



CH. 5 THINK LIKE A DESIGNER

SEPT. 25



4 A'S OF DESIGN

- Affordance
- Accessibility
- Aesthetics
- Acceptance





AFFORDANCE

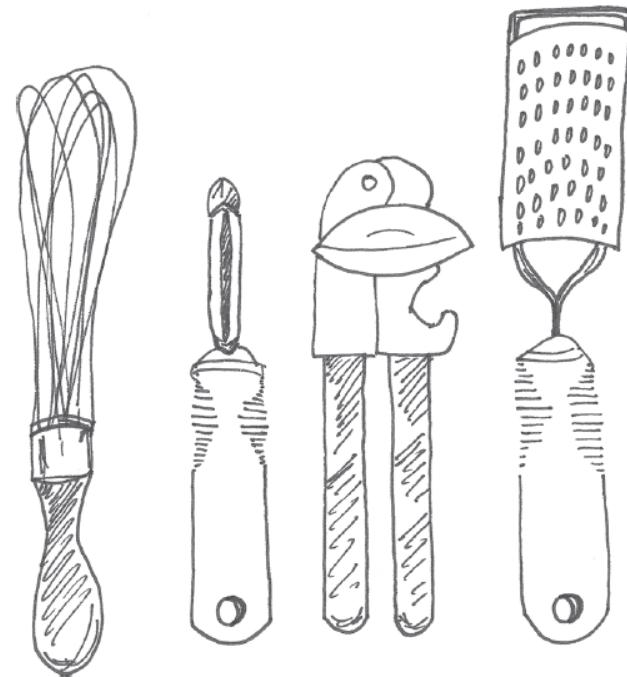
1. HIGHLIGHT THE IMPORTANT STUFF
 2. ELIMINATE DISTRACTIONS
 3. CREATE A CLEAR HIERARCHY OF INFORMATION
- 



AFFORDANCE

- Inherent and obvious
- With sufficient affordances, design fades into the background
- With insufficient affordance, design is obvious
- Tells our audience how to use and interact with our visuals

AFFORDANCE

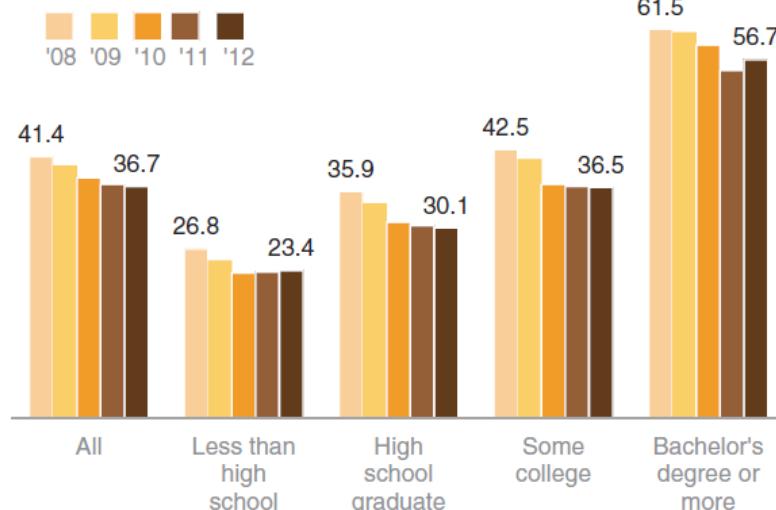


HIGHLIGHT THE IMPORTANT STUFF

- **Bold**
- CASE
- Color
- Inverse Elements
- Size

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



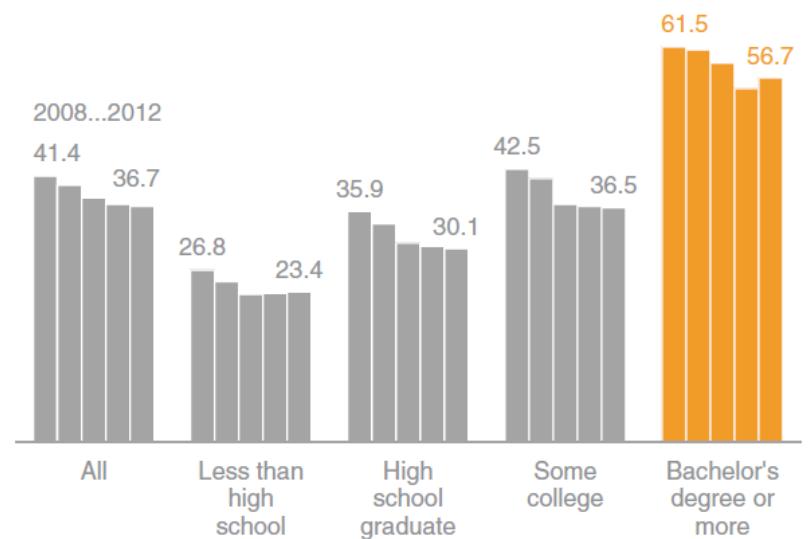
Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

