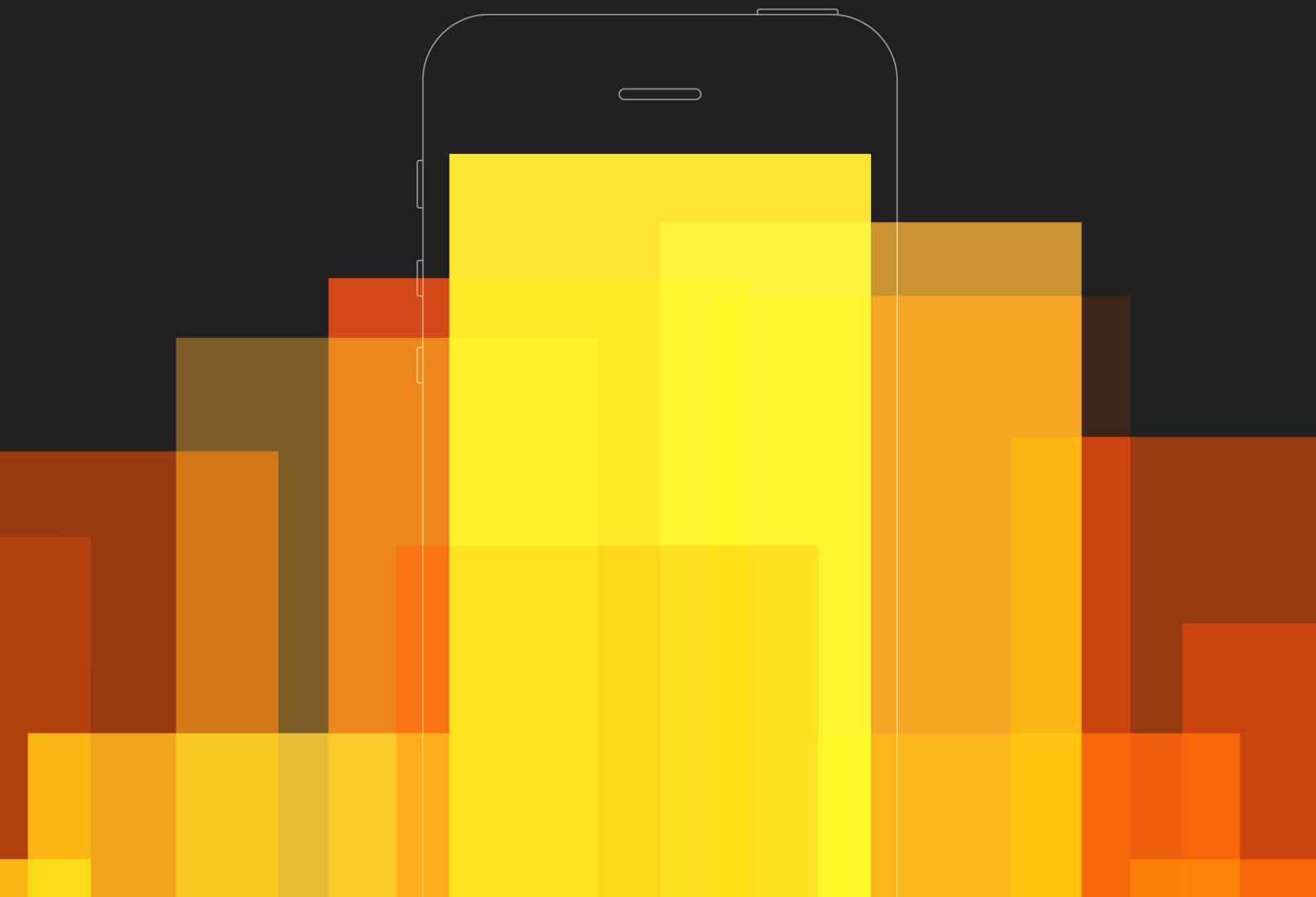




# Mobile UI Design Patterns

## 2014

*A Deeper Look At The Hottest Apps Today*





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## 2014

*A Deeper Look At The Hottest Apps Today*

If you like Uber, Pinterest, Tinder, OKCupid, Spotify, Yelp, Facebook, Instagram, Dropbox, Dropbox Carousel, Facebook Messenger, Secret, Quora, LinkedIn, RelateIQ, Flipboard, Snapchat, or Mailbox...

You'll love what you see next.

designed by  
Dominik Pacholczyk

# INDEX

## 1. INTRODUCTION

- What Are UI Design Patterns?
- How Should I Use UI Design Patterns?

## 2. THE INTERACTIVE IMPERATIVE

- Gestures
- Animations

## 3. GETTING INPUT

- Smart Keyboards
- Default Values & Autocomplete
- Immediate Immersion (or “Lazy Signups”)
- Action Bars
- Social Login
- Huge Buttons
- Swiping for Actions
- Notifications
- Discoverable Controls
- Expandable Inputs
- Undo

## 4. NAVIGATION

- Walkthroughs & Coach Marks
- Overflow Menus
- Sliders
- Content-Based Navigation
- Morphing Controls
- “Sticky” Fixed Navigation
- Vertical Navigation

- Popovers
- Slideouts, Sidebars & Drawers
- Links to Everything
- Advanced Scrollbars
- Swipe Views

#### 4. SOCIAL

- Activity Feeds
- Friend Lists
- Follow
- Vote to Promote
- Direct Messaging
- Single Share Button
- Like
- Find & Invite Friends

#### 5. DATA & CONTENT MANAGEMENT

- Full-Screen Modes
- Interactive Content Layers
- Inline Expanding Areas
- Circles
- Transparency
- Maps As Backgrounds
- Group Friends & Content
- Full-Bleed Images
- Grids
- Cards
- Hidden Information
- Empty States
- Direct Manipulation of Content & Data
- Draggable Objects
- Pull to Refresh

#### 6. LEARN FROM THE BEST

#### 7. ABOUT UXPIN

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1

# Introduction

*A quick note from the author*

*“Creativity involves breaking out of established patterns in order to look at things in a different way.”*

[Edward de Bono](#)

UI design patterns are frequently misinterpreted and misused concepts. I've learned a lot about them in writing this e-book and hope you do too.

Too often, they're confused with specific elements (or features) that can simply be developed as-is from one of the popular [Design Pattern and Wireframing Libraries](#). While those examples are a great start, they're not enough. And although UI design patterns overlap with development patterns - which you can learn more about in A [Beginner's Guide to Design Patterns](#) - they're focused more on solving common user problems and less on product problems.

The [UXPin](#) team recently scoured the interwebs for mobile UI design patterns and elements being used by the most forward-thinking mobile application companies and adopted eagerly by many others as the product design and development process becomes even more lean - and competitive. We've seen a beautiful assortment of mobile applications outfitted with touch, press, swipe and drag, and pinch-enabled visual and functional solutions to the user's everyday problems.

Below, I've shared an abundance of these standard reference points with you to help you as you brainstorm, sketch, wireframe, mockup, and prototype.

To name a few, we've summarized patterns and elements of **Uber, Pinterest, Tinder, OKCupid, Spotify, Yelp, Facebook, Instagram, Dropbox, Carousel, Facebook Messenger, Secret, Quora, LinkedIn, RelateIQ, Flipboard, Snapchat, Mailbox and many, many more**. We've even included matching wireframe examples to help you visualize these patterns and elements at different stages in the design process - you can use them directly in our wireframing and prototyping tool, [UXPin](#). Some of the UI design patterns and elements are also covered in UXPin's free [Web Design Trends](#), [Mobile Design Trends](#), and [The Guide to Wireframing](#) e-books - bookmark them for another time since there's a lot to catch up on.

We'd love your thoughts on what I've written. And feel free to include anyone else in this discussion by sharing this e-book.

For the love of mobile,  
Chris Bank  
(co-written by Waleed Zuberi)



# What Are UI Design Patterns?

Generally speaking, a UI design pattern is a reusable solution to a commonly occurring problem you might encounter every day.

It is not a feature that can be plugged into your product design and it's not a finished design that can simply be coded. Rather, it is a formalized best practice, a guide or template, that designers, developers, and product managers (and anyone else who touches product) can use to solve common problems when designing a mobile application or system. Although it has to be utilized in the correct situation, it is generally language, device, and platform agnostic - although there may be technological limitations depending on how the designs are ultimately implemented.

And, of course, if implemented in the wrong context, they do more harm than good - but we'll focus on the positives for now.

## How Should I Use UI Design Patterns?

Despite the glut of [Design Pattern and Wireframing Libraries](#) out there, few online resources actually break down how to think about these patterns with supporting examples. Below, I've broken out the general format and provided a brief example to get you started.

