

# COMMUNICATING WITH VISUAL HIERARCHY

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WRITERS UA CONFERENCE, MARCH 2008



## Luke Wroblewski



### Yahoo! Inc.

- Senior Principal, Product Ideation & Design

### LukeW Interface Designs

- Principal & Founder
- Product design & strategy services

### Author

- Site-Seeing: A Visual Approach to Web Usability (Wiley & Sons)
- Form Design Best Practices (Rosenfeld Media) - Upcoming
- Functioning Form: Web applications, product strategy, & interface design articles

### Previously

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

<http://www.lukew.com>



## Outline

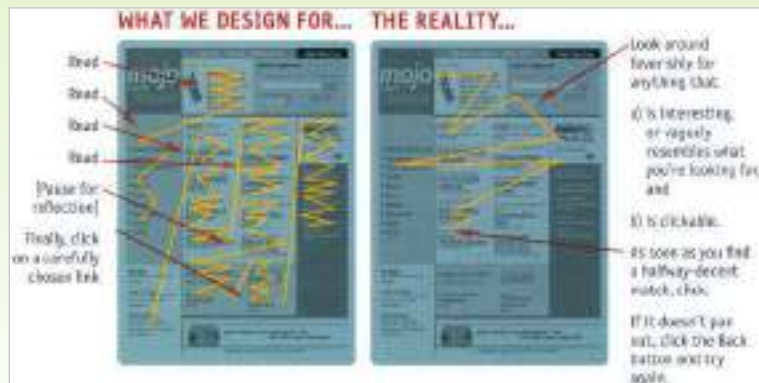


- Why does visual hierarchy matter?
- How do we construct a visual hierarchy?
- How do we use visual hierarchy to:
  - Communicate messages
  - Illuminate actions
  - Organize information

## How We Use the Web



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



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



## Design Considerations

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

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

6

## Presentation

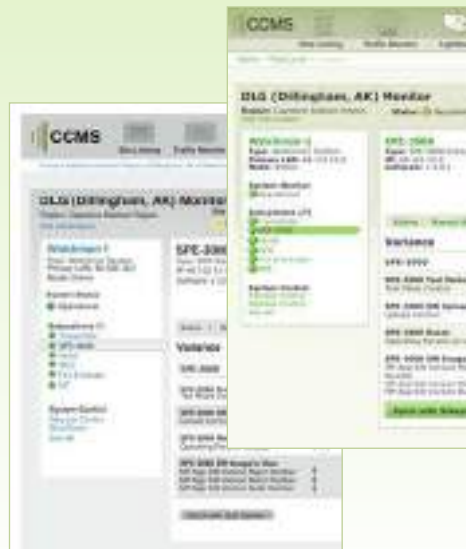


- **All interactions occur through the presentation**
- **Inform users**
  - Establish relationships between content
  - Guide users through actions
- **Make organizational systems clear**
  - Provide situational awareness
  - Maintain consistency to create a sense of place
- **Effectively convey brand message to your audience**
  - Emotional impact
  - Engage and invite
  - Provide a unique personality

## What Makes a Great Presentation?



- **Visual Organization**
  - Communicates the relationships between user interface elements
  - Enables Interaction Design
  - Information Design
- **Personality**
  - Communicates the brand essence of a product
  - Visceral design
  - Color, font, image, pattern selection



## The End Goal



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

HOME | ABOUT US | HOW IT WORKS | CONTACT US | HELP | FAQ | PRIVACY POLICY | TERMS & CONDITIONS

# SMS2QUIT

In just 30 days, you can quit smoking.

Changing old habits is easier than you think. SMS2QUIT is the modern way to stop smoking. Change your life for just \$19.95.

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

[Sign Up Now](#) [View a QR Code](#)

**FAST**  
With SMS2QUIT, you can stop smoking in just 30 days.

**EASY**  
Quit using your cell phone with our easy-to-use app.

**EFFECTIVE**  
SMS2QUIT is a proven method of quitting smoking.

Learn about how SMS2QUIT works.

**Testimonial:**  
"SMS2QUIT is a game-changer. I've tried everything else, but SMS2QUIT is the only program that has helped me quit for good. I'm now a non-smoker and I feel great!"  
**Dr. Anthony Jenkins, M.D.**  
Chief Medical Officer, Johnson's Hospital Center

**Sign Up**

**Sign Up**

[View a QR Code](#)

**SMS2QUIT** [Home](#) [About Us](#) [How It Works](#) [Contact Us](#) [Help](#) [FAQ](#) [Privacy Policy](#) [Terms & Conditions](#)

**BEFORE & AFTER**

All page elements equal

Navigation  
Page list

Subscribed site

Footer

Site search bar

Standard front navigation

Site wide content

Distinction and hierarchy

Further distinctions

Site wide content

Embedded links

**LUHEW**  
LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

11

What is this?

