

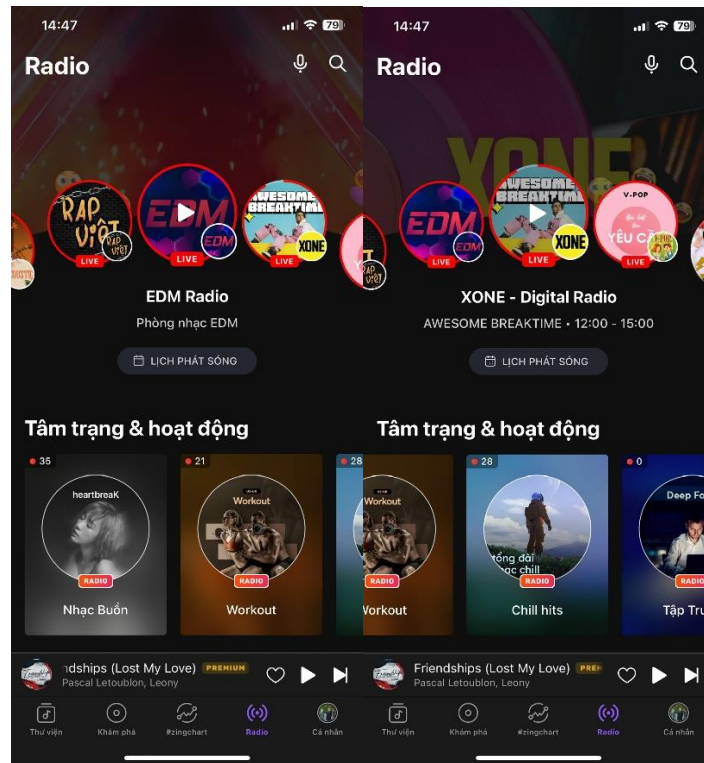
# Assignment: Extension on mobile UX patterns

## Introduction

When thinking about user experience (UX), patterns are a valuable starting point. These are components or flows that can be applied to common design problems, and they not only prevent designers from having to "reinvent the wheel" but also help users have a good experience with your app. User Interface (UI) design patterns are recurring solutions that address frequent design challenges, serving as standard reference points for experienced designers. They establish a common language among designers, enabling effective communication and debate over various design alternatives. In this task, I will examine three UI patterns found across numerous mobile apps. Through annotated screenshots and brief explanations, we will explore why each example represents a particular pattern, and provide references to these patterns.

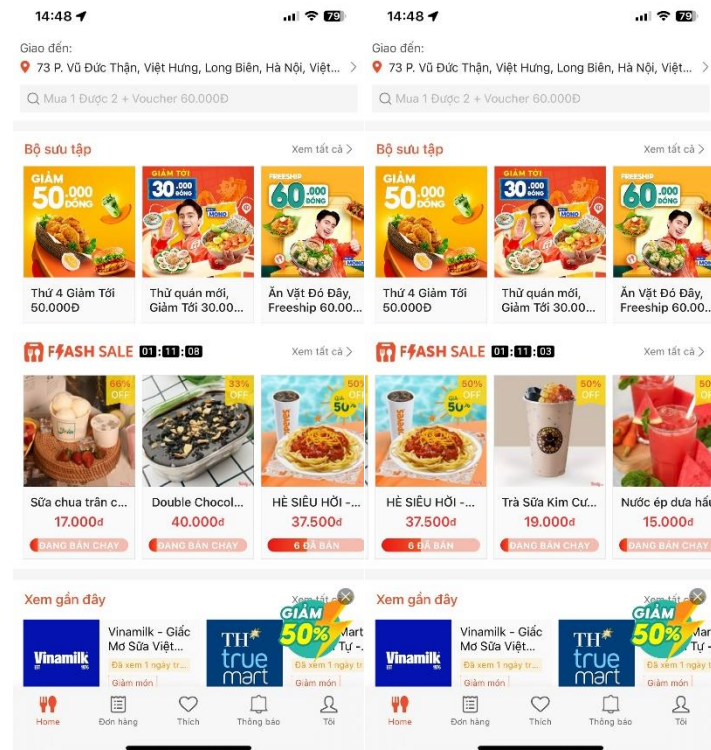
## Carousel

The carousel pattern is a widely-used UI component that enables users to browse through a series of items, such as images, cards, or content blocks, in a linear, horizontal fashion. This pattern is particularly effective for showcasing featured content, products, or user testimonials in a limited space. Carousels can be set to autoplay or allow users to manually navigate through the items using arrows or swipe gestures. The design of carousels often includes indicators that show the current position within the sequence, providing users with a sense of orientation and control.



