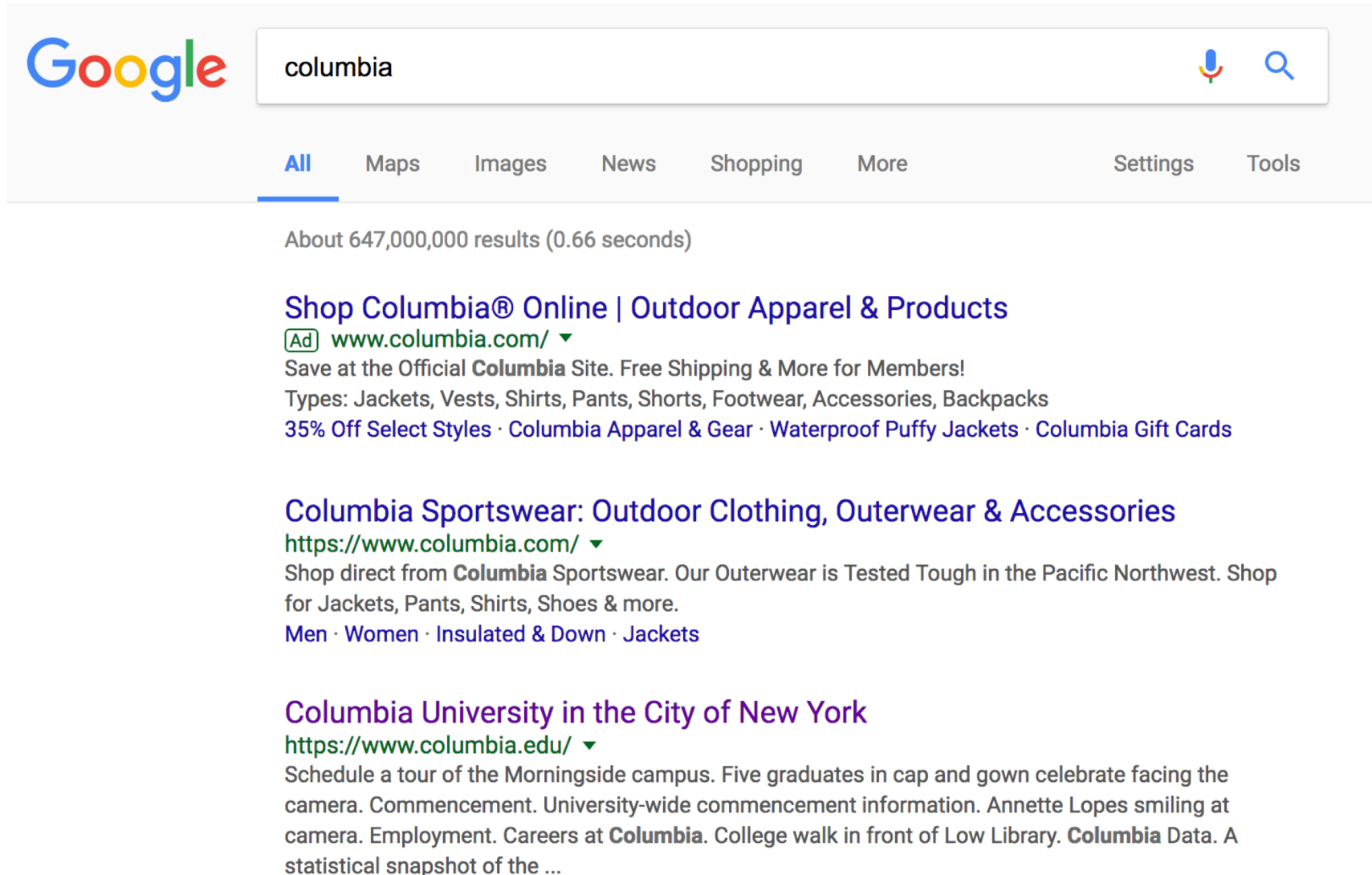
A specific sub-section titled **for sale** is highlighted with a black box. It contains the following items:

- 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
- wanted
- electronics
- farm+garden



Two callout boxes with arrows point to the 'for sale' section:

- 'For sale' points to the top of the 'for sale' section.
- 'Music instr' points to the 'music instr' link within the 'for sale' section.

# 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 three main results. The first result is an advertisement for Columbia apparel, the second is a link to Columbia Sportswear, and the third is a link to Columbia University.

