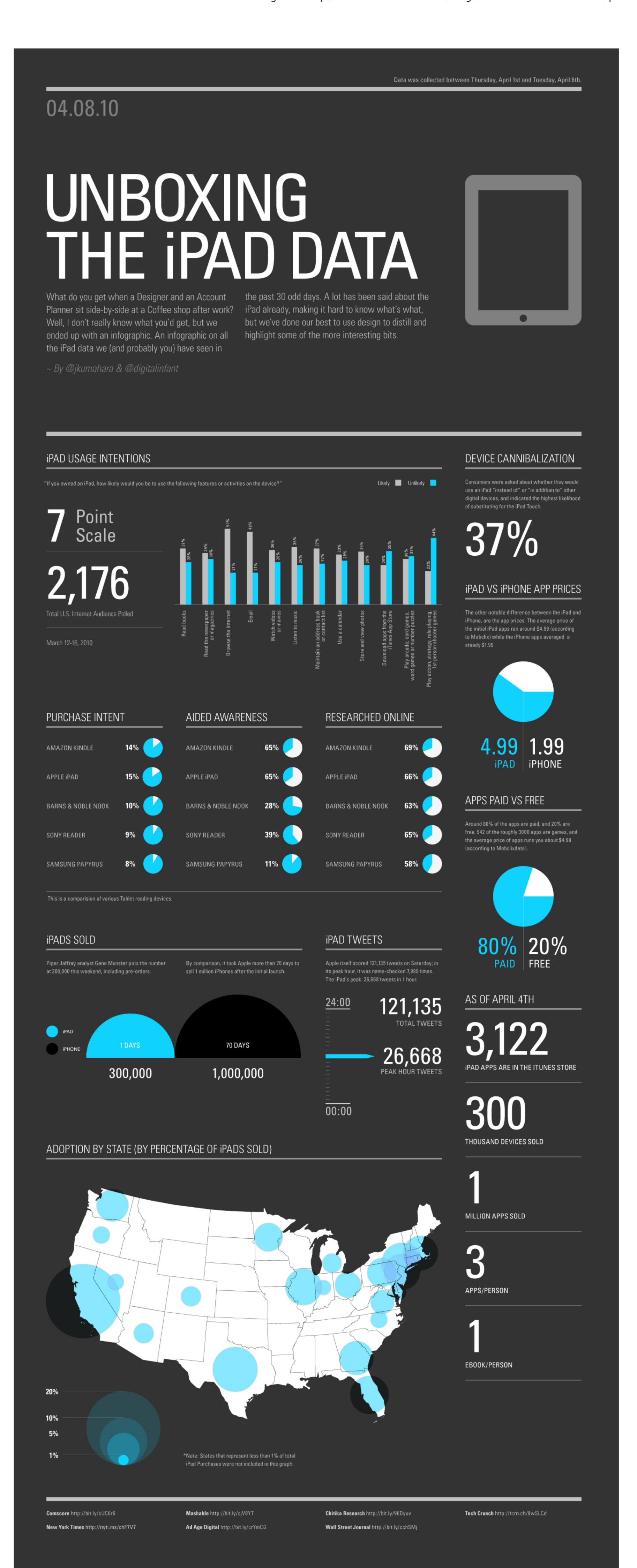
TYPOGRAPHY ANALYSIS "Unboxing the iPad Data" by @jkumahara & @digitalinfant

Page URL: http://www.businessinsider.com/ipad-infographic-2010-4 Image URL: http://static.businessinsider.com/image/4bbf5bcc7f8b9a4107340600/ipad-infographic-large.jpg



Data was collected between Thursday, April 1st and Tuesday, April 6th.

04.08.10

UNBOXING THE IPAD DATA

What do you get when a Designer and an Account Plannersit side-by-side at a Coffee shop after work? Well, I don't really know what you'd get, but we ended up with an infographic, An infographic on all the iPad data we (and probably you) have seen in

