

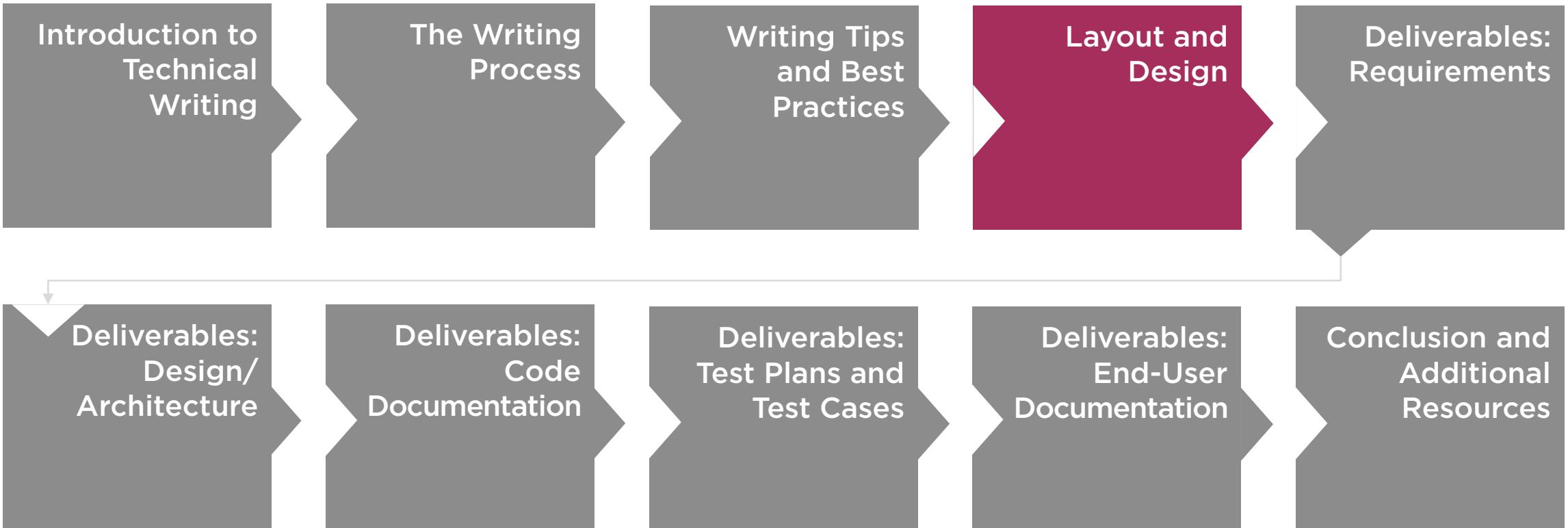
Layout and Design



Amber Israelsen
DEVELOPER, AUTHOR, TRAINER
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Course Outline



Let's dive right in.

Typography







Верхний
регистр

ПРЕДЫДУЩАЯ
ГЛАВА



“Typography is what language looks like.”

Ellen Lupton



Four Main Categories

Serif

Sans serif

Script

DECORATIVE



Serif



Common Serif Fonts

Adobe Garamond
Bodoni MT
Rockwell
Times New Roman



Characteristics of Serif Fonts

Classic

Traditional

Embellished



“Sans” is French for
“without” (strokes
without serifs)

Sans
serif



Common Sans Serif Fonts

Franklin Gothic
Helvetica
Tahoma
Verdana



Characteristics of Sans Serif Fonts

Modern

Minimalist

Clean



Script



Common Script Fonts

Comic Sans MS

Freestyle Script

Lucida Calligraphy

Segoe Script



Characteristics of Script Fonts

Handwritten

Calligraphic

Fancy



DECORATIVE



Common Decorative Fonts

ALGERIAN

Broadway

Curlz MT

Rosewood STD regular



Characteristics of Decorative Fonts

Fun

Unique

Expressive



Recommendations for Use

Serif

- Printed materials
 - High resolution of print makes it very readable
- Headings
- Font sizes of 12 or more
- Risks looking amateurish on the web
- Not liked by all users

Sans serif

- Web
 - Readable even on low-resolution screens
- Any font size, including small
- Professional, clean look
- Widely liked by all ages

Script

- Use in very limited amounts, if at all
- Not recommended for serious documentation
- Can hinder legibility

DECORATIVE

- Use in very limited amounts, if at all
- Not recommended for serious documentation
- Can hinder legibility

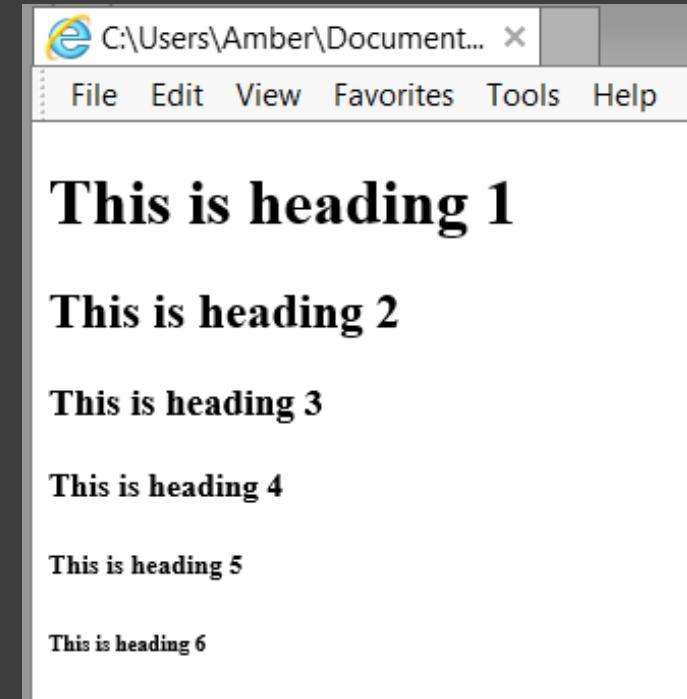


Web-Safe Fonts

Font	Family	Comments
Arial	Sans serif	Well liked, but getting old. Use at size 10 or higher.
Comic Sans MS	Sans serif	Fun, informal. Use sparingly. Can be hard to read.
Courier New	Monospace	Commonly used to show code. All characters same horizontal size.
Georgia	Serif	Best serif for web use.
Impact	Sans serif	Good for headings and contrast.
Lucida Sans	Sans serif	Very legible.
Palatino Linotype	Serif	Good for print and online. More liked than Times New Roman.
Tahoma	Sans serif	Legible and readable.
Times New Roman	Serif	Not well liked. Best reserved for print.
Trebuchet MS	Sans serif	Modern, legible, readable.
Verdana	Sans serif	Very readable online and very well liked. Can be used at small sizes.



```
<h1>This is heading 1</h1>  
<h2>This is heading 2</h2>  
<h3>This is heading 3</h3>  
<h4>This is heading 4</h4>  
<h5>This is heading 5</h5>  
<h6>This is heading 6</h6>
```



HTML Headings

Defined with `<h1>` to `<h6>` tags (larger to smaller)



Guidelines

- Communication and clarity are most important
- Keep contrast high
- Limit the number of fonts, and use consistently
- On the web, use web-safe fonts
- Use size 10 or larger
- Use ALL CAPS sparingly
- Design for copy-and-paste



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You can have the most
beautiful document in the
world; if users can't read and
understand it, it's useless



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Some Heading

 Lorem ipsum dolor sit amet, ne
 commodo intellegat sit. Ne quo
 melius prodessel, eum feugait
 accumsan iracundia eu, id nec
 altera theophrastus. Per melius
 dissentias neglegentur ea, sea
 odio semper lucilius te. Ea
 mazim dictas usu, mazim
 civibus accusamus in pro, eu sit
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Add emphasis with **bold** and *italics*,
but use sparingly and purposefully.



*Reading in all italics can be slow
and visually exhausting. Imagine if
we had pages and pages of this!*



**Likewise, if everything is bold,
then it's hard to draw attention to
the things that are most important.**



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Design for copy-and-paste



Confusing and amateurish!

Amber Israelsen

Developer | **Pluralsight Author**

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Anytown, USA
987.654.3210
www.amberisraelsen.com*



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If you don't, you have no
control over what your
users will see



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READING THIS PARAGRAPH OF ALL CAPS WILL TAKE YOU 10% LONGER THAN IF IT WAS IN UPPER AND LOWERCASE. THIS IS BECAUSE THE SHAPES OF ALL THE WORDS ARE THE SAME, SO WE HAVE TO READ IT LETTER BY LETTER, RATHER THAN WORD BY WORD.



easy

DIFFICULT



If we created another paragraph in upper and lowercase, it should be noticeably easier and faster to read. This is because your brain notices the different shapes and contrasts, and you're able to read word by word.



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How many times have you tried to copy text, only to find out it was an image or in Flash or something else un-copyable?





Let's look at the existing
Business Case document
for Pharmalantalert.



BEFORE

Pharmalantalert Business Case

Executive Summary

Business Case Summary

In the current environment, pharmaceutical companies and pharmacies are seen as an interchangeable, necessary evil. Today, patients call in their prescriptions over the phone, then go to the pharmacy and wait in line. Once they are able to talk to someone, they may find their order is not ready because of issues with insurance, product supply, or pharmacy staff shortages. This causes frustration for the patient, friction with the pharmacists, and often requires a second visit to the pharmacy to pick up the prescription.

In addition to the above scenario, it is common that patients will not pick up their prescription at all. In such cases, the pharmacists are required to notify the patient by phone and re-shelf the medication. In extreme cases, the medication must be discarded. This scenario not only consumes valuable time of the pharmacists, but also impacts the bottom line of the company.

The intent of this Pharmalantalert project is to leverage SMS and email technology to alert patients that their order is ready, or if there are delays, to call the pharmacy for more information. If this project is successful, patients will have a better experience with Pharmalantis, thereby increasing customer loyalty and revenues.