Here's what you need to think about when evaluating a design pattern and adapting it to your own needs:

- **Problem Summary:** What user problem are you solving? Stay focused, and phrase it like a user story - in one sentence only.
- **Solution:** How have others solved this problem? Among others, few things to detail include user navigation (including shortcuts), getting user inputs, dealing with data and integrations with other services or applications, and displaying

information and content (including defaults).

- **Example:** Great, can you show me? Sometimes a screenshot or mockup is sufficient; other times, a user flows and/or additional notes are necessary to clearly communicate the pattern.
- **Usage:** When should this pattern (not) be used? Among others, a few things to detail include product architecture, interface layout, device(s), programming language, absence or existence of other design patterns, type of user, and primary use cases.

For the sake of brevity, we'll highlight the first three details of the design patterns in this e-book below. In our next e-book, however, we intend to dive deeper into the solution details and use cases so you have a deeper understanding of when and how to use some of these design patterns.

# 2

## The Interactive Imperative

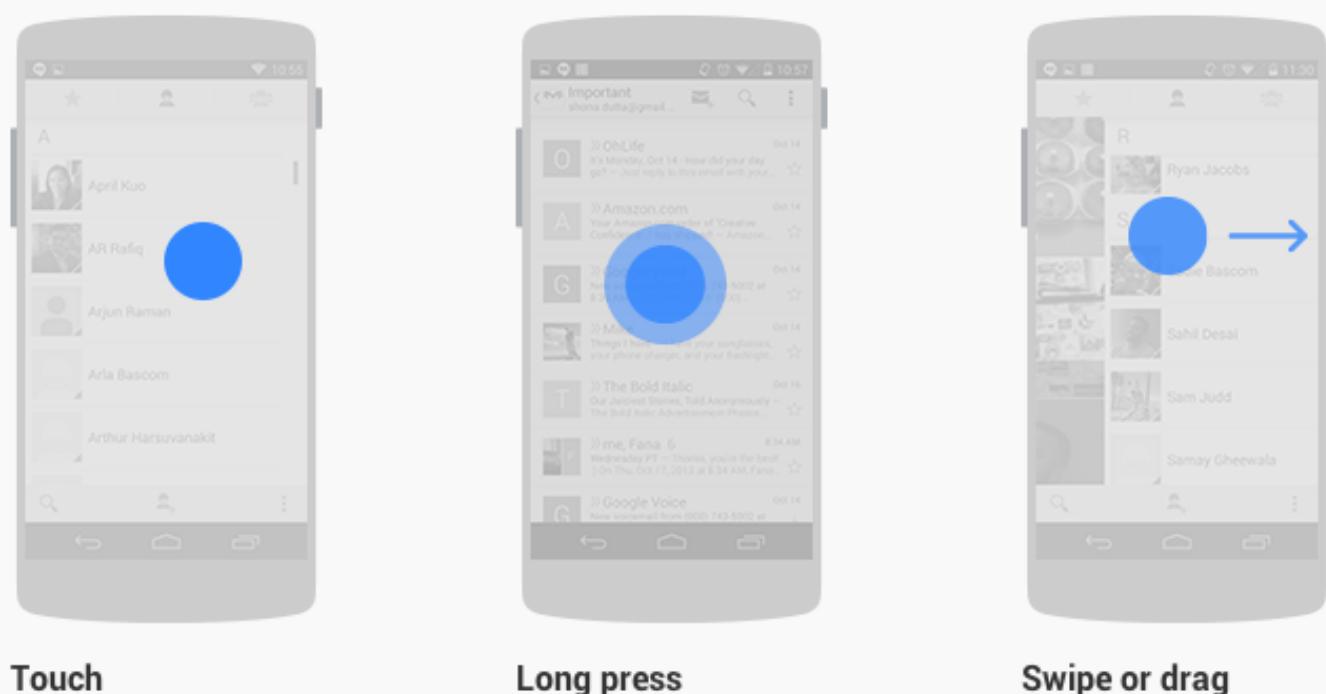
*At the heart of many of these new UI design patterns is the evolution of gestures and animations in mobile development.*

# Gestures

Remember the days when clicking, hovering, scrolling, and keyboard shortcuts were the only triggers for web interactions? Although they're not the only triggers today, they certainly dominate the user experience across the web.

Mobile application design, on the other hand, has exploded with new design patterns and their implementations. Made possible by advancing hardware and software capabilities, the mobile space is developing with unprecedented levels of human-computer interactions. These solutions are largely empowered by new gestures. And, marked by responsive design advancements, web and mobile design is rapidly converging so applications may be built for all device shapes and sizes - this will have a dramatic and re-invigorating impact on design of the web experience.

If we look at Android's current gestures, you get a sense of how many ways someone could interact with a pattern as simple as a calendar, message or picture gallery.

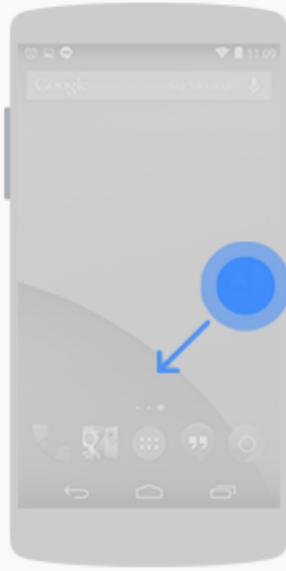


**Touch**

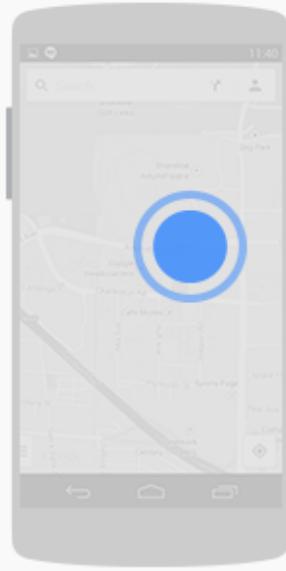
**Long press**

**Swipe or drag**

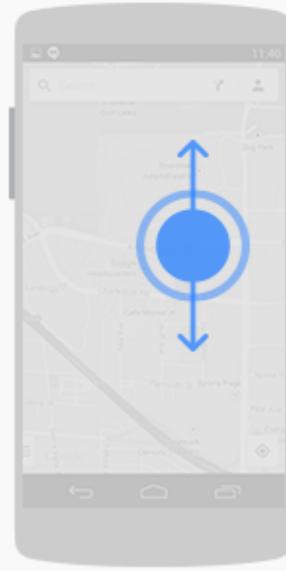
source: developer.android.com



**Long press drag**



**Double touch**



**Double touch drag**



**Pinch open**

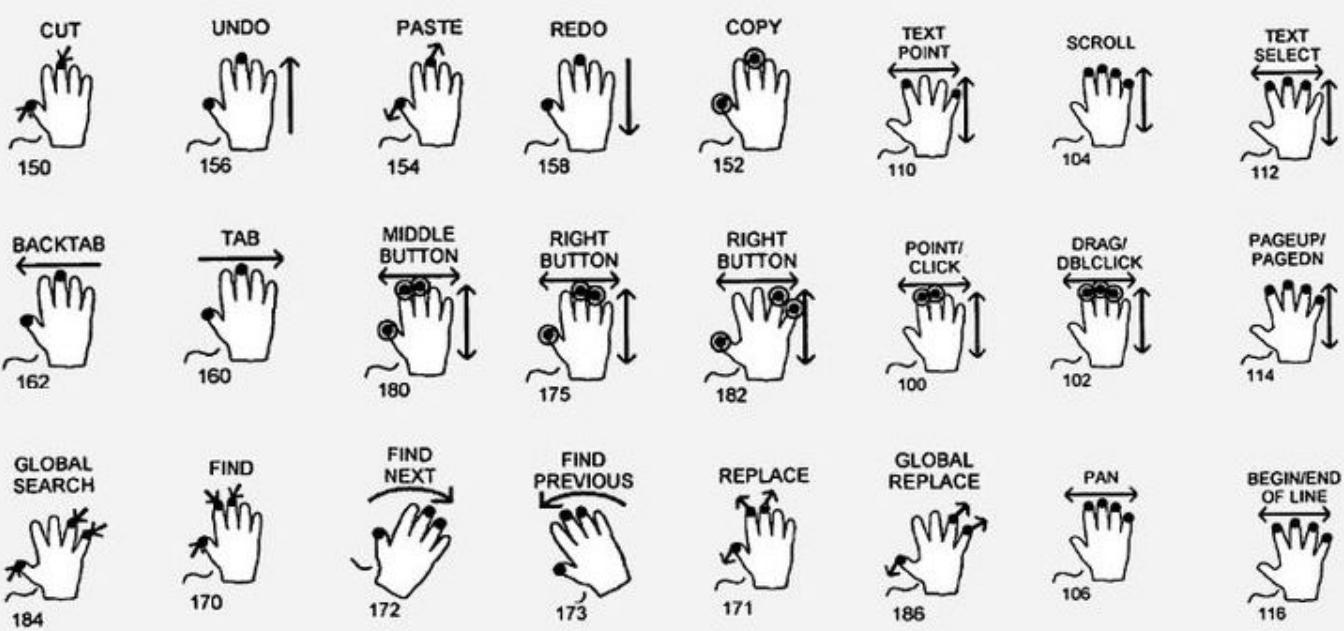


**Pinch close**

source: developer.android.com

If we glimpse into Apple's treasure trove of multi-touch gesture patents, your mind might explode with the possible solutions you could design. While the gesture examples below are from a 2010 patent filing, many have yet to be implemented and Apple's archive of gesture patents extends far beyond these examples. Consider it a glimpse into the "Minority Report" future.

