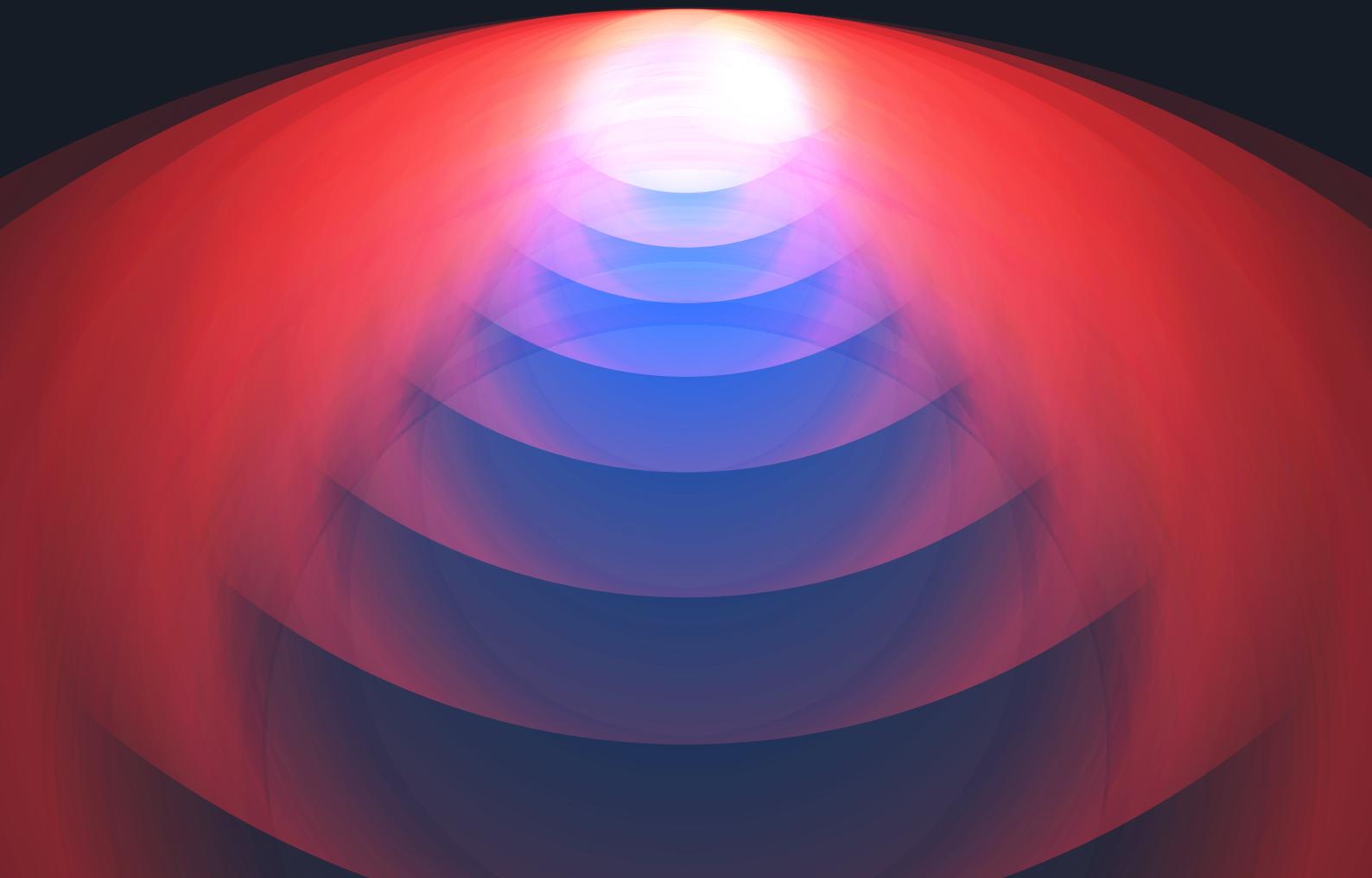


UXPin

# Web UI Design Patterns 2016

Volume 2

Layouts, Content, Data, Scrolling, Multimedia





# **Web UI Design Patterns 2016**

**Volume 2**

**Layouts, Content, Data,  
Scrolling, Multimedia**

Copyright © 2016 by UXPin Inc.

All rights reserved. No part of this publication text may be uploaded or posted online without the prior written permission of the publisher.

For permission requests, write to the publisher, addressed “Attention: Permissions Request,” to [hello@uxpin.com](mailto:hello@uxpin.com).

# **Index**

<b>Layout Styles</b>	<b>6</b>
Cards	7
Grids	11
Magazine-Style Layout	14
Container-free Format	17
Split Screen	20
Single-page Web Apps	23
F Pattern	26
Z Pattern	30
Horizontal Symmetry	33
Approximate Horizontal Symmetry	35
Radial (Rotational) Symmetry	37
Asymmetry	39
<b>Content Organization</b>	<b>43</b>
Favorites, Bookmarks, and Wish Lists	44
Tagging	47
Activity Feed (News Feed, Activity Stream)	50
Full-Screen Modes	54
Customized Collections/Grouping	57
Empty States	60
Accompanying Maps	63
Chunking	66
Context-Aware Content	69

<b>Data Management</b>	<b>72</b>
Settings	73
Search Filters (Advanced Search)	76
Stats / Dashboards	79
Pricing Tables	82
Autosave	85
Action Context	87
<b>Scrolling</b>	<b>91</b>
Long Scrolling	92
Fixed Long Scrolling	96
Infinite Scrolling	98
Parallax Scrolling	102
<b>Visuals and Media</b>	<b>105</b>
Lightbox Overlay	106
Monochromatic Style	109
Hero Images	112
Video Backgrounds	116
High Definition	119



Jerry Cao is a content strategist at UXPin where he gets to put his overly active imagination to paper every day. In a past life, he developed content strategies for clients at Brafton and worked in traditional advertising at DDB San Francisco. In his spare time he enjoys playing electric guitar, watching foreign horror films, and expanding his knowledge of random facts.

[Follow me on Twitter](#)



Ben Gremillion is a Content Designer at UXPin. Previously, he was a Design Writer at ZURB. He started in newspaper design, saw a digital future, and learned HTML/CSS in short order. He later earned an Adobe Certification, and learned up regex, PHP, MySQL, and other impressive-sounding acronyms. He also builds and maintains a CMS for [webcomic artists](#), and participates in bi-annual NaNoWriMo challenges.



Co-founder and head of product, Kamil previously worked as a UX/UI Designer at Grupa Nokaut. He studied software engineering in university, but design and psychology have always been his greatest passions.

[Follow me on Twitter @ziebak](#)



With a passion for writing and an interest in everything anything related to design or technology, Matt Ellis found freelance writing best suited his skills and allowed him to be paid for his curiosity. Having worked with various design and tech companies in the past, he feels quite at home at UXPin as the go-to writer, researcher, and editor. When he's not writing, Matt loves to travel, another byproduct of curiosity.

# Layout Styles

Cards	7
Grids	11
Magazine-Style Layout	14
Container-free Format	17
Split Screen	20
Single-page Web Apps	23
F Pattern	26
Z Pattern	30
Horizontal Symmetry	33
Approximate Horizontal Symmetry	35
Radial (Rotational) Symmetry	37
Asymmetry	39

## Cards

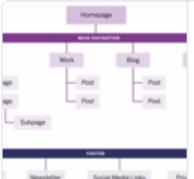
### Facebook



### Twitter

UXPin @uxpin · 2m

Crafting Perfect User Flows for Smooth UX -- Read about it:  
[ht.ly/RjGz7](http://ht.ly/RjGz7) #ux #uxdesign



**Creating Perfect User Flows for Smooth UX**

Know how to create the smoothest UX possible. UX Designer Marek Bowers teaches you the best techniques to create effortless experiences.

[studio.uxpin.com](http://studio.uxpin.com)

---

LIKE 1

11:05 PM - 3 Nov 2015 · Details

Hide summary

Reply to @uxpin

## Google +

The screenshot shows a Google+ feed with the following layout:

- Top Bar:** G+ icon, Home button, All tab (selected), Friends, Family, Acquaintances, More, Mentions, Explore.
- Post 1:** Shared publicly by Lead Web Designs on Sep 14, 2015. The post contains a quote from Kurzweil about AI and chess. It includes a photo of a man in a sequined jacket and a comment section.
- Post 2:** Shared publicly by Lead Web Designs on Sep 14, 2015. The post contains a quote from Kurzweil about the Law of Accelerating Returns. It includes a photo of a man in a sequined jacket and a comment section.
- Post 3:** Shared by Wired UK on Sep 14, 2015. The post features a photo of Kim Dotcom and discusses his plans for Mega 3.0. It includes a photo of Kim Dotcom and a comment section.

## Oprah

The screenshot shows the Oprah Winfrey Network (OWN) website with the following layout:

- Left Sidebar:** Includes icons for SIGN IN, Home, Videos, and four Favorite buttons.
- Post 1:** BELIEF (4 days ago). Features a photo of Oprah with the text "WE. ARE. CONNECTED." and a signature. Includes a call to action: "WHAT DO YOU BELIEVE? TELL US IN 3 WORDS".
- Post 2:** WHERE ARE THEY NOW? (5 hours ago). Features a collage of photos and the text "WHERE ARE THEY NOW? FOLLOW YOUR FAVORITE STARS AT WHEREARETHEYNOW.BUZZ".
- Post 3:** FOR BETTER OR WORSE (5 hours ago). Features a photo of two men and the text "TONIGHT: RICHARD FACES THE CONSEQUENCES". Includes a reminder: "FRIDAY, OCTOBER 16 9/8c".
- Post 4:** SHAWN ACHOR (5 hours ago). Features a photo of two people talking and the text "JOIN NOW AND TAKE THE FIRST STEP TO A HAPPIER LIFE".
- Post 5:** O STORE (5 hours ago). Features a promotional graphic for a \$1,000 shopping spree and the text "ENTER TODAY!".
- Right Sidebar:** Includes sections for MY OWN TV and Apps.

## 1. Problem

Browsing is a large part of site interaction, but displaying the details for each item would clutter the screen.

## 2. Solution

Cards allow sites to present a heavy dose of content in a digestible manner. As we explain in our *Web Design Book of Trends 2015–2015*, cards are popping out everywhere lately, and this pattern's success is directly related to its usefulness.

Cards act as containers for clickable information: bite-sized previews to help users find the content they want. The style of the cards varies with each site, but most contain an image and description, and sometimes individual functions, such as [Facebook](#)'s Like or [Twitter](#)'s Retweet.

Moreover, cards work well with responsive design. Since each card is self-sufficient, their placement can be rearranged to fit any screen size.

For sites with a lot of content, cards offer a lot:

- Intuitive – don't require instructions.
- Advantageous for responsive design – since each card is self-sufficient, their placement can be rearranged to fit any screen size.
- Shareable – easy to share only specific content on social media.
- Versatile – can be used with a wide range of site styles.

### 3. Tips

- Make the entire card clickable, not just certain portions. Fitts's Law, described in *Interaction Design Best Practices*, states that this makes user interaction more likely.
- Focus each card around one central concept, and no more. Otherwise, that defeats the purpose.
- Keep smaller screens in mind when selecting images. You may need to crop them differently for different devices.
- Don't get too complex. Cards work best when they're simple, in what they show and how. Basic typography and minimal description helps browsing.

## Grids

### YouTube

**Recommended**

- Batman vs Superman JOKER THEORY EXPLAINED (Suci... by NewMediaRockstars 820,729 views • 1 month ago
- KEY & PEELE - Magician Cop by Comedy Central 8,991,783 views • 2 years ago
- Josh Homme and Jesse Hughes - Back & Forth by Noissey 89,380 views • 2 weeks ago
- Key And Peele - You Grabbed My Dick (Sketch) by Roberto Vasquez 547,130 views • 1 month ago
- The SATIRE of grand theft auto v by Wisecrack 213,589 views • 6 days ago
- Top 10 EASIEST Guitar Solos! by SteveTereberry 944,141 views • 2 weeks ago
- KEY & PEELE - Airplane Continental by Comedy Central 976,701 views • 1 month ago
- Kyuss - Welcome To Sky Valley (1994) (Full Album) by Stoned Ravenous Fuzz 307,505 views • 1 year ago
- KEY & PEELE - Killing an African Warlord by Comedy Central 9,795,788 views • 2 years ago
- Mortal Kombat X Raiden Gameplay Fatalities Trailer -... by IZUNY 322,467 views • 1 year ago

Show more

**20th Century Fox Recommended channel for you**

- Deadpool | Red Band Trailer [HD] | 20th Century FOX by 20th Century Fox 28,459,411 views • 2 months ago
- Deadpool | Trailer [HD] | 20th Century FOX by 20th Century Fox 9,784,084 views • 2 months ago
- Maze Runner: The Scorch Trials | Official Trailer 2 [HD]... by 20th Century Fox 8,626,155 views • 2 months ago
- The Martian | Teaser Trailer [HD] | 20th Century FOX by 20th Century Fox 17,738,624 views • 4 months ago
- The Martian | Official Trailer [HD] | 20th Century FOX by 20th Century Fox 8,905,771 views • 1 month ago

### Huffington Post

**The Face of the Syrian Refugee**

These people, who could easily be you and me, have been forced to flee their homes in order to survive. The least we can do is educate ourselves about what's really going on, report their stories accurately, and treat them with dignity and respect.

**Piper Perabo**  
Actor and Producer

**The Gift of Pause**  
Take a step back for a moment and consider this big picture: the majority of Americans feel seriously busy. Being over-worked, overwhelmed and double-booked is the new normal.

**Dov Seidman**  
Founder and CEO of LRN

**I Am a Woman, Not a Man in a Dress**

All of those little mis-gendered pronouns and mis-gendered references to those of us who are already struggling to become or stay positive about

**Platform**

Elections 2016

**What Do We Really Know About Bin Laden's Death?**

Osama Bin Laden

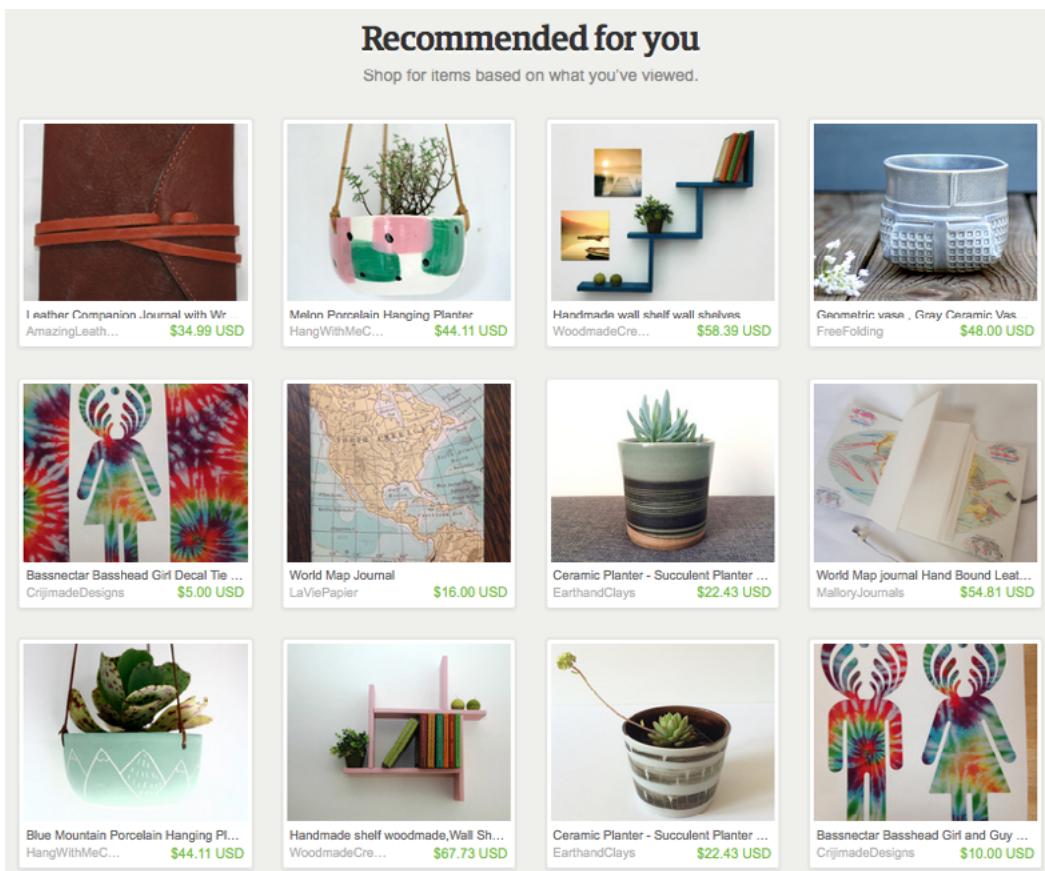
**Sorry, Pumpkins. There's A New Jack-O-Lantern In Town**

MORE HUFFPOST HOME ▶ Secret Storage.. Best DIY Instas.. Halloween Hacks.. Pumpkin Porn.. Winter Is Coming ▶ Crafts

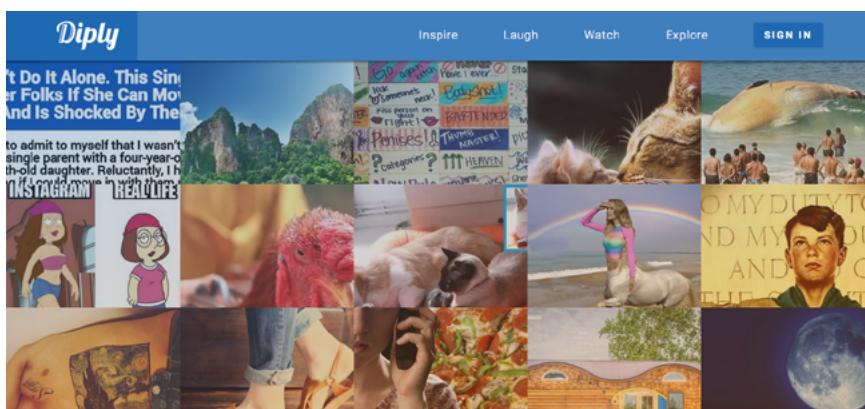
**Master P's Main Goal Growing Up? Just Make It To Age 19**

MORE OWN ▶ Decadent Desserts.. Lenny Kravitz On God.. Best Basic Workout.. Model's Butt Enhancement Nightmare

## Etsy



## Diply



## 1. Problem

Content-heavy sites want to display all primary items with equal hierarchy.

## 2. Solution

A grid structure makes browsing easier. Cards are almost always laid out in a grid format, of one kind or another. Grids offer more options for browsing than simple list views, which makes this style space-effective.

Grids can vary in size, spacing, and the number of columns. Sites like [Huffington Post](#) stagger their options to avoid that “straight-laced” feel, while [YouTube](#) plays up the strict organization, with straight rows and grouped into categories (“Recommended,” specific channels, etc.).

## 3. Tips

- Pay attention to white space (or lack-there-of, as with [Diply](#)) because it influences how users browse. Ample space is slower, but with more attention placed on each item. Minimal space is faster, but risks some content slipping through the cracks.
- Consistency is important, especially when designing for different devices. Make sure your layout stays recognizable at different [responsive breakpoints](#).
- Get started with a basic 12-column grid with tools like [960js](#).

## Magazine-Style Layout

TIME

The screenshot shows the TIME magazine website's homepage. At the top, there is a red header bar with the TIME logo and navigation links for 'MENU', 'LATEST', 'MAGAZINE', 'VIDEOS', and a search icon. Below the header, the main content area features a large video thumbnail of Paul Ryan speaking, with a play button overlaid. To the left of the video is a sidebar titled 'JUST POSTED' containing nine news items with small thumbnail images and titles. To the right of the video is a section titled 'THE BRIEF' with the same video thumbnail. Further right is a section titled 'THE ULTRAS' showing a person walking on a tightrope over a canyon. At the bottom of the page, there is a 'FEATURED' section with several articles by different authors.

**JUST POSTED**

- Decisions Should Be Between Patients and Their Doctors—Not Catholic Bishops 9:13 AM ET
- A Frozen-Themed Plane Is Now an Actual Thing That Exists 8:58 AM ET
- Two Elderly Brits Mistakenly Take a 344-Mile Train Detour 8:42 AM ET
- Why We're Still Fighting Over Sept. 11 8:37 AM ET
- Two Shark Attacks Could Close Hawaii Beaches 8:26 AM ET
- Eddie Murphy's First Onstage Joke in 28 Years Was About Bill Cosby 8:22 AM ET
- Oprah Winfrey Buys \$43.2 Million Stake In Weight Watchers 8:04 AM ET
- Six-Year-Old Boy Shoots Dead Younger Brother While Playing Cops-and-Robbers 7:50 AM ET
- Here's Your First Look at War for the Planet of the Apes 7:44 AM ET
- Watch Taylor Swift Bring Ellie Goulding On Stage for 'Love Me Like You Do' Duet 7:08 AM ET

**THE BRIEF**

**THE ULTRAS**

**All Eyes on Ryan**

House Republicans return to Washington this week to confront a nearly unprecedented leadership crisis, looming budget deadlines and a deeply uncertain future. All eyes are on Wisconsin Rep. Paul Ryan, who is under pressure to run for House Speaker

- Rand Paul Praises House Conservatives in Speaker Fight
- House Republicans Push for Paul Ryan as Speaker
- Why the Speaker of the House Is Second in Line for the Presidency
- GOP Eager for Paul Ryan to Run for House Speaker
- Why the House Speaker Fight Is Poised for Chaos
- House Speaker Fight Shows Power of GOP Rebels

**U.S. Prepares Iranian Nuclear Sanctions Relief**

The U.S. began preparations to suspend nuclear-related sanctions on Iran, as part of Washington's commitments to the Joint Comprehensive Plan of Action adopted on Sunday. Sanctions will not be officially lifted until Iran complies with every agreed measure

**Migrant Mistaken For a Palestinian Killed**

**FEATURED**

**ALICE PARK**  
What Planned Parenthood's Change on Fetal Tissue Really Means

**SEAN GREGORY**  
Why We Need Hit Counts in Football

**JEFFREY KLUGER**  
Why a Mysterious Star Does Not Mean Life in Space

**ILENE PRUSHER**  
Peace Looks Further Away Than Ever for Israelis and Palestinians

**CHARLIE CAMPBELL**  
What Confusion Over Elections Says About Burma's Politics

**JEMIMA KIRKE**

WebMD

The screenshot shows the WebMD website's homepage. At the top, there is a navigation bar with links for 'SYMPTOM CHECKER', 'PHYSICIAN DIRECTORY', 'SIGN IN', 'SIGN UP', and 'SUBSCRIBE'. Below the navigation bar, there is a search bar. The main content area features a large image of various dietary supplements (pills and capsules) in different colors. To the right of the image is a sidebar with a video thumbnail of a pink ribbon and text about early breast cancer treatment.

**SYMPOM CHECKER** **PHYSICIAN DIRECTORY** **SIGN IN** **SIGN UP** **SUBSCRIBE**

**WebMD**

**HEALTH A-Z** **DRUGS & SUPPLEMENTS** **LIVING HEALTHY** **FAMILY & PREGNANCY** **NEWS & EXPERTS**

**Search**

**Supplements Send Thousands to the ER**

Many can cause side effects like chest pain, irregular heartbeat, and a racing pulse. And choking on the large pills is a common problem for many older adults.

**Early Breast Cancer: Should You Treat It, or Wait?**

Michael Smith, MD | WebMD Chief Medical Editor

**Medication vs. Talk Therapy for Depression**

## WIRED

The WIRED homepage features a prominent 'WIRED' logo at the top right. Below it is a navigation bar with links to 'BUSINESS', 'DESIGN', 'ENTERTAINMENT', 'GEAR', 'SCIENCE', and 'SECURITY'. A 'SUBSCRIBE' button and a magnifying glass icon for search are also present. The main content area is a grid of news cards. One card on the left shows a red abstract image with the headline 'STREAMING VIDEO: Theater Owners Are Furious About Netflix's New Movie'. Another card in the middle shows a close-up of a mussel shell with the headline 'ABSURD CREATURE OF THE WEEK: Don't Tell This Mussel That It Ain't a Fish'. To the right, a large section titled 'LATEST NEWS' contains several cards, each with a thumbnail image, a category (e.g., 'SPACE', 'MOVIES', 'BROADBAND'), a headline, and a timestamp.

## BuzzFeed

The BuzzFeed homepage includes a 'BuzzFeed NEWS' header and a 'Trending' section on the right. The main content is organized into several columns. On the left, there's a 'QUIZ' section with a green circular badge, a 'The Only Way You Should Be Eating Tater Tots' article with a photo of tater tots, and a 'THE CHEESE GODS HAVE ARRIVED!' article with a photo of cheese. In the center, there's a 'Do You Know What Happened In The News This Week?' quiz with a photo of political figures, a 'Is This Burrito From Los Angeles Or New York City?' quiz with a photo of a burrito, and a '22 Photos Of What Halloween Looked Like In The '90s' article with a photo of a person in a costume. The 'Trending' section on the right lists six items with numbered badges, each with a thumbnail image and a brief description.

### 1. Problem

A site has a lot of regularly-updated content in multiple categories.

## 2. Solution

Magazines had this problem long before websites, and the format they evolved remains viable. The alternating sizes of columns, cards, and/or headlines breaks up the monotony of the grid, while still showcasing a variety of content.

The magazine layout changes up how content is displayed. The left side of the screen might be dominated by a grid of cards, while the right side might have a list of text links.

Take [BuzzFeed](#), for example: the first column is featured content, with a detailed description next to the picture. The middle is timely content, with a brief description under the picture; and the last column is what's trending, numbered pictures with no description. Pay attention to their typography – text colors and sizes vary to show usability and create a visual hierarchy.

## 3. Tips

- Like print magazines, this format emphasizes images. As with [TIME](#), [WebMD](#), and [WIRED](#), there is usually one dominant feature image on the screen to draw focus before users scan the smaller, secondary images.
- One of the characteristics of this style is a vertical menu on either side (or horizontal menu).

## Container-free Format

### AOL

The AOL homepage is a prime example of a container-free design. It features a clean, minimalist layout with no fixed-width columns. Key elements include:

- Header:** A top navigation bar with the AOL logo, a search input field, and user icons.
- Latest Headlines:** A section listing recent news items, such as "Iconic US airline taking its final flight after 76 years".
- Did You See?**: A video player showing a Jeopardy! host, with a caption below it: "Jeopardy! mastermind's winning streak comes to an end".
- Popular Stories:** A grid of images and titles for trending stories, including one about Megan Fox's son.
- Weather:** A simple input field where users can enter their location to get local news.
- Interactive Elements:** Buttons like "Save" and "More News" are placed directly on the page without being enclosed in containers.

