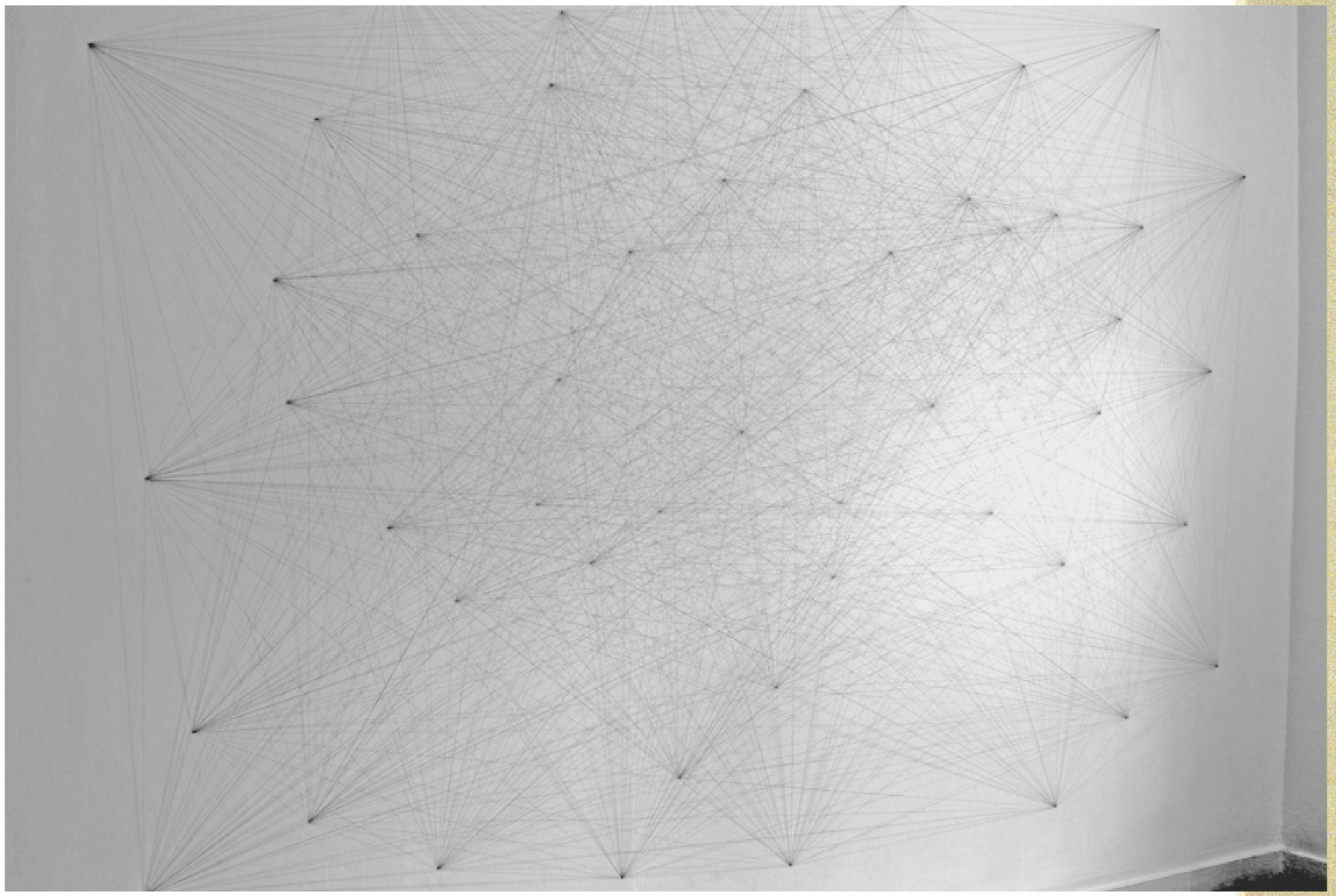
Userflows
Design Patterns
Prototyping



WALL DRAWING
BOSTON MUSEUM

On a wall surface, any continuous stretch of wall, using a hard pencil, place fifty points at random. The points should be evenly distributed over the area of the wall. All of the points should be connected by straight lines.

SOL LEWITT
Wall drawing, Boston Museum
Pencil

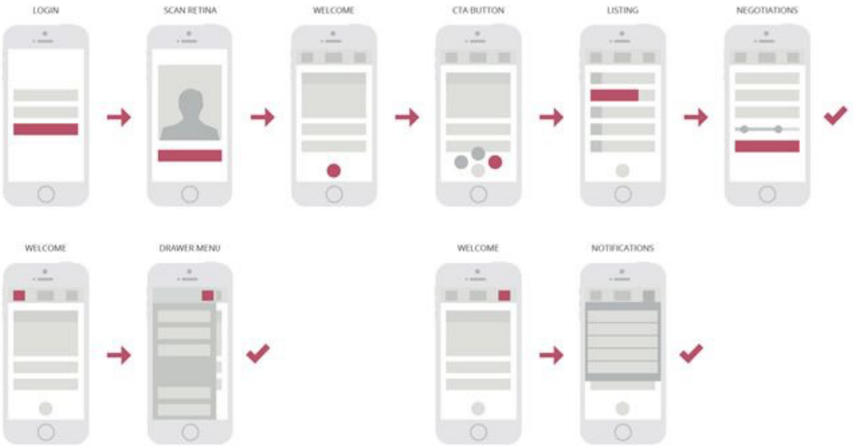
“A design today is rarely a substantive, realized product. More and more often it is a proposal that gains its final form in the interaction with the audience, for better or for worse.”
—Max Bruinsma

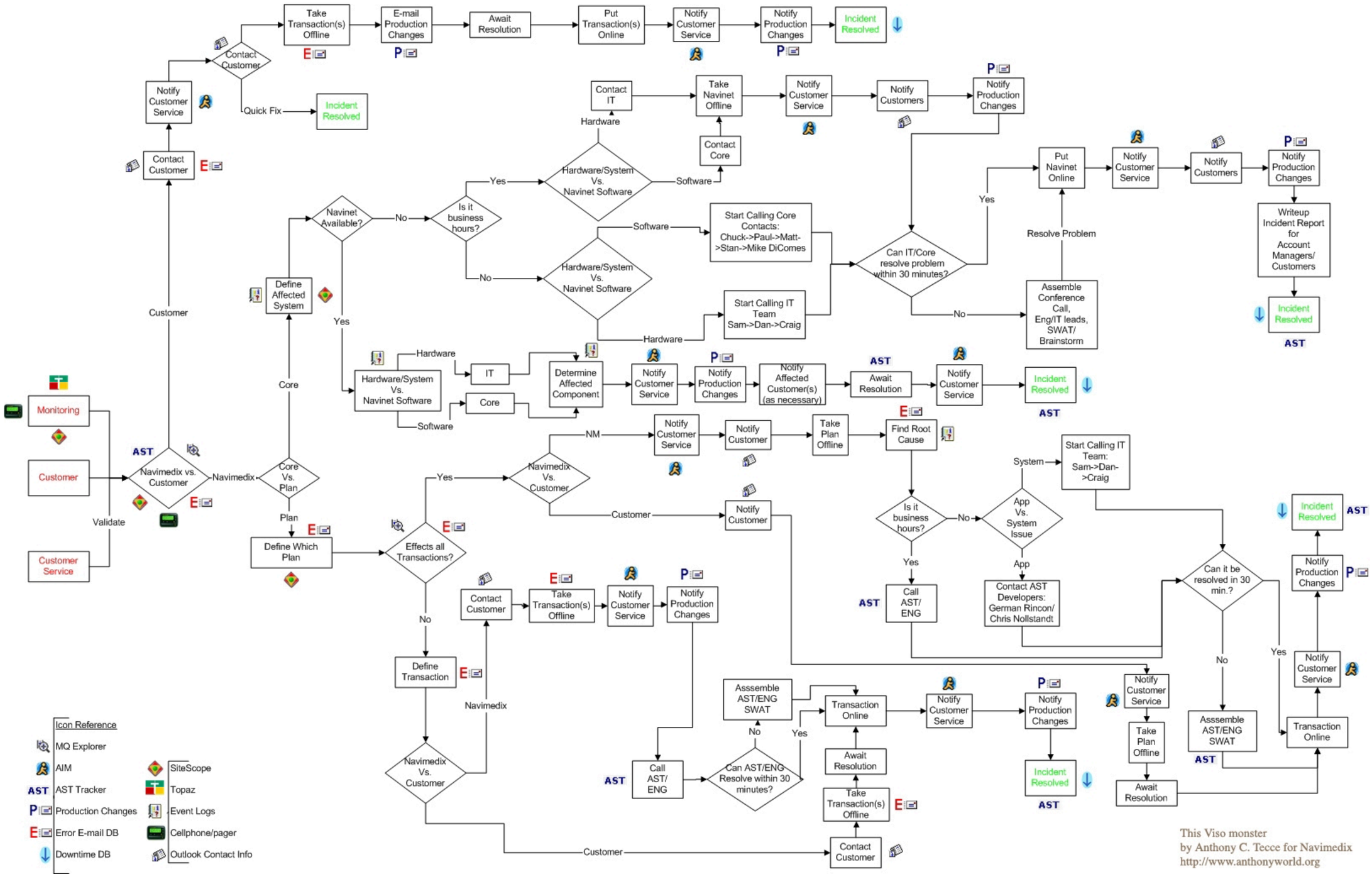
Userflows

Flow suggests movement.
Flow is variable.

Userflow is the path taken by the typical user on a website or app to complete a task. The userflow takes them from their entry point through a set of steps towards a successful outcome or final action.

