

@AlyssaNicoll

Angular UI Component Library <https://www.telerik.com/kendo-angular-ui>

Progress®

Telerik® | Kendo UI for Angular ▾

Kendo UI for Angular

Professional Grade Angular UI Components

Grid Charts Dropdowns Full List of Controls

```
import { Component } from '@angular/core';
import { customers } from './customers';

@Component({
  selector: 'my-app',
  template: `
    <kendo-grid [kendoGridBinding]="gridData" [height]=>
      [pageable]={
        buttonCount: buttonCount,
        info: info,
        type: type,
        pageSizes: [5, 10, 20],
        previousNext: previousNext
      }"
      [sortable]="true"
  </kendo-grid>
  
```

Drag a column header and drop it here to group by that column

Contact Name	Con...	Co...	Country
 Maria Anders	Sales Rep...	Alfr... Futt...	Germany
 Ana Trujillo	Ow...	Em...	Mexico

gaming



speaking

programming



d
i
v
i
n
g





DARK —PATTERNS— NUK

— What **not** to do to users

DARK PATTERNS

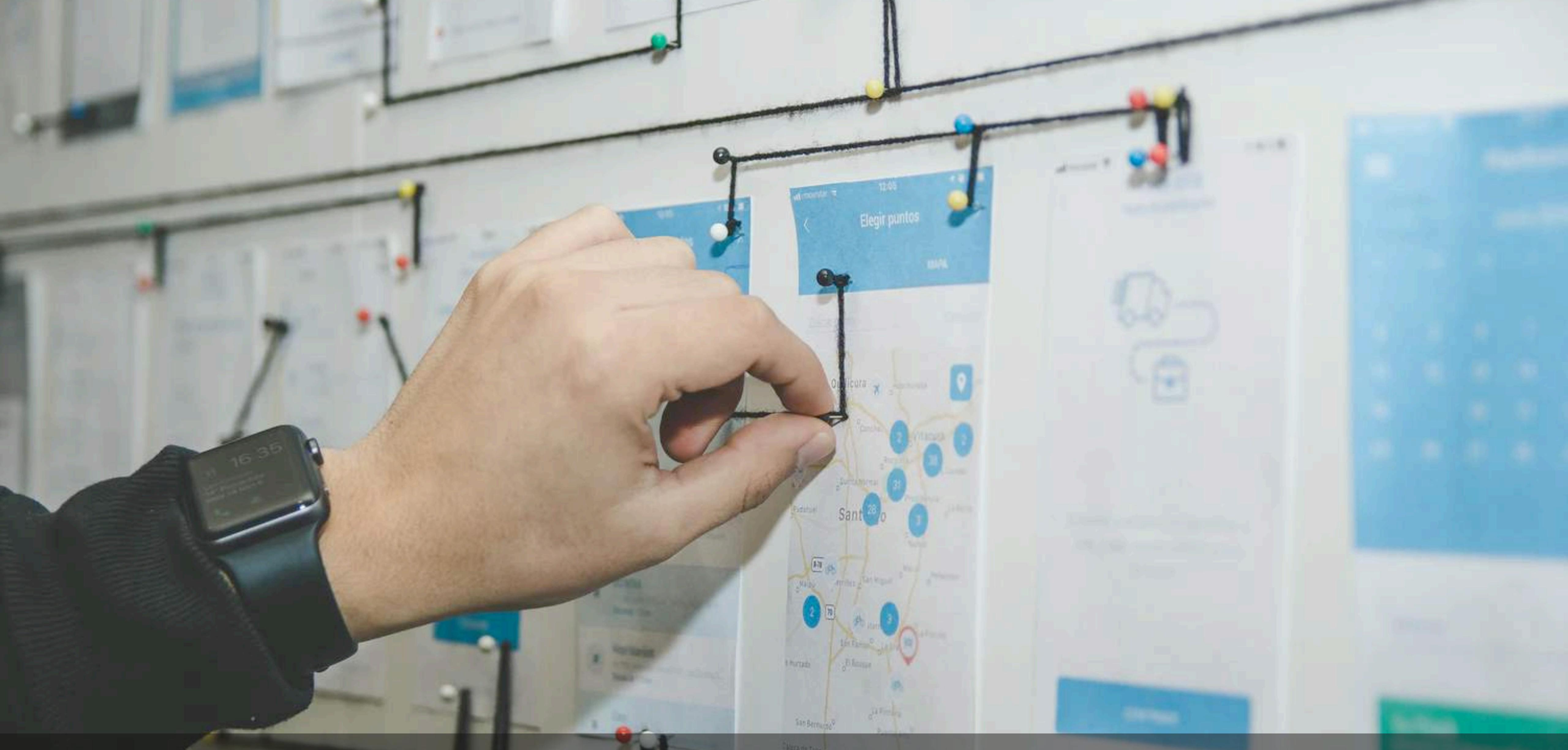
Harry Brignull coined the phrase in 2010



@harrybr

WHAT ARE DARK PATTERNS?

Dark patterns are patterns in UX that are meant to trick or manipulate users into actions they would not otherwise do.



If you understand usability, you can easily trick users into doing things they probably don't want to do.



Amazon Registration

https://www.amazon.com/ap/register?_encoding=UTF8&openid.assoc_handle=usflex&openid.claimed_id=http%3A%2F%2Fspecs.openid.net%2Fauth%2F2.0%2Fidentifier_select&openid.identity=htt... Incognito

amazon

Create account

Your name

Email

Password

i Passwords must be at least 6 characters.

Re-enter password

Create your Amazon account

By creating an account, you agree to Amazon's
[Conditions of Use](#) and [Privacy Notice](#).

Already have an account? [Sign-In](#)

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref_=nav_custrec_newcust&

Incognito

amazon Try Prime

All

Deals on school supplies

Deliver to Kansas City 64116

Browsing History Alyssa's Amazon.com Today's Deals

EN Hello, Alyssa Account & Lists Orders Try Prime

Cart 0

Your Amazon.com Your Browsing History Recommended For You Improve Your Recommendations Your Profile Learn More

More to Explore

A colorful promotional image for the Nickelodeon show Bubble Guppies. It features the main characters, Gil and Molly, along with their dog, Goby, swimming in the ocean. The word "nickelodeon." is at the top, and "SEASON 3" is prominently displayed in large yellow letters.

Recently Added TV Shows in Prime Video

88 ITEMS

A movie poster for Mission: Impossible - Rogue Nation. It features Tom Cruise as Ethan Hunt looking intensely at the viewer. The title "MISSION: IMPOSSIBLE" is written vertically on the left side of the poster.

Recently Added Movies in Prime Video

100 ITEMS

An advertisement for Kindle Unlimited. It features a large open book with several paper boats floating on the pages. The text "kindleunlimited" is written in orange and black, followed by "Unlimited Reading. Unlimited Listening. Any Device."

Kindle Unlimited

100 ITEMS

A small thumbnail image for DJ Snake's album "Carte Blanche". It shows a dark background with some abstract shapes.

A small thumbnail image of a cartoon-style flower with purple petals and a yellow center.

A small thumbnail image showing a close-up of a star or celestial body against a dark, textured background.

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref_=nav_custrec_newcust&

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amazon Try Prime

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More to Explore

WHAT ABOUT DELETING

Recently Added TV Shows in Prime Video
88 ITEMS

Recently Added Movies in Prime Video
100 ITEMS

Kindle Unlimited
100 ITEMS

DJ SNAKE CARTE BLANCHE

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref_=nav_custrec_newcust&

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Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref_=nav_custrec_newcust&

Incognito

amazon Try Prime

All

Search

Deals on school supplies

EN

Hello, Alyssa

Account & Lists

Orders

Try Prime

Cart 0

Deliver to
Kansas City 64116

Browsing History

Alyssa's Amazon.com

Today's Deals

Your Amazon.com

Your Browsing History

Recommended For You

Your Lists

- Shopping List
- Wish List

- Create a List
- Find a Gift
- Save Items from the Web
- Wedding Registry
- Baby Registry
- Friends & Family Gifting
- AmazonSmile Charity Lists
- Pantry Lists
- Your Hearts
- Explore Idea Lists
- Explore Showroom
- Discover
- Take the Home Style Quiz

Your Account

- Your Account
- Your Orders
- Your Dash Buttons
- Your Lists
- Your Recommendations
- Your Subscribe & Save Items
- Memberships & Subscriptions
- Your Service Requests
- Your Prime Membership
- Your Garage
- Your Fanshop
- Your Pets
- Start a Selling Account
- Register for a Business Account
- Your Amazon Credit Cards
- Your Content and Devices
- Your Music Library
- Your Amazon Photos
- Your Amazon Drive
- Your Prime Video
- Your Kindle Unlimited
- Your Watchlist



Recently Added TV Shows in Prime Video

88 ITEMS

DJ SNAKE CARTE BLANCHE

Your Amazon.com

https://www.amazon.com/gp/yourstore/home?ie=UTF8&ref_=nav_custrec_newcust&

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All

Search

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Hello, Alyssa

Account & Lists

Orders

Try Prime

Cart 0

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Browsing History

Alyssa's Amazon.com

Today's Deals

Your Amazon.com

Your Browsing History

Recommended For You

Shopping List

Wish List

Create a List

Find a Gift

Save Items from the Web

Wedding Registry

Baby Registry

Friends & Family Gifting

AmazonSmile Charity Lists

Pantry Lists

Your Hearts

Explore Idea Lists

Explore Showroom

Discover

Take the Home Style Quiz

Recently Added TV Shows in Prime Video

88 ITEMS

DJ SNAKE CARTE BLANCHE

Your Account

Your Account

Your Orders

Your Dash Buttons

Your Lists

Your Recommendations

Your Subscribe & Save Items

Memberships & Subscriptions

Your Service Requests

Your Prime Membership

Your Garage

Your Fanshop

Your Pets

Start a Selling Account

Register for a Business Account

Your Amazon Credit Cards

Your Content and Devices

Your Music Library

Your Amazon Photos

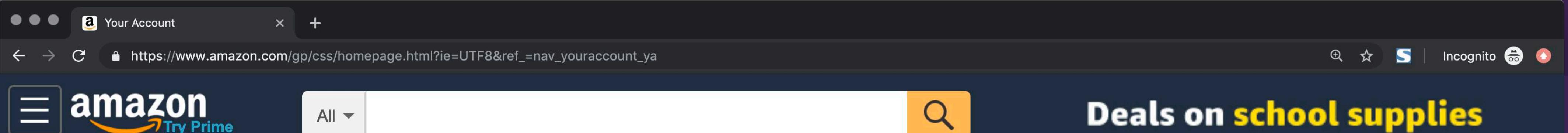
Your Amazon Drive

Your Prime Video

Your Kindle Unlimited

Your Watchlist

https://www.amazon.com/gp/css/homepage.html?ie=UTF8&ref_=nav_youraccount_ya



Deliver to
Kansas City 64116

All ▾

EN
Hello, Alyssa

Account & Lists ▾
Orders Try Prime ▾

Cart 0

Your Account



Your Orders

Track, return, or buy things again



Login & security

Edit login, name, and mobile number



Prime

View benefits and payment settings



Your addresses

Edit addresses for orders and gifts



Payment options

Edit or add payment methods



Gift cards

View balance or redeem a card

Digital content and devices

- [Amazon Drive](#)
- [Apps and more](#)
- [Audible settings](#)
- [Kindle content](#)
- [Digital gifts you've received](#)
- [Games and software](#)
- [Music settings](#)
- [Video settings](#)
- [Your uploaded product videos](#)
- [Digital and device forum](#)

Email alerts, messages, and ads

- [Advertising preferences](#)
- [Communication preferences](#)
- [Product sampling preferences](#)
- [Email](#)
- [Message center](#)
- [Shipment updates via text](#)
- [Alexa shopping notifications](#)

More ways to pay

- [1-Click settings](#)
- [Allowances](#)
- [Amazon credit cards](#)
- [Amazon Coins](#)
- [Amazon Pay](#)
- [Coupons](#)
- [No-Rush reward balance](#)
- [Shop with Points](#)

Your Account

https://www.amazon.com/gp/css/homepage.html?ie=UTF8&ref_=nav_youraccount_ya

🔍 ⌂ S | Incognito ⌂ 🔍

- Amazon tax exemption program
- Archived orders
- Download order reports
- Language settings
- Lists
- Manage saved IDs
- Profile
- Pet Profiles

- Login with Amazon
- Seller
- Your Trade-In Account
- Twitch account settings
- Amazon Second Chance

- Dash buttons
- Giveaways
- Prime Pantry
- Rentals by Amazon
- Your Printing Projects

Memberships and subscriptions

- Audible membership
- Kindle Unlimited
- Music Unlimited
- Print magazines
- Subscribe & Save
- Prime Video Channels
- Other memberships & subscriptions

Your recently viewed items and featured recommendations

After viewing product detail pages, look here to find an easy way to navigate back to pages you are interested in.

› View or edit
your browsing
history

Your recently viewed items and featured recommendations

After viewing product detail pages, look here to find an easy way to navigate back to pages you are interested in.

View or edit
your browsing
history

Back to top

Get to Know Us

Careers
Blog
About Amazon
Press Center
Investor Relations
Amazon Devices

Make Money with Us

Sell on Amazon
Sell Under Private Brands
Sell on Amazon Handmade
Sell Your Services on Amazon
Sell on Amazon Business
Sell Your Apps on Amazon
Become an Affiliate
Advertise Your Products
Self-Publish with Us
› See More

Amazon Payment Products

Amazon Rewards Visa Signature Cards
Amazon.com Store Card
Amazon Business Card
Amazon.com Corporate Credit Line
Shop with Points
Credit Card Marketplace
Reload Your Balance
Amazon Currency Converter

Let Us Help You

Your Account
Your Orders
Shipping Rates & Policies
Amazon Prime
Returns & Replacements
Manage Your Content and Devices
Amazon Assistant
Help



Hi, Alyssa. What can we help you with?

