

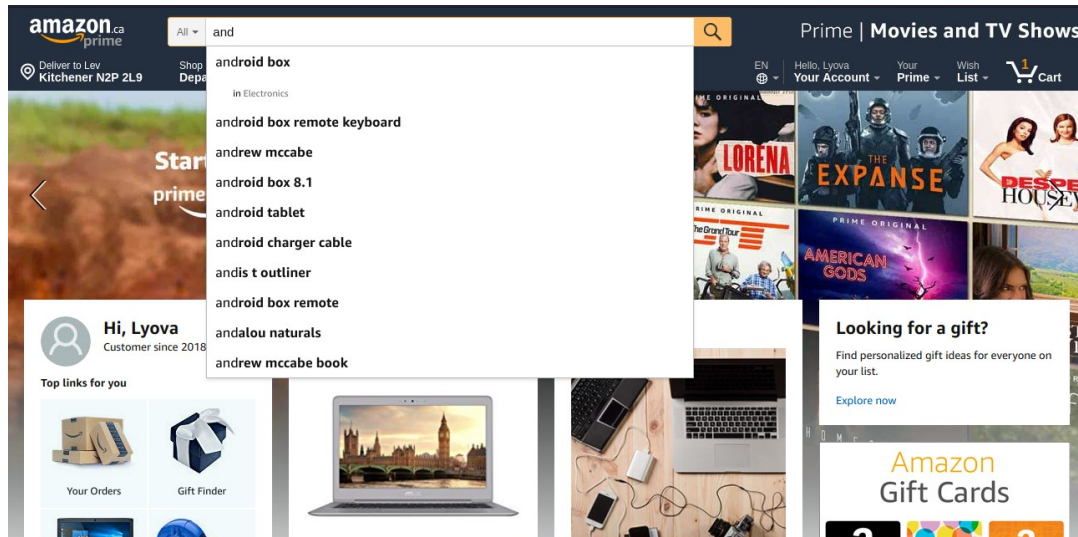
Table of Contents

SENG1010 Task 6.....	1
Table of Contents.....	1
Pattern: Getting Input – Suggestions.....	2
Pattern: Navigation – Large Drop-downs.....	3
Pattern: Social – Sharing.....	4
Pattern: Dealing with Data – Cards.....	5
Layout: Proximity.....	6
Layout: Continuity.....	7
Layout: Similarity.....	8
Layout: Closure.....	9
Evaluation.....	10

PATTERN: GETTING INPUT - SUGGESTIONS

GOOD EXAMPLE

<https://www.amazon.com>

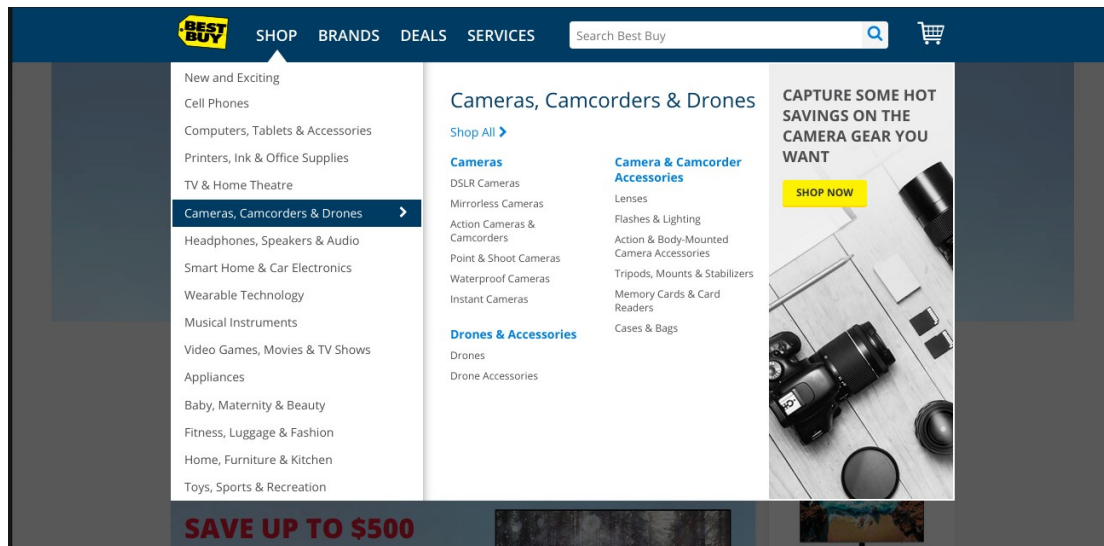


A common thing to do while accepting input is giving suggestions for the user. This helps save time and keep the user focused on what they wanted to do. This may come in a form of a drop-down or inline while typing. Example presets Amazon's search bar with a suggestions list.

