What are Defaults ?

“Defaults are a type of *nudge* that system designers place at *points of choice* for the user”

Serve as guidance to influence the user towards desirable actions

Option to return the initial settings

Avoid distractions and temptations (to use competitor product)

Principles of Defaults

P_1

Defaults within fields should be easy to “blow away”

= Easy to select and/or delete

P_2

Defaults should be “intelligent” and responsive.

= Geared towards common users or you specifically

P_3

Replace the word “default” with a more meaningful and responsive term.

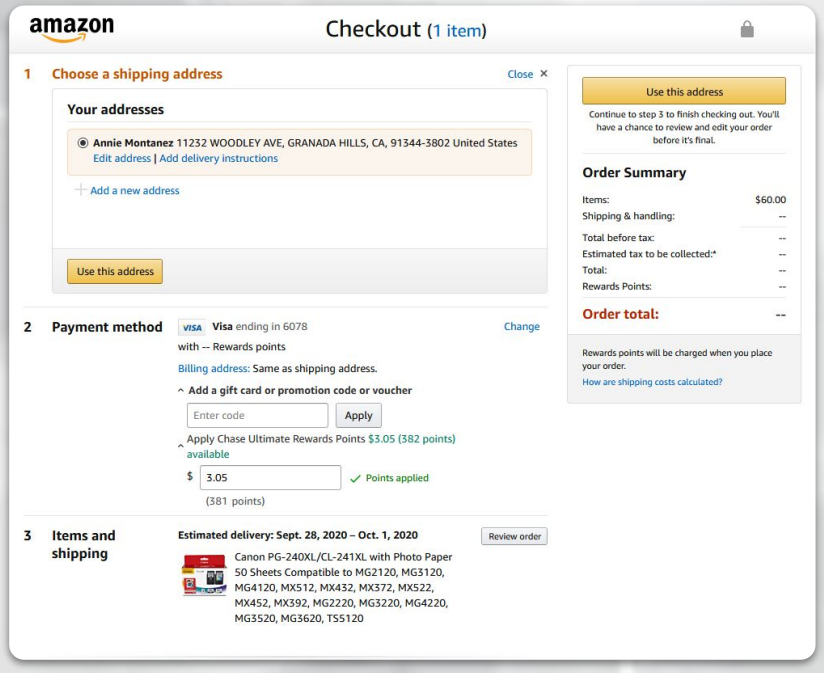
= Use of more descriptive wording

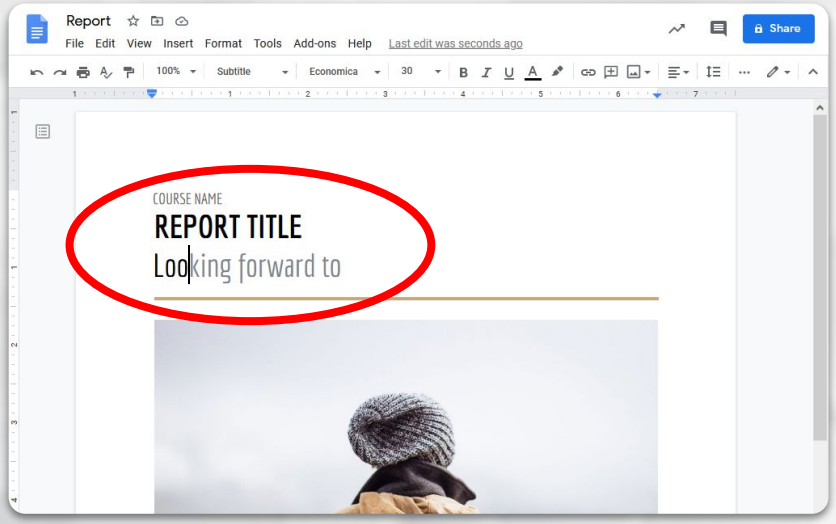
P_4

Both your vocabulary and visual design must communicate the scope of a reversion.

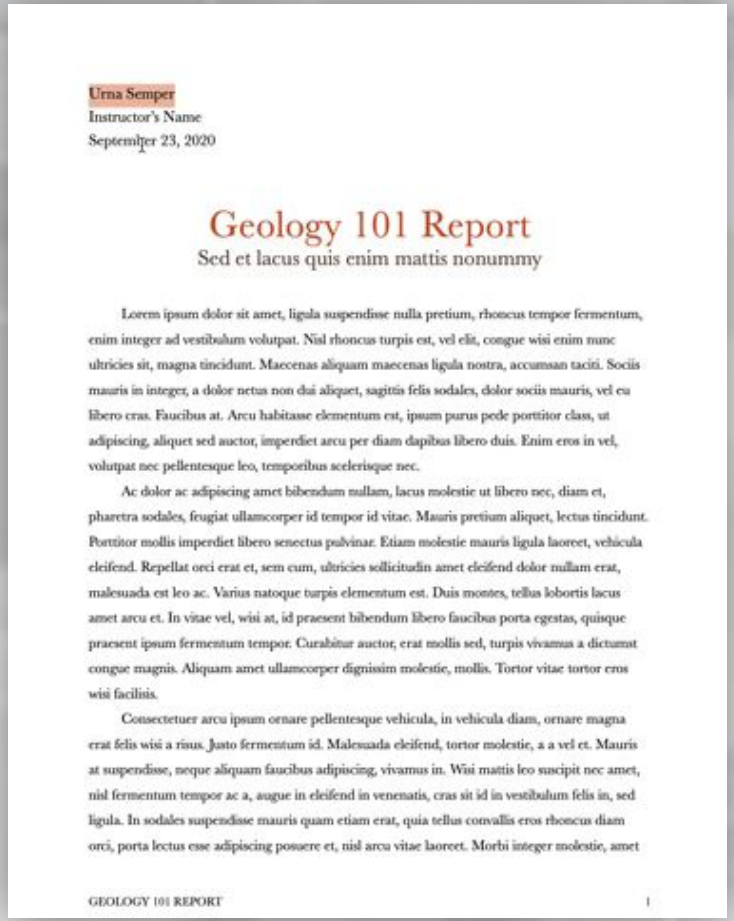
= Warnings & Details about what will happen

P1 Defaults within fields should be easy to “blow away”





Predictive text:
You are easily able to choose by pressing SHIFT or delete by typing



Urna Semper
Instructor's Name
September 23, 2020

Geology 101 Report
Sed et lacus quis enim mattis nonummy

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas ligula nostra, accumsan taciti. Sociis mauris in integer, a dolor netus non dui aliquet, sagittis felis sodales, dolor sociis mauris, vel eu libero cras. Faucibus at. Arcu habitasse elementum est, ipsum purus pede porttitor class, ut adipiscing, aliquet sed auctor, imperdiet arcu per diam dapibus libero duis. Enim eros in vel, volutpat nec pellentesque leo, temporibus scelerisque nec.

