

Starting Out Your UIUX Career

Module 6

Buttons

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Best Practices

Buttons

A button is an interactive element that results in an action described in it.

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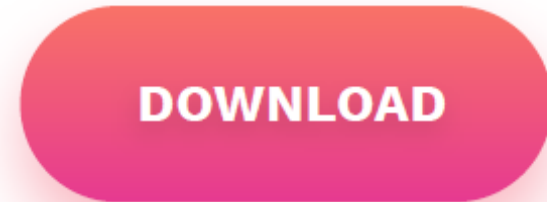
BUTTONS SHOULD LOOK LIKE BUTTONS

The most important rule while designing a button is for it to stand out enough so it won't be confused with anything else.



FAMILIAR SHAPES

We are used to specific shapes and forms that are typically associated with an action.



These objects will be identified as a button right away.

FAMILIAR SHAPES

(An Exception: Text Links)

An exception to the rule is a text link. A link has the same general function as a button, only lacking the shape.

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Blue and purple text links are one of the fundamental design truths. Most users understand them right away.

FAMILIAR SHAPES (Other Shapes)

Other shapes and forms (triangle, circle, organic) are not as recognizable to the user.



Elements that can take much longer to understand they are actionable.

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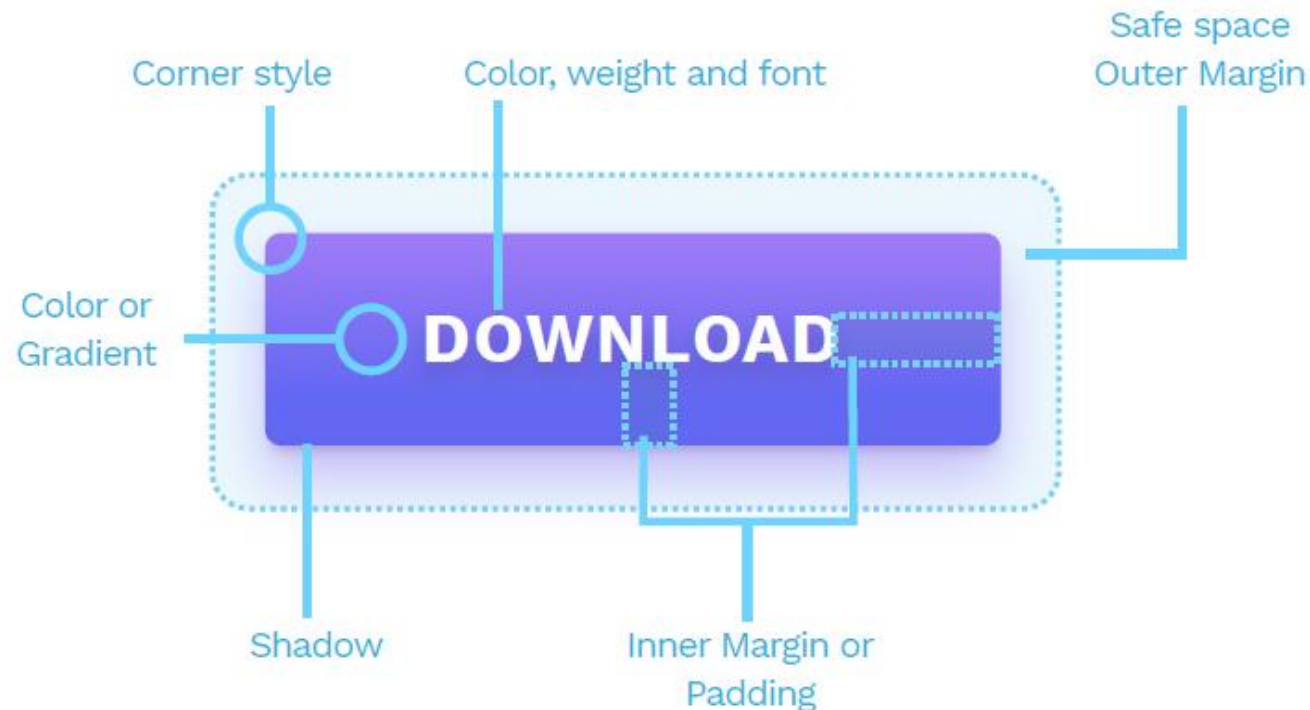
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Best Practices

BUILDING A BUTTON

While designing buttons, remember about all of these elements and choose them wisely.



SAFE PADDING

The left inner margin is twice the size of the vertical one, which is a safe choice for increased readability



ALIGNMENT

Double-check if your button labels are centered both horizontally and vertically.



ALIGNMENT

Aside from grid-based methods, there's a safe way of choosing button spacing with multiples of capital W.



MARGIN

Don't forget about the space around your buttons.



SIZE MATTERS

Both web and mobile buttons should also have a set minimum size.