PATTERN: NAVIGATION – LARGE DROP-DOWNS

GOOD EXAMPLE

<https://www.bestbuy.ca>

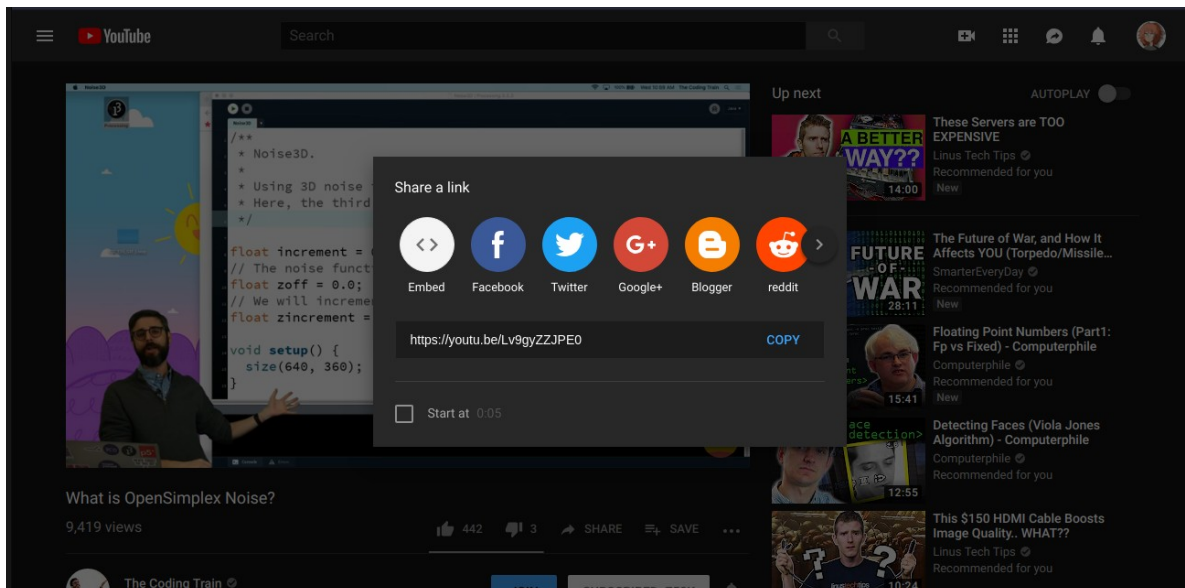


A widely used pattern, especially for e-commerce websites and marketplaces is large drop-downs. They typically organize sections of the websites into multiple tiers on the navigation bar, which the user can follow and immediately see the contents of it, which is helpful and does not require the user to actually follow the link. The example presets BestBuy's navigation drop-down with a lot of categories and their contents.

PATTERN: SOCIAL - SHARING

GOOD EXAMPLE

<https://www.youtube.com>

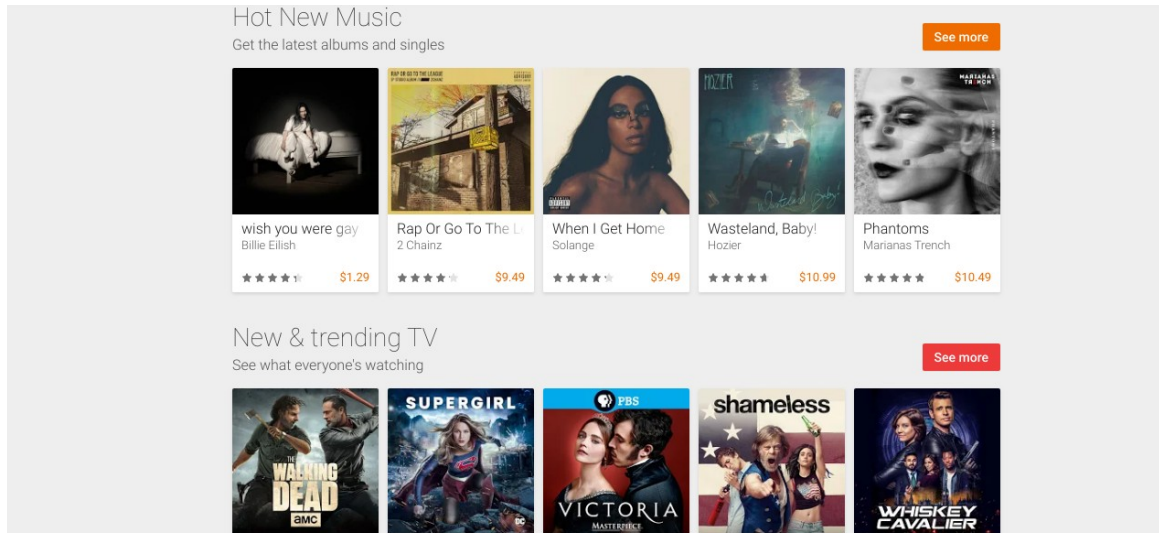


Sharing is perhaps the most social thing anyone can do on the internet with a piece of information. Sharing comes in different forms in websites: icons, buttons, even popups. This is beneficial for websites as more people are pulled into visiting it. YouTube has a lot of sharing options – for social networks, messengers and blogs, thus, providing users more resources to satisfy their social needs.

