

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>

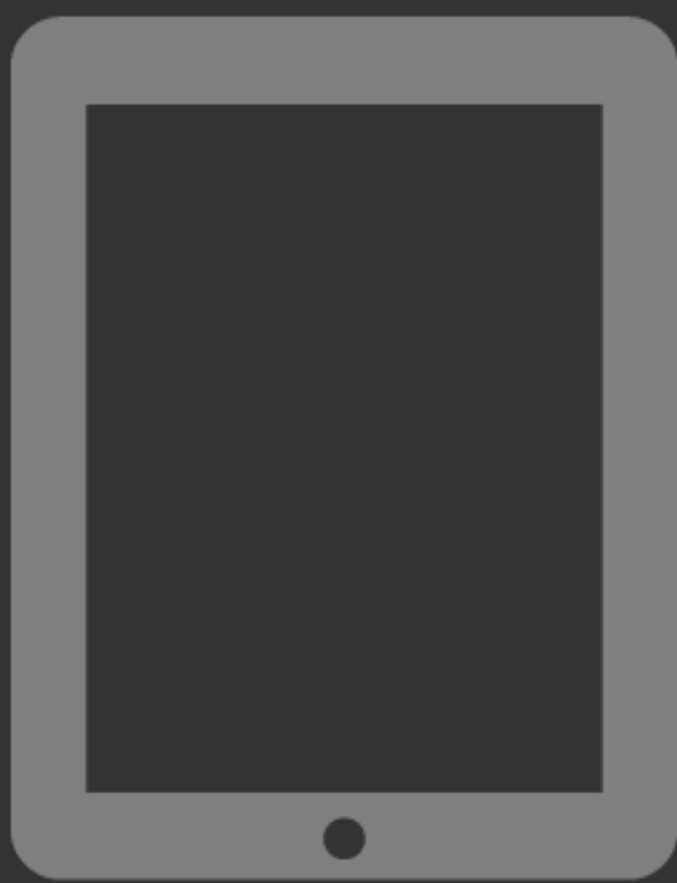
04.08.10

UNBOXING THE iPad DATA

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iPAD USAGE INTENTIONS

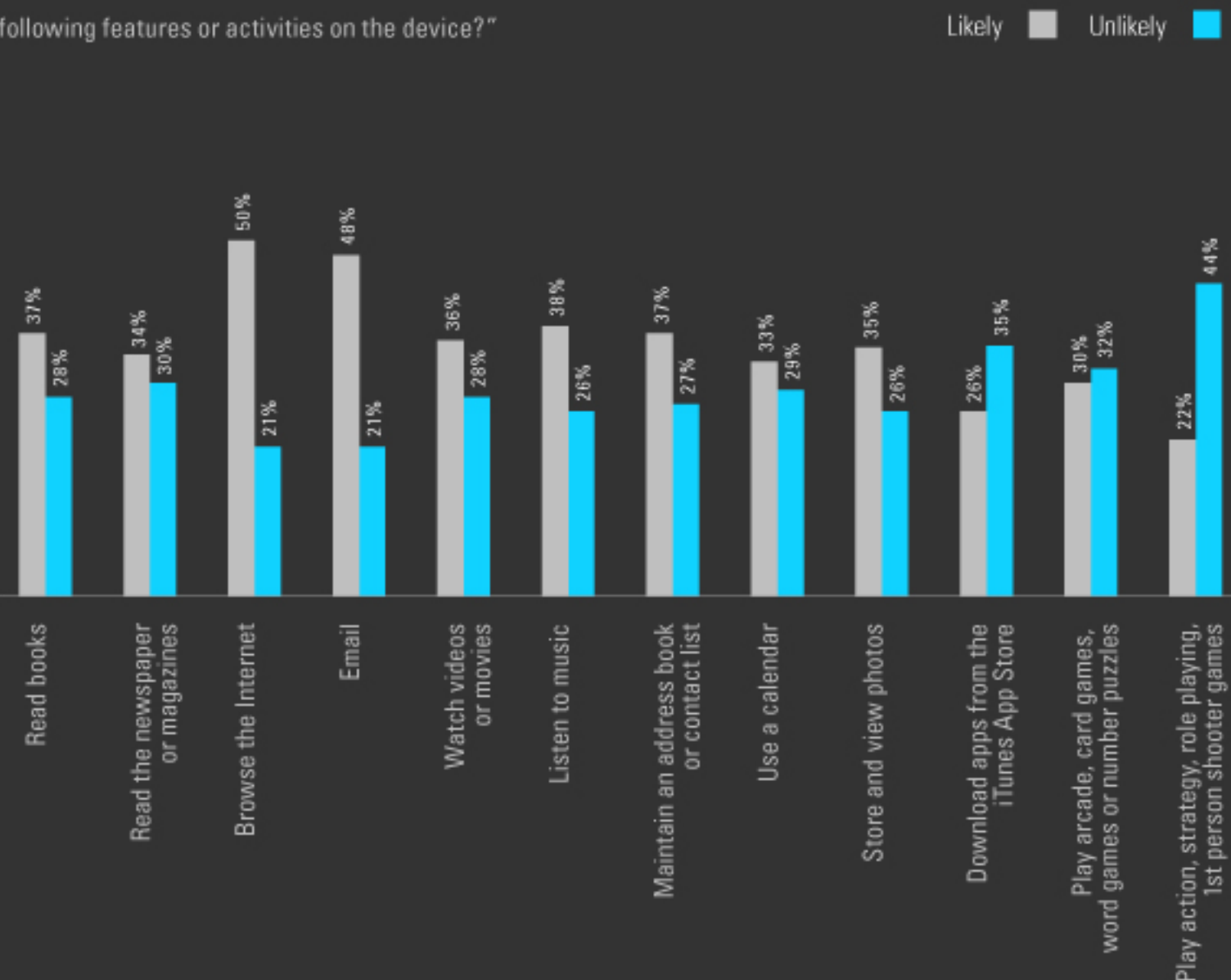
"If you owned an iPad, how likely would you be to use the following features or activities on the device?"

7 Point Scale

2,176

Total U.S. Internet Audience Polled

March 12-16, 2010



DEVICE CANNIBALIZATION

Consumers were asked about whether they would use an iPad "instead of" or "in addition to" other digital devices, and indicated the highest likelihood of substituting for the iPod Touch.

