

UXPin

# Web UI Design Patterns 2016

Volume 1

User Input, Controls, and Navigation



# **Web UI Design Patterns 2016**

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**User Input, Controls, and Navigation**

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Co-founder and head of product, Kamil previously worked as a UX/UI Designer at Grupa Nokaut. He studied software engineering in university, but design and psychology have always been his greatest passions.

[Follow me on Twitter @ziebak](#)

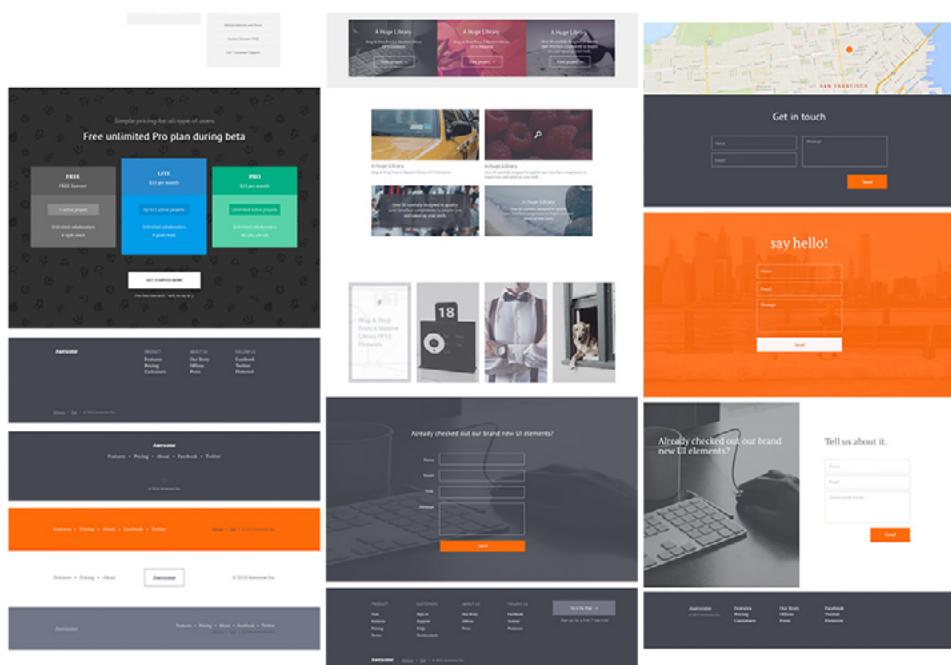


With a passion for writing and an interest in everything anything related to design or technology, Matt Ellis found freelance writing best suited his skills and allowed him to be paid for his curiosity. Having worked with various design and tech companies in the past, he feels quite at home at UXPin as the go-to writer, researcher, and editor. When he's not writing, Matt loves to travel, another byproduct of curiosity.

# Designing Great UX With UI Patterns

Any discussion of UI design will eventually return to UI patterns.

As described in the free e-book [\*Web Design for the Human Eye\*](#), UI patterns originate as solutions to common usability problems, and their effectiveness correlates directly with their popularity and adoption. That means the more a certain pattern is used, the more powerful it becomes... which means more sites will start using it.



*Photo credit: Free Web UI Kit*

In this piece, we'll dive into the anatomy of UI patterns and how to select them as shortcuts to meeting user expectations. We hope you'll see UI patterns as not just reusable design best practices, but also as a foundation for you to mold the overall UX.

## Pattern Recognition: A Useful Shortcut

*Usability is about people and how they understand and use things, not about technology.*

Steve Krug, *Don't Make Me Think*

Pattern recognition is a cognitive process during which we look at a stimulus, and try to match it with what we already know.

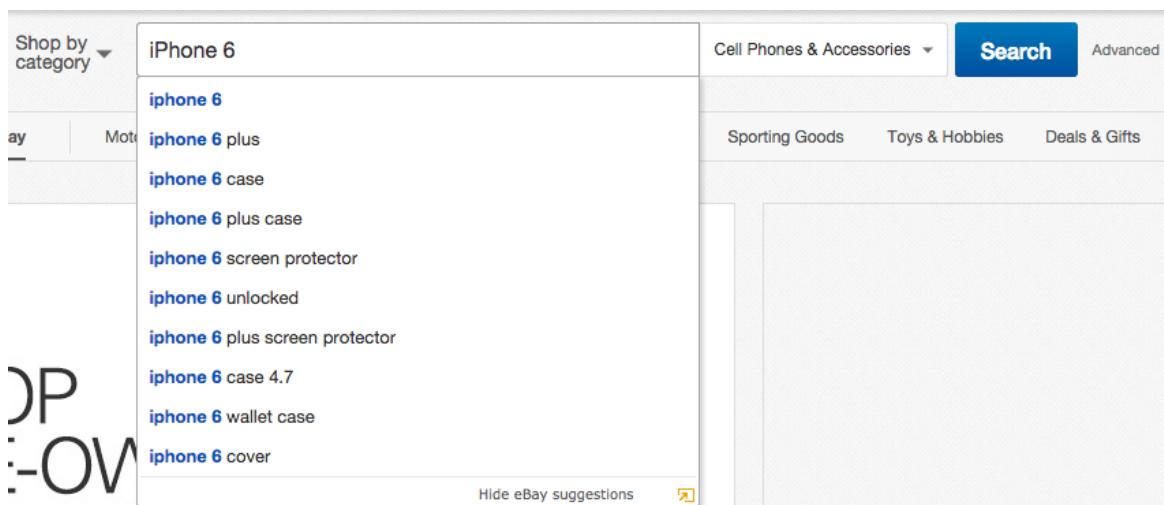


*Photo credit: Vinoth Chandar. Creative Commons.*

It's a form of **heuristic**, or shortcut that we use to solve a problem. Heuristics make up what Gerd Gigerenzer first called the “**adaptive toolbox**” – a set of rules that we use to make decisions in situations that are limited in time, resources, or information.

If a situation is new to us, we'll reach into our adaptive toolbox to see if we've encountered anything similar before.

We learn various patterns through interacting with the web, both as users and as designers. So when we interact with the web, we attempt to match what we see with what we know already – if we're after a specific item in a store, for example, previous experience tells us that we can (and should) be able to search for it in a very specific way.



*Photo credit: [Ebay](#)*

This recognition and learning allows us to navigate the web quickly and efficiently using heuristics, instead of thinking through an interaction from scratch every single time. We look for patterns of interaction that, in the past, have led to success by minimizing time and maximizing reward. If we don't find these patterns, we will often look for another page that will offer us that familiarity and expediency.

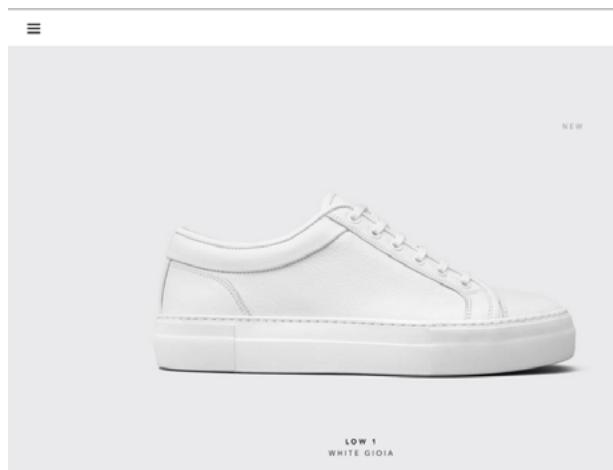
These shortcuts do sometimes lead us astray, but more often than not, they work. Interaction designers need to be intimately familiar with these patterns and expectations.

## Examples of Common User Interface Patterns

Design patterns are a way of documenting a common solution to a design problem.

There are many excellent pattern libraries out there – [UI Patterns](#), [Yahoo's Pattern Library](#), and [PatternTap](#) to name but a few fantastic resources – but here are a few examples of common design and user interface patterns, and the problems they solve:

- **The hamburger menu:** It's [controversial](#) these days and people are now questioning whether this is actually a design pattern, or [just bad design](#). Regardless, it's ubiquitous, and allows for more space on mobile devices.



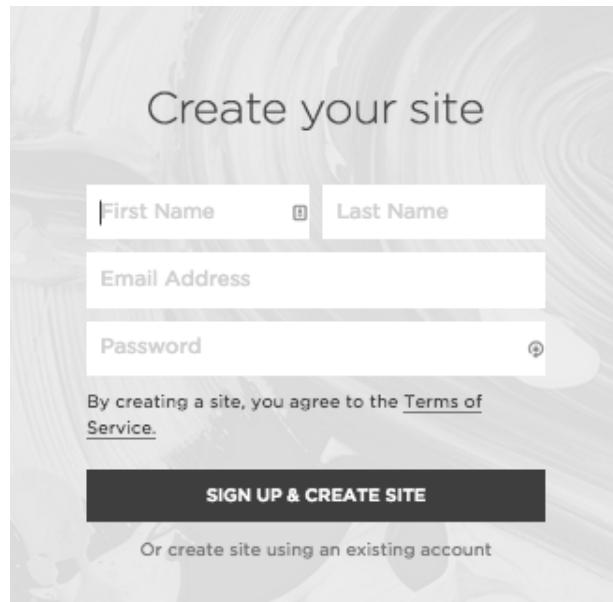
*Photo credit: ETQ Studios*

- **Breadcrumbs:** A way of allowing your users to feel safe and well-oriented when navigating a hierarchical site.



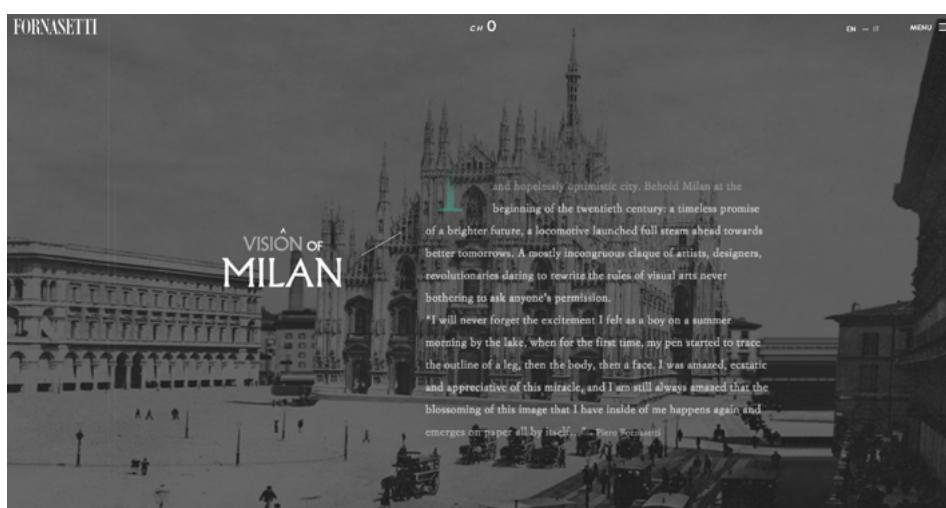
*Photo credit: Newegg*

- **Account registration:** A way of gathering information from the user in order to offer them something in return; the opportunity to buy, for example. Patterns might range from a shortened form to a social sign-in.



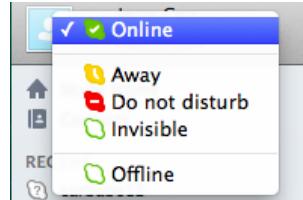
*Photo credit: Squarespace*

- **Continuous scroll:** A way of consuming a large amount of content that may not be displayed on a single page right away. Perfect for visual storytelling.



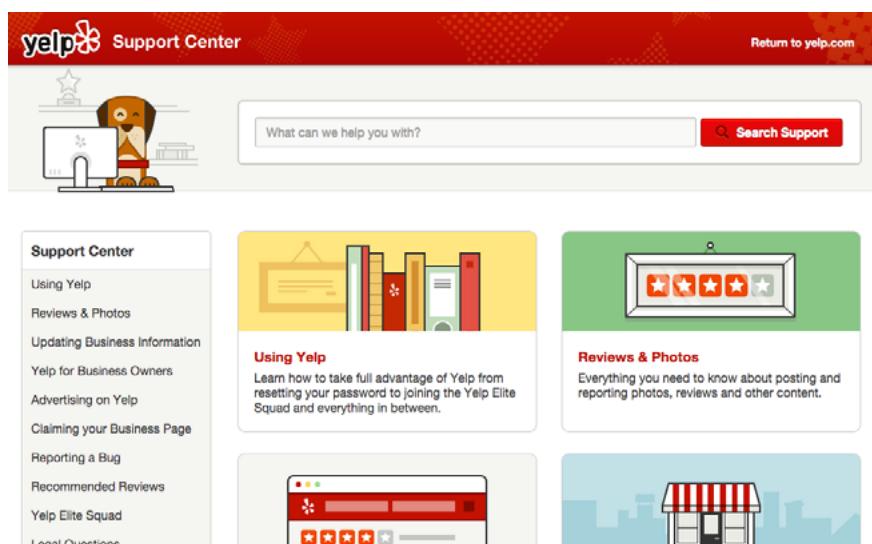
*Photo credit: Fornasetti*

- **Availability** (e.g., Skype): Know quickly if someone is available, unavailable, or away with a traffic light system.



*Photo credit: [Skype](#)*

- **The FAQ:** Offers the users an easy-to-find space to get answers to common questions.

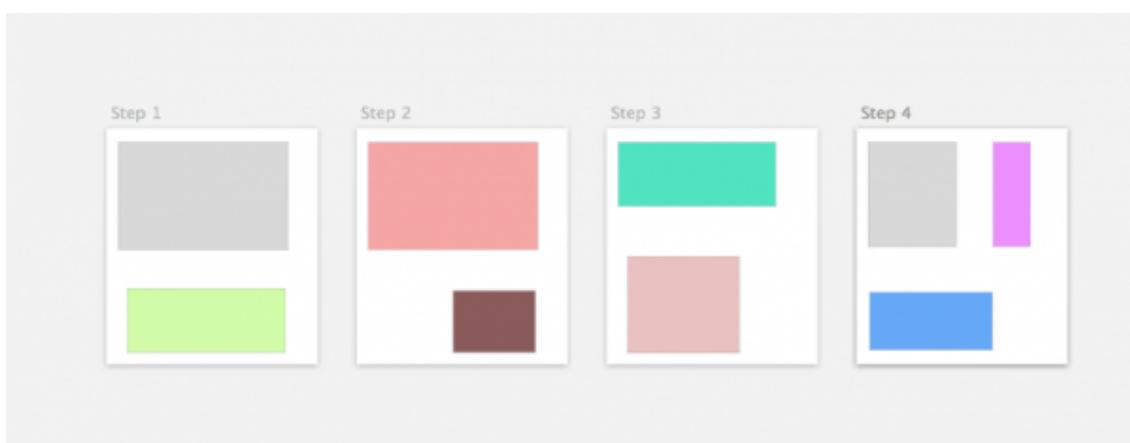


*Photo credit: [Yelp](#)*

## Top-down vs. Bottom-up UX Design Approach

This is where we can start thinking about neurodesign: using these neuroscience basics to make our jobs easier (or more complicated, depending on how you see it). We also must remember that users perceive the web differently from those who create it.

When we build for the web, we use design patterns along the way as we discover various design problems. We often make this journey from the bottom up: we start with the problem before us and its various elements, and then attempt to create a cohesive experience. As we break an interface into its atomic components, we immerse ourselves in sub-problems, [goals](#), [tasks](#), and information architectures and flows.

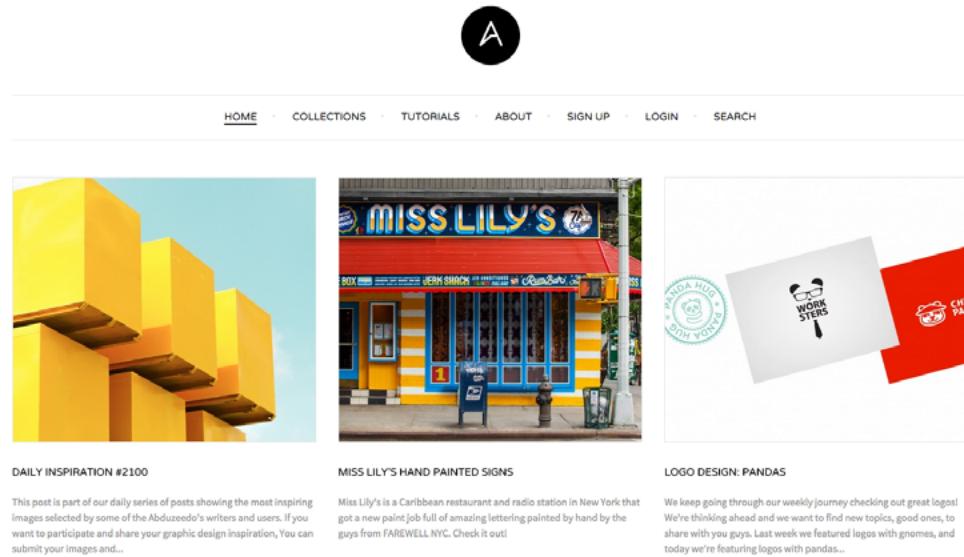


*Photo credit: Narek Khachatryan.*

This is why, after a while, we become oblivious to problems with our design – we cannot see it as a whole.

However, users don't interact with an interface this way. They do so from the top down.

Users don't see the parts but their sum, and use prior knowledge of rules to guide their interactions. They look for patterns in what we've built that match up to past experience with similar products or sites (known as [external consistency](#)), to help them navigate much faster. This method of processing is fast, but sometimes wrong – especially if the interface has somehow deviated from the status quo.



*Photo credit: [Abduzeedo](#)*

Therefore, we should ensure that the site interface is consistent with user expectations and with itself. For example, if you choose a [cards UI pattern](#), most users know how to navigate the content due to the pattern's popularity. To prevent confusion, you must also implement the pattern consistently throughout your site.

It's our job to guide the user, to make this processing as easy and as satisfying as possible, and to make sure that they recognize just enough patterns in our interfaces to feel comfortable. External consistency (similarity to competitors or other sites) isn't always necessary, but internal consistency - consistency within the product - is [paramount](#).

You'll build user confidence, trust, and safety.

## The Risk of Breaking Patterns

In our desire to innovate, we want to develop new and novel ways of doing things. Our attempts, however, can also alienate users.

For example, in a [previous post](#) for UXPin, we mentioned the design of Ello, a social network which aimed to be minimal and innovative, but broke with far too many patterns.



*Photo credit: [Cloudfront](#)*

For example, a button should look clickable. If they don't, there had better be an excellent reason (and a way for users to learn it). Every time we break a pattern, we want to be sure that we're asking ourselves a few difficult questions:

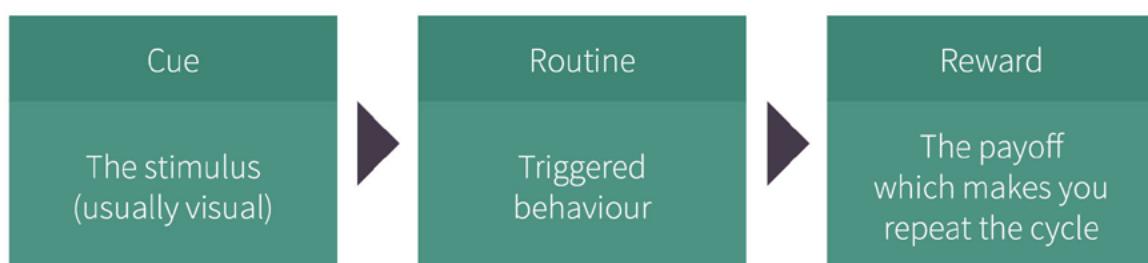
- Why are we breaking that pattern?
- Have we created a new one – and is it better?
- Will our users be able (and willing) to learn that new pattern, and quickly?

Those aren't easy questions to answer, so think hard before choosing to break from a well-established pattern – is it worth it?

## Breaking Patterns for Delight

Of course, we shouldn't abandon all innovation and just stick with what we know – design patterns aren't the be-all and end-all. They're simply a baseline for layering your own creativity. People are capable of learning and recognizing new patterns, particularly when those patterns result in rewards.

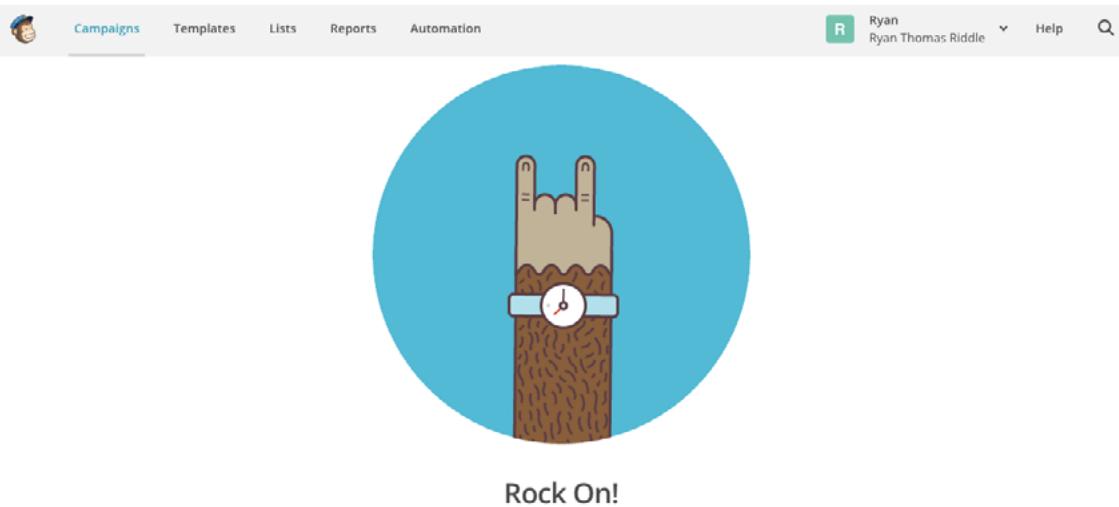
For example, consider the dopamine reward system we just discussed. We mentioned that if a user expects a reward and gets one, this meets expectations. If they expect a reward and *don't* get one, this breeds dissatisfaction.



*Photo credit: Interaction Design Best Practices*

However, what if they don't expect a reward? Even better, what if they don't expect a reward, but we give them one?

Yes, we break from a pattern, but we can do so in a place where the user doesn't necessarily expect it, and we can win them over. We can strengthen new patterns by rewarding when users don't expect it, therefore reinforcing that new method of interaction. This **moment of delight** is, in our opinion, the key to innovation and a successful break from pattern and status quo.



*Photo credit: [MailChimp](#)*

Of course, it's difficult to find these situations, these opportunities to delight a user when they don't expect it – after all, how are we expected to know when users will be particularly pleased by something if they don't even know it yet? This is where testing comes in.

## The Power of Prototyping for Testing Patterns

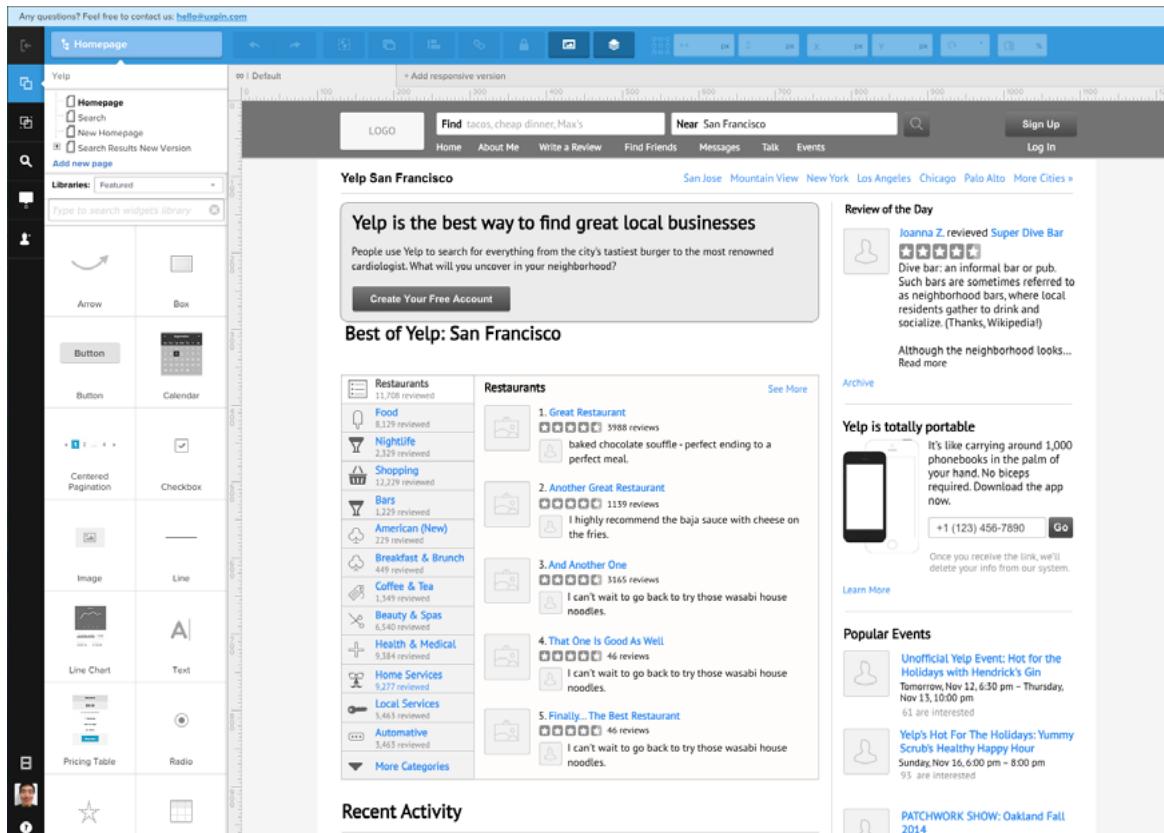
*Design “considerations” beat design patterns. Test and decide, don’t just copy things like the hamburger icon.*

Jeffrey Zeldman,  
[in reference to the hamburger.](#)

The only way we can find which patterns to break and when is to try, to experiment and see the results.

These experiments come in the form of thoughtful, well-conceived user tests. We need to be aware of the pattern we're trying to break

and how the user perceives it, why we're trying to break it, and how. With a prototype, we can tightly control and test the pattern itself, even if the user isn't aware of that control.



For example, in [UXPin](#), we can create a rapid prototype with the existing UI libraries. We can then validate the effectiveness of those patterns (and the overall design functionality) by starting a remote usability testing session. Write down the core tasks, invite users, then start experiencing the moment of truth.

