



(Web/App Design) We don't read, we only browsing

- Use lots of headings
- Insist on using a simple paragraph
- Highlight keywords
- Create effective visual hierarchy
- Don't try to create what you think is new
- Eliminate the so-called (product description)
- Users don't care how the product works
- People don't look for hints - people are busy
- Ask reasonable questions/find solutions

10 BUILDING BLOCKS OF VISUAL HIERARCHY

<p>READ THIS FIRST. THEN, READ THIS. AND THIS.</p> <p>1. SIZE</p>	<p>READ THIS FIRST. THEN, READ THIS. AND THIS.</p> <p>2. COLOUR</p>
<p>READ THIS FIRST. THEN, READ THIS. AND THIS.</p> <p>3. LAYOUT</p>	<p>READ THIS FIRST. THEN, READ THIS. AND THIS.</p> <p>4. SPACE</p>
<p>READ THIS FIRST. <i>then, read this</i> and this.</p> <p>5. CONTRAST</p>	<p>READ THIS FIRST. THEN, READ THIS. AND THIS.</p> <p>6. STYLE</p>
<p>READ THIS FIRST. THEN, READ THIS. AND THIS.</p> <p>7. SYMMETRY</p>	<p>READ THIS FIRST. THEN, READ THIS. AND THIS.</p> <p>8. SIMILARITY</p>
<p>READ THIS FIRST. READ THIS FIRST.</p> <p>9. GROUPING</p>	<p>READ THIS FIRST. READ THIS FIRST. READ THIS FIRST.</p> <p>10. UNITY</p>

dm | Designmantic