37%

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 Moblixi) while the iPhone apps averaged a steady \$1.99



4.99 iPad
1.99 iPhone

APPS PAID VS FREE

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80% PAID
20% FREE

AS OF APRIL 4TH

3,122

iPAD APPS ARE IN THE ITUNES STORE

300

THOUSAND DEVICES SOLD

1

MILLION APPS SOLD

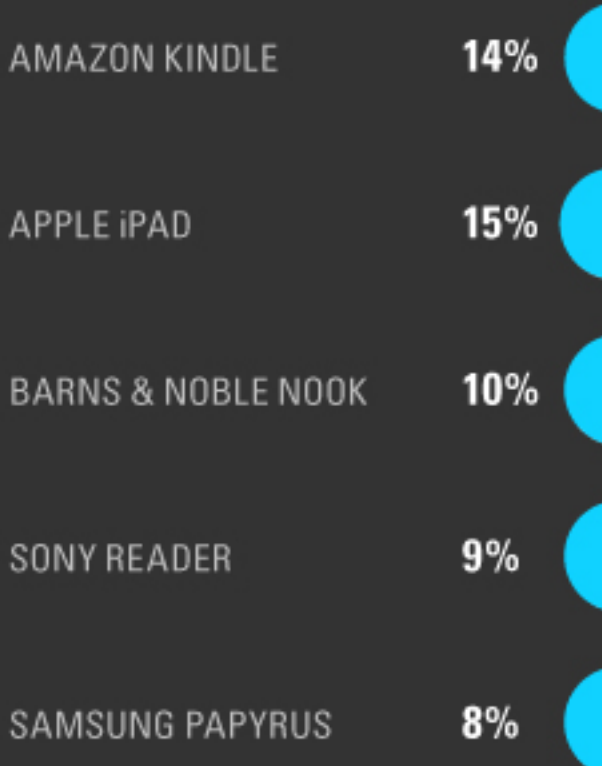
3

APPS/PERSON

1

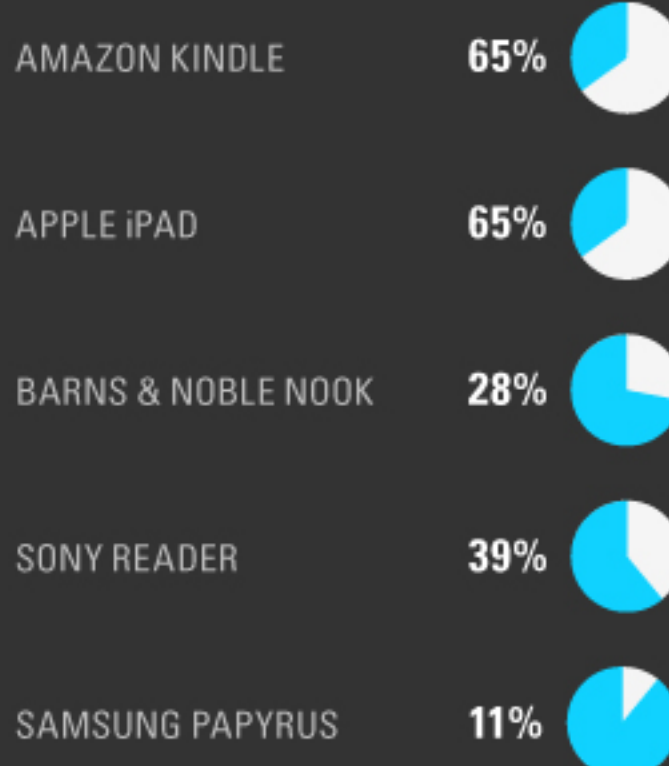
EBOOK/PERSON

PURCHASE INTENT

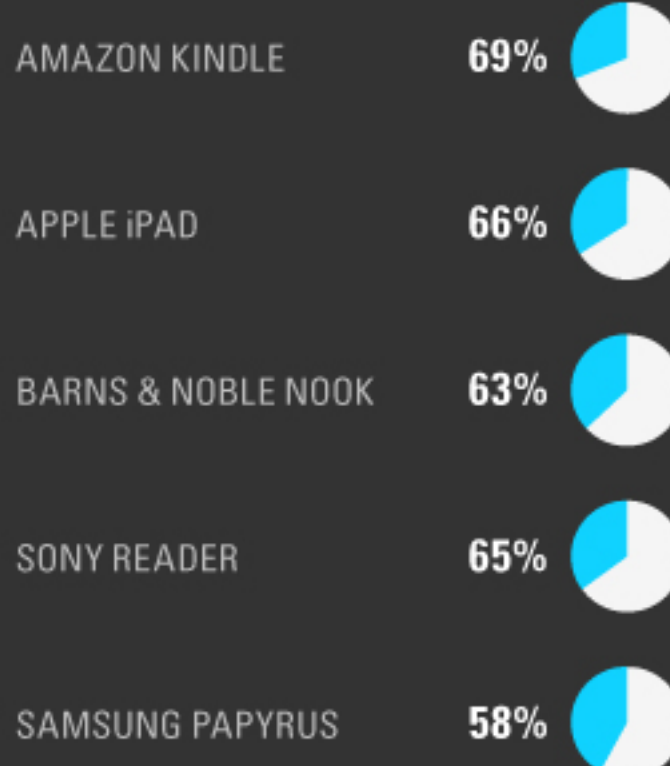


This is a comparison of various Tablet reading devices.

