Chapter 3

Web Interface Design

3.5 Static and Dynamic Invitation

Introduction

Designing Web Interfaces

- Principle One: Make It Direct
- Principle Two: Keep It Lightweight
- Principle Three: Stay on the Page
- **Principle Four: Provide an Invitation**
- Principle Five: Use Transitions
- Principle Six: React Immediately

Provide Invitations

- Invitations are the prompts and cues that lead users through an interaction.

- They often include just-in-time tips or visual affordances that hint at what will happen next in the interface.

  - Static Invitation

  - Dynamic Invitation

Static Invitation

- Static Invitations provide cues directly on the page.

- There are two broad patterns of Static Invitations:

  - Call to Action (CTA) Invitation

    - Invite users to primary task or tasks.

  - Tour Invitation

   - Invite users to explore new features.

Static Invitation

- Call to Action (CTA) Invitations are generally provided as static instructions on the page. But visually they can be provided in many different ways.

- CTA stands for call to action, and it's the part of a webpage, advertisement, or piece of content that encourages the audience to do something.

- In marketing, CTAs help a business convert a visitor, or reader into a lead for the sales team. CTAs can drive a variety of different actions depending on the content's goal.

Static Invitation – Examples of CTA

Sign Up

- In this type of CTA, the audience might be invited to sign up for a free trial, an online course, a future event, or even a software product.

- It all depends on the CTAs context on an ad or website.

SOMAIYA
VIDYAVIHAR UNIVERSITY
K J Somaiya College of Engineering

Somaiya
TRUST
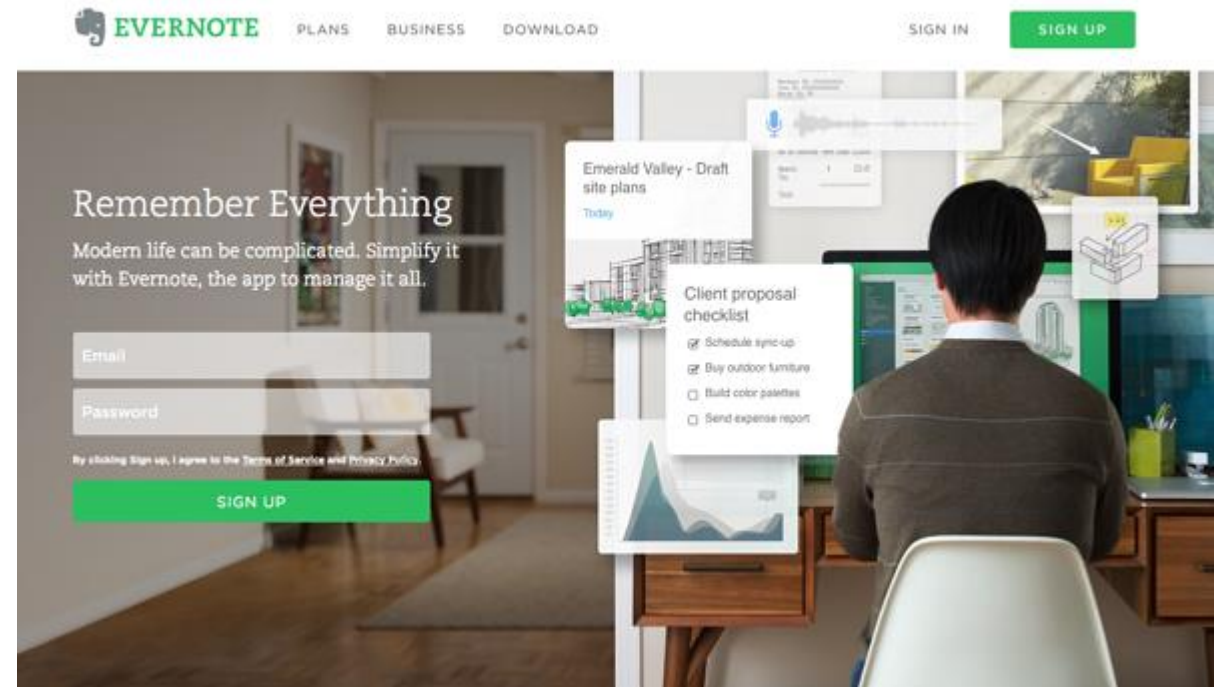
Static Invitation – Examples of CTA

Sign Up

- The blue "Sign up for free" call-to-action button stands out from everything else on the page.

- **Since the CTA and the Dropbox logo are the same color**, it's easy for the visitor to interpret this CTA as "Sign up for Dropbox." That's one effective call-to-action.

Static Invitation – Examples of CTA

Subscribe

- This CTA doesn't commit a person to a purchase. Rather, it invites them to receive updates from the company.

- "Subscribe" CTAs are common to company blogs, for which the business wants to develop a readership.


Get our tips straight to your inbox, and **become a better manager.** | Enter your email address | Subscribe | X

Static Invitation – Examples of CTA

Subscribe

- One big fear users have before committing to sign up for something?

- That it'll be difficult to cancel their subscription if they end up not liking it.

