
CH. 4 FOCUS YOUR AUDIENCE'S ATTENTION

FEBRUARY 26TH, 2018



PREATTENTIVE ATTRIBUTES

- Attributes that we must use strategically
 - I. Leveraged to help direct your audience's attention to where you want them focus
 - II. Used to create a visual hierarchy of elements to communicate your information in the way you want them to
- Understand how your audience processes this information

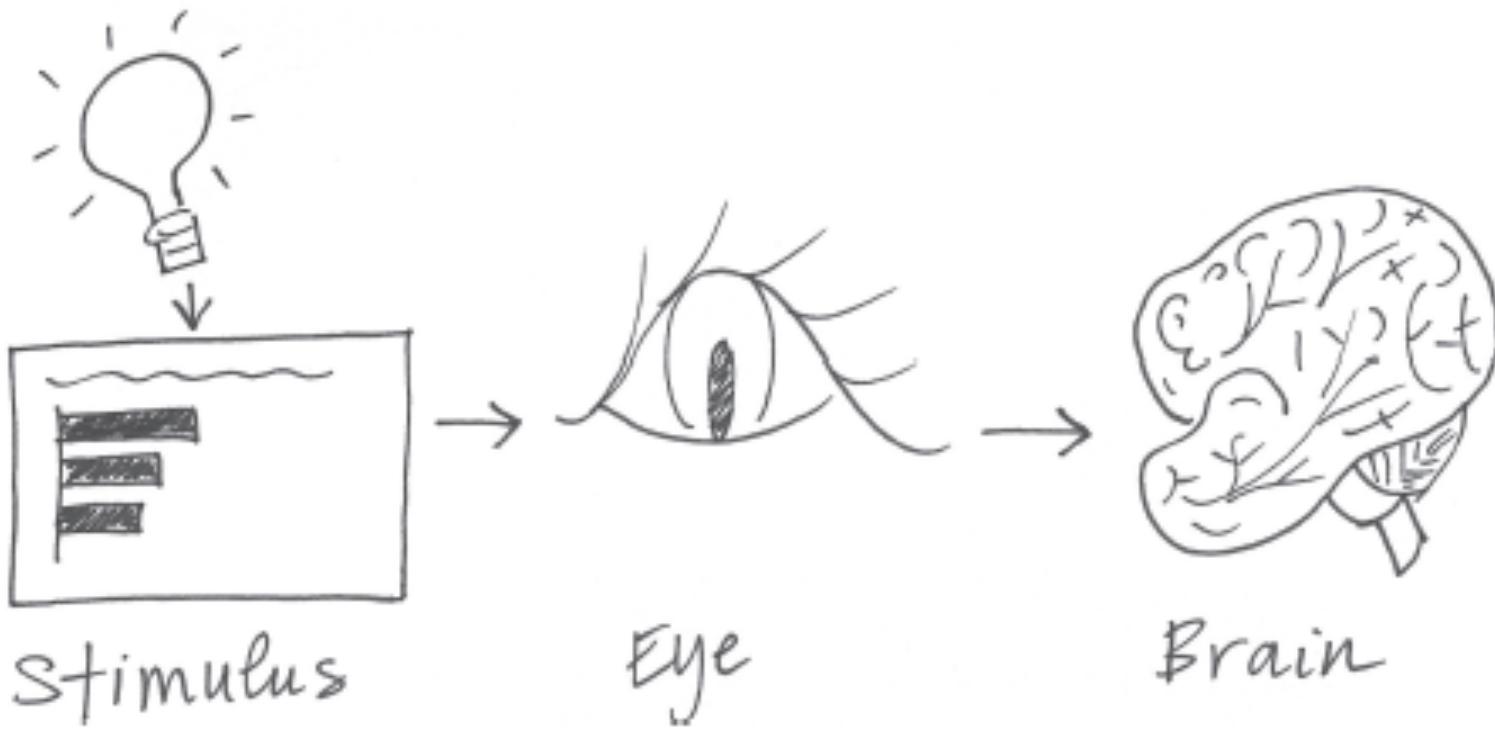


FIGURE 4.1 A simplified picture of how you see

MEMORY

Iconic Memory	Short Term Memory	Long Term Memory
<ul style="list-style-type: none">-Super fast-Happens unconsciously-Picks up things from the environment	<ul style="list-style-type: none">-Typically keep 4 chunks of info at a given time-Easily able to pick up or lose information	<ul style="list-style-type: none">-Built up over time-Pattern recognition and cognitive processing-Visual + Verbal memory
<ul style="list-style-type: none">-Tuned to preattentive attributes	<ul style="list-style-type: none">-Transferred from your iconic memory	<ul style="list-style-type: none">-Helps a message stick