AIDED AWARENESS



RESEARCHED ONLINE



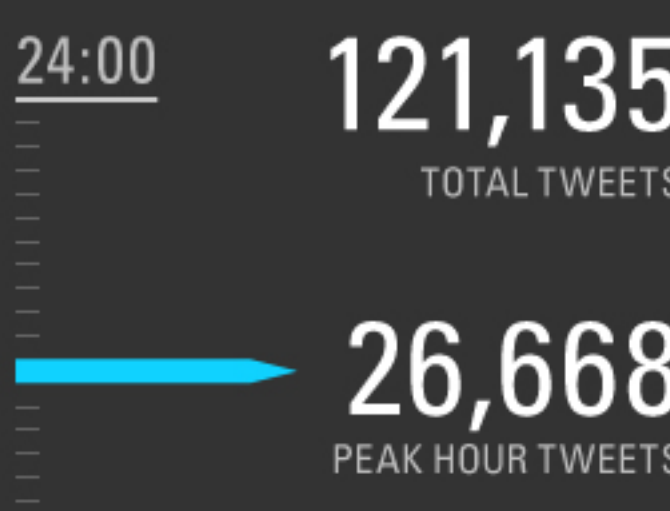
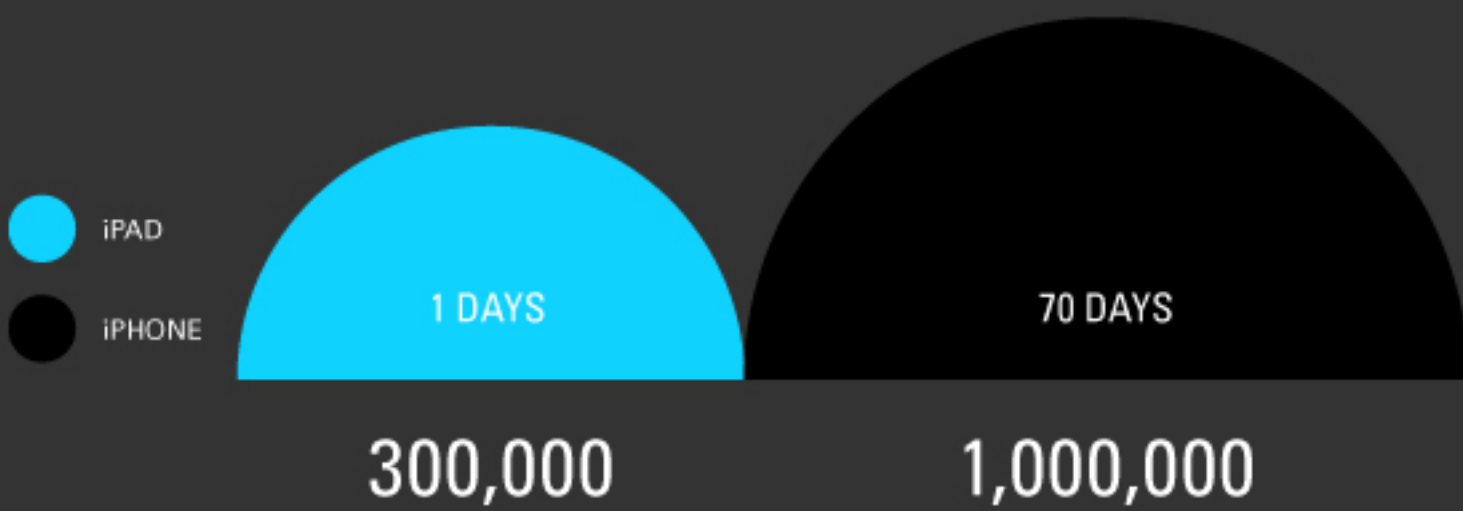
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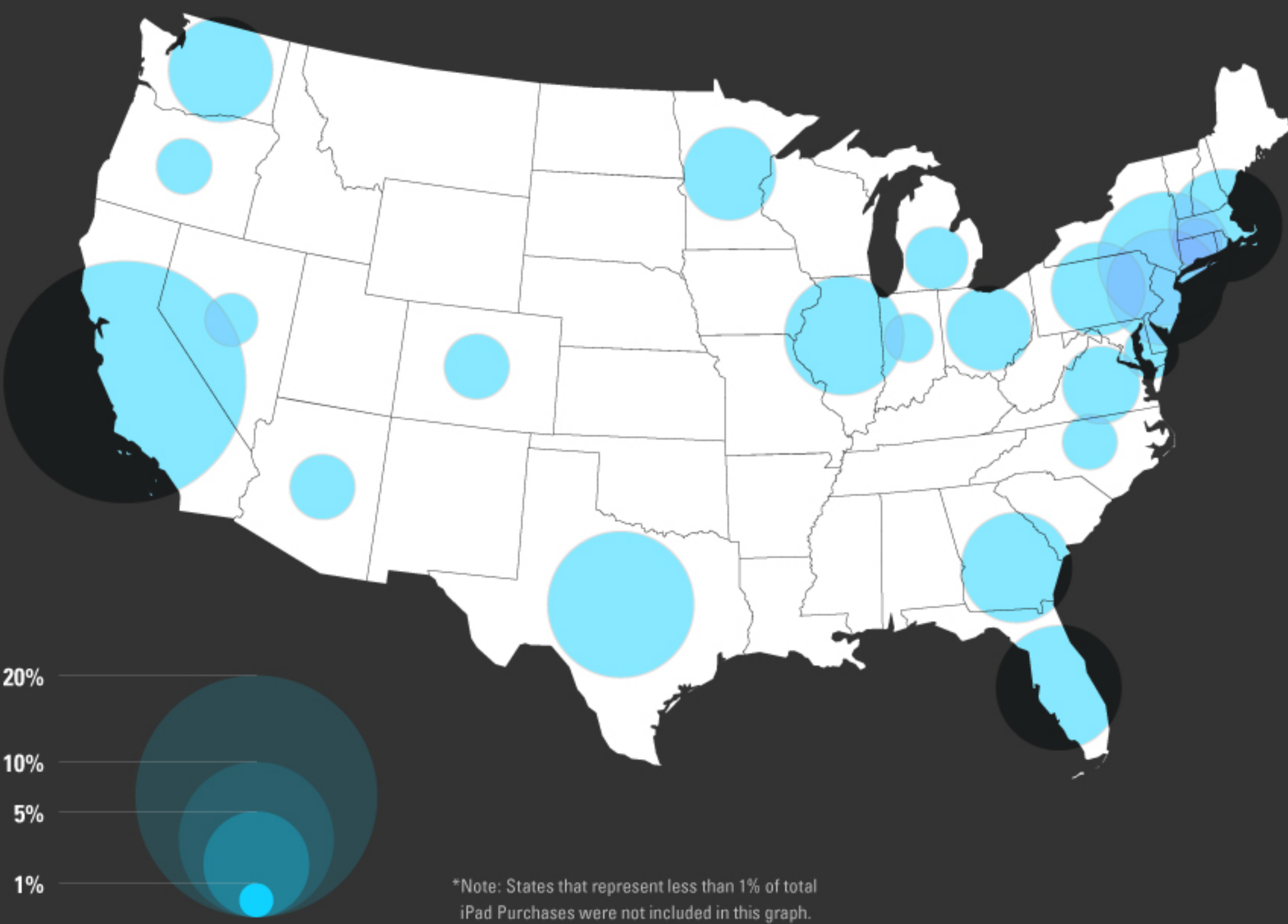
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iPAD TWEETS

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ADOPTION BY STATE (BY PERCENTAGE OF iPADS SOLD)