- Netflix nips that fear in the bud with the "Cancel anytime" copy right above the "Join Free for a Month"
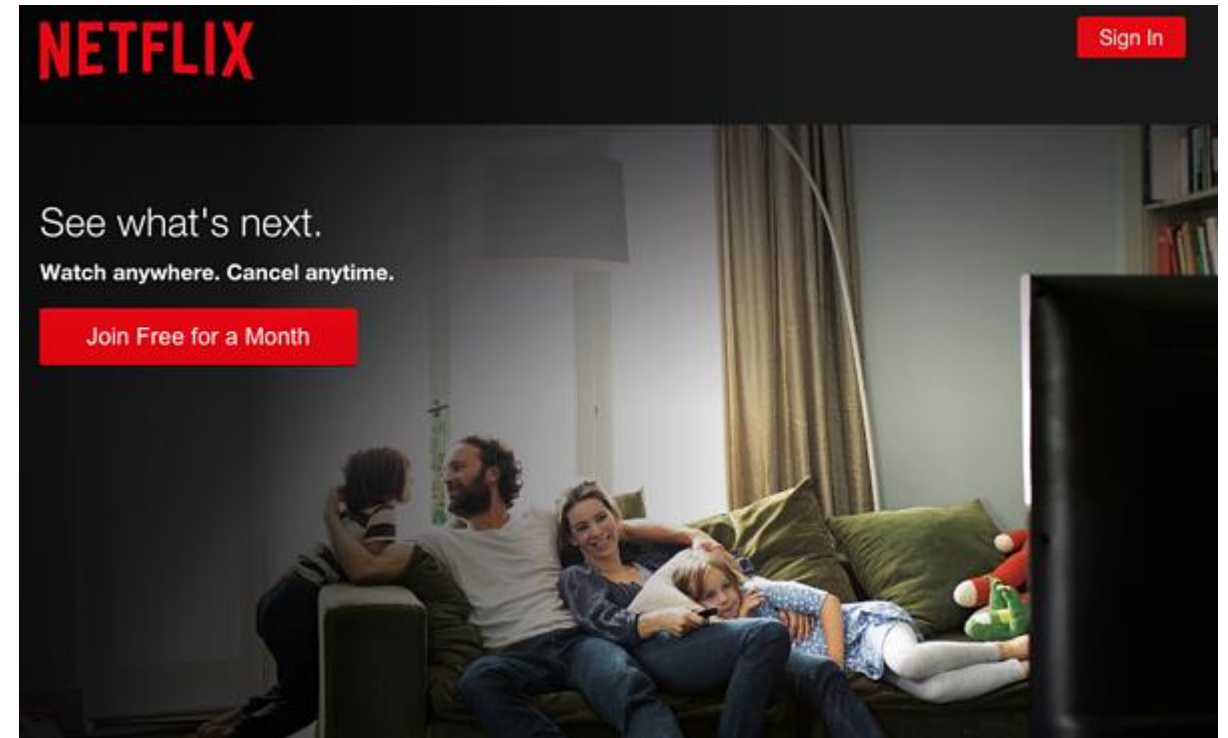
Static Invitation – Examples of CTA

Subscribe

- To achieve effective CTA design, you need to consider more than just the button itself. It's also super important to consider elements like background color, surrounding images, and surrounding text.
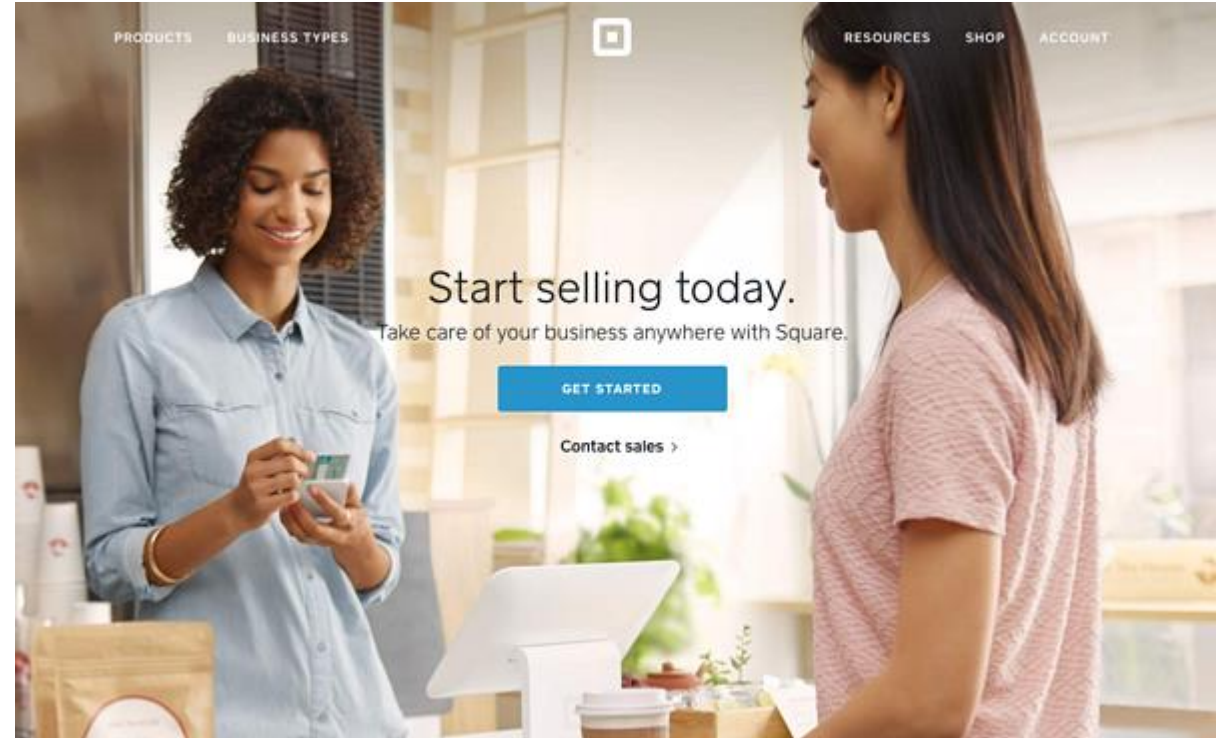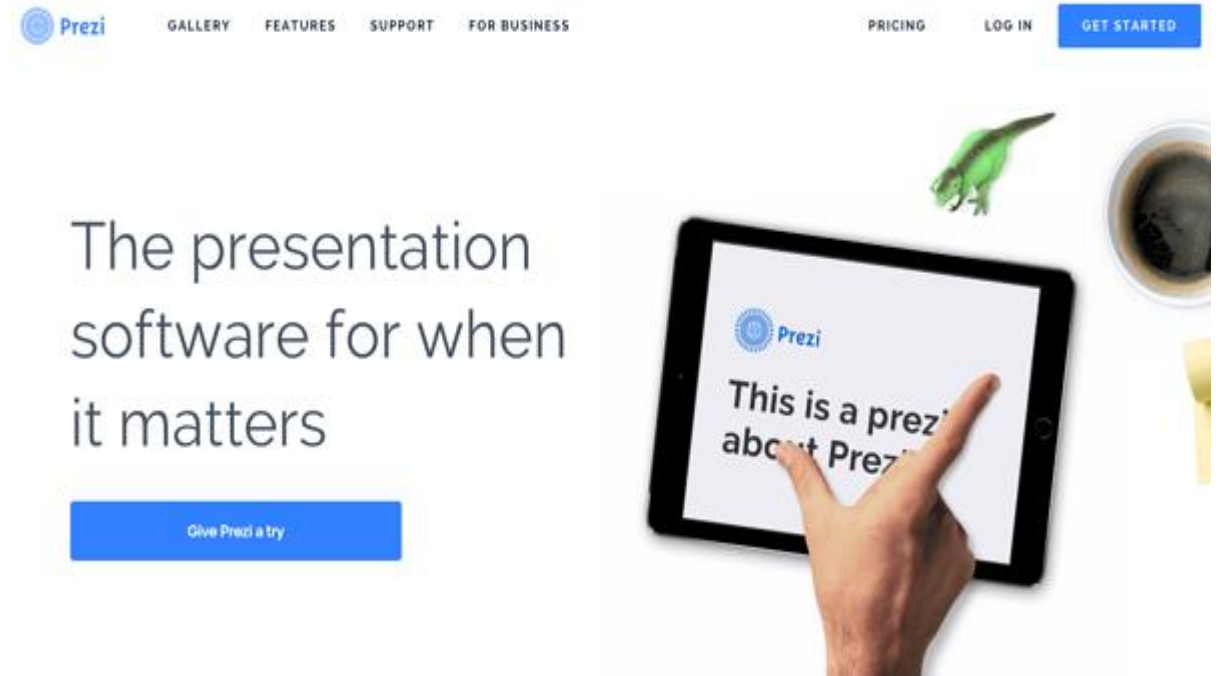
Static Invitation – Examples of CTA