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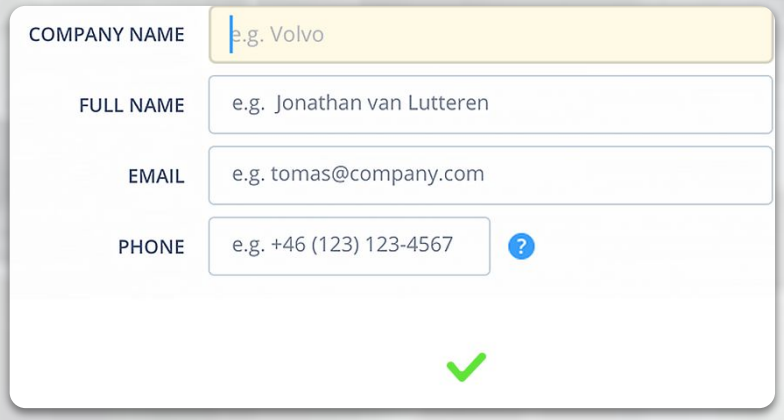
GEOLOGY 101 REPORT 1

Apple *Pages*

- When selecting the DATE field, *Pages* recommends today's date as the default option

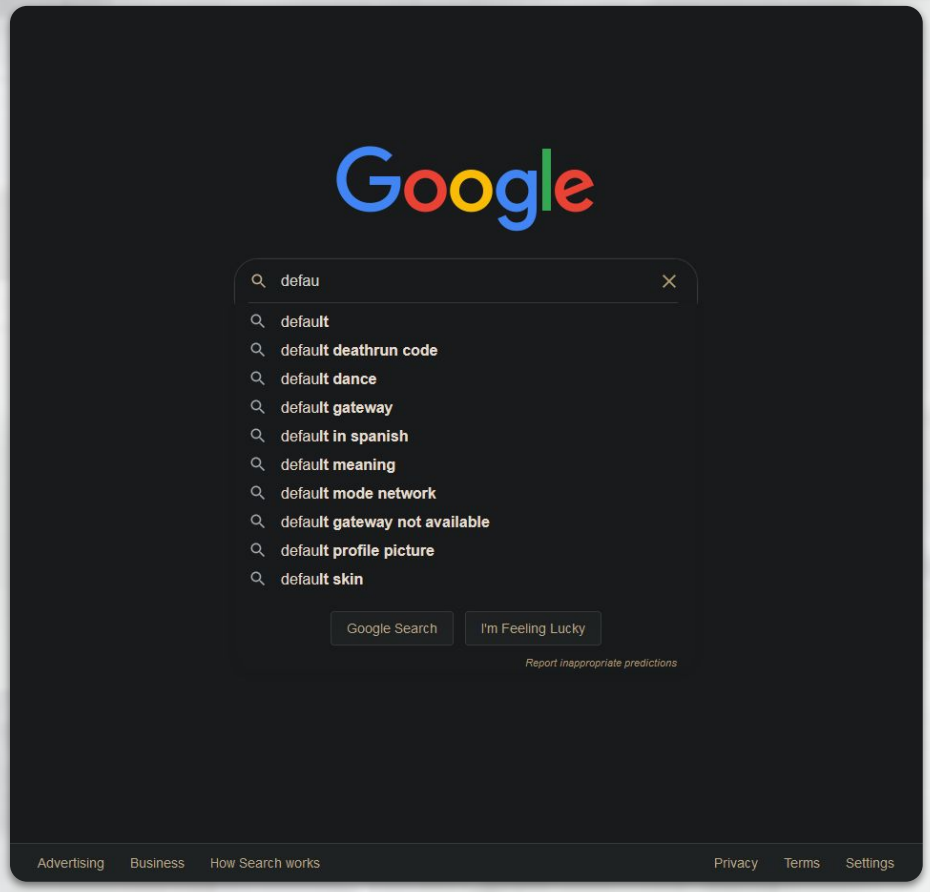
- **Select-On-Entry rule;** when you click into the text box, all of the content is highlighted at once, giving the user an easy way to delete/replace.

  Text instantly deletes when you start typing or by pressing DELETE

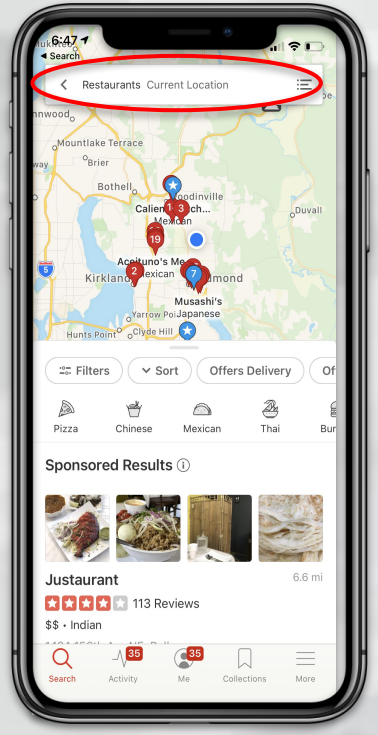


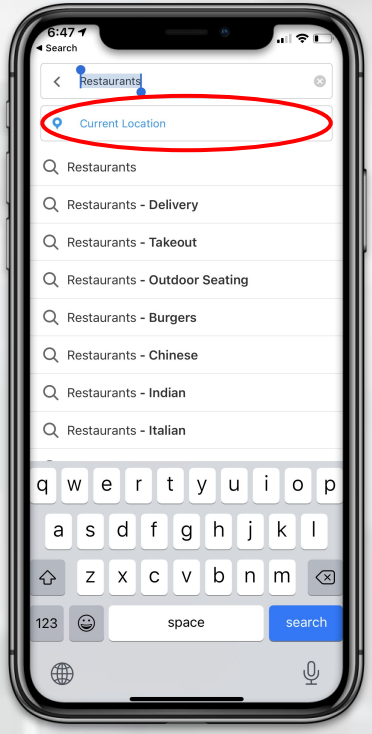
A default example is provided and once the user types, the previous text disappears.

