SENG1010 TASK 6

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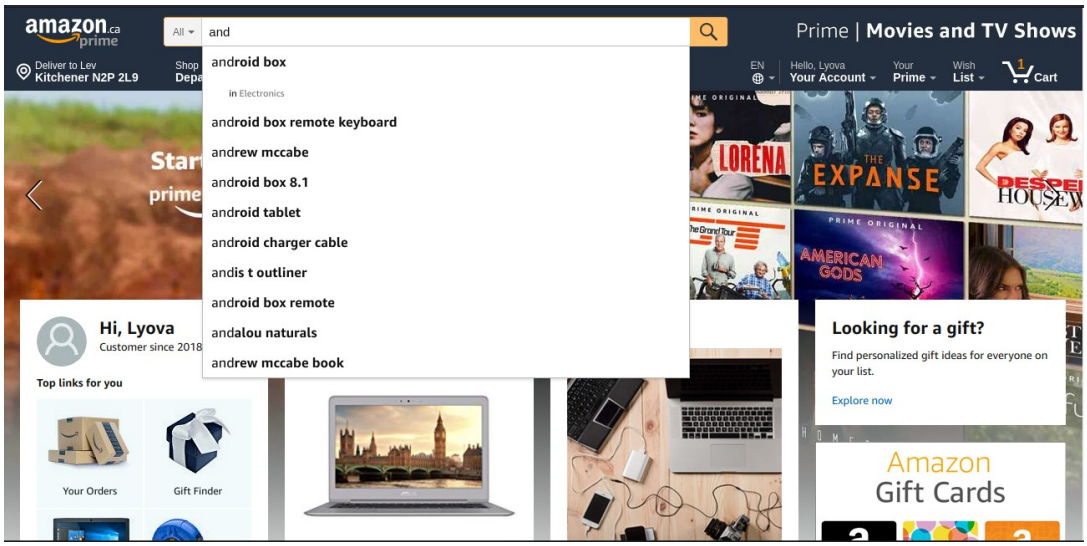
PATTERN: GETTING INPUT – SUGGESTIONS

GOOD EXAMPLE

https://www.amazon.com

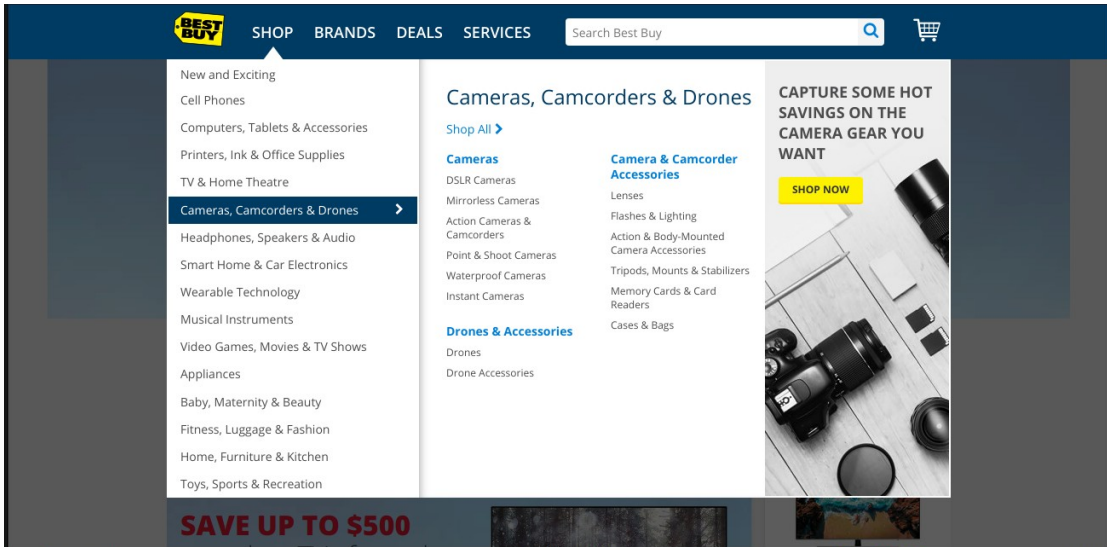


A common thing to do while accepting input is giving suggestions for the user. This helps save time and keep the user focused on what they wanted to do. This may come in a form of a drop-down or inline while typing. Example presets Amazon's search bar with a suggestions list.

