

CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 14:
Patterns

James Fogarty
Alex Fiannaca
Lauren Milne
Saba Kawas
Kelsey Munsell



University of Washington

Tuesday/Thursday
12:00 to 1:20



Today

Mockups Due Friday

Patterns

Peer Critique of Usability Testing Results



Limitations of Testing

Drives hill-climbing, but not overall design

A design may be better, but is it good?

Impossible for new designs to compete

Can be difficult to scale to many features

How about we step through a larger example



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28 minutes
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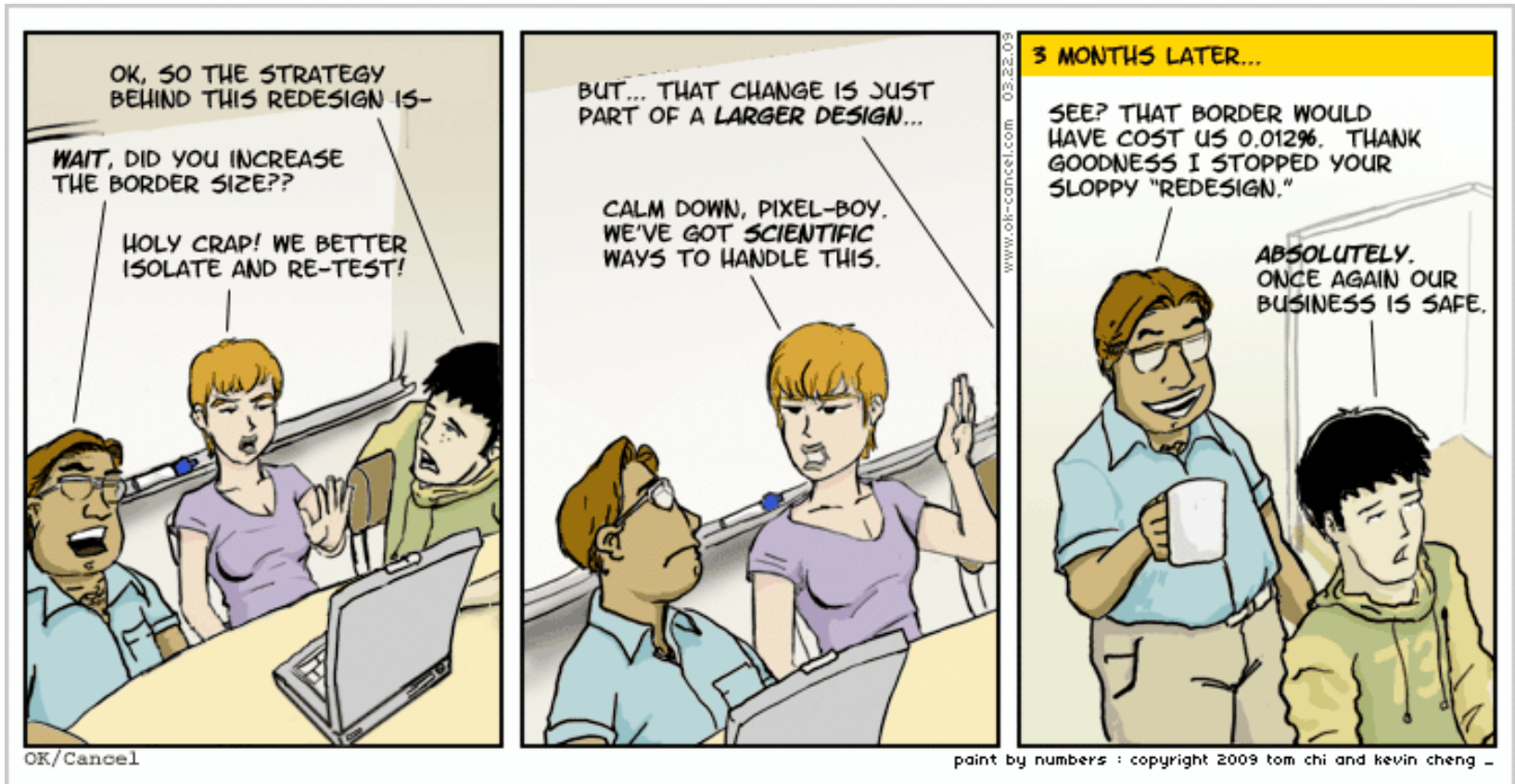
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\$8.25 Buy!	\$10.70 Media Mail	dazzyliz (1205) ★	SEALED NEW BMG	More info...
\$8.30 Buy!	\$10.75 Media Mail	naojia@hotmail.com (35) ★	Perfect condition	More info...

» [View all Like New Items](#)

Very Good

Sorted by **Price**

[17 items in stock](#)

Price	Total Price	Seller (Rating)	Seller Comments	
\$8.00 Buy!	\$10.45 Media Mail	lucidsky (14) ★	perfect	More info...
\$8.84 Buy!	\$11.29 Media Mail	steveeq1 (82) ★		More info...
\$9.00 Buy!	\$11.45 Media Mail	saint.timothy (18) ★	Great shape...first class ship	More info...

» [Sell yours now!](#)

Compare our Prices!

Half.com	\$6.99
CDNOW	---
AlphaCraze	\$ 15,664
CDUniverse	\$ 15,69

[Home](#) > [Music](#)

[Sell yours now!](#)

Weezer (2001)

[Weezer](#)

Our best price: **\$6.99**

List Price: \$18.97 (Save: **\$11.98**)



Find out more...

[Full product info](#), [Product Reviews](#)



Not ready to buy?

[Add to your Wish List](#), [Preorder this item](#), [May we also suggest...](#)

Compare our Prices!

Half.com	\$6.99
CDNOW	---
AlphaCraze	\$ 15.66
CDUniverse	\$ 15.69



Actual items for sale may vary from this image.

Product Highlights

CD

May 2001

List Price: **\$18.97**
28 minutes
UPC 606949-30452-2
Geffen Records
Catalog 493 045

Standard shipping ([USPS Media Mail](#)) for this item is \$2.30.

About this album:

- [Song List](#)
- [Album Credits](#)
- [Album Notes](#)
- [Editorial](#)
- [Customer Reviews](#)

About the Artist

- [Other Works](#)

Spread the Word:

- [Write a Review](#)
- [Email a Friend](#)

Like New

Sorted by **Price**

[74 items in stock](#)

Price	Total Price	Seller (Rating)	Seller Comments	
\$7.75	\$10.20 Media Mail	custodian46 (149) ★	best buy	More info...
\$8.00	\$10.45 Media Mail	stargaze13 (3)	Disk, case, and liner all in excellent c more...	More info...
\$8.25	\$10.70 Media Mail	dazzyliz (1205) ★	SEALED NEW BMG	More info...
\$8.00	Media Mail	photm (35) ★	Perfect condition	More info...

Very Good

Sorted by **Price**

Price	Total Price	Seller (Rating)	
\$8.00	\$10.45 Media Mail	lucidsky (14) ★	
\$8.84	\$11.29 Media Mail	steveeq1 (82) ★	
\$9.00	\$11.45 Media Mail	saint.timothy (18) ★	Great shape...first class ship More info...

• The Fold
– Hmm, what's below here?

may we also suggest...

» People who bought "Weezer (2001)" also bought:



[Weezer \(1994\)](#) CD, Release Year: 1994
Weezer
Save \$6.97 - Best price: **\$5.00**



[Pinkerton](#) CD, Release Year: 1996
Weezer
Save \$10.95 - Best price: **\$6.00**



[Hybrid Theory](#) CD, Release Year: 2000
Linkin Park
Save \$11.68 - Best price: **\$6.29**

About this album

Song List

1. Don't Let Go
2. Photograph
3. Hashpipe
4. Island In The Sun
5. Crab
6. Knock-Down Drag-Out
7. Smile
8. Simple Pages
9. Glorious Days
10. O Girlfriend

Album Credits

[Ken Allerdycce](#), Engineer
[Ric Ocasek](#), Producer

- Impulse buy
 - PERSONALIZED RECOMMENDATIONS
- About this album
- Lots of unused space
- Still more info below...