Google can predict more common or relevant searches.



P2 Defaults should be “intelligent” and responsive

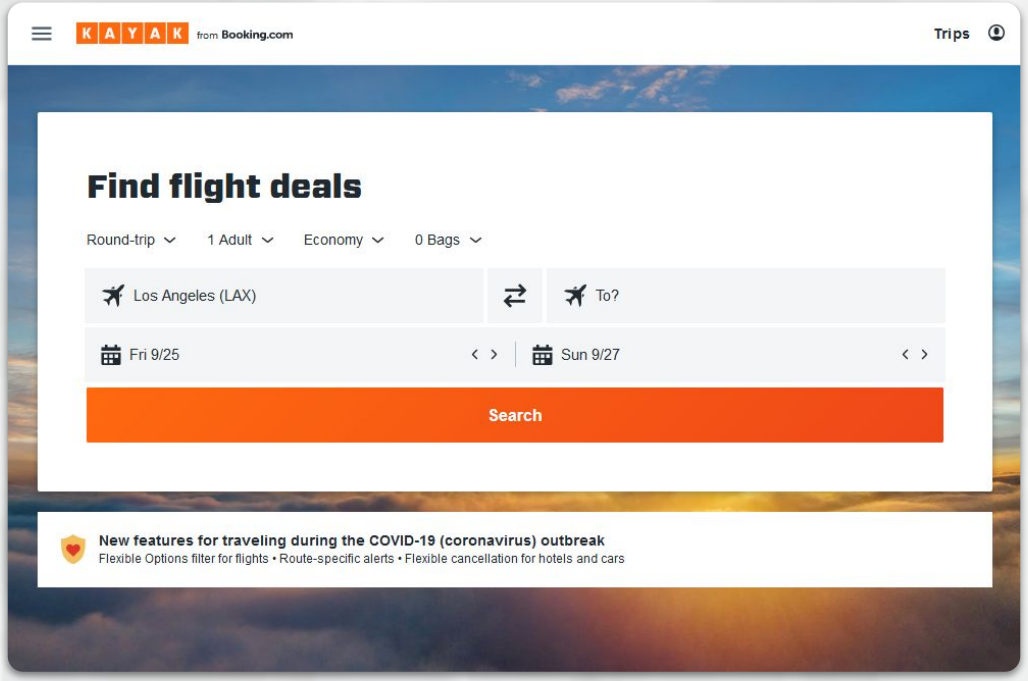


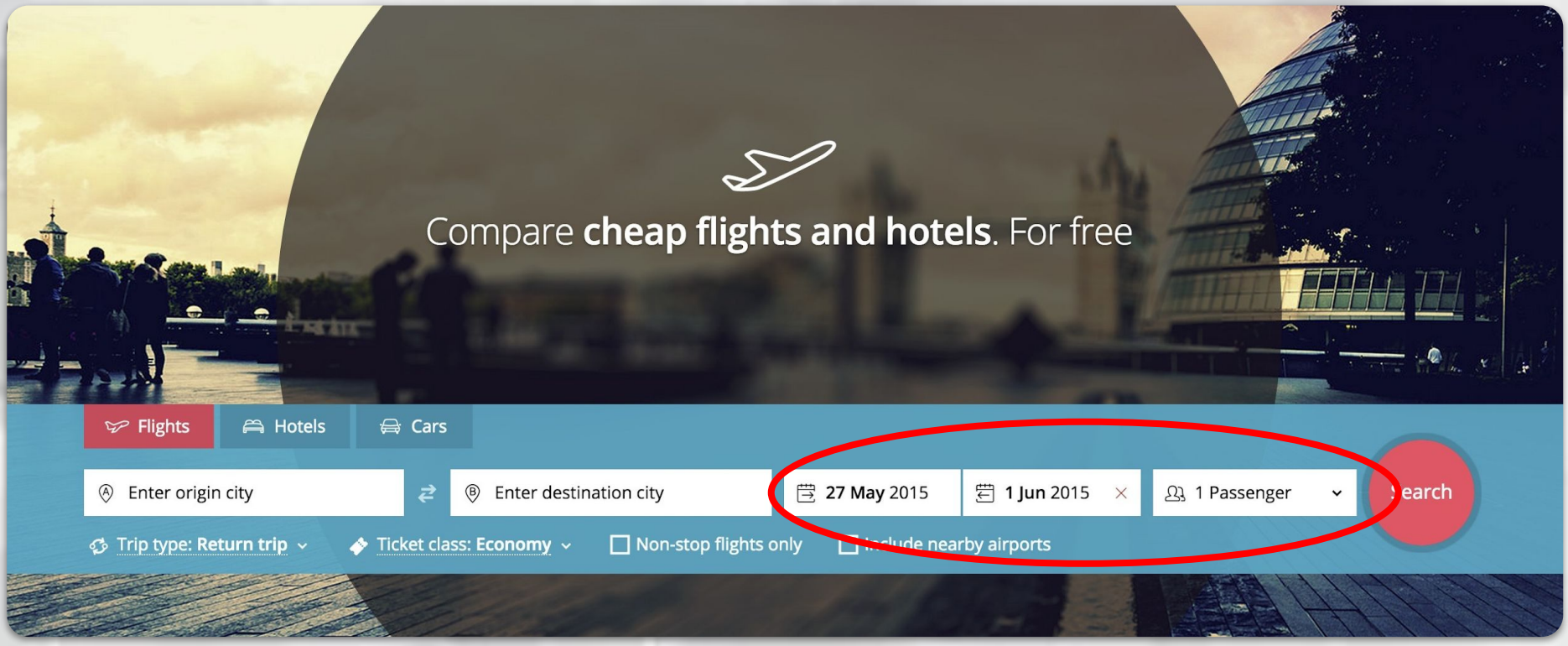


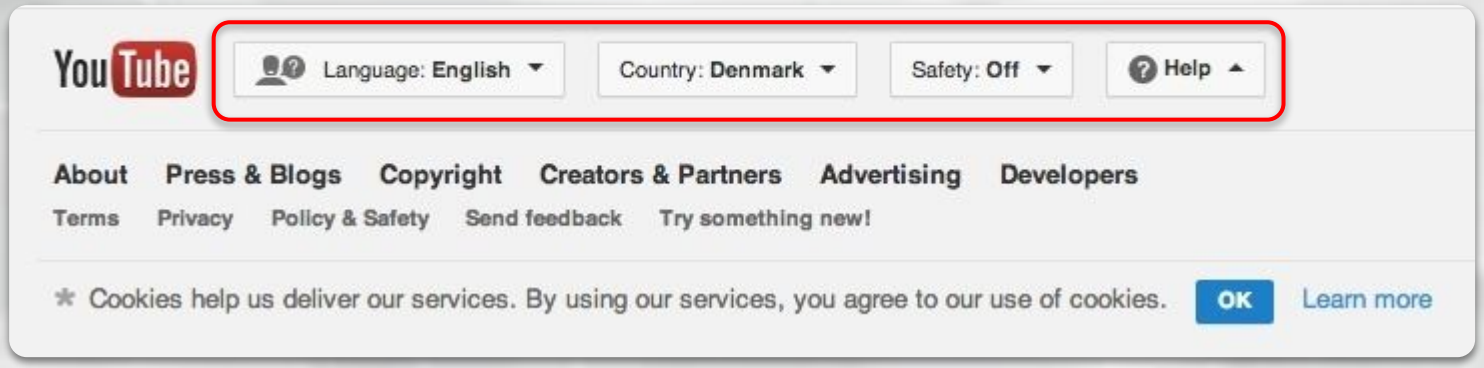
✓ ✓ X

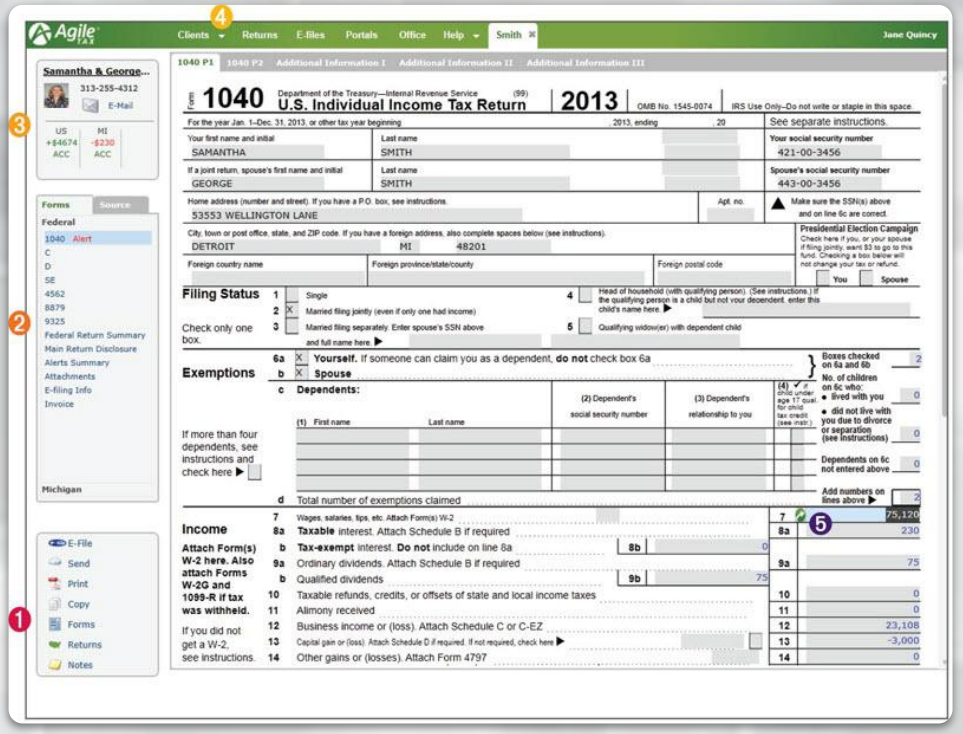
OLD & NEW

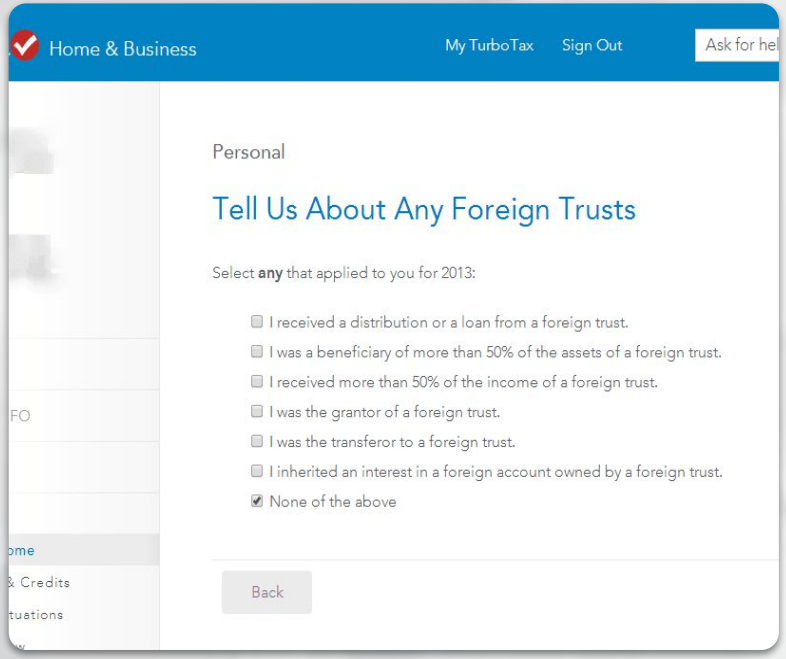
Book a trip
From
United Kingdom
London all airports
To
select country
select city
Round trip
One way
Outward
September 2007
M T W T F S S
Return
September 2007
M T W T F S S
Passenger type
1 Adult
0 Children 2-11 years
0 Infants 0-23 months
0 Children 12-15 years
Group travel (more than 9 people) find out more
Search
Reset
From flysas.com