Anticipated Outcomes

A reduction of 5% reduction of multi-visit prescription pick-ups

A reduction of 8% of medication re-shelving

Time savings of 2 hours per week per pharmacist

An increase of 10% in customer satisfaction ratings

An increase of 5% in customer loyalty

Critical Success Factors

Storage of patients' information must be secure

Compliance with HIPAA standards

Proper training of pharmacists and staff members

Business Need

Problem Statement

Pharmalantis has come under a great deal of pressure from regulatory agencies, insurance companies, and the general public to decrease the overall cost of prescriptions. However, there is a business need to maintain profits and increase shareholder value, thus necessitating this initiative to add value to the customer and differentiate ourselves in the marketplace.

Recommended Solution

Solution Overview

Pharmacists enroll the patient in the Pharmalantalert program

Times New Roman, a serif font

Font size of 8

Light gray font color



AFTER

Pharmalanta Business Case

Executive Summary

Business Case Summary

In the current environment, pharmaceutical companies and pharmacies are seen as an interchangeable, necessary evil. Today, patients call in their prescriptions over the phone, then go to the pharmacy and wait in line. Once they are able to talk to someone, they may find their order is not ready because of issues with insurance, product supply, or pharmacy staff shortages. This causes frustration for the patient, friction with the pharmacists, and often requires a second visit to the pharmacy to pick up the prescription.

In addition to the above scenario, it is common that patients will not pick up their prescription at all. In such cases, the pharmacists are required to notify the patient by phone and re-shelf the medication. In extreme cases, the medication must be discarded. This scenario not only consumes valuable time of the pharmacists, but also impacts the bottom line of the company.

The intent of this Pharmalanta project is to leverage SMS and email technology to alert patients that their order is ready, or if there are delays, to call the pharmacy for more information. If this project is successful, patients will have a better experience with Pharmalanta, thereby increasing customer loyalty and revenues.

Anticipated Outcomes

A reduction of 5% reduction of multi-visit prescription pick-ups

A reduction of 8% of medication re-shelving

Time savings of 2 hours per week per pharmacist

An increase of 10% in customer satisfaction ratings

An increase of 5% in customer loyalty

Segoe UI, a sans serif font

Font size of 12

Black font color



BEFORE

Pharmalantalet Business Case

Executive Summary

Business Case Summary

In the current environment, pharmaceutical companies and pharmacies are seen as an interchangeable, necessary evil. Today, patients call in their prescriptions over the phone, then go to the pharmacy and wait in line. Once they are able to talk to someone, they may find their order is not ready because of issues with insurance, product supply, or pharmacy staff shortages. This causes frustration for the patient, friction with the pharmacists, and often requires a second visit to the pharmacy to pick up the prescription.

In addition to the above scenario, it is common that patients will not pick up their prescription at all. In such cases, the pharmacists are required to notify the patient by phone and re-shelf the medication. In extreme cases, the medication must be discarded. This scenario not only consumes valuable time of the pharmacists, but also impacts the bottom line of the company.

The intent of this Pharmalantalet project is to leverage SMS and email technology to alert patients that their order is ready, or if there are delays, to call the pharmacy for more information. If this project is successful, patients will have a better experience with Pharmalantis, thereby increasing customer loyalty and revenues.

Anticipated Outcomes

A reduction of 5% reduction of multi-visit prescription pick-ups

A reduction of 8% of medication re-shelving

Time savings of 2 hours per week per pharmacist

An increase of 10% in customer satisfaction ratings

An increase of 5% in customer loyalty

Critical Success Factors

Storage of patients' information must be secure

Compliance with HIPAA standards

Proper training of pharmacists and staff members

Business Need

Problem Statement

Pharmalantis has come under a great deal of pressure from regulatory agencies, insurance companies, and the general public to decrease the overall cost of prescriptions. However, there is a business need to maintain profits and increase shareholder value, thus necessitating this initiative to add value to the customer and differentiate ourselves in the marketplace.

Recommended Solution

Solution Overview

Pharmacists enroll the patient in the Pharmalantalet program

AFTER

Pharmalantalet Business Case

Executive Summary

Business Case Summary

In the current environment, pharmaceutical companies and pharmacies are seen as an interchangeable, necessary evil. Today, patients call in their prescriptions over the phone, then go to the pharmacy and wait in line. Once they are able to talk to someone, they may find their order is not ready because of issues with insurance, product supply, or pharmacy staff shortages. This causes frustration for the patient, friction with the pharmacists, and often requires a second visit to the pharmacy to pick up the prescription.

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The intent of this Pharmalantalet project is to leverage SMS and email technology to alert patients that their order is ready, or if there are delays, to call the pharmacy for more information. If this project is successful, patients will have a better experience with Pharmalantis, thereby increasing customer loyalty and revenues.

Anticipated Outcomes

A reduction of 5% in multi-visit prescription pick-ups

A reduction of 8% in medication re-shelving

Time savings of 2 hours per week per pharmacist

An increase of 10% in customer satisfaction ratings

An increase of 5% in customer loyalty



Design Principles: An Overview



Let's just look at the fundamentals that can be applied to writing documentation.



Fundamental Design Principles

Alignment

Proximity

Contrast

Whitespace



Fundamental Design Principles

Alignment

Proximity

Contrast

Whitespace



Alignment

The placement of elements such that edges line up along common rows or columns, or their bodies along a common center



Heading

 Lorem ipsum dolor sit amet, ne commodo intellegat sit. Ne quo melius prodesset, eum feugait accumsan iracundia eu, id nec altera theophrastus. Per melius dissentias neglegentur ea, sea odio semper lucilius te. Ea mazim dictas usu, mazim civibus accusamus in pro, eu sit nullam integre phaedrum. Est paulo commodo elaboraret cu, semper labores no ius, natum propriae et eum.

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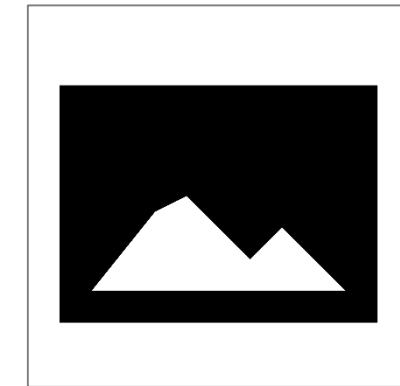
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Heading

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How your brain sees this

 Ad deleniti salutandi neglegentur qui, impetus iudicabit eu eam. Id sit rebum sensibus, mea ne dicta erudit philosophia, dolor maiorum ei mea.



Heading

 Lorem ipsum dolor sit amet, ne commodo intellegat sit. Ne quo melius prodesset, eum feugait accumsan iracundia eu, id nec altera theophrastus. Per melius dissentias neglegentur ea, sea odio semper lucilius te. Ea mazim dictas usu, mazim civibus accusamus in pro, eu sit nullam integre phaedrum. Est paulo commodo elaboraret cu, semper labores no ius, natum propriae et eum.

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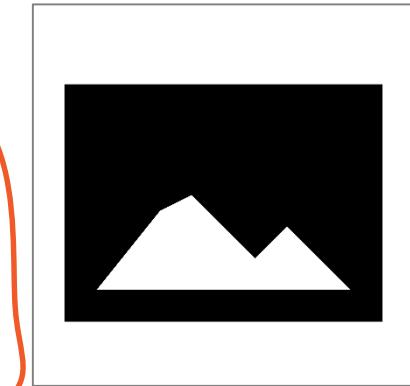
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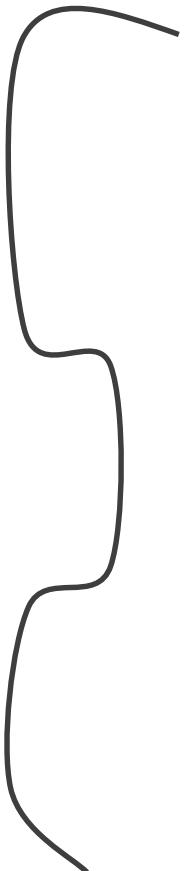
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 Ad deleniti salutandi neglegentur qui, impetus iudicabit eu eam. Id sit rebum sensibus, mea ne dicta erudit philosophia, dolor maiorum ei mea.



Which Do You Think Is Stronger?



or



Heading

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Let's make this better

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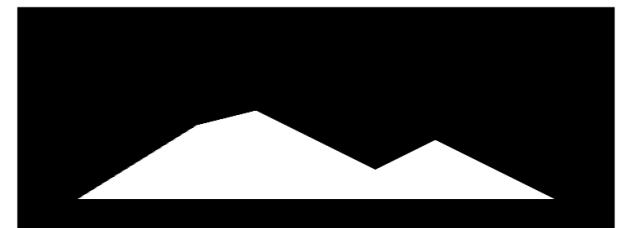
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A word about centering



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Let's look at the alignment
in the current document.



BEFORE

Pharmalantalert Business Case

Executive Summary

Business Case Summary

In the current environment, pharmaceutical companies and pharmacies are seen as an interchangeable, necessary evil. Today, patients call in their prescriptions over the phone, then go to the pharmacy and wait in line. Once they are able to talk to someone, they may find their order is not ready because of issues with insurance, product supply, or pharmacy staff shortages. This causes frustration for the patient, friction with the pharmacists, and often requires a second visit to the pharmacy to pick up the prescription.

In addition to the above scenario, it is common that patients will not pick up their prescription at all. In such cases, the pharmacists are required to notify the patient by phone and re-shelf the medication. In extreme cases, the medication must be discarded. This scenario not only consumes valuable time of the pharmacists, but also impacts the bottom line of the company.

The intent of this Pharmalantalert project is to leverage SMS and email technology to alert patients that their order is ready, or if there are delays, to call the pharmacy for more information. If this project is successful, patients will have a better experience with Pharmalantis, thereby increasing customer loyalty and revenues.