Some things you can do here



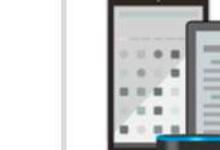
Your Orders

Track packages
Edit or cancel orders



Returns & Refunds

Return or exchange items
Print return mailing labels



Digital Services and Device Support

Find device help & support
Troubleshoot device issues



Manage Prime

Learn about Prime benefits
Cancel Prime membership



Payments & Gift Cards

Add or edit payment methods
View, reload gift card balance



Account Settings

Change email or password
Update login information

Find more solutions



Go

Browse Help Topics

Find more solutions



Go

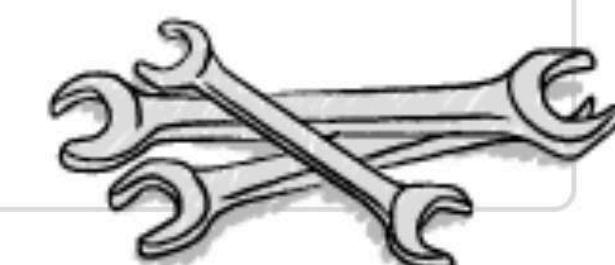
Browse Help Topics

Recommended Topics

- Where's My Stuff?
- Managing Your Orders
- Account Settings & Payment Methods
- Returns & Refunds
- Shipping Policies
- Amazon Devices
- Digital Services & Content
- Amazon Business Accounts
- Other Topics & Help Sites
- Need More Help?

Learn how to...

- Order with Free Shipping by Amazon
- Manage Your Orders
- Global Shipping Rates
- Placing an Order
- Change Your Payment Method
- Manage Your Account Information
- About Two-Step Verification



Amazon.com Help

https://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=508510&ref_=footer_gw_m_b_he

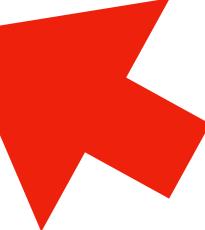
Browse Help Topics

Recommended Topics

- Where's My Stuff?
- Managing Your Orders
- Account Settings & Payment** >
- Methods
- Returns & Refunds
- Shipping Policies
- Amazon Devices
- Digital Services & Content
- Amazon Business Accounts
- Other Topics & Help Sites
- Need More Help?

Account Settings & Payment Methods

- [End Your Amazon Prime Membership](#)
- [About Problems Signing In](#)
- [Manage Your Address Book](#)
- [More in Account Settings & Payment Methods](#)





Back to top

Amazon.com Help: Managing Y X +

https://www.amazon.com/gp/help/customer/display.html/ref=hp_gt3_mya_more?nodeId=201945240

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amazon Try Prime All Deals on school supplies

Deliver to Kansas City 64116 Browsing History Alyssa's Amazon.com Today's Deals EN Hello, Alyssa Account & Lists Orders Try Prime

Help & Customer Service

Managing Your Account

Search Help Go

All Help Topics

- Returns & Refunds
- Ordering
- Payment, Pricing & Promotions
- Security & Privacy
- Shipping & Delivery
- Site Features
- Gifts, Gift Cards & Registries
- Managing Your Account**
- Amazon Business Help
- Author, Publisher & Vendor Guides
- Amazon Device Support
- Digital Services & Content
- Selling at Amazon.com
- Amazon Global Store

Quick solutions

Payment Methods

Quick Solutions

- [End Your Amazon Prime Membership](#)
- [About Problems Signing In](#)
- [Manage Your Address Book](#)

Payment Issues

- [Add & Manage Payment Methods](#)
- [About Unknown Credit Card Charges](#)
- [Resolve a Declined Payment](#)
- [About the Amazon Prime Membership Charge](#)

Account Settings

- [Reset Your Password](#)
- [Sign Out Of Your Account](#)
- [Change Your Account Settings](#)
- [About Closing Your Account](#)
- [More](#)

Types of Credit and Debit Cards That Can Be Used

[Assign a Checking Account as a Payment Option](#)

[Redeem a Gift Card](#)

Help & Customer Service

Search Help Go

◀ All Help Topics

Account Settings

"Keep Me Signed In" Checkbox

About Closing Your Account

About Mobile Phone Number
Accounts

About SMS Verification for
Mobile Phone Number
Accounts

Remove an Adult from Your
Amazon Household

About Amazon Households

Digital Content & Personalisation
Resources

About Two-Step Verification

Archive an Order

Turning On Two-Step Verification

Changing Two-Step Verification
Settings

Disabling Two-Step Verification

Create a Household

Signing in with Two-Step
Verification

Two-Step Verification Account
Recovery

Managing Your Account ▾ Account Settings ▾

About Closing Your Account

If your account is closed, it will no longer be accessible and you will no longer be able to access any related Seller, Mechanical Turk, Associates, Amazon Web Services, Author Central, Kindle Direct Publishing or Amazon Pay accounts. If you decide later that you want to start ordering from us again, or if you'd like to use website features that require a password, you will need to create a new account.

Closing your account also means:

- You won't have access to other websites using your Amazon.com log-in (Audible.com, accounts at international Amazon sites (co.uk/.fr/.de/.es/.ca/.in/.au/.com.br/.nl/.it/.com.mx) except for Amazon.cn and Amazon.co.jp, etc.)
- You won't have access to digital content related to Amazon Music, Amazon Drive and/or Prime Photos, or your Amazon Appstore purchases
- You won't have access to your customer profile including your reviews, discussion posts and customer images
- You won't have access to your account history (including credit card information, order history, etc.)
- Returns and refunds can't be processed for orders on closed accounts (including textbook rentals)
- If you have a remaining Amazon.com Gift Card or promotional credit balance, you won't have access to use the funds

Note: If you own a Kindle or have content stored in an Amazon Drive and/or Prime Photos account, and have your account closed, you'll no longer have access to any Kindle, Amazon Drive and/or Prime Photos content and subscriptions via this account. Once you close your account, your Amazon Drive and/or Prime Photos content will be deleted and cannot be restored. Consequently, we'd suggest that you download and save any content that you haven't already downloaded or permanently saved on

Amazon.com Help: About Closi X +

- Remove an Adult from Your Amazon Household
- About Amazon Households
- Digital Content & Personalisation Resources
- About Two-Step Verification
- Archive an Order
- Turning On Two-Step Verification
- Changing Two-Step Verification Settings
- Disabling Two-Step Verification
- Create a Household
- Signing in with Two-Step Verification
- Two-Step Verification Account Recovery
- Teen Logins

Amazon.cn and Amazon.co.jp, etc.)

- You won't have access to digital content related to Amazon Music, Amazon Drive and/or Prime Photos, or your Amazon Appstore purchases
- You won't have access to your customer profile including your reviews, discussion posts and customer images
- You won't have access to your account history (including credit card information, order history, etc.)
- Returns and refunds can't be processed for orders on closed accounts (including textbook rentals)
- If you have a remaining Amazon.com Gift Card or promotional credit balance, you won't have access to use the funds

Note: If you own a Kindle or have content stored in an Amazon Drive and/or Prime Photos account, and have your account closed, you'll no longer have access to any Kindle, Amazon Drive and/or Prime Photos content and subscriptions via this account. Once you close your account, your Amazon Drive and/or Prime Photos content will be deleted and cannot be restored. Consequently, we'd suggest that you download and save any content that you haven't already downloaded or permanently saved on your Kindle before you have your account closed..

Quick solutions

-  Your Orders
Track or cancel orders
-  Returns & Refunds
Exchange or return items
-  Manage Prime
Cancel or view benefits
-  Payment Settings
Add or edit payment methods
-  Carrier Info
Shipping carrier information
-  Account Settings
Change email or password

If you have an Amazon Web Services (AWS) account or have content stored or resources running on AWS, you'll no longer have access to any AWS data via this account. Once you close your account, your content will be deleted and cannot be restored, and active resources will be terminated. Please download and save any content before you have your account closed.

If you simply need to change your e-mail address or remove a payment method from your account, you don't need to close your account. For more information on updating your account, go to [Change Your Account Settings](#).

Note: To close your account, please [Contact Us](#) to request that your account be closed.

Was this information helpful?



Want to chat now or get a call from us?



Chat right now

Our messaging assistant can quickly solve many issues or direct you to the right person or place.

Instant chat and always available.

[Start chatting](#)



Have us call you

We'll first get a few details about your issue and then someone will call you right away.

Wait time is usually 2 minutes or less.

[Call me](#)

