Visual Design Strategies to Increase the Effectiveness of **Cancer Communication**

THE UNIVERSITY *of* NORTH CAROLINA *at* CHAPEL HILL

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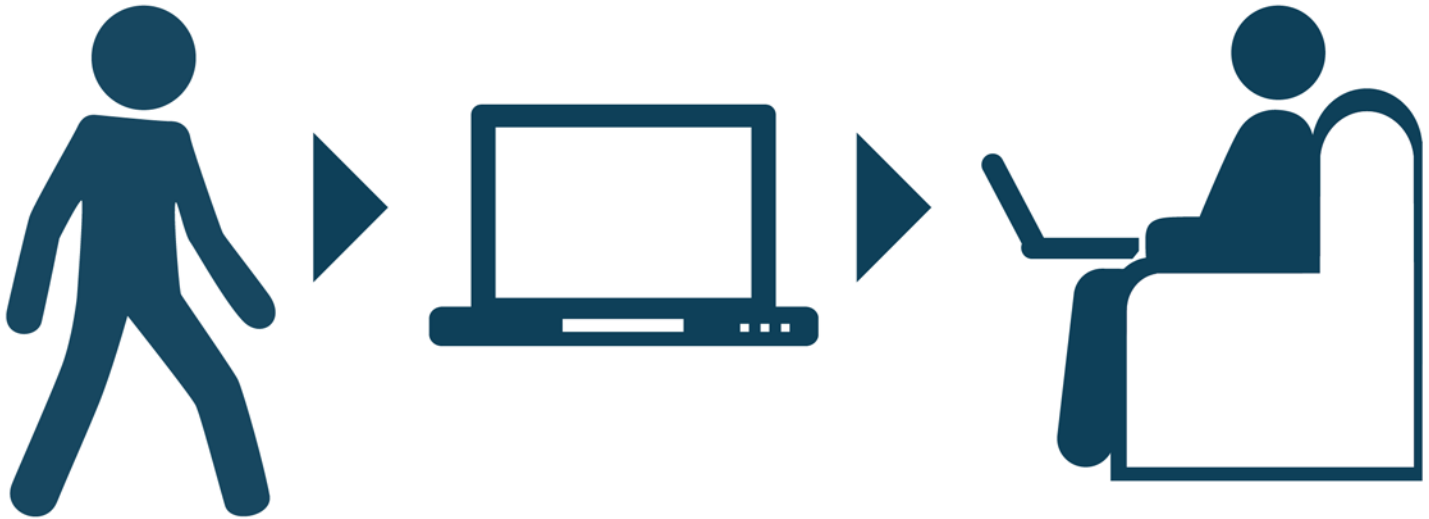


Cancer
MESSAGES

Relevance
Usefulness

Message
ENGAGEMENT

think, feel, & behave

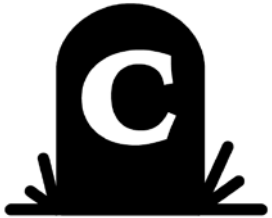
Petty & Cacioppo, 1986; Davis, Bagozzi, Warshaw, 1989; Davis, 1989; Lindgaard, Fernandes, Dudek & Brown, 2006

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

Single item

"Choose the icon that best represents **CANCER** caused by smoking."