Album Notes

Weezer: Rivers Cuomo (vocals, guitar); Brian Bell (guitar); Matt Sharp (bass); Patrick Wilson (drums). Recorded at Cello Studios, Los Angeles, California in December 2000. In 1994 Weezer burst onto the music scene, reaching platinum status with their debut, and in the process proving that there was still room in an airbrushed MTV world for unrepentant power pop played by decidedly non-airbrushed guys. Following a brief sojourn into semi-deconstructionism, 1997's PINKERTON, the four men who make up Weezer serve up a third offering, WEEZER 2001, returning to the sound and producer of their successful debut. Nowhere does producer Ric Ocasek define his trademark refined power pop style more than with Weezer. Unlike the immediate, obvious pop hooks of the string of singles on the first album, though, the songs on WEEZER 2001 may take a few listens to settle in. However, once the subtle-yet-undeniable refrains of such tracks as "Crab," "Don't Let Go," and first single "Hash Pipe" make their way into your skull, they're there to stay, as furious, fuzzy, layered guitars compliment Rivers Cuomo's raw, vulnerable vocals. While this disc clocks in at less than a half-hour long, it packs more hooky wallop than many double live albums.

Product Reviews

Editorial Reviews

Spin (01/01/2002)

Ranked #9 in Spin's Albums of the Year 2001
 Ranked #13 in AP's 25 Best Albums of 2001
 beast...Rolling Stone (6/7/01, p.110) - 4
 excellent tunes in less than half an hour
 Rivers Cuomo's shrink another hot tub...C
 observed power pop of their '94 debut, a

Customer Reviews

Rated 4.3 out of 5.0 by 29 raters.

» [Read Customer Reviews](#)

» [Rate this item](#)

- Is this product any good?
 - Editorial reviews
 - Customer reviews
 - RECOMMENDATION COMMUNITY

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People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)

Proceed to Checkout

Speedy Checkout

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: [naojia@hotmail.com](#) (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

Gift Certificates and Coupons

Redeeming your Half.com Gift Certificate or Coupon is easy. Just enter your Claim Code in the box to the right and click "Redeem".

Redeem

Proceed to Checkout

Speedy Checkout

People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

Redeeming a Gift Certificate or Coupon?

Proceed to Checkout

Speedy Checkout

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

([Change Shipping Method](#))

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

Gift Certi

Redeeming
Claim Code

Redeem

Proceed to Checkout

Speedy Checkout

• What site am I at?

- Logo in upper-left
- Colors, layout, font
- examples of SITE BRANDING

People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)

Shopping Cart

Weezer (2001) Weezer Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

Proceed to Checkout

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)

TOTAL: \$10.75

Gift Certi

Redeeming
Claim Code

Redeem

Proceed to Checkout

Speedy Checkout

• Where am I in the site?

- Last link clicked was “Buy!”
- “Shopping Cart” and “Proceed to Checkout” reinforce that this is “the right page”
- SHOPPING CART

People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

Proceed to Checkout

Speedy Checkout

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)

TOTAL: \$10.75

Gift Certi

Redeeming
Claim Code

Redeem

Proceed to Checkout

Speedy Checkout

• Cross-selling

- Possibly a pleasant surprise
- Impulse buy
- **CROSS-SELLING & UP-SELLING**

People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)

Proceed to Checkout

Speedy Checkout

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

Gift Certi

Redeeming
Claim Code

Redeem

Proceed to Checkout

Speedy Checkout

• **What am I going to buy?**

- Easy to remove
- Easy to move to wishlist

• **How much will it cost?**

- Shipping costs there, no nasty surprises

• **SHOPPING CART**

People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: [naojia@hotmail.com](#) (35)

Condition: Like New • Notes: Perfect condition

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

Proceed to Checkout

Speedy Checkout

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)

TOTAL: \$10.75

Redeem

Proceed to Checkout

Speedy Checkout

• What can I do?

– “Proceed to Checkout”

HIGH VISIBILITY ACTION BUTTON

– Visually distinct

– 3D, looks clickable

– Repeated above and below fold

Checkout

Enter your User ID and Password.

Are you a **half.com™** user having
trouble signing in? [Get help now.](#)

eBay [User ID](#)

You can also use your registered email.

eBay Password

[Forgot](#) your password?

Learn how to [protect your account](#)

Secure Sign In

or [Register Now](#)

☐ Keep me signed in on this computer unless I
sign out. [Learn more](#)

② Having problems signing in? [Get help now.](#)

For more information about sign in, visit [sign in help](#).

Or sign in to eBay
using:



Checkout

Enter your User ID and Password.

Are you a half.com™ user having trouble signing in? [Get help now.](#)

eBay [User ID](#)

You can also use your registered email.

eBay Password

[Forgot](#) your password?

Learn how to [protect your account](#)

Secure Sign In

[Register Now](#)

☐ Keep me signed in on this computer unless I sign out. [Learn more](#)

② Having problems signing in? [Get help now.](#)

For more information about sign in, visit [sign in help](#).

Or sign in to eBay using:



- What if I don't have a User ID?
- What if I forgot my password?
- SIGN-IN/NEW ACCOUNT options



Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

State

If U.S. Military, enter APO/FPO for City,

Select State

If U.S. Military, select AE, AP or AA from bottom of list for State.

ZIP code

Country

USA

Save Changes



Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

State

If U.S. Military, enter APO/FPO for City,

Select State

If U.S. Military, select AE, AP or AA from bottom of

ZIP code

Country

USA

Save Changes

- What site?
 - Logo, layout, color, fonts
- Where in site?
 - Checkout, step 1 of 3
 - “Choose shipping address”
 - QUICK-FLOW CHECKOUT



Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

State

If U.S. Military, enter APO/FPO for City,

Select State

If U.S. Military, select AE, AP or AA from bottom

ZIP code

Country

USA

Save Changes

• Note what's different

- No tab rows
- No impulse buys
- Only navigation on page takes you to next step

• This is a PROCESS FUNNEL

- Extraneous info and links removed to focus customers



Order Summary

Weezer (2001) Weezer, Weezer (Music)
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Item: \$8.30
Media Mail: \$2.45
Subtotal: \$10.75

Total Merchandise: \$8.30
Total Shipping: \$2.45

TOTAL: \$10.75

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

[Edit / Change Shipping Address](#)

Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94709

[Edit / Change Billing](#)

☐ Use this shipping and billing information as my Speedy Checkout settings.





Order Summary

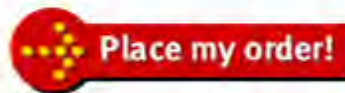
Weezer (2001) Weezer, Weezer (Music)
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

[Edit / Change Shipping Address](#)

☐ Use this shipping and billing information for my speedy Checkout settings.



- **Last step of process**
 - Step 3, “Place Order”
 - “Place my order” button
- **Two HIGH-VISIBILITY ACTION BUTTONS for fold**



• No nasty surprises

- Can see order
- Total price is same as shopping cart
- ORDER SUMMARY

order!

Item: \$8.30
Media Mail: \$2.45
Subtotal: \$10.75

Total Merchandise: \$8.30
Total Shipping: \$2.45

TOTAL: \$10.75

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

[Edit / Change Shipping Address](#)

Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94709

[Edit / Change Billing](#)

☐ Use this shipping and billing information as my Speedy Checkout settings.



Place my order!



- Easy to change shipping and billing
- Easy to save this info
 - Easier to setup info in context of specific task

order!

Item: \$8.30

Media Mail: \$2.45

Subtotal: \$10.75

Total Merchandise: \$8.30

Total Shipping: \$2.45

TOTAL: \$10.75

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

[Edit / Change Shipping Address](#)

Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94720

[Edit / Change Billing](#)

☐ Use this shipping and billing information as my Speedy Checkout settings.



Place my order!