756395068473
658663037576
860372658602
846589107830



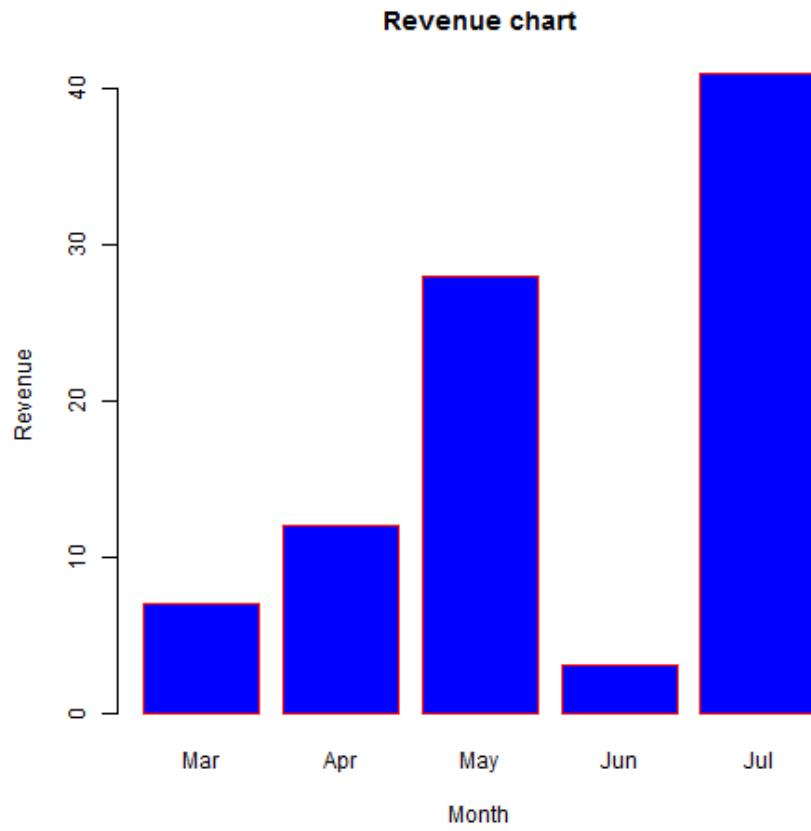
756**3**95068473
6586630**3**7576
860**3**72658602
846589107830



ENABLES OUR AUDIENCE TO SEE WHAT WE WANT THEM
TO SEE BEFORE THEY EVEN KNOW THEY ARE SEEING IT!



QUANTITATIVE VS. CATEGORICAL ATTRIBUTES





Orientation



Shape



Line length



Line width



Size



Curvature



Added marks



Enclosure



Hue



Intensity



Spatial position



Motion

No preattentive attributes

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
You have a great company – keep up the good work!

Color

What are we doing well? Great Products. **These products are clearly the best in their class.** Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
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Bold

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
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Italics

What are we doing well? Great Products. These products are clearly the best in their class. *Replacement parts are shipped when needed.* You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
You have a great company – keep up the good work!

Size

What are we doing well? Great Products. These products are the best in their class. Replacement parts are shipped when needed. You sent gaskets

without me having to ask.

Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!

Outline (enclosure)

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The **account manager even called to check in** after normal business hours.

You have a great company – keep up the good work!

Separate spatially

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask.

Problems are resolved promptly.

Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!

Underline (added marks)

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.

You have a great company – keep up the good work!

VISUAL HIERARCHY

- Draw attention to certain attributes with more or less strength
- Make things easily scannable

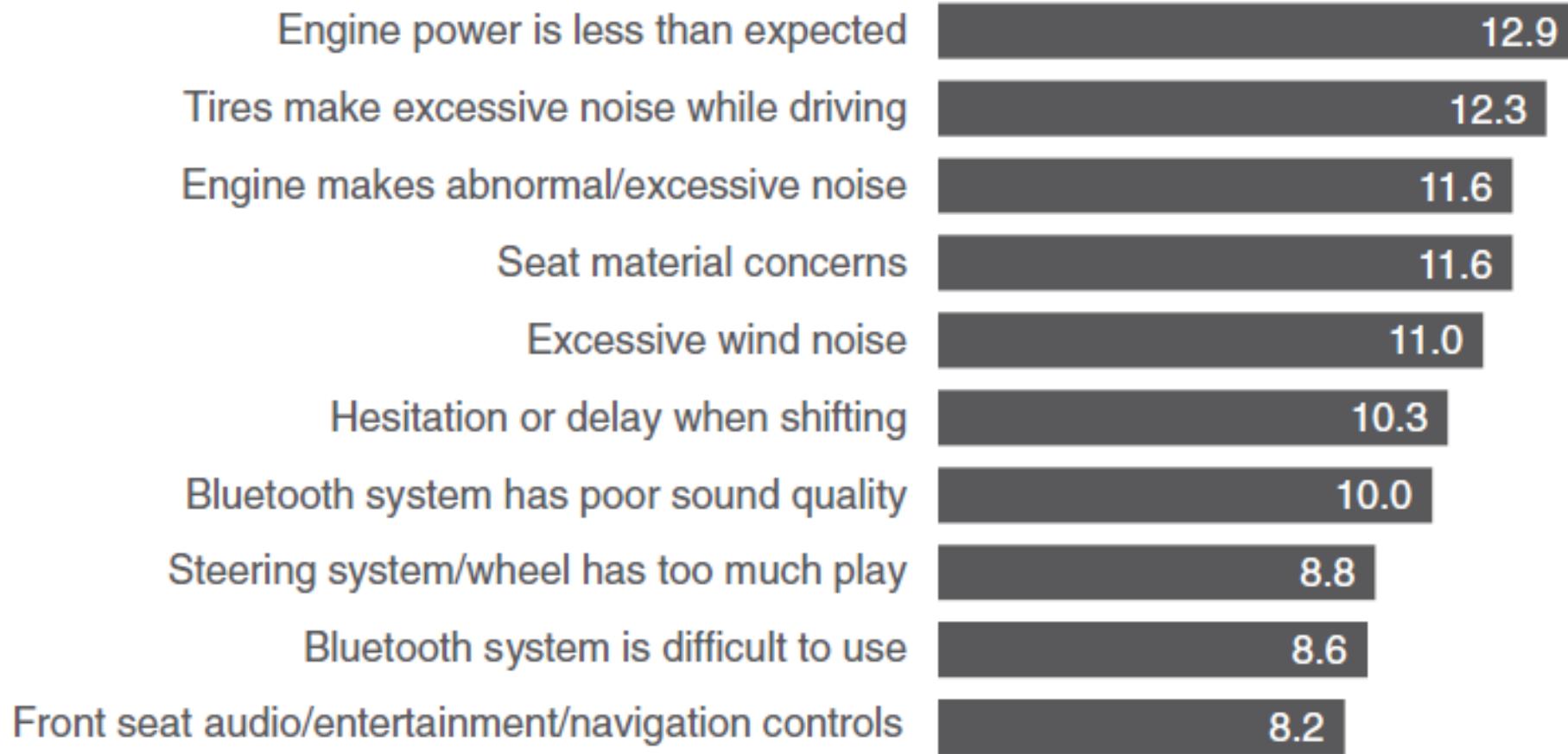
What are we doing well?