Source: U.S. Census

Adapted from PEW RESEARCH CENTER

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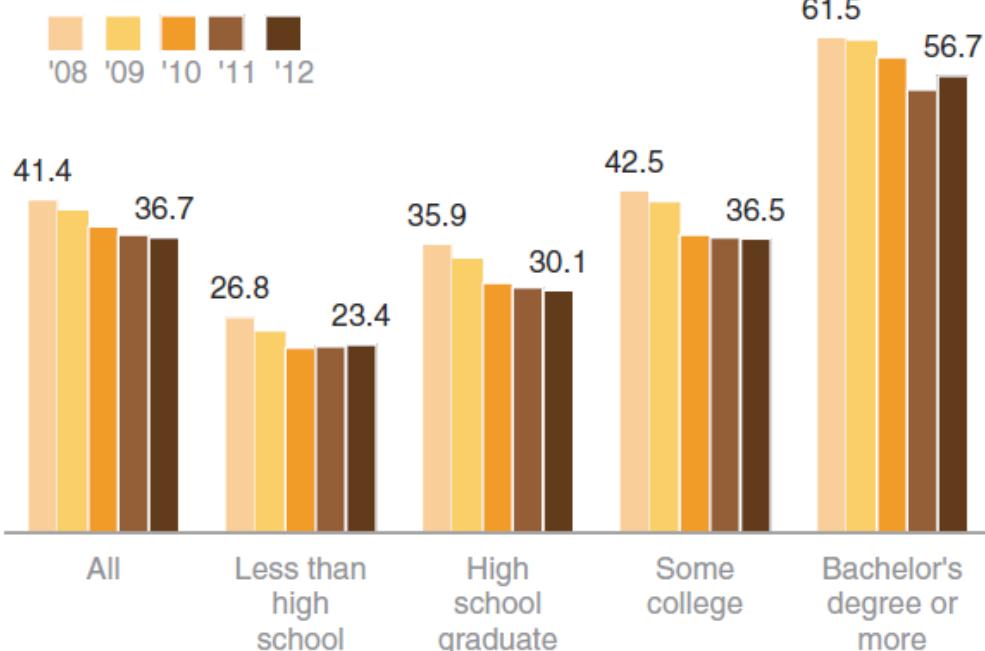


ELIMINATE DISTRACTIONS

- “You know you’ve achieved perfection, not when you have nothing more to add, but when you have nothing to take away” – *Airman’s Odyssey*
- I. Not all data is equally important
- II. When detail isn’t needed, summarize
- III. Ask yourself if eliminating would change anything
- IV. Push necessary, but non-message impacting items to the background

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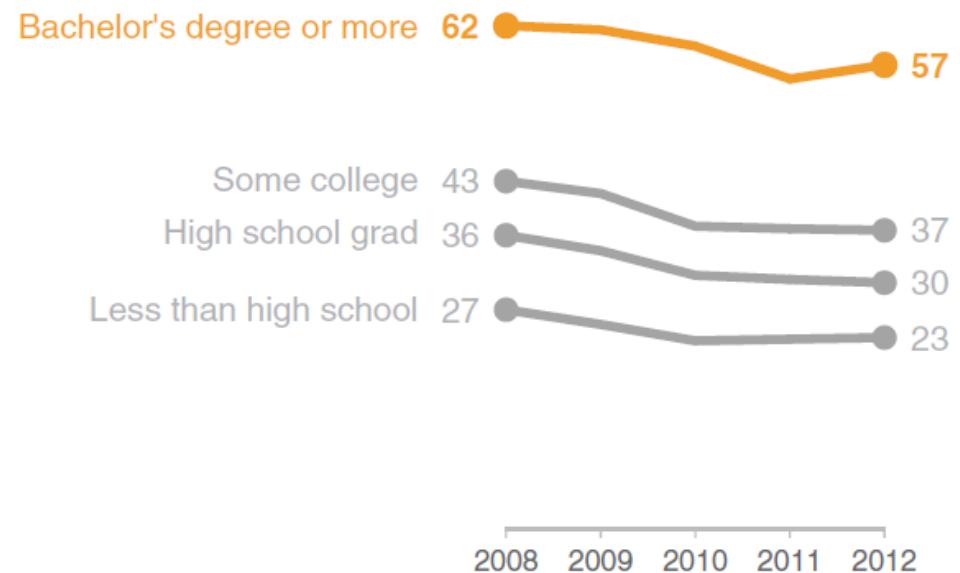
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Adapted from PEW RESEARCH CENTER