### Apple

An advertisement for the MacBook Air. The image shows a silver MacBook Air laptop open, displaying a scenic mountain landscape on its screen. To the right of the laptop, the text reads:

MacBook Air  
All the power you want. All day long.  
[Learn more >](#) [Buy >](#)

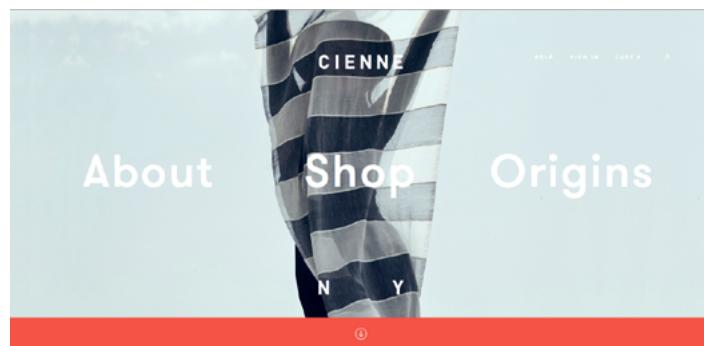
### Public-Library

The Public Library website uses a grid-based layout to organize its content. The main navigation includes links for "P-L", "Projects", "Studies", and "Information". Below this, a grid displays various projects, each with a title, date, and a brief description. The projects are categorized by year:

- 2015 Projects:**
  - Hotel Max**: Branding, Concept Development, Copy Writing, Creative Direction, Print, Signage
  - Switzerland**: Branding, Print, Animation, Typography
  - Priestley**: Branding, Interactive, Print, User Experience, Website Design
  - Red**: Branding, Interactive, Print, User Experience, Website Design
  - Pligrim**: Creative Direction, Interact, User Experience, Website Design
  - October's Very Own**: Animation, Branding, Creative Direction, Interactive, Typography
  - A Study In Time Travel**: Creative Direction, Interactive, Website Design, User Experience
  - Big Trouble**: Branding, Concept Development, Environmental Design, Interactive, Signage, Creative Direction
- 2014 Projects:**
  - Real GM**: Branding, Typography
  - Design Week**: Concept Development, Event Design, Exhibition Design, Signage
  - Sea Chant**: Branding, Website Design, Interactive
  - Coopers Hall**: Branding, Concept Development, Interior Design, Naming, Packaging, Website Design, Environmental Design

At the bottom right, there is a small note: "17/01/2015".

## Cienne NY



### 1. Problem

A site wants a minimalist approach when presenting data.

### 2. Solution

The container-free format takes minimalism to the next level, stripping away all unnecessary visuals and breaking away from the conventions of other sites. Rather than clear-cut divisions, this pattern format relies on visuals, grouping, and common sense to show relationships.

Historically, web design has relied on linear and highly structured layouts to present information. This works well, but with more options available today, designers can experiment “outside of the box.” This style appeals to agency ([Public-Library](#)), portfolio, and fashion sites ([Cienne NY](#)), which all value appearing modern and avant-garde.

Designing without containers puts more power back to the content itself. However, extra care must be given to the visual hierarchy. This risky pattern is only as effective as the people designing it.

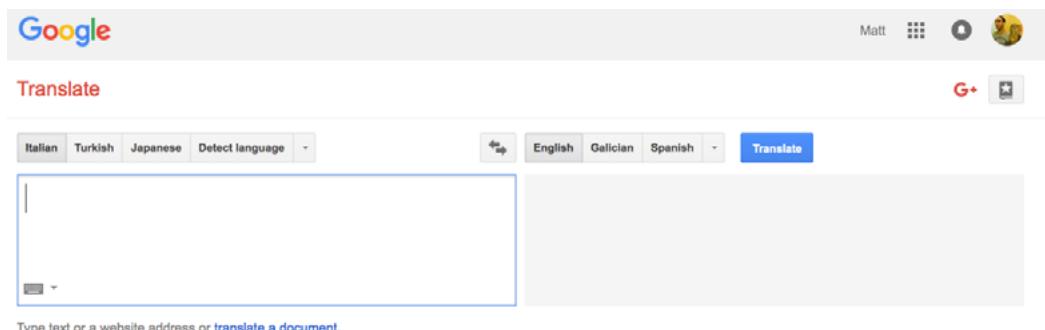
Often the face of minimalism, [Apple](#) disregards containers for its site. Links are all textual (no buttons), and a clever visual design explains which content relates to what.

### 3. Tips

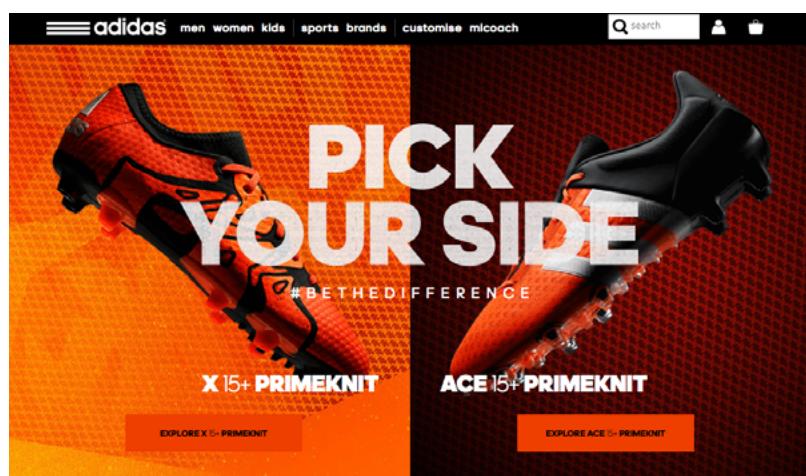
- Typography is vital to designing without containers. Size, typeface weight, and color all communicate meaning in place of blunt dividers. [Apple](#) uses large text for the title, smaller text for the secondary description, and blue text for links out.
- To prevent confusion, make most elements clickable. If the user is confused about an element, they will likely click on it first to test interactivity.
- Content-heavy sites have difficulty with this format, although [AOL](#) shows that it's possible (although not always ideal).

## Split Screen

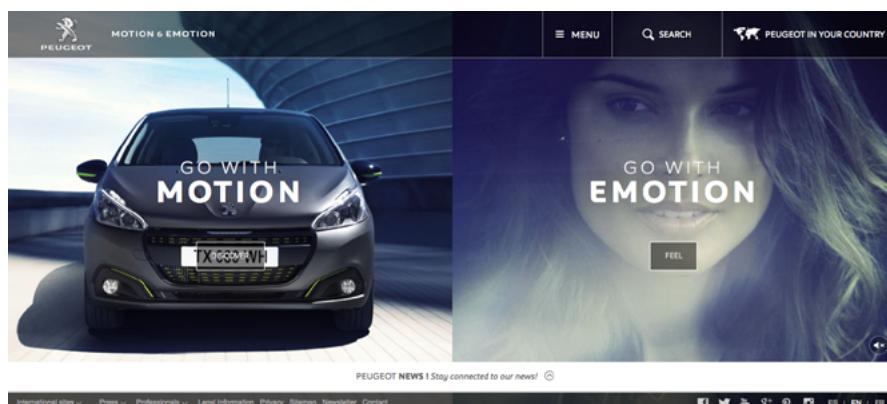
### Google Translate



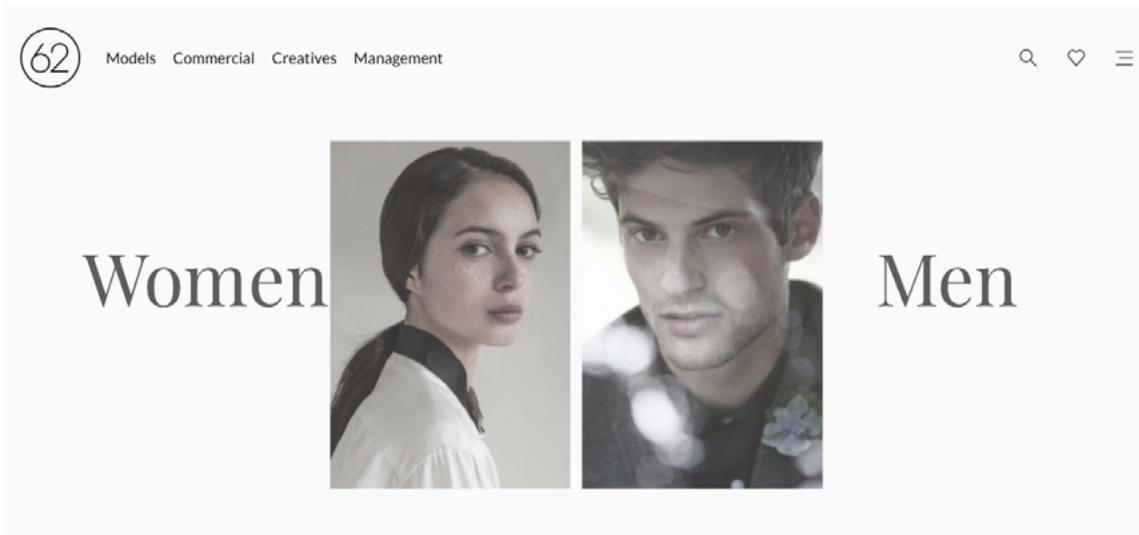
### Adidas Football (UK)



### Peugeot



## 62 Models



## Lauren Wickware Design



### 1. Problem

A site has two main pieces of content that are equally important.

### 2. Solution

The split-screen layout is the logical and trendy way to give two contrasting elements equal consideration.

The split-screen is a choice for displaying two central elements simultaneously or – as the [Adidas](#) example shows – pit them against each other. This is a good choice whenever you don't know which of two elements to feature prominently: do both.

Split screens are perfect for when the site offers two drastically different variations, such as the genders in [62 Models](#). Users make their selection right from the start, so the site doesn't waste time showing both options needlessly. Split screens also give the opportunity to feature two calls-to-action, as with [Peugeot](#).

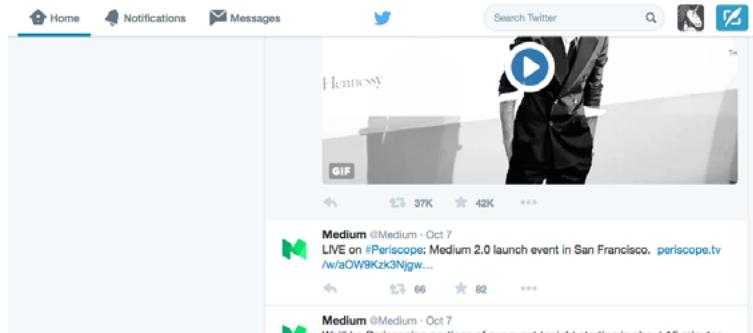
The style has since grown to become purely aesthetic. Most common is having text on one half of the page, and a header image filling the other, as with [Lauren Wickware Design](#). Both sides are two aspects of the same concept.

### 3. Tips

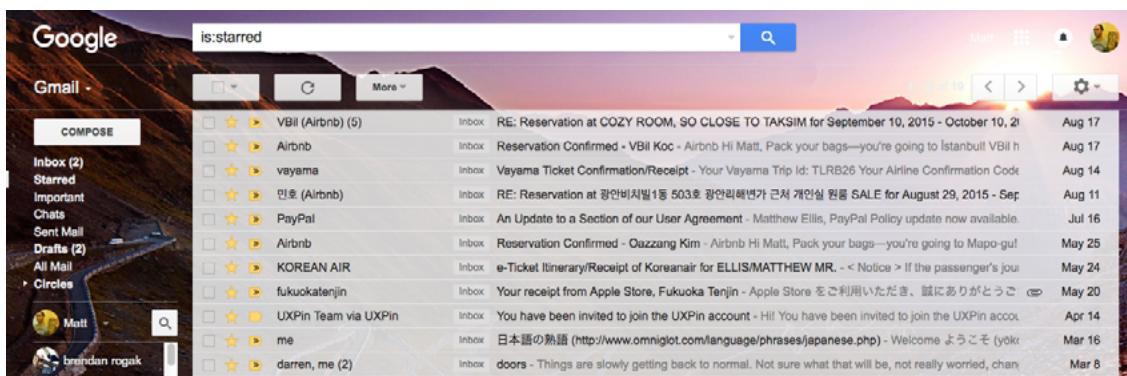
- The split-screen is ideal for contrast. As designer [Patrick McNeil suggests](#), play up the duality with opposing characteristics, such as opposite colors, different text sizes, the nature of the image, etc.
- Retain a single, unified navigation menu – ideally at the top, where it's clear that it applies to both sides.
- Split-screen designs do not expand well with as content grows, so do not apply them to content-heavy layouts.

# Single-page Web Apps

## Twitter



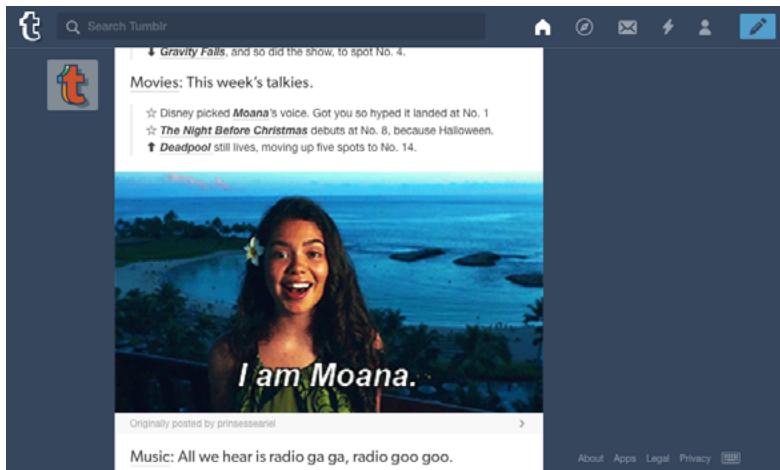
## Gmail



## Spotify

A screenshot of the Spotify Browse page. The left sidebar includes links for Spotify, Browse, Discover, Radio, Your Music, and Follow. The main content area is titled "OVERVIEW" and features a "Welcome to Friday afternoon." message. It displays five recommended playlists: "SUMMER CHILL", "A SUMMER OF COUNTRY", "TODAY'S TOP HITS", "AFTERNOON ACUSTIC", and "ULTIMATE COUNTRY". Below these, sections for "TOP LISTS" (featuring MxMTO, Magic!, Iggy Azalea) and "NEW RELEASES" (featuring Ariana Grande, Sia, Jessie J) are shown.

## Tumblr



### 1. Problem

Multi-page navigation system is too convoluted or unnecessary.

### 2. Solution

Modern web development has paved the way for single-page sites and web apps. Both technological advancements and the prominence of mobile browsing (in which single-page apps are more useful) gave rise to this pattern, which is restructuring how the web works.

Using AJAX, single-page web apps load asynchronously and are able to combine multiple actions into one page. This pattern is also popular for non-app sites, which section off their home page to serve the needs of individual pages.

[Gmail](#), for example, allows email reading, composing, and chatting on the same page, and even organizes emails into separate categories, which mimics a multi-page site. [Spotify](#), too, multitasks

by allowing the user to play music while they browse additional music, uninterrupted by loading pages.

### 3. Tips

- Generate unique URLs for each viewpoint, like [Gmail](#) or [Twitter](#). Because content is loaded dynamically using JavaScript, URLs require special attention. Unique URLs also enable use of the browser's Back button.
- Use sticky navigation to reduce disorientation, even if only a header menu.
- Apply the scrolling techniques from Chapter 4 to properly deal with scrolling issues.

## F Pattern

### Yelp

#### Best of Yelp: Brooklyn

Food	Food	See More
Nightlife	1. Mountain Province 130 reviews I had the purple yam brioche, pineapple scone and am almond milk flat white.	
Restaurants	2. Acme Smoked Fish 54 reviews They definitely make the best lox and pickled herring.	
Shopping	3. Los Paisanos 148 reviews So, I searched the neighborhood for a butcher and found Los Paisanos.	
Active Life	4. Dough 1195 reviews Hibiscus, Passionfruit & Cocoa Nibs, Dulce de	
Arts & Entertainment		
Automotive		
Beauty & Spas		
Education		
Event Planning & Ser...		
Health & Medical		

### Groupon

#### New Deals [View All](#)

Custom Outdoor Banner Staples  <del>\$59.99</del> \$29.99	Photo Session and Holiday Cards JCPenney Portraits  <del>\$79.12</del> From \$14.99	Women's Floral Lace-Up Top  <del>\$42</del> From \$16.99	Sassy Cat Earrings  <del>\$100</del> From \$9.99
--	--	--	--

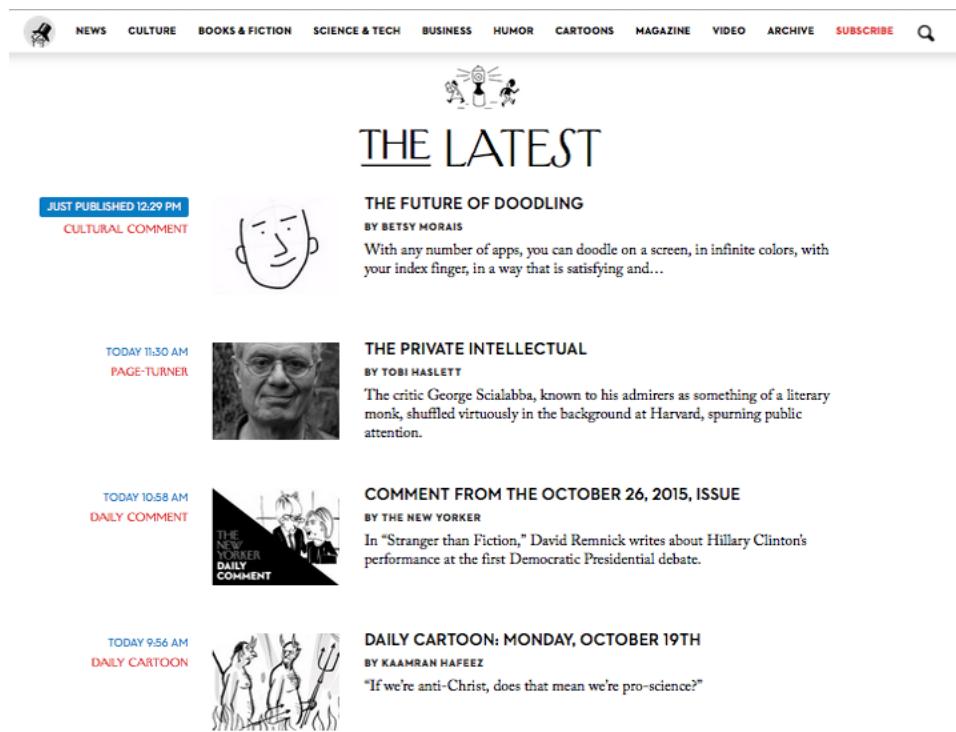
#### More Recommendations [View All](#)

ZAQ Essential Oil Diffusers  <del>\$44.99</del> From \$34.99	Laid-Back Waikiki Hotel Aqua Palms Waikiki 📍 Honolulu  <del>\$124.74</del> From \$98.10	Three-Day Vintage Market Vintage Market Days – Wichita 📍 Kansas Pavilions  <del>\$20</del> \$10	Motorola Bluetooth Earbuds  <del>\$69.99</del> From \$29.99
--	---	---	---

#### Steals on Deals [View All](#)

--	--	--	--

## The New Yorker



### 1. Problem

Users are having difficulty browsing text-heavy sites.

### 2. Solution

If there is a lot of content – especially text – users will respond better with the F pattern layout, which mimics the way people scan naturally.

[The Nielsen Norman Group explains](#) how eye-tracking studies revealed that users (in left-to-right reading cultures) typically scan heavy blocks of content in a pattern that looks like the letter F or E. Our eyes are trained to start at the top-right corner, scan horizontally, then drop down to the next line and do the same until we find something of interest.

For example, if the user is scanning a blog entry, they will look at the first line of a paragraph for keywords or to gage the meaning, and if it's not what they want, they'll drop down to the next paragraph.

When there's a lot of content, the F pattern organizes it into horizontal rows, one on top of the other. This creates pathways for the users' eyes to go where they would normally, and gives the designer more control over what gets seen.

[Yelp](#) uses perfectly aligned vertical columns to give the users a starting point. When they find an interesting topic (or picture), their eyes scan horizontally for more information. If the item in the vertical column doesn't interest them, they go down until they find one that does.

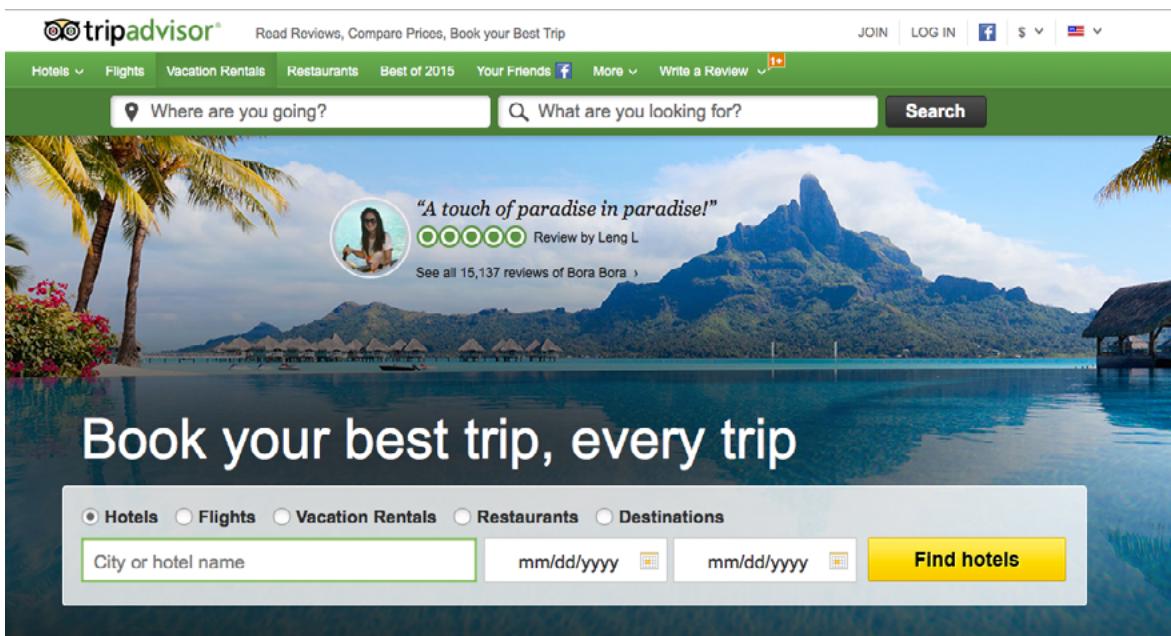
### 3. Tips

- Place the most important content like CTAs at the left and right sides, where the user begins and ends their horizontal search. This momentary pause as they drop down gives them a little extra time to consider.
- Start new paragraphs with enticing keywords. Additionally, try highlighting keywords within text, since that's what users are looking for anyway.
- The first two rows are the most important. Users may leave the site if they don't find what they want there.

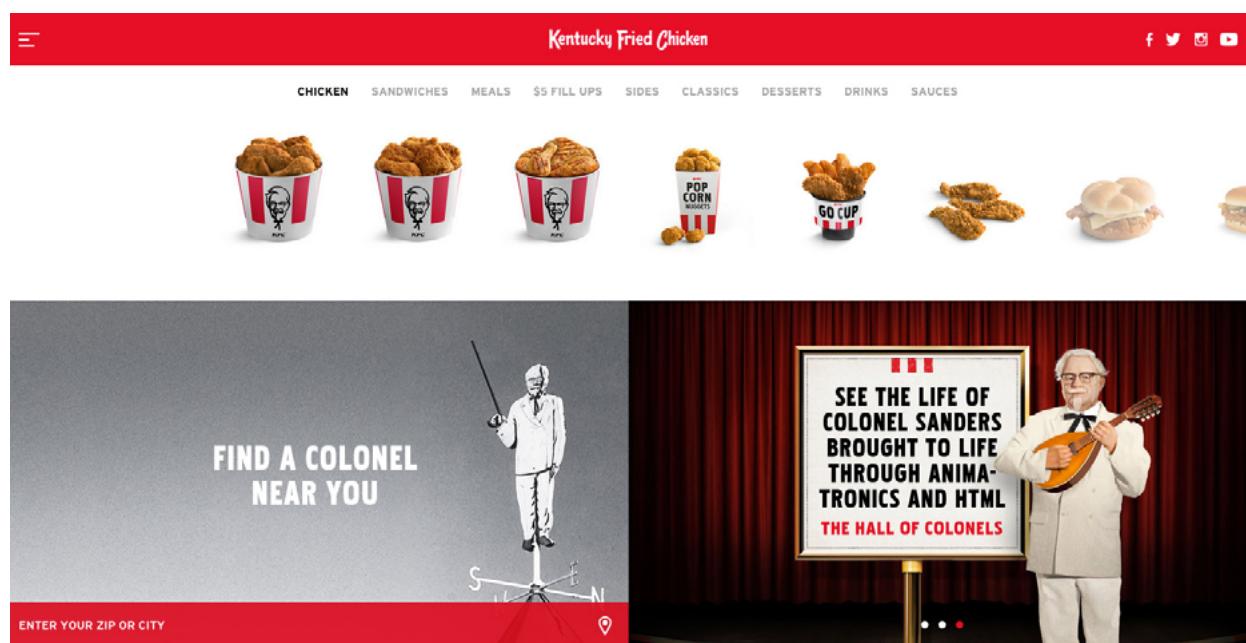
- Use the right-side column to display relevant, but unrelated content, or as a search tool. This area is seen, but is regarded as outside the scanning process.
- Read our [\*Web UI Design for the Human Eye: Content Patterns and Typography\*](#) for more explanation and best practices.