Comscore <http://bit.ly/cUC6r6>

New York Times <http://nyts.ms/chF7V7>

Mashable <http://bit.ly/qV8YT>

Ad Age Digital <http://bit.ly/crYmCG>

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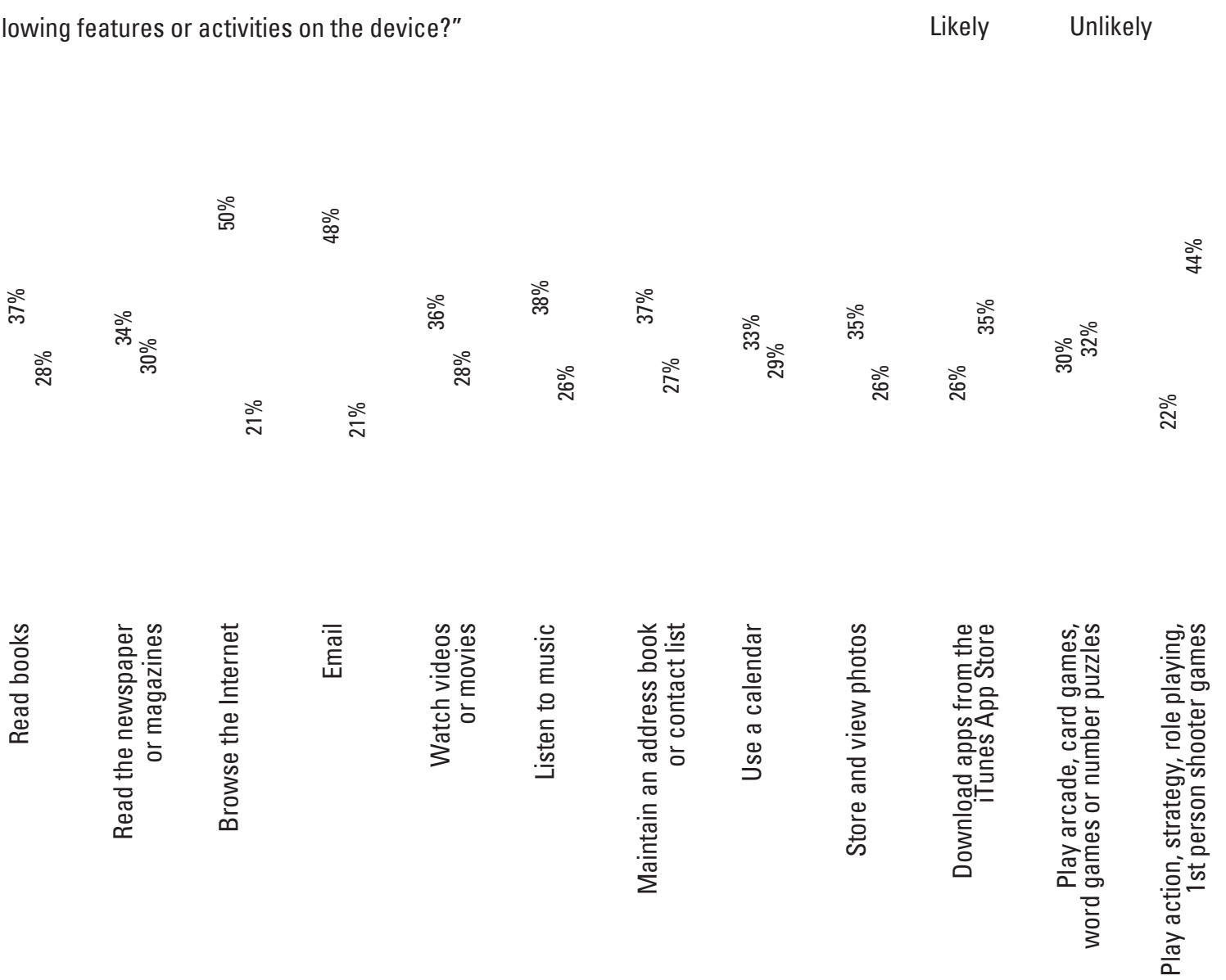
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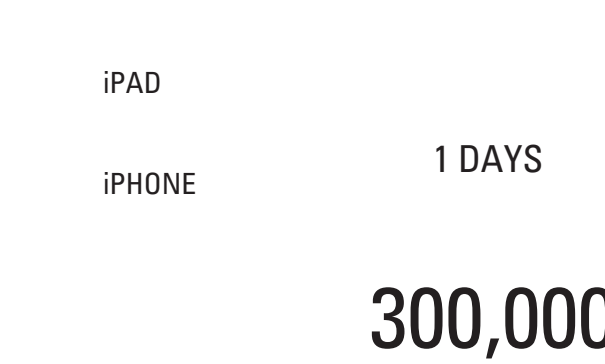
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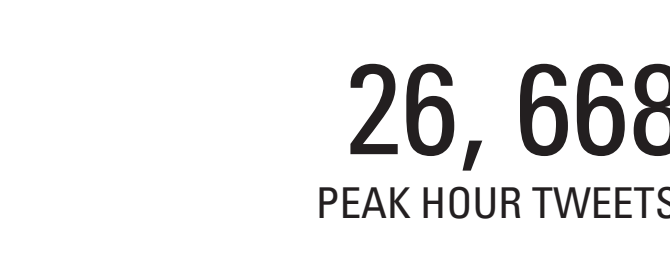
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AS OF APRIL 4TH



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TYPOGRAPHY ANALYSIS:

Legibility & Readability

LEGIBILITY TRAIT: size

TITLES AND HEADINGS in blue

A 135 point. A 21 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.

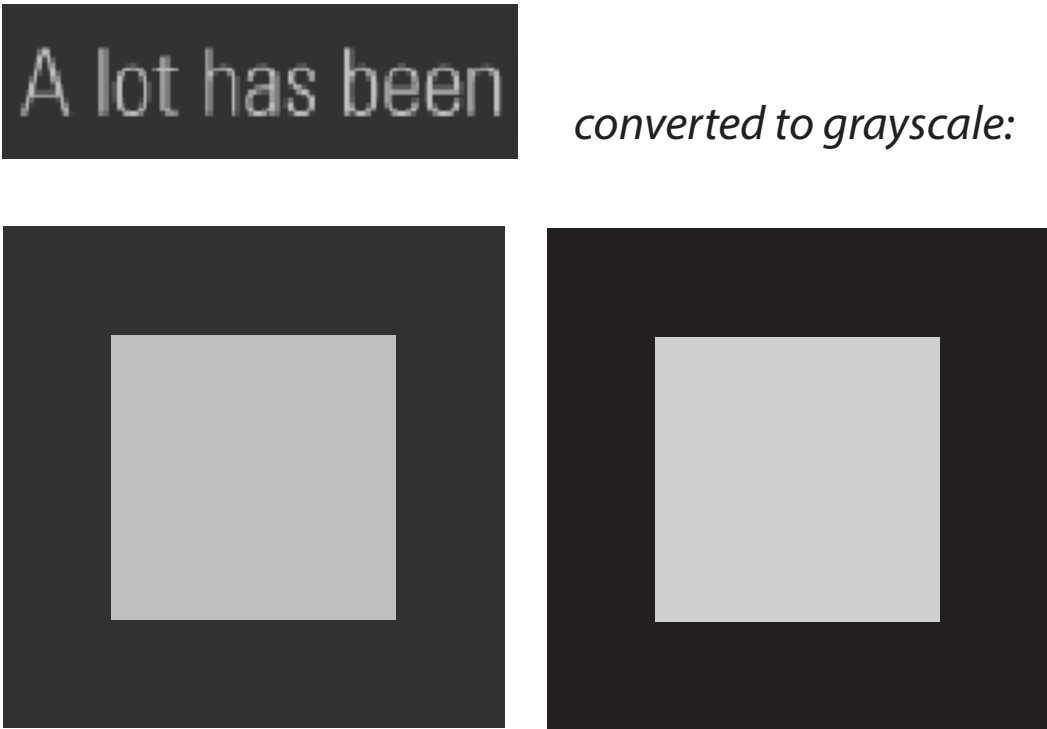
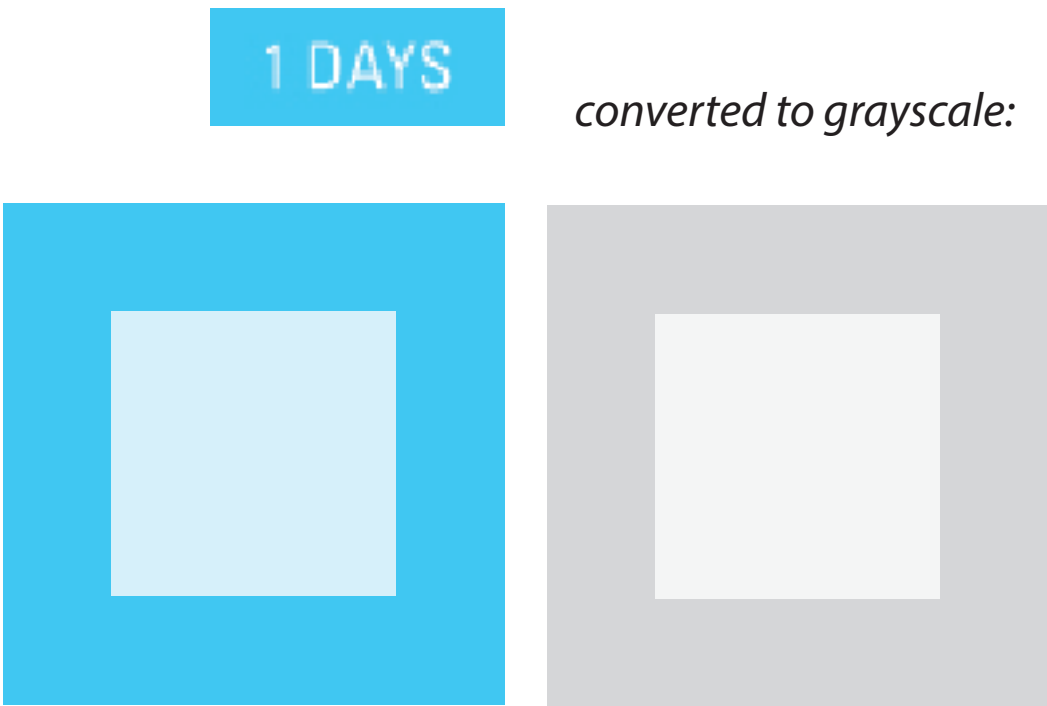
AXIS LABELS in brown