Anticipated Outcomes

- A reduction of 5% in multi-visit prescription pick-ups
- A reduction of 8% in medication re-shelving
- Time savings of 2 hours per week per pharmacist
- An increase of 10% in customer satisfaction ratings
- An increase of 5% in customer loyalty

Centered headings

Indented paragraphs

This causes a lot of movement for the eyes



AFTER

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An increase of 5% in customer loyalty

A strong left alignment for the whole page



BEFORE

Pharmalanta Business Case

Executive Summary

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- An increase of 5% in customer loyalty



Fundamental Design Principles

Alignment

Proximity

Contrast

Whitespace



Proximity

Elements that are close together are perceived to be more related than elements that are farther apart



What is the relationship
between these two?



What about now?



Why?

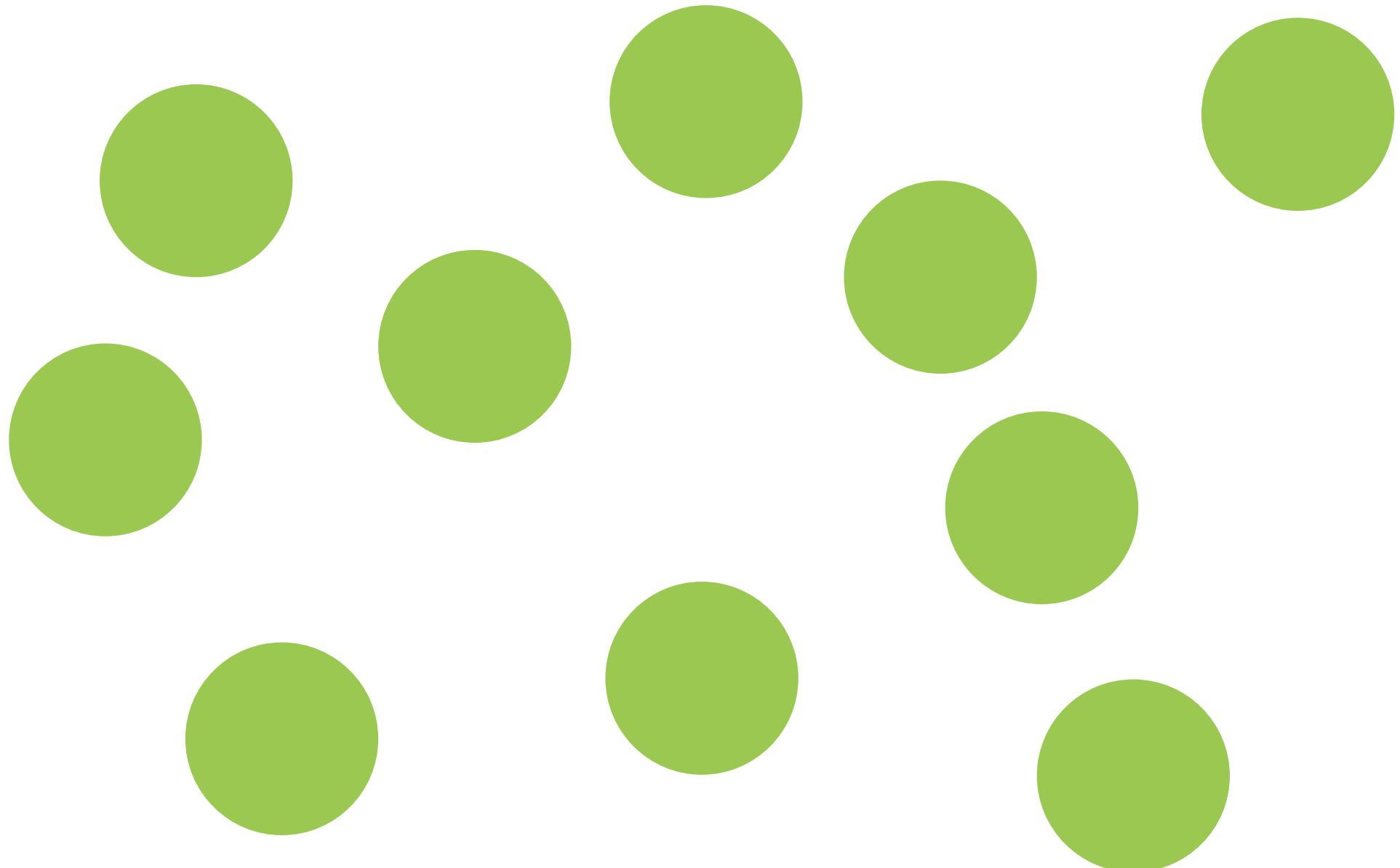


Because they're closer
together



Let's see another example.



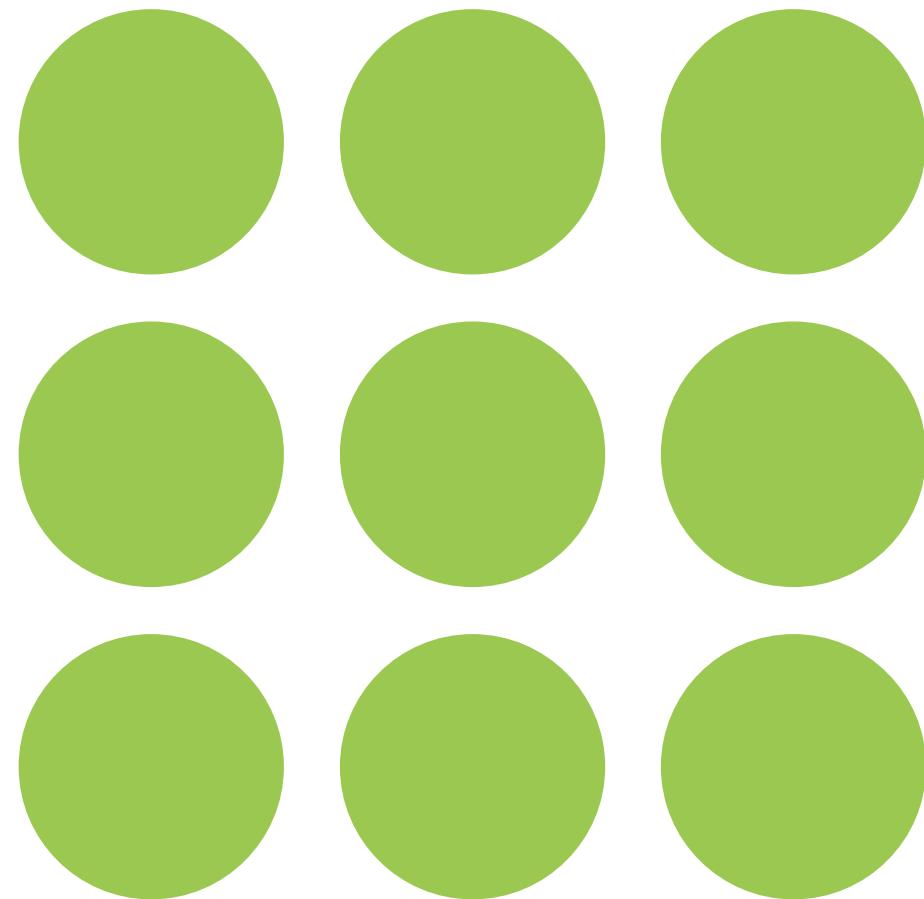


How many dots?

How many groups?

How did they relate?



