

Billboard Design

Lessons from Don't Make Me Think (chapter 3)

If people use the web like billboards, then design great billboards.

Create a clear visual hierarchy

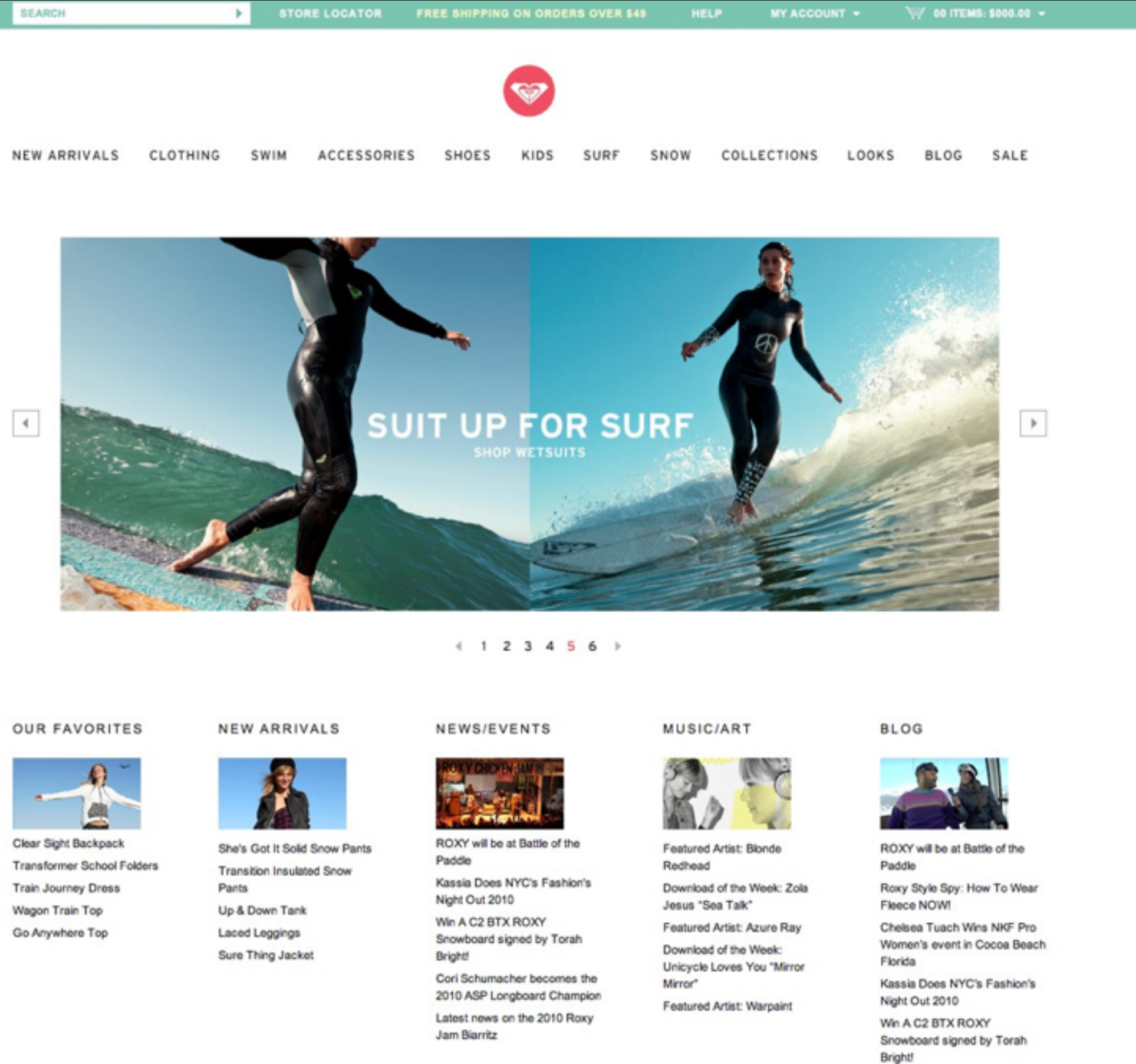
- The more important a thing is, the more prominent it is
- Things that are related logically are also related visually
- Things are “nested” visually to show what’s part of what

If no clear visual hierarchy exists on your interface, then the experience slows and it feels worse (even though the visitor might eventually figure it out)