Here are a few things you can take care of on your own



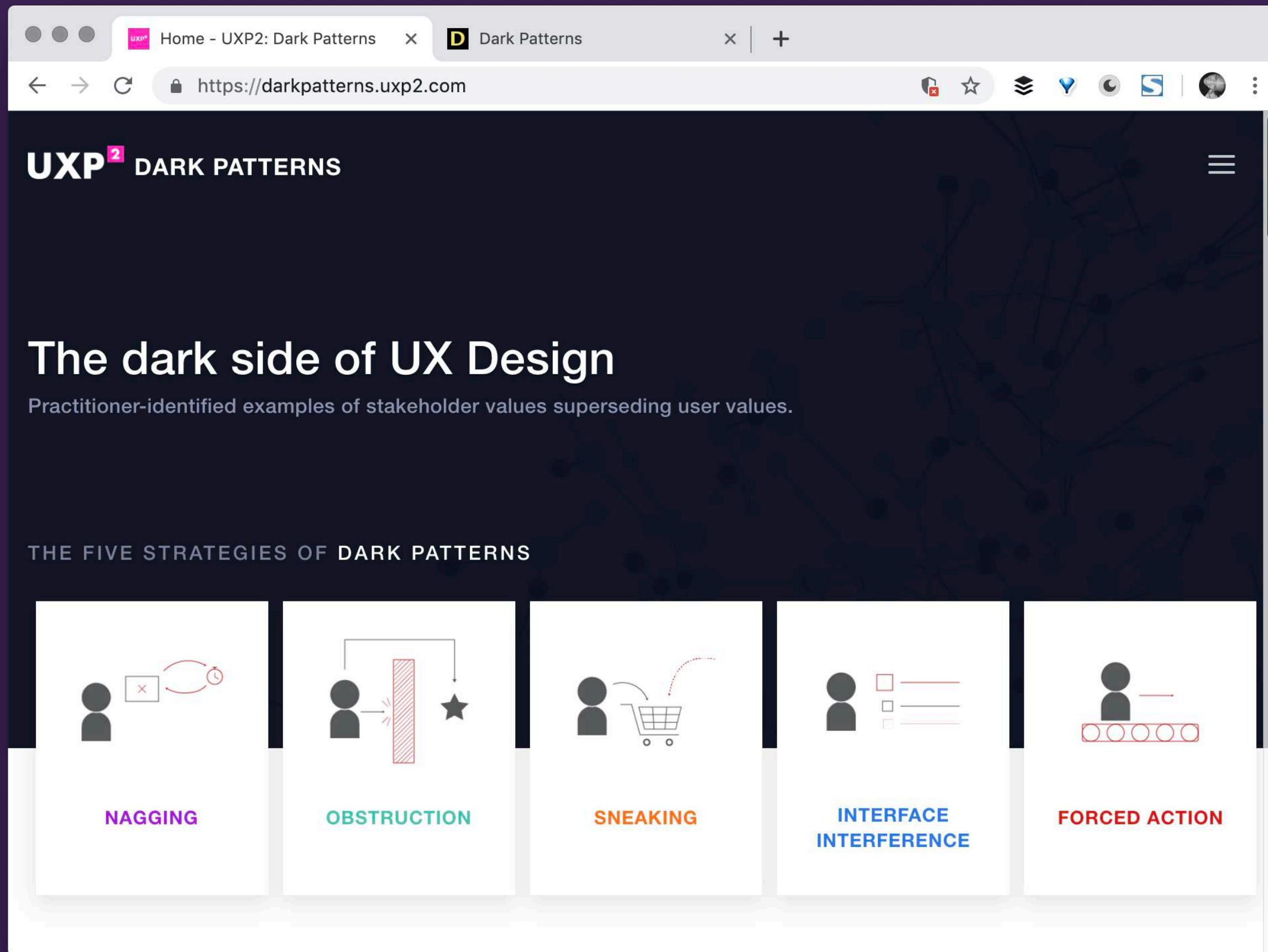
prime

Roach Motel



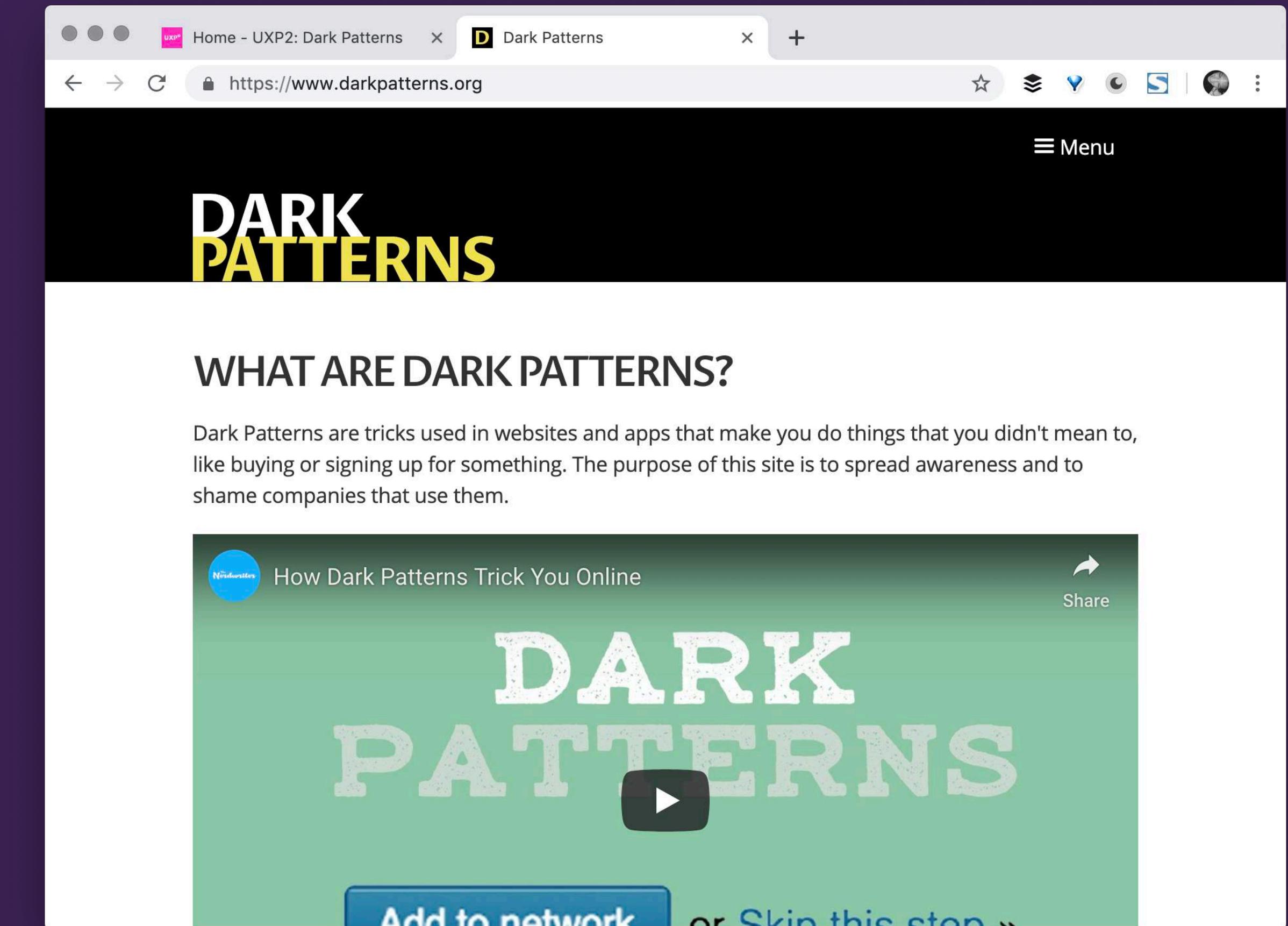
Easy to get into a situation, hard to get out of it

Creating awareness and shaming companies out of using dark patterns



The screenshot shows the homepage of darkpatterns.uxp2.com. The page has a dark background with a network-like pattern. At the top, there's a navigation bar with tabs for "Home - UXP2: Dark Patterns" and "Dark Patterns". Below the header, the text "UXP² DARK PATTERNS" is displayed. A section titled "The dark side of UX Design" is followed by a subtitle "Practitioner-identified examples of stakeholder values superseding user values." Below this, there's a section titled "THE FIVE STRATEGIES OF DARK PATTERNS" with five cards: "NAGGING", "OBSTRUCTION", "SNEAKING", "INTERFACE INTERFERENCE", and "FORCED ACTION". Each card contains a small icon illustrating the strategy.

darkpatterns.uxp2.com



The screenshot shows the homepage of [darkpatterns.org](https://www.darkpatterns.org). The page has a black header with the text "DARK PATTERNS" in large white and yellow letters. Below the header, there's a section titled "WHAT ARE DARK PATTERNS?" with a definition: "Dark Patterns are tricks used in websites and apps that make you do things that you didn't mean to, like buying or signing up for something. The purpose of this site is to spread awareness and to shame companies that use them." Below this, there's a video thumbnail for "How Dark Patterns Trick You Online" with the title "DARK PATTERNS" overlaid in large white letters.

[darkpatterns.org](https://www.darkpatterns.org)



As with many things in life, these patterns aren't black and white, but rather a sliding scale, and it is important to keep that in mind.

Don Komarechka
Don Komarechka

Dark Patterns

Annoying 😤



#notReally



Truly Bad

#notReally
Dark Patterns

Online Converter

Step 1: [Click Start](#)
Step 2: Add Extension
Step 3: Start Converting

[Start](#)

Online PDF Converter

By Safely

Completed and Starting Download...
[Click here](#) to download manually (24 hours and 10 times).

Share to: [Share](#) [Tweet](#) [More](#)

Free service, in return, please share this converter with your friends.

Options:

- [Delete](#) your file from our server.
- Use [MOV to GIF](#) to convert another file (new window).
- [Send to phone](#) and download to your phone.

File ID: 1061478d51a666cf12fbb0c94d6659f172

Hints:

- If the file conversion time is too long, please return to this page later to view the conversion result. Sometimes, if the conversion server is busy, file queuing will take a while.
- The conversion status of your file is automatically updated and usually does not need to be refreshed. Of course, if you are not sure, you can also manually refresh the page.
- The converted file will be saved for 24 hours (1 day), during which time you can download it 10 times. After 24 hours (1 day), these files will be automatically deleted and will no longer be valid.
- Please note that encrypted or password protected videos, audios, e-books, PDF and other files cannot be supported.

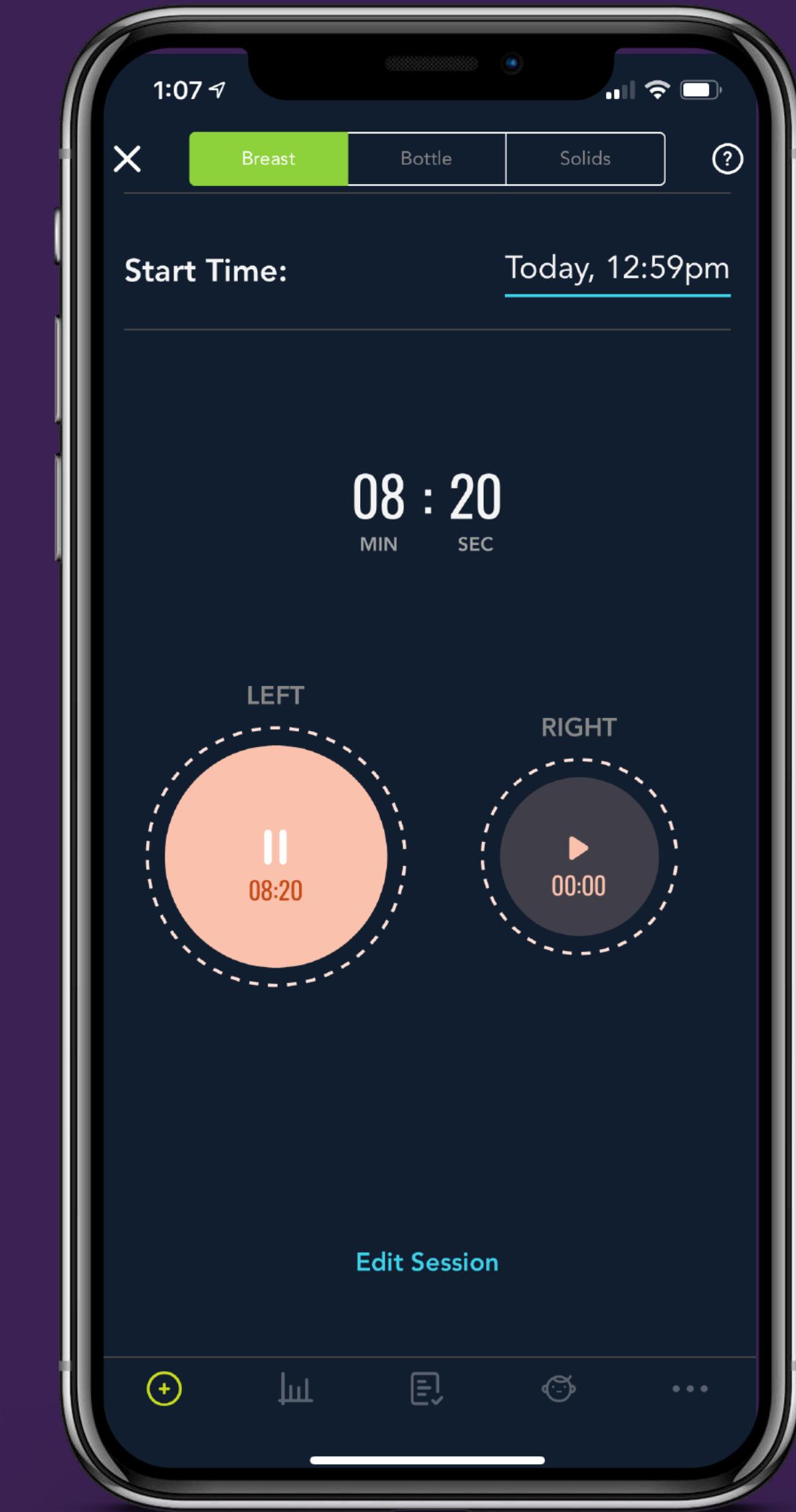
[Home](#) [About](#) [Terms](#) [Privacy](#) [Support](#)
© 2015 - 2019 OnlineConverter.com, All rights reserved.



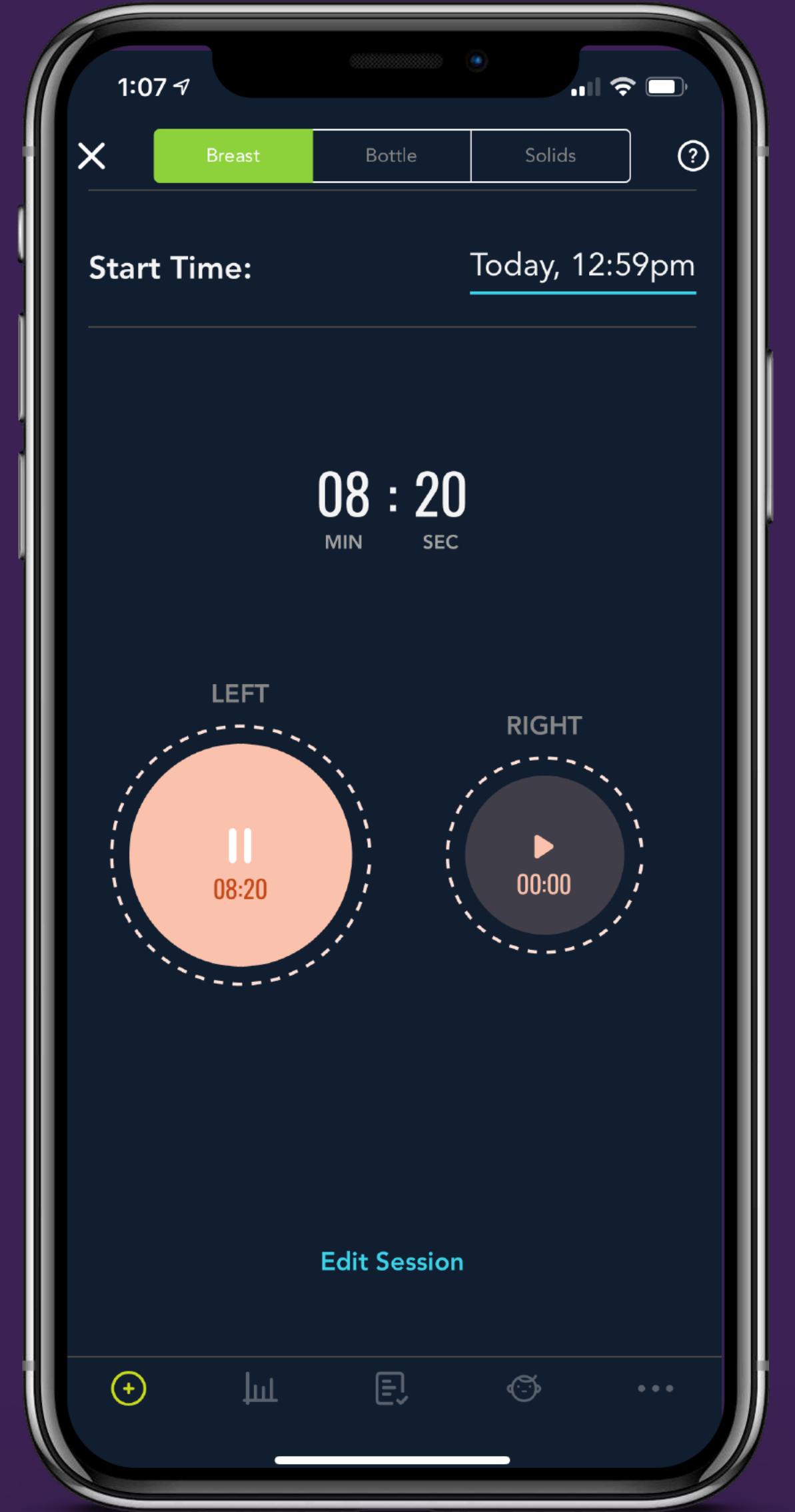
Large popup ad with tiny “x” button, so the user is more likely to accidentally touch the ad