## Z Pattern

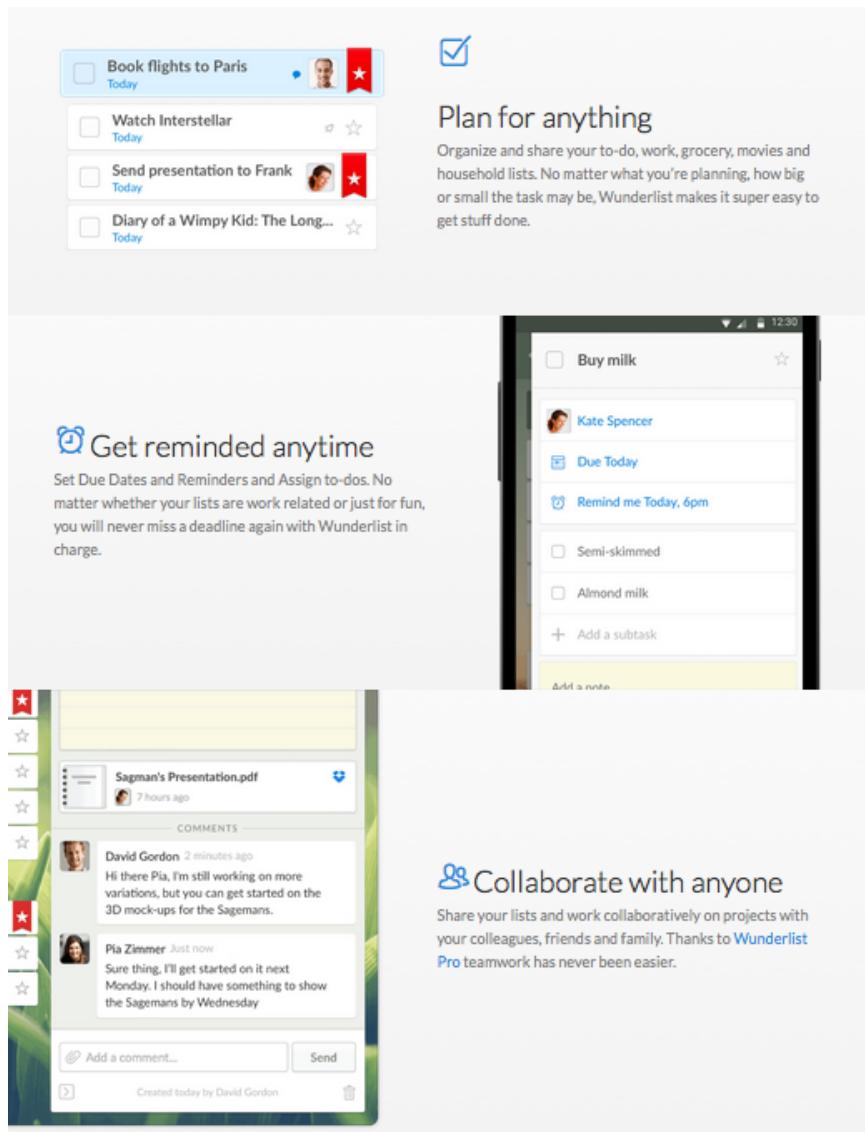
### TripAdvisor



### Kentucky Fried Chicken



## Wunderlist



## 1. Problem

A site has a specific agenda or call-to-action that users are not interacting with.

## 2. Solution

Like the F pattern, the Z pattern layout mimics natural user scanning methods. However the Z pattern is better suited for sites with a singular goal and less content.

The Z pattern is effective at directing user attention to specific points by using well-placed visuals, text, and CTAs. While the F pattern is better for browsing heavy content, the Z pattern guides users through more open pages.

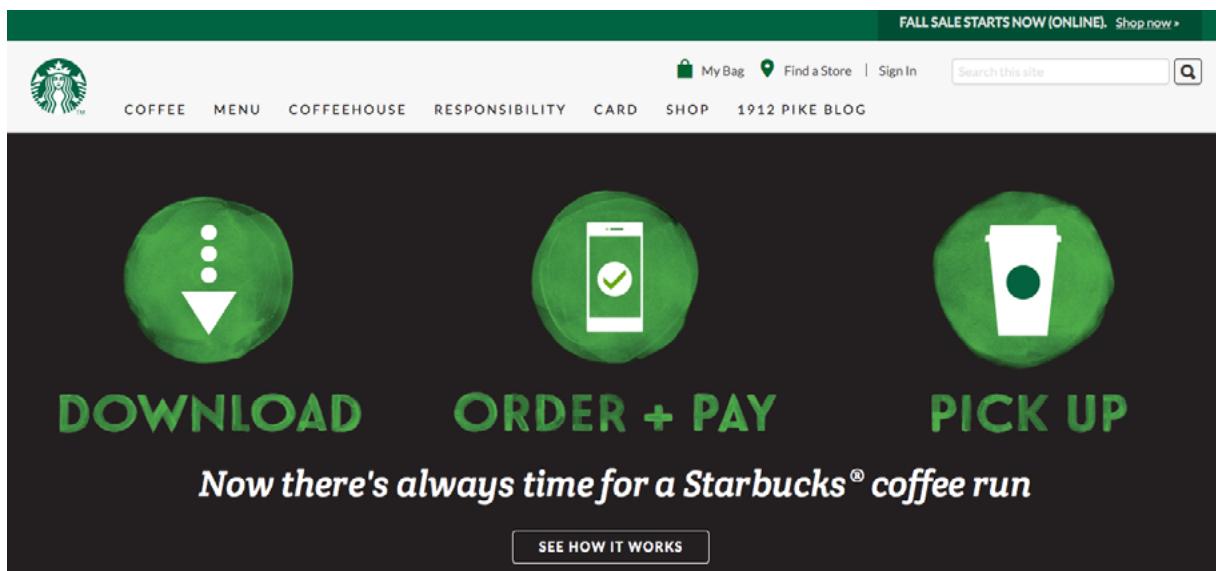
The user (in left-to-right reading cultures) again starts in the top-left corner. Instead of dropping down directly, however, their eyes wander a bit in the middle, then start again at the bottom or near bottom left corner. You can encourage this pattern by placing a telling image in the center ([TripAdvisor](#)), or by alternating text and images to create a zigzag ([Wunderlist](#)).

### 3. Tips

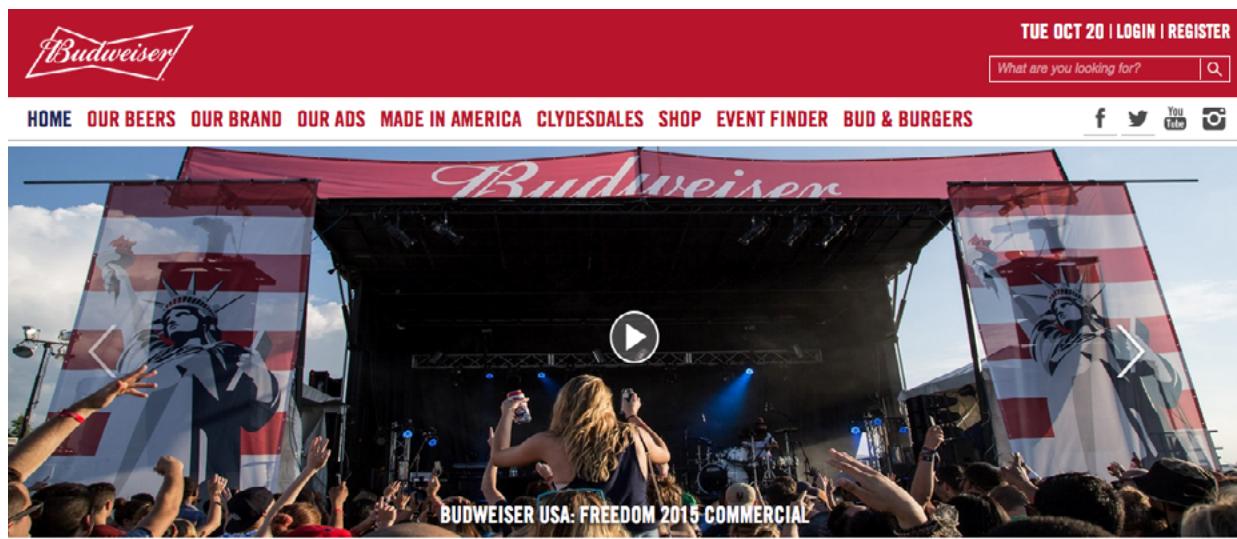
- Place CTAs on the right side, at the end of the line: user will slightly pause at the end before moving down.
- Place your most important CTAs in the upper right corner, since the top line is the most visible.
- The Z pattern can be repeated over and over on the same page, so that the user develops a rhythm that keeps them there.

## Horizontal Symmetry

### Starbucks



### Budweiser



### 1. Problem

A site includes many recurring visual patterns that must be organized clearly.

## 2. Solution

A visual phenomenon occurring in nature, symmetry is generally regarded as beautiful and creates a sense of order and structure, even trust.

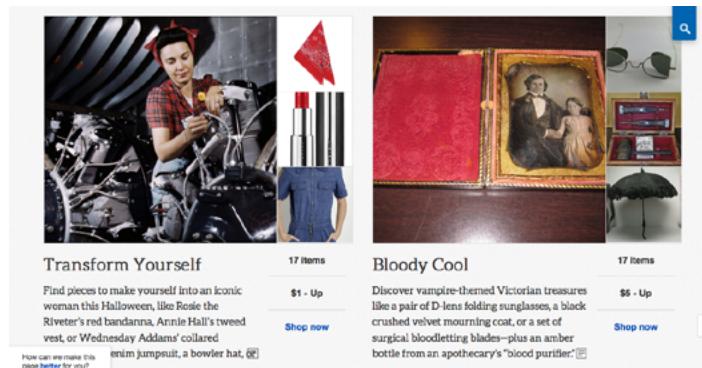
Because they are visually pleasing, symmetrical images are more likely to create an emotional connection with users, which improves their enjoyment of the site, how they identify the brand, and how well they recognize the site later.

## 3. Tips

- Balance is not necessarily symmetrical. These are two different, though related, concepts. For more on visual balance, [read this Smashing Magazine article](#).
- From its fine arts background, symmetry adds an air of elegance and sophistication to a site's appearance.

## Approximate Horizontal Symmetry

### eBay



### McWhopper



### 1. Problem

Horizontal symmetry is too structured for a site.

### 2. Solution

Approximate symmetry retains most of the benefits of symmetry, but with a little added vitality. It is created by adding slight asym-

metrical aspects to an otherwise symmetrical image. The result is a more stimulating visual, though it loses a small amount of structure.

The slight visual disruption, however, can work to your benefit.

### 3. Tips

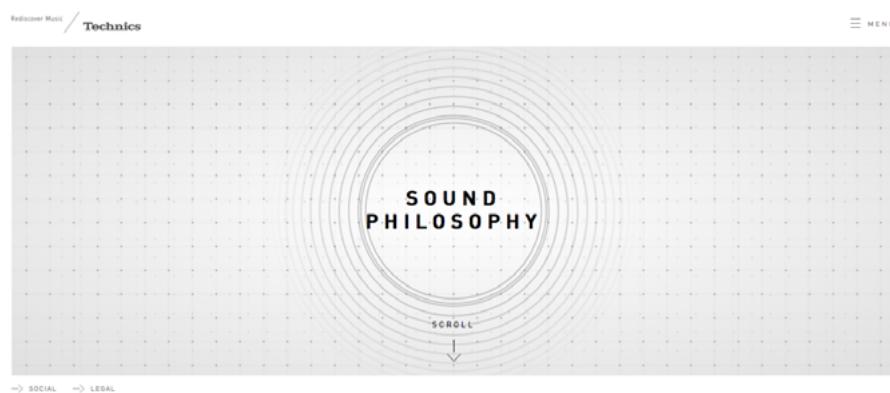
- To grab more attention, place important lines of text, images, or calls to action in areas that break up the symmetry.
- A little goes a long way; even altering a symmetrical image slightly produces visual tension. Likewise, you can create asymmetry by just placing a sidebar in an otherwise balanced design. Add your disruptive elements carefully, otherwise you risk complete visual clutter.

## Radial (Rotational) Symmetry

### Wikipedia



### Technics



#### 1. Problem

A site wants to draw attention to a central point and motivate immediate action.

#### 2. Solution

Radial symmetry creates balance in a circle around a central point.

While difficult to apply, when done well this creates a beautiful aesthetic that attracts attention to the center, typically to the company's name, logo, and surrounding links.

Radial symmetry is also good for showing motion. Circular patterns in general encourage users to continually move their focus around to a natural end.

### 3. Tips

- Radial symmetry is a good way to stand out while looking good, since it's not as common as the other types.
- Centralize your most important elements, and keep the secondary ones near the edges.
- When placing many links around the center of attention, do not complete the loop. For example, notice how Wikipedia leaves the top and bottom of the circle unoccupied. The space creates breathing room for the eye to explore links on both sides.

## Asymmetry

### Esquire (UK)

The Esquire (UK) website features a clean, modern design with a prominent header bar at the top. Below the header, there's a large image of Idris Elba. To the right of the image, there's a 'DAILY' section with several news cards. One card for 'The Best Winter Coats Under £500' includes a small image of a tan coat. Another card for 'Star Wars: The Force Awakens' trailer features a black background with the movie title. At the bottom left, there's a 'WEEKLY' newsletter sign-up section. The overall layout is balanced yet asymmetrical due to the varying sizes and positions of the content blocks.

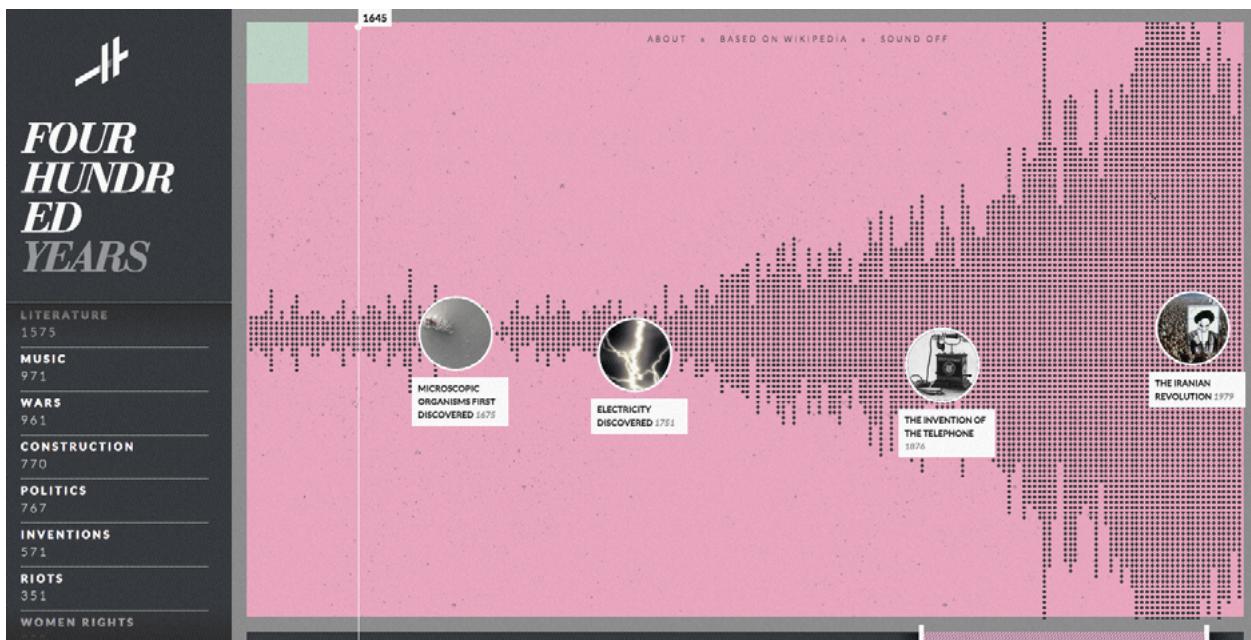
## Honda

The Honda website is designed to highlight its diverse product range. It features a central image of a silver SUV, flanked by two other vehicles: a red sports car and a red motorcycle. Surrounding this central image are several smaller modules: one for Honda Autos (a man mowing a lawn), one for Honda Power Equipment (a man standing next to a generator), and one for Honda Aircraft Company (an image of a small jet). A separate module for Honda Motorcycles, ATVs, Scooters, and SxS is also present. The layout is highly asymmetrical, creating a dynamic feel through the varied sizes and positions of the different product segments.

## Revolution PN



## Histogramgraph



## HSBC

**in Share Information >**

London GBP (HSGN)	814.70	-0.80
New York USD (HSNY)	40.12	0.00
Paris EUR (HSEU)	7.80	-0.04
Hong Kong HKD (HKBK)	82.30	-0.25

Prices delayed by at least 15 minutes  
© Thomson Reuters

**“**  
*Our financial performance in the first half of 2015 demonstrated the underlying strength of our business*

Stuart Gulliver,  
HSBC Group Chief Executive

[Interim Results 2015 message >](#)

**Interim Results 2015**

- Reported profit before tax rises 10 per cent to USD13.6 billion
- Increase in adjusted profit before tax of 2 per cent, adjusted revenue up 4 per cent
- Common equity tier 1 capital ratio of 11.6 per cent
- Interim dividends declared of USD0.20 per ordinary share in respect of 1H15

**Interim Results 2015**

HSBC Holdings plc Interim Results 2015 were announced on Monday, 3 August 2015 at 5 am BST.  
[Details >](#)

**Investor Update 2015**

HSBC Holdings plc held an Investor Update on Tuesday, 9 June 2015 at 8 am BST.

**in Dividends >**  
**Third Interim 2015**  
**USD0.10**

[Announcement date:](#)

## Beoplay

**BO PLAY**

Audio Headphones All Products The Journal Shop

BEOPLAY A6 EXPERIENCE TECH SPEC BUY

**Buy BeoPlay A6**

HANDLED WITH CARE  
[Learn more](#)

BEOPLAY A6 LIGHT GRAY

ADDITIONAL COVERS

Available by end of October.  
Sign up now and be the first to know.

€ 999

### 1. Problem

Specific feature content must stand out immediately without disrupting visual flow.

## 2. Solution

Asymmetry creates tension and dynamism – not practical for every site, but worthwhile if you want a livelier site that clearly shows points of focus.

When used properly, asymmetry can create active space, which means it makes white space more lively. Asymmetrical elements cause the eye to move more rapidly, even across emptiness, which makes the site itself appear more energetic.

However, this style is difficult to apply. Misplaced asymmetry can lead to confusion in the visual hierarchy, or just plain ugliness.

## 3. Tips

- The use of colors highlights the jarring effects of asymmetry. Both [HSBC](#) and [Honda](#) use patches of red to push and pull the user's sight.
- To create a slight asymmetric yet organized layout, balance the text on one side with images on the opposing side.
- Objects with sharp edges (e.g., a triangle) add more visual weight to an area, which offsets the opposing area. Use these objects carefully since they can quickly unbalance the design.

Design web prototypes faster with UXPin (1000+ built-in elements)

# Content Organization

Favorites, Bookmarks, and Wish Lists	44
Tagging	47
Activity Feed (News Feed, Activity Stream)	50
Full-Screen Modes	54
Customized Collections/Grouping	57
Empty States	60
Accompanying Maps	63
Chunking	66
Context-Aware Content	69

## Favorites, Bookmarks, and Wish Lists

### Airbnb

The screenshot shows the Airbnb homepage with the navigation bar at the top. Below it, the 'Wish Lists' section is displayed. It features a profile picture for 'Matt's Wish Lists' and a count of 'Wishlists: 3'. A 'Create New Wish List' button is visible. Three wish lists are shown as cards:

- Mobile Starred Listings**: 1 Listing (image of a room)
- Vacation Places**: 1 Listing (image of a living room)
- Dream Homes**: 5 Listings (image of a grand building)

### Gmail

The screenshot shows the Gmail inbox with several unread emails listed on the left and their details on the right:

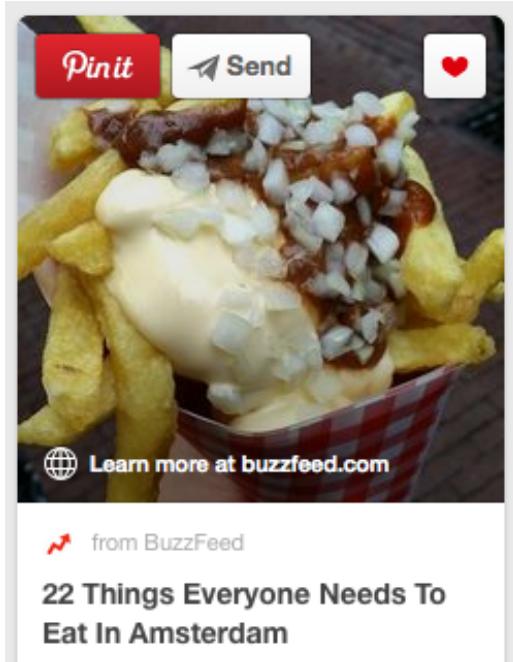
- 민호 (Airbnb) - RE: Reservation at 광안비치빌1동 503호 광안리해변가 근처
- PayPal - An Update to a Section of our User Agreement - Matt
- Airbnb - Reservation Confirmed - Oazzang Kim - Airbnb Hi Matt
- KOREAN AIR - e-Ticket Itinerary/Receipt of Koreanair for ELLIS/MATT

### YouTube

The screenshot shows the YouTube interface with the 'Favorites' playlist selected. The left sidebar includes links for Home, My Channel, Subscriptions (9), History, Watch Later (3), and a red-highlighted 'Favorites' section containing 'Liked videos'. The main content area shows the 'Favorites' playlist with the following items:

Rank	Video Title	Uploader	Length
1	Install Windows 8.1 on a MacBook Air	123myIT	16:09
2	Origami Dragon (Jo Nakashima)	Jo Nakashima	27:09
3	Master Kai Ying Tung performing Tai Chi Chuan traditional ya	Samuel Marty	35:10
4	108 Yang Style Taijiquan part 2 of 3	taijispirit1	7:49
5	Yang Style Tai Chi 108 Form 3 of 3	taijispirit1	6:49

## Pinterest



### 1. Problem

The user forgets about or can't find content they enjoyed previously.

### 2. Solution

Let your users place content into a section for favorites, bookmarks, or wish lists. First popularized by e-commerce sites as a reminder to users to buy content later, the practice expanded into sites with generous content, where refinding a certain post is problematic.

Unlike sharing or [Facebook](#) liking, favoriting be public or private.

### 3. Tips

- Hearts and stars are universal icons – having one in a control panel requires no further explanation. (Although, you may want to point out where to access favorites in your onboarding.)

- While placing the favorite page in the main navigation menu ([YouTube](#), [Gmail](#)) is helpful, listing it as a subsection in the profile is acceptable. Users will typically look here if they can't find it.

# Tagging

## Medium

**FEATURED TAGS**

Politics Future Of Food Movies  
Space College Ghost Boat Poetry  
Photography Working Parents Fiction  
Ideas Guns

---

**TAGS YOU FOLLOW**

Web Design User Experience UX UI  
UI Design Prototyping Design Thinking  
Startup Tech

## Quora

**10 FOLLOWERS**

Last asked: 26 Sep

**QUESTION TOPICS**

- Orange Juice
- Oranges (fruit)
- Juice and Juicing
- Beverages
- Economics of Everyday Life

**Edit Topics**

**How is orange juice economically viable when it takes someone juicing about ten oranges to have enough for a single glass of orange juice?**

**Re-Ark Follow 10 Comment Share Downvote**

**Matt Ellis**  
Add Bio • Make Anonymous

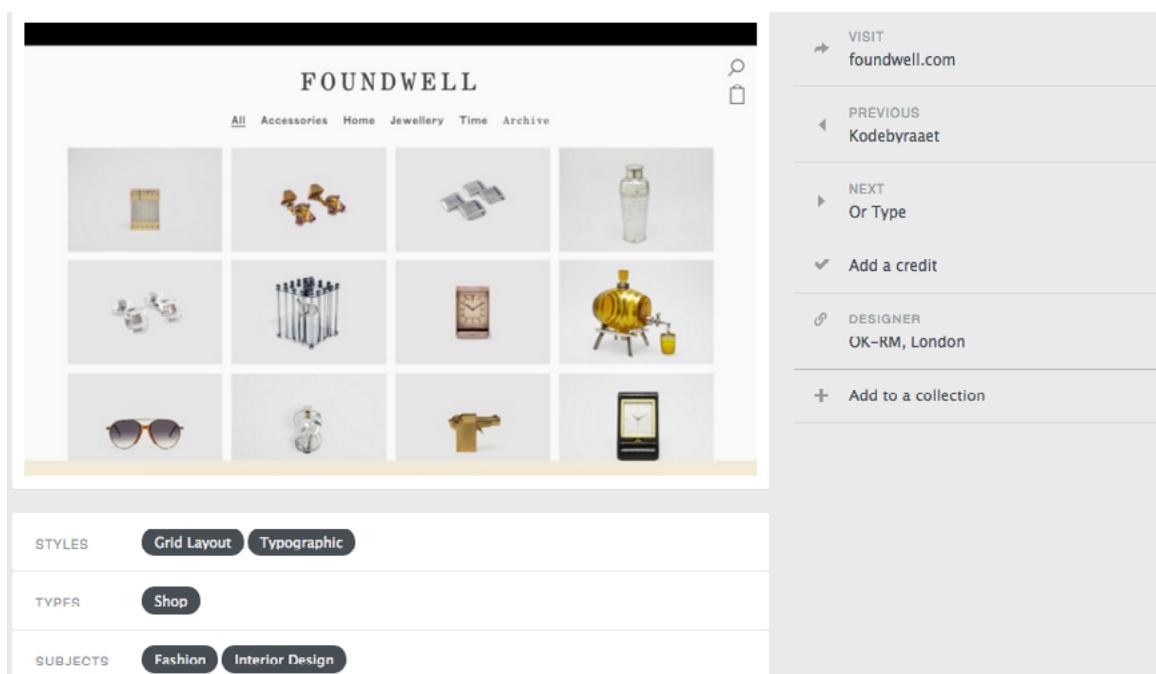
Write your answer, or answer later

**5 Answers**

**Sanket Shah, Electronics Engineer**  
770 Views

- A standard box of oranges weighs **40-41 KG**.
- That box when extracted by a processor will generate **80-80 Litres of**

## SiteInspire (via Foundwell)



### 1. Problem

Content is so broad that users don't want to skim through it all.

### 2. Solution

Organize content into categories with “tags” so users can find what they’re looking for quickly.

This pattern is an effective way to reduce search time with lots of content, namely for sites with user-generated content. For such sites, users can tag their own content, giving them more control and allowing them to better ensure that their content is seen by their target audience.

Additionally, this makes it easier for the site to recommend similar content under the same tags. If the user often visits posts tagged

“romance novels,” it’s a safe bet to suggest other popular posts with the “romance novels” tag.

### 3. Tips

- Include tags in the onboarding process to familiarize users with them. Often, one of the early prompts when setting up a new profile is to follow a minimum requirement of tags. This helps the system populate the user’s timeline early on, before they have time to fine-tune it.
- Avoid write-in tags – these lead to overlaps, such as “comedy” and “humor.” An obvious exception would be [Twitter](#)’s hashtags... but those are a whole other thing on their own.
- When listing a post’s tags, make each tag clickable so users can visit the root pages.