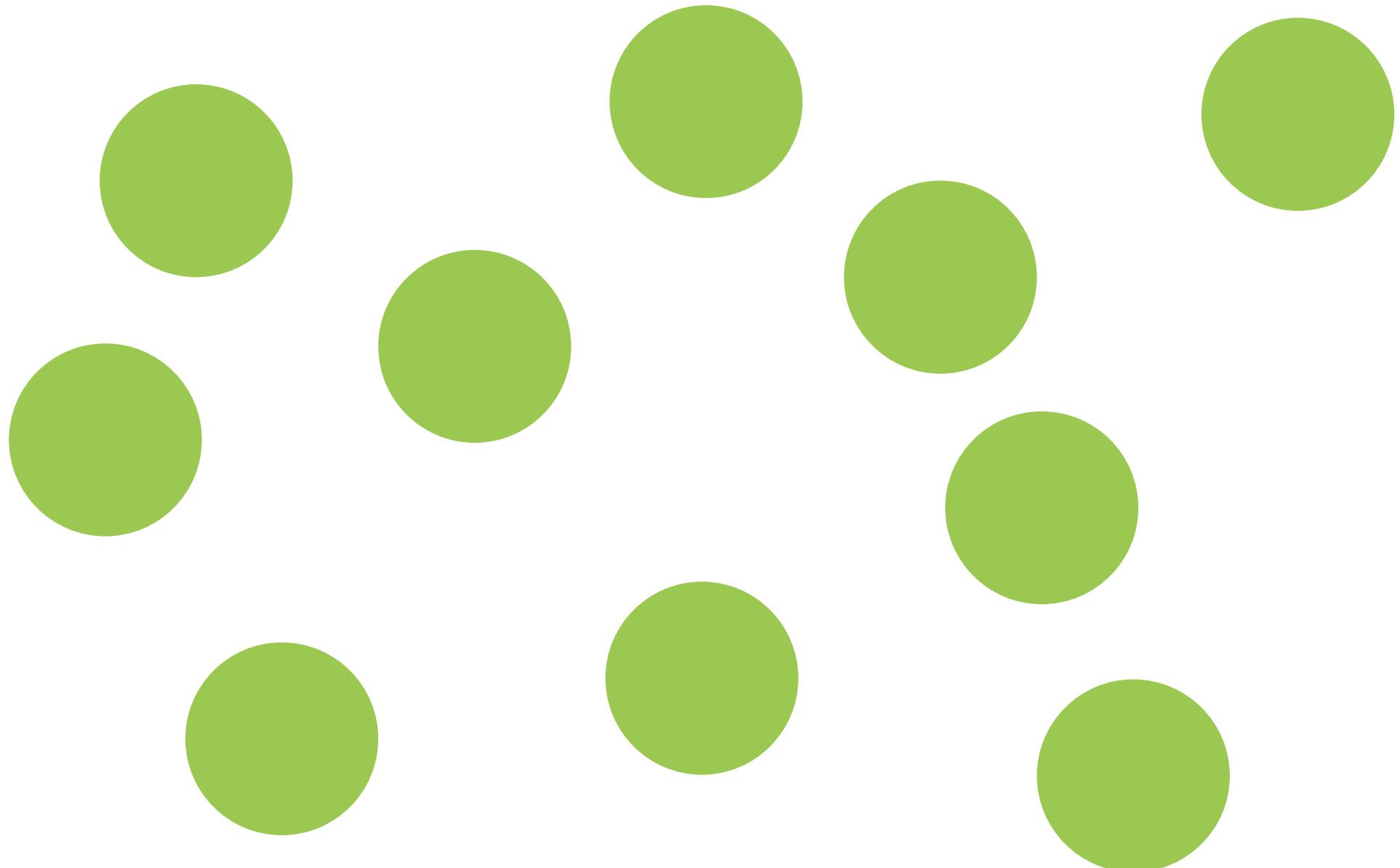


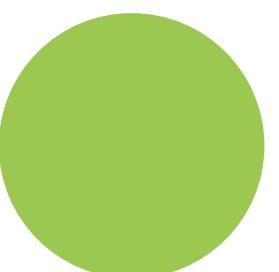
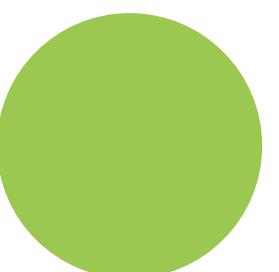
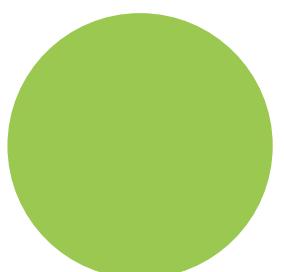
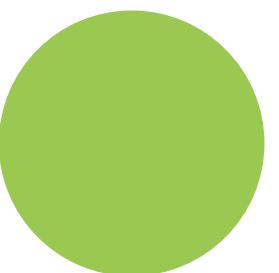
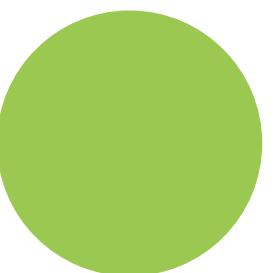
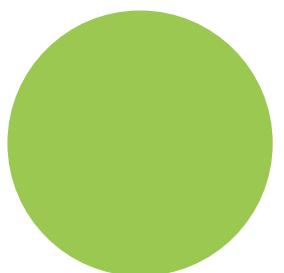
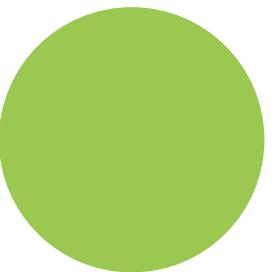
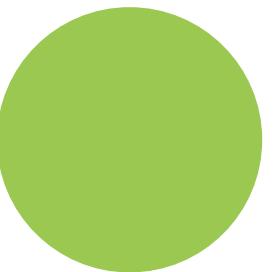
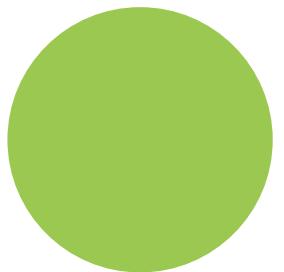
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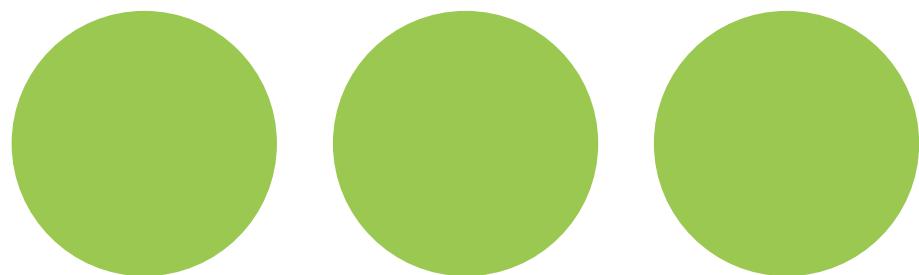
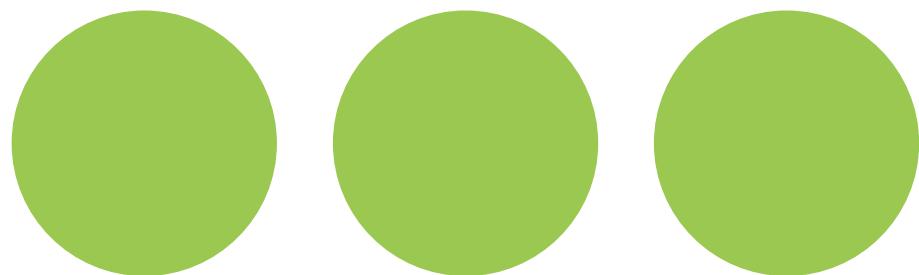
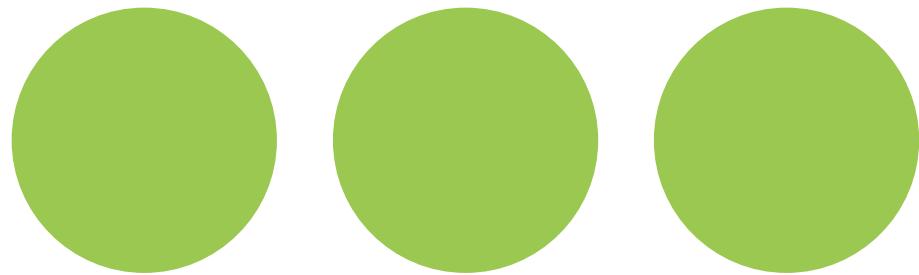
How many groups?

How did they relate?









BEFORE

Proper training of pharmacists and staff members

Business Need

Problem Statement

Pharmalantis has come under a great deal of pressure from regulatory agencies, insurance companies, and the general public to decrease the overall cost of prescriptions. However, there is a business need to maintain profits and increase shareholder value, thus necessitating this initiative to add value to the customer and differentiate ourselves in the marketplace.



Recommended Solution

Solution Overview

Pharmacists enroll the patient in the Pharmalantalert program

Patients get personalized reminders about picking up their medications

Reminders can be received by cell phone or email

Improves the customer experience

Reduces the need to re-shelf or discard medications

Reduces the amount of time pharmacists spend following up with patients about forgotten medications

Strengthens customer loyalty and revenue

Alternative Solutions

Take no action

Delay implementation until 2018

A "robo-caller" feature of the system that will call patients rather than text or email them

The mockup of the mobile app is in the “Problem Statement” section

This is the solution,
not the problem!



AFTER

Proper training of pharmacists and staff members

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That's better! Now it looks like part of the solution.



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Fundamental Design Principles

Alignment

Proximity

Contrast

Whitespace



Contrast

Users will notice and remember elements that stand out







Our brains
contrast

In other words, you should help your users understand what's important on a page.



Using contrast can create visual interest, and it also helps with organization...



...which includes an important concept called visual hierarchy.



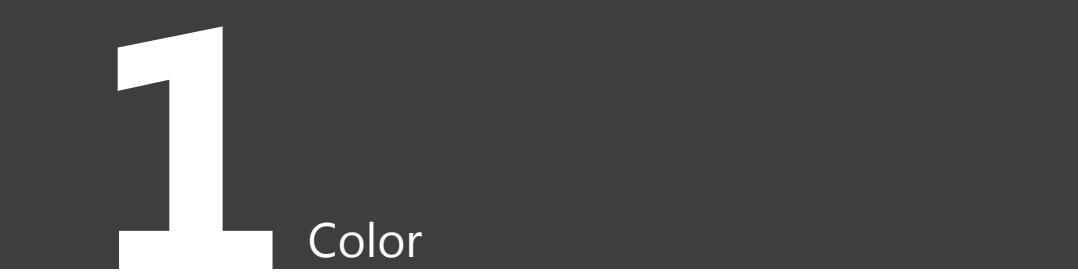
You read this first

And then you'll read this next

- Then you'll skim the bullet points
- Maybe looking for **bolded** or *italicized* words
- Contrast is very important to creating hierarchy



