Visual Design Strategies to Increase the Effectiveness of Cancer Communication

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Cancer MESSAGES

Relevance Usefulness

Message ENGAGEMENT

think, feel, & behave

Use an engaging design.

(not always helpful advice)
RELEVANT IMAGES
Select images that resonate

Lazard, Schmidt, Vu, Bryon, Peters, Boynton, & Brewer, 2017
RELEVANT IMAGES
Select images that resonate

“Choose the icon that best represents CANCER caused by smoking.”

SELECTED (n=701)
COMPLEX INFORMATION CUES
Present information so it is interpretable, at a glance

Lazard et al., 2019; Lazard, Byron, Peters, Brewer, In press
VISUAL HIERARCHY
Guide users’ attention

- Large font
- Redundant visuals
- Color shift

Lazard, Pikowski, Horrell, Ross, Noar, & Sutfin, online first
SOCIAL PRESENCE
Give cues for others

Evidence of activity
Interpersonal text
Human imagery

Lazard, Saffer, Horrell, Benedict, & Love, under review
SOCIAL PRESENCE
Give cues for others

Cues for Others → Social Presence → Perceived Usefulness

Lazard, Brennen, Adams, & Love, under review

** SOCIAL PRESENCE
Give cues for others

Lazard, Brennen, Adams, & Love, under review

(n=587)
MENTAL MODELS
Understand to meet expectations
“I like really simple interfaces [that are] clean looking”

“What I think is most appealing to me—I like apps that have a more minimalist approach, [that are] more simple and quick to navigate”

\( n=25; \) Brennen, Lazard, et al., under review; Lazard et al., 2016
Your audience might not think of “cancer” or “health” messages the way you do.
IMAGE RELEVANCE
Simple choices can help select images that resonate

COMPLEX INFORMATION CUES
Present data so it is interpretable, at a glance

VISUAL HIERARCHY
Guide users’ attention

SOCIAL PRESENCE
Give cues for others

MENTAL MODELS
Understand to meet expectations
THANK YOU!

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REFERENCES


