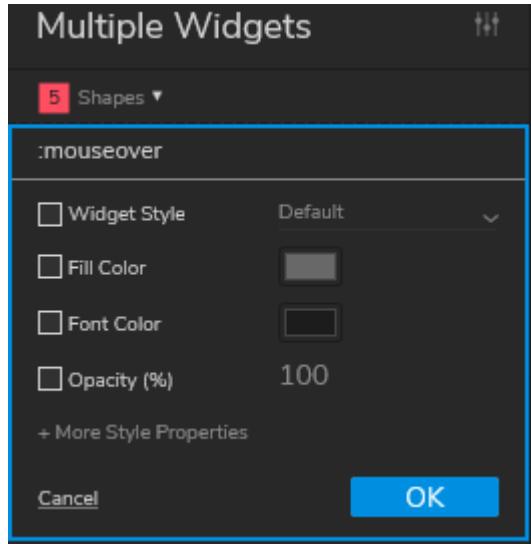


[< Go to the original](#)

## Buttons on the web: placement and order

Let's try to clarify current situation with the most common interaction medium of actionable pages and modals—buttons. Especially we...

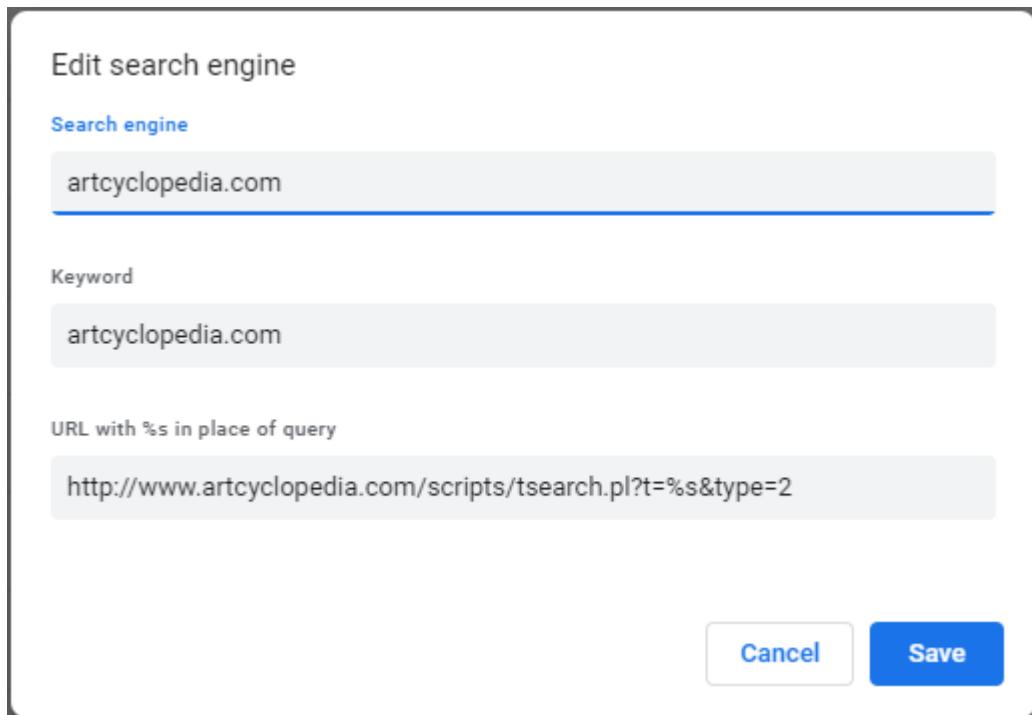
**Artem Syzonenko**[Follow](#)

 UX Collective a11y-light ~15 min read · May 26, 2019 (Updated: May 30, 2023) · Free: No

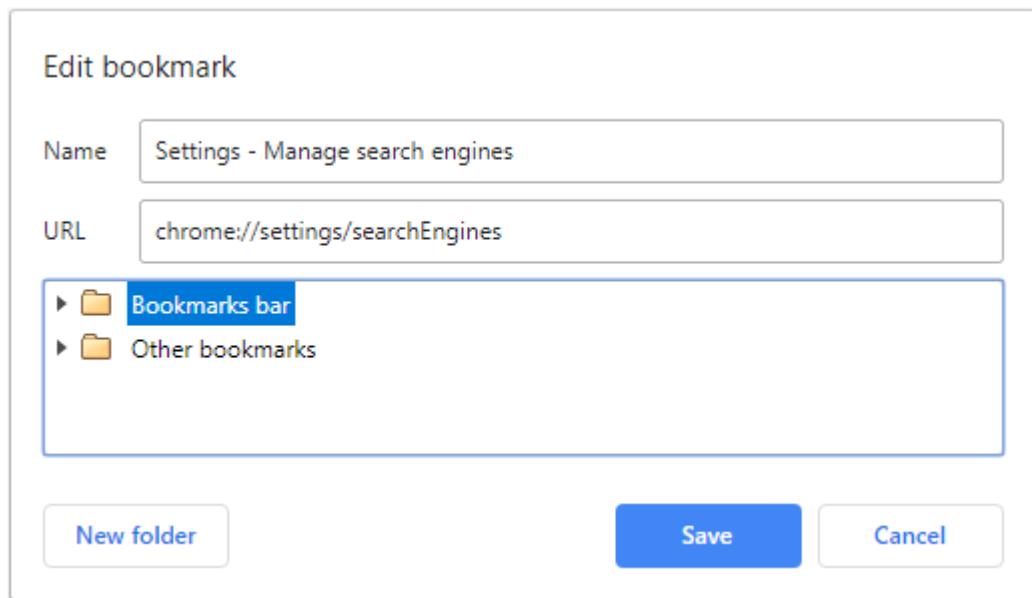
Let's try to define some general rules for buttons — the most common interaction medium of actionable pages and dialogs. We will try to figure out where to better place them, and what order they should be in to minimize possible issues when you add more screens.

This topic arises regularly on UX-related threads, and frequently ends with simple conclusions like "follow system guidelines", "I like when OK is on the right" or "I like when OK is on the left". This is too simplistic, and doesn't show you all the issues you can face when you add the second set of dialogs and pages that require some specific actions. You may eventually realize that you are placing buttons in different ways on different screens.

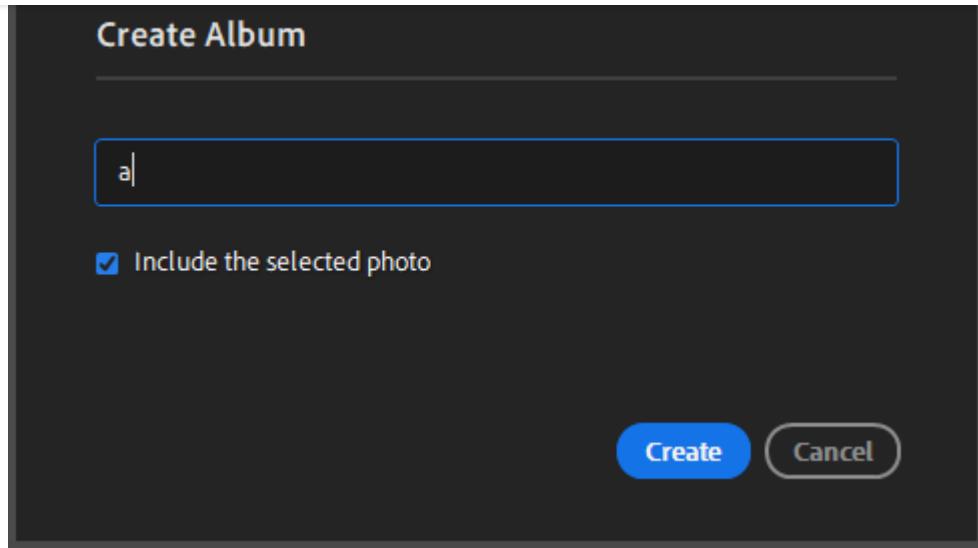
parts of your application where it makes sense. We will analyze this later in detail; for now, we will just take a look at a couple of inconsistency examples that exist in well-known products.



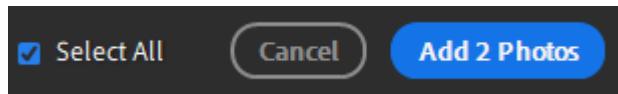
Chrome, Windows: Cancel, Save



Chrome, Windows: Save, Cancel



Adobe Lightroom: Create, Cancel



Adobe Lightroom: Cancel, Add Photos

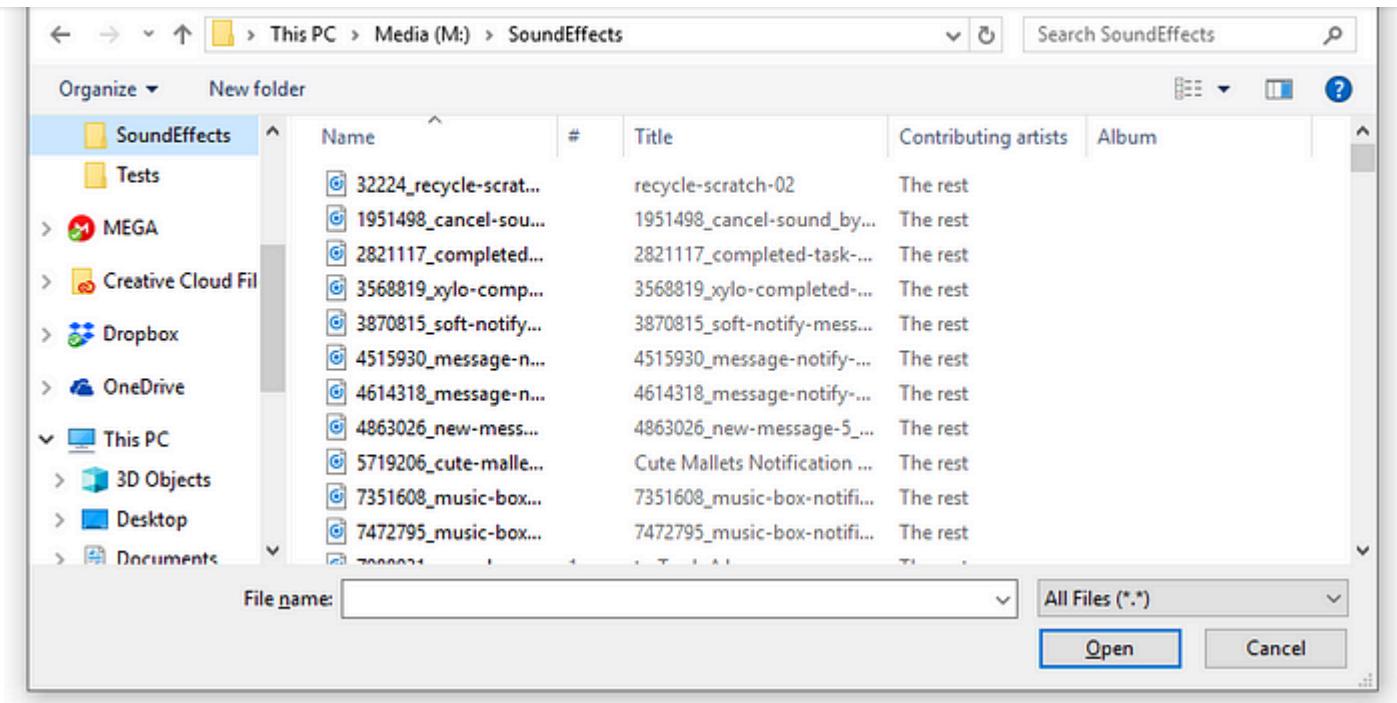
And many others. But let's start with button positioning: what are some typical places to put buttons on the screen?

## Buttons placement

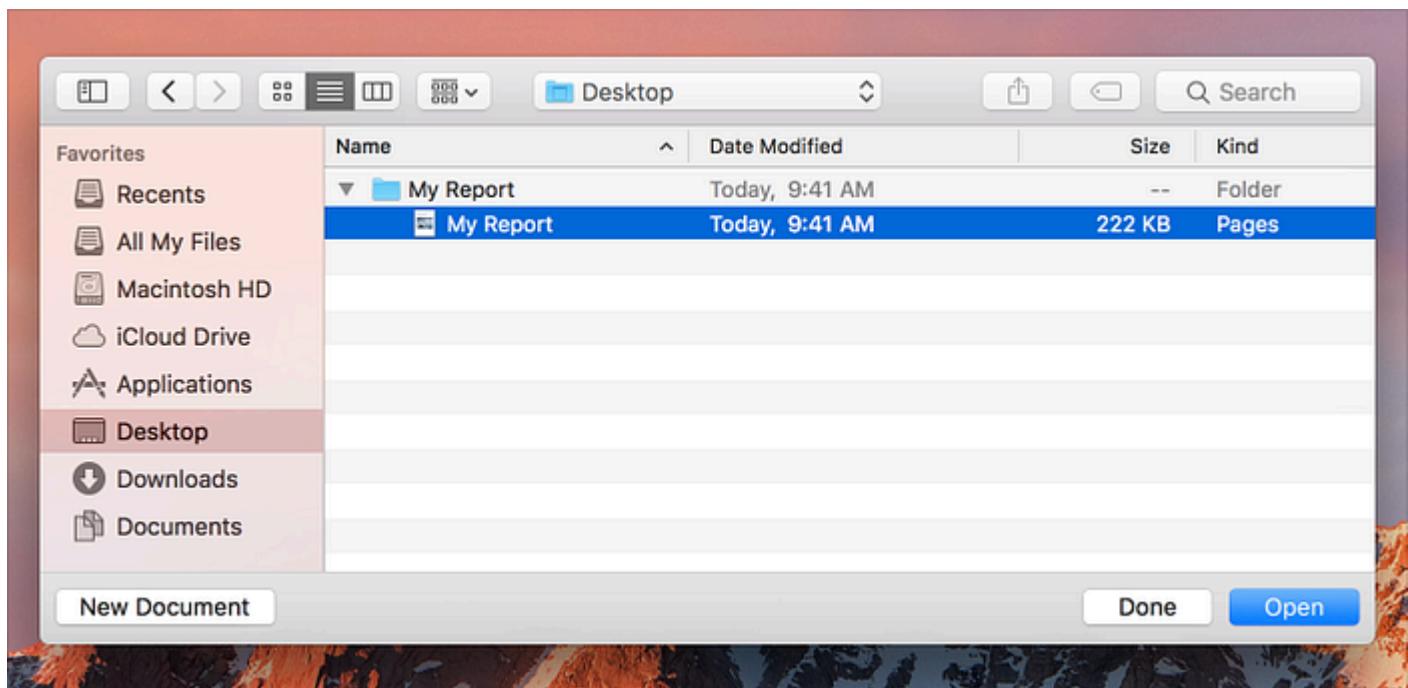
### Dialogs

Traditionally, both of the most popular desktop platforms, Windows and MacOS, follow the same principle for their button placement on dialog windows — the bottom right:

# Freedium

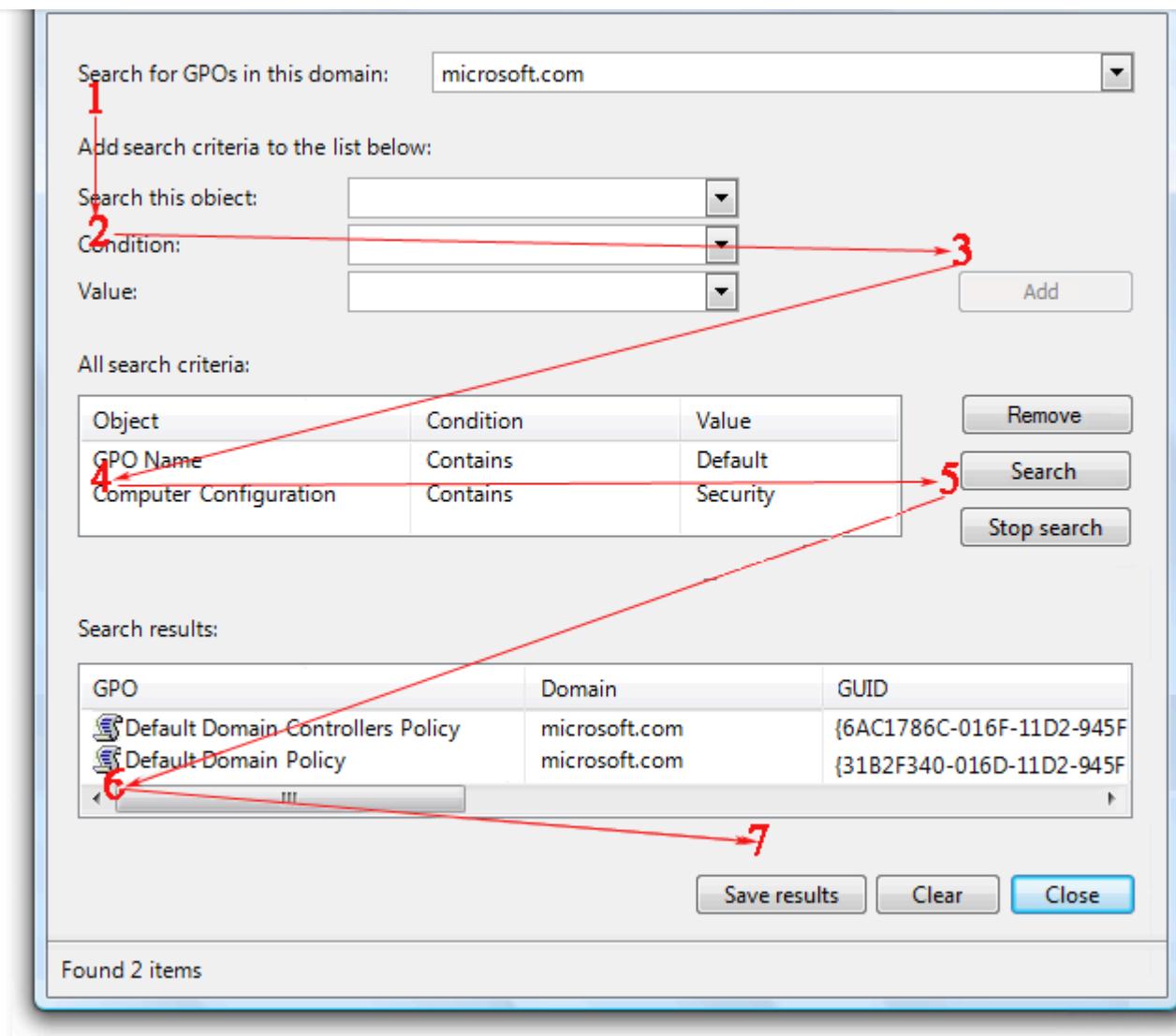


Windows



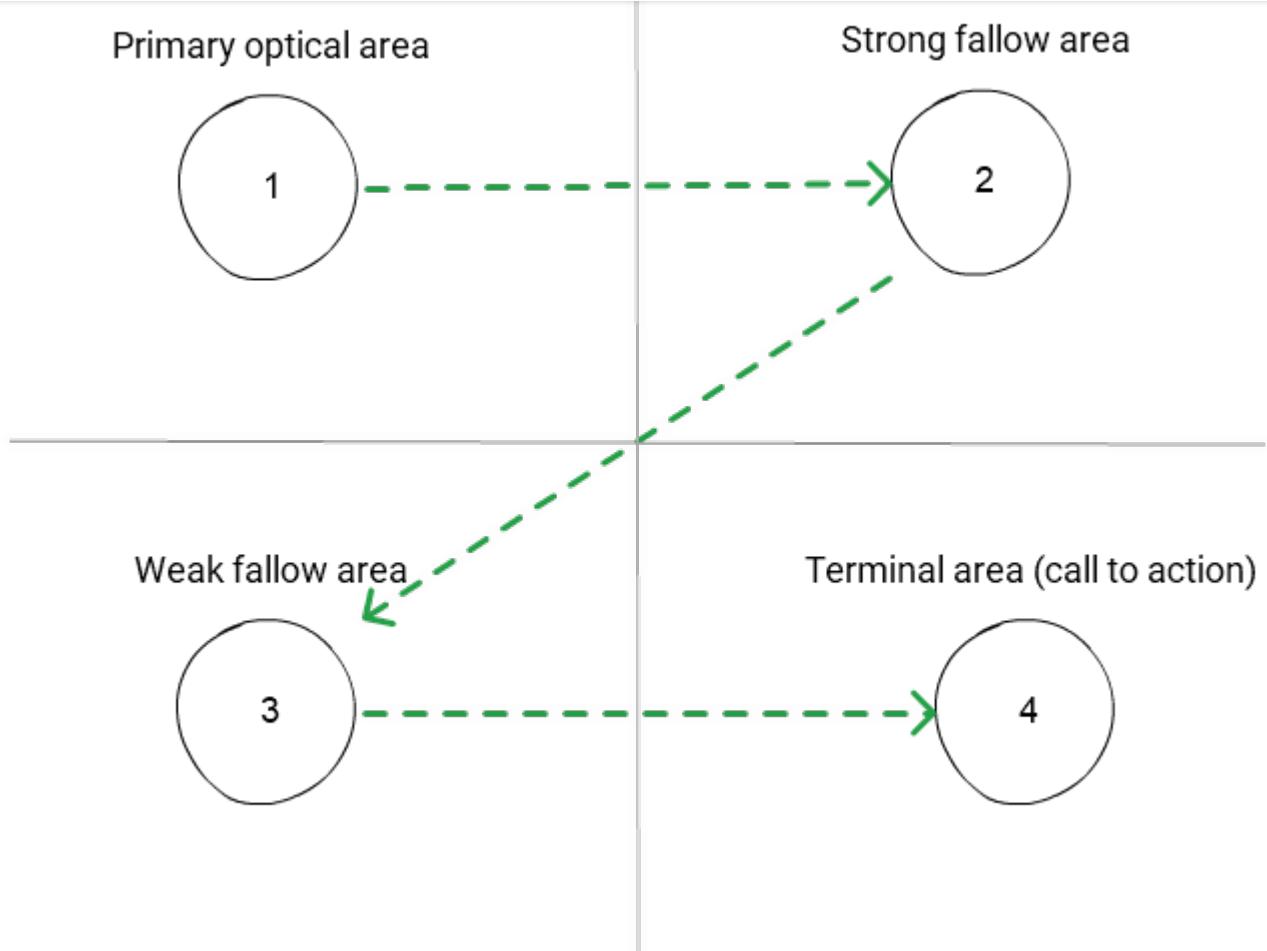
MacOS

Typically, the dialog window has size constraints, and often most of the area is filled with content, so right-side placement works rather well:

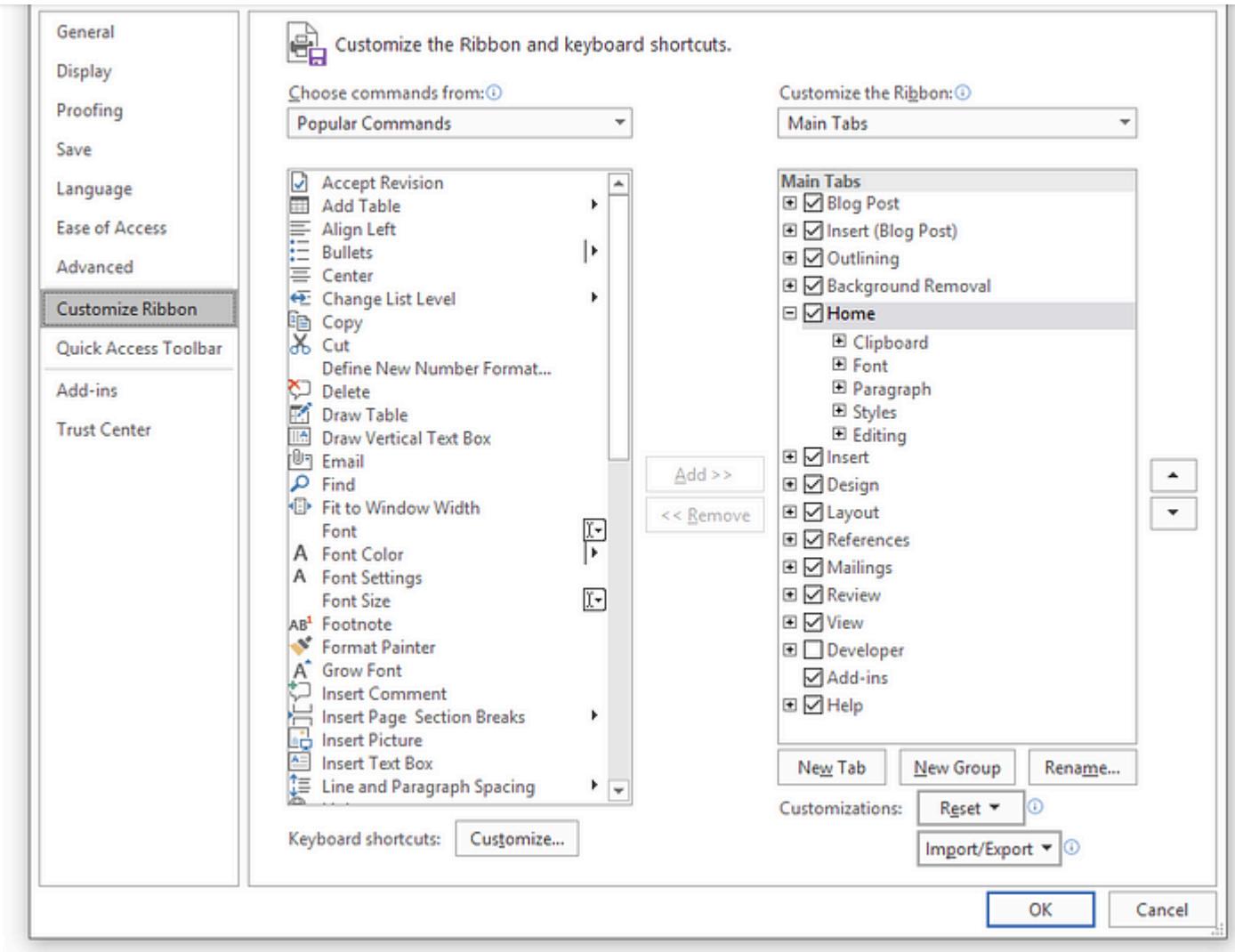


Source: [MS docs](#)

Possibly, the decision to place buttons on the bottom right of the screen was made due to the assumption that typical user attention flow (and often mouse movements) follows a Z-shaped pattern (Gutenberg diagram), which describes western culture user's reading patterns, from the top left of the page to the bottom right:



But let's take a look at other examples. Obviously, it applies very well to content-heavy pages, where content is uniformly distributed across the page, and the user discovers every section:



Word options

# Freedium

The screenshot shows the Freedium options window with the "Reminders" tab selected. The window has a toolbar at the top with icons for General, Display, Composition, Chat, Privacy, Security, Attachments, Calendar, and Advanced. Below the toolbar, there are tabs for General, Reminders, Categories, and Views, with "General" being the active tab.

**When a Reminder is Due:**

- Play a sound
- Show the reminder dialog (X)
- Show missed reminders for writable calendars

**Reminder Defaults:**

Default Snooze Length:  minutes

Default reminder setting for events: Off

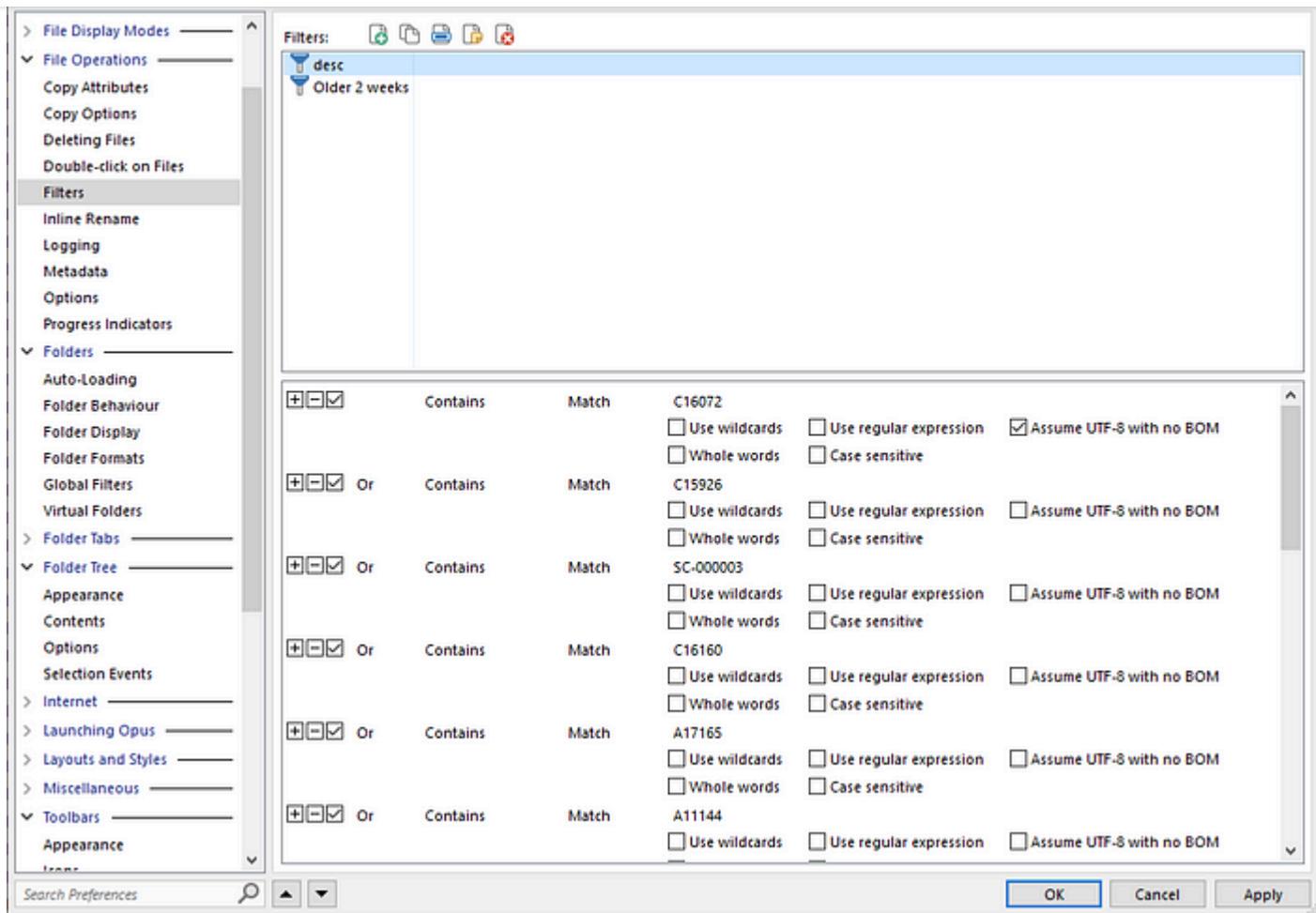
Default reminder setting for tasks: Off

Default time a reminder is set before an event: 15 minutes

Default time a reminder is set before a task: 15 minutes

Buttons at the bottom: OK (highlighted with a blue border) and Cancel.

Thunderbird options



Directory Opus options

But if we consider all types of pages and dialogs, especially web apps, we will see that the typical layout differs from the previously shown dialog. Everyday dialogs are often much closer to a single column of options with buttons at the end:

General  
Formulas  
Proofing  
Save  
Language  
Ease of Access  
**Advanced**  
Customize Ribbon  
Quick Access Toolbar  
Add-ins  
Trust Center

Advanced options for working with Excel.