*Figure 1: Carousel on ZingMP3*

The first figure showcases a carousel pattern implemented in the ZingMP3 app. In this example, the carousel is used to display a series of featured music tracks or playlists. Users can navigate through the items by swiping horizontally, making it easy to explore multiple pieces of content without scrolling down the page. The use of thumbnails and brief descriptions for each item in the carousel provides a visual preview, encouraging user engagement. Indicators at the bottom of the carousel show the user's current position within the sequence, helping maintain orientation and offering a clear navigation path.



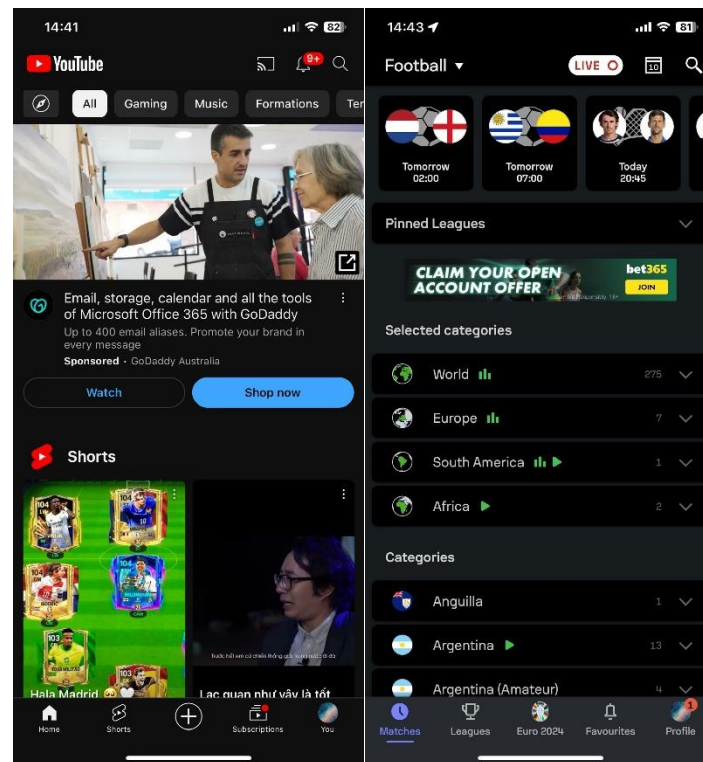
**Figure 2: Carousel on ShopeeFood**

The second figure presents a carousel in the ShopeeFood app. Here, the carousel highlights various food categories or promotional items. This implementation helps users quickly browse through different food options, facilitating easy access to a wide range of choices within a confined space. The carousel's design includes navigational arrows that users can tap to move between items, in addition to swipe gestures. This combination of navigation methods enhances user interaction, making the browsing experience more intuitive and seamless. The carousel also effectively uses visual cues such as images and brief text descriptions to attract user attention.

## Breadcrumbs

Breadcrumbs are a navigational aid that helps users understand their location within a website or app by displaying a trail of links that lead back to the homepage. This pattern is especially useful in apps with hierarchical structures, such as e-commerce platforms or content-heavy websites, where users may need to navigate through multiple levels of

categories or pages. Breadcrumbs provide a straightforward way for users to backtrack and explore higher-level sections without relying solely on the back button.