15%

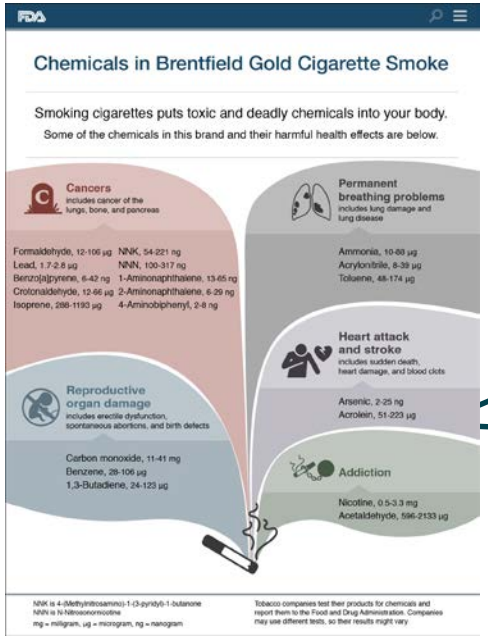
21%

SELECTED *(n=701)*

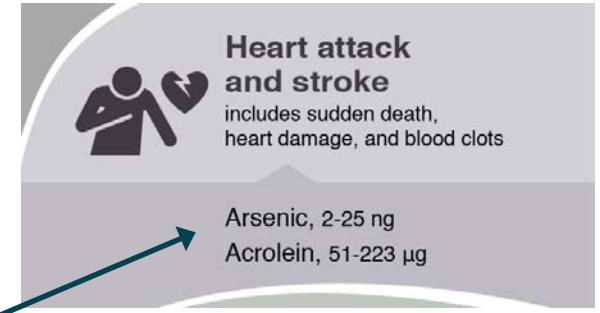
64%

COMPLEX INFORMATION CUES

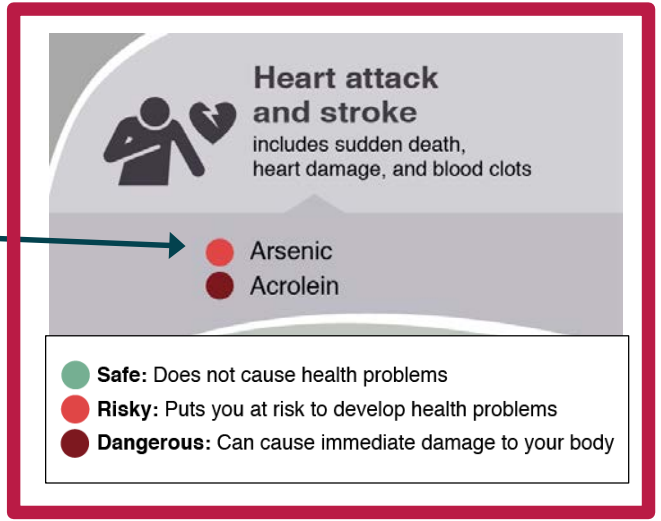
Present information so it is interpretable, at a glance



Lazard et al., 2019; Lazard, Byron, Peters, Brewer, In press



> USEFULNESS *(n=1,441)*



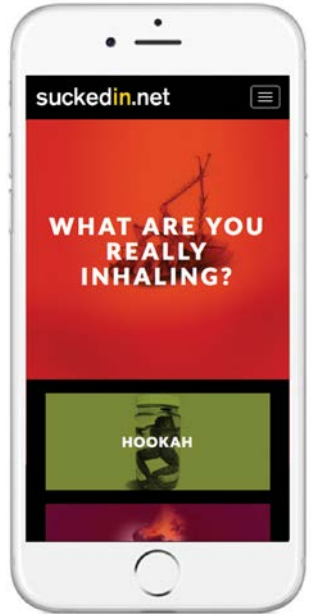
VISUAL HIERARCHY

Guide users' attention

Large font →

Redundant visuals →

Color shift →



(n=55)

