

Vaccines and Your Baby Design Considerations

The Vaccines and Your Baby site observes quite a few fundamental design elements. A pleasing visual design creates a high aesthetic-usability Effect (pg.20). Strong alignment cues (pg.24), iconic representation (pg.132), visual chunking (pg.40), and large targetable areas (Fitts' Law - pg.98) lead to a dependable visual layout with good usability. Information layering (pg.146), hierarchy (pg.122), discovery (progressive disclosure pg.188), and readability (pg.198) improve wayfinding (pg.256) and content comprehension. An inverted pyramid information delivery model provides participants with the most important information first (pg.140).

– Lidwell, W., Holden, K., & Butler, J. (2003). *Universal principles of design*. Gloucester, MA: Rockport.

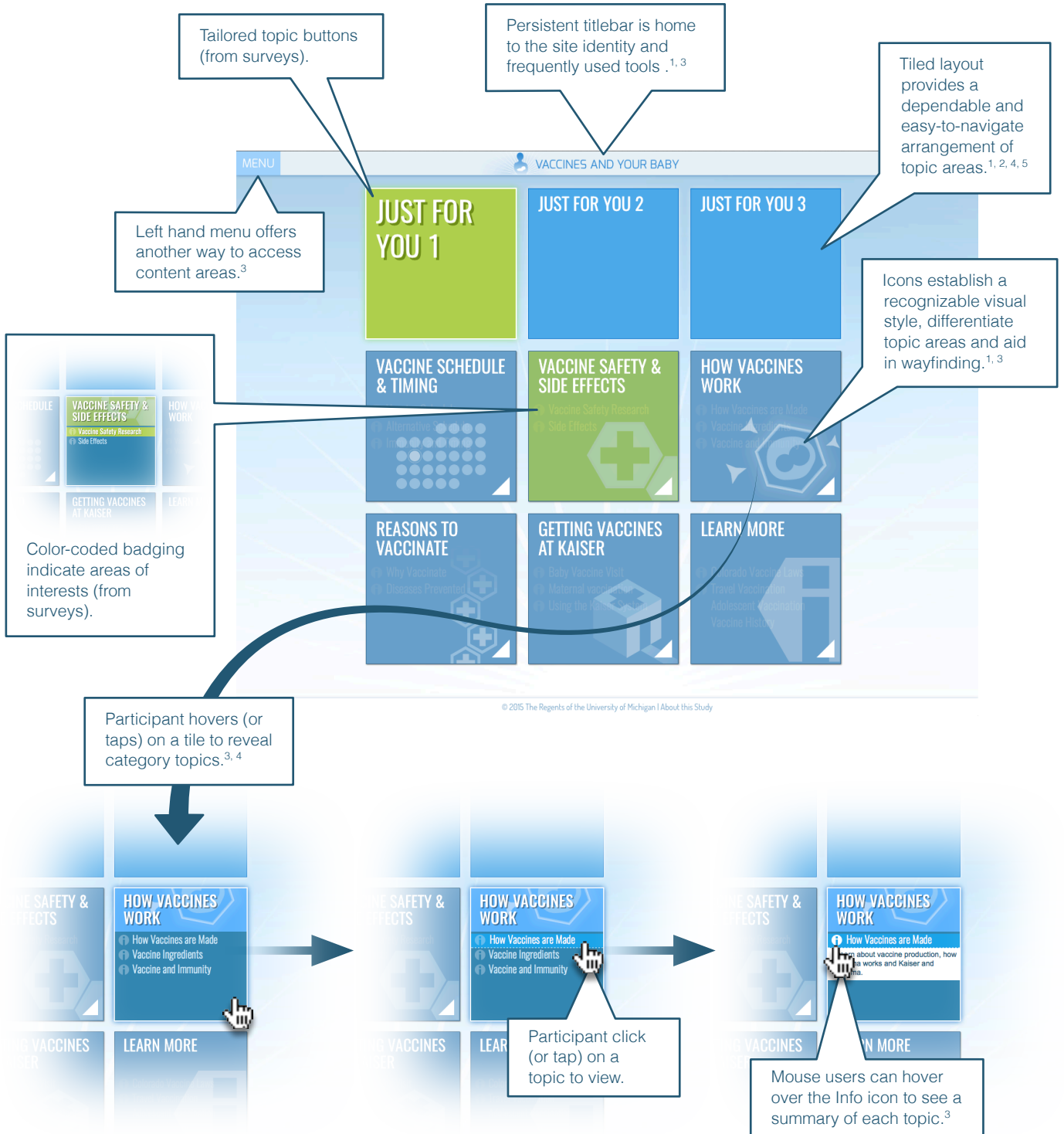


HOME PAGE



SURVEY PAGES

Vaccines and Your Baby Design Considerations



UI and UX research findings from <http://guidelines.usability.gov>

1. Home Page Considerations

- Create a Positive First Impression of Your site (Ch.5-3)
- Communicate the Website's Value and Purpose (Ch.5-4)
- Limit Prose Text on the Homepage (Ch.5-5)
- Ensure the Homepage Looks like a Home Page (Ch.5-6)
- Limit Homepage Length (Ch.5-7)

2. Page Layout

- Avoid Cluttered Displays (Ch.6-)
- Place Important Items Consistently (Ch.6-2)
- Place Important Items at Top Center (Ch.6-3)
- Establish Level of Importance (Ch.6-5)
- Optimize Display Density (Ch.6-6)
- Align Items on a Page (Ch.6-7)
- Use Fluid Layouts (Ch.6-8)
- Use Moderate White Space (Ch.6-11)

3. Navigation

- Provide Navigational Options (Ch.7-1)
- Differentiate and Group Navigation Elements (Ch.7-2)
- Place Primary Navigation Menus in the Left Panel (Ch.7-5)
- Use Descriptive Labels (Ch.7-6)
- Keep Navigation-Only Pages Short (Ch.7-8)
- Use 'Glosses' to Assist Navigation (Ch.7-11)