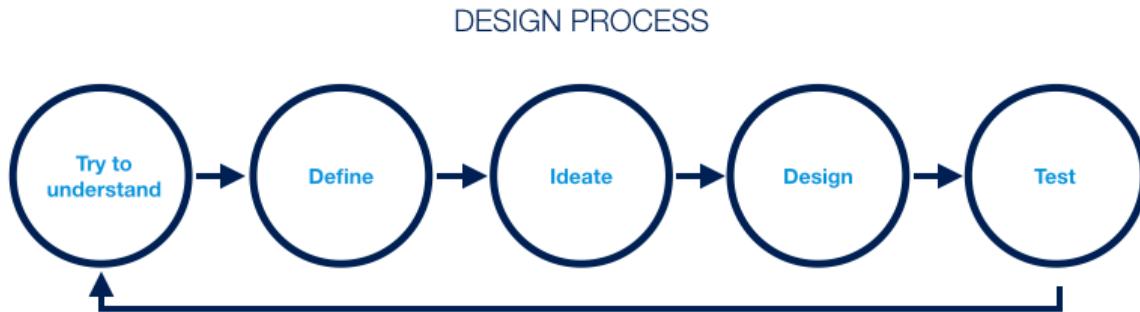
The reason that prototyping (and testing in general) is so useful is because often, people can't articulate what they need. User testing allows them to show us instead. Users behave normally, while we observe and listen to their reactions.

Here's a sample process for improving upon existing patterns:

- **Identify the design problems** – As design thinking dictates, research your users (ethnography, interviews, surveys, to name a few) to uncover the main pain points.
- **Study existing design patterns** – Once you know the problems to solve, explore sites or apps with patterns that target the same user issues.
- **Prototype your design** – Start with existing patterns as a baseline, and work from them, or change them completely. Whatever you're doing, ensure that your assumptions at the start are clear. Create a low fidelity prototype and feel free to add some creative nuances.
- **Test your design with at least 5 users** – Choose whatever [methods](#) make the most sense based on time and budget. Steve Krug's [Rocket Surgery Made Easy](#) provides an excellent starting point. In a pinch, [hallway usability tests](#) involving a couple coworkers is always better than nothing.
- **Learn from the results and iterate** – Since you started in low fidelity, incorporate your learnings as you increase fidelity. If it serves the users, feel free to add elements of delight to make the patterns more interesting. Continue testing and iterating until the design is finalized.

There's no need to try too hard – where the user expects a reward, we should give them one (or at least offer an excellent reason for not

doing so). However, we can certainly explore opportunities to break from pattern and create new **delightful methods of interaction**.



*Photo credit: UXPin*

When it comes to improving old patterns; study the underlying problem and ask why the pattern is so useful. As Jeffrey Zeldman says above, consideration beats pattern. Previously-successful design patterns, applied without consideration, will only harm your product.

There's a quote by Henry Ford, likely overused to the point of cliche, but it's true: "If I'd asked my customers what they wanted, they'd have said a faster horse."

When it comes to interaction design, we can and should follow patterns in a considered way. It's perfectly fine and often preferred – for a variety of good reasons. After all, we have accepted it as a pattern for a reason.

But when we make no effort to innovate and stick only to patterns, we're just building the faster horse.

## Different Levels of UI Patterns

Anders Toxboe, founder of the exhaustively thorough [UI Patterns.com](#), explains that patterns can be [used on different levels, in different ways](#). Extending beyond the classifications based on *what they do*, patterns can be further classified by *how they're used*. For example, some patterns are flexible and change depending on the type of site, while others are stagnant no matter where they appear.

We'll describe these patterns based on Toxboe's [UI Pattern Pyramid](#) (perhaps the best analogy for understanding patterns).

### 1. Design Consistency

Patterns of consistency are created for a more logical experience across your site.

For example, while you might get a bit creative with how you design a photo carousel on your site, consistency patterns ensure that the 3 dots are always centered on the middle image. If the position were to change from page to page, friction increases because users need to relearn the interface.



*Photo credit: [OWL Carousel](#)*

It's worth noting that there is some room for customization – the location of the dots varies, sometimes outside the pictures, sometimes superimposed over them. The key is to pick a style and stick with it.

As we described in the free e-book *Consistency in UI Design*, you first want to design the UI pattern in a way that feels familiar to users based on their existing knowledge (external consistency). When it comes time to then build those patterns on your site, you want to make sure the patterns are internally consistent as well.

## Patterns

Design and mark-up patterns unique to this site.

### Pagination

Used to navigate between pages of search results.

[Previous](#) [1](#) [2](#) [3](#) [4](#) [Next](#)

### Notification Message

Used to highlight a particular message or action.

I'm running the Brighton Marathon on Sunday, April 15th 2012

By doing so, I hope to raise £500 for Action for Children. Sponsorship will not only motivate me on the big day, but help thousands of children across the UK reach their full potential.

[Sponsor my run on Just Giving >](#)

*Photo credit: Paul Robert Lloyd*

It's hard to track how to balance personalization with consistency, so we recommend creating a [front-end style guide](#). This is a global, quick-reference guide so all team members know the guidelines for each pattern. In the [style guide for his website](#), Paul Robert Lloyd (above) lists all the patterns choices unique to his site. For more examples of style guides, check out the free pocket guide [An Overview of Style Guides for Modern Designers](#).

## 2. Design Strategy

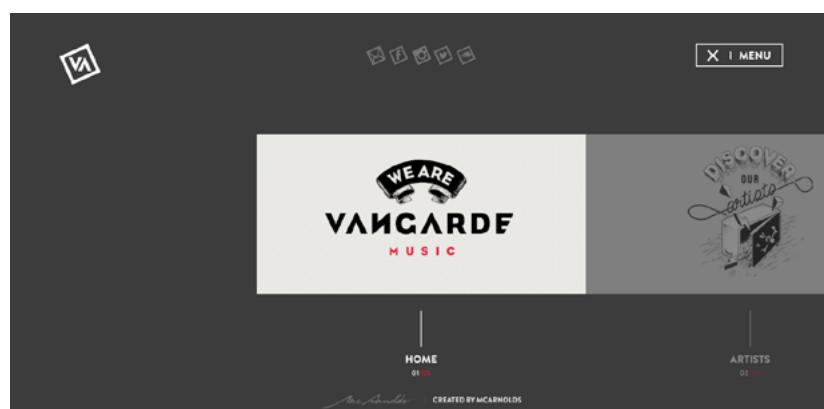
Consistency patterns are purely tactical, while strategic patterns are where you make the most important decisions.

As [Toxboe suggests](#), these strategic patterns (which he refers to as “patterns of flow) help users flow through your site. For example, both the sidebar and controversial hamburger menu are patterns of flow – they are both different ways of helping users navigate through a site.

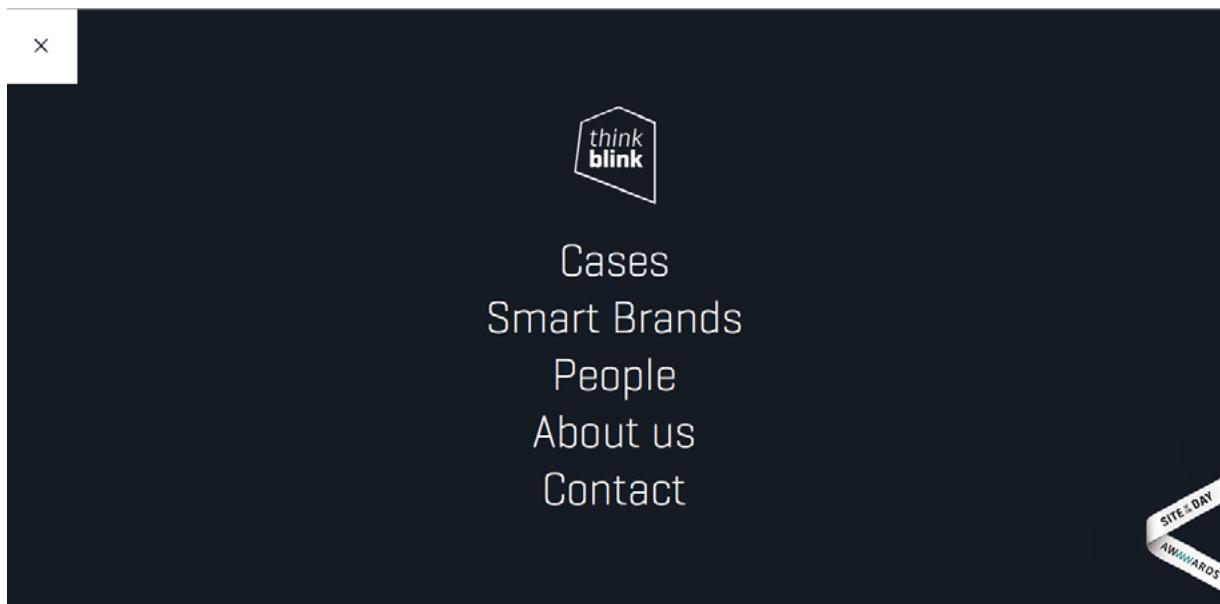
Aside from choosing between different strategic patterns, you can also execute each pattern in different ways.

Let's take, for example, the [controversial](#) hamburger icon. Love it or hate it, the fact is that it's a popular pattern today. It's also fairly versatile. Let's compare the different treatments on the award-winning sites [Vangarde Music](#) and [ThinkBlink](#).

Once you click the menu on both sites, the differences are quite apparent.



*Photo credit: [Vangarde Music](#)*



*Photo credit: [ThinkBlink](#)*

As before, Vangarde chooses a more stylistic, flashy approach, opening an unconventional side-scrolling menu with grab-and-scroll functionality, and featuring more of its artistic flair, at the cost of presenting all menu options at once. ThinkBlink keeps it simpler, opening up a standard, five-item menu of text-only labels, set against a monochrome background. Navigation is more traditional on ThinkBlink (which makes sense for an audience of potential clients), and more unconventional for Vangarde (which might suit their artistic audience).

However, both sites keep the essentials the same. The look of the icon – a signifier – is nearly identical, and once clicked the icon turns to a X for cancelling on both sites. The heart of the flow pattern is the same, but sites are able to customize the look or interactivity to suit their users.

### 3. Design Context

Last are patterns only applicable to specific types of sites. These are appropriate only for certain situations, and so fit the narrow margin at the top of the pyramid. Further, while they're application is very precise, their functions tend to be broad – think of the pattern for step-by-step checkout, which is only applicable to ecommerce sites, but is open to a broad range of variations.

For this reason, context patterns are often chosen early in the design process since it's immediately obvious that ecommerce sites need a checkout pattern and portfolio sites need a gallery pattern.



*Photo credit: Amazon*

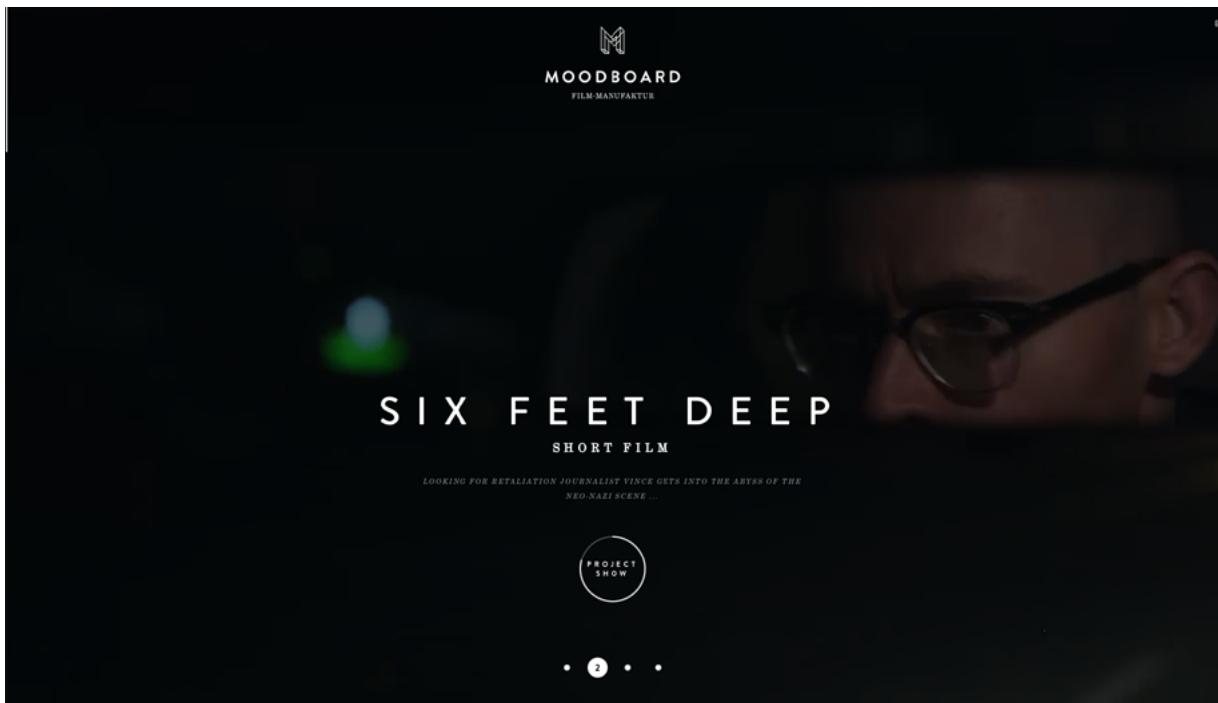
Amazon did not invent the step-by-step checkout process, but they utilize it because it's practical. The pattern breaks up the otherwise complicated checkout process into individual steps, so as not to overwhelm the shopper and scare them off at the crucial moment. As a pattern, the step-by-step checkout is used often... however only with ecommerce sites. Free-to-use sites like Facebook or Google have no use for such a pattern.

### 4. Putting It All Together

[Toxboe's Pattern Pyramid](#) was not simply a creative choice. It realistically reflects the pattern selection process.

You start at the top, selecting only a few contextual patterns depending on your site. These often shape the layout and/or information architecture.

For example, if you're building a portfolio site, you know you'll need a page for samples of your work, which will affect the navigation of the entire site. That's why these are selected early on, generally in the wireframing phase (you can learn more about making structural design decisions in our free [Guide to Wireframing](#)).



*Photo credit: Dunckelfeld via [awwwards](#)*

You then move to the middle phase, where you choose more patterns that you personalize to help users move through your site. For example, if you're building an agency portfolio site, do you select a [cards-based design pattern](#) or an animated slider? The bulk of design work usually focuses on wireframing, prototyping, and then testing decisions made during this middle stage of UI design.

**25AH is a multidisciplinary brand and design agency.**

We work with branding across all platforms, from identity and packaging to magazines and creative digital solutions.

*Photo credit: AH via [awwwards](#)*

Last are the consistency patterns. These are the most granular, but also the easiest to incorporate, since there's little room for variation. If you dictate that each card on the portfolio site is 400×400 pixels, then you need to build every card to that spec. You can specify these patterns during later stages of design, whether as the result of usability testing insights, or as you start increasing fidelity.

## Conclusion

By taking advantage of generally understood knowledge, patterns save your users time in learning new interface systems, while also solving any number of problems for you at the designing end.

In fact, patterns are just creative design solutions that were so effective, more and more sites started using them until they became commonplace. That's what makes patterns such a valuable design tool... as long as you know enough about them to choose the right one for the right job.

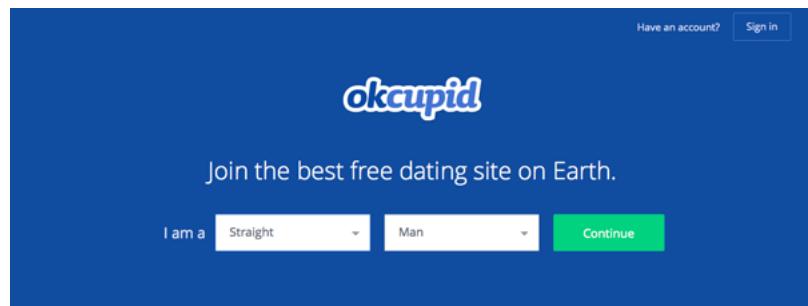
Now, let's get started by exploring the best patterns for web design.

# Collecting Input

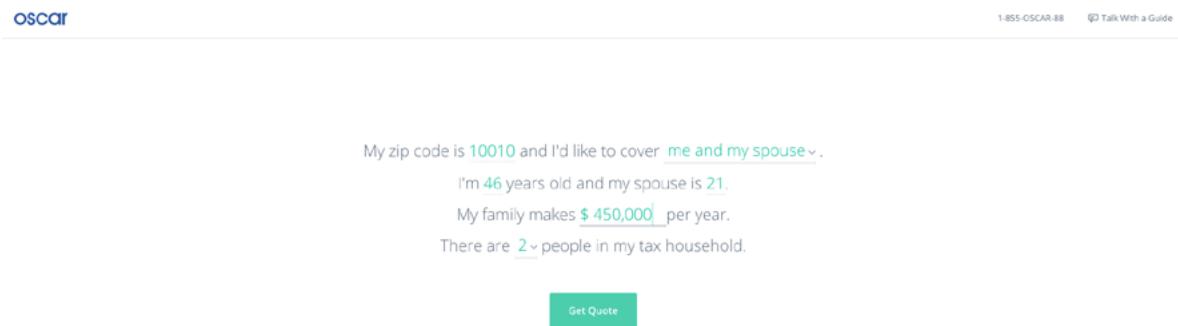
Mad Libs Forms	32
Input Hints	34
Forgiving Formats	37
Undo	39
Default Values & Autocomplete	42
Inline Validation	45
Contact Forms	49
Keyboard Shortcuts	52
Expandable Inputs	55
Natural Language Inputs	58
Immediate Immersion (Lazy Signups)	61
Social Login	63
Stepped Forms (Wizards)	66
Completeness Meters (Progress Bar)	70

## Mad Libs Forms

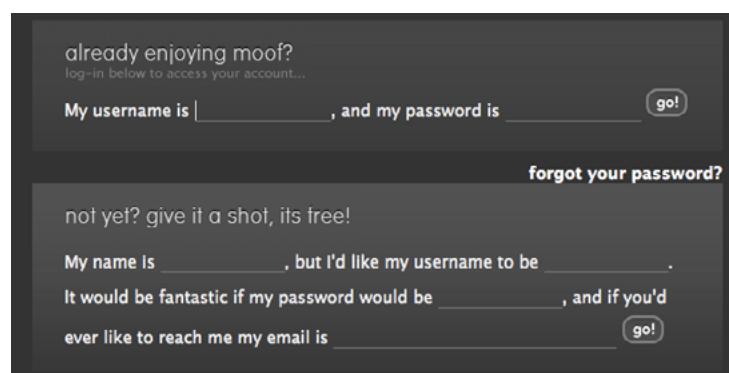
### OKCupid



### Oscar



### Moof



## 1. Problem

Entry fields are too vague or too mundane.

## 2. Solution

A fill-in-the-blank format provides context to the information, and lightens the mood. This format adjusts to natural thought processes, rather than appearing like a data-collection machine. Mad libs are more relaxed and explain the function clearly to avoid confusion, especially compared to single-word descriptions of other form fields. On top of that, they also provide the opportunity to showcase your site's personality. Studies even suggest this pattern can lead to [an increase in conversions](#).

The [OKCupid](#) example above demonstrates the subtle but effective advantage. Simply having the boxes with orientation and gender would be enough, however it would require a moment to figure out. The Mad Libs format circumvents that moment, and reinforces user involvement with a personal touch, just by adding a simple “I am a... ”

## 3. Tips

- Underlining the input field is more natural and informal than a form box, reminiscent of mad libs and other games.
- Phrase as a first person narrative, or as the user's command to the system.
- While this pattern adds life to standard data entry like sign-ups, it can have the opposite effect with too much information. If you need more than a few sentences, a more traditional form field strategy would be faster.

## Input Hints

### Tumblr



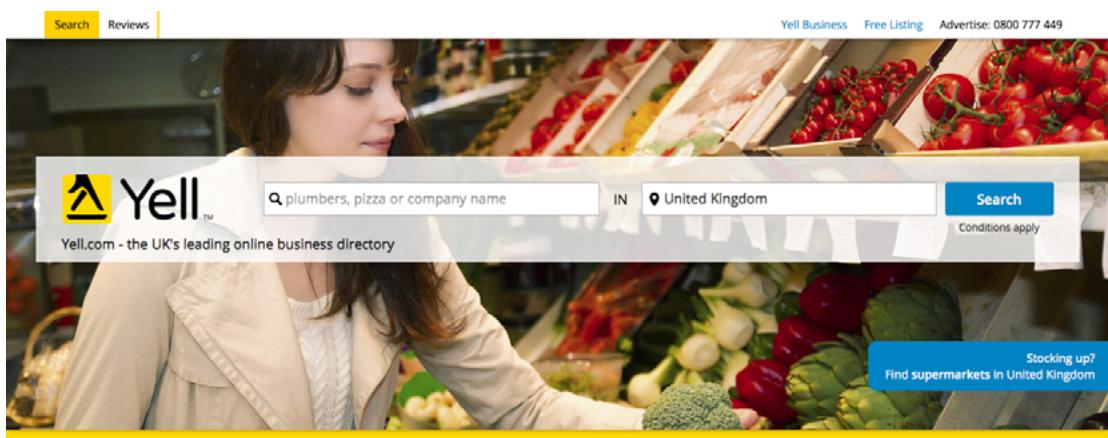
### Yelp



### The Weather Channel



### Yell



## 1. Problem

Entry fields are confusing, with users often entering incorrect information.

## 2. Solution

The easiest ways to clarify what to type in a form field are examples or hints, usually defaulted directly in the field (oftentimes grayed out). This pattern is almost always preferred to form field labels, and avoids cluttering up the screen. Plus, it goes hand-and-hand with the mad libs pattern above.

HTML5 makes it easy to include text that as a placeholder inside the input field. Alternatively, the hints can appear as a popover while hovering.

As shown above, [The Weather Channel](#) automatically determines your location through geotracking and uses that as the home page – but the site also allows searching. Since the magnifying glass icon is a bit vague in this context (could mean search either locations or the site content), the site provides a hint, even including the three types of data it accepts.

## 3. Tips

- If you can, use resources like geotracking or user research to fill in the most likely answers (like [Yell](#) does above).
- If a field accepts more than one variation, give multiple or alternating examples. [Yelp](#)'s hint (“tacos, cheap dinner, Max's”)

shows that type of food, price, and specific restaurants are all searchable.

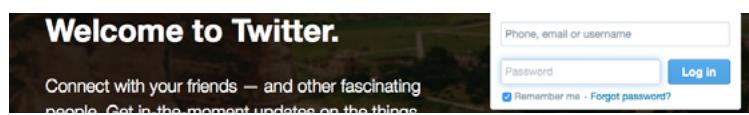
- Make the input hint disappear once the user clicks into the search field.
- Limit your hint to just a few words, otherwise you actually increase the [cognitive load](#).

## Forgiving Formats

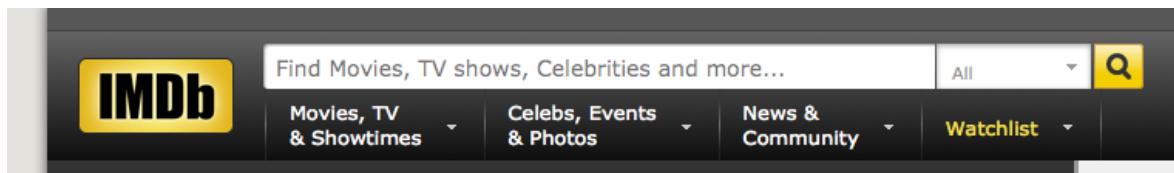
### Airbnb

The screenshot shows a horizontal search bar with the following elements from left to right: a text input field containing "Where do you want to go?", a date range selector with "Check In → Check Out", a dropdown for "1 Guest", and a large red rectangular button with the word "Search" in white.

### Twitter



### IMDb



#### 1. Problem

It's unclear which format to use for a form field.

#### 2. Solution

Accept multiple formats.

Making all relevant formats acceptable puts the duty of interpreting the data on the system rather than the user, minimizing **cognitive load**. This is a huge space-saver compared to different form fields for each format, and it streamlines the UX so that the user goes to the same place in different circumstances. Forgiving formats provide users a great deal of freedom and convenience,

reducing the likelihood that [they blame themselves](#) for the system's UX shortcomings.

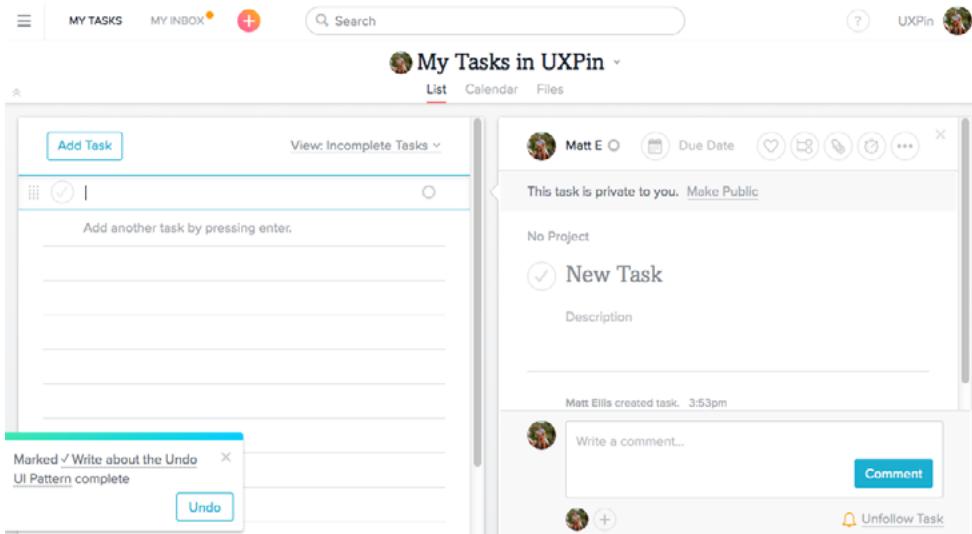
This patterns opens some doors, as well. For example, [Twitter](#) can give the users several choices for logging in (phone number, email, or username). Even if the users start typing without looking at the input hint, the likelihood of error is minimal.

