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Fade-up notifications for alerts, optional content, and advertising

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Fade-up notifications for alerts, optional content, and advertising

ABSTRACT

This disclosure describes fade-up messages that can be used to provide display of content such as advertisements without diverting user attention. Fade-up messages utilize a gradual change in the transparency of the message. Fade-up messages are designed with easily recognizable images, and do not include text and/or numbers. The user perceives the content of the message subconsciously and is not given an impression of being interrupted. Perceived unconsciously, fade-ups inform the user without interrupting them, enabling a user to self-interrupt and take conscious action to select the message. Fade-up messages enable advertisers and other parties to gently notify a user with a particular message, without the intrusiveness of a pop-up message.

KEYWORDS

- Pop-up
- Web advertising
- User attention
- Fade-up
- Notification

BACKGROUND

Pop-up advertisements are a popular form of advertising included in websites. The advertisements (ads) are triggered when a user navigates to a web page or performs an action such as moving a cursor over a particular portion of a page. Upon triggering, the advertisement banner pops to the foreground, blocking access to the underlying web page. Advertisers use pop-

up advertisements to force computer users to view the advertisement. However, there are some disadvantages associated with this practice.

Pop-up ads are advantageous over banner ads (e.g., at the top of a web page) in that they are far more likely to be noticed by computer users. However, pop-up ads are also much more likely to be considered intrusive. A user viewing a web page has their attention interrupted when an advertisement pops up at a time when the user is trying to view or interact with the page's content. While pop-ups are effective, users have expressed hostility towards the advertised products, e.g., due to the interruption forced by the pop-up advertisement. Such hostility can hurt brand reputation and even drive users away from the product. Further, users may also avoid websites that routinely display pop-up advertisements. These are ongoing problems for the advertising community, and it is getting worse. As pop-up advertising has proliferated on websites, the use of pop-up blocking software has also increased, diminishing the effectiveness of pop up ads.