What is this?

Toolbar: Home, Back, Forward, Stop, Reload, Print, Full Screen, Search, Help

Search: Search for...

## Communicate function



## Before Visual Hierarchy



## After Visual Hierarchy

The screenshot shows the Intoko website interface. At the top, there is a search bar and navigation links. The sidebar on the left contains a list of categories such as 'Fashion & Accessories', 'Home & Living', and 'Electronics'. The main content area displays a grid of product listings. Each listing is formatted with a bold title, a price, and a short description. The layout is clean and organized, emphasizing the visual hierarchy of the information.

The image displays two side-by-side screenshots of the Intoko website. The left screenshot shows a search results page with a dense grid of product listings. The right screenshot shows a search results page with a more structured grid of product listings, similar to the first screenshot. Both screenshots show the same website layout, including the search bar, sidebar, and main content area with product listings.



## Before & After Visual Hierarchy



AO Design, Japan

## PRINCIPLES OF VISUAL HIERARCHY



PHOTO BY MATTEO PENZO

## How We See

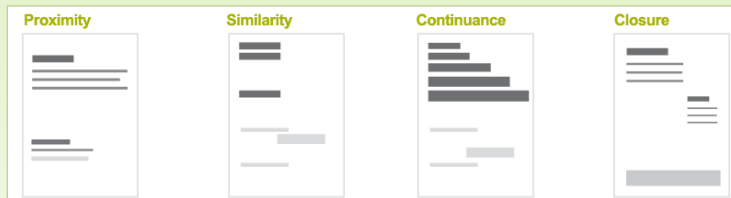


- **How we make sense of what we see**
  - Recognizing similarities & differences
  - This allows us to group information
  - And give it meaning
- **Relationships**
  - Between individual elements
  - To the whole (story)



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

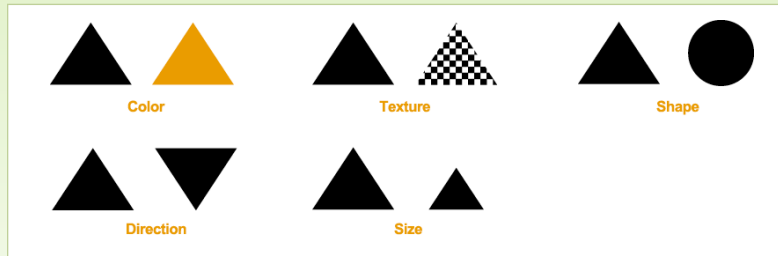
## Understanding Perception



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

- **Several principles tell us how (why) we group visual information**
  - **Proximity** -elements close together are perceived as a group
  - **Similarities** -of shape, size, color can group elements
  - **Continuance** -grouped through basic patterns
  - **Closure** -group elements by space filled between them

## Forming Relationships



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

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

## Using Relationships



**Type**



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

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

## Visual Hierarchy



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

## Hierarchy Applied



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



## Building Effective Hierarchies



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

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



25

## Effective Hierarchy



No Clear Hierarchy



No Clear Hierarchy



## No Hierarchy



Home | Features | Advantages | New Items | Mobility

### HLT™ Interactive Patient Education Service

Health Information Enhancement for HLT™ provides your healthcare professionals an excellent facility, with patient-centered, web-based patient education materials that is customized to your and your patient's needs. We enable you to be the highest source of health information and education for your patients in the future, and we enable you to meet PCMH requirements.

HLT Interactive Patient Education is a growing body of content, developed by a team of experts in the field of healthcare and patient education. It offers the latest medical and educational information on a variety of health conditions, emphasizing the importance of patient education. The HLT Patient Education Service is designed to be user-friendly and easy to use, with content that is easy to understand and easy to use.

The HLT Service includes more than 4,000 professionally written, illustrated, and created articles and over 1,000 illustrations, which are available in the form of text or through a search engine – accessible and interactive to help your patients understand key medical conditions and treatment and to learn more about topics in their area of interest. All HLT health education articles are professionally designed and are designed to help ensure that your patients are learning about their conditions.

The patient technology, search engine, content, and content management tools allow your professionals to be direct and deliver your patients' needs for reliable health information, while ensuring patient satisfaction and health outcomes, increasing health care costs, and protecting your patient privacy.

There is no registration or special software for you to purchase. The best part: patient education is available 24/7, anytime and anywhere. Our service includes 10 months of service for full implementation. In an effort to ensure a fast, smooth experience.

