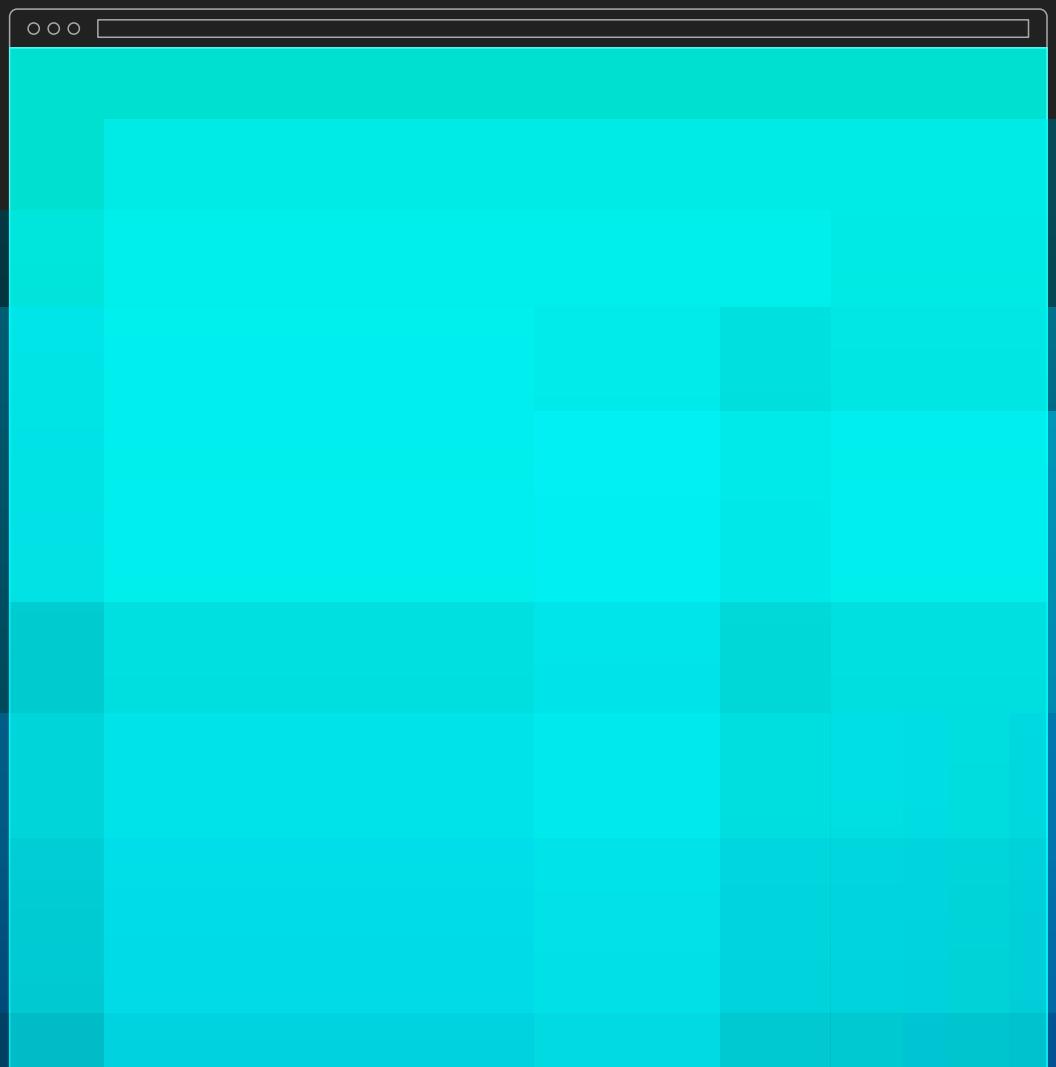


Web UI Design Patterns 2014

A Deeper Look At The Hottest Websites and Web Apps Today





Web UI Design Patterns 2014

A Deeper Look At The Hottest Websites and Web Apps Today

If you like Pinterest, OKCupid, Spotify, Amazon, Kickstarter, AirBnB, Yelp, Facebook, Dropbox, Quora, LinkedIn, Gmail, Eventbrite, Twitter, Mint, Mailchimp, Asana, RelateIQ or Flipboard...

You'll love what you see next.

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1

Introduction

A quick note from the author

“There are only patterns, patterns on top of patterns, patterns that affect other patterns. Patterns hidden by patterns. Patterns within patterns..”

[Chuck Palahniuk](#)

For many, UI design patterns are challenging concepts to grasp and leverage.

This is, in part, due to the lack of literature on the subject matter compared to the massive archives of technical design patterns. It is also due, in part, to the fact that it is human nature to use patterns in a similar manner to stencils - tracing the outlines without understanding the edges; every curve, line, twist, and turn in the shapes being drawn. In practice, patterns are often used interchangeably with specific features, copied as-is from one of the popular design pattern and wireframe libraries - see a full list in UXPin's [Guide to Wireframing](#).

Because I believe understanding patterns is fundamental to good product design and development, I've shared an abundance of these best practices with you to help you as you brainstorm, sketch, wireframe, mockup, and prototype. I've seen a beautiful assortment of web applications outfitted with click, scroll, drag-and-drop, hover-enabled visual and functional solutions to the user's everyday problems. To name a few, we've summarized patterns and elements of **Pinterest, OKCupid, Spotify, Amazon, Kickstarter, AirBnB, Yelp, Facebook, Dropbox, Quora, LinkedIn, Gmail, Eventbrite, Twitter, Mint, Mailchimp, Asana, RelateIQ, Flipboard and many, many more.**

When you have the time, I'd also suggest looking at additional UI design patterns and elements in UXPin's free [Mobile UI Design Patterns](#), [Web Design Trends](#), [Mobile Design Trends](#), and [The Guide to Wireframing](#) e-books - bookmark them for later.

We'd love your thoughts on what I've written. And feel free to include anyone else in this discussion by sharing this e-book.

For the love of web,
Chris Bank
(co-written by Waleed Zuberi)



What Are UI Design Patterns?

Generally speaking, a UI design pattern is a reusable solution to a commonly occurring problem you might encounter every day.

It is not a feature that can be plugged into your product design and it's not a finished design that can simply be coded. Rather, it is a formalized best practice, a guide or template, that designers, developers, and product managers (and anyone else who touches product) can use to solve common problems when designing a web application or system. Although it has to be utilized in the correct situation, it is generally language, device, and platform agnostic – although there may be technological limitations depending on how the designs are ultimately implemented.

And, of course, if implemented in the wrong context, they do more harm than good – but we'll focus on the positives for now.

How Should I Use UI Design Patterns?

It's surprising to see so many beautiful [design pattern libraries](#) that treat patterns like mockups; flat files vainly attempting to convey deeper product design concepts.

They offer no explanation about the problems these patterns are solving and how decisions were made in the implementation of the pattern examples. A picture may be worth a thousand words, but it is more likely worthless if the picture is entirely misunderstood.

Here's what you need to think about when evaluating a design pattern and adapting it to your own needs:

- **Problem Summary:** What user problem are you solving? Stay focused, and phrase it like a user story – in one sentence only.

- **Solution:** How have others solved this problem? Among others, few things to detail include user navigation (including shortcuts), getting user inputs, dealing with data and integrations with other services or applications, and displaying information and content (including defaults).
- **Example:** Great, can you show me? Sometimes a screenshot or mockup is sufficient; other times, a user flows and/or additional notes are necessary to clearly communicate the pattern.
- **Usage:** When should this pattern (not) be used? Among others, a few things to detail include product architecture, interface layout, device(s), programming language, absence or existence of other design patterns, type of user, and primary use cases.

It takes practice and discipline to think about patterns in this manner if you haven't yet been doing it. Take the time to answer these questions when designing your product because it could help you save a lot of time refactoring down the road when the your users and team ask for similar details.

2

The Mobile, Web (And Desktop) Convergence

At the heart of many of these new UI design patterns is the emergence of responsive design, and incorporation of touch screens on traditional desktops and laptops. In the Mobile UI Design Patterns e-book, I talked in detail about animations and gestures heavily impacting mobile UI design patterns which is becoming increasingly relevant to web design as mobile and web continue to their convergence.

Responsive Design

Today, almost every company wants a mobile version of their website – and vice versa.

And although many designers and developers reference “responsive design” as a fancy synonym for “resizeable on different devices,” it is far from this simple. Many have tried that approach and failed. Smashing Magazine summarizes a common definition of Responsive Web Design:

“Responsive Web Design is the approach that suggests that design and development should respond to the user’s behavior and environment based on screen size, platform and orientation...”



Photo credit: [„Responsive Design“](#). Wikimedia. Creative Commons

But it's not just about adjustable screen resolutions and automatically resizable images. Practically speaking, a different product must be designed start-to-finish for each device (not just copy-pasted): one design for the BlackBerry, another for the iPhone, the iPad, Android, Kindle and so on. To make this process easier, applications on web – which is quickly replacing Desktop applications – and mobile are increasingly designed and developed in the same way so changes made between application implementations are more easily understood and can be made more expediently.

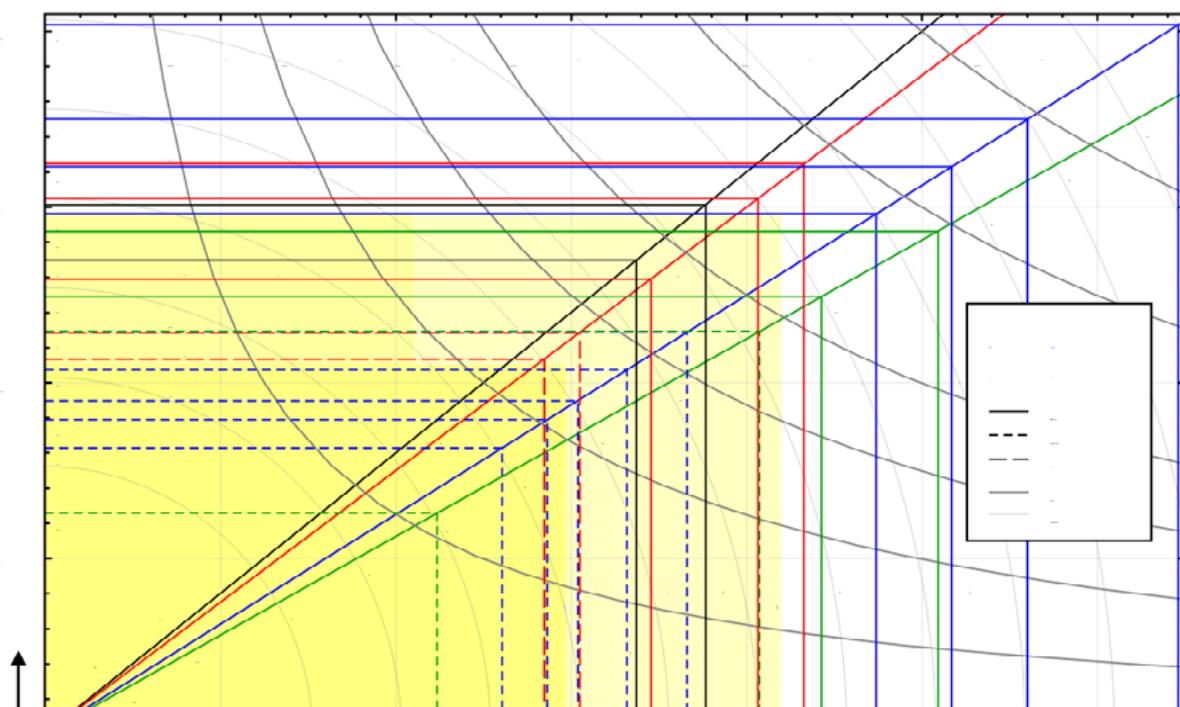
Here are a few common considerations to take when designing responsively:

- **Adjusting screen resolution** – How do you adjust all of the application content and features to fit on different screen sizes? How do you account for portrait and landscape orientation?
- **Flexible images** – How large or small are images on smaller screens? Do you crop parts of the images or surrounding content?
- **Custom layout structure** – How does the navigation respond to smaller screens? How should the layout adjust for smaller-sized devices?
- **Showing or hiding content** – What is the hierarchy of the content? How do you hide content so it's still intuitively accessible when the user needs it?
- **Adding or removing content and features** – What is or isn't necessary on different applications, particularly web versus mobile? How do you make these changes without confusing the user when they switch between web and mobile?
- **Changing user interactions** – How does a user interact with content, navigation, action buttons, etc? Do does any content or feature in the product change due to this change in behavior?

Touch Screens

Although the iPad – in some respects, an oversized iPhone – is credited for popularizing large touchscreens, it was only the beginning. Not only has it ignited the development of many other large touchscreen devices but also hybrids, which ultimately increase the complexity of product design and development. And while large and small (mobile) touchscreen devices are similar in terms of hardware and OS, the diversity of products in each product class is testament to the differences in use cases for which they're being designed.

Granted, there are many iPhone applications that work seamlessly on the iPad. But that doesn't change the way products are designed the same way resizing and re-arranging applications between web and mobile isn't really "Responsive Design." The impact that large format touch screens has on product design will be quite large. These devices are a natural home not just for the viewers and small utilities we've seen on our phones, but also for creators and editors as we see on desktop platforms. Productivity applications, and sophisticated workflows will be the norm – and we're just scratching the surface with apps like Dropbox, Mailbox, RelateIQ, Google Docs, and many others.



As Matt Gemmell points out, there are several key differences between large and small (mobile) touchscreen devices that impact how we must think about product design:

- **Display size** – Web apps with more demanding presentation requirements will be at home here. Although you hold your smartphone closer to your face so the relative visual size between large and small touchscreens isn't that different in many cases, the optionality of viewing content in even greater size and detail is a big benefit for this use case.
- **Virtual keyboard size** – Web apps which focus on typing are now much more feasible, especially because external keyboards can also be used.
- **Multi-touch and Multi-hand** – Web apps offering more advanced multi-hand and multi-touch controls are much more feasible, not only because of larger surface area but because users often only use one hand on their mobile devices but likely have two free hands when using larger devices.

These differences in larger touchscreen devices leads to new UI conventions, which can be applied to large mobile devices like the Apple iPad, laptops like the Microsoft Surface Pro, or even larger touchscreens:

- **Master-detail visibility** – On larger screens, you can see both a list of things (master) and also additional information about the currently-selected thing in the list (detail). On smaller screens, only one or the other is visible.
- **Look like viewer, behave like an editor** – More real estate should allow for bigger primary content and features for better viewing and interactivity, not necessarily more content and features to fill in all of the space.
- **Edit in place** – Unlike other desktop platforms where there are globally-positioned editing UIs with floating palettes, toolbars, menus and status bars, touch screens require a greater level of direction between editing actions and the object being edited.

- **Make inspectors contextual** – If you’re going to keep standard editing interfaces in standard positions, consider which elements of the UI are actually necessary or relevant, and scrap the rest. This is a common mistake even on traditional web and desktop applications where every control is displayed and the irrelevant ones are only greyed out. Don’t overload the user with options.
- **Use modes to simplify UI** – Allowing the user to switch contexts easily in sections of the application make it much easier to add and remove elements of the UI to keep it clear and uncluttered while providing the most relevant content and functionality. Make sure it’s simple, and not an excuse for feature creep. And don’t go overboard with the number of modes.
- **Add fewer features** – While users have been trained to accept bloated applications on computers and even the web, they have little tolerance on mobile and touch screens. Feature-creep is common in web and desktop applications; just look at Adobe Photoshop or Illustrator. Most users need only a small set of features. A nice side-effect of focused applications is that the UI is easier to design and comprehend.
- **Build for one hand, allow for two hands** – The user should also have the option to use one hand and not be required to use two. Just because the user has twice the available hands (they typically only have 1 on smaller screens), don’t provide twice the UI. Dual-handed input should still be done in a discoverable and optional way so the user can enjoy the viewing benefits of a bigger screen and the simplicity of limited options.
- **Use the psychology of touch** – Touch is emotionally important to people; it conveys the identity and “realness” of an object. With larger screens, users can make much stronger associations between the application and existing real-world associations or new triggers can be developed more easily because of a greater visual feedback loop from actions taken on the application, compared to mobile.

3

Getting Input

Flagging / Reporting

EXAMPLES

Pinterest, Airbnb, Facebook, Yelp

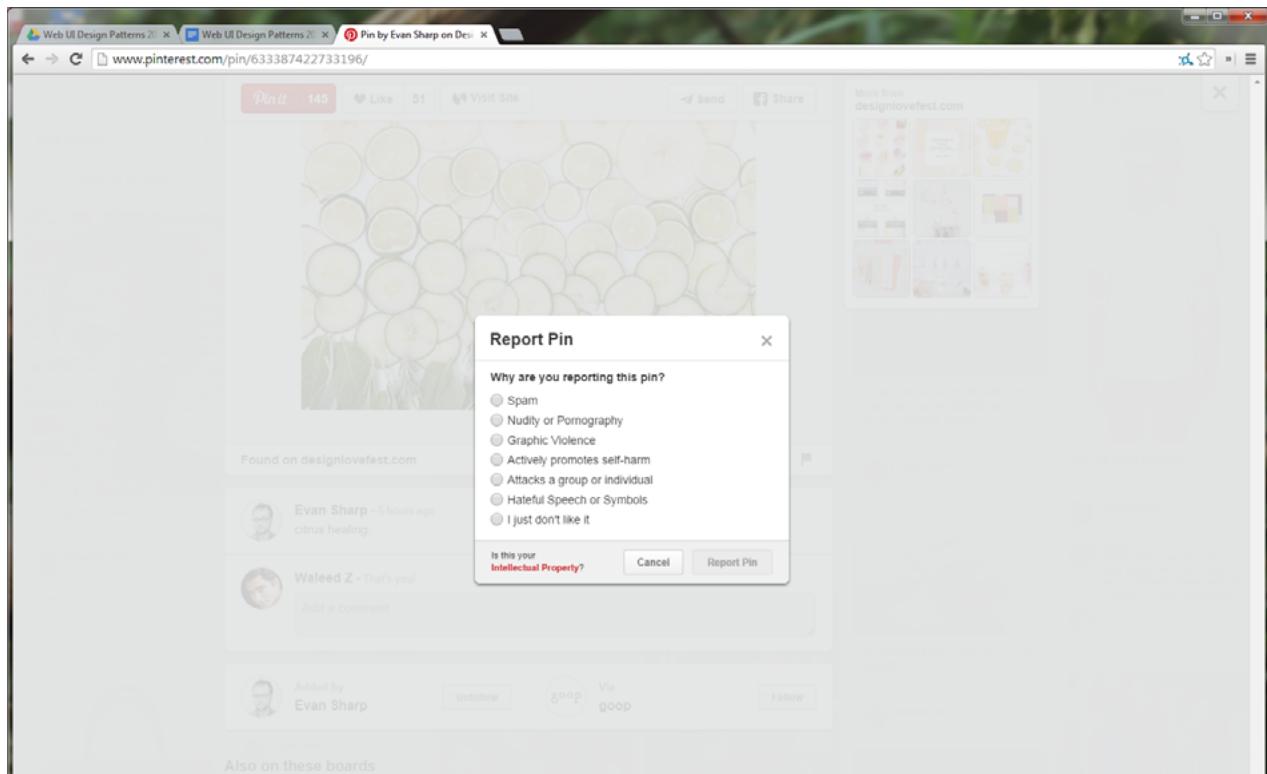
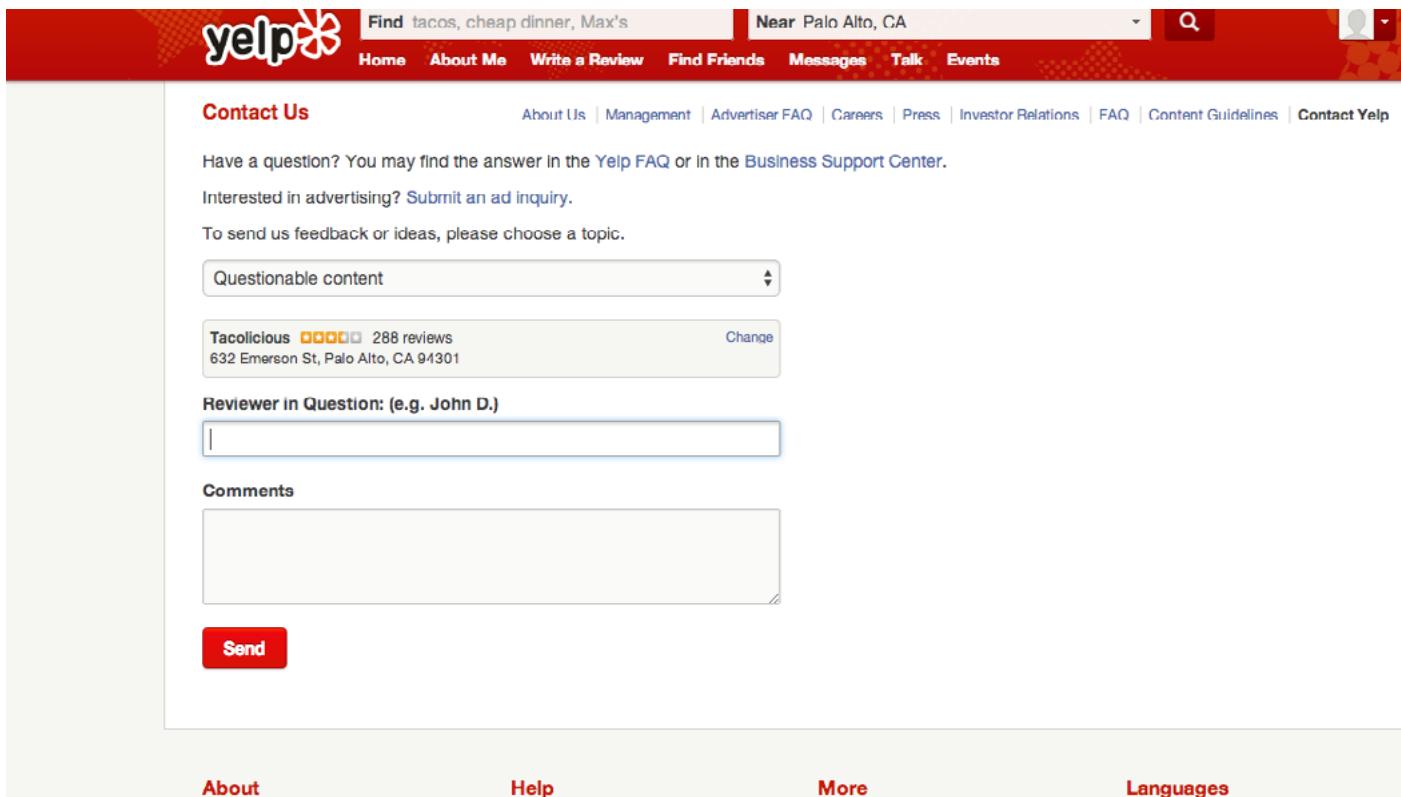


Photo credit: [Pinterest](#)

Photo credit: [Airbnb](#)

Photo credit: [Facebook](#)



Find tacos, cheap dinner, Max's

Near Palo Alto, CA

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Have a question? You may find the answer in the [Yelp FAQ](#) or in the [Business Support Center](#).

Interested in advertising? [Submit an ad inquiry](#).

To send us feedback or ideas, please choose a topic.

Questionable content

Tacolicious 288 reviews
632 Emerson St, Palo Alto, CA 94301

Reviewer in Question: (e.g. John D.)

Comments

Send

About | Help | More | Languages

Photo credit: [Yelp](#)

PROBLEM

The user wants to mark content that isn't helpful.

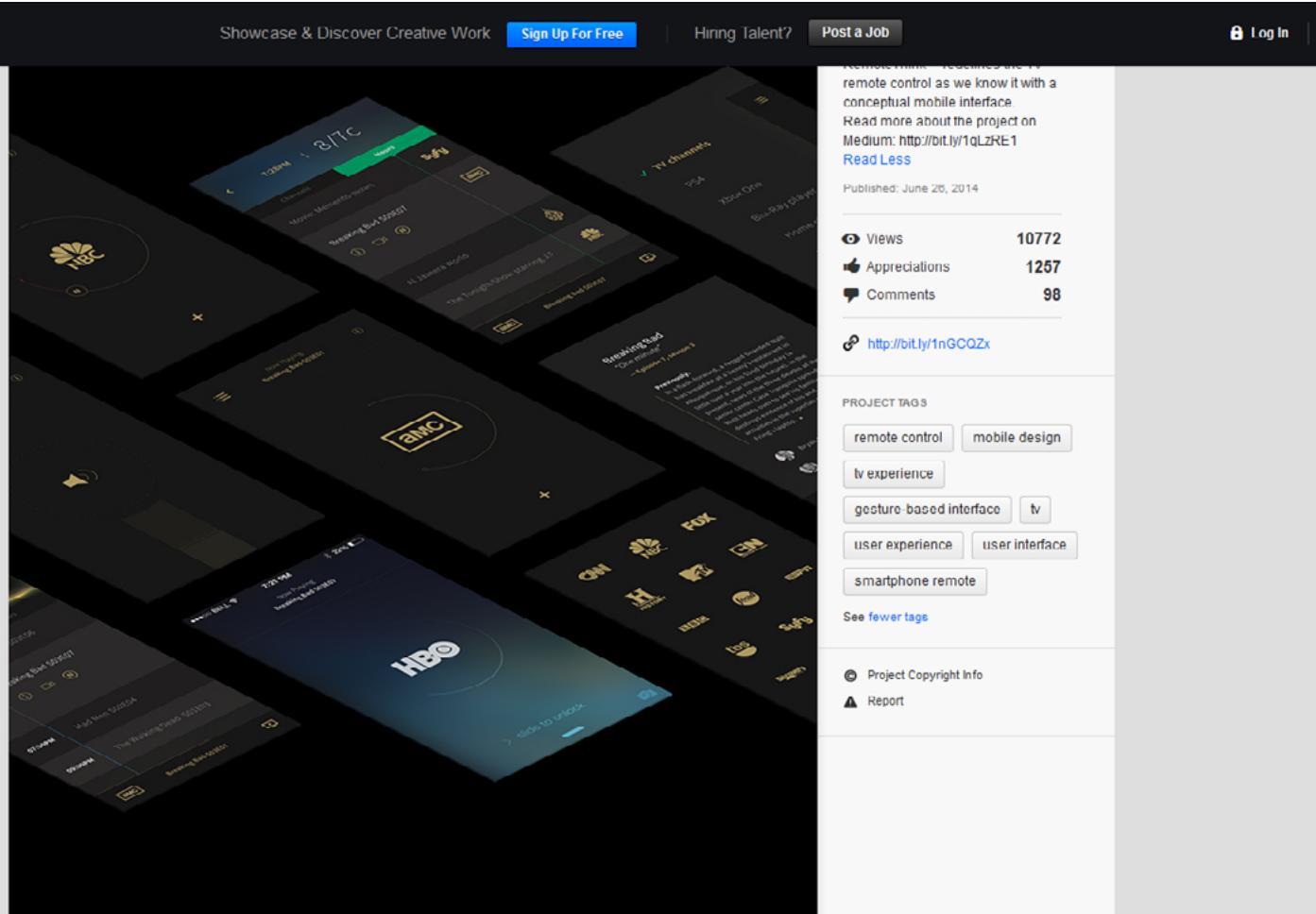
SOLUTION

Give users a way to easily mark and report content that doesn't fit with the site's standards or offends them in some way. This UI pattern lets the user community moderate itself in a way by letting users play the part of content-police. For web apps and communities that rely on user generated content to attract and engage their audiences, this is an essential part of giving users control over what goes on in the network. Sites like Facebook, Pinterest and Yelp let users flag content that violates site policies or is otherwise undesirable. Airbnb and OKCupid let users mark profiles and listings that are suspicious and many sites like Amazon let users mark user reviews as either helpful or not. This helps add credibility to the user-generated content that is visible, and it can also be a good way of providing users with help, for example Facebook walks users through some questions about why they're reporting a profile or Page. While it eventually does submit a report to Facebook itself, the act of reporting it also helps the user clean up their timeline.

Tagging

EXAMPLES

Behance, Flickr, IMDb, Quora



The image shows a Behance project page for a conceptual mobile interface titled 'Remote Think'. The page features a dark background with several floating mobile device screens displaying various TV channel interfaces. The devices include an iPhone, an iPad, and a Samsung Galaxy S3. The interfaces show channels like HBO, AMC, and Fox, along with remote control-like navigation buttons. The Behance interface includes a 'Sign Up For Free' button, a 'Hiring Talent?' button, and a 'Post a Job' button. The project description on the right discusses the concept of using a smartphone as a remote control for TV. It includes a link to Medium and a 'Read Less' button. Below the description are statistics for views (10772), appreciations (1257), and comments (98). The URL is <http://bit.ly/1nGCQZx>. The 'PROJECT TAGS' section lists 'remote control', 'mobile design', 'tv experience', 'gesture-based interface', 'tv', 'user experience', 'user interface', and 'smartphone remote'. There are also links to 'Project Copyright Info' and a 'Report' button.

Photo credit: <https://www.behance.net/gallery/17910799/RemoteThink>

IN QUEL PUNTO DI SILENZIO... hardbridge shake | Flickr I am Hongkongese. | Flickr Modern Loft Bedroom in ... +

https://www.flickr.com/photos/pat-netwalk/14364954279/in/explore-2014-07-01

No flash Show Draft

flickr Sign Up Explore Upload

Great work! to my FAVI have a nice wednesday, my friend

Chris Frank 8h Congrats and a good flight:)

vitali trofimov 7h Bel effetto

Please don't add me to your contacts. This is just an archive of the group 7h fantastic shot.

Andy Kratzi 7h Great Shot...bravo!

jude wang 6h surreal

Warsaw Downtown Hostel 6h Beautiful

Bernardo del Palacio 6h Es un lujo contemplar tus maravillosas fotos. Gracias por compartir. Saludos y feliz semana. It is great to see your wonderful photos. Thanks for sharing. Greetings and happy week.

A sound gift: Duo Flame. ¡¡Spectacular!! www.facebook.com/video/video.php?v=b7882/292141334

violetleyess 5h Woah, gorgeous!

Jabi Artaraz 5h Fantástica imagen: composición, luz y edición.

This photo is in 6 groups

Urban Landscape 103,582 items **Abstract Reality** 127,480 items

Zürich Zuerich Zurich ("No postcard pics") 22,629 items **Creative Photography** 397,804 items

abstract photography 79,987 items **CityScape** 578,980 items

This photo is in 1 album

Abstract 234 photos

Tags

hardbridge hardbrucke swipe shake move citylights night shot color scape copyright by pat www.net...

Photo credit: [Flickr](#)

Web UI Design Patterns 20... My Drive - Google Drive Byblos Mediterranean Bake... Noah (2014) - Plot keyword... Her (2013) - IMDb

www.imdb.com/title/tt1798709/

Brian Jonson ... OS1 Commercial Lead

Scarlett Johansson ... Samantha (voice)

Amy Adams ... Amy

Matt Letscher ... Charles

Spike Jonze ... Alien Child (voice) (as Adam Spiegel)

See full cast >

Storyline

Theodore is a lonely man in the final stages of his divorce. When he's not working as a letter writer, his down time is spent playing video games and occasionally hanging out with friends. He decides to purchase the new OS1, which is advertised as the world's first artificially intelligent operating system. "It's not just an operating system, it's a consciousness," the ad states. Theodore quickly finds himself drawn in with Samantha, the voice behind his OS1. As they start spending time together they grow closer and closer and eventually find themselves in love. Having fallen in love with his OS, Theodore finds himself dealing with feelings of both great joy and doubt. As an OS, Samantha has powerful intelligence that she uses to help Theodore in ways others hadn't, but how does she help him deal with his inner conflict of being in love with an OS? Written by [Bob Philpot](#)

[Plot Summary](#) | [Plot Synopsis](#)

Plot Keywords: operating system | love | writer | best friend | divorce | [See more](#)

Genres: Drama | Romance | Sci-Fi

Motion Picture Rating (MPAA)
Rated R for language, sexual content and brief graphic nudity | [See all certifications](#)

Parents Guide: View content advisory »

Details

Official Sites: [Official site](#) | [Official site](#) | [See more](#)

Country: USA

Language: English

Release Date: 10 January 2014 (USA) [See more](#)

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Title: Her (2013) **IMDb 8.1** 
Want to share IMDb's rating on your own site? Use the HTML below.
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Take The Quiz!
IMDb QUIZ Test your knowledge of Her.

User Polls

Nerdiest looking male character 

Favorite Amy Adams Movie 

Best Achievement in Production Design, 86th Academy Awards 2014 

Oscar Picks: Most likely Best Picture winner? 

Best Picture, 86th Academy Awards 2014 

Which disembodied AI would you use as a personal assistant ...? 

Photo credit: [IMDb](#)

Photo credit: [Quora](#)

PROBLEM

The user wants to categorize content.

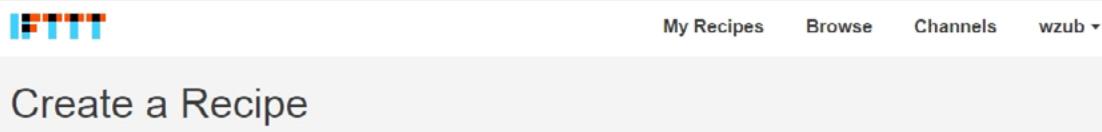
SOLUTION

Let users organize content by adding appropriate keywords to help categorize it. This helps the user organize their own content and also makes it easier for other users to find similar content that has been tagged with the same keyword. Tags can be seen as an informal categorization as opposed to a top-down structure imposed by the site's creators. For example Flickr allows users to organize photos in albums collections, but also by tagging them based on keywords that apply to the individual photo in a way that moves across the album hierarchy. Twitter popularized hashtags for users to “categorize” their tweet according to a topic or idea, and we’re seeing it being copied to other networks like Facebook and Google+ as well.

Inline (Conversational) Forms

EXAMPLES

IFTTT, Tumblr, Kickstarter, Virgin America



if this then that

Photo credit: ifttt.com

PROBLEM

The user feels more comfortable entering information.

SOLUTION

Use a conversational tone in forms that take user input, putting its function in con-

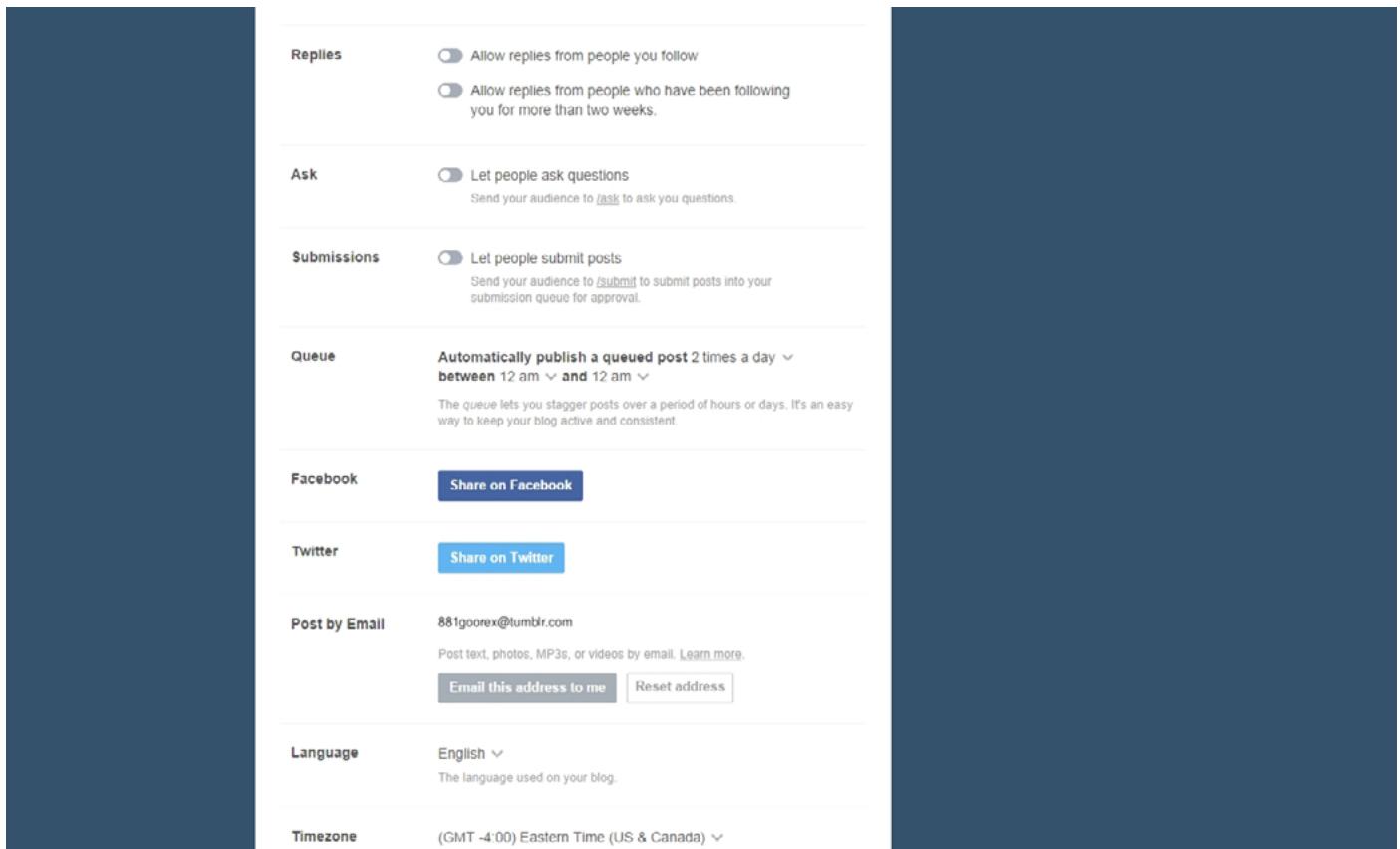


Photo credit: [Tumblr](#)

KICKSTARTER [Discover](#) [Start](#) [Search projects](#) [Sign up](#) [Log in](#)

Show me **all** projects on **Earth** that are **staff picked** sorted by **magic**

[+ Add a project](#) [Reset](#)

We found **15,262** projects



Temporary Autonomous Zone 3
by **ff**

The artist collaborative **ff** organizes a 24-hour temporary autonomous zone, creating a temporary community and space for free thinking!

📍 Warsaw, Poland

17% funded **€1,065** 17 days to go



Kitty Christmas
by **Kitty Christmas**

Join us as Santa Claus tells classic Christmas tales to an audience of adorable kittens on Christmas Eve!

📍 Chicago, IL

1% funded **\$230** 19 days to go



Geoffrey Mac S/S 2015 NYFW Collection
by **Geoffrey Mac**

Support Geoffrey Mac's new S/S 2015 collection coming this September!

📍 New York, NY

1% funded **\$185** 26 days to go



Penny Press
by **Chris Cieslik**

Be a newspaper baron in the yellow journalism era of old New York City. Cover the top stories, and go to press when the time is right!

📍 Arlington, MA

1,211% funded **\$24,229** 17 days to go

Photo credit: [kickstarter.com](#)



Virgin America

LAX → JFK

JFK → LAX

1 Adult

\$0.00

Book from **Los Angeles** toBOSTON
MA (BOS)FT. LAUDERDALE
FL (FLL)NEW YORK/EWR
NJ (EWR)NEW YORK/JFK
NY (JFK)SAN FRANCISCO
CA (SFO)

ALL CITIES

Who's flying?

Adults

1

Children (Age 2-14)

0

Lap Infants (Age 0-2)

0

[Have special requests?](#)**CONTINUE WITH 1 ADULT**Photo credit: [Virgin](#)

text with what the user wants to accomplish rather than what your app wants to get out of them - good UI is user-centric rather than data collection centric, and this pattern can force the former. Virgin America's, for example, flight booking form integrates the form field into user-centered action phrase. Not only does this look much better than standard dropdowns or radio buttons, it clearly indicates what the form will accomplish. The user logs on to the website with a clear objective (i.e. they want to book a flight from X to Y) and the form simply translates that into an action where X and Y can be modified. Kickstarter lays out their search filters similarly. Phrasing user input fields in this way can also have the benefit of eliminating errors or confusion about what kind of input is required. Instead of wordy form labels, you have an entire sentence to provide context. This "fill-in-the-blank" pattern also has the advantage of being more engaging, although it doesn't fit well with long and complex forms. Virgin solves this problem by combining this with a Stepped Form, which we'll look at later on.

Input Hints

EXAMPLES

Facebook, Twitter, AirBnB, Skype



When you think and process things faster, you can also write quicker, but it's going to be sloppy. People with neat writing are usually (no offense) not as smart. I embrace my crappy writing.

KJ 97 San Antonio's Country Station with Maria Askey and 4 others

Agree with this?

Like · Comment · Share

Magnus Petersen-Paaske and 24 others like this

View 5 more comments

Alina Aguilar de Duarte Al igual que no me gusta el desastre en ningun sentido - el orden hace las cosas más fáciles
See Translation
21 hours ago · Like · 1

Ricardo R. Amador supuestamente los genios son desordenados
See Translation
21 hours ago · Like

Alejandro Miguel En el caos hay orden. Sin embargo se puede escribir rápido pero escribir bien y legible. Los doctores escriben rápido y mal, para mí ellos no son los grandes inteligentes. Jajaja hay sus excepciones y tampoco hay que irse a los extremos.
See Translation
20 hours ago · Like · 1

Komal Qureshi I think my handwriting sucks and this just served as a compliment haha
3 hrs · Like · 1

Write a comment...

Anum S. Ali with Hassana Shuja and Anum Jessani al Del Frio
3 hrs · Karachi ·
Decente

Loredana Gheorghe likes Georgi Meca's photo.

Mohammad Hassam Ali likes Tooba Mughal's video on Bilal Ahmad's Timeline.

Rabia Saya likes Anirah Usman Ghani's photo.

Sule Khamejanova and Xana Sun are now friends.

Mashal Qazi likes Wahib Yousuf's post in Limkokwing UniVersity.

Shiza Naseem commented on Habiba Javed's post.

Muzzamil Imran likes Shahzeb Khalid's link.

Hussain Dewani

Shamilah Rachid

Shah Talha Sohail

Ali Bin Shaheen

Tahira Naseem

Ruth Van de Pol

Shiza Naseem

Wajahat Noor

Akbar Raza

M. Arslan Manzoor

Photo credit: [facebook](#)

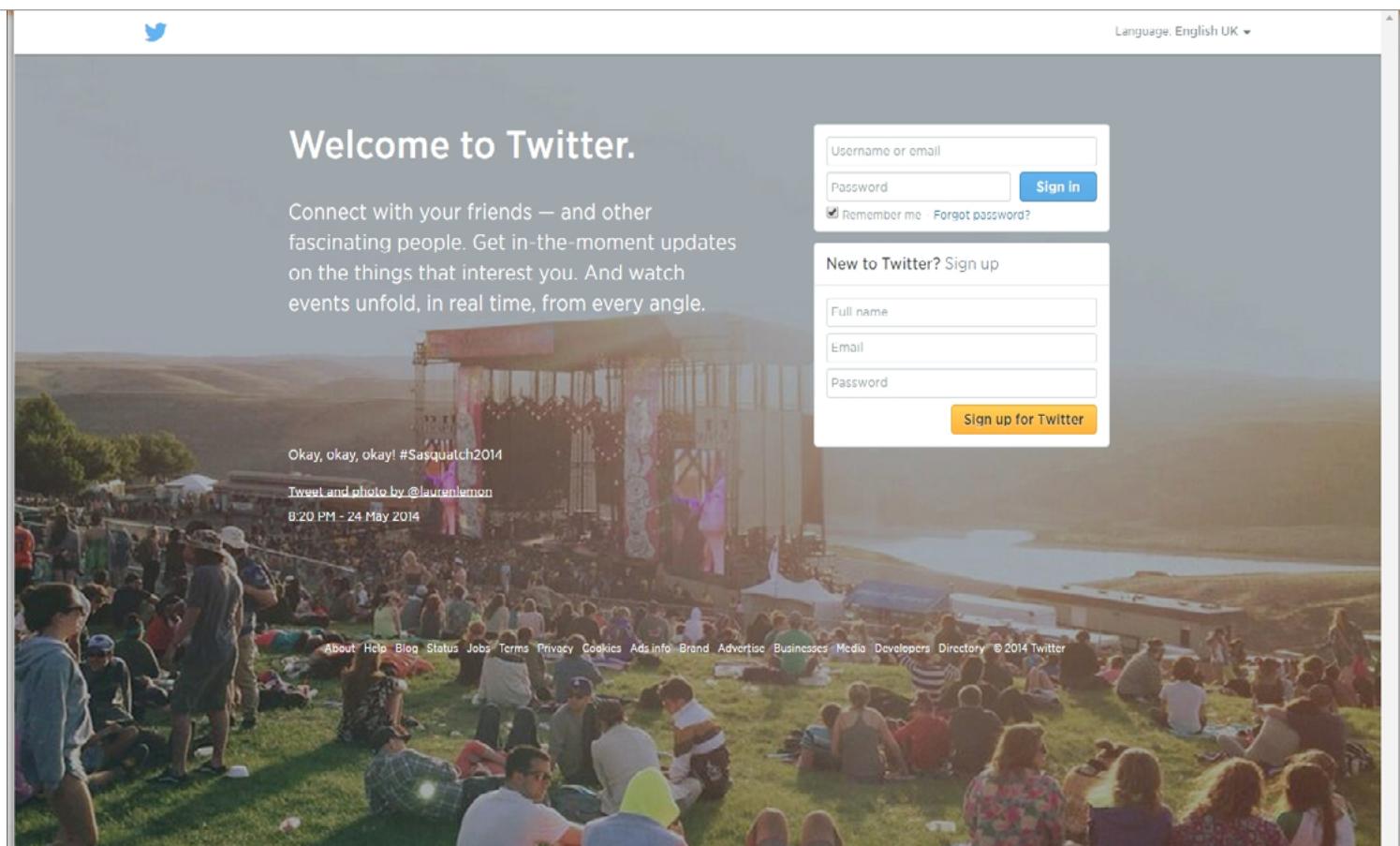


Photo credit: [Twitter](#)

A screenshot of the Airbnb listing edit screen for a private room in New York. The left sidebar shows sections for 'BASICS' (Calendar, Pricing), 'DESCRIPTION' (Overview, Photos), and 'SETTINGS' (Amenities, Listing, Location). The 'Overview' section is currently selected and expanded. It contains fields for 'Title' (with placeholder 'Write a title') and 'Summary' (with placeholder 'Write a summary in 250 characters or less'). Below these fields is a note: 'Want to write even more? You can also [add a detailed description](#) to your listing'. On the right side, there is a 'Great title' tip: 'A great title is unique and descriptive! It should highlight the main attractions of your space.' followed by a list of examples: 'Charming Victorian in the Mission', 'Cozy 2BD with Parking Included', and 'Amazing View from a Modern Loft'. The bottom left corner of the sidebar has a note: 'Complete **4 steps** to list your space.' The top of the screen shows the Airbnb logo, a search bar, and navigation links for 'About', 'Help', 'Blog', 'Status', 'Jobs', 'Terms', 'Privacy', 'Cookies', 'Ads.info', 'Brand', 'Advertise', 'Businesses', 'Media', 'Developers', 'Directory', and the copyright notice '© 2014 Airbnb'.

Photo credit: [Airbnb](#)

Note: no one can see your email address.

Profile information

Note: anyone on Skype can see your profile information.

Birthday Day Month Year

Gender Select

Country/Region* United States

City

Language* English

Mobile phone number

United States +1

Note: only your contacts can see your mobile number.

How do you intend to use Skype? Select

Skype Name*

Note: only choose a name you have a right to use.

Password* **Repeat password***

Photo credit: [Skype](#)

PROBLEM

The user wants to know what kind of data to enter in an input field.

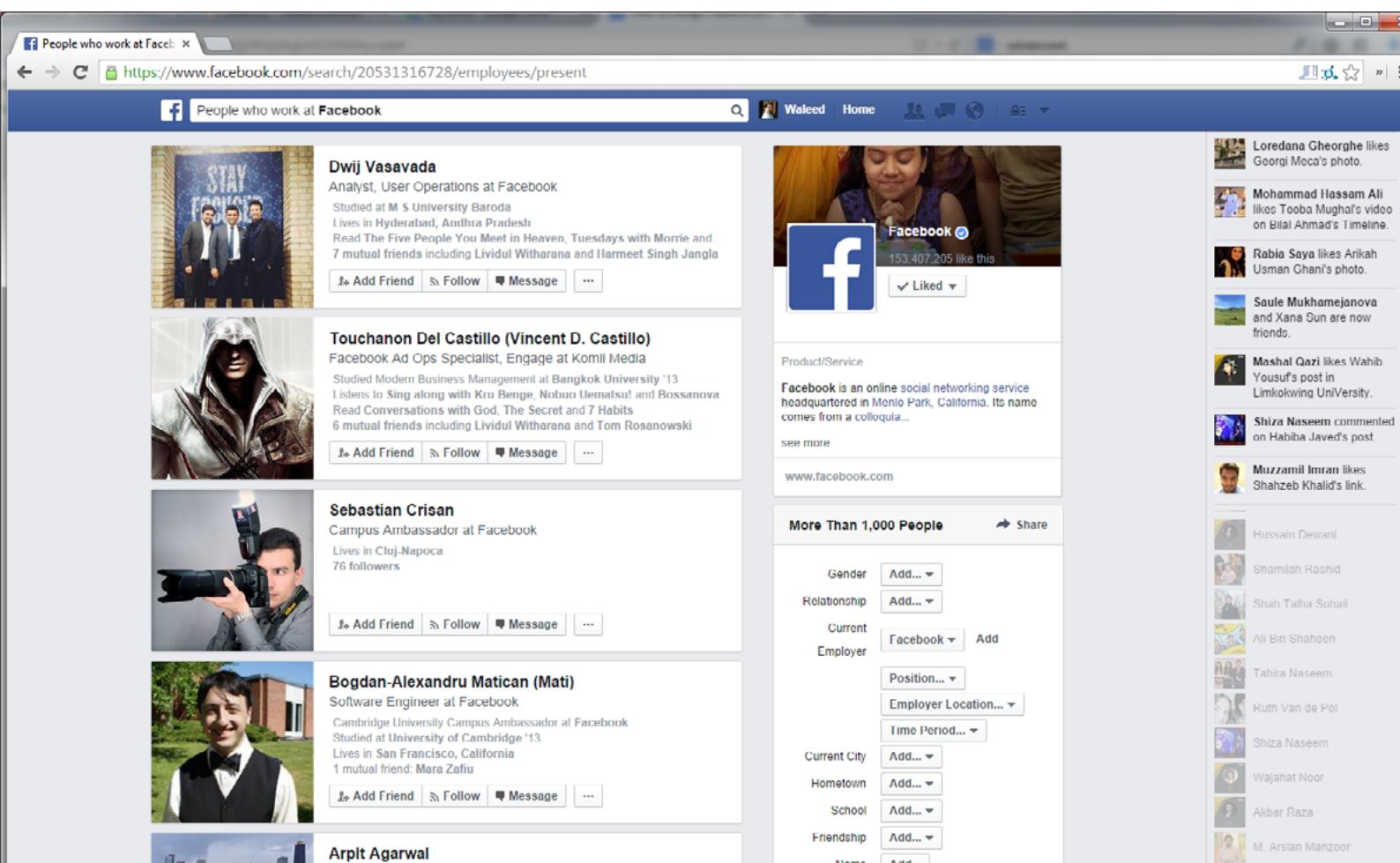
SOLUTION

Show instructions, examples or hints to help users figure out what they need to enter in an input field. If you're not using the conversational pattern, some sort of input hints are a must but there are several ways of providing them. HTML5 allows an easy implementation of inline text that can appear as placeholders inside the input field. Alternatively, you can also provide hints and explanations as plain text below or to the side of the input field. Another way of showing this information is as a popover that appears when the user focuses on the particular field. The hint can stay visible for as long as the user is interacting with that field or it can disappear when they begin entering their own information. Input hints are a great way of minimizing clutter around input fields while also eliminating confusion and possible errors that the user might face when dealing with them.

Natural Language Inputs

EXAMPLES

Facebook, Google Calendar



The screenshot shows a Facebook search results page for 'People who work at Facebook'. The search bar at the top has the query 'People who work at Facebook'. The results list several profiles:

- Dwij Vasavada** (Analyst, User Operations at Facebook): Profile picture of four men in suits, bio mentions M S University Baroda, Hyderabad, and mutual friends like Lividul Witharana and Harmeet Singh Jangla.
- Touchanon Del Castillo (Vincent D. Castillo)** (Facebook Ad Ops Specialist, Engage at Komli Media): Profile picture of a man in an Assassin's Creed outfit, bio mentions Bangkok University, 'The Secret and 7 Habits', and mutual friends like Lividul Witharana and Tom Rosanowski.
- Sebastian Crisan** (Campus Ambassador at Facebook): Profile picture of a man holding a camera, bio mentions Cluj-Napoca and 76 followers.
- Bogdan-Alexandru Matican (Mati)** (Software Engineer at Facebook): Profile picture of a man in a tuxedo, bio mentions Cambridge University, University of Cambridge, San Francisco, and mutual friend Maro Zafiu.
- Arpit Agarwal**: Profile picture of a city skyline.

On the right side of the search results, there is a sidebar titled 'More Than 1,000 People' with dropdown menus for filtering search results by gender, relationship, employer (Facebook), position, employer location, time period, current city, hometown, school, friendship, and name.

On the far right, a vertical sidebar shows a list of recent interactions and likes:

- Loredana Gheorghe likes Georgi Meca's photo.
- Mohammad Hassam Ali likes Tooba Mughal's video on Bilal Ahmad's Timeline.
- Rabia Saya likes Arikah Usman Ghan's photo.
- Sule Khamejanova and Xana Sun are now friends.
- Mashal Qazi likes Wahib Yousuf's post in Limkokwing UniVrsity.
- Shiza Naseem commented on Habiba Javed's post.
- Muzammil Imran likes Shahzeb Khalid's link.
- Hussain Dewani
- Shamilah Rashid
- Shah Talha Sohail
- Ali Bin Shaoon
- Tahira Naseem
- Ruth Van de Pol
- Shiza Naseem
- Wajahat Noor
- Akbar Raza
- M. Arslan Manzoor

Photo credit: facebook.com

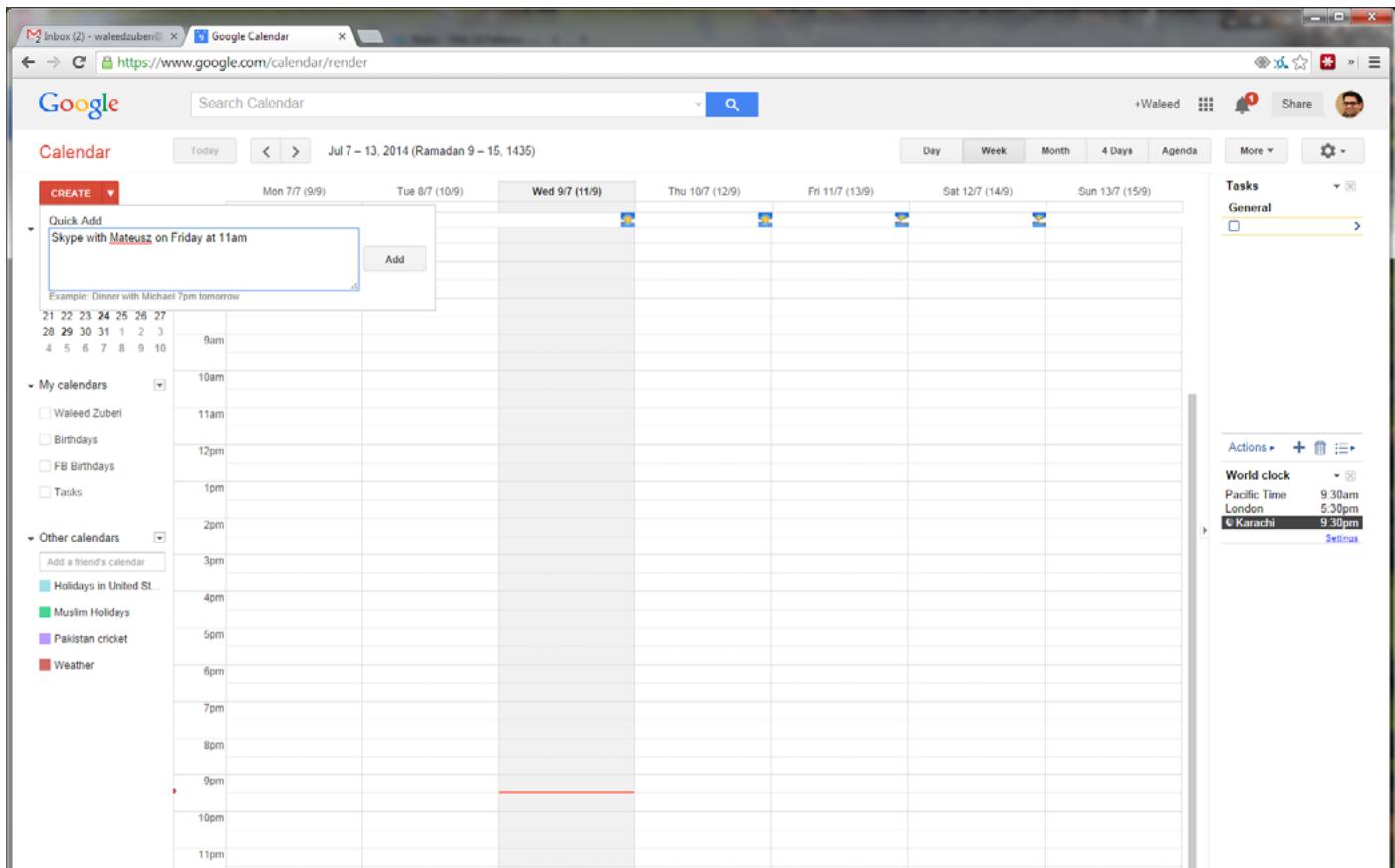


Photo credit: [calendar](#)

PROBLEM

The user wants to enter data without having to worry about formats.

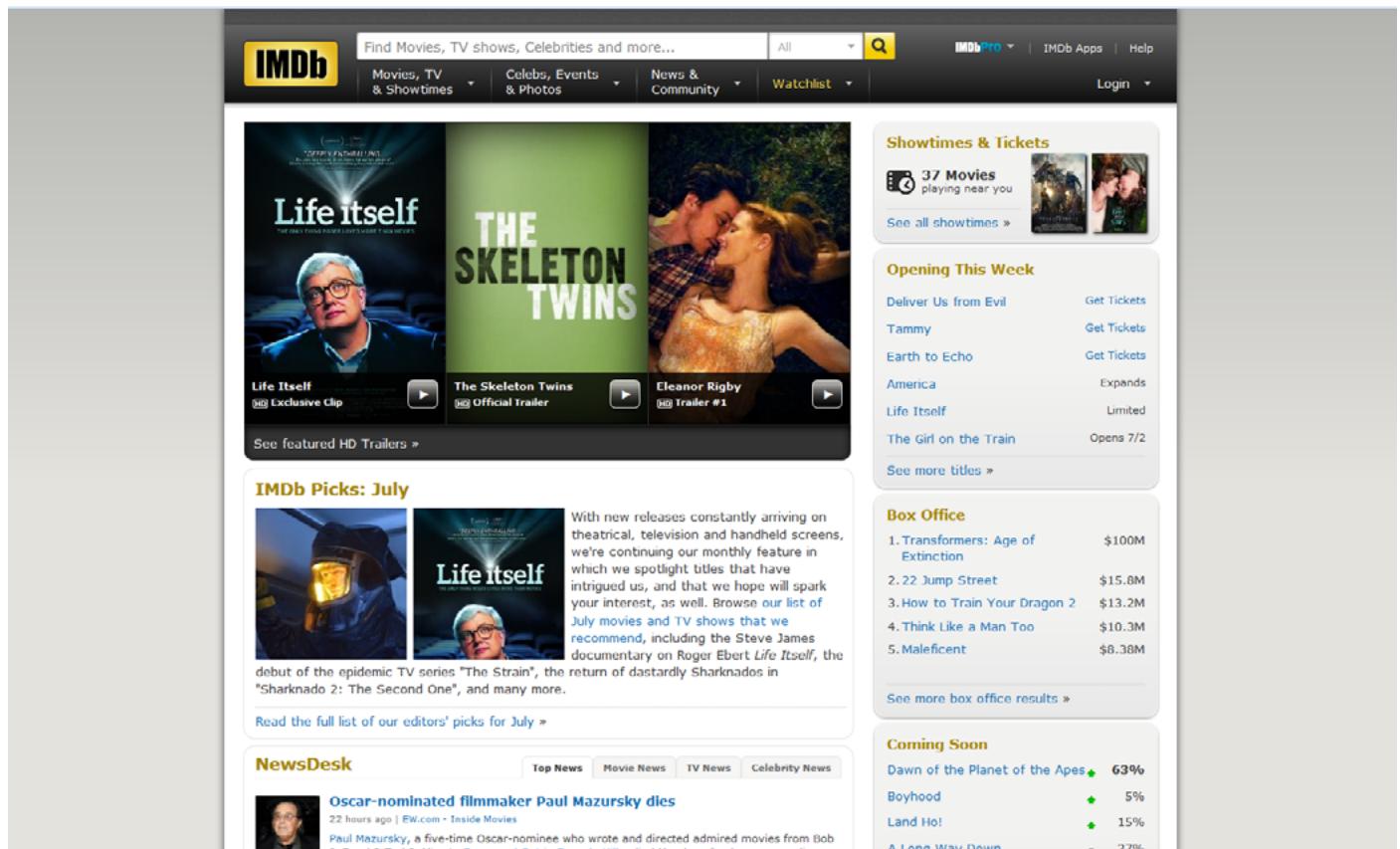
SOLUTION

Accept user input as sentences formed in natural language, leaving the interpretation to the system rather than having the user enter the information into multiple input fields. The most popular implementation of this is perhaps Facebook's Graph Search, which lets you phrase search queries like "People from Austin, TX who like Coldplay" or "Married men who like Prostitutes." Similarly, to-do list manager Remember the Milk lets users create tasks like "Meeting with Marcin on Tuesday," which the app recognizes as an item with the due date of this Tuesday. While this is a resource-intensive pattern that requires some complex programming-fu in the backend, natural language inputs are a giant step towards simplifying the UX and making the interaction easier for the user.

Forgiving Formats

EXAMPLES

IMDb, Facebook, Twitter, Yelp



The screenshot shows the homepage of the IMDb website. At the top, there is a search bar with the placeholder text "Find Movies, TV shows, Celebrities and more...". Below the search bar are navigation links for "All", "IMDbPro", "IMDb Apps", and "Help". On the far right, there is a "Login" link. The main content area features three movie posters: "Life Itself", "The Skeleton Twins", and "Eleanor Rigby". Below these posters are three video thumbnails: "Life Itself (Exclusive Clip)", "The Skeleton Twins (Official Trailer)", and "Eleanor Rigby (Trailer #1)". A link "See featured HD Trailers »" is located below the trailers. To the right of the trailers is a "Showtimes & Tickets" section with a link to "37 Movies playing near you" and a "See all showtimes »" link. Below this is a "Opening This Week" section listing movies like "Deliver Us from Evil", "Tammy", "Earth to Echo", "America", "Life Itself", and "The Girl on the Train", each with a "Get Tickets" link. A "Box Office" section follows, showing the top 5 movies: "Transformers: Age of Extinction" (\$100M), "22 Jump Street" (\$15.8M), "How to Train Your Dragon 2" (\$13.2M), "Think Like a Man Too" (\$10.3M), and "Maleficent" (\$8.38M). A "Coming Soon" section lists movies with their release dates and percentages: "Dawn of the Planet of the Apes" (63%), "Boyhood" (5%), "Land Ho!" (15%), and "A Long Way Down" (27%). The bottom of the page features a "NewsDesk" section with a news item about the death of Paul Mazursky.

Photo credit: [IMDb](#)

Facebook Login

Email or Phone:

Password:

Keep me logged in

[Log in](#) or [Sign up for Facebook](#)

[Can't log in?](#)

52.1 English (UK) English (US) Español Português (Brasil) Français (France) Deutsch Italiano Հայերեն ...

Mobile Find Friends Badges People Pages Apps Games Music Locations
Topics About Create Advert Create Page Developers Careers Privacy Cookies Terms
Help

Facebook © 2014 - English (UK)

Photo credit: [Facebook](#)

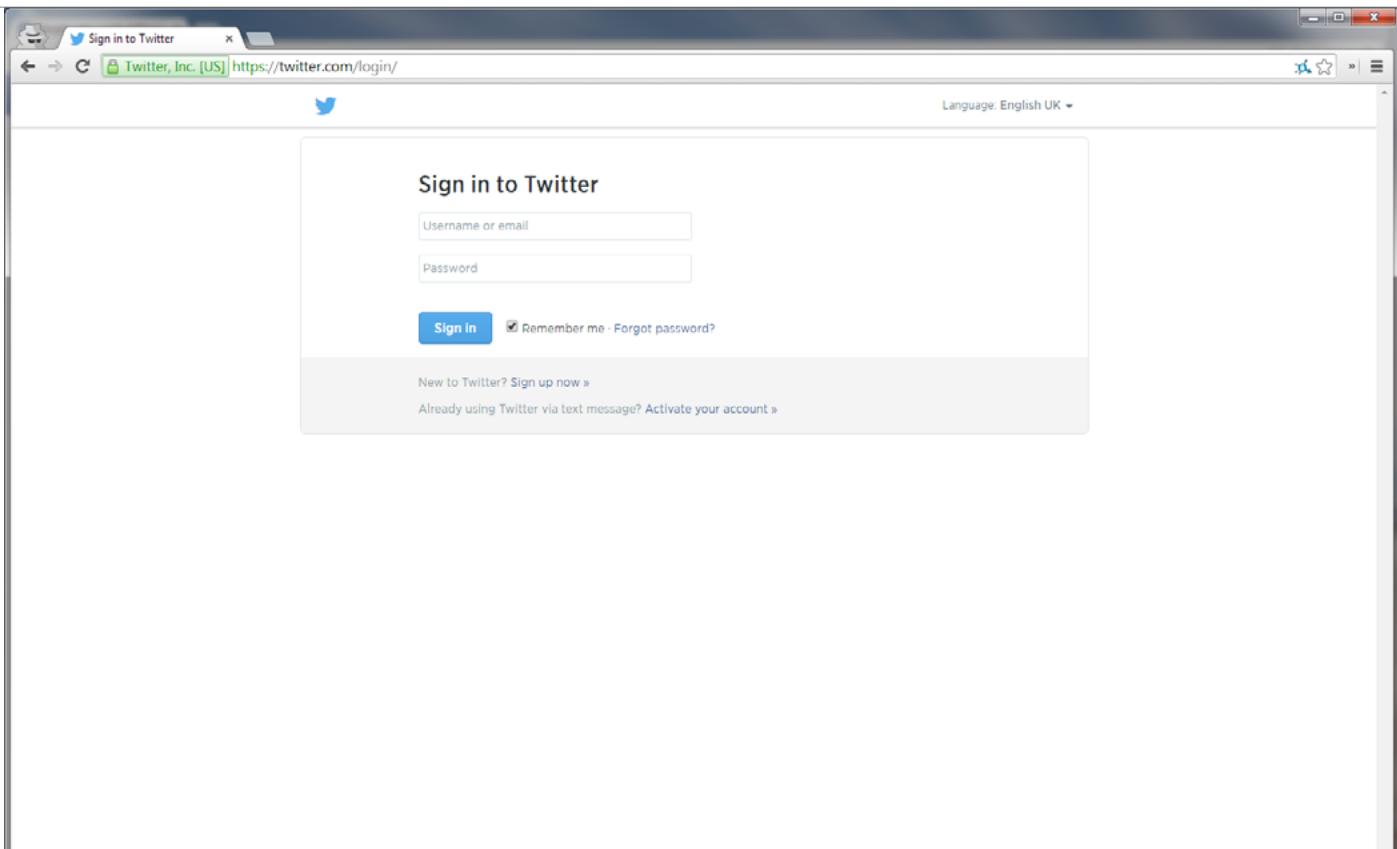


Photo credit: [Twitter](#)

The screenshot shows the Yelp interface. At the top, there's a search bar with 'Find tacos, cheap dinner, Max's' and a location dropdown 'Near Palo Alto, CA'. Below the search bar are navigation links: Home, About Me, Write a Review, Find Friends, Messages, Talk, and Events. The main content area is titled 'Yelp Palo Alto' and features a section titled 'Your Next Review Awaits' for 'La Bodeguita Del Medio'. This section includes a small image of a dish, a 5-star rating, and a text input field 'Start your review...'. To the right, there's a user profile for 'Warren C.' from Sugar Land, TX, with stats: 0 useful votes, 1 cool vote, 0 funny votes, and 0 compliments. Below this is a 'Review of the Day' section for 'Shalele' with a 5-star rating and a short review. Further down are sections for 'Recent Activity' (listing a review from 'Samantha P.' for 'Robert M. Lowen, MD') and 'Popular Events' (listing 'Intern Yelp Event @ San Jose Earthquakes' and 'East Bay Hood Hunters: Film History & French Toast in Niles!').

Photo credit: [Yelp](#)

PROBLEM

The user wants to enter data without having to worry about formats.

