Components and UI patterns

Form fields
Buttons
Drop Downs
Date pickers
Radio buttons, Checkboxes & Toggles
Address forms & search forms
Tab Bars & Title Bars
Accordions & Tabs
Tool Tips & Shadows
Thumbnails & Carousel
Modals & Lightboxes
Menus & Drawers
Wizards, Breadcrumbs & Pagination
Icons & Photos

// Button Theory

FACTORS OF A EFFECTIVE BUTTON?

CTA: CALL-TO-ACTION BUTTON (PRIMARY BUTTON)
SECONDARY- TO-ACTION BUTTON (SECONDARY BUTTON)

Size

—

Size is one of the core ways to inform users about the importance of a layout element and build the hierarchy of components. Buttons should feel easy to click or tap. IOS requirements for mobile apps are at least 40 x 40 pixels. I personally think that is too small. I tend to do at least 50 Pixels x 50 Pixels at the smallest.

Color

—

A button's background color has to have good contrast in order to make the button quickly stand out from the other UI components. This is key to help differentiate between the primary & secondary buttons.

Shape

—

Primary buttons often look like horizontal rectangles. The reason is that you want to make it clear this button is clickable and interactive, and people are used to perceiving this shape as a button. Although you can also use a "pill" style button.

Placement

—

The placement of buttons is critical to the visual hierarchy and navigation. Button color, shape, and size will not matter if the location for the button is in the areas where users' eyes can't catch them. Usually, you want the primary button in the most scannable area. Placement is dependant on the context of the information for each screen but the most common placements are top of screen or bottom of the screen.

Copy

—

Copy should be short so that it's easy to scan and understand what the button does. Copy should inform what the button is going to do.

Buttons Types

SQUARE BUTTONS:

SAVE (DEFAULT) — SUBMIT (HOVER)

PILL BUTTONS:

SAVE

GHOST BUTTONS STYLE: JUST AN OUTLINE

SAVE — SUBMIT — SAVE

THESE ARE GREAT FOR SECONDARY BUTTONS

TEXT BUTTONS OR LINKS:

SAVE — CANCEL

BUTTONS CAN ALSO HAVE THE LOADING STATE

PAY →

This informs the user that the payment or action is being submitted. Also, if it's a payment button, it keeps the user from clicking/tapping the pay button more than once.

ICON BUTTONS:

ADD
NEXT
DOWNLOAD

Buttons Combinations

SECONDARY BUTTONS USUALLY ON THE LEFT LIGHTEST IN COLOR — **PRIMARY BUTTONS -** USUALLY ON THE RIGHT DARKEST IN COLOR

CANCEL SAVE
CANCEL SAVE
CANCEL SAVE
ADD SAVE

I TEND TO LIKE THE SAME WIDTH FOR EACH PRIMARY & SECONDARY BUTTON.

This is imperative if you're going to stack the buttons like the example below:

STACKED:

SAVE
CANCEL

SAVE
CANCEL

BUTTON EMPHASIS

A Button's level of emphasis helps determine its appearance, typography, and placement.

High Emphasis — Important or Primary actions — SAVE

Medium Emphasis — Secondary actions — CANCEL

Low Emphasis — Not important actions — BACK

(Note: use this when buttons disabled state don't look like these buttons)

Buttons States

ENABLED (DEFAULT)

SUBMIT

HOVER

SUBMIT

It's best to use a brighter color than the enabled/default state. This helps the button become more "alive" and further conveys its clickable

ONLY ON WEB, AS THERE IS NO HOVER ON MOBILE AND TABLET DEVICES

DISABLED (NOT INTERACTABLE)

SUBMIT

Use **30% transparency for the background** and **70% transparency for the text**. You still want the text to readable at this point.

AARON SHOW SHADOW STATES

SUBMIT SUBMIT SUBMIT

FOCUSED

SUBMIT

This is when a user has highlighted an element, using an **input method such as a keyboard or voice.** I like to use the same color for hover for this state.

PRESSED

SUBMIT

This is when a user has pressed or clicked on the button. I like to use a lighter color than the hover & focused state.

YOU CAN ALSO DO THIS QUICK ANIMATION FOR THE PRESSED STATE:

DEFAULT — HOVER — PRESSED 1 — PRESSED 2 — PRESSED 3

SUBMIT SUBMIT SUBMIT SUBMIT SUBMIT

BE CAREFUL WHEN USING GHOST BUTTONS PAIRED WITH PRIMARY BUTTONS

ENABLED (DEFAULT)

CANCEL SAVE

HOVER

CANCEL SAVE

Make sure the hover state of the ghost button doesn't look like the primary button at the enabled/default state. Like the example above

HOVER

CANCEL SAVE

This is better ↑

Do and Don't

Use the 1-2 words — 3 words max

Do

VIEW MORE

More than 3 words — Hard to easily scan

Don't

SAVE YOUR WORK & CONTINUE LATER

Use one icon per button

Do

DOWNLOAD

Use more than one icon

Don't

DOWNLOAD +

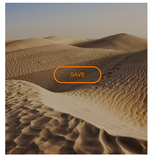
It mixes visual communication and makes it hard to understand what the button does.

Use a button with a background color when placed on top of a photo

Do

Use a ghost button style when placed on top of a photo

Don't



Hard to see.

Use the right amount of words to represent the link

Do

Need more information?
Click here to see our user guide lines.

Helps improve readibility and direct the user to where to click

Make everything the link color

Don't

Need more information?
Click here to see our user guide lines.

Use horizontal alignment for Icons and text

Do

DOWNLOAD

Don't use vertical alignment text and icons

Don't

+ SEE ALL — DOWNLOAD

Creates an unbalanced shape and doesn't look like a common button

Use a brighter color for hover

Do

SAVE (DEFAULT) — SAVE (HOVER)

Make the text bigger on hover

Don't

SUBMIT (DEFAULT) — SUBMIT (HOVER)

Use the text on 1 line

Do

VIEW MORE

Use more than 1 line of text

Don't

SAVE YOUR WORK

Create un-align symmetry and just looks weird.

Give good spacing

Do

Give equal spacing

SAVE SAVE

Give good breathing room

SAVE SAVE

Squeeze the button

Don't

SAVE VIEW MORE VIEW MORE

Impacts legibility and can reduce the click or tap space

Place secondary link or button below or to the left of the primary button

Do

SAVE
CANCEL

CANCEL SAVE

Place secondary link or button above the primary button

Don't

CANCEL
SAVE

The most important actions should be on the top if you stacking buttons.

Place secondary link or button above or to the right of the primary button

Be aware

DELETE CANCEL

DELETE CANCEL

It's best to keep the primary button on the right. But in cases where the primary button has a very heavy impact like "deleting entire account" this helps the user not accidentally click on the right.

The most common click is on the right and in this case switching the common click to cancel will help the accidental case...

Keep buttons the same width if you stack them

Do

SAVE
CANCEL

Use different widths if you stack them

Don't

SAVE
CANCEL