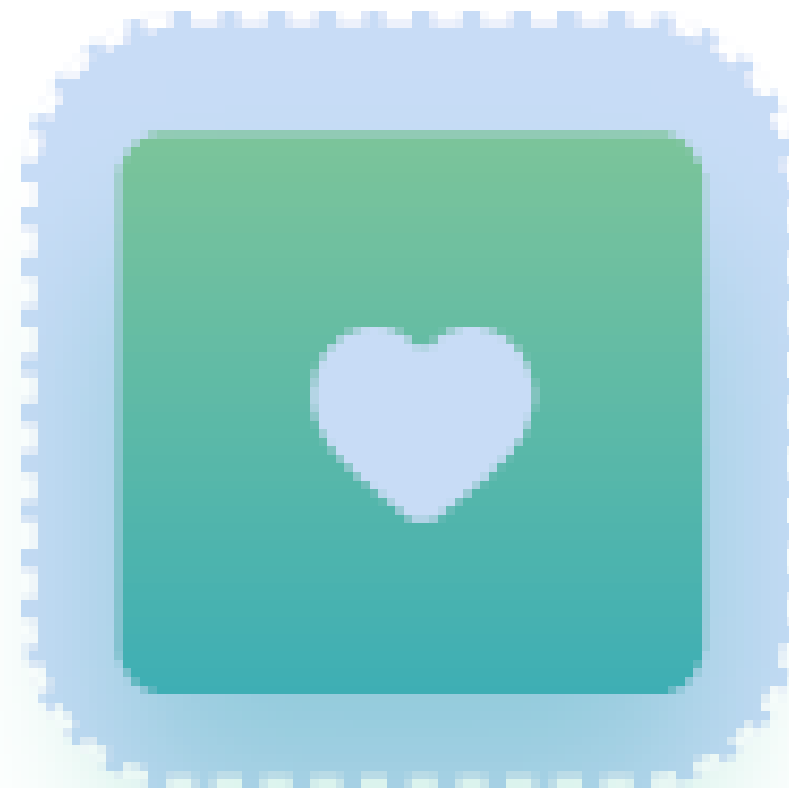
SIZE MATTERS

This button is too small. The inability to quickly tap or click on it will frustrate your users.



SIZE MATTERS

This button is still a bit too small for mobile devices. It probably will be fine on laptops.



SIZE MATTERS

This button is big enough for both computers and mobile devices. People should be able to find and activate it with ease.



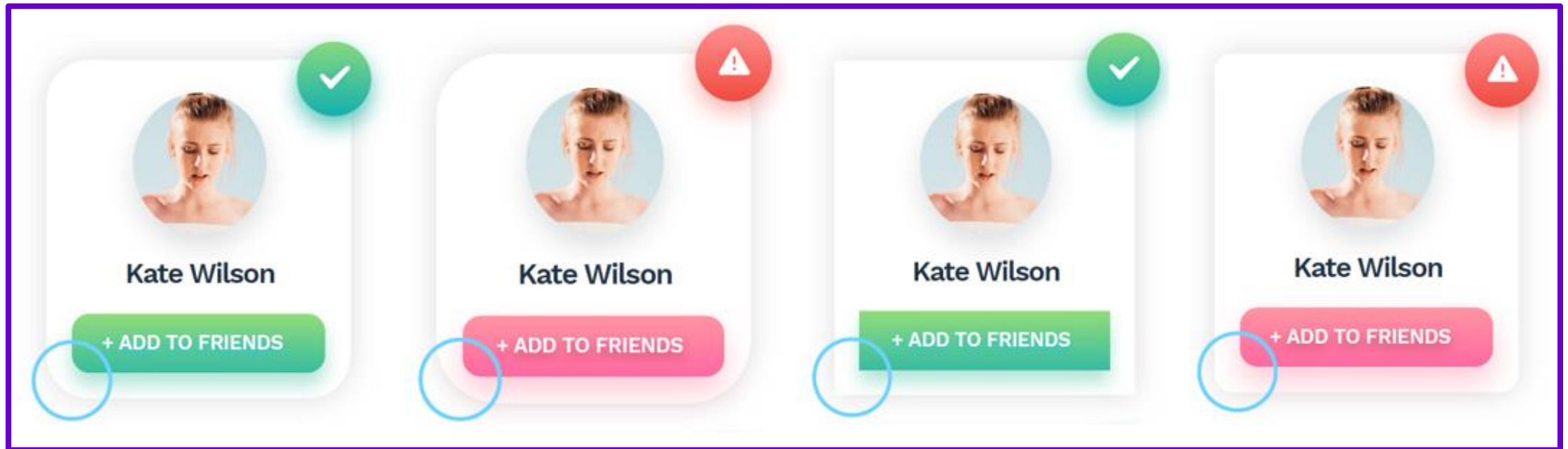
FIGURE TO BACKGROUND

This button is big enough for both computers and mobile devices. People should be able to find and activate it with ease.