**Google** columbia  

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

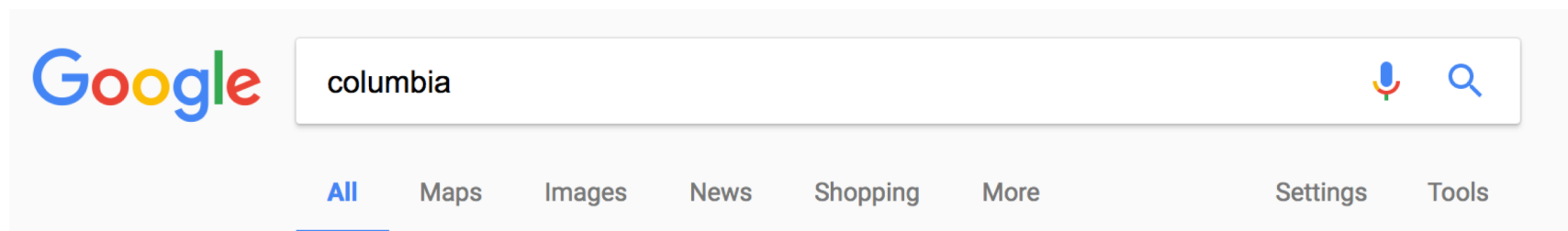
About 647,000,000 results (0.66 seconds)

**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 ...

# Much data is “self-labeling”, add labels add clutter



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 ...

# Do: 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



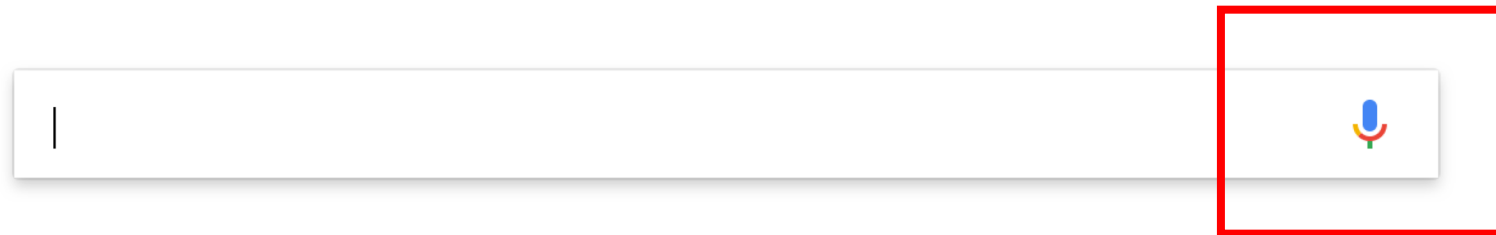
Help



Log Out

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

Google



## 8. Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.



# 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

General Conference Chair:  
Desney Tan, *Microsoft Research*

Technical Program Chairs:  
Bo Begole, *Facebook*  
Wendy Kellogg, *Google*

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 Center, the heart of downtown Austin, is the heart of CHI 2012. The Live Music Center, the heart of downtown Austin, is the heart of CHI 2012. The Live Music Center, the heart of downtown Austin, is the heart of CHI 2012.

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...