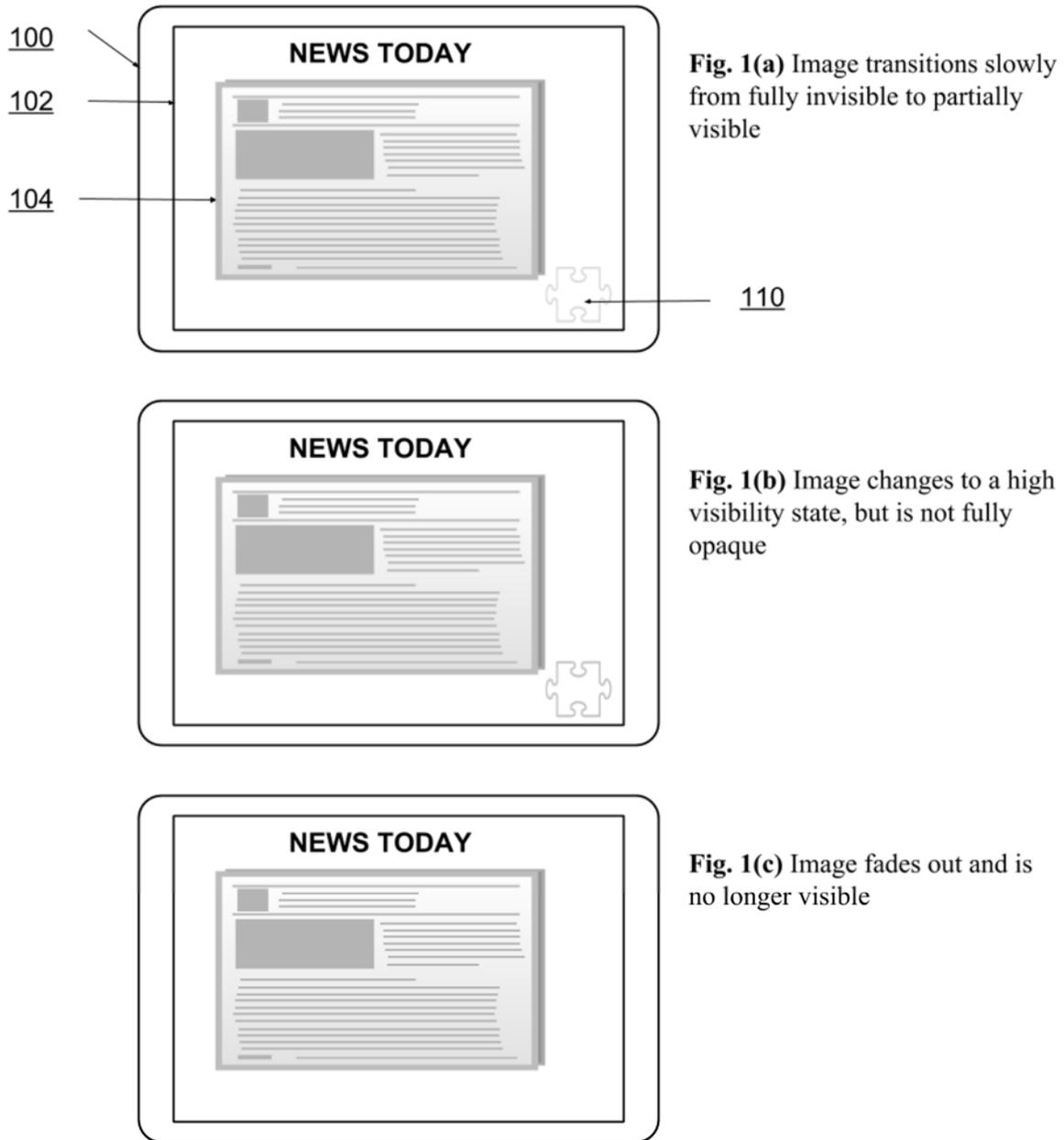
DESCRIPTION

Fig. 1 illustrates an example of a mobile device that displays fade-ups according to the techniques of this disclosure. The techniques of this disclosure can be implemented in a software application such as a web browser executing on a computing device, e.g., computers, smartphones, tablets, etc.

Fig. 1 (a) illustrates a webpage (104) as displayed in a web browser (102) on the screen of a device (100). Per techniques of this disclosure, an advertisement (110) is included in the webpage. When the webpage is initially loaded in the browser, or upon a particular user action that triggers an advertisement, the advertisement fades up in an area of the webpage that does not

include any content, e.g., blank area or whitespace. Fade-up refers to the advertisement content slowly changing from completely invisible to partially opaque, and then back to invisible.

As depicted in Fig. 1 (a), the advertisement slowly transitions from invisible to highly transparent. As the transition continues to Fig. 1(b), the advertisement changes to a higher visibility state; however, the advertisement is never fully opaque. The user can interact with the advertisement during the time it is visible. If the user doesn't interact, the advertisement slowly fades out to complete invisibility, as illustrated in Fig. 1 (c). Throughout the transition, the advertisement remains at the same position in the displayed webpage.



The fade-up advertisement is different from conventional pop-ups. For example, a conventional pop-up appears instantaneously, is placed in a conspicuous position in the display of a web page, and is presented such that the pop-up blocks view of and access to the webpage. In contrast, the fade-up as described herein fades up slowly in an out of the way location. The fade-up transitions from invisible to transparent and, upon completion, fades out completely.

Presentation of the advertisement in this manner enables a subconscious visual process of the human brain to recognize the image, thus informing the viewer without diverting the user's attention or interrupting their intended tasks. Simple, iconic images, e.g. a recognizable logo, face, etc. are suitable for use in fade-up advertisements. Once the user has been unconsciously informed of the presence of the figure, they can choose to divert their attention to the advertisement. In this manner, fade-up advertisements give users subconscious and conscious control of the interaction with the web page.

Fade-up advertisements are designed using easy-to-recognize images and cannot use text or numbers. Such advertisements can be placed at any unobtrusive location peripheral to the content that is being displayed. Further, the advertisements are presented in a manner that there are no sudden changes or movements and the advertisement content is never fully opaque. While the fade-up techniques are described with reference to websites, the techniques can be employed for any type of advertising or messages where it is desired that the user be notified of the content without explicit interruption. Fade-ups can be included in webpages, mobile or desktop applications, or other contexts where content is presented on a display. They could also be used in place of the small triggers for hints and rollover content.

CONCLUSION

Fade-up messages, as described in this disclosure, can be used to display advertisements without interrupting user activity. Fade-up advertisements utilize a gradual change in the transparency of the advertisement to trigger the peripheral perception of the content, without triggering a perceived need for conscious effort to deal with the issue. The user perceives the content of the message subconsciously and is not interrupted. By allowing the different structures of the brain to deal with the advertisement as a piece of peripheral information, rather than a

potential threat, fade-ups allow the user to choose to interact with the advertisement. This conscious choice on the part of the user eliminates the perception of being interrupted. Fade-ups permit advertisers, user interface designers, and other parties to notify a user with a particular message or alert, without the intrusiveness of a pop-up.