Three Ways to Show Contrast

-  1 Color
-  2 Shape
-  3 Size



When using any of the three techniques, be

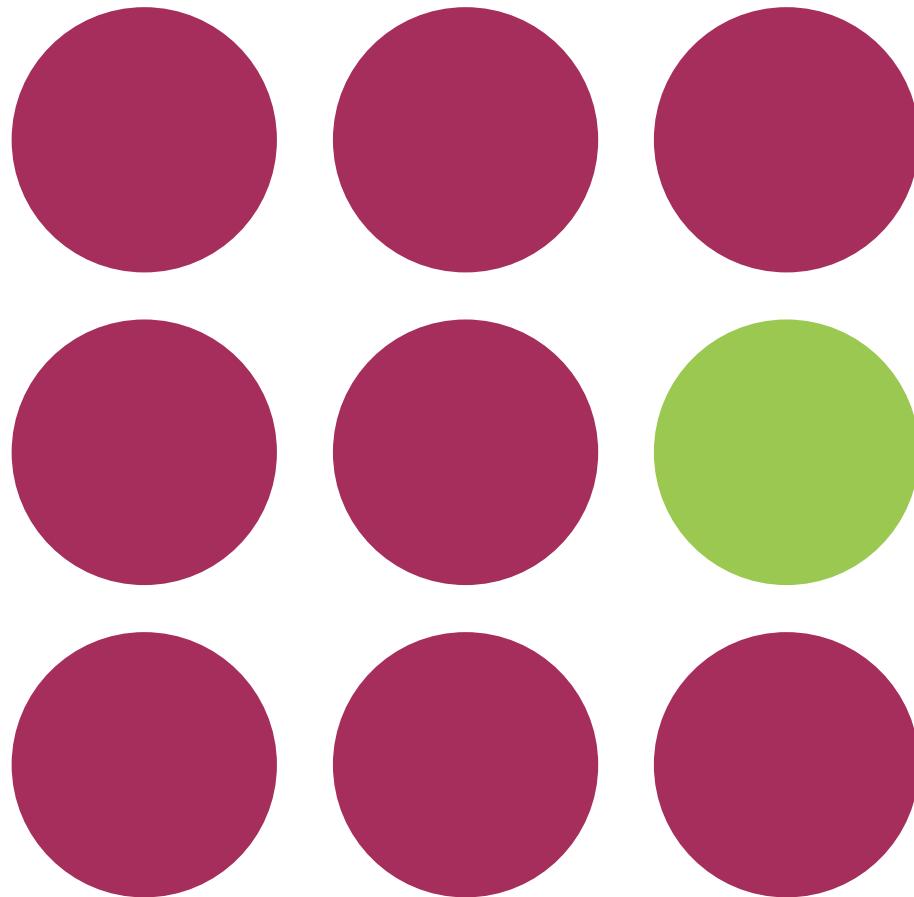
BOLD



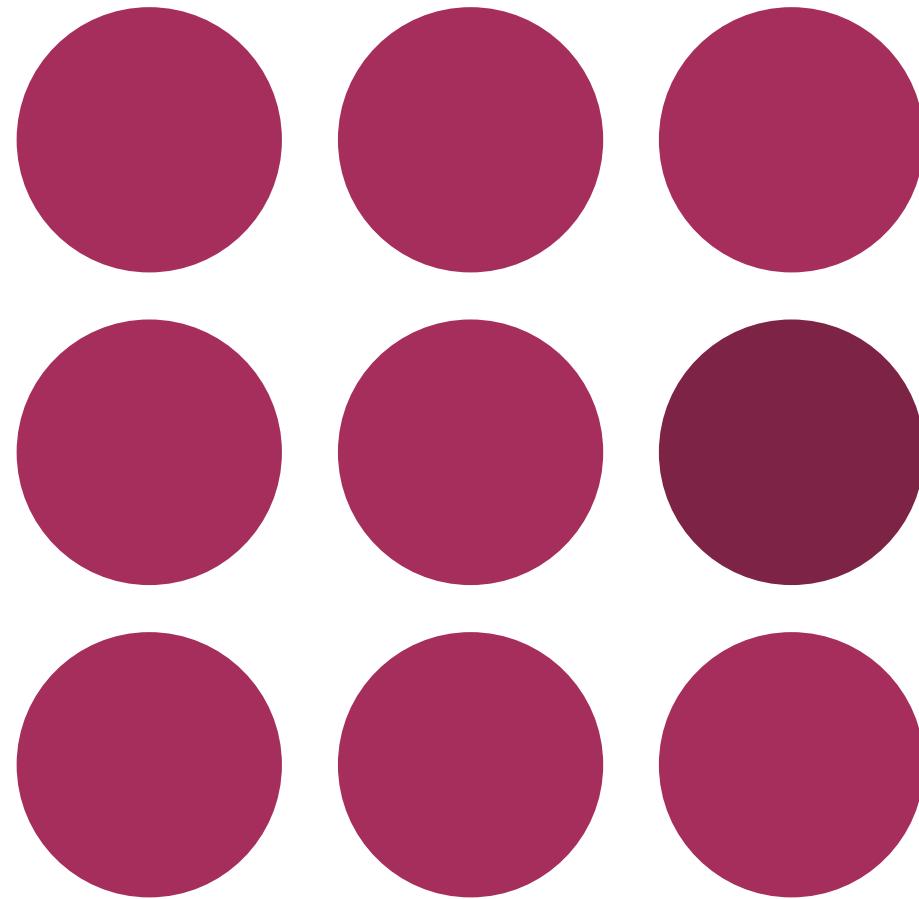
Three Ways to Show Contrast



Good Contrast



Wimpy Contrast



good contrast



wimpy contrast



Article Heading

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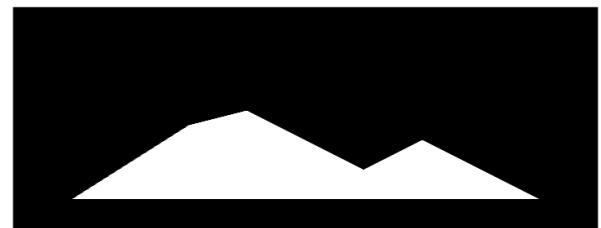
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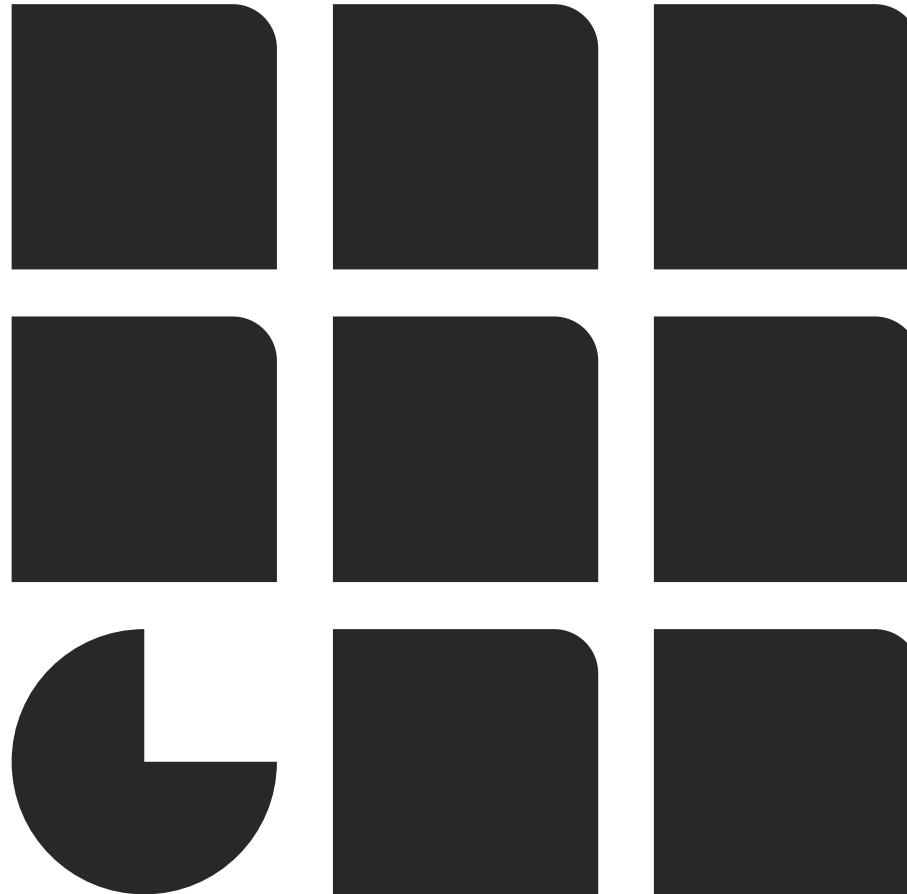


Three Ways to Show Contrast

- 
- 1 Color
 - 2 Shape
 - 3 Size



Good Contrast



Wimpy Contrast



Top 5 Things You Like About This Course

- 1. Awesome instructor**
- 2. Beautiful slides**
- 3. Practical examples**
- 4. Carl and Anne**
- 5. This list**



Why, thank you! 😊

Top 5 Things You Like About This Course

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Top 5 Things You Like About This Course

1. Awesome instructor!
2. Beautiful design.
3. Practical examples.
4. Lots of time to practice.

Let's make this better



Top 5 Things You Like About This Course

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How about some
rectangles of
contrasting size?



Top 5 Things You Like About This Course

- 1 Awesome instructor
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- 4 Carl and Anne
- 5 This list

Or try contrasting
the rectangles
with circles.