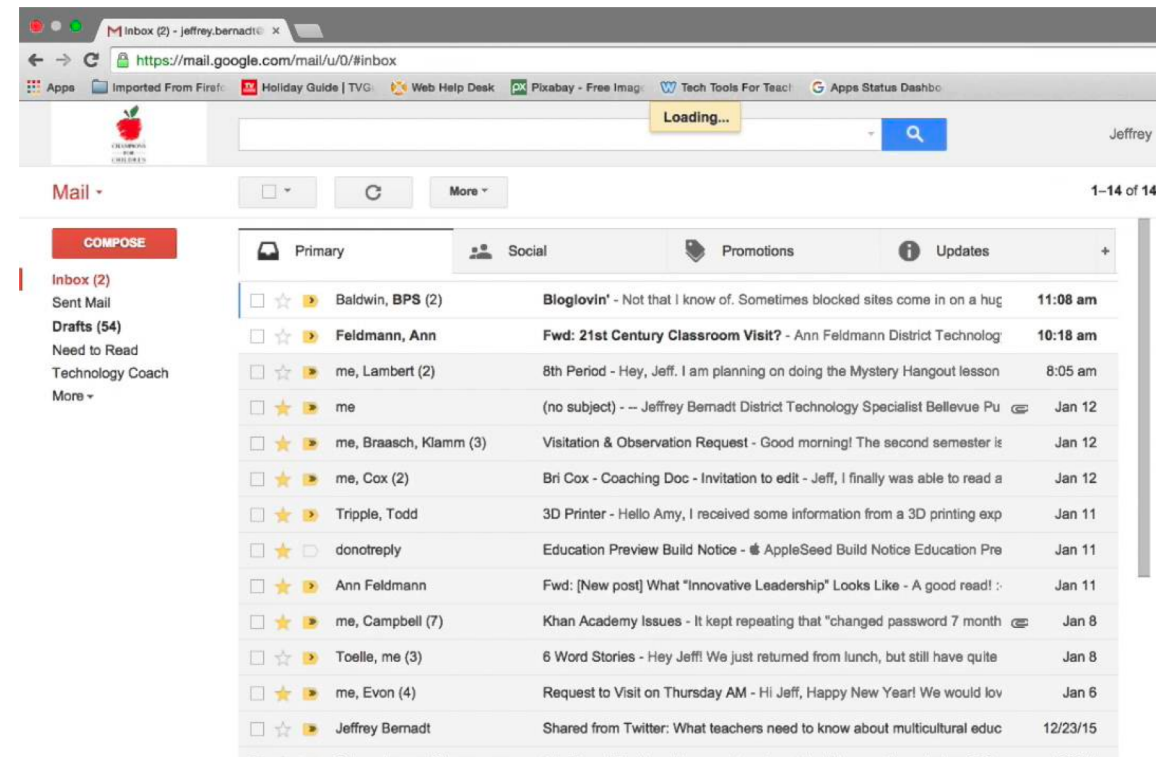
[--- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' ---]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

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
zcozccrociiesbehgbpow
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.

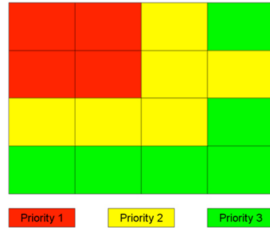
When: **February 20** at 9:30pm.  
Where: **the pad.** If you need directions, ping us.

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 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>.