**Available Health Topics**

- Adult Health
- Women's Health
- Orthopedic Health (OH)
- Joint Health
- Medication Education
- Sports Medicine
- Pediatric Health
- Pediatric Behavioral Health
- Adult Behavioral Health
- Geriatrics (Older Adult)

## Effective Hierarchy



Home | What's New | About | Apple Store | Support | Buy

### Sounds good. Does good.

### iPod nano (PRODUCT)™

1GB capacity. 16GB. 32GB.

Apple Store | iTunes | iPod nano | iPhone | iPad | Apple TV | Apple Watch | Apple Music | Apple News | Apple TV+

Download iTunes

Music, News, Alerts, and More

iPod nano

Apple Store | iTunes | iPod nano | iPhone | iPad | Apple TV | Apple Watch | Apple Music | Apple News | Apple TV+

Apple Store | iTunes | iPod nano | iPhone | iPad | Apple TV | Apple Watch | Apple Music | Apple News | Apple TV+

## Effective Hierarchy



## Effective Hierarchy





## To Summarize



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





**WHAT'S THE  
PRIORITY?**

NOW WE KNOW HOW  
TO CONSTRUCT A  
VISUAL HIERARCHY

BUT WHAT DO WE DO  
WITH IT?



**COMMUNICATING A  
CENTRAL MESSAGE**

WHAT IS THIS?

EXPLAIN &  
DIFFERENTIATE

**Web Applications**

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

Not enough hierarchy

The screenshot shows the homepage of 'patientslikeme'. The layout is cluttered with multiple sections: a main navigation area, a 'Track Your Progress' section, a 'Find Patients Like You' section, a 'Learn from the Disease Network' section, and a 'New to PatientsLikeMe?' section. The 'New to PatientsLikeMe?' section includes a 'Join Now' button and several checkboxes. The overall design lacks a clear visual hierarchy, with elements of varying importance and complexity packed together.

### Too many visual differences



### Not enough contrast



## Central Message

patientslikeme®

Home | About | Contact Us | Community

### Share real results with real patients for real diseases.

Patientslikeme is an online community committed to making a difference for patients and their health.

[Join Now \(113,000\)](#) [Create a profile](#) [Sign in](#)

#### Track

Stay aware of how you are doing with real medical research resources. [Read more...](#)

#### Share

Compare your situation to patients that share your treatment and outcomes. [Learn more...](#)

#### Learn

Get answers to questions from an active community of patients. [Browse now...](#)

#### Active Communities

ALL Diseases & Conditions  
Cancer  
Diabetes

Multiple Sclerosis  
Parkinson's Disease  
Recent articles...

patientslikeme® About Us | Privacy | User Agreement | © 2008-2010 Patientslikeme. All rights reserved. Information on Patientslikeme.com is not intended to constitute an offer.

Polar Rose

About Polar Rose | Contact us | We're hiring!

### We sort the web of photos

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

Our photo web sort the web of photos:

If people say they're...  
**Carpenter Christensen**

#### Add context to online photos

Polar Rose works with any public photo. No matter if you're using **Black. U2. Facebook.** or any other service. Polar Rose lets you discover people in pictures, learn who people are, and help discover results by tagging pictures together with other users.