Design equals Solutions

Design is about finding solutions

Designers often reinvent

- Hard to know how things were done before

- Why things were done a certain way

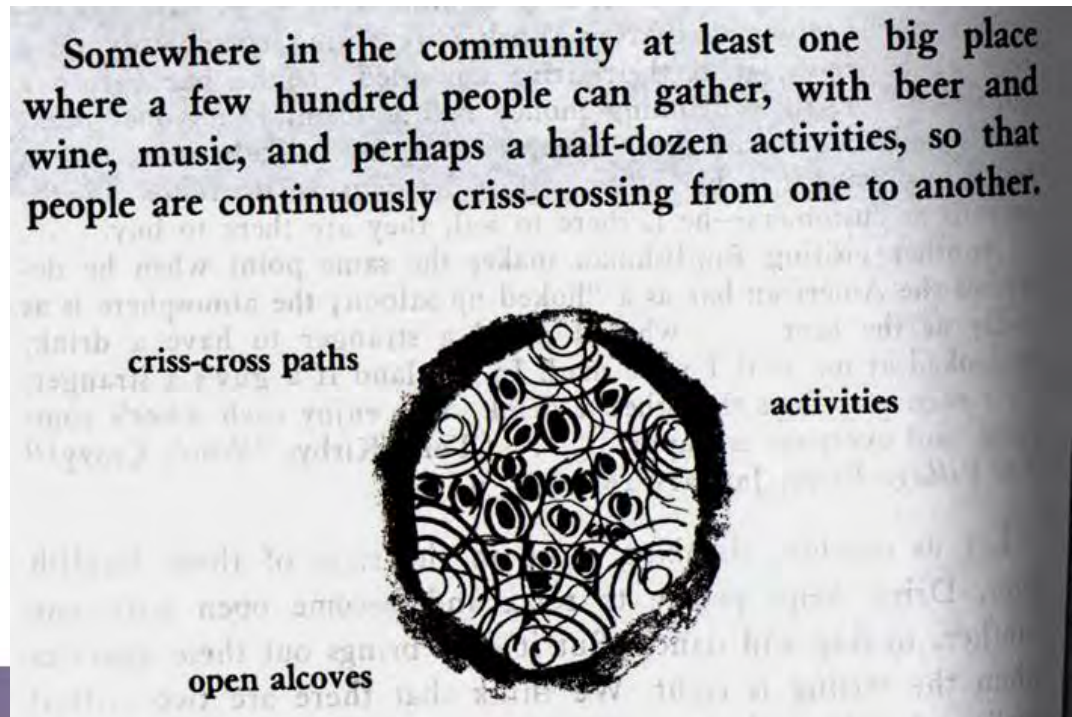
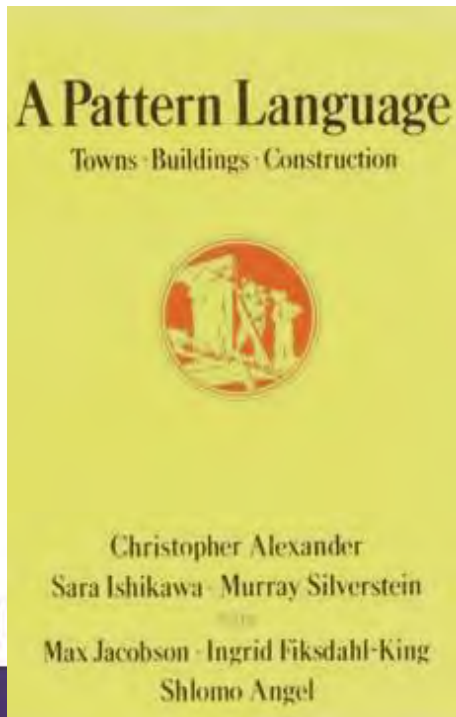
- How to reuse solutions

Design Patterns

Design patterns communicate common design problems and solutions

First used in architecture [Alexander]

How to create a beer hall where people socialize?



Design Patterns

Somewhere in the community at least one big place where a few hundred people can gather, with beer and wine, music, and perhaps a half-dozen activities, so that people are continuously criss-crossing from one to another.

criss-cross paths

activities

open alcoves



Using Design Patterns

Not too general and not too specific

use a solution “a million times over, without ever doing it the same way twice”

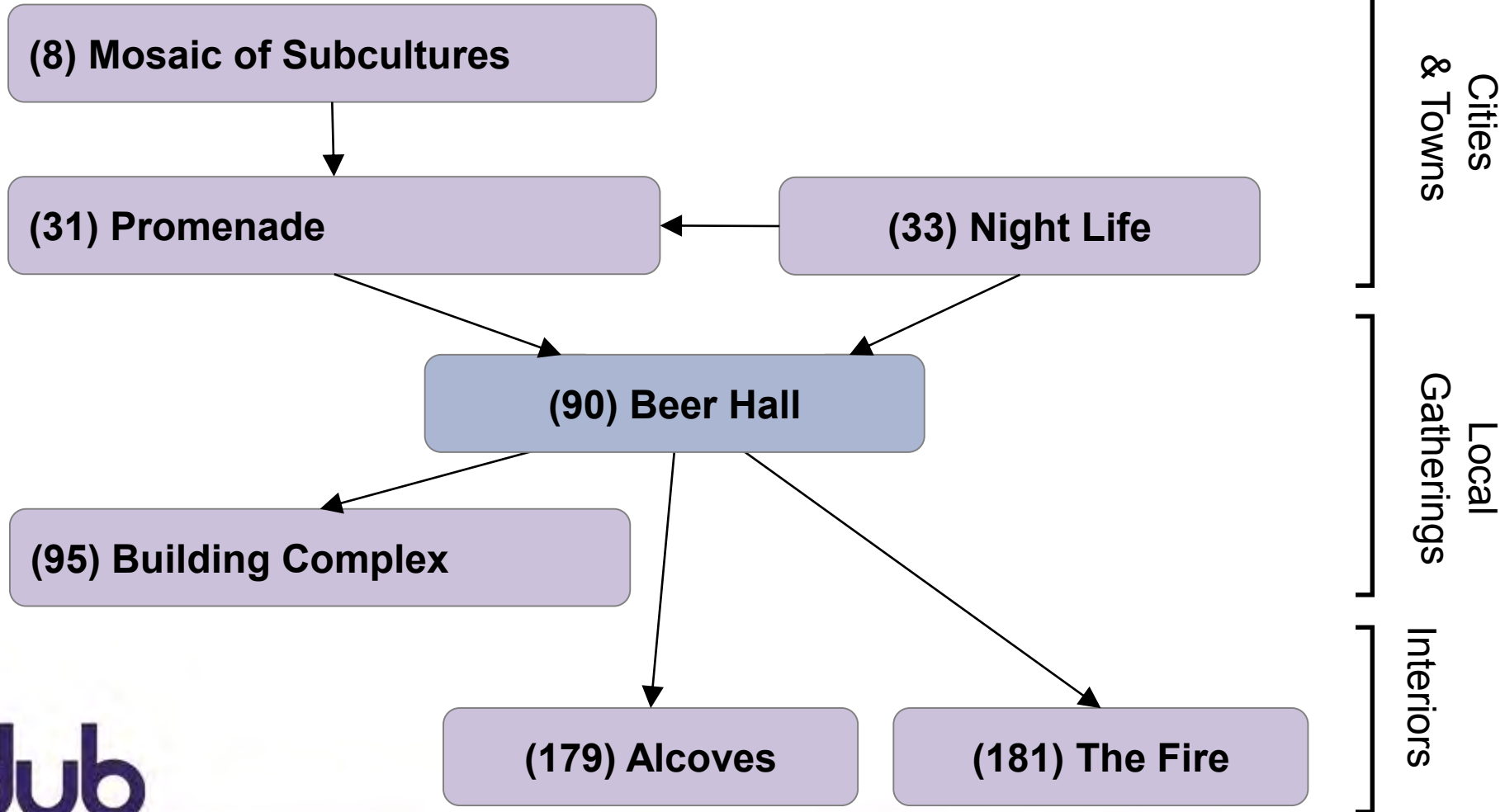
Design patterns are a shared language

for “building and planning towns, neighborhoods, houses, gardens, and rooms”