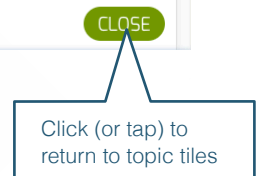
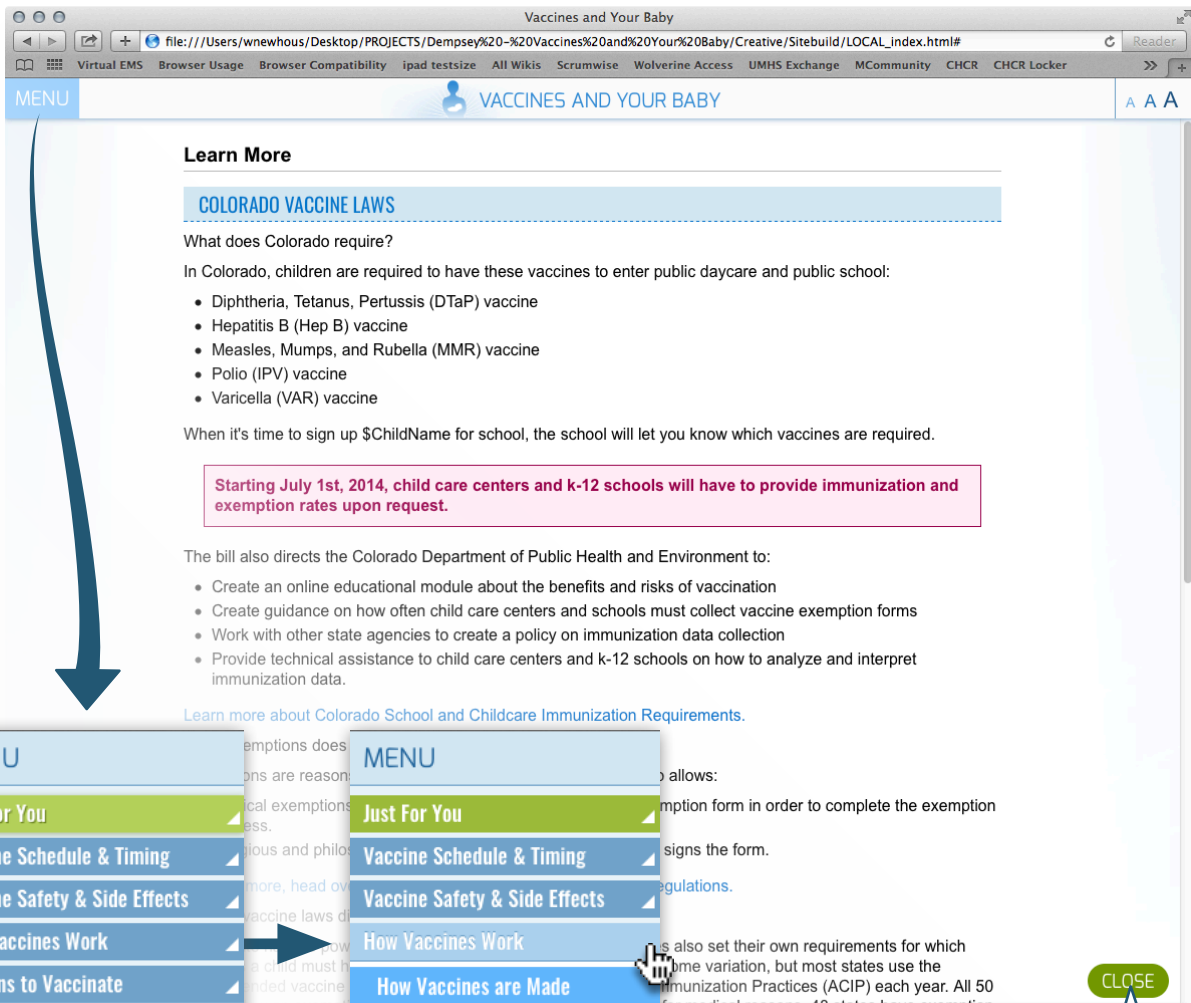
4. Information Architecture

- Clear Information Organization (Ch.16-1)
- Facilitate Scanning (Ch.16-2)
- Group Related Elements (Ch.16-3)
- Display Only Necessary Information (Ch.16-7)

5. Content Display

- Format Common Items Consistently (Ch.11-2)
- Ensure Visual Consistency (Ch.11-4)
- Use Familiar Fonts (Ch.11-7)
- Use at Least 12-Point Font (Ch.11-8)
- Emphasize Importance (Ch.11-10)

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1. Page Layout

- Avoid Cluttered Displays (Ch.6-)
- Place Important Items Consistently (Ch.6-2)
- Place Important Items at Top Center (Ch.6-3)
- Establish Level of Importance (Ch.6-5)
- Optimize Display Density (Ch.6-6)
- Align Items on a Page (Ch.6-7)
- Use Fluid Layouts (Ch.6-8)
- Set Appropriate Page Lengths (Ch.6-10)
- Use Moderate White Space (Ch.6-11)
- Choose Appropriate Line Lengths (Ch.6-12)

2. Information Architecture

- Clear Information Organization (Ch.16-1)
- Facilitate Scanning (Ch.16-2)
- Group Related Elements (Ch.16-3)
- Display Only Necessary Information (Ch.16-7)

3. Content Display

- Use Black Text on Plain, High-Contrast Backgrounds (Ch.11-1)
- Format Common Items Consistently (Ch.11-2)
- Use Mixed-Case for Prose Text (Ch.11-3)
- Ensure Visual Consistency (Ch.11-4)
- Use Bold Text Sparingly (Ch.11-5)
- Use Familiar Fonts (Ch.11-7)
- Use at Least 12-Point Font (Ch.11-8)
- Emphasize Importance (Ch.11-10)
- Highlighting Information (Ch.11-11)