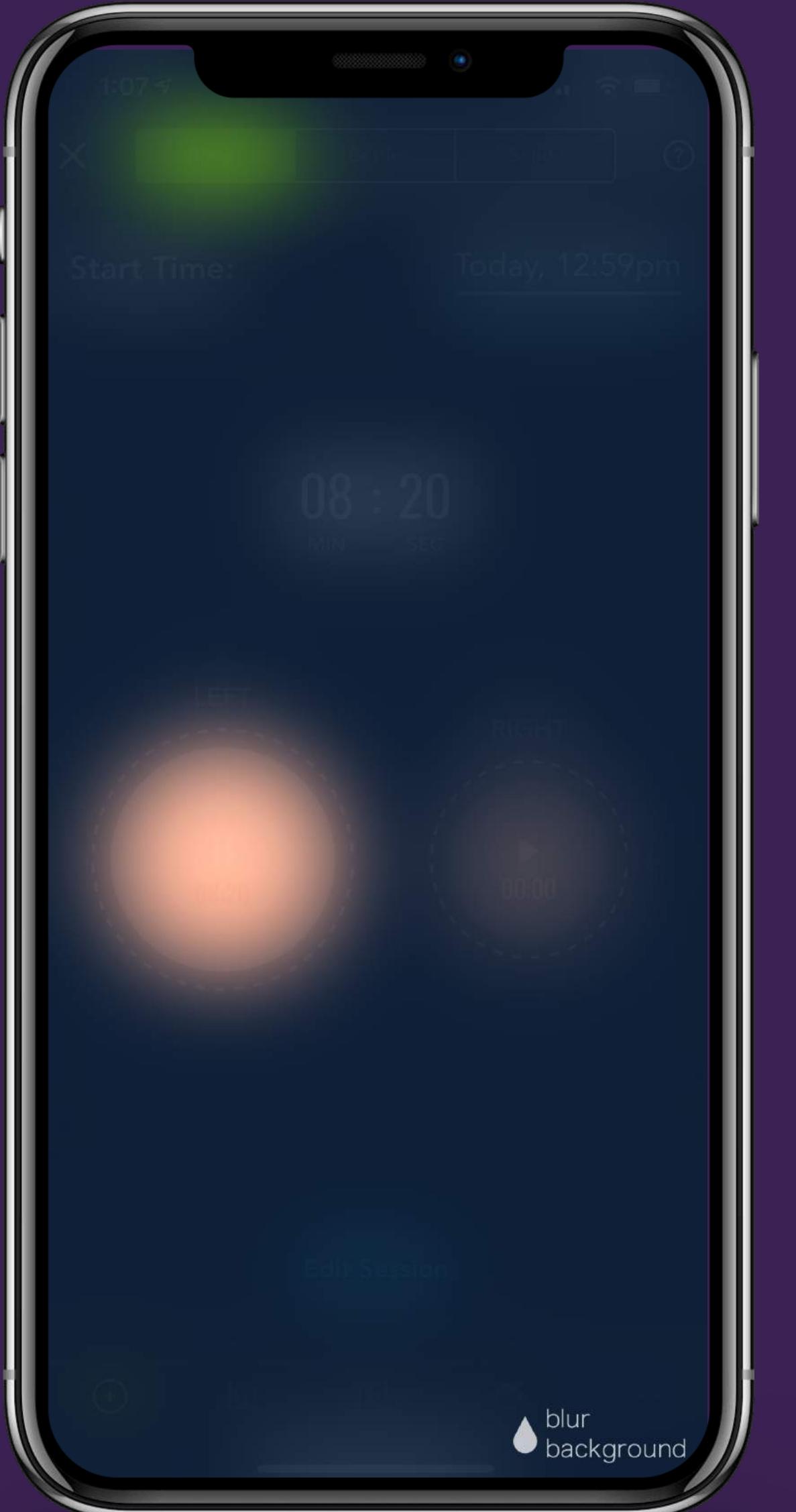
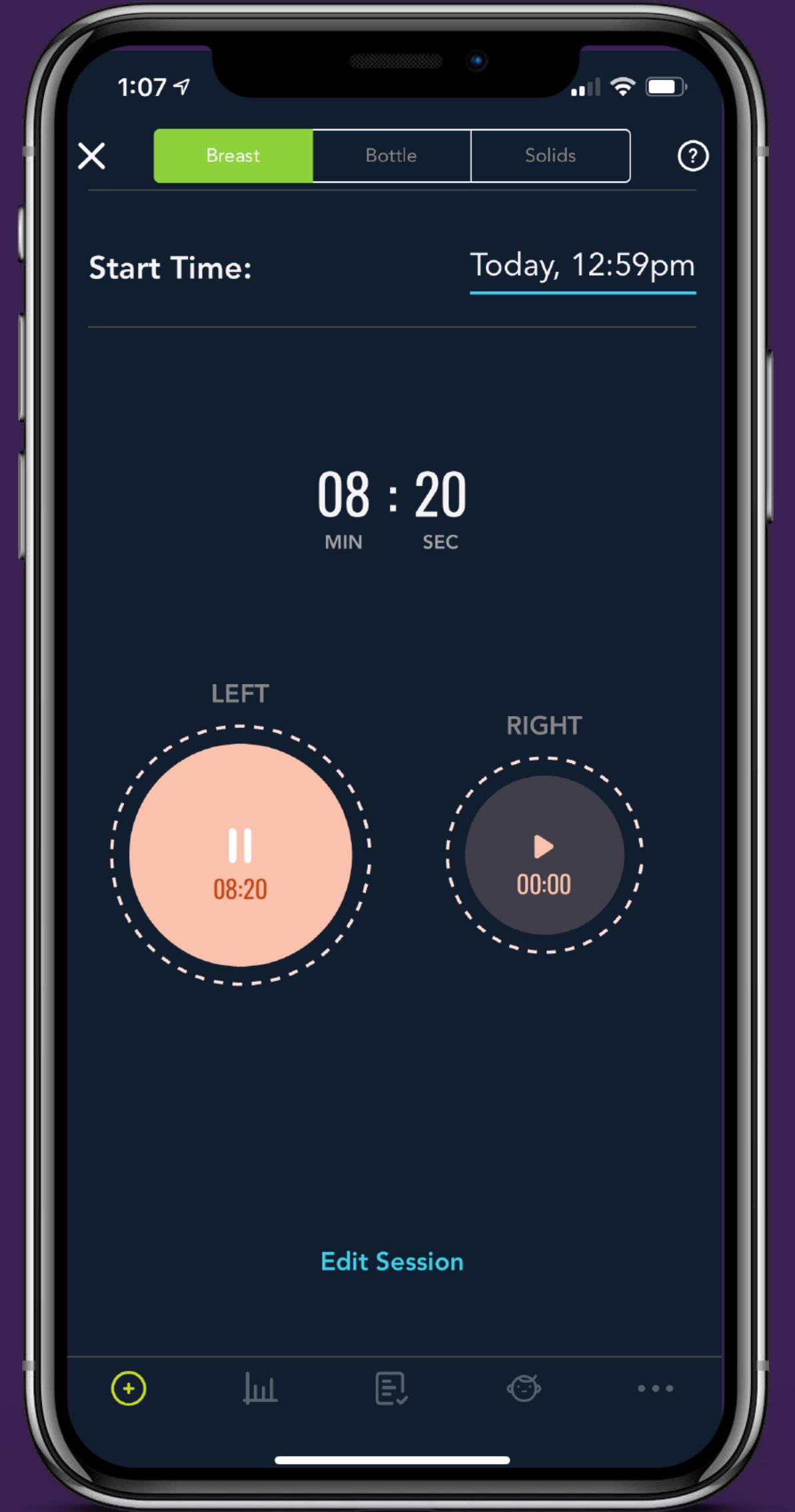
Dark Patterns

Kind Patterns









Be Kind

Hit Targets



Re:Kind Hit Targets

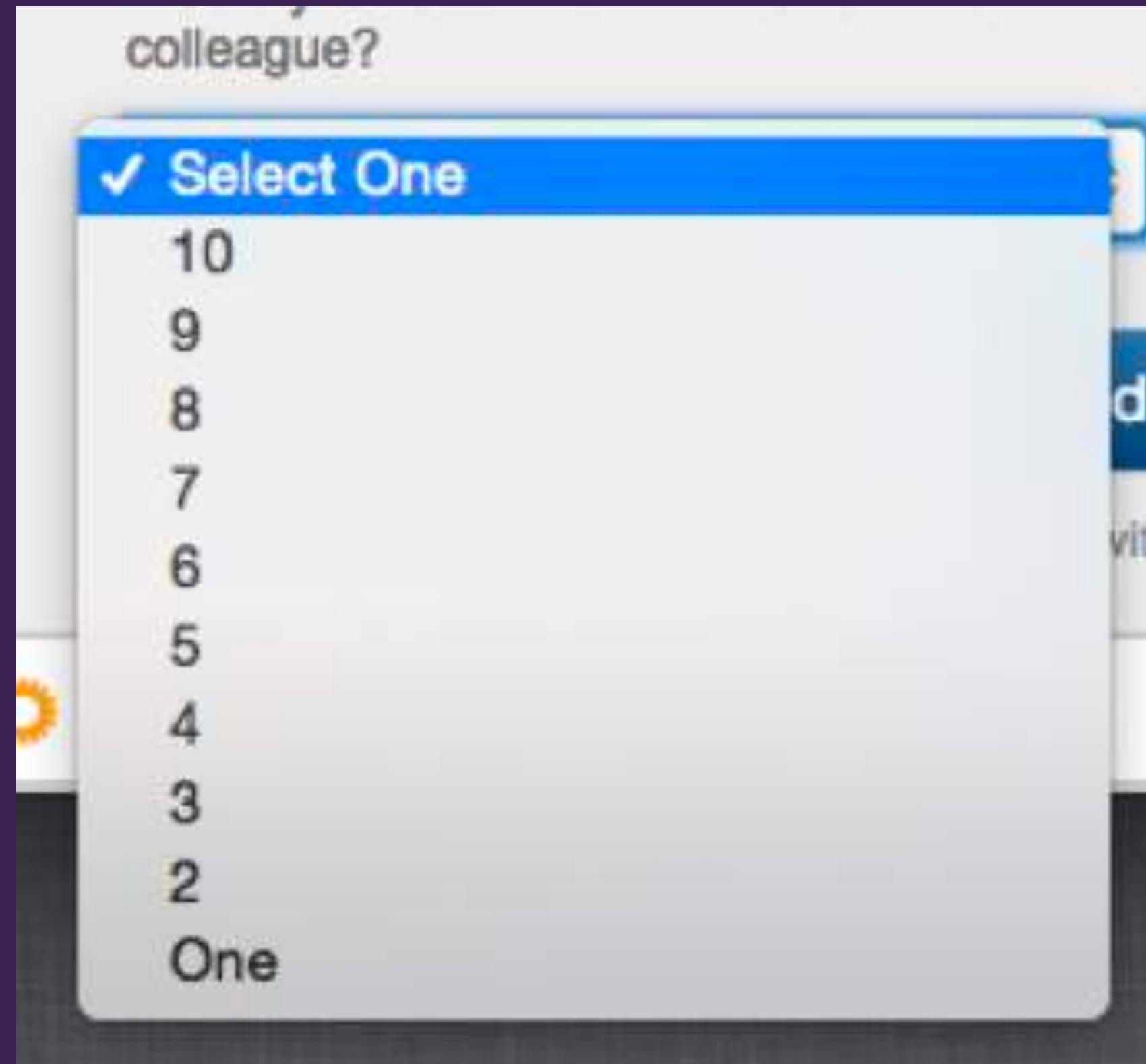


mind the gap



ReKind Hit Targets

#notReally
Dark Patterns



Manipulative Dropdown List

#notReally Dark Pattern

Just Annoying
Dark Patterns

We're Sad To See You Go!

You'll be missing out on the latest news and
special offers from Disney Destinations

You're about to remove [REDACTED]@gmail.com from receiving email marketing communications from Disney Destinations about the Disneyland Resort and Walt Disney World Resort .

Country/Region of Residence
[United States](#)

Change your mind? Uncheck the boxes below to stay subscribed to :

Disneyland Resort [i](#)

Walt Disney World Resort [i](#)

Press "submit" to confirm

[Submit](#)

Annoying Dark Patterns

Tricky Wording + Difficult Unsubscribe

You're about to remove [REDACTED]@gmail.com from receiving email marketing communications from Disney Destinations about the Disneyland Resort and Walt Disney World Resort .

Change your mind? Uncheck the boxes below to stay subscribed to :

Disneyland Resort 

Walt Disney World Resort 

Press "submit" to confirm

Submit

Annoying Dark Patterns

Tricky Wording + Difficult Unsubscribe

Confirm Shaming

Annoying Dark Patterns

Confirm Shaming

The act of making the user click on something derogative in order to opt out



COSMOPOLITAN

STYLE BEAUTY



C

1 Meghan Broke Royal Protocol in a Sneaky Way

2 The Fashion Trends You Need to Know in 2019

3 So Nicki Minaj Has a Problematic New Boyfriend

4 Winter Is Coming: These Face Oils Will Rescue You

5 Let's Talk About that 'Mrs. Maisel' Season Finale

Wanna stay on top of all the sh*t you actually care about? Sign up now.

I'M BORING

OBVIOUSLY

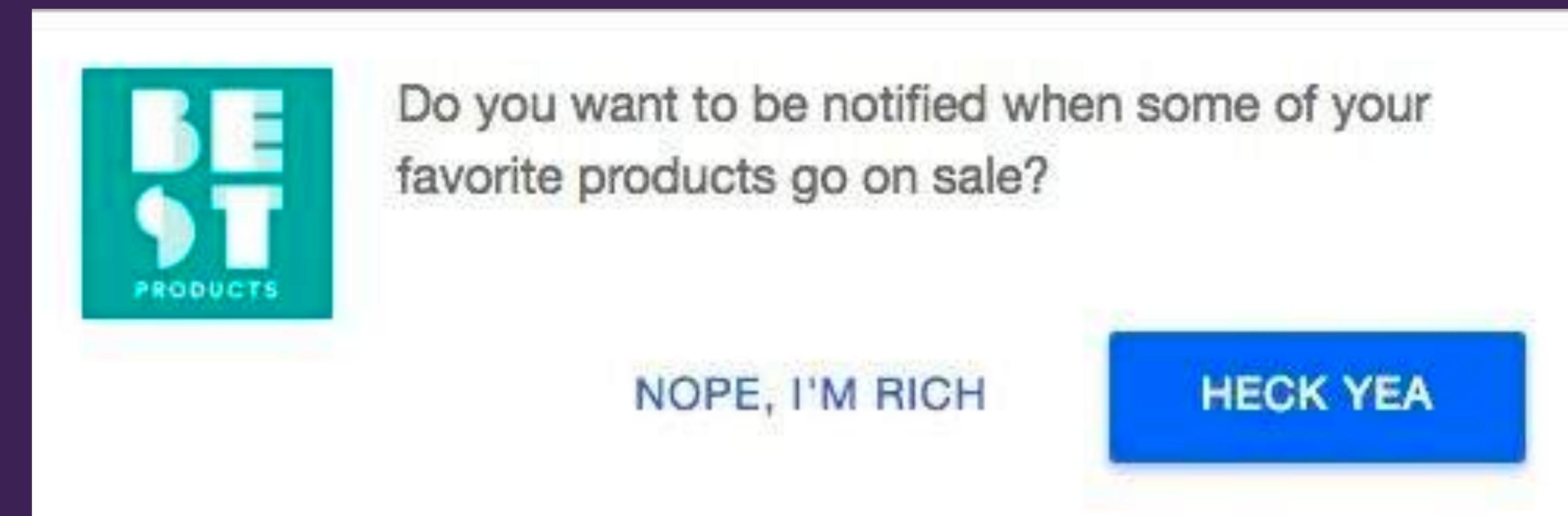
SUBSCRIBE NEWSLETTER

Q US



Annoying Dark Patterns

Confirm Shaming



Annoying Dark Patterns

Confirm Shaming

Please Send Me All The Email In The World, Every Four Hours, Five Days A Week. Thank You.