### 3. Tips

- Typically, this works best with input hints pattern above, so the user knows they have options. You can bypass this step, however, if the input hints add unnecessary length. For example, [Airbnb](#) does not include input hints since writing “ZIP, Country, State, Province...” etc. would defeat the purpose.
- Works great for logins, where users can choose between their username, email, etc., depending on which is easiest for them to remember.
- A must for database sites (like [IMDb](#)), which specialize in different categories of content.
- This pattern has its limitations in the backend. Verify with your developers whether the scope of information is narrow enough for the system to handle.

## Undo

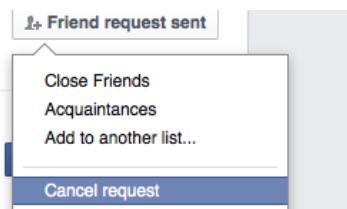
### Asana



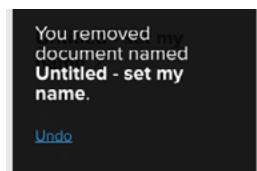
### Gmail



### Facebook



### UXPin



## 1. Problem

Mistakes derail the user's task flow, or cause them to backtrack.

## 2. Solution

Allowing your users to undo actions is a necessary precaution. The undo option creates a forgiving UI in general, which gives the user the confidence to experiment.

The option to undo is empowering to the user, as it gives them more control without hassling them with repetitive requests for confirmation. Instead of holding the user's hand and doing things for them, the undo option is a safety net while they learn to explore on their own.

Perhaps the most famous and well used example is [Gmail](#). For important actions, a small box appears explaining the situation and offering the choice to undo. If the action is justified, the user can simply ignore the window and go about their work – the window fades away after a few moments, anyway. Gmail even lets you “unsend” emails within 30 seconds.

## 3. Tips

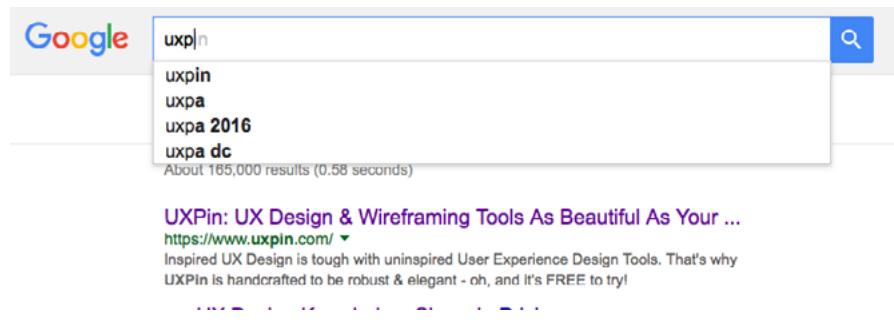
- The undo option should always be unobtrusive, usually a small pop-up window that goes away when ignored. If the undo option requires confirmation for every scenario, it can be just as distracting to the user flow as an error. The exception is actions with severe consequences that don't occur often. For example,

permanently deleting a project in [UXPin](#) requires confirmation, but moving an email to a different folder in [Gmail](#) does not.

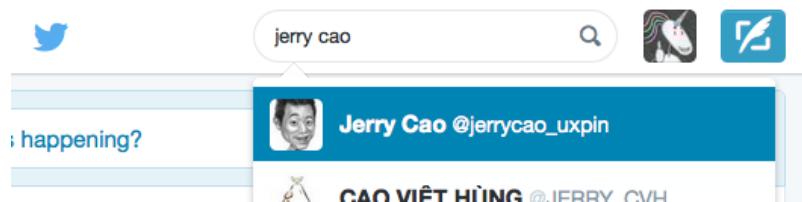
- Don't go overboard with how often this option comes up. The goal is to make the user's flow go faster, after all, so minimize distractions.

## Default Values & Autocomplete

### Google



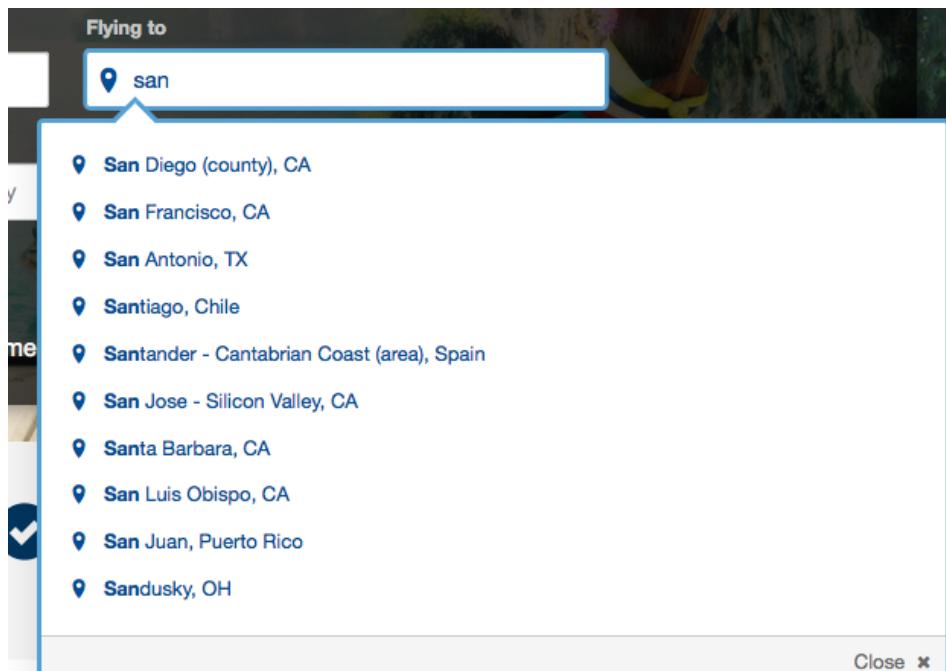
### Twitter



### Weather Underground

P	<input type="button" value="X"/>
Country	
<b>Pakistan</b>	
City	
Padang, Indonesia	★
Pachuca de Soto, Mexico	★
Padova, Italy	★
Pak Kret, Thailand	★
Paderborn, Germany	★
Pakokku, Burma/Myanmar	★
Padalarang, Indonesia	★
Padangsidempuan, Indonesia	★

## Travelocity



### 1. Problem

User input takes too much time or effort.

### 2. Solution

By anticipating the user's input, you save them time and effort, and create an interface that feels intuitive and personal. Ideally, the UI should adapt and “learn” from the user to improve accuracy with usage, but even some available default values based on popular choices from other users is better than nothing.

Autocomplete is a well-established best practice, and [82% of the top-grossing e-commerce sites use it](#).

[Google](#) searches more or less mastered this pattern, having implemented it since 2008. Because users tend to search the same

things more than once, by remembering search history, Google saves time and creates a far more convenient experience.

[Twitter](#), too, handles this well, and takes it a step further. Searching a specific name brings up a link directly to their profile; if you don't click on the profile link, the search instead brings up all the possible results for that and similar accounts. Offering the link simply saves the user a step.

### 3. Tips

- Highlight differences between the inputted information and suggested information (e.g., input text is bold weight, while suggested terms are standard weight).
- According to the [Baymard Institute's research](#), allow for keyboard navigation. Once a user scrolls down past the last item, they should return to the top of the list. The ESC key should allow users to exit the list.
- As the same Baymard Institute study suggests, present less than 10 items (and without a scroll bar) so the information doesn't become overwhelming
- Once the user has input enough information for a recommended item, use color to highlight that choice.

## Inline Validation

### eBay

The eBay registration form illustrates inline validation:

- First name:** The input field is empty, and the placeholder "Please enter your first name." is displayed below it.
- Last name:** The input field is empty, and the placeholder "Please enter your last name." is displayed below it.
- Email:** The input field contains a single character, and the placeholder "Your email address is already registered with eBay. Need help with your password?" is displayed below it.
- Create your password:** The input field is empty, and the placeholder "Too short" is displayed next to a progress bar indicating the password length.
- Confirm password:** The input field contains a single character, and the placeholder "Your passwords do not match." is displayed below it.
- Checkboxes:** A checked checkbox for "Receive exclusive offers and promotions from eBay" is shown, along with a link to the User Agreement and Privacy Notice.
- Buttons:** A large blue "Register" button is at the bottom.

### OKCupid

The OKCupid registration form illustrates inline validation:

- Birthdate:** Three separate input fields for MM, DD, and YYYY are shown, with the placeholder "Birthdate" above them.
- Country:** A dropdown menu set to "United States" and a zip code field containing "11221" are shown, with the placeholder "Country" above the dropdown and "Zip code" above the field.
- Email:** An input field containing "e.g. example@url.com" is shown, with the placeholder "Email" above it. A red exclamation mark is displayed to the right of the input field.
- Confirm email:** An empty input field labeled "Confirm email" is shown below the email field.
- Sign up faster:** A note stating "Sign up faster. We never post to Facebook." is displayed.
- Connect:** A blue button with a Facebook icon and the text "Connect".
- Or:** A small "or" text indicating an alternative sign-up method.
- Text:** A note "Almost there! Just a little more to go."

## Geeklist

The screenshot shows a user profile creation form on the Geeklist website. The form includes fields for Full Name, Username, Email, Password, Confirm password, Location, Title & Company Name, and Bio. Validation messages are displayed for each field:

- Full Name:** "John Doe" (highlighted in red) with the error message "A user name is required".
- Username:** "mat" (highlighted in red) with the error message "Your handle must contain at least 4 characters. Only English alphabet characters are allowed."
- Email:** "matt.ellis.8@gmail.com" (highlighted in red) with the error message "Time to crack is: instant".
- Password:** "\*\*\*\*\*" (highlighted in green) with the error message "Passwords should match".
- Confirm password:** "\*\*\*\*\*" (highlighted in red) with the error message "Passwords should match".
- Location:** "San Francisco, CA"
- Title & Company Name:** "Title Here..." and "Company Name Here..."
- Bio:** "The Bio"

A green "Save and continue" button is at the bottom.

## Blogspot

The screenshot shows a "Create a new blog" form on Blogspot. It has fields for Title ("♥♥UXPin♥♥") and Address ("uxpin.blogspot.com"). A yellow exclamation mark icon is next to the address field, and a message below it says "Sorry, this blog address is not available.".

### 1. Problem

The user has to redo an entire page of forms if one of them is wrong, or simply desires more feedback during the input process.

### 2. Solution

Providing instant feedback is generally good UI advice, but for form fields it's even more practical. Filling in forms is bad enough, but it's exceptionally frustrating if you must review all your work because the incorrect field is not highlighted.

Let your user know if the data is valid or not ASAP. Data entry becomes more interactive and less robotic, plus errors are dealt with quickly and with minimum consequences. Mistakes and typos are inevitable, so accounting for them is just responsible design. Moreover, individual sites have their own criteria for things like usernames or passwords, which the user might ignore or assume.

In this case, prompt feedback doubles as instructions.

Even when there are no errors, feedback is usually welcome to the users, who appreciate a discreet sign that everything's going as it should. For example, [OKCupid](#) includes “Ahh, Brooklyn” when the user inputs a Brooklyn zip code. This confirms that the system understood the zip code, and shows the site’s fun personality.

### 3. Tips

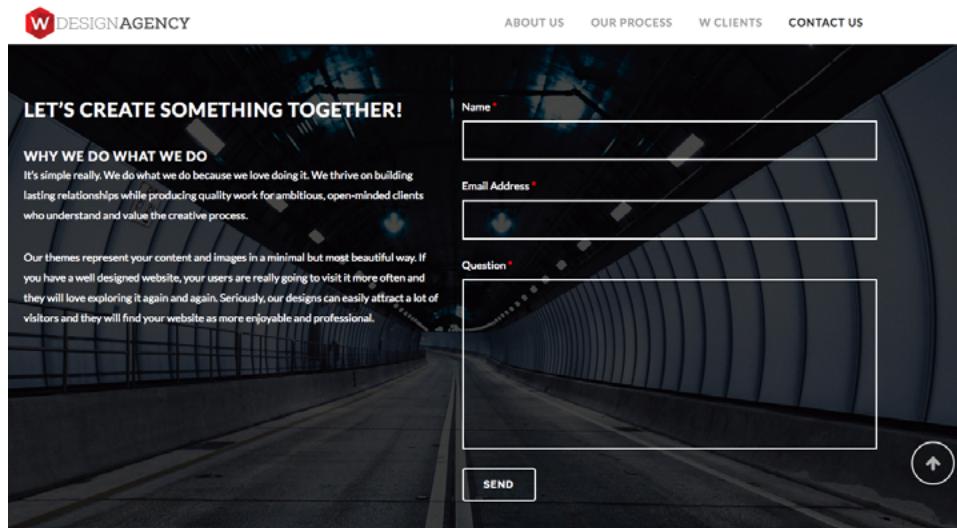
- Helpful for checking username or URL availability straightaway.
- Highly recommended with long forms or when the data is complex – whenever the chances of error are elevated.
- Provide in-line feedback in real-time if possible (e.g., for passwords that are too short, email addresses that don’t match, etc.). Fixing mistakes takes much less time and effort when the user is still in close proximity to the form field.
- As with all feedback, inline validation speaks for your brand, and so is an opportunity to showcase your brand’s personality. For example, [Geeklist](#) provides feedback on the user’s password

in terms of “time to crack.” Make sure the feedback is simple, clear, and human.

- Consistency standards recommend that mistakes are highlighted in red or yellow. Pair the colors with text for improved accessibility for color-blind users.

## Contact Forms

### W Design Agency

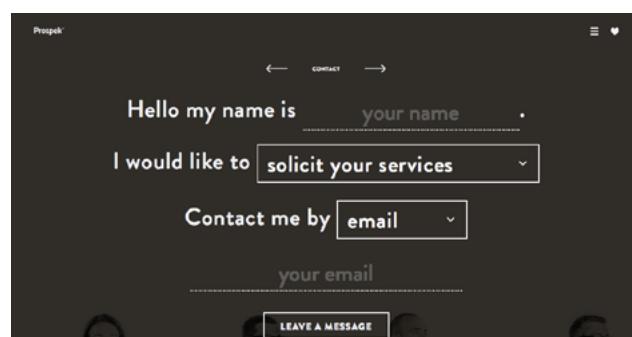


The contact form for W Design Agency features a dark background with a tunnel image. At the top left is the logo 'W DESIGN AGENCY'. At the top right are links for 'ABOUT US', 'OUR PROCESS', 'W CLIENTS', and 'CONTACT US'. The main heading 'LET'S CREATE SOMETHING TOGETHER!' is in bold capital letters. Below it, a section titled 'WHY WE DO WHAT WE DO' contains two paragraphs about their mission and design philosophy. To the right of these paragraphs are three input fields: 'Name \*', 'Email Address \*', and 'Question \*'. A 'SEND' button is at the bottom of the form, and a small upward arrow icon is in the bottom right corner.

### Anakin

I AM  
NAME  
MY  
MAIL IS  
E-MAIL  
I SEND U NICE  
WORDS  
NOW

### Prospek



The contact form for Prospek has a dark background. At the top center is the brand name 'Prospek'. Below it are three input fields: 'Hello my name is \_\_\_\_\_ your name .', 'I would like to ', and 'Contact me by '. There is also a field for 'your email' and a 'LEAVE A MESSAGE' button at the bottom.

## Weblounge

Weblounge

Torhoutse Steenweg 503  
8200 Sint-Michiels (Brugge)  
Belgium  
info@weblounge.be

Ma-Do: 09:00-17:00  
Vr: 09:00-15:00

[f](#) [t](#) [p](#) [in](#) [g+](#)

Send us your feedback - *We value your opinion.*

Firstname \_\_\_\_\_ Name \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Subject \_\_\_\_\_

Message

SEND

### 1. Problem

You want a fast way for customers to contact you.

### 2. Solution

The contact form is surpassing the traditional contact page lately. Contact forms are more interactive than only stating your address, phone number, and email. They are like big calls-to-action for your entire company. As a prompt for direct user interaction, they are more effective than “putting your information out there and hoping for the best.”

This makes them especially important for agencies and portfolio sites, as you can see by our examples above.

The style, tone, and formality can change. [W Design Agency](#) makes the classic approach look modern with a hero photo background

and translucent boxes, while [Anakin](#) goes for something completely original. The important thing is that users are encouraged to reach out, and that the interface makes it easy.

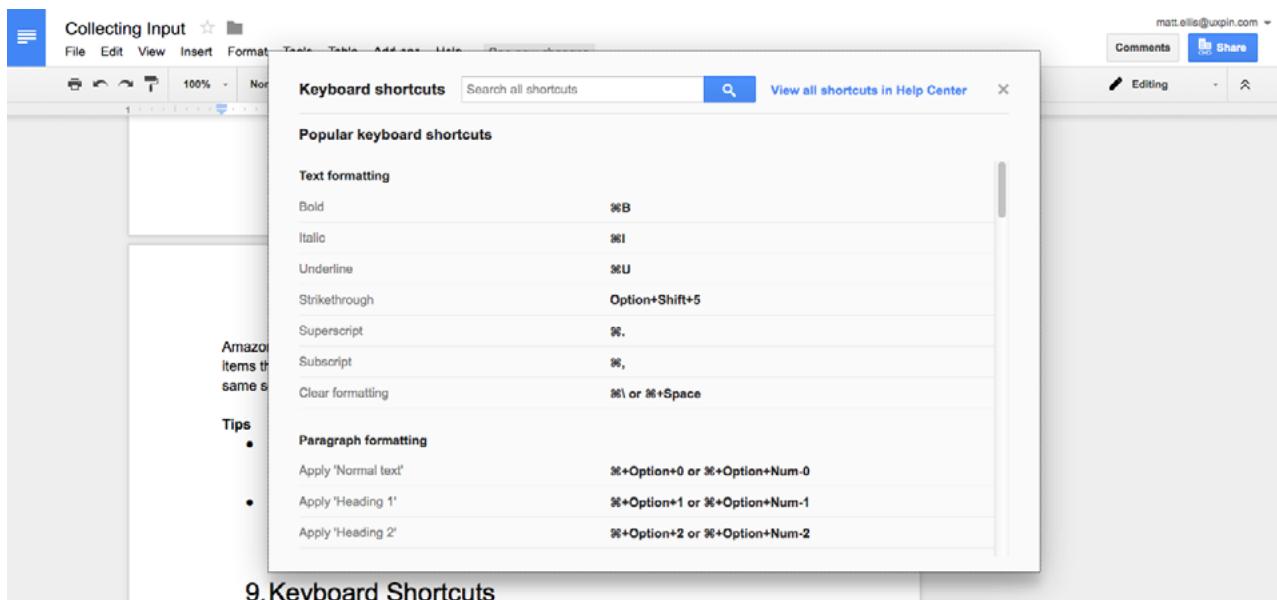
### 3. Tips

- Lead-in to the contact form with some enticing copy, even if small. While the form alone is self-explanatory, a small message builds urgency and makes it more personal.
- Assure the user the message will be read within a certain time-span (usually 24 hours), so they don't feel like their request is going into the black hole of general inboxes.
- Contact forms are an ideal page/section for extraordinary visuals, partly because of the empty space, and partly to further persuade the user.

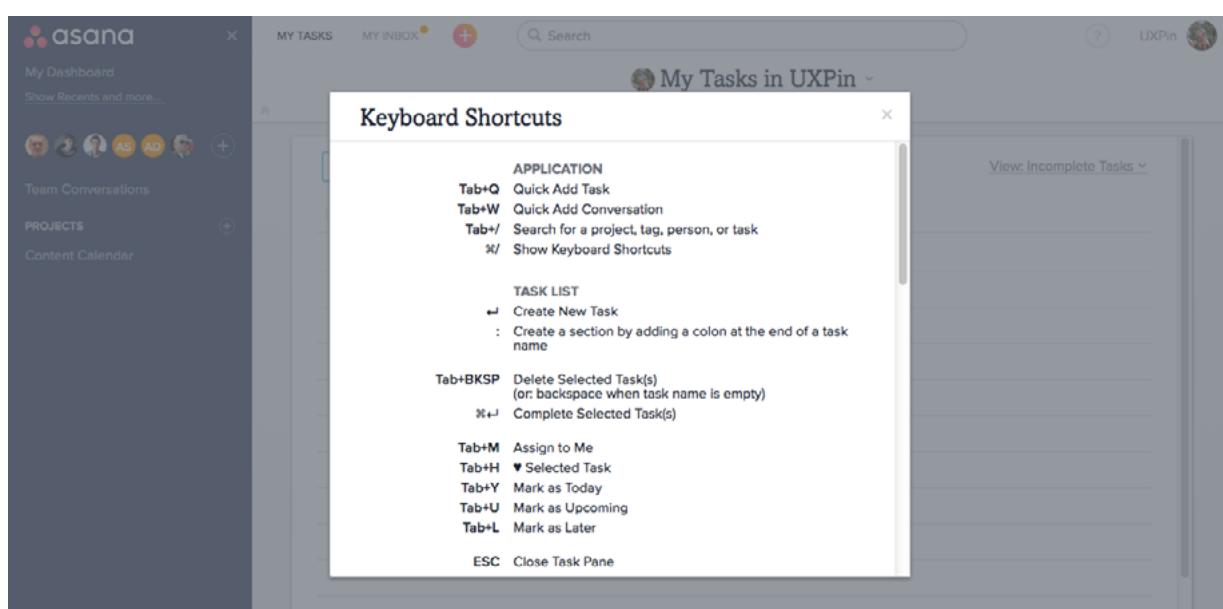
For inspiration, see [Awwwards's 25 Impressive Contact Forms](#).

# Keyboard Shortcuts

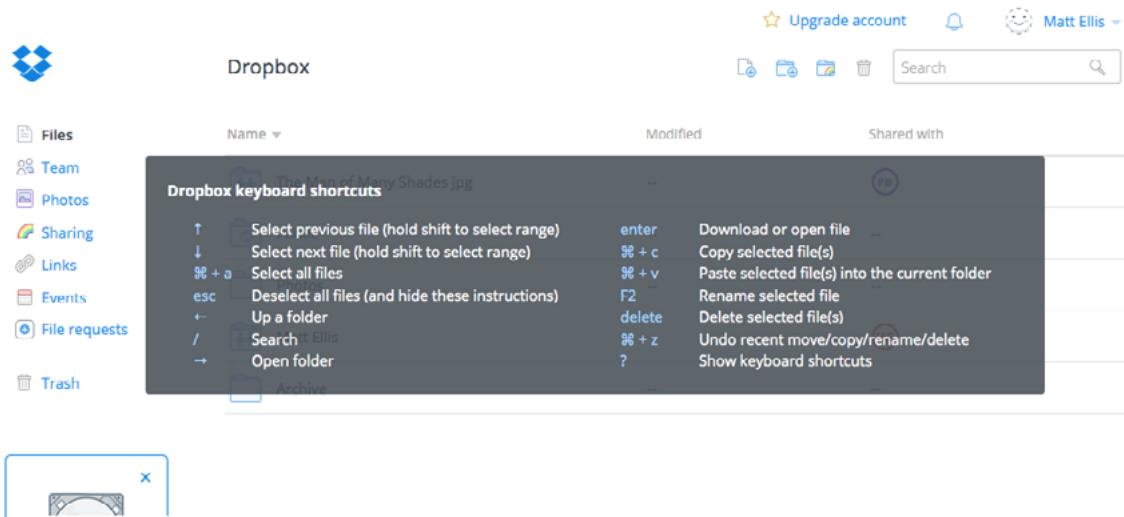
## Google Docs



## Asana



## Dropbox



### 1. Problem

Some functions take too long to perform.

### 2. Solution

Any way you can hasten the [user task flow](#) is worthwhile, and that includes keyboard shortcuts. This pattern reduces a function's steps and a task's total amount of time, plus it also helps personalize the controls to the user.

Because mostly experienced users take advantage of “hot keys,” this is a great way to BUILD familiarity without distracting beginners away from the basics.

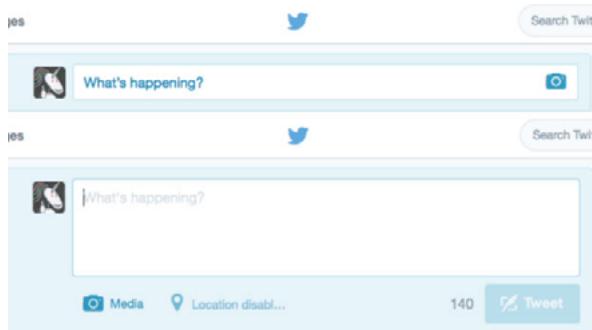
While standard functions like Copy & Paste are expected on all sites, you should still create new shortcuts for functions specific to your site. This is what [Asana](#) and [Dropbox](#) do to make their own interfaces easier.

### 3. Tips

- Especially useful for repetitive actions, such as organizing tasks in Asana.
- If you use dropdown menus for functions, place the hotkey next to the name as a reminder.
- When possible, use the universally accepted hotkeys to minimize the new material your users must learn. For example, Ctrl+Z (Cmd+Z, Mac) should be your first choice for an undo command default.
- Allow users to customize hotkeys, as they probably already have their own preferences.
- The standard is to display hotkeys in a modal rather than a separate page.

## Expandable Inputs

### Twitter



### The New York Times

### Medium

## LittleThings



### 1. Problem

Unused input windows are cluttering the screen.

### 2. Solution

In the same vein as discoverable controls, expandable inputs stay out of sight until they're needed. This is typical for optional text input, such as commenting or creating a post, but is widely used for search bars.

This pattern also applies to the amount of text in the input field – only add more lines if the user types in that much content. To conserve even more space, limit the size of the window to accommodate small comments, then expand it as needed.

This pattern works well with social media sites, where users sometimes browse and other times post. [Twitter](#) places their posting box (with a casual input hint) at the top of the screen for maximum visibility, but uses expandable inputs to save that valuable upper screen space.