SOLUTION

Accept multiple formats and variations in your form fields, leaving the interpretation to the system rather than to the user, who doesn't want to think about the "correct" way of doing it. When there are multiple options or criteria for user input, indicating all the options can be messy — or, more importantly, fewer users than desired may be able to complete the desired action. Instead of cluttering the UI, you can instead have a single input field accept all the options and interpret them in the backend. Weather Underground for example uses a single field to accept zip codes, city, states, airports or countries. Similarly time tracking tool Harvest allows users to enter time in varying formats, for example 1.5 or 1:30 to specify an hour and a half. The Facebook and Twitter login forms allow users to enter their username or email address to login instead of forcing them to choose one.

Inline Validation

EXAMPLES

Facebook, Gmail

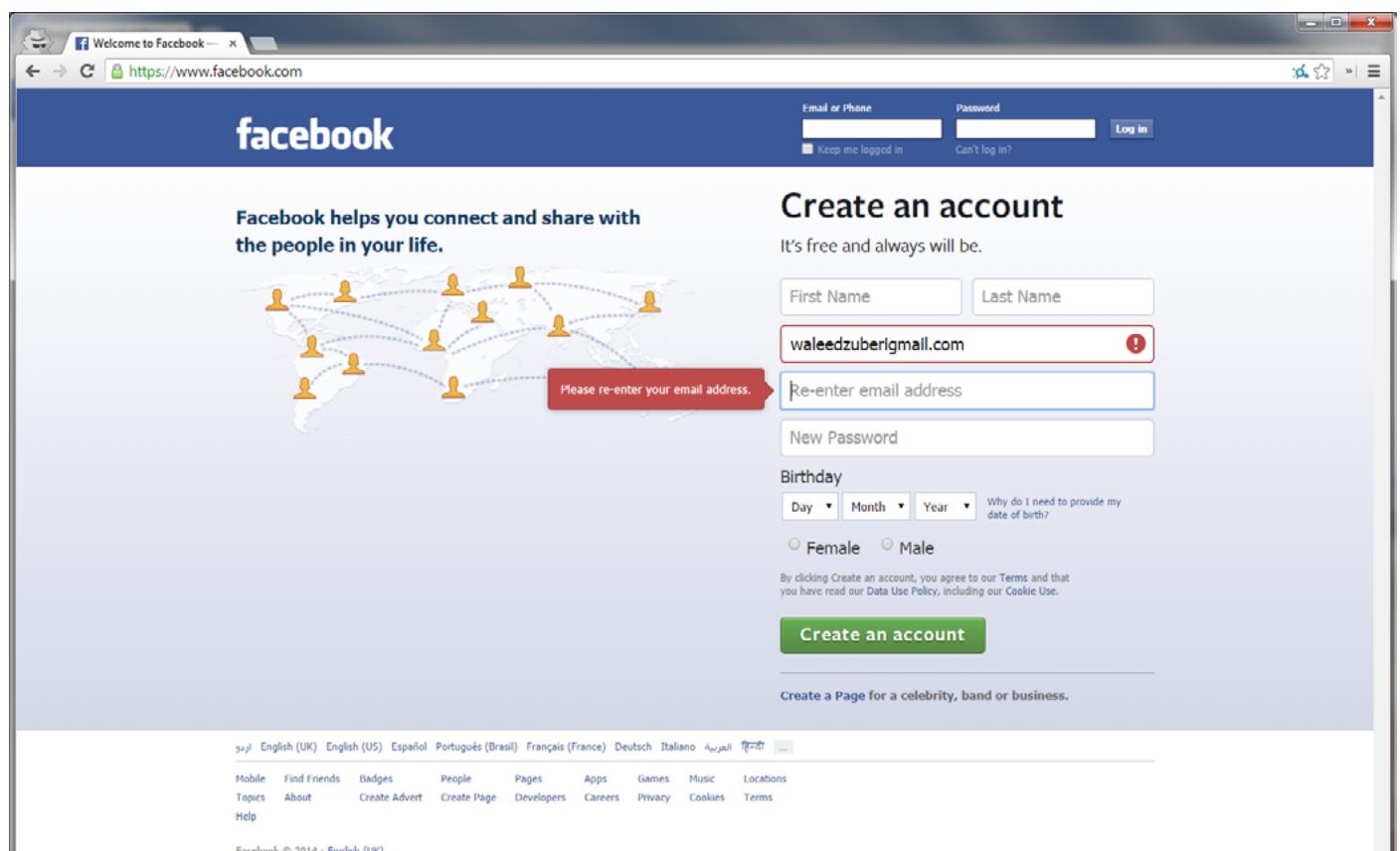


Photo credit: facebook.com

One account is all you need

A single username and password gets you into everything Google.

Make Google yours

Set up your profile and preferences just the way you like.

Take it all with you

Switch between devices, and pick up wherever you left off.

Name

First Last

Choose your username

123@gmail.com

Please use between 6 and 30 characters.

Create a password

...

Short passwords are easy to guess. Try one with at least 8 characters.

Confirm your password

I

Birthday

Month Day Year

Gender

I am...

Mobile phone

+92

Your current email address

Photo credit: [Gmail](#)

PROBLEM

The user wants immediate feedback about entered data.

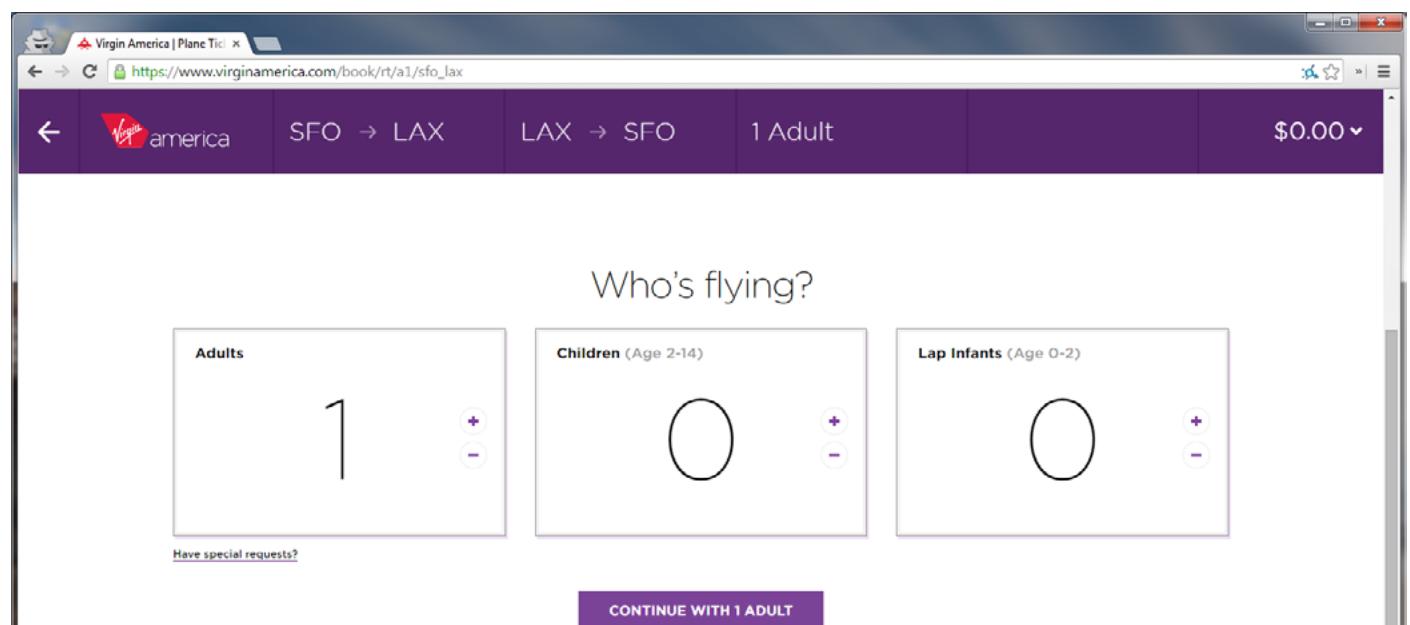
SOLUTION

Inspect and validate user input as it is entered, rather than waiting for them to hit the submit button and bombarding them with validation errors. This makes data entry a more interactive process, saving the user's time by catching problems as they occur. Inline validation can be used to check if users have entered required information, to check for formatting errors in phone numbers or email addresses which are often mistyped, or even as feedback about the user's input. The Gmail and Twitter signup forms also provide immediate feedback about the strength of the user's desired password. Showing validation data inline against the relevant item prevents any confusion about what went wrong. The immediate feedback keeps the user's focus on the problem. Inline validation is especially important when dealing with account registration, long forms with many fields or complex formatting requirements.

Wizards / Stepped Forms

EXAMPLES

Virgin America, MailChimp



A screenshot of a web browser showing the Virgin America 'Plane Tic' flight booking wizard. The URL in the address bar is https://www.virginamerica.com/book/rt/a1/sfo_lax. The page title is 'Virgin America | Plane Tic'. The flight details are: SFO → LAX and LAX → SFO, 1 Adult, and \$0.00. The main content area is titled 'Who's flying?' and contains three sections: 'Adults' (1 selected), 'Children (Age 2-14)' (0 selected), and 'Lap Infants (Age 0-2)' (0 selected). Each section has a '+' and '-' button. A link 'Have special requests?' is visible. A purple 'CONTINUE WITH 1 ADULT' button is at the bottom.

Photo credit: [Virgin](#)

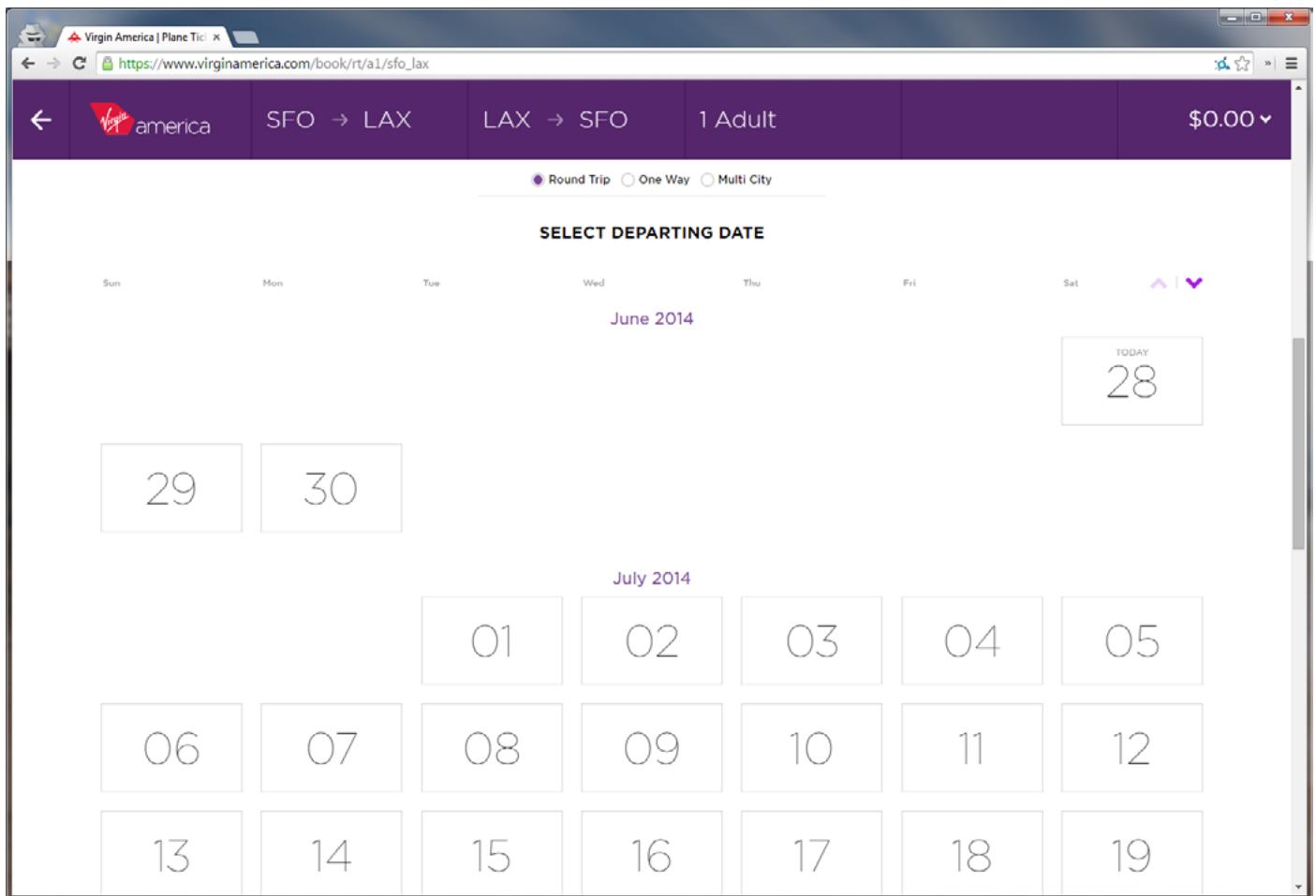


Photo credit: [Virgin](#)

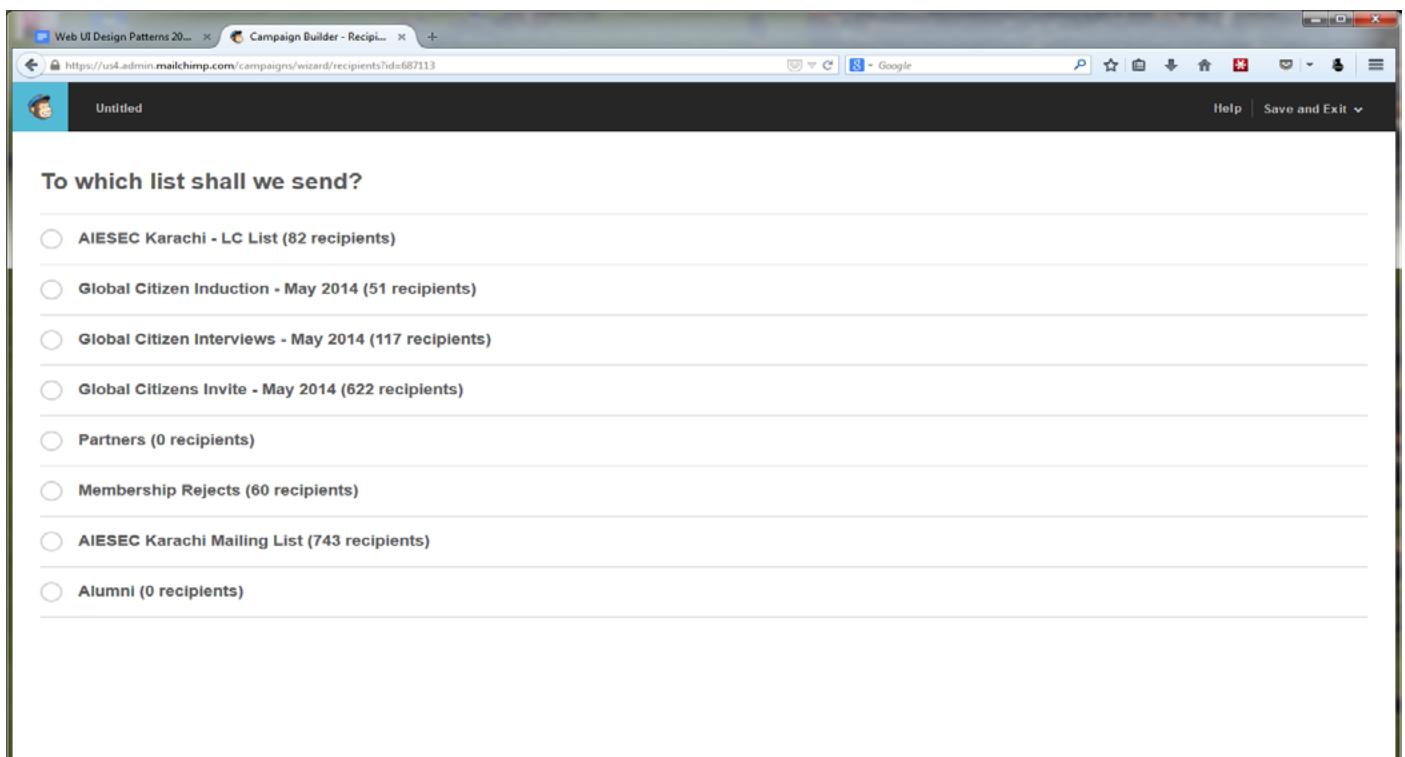


Photo credit: [Mailchimp](#)

Web UI Design Patterns 20... Campaign Builder - Setup ... +

https://us4.admin.mailchimp.com/campaigns/wizard/setup-post

Untitled

Hussain Dewani

Use something subscribers will instantly recognize, like your company name.

From email address

hussain.dewani@aiesec.net

Specify "[MERGETAGS]" for recipient name

"[FNAME]"

Tracking

Track opens
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)

Track clicks Required on free accounts
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.

Track plain-text clicks Required on free accounts
Track opens and clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)

Google Analytics link tracking
Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website.

Ecommerce360 link tracking
Track visitors to your website from your MailChimp campaigns, capture order information, and pass that information back to MailChimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)

ClickTale link tracking
Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.

Goal tracking Paid accounts only
Track where subscribers go on your site, then trigger autoresponders or segment your list based on what pages they've visited.

Track stats in Salesforce or Highrise
First, [enable Salesforce or Highrise](#) in Account > Integrations

Social Media

Auto-tweet after sending

Auto-post to Facebook after sending

Photo credit: [Mailchimp](#)

Web UI Design Patterns 20... Campaign Builder - HTML ... +

https://us4.admin.mailchimp.com/campaigns/wizard/template?id=687113

Test

1 Column
Drag and drop

1 Column - Banded
Drag and drop

1:2 Column
Drag and drop

1:2 Column - Banded
Drag and drop

1:3 Column
Drag and drop

1:3 Column - Banded
Drag and drop

2 Column
Drag and drop

2 Column - Banded
Drag and drop

2:1 Column
Drag and drop

2:1 Column - Banded
Drag and drop

Left Sidebar
Drag and drop

Right Sidebar
Drag and drop

Photo credit: [Mailchimp](#)

PROBLEM

The user wants to provide information in as simple and contextually relevant way as possible.

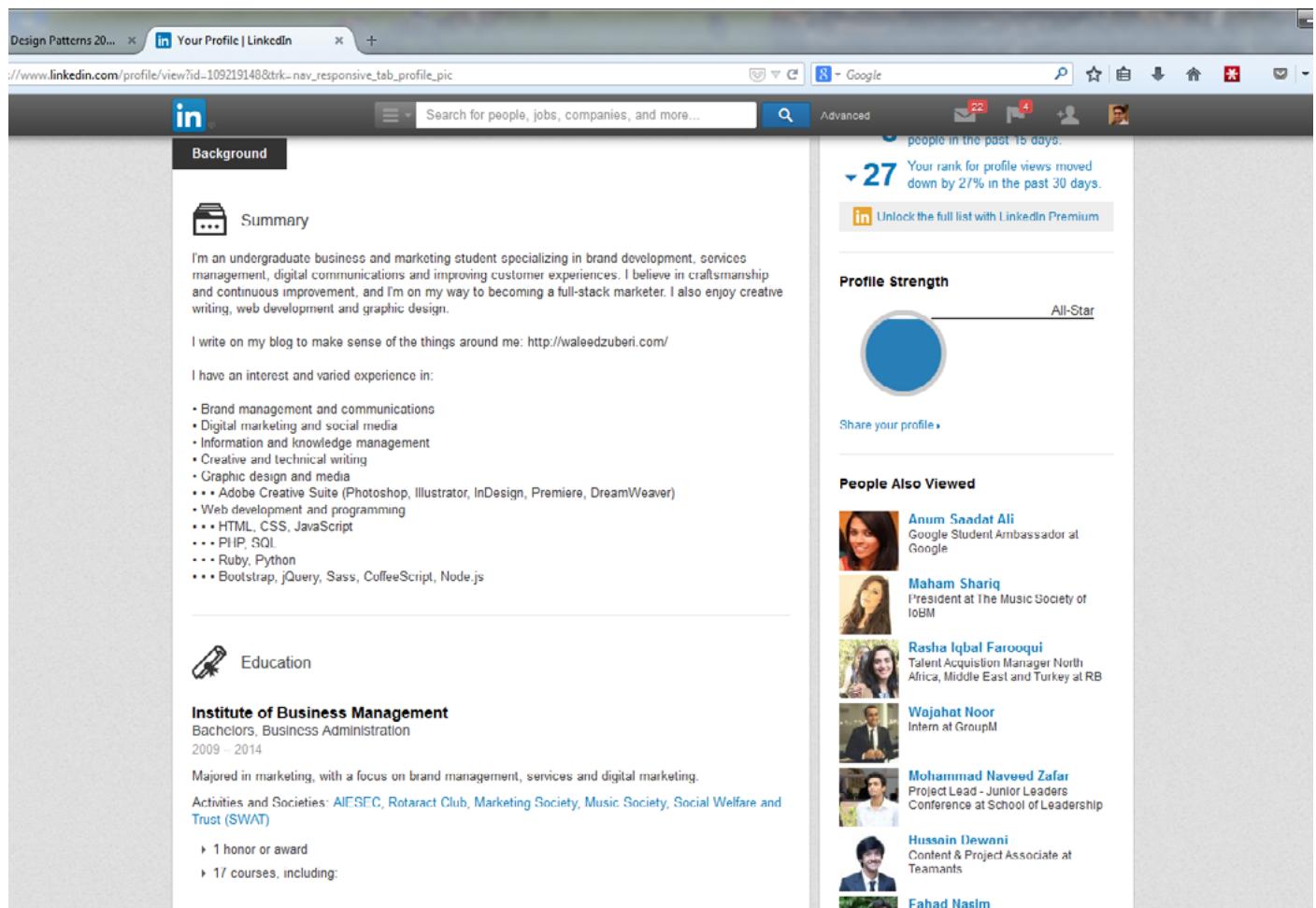
SOLUTION

Break the user input process into smaller, more manageable steps that are presented to the user one at a time. This pattern makes the most sense when the user's input shapes how things proceed but it also smooths the user experience in situations that involve a lot of data entry. By breaking the process into steps or subtasks, you can provide the user detailed guidance for each step as well as adapt according to what the user has already entered, providing a cleaner and more personalized experience. Stepped input forms are also a great way of reducing the entry barrier for new users. For example, Mint.com starts the signup process by only asking for the user's email, password and zip code - all the other details they need come later. Users will tend to put off or altogether avoid forms that are too long and demand too much cognitive load - everyone's in a hurry these days. Big tasks broken into smaller, bite-sized tasks are much easier to begin. The stepped form can keep the user's focus by using "Back" and "Forward" buttons and also show them how many steps are left until they reach the end. Stepped forms also allow for pre-filled information to be used in later stages when the next step is loaded, and even change the number or type of inputs available based on prior answers, which could further simplify the task. The option of skipping certain steps also makes life easier for the user.

Completeness Meters

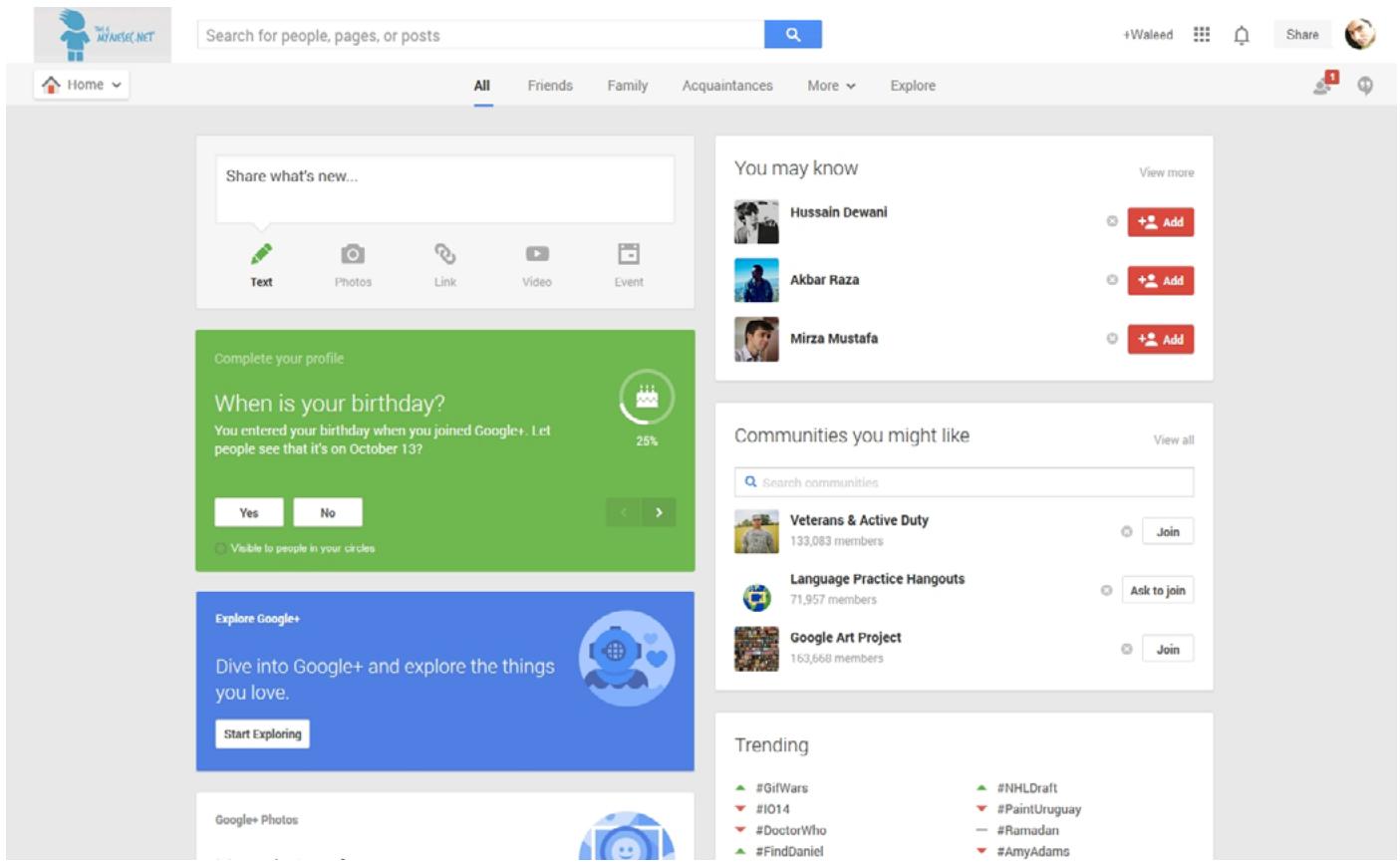
EXAMPLES

LinkedIn, Google+



The screenshot shows a LinkedIn profile page for a user named Waleed Zuberi. The profile includes a summary, education (Bachelor's in Business Administration from Institute of Business Management, 2009-2014), and experience (majored in marketing, participated in various clubs and societies). On the right side, there is a 'Profile Strength' meter, which is a blue circle with a grey border, currently at the 'All-Star' level. Above the meter, it says '27' and 'Your rank for profile views moved down by 27% in the past 30 days.' Below the meter, there is a 'Share your profile' button. To the right of the meter, there is a 'People Also Viewed' section listing profiles of other LinkedIn users, each with a small profile picture, name, and job title.

Photo credit: [Mailchimp](#)



PROBLEM

The user wants to know how far they have come in completing a particular goal.

SOLUTION

Provide the user with a visual representation of their progress towards a goal. Most often this is shown as a percentage that quantifies how far they've come and how far they have to go to reach "100%". The goal in question could be an arbitrary one aimed to increase engagement with the app or elicit particular actions such as getting more personal information to build a richer user experience, linking other accounts, inviting other users, sharing on social media, and so forth. For example, LinkedIn provides users with a profile "Strength Meter" that fills up as they add more information and sections to their profile. Combined with the Next Steps pattern to provide users with linked actions gives users a clear indication of what they need to do next to complete their end of the deal, making their interaction even more frictionless.

Action Context

EXAMPLES

Quora, Spotify

Quora

Search

Home Open Questions Notifications 1 Waleed Add Question

Add an answer. 1 person is waiting.

Follow 1 Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC TECHNOLOGY. 4m ago

What was the most surprising announcement at Google I/O today? (June 2014)

Add an answer. 5 people are waiting.

Follow 5 Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC BOOKS. 9am

How do I know which series 7 book to buy?

Add an answer. 5 people are waiting.

Follow 5 Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC MARKETING. 1pm

What is the augmented product level of Gillette?

Add an answer. 3 people are waiting.

Follow 3 Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC BUSINESS. 6m ago

Computer Programming: How important is it to learn how to program if you want to enter the tech industry (I do not want to be an engineer or designer, but more on the marketing side)?

Add an answer 1 person is waiting

Follow 1 Share Ask to Answer Downvote

Photo credit: [Quora](#)

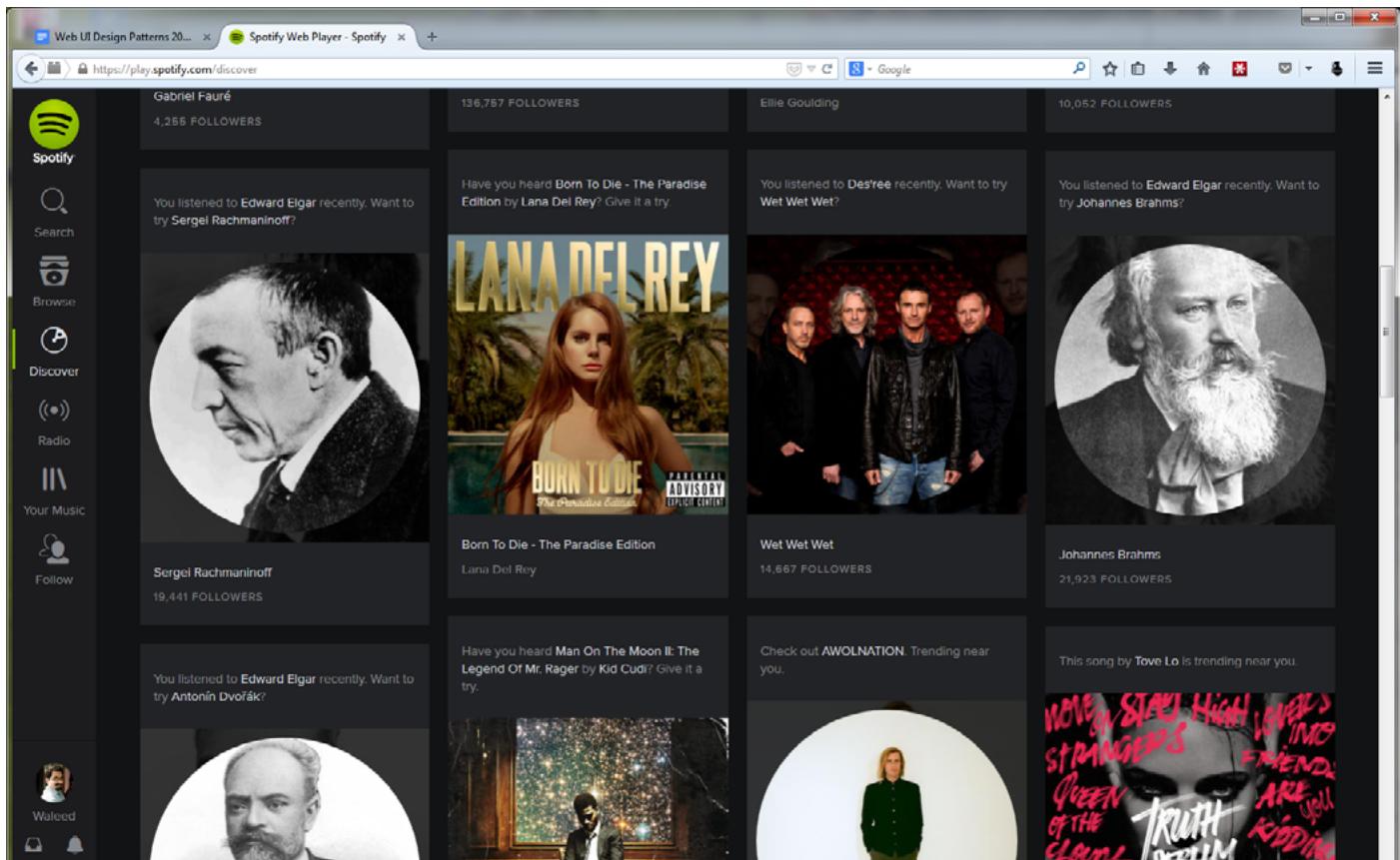


Photo credit: Spotify

PROBLEM

The user wants to know the impact of their actions.

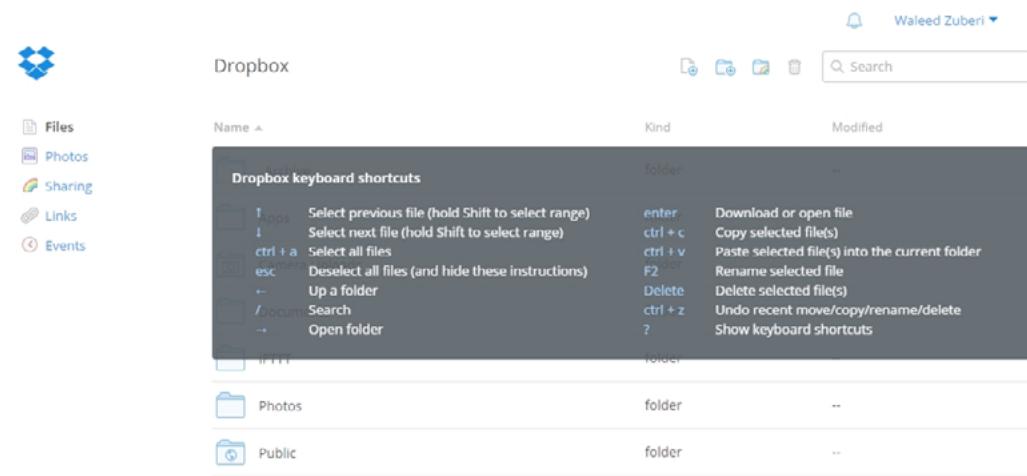
SOLUTION

Use language and statistics to show context around a user's actions. There are several important contexts the user needs to be aware of, for example the time or effort it will take to complete a certain action, what it will impact and whether it is time-sensitive. Booking.com pulls this off by adding a notification that informs the user when the last booking was made in the hotel they're looking at, as well as how many people are currently viewing it, to give the user an indication of how much in demand the hotel is. Quora achieves the same effect by making a note of how many people are "waiting for an answer" by following a question, enticing the user to submit an answer. Spotify and Amazon on the other hand provide context around their recommendations which are based on data collected from multiple users.

Keyboard Shortcuts

EXAMPLES

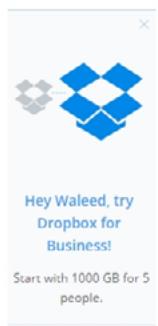
Dropbox, Asana



The screenshot shows the Dropbox desktop application interface. At the top, there is a navigation bar with icons for Home, Photos, Sharing, Links, and Events, and a search bar. The main area is titled "Dropbox" and shows a list of files and folders. A tooltip is displayed over the "i" icon in the "iFTTT" folder, listing keyboard shortcuts for navigating files and folders. The tooltip content is as follows:

Action	Keyboard Shortcut	Description
Select previous file (hold Shift to select range)	left arrow	Select previous file (hold Shift to select range)
Select next file (hold Shift to select range)	right arrow	Select next file (hold Shift to select range)
Select all files	ctrl + a	Select all files
Deselect all files (and hide these instructions)	esc	Deselect all files (and hide these instructions)
Up a folder	ctrl + shift + up arrow	Up a folder
Search	ctrl + f	Search
Open folder	ctrl + shift + down arrow	Open folder
Download or open file	enter	Download or open file
Copy selected file(s)	ctrl + c	Copy selected file(s)
Paste selected file(s) into the current folder	ctrl + v	Paste selected file(s) into the current folder
Rename selected file	F2	Rename selected file
Delete selected file(s)	Delete	Delete selected file(s)
Undo recent move/copy/rename/delete	ctrl + z	Undo recent move/copy/rename/delete
Show keyboard shortcuts	?	Show keyboard shortcuts

Below the tooltip, the list of files and folders includes "Photos" and "Public".



The screenshot shows the Dropbox website. It features a large "Hey Waleed, try Dropbox for Business!" message with a "Start with 1000 GB for 5 people." button. At the bottom, there are links for "Help", "Privacy", and "...".

Photo credit: [Dropbox](#)

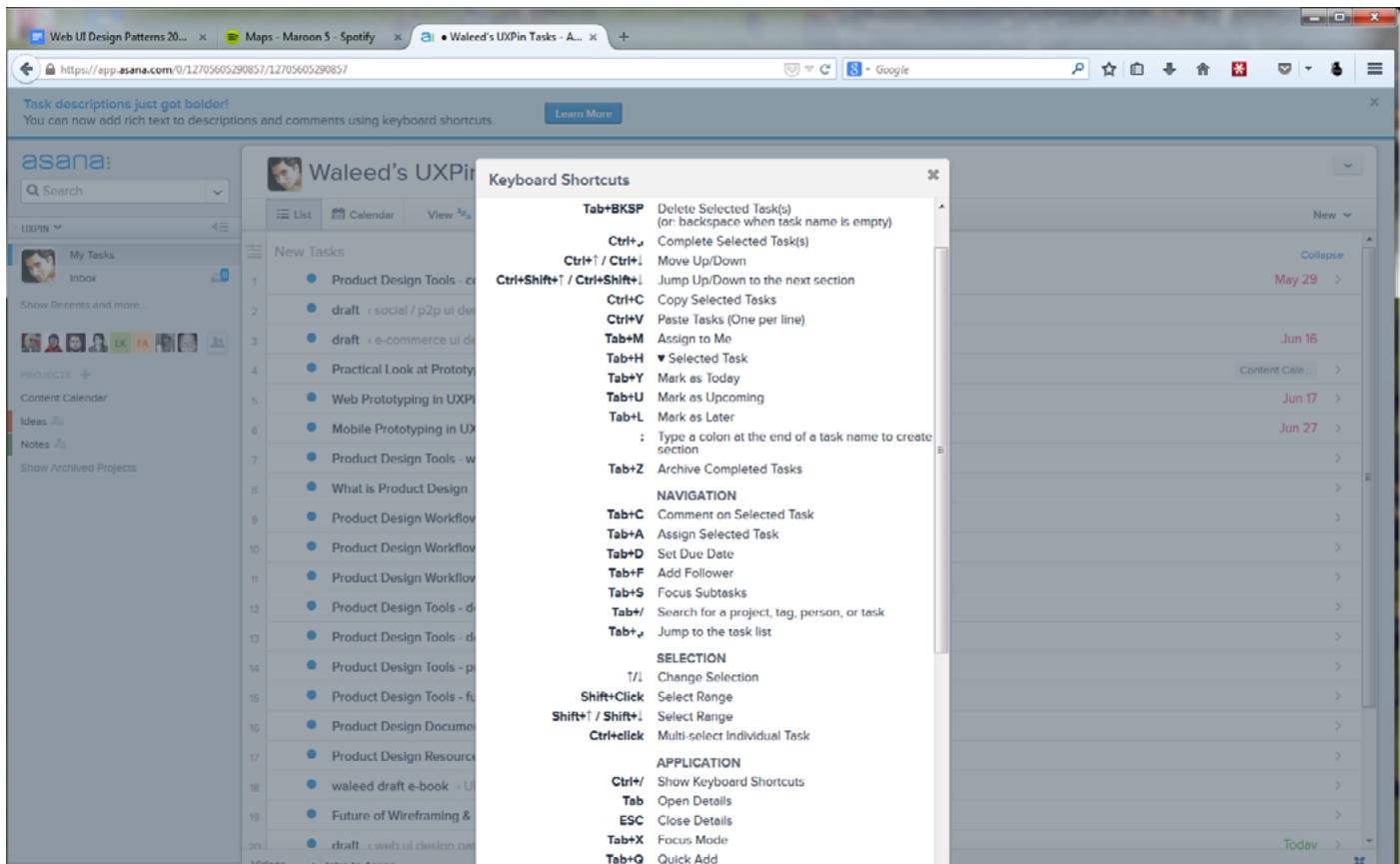


Photo credit: [Asana](#)

PROBLEM

The user wants to quickly complete certain tasks.

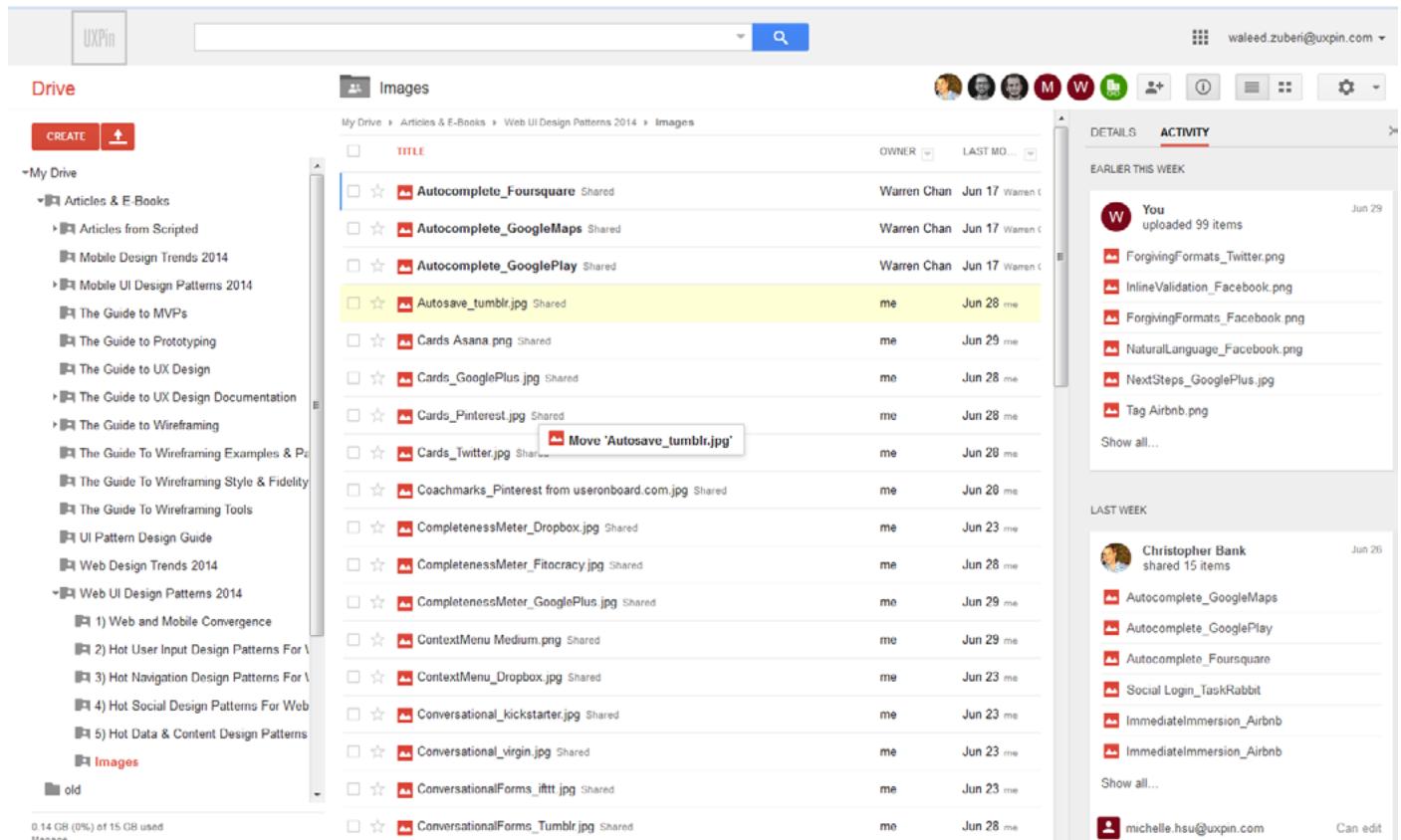
SOLUTION

Add shortcuts and hotkeys to your app that allow users to perform certain actions quickly using their keyboard instead of navigating with the mouse to press a button. This comes in especially handy for repetitive tasks, for example navigating through emails or handling tasks in Asana. While keyboard shortcuts are generally seen only as an accessibility feature, the added usability is helpful across the board for all users and can significantly improve the UX for advanced users. The problem with keyboard shortcuts however is that not everyone can remember them. Gmail solves this by showing a glossary when the user presses **Ctrl+?**; Dropbox does the same except with **Ctrl+/,** while Asana shows essential combinations across the bottom of the screen.

Drag-and-Drop Actions

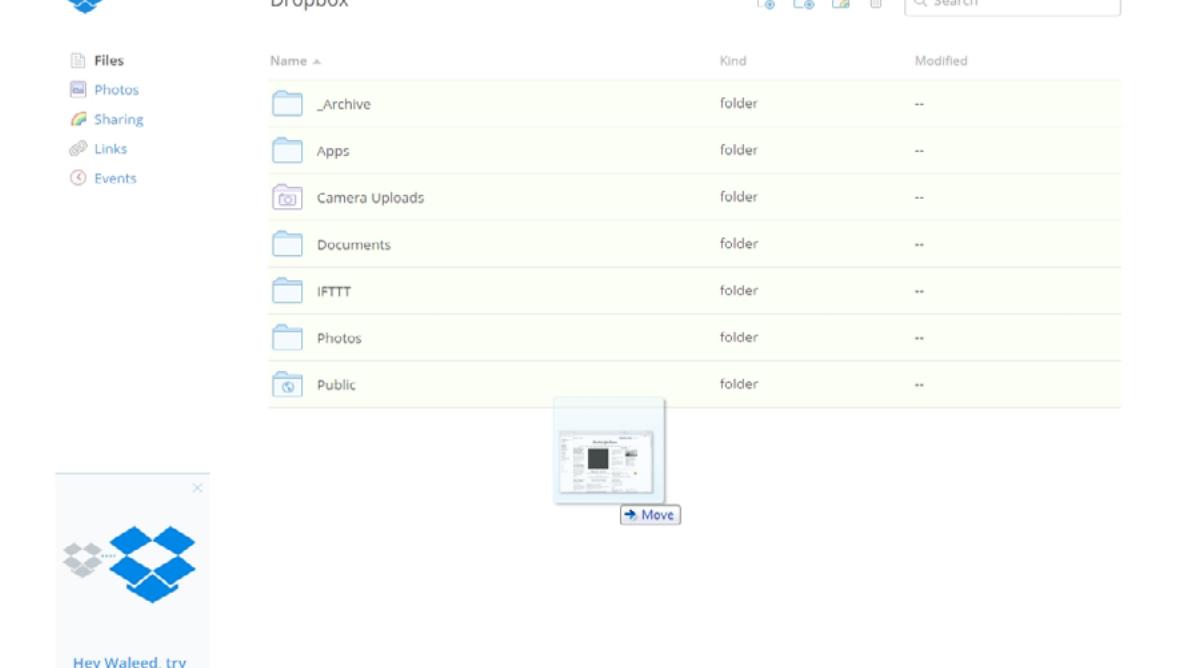
EXAMPLES

Google Drive, Dropbox, Asana



The screenshot shows the Google Drive interface. On the left, there's a sidebar with a 'My Drive' tree view. The main area is titled 'Images' and shows a list of files. One file, 'Autosave_tumblr.jpg', is highlighted with a yellow background. A context menu is open over this file, with the option 'Move "Autosave_tumblr.jpg"' selected. The right side of the screen shows the 'ACTIVITY' feed, which includes a list of recent uploads and interactions. The activity feed shows entries for 'You uploaded 99 items' and 'Christopher Bank shared 15 items'.

Photo credit: [Google Drive](#)



The screenshot shows the Dropbox web interface. At the top, there is a green button to "Drop your file to upload to your Dropbox". To the right, there is a notification bell icon and the user's name, "Waleed Zubari". Below the header, the word "Dropbox" is displayed in a large, bold, black font. On the left, a sidebar contains icons for "Files", "Photos", "Sharing", "Links", and "Events". The main area is a table listing folder names, their types, and last modified dates. The folders listed are: _Archive, Apps, Camera Uploads, Documents, IFTTT, Photos, and Public. A file upload dialog box is overlaid on the main content, showing a thumbnail of a document and a "Move" button. At the bottom left, there is a promotional message for Dropbox Business, stating "Hey Waleed, try Dropbox for Business!" and "Start with 1000 GB for 5 people.".

Name	Kind	Modified
_Archive	folder	--
Apps	folder	--
Camera Uploads	folder	--
Documents	folder	--
IFTTT	folder	--
Photos	folder	--
Public	folder	--

Photo credit: [Dropbox](#)

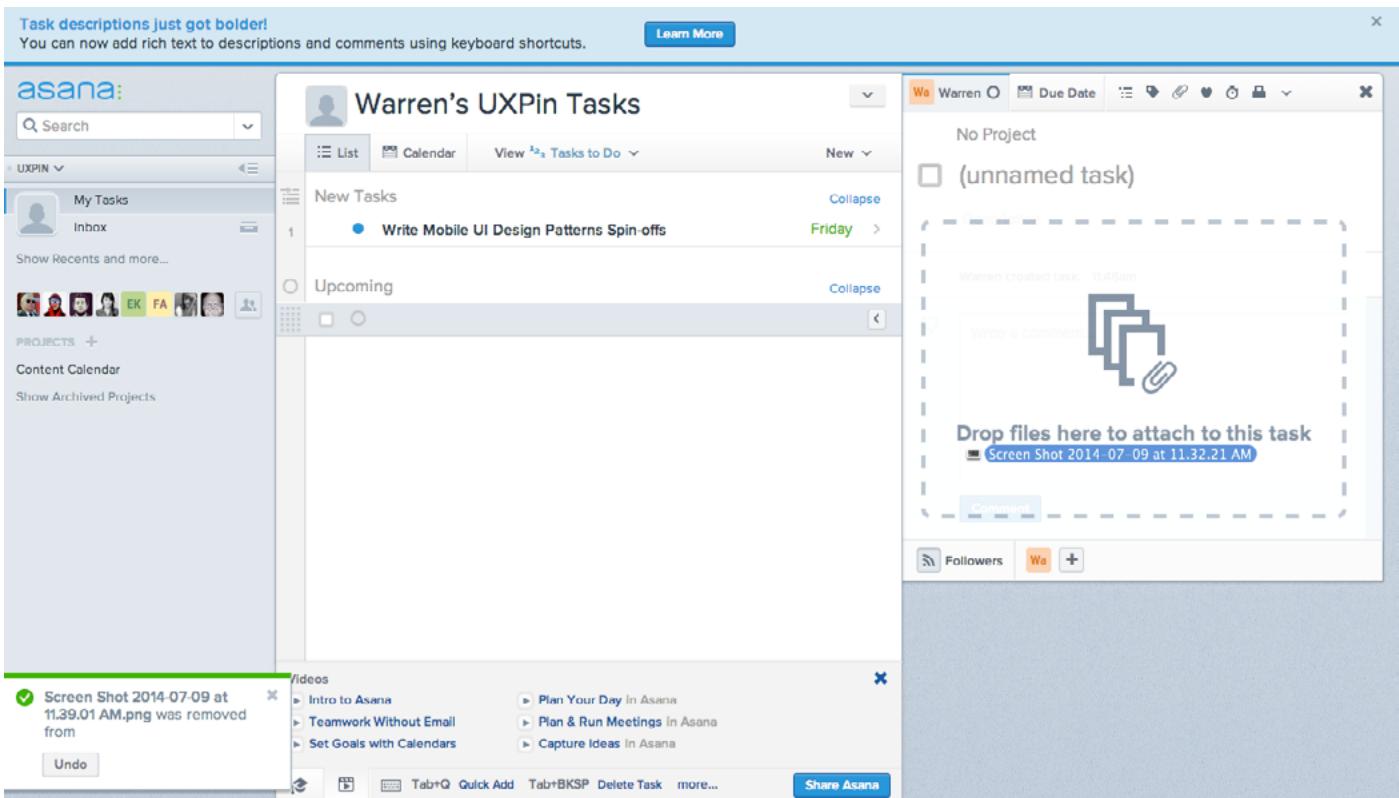


Photo credit: [Asana](#)

PROBLEM

The user wants to quickly and naturally perform an action on a website using relevant content or objects.

SOLUTION

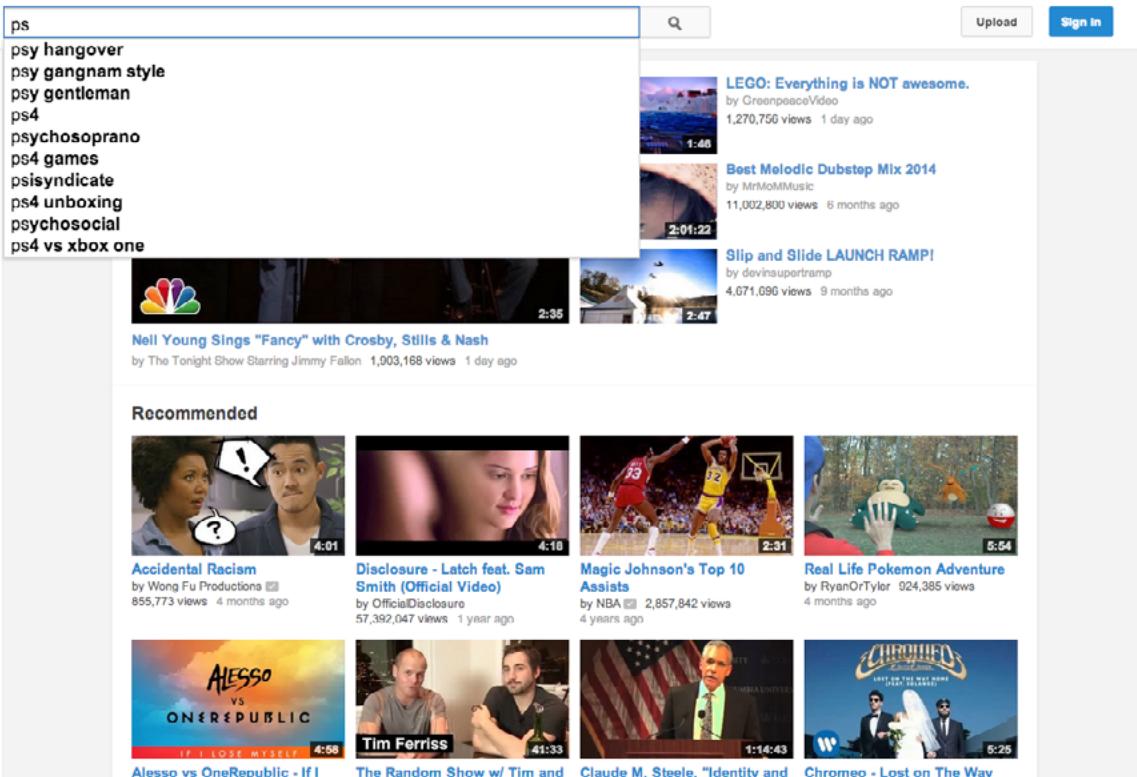
Allow users to interact with content or objects through direct manipulation such as dragging-and-dropping. This action can be used for rearranging items as in Google Drive or Asana, and it can also be used for initiating file uploads. This translates the dragging patterns built in to OS interactions to the web much like the Draggable Content pattern. For example, when uploading a file, the user would usually switch from the file explorer to the browser's upload window. This pattern replaces the clumsiness with a more seamless transition, letting users select and drop any number of files into the browser window to upload it without having to click through file hierarchies to find and upload a file. Google Drive clearly indicates that it can accept a dropped file by drawing an animated overlay over the page's regular content. Dropbox, however, only indicates this with a border around the window and a small notification. Depending on your target users, though, it may be best to create an

obvious indication rather than risk confusion. Asana and many other web applications also let you upload files by dragging-and-dropping.

Default Values & Autocomplete

EXAMPLES

YouTube, Amazon, Airbnb, Foursquare



The screenshot shows the YouTube search results for the query 'ps'. The search bar at the top contains 'ps'. Below the search bar is a list of suggested search terms: 'psy hangover', 'psy gangnam style', 'psy gentleman', 'ps4', 'psychosoprano', 'ps4 games', 'psisynthetic', 'ps4 unboxing', 'psychosocial', and 'ps4 vs xbox one'. The main content area displays several video thumbnails and titles. At the top right, there are three video thumbnails: 'LEGO: Everything is NOT awesome.' (1:46), 'Best Melodic Dubstep Mix 2014' (2:01:22), and 'Slip and Slide LAUNCH RAMP!' (2:47). Below these are two more video thumbnails: 'Neil Young Sings "Fancy" with Crosby, Stills & Nash' (2:35) and 'The Tonight Show Starring Jimmy Fallon' (1:00:168). A 'Recommended' section follows, featuring eight more video thumbnails: 'Accidental Racism' (4:01), 'Disclosure - Latch feat. Sam Smith (Official Video)' (4:18), 'Magic Johnson's Top 10 Assists' (2:31), 'Real Life Pokemon Adventure' (5:54), 'Alesso vs OneRepublic - If I Lost Myself' (4:58), 'Tim Ferriss' (4:33), 'The Random Show w/ Tim and Claude M. Steele, "Identity and' (1:14:43), and 'Chromeo - Lost on The Way' (5:25). On the left side of the main content area, there is a sidebar with various categories: 'What to Watch', 'BEST OF YOUTUBE', 'Popular on YouTube', 'Music', 'Sports', 'Gaming', 'Education', 'Movies', 'TV Shows', 'News', 'Spotlight', and 'Browse channels'. A 'Sign in' button is located at the bottom left of the sidebar. At the very bottom left, there is a 'Sign in' button.

Photo credit: [Youtube](#)

Shop by Department

Search

All

kindle

Go

 Hello, Sign in
Your Account

Try Prime

0

Cart

Wish List

- Unlimited Instant Videos
- Digital Music
- Appstore for Android
- Spider Solitaire Pro free
- Kindle E-readers & Books
- Kindle Fire Tablets
- Amazon Fire TV
- Movies, TV & more on your HDTV
- Amazon Fire Phone
- The first smartphone from Amazon
- Books & Audible
- Movies, Music & Games
- Electronics & Computers
- Home, Garden & Tools
- Beauty, Health & Grocery
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial
- Full Store Directory

Included with Prime Membership at No Additional Cost


 World War Z
Amazon Instant Video

★★★★☆ (4,221)


 Uptown Girls
Amazon Instant Video

★★★★☆ (177)


 Azorian: The Raising of the K-129
Amazon Instant Video

★★★★★ (135)


 Magic Beyond Words: The JK Rowling Story
Amazon Instant Video

★★★★★ (693)


 Star Trek Into Darkness
Amazon Instant Video

★★★★☆ (\$9.95)


 The Mermaid Chair
Amazon Instant Video

★★★★☆ (171)

DYNAMIC PERSPECTIVE

LEARN MORE

 EXCLUSIVELY
ON at&t


kindle fire HDX

From \$229

>Shop now

Celebrate 4th of July

NEW RUNNING SHOES

Graduation Gifts

in Home Audio & Headphones

>Shop now

 Photo credit: [Amazon](#)

Find a place to stay.

Rent from people in over 34,000 cities and 190 countries.

London

- [London United Kingdom](#)
- [London ON, Canada](#)
- [London KY, United States](#)
- [London OH, United States](#)
- [Londonderry NH, United States](#)

Check in

Check out

1 Guest

Search

Safari Tents in New Zealand

Kakariki, New Zealand | \$100

Book Now

Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.

Barcelona

New York

Seoul

Photo credit: [Airbnb](#)

52

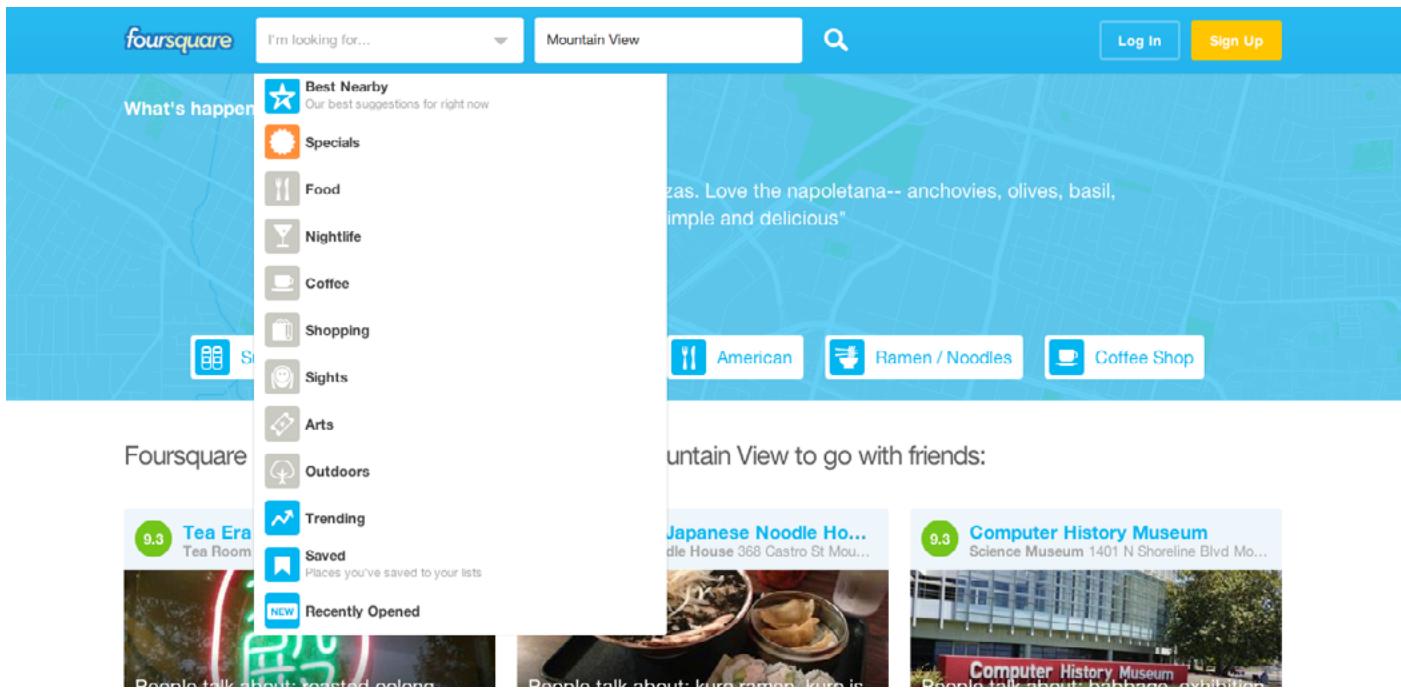


Photo credit: [Foursquare](#)

PROBLEM

The user wants to complete actions quickly.

SOLUTION

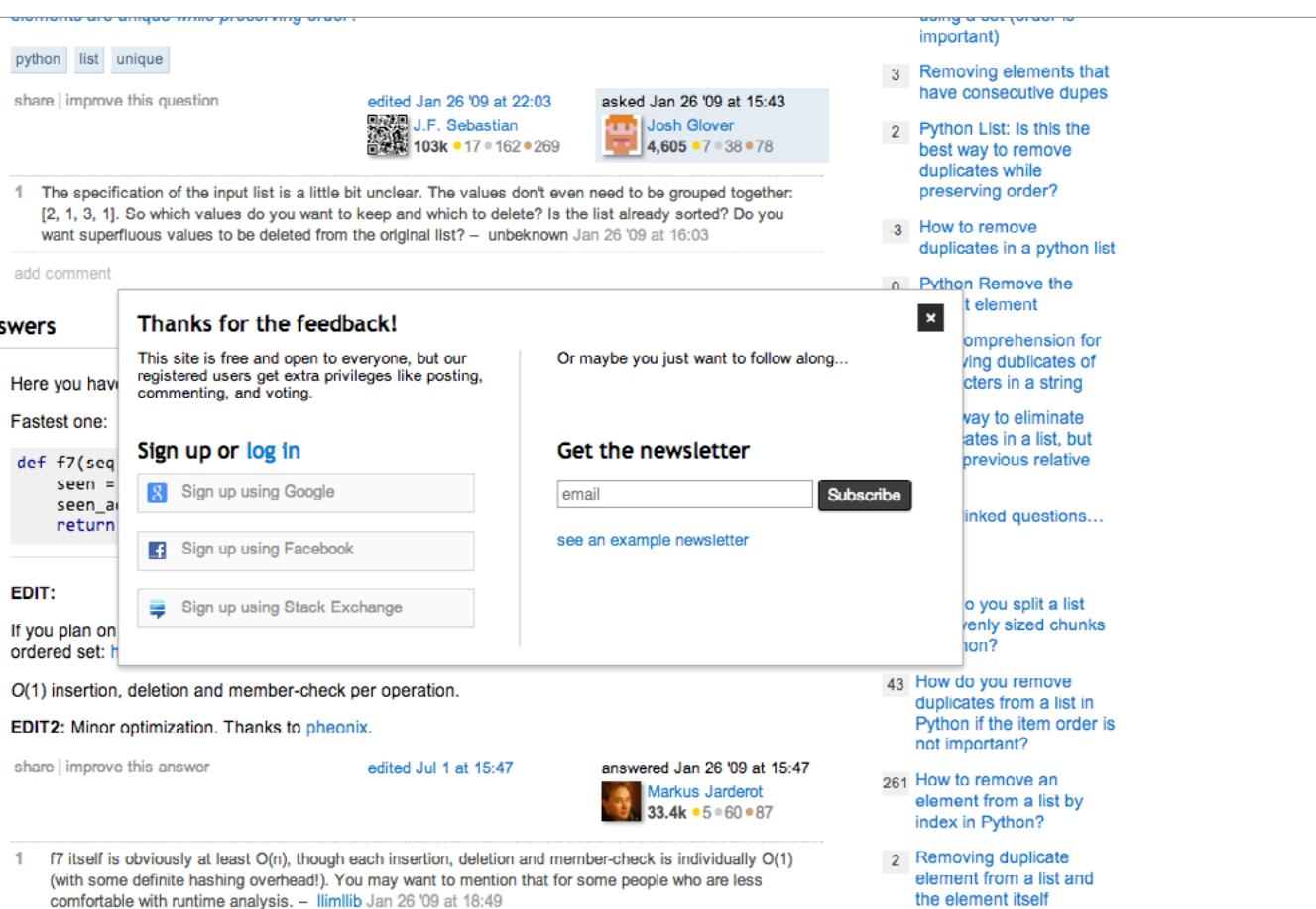
Anticipate frequently selected items and make data entry easier for the user by providing them with pre-populated default values or prompts based on suggestions and previously entered data. The UI can automatically adapt to smart defaults and input fields can be prefilled with the most common data. YouTube for example automatically sets the language and region based on where the user is browsing from - this can be changed easily with controls at the bottom of the page, but most users will never need to even think about it.

This can be paired with autocomplete functionality like in Google search, which significantly speeds up the user's actions but also serves as hints or guides for users who want to explore a topic or theme. Google also prefills the country and phone number country code based on the user's location, letting users skip a couple of steps. Twitter speeds things up by placing links to matched profiles in the search box so that the user can skip an interstitial search results page and go to the profile directly. This pattern can be particularly useful in standardizing user input and anticipating problems before they occur.

Immersion (or “Lazy Signups”)

EXAMPLES

Stack Overflow, Airbnb, Ebay, Yelp



The screenshot shows a Stack Overflow question titled "How to remove duplicates from a list while preserving order". The question has 250 upvotes and 269 answers. The accepted answer, by J.F. Sebastian, is a Python list comprehension: `def f7(seq): seen = set(); seen.add(seen.add) return [seen.add(x) for x in seq]`. The question asks for a solution that preserves the order of elements. It has 103k views, 17 answers, and 269 comments. The question was asked by Josh Glover on Jan 26 '09 at 15:43 and edited on Jan 26 '09 at 22:03. The accepted answer was edited on Jan 26 '09 at 16:03.

Answers (20):

- Fastest one:
`def f7(seq): seen = set(); seen.add(seen.add) return [seen.add(x) for x in seq]`
- EDIT:
If you plan on using this in a sorted set, then O(1) insertion, deletion and member-check per operation.
- EDIT2: Minor optimization. Thanks to [phoenix](#).

Comments:

- 1 The specification of the input list is a little bit unclear. The values don't even need to be grouped together: [2, 1, 3, 1]. So which values do you want to keep and which to delete? Is the list already sorted? Do you want superfluous values to be deleted from the original list? – unbeknown Jan 26 '09 at 16:03
- 2 Python List: Is this the best way to remove duplicates while preserving order?
- 3 How to remove duplicates in a python list
- 4 Python Remove the t element
- 5 comprehension for removing duplicates of characters in a string
- 6 way to eliminate duplicates in a list, but previous relative linked questions...
- 7 o you split a list into only sized chunks of 10?
- 8 How do you remove duplicates from a list in Python if the item order is not important?
- 9 How to remove an element from a list by index in Python?
- 10 Removing duplicate element from a list and the element itself

Photo credit: [Stack](#)

airbnb BROWSE SIGN UP LOG IN HELP LIST YOUR SPACE

Sign up to book "Charming Townhouse 2BD/2BTH w Patio"

Sign up

Sign up with Facebook

OR

Sign up with Email

By signing up, I agree to Airbnb's [Terms of Service](#), [Privacy Policy](#), [Guest Refund Policy](#), and [Host Guarantee Terms](#).