Try for Free

- Nearly every company website has a free trial offer today.

- Each of them are CTAs of this variety, and they allow people to demo a product before deciding if it's worth the cost to them.

Static Invitation – Examples of CTA

Try for Free

- It's not just the headline that gives this away; it's also the coloring of their CTA buttons. The "Go Premium" CTA is lime green, making it pop off the page, while the "Play Free" CTA is plain white and blends in with the rest of the copy on the page.

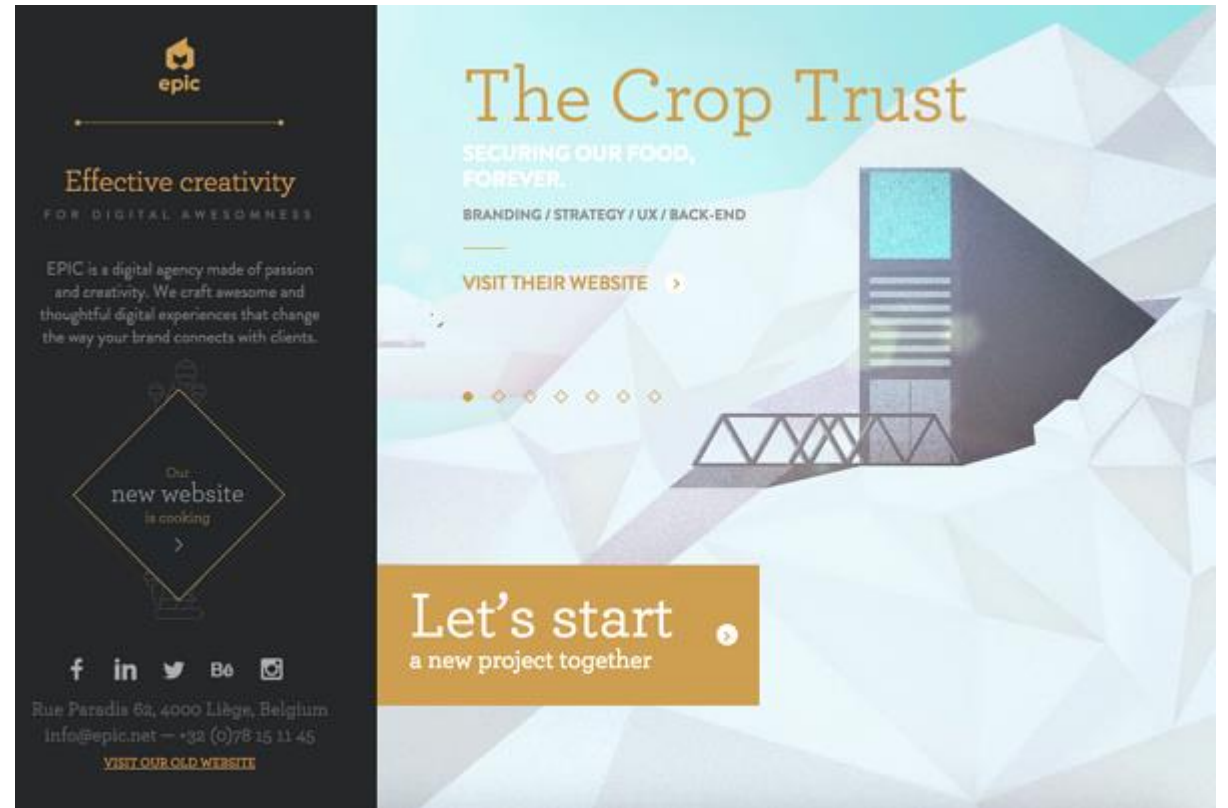- This contrast ensures that visitors are drawn to the premium CTA.
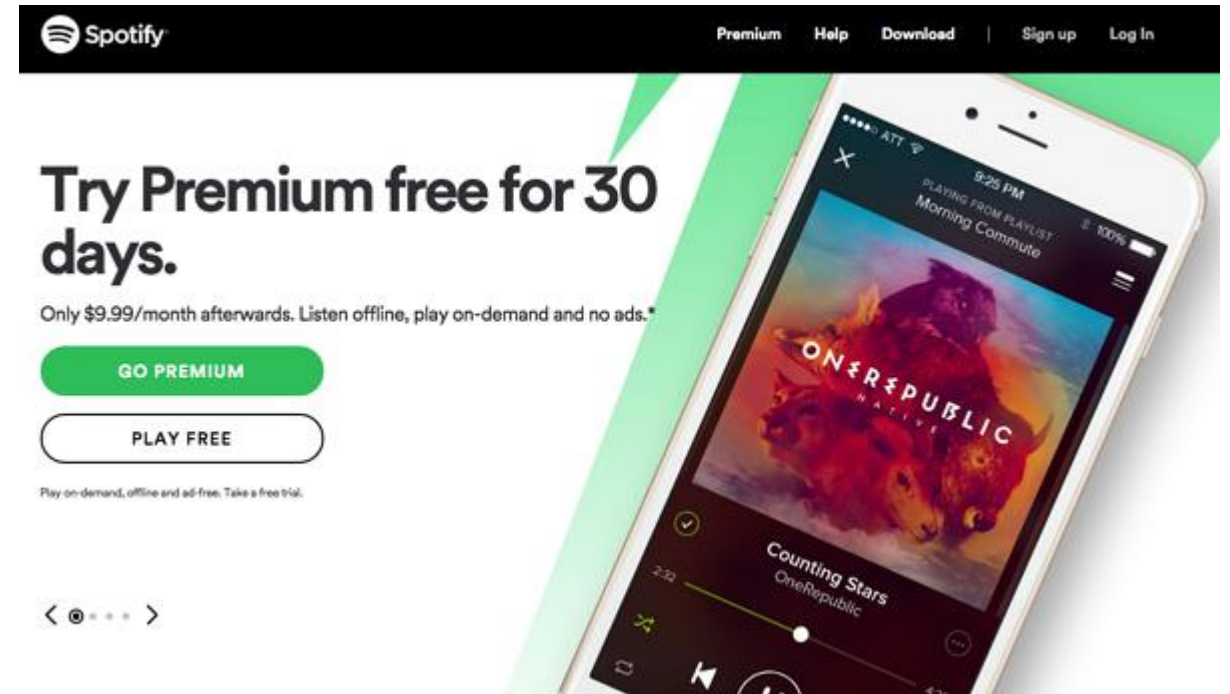
Static Invitation – Examples of CTA