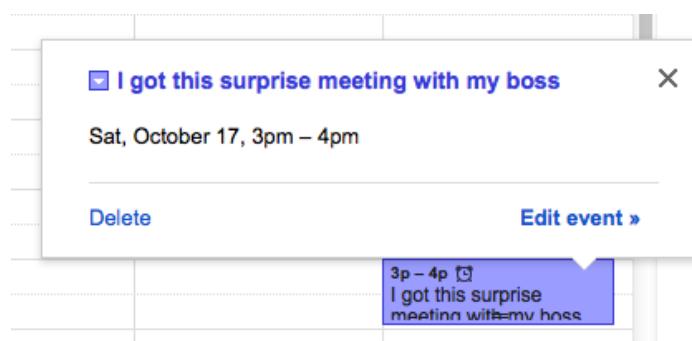
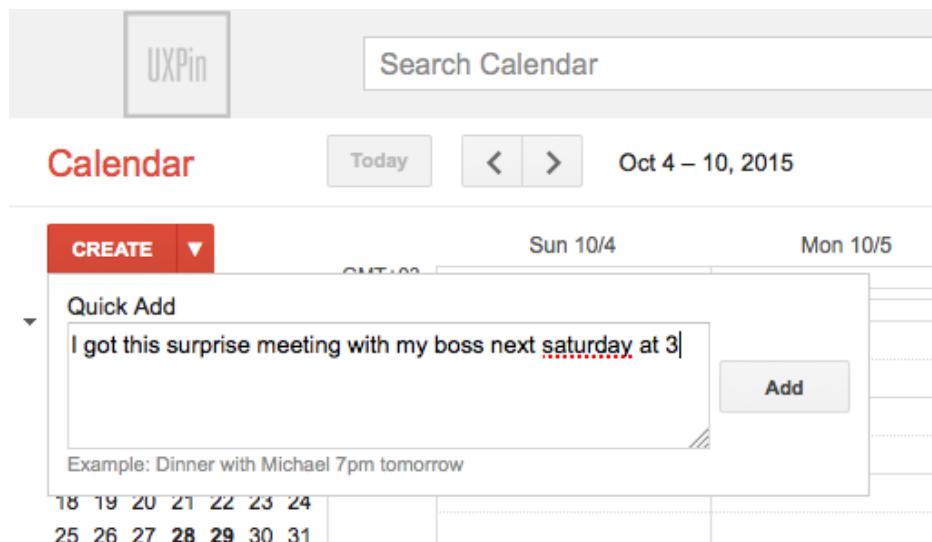
Likewise, search functions – usually situated at the top – are often expandable. The [New York Times](#) site even grays out the rest of the page, so users can focus only on the search bar.

### 3. Tips

- Don't hide essential functions. Expandable windows should only be optional.
- To save even more space, add input hints within the lines of the expandable form.
- When making a search field expandable, you can also try animating the navigation bar so that it shrinks or disappears. Alternatively, you could make the expandable search field a [dropdown that expands upon clicking](#).

## Natural Language Inputs

### Google Calendar

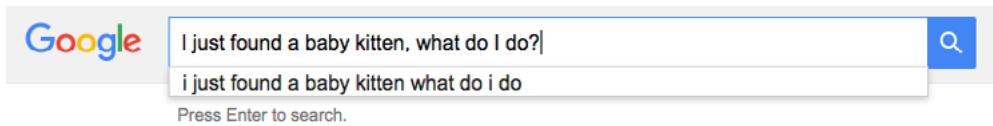


### Remember the Milk

The screenshot shows the Remember the Milk web interface. At the top left is the logo featuring a cartoon cow and the text "remember the milk™". At the top right, the user name "mattellis8" and links to "Overview" and "Tasks" are visible. A navigation bar at the top includes tabs for "Inbox", "Personal", "Study", "Work", "Sent", and "All Tasks", with "All Tasks" currently selected. Below the navigation is a toolbar with buttons for "Complete", "Postpone", and "More Actions...". A dropdown menu "Select: All, Due Today, Due Tomorrow, Overdue, None" is open. On the right side of the toolbar is a "Sort by..." dropdown. The main area displays a task list with one item: "We need to finish this book by next Friday". At the bottom of the list is a message: "You have no incomplete tasks in this list. Woohoo!"

The screenshot shows the Remember the Milk website. At the top right, it says "mattellis8 | Overview | Tasks". Below the header is the "remember the milk" logo featuring a cartoon cow. A yellow banner at the top indicates a new task has been added: "Task 'We need to finish this book' added. Due Fri 23 Oct 15." Below the banner is a navigation bar with tabs: Inbox, Personal, Study, Work, Sent, and All Tasks (which is selected). Underneath the tabs are buttons for Complete, Postpone, and More Actions... followed by a Sort by... dropdown. A filter section allows selecting from All, Due Today, Due Tomorrow, Overdue, and None. The main area displays a single task: "We need to finish this book" with a due date of "Oct 23".

## Google



### 1. Problem

The user doesn't know how to enter data.

### 2. Solution

The natural language format allows users to enter information in whatever way is most natural to them. Just like the mad libs and forgiving formats patterns, this puts the duty of interpreting the data on the system rather than the user. Think of it as an extension of the forgiving format pattern. The drawback is extra effort in the back-end, but the convenience it adds to the UX tends to be worth it.

This is especially useful for calendars, with many different ways to say the same time. The natural language pattern eliminates the

user having to figure out the formal time and date. Words and phrases like “tomorrow,” “next Saturday,” and “in two weeks” are understood by the system, which can calculate the formal date on its own. [Google Calendar](#) even goes a step further and assumes am or pm, deducing that you probably don’t have a meeting at 3am.

### 3. Tips

- Don’t assume everything – if an input is unclear, add a confirmation. This slight inconvenience is a lot better than inputting the wrong data.
- Account for common spelling errors and slang.

## Immediate Immersion (Lazy Signups)

### eBay

You're not currently signed in. [Sign in](#) to save these items or see your saved items.

Seller yuoyangusa (6)

NEW APPLE WATCH 38mm  
Stainless Steel Case with Black Classic Buckle  
Condition: New

Quantity: 1 US \$788.00

FedEx International Economy FedEx International Economy FREE

LAST ONE

Remove | Save for later

**Cart summary** (1 item)

**Total: US \$788.00**

**Proceed to checkout**

**ebay MONEY BACK GUARANTEE**  
Covers your purchase price plus original shipping on virtually all

### Airbnb

airbnb

Where are you going?

Become a Host | Sign Up | Log In

Sign up to book "Student Suite by Stanford"

### SoundCloud

SOUNDCLLOUD

Explore

neil young heart of gold

Search results for "neil young heart of gold"

500+ tracks, 25 playlists, 12 people

3 years

Everything

Tracks

Playlists

People

Groups

necsta  
Neil Young - Heart of Gold

Write a comment...

Like | Repost | Add to playlist | Share | 176K | 1,638 | 188 | 5

### 1. Problem

Users don't want to sign up until they've used the site.

### 2. Solution

Immediately immerse your users into the site by allowing them to use (most of) it freely without signing up. More consequential

features should still require logging in, but letting the users “try before they buy” so-to-speak effectively hooks them into signing up, as opposed to scaring them away by demanding their email address too soon.

This works especially well for ecommerce sites, where users are free to windowshop all they want, and are only required to log in when it’s time to buy. [Airbnb](#) takes advantage of this, too, allowing users to find their place first and sign in afterwards.

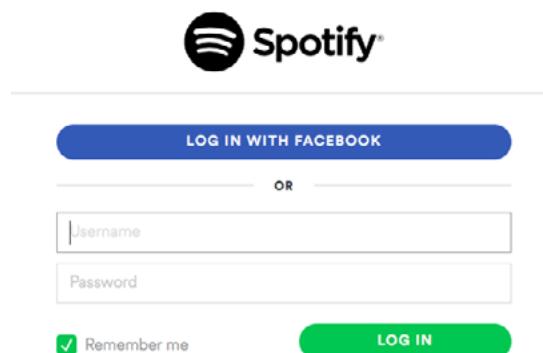
Because immediate immersion is about enticing users, you can even show them all the features, even if they require signing in. [SoundCloud](#) lets users listen to tracks or playlists without signing in, but not features like favoriting or adding a track to your playlist. However, the UI is shown just as if the user already signed up. This shows the user the available options, familiarizes them with the layout, and lures them into joining.

### 3. Tips

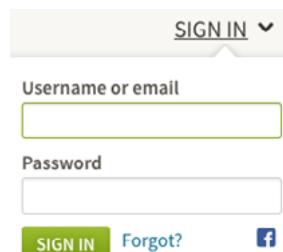
- Present regular features (i.e., sales notifications) as “bonuses” for signing up.
- Don’t alter the site’s appearance or UI, even if some features require sign-up. Your users are learning how to use the site, even before signing up.
- Highly recommended for sites with paid memberships, or where registration requires personal or sensitive data.

## Social Login

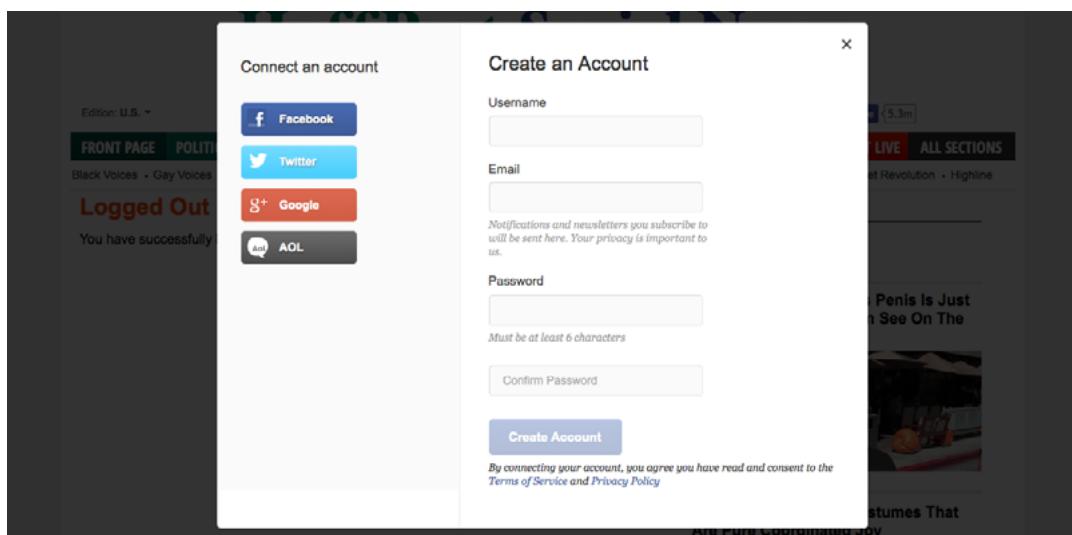
### Spotify



### Ancestry



### Huffington Post



## StumbleUpon



### 1. Problem

Signing up and/or logging in are too involved.

### 2. Solution

The increasingly popular social login pattern simplifies accessing accounts into one or two steps. The social login option is one less password and username to remember.

This pattern usually uses the logins from, in order of importance:

1. Facebook
2. Twitter
3. Google +

If there's only one choice, it's always Facebook. Twitter is also common, and sometimes there are options for Google+.

An added benefit to this pattern is access to the user's social media information. A site can easily display comments, ratings, or Likes from Facebook friends or other sites' contacts.

As you can see by the examples, there's a lot of flexibility in how you present the choices. Sites like [Huffington Post](#) list out the names of several different social sites, while [Ancestry](#) has only a tiny Facebook icon next to the sign-in information.

### 3. Tips

- Not everyone uses social media, so always include the traditional email account option.
- Situate the social login options in a place where they easy to see, like the top of the page. This makes sure that users don't waste time filling out their account information before realizing there's another option.
- While social log-in is extremely convenient, it might also worry some users that the site will take advantage of the information. Add reassuring [microcopy](#) that the site will never post without the user's consent. The copy usually appears on the confirmation modal (step 2 of the social log-in process) next to the "OK" button.

## Stepped Forms (Wizards)

### MailChimp

The screenshot shows a MailChimp wizard interface with two visible steps: 'Tracking' and 'Social Media'. The 'Tracking' step is currently active, displaying various tracking options with checkboxes. The 'Social Media' step is the next in the sequence.

**Tracking Step:**

- Track opens
 

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

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

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

Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website.
- Ecommerce360 link tracking
 

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

Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.
- Goal tracking (Paid accounts only)

Track where subscribers go on your site, then trigger autoresponders or segment your list based on what pages they've visited.
- Track stats in Salesforce or Highrise
 

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

**Social Media Step:**

- Auto-tweet after sending
- Auto-post to Facebook after sending

The interface includes navigation buttons: 'Back', 'Next >', 'Help', and 'Save and Exit'.

## Delta

The top screenshot shows the "BOOK A TRIP" page for a flight from NYC to LAX on May 01, 2016. It displays flight details (JFK -> LAX, DL 424, 6h 40m | NONSTOP), cabin class (Main Cabin), and fare information (\$871.35 for Main Cabin, \$1,744.20 for Business). The bottom screenshot shows the "PASSENGERS" section where a single passenger is being entered, including fields for name, frequent flyer program, gender, date of birth, contact information, and email.

## Amazon

The first screenshot shows the "Select a shipping address" step, where users can choose an existing address or enter a new one. The second screenshot shows the "Select a payment method" step, featuring options for 6 Month Financing and various credit/debit cards. The third screenshot shows the "Choose your shipping options" step, where users can select delivery methods like Standard Shipping.

## 1. Problem

A service or function requires an excessive amount of data input.

## 2. Solution

When there's a large amount of data entry, as with certain services or purchases, break up the process into smaller sections presented one at a time. As recommended in *Interaction Design Best Practices*, this makes inputting much more manageable, even though it's the same amount of information.

Moreover, sometimes early data influences later data. For example, choosing between international or domestic delivery will change the shipping options. For these situations, a stepped form creates the right pace by preventing unnecessary information.

Stepped forms also apply to onboarding and tutorials, where explaining everything all at once would be too heavy. In these circumstances, limit yourself only to the information that's necessary from the start. For example, a home address and credit card number aren't needed until the user makes their first purchase.

You can see this pattern with almost every major airline's site, including [Delta](#) above. Booking a airplane ticket requires more information than other purchases, and all that information on a single page would appear daunting. Airlines can better customize the steps based on the early answers – choosing first class or business class will bring up different seat selection pages.

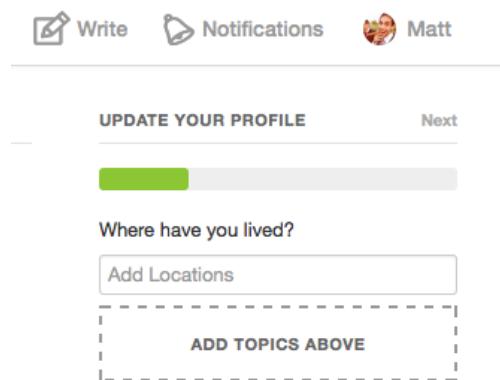
### 3. Tips

- Use the completeness meter pattern (described next) to show users how long the total process will take.
- Large amounts of input are taxing on users, even with the stepped form. Eliminate any data that isn't necessary, and keep the number of steps to the bare minimum.
- If your form requires 5+ steps, consider adding a “[Steps Left](#)” pattern to show how many remain.

[Design web patterns faster with UXPin \(1000+ built-in elements\)](#)

## Completeness Meters (Progress Bar)

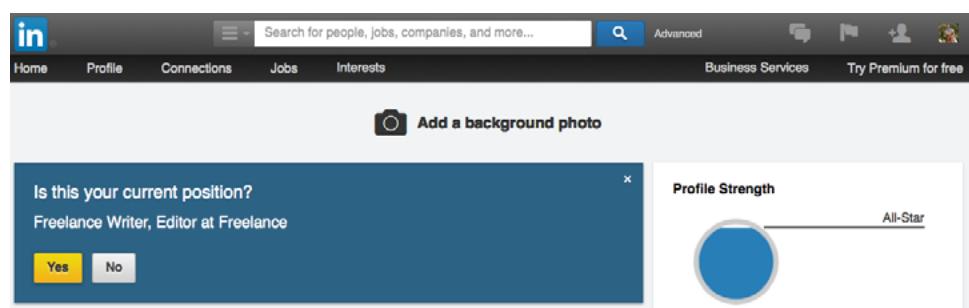
### Quora



### UXPin



### LinkedIn



### Fitocracy



**FITOCRACY.**

## Amazon



### 1. Problem

The user is anxious about how long certain processes take, and may leave because it's taking too long.

### 2. Solution

Give the user context about their progress and the total process with a completeness meter.

Completeness meters are usually seen in four fields:

1. Onboarding/tutorials
2. Profile completion
3. Form completion
4. eCommerce checkout

... but they're not limited to these. For example, some airline sites problem completeness meters for passengers choosing their seat and other ticket specifications. Any multi-step function can and have a completeness meter.

The metrics for completeness meters vary. Percentages or number of steps are standard, although there's room for creativity. [LinkedIn](#), for example, gives nicknames like "All Star" to match the amount of the profile the user filled in.

Completeness meters serve the dual function of both alleviating user concerns about time commitment, and incentivizes them for deeper interaction. Incomplete things tend to make people uneasy, and when it's something as easy to finish as a profile, users usually just do it.

### 3. Tips

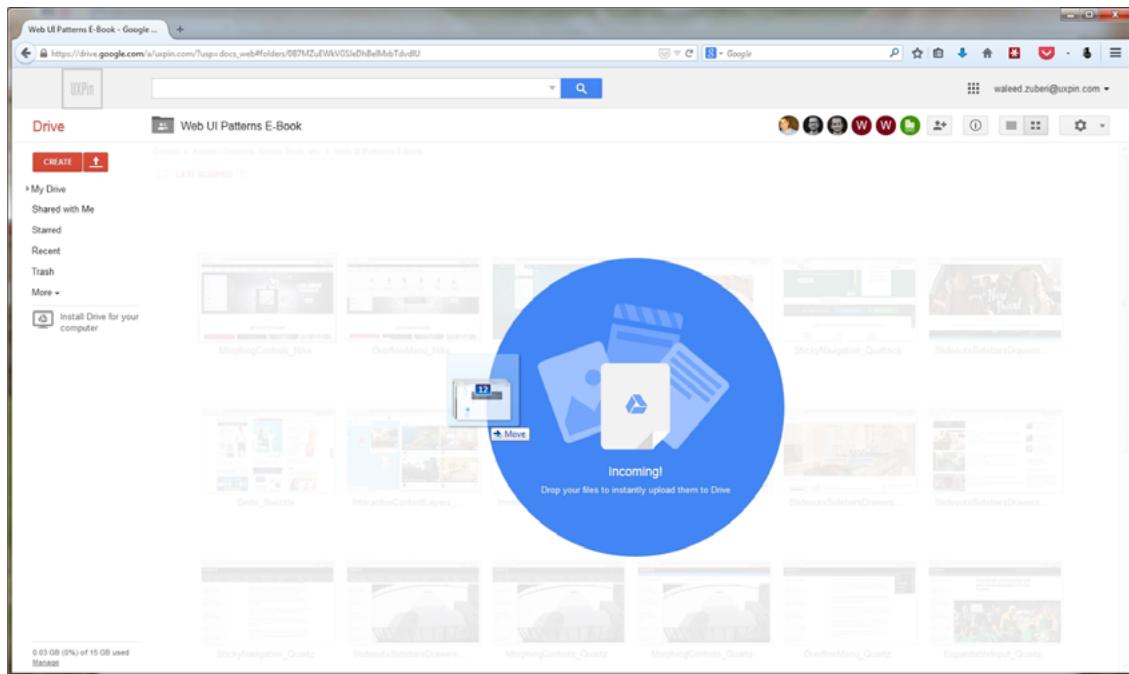
- While unnecessary, completeness meters on profiles encourages users to fill them out more completely.
- If your metric is the number of steps, try phrasing such as “Step # out of #” to concisely tell both how many steps there are total, and how far along the user is at the moment.
- If the amount of steps is daunting, try consolidating the steps into bigger, umbrella steps. For example, [Amazon](#)’s checkout completeness meter lists only four steps (“sign in,” “shipping & payment,” “gift options,” “place order”). However, the “shipping & payment” step alone consists of three or four smaller steps. Their abbreviated format, though, appears more manageable.

# User Controls

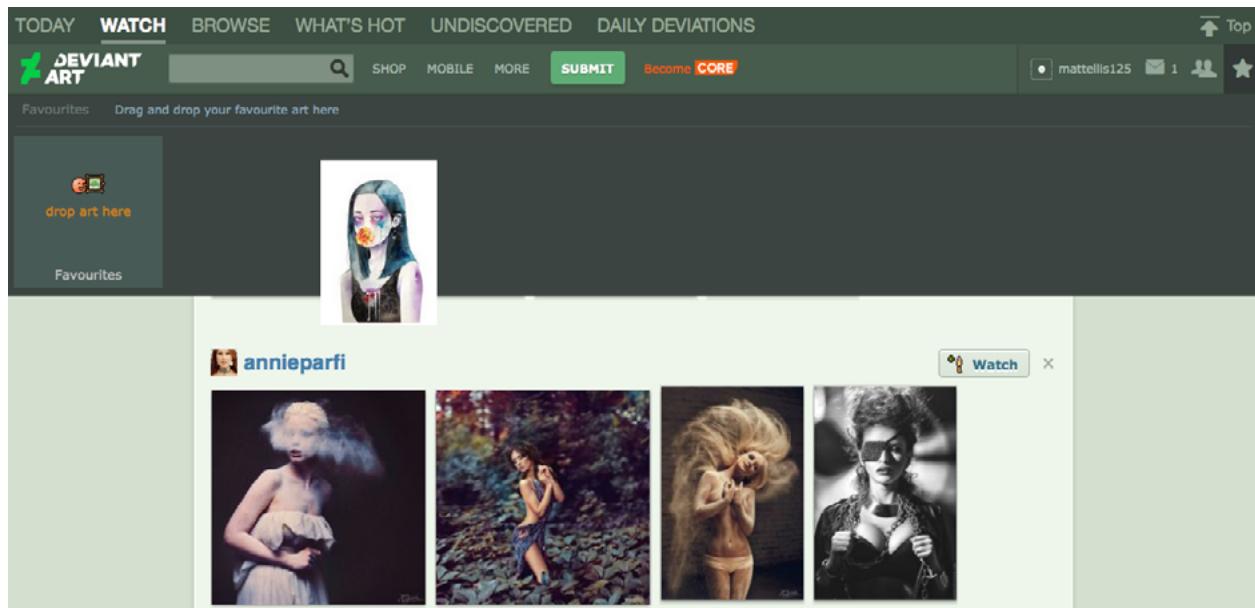
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## Drag-and-Drop Actions

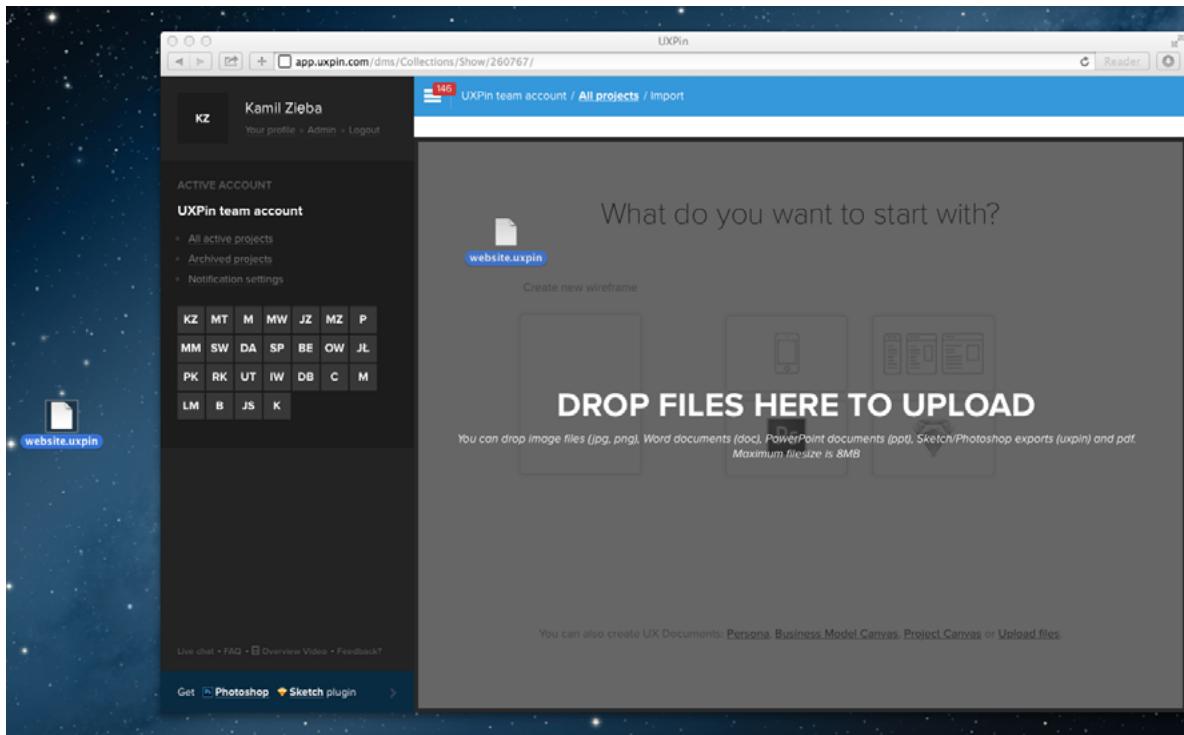
### Google Drive



### DeviantArt



## UXPin (Photoshop & Sketch integration)



## Trello

The screenshot shows a Trello board titled 'UXPin's Web UI Patterns'. The board has one visible column with several cards. The cards are labeled: 'UI Pattern List', 'Inline Validation', 'Contact Forms', 'Action Context', 'Keyboard Shortcuts', 'Drag-and-Drop Actions', 'Discoverable Controls', and 'Expandable Inputs'. Below these cards is a text input field with the placeholder 'Add a card...'. The top navigation bar of Trello is visible, showing 'Boards' and a search icon.

## 1. Problem

Moving and organizing content is too much effort.

## 2. Solution

The drag-and-drop functionality is a preferred method of organization for most users: it's intuitive because it's based on reality, and often something user try instinctually when first using a UI.

Drag-and-drop provides a level of direct manipulation that other methods can't match. While it's more organic with the gesture controls of mobile, it has already become ingrained on desktop sites as the most effective way to rearrange items in a list, or move documents from one place to another.

[Deviant Art](#) cleverly uses drag-and-drop as a shortcut to their favorite feature. Rather than clicking a series of commands to favorite a piece of art, users can simply click on the piece they like, and move the cursor slightly. This movement triggers the favorite pulldown menu, and the user can now drag-and-drop the piece there. Over time, users can create their own personalized inspiration gallery.