CREATE A CLEAR VISUAL HIERARCHY OF INFORMATION

- Pull important items to the forefront
- Push other elements to the background
- You tell the audience the general order or processing

Issues vs. Satisfaction by Model





ACCESSIBILITY

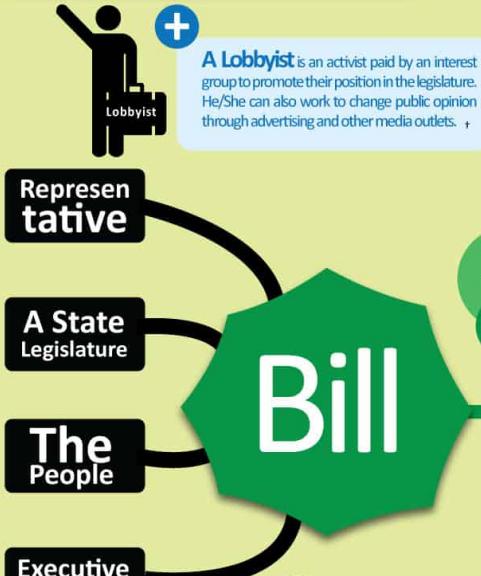
- 1. DON'T OVERCOMPLICATE
- 2. TEXT IS YOUR FRIEND

DON'T OVER COMPLICATE

- Make it legible
- Keep it clean
- Use straightforward language
- Remove unnecessary complexity