Themes & example comments

- **Great products:** "These products are clearly the best in class."
- **Replacement parts are shipped when needed:** "You sent me gaskets without me having to ask, and I really needed them, too!"
- **Problems are resolved promptly:** "Bev in the billing office was quick to resolve a billing issue I had."
- **General customer service exceeds expectations:** "The account manager even called after normal business hours. *You have a great company - keep up the good work!*"

Top 10 design concerns

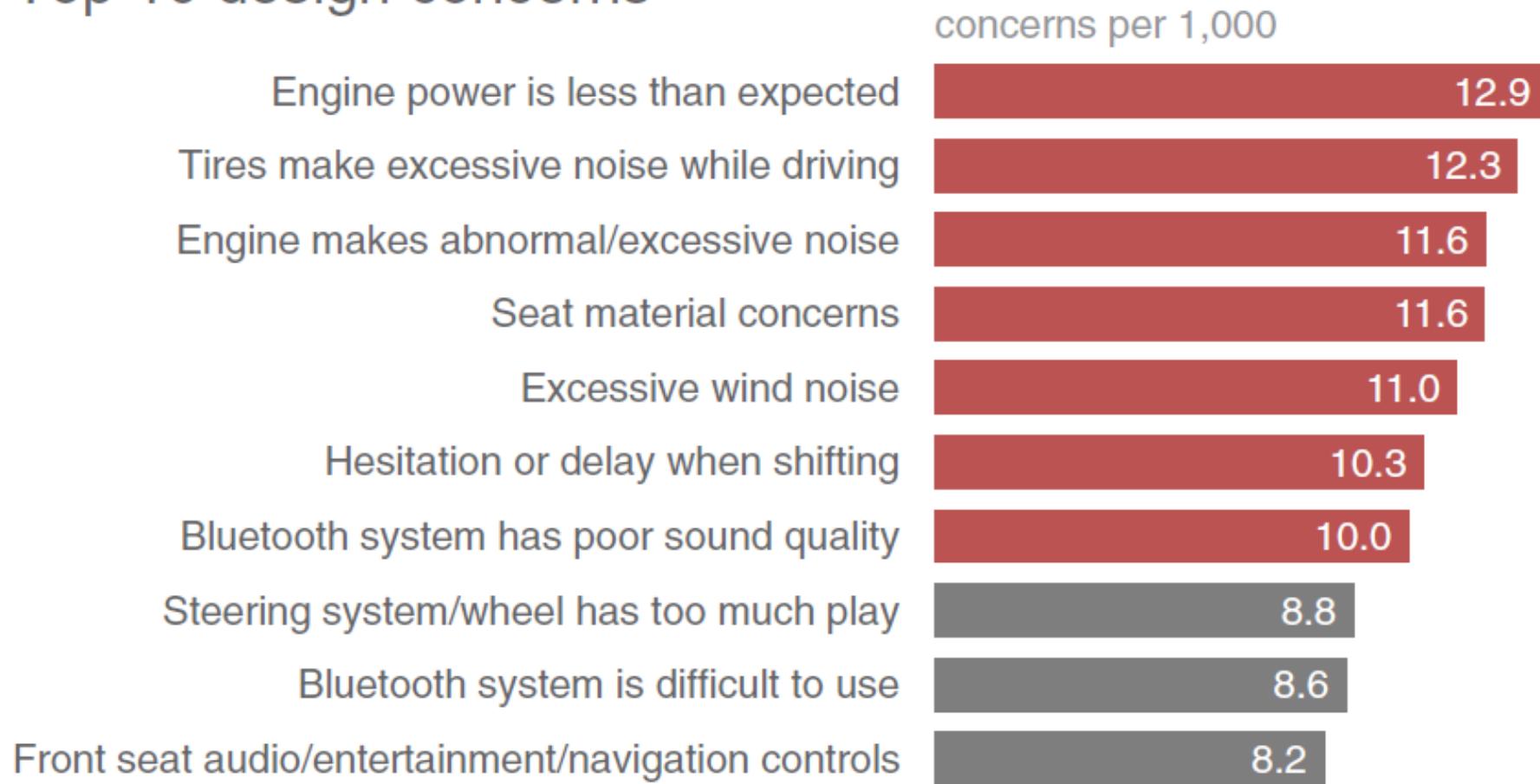
concerns per 1,000



7 of the top 10 design concerns have 10 or more concerns per 1,000.

