# Common UI concepts

- Can't give everything yet
    - We only have a little HTML/CSS so far
- This is a start

# Affordance

A hint that an interaction is possible

- Can be explicit
    - ex: a label
- Can be implicit
    - ex: a suggestive shape
- May only be triggered by a lead in action
    - ex: hover

# Designers and Affordance

Designers LOVE to talk about how something "affords" something else

- Affordance is an important concept
    - How do users know how to use your UI?
- Easy to lose track of what is being said
    - Jargon is not inherently good or bad

# Placeholder images

- Lorem Ipsum is placeholder text
- Designs often have placeholder images
- Not intended for users
- Great during development
  - Can place and size without waiting

# Placeholder Services

- Designers may provide placeholders
- More often, use a placeholder service
  - **https://via.placeholder.com**

    

  - **https://placekitten.com**

    

# Options

- Services can set the size of the desired image
    - **https://via.placeholder.com/100/**
        - **https://via.placeholder.com/100x50**
    - **https://placekitten.com/100/**
        - **https://placekitten.com/100/50/**
- Other options exist per service
    - colors
    - text
    - distinctions between repeat sizes

# Call to Action

- Trying to get the user to take an action
    - Usually a button or link
        - With "punchy" text

Ex: **"Find out more"**, **"Compare Prices"**, **"Register for free trial"**, **Download Now**

- Often "CTA" in designer text
- Don't want conflict between CTAs!
    - Ideally only one at a time

# "The Fold"

- The "Fold" is the natural divide of web page:
  - What you can see without scrolling
    - "Above the fold"
  - What you have to scroll to see
    - "Below the fold"
- Originally a newspaper term
  - Still relevant
- Not 100% consistent
  - resolutions, widescreen, mobile

# Predicting the fold

- Rough desktop guideline:
    - 1000px wide, 600px high
    - That's *rough*
- No idea about mobile yet
    - So many options

# Why do we care about the fold?

- People may not want to scroll
    - If above the fold isn't interesting, why bother?
- People may not know to scroll
    - Don't hide scrollability

# Using the fold

- Should have convincing material
- Should have a clear call to action
- Should make it clear when scrolling is possible
- Common to divide scrollable area into sections
    - Each with some call to action
    - Sections in order of priority

# Hero Image

- The initial primary image for user focus
  - Often large to ensure it gets noticed
  - Sets the tone of the site
    - First impressions happen FAST

# Hero Image considerations

- Common, but not required
- Too big = slow
- Too small = low value
- Tone mismatch = low value
- Too harsh = discourage visitors
- Responsive size

# Panel

"Panel" is a very generic term for a box area with contents

- Often but not exclusively an image + text
- Often but not always horizontal alignment
- Creates blocks of tileable interface
    - Easy to manage responsive/adaptive

# Cards

- UI of content presented on a distinct panel
- Allows funneling of users to content
- Contents usually vertically aligned

# Cards are single topic

- Contains content/actions regarding a single topic
- Easily "scannable"

# Parts of card

Each part is optional

- Media (img, video, audio)
    - Don't autoplay
    - Aim for relevance
- Heading
    - Make sure to match heading structure
- Text
    - Keep it short and scannable
- Actions
    - Fewer is better
    - Make action clear

# Dark Patterns - UI skills used AGAINST user

- **"Privacy Zuckering"**
    - Share more than intended
- **Bait-and-switch**
    - Tempting offer no longer available
- **Confirmshaming**
    - Drive users to act against their interests
- **Misdirection**
    - Hide/confuse/disguise flow
- **Roach Motel**
    - Hard to exit/cancel/discontinue

# More about Dark Patterns

- Many variations
  - **https://www.deceptive.design/types**
- Some are illegal in places!
  - Ex: California, Colorado, Virginia
  - **https://cyberlaw.stanford.edu/blog/2020/10/dark-patterns-and-ccpa**
  - **https://www.bytebacklaw.com/2022/03/how-do-the-cpra-cpa-and-vcdpa-treat-dark-patterns/**
- **https://www.oecd-ilibrary.org/science-and-technology/dark-commercial-patterns_44f5e846-en**

# Summary - Call to Action

- Usually a button/link
    - Stands out visual
    - Text asks for action
- Wanted above the fold
- Want one CTA per screen

# Summary - The Fold

- Initial visible page
- Should be enough to keep user
- Often has Hero Image
- Should have CTA

# Summary - Hero Image

- Big initial first impression
- Sets tone of page

# Summary - Panels

- Distinct Rectangle/Oval tile
- Easy to use responsive/adaptive
- Basic Building Block of site
- Often horizontal content

# Summary - Cards

- Specialized Panel
- Single-topic per card
- Easily scannable
- Funnels to actions
- Often vertical content

# Summary - Dark Patterns

"Putting shareholder benefit ahead of user benefit"

- Using UI to trick or annoy user