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Module 1

1. Common Usability problems AL LIF SAE

Ambiguous menus and icons:

A menu that has icons or labels that are difficult to understand or interpret.

Example: a menu with an icon that could represent either "save" or "print" without any additional context.

Languages that permit only single direction movement through a system:

A system that only allows users to navigate through it in a linear fashion, without the ability to jump to different sections or go back to previous screens.

Input and direct manipulation limits:

A system that limits the ways in which users can input data or directly manipulate objects, making it difficult for users to accomplish their goals.

Complex linkage:

A system with many interconnected parts that are difficult for users to understand and navigate. (Paytm Karo)

Inadequate feedback:

A system that does not provide sufficient feedback to users, making it difficult for them to understand what is happening or what actions they need to take.

Example:

Imagine you are using a mobile banking app to transfer money to a friend. You enter the

amount you want to transfer and hit the "transfer" button. However, the app does not provide any feedback to let you know whether the transfer was successful or not. Instead, the screen simply remains unchanged. This lack of feedback makes it difficult for you to know what is happening and whether you need to take any further action.

Lack of system anticipation:

A system that does not anticipate user needs or actions, making it difficult for users to accomplish their goals efficiently.

Example:

Imagine you are using an online shopping website to purchase a new shirt. You add the shirt to your cart and proceed to the checkout page. However, when you get to the checkout page, you are asked to enter your billing and shipping information, even though you have already saved this information on the website. This lack of system anticipation makes it difficult for you to complete your purchase efficiently, as you have to re-enter information that the system should already have on file.

Inadequate error messages:

A system that provides error messages that are vague or unhelpful, making it difficult for users to understand what went wrong and how to fix it.

Example:

Imagine you are using a software program to edit a document. You try to save the document, but the program gives you an error message that simply says "Error saving document." This message does not provide any information about what went wrong or how to fix the problem. As a result, you have no idea what to do next and are unable to save your changes.

2. Response of people to poor design

- a. Explanation
- b. Examples
- c. Identify the response from the given scenarios

1. Physical

Frustration:

Poor design can cause users to feel frustrated when they are unable to accomplish their goals or complete tasks due to confusing or unintuitive interfaces or functions.

Example:

Imagine you are trying to use a website to book a flight, but the website is slow to load and the search function is difficult to use. This may cause you to feel frustrated and annoyed, as you are unable to easily accomplish your goal of booking a flight.

Confusion:

Poor design can lead to confusion, especially if it is not clear what users are supposed to do or how to navigate the system.

Example:

Imagine you are using a new app for the first time, but the interface is cluttered and there are no clear instructions on how to use it. This may cause you to feel confused and unsure of what to do next.

Stress:

Poor design can increase stress levels if it is difficult or time-consuming to use, or if it causes users to feel uncertain or unsure of what is happening.

Example:

Imagine you are trying to use a software program to complete an important project, but the program frequently crashes and loses your work. This may cause you to feel stressed and anxious, as you are worried about meeting your deadline and concerned about losing your progress.

Anger:

Poor design can lead to anger, especially if it causes users to feel that their time or effort has been wasted or if it is difficult to correct errors or resolve issues.

Example: Imagine you are trying to use an online shopping website to purchase an item, but the website is slow to load and the checkout process is confusing. This may cause you to feel angry and annoyed, as you feel like your time is being wasted and you are unable to complete your purchase

Disappointment:

Poor design can lead to disappointment if users have high expectations for a product or service but are let down by the poor design.

Example:

Imagine you are excited to try out a new product or service, but when you start using it, you realize that the design is poor and it is difficult to use. This may cause you to feel disappointed, as you had high expectations for the product or service but were let down by the poor design

Boredom

It can be a particularly challenging response to poor design to address, as it can be difficult to quantify and measure. However, it is important for designers to consider how to engage and interest users in order to keep them motivated and engaged. This can be achieved through a variety of strategies, such as using engaging visuals, providing interactive elements, and offering a variety of content or activities for users to explore

Example:

If a product or service is poorly designed and does not engage or interest users, it can lead to boredom. For example, if a website has a dull or uninteresting layout and does not provide engaging content, users may quickly become bored and lose interest in using the site. Similarly, if an app or software program has a poorly designed interface and is not intuitive or easy to use, it may cause users to become bored and lose motivation to continue using it.

2. Physical

When people do something, they expect the benefits of what they are doing to outweigh the cost or effort to do it. The following physical reactions are:

Abandonment of the system - In business systems this was a common reaction

of managerial and professional personnel. With the Web, almost all users can exercise this option.

Partial use of the system -This is the most common user reaction to most computer systems. Many aspects of many systems often go unused.

3. Methods to collect business definitions/ requirement analysis/requirements from users

- a. Discussion
- b. Examples
- c. Apply appropriate methods to collect business definitions/ requirement analysis/requirements from given scenarios/use cases

Direct methods:

- Interviews
- Surveys
- Focus groups
- User stories
- User personas
- Prototyping
- Requirements workshops
- Observation
- Existing documentation
- Collaborative design sessions

Indirect methods:

- Analyzing user behavior and data
- Reviewing customer feedback and support tickets
- Monitoring social media and online conversations
- Conducting market research
- Electronic Focus Group
- Other Media Analysis

4. Problems in requirement collection

- a. Discussion
- b. Example with personas

MC IA ULC

Miscommunication:

Miscommunication can occur when there is a lack of clarity or misunderstandings between the stakeholders and the requirements gathering team. This can lead to incorrect or incomplete requirements being gathered. To avoid this problem, it's important to have clear communication channels and to clearly define the roles and responsibilities of the stakeholders and the requirements gathering team.

For example, a stakeholder might request a feature that the requirements gathering team misunderstands and includes in the requirements document. This can lead to the development team building the wrong feature, which can be costly and time-consuming to fix.

Changing requirements:

Requirements can change over time, and it can be difficult to keep track of these changes and ensure that the final product or service meets the updated requirements. To address this problem, it's important to have a process in place for documenting and tracking changes to requirements.

For example, a stakeholder might request a feature that is initially included in the requirements document, but later decides that they no longer need it. If this change is not properly documented, the development team might still build the feature, leading to wasted resources.

Incomplete requirements:

It's important to gather a thorough set of requirements, but it can be challenging to ensure that all relevant requirements have been identified and documented. To avoid this problem, it's helpful to use tools and techniques, such as user stories and user personas, to help gather and organize requirements in a clear and structured way.

For example, a stakeholder might request a feature that is not fully described in the requirements document. The development team might build the feature based on the incomplete information, but it might not meet the stakeholder's needs.

Ambiguity:

Requirements that are vague or ambiguous can be difficult to understand and can lead to misunderstandings or misinterpretations. To avoid this problem, it's important to ensure that requirements are clearly and concisely written and that any ambiguous terms are defined.

For example, a stakeholder might request a feature that is described in the requirements document in vague terms, such as "a way to search for users." This could be interpreted in multiple ways, leading to misunderstandings and misinterpretations.

Unclear roles and responsibilities:

If the roles and responsibilities of the stakeholders and the requirements gathering team are not clearly defined, it can lead to confusion and delays in the requirements gathering process. To avoid this problem, it's important to clearly define the roles and responsibilities of each party involved in the requirements gathering process.

For example, if the roles and responsibilities of the stakeholders and the requirements gathering team are not clearly defined, it might lead to confusion about who is responsible for gathering and documenting requirements.

Limited resources:

Collecting requirements can be a time-consuming and resource-intensive process, and it can be challenging to allocate sufficient resources to this task. To address this problem, it's important to allocate sufficient resources to the requirements gathering process and to prioritize the most important requirements.

For example, the requirements gathering team might not have enough time or resources to gather a thorough set of requirements, leading to gaps or incomplete information.

Stakeholder conflicts:

Different stakeholders may have conflicting requirements or priorities, and it can be difficult

to reconcile these differences and come to a consensus. To address this problem, it's important to involve all relevant stakeholders in the requirements gathering process and to facilitate open and transparent communication to ensure that all perspectives are considered. It can also be helpful to establish clear decision-making processes to help resolve conflicts. For example, different stakeholders might have conflicting requirements or priorities, such as one stakeholder wanting a feature that is not a priority for another stakeholder. It can be challenging to reconcile these differences and come to a consensus.

5. Understanding user's work

The technique used to gain an understanding of what the computer system must do is called task analysis. Another object of task analysis is to gain a picture of the user's mental model.

Mental Models

A mental model is an internal representation of a person's current conceptualization and understanding of something: themselves, other people, the environment, and the thing with which they interact.

Performing a Task Analysis

Task analysis involves breaking down the user's activities to the individual task level. The goal is to obtain an understanding of why and how people currently do the things that will be automated.

Task analysis also provides information concerning workflows; the interrelationships between people, objects, and actions; and the user's conceptual frameworks. The output of a task analysis is a complete description of all user tasks and interactions.

Work activities are studied and/or described by users using the techniques just reviewed: direct observation, interviews, questionnaires, or obtaining measurements of actual current system usage.

Defining Objects

- Determine all objects that have to be manipulated to get work done. Describe
- The objects used in tasks.

- Object behaviour and characteristics that differentiate each kind of object.
- The relationship of objects to each other and the people using them.
- The actions performed.
- The objects to which actions apply.
- Information or attributes that each object in the task must preserve, display, or allow to be edited.
- Identify the objects and actions that appear most often in the workflow.
- Make the several most important objects very obvious and easy to manipulate.

Developing Metaphors

- Choose the analogy that works best for each object and its actions.
- Use real-world metaphors.
- Use simple metaphors.
- Use common metaphors.
- Multiple metaphors may coexist.
- Use major metaphors, even if you can't exactly replicate them visually.
- Test the selected metaphors.

A metaphor is a concept where one's body of knowledge about one thing is used to understand something else.

Metaphors act as building blocks of a system, aiding understanding of how a system works and is organized.

6. Human Consideration in design

The User's Knowledge and Experience

The knowledge possessed by a person, and the experiences undergone, shape the design of the interface in many ways. The following kinds of knowledge and experiences should be identified.

Computer Literacy

Highly technical or experienced, moderate computer experience, or none

System Experience

High, moderate, or low knowledge of a particular system and its methods of interaction

Application Experience

High, moderate, or low knowledge of similar systems

7. Screen Distraction factors and varieties/types

- a. Discussion
- b. Discussion on example with the diagram of screen distraction factors and varieties/types

Variety of distractions

How to distract the screen user

Numerous audio and visual interruptions

Extensive visual clutter

Clustered and cramped layout

Poor information readability

- Unclear captions
- Misleading headings
- Irrelevant and unnecessary headings
- Bad typography

Incomprehensible screen components

- Irrelevant and unnecessary headings
- Arrangement

Confusing and inefficient navigation

Clustered and cramped layout

Inefficient operations

Inefficient results

Excessive or inefficient page scrolling

Inefficient results

Information overload

Poor quality of presentation

Design inconsistency

- Appearance
- Overuse of too many bright colors
- Over use of 3D presentations
- Arrangement
- Visual inconsistency

Outdated information

8. Ordering of Screen Data and Content

- a. Discussion
- b. Example

- Divide information into units that are logical, meaningful and sensible.
- Organize by interrelationships between data or information.
- Provide an ordering of screen units of elements depending on priority.
- Possible ordering schemes include
 - Conventional
 - Sequence of use
 - Frequency of use
 - Function
 - Importance
 - General to Specific
- Form groups that cover all possibilities.
- Ensure that information is visible.
- Ensure that only information relative to the task is presented on screen.
- Organizational scheme is to minimize the number of information variables.
- Upper left starting point
- Provide an obvious starting point in the screen's upper left Corner.

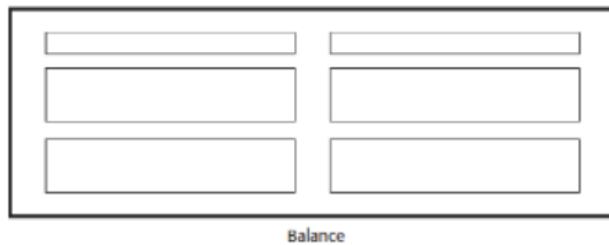
9. Screen Navigation and Flow

- Provide an ordering of screen information and elements that:
 - is rhythmic guiding a person's eye through display
 - encourages natural movement sequences.
 - minimizes pointer and eye movement distances.
- Locate the most important and most frequently used elements or controls at top left.
- Maintain top to bottom , left to right flow.
- Assist in navigation through a screen by
 - Aligning elements
 - Grouping elements
 - Use of line borders
- Through focus and emphasis, sequentially, direct attention to items that are
 - Critical
 - Important
 - Secondary
 - Peripheral
- Tab through window in logical order of displayed information.
- locate command button at the end of the tabbing order sequence,
- When groups of related information must be broken and displayed on separate screens, provide breaks at logical or natural points in the information flow.
- In establishing eye movement through a screen, also consider that the eye tends to move sequentially , for example –
 - From dark areas to light areas
 - From big objects to little objects
 - From unusual shapes to common shapes.

10. Visually pleasing composition with the following qualities:

Balance

Screen balance by providing an equal weight of screen elements, left and right, top and bottom.



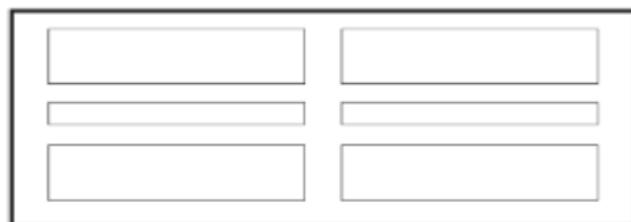
Balance



Inbalance

Symmetry

Symmetry by replicating elements left and right of the screen centerline.



Symmetry



Asymmetry

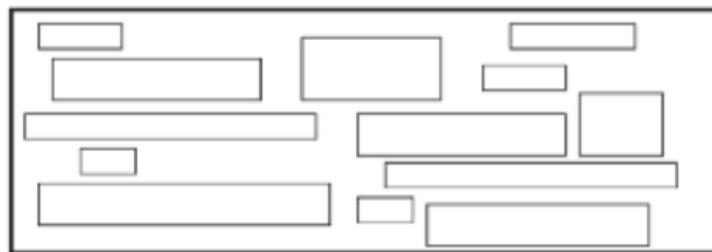
Regularity

Create regularity by establishing standard and consistently spaced horizontal and vertical alignment points.

Also, use similar element sizes, shapes, colors, and spacing.



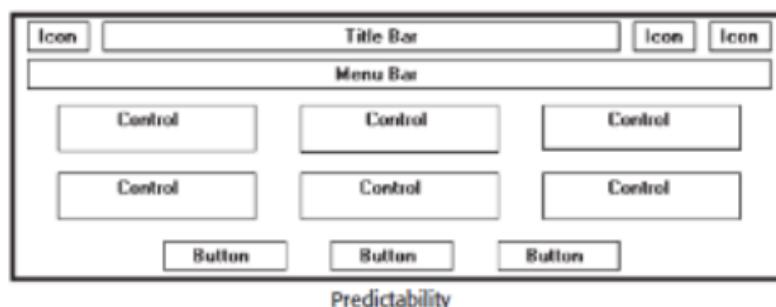
Regularity



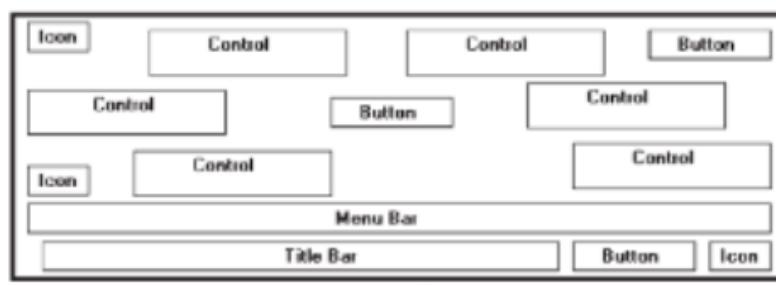
Irregularity

Predictability

Predictability by being consistent and following conventional orders or arrangements.



Predictability



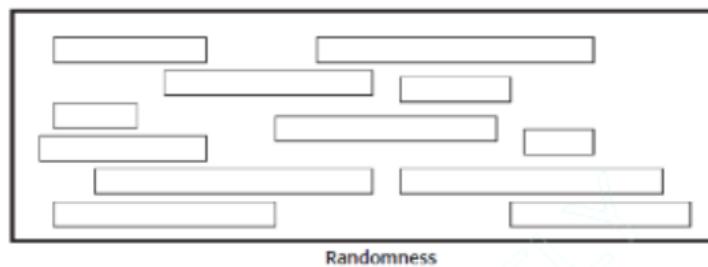
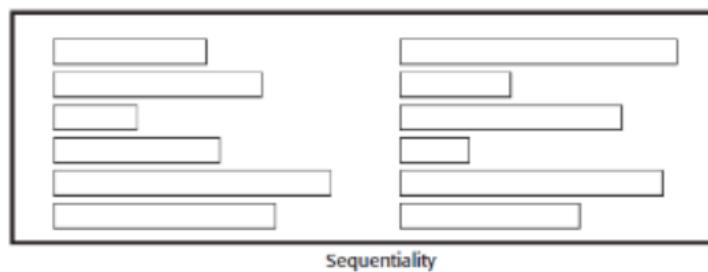
Spontaneity

Sequentially

Sequentiality by arranging elements to guide the eye through the screen in an obvious, logical, rhythmic, and efficient manner.

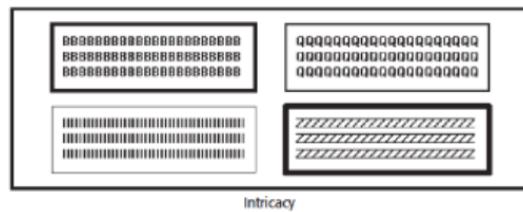
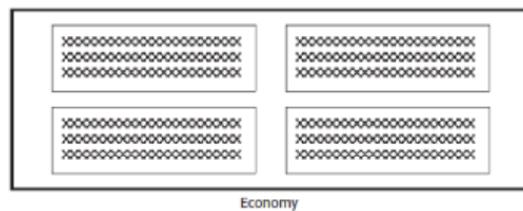
The eye tends to be attracted to:

- A brighter element before one less bright.
- Isolated elements before elements in a group.
- Graphics before text.
- Color before black and white.
- Highly saturated colors before those less saturated.
- Dark areas before light areas.
- A big element before a small one.
- An unusual shape before a usual one.
- Big objects before little objects.