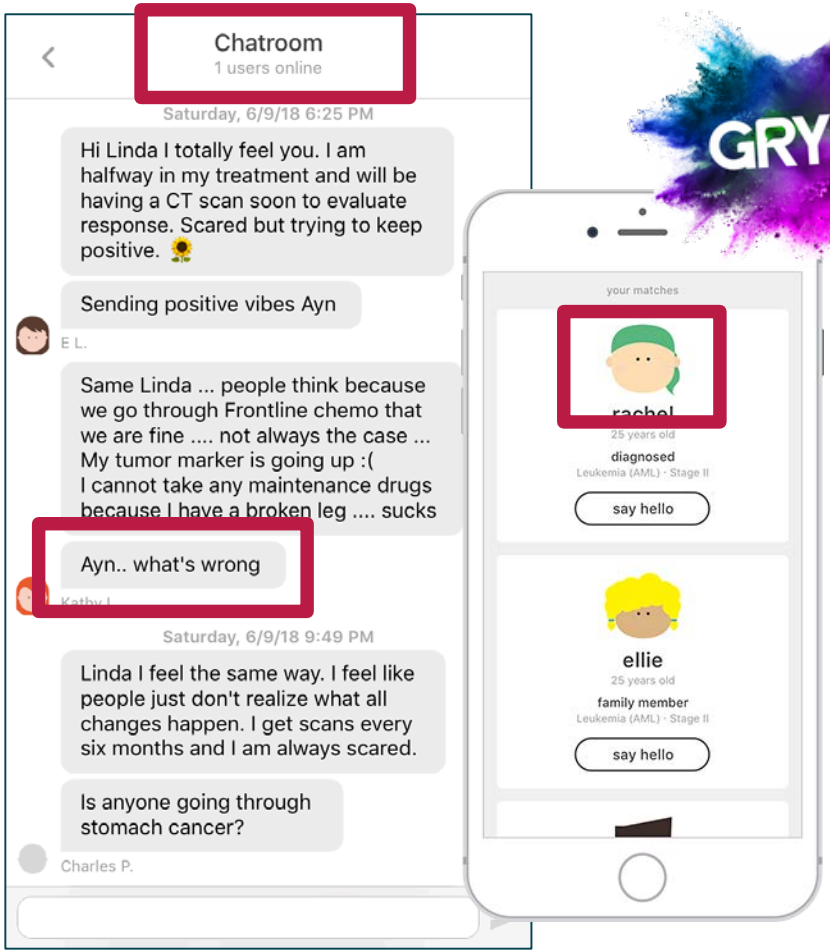
Lazard, Pikowski, Horrell, Ross, Noar, & Sutfin, online first

SOCIAL PRESENCE

Give cues for others

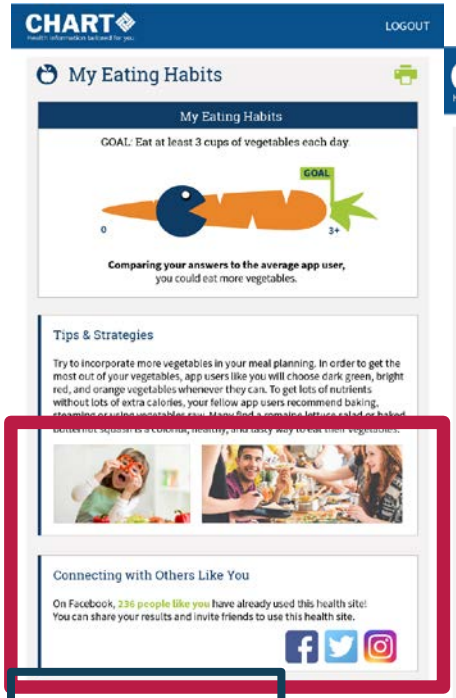
Evidence of activity
Interpersonal text
Human imagery