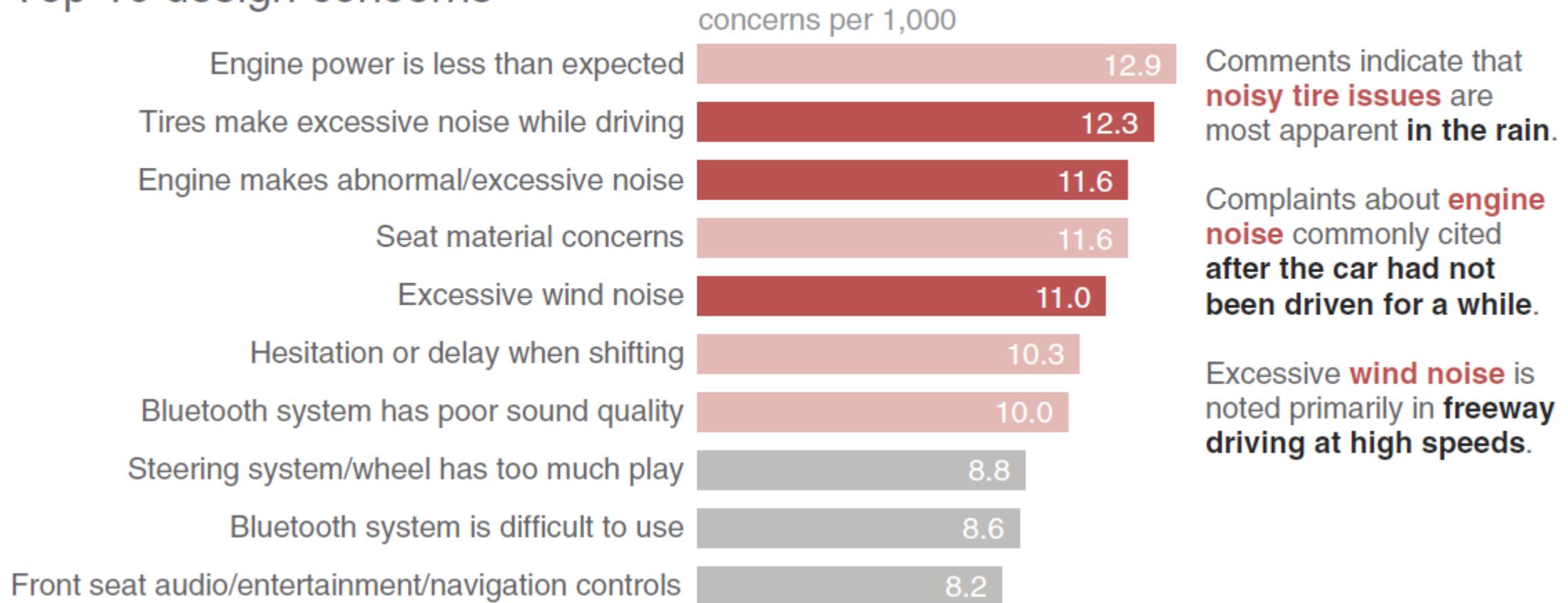
Discussion: is this an acceptable default rate?