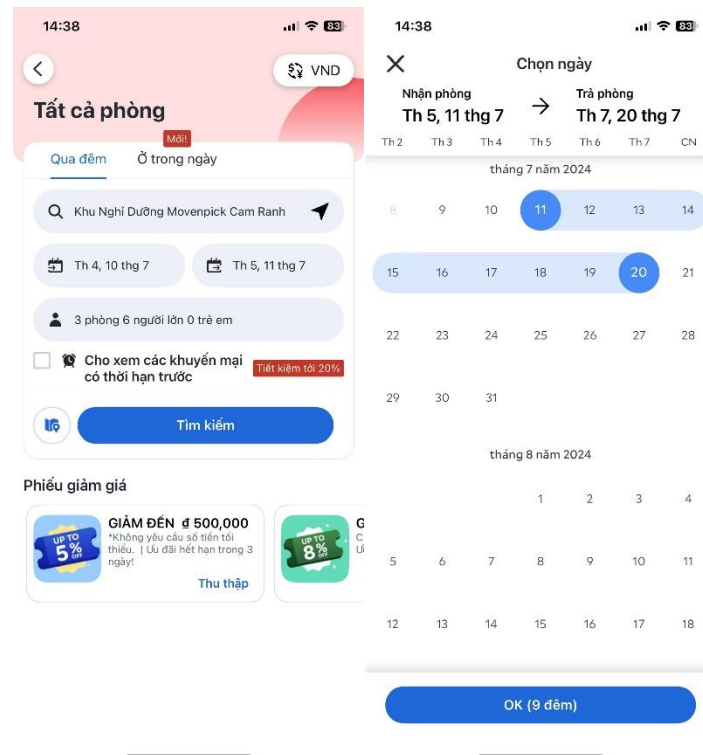
**Figure 3: Breadcrumbs on Youtube and SofaScore**

Figure 3 illustrates the use of breadcrumbs in both the YouTube and SofaScore apps. In YouTube, breadcrumbs are used to show the user's path through video categories, providing a quick way to navigate back to previous sections. This is particularly useful in an app with a deep hierarchical structure, as it reduces the need for excessive back navigation. Similarly, in SofaScore, breadcrumbs help users track their location within sports event categories. By displaying the sequence of navigated categories, breadcrumbs make it easier for users to explore related content and maintain a clear understanding of their current context within the app.

## CalendarPicker

The calendar picker is a UI pattern used for selecting dates or date ranges within an application. This pattern typically presents a visual calendar interface, allowing users to

navigate through months and years, and select specific days with ease. Calendar pickers are essential for applications that involve scheduling, booking, or any functionality requiring date input. They provide a familiar and intuitive method for date selection, reducing the likelihood of user errors and enhancing overall usability.



**Figure 4: CalendarPicker on Agoda**

The fourth figure displays a calendar picker in the Agoda app, used for selecting check-in and check-out dates for hotel bookings. This calendar picker allows users to navigate through months and select specific dates by tapping on the desired days. The design includes features such as highlighting the current date and visually distinguishing selected dates. This clear and interactive interface simplifies the date selection process, minimizing user errors and enhancing the overall booking experience. The calendar picker is an essential component for any booking application, providing a familiar and efficient method for date input.

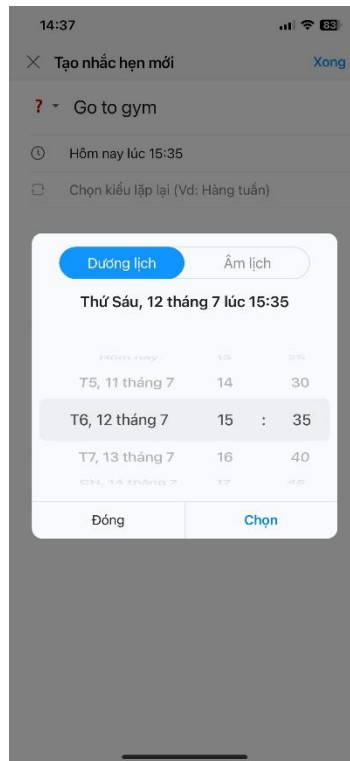


Figure 5: CalendarPicker on Zalo

In the final figure, the calendar picker is implemented in the Zalo app for scheduling messages or events. Similar to the Agoda example, this calendar picker allows users to select dates with ease. The interface design includes navigation controls for moving between months and a clear layout of days within each month. By using this familiar pattern, Zalo ensures that users can quickly and accurately select dates, enhancing the app's usability for scheduling-related tasks. The consistency in design across different apps demonstrates the effectiveness of the calendar picker pattern in providing an intuitive date selection experience.

## Conclusion

In conclusion, identifying and utilizing UI patterns is essential for creating a seamless and intuitive user experience. By recognizing common patterns across different apps, designers can leverage proven solutions to address frequent design challenges. This not only enhances the usability of an app but also ensures consistency and familiarity for users. The

patterns discussed in this task illustrate how standard design solutions can be effectively implemented to solve common UI problems. By adopting these patterns, designers can focus on innovating and refining other aspects of the user experience, ultimately contributing to the creation of more user-friendly and engaging mobile applications.

## Reference

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