Sneaky Subscribes

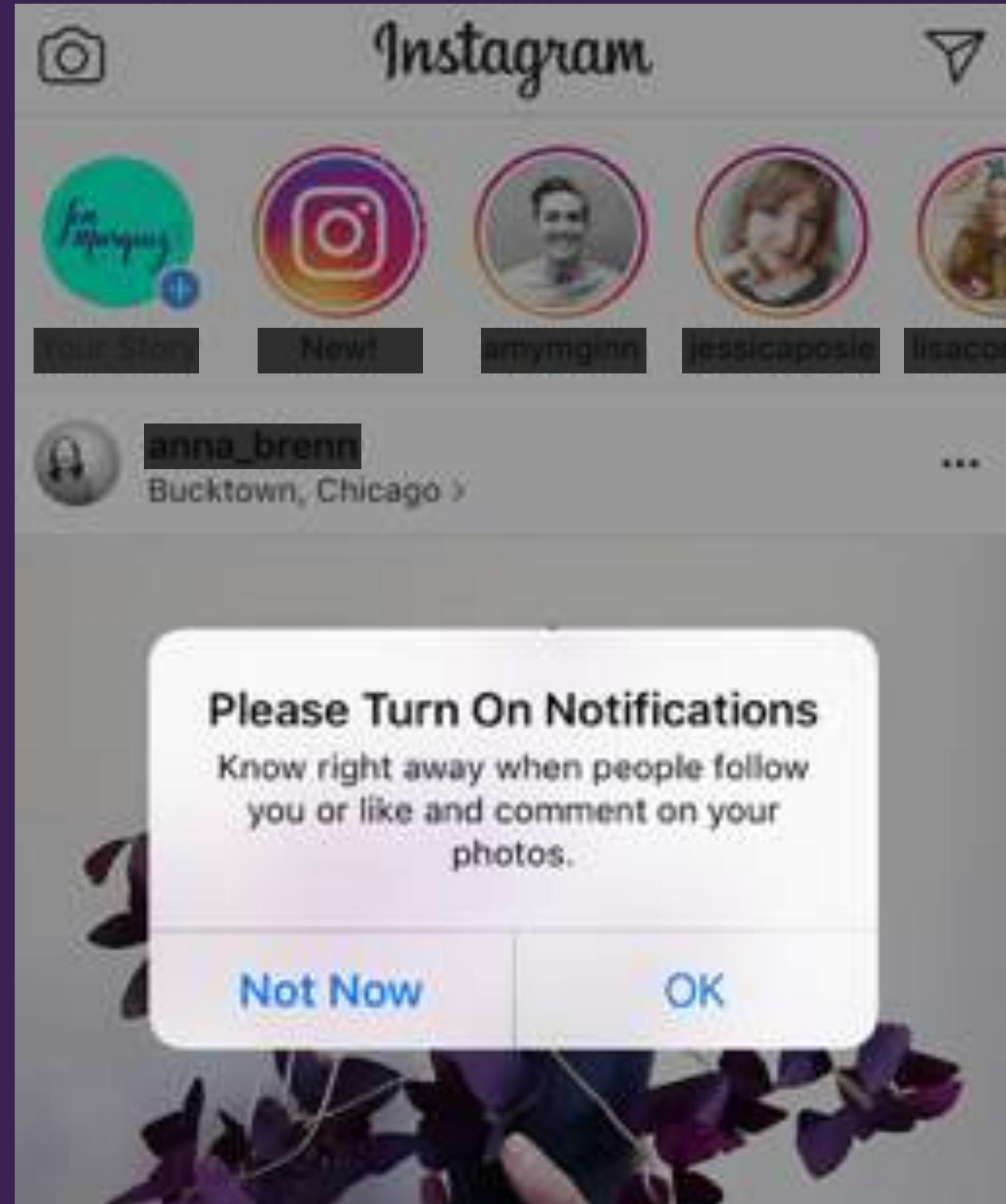
Annoying Dark Patterns

NAGGING

Annoying Dark Patterns

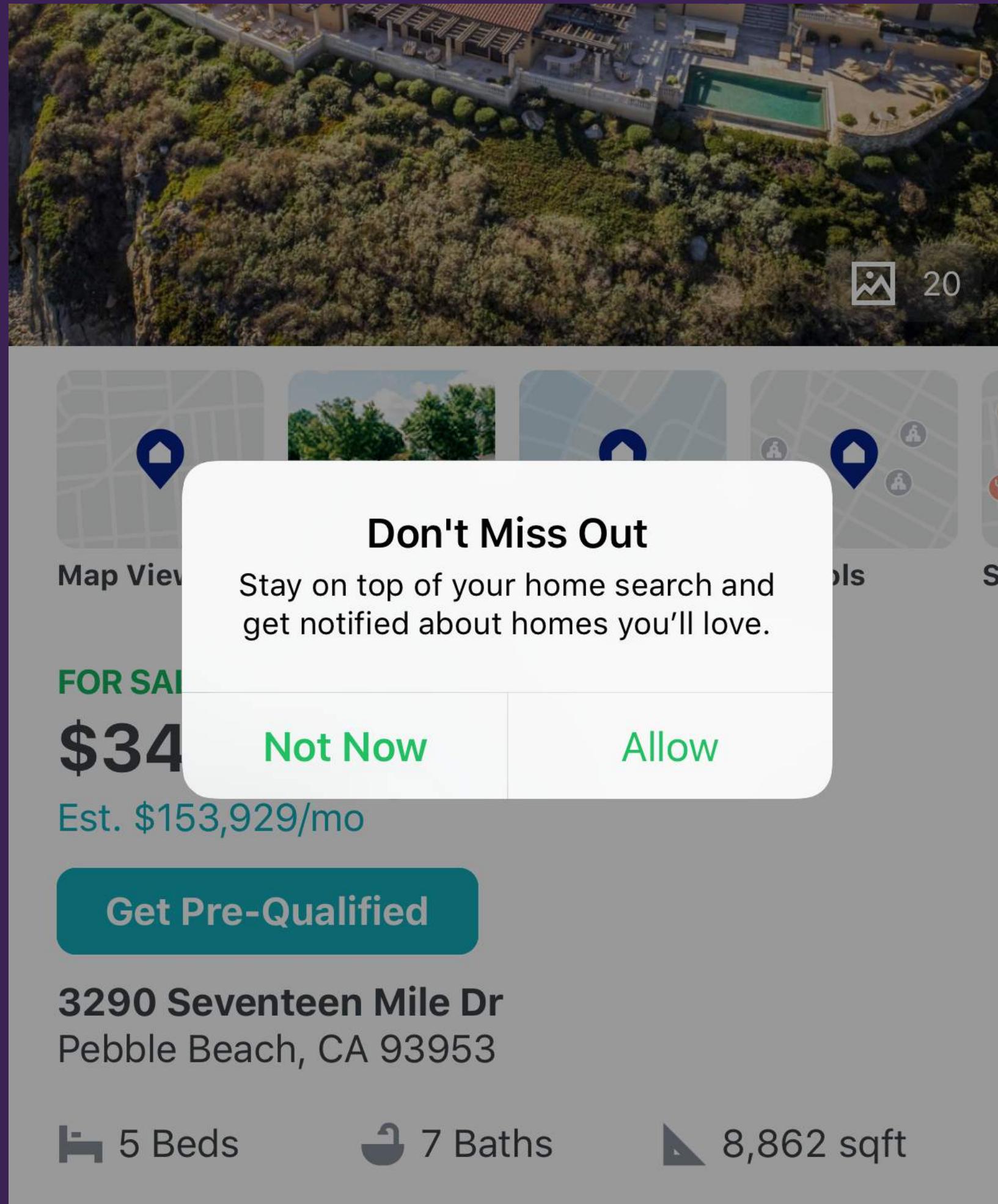
Nagging

Redirection of expected functionality that persists beyond one or more interactions. — uxp2.com



