

Mind in Mind

Chapter 3

Visual hierarchy—arrangement of information

1. Break information down
2. Label Prominently

Structured display helps to extract the desired information and skip undesired information.

Visual Hierarchy guides user towards goals and makes the display easier to scan.

We seek structure

Unstructured:

You are booked on United flight 237, which departs from Auckland at 14:30 on Tuesday 15 Oct and arrives at San Francisco at 11:40 on Tuesday 15 Oct.

We seek structure

Unstructured:

You are booked on United flight 237, which departs from Auckland at 14:30 on Tuesday 15 Oct and arrives at San Francisco at 11:40 on Tuesday 15 Oct.

Structured:

***Flight:* United 237, Auckland → San Francisco**

***Depart:* 14:30 Tue 15 Oct**

***Arrive:* 11:40 Tue 15 Oct**

We seek structure

Unstructured:

Here is what I plan to do this week: clear out the garage, pull up the weeds in the back yard, repaint the back fence, plant the garden, call parents, buy birthday gift for Susan.

Structured:

To do this week:

- **clear garage**
- **pull back yard weeds**
- **repaint back fence**
- **plant garden**
- **call parents**
- **buy birthday gift for Susan**

Don't bury information



Renewals, Duplicates, and Information Changes for Driver Licenses and/or ID Cards

- [How to renew your driver license in person](#)
- [How to renew your driver license by mail](#)
- [How to renew your driver license by Internet](#)
- [How to renew your instruction permit](#)
- [How to apply for a duplicate driver license or identification \(ID\) card](#)
- [How to change your name on your driver license and/or identification \(ID\) card](#)
- [How to notify DMV of my change of address](#)
- [How to register for the organ donor gift of life program](#)



Licenses & ID Cards: Renewals, Duplicates, Changes

- Renew license: [in person](#) [by mail](#) [by Internet](#)
- Renew: [instruction permit](#)
- Apply for duplicate: [license](#) [ID card](#)
- Change of: [name](#) [address](#)
- Register as: [organ donor](#)

Remove repetition & noise



Search: >>

Search results

- » Buy HP **Color** LaserJet 1600 **Printer**(CB373A#ABA), HP **color laser printers**, HP LaserJets, HP **printers**, **Printers** direct from the ...
Buy HP **Color** LaserJet 1600 **Printer**(CB373A#ABA), HP **color laser printers**, HP LaserJets, HP **printers**, **Printers** direct from the HP Home & Home Office Store. On a budget but want ...
2006-12-05
- » Buy HP **Color** LaserJet 4700dn **Printer**(Q7493A#ABA), HP **color laser printers**, HP LaserJets, HP **printers**, **Printers** direct from ...
Buy HP **Color** LaserJet 4700dn **Printer**(Q7493A#ABA), HP **color laser printers**, HP LaserJets, HP **printers**, **Printers** direct from the HP Home & Home Office Store. Get ready to deliver ...
2006-12-20
- » Buy HP **Color** LaserJet 4700n **Printer**(Q7492A#ABA), HP **color laser printers**, HP LaserJets, HP **printers**, **Printers** direct from ...
Buy HP **Color** LaserJet 4700n **Printer**(Q7492A#ABA), HP **color laser printers**, HP LaserJets, HP **printers**, **Printers** direct from the HP Home & Home Office Store. Classy, brilliantly ...
2006-12-20
- » Buy supplies for **Color laser** speciality paper, Paper for **laser printers**, Paper direct from the HP Home & Home Office Store
Buy supplies for **Color laser** speciality paper, Paper for **laser printers**, Paper direct from the HP Home & Home Office Store. Hewlett Packard computer and **printer** store. Shop for, ...
2006-12-09
- » Buy supplies for **Color laser** speciality paper, Paper for **laser printers**, Paper, Printing supplies direct from the HP Home & ...
Buy supplies for **Color laser** speciality paper, Paper for **laser printers**, Paper, Printing supplies direct from the HP Home & Home Office Store. Hewlett Packard computer and **printer** ...
2006-12-06



