

A design pattern is a reusable solution to a common problem.  
Pagination is just one example of design pattern.

Two types of Design Pattern:

- UI Patterns
- Persuasive Patterns

UI Patterns

- Most comprehensive resources for both UI Patterns and behavioral patterns.
- Ex: Tabs, Shopping Carts, Calendar pickers

Pattern Tap:

Another library of UI and UX patterns, categorized slightly differently than UI Patterns.

Persuasive Patterns:

ex: Only 5 left, 80% Sale, Free Shipping Today

Scarcity: Subset of persuasive patterns that push user to perform an action

Sequencing: During the time of checkout - one step at a time. Billing info, shipping options.

UI

- Mode of interaction for a product
- Things a user can touch with controller or hands, buttons, icons -- all the things that user can click or tap, voice assistance

UX

- The way it feels to use a product. Emotions, thoughts a user has using a piece of software
- Product marketing or customer support - to encompass the experience a user might have throughout the entire life cycle of a product

UX Could be heavily influenced by the UI

- UI patterns help user read or input information, while persuasive patterns help guide user behavior
- The purpose of UX design pattern is to solve problem that appear frequently

### Perception & Memory

- UI patterns are often the most visible solutions to user experience problems

Persuasive patterns also known as behavioral pattern - a design pattern that can be used to influence a user's decision-making and increase their engagement with the product.

### Recognition over recall

- where user choose from a preset list of item rather than creating the list themselves

### Gamification

- A persuasive pattern. Motivate users toward the completions of a challenge or goal by praising them and then providing them with a new challenge.

### Cognition

- Part of living is moment to moment survival. We want the best for ourselves and we don't want to miss opportunities. FOMO or Fear Of Missing Out.

### Status Quo Bias

- Where making an item the default option and make it more attractive than others.