HOW OUR LAWS ARE MADE



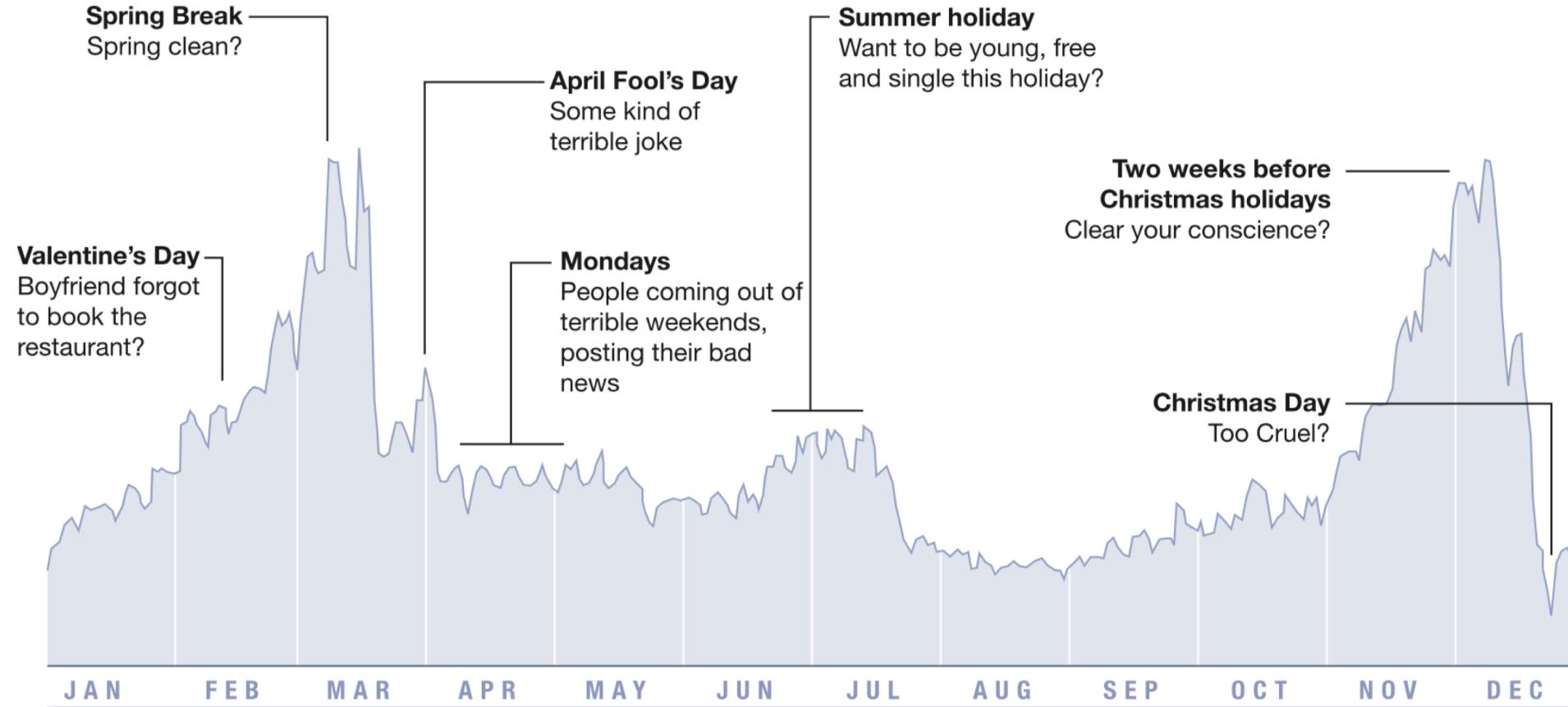
TEXT IS YOUR FRIEND

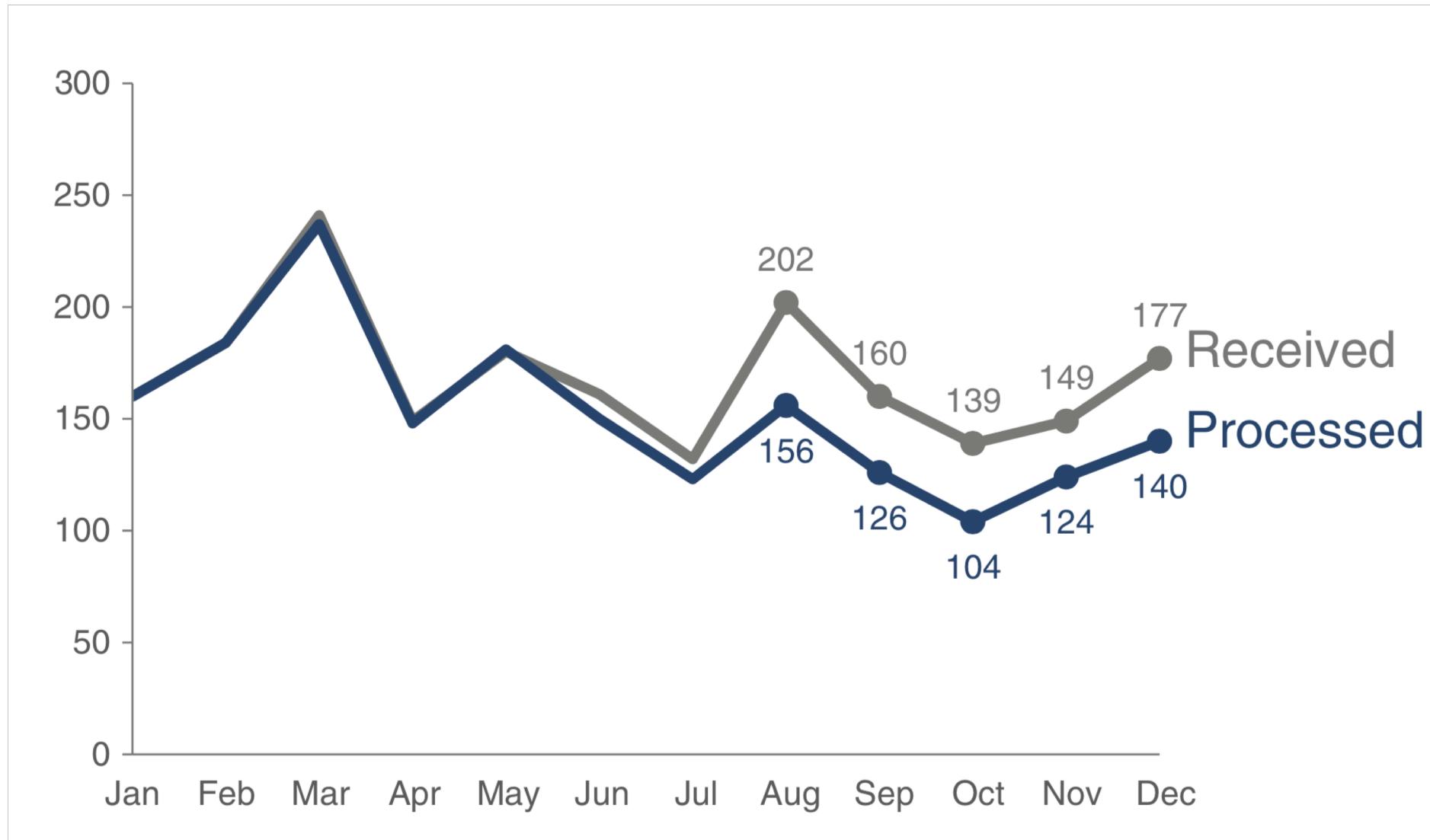
- Use text to:
 - Label
 - Introduce
 - Explain
 - Reinforce
 - Highlight
 - Recommend
 - Tell a story



