

Common UI concepts

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

Affordance

An Affordance is a hint that an interaction is possible for a particular action.

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

Designers and Affordance

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

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

Call to Action

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

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

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

"The Fold"

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

Predicting the fold

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

Why do we care about the fold?

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

Using the fold

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

Hero Image

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

Hero Image considerations

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

Dark Patterns

- UI skills used for evil
 - not to users' benefit
- "Privacy Zuckering" - share more than intended
- Bait-and-switch - tempting offer no longer available
- Confirmshaming - drive users to act against their interests
- Misdirection - Hide/confuse/disguise flow
- Roach Motel - Hard to exit/cancel/discontinue

Summary - Call to Action

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

Summary - The Fold

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

Summary - Hero Image

- Big initial first impression
- Sets tone of page

Summary - Dark Patterns

"Putting shareholder benefit ahead of user benefit"

- Using UI to trick or annoy user