Android, iOS, and other mobile platforms will continue to provide an increasing



source: [patentlyapple.com](http://patentlyapple.com)

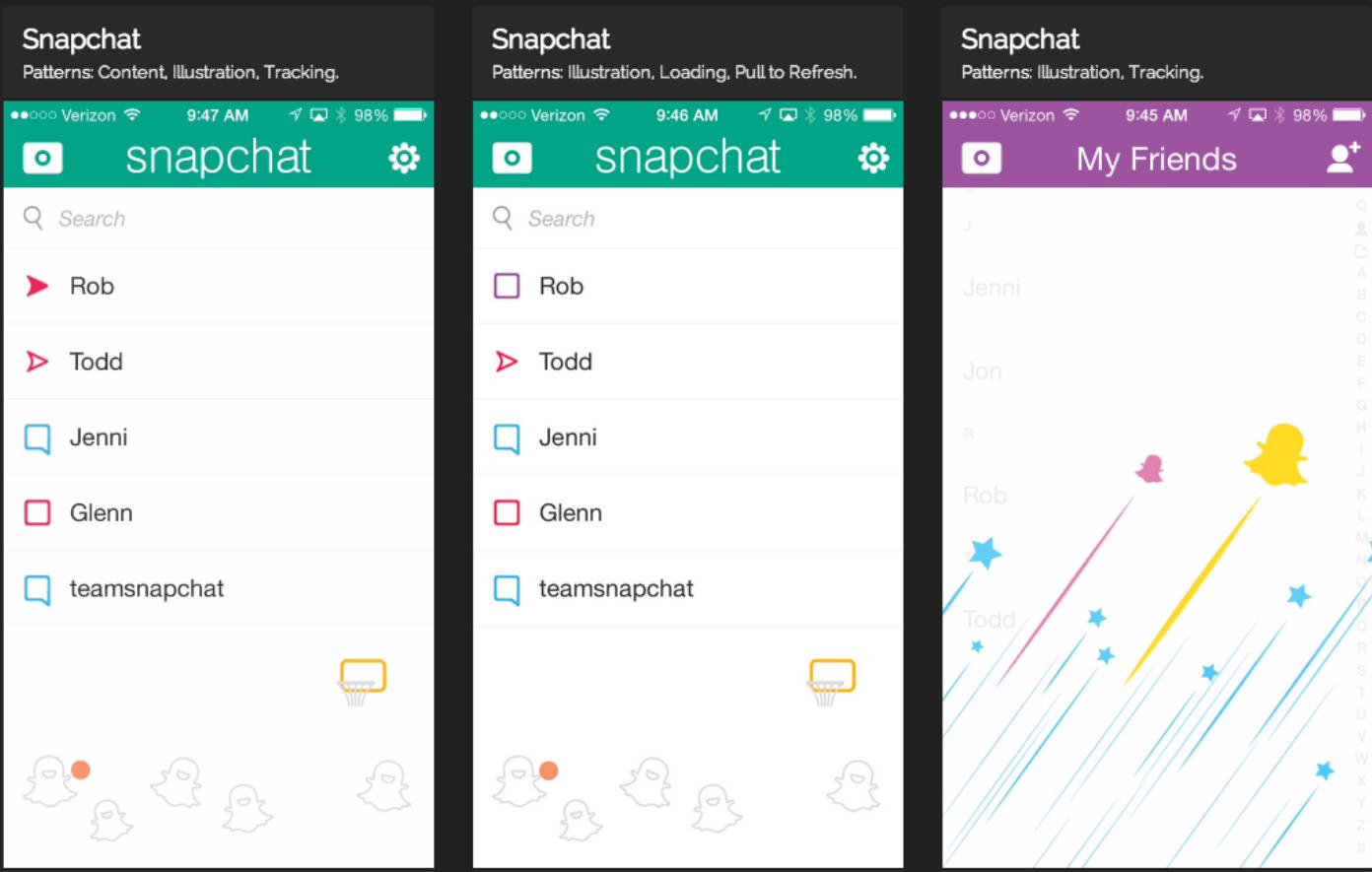
variety of gestures natively that can be implemented for taking particular actions or navigating through the app. Not only does this help preserve screen real-estate by eliminating some of the on-screen buttons, but it also makes the experience intuitive and fun. Combine this with various animations, and you can have a field day with the ways you can implement UI design patterns in your mobile applications.

## Animations

The best thing about using gestures on mobile is that they feel so intuitive and responsive in the same way a real object would. Animations play a very important role in maintaining that illusion for users and keeping them grounded in the UI.

Beyond the tangibility of animations, they're often used to delight users by manipulating the laws and lens of nature. Timing, velocity, bounciness, image and color transitions, scrolling, and myriad other settings allow designers to tweak the user experience in seemingly limitless ways that can be both surprising and amazing.

The sheer variety of animations coupled with gestures not only adds an element of fun to the experience, but are invaluable in providing visual feedback and affordance to the user. We touch on it briefly here but will go in-depth later on our [blog](#) and [design library](#).



[Captivate](#) is a great site to see animations from popular mobile apps.

In: rotateSlideIn  Out: rotateSlideOut	In: rotateSidesIn delay200  Out: rotateSidesOut	In: rotateCarouselBottomIn  Out: rotateCarouselBottomOut ontop	In: rotateCarouselTopIn  Out: rotateCarouselTopOut ontop
In: rotateCarouselRightIn  Out: rotateCarouselRightOut ontop	In: rotateCarouselLeftIn  Out: rotateCarouselLeftOut ontop	In: rotateCubeBottomIn  Out: rotateCubeBottomOut ontop	In: rotateCubeTopIn  Out: rotateCubeTopOut ontop
In: rotateCubeRightIn  Out: rotateCubeRightOut ontop	In: rotateCubeLeftIn  Out: rotateCubeLeftOut ontop	In: rotateRoomBottomIn  Out: rotateRoomBottomOut ontop	In: rotateRoomTopIn  Out: rotateRoomTopOut ontop

If you want to see a ton of transitions without the frills, [Dan Silver](#) has some inspiration.

