

Can they read it?

Perhaps you have a great tagline or you have a fantastic, limited time offer, and yet you are getting no response. It could be that few people are enticed by your offer, or that there is little demand for your product, or, maybe, just maybe, it is that that they (quite literally) *can't* see it.

What is it that you do?

Yesterday, I was in my car driving behind a commercial SUV, which had the name of the company written in green letters on the back of the truck. But for the life of me, I couldn't, make out what this company did because I could not read the line below the company name. I kept trying to figure out as I was driving a car length or so behind the truck. I finally came to a stop right behind this SUV, and it was only then that I was able to read the line saying it did plumbing. This company probably spent some money to have their company name, telephone and website painted on the back of their company SUV, and yet, it was done with such small letters that it was practically useless. Unless you were stopped right behind it, you would not know what it was.

If you've driven around during the day, you will have seen any number of commercial trucks and cars, each with the name of the company painted on the side of the vehicle. If the name and service are prominent, and easy to read from a distance, there can be big benefits. It creates brand recognition. It can also be free advertising. Say your heating system is on the fritz, and you see a truck for a heating company, you may make note of the name, and even the website and/or telephone number.

Crammed with content, harder to read

Verizon FIOS recently redesigned its On Demand screen. Everything is now more compact (about half of the previous

iteration), and all sorts of information is crammed on the screen. To be able to fit all this stuff on the screen, the font size was reduced. The result is that it is hard to read the titles of the movies. And they also added the extra step of making you click on each title to see more information, including cost. It has become very frustrating for me to deal with this new On Demand screen, and as a result, I am no longer going there to see what movies are available.

I am pretty certain that Verizon embarked on this redesign without consulting its users. I wonder if the company has seen any change in the amount of On Demand content users rent/buy now. Based on my experience, I would bet fewer people are getting stuff On Demand.

Can your audience see it? Can they read it?

You must keep **readability and visibility** top of mind when you design or redesign any marketing material. If your audience cannot read your material, or cannot see it properly, then they cannot interact with it.