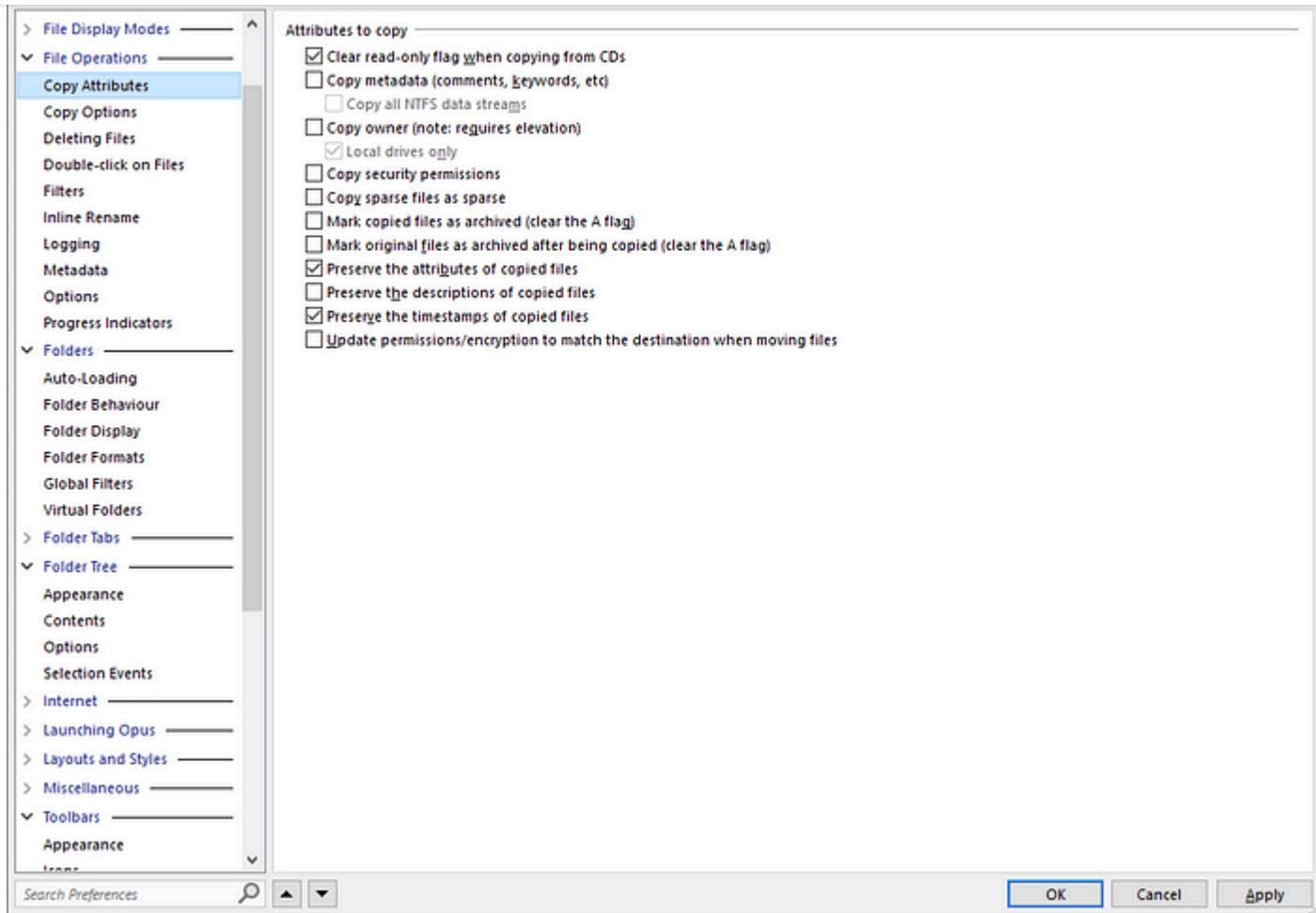
**Editing options**

After pressing Enter, move selection  
Direction: Down ▾  
 Automatically insert a decimal point  
Places: 2 ▾  
 Enable fill handle and cell drag-and-drop  
 Alert before overwriting cells  
 Allow editing directly in cells  
 Extend data range formats and formulas  
 Enable automatic percent entry  
 Enable AutoComplete for cell values  
 Automatically Flash Fill  
 Zoom on roll with IntelliMouse  
 Alert the user when a potentially time consuming operation occurs  
When this number of cells (in thousands) is affected: 33,554 ▾  
 Use system separators  
Decimal separator: .  
Thousands separator: ,  
Cursor movement:  
 Logical  
 Visual  
 Do not automatically hyperlink screenshot

**Cut, copy, and paste**

OK Cancel

# Freedium



[Profile](#)[Email Notifications](#)[Email Forwarding](#)[Account](#)[Display](#)[Apps](#)[Hacks](#)

Artem

[Add a profile photo](#)

Role

Department

Pronouns

Third-person pronouns (e.g. she/her/hers)

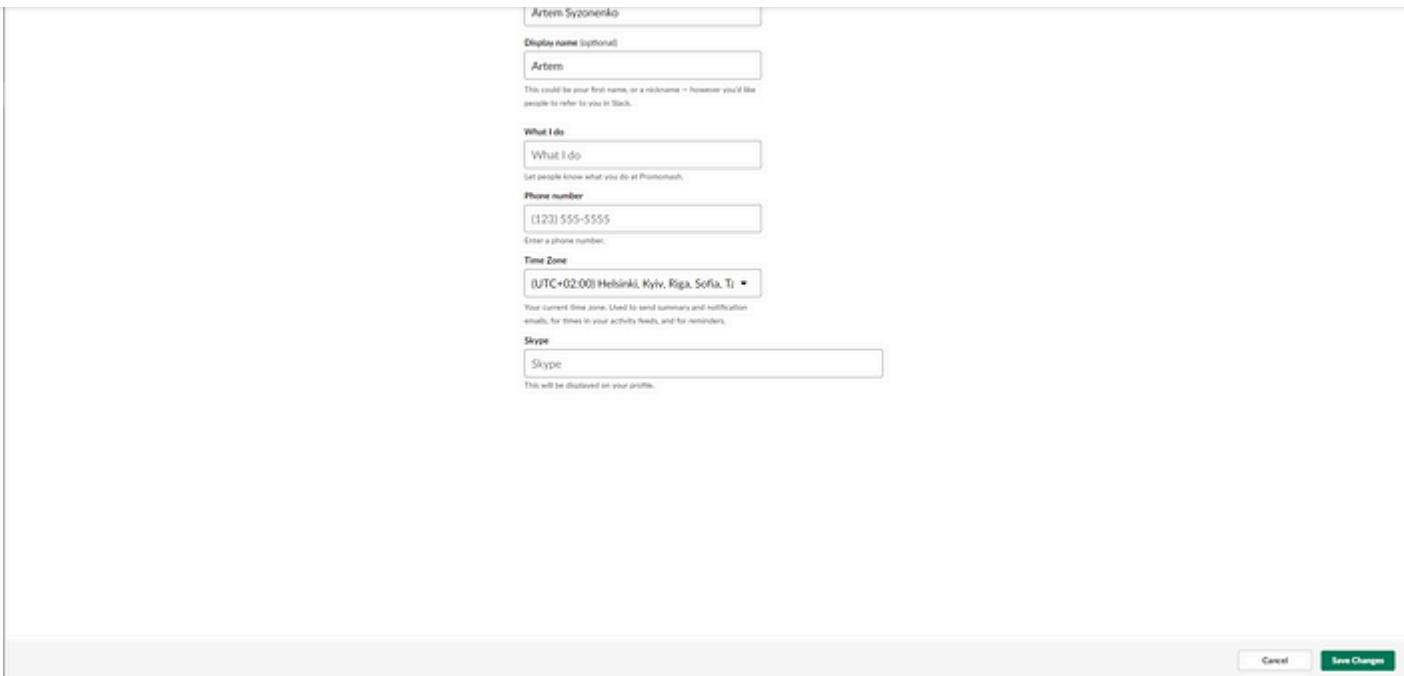
About Me

I usually work from 9am-5pm PST. Feel free to assign me a task with a due date anytime. Also, I love dogs!

Vacation Indicator

 Show me as away[Update Profile](#)

Asana



The screenshot shows the Slack profile settings page. It features several input fields for personal information:

- Name:** Artem Syzonenko (displayed in a large text area)
- Display name (optional):** Artem (in a smaller text area)
- What I do:** What I do (in a text area)
- Phone number:** (123) 555-5555 (in a text area)
- Time Zone:** (UTC+02:00) Helsinki, Kyiv, Riga, Sofia, Ti (selected in a dropdown menu)
- Skype:** Skype (in a text area)

Below the form, there are two buttons: "Cancel" and "Save Changes".

Slack profile settings

Is top to bottom right the natural flow for such cases?

## My Profile Settings

[Profile](#)[Email Notifications](#)[Email Forwarding](#)[Account](#)[Display](#)[Apps](#)[Hacks](#)

Artein

[Add a profile photo](#)

Role

Department

Pronouns

Third-person pronouns (e.g. she/her/hers)

About Me

I usually work from 9am-5pm PST. Feel free to assign me a task with a due date anytime. Also, I love dogs!

Vacation Indicator

 Show me as away [Update Profile](#)

Maybe this would work better (faster)?

[Profile](#)[Email Notifications](#)[Email Forwarding](#)[Account](#)[Display](#)[Apps](#)[Hacks](#)

Artem

[Add a profile photo](#)

Role

Department

Pronouns

Third-person pronouns (e.g. she/her/hers)

About Me

I usually work from 9am-5pm PST. Feel free to assign me a task with a due date anytime. Also, I love dogs!

Vacation Indicator

 Show me as away[Update Profile](#)

And instead of this,

# Freedium

General      Guides

---

Author Settings      Choose a name and color for comments.

Name:

a b

Name used for comments when you're not collaborating.

Color:

Yellow   Green   Blue   Magenta   Purple   Teal   Orange   Red   Brown   Blue

---

Spelling       Check spelling while typing

---

?

Done

maybe it would be better to have this:

General      Guides

---

Author Settings      Choose a name and color for comments.

Name:

a b

Name used for comments when you're not collaborating.

Color:

Yellow   Green   Blue   Magenta   Purple   Teal   Orange   Red   Brown   Blue

---

Spelling       Check spelling while typing

---

?

Done

## My Profile Settings

Hacks are experimental features that we've been tinkering with. They are not supported features and may change, break, or disappear at any time.

If a hack is causing problems and Asana won't load, use [https://app.asana.com/?no\\_flags](https://app.asana.com/?no_flags) to disable hacks in a pinch.

<input checked="" type="checkbox"/> <b>Inbox Snooze</b>	Need to focus? Add a button to My Inbox to hide all notifications for one hour. <a href="#">Share feedback</a>
<input type="checkbox"/> <b>Extra Delight</b>	Adds additional celebrations and delightful surprises to the product experience. <a href="#">Share feedback</a>
<input type="checkbox"/> <b>Tab+B</b>	Adds a keyboard shortcut that does what it sounds like. <a href="#">Share feedback</a>
<input type="checkbox"/> <b>Recurring Tasks in Later</b>	Makes recurring tasks always reappear in the Later section of My Tasks when you complete them, instead of the Upcoming section. <a href="#">Share feedback</a>
<input type="checkbox"/> <b>Disable Notifications for Tasks Starting &amp; Due Today</b>	Stop receiving notifications in your Inbox for tasks starting or due today. <a href="#">Share feedback</a>
<input type="checkbox"/> <b>Browser Notifications</b>	Receive browser notifications for important Inbox items. <a href="#">Share feedback</a>

**Reload to Apply Changes**

we aligned them on the left:

Profile Email Notifications Email Forwarding Account Display Apps **Hacks**

Hacks are experimental features that we've been tinkering with. They are not supported features and may change, break, or disappear at any time.

If a hack is causing problems and Asana won't load, use [https://app.asana.com/?no\\_flags](https://app.asana.com/?no_flags) to disable hacks in a pinch.

**Inbox Snooze**

Need to focus? Add a button to My Inbox to hide all notifications for one hour. [Share feedback](#)

**Extra Delight**

Adds additional celebrations and delightful surprises to the product experience. [Share feedback](#)

**Tab+B**

Adds a keyboard shortcut that does what it sounds like. [Share feedback](#)

**Recurring Tasks in Later**

Makes recurring tasks always reappear in the Later section of My Tasks when you complete them, instead of the Upcoming section. [Share feedback](#)

**Disable Notifications for Tasks Starting & Due Today**

Stop receiving notifications in your Inbox for tasks starting or due today. [Share feedback](#)

**Browser Notifications**

Receive browser notifications for important Inbox items. [Share feedback](#)

**Reload to Apply Changes**

Left-side button placement is especially good when you have input/control titles at the top:

Input label

Input label

Input label

Input label

Input label

Input label

Action!



## Action!



Artem

Add a profile photo

Role

Department

Pronouns

Third-person pronouns (e.g. she/her/hers)

About Me

I usually work from 9am-5pm PST. Feel free to assign me a task with a due date anytime. Also, I love dogs!

Vacation Indicator

Show me as away

**Update Profile**

It is possible to left-align a button according to inputs/controls, especially if all of your forms have inputs and titles on the left, like this:

[Profile](#)[Email Notifications](#)[Email Forwarding](#)[Account](#)[Display](#)[Apps](#)[Hacks](#)

Artem

[Add a profile photo](#)

Role

Department

Pronouns

Third-person pronouns (e.g. she/her/hers)

About Me

I usually work from 9am-5pm PST. Feel free to assign me a task with a due date anytime. Also, I love dogs!

Vacation Indicator

 Show me as away
[Update Profile](#)

## To create a new channel, create a Brand Account

This Brand Account can have a different name than your personal account, for example a business name or another name that you choose.

Brand Account name

[Create](#)[Back](#)

By clicking "Create", you agree to [YouTube's Terms of Service](#). Learn more about [Channels](#) or [Brand Accounts](#).

Youtube

This layout works especially well when the button is related to a single input,

[Create category](#)

where the user won't be confused if this button relates to the whole form, or only the last field. In more complex cases, the main button ("Action!") may collide with inline buttons ("Add more")

Label	<input type="text"/>
Label	<input type="text"/>
Label	<input type="text"/>
	<a href="#">Add more</a>
	<a href="#">Action!</a>

<a href="#">Input label</a>	<input type="text"/>
<a href="#">Input label</a>	<input type="text"/>
<a href="#">Input label</a>	<input type="text"/>
	<a href="#">Add more</a>
	<a href="#">Action!</a>

To eliminate this, add a background to the main buttons

<a href="#">Input label</a>	<input type="text"/>
<a href="#">Input label</a>	<input type="text"/>
<a href="#">Input label</a>	<input type="text"/>
	<a href="#">Add more</a>
	<a href="#">Action!</a>

or right-align supplementary buttons:

Input label

Input label

Input label

Add more

Action!

or left-align supplementary buttons when you have regular right alignment:

Input label

Input label

Input label

Add more

Action!

But anyway, the typical case for dialogs is to place buttons on right, there is no point to fix something that is not broken. So, **in most cases, in dialogs, it is better to align buttons right.**

## Pages

The tremendous growth of web-applications popularized pages with an application layout that was not usual for regular desktop applications, with their classic "main window plus many dialogs" concept. And now, pages are frequently used not just on informational and e-commerce websites, but on web apps as well, and action buttons are a natural part of these pages:

The screenshot shows the Google Cloud API Key creation interface. On the left, a sidebar has 'Library' and 'Credentials' selected. The main area starts with a 'Name' field containing 'Key API 1'. Below it is a 'Key restrictions' section with a warning message: 'This key is unrestricted. Restrictions help prevent unauthorized use and quota theft.' Under 'Application restrictions', 'None' is selected. In the 'API restrictions' section, 'Don't restrict key' is selected. A note at the bottom says 'Note: It may take up to 5 minutes for settings to take effect.' At the bottom are 'SAVE' and 'CANCEL' buttons.

API Key	
Use this key in your application by passing it with <code>key=API_KEY</code> parameter.	
Creation date	May 12, 2019, 6:43:28 PM
Created by	anton.sizonenko@gmail.com (you)
Total usage (last 30 days)	0

Google Cloud console

The screenshot shows the Amazon S3 interface. The top navigation bar includes 'Overview', 'Properties', 'Permissions', 'Management', and 'Actions'. Below is a search bar and a toolbar with 'Upload', 'Create folder', 'Download', and 'Actions'. The main area displays a list of objects in the 'asset' folder. The first object is 'audio'. The interface includes filters for 'Name', 'Last modified', 'Size', and 'Storage class', and a note about folder creation. Buttons for 'Save' and 'Cancel' are visible at the bottom.

Amazon S3 interface

Branches  
Pull requests  
Pipelines  
Deployments  
Issues  
Wiki  
Downloads  
Boards  
**Settings**

**Repository details**  
User and group access  
Access keys  
Username aliases

**WORKFLOW**  
Branch permissions  
Branching model **NEW**  
Merge strategies  
Webhooks  
Links

**PULL REQUESTS**  
Default reviewers  
Default description  
Excluded files

**FEATURES**  
Git LFS  
Wiki

**ISSUES**  
Issue tracker  
Components  
Milestones  
Versions  
Mailing list  
Import & export

**TRELLO**  
Settings

### Update repository details

Name **\*** App

Size 14.0 MB  
Git Large File Storage 0 bytes of space used. (1.0 GB remaining) [View details](#)

Description

Access level  This is a private repository  
Uncheck to make this repository public. Public repositories typically contain open-source code and can be viewed by anyone.

Forking Allow only private forks

Landing page Source

Website

Language Select language...

Main branch master

Google Analytics key

**Save repository details**

### Transfer or delete repository

Transfer this repository to another account [Transfer repository](#)

Permanently delete this repository and all of its content [Delete repository](#)



Change avatar

Bitbucket

# Freedium

Profile

Name

Profile picture

Account

Emails

Notifications

Billing

SSH and GPG keys

Security

Sessions

Blocked users

Repositories

Organizations

Saved replies

Applications

Developer settings

Public email

Select a verified email to display 

You can manage verified email addresses in your [email settings](#).

Bio

Tell us a little bit about yourself

You can @mention other users and organizations to link to them.

URL

Company

You can @mention your company's GitHub organization to link it.

Location

All of the fields on this page are optional and can be deleted at any time, and by filling them out, you're giving us consent to share this data wherever your user profile appears. Please see our [privacy statement](#) to learn more about how we use this information.

[Update profile](#)

## Contributions

**Include private contributions on my profile**

Get credit for all your work by showing the number of contributions to private repositories on your profile without any repository or organization information. [Learn how we count contributions](#).