3

# Getting Input

# Smart Keyboards

## Examples

Facebook Paper, Android Contacts



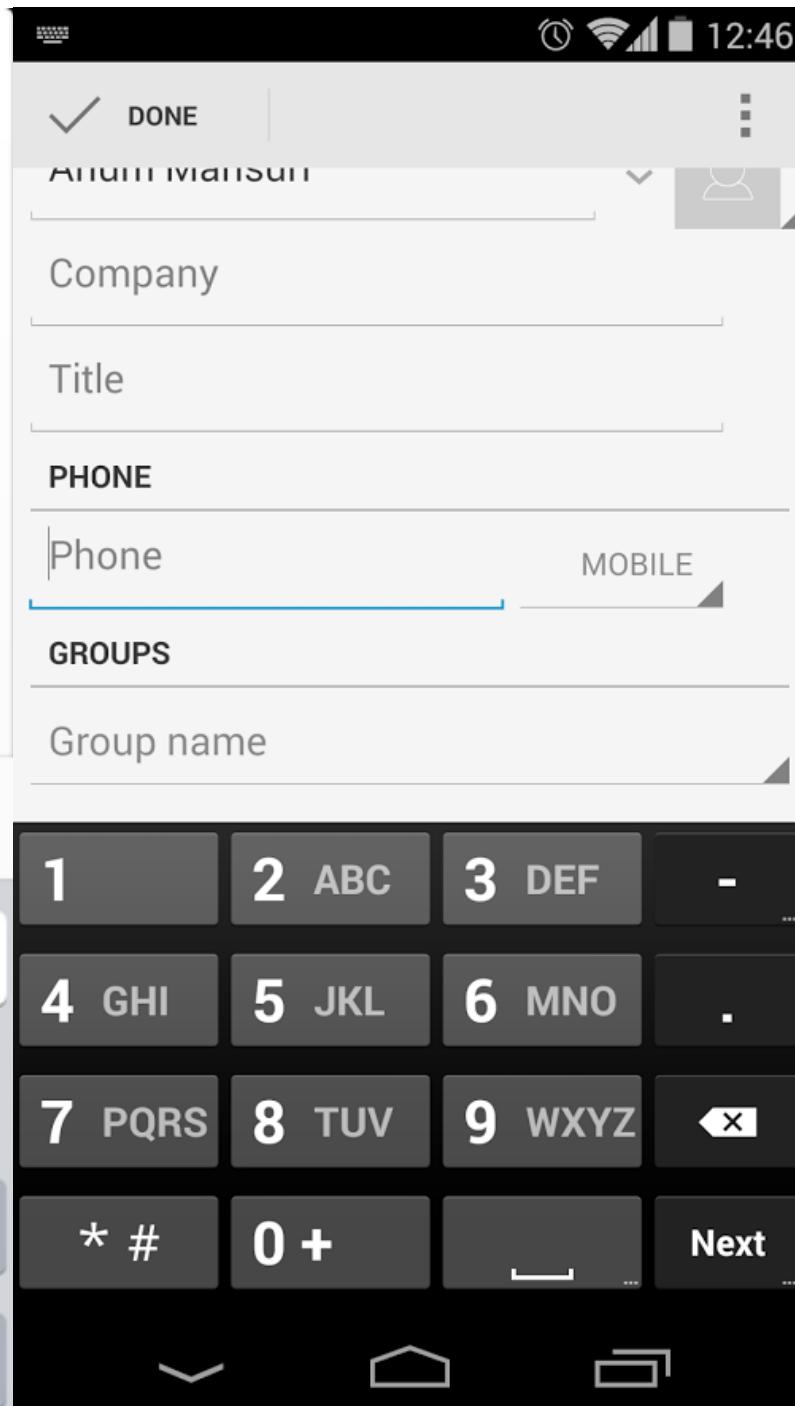
Robin Raszka

Write something...

PUBLIC



Done



## Problem

The user wants to enter information quickly.

## Solution

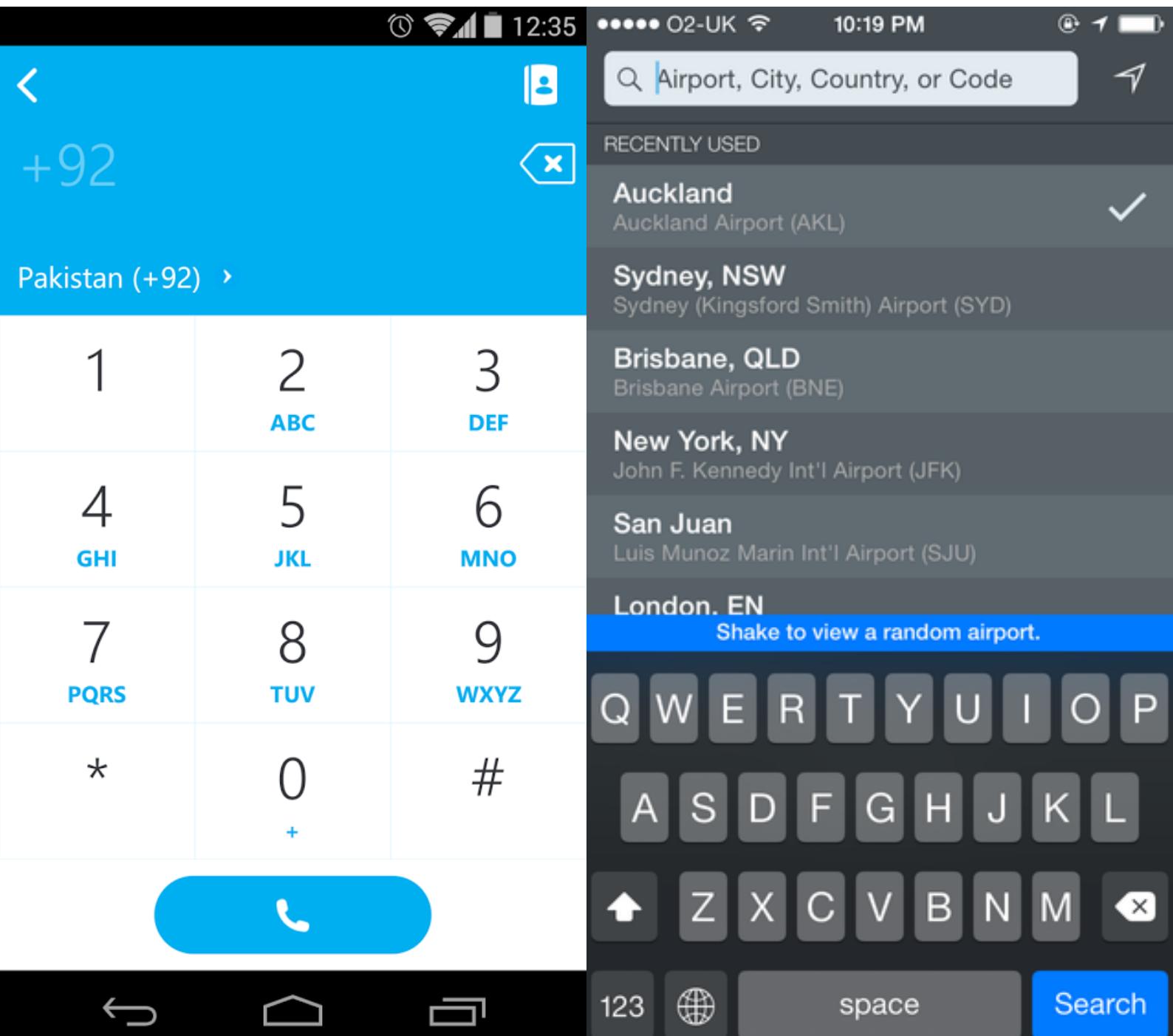
Give users the keyboard that's relevant to the data they are entering when they tap into a section of the app that allows for entering information. This saves them from having to move between the alphanumeric screens to find the right buttons, or taking an extra step to access the keyboard. Not only is this convenient for the user, it also serves as an indication of what kind of input is expected from them. Mobile platforms allow text fields to be marked accordingly and this allows for some flexibility in terms of which buttons are displayed more prominently.

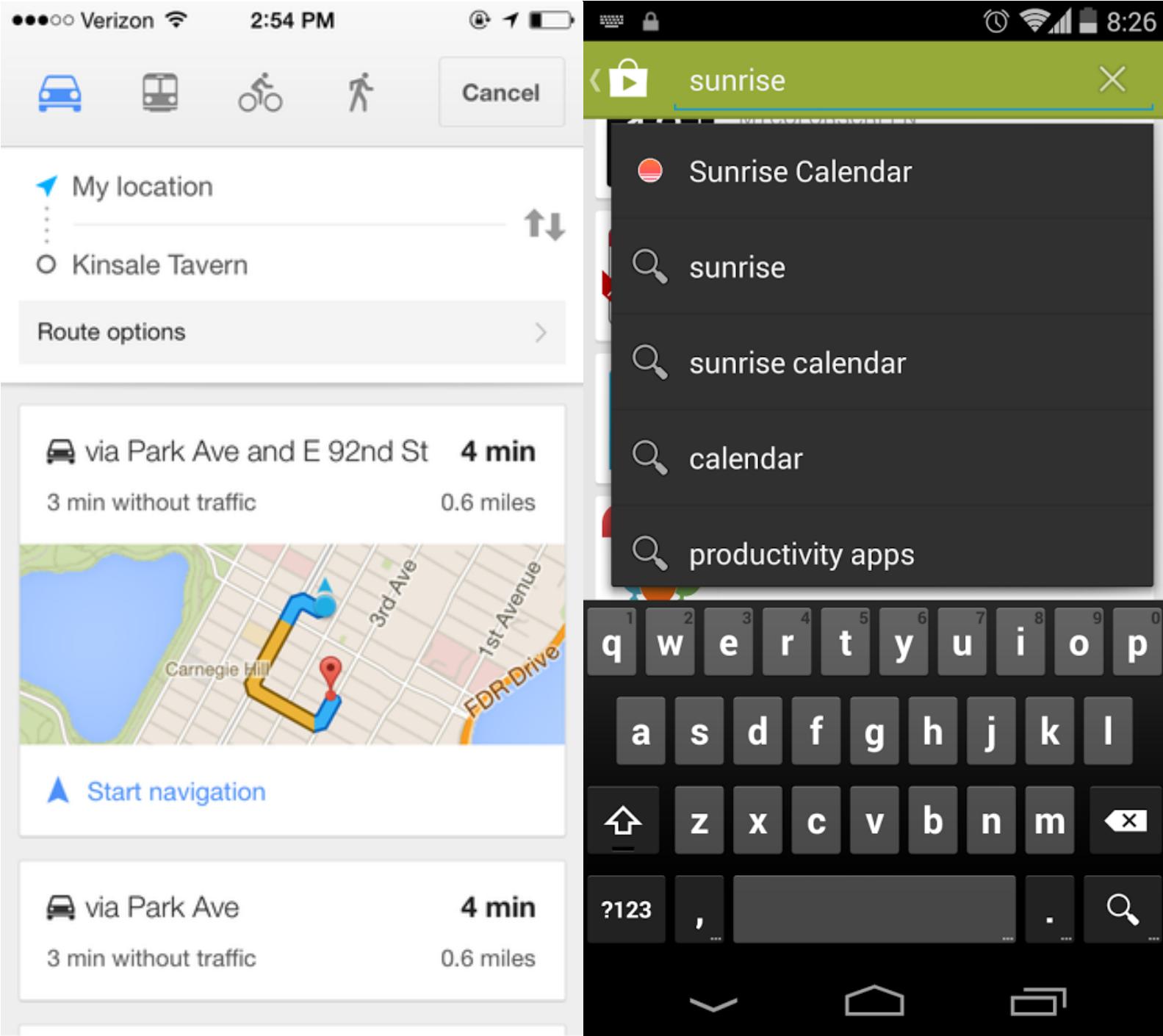
For example, when entering phone numbers in address books or dialers, the user doesn't need the full keyboard. When they tap on these fields, the numeric keypad pops up instead of the full keyboard, making the process more streamlined by doing away with the distraction of unnecessary buttons. Similarly, tapping on a URL bar in the browser brings up a slightly modified keyboard in which the "/" and ".com" buttons are displayed next to the spacebar instead of behind the symbols key. By hooking into these smart keyboard types provided by the system, your UI can adapt according to what the user is currently trying to do.