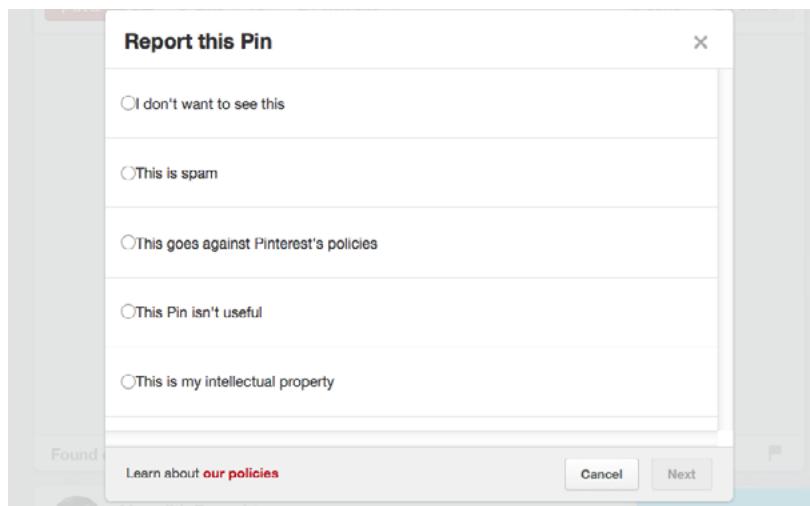
## 3. Tips

- Give some visual indication that drag-and-drop is available. This could be something obvious like Google Drive's large notification, or it could be more inconspicuous, such as changing the colors of the window's borders.

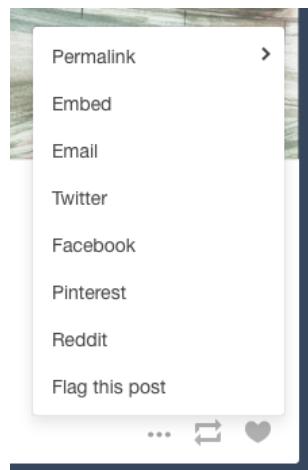
- For responsive web apps, the drag-and-drop action in the desktop version helps create a snappier design and strengthens consistency across mobile devices.

## Flagging/Reporting

### Pinterest



### Tumblr



### Airbnb



## Etsy

Listed on Oct 5, 2015 9718 views 1889 Favorites 15 Treasury lists Add item to treasury

Report this item to Etsy

### 1. Problem

Inappropriate content gets in the way of user task flows.

### 2. Solution

Let users report inappropriate content (or other users) for administrator review and removal. Inappropriate content could mean a variety of things:

- Obscene content, whether images or text
- Offensive, insulting, or bigoted content
- Content that is mislabelled, misplaced, or categorized incorrectly
- Spam and solicitations
- Violations of site policy
- Copyrighted work
- Descriptions/solicitation of illegal acts

This pattern takes the pressure off you to regulate every piece of content that comes through your site, and gives the users themselves some authority, which they appreciate.

For sites in which interaction between users is a core part of the experience, an option to report other users takes more priority (especially for dating sites). [Airbnb](#) gives the option to report users – quite blatantly under their greeting on their profile. Airbnb is

as much about the hosts as their location, so being notified about suspicious users is better for business.

### 3. Tips

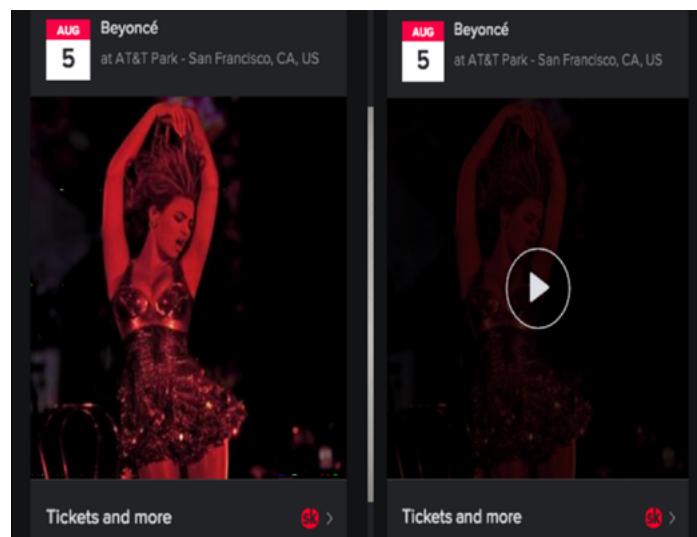
- The option to flag or report is essential for sites with user-generated content, but it doesn't have to stand out. Having a small flag icon in the corner ([Pinterest](#)), or even tucking the option in a pull-out menu ([Tumblr](#)) are acceptable.
- If the questionable content was posted directly on the user's page, the action of flagging/reporting can also double as removing it, saving them an extra step.

## Discoverable Controls

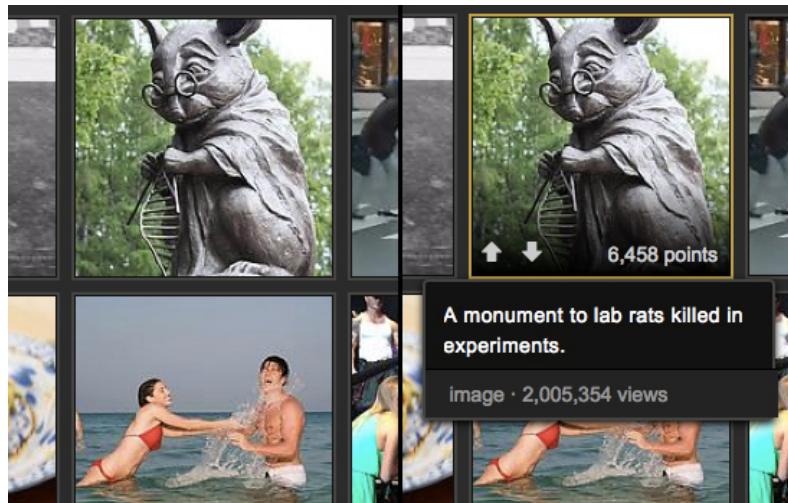
### Pinterest



### Spotify



## imgur



## Medium

- a visceral desire to become a light to many
- a devotion to being a game-changer, world-builder + a citizen of mastery

Exuding these symptoms—starting today—is my sincere hope for you.

- a visceral desire to become a light to many
- a devotion to being a game-changer, world-builder + a citizen of mastery

Exuding these symptoms—starting today—is my sincere hope for you.

Be true. Be you. Be great.

### 1. Problem

Displaying controls for each piece of content clutters the screen.

### 2. Solution

Hide the controls until they're needed. Discoverable controls (a.k.a., hover or hidden controls) are one of the most useful UI patterns,

and widely adopted. They are so popular, in fact, that if users are confused, they will now hover over questionable items expecting something to appear.

Discoverable controls are an effective space-saver without sacrificing user functions. Just look at [Pinterest](#), one of the early proponents of the pattern – imagine how busy the screen would be if every post had all the controls visible at all times.

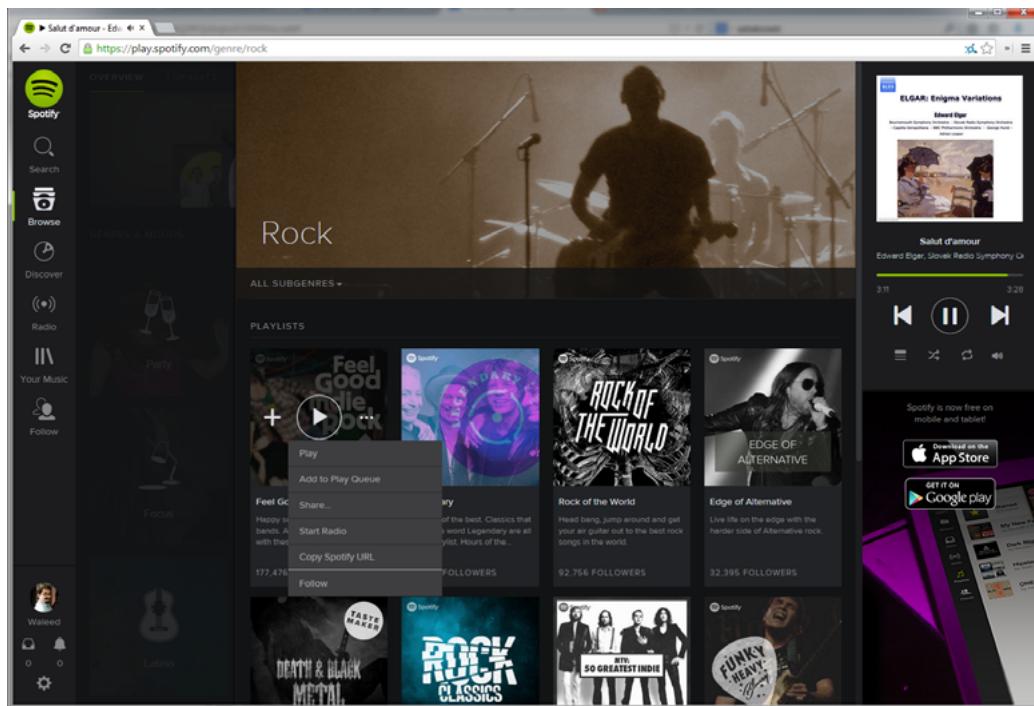
This pattern also makes the controls more comprehensive, especially together with the [card grid](#) (a common pairing). Discoverable controls make it clear which card the controls apply to. Universal controls can get confusing with multiple posts, so having the controls appear within the post itself clears this up.

### 3. Tips

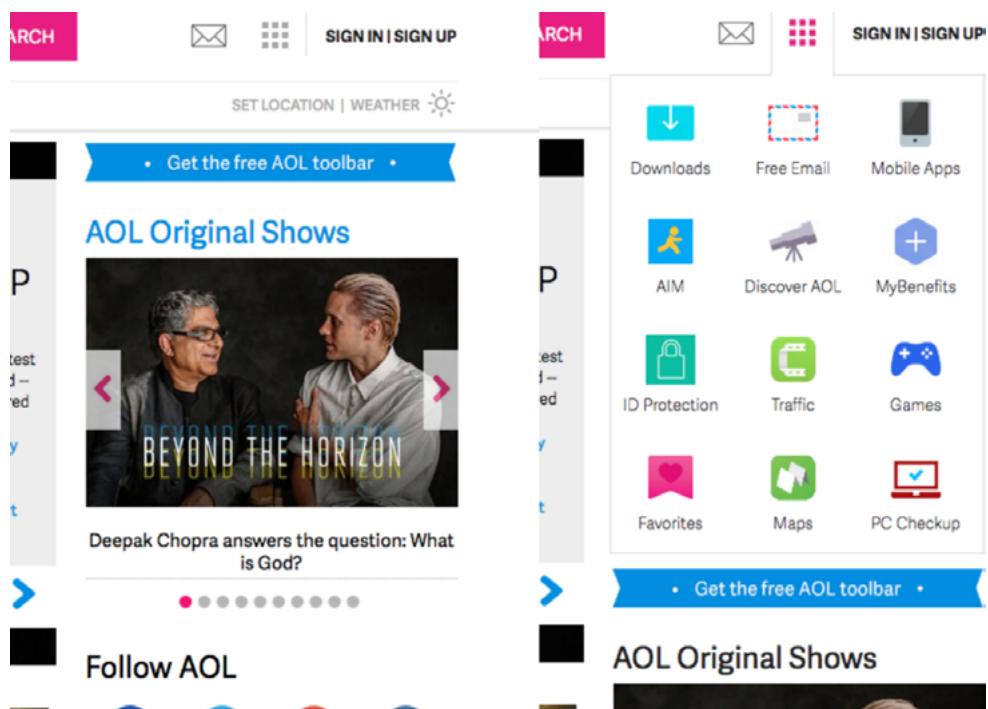
- A practical necessity for the cards layout, when the user is able to interact in multiple ways with each card. Controls reveal themselves upon hover for desktop and tap for mobile.
- Avoid using discoverable controls for essential actions, as they're always a chance they'll go undiscovered. As a rule of thumb, ask yourself if users can still enjoy the interface without these controls – if so, it's safe to hide them.
- For more information, interaction design expert Dan Saffer [discusses modern solutions for discoverability](#).

## Overflow Menus

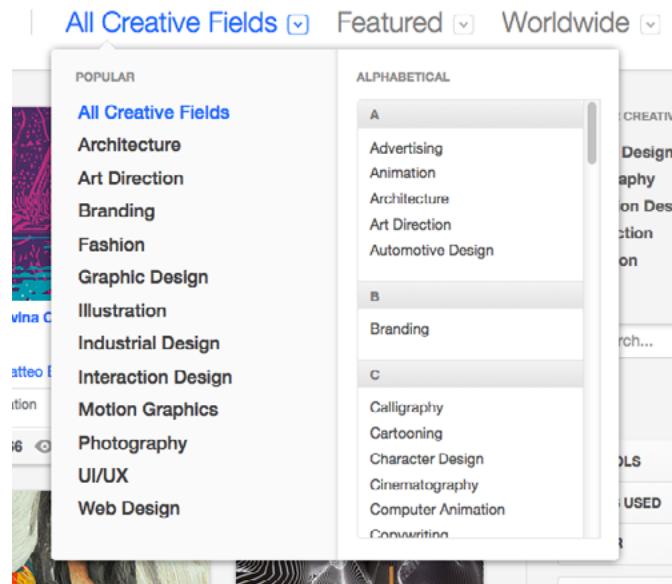
### Spotify



### AOL



## Behance



### 1. Problem

Too many options are cluttering the screen.

### 2. Solution

Move the extra options to a second menu. Overflow menus are a smaller, more manageable alternative to slideouts.

Overflow menus present all the secondary options that aren't necessary and keep them hidden unless they're needed. These could hide links (like the extra page links in AOL's grid icon) showcase controls, as with Spotify or more detailed features (like the advanced search in Behance).

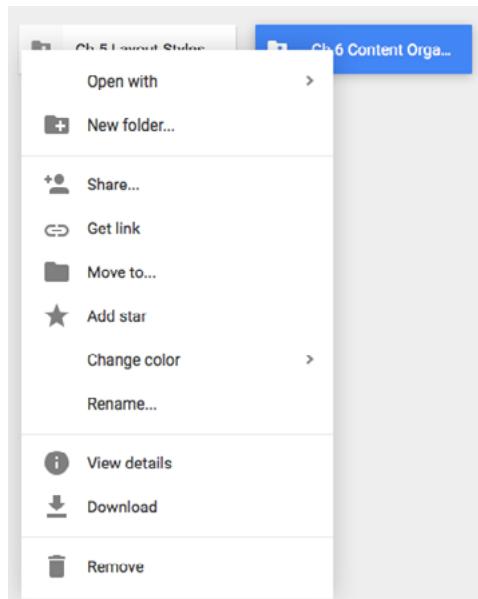
In fact, Behance demonstrates the ideal use of the overflow menu: detailed search is a useful but not primary feature, and so can be hidden from the main screen.

### 3. Tips

- Animating the appearance of an overflow menu, such as sliding out, adds weight to it and reinforces the connection with the triggering element.
- Treat overflow menus as slideouts, but smaller. The same rules apply to both, such as only including secondary content and using recognizable icons.

## Context Menus

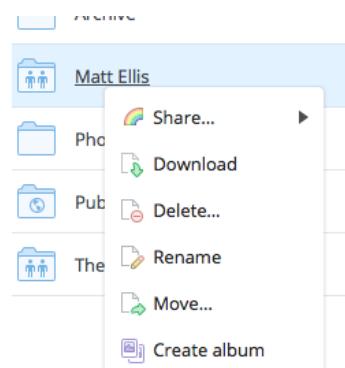
### Google Drive



### Gmail



### Dropbox



## 1. Problem

Certain contextual controls clutter the screen view.

## 2. Solution

A specific kind of hidden controls similar to overflow menus, context menus offer contextual controls, specific to certain types of content. These are typically activated by right-clicking.

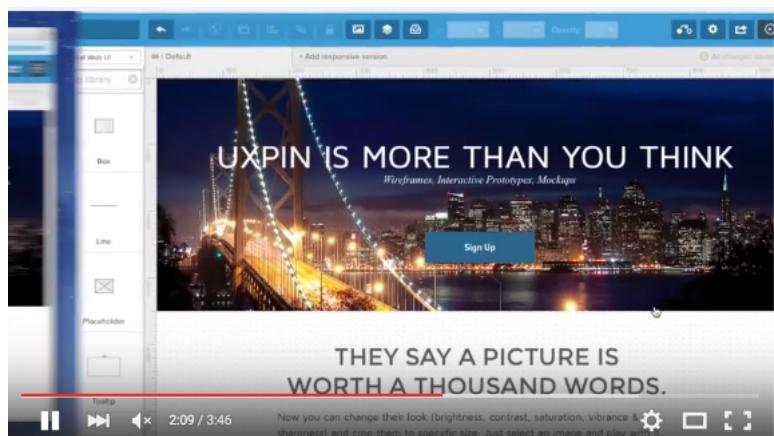
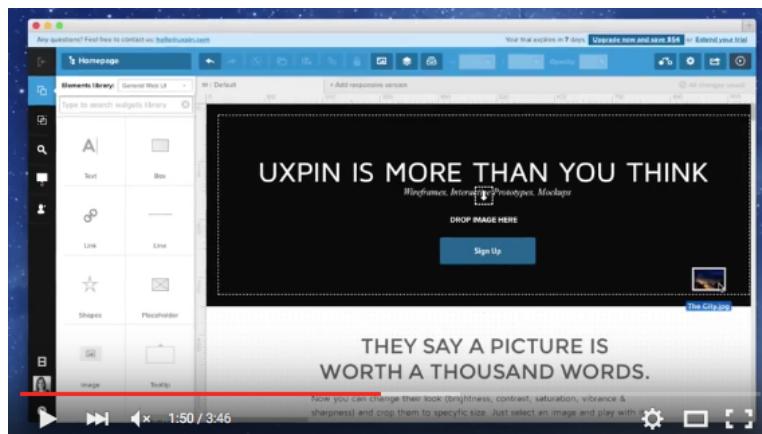
The controls within context menus change depending on the content. For example, in [Google Drive](#), the context menu offers different options for folders and documents.

## 3. Tips

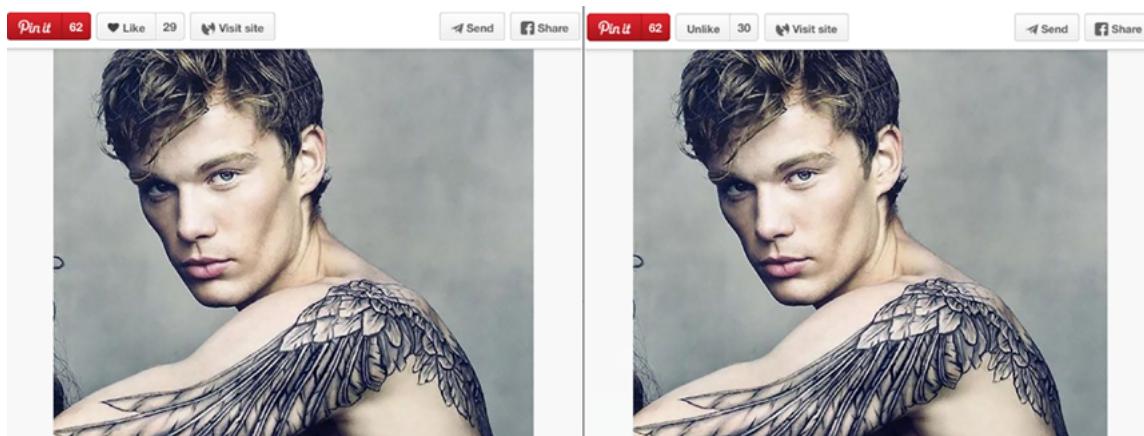
- Use common tasks for the site so that the user does not have to return to the toolbar every time they wish to use them.
- As a default, CRUD (create, read, update, delete) functions work well

## Morphing Controls

### YouTube



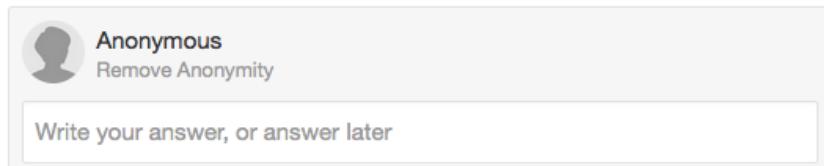
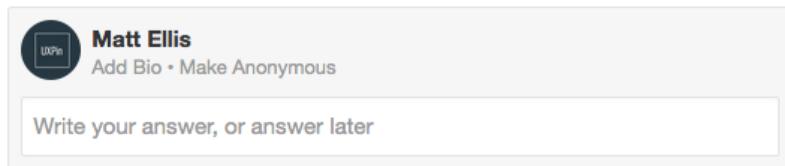
### Pinterest



## imgur



## Quora



### 1. Problem

Some controls don't need to be displayed at the same time, and clutter the screen.

### 2. Solution

Morphing controls save screen space and make a more logical interface. The most obvious example, from [YouTube](#) and almost every video site, is the play button that becomes a pause button – the play and pause functions never need to be displayed simultaneously.

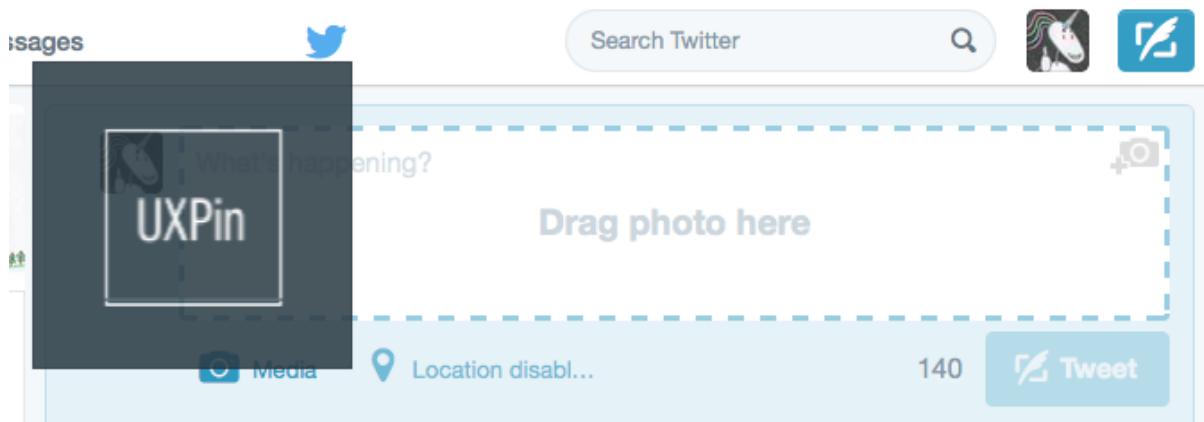
This pattern works great for usability, as related but opposing functions are located in the same space, which matches how the user perceives and therefore search for the actions.

### 3. Tips

- This works well with undo functions, such as [Pinterest](#)'s Like and Unlike.
- Be consistent with both functions' appearances, i.e., don't change the font or text size.

## Direct Manipulation of Content & Data

### Twitter



### Asana

The screenshot shows the Asana application interface. At the top, there's a navigation bar with "MY TASKS", "MY INBOX", a red notification badge, and a search bar. On the far right, there are user profile icons for "UXPin" and another user. The main area is titled "My Tasks in UXPin" and has tabs for "List", "Calendar", and "Files". The "List" tab is selected. On the left, there's a list of tasks with a "Add Task" button at the top. A new task is being created on the right, titled "New Task". The task details include a checkmark icon, a description field, and a note that "Matt Ellis created task. 5:25pm". Below the task list is a comment section with a placeholder "Write a comment..." and a "Comment" button. At the bottom right of the comment section is a "Unfollow Task" button.

### Wunderlist

The screenshot shows the Wunderlist application interface. At the top, there's a green header bar with the text "UI Patterns". On the right side of the header are three buttons: "Invite" (with a person icon), "Sort" (with up and down arrow icons), and "More" (with three dots). Below the header is a large green button with a white plus sign and the text "Implement the direct manipulation of content pattern". At the bottom right of this button is a star icon.

## 1. Problem

There are too many steps to manipulating content.

## 2. Solution

Eliminate extra steps by allowing users to edit, delete, or add content in the same mode. Essentially, the less steps the user takes, the better, so this pattern is about increasing efficiency.

[Twitter](#) users can drag photos into the tweet without opening the Media menu, and [Wunderlist](#) users can edit the names of their tasks by simply clicking on them.

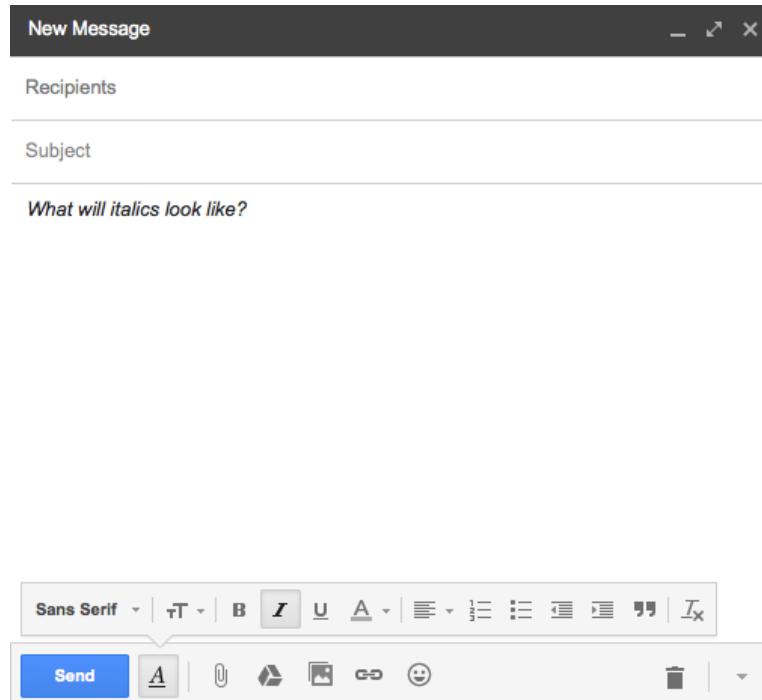
[Asana](#), though, handles this pattern the best: without opening a new menu or switching screens, the user can add a new task, edit an existing task's name or details, assign a task to a project, change the task's privacy settings, comment on the task, unfollow it, or reorganize the order of tasks.

## 3. Tips

- To see where in your UI you can implement direct manipulation, try listing out the steps of a given task and analyzing them for redundancies. For example, to send an email, a user might click the new email button, click in the content menu, and start typing. A shortcut would be to have the user already in the content menu after clicking the new email button, saving them an extra step.