## Activity Feed (News Feed, Activity Stream)

### Product Hunt

**TODAY** October 27th **FEATURED**

---



▲ 333

**Aerial**  
A beautiful aerial screensaver for your Mac  
MAC



▲ 316

**Git2Go**  
The Git client for iPhone and iPad you always wanted  
IPAD IPHONE



▲ 287

**500 Miles**  
Discover breakout tech companies and get hired by them  
ANDROID IPHONE WEB



▲ 225

**neatly.io ★**  
Your business data neatly under one roof  
WEB

### Web Designer News

**LATEST** MOST VOTED MOST SHARED MOST CLICKED MY FAVORITES **ALL**

---



18

**Keep designing with any Apple device, without help from IT. Manage your first 3 devices for free [ad]**  
BUSHEL.COM



0

**Vue.js - Reactive Components for Modern Web Interfaces**  
VUEJS.ORG COMMENTS 2.2K SHARES 4 MIN AGO REPORT



3

**Kill your Blog: Why Side Projects are the Future of Marketing**  
BLOG.CREW.CO COMMENTS 22 SHARES 16 MIN AGO REPORT



8

**A Look Under the Hood of Foundation 6**  
ZURB.COM COMMENTS 536 SHARES 37 MIN AGO REPORT



8

**SVG Caffe**  
CODEOPEN.IO COMMENTS 19 SHARES 1 HOUR AGO REPORT



2

**Topcoder - Everyday is a Brand New Hackathon**  
TOPCODER.COM COMMENTS 16.1K SHARES 1 HOUR AGO REPORT



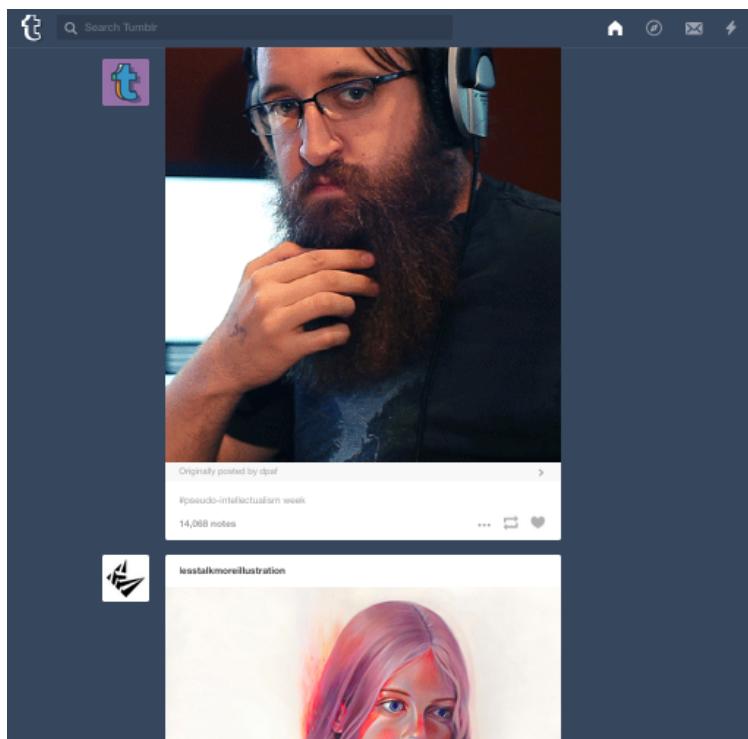
5

**Artist Begins '100 Days Nothing Challenge' on Dribbble**  
DRIBBBLE.COM COMMENTS 27 SHARES 1 HOUR AGO REPORT

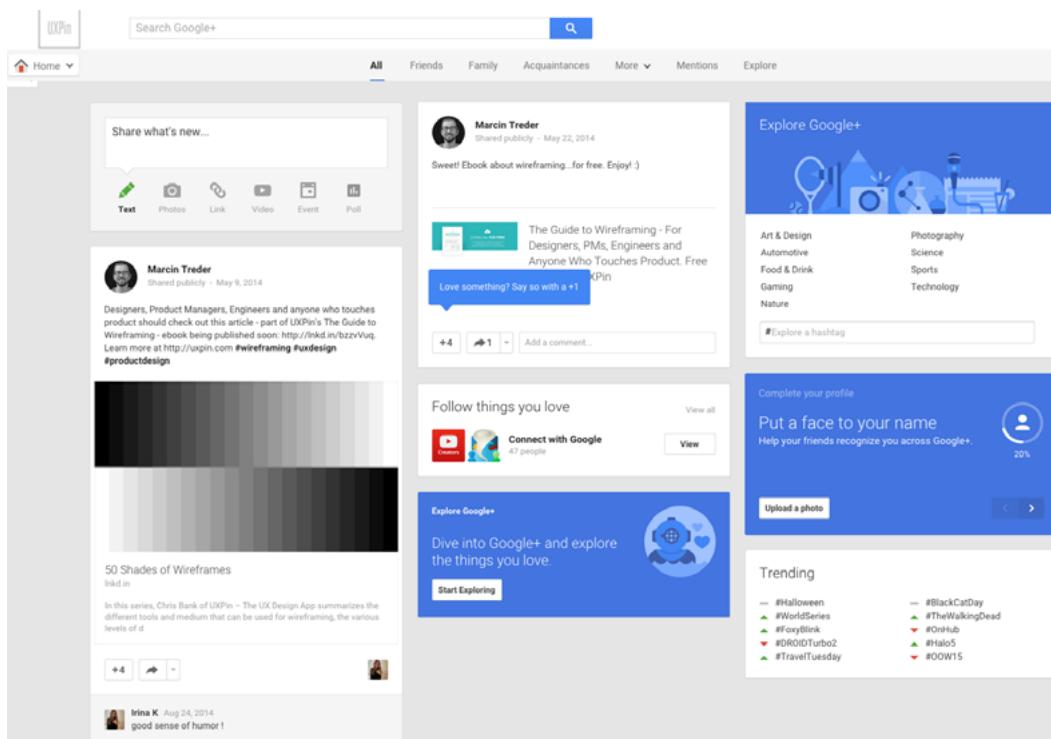
## Facebook



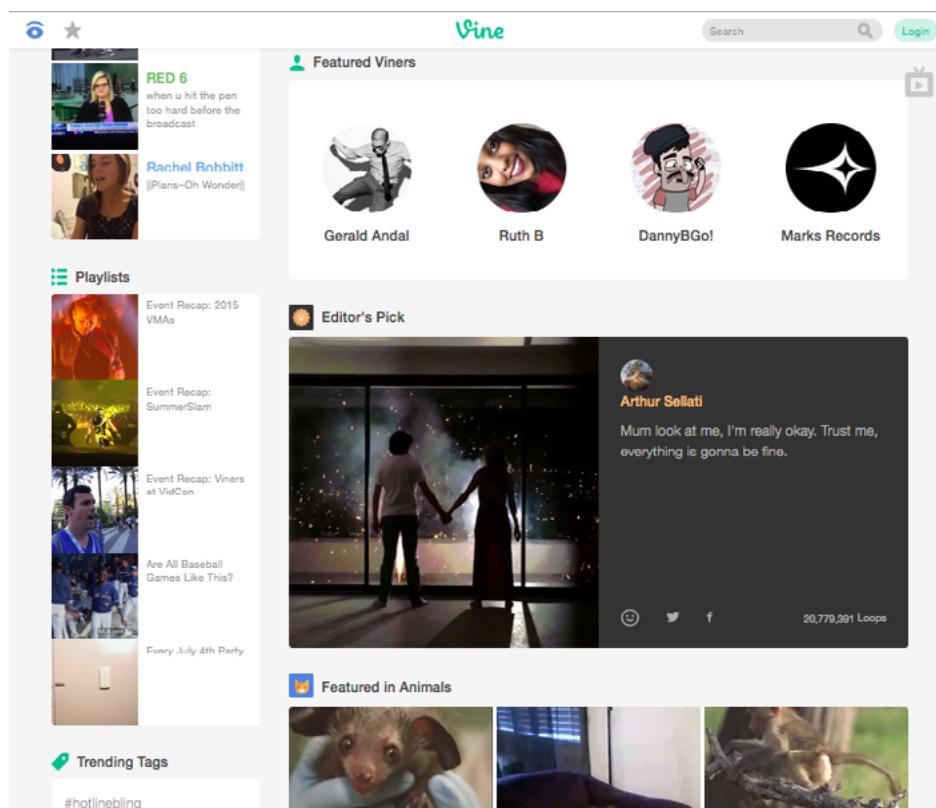
## Tumblr



## Google Plus



## Vine



## 1. Problem

Users want to stay updated on site activity.

## 2. Solution

The activity feed is, for most social media sites, the reason people use it. These are populated by friend activity or activity within the user's chosen fields, such as new posting in [Vine](#) under Animals. Most of the time, users never leave the [Facebook](#) feed page, scrolling down for hours.

In order for an activity feed to work, there must be plenty of new content. In other words, if user activity is sparse, an activity feed is ineffective.

Activity feeds don't always need to be user posts. [LinkedIn](#), for example, informs users within the main feed when their friends update their profile, share or comment on other posts, or make new connections. [Vine](#) advertises featured content and users.

## 3. Tips

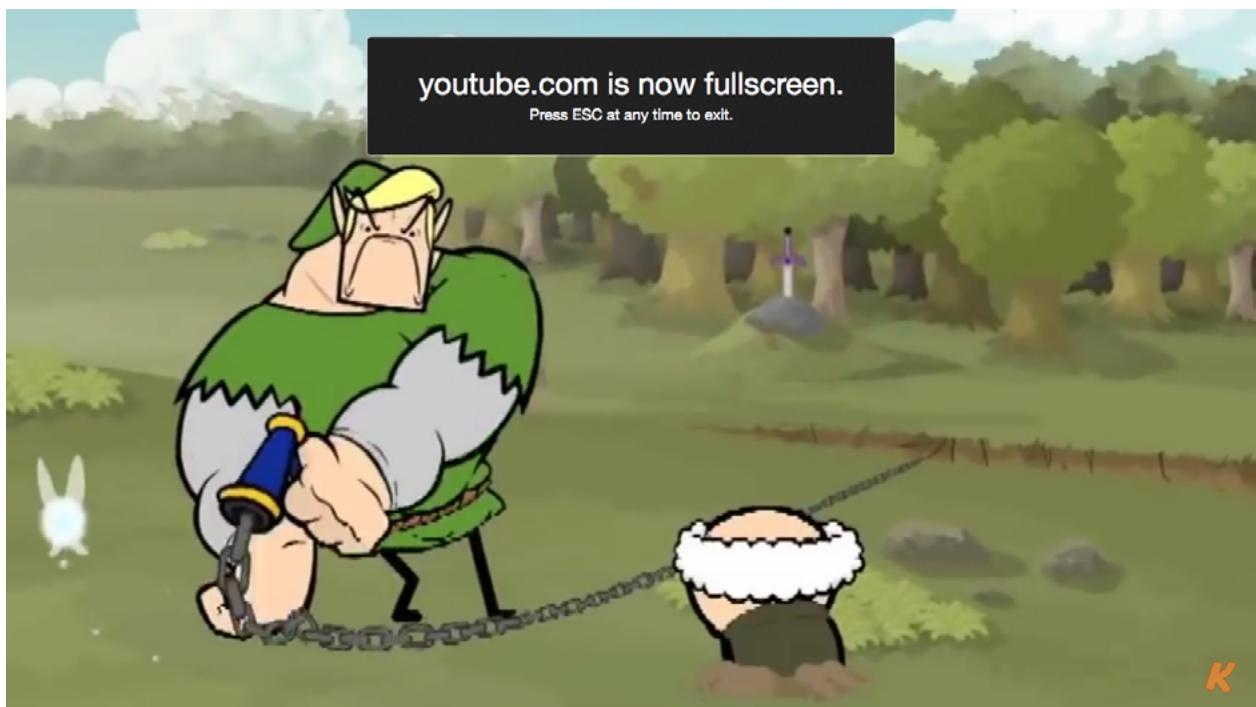
- When there are interaction options such as liking or commenting, cards work best since they section off content from each other.
- When onboarding, use dummy content, from a generic friend or something like this. This gives new users an impression of how the activity feed works and teaches the guidelines.

## Full-Screen Modes

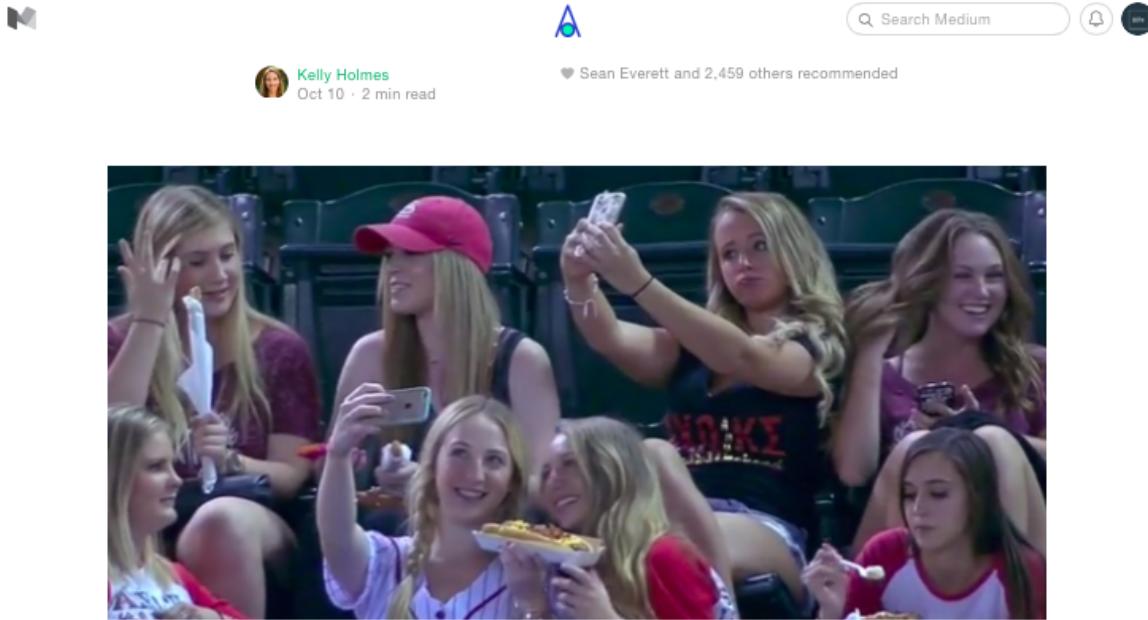
### Hulu



### YouTube



## Medium



### What you need to know about those “selfie girls”

There's this thing we do lately. Parents shame their kids on Facebook or YouTube when they step out of line, people shame moms for nursing their hungry babies in a restaurant, and on and on, and now THIS.

Maybe you watched this video when it came across your feed. And maybe you rolled your eyes or shook your head at how the girls behaved during the

2,460 92

Kelly Holmes · Follow

## 1. Problem

Content is hard to view because of size or because other screen elements are distracting.

## 2. Solution

Full-screen mode puts content front and center and removes any potential distractions.

While a must-have for video sites like [Hulu](#) and [YouTube](#), this option can also be effective on other content-heavy sites as well.

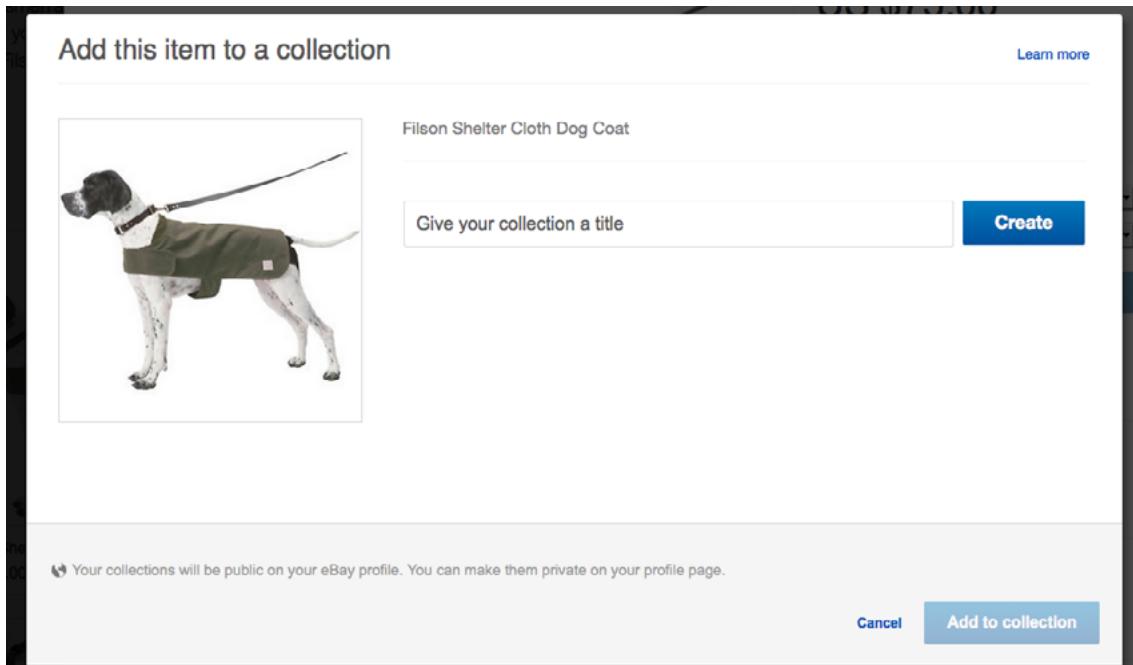
Medium, for example, strips away the sidebars and provides a somewhat empty wide space when users select a post – this lets them focus exclusively on the writing.

### 3. Tips

- Automatically switching to full-screen mode is useful when users click on images or video within other content.
- If your site is strictly for videos, an automatic full-screen mode saves users a step.

## Customized Collections/Grouping

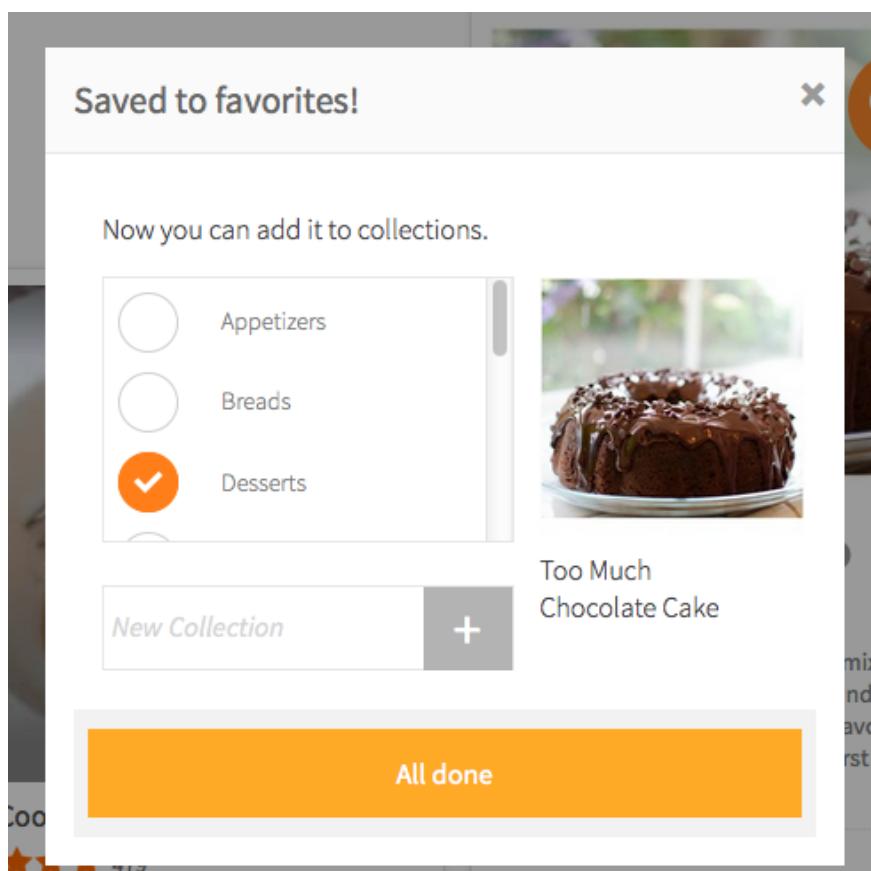
### eBay



### Google+

The screenshot shows the Google+ "Your circles" dashboard. At the top, there are navigation links: "People", "Find people", "Your circles" (which is underlined), and "More". Below the navigation is a search bar with the placeholder "Type a name". The main area displays several cards: "Add a person" (with a plus icon), "Duder duderson" (with a photo of a couple), "Mike Bridges" (with a photo of a man), "Illicit Magazine" (with a logo and a photo of a person), "Anna Maria Gross" (with a photo of a person), and "Michael K" (with a photo of a sunset). Below these cards is a section titled "Drag people to your circles to follow and share" with a cursor icon. At the bottom, there are five circular buttons representing different connection types: "Friends" (green, 5 members), "Family" (orange, 1 member), "Acquaintances" (purple, 0 members), "Following" (blue, 1 member), and a large gray "+" button.

## Allrecipes



### 1. Problem

Users are not satisfied with the default groupings.

### 2. Solution

Give users more power with customized collections. This gives them the option to create their own groups, and organize content within them.

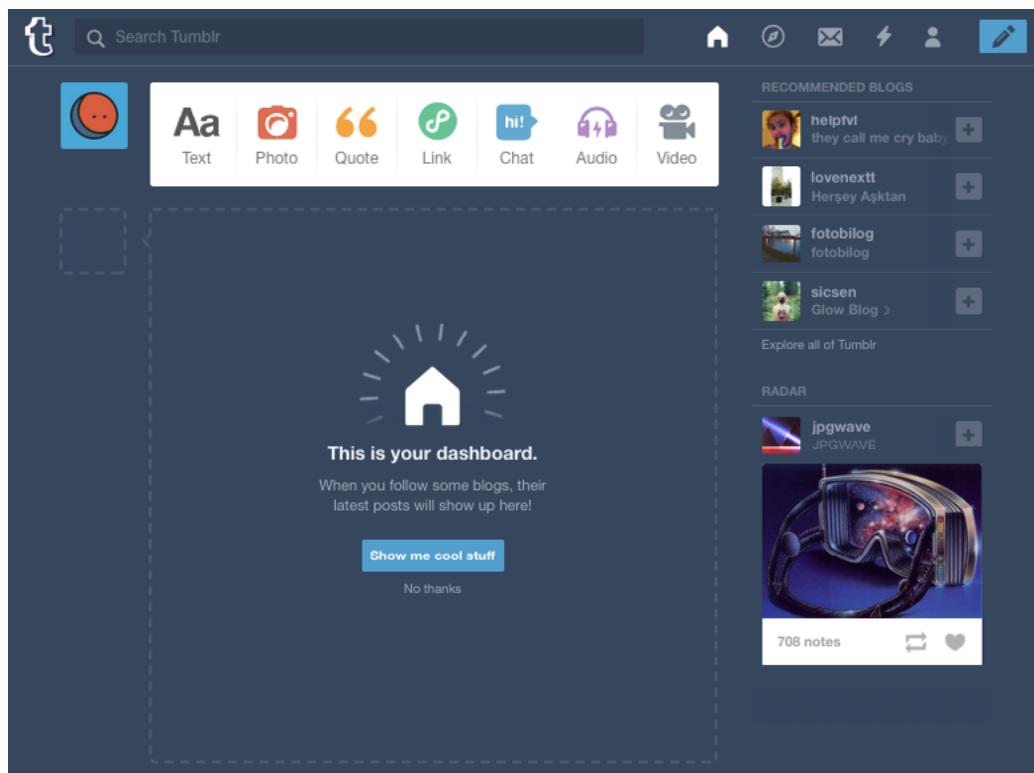
This pattern is an extension of the favorites pattern above. It serves the same purpose, but with the added benefit of deeper user personalization: they create the grouping categories, according to their preferences.

### 3. Tips

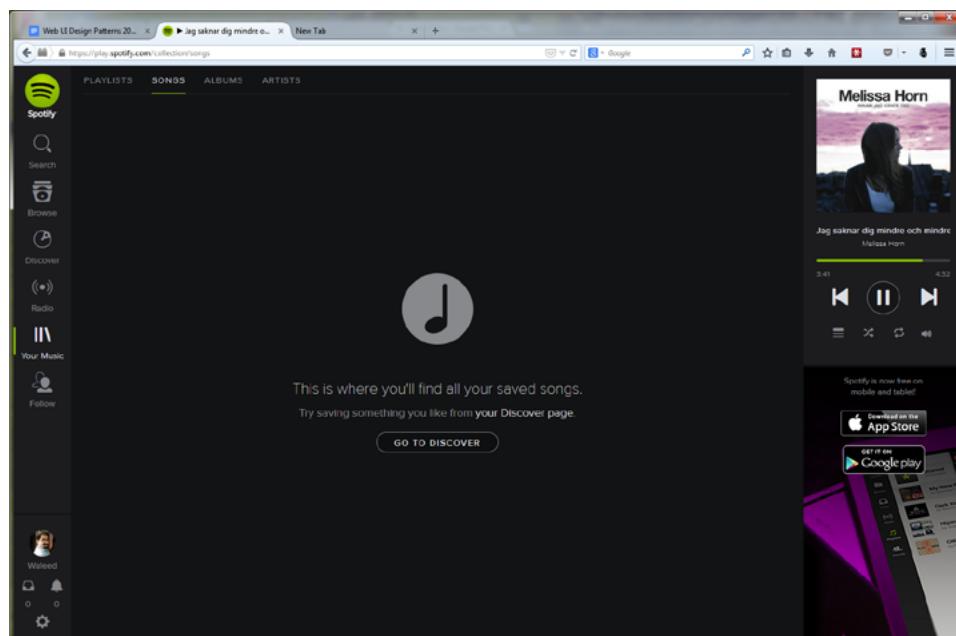
- This extends further than just post content. For example, [Google+](#)'s circles allows users to organize their friends into categories. This simplifies other actions: users can filter content, start chats, or send invitations to specific circles.
- It's not enough to offer different categories – you must allow users to create their own categories and name them.