Beer hall is part of a center for public life

Beer hall needs spaces for groups to be alone ALCOVES

A Web of Design Patterns



Web Design Patterns

Communicate design
problems & solutions

how to create navigation bars
for finding relevant content

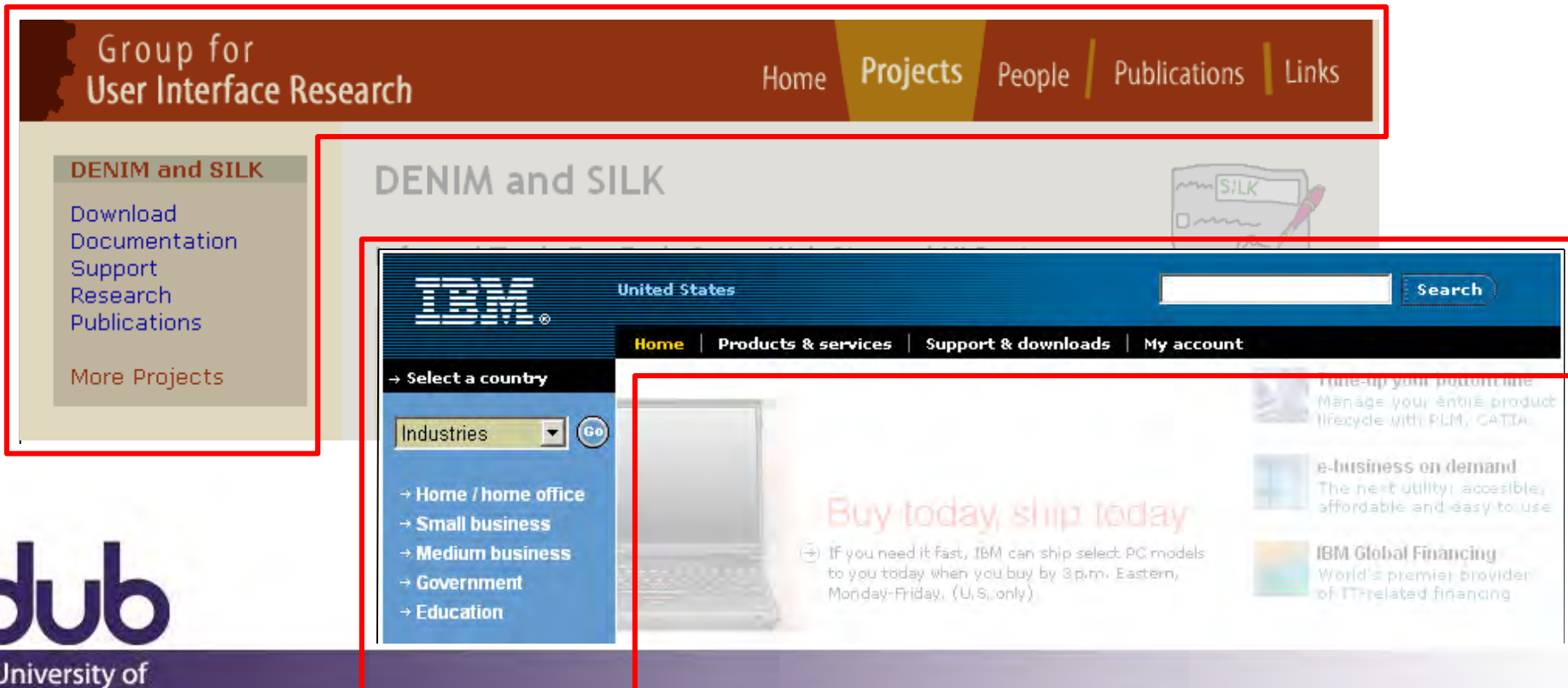
how to create a shopping cart
that supports check out

how to make e-commerce sites
where people return & buy



NAVIGATION BAR (K2)

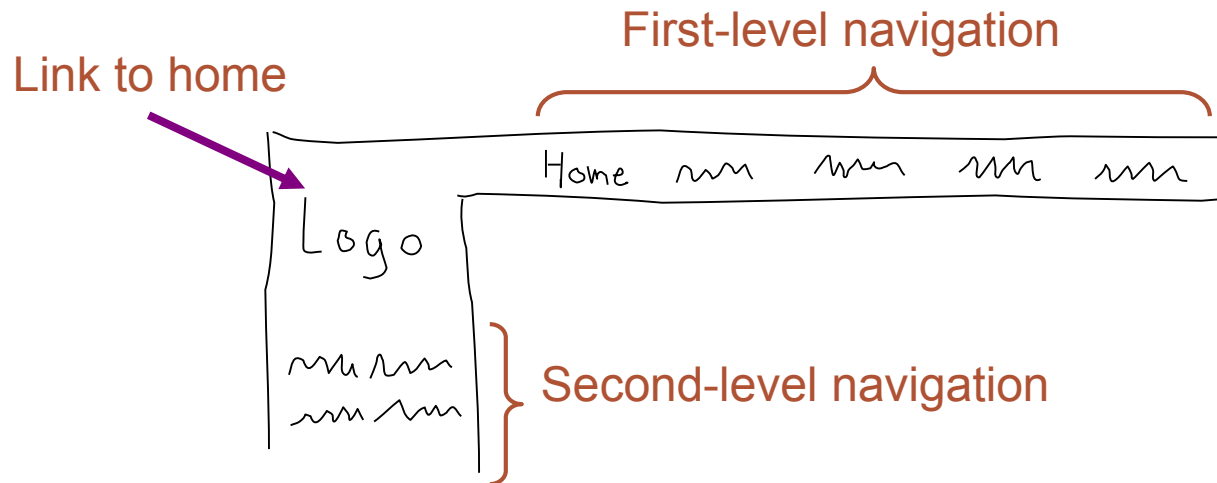
Problem: Customers need a structured, organized way of finding the most important parts of your Web site



NAVIGATION BAR (K2)

Solution diagram

Captures essence on how to solve problem



Pattern Groups

Patterns organized by group

- A** Site genres
- B** Navigational framework
- C** Home page
- D** Content management
- E** Trust and credibility
- F** Basic ecommerce
- G** Advanced ecommerce
- H** Completing tasks
- I** Page layouts
- J** Search
- K** Page-level navigation
- L** Speed
- M** The mobile web

PROCESS FUNNEL (H1)

Problem:

Need a way to help people complete highly specific stepwise tasks

Ex. Create a new account

Ex. Fill out survey forms

Ex. Check out

PROCESS FUNNEL (H1)

The screenshot displays the half.com by ebay website interface. At the top, there's a navigation bar with links for 'my account', 'cart', 'help', 'home', and 'sign in'. Below this is a category bar with links for 'Home', 'Books', 'Music', 'DVDs/Movies', 'Video Games', 'Computers & Software', 'Electronics', and 'Everything Else...'. A search bar is located below the category bar, with a dropdown menu set to 'All Categories' and a 'go' button. The main content area is divided into several sections. On the left, there's a 'People with similar tastes also enjoyed...' section featuring three product recommendations: 'Weezer (1994)' (CD, 1994) for \$5.00 (Save \$6.97), 'Pinkerton' (CD, 1996) for \$6.00 (Save \$10.95), and 'All Killer No Filler [ECD]' (CD, 2001). The central section is titled 'Redeeming a Gift Certificate or Coupon?' and contains a 'Shopping Cart' section. The cart shows one item: 'Weezer (2001) Weezer, Weezer (Music)' (CD, Release Year: 2001) for \$8.30, with a media mail option for \$2.45. The total is \$10.75. Below the cart is a 'Gift Certificates and Coupons' section with a 'Redeem' button. On the right side of the page, there are two 'Proceed to Checkout' buttons, one of which is labeled 'Speedy Checkout'.

half.com by ebay

NEW: Counting Crows: *Hard Candy* \$11.88 Save 37%!

my account cart help home sign in

Home Books Music DVDs/Movies Video Games Computers & Software Electronics Everything Else...

Gift Certificates Wish List Pre-Orders Sell Your Stuff New Users

Search: All Categories go

People with similar tastes also enjoyed...

Weezer (1994)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)

Pinkerton
(CD, 1996)
Weezer
\$6.00
(Save \$10.95)

All Killer No Filler [ECD]
(CD, 2001)

[Redeeming a Gift Certificate or Coupon?](#)

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)
CD, Release Year: 2001
Seller: [naotia@hotmail.com](#) (35)
Condition: Like New • Notes: Perfect condition

Item: \$8.30
Media Mail: \$2.45
([Change Shipping Method](#))

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

Gift Certificates and Coupons

Redeeming your Half.com Gift Certificate or Coupon is easy. Just enter your Claim Code in the box to the right and click "**Redeem**".

Proceed to Checkout
Speedy Checkout

Proceed to Checkout
Speedy Checkout

PROCESS

- What's different?