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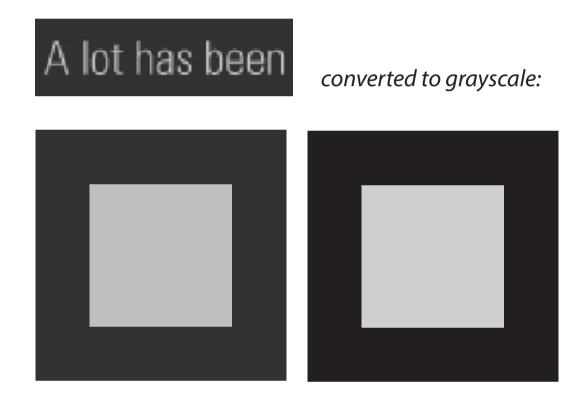
	ENTIONS													DEVICE CANNIBALIZATION
"If you owned an iPad, how like		e following featu	ures or a	activities o	on the de	evice?"					Likely	Unlike	ly	Consumers were asked about whether they woul use an iPad "instead of" or "in addition to" other digital devices, and indicated the highest likelihoof substituting for the iPod Touch.
7 Point Scale)	37%	0/	20%	48%	%98	38%	37%	%	35%	35%	Q	44%	37%
2 17		28%	30% %0E	21%	21%	28%	76%	27%	33% 29%	3 26%	76%	30% 32%	22%	
Total U.S. Internet Audien		ks r	es es	let	Email	08 68	sic	ok ist	ar	S0	he rre	ss, es	og, es	iPAD VS iPHONE APP PRICE The other notable difference between the iPad ar
March 12-16, 2010		Read books	neau the newspaper or magazines	Browse the Internet	Em	Watch videos or movies	Listen to music	Maintain an address book or contact list	Use a calendar	Store and view photos	Download apps from the iTunes App Store	Play arcade, card games, word games or number puzzles	Play action, strategy, role playing, 1st person shooter games	iPhone, are the app prices. The average price of the initial iPad apps ran around \$4.99 (according to Mobclix) while the iPhone apps averaged a steady \$1.99
PURCHASE INTE	NT	AIDE	D A\	NARE	NES	S		R	ESEA	RCHE	D ONL	INE		
AMAZON KINDLE	14%	AMAZ0	N KIN	DLE		65%		А	MAZON	KINDLE		69%		4.99 1.99
APPLE iPAD	15%	APPLE i	iPAD			65%		А	PPLE iPA	\D		66%		iPAD iPHONE
BARNS & NOBLE NOOK	10%	BARNS	& NOI	BLE NOO	K	28%		В	ARNS &	NOBLE N	NOOK	63%		APPS PAID VS FREE
SONY READER	9%	SONY R	READER	3		39%		S	ONY REA	DER		65%		Around 80% of the apps are paid, and 20% are free. 942 of the roughly 3000 apps are games, and the average price of apps runs you about \$4.99 (according to Mobelixdata).
SAMSUNG PAPYRUS	8%	SAMSU	JNG PA	APYRUS		11%		S	AMSUN(B PAPYR	US	58%		
This is a comparison of variou	us Tablet reading devices.													
iPADS SOLD						il	iPAD TWEETS				80% 20%			
Piper Jaffray analyst Gene Munster puts the number at 300,000 this weekend, including pre-orders		By comparison, it took Apple more than 70 days to sell 1 million iPhones after the initial launch.				Apple itself scroed 121,135 tweets on Saturday; in its peak hour, it was name-checked 7,999 times. The iPad's peak: 26,668 tweets in 1 hour.				ked 7,999 t	PAID FREE			
								2	4:00				35 WEETS	AS OF APRIL 4TH
iPAD iPHONE	1 DAYS			70 DAY	'S									3,122
3	300,000	1,000,000								HOUR T	668 WEETS	iPAD APPS ARE IN THE ITUNES STORE		
								0	0:00					300
			F 05	ΙΡΔΓ	12 20	וח ור								THOUSAND DEVICES SOLD
ADOPTION BY S	STATE (BY PER	CFNTAG	F UF											
ADOPTION BY S	STATE (BY PER	CENTAG	E UF	11 / (2										1
ADOPTION BY S	STATE (BY PER	CENTAG	E UF											MILLION APPS SOLD
ADOPTION BY S	STATE (BY PER	CENTAG	E UF											
ADOPTION BY S	STATE (BY PER	CENTAG	E Ur											
ADOPTION BY S	STATE (BY PER	CENTAG	E Ur											MILLION APPS SOLD
ADOPTION BY S	STATE (BY PER	CENTAG	E Ur											MILLION APPS SOLD
	STATE (BY PER	CENTAG												MILLION APPS SOLD
20%	STATE (BY PER	CENTAG												MILLION APPS SOLD APPS/PERSON
20% 10% 5%	STATE (BY PER	CENTAG												MILLION APPS SOLD APPS/PERSON
20% 10% 5% 1%	STATE (BY PER	*Note: Sta	ates tha	t represen	t less th	an 1% of to in this grap								MILLION APPS SOLD APPS/PERSON