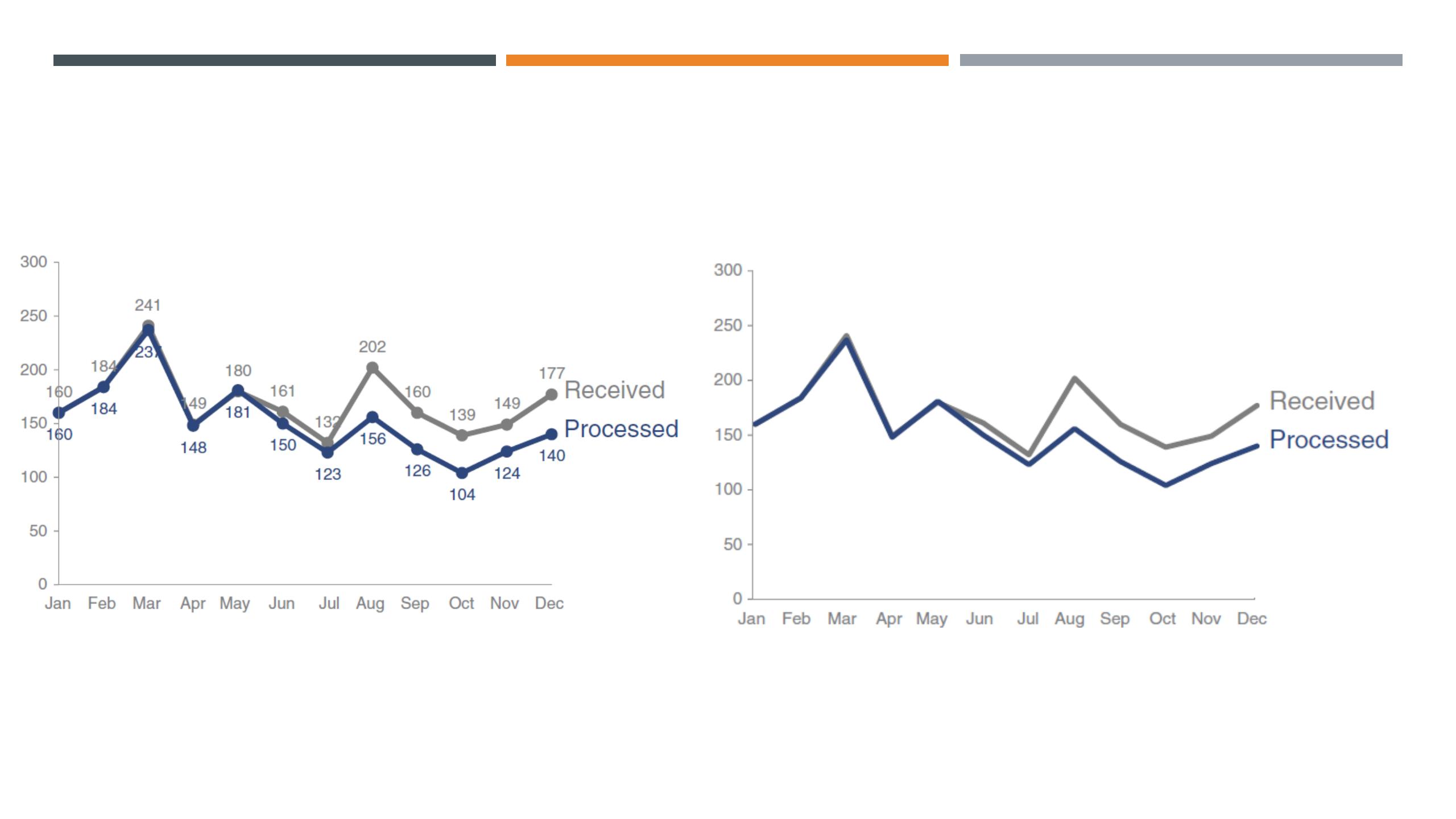
Top 10 design concerns

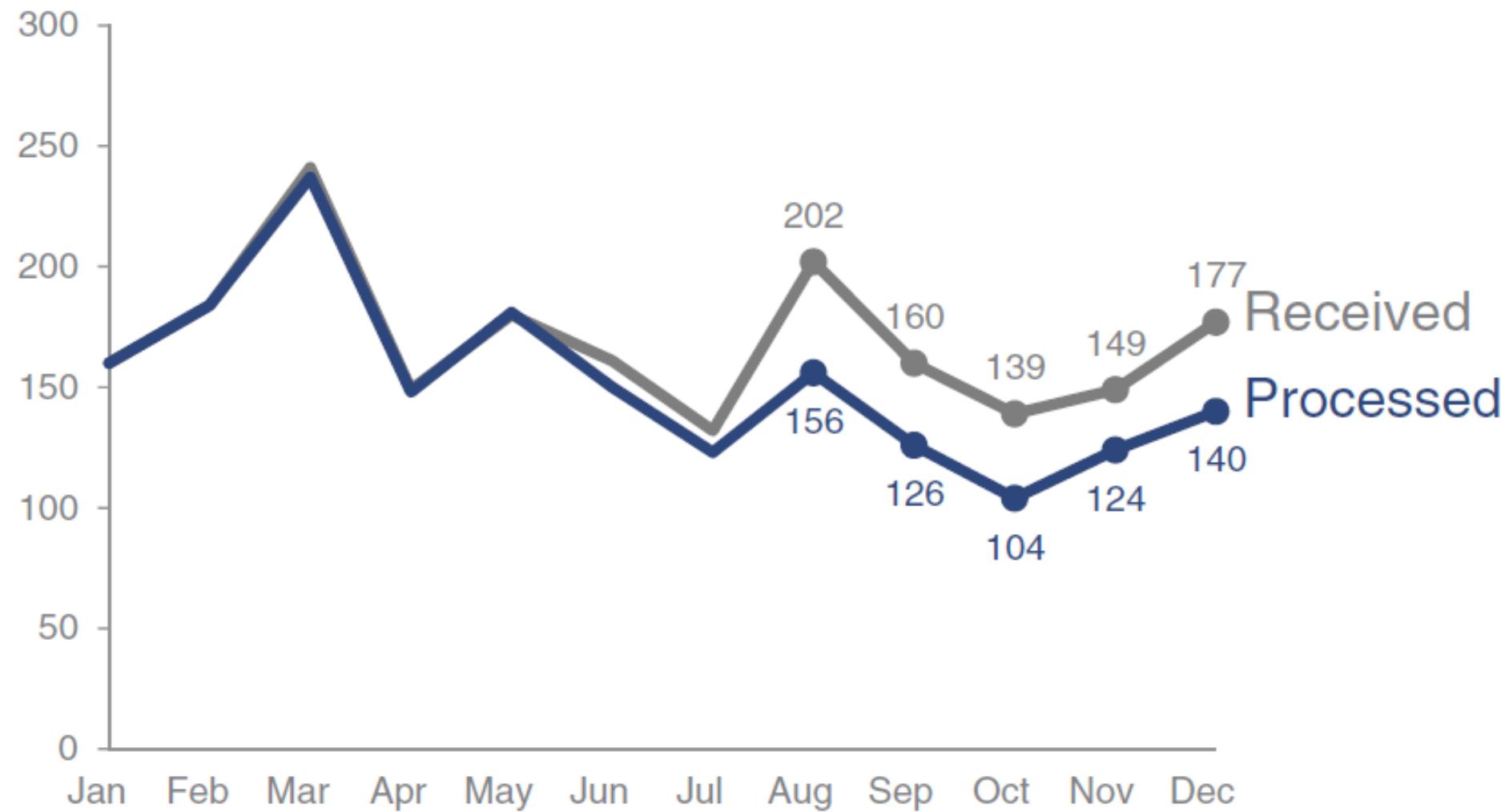


Of the top design concerns, three are noise-related.