The screenshot shows the HP website's search results for 'color laser printer'. The HP logo is in the top left. The search bar contains 'color laser printer' with a magnifying glass icon to the right. Below the search bar, there are links for 'All HP.com' and 'Shipping', and a 'Filter Results' button. The text '2,162 results in all HP.com' is displayed. A section titled 'Recommended Links for color laser printer' includes links to 'Shop for HP printers', 'Learn more about HP 3D printers', and 'Get support for your HP printer'. Below this is a 'Best Printers' section with a photo of a person using a printer. At the bottom, there is a featured product: the HP PageWide Pro 57 (03Q21A), with a description that it '...speeds[1] in its class for up to 40% lower color cost per page than' and a 'Product overview' link.

Use contrast

(A)

Mortgage Summary	
\$1,840.59	\$662,611.22
Monthly Payment	Total of 360 Payments
\$318,861.22	Sep, 2037
Total Interest Paid	Pay-off Date
\$93,750.00	\$0.00
Total Tax Paid	Total PMI Paid



Use contrast

(A)

Mortgage Summary	
\$1,840.59	\$662,611.22
Monthly Payment	Total of 360 Payments
\$318,861.22	Sep, 2037
Total Interest Paid	Pay-off Date
\$93,750.00	\$0.00
Total Tax Paid	Total PMI Paid