FIGURE TO BACKGROUND

If you're using rounded buttons, keep in mind to have the right rounded corner ratios towards other on-screen elements. Using the same one for everything will create imbalances in the margins.



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CALL TO ACTION

CTA or Call to Action is an essential, actionable element of a website or app. It's usually closely tied to the sales process.



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CALL TO ACTION THE RIGHT MESSAGE

CTA or Call to Action is an essential, actionable element of a website or app. It's usually closely tied to the sales process.



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TEXT LINKS

A text link was the first way to have an actionable element on a web page

A blue link, underlined is thus the fastest identifiable element of the page.

Text link

Hover



Active



Disabled

41 SHADES OF BLUE

If your link has enough contrast and differs from its surroundings (through color and underline), you can be sure it will be understood.



BUTTON TYPES

The primary is the button for the main, positive actions on each screen — things like OK, Save or Download.



BUTTON TYPES

Unlike the **CTA button**, you can use more than instance of this button on a screen, but try not to group it with other primary buttons or the CTA.



BUTTON TYPES

Secondary buttons can be used for all the less critical actions or if we have many buttons with similar importance on one screen.



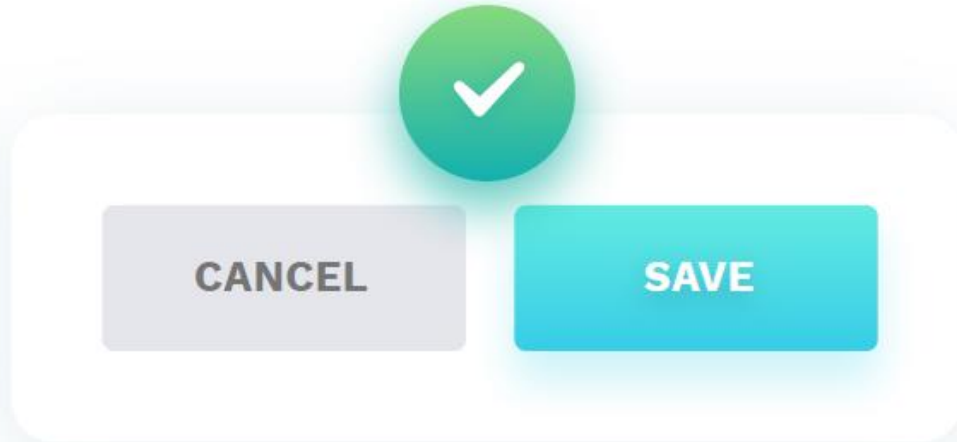
BUTTON TYPES

Tertiary buttons are best for negative actions like "cancel" or "revert." You can also use a text link or a ghost button as your tertiary, instead of a rectangle.

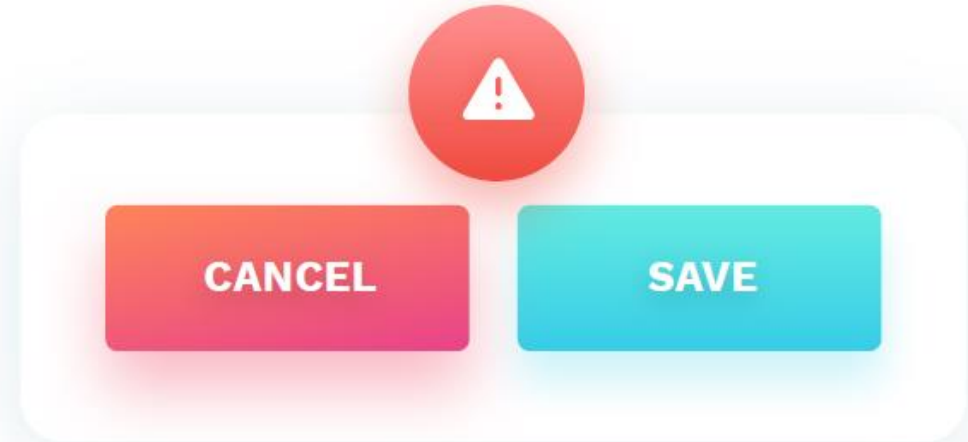


NEGATIVE ACTIONS

If they're not the core of what your project has to accomplish, then making them red would take attention away from other, more critical on-screen elements.



The negative action is quickly identified as less important than the positive one.



The negative action is more eye-catching than the positive one.

BUTTON TYPES (ICONS + BUTTONS)

Icons on buttons are mostly used in apps to condense more functionality within limited space.