## WYSIWYG Text Editor

### Gmail



### Medium



Text editors benefit from being [WYSIWYG](#) ("What you see is what you get"), eliminating some of the confusion

### Quora

The screenshot shows the Quora editor interface. At the top, it displays the user profile 'Matt Ellis' and bio options ('Add Bio' and 'Make Anonymous'). Below the profile is a toolbar with buttons for bold (B), italic (I), underline (U), heading (H), and other text styles. To the right of the toolbar are standard window controls (minimize, maximize, close). A text area below the toolbar contains the placeholder text 'All the most useful options are right here'. At the bottom of the editor, a note states 'Quora only supports English for now. Please write in English only.' There are also 'Submit' and 'Save Draft' buttons, along with sharing options for Twitter, Facebook, and other platforms.

## 1. Problem

The user is unsure about how different text formats will appear.

## 2. Solution

A WYSIWYG text editor shows the users precisely how their text will look when finished, eliminating all the confusion about different formats and superseding markdown formatting, preview modes, or HTML code.

Just like the direct manipulation pattern above, WYSIWYG text editors save steps and time. Seeing the final product as they write it combines steps, which is why this pattern is implemented in almost all blogging and email platforms.

## 3. Tips

- Don't neglect fonts – if your site uses a specific font, have that as the default.
- Use this pattern for sites in which users will spend time scrutinizing content (e.g. portfolio template sites, blogs, etc.)

Design web prototypes faster with UXPin (1000+ built-in elements)

# Navigation & Wayfinding

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## Searches

### Facebook



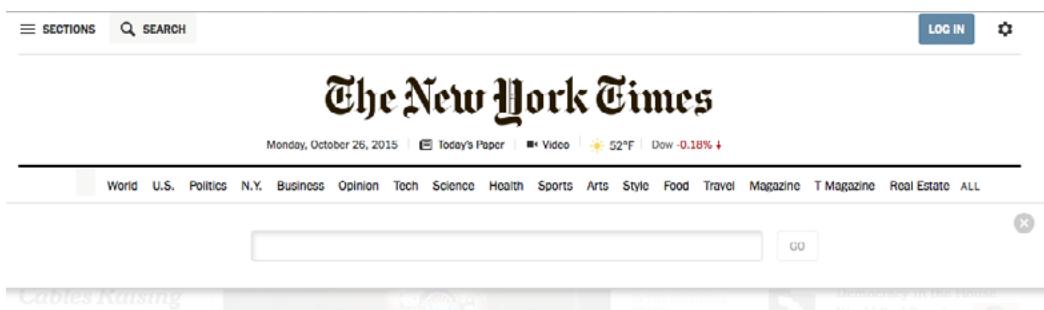
### YouTube



### Wikipedia



### New York Times



### UXPin



## 1. Problem

User is looking for something specific and doesn't know where it is or wants a direct route there.

## 2. Solution

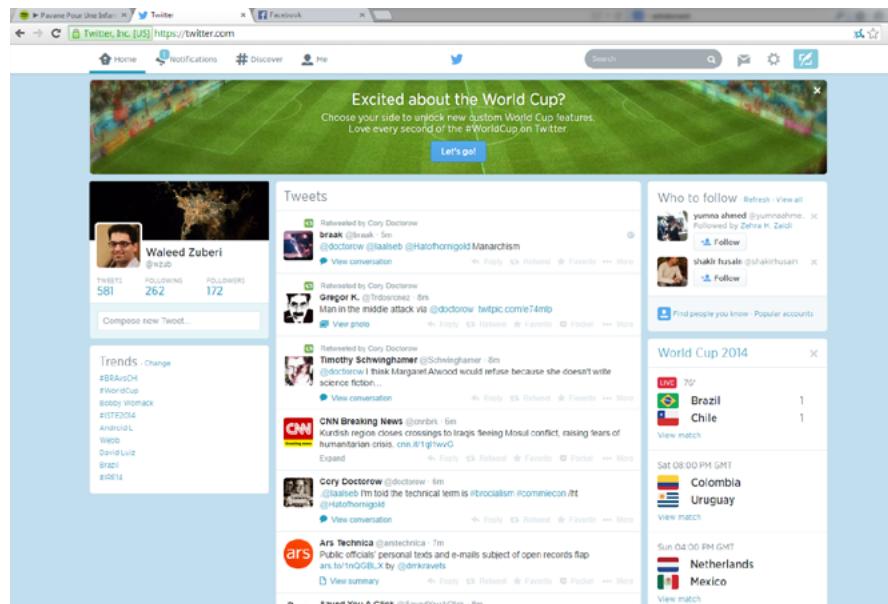
One of the most basic and popular patterns, including a search option is a navigation necessity. Typically a search bar in the upper-right corner, this feature finds related content within the site, saving the user time in going where they want.

## 3. Tips

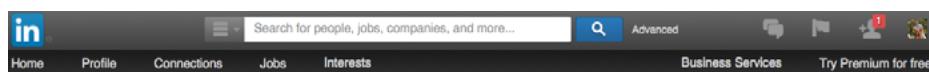
- If you're tight on space, use an expandable input bar coupled with a magnifying glass icon. The [New York Times](#) even has a dropdown search bar when the user clicks the icon at the top.
- The more content you have, the more prominently you want to display your search feature. For example, content-heavy [Facebook](#) and [YouTube](#) break from the upper-right corner norm and have their searches in the upper-left and upper-center.
- The autocomplete pattern further saves the user time and may even suggest content or proper wording.
- If the user can search for multiple criteria, use the input hint pattern to explain (i.e., [Facebook](#)).

## Notifications

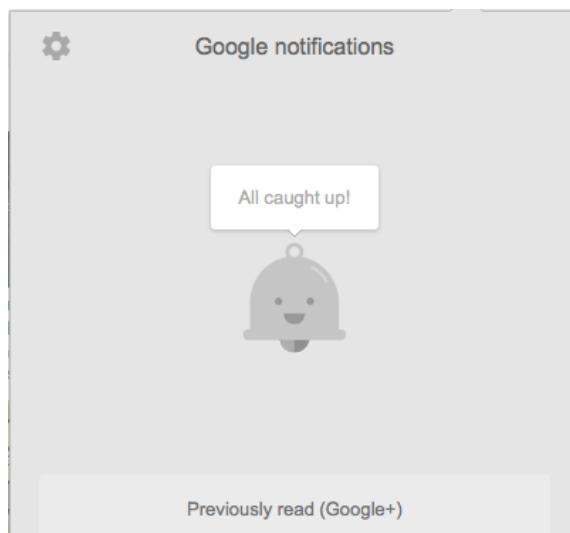
### Twitter



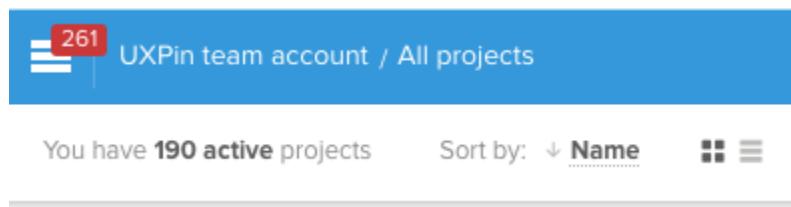
### LinkedIn



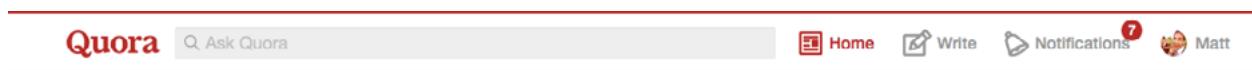
### Google Apps



## UXPin



## Quora



### 1. Problem

The user doesn't know when others are interacting with them, or when new content is available.

### 2. Solution

Notifications have been popularized by social media sites as a way for users to know when others are interacting with them. However, it's since spread to sites and web apps, with notifications available for new content, products, comments, or sales. The user, of course, selects which items they'd like notifications for.

[Google](#) actually integrates notifications across multiple products. This means that when a user logs into Gmail, they can receive quickly check to see if anyone responded to their comment on YouTube.

### 3. Tips

- The most generally accepted icon for notifications is a bell.
- Notifications are almost always marked by a colored and circled number next to the appropriate icon. Choose a color that will stand out, as the point of notifications is to attract attention to new material.
- Occasional product updates are fine, but don't abuse notifications with too much self-promotional news. This weakens the impact for worthwhile news.
- If a user has not logged in for quite some time (e.g., one week or more), consider adding a quick notifications summary modal to highlight important events.

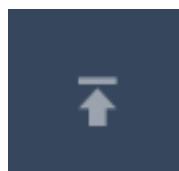
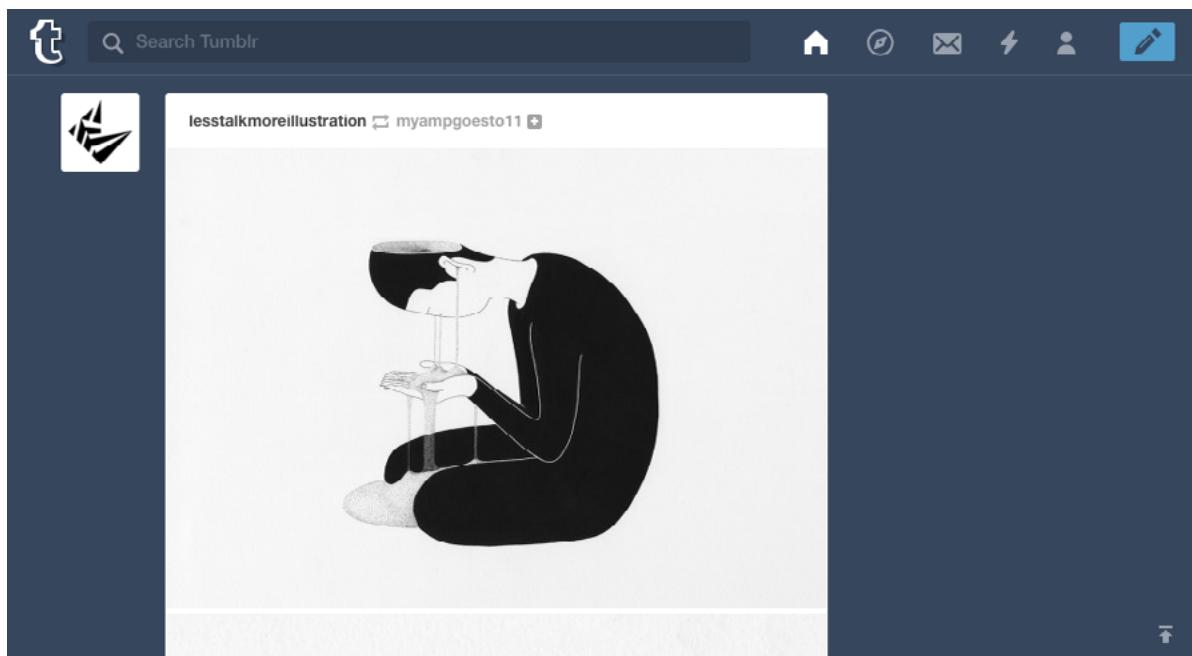
## Jump to Section

### Wikipedia

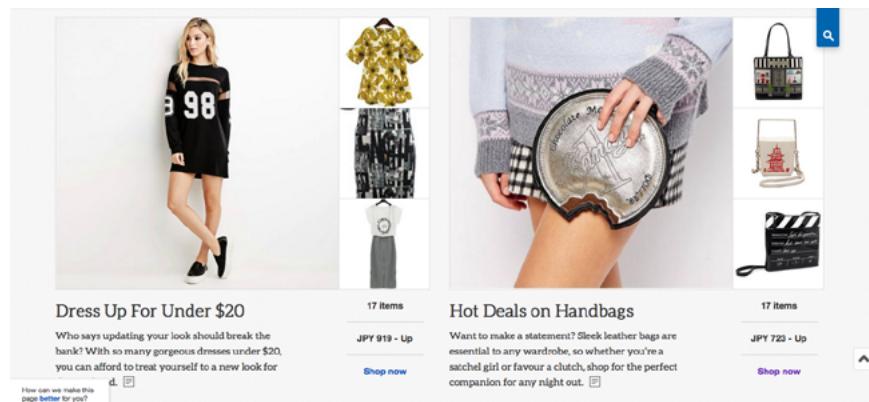
**Contents** [[hide](#)]

- [1 Definitions](#)
- [2 History](#)
- [3 Influences on user experience](#)
- [4 Momentary emotion or overall user experience](#)
- [5 See also](#)
- [6 References](#)
- [7 External links](#)

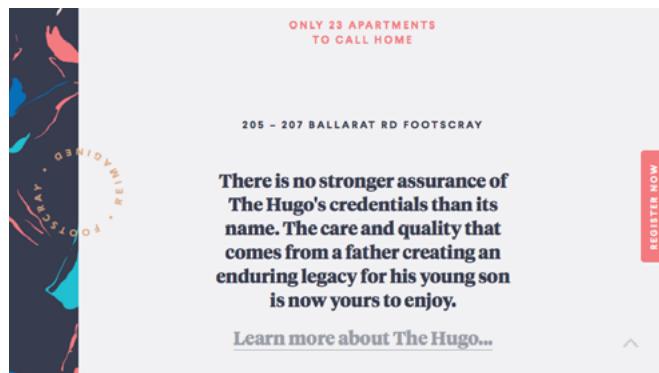
### Tumblr



## eBay



## The Hugo



### 1. Problem

Browsing or returning to certain sections on a page involves too much scrolling.

### 2. Solution

A jump-to option, whether a text link or icon, saves the user time. As an optional feature, this should not draw too much attention

from the main text, but it certainly helps provide anchoring points for [long-scrolling sites](#).

For long text-based content, adding links to the table of contents is a quick solution. This is a simple and practical solution that's been around for awhile with [Wikipedia](#) as the most known example.

But with the increasing popularity of [infinite-scrolling sites](#), particularly with user-generated content, the option for jumping to the top of the page has become a pattern. This lets users return to familiar ground in case they get lost, or want to visit another page.

### 3. Tips

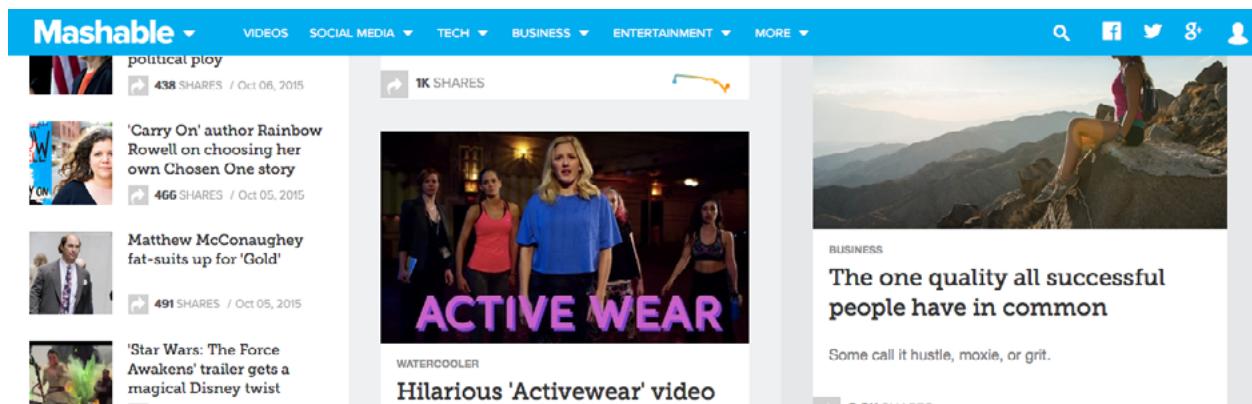
- A return-to-top button [usually goes unused](#) since people can just scroll quickly, but it may be helpful for infinite-scrolling sites. For this reason, the option should be small and unobtrusive, like [Tumblr](#)'s and [eBay](#)'s tabs, "stuck" to the side scrollbar.
- Unnecessary if you use an effective sticky navigation bar (described below).
- For a step-by-step runthrough of how to create jump-to links in HTML, read [this article from HubSpot](#).

## Sticky (Fixed) Navigation

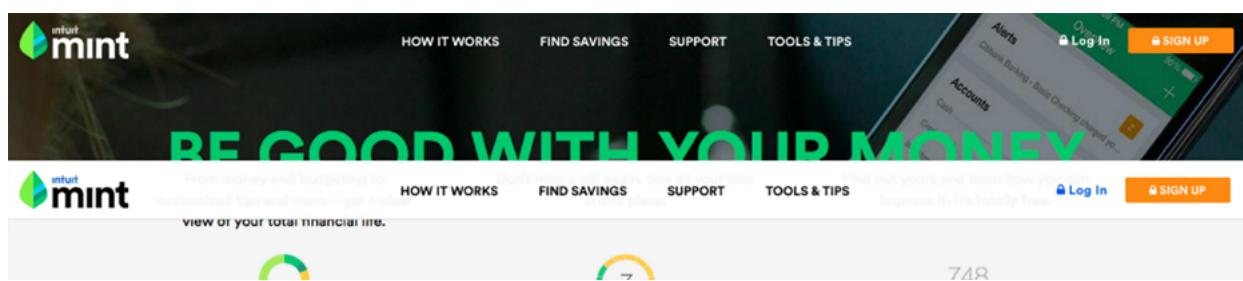
### Facebook

### Craigslist

## Mashable



## Mint



### 1. Problem

Users get disoriented and lost when long-scrolling, or returning to the main navigation menu requires too much backtracking.

### 2. Solution

Implement a fixed navigation menu that stays in place when the page is scrolled, nicknamed “sticky” navigation. While the top navigation menu is most common, sides and bottom are also common (but more obtrusive).

As a site with an infinite-scrolling feed, Facebook uses a sticky top navigation menu well. It gives users the always-present option to

“change course,” if they suddenly want to search something specific, check their profile, or see their notifications.

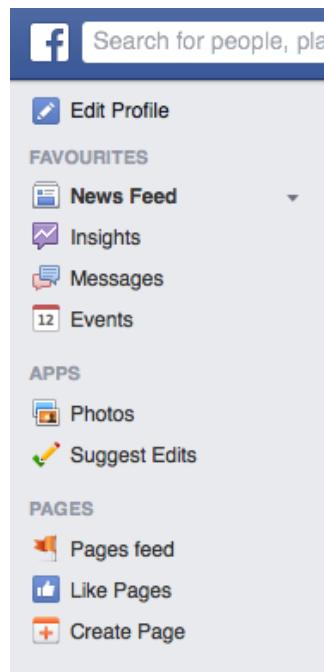
[Craigslist](#) even uses sticky navigation on three sides, and two on the top. The bottom and first top menus are universal to the site, allowing users to go anywhere. The left menu and second top menus are specific to the current page, helping to refine searches, or start new searches for that field, respectively.

### 3. Tips

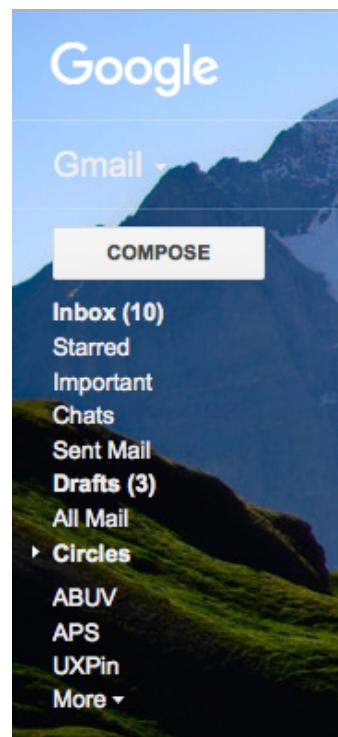
- Since they always occupy a portion of the screen, sticky navigation menus should be as small as possible.
- Highly recommended for single-page sites, which otherwise would lack any form of navigation menu.
- For the sake of mobile experience, shrink the sticky navigation for smartphone users. This microinteraction draws attention to the menu so the user knows it’s there if they get lost. If your menu is already quite compact, you can try changing the colors upon scroll ([Mint](#)) to draw attention through contrast.
- If your site features a mosaic of images in a card format, a sticky navigation is not advised since it can get lost in the noise when users scroll downwards. To learn more, check out this article on the [pros and cons](#).

## Vertical Navigation

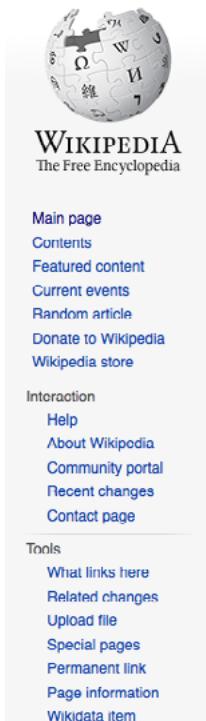
### Facebook



### Gmail

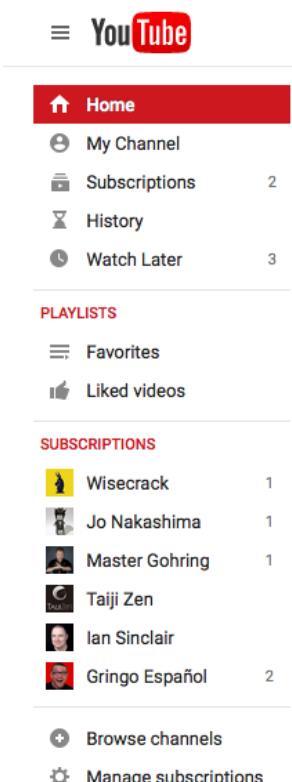


## Wikipedia



The screenshot shows the top portion of the Wikipedia homepage. It features the iconic globe logo with a grid of latitude and longitude lines. Below the logo, the word "WIKIPEDIA" is written in a large, bold, sans-serif font, with "The Free Encyclopedia" in a smaller font underneath. A vertical sidebar on the right contains several navigation links: "Main page", "Contents", "Featured content", "Current events", "Random article", "Donate to Wikipedia", "Wikipedia store", "Interaction", "Help", "About Wikipedia", "Community portal", "Recent changes", and "Contact page". At the bottom of the sidebar, there is a section titled "Tools" with links for "What links here", "Related changes", "Upload file", "Special pages", "Permanent link", "Page information", and "Wikidata item".

## YouTube



The screenshot shows the YouTube mobile homepage. At the top, there is a red header bar with the YouTube logo. Below it, a red navigation bar contains the "Home" button. The main content area includes sections for "My Channel" (with 2 items), "Subscriptions" (with 2 items), "History", and "Watch Later" (with 3 items). There are also sections for "PLAYLISTS" (Favorites and Liked videos) and "SUBSCRIPTIONS" (listing channels like Wisecrack, Jo Nakashima, Master Gohring, Taiji Zen, Ian Sinclair, and Gringo Español). At the bottom, there are links for "Browse channels" and "Manage subscriptions".

## 1. Problem

There are too many important links that don't fit across a horizontal navigation menu.

## 2. Solution

For more room, use a vertical navigation menu on the side. This allows you to list important sections in the most space-efficient way – as long as those links are necessary.

Vertical navigation can be used by sites with many pages that want to give their users all the options. This format also keeps the top and bottom of the screen free for either content, or more general navigation options.

Just like jump to navigation, this pattern emerged to suit the needs of long-scrolling sites. It's well-suited for sites with user-generated content, and can be combined with other patterns like slideouts and sticky navigation.

Sites like [Facebook](#), [YouTube](#), and [Wikipedia](#) all take advantage of vertical navigation. While each of these sites has an excess of content, the reason they chose this pattern is an excess of pages. The benefit of vertical navigation is allow users to move freely between pages – not individual pieces of content.

## 3. Tips

- Because vertical navigation lists take up a lot of space, consider hiding them as slideouts (described below).

- Don't limit yourself to the left side – a right-side vertical navigation menu can make your site stand out. The left side is better for visibility with the F-pattern (see Chapter 5) and main navigation, but if your list is simple, [it doesn't matter where it goes](#).
- To get creative you can also try combining the vertical navigation and jump-to pattern to create a minimalist navigation like what you see on [Born Fighters](#).

## Slideouts (Drawers)

### New York Times

The screenshot shows the New York Times mobile website. A vertical slideout drawer is open on the right side of the screen. The drawer contains a list of navigation links. At the top of the list is "Home Page". Below it are categories such as "World", "U.S.", "Politics", "N.Y.", "Business", "Opinion", "Tech", "Science", "Health", and "Sports". A horizontal line separates this section from the next. Below the line are more categories: "Arts", "Fashion & Style", "Food", "Travel", "Magazine", "T Magazine", "Real Estate", "Obituaries", "Video", and "The Upshot". At the very bottom of the drawer, there is a link labeled "The Upshot". To the right of the drawer, the main content area of the website is visible, featuring a large image of a person's arm and shoulder, and some text below it.

### Wired

The screenshot shows the WIRED website. A vertical slideout drawer is open on the left side of the screen. The drawer contains a list of navigation links. At the top of the list is "BUSINESS". Below it are categories such as "DESIGN", "ENTERTAINMENT", "GEAR", "SCIENCE", and "SECURITY". A horizontal line separates this section from the next. Below the line are more categories: "TECH", "ARTS", "SCIENCE", "GEAR", "MEDIA", "OPINION", "LIFESTYLE", and "SOCIAL". At the very bottom of the drawer, there is a link labeled "THE UPSHOT". To the right of the drawer, the main content area of the website is visible. It features several news articles with thumbnail images and titles, such as "Dell, EMC, HP, Cisco, These Tech Giants Are the Walking Dead" and "Porsche Rennsport Is Like Comic-Con for Auto Buffs". On the far right, there is a "LATEST NEWS" sidebar with links to "MOVIES", "SCIENCE", and "SPACE PHOTOS OF THE WEEK".

The screenshot shows the WIRED website's navigation bar at the top, featuring a search icon, a subscribe button, and the WIRED logo. Below the header is a grid of six categories: BUSINESS, DESIGN, ENTERTAINMENT, GEAR, SCIENCE, and SECURITY, each with a unique icon. A secondary navigation bar below includes links for PHOTO, VIDEO, MAGAZINE, BUSINESS CONFERENCE 2015, WIRED INSIDER, INNOVATION INSIGHTS, and #MAKETECHHUMAN. The main content area displays three images: a green hand reaching out, a car on a track, and a Star Wars character. To the right, a 'LATEST NEWS' sidebar features a movie news item about Star Wars.

## DeviantArt

This screenshot of the DeviantArt 'WHAT'S HOT' page shows a grid of digital art submissions. The first row includes pieces like 'String of bad luck', 'Finale', 'Daily Paint #1066. Cact-o'-lantern', and 'The Grey'. The second row features a rejected submission titled 'I was rejected.' and other artworks. The sidebar on the left lists various art categories such as Digital Art, Traditional Art, Photography, and Film & Animation.

