

# Design Patterns

People are always  
looking for patterns

First impressions  
Learned behavior  
Empathy

userflowpatterns.com

Daily ▾ Web ▾ My Sites ▾ Save to Library Read Later

## User Flow Patterns

- Color Picker · 4
- Commenting · 1
- Exploring · 2
- Map Browsing · 1
- Navigation · 1
- Number Picker · 2
- Onboarding · 15
- Permissions · 1
- Pull To Refresh · 1
- Recording Video · 2
- Searching · 3
- Share Buttons · 3
- Start/Stop · 1
- Taking a Photo · 2

About

✉ Weekly Design Newsletter

Inbox Pixels

Onboarding in Wildcard

Wildcard works great on its own. Connecting Twitter will make your experience even richer.

@ramykhuffash  
@uiGIFs  
@silkpixels  
@InboxPixels  
@UiRamy

Cancel

2.0.1

Onboarding in Letterspace

Welcome to Letterspace

Continue

v1.3.5

Onboarding in Handle

Onboarding in Evernote Scannable

Onboarding in Babbel

#F2DFD7

#FEF9FF

#D4C1EC

#9F9FED

#736CED

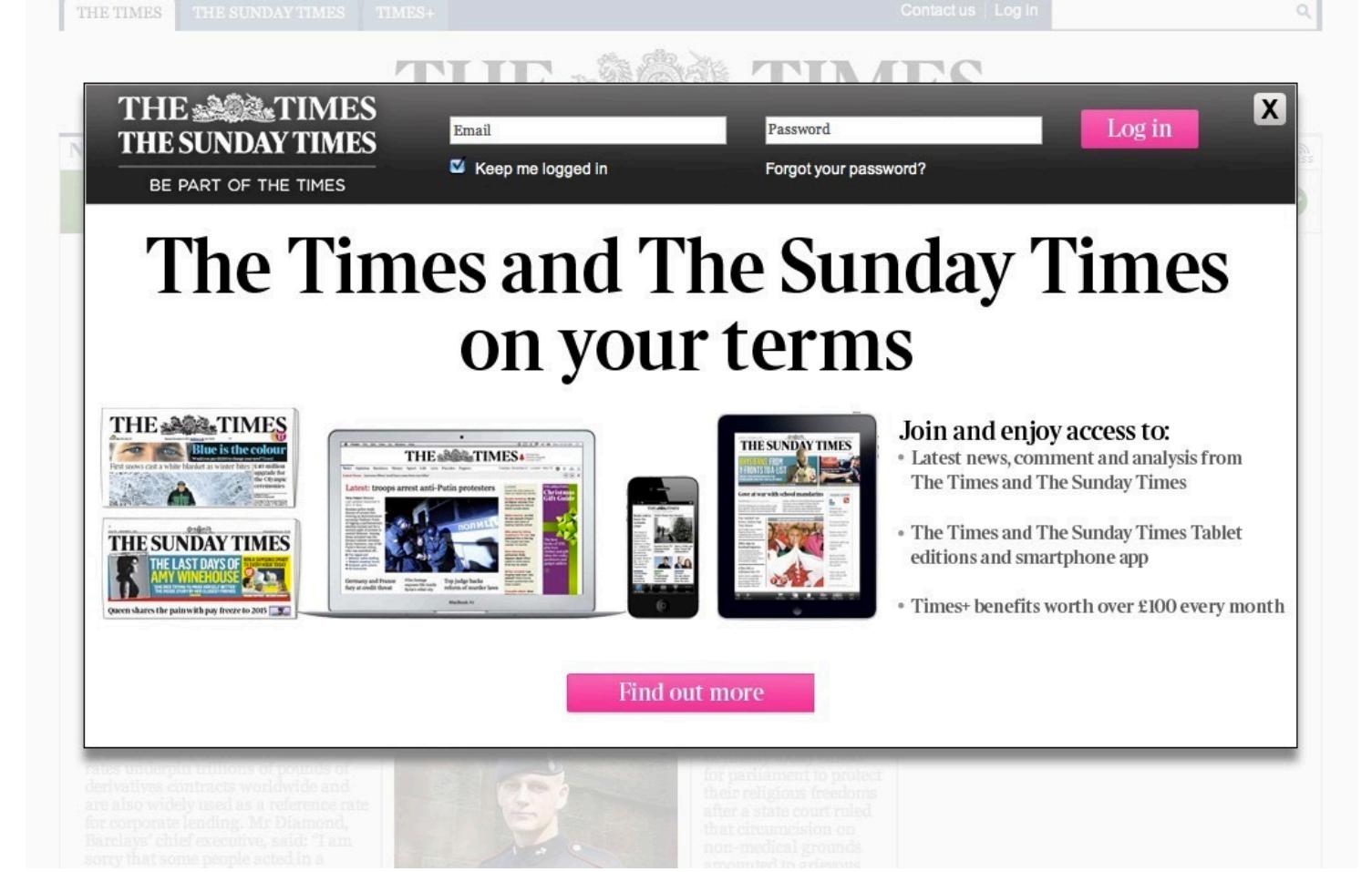
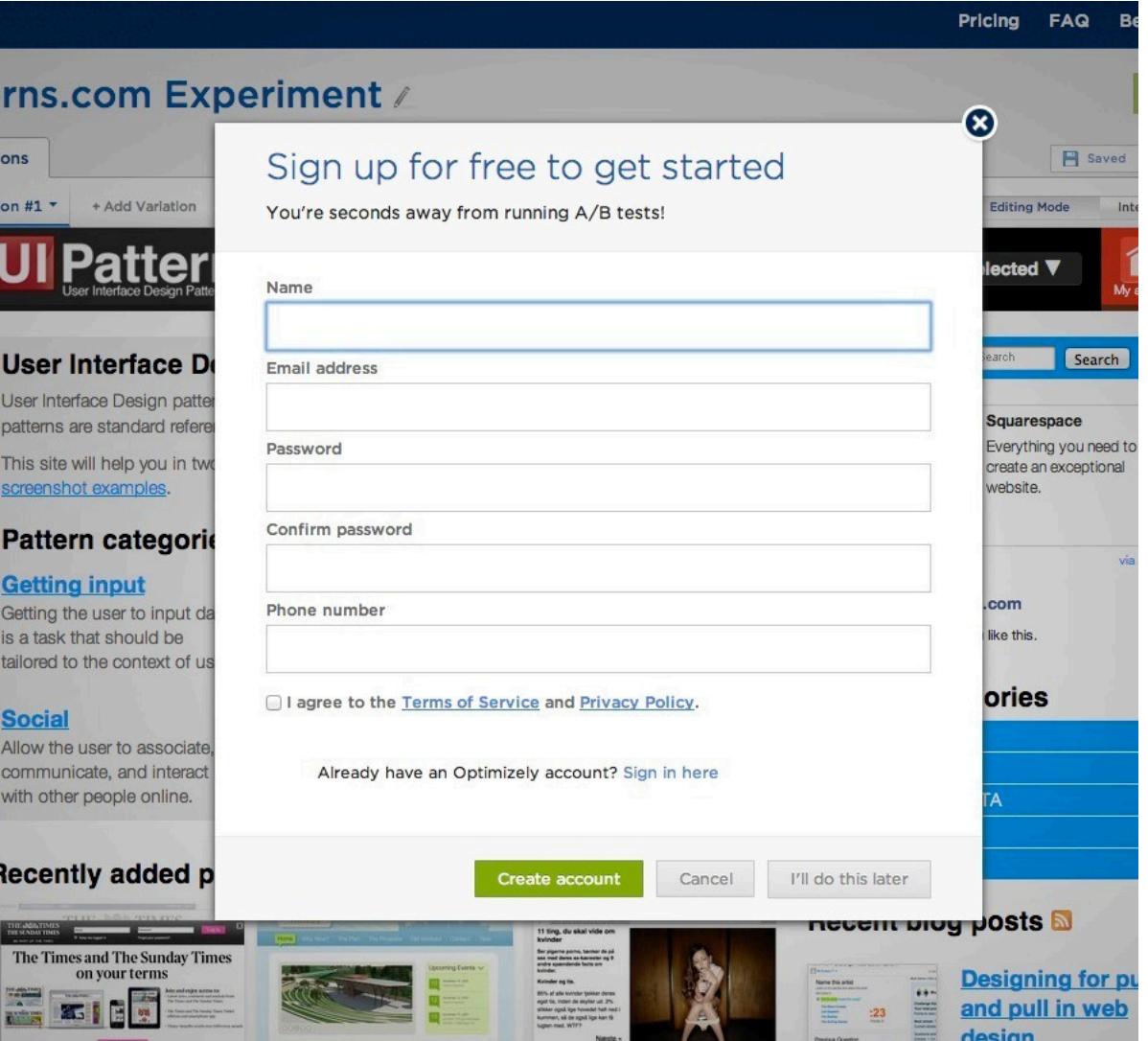
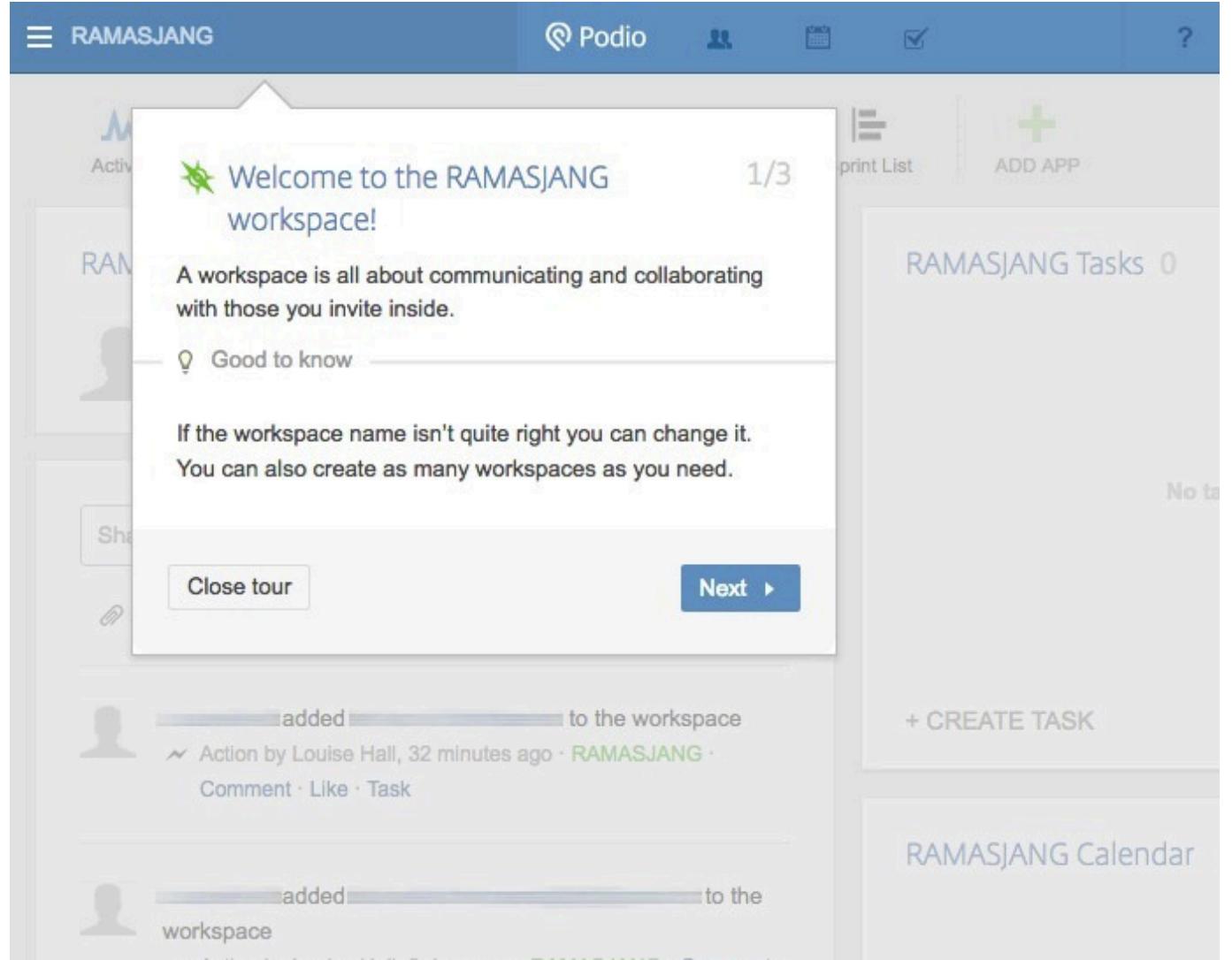
userflowpatterns.com

Input/Output  
Navigation  
Content Structuring  
Social Sharing  
Dark Patterns

# Input/Output

Onboarding  
Passwords  
Settings

# Onboarding



## Walkthrough

## “Lazy”

## Paywall

# Password strength

twitter

Join the Conversation

Already use Twitter on your phone? [Finish signup now.](#)

Full name  ✓ ok

Username  ✓ ok  
Your URL: <http://twitter.com/uipatterns>

Password  ⚡ Good

Email

I want the inside scoop—please send me email updates!