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Photo credit: [Airbnb](#)

airbnb BROWSE SIGN UP LOG IN HELP LIST YOUR SPACE

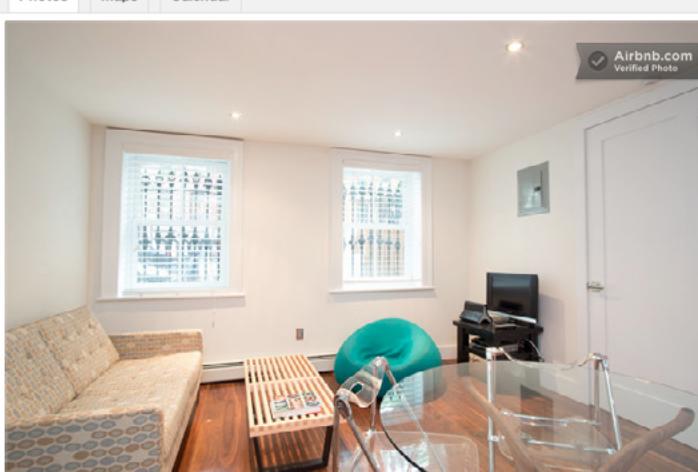
[Tweet](#) [Pin It](#) [g+1](#) [Like](#) {11}

Charming Townhouse 2BD/2BTH w Patio

Bed & Breakfast - Entire home/apt - St James Pl, Brooklyn, NY 11238, United States

40 Guidebook Reviews

Photos Maps Calendar



From **\$245** Per Night

Check in 06/17/2014 Check out 06/18/2014 Guests 1

\$245 x 1 night	\$245
Cleaning fee	\$60
Service fee ⓘ	\$37
TOTAL	\$342

Request to Book

Save to Wish List

Saved 414 times

Photo credit: [Airbnb](#)

Air Jordan 3 White Cement 03

Item condition: Pre-owned

Time left: 7m 54s (Jul 09, 2014 12:23:39 PDT)

Current bid: US \$100.00 [1 bid]

Place bid

Enter US \$102.50 or more

Add to watch list

Add to collection

100% positive Feedback

Limited time remaining

Bill Me Later: Spend \$99+ and get 6 months to pay
Subject to credit approval. See terms

Shipping: \$18.15 Expedited Shipping | See details
Item location: Upper Marlboro, Maryland, United States
Ships to: United States

Delivery: Estimated between Sat. Jul. 12 and Tue. Jul. 15

Payments: PayPal, Bill Me Later | See details

Returns: Seller does not offer returns. You are covered by the eBay Money Back Guarantee if you received an item that is not as described in the listing.

Guarantee: eBay MONEY BACK GUARANTEE | See details
Get the item you ordered or get your money back.
Covers your purchase price and original shipping.

People who viewed this item also viewed

Photo credit: eBay

PROBLEM

The user wants to try things out before making a commitment.

SOLUTION

More applications are letting users immediately immerse themselves in an app before anything else — even signing up or logging in.

Remember, they can only do one thing at a time, and have limited time to test every new product out. With the growing specialization of web apps, it's increasingly important that you find quality user or customer leads before nurturing them — they may hate your product or quickly realize it's not what they wanted. Asking users for the information you need to register their accounts can be a tough ask, and lower signup conversion rates even for qualified visitors. On a positive note, by letting them immediately experience your product, they may get more hooked because of how deeply they were able to explore the app on the first experience. This can work better than the onboarding walkthrough UI pattern we cover next, because it shows the user instead of telling them how things work.

Complete Your Review:
The Smoke Shack

Rating Yay! I'm a fan.

Your review
Read our review guidelines

Loved the food! Great ambiance and friendly staff!

Cancel **Sign Up and Post**

* You can always edit or remove reviews later

Reviews for The Smoke Shack

Matthew P. 5/11/2014
This place is inspiring!! This is why people start restaurants!! They simply have a passion for food!!!! Such awesome BBQ!! This place will grow & expand and be here for a long time to come!! Great value, great flavor, home cooking, low salt, low sugar, fresh ingredients!! You can tell they love what they do!! Well done!!!

Rob N. 6/24/2014
Five stars? Oh man, that's gotta be some good barbecue!
No.
This is not good barbecue. I keep finding worse and worse barbecue, and I keep thinking the next barbecue joint I go to can't be any worse than the last. Despite that, I keep getting surprised by superiorly bad barbecue and mediocre brisket.
I'm not sure what the deal is with their brisket, but I've never seen such an abortion. I've seen brisket done many ways: sliced thin, sliced thick, chopped, sauced, not sauced, sliced [read more »](#)

Quan D. 5/20/2014
Quick Summary: If you thought that a food truck couldn't get you some of the best BBQ ever, you'd be flat wrong. The food here is prepared with a great care and punches you with flavor. Yeah it hurts that good.
My whole story of coming out here started with a bit of disappointment... it was a typical FL Sunday and I was just aching for some good ribs... so I made my way over to the Shack and everything was closed up... sadness! I double checked the web and the hours showed they should have [read more »](#)

Photo credit: [Yelp](#)

AirBnb allows you to browse through different living spaces and even create a listing before requiring sign up. SoundCloud allows people to listen to other people's mashups/remixes without requiring sign up and Yelp lets users write reviews before asking for a login. This creates a much more welcoming environment for a large audience of music lovers who can enjoy listening to unique remixes of their favorite songs, while generating an attractive platform for current and future members who want to upload and share their own music with the largest population possible. Oftentimes, registration comes with an added benefit which makes it more attractive. Late registrations may not always be a good idea, but the option to "try-before-you-register" can be a great way to increase engagement with your app.

Social Login

EXAMPLES

Spotify, Pinterest

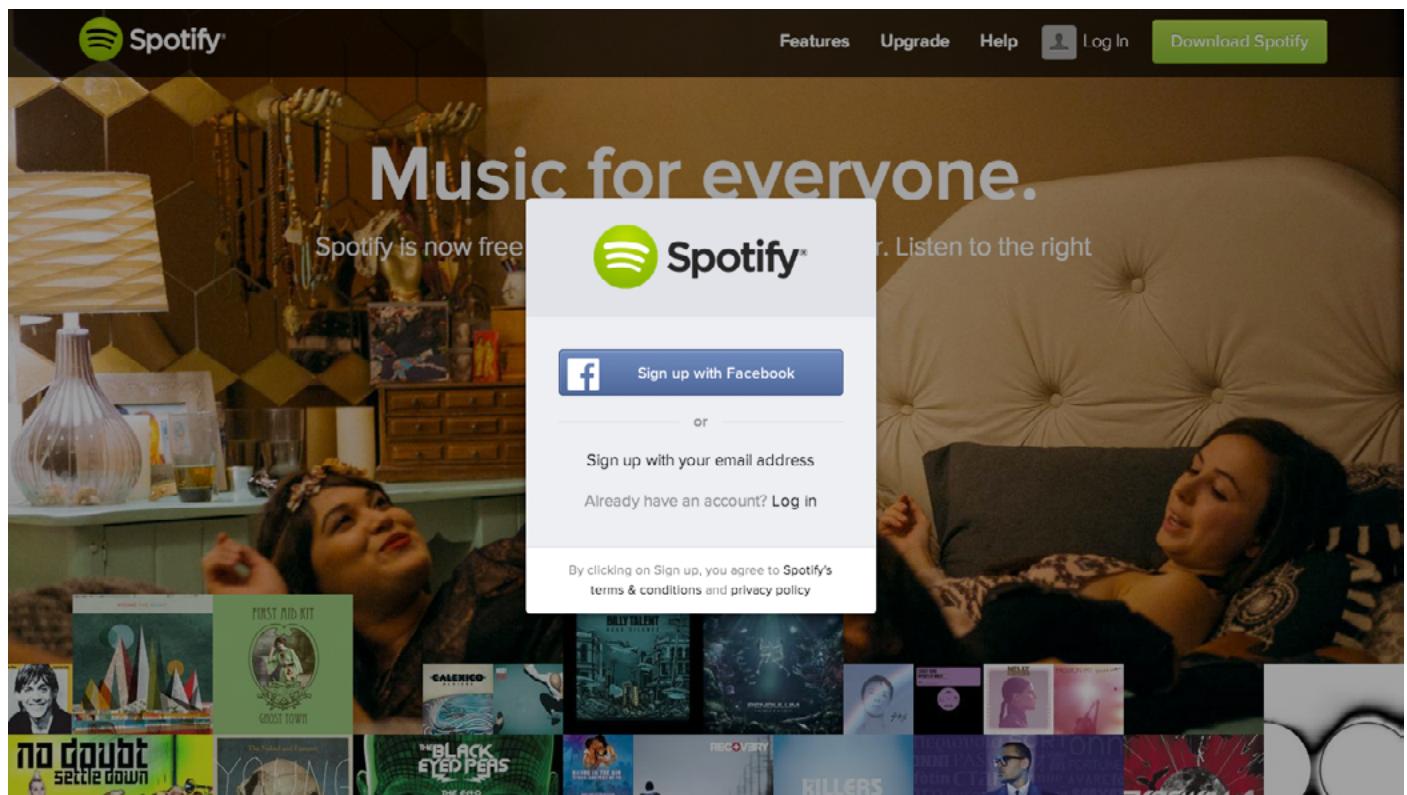


Photo credit: [Spotify](#)

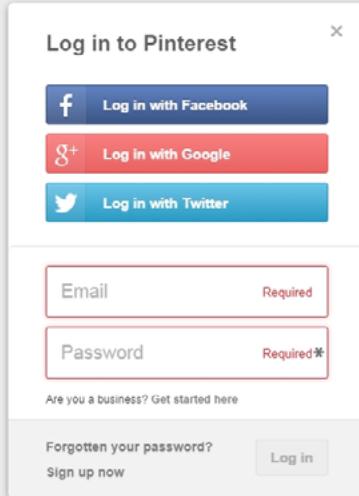


Photo credit: [Pinterest](#)

PROBLEM

The user wants an easier way of signing up and logging in.

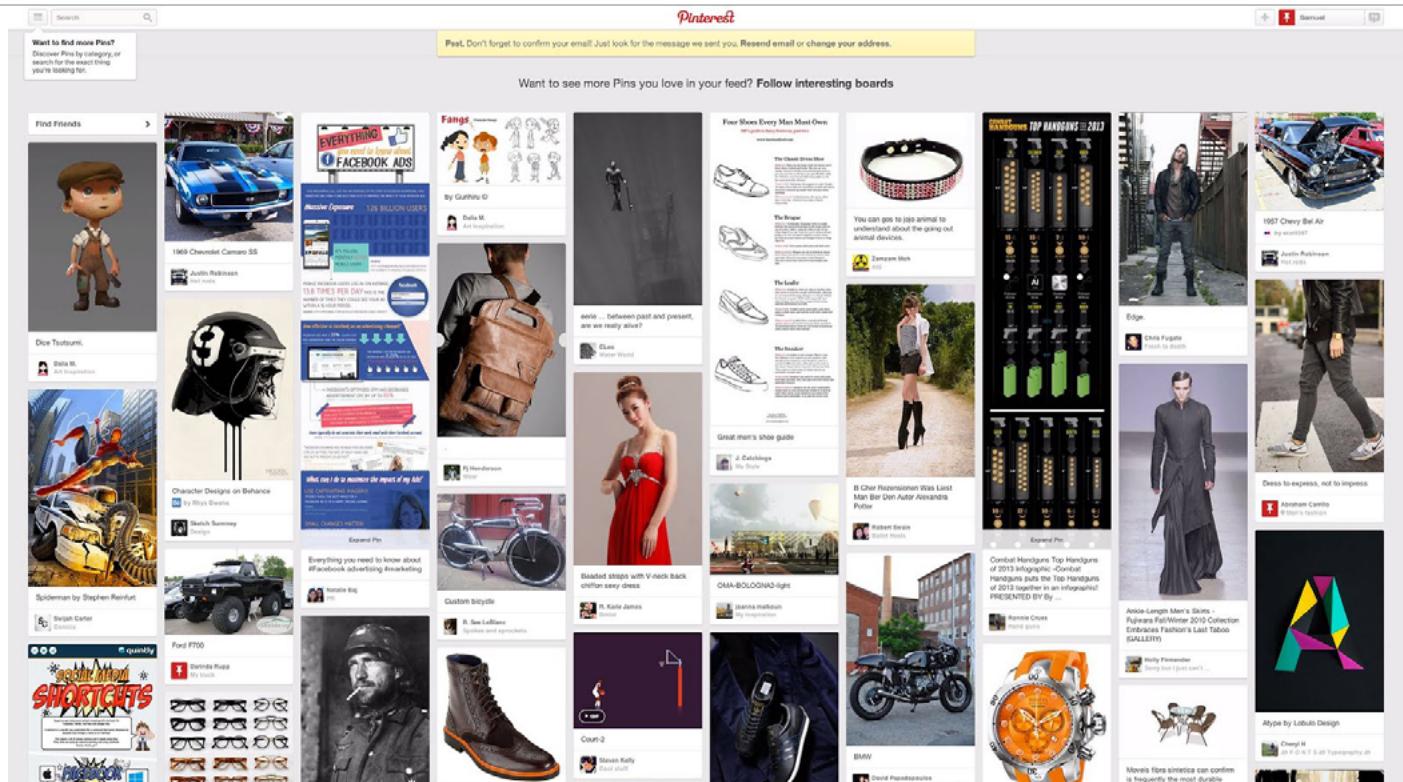
SOLUTION

Integrate social sign-in methods that allow users to login through their existing accounts. This means they have one less username/password combination to worry about, and at the same time, you don't have to worry about password security as much. Facebook, Twitter and Google are the major OAuth login providers and depending on the platform and target audience, you can implement all or either of these in your app instead of having users set up a separate account that they may or may not end up using in the future. Using this signup and login pattern can also provide you with some basic data about the user (which feeds into data auto-population as they use the application), all the while making it easier on them by not forcing them to type their details into the strange new app they just downloaded. This simple feature can go a long way in drastically improving your UX, and no wonder this pattern is well on its way to becoming an expectation.

Notifications

EXAMPLES

Pinterest, Twitter



The image shows a screenshot of a Pinterest feed. At the top, there are search and filter options. A yellow banner at the top right says "Post. Don't forget to confirm your email! Just look for the message we sent you. Resend email or change your address." Below the banner, a message encourages users to "Want to see more Pins you love in your feed? Follow interesting boards". The main feed displays a grid of pins from various users. Some pins include images of cars (like a 1969 Chevrolet Camaro SS and a 1967 Chevy Bel Air), fashion items (like a red dress and a black leather belt), and other interesting finds (like a custom bicycle and a Ford F700 truck). The pins are arranged in a 4x6 grid, with some pins having multiple images or descriptions.

Photo credit: [Pinterest](#)

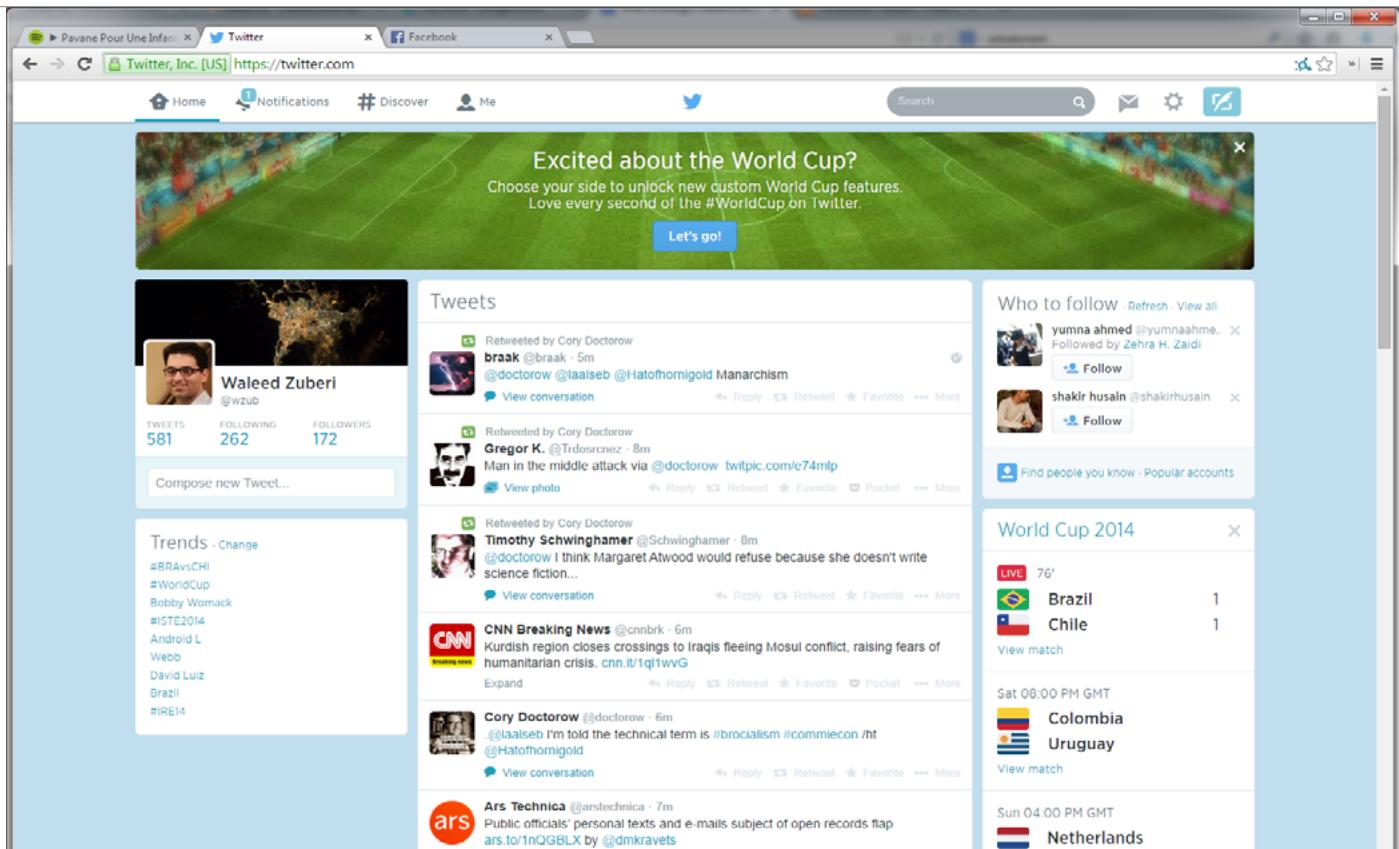


Photo credit: [Twitter](#)

PROBLEM

The user wants to know about new activity or actions they should take at a glance.

SOLUTION

Highlight recent activity by visually marking new content. There are several implementations of this pattern. Placing a small numbered badge on the menu label was popularized by iOS but can be seen seeping into web interfaces as well with many other web apps now like in LinkedIn, Facebook or Quora. Twitter does this as well but also highlights the label with a dot to indicate new activity in a more subtle way. Another way to display notifications is with a banner or other element in the page to get the user's attention.

Discoverable Controls

EXAMPLES

Pinterest, Spotify

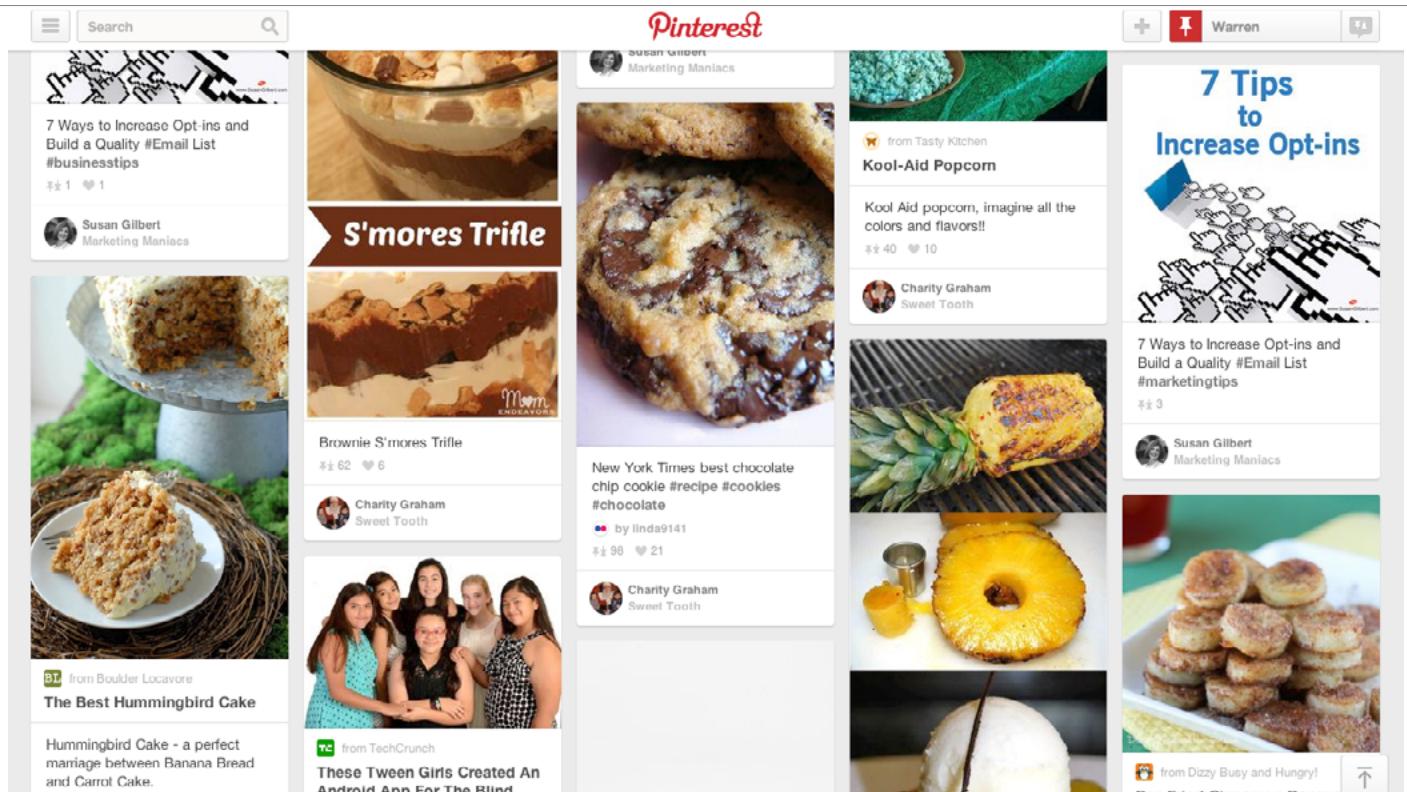


Photo credit: [Pinterest](#)

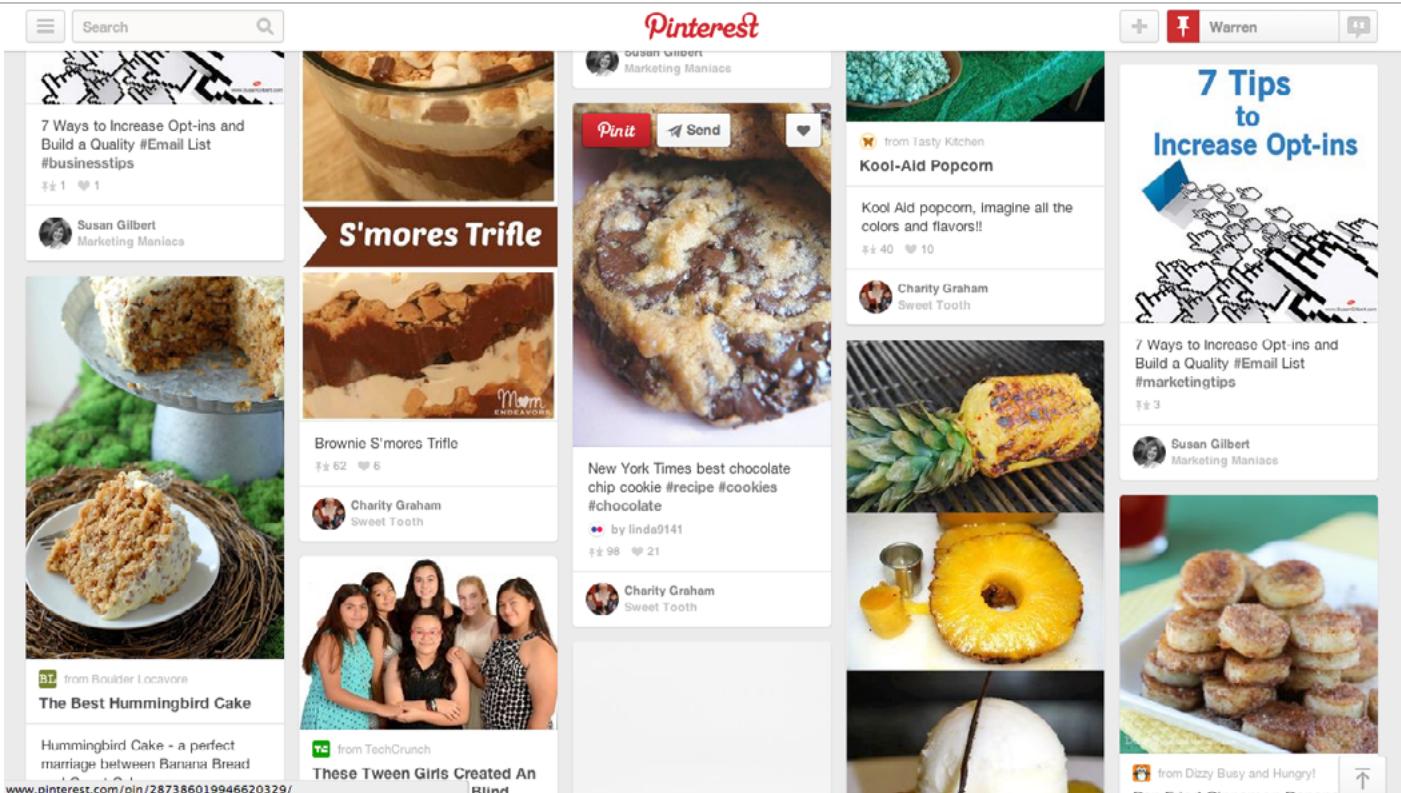


Photo credit: [Pinterest](#)

Photo credit: [Spotify](#)

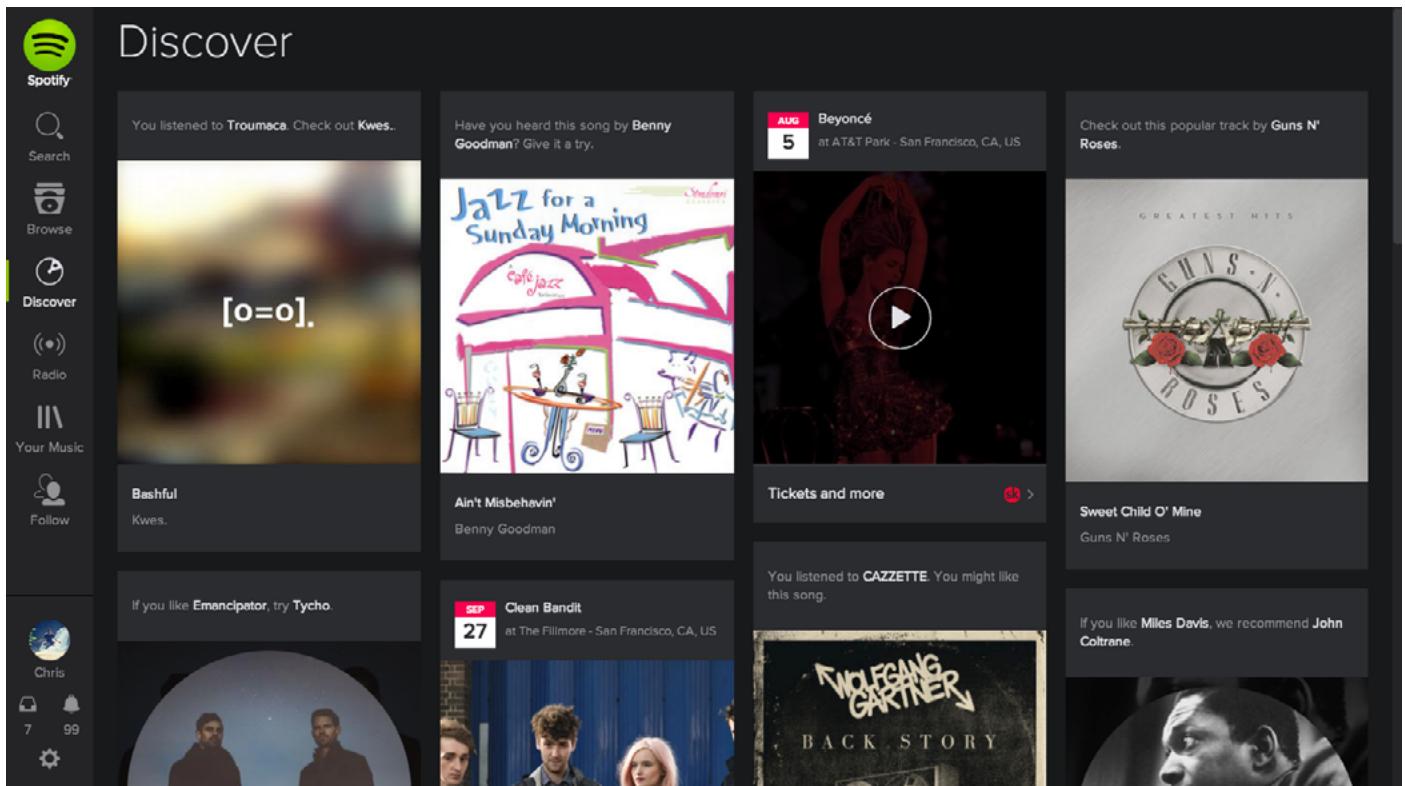


Photo credit: [Spotify](#)

PROBLEM

The user wants quick access to controls that are secondary or only relevant to specific sections or content on the web page.

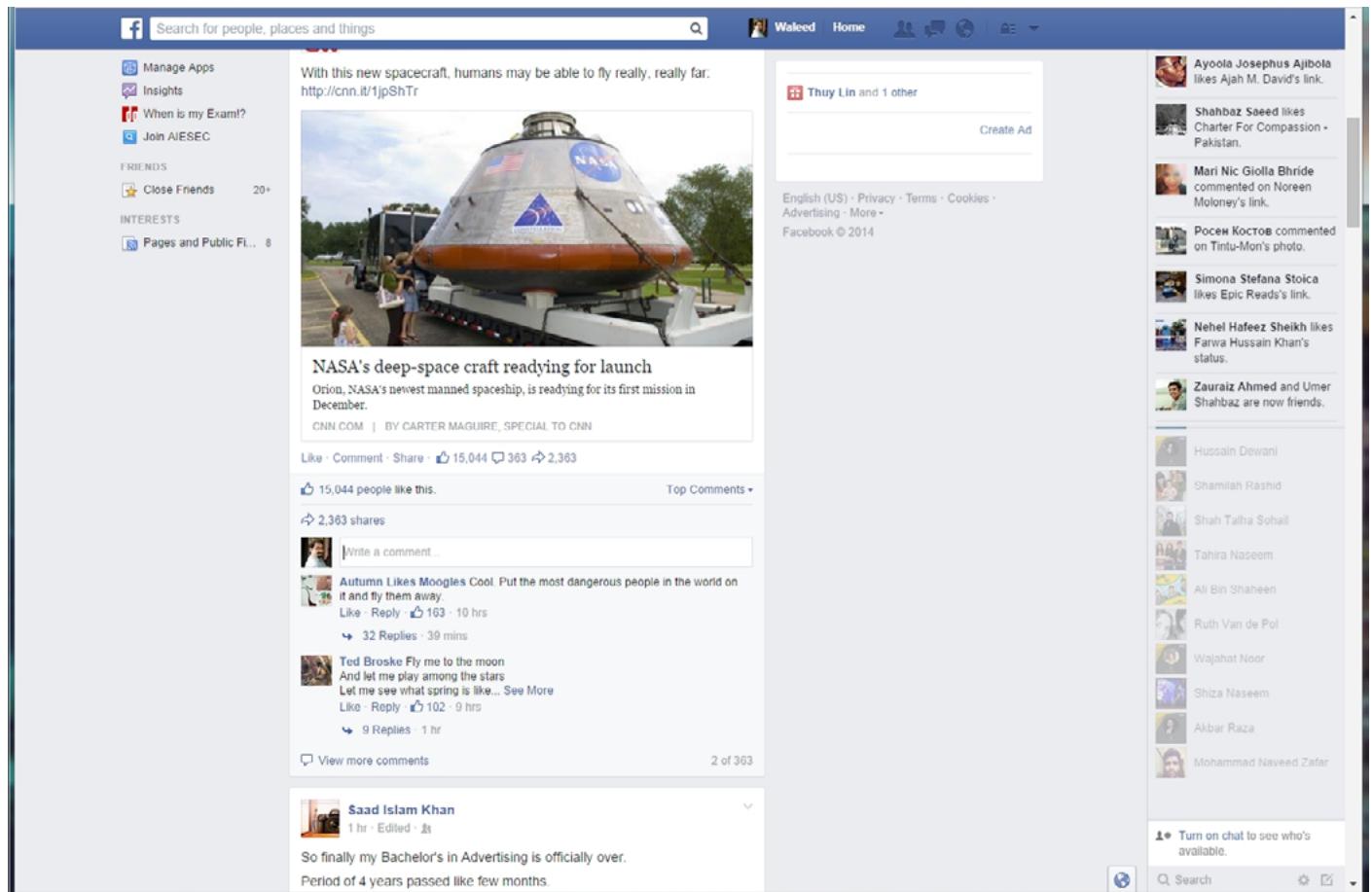
SOLUTION

Clear up the clutter and let users discover particular actions only when they need them. Users can usually access these invisible controls by either hovering over specific sections or content on the web page or scrolling through the website. This allows for certain actions to stay off-screen until it makes sense to use them, saving valuable real estate and offering a cleaner user interface. Individual settings for items in the Timeline on Facebook can be “discovered” behind a subtle triangle menu. Spotify uses a click-and-hold action to let users preview songs or playlists while browsing.

Expandable Inputs

EXAMPLES

Facebook, Quora



With this new spacecraft, humans may be able to fly really, really far.
http://cnn.it/1jpShTr

NASA's deep-space craft readying for launch

Orion, NASA's newest manned spaceship, is readying for its first mission in December.

CNN.COM | BY CARTER MAGUIRE, SPECIAL TO CNN

Like · Comment · Share · 15,044 363 2,363

15,044 people like this. Top Comments ▾

2,363 shares

Write a comment

Autumn Likes Moolies Cool Put the most dangerous people in the world on it and fly them away.
Like · Reply · 103 · 10 hrs
32 Replies · 39 mins

Ted Broske Fly me to the moon
And let me play among the stars
Let me see what spring is like... See More
Like · Reply · 102 · 9 hrs
9 Replies · 1 hr

View more comments 2 of 363

Saad Islam Khan 1 hr · Edited ·

So finally my Bachelor's in Advertising is officially over.
Period of 4 years passed like few months

Turn on chat to see who's available.

Photo credit: [Facebook](#)

Photo credit: [Quora](#)

PROBLEM

The user wants to focus on the content instead of sacrificing screen real estate to controls.

SOLUTION

Design controls that expand when the user clicks on them. This keeps these controls out of the way until the user needs them. For example, Quartz conserves screen space by hiding the search bar behind an icon that expands into a search bar when the user clicks on it. Facebook collapses the comments sections on most posts in the Timeline until the user explicitly clicks on the Comment link. Another way of conserving screenspace is to have the input fields automatically expand to accommodate larger amounts of text. The Facebook comments field enlarges itself depending on how much text you write, but by default it is a single line. Similarly, Quora hides the WYSIWYG editor and only shows a plain text box until the user clicks on it.

Undo

EXAMPLES

Gmail, Google Calendar, Asana, Facebook

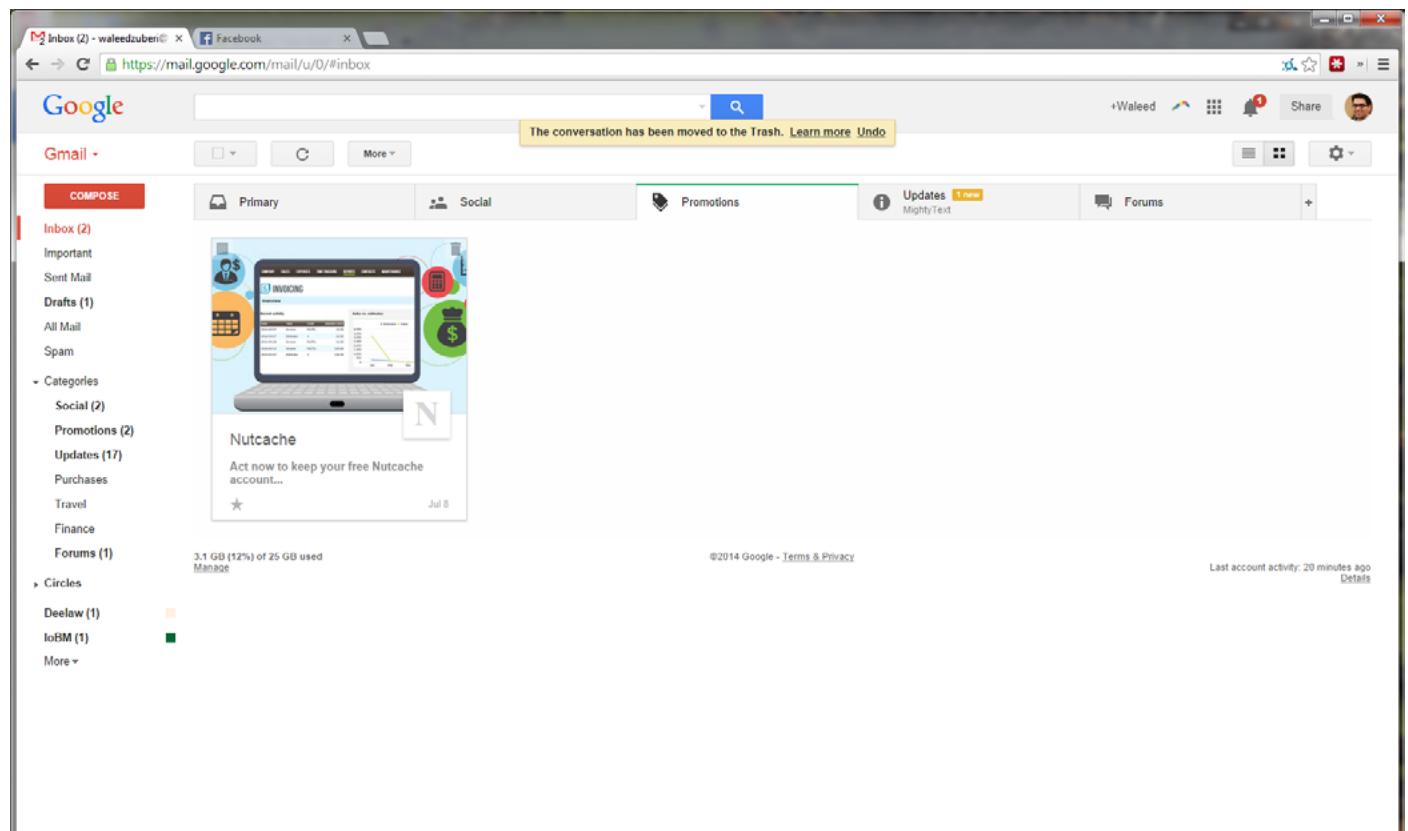


Photo credit: [Gmail](#)

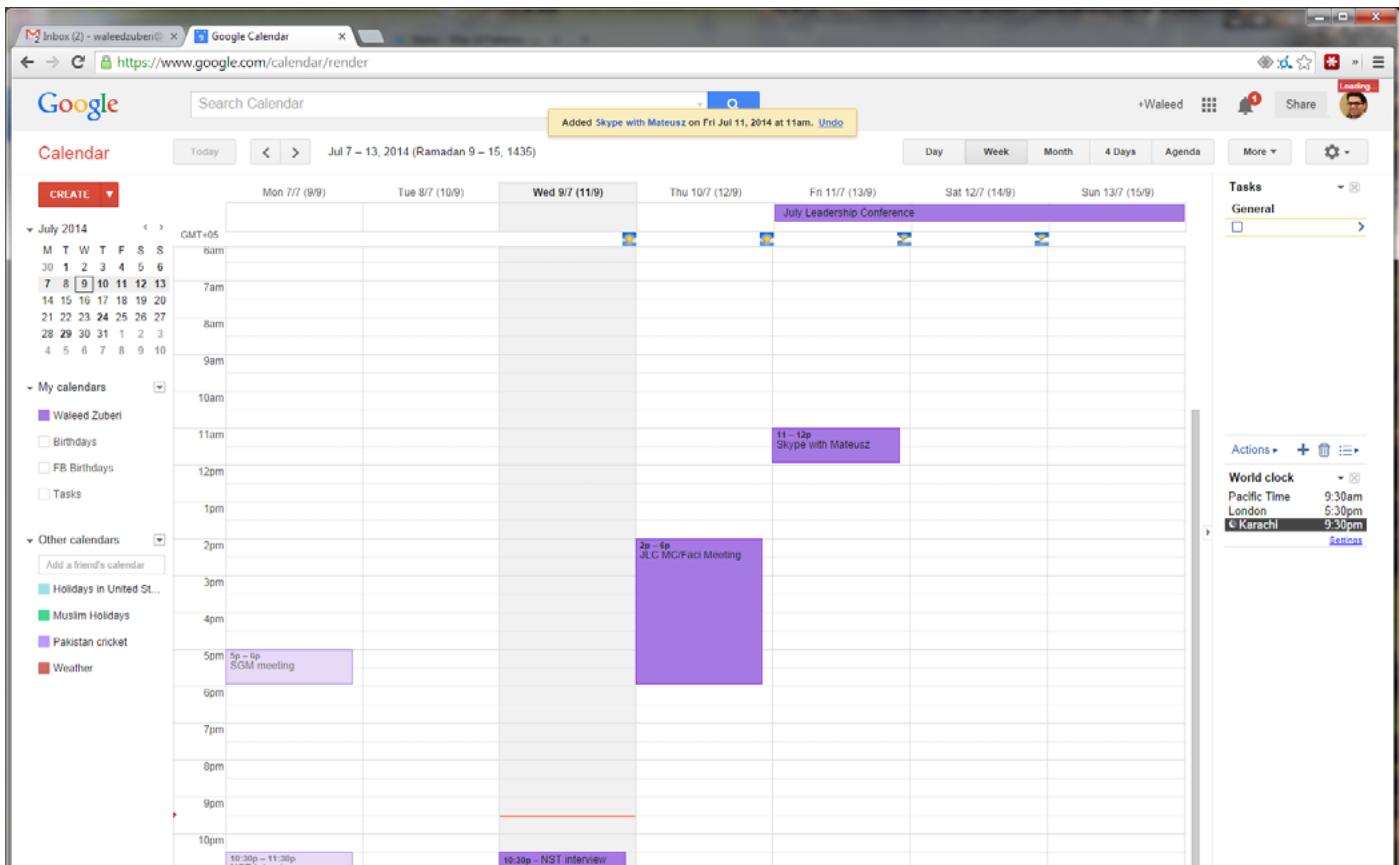


Photo credit: [Calendar](#)

Photo credit: [Asana](#)

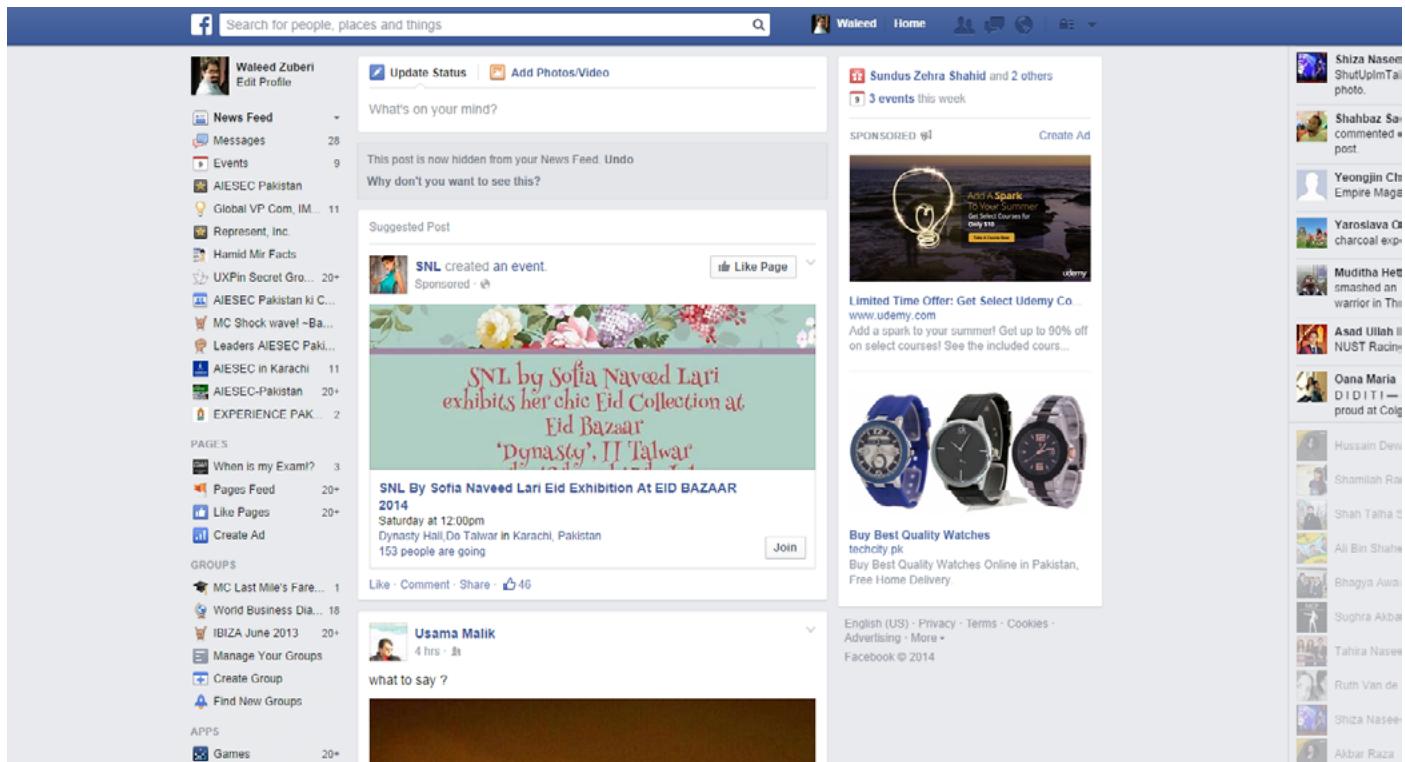


Photo credit: [Facebook](#)

PROBLEM

The user wants to take actions quickly without interruptions (ex: confirmations) but with the option of reverting accidental actions.

SOLUTION

Provide an easy way for users to undo their actions instead of just asking them to confirm beforehand. Situations where an action can cause inconvenience or loss of data if done by accident or in haste, for example deleting an email or editing some text. The user may have completed an action because they didn't know what to expect; a forgiving UI that lets them experiment can be more engaging and friendly. The ability to undo is also great for power users, who will appreciate feeling more in control without the UI holding their hand throughout the process repeatedly asking if they're sure they want to proceed. A confirmation popup can be useful at explaining what's about to happen, but users may not understand the implications until they see the result of their action. Not to mention the time it saves. In cases like these it's best to get out of the way while providing a safety net in case of mistakes. Allowing users to edit their input is another way of giving users a chance to "undo" their actions.

4

Navigation

Jump to Section

EXAMPLES

Pinterest, Tumblr

Pinterest

DRESS YOUR TECH / 48

5 1 1

Hannah Hennen .design.

Related Pin

MOREAU & SHAPIRO PUBLIC LIBRARY

AUTHORS sophia and micah

TITLE our marriage story

DATE 03.22.13 met at work and then wedding first date at olive ridge vacation to tajik and spain 12.11.14 moved in together 03.10.15 became engaged 01.09.16 will get married

APR 09 16

Long Overdue - Save the Date Postcards #marriage #inspiration

5 3

Patrick Welker Webspiration

Letter U

from Etsy

Rifle Paper Co.

15 2

Jessica Whiting design gulf

Related Pin

Methane Studios

4

Hannah Hennen .design.

Related Pin

Amala Organic Skincare Range

79 20 1

Photo credit: [Pinterest](#)

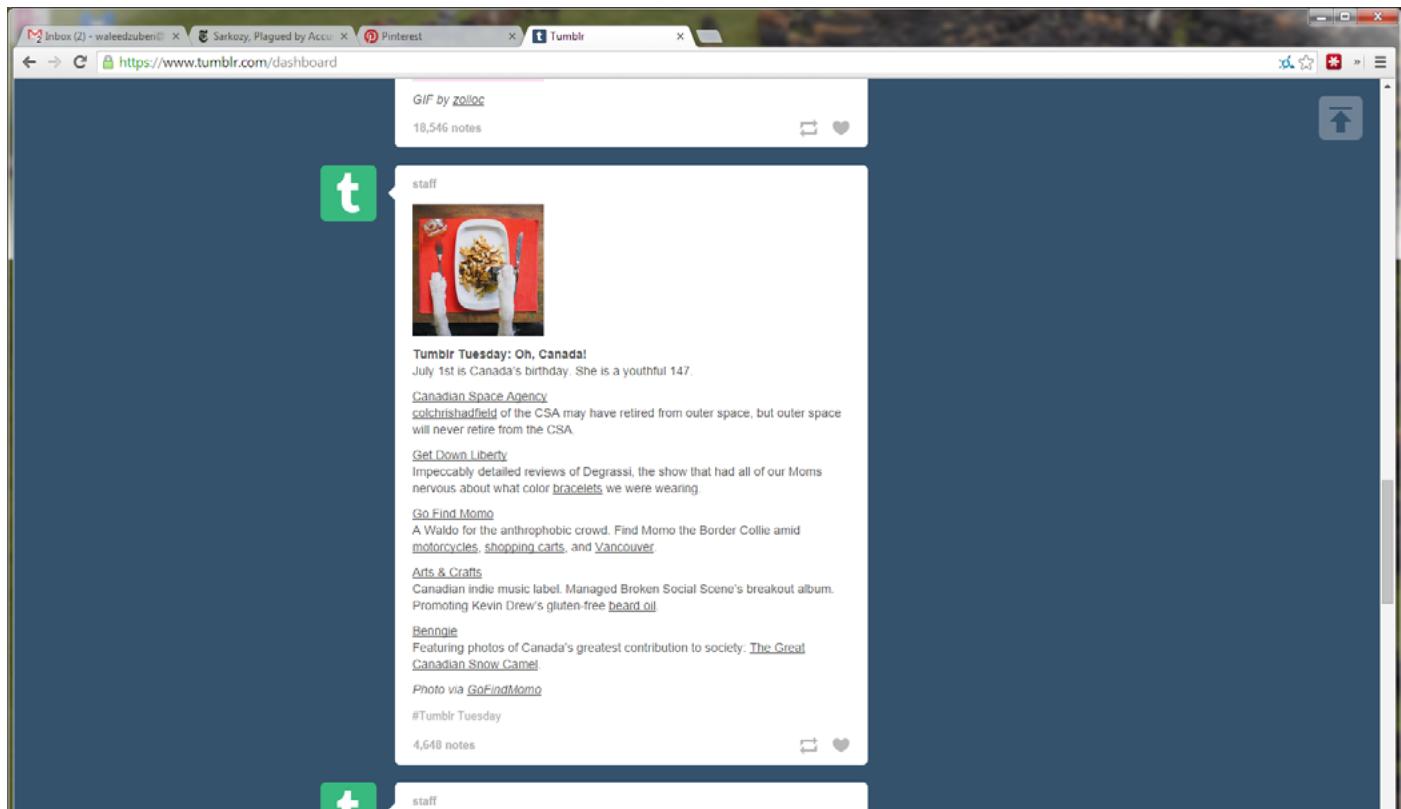


Photo credit: [Tumblr](#)

PROBLEM

The user wants to jump through whole sections of a web app or content quickly.

SOLUTION

Create a shortcut button or hot spot that takes users directly to a certain part of a web app, typically beginning or end but more commonly other specific points. For example, users can click a tab or button to scroll to the top of the page from wherever they are. This comes in handy especially if you're also implementing the Infinite Scroll pattern and the page can get really long as new content is loaded one after the other. If users want to access controls or information that is only visible at the top of the page, returning there after several pages worth of scrolling can be a nightmare. Pinterest solves this user headache by showing an unobtrusive "jump-to-top" button that instantly scrolls the user back.

Single-Page Web Apps

EXAMPLES

Gmail, Asana, Twitter, Spotify

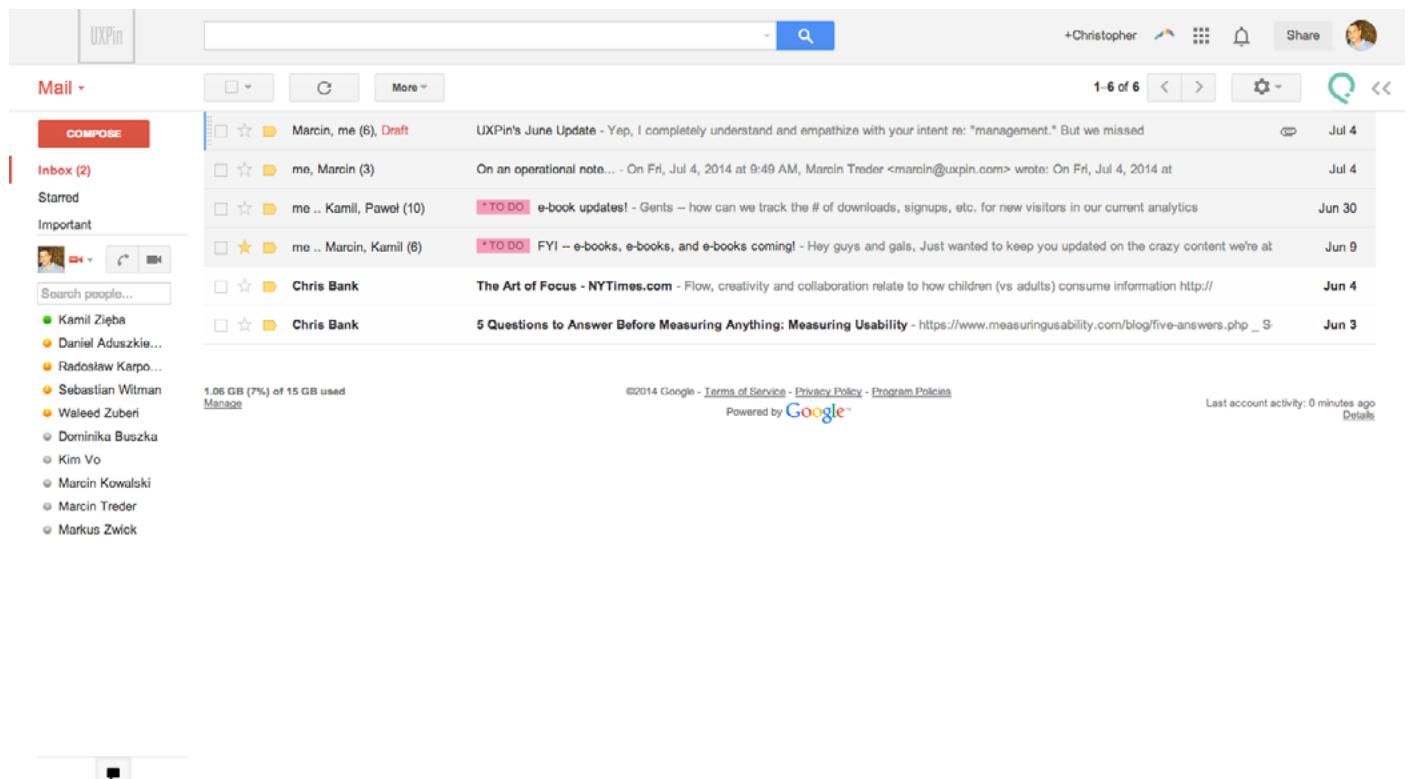


Photo credit: [Gmail](#)

Photo credit: [Asana](#)

Photo credit: [Twitter](#)

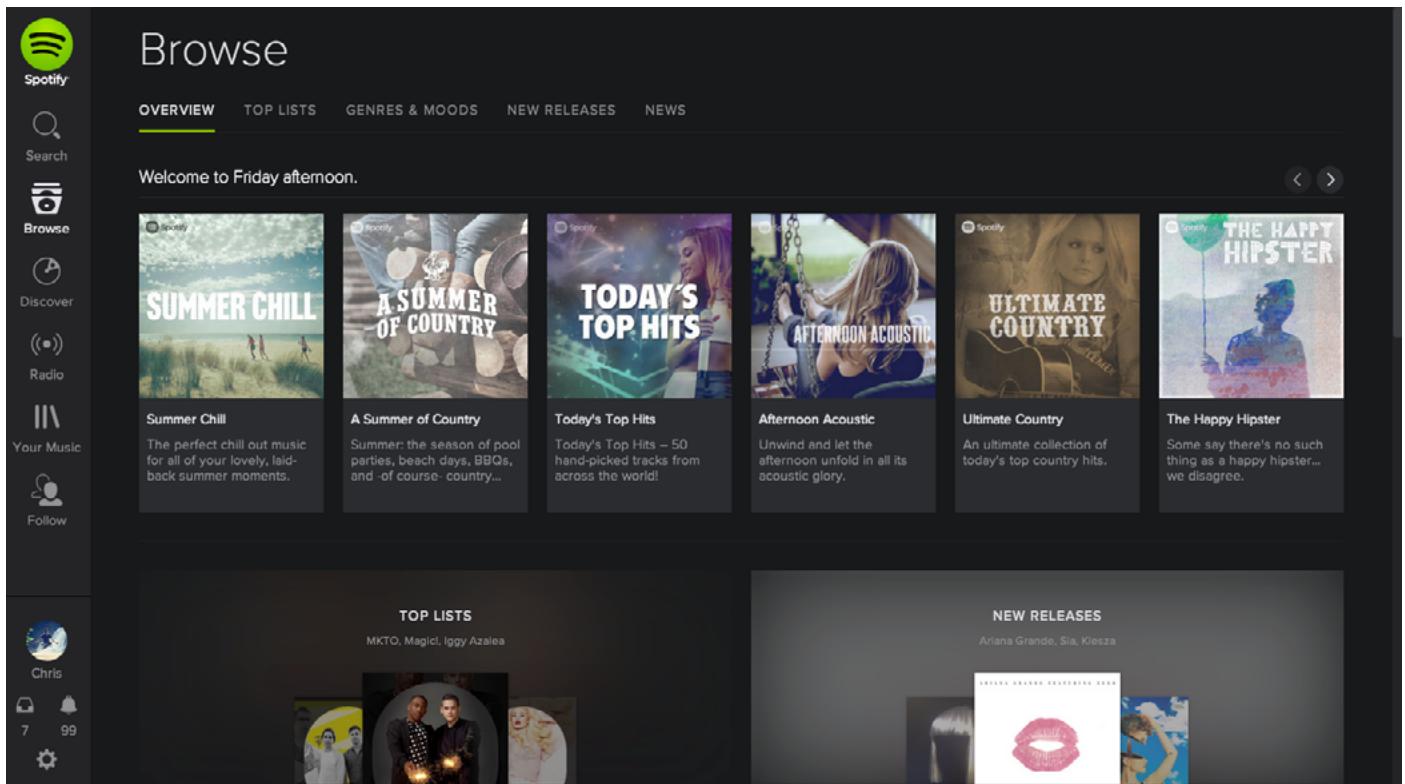


Photo credit: [Spotify](#)

PROBLEM

The user wants a central place to view or take actions on most or all content so they don't have to waste time navigating between pages.

SOLUTION

Use modern web development techniques to build a single-page app that doesn't need to reload itself as the user browses through it. This pattern is more of a complete restructuring of how the web works rather than something you can hack into your app afterwards. In a way, the “page in a single-page app isn't really a page in the traditional web sense, rather it's more of a particular data view. Single-page web apps load asynchronously (using AJAX), in that they perform instantly without the user having to wait for separate pages to load between operations. Gmail is a good example of a single-page app that integrates multiple actions into a single “page”. The trend of single-page designs is a less-hardcore implementation of this UI pattern, where all content can be accessed on the same page. This makes browsing much faster and responsive, blurring the line between desktop and web apps. For web apps like Spotify, the single-page app pattern becomes essential when you consider that the user might play music in the background but also browse thro-

ugh more music at the same time; having a single-page app eliminates the need for a page reload, so the music can keep playing. One consideration you'll need to make when implementing a single-page app is the URL structure. Because content is loaded dynamically using JavaScript, URLs can become useless and accessing a particular view can become impossible if not done right. Web apps like Gmail and Twitter overcome this by explicitly generating unique URLs for each view, which also solves the problem of the browser's Back button becoming unusable.

Recommendations

EXAMPLES

Facebook, Spotify, Amazon, Medium

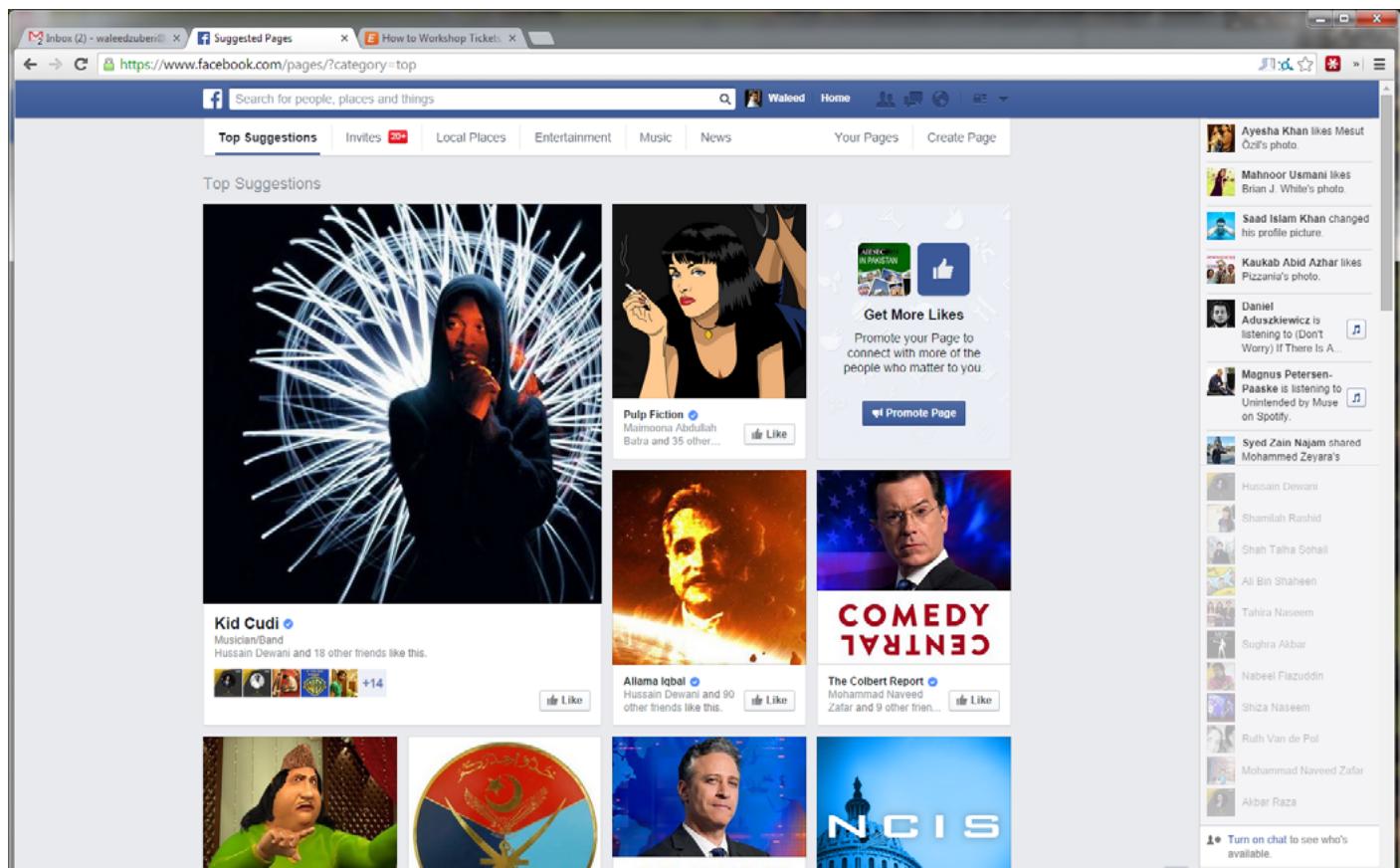


Photo credit: [Facebook](#)

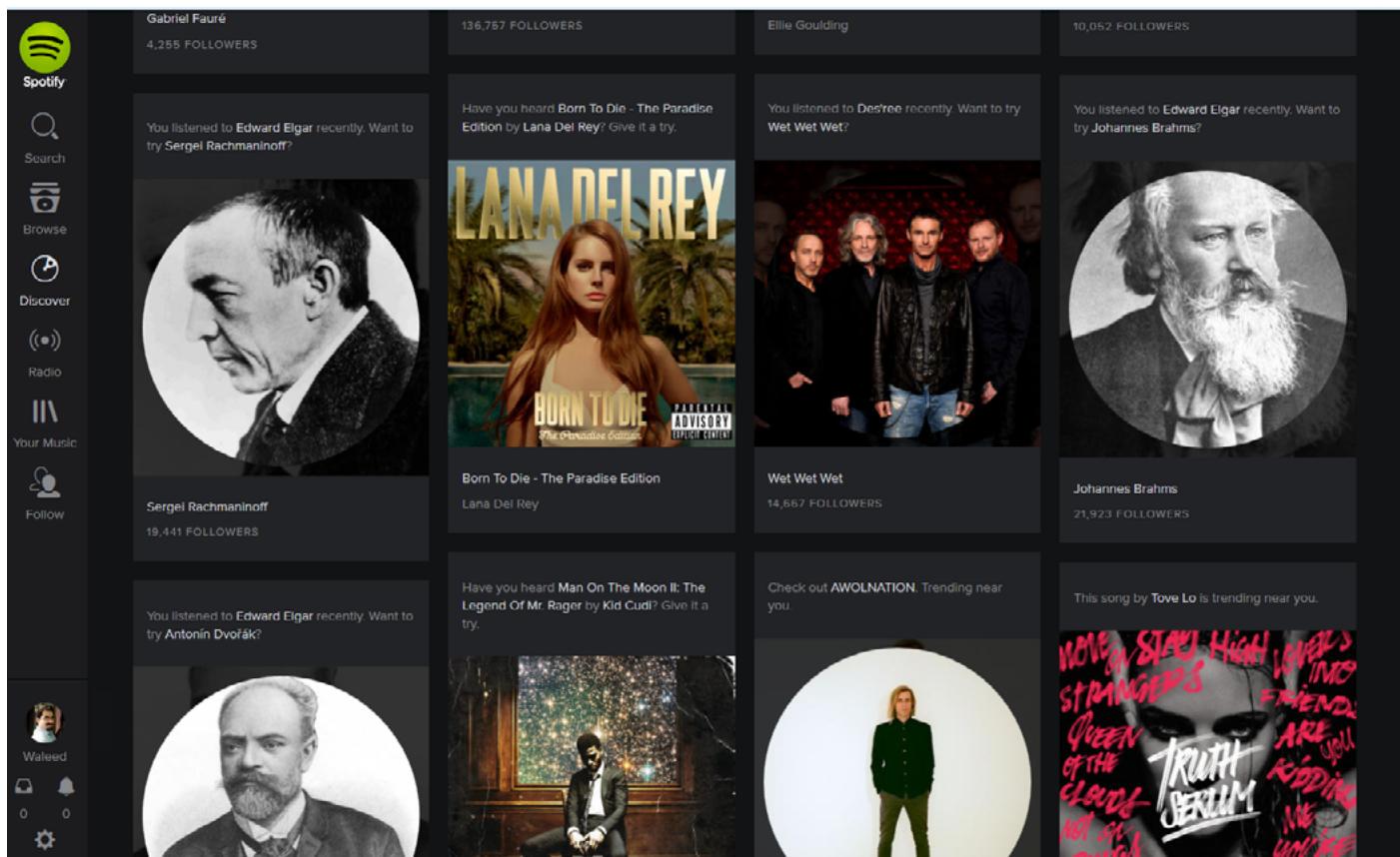


Photo credit: [Spotify](#)

Built to Last: Successful Habits... +

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Great by Choice: Uncertainty, Chaos, and Luck—Why Some Thrive Despite Them All by Jim Collins Hardcover \$16.94

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Page 1 of 14

Good to Great: Why Some Companies Make the ... by Jim Collins 4.5 stars (1,352) Hardcover \$17.79	Great by Choice: Uncertainty, Chaos, and Luck—Why Some Thrive Despite Them All by Jim Collins 4.5 stars (205) Hardcover \$16.94	How The Mighty Fall: And Why Some Companies ... by Jim Collins 4.5 stars (153) Hardcover \$16.87	Good to Great and the Social Sectors: A ... by Jim Collins 4.5 stars (150) Paperback \$8.95	Good to Great: Why Some Companies Make the ... by Jim Collins 4.5 stars (1,352) Paperback \$8.95	First, Break All the Rules: What the World's Greatest Companies Do Differently by Marcus Buckingham 4.5 stars (382) Hardcover \$20.55	The Five Dysfunctions of a Team: A Leadership ... by Patrick Lencioni 4.5 stars (383) Hardcover \$16.02

Product Details

Series: Harper Business Essentials
Paperback: 368 pages
Publisher: HarperBusiness; 3 edition (June 24, 2004)
Language: English
ISBN-10: 0060516402
ISBN-13: 978-0060516406
Product Dimensions: 8 x 5.3 x 0.9 inches
Shipping Weight: 10.4 ounces (View shipping rates and policies)

kindlematchbook
 If you buy a new print edition of this book (or purchased one in the past), you can buy the Kindle edition for only \$2.99 (Save 65%). Print edition purchase must be sold by Amazon. [Learn more.](#)

Start reading **Built to Last** on your Kindle in under a minute.

