



“Seven Ways to Use Information Design to Create Remarkable User Experiences” – Quick Reference Guide

A. Lay a Foundation for Clear Understanding

1.	Use persona profiles to understand your audience members – what makes them tick?	<ul style="list-style-type: none"> ■ Research demographic and psychographic characteristics; interview typical individuals. ■ For each persona, create a profile of his/her attributes, background, goals, and worries.
2.	Structure information to help people <i>scan, skip, and retrieve</i> what matters – <i>quickly</i> .	<ul style="list-style-type: none"> ■ Use the five structured authoring techniques: classifying, chunking, arranging, simplifying, and illustrating, to vastly increase readability.
3.	Strive to minimize audience overload, especially in training and slide presentations. Keep in mind that “working memory” is very limited, so...	<ul style="list-style-type: none"> ■ Group all ideas into just 3–4 main topics. ■ Display only one basic idea per slide. ■ Limit text, but use a full-sentence caption. ■ Let relevant images tell much of the story. ■ Remove logos, decorations, and visual noise. ■ Put details in <i>handouts</i>, not on the slides!

B. Help Your Audiences Do What They Really Need to Do

4.	Research your audience’s “circumstances of use” – by considering <i>when, where, and how</i> people use your “stuff.”	<ul style="list-style-type: none"> ■ <i>Routine</i> situations include at home, school, or work, or on the go, during regular hours. ■ <i>Non-routine</i> situations include off-hours, in bad weather, while lost or stranded, during disasters, and in remote locations.
5.	Eliminate all unnecessary tasks, and test everything for ease of use.	<ul style="list-style-type: none"> ■ Support your customers’ <i>primary</i> goals for doing their <i>real jobs</i>; don’t add busywork. ■ Make sure everything passes the “midnight test” in routine <i>and</i> non-routine situations.

C. Add Novelty and Interactivity to Stir Emotion and Spur Action

6.	Inspire and persuade audiences through emotion-generating experiences.	<ul style="list-style-type: none"> ■ To influence audience actions, induce strong emotions through unique, engaging content. ■ Gauge audience responses via changes in signups, click-through rates, purchases, etc.
7.	Offer irresistible calls to action, with a variety of incentives to get there!	<ul style="list-style-type: none"> ■ Be clear about <i>exactly</i> what you want your audience to do in the way of “next steps.” ■ Extend an unmistakable invitation to follow up, with a systematic pathway to success!