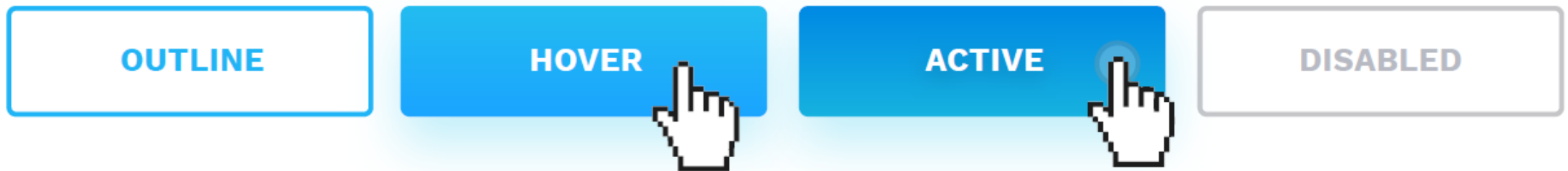
If there's a text label next to an icon, the perceived importance of that button is higher.



BUTTON TYPES

(OUTLINE BUTTONS)

Outline buttons, also called ghost buttons, are usually reserved for less important actions.



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CORNER RADIUS

Sharp corners fit brands that have similar shapes in their logo and other elements.



NORMAL



OUTLINE

CORNER RADIUS

Slightly rounded corners are likely the most popular and also the most user-friendly choice



The diagram illustrates two button styles. The top button is a solid blue rectangle with rounded corners, labeled 'NORMAL'. The bottom button is a white rectangle with rounded corners and a blue outline, labeled 'OUTLINE'. Both buttons are set against a light blue background.

NORMAL

OUTLINE

CORNER RADIUS

Larger corner-radius can make it harder to align the text above and below the button.



NORMAL

OUTLINE

CORNER RADIUS

"Pill" or the highest possible border-radius works well for CTA's.



NORMAL



OUTLINE

CORNER RADIUS

The same rules apply to your icon-buttons.



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CONTRAST

Which one do you think will get noticed first?



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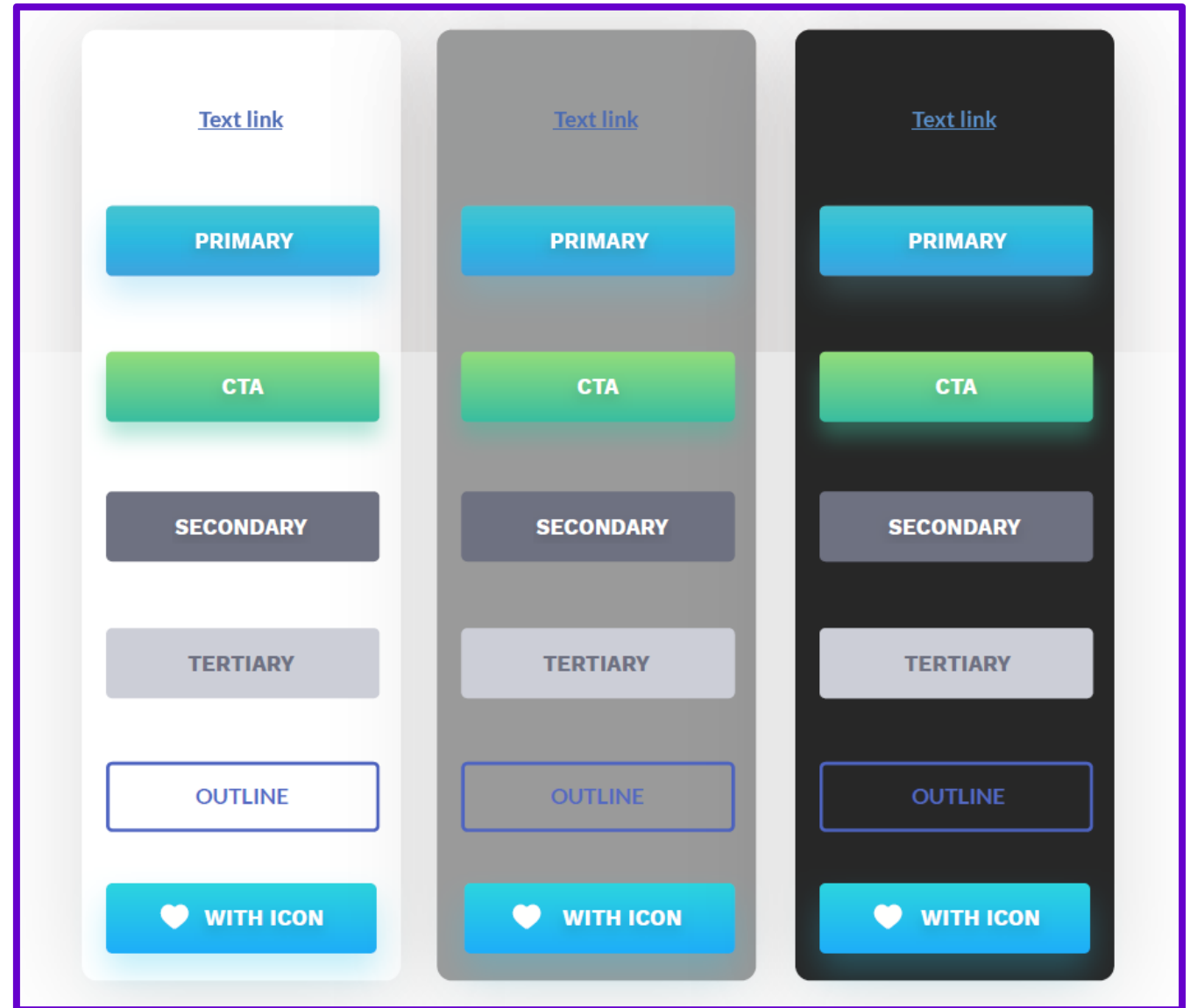