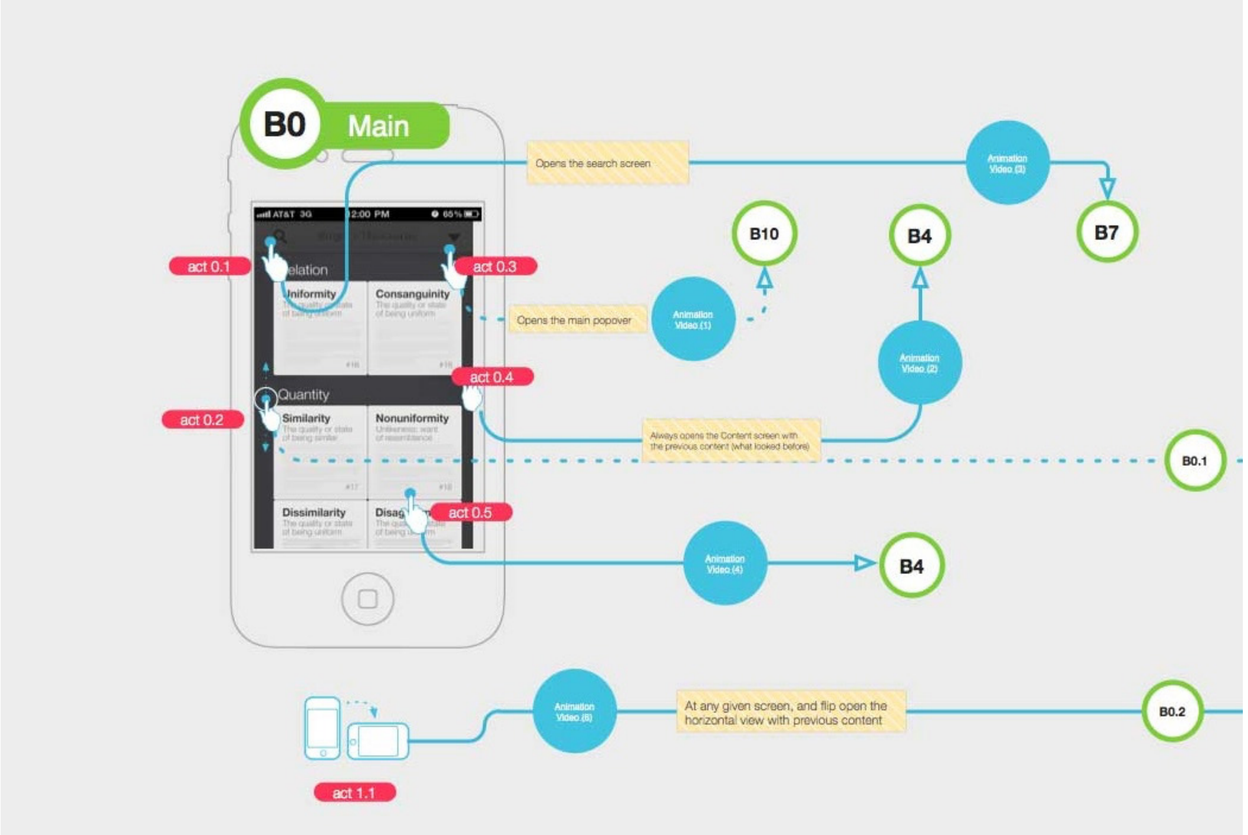
HITS FLOW


LOGIN
SCAN RETINA
WELCOME
CTA BUTTON
LISTING
NEGOTIATIONS
WELCOME
DRAWER MENU
WELCOME
NOTIFICATIONS

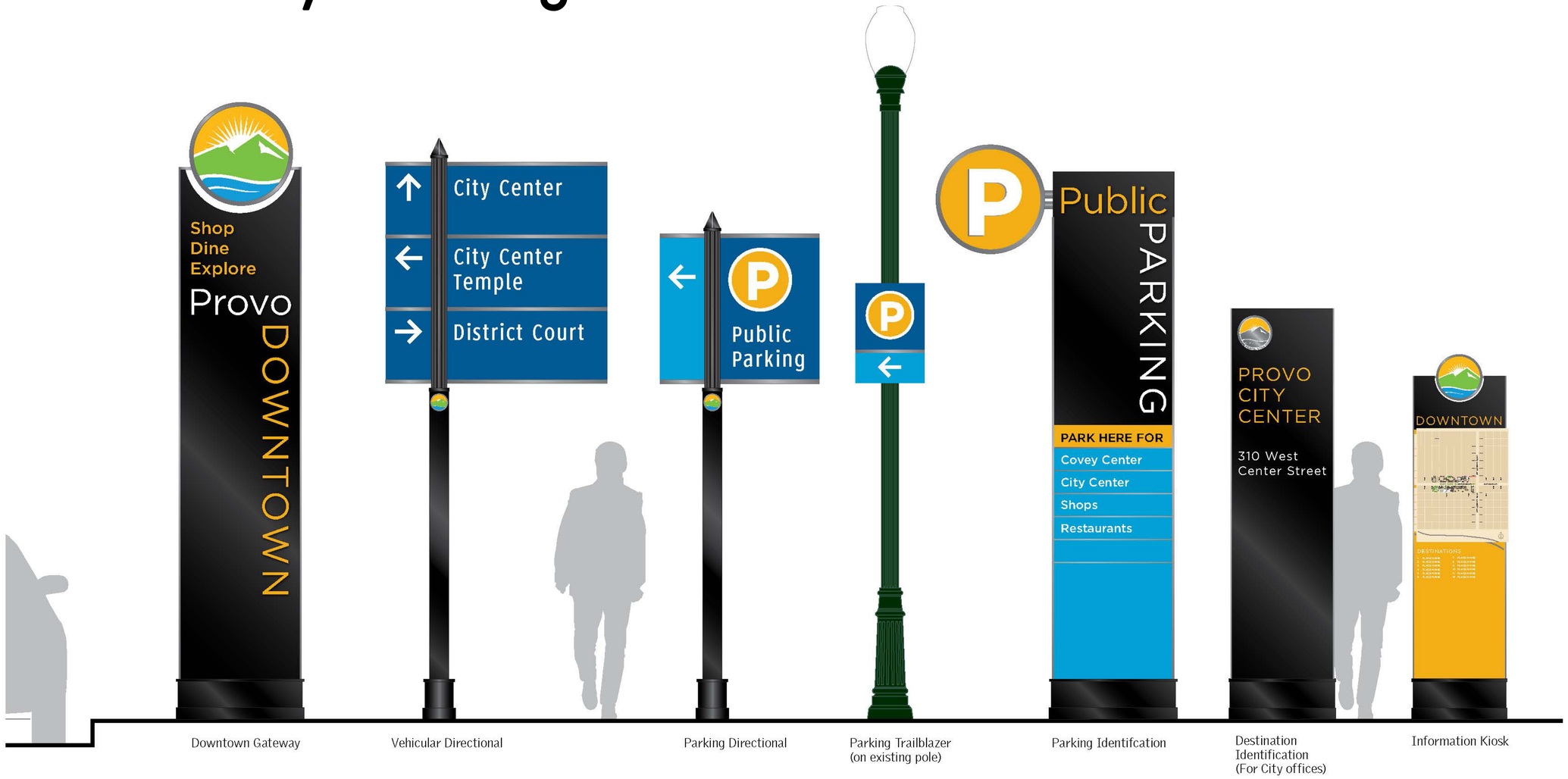


This Viso monster
by Anthony C. Tecce for Navimedix
http://www.anthonyworld.org

The userflow is like a map...



...and the interface is like wayfinding.



A sign represents a failure
of architecture.

Instructions represent a
failure of the interface.

Less is not more.
Less is less.

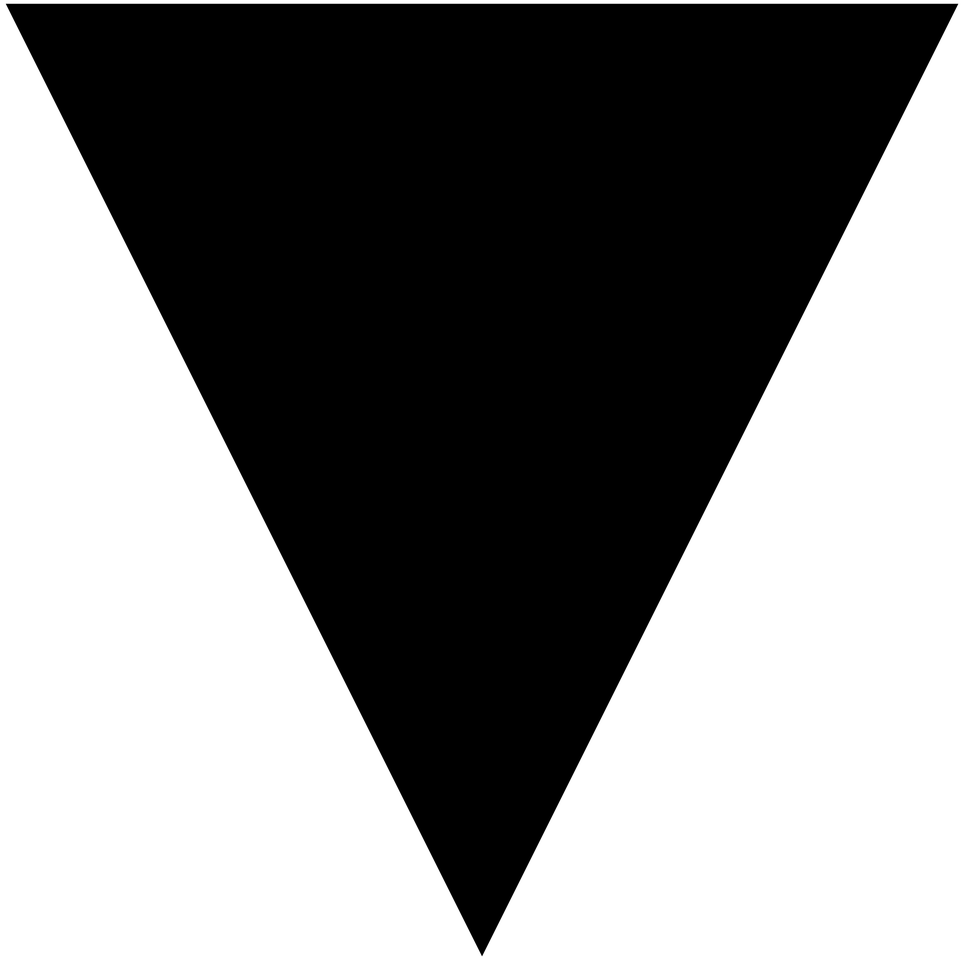
Simplicity is not the goal.

Clarity is.

The userflow is the basis for content requirements on web pages or app screens.

Beginning with an understanding of user needs helps you build a userflow and experience that is designed to meet those needs.

“The Funnel” (ugh)



Signing up for an account
Posting a photo
Buying a product
Adding a calendar event

What is the user trying to accomplish?

What is important to the user and what will give them confidence to continue?

What additional information will the user need to accomplish the task?