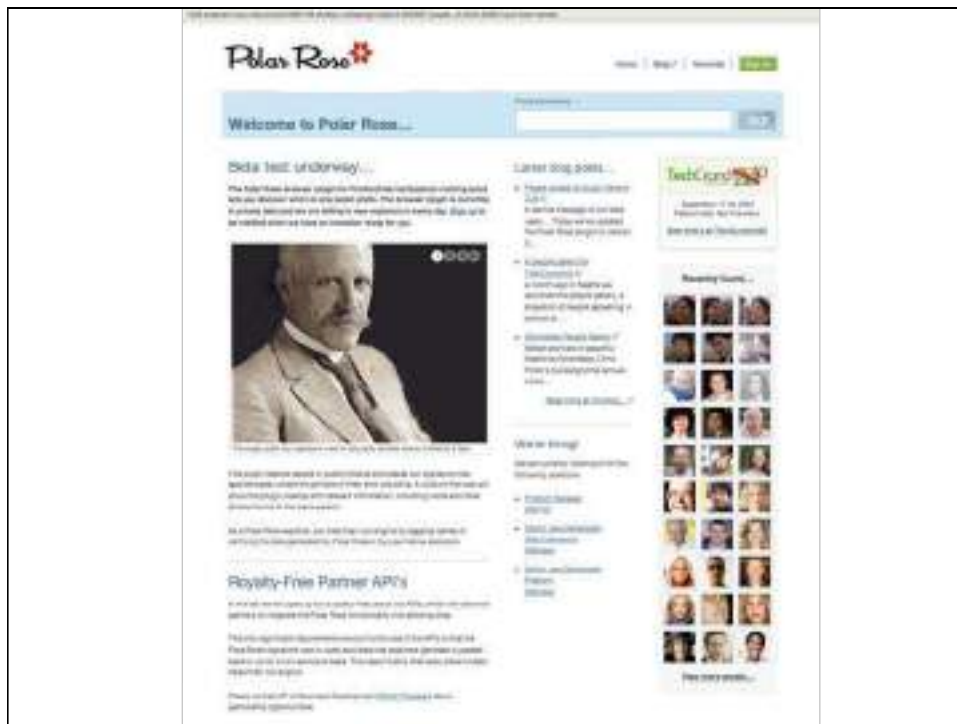
#### Sort & Find

Polar Rose uses unique facial recognition to identify in tags and find photos of people. Whether in your database with photos or across the web. We're picking up where tagging software search engines simply can't go.

#### Sign up to be notified

Get Polar Rose email alerts and we'll email you a mail alert we care up for beta testing.

© 2008 Polar Rose. Home | About



## Meeting Expectations



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

## Accessing Content

- Content Aggregators: Digg, Delicious, etc.

The screenshot shows the Delicious website interface. At the top, there's a search bar with the text "del.icio.us / url" and "your bookmarks | your network | subscriptions | links for you (0) | post". Below the search bar, a URL is entered: "http://www.lukew.com/resources/articles/". The main content area displays the title "LukeW: Primary & Secondary Actions in Web Forms" with a sub-url "http://www.lukew.com/resources/articles/web-forms". It indicates "this url has been saved by 324 people". A yellow highlight is under the title and sub-url. Below this, there's a snippet of the article text: "A typical Web form usually enables several 'final' actions. Actions like 'Submit', 'Save', or 'Continue' are included to enable form completion – the primary goal of just about anyone who has started filling in a form. Because they enable the most important action on the form (completion), they are often referred to as primary actions."

## Accessing Content

- Display Surfaces: Facebook, MySpace, etc.

The screenshot shows a Facebook news feed. The top navigation bar includes "facebook", "Profile", "Friends", "Networks", and "Inbox". The main content area is titled "News Feed" and shows several posts. A prominent post is from "LukeW" with the title "Primary & Secondary Actions in Web Forms" and the sub-url "http://www.lukew.com/resources/articles/web-forms". The post text is identical to the snippet shown in the previous image. The right sidebar contains sections for "Requests" (4 friend requests) and "Music updates" (update your station, view track station).