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The one on the left can be barely visible on low contrast screens or by visually impaired users.

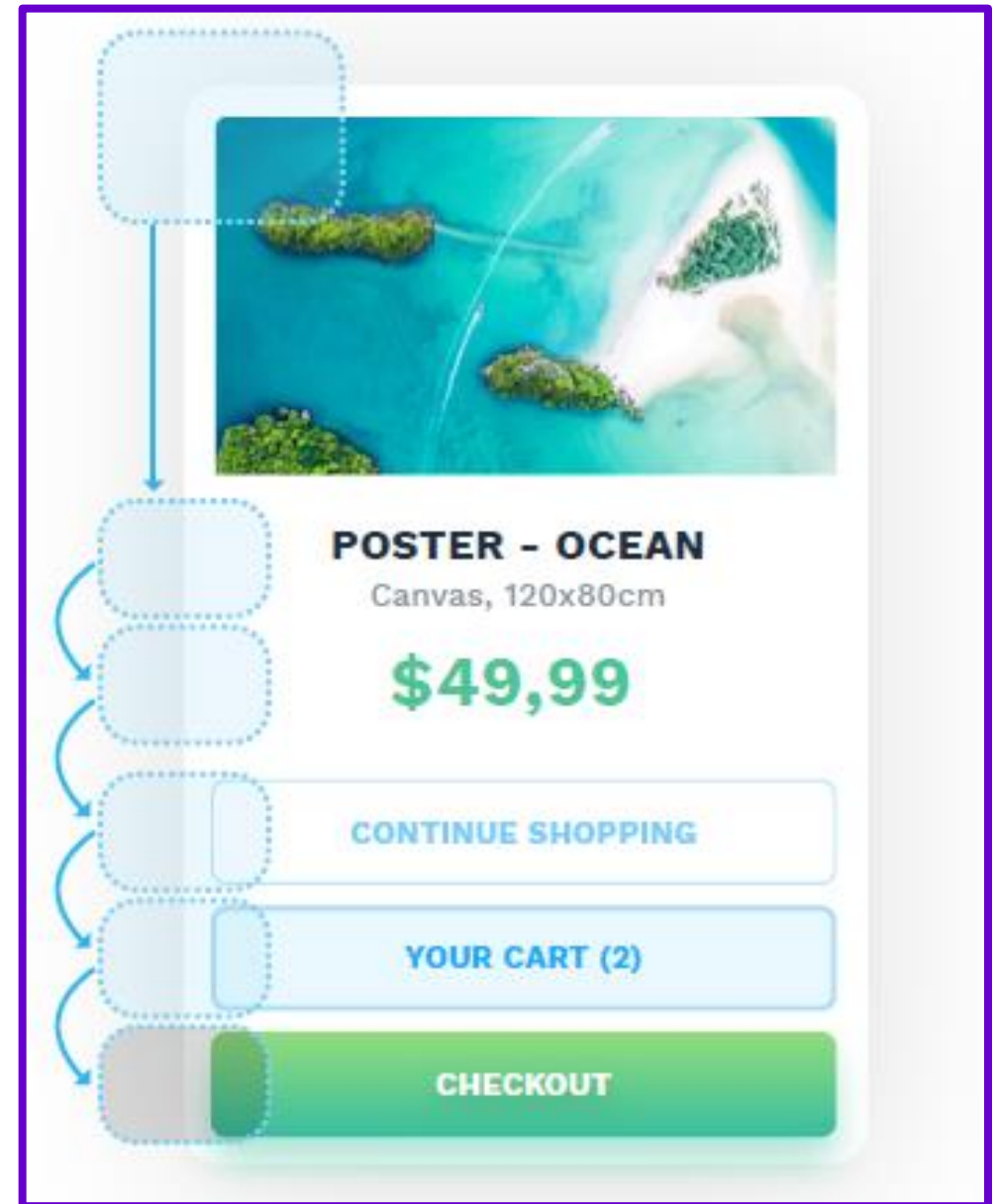
VISIBILITY

The colors and saturation of the buttons should work well with most of the backgrounds.