KAYAK from Booking.com
Trips
Find flight deals
Round-trip
1 Adult
Economy
0 Bags
Los Angeles (LAX)
To?
Fri 9/25
Sun 9/27
Search
New features for traveling during the COVID-19 (coronavirus) outbreak
Flexible Options filter for flights • Route-specific alerts • Flexible cancellation for hotels and cars


Compare cheap flights and hotels. For free
Flights
Hotels
Cars
Enter origin city
Enter destination city
27 May 2015
1 Jun 2015
1 Passenger
earch
Trip type: Return trip
Ticket class: Economy
Non-stop flights only


YouTube
Language: English
Country: Denmark
Safety: Off
Help
About
Press & Blogs
Copyright
Creators & Partners
Advertising
Developers
Terms
Privacy
Policy & Safety
Send feedback
Try something new!
Cookies help us deliver our services. By using our services, you agree to our use of cookies.
OK
Learn more

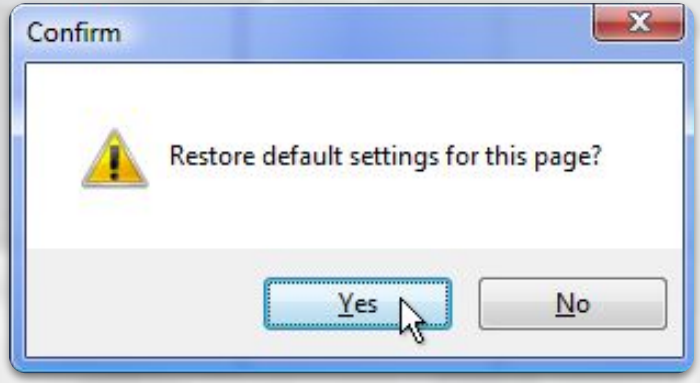

Agile TAX
Clients
Returns
E-files
Portals
Office
Help
Smith
Jane Quincy
Samantha & George...
313-255-4312
E-Mail
Forms
Source
Federal
1040 Alert
Federal Return Summary
Main Return Disclosure
Alerts Summary
Attachments
E-filing Info
Invoice
Michigan
E-File
Send
Print
Copy
Forms
Returns
Notes
1040 P1
1040 P2
Additional Information I
Additional Information II
Additional Information III
Form 1040 U.S. Individual Income Tax Return 2013
Department of the Treasury—Internal Revenue Service (99)
OMB No. 1545-0074
IRS Use Only—Do not write or staple in this space.
See separate instructions.
SAMANTHA
SMITH
421-00-3456
GEORGE
SMITH
443-00-3456
53553 WELLINGTON LANE
DETROIT
MI
48201
Filing Status
Single
Married filing jointly (even if only one had income)
Married filing separately. Enter spouse's SSN above and full name here.
Head of household (with qualifying person). (See instructions.) If the qualifying person is a child but not your dependent, enter this child's name here.
Qualifying widow(er) with dependent child
Check only one box.
Exemptions
Yourself. If someone can claim you as a dependent, do not check box 6a
Spouse
Dependents:
(1) First name
Last name
(2) Dependent's social security number
(3) Dependent's relationship to you
If more than four dependents, see instructions and check here
Total number of exemptions claimed
Income
Wages, salaries, tips, etc. Attach Form(s) W-2
Taxable interest. Attach Schedule B if required
Tax-exempt interest. Do not include on line 8a
Ordinary dividends. Attach Schedule B if required
Qualified dividends
Taxable refunds, credits, or offsets of state and local income taxes
Alimony received
Business income or (loss). Attach Schedule C or C-EZ
Capital gain or (loss). Attach Schedule D if required. If not required, check here
Other gains or (losses). Attach Form 4797
Attach Form(s) W-2 here. Also attach Forms W-2G and 1099-R if tax was withheld.
If you did not get a W-2, see instructions.
75,120
230
75
23,108
-3,000
1
2
3
4
5


Home & Business
My TurboTax
Sign Out
Ask for hel
Personal
Tell Us About Any Foreign Trusts
Select any that applied to you for 2013:
I received a distribution or a loan from a foreign trust.
I was a beneficiary of more than 50% of the assets of a foreign trust.
I received more than 50% of the income of a foreign trust.
I was the grantor of a foreign trust.
I was the transferor to a foreign trust.
I inherited an interest in a foreign account owned by a foreign trust.
None of the above
Back

P3

Replace the word “default” with a more meaningful and responsive term

Clarifies what is being “defaulted”