Economy

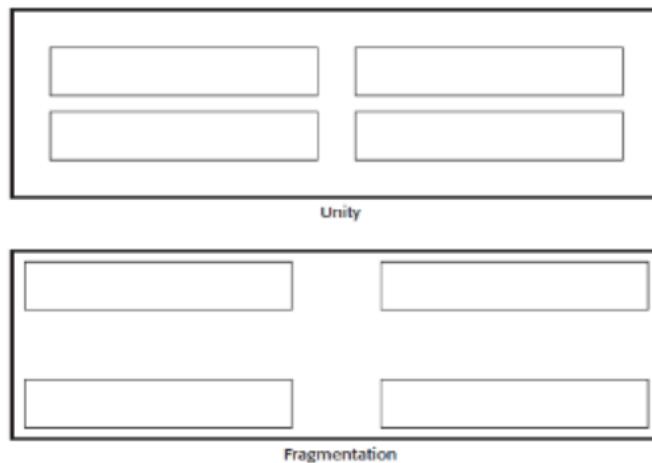
Provide economy by using as few styles, display techniques, and colors as possible.



Unity

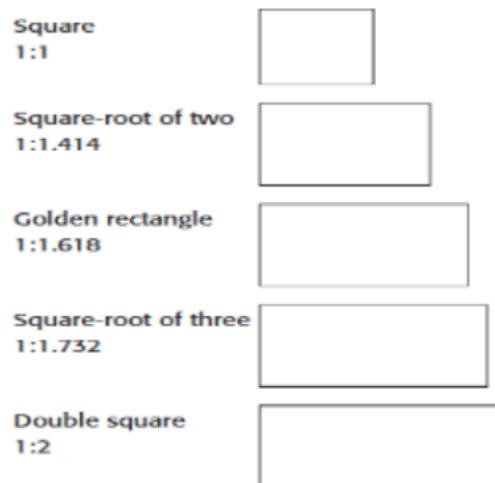
Create unity by:

- Using similar sizes, shapes, or colors for related information.
- Leaving less space between elements of a screen than the space left at the Margins.



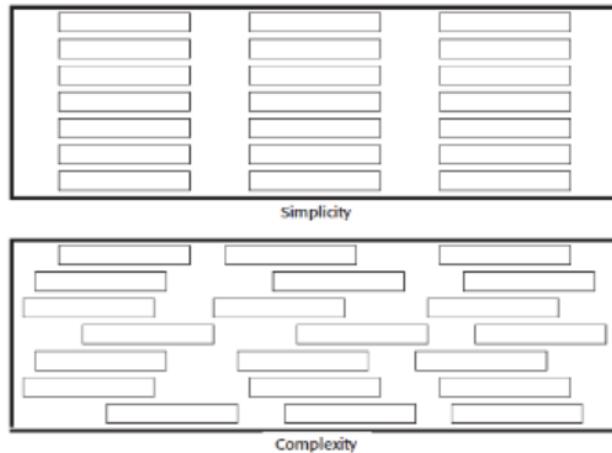
Proportion

Create windows and groupings of data or text with aesthetically pleasing proportions.



Simplicity

- Optimize the number of elements on a screen, within limits of clarity.
- Minimize the alignment points, especially horizontal or columnar.
- Provide standard grids of horizontal and vertical lines to position elements.



Groupings

- Provide functional groupings of associated elements.
- Create spatial groupings as closely as possible to five degrees of visual angle.
- Evenly space controls within a grouping, allowing 1/8 to 1/4 inch between each.
- Visually reinforce groupings:

- Provide adequate separation between groupings through liberal use of white Space.
- Provide line borders around groups.

Provide meaningful titles for each grouping.

- Discussion
- Example
- Design

Module 2

1. Information Architecture

- What is it, and what it covers?

Ans:

What is it: Information architecture is an art of organising the information space. It comprises of organisation such as: searching, browsing, labelling, categorizing, sorting, manipulating and

strategically hiding the information.

What it covers: ...

- i. Show one single thing, such as a map, book, video, or game
- ii. Show a list or set of things
- iii. Provide tools to create a thing
- iv. Facilitate a task

2. Organizational Pattern

1. Feature, Search, and Browse

2. News Stream

3. Picture Manager

4. Dashboard

5. Canvas Plus Palette

6. Wizard

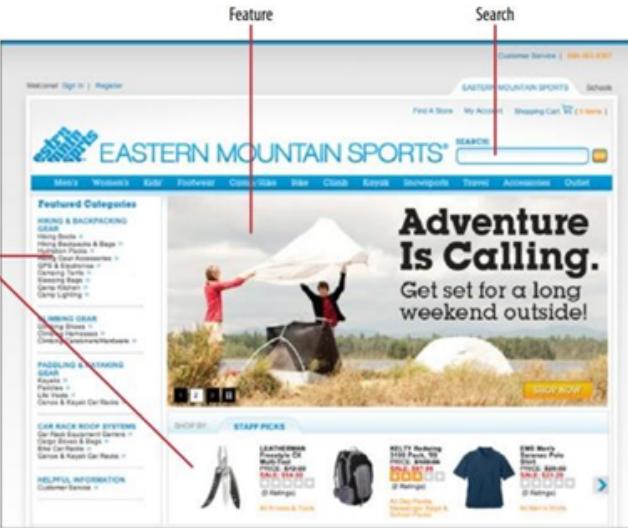
7. Settings Editor

8. Alternative views

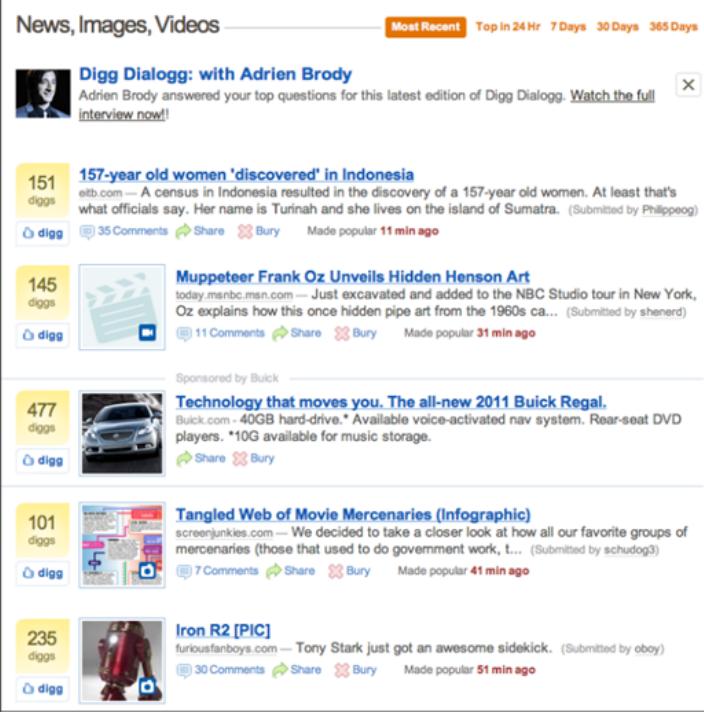
9. Many Workspaces

10. Multi-Level Help

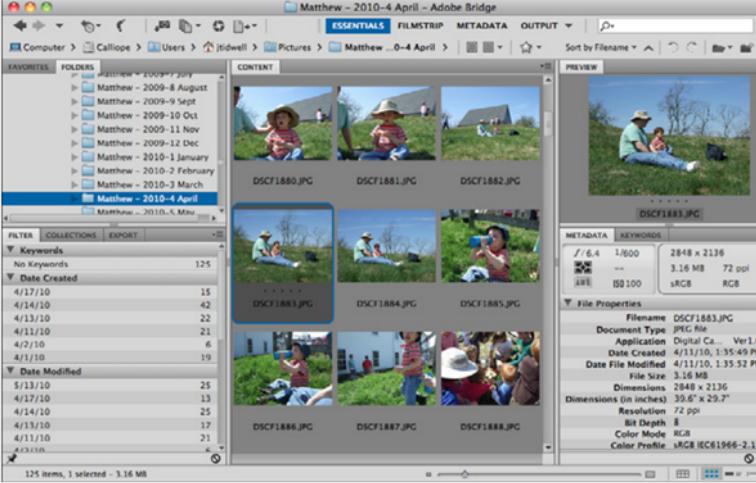
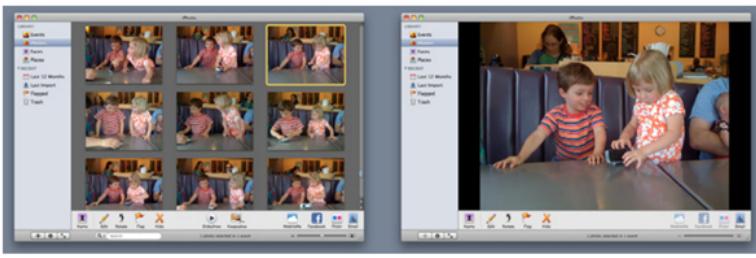
Name of the pattern	Feature, Search, and Browse
What	Put three elements on the main page of the site or app: a featured article or product, the search box, and a list of items or categories that can be browsed
When	Your site offers users long lists of items—articles, products, videos, and so on—that can be browsed and searched. You want to engage incoming users immediately by giving them something interesting to read or watch.

Why	Searching and browsing go hand in hand as two ways to find desired items: some people will know what they're looking for and zero in on the search box, while others will do more open-ended browsing through the lists and categories you show them.
Example	
Real word examples	Amazon, Flipkart, Gpay.

Name of the pattern	News Stream
What	Show time-sensitive items in a reverse chronological list, with the latest items at the top. Update it dynamically, and combine the items from different sources or people into one single stream.
When	When user more than one communication channel, such as blogs, email, social site updates or news site, to deliver timely content to users.
Why	People can keep up with a news stream easily, since the latest items reliably appear on top with no effort on the part of the user. User can have a glance at news stream which gives a user a lot of information with very little time and efforts.

<p>Example</p>	
<p>Real world examples</p>	<p>Inshorts app, New tab screen of Microsoft Edge browser, Dashboard of Dev.to and Medium.com (Blogging websites), Google news.</p>

<p>Name of the pattern</p>	<p>Picture Manager</p>
<p>What</p>	<p>Use thumbnails, item views, and a browsing interface to create a familiar structure for managing photos, videos, and other pictorial items.</p>
<p>When</p>	<p>Users work with lists or pictorial things like photos, drawings, video clips etc. The list can either be in web, app or both. The owner may allow the content to edit, comment etc.</p>
<p>Why</p>	<p>It is a styles of application that many ppl recognise, it has set of patterns which are closely related to each other such as Thumbnail Grid, Comment and discussion, Search Box, Sharing widget, Tabs and collapsible panels</p>

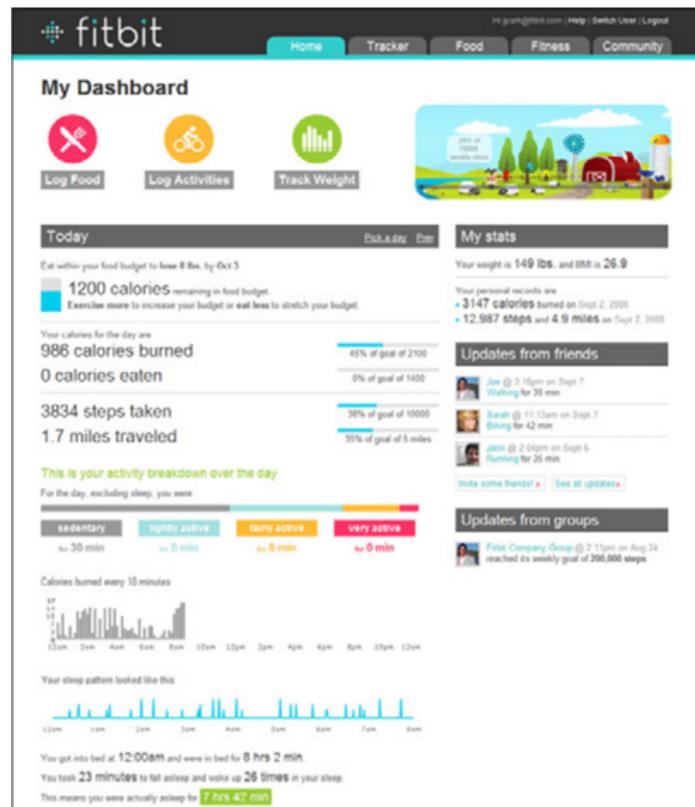
<p>Example</p> <p>(adobe bridge contains all views in one window)</p> 	
<p>Real World Examples</p> <p>Pinterest, Instagram Reels section, Google images, Phone Gallery, Picasa, YouTube,</p>	

Name of the pattern	Dashboard
What	Information is displayed dense in this page, shows user relevant , actionable information and allowing some customizations
When	When user needs continuous monitoring of various data from various sources onto single page. Information could come from web server data, airline flights, social chatter, news.
Why	Dashboards show useful information, they update themselves, usually use graphics to display data.

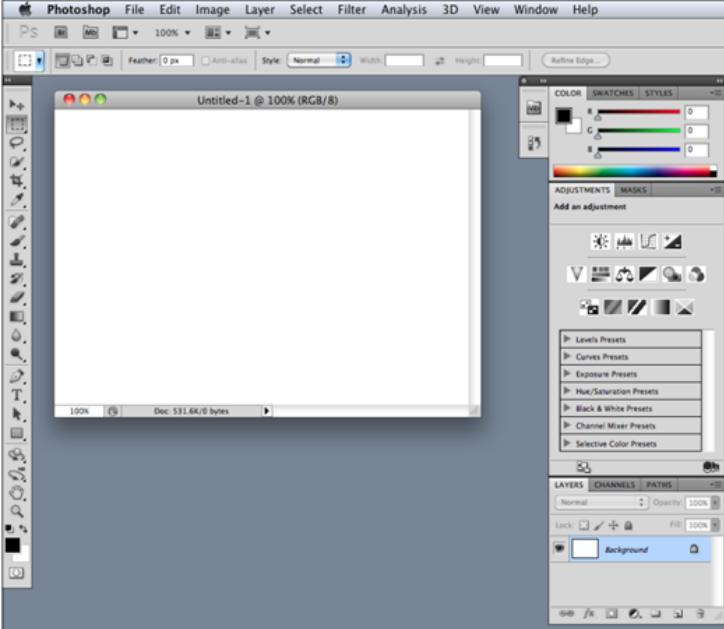
Example



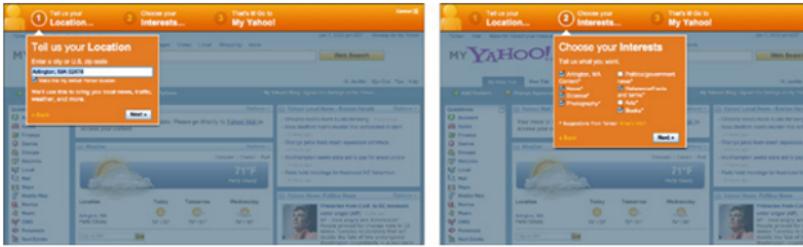
Figure 2-19. Google Analytics



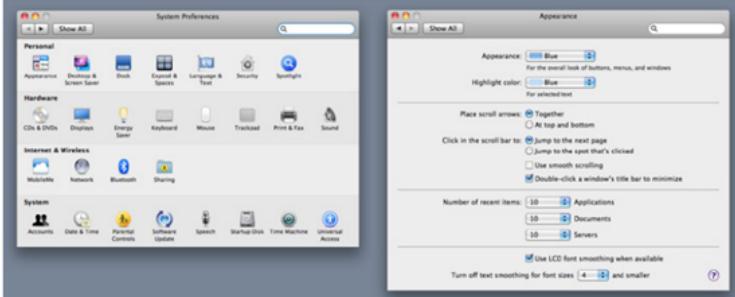
Real World Example	Fitbit watch, Samsung galaxy watch, stats of a blog, performance of website (render time, seo, image loading etc), Google analytics
--------------------	---

Name of the pattern	Canvas Plus Palette
What	An iconic palette next to a blank canvas, user clicks on the palette button to create objects in canvas
When	When you are designing any new graphics.
Why	It's a natural mapping from familiar physical objects to the virtual on-screen world. And the palette takes advantage of visual recognition: the most common icons (paintbrush, hand, magnifying glass, etc.) are reused over and over again in different applications, with the same meaning each time.
Example	 <p>Figure 2-20. Photoshop CS5</p>
Real World Examples	Figma, MS Paint, Adobe XD, etc

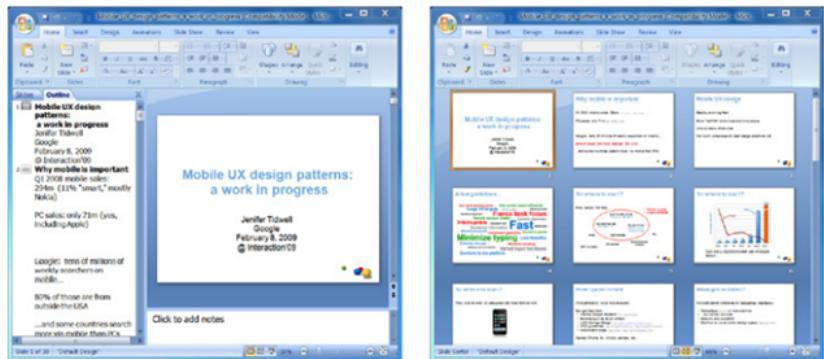
Name of the pattern	Wizard
What	Lead the user through the interface step by step to do tasks in a prescribed order.

When	<p>Tasks that seem well suited for this approach tend to be either branched or very long and tedious—they consist of a series of user-made decisions that affect downstream choices.</p> <p>“Don’t make me think, just tell me what to do next.” Think about moving through an unfamiliar airport—it’s often easier to follow a series of signs than it is to figure out the airport’s overall structure. You don’t get to learn much about how the airport is designed, but you don’t care about that.</p>
Why	<p>Divide and conquer. By splitting up the task into a sequence of chunks, each of which can be dealt with in a discrete “mental space” by the user, you effectively simplify the task. You have put together a pre-planned road map through the task, thus sparing the user the effort of figuring out the task’s structure—all he needs to do is address each step in turn, trusting that if he follows the instructions, things will turn out OK.</p>
Example	
Real World Example	Pitch.com, Windows setup (for the first time), Wix website builder.