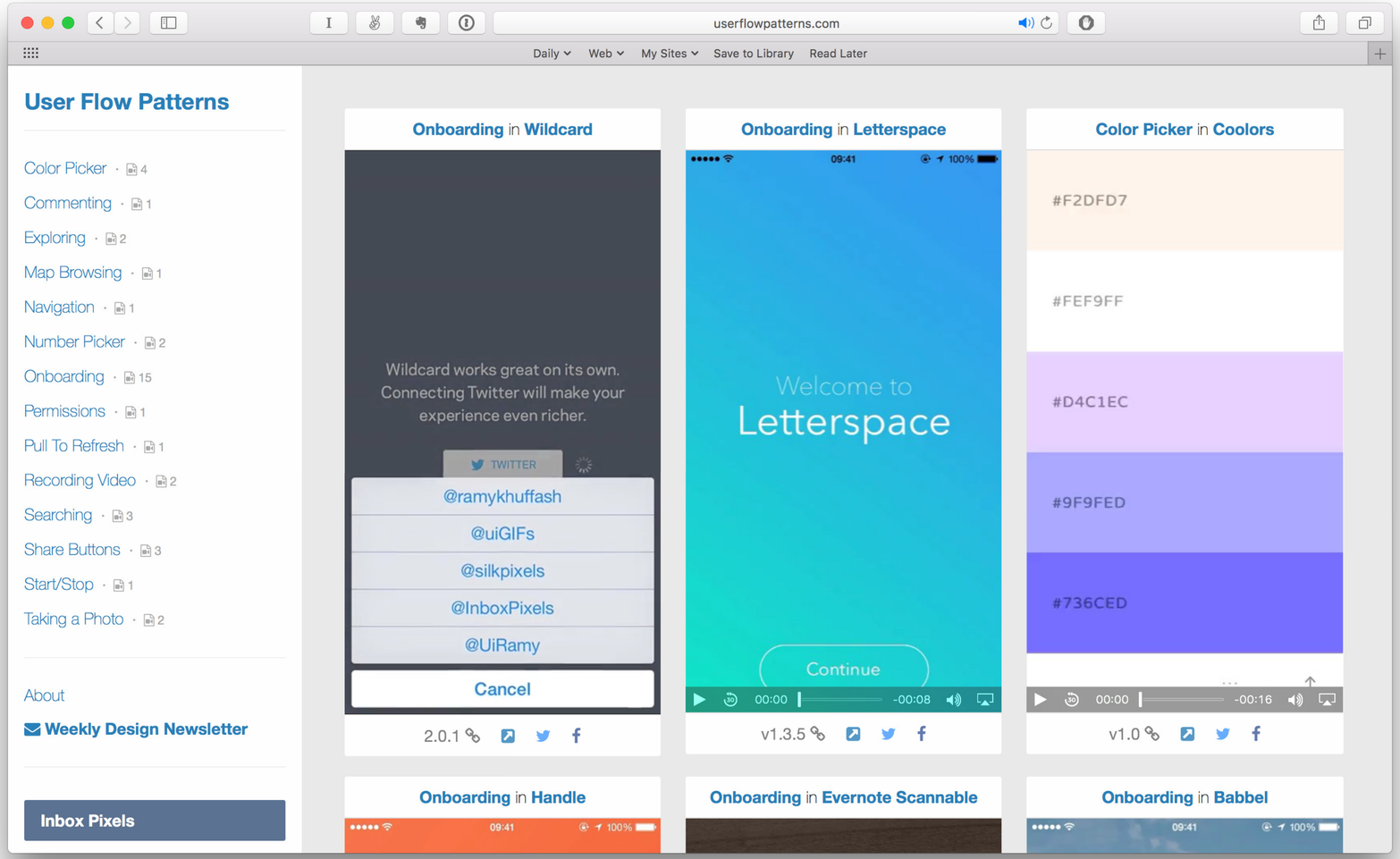
What are the user’s hesitations or barriers to accomplishing the task?