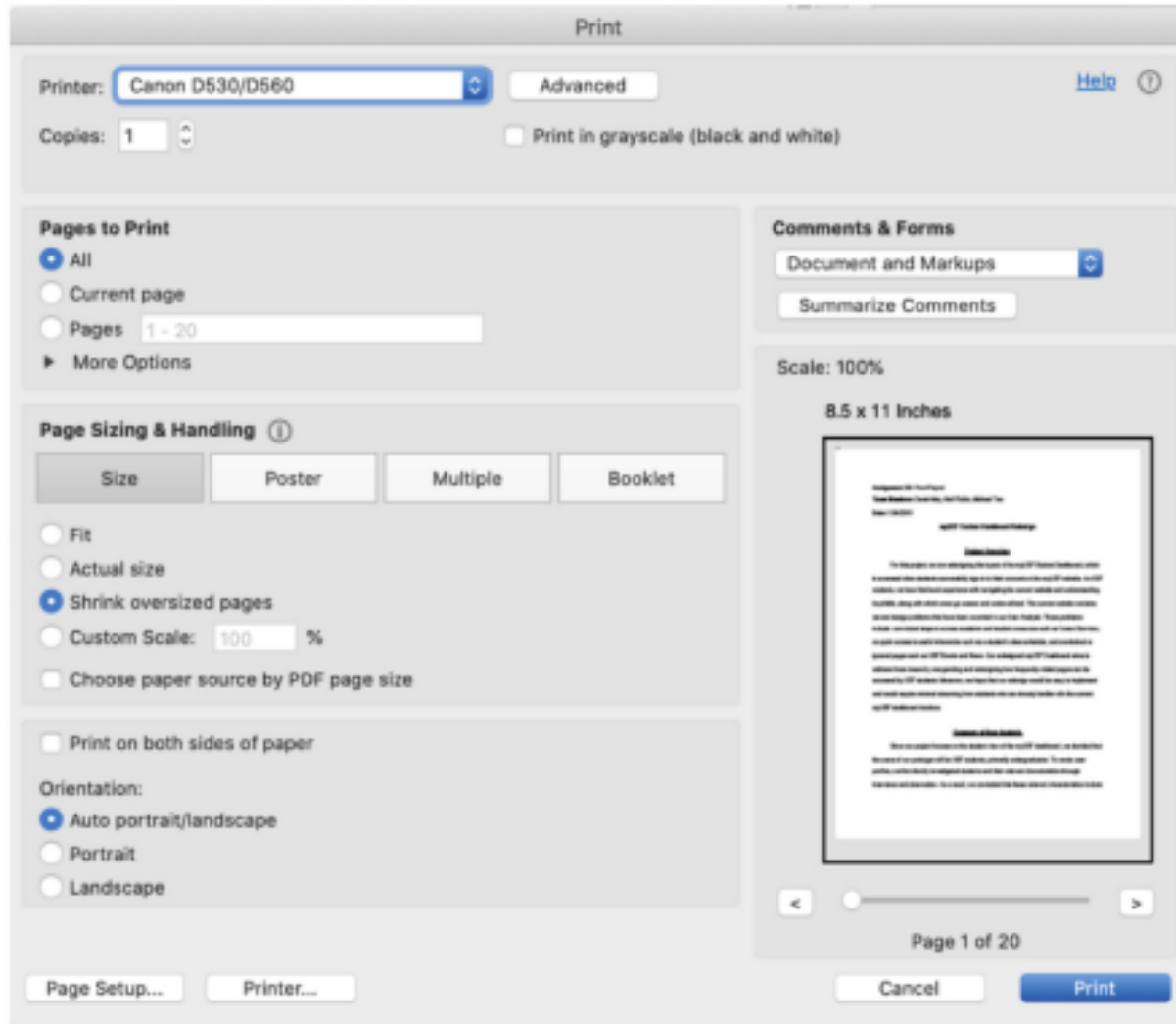


(B)

Mortgage Summary	
<i>Monthly Payment</i>	\$ 1,840.59
<i>Number of Payments</i>	360
<i>Total of Payments</i>	\$ 662,611.22
<i>Interest Total</i>	\$ 318,861.22
<i>Tax Total</i>	\$ 93,750.00
<i>PMI Total</i>	\$ 0.00
<i>Pay-off Date</i>	Sep 2037