## Accessing Content

- Content Creation Sites: Blogs, Wikis

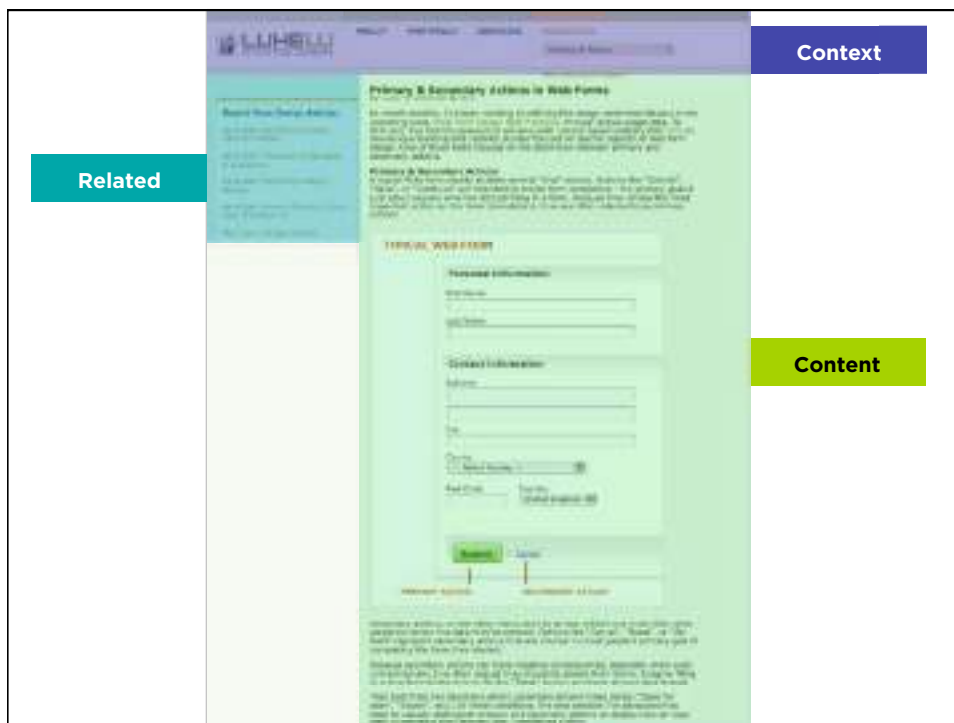


## Accessing Content

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







24% CONTENT  
76% SITE OVERHEAD



## Scanning Part 1



## Scanning Part 2

<b>Section title</b>	<i>meet the performers</i>		
<b>Page title</b>	<i>William Eddins</i> RESIDENT CONDUCTOR		
<b>Body text</b>	<p>William Eddins is the Resident Conductor of the Chicago Symphony Orchestra (the first in its 111-year history) and a frequent guest conductor of major orchestras throughout the world. In September of 2002 he will become the Principal Guest Conductor of the National Symphony Orchestra of Ireland.</p> <p>In March of 2000 Mr. Eddins received the Seaver/NEA Conducting Award, a triennial grant of \$50,000 awarded to exceptionally gifted young American conductors.</p> <p>Recent engagements include the New York Philharmonic and the symphony orchestras of San Francisco, Cincinnati, Atlanta, Detroit, Dallas, Baltimore, Indianapolis, Milwaukee, Houston, San Antonio, Kansas City, Grant Park, Omaha, Columbus, Austin, and Colorado, as well as the Louisiana, Dayton, Los Angeles, Jacksonville, Tulsa, and Buffalo Philharmonics, and the Los Angeles Chamber Orchestra.</p> <p>He has upcoming performances with the St. Louis Symphony, Philadelphia Orchestra, Minnesota Orchestra, Nashville Symphony, New Jersey Symphony, Saint Paul Chamber Orchestra, Colorado Symphony, San Antonio Symphony, and the Lexington Philharmonic. Internationally, Mr. Eddins has conducted the Adelaide Symphony Orchestra (Australia), the Barcelona Symphony Orchestra (Spain), the Lisbon Metropolitan Orchestra (Portugal), the Natal Philharmonic (South Africa), and the Berlin Staatskapelle.</p>	<p>Eddins with the CSO March 28, 2002 Rossini: Overture to <i>William Tell</i> Lutoslawski: Cello Concerto Rimsky-Korsakov: <i>Sheherazade</i>, Op. 35 <a href="#">For more info and tickets</a></p> <p><b>Upcoming performances</b> Thu 03/28 CSO Fri 03/29 CSO Sat 03/30 CSO Tue 04/02 CSO Wed 04/17 CSO Thu 04/18 CSO Fri 04/19 CSO Sat 04/20 CSO Sun 04/21 CSO Sat 05/11</p>	<b>Supportive Info</b>
<b>Navigation</b>	Page 1 2		



**TAKE ACTION**

**WHAT DO I DO NOW?**

**USER NEEDS &  
BUSINESS GOALS**



**Form Messaging**

The screenshot shows a web browser window with the URL [www.fairmontresorts.com](http://www.fairmontresorts.com). The page features the Fairmont Resort & Spa logo and navigation links for various resort locations. The main content area is titled "MANAGE YOUR FAIRMONT RESORT & SPA PROFILE" and contains a form with several text fields and a "Submit" button. The form is partially obscured by a semi-transparent overlay.

## Form Messaging

The screenshot shows the top navigation bar with links: HOME | ABOUT FAIRMONT | COUNTRIES | EMPLOYMENT | WEBSITE | CONTACT | PRESS | FAIRMONT PRESIDENTS CLUB | ABOUT US | MENU. Below the navigation bar is a header image featuring the Fairmont logo, a golf course scene, and a city skyline at night. Below the header is a section titled "MANAGE YOUR FAIRMONT PRESIDENTS CLUB PROFILE". A red-bordered box contains a message: "Sorry! We cannot find the Fairmont President's Club number you entered. Please try again or contact us." Below this, there is a paragraph of text explaining that users can manage their profile online and that the system will email them any updates. Underneath, there is a section titled "YOUR FAIRMONT PRESIDENTS CLUB NUMBER" with a form field for the number and a date field set to "09/09/06". Below the form, there is a section titled "YOUR NAME AND PASSWORD" with a small instruction to click on links and create an account.

## Email call to action

The screenshot shows an email body with the following content: "From: Rakesh Das (rakeshd@earthlink.net)", "Date: Sep 15, 2006 2:25 PM", and "Subject: Rakesh wants to have lunch in Adelanto, California at House of Operative... Friday September 15, 2006 at 12:00pm". The email body is framed by red bars at the top and bottom. The main message is in a light blue box with a green circular icon: "Rakesh wants to have lunch in Adelanto, California at House of Operative... Friday September 15, 2006 at 12:00pm". Below this, the text reads: "Hi Rakesh, I would like to invite you to lunch. The location of Operative is located in Adelanto, California and will be open from 9:00 AM to 5:00 PM. We are open for lunch on Friday, September 15, 2006 at 12:00pm. We are also looking for other locations, please contact me at (761) 900-0000." Below the message, there is a "Response options:" section with three radio buttons: "I'm there:", "Sorry, won't make it on time.", and "I would like to have a drink:". There is also a "Response message:" label and a text input field with a "Send" button below it.