Weekly assignment

Design Patterns

People are always looking for patterns

First impressions
Learned behavior
Empathy



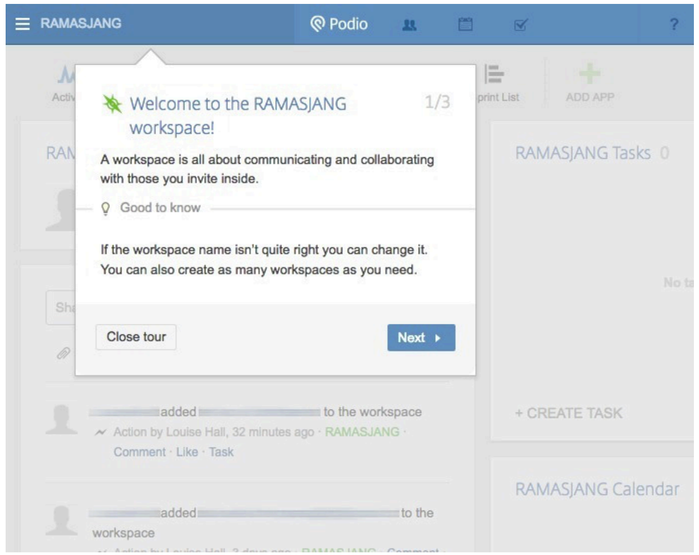
userflowpatterns.com

Input/Output
Navigation
Content Structuring
Social Sharing
Dark Patterns

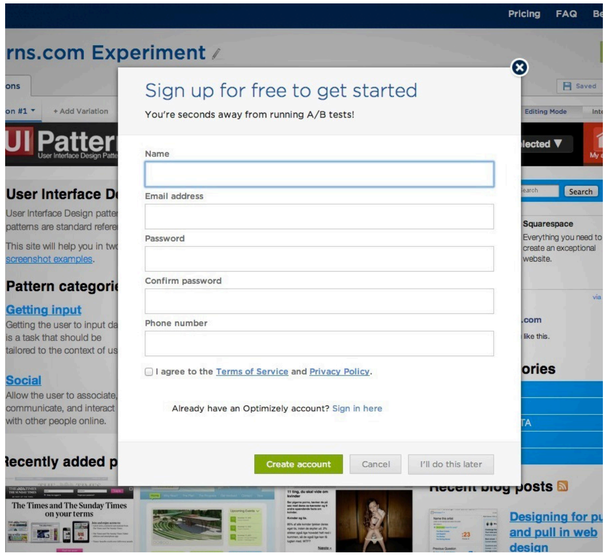
Input/Output

Onboarding
Passwords
Settings

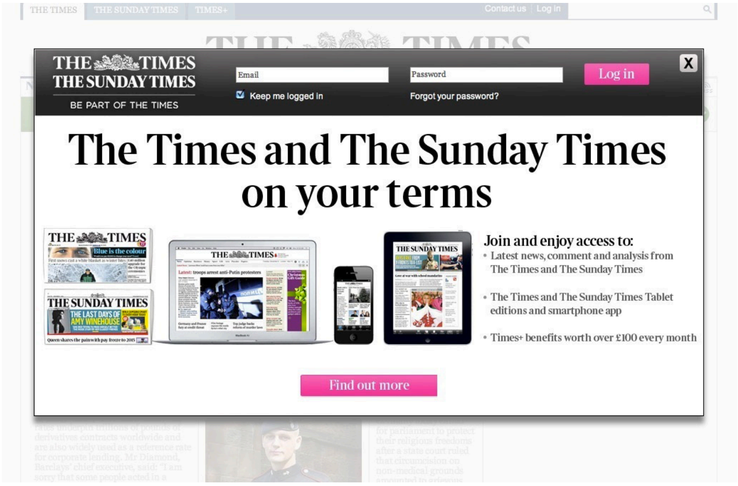
Onboarding



Walkthrough

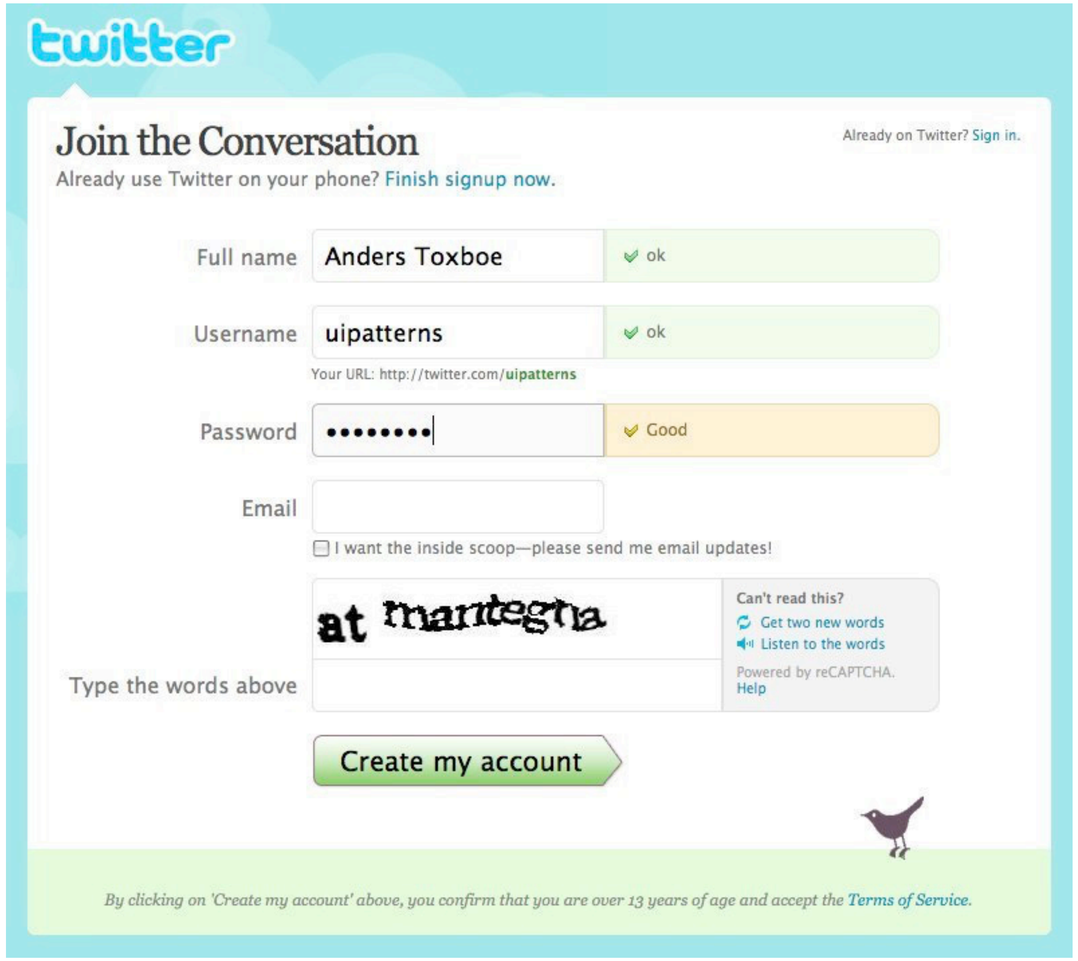


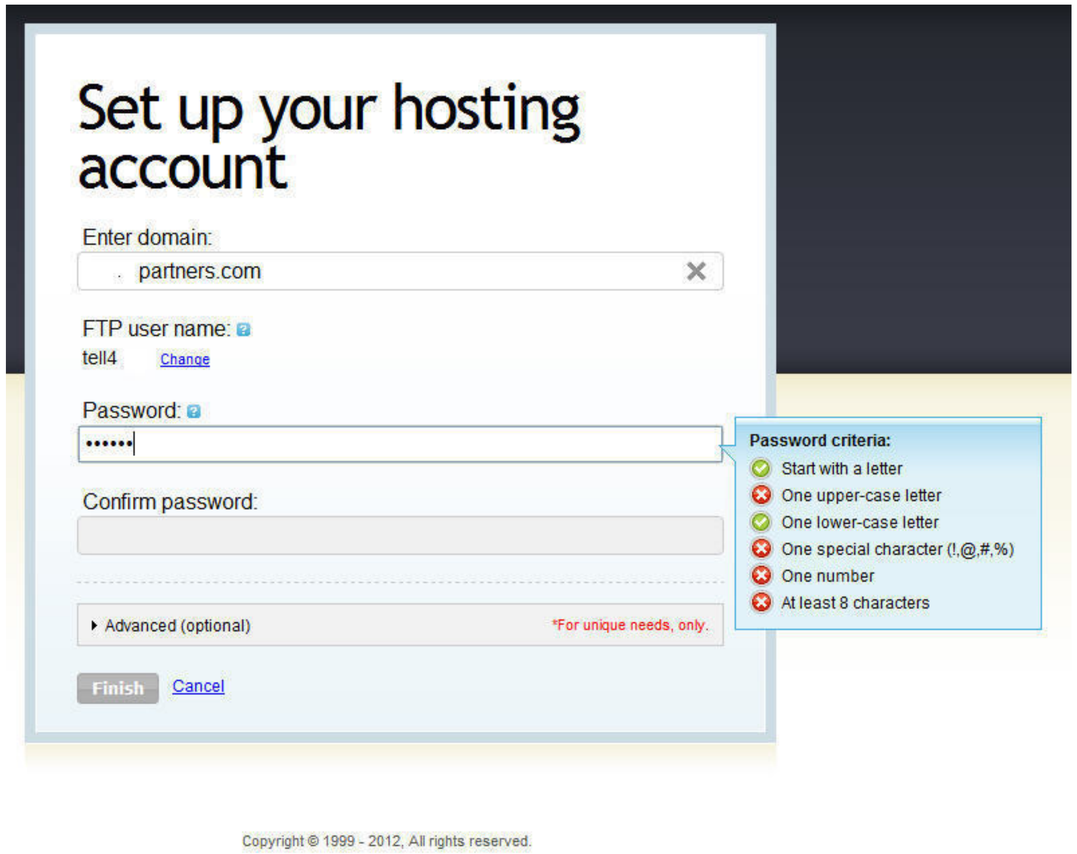
"Lazy"



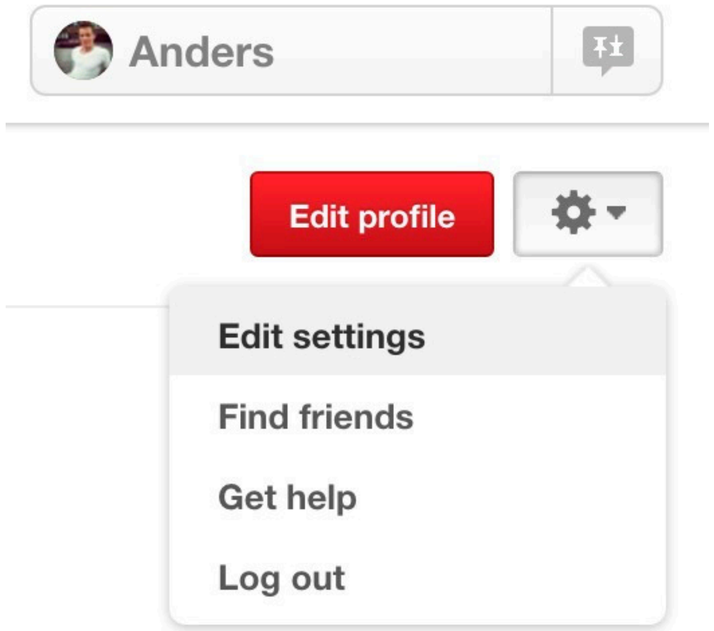
Paywall

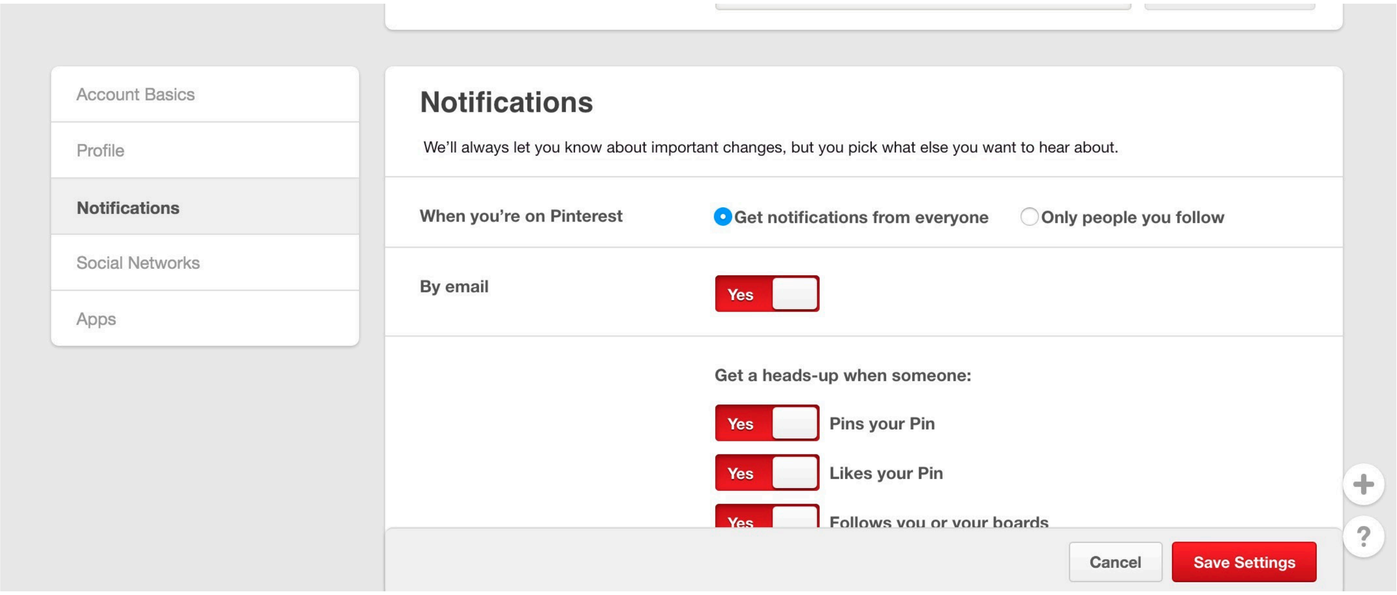
Password strength





Settings

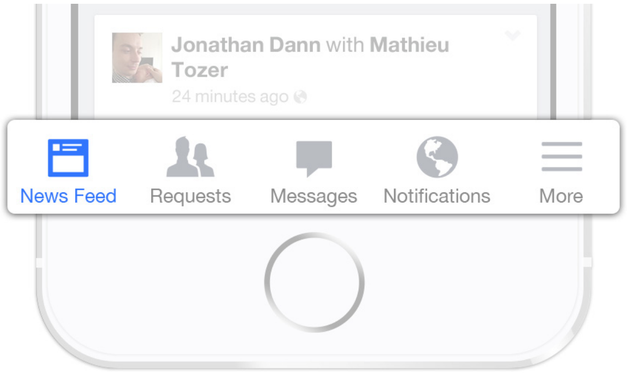

Anders
Edit profile
Edit settings
Find friends
Get help
Log out


Account Basics
Profile
Notifications
Social Networks
Apps
Notifications
We'll always let you know about important changes, but you pick what else you want to hear about.
When you're on Pinterest
Get notifications from everyone
Only people you follow
By email
Yes
Get a heads-up when someone:
Yes
Pins your Pin
Yes
Likes your Pin
Yes
Follows you or your boards
Cancel
Save Settings