Photo credit: [Amazon](#)

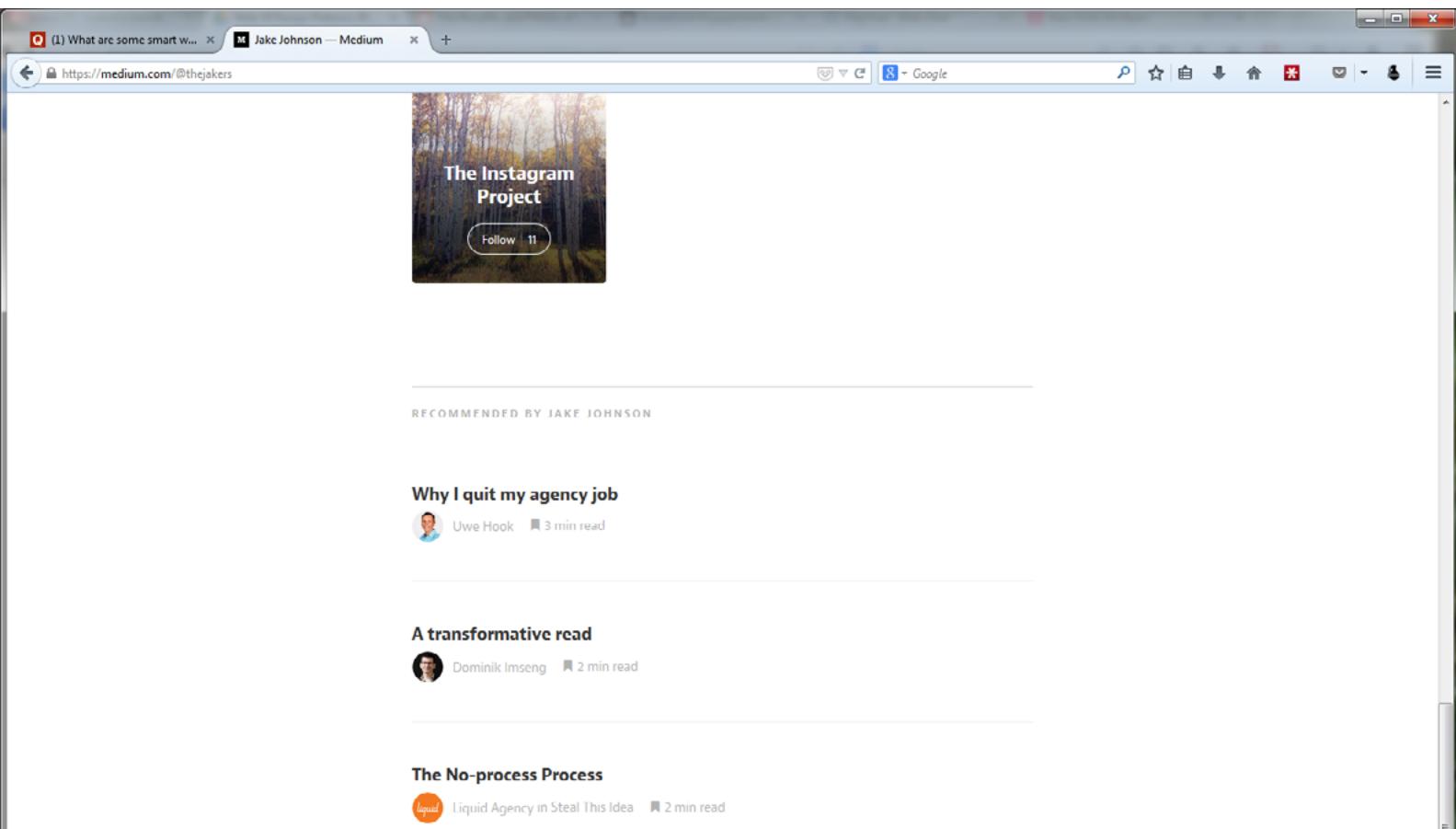


Photo credit: [Medium](#)

PROBLEM

The user wants to know which content to view.

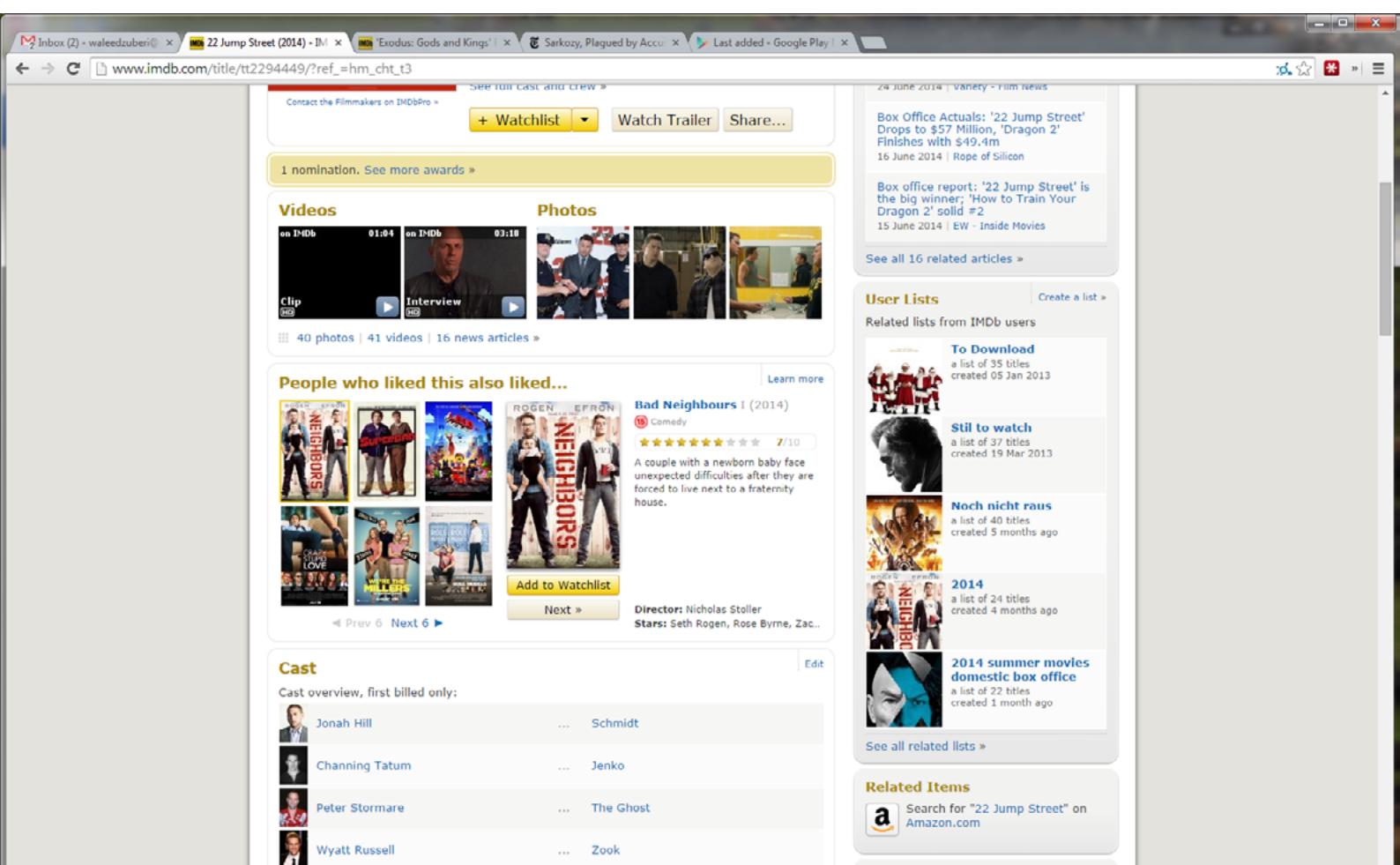
SOLUTION

Show content suggestions and recommendations at various points to help the user browse through your content. Using the information from the user's profile preferences or their past interactions in the app, Facebook, Eventbrite, Spotify and Yelp among many others generate tailored recommendations for their users to help them discover new and related content or connections. These recommendations can come in the form of "popular" or "recently posted" items. Facebook provides "related" pages based on the user's interactions with posts in their timeline as well as a more dedicated recommendations section where users can discover new pages and people to follow. The stream of content available to users can be endless especially in social web apps that feature user-generated content; providing a robust recommendations engine in the UI can be a great way to help them discover new content.

Related Content

EXAMPLES

IMDb, Facebook, New York Times, Airbnb



The screenshot shows the IMDb movie page for '22 Jump Street' (2014). The page includes a navigation bar with links to 'Inbox (2)', '22 Jump Street (2014)', 'Exodus: Gods and Kings', 'Sarkozy, Plagued by Accusation', and 'Last added - Google Play'. The main content area features a 'Watchlist' button, a 'Watch Trailer' button, and a 'Share...' button. A yellow box highlights '1 nomination. See more awards ». Below this are sections for 'Videos' (including a clip and an interview) and 'Photos' (with 40 photos, 41 videos, and 16 news articles). A 'People who liked this also liked...' section lists 'Bad Neighbours I' (2014) with a 7/10 rating and a plot summary. The 'Cast' section lists the main actors: Jonah Hill, Channing Tatum, Peter Stormare, and Wyatt Russell. To the right, there are 'User Lists' like 'To Download' (35 titles), 'Still to watch' (37 titles), 'Noch nicht raus' (40 titles), '2014' (24 titles), and '2014 summer movies domestic box office' (22 titles). A 'Related Items' section links to an Amazon search for the movie. The page is dated 24 June 2014.

Photo credit: [IMDb](#)

Photo credit: [Facebook](#)

Photo credit: [New York Times](#)

NYC you'll be close to. Also if you're on a budget the train from LGA and JFK airports come RIGHT to my place! This will cost \$2.50 instead of a \$70 taxi.

Guest Access
Feel free to roam the place, kitchen, living room, bathroom whatever its yours.

Interaction with Guests
I love to hang and meet new people but I'm not intrusive. I work and go out a lot so you won't see much of me unless you opt to join.

The Neighborhood
The Theater District - the median rent for a 3 bed in this area is \$6,300 a month. That's how cool it is. It's the throbbing heart of NYC. Where the Broadway stars live, where the shows are, the streets are wall to wall bars, restaurants, lounges, boutiques, and spots too trendy to fall into any of those categories. A great place to explore from.

Getting around
There's 2 major subways a block away (A/CE and 1/2/3). Or walk to Times Square, all the trains come there. Every subway line is convenient. But definitely venture out to see all the areas. Or come visit me for lunch and see the World Trade Center Memorial on Wall Street :-) That's a 15 min train ride.

Other Things to Note

- 1) When you arrive at the apartment, please call me. Please do not arrive in NYC without a phone. It's very easy for people to get lost or delayed on the train so I appreciate a call when you are at the apartment, then it will take me at most 30 minutes to come over and greet you.
- 2) On weekdays check in is before 9am, between 12:30 - 2pm, or after 5:30pm. If you arrive not during one of those times you will have to wait at one of the many cafes nearby.
- 3) Sorry no couples are allowed in my apartment.
- 4) Please don't communicate with other people in the building. NYC'ers aren't the friendly small talk type. So if people ask you questions it's best to ONLY answer with "I'm visiting a friend" that is all.

Accommodates:	1
Bedrooms:	1
Bathrooms:	1
Beds:	1
Minimum Stay:	4 nights
Weekly Price:	\$400 /week
Cleaning Fee:	\$20
Check In:	6:00 PM
Country:	United States
City:	New York
Neighborhood:	Hell's Kitchen
Cancellation:	Strict

Response Rate **97%**
Response Time **within an hour**
Calendar Updated **today**

[Contact Me](#)

Are you or your friends connected with this host?
Over 600 million social connections have been made. Join your friends and see where they've stayed.

[Log in with Facebook](#)

Similar Listings

- 3.0 miles away
\$50 per night
- 7.5 miles away
\$57 per night
- 2.2 miles away
\$85 per night
- 0.2 miles away
\$115 per night

Photo credit: [Airbnb](#)

PROBLEM

The user wants to browse similar content if the current content isn't exactly what they're looking for or they simply want more.

SOLUTION

Show similar or related content to help the user find more items that are similar to what they're currently viewing. Like Recommendations, this is becoming an essential UI pattern for web apps that feature user-generated content, except rather than tailoring the suggestions based on the user's preferences or previous activity, Related Content is more about showing related items based on the way they are categorized and tagged. Amazon, TIME and New York Times are good examples of sites that show items and stories similar to the one currently being viewed. Medium takes this a step further by allowing readers to suggest related content by adding a link to the article's Further Reading section.

Next Steps

EXAMPLES

Quora, LinkedIn

The screenshot shows the Quora homepage with three distinct posts displayed:

- QUESTION ADDED TO TOPIC PHILOSOPHY. 32m ago**
Is it true that if you understand something well enough then it can be made simple for explanation?
The answers in my mind is usually in visual form (as I'm a very visual thinker) thus I find it very difficult to explain clearly and simp... [\(more\)](#)
Add an answer. 2 people are waiting.
Follow 2 Share Ask to Answer Downvote
- ANSWER ADDED TO TOPIC WRITING. 26 Jun, 2013**
★ English (language): Are there any grammatically sound sentences in English, where every word starts with the same letter?
David Greenspan, Independent linguist
14.5k upvotes by Matt Wasserman, Josh Medrano, Patrick Collison, and 14516 more.
Absolutely. Assembling an appropriate answer appears achievable, assuming an articulate author appropriately adept at alliteration. Behold, by be... [\(more\)](#)
Upvote 14.5k Downvote Comments 264+ Share 152
- QUESTION ADDED TO TOPIC BUSINESS. 17m ago**
What is the worst part of your workday and why?
On our daily activities, sometimes we come to hate what we have to do, but still, it has to be done. So we make it happen somehow. ... [\(more\)](#)
Add an answer. 1 person is waiting.
Follow 1 Share Ask to Answer Downvote
- ANSWER ADDED TO TOPIC PSYCHOLOGY. 10 Feb**
★ Life Advice: How could I thoroughly screw up my life?
Stan Hayward, Film/TV/Book writer
8k upvotes by Kimberly Thrush, Sam William, Amanda Tendler, and 8056 more.

On the right side, there is a sidebar titled "Set Up Your Account" with a list of steps:

- ✓ Visit your feed
- ✓ Follow 10 more topics
- ✓ Find your friends on Quora
- ✓ Upvote 5 answers you like
- ✓ Ask your first question
- ✓ Add details about what you know
- ✓ Answer a question

Photo credit: [Quora](#)

Photo credit: [LinkedIn](#)

PROBLEM

The user wants to know what next steps to take after finishing a task.

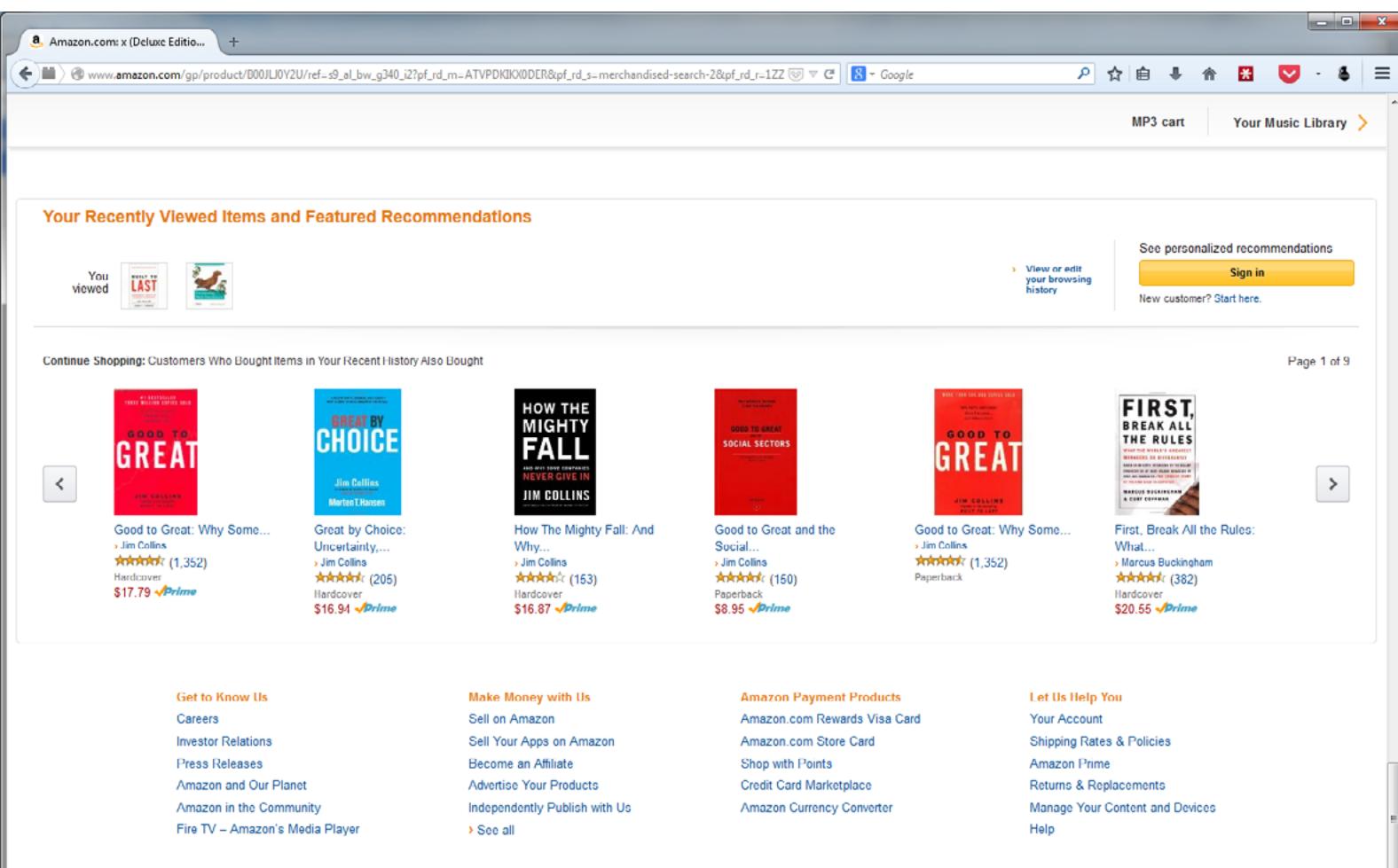
SOLUTION

Give the user a clear list of next steps that they can follow to enrich their experience. Quora for example creates a to-do list for users to follow to complete their profile. LinkedIn does the same by showing a list of sections the user can add to their profile, pairing it with the Completeness Meter pattern to provide users with an incentive. Most complex web apps have multiple user flows, so providing users with a to-do list can be a great way of guiding them along. Another pattern this can be paired well with is Related Content; Medium does this well, by showing the teaser for another article when the user reaches the end of the current one. This keeps the user engaged and immersed in your UI.

History / Recently Viewed

EXAMPLES

Amazon, Google Play Music, Spotify, Facebook



The screenshot shows the 'Your Recently Viewed Items and Featured Recommendations' section on the Amazon website. At the top, there are two items from the user's history: 'BUILT TO LAST' by Jim Collins and 'How to Win Friends and Influence People' by Dale Carnegie. To the right, there are links to 'View or edit your browsing history' and 'See personalized recommendations'.

Below this, a section titled 'Continue Shopping: Customers Who Bought Items in Your Recent History Also Bought' displays six recommended books:

- Good to Great: Why Some Companies Make It and Others Don't by Jim Collins (Hardcover, \$17.79 Prime)
- Great by Choice: Uncertainty, Luck, and Executive Choice by Jim Collins and Morten T. Hansen (Hardcover, \$16.94 Prime)
- How the Mighty Fall: And Why Some Companies Never Give In by Jim Collins (Hardcover, \$16.87 Prime)
- Good to Great and the Social Sectors: A New Conclusion About What Causes Superior Performance by Jim Collins (Paperback, \$8.95 Prime)
- Good to Great: Why Some Companies Make It and Others Don't by Jim Collins (Paperback, \$8.95 Prime)
- First, Break All the Rules: What the World's Greatest Managers Do Differently by Marcus Buckingham and Curt Coffman (Hardcover, \$20.55 Prime)

At the bottom of the page, there are four columns of links for 'Get to Know Us', 'Make Money with Us', 'Amazon Payment Products', and 'Let Us Help You'.

Photo credit: [Amazon](#)

Google play

Search music

Music All Access

Last added

500 SONGS
33:42:56
Songs recently added to your collection are automatically added to this playlist.

Shuffle playlist

NAME ARTIST ALBUM DATE ADDED RATING

NAME	ARTIST	ALBUM	DATE ADDED	RATING
I Won't Give Up	Jason Mraz	I Won't Give Up	7/9/14, 9:25 PM	11 ★★★★★
I Run (Single Version)	Embrace	I Run	7/4/14, 9:41 PM	17
Beautiful Times	Owl City	Ultraviolet	7/4/14, 9:39 PM	17
Wings	Birdy	Wings	6/27/14, 5:19 PM	11 ★★★★★
Photograph	Ed Sheeran	x (Deluxe Edition)	6/27/14, 12:42 AM	15 ★★★★★
Thinking Out Loud	Ed Sheeran	x (Deluxe Edition)	6/27/14, 1:00 AM	12
Ultraviolence	Lana Del Rey	Ultraviolence (Deluxe)	6/18/14, 8:19 AM	9

Photo credit: [Google Play Music](#)

USER Waleed Zuberi

FOLLOWERS 0 FOLLOWING 0

OVERVIEW RECENTLY PLAYED ARTISTS PUBLIC PLAYLISTS

Des'ree Coldplay Slovak Radio Symphony Orchestra Mikhail Pletnev

17,544 FOLLOWERS 2,962,246 FOLLOWERS 11,188 FOLLOWERS 2,223 FOLLOWERS

Stefan Andersson - Sorito Town

0:10 4:08

Spotify is now free on mobile and tablet!

Download on the App Store

GET IT ON Google play

Photo credit: [Spotify](#)

The screenshot shows a Facebook activity log for the user 'Waleed Zuberi'. The main content area displays a list of interactions from July 2014. These interactions include:

- Waleed Zuberi listened to 'What's Love Got To Do With It - 1997 Digital Remaster by Tina Turner on Spotify.'
- Waleed Zuberi listened to 'Come Away With Me by Norah Jones on Spotify.'
- Waleed Zuberi listened to 'Jag saknar dig mindre och mindre by Melissa Horn on Spotify.'
- Waleed Zuberi listened to 'Nothing's Real but Love by Rebecca Ferguson on Spotify.'
- Waleed Zuberi likes a link from Saad Siddiqui.
- Waleed Zuberi listened to 'I Won't Give Up by Jason Mraz on Spotify.'
- Waleed Zuberi listened to 'Gravity by John Mayer on Spotify.'
- Waleed Zuberi listened to 'Magic by Coldplay on Spotify.'

Below this, there is a section for 'YESTERDAY' which shows a photo from 'AIESEC in Karachi's photo'.

The sidebar on the right lists interactions from 2007 to 2014, and the bottom right corner has a note to 'Turn on chat to see who's available.'

Photo credit: [Facebook](#)

PROBLEM

The user wants to recall what they interacted with last.

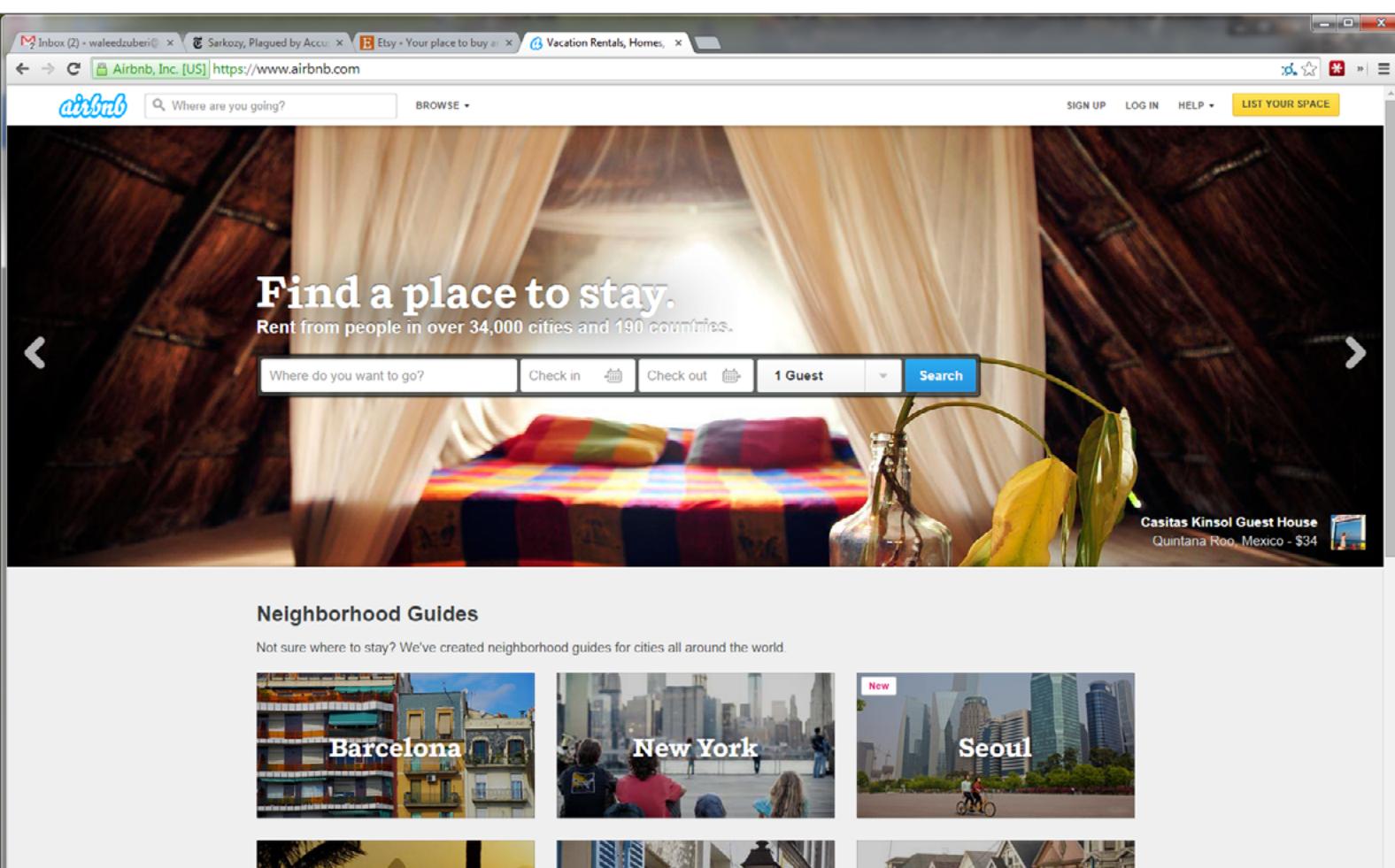
SOLUTION

Let users pick up activities where they last left off. For example, Amazon keeps track of the user's browsing history and shows recently viewed items so that they can get back to them easily if need be. Many web apps also keep track of what the user has been doing and the Facebook Timeline is the ultimate example of this. Not only does a user's Timeline record posts made and photos uploaded, it also logs interactions with other pages and 3rd-party web apps like Spotify in an interactive history that the user can refer back to whenever needed. Google Play Music and Spotify keep track of recently played songs. This pattern helps users keep track of content they've interacted with and can also serve as a way of bookmarking things to do later.

Featured Content

EXAMPLES

Airbnb, Etsy, Facebook, Flickr



The screenshot shows the Airbnb homepage. At the top, there is a search bar with the placeholder "Where are you going?". Below the search bar are buttons for "Check in" and "Check out", and a dropdown for "1 Guest". To the right of these is a blue "Search" button. The main background image is a close-up of a bed with a colorful, checkered blanket. In the bottom right corner of this image, there is a small callout for "Casitas Kinsol Guest House" in "Quintana Roo, Mexico - \$34". Below the main image, there is a section titled "Neighborhood Guides" with three examples: "Barcelona", "New York", and "Seoul". Each example has a small thumbnail image and the city name in bold text.

Find a place to stay.
Rent from people in over 34,000 cities and 190 countries.

Where do you want to go? Check in Check out 1 Guest Search

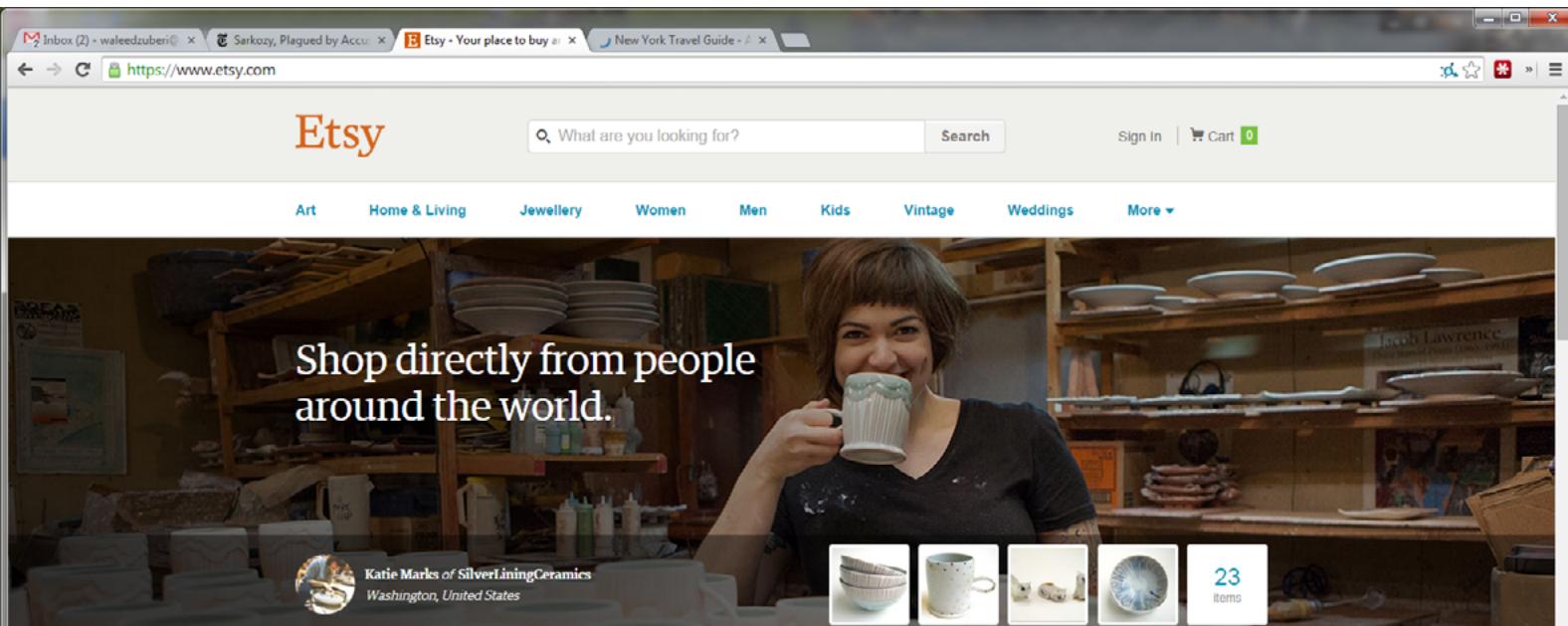
Casitas Kinsol Guest House
Quintana Roo, Mexico - \$34

Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.

Barcelona New York Seoul

Photo credit: [Airbnb](#)



Inbox (2) - waleedzuberi@gmail.com Sarkozy, Plagued by Accu... Etsy - Your place to buy... New York Travel Guide...

Etsy What are you looking for? Search Sign In | Cart 0

Art Home & Living Jewellery Women Men Kids Vintage Weddings More

Shop directly from people around the world.

Katie Marks of SilverLiningCeramics Washington, United States

23 items

Recent Favourites

Discover finds from around the marketplace.

Photo credit: [Etsy](#)



Inbox (2) - waleedzuberi@gmail.com Sarkozy, Plagued by Accu... Facebook Yahoo Food

Search for people, places and things

Write a comment...

Wajahat Noor and 14 other friends like UberFacts.

UberFacts Sponsored

New UberFacts video! We talk about twerking: <http://www.kiisfm.com/onair/karli-from-the-block-4884/brand-new-uber-music-facts-video-12544042/>



Brand New Uber Music Facts Video! | Karli from the Block on KIIS FM

A huge crowd from the ages of 8 to 80 gathered in NYC to set the largest record...

KIISFM.COM

Like · Comment · Share · 39

Sundus Zahra Shahid and 2 others

3 events this week

RECOMMENDED PAGES See All

[as] Adult Swim

Vicente Vial and 3 other friends like this.

Tosh.0 Renato Cueva and 2 other friends like this.

Upin & Ipin 9,928,593 people like him.

SPONSORED Create Ad



Add A Spark To Your Summer Courses for Only \$10

Limited Time Offer: Get Select Udemy Co... www.udemy.com

Add a spark to your summer! Get up to 90% off on select courses! See the included cours...

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Shiza Naseem likes [ShutUpImTalking.com's photo](#).

Shahbaz Saeed commented on his own post.

Yeongjin Choi likes [Empire Magazine's photo](#).

Yaroslava Obertas First charcoal experiments

Muditha Hettiarachchi smashed an unstoppable warrior in Throne Rush.

Asadullah likes [Formula NUUST Racing's photo](#).

Oana Maria Matache W E D I D I T! — 😊 feeling proud at Colgate Romania.

Hussain Dewani

Shamilah Rashid

Shah Talha Sohail

Ali Bin Shaheen

Bhagya Awanthie

Sughra Akbar

Tahira Naseem

Ruth Van de Pol

Shiza Naseem

Akbar Raza

Photo credit: [Facebook.com](#)

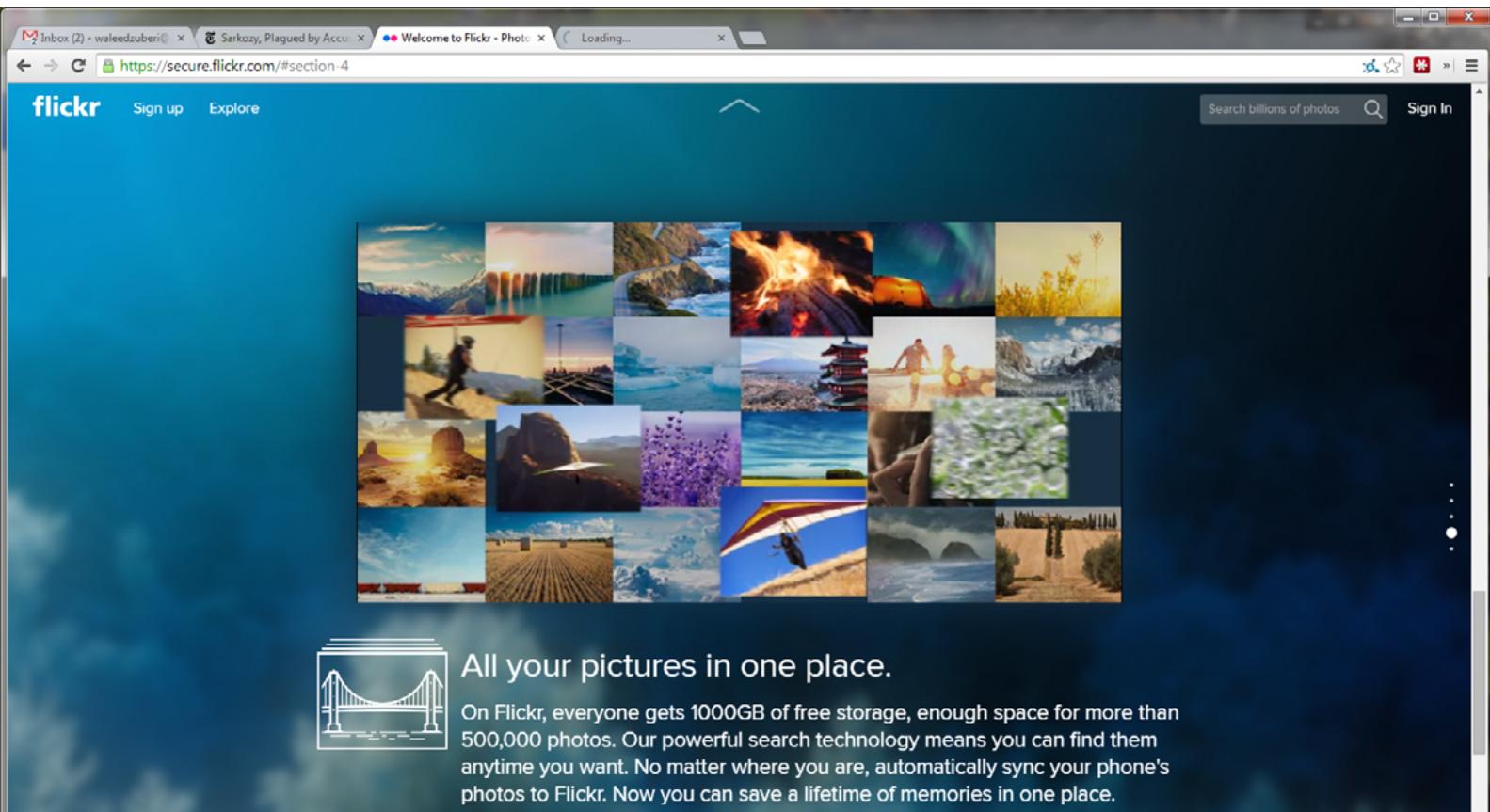


Photo credit: flickr.com

PROBLEM

The user wants to know what kind of content can be created with the app.

SOLUTION

Feature specific content front-and-center for users without it getting lost in the mix of often time-related content. This content could be paid, popular, new, or some other important variable. Featured content serves to show users the possibilities and helps them understand what the platform can accomplish as well as the things other users are using it for. Sites like Airbnb, Etsy and Flickr show random content on the front page that helps users explore the site without having to make a commitment beforehand, as well as encourages existing users by helping them reach greater audiences. On the other hand, it can also help particular pieces of content gain traction by giving it particular importance. Paid or “featured” content can be marked as such to clarify expectations.

Infinite Scroll

EXAMPLES

Pinterest, Facebook, Twitter, Tumblr

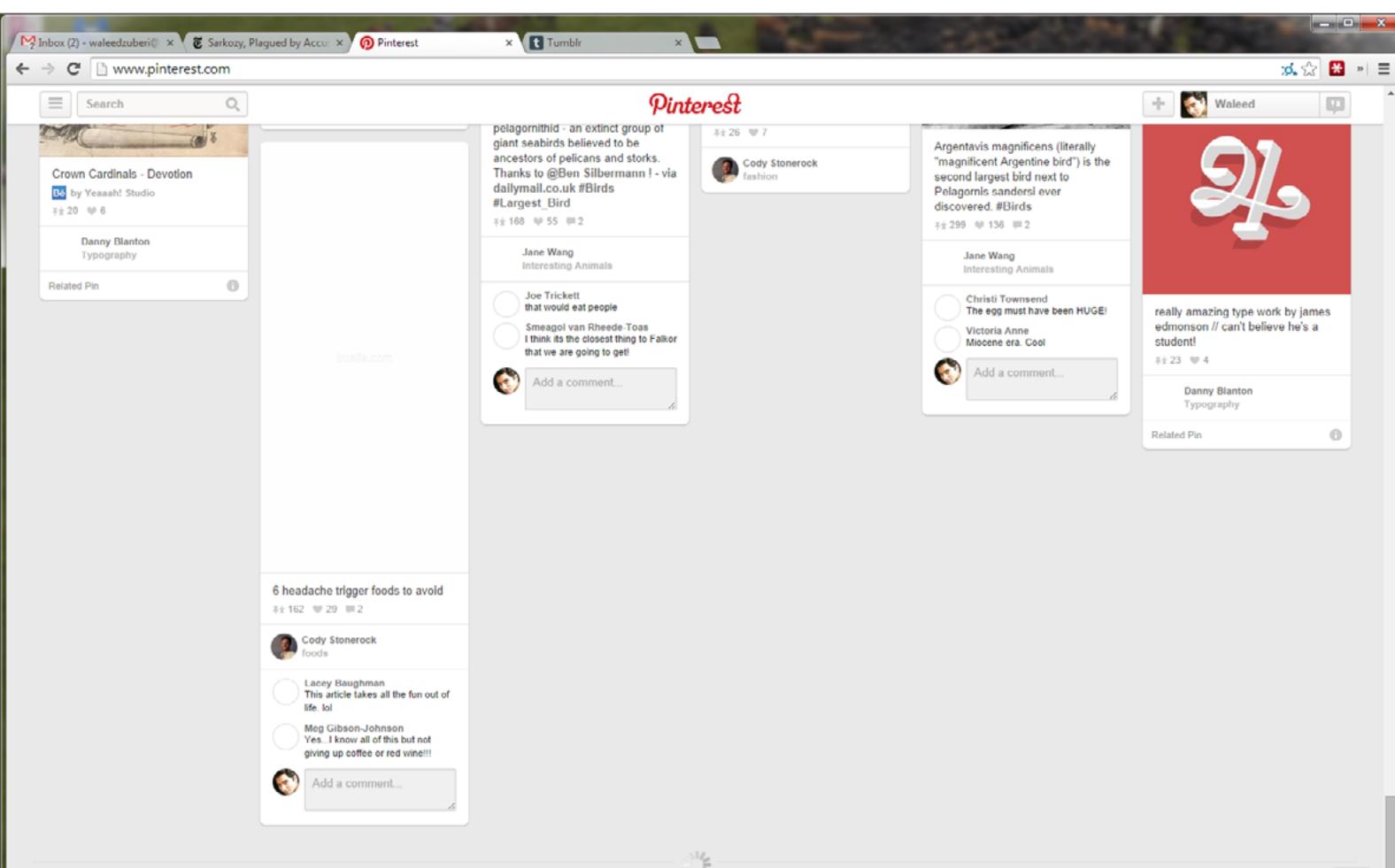


Photo credit: [Pinterest](#)



- Alishan Lakhani likes Kashif Perc's status.
- Hanan Yaseen likes Octavian Anghel's photo.
- Ayesha Rizvi likes Bilal Ahmad's photo.
- Amar Gordhan Lohana commented on Maria Lup's photo.
- Stefan Palarie Too al nostru (6 ani si 7 luni) va pleca in caleva saptamani
- Heer Ayoub Shaikh likes Fahad Nasim's status.
- Heer Ayoub Shaikh Bilal Ahmad Happy birthday Bilal 😊
- Hussain Dewani
- Shamilah Rashid
- Tahira Naseem
- Shah Talha Sohail
- Ali Bin Shahoen
- Ruth Van de Pol
- Shiza Naseem
- Akbar Raza
- Wajahat Noor

Photo credit: [Facebook](#)

Photo credit: [Twitter](#)

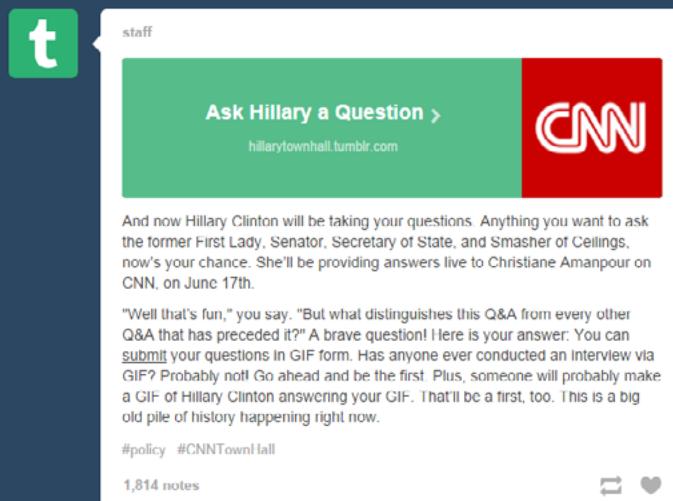
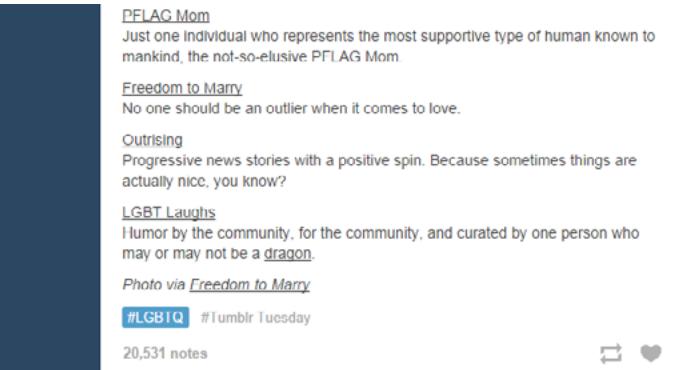


Photo credit: [Tumblr](#)

PROBLEM

The user wants to browse through all content.

SOLUTION

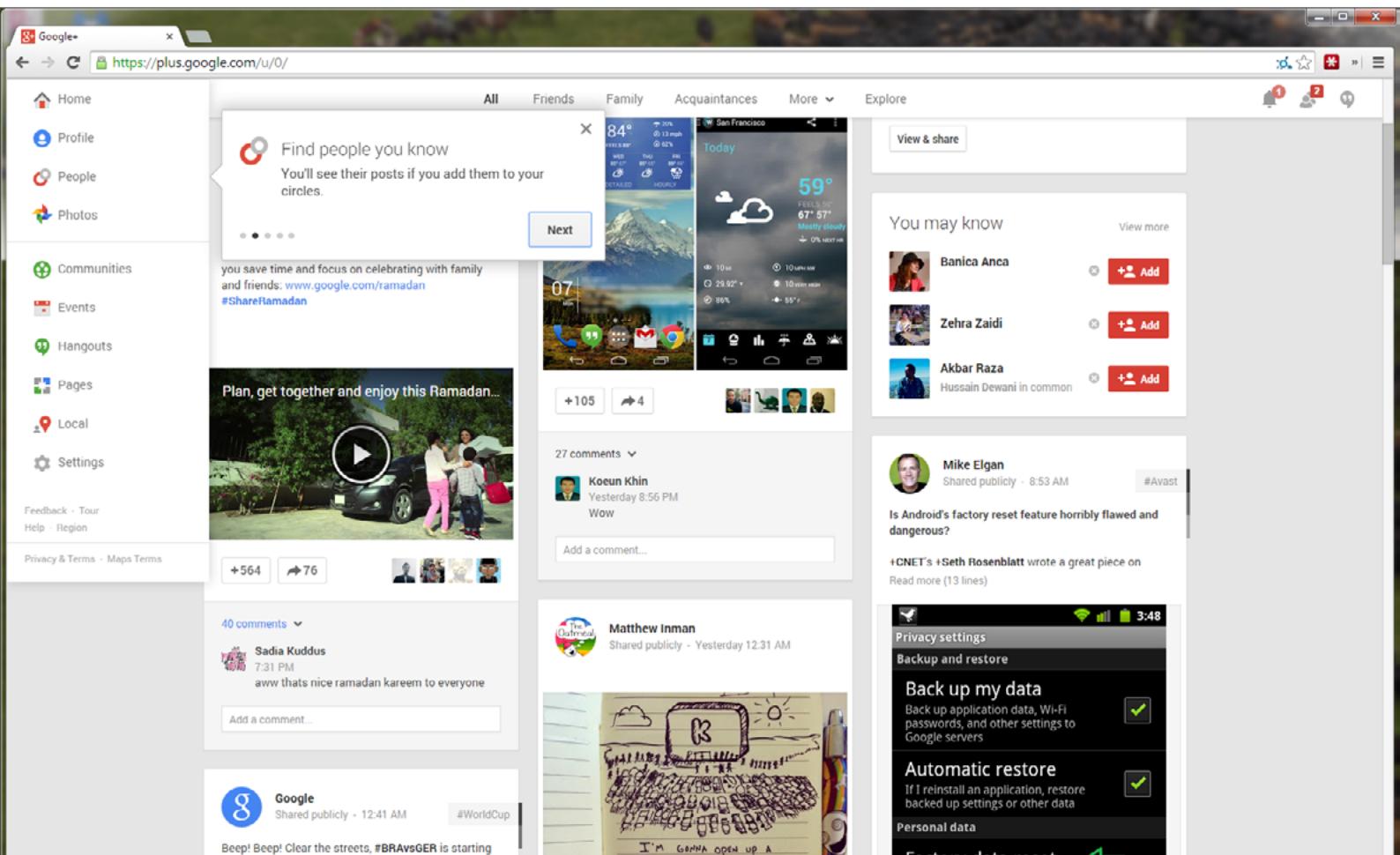
Automatically load the next set or page of content when the user reaches the bottom of the current page, creating the effect of an infinite scrolling page. This way new content is automatically loaded and the user does not have to wait after clicking on a “next page” link. Infinite scrolling works best when there is a lot of content to show, as with most social media giants like Facebook, Twitter, Pinterest and Tumblr among others. However while it's great for browsing content, especially multi-media galleries, two basic problems are that users can become disoriented and lose their place. If they want to skip to a particular point or bookmark to come back later, infinite scroll can cause problems. Facebook works around this when browsing a Ti-

meline by creating a pagination/infinite scroll hybrid that lets you jump to a particular month or year. Pinterest integrates the Scroll to Top pattern, with a small button that lets users jump back to the start of the page.

Walkthroughs & Coach Marks

EXAMPLES

Google+, Slack, Tumblr, Facebook



The screenshot shows the Google+ homepage. A modal window titled 'Find people you know' is open, prompting the user to add friends to their circles. Below the modal, a post from 'Koewn Khin' is visible, sharing a video about celebrating Ramadan. The post has 27 comments and 105 likes. To the right, a 'You may know' section lists users like Banica Anca, Zehra Zaidi, and Akbar Raza, each with an 'Add' button. Further down, a post from 'Mike Elgan' is shown, sharing a link about Android's factory reset feature. The bottom of the screen shows a portion of the Android settings menu, specifically the 'Privacy settings' and 'Backup and restore' sections.

Photo credit: [Google+](#)

slackbot | AIESEC Pakistan x

https://aiesepakistan.slack.com/messages/@slackbot/

AIESEC Pakistan

STARRED

comms

CHANNELS

general

random

Create a channel...

DIRECT MESSAGES

slackbot

- Arslan Manzoor
- Hussain Dewani
- Muhammad Asad

PRIVATE GROUPS

mc

New private group...

@slackbot

Waleed Zuberi 8:07 PM
Zuberi

Slack Bot 8:07 PM
Nice to meet you Waleed Zuberi! (Tip: If you ever need to change your name or profile information, you can do so by editing your [Profile Page](#).)
You can also [add a photo](#) there. Things look so much better with a picture of you. I'm happy to wait while you do that, but if you want to just keep going, say "continue" or "keep going" or even "go".
Nice photo!

Would you like to add your Skype username to your profile? If yes, please enter it now, otherwise type "no".

Waleed Zuberi 8:08 PM
waleed.zuberi

Slack Bot 8:08 PM
OK: waleed.zuberi. Got it.
Would you like to display your phone number on your profile? If so, please enter it now, otherwise say "no".

Waleed Zuberi 8:09 PM
+923232098373

Slack Bot 8:09 PM
OK, last question. What is your role on your team? For example, you might say "Software engineer", "Customer support associate", "Marketing bigwig", or "Pointy-haired Boss" (or "no" if you don't want to set a role).

Waleed Zuberi 8:09 PM
MCVP PR & Communications

Slack Bot 8:09 PM
Congratulations, you have completed your profile! Again, if I got anything wrong, you can [edit it](#) on your [Profile Page](#).
Messaging with a robot is okay but working as a team is better. So think about the people on your team that you communicate with the most.
Got someone in mind? To invite them, enter their email addresses (separate multiple addresses with commas). Otherwise type "no".

Waleed Zuberi 8:13 PM
no

Photo credit: [slack.com](#)

tumblr.

Make a blog

And don't stress about it. You can change this stuff whenever

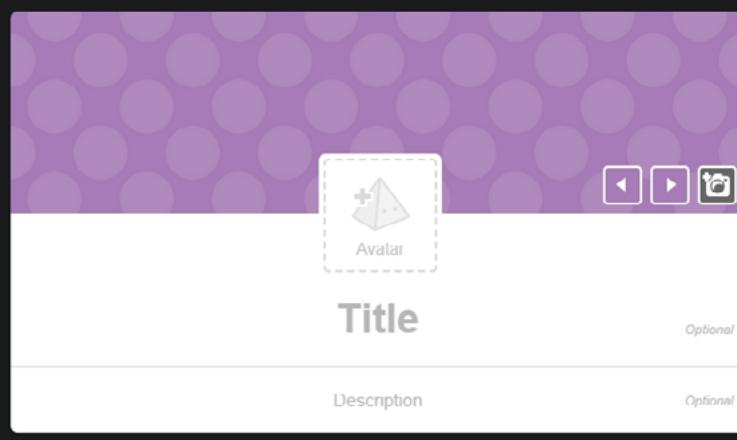


Photo credit: [Tumblr](#)

You are posting, commenting, and liking as AIESEC-Pakistan — Change to Waleed Zuberi

Page Activity Insights Settings Build Audience Help

PEOPLE 3,411 likes

Mohammad Naveed Zafar, Shiza Naseem and 152 others like this.

+149

Invite Your Friends

The more people your Page is connected to on Facebook, the more active and engaging it will be. Invite your friends to build your audience. [Learn more](#).

Next

Invite your friends to like AIESEC Pakistan

 Aneeqa Naz [Invite](#)

 Saad Zuberi [Invite](#)

[See All Friends](#)

ABOUT

Pakistan chapter of the world's largest youth run organization - AIESEC!

<http://www2.aiesec.org/pakistan/> [Promote](#)

PHOTOS

Timeline About Photos Likes More

Status Photo / Video Offer, Event +

What have you been up to?

AIESEC-Pakistan November 19, 2013

Experience Islamabad aims to promote the Local Chapter of AIESEC in the Capital of Pakistan as well as the City itself. It targets everyone within and outside the global AIESEC network. 😊

For more information on dates, deadlines and venues, head on over to the Experience Islamabad page:

<https://www.facebook.com/Expcience.Islamabad>

 Experience Islamabad

Experience Islamabad is the Biggest Youth Leadership Conference which is being organized by AIESEC in Islamabad in Ramada Hotel from 14th to 16th February.

Company 7,474 like this

Like · Comment · Share

222 people reached [Boost Post](#)

AIESEC-Pakistan November 15, 2013

THIS WEEK

25 Page Likes

46 Post Reach

0 UNREAD

0 Notifications

22 Messages

Recent

2013

2012

Founded

Bruna Esteves likes Julia Pe...

Ibrahim Khan Seconds

Sameer Ur F played a track on SoundCloud...

Teo Nica likes Solutions

RAteh Jama Razr's photo...

Julia Arteme Kpcy Kpcy's photo...

Teo Nica likes Ursan's status

Vica Schipu-Geoarescu's photo...

Hussain Dew...

Shamilah Ra...

Shah Talha S...

Ali Bin Shah...

Bhagya Awa...

Sughra Akbar...

Tahira Nasee...

Ruth Van de...

Shiza Nasee...

Akbar Raza...

PROBLEM

The user wants to know how to use the different features of the application.

SOLUTION

Design a walkthrough or tutorial that demonstrates how each function works. A lot of web apps have begun using this technique to show users around when they first launch and there are two basic ways of doing this. Some web apps, like Slack go the route of overlay instructions, highlighting important parts of the UI with “coach marks” to explain what they do. Slack takes things to the next level by integrating a chat bot that helps users set up their profile. This makes perfect sense given that Slack is a chat app, and the “Slackbot” walks the users through filling in their profile information like phone number and display name like a conversation. Alternatively, Tumblr presents a walkthrough to help the user get acquainted. This walkthrough is

also a great time to collect important information that goes beyond simple registrations, much like a setup wizard. The importance of this pattern cannot be stressed enough for any application that isn't immediately intuitive because the more a user knows about your product, the more reasons they'll have to come back.

Overflow Menus

EXAMPLES

Facebook, Spotify, Google, Pinterest



Search for people, places and things

Waleed Home

Samir Rajani 2 hrs ·  After university you realize you were only friends with some people because you saw them five times a week.

Like · Comment · Share

1 Like · 36 others like this.

Musab Rushad Ali Is tarha tau mera alk hi dost reh gaya hai. Usama  2 hrs · Like · 2 Likes

Huzaifa Farooq Buhar dard mai ikhaaa hai boss  1 hr · Like

Write a comment... 

Privacy Shortcuts

Who can see my stuff?

Who can contact me?

How do I stop someone from bothering me?

See More Settings

TED 3 hrs ·  Want others to listen to you? Here's what you should do:

How to speak so that people want to listen

Sound expert Julian Treasure demonstrates the how-to's of powerful speaking.

TED.COM | BY JULIAN TREASURE

Like · Comment · Share · 5,567 Likes · 113 Comments · 3,740

Kinza Khan likes Human of New York's photo.

Asad Askari likes Fahad Nasim's status.

Marcin Treder is listening to Seek & Destroy by Metallica on Spotify.

Nadja Treger commented on her own status.

Ali A Tariq > Bilal Ahmad Happy Birthday!

Mirza Mustafa played a track on SoundCloud.

Dilal Arif Chhotani commented on Ali Talal Noori's post.

Hussain Dewani

Shamilah Rashid

Tahira Naseem

Shah Talha Sohail

Ali Bin Shaheen

Ruth Van de Pol

Shiza Naseem

Akbar Raza

Wajahat Noor

Mohammad Naveed Zafar

Turn on chat to see what's happening

Photo credit: [Facebook](#)

The screenshot shows the Spotify website for the 'Rock' genre. The main header features a large image of a band performing on stage. Below the header, the word 'Rock' is prominently displayed. A sidebar on the left contains links for 'OVERVIEW', 'TOP LISTS', 'Search', 'Browse', 'Discover', 'Radio', 'Your Music', 'Follow', and 'FOCUS'. The main content area shows 'ALL SUBGENRES' and a 'PLAYLISTS' section. The 'Feel Good Indie Rock' playlist is highlighted with a play button and options to 'Play' or 'Add to Play Queue'. Other playlists shown include 'Rock of the World' and 'Edge of Alternative'. To the right, a music player is visible with a track by Edward Elgar, and promotional banners for Spotify on mobile and download links.

Photo credit: [Spotify](#)

The screenshot shows the Google homepage. The main search bar has a microphone icon and the text 'I'm feeling lucky'. Below the search bar are buttons for 'Google Search' and 'I'm Feeling Lucky'. To the right of the search bar is a sidebar titled 'New!' with the text 'Drag and drop to rearrange your apps.' It contains icons for various Google services: Google+ (g+), Calendar (31), Drive (blue triangle), YouTube (play button), Maps (location pin), Photos (colorful photo), Play (play button), News (newspaper), and Gmail (envelope). At the bottom of the sidebar is a 'More' link.

Photo credit: [Google](#)

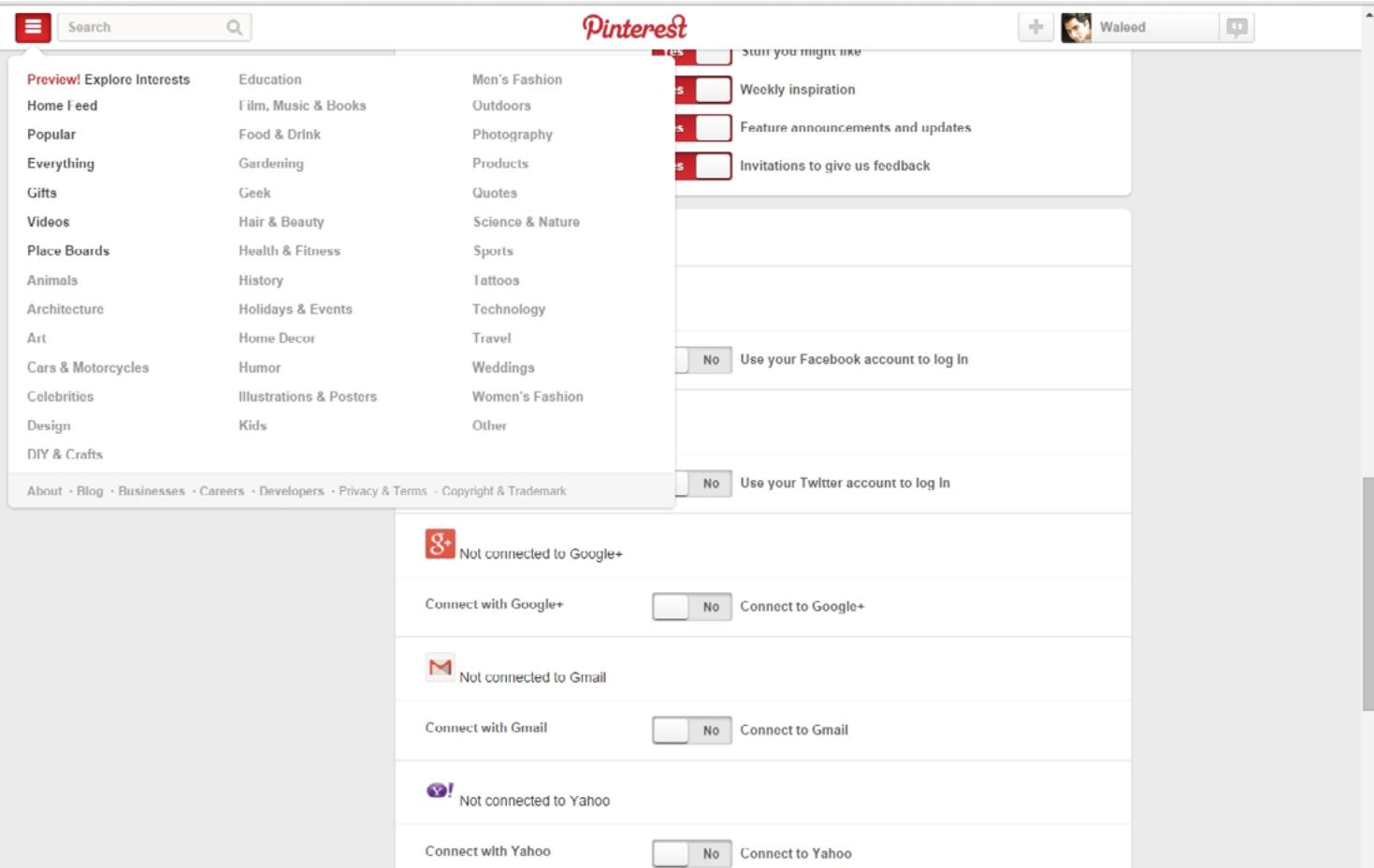


Photo credit: [Pinterest](#)

PROBLEM

The user want quick access to additional options or actions they can perform.

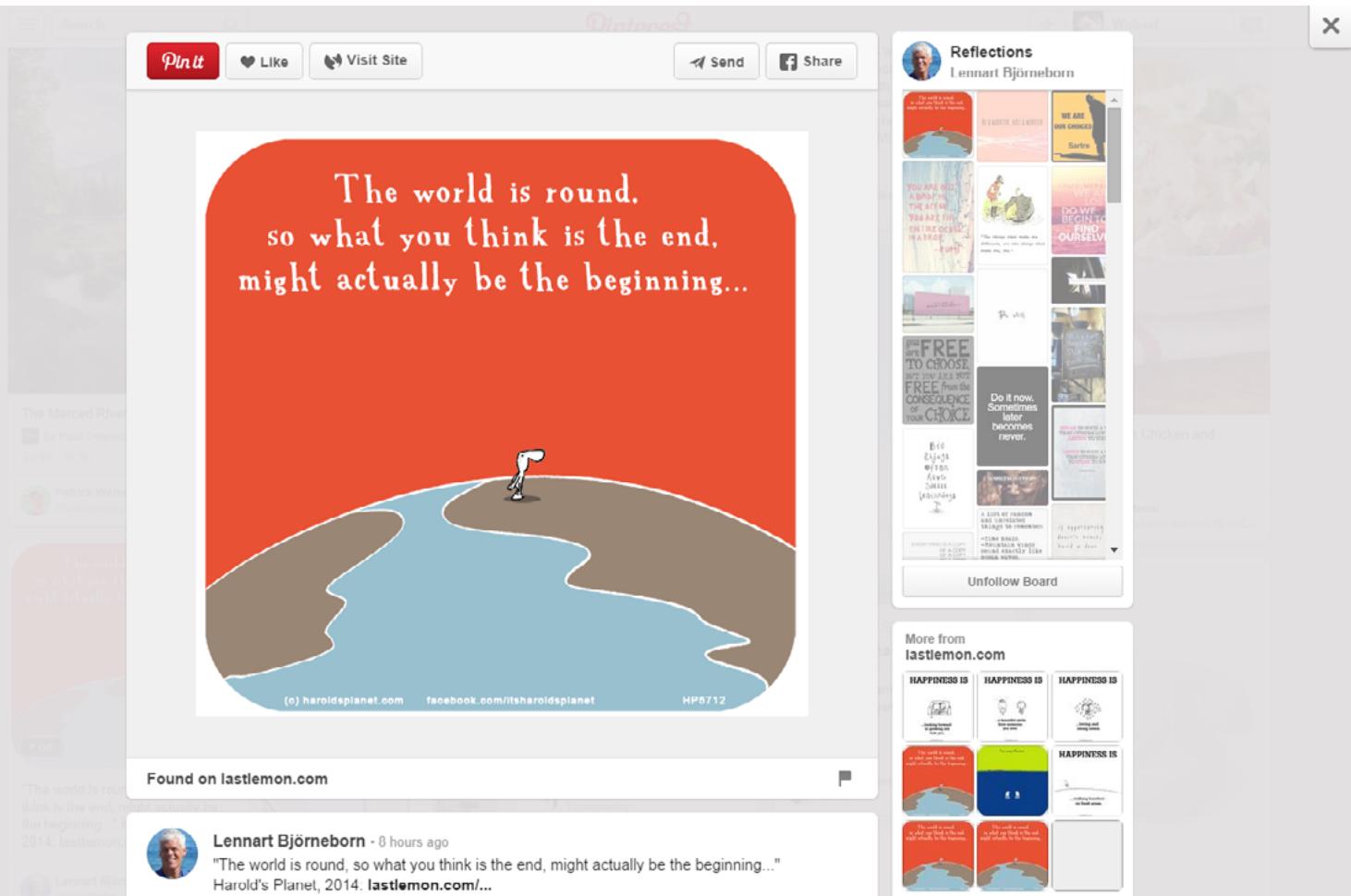
SOLUTION

Hide extra options and buttons in an expandable menu so that they don't clutter the main interface. Both Facebook and Google use "overflow menus" to maintain very clean user interfaces on their web apps by hiding the most important secondary options in an expandable menu. This can also be used to show the most important actions in terms of engagement. For example Pinterest keeps a share on Facebook button visible to help speed up a common and desirable user action on each "pin". Alternatively, an overflow menu can be used to contain additional menu items or actions as they are incrementally added to the UI.

Morphing Controls

EXAMPLES

Pinterest, Spotify



The world is round.
so what you think is the end,
might actually be the beginning...