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:*



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

- TITLES AND HEADINGS in blue

BODY TEXT AND ANNOTATIONS in green

IDENTITY LABELS in red

PRECISION LABELS in purple

AXIS LABELS in brown

OTHER (CREDITS, ETC.) in orange
- Univers 57 Condensed, ALL CAPS

Univers 57 Condensed, Mixed Case

Univers 57 Condensed, ALL CAPS, Mixed Case

Univers 57 Condensed, **Bold**

Univers 57 Condensed, Mixed Case

Univers 57 Condensed, Mixed Case, *Italics*

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

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PURCHASE INTENT

AMAZON KINDLE	14%
APPLE iPad	15%
BARNES & NOBLE NOOK	10%
SONY READER	9%
SAMSUNG PAPYRUS	8%

AIDED AWARENESS

AMAZON KINDLE	65%
APPLE iPad	65%
BARNES & NOBLE NOOK	28%
SONY READER	39%
SAMSUNG PAPYRUS	11%

RESEARCHED ONLINE

AMAZON KINDLE	69%
APPLE iPad	66%
BARNES & NOBLE NOOK	63%
SONY READER	65%
SAMSUNG PAPYRUS	58%

4.99 1.99

iPAD iPHONE

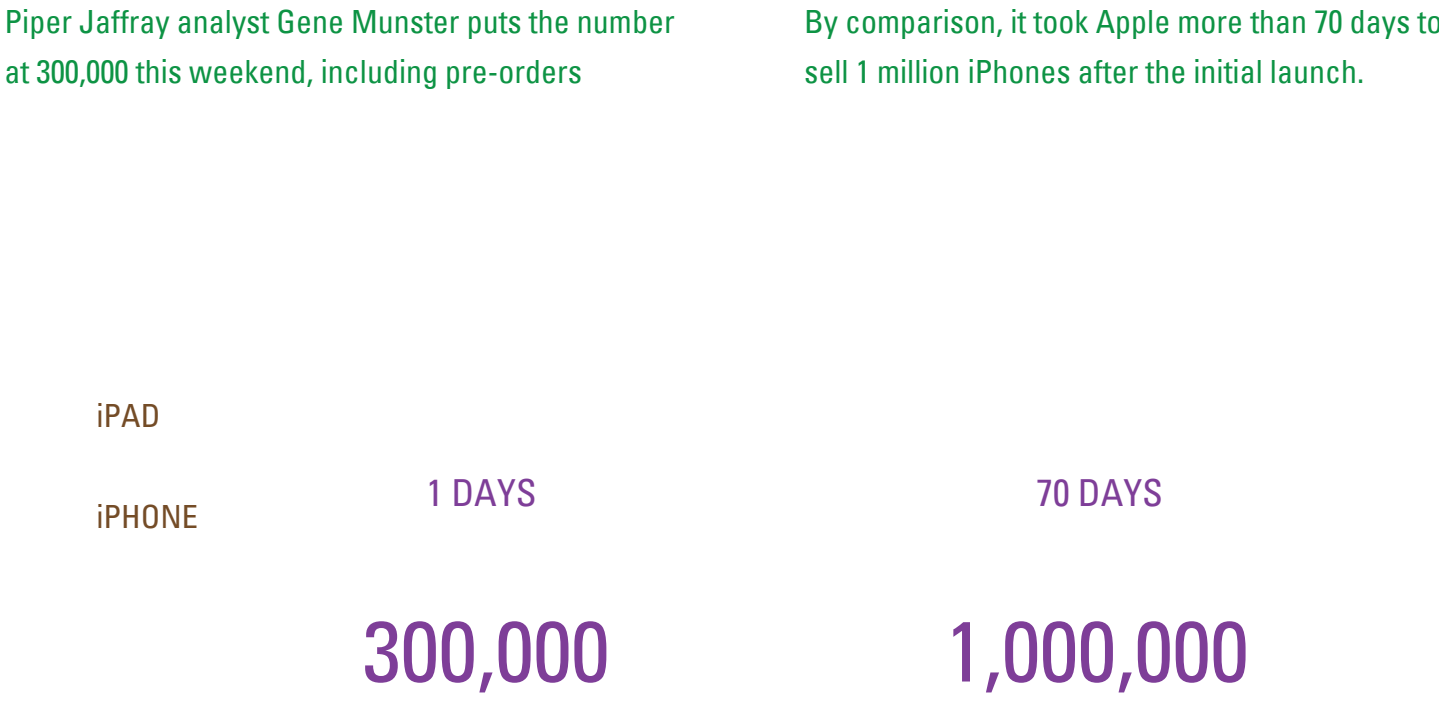
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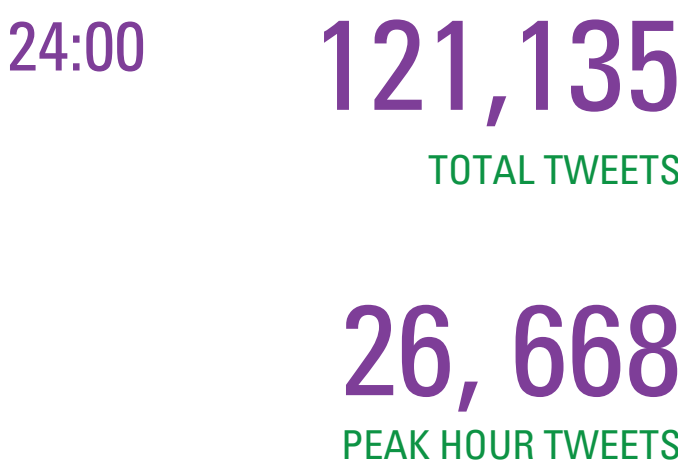
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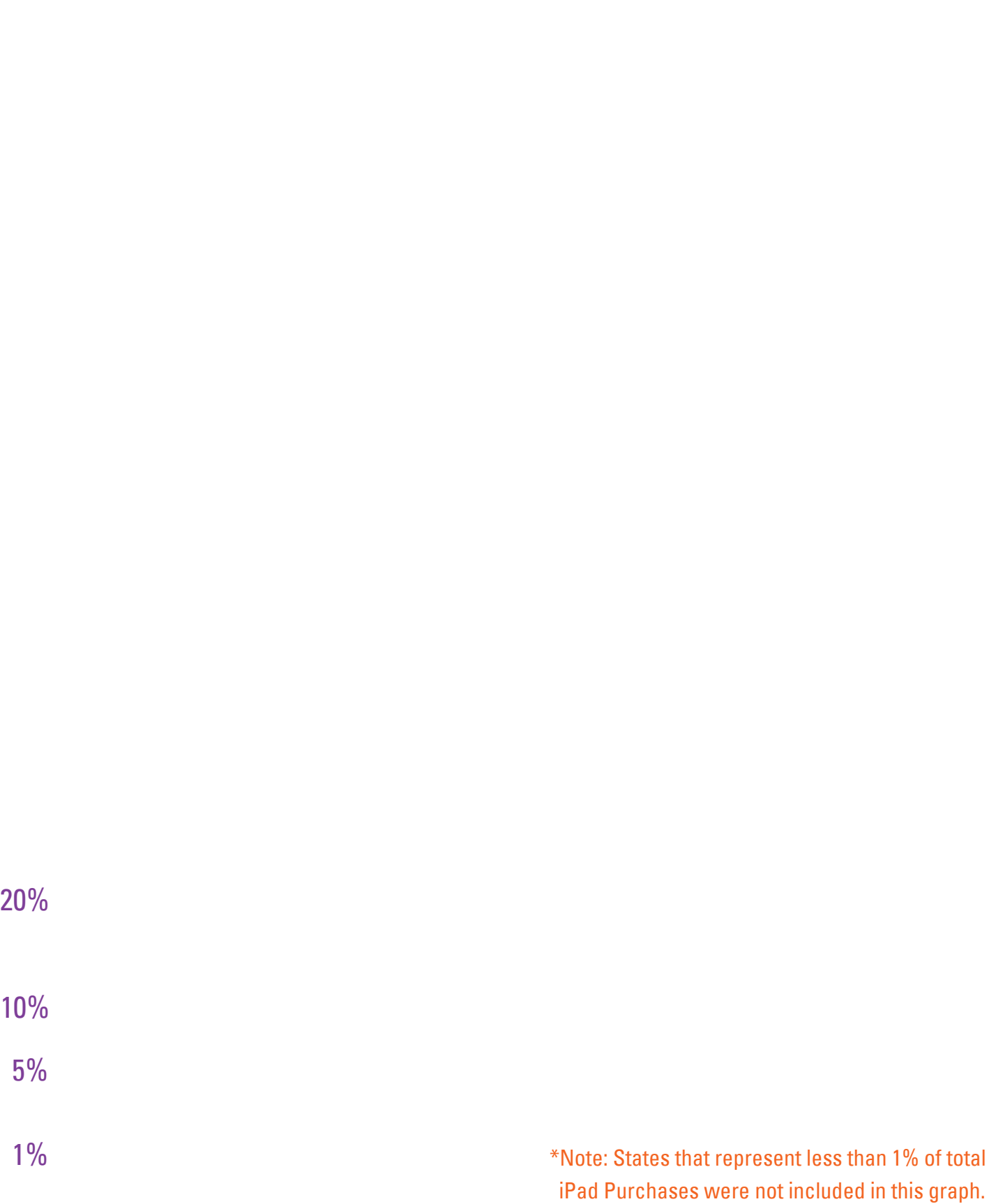
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APPS/PERSON