PATTERN: NAVIGATION – LARGE DROP-DOWNS

GOOD EXAMPLE

https://www.bestbuy.ca

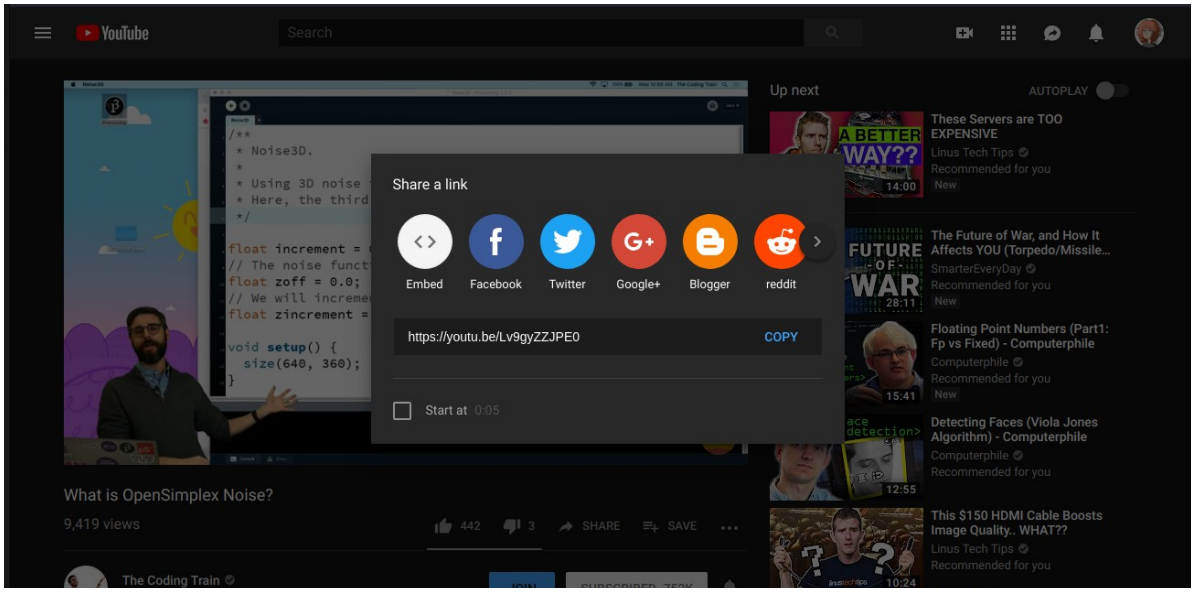


A widely used pattern, especially for e-commerce websites and marketplaces is large drop-downs. They typically organize sections of the websites into multiple tiers on the navigation bar, which the user can follow and immediately see the contents of it, which is helpful and does not require the user 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

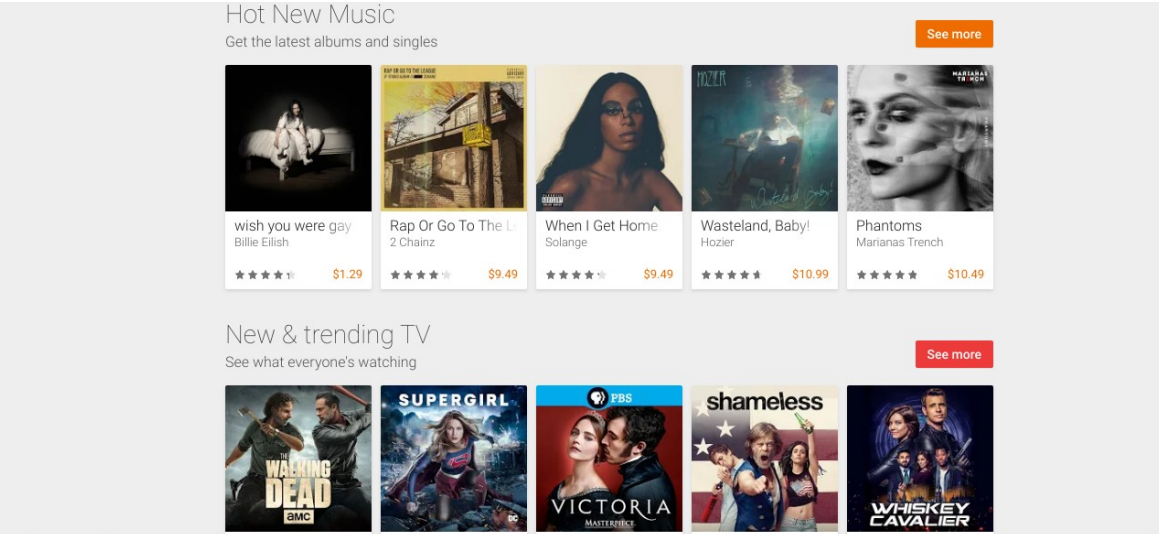


Sharing is perhaps the most social thing anyone can do on the internet with a piece of information. Sharing comes in different forms in websites: icons, buttons, even popups. This is beneficial for websites as more people are pulled into visiting it. YouTube has a lot of sharing options – for social 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/