Top 10 design concerns







MOST STRATEGIC PREATTENTIVE ATTRIBUTES

■ Size

- Color
- Position

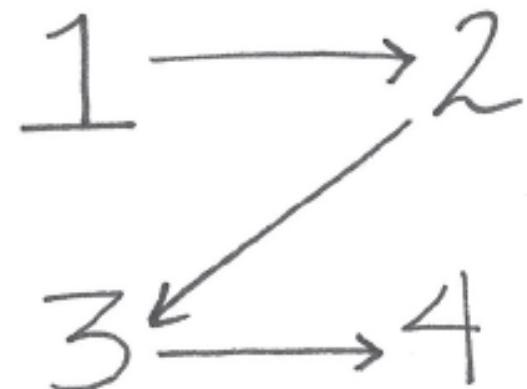
SIZE

- Size items according to level of importance
- If something is important, make it BIG
- If things are equal, size them the same



POSITION

- Consider the importance of position on a page
- Don't make the audience work hard to get the info
- Don't place important items towards the bottom right of the page



COLOR

- Be colorful, but only strategically
- Should be an intentional decision
 - Use it sparingly
 - Use it consistently
 - Design with colorblindness in mind
 - Be thoughtful of the tone color conveys
 - Consider whether to leverage brand colors

USE COLOR SPARINGLY

Country Level Sales Rank Top 5 Drugs

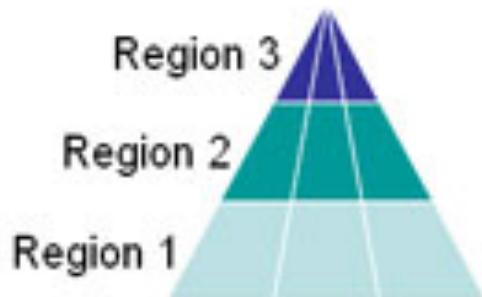
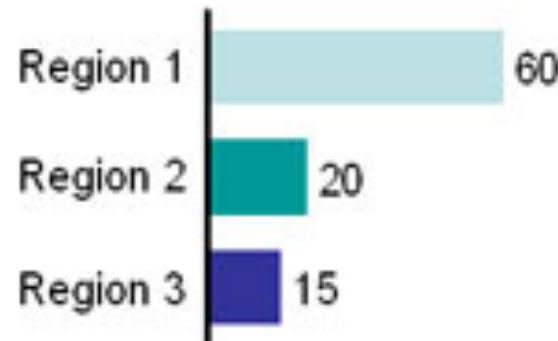
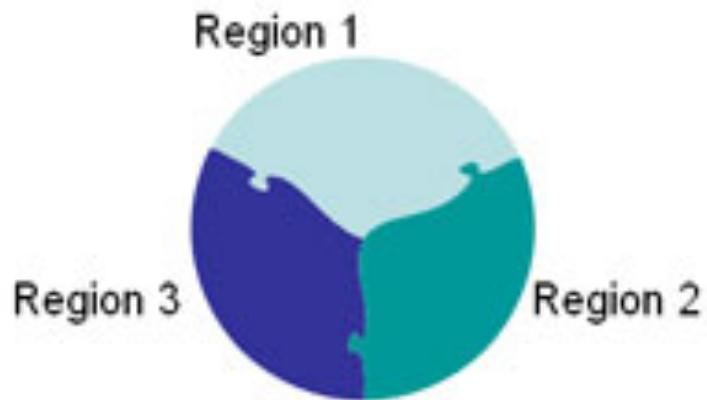
Rainbow distribution in color indicates sales rank in given country from #1 (red) to #10 or higher (dark purple)

Country	A	B	C	D	E
AUS	1	2	3	6	7
BRA	1	3	4	5	6
CAN	2	3	6	12	8
CHI	1	2	8	4	7
FRA	3	2	4	8	10
GER	3	1	6	5	4
IND	4	1	8	10	5
ITA	2	4	10	9	8
MEX	1	5	4	6	3
RUS	4	3	7	9	12
SPA	2	3	4	5	11
TUR	7	2	3	4	8
UK	1	2	3	6	7
US	1	2	4	3	5

Top 5 drugs: country-level sales rank

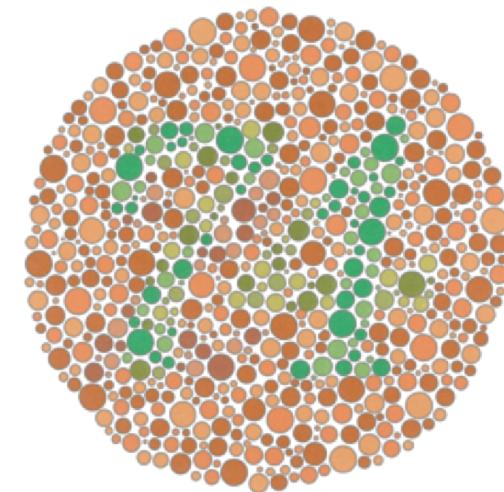
RANK	1	2	3	4	5+
COUNTRY DRUG	A	B	C	D	E
Australia	1	2	3	6	7
Brazil	1	3	4	5	6
Canada	2	3	6	12	8
China	1	2	8	4	7
France	3	2	4	8	10
Germany	3	1	6	5	4
India	4	1	8	10	5
Italy	2	4	10	9	8
Mexico	1	5	4	6	3
Russia	4	3	7	9	12
Spain	2	3	4	5	11
Turkey	7	2	3	4	8
United Kingdom	1	2	3	6	7
United States	1	2	4	3	5