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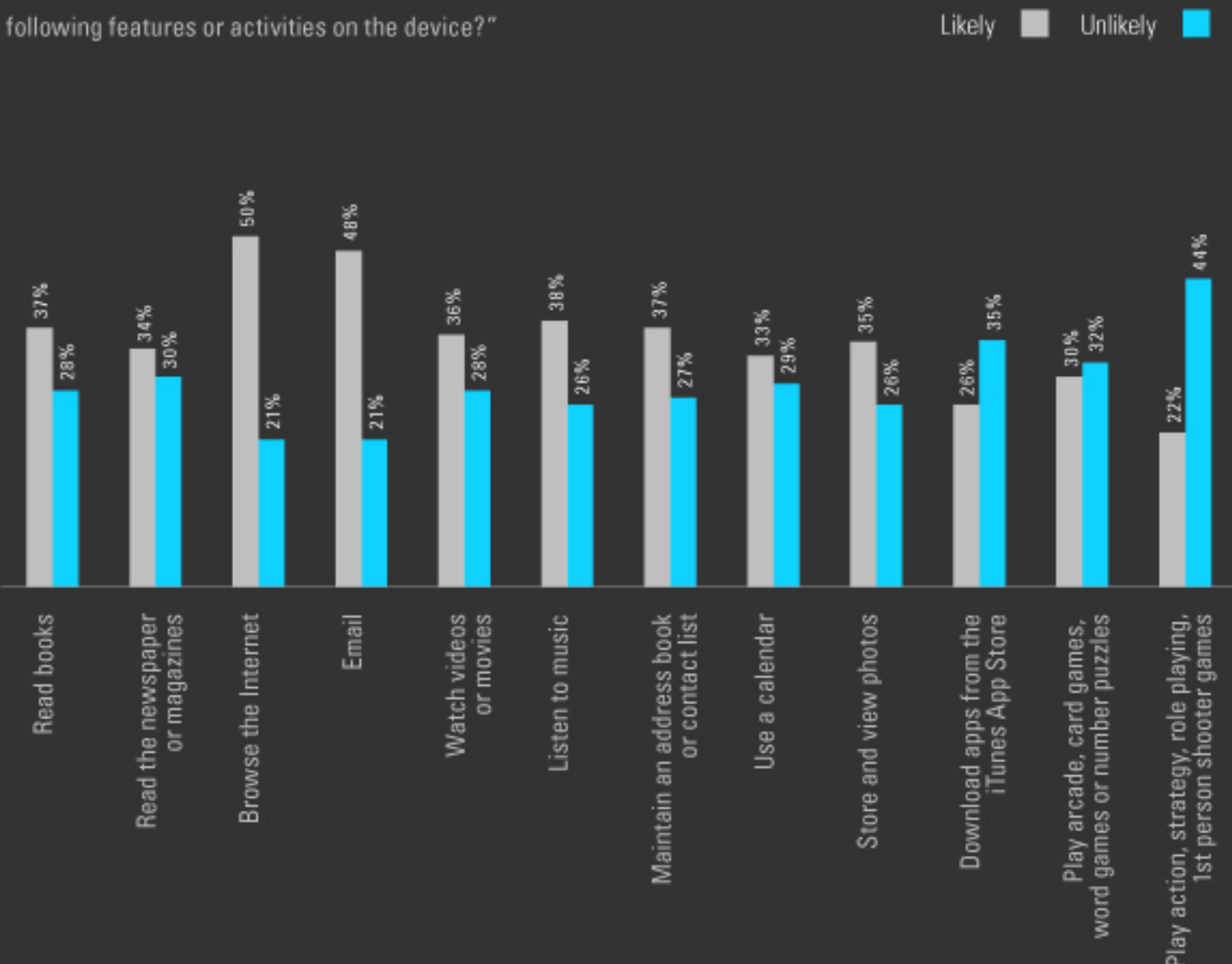
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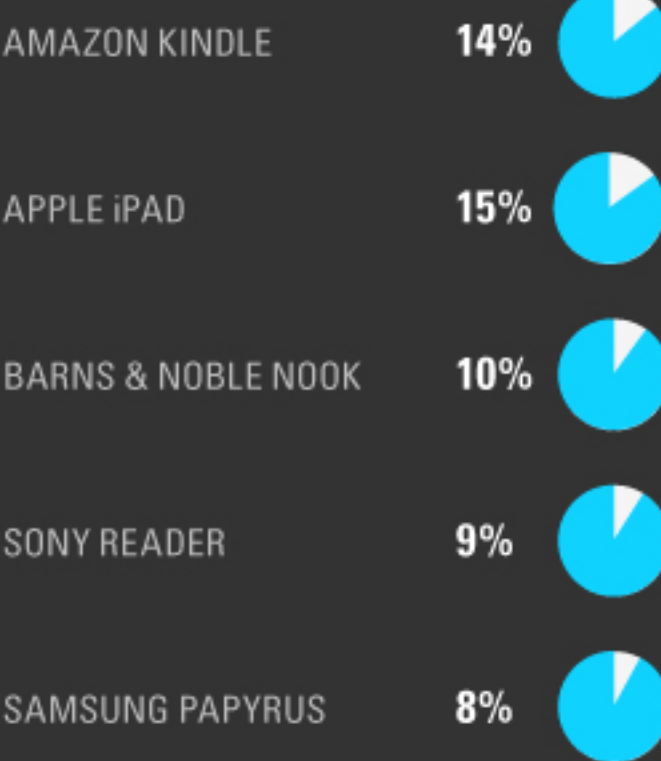
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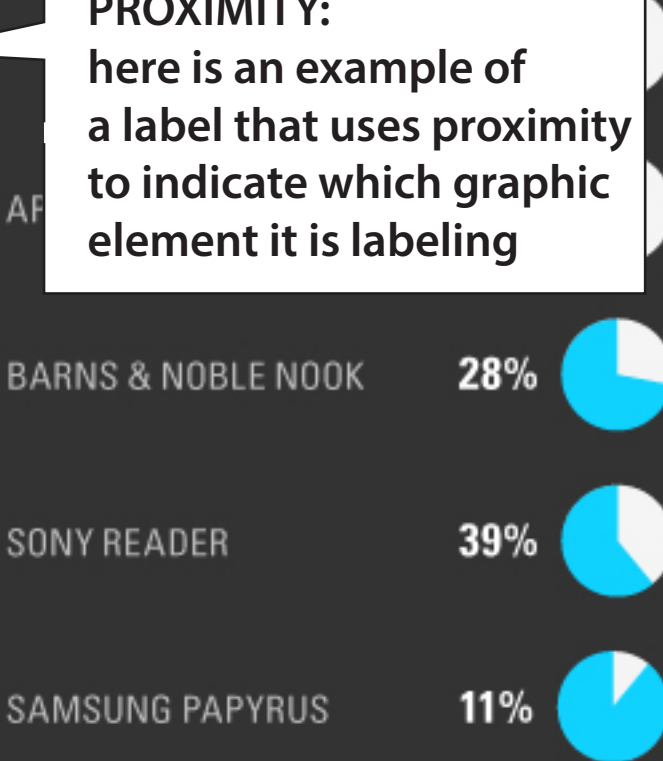
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COLORLED LABELS:
here is an example of color associating a label with the graphic element it is labeling