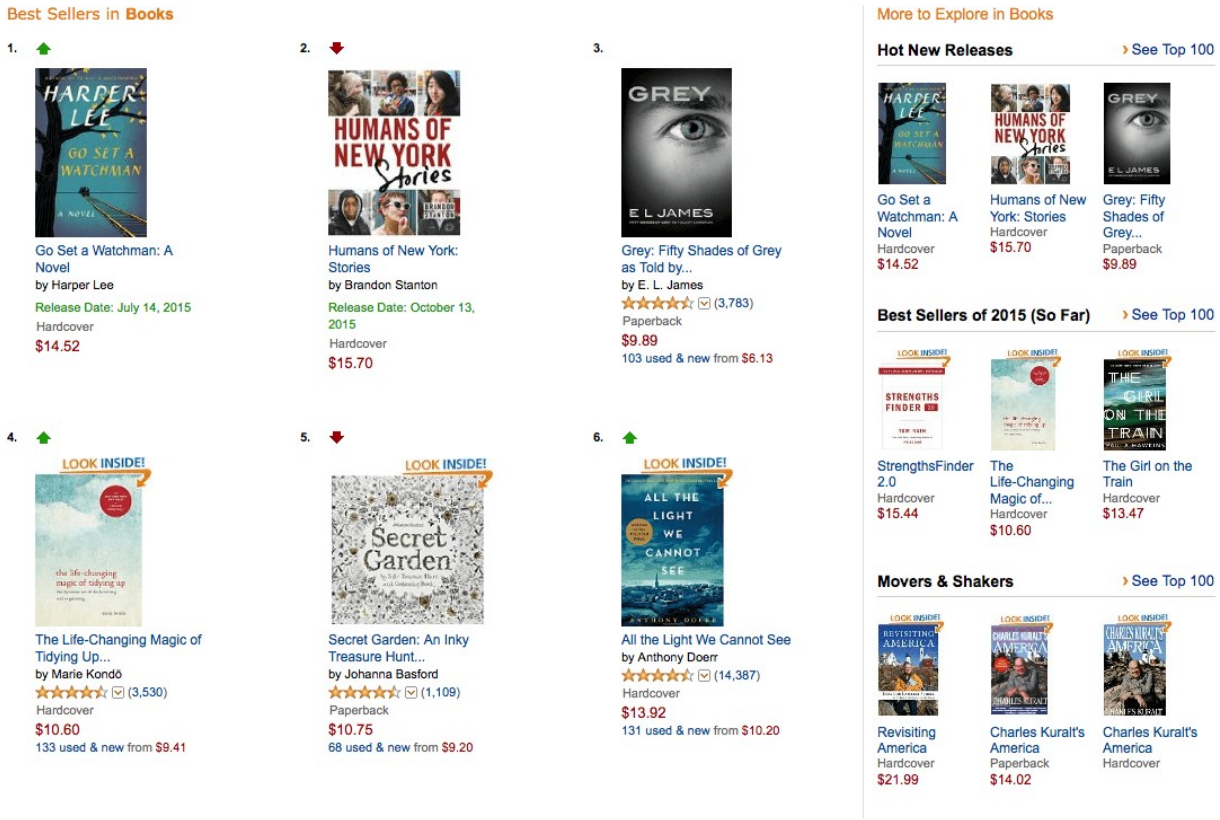


Cards are helpful when dealing with similar-looking data. Same consistent format provides better orientation for the user, and organizing cards in shelves by content gives even more convenience. Google Play Store is a good example that utilizes these methods.

