

RESPONSIVE INTERACTION RESEARCH

HOVER AS AN INTERACTION STYLE

“Hover is dead, long live hover.” By Joe Leech. *Creative Bloq*.

<http://www.creativebloq.com/design/hover-dead-long-live-hover-4132957>.

- Hover is a good visual clue on desktop to indicate further interactions or information and remove visual noise.
- But hover is no longer a reliable interaction style for designers, since it is incompatible with touch devices.
- Windows 8 and Mac OSX are increasingly taking cues from mobile design, moving away from point-and-click towards large click-based targets.
- Touch screen UIs are increasingly setting standards and expectations, and hover is incompatible with the future they are rushing in.
- There have been attempts to apply hover to mobile (click once to hover, click twice to activate; see hover behavior while the new page loads).
- We should design an experience that will work on any device.
- However, hover has been used for a long time and users are accustomed to it.
- Looking to the future and abolishing hover will negatively impact users on desktop today.
- It's not always possible to figure out what device a user has and what interactions are possible -- design along a gradient of experiences.
- Changing an interaction style by device is old-fashioned.
- Alternatives: activating with click rather than hover, designing an icon.

“Designing Hover Styles and the Future of the Technique.” By Carrie Cousins. *Design Shack*.

<http://designshack.net/articles/webstandards/designing-hover-styles-and-the-future-of-the-technique/>.

- Hover still exists, and well-designed hover styles can engage users successfully.
- If hover is included in the design, however, there should be a responsive alternative.
- Hover is usually used for either a link or a tooltip.
- Tooltips are especially valuable, because they can provide additional information or resources without needing to navigate away from the page.
- The hover element should fit the style of the rest of the site, but be sufficiently distinct to draw attention upon mouse-over.
- Pros of hover interaction:
 - Offers interesting visual effects
 - Provides information to users
 - Adds searchability to the site (SEO)
 - Gives information about links prior to click
 - Shows possibilities of a website without commitment
 - Users are familiar with the functionality

- Cons of hover interaction:
 - Is incompatible with mobile, touch, tap
 - Can hide other information on the screen
 - Can get in the way and be frustrating
 - Can force users through navigational tunnels

“Part II: Design Considerations for Mobile – No Hover State!” By Vicky Peterson.
Design @ Symantec. <http://www.symantec.com/connect/blogs/part-ii-design-considerations-mobile-no-hover-state>

- There are no hover states in mobile.
- iOS and Android convert hover states into tap events, and the user has to tap again to click.
- To undo a hover, the user needs to tap elsewhere on the screen.
- How do we avoid disorienting and frustrating the user?
- Hover is being translated in different ways on different device operating systems.
- This interaction style should be used wisely and sparingly.
- Information should not require hover, as much as possible.
- Consider using media queries to control responsive alternatives to hover for touchscreens.

“What are the best practices for tooltips on mobile websites?” *UX Stack Exchange.*
<http://ux.stackexchange.com/questions/35738/what-are-the-best-practices-for-tooltips-on-mobile-websites>

- Do not scatter the UI with i-icons or question marks.
- Use dotted underlines to indicate a user can interact with the element, but distinguish it from a link.
- Ensure tooltips can be hidden with a second tap.