# Default Values & Autocomplete

## Examples

Skype, Flightboard, Google Maps, Google Play Store





## Problem

The user wants to complete actions quickly.

## Solution

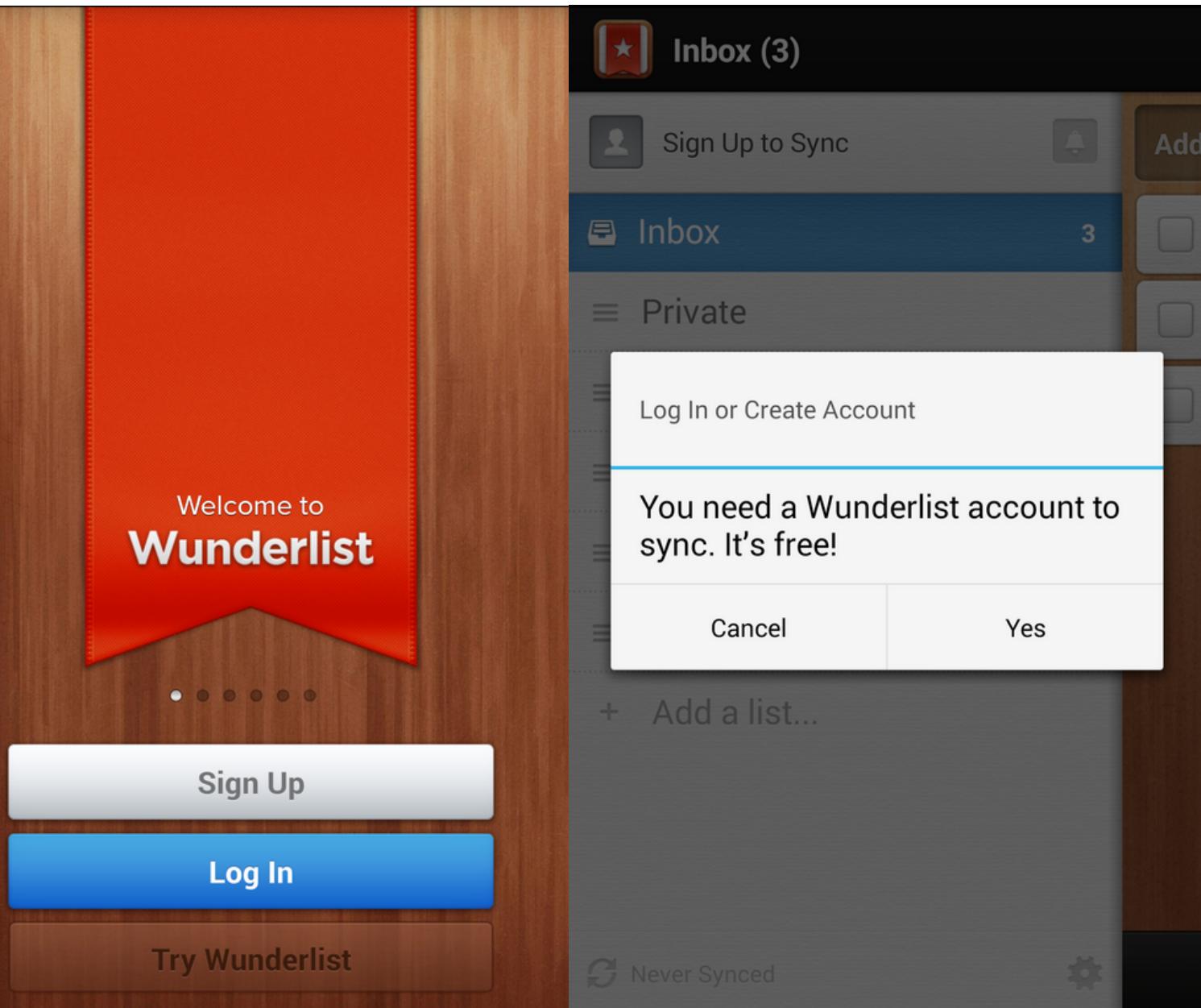
Anticipate frequently selected items and make data entry easier for the user by providing them with pre-populated default values or prompts based on previously entered data. This can be paired with autocomplete functionality like in the Google Play Store search, significantly improving the user experience by speeding things up. This pattern can be particularly useful in standardizing user input and anticipating problems before they occur. Skype, for example, automatically prepends

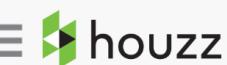
entered phone numbers with the country code. This makes sense from the user's perspective because they aren't used to entering this information on a regular basis, but it's important in this context because Skype is an international calling app. Another way of implementing this is by saving the last item entered by the user and presenting these recently used items when the user goes to enter or search again. For example, Flightboard lists previously used locations below the search box to save users from having to type it in again. Most map or directions apps also implement this pattern, saving the user a few taps by automatically entering the user's current location when searching for directions because that is simply the most common occurrence.

# Immediate Immersion (or “Lazy Signups”)

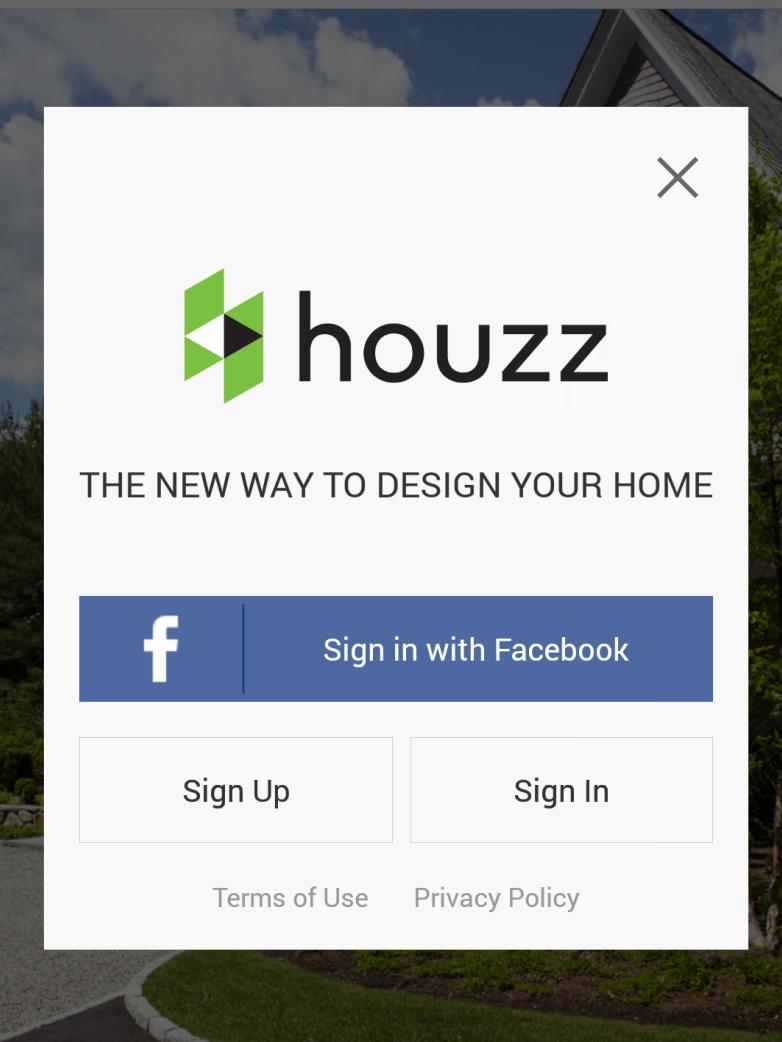
## Examples

Wunderlist, Houzz





Save to Ideabook



Save to Ideabook



## Problem

The user wants to try things out before making a commitment.