LAYOUT: PROXIMITY

GOOD EXAMPLE

https://www.amazon.com

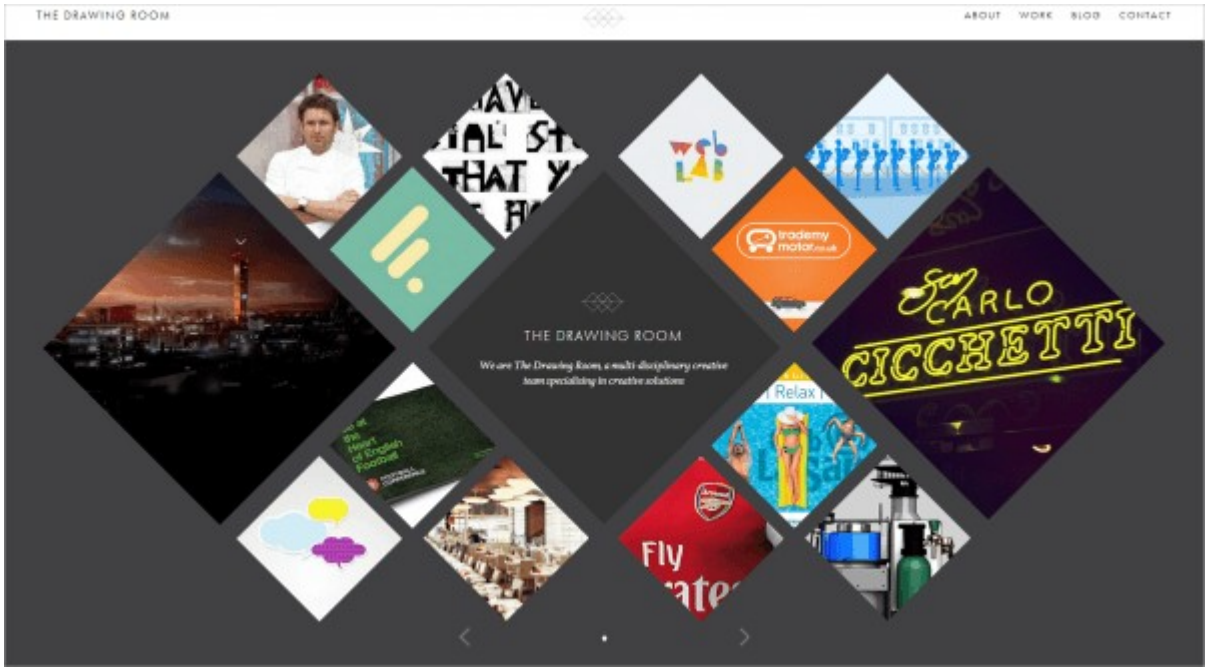


Elements arranged close to each other are perceived as more related than those placed further apart. This helps user identify different groups on the page. Example on the amazon bookstore demonstrates this.

LAYOUT: CONTINUITY

GOOD EXAMPLE

https://thedrawingroom.com

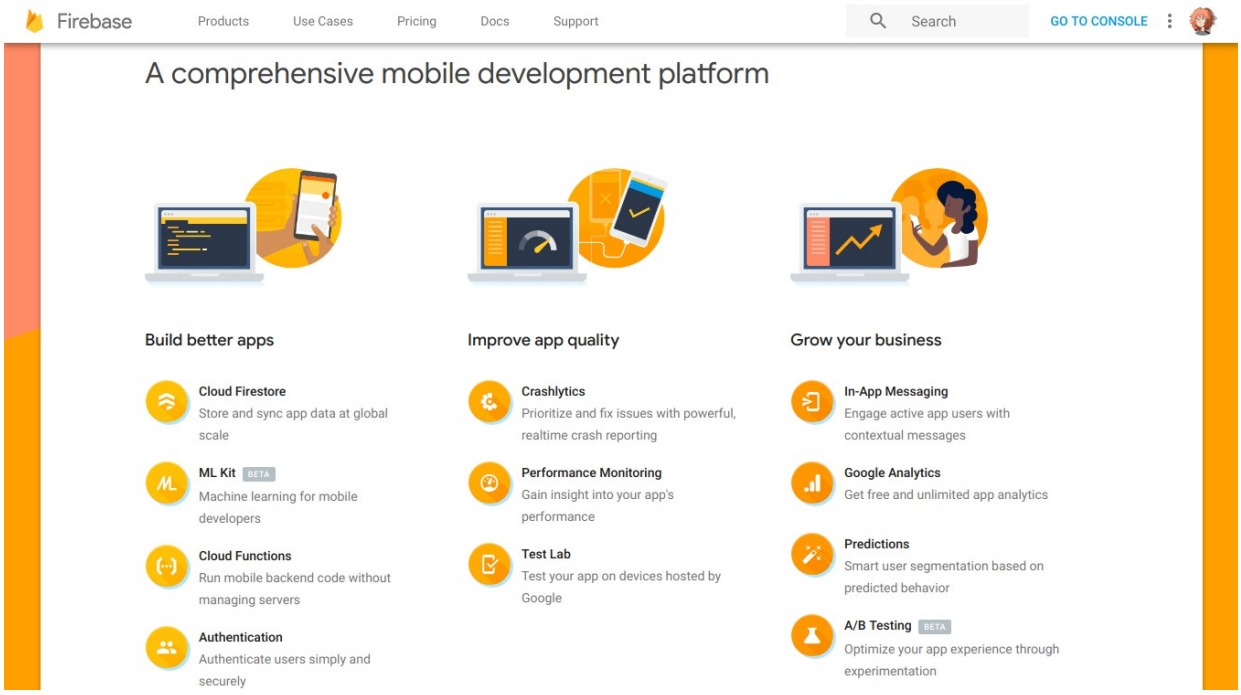


Our eyes see continuous lines and curves formed by alignment of smaller objects. This is how smaller images arranged in fashion displayed on the screenshot make sloped lines apparent.

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