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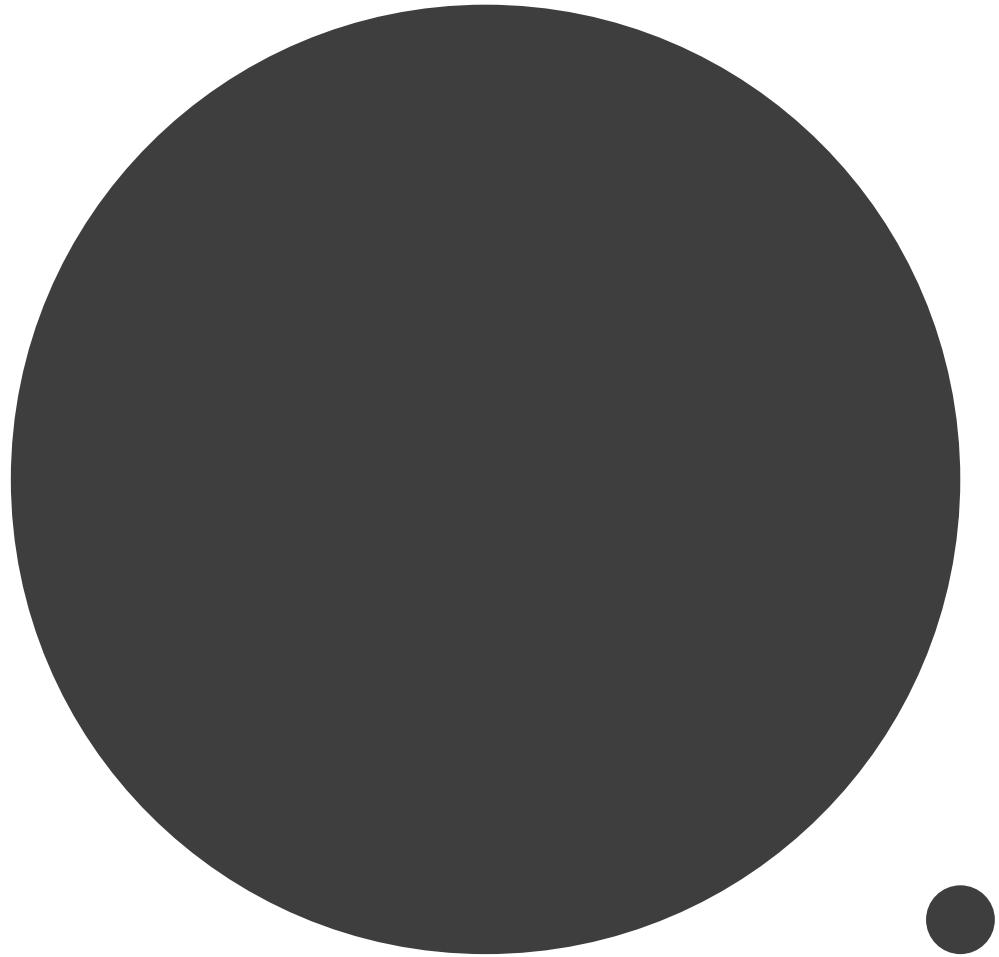
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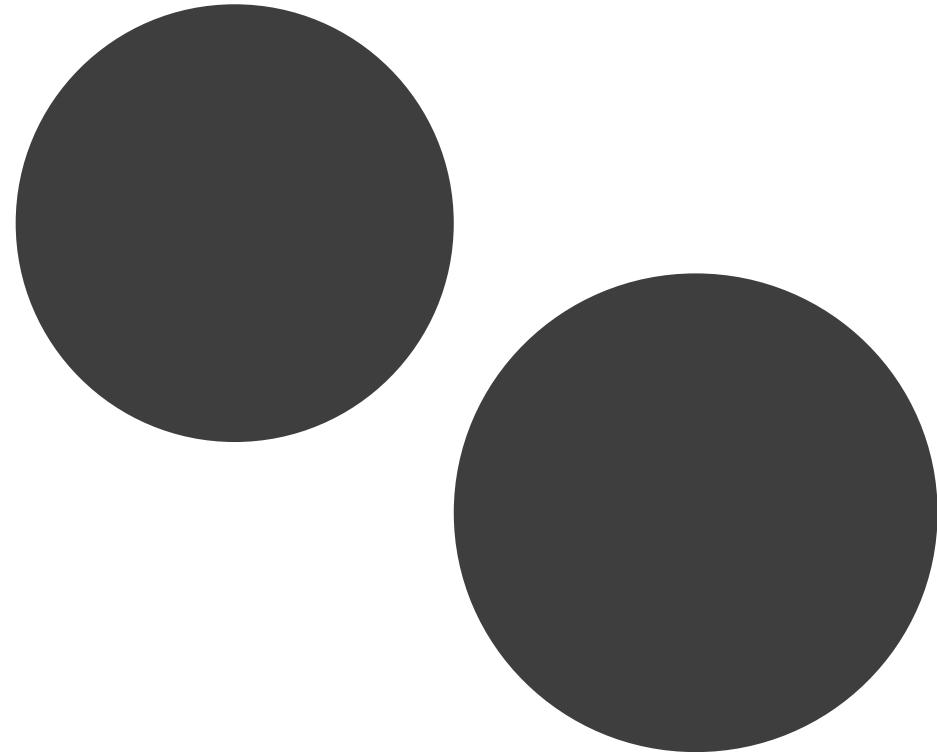
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Good Contrast



Wimpy Contrast



good

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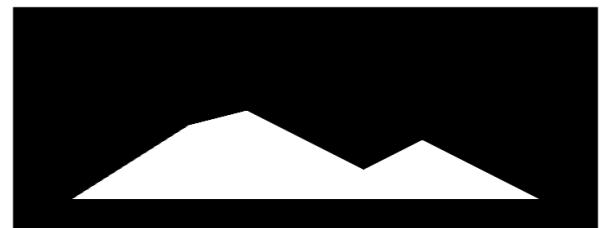
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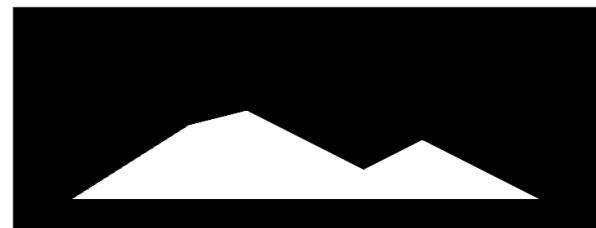
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BEFORE

Pharmalantalert Business Case

Executive Summary

Business Case Summary

In the current environment, pharmaceutical companies and pharmacies are seen as an interchangeable, necessary evil. Today, patients call in their prescriptions over the phone, then go to the pharmacy and wait in line. Once they are able to talk to someone, they may find their order is not ready because of issues with insurance, product supply, or pharmacy staff shortages. This causes frustration for the patient, friction with the pharmacists, and often requires a second visit to the pharmacy to pick up the prescription.

In addition to the above scenario, it is common that patients will not pick up their prescription at all. In such cases, the pharmacists are required to notify the patient by phone and re-shelf the medication. In extreme cases, the medication must be discarded. This scenario not only consumes valuable time of the pharmacists, but also impacts the bottom line of the company.

The intent of this Pharmalantalert project is to leverage SMS and email technology to alert patients that their order is ready, or if there are delays, to call the pharmacy for more information. If this project is successful, patients will have a better experience with Pharmalantis, thereby increasing customer loyalty and revenues.

Anticipated Outcomes

A reduction of 5% in multi-visit prescription pick-ups

A reduction of 8% in medication re-shelving

Time savings of 2 hours per week per pharmacist

An increase of 10% in customer satisfaction ratings

An increase of 5% in customer loyalty

Not much contrast

The visual hierarchy
is hard to identify



AFTER

Pharmalantalert Business Case

EXECUTIVE SUMMARY

Business Case Summary

In the current environment, pharmaceutical companies and pharmacies are seen as an interchangeable, necessary evil. Today, patients can call their prescriptions over the phone, then go to the pharmacy and wait in line. Once they arrive, if they have to talk to someone, they may find their order is not ready because of issues with inventory, product supply, or pharmacy staff shortages. This causes frustration for the patient, friction with the pharmacists, and often requires a second visit to the pharmacy to pick up the prescription.

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Time savings of 2 hours per week per pharmacist

Contrast in size for the document title

Contrast in size and shape for the first section

Contrast with bold text for sub-headings



BEFORE

Pharmalanta Business Case

Executive Summary

Business Case Summary

In the current environment, pharmaceutical companies and pharmacies are seen as an interchangeable, necessary evil. Today, patients call in their prescriptions over the phone, then go to the pharmacy and wait in line. Once they are able to talk to someone, they may find their order is not ready because of issues with insurance, product supply, or pharmacy staff shortages. This causes frustration for the patient, friction with the pharmacists, and often requires a second visit to the pharmacy to pick up the prescription.

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AFTER

Pharmalanta Business Case

EXECUTIVE SUMMARY

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Fundamental Design Principles

Alignment

Proximity

Contrast

Whitespace



Whitespace

Absence of text or graphics
(doesn't have to be white in color)



“Space is like air. It is necessary for a design to breathe.”

Alex W. White



Gmail Images



Sign in

Google

Google Search

I'm Feeling Lucky

Advertising

Business

About

Privacy

Terms

Settings



Log in

or [create an account](#)

Email

Password

Remember me

Log in

[Forgot your password?](#)

Search

TIFFANY & CO.

Sign In or Create an Account

Stores

ENGAGEMENT JEWELRY COLLECTIONS WATCHES ACCESSORIES GIFTS BLUE BOOK THE WORLD OF TIFFANY

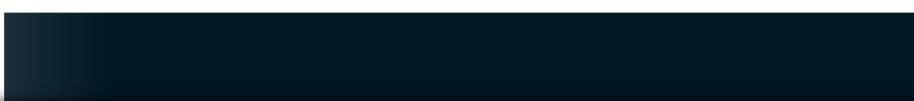
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Complimentary shipping and returns on all orders

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Elsa Peretti reinvented the diamond necklace with
clean, uncomplicated bezel settings that allow
stones of any size to glow against the skin.

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What's most important
on this page?

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01100001 01101100 01110011 01101001
01100111 01101000 01110100 01110000
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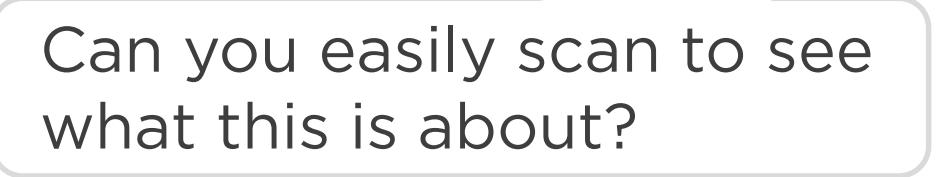
What do you think now?

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01101100
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01110100 01110000 01101100 01110101



Now have a look at this list...





Can you easily scan to see what this is about?

Tech Companies

Apple

Microsoft

Yahoo

Google

Amazon

Programming Languages

JavaScript

C#

C++

Python

Writing Genres

Fiction

Non-Fiction

Technical



Let's first apply some contrast.