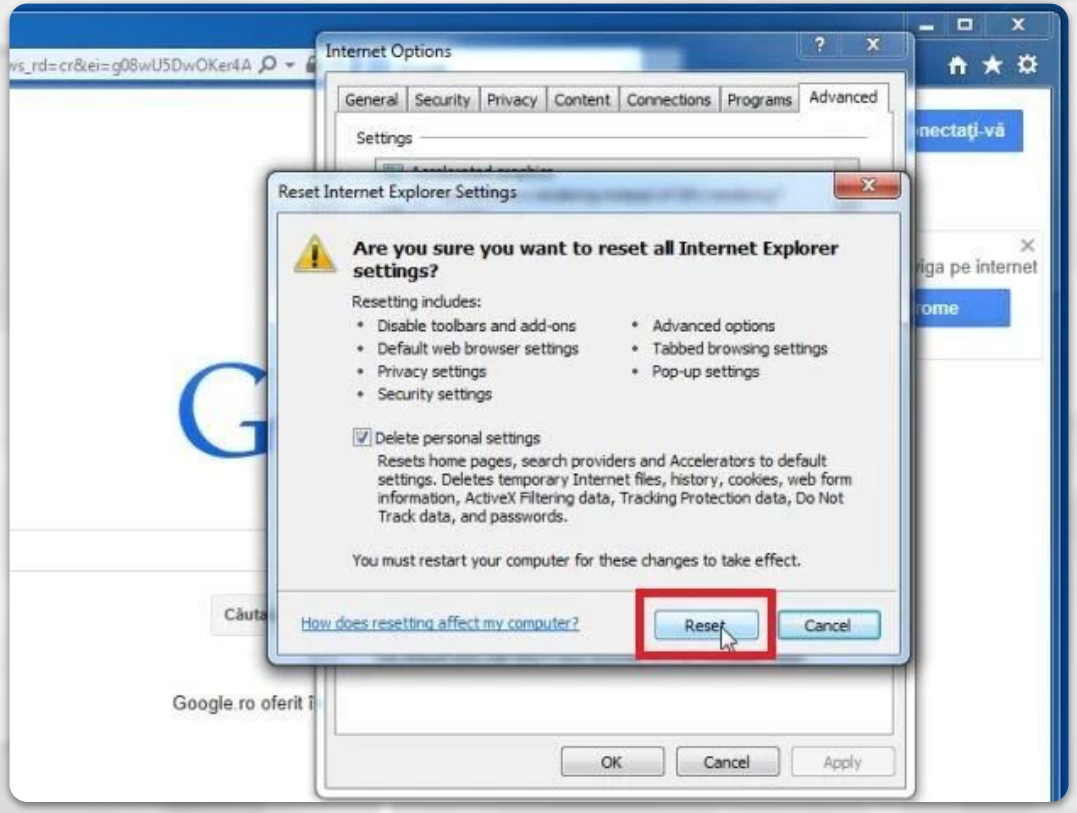

Confirm
Restore default settings for this page?
Yes
No

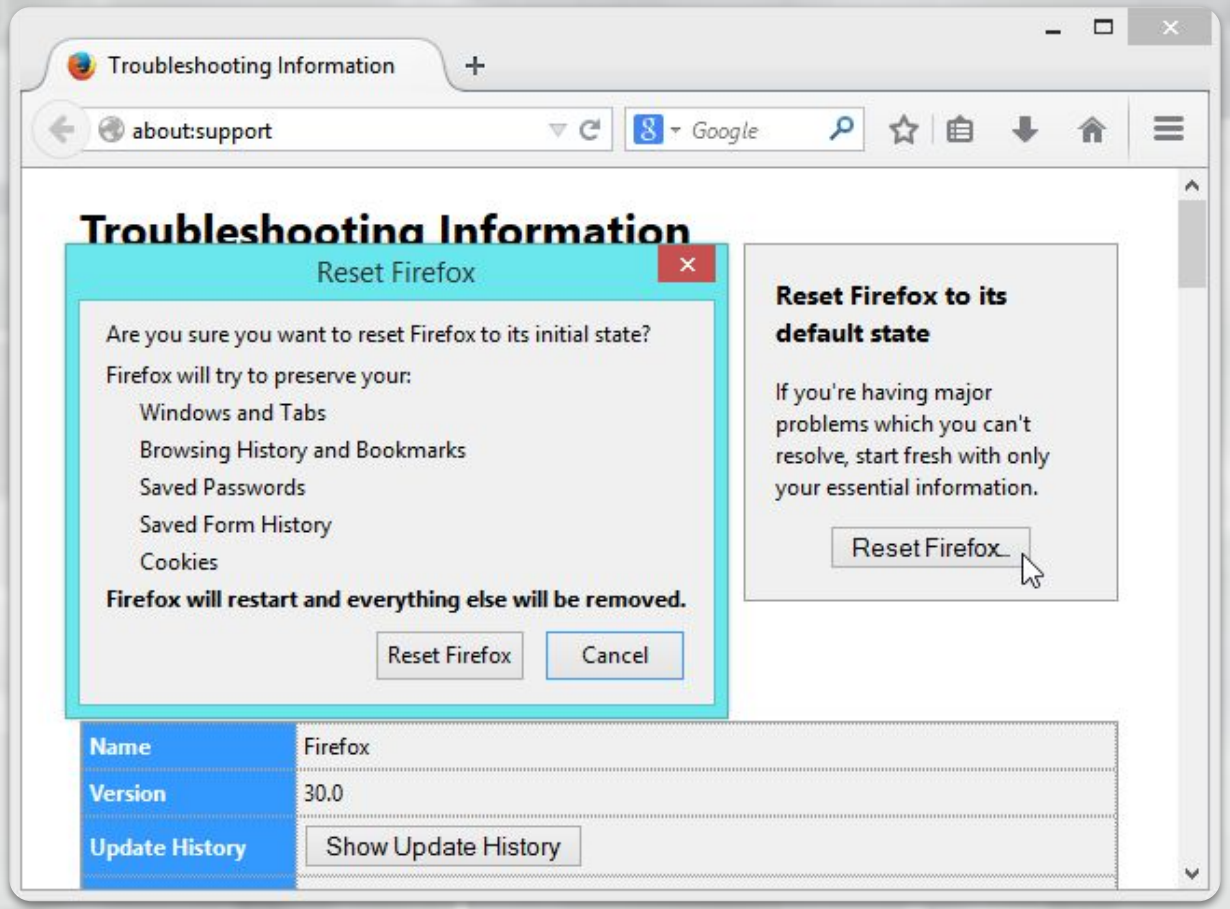
X

Projects
Online Resources
My Profile
Verify that the following settings are personalized for you:
Profile:
Visual Studio Developer
Keyboard Scheme:
[Default Settings]
Window Layout:
Visual Studio Default
Help Filter:
(no filter)
Show Help:
Internal Help
External Help
At Startup:
Show Start Page