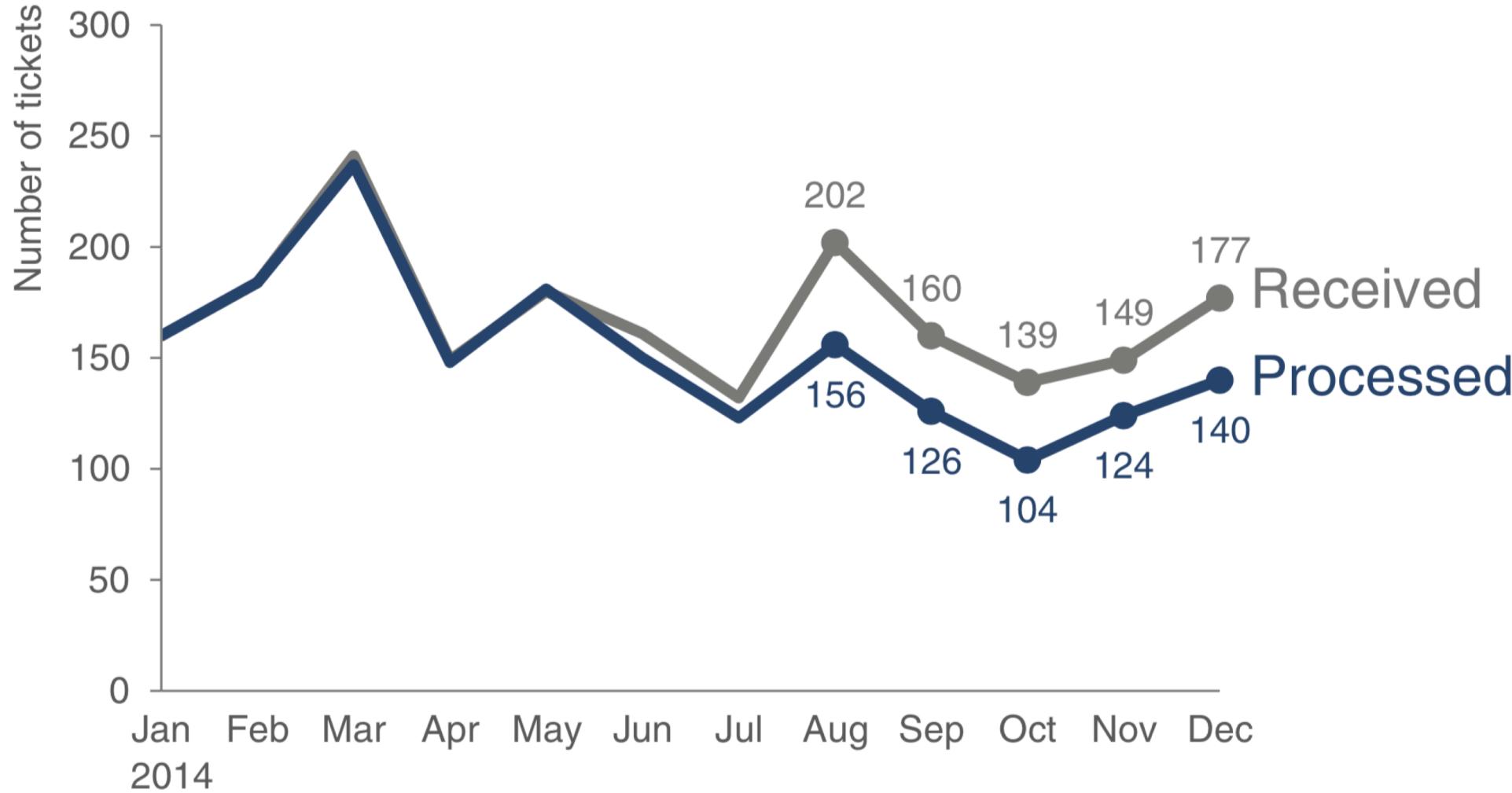
Peak Break-up Times

According to Facebook status updates





Ticket volume over time



Please approve the hire of 2 FTEs

to backfill those who quit in the past year

Ticket volume over time



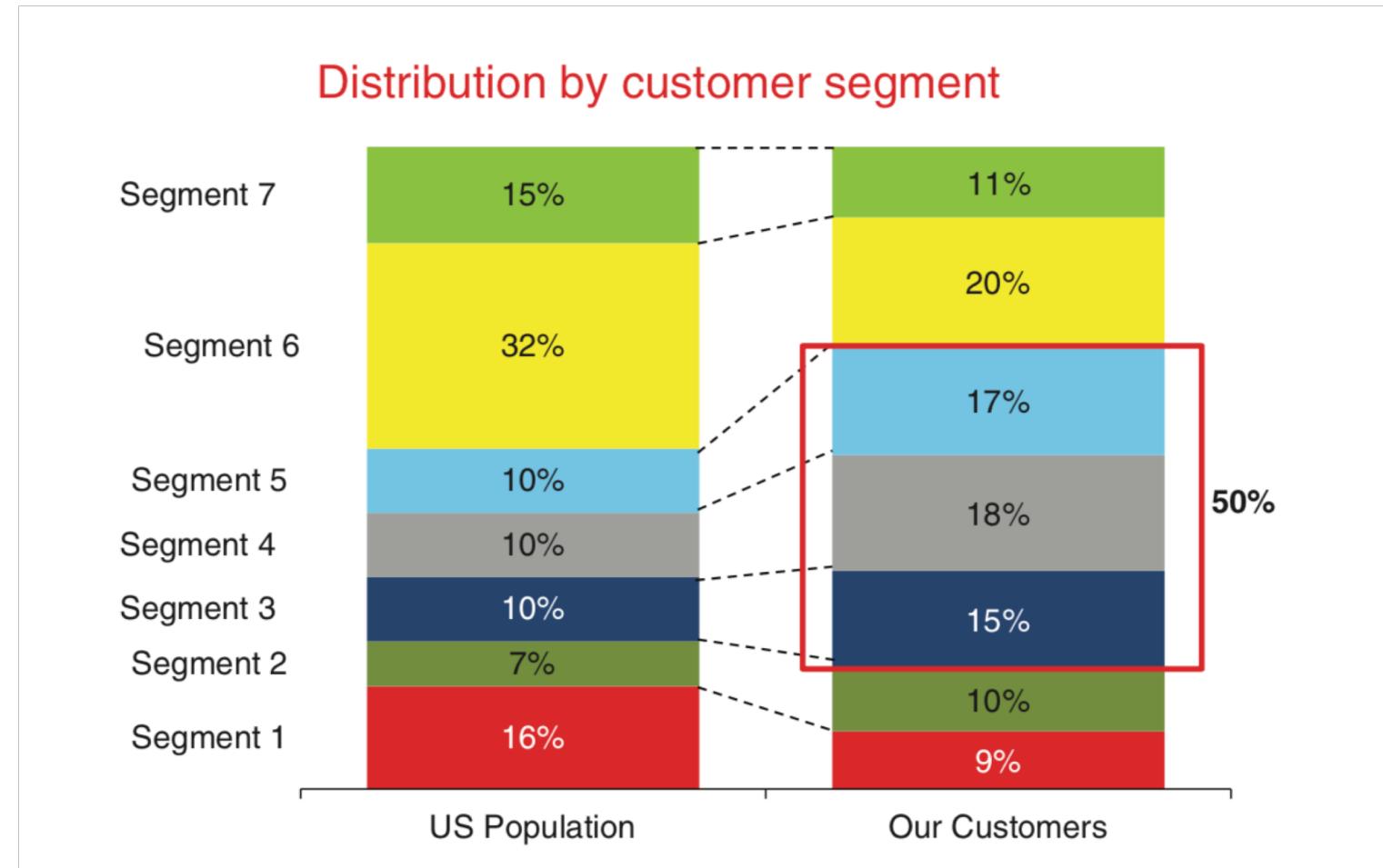


AESTHETICS