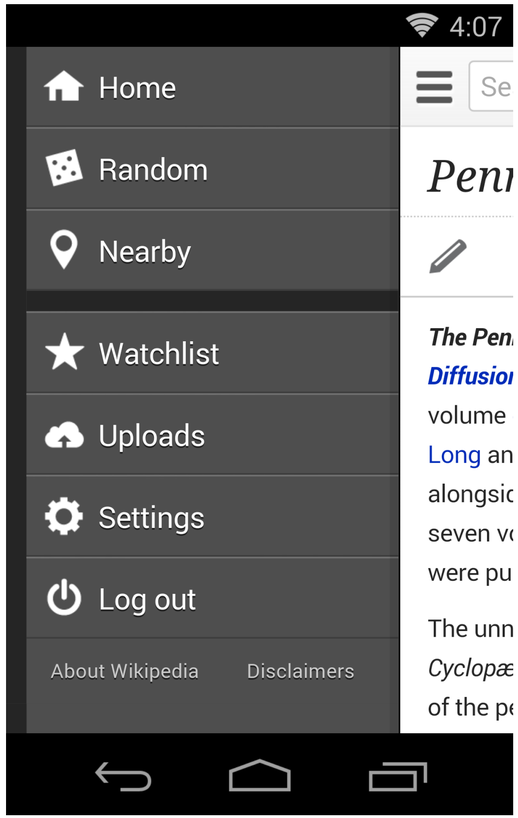
Navigation

Tabs
Hamburger
Select

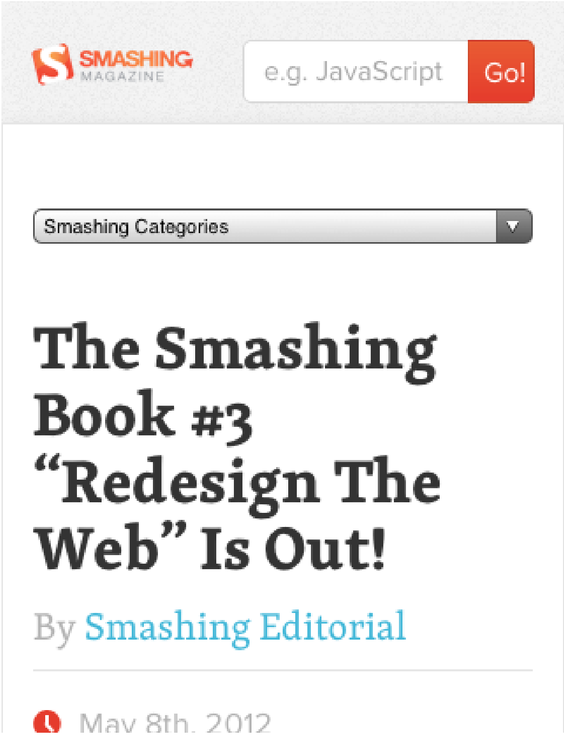
Tab bar



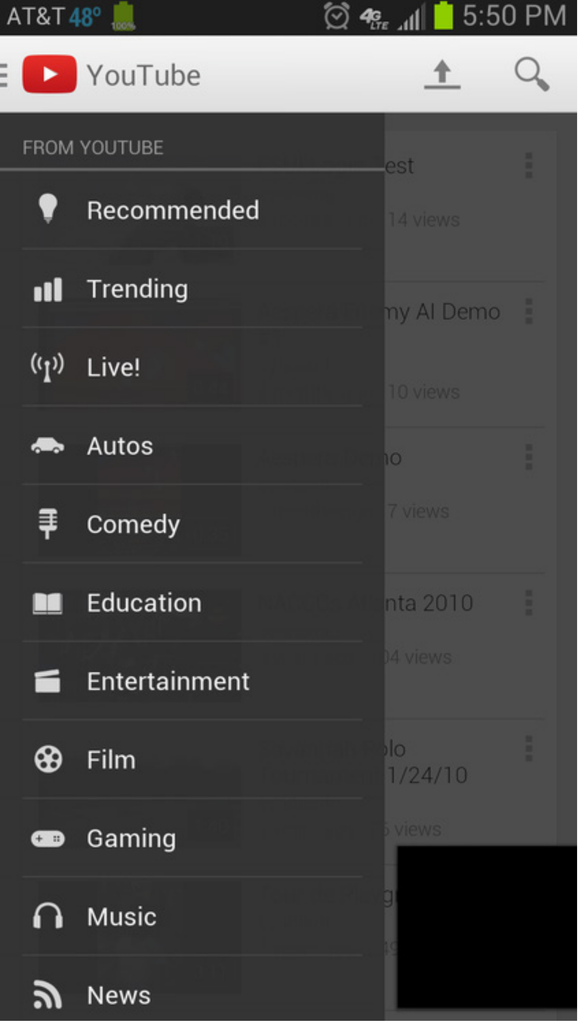
Hamburger



Select Menu



Let’s talk about that hamburger menu.


AT&T 48°
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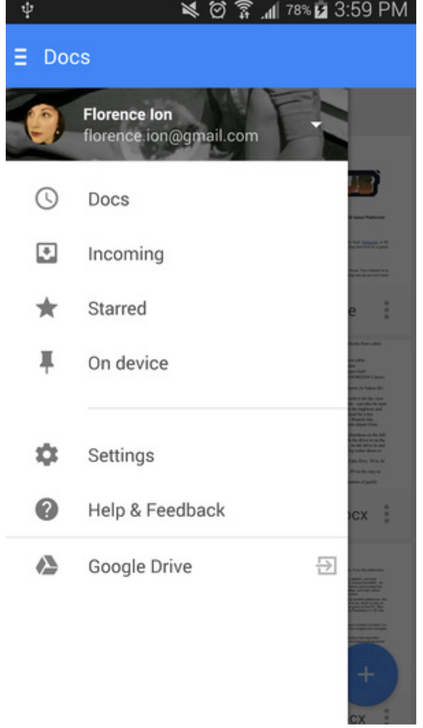
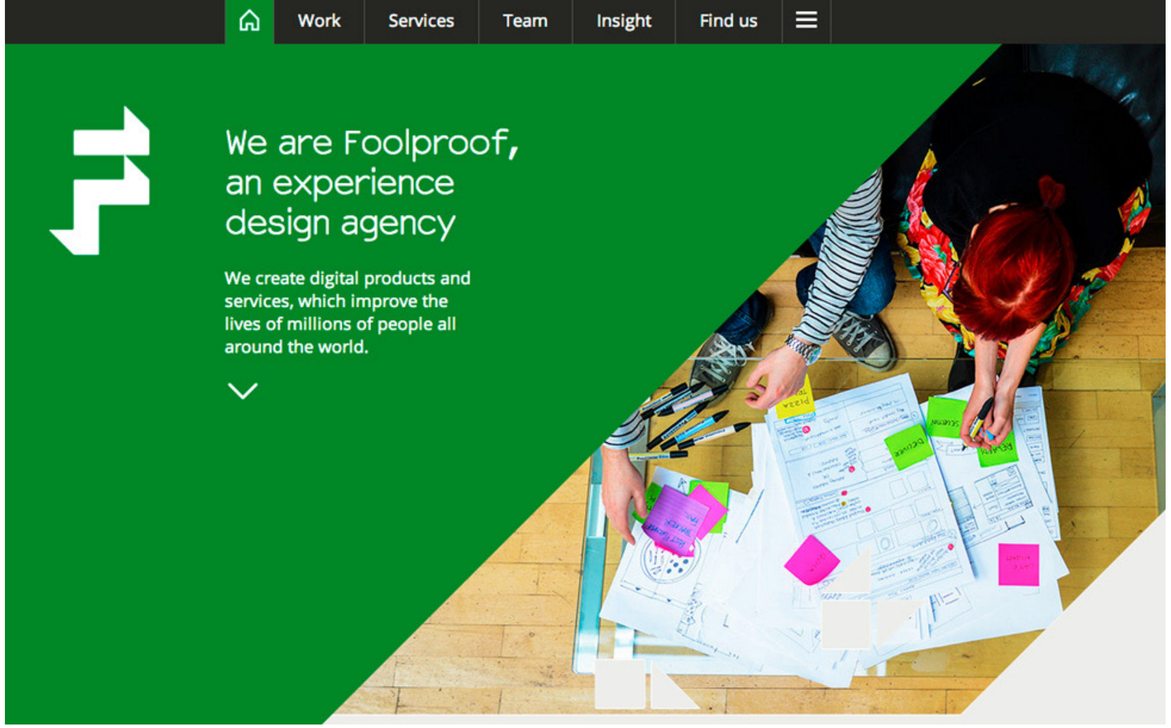
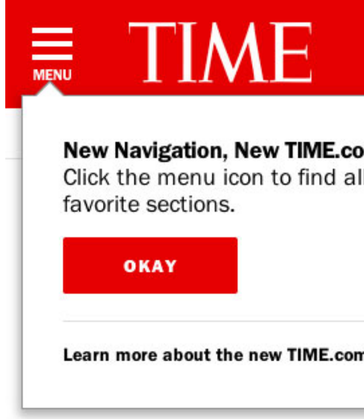
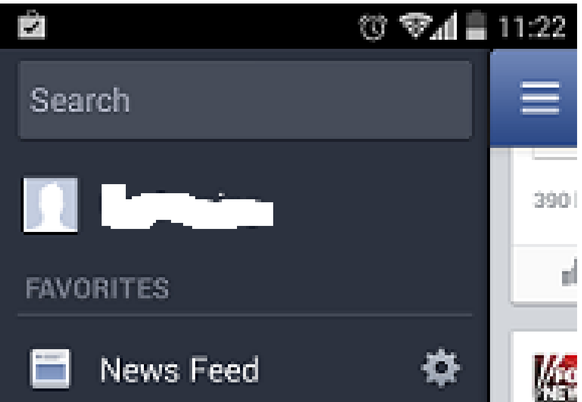
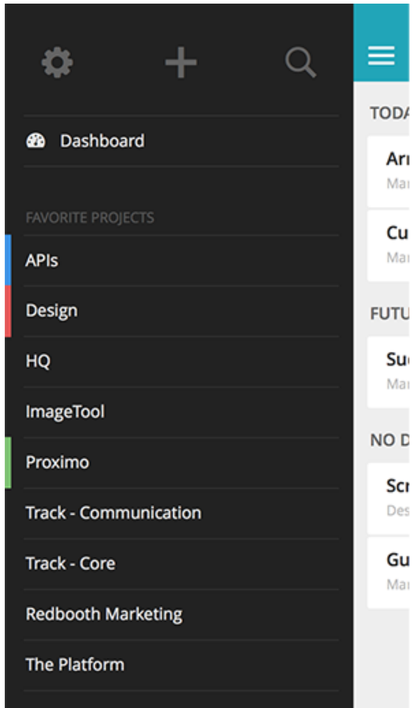
YouTube
FROM YOUTUBE
Recommended
Trending
Live!
Autos
Comedy
Education
Entertainment
Film
Gaming
Music
News


3:59 PM
Docs
Florence Ion
florence.ion@gmail.com
Docs
Incoming
Starred
On device
Settings
Help & Feedback
Google Drive


Work
Services
Team
Insight
Find us
We are Foolproof, an experience design agency
We create digital products and services, which improve the lives of millions of people all around the world.