## Empty States

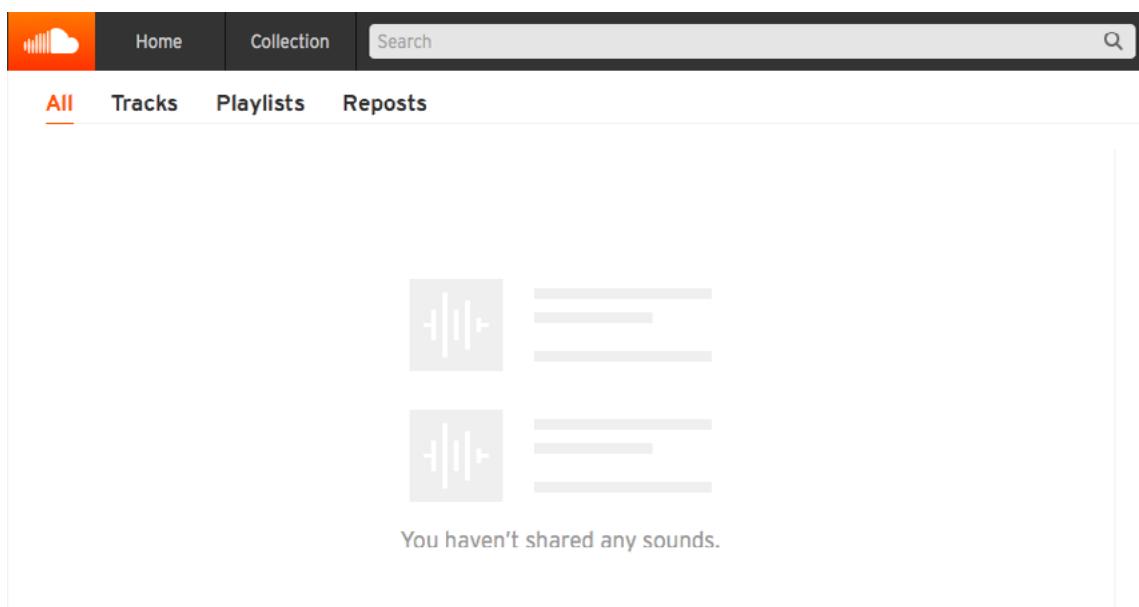
### Tumblr



### Spotify



## SoundCloud



### 1. Problem

New users need guidance upon their first interaction.

### 2. Solution

An alternative to the immediate immersion pattern, the empty state is a gentle guide to showing users how the site works and encouraging interaction. It's part instruction and part placeholder, and often features a call-to-action suggesting the user's next step.

In the onboarding period, after a user signs up but before they've figured out the basics, an empty state page can influence how the user interacts with the site.

### 3. Tips

- Empty states should never be completely empty: a placeholder image mimicking actual content sparks the user's imagination.

- Empty states can also show actual examples. To accompany the real examples, add instructions on how to populate content based on the user's own tastes.
- Check out Craig Dennis' [useful article](#) on Codrops about designing empty states. Then, take a look at the excellent examples on [Empty States](#).

## Accompanying Maps

### Trip Advisor

The screenshot shows a Trip Advisor page for Beijing. On the left, there's a sidebar titled "Map 8 Places" with five entries: "Beijing Botanical Garden" (Science Museums, Parks), "Fragrant Hills Park (Xiangshan Gongyuan)" (Parks), "Peking University (Beijing Da Xue)" (Educational sites, Bodies of Water), "Chaoyang Park" (Parks), and "Summer Palace (Yiheyuan)" (Architectural Building, Parks). Each entry has a small thumbnail image. At the top of the sidebar are "Save All" and "Print" buttons. To the right is a map of Beijing with several orange location markers. A lightbulb icon leads to a section titled "Lincoln C's City Tips" which contains the following bullet points:

- Purchase a trendy pollution mask to fit in with the locals, and protect your lungs!
- A lot of local residents practice Tai Chi, dance, or other activities in the parks — be respectful and ask before taking close-up pictures of them or joining their activity.
- If you feel adventurous, bicycles are a great way to explore the neighborhoods and parks dotted around the city.

### Yelp

The screenshot shows a Yelp search results page for "Best Tacos in Brooklyn, NY". At the top, it says "Showing 1-10 of 5835". Below that are filters: "\$", \$\$, \$\$\$, \$\$\$\$; "Open Now"; "Order Pickup or Delivery"; "Make a Reservation"; and "All Filters".

The main content area lists three taco places with reviews and maps:

- Pablico's Taqueria** (Ad) - Mexican food. Located in South Slope, Brooklyn, NY 11215. 9 reviews. A review from a user named "encourages me to buy more out of appreciation) tacos are really good. Buffalo chicken wrap wasn't too great but that's my fault. I should've known to just get tacos. Worth it X 1000".
- Lucha Lucha** (Ad) - Mexican food. Located in Bedford Stuyvesant, Brooklyn, NY 11216. 82 reviews. A review from a user named "San Diego Inspired Mexican food in Brooklyn. Carne Asada Fries and California Burritos! Tacos, Nachos, Rice Bowls and Quesadillas. Great atmosphere and always slammin' music!"
- Tacos El Bronco** - Mexican food. Located in Sunset Park, Brooklyn, NY 11220. 290 reviews. A review from a user named "The tacos here are some of the best I had in my area. Got two tacos for about 3 dollars. Which is a very good price. It was my first time trying them and I decided to buy spicy pork tacos..."

To the right of the list is a map of New York City with numbered pins (1-8) indicating the locations of the taco places. The map includes labels for Manhattan, Brooklyn, Queens, and the Bronx. A legend at the bottom right of the map says "Mo' Map" and "Redo search when map moved".

## Airbnb

The screenshot shows the Airbnb search interface for San Francisco. At the top, there's a search bar with "San Francisco, CA, United States" and a location pin icon. Below the search bar are filter options and a "Become a Host" button. The main content area shows four listing cards:

- \$991 Per month**: Pull out Queen sofa bed in living r Shared room
- \$726 Per month**: Twin Bed in Bright LivingRoom Shared room - 4.4 ★- 43 reviews
- \$917 Per month**
- \$1012 Per month**

To the right of the listing cards is a map of San Francisco with various neighborhoods labeled. Price markers are overlaid on the map, such as \$858 for North Beach, \$1022 for Haight-Ashbury, \$991 for the Mission, \$1043 for the Financial District, and \$726 for the Outer Mission. A legend at the bottom right indicates "Language and Currency".

## Foursquare

The screenshot shows the Foursquare homepage with a blue header bar featuring the Foursquare logo, a search bar, and "Log In" and "Sign Up" buttons. Below the header is a section titled "Suggestions for Top Picks near San Francisco" with a "Search this area" input field. A navigation bar below it includes "Show me:" dropdowns for "Specials", "Haven't Been", "Following", "Price", "Open Now", "Saved", and "Liked".

The main content area displays "It's early! Show me places that are:" followed by a "Open Now" button. Two sections of recommended places are shown:

- Asian Art Museum** (9.5) - 200 Larkin St (at McAllister St) Art Museum · View Prices
  - "Go on the first Sunday of the month for free admission." (5 tips)
  - "Maharaja Exhibit is great!" (3 tips)
- Good Vibrations** (9.8) - 603 Valencia St (at 17th St) Adult Boutique
  - "Super friendly and knowledgeable staff." (2 tips)

On the right side of the page is a map of San Francisco with numerous blue numbered pins indicating popular locations. The map labels neighborhoods such as NORTH OF PANHANDLE, LIGHT-ASHBURY, WESTERN ADDITION, CASTRO DISTRICT, MISSION DISTRICT, and POTRERO HILL. A callout box highlights the Asian Art Museum location.

## 1. Problem

User needs to know where relevant content is geographically.

## 2. Solution

Showing locations on a map is a lot more helpful than simply listing the address, as most users can better understand this information with a visual aid.

Typically maps are placed side-by-side with content lists so that users can compare quickly. This is more-or-less essential for sites that discuss places such as restaurants ([Yelp](#)), residences ([Airbnb](#)), or venues ([Foursquare](#)).

Accompanying maps work best when they're interactive and responsive to how users interact with the main content. For example, when users hover over an entry in [Yelp](#) or [Airbnb](#), the corresponding marker on the map changes color, establishing an instant connection. In [Foursquare](#), a window appears on the map with details about the location.

## 3. Tips

- Have interactions go both ways: for example, if users move the map, the content changes. [Airbnb](#) allows users to change or narrow now entries by moving or zooming in on the map.
- Because maps are a secondary aid, they're better situated on the right side, with primary content on the left.

# Chunking

## Vox

The screenshot shows the Vox website's homepage. At the top, there's a navigation bar with a search icon, social media links (Facebook, Twitter, YouTube, RSS), and a "TOPICS" dropdown menu. Below the header, there's a section titled "Latest News" featuring several small news cards. To the right of these cards are two large, prominent images of men: one of Ashton Carter and another of Elizabeth Warren. Below each image is a headline and author information. To the far right, there's a "Explainers" sidebar with a single article about Twitter stock.

Article Title	Author	Date
The new “three R’s” of America’s ISIS strategy, explained	Zack Beauchamp	ABOUT 4 HOURS AGO
The Senate just passed a bill that could help the NSA spy on you	Timothy B. Lee	ABOUT 3 HOURS AGO
How the Colorado GOP changed the nomination game		ABOUT 21 HOURS AGO
Twitter stock fell after weak third-quarter results. Here's why the company is struggling.		ABOUT 21 HOURS AGO
Tomorrow's Republican debate: start time, schedule, and what to expect		ABOUT 3 HOURS AGO
The new “three R’s” of America’s ISIS strategy, explained	Zack Beauchamp	ABOUT 4 HOURS AGO
The Senate just passed a bill that could help the NSA spy on you	Timothy B. Lee	ABOUT 3 HOURS AGO
The DraftKings and FanDuel employee betting scandal, explained		ABOUT 4 HOURS AGO
An NYPD officer’s murder made Bill de Blasio tough on crime. Here’s why that’s a problem.		ABOUT 4 HOURS AGO

## Kayak

The screenshot shows the Kayak website displaying price comparisons for three hotels in Beijing. Each hotel listing includes a thumbnail image, the hotel name, its rating, the average price across different platforms, and a "Select" button with a dropdown arrow.

Hotel Name	Rating	Avg Price	Platform	Action
The Regent Beijing	★★★★★ Excellent (9.3, 8,055 reviews)	\$159	Agoda.com	Select
Hilton Beijing Wangfujing	★★★★★ Excellent (9.2, 3,808 reviews)	\$282	KAYAK	Select
Holiday Inn Central Plaza Beijing	★★★★☆ Excellent – 9.0 (Top Business Hotel)	\$105	KAYAK	Select

## eBay

**Creepy Cute**

Check out these spooky clowns for a Halloween scare, like a vintage clown painting on velvet, an antique Schoenhut clown doll with a repainted face, or an A.C. Williams Co. cast-iron clown bank—plus a Talentoy clown marionette from [\[link\]](#)

17 items

\$6 - Up

[Shop now](#)

## Etsy

### Community Tastemakers

Get inspiration from these Etsy members' top picks.

**Martins' Favorites**  
8 items

**Kalyn's Favorites**  
2361 items

**Abi's Favorites**  
134 items

**Irina's Favorites**  
2299 items

## 1. Problem

Too much unorganized content is impossible to comprehend.

## 2. Solution

Based on [George A. Miller's work with short-term memory](#), chunking is an organizational method conducive to the human capacity for understanding.

Instead of displaying all the necessary content as is, “chunking” them into groups based on similarity helps the user comprehend what they’re looking at. For example, a 10-digit phone number might be too difficult to remember, so we group them into chunks of three and four.

For web design, chunking multiple items into groups allows designers to save space on the screen without losing content. In the [Etsy](#) example above, they are showcasing 16 different products – a large amount – but the screen does not appear busy.

## 3. Tips

- While the ideal number of “chunks” is contested, a reliable range is 3–6 as suggested by [UI Patterns](#).
- Chunking is popular with e-commerce sites, as they can showcase more products without overwhelming the user.
- Because of its roots in memory retention, chunking is especially useful for educational and learning sites.
- Avoid chunking with sites where users are looking for specific content. Chunking works best for suggesting undiscovered content.

# Context-Aware Content

## Facebook

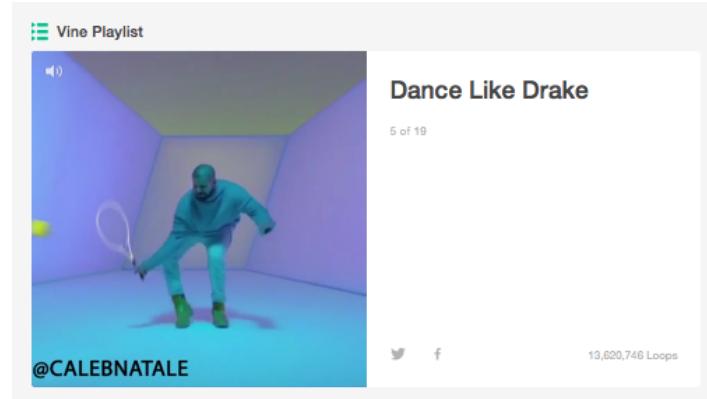
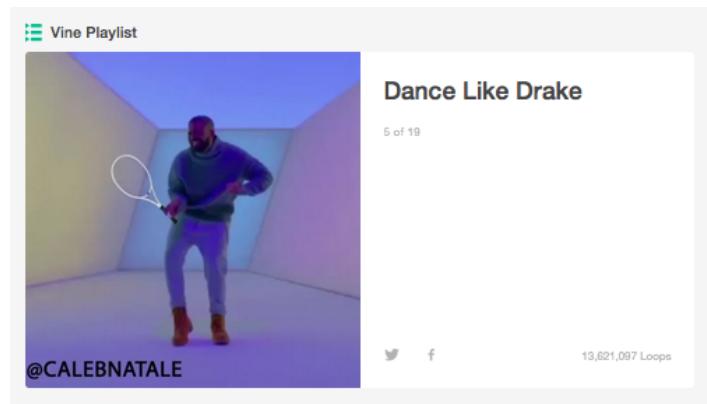
The screenshots illustrate how Facebook uses context-aware content. In the first screenshot, Heather Batmo Biel Doane shares a video of a dog barking. Michael Zucker comments on the post, asking if it was him. In the second screenshot, the video player shows a close-up of a white dog barking, with the play button visible.

## Bing Images

The search results page for 'context-aware content' on Bing Images shows several relevant results. One result is a diagram titled '4 Steps To Context Aware Content' showing a flow from 'Data Sources' to 'Data Integration' to 'Context-aware Processing' and finally 'Value Delivery'. Another result is a diagram titled 'Device Awareness' showing a flow from 'Your PAST' to 'Your PRESENT' to 'Your NEXT' through various data sources like 'Location', 'Time', 'User', etc. A third result is a slide titled 'Lecture 9: Context-Aware Technologies, Systems and Applications' with a blue background and white text. A fourth result is an HP logo with the text 'HP Autonomy Partner 2014'.



## Vine



## 1. Problem

The preferred settings of the content change based on the context.

## 2. Solution

Anticipate your user's preferences by changing the content based on the content.

More often than not, this relates to videos and autoplay: videos remain paused when users are likely not interested, but play automatically when context suggests they are, thus saving them the step of pressing play.

[Facebook](#) pauses videos during the scroll, but autoplays them when they remain still at the center of the screen. When scrolling, users are likely searching for content that interests them, but when videos remain on the screen, it usually means the user wants to see them (or may even entice them to stay and watch). [Vine](#), however, waits until users hover over the content to play it.

[Bing Images](#) uses this pattern well: when browsing, images remain small so that more fit on the page. Yet when the user finds an image they like, hovering over it makes it bigger, so they can study it better.

## 3. Tips

- Hovering is a clear indicator of interest. If you're unsure, change the content behavior as users hover over items.

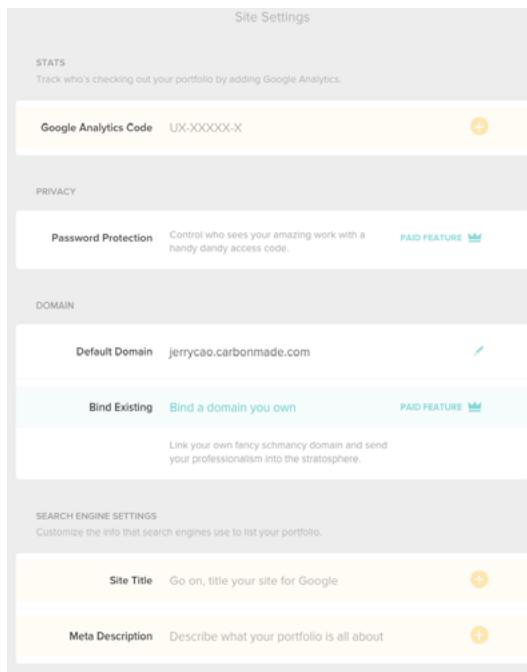
Design web prototypes faster with [UXPin](#) (1000+ built-in elements)

# Data Management

Settings	73
Search Filters (Advanced Search)	76
Stats / Dashboards	79
Pricing Tables	82
Autosave	85
Action Context	87

# Settings

## Carbonmade



## Etsy

The screenshot shows the 'Preferences' tab of the Etsy account settings. It features a sidebar with links like 'Purchases & Reviews', 'Public Profile', 'Settings', 'Apps', 'Prototypes', 'Sign Out', 'Promote', and 'Etsy Mini'. The main area contains sections for 'About You' (Name: Jerry Cao, Username: jerrycao1, Member since August 26, 2015) and 'Connected Accounts' (Facebook connected as Jerry Cao, Google+, Twitter). A 'Password' section with fields for Current Password, New Password, and Confirm New Password is also present.

## Medium

**EMAIL SETTINGS**

**Your email** | Save Cancel

---

**Email notifications on your content**  
We'll email you when there's notifications on your stories and publications.

On Off

---

**Email social notifications**  
We'll email you when people follow you on Medium.

On Off

---

**Email mention notifications**  
We'll email you when people mention you in their stories on Medium.

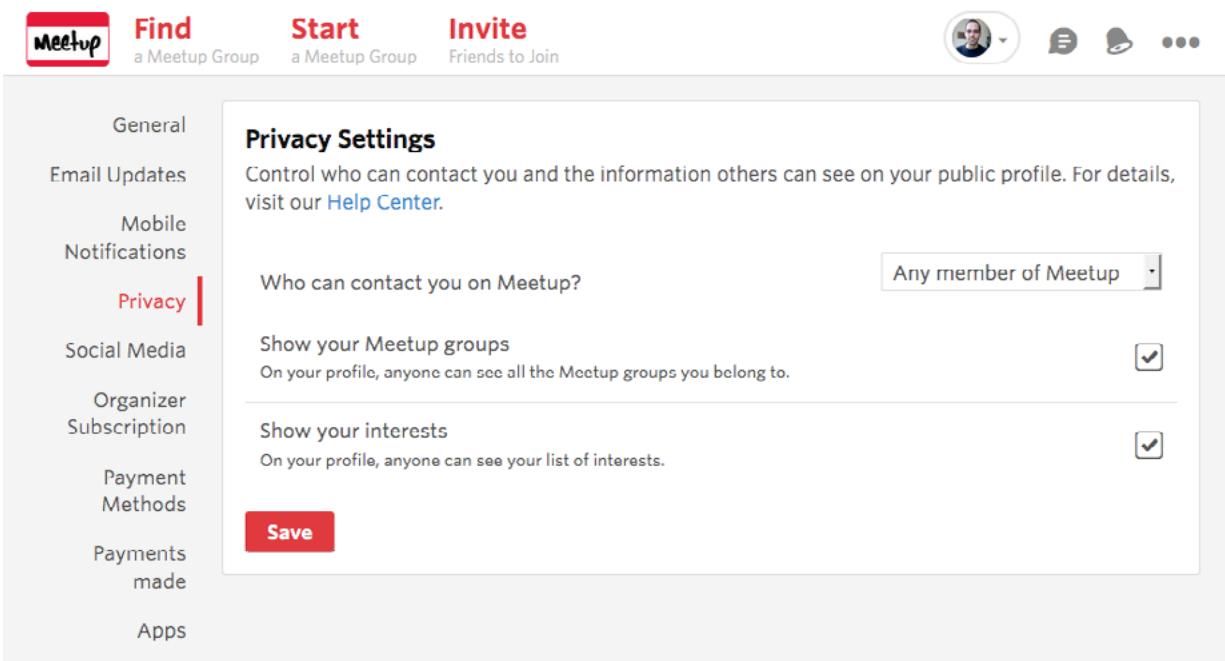
All Network Off

---

**Reader and writer digests**  
We'll email you with new stories written and recommended by people you follow on Medium.

Daily Weekly Off

## Meetup



The image shows the Meetup website's privacy settings page. At the top, there are navigation links: 'Find a Meetup Group', 'Start a Meetup Group', and 'Invite Friends to Join'. On the right, there are user profile and message icons.

The left sidebar contains a vertical menu with options: General, Email Updates, Mobile Notifications, **Privacy** (which is currently selected), Social Media, Organizer Subscription, Payment Methods, Payments made, and Apps.

The main content area is titled 'Privacy Settings' and includes a sub-section: 'Who can contact you on Meetup?'. A dropdown menu shows 'Any member of Meetup' with a downward arrow icon.

Below this, there are two additional settings sections:

- 'Show your Meetup groups': A checkbox is checked, with the note 'On your profile, anyone can see all the Meetup groups you belong to.'
- 'Show your interests': A checkbox is checked, with the note 'On your profile, anyone can see your list of interests.'

A red 'Save' button is located at the bottom of the form.

## 1. Problem

Users are not satisfied with the default settings.

## 2. Solution

Give users the option to change settings to their own preferences.

A setting section is a common addition to user's profile.

Some usual setting sections include:

- email settings
- privacy options
- social media account connections
- subscription or payment options
- display preferences
- mobile connections

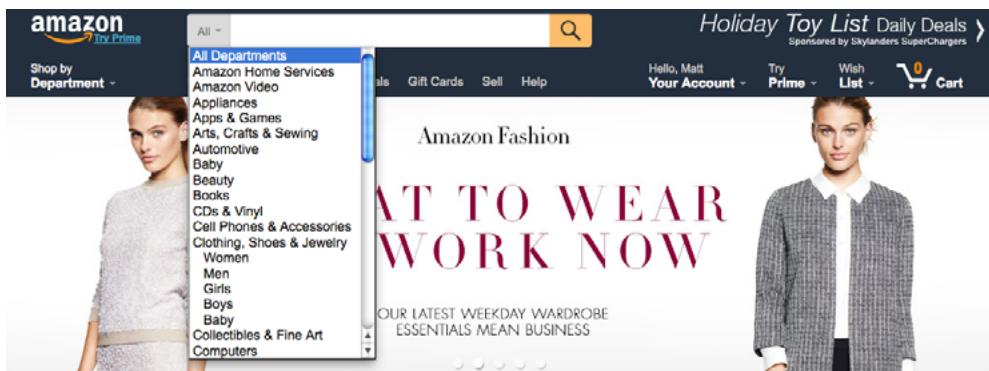
Allowing your user to customize the site to their specifications makes it feel more personal to them, and also prevents annoyances like too many emails.

## 3. Tips

- If you offer a lot of customizable options, chunk up the settings section into separate subsections. For sites with categories of options (like [Etsy](#)), add separate tabs.
- Give your user instant feedback when their settings have been updated. A quick message like “settings saved” puts users at ease.

## Search Filters (Advanced Search)

### Amazon



Show results for

Appliances  
 Beer Keg Refrigerators

Refine by

**Color**



**Delivery Day**

Get it Today  
 Get it by Tomorrow

**Amazon Prime**

Prime

**Eligible for Free Shipping**

Free Shipping by Amazon

**Feature Keywords**

Stainless (206)  
 Full Size (96)  
 Twin Tap (88)  
 Quarter (52)  
 Portable (43)  
 Under Counter (25)  
 Outdoor (24)  
+ See more

**Featured Brands**

EdgeStar (33)  
 Nostalgia Electrics (5)  
 Coldtower (3)  
 Versatile (2)  
 KegerMaster (1)  
 Kegco (75)  
 Igloo (4)  
+ See more

**Avg. Customer Review**

& Up (39)  
 & Up (60)  
 & Up (83)  
 & Up (87)

**New Arrivals**

Last 30 days (2)  
Last 90 days (31)

**International Shipping**

AmazonGlobal Eligible

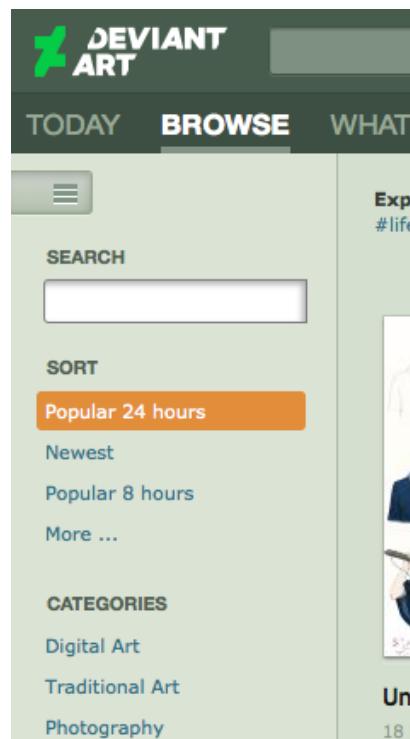
**Price**

Under \$25 (38)  
\$25 to \$50 (29)  
\$50 to \$100 (32)

## Yelp

The screenshot shows the Yelp search filters interface. At the top, there's a row of buttons for sorting by Best Match, Highest Rated, or Most Reviewed. Below this are sections for Cities (Mountain View, San Jose, Santa Clara, Fremont, More Cities), Distance (Bird's-eye View, Driving (5 mi.), Biking (2 mi.), Walking (1 mi.), Within 4 blocks), Price (\$, \$\$, \$\$\$, \$\$\$\$), Features (Order Pickup or Delivery, Make a Reservation, Good for Dinner, All Filters), and Category (Chinese, Mexican, Japanese, Indian, More Categories). There are also links for More Features and More Cities.

## DeviantArt



### 1. Problem

There is so much content that regular searches aren't effective enough.

### 2. Solution

Incorporate search filters – these secondary search options allow users to narrow down the field.

Search filters enable searching two (or more) dimensions at once. For example, [Yelp](#) features different search bars for place and for type of food/restaurant. This pattern often incorporates categories or tags, if available.

[Amazon](#), with products of every type, eliminates false leads with sectional searching. [DeviantArt](#) uses categories as well as sorting options based on time and popularity.

### 3. Tips

- Combine this pattern with the tagging pattern for the best results.
- The more search filters, the better, as long as you stay within your site's capabilities. [Amazon](#)'s filters include color, delivery date, keywords, brand, ratings, price, discounts, etc.