- No tab rows
- No impulse buys
- Only navigation on page takes you to next step

The screenshot shows the 'half.com by ebay' checkout process. At the top, a navigation bar includes 'Checkout', 'Shipping', and 'Secure Shipping' with a circular icon containing the number '1'. The main heading is 'Step 1 - Choose Shipping Address'. Below this, the text 'Ship my order to:' is followed by a box containing the address: 'Jason Hong', '387 Soda Hall Computer Science UC Berkeley', 'Berkeley, CA 94720'. A red button labeled 'Use This Address' is to the right of the address. Below this, the word 'OR' is displayed. Then, the text 'Enter a new shipping address:' is followed by a form with fields for 'Name', 'Street address', 'City', 'State' (a dropdown menu labeled 'Select State'), 'ZIP code', and 'Country' (pre-filled with 'USA'). A red button labeled 'Save Changes' is at the bottom right of the form. Small text provides instructions for U.S. Military addresses.

- What's the same?

- Logo, layout, color, fonts

PROCESS FUNNEL (H1)

Problem:

What if users need extra help?

PROCESS FUNNEL (H1)

Dell.com About Dell Contact Search Support Order Status My Cart

DELL HOME & HOME OFFICE

Computers Software & Accessories Service & Support Learning Center

Buy Online or Call
1-800-915-3355

Main | Desktops | Notebooks | Handhelds | Hot Deals!

FEATURED SYSTEM

Featured Dimension 4100

The Dimension 4100 desktop offers you amazing power and flexibility at a price that won't break your budget.

- Intel® Pentium® III processor at 933Mhz
- 40GB⁵ Hard Drive
- 128MB SDRAM
- 32MB Nvidia GeForce2 MX 4X AGP Graphics Card

Free Ground (3-5 day) Shipping with purchase of any new Dell Home System. Offer ends 4/23/01.
[Click Here for Details.](#)

Dimension 4100 [Great Add-Ons For This System](#) [Price](#)

Intel® Pentium® III processor at 933Mhz

\$1,199

As low as \$36⁴ /45 pmts
No payment for 90 days
(Click or scroll for details)⁴

[Customize It](#)

[E-Value Code](#)
8V771-4100p01

Processor ? Intel® Pentium® III processor at 933MHz

Keyboard ? **QuietKey® Keyboard**

Hard Drive ? 40GB⁵ Ultra ATA-100 Hard Drive (7200 RPM)

Check any item(s) you wish to add to this system, then click Customize It.

3 Year On-Site Service Add \$99

- With on-site service, you don't have to leave your home or ship your computer to us should you have a problem.

[More Details](#)

Epson Stylus Color 880 InkJet Printer Add \$149

- A creative and versatile printer that features super fast print speeds.

[More Details](#)

Epson 640U Scanner Add

CONTEXT-SENSITIVE HELP (H8)

The screenshot displays the Dell.com website with a context-sensitive help window open. The window is titled "Keyboards - Netscape" and features a "LEARN MORE" button. The main content area is titled "Keyboards" and "Great Keyboard Choices to Suit Your Needs:". It lists several benefits of Dell keyboards, including standard and "space-saver" designs, ergonomic design, Hot Keys, and USB ports. A large image of a Dell Enhanced Performance Keyboard is shown. Below this, there is a "DELL GLOSSARY" section with a "Need a definition? Click on a term." link. A table compares four keyboard types: Dell QuietKey, Microsoft Internet Keyboard, Dell Enhanced QuietKey, and Dell Enhanced Performance. The table lists features for each, such as quiet key response, soft "rubberdome" touch, 10 Hot Keys, 3 programmable keys, and 7 programmable keys. A "ZOOM!" button is also present. A red arrow points from the "Customize It" button on the main website to the "Benefits" section of the help window.

DELL

Buy Online or Call 1-800-915-3355

Purchase Assistance

- Payment Solutions
- Tax & Shipping Info
- Secure Shopping Guarantee
- Privacy Policy

Recommended Systems

Click here for more Dimension 4100 recommended systems.

FEATURED

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Dimension 4100

Intel® Pentium® III processor 933MHz

\$1,199

As low as \$36⁴ /mo pmts
No payment for 90 days
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Customize It

E-Value Code 8V771-4100p01

Processor ? Intel® Pentium® III processor at 933MHz

Keyboard ? QuietKey® Keyboard

Hard Drive ? 40GB⁵ Ultra ATA-100 Hard Drive (7200 RPM)

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Dell™ Enhanced Performance Keyboard

DELL GLOSSARY

Need a definition?
Click on a term.

Keyboard Type	Dell™ QuietKey	Microsoft® Internet Keyboard, Dell Edition	Dell™ Enhanced QuietKey	Dell™ Enhanced Performance
ZOOM! For a closer look.				
Benefits	<ul style="list-style-type: none">Quiet key responseSoft "rubberdome" touch	<ul style="list-style-type: none">10 Hot Keys for easy access to your internet and e-mailE-mail Hotkey	<ul style="list-style-type: none">3 programmable keysSoft "rubberdome"	<ul style="list-style-type: none">7 programmable keysBuilt-in 2 port USB HUB

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FLOATING WINDOWS (H6)



The screenshot shows the Netflix homepage with the 'Recommendations' tab selected. The page displays 'NEW RECOMMENDATIONS' for movies. Two movies are visible: 'Gladiator: Extended Edition' and 'Samurai Champloo (7-10)'. A floating tooltip window is open over the 'Gladiator: Extended Edition' card, providing detailed information about the movie.

NETFLIX Arthine van Duvne | Your Account

Browse Recommendations Friends Queue Buy DVDs Movies, actors, and TV shows

Get Recommendations (636) Rate Movies Movies You've Rated (210)

Recommendations

Movie suggestions based on your ratings

NEW RECOMMENDATIONS



Gladiator: Extended Edition
(2000)

★★★★★
Not Interested

Fans of Gladiator's original theatrical release will appreciate this extended version of the epic Ridley Scott film, packed with 17 extra minutes of action footage and gripping dialogue. Featuring a strong supporting cast and an Oscar-winning performance from actor Russell Crowe as the dauntless Roman general Maximus, this big-budget Best Picture winner became an instant classic -- and helped elevate its leading man to icon status.

Starring: Russell Crowe, Joaquin Phoenix
Director: Ridley Scott
Genre: Action & Adventure
MPAA: R

★ Recommended based on 1 rating

Add



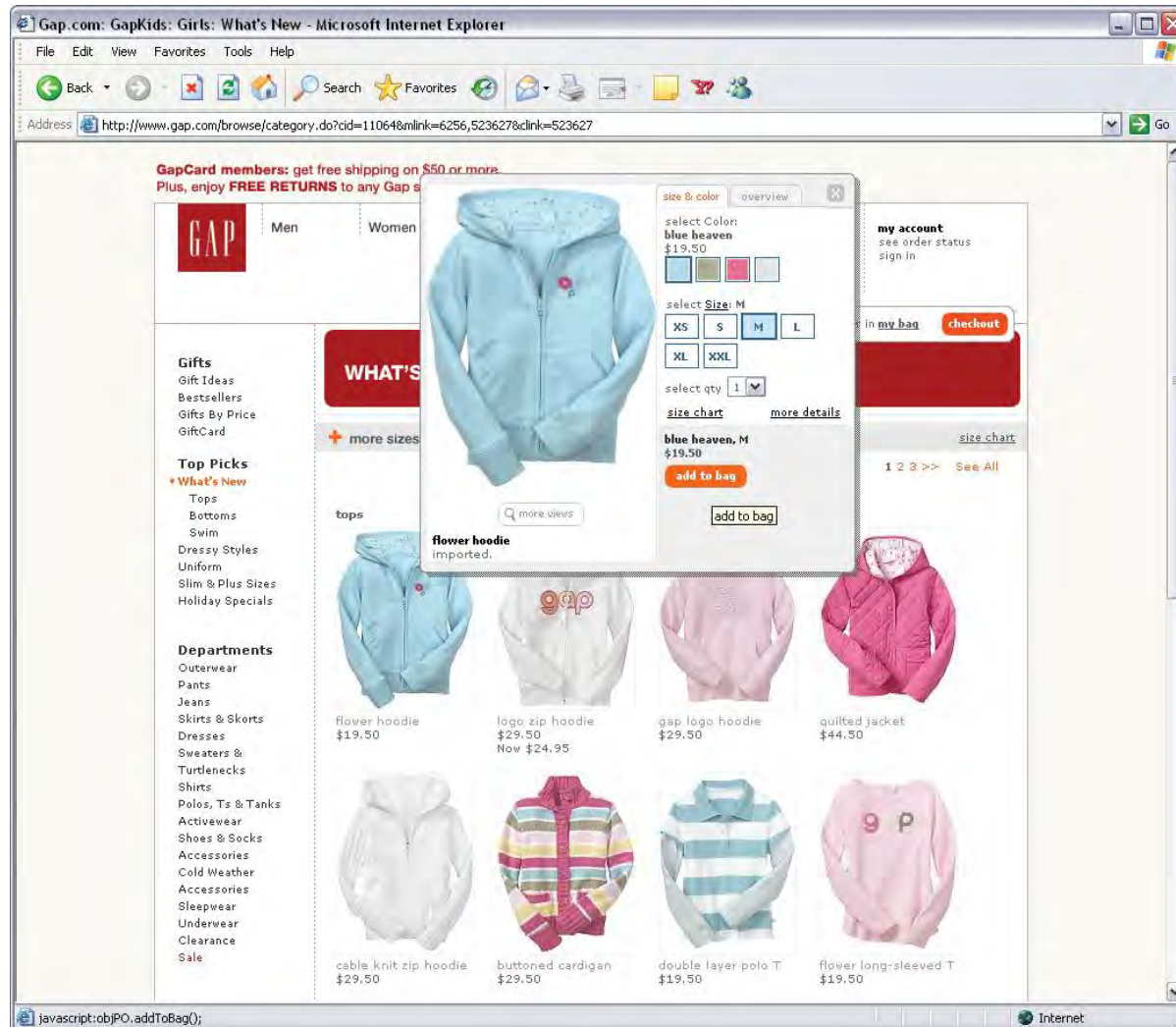
Samurai Champloo (7-10)