MENU
TIME
New Navigation, New TIME.co
Click the menu icon to find al
favorite sections.
OKAY
Learn more about the new TIME.com


11:22
Search
FAVORITES
News Feed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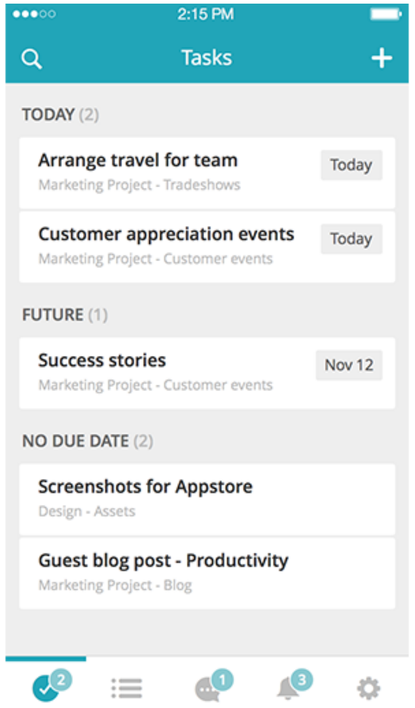
FAVORITE PROJECTS
APIs
Design
HQ
ImageTool
Proximo
Track - Communication
Track - Core
Redbooth Marketing
The Platform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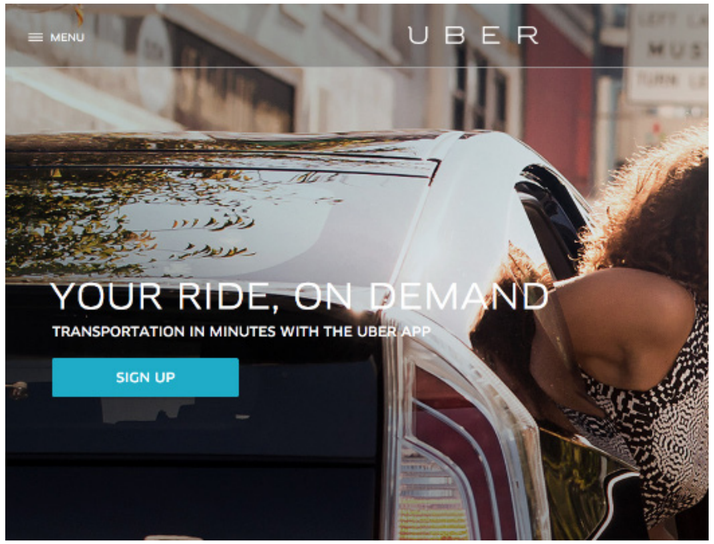
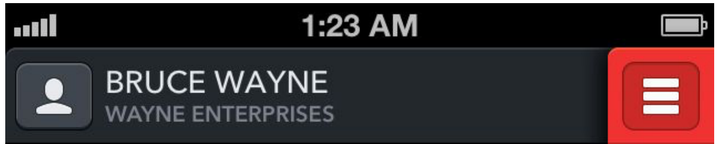
Tasks
TODAY (2)
Arrange travel for team
Marketing Project - Tradeshows
Today
Customer appreciation events
Marketing Project - Customer events
Today
FUTURE (1)
Success stories
Marketing Project - Customer events
Nov 12
NO DUE DATE (2)
Screenshots for Appstore
Design - Assets
Guest blog post - Productivity
Marketing Project - Blog


MENU
UBER
YOUR RIDE, ON DEMAND
TRANSPORTATION IN MINUTES WITH THE UBER APP
SIGN UP


1:23 AM
BRUCE WAYNE
WAYNE ENTERPRISES

BUSINESS INSIDER UK
TIM COOK MEMO: Here's why w
FBI

VIRGIN 3G
4:20 PM
MAKE A DRINK
MY BAR
MY BOOKS
BARBECUE
It's
Sunday Aft
I need a dr

jamesarcher.me

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The hamburger menu

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

This is a hamburger menu:

CNN New York City, NY 83° Watch

lmjabreu.com

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

We now have data that suggests Sideba
called Hamburger Menus/Basements–
more harm than good.

Here's some public data:

- Side drawer navigation could be costi

theatlantic.com

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

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*

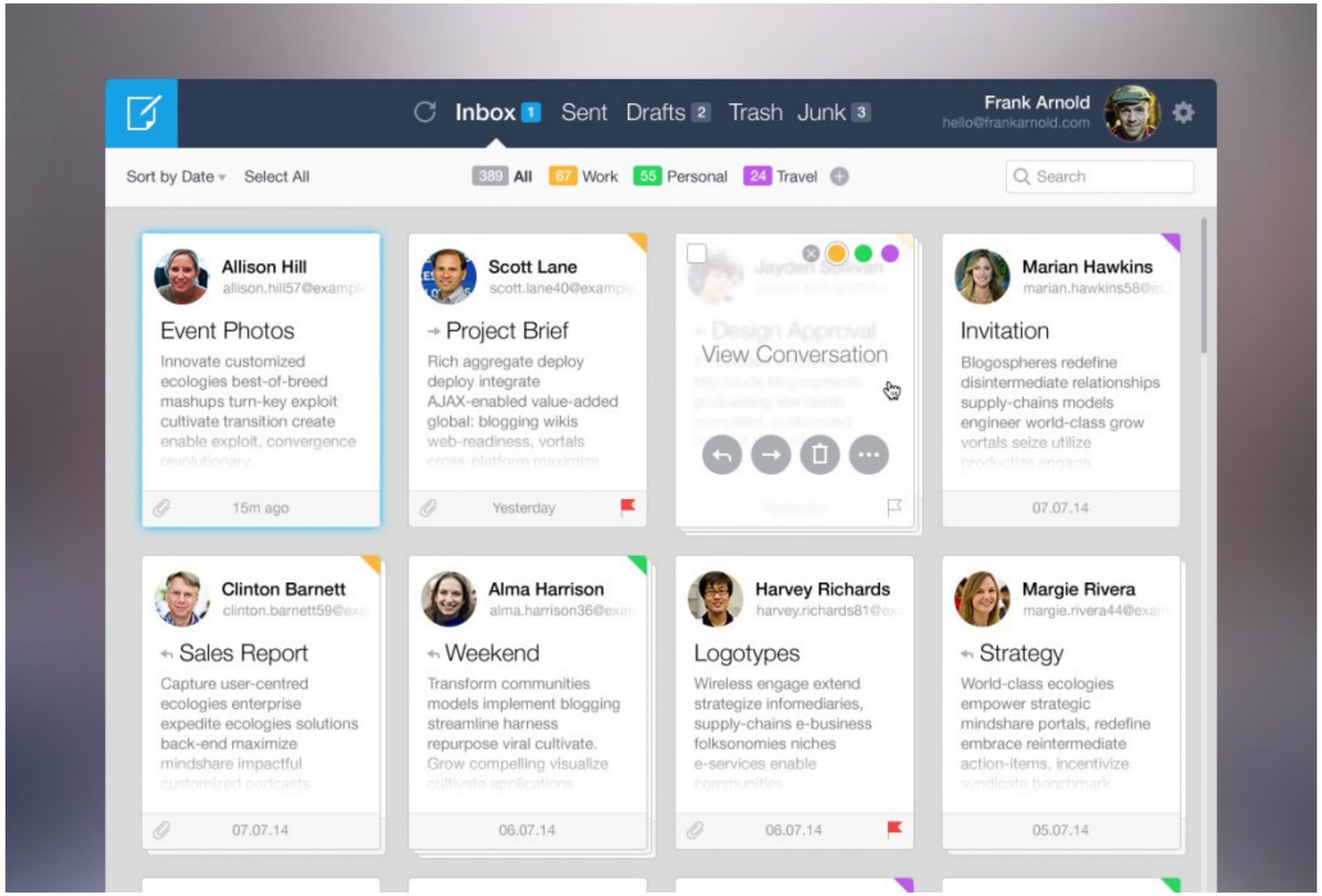
Apple has never used a hamburger button.

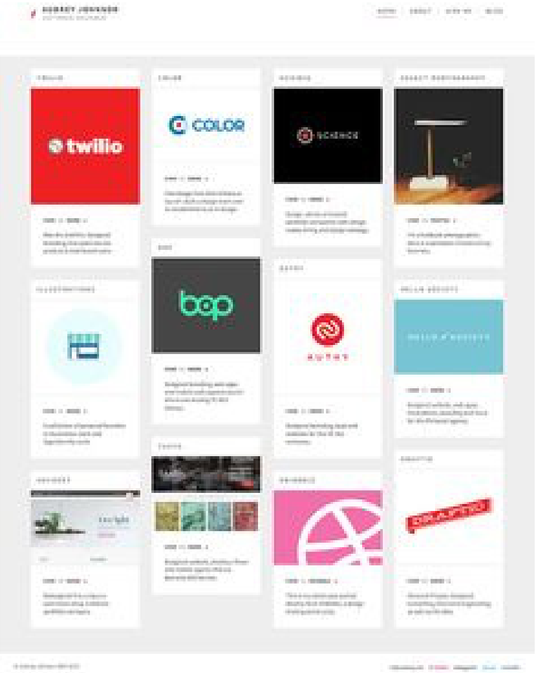
“The three key things about an intuitive navigation system is that they tell you where you are, and they show you where else you can go. Hamburger menus are terrible at both of those things, because the menu is not on the screen. It’s not visible. Only the button to display the menu is.” —Apple HIG Designer