Get Started

- This CTA can drive a variety of behaviours for a company, from a free trial to virtual reality experience.

Static Invitation – Examples of CTA

Get Started

- After spending a short amount of time on blogging.org's homepage, new visitors are greeted with a pop-up CTA with a "limited time offer," accompanied by a timer that counts down from two minutes.

- This is a classic use of the psychological tactic called scarcity.

Static Invitation – Examples of CTA

Learn More

- Sometimes, all you want is to give your potential customers a little more information so they're prepared to buy something. That's what this CTA is for.

On top of the links you get
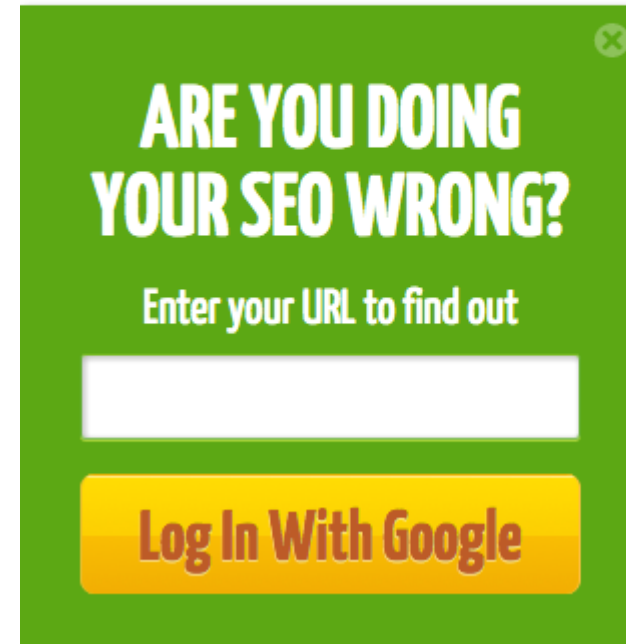who find your image galler

But don't rely on image

ARE YOU DOING YOUR SEO WRONG?

Enter your URL to find out

Log In With Google

Static Invitation – Examples of CTA

Learn More

SOMAIYA
VIDYAVIHAR UNIVERSITY
K J Somaiya College of Engineering

Somaiya
T R U S T

Static Invitation – Examples of CTA

Join us

- Do you manage an online community. Is your product built on collaboration between users?