USE COLOR CONSISTENTLY



DESIGN WITH COLORBLIND IN MIND

- 8% of men are 0.5% of women are colorblind
- Distinguish between shades of green and red is difficult
- Add visual cues if you need to use green and red



BETHOUGHTFUL OF TONE THAT COLOR CONVEYS

- Colors evoke emotions
- Is the topic serious or lighthearted?
- What type of message are you giving off?





Red

The universal sign of excitement, passion and anger. Is your brand loud, playful, youthful or modern? Think red. More mature, classic or serious? Red may not be for you.



Orange

An invigorating, playful color. Go orange to stand out from the crowd. It's used less often than red, but still packs an energetic punch.



Yellow

Accessible, sunshiny friendliness. Yellow exudes cheer, and your brand will radiate an affordable, youthful energy
Nobody puts yellow in a corner!



Green

The ultimate in versatility, green isn't linked with many brand personality traits, but it has strong cultural associations. Are you in finance? Gardening? Consider going green.



Blue

The classic king of colors, blue appears in over half of all logos. As it symbolizes trustworthiness and maturity, true blue will make sure you're taken seriously.



Purple

Where the rainbow gets luxurious. Paint with purple to appear simultaneously cutting-edge and wise. There's just a hint of femininity in there too.



Pink

Nothing says "girly" quite like pink. But it's more versatile than that. From pastel rose to neon magenta, pick pink for a modern, youthful, luxurious look.



Brown

What can brown do for you? Make your brand appear rugged, masculine and serious. Brown is very underutilized, so you'll stand out from the competition.



Black

Black is the new black. Want to look slick, modern and luxurious? Time to go black. Rather be economical and affordable? Stay away from the dark side.



White

The absence of color. White is youthful and economical, but can work for almost any brand. As a neutral color, consider white as a secondary accent.



Gray

Not quite dark, not quite light. Gray is the middle ground of mature, classic and serious. Go darker to add mystery. Go lighter to be more accessible.

LEVERAGE BRAND COLORS

- Brands are associated with colors
- Does it make sense to leverage brand colors?
- Be thoughtful of the data