Type the words above   
Can't read this?  
Get two new words  
Listen to the words  
Powered by reCAPTCHA. [Help](#)

**Create my account**

By clicking on 'Create my account' above, you confirm that you are over 13 years of age and accept the [Terms of Service](#).

Set up your hosting account

Enter domain:  ×

FTP user name: [?](#) tell4 [Change](#)

Password: [?](#)

Confirm password:

Advanced (optional) \*For unique needs, only.

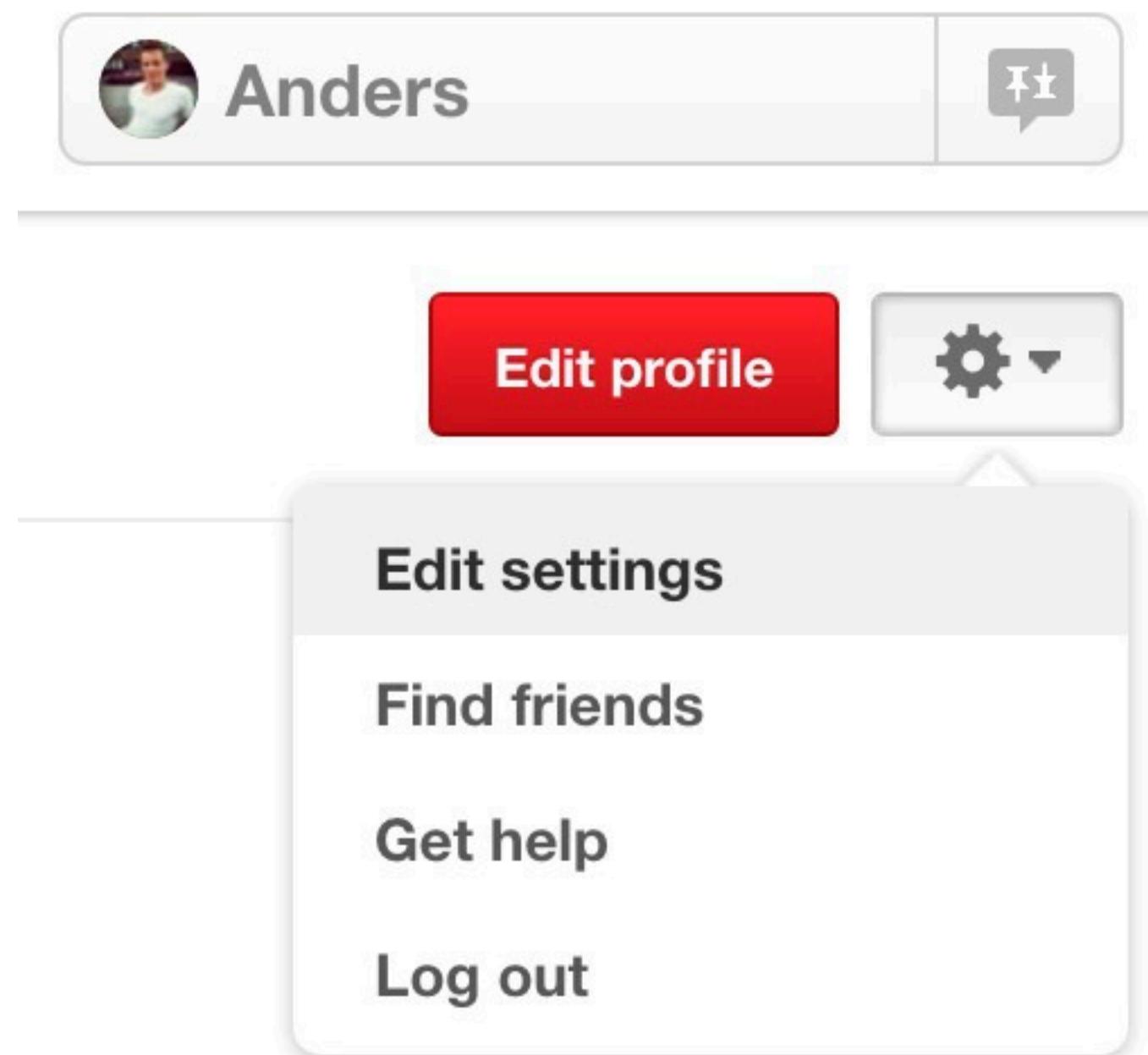
**Finish** **Cancel**

**Password criteria:**

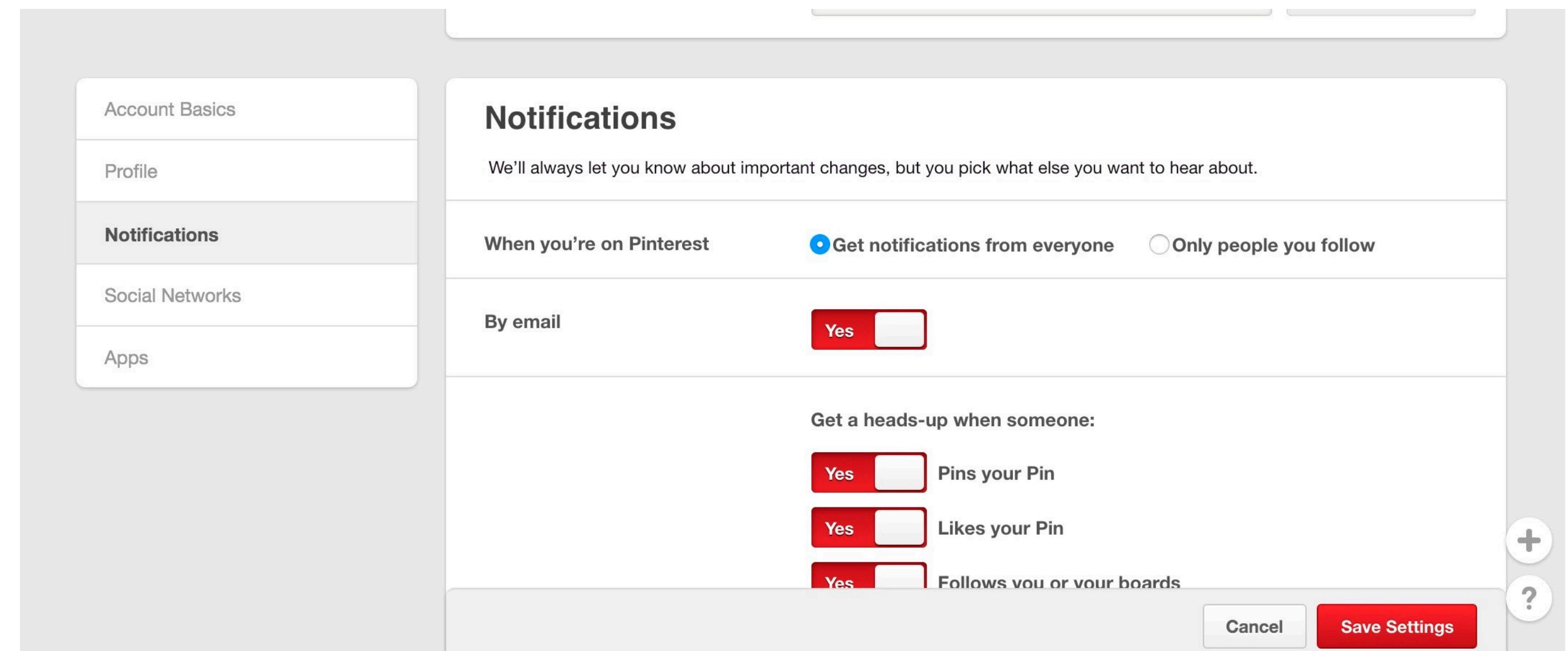
- Start with a letter
- One upper-case letter
- One lower-case letter
- One special character (!,@,#,%)
- One number
- At least 8 characters

Copyright © 1999 - 2012, All rights reserved.

# Settings



A screenshot of a user's profile page. At the top left is a circular profile picture of a person named Anders. To the right of the name is a small icon of a speech bubble with a gear inside. Below this, there are two main buttons: a red "Edit profile" button and a grey "Edit settings" button with a gear icon. A vertical dropdown menu is open under the "Edit settings" button, listing the following options from top to bottom: "Edit settings", "Find friends", "Get help", and "Log out".



A screenshot of the "Notifications" settings page. On the left, a sidebar lists "Account Basics" with options: Profile, Notifications (which is selected and highlighted in blue), Social Networks, and Apps. The main content area is titled "Notifications" and contains the following text: "We'll always let you know about important changes, but you pick what else you want to hear about." Below this, there are two sections: "When you're on Pinterest" and "By email". Under "When you're on Pinterest", there are two radio button options: "Get notifications from everyone" (selected) and "Only people you follow". Under "By email", there is a "Yes" toggle switch which is currently off. Further down, there is a section titled "Get a heads-up when someone:" with three options: "Pins your Pin", "Likes your Pin", and "Follows you or your boards". At the bottom right are "Cancel" and "Save Settings" buttons, and at the very bottom right are a "+" button and a "?" button.