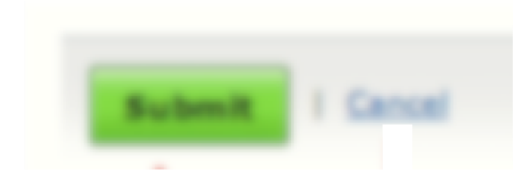
Conceptual grouping



Location



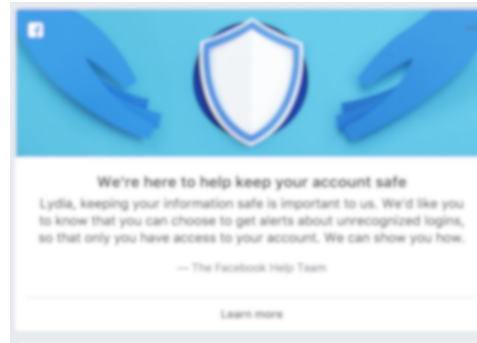
Whitespace



Size

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

Contrast



Images



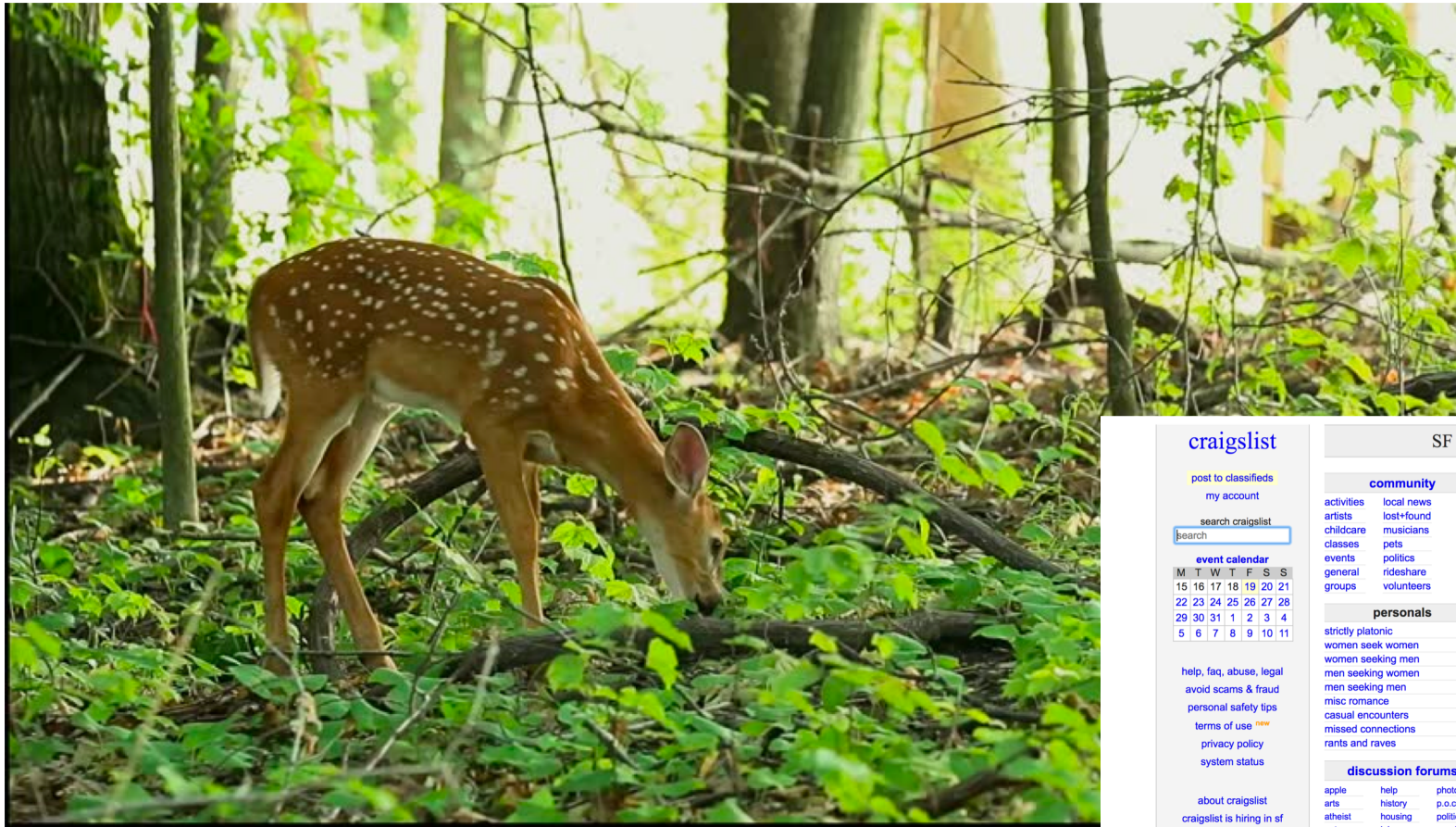
Color

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

The screenshot shows the Craigslist website for the San Francisco Bay Area. The page is organized into several columns of links and lists. At the top, there are navigation links for 'SF bay area' and regional filters like 'sf', 'sby', 'eby', 'pen', 'nby', 'scz'. Below this, there are sections for 'community', 'housing', 'jobs', 'for sale', 'discussion forums', and 'services'. Each section contains a list of sub-categories or specific items. For example, the 'community' section includes 'activities', 'artists', 'childcare', etc. The 'housing' section includes 'apts / housing', 'housing swap', etc. The 'jobs' section includes 'accounting+finance', 'admin / office', etc. The 'for sale' section includes 'free', 'furniture', 'garage sale', etc. The 'discussion forums' section includes 'apple', 'arts', 'atheist', etc. The 'services' section includes 'apple', 'arts', 'atheist', etc. On the right side, there is a 'nearby cities' list and a 'us cities' list. The overall design is simple and text-heavy, with clear visual groupings and labels.

# HW1 accepted until Wednesday 11:59pm

## **Homework 1:**

### **Usability Heuristics, Information Design, HMTL**

Warm up: due Friday 1/19 @ 11:59pm on Courseworks

Main: due Tuesday 1/23 @ 11:59pm on Courseworks.

Assignments will be accepted as on time until Wednesday 1/24 @ 8am

#### **Warm-up:**

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

# Office Hours

Columbia University

## User Interface Design

COMS 4170 · Spring 2024

Home Grading Syllabus **Ed Forum**

Add it to your  
google calendar

**INSTRUCTOR**  
Prof. Lydia Chilton  
OH: Mondays 2:30-3:30 in CEPSR 612  
Please contact staff through [Ed](#) or Slack (coming soon)

**TA OFFICE HOURS**  
The office hours times and locations are on the calendar below. You can view or subscribe to the calendar here: [google calendar](#).  
The calendar include zoom/hangouts links for remote OH.

**WEEKLY SCHEDULE**  
Monday, Wednesday  
1:10-2:25pm  
IAB 417