Conventions are your friends

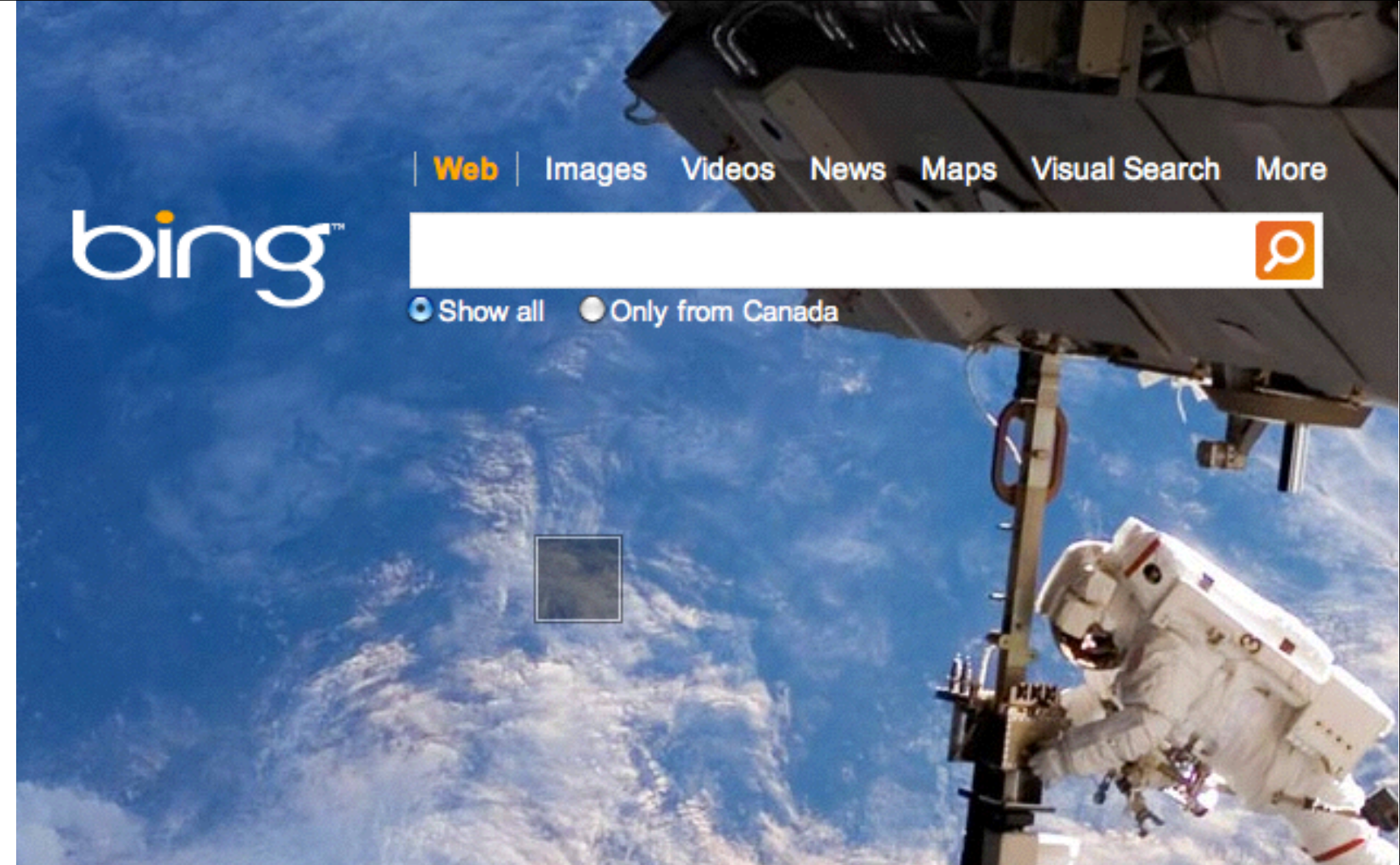
- Conventions are useful
- Designers are often reluctant to take advantage of them
Innovate when you *know* you have a better idea, but take advantage of conventions when you don't.
- Examples
expand/collapse, links, navigation structures, shopping carts,

Break up pages into
clearly defined areas



Make it obvious what's
clickable

... but it depends



Keep the noise down to a dull roar

- Busyness

If everybody is shouting, you cannot hear a single person. e.g. Philippine Airlines

- Background noise

Constant annoying visual noise. e.g. lines on tables