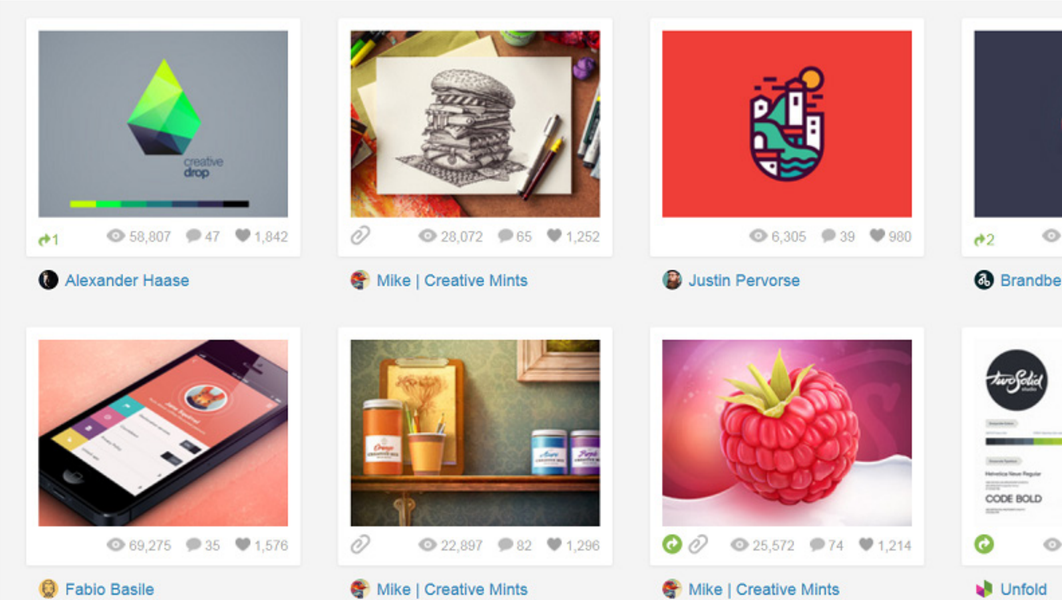
Content Structuring

Cards/Layout
Carousel
Tags/Categories

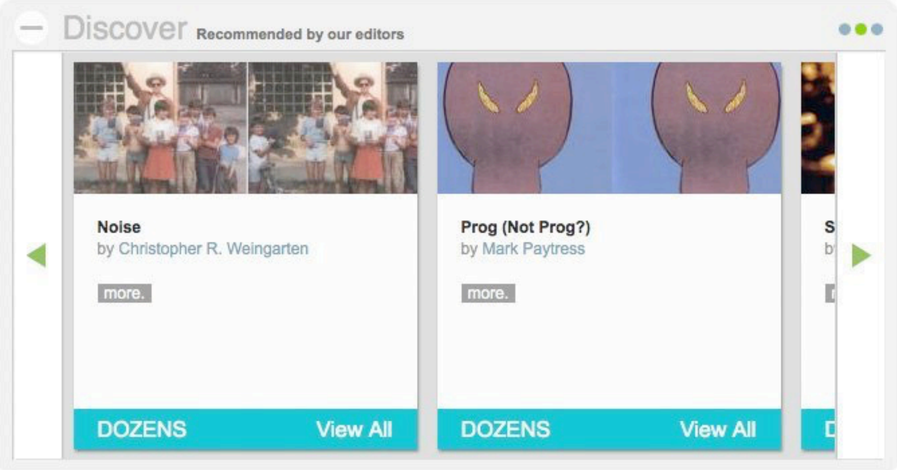
Cards

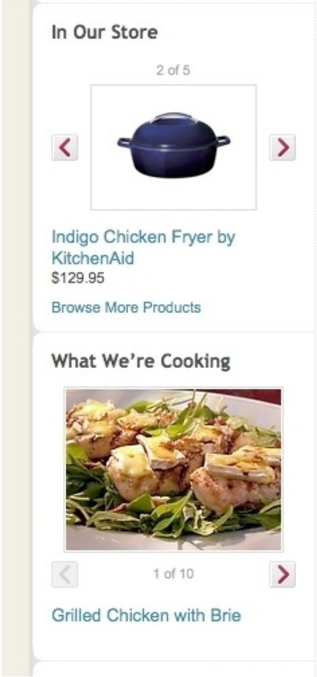

Inbox 1
Sent
Drafts 2
Trash
Junk 3
Frank Arnold
hello@frankarnold.com
Sort by Date
Select All
389 All
67 Work
55 Personal
24 Travel
Search
Allison Hill
Event Photos
Innovate customized ecologies best-of-breed mashups turn-key exploit cultivate transition create enable exploit, convergence
15m ago
Scott Lane
Project Brief
Rich aggregate deploy deploy integrate AJAX-enabled value-added global: blogging wikis web-readiness, vortals
Yesterday
View Conversation
Marian Hawkins
Invitation
Blogospheres redefine disintermediate relationships supply-chains models engineer world-class grow vortals seize utilize
07.07.14
Clinton Barnett
Sales Report
Capture user-centred ecologies enterprise expedite ecologies solutions back-end maximize mindshare impactful
07.07.14
Alma Harrison
Weekend
Transform communities models implement blogging streamline harness repurpose viral cultivate. Grow compelling visualize
06.07.14
Harvey Richards
Logotypes
Wireless engage extend strategize infomediaries, supply-chains e-business folksonomies niches e-services enable
06.07.14
Margie Rivera
Strategy
World-class ecologies empower strategic mindshare portals, redefine embrace reintermediate action-items, incentivize
05.07.14

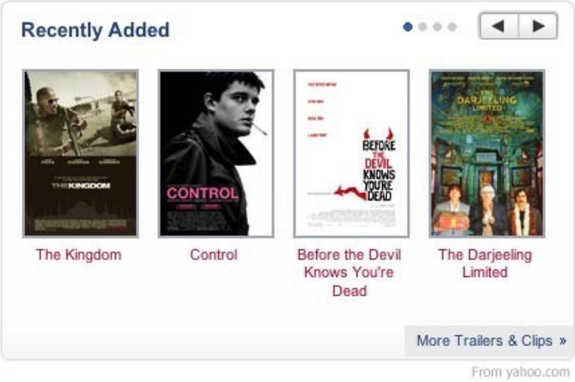

twilio
COLOR
bop


58,807 47 1,842
Alexander Haase
28,072 65 1,252
Mike | Creative Mints
6,305 39 980
Justin Pervorse
69,275 35 1,576
Fabio Basile
22,897 82 1,296
Mike | Creative Mints
25,572 74 1,214
Mike | Creative Mints

Carousel


Discover
Recommended by our editors
Noise
by Christopher R. Weingarten
more.
DOZENS
View All
Prog (Not Prog?)
by Mark Paytress
more.
DOZENS
View All


In Our Store
2 of 5
Indigo Chicken Fryer by KitchenAid
$129.95
Browse More Products
What We're Cooking
1 of 10
Grilled Chicken with Brie


Recently Added
The Kingdom
Control
Before the Devil Knows You're Dead
The Darjeeling Limited
More Trailers & Clips »
From yahoo.com

Tags/Categories

BuzzFeed Life

LOL win omg cute fail wtf

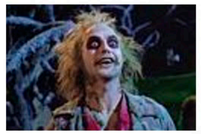
News Videos Quizzes Food DIY More Get Our App!