(c) haroldspplanet.com facebook.com/itsharoldspplanet HP6712

Found on lastlemon.com

Lennart Björneborn · 0 hours ago
"The world is round, so what you think is the end, might actually be the beginning..."
Harold's Planet, 2014. [lastlemon.com/...](http://lastlemon.com/)

Photo credit: pinterest.com

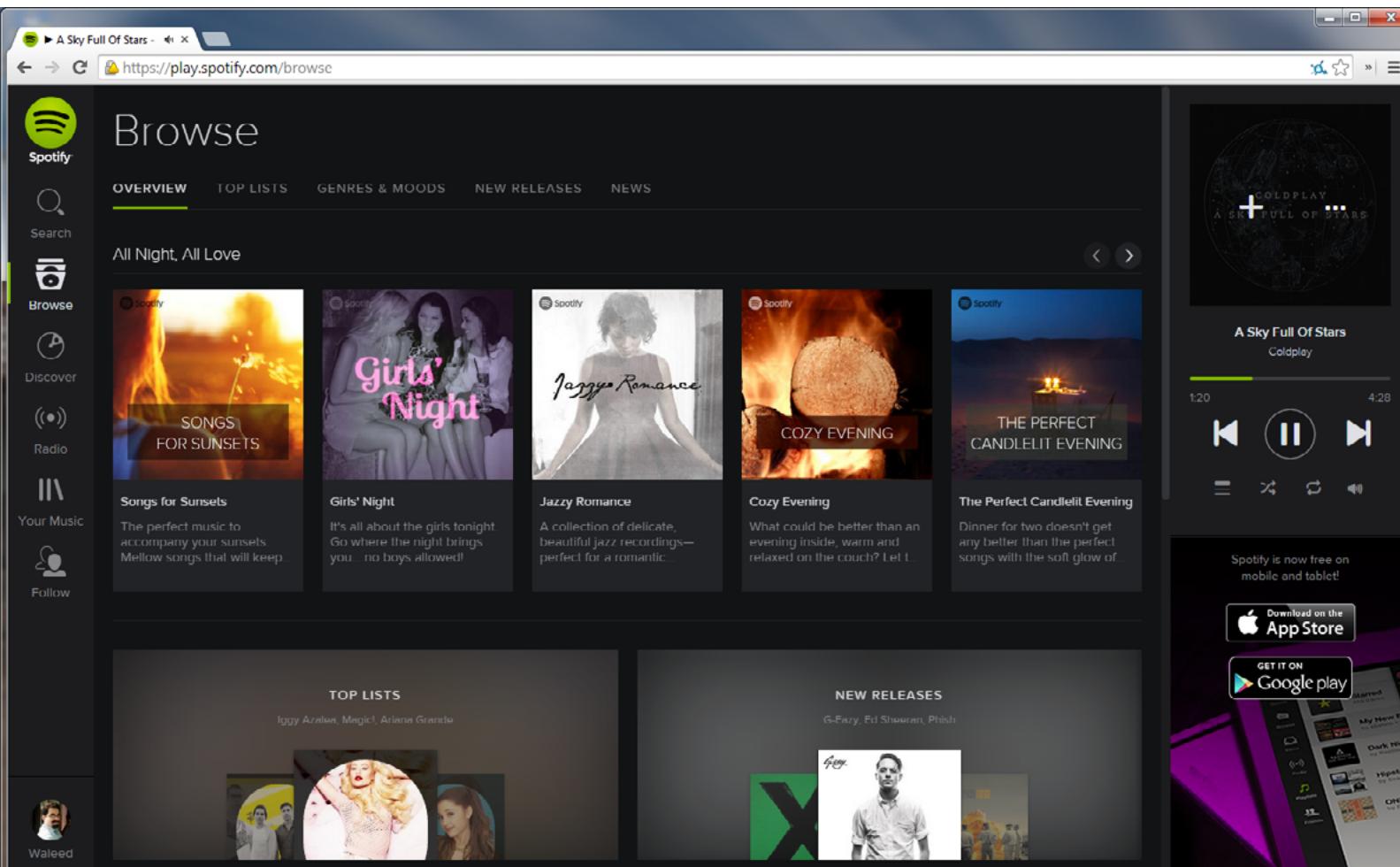


Photo credit: [Spotify](#)

PROBLEM

The user wants to perform different types of actions, but there's limited screen real estate to show all these controls.

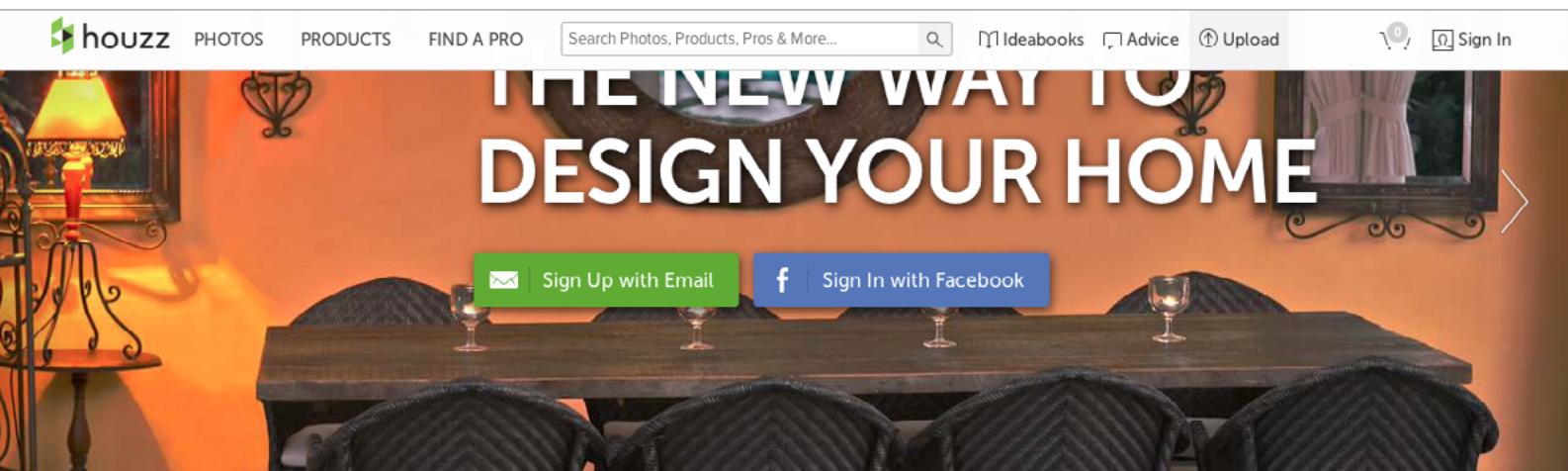
SOLUTION

Replace buttons and on-screen controls with alternative functionality. Depending on what the user is currently doing, the UI could entirely replace an element with another, e.g. "do" and "undo" or "add" and "delete." This makes sense when the alternating actions are related in some way. Pinterest and Facebook use the same button for "like"/"unlike" to save space and also indicate the current state to the user. This UI design pattern saves real estate, makes undoing any action quick and clean, and is an overall playful solution.

“Sticky” Fixed Navigation

EXAMPLES

Houzz, Facebook



Today on Houzz



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[Houzz Tour: Problem Solving on a Sloped Lot in Austin](#)

Matthew Ankeny | June 23, 2014 4

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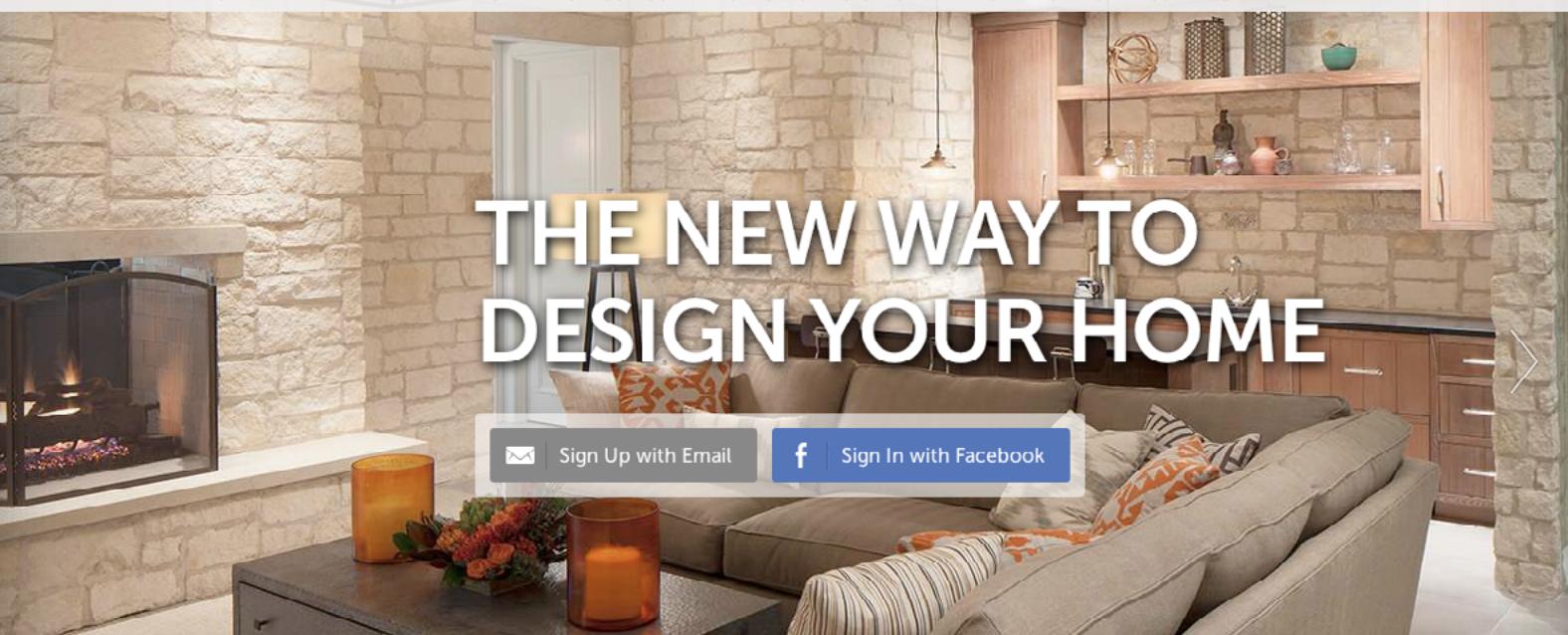


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Join the Discussion >

Photo credit: [Houzz](#)



Today on Houzz

Get Started

Photo credit: [Houzz](#)

Facebook <https://www.facebook.com>

Waleed Home

Spoiler Alert! I wrote the script for this World Cup game.

1:25 AM · 09 Jul 14

6,706 RETWEETS 2,643 FAVORITES

Like Comment Share

14 people like this.

Yasir Qureshi It is like the red wedding of football 20 hrs · Like

Rida Shariq Totally man..brutal 20 hrs · Like

Write a comment...

Khizer Nawaz posted a photo to Ali Bin Shaheen's timeline.

19 hrs ·

Level hai.

Go bigger. Go MCP.

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Microsoft Learning

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Sundus Zehra Shahid and 2 others 3 events this week

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Christopher Pruijsen and Yu Anna are now friends.

Oana Maria Matache commented on her own status.

Gabriela Manu ceva adevar.

Nehel Hafeez Sheikh likes Ayesha Khan's link.

Bruna Estevanin Costa likes Júlia Pereira's photo.

Ibrahim Khalid 3987700 Seconds

Sameer Ur Rahman played a track on SoundCloud

Teo Nica likes Live Young

Hussain Dewani

Shamilah Rashid

Shah Taima Sohail

Ali Bin Shaheen

Bhagya Awanthie

Sughra Akbar

Tahira Naseem

Ruth Van de Pol

Shiza Naseem

Akbar Raza

Photo credit: [Facebook](#)

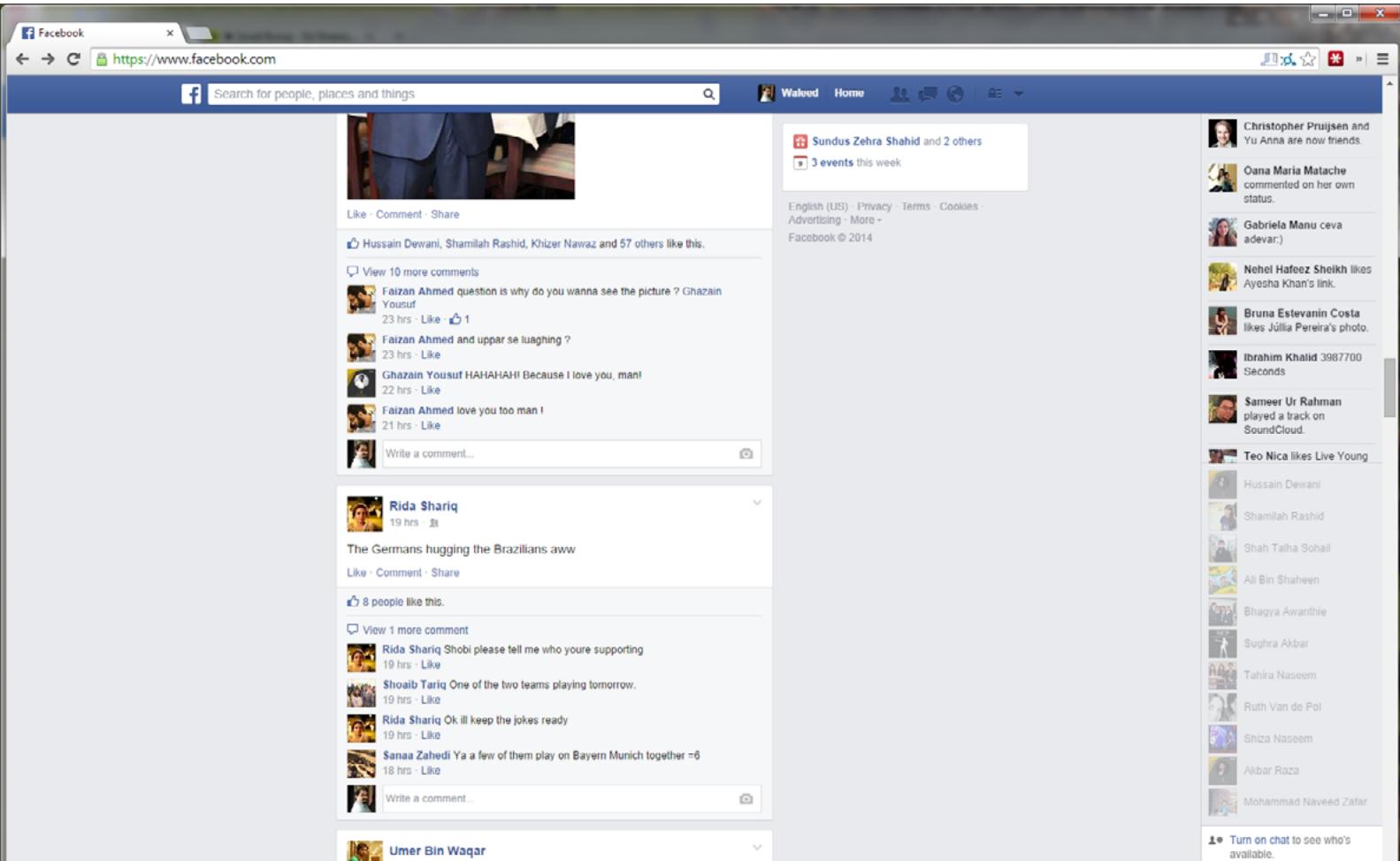


Photo credit: [Facebook](#)

PROBLEM

The user wants to have access to the menus anytime while on the web page.

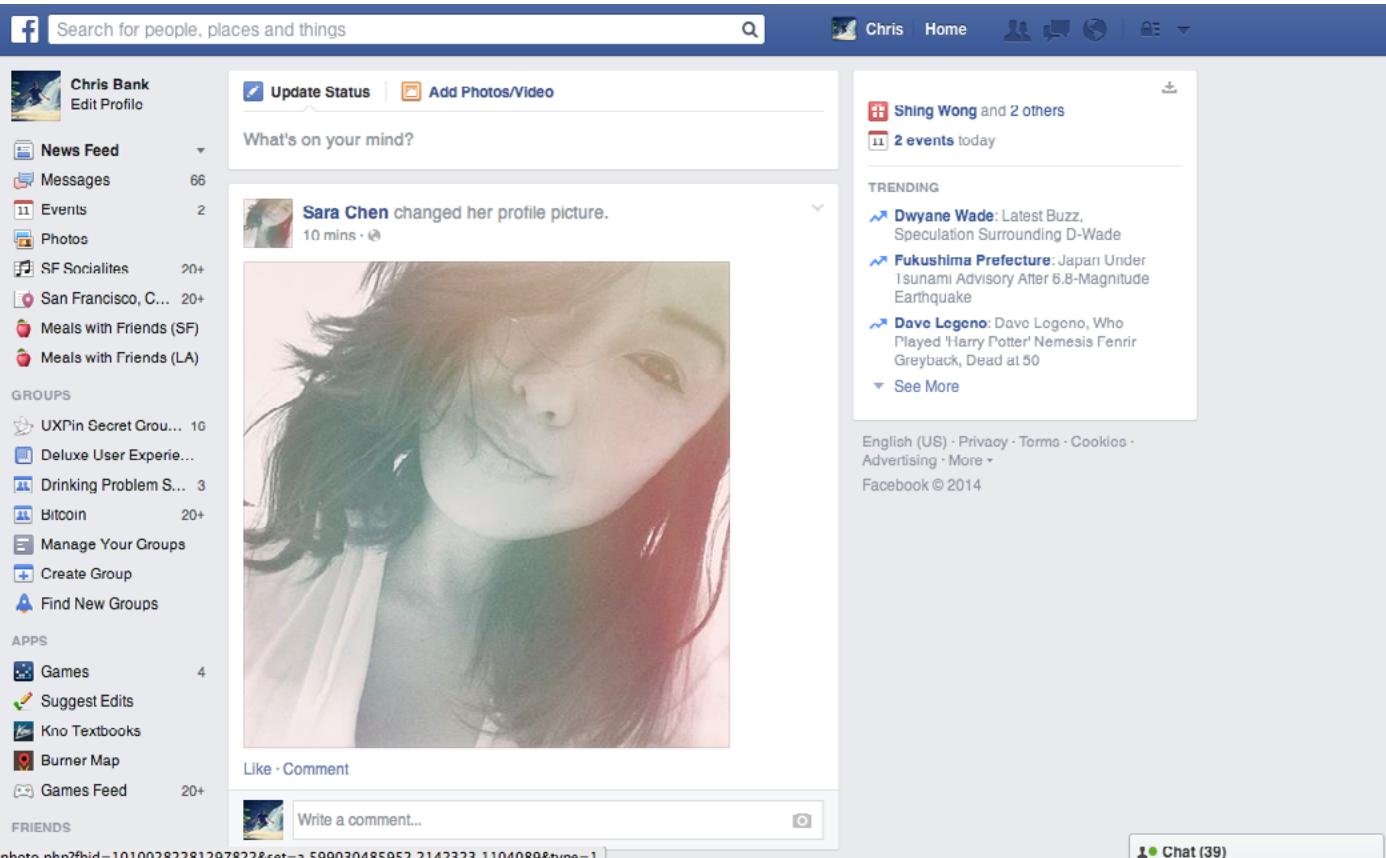
SOLUTION

The top, side, or bottom navigation stays in place while a page is scrolled. In some cases, headings from sub-sections may also become fixed while scrolling and replace or be appended to the existing fixed navigation. The main navigation bar for both Google Plus and Pinterest sticks to the top of the page, allowing users to quickly access those menu items and filters whenever they need to. When paired with the Infinite Scroll pattern, a sticky navigation menu can be a great convenience for users who scroll past more than the first page's worth of content.

Vertical Navigation

EXAMPLES

Facebook, Spotify



The screenshot shows the Facebook Home page. On the left, there is a vertical sidebar with the user's profile picture and name (Chris Bank), followed by a list of links: News Feed, Messages (66), Events (2), Photos, SF Socialites (20+), San Francisco, C... (20+), Meals with Friends (SF), Meals with Friends (LA). Below these are sections for Groups (UXPin Secret Grou..., Deluxe User Experie..., Drinking Problem S..., Bitcoin (20+), Manage Your Groups, Create Group, Find New Groups). Further down are sections for Apps (Games, Suggest Edits, Kno Textbooks, Burner Map, Games Feed (20+)) and Friends. The main content area shows a post from Sara Chen: "changed her profile picture." 10 mins ago. Below the post is a large image of a woman's face. To the right of the post is a sidebar with a post from Shing Wong and 2 others, 2 events today, and a Trending section with links to Dwyane Wade, Fukushima Prefecture, and Dave Legeno. At the bottom, there are links for English (US), Privacy, Terms, Cookies, Advertising, and More, followed by a Facebook © 2014 copyright notice. The URL in the address bar is <https://www.facebook.com/photo.php?fbid=10100282281297822&set=a.599030485952.2142323.1104089&type=1>. A Chat (39) button is also visible.

Photo credit: [Facebook](#)



Browse

OVERVIEW TOP LISTS GENRES & MOODS NEW RELEASES NEWS

Welcome to Friday afternoon.



Summer Chill

The perfect chill out music for all of your lovely, laid-back summer...



A Summer of Country

Summer: the season of pool parties, beach days, BBQs, and - of course -



Today's Top Hits

Today's Top Hits – 50 hand-picked tracks from across the world!



Afternoon Acoustic

Unwind and let the afternoon unfold in all its acoustic glory.



Ultimate Country

An ultimate collection of today's top country hits.



The Happy Hipster

Some say there's no such thing as a happy hipster... we disagree.

TOP LISTS

MKTO, Mici, Iggy Azalea

NEW RELEASES

Ariana Grande, Sia, Kiesza

Photo credit: [Spotify](#)

VPROBLEM

The user needs a way to navigate between different sections of the app, but there's limited space to show this information.

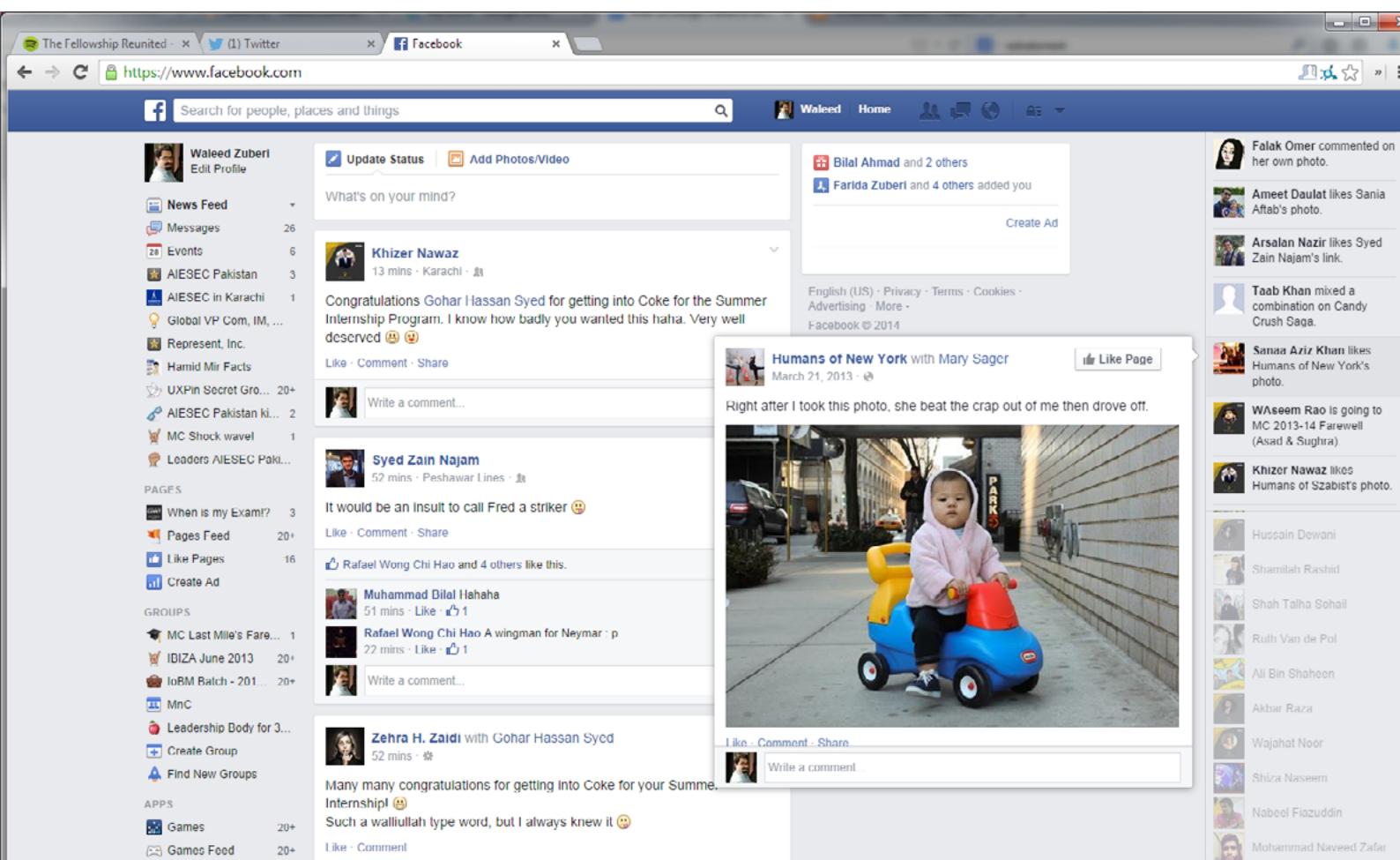
SOLUTION

Important sections of the UI can be presented in a list, which the user can scroll through to get what they want. This also leaves the header and footer of the UI free for more “universal” navigation, such as action bars. Traditionally, most navigation patterns have been horizontal in the form of tabs or buttons. The vertical navigation pattern has emerged as a significant evolution to navigational design to deal with user-generated content like user timelines and infinite scrolling content.

Popovers

EXAMPLES

Facebook, Pinterest



The screenshot shows a Facebook news feed on a desktop browser. A popover menu is open over a post from 'Khizer Nawaz'. The menu includes options like 'Update Status' and 'Add Photos/Video'. The post itself is from 'Khizer Nawaz' and congratulates 'Gohar Hassan Syed' on getting into Coke for the Summer Internship Program. The post has 6 likes and 13 mins ago. The right side of the screen shows a photo of a baby in a pink hoodie riding a colorful toy car on a city street, with a caption from 'Humans of New York'.

Photo credit: [Facebook](#)

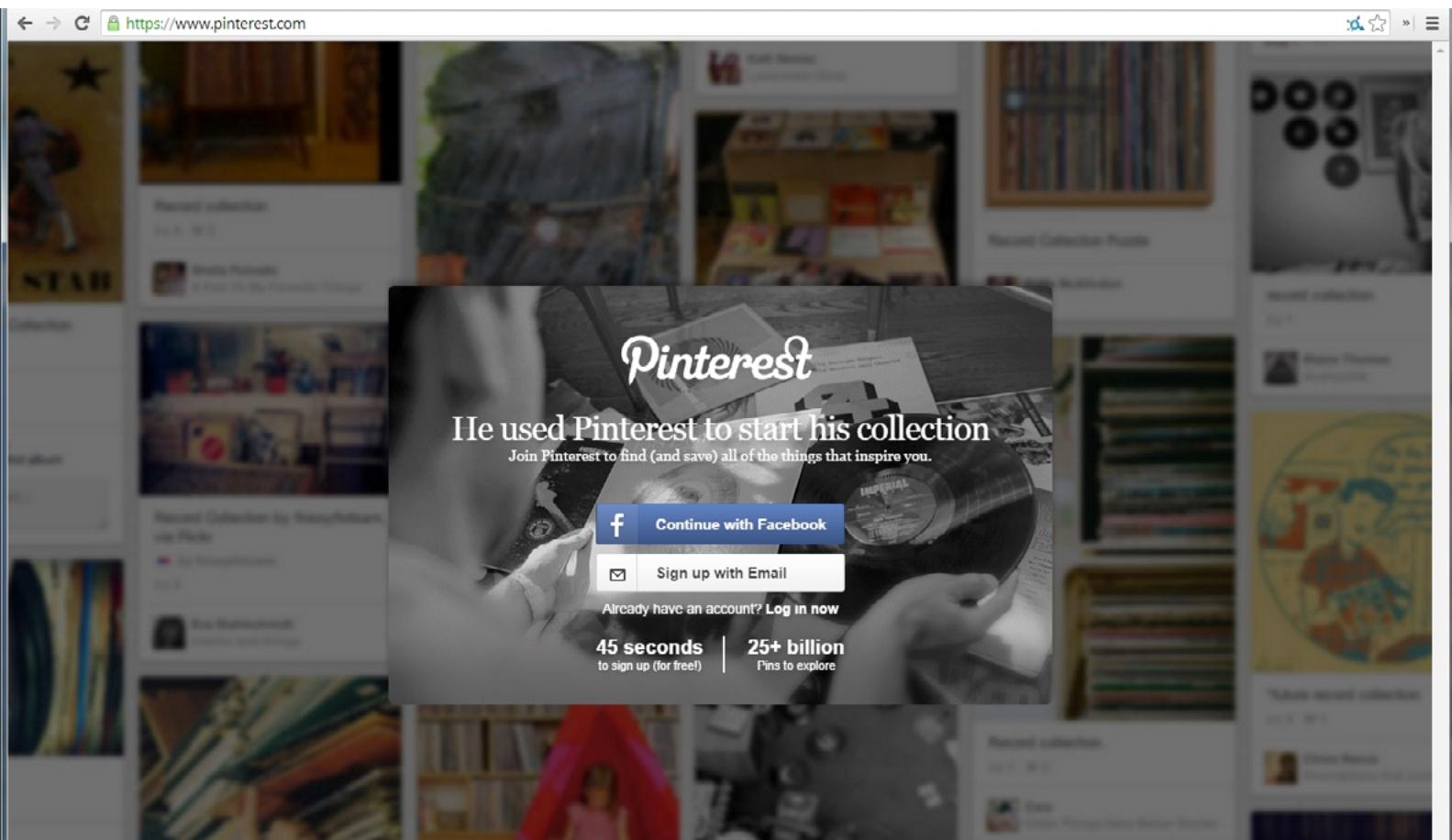


Photo credit: [Pinterest](#)

PROBLEM

The user wants to view relevant information without losing their current place in the UI.

SOLUTION

Show important notifications and additional information in popovers. This UI pattern has the advantage of providing a lightweight and straightforward way of viewing additional information or taking a particular action, but they do so without pulling the user out of their current activity. Pinterest and Fitocracy use modal popovers for quick actions, and Facebook uses popovers to quickly show snippets of content from the Activity Bar. The popover UI pattern is important for actions like these because they are being performed on the data and this way users always know what these controls apply to. With the content still visible in the background, the user can tweak sorting options or change the font size without having to go back and forth between the views - it all happens right there. Popovers and modal windows can

also be used to display important notifications or notices where it's essential to get the user's attention because dismissing them requires a tap or swipe.

Slideouts, Sidebars & Drawers

EXAMPLES

Spotify, Medium, New York Times, Pinterest

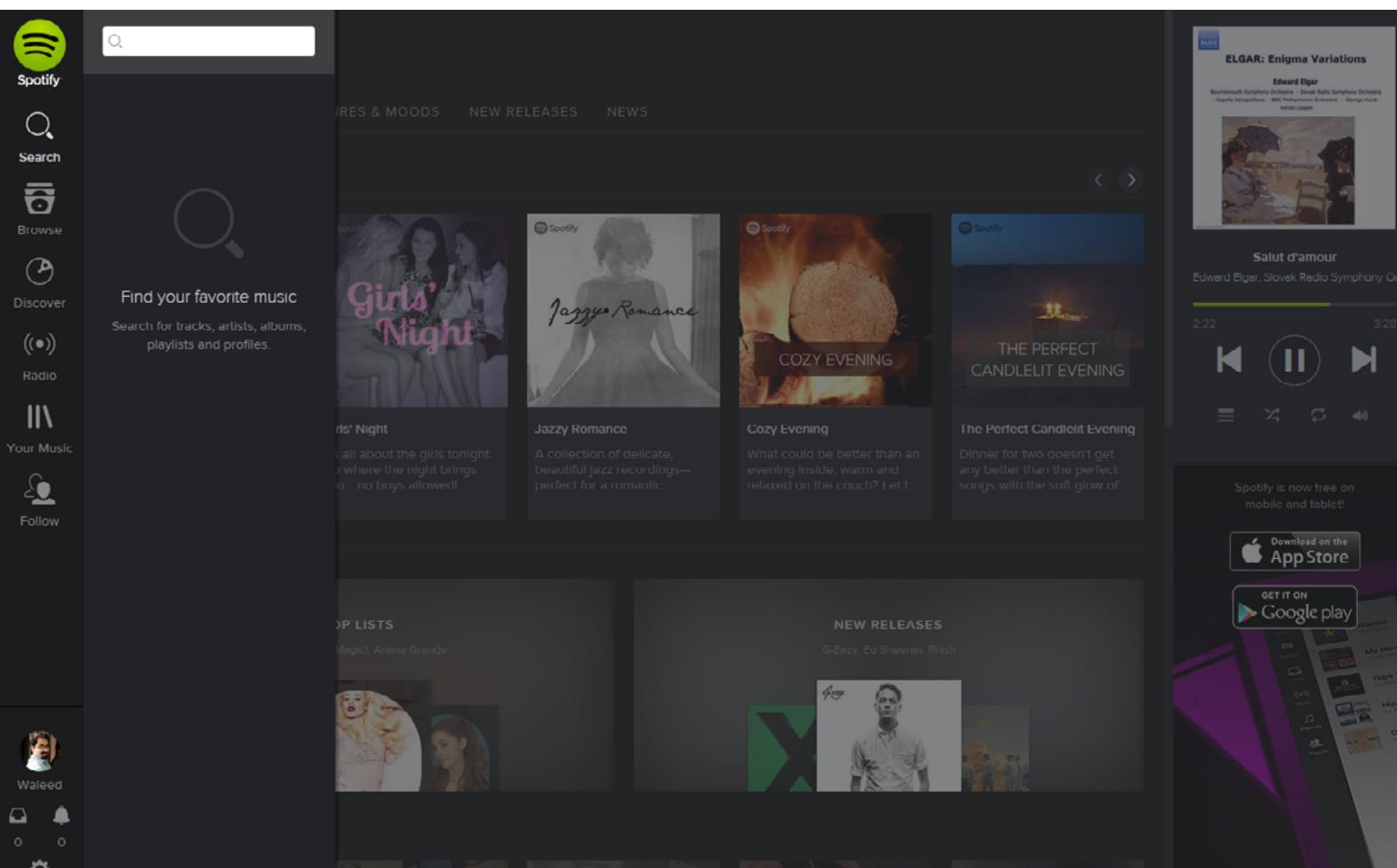


Photo credit: spotfy.com

Mozart: Piano Concerto in D major, K. 467 (1785) by Medium

<https://medium.com>

M Home   

Waleed Zuberi

New story

Drafts

Stats

Collections

NOTIFICATIONS

melissa andrade published a new story From clinical to creative

James Altucher published a new story How To Break The Law and Get Away With It Forever

melissa andrade published a new story What the fuck are we even saying?

Marcin Wichary published a new story The commute

Marcin Wichary published a new story Natalie's voice

Sheba Najmi recommended a story How to travel the world and get companies to pay for it.

melissa andrade published a new story

Medium
Everyone's stories and ideas

READING LIST BOOKMARKS TOP 100

Best of Life Learning

Linchpin : Are You Indispensable?
An actionable summary of Seth Godin's bestseller.

 Sathyvelu K 5 min read

Photo credit: [Medium](#)

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SundayReview

Sunni Militants Capture Major Iraqi Border Post With Syria
By ALIESA J. RUDIN 10 minutes ago
Fighters and weapons are now able to move across the Iraq-Syria border with ease after a three-day fight for Al Qaim, a development that officials called worrisome.

Kerry Hints That U.S. Would Support New Leader for Iraq
By MICHAEL K. GORDON 1:12 PM ET
In Cairo on the first leg of a Middle East trip, Secretary of State John Kerry suggested that the U.S. would be open to a new Iraqi leader, while trying not to appear to intervene.

Israeli Youth Dies in Attack on Vehicle Near Syrian Border
By JODI RUDOREN
An attack on a defense

The Coming Climate Crash
By HENRY M. PAULSON Jr.
We need to tax carbon dioxide emissions to protect our economy.

Why Are We Importing Our Own Fish?
By PAUL GREENBERG
The seafood industry is a great example of the delete-and-replace maneuvers that define the outsourced American economy.

Editorial: Slavery and the Shrimp on Your Plate
Editorial: Mass Surveillance in Britain
Kristof: So Similar, So Different
Douthat: Immigration Reform's Open Invitation
Rattner: Fear of Robots

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Behind the scenes at The New York Times

What We're Reading
Chozick, Schwartz, Bengiveno on Great Editing

BUSINESS DAY »
Espousing Equality, Embracing a Hierarchy
Many companies aspire to a flat organizational structure, but management provides

Baptism by Fire
A New York Firefighter Confronts His First Test
By N. R. KLEINFELD
Jordan Sullivan's decade-long dream of joining the Fire Department had come true. Now he had to prove himself.

Are You a Firefighter? Tell Us About Your First Fire
Notable Fires in the New York City Area
9 Stories of New York by N. R. Kleinfeld

Unblinking Eyes Track Employees

Photo credit: [New York Times](#)

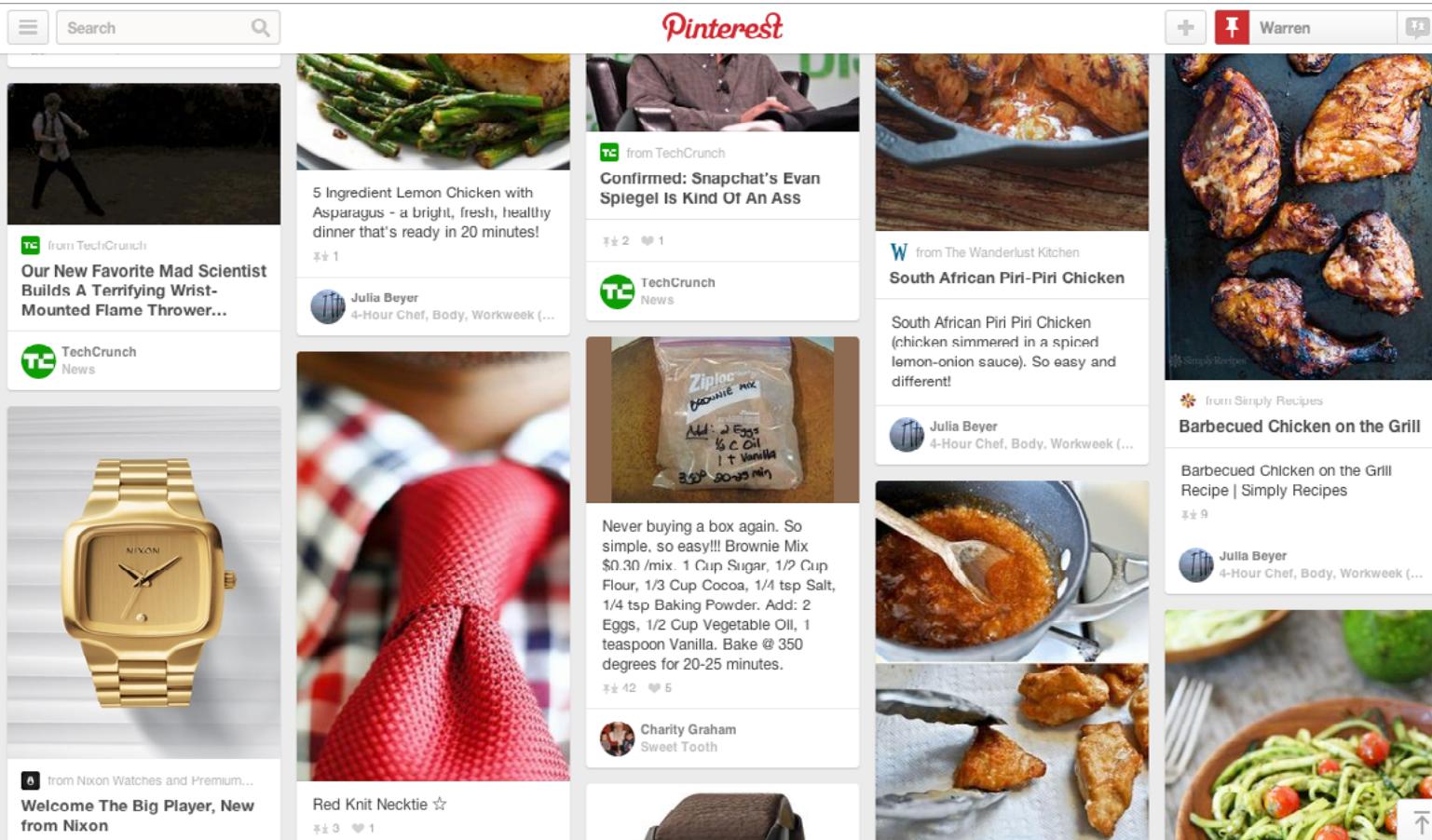


Photo credit: [Pinterest](#)

PROBLEM

The user needs a way to navigate between different sections of the app without being distracted in each individual section.

SOLUTION

A secondary section of the application – such as navigation, chat, settings, user profiles, etc. – is tucked away in a collapsible panel hidden under the main section when it is not needed. When accessed, it usually either moves the main section aside or slides over it. Since the slideout is in a separate layer from the main content in the application, there's a lot of flexibility in terms of how content can be laid out inside the drawer - icons, text, and even simple controls are viable options to provide quick access to important actions here. Often times, the drawer can be hidden under a “hamburger menu” or a simple arrow that indicates there's more content there. It's an easy way to hide all the less important things in a “side drawer” so that you only have to focus on how to distill the most important information in each view. Examples can be found everywhere. Asana, Spotify (search box), and Facebook (chat boxes). Some more specific examples include Houzz, which has a sub-navi-

gation drawer that disappears as you scroll down and reappears back at the top; and the New York Times, which hides a side drawer that appears on the left when the user clicks the ‘sections’ button at the top left side of the page. As you scroll down in Pinterest, an up-arrow button appears for easy navigation back to the top, and in its ‘How It Works’ page.

Links to Everything

EXAMPLES

Spotify, Asana

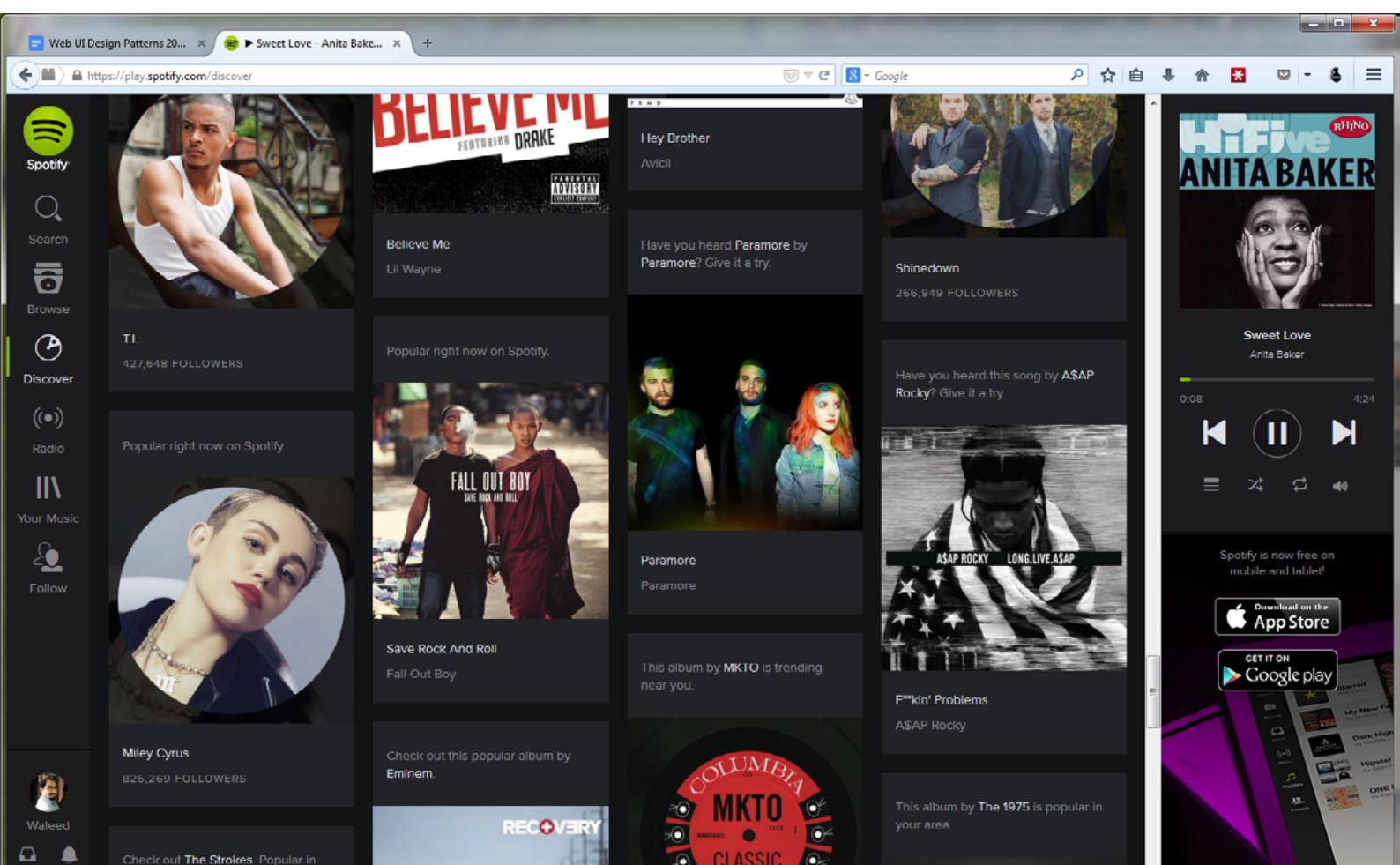


Photo credit: [Spotify](#)

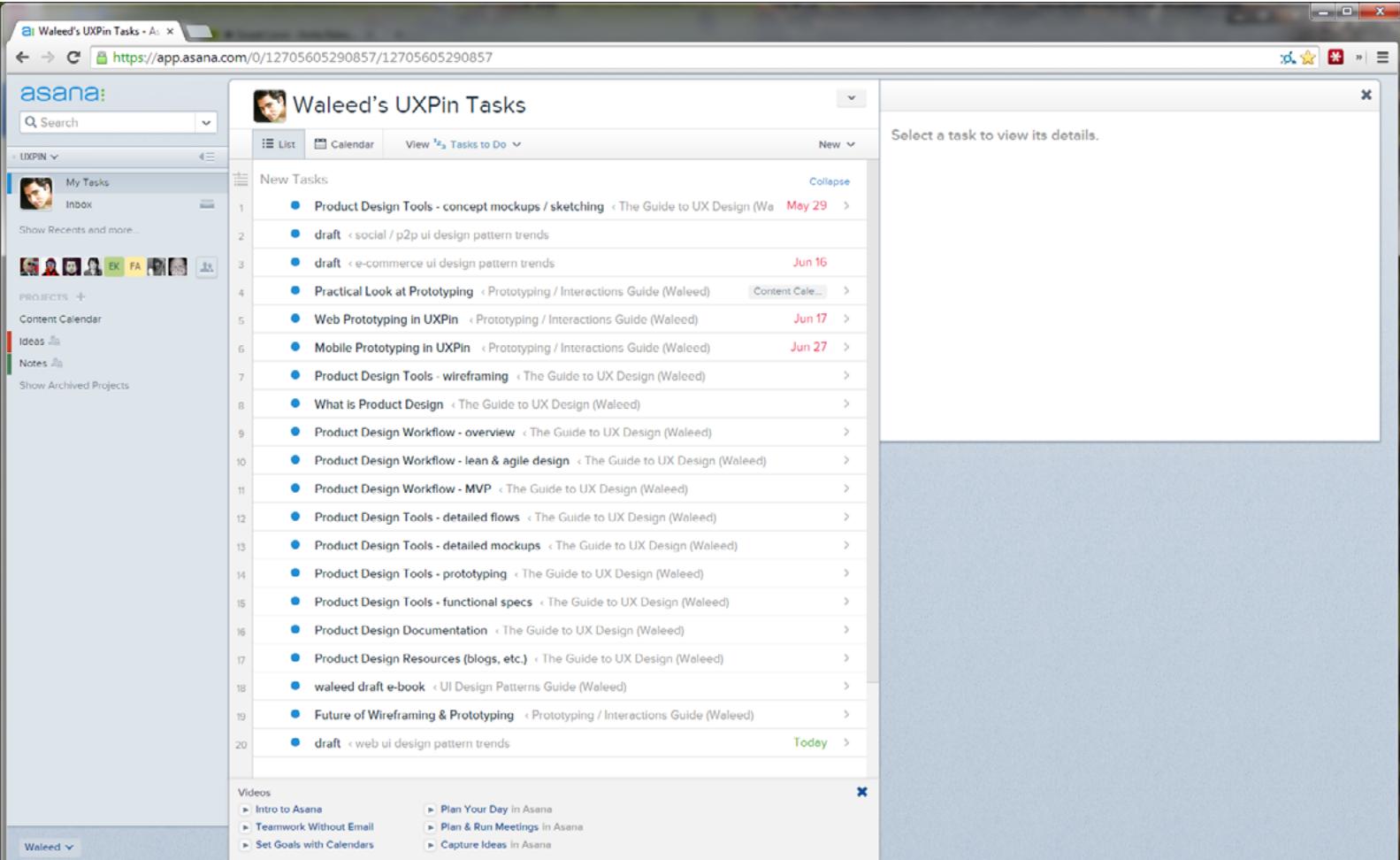


Photo credit: [Asana](#)

PROBLEM

The user needs a consistent way of navigating through content without being distracted by additional content.

SOLUTION

Most or all user content within the app is linked, giving users the freedom to explore and find the exact information they're looking for without hitting dead-ends or being distracted by a litany of hyperlinked text, additional buttons, calls to action, etc. that you would normally see on a website. If they want to interact with a piece of content in the app, odds are that they can tap on it and go to a new view for a more detailed experience. Content-heavy web apps like Asana and Spotify let users explore all kinds of content by clicking on it, for example clicking on an artist or user takes you to their profile, items can be clicked on, table heads can be clicked on to sort and many other actions.

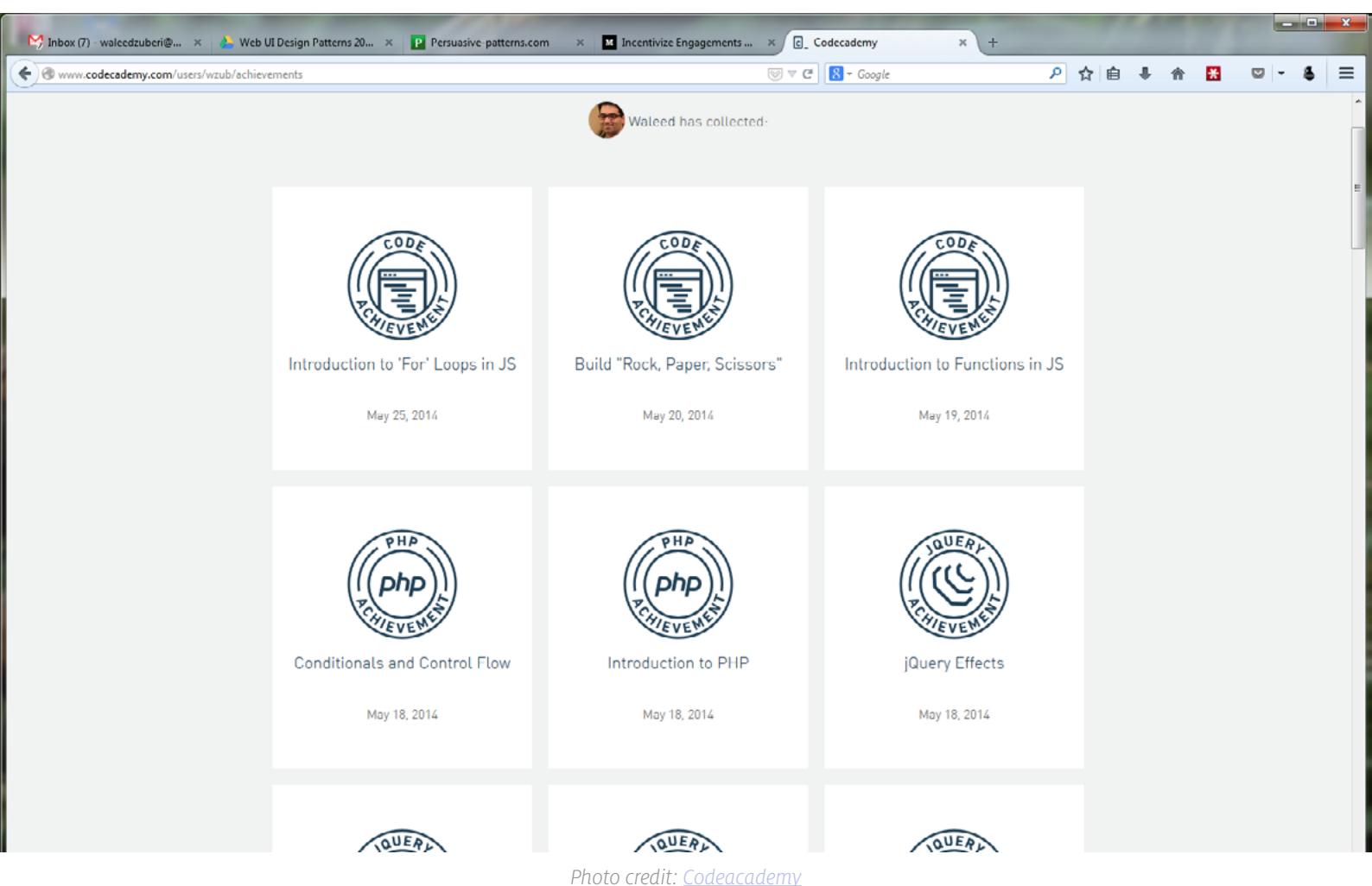
5

Social

Achievements & Badges

EXAMPLES

Codecademy, Stackoverflow



The screenshot shows a web browser window with multiple tabs open. The active tab is 'Codecademy' at www.codecademy.com/users/wzub/achievements. The page displays a grid of achievement badges. A header message says 'Waleed has collected:'. The grid is organized into three rows and three columns. Each badge is a circular icon with the word 'CODE' at the top and 'ACHIEVEMENT' at the bottom, with a central illustration.

Category	Achievement	Date
JavaScript	Introduction to 'For' Loops in JS	May 25, 2014
	Build "Rock, Paper, Scissors"	May 20, 2014
	Introduction to Functions in JS	May 19, 2014
PHP	Conditionals and Control Flow	May 18, 2014
	Introduction to PHP	May 18, 2014
	jQuery Effects	May 18, 2014
jQuery	Photo credit: Codecademy	

The screenshot shows a Stack Overflow user profile for 'avist'. The profile includes a photo, bio (empty), stats (314 reputation, 1 visit, 17 profile views, email waleedzuberi@gmail.com, real name Waleed), and badges (Yearling, Editor, Teacher, Scholar, Commentator, Supporter, Student). The navigation bar at the bottom includes links for tour, help, blog, chat, data, legal, privacy policy, work here, advertising info, mobile, contact us, and feedback.

Photo credit: [Stack Overflow](#)

PROBLEM

The user wants incremental encouragement and a general sense of progress

SOLUTION

Build gamification into the user's interactions with the website. Apart from the regular user interactions like listening to a song or posting an update on a social network, many sites also want to encourage users to complete their profile information or interact more frequently with the app. In these cases it makes sense to provide some incentive to the user so that this extra step appeals to them. Gamification is one of the most popular ways of doing this, and like the Completeness Meter pattern discussed earlier it can be a great way of increasing user engagement. Gamification applies the mechanics that hook gamers in order to make the users more engaged on the site. A gamified app is characterized by rewards the user receives as they move through different stages of the "game". For example users of Codecademy receive points and badges as they complete different tutorials. Stackoverflow and Quora implement the same and provide users with points that can be used to unlock additional features like asking targeted questions or contributing to protected questions.

Auto-Sharing

EXAMPLES

Quora, Twitter, Spotify, Vimeo

Photo credit: [Quora](#)

Home Notifications Discover Me  Search Twitter    



Waleed Zuberi
@wzuberi

- [Account](#)
- [Security and privacy](#)
- [Password](#)
- [Mobile](#)
- [Email notifications](#)
- [Web notifications](#)
- [Profile](#)
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Profile

This information appears on your public profile, search results, and beyond.

Photo  [Change photo](#)

This photo is your identity on Twitter and appears with your Tweets.

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Recommended dimensions of 1500x500
Maximum file size of 5MB
Need help? Learn more.

Name [Edit](#)

Enter your real name, so people you know can recognize you.

Location [Edit](#)

Where in the world are you?

Website [Edit](#)

Have a homepage or a blog? Put the address here.

Bio [Edit](#)

About yourself in 160 characters or less. 107

Facebook

 [Connect to Facebook](#)

Post Tweets to your Facebook profile or page.

Waleed Zuberi | Twitter | Facebook | LinkedIn | Email | Direct message

Photo credit: [Twitter](#)

Spotify

Search

Browse

Discover

Radio

Your Music

Follow

Waleed



Waleed Zuberi

Account: Free

[VIEW ACCOUNT](#) [UPGRADE](#)

Choose language  English

Private Session 

Share activity on Facebook 

Share my activity and what I listen to with my followers on Spotify 

Automatically make new playlists public 

Show the Top Artists I've been listening to 

Play open.spotify.com URLs in desktop app 

Scrobble to Last.fm [CONNECT](#)

[LOG OUT](#)



Don't Know Why
Norah Jones

2:22 3:06

◀ ▶

Spotify is now free on mobile and tablet!

[Download on the App Store](#)

[GET IT ON Google play](#)



Photo credit: [Spotify](#)

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.

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.



Waleed
Joined Jun 22, 2014
User ID: 29404110

APP SETTINGS

This is where you can control the Vimeo approved and third party applications that connect with your account.

= verified by Vimeo

NEED HELP?

If you have questions about what's on this page, look here first: [Help](#) / [FAQ](#) / [Managing your Account](#)

Photo credit: [Vimeo](#)

PROBLEM

The user wants to easily share their activity with their social networks.

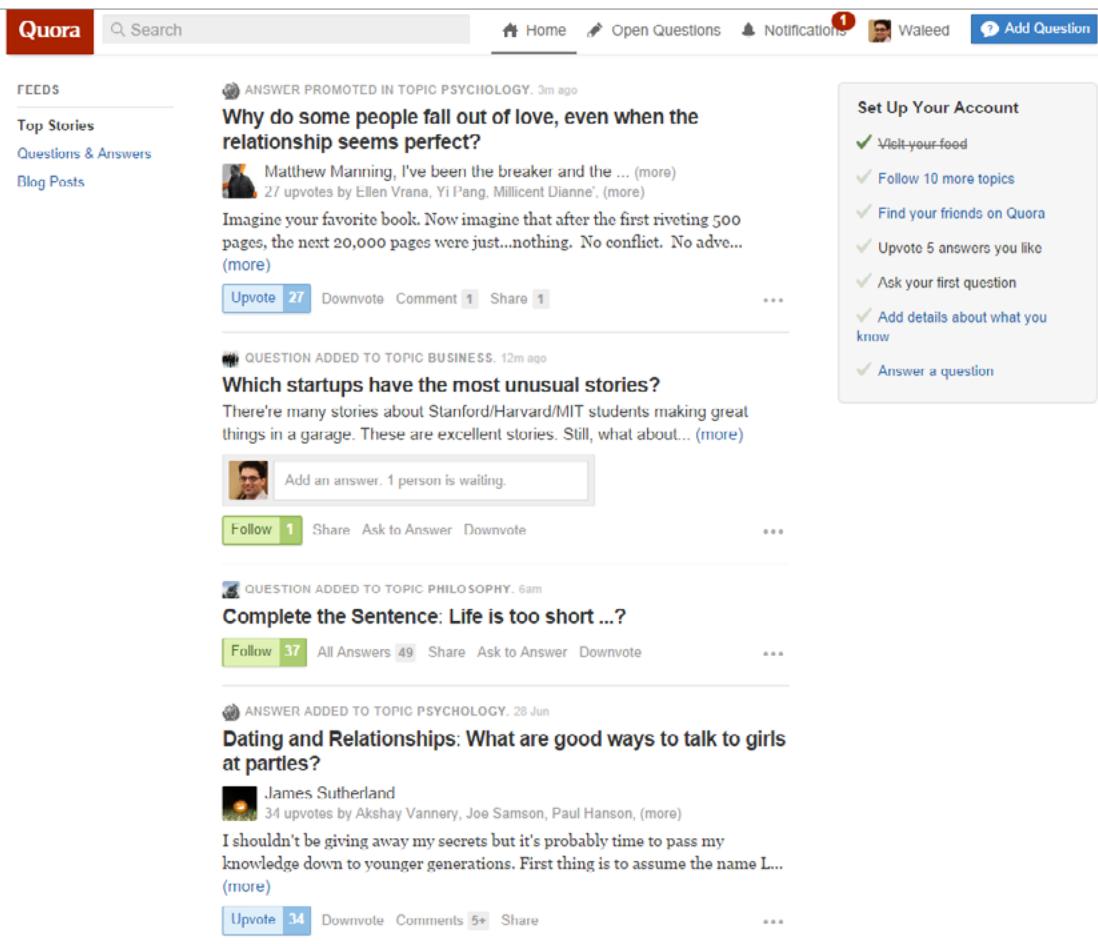
SOLUTION

Build and option that lets users automatically share particular interactions with their social networks. A lot of web apps like Tumblr, Spotify and Vimeo are building granular sharing settings which allow users to automatically post updates to their networks based on their activity. These updates can be posted within the app or even shared with external social channels like Facebook or Twitter. Not only does this help the user engage with their friends and family in everyday activities like listening to a song or reading an article on an external website, its also a great way to build awareness and engagement with the app itself. For interactions like uploading a photo to Carousel or a video to Vimeo, this pattern makes it even easier for users by eliminating an extra step in the process which they are most likely going to take regardless.

Activity Feeds

EXAMPLES

Quora, Medium, Vimeo, Facebook



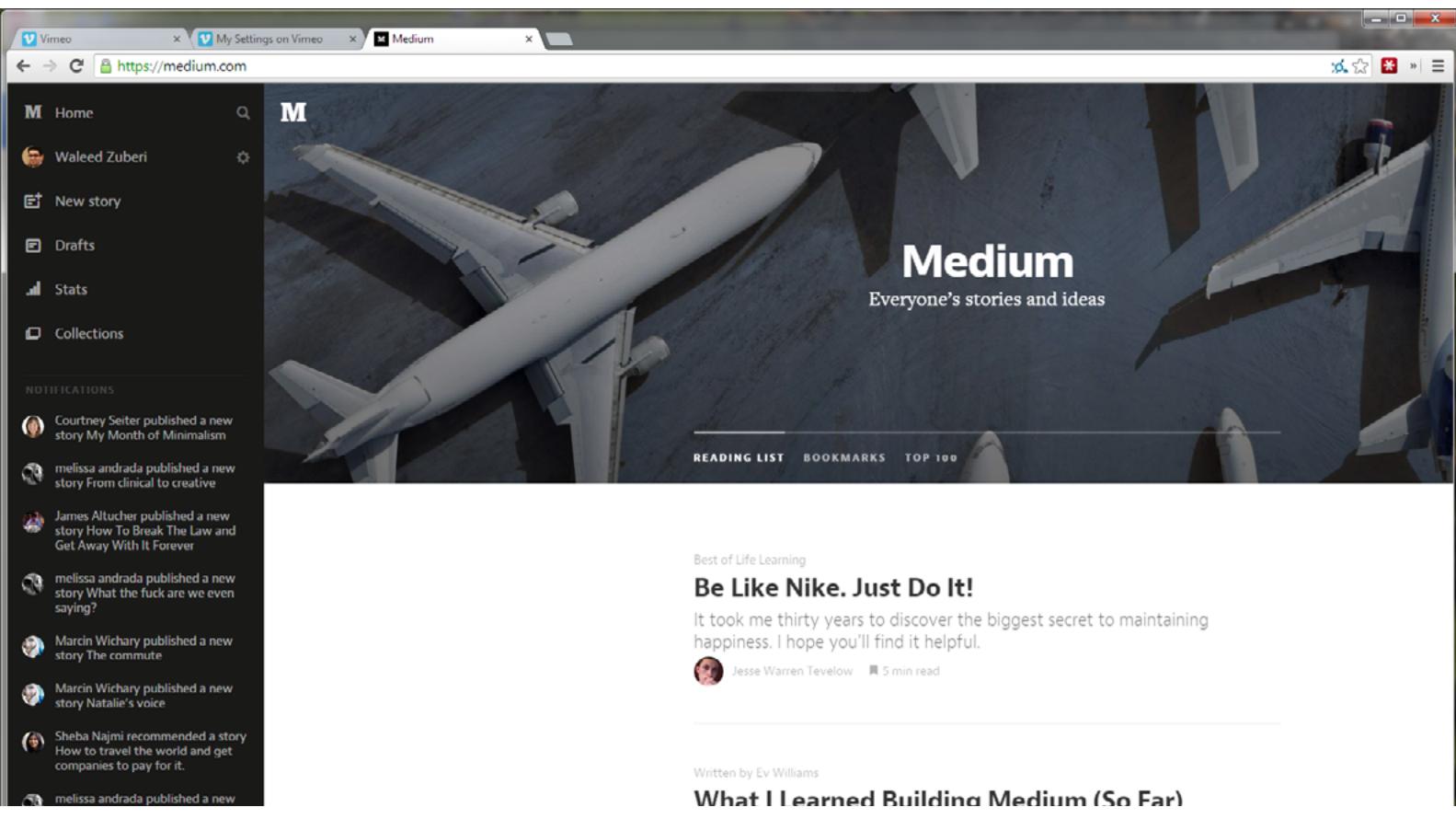
The screenshot shows the Quora homepage with a navigation bar at the top. The main content area displays three activity feed items:

- ANSWER PROMOTED IN TOPIC PSYCHOLOGY.** 3m ago
Why do some people fall out of love, even when the relationship seems perfect?
Matthew Manning, I've been the breaker and the ... (more)
27 upvotes by Ellen Vrana, Yi Pang, Millicent Dianne'. (more)
Imagine your favorite book. Now imagine that after the first riveting 500 pages, the next 20,000 pages were just...nothing. No conflict. No adve... (more)
Upvote 27 Downvote Comment 1 Share 1
- QUESTION ADDED TO TOPIC BUSINESS.** 12m ago
Which startups have the most unusual stories?
There're many stories about Stanford/Harvard/MIT students making great things in a garage. These are excellent stories. Still, what about... (more)
Add an answer. 1 person is waiting.
Follow 1 Share Ask to Answer Downvote
- QUESTION ADDED TO TOPIC PHILOSOPHY.** 6am
Complete the Sentence: Life is too short ...?
Follow 37 All Answers 49 Share Ask to Answer Downvote

On the right side, there is a sidebar titled "Set Up Your Account" with a list of tasks:

- ✓ Visit your feed
- ✓ Follow 10 more topics
- ✓ Find your friends on Quora
- ✓ Upvote 5 answers you like
- ✓ Ask your first question
- ✓ Add details about what you know
- ✓ Answer a question

Photo credit: Quora



Home

Waleed Zuberi

New story

Drafts

Stats

Collections

NOTIFICATIONS

- Courtney Seiter published a new story My Month of Minimalism
- melissa andrade published a new story From clinical to creative
- James Altucher published a new story How To Break The Law and Get Away With It Forever
- melissa andrade published a new story What the fuck are we even saying?
- Marcin Wichary published a new story The commute
- Marcin Wichary published a new story Natalie's voice
- Sheba Najmi recommended a story How to travel the world and get companies to pay for it.
- melissa andrade published a new

Best of Life Learning

Be Like Nike. Just Do It!

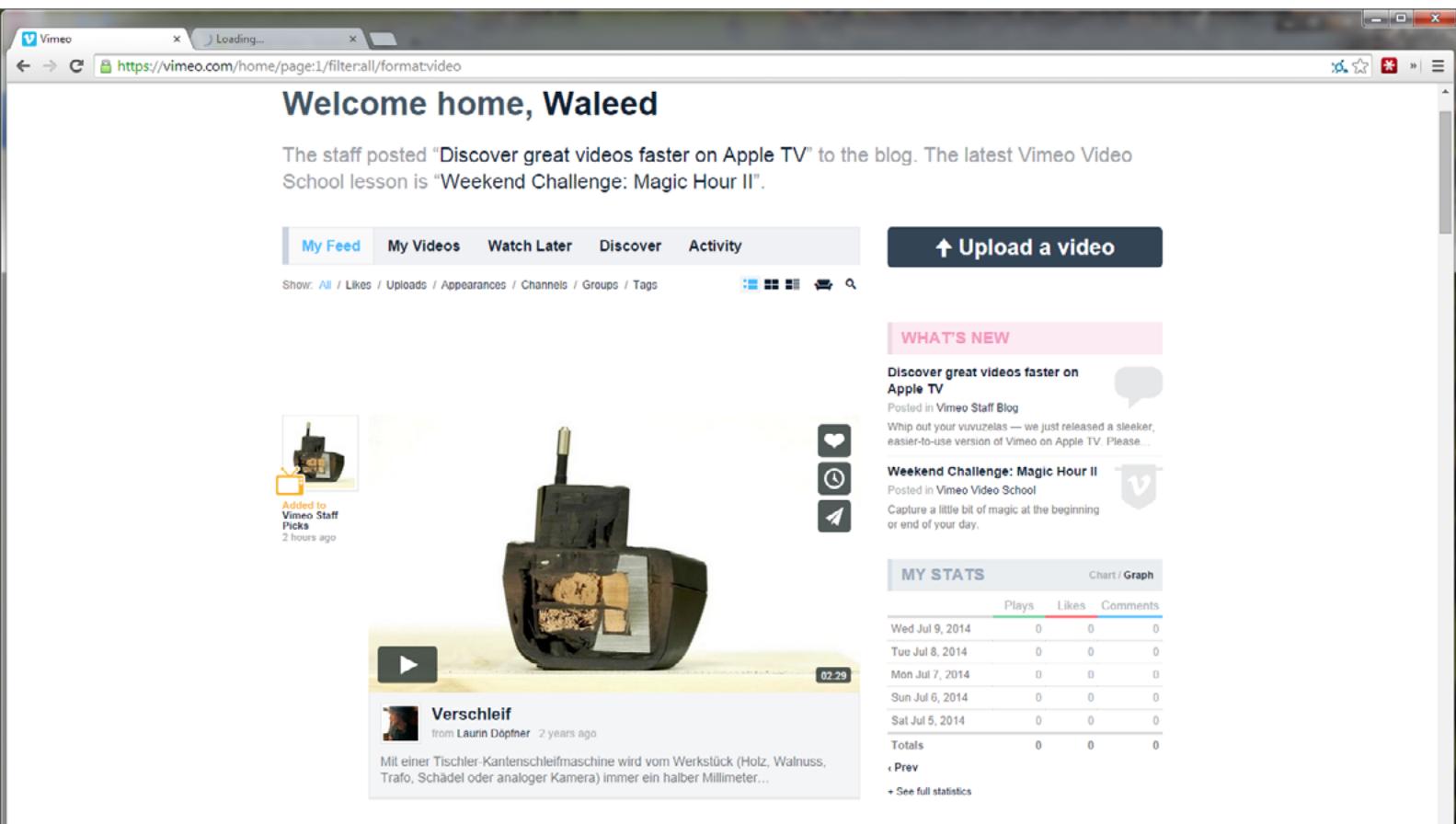
It took me thirty years to discover the biggest secret to maintaining happiness. I hope you'll find it helpful.