X

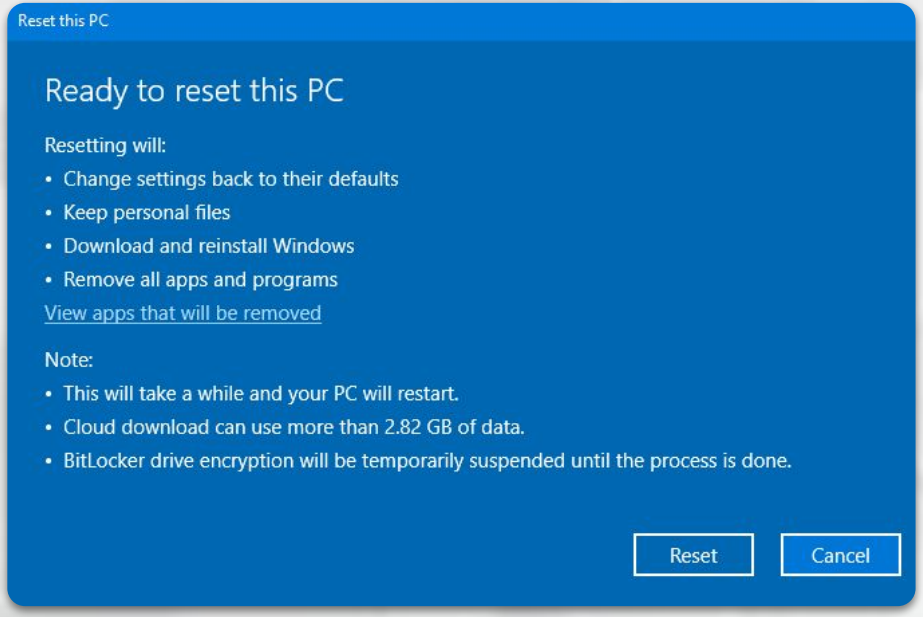
P4 Both your vocabulary and visual design must communicate the scope of a reversion



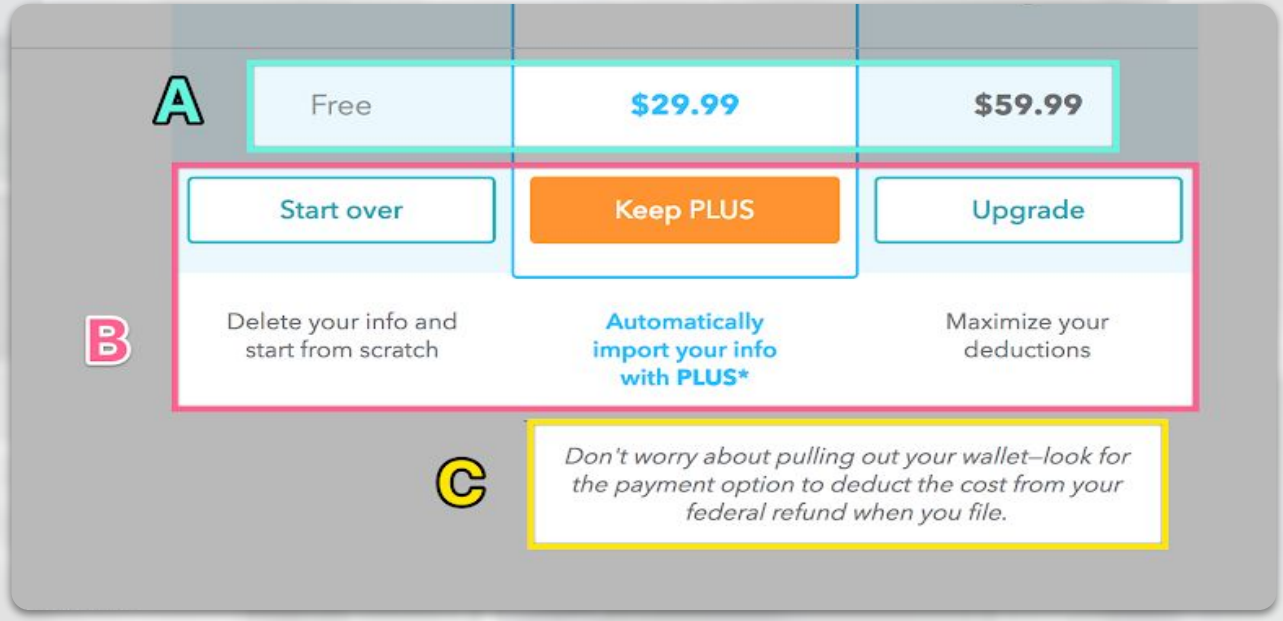

Troubleshooting Information
about:support
Google
Troubleshooting Information
Reset Firefox
Are you sure you want to reset Firefox to its initial state?
Firefox will try to preserve your:
Windows and Tabs
Browsing History and Bookmarks
Saved Passwords
Saved Form History
Cookies
Firefox will restart and everything else will be removed.
Reset Firefox
Cancel
Reset Firefox to its default state
If you're having major problems which you can't resolve, start fresh with only your essential information.
Reset Firefox...
Name
Firefox
Version
30.0
Update History
Show Update History

System Recovery Options
Choose a recovery tool
Operating system: Windows 7 on (C:) Local Disk
Startup Repair
Automatically fix problems that are preventing Windows from starting
System Restore
Restore Windows to an earlier point in time
System Image Recovery
Recover your computer using a system image you created earlier
Restore your computer
Restore Windows and programs to their original condition
Windows Memory Diagnostic
Check your computer for memory hardware errors
Command Prompt
Open a command prompt window
Shut Down
Restart

X


Reset this PC
Ready to reset this PC
Resetting will:
• Change settings back to their defaults
• Keep personal files
• Download and reinstall Windows
• Remove all apps and programs
View apps that will be removed
Note:
• This will take a while and your PC will restart.
• Cloud download can use more than 2.82 GB of data.
• BitLocker drive encryption will be temporarily suspended until the process is done.
Reset
Cancel