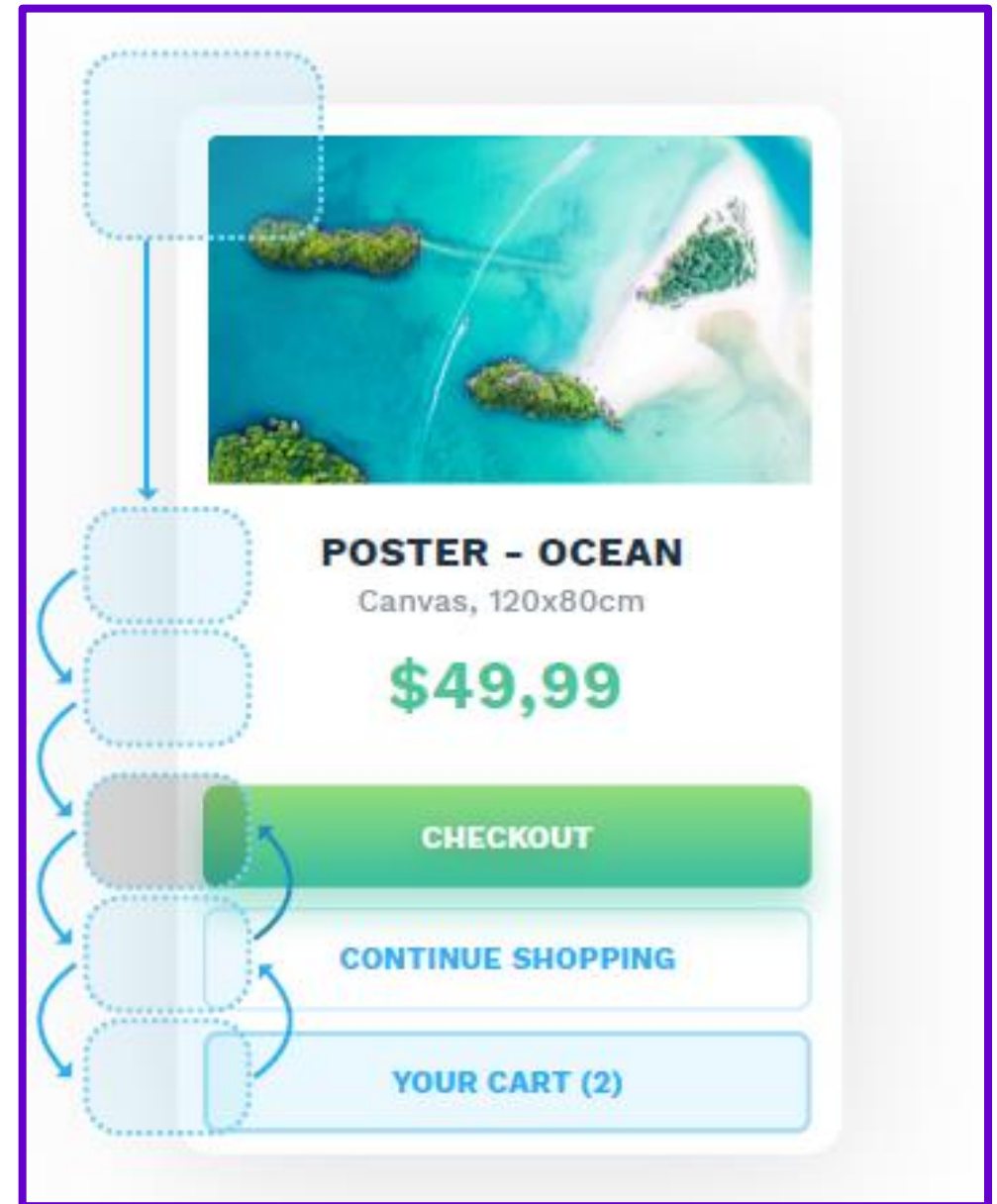
HIERARCHY

By scanning the card from top to bottom (along the left edge), we naturally end up on a strong element, which in this case, is our CTA button.



HIERARCHY

If the most pronounced visual element is not at the bottom, our eyes travel back and forth along the edge, which makes for slower processing.



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BEST PRACTICES

Important buttons also work well with icons. A basket or a cart icon quickly identifies a checkout.



CHECKOUT



CHECKOUT

BEST PRACTICES

A right-facing arrow or chevron placed after the button label makes the resulting message stronger. The user is more inclined to click and "proceed."



CHECKOUT

CHECKOUT >

BEST PRACTICES

Buttons with shadows are also more "clickable" and noticed much faster than flat ones.



The button on the right is more visible and will be a stronger Call to Action.

BEST PRACTICES

If you have left-aligned text just above the button, the more rounded the corner, the less that text will visually fit

If the button is only slightly rounded text above, it seems to fit within the perceived left margin.