- You might find yourself placing "join us" CTA somewhere on your website.
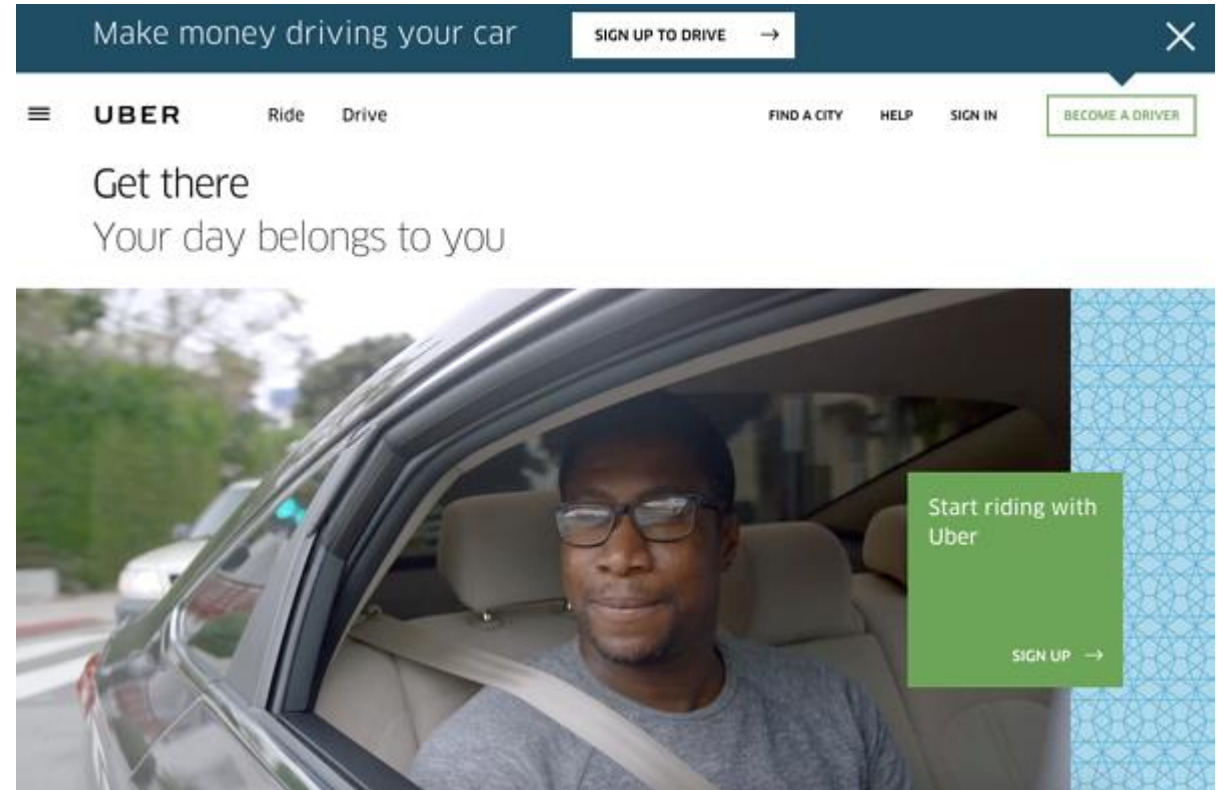
Static Invitation