Structures is Easier to Scan



Structures is Easier to Scan

Easy: (415) 123-4567

Hard: 4151234567

Easy: 1234 5678 9012 3456

Hard: 1234567890123456

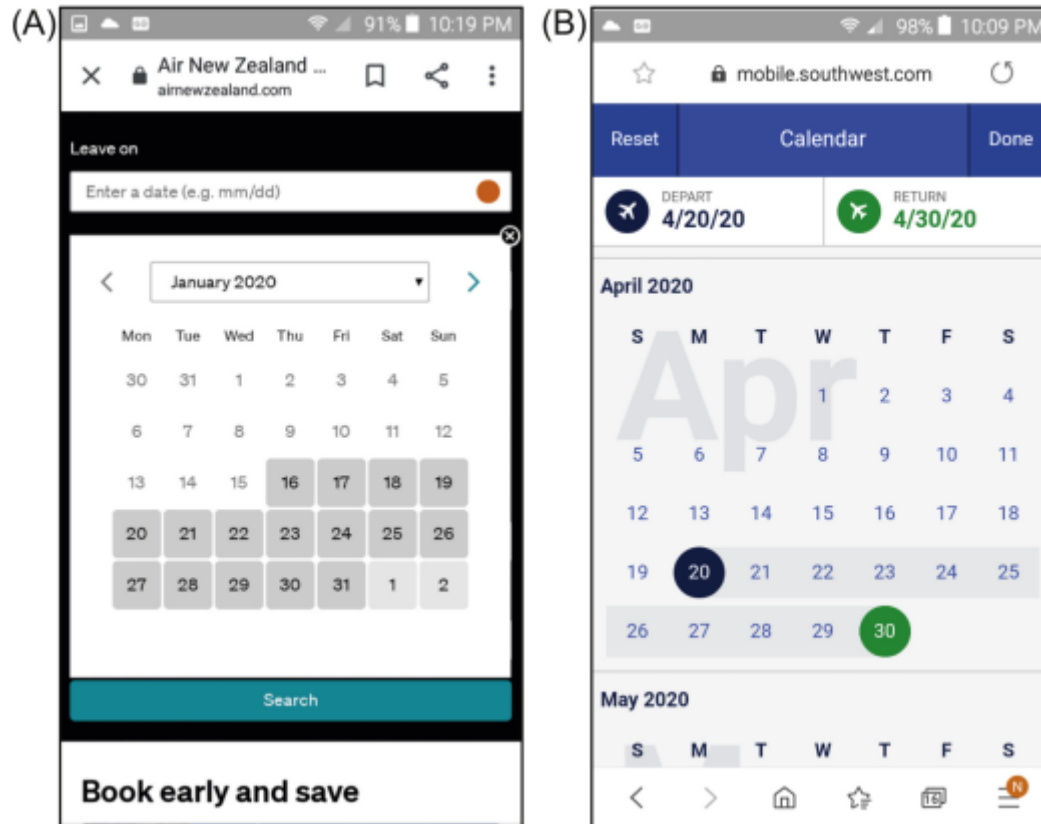
Add a credit or debit card

Card number 1234 5678 9012 3456|

Phone number

... - ... - 5285

Dates and Email



E-mail Address: @ .

Create a Visual Hierarchy

Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence and content relationships. Let's look at these relationships more closely. The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page. The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far. Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

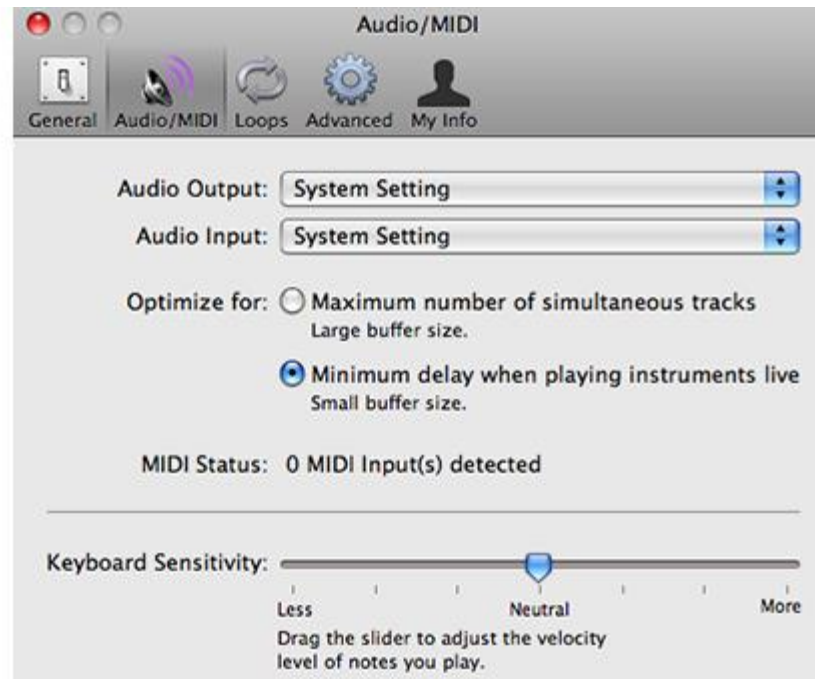
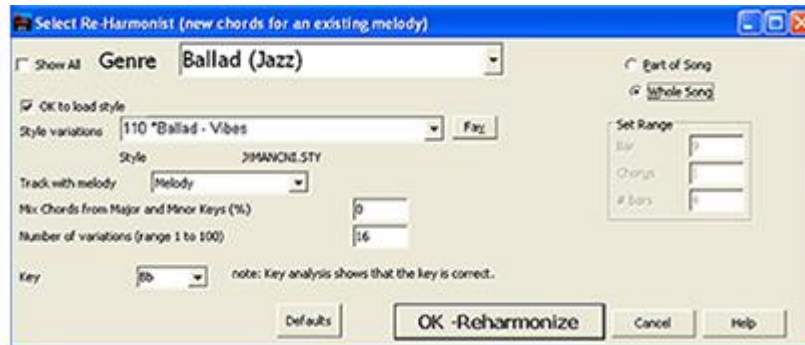
Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence, and content relationships.