★★★★★
Not Interested

Director Shinichiro Watanabe mixes a maturity rarely found in anime with a historical Japanese setting and a funky hip-hop soundtrack. Fuu is a spacey waitress at a teahouse where a sword fight breaks out between Mugen, a wild warrior, and Jin, a ... [Read More](#)

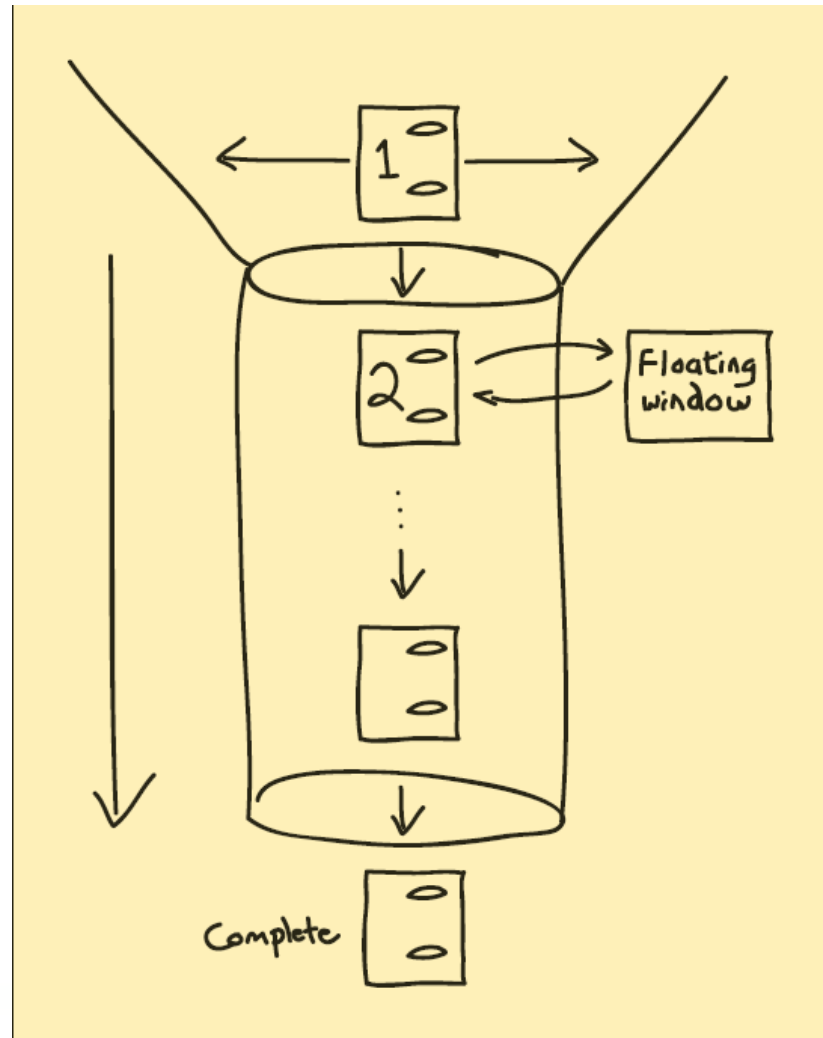
Add All

FLOATING WINDOWS (H6)

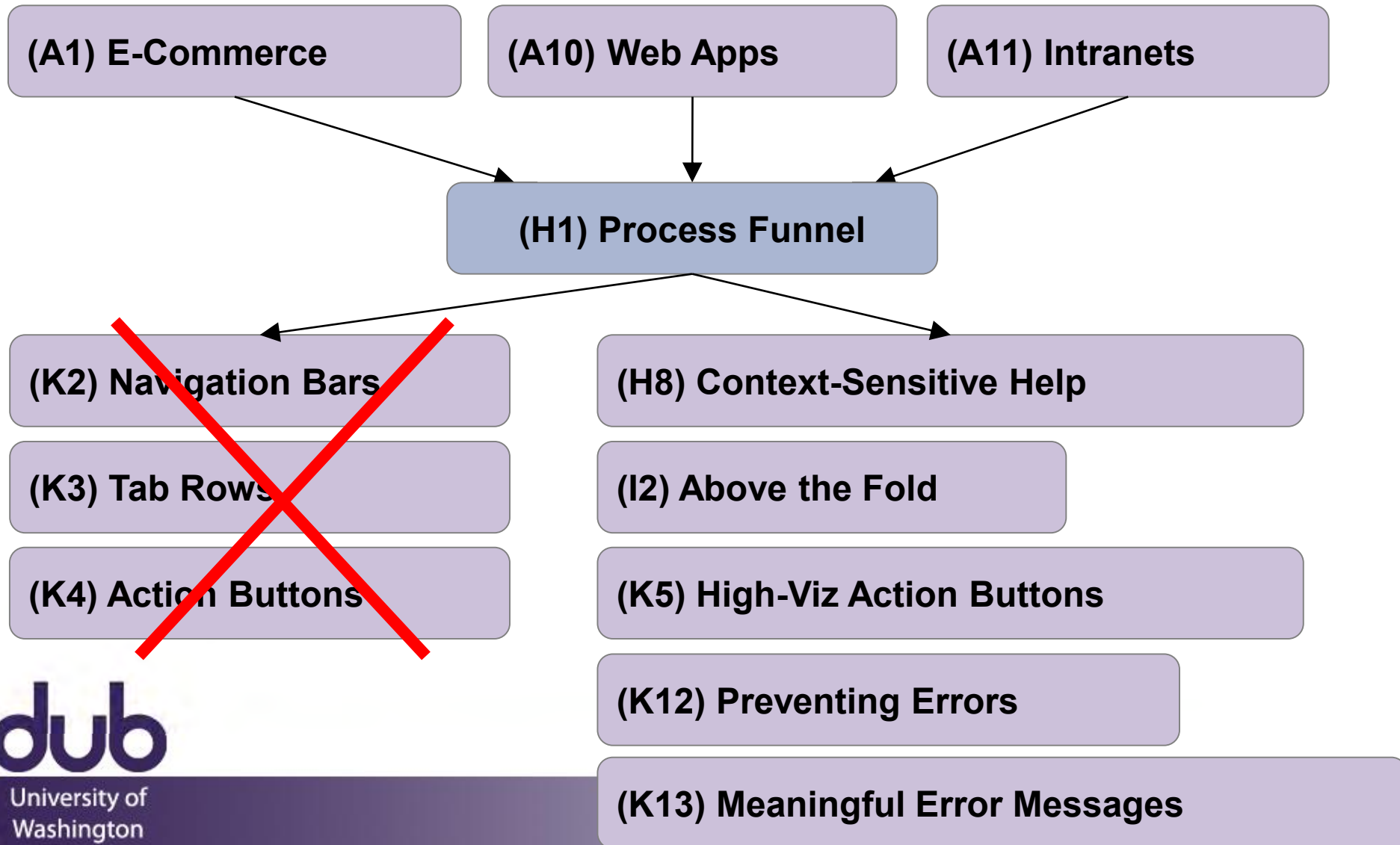


PROCESS FUNNEL (H1)