Tech Companies

Apple
Microsoft
Yahoo
Google
Amazon

Programming Languages

JavaScript
C#
C++
Python

Writing Genres

Fiction
Non-Fiction
Technical



Tech Companies

Apple
Microsoft
Yahoo
Google
Amazon

And now let's add whitespace.

Programming Languages

JavaScript
C#
C++
Python

Writing Genres

Fiction
Non-Fiction
Technical



Tech Companies

Apple

Microsoft

Yahoo

Google

Amazon

Programming Languages

JavaScript

C#

C++

Python

Writing Genres

Fiction

Non-Fiction

Technical

Tech Companies

Apple

Microsoft

Yahoo

Google

Amazon

Programming Languages

JavaScript

C#

C++

Python

Writing Genres

Fiction

Non-Fiction

Technical

Now it's much
more clear!



BEFORE

Storage of patients' information must be secure

Compliance with HIPAA standards

Proper training of pharmacists and staff members

Business Need

Problem Statement

Pharmalantis has come under a great deal of pressure from regulatory agencies, insurance companies, and the general public to decrease the overall cost of prescriptions. However, there is a business need to maintain profits and increase shareholder value, thus necessitating this initiative to add value to the customer and differentiate ourselves in the marketplace.

Recommended Solution

Solution Overview

Pharmacists enroll the patient in the Pharmalantalert program

Patients get personalized reminders about picking up their medications

Reminders can be received by cell phone or email

Improves the customer experience

Reduces the need to re-shelve or discard medications

Reduces the amount of time pharmacists spend following up with patients about forgotten medications

Strengthens customer loyalty and revenue

Alternative Solutions

Take no action



There's a whole lot going on here;
it all blends together



AFTER

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Alternative Solutions

Take no action

With some contrast and whitespace, now it's clear that there's a Solution Overview and then Alternative Solutions



BEFORE

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Compliance with HIPAA standards
Proper training of pharmacists and staff members

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AFTER

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Proper training of pharmacists and staff members

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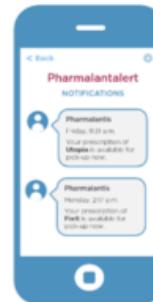
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Reduces the amount of time pharmacists spend following up with patients about forgotten medications

Strengthens customer loyalty and revenue

Alternative Solutions

Take no action



Page Design Elements



Tips to Increase Structural Clarity



Abstracts
Introductions
Statement of Purpose

Table of Contents
Problem Statements

Graphs
Tables
Descriptive titles and headings

Remember this slide from the last module?



TABLE OF CONTENTS

WHY

Allows readers to locate information and pages quickly and easily

TIPS

- Typically included for documents ten pages or longer
- Use major headings and subheadings exactly as they appear in the document
- Place following the title page and abstract (if applicable)

Pharmalantalert Business Case

Table of Contents

EXECUTIVE SUMMARY	2
Business Case Summary.....	2
Anticipated Outcomes.....	2
BUSINESS NEED.....	3
Problem Statement.....	3
RECOMMENDED SOLUTION.....	3
Solution Overview.....	3
Alternative Solutions	3
COSTS, RISKS AND BENEFITS	4
IMPLEMENTATION DETAILS	4
CONCLUSIONS AND RECOMMENDATIONS	4



REVISION HISTORY

WHY

Allows readers to identify who made changes, when they were made, and what they were

TIPS

- Provide descriptive details about what changes were made, and who had input
- Update the history each time the document is revised

Revision History

Date	Name	Description
4/11/16	Justin	Document created. Business Case Summary and Problem Statement identified.
4/18/16	Justin	Added Recommended Solution, with input from Bill.
4/29/16	Justin	Added mockup of Pharmalantalert mobile app.
4/29/16	Justin	Updated Anticipated Outcomes after meeting with the Marketing team.



HEADERS AND FOOTERS

WHY Allows readers to easily identify sections, page numbers, dates and more

TIPS

- Possible information to include
 - Page number: a multi-page document should always include this
 - Section or subsection topic
 - Date the document was written
 - Document name
 - Document path
 - Copyright information

Executive Summary

Pharmalanta Project

Page 4 of 6



LISTS AND BULLET POINTS

WHY

- Enhance scannability
- Highlight steps and sequence
- Break up complex statements and concepts

TIPS

- Include only one step or piece of information per bullet point
- Begin each list item the same way (e.g., nouns, verbs, etc.)
- Capitalize the first word of each bullet
- Use numbers to show sequence
- Use bullets when you do not wish to show sequence or rank

Anticipated Outcomes

We expect a reduction of 5% in multi-visit prescription pick-ups, plus an 8% in medication re-shelving. The pharmacists should save 2 hours per week on these tasks. Customer satisfaction ratings are expected to increase by 10%, with a 5% increase in customer loyalty.



Anticipated Outcomes

- A reduction of 5% in multi-visit prescription pick-ups
- A reduction of 8% in medication re-shelving
- Time savings of 2 hours per week per pharmacist
- An increase of 10% in customer satisfaction ratings
- An increase of 5% in customer loyalty



LISTS AND BULLET POINTS

Numbering schemes

Heading 1

1. Step
2. Step
3. Step
4. Step

Heading 2

1. Step
2. Step
3. Step
4. Step

What if I need to reference back to a step?



LISTS AND BULLET POINTS

Numbering schemes

Heading 1

1. Step
2. Step
3. Step
4. Step

Heading 2

1. Step
2. Step
3. Step
4. Step

Heading 1

- 1.1 Step
- 1.2 Step
- 1.3 Step
- 1.4 Step

Heading 2

- 2.1 Step
- 2.2 Step
- 2.3 Step
- 2.4 Step

Better!



LISTS AND BULLET POINTS

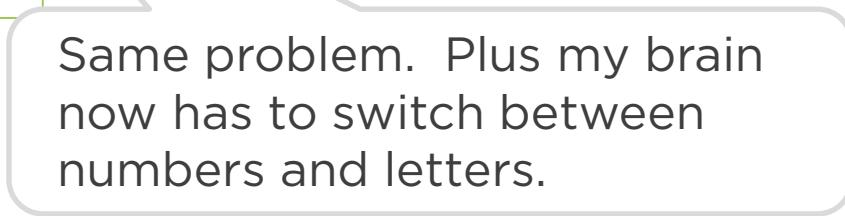
Numbering schemes

Heading 1

- a. Step
- b. Step
- c. Step
- d. Step

Heading 2

- a. Step
- b. Step
- c. Step
- d. Step



Same problem. Plus my brain
now has to switch between
numbers and letters.



LISTS AND BULLET POINTS

Numbering schemes

Heading 1

- a. Step
- b. Step
- c. Step
- d. Step

Heading 2

- a. Step
- b. Step
- c. Step
- d. Step

Heading 1

- 1.1 Step
- 1.2 Step
- 1.3 Step
- 1.4 Step

Heading 2

- 2.1 Step
- 2.2 Step
- 2.3 Step
- 2.4 Step

Better!



CAPTIONS

WHY

Highlight or describe a visual

TIPS

- Typically placed below figures and above tables
- Align to the left or center
- Refer to visuals in the text of the document by their figure or table numbers



Figure 1. Line graph showing customer satisfaction ratings



GLOSSARY

WHY

Quick reference of terms and definitions

TIPS

- Use language the reader will understand
- Arrange terms alphabetically, dictionary style
- Place at the end of the document

GLOSSARY

Correctness:	A desirable quality in a software system, indicating that the specifications of the software correspond directly and completely to the implementation.
Electronic Health Record:	Any information relating to the past, present or future physical and mental health, or condition of an individual which resides in electronic system(s) used to capture, transmit, receive, store, retrieve, link, and manipulate multimedia data for the primary purpose of providing health care and health-related services.
IVR:	Interactive Voice Response.
SIG:	Latin for "Signatura" meaning the directions given to a patient about a prescription.
SMS:	Short Messaging Service.
UI:	User Interface.



Let's have a look at visuals next.



Visuals



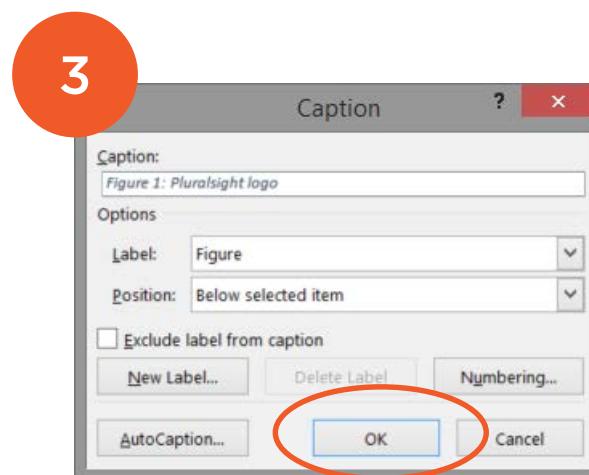
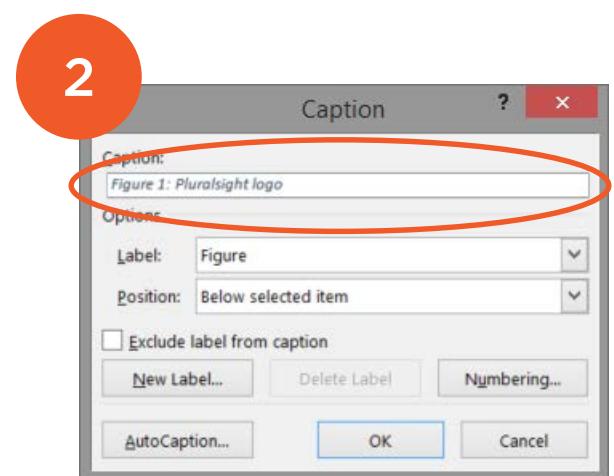
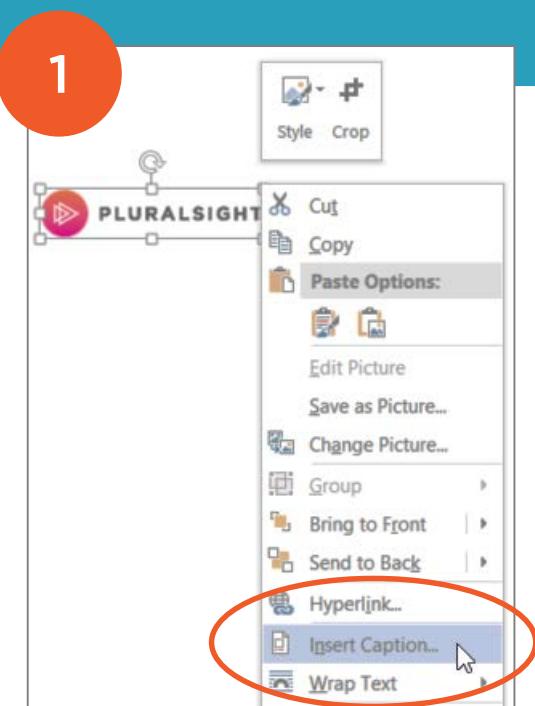
SCREENSHOTS