## Solution

More applications are letting users immediately immerse themselves in an app before anything else - even signing up or logging in.

Remember, they can only do one thing at a time, and have limited time to test every new product out. With the growing specialization of apps, it's increasingly important that you find quality user or customer leads before nurturing them - they may hate

your product or quickly realize it's not what they wanted. Asking users for the information you need to register their accounts can be a tough ask, and lower signup conversion rates even for qualified visitors. On a positive note, by letting them immediately experience your product, they may get more hooked because of how deeply they were able to explore the app on the first experience. This can work better than the onboarding walkthrough UI pattern we cover next, because it shows the user instead of telling them how things work.

Allowing late registrations doesn't make sense for apps like Carousel or Duolingo, which rely on user data to function, but apps like Wunderlist or Houzz can allow their users to come in and use the app before asking them to identify themselves. Oftentimes, registration comes with an added benefit which makes it more attractive, like cross-device syncing in Wunderlist or creating an idea book in Houzz. Late registrations may not always be a good idea, but the option to "try-before-you-register" can a great way to increase engagement with your app.

# Action Bars

Examples

Facebook Paper, Behance

The image shows two screenshots of mobile applications demonstrating different action bar styles:

- Top Bar:** A horizontal bar at the top of the screen showing signal strength, time (11:15 PM), battery level, and signal strength again (1:10 PM). Below this are standard iOS-style controls: "Done" (orange), "Undo" (grey), a magnifying glass icon, a plus sign, a wrench icon, a back arrow labeled "Activity", and three circular icons with "i", "+", and "↑".
- Facebook Paper Screenshot:** This section shows a note creation interface. On the left, there's a text area containing "Urna Semper", "Instructor's Name", and "January 7, 2014". To the right is a preview area for a note titled "Polymer clay // Modeling // Series 1" with the subtitle "Character Design, Illustration, Toy Design". The preview shows a pink bookmark icon, a view count of 3,977, a like count of 479, and a comment count of 39. Below the preview is a profile picture for "Larissa Honsek" and a blue message icon.
- Behance Screenshot:** This section shows a project page for "Geology 1" with the subtitle "Sed et lacus quis en". Below the title is a large text block: "Lorem ipsum dolor sit amet, ligula suspendisse. Quisque euismod, nunc id ultricies, nisi est lacinia, nisl nisl, nisl nisl". At the bottom is a keyboard overlay.

## Problem

The user wants quick access to frequently used actions.

## Solution

Provide quick access to important actions from the app's action bar (or "toolbar" in iOS terminology). While navigation bars have dominated web and early mobile application design, the use of other patterns like drawers, slideouts & sidebars, links to everything, button transformations, vertical and content-based navigation have allowed for more simple app views that can focus on primary and secondary actions, and less on secondary navigation. Common actions are search, share and creating new content within the app. This persistent menu helps users become familiar with the UI but also clears away some clutter by focusing on the important actions that are relevant to the user.

# Social Login

## Examples

Beats Music, Flipboard, Fancy, Duolingo

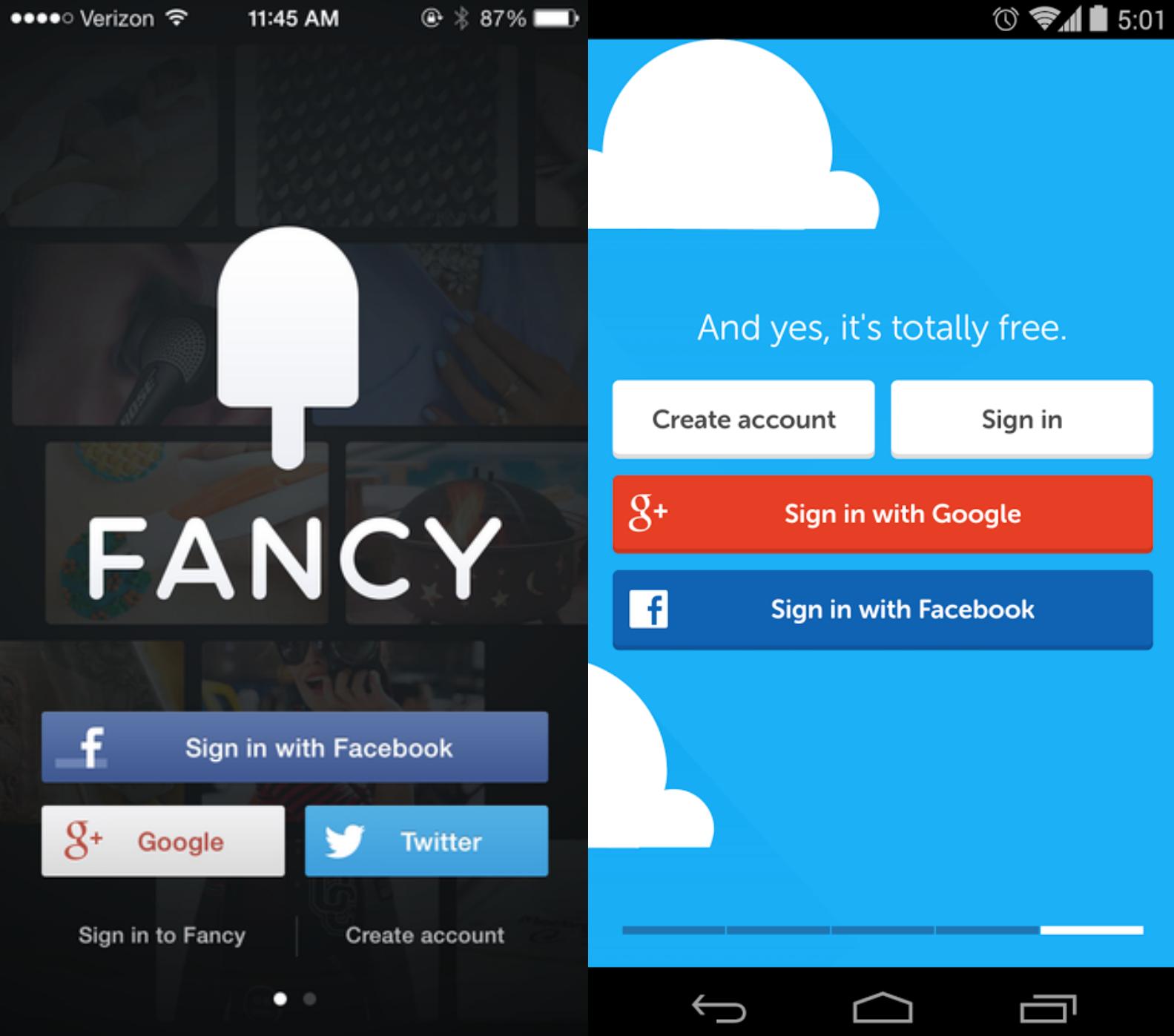
The image displays two screenshots of mobile applications illustrating social login features.

**Left Screenshot: beatsMUSIC Login Screen**

- Top status bar: Verizon, 1:12 PM, battery level.
- Header: beatsMUSIC
- Input fields: Email address OR username, Your password, Forgot Password?
- Large central button: Log In
- Text: Or Log In using
- Social login icons: Facebook (blue circle with white 'f'), Twitter (blue circle with white bird icon).

**Right Screenshot: Save Your Flipboard Sign-up Screen**

- Top status bar: battery level, 9:11.
- Header: Save Your Flipboard
- Text: Almost there! Create your Flipboard account.
- Buttons: g+ Sign up with Google (orange), f Sign up with Facebook (blue).
- Text: or via email
- Form fields: Full Name, Email (Required), Password.
- Large button: Save Your Flipboard
- Bottom navigation icons: back, home, recent apps.



## Problem

The user wants an easier way of signing up and logging in.