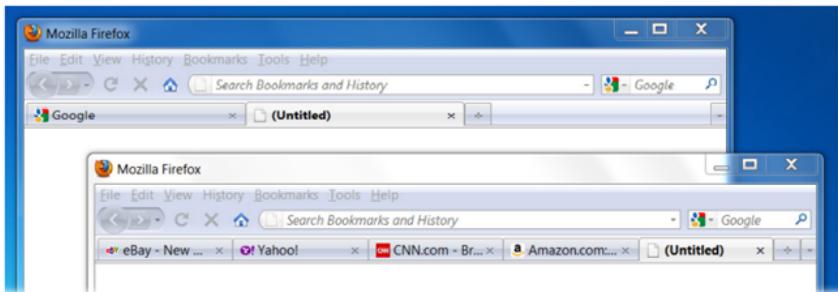
Name of the pattern	Settings Editor
What	Provide an easy-to-find, self-contained page or window where users can change settings, preferences, or properties. Divide the content into separate tabs or pages, if you need to manage large numbers of settings
When	?????
Why	?????

Example	 <p>Figure 2-28. Mac OS system preferences</p>
Real World Examples	Windows control panel, Linux display settings menu, profile settings WhatsApp,

Name of the pattern	Alternative Views
What	User choose among alternative views that are substantially different from the default view
When	You may face design requirements that directly conflict with each other. You can't find a way to show both feature set A and feature set B at the same time, so you need to design both separately and let the user choose between them.

Why	<p>Reasons for alternative views:</p> <ol style="list-style-type: none"> 1. A user might need to temporarily view data through a different “lens” or perspective in order to gain insight into a problem. Consider a map user switching between views of street information and topographic information. 2. If a user is editing a slideshow or website, for instance, he may do most of his editing while using a “structural” view of the document containing editing handles, markers for invisible content, layout guides, private notes, and so on. But sometimes he will want to see the work as an end user would see it.
Example	 <p>Figure 2-34. PowerPoint alternative views</p>
	 <p>Figure 2-33. Google Maps</p>
Real world examples	Google Maps, MS power point, Figma design + prototype

Name of the pattern	Many Workplaces
What	Use multiple top-level tabs, tab groups, and windows so that users can view more than one page, project, file, or context at a time.
When	You're building an application that views or edits any type of content—websites, documents, images, or entire projects that include many files.

Why	<p>People often multitask, they go off tangents, abandon train of thoughts, stop working on task A and switch to task B, and then eventually come back to something they left hanging.</p> <p>Side by side comparison between two or more can help people learn and gain insights.</p>
Example	 <p>Figure 2-37. Firefox windows and tabs</p>
Real world examples	Chrome Browser, VS Code, Recent tabs in mobile.

Name of the pattern	Multilevel Help
What	Use a mixture of lightweight and heavyweight help techniques to support users with varying needs.
When	When we are designing a complex system and we need to cater all kinds of users. Some users may need a full-fledged help system, but you know most users won't take the time to use it. You want to support the impatient or occasional user too, to the extent you can. In particular, you might need to tailor your design for intermediate-to-expert users.
Why	Users of almost any software artifact need varying levels of support for the tasks they're trying to accomplish . Someone approaching it for the first time ever (or the first time in a while) needs different support than someone who uses it frequently. Even among first-time users, enormous differences exist in commitment level and learning styles. Some people want to read a tutorial, some won't; most find tool tips helpful, but a few find them irritating.

<p>Example</p>	<p>Figure 2-44. Firefox input prompts</p> <p>Some dialogs attempt to describe themselves, as shown in Figure 2-45.</p>
<p>Real world examples</p>	<p>VS Code, MS word,</p>

3. Define

a. Signpost

Ans: Signpost are the features that helps user to figure out their surroundings. Common signposts include page and window titles, web page logos, and other branding devices, tabs. The **patterns include Sequence Maps, Breadcrumbs and Annotation Scrollbar**, they tell user where they currently are and where often where they can go by with just one jump, they help user to stay “found” and to plan his next steps.

b. Wayfinding

Ans: Wayfinding is about **what people do in order to find their way to their goals**.

4. Helpful features for wayfinding

i. Good Signage

- a. A Clear and Unambiguous label anticipate** what you are looking for and tell you where to go, sign is where we expect to be and **we are never left standing at a decision point without guidance.**
- b. Example:** we can check this by walking through an artifact we are designing and following the paths of all the major use cases. Make sure that each point where a user must decide where to go next is signed or labelled appropriately.

ii. Environmental Clue

- a. Discuss:**
- b. Example:**

iii. Maps

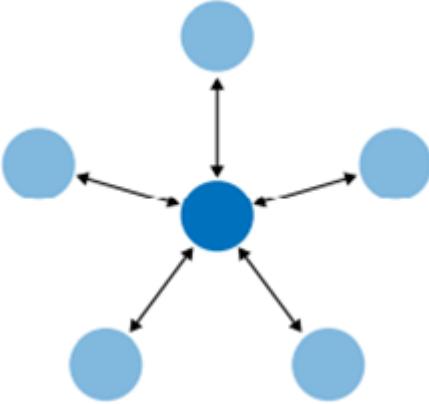
- a. Discuss**
- b. Example**

5. Navigational Models

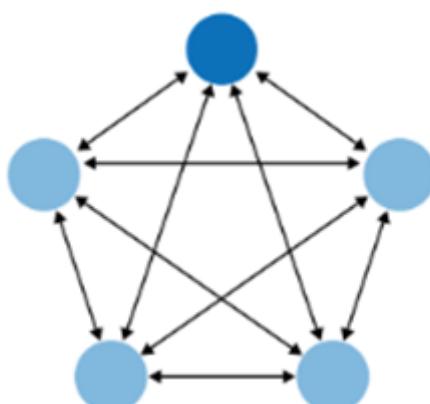
Definition: How do the different screens links to each other, and how do users move between them.

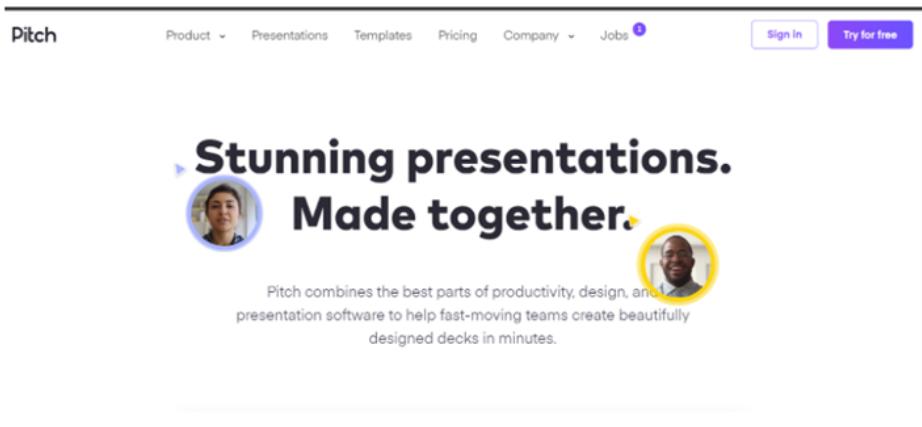
Types: Global Navigation, Utility Navigation, Associative and Inline Navigation

- a. Hub and Spoke
- b. Fully Connected
- c. Multi-Level
- d. Step Wise
- e. Pyramid

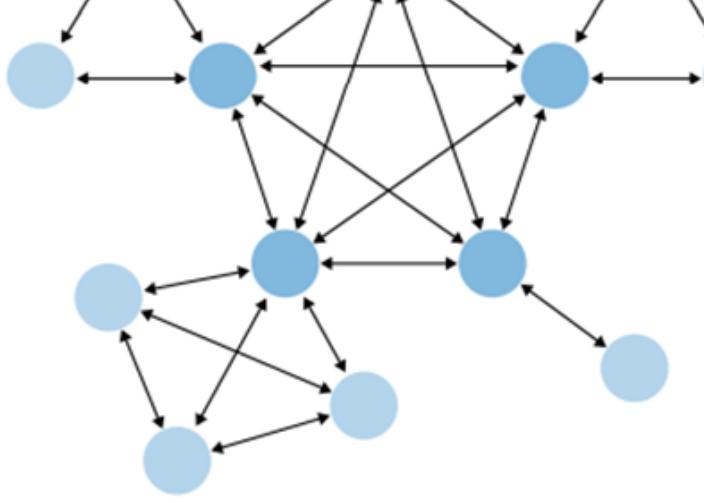
Name of the Navigational Model	Hub and Spoke
What	Most often found on mobile devices, this architectur lists all the major parts of the site or app on the home screen, or “hub.” The user clicks or taps through to them, does what she needs to do, and comes back to the hub to go somewhere else.
Diagram	

<p>Example</p>	
<p>Apply for the given scenario: Windows Desktop screen.</p>	

<p>Name of the Navigationa l Model</p>	<p>Fully Connected</p>
<p>What</p>	<p>Many websites follow this model. There's a home page or screen, but it and every other page link to all the others—they each have a global navigation feature, such as a top menu. As long as the user can reach any page from any other with a single jump, it's fully connected.</p>
<p>Diagram</p>	

Example	
Apply for the given scenario	

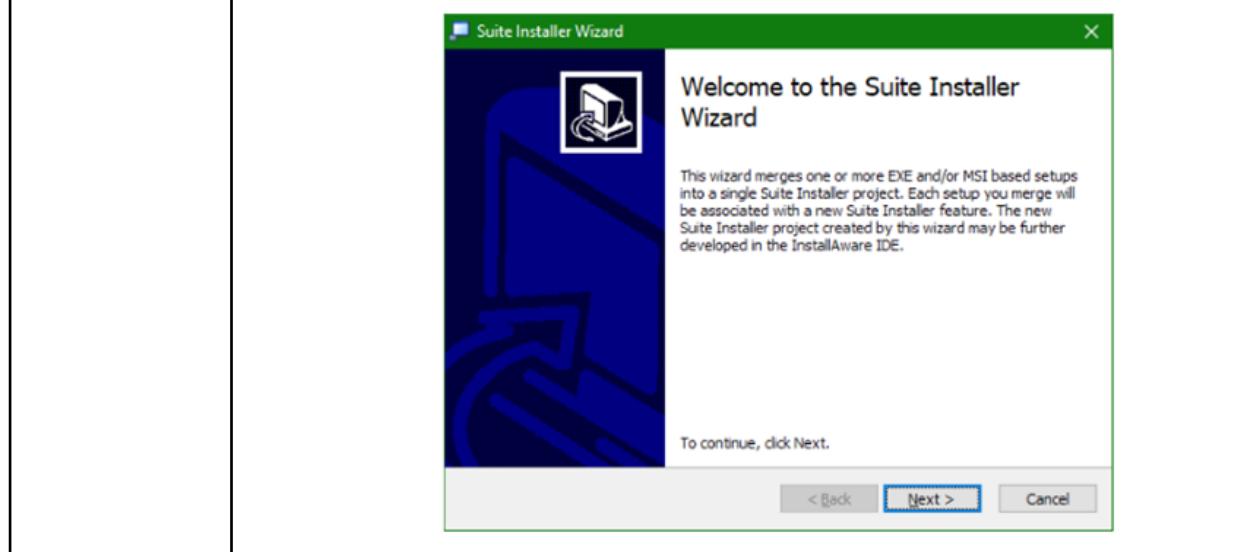
Name of the Navigational Model	Multi-level
What	This is also common among websites. The main pages are fully connected with each other, but the subpages are only connected among themselves (and usually to the other main pages, via global navigation). You've seen this on sites that have subpages listed only in sidebars or subtabs—users see these on menus that only show up after they've clicked the link for the main page or category.

Diagram	
Example	<p>The FY B.Tech application form based on MHT-CET 2022 (Phase-9 Round-2) is now open.</p> <p>Offer letters based on MHT-CET 2022 (Phase-9 Round-1) have been released for all meritorious candidates.</p> <p>SOMAIYA VISWANATH UNIVERSITY K.J Somaiya College of Engineering</p> <p>somaiya.edu OLD WEBSITE COVID-19 UPDATES STUDENT FACULTY STAFF ALUMNI GRIEVANCE SOMAIYA TRUSTEES</p> <p>About Programmes Admissions Academics Research Startups Placement Industry Connect Student Life</p> <p>Bachelor of Technology > Overview Direct Second Year Certificate Master of Technology Doctor of Philosophy</p> <p>Important Instructions KJSCE Scholarships Admission Brochure</p> <p>Efficiency building a sustainable future</p>

Name of the Navigational Model	Step Wise
What	Slideshows, process flows, and Wizards lead the user step by step through the screens in a prescribed sequence Back/Next links are prominent on the page.



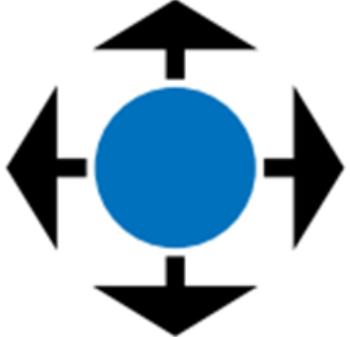
Example	
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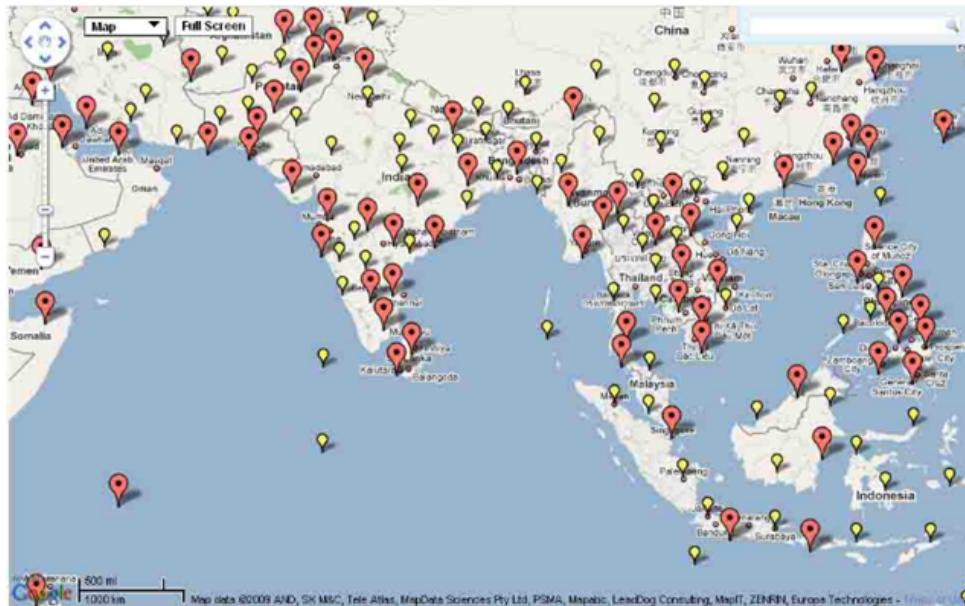


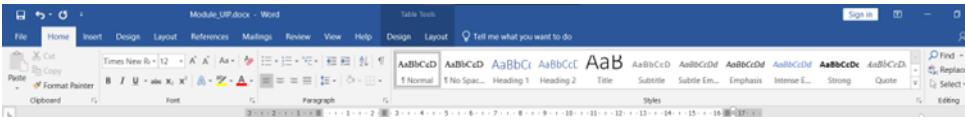
	<p>Apply for the given scenario</p>
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Name of the Navigation	Pyramid
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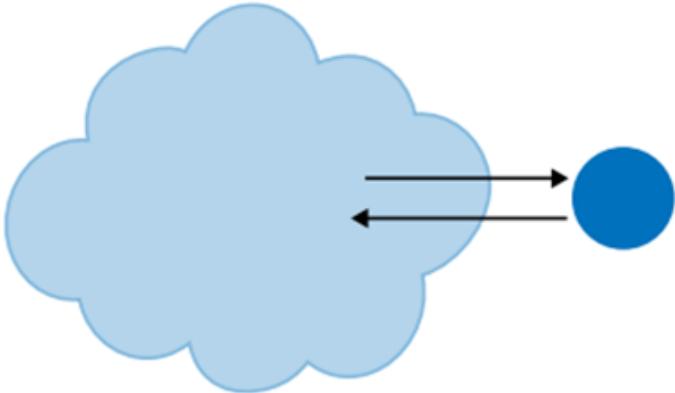
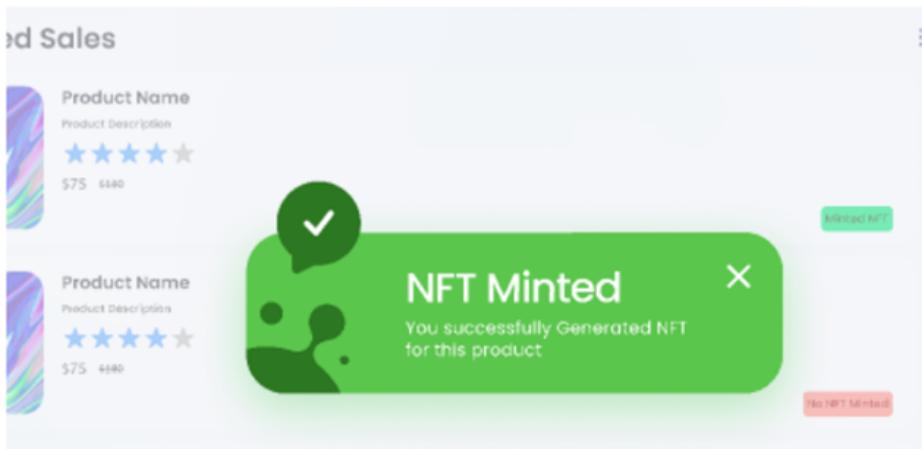
nal Model	
What	<p>It is a type of stepwise model, where it uses a hub model to list an entire sequence of items or subpages in one place, the user picks out any item, jumps to it, and then has an option to use Back/Next links to step through other items in order. He can go back to hub page anytime.</p>
Diagram	<pre> graph TD Top(()) --> C1(()) Top --> C2(()) Top --> C3(()) Top --> C4(()) C1 <--> C2 C2 <--> C3 C3 <--> C4 </pre>
Example	<p>Figure 3-17. Photoshop help tutorials</p> <p>The figure shows a hierarchical navigation structure. At the top is a 'Tutorials' hub page with links to various Photoshop features. Below it are three sub-page examples: 'Image correction made easy with the Levels command', 'Remove red-eye in images', and 'Create an image using layers'. Red arrows indicate a stepwise navigation path: from the hub to each sub-page, and then from each sub-page back to the hub.</p>

	<p>Linux basics</p> <ul style="list-style-type: none"> • What is Linux? • Is Linux Unix? • Where can I get Linux? • How to find the kernel or distro of Linux. • Linux shell tutorial. • Linux vs. Windows. • Full listing of all Linux, Unix, and variant commands and their syntax. • Linux tips and tricks. • Linux, Unix, and related companies and their contact information. • The history of Linux and Unix.
Apply for the given scenario	
Name of the Navigational Model	Pan and Zoom
What	Some artifacts are best represented as single large spaces, not many small ones. Maps, large images, large text documents, information graphics, and representations of time-based media
Diagram	