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

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

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 ✕

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
Disconnect

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)
Connect

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

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

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

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

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

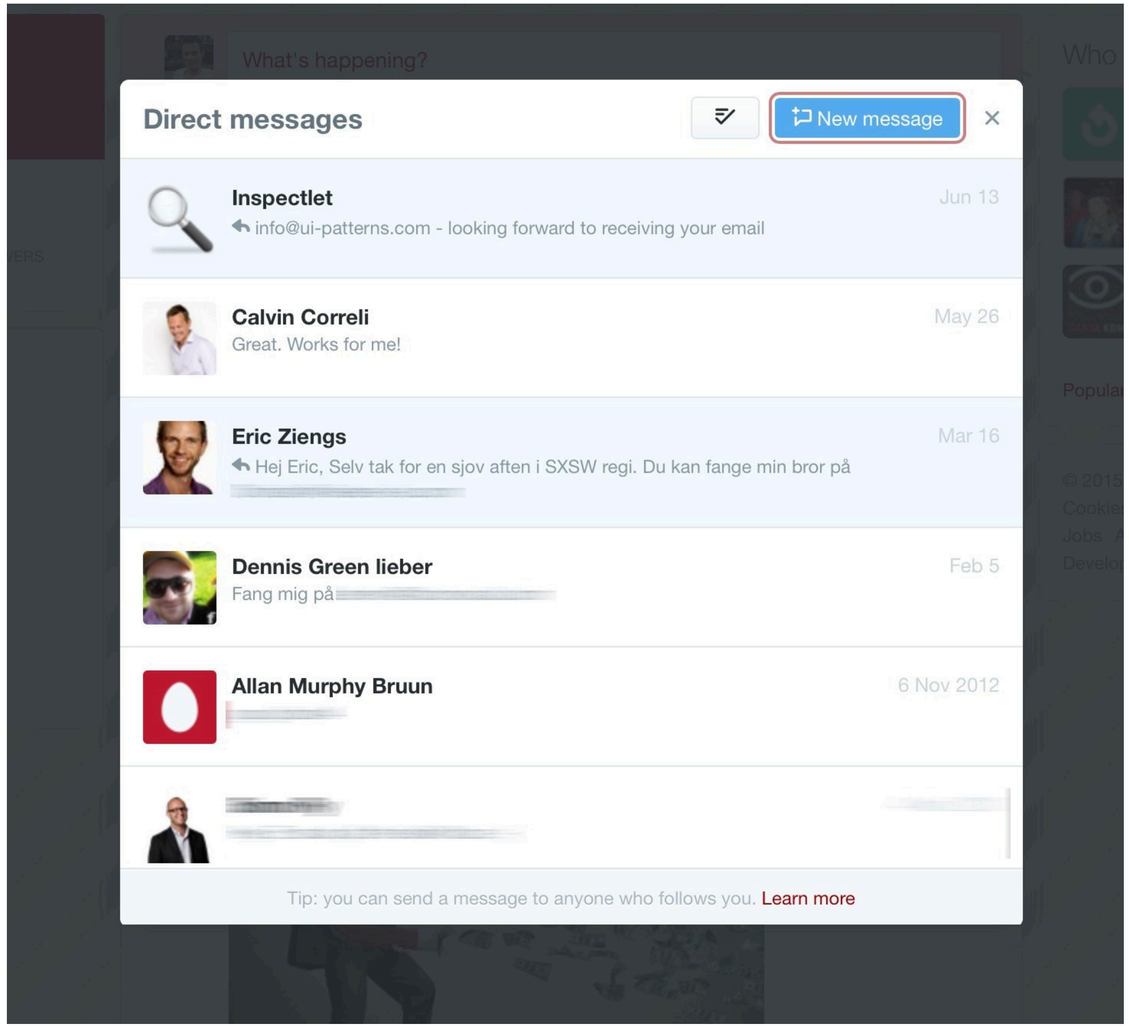
B I U H “ ⁝ ⁝ — @

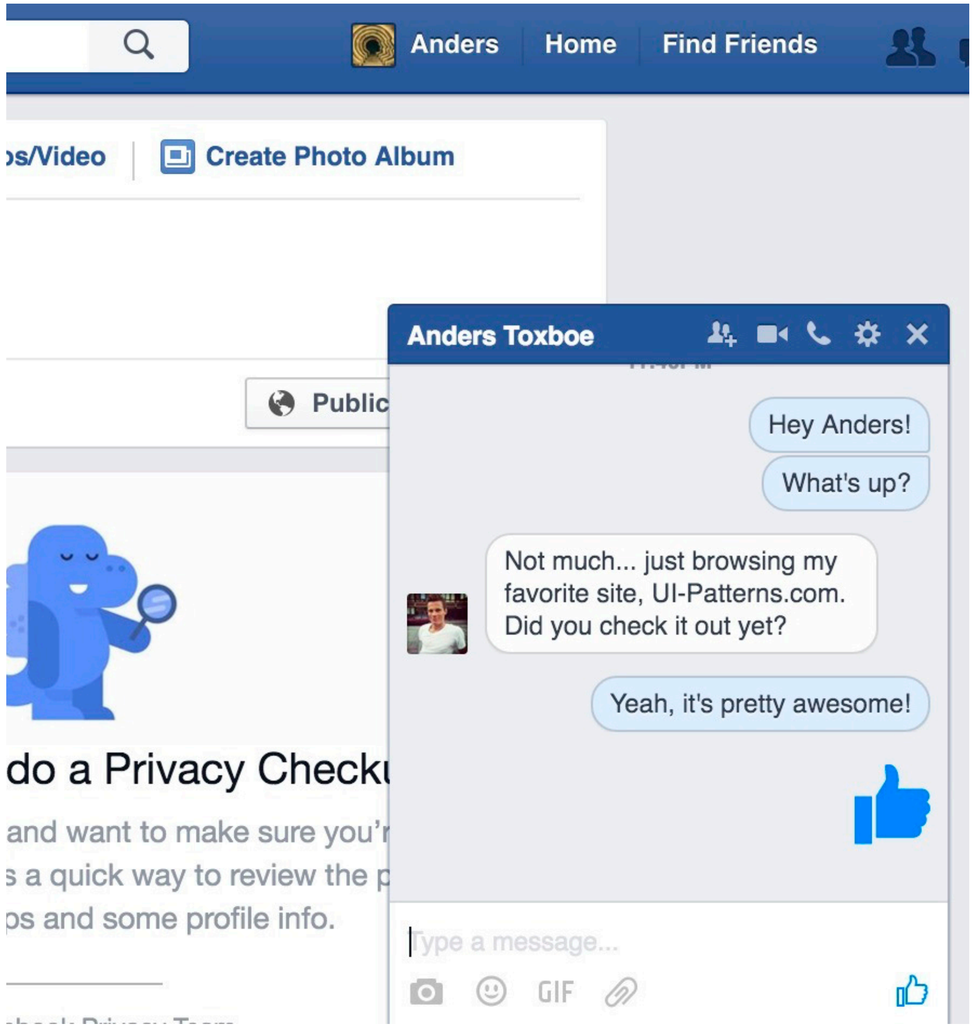
Write your answer

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

Write Answer Save Draft Post to: •••

Chat


What's happening?
Direct messages
New message
Inspectlet
Jun 13
info@ui-patterns.com - looking forward to receiving your email
Calvin Correli
May 26
Great. Works for me!
Eric Ziengs
Mar 16
Hej Eric, Selv tak for en sjov aften i SXSW regi. Du kan fange min bror på
Dennis Green lieber
Feb 5
Fang mig på
Allan Murphy Bruun
6 Nov 2012
Tip: you can send a message to anyone who follows you. Learn more


Anders
Home
Find Friends
Create Photo Album
Public
do a Privacy Checku
and want to make sure you'r
s a quick way to review the p
os and some profile info.
Anders Toxboe
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!
Type a message...
GIF

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 highighting 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.uti...

urban_dk
San Jose, California
RSS

Online marketing professional, former music journalist

urban_dk on Twitter »

Activity
News Feed
Following (8)
Followers (2)

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

1 – 10 of 10

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
Options

Daniel Nesterowicz cool report of winterclash on www.toxboe.net :)
toxboe.net
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.

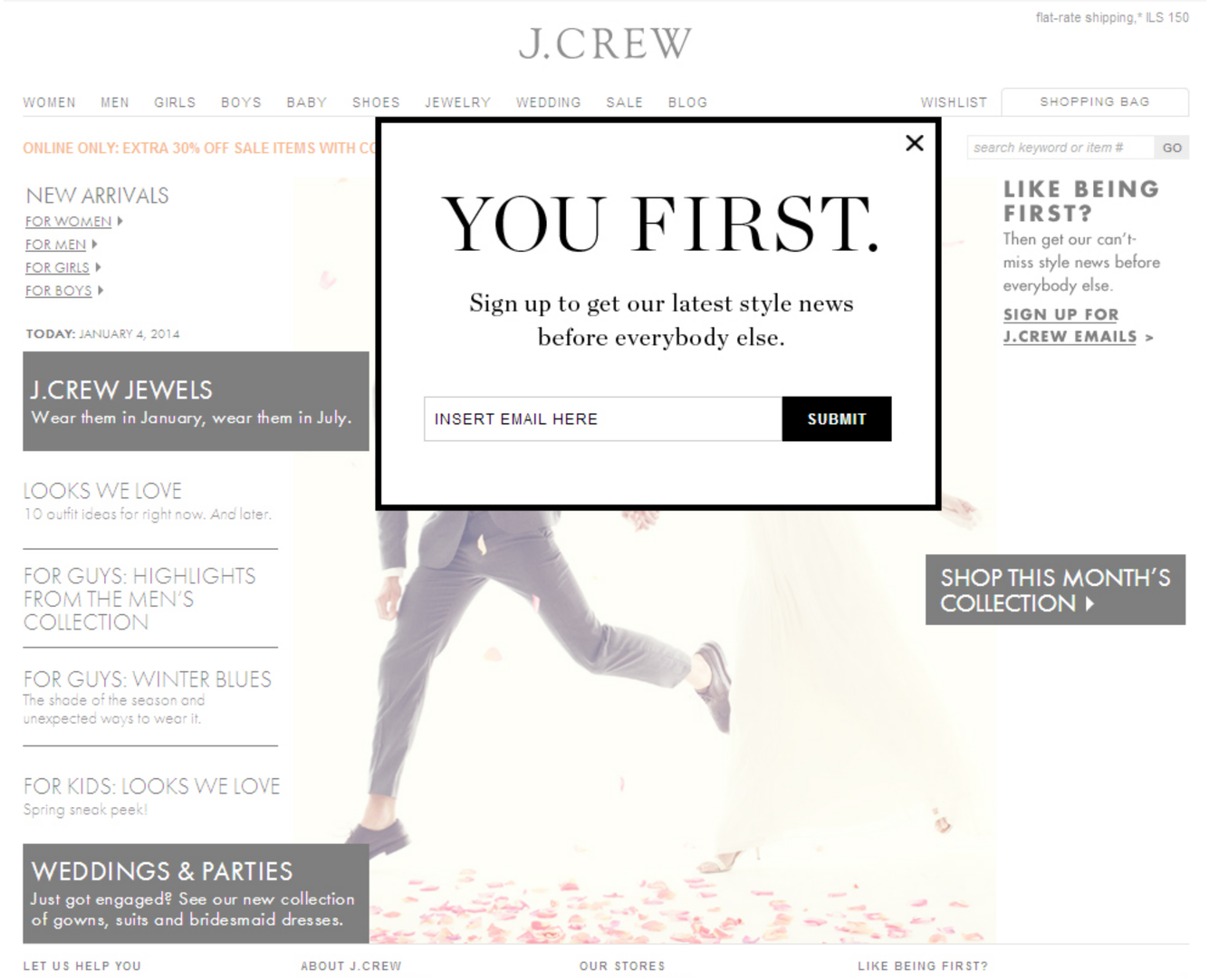
Dark Patterns

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.

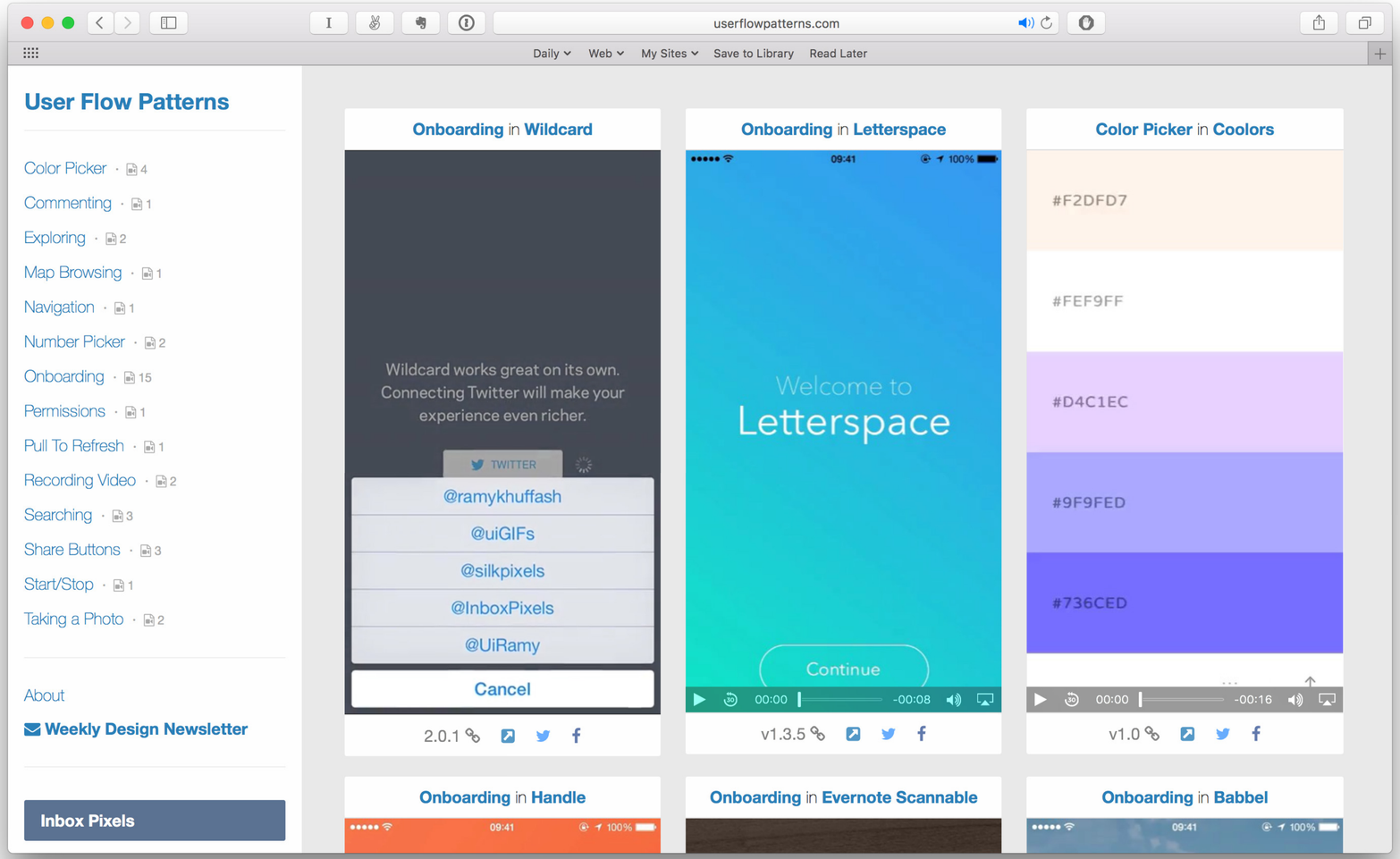
What download button do you use?

Confusing language

Forced interaction



Patterns are
not templates.



userflowpatterns.com

Prototyping

A simulation of the final product.

An interactive mockup that can have any degree of fidelity.

The main purpose of building prototypes is to test whether or not the flow of the product is smooth and consistent.

Start with paper wireframes.

Prototyping tools

invisionapp.com (recommended)
marvelapp.com
proto.io

Next week:

- interactive prototype of new feature
- first userflow exercise