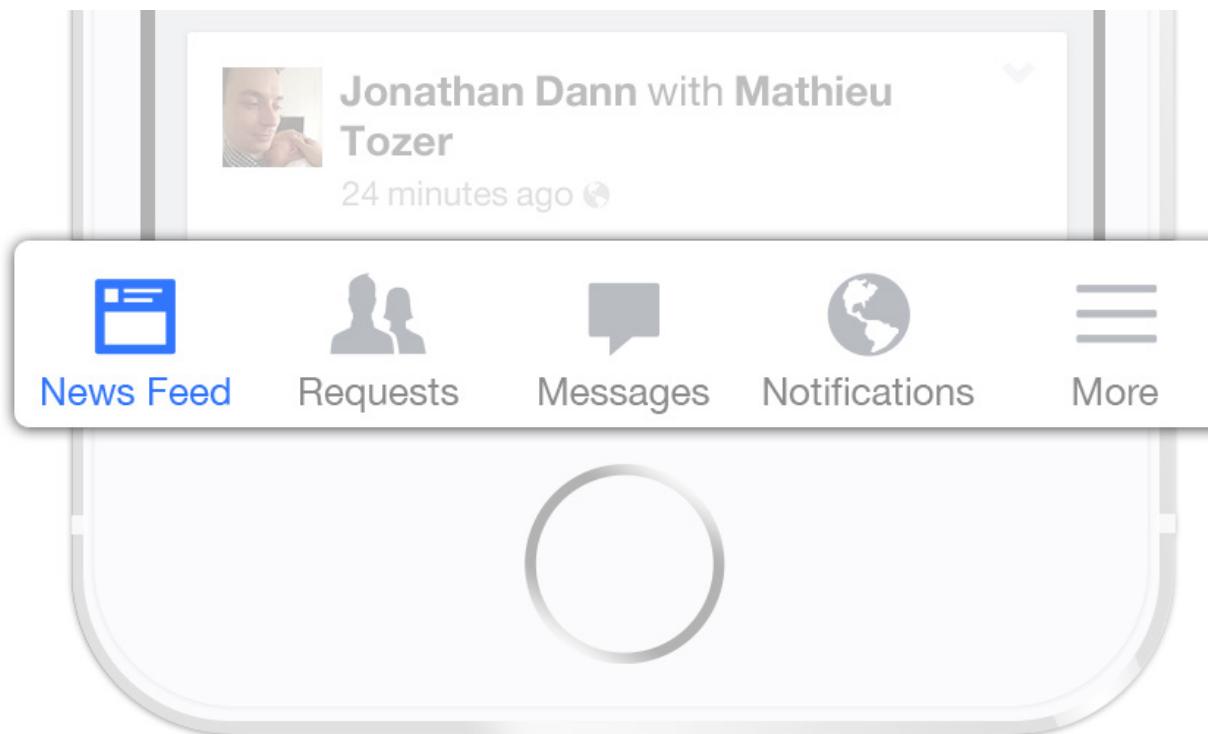
# Navigation

Tabs

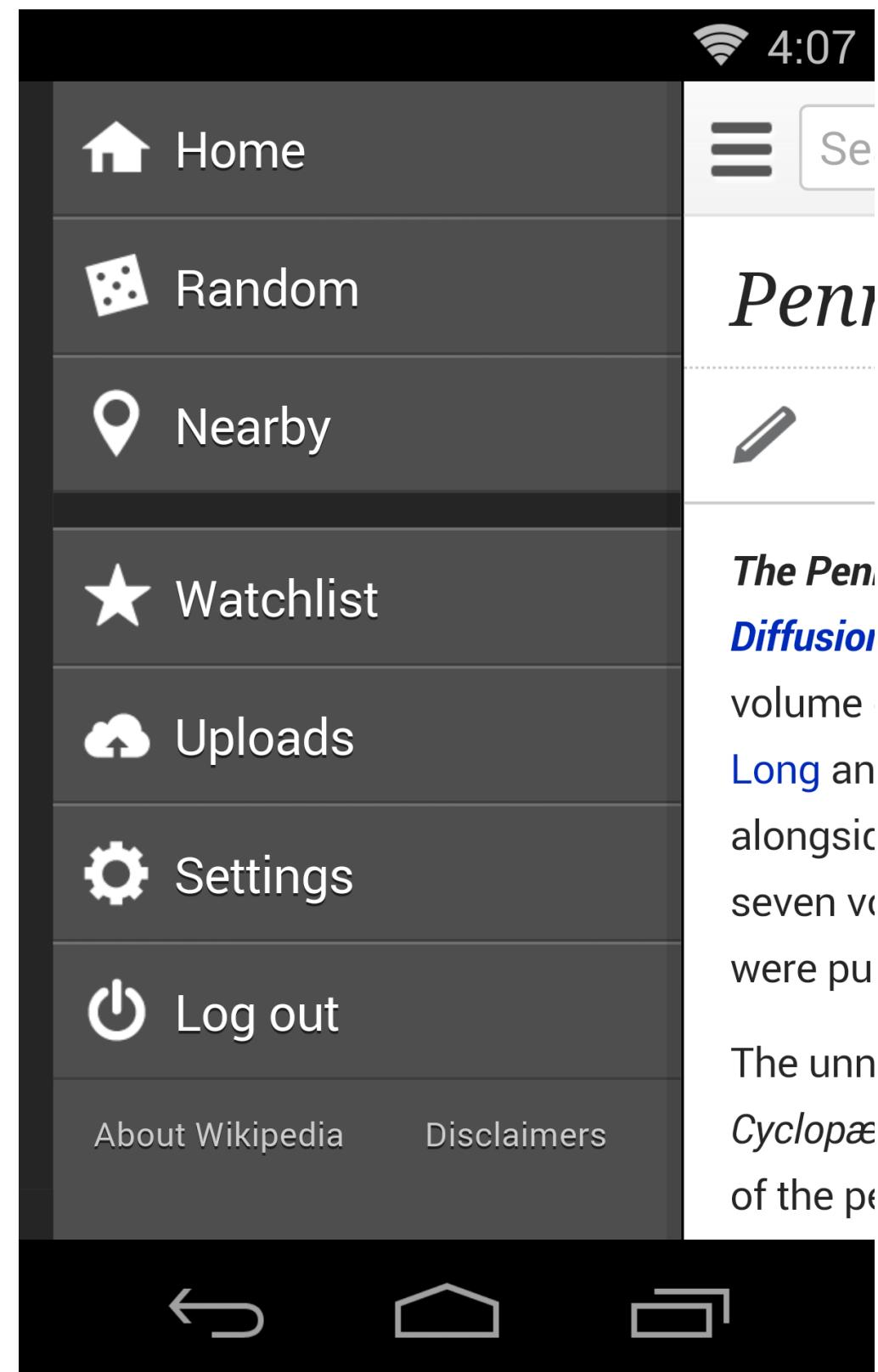
Hamburger

Select

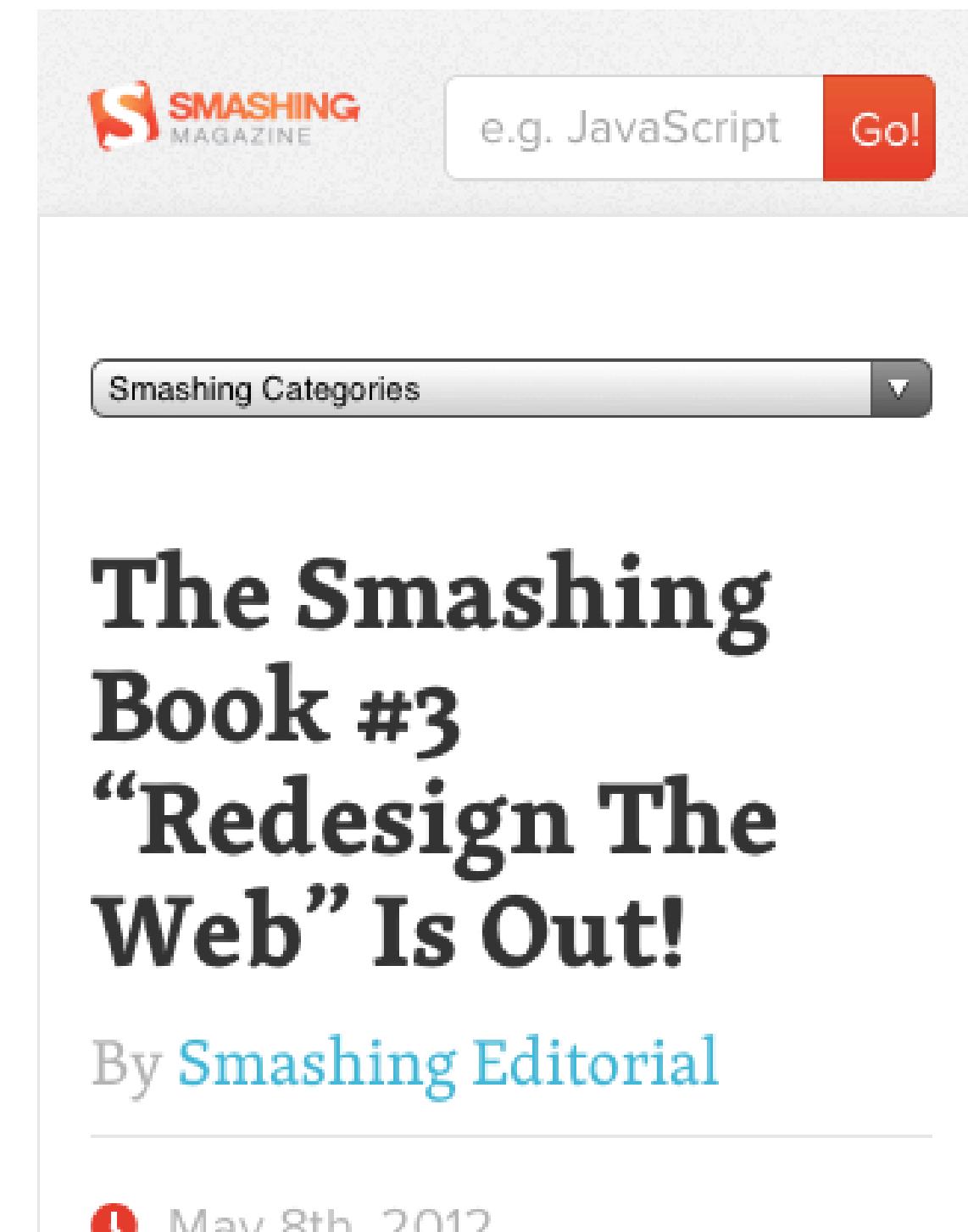
# Tab bar



# Hamburger



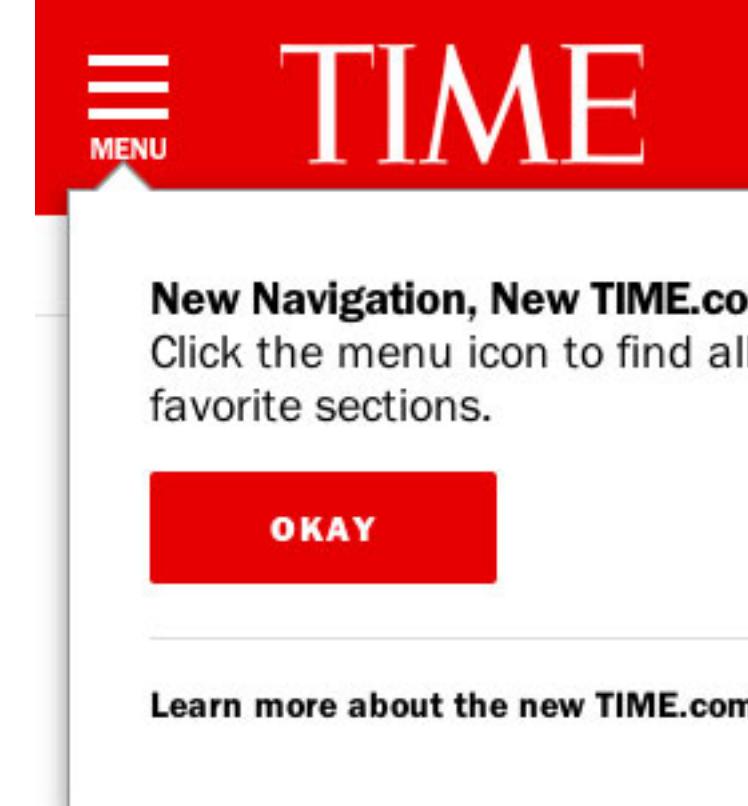