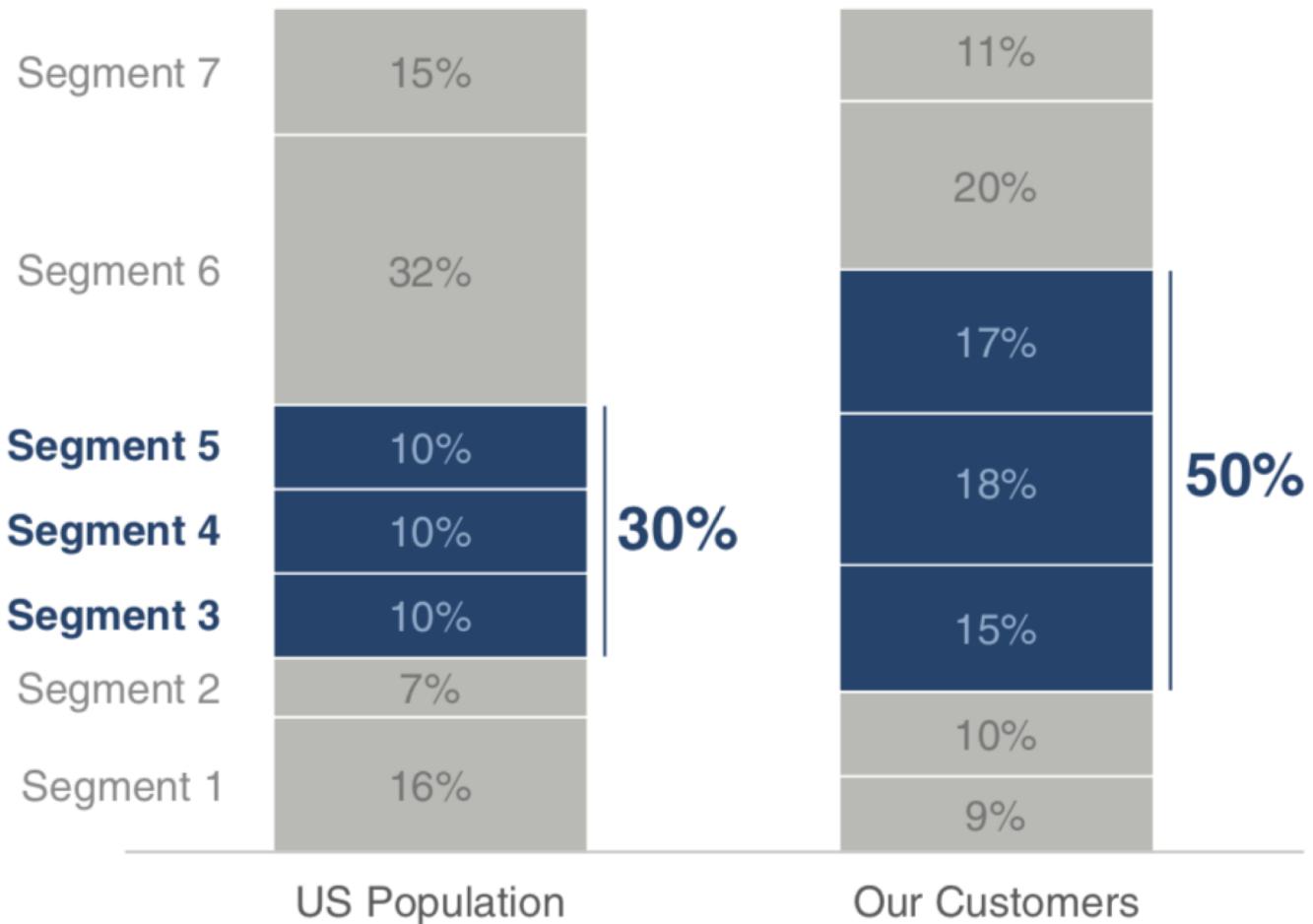


AESTHETICS

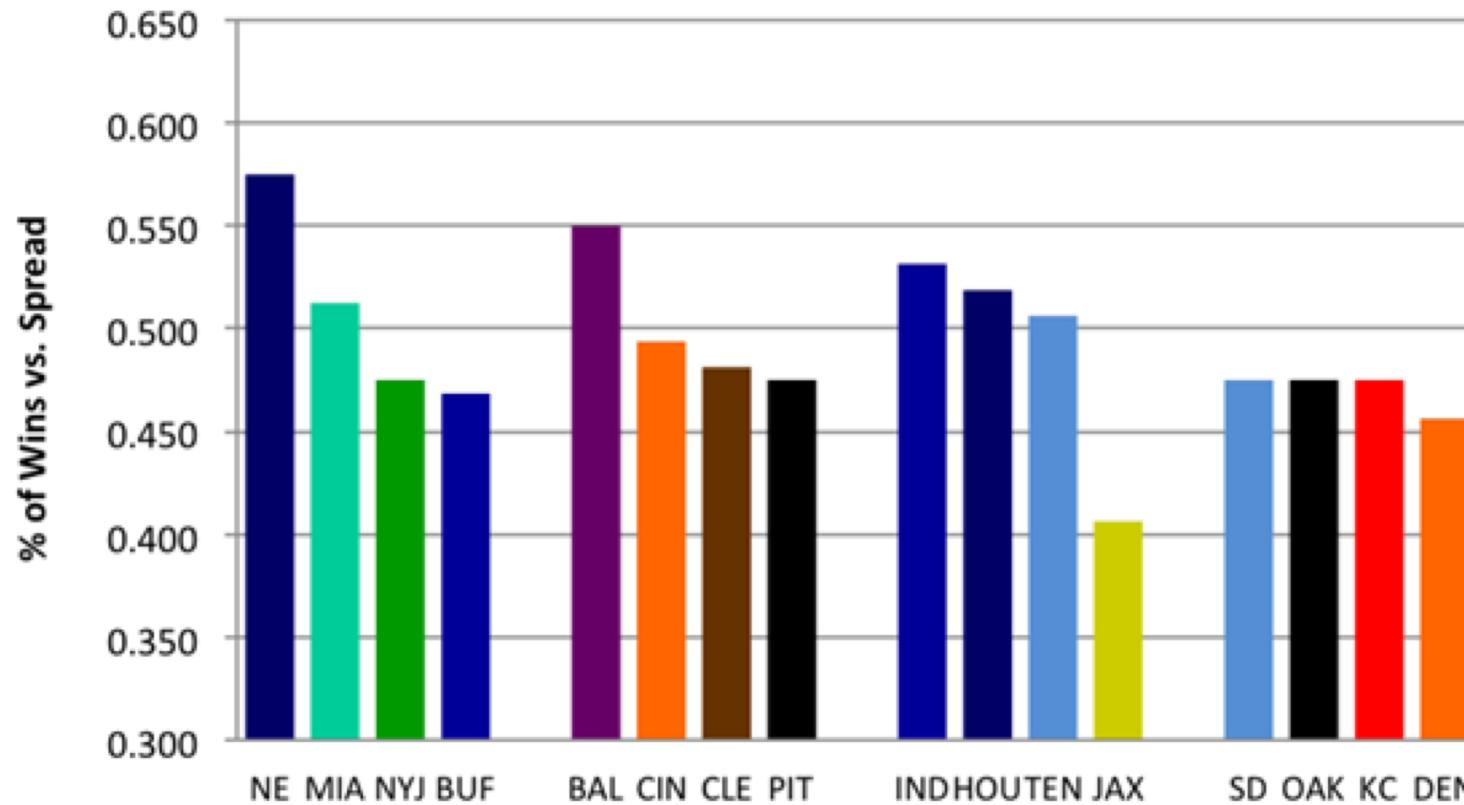
- Be smart with color
- Pay attention to alignment
- Leverage white space



Distribution by customer segment



**NFL - AFC - Winning Percentage
Against the Spread - All Games - Since 2008**





ACCEPTANCE





ACCEPTANCE

- Articulate the benefit of the new approach
- Show the comparison side-by-side
- Provide multiple options and seek input
- Get a vocal member of your audience



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=6XSVGYI
xjOK](https://www.youtube.com/watch?v=6XSVGYIxjOK)