This screenshot shows the same 'WHAT'S HOT' page from DeviantArt, but with a different visual style or perhaps a different time. The layout is similar, displaying a grid of artworks and a sidebar with category links. The sidebar includes 'Digital Art', 'Traditional Art', 'Photography', 'Artisan Crafts', 'Literature', 'Film & Animation', 'Motion Books', 'Flash', 'Designs & Interfaces', 'Customization', 'Cartoons & Comics', 'Manga & Anime', 'Anthro', 'Fan Art', 'Resources & Stock Images', 'Community Projects', and 'Contests'.

## 1. Problem

The navigation menu takes up too much space.

## 2. Solution

Hiding the navigation menu as a pull-out menu or slideout gives your users the options they want, without wasting space – having your cake and eating it, too.

This pattern is best known on mobile devices where space is scarce, popularized mostly through the hamburger icon. The current iteration of this pattern takes many forms: the hamburger icon ([New York Times](#)) is still popular, but is now rivaled by the grid icon ([Wired](#)), or a simple “Menu” button that acts like a hamburger menu ([DeviantArt](#)).

Slideouts are very flexible in what they can contain. Small slideouts will contain textual links, while bigger slideouts showcase rich icons and even photos (e.g., a profile photo for a social app).

Moreover, slideouts are often used for standalone functions, such as chat windows. [Facebook](#), [Gmail](#), and other sites keep these windows tucked away when they’re not in use.

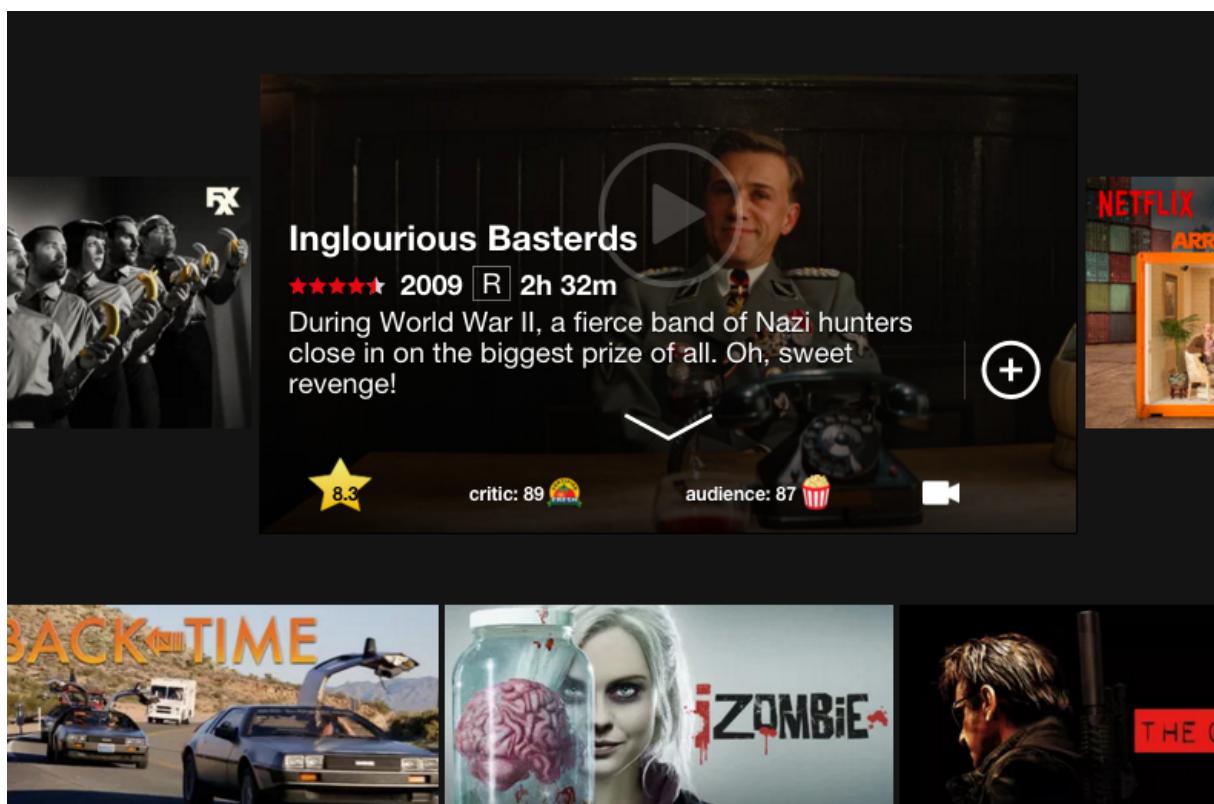
## 3. Tips

- Use recognizable icons, such as the grid, so your user knows on sight how they work. For the most clarity, you can even use a “MENU” label.

- Pay attention to the animation as the menu pulls out. This is key to maintaining the illusion that the menu is actually tucked away. If you make the drawer slide out too quickly, all the information at once will overwhelm the user. Give the animation roughly 200–300ms to play out the sliding motion, moving towards the upper end of the spectrum as your items increase (check out [this tutorial](#)).
- Create contrast between the slideout menu items and the menu background.

## Popovers

### Netflix



### Rotten Tomatoes

#### IG THIS WEEK

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ans	

**Wet Hot American Summer: First Day of Camp**  
92% 82%  
Elizabeth Banks, Michael Ian Black

Critics Consensus: Wet Hot American Summer: First Day of Camp offers more of the goofy hijinks that fans of the cult classic crave, but outsiders might not be quite ... [More...](#)

\$15.3M

\$8.7M

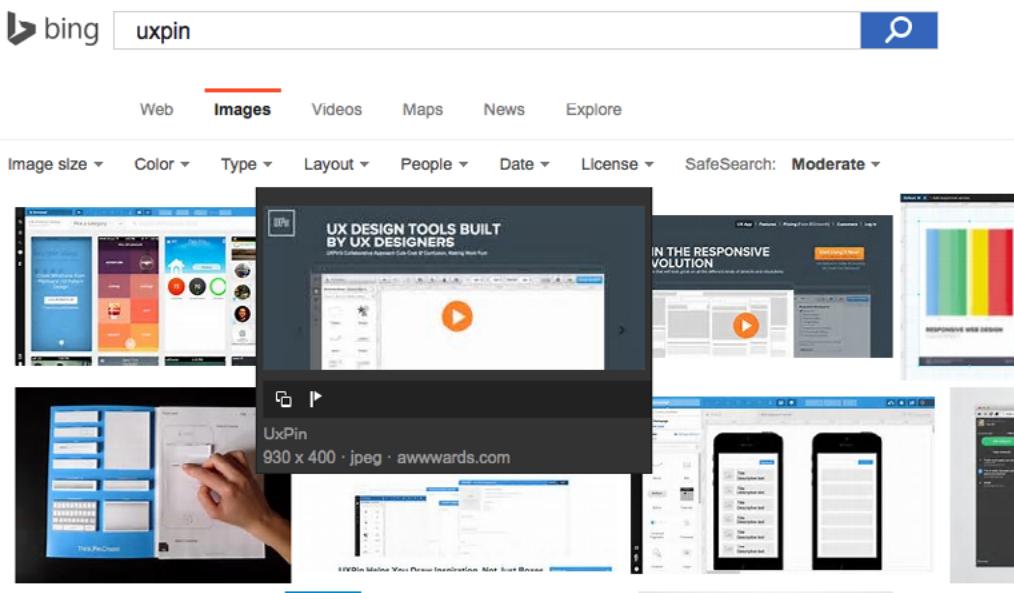
#### TOP TV COMEDIES

- 100% Catastrophe: Series 1
- 100% You're the Worst: Season 2
- 100% Key & Peele: Season 5
- 100% Review: Season 2
- 100% Playing House: Season 2
- 92% The Grinder: Season 1
- 92% [Wet Hot American Summer: First Day of Ca](#)
- 86% Documentary Now!: Season 1
- 85% Difficult People: Season 1
- 79% The Jim Gaffigan Show: Season 1

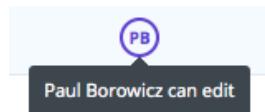
[View All >](#)

#### TOP TV DRAMAS

## Bing



## Dropbox



### 1. Problem

The user wants more information without losing their place on the current page.

### 2. Solution

Usually activated by hovering, popovers add the details that would take up too much room to display permanently. They are similar to hover controls, but with information.

The appeal of popovers is that they don't disrupt the user's task flow as much as going to a separate page. This makes them great

for browsing through a large amount of content, where the user can call up more details about only the choices that interest them.

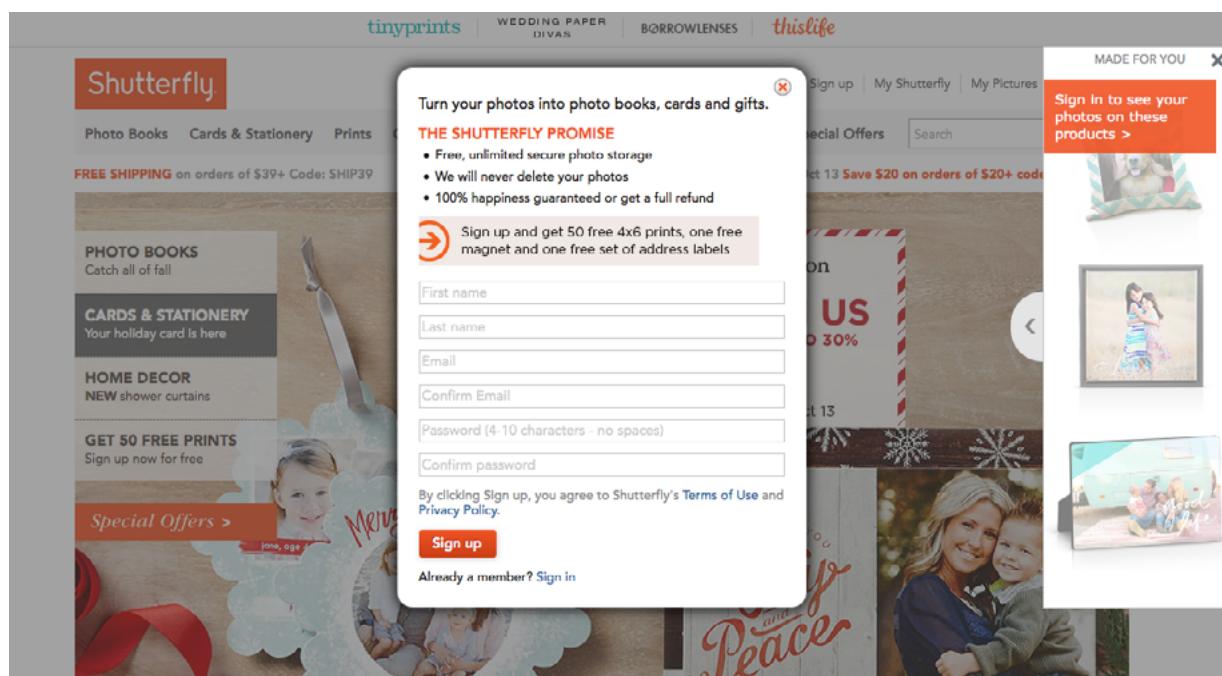
Look at [Netflix](#): showing details for every movie would mean less entries per page, which makes browsing more difficult. With their current UI, when something catches the user's eye, they can learn about it without interrupting their browsing.

### 3. Tips

- Popovers work perfectly with the card layout: designers can display a large amount of content option in manageable doses, and conserve space in each card by listing some information in popovers.
- A small pointer keeps track of which entry the popover relates to, especially useful for close textual links like [Rotten Tomatoes](#).

## Modals

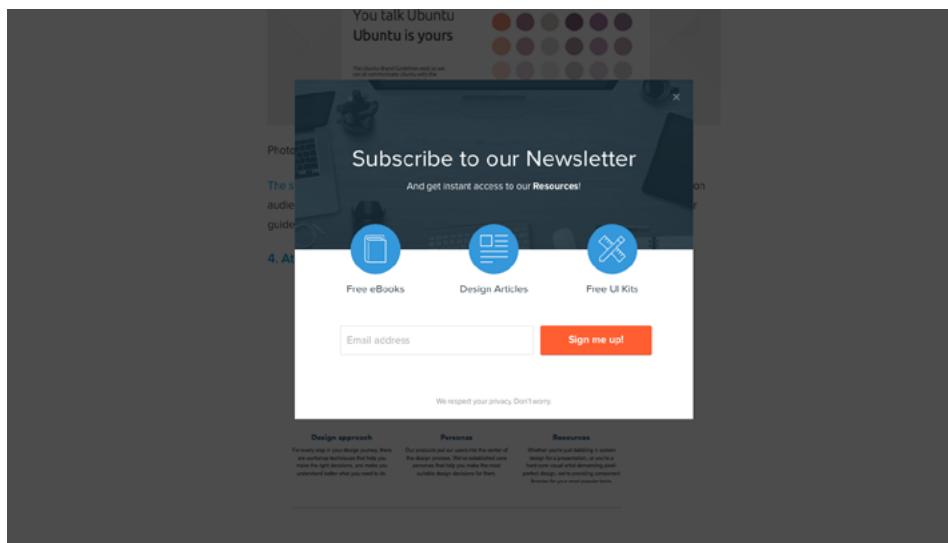
### Shutterfly



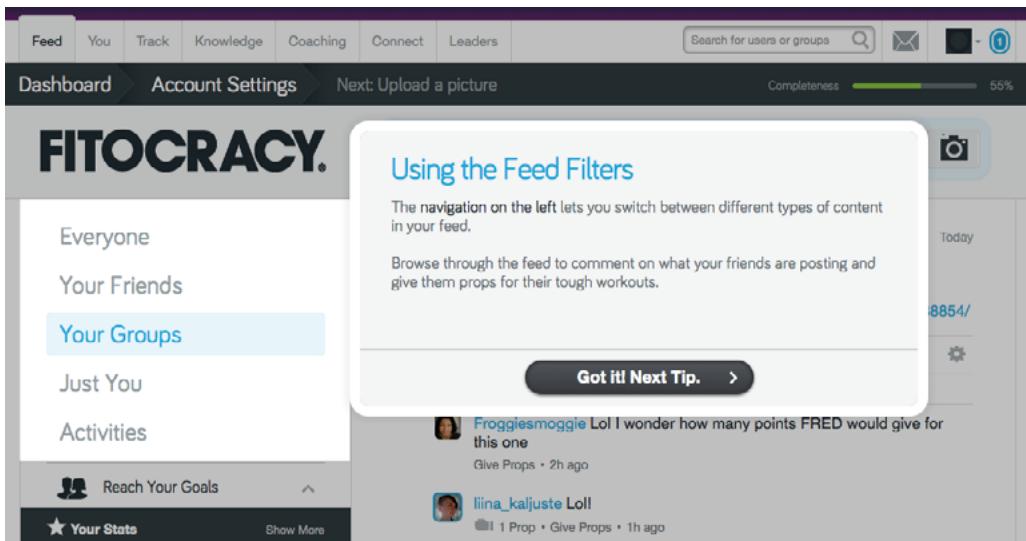
### Monster Jobs

The screenshot shows a job listing for a "Rocket Scientist" on the Monster website. The job title is "Rocket Scientist Needed - SF". A callout box on the left asks "Get new similar email for Rocket Scientist SF" and provides a form to enter an email address. The main content area shows the job details, including the company name "Rocket Science Consulting", the posting date "Posted: 10/8/2015", and a "Please enter your email" input field with a "Email me jobs" button. To the right, there's a sidebar with social sharing options ("Apply Now", "this Job", "g+", "in", "Email") and a list of other job openings like "Curriculum Designer (Raleigh-Durham Area)" and "Kitchen Manager - Cupertino, CA". At the bottom, there's a note about cookie consent and a link to "Service -- Tech Support, reactive to your needs, both onsite and remote".

## UXPin



## Fitocracy



## 1. Problem

User is not noticing or interacting with important content.

## 2. Solution

Because they require interacting, modals are a surefire way to communicate important information. Like popovers, modals

provide additional information without the user leaving the page. The key difference, though, is that modals demand a click, even if it's to click "Skip" or "OK."

Modals typically have two uses:

- Draw the user's attention to a feature they might be unaware of
- Promotion

For example, if you visit the site for [Gap](#) outside of the U.S., a modal notifies you about international shipping in your area, and provides links to its international sister sites. Similarly, [Fitocracy](#) uses modals to point out and explain how certain features work.

The other popular use for modals is site promotion. Often, sites use call-to-action modals to increase conversions on signups, sales, newsletter subscriptions, etc.

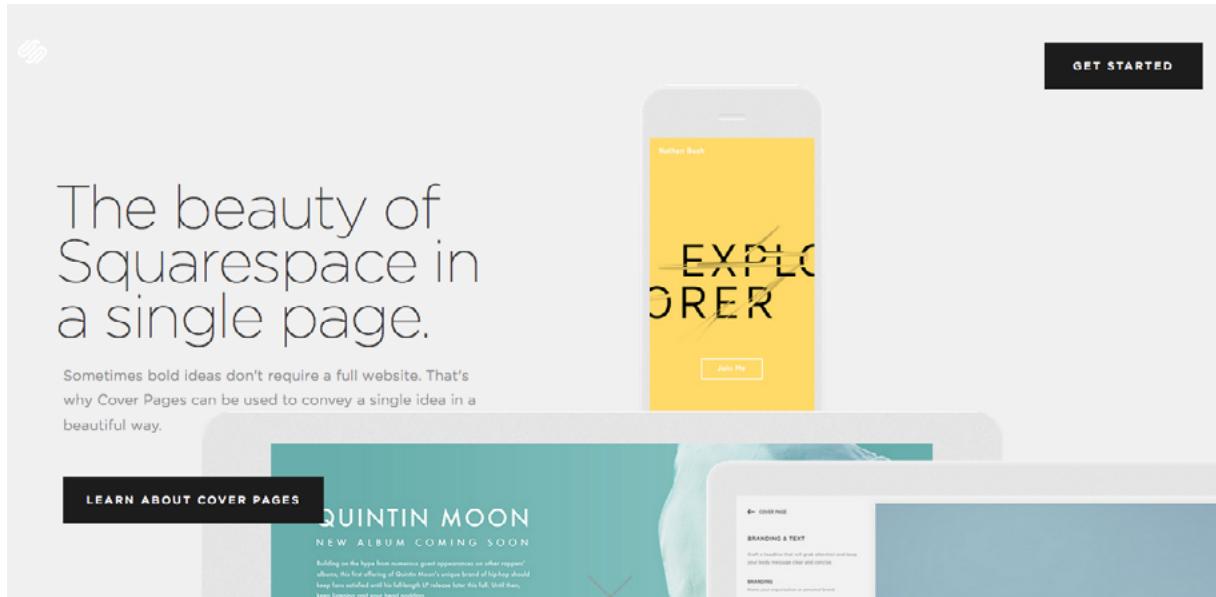
### 3. Tips

- Differentiate the background when the modal pops up to draw attention. This usually means fading the landing page, but a creative filter can also work as long as it's not distracting.
- Allow users to close the modal either by clicking outside the box or tapping the ESC key
- If forcing users to click is a concern, have your modal automatically minimize itself and become a call-to-action button on the landing page. Use animation to make the correlation clear.

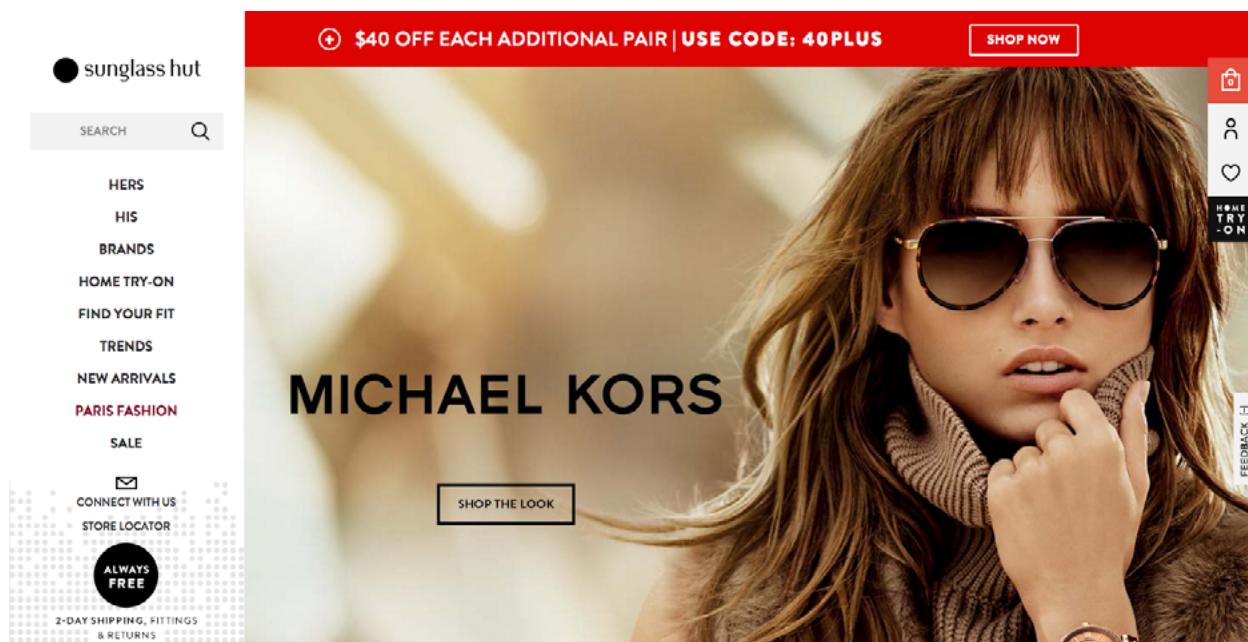
- A multi-page modal works great for onboarding tutorials, as users can still see the normal screens behind them.
- Modals can also show when users leave a site, as one last chance to regain their attention.
- For email subscription modals, trigger them once a user scrolls partway through the content so you don't annoy them. Learn how to create a modal that won't annoy mobile users in [this tutorial](#).

## Calls to Action

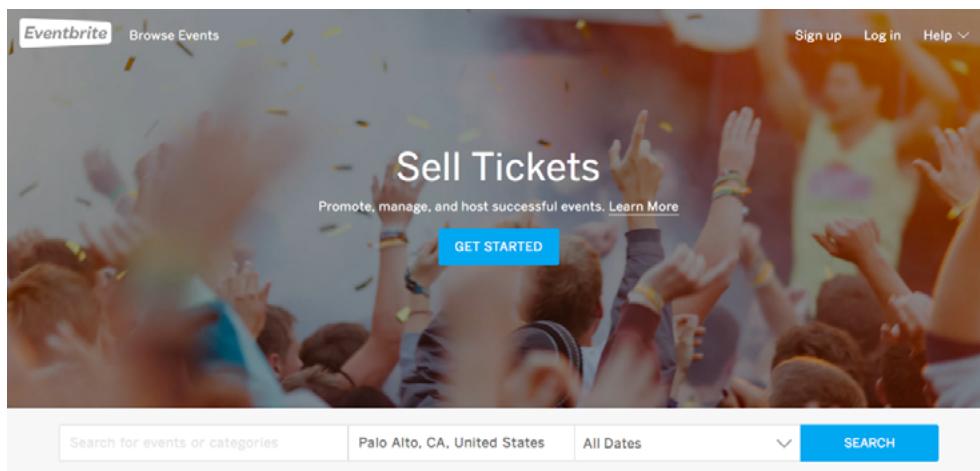
### Squarespace



### Sunglass Hut



## Eventbrite



### 1. Problem

Users need a clear next step on the page.

### 2. Solution

Influence users with calls to action in the form of obvious buttons inviting them towards an action, whether buying, signing up, or simply visiting certain content.

The most important factor for CTAs is visibility – they should be noticed, without being too flashy. In fact, CTAs should be among the first elements the user sees; after all, they are synonymous with business goals and therefore integral to the site.

The CTAs on [Squarespace](#) are clear and noticeable. Their black-and-white color scheme attracts attention, the succinct and direct wording leaves no room for misinterpretation, and their fixed position keeps them on the screen permanently to add constant urging.

### 3. Tips

- Colors are an effective way to get your CTA noticed. Attention-grabbing colors such as orange and green are good, as is using a color that contrasts with the background, such as white against black. For a more thorough analysis of colors in web design, check out free [\*Color Theory in Web UI Design\*](#).
- Another method for visibility is location. Situate CTAs in the most seen areas on the screen. While these change depending on your layout (see Chapter 5), the top is usually a safe spot. The only sure solution, however, is to [A/B test the position](#).
- As we see with [Squarespace](#), making CTAs sticky gives them extra emphasis, plus ensures they're permanently on the screen.
- Consider [ghost buttons](#) as a flat-inspired alternative to the traditional CTA button. Ghost buttons fill with color as users hover over, adding an element of visual delight.
- Don't neglect microcopy – it's your elevator pitch. For tips on writing specifically for CTA buttons, [read Magdalena Georgieva's piece for HubSpot](#).

## Featured Content

### TIME

**TIME**

LATEST MAGAZINE VIDEOS

**JUST POSTED**

- Meet the Wackiest Millionaire Ever to Run for President 9:03 AM ET AMERICANS & THEIR MONEY
- Don't Count Biden Out of Presidential Race, Alde Says in Letter 9:02 AM ET
- US Airways' Last Flight Will Take Off Friday Night 8:42 AM ET
- It's Time To Say Farewell To Us Airways 8:38 AM ET
- Uber Just Won a Big Lawsuit in London 8:25 AM ET
- Morning Must Reads: October 16 8:17 AM ET
- Syria And Allies Press Ahead With Assault Against Rebels 8:14 AM ET
- Check Out "Perfect," One Direction's Latest Single 8:12 AM ET

**THE BRIEF**



Clinton's \$33 Million War Chest

Hillary Clinton has \$33 million in her campaign's war chest, more than any other campaign, ahead of the most intense season of the primary. The money will go towards organizing, advertising and outreach in the primary states

- Clinton Goes on Offense in Democratic Debate
- Clinton Confident After Strong Debate Performance
- Jeb Bush Raises \$13.4 Million in Third Quarter

**THE ULTRAS**



This Guy Hasn't Stopped Running for 20 Years

**MAGAZINE**



Help! My Parents Are Millennials

Subscribe

Putin's Syria Gamble

What's Eating Jeb Bush?