[Update contributions](#)

Github

And you may have noticed, the previously mentioned Z-shaped pattern is not yet applicable to these pages, as page content is not fully distributed across the page width, such as what we saw for dialogs. An F-shaped pattern is much closer to these pages:

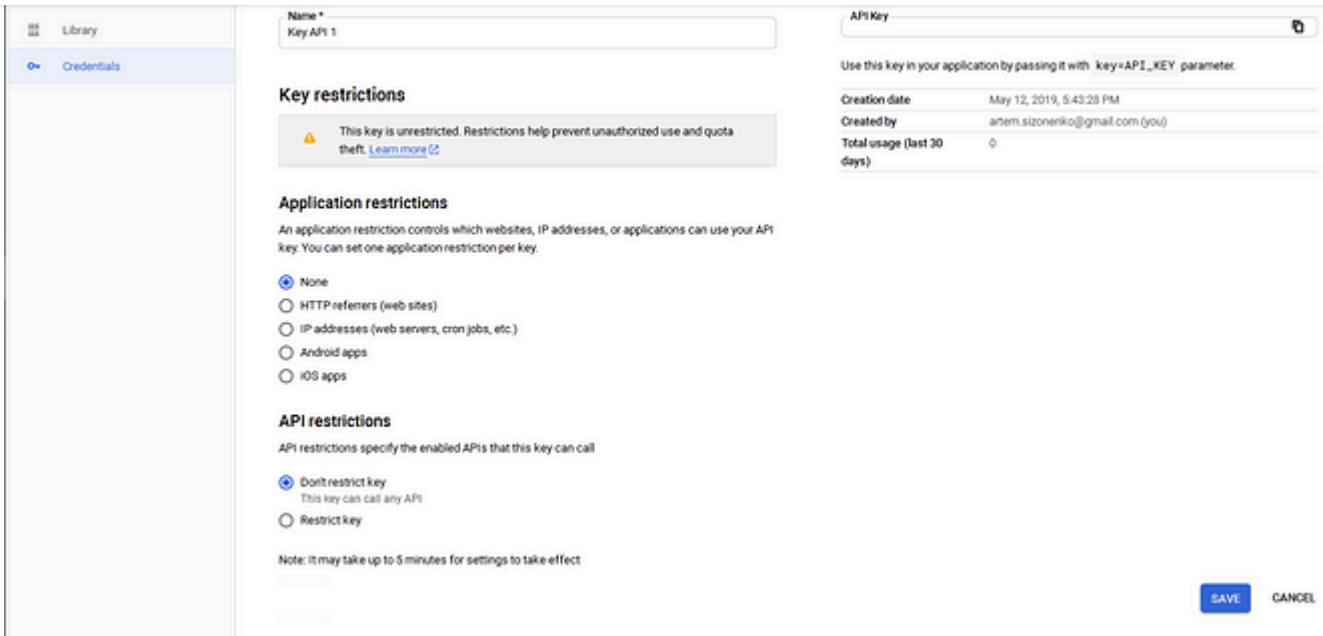
The screenshot shows the Freedium API Key creation interface. On the left, there's a sidebar with 'Library' and 'Credentials' tabs, with 'Credentials' being active. The main area has a yellow heatmap overlay on the left side. At the top, there's a 'Name' input field with 'Key API 1' and an 'API Key' section with usage statistics. Below these are three sections: 'Key restrictions', 'Application restrictions', and 'API restrictions'. In each section, there are several radio button options. At the bottom are 'SAVE' and 'CANCEL' buttons.

Additionally, see [this research](#) about attention flow on pages with a form.

Placing buttons in the bottom right corner to follow a Z-shared pattern would look not very good, and cause some difficulty, as it would break the user flow on this type of page.

The screenshot shows the AWS S3 console. The top navigation bar has tabs for 'Overview', 'Properties', 'Permissions', and 'Management', with 'Management' being active. A heatmap overlay highlights the 'Actions' dropdown menu. Below the navigation bar is a search bar and a toolbar with 'Upload', 'Create folder', 'Download', and other actions. The main area lists objects in a table with columns for 'Name', 'Last modified', 'Size', and 'Storage class'. At the bottom, there are 'Save' and 'Cancel' buttons.

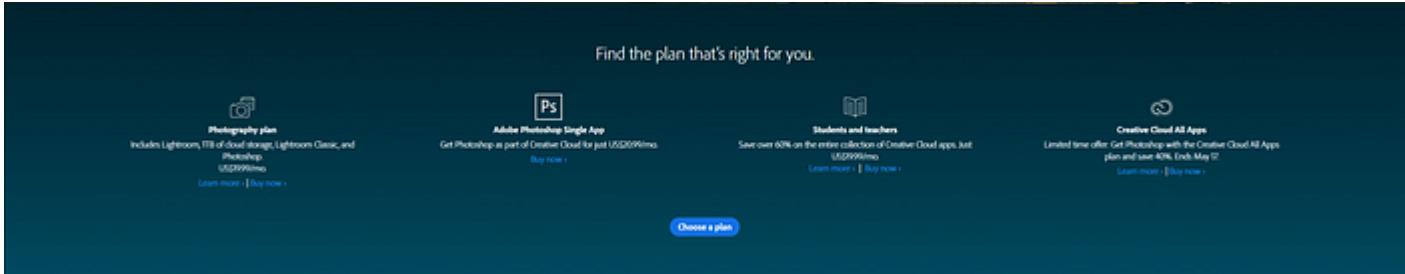
What if we align buttons to the right?



Looks strange, doesn't it?

The left-aligning buttons here look absolutely natural. Moreover, even a center alignment would cause some trouble on wide screens, because of the long movement path from input and controls to buttons.

However, if it is a simple page with uniformly distributed content, centering buttons is generally the best way to place them:



Adobe Photoshop website

For pages with inputs and controls, use left alignment. If you have simple informative pages, centered buttons may work the best.

## Button Ordering

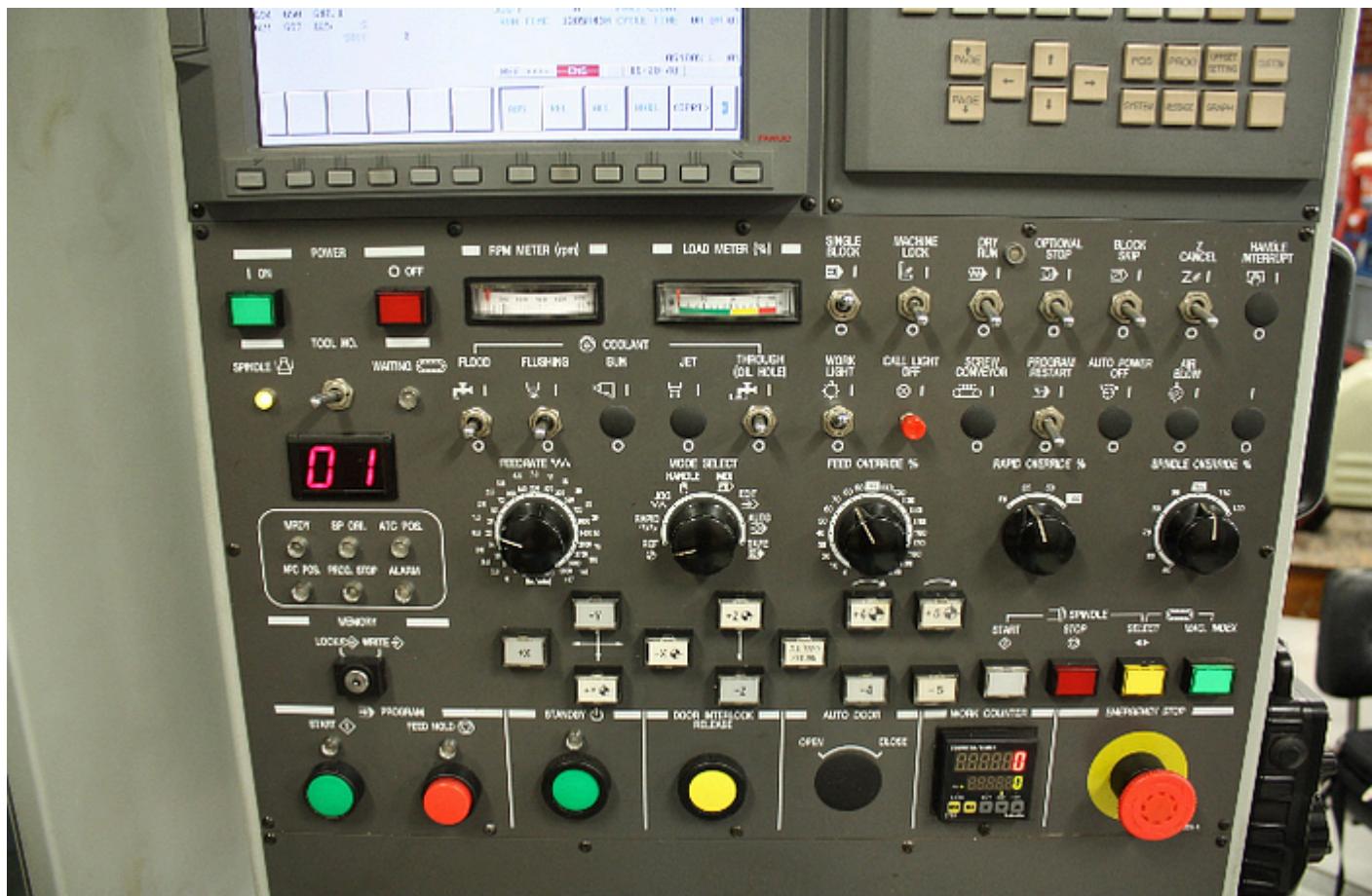
Now that we've defined where to place buttons on pages and dialogs, we can easily determine a general rule for button ordering. This rule just needs to follow

Yes	No	No	Yes
-----	----	----	-----

What order looks natural? How would you place Off and On buttons if you needed to?

Off	On	On	Off
-----	----	----	-----

Let's check how it is implemented in machine control panels.





[Source](#)



[Source](#)

should not struggle to understand what to push in critical situations. Wonder how it may look if a person has some kind of color blindness? Something like this:



Protanomalous 80% severity simulation

This means people should be able to find the real "**stop everything**" button easily.

This button order works very well for the previously discussed centered/left-aligned layout for both dialogs and pages:

The screenshot shows a 'Create Account' dialog box from the Freedium application. On the left is a dark purple sidebar with navigation links: Customers, Accounts, Subscriptions, Invoices, Transactions, Analytics, Configuration, Integrations, and Admin. A progress bar at the top of the sidebar indicates 'Setup Progress' with steps 1 through 4. The main area is titled 'Create Account' and contains two sections: 'Contact Information' and 'Account Acquisition Data'. The 'Contact Information' section includes fields for 'EMAIL', 'CC EMAILS', 'EMAIL LANGUAGE' (set to 'English (United States)'), and 'PHONE NUMBER'. The 'Account Acquisition Data' section includes fields for 'CUSTOMER ACQUISITION COST (CAC)', 'ACQUISITION CHANNEL' (with a dropdown menu 'Select...'), 'SUB-CHANNEL', and 'CAMPAIGN ID'. At the bottom are 'Create Account' and 'Cancel' buttons. A small note at the bottom right says '\* Indicates required field'.

Recurly

You left-align or center buttons when you need to, and everything works fine.

We needed to ask these "yes/no" questions because of a simple reason — the growth in popularity of the opposite approach, which is highly influenced by Apple. So, we need to take a closer look at it.

MacOS button placement is described in Apple's [Human Interface Guidelines](#):

Any buttons in the bottom right of a dialog should dismiss the dialog. An action button, which initiates the dialog's primary action, should be farthest to the right. A Cancel button should be to the immediate left of the action button. If a third dismissal button exists, it should be to the left of the Cancel button

MacOS, iOS, recent versions of Android — all of them follow this rule. So you see, this "primary right" concept has become very popular. Many people like this placement, and consider it as a good method to place buttons, mentioning these reasons:



you read it as "Delete. Cancel. Save". Your main supposed action is Save, so you don't need to come back, in contrast, to reverse order



where you read "Save. Cancel. Delete" and then go back to Save.

Actually, this is seen as the most questionable point among other developers.

There is a nudge theory in behavioral psychology. In a couple of words, "Putting fruit at eye level counts as a nudge. <...> Greater number of consumers chose the renewable energy option for electricity when it was offered as the default option."

Let's say we are editing a contact in an address book, and the UI offers 3 options for us: cancel the process, save changes, delete the contact. What is the most probable (primary) action for a contact editing page? Obviously, saving changes. Later, we may want to go back (cancel) or perform a destructive action (deletion).

How it would look in the "primary right" concept?

## Edit Contact



John

Doe

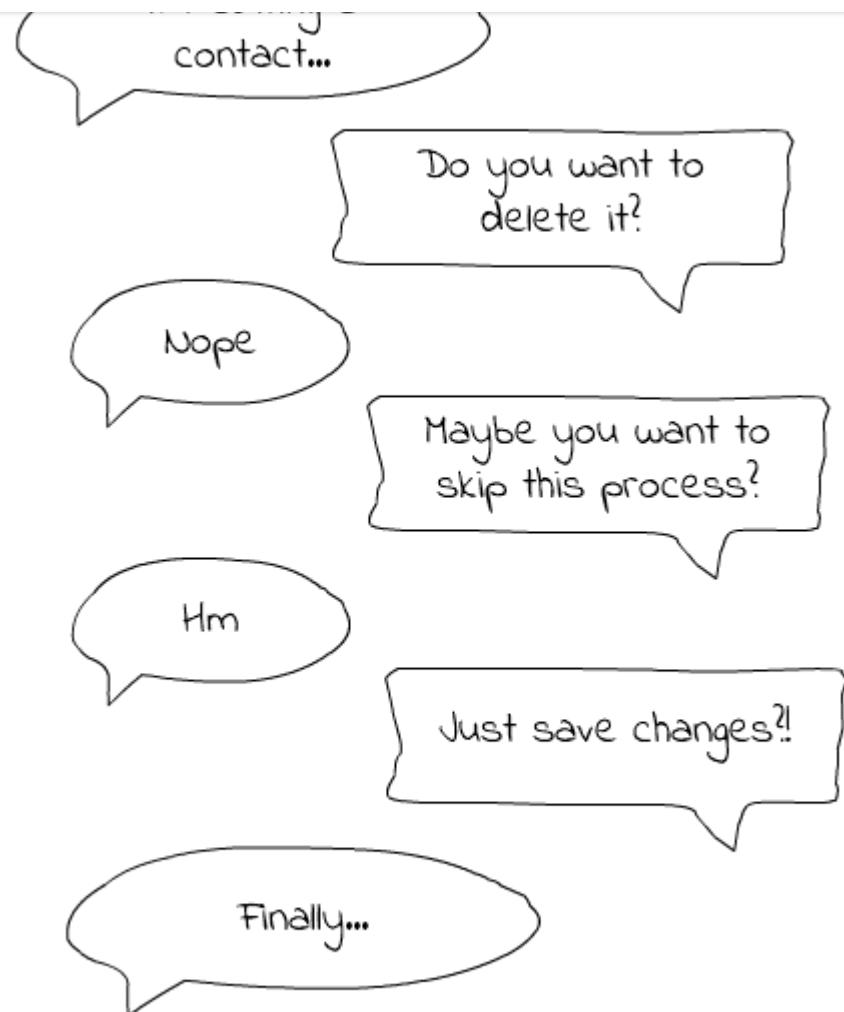
johndoe@example.com

Delete contact

Cancel

Save changes

In "The Media Equation" it states that «people not only can but do treat computers, televisions, and new media as real people and places. Studies demonstrate that people are "polite" to computers».



How about the classic order?

**Edit Contact** ×

John

Doe

johndoe@example.com

Save changes Cancel Delete contact

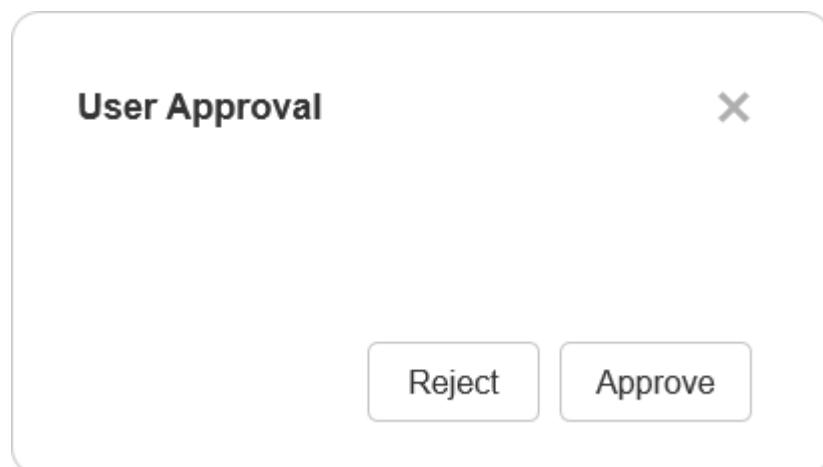


How would you react if you wanted to purchase a book in a book store, and the sales manager started the conversation in this way:

"I would like to offer a couple of options to you. First of all, you may select a different but similar book; there are plenty of others. Second, if you need help, reach me at that corner of the shop. And third — we have a 30% discount on this book today!"

Possibly, the "read all options first" rule works just for first time usage, and once you get used to the available choices, you just quickly hit "Save", without reading all of the titles every time?