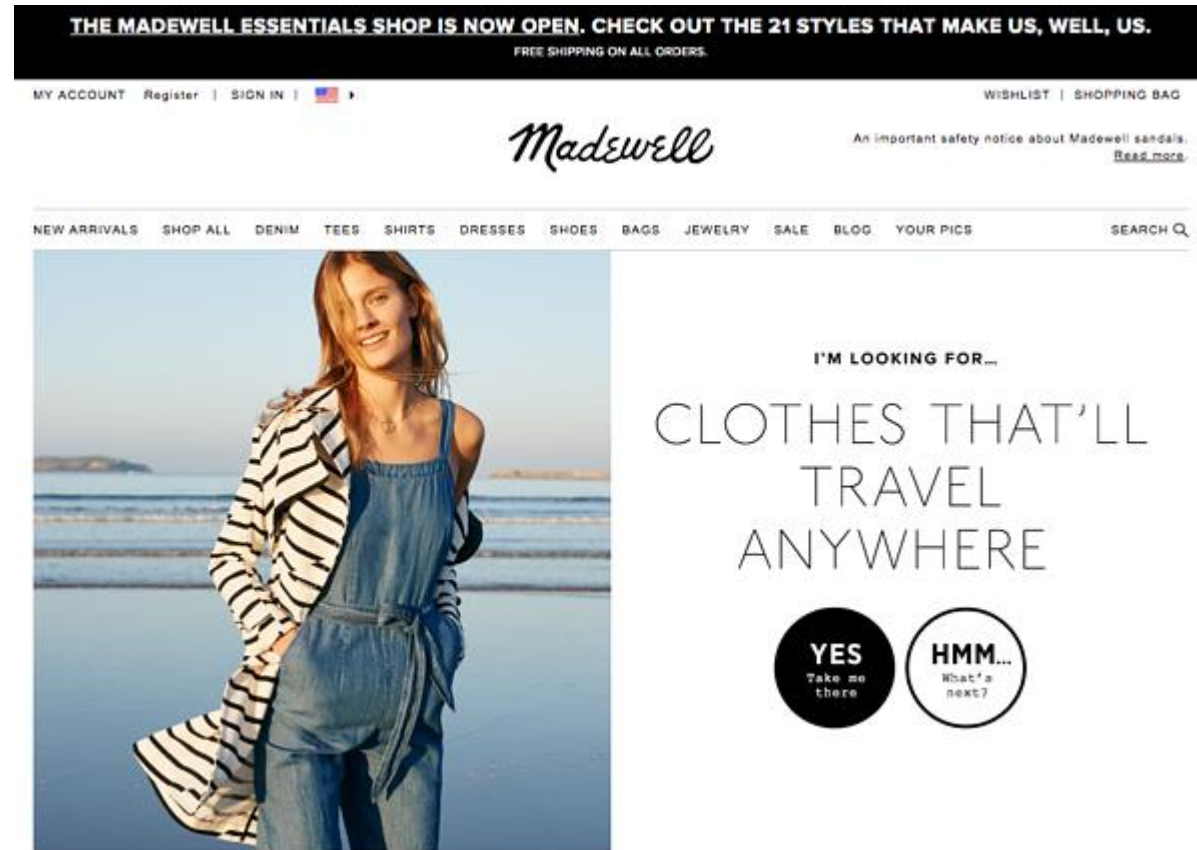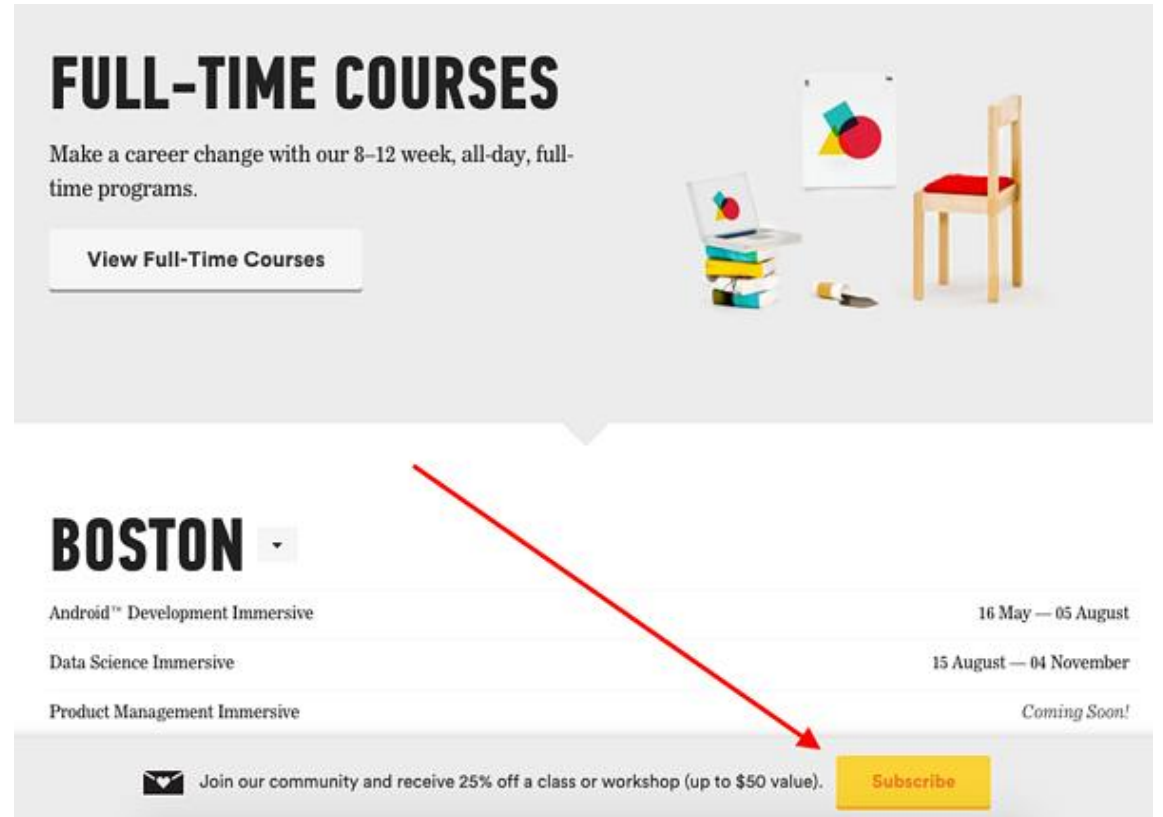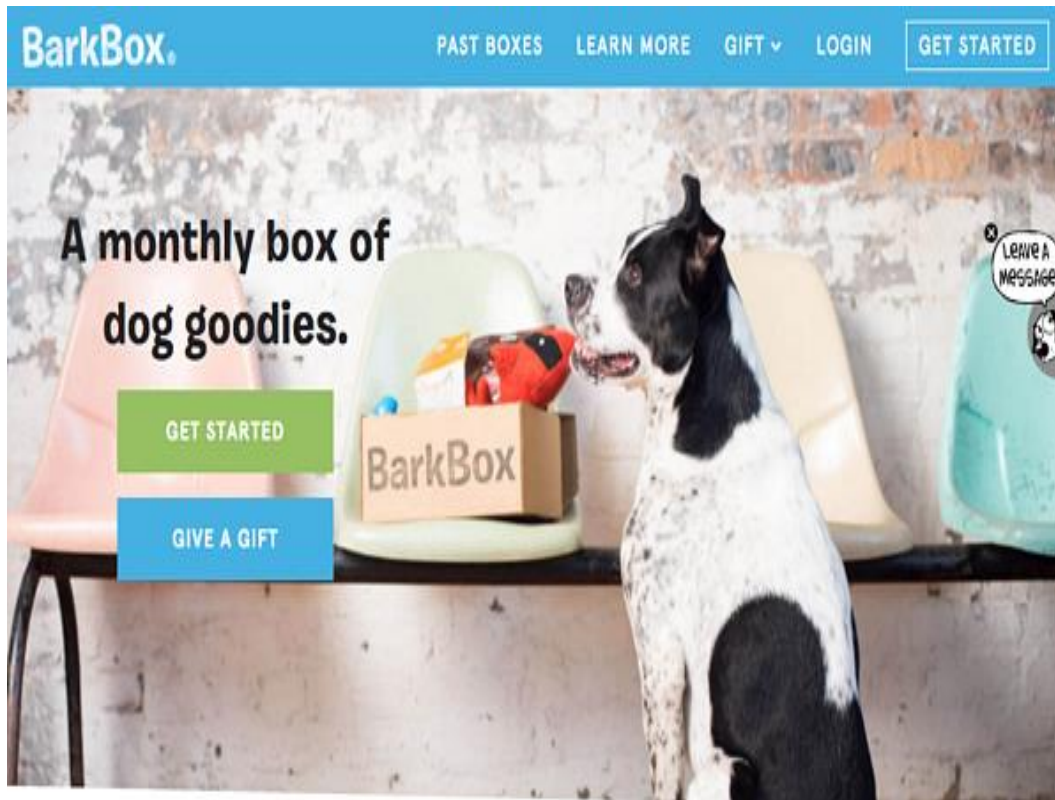
Static Invitation

