

Common UI concepts

- Can't give everything yet
 - We only have a little HTML/CSS so far
- This is a start

Affordance

A hint that an interaction is possible

- Can be explicit
 - ex: a label
- Can be implicit
 - ex: a suggestive shape
- May only be triggered by a lead in action
 - ex: hover

Designers and Affordance

Designers LOVE to say something "affords" something

- Easy to lose track of what is being said
 - Jargon is not inherently good or bad
 - Designers definitely use *words*
 - I sometimes fail to connect them into ideas
- Affordance is an important concept
 - How do users know how to use your UI?

Placeholder images

- Lorem Ipsum is placeholder text
- Designs often have placeholder images
- Not intended for users
- Great during development
 - Can place and size without waiting

Placeholder Services

- Designers may provide placeholders
- More often, use a placeholder service
 - **<https://via.placeholder.com>**



- **<https://placekitten.com>**



Options

- Services can set the size of the desired image
 - <https://via.placeholder.com/100/>
 - <https://via.placeholder.com/100x50>
 - <https://placekitten.com/100/>
 - <https://placekitten.com/100/50/>
- Other options exist per service
 - Colors
 - Text
 - Distinctions between repeat sizes

Call to Action

- Trying to get the user to take an action
 - Usually a button or link
 - With "punchy" text/colors

Ex: **"Find out more"**, **"Compare Prices"**, **"Register for free trial"**, **Download Now**

- Often "CTA" in designer text
- Don't want conflict between CTAs!
 - Ideally only one/screen
 - Max one/section

CTA Examples

- "Sign Up" on <https://www.ratemyprofessors.com/>
- NOT buttons on <https://www.catster.com/>
 - All same, no CTA
- <https://www.elgato.com/>
 - "Discover"
- "Find a Lock" - <https://www.masterlock.com/>

"The Fold"

- The "Fold" is the natural divide of web page:
 - What you can see without scrolling
 - "Above the fold"
 - What you have to scroll to see
 - "Below the fold"
- Originally a newspaper term
 - Still relevant
- Not 100% consistent
 - resolutions, widescreen, mobile

Predicting the Fold

- Rough desktop guideline:
 - 1000px wide, 600px high
 - That's *rough*
- No idea about mobile yet
 - So many options
 - But I see it done poorly often

Why do we care about the Fold?

- People may not want to scroll
 - If above the fold is boring, why bother?
- People may not know to scroll (desktop)
 - Don't hide scrollability
 - Scroll Affordance?
- Wasting time (particularly mobile)
 - Why give me content if I just have to scroll?
 - Poor UX bleeds into user opinions

Using the Fold

- Should have convincing material
- Should have a clear call to action
- Should make it clear when scrolling is possible
- Common to divide scrollable area into sections
 - Each with some call to action
 - Sections in order of priority

Hero Image

- The initial primary image for user focus
 - Often large to ensure it gets noticed
 - Sets the tone of the site
 - First impressions happen FAST

Hero Image considerations

- Common, but not required
- Too big = slow
- Too small = low value
- Tone mismatch = low value
- Too harsh = discourage visitors
- Responsive size

Panel

"Panel" is a very generic term for a box area with contents

- Often but not exclusively an image + text
- Often but not always horizontal alignment
- Creates blocks of tileable interface
 - Easy to manage responsive/adaptive

Cards

- UI of content presented on a distinct panel
- Allows funneling of users to content
- Contents usually vertically aligned

Cards are single topic

- Contains content/actions regarding a single topic
- Easily "scannable"

Parts of card

Each part is optional

- Media (img, video, audio)
 - Don't autoplay
 - Aim for relevance
- Heading
 - Make sure to match heading structure
- Text
 - Keep it short and scannable
- Actions
 - Fewer is better
 - Make action clear

Deceptive Patterns - UI skills used AGAINST user

- **"Privacy Zuckering"**
 - Share more than intended
- **Bait-and-switch**
 - Tempting offer no longer available
- **Confirmshaming**
 - Drive users to act against their interests
- **Misdirection**
 - Hide/confuse/disguise flow
- **Roach Motel**
 - Hard to exit/cancel/discontinue

More about Deceptive Patterns

- Many variations
 - <https://www.deceptive.design/types>
- Some are illegal in places!
 - Ex: California, Colorado, Virginia
 - <https://cyberlaw.stanford.edu/blog/2020/10/dark-patterns-and-ccpa>
 - <https://www.bytebacklaw.com/2022/03/how-do-the-cpra-cpa-and-vcdpa-treat-dark-patterns/>
- https://www.oecd-ilibrary.org/science-and-technology/dark-commercial-patterns_44f5e846-en

Summary - Call to Action

- Usually a button/link
 - Stands out visual
 - Text asks for action
- Wanted above the fold
- Want one CTA per screen

Summary - The Fold

- Initial visible page
- Should be enough to keep user
- Often has Hero Image
- Should have CTA

Summary - Hero Image

- Big initial first impression
- Sets tone of page

Summary - Panels

- Distinct Rectangle/Oval tile
- Easy to use responsive/adaptive
- Basic Building Block of site
- Often horizontal content

Summary - Cards

- Specialized Panel
- Single-topic per card
- Easily scannable
- Funnels to actions
- Often vertical content

Summary - Deceptive Patterns

"Putting shareholder benefit ahead of user benefit"

- Using UI to trick or annoy user