## Stats / Dashboards

### Salesforce IQ

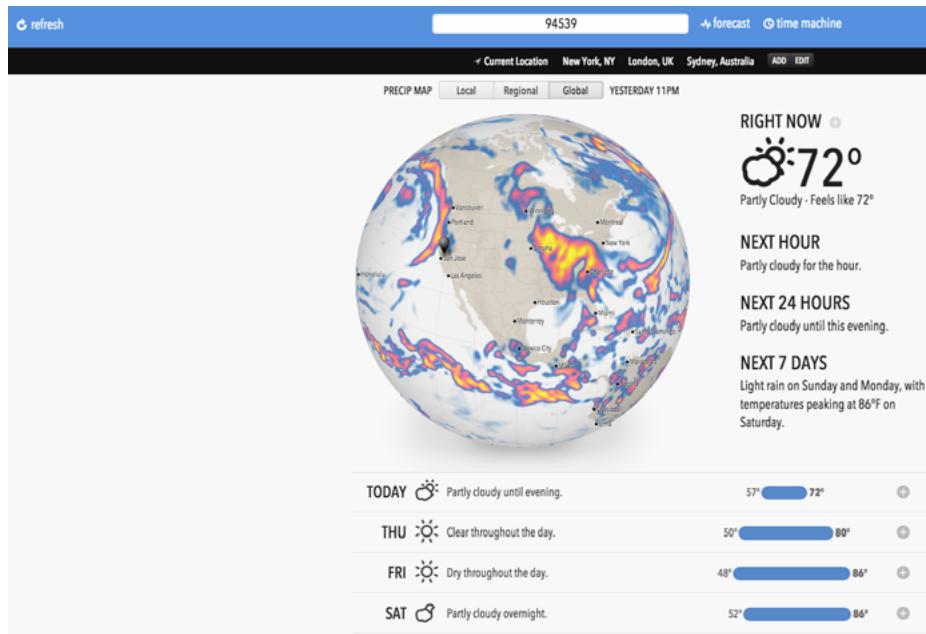
The screenshot shows the Salesforce IQ interface with the 'Reports' tab selected. On the left, a sidebar lists various report categories: Publishers, Activity, Pipeline, Sales, and others. The main area displays the 'Activity Leaderboard' for the period from July 1, 2015, to October 28, 2015. A large blue bar chart represents total activity for 'Jerry Cao'. Below the chart is a detailed table showing activity counts by type (Emails, Calls, Meetings, Follow-ups) and author (Total Activity vs. Jerry Cao).

	Emails	Calls	Meetin...	Follow...
Total Activity	312	0	1	0
Jerry Cao	312	0	1	0

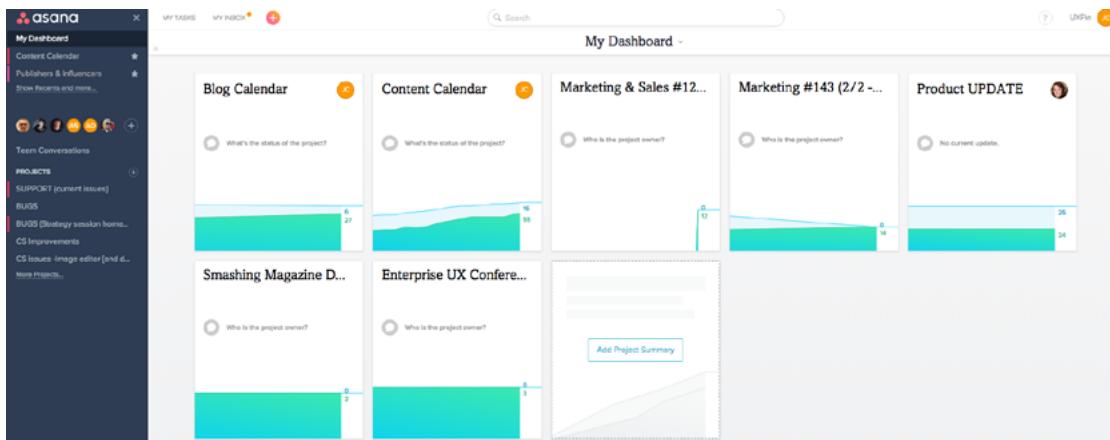
### CNN

The screenshot shows the CNN Money Markets page. At the top, there are three main index tickers: Dow +1.13% (17,779.52 / +198.09), Nasdaq +1.30% (5,095.69 / +65.54), and S&P +1.18% (2,090.35 / +24.46). Below these are sections for 'Most Popular Stocks' (Walgreen, Rite Aid Corp, Northrop Grumman, Bank of America, Apple) and 'Key Stats' (10-year yield, Oil, Yen, Euro, Gold). To the right is a 'Top Stories' section featuring an image of two boxing gloves (one red, one blue) and the headline 'Democrats vs. Republicans: Who's better for stocks?'. Other stories include 'Fed keeps interest rates near zero', 'No Kisses for Hershey on National Chocolate Day', and 'Billionaire Carl Icahn wants 3 AIGs'.

## Forecast.io



## Asana



### 1. Problem

The user wants to digest data at a glance.

### 2. Solution

Present user's stats in a conveniently placed dashboard. Dashboards work on different levels, first by giving the user a feeling

of control, and also by compensating for their limited short-term memory.

Some sites, like [Twitter](#), make this information obvious by displaying it front and center on the user's profile page. Others, like the examples above, dedicate a separate page.

### 3. Tips

- To improve the comprehension of your dashboard visuals, follow [the Gestalt laws mentioned in this UX Mag piece](#).
- Design the dashboard around a single goal. Prioritize around this goal, and edit ruthlessly. For instance, [Asana](#) focuses on project management, so it makes sense that the overview shows only project completion over time.
- Group related data together to establish connections. This can be with a category title like [CNN Money](#) or strictly visually, like [Forecast.io](#). A common pattern is an overview tab with additional category tabs.

## Pricing Tables

### Shopify

The screenshot shows the Shopify homepage with a dark header containing the Shopify logo, navigation links (Ways to sell, Pricing, Blog, More), and user options (Log in, Get started). Below the header, a large call-to-action button says "Set up your shop, pick a plan later". A sub-section below it says "Try Shopify free for 14 days, no credit card required" with a "Start your free trial" button. The main content area features a comparison table for five plan levels: Lite, Basic, Pro, and Unlimited.

	Lite	Basic	Pro	Unlimited
Start small without an online store	Start small without an online store	Sell with your own online store	Take your business to the next level	Experience the best of Shopify
<b>WAYS TO SELL</b>				
Online store	–	✓	✓	✓
Point of Sale	✓	✓	✓	✓
Facebook	✓	✓	✓	✓
Pinterest	–	✓	✓	✓
Shopify Buy Button	✓	✓	✓	✓
Retail package	+ \$40	+ \$40	+ \$40	+ \$40

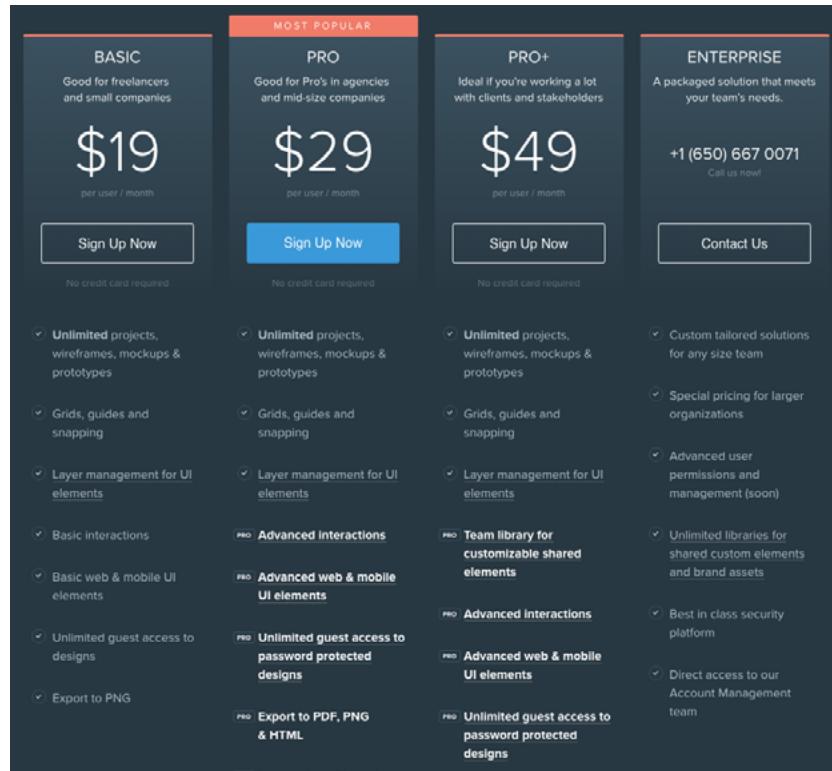
### Hulu

The screenshot shows the Hulu pricing page. It features a "Get one week free, on us." offer and a "START YOUR FREE TRIAL" button. To the right is a comparison table for two plan types: "Limited Commercials" (\$7.99/month) and "No Commercials" (\$11.99/month). The table lists various features with checkmarks indicating availability.

	Limited Commercials \$7.99/month	No Commercials \$11.99/month
Unlimited Access to Hulu's Library of Great TV and Hit Movies	✓	✓
Current-Season Episodes – Available Next Day	✓	✓
Watch on TVs, Phones, Tablets, Game Consoles, and PCs	✓	✓
SHOWTIME® Add-on Available	✓	✓
HD Available*	✓	✓
Switch Plans at Any Time	✓	✓
Commercial Free		✓

\*High-definition availability is subject to your Internet service and device capabilities. Not all content available in HD. See Help for more details.

## UXPin



## Team Treehouse

The Team Treehouse pricing page shows two main plan options:

- Basic Plan**: \$25/mo. Includes: Learn projects with access to 1000+ videos; Practice live with our Code Challenge Engine; Get help in our members-only forums. [Start your free 14 day trial](#).
- Pro Plan**: \$49/mo. Includes: Learn projects with access to 1000+ videos; Practice live with our Code Challenge Engine; Get help in our members-only forums; Watch talks from industry leaders; Enjoy exclusive bonus content; Download videos for offline learning. [Start your free 14 day trial](#).

## 1. Problem

Users want to know different tiers of pricing.

## 2. Solution

Organize your data into tables for improved comprehension and therefore conversion.

When two or more plans have multiple differences in features, laying everything out in a grid makes it easier and faster for users to compare and chose the selection best for them, especially if they're only interested in one unique feature. Users can scan quickly for the information relevant to them.

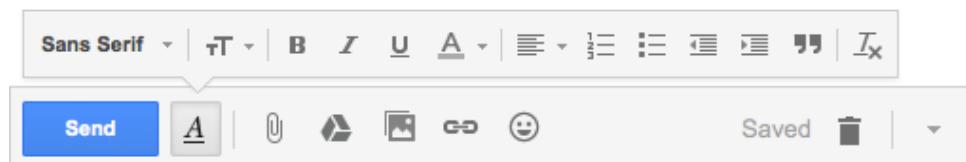
For sites with more than two options, this pattern works best, as it emphasizes the differences.

## 3. Tips

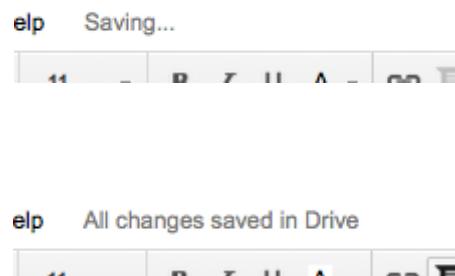
- Maintain congruency between the options. Either create a chart with yes/no markers ([Hulu](#)), or keep related features on the same line ([GoDaddy](#)'s increasing GB of disk space) or same typography ([Squarespace](#)'s faded basic inclusions).
- Highlight a preferred plan for users. For example, a “most popular” tag helps guide your user’s decision.
- To entice users into buying annual plans, make the dollar amounts decrease as they switch from the monthly pricing view to the annual pricing view.
- Link or feature customer testimonials on pricing pages to build trust. If room allows, you can also add logos of prominent companies.

## Autosave

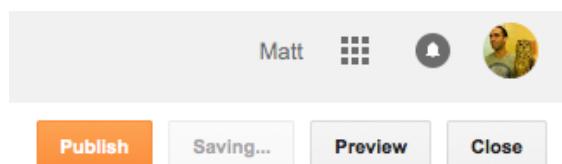
### Gmail



### Google Docs



### Blogger



## 1. Problem

User forgets to save their data, or doesn't want to worry about doing so.

## 2. Solution

An autosave feature prevents accidental data loss, and puts the user at ease. As long as it's not intrusive, users generally prefer having it, even if at times it's unnecessary.

### 3. Tips

- As a general rule of thumb, implement autosave if users are normally typing more than one paragraph.
- Autosave should be subtle, but not invisible. Users should know it's there without it distracting them. Notice in the examples how the autosave text is in a place with visibility, but with gray text.
- Some sites include an additional save button for extra user security and control.

## Action Context

### Netflix



### Booking.com

**CVK Park Bosphorus Hotel Istanbul**

2014 ★★★★ 4683 reviews

Beyoglu, Istanbul – Subway Access

Last booked: 2 hours ago

Twin/Double Room  
We have 3 rooms left!  
There are 18 people looking at this hotel.

Price for 30 nights  
TL 19,732

[Choose your room >](#)

### Amazon

Inspired by Your Wish List [See more](#)

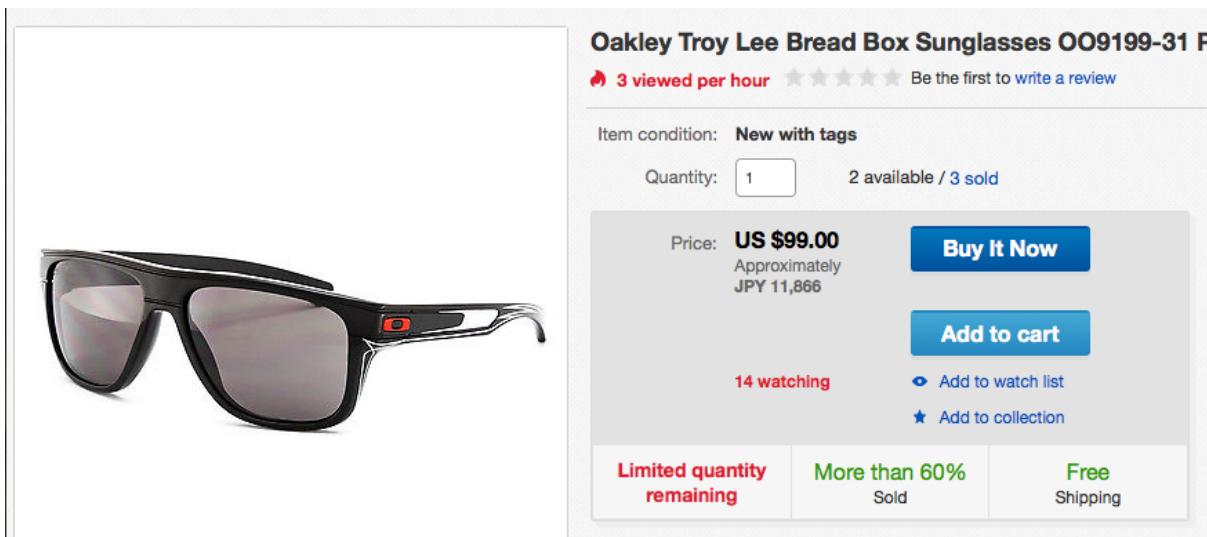
More Than 250,000 Games & Apps

Seller Spotlight  
Helping after Nepal's quake

Inspired by Your Browsing History [See more](#)

1 2 3 4 5

## eBay



### 1. Problem

The user doesn't know the full effects of their action.

### 2. Solution

When it's not evident on its own, say straight-out what your user can expect from their actions. This pattern is about explaining how the site works by adding context, and perhaps eliciting more interaction in the process. These explanations generally fall into one of two categories:

1. How a user's action affects other areas
2. Using circumstances or other users' actions to explain context

[Netflix](#) makes good use of the first strategy. Their intricate recommendations system based on user ratings is one of their main draws, and Netflix is completely open about how it works. Aside from using phrases such as "Because you liked..." or "Because you watched..." they also encourage deeper involvement by offering

specific recommendations in exchange for rating a recently watched title. This openness creates the context that lets users know that certain actions, rating and watching, will ultimately benefit them with smarter recommendations.

Context also works as [a sales tactic](#) for producing urgency or desire. [Booking.com](#) uses action context to show how frequently a listing is booked and how many people are currently looking at it – both related to desirability. A red warning also appears if a listing is close to selling out, an ultimate display of using context to spark action. [eBay](#) also raises urgency with stats about how frequently an item is viewed, the number of other watchers, and the percentage still available.

[Amazon](#) does both at the same time. They offer different categories of recommendations from items the user viewed, bought, added to their wish list, or from their browsing history. On the same screen, a sidebar promotes the best-selling items other users bought.

### 3. Tips

- Sharing everything with your user would take too much space. Pick and choose what would be helpful by asking yourself “How would knowing this improve the user’s decisions?”
- It isn’t always self-explanatory how recommendations are created, which means users might not trust the design’s intent. If your user knows the action context, they will feel more in control of their site experience.

- An attention-grabbing color like red increases the urgency and helps the message stand out

Design web prototypes faster with UXPin (1000+ built-in elements)

# **Scrolling**

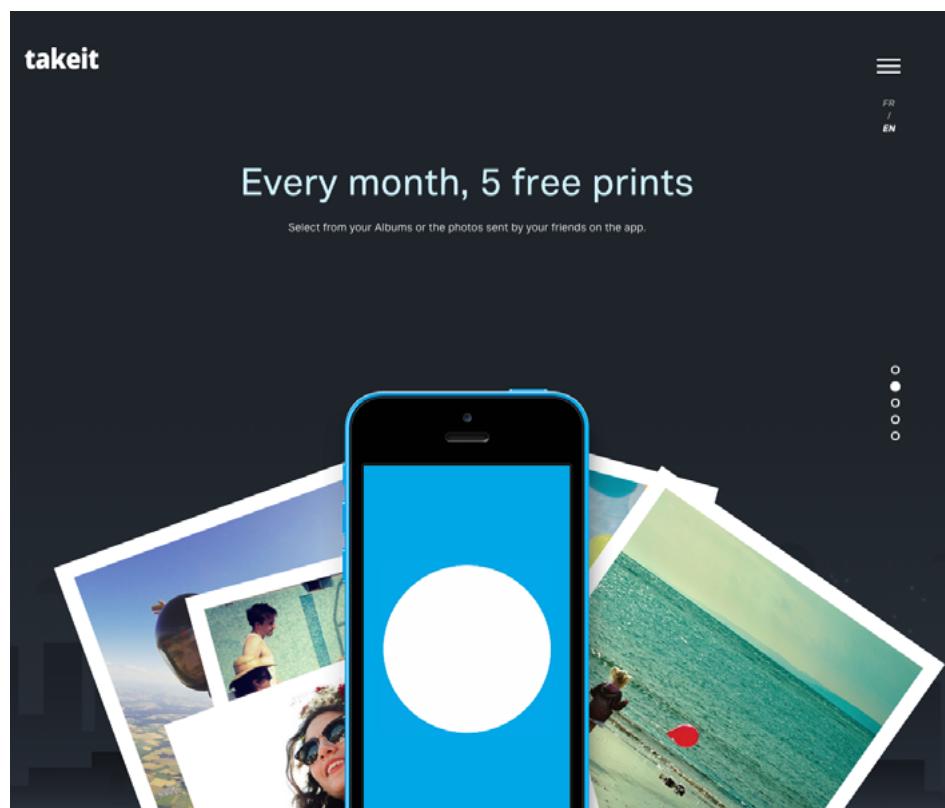
Long Scrolling	92
Fixed Long Scrolling	96
Infinite Scrolling	98
Parallax Scrolling	102

## Long Scrolling

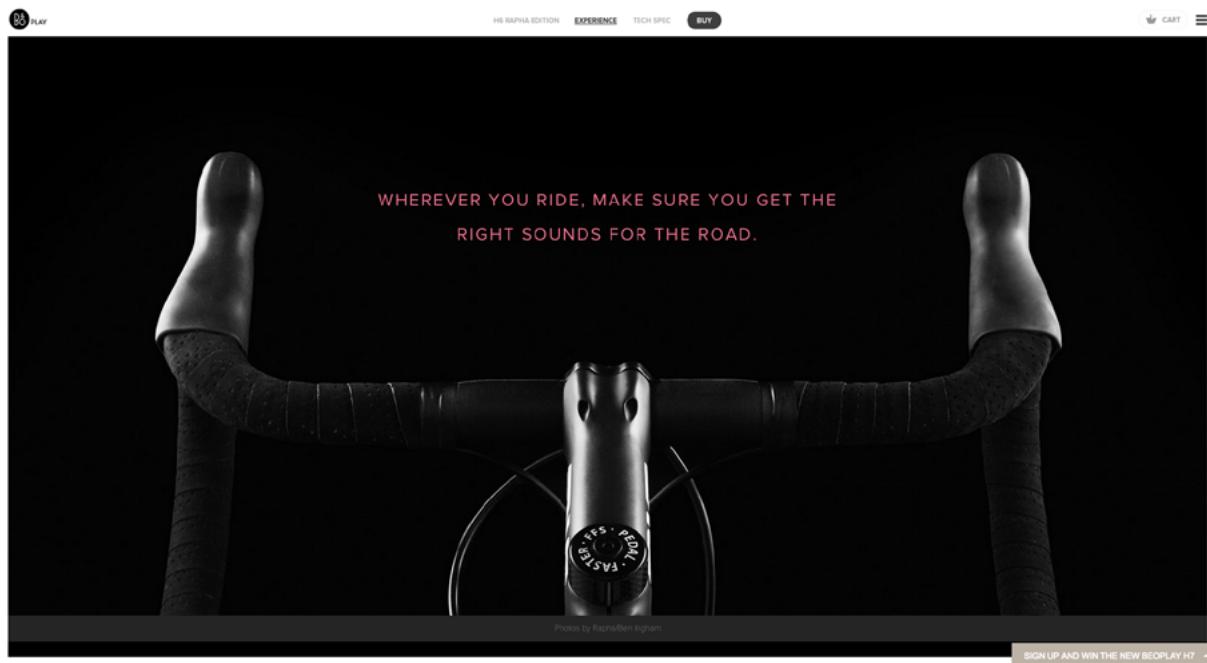
### Le Mugs



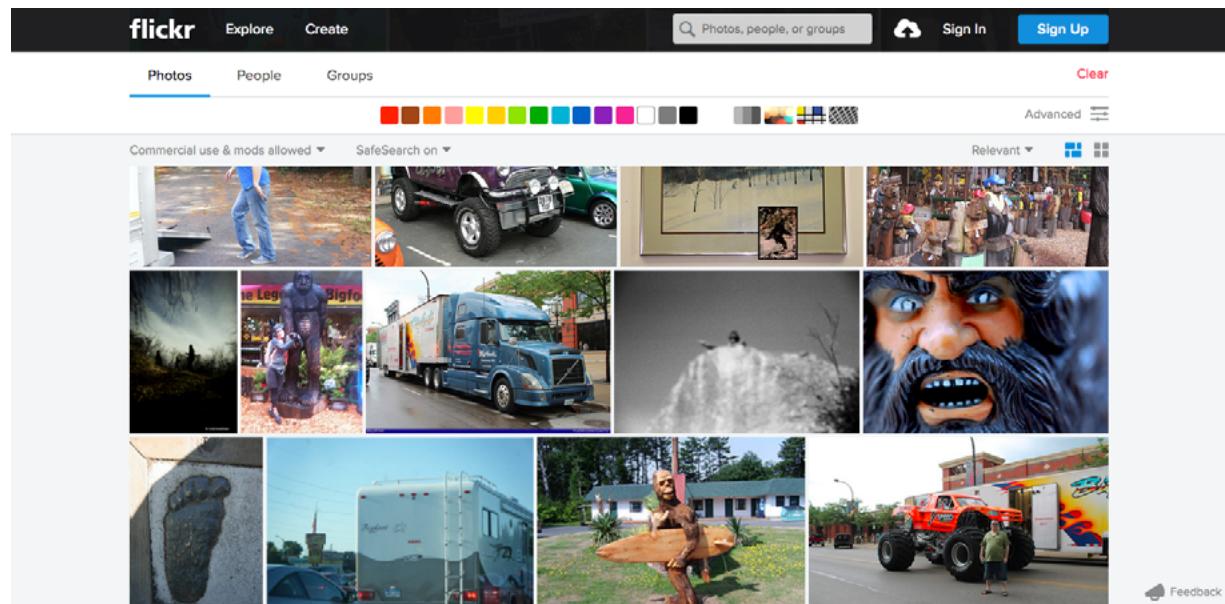
### Take It



## Beoplay



## Flickr



### 1. Problem

A site has so much eclectic content that a multi-page format would be too difficult to navigate.

A site wants to tell a story in a smooth, linear fashion.

## 2. Solution

Create a single-page, long-scrolling site to consolidate your content in a single place. This works great for social media sites and others with user-generated content, where part of the fun is browsing through everything all at once, and the content is diverse and difficult to categorize because it's always updating.

The prominence of mobile browsing supports the long scrolling pattern since smaller screen sizes call for more scrolling.

Combined with the infinite scrolling pattern described below, long scrolling can create a completely immersive browsing experience. If users are searching for something in particular, a more structured navigation system like [Amazon](#)'s works better – but for explorability, long scrolling is the fastest and most fun for users.