Static Invitation - Consideration

- Use Call to Action Invitations for a single primary action.

- Use Call to Action Invitations for a simple 1-2-3 call to action.

- Make Call to Action areas visually stimulating to get the user's attention. Avoid competing visual clutter.

- Use empty areas as opportunities to call the user to action.

- Use partially completed areas as a way to call users to action. Human nature will lead them to want to "fix" it.

Tour Invitation

- Closely related to Call to Action Invitations are Tour Invitations.

- The situation: you have a newly redesigned site or a whole range of new features. How do you invite the user to interact with the new site correctly and discover these new features?

Tour Invitation

Invitation to take tour

A drop-down shade partially obscures the map. It has a slight transparency to reveal the map underneath. It provides a **Call to Action** button ("Take Tour") and the four parts to the tour.
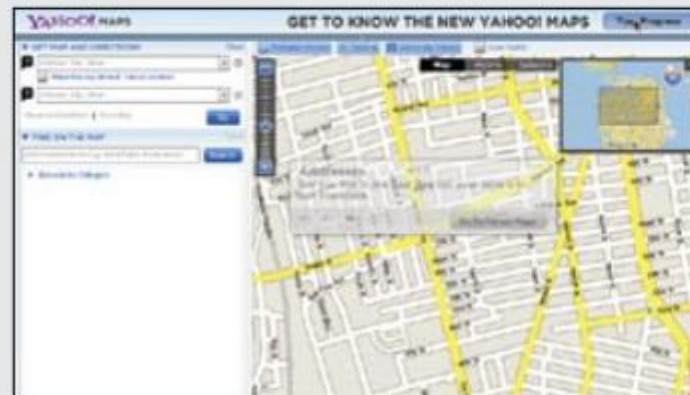
Animated transitions

Each step is animated into place and slides slightly up and to the right.

This extra animation is intended to get the user's attention.

Tour Invitation

• Use Tour Invitations when you have a newly redesigned site or are launching a new site and need to take the user through a series of features.

• Integrate Tour Invitations with the live site as much as possible.

• Make Tour Invitations short and sweet, easy to exit, and clear to restart.

• Don't depend on tours to fix interface issues.

• Keep tours simple.

Dynamic Invitation

Dynamic Invitations engage users at the point of the interaction and guide them through the next step of interaction.

There are several ways to engage the user with a Dynamic Invitation:

- Hover Invitation
    - During mouse hover.

- Affordance Invitation
    - Using the familiar as a bridge to the new.

- Drag and Drop Invitation
    - For drag and drop.

- itation
    - During interaction.

Dynamic Invitation

- Inference Invitation

  - During interaction.

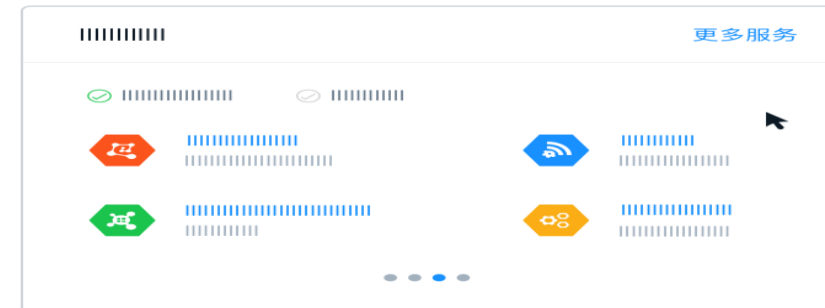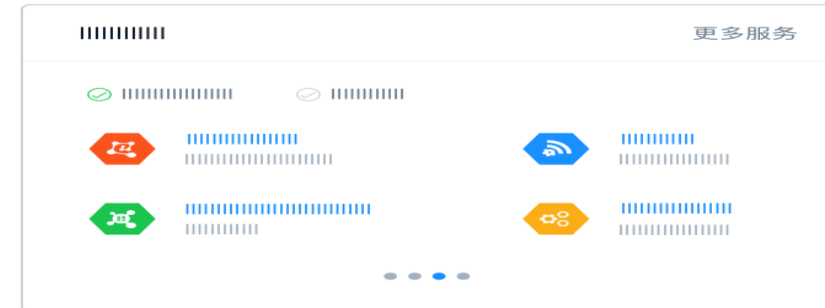- More Content Invitation

  - For revealing more content

Hover Invitation

- During mouse hover on the whole card, the clickable parts turn to blue hypertext.

Hover Invitation

- During mouse hover, the button of "Select this Template" appears.
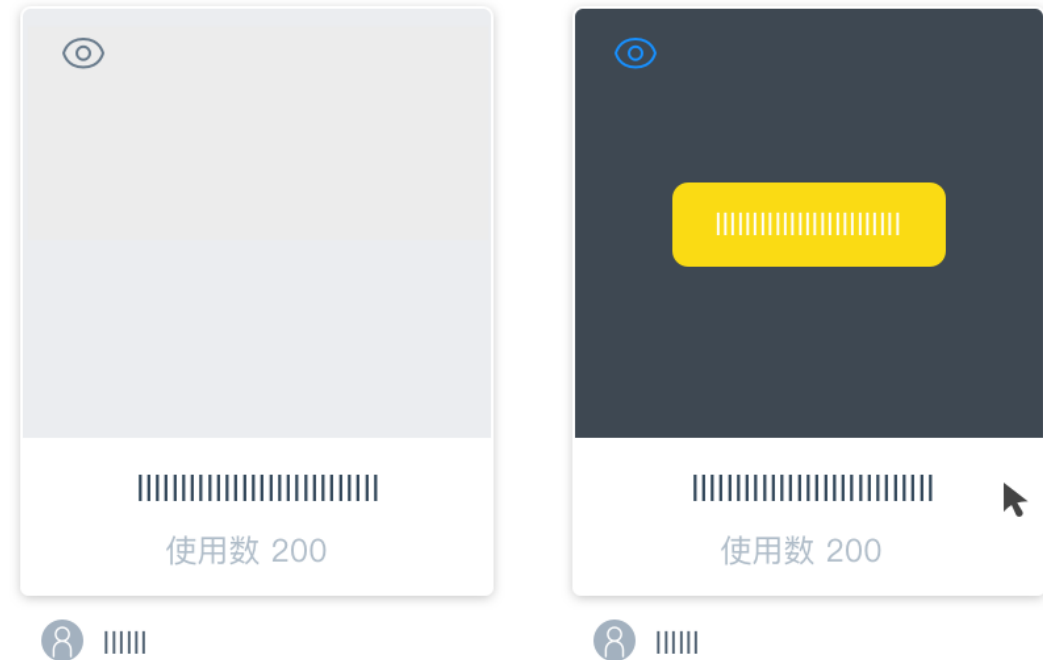
Hover Invitation - Best Practices

- Use Hover Invitations when the actions are secondary to content and you want to keep the visual style uncluttered.

- For Hover Invitations, use cursor change, background change, and tool tips to clearly indicate the invited action.