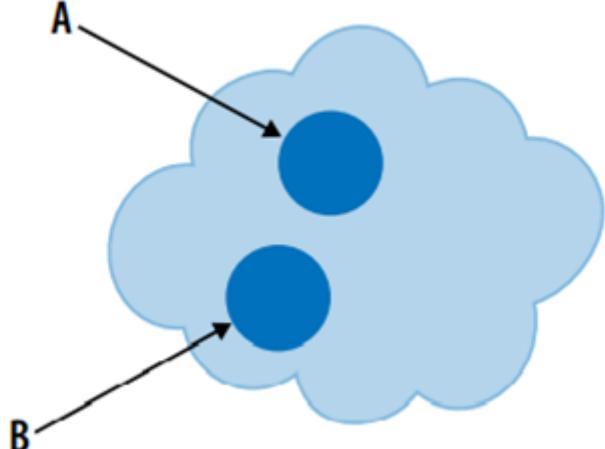
Example	
Apply for the given scenario	

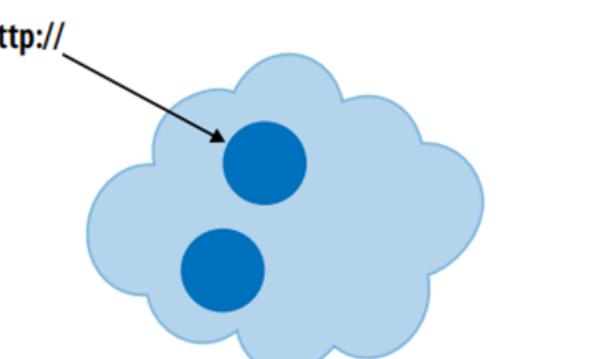
Name of the Navigational Model	Flat Navigation
What	Some types of applications need little or no navigation at all. Consider Canvas Plus Palette applications such as Photoshop, or other complex apps such as Excel—these offer tons of tools and functions that are easily reached via menus, toolbars, and palettes. Tools that don't act immediately upon the work may be accessible via Modal Panels or step-by-step progressions. These types of applications seem to be qualitatively different from the other navigation styles listed here: the user always knows where he is, but he may not easily find the tools he needs because of the sheer number of features available at one time.
Diagram	
Example	
Apply for the given scenario	

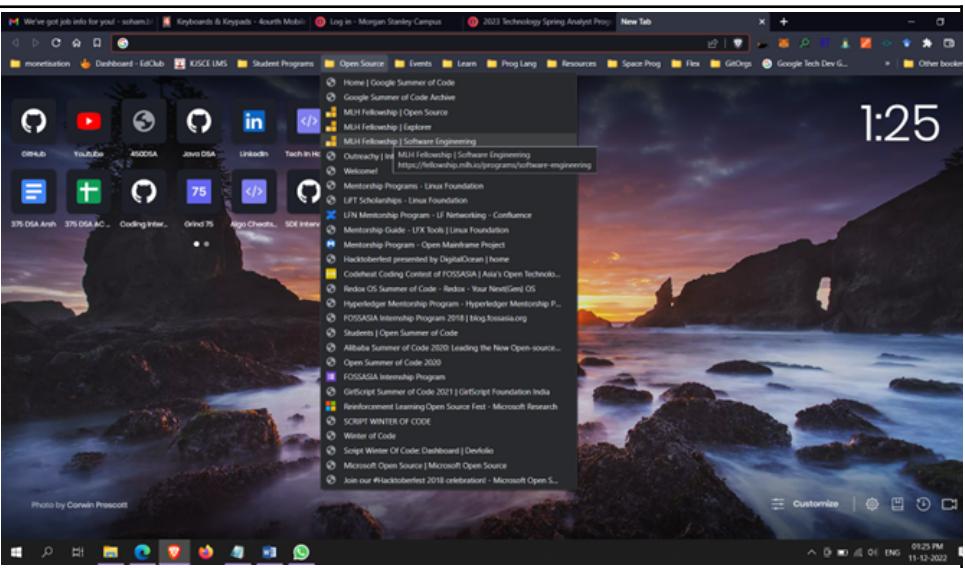
Name of the Navigational Model	Model Panel
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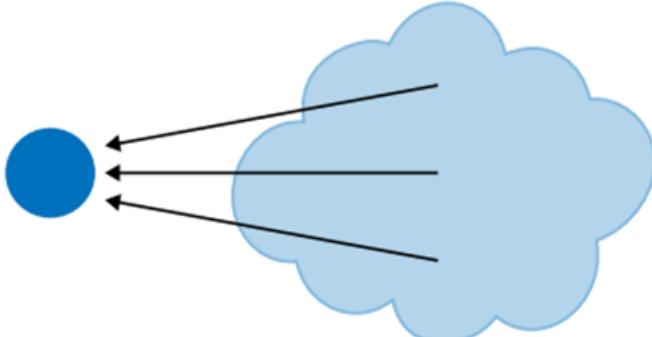
What	This brings a user to a screen with no navigation options other than acknowledging its message, completing its form, or clicking the panel away. Modal panels often show up layered on top of a full screen or page, and are used for small, focused tasks that require the user's full attention.
Diagram	
Example	
Apply for the given scenario	

Name of the Navigational Model	Clear entry points
What	How does a user know where to start in a complex site or app? The Clear Entry Points pattern shows him where to go first. For first-time and infrequent users, it removes some of the burden of learning the site

Diagram	
Example	
Apply for the given scenario	

Name of the Navigational Model	Bookmarks
What	Bookmarks, permalinks, deep links, and Deep-linked State are all ways for a user to conveniently navigate to a point of his choice, anytime he wants, even if it's deep inside a navigational structure. These give him a way to avoid traversing many links to get to a desired page or state.
Diagram	

Example	 <p>A screenshot of a Windows desktop. A context menu is open over a file named 'MUA Fellowship Software Engineering'. The menu contains several items, including 'Home Google Summer of Code', 'Google Summer of Code Archive', 'MUA Fellowship Open Source', 'MUA Fellowship Laptoper', 'MUA Fellowship Software Engineering', 'Outreachy Int...', 'MUA Fellowship Software Engineering', 'Mentorship Programs - Linux Foundation', 'LFT Scholarship - Linux Foundation', 'Mentorship Guide - LFT Tools Linux Foundation', 'Mentorship Program - Open Mainframe Project', 'Hacktoberfest presented by DigitalOcean home', 'CodeWeave Coding Content of FOSSASIA Asia's Open Techno...', 'Redox OS Summer of Coder - Redox - Your NextGen OS', 'Hyperledger Mentorship Program - Hyperledger Mentorship P...', 'FOSSASIA Internship Program 2018 blog.fossasia.org', 'Students Open Summer of Code', 'Alibaba Summer of Code 2020 Leading the New Open source...', 'Open Summer of Code 2020', 'FOSSASIA Interning Programs', 'Grafana Summer of Code 2021 Grafana Foundation India', 'Reinforcement Learning Open Source Fest - Microsoft Research', 'SCRIPT WINTER OF CODE', 'Winter of Code', 'Script Winter Of Code: Dashboard Devfolio', 'Microsoft Open Source Microsoft Open Source', and 'Join our #Hacktoberfest 2018 celebration - Microsoft Open S...'. The desktop background shows a sunset over a rocky coastline.</p>
Apply for the given scenario	

Name of the Navigational Model	Escape Hatch
What	When a user is hopelessly entangled in an app, reaches an error state, or gets deep linked into a page that he has no context for understanding, he needs an escape hatch (Figure 3-10), a well-labelled link to get back to a known place.
Diagram	
Example	
Apply for the given scenario	

6. Patterns addressing the navigational model

1. Clear Entry Points

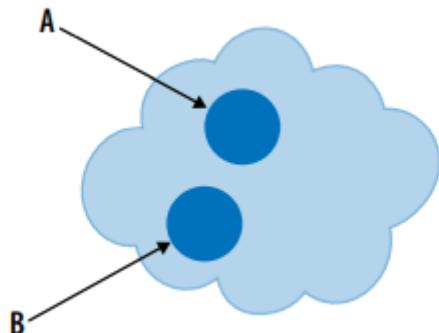


Figure 3-12. iPad page on Apple's site

2. Menu Page

The screenshot shows the Craigslist menu page with several sections:

- Community:** activities, artists, childcare, general groups, pets, events.
- Housing:** lost+found, musicians, local news, politics, rideshare, volunteers, classes.
- Jobs:** accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, food / bev / hosp, general labor, government, human resources, internet engineers, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba.
- Personals:** strictly platonic, women seek women, women seeking men, men seeking women, men seeking men, misc romance, casual encounters, missed connections, rants and raves.
- For Sale:** appliances arts+crafts, antiques, auto parts, barter, baby+kids, bikes, beauty+itch, boats, cars+trucks, books, cds/dvd/vhs, business, cell phones, computer, clothes+acc, free, collectibles, furniture, electronics, general, farm+garden, jewelry, garage sale, materials, household, rvs, motorcycles, pets, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba.
- Discussion Forums:** 1099, gifts, pets, apple, haiku, philos, arts, health, politic, atheist, help, psych, autos, history, queer, beauty, housing, recover.
- Event Calendar:** SMTWTFS, dates from 27 to 24.
- Links:** swingset, for sale, haiti earthquake relief, avoid scams & fraud, personal safety tips, craigslist blog, craigslist factsheet.
- Other Cities:** albany, boston, cape cod, catskills, eastern ct, glens falls, hartford, hudson valley, long island, maine, new hampshire, new haven, new york, north jersey, northwest ct, rhode island, south coast, vermont, western mass, kentucky, louisiana, maine, maryland, mass, michigan, atlanta, austin, chicago, dallas, denver, detroit, houston, las vegas.
- US States:** alabama, aleksa, arizona, arkansas, califonia, colorado, connecticut, de, delaware, florida, georgia, guam, hawaii, idaho, illinois, indiana, iowa, kansas, kentucky, louisiana, maine, maryland, mass, michigan, minnesota, mississippi, missouri, montana, n carolina, n hampshire, nebraska, new hampshire, new jersey, new mexico, new york, ohio, oklahoma, oregon, pennsylvania, rhode island, tennessee, utah, vermont, virginia, washington, west virginia, wisconsin.
- Countries:** argentina, australia, austria, bangladesh, belgium, brazil, canada, caribbean, chile, china, colombia, costa rica, croatia, czech repub, denmark, ecuador, egypt, finland, france, germany, great britain, greece, hong kong, hungary, india, indonesia, ireland, israel, italy, japan, korea.

Figure 3-14. Craigslist

3. Pyramid

Pyramid

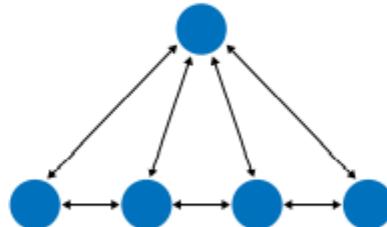


Figure 3-18. Pyramid schematic

4. Modal Panel

Modal Panel

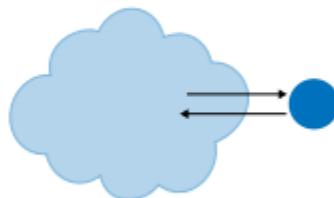


Figure 3-22. Modal Panel schematic

5. Deep-linked State

Deep-linked State

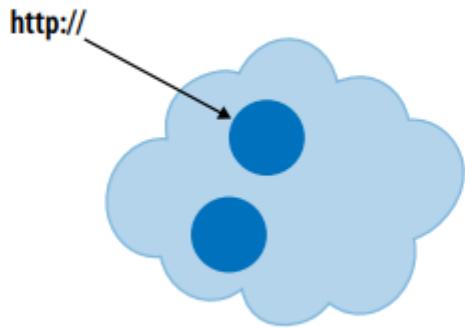


Figure 3-26. Deep-linked State schematic

6. Escape Hatch

Escape Hatch

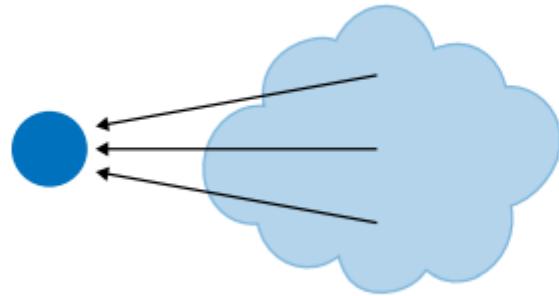


Figure 3-30. Escape Hatch schematic

7. Fat Menu

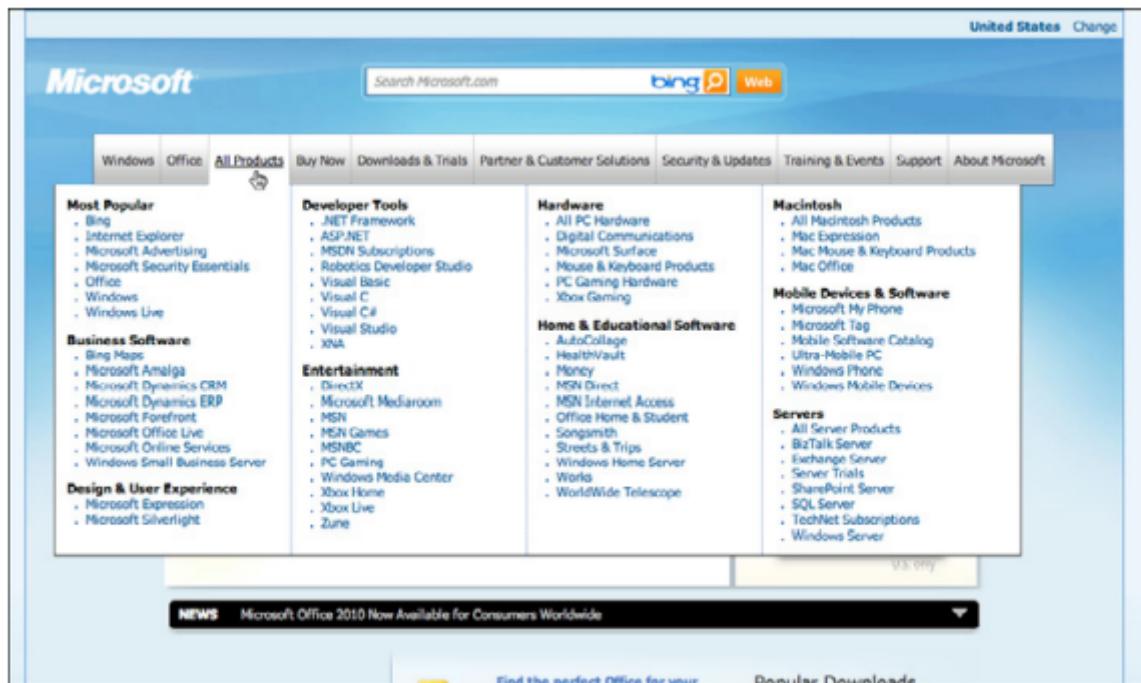


Figure 3-33. Microsoft's All Products menu

8. Sitemap Footer

Sitemap Footer



Figure 3-38. Whole Foods footer

9. Sign in Tools

Sign-in Tools



Figure 3-44. Flickr sign-in tools

10. Sequence Map

Sequence Map

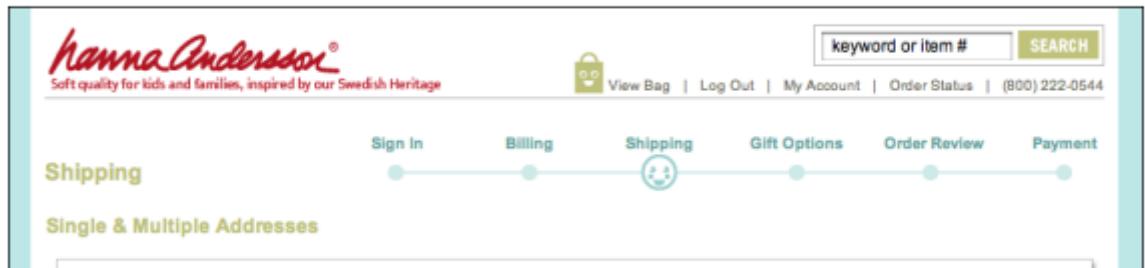


Figure 3-48. Hanna Andersson order sequence map

11. Breadcrumb

Breadcrumbs



Figure 3-52. Target breadcrumbs

12. Annotated Scrollbar

Annotated Scrollbar

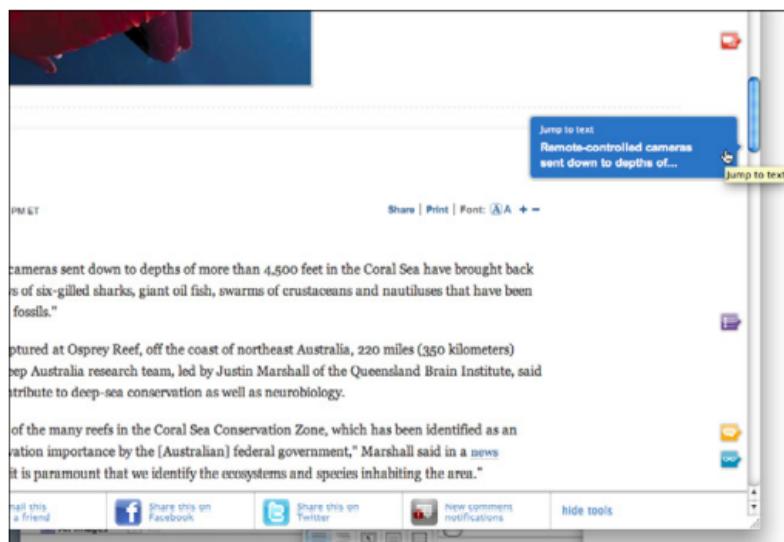


Figure 3-56. MSNBC scrollbar showing page sections

Name of the pattern addressing the navigational model	
What	
When	
Why	
Example	
Apply for the given scenario	

* **If more than one pattern is asked, one screen per pattern will be enough**

Module 3

1. Types of In-Page Editing

- a. Discussion
- b. Example
- c. Design for the given scenario or application

Single-Field Inline Edit

Editing a single line of text.

The simplest type of In-Page Editing is when editing a single field of text inline.

The editing happens in place instead of in a separate window or on a separate page.

Multi-Field Inline Edit

Editing more complex information.

Overlay Edit

Editing in an overlay panel.

Table Edit

Editing items in a grid.