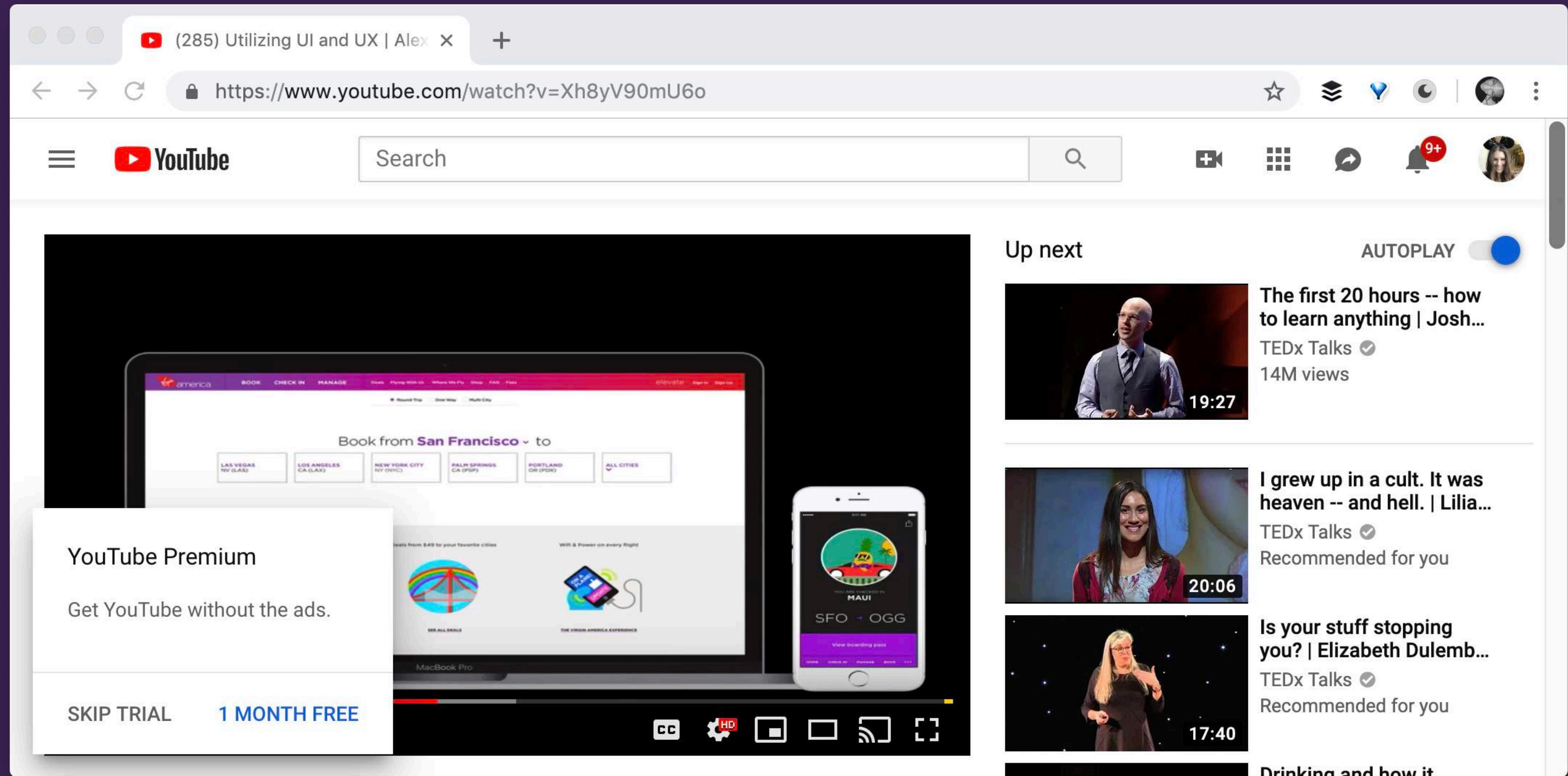
Annoying Dark Patterns

Nagging



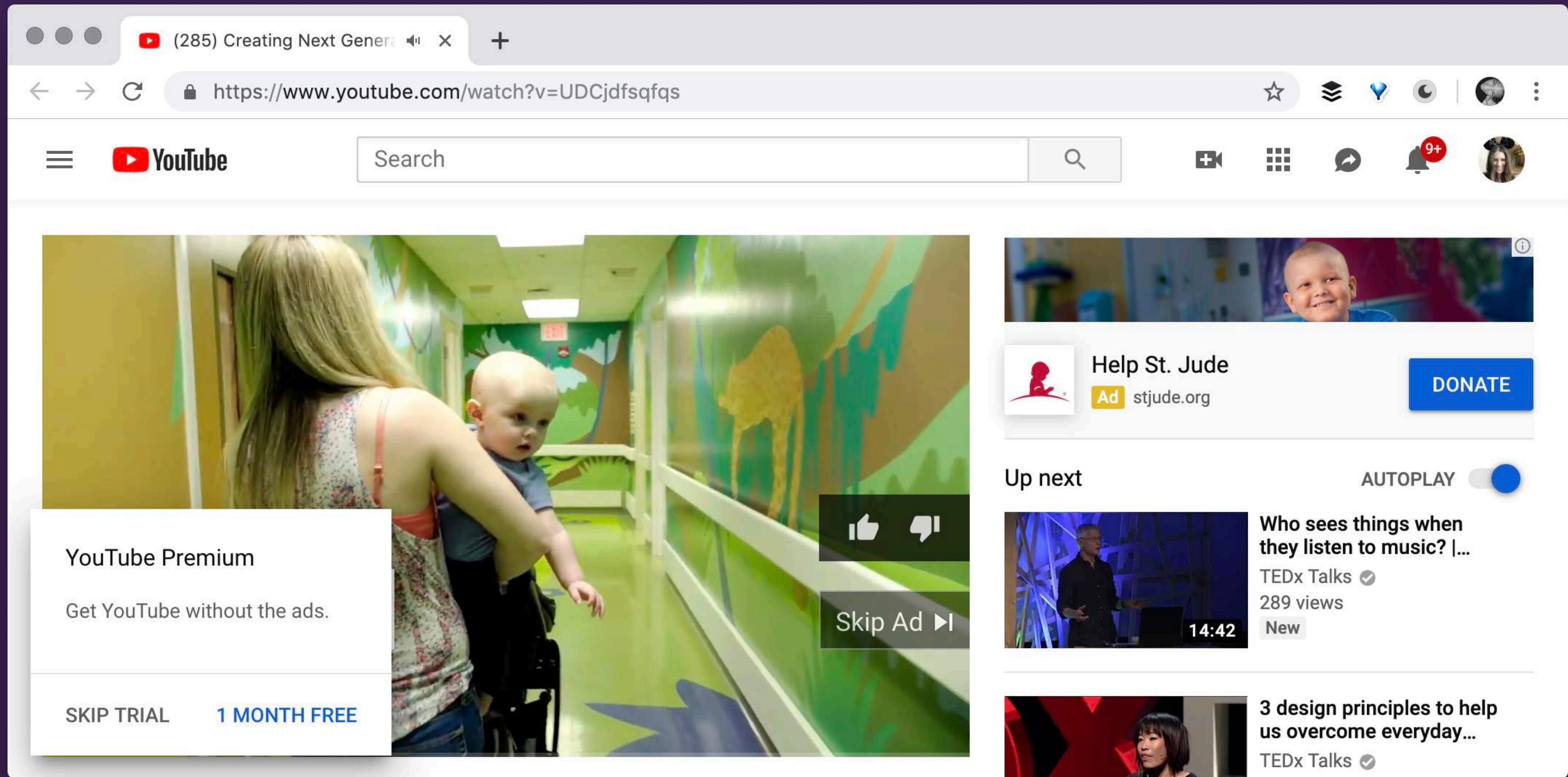
Annoying Dark Patterns

Nagging



Annoying Dark Patterns

Nagging



Annoying Dark Patterns

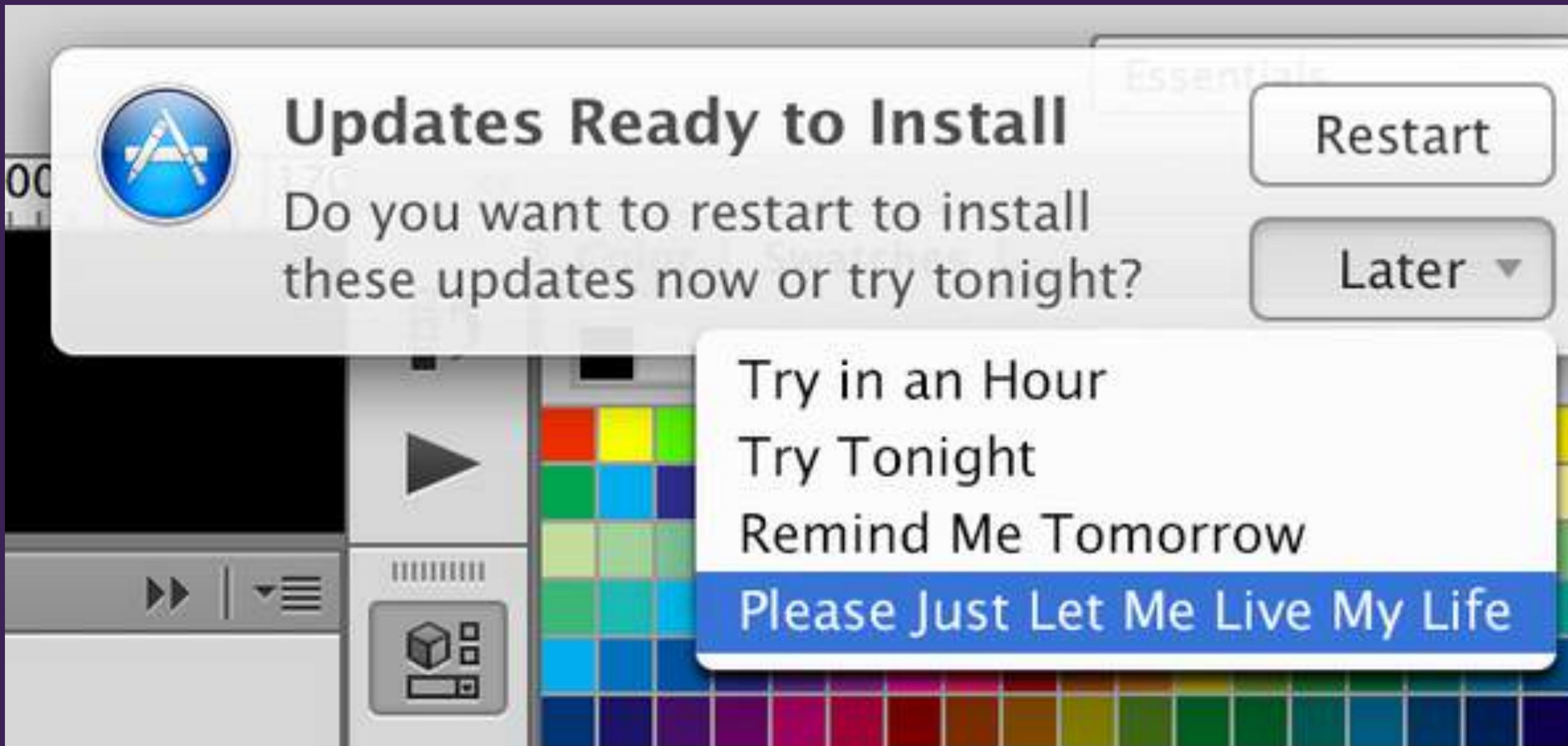
Nagging

An Alternative to Nagging



@JustinMezzell

An Alternative to Nagging



Truly Bad **Dark Patterns**

Hidden Unsubscribe

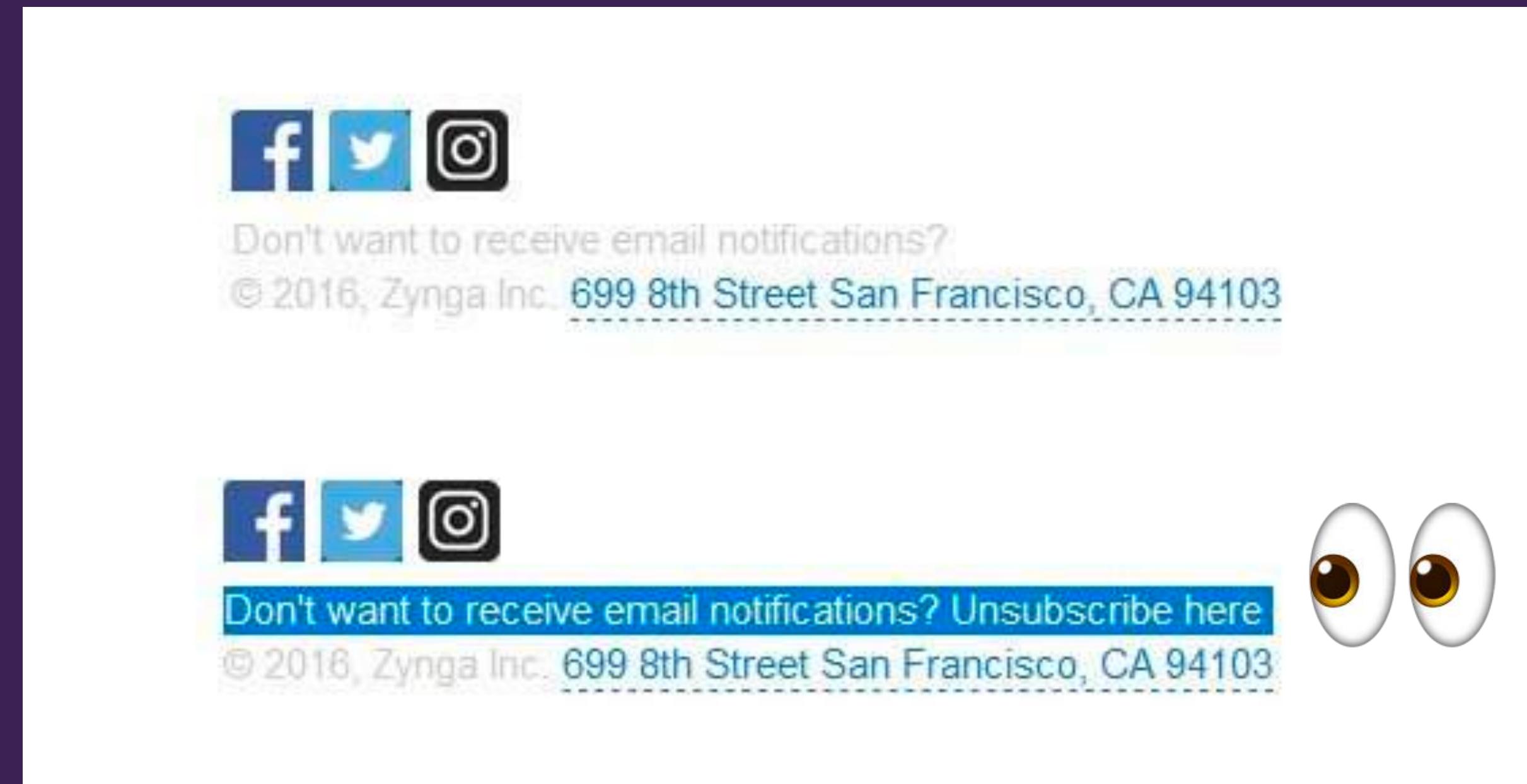
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Annoying Dark Patterns

Hidden Unsubscribe



Truly BAD Dark Patterns

Hidden Unsubscribe



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Truly BAD Dark Patterns

Hidden Unsubscribe

Bait & Switch **Dark Patterns**

[Learn more on windows.com](#)



Windows 10 is a Recommended Update for this PC

Based on your Windows Update settings, this PC is scheduled to upgrade on:

Monday, May 16 at 11:00 PM

[Click here to change upgrade schedule or cancel scheduled upgrade](#)

- ✓ It's the most secure Windows ever to help protect you in today's online world
- ✓ Upgrading is free, and you can go back to Windows 7 within 31 days
- ✓ Your PC is ready for Windows 10 – see [compatibility report](#)
- ✓ Over 270 million people have already upgraded

[Upgrade now](#)

[OK](#)

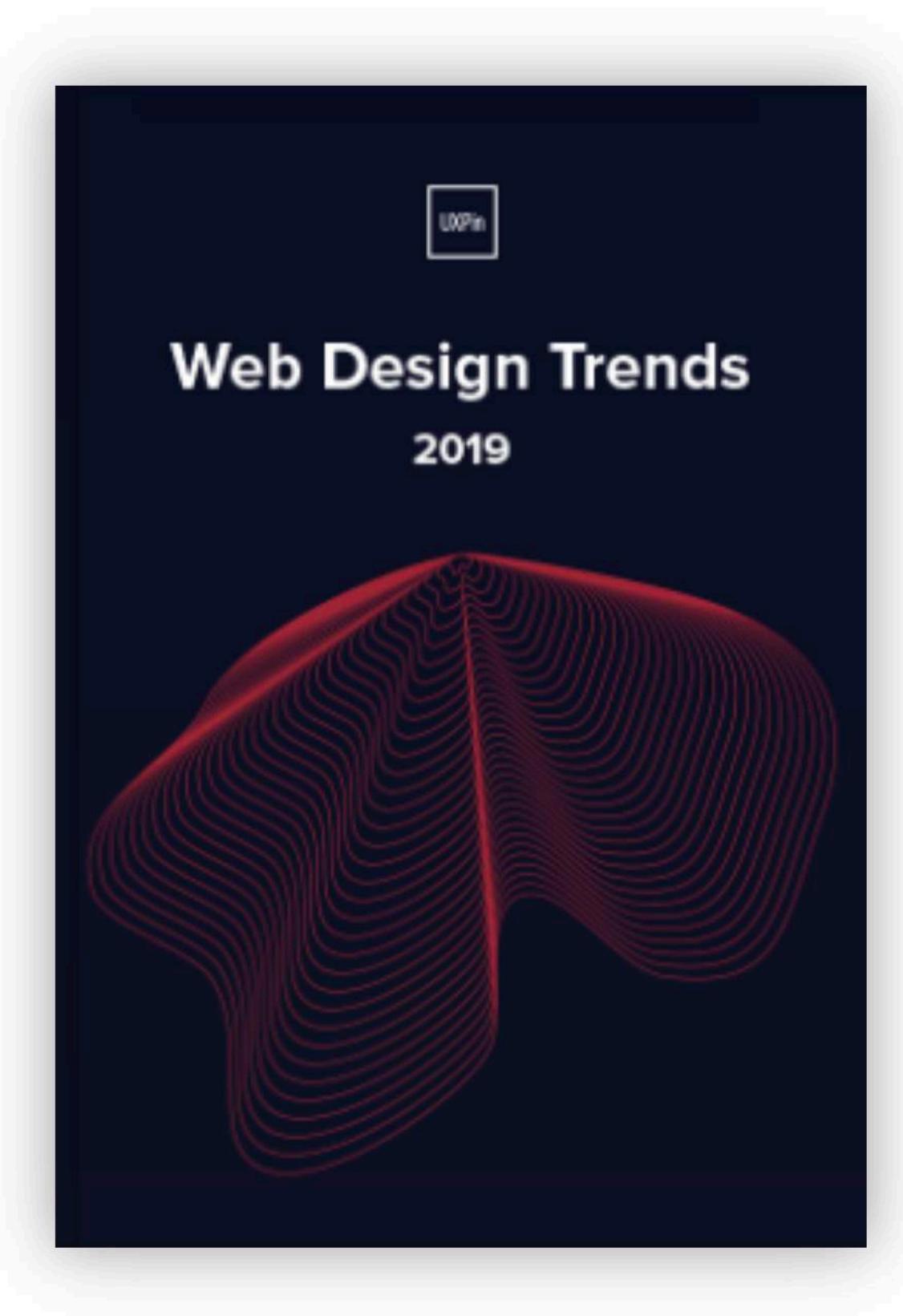
This update will be automatically downloaded and installed based on your PC's settings. 3GB+ file download. Internet access fees may apply.