TYPOGRAPHY ANALYSIS: Legibility & Readability

LEGIBILITY TRAIT: size	
TITLES AND HEADINGS in blue	-A135 point. A21 point.
BODY TEXT AND ANNOTATIONS in green ———	——— A 38 point. A 22 point. A 15 point. A 12 point.
IDENTITY LABELS in red	———— A 14 point. A 12 point.
PRECISION LABELS in purple	A 100 point. A 50 point.
	A 48 point. A 32 point. A 26 point. A 16 point. A 14 point.
AXIS LABELS in brown ————————————————————————————————————	———— A 12 point.
OTHER (CREDITS, ETC.) in orange	A 50 point. A 22 point. A 14 point. A 12 point.

LEGIBILITY TRAIT: value contrast The lowest text/background combinations are:

converted to grayscale:



LEGIBILITY TRAIT: typeface

Use of less legible type styles (all caps, italics, less recognizable shapes)

UNBOXING

This infographic uses ALL CAPS for titles

READABILITY TRAIT: Line length

The longest line of body text contains 20 words:

"If you owned an iPad, how likely would you be to use the following features of activities on the device?"

...while the shortest line contains 2 words: steady \$1.99

TYPOGRAPHY ANALYSIS: Uses of text

Univers 57 Condensed, ALL CAPS **TITLES AND HEADINGS in blue BODY TEXT AND ANNOTATIONS in green** Univers 57 Condensed, Mixed Case Univers 57 Condensed, ALL CAPS, Mixed Case **IDENTITY LABELS in red** Univers 57 Condensed, **Bold PRECISION LABELS in purple AXIS LABELS in brown** Univers 57 Condensed, Mixed Case **OTHER (CREDITS, ETC.) in orange** Univers 57 Condensed, Mixed Case, Italics

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iPAD USAGE INTENTIONS

"If you owned an iPad, how likely would you be to use the following features or activities on the device?"

Point Scale 2,176

Total U.S. Internet Audience Polled

March 12-16, 2010

Listen to music Download apps from the iTunes App Store Play arcade, card games, word games or number puzzles Maintain an address book or contact list

of substituting for the iPod Touch.

use an iPad "instead of" or "in addition to" other digital devices, and indicated the highest likelihood

Consumers were asked about whether they would

DEVICE CANNIBALIZATION

37%

iPAD VS iPHONE APP PRICES

The other notable difference between the iPad and the initial iPad apps ran around \$4.99 (according to Mobclix) while the iPhone apps averaged a steady \$1.99

PURCHASE INTENT		AIDED AWARENES	SS	RESEARCHED ONLINE		
AMAZON KINDLE	14%	AMAZON KINDLE	65%	AMAZON KINDLE	69%	
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4.99 1.99 **iPHONE** iPAD

APPS PAID VS FREE

Around 80% of the apps are paid, and 20% are free. 942 of the roughly 3000 apps are games, and the average price of apps runs you about \$4.99 (according to Mobclixdata).

This is a comparison of various Tablet reading devices.

iPADS SOLD

iPAD

iPHONE

Piper Jaffray analyst Gene Munster puts the number at 300,000 this weekend, including pre-orders

1 DAYS

300,000

By comparison, it took Apple more than 70 days to sell 1 million iPhones after the initial launch.

70 DAYS

1,000,000

The iPad's peak: 26,668 tweets in 1 hour. 121,135 24:00

Apple itself scroed 121,135 tweets on Saturday; in

its peak hour, it was name-checked 7,999 times.

iPAD TWEETS

TOTAL TWEETS

26, 668 **PEAK HOUR TWEETS**

80% 20% **PAID**

AS OF APRIL 4TH

3,122 IPAD APPS ARE IN THE ITUNES STORE

00:00

ADOPTION BY STATE (BY PERCENTAGE OF iPADS SOLD)

300 THOUSAND DEVICES SOLD

MILLION APPS SOLD

APPS/PERSON

EBOOK/PERSON

20%

10%

5%

1%

*Note: States that represent less than 1% of total iPad Purchases were not included in this graph.