Why Hollywood Is Bullish on Bull Riding

### Etsy

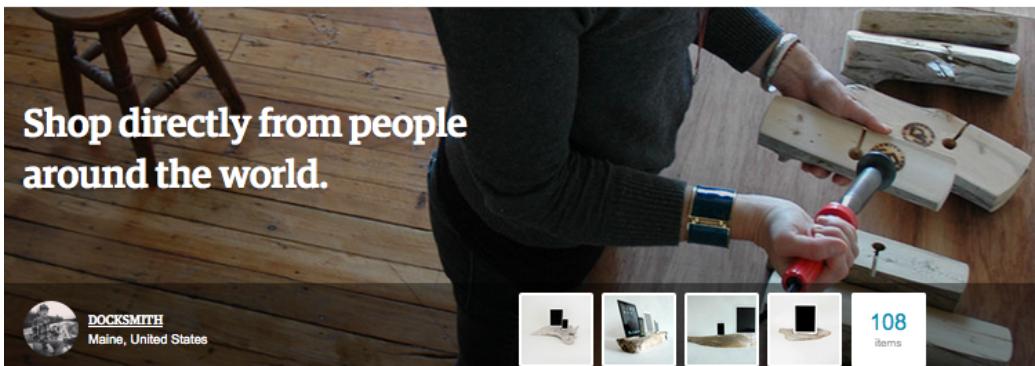
**Etsy**

Search for items or shops  Search

Sell on Etsy Register Sign in Cart

Clothing & Accessories Jewelry Craft Supplies & Tools Weddings Entertainment Home & Living Kids & Baby Vintage

**Shop directly from people around the world.**



**DOCKSMITH**  
Maine, United States

108 items

**Discover items you can't find anywhere else**

**EDITORS' PICKS**  
**Fall fashion accessories**



**EDITORS' PICKS**  
**Personalized & custom jewelry**



Behance

Projects	All Creative Fields	Featured	Worldwide
4661m2 - Art in prison by NEVERCREW Painting, Street Art, Fine Arts  <span>Like 74</span> <span>Views 411</span> <span>Star</span>	Far Cry Primal Website by Rolf A. Jensen Interaction Design, UI/UX, We...  <span>Like 891</span> <span>Views 5483</span> <span>Star</span>	La Divina Commedia by Matteo Berton Illustration  <span>Like 902</span> <span>Views 6304</span> <span>Star</span>	BEAUTYSTRENGTH by Andrey Yakovlev Lili Aleeva Art Direction, Photography  <span>Like 416</span> <span>Views 3499</span> <span>Star</span>

DeviantArt

The screenshot shows the DeviantArt website's homepage. At the top, there's a navigation bar with links for 'SHOP', 'MOBILE', 'MORE', and a prominent green 'SUBMIT' button. Below the navigation is a search bar. The main menu includes 'TODAY', 'BROWSE', 'WHAT'S HOT', 'UNDISCOVERED', and 'DAILY DEVIATIONS'. A banner below the menu lists hashtags: '#travelphotography', '#pokemonyx', '#werewolf', '#speedpaint', '#drawtober2015', and '#lastwitchhunter'. To the right, the date 'Tuesday, October 13, 2015' is displayed. The central feature is the 'Undiscovered' section, which is described as a 'Deviously Real Time Visual Explosion Of Exactly What's Trending On The DeviantArt Charts.' It features a grid of various artworks, with one specific piece highlighted: a dark, detailed illustration of a character with horns and a skull-like face. A callout box for this artwork states '6 deviants commented on this'. Another callout box for a drawing of a creature says '12 deviants commented on this'. To the right of the main grid, there's a link to 'Browse More Of Undiscovered >'. The bottom right corner shows a small preview of another artwork featuring a glowing eye.

## 1. Problem

Users aren't immediately able to discern the most important content on the page.

## 2. Solution

Let users browse the top content. Usually, this means featuring the most interesting content front-and-center (especially useful for sites driven by user-generated content).

Developed for print media and journalism, this pattern takes on new meaning on sites with user-generated content. With no “newsworthy” or “most recent” criteria to fill, site managers are free to pick any content to fill this area, and thus can sway the user’s impression of the site, while at the same time promoting chosen content.

Featured content is as versatile as the site’s business goals. The content could be paid, popular, new, or demonstrating creative ways to use the site.

A site committed to its users, [Etsy](#) uses featured content as the main focus of their home page. [Behance](#), on the other hand, treats theirs as a separate tab.

## 3. Tips

- Do your homework before deciding [if a carousel is appropriate](#) to feature content. As a general rule, it’s best to avoid them unless compelling user behavior indicates otherwise.
- To immediately capture the user’s attention, try experimenting with a [hero image](#) above the fold.

## Recommendations

### Facebook

The screenshot shows a list of five recommended users with profile pictures, names, locations, mutual friends, and 'Add Friend' or 'Remove' buttons.

- Lucia Landi**: Marco Bianchi and 2 other mutual friends. Add Friend | Remove
- Chloe Goldberg**: Emerson College. Nicole Lu and 3 other mutual friends. Add Friend | Remove
- NA NA (banana)**: Works at Fukuoka Hana Hostel - Hybrid Inn 福岡花宿. Sally Sakurai Chew and 13 other mutual friends. Add Friend | Remove
- Kuldeep Singh**: Works at Dhakoli Zirakpur. Manpreet Kaur is a mutual friend. Add Friend | Remove
- イム ピヨンソン**: Fukuoka-shi, Fukuoka, Japan. Estefania Bect and Vada Rill are mutual friends. Add Friend | Remove

### YouTube

The screenshot shows two recommended video thumbnails:

- Batman vs Superman JOKER THEORY EXPLAINED! (Suicid...** by NewMediaRockstars. 811,128 views • 1 month ago. A thumbnail of the Joker with red arrows pointing to his face.
- Key & Peele - Undercover Boss** by Comedy Central. 2,738,058 views • 1 month ago. A thumbnail of Keegan-Michael Key and Jordan Peele in character.

A central box contains the text "Got it. We'll tune your recommendations." with an "Undo" button.

## Amazon

The screenshot shows the Amazon homepage with several sections of personalized recommendations:

- Related to Items You've Viewed**: A grid of book covers including "Universal Principles of Design", "The DESIGN of EVERYDAY THINGS" by Don Norman, "Sketching User Experiences", "PAPER PROTOTYPING", and "Sketching User Experiences: The Workbook".
- Inspired by Your Shopping Trends**: A grid of books including "EVIDENCE-BASED TRAINING METHODS", "Designing the Conversation", "Communicating Design", "INTERACTION DESIGN", and "The Visual Display of Quantitative Information".
- amazonPrime**: An offer for Unlimited FREE Two-Day Shipping.
- Halloween Shop**: An offer for Costumes, candy, and more.
- Recommendations for You in Movies & TV**: A grid of movie and TV show posters including "1900", "SAMARIA", "RUSSIAN AIRK", "THE FALL", "THE TREE OF LIFE", and "LA VIE EN ROSE".
- Inspired by Your Browsing History**: A grid of design-related items including "Designing Multi-Device Experiences", "Learning Responsive Web Design", "Mobile Design Pattern Gallery", "UX Strategy", "Designing for Behavior Change", "Mobile User Experience", and "Designing Connected Products".

## Hulu

The screenshot shows the Hulu homepage with a section titled "TOP PICKS FOR YOU" featuring:

- LATE NIGHT WITH SETH MEYERS**: Hosted by Seth Meyers, shown with a photo of him at his desk.
- New Girl**: A sitcom, shown with a group photo of the cast.
- Arrested Development**: A sitcom, shown with a photo of the lead actor.

## 1. Problem

The user wants content personalized to their preferences.

## 2. Solution

Just like featured content, recommendations lead users to content they'll (probably) like. The difference is recommendations are tailored specifically to individual's tastes.

Recommendations are most known for ecommerce pages, where recommendations are based on previous purchases. But they're available to any site able to collect enough user data, whether through profile data frequent usage.

Social media sites like [Facebook](#) analyze friend/follower lists to calculate people you're likely know. More friends means more site interaction. Sites like [Hulu](#) and [YouTube](#) simply categorize the types of videos you watch and recommend similar ones.

[Amazon](#) goes above and beyond, offering different variations of recommendations from different metrics like previously viewed, browsing history, and items in your wishlist.

## 3. Tips

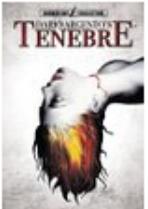
- Personalization is the key: the better you know the user, the more accurate the recommendations. Use all available data about your user.
- When users create a profile, ask them to select a certain number of tags to fine-tune their preferences.

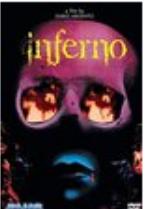
## Related Content

### IMDb

People who liked this also liked...

[Learn more](#)










◀ Prev 6
Next 6 ▶

**Suspiria** (1977)

 Horror | Mystery



A newcomer to a fancy ballet academy gradually comes to realize that the school is a front for something far more sinister and supernatural amidst a series of grisly murders.

[Add to Watchlist](#)

[Next »](#)

**Director:** Dario Argento  
**Stars:** Jessica Harper, Stefania Cas...

### New York Times

#### RELATED COVERAGE



[Mortar Shells Strike Near Russian Embassy in Syria](#) OCT. 13, 2015



[U.S. Weaponry Is Turning Syria Into Proxy War With Russia](#) OCT. 12, 2015



[Russia Denies U.S. Claim That Missiles Aimed at Syria Hit Iran](#)

OCT. 8, 2015



[Russian Violations of Airspace Seen as Unwelcome Test by the West](#)

OCT. 6, 2015

## eBay

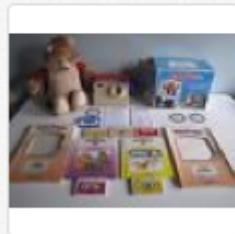
### People who viewed this item also viewed



Vintage 1st Generation  
Teddy...

**\$110.00**

Buy It Now or Best offer  
+ \$20.00 Shipping



1985 TEDDY RUXPIN  
TALKING BEAR World

**\$249.99**

Buy It Now or Best offer  
Free shipping

## BBC

### Related Stories



Is sparkling water bad for you?



Is alcohol actually bad for you?



The messages hidden in our sweat

## 1. Problem

The user wants to browse similar content without a new search.

## 2. Solution

While it goes by many names, the pattern of showcasing related content is popular for ecommerce, blog, and article sites. It's effective for the same reasons as recommendations, but without needing user data.

Related content generally works through tagging (see Chapter 1), or at the very least keywords. There is room for variation, though: in the above example, BBC promotes stories of different topics, but aligned with the user's interest in the hidden dangers of common substances.

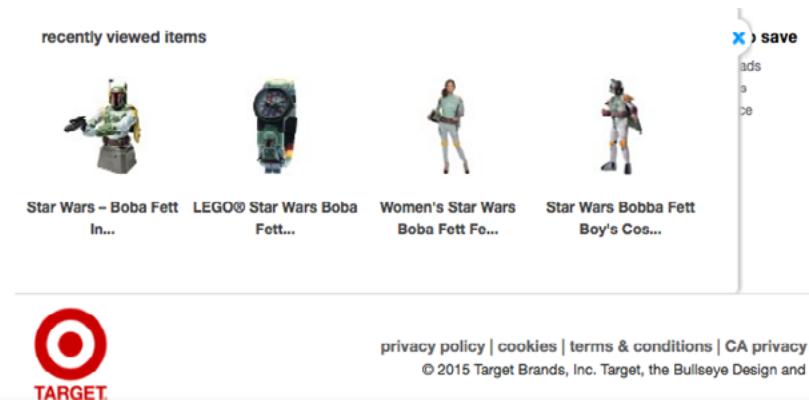
Another helpful guide is tracking similar viewers, as with eBay and IMDb. Judging by viewing patterns, users looking at the same content might have the same goals, in which case you can use past usage to predict helpful pages.

## 3. Tips

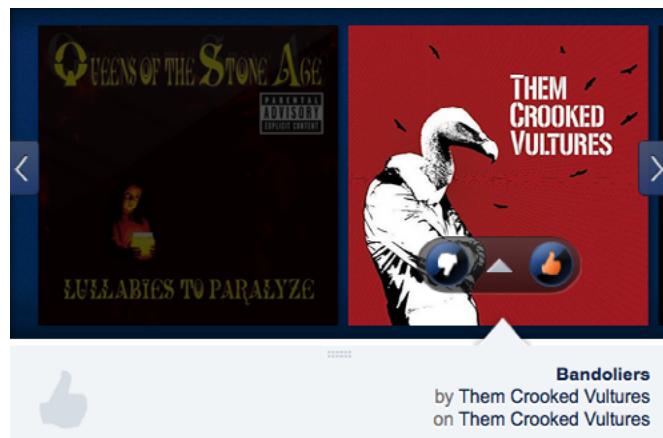
- The accuracy of related content usually depends on the tagging system: more elaborate tags create more specific results.
- Almost an expectation for ecommerce and news/blog sites.

## Recently Viewed (History)

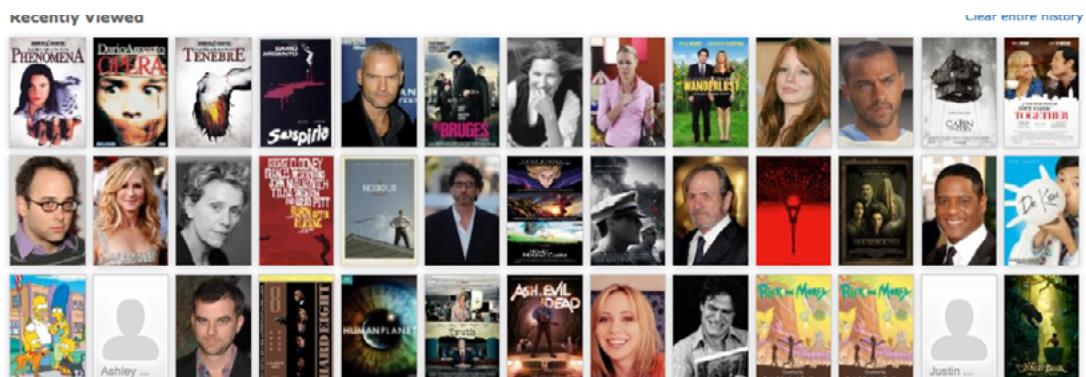
# Target



# Pandora



IMDb



## 1. Problem

The user wants to see content they previously viewed without backtracking.

## 2. Solution

Showing recently viewed content helps users switch back and forth between pages, especially useful for comparison shopping. This pattern also creates a UI forgiving to user, in case they are indecisive or wish to return to prior content (but forgot the details).

For ecommerce sites, this simply facilitates the shopping process. Users likely have multiple products in mind, and the freedom to switch between those pages helps them achieve their goals.

This pattern is especially useful for sites like [Pandora](#), in which users can interact with songs they previous listened to, liking or disliking them to customize their preferences.

In addition to a bar at the bottom, [IMDb](#) gives the option to see an entire page of user's history, with a description on hover that says when the user viewed this item.

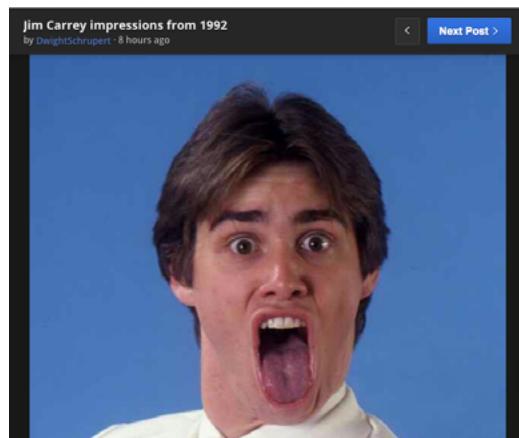
## 3. Tips

- Give users the option to edit and delete items from their history to avoid mistakes from affecting the personalization features (like inaccurate recommendations).

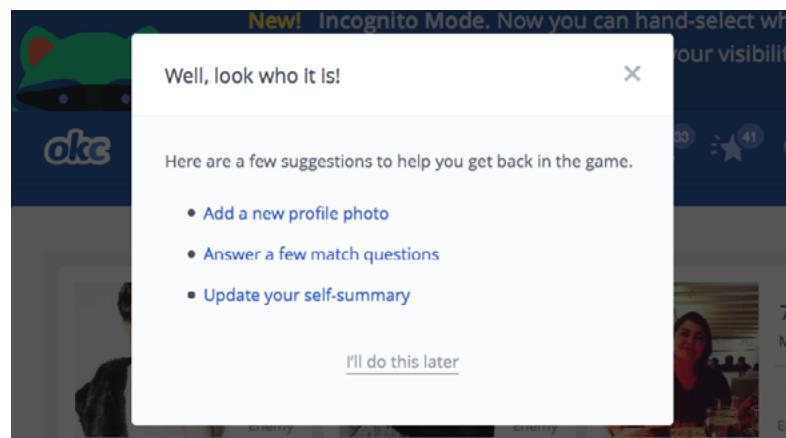
- How far back you go depends on the type of site and its capabilities. While remembering months ago is a nice feature for [IMDb](#), it's not necessary for a sites like [Target](#) where users typically have a final product in mind.

## Next Steps

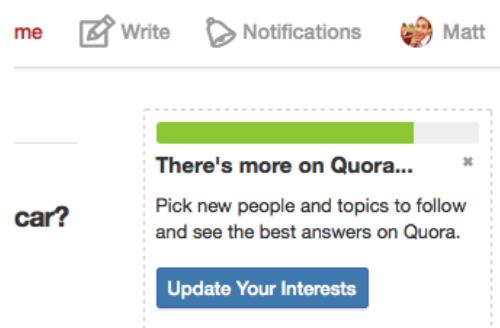
### Imgur



### OKCupid



### Quora



## [Yelp](#)



### 1. Problem

The user wants recommendations for what to do next.

### 2. Solution

Directly guide the user to their next steps.

For the instances where featured, related, or recommended content fall short, it helps to be blunt about your user's next steps. Any hesitation or confusion in the user task flow, even momentary, harms your UX. A next step prompt simply keeps things running smoothly. [Imgur](#)'s “Next Post” option streamlines the site experience, and creates an addictive [habit loop](#) for longer sessions.

Next steps are also frequently used for administrative tasks like fuller profile completion. These prompts remind the user of optional tasks. [OKCupid](#) uses a modal to help users who've been away get back into the swing of things, while [Quora](#) gives a reminder to update preferences for a better results.

### 3. Tips

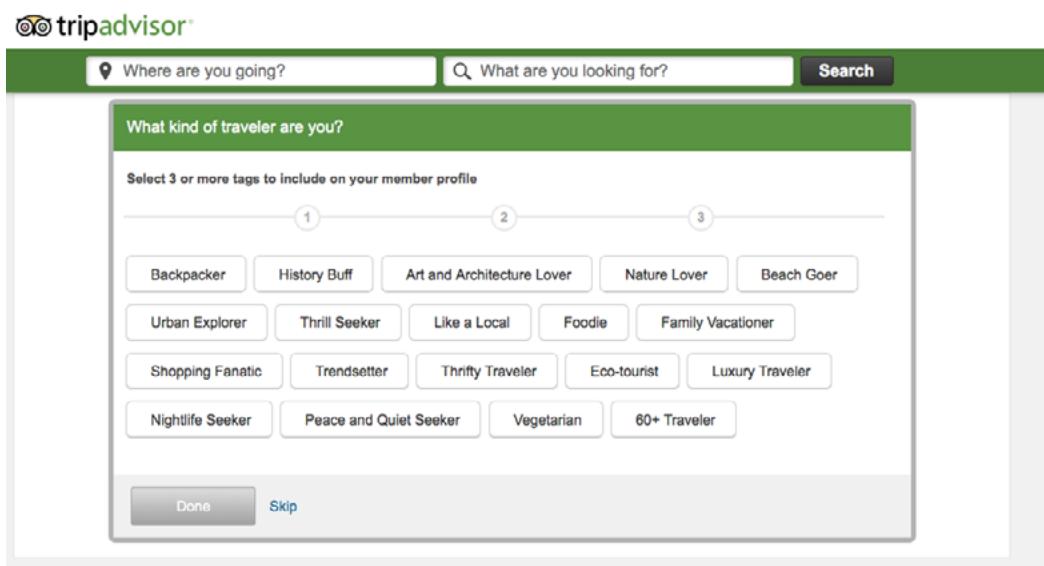
- Promote certain steps over others with visual hierarchy techniques (explained in [Web Design for the Human Eye: Books I](#)

and *II*). Look at how Yelp's big red button for "Write a review" outshines the other potential actions.

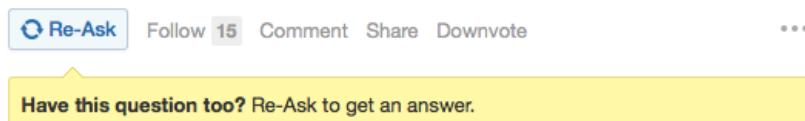
- When used for profile completion, couple this with the completeness meter pattern for more urgency.

## Walkthroughs (User Onboarding)

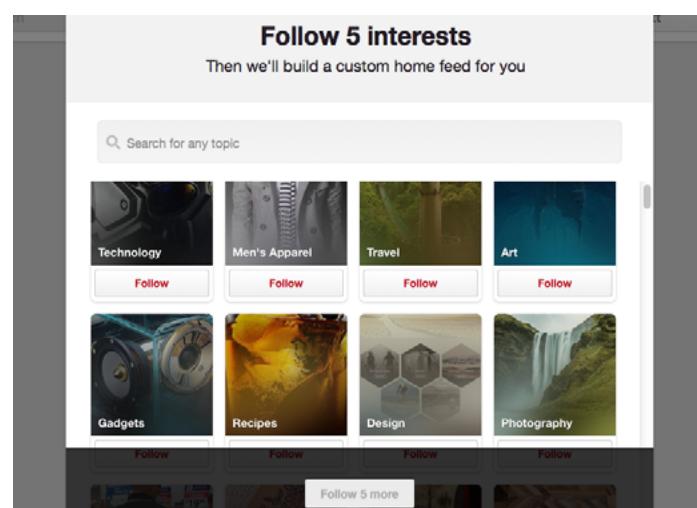
### TripAdvisor



### Quora



### Pinterest



## 1. Problem

New users need some tips to get started.

## 2. Solution

Walkthroughs (also known as user onboarding) explain how the UI and specific features work. Almost sites will have some kind of onboarding process to explain how everything works to beginners or updated features to old users.

Coach marks, as with the [Quora](#) example, draw attention to the features where they exist in the normal UI. This doesn't distract the user from their regular routine, and are less intensive than full-scale walkthroughs.

## 3. Tips

- Keep walkthroughs succinct so that users can get to actually using the site.
- Pictures can communicate faster and more clearly than heavy explanations.
- This pattern helps users make the most out of the site. Many walkthroughs like the one for [Pinterest](#) require users to choose their favorite tags right from the beginning to customize that user's experience more deeply.
- Try using walkthroughs through modals: with the UI in the background, the process seems less intrusive.

- Know the [4 types of user onboarding](#), then browse these [excellent examples](#) to see best practices in action.
- Provide a “skip” option to avoid frustration from some users.

# Links to Everything

## Wikipedia

### Hyperlink

From Wikipedia, the free encyclopedia

For help creating links in Wikipedia, see [Help:Contents/Links](#).

In computing, a [hyperlink](#) is a [reference to data](#) that the reader can directly follow either by clicking or by hovering.<sup>[1]</sup> A hyperlink points to a whole document or to a specific element within a document. [Hypertext](#) is text with hyperlinks. A software system that's used for viewing and creating hypertext is a *hypertext system*, and to create a hyperlink is to *hyperlink* (or simply to *link*). A user following hyperlinks is said to *navigate* or *browse* the hypertext.

A hyperlink has an [anchor](#), which is the location within a certain type of a document from which the hyperlink can be followed only from the homepage. The document containing a hyperlink is known as its [source code](#) document. For example, in an online reference work such as [Wikipedia](#), many words and terms in the text are hyperlinked to definitions of those terms. Hyperlinks are often used to implement reference mechanisms, such as tables of contents, [footnotes](#), bibliographies, indexes, letters, and glossaries.



An example of a hyperlink with a mouse pointer hovering above it

## IMDb

The Cabin in the Woods (2012) 354

R | 95 min | Horror, Mystery, Thriller | 13 April 2012 (USA)

**7.0** Your rating: ★★★★☆☆☆☆☆☆☆☆

Ratings: 7.0/10 from 253,759 users Metascore: 72/100

Reviews: 955 user | 624 critic | 40 from Metacritic.com

Five friends go for a break at a remote cabin in the woods, where they get more than they bargained for. Together, they must discover the truth behind the cabin in the woods.

Director: [Drew Goddard](#)  
Writers: [Joss Whedon](#), [Drew Goddard](#)  
Stars: [Kristen Connolly](#), [Chris Hemsworth](#), [Anna Hutchison](#) | See full cast and crew »

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**10 Bond Trivia Facts**

## Asana

My Dashboard

MY TASKS MY INBOX + Search

Inbox - Notifications on Items I'm Following

Activity Archive

Archive All Email Notifications: On

Content Calendar

Jerry C added new tasks.

<input checked="" type="checkbox"/>	UX Gamification Redefined	Oct 26	X
<input checked="" type="checkbox"/>	Mobile UI Trends Present & Future: Layered Material Design	Today	X
<input checked="" type="checkbox"/>	Mobile Design Book of Trends 2015 & 2016	Monday	X

[Archive All](#) [Unfollow Project](#)

## 1. Problem

The navigation system on its own is too limiting.

## 2. Solution

Give users more freedom to explore by linking most or all the site's content. This allows them to go to new locations as they interact normally, instead of stopping their flow to figure out how to get there in the traditional navigation system.

This pattern is all about clickability – almost everything is interactive. This is popular for [Wikipedia](#), where users can easily jump to another entry for clarification on the initial entry.

Similarly, [IMDb](#) has a large degree of interactivity: people, genres, dates, ratings, users, and media are all clickable for more details, not to mention individual entry pages like “Trivia” or “Plot summary.”

While not a database, [Asana](#) requires interconnectivity to assist users in organizing their workflows. Projects, people, and pages are all linked for a UI that’s as fast as the user’s thoughts.

## 3. Tips

- Always denote hyperlinks if they exist within non-clickable text. Blue and underlined is the safest bet.
- If the object doesn’t have it’s own page or the information is small, try a popover instead, since they are less disruptive to user flows.

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