Jesse Warren Tevelow 5 min read

Written by Ev Williams

What I Learned Building Medium (So Far)

Photo credit: [Medium](#)



Welcome home, Waleed

The staff posted "Discover great videos faster on Apple TV" to the blog. The latest Vimeo Video School lesson is "Weekend Challenge: Magic Hour II".

My Feed My Videos Watch Later Discover Activity

Upload a video

Show: All / Likes / Uploads / Appearances / Channels / Groups / Tags

WHAT'S NEW

Discover great videos faster on Apple TV

Posted in Vimeo Staff Blog

Whip out your vuuzelas — we just released a sleeker, easier-to-use version of Vimeo on Apple TV. Please...

Weekend Challenge: Magic Hour II

Posted in Vimeo Video School

Capture a little bit of magic at the beginning or end of your day.

	Plays	Likes	Comments
Wed Jul 9, 2014	0	0	0
Tue Jul 8, 2014	0	0	0
Mon Jul 7, 2014	0	0	0
Sun Jul 6, 2014	0	0	0
Sat Jul 5, 2014	0	0	0
Totals	0	0	0

Photo credit: [Vimeo](#)

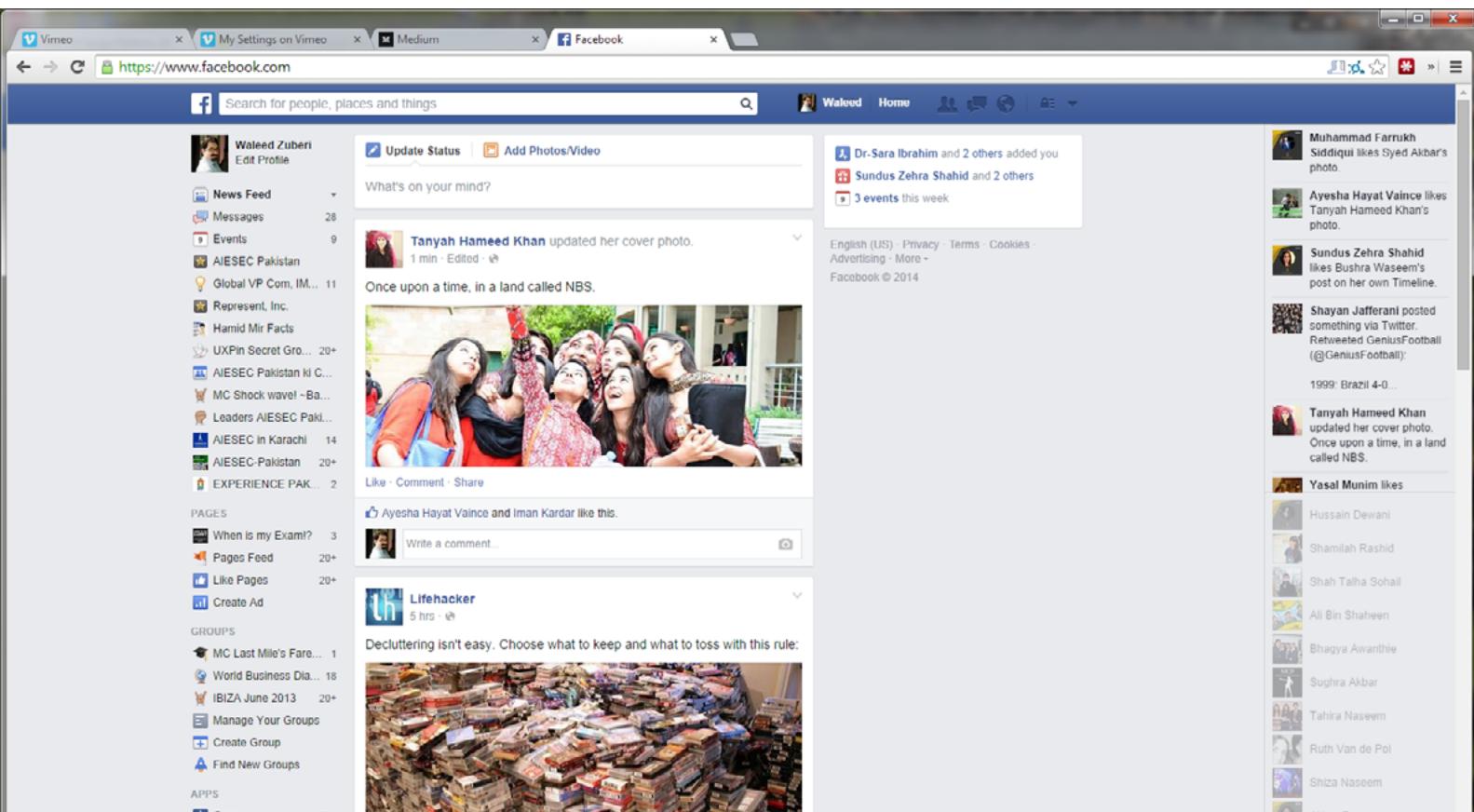


Photo credit: [Facebook](#)

PROBLEM

The user wants to keep up with what's happening around them and get quick updates on recent activity.

SOLUTION

Show recent activity that's relevant to the user within the app. Aside from the obvious Facebook or Twitter news feeds, other web apps that contain an element of social interaction, like Quora or Medium have implemented activity feeds that provide users with an overview of recent activity from their friends or people they follow. The activity stream can be used to aggregate recent actions by an individual user, commonly used on profile pages; more commonly however, activity feeds are used to aggregate multiple users from the perspective of one user. These feeds are extremely useful in demonstrating different features of the UI by showing how other users are interacting with it, and in this also plays a great word-of-mouth role.

Friend Lists

EXAMPLES

Goodreads, Spotify

search your friends list

(showing 1-30 of 02) « previous 1 2 3 next »

sort by

Profile Picture	Friend's Name	Books Read	Friends	Actions
	Simona Stoica	447 books	144 friends	add a story »
				Currently reading: The Tower "On page 80" — Jul 07, 2014 03:08PM compare books
	Adrian Dinu	219 books	268 friends	add a story »
				Currently reading: The Secret of Selling Anything "On page 100" — Jun 26, 2014 02:19AM compare books
	1clirius	67 books	53 friends	add a story »
				Currently reading: The First Man "On page 204" — Jun 08, 2014 02:15PM compare books
	Salma El Morabet	35 books	310 friends	add a story »
				Currently reading: This Golden Land "On page 20" — May 11, 2014 12:30PM compare books
	Arslan Aamir	22 books	38 friends	add a story »
				Currently reading: The Pelican Brief "On page 296, one small document, ruffling a lot of feathers!!!!" — Oct 11, 2012 10:45PM compare books
	Yasir	25 books	11 friends	add a story »
				compare books
	Rafael Wong	36 books	214 friends	add a story »
				Currently reading: Taipei People — Jun 03, 2013 12:45PM compare books
	Rodica Timothin	5 books	111 friends	add a story »
				compare books

People I'm following
My followers
Friend stories

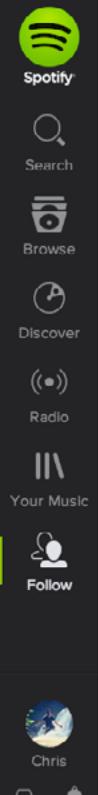
Find Friends From

Gmail yahoo Facebook
 Twitter Friends of friends

find by name or email

My invite friend link
Send this link to your friends to connect with them.
<https://www.goodreads.com/friend/i?i=LTM10Tq1OTQ2MTU6MzY3>

Photo credit: [Goodreads](#)



Who to Follow **Find Friends** Recently Played Artists

Filter by name

	Blackbird Blackbird 26,616 followers Listening to Blackbird Blackbird	+ Follow
	Kevin Systrom 4,361 followers Listening to The Boston Pops Orch..., John Williams, and Alvin Tak...	+ Follow
	CATHEDRALS 1,630 followers Listening to The Smashing Pumpkins...	+ Follow
	Atish Mehta 579 followers	+ Follow
	matt hunter 413 followers Listening to Cam'Ron, Kanye West, and Chris Brown	+ Follow
	Phillip Kaplan 382 followers Listening to Luke Bryan, Septicflesh, and Willie Nelson	+ Follow
	Caroline Jordan 328 followers Listening to Katy Perry, Chris Willis, and The Go-Go's	+ Follow
	Melody McCloskey 328 followers	+ Follow

Photo credit: [Spotify](#)

PROBLEM

The user wants to keep track of and engage a subset of their friends on the site.

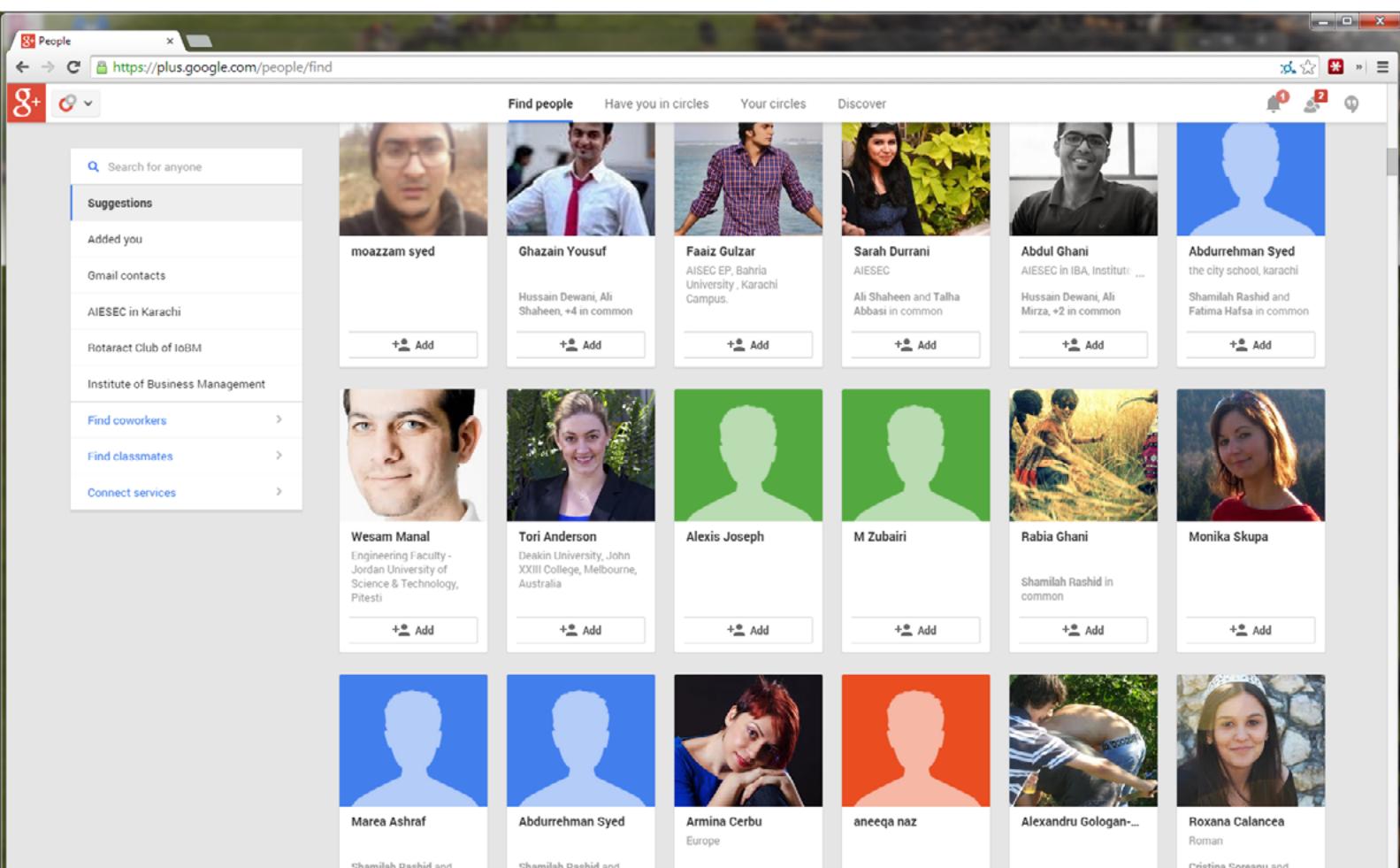
SOLUTION

Show all the user's connections or friends in a list. Spotify and Airbnb are part of the growing number of web apps that give you friend lists which can be used to help users engage with the app in a better way by keeping up with how people they know are using the app. Combined with the Follow pattern which we discuss next, a friend list gives users an easy way to keep track of this information, which comes in handy to give some social proof to content that the users are interacting with. Friend lists also come in handy when the users want to control who they share with. Whether it's one-on-one communication or keeping track of someone's tastes and preferences, the way users explore their blossoming friend groups will become increasingly contextual, requiring friends to become a more integral part of the content-consumption experience.

Follow

EXAMPLES

Google+, Quora, Pinterest, Spotify



The screenshot shows the Google+ People search results page at <https://plus.google.com/people/find>. The interface includes a search bar, a sidebar with 'Suggestions' (Added you, Gmail contacts, AIESEC in Karachi, Rotaract Club of IoBM, Institute of Business Management), and navigation tabs for 'Find people', 'Have you in circles', 'Your circles', and 'Discover'. The main content area displays a grid of 24 profile cards, each with a user's name, a small profile picture, and their connection status. Each card also has a 'Add' button. The profiles include moazzam syed, Ghazain Yousuf, Faaiz Gulzar, Sarah Durrani, Abdul Ghani, Abdurrehman Syed, Wesam Manal, Tori Anderson, Alexis Joseph, M Zubairi, Rabia Ghani, Monika Skupa, Marea Ashraf, Abdurrehman Syed, Armina Cerbu, aneeqa naz, Alexandru Gologan, Roxana Calancea, and others.

Profile	Connection Status	Notes
moazzam syed	+ Add	
Ghazain Yousuf	+ Add	Hussain Dewani, Ali Shaheen, +4 in common
Faaiz Gulzar	+ Add	AIESEC EP, Bahria University, Karachi Campus
Sarah Durrani	+ Add	Ali Shaheen and Talha Abbasi in common
Abdul Ghani	+ Add	AIESEC in IBA, Institute ...
Abdurrehman Syed	+ Add	the city school, karachi
Wesam Manal	+ Add	Engineering Faculty - Jordan University of Science & Technology, Pitesti
Tori Anderson	+ Add	Deakin University, John XXIII College, Melbourne, Australia
Alexis Joseph	+ Add	
M Zubairi	+ Add	
Rabia Ghani	+ Add	Shamilah Rashid in common
Monika Skupa	+ Add	
Marea Ashraf	+ Add	Shamilah Rashid and
Abdurrehman Syed	+ Add	Shamilah Rashid and
Armina Cerbu		Europe
aneeqa naz		
Alexandru Gologan		-
Roxana Calancea		Roman
		Cristina Soreanu and

Photo credit: [Google+](#)

Spanish inquisition. Nobody expected it. Also inability to give up religion.

Picture somewhat related. From [The God Complex](#)

(more)

Upvote 13 Downvote Comments 4+ Share

10

QUESTION ADDED TO TOPIC TELEVISION SERIES. 41m ago

Photo credit: [Quora](#)

Photo credit: [Pinterest](#)

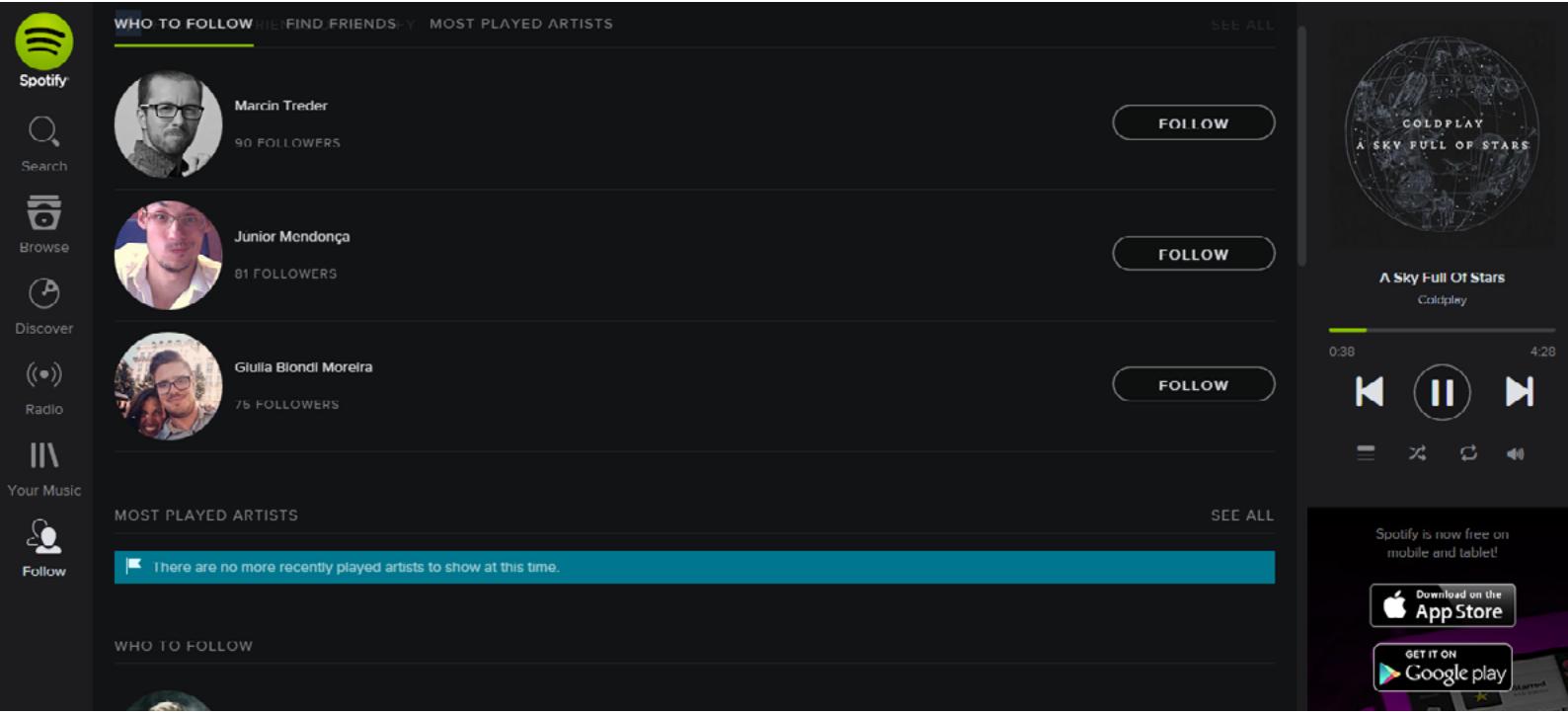


Photo credit: [Spotify](#)

PROBLEM

The user wants to track and keep up to date with activity on topics or themes, not just people.

SOLUTION

Let users select items that they want to stay up to date with. Aside from the purely social web apps like Twitter, Pinterest and Spotify let you select friends, channels or artists that you want to keep track of, and updates are shown in the user's newsfeed. Whether you have friends or not, there's endless user-generated content to keep you busy. Users can gain access to a lot of varied content by "following" the activities and recommendations of other users and this pattern allows them to do so without having to worry about how many of their actual friends are using the app. Content shared with followers on sites like Google+ and Pinterest makes the content curation community possible and users can choose to follow topics, events, themes or even people to get fresh content built by and around the channel being followed. For the same reason friend lists will become an increasingly important UI design pattern, so will following.

Vote to Promote

EXAMPLES

Medium, Reddit, Stackoverflow, Quora

about paying \$125 (the fine plus the surcharge) by downgrading the law from the more “serious” offense.

Phew!

Next time someone opens their mouth, use your bionic ear to hear both reasons, even if the real reason turns the lights on at Scary Store.

The screenshot shows a Medium article page. At the top, there is a green button with a heart icon and the text 'Recommended'. Below it is a text input field with placeholder text 'Tell others why you're recommending this story'. Underneath the input field are two buttons: 'Share' and 'No thanks'. To the right of the input field are icons for Twitter, Facebook, and more. Below these buttons is the text 'WRITTEN BY'. To the left of the author's name is a circular profile picture of James Altucher. To the right of the profile picture is the author's name, 'James Altucher', and a short bio: 'For some reason, I've turned myself inside out and all my guts have spilled onto my blog. One day I'll run out of stuff but not yet.' Below the bio is a green button with the word 'Following'.

NEXT IN YOUR READING LIST

Raising Entrepreneurs

Fostering the entrepreneurial spirit in your kids

Photo credit: [Medium](#)

Reddit [hot](#) [new](#) [rising](#) [controversial](#) [top](#) [gilded](#) [wiki](#) [promoted](#)

wants to join? [login](#) or [register](#) in [subreddit](#)

[search reddit](#) [deelawmz@gmail.com](#) [...](#)

[remember me](#) [reset password](#)

[Submit a new link](#) [Submit a new text post](#)

[trending subreddits](#) [/r/soccer](#) [/r/whatisthisthing](#) [/r/babyelephantgifs](#) [/r/ItryThisOut](#) [/r/RiceCookerRecipes](#) 15 comments

[up](#) 5 [down](#)  [watsi](#) For as little as \$5, you can fund life-changing healthcare for a patient on Watsi, Y-Combinator's first nonprofit. ([watsi.org](#)) [comment](#) [share](#) [pocket](#)

[up](#) 1 [down](#) 5048  [Saw this guy on War Thunder](#) ([.imgur.com](#)) submitted 3 hours ago by [iPissPurple](#) to [/r/gaming](#) 483 comments [share](#) [pocket](#)

[up](#) 2 [down](#) 4566  [My friend had her daughters at a zoo when she heard, "Ma'am, there's a lemur on your baby."](#) ([.imgur.com](#)) submitted 3 hours ago by [Musictastic78](#) to [/r/aww](#) 363 comments [share](#) [pocket](#)

[up](#) 3 [down](#) 3405  [Took my daughter out for a nice dinner.](#) ([.imgur.com](#)) submitted 3 hours ago by [thegreatbarcia](#) to [/r/funny](#) 478 comments [share](#) [pocket](#)

[up](#) 4 [down](#) 5676  [This sad Brazilian fan was shown crying. But no ones published this beautiful picture of him handing the trophy to a German fan. He was quoted as saying "Take it to the final! As you can see, it is not easy, but you deserve it, congratulations" \(Roughly translated\) \[x-post /r/worldcup\]](#) ([.imgur.com](#)) submitted 4 hours ago by [keyboardbitch](#) to [/r/pics](#) 1462 comments [share](#) [pocket](#)

[up](#) 5 [down](#) 3823  [Bat-bear fighting an invisible enemy in a bath \[x-post r/aww\]](#) ([.imgur.com](#)) submitted 5 hours ago by [Thund3rbolt](#) to [/r/gifs](#) 303 comments [share](#) [pocket](#)

[up](#) 6 [down](#) 2980  [TIL: Shaggy's real name is Norville Rogers and in the original Scooby-Doo series, he was born in Coolsville.](#) ([en.wikipedia.org](#)) submitted 4 hours ago by [Morgothic](#) to [/r/todayilearned](#) 614 comments [share](#) [pocket](#)

[up](#) 7 [down](#) 3070  [We are Glenn Greenwald & Murtaza Hussain, who just revealed the Muslim-American leaders spied on by the NSA & FBI. Ask Us Anything.](#) ([self.IAmA](#)) submitted 4 hours ago by [glennngreenwald](#) to [/r/IAmA](#) 1331 comments [share](#) [pocket](#)

[up](#) 8 [down](#) 3856  [This sad Brazilian fan was shown crying. But no ones published this beautiful picture of him handing the trophy to a German fan. He was quoted as saying "Take it to the final! As you can see, it is not easy, but you deserve it, congratulations" \(Roughly translated\)](#) ([.imgur.com](#)) submitted 6 hours ago by [gabry](#) to [/r/worldcup](#) 624 comments [share](#) [pocket](#)

Photo credit: [Reddit](#)

Q (1) Cartoons: What are the x [c++ - How to avoid "if" chains](#) reddit: the front page of u <https://stackoverflow.com/questions/24430504/how-to-avoid-if-chains>

13 That depends on the semantics of a program. A `false` return can be pretty normal. — [dormhege](#) Jun 26 at 12:35

27 I've rolled back your question to its first revision. You should not change your question radically after you have received a certain number of questions (> 0), because that will invalidate all the answers given up to that moment and will create confusion. Open a new question instead. — [Jeffrey](#) Jun 26 at 14:46 ↗

8 I wish all "newbie programmers" would ask design questions like this. — [Jezenn Thomas](#) Jun 28 at 13:01

[add](#) / [show 24 more comments](#)

45 Answers

[1](#) [2](#) [next](#)

 393 You can use an `&&` (logic AND):

```
if (executeStepA() && executeStepB() && executeStepC()){
    ...
} executeThisFunctionInAnyCase();
```

this will satisfy both of your requirements:

- `executeStepX()` should evaluate only if the previous one succeeded (this is called *short circuit evaluation*)
- `executeThisFunctionInAnyCase()` will be executed in any case

[share](#) | [edit](#) | [flag](#) [answered Jun 26 at 12:33](#)  7,259  30.6k  11 ▪ 52 ▪ 108

23 This is both semantically correct (indeed, we want ALL conditions to be true) as well as a very good programming technique (short circuit evaluation). Furthermore, this can be used in any complex situation where creating functions would mess up the code. — [sanchises](#) Jun 26 at 18:49

49 @RobAu: Then it will be good for the junior programmers to finally see code that relies on short-cut evaluation and may prompt them to research this topic which in turn would help them on their way to eventually become senior programmers. So clearly a win-win decent code and somebody learned something from reading it. — [x4u](#) Jun 27 at 12:11 ↗

23 This should be the top answer — [Sarge Borsch](#) Jun 27 at 14:47

48 @RobAu: This is not a hack taking advantage of some obscure syntax trick. It's highly idiomatic in nearly every programming language, to the point of being undebatably standard practice. — [BlueRaja - Danny Pilughoft](#) Jun 27 at 22:12 ↗

Java?

0 How to run code inside a loop only once without external flag?

Hot Network Questions

2 Why are female wizards called "witches"?

1 ux Show not implemented functionalities to tease the user

1 Why does `(int)(char)(byte)*2` produce 65534 in Java?

1 Hot spare host vs cold spare host?

1 What should we consider when upgrading from SDL Tridion 2011 to 2013 and putting our non-production environments on the cloud?

1 Prime factor in reverse order

1 Watching the football World Cup final in Amsterdam

1 How do you decide when to go home for the day?

1 Advancing today by x days

1 How does the pyramidalization effect the bonding angles in a distorted octahedral environment?

1 How can I discourage employees from working voluntary overtime?

1 How can I confirm that the binaries in my Ubuntu are from the source code it should be from?

1 The ambiguity of set theory

Photo credit: [Stack Overflow](#)



This one appealed to me for the sheer punch it packed in its simple and profound representation.

Sometimes, even a cartoon speaks a thousand words.

Source: Stumbled across it on the internet, via the 9gag Facebook page.

Updated 29 Jun.

Upvoted 31 Downvote Comments 12+ Share 13

Sabuj Chattopadhyay, Autodidact
2.3k upvotes by Felipe Guerrero, Ayush Tewari, Sumit Agarwal, (more)
Here are some of my favorites!

1. Cages can't trap the mind.

Photo credit: [Quora](#)

PROBLEM

The user wants to endorse and share content they like.

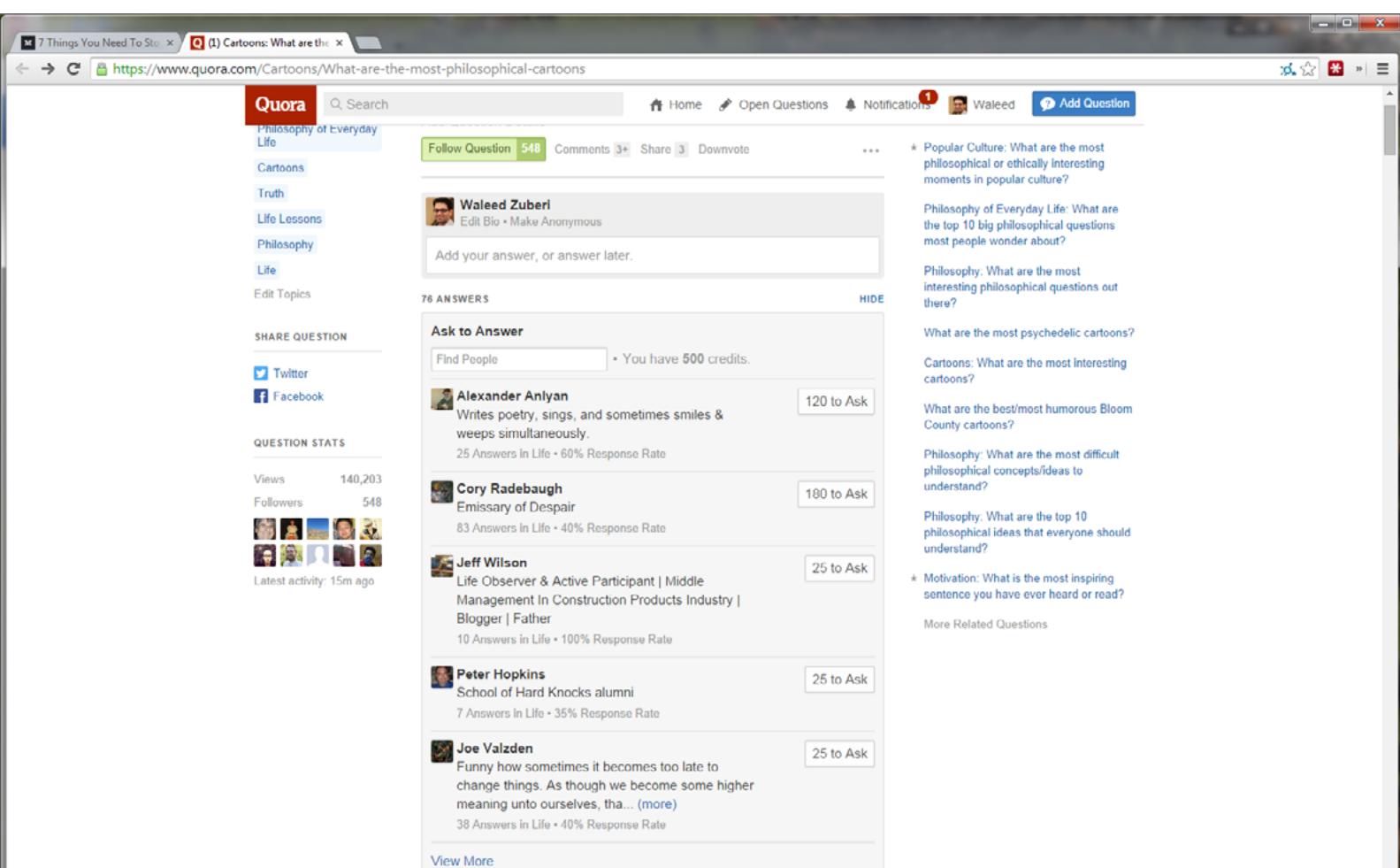
SOLUTION

Let users participate in content curation by designing a voting system, where content they like can be promoted. The idea of crowd-sourced content curation was popularized by the likes of Digg and Reddit, and today we see almost every app that has user generated content integrate this pattern to bring up the best from the rest. On Reddit, Stackoverflow and Quora, users can vote on content created by other users. Not only does this create a history of what the user has upvoted or downvoted (see History pattern), it also gives users a way of popularizing content and like on Medium, publicly associate themselves with something they enjoyed.

Pay To Promote

EXAMPLES

Quora, OKCupid, Facebook, Stackoverflow



The screenshot shows a Quora question page with the following details:

- Question Title:** Cartoons: What are the most philosophical cartoons?
- Views:** 140,203
- Followers:** 548
- Latest activity:** 15m ago
- Answers:** 76
- Author:** Waleed Zuberi (Edit Bio • Make Anonymous)
- Text Box:** Add your answer, or answer later.
- Ask to Answer:** Find People * You have 500 credits.
- Answers (List):**
 - Alexander Anlyan:** Writes poetry, sings, and sometimes smiles & weeps simultaneously. 25 Answers in Life • 60% Response Rate
 - Cory Radebaugh:** Emissary of Despair. 83 Answers in Life • 40% Response Rate
 - Jeff Wilson:** Life Observer & Active Participant | Middle Management In Construction Products Industry | Blogger | Father. 10 Answers in Life • 100% Response Rate
 - Peter Hopkins:** School of Hard Knocks alumni. 7 Answers in Life • 35% Response Rate
 - Joe Valzen:** Funny how sometimes it becomes too late to change things. As though we become some higher meaning unto ourselves, tha... (more) 38 Answers in Life • 40% Response Rate
- Related Questions:**
 - * Popular Culture: What are the most philosophical or ethically interesting moments in popular culture?
 - Philosophy of Everyday Life: What are the top 10 big philosophical questions most people wonder about?
 - Philosophy: What are the most interesting philosophical questions out there?
 - What are the most psychedelic cartoons?
 - Cartoons: What are the most interesting cartoons?
 - What are the best/most humorous Bloom County cartoons?
 - Philosophy: What are the most difficult philosophical concepts/ideas to understand?
 - Philosophy: What are the top 10 philosophical ideas that everyone should understand?
 - * Motivation: What is the most inspiring sentence you have ever heard or read?
- Buttons:** Home, Open Questions, Notifications, Add Question

Photo credit: [Quora](#)

Welcome to OkCupid

10 boosts for \$1.70 each

5 boosts for \$1.90 each

1 boost for \$2.00

Boost now

Get a full day of activity in 15 minutes

With extra momentum in our algorithms, we'll show you to more people, faster

Shown in 250 search results in the last day

Promote me

Match Question 6/3

How do you feel about documentaries?

Answer B

Events

An Exclusive Party @ Jones

Address: 123-456 Jones

Start: 2014-05-10 18:00:00

End: 2014-05-10 22:00:00

Location: Jones

Photo credit: [okcupid](#)

Waleed Zuberi

Timeline 2014 Highlights

Promote an Important Post

Total: \$6.99 USD

Now you can promote this post to move it higher in friends' news feeds and help them notice it. Any post that you pay to promote will be marked as Sponsored. [Terms Apply](#)

PayPal

New credit/debit card

PayPal

VISA

AMERICAN EXPRESS

DISCOVER

Pay to Promote Cancel

Like Comment Promote Share

24 1

More posts from May 19 to 21

Waleed Zuberi May 19 · Edited 38

What a stressful time to be a Geo employee.

Photo credit: [Facebook](#)

As you can see, the above query won't include the modification in my MSPaint example above, because it's manually joining the table in SQL (the modification integration is in the `before` and `afterFind()` callback functions of the Booking model).

Any help on this would be greatly appreciated.

Edit

I know this is long enough already, but I thought I'd add that the reason I want to track these changes and not update the original record is that the `financial` aspect can't change, because it will affect reporting.

The quickest and easiest solution I can see so far is to apply modifications directly to the original booking in all cases except when it affects financial information, which is still tracked as a modification (because I don't currently need to search based on this info).

[php](#) [mysql](#) [cakephp](#) [database-design](#) [cakephp-1.3](#)

share | edit | flag

asked Jun 19 at 1:15

scrowler

7,413 1 8 31

This question has an open bounty worth +250 reputation from scrowler ending in 6 hours.

Looking for an answer drawing from credible and/or official sources.

I am looking for an answer that refers to today's best practices in a real world example.

We had a similar problem recently with an older data structure that wasn't fit for purpose. We tried the approach you have here of adding a layer on top to handle changes but it ended up generating too many bugs. In the end, we redesigned the data structure from scratch and wrote a CLI importer to move all the existing data across. Doing it this way meant we could slowly move client facing functionality to the new system as data was being tracked across both. When we're completely happy with the new system we'll simply remove the legacy code from the project. Hope that helps. – [orciny](#) Jun 19 at 2:00

@orciny that does help. I think we will end up having to redesign the way this works as well. – [scrowler](#) Jun 19 at 2:23

[add comment](#)

5 Answers

active oldest votes

Is it ethical for a professor to get masters students to work on open source modules related to the professor's profit-making company?

My manager thinks showing up early doesn't show as much enthusiasm as staying late

Performance of HP SSDs in HP servers

Why does awk not sum to 0

Is there a standard projection for Sub-Saharan Africa?

Good Versus Evil

Why do people say "to be honest"?

Populating a Boolean Array in Java

How does the pyramidalization effect the bonding angles in a distorted octahedral environment?

voltage rating vs power rating on a resistor

Why does a flat universe imply an infinite universe?

Is a canal a type of river?

Photo credit: [Stack Overflow](#)

PROBLEM

The user wants to highlight certain content above the regular content feed.

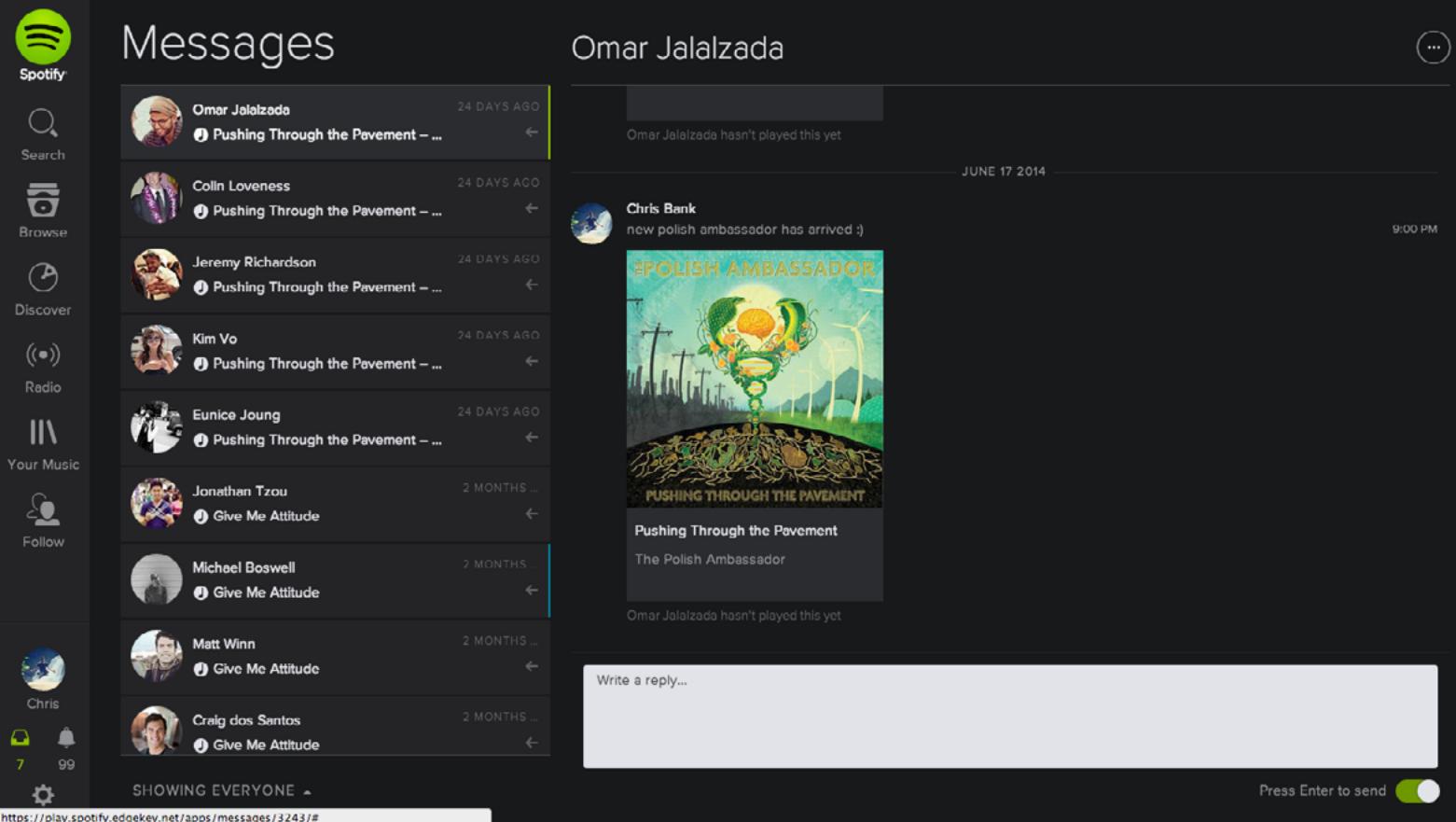
SOLUTION

Let users pay to promote their content. On sites like Quora and Facebook, users can give their posts a boost by paying a certain amount that gives them greater visibility in the content feed above the regular non-paid content. OKCupid allows users to give their profile a boost in views and LinkedIn does the same albeit as part of the paid membership plan rather than by individual content like in Facebook. This form of native advertising can be a great way of allowing users to gain traction and greater visibility while maintaining the user's experience in the platform.

Direct Messaging

EXAMPLES

Spotify, Twitter



The image shows the Spotify mobile application interface. On the left is a vertical navigation bar with icons for Search, Browse, Discover, Radio, Your Music, Follow, and Settings. The main area is titled 'Messages'.

Message List:

- Omar Jalalzada 24 DAYS AGO: Pushing Through the Pavement – ...
- Colin Loveness 24 DAYS AGO: Pushing Through the Pavement – ...
- Jeremy Richardson 24 DAYS AGO: Pushing Through the Pavement – ...
- Kim Vo 24 DAYS AGO: Pushing Through the Pavement – ...
- Eunice Joung 24 DAYS AGO: Pushing Through the Pavement – ...
- Jonathan Tzou 2 MONTHS ...: Give Me Attitude
- Michael Boswell 2 MONTHS ...: Give Me Attitude
- Matt Winn 2 MONTHS ...: Give Me Attitude
- Craig dos Santos 2 MONTHS ...: Give Me Attitude

Message Detail View:

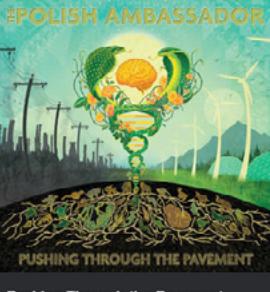
Omar Jalalzada

Omar Jalalzada hasn't played this yet

Chris Bank JUNE 17 2014 9:00 PM

new polish ambassador has arrived :)

EPOLISH AMBASSADOR



Pushing Through the Pavement
The Polish Ambassador

Omar Jalalzada hasn't played this yet

Write a reply...

Press Enter to send

Photo credit: [Spotify](#)

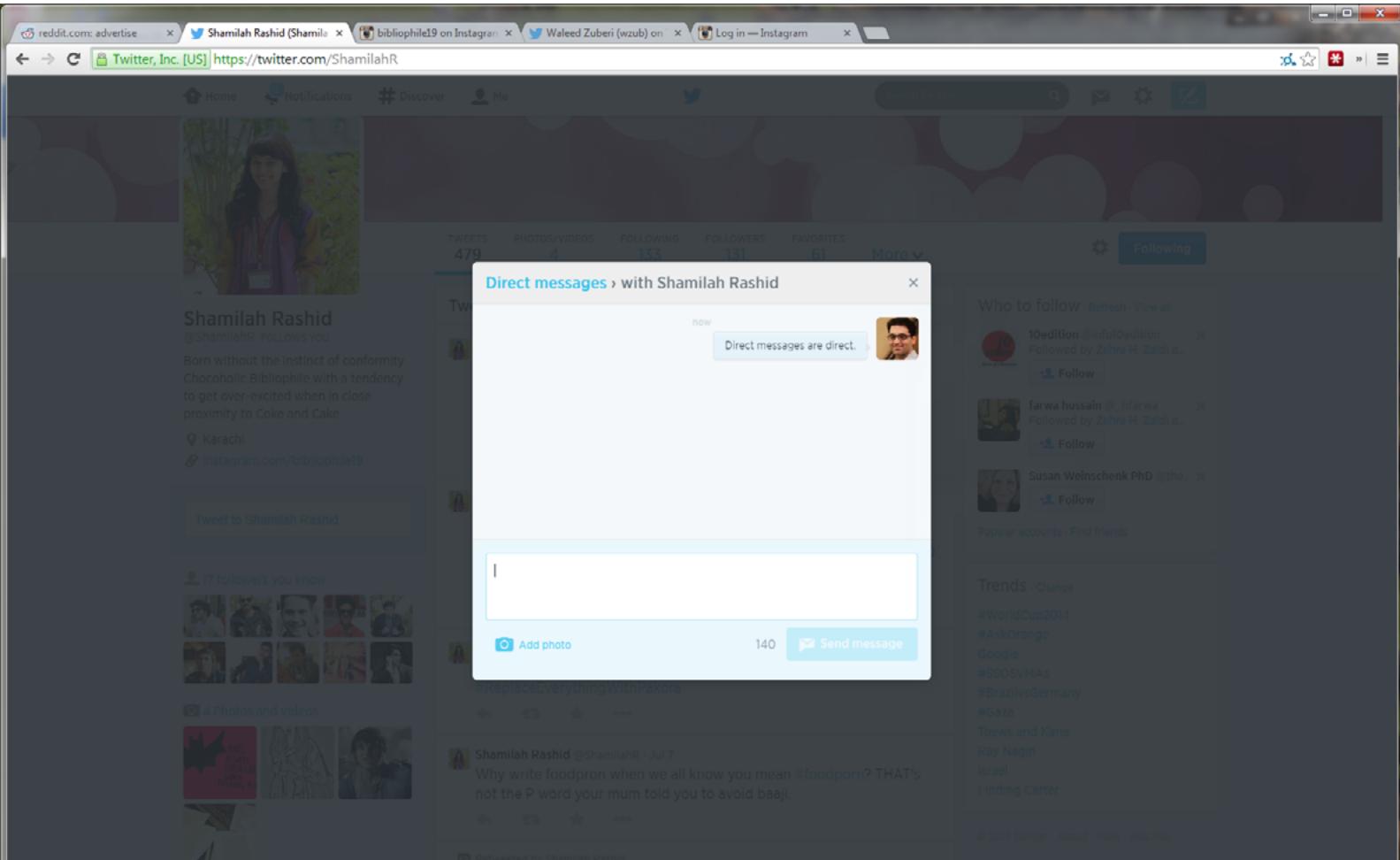


Photo credit: [Twitter](#)

PROBLEM

The user wants to send private messages to their friends from within the system.

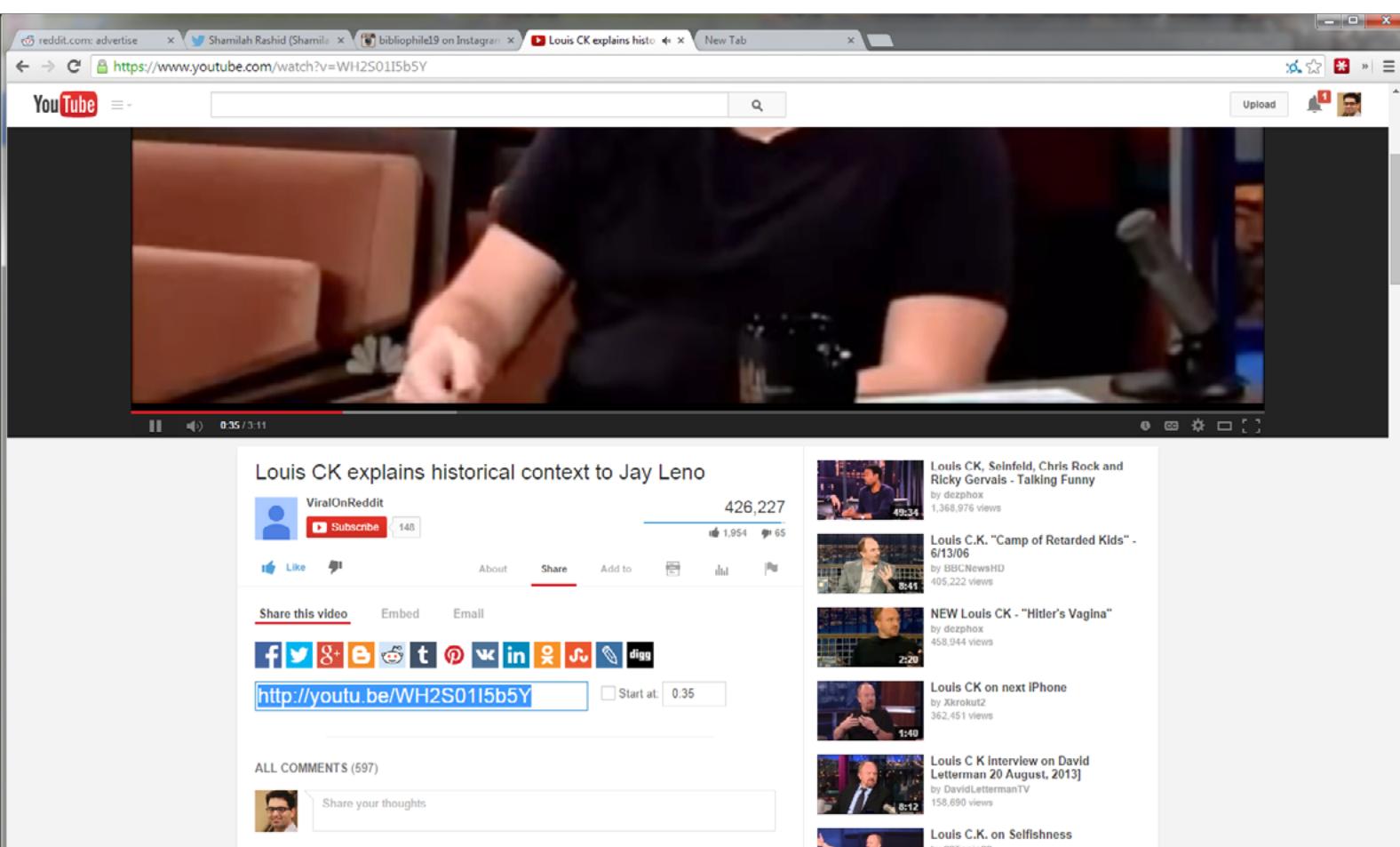
SOLUTION

Allow users to interact with each other in private messages alongside their other interactions. Instagram and many other web apps offer chat or direct messaging as an integral part of their experience. Private chat UI design patterns will continue to blossom across many web apps, not just traditional “social networks” now that users are finally comfortable sharing more private things online and they have substantial breadth in the content they’re generating online.

Like

EXAMPLES

YouTube, Pinterest



reddit.com: advertise × Shamilah Rashid (Shamilah) × bibliophile19 on Instagram × Louis CK explains histo × New Tab

https://www.youtube.com/watch?v=WH2S0115b5Y

YouTube

Louis CK explains historical context to Jay Leno

426,227

1,954 65

Like Share Add to

Share this video Embed Email

http://youtu.be/WH2S0115b5Y Start at: 0:35

ALL COMMENTS (597)

Share your thoughts

Louis CK, Seinfeld, Chris Rock and Ricky Gervais - Talking Funny by dezphox 1,368,976 views 49:34

Louis C.K. "Camp of Retarded Kids" - 6/13/06 by BBCNewsHD 405,222 views 8:41

NEW Louis CK - "Hitler's Vagina" by dezphox 458,944 views 2:28

Louis CK on next iPhone by Xirkut2 362,451 views 1:49

Louis C.K interview on David Letterman 20 August, 2013 by DavidLettermanTV 158,690 views 8:12

Louis C.K. on Selfishness by BBCNewsHD

Photo credit: [Youtube](#)

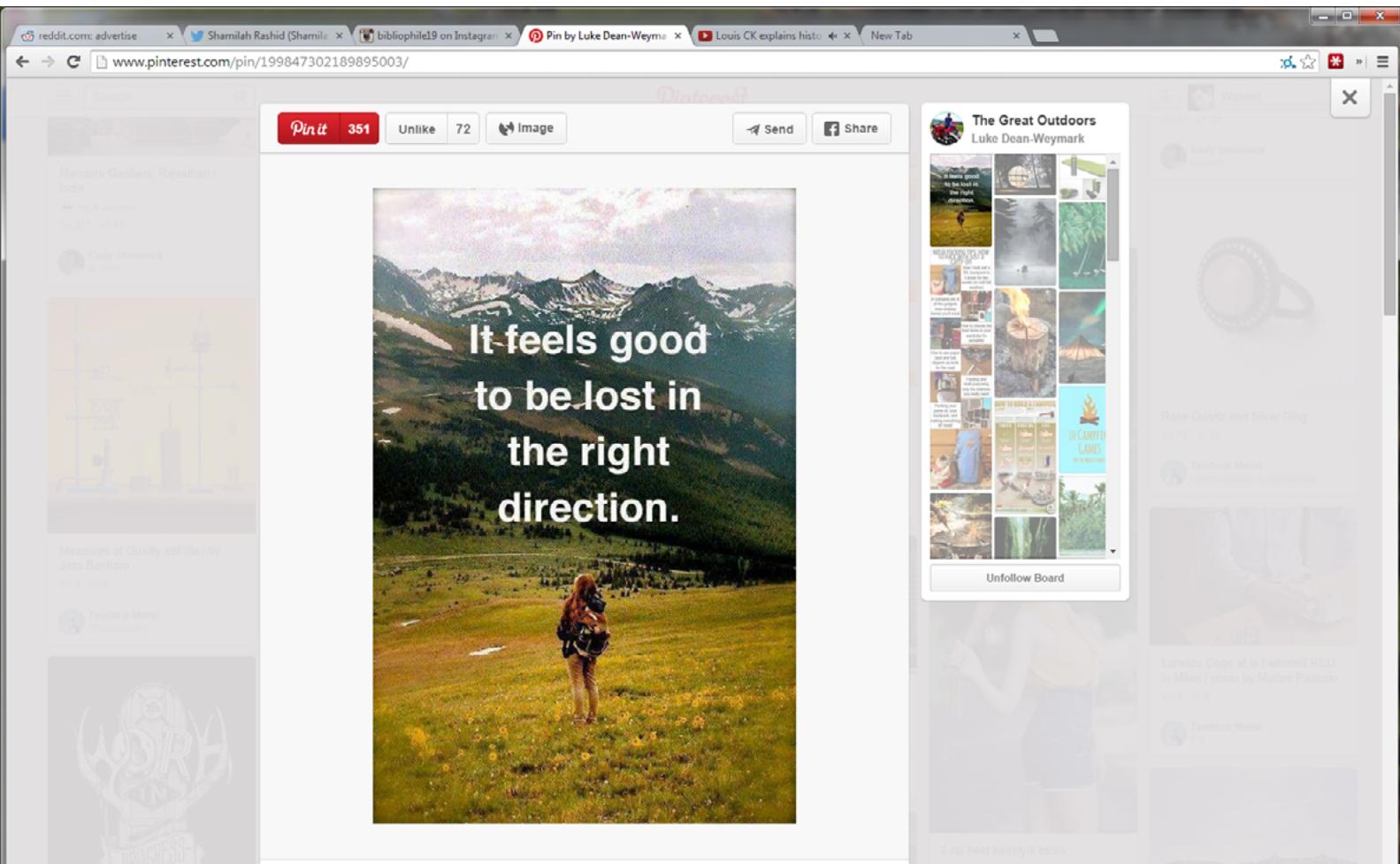


Photo credit: [Pinterest](#)

PROBLEM

The user wants to rate content in a simple way without having to worry about the degrees to which they like it.

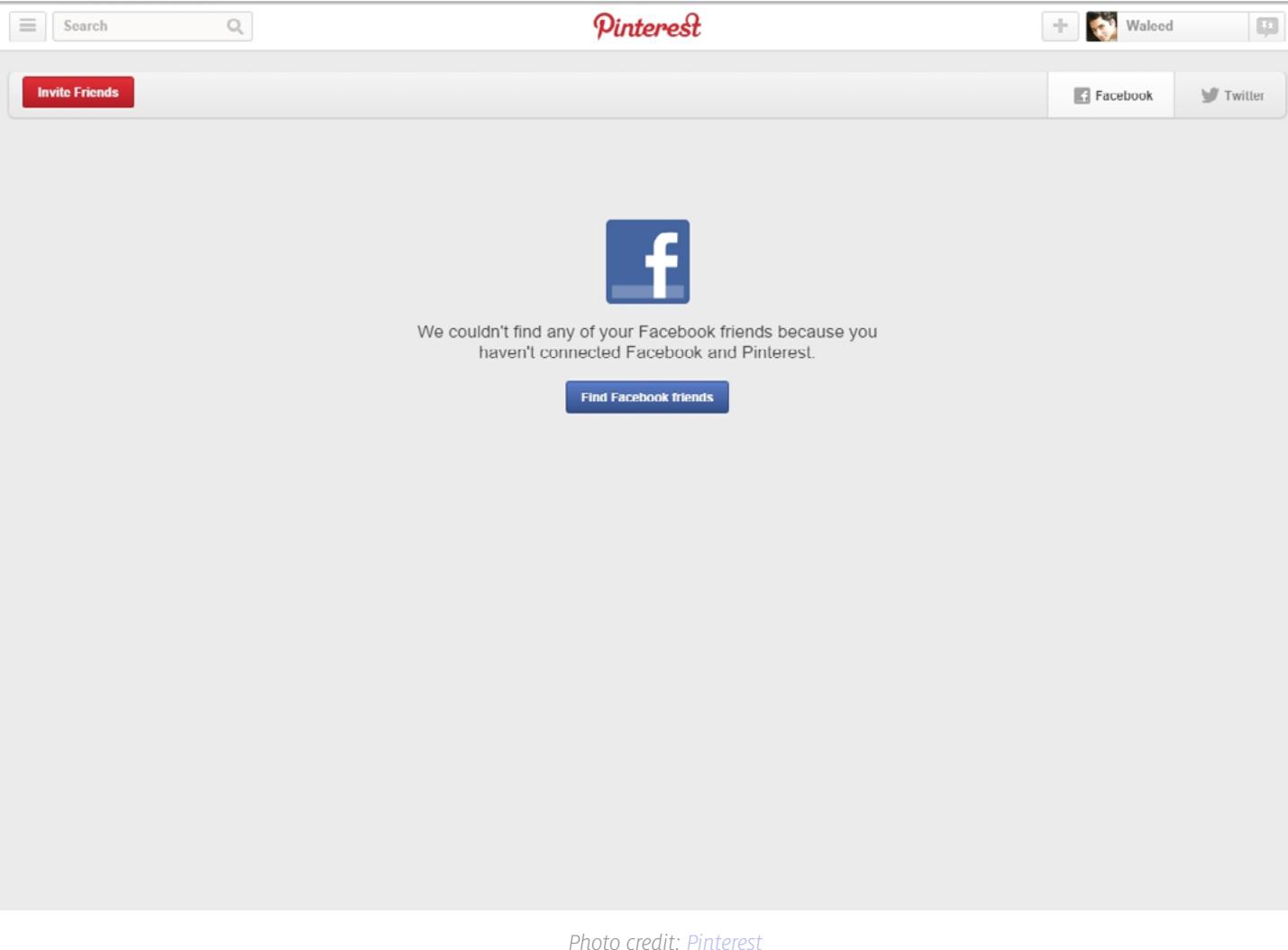
SOLUTION

Simplify rating controls by making them binary choices - the user either likes it or dislikes it. Eliminating the fine-grain of stars and rating scores, this makes rating things easier for users as well as interpreting them. If I liked a video, should I rate it 4 stars or go all the way with 5 stars? YouTube and almost every application lets you like (or even dislike) everything in a binary way instead. A lot of web apps provide a way of showing appreciation by simply “liking” or “hearting” content.

Find & Invite Friends

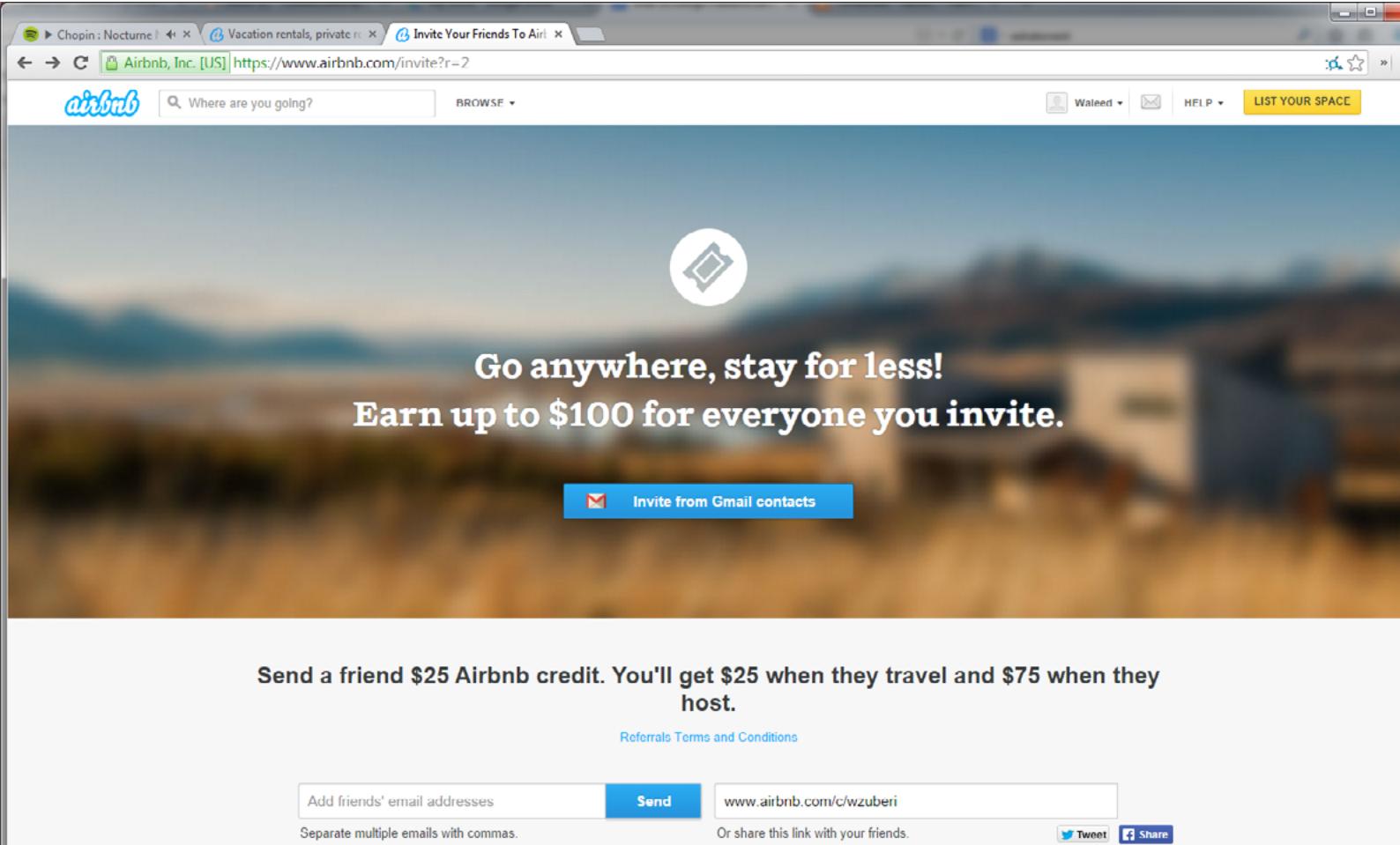
EXAMPLES

Pinterest, Airbnb



The image shows a screenshot of the Pinterest website. At the top, there is a search bar with a magnifying glass icon and a user profile for 'Walced'. Below the search bar, there is a red button labeled 'Invite Friends'. To the right of the 'Invite Friends' button are social sharing links for Facebook and Twitter. In the center of the page, there is a large blue Facebook logo. Below the logo, a message reads: 'We couldn't find any of your Facebook friends because you haven't connected Facebook and Pinterest.' At the bottom of the message is a blue button labeled 'Find Facebook friends'.

Photo credit: [Pinterest](#)



PROBLEM

The user wants to experience the application with their friends.

SOLUTION

Make the invitation process simple and easy to complete. Since word-of-mouth and referrals are a huge driver of growth especially in consumer applications, you'll see this UI design pattern proliferate and evolve even more. Providing users with a way of connecting with and sharing the app with friends also gives them a better, more immersive experience even if just in terms of more content. The invite feature can be built into the onboarding pattern or even as the empty state design, both of which we've covered earlier.

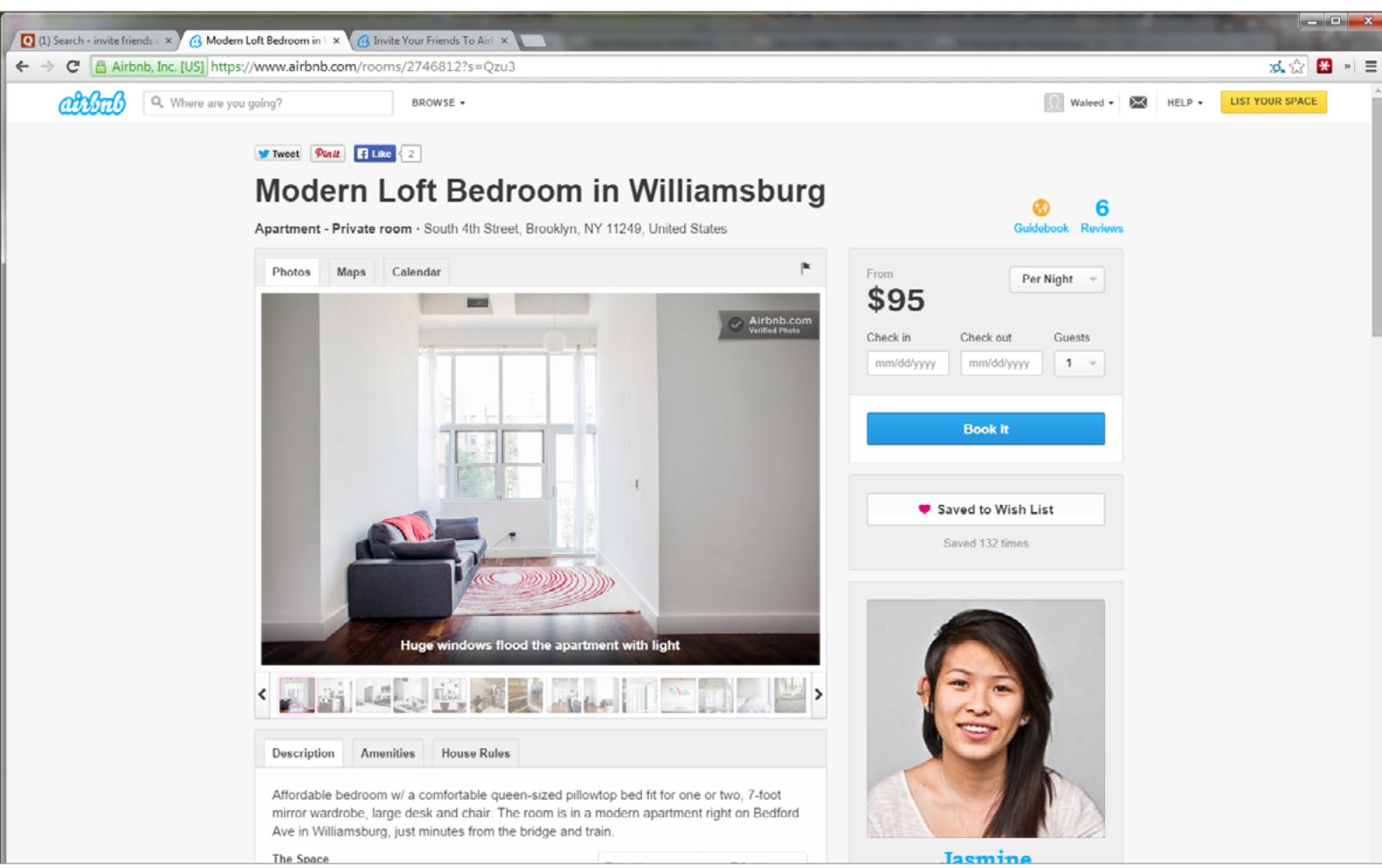
6

Data & Content Management

Favorites & Bookmarks

EXAMPLES

Airbnb, Gmail, Facebook, Medium



The screenshot shows a web browser displaying an Airbnb listing for a "Modern Loft Bedroom in Williamsburg". The listing is for an apartment with a private room located at 2746 4th Street, Brooklyn, NY 11249, United States. The room is described as a "Huge windows flood the apartment with light". The price is listed as \$95 per night. The listing includes a "Book It" button, a "Saved to Wish List" button (with 132 saves), and a photo of the host, Jasmine. The Airbnb logo is visible in the top left corner of the page.