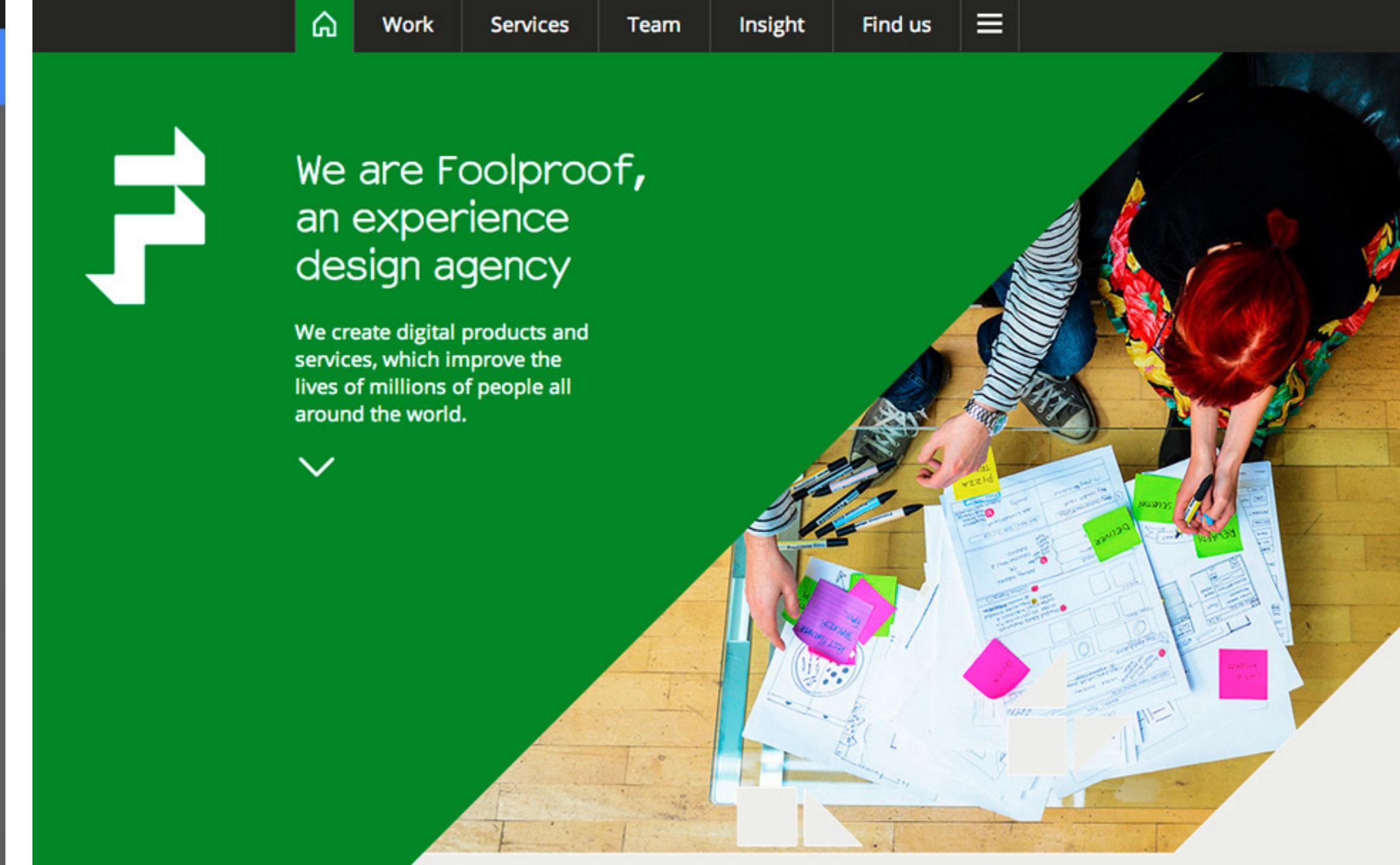
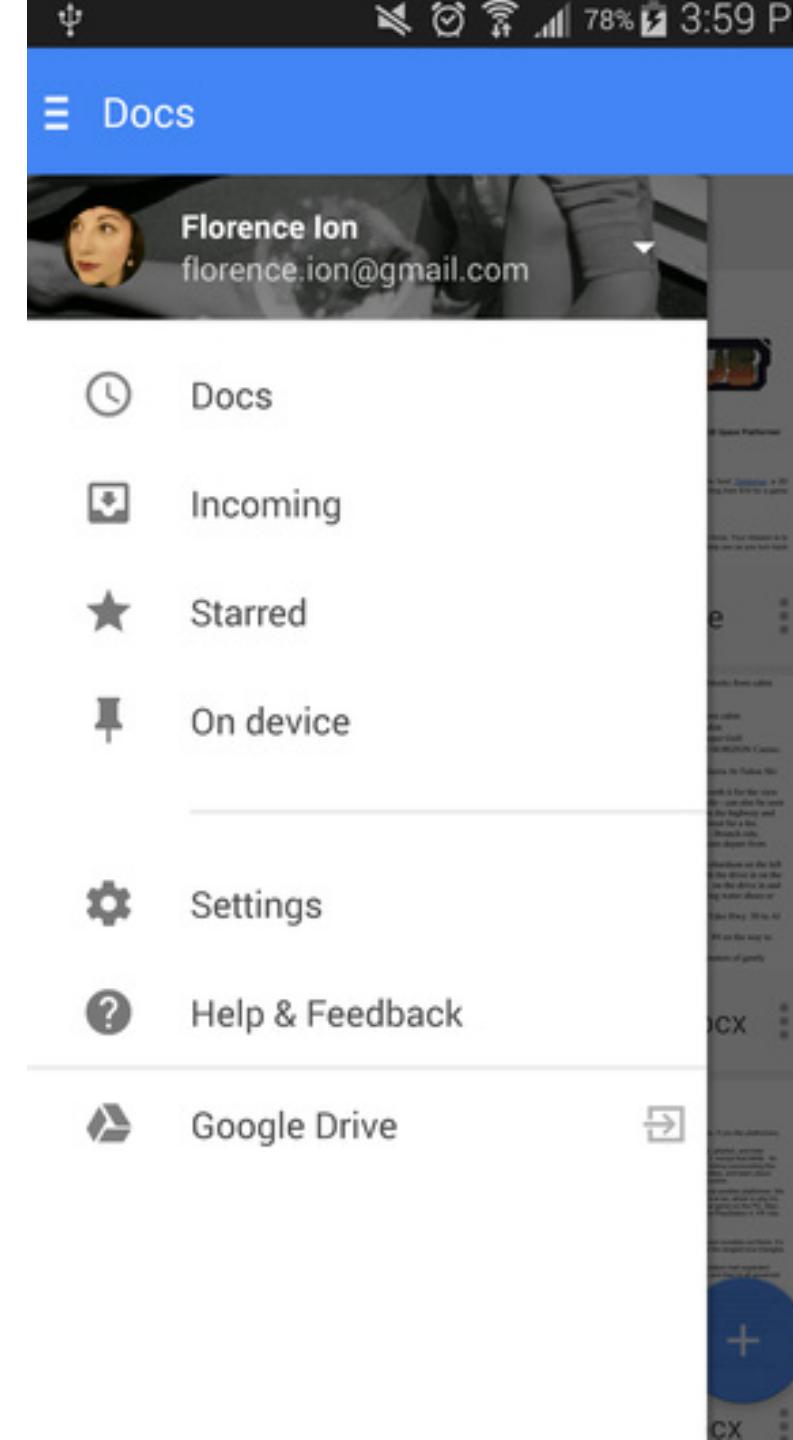
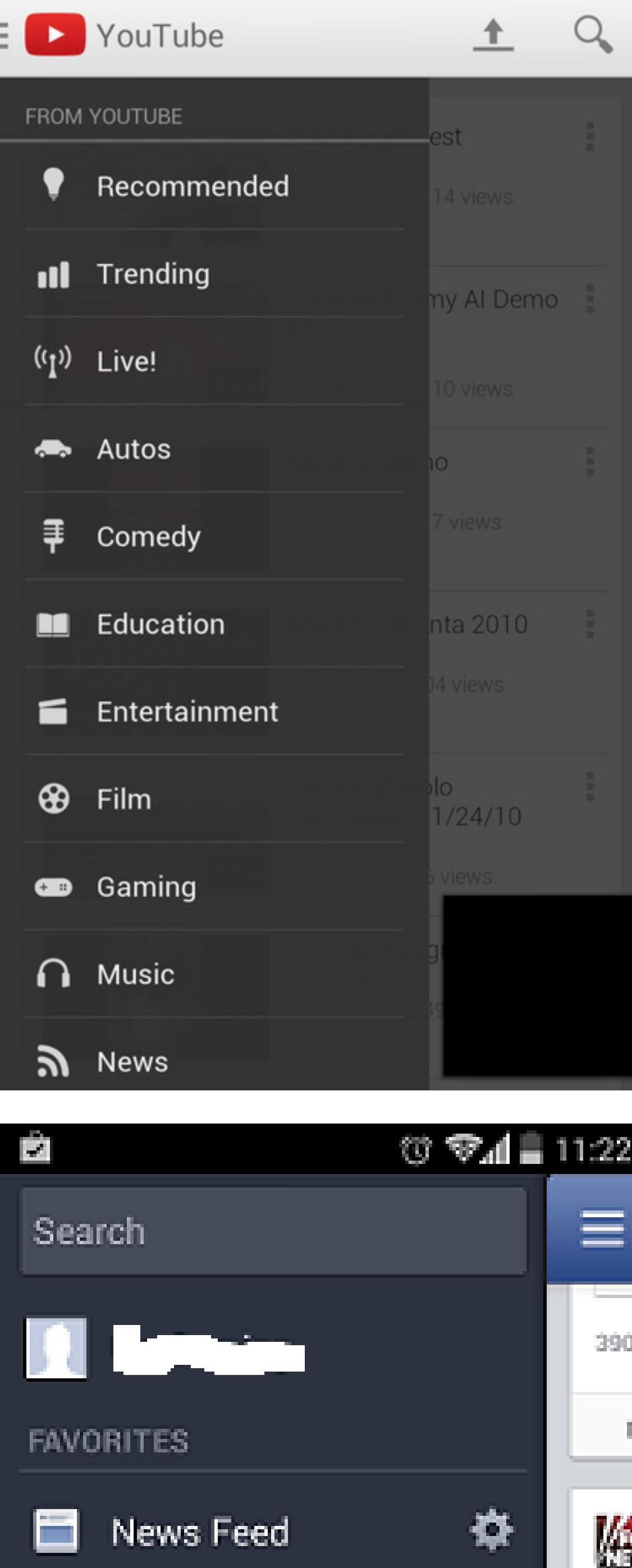
# Select Menu



Let's talk about  
that hamburger  
menu.