BEST PRACTICES

If you have left-aligned text just above the button, the more rounded the corner, the less that text will visually fit

The text over a more rounded button begins to "bounce" away to the right visually.



BEST PRACTICES

If you have left-aligned text just above the button, the more rounded the corner, the less that text will visually fit

Text over a completely rounded button loses visual alignment and seems to be outside the grid.



BEST PRACTICES

(Aligning icons on buttons)

Create a square or a circle the size of our button height. If it's a pill or rather sharp cornered button, just align it to the right side of the shape. Then create another smaller object inside of it with its spacing being the height of our text. Then fit the icon right in the middle and try not to make it larger than the smaller circle. In the case of chevron, text-height works for chevron height as well.



BEST PRACTICES

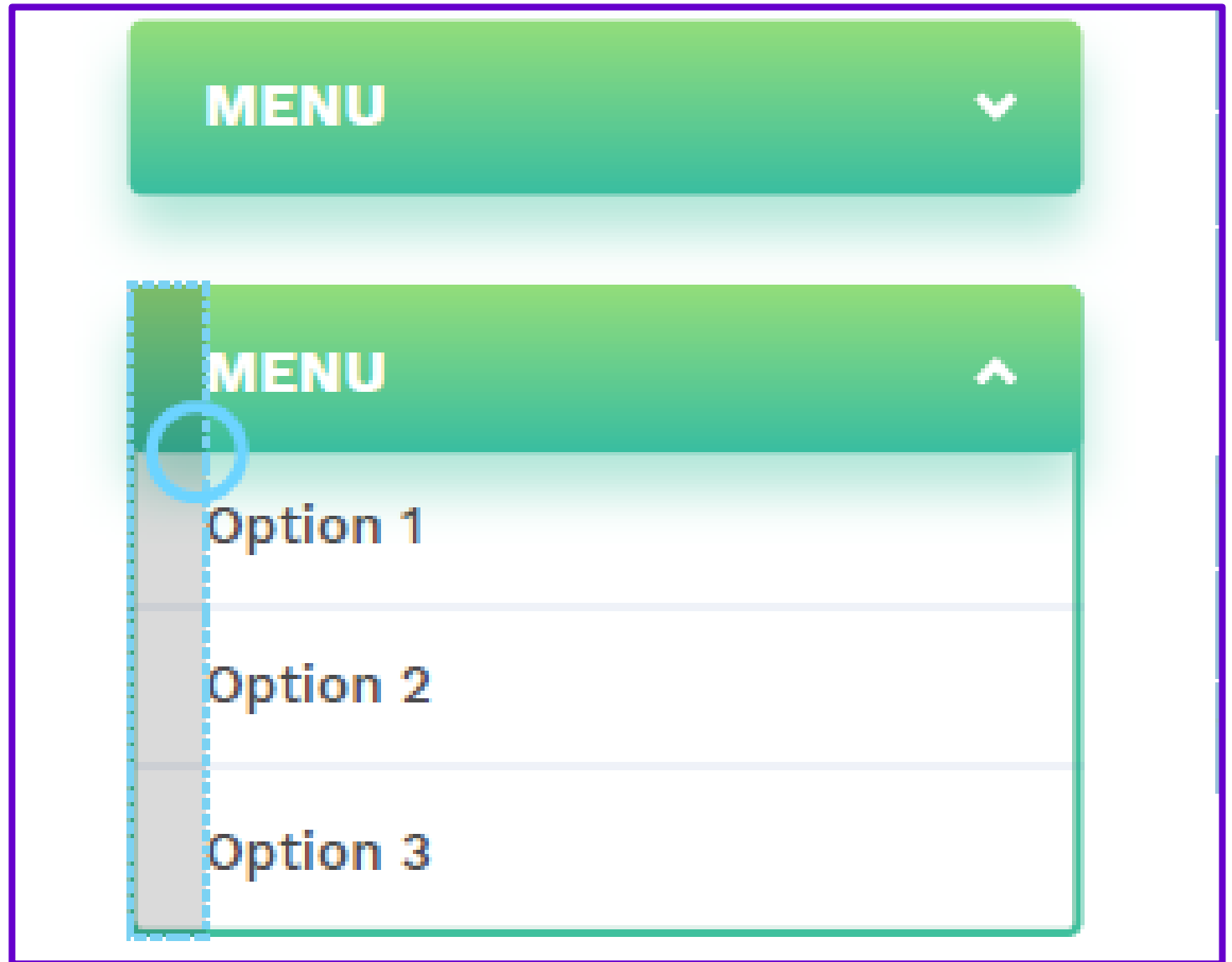
(Aligning icons on buttons)

If our border-radius is larger than 8 points (but not quite a pill), it's best to align our square to the place where the border starts to bend. If you need to use a more complex or larger icon (like a shopping cart), make sure it's not bigger than our smaller container.