Another example. You have some staff management software, where you approve or reject users for some work. "Primary right":



Naomi Murphy	<u>Reject</u>	<u>Approve</u>
Camille Miller	<u>Reject</u>	<u>Approve</u>
Bradford Richards	<u>Reject</u>	<u>Approve</u>

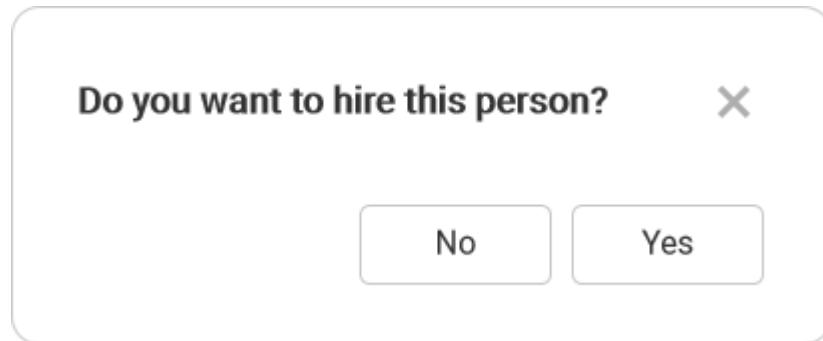
We offer to reject the user as a first action. Definitely, this is not a primary action that a staff management system should promote.

Solomon Asch in "Forming impressions of personality" showed that the order in which he presented the traits of a hypothetical person drastically influenced the impression formed by participants ([Wikipedia](#)).

This should form a positive perception:

Naomi Murphy	<u>Approve</u>	<u>Reject</u>
Camille Miller	<u>Approve</u>	<u>Reject</u>
Bradford Richards	<u>Approve</u>	<u>Reject</u>

and it collides with a previously shown popup. In other words the "primary right" rule asks:

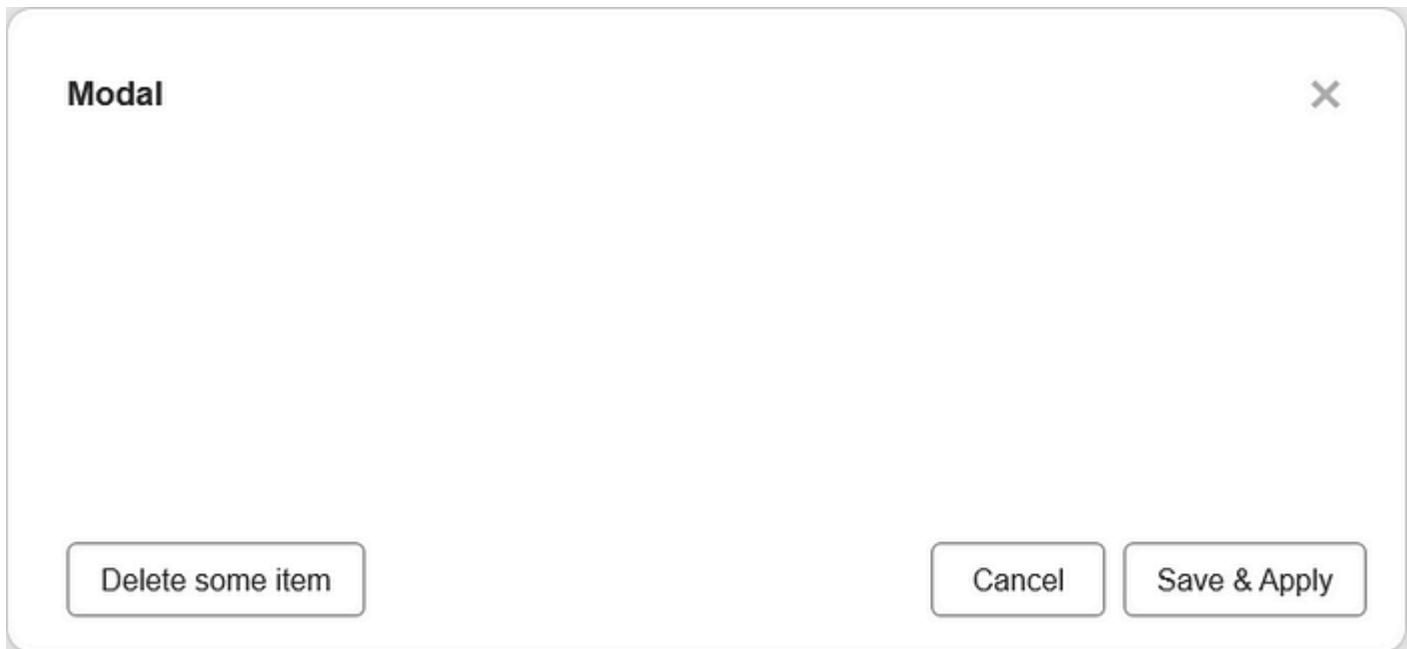
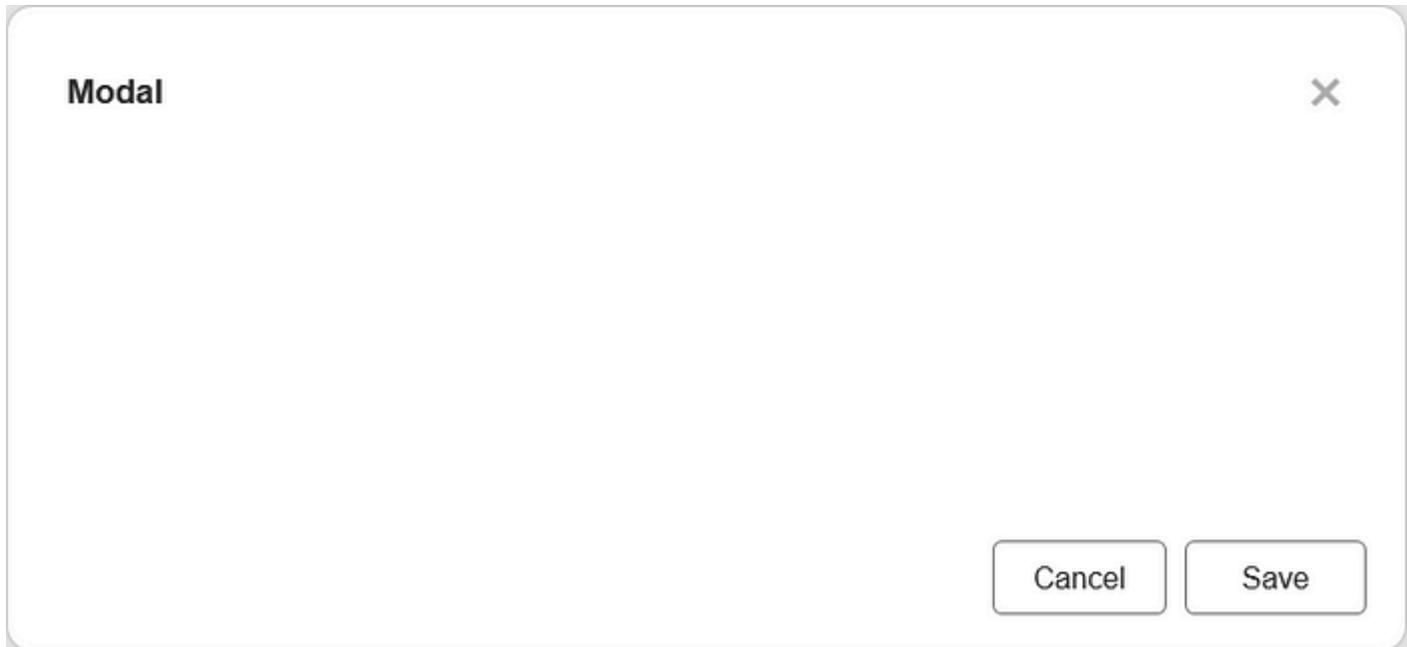


[Apple says](#) you should use metaphors. But people think based on highest priority to lowest, and from positive to negative, not in the reverse order.

action which it is placed first as you don't have to tap, tap, tap to reach

some "Yes" button

- When a button group has the "primary right" button, the main actionable button is always in the same place — the right bottom edge of the screen:



If you left-align buttons using the "primary left" rule, the main button will be in the same position as well (but in the left corner instead of the right):

Activate Account Settings

STATUS

Email is currently **enabled**.

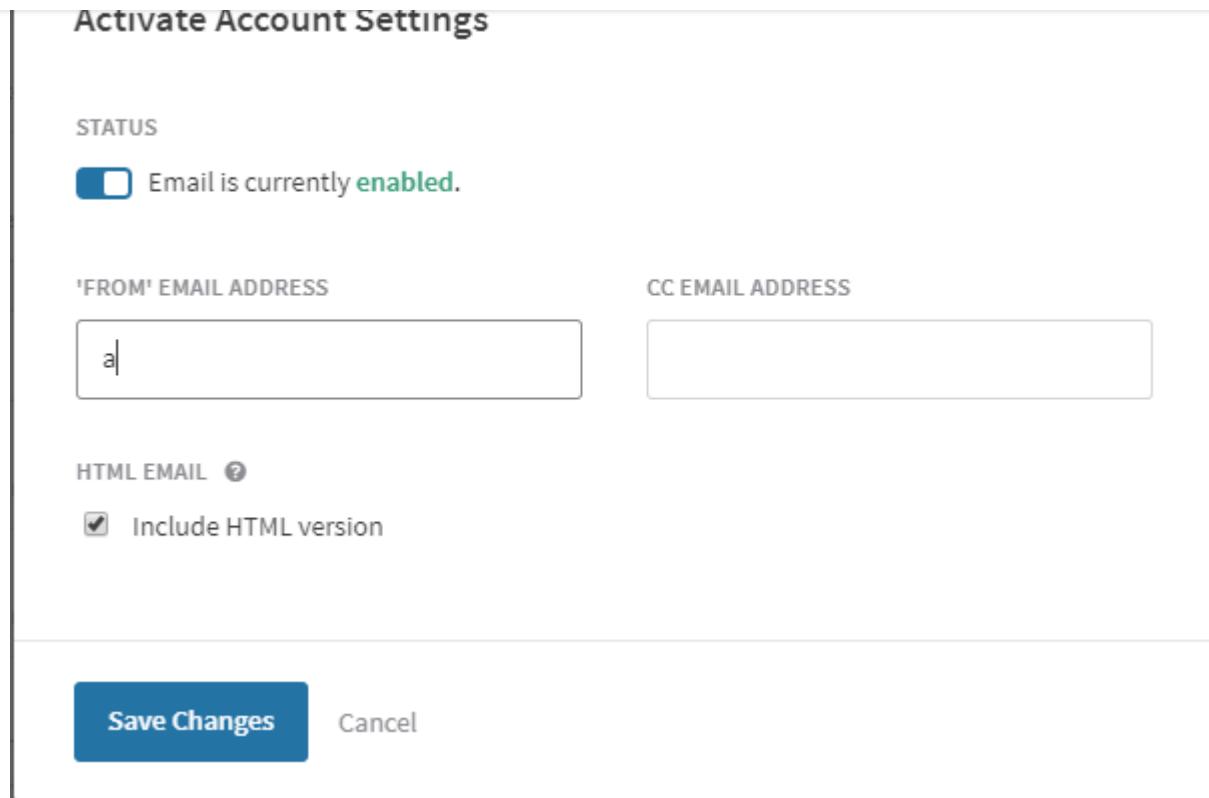
'FROM' EMAIL ADDRESS

CC EMAIL ADDRESS

HTML EMAIL ?

Include HTML version

**Save Changes** Cancel



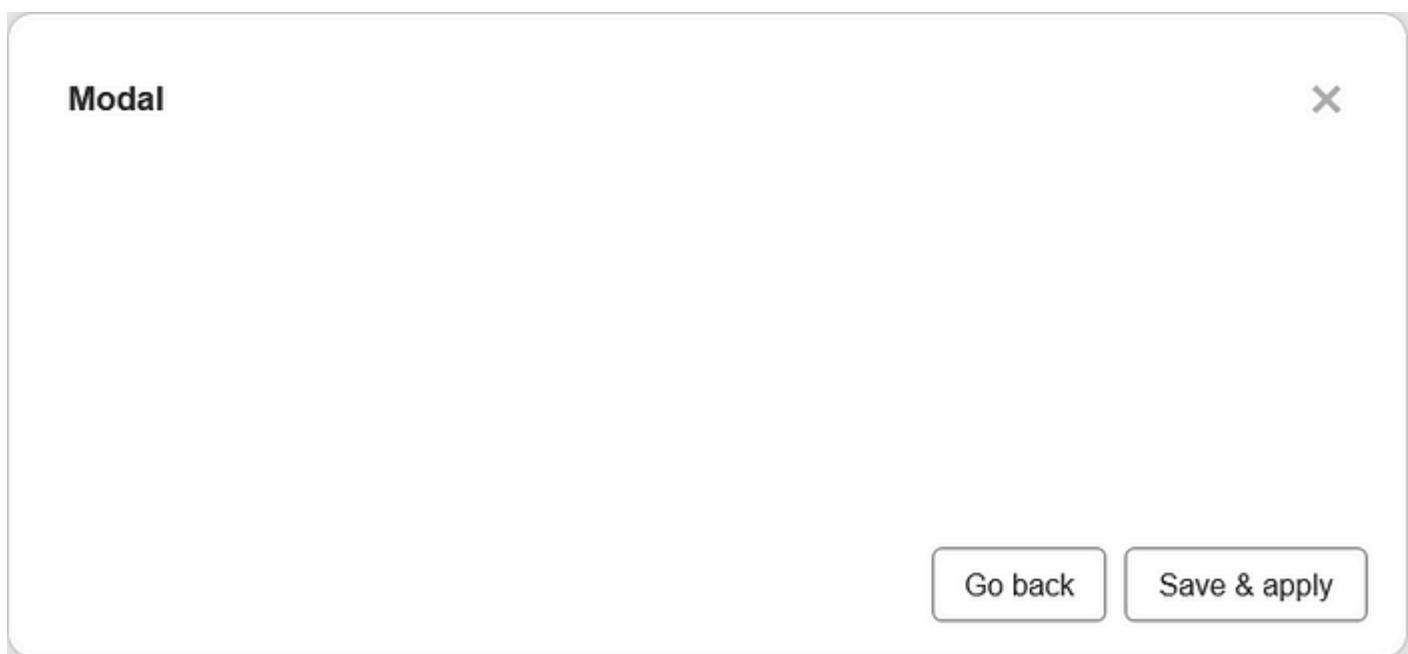
[Recurly.com](#)

But this looks unbalanced, everything is shifted to the left.

3. When a window has steps, placing the "Go back" button on the left looks natural:

Modal X

**Go back** **Save & apply**



Placing this button using the "primary left" order, you will have options like:

Modal

[← Back](#)

X

Save

Cancel

or



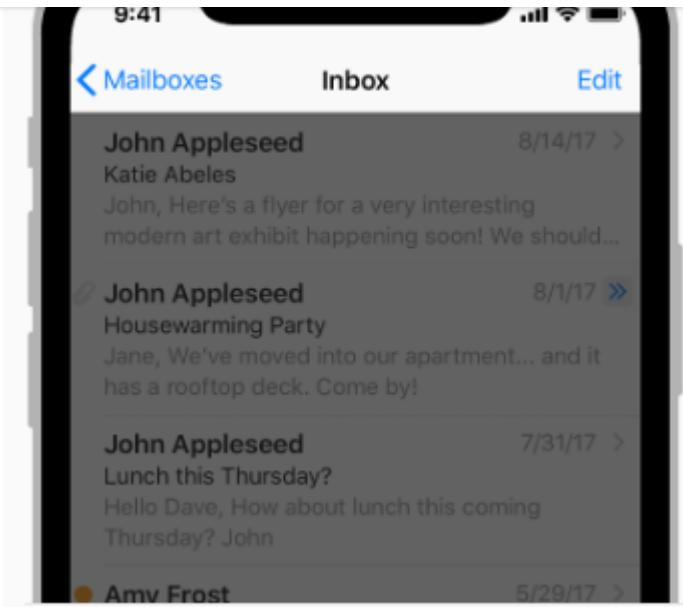
Modal

X

Save

Cancel

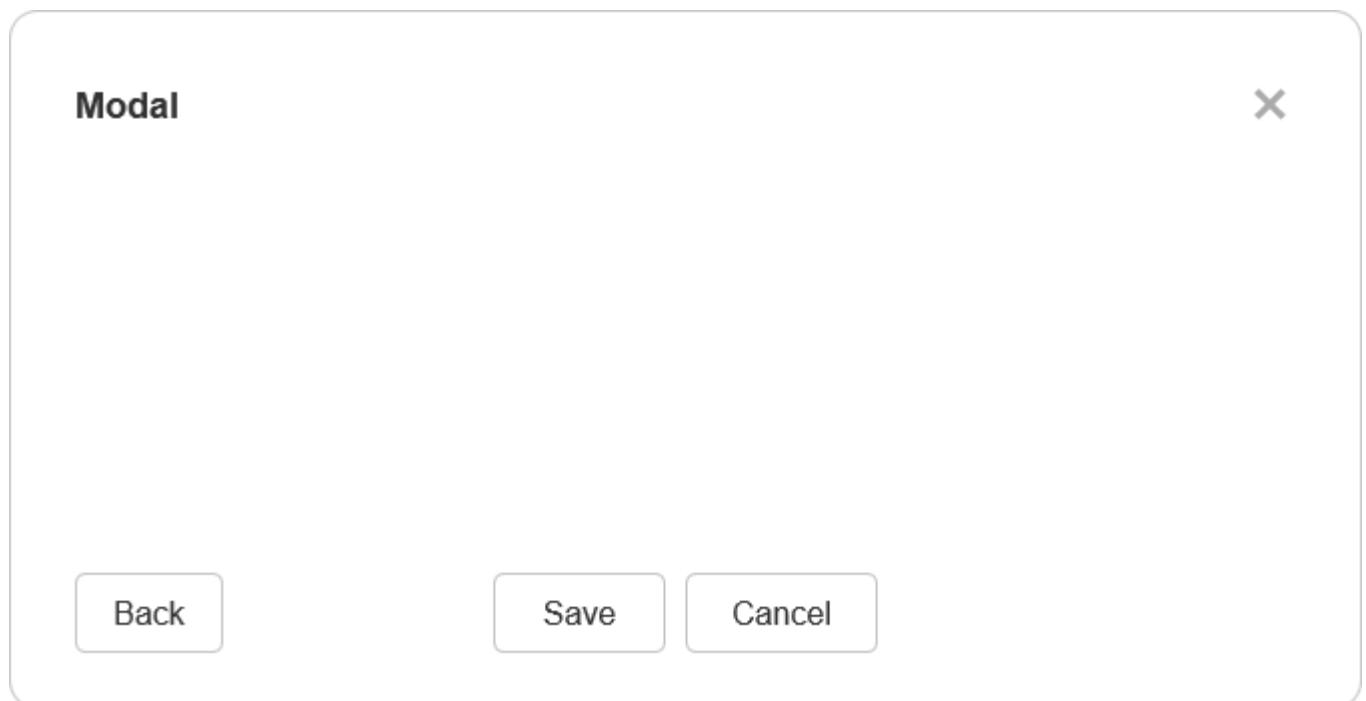
The second option is the most common case now for all mobile interfaces:



[iOS guidelines](#)

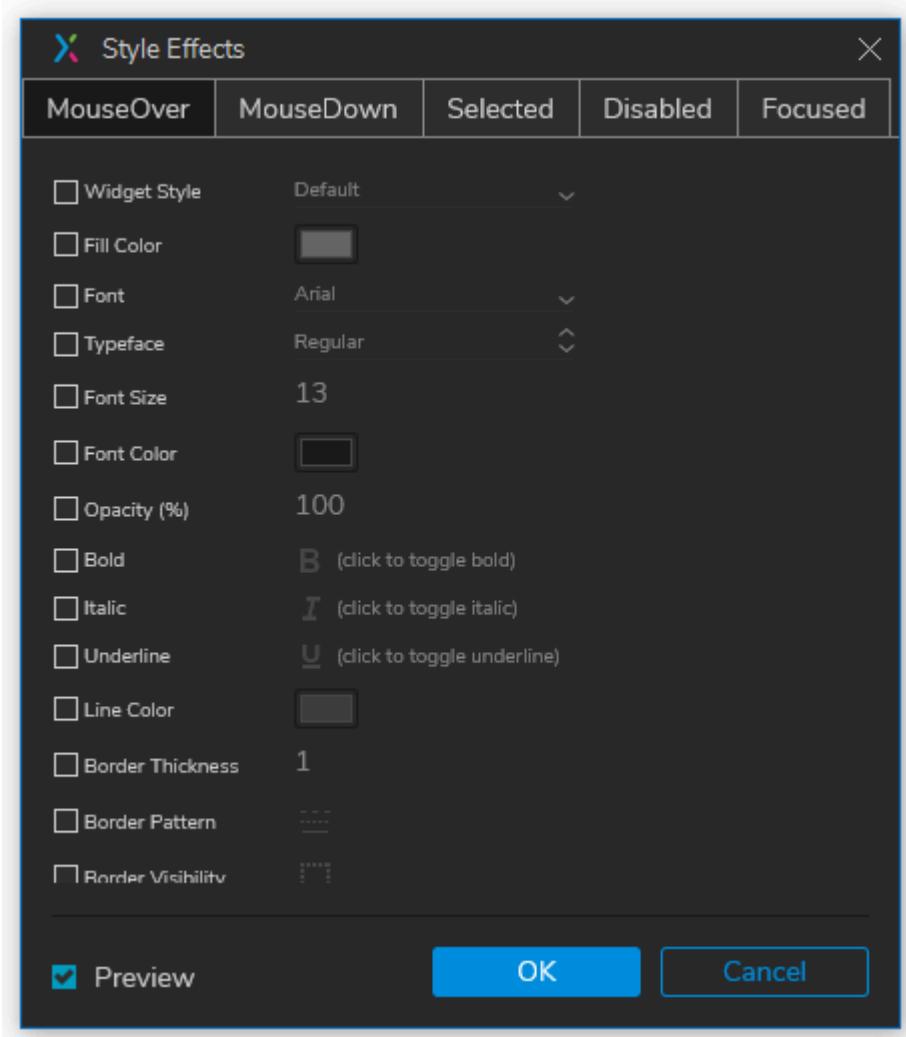
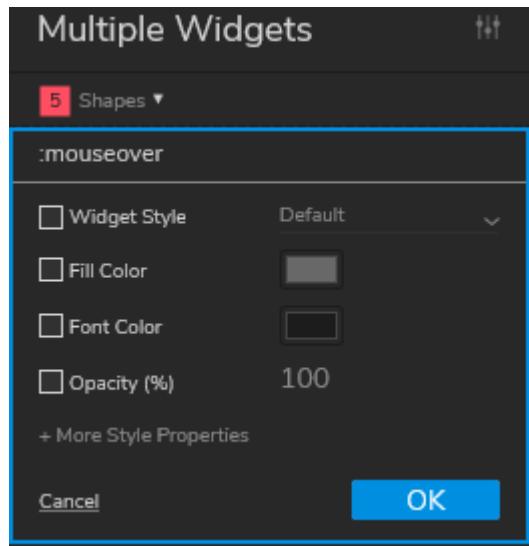
Actually, Android had a good solution for such a common case of user behavior: "All Android devices provide a Back button <...>, so you should not add a Back button to your app's UI". Now it is replaced by swipes.

When using the right/center button alignment, you will additionally have a place for a back button on bottom, if you need it:

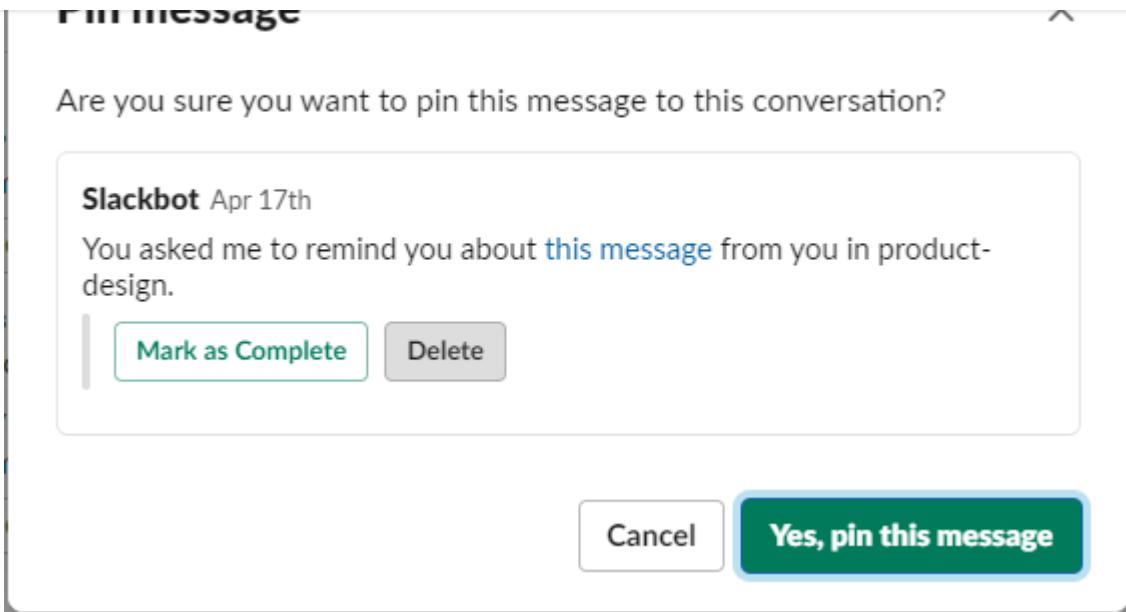


## Consistency

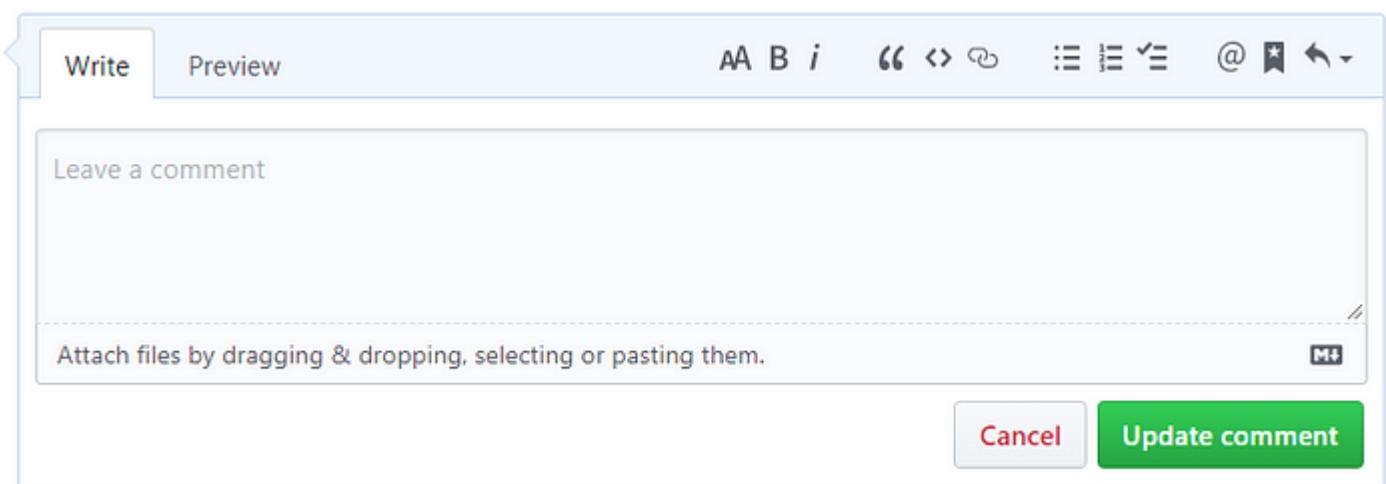
Axure (prototyping tool):



Slack (different order within a single dialog):

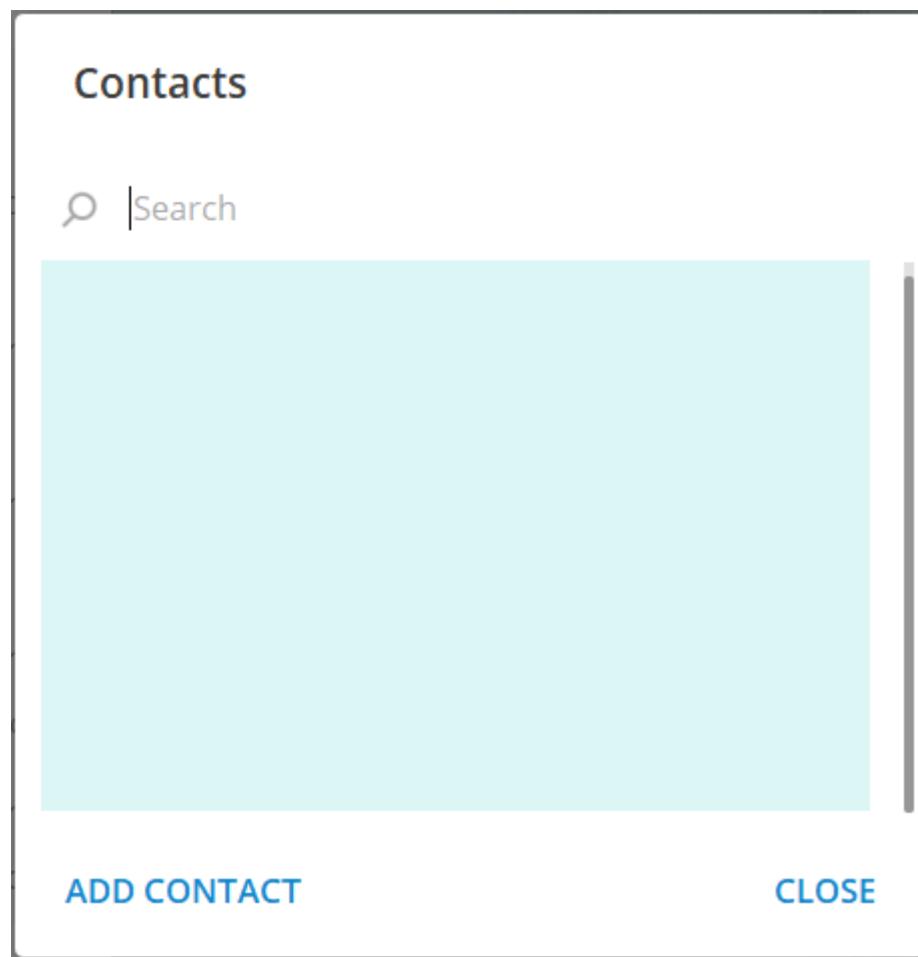
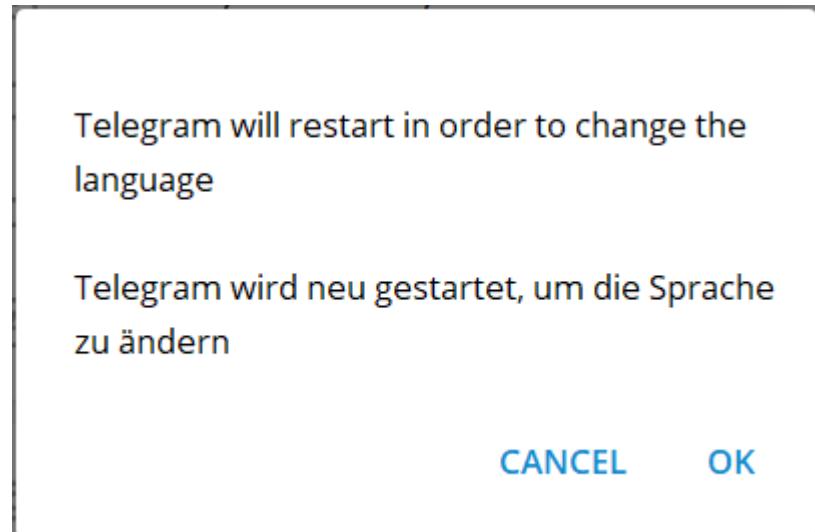


Github:

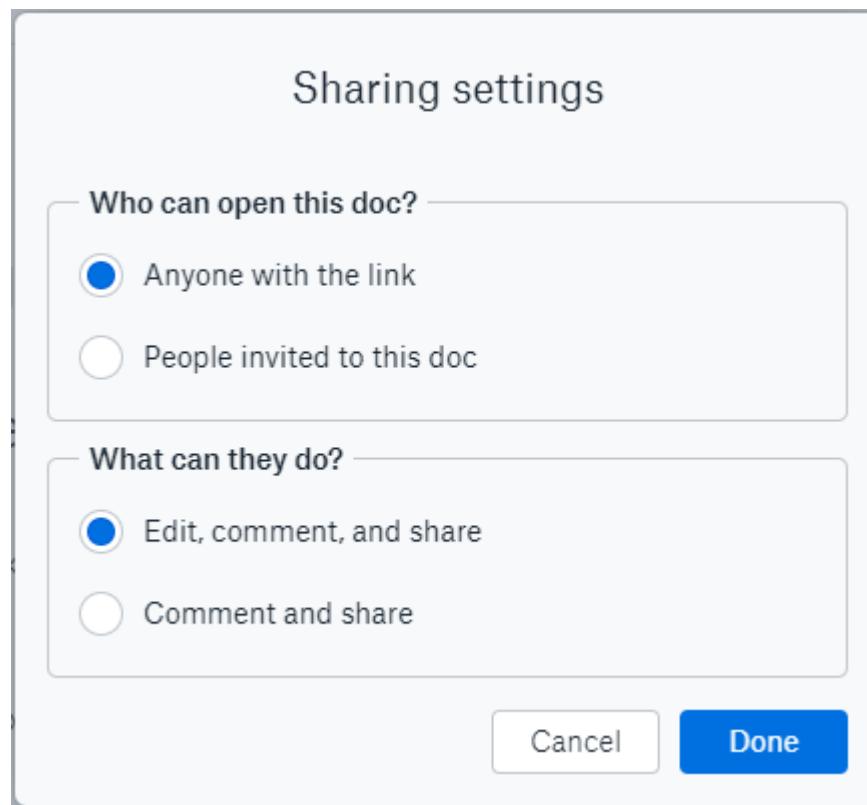
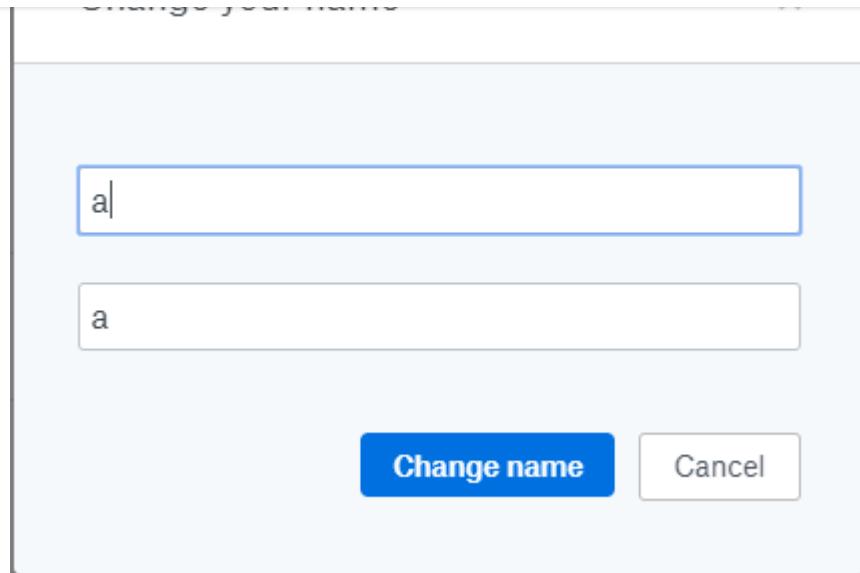


ArtemSyzonenko

A screenshot of a GitHub bio and profile details editor. It includes a large text input for 'Add a bio', and four smaller input fields for 'Company' (with a person icon), 'Location' (with a location pin icon), an email address (with an envelope icon), and a 'Website' URL (with a link icon). At the bottom are 'Save' (green) and 'Cancel' (grey) buttons.



Dropbox:



Gmail:

From \_\_\_\_\_

To \_\_\_\_\_

Subject \_\_\_\_\_

Has the words \_\_\_\_\_

Doesn't have \_\_\_\_\_

Size greater than \_\_\_\_\_ MB

Date within 1 day

Search All Mail

Has attachment     Don't include chats

Create filter    **Search**

### New Message

Recipients \_\_\_\_\_

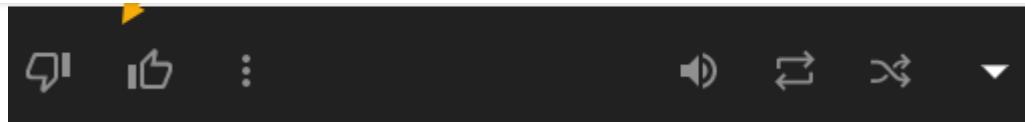
Subject \_\_\_\_\_

**Send** ▼ Attachment icons: A, U, C, S, D, M, L More options: ... Trash: ⚡

Youtube.com:



Music.youtube.com:



Fiverr:

## Description

Please tell us about any hobbies, additional expertise, or anything else you'd like to add.

Cancel

Update

ACTIVE PENDING APPROVAL REQUIRES MODIFICATION DRAFT DENIED PAUSED 1 CREATE A NEW GIG

PAUSED GIGS ACTIVATE DELETE LAST 30 DAYS

Activate. Delete

Algolia:

Update plan

Choose plan i

COMMUNITY	FREE	50k operations	10k records	<input checked="" type="radio"/>
STARTER	\$ 29 /month	250k operations	50k records	<input type="radio"/>
PRO	\$ 499 /month	5M operations	1M records	<input type="radio"/>
ENTERPRISE	Contact us			<small>i</small> <input type="radio"/>

Change plan

Set metrics preferences

⋮ Search Operations	visible <input type="checkbox"/>
⋮ Records	visible <input type="checkbox"/>
⋮ Average search speed	visible <input type="checkbox"/>
<div style="text-align: right;"><button>Cancel</button> <button>Save metrics</button></div>	

## Account Settings

[Account details](#) [Notifications](#) [Contacts](#) [Support](#)

### Personal information

First name	Last name	
<input type="text" value="Artem"/>	<input type="text" value="S"/>	
Company	Location	Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>
Email		
<input type="text" value="test@gmail.com"/>		
<div style="text-align: right;"><button>Save changes</button> <button>Discard changes</button></div>		

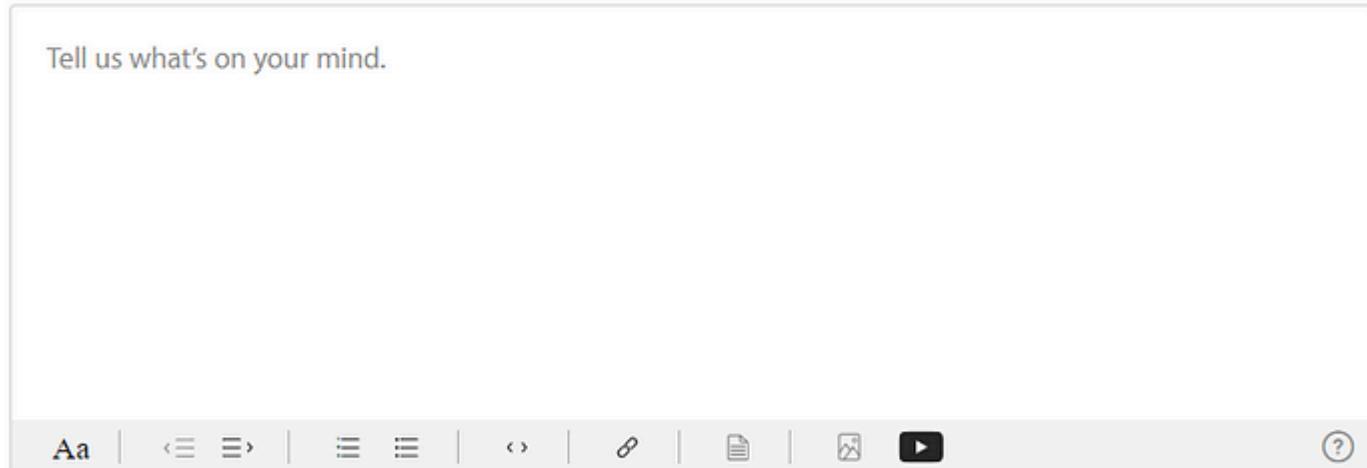
Here are some typical issues if "primary right" approach is applied in all situations.

## 1. Pages

"Primary right" examples:

### Subject of your post

Tell us what's on your mind.



Cancel

Post

[discussions.apple.com](https://discussions.apple.com)

- Notifications
- Payment Methods
- Payout Preferences
- Privacy
- Security**
- Connected Apps
- Settings
- Badges

[Invite Friends](#)

Change Your Password

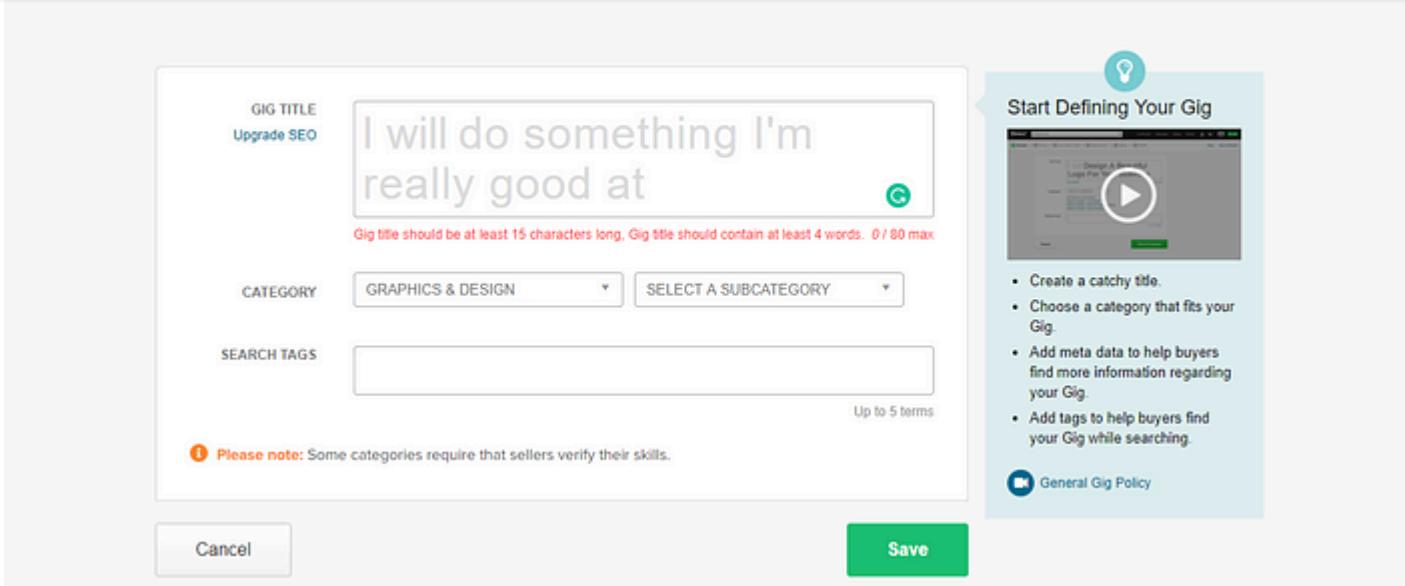
---

Old Password	<input type="text"/>
New Password	<input type="text"/>
Confirm Password	<input type="text"/>

---

[Update Password](#)

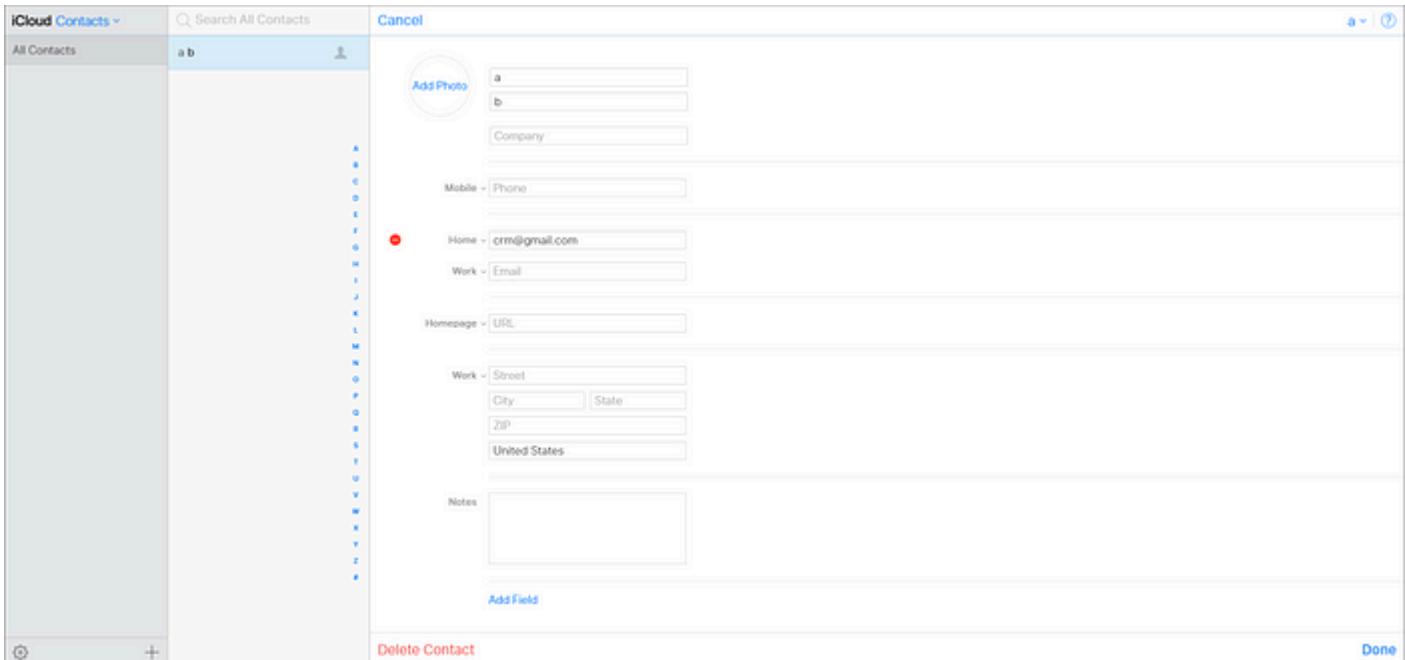
Airbnb



The screenshot shows a 'GIG TITLE' input field containing 'I will do something I'm really good at'. Below it is a note: 'Gig title should be at least 15 characters long. Gig title should contain at least 4 words. 0 / 80 max.' A 'CATEGORY' dropdown is set to 'GRAPHICS & DESIGN' and a 'SELECT A SUBCATEGORY' dropdown is shown. A 'SEARCH TAGS' input field is present with a note: 'Up to 5 terms'. A note below says: 'Please note: Some categories require that sellers verify their skills.' At the bottom are 'Cancel' and 'Save' buttons.

Fiverr

See? Right after you fill out the form, you are offered the chance to delete your account:



The screenshot shows a contact editing interface for iCloud Contacts. It includes fields for 'Add Photo' (with placeholder 'a' and 'b'), 'Company', 'Mobile - Phone', 'Home - Email' (with value 'crm@gmail.com'), 'Work - Email', 'Homepage - URL', 'Street', 'City', 'State', 'ZIP', 'United States', and 'Notes'. At the bottom are 'Delete Contact' and 'Done' buttons.

iCloud Contacts

Is this the main action on the contact editing page? Quote from "[Primary & Secondary Actions in Web Forms](#)":

Only Option E ["Cancel, Submit" – Ed.] performed poorly during our testing. Six people mistakenly clicked on the "Cancel" button when attempting the task with this design, while many more lingered over it before realizing that

["Submit, Cancel" – Ed.]

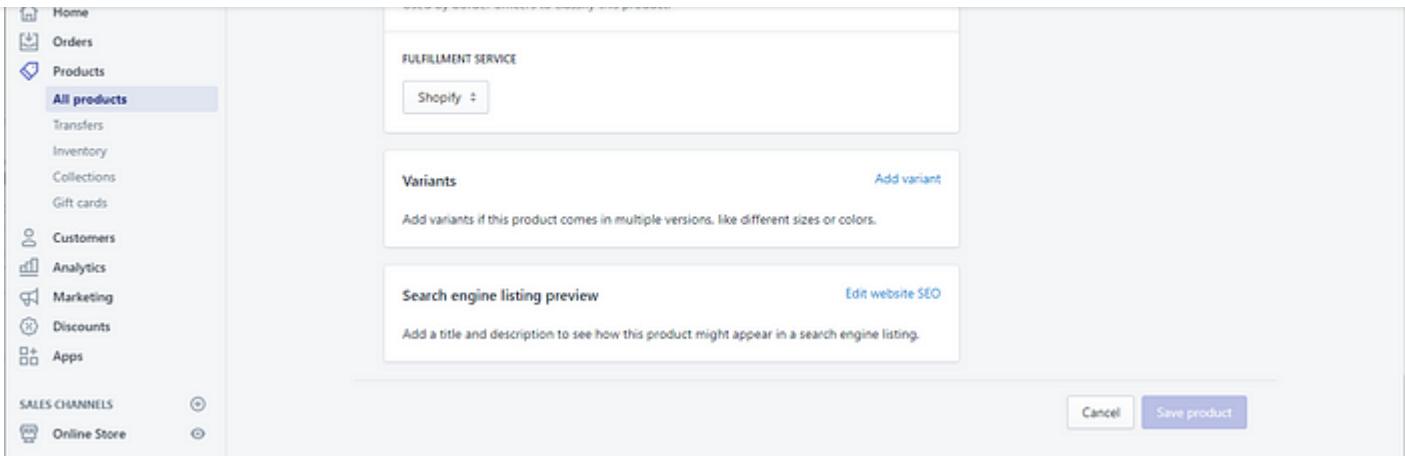
We can place Done and Cancel buttons closer, but the question remains:

This screenshot shows the iCloud Contacts application interface. On the left is a sidebar with a search bar at the top. Below it, the text "All Contacts" is followed by a list of names starting with "a b". A vertical scroll bar is visible on the right side of the list. The main area contains a contact card for a person named "a b". The card includes fields for "Add Photo" (with two input boxes labeled "a" and "b"), "Company" (input box), "Mobile" (input box labeled "Phone"), "Home" (input box labeled "crm@gmail.com"), "Work" (input box labeled "Email"), "Homepage" (input box labeled "URL"), "Work" (input box labeled "Street"), "City" (input box), "State" (input box), "ZIP" (input box), and "United States" (input box). There is also a "Notes" input box and an "Add Field" button. At the bottom of the card are three buttons: "Delete Contact" (red), "Cancel" (gray), and "Done" (blue).

Just for comparison, classic ordering:

This screenshot shows the same iCloud Contacts application interface as the previous one, but with a different button layout. The "Delete Contact" button is now located at the bottom right of the contact card. The "Done" and "Cancel" buttons are positioned in the center of the bottom bar. The rest of the interface, including the sidebar, contact card fields, and scroll bar, remains identical to the first screenshot.

"Delete", the destructive action, we placed out of the main attention flow, so you can't click it unintentionally



Shopify

In other applications, designers may consider this button ordering on pages as too strange, so, despite following the "primary right" principle and right-alignment for dialogs, they use left-alignment for pages, which leads to inconsistency.

Airbnb:

## Before you join

Our mission is to build a trusted community where anyone can belong anywhere. To ensure this, we're asking you to accept our terms of service and make a commitment to respect everyone on Airbnb.

### Airbnb Community Commitment

I agree to treat everyone in the Airbnb community—regardless of their race, religion, national origin, ethnicity, skin color, disability, sex, gender identity, sexual orientation or age—with respect, and without judgment or bias. [Learn more](#)

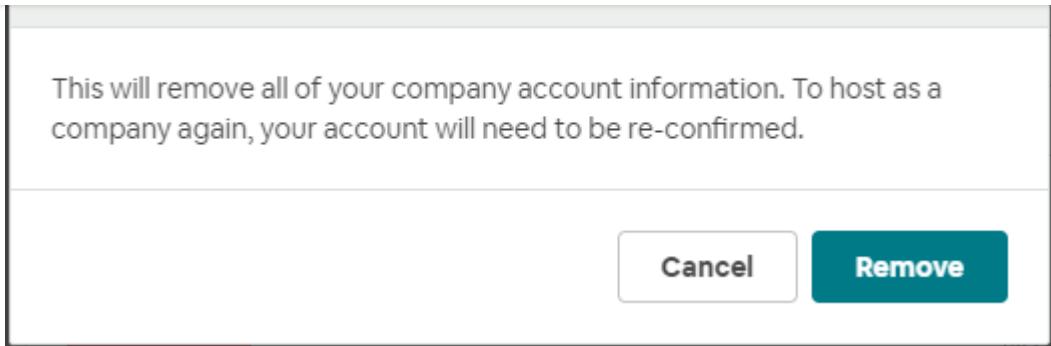
### Airbnb Terms of Service

I also accept [Airbnb's Terms of Service](#), [Payments Terms of Service](#), [Privacy Policy](#), and [Nondiscrimination Policy](#).

**Accept**

**Decline**

Page



Dialog

## Airtable:

API

This is your personal API key. It's required in order to use the [Airtable API](#).

.....

Regenerate API key     Delete key

Are you sure you want to delete your Airtable API key? Any existing API integrations will stop working, and you will not be able to recover your current key.

[Yes, delete key](#)

[Cancel](#)

Page

### Update your email address

New email address

Current password

[Cancel](#)

[Save email](#)

Dialog

## Github:

Create new file

Add an optional extended description...

artem.sizonenko@gmail.com

Choose which email address to associate with this commit

➔ Commit directly to the `master` branch.

↗ Create a new branch for this commit and start a pull request. [Learn more about pull requests.](#)

Page

### Notification settings

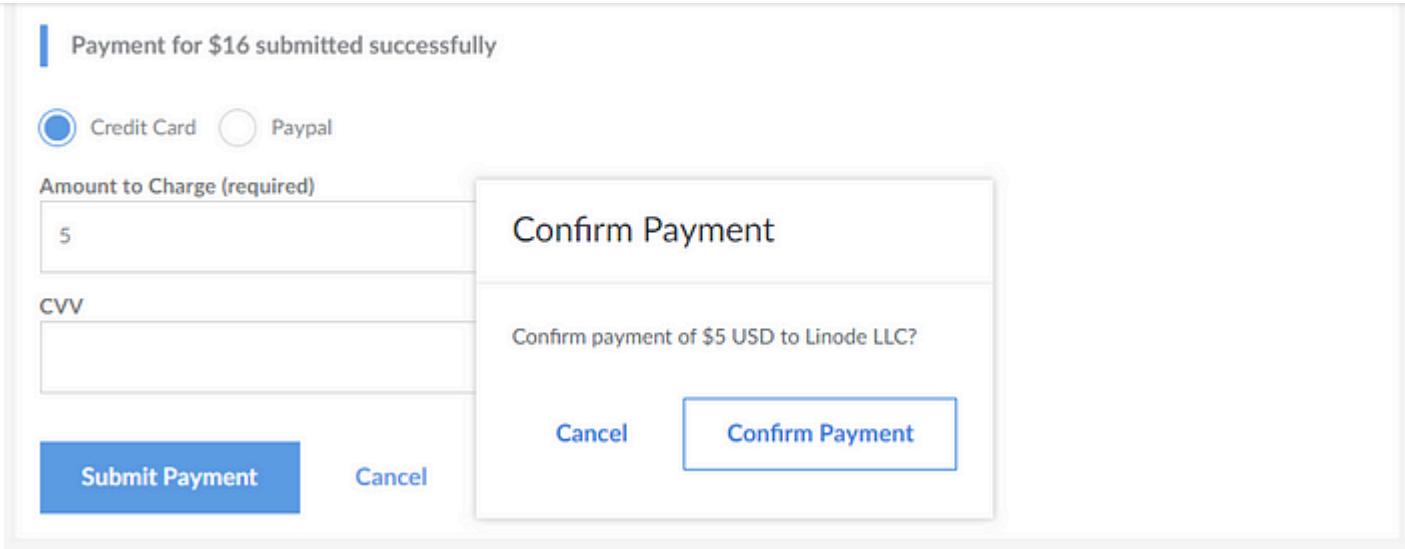
**Not subscribed**  
Only receive notifications from this issue when you have participated or have been @mentioned.

**Subscribed**  
Receive all notifications from this issue.

**Custom**  
You will only be notified for the events selected from the list below.  
If you participate or are @mentioned you will be subscribed.

Dialog

Linode:



## 2. Inline buttons

A typical example of inline action is when you want to offer in-place editing of fields:

Category 1 Edit

Here is a sample from Github:

Align numbers Save Cancel  
Open ArtemSyzonenko opened this issue 2 days ago · 0 comments

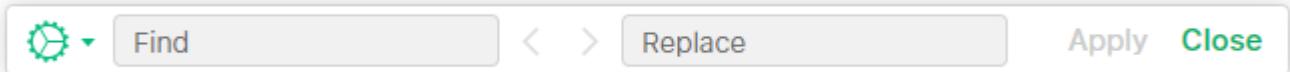
To be consistent, they have to place buttons as:

Category 1 Cancel Save

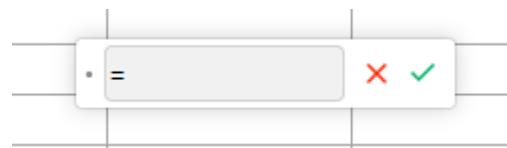
So, you edit a name, and the application would ask you: "Cancel?". It's far too ridiculous, so they used the "primary left" order.

Here is a sample from Apple, text replacement:

As you see, it is the same as



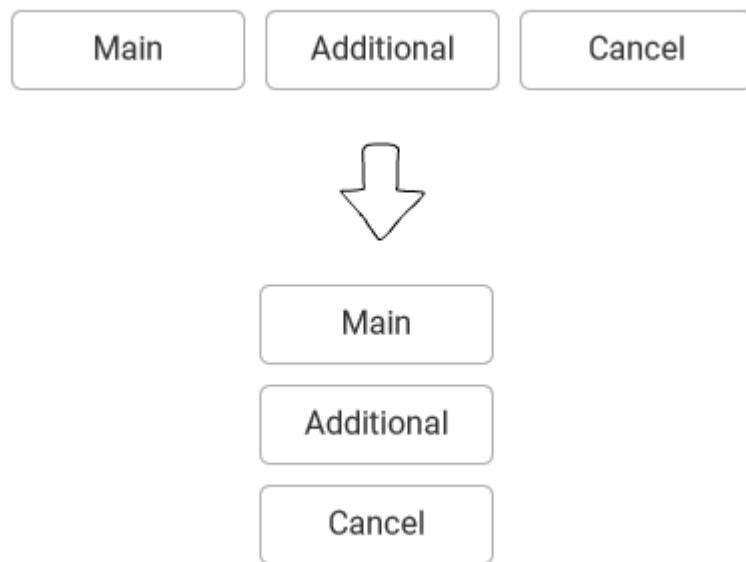
and it follows "primary left" order. Interestingly, for formula editing, they are consistent:



The user reads this as "write formula, and we suppose that right after you do, you will want to delete it."

### 3. Mobile dialogs

Everything is clear when we use the "primary left" rule — it simply becomes "primary top":



In "primary right," it should work in the opposite way:

Additional

Main

But Apple uses another order, where the primary button is on top:



Choose a gift option:

None

Packing Slip Gift Message

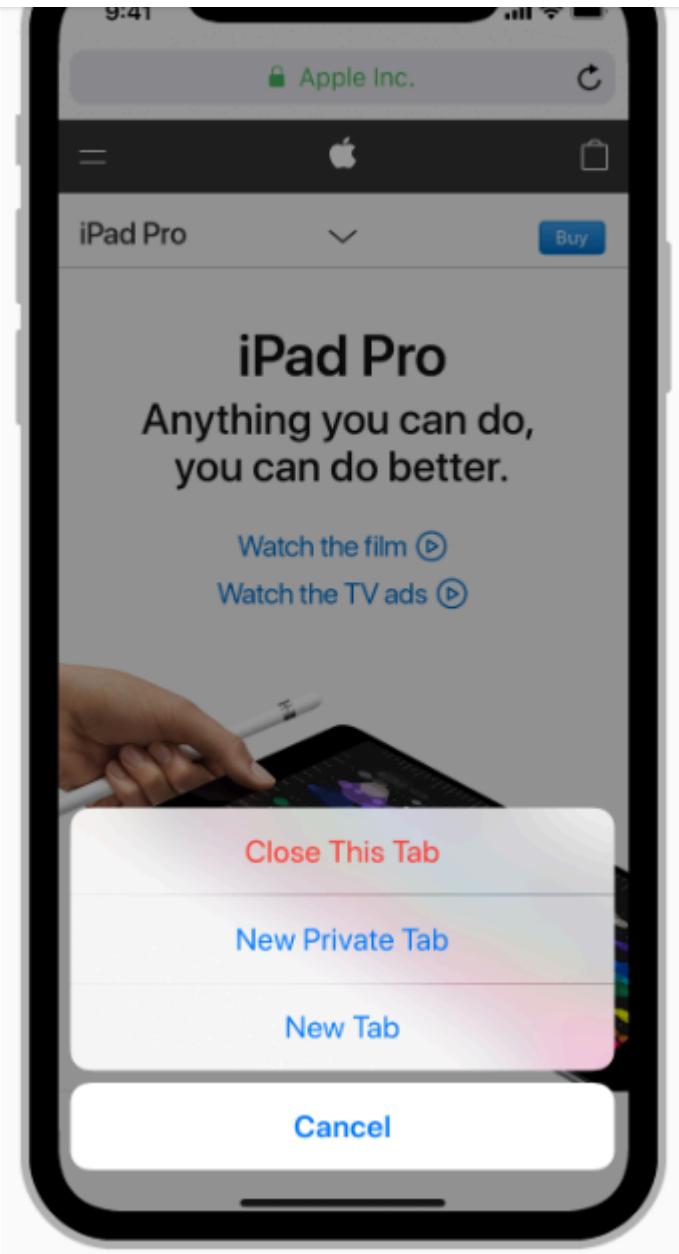
FREE

Gift Wrapping and Card

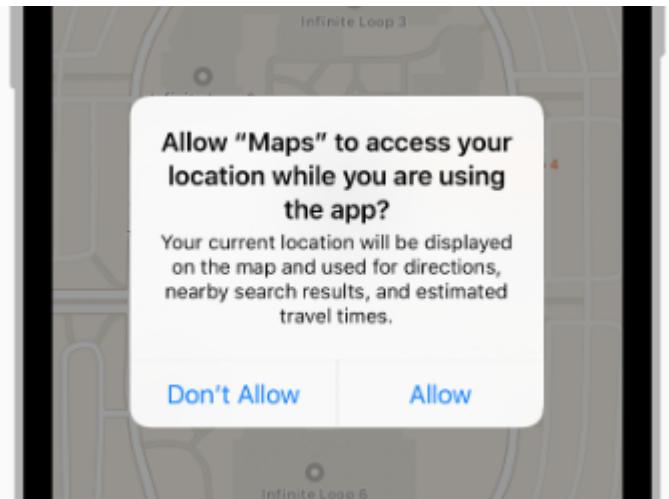
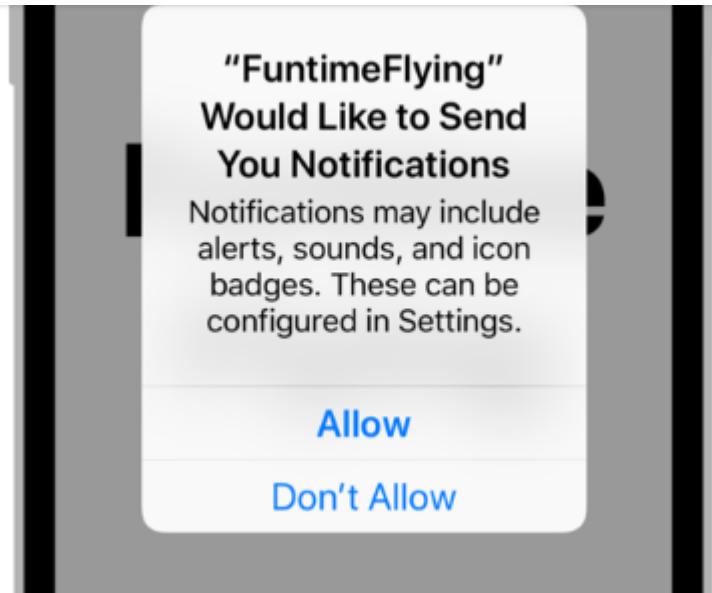
\$5.00

Save

Cancel



Possible reason for that is just because that positions are handier in daily life:

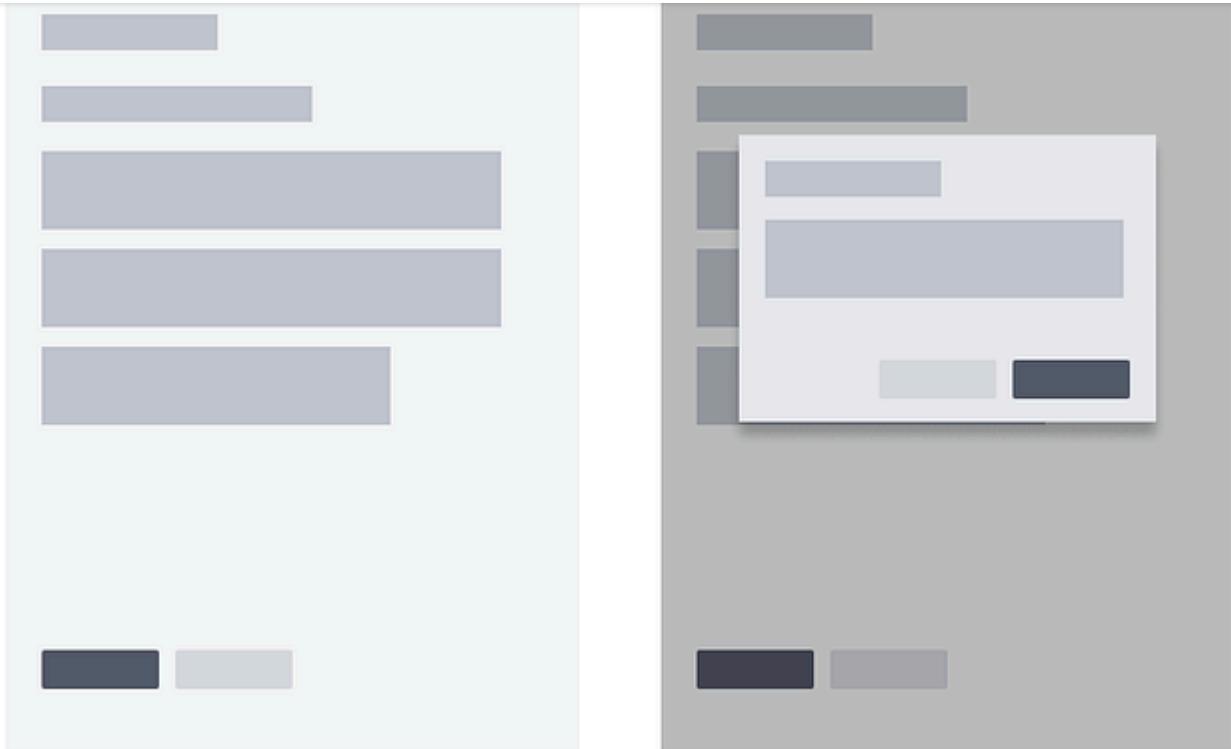


## Conclusion

If you decide to place buttons on the right all the time, be prepared to face some issues with left-aligned page buttons.

If you place the main button on the left, you will not have consistency problems. But most of the dialogs and popovers will look unbalanced.

The best optimum may be when it is primary-left for left-aligned buttons and primary-right for right-aligned. This approach allows putting buttons on pages in a logical order and creating balanced dialogs when the title (left alignment) balances the primary button (right alignment).



#ux #button #usability #ui #visual-design