Solution Diagram



Related Patterns



Patterns Support Creativity

Patterns come from successful examples

sites that are so successful that lots of people are familiar with their paradigms

interaction techniques/metaphors that work well across many sites (e.g., shopping carts)

Not too general and not too specific

you need to specialize to your needs

Patterns let you focus on the hard, unique problems of your design situation

Principles, Guidelines, Templates

Patterns help design without over-constraining

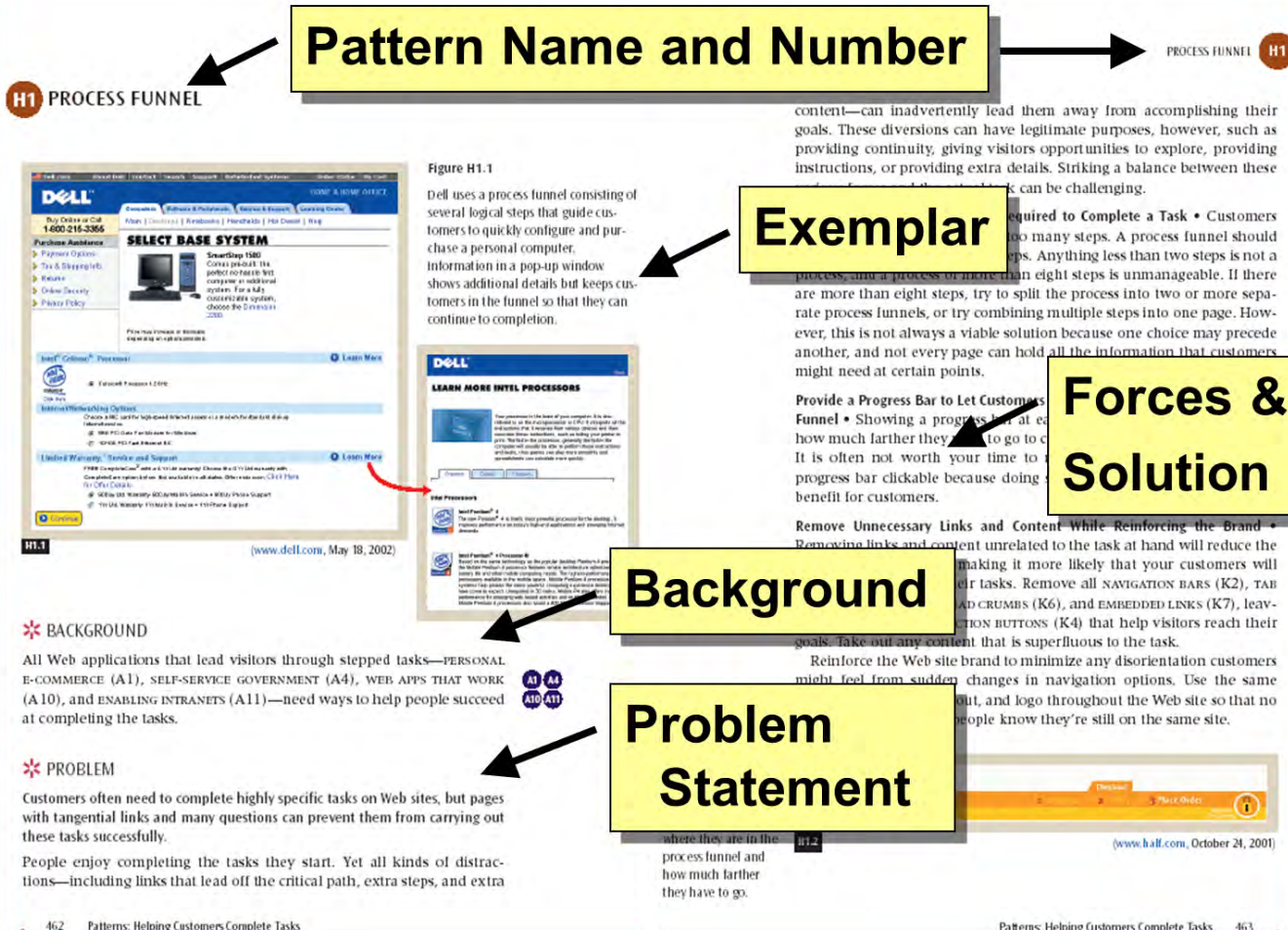
unlike principles, patterns are not too general

unlike guidelines, patterns discuss tradeoffs, show good examples, and tie to other patterns

unlike style guides, patterns not too specific, can be specialized to a design

unlike templates, patterns illustrate flows and relationships among different pages

Web Design Patterns



Web Design Patterns

H1 PROCESS FUNNEL

Use Pop-Up Windows to Provide Extra Information, without Leading Visitors Out of the Process Funnel • Sometimes customers need additional information that you have not provided on a page, such as extra help or product details. Provide a link to a **POP-UP WINDOW** (H6) containing **CLEAN PRODUCT DETAILS** (F2) (see Figure H1.1), **CONTEXT-SENSITIVE HELP** (H8), or information from the **FREQUENTLY ASKED QUESTIONS** (H7) page, to make the extra information less intrusive. Your challenge is to implement this extra content without detracting from the main purpose.

Make Sure the Back Button Always Works • Customers often use the **Back** button on browsers to modify answers they have typed in on previous pages. However, if the Web site is not implemented correctly, the information they have already entered may be lost when they hit the **Back** button, forcing them to type everything again. In the worst case, people get a cryptic error message saying that the posted information was lost. You can address this annoying problem by temporarily storing the information they type in on each page, redisplaying this information if customers hit the **Back** button, and then overriding the temporarily stored information on the page if it is changed.

Always Make It Clear How to Proceed to the Next Step • Some Web pages are longer than can be displayed on a customer's Web browser. The problem is that people sometimes get lost if the critical **ACTION BUTTON** (K4), the one that takes them to the next step, is hidden below the fold. Place **HIGH-VISIBILITY ACTION BUTTONS** (K5) both **high and low** on the page, ensuring that at least one of the critical action buttons is visible without scrolling.

Prevent Errors Where Possible, and Provide Meaningful Error Messages When Errors Do Occur • People will always make errors. You can provide good customer support and sample input to help prevent errors, and provide **MEANINGFUL ERROR MESSAGES** (K13) when errors do occur.

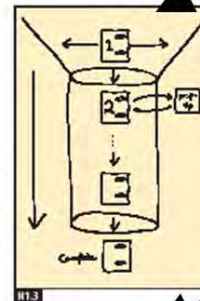
* SOLUTION

Minimize the number of steps required to complete a task, keeping them between two and eight. Remove unnecessary and potentially confusing links and content from each page, while reinforcing the brand to maintain a sense of place. Use pop-up windows to provide extra information, without leading people out of the process funnel. Make sure the **Back** button always works so that customers can correct errors. Make it clear how to proceed to the next step

Bus Stops

Figure H1.3

A process funnel lets people complete their goals by breaking down complicated tasks into a small number of steps, using pop-up windows for detailed information, and reducing the number of links to only the critical ones, so that people are never distracted.



Solution Diagram

Related Patterns

* CONSIDER THESE OTHER PATTERNS

Many kinds of Web sites use process funnels, including sites for **PERSONAL E-COMMERCE** (A1), **SELF-SERVICE GOVERNMENT** (A4), **WEB APPS THAT WORK** (A10), and **ENABLING INTRANETS** (A11). Customers use process funnels when they finalize purchases through **QUICK-FLOW CHECKOUT** (F1), when they create new accounts through **SIGN-IN/NEW ACCOUNT** (H2), and when they post new messages to a **RECOMMENDATION COMMUNITY** (G4), to name some examples.

Remove **NAVIGATION BARS** (K2), **TAB ROWS** (K3), irrelevant **ACTION BUTTONS** (K4), **LOCATION BREAD CRUMBS** (K6), and **EMBEDDED LINKS** (K7) to ensure that customers stay on their paths. However, keep strong site **BRANDING** (E1) so that customers still know where they are.