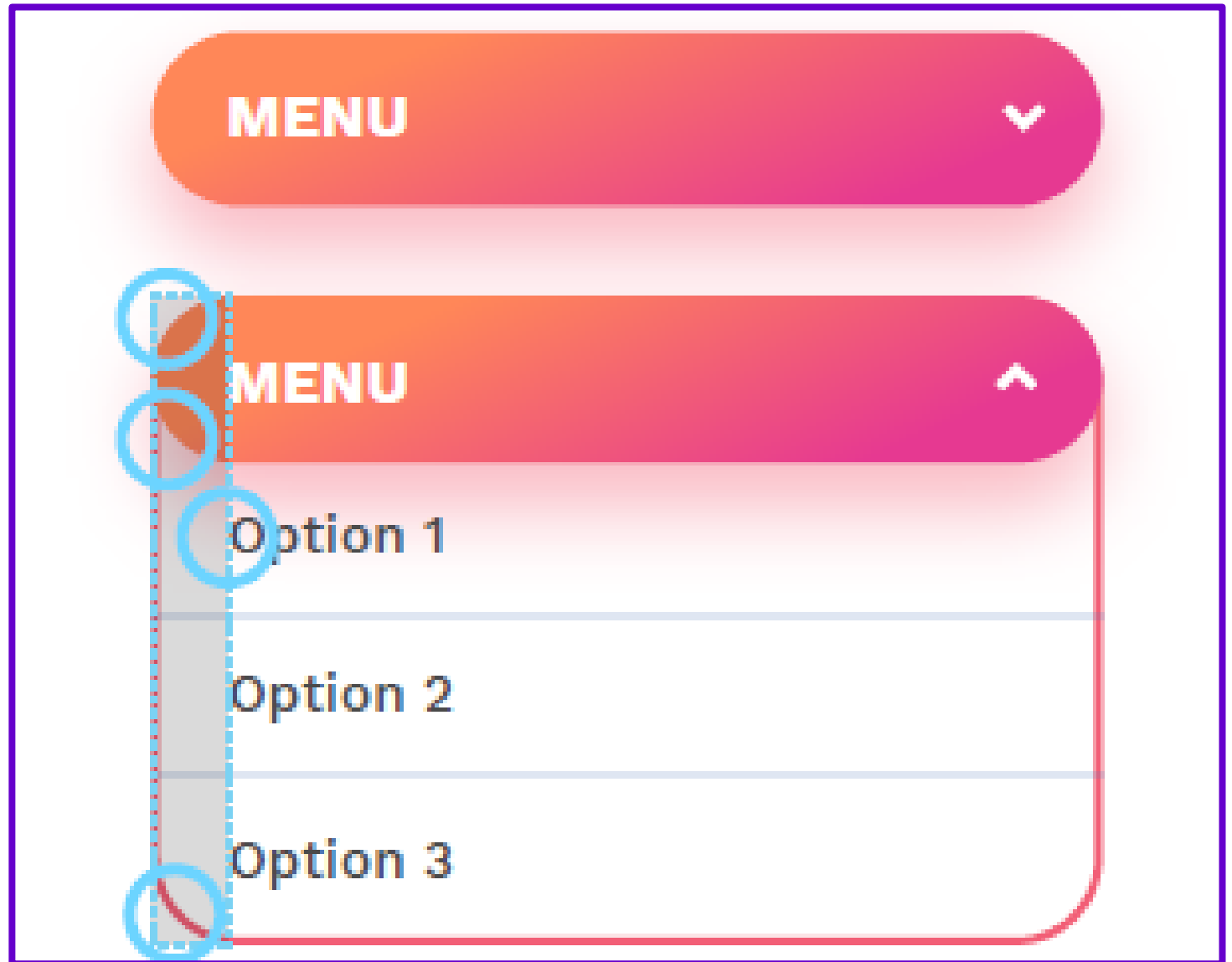
Appendix: BUTTON STYLE DROPDOWNS

If the corners are sharp or only slightly rounded, we end up with a natural, easy to read expanded version. The text margin allows the user to go down in a straight line without shifting focus away.



Appendix: BUTTON STYLE DROPDOWNS

If the corners are completely round, we end up with a shape that captures our attention and swings it between two separate grid lines. That impairs readability as our focus shifts from edge to edge while scanning the image.



Appendix:

AUTO-ALIGNMENT IN DESIGN TOOLS

Try and use little squares to measure the height from the top and bottom (and then from the sides) to be sure it's the same on each side.



We used auto-alignment in both buttons. The example on the right, when checked manually, shows that there's a one-pixel gap on one side. In a case like this, you need to adjust the button height to match the label manually.

Appendix: TEXT CASE

The title case is slightly more readable, especially with more wordy labels

Zachowaj

ZACHOWAJ

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