✓

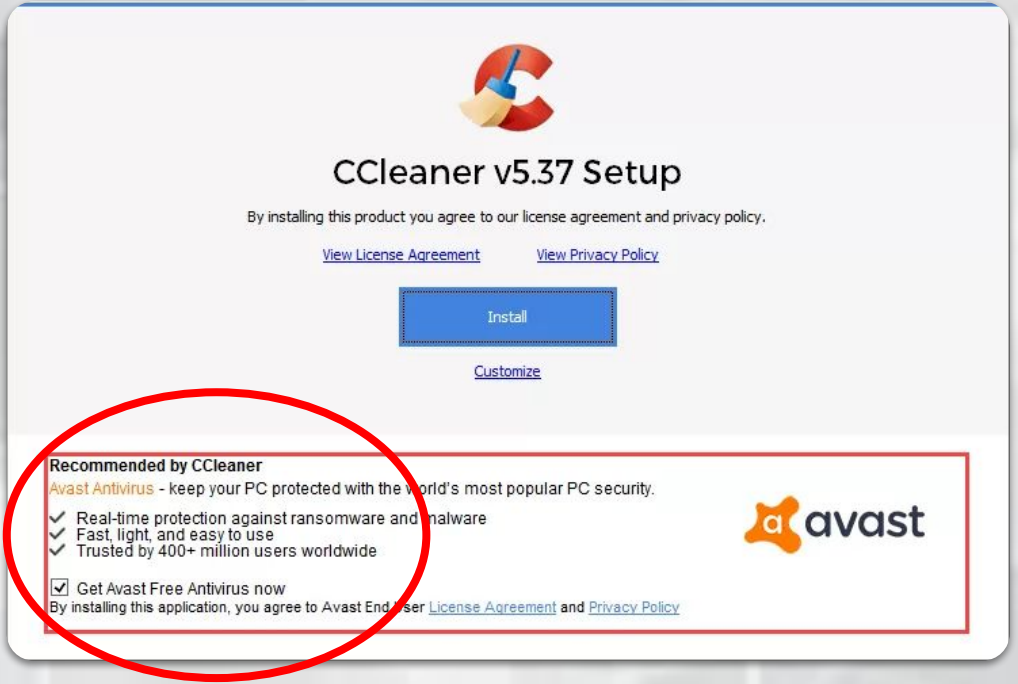

A
Free
$29.99
$59.99
Start over
Keep PLUS
Upgrade
B
Delete your info and start from scratch
Automatically import your info with PLUS*
Maximize your deductions
C
Don't worry about pulling out your wallet—look for the payment option to deduct the cost from your federal refund when you file.

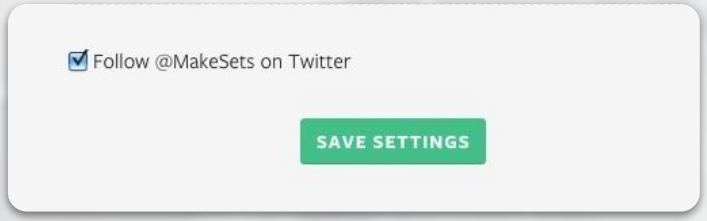
Why are defaults important?

Decreasing cognitive load and time needed for a user's action

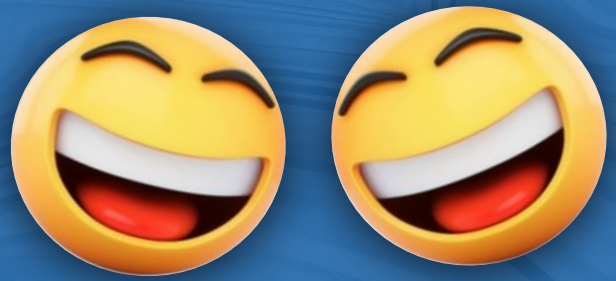
Influence user behavior; good for sales (or bad)

Heuristics:
People tend to take the path of least resistance
-for most tasks, we rely on habits and shortcuts


CCleaner v5.37 Setup
By installing this product you agree to our license agreement and privacy policy.
View License Agreement
View Privacy Policy
Install
Customize
Recommended by CCleaner
Avast Antivirus - keep your PC protected with the world's most popular PC security.
Real-time protection against ransomware and malware
Fast, light, and easy to use
Trusted by 400+ million users worldwide
Get Avast Free Antivirus now
By installing this application, you agree to Avast End User License Agreement and Privacy Policy
avast


Follow @MakeSets on Twitter
SAVE SETTINGS

SMILE !



You are happy by default !

Reference

First Principles of Interaction Design (Revised & Expanded)

https://www.nngroup.com/articles/the-power-of-defaults/

http://ui-patterns.com/patterns/GoodDefaults

https://uxdesign.cc/turbotax-design-1a37356adc61

http://www.designinginterfaces.com/firstedition/index.php?page=Good_Defaults

https://www.slideshare.net/rahulnaryani/power-of-defaults-in-design

Notes

A typical use of the Good Defaults design pattern is at travel sites.Here, data like dates, trip type, and price range is pre-selected to what most other users typically select.

Provide ease of use and a quick start to searching for your next trip.

It is **assumed** that the user wishes to make a round trip, fly sometime in the current month, and fly alone without any children.
-These default choices is likely *relative to the large majority of the airline's customers*.

Filling out a long form can sometimes be enough reason for the user to go somewhere else, where the process is easier.

The default values might not be right, but at least you provided the user with an example that he can change with as much effort as he would have put in if there was no example.

Do not use for input fields that are important for the user to think about. For instance for signing up to a newsletter or accepting the terms and agreements of a website.

Use when the user has to choose among many options, where some are **most likely to match the default values chosen by other users.**

Use when it is possible for the system to make qualified guesses regarding what the user might choose.

Use when it seems a complicated task to fill out the form without the default: when the number of required choices hinders the user from finishing filling out a form.