---



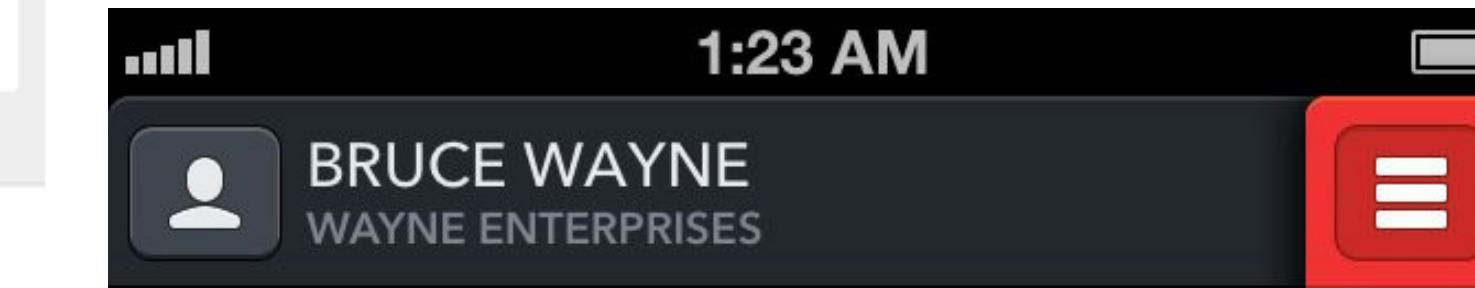
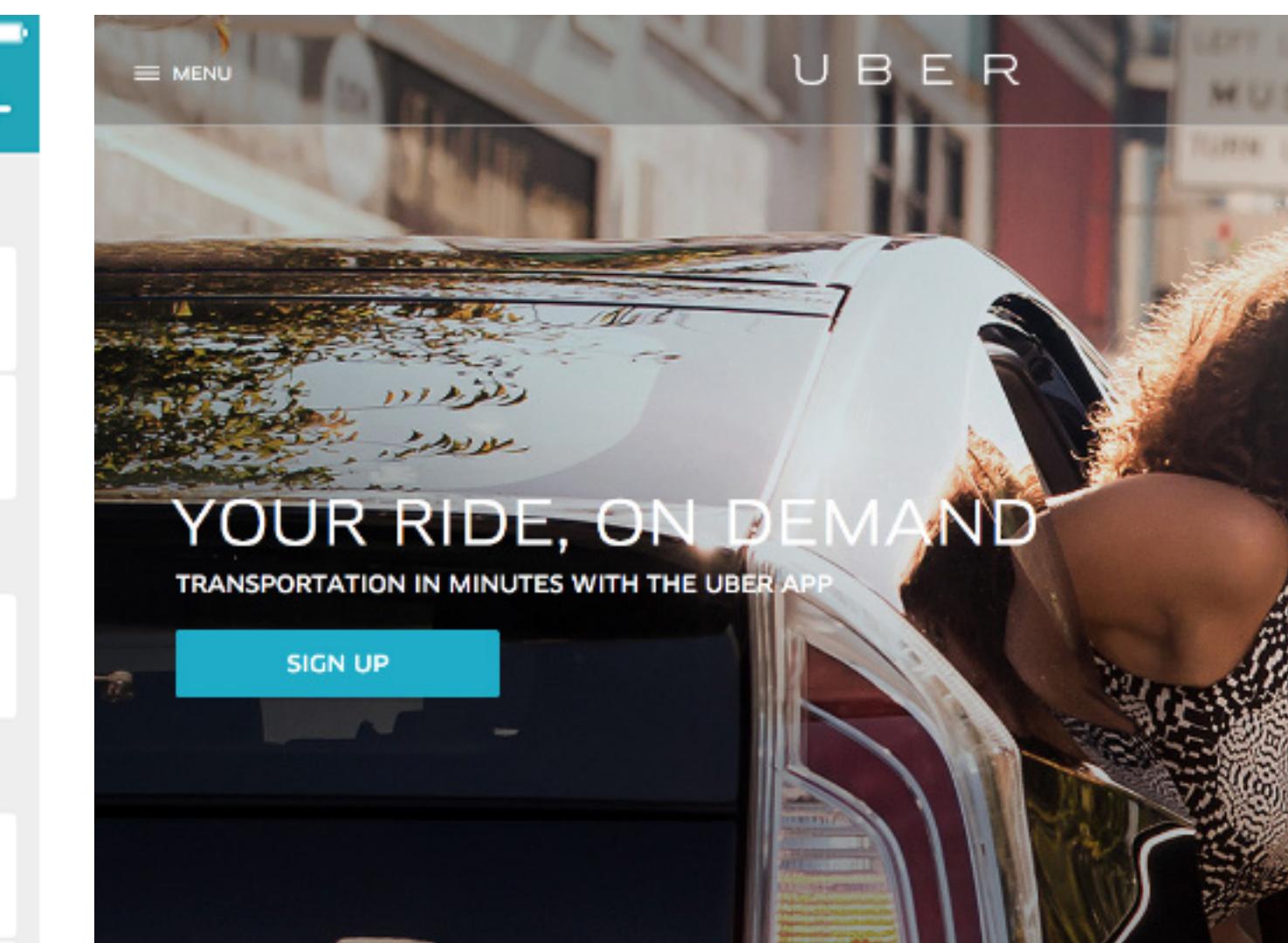
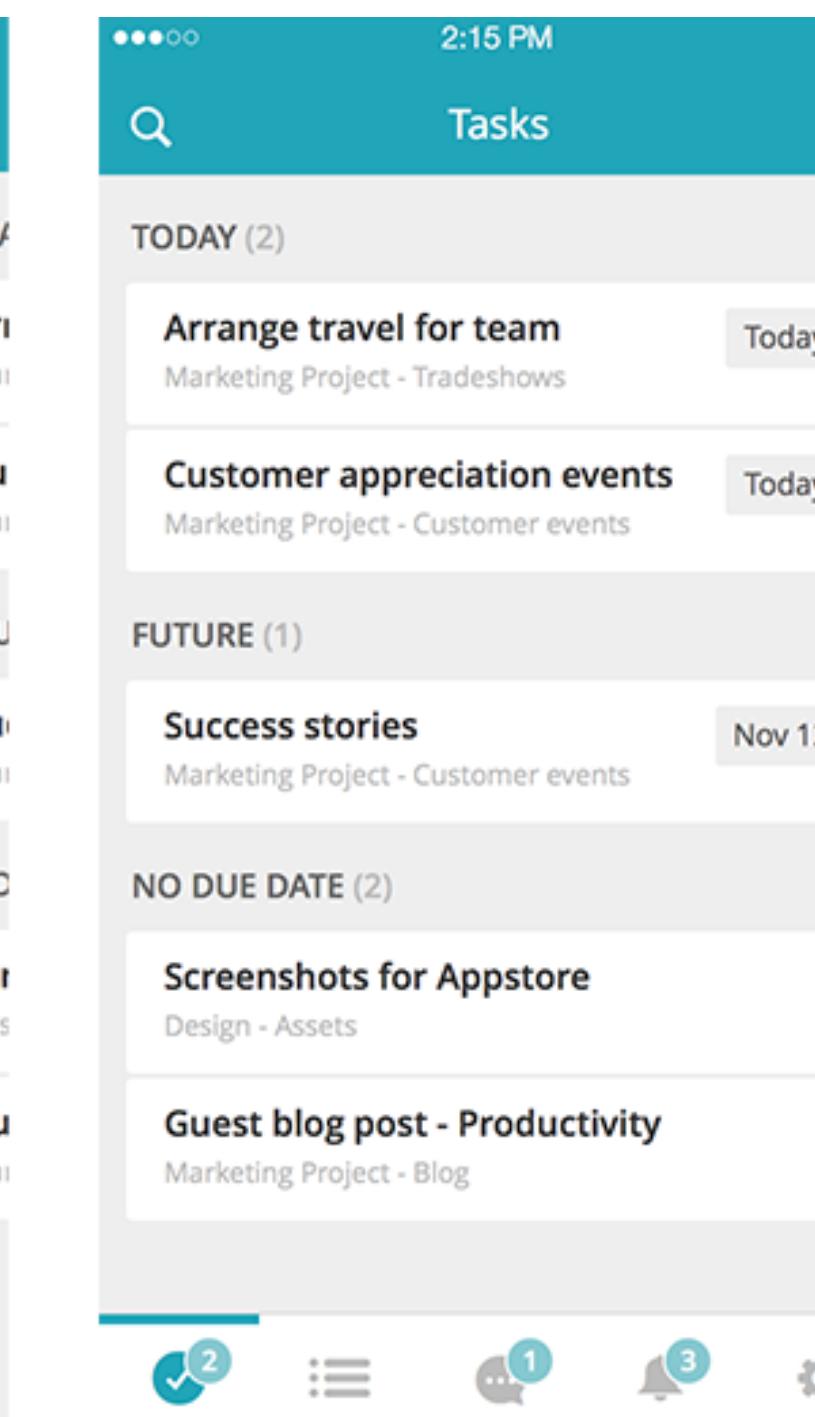
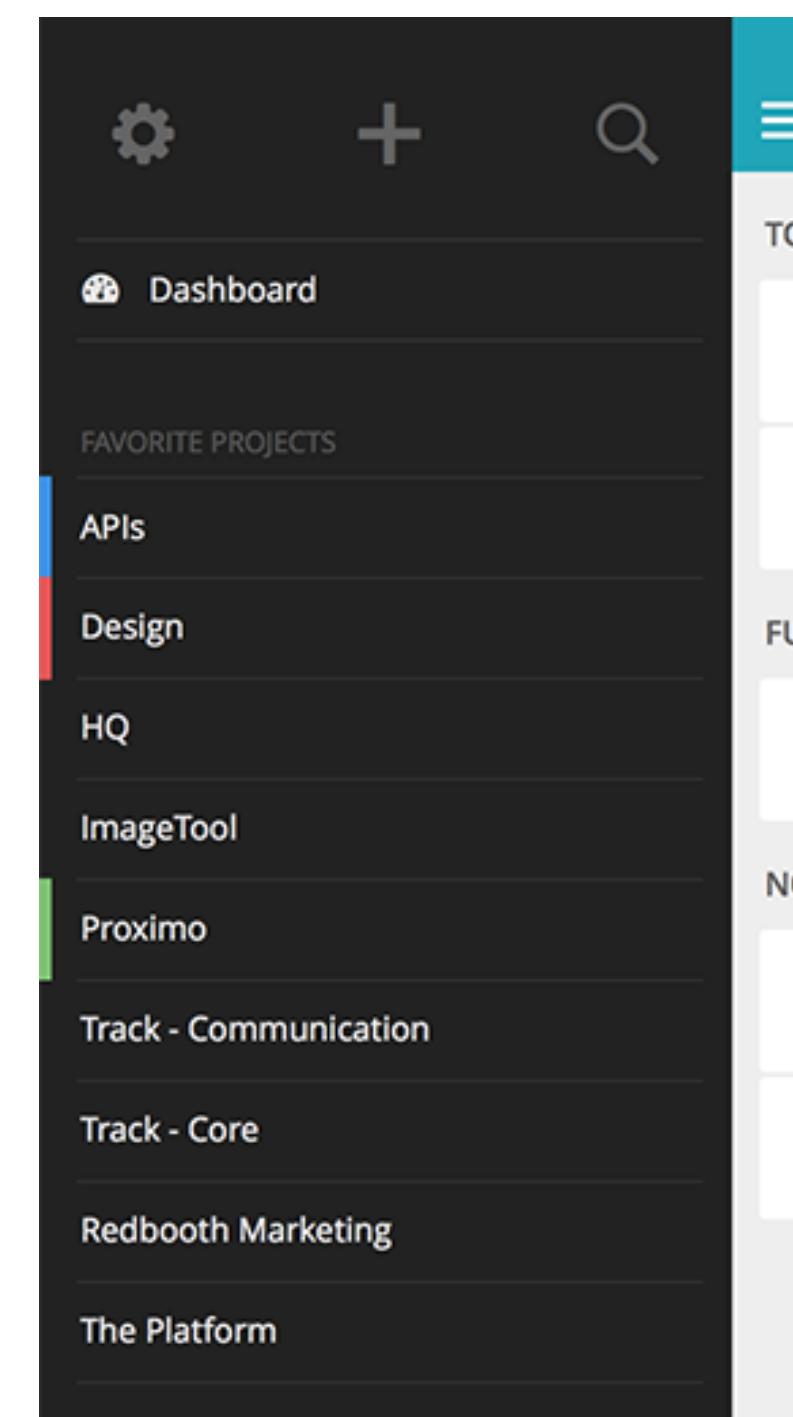