Group Edit

Changing a group of items directly.

On the iPhone's home screen, the icons are normally locked down. However, there is a way to switch into a special Group Edit mode that allows you to rearrange the icon's positions by drag and drop.

Module Configuration

Configuring settings on a page directly.

Module Configuration is a common pattern on these types of sites. Instead of modifying modules on a separate page, the sites provide ways to directly configure the amount and type of content that shows in each module.

2. Challenges associated with In-Page Editing

Challenges associated with Single- Field Inline Edit

- Discoverability
- Accessibility

3. Guidelines for Choosing Specific Editing Patterns

In-Page Edit provides a powerful way to make interfaces direct. Here are some general guidelines to think about when choosing an editing pattern:

- Whenever you have a single field on the page that needs editing, consider using the

Single-Field Inline Edit.

- For multiple fields or more complex editing, use the **Multi-Field Inline Edit**.
- If you don't need inline context while editing, or the editing is something that demands the

user's full attention, use **Overlay Edit**.

- For grid editing, follow the pattern **Table Edit**.
- When dealing with multiple items on a page, **Group Edit** provides a way to balance between visual noise and discoverability.
- When providing direct configuring to modules, use the **Module Configuration** pattern.

4. Drag and Drop principle

- i. Events
- ii. Two common approaches to targeting a drop of the dragged object
 - a. Discussion
 - b. Example
 - c. Design for the given scenario or application

i. Events:

Drag and drop interactions are typically triggered by a series of events, such as a user starting to drag an object, moving the object over a target, and releasing the object to initiate a drop. These events can be detected and handled by the webpage or application using JavaScript or other programming languages.

ii. Two common approaches to targeting a drop of the dragged object:

There are two common approaches for targeting a drop of a dragged object:

Targeted drop:

In a targeted drop, the user must drop the object on a specific target element or area in order for the drop to be successful. This approach can be useful for ensuring that the drop is only accepted in specific locations or contexts.

Free-form drop:

In a free-form drop, the user can drop the object anywhere on the page, and the drop will be accepted as long as the object is within the bounds of the page or application. This approach can be useful for allowing more flexibility in the placement of the object.

5. Drag and Drop List

- a. Discussion: Drag and drop lists can be useful for providing a user-friendly and intuitive way for users to rearrange items in a list. This can be particularly useful for lists that are used frequently or that need to be customized by the user.
- b. Example: An example of a drag and drop list might be a to-do list application that allows users to rearrange items in the list by dragging and dropping them into a new position. The application might also allow users to group items into different categories or lists by dragging and dropping them into specific areas of the page.
- c. Design for the given scenario or application: When designing a drag and drop list for a specific scenario or application, it is important to consider the needs and goals of the user. This might include determining the appropriate level of control and flexibility for

rearranging items in the list, as well as any additional features or functionality that might be needed, such as the ability to group items into categories or lists. It is also important to ensure that the drag and drop list is user-friendly and easy to use, as this will help encourage adoption and usage of the feature.

6. Drag and Drop Object

- a. Discussion
- b. Example
- c. Design for the given scenario or application

Drag and drop object is a term that refers to an element or object that can be moved or rearranged on a webpage or application by dragging and dropping it into a new position. Drag and drop objects are often used to allow users to **customize the layout or arrangement of elements on a page or to initiate actions or tasks by dragging and dropping objects.**

Here is an example of how a drag and drop object might work in a practical scenario:
A user starts to drag an object, such as an image or icon, from one location on the page.

The user moves the object over a specific target element or area, such as a folder or container.

When the user releases the object, it is dropped onto the target element or area, initiating an action or task.

Page Load: Before any interaction occurs, you can pre-signify the availability of drag and drop. For example, you could display a tip on the page to indicate draggability.

Mouse Hover: The mouse pointer hovers over an object that is draggable.

Mouse Down: The user holds down the mouse button on the draggable object.

Drag Initiated: After the mouse drag starts (usually some threshold—3 pixels).

Drag Leaves Original Location: After the drag object is pulled from its location or object that contains it.

Drag Re-Enters Original Location: When the object re-enters the original location.

Drag Enters Valid Target: Dragging over a valid drop target.

Drag Exits Valid Target: Dragging back out of a valid drop target.

Drag Enters Specific Invalid Target: Dragging over an invalid drop target.

Drag Is Over No Specific Target: Dragging over neither a valid or invalid target. Do you treat all areas outside of valid targets as invalid?

Drag Hovers Over Valid Target: User pauses over the valid target without dropping the object. This is usually when a spring loaded drop target can open up. For example, drag over a folder and pause, the folder opens revealing a new area to drag into.

Drag Hovers Over Invalid Target: User pauses over an invalid target without dropping the object.

Drop Accepted: Drop occurs over a valid target and drop has been accepted.

Drop Rejected: Drop occurs over an invalid target and drop has been rejected. Do you zoom back the dropped object?

Drop on Parent Container: Is the place where the object was dragged from special? Usually this is not the case, but it may carry special meaning in some contexts.

7. Fitts Law

a. Discussion

According to Fitts's law, the time required to rapidly move to a target object is a function of the distance to the target and the size of the target.

In other words, the larger and closer the target is, the faster and more accurately it can be selected or activated. Conversely, the smaller and farther away the target is, the slower and less accurately it can be selected or activated.

A target object, in the context of User Interface, can be an interactive element such as a submit button, a hyperlink, and an input field in a web form.

Fitts' law is a binary logarithm.

This means that the predicted results of the usability of an object run along a curve, not a straight line.

In web design, this means that a very small object will become significantly easier to click when given a 20% size increase, while a very large object will not share the same boost in usability when given the same 20% boost in size.

Fitts's law is often used to design user interfaces and web pages that are efficient and easy to use, as it helps to identify the optimal size and placement of target objects to facilitate quick and accurate selection by users. It can also be used to evaluate and compare the usability of different user interface designs.

It is based on the work of psychologist Paul Fitts in 1954

For example, this law influenced the convention of making interactive buttons larger (especially on finger-operated mobile devices) smaller buttons are more difficult (and time-consuming) to click.

The ideal fitts' law application would let us know where the user cursor is when he lands on the application. This point would be called **Prime Pixel**, the point where the user would carry out all his tasks from.

Unfortunately, while our browser and applications(example windows apps, desktop games) can utilize the prime pixel but a website cannot. Even if we determine the prime pixel, it would change every time the user moves the cursor.

$$MT = a + b * \log_2\left(\frac{D}{W} * 2\right)$$

Where:

- MT (Movement Time) is the time required to move to the target object.
- a and b are constants that represent the intercept and slope of the regression line, respectively.
- D is the distance from the starting point to the center of the target object.
- W is the width of the target object.
- The formula can be used to predict the time required to move to a target object based on its size and distance from the starting point. The constants a and b can be determined through experimental testing and are specific to the particular task and user group being studied.

8. Contextual Tools

- 1. Always-Visible Tools**
- 2. Hover-Reveal Tools**
- 3. Toggle-Reveal Tools**
- 4. Multi-Level Tools**
- 5. Secondary Menus**

Name of the Contextual Tool Type	Always-Visible Tools
What	These tools are always displayed on the screen, regardless of the task or content being viewed. They are typically located in a fixed location on the interface, such as in a toolbar or menu.
Example	A web-based email application might have a set of tools that are always visible at the top of the screen, such as buttons for composing a new email, searching for emails, and managing the inbox. These tools are always available to the user, regardless of the current context or situation.
Best Practices (If Applicable)	<ul style="list-style-type: none">● Make your Contextual Tools always visible if it is important to make a prominent call to action.● Keep visual clutter to a minimum.● Keep the number of visual items to a minimum.
Anti Patterns (If Applicable)	-
Apply for the given scenario	

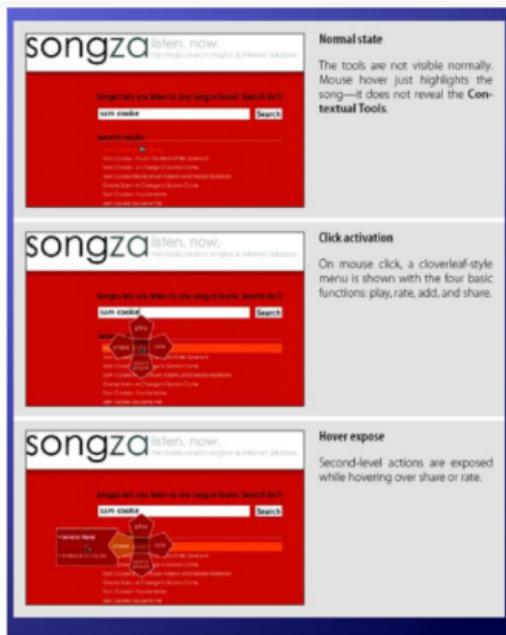
Name of the Contextual Tool Type	Hover-reveal tools
What	<p>These tools are hidden until the user moves their mouse cursor over a specific area of the interface.</p> <p>They are typically used to reveal additional options or information related to the task or content being viewed.</p>
Example	<p>A photo-editing application might have a set of tools that are hidden until the user moves the mouse cursor over a specific area or element, such as a toolbar or menu.</p> <p>When the cursor is moved over the area, the tools are revealed, allowing the user to access them as needed.</p>
Best Practices (If Applicable)	<p>Avoid using overlays when revealing additional tools. They will lead to the Hover and Cover anti-pattern, as well as require the user to perform mouse gymnastics to accomplish the most basic tasks.</p> <p>When additional tools are revealed, make sure that all parts of the page remain stable.</p> <p>Make sure revealed icons are clear and understandable. When possible, just use text labels.</p>
Anti Patterns (If Applicable)	<p>Hover and Cover: -picture gets covered</p> <p>Mystery Meat: -no idea of what the icons mean when they are revealed on hover</p>
Apply for the given scenario	
	

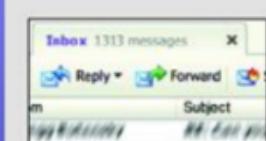
Name of the Contextual Tool Type	Toggle-Reveal Tools
What	<p>These tools are revealed when the user clicks on a specific button or link.</p> <p>They can be used to display additional options or information related to the task or content being viewed.</p>
Example	<p>A document-editing application might have a set of formatting tools that are hidden until the user clicks a specific button or link.</p> <p>When the user clicks the button, the tools are revealed, and the user can click the same button again to hide the tools.</p>
Best Practices (If Applicable)	<p>Toggle a tool mode for an area or page when the actions are not the main flow, but you want to provide the most direct way to act on these objects when the need arises.</p> <p>Make the activation and deactivation of the edit mode as symmetrical as possible.</p>
Anti Patterns (If Applicable)	
Apply for the given scenario	

Name of the Contextual Tool Type	Multi-Level Tools Buttons
What	<p>These tools are hierarchical and allow users to drill down through multiple levels of information or options. They are often used to display options that are relevant to a specific task or content area.</p>
Example	<p>Imagine that you are using a project management application that has a multi-level</p>

	<p>tool for viewing and organizing tasks. When you click on the tool, you are presented with a list of top-level tasks. If you click on one of the top-level tasks, you are taken to a second level of the tool where you can view and edit the details of that specific task. If you click on one of the sub-tasks within the task, you are taken to a third level of the tool where you can view and edit the details of that specific sub-task. This allows you to drill down through multiple levels of tasks and sub-tasks, making it easier to organize and manage your work.</p>
Best Practices (If Applicable)	<p>Use Multi-Level Tools when you want to avoid revealing Contextual Tools on a mouse hover.</p> <p>Use Multi-Level Tools to make activation explicit.</p> <p>Use buttons when you have a default action that the user normally takes but alternate actions are still fairly frequent.</p> <p>Avoid cascades where possible.</p> <p>Users have a hard time maneuvering the various mouse turns that are required to get to these secondary menus.</p>
Anti Patterns (If Applicable)	

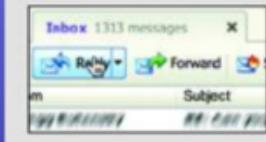
Apply for the given scenario





Normal state

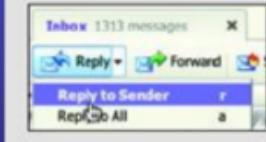
Yahoo! Mail displays the "Reply" button in its toolbar as a button with a drop-down arrow control.



As a button

On mouse hover, the button gets a 3D treatment and color highlight. The drop-down arrow gets the same treatment to call out its functionality.

Clicking the "Reply" button at this point will trigger a reply without activating the menu.



As a menu

Clicking on the drop-down arrow reveals two commands: "Reply to Sender" is the same as the default "Reply" button action; "Reply to All" is an additional action that was hidden until the menu was revealed.

Name of the Contextual Tool Type	Secondary Menus
What	<p>These menus are used to display additional options or information related to the task or content being viewed. They are typically accessed by clicking on a specific button or link and can be used to display options that are not immediately relevant or frequently used.</p> <p>Secondary Menus have not been common in web applications.</p>
Example	<p>Imagine that you are using a word processing application and you have selected some text in a document. If you right-click on the selected text, a secondary menu appears with a list of options related to the selected text. These options might include things like copying, cutting, or pasting the text, as well as formatting</p>

	options like bold, italic, or underline
Best Practices (If Applicable)	
Anti Patterns (If Applicable)	
Apply for the given scenario	
 <p>Invitation When the mouse is over the route, potential stops are marked with a white circle.</p>	
 <p>Menu Right-clicking on the item exposes four commands that act on the point selected: "Add a destination", "Zoom in", "Zoom out", and "Center map here".</p>	

9. Overlay

- 1. Dialog**
- 2. Detail**
- 3. Input**

Name of the Overlay Type	Dialog Overlays
What	Dialog Overlays replace the old style browser pop ups.
Example	
Best Practices (If Applicable)	<p>Always use Dialog Overlays instead of browser pop ups.</p> <p>Use the Lightbox Effect when the overlay contains important information, if the user should not ignore it, or if the interaction with the dialog should be modal.</p> <p>Avoid unnecessary Dialog Overlays (Idiot Boxes), as they interrupt</p>

	<p>the user's flow.</p> <p>Don't use an overlay when a simpler, in-page interaction would suffice</p> <p>Avoid JavaScript alert boxes, as they don't provide a consistent user experience between operating systems.</p>
Anti Patterns (If Applicable)	
Apply for the given scenario	

Name of the Overlay Type	Detail Overlay
What	<p>The second type of overlay is somewhat new to web applications.</p> <ul style="list-style-type: none"> • The Detail Overlay allows an overlay to present additional information when the user clicks or hovers over a link or section of content. • Toolkits now make it easier to create overlays across different browsers and to request additional information from the server without refreshing the page.
Example	Kissasian.li
Best Practices (If Applicable)	<p>Use Detail Overlays to give a sneak peek at detailed information.</p> <p>This will avoid unnecessary page</p>

	<p>transitions.</p> <p>For hover-activated Detail Overlays, provide a slight delay for activation (about half a second). This will avoid the interface behaving like a Mouse Trap.</p> <p>For hover-activated Detail Overlays, provide a simple deactivation (e.g., simple mouse out).</p>
Anti Patterns (If Applicable)	<p>Mouse Traps</p> <p>Non-Symmetrical Activation/Deactivation</p> <p>Needless Fanfare</p> <p>Hover and Cover</p>
Apply for the given scenario	

Name of the Overlay Type	Input Overlay
What	<p>Input Overlay is a lightweight overlay that brings additional input information for each field tabbed into.</p>
Example	
Best Practices (If Applicable)	<p>Use Input Overlays to simplify the visual style of a form.</p> <p>Place additional help in the overlay.</p> <ul style="list-style-type: none"> • For Input Overlays, make sure the only visual change between the field and the overlay field is intentional (e.g., making input field visually bolder). • For Input Overlays, allow clicking anywhere to deactivate the overlay.
Anti Patterns (If Applicable)	
Apply for the given scenario	

Input overlay

Tabbing or clicking into any field wraps the field in an overlay. The overlay provides additional input information.

Obscuring fields

The overlay does obscure fields just below it, but not to the left or right.

Deactivation

Clicking anywhere removes the overlay. This lets the user click through the field covered by the overlay.

10. Inlays

1. Dialog

2. List

3. Detail

Name of the Inlay Type	Dialog
What	A simple technique is to expand a part of the page, revealing a dialog area within the page.
Example	
Best Practices (If Applicable)	<p>Use Dialog Inlays for page customization. It is helpful to tweak the page and see the results at the same time.</p> <p>To smooth the introduction of the Dialog Inlay into the page, use a quick slide in animation.</p> <p>Use Dialog Inlays to connect the dialog with the element it slides out from.</p> <p>Use Dialog Inlays for secondary tools that aren't primary to the main flow of the page.</p>

Anti Patterns (If Applicable)	
Apply for the given scenario	



Name of the Inlay Type	List
What	<p>Lists are a great place to use Inlays.</p> <p>Instead of requiring the user to navigate to a new page for an item's detail or popping up the information in an Overlay. The List Inlay works as an effective way to hide detail until needed.</p>
Example	Accordion
Best Practices (If Applicable)	
Anti Patterns (If Applicable)	
Apply for the given scenario	

Name of the Inlay Type	Detail
What	A common idiom is to provide additional detail about items shown on a page.
Example	Tabs
Best Practices (If Applicable)	Use Detail Inlay to provide additional information in context without hiding other information.

	Use Detail Inlay to avoid the anti-pattern Hover and Cover. Make it easy to dismiss the Detail Inlay
Anti Patterns (If Applicable)	
Apply for the given scenario	

11. Virtual page

- a. Type
- b. Discussion
- c. Example

Virtual Scrolling

The traditional Web is defined by the “page.”

In practically every implementation of websites pagination was the key way to get to additional content.

Of course, websites could preload data and allow the user to scroll through it. However, this process led to long delays in loading the page.

So most sites kept it simple: go fetch 10 items and display them as a page and let the user request the next page of content. Each fetch resulted in a page refresh.

Keep the users informed about where they are. Either use a tool tip or status area to communicate the range of data they are scrolling into.

Give feedback while waiting on data to load.

Create the illusion of an entire loaded virtual space for when the data feels like a data set (e.g., Yahoo! Mail’s mail messages).

Extend the virtual space during scroll for search results (e.g. Microsoft Live Search).

Inline Paging

- Use Inline Paging for material that is naturally “chunked” but for which you still want to create a smooth viewing experience when moving between pages.
- Respect the back button. Make it work for paging (e.g., Gmail).
- Only update the “virtual page” and not the entire page when inline paging.
- Consider progressive loading as a way to page-in more content in a virtual space

Scrolled Paging Carousel

- Besides Virtual Scrolling and Virtual Paging, there is another option.
- You can combine both scrolling and paging into Scrolled Paging.