PATTERN: DEALING WITH DATA - CARDS

GOOD EXAMPLE

<https://play.google.com/>



Cards are helpful when dealing with similar-looking data. Same consistent format provides better orientation for the user, and organizing cards in shelves by content gives even more convenience. Google Play Store is a good example that utilizes these methods.

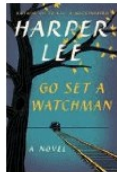
LAYOUT: PROXIMITY

GOOD EXAMPLE

<https://www.amazon.com>

Best Sellers in Books

1. 



Go Set a Watchman: A Novel
by Harper Lee
Release Date: July 14, 2015
Hardcover
\$14.52

2. 



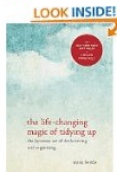
Humans of New York: Stories
by Brandon Stanton
Release Date: October 13, 2015
Hardcover
\$15.70

3. 



Grey: Fifty Shades of Grey as Told by...
by E. L. James
★★★★★ (3,783)
Paperback
\$9.89
103 used & new from \$6.13

4. 



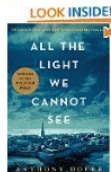
The Life-Changing Magic of Tidying Up...
by Marie Kondo
★★★★★ (3,530)
Hardcover
\$10.60
133 used & new from \$9.41

5. 



Secret Garden: An Inky Treasure Hunt...
by Johanna Basford
★★★★★ (1,109)
Paperback
\$10.75
68 used & new from \$9.20

6. 

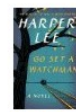


All the Light We Cannot See
by Anthony Doerr
★★★★★ (14,387)
Hardcover
\$13.92
131 used & new from \$10.20

More to Explore in Books

Hot New Releases

[See Top 100](#)



Go Set a Watchman: A Novel
Hardcover
\$14.52



Humans of New York: Stories
Hardcover
\$15.70



Grey: Fifty Shades of Grey...
Paperback
\$9.89

Best Sellers of 2015 (So Far)

[See Top 100](#)



StrengthsFinder 2.0
Hardcover
\$15.44



The Life-Changing Magic of...
Hardcover
\$10.60



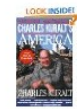
The Girl on the Train
Hardcover
\$13.47

Movers & Shakers

[See Top 100](#)