Design process funnels to **PREVENT ERRORS** (K12), and provide **MEANINGFUL ERROR MESSAGES** (K13) when errors do occur.

Track your customers through **PERSISTENT CUSTOMER SESSIONS** (H5) to avoid problems with the **Back** button, and to save customer-entered information.

Move extra content, such as **CONTEXT-SENSITIVE HELP** (H8) and **FREQUENTLY ASKED QUESTIONS** (H7), to **POP-UP WINDOWS** (H6) to keep the main task page on the screen. Make the next action visible by keeping it **ABOVE THE FOLD** (I2) and by using **HIGH-VISIBILITY ACTION BUTTONS** (K5).

Pre-Patterns

Patterns require broad adoption and examples

Many version of the same basic idea

Shown successful in many contexts

That is what makes them patterns

This is challenging in novel domains

Pre-patterns are based in weaker evidence

Can help speed diffusion of techniques and results

Can help see relationships among ideas

UbiComp Pre-Patterns

Literature review

Button-up card sorting of lessons from literature

Cut down based on critique by other researchers

E13 - Notification on Access of Personal Data



Figure 1. AT&T Wireless Find Friends service notifies your friend if you ask for his or her location.

Synopsis

Systems can provide feedback about what is being monitored and recorded

Background

This pattern is one part of providing [Appropriate Privacy Feedback](#) to individuals.

Problem

How can systems provide feedback about what is being monitored, as well as the current state of the system?

Solution

There at least two different times that notification can be used, during an access and afterwards.

Forces

A key design decision here is whether the person is simply notified or has choice over whether information is disclosed. There are plausible cases for each. For example, "always let my family know where I am", but "let me choose whether to reveal my current location if a co-worker asks". This is primarily an issue of trust and boundaries with other individuals.

[Privacy Mirrors](#) also act as a form of notification. Notification can also be combined with unobtrusive displays to provide constant feedback.

UbiComp Pre-Patterns

B6 • FIND A FRIEND



Figure 1. AT&T Wireless' mMode service allows customers to add friends to a friend list, find out who is nearby, and call or send messages to them. Users can make themselves invisible whenever they want.

• BACKGROUND

This pattern discusses services that allow people to find where their friends are while allowing those friends some level of privacy. This pattern is useful for GUIDES FOR EXPLORATION AND NAVIGATION (A5).

• PROBLEM

People would like to know where their friends are, for impromptu communication and gatherings. At the same time, those people may not always want to be tracked.

Displaying people's location • There are several different ways of displaying a person's location. A straightforward approach is to simply show the location in text, for example "near corner of Euclid Ave and Hearst Ave" or "in Soda Hall". Another approach is to show the data on a map, or possibly even an ACTIVE MAP (B1) that is constantly updated.



Figure 2. UC San Diego's ActiveCampus project shows your friends' location in real time. While useful, this visualization raises many privacy concerns.

Managing privacy concerns • There are many privacy concerns about find-a-friend applications due to the potential for abuse. This is not just the fear of "Big Brother," but also so-called "Little Brothers" who are constantly tracking their friends' movements.

UbiComp Pre-Patterns

A – Ubiquitous Computing Genres	B – Physical-Virtual Spaces	C – Developing Successful Privacy	D – Designing Fluid Interactions
Describes broad classes of emerging applications, providing many examples and ideas	Associating physical objects and spaces with information and meaning; location-based services; helping users navigate such spaces	Policy, systems, and interaction issues in designing privacy-sensitive systems	How to design for interactions involving dozens or even hundreds of sensors and devices while making users feel like they are in control
Upfront Value Proposition (A1) Personal Ubiquitous Computing (A2) Ubiquitous Computing for Groups (A3) Ubiquitous Computing for Places (A4) Guides for Exploration and Navigation (A5) Enhanced Emergency Response (A6) Personal Memory Aids (A7) Smart Homes (A8) Enhanced Educational Experiences (A9) Augmented Reality Games (A10) Streamlining Business Operations (A11) Enabling Mobile Commerce (A12)	Active Map (B1) Topical Information (B2) Successful Experience Capture (B3) User-Created Content (B4) Find a Place (B5) Find a Friend (B6) Notifier (B7)	Fair Information Practices (C1) Respecting Social Organizations (C2) Building Trust and Credibility (C3) Reasonable Level of Control (C4) Appropriate Privacy Feedback (C5) Privacy-Sensitive Architectures (C6) Partial Identification (C7) Physical Privacy Zones (C8) Blurred Personal Data (C9) Limited Access to Personal Data (C10) Invisible Mode (C11) Limited Data Retention (C12) Notification on Access of Personal Data (C13) Privacy Mirrors (C14) Keeping Personal Data on Personal Devices (C15)	Scale of Interaction (D1) Sensemaking of Services and Devices (D2) Streamlining Repetitive Tasks (D3) Keeping Users in Control (D4) Serendipity in Exploration (D5) Context-Sensitive I/O (D6) Active Teaching (D7) Resolving Ambiguity (D8) Ambient Displays (D9) Follow-me Displays (D10) Pick and Drop (D11)

Patterns

When you see advice, consider its depth

Result of an individual study

Pre-pattern based on some meta-analysis

Established pattern

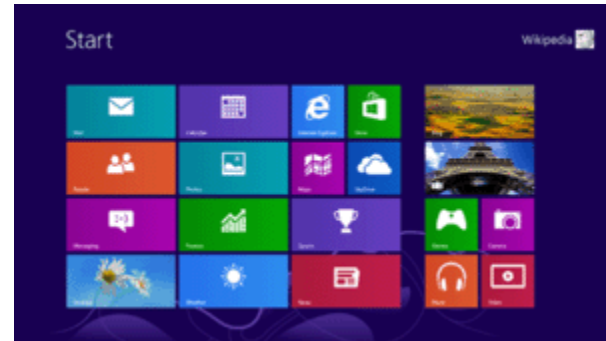
Be aware of misapplying patterns

And be aware of anti-patterns

Touch and Microsoft Windows



2004



2012

Consistency vs. Specialization

Beware of simply copying a design language

Consistency is your friend until it is not your friend

Not limited to platform-level decisions

One “look” for your app

Or targeted at each device

Dark Patterns

A Dark Pattern is an interface that has been carefully crafted to trick people into doing things, such as buying insurance with their purchase or signing up for recurring bills.

Disguised Ads

Ads that are disguised as other kinds of content or navigation, in order to get users to click on them

Dark Patterns

A Dark Pattern is an interface that has been carefully crafted to trick people into doing things, such as buying insurance with their purchase or signing up for recurring bills.

Friend Spam

A site or game asks for your credentials, then goes on to publish content or send out bulk messages

Dark Patterns

After Lawsuit Settlement, LinkedIn's Dishonest Design Is Now A \$13 Million Problem

HOPEFULLY, THIS WILL BE A LESSON TO OTHER COMPANIES WHO USE DARK UX PATTERNS TO TRICK THEIR USERS.

10 NOTES 5 PIN 108 PLUS 853 SHARE 1.2K TWEET 1.5K LIKE

Anyone who has ever signed up, or even known anyone who has signed up, for LinkedIn has probably found themselves on the receiving end of dozens of follow-up emails, inviting you to "expand your professional network." Even worse, they're virtually impossible to opt-out of. It's a scummy use of dark UX patterns by a company that should know better. Now, LinkedIn is going to be paying for it as part of a class-action lawsuit, to the tune of \$13 million.




Photo: Bloomua via Shutterstock

Presented in San Jose's U.S. District Court, the key issue in *Perkins v. LinkedIn* is spam. Namely, during the user sign-up process, LinkedIn claims that it "will not store your password or email anyone without your permission." Despite this, LinkedIn sends automated follow-up email reminders on a new user's behalf to any contacts harvested from their webmail accounts, which are presented in such a way as to appear as if they came directly from the user.

Under California law, the sitting judge says has deemed this illegal. Consequently, if you were a member of LinkedIn's "add connection" program between September 2011 and October 2014, you can submit a claim to get a payout.

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CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 14:
Patterns

James Fogarty
Alex Fiannaca
Lauren Milne
Saba Kawas
Kelsey Munsell



Tuesday/Thursday
12:00 to 1:20