- Carousels are best for visually distinct contents. Images, CD covers, and movie box shots are all natural items to place in a carousel.
- If the content is highly relevant at the beginning and relevancy drops off, a Carousel is a good solution, since it spotlights the most relevant items.
- If there is a lot of content to display, carousels provide too small of a window and thus can frustrate users when they actually try to find content.
- Placing back and forth arrows next to each other is simpler to operate but somewhat less discoverable.
- Make the content big enough to view easily, providing enough whitespace to make each item distinct.
- Allow a portion of the next item to be partially revealed. This invites the user to scroll the content to see the partial content fully.
- Clicking the left arrow should scroll content in from the left (left to right), and clicking the right arrow should scroll content in from the right (right to left).

Panning

- One way to create a virtual canvas is to allow users the freedom to roam in two-dimensional space.
- A great place for Virtual Panning is on a map.
- Google Maps allows you to pan in any direction by clicking the mouse down and dragging the map around.

Zoomable User Interface

- A Zoomable User Interface (ZUI) is another way to create a virtual canvas.
- Unlike panning or flicking through a flat, two-dimensional space, a ZUI allows the user to also zoom in to elements on the page.
- This freedom of motion in both 2D and 3D supports the concept of an infinite

12. Difference

- a. Inlay v/s Overlay
- b. Paging v/s Scrolling

13. Static Invitation

- a. Type
- b. Discussion
- c. Example
- d. Design for the given application

Static invitations are user interface elements that invite the user to perform a specific action or interact with a particular element on the page, but unlike dynamic invitations, static invitations do not change in response to the user's actions or context.

There are two broad patterns of static invitations:

Call to action (CTA) invitation:

- This type of invitation is a specific type of static invitation that is designed to encourage the user to take a specific action, such as filling out a form, purchasing a product, or subscribing to a newsletter. CTAs are often prominently displayed and use action-oriented language and design elements to grab the user's attention and motivate them to take the desired action.
- Call to Action (CTA) Invitations are generally provided as static instructions on the page. But visually they can be provided in many different ways.
- CTA stands for call to action, and it's the part of a webpage, advertisement, or piece of content that encourages the audience to do something.
- In marketing, CTAs help a business convert a visitor, or reader into a lead for the sales team. CTAs can drive a variety of different actions depending on the content's goal.

Tour invitation:

- This type of invitation invites the user to take a guided tour of a website or application, typically by highlighting specific elements or features and providing additional information or guidance as the user progresses through the tour. Tour invitations are often used to introduce new users to a product or to provide a quick overview of key features.
- Use Tour Invitations when you have a newly redesigned site or are launching a new site and need to take the user through a series of features.
- Integrate Tour Invitations with the live site as much as possible.
- Make Tour Invitations short and sweet, easy to exit, and clear to restart.
- Don't depend on tours to fix interface issues.
- Keep tours simple.

14. Dynamic Invitation

- a. Type
- b. Discussion
- c. Example
- d. Design for the given application

There are several ways to engage a user with a dynamic invitation, which is a type of user interface element that invites the user to perform a specific action or interact with a particular element on the page.

Hover invitation:

This type of invitation appears when the user moves the cursor over a specific element on the page.

Affordance invitation:

This type of invitation is based on the principle of affordance, which refers to the inherent properties of an object that suggest how it should be used. For example, a button might have an affordance invitation if it appears to be pressable.

Drag and drop invitation:

This type of invitation invites the user to drag and drop a specific element on the page, typically by displaying a cursor or other visual indicator when the user hovers over the element.

Inference invitation:

This type of invitation relies on the user's past behavior or other contextual information to infer what the user might want to do next and invites them to perform that action.

More content invitation:

This type of invitation invites the user to view additional content, such as by clicking on a "read more" link or scrolling down to reveal more content on the page

15. Transition Patterns

1. Brighten and Dim
2. Expand/Collapse
3. Animation
4. Spotlight
 - a. Discussion
 - b. Example

BE SAS

TRANSITION PATTERNS

Brighten and Dim: Brightening an area of the screen focuses attention there. A common technique is to Dim a page and show an overlay in the normal, non-dimmed state. The effect seems to brighten an area and dim the rest. This interaction pattern is called a Lightbox Effect.

Expand/Collapse: It's helpful to have additional content or other panels hidden until the user needs them.

Self-Healing Fade: Self-Healing transitions can be used to:

Remove an object from a list or grid.

Convey that the removal happened and where the object was removed from.

Indicate the completion of a drop operation in which the dropped object was moved from one place to another.

Animation: Zoom back (My Yahoo! uses a zoom-back Animation if a drop fails. It communicates simply that the module returned from where the user attempted to drag it). Drop animation (Another place to use Animation is when dropping modules on a web page into new locations.)

Spotlight: Spotlights are useful when a change has occurred in an interface. By momentarily high-lighting an object, you can subtly notify the user of a change in the interface. The Spot-light is often accomplished by first highlighting the background of an object, then fading out the highlight.

16. Purpose of Transition

Transitions are visual or interactive effects that are used to indicate a change in the user interface, such as when a user navigates to a new page, expands or collapses an element, or performs some other action that affects the layout or content of the page. The purpose of transitions is to communicate these changes to the user and help them understand and orient themselves within the user interface.

Transitions can serve a number of different purposes, including:

Guiding the user's attention: Transitions can help draw the user's attention to specific elements or areas on the page and highlight changes or updates.

Indicating cause and effect: Transitions can help the user understand the relationship between their actions and the resulting changes in the user interface, making it easier for them to anticipate and understand what will happen next.

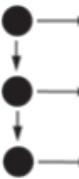
Enhancing the user experience: Transitions can add visual interest and improve the overall aesthetic of the user interface, making it more enjoyable and engaging for the user.

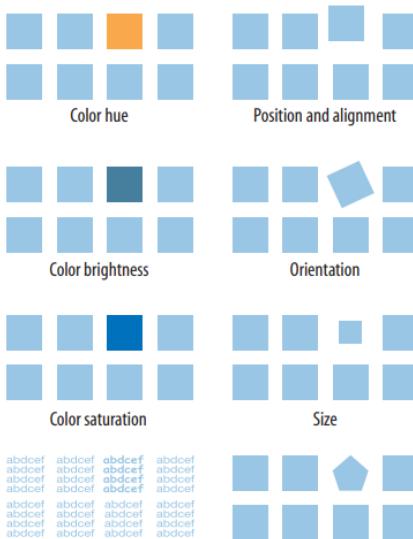
Module 4

1. Information Graphics

- a. Need for good information graphics
 - i. How is this data organized?
 - ii. What is related to what?
 - iii. How can I explore this data?
 - iv. Can I rearrange this data to see it differently?
 - v. How can I see only the data that I need?
 - vi. What are the specific data values?

2. Information graphics for data

Model	Diagram	Common graphics
Linear		List, single-variable plot
Tabular		Spreadsheet, multicolumn list, Sortable Table , Radial Table , Multi-Y Graph , other multivariable plots
Hierarchical		Tree, Cascading Lists , Tree Table , Treemap , Radial Table , directed graph
Network of interconnections		Directed graph, flowchart, Radial Table
Geographic (or spatial)		Map, schematic, scatter plot
Textual		Word cloud, directed graph
Other		Plots of various sorts, such as parallel coordinate plots, Treemaps , etc.

How is this data organized?	Organizational models for organizing data a. Liner b. Tabular c. Hierarchical d. Network of interconnections e. Geographic (or spatial) f. Textual g. Other	a. Example b. Apply for the given scenario
What is related to what?	Preattentive variables  Figure 7-5. Eight preattentive variables	a. Example b. Apply for the given scenario
How can I explore this data?	Techniques for exploring Zoom: Zooming allows you to focus in on specific parts of the data by increasing the magnification of the visual representation. This can be useful for examining details or patterns within the data. Scroll and pan: Scrolling and panning allow you to move through the data by scrolling or dragging the visual representation. This can be useful for navigating through large datasets or for examining relationships between different parts of the data. Open and close points of interest: You can open and close points of interest, such as individual data points or clusters of data, to	a. Example

	<p>focus in on specific areas of the data. This can be useful for examining details or patterns within the data.</p> <p>Drill down into points of interest:</p> <p>Drilling down into points of interest involves exploring the data in more depth by examining the details or relationships within a particular area of the data. This can be useful for understanding the underlying factors or patterns that may be driving the data.</p>	
Can I rearrange this data to see it differently?	<p>Methods of sorting and rearranging:</p> <ul style="list-style-type: none"> a. Alphabetically b. Numerically c. By date or time d. By physical location e. By category or tag f. By popularity—heavily used versus lightly used g. User-designed arrangement h. Completely random (you never know what you might see) 	<p>a. Example</p> <p>b. Apply for the given scenario</p>
How can I see only the data that I need?	<p>Filtering and querying interfaces</p> <p>a. Highly interactive</p> <p>Allowing users to quickly and easily explore and manipulate the data. This can involve using sliders, drop-down menus, or other controls to adjust the filters or query parameters.</p> <p>b. Iterative</p> <p>That users can try out different combinations of filters or queries and see the results in real-time. This allows users to explore the data in a flexible and exploratory way.</p> <p>c. Contextual</p> <p>Contextual filtering and querying interfaces provide background information or context about the data or information being searched or manipulated. This can help users understand the data and how to use the interface effectively.</p> <p>For example, imagine that you are using a filtering and querying interface to explore a dataset of customer data. The interface</p>	<p>a. Example</p>

	<p>might provide contextual information such as definitions of the different data fields, explanations of how the data was collected or processed, or examples of how the data might be used. This context can help users understand what the data represents and how to interpret it correctly</p> <p>d. Complex With many different options and controls for manipulating the data. This can be a powerful tool for exploring and analyzing data, but it can also be overwhelming for some users.</p>	
What are the specific data values?	<ul style="list-style-type: none"> ● Labels: Labels are text elements that are used to identify or describe specific data values or points. They can be used to provide context or clarify the meaning of the data. ● Legends: A legend is a visual element that explains the meaning of different data values or symbols within a visual representation. It can be used to provide context or clarify the meaning of the data. ● Axes, rulers, scales, and timelines: These elements are used to provide a frame of reference or context for the data. They can be used to show the range or scale of the data, or to indicate the time period or sequence being represented. ● Data tips: Data tips are small pop-up windows that appear when a user hovers over a specific data point or element. They can be used to provide additional information or context about the data. ● Data Spotlight: The data spotlight is a visual element that is used to highlight or emphasize a specific data point or element. It can be used to draw attention to important or interesting data points or to provide additional context or information. 	a. Example

Preattentive variables are visual characteristics that are processed automatically and unconsciously by the human visual system. These characteristics are often used in visual design to draw attention to specific elements or to convey meaning or information.

The preattentive variables you listed are:

- **Color hue:** The hue of a color refers to its position on the color wheel. Different hues can be used to draw attention to specific elements or to convey meaning or emotion.
- **Position and alignment:** The position and alignment of an element within a visual design can be used to draw attention to it or to convey a sense of order or organization.
- **Color brightness:** The brightness of a color refers to how light or dark it appears. Bright colors tend to stand out more and can be used to draw attention to specific elements.
- **Orientation:** The orientation of an element, such as its angle or direction, can be used to draw attention to it or to convey meaning or movement.
- **Color saturation:** The saturation of a color refers to how pure or intense it appears. Highly saturated colors tend to be more eye-catching and can be used to draw attention to specific elements.
- **Size:** The size of an element can be used to draw attention to it or to convey importance or hierarchy.
- **Texture:** The texture of an element, such as its roughness or smoothness, can be used to draw attention to it or to convey meaning or emotion.
- **Shape:** The shape of an element can be used to draw attention to it or to convey meaning or identity.

3. Pattern for Information Graphic

- a. Overview plus detail
- b. Datatips
- c. Data Spotlight
- d. Dynamic Queries

Overview plus detail: This pattern involves presenting a high-level overview of the data, with the ability to drill down and view more detailed information. This can be useful for giving the reader a sense of the overall picture, while also allowing them to explore more specific aspects of the data.

Datatips: Datatips are small pop-up windows that provide additional information about a specific data point when the reader hovers their mouse over it. This can be a useful way to provide additional context or detail about specific parts of the data.

Data Spotlight: The Data Spotlight pattern involves highlighting a specific data point or group of data points, and providing additional context or analysis about it. This can be a useful way to draw the reader's attention to a particular aspect of the data.

Dynamic Queries: The Dynamic Queries pattern involves allowing the reader to interact with the data by making selections or inputting parameters, which then updates the data visualization in real-time. This can be a powerful way to allow the reader to explore the data in more depth and discover insights on their own.

Name of the pattern for information graphic	Datatips
What	
When	
Why	
Example	
Apply for the given scenario	

4. Basics of form Design

- a. Discussion

5. Patterns for Form

- a. Forgiving Format

The screenshot shows a search interface for weather information. At the top, there is a text input field containing the placeholder text "Enter Zip, City or Place (e.g. Disney World)". To the right of the input field is a large orange button with the text "FIND WEATHER" in white. Below the input field, there is a small line of text that reads "TRUPOINT Exact weather for any address or landmark in the U.S. > TRY IT".

Figure 8-1. Weather.com

- b. Structured Format

Structured Format

The screenshot shows a user interface for entering personal information. It includes three text input fields: one for "Name:" followed by an asterisk, one for "Company:", and one for "Serial Number:" followed by an asterisk. The "Serial Number:" field contains the value "1045" and has five empty input boxes to its right, suggesting a multi-part serial number.

Figure 8-5. Photoshop installation screen

- c. Fill-in-the-Blanks

Fill-in-the-Blanks

The screenshot shows a simple currency conversion tool titled "Foreign Exchange". It features two dropdown menus for selecting currencies: "One" and "in". The "One" menu is set to "Europe Euro" and the "in" menu is set to "U.S. Dollar".

Figure 8-7. The New York Times

d. Input Hints

Input Hints

Full name	<input type="text"/>
Your full name will appear on your public profile	
Username	<input type="text"/>
Your public profile: http://twitter.com/ USERNAME	

Figure 8-10. Twitter registration page

e. Input Prompt

Input Prompt

Name	<input type="text"/> First Name	<input type="text"/> Last Name
------	---------------------------------	--------------------------------

Figure 8-15. Yahoo! registration page

f. Password Strength Meter

Password Strength Meter

Choose a password:	<input type="password"/> *****	Password strength:	Good
Minimum of 8 characters in length.			
Re-enter password:	<input type="password"/>		

Figure 8-18. Gmail registration page

g. Autocompletion

Autocompletion

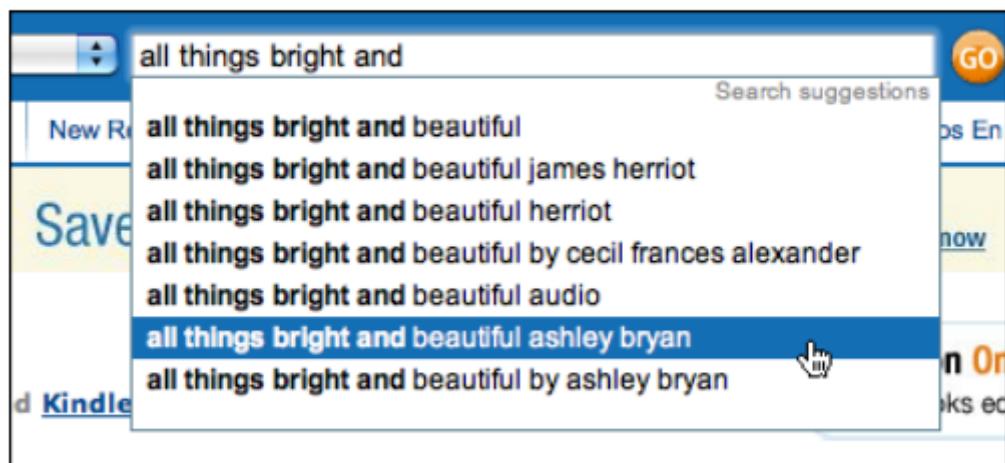


Figure 8-22. Amazon

Name of the pattern for Form	
What	
When	
Why	
Example	
Apply for the given scenario	

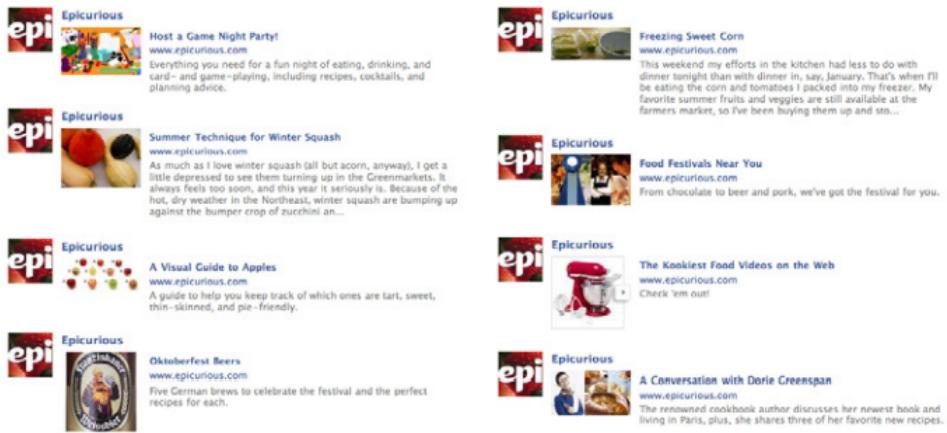
6. Basics of Social media content

a. Discussion

7. Patterns for social content production:

a. Editorial Mix

Editorial Mix



b. Personal Voices

Personal Voices

The image is a screenshot of Tony Hsieh's Twitter profile. At the top, there is a large profile picture of him holding a Zappos gift card. Below the profile picture, his name 'Tony Hsieh' is displayed next to the Zappos logo. To the right of his name are three links: 'Home', 'Profile', and 'Find'. Underneath his name, the text 'CEO' is visible. On the left side of the profile, there is a message from him: 'Hi! I'm Tony Hsieh the CEO of Zappos.com.' Below this message, there is a link to customer service: 'Customer service: Help finding a product cs@zappos.com 1-800-927-7671'. Further down, there are links for 'Interviews, PR: Speaking requests pr@zappos.com' and 'Marketing, Sponsorships: Donation & Charity Requests solicitation@zappos.com'. In the main timeline, there is a tweet from him: 'What happens if you repeat a retweet on Groundhog Day? What happens if you repeat a retweet on Groundhog Day?' posted at 12:46 PM Feb 2nd from web. Below this tweet, there is another tweet: 'http://twitpic.com/10ypy - Gave speech to Bellagio employees at O theater, now enjoying water show!' posted at 10:13 PM Feb 1st from TwitPic. At the bottom of the timeline, there is a link: 'Study finds sugar helps with making big decisions -'.