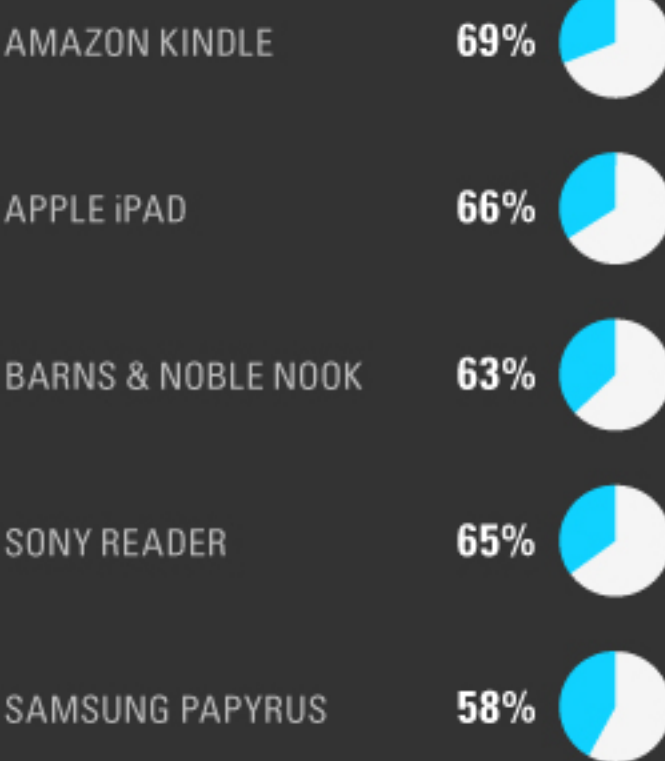
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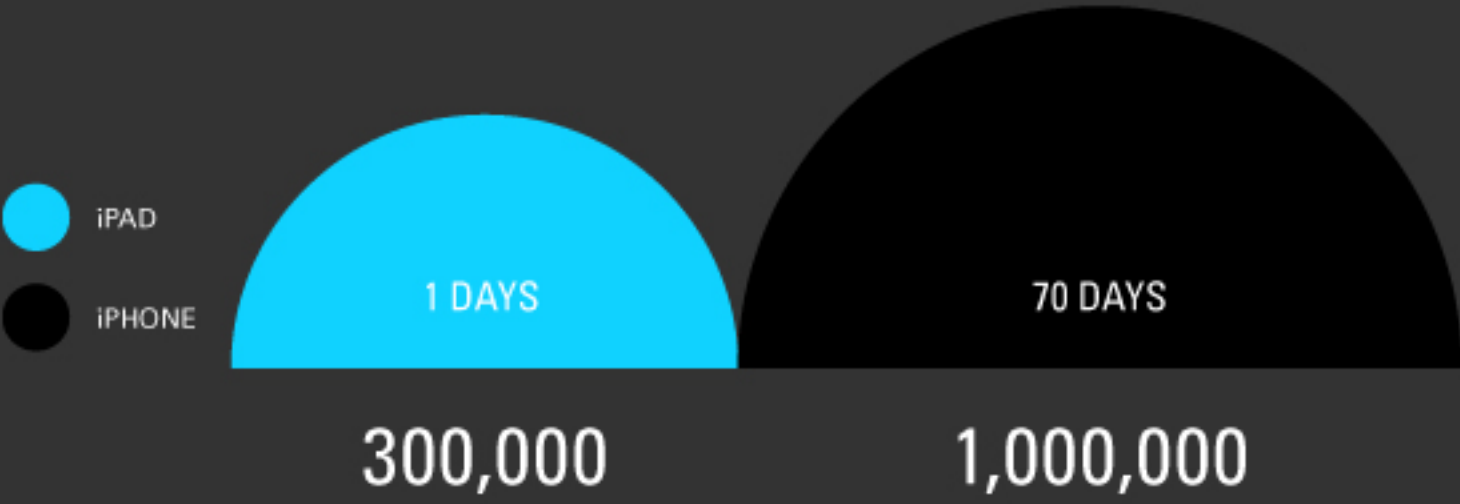