Comsore http://bit.ly/cUC6r6 New York Times httpL//nyti.ms/ch57V7

Mashable http://bit.ly/cjV8YT Ad Age Digital http://bit.ly/crYmCG

Chitika Research http://bit.ly/96Dyuw Wall Street Journal http://bit.ly/cchSMj Tech Crunch http://tcrm.ch/9wSLCd

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DEVICE CANNIBALIZATION

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iPAD VS iPHONE APP PRICES

The other notable difference between the iPad and

iPhone, are the app prices. The average price of the initial iPad apps ran around \$4.99 (according to Mobclix) while the iPhone apps averaged a

COLORED LABELS:

color associating

iPAD

APPS PAID VS FREE

(according to Mobclixdata).

Around 80% of the apps are paid, and 20% are free. 942 of the roughly 3000 apps are games, and

the average price of apps runs you about \$4.99

here is an example of

a label with the graphic

iPHONE

element it is labeling

of substituting for the iPod Touch.

~ By @jkumahara & @digitalinfant

iPAD USAGE INTENTIONS

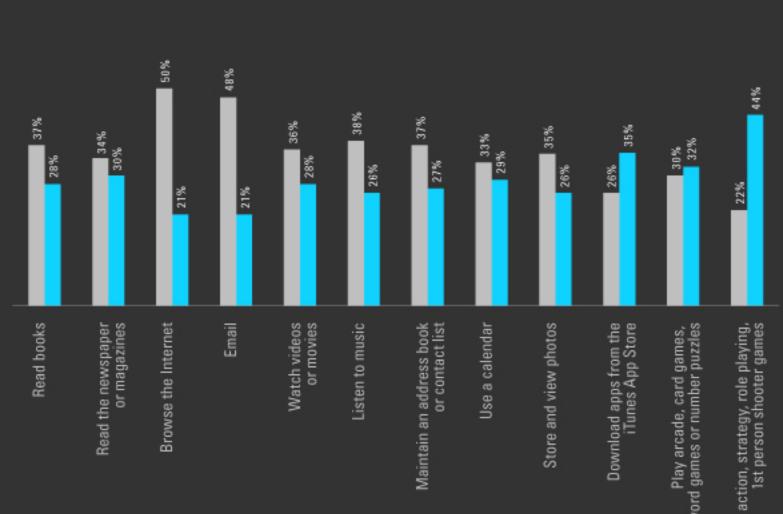
"If you owned an iPad, how likely would you be to use the following features or activities on the device?"