Photo credit: [Airbnb](#)

Google

Gmail

Compose

Inbox (2)

Important

Sent Mail

Drafts (1)

All Mail

Spam

Categories

- Social (1)
- Promotions (4)
- Updates (18)
- Purchases
- Travel
- Finance
- Forums (1)

Circles

Deelaw (1)

IoBM (1)

How to Design a Culture of Innovation

SlideShare Newsletter to me 10:05 PM (1 hour ago) ★

Categorize this message as: Promotions

Never show this again

View online version
Remember to display images

#CULTURECODE IDEO

IDEO's Little Book of Innovation

Renowned design firm IDEO focuses on reinventing companies, processes and products. How do they foster their creativity? It starts with their Culture Code, dubbed

Photo credit: [Gmail](#)

Search for people, places and things

Waleed Home

Leaders AIESEC Pak...

AIESEC in Karachi 15

AIESEC-Pakistan 20+

EXPERIENCE PAK 2

PAGES

When is my Exam? 3

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

Secret Muslks 2

AIESEC in Karachi E...

Saint Patrick's High S...

Add to Favorites

Edit Settings

Leave Group

Games 20+

Pokes

Notes

Games Feed 20+

FRINEDS

Close Friends 20

DEVELOPER

Manage Apps

Insights

When is my Exam?

Join AIESEC

INTERESTS

Sundus Zehra Shahid and 2 others 3 events this week

RECOMMENDED PAGES See All

Aunty Acid 5 Seema Zubairi and 103 other friends like this.

Typo/Graphic Posters 7 Waqar Ali and Kamil Zieba like this

FC Barcelona 6 Wajahat Noor and 77 other friends like this.

Leo Messi 5 Wajahat Noor and 110 other friends like this.

ISPR Official 3 Waicar Zubairi and 43 other friends like this.

English (US) · Privacy · Terms · Cookies · Advertising · More · Facebook © 2014

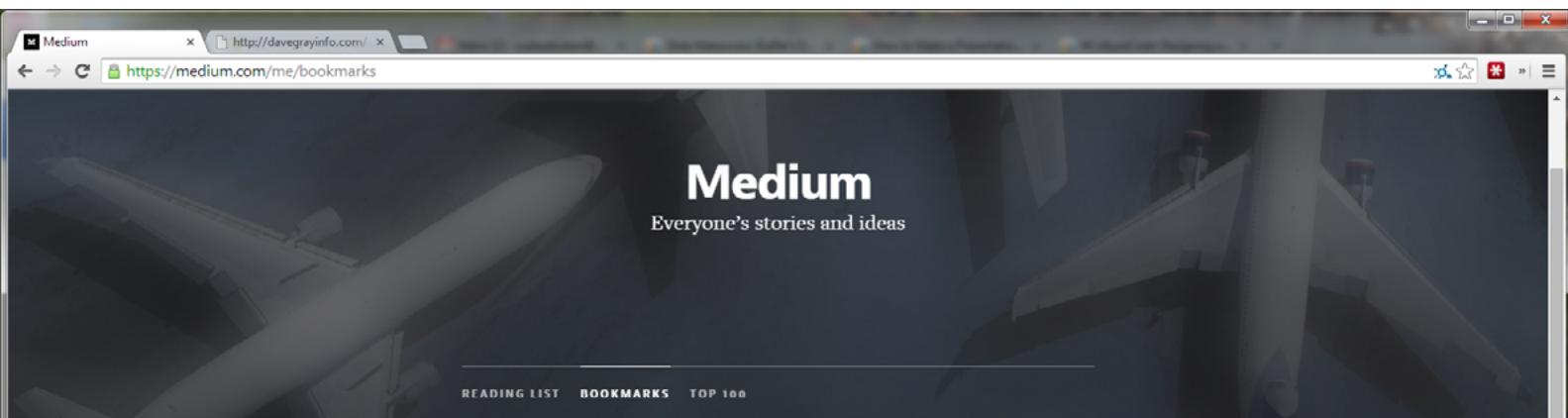
A kid asked his mom to take a picture of him to prove he wasn't high... HAPPYPLACE.SOMEECARDS.COM

NASA - National Aeronautics and Space Administration was mentioned in a post.

COSMOS 5 hrs · Like Page

Did you hear? New data collected by NASA's Voyager 1 spacecraft confirms that it is currently in interstellar space!

Photo credit: [Facebook](#)



A business within the business

A lot of problems in business could be solved if we could align the interests of employees and managers with owners.

 Dave Gray in The Connected Company 17 min read

Everything Is Broken

Once upon a time, a friend of mine accidentally took over thousands of computers.

 Quinn Norton in The Message 17 min read



Photo credit: [Medium](#)

PROBLEM

The user wants to save and highlight content they like.

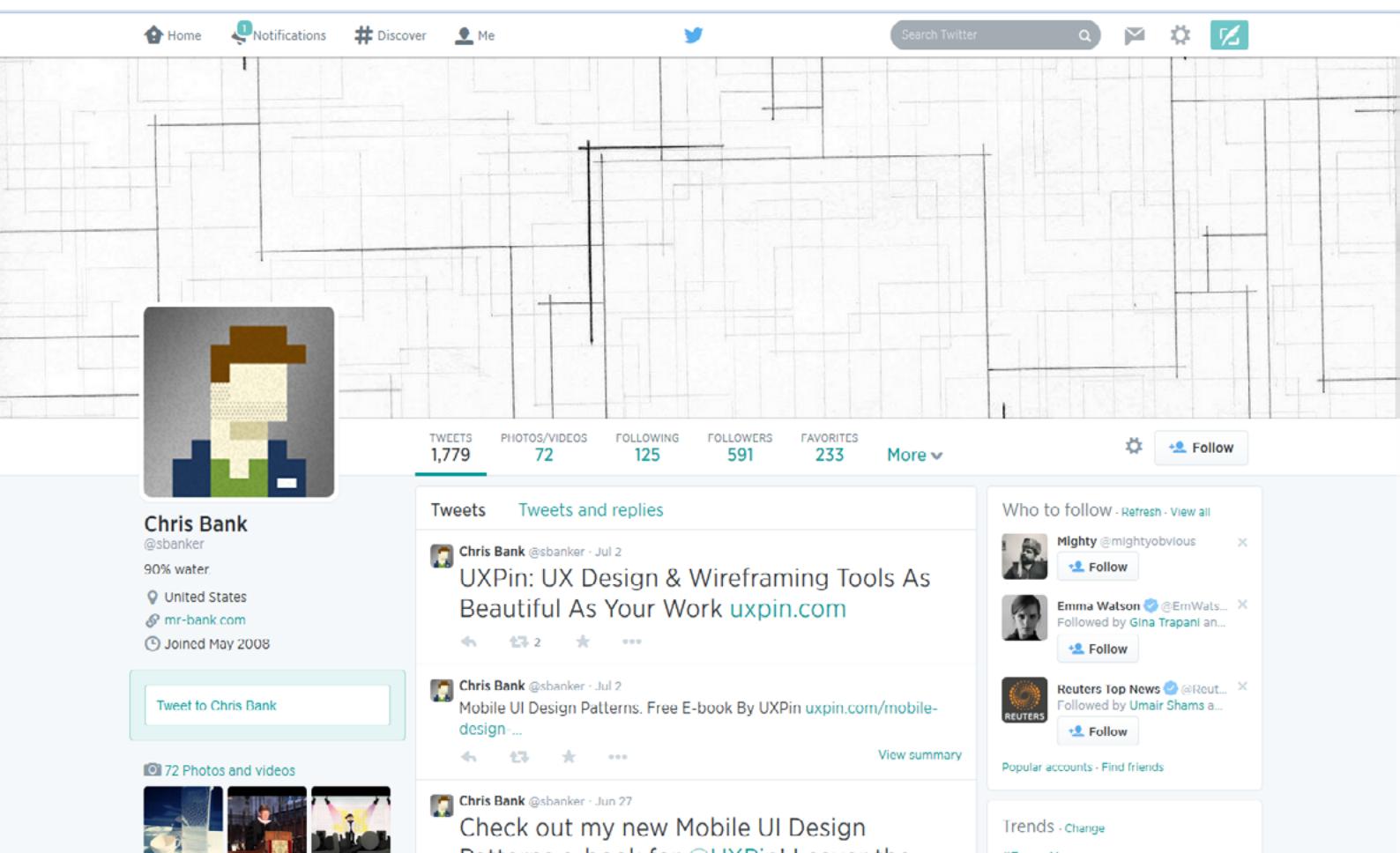
SOLUTION

Let users save and bookmark content for their reference. This UI pattern is more about personal organization rather than promoting content, and many web apps like Facebook, Gmail and Airbnb let users “star”, “favorite”, “save” or “bookmark” content privately, giving the user a way to come back to any place in the app that they might need later. As opposed to liking or sharing content that tends to get lost in the timeline as the user’s activity progresses, Favorites and Bookmarks can be used to mark content that the user would need to come back to, for example neighborhoods a user is researching in Airbnb or a particular email that the user wants to mark as important. This UI pattern gives users a private way of highlighting important content as opposed to taking an action on it like sharing or liking it.

Stats / Dashboards

EXAMPLES

Twitter, Quora, LinkedIn, Medium



The image shows a Twitter dashboard with a wireframe background. At the top, there are navigation links: Home, Notifications, Discover, Me, and a search bar. Below the navigation is a user profile for **Chris Bank** (@sbanker). The profile includes a pixelated profile picture, a bio (90% water), location (United States), website (mr-bank.com), and a join date (May 2008). A "Tweet to Chris Bank" button is visible. Below the profile, there are summary statistics: **TWEETS 1,779**, **PHOTOS/VIDEOS 72**, **FOLLOWING 125**, **FOLLOWERS 591**, **FAVORITES 233**, and a "More" link. To the right of the stats is a "Follow" button. The main feed shows three tweets from Chris Bank, with the third one being a link to a mobile UI design patterns e-book. On the right side of the dashboard, there are sections for "Who to follow", "Popular accounts", and "Trends".

Photo credit: [Twitter](#)

Chris, add details about what you know:

Experience

What topics can you answer questions about?

Ex: Parenting, Law, San Francisco...

Select Topic

Add

Chris Bank

Curious. [Edit](#)



Write a [description](#) about yourself.

San Francisco

[Add Biography](#)

Kaggle

launched the tech vertical.
[Edit](#)

University of Michigan

Took classes in 6 different schools. Came out
a... [\(more\)](#)
[Edit](#)

[About](#)

Followers 655



Following 127



Topics 99

Blogs 12

Posts 51

Chris followed Marc Bodnick. 19 Jun

Marc Bodnick

Leads Quora business & community teams



Following · 31.7k Followers · 4.6k Answers

Chris voted up this answer from 2010. 19 Jun

What is product quality?

Joe Xue

Product Quality was defined by David A. Garvin of the Harvard Business School as the combination of the following eight dimensions: 1) performance, a product's primary operating characteristics; ... [\(more\)](#)

Upvoted · Comment · Share · Buffer



Photo credit: [Quora](#)

Who's viewed your profile

Medium

https://www.linkedin.com/vwmx/profile?trk=nmp_profile_stats_viewed_by

Who's viewed your profile

Search for people, jobs, companies, and more...

Advanced

Business Services Upgrade

Who's viewed your profile

How you rank for profile views

+300% weekly change

37 Profile views Last 90 days

2 Viewers from the Internet industry

2 Viewers who work at AIESFEC Karachi

8 Viewers found you from People similar to you

Waleed, profile views matter.

Getting more profile views can help you get found for the right opportunity. **Marketing and Advertising** professionals like you got up to 1% more views by taking some of the steps below.

Photo credit: [LinkedIn](#)

M Stats

Your network

51
Following

12
Followers

Your followers see stories that you write and recommend. Follow more people by connecting Medium to Facebook and Twitter on [your settings page](#). (If you unfollow someone on Medium, it won't affect Facebook or Twitter.)

Stories Click story below to view in chart

0
Views (30 days)

0
Reads (30 days)

0
Recs (30 days)

June 15

June 22

June 29

July 6

< Prev 30 days | Next 30 days >

There are currently no published posts for which you can view statistics.

Photo credit: [Medium](#)

PROBLEM

The user wants to easily keep track of their activity and status.

SOLUTION

Present important information and statistics to summarize user activity and status in terms of numbers. Twitter and Quora show users the number of followers and tweets or answers they have for an indication of activity. While some web apps only show number of likes, shares or followers, others like Medium, LinkedIn and Quora also show users more detailed statistics about their activity using Dashboards that used to be limited to business applications. With the extensive tracking and analytics data available for user interactions, this pattern will become even more popular as users want to track their activity on the system and even analyze how they're doing in comparison to others.

Contextually-Aware Content

EXAMPLES

Facebook, Vine

The screenshot shows a Facebook news feed with the following content:

- SitePoint** posted "Arrays, Slices and Basic OOP in Go" with a link to <http://buff.ly/1yXcm3l>. The post includes a large image of the Go logo (a white 'G' on a blue background). It has 41 likes and 15 shares.
- Muhammad Shoaib Fazal** and **Syed Zain Najam** shared a video titled "Football Arabian Style" by Fariborz Yousef.
- A post from **Asim Zafar Farooqi** with 20 likes.
- A post from **Umer Bin Waqar** with 20 likes.
- A post from **Asim Zafar Farooqi** with 20 likes.
- A post from **Waleed** with 3 events this week.
- A sidebar on the right shows a list of friends' activities, including likes and comments on posts from **Mariam Ikram Zubairi**, **Roberta Popa**, **Ahmed Maaz**, **Waleed Ahmed**, **Mariam Ikram Zubairi**, **Roberta Popa**, **Muhammad Asad**, **Hussain Dewani**, **Shamilah Rashid**, **Shah Talha Sohail**, **Ali Bin Shaheen**, **Tahira Naseem**, **Sughra Akbar**, **Nabeel Fiazuddin**, **Shiza Naseem**, **Ruth Van de Pol**, **Mohammad Naveed Zafar**, and **Alibar Raza**.

Photo credit: [Facebook](#)

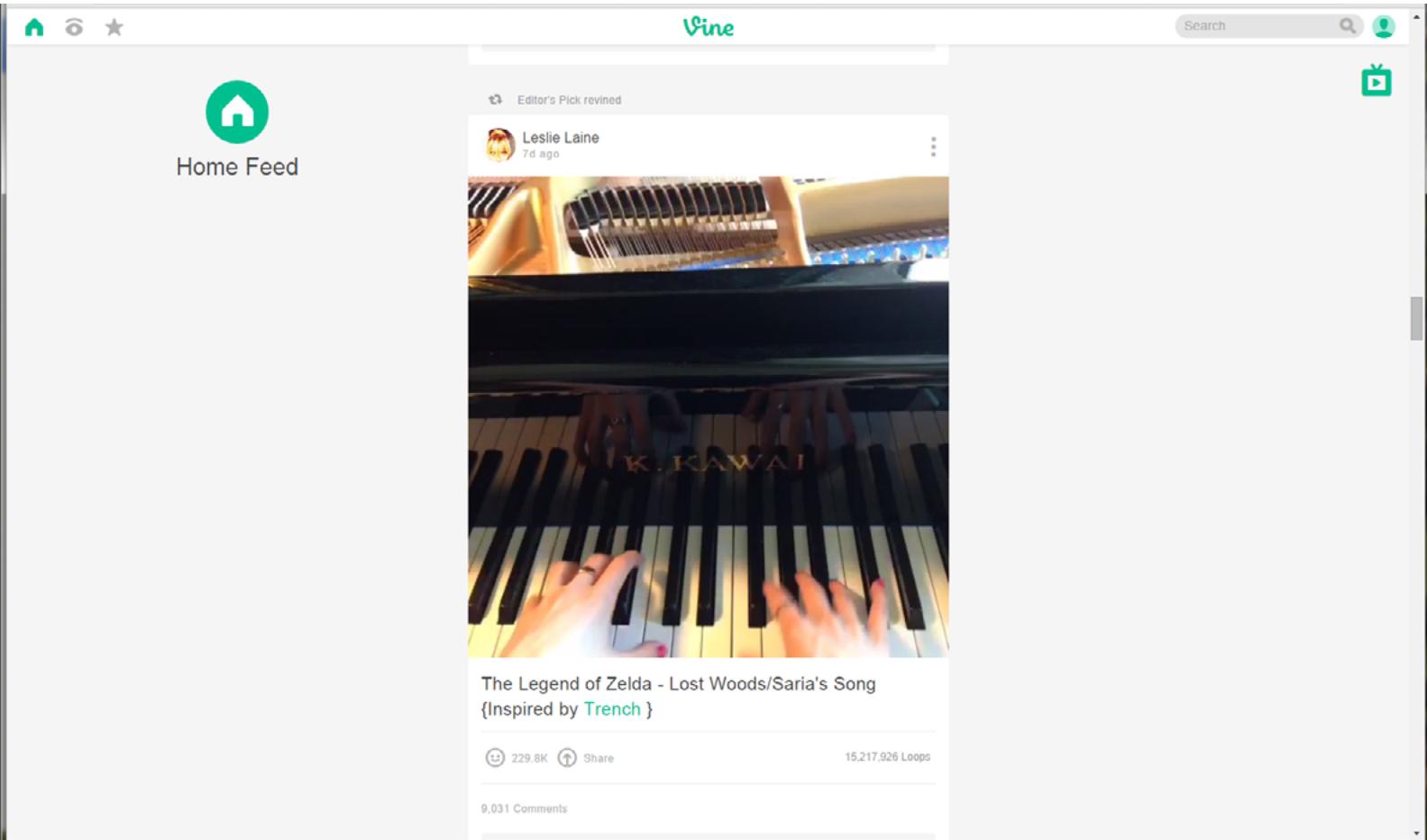


Photo credit: [Vine](#)

PROBLEM

The user wants to interact with content in different ways based on the context without having to take additional actions.

SOLUTION

Change the state of content based on other settings in the application or its sizing, positioning, or other attribute. For example, you can auto-play multimedia content as the user scrolls past. This makes the consumption of user content much smoother by eliminating the step where users stop and hit the play button. In terms of making things easier for users, this pattern makes sense but at the same time it is worth considering the annoyance it can cause. For that reason alone, this pattern is worth considering only for sites and networks that feature a lot of multimedia user-generated content where the user is browsing with the explicit intention of consuming that media. The user would probably not browse through a Vine timeline for any other reason than to watch the videos, so it makes sense. Facebook's implementation is a little suspect for the same reason.

Hover Controls

EXAMPLES

Pinterest, Facebook, Stack Overflow, Pocket

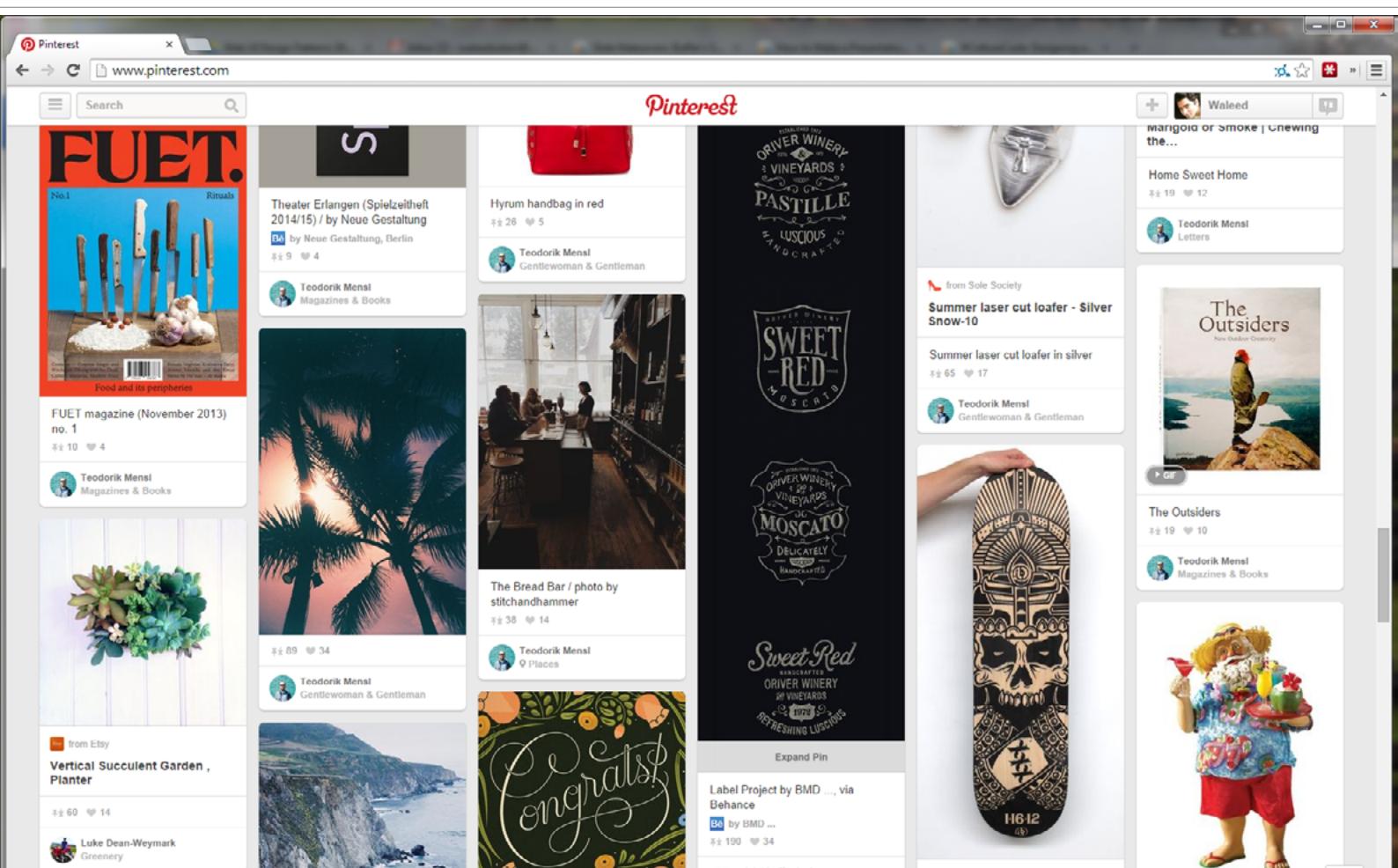


Photo credit: [Pinterest](#)

EXPERIENCE PAKISTAN The Best GIFs from the W... Why would a user unaccept all their answers? Pocket

https://www.facebook.com/Experience.Pakistan?ref=br_tf

EXPERIENCE PAKISTAN

You are posting, commenting, and liking as EXPERIENCE PAKISTAN — Change to Waleed Zuberi

Page Activity Insights Settings Update Page Build Audience Help

THIS WEEK

- 0 Page Likes
- 1 Post Reach
- UNREAD
- 0 Notifications
- 2 Messages

Recent

- 2013
- 2012
- 2011
- 2010
- 2009
- 2008

Zain Hasan likes Codeblack Comedy's photo.

Murtaza Zaidi likes Ahmad A Karim Photography's photo.

Mohammad Hassam Ali Netherlands go on!

WAseem Rao was tagged in Pakistan Youth Impetus-A Quest to ameliorate Pakistan's photo.

Falak Omer likes George Galloway MP's photo.

Zaki Hyder Bihani likes Minahil Aslam's photo.

Syed Ahmad Nameer likes Muhammad Shahrukh's photo.

Hussain Dewani

Shamilah Rashid

Shah Talha Sohail

Ali Bin Shaheen

Tahira Naseem

Sughra Akbar

Nabeel Fiazuddin

Shiza Naseem

Timeline About Photos Likes More

PEOPLE > 3,637 likes

Gohar Hassan Syed, Tanya Hameed Khan and 97 others like this.

ABOUT >

EXPERIENCE PAKISTAN shared a link.

May 28, 2013

See what Cecilia has to say about her visit to Pakistan! <http://www.culture-shock.me/story/96835>

Photo credit: [Facebook](#)

Facebook The Best GIFs from the W... Why would a user unaccept all their answers? cb=1

<https://meta.stackoverflow.com/questions/262861/why-would-a-user-unaccept-all-their-answers?cb=1>

1 hahaha brilliant – me how 11 hours ago

Coincidence is futile. – [Liviu](#) 8 hours ago

add comment

57 This appears to be the first stages of a rage-quit. It is being handled.

share | edit | flag

57 To be honest I think you should let the OP do it. not try to "handle" it. Accepting and unaccepting answers is strictly the right and responsibility of the OP, who cares if answers become unaccepted? All it means is that the OP didn't find them helpful. They're still there, upvoted, for others to see. – [Mehrdad](#) yesterday

35 Now you've got me curious. Are there predictable stages of rage-quitting? – [chrylis](#) yesterday

14 FWIW, I think cooling the OP down is a good idea. I doubt the OP suddenly did not find those answers helpful simultaneously, having found them helpful enough to accept when they were answered. – [halfer](#) yesterday

8 @Mehrdad - Sorry, what I meant is that this is but a symptom of a larger problem. They had also trashed many of their upvoted posts at the same time, and this is not the first conversation we've had with this user. We can't do anything about acceptance (nor should we), but this pointed to a bigger issue. – [Brad Larson](#) yesterday

27 @chrylis Denial, anger, bargaining, depression, and accept...wait a minute. – [ThisSuitsBlackNot](#) yesterday

@Mehrdad: You could also say that someone serially downvoted someone else simply because they found all their posts unhelpful... sure they can exercise their votes however they like, but that doesn't preclude suspicious motives. – [BoltClock](#) yesterday

@Mehrdad Apparently they suspended the user, so it's "handled" now. (I agree with you though). – [justcool393](#) yesterday

2 @BoltClock: The difference here is SE has had a pretty clear policy of letting the OP worry about accepting the correct answer, whereas votes were meant to be a community-related thing. – [Mehrdad](#) 22 hours ago

I wonder if the handling includes re-accepting the answers or not? – [Trillarion](#) 11 hours ago

@Trillarion: It does not – [BoltClock](#) 10 hours ago

Worst defeat or a most nation in world cup history

Is there a difference between ~1 and ~0?

Why does the service broker require a master key after restoring to a different server?

Users will adapt to your UI

Exact positioning of page numbers at the top of each page

voltage rating vs power rating on a resistor

Why do some people use resistors to create a HIGH connection on a chip?

How can Philip J. Fry be his own grandfather if he is sterile?

How can I discourage employees from working voluntary overtime?

How does the pyramidalization effect the bonding angles in a distorted octahedral environment?

Photo credit: [Stack Overflow](#)

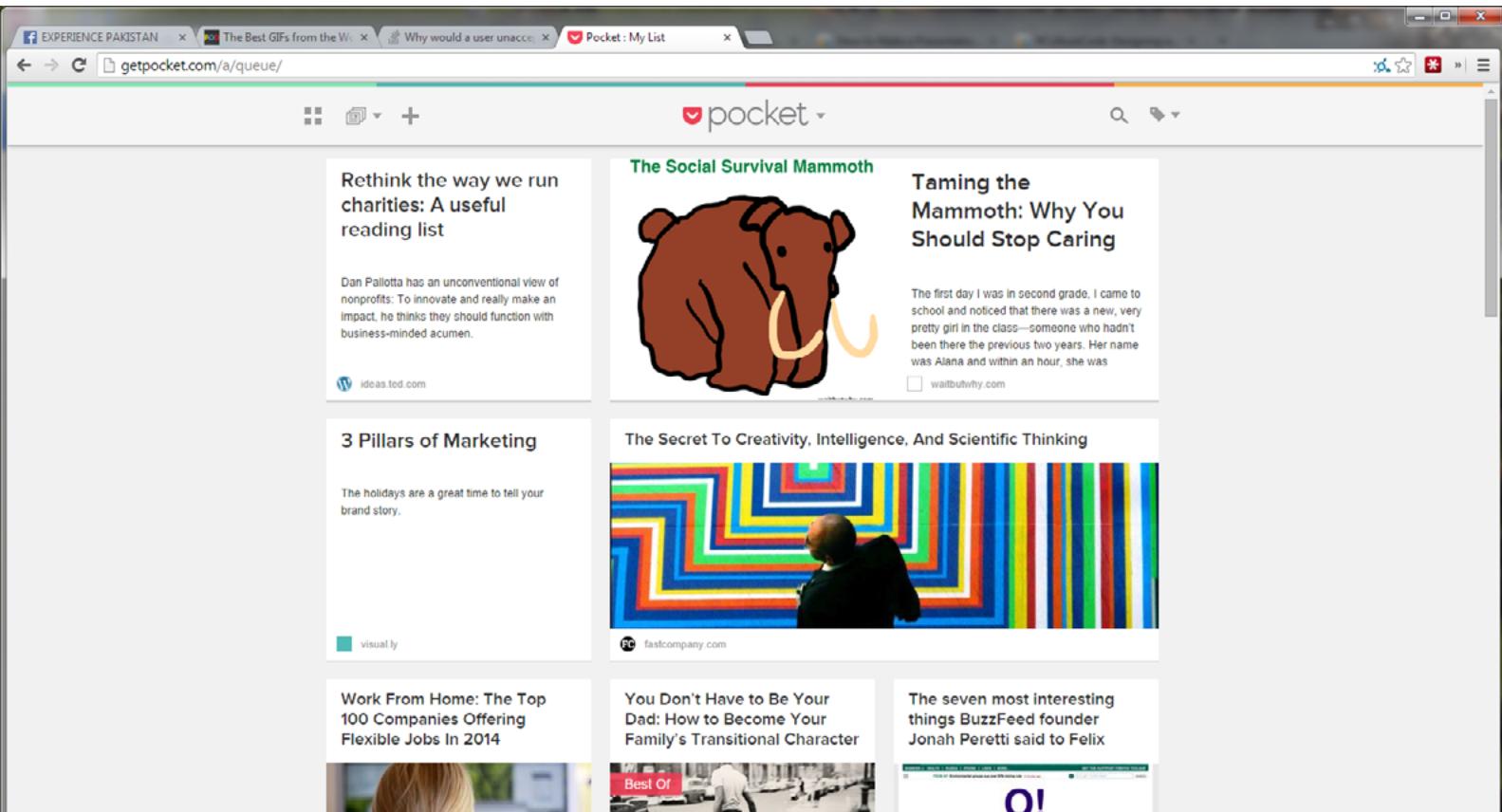


Photo credit: [Pocket](#)

PROBLEM

The user wants to have access to controls without cluttering the content view.

SOLUTION

Hide actions and control buttons until a user hovers over the item they relate to. It's always good to give the user complete control over content, but when an interface has a lot that can be acted upon, each button steals focus away from the content. This UI pattern hides these contextual controls until the user hovers over the content with their mouse, keeping them out of the way until needed. Pinterest puts all focus on the photos, so the "heart", "send" and "pin" buttons are invisible until you hover over the photo. This fits well with the modular cards UI pattern; since the buttons appear over the image itself, there's no confusion about which item they will act upon.

Context Menus

EXAMPLES

Google Drive, Dropbox, Medium, Quora

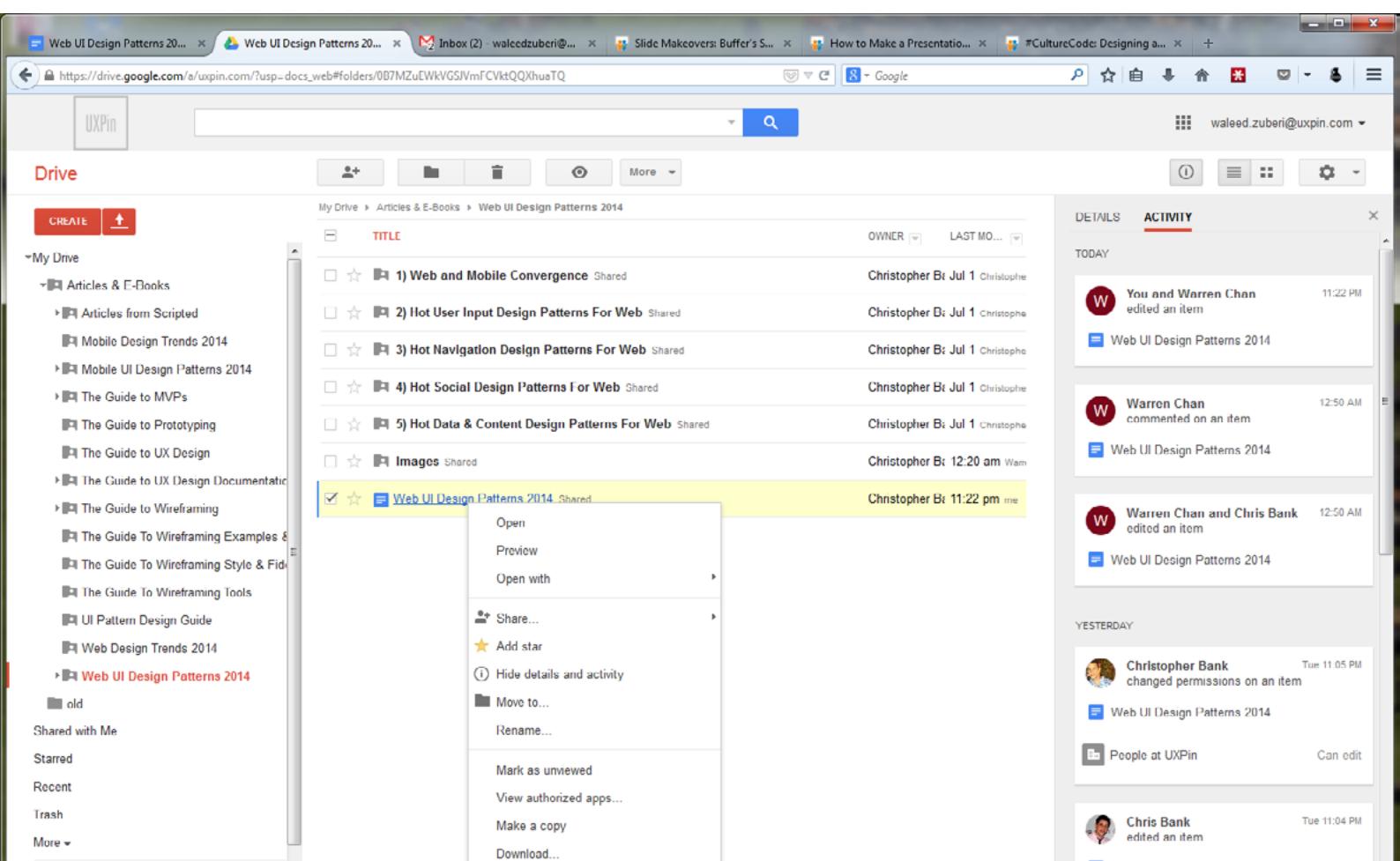


Photo credit: [Google Drive](#)

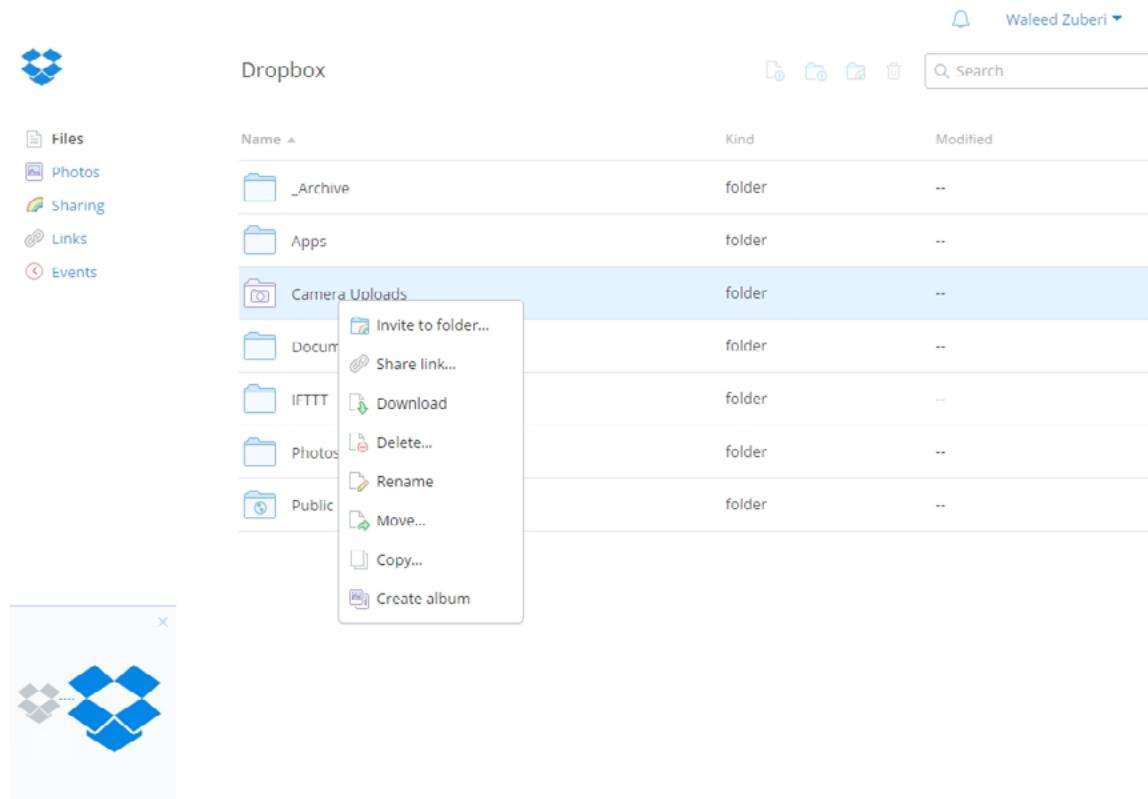


Photo credit: [Dropbox](#)

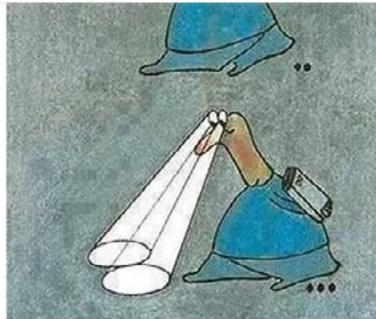
Bike Lance, 2011 really pushed my YouTube presence out to the world. It remains my most watched movie with over 12,000,000 views

Bike Lance, 2011 really pushed my YouTube presence out to the world. It remains my most watched movie with over 12,000,000 views

up traction, some got press, and eventually companies called asking if I was available to make web videos for them. Depending on how interesting the company and how broke I was I starting taking on select gigs. These videos were not like the work I do for clients now, or like any of the work people have come to expect from me. This early ad work was far more generic. Companies (clients) liked *my* work and would hire me to do *their* work. I was pretty good at it but none of these campaigns received the kind of attention of more current work.

Nike hired me for such a campaign in late 2011. The contract was for three videos. Nike might just be the coolest company to work for but even so there were typical considerations. They had a product to sell. As such the first two videos stayed close to the script. These videos were well received, I am really proud of them. But it was the third video, where I went way off script and took a big risk in making something that I wanted but would've

Photo credit: [Medium](#)



This one appealed to me for the sheer punch it packed in its simple and profound representation.

Sometimes, even a car... needs thousand words.

Source: Stumbled across it on the internet, via the [9gag Facebook page](#).

Updated 29 Jun.

Upvoted 3k Downvoted Comments 12+ Share 13

 **Sneha Srinivasan**, a learner, thinker and doer.

1.1k upvotes by Ishan Gupta, Soni Hitesh, Aditya Burra, (more)

Calvin and Hobbes and Peanuts.

The strip below is my number one favourite.



Written 27 Jun

Photo credit: [Quora](#)

PROBLEM

The user wants to have access to controls without cluttering the content view.

SOLUTION

Put contextual action buttons in a menu that pops up when the user selects an item or right-clicks somewhere in the UI. A context menu opens up to show essential actions that can be taken in the current view or upon the selected content. This makes things faster for users. Instead of having to scroll up to a toolbar, users can simply perform their desired action in place. The traditional context menu is triggered by a right click, and applications like Word Online, Google Drive, Evernote and Dropbox that emulate a desktop UI use them mostly for CRUD controls. Another implementation of context menus is a menu that pops up when users select text on the page. Medium puts the “notes” button and “share as a tweet” button behind this kind of context menu, and Quora puts an option to quote the text in an answer.

WYSIWYG

EXAMPLES

Gmail, Medium

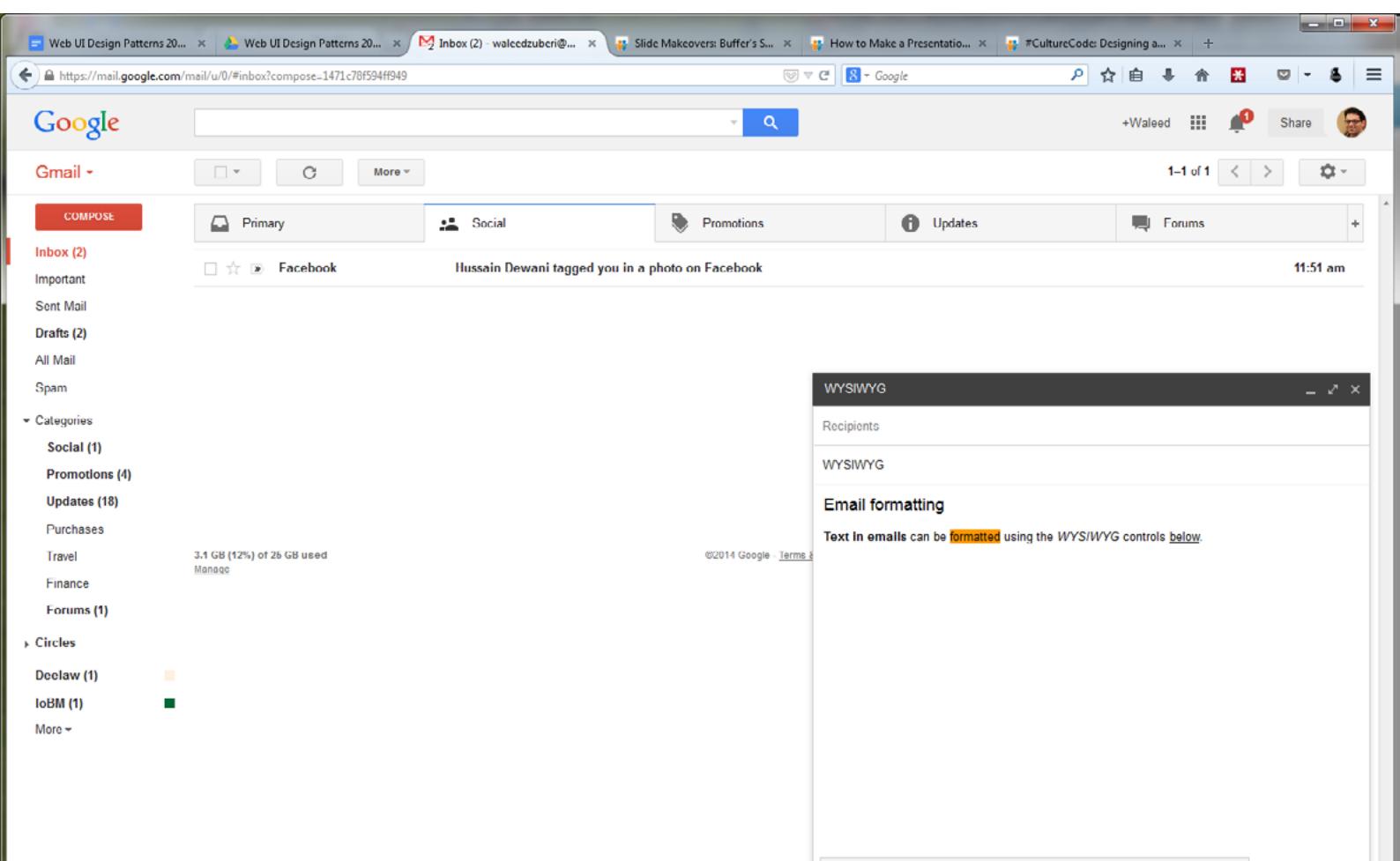


Photo credit: [Gmail](#)



To Be, or To Do

The []  Audience of One

In a [lecture at King's College in 1944](#), C. S. Lewis cautioned against the secondary hierarchies of society and our obsession with the inner ring.

The Inner Ring and the Fear of Missing Out

Who doesn't want to be famous? To be recognized and to feel the admiration of friends and family, but perhaps more importantly, of complete strangers? It's a badge of your relevance. You are important enough in the world, or at least in this immediate vicinity, to be included in the list of the voices that **matter**.

Even 70 years ago, Lewis made an observation about society that is as valid today. *"In many men's lives at all periods between infancy and extreme old age,"* he said. *"One of the most dominant elements is the desire to be inside the local Ring and the terror of being left outside."*

The *terror of being left outside*, much like the *Fear of Missing Out*, is more apparent today than ever before. Social media constantly bombards us with

Photo credit: [Medium](#)

Problem

The user wants to add formatted text and preview what their content looks like without having to worry about markup languages.

SOLUTION

Implement a WYSIWYG text editor that lets users format their entered text without having to go into Markdown formatting or HTML code. This gives users a clear preview of how their content will look once published and can be a great way of lowering the barrier of entry for novice users. In the spirit of direct manipulation, this pattern is widely implemented in most blogging and email web apps, allowing users to edit and preview formatted multimedia content as they would in a text editor on their desktop.

Autosave

EXAMPLES

Gmail, Medium

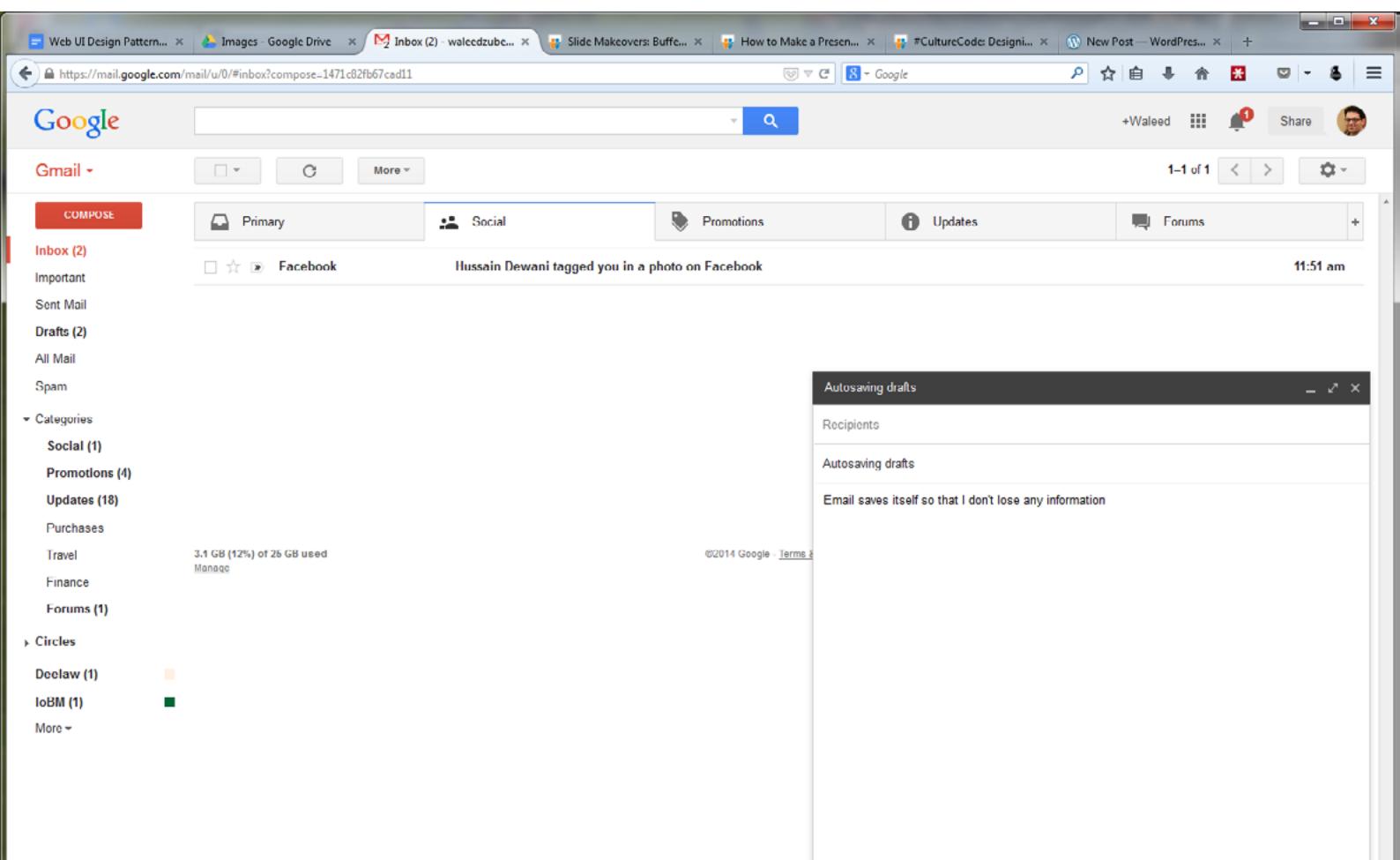


Photo credit: [Gmail](#)



A draft

That autosaves itself

So I don't need to worry about saving it |

 Suggest a link

Photo credit: [Medium](#)

PROBLEM

The user wants to protect their data and continue working without having to remember to do so.

SOLUTION

Prevent accidental data loss by implementing an autosave feature in your app. Gmail and Google Docs does this flawlessly, auto-saving your work every few seconds and preventing any “oh, no!” moments. The autosave pattern is an unobtrusive way of doing that without forcing the user to remember to save every few minutes. Browser crashes, power or connection failures, or even accidentally closing the browser tab are major annoyances that can be soothed when the user is assured that their work hasn’t been lost. With cheap data storage and other UI patterns like User History, it makes sense to preemptively save user data rather than risk losing it by mistake. Of course there needs to be a clear indication that the app is autosaving, and perhaps even an additional “Save” button to provide a greater feeling of control.

Lightbox Photo Slideshows

EXAMPLES

Facebook, Pinterest



Suarez, why eat Italian when you can try something different?

Nando's

Maybe it's time you sink your teeth into the most delicious, most succulent, PERi-PERi, flame-grilled chicken in the world.

Nando's June 25

With all the action from last night - we just couldn't resist! — with Busiswa MakaOni Bulana, Bontshi John, Ntsoka Mathiba, Paul Matau and Leroy Monaheng.

Like · Comment · Share

1,195 people like this. Top Comments

7,017 shares

Ashleigh Smaller Your marketing team are so brilliant! Like · Reply 13 · June 26 at 7:13pm

Catherine Donaldson One of the most successful SA companies worldwide! Like · Reply 6 · June 26 at 11:26pm

Giacomo Arazi Not that funny and not original ... Like · Reply 4 · June 26 at 6:40am

4 Replies · 2 hrs

Farah Nezam Saif Nezam Mohammad Salman Stallone Dennis Hardy William Master Like · Reply 4 · June 26 at 12:57am

Yazan Milany Kenan Fayomi Like · Reply 3 · June 26 at 2:44am

Karuva L E Kaseke hahaha Paida Matibiri Joy Kaseko Like · Reply 2 · 3 hrs

View more comments 6 of 94

Create Ad

Photo credit: [Facebook](#)

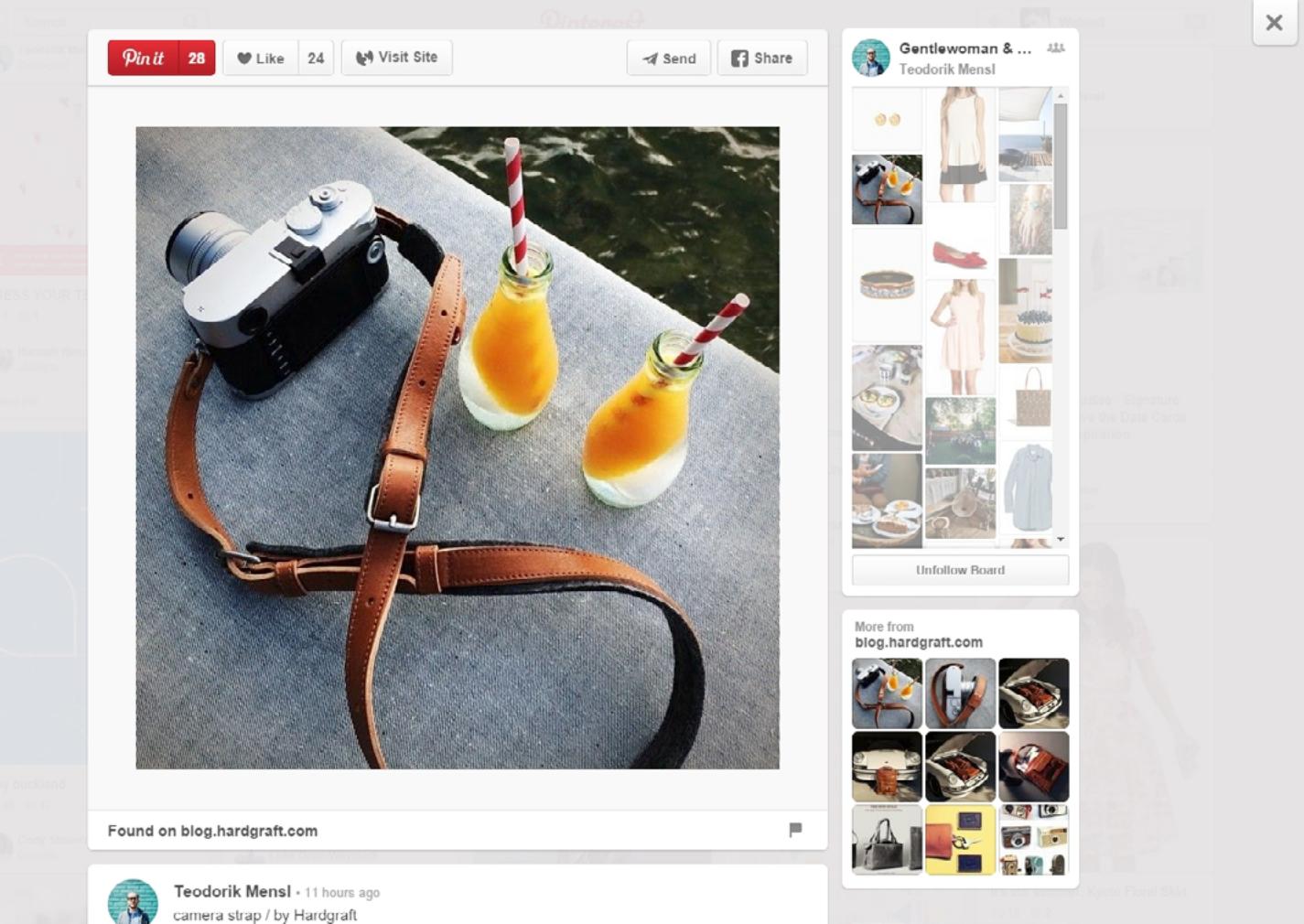


Photo credit: [Pinterest](#)

PROBLEM

The user wants to browse through multimedia content.

SOLUTION

Show multimedia content in a lightbox overlay. This modal window creates focus on the image or video content and breaks it free from the confines of the page's design. It also puts users in a better position to simply browse through the gallery without being distracted with the surrounding "chrome" in the page. Most implementations of this pattern also dim the background page behind the modal window and that prevents the user from losing their place in the main content view. This can come in handy particularly when paired with an infinite scroll pattern, as in Facebook and Pinterest. It's faster than loading a new page for each image and also preserves the user's flow when the want to back out of the multimedia gallery. For photo galleries, a modal lightbox slideshow is an essential UI pattern.

Full-Screen Modes

EXAMPLES

YouTube, Medium



Photo credit: [YouTube](#)

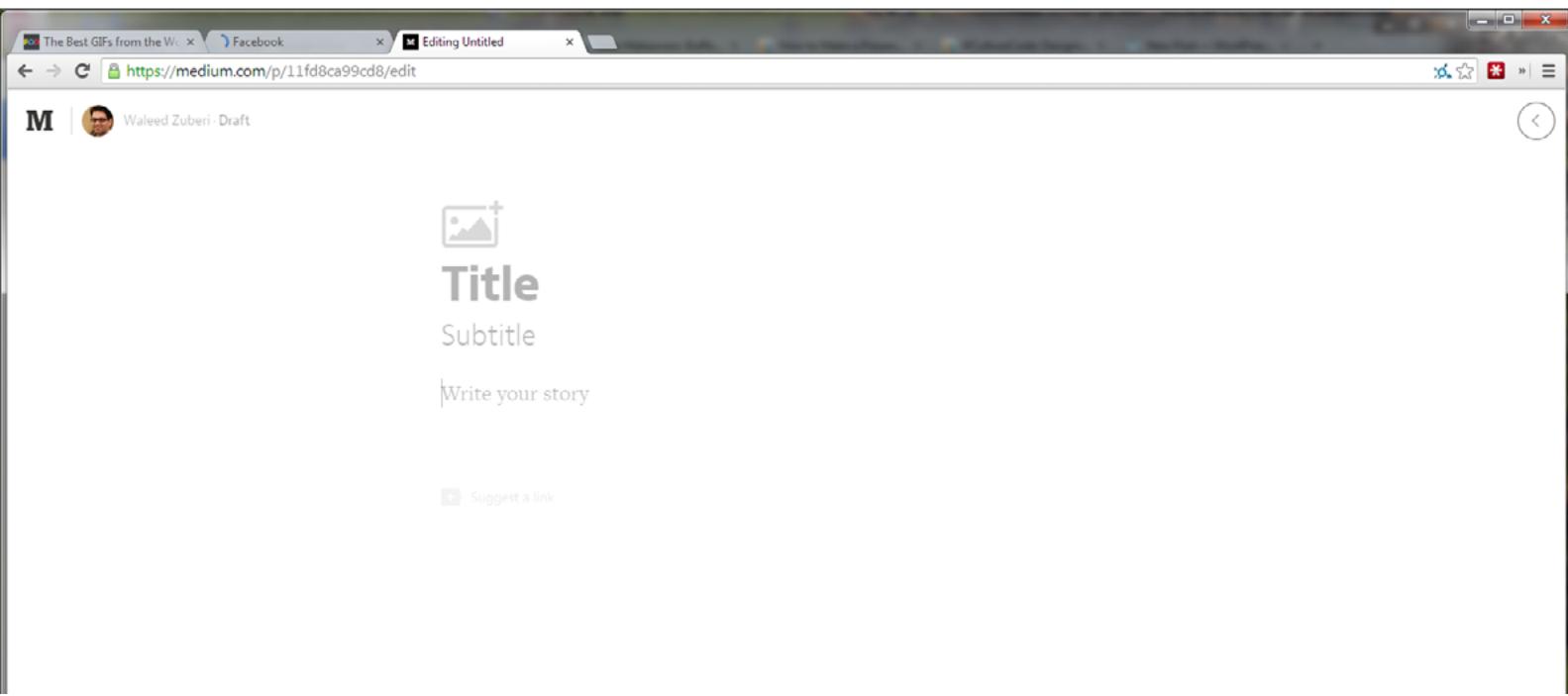


Photo credit: [Medium](#)

PROBLEM

The user wants to focus on content instead of being distracted with the UI.

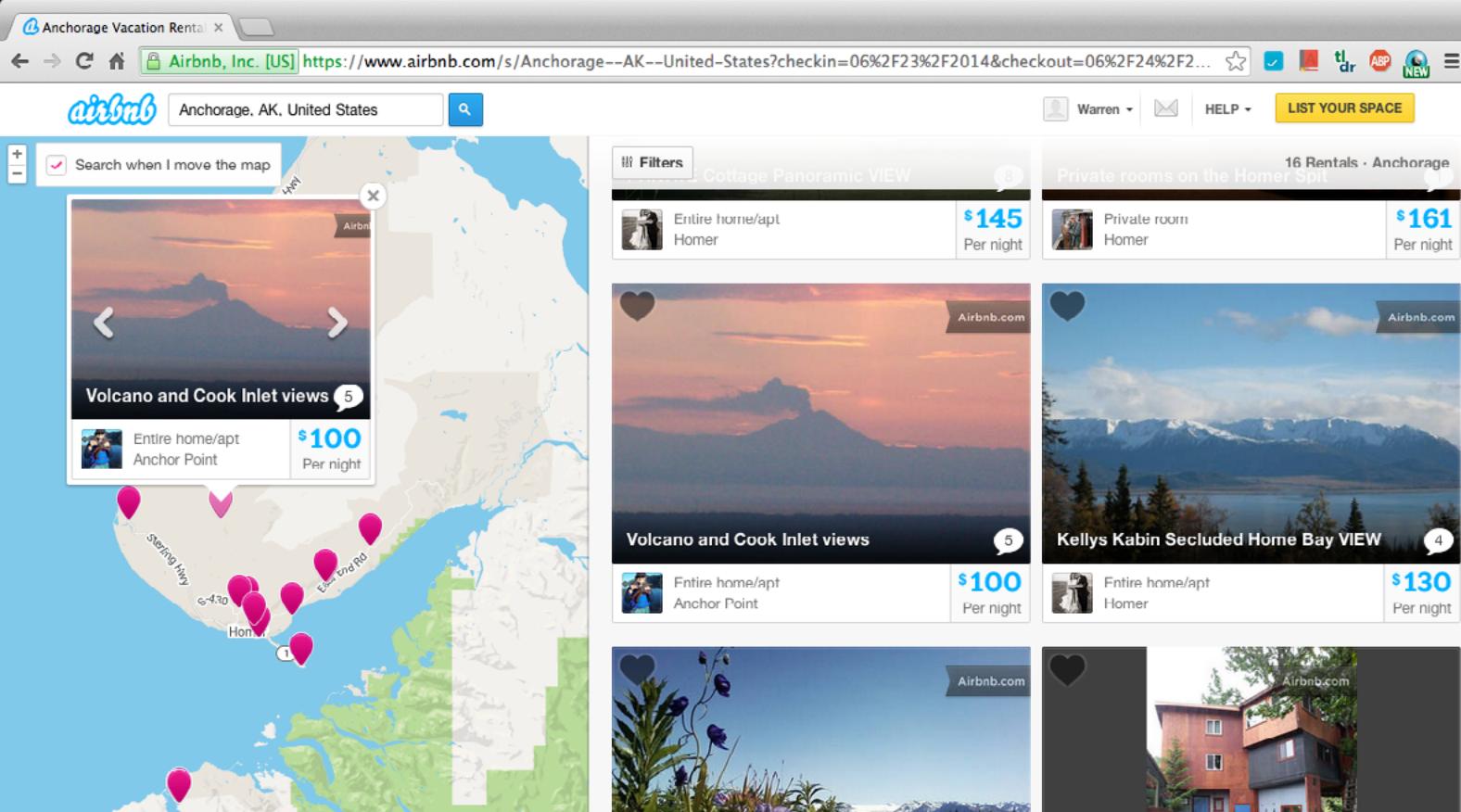
SOLUTION

Design a full-screen mode that hides or minimizes the UI clutter around content. This helps users focus on what matters, rather than being distracted by the clutter of the UI. While multimedia web apps like YouTube and Vimeo let users view videos in full-screen mode, other web apps like Medium and Facebook are using the full-screen concept to eliminate unnecessary “chrome” when the user wants to perform particular actions. For example Facebook lets users browse photo albums in a Lightbox Photo Slideshow, which is another pattern that we cover, but this expands to the entire screen. Medium removes all distractions when the user is writing, effectively achieving the same immersive effect as an otherwise traditional full-screen mode.

Interactive Content Layers

EXAMPLES

Airbnb, Yelp



The screenshot shows the Airbnb website for Anchorage, AK, United States. On the left, a map of the area highlights locations with pink markers. One marker is labeled "Volcano and Cook Inlet views" with a count of 5. Below the map, a listing for "Entire home/apt" at "Anchor Point" is shown with a price of \$100 per night. On the right, a sidebar titled "Filters" shows a result for "Cottage Panoramic VIEW". The main content area displays 16 rentals, with two examples shown in detail:

Category	Location	Price
Entire home/apt	Homer	\$145 Per night
Entire home/apt	Homer	\$100 Per night
Entire home/apt	Homer	\$161 Per night
Entire home/apt	Homer	\$130 Per night

Below the table, there are two thumbnail images: one showing a sunset over a volcano and another showing a house with purple flowers in the foreground.

Photo credit: [Airbnb](#)



1. Popeyes Chicken & Biscuits

4.5 stars, 88 reviews

\$ - Fast Food, Southern, Chicken Wings

This is your run of the mill Popeye's that is super busy since it is on the intersection of two busy streets (Mission and Geneva). It is NUTS on Tuesday so avoid it. On Tuesday they have 2...



2. Popeyes Chicken & Biscuits

4.5 stars, 106 reviews

\$ - Fast Food, Southern, Chicken Wings

My 50th review on a place I've gone for years. From the time before Cane Sweeeet Tea to present with the renovated half circle bar like table and flat screen tv's. The food here never...



3. Popeyes Chicken & Biscuits

4.5 stars, 135 reviews

\$ - Fast Food, Southern

In an ocean of restaurants in sf , I find this Popeyes to be an oasis for real good deep fried chicken. They just beat KFC hands down. I like it a lot.



4. Popeyes Chicken & Biscuits

4.5 stars, 79 reviews

\$ - Fast Food

This place is dangerously close to our office. When we open the doors on the balcony, we can smell the chicken cooking. One day at lunch time, 10 separate staff members came back with Popeyes....

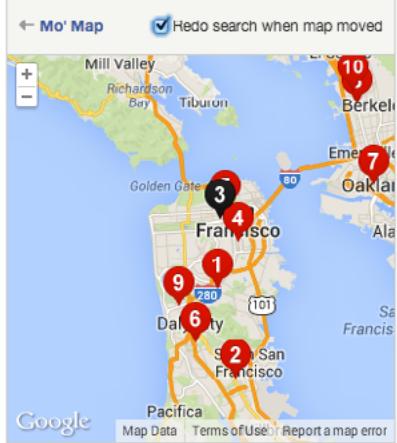


Photo credit: [Yelp](#)

Problem

The user wants to know which items within a content view they can interact with in further detail.

SOLUTION

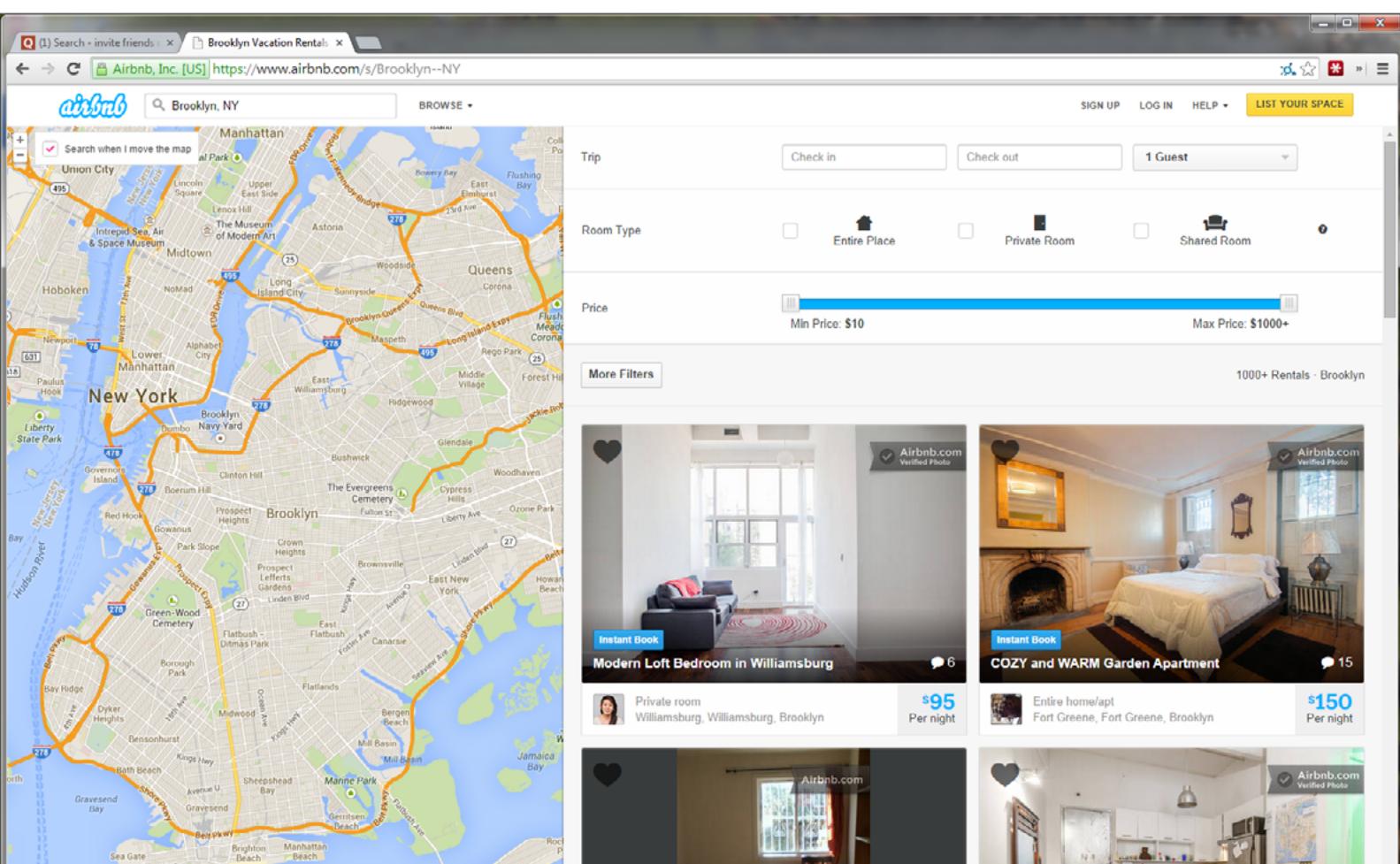
Layer interactive items to provide an “augmented reality” approach to your content. Yelp and Airbnb provide classic examples of this pattern: Next to the search results for different locations, these sites include a map that highlights each search result with a corresponding location ‘bubble.’ When users hover over the search result, the corresponding location bubble in the map becomes highlighted so that users can immediately see where each result is located. Additionally, users can interact with the map itself, e.g. by dragging to different locations - both Airbnb and Yelp have a ‘Search when map is moved button’ that automatically shows new location bubbles in the new areas of the map.