Figure 9-4. Tony Hsieh's Twitter feed

c. Repost and Comment

Repost and Comment



How the iPad Has Changed One 99-Year-Old Woman's Life [VIDEO]

WEB VIDEO We've seen iPads and cats go viral. We've seen iPads and dogs go viral. But the latest iPad YouTube sensation is far more special: It depicts how the device has changed one 99-year-old woman's life.

1420 tweets | 730 f Share | 37 Buzz

About 10 hours ago Ben Parr 23 comments | Like 376

Figure 9-8. Mashable repost of a viral YouTube video

d. Conversation Starter

Conversation Starters



Tim Gunn: Official Page Has everyone seen the new group of designers who will be featured on Project Runway Season 7? Any first impressions?

Project Runway Season 7 – Official Network Site at myLifetime.com | myLifetime.com
www.mylifetime.com
The official Project Runway Season 7 network site, featuring exclusive videos, designer portfolios, games, sweepstakes and more

5 hours ago · Comment · Like · Share · Report

45 people like this.

Can't wait
5 hours ago · Report

:O!!!
5 hours ago · Report

Me neither! :)
5 hours ago · Report

FAB!!! But I hope they're better than the

Figure 9-12. Tim Gunn posing a question to fans

e. Inverted Nano-pyramid

Inverted Nano-pyramid



Figure 9-16. Short but informative tweet

Name of the pattern for social content production	
What	
When	
Why	
Example	
Apply for the given scenario	

Module 5

1. Patterns for page composition

- a. Scroll
- b. Announcer Row
- c. Notifications
- d. Titles
- e. Reveable Menu
- f. Fixed Menu
- g. Home & Idle Screens
- h. Lock Screen
- i. Interstitial Screen
- j. Advertising

Name of the Page Composition Pattern	Scroll
What	When information on a page exceeds the viewport, a scroll bar control may be required to access the additional information. Scrolling of information should almost always occur along one axis, except in rare cases.
Example	Vertical List Infinite List Thumbnail List Fisheye List Carousel Grid Film Strip
Best Practices /Where and When to use	
Anti Patterns	Do not allow users to become lost in the scrollable area. Especially be sure to not allow scrolling single-axis lists so far that no content is visible. Whenever possible, avoid vertically scrolling areas within other vertically scrolling areas

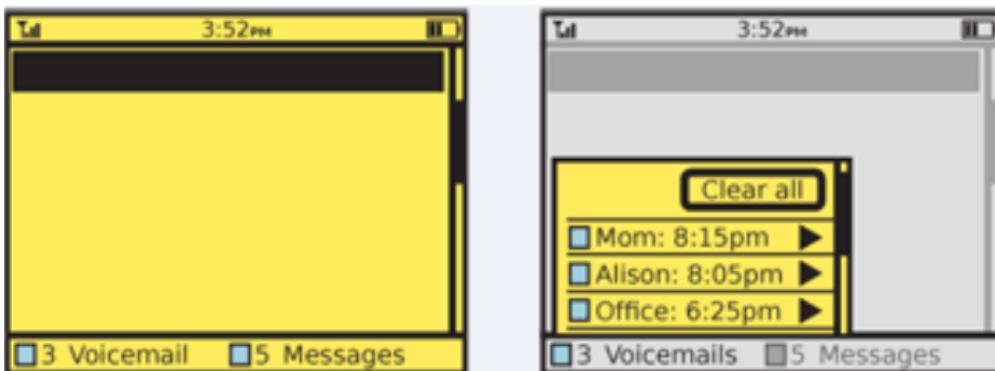
Apply for the given scenario

Name of the Page Composition Pattern	Annunciator Row
What	This displays the status of hardware features on the top of each page. The status of functions that may be displayed is radios, input and output features, and power levels
Example	
Best Practices /Where and When to use	
Anti Patterns	<p>Displaying too many items: An annunciator row is typically used to display a small number of important items or notifications. Displaying too many items can be overwhelming for the user and may reduce the effectiveness of the annunciator row.</p> <p>Displaying items that are not relevant to the user: An annunciator row is meant to display important or timely information that is relevant to the user. Displaying items that are not relevant to the user can be confusing and may not provide value to the user.</p> <p>Using ambiguous labels or icons: An annunciator row should use clear, concise labels and icons that are easy for the user to understand. Using ambiguous labels or icons can be confusing for the user and may reduce the effectiveness of the annunciator row.</p> <p>Not clearly indicating the status of items: An annunciator row should clearly indicate the status of each item (e.g., whether it is new, unread, or resolved). Not clearly indicating the status of items can be confusing for the user and may</p>

	<p>reduce the effectiveness of the annunciator row.</p> <p>Not providing a clear call to action: An annunciator row should provide a clear call to action for the user to take (e.g., "click here to view more details"). Not providing a clear call to action can be confusing for</p>
Apply for the given scenario	

Name of the Page Composition Pattern	Notifications
What	When an alert requires user attention, a notification will occur in some form of visual, haptic, or audible feedback. These notification displays must allow for user interaction
Example	
Best Practices /Where and When to use	
Anti Patterns	

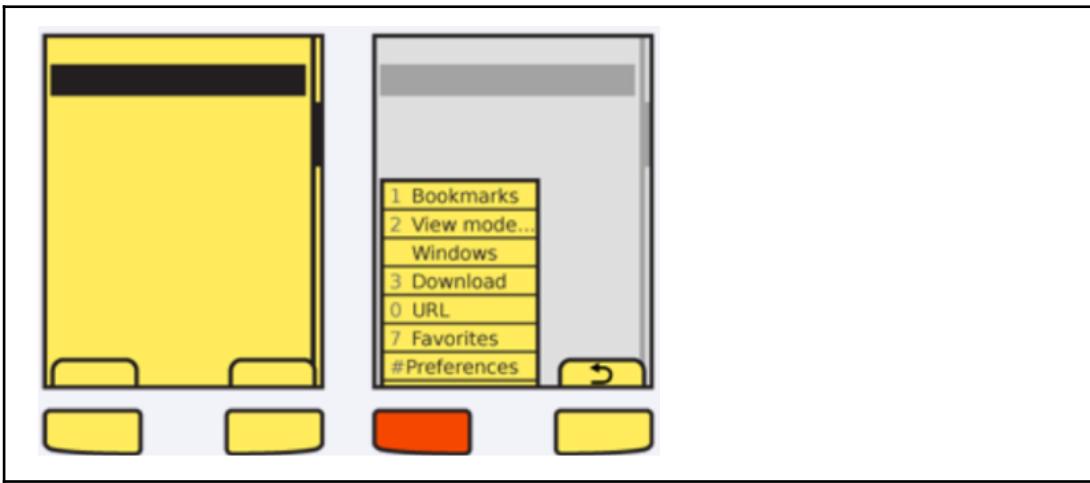
Apply for the given scenario



Name of the Page Composition Pattern	Titles
What	Pages, content, and elements that

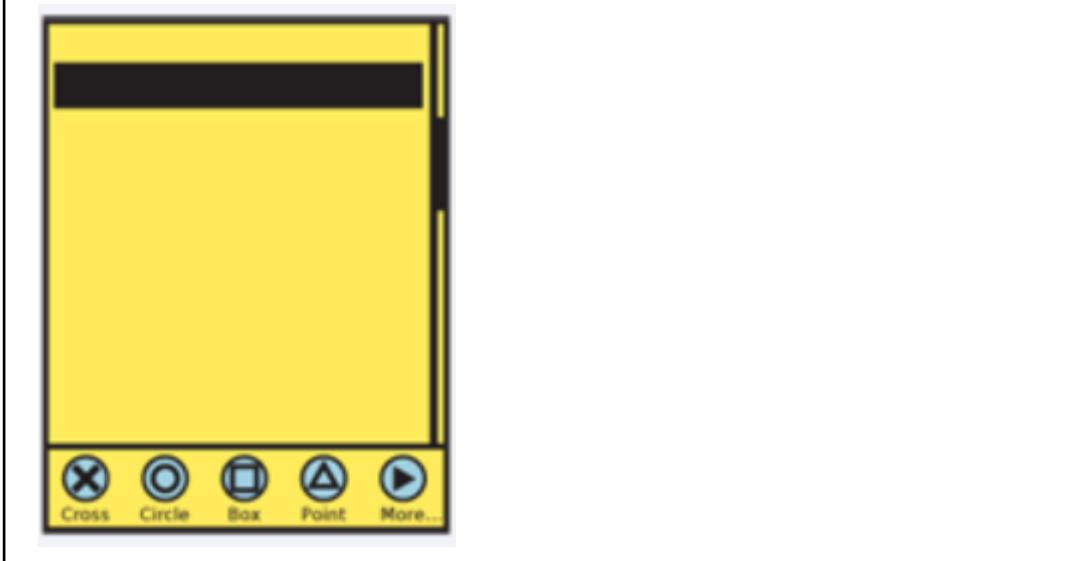
	require labels should use titles. These titles should be horizontal, be consistent in style, and follow guidelines of legibility and readability.
Example	
Best Practices /Where and When to use	
Anti Patterns	
Apply for the given scenario	

Name of the Page Composition Pattern	Revealable Menu
What	A revealable menu is a type of UI element that is used to display a list of options or actions that are hidden until the user interacts with the menu. Reveable menus are often used to conserve space on a page or screen and to declutter the user interface.
Example	
Best Practices /Where and When to use	
Anti Patterns	
Apply for the given scenario	



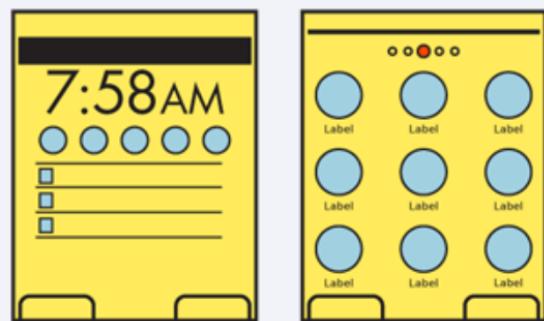
Name of the Page Composition Pattern	Fixed Menu
What	This type of menu presents an always-visible menu or control that is docked to one side of the viewport. This menu is consistently placed throughout the application. These interactive controls are most likely icons with textual coding.
Example	
Best Practices /Where and When to use	
Anti Patterns	

Apply for the given scenario



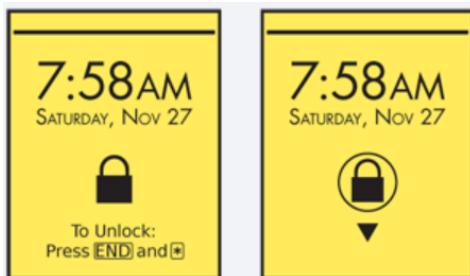
Name of the Page Composition Pattern	Home & Idle Screen
What	These screens are used as display states when either a device is turned on or an application has exited, timed out, or returned to a device-level menu display.
Example	
Best Practices /Where and When to use	
Anti Patterns	

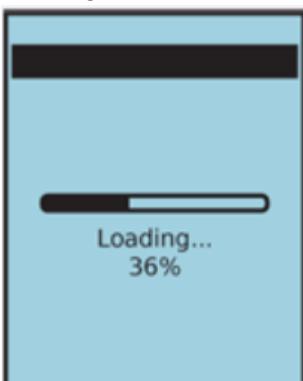
Apply for the given scenario



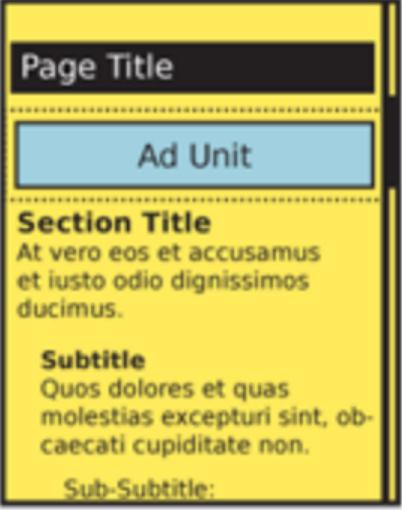
Name of the Page Composition Pattern	Lock Screen
What	Mobile devices use this display state to save on power consumption. When necessary, the application's sleep state may become locked to protect the security of the data the user has input. Additional user interaction is required to exit out of the lock screen
Example	
Best Practices /Where and When to use	
Anti Patterns	

Apply for the given scenario



Name of the Page Composition Pattern	Interstitial Screen
What	This type of screen is used primarily as a loading process screen during device or application startup. Wait indicators may be used to show loading progress.
Example	
Best Practices /Where and When to use	
Anti Patterns	
Apply for the given scenario	<p>Apply for the given scenario</p> 

Name of the Page Composition Pattern	Advertising
What	When advertising is used within a mobile application, the advertisement must be distinct and must not affect the user experience. Obtrusive advertising could prohibit the user from achieving his task-based goals. Advertising must adhere to the specific guidelines set by the Mobile Marketing Association (MMA).
Example	
Best Practices /Where and When to use	

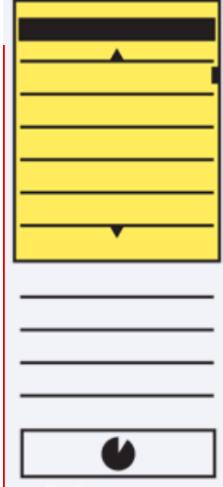
Anti Patterns	
Apply for the given scenario	
	

2. Pattern for Display of information

- a. Vertical List
- b. Infinite List
- c. Thumbnail List
- d. Fisheye List
- e. Carousel
- f. Grid
- g. Film Strip
- h. Slideshow
- i. Infinite Area
- j. Select List

Name of the Display of Information Pattern	Vertical List
What	
Example	
Where and When to use	
Anti Patterns	<ul style="list-style-type: none"> Lists should scroll smoothly, pixel by pixel. Do not scroll line by line unless this is a limitation of the equipment or OS in use.

Apply for the given scenario

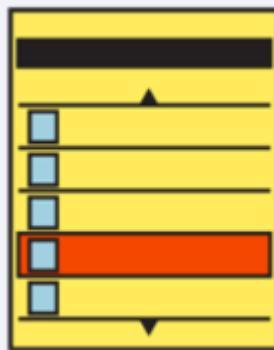
Name of the Display of Information Pattern	Infinite List
What	Infinite List to retrieve and display smaller amounts of information at a time
Example	
Where and When to use	
Anti Patterns	<ul style="list-style-type: none"> • Displaying a very large number of items • Displaying items that are not relevant to the user • Displaying items that are not organized in a logical or meaningful way
Apply for the given scenario	

Name of the Display of Information Pattern

Thumbnail List

What

Example



Where and When to use

Anti Patterns

- Using very small thumbnails that are difficult for the user to see or identify
- Using thumbnails that do not accurately represent the content they are meant to represent
- Using thumbnails that are not organized in a logical or meaningful way

Apply for the given scenario

Name of the Display of Information Pattern

Fisheye List

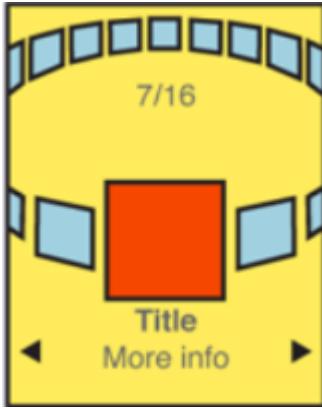
What

Example



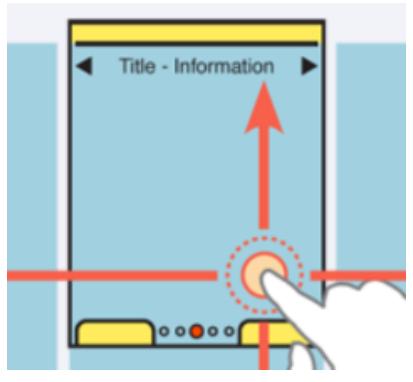
Where and When to use	
Anti Patterns	<ul style="list-style-type: none"> • Displaying a very large number of items • Displaying items that are not relevant to the user • Displaying items that are not organized in a logical or meaningful way
Apply for the given scenario	<p>HE →</p> <p>UF →</p> <p>HE →</p> <p>UF →</p> <p>HE →</p> <p>Max Minzer #morningmusicinspiration евгений белаш Самое глубокое, самое вдохновляющее звено исполнителей истории. Angelina Black RIGHT-ON RUSSIANS!! You are Beautiful, like this heavenly music! Bravo!</p> <p>paderuski1 Indeed. He was one of the greatest pianists in instrumental history.</p> <p>paderuski1 Absolutely, Rachmaninoff could run circles around most of his "successors", not only in interpretation (both as a conductor of others' music and a transcriber of others' work) but as a composer and pianist in his own right. There isn't much he didn't do well.</p> <p>paderuski1 Bite your tongue! Rachmaninoff had pure pianistic genius.</p> <p>KATCHE GN!</p> <p>周謙 The amount of feelings that could come out of this simple piece almost shocked me.</p> <p>keelner @vickiehill1 If I may ask, what's your first russianultraviolet Эта музыка как будто выходит из сна.</p> <p>Geert Dehoux Do you mean I say nonsense about Rachmaninov's recordings? Well, come it, please! Natan Zlobre most emotional performance I've ever heard</p> <p>zayerkimo great performance from a great piano player.</p> <p>Geert Dehoux You say it well: "puts all his soul and emotions into playing"! That's the way it also SHOULD be, certainly in 'romantic' music. What a difference with notes factories Richter, Pollini and the older Michelangeli, just to mention a few! Regards, Geert Dehoux, pianist. Belgium.</p> <p>shubus The color Gilels gives to this piece are astonishing to say the least. We are very fortunate to have this recording.</p> <p>natali buskova i love this musik</p> <p>russianultraviolet Эта музыка как будто выходит из сна.</p> <p>lucamadeus heavenly performance</p>

Name of the Display of Information Pattern	Carousel
What	

Example	
Where and When to use	<ul style="list-style-type: none"> - product page par...circular fashion
Anti Patterns	<ul style="list-style-type: none"> • Using too many carousels on a single page or application • Auto-rotating carousels • Using carousels to display items that are not relevant to the user • Using carousels to display items that are not organized in a logical or meaningful way
Apply for the given scenario	

Name of the Display of Information Pattern	Grid
What	
Example	
Where and When to use	
Anti Patterns	<ul style="list-style-type: none"> • Displaying a very large number of items