Afghans See Hope in Chance to Choose Leader 3:17 AM ET

Feel Good Friday: 15 Fun Photos to

BUSINESS  
INSIDER  
UK

TIM COOK MEMO: Here's why we FBI



jamesarcher.me

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repub Plato Effect i... Reggie Wat... ux design pa... Use the Best... What are the... 5 Examples... hamburger... Why and Ho... Hamburger... +

JAMES ARCHER ARTICLES SPEAKING CONSULTING ABOUT CONTACT

# The hamburger menu

It's a beautiful, elegant solution that gets it all w

This is a hamburger menu:

lmjabreu.com

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repub Plato Effect i... Reggie Wat... ux design pa... Use the Best... What are the... 5 Examples... hamburger... Why and Ho... Hamburger... Hamburger... +

# Why and How to Avoid Hamburger Menus

The issues of this pattern are now widely recognized, but what's the real solution?

May 14, 2014 9 min read

theatlantic.com

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The Atlantic SUBSCRIBE SEARCH MENU

## The Hamburger Menu-Icon Debate

Most mobile sites feature the three-lined symbol, which readers can click to see more content. Does this design choice actually make sense?

Libby Bawcombe/The Atlantic

f t in e m

TEXT SIZE - +

1. Adds an extra step.
2. An easy solution to cram a lot of buttons into an interface
3. The following action should be clear when clicking a button  
(What happens next?)
4. Does not scale.

“The hamburger can lead design teams astray by letting them avoid making hard choices about priorities. What’s more important: showing channel navigation or meta-pages? Well, let’s just shove them all into the hamburger menu because they’re all top-top priority!”

-Carl Johnson, *The Atlantic*

Apple has never used  
a hamburger button.

“The three key things about an intuitive navigation system is that they tell you where you are, and they show you where else you can go. Hamburger menus are terrible at both of those things, because the menu is not on the screen. It’s not visible. Only the button to display the menu is.” –Apple HIG Designer

# Content Structuring

Cards/Layout

Carousel

Tags/Categories

# Cards

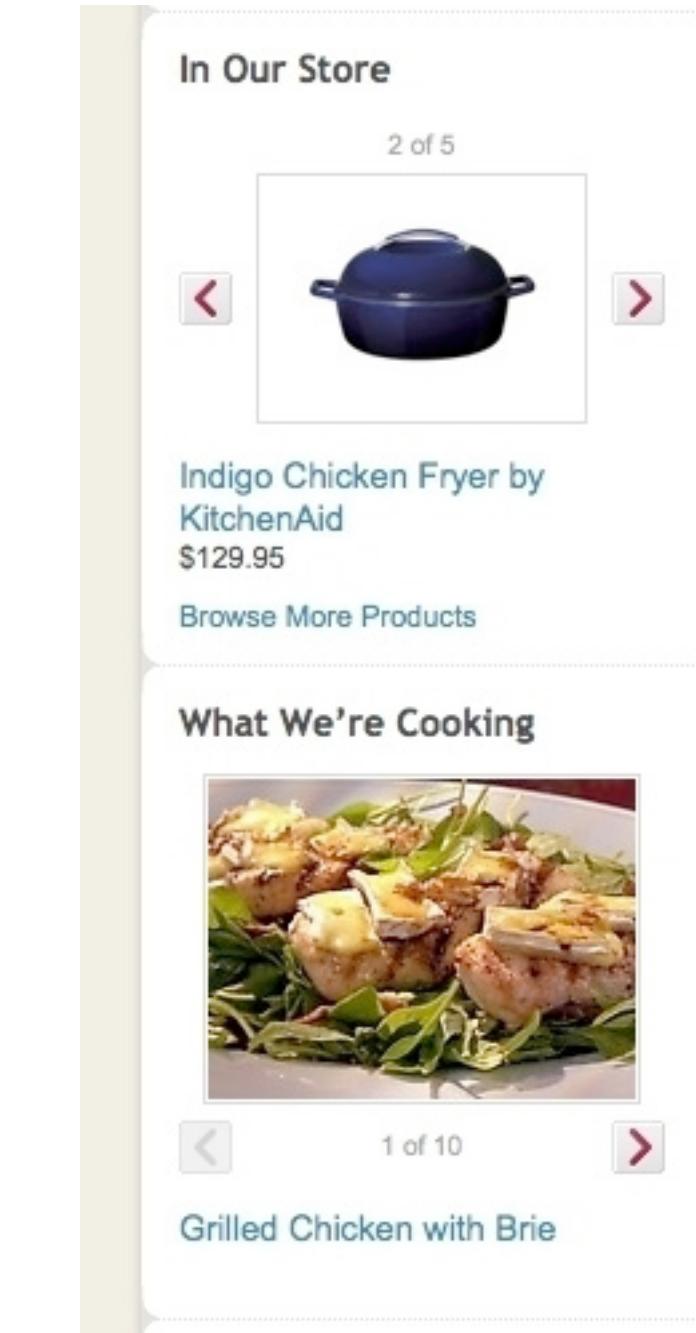
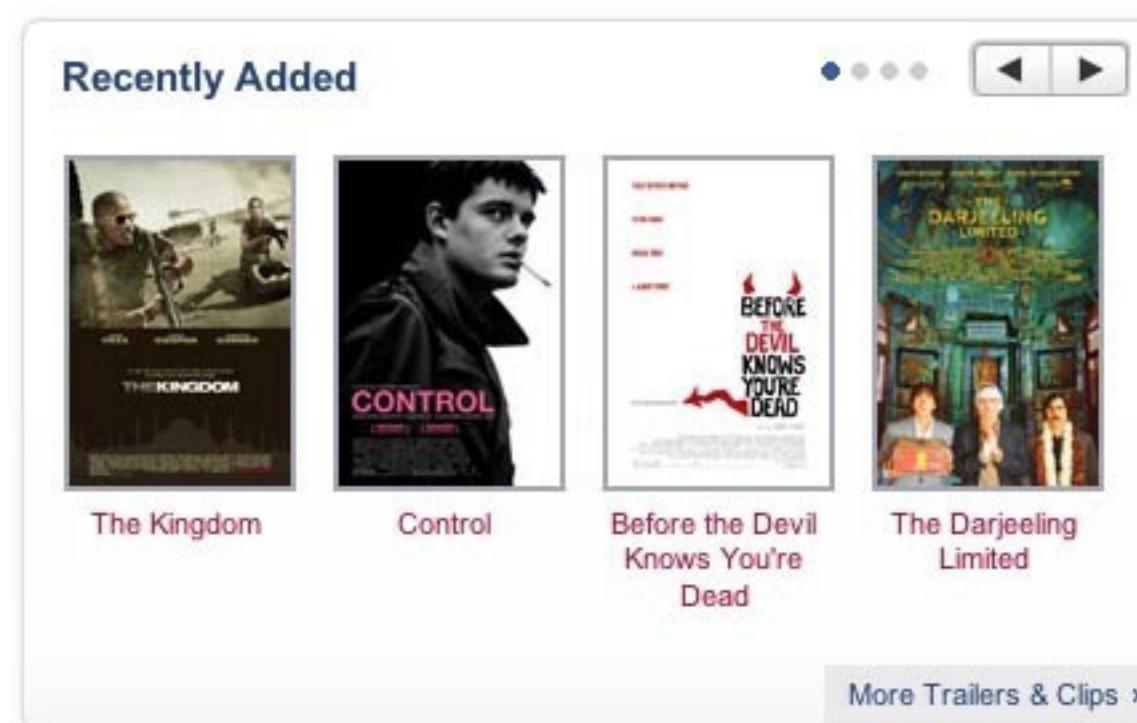
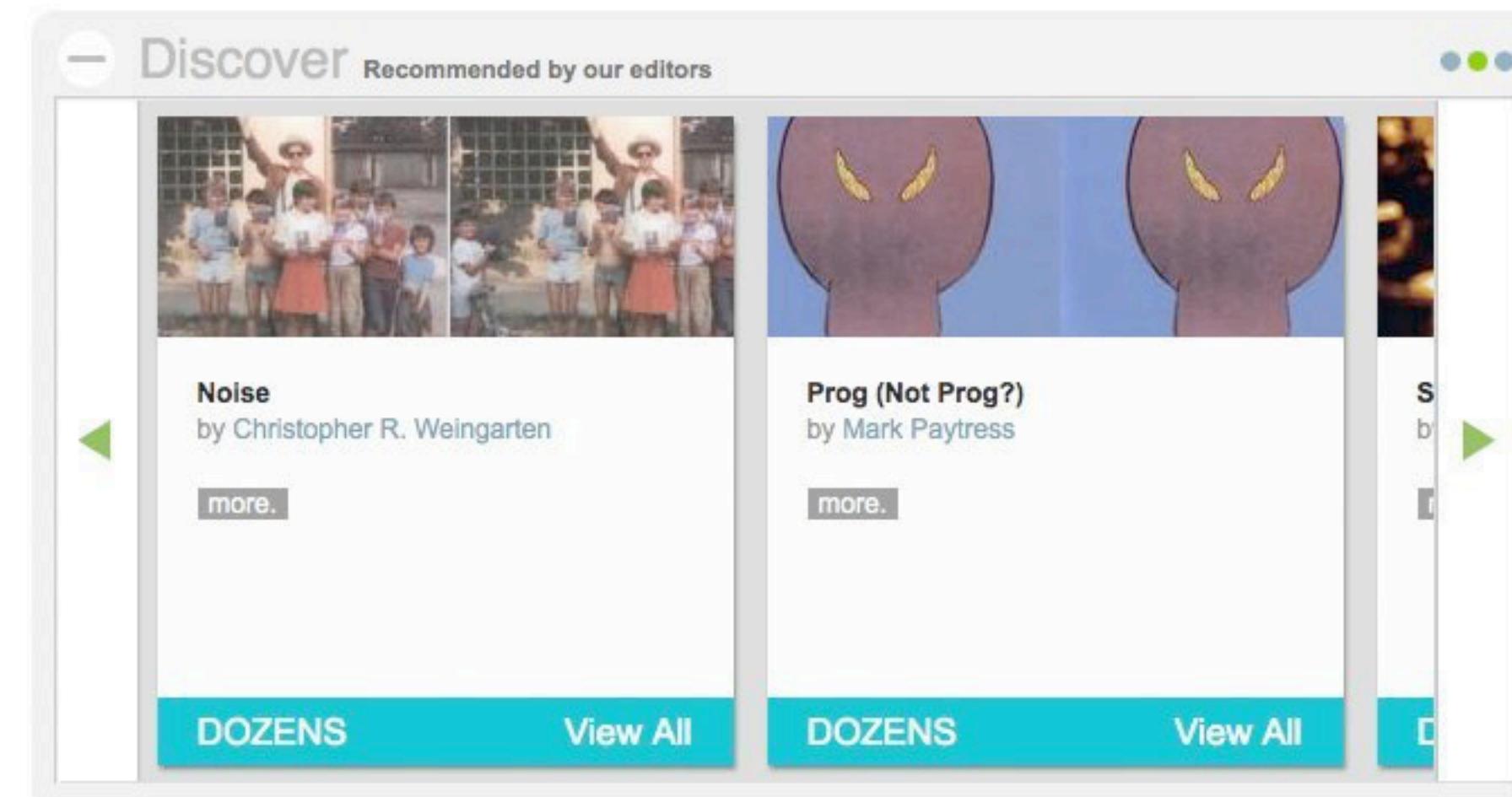
A screenshot of a card-based inbox interface. At the top, there's a header with navigation links: 'Inbox 1' (highlighted), 'Sent', 'Drafts 2', 'Trash', 'Junk 3'. Below the header is a search bar and a 'Sort by Date' dropdown. A 'Compose' button is located in the top-left corner of the main area. The inbox displays several cards:

- Allison Hill** (allison.hill57@example.com): Event Photos. Content: Innovate customized ecologies best-of-breed mashups turn-key exploit cultivate transition create enable exploit, convergence revolutionary. Posted 15m ago.
- Scott Lane** (scott.lane40@example.com): Project Brief. Content: Rich aggregate deploy deploy integrate AJAX-enabled value-added global: blogging wikis web-readiness, vortals cross-platform maximize. Posted Yesterday.
- Jayden Sullivan** (jayden.sullivan39@example.com): Design Approval. Content: View Conversation. Buttons: back, forward, reply, more. Posted 15m ago.
- Marian Hawkins** (marian.hawkins58@example.com): Invitation. Content: Blogospheres redefine disintermediate relationships supply-chains models engineer world-class grow vortals seize utilize productize enrage. Posted 07.07.14.
- Clinton Barnett** (clinton.barnett59@example.com): Sales Report. Content: Capture user-centred ecologies enterprise expedite ecologies solutions back-end maximize mindshare impactful customized podcasts. Posted 07.07.14.
- Alma Harrison** (alma.harrison36@example.com): Weekend. Content: Transform communities models implement blogging streamline harness repurpose viral cultivate. Grow compelling visualize cultivate applications. Posted 06.07.14.
- Harvey Richards** (harvey.richards81@example.com): Logotypes. Content: Wireless engage extend strategize infomediaries, supply-chains e-business folksonomies niches e-services enable communities. Posted 05.07.14.
- Margie Rivera** (margie.rivera44@example.com): Strategy. Content: World-class ecologies empower strategic mindshare portals, redefine embrace reintermediate action-items, incentivize syndicate benchmark. Posted 05.07.14.

A screenshot of a social media feed or a collection of cards. The cards are arranged in a grid and include:

- twilio**: A card with a red background and the twilio logo.
- COLOR**: A card with a black background and the COLOR logo.
- SCIENCE**: A card with a black background and the SCIENCE logo.
- Table Lamp**: A card showing a photograph of a table lamp.
- bop**: A card with a black background and the bop logo.
- Unfold**: A card with a red background and the Unfold logo.
- ESL**: A card with a green background and the ESL logo.
- Design Thinking**: A card with a white background and the text 'Design Thinking'.
- Blogospheres**: A card with a white background and the text 'Blogospheres'.
- AJAX**: A card with a white background and the text 'AJAX'.
- Wikis**: A card with a white background and the text 'Wikis'.
- Web Readiness**: A card with a white background and the text 'Web Readiness'.
- Vortals**: A card with a white background and the text 'Vortals'.
- Cross Platform**: A card with a white background and the text 'Cross Platform'.
- Maximize**: A card with a white background and the text 'Maximize'.
- Event Photos**: A card with a blue background and the text 'Event Photos'.
- Sales Report**: A card with a blue background and the text 'Sales Report'.
- Weekend**: A card with a blue background and the text 'Weekend'.
- Logotypes**: A card with a blue background and the text 'Logotypes'.
- Strategy**: A card with a blue background and the text 'Strategy'.
- creative drop**: A card with a grey background featuring a colorful geometric graphic.
- Alexander Haase**: A card with a grey background featuring a drawing of a stack of books.
- Strategy**: A card with a grey background featuring a drawing of a stack of books.
- Mike | Creative Mints**: A card with a grey background featuring a drawing of a stack of books.
- Justin Pervose**: A card with a red background featuring a stylized cityscape icon.
- Fabio Basile**: A card with a red background featuring a smartphone displaying an app interface.
- Mike | Creative Mints**: A card with a red background featuring a photograph of a raspberry.
- Brandbe**: A card with a red background featuring a dark icon.
- twoSolid**: A card with a red background featuring the twoSolid logo.
- CODE BOLD**: A card with a red background featuring the text 'CODE BOLD'.

# Carousel



# Tags/Categories

**BuzzFeed Life**

News   Videos   Quizzes   Food   DIY   More ▾   Get Our App!    Q User icon

## Food



13 Insanely Tasty Local Dishes You Need To Eat In Latin America

Will travel for food.

• Annie Daly • a half hour ago • 2 responses



A Tim Burton-Themed Bar Is Coming To New York City

Creepy cocktails galore.

• Alison Caporimo • 2 hours ago • 3 responses



### Tags

- Skitch
- topherchris
- 404
- pagenotfound
- screenshot
- marcus nelson
- superstarch.com

[Add a tag](#)

### Tags

Put a comma between each one. Example: laughter, New York, dancing  
tears, singing, blues brothers add  
laughter ✕ new york ✕ dancing ✕

### Connect With BuzzFeed Food

- [Like Us On Facebook](#)
- [Follow Us On Pinterest](#)
- [Follow Us On Twitter](#)
- [Follow Us On Apple News](#)



Want more amazing recipes?  
Sign up for our Food newsletter!

Your Email Address

Sign up

# Social Sharing

Sharing  
Chat  
Stream/Feed

# Sharing

**vimeo** Me Videos Create Watch Tools Upgrade Upload

## My Settings / Apps

Account Profile Videos Advanced **Apps** Upgrade

---

 **Facebook**  
Let Vimeo post to my Facebook Timeline and News Feed with the actions I choose, including automatic posting of new uploads and likes.  
 [Settings](#) [Find friends](#)

---

 **Dropbox**  
Let Vimeo access my Dropbox so I can upload videos directly. You can select which Dropbox folders Vimeo can access and even enable automatic uploading. ([Learn more](#))

---

 **Google+**  
Link my Google+ profile with my videos in Google search results.

---

 **LinkedIn**  
Let Vimeo post LinkedIn updates with the actions I choose.

---

 **Tumblr**  
Let Vimeo post to my Tumblr blog with the actions I choose.

---

 **Twitter**  
Let Vimeo post Tweets with the actions I choose and attribute shared videos to my Twitter account.

## What is the best way to share a story?

Write Question Details

Stop Wanting Answers | 1 Comment Share Downvote ...  
We are finding the best person to answer this question, and will notify you of new answers.

0 ANSWERS

 **Anders Toxboe**  
[Edit Biography](#) • [Make Anonymous](#)

B I U H “ “ ” — @ [Image]

Write your answer

Quora only supports English for now. Please write in English only.

**Write Answer** Save Draft Post to:     ...

# Chat

A screenshot of a social media Direct messages interface. At the top, there's a search bar with the placeholder "What's happening?" and a "New message" button, which is highlighted with a red border. Below this, the title "Direct messages" is displayed. The list shows several messages from different users:

- Inspectlet** (with a magnifying glass icon) - info@ui-patterns.com - looking forward to receiving your email (Jun 13)
- Calvin Correlli** (with a profile picture of a man) - Great. Works for me! (May 26)
- Eric Ziengs** (with a profile picture of a man) - Hej Eric, Selv tak for en sjov aften i SXSW regi. Du kan fange min bror på (Mar 16)
- Dennis Green lieber** (with a profile picture of a man wearing sunglasses) - Fang mig på (Feb 5)
- Allan Murphy Bruun** (with a profile picture of a red egg icon) - (6 Nov 2012)
- [Redacted]** (with a profile picture of a man) - (Redacted)

At the bottom, a tip is displayed: "Tip: you can send a message to anyone who follows you. [Learn more](#)".

A screenshot of a Facebook messaging interface. The top navigation bar includes a search bar, the user's profile picture (Anders), and links for "Home" and "Find Friends". The main area shows a conversation with "Anders Toxboe" (Public). The messages are:

- Hey Anders!
- What's up?
- Not much... just browsing my favorite site, UI-Patterns.com. Did you check it out yet?
- Yeah, it's pretty awesome!

Below the messages, there's a blue cartoon character holding a magnifying glass. A call-to-action button says "do a Privacy Checkup". Text below it encourages users to review their privacy settings: "and want to make sure you're protected online. It's a quick way to review the privacy settings on your posts and some profile info." There are also icons for a thumbs up, camera, smiley face, GIF, and link.

# Stream/Feed

## Public Activity

+ akaihola created branch **master** at akaihola/PyChecker 14 minutes ago

New branch is at akaihola/PyChecker/tree/master

+ akaihola created repository **PyChecker** 15 minutes ago

New repository is at akaihola/PyChecker

akaihola created gist: **309778** 1 day ago

#!/usr/bin/env python # -\*- coding: utf-8 -\*-

akaihola started watching mattharrison/pycoverage.el 1 day ago

pycoverage.el's description:  
emacs support for highlighting python coverage results

- akaihola deleted branch **1.2** at akaihola/django-nose 1 day ago

Deleted branch was at akaihola/django-nose/tree/1.2

- akaihola deleted branch **django-1.2-compatibility** at akaihola/django-nose 1 day ago

Deleted branch was at akaihola/django-nose/tree/django-1.2-compatibility

akaihola pushed to master at akaihola/django-nose 1 day ago

HEAD is **0689b7b656acc9f2d4fb1a4417a199e5b71946f6**

 **jbalogh** committed **0689b7b6:**  
django 1.2 compat notes

akaihola pushed to django-1.2 at akaihola/django-nose 1 day ago

HEAD is **6f060d49ee193a05734704820f3fea92ee1759d2**

 **jbalogh** committed **6f060d49:**  
removing some unnecessary lines

akaihola created gist: **306693** 4 days ago

"" An inline formset which deletes objects when all visible fields are empty or all whitespace i...

akaihola created gist: **306689** 4 days ago

from django.core import validators from django.forms import  
MultiValueField from django.forms.util...

What's this page? This person is a member of the TimesPeople network. TimesPeople lets you share the best of NYTimes.com with friends. [Get Started](#)

urban\_dk  
San Jose, California

Online marketing professional, former music journalist

RSS 

urban\_dk posted to Twitter an article: 6:13 PM  
**The Fat Lady Has Sung**  
"Freidman: The Fat Lady Has Sung - http://nyti.ms/aloEqF"

urban\_dk is following a user: 6:13 PM  
**Jennifer Preston**

urban\_dk is following a user: 6:13 PM  
**jenny8lee**

urban\_dk is following a user: 6:13 PM  
**Szetela**

urban\_dk posted to Twitter an article: DEC 22, 2009  
**Sorry, Vegans: Brussels Sprouts Like to Live, Too**  
"Sorry, Vegans: Brussels Sprouts Like to Live, Too - http://nyti.ms/5S2kgW"

urban\_dk posted to Twitter an article: DEC 22, 2009  
**The Science of Managing Search Ads**  
"The Science of Managing Search Ads - http://nyti.ms/4CWMwS"

urban\_dk is following a user: DEC 22, 2009  
**fredwilson**

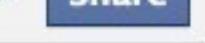
urban\_dk is following a user: DEC 22, 2009  
**iorfida**

urban\_dk is following a user: DEC 22, 2009  
**Tim O'Reilly**

urban\_dk is following a user: DEC 22, 2009  
**Werner**

[Subscribe to urban\\_dk's Activity](#)

What's on your mind?