An Alternative
... Honest value

Web Design Trends 2019

<https://www.uxpin.com/studio/ebooks/web-design-trends-2019/>

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Web Design Trends 2019

- ✓ All about color
- ✓ Subtle branding
- ✓ Split screen design
- ✓ Data visualization
- ✓ Layering with interactivity

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Dark Patterns

Annoying

#notReally

Truly Bad



Using UX for Good not EWWIL



On a positive UX Note

DON'T MISS OUT ON THE LATEST

Inspiring UX, straight to your inbox.

Email Address

Stay inspired

Commitment issues? Unsubscribe at any time.

reallygoodux.com
inspiring and kind UX

Hotel Tonight

Great Mobile UX

Hotel Tonight's main Goal

Helping users book a hotel, fast.

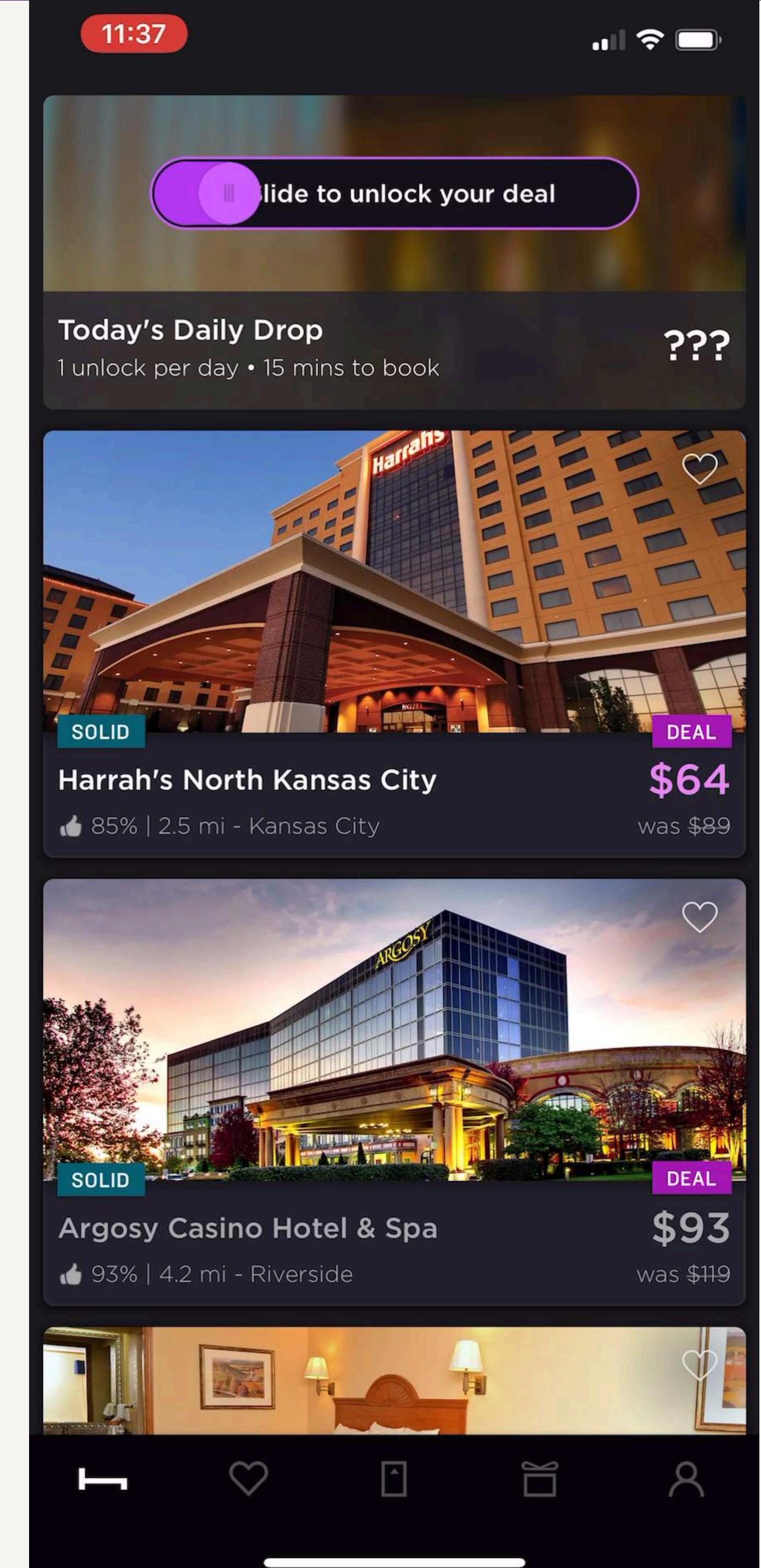


Hotel Tonight is Good Mobile UX

Clean & intuitive booking process, made faster
with integrated Apple Pay

Good Mobile UX

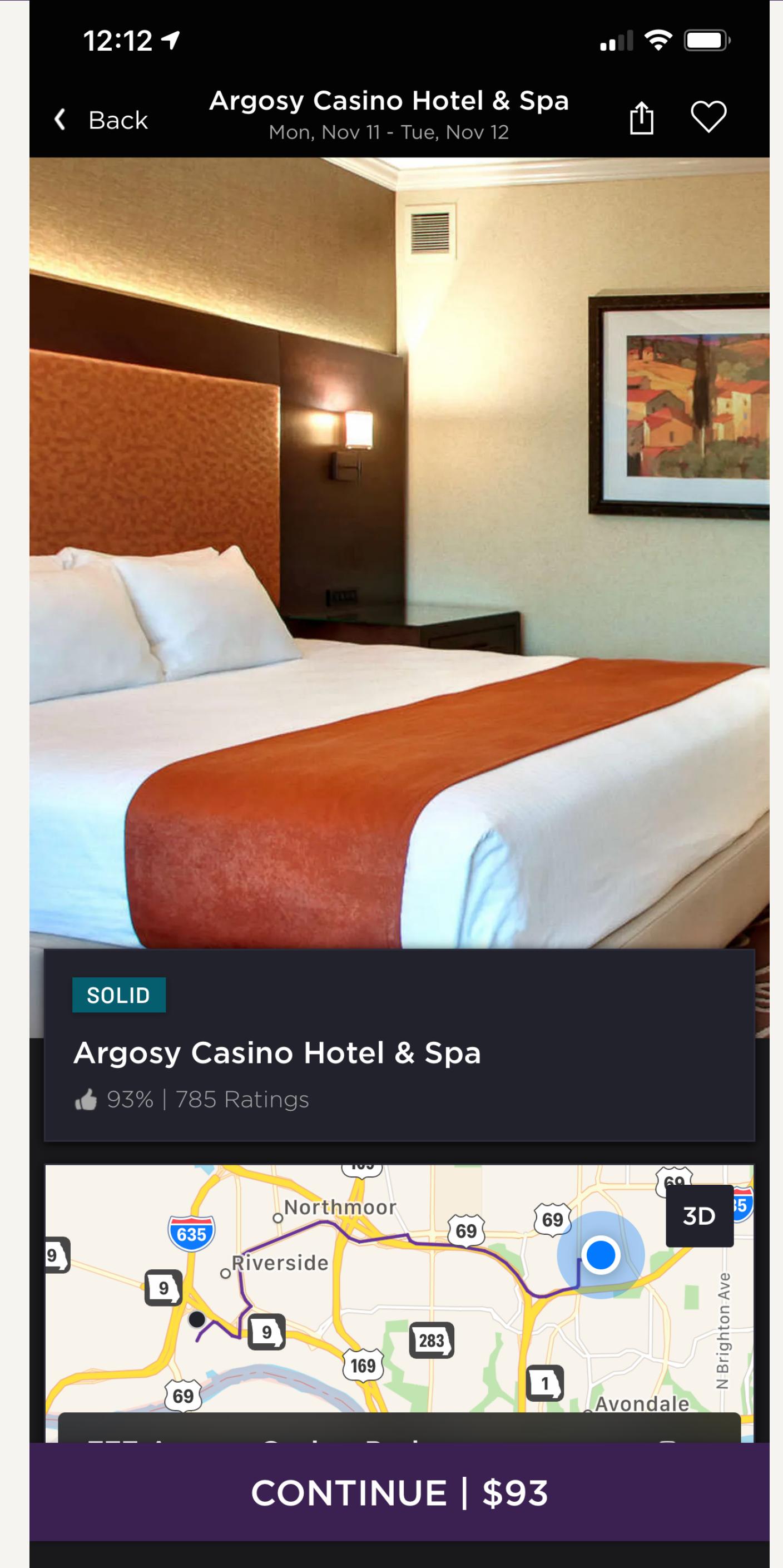
Clean & intuitive booking process, made faster
with integrated Apple Pay



Good Mobile UX

Clean & intuitive booking process, made faster with integrated Apple Pay

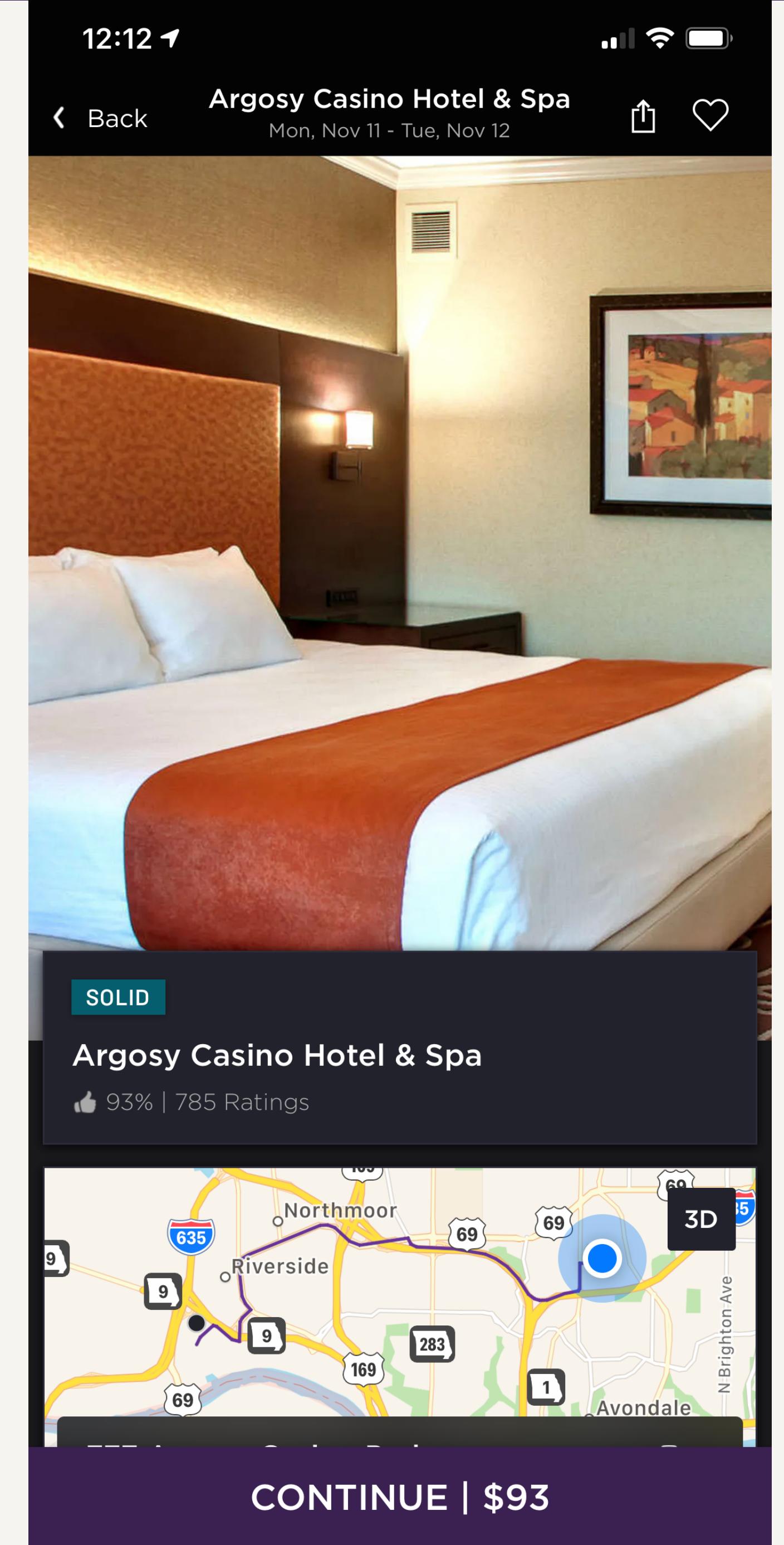
- Minimal design for better and easy user interaction