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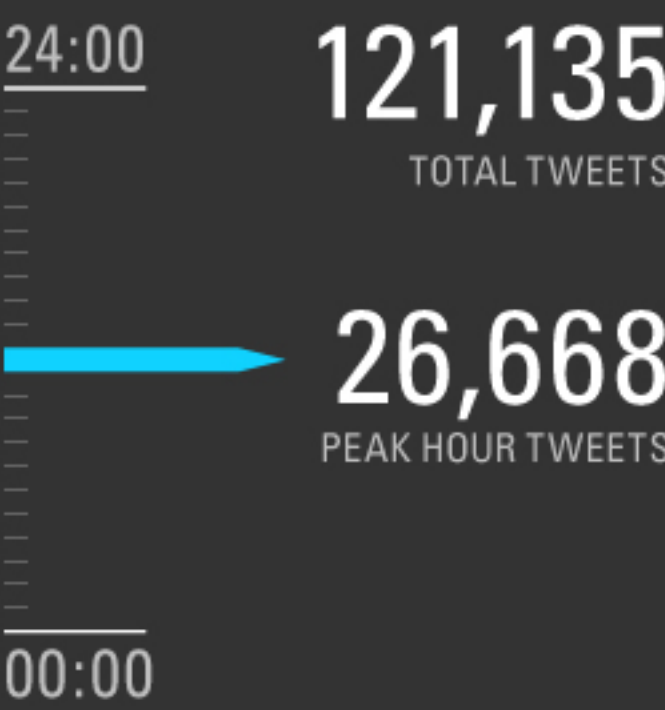
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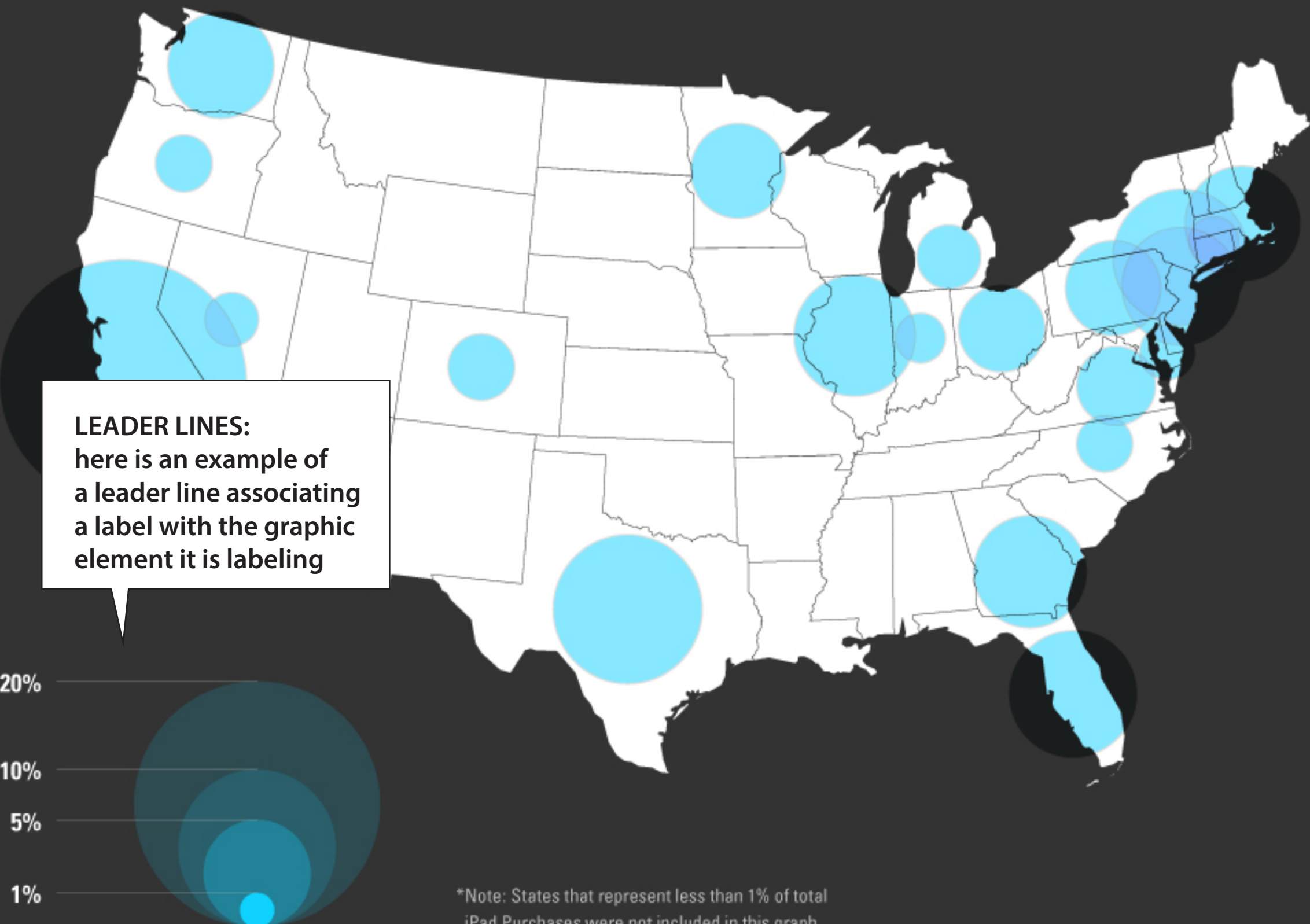
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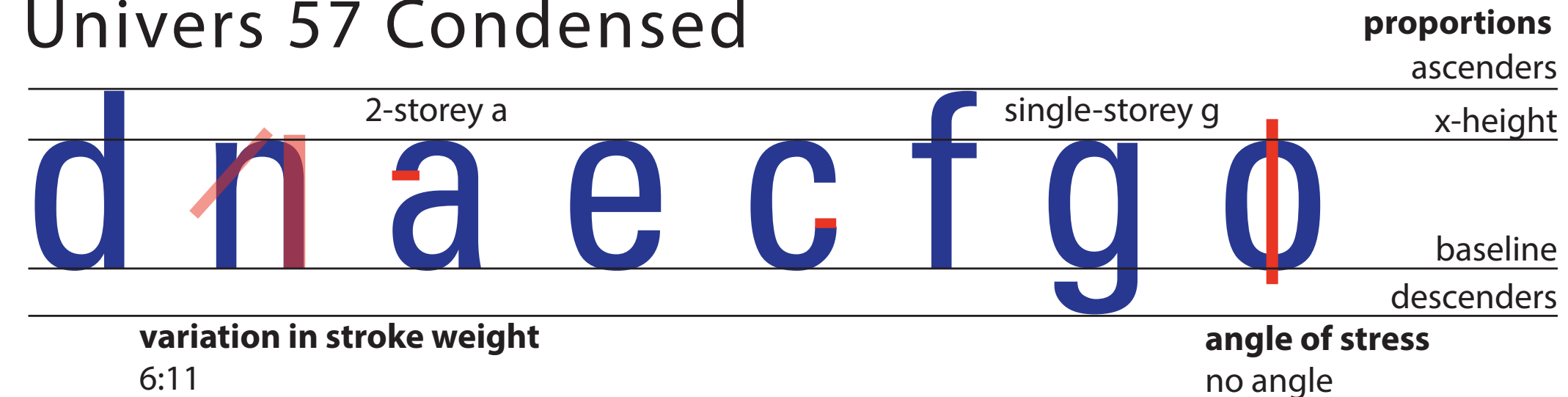
Typeface features

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.

Univers 57 Condensed



stroke end: horizontal
serif styles: none
terminal styles: none