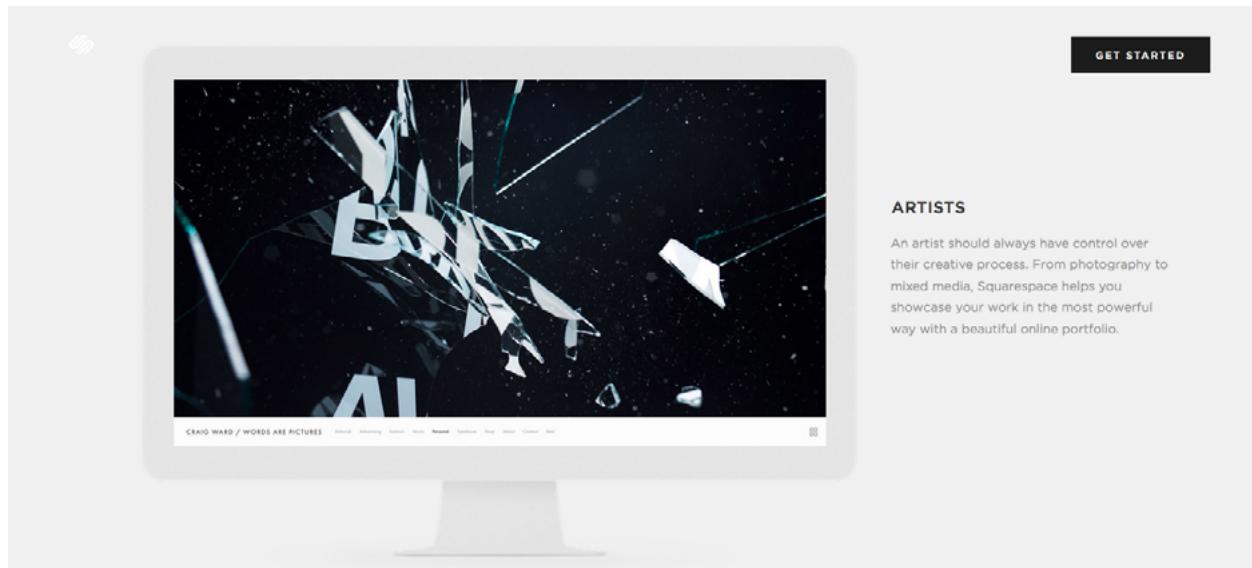
## 3. Tips

- Use sticky navigation (Chapter 2). Disorientation and the inability to go back are the innate drawbacks of long scrolling, but a fixed menu allows users to move freely.
- Long scrolling can have a negative effect on SEO, but this can be avoided by following [the advice of Neil Patel from Quicksprout](#).
- Don't autoplay heavy media like videos, since in abundance they drastically slow down loading.

- You don't have to commit to a single-page format with long scrolling: often sites feature a central long-scrolling home page that links out to traditional secondary pages, like [Facebook](#) and [Twitter](#)'s separate profile pages.
- For one-off long scrolling on specific page sections, try the fixed technique described below.

## Fixed Long Scrolling

### Squarespace



### UXPin Tour

WIREFRAME    MOCKUP    PROTOTYPE    PRESENT & COLLABORATE    USABILITY TEST    DESIGN MANAGEMENT

Built-in, native usability testing for any design

- Support your design with the most convincing evidence from users.
- Create tasks, then host a testing session. Record clicks, screens, and facial reactions. Generate video clips to show stakeholders.
- Note: this is still an experimental feature.

[Try It Now](#)

### 1. Problem

A site could benefit from the advantages of long scrolling, but doesn't want to convert entirely from a multi-page structure.

## 2. Solution

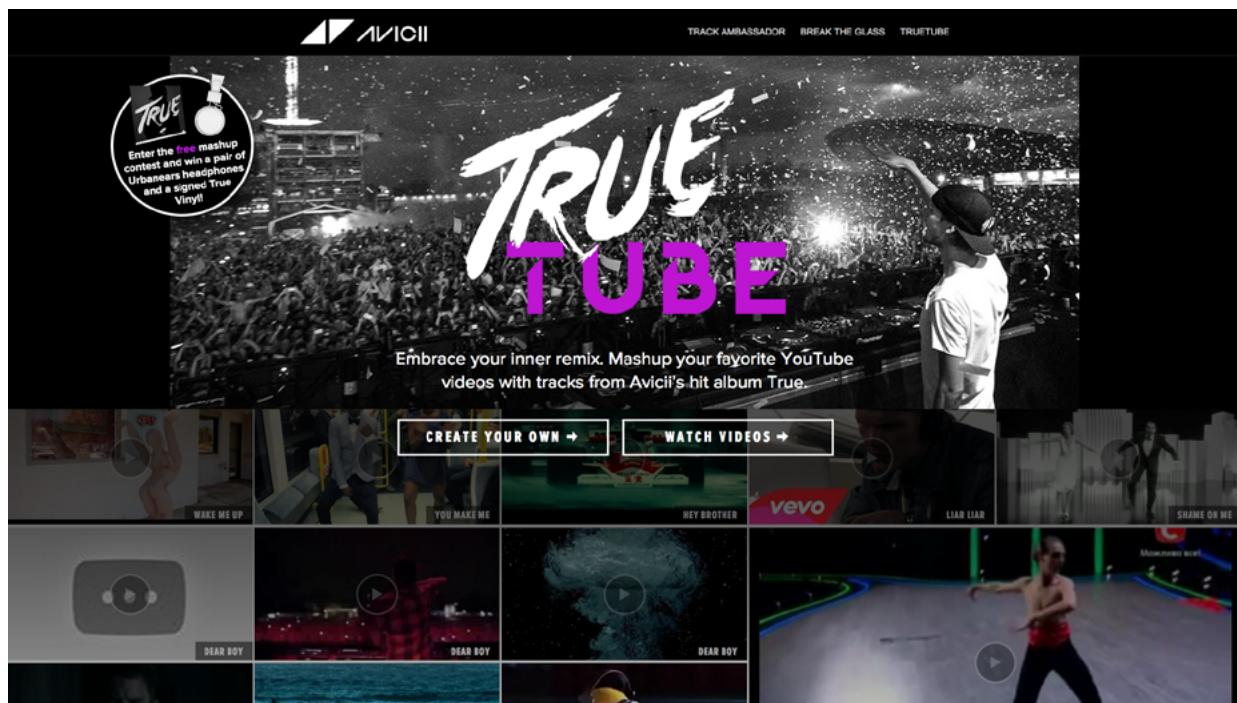
Fixed long scrolling sites display information that might otherwise require multiple sections within one long-scrolling section. The effect feels like a “scroll within a scroll”.

## 3. Tips

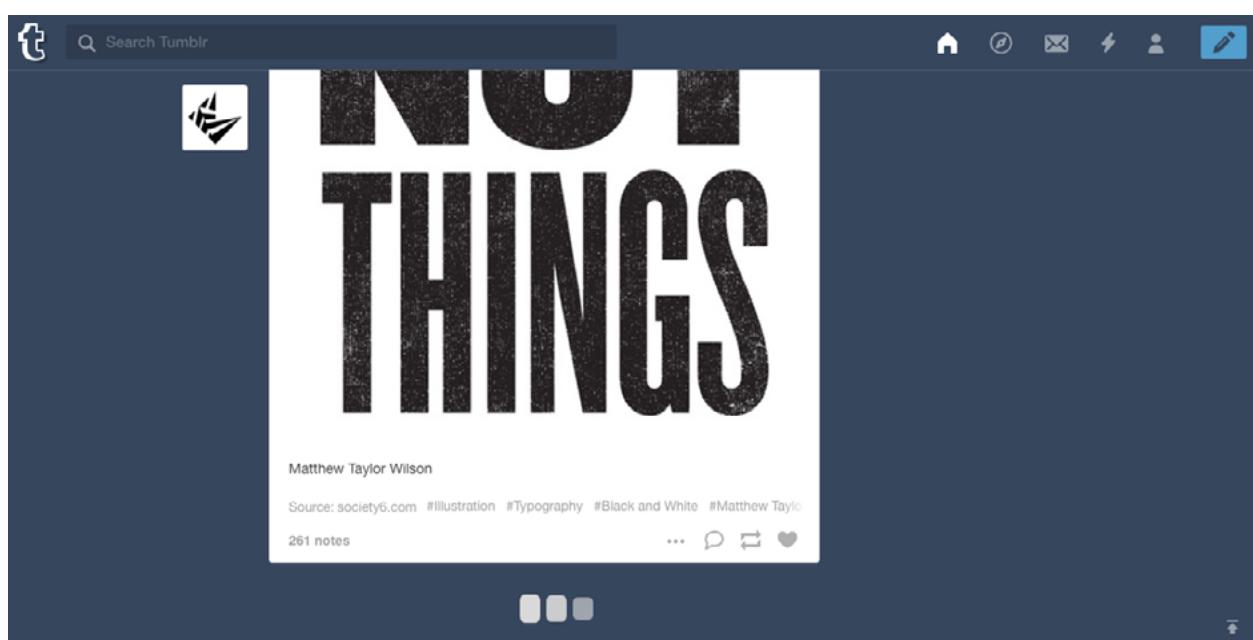
- When deciding what to include in a fixed scroll section, make sure you only choose content that fits within a unified theme or category. Each part of [Squarespace's](#) fixed scroll section, for example, focuses on explaining how to “Create a beautiful website” for different business types.
- Place CTAs in at the end of each of each fixed-scroll frame.
- As the [UXPin product tour page](#) shows, you can also consider adding a “scroll progress bar” to the top navigation. The pattern helps add a greater sense of pace if you have more than 3-4 frames.

## Infinite Scrolling

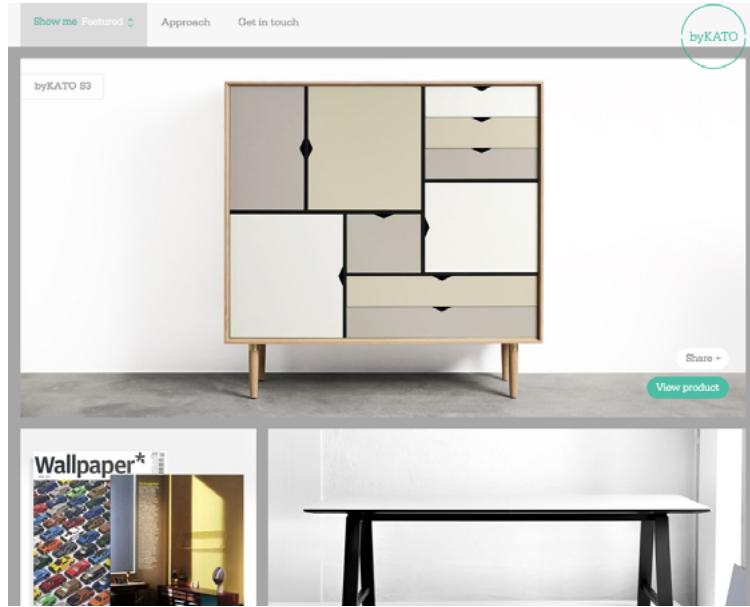
### True Tube



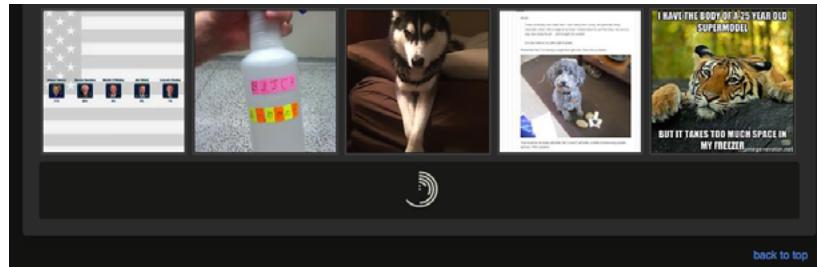
### Tumblr



## By Kato



## Imgur



### 1. Problem

Content is better organized on a single page, but there's too much to load all at once.

### 2. Solution

With the infinite scrolling pattern, content is loaded as needed to provide a more paced experience. Infinite scrolling proves useful for single-page sites with more than a few screens worth of content, especially with multimedia galleries.

Infinite scrolling creates a rhythm for social media sites, where users are continually entertained with new content without clicking or waiting.

The problem with infinite scrolling is when users lose their place, though there are ways around this. Sticky navigation (Chapter 2) is the best way to give your user mobility in a near-infinite sea of content.

### 3. Tips

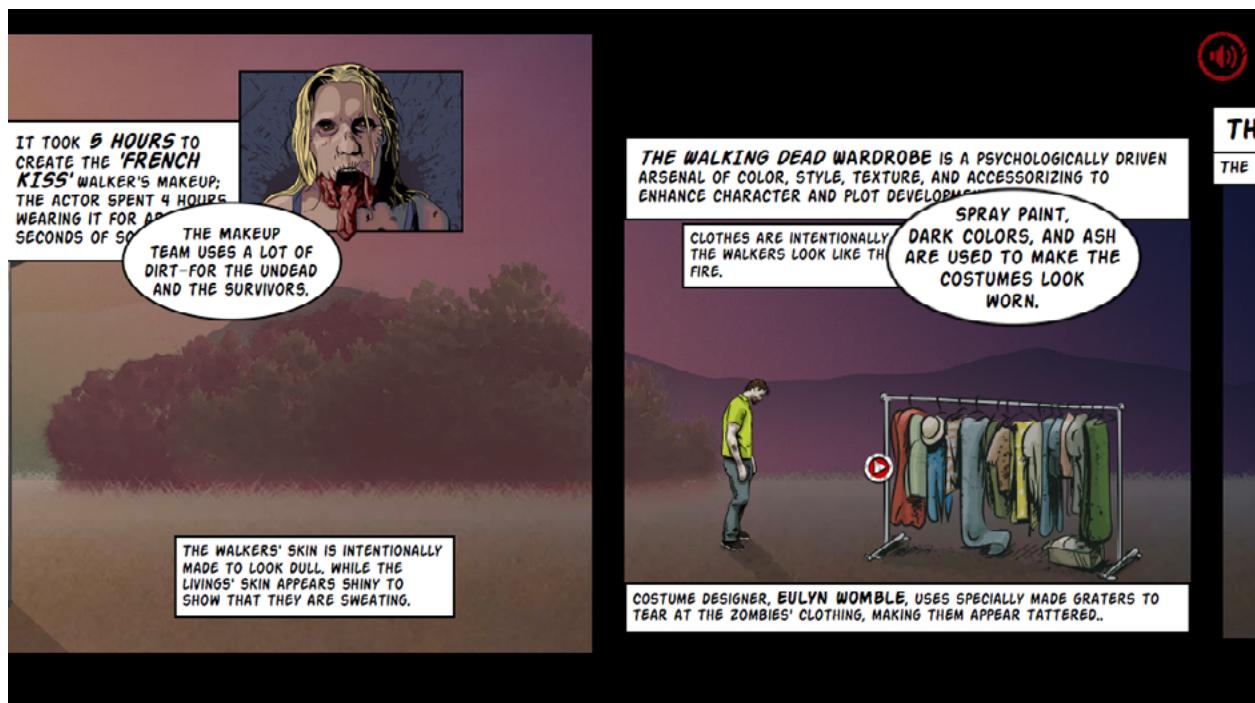
- In addition to sticky navigation, there are other methods to help infinite scrolling's disorientation. A jump-to-section option (Chapter 2), as with [Tumblr](#), lets users return to the start if they become lost.
- Infinite scrolling can be combined with pagination for more accurate searches. For example, [Facebook](#) allows users to search timelines by year.



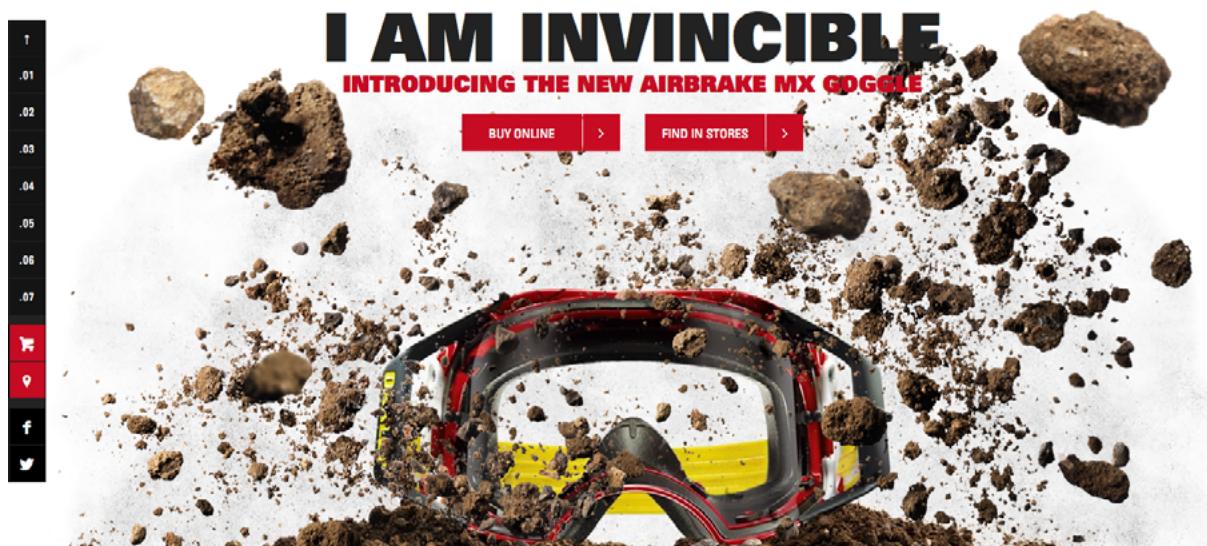
- Don't be constrained by the traditional loading circle – your choice of icon is an opportunity to deepen your site's identity. [Facebook](#), [Tumblr](#), [Imgur](#), and others all have custom loading signifiers.

## Parallax Scrolling

### The Walking Dead



### Oakley: Airbrake MX



## The Boat (SBS)



## McWhopper



### 1. Problem

Users are not engaged enough in long scrolling formats.

### 2. Solution

Give your long scrolling site more impact with a parallax effect. Known to the video game industry for decades, this pattern refers

to the layers of a two-dimensional image moving at different speeds when scrolling, i.e., the foreground and background moving at different speeds, or differing layers of the background. The effect creates a mesmerizing three-dimensional feel.

The parallax effect unlocks the more creative aspects of scrolling, especially when combined with scroll-triggered animations. This style lends itself to storytelling sites, building a more immersive and stimulating experience with better visuals.

[The Walking Dead](#) uses parallax and other scrolling techniques (i.e., atypical direction since the frames move left to right as you scroll down) to deepen their narrative. While not necessary, the differentiated backgrounds make just watching the scroll more enjoyable. It also makes sense for the context of the site since the character reacts to the scroll.

### 3. Tips

- For help on coding for parallax sites, [read Dave Gamache's piece on Medium](#).
- Be careful of loading times. A simplified fast site is still better than an extravagant slow site.

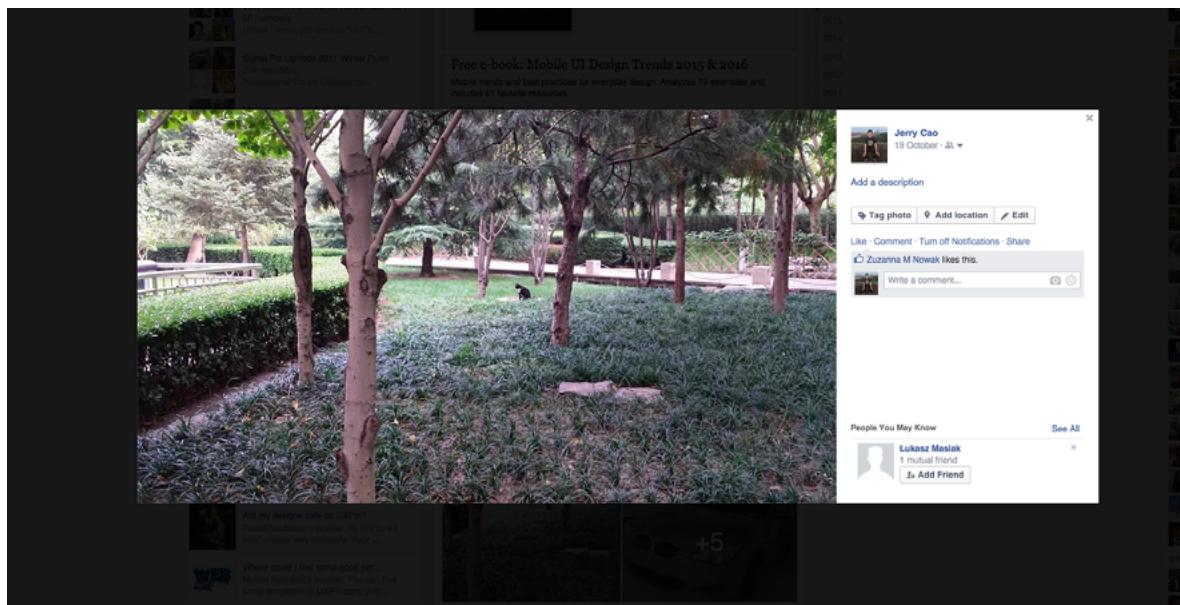
Design web prototypes faster with UXPin (1000+ built-in elements)

# **Visuals and Media**

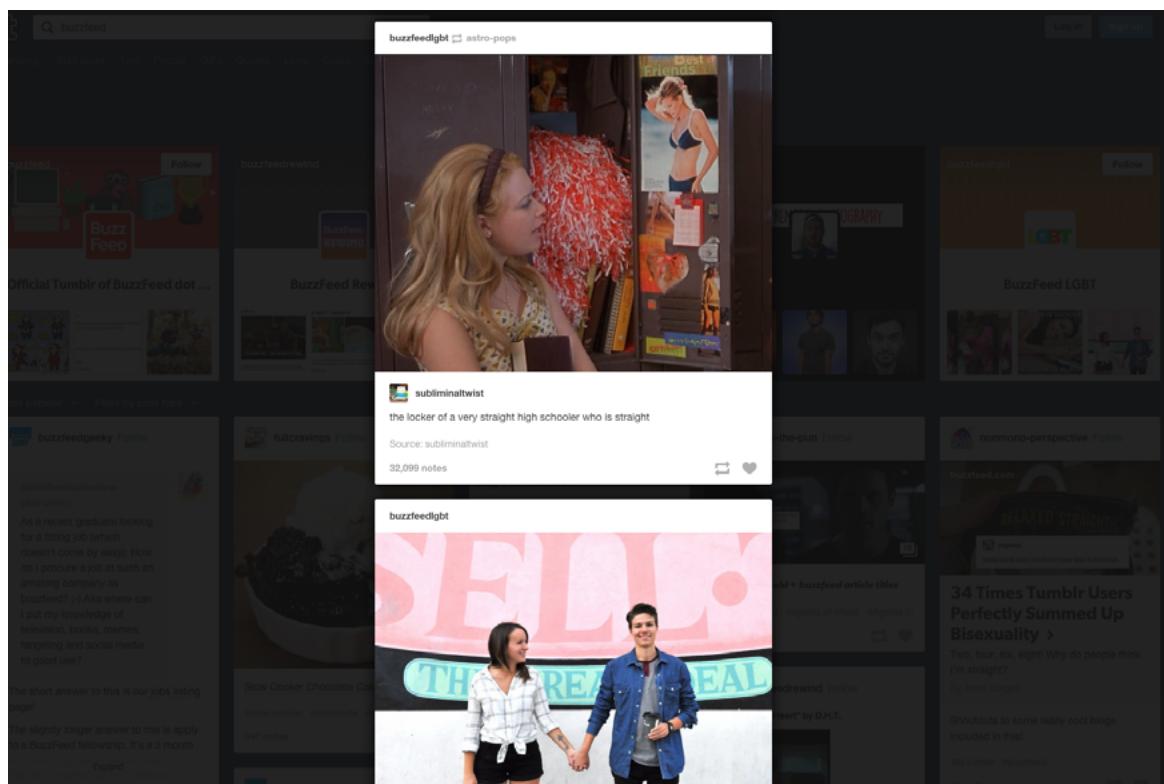
Lightbox Overlay	106
Monochromatic Style	109
Hero Images	112
Video Backgrounds	116
High Definition	119

## Lightbox Overlay

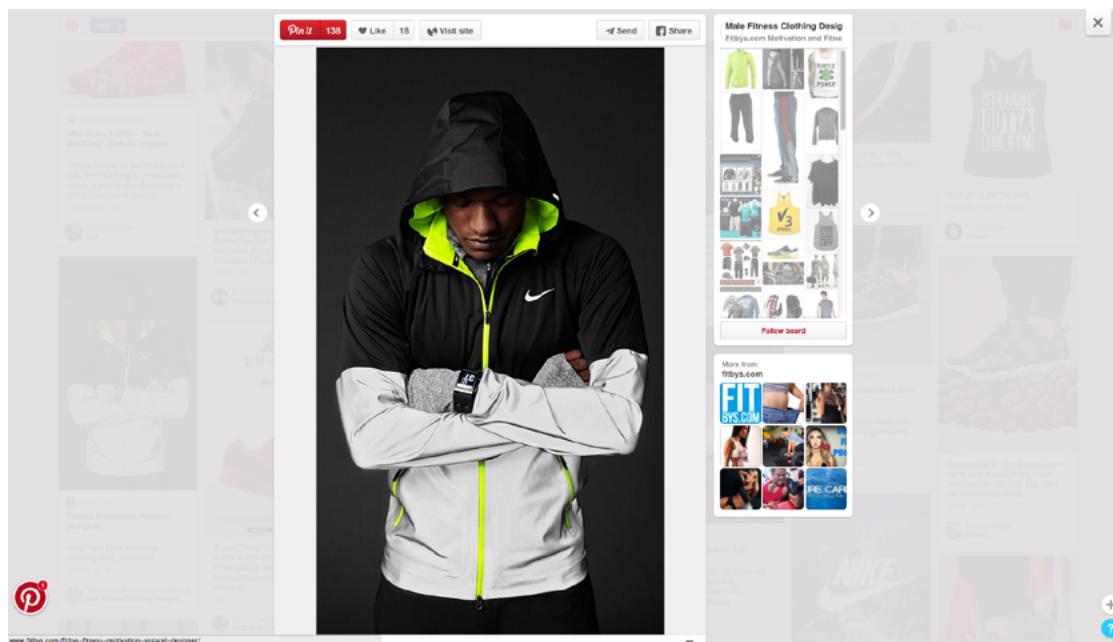
### Facebook



### Tumblr



## Pinterest



### 1. Problem

The user has trouble viewing images and videos in a large format.

### 2. Solution

Display images in a lightbox format. Similar to modal windows, a lightbox overlay for images and videos draws attention to the main content without disorienting the user or causing them to lose their place.