RECOMMENDED USAGE

Documents related to software, especially end-user manuals

TIPS

- Capture the important screen area, including visual context
- Use annotations to list steps or call attention to specific parts of the screen
- Ensure images are clear and of high quality



ICONS/SYMBOLS

RECOMMENDED USAGE

To highlight important information or repeating themes

TIPS

- Be consistent with the use of icons and types of messages
- Icons should be simple and easily recognized
- Consider global audiences if applicable



THINGS TO REMEMBER

If patients reply "STOP" to an SMS message, their account will need to be configured again to receive future messages.



It's important that you **remember your login information**. It will be required to access your account on your mobile device.



TABLES

VISUAL DIMENSIONS	<ul style="list-style-type: none">• Rows• Columns
RECOMMENDED USAGE	<ul style="list-style-type: none">• Data lookups

Alternative Solutions		
Alternative Considered	Description	Reason Rejected
Take no action	Continue to use the same systems and processes currently in place.	Customer satisfaction scores are low, and getting lower. This is impacting the bottom line and shareholder value.
Delay implementation until 2018	Continue to use the same systems and processes currently in place until 2018.	Delaying implementation will only prolong the frustrations of our customers and the negative impacts to the bottom line.
A "robo-caller" feature	Rather than send SMS and email messages, an automated system would phone patients instead.	"Robo-callers" are widely unpopular and invasive to consumers. While this option is better than nothing, it would not be as well received as SMS and email messages.



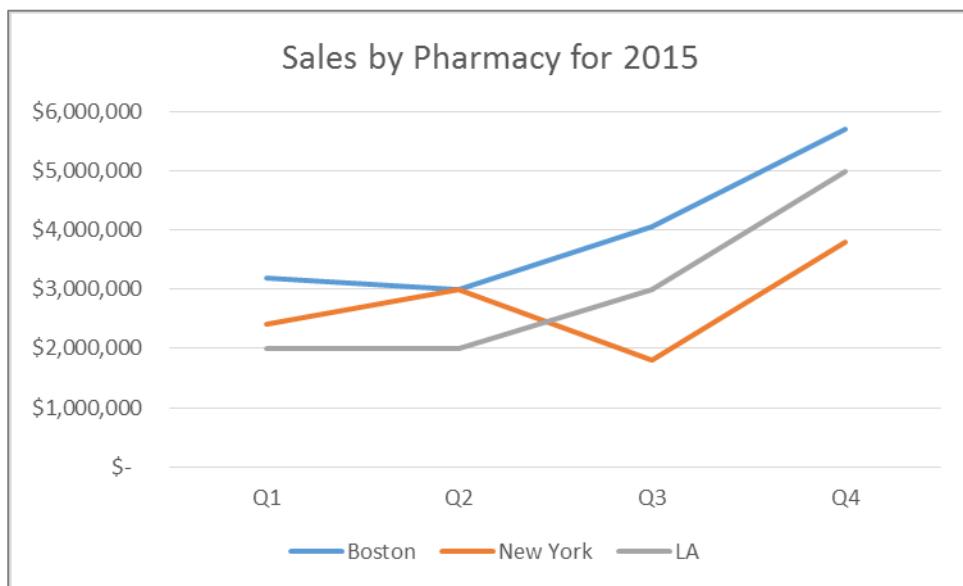
LINE GRAPHS

VISUAL DIMENSIONS

- Category
- Length or count
- Color

RECOMMENDED USAGE

- Visualize a trend in data over a time period
 - e.g., Sales performance for all pharmacies for an entire year to show quarterly trends



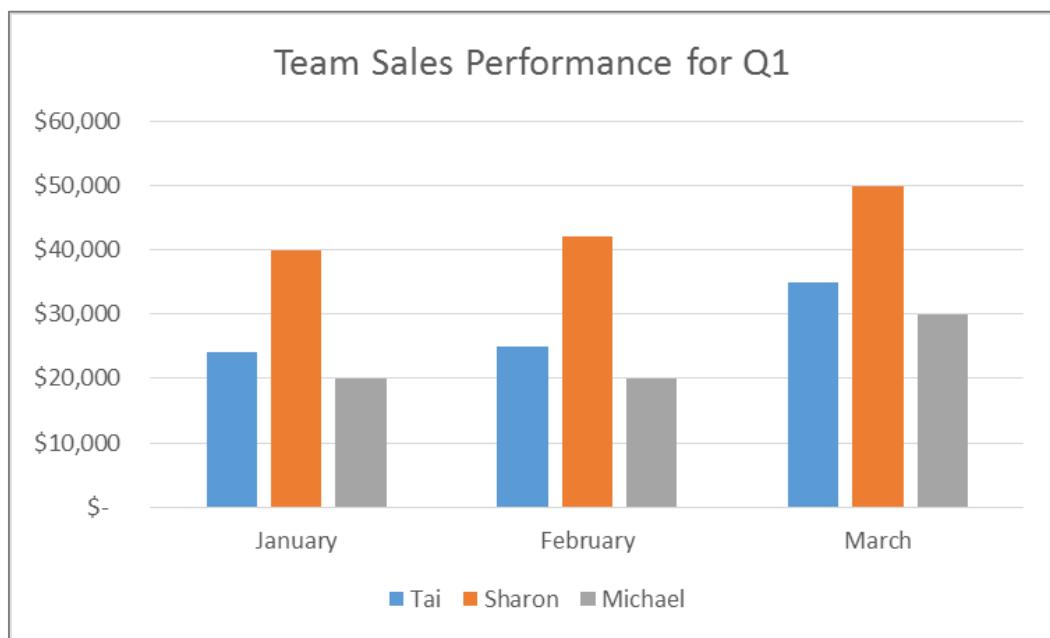
BAR/COLUMN GRAPHS

VISUAL DIMENSIONS

- Category
- Length or count
- Color

RECOMMENDED USAGE

- Comparison of values
 - e.g., Sales performance for each team member for Q1



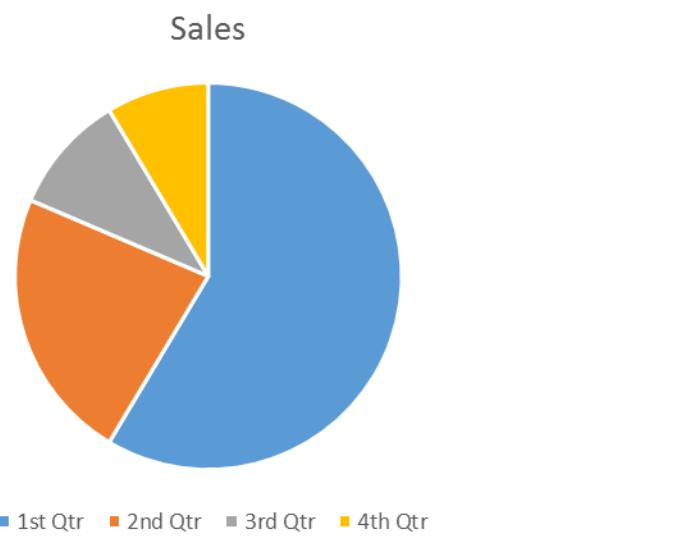
PIE GRAPHS

VISUAL DIMENSIONS

- Category
- Percentage
- Color

RECOMMENDED USAGE

- Showing percentage or proportional data
 - e.g., Percentage of sales by quarter for the entire year
- Best used for six or fewer categories



FLOW CHARTS

VISUAL DIMENSIONS

- Symbols
- Words
- Sequence

RECOMMENDED USAGE

- Show stages of a process in sequence



Pharmacist
enrolls patient



Pharmacy fills
prescription



Patient receives
text reminder





We've covered a lot!



No kidding! How
about a checklist to
summarize everything?



Sure! Great idea.

Summary



Typography

Use typography appropriate for the format and intended use

Focus on readability and understandability using size, contrast and bold/italics



Design Principles

Alignment creates a visual connection between elements

Center alignment is usually not as strong as right or left

Elements closer together are perceived to be more related than elements farther apart

Use contrast to make important elements stand out

Whitespace lets a design breathe, and separates groups of information



Page Design Elements

Increase the effectiveness of a document through:

- Table of contents
- Revision history
- Headers and footers
- Lists/bullets
- Captions
- Glossary



Visuals

Keep visuals simple

If explanation is needed, use a caption

Refer to visuals in the text of the document by their figure or table numbers

Place visuals as close as possible to the text where they are discussed

Consider placing detailed or lengthy visuals in an appendix



Up next