## Email call to action

From: **Adam at Venkoo.com** [mailto:adam@venkoo.com]  
Reply-To: "Adam" [mailto:adam@venkoo.com]  
Date: Tue, 10, 2020, 2:23 PM  
Subject: Adam wants you a dinner invitation Milano Food Fest.  
To: **MIKE@VENKOO.COM**

 **Adam Venkoo** invited you to a party at House of Fruit in Milano on Thursday, October 15 at 04:00pm

Let Adam know if you can make it:

Yes, please!

Sorry, can't make it.

Maybe. Depends on...

Add a message:

[Respond to My Invitation](#)

**Adam says:**  
(2020-10-10 16:00) The summer of Covid19 is coming to an end, and half our crew will be going back to Chicago this weekend. Come join the team, Oh those we've been missing it, and the one we've been missing out, we're choosing some fun some thing.

For more details on what, when, and where please visit: <http://www.venkoo.com/foodfest>

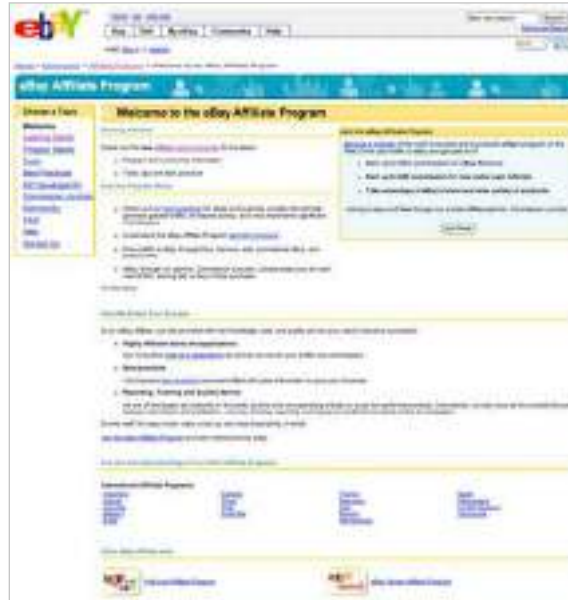
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**As a new email del.icio.us user, please visit del.icio.us**

---

**Venkoo** Use our [links](#) to plan the event. It's now finally arranged when you want!

## Take action?



The screenshot shows the eBay Affiliate Program website. At the top, there's a navigation bar with 'Home', 'Sign Up', 'My Links', 'My Reports', and 'My Account'. Below this is a 'Welcome to the eBay Affiliate Program' banner. The main content area is divided into two columns. The left column lists 'Getting Started' steps: 1. Sign up for the program, 2. Create your affiliate links, 3. Promote your links, 4. Track your performance, 5. Receive your commissions. The right column lists 'Getting Started' steps: 1. Sign up for the program, 2. Create your affiliate links, 3. Promote your links, 4. Track your performance, 5. Receive your commissions. Below this, there's a section for 'Getting Started' with a list of steps: 1. Sign up for the program, 2. Create your affiliate links, 3. Promote your links, 4. Track your performance, 5. Receive your commissions. At the bottom, there are logos for 'eBay' and 'eBay Affiliate Program'.