Media in lightbox overlays are faster to load than new pages, and keep the user's place on the initial page. However, **lightbox overlays have their drawbacks:**

- Confusion with the back button
- Inability to link to specific piece of media
- Difficulty with consistency in responsive design

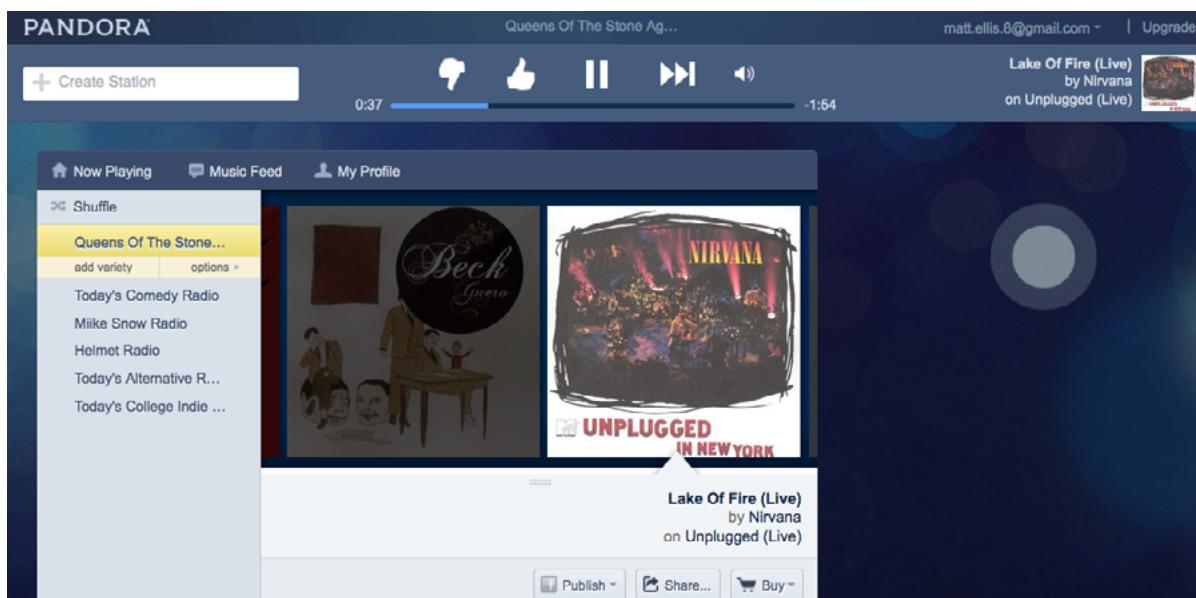
For these reasons, lightbox overlays are only recommended if media does not need its own links, and there is trouble viewing the media within the existing content. Long-scrolling sites dedicated to browsing new visuals ([Facebook](#), [Tumblr](#), [Pinterest](#)) benefit most with this viewer.

### 3. Tips

- Put an obvious undo/back option, like [Pinterest](#)'s upper-right *X*, to avoid back-button confusion.
- For better responsive designs, [fancyBox](#) is nice alternative.
- Standard lightbox backgrounds are black ([Facebook](#)) or a faded version of the initial screen ([Tumblr](#), [Pinterest](#)).

## Monochromatic Style

### Pandora



### Tiffany & Co.

The screenshot shows the Tiffany & Co. website. The top navigation bar includes a search bar, a 'Stores' link, and links for 'Sign In or Create an Account' and 'Saved Items / Shopping Bag'. Below the navigation is a large, black and white photograph of two women, one with her hand to her chin and the other looking at her. The text 'Tiffany Victoria™' is visible on the left side of the photo. At the bottom of the page, there are two sections: 'STAR-CROSSED' featuring diamond rings and 'THIS IS TIFFANY AUTUMN/WINTER 2015' featuring a teal-colored background with text and a 'BROWSE THE NEW EDIT' button.

## 1. Problem

Visuals are too dull or too cluttered.

The brand favors one color above others.

## 2. Solution

A monochromatic style maximizes the effects of a single color without appearing visually boring. As we explained in *Web Design Book of Trends 2015–2016*, this color scheme is becoming more popular recently, coinciding with trends in minimalism, flat design, and vibrant colors.

Monochromatic styles magnify the effects of a single color. For example, splashes of red add energy and stimulation to certain areas of a page, so doing an entire site in red would make it excessively energetic and stimulating, ideal for pages that want to call attention to a certain issue.

This style doesn't mean it uses *only* one color, but *mainly* one color. [Tiffany & Co.](#)'s site has mostly whites and blacks, but it's the turquoise that draws the most attention.

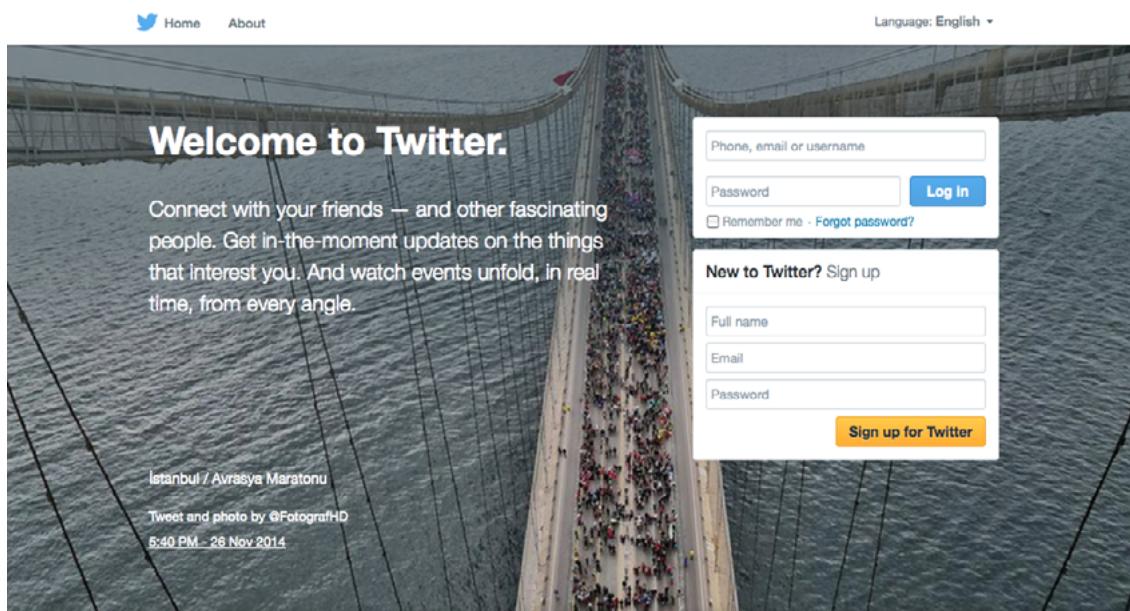
## 3. Tips

- This style requires using varying shades of the color to keep it interesting.

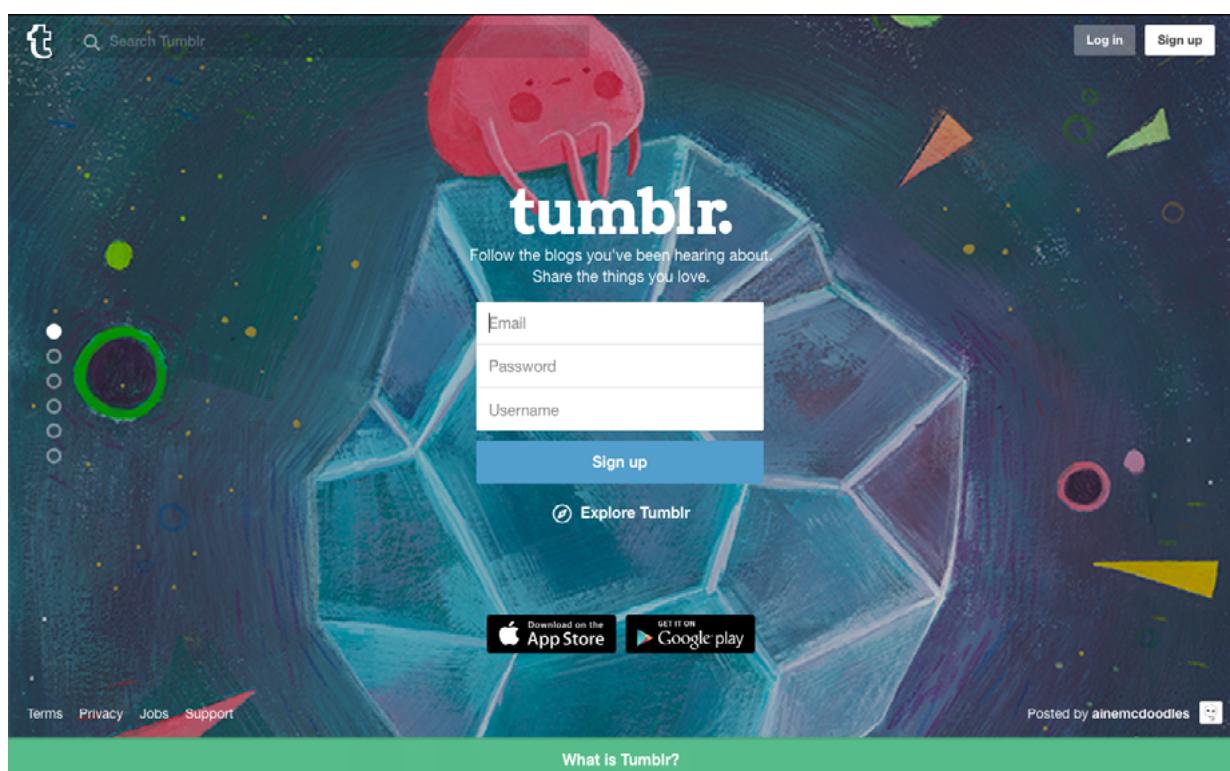
- Choose a font color that suits the primary color. If your goal is noticeability, use an opposing color; if your goal is aesthetics, using an alternate (but distinct) shade.
- This pattern works well if your brand has strong ties with a single color, like [Tiffany & Co.](#). This extends into interaction design: for [Tiffany & Co.](#), clickable links turn turquoise when hovered.
- For an explanation of the effects of each color, check out [\*Color Theory in Web UI Design\*](#).

## Hero Images

### Twitter



### Tumblr



## Dior



WOMEN'S FASHION MEN'S FASHION BABY DIOR FRAGRANCE MAKE-UP SKINCARE TIMEPIECES JEWELLERY | DIORMAG LA MAISON DIOR DIOR TV

## My Fitness Pal

myfitnesspal

Food Exercise Apps Blog Community Log In

## Lose Weight with MyFitnessPal

The fastest, easiest to use calorie counter app.

[Sign up with Facebook](#) [Sign up with Email](#)

Already have an account? [Log In](#)

### 1. Problem

Users want to be immediately engaged with site content.

## 2. Solution

Another popular trend we mention in *Web Design Book of Trends 2015–2016*, the hero image emphasizes a single image in the background and the small amount of text over it (known as [the hero header](#)). Hero images work well for great first impressions – there's little guesswork in what your users notice first.

Due to their size, hero images immerse the user in the experience right away, which is why you often see expansive photographs of nature and landscapes. Artistic photographs establish an emotional connection in a way that text and more commercial graphics can't.

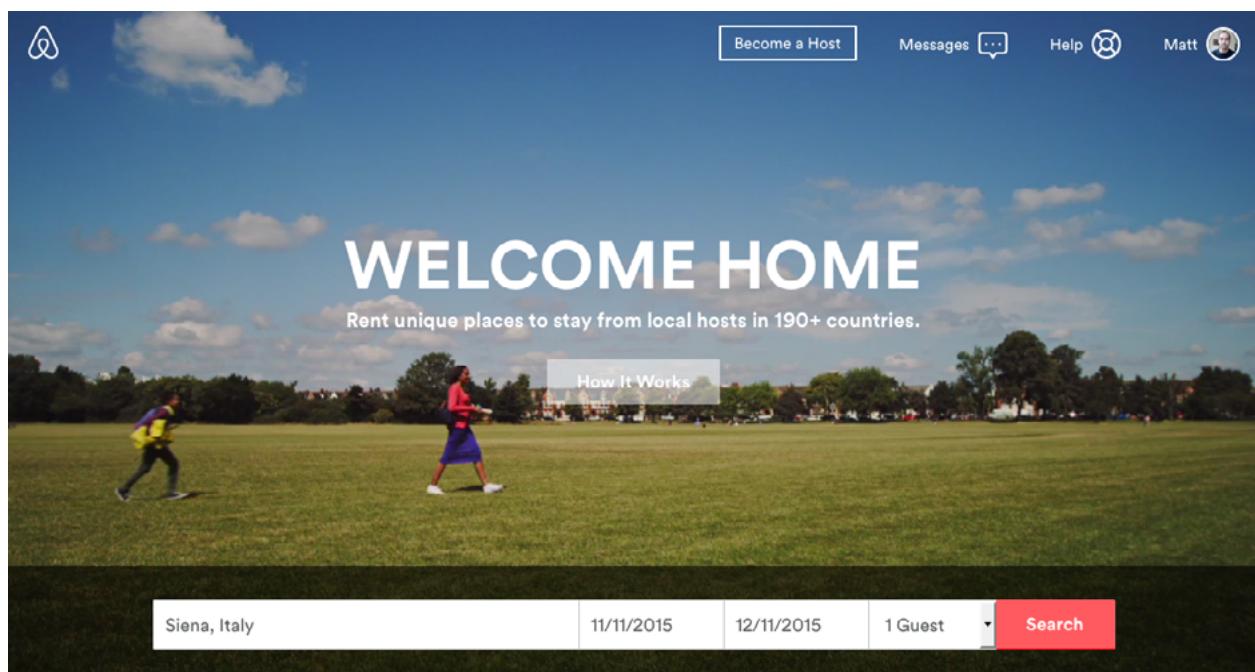
## 3. Tips

- Hero images are perfect for login and landing pages ([Twitter](#), [Tumblr](#)) because of their quick immersion, and because there's not much other content to compete with.
- Fashion brands like [Dior](#) benefit from hero images, both for your artistic style and because they showcase the product in greater detail.
- Use bold typography with your hero header, since it's competing with a powerful image. Big fonts and wide typefaces improve visibility.
- As Carrie Cousins [suggests](#), be subtle with your typography and navigation. The hero image dominates the page, so don't create more competing visual elements.

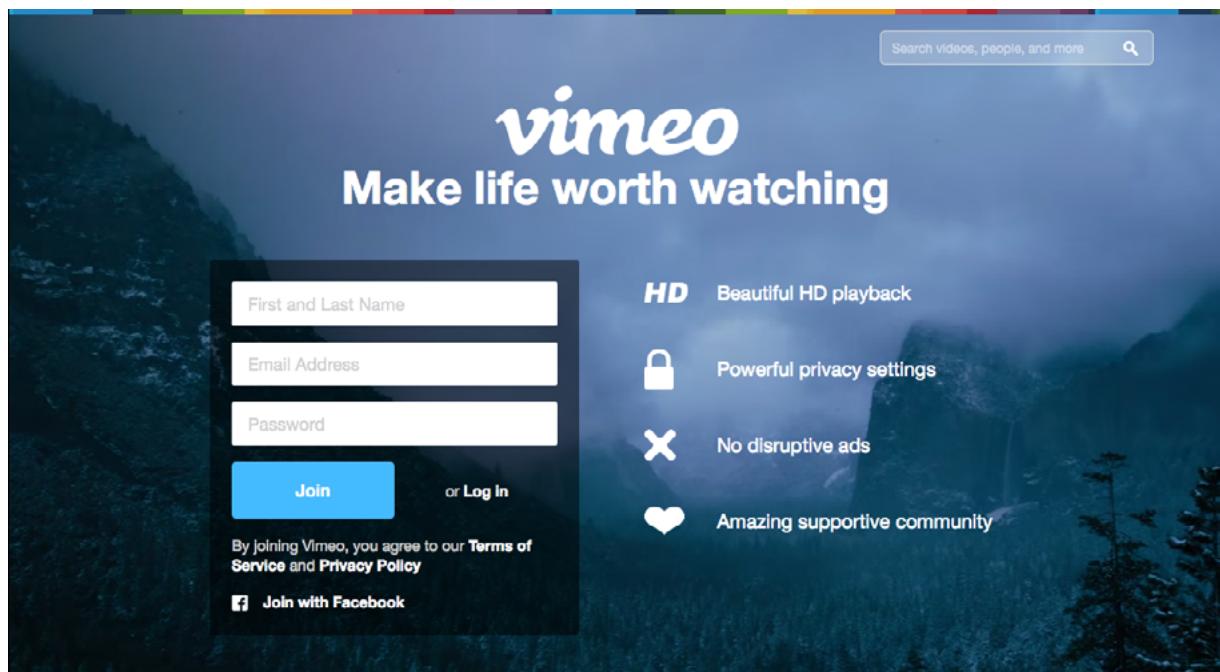
- If there's more than one image you want to showcase, try a hero slideshow ([Twitter](#)).
- To keep responsive design in mind, pick images that work well at the smallest viewports. You'll either need to crop out the right section, or pick an alternative.

## Video Backgrounds

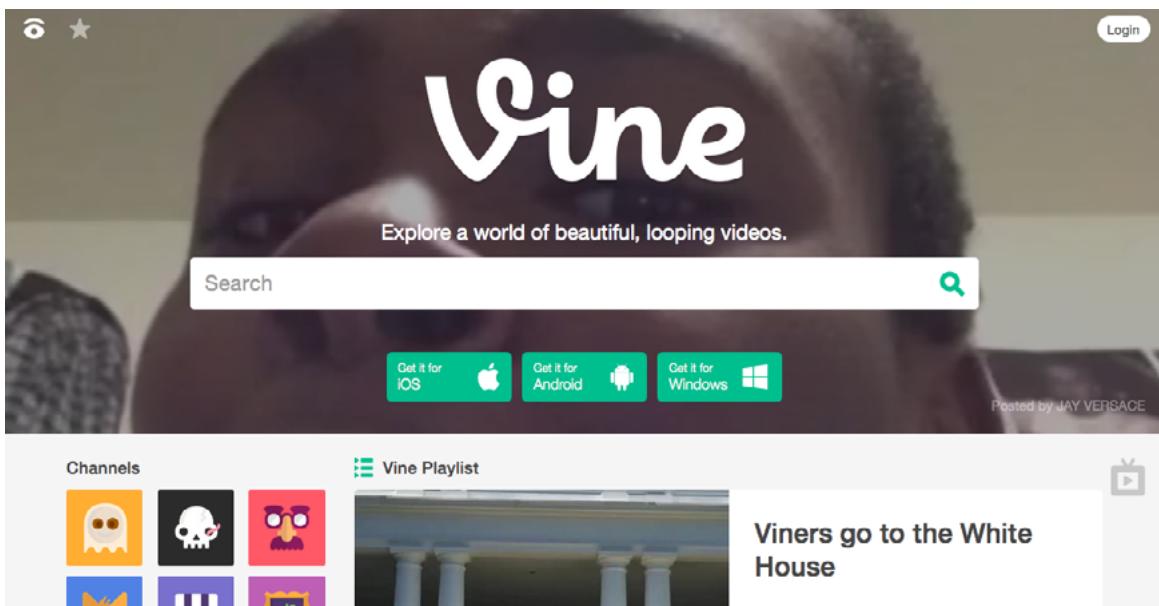
### Airbnb



### Vimeo



## Vine



### 1. Problem

Creating a more immersive experience for users upon first impression.

### 2. Solution

As long as the site can handle the strain, a video background heightens the advantages of a hero image, with deeper immersion and more potential for emotional connections. Like hero images, video backgrounds are also popular for home and login pages, but less for the main pages, as they can be distracting and troublesome for loading.

With [HTML5](#), browsers and internet connections can now manage video backgrounds like never before. While thematic for video sites like [Vine](#) or [Vimeo](#), video backgrounds can still strengthen other types of sites. [Airbnb](#) uses videos of the everyday human

moments people experience when traveling – as a gateway into the site, it helps the user get excited about using their service.

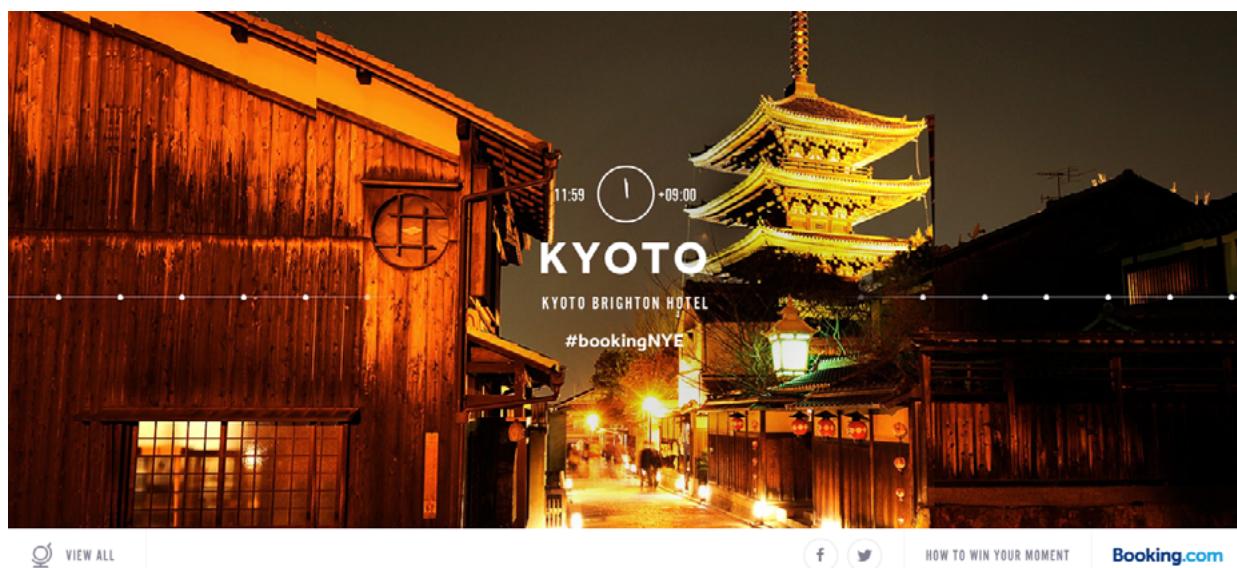
However, designers must still keep loading times in mind. Read the tips below for advice on keeping these minimal.

### 3. Tips

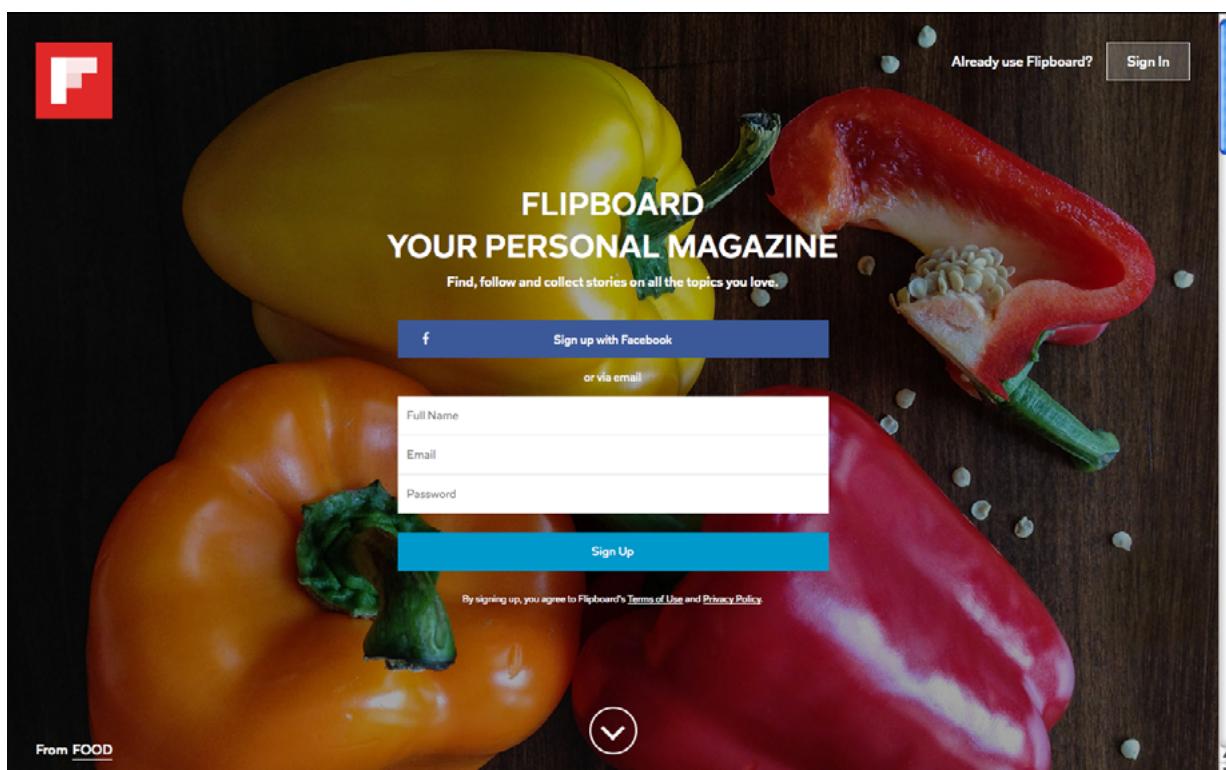
- Aim for 10–30 second loops. This reduces loading times, and suits the typical user's attention span without distracting from the rest of the site.
- If the video has sound, set the default to off – automatic and unexpected sound can annoy users.
- Have a backup for devices that don't render video well. Check user analytics to see on which devices this is a problem.

## High Definition

### Booking



### Flipboard



## Bellroy



### 1. Problem

Users on HD display devices want a visually richer experience.

### 2. Solution

Equip a site to perform in HD, even if a lot of users still view in standard definition. **HD screens are on the rise**, and standard definition risks appearing blurry or “blocky.”

HD requires attention to the types of graphic the site includes; the same amount of pixels will appear on screens with different amounts of pixels per inch. Standard definition screens are around 72 ppi (dpi), while HD screens are anything over 200 ppi. That means an image or video of poor quality from the start will look even worse on HD screens.

### 3. Tips

- Use scalar vector graphics whenever you can. SVGs translate images using lines and points, more convenient for HD than raster formats (.jpg, .gif, .png), which translate images pixel-for-pixel. However, images and video have a fixed number of pixels, and so raster formats are okay – that's why it's important to consider HD criteria before the media is created.
- HD media is stunning, so it will likely draw more attention from your user. Design your layout so that important elements aren't overshadowed.
- For e-commerce sites, HD images show the product more realistically and entice sales.
- Consider image effects. Blurred or color overlays can add or alter the emphasis on an image (a global red tone will be more energetic, for example). This works well in HD because the underlying image is still discernible thanks to its high resolution.
- Think outside the frame. A photo background should not conform to the standard 1 to 1.5 aspect ratio of cameras, and can include images that are cut out of their respective backgrounds.

Design web prototypes faster with UXPin (1000+ built-in elements)

- ✓ Create and collaborate with your entire team in one place
- ✓ Get real time project updates with our Slack integration
- ✓ Go from lo-fi to hi-fi in a single tool
- ✓ Import files from Photoshop and Sketch

[Start using it now!](#)