H-06

Design principles in High Click-through Banner Advertising on the Web for ADC 2001

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Abstract

Banners are one of the most well known forms of web advertising. By clicking on a banner, viewers are able to switch to an advertiser's homepage or the homepage of a particular product. The average click-through rates for banner advertising are only about 2 percent (IAB).

However, some research (Nielsen's Netratings and Advertising Age) has reported that some banners' click-through rates recorded 9-50 percent. Many researchers and organizations are studying Web marketing and advertising strategies; however, no research has been undertaken to explore the design elements and principles in high click-through advertising banners.

This study identified which design principles are used to make up high click-through advertising banners on the Web. Existing data of high click-through banners from Four Corners and other data were used to research what kind of design elements and principles are most common in high click-through Web advertising banners. The research found that certain design principles are more effective when creating a high click through banners. The result of this research can guide designers to create more effective high click-through Web banners.

Keywords

Design Principles, Click-through, Banner advertising, Web

H-07

A Study on the User Participatory Approach of Information Design Based on LATCH

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Abstract

The exponential growth of information within the Web has created an overabundance of information and poverty of human attention, with users citing the inability to navigate and find relevant information on the Web. This is one of the biggest problems facing the Web today. The purpose of this study is to organize information as they relate to the tasks, and apply it to the creation of Green Map System (GMS) on the World Wide Web (WWW). This study is conducted to develop an organization of information and how the information relates to each other.

To explore the layout of the relationships in a more objective manner, we use a layout matrix that couples the LATCH (location, alphabet, time, category, hierarchy) arrangement of organizational behavior with ways on how users navigate through the structure of the information. We specify the user participatory approach that puts the user at the center of the process to practice the case on GMS and then synthesize the consequences of this study using an inquiry model.

Through the main findings of this study, we can correlate the organization of information with users navigating through the structures. From the result of this study, we can quickly and systematically explore the user in a limited set of layouts that covers the way people prefer to organize information on the Web.

Keywords

Information Architecture, Information Design, LATCH, User Participatory Design