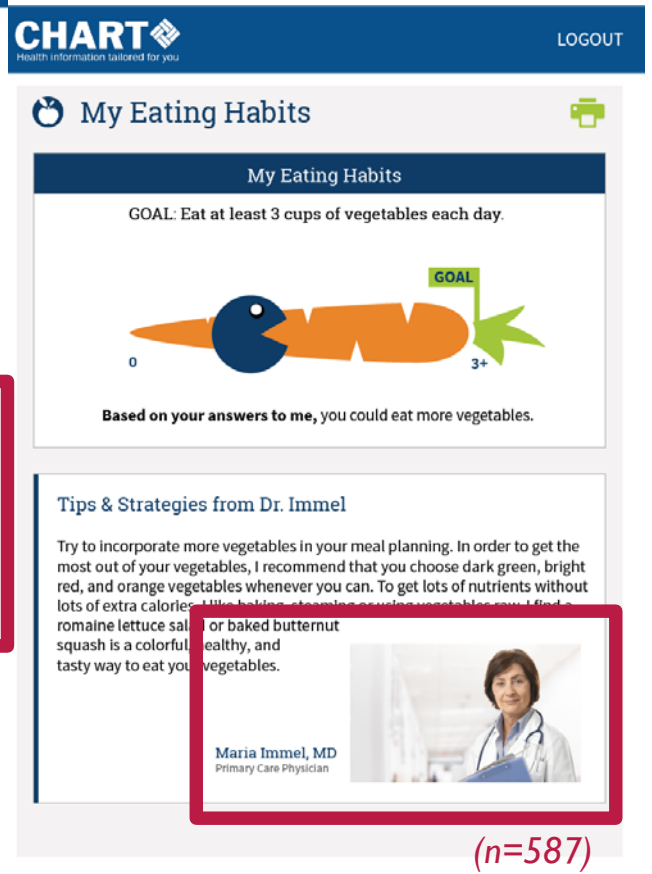
Lazard, Saffer, Horrell, Benedict, & Love, under review



SOCIAL PRESENCE

Give cues for others





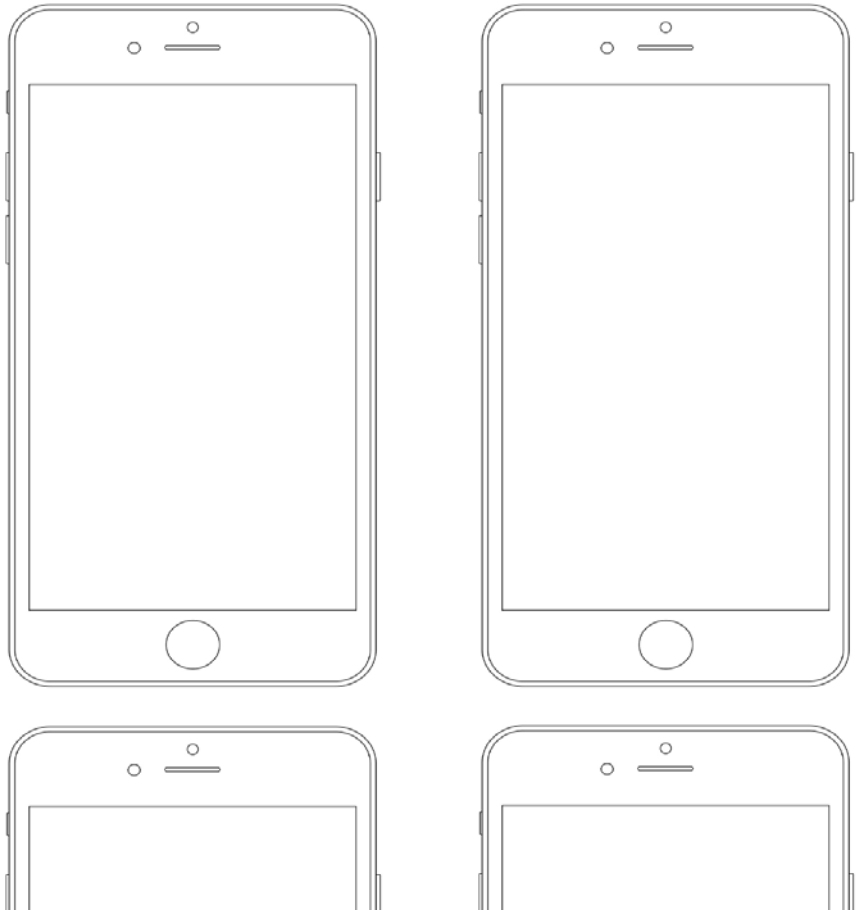
Cues for Others → ** → Social Presence → *** → Perceived Usefulness

Lazard, Brennen, Adams, & Love, under review

(n=587)