Likely Unlikely

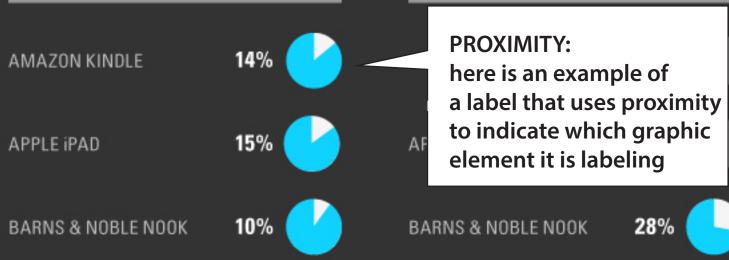
Point Scale

2,176 Total U.S. Internet Audience Polled

March 12-16, 2010



PURCHASE INTENT



9% SONY READER SAMSUNG PAPYRUS

8% SAMSUNG PAPYRUS

28% BARNS & NOBLE NOOK SONY READER

AIDED AWARENESS

11%

RESEARCHED ONLINE

AMAZON KINDLE APPLE iPAD BARNS & NOBLE NOOK

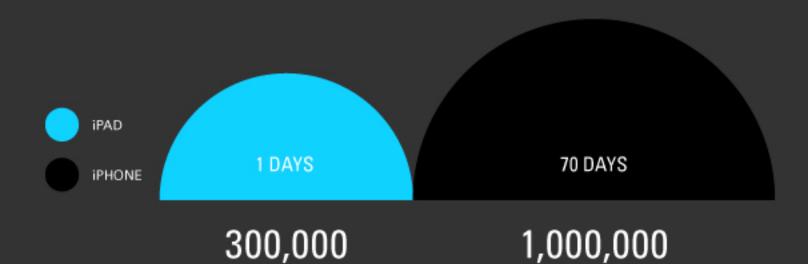
SONY READER SAMSUNG PAPYRUS

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80% 20%

AS OF APRIL 4TH

3,122

IPAD APPS ARE IN THE ITUNES STORE

FREE

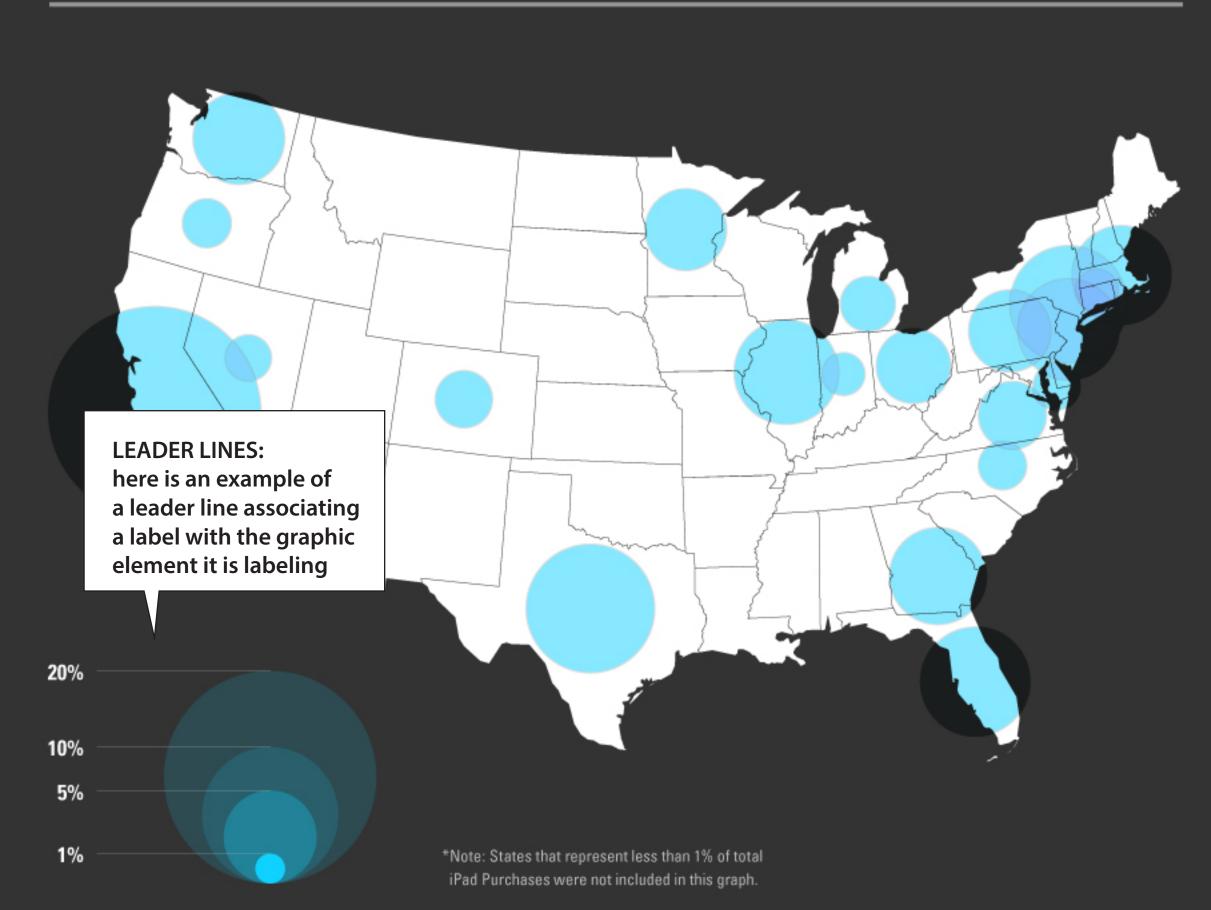
300 THOUSAND DEVICES SOLD

MILLION APPS SOLD

APPS/PERSON

EBOOK/PERSON

ADOPTION BY STATE (BY PERCENTAGE OF iPADS SOLD)



Typography analysis: Typeface features

serif styles: none

terminal styles: none

From Wikipedia:

Univers is the name of a sans-serif typeface designed by Adrian Frutiger in 1954. Classified as a neo-grotesque typeface, one based on the model of the 1898 typeface Akzidenz-Grotesk, it was notable on its launch for its availability in a comprehensive but consistent range of weights and styles.

Univers was released after a long period in which geometric typefaces such as Futura had been popular, following a common school of thought among Swiss designers of the period.