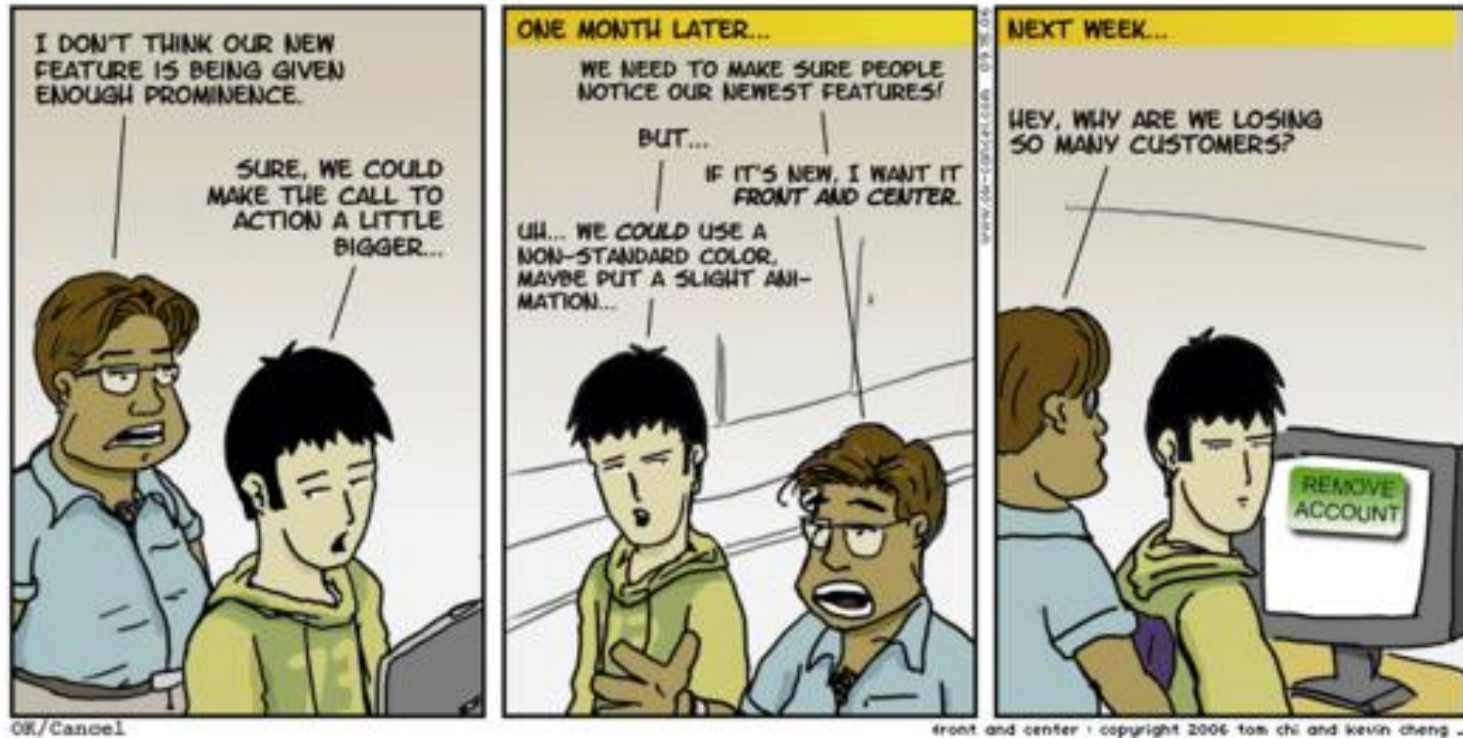
Let's look at these relationships more closely:

- **Size.** The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page.
- **Prominence.** The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far.
- **Content Relationships.** Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

Hierarchy in Controls



Hierarchy in Controls



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