- During Hover Invitations, try to preview what the change will be if the user clicks

Hover Invitation - Best Practices

- Sprinkle familiar idioms throughout the various stages of an interaction. The most common idioms to use are buttons, links, drop-down arrows, and familiar icons.

- Use proximity to clarify what an invitation is referring to. Changing the cursor while over an object indicates that the invitation applies to the object being hovered over.

Affordance Invitation

- Norman used this term to describe the idea of a perceived affordance for a user interface element. He hastened to add that the perceived affordance on screen elements does not have physical properties, but on some level users will perceive that they can interact with them largely due to convention, terminology, metaphor, and consistency.

Affordance Invitation

Non-hover state

A user's photo is displayed in a visually non-cluttered style. Just the picture, not interface tools, is visible.
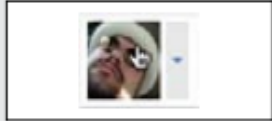
Hover state

When the mouse enters the photo, an additional interface element (a drop-down arrow) is revealed. The photo gets treated with visual depth: this creates an affordance that this is an interface control and not just content.
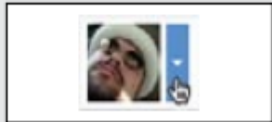
Arrow hover state

When the mouse enters the drop-down arrow, additional highlighting (arrow background inverts to blue) is revealed. Again, this reinforces visually that this is indeed a button. Buttons are familiar idioms.

Drop-down activated

Action menu is revealed. The arrow flips upside down, indicating that clicking on it will collapse the menu. The menu itself is a common idiom inviting user interaction.

lantzilla is a friend. Change

Photos
Profile
Tags
Archives
Favorites
Contacts

Send FlickrMail

Block lantzilla

Affordance Invitation

- Looks like a button
  - When the user hovers over a photo, it gets a visual depth treatment that looks like a button.

- Has a drop-down arrow
  - A drop-down arrow is part of the visual button treatment. It is slightly separated (by whitespace) to emphasize that it has a specific function.

- Provides a drop-down menu
  - When the menu is revealed, it is an obvious idiom that the user knows how to interact with.

- Inverts the arrow
  - The drop-down arrow is flipped upside down to indicate that the menu can be closed

Affordance Invitation –Best Practices

- Bridge new, unfamiliar interactions with classic, familiar idioms (e.g., revealing a hyperlink for an action on Contextual Tools).

- Use perceived affordances to cue an invitation (e.g., an arrow that points down before drop-down, then up to cue that the arrow will close the menu).

- Place Invitations in context, in proximity to the interaction.

Inference Invitation

- Inference Invitation: Use visual inferences during interaction to cue users as to what the system has inferred about their intent.

The system predicts that

the user's interest in an article

extends to a type of articles,

and it provides an invitation

after the user click "like".

Drag and Drop Invitation

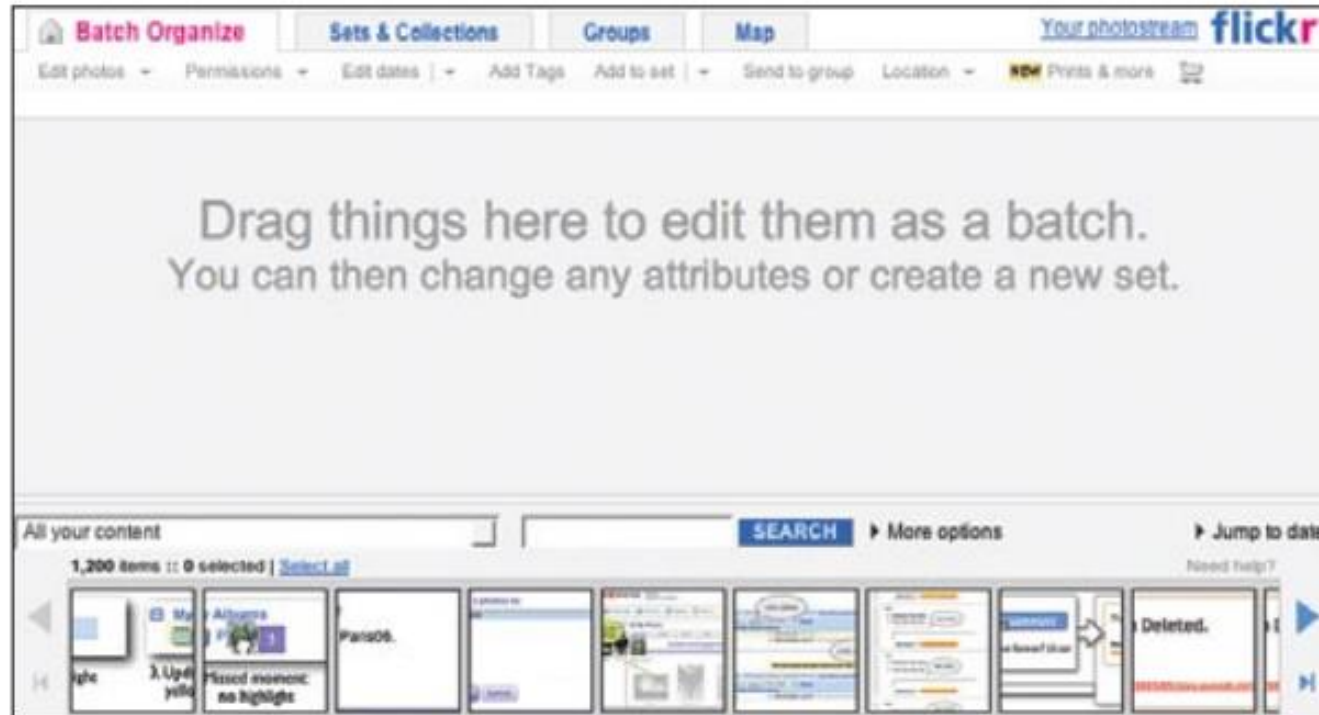- Google Maps displays a draggable circle, changes the cursor, and displays a tool tip

Advertising drag and drop

Advertising drag and drop

More Content Invitation

More Content Invitation

EXPLOER AND COMMENT

- Pitch.com

- cognitohq.com