	<ul style="list-style-type: none"> • Displaying items that are not relevant to the user • Displaying items that are not organized in a logical or meaningful way
Apply for the given scenario	

Name of the Display of Information Pattern	Film Strip
What	
Example	
Where and When to use	<ul style="list-style-type: none"> – series of episodes – linear fashion
Anti Patterns	<ul style="list-style-type: none"> • Hidden film strips • Non-linear film strips • Using film strips to display items that are not relevant to the user • Using film strips to display items that are not organized in a logical or meaningful way
Apply for the given scenario	

Name of the Display of Information Pattern	Slideshow
What	
Example	

Where and When to use	
Anti Patterns	<ul style="list-style-type: none"> • Displaying too much content on each slide • Displaying too much text on each slide • Displaying slides that are not organized in a logical or meaningful way
Apply for the given scenario	

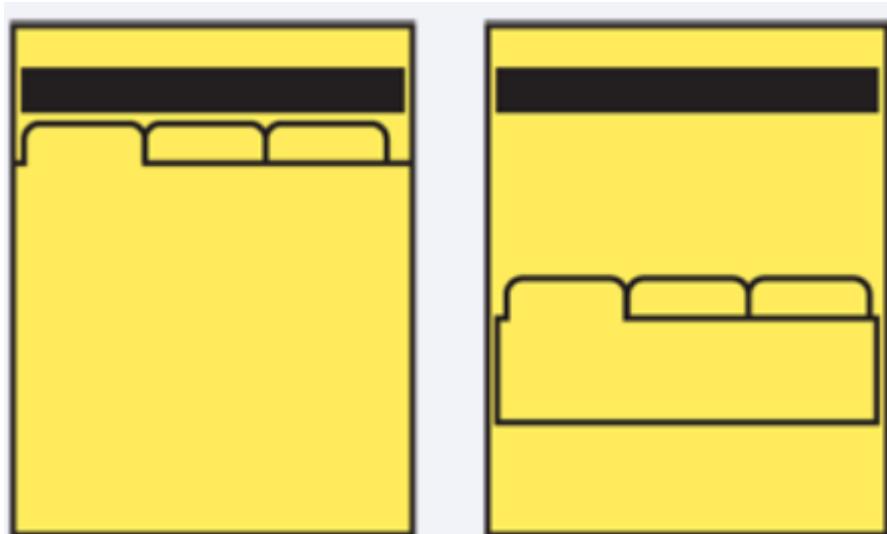
Name of the Display of Information Pattern	Infinite Area
What	
Example	
Where and When to use	
Anti Patterns	
Apply for the given scenario	

Name of the Display of Information Pattern	Select List
What	
Example	
Where and When to use	
Anti Patterns	
Apply for the given scenario	

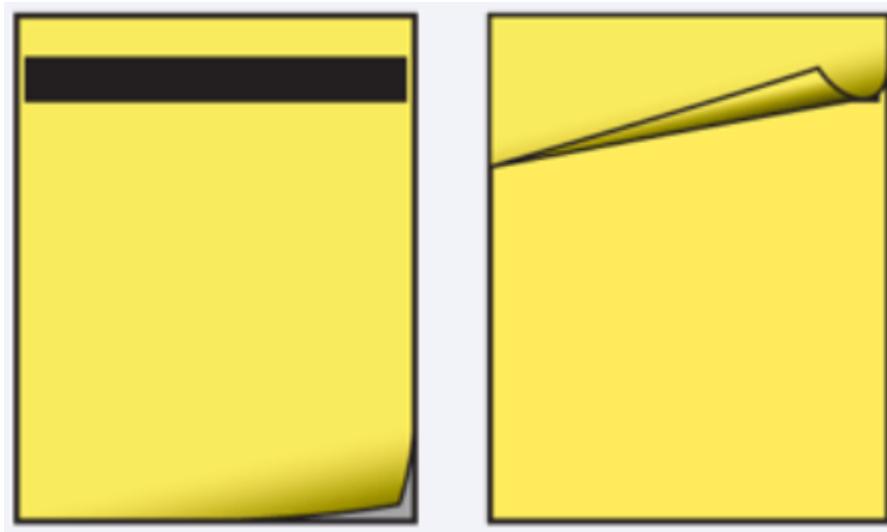
3. Patterns for Lateral Access to design mobile UI

- i. Tabs**
 - ii. Peel Away**
 - iii. Simulated 3D Effects**
 - iv. Pagination**
 - v. Location Within**
- a. Discussion
 - b. Example

Tabs: Tabs are a common pattern for providing lateral access to content. They are typically displayed horizontally at the top or bottom of the screen, and allow users to navigate between different sections or categories of content by tapping on the tab.



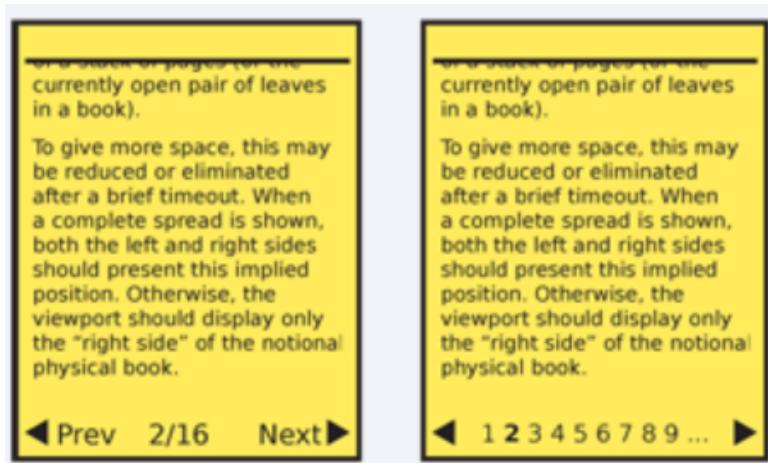
Peel Away: The peel away pattern involves a layered interface, where users can "peel back" layers of content by swiping or dragging. This can be used to reveal additional content or options within the UI.



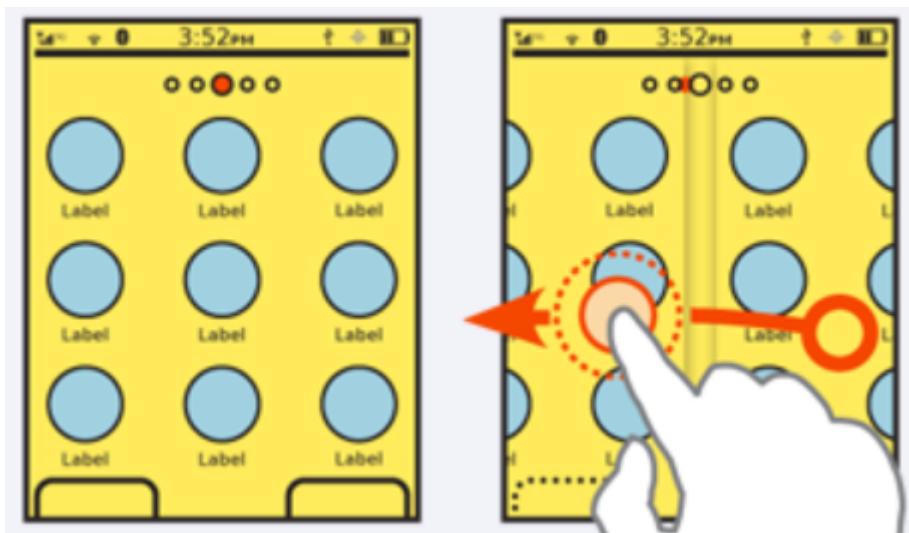
Simulated 3D Effects: Some mobile UIs use simulated 3D effects, such as parallax scrolling or depth of field, to create a sense of depth and movement. These effects can be used to reveal additional content or options within the UI as the user scrolls or interacts with the interface.



Pagination: Pagination is a pattern that involves dividing content into discrete pages or sections, and allowing users to navigate between them using arrows or page numbers. This can be useful for organizing and presenting a large amount of content in a mobile UI.



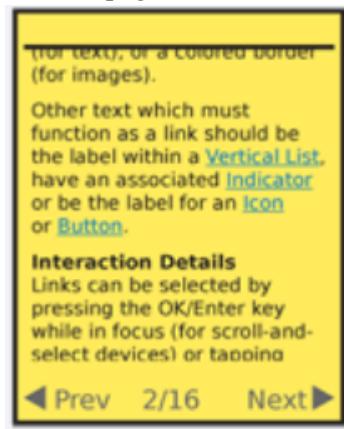
Location Within: The location within pattern involves displaying a visual representation of the user's current location within a larger structure, such as a hierarchy of content or a multi-page document. This can help users understand their current position within the UI and navigate to other sections more easily.



4. Patterns for Drilldown to design mobile UI

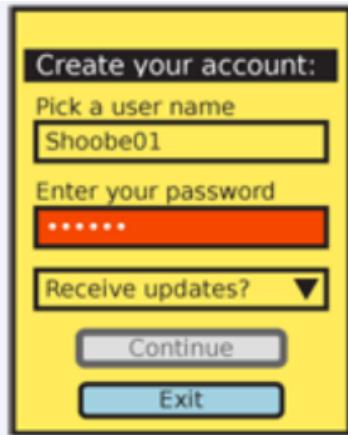
Link:

A link is a type of UI element that is used to navigate to a different page or screen when clicked or tapped. Links can be used as part of a drilldown pattern to allow the user to navigate to a more detailed page or screen when clicked or tapped.



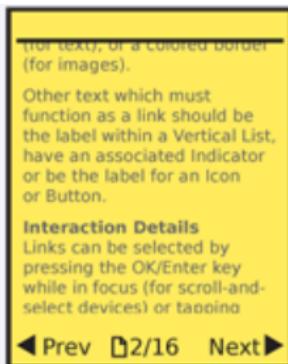
Button:

A button is a type of UI element that is used to trigger an action when clicked or tapped. Buttons can be used as part of a drilldown pattern to allow the user to access more detailed information or to perform an action when clicked or tapped.



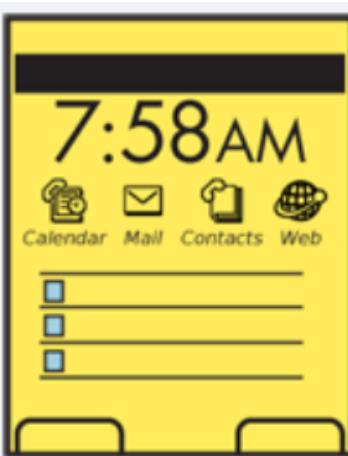
Indicator:

An indicator is a type of UI element that is used to show the user the current status or state of an item or process. Indicators can be used as part of a drilldown pattern to show the user which items or categories are selected or active, or to show the progress of a process.



Icon:

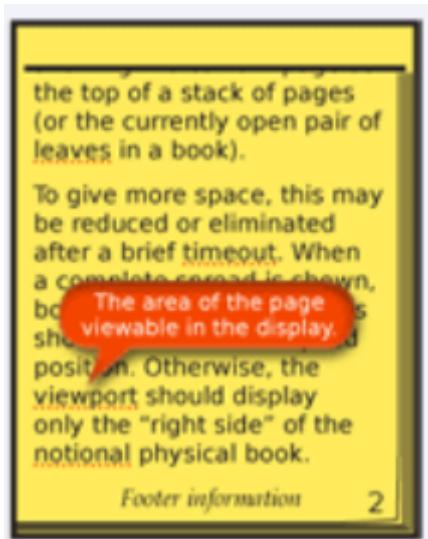
An icon is a small, graphic symbol that is used to represent an action, a feature, or a concept. Icons can be used as part of a drilldown pattern to help the user understand the purpose or meaning of each item or category.



5. Patterns for Labels and Indicators to design mobile UI

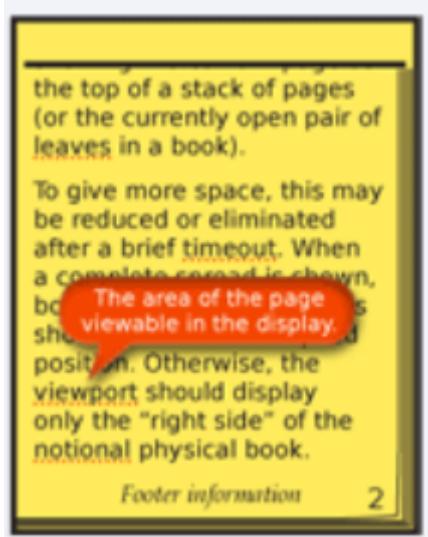
Ordered Data:

The ordered data pattern involves displaying data in a structured, organized way, such as in a list or table. This can be useful for presenting data in a way that is easy for users to understand and interact with.



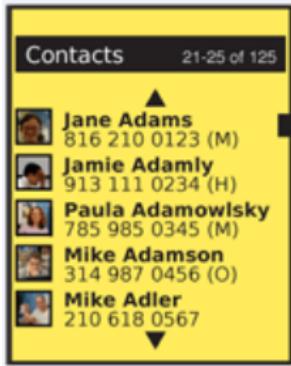
Tooltip:

A tooltip is a small pop-up window that appears when a user hovers over a specific element in the UI. It can be used to provide additional information or context about the element, such as a definition or explanation.



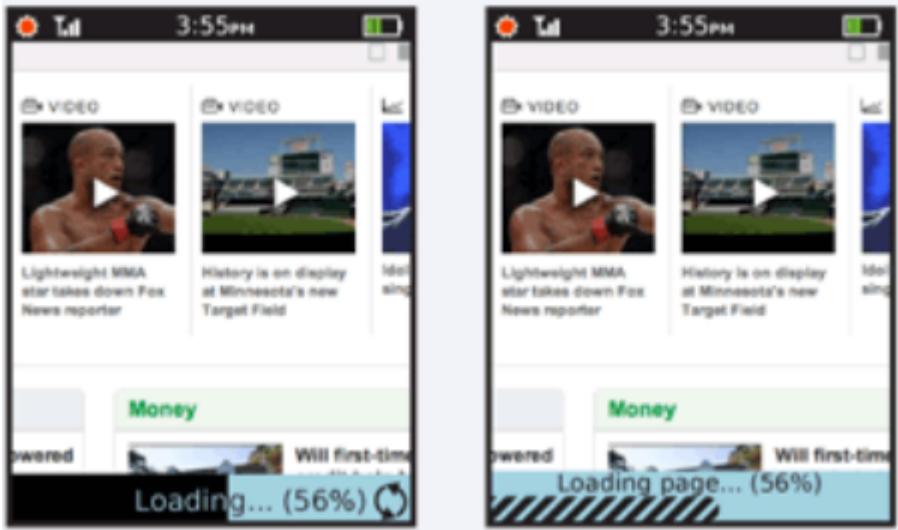
Avatar:

An avatar is a small visual representation of a user or entity, such as an image or icon. It is often used to identify or distinguish different users or entities within a UI.



Wait Indicator:

A wait indicator is a visual element that is displayed when the UI is performing a long-running operation, such as loading data or processing a request. It is used to indicate to the user that the operation is in progress and to prevent them from interacting with the UI until it is complete.



Reload:

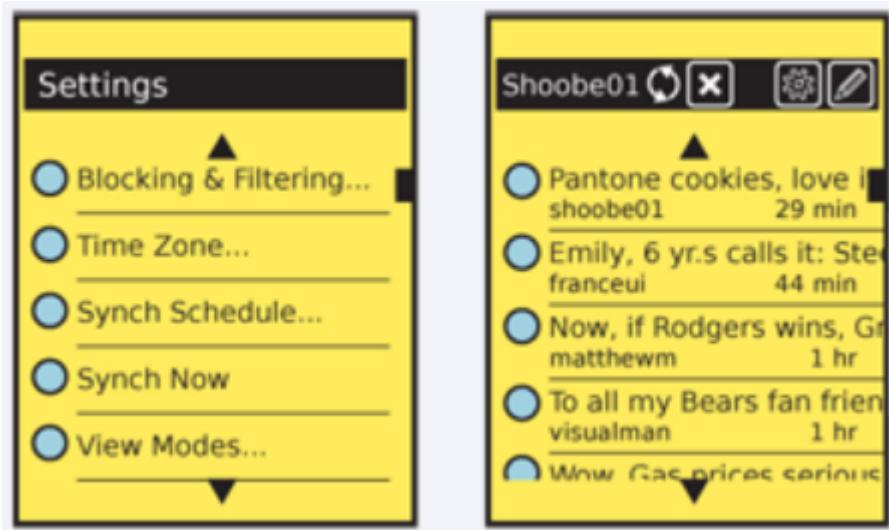
The reload pattern involves providing a way for users to refresh or reload the current content or page within the UI. This can be useful for updating the content or for troubleshooting issues.

Synch:

The synch pattern involves providing a way for users to synchronize data or content between different devices or platforms. This can be useful for keeping data up-to-date or for sharing information between devices.

Stop:

The stop pattern involves providing a way for users to stop or cancel an ongoing operation within the UI. This can be useful for allowing users to interrupt a long-running operation or for allowing them to cancel a request or action.



6. Patterns for Screen, Light, Sensor to design mobile UI

- a. Discussion
- b. Example

LED:

LED lights are small, bright lights that are often used to indicate the status of a device or to provide visual feedback to the user. For example, an LED might be used to indicate that a device is charging or to alert the user to an incoming call or notification.

Display brightness controls:

Display brightness controls are used to adjust the brightness of the screen, which can be useful in different lighting conditions. Brightness controls can be useful for conserving battery life and for improving the visibility of the screen in different lighting environments.

Orientation:

Mobile devices often include sensors that detect the orientation of the device, such as whether it is being held vertically or horizontally. The orientation of the device can be used to trigger actions or to adjust the layout of the UI elements on the screen.

Location:

Mobile devices often include GPS or other location sensors that can be used to determine the location of the device. The location of the device can be used to trigger actions or to provide location-based information or services to the user.

7. Patterns for Confirmation

Confirmation

When a decision point is reached within a process where the user must confirm an action, or choose between a small number of disparate (and usually exclusive) choices.

Sign On

This pattern is used to confirm that only authorized individuals have access to a device, site, service, or application on the device. Theory and principles of privacy and security will only be alluded to, and are not discussed. Please find appropriate references for these.

Exit Guard

This pattern is used when exiting a screen, process, or application could cause a catastrophic loss of data, or a break in the session.

Cancel Protection

This pattern is used when entered data or subsidiary processes would be time-consuming, difficult, or frustrating to reproduce if lost due to accidental user-selected destruction.



Timeout

High-security systems or those which are publicly accessed and are likely to be heavily shared (such as kiosks) must have a timer to exit the session and/or lock the system after a period of inactivity.