MENTAL MODELS

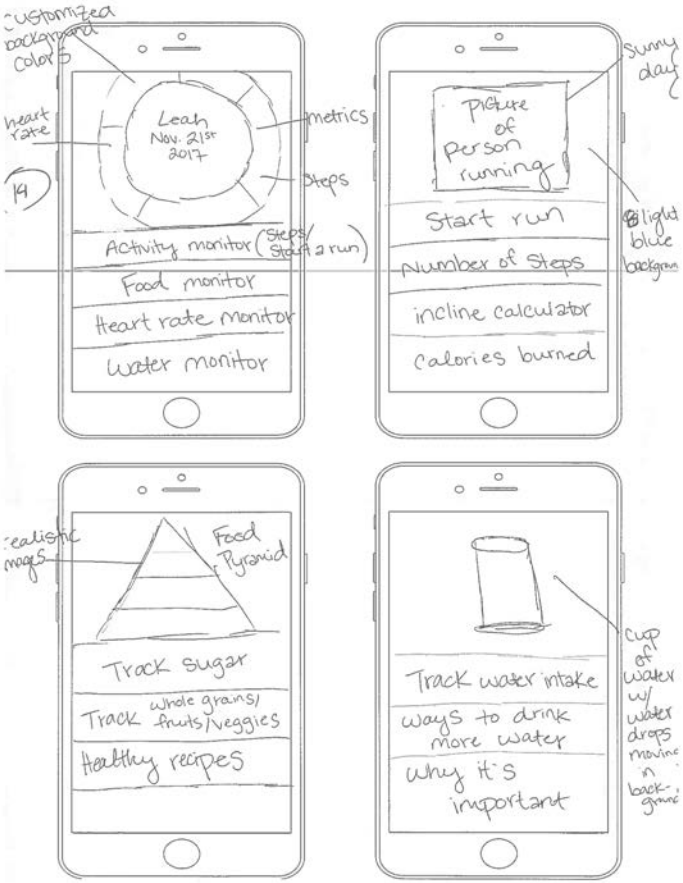
Understand to meet expectations

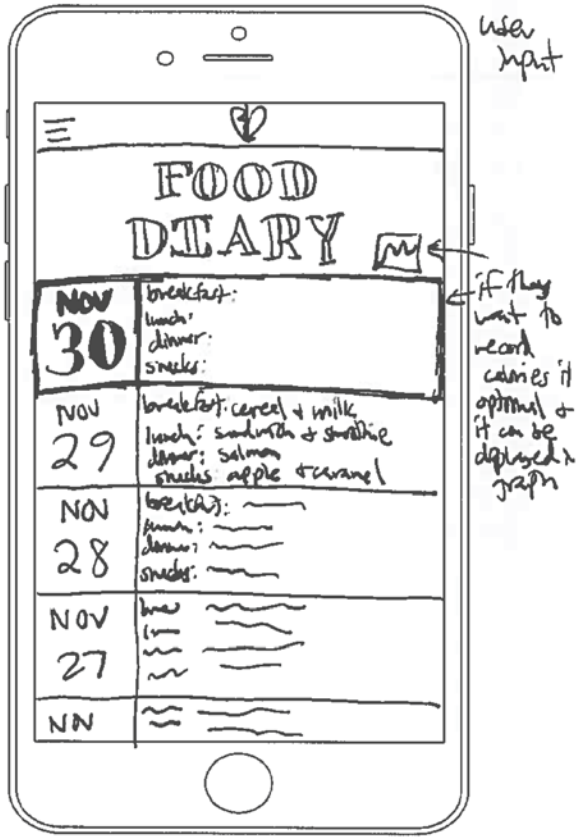


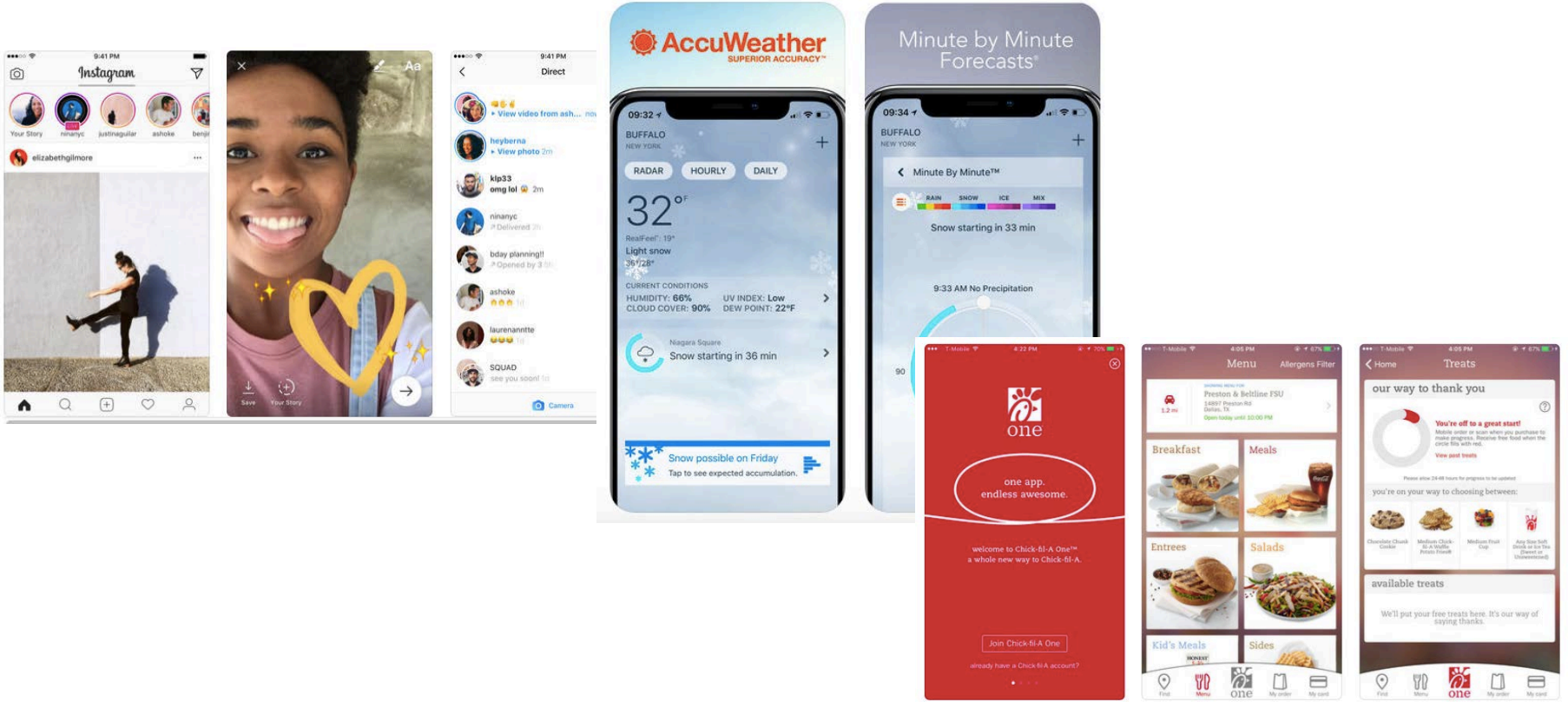
"I like really simple interfaces [that are] clean looking"

"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


customized background colors
heart rate
metrics
steps
Leah Nov. 21st 2017
Activity monitor (steps/ start a run)
Food monitor
Heart rate monitor
Water monitor
sunny day
Picture of person running
Start run
Number of steps
incline calculator
Calories burned
light blue background
realistic images
Food Pyramid
Track sugar
Track whole grains/ fruits/veggies
Healthy recipes
Track water intake
ways to drink more water
why it's important
cup of water w/ water drops moving in background


user input
FOOD DIARY
NOV 30
breakfast:
lunch:
dinner:
snacks:
NOV 29
breakfast: cereal + milk
lunch: sandwich & smoothie
dinner: salmon
snacks apple + caramel
NOV 28
NOV 27
NN
if they want to record calories if optional & it can be displayed in graph



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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