Revisiting America
Hardcover
\$21.99



Charles Kuralt's America
Paperback
\$14.02



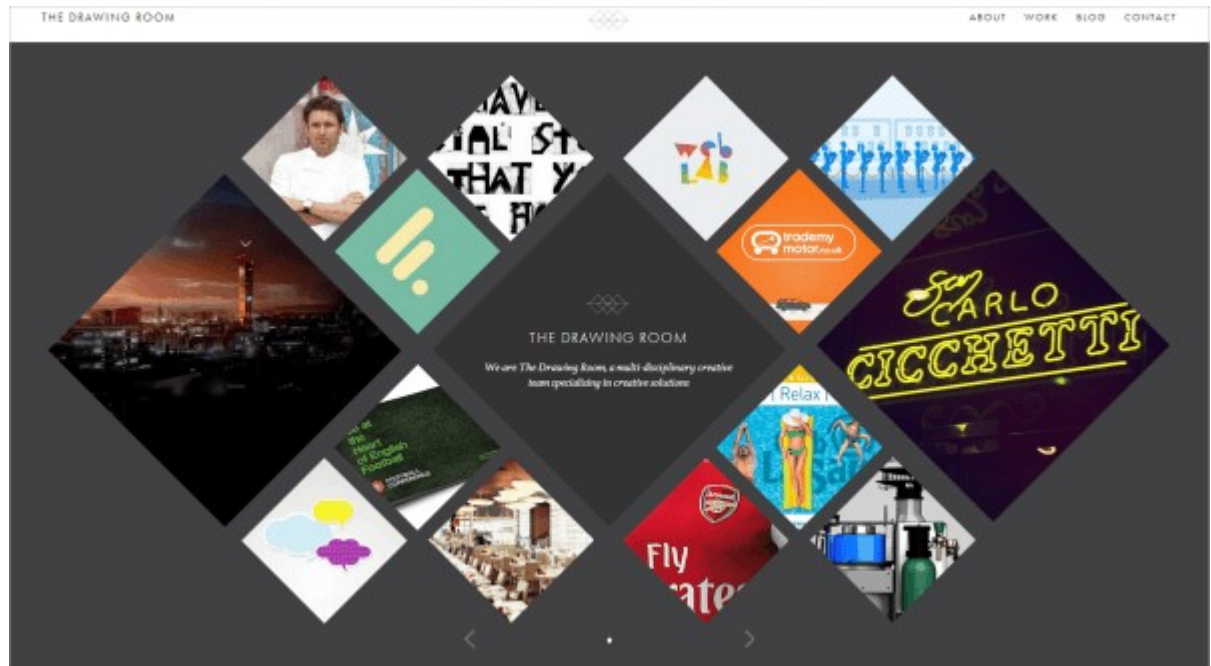
Charles Kuralt's America
Hardcover

Elements arranged close to each other are perceived as more related than those placed further apart. This helps user identify different groups on the page. Example on the amazon bookstore demonstrates this.

LAYOUT: CONTINUITY

GOOD EXAMPLE

<https://thedrawingroom.com>

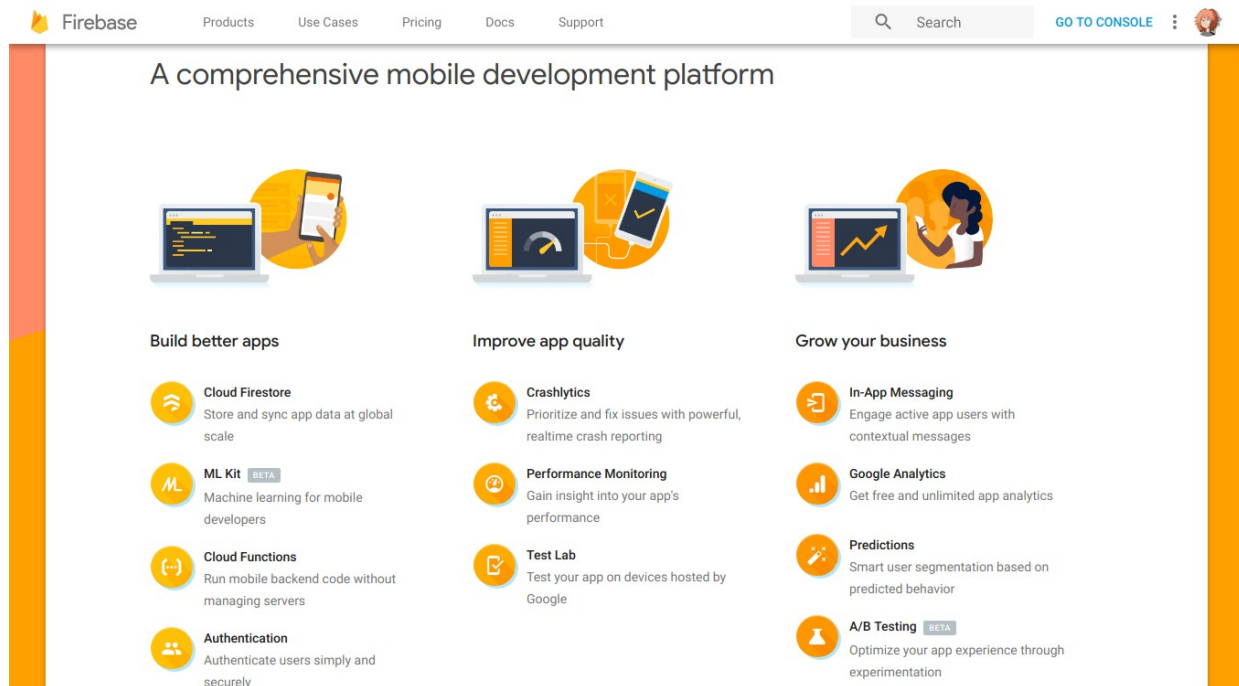


Our eyes see continuous lines and curves formed by alignment of smaller objects. This is how smaller images arranged in fashion displayed on the screenshot make sloped lines apparent.

LAYOUT: SIMILARITY

GOOD EXAMPLE

<https://firebase.google.com>



Three columns on the Firebase documentation page have almost perfectly similar format that appeals to the user. Icons, images, headers and text differ only by content – styles are the same, helping the user consume information more uniformly and giving a hint that the subjects are associated.

LAYOUT: CLOSURE

GOOD EXAMPLE

<https://ghosthorses.co.uk/>



We want to see closed forms, which are not drawn for us. On the example, extending the blue highlighting line beyond the page body provides the illusion of continuation and good user experience.

EVALUATION

Item	Grade
Complete Set of Techniques Identified	/ 5
Well Chosen Set of "Good" Examples	/ 5
Discussion of "Good" Examples	/ 5
Subtotal	/ 15
Penalties (if applicable)	
Total	/ 15