Leverage **brand color**

Category 1  7

Category 2  5

Category 3  4

Category 4  4

Category 5  3

ClientLogo

Draw attention with **black**

Category 1  7

Category 2  5

Category 3  4

Category 4  4

Category 5  3

ClientLogo

Use **complementary color**

Category 1  7

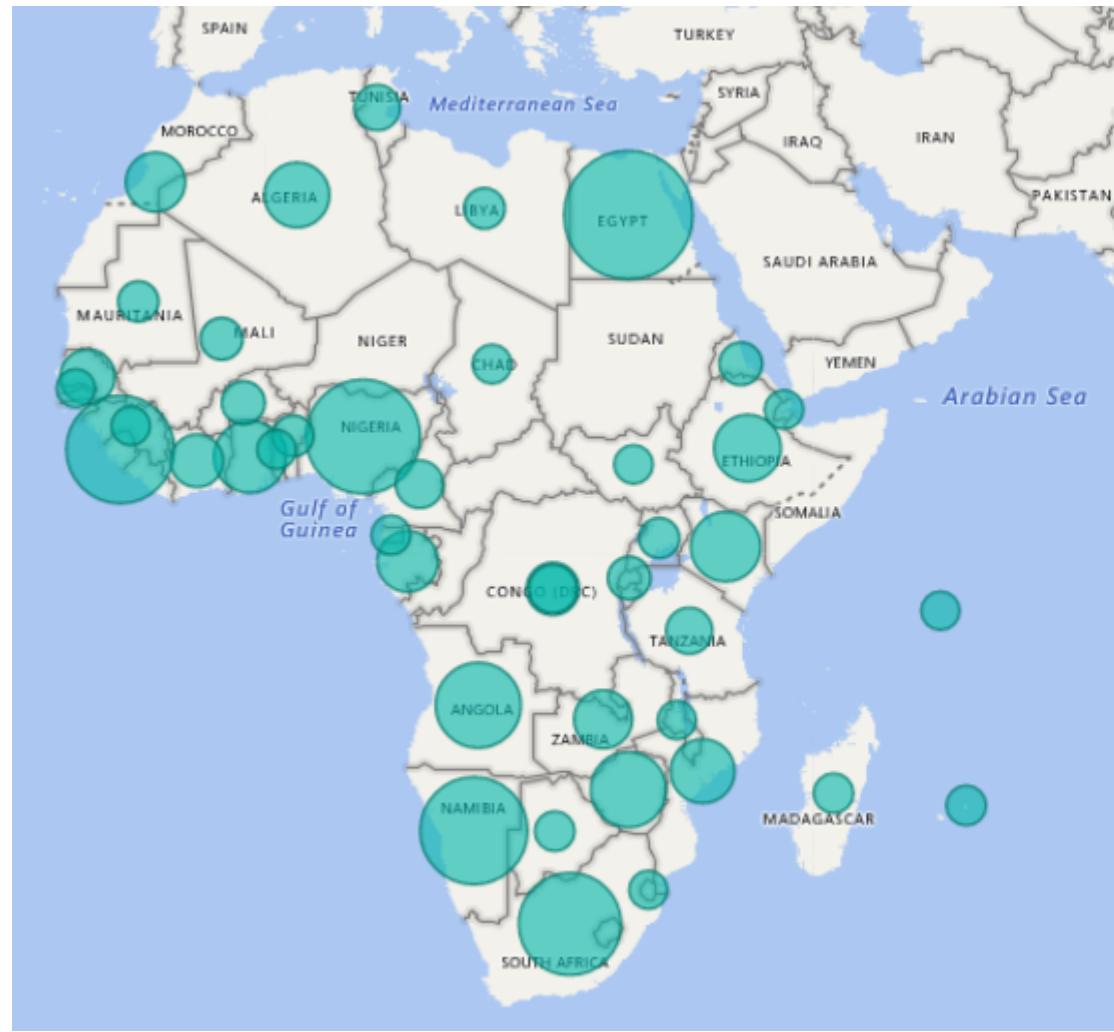
Category 2  5

Category 3  4

Category 4  4

Category 5  3

ClientLogo

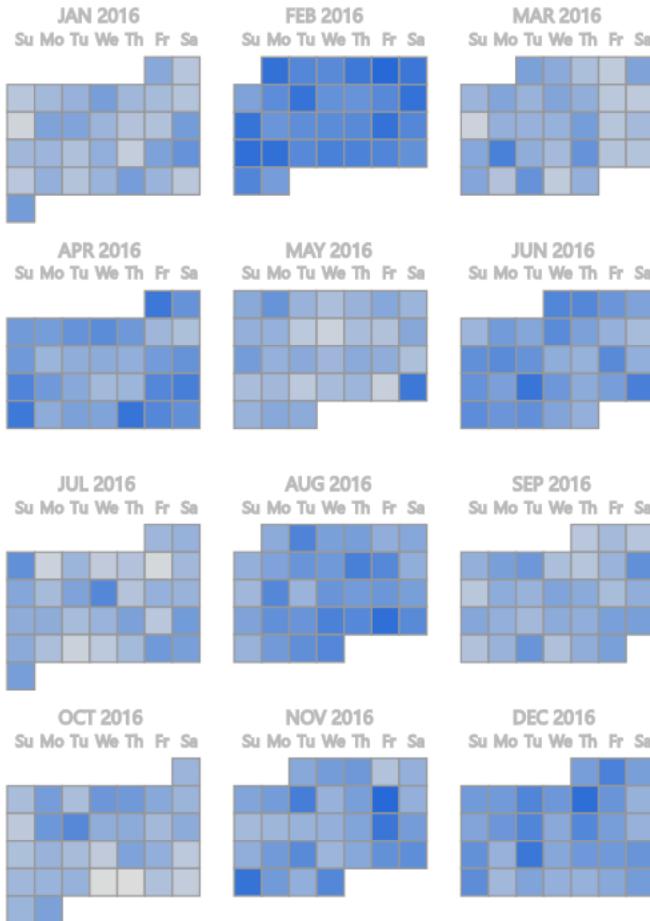


Product sales by year/month												
	April	August	December	February	January	July	June	March	May	November	October	September
Year - 2010	5074	8826	1999	5629	4596	8101	4004	5938	2838	2293	2433	6049
Year - 2011	9696	4169	9440	6665	2234	3753	2618	7407	2211	2264	9966	2684
Year - 2012	4955	4244	1691	5039	4175	6344	4147	4818	8271	4319	5931	1962
Year - 2013	2128	8867	5060	1229	6448	7138	2197	717	7667	9682	2282	2932
Year - 2014	1909	3644	4244	5351	2805	1900	3871	4746	2447	8858	3210	9199
Year - 2015	4532	2070	7876	7015	5874	8771	9143	1133	5151	70	1602	1248
Year - 2016	9822	8317	3717	1489	4657	8874	516	2112	2876	6570	54	3793

\$0.05K \$2.04K \$4.02K \$6K \$7.98K \$9.97K

Order Revenue by Order Date

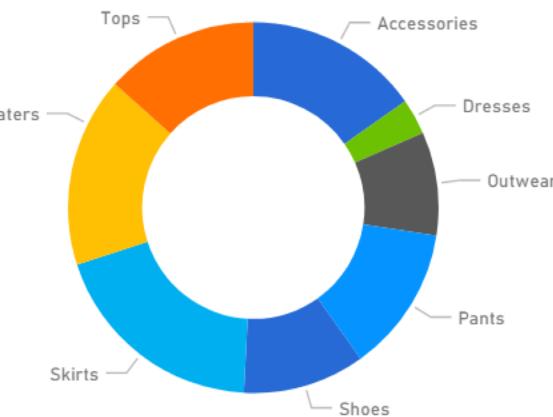
2016



Total Selected Order Revenue

\$14.97M

Amount of Orders By Product Category



Order Date

1/1/2016

12/31/2016



Order Revenue by Subcategory