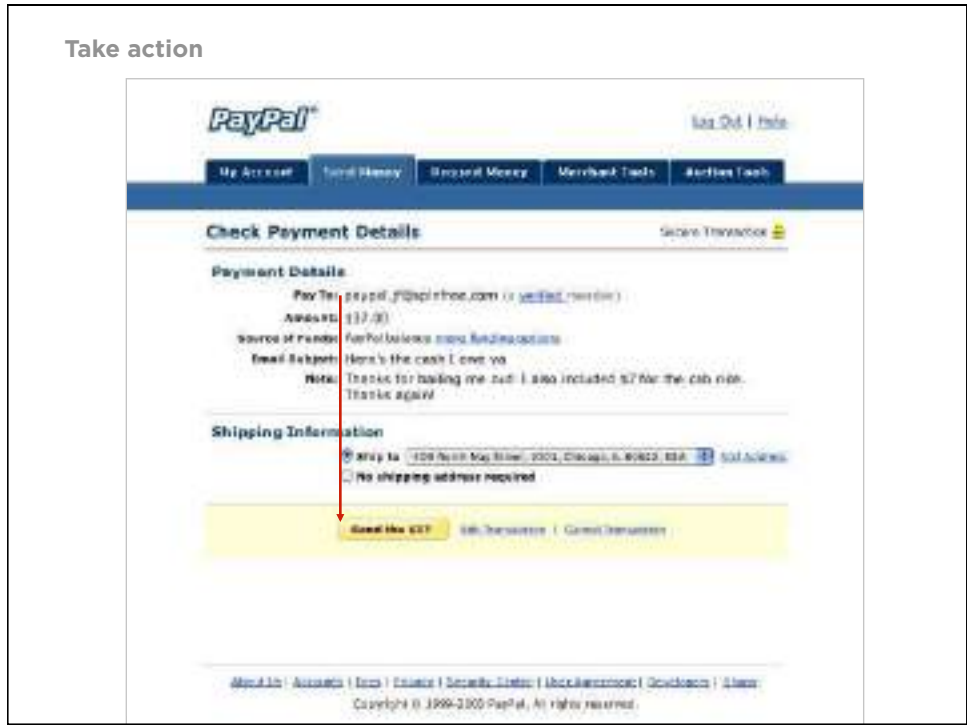
Take action: download



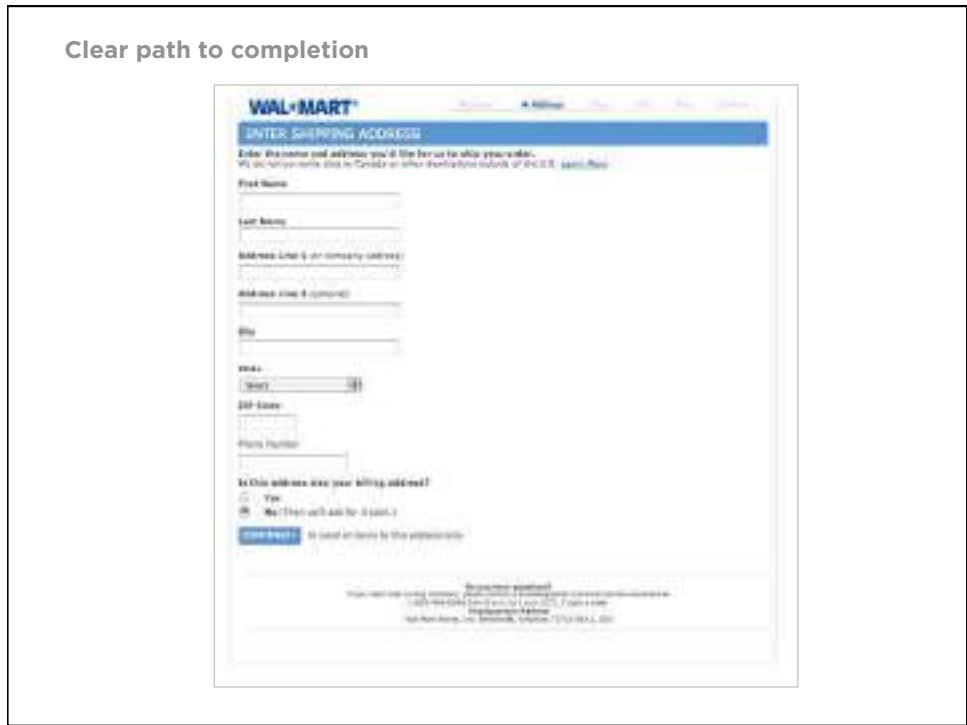
Take action



Take action



Clear path to completion





### One primary action



### One primary & one secondary action



One primary & one secondary action



Two primary actions





**ORGANIZE  
INFORMATION**

**WHAT CAN I FIND  
HERE?**

**PRESENT DATA**

**Before Visual Communication**



## After Visual Communication?



## Limited hierarchy



## Clear hierarchy

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

- About UF:** Home, News, Facts, Events, Jobs, News, Sports, etc.
- Academics:** Degrees, Courses, Research, etc.
- Admissions:** Admissions, Graduate, Transfer, International, Financial Aid, etc.
- Campus Life:** Arts, Career Center, Dining, Housing, Student Services, etc.
- Research:** Centers & Institutes, Publications, Programs & Research, etc.
- Services:** Book & Supplies, Health & Safety, Computing, Transportation, etc.

There is also a featured article about Peter Iju, a professor of Mechanical & Aerospace Engineering, and a section for UF News with a list of recent news items.