Attach:      Share 

 **Daniel Nesterowicz** cool report of winterclash on [www.toxboe.net](http://www.toxboe.net))

  
**toxboe.net**  
[www.toxboe.net](http://www.toxboe.net)  
An inline skating website keeping it real since 1996. Updated several times a day with fresh new streaming videos, and other goodies.

11 hours ago · Comment · Like · Share · See Wall-to-Wall

 **Daniel Nesterowicz** likes this.

[Write a comment...](#)

 **Boas Utvik**  
In this photo: Anders Toxboe

  
**Winterclash 2010!**  
This time BIG TIME

Yesterday at 12:33pm · View album

## RECENT ACTIVITY

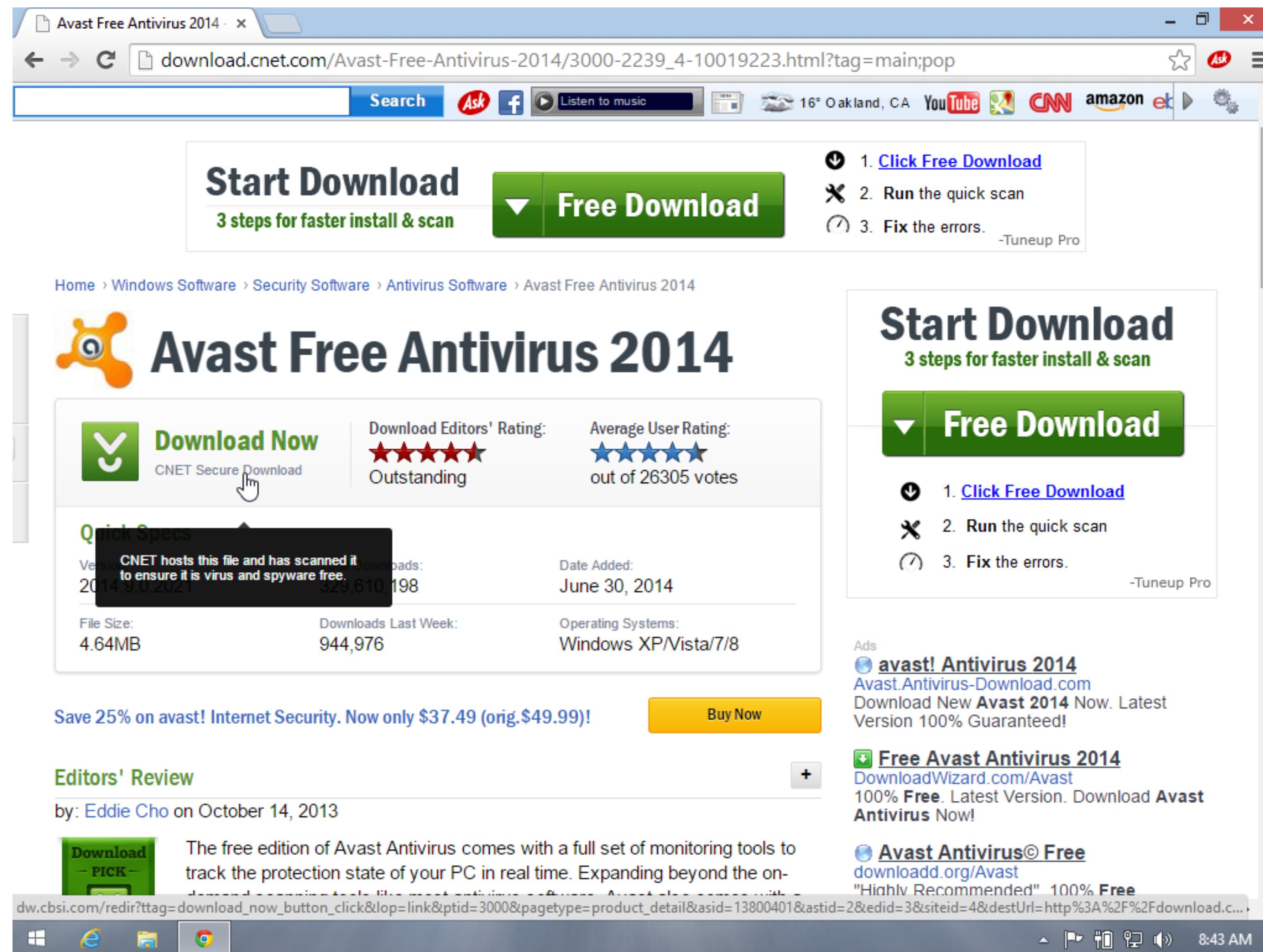
 Anders and Line Love Rømer are now friends. · Comment · Like

 Anders commented on Søren Klintrup's link.

# Dark Patterns

A user interface that has been carefully crafted to trick users into doing things, such as buying insurance with their purchase or signing up for recurring bills.

# What download button do you use?



# Confusing language



# Forced interaction

flat-rate shipping,\* ILS 150

J.CREW

WOMEN MEN GIRLS BOYS BABY SHOES JEWELRY WEDDING SALE BLOG

WISHLIST SHOPPING BAG

ONLINE ONLY: EXTRA 30% OFF SALE ITEMS WITH COUPON CODE: JCREW30

X

NEW ARRIVALS

FOR WOMEN ▶  
FOR MEN ▶  
FOR GIRLS ▶  
FOR BOYS ▶

TODAY: JANUARY 4, 2014

J.CREW JEWELS  
Wear them in January, wear them in July.

LOOKS WE LOVE  
10 outfit ideas for right now. And later.

FOR GUYS: HIGHLIGHTS FROM THE MEN'S COLLECTION

FOR GUYS: WINTER BLUES  
The shade of the season and unexpected ways to wear it.

FOR KIDS: LOOKS WE LOVE  
Spring sneak peek!

WEDDINGS & PARTIES  
Just got engaged? See our new collection of gowns, suits and bridesmaid dresses.

search keyword or item # GO

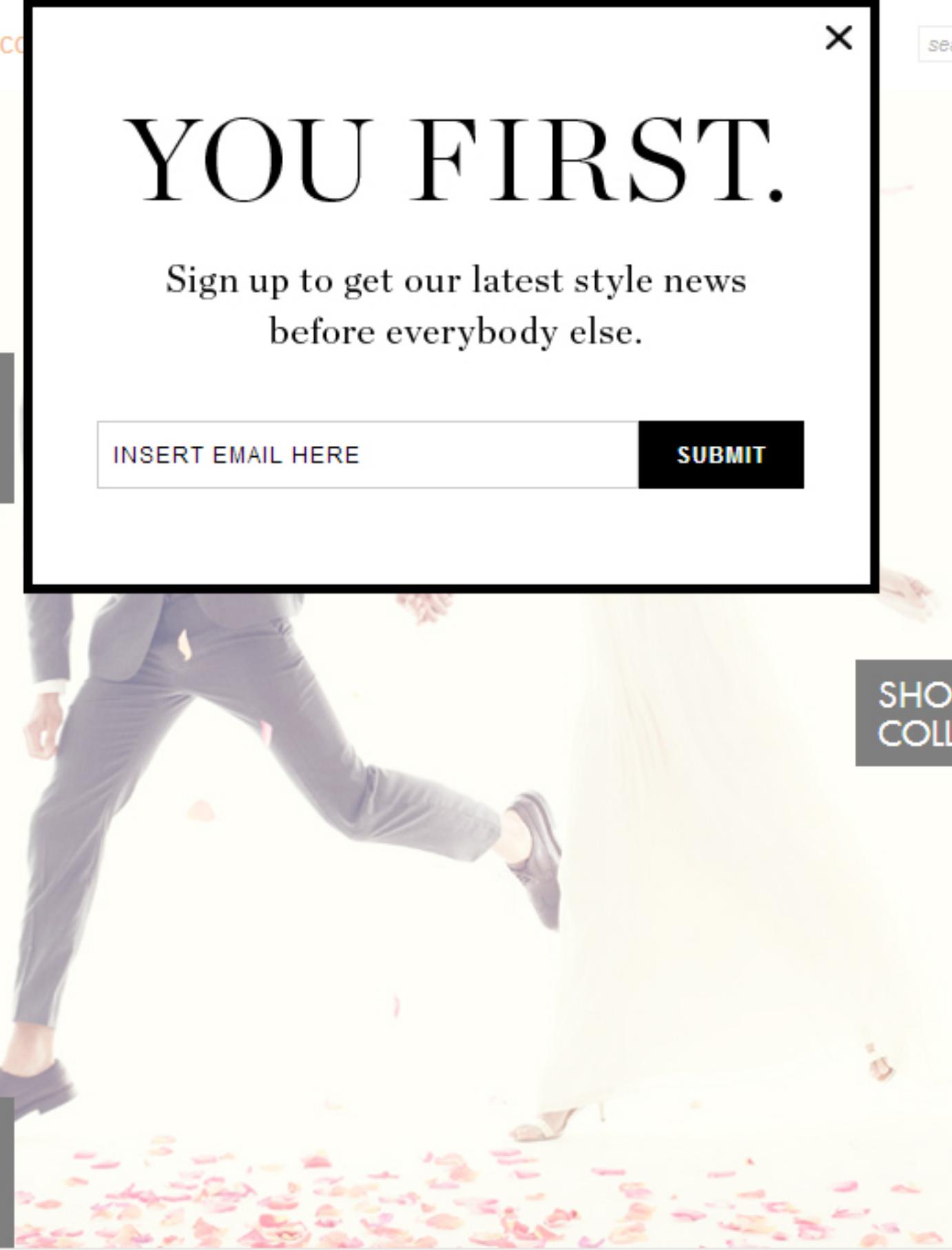
YOU FIRST.

Sign up to get our latest style news before everybody else.

INSERT EMAIL HERE SUBMIT

LIKE BEING FIRST?  
Then get our can't-miss style news before everybody else.  
[SIGN UP FOR J.CREW EMAILS >](#)

SHOP THIS MONTH'S COLLECTION ▶



LET US HELP YOU ABOUT J.CREW OUR STORES LIKE BEING FIRST?

Visibility of system status.  
Match between system and real world.  
User control and freedom.

Patterns are  
not templates.

userflowpatterns.com

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Wildcard works great on its own. Connecting Twitter will make your experience even richer.

@ramykhuffash  
@uiGIFs  
@silkpixels  
@InboxPixels  
@UiRamy

Cancel

2.0.1

Onboarding in Letterspace

Welcome to Letterspace

Continue

v1.3.5

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Onboarding in Evernote Scannable

Onboarding in Babbel

#F2DFD7

#FEF9FF

#D4C1EC

#9F9FED

#736CED

userflowpatterns.com

# Next week

- Design Pattern Readings  
(Hamburger, Cards, etc)
- Feature set, userflow, wireframes,  
Competitor analysis
- Download Pixate ([pixate.com](http://pixate.com))