Good Mobile UX

Clean & intuitive booking process, made faster with integrated Apple Pay

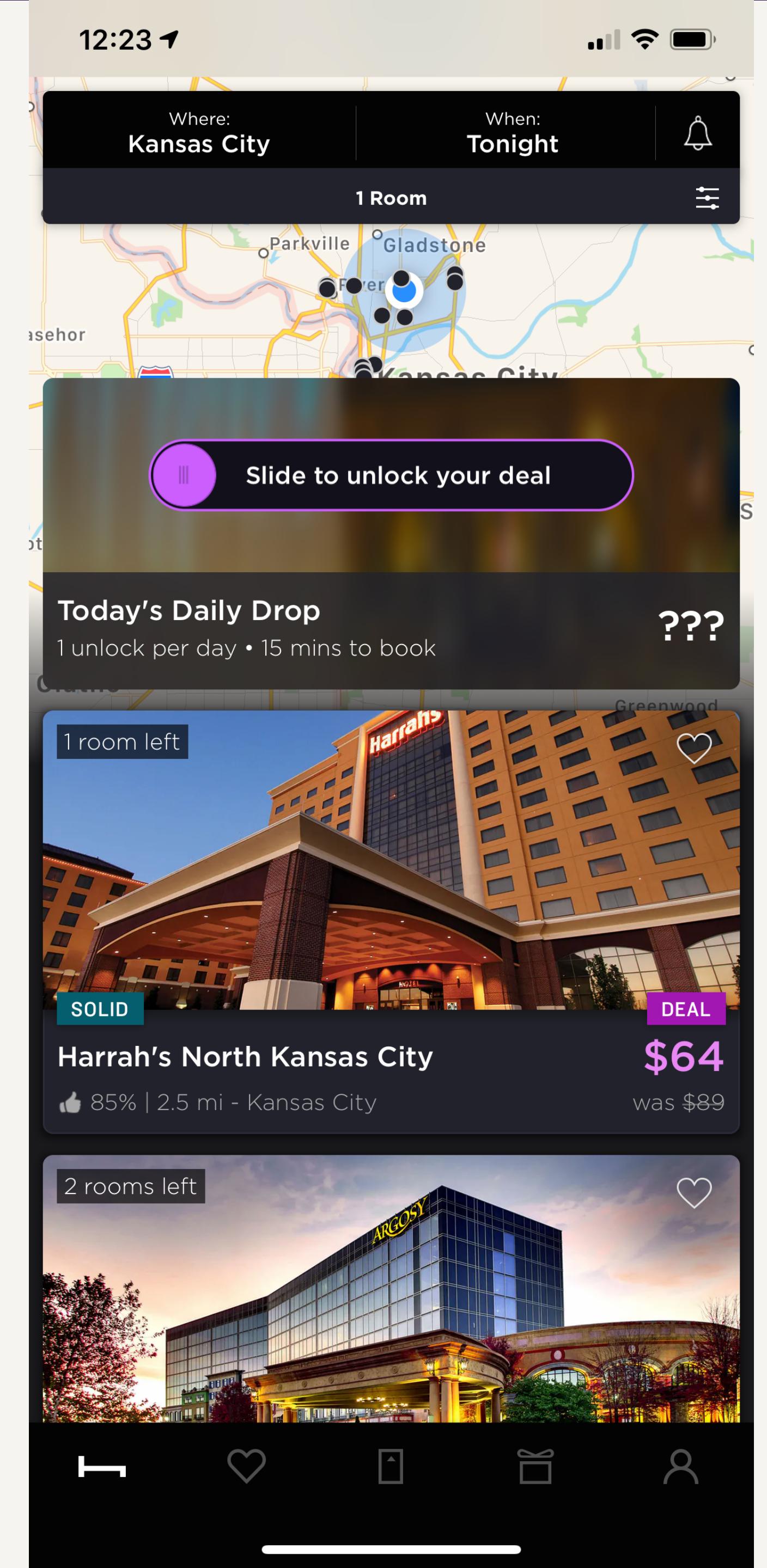
- Minimal design for better and easy user interaction
- Focus on 1 or 2 actions per screen



Good Mobile UX

Clean & intuitive booking process, made faster with integrated Apple Pay

- Minimal design for better and easy user interaction
- Focus on 1 or 2 actions per screen
- Behaves how smartphone users would anticipate it to



Quick Tips: UX Patterns

- Don't fill the screen with random content
- Keep headlines and text concise and clear
- Use white space wisely
- Haphazard color use will confuse users. Stick to brand colors and be intentional with brighter colors used for call to actions.
- Use simple icons and short descriptive words where you can.

Quick Tips: UX Patterns

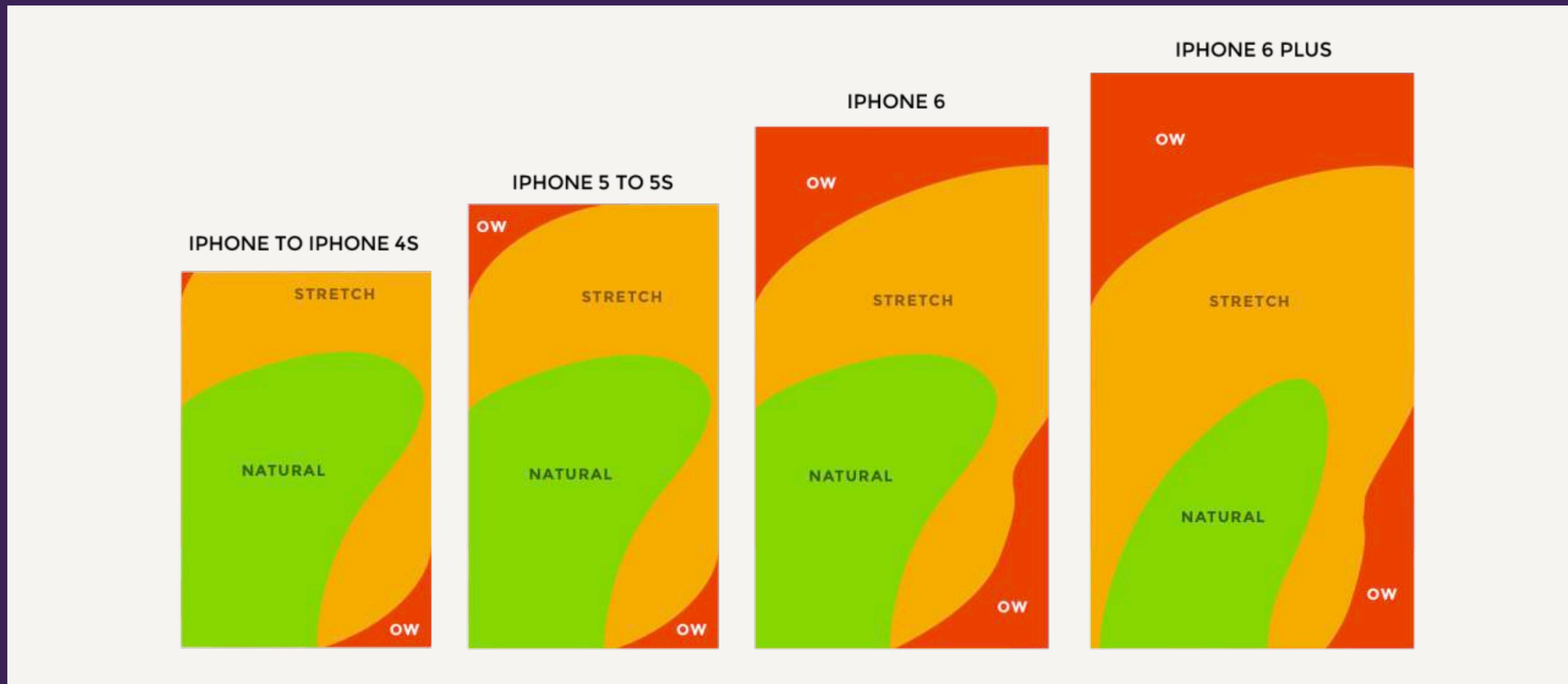
Use simple icons and short descriptive words where you can.

"Many researchers have shown that icons are hard to memorize and are often highly inefficient. In most projects, icons are very difficult to get right and need a lot of testing. For abstract things, icons rarely work well."

Quick Tips: Accessibility

- **Contrast:** Use color combination with high contrast.
- **Language:** Use simple language as there would be many users for whom English will be a second language.
- **Focus:** Use focus to determine the order in which the elements should receive first priority.
- **Reach:** Keep in mind the "thumb zone" for mobile accessibility

Thumb Zone



Sip

Great Mobile UX

Good UX because:

- Sip notifications: delivering news while preventing further distraction

The Sip notification pattern

Sip relies on notifications heavily. If users want to silence the notifications, they can browse the news when they have down time.

If the user enables notifications, they can read the quick blurbs on the notification, removing the need to visit the app frequently.

This notification pattern delivers the news while preventing the app from becoming too distracting.

Good UX because:

- Sip notifications: delivering news while preventing further distraction
- Bite size slides for each news update, users can quickly tap through
- **Sip explains key navigation gestures when the user opens their first story. Introducing these gestures at a logical moment makes onboarding seamless.**

NEW from GitHub

Unlimited free private repos



(tap on slides to navigate)

Back

Forward



Latest Sips

NEW from GitHub

24d ago



- The rise of the (Samsung) robots

25d ago



- Amazon's Go stores could become a \$4B business really really soon



Now close this app

Go about your day.

We'll let you know when something incredible happens.

Essentially, both of these mobile apps deliver on this one UX principle:

Good UX is UI that gets out of the users way.

Component Instances

Layout Templates

DASHBOARD

- Sidebar Navigation
- _WIP / Layout Components...
- Bg

right pane

- Profile
 - Profile
 - Media / Image
 - Ann Anderson
- Views by Browser
 - Views by Browser
- Charts / Donut / Labels C...

0 640 1280 1920 2560

DASHBOARD

GENERAL INFORMATION

LOCATION PERFORMANCE

USERS INFORMATION

Custom

-1173 X -319 Y Fit

1280 W 1340 H

Adjust content on resize

Background color

Include in Export

EXPORT

Presets

2x

PNG

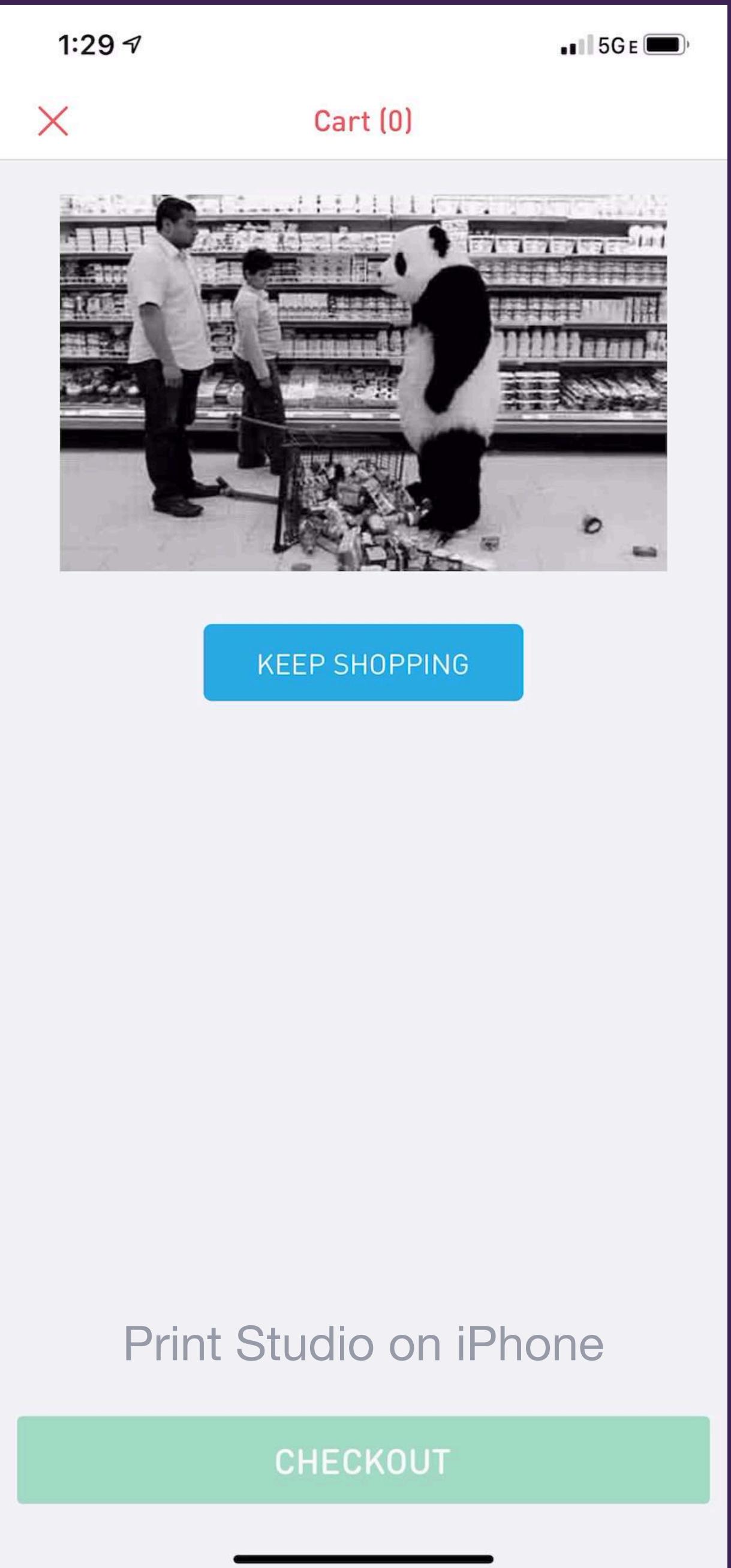
Size Prefix/Suffix Format

progress.com/unite-ux

Unite UX

progress.com/unite-ux

SO HERE IS TO GOOD PROGRAMMING
ON THE INSIDE
& OUT



@AlyssaNicoll

quick tips: <https://www.ideatheorem.com/insights/guide-mobile-app-design-quick-ui-ux-tips/>

ineffective icons: <https://uxdesign.cc/when-should-i-be-using-icons-63e7448202c4>

hotel tonight example: <https://www.reallygoodux.io/categories/mobile-apps>