## A Simple Table



General Statistics	
Current Caseload	18
Number of Admissions Today	5
Number of Admissions This Month	20
Number of Admissions Last Month	18
Number of Discharges Today	3
Number of Discharges This Month	22
Number of Discharges Last Month	24

General Statistics	
Current Caseload	18
Number of Admissions Today	5
Number of Admissions This Month	20
Number of Admissions Last Month	18
Number of Discharges Today	3
Number of Discharges This Month	22
Number of Discharges Last Month	24

General Statistics	
Current Caseload	18
Number of Admissions Today	5
Number of Admissions This Month	20
Number of Admissions Last Month	18
Number of Discharges Today	3
Number of Discharges This Month	22
Number of Discharges Last Month	24

Statistics	
Current Caseload	18
New Admissions	5 today 20 this month 18 last month
Discharges	3 today 22 this month 24 last month

## After Visual Communication?



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

Simplified table

<b>Current Caseload: 10</b>			
<b>New Admissions:</b>	<b>5</b>	<b>35</b>	<b>30</b>
<b>Discharges:</b>	<b>3</b>	<b>22</b>	<b>34</b>

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

Explanation for new users on rollover

<b>Current Caseload: 10</b>			
<b>New Admissions:</b>	<b>5</b>	<b>35</b>	<b>30</b>
<b>Discharges:</b>	<b>3</b>	<b>22</b>	<b>34</b>

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

## After Visual Communication?



<b>Current Case Load</b>	<b>10</b> today		
<b>New Admissions</b>	<b>5</b> today	<b>35</b> this month	<b>30</b> last month
<b>Discharges</b>	<b>3</b> today	<b>22</b> this month	<b>34</b> last month

<b>Current Case Load</b>	<b>10</b> today		
<b>New Admissions</b>	<b>5</b> today	<b>35</b> this month	<b>30</b> last month
<b>Discharges</b>	<b>3</b> today	<b>22</b> this month	<b>34</b> last month

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

# Comparison

General Statistics	
Current Caseload:	10
Number of Admissions Today:	5
Number of Admissions This Month:	35
Number of Admissions Last Month:	30
Number of Discharges Today:	3
Number of Discharges This Month:	22
Number of Discharges Last Month:	34

Statistics	
Current Caseload:	10
New Admissions:	5 today 22 this month 28 last month
Discharges:	3 today 22 this month 24 last month



Current Caseload: 10	
New Admissions Today:	5
Discharges Today:	3

Statistics	
Current Caseload:	10
New Admissions:	5 today 22 this month 28 last month
Discharges:	3 today 22 this month 24 last month

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

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

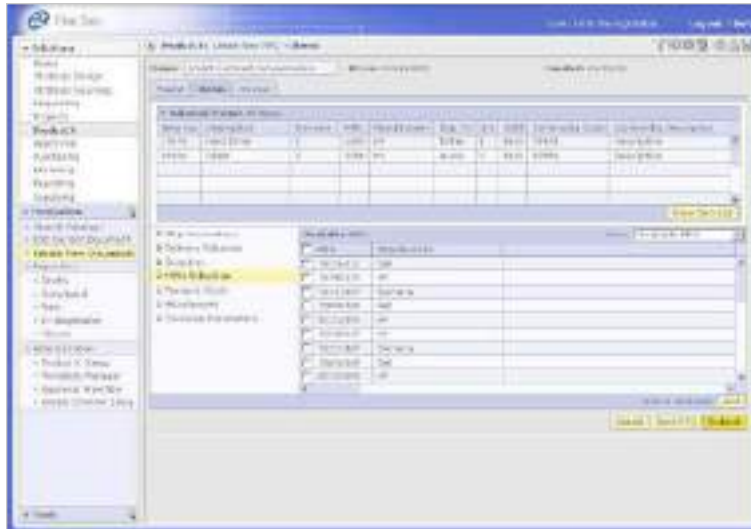
Statistics	
Current Caseload:	10
New Admissions:	5 today 35 this month 30 last month
Discharges:	3 today 22 this month 34 last month

# Focus on the data?

The screenshot shows the Moonlight 3 dashboard with the following sections:

- Host Status Today:** 23 alerts, 283 ok, 3 unknown.
- 30 Day Host Status:** 87% alerts, 18% ok, 3% unknown. Total Alerts: 4,321.
- Alert Summary:** Number of Alerts: 1,893. Includes a line graph and a bar chart for Alert Details.
- Network Information:** Shows hosts and groups with counts for current and new alerts.

Focus on the data?



## To Summarize



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



## For more information...



- **Functioning Form**
  - [www.lukew.com/ff/](http://www.lukew.com/ff/)
- **Web Form Design: Filling in the Blanks**
  - **15% OFF!**
- **Site-Seeing: A Visual Approach to Web Usability**
  - Wiley & Sons
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