168

Maps As Backgrounds

EXAMPLES

Airbnb, Foursquare



The screenshot shows the Airbnb search interface for "Brooklyn, NY". The background is a map of New York City, specifically the Brooklyn and surrounding areas, with various neighborhoods and landmarks labeled. The search bar at the top contains "Brooklyn, NY". To the right of the search bar are buttons for "SIGN UP", "LOG IN", and "HELP". A yellow "LIST YOUR SPACE" button is also present. Below the search bar, there are filters for "Trip" (Check in, Check out, 1 Guest), "Room Type" (Entire Place, Private Room, Shared Room), and "Price" (Min Price: \$10, Max Price: \$1000+). A "More Filters" button is available. On the right side, a text overlay reads "1000+ Rentals - Brooklyn". Below the filters, there are four thumbnail images of Airbnb listings: "Modern Loft Bedroom in Williamsburg" (Instant Book, \$95 per night), "COZY and WARM Garden Apartment" (Instant Book, \$150 per night), "Private room Williamsburg, Williamsburg, Brooklyn" (Entire home/apt, \$95 per night), and a kitchen area. Each listing includes an "Airbnb.com Verified Photo" badge.

Photo credit: [Airbnb](#)

foursquare

Sports Bar

Tampa, FL

Suggestions for Sports Bar near Tampa
Or try: bar, happy hour, dinner, nightlife, food, pizza, lunch, wings, beer, pub

Show me: Specials Haven't Been Friends Price Open Now Saved

1. **Boston's Restaurant & Sports Bar**

8.1 9316 Anderson Rd
Sports Bar • \$\$\$ • View Menu

"Really good Hawaiian pizza, and it's two for one all..." (2 tips)
"Two for one beer all the time." (2 tips)

Save



2. **Press Box Sports Emporium & Eatery**

9.0 222 S Dale Mabry Hwy (W Platt St)
Sports Bar • \$\$\$ • View Menu

"Tues 50 cents wing... So tasty!!" (2 tips)
"Best wings! And the ribs are awesome." (2 tips)

Save



3. **MacDinton's Irish Pub & Restaurant**

9.2 405 S Howard Ave (W Moratio St)
Sports Bar • \$\$\$ • View Menu

"\$1 Miller Lite Drafts Thursday night..." (2 tips)
"Friday from 6-8 \$10 all you can drink happy hour!" (4 tips)
"Dusiest bar in Tampa during their happy hours." (2 tips)

Save



4. **Bar Louie Tampa**

9.0 2223 N West Shore Blvd
Sports Bar • 1 • \$\$\$ • View Menu

"... Try the Tickled Pink." (2 tips)
"... draft. Try Cigar City Maduro. Try the \$1 Burger..." (2 tips)
"\$2 burger night" (2 tips)

Save

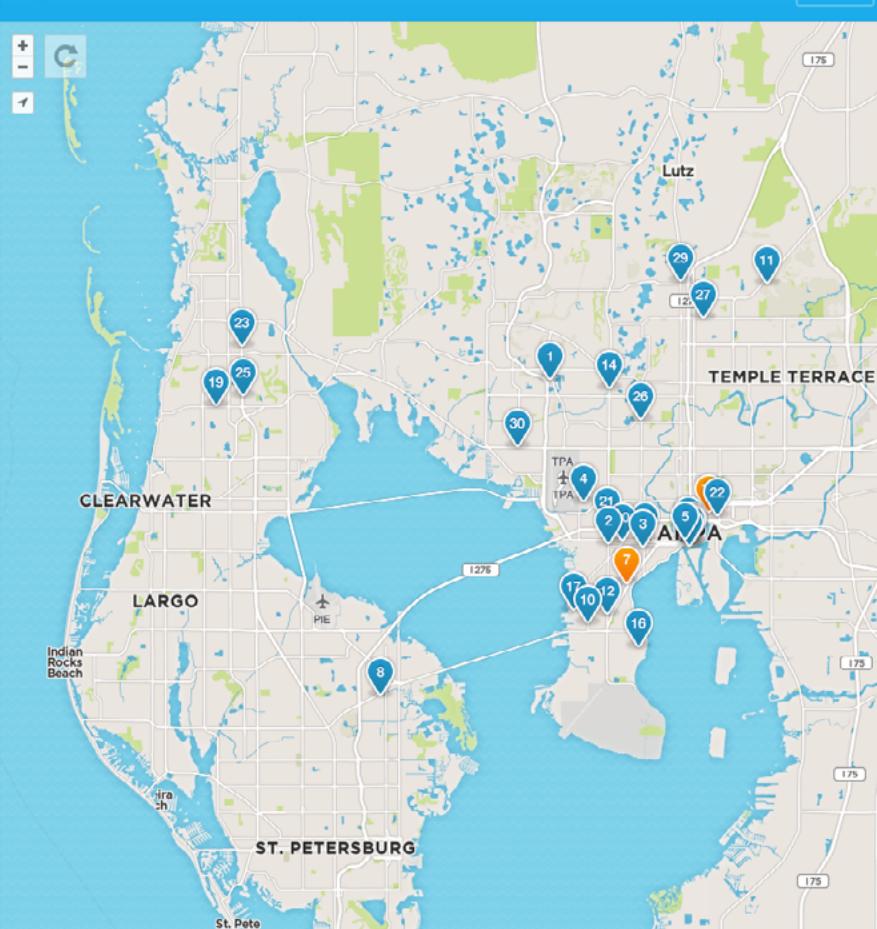


Photo credit: [Foursquare](#)

PROBLEM

The user wants to spatially place content on a map to see what's going on around them.

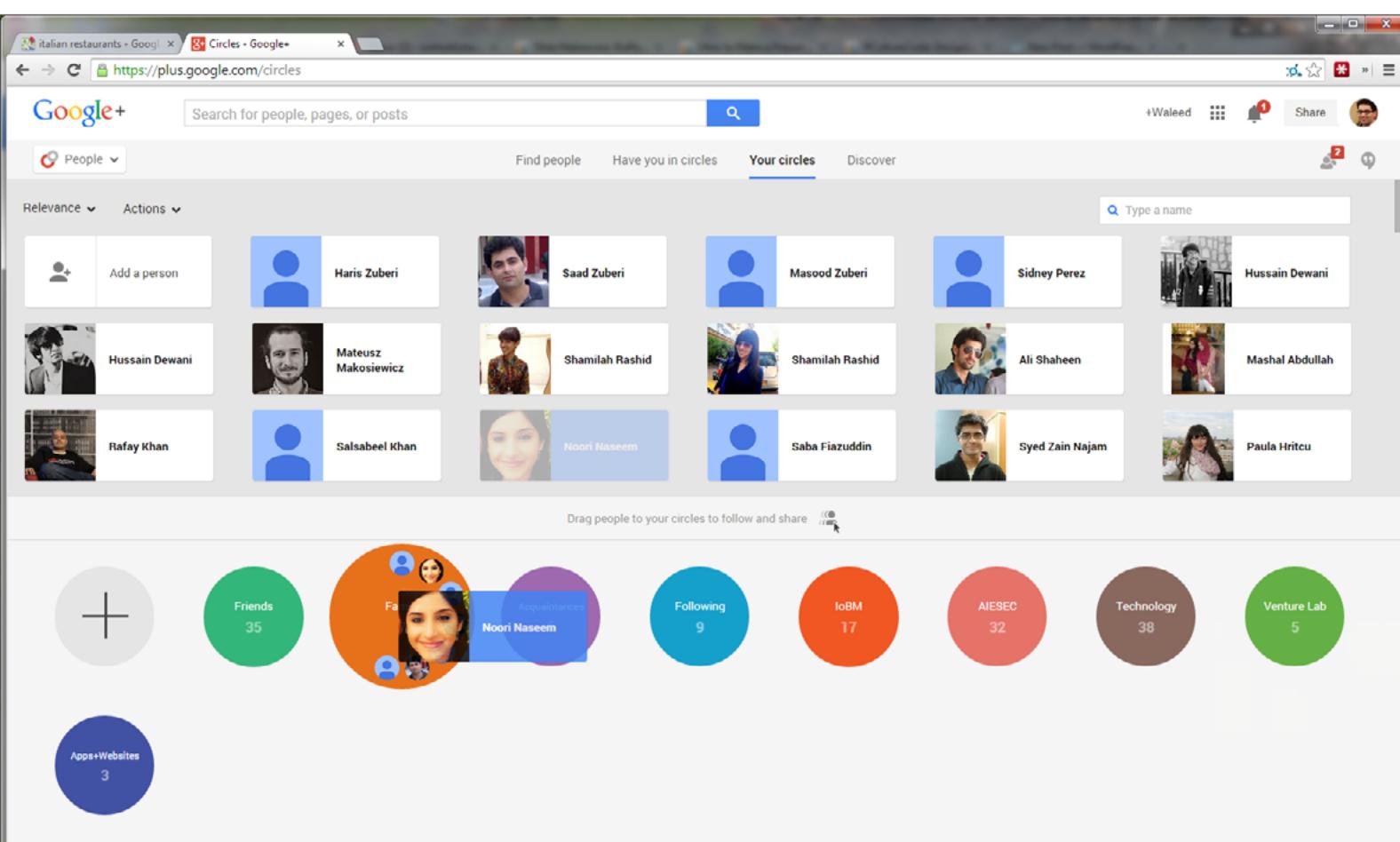
SOLUTION

Provide maps as backgrounds when the user is browsing for information that's local in nature. Web apps like Foursquare and Airbnb layer their listings onto the map view, transforming the user's search and browsing activities into an immersive experience. This makes sense for most location-based web apps which provide users information about localized content because it helps them place it according to their own location on a map in a way that's more intuitive than just browsing a list.

Group Friends & Content

EXAMPLES

Google+, Facebook, Google Play Music, Ebay



The screenshot shows the Google+ Circles interface. At the top, there are tabs for 'People', 'Find people', 'Have you in circles', 'Your circles' (which is selected), and 'Discover'. Below this is a search bar and a 'Type a name' input field. The main area displays a grid of user profiles, each with a small profile picture, the user's name, and a 'Follow' button. Below the grid is a section titled 'Drag people to your circles to follow and share' with a cursor icon. At the bottom, there is a row of circles representing different interest groups, each with a name and a count: 'Friends 35', 'Following 9', 'IoBM 17', 'AIESEC 32', 'Technology 38', and 'Venture Lab 5'. There are also other circular icons for 'Acquaintances', 'Following', and 'Following' (with a count of 3).

Photo credit: [Google+](#)

Waleed Zuberi

Muhammad Zubair Farooq 1,077 friends

Amar Gordhan Lohana 129 mutual friends

Mahnor Usmani 105 mutual friends

Hajar Anbar 1,235 friends

M. Arslan Manzoor 1,804 friends

Ayesha Khan 58 mutual friends

Bushra Masood Khan 876 friends

Zehra H. Zaidi 1,104 friends

Nihal Nadir Vaka 124 mutual friends

Taha Moiz 698 friends

Ayesha Hayat Vaince 141 mutual friends

Marita Przybylo 52 mutual friends

Osama Sarwar likes MoiNazim Graphics's photo.

Saima Nouman Ansari likes Raisa Ali's photo.

Asad Ullah likes Formula NUST Racing's photo.

Marium Ahmed likes Mera Pakistan's photo.

Rohma Afzal likes Sundus Zahra Shahid's link.

Senne Desouza commented on Rabia Efendi's status.

Ayesha Khan shared Feelhoney's photo. Astaghfirullah!!! I am sorry if some people

Hussain Devani

Shamilah Rashid

Shah Talha Sohail

Ali Bin Shaheen

Tahira Naseem

Nabeel Fiazuddin

Shiza Naseem

Ruth Van de Pol

Photo credit: [Facebook](#)

W-A: Mozart: Konzert für... location apps like foursquare... Wake Me Up - Gavin... (1) Saba Rashid (1) Yamma Asif

https://play.google.com/music/listen?u=0#/now

Google play

Music All Access

Listen Now

My Library

Radio

Explore

AUTO PLAYLISTS

Queue

Highly rated

Last added

Free and purchased

Shared with me 50

PLAYLISTS

Blah

Miss Me

Music new

Listen Now

The Heart Radio station Recently played

AMADEUS PHOENIX deus Phoenix

AM Arctic Monkeys Recommended album

ULTRAVIOLENCE Ultraviolence (Deluxe) Lana Del Rey

Death Cab for Cutie Radio station Recommended for you

Fire Escape (Remastered) Radio station Recently played

VERGENT Real Motion Picture Soundtrack

Ghost Stories Coldplay Recently added to My Library

Stubborn Love Radio station Recently played

WALLS Anadel Recently added to My Library

MIDNIGHT MEMORIES One Direction Recently added to My Library

THE HOBBIT The Desolation of Smaug

Start radio

Play album next

Add album to queue

Add album to My Library

Add album to playlist

New Playlist

Share

Buy

Not interested

Blah

Miss Me

Music new

Photo credit: [Google Music](#)

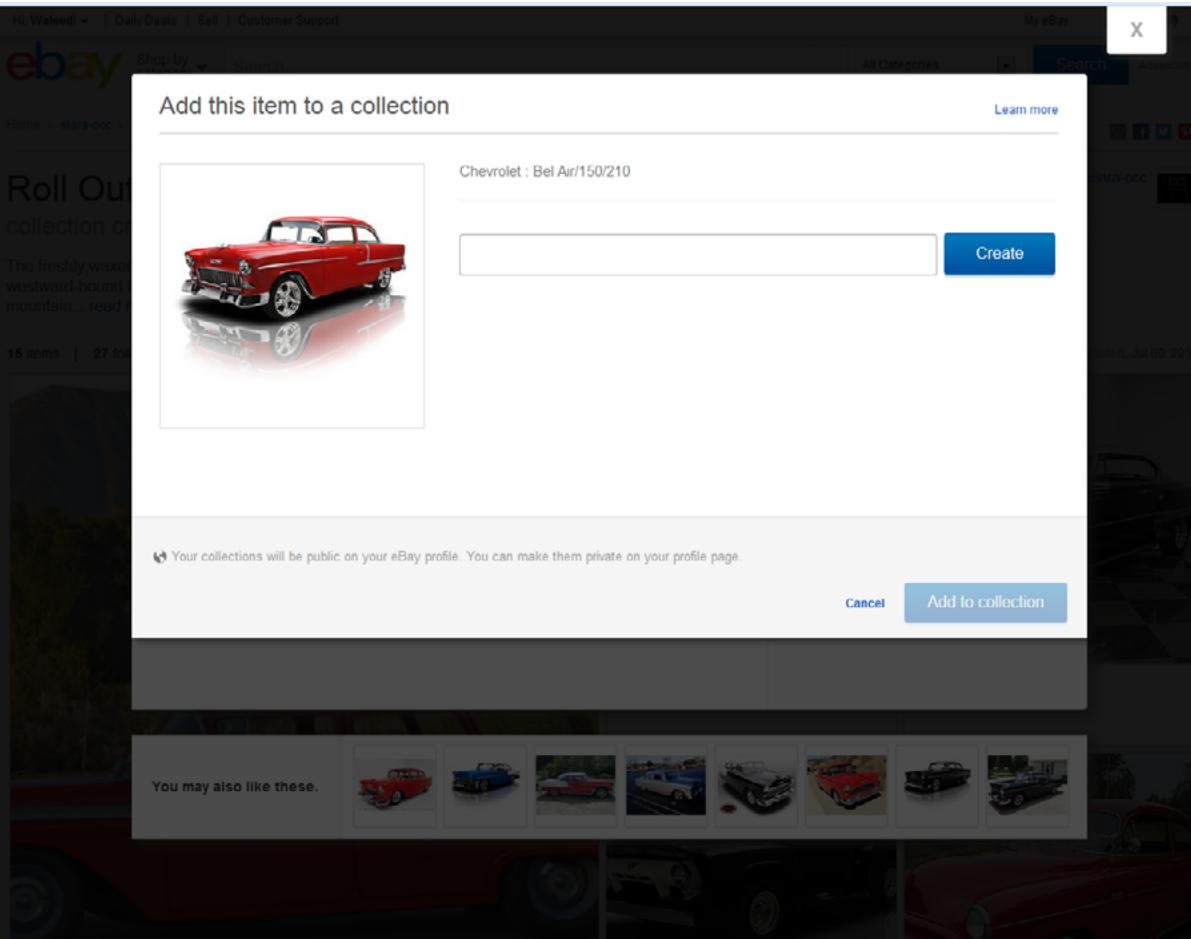


Photo credit: [Ebay](#)

Problem

The user wants to organize content according to their own groupings.

SOLUTION

Allow users to sort and organize friends and followers inside the app. Google+ and Facebook among others allow users to group friends and content alike. Besides allowing users to sort their friends, web apps like Google Play Music and Ebay allow for content to be categorized into playlists and collections that not only help them organize the huge amounts of user-generated content for their own convenience, but also create a way for them to share these collections with their friends and followers. As content of all forms – including friend profiles – continues to proliferate, the ability for users to curate and organize things in a way that makes sense to them becomes more important.

Grids

EXAMPLES

Pocket, Pinterest, NYTimes, Digg

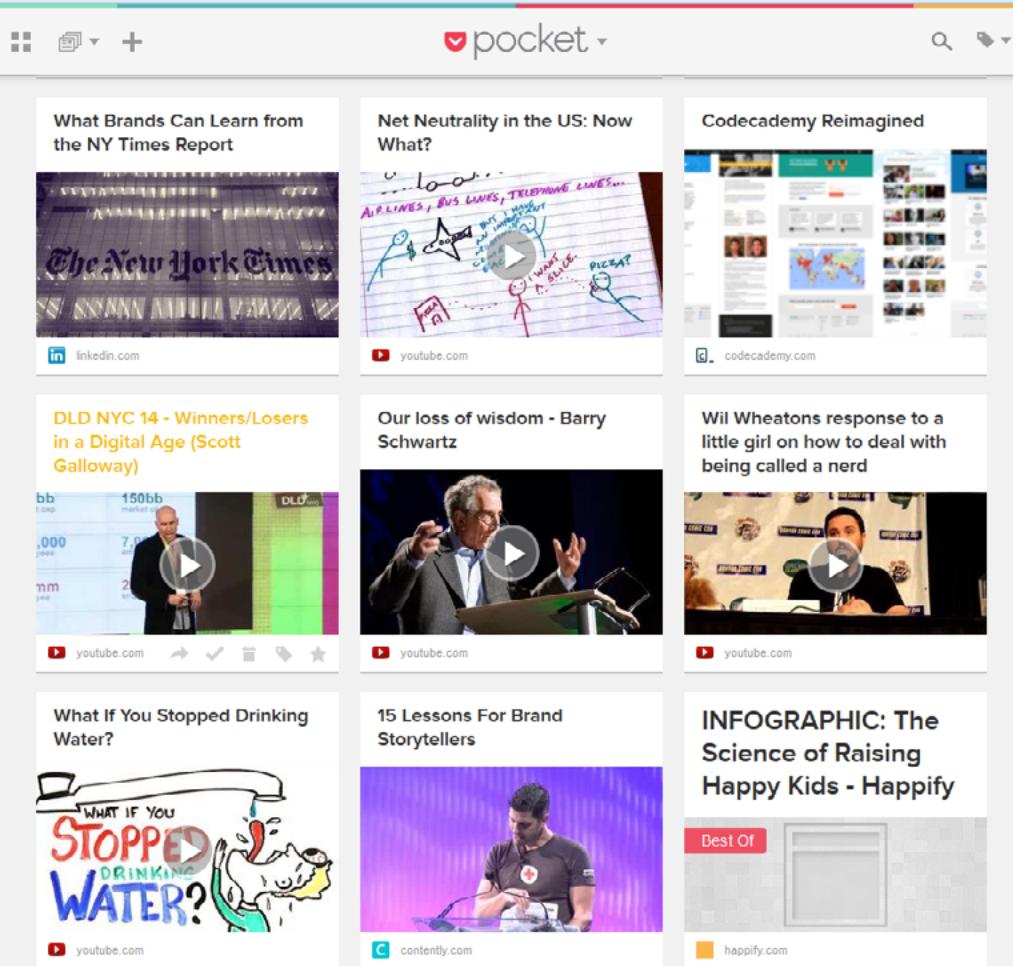


Photo credit: [Pocket](#)

Photo credit: [Pinterest](#)

Photo credit: [Pinterest](#)

WORLD U.S. NEW YORK OPINION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS ARTS FASHION & STYLE VIDEO

U.S. »

Hurdle for Addicts Promised Treatment Under Health Law

Man Being Held in Killing of Six in Houston
Seven Die, Including 3 Children, in Massachusetts Fire

Politics »

Obama Presses Perry to Rally Support for Border Funds

Fleeing Gangs, Children Head to U.S. Border
Obama Asks for \$3.7 Billion to Aid Border

N.Y. / Region »

Mourners Gather for Funeral of New York Firefighter

Congress Unlikely to Step In as L.I.R.R. Strike Looms
New York Today: L.I.R.R. Strike Primer

Technology »

State of the Art: 'Slender Man' Story and the New Urban Legends

Chinese Hackers Pursue Key Data on U.S. Workers
Bits Blog: Adidas Joins Wearable Stampede With Fitness Tracker

Sports »

On Baseball: Nelson Cruz Savors His Fresh Start With Orioles

NFL Scrambles to Install Taller Uprights After Rule Change
On Pro Basketball: LeBron James's Latest Feat: Bringing a Frenzied League to a Freeze

Obituaries »

Dick Jones, Who Gave Voice to Disney's Pinocchio, Dies at 87

Rosemary Murphy, 89, Emmy Winner, Dies
Paul Horn, a Founding Father of New Age Music, Dies at 84

Arts »

2014 Emmy Nominations: 'Breaking Bad,' 'True Detective' and Netflix Show Among the Honored

Critic's Notebook: Who Was Snubbed by the Emmy Nominations?
ArtsBeat: 2014 Emmy Nominations: Anna Chlumsky of 'Veep'

Movies »

Linklater's 'Boyhood' Is a Model of Cinematic Realism

Movie Review: 'Dawn of the Planet of the Apes' Continues the Saga
Movie Studios Strive for Ever More Inventive Logos

Theater »

Stephen McKinley Henderson Takes the Lead

ArtsBeat: 'Side Show' Producers Discussing a Move to Broadway
ArtsBeat: London Theater Journal: Mind Games

The Rant Agenda

1. Giving Tofu the New Look It Deserves

2. Fleeing Gangs, Children Head to U.S. Border

3. THE STONE Does Evolution Explain Religious Beliefs?

4. Chinese Hackers Pursue Key Data on U.S. Workers
5. ROGER COHEN France Decapitated

6. Reduce Your Monthly Digital Bills

7. TODAY'S EDITORIALS Saving Water in California

[Go to Complete List](#)

ELSEWHERE ON NYTIMES.COM



Photo credit: [New York Times](#)

The Digg homepage displays a grid of news items. Each item includes a thumbnail image, a title, a brief description, and some meta-information like the source and date. The items are arranged in a 3x3 grid.

- MOVING PEOPLE...** AGAINST THEIR WILL
- Uber Driver Kidnaps Man, Takes Him On High-Speed Police Chase Through D.C.**
- 2,412 Washington Post - Crime
- On Tuesday, Ryan Simonetti, CEO of New York-based Convene, had an Uber ride he won't soon forget.

- FLIPPING OUT**
- Cook Makes And Flips Huge Batch Of Mini Pancakes With Extraordinary Skill**
- 30 Video - Food
- Is it getting hungry in here or is that just us?

- PROOF GOD DOES HAVE A SENSE OF HUMOR**
- An Error Puts A Church On George Carlin Way**
- 1,999 The New York Times - Beliefs
- A bill signed into law on Wednesday finally declared that a two-block stretch of West 121st Street was named George Carlin Way. But it was supposed to be only one block — and not the one once home to Mr. Carlin, and still home to the Corpus Christi Church.

- Drive By Compliments**
- 'YOUR HAIR REMINDS ME OF A SUNRISE!' This Guy Rides Around Giving Drive-By Compliments**
- 26 Video - Internet
- What percentage of these people do you think assumed these compliments were sarcastic?

- THE GREAT DELAY IS REAL**
- Yes, Millennials Actually Are Living In Their Parents' Basements**
- 27 New Republic - Data Viz
- This isn't just another bogus trend — and these numbers prove it.

- GET OVER IT ALREADY**
- Reenacting The Past In Color Photos**
- 756 The Atlantic - Photos
- This past year marked a number of significant anniversaries of historic conflicts, from the American Civil War to medieval European battles, to both World Wars and more. Collected here are recent performances from around the world (with a few anachronisms), covering a number of military events from recent centuries.

Photo credit: [Digg](#)

PROBLEM

The user wants content to be organized.

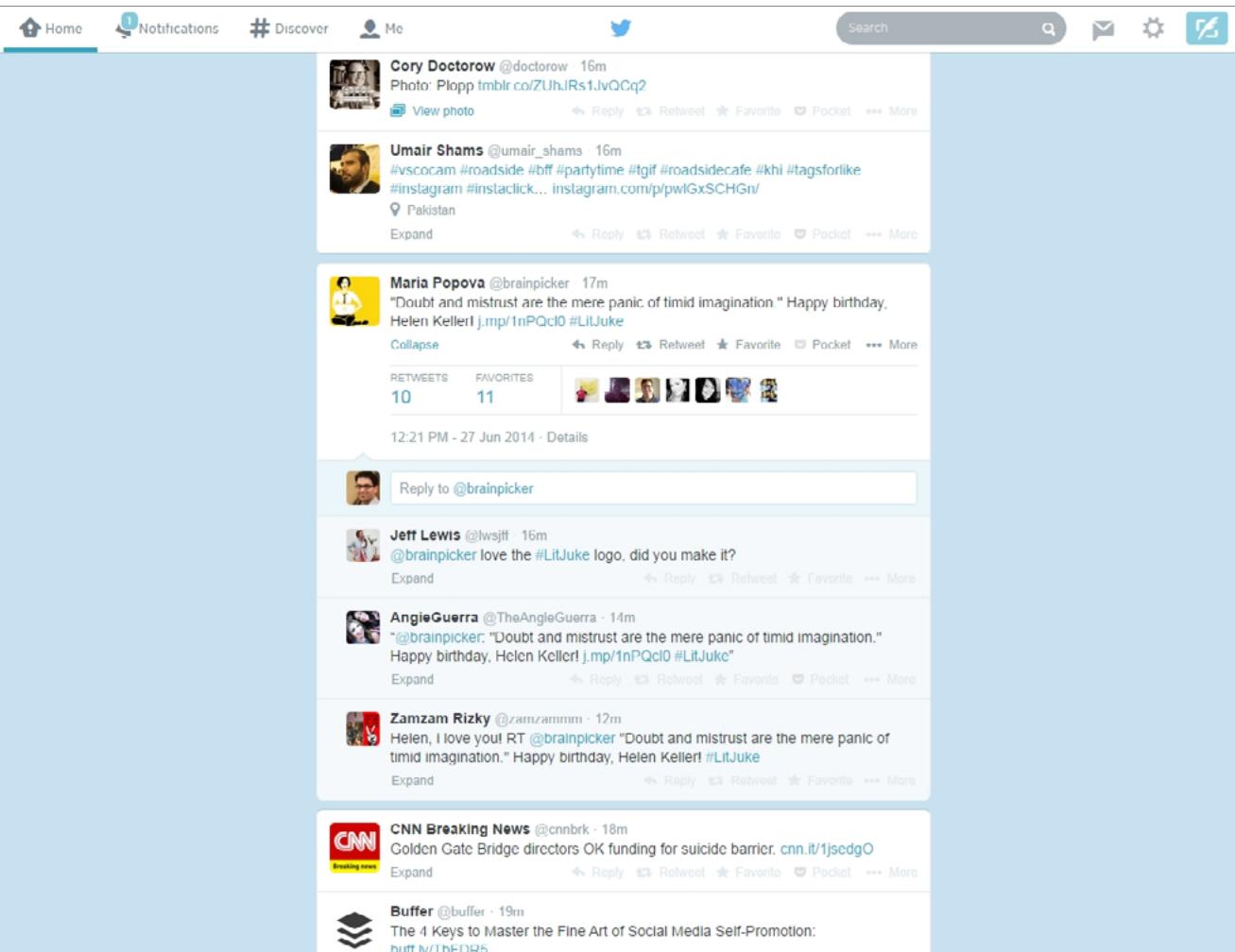
SOLUTION

Show snippets of content in a grid. Spotify and Google+ present all their content in a grid, as do Pinterest and Digg, effectively separating each item from the other while maintaining a structure. Grids are a great alternative to the simple list views and work extremely well for content that can be represented visually, making it much more enjoyable for users to scroll through lots of content. Other sites that are content heavy, like NY Times or CNN can also benefit from a grid layout to help provide some visual structure to the various pieces of content. Some like Pocket and Groupon also allow users to toggle between the grid and list views depending on their preferences.

Cards

EXAMPLES

Twitter, Asana, Pinterest, Google+



The screenshot shows a Twitter feed with the following cards:

- Cory Doctorow** (@doctorow) 16m
Photo: Plopp tmbir.co/ZUhJRst1JvQCq2
View photo
- Umair Shams** (@umair_shams) 16m
#wsccam #roadside #bff #partytime #gif #roadsidecafe #khi #tagsforlike
#instagram #instaclick... instagram.com/p/pwIGxSCHGn/
Pakistan
- Maria Popova** (@brainpicker) 17m
"Doubt and mistrust are the mere panic of timid imagination" Happy birthday, Helen Keller! j.mp/1nPQcl0 #LitJuke
Collapse
- Jeff Lewis** (@wsjff) 16m
@brainpicker love the #LitJuke logo, did you make it?
Expand
- AngieGuerra** (@TheAngleGuerra) 14m
"@brainpicker: "Doubt and mistrust are the mere panic of timid imagination." Happy birthday, Helen Keller! j.mp/1nPQcl0 #LitJuke
Expand
- Zamzam Rizky** (@zamzamm) 12m
Helen, I love you! RT @brainpicker "Doubt and mistrust are the mere panic of timid imagination." Happy birthday, Helen Keller! #LitJuke
Expand
- CNN Breaking News** (@cnnbrk) 18m
Golden Gate Bridge directors OK funding for suicide barrier. cnn.it/1jsedgO
Expand
- Buffer** (@buffer) 19m
The 4 Keys to Master the Fine Art of Social Media Self-Promotion: buff.ly/TbFDR5

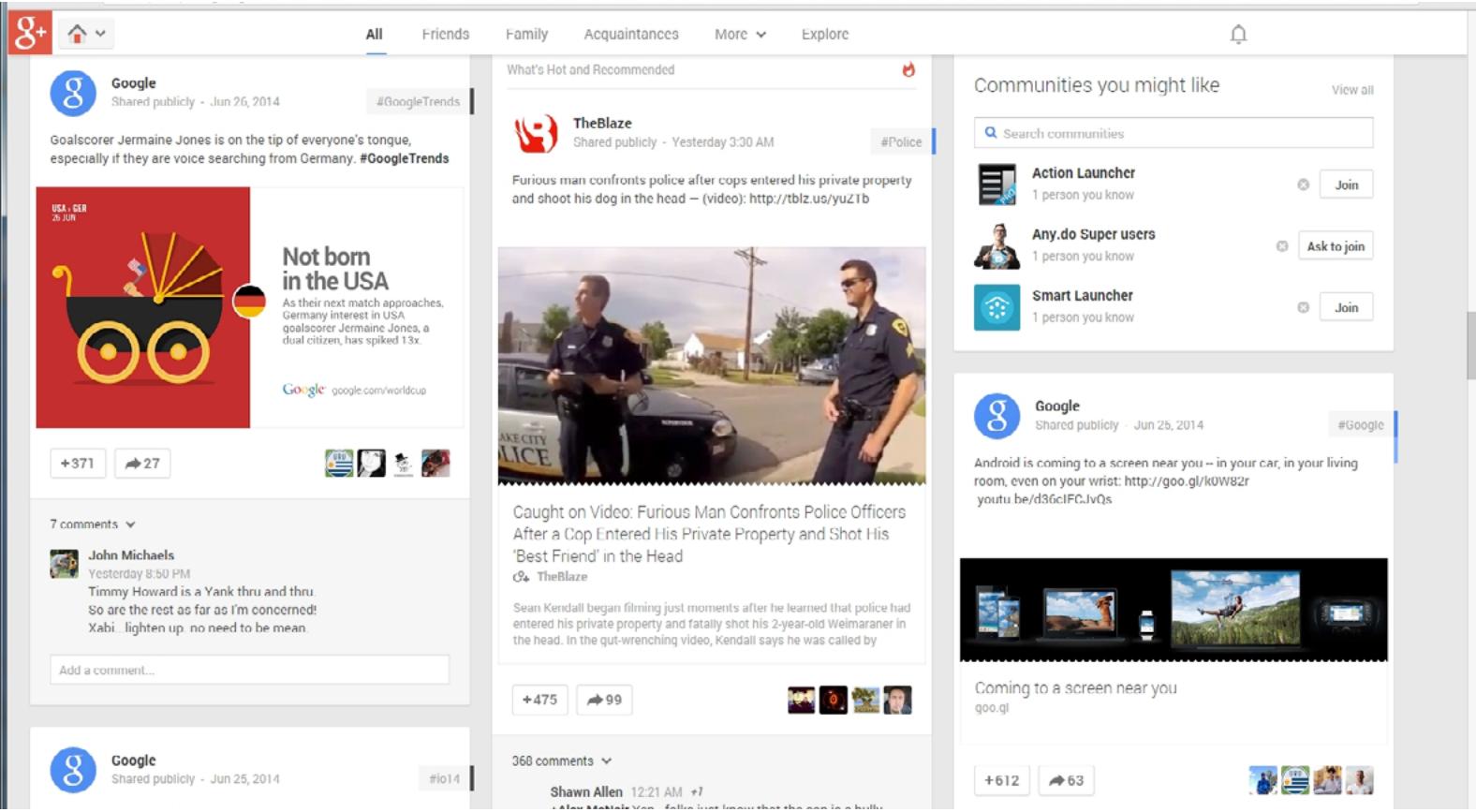
Photo credit: [Twitter](#)

The screenshot shows the Asana application interface. On the left is a sidebar with 'UXPIN' selected, showing 'My Tasks' and 'Inbox'. Below that are 'Show Recents and more...' and a 'PROJECTS' section with 'Content Calendar', 'Ideas', and 'Notes' (which is currently selected). The main area is titled 'Notes' and shows a list of tasks. One task, 'Web UI Patterns', is expanded, showing a detailed view with a title, description, and a 'Comment' section. The description includes bullet points about finding additional patterns for web only, adapting current ones, and finding new ones. It also mentions sources and a history of changes.

Photo credit: [Asana](#)

The screenshot shows the Pinterest application interface. The top navigation bar includes 'Search' and a user profile for 'Waleed'. The main feed displays various pins: 1. A pin by 'Teodorik Mensl' titled 'DRESS YOUR TECH / 50' featuring a camera strap and two cocktails. 2. A pin by 'Hannah Hennen' titled 'DRESS YOUR TECH / 50' featuring a blue abstract graphic. 3. A pin by 'Teodorik Mensl' titled 'camera strap / by Hardgraft' featuring a woman in athletic wear. 4. A pin by 'Tony Buckland' titled 'Oh My Gosh - Bora Bora Islands' featuring a tropical beach. 5. A pin by 'Cody Stonerock' titled 'Oh My Gosh - Bora Bora Islands' featuring a unicorn. 6. A pin by 'Marlene Orozco' titled 'Get active! Accessorize your workout with FlipBelt!' featuring a woman in a sports bra and shorts. 7. A pin by 'Patrick Welker' titled 'Untitled — Onel' featuring a grid of letters. 8. A pin by 'Marlene Orozco' titled 'Marlene Orozco Typography' featuring a grid of triangles. 9. A pin by 'Patrick Welker' titled 'Marlene Orozco Typography' featuring a woman in a floral dress. 10. A pin by 'Marlene Orozco' titled 'Passport to Paradise - Signature White Photo Save the Date Cards #marriage #inspiration' featuring a passport.

Photo credit: [Pinterest](#)



PROBLEM

The user wants to browse through content quickly and interact with it, without the detail views cluttering up the UI.

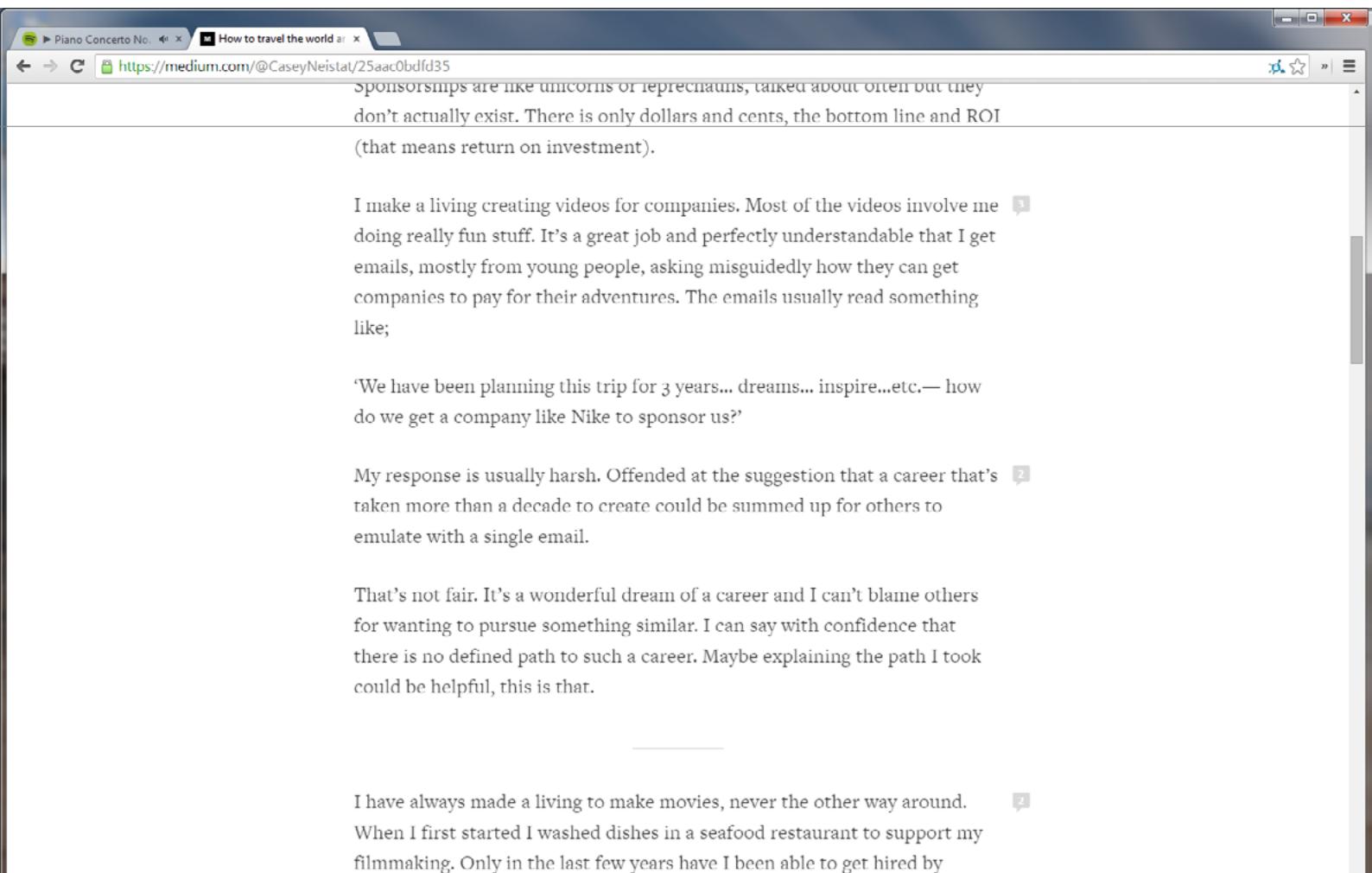
SOLUTION

Present snippets of information in bite-sized cards that can be manipulated to show more information if the user wants it. Popularized by the likes of Pinterest to show large image thumbnails in a compact layout, we see “card” views now being implemented in a variety of web apps beyond video and photo galleries on the web, and often this is combined with a Grid pattern. This pattern works best for “modules” of data that can be viewed or manipulated individually, like posts on Tumblr or Facebook. Cards are a way to allow users to browse and discover all kinds of content in a more engaging way while accommodating responsive design trends, as well as social feed patterns.

Hidden Information

EXAMPLES

Medium



Sponsorships are like unicorns or leprechauns, talked about often but they don't actually exist. There is only dollars and cents, the bottom line and ROI (that means return on investment).

I make a living creating videos for companies. Most of the videos involve me doing really fun stuff. It's a great job and perfectly understandable that I get emails, mostly from young people, asking misguidedly how they can get companies to pay for their adventures. The emails usually read something like;

'We have been planning this trip for 3 years... dreams... inspire...etc.— how do we get a company like Nike to sponsor us?'

My response is usually harsh. Offended at the suggestion that a career that's taken more than a decade to create could be summed up for others to emulate with a single email.

That's not fair. It's a wonderful dream of a career and I can't blame others for wanting to pursue something similar. I can say with confidence that there is no defined path to such a career. Maybe explaining the path I took could be helpful, this is that.

I have always made a living to make movies, never the other way around. When I first started I washed dishes in a seafood restaurant to support my filmmaking. Only in the last few years have I been able to get hired by

Photo credit: [Medium](#)

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 **Gundeep Anand**
word
[Reply to Gundeep Anand](#)

 **Turner Barr**
Solid advice Casey. There is no short cut to doing the work. Congrats on living the dream and keeping it real.
[Reply to Turner Barr](#)

 **Casey Neistat**
[Leave a note for Casey Neistat](#)

[Leave a note](#)

Photo credit: [Medium](#)

PROBLEM

The user wants quick access secondary information that's not usually necessary to show.

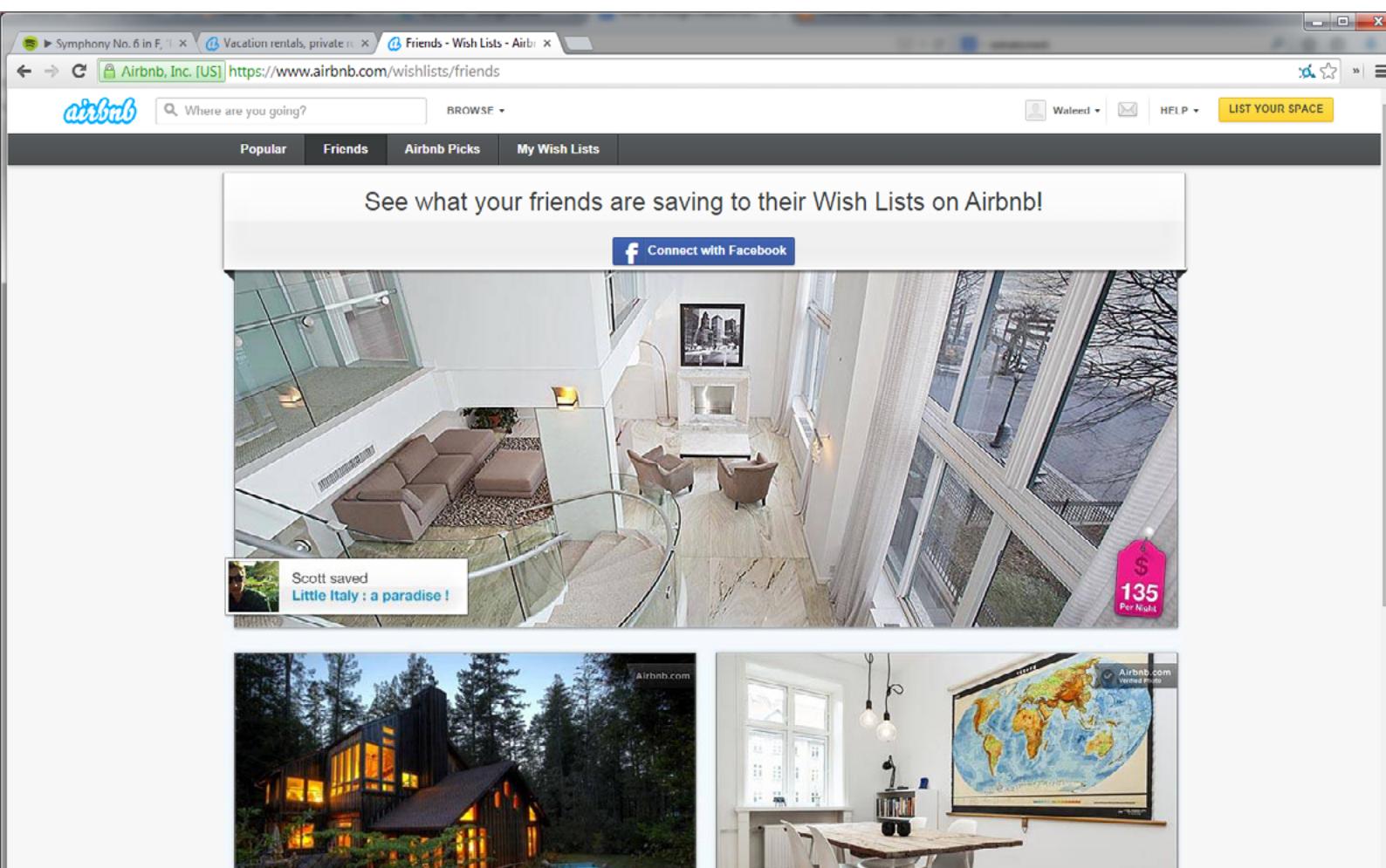
SOLUTION

Hide contextual information that's not essential behind the UI but make it accessible for power users. Medium hides comments behind a number, subtly showing users that there's additional information available. This keeps the user's focus on the primary content without distracting them with extra clutter in the UI. As users become familiar with the system, the visual shortcuts become easier to spot. Google+ achieves the same effect by hiding multiple tags on each post and marking it with a colored bar to indicate extra tags other than the first one that is always visible.

Empty States

EXAMPLES

Airbnb, Pinterest, Tumblr, Spotify



A screenshot of a web browser showing the Airbnb website. The URL in the address bar is <https://www.airbnb.com/wishlists/friends>. The page title is "Friends - Wish Lists - Airbnb". The main content area features a large image of a modern, two-story apartment with large windows and a glass-enclosed staircase. A callout box in the bottom-left corner of the image says "Scott saved Little Italy : a paradise !". In the bottom-right corner of the image, there is a pink tag with a dollar sign and the text "135 Per Night". Above the main image, there is a banner with the text "See what your friends are saving to their Wish Lists on Airbnb!" and a "Connect with Facebook" button. The top navigation bar includes links for "Popular", "Friends", "Airbnb Picks", and "My Wish Lists". The top right corner has links for "Waleed", "HELP", and "LIST YOUR SPACE".

Photo credit: [Airbnb](#)



Pins are visual bookmarks that people save on Pinterest.

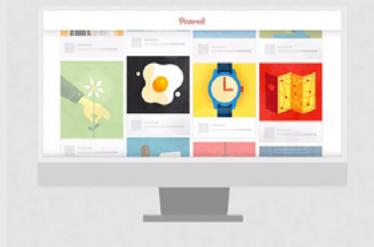


Photo credit: [Pinterest](#)

A screenshot of the Tumblr dashboard. It features a dark blue header with the 'tumblr.' logo and a search bar. Below the header is a navigation bar with icons for Text, Photo, Quote, Link, Chat, Audio, and Video. A message encourages users to visit the Theme Garden. The main area is a large, empty dashboard with a house icon and the text 'This is your dashboard.' A button says 'Show me cool stuff!' and another says 'No thanks.' On the right side, there's a sidebar with user information (wzub, Untitled), account stats (Posts: 0, Followers: 1), and a 'Customize' link. Below that are sections for 'ACCOUNT' (Following 1 blog, Find Blogs), 'RECOMMENDED BLOGS' (edmunds.com, sealless, luckymag), and 'RADAR' (huffingtonpost). A small image of a soccer player is visible in the radar section.

Photo credit: [Tumblr](#)

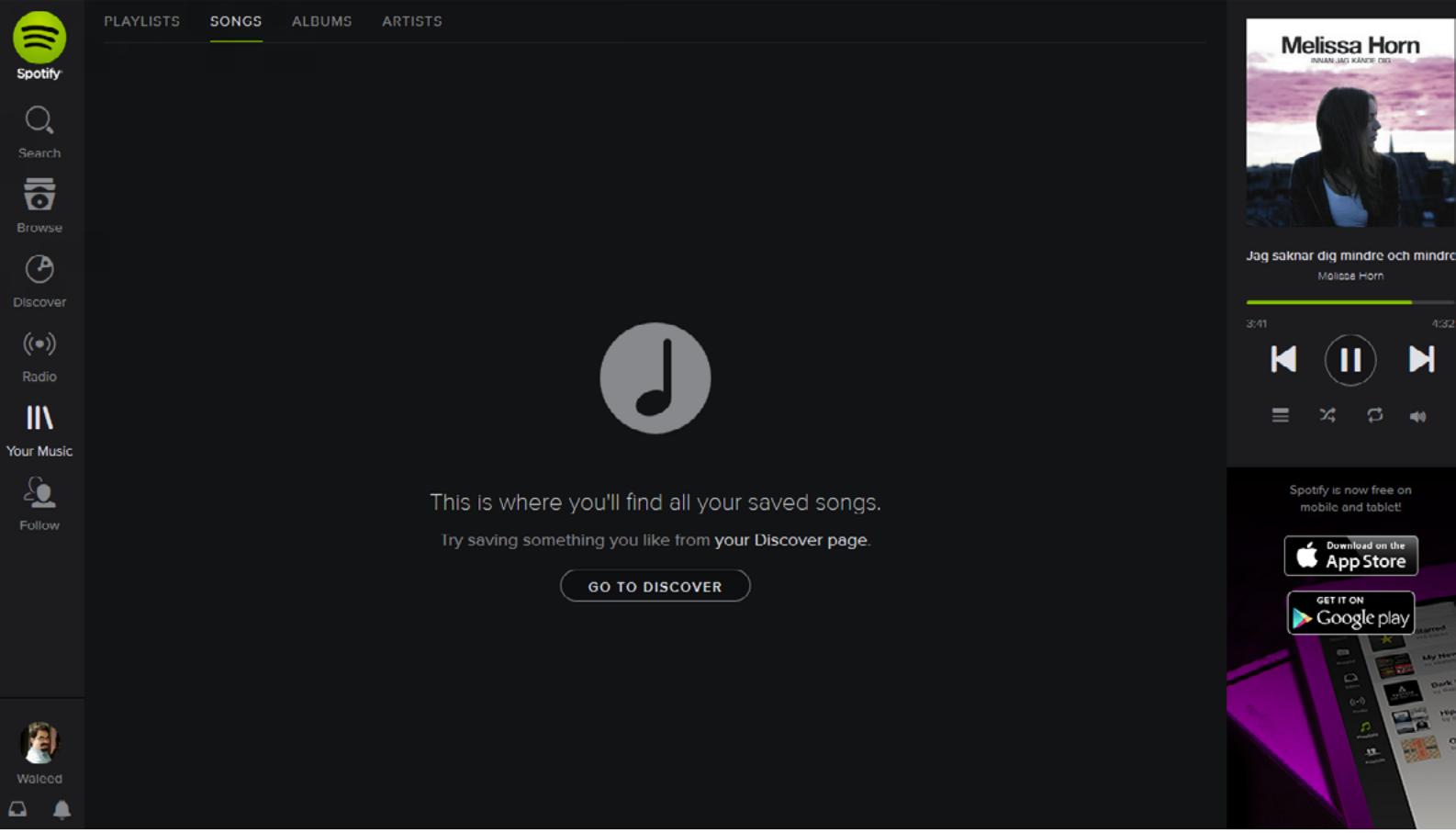


Photo credit: [Spotify](#)

PROBLEM

The user needs to know why a section of the application is empty and what to do next.

SOLUTION

Make sure your UI provides a good first impression by designing for the “blank state,” that is the condition when there is no user data. This is the natural state of your UI and the first thing a user sees. It is also the point where many users decide whether it’s worth it to continue, so designing the empty state is very important. This is a great place to show some examples that will help users get started or simply to show them instructions on how to proceed. Airbnb shows a mockup of how a particular section would look like once it’s populated by the user’s content, while Pinterest takes the opportunity to guide the user through what next steps they should take; other sites like Tumblr and Medium give users hints on what the empty area is and what it should be once the user takes a certain action.

Direct Manipulation of Content & Data

EXAMPLES

Asana, Medium

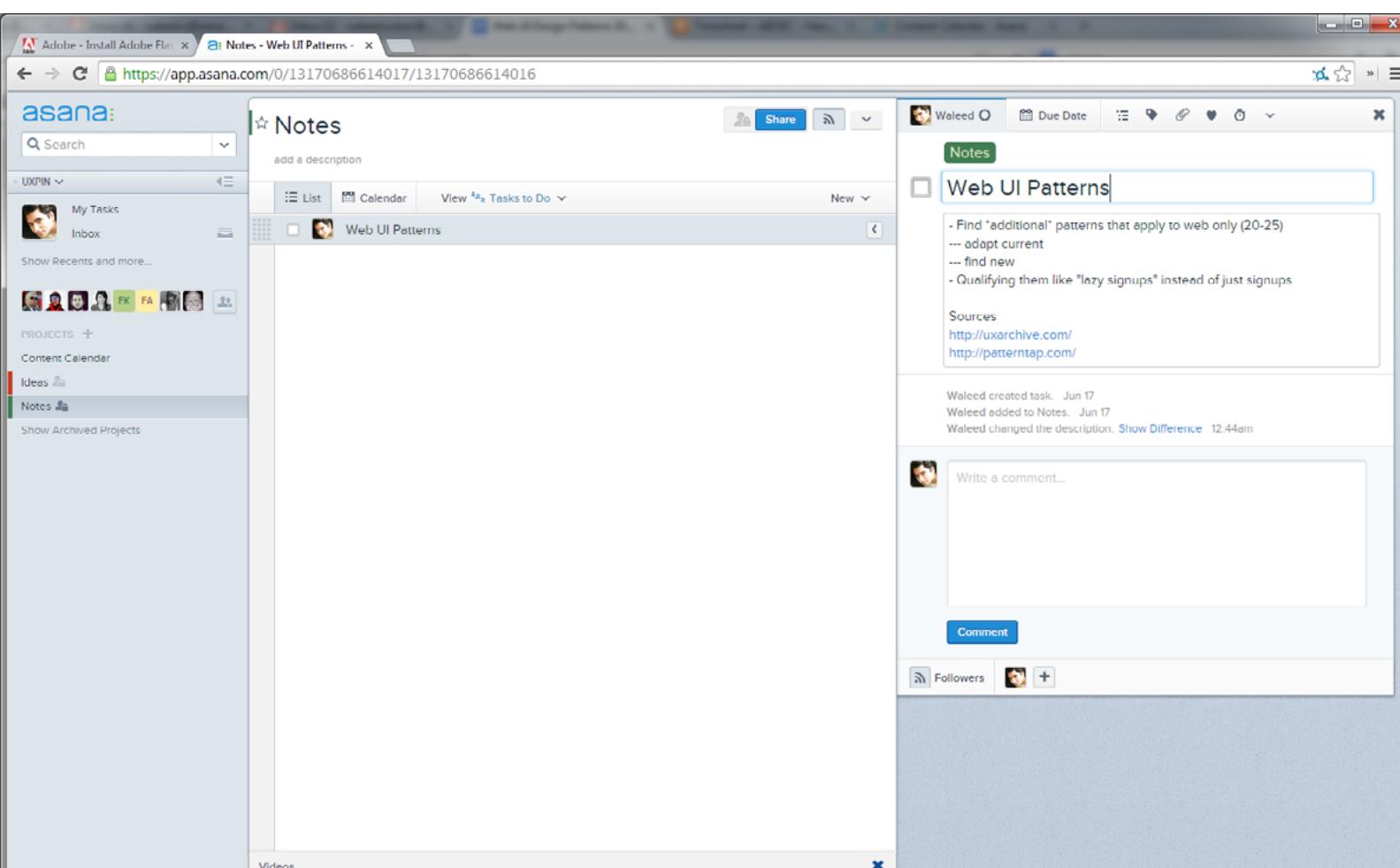


Photo credit: [Asana](#)



Photo credit: [Medium](#)

PROBLEM

The user wants to interact with entered content or data in a direct and intuitive way.

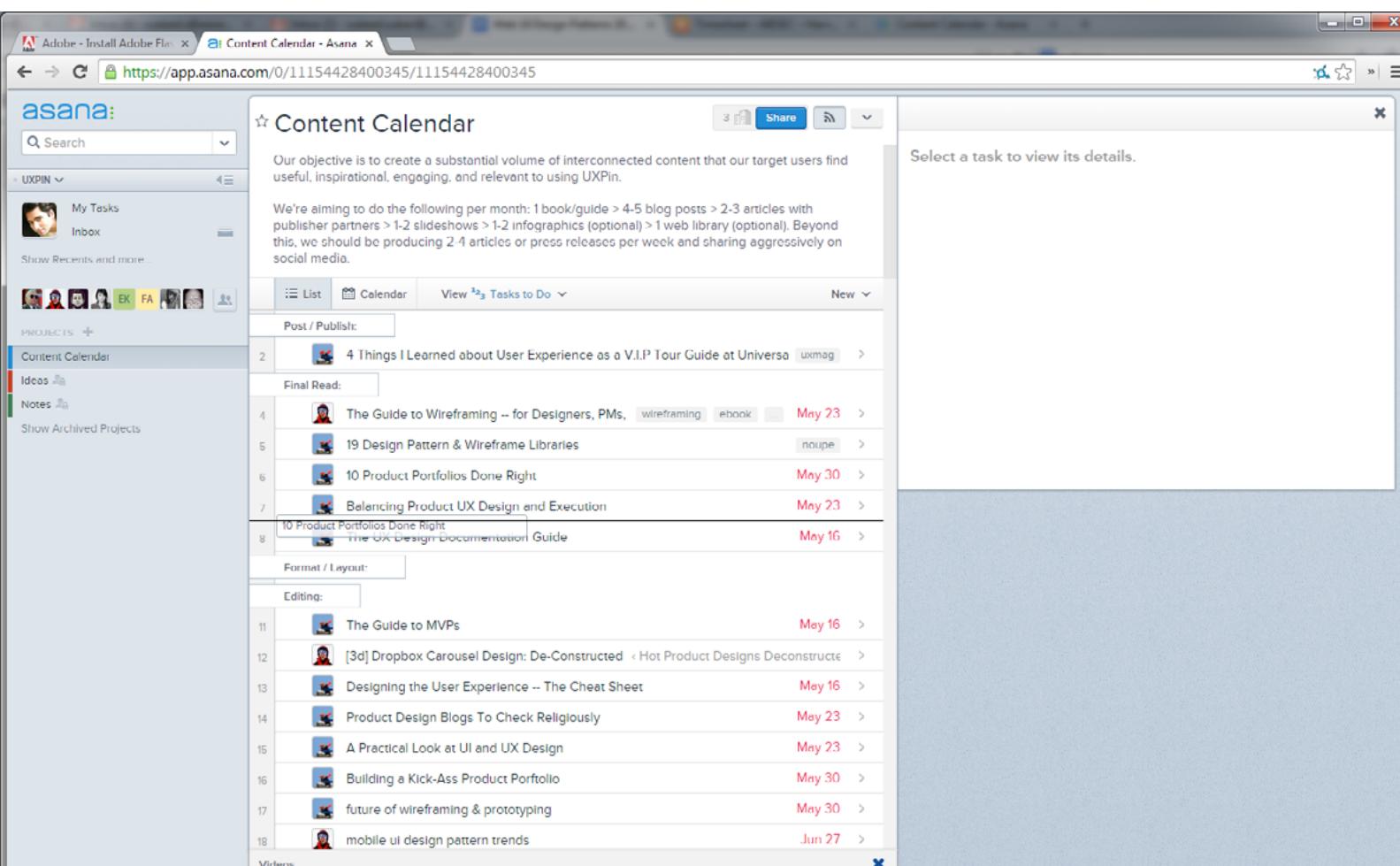
SOLUTION

Allow for content to be edited directly without having to transition between editing or deleting modes. Letting users work with data directly on the screen can make your UI more engaging by eliminating the extra layer of interaction provided by a button or context menu. Instead of selecting the item and then toggling between individual CRUD (Create, Read, Update, Delete) states, users of Asana for example can directly tap on task names to edit or delete them. Other sites like Tumblr and Medium follow the same principle however they do include a toggle which moves the user into an editing mode. This pattern is an alternative to the WYSIWYG pattern discussed earlier but goes ahead of just giving users a preview of what their formatted content will look like, showing them also how it looks in context of the surrounding content as well.

Draggable Objects

EXAMPLES

Asana, Google Play Music



The screenshot shows the Asana web interface for a 'Content Calendar' project. The left sidebar includes 'My Tasks', 'Inbox', and a 'Content Calendar' section which is currently selected. The main content area is titled 'Content Calendar' and contains a list of tasks. The tasks are organized into sections: 'Post / Publish:', 'Final Read:', 'Format / Layout:', and 'Editing:'. Each task item includes a thumbnail, a title, a category tag (e.g., 'uxmag', 'wireframing', 'ebook'), a due date (e.g., 'May 23', 'May 30', 'May 16'), and a 'View' link. A sidebar on the right says 'Select a task to view its details.' The URL in the browser is <https://app.asana.com/0/11154428400345/11154428400345>.

Section	Task Title	Category	Due Date	Action	
Post / Publish:	4 Things I Learned about User Experience as a V.I.P Tour Guide at Universa	uxmag	May 23	View	
	The Guide to Wireframing -- for Designers, PMs,	wireframing ebook	May 23	View	
	19 Design Pattern & Wireframe Libraries	nnuue	May 30	View	
	10 Product Portfolios Done Right		May 30	View	
	Balancing Product UX Design and Execution		May 23	View	
	10 Product Portfolios Done Right		May 16	View	
	The UX Design Documentation Guide		May 16	View	
	Final Read:				
Format / Layout:	The Guide to MVPs		May 16	View	
	[3d] Dropbox Carousel Design: De-Constructed	Hot Product Designs Deconstructed	May 16	View	
	Designing the User Experience -- The Cheat Sheet		May 16	View	
	Product Design Blogs To Check Religiously		May 23	View	
	A Practical Look at UI and UX Design		May 23	View	
	Building a Kick-Ass Product Portfolio		May 30	View	
	future of wireframing & prototyping		May 30	View	
	mobile ui design pattern trends		Jun 27	View	
	Editing:				
	Videos				

Photo credit: [Asana](#)

The screenshot shows the Google Play Music app interface. At the top, there's a search bar with 'Search music' and a magnifying glass icon. To the right are user profile info (+Waleed), a grid icon, a notification bell with a red '1', and a 'Share' button. Below the search bar, a 'Queue' button is highlighted. The main content area shows a 'PLAYING FROM:' section for 'Greatest Hits radio', with a 'Refresh station' button. The queue list has columns for NAME, ARTIST, ALBUM, and RATING. The first song is 'You're All I Have' by Snow Patrol from 'Eyes Open'. The second song is 'Into The Fire (Acoustic)' by Thirteen Senses from 'Into The Fire (Acoustic)'. The third song is 'In The Crossfire' by Starsailor from 'In The Crossfire'. The fourth song is 'Only The Young' by Brandon Flowers from 'Flamingo'. The fifth song is 'Boston' by Augustana from 'Playlist: The Very Best Of Augustana'. The sixth song is 'Dakota' by Stereophonics from 'Language. Sex. Violence. Other?'. The seventh song is 'Pressure Suit' by Aqualung from 'Memory Man'. The eighth song is 'Bedshaped' by Keane from 'Hopes and Fears'. The ninth song is 'Coming To Terms' by Carolina Liar from 'Coming To Terms'. The tenth song is 'Naïve' by The Kooks from 'Naïve'. The eleventh song is 'Somewhere A Clock Is Ticking' by Snow Patrol from 'Final Straw'. The twelfth song is 'Something To Believe In' by Aqualung from 'Memory Man'. The thirteenth song is 'I Still Ain't Over You' by Augustana from 'Can't Love, Can't Hurt'. The total count of songs in the queue is 50.

NAME	ARTIST	ALBUM	RATING
You're All I Have	Snow Patrol	Eyes Open	31 ★★★★★
Into The Fire (Acoustic)	Thirteen Senses	Into The Fire (Acoustic)	
In The Crossfire	Starsailor	In The Crossfire	
Only The Young	Brandon Flowers	Flamingo	
Boston	Augustana	Playlist: The Very Best Of Augustana	
Dakota	Stereophonics	Language. Sex. Violence. Other?	
Pressure Suit	Aqualung	Memory Man	
Bedshaped	Keane	Hopes and Fears	25 ★★★★★
Coming To Terms	Carolina Liar	Coming To Terms	
Naïve	The Kooks	Naïve	
Somewhere A Clock Is Ticking	Snow Patrol	Final Straw	
Something To Believe In	Aqualung	Memory Man	
I Still Ain't Over You	Augustana	Can't Love, Can't Hurt	

Photo credit: [Google Music](#)

PROBLEM

The user wants to sort and organize items in a way that makes sense to them in the current view without pogo-sticking between master and detailed views of content.

SOLUTION

Content can be picked up and rearranged, or simply dragged across to perform an action. One great example of this pattern is when you're arranging items on the homescreen, but we see this being implemented in a lot of web apps as well.

Google Play Music lets you drag and drop songs in a playlist to rearrange the order in which they're played. Since this is a very interactive action, you should make sure the UI provides visual feedback in the form of animations or color changes to clearly indicate that something is happening. For example, items being dragged in Asana are highlighted with a shadow. Another visual cue is highlighting the drop target, that is the location where the item will fall when the user lets go.

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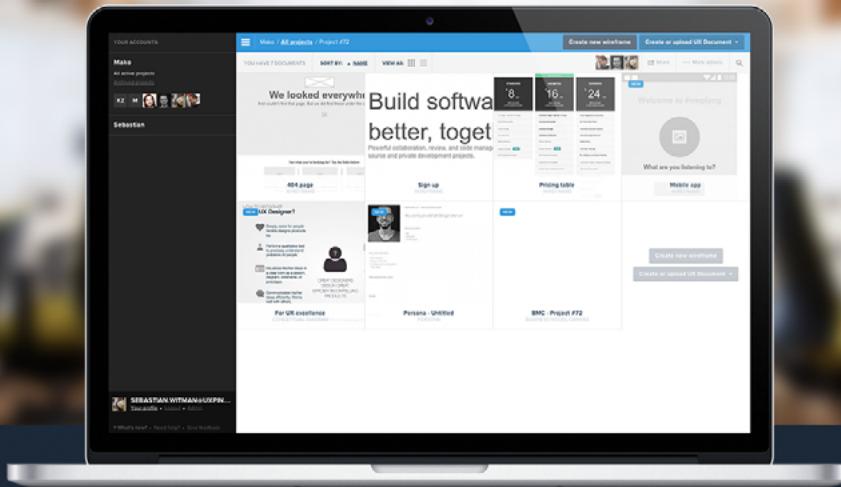
Beg, Borrow & Steal – When Appropriate

Take these design patterns and elements, and tailor them to solve your own problems and, most importantly, those of your users.

Designers, developers, and product managers from all over the world collectively contribute to solving problems you're likely trying to solve today. Why reinvent the wheel? Learn from their insights and even explicit solutions to move faster and smarter. Just remember that there is no one-size-fits-all solution when it comes to user experience design. Many of the patterns we've covered here work extremely well when mixed and matched with each other. And they should be tailored to your unique product, users, and team for optimal results.

We're constantly uncovering new design insights on our [blog](#) and [design library](#) so stay tuned for more. In the meantime, UXPin's current free e-books – [Mobile UI Design Patterns](#), [Web Design Trends](#), [Mobile Design Trends](#), and [The Guide to Wireframing](#) – and, of course, [The Design Pattern and Wireframing Libraries Guide](#) have a bunch of examples as well.

Best of luck!



- ✓ Rich UI element libraries, including Bootstrap, Foundation, Semantic, Flat UI and more
- ✓ Complete lo-fi to hi-fi prototyping
- ✓ Advanced interactions and animations
- ✓ Responsive design ready