## Solution

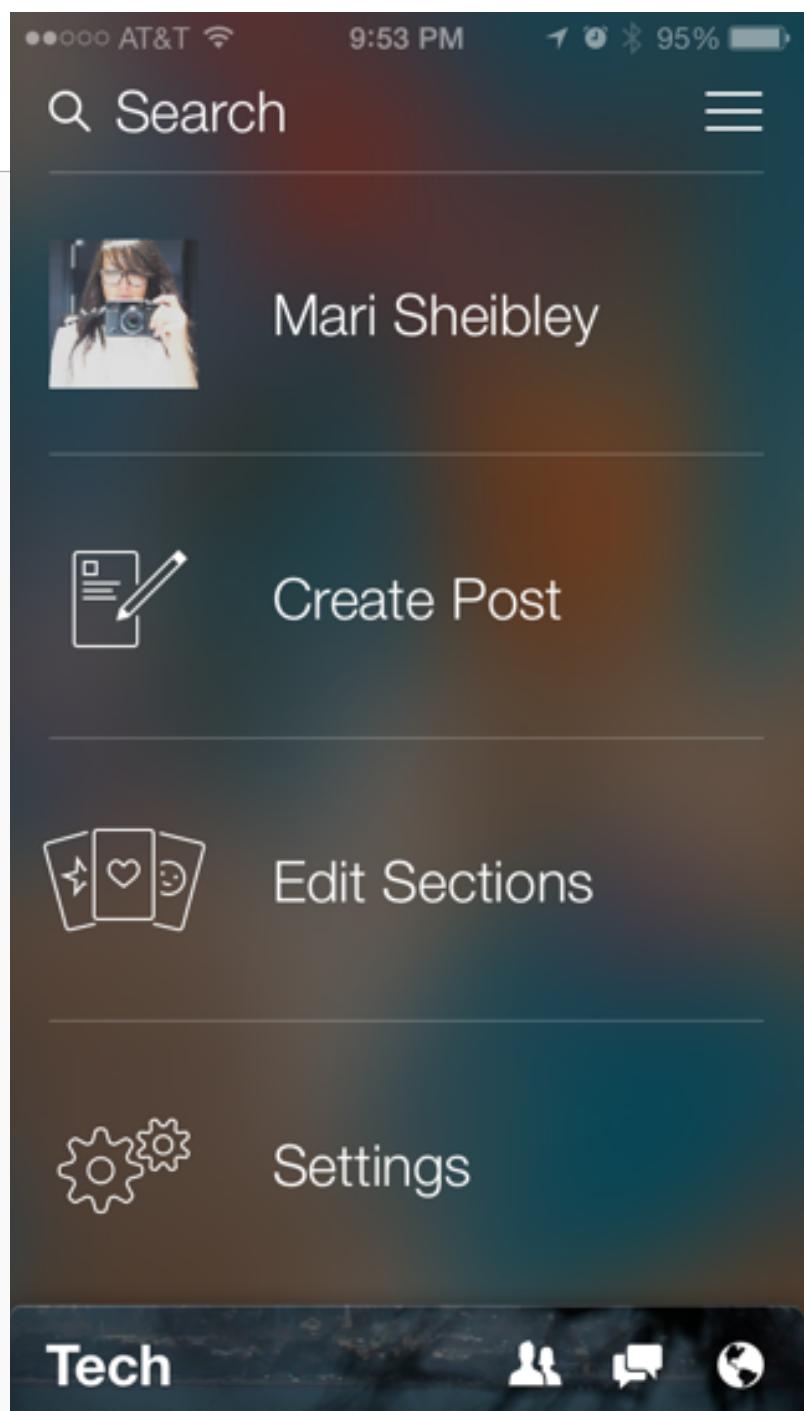
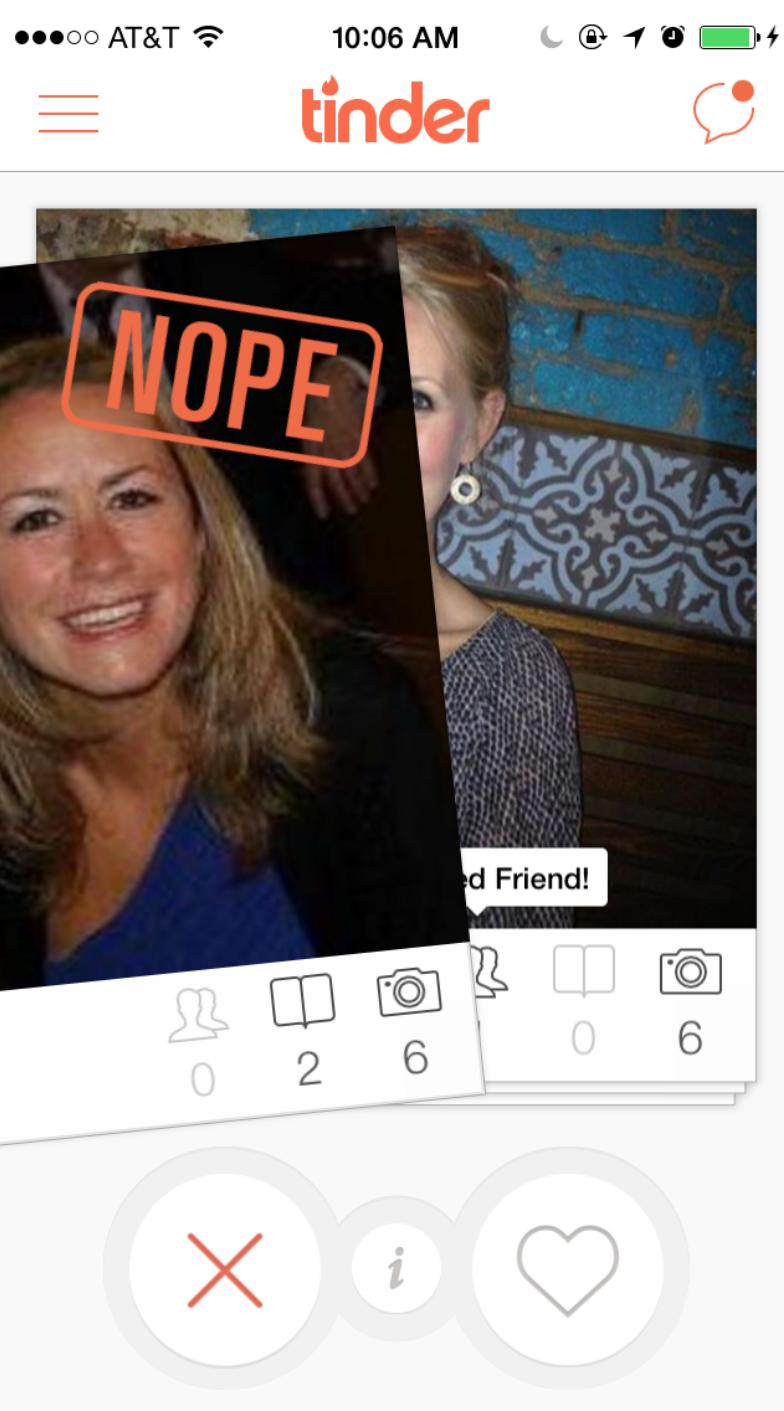
Integrate social sign in methods that allow users to login through their existing accounts. This means they have one less username/password combination to worry about, and at the same time, you don't have to worry about password security as much. Facebook, Twitter and Google are the major OAuth login providers and depending on the platform and target audience, you can implement all or either of these in your app instead of having users set up a separate account that they may

or may not end up using in the future. Using this signup and login pattern can also provide you with some basic data about the user (which feeds into data auto-population as they use the application), all the while making it easier on them by not forcing them to type their details into the strange new app they just downloaded. This simple feature can go a long way in drastically improving your UX, and no wonder this pattern is well on its way to becoming an expectation.

# Huge Buttons

## Examples

Tinder, Facebook Paper, Shazam, Spotify



TAGGING

MY TAGS

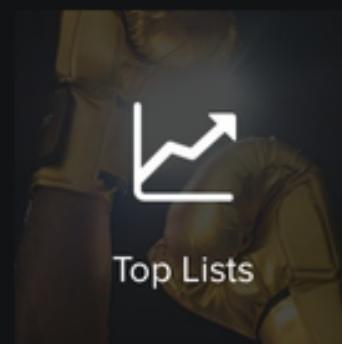
NEWS

EXPLOF

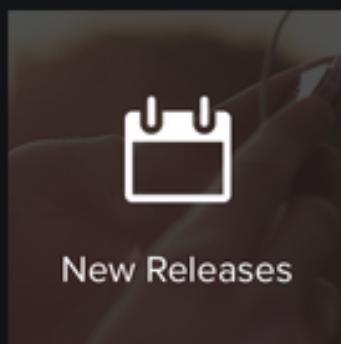


BROWSE

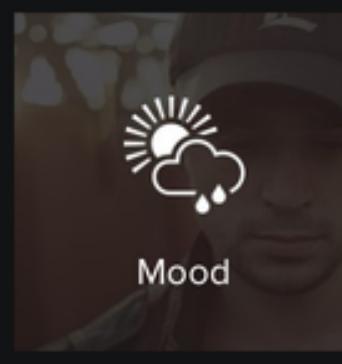
Touch to Shazam  
Music or TV



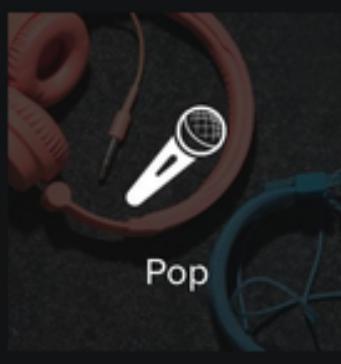
Top Lists



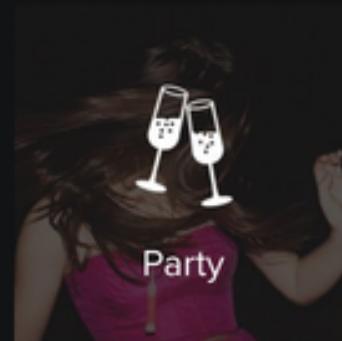
New Releases



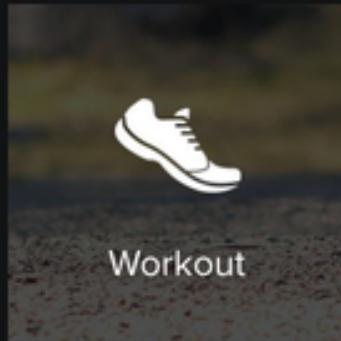
Mood



Pop



Party



Workout



Hit The Floor

Linkin Park



## Problem

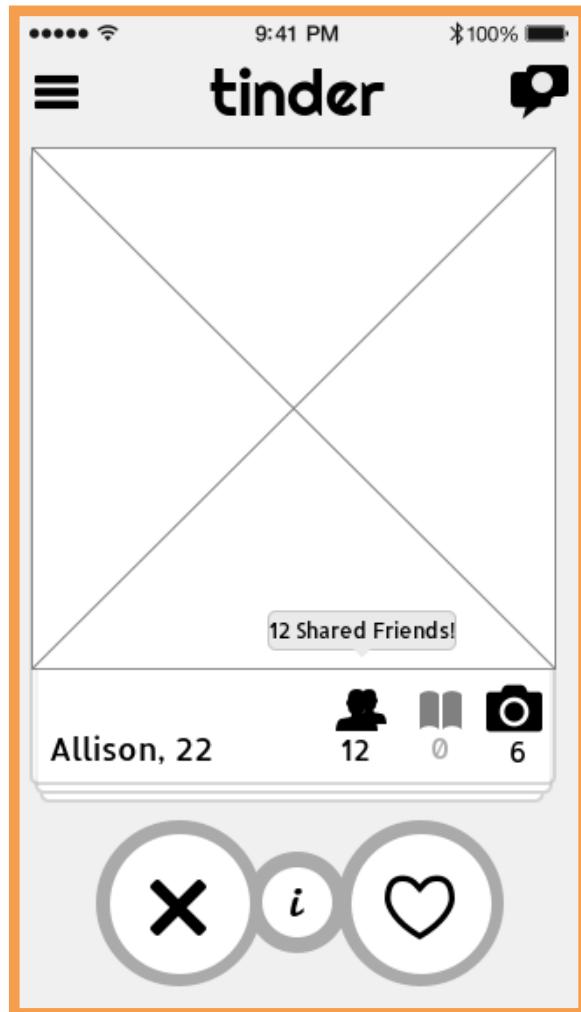
The user wants to know immediately which actions they can take.

## Solution

The ideal touch screen tap target size may be 72px, but some apps like Tinder also give you huge buttons so you know exactly what to do and can do it quickly wherever you are and whatever you're doing - it's pretty hard to miss these massive buttons, even if you're not looking. This is particularly valuable in more simple applications where there are limited actions a user needs to take and, thus, more reason to make it easier for them to take those actions in various contexts. Shazam for exam-

ple, is meant to be used while watching TV or listening to music, and it really only does one thing. The huge buttons are a great improvement for the user who's trying to multitask in this distracted state.

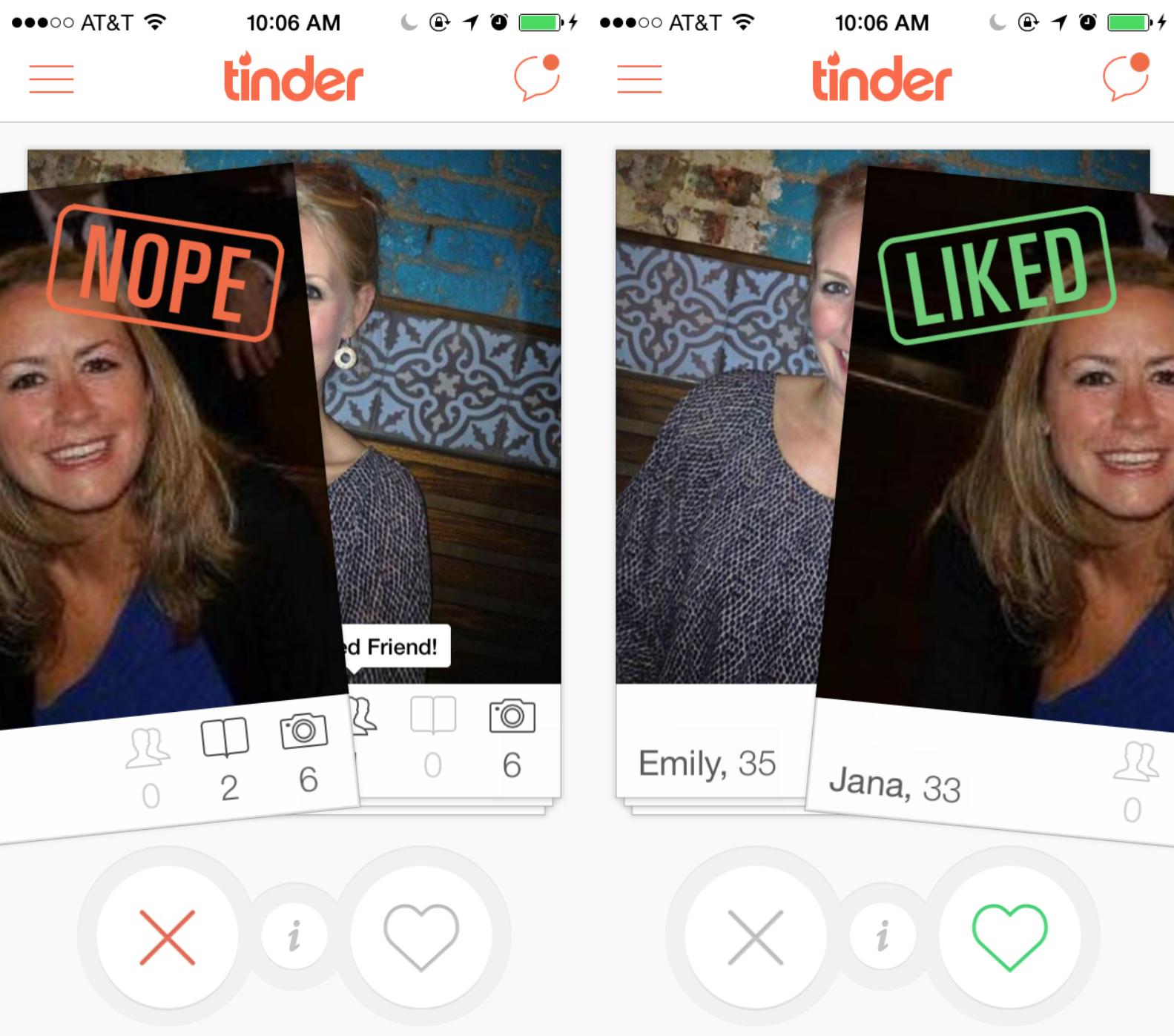
Click to use this wireframe in UXPin



# Swiping for Actions

## Examples

Tinder, Mailbox, Google Now





Help Me Get to Zero

Search



Craig, Colin, & Me to N  
**Burning Man.**  
Probably not. But cons  
Bottle Rock...



First Round Review 9:59 AM

**How Squarespace's CEO Pivoted t...**

View this email in your browser How  
Squarespace's CEO Pivoted to Scale f...

Rachel Vitale 6:40 AM

**Re: Room for Rent in Avalon Missio...**

Hello Chris, Also, here is my linkedin -  
<http://www.linkedin.com/pub/rachel-vi...>

Active Junky 5:05 AM

**REI Outlet Sale: 35% Off North Fac...**

If you are unable to see the message  
below, click here to view. The North Fa...

Jasmine & Me Apr 28

**bright, white smiles!**

Hey Chris, Sorry for not getting  
back to you earlier. What I meant...

5 >

Cards appear here when you  
need them

Over time, prediction improves and more  
cards appear. To see examples, check out  
the sample cards.

[Show sample cards](#)

Swipe cards away when you  
don't need them



Go on, try it.

## Problem

The user wants to focus on particular content.

## Solution

Allow content to be swiped or moved out of the way. This provides users with a very intuitive way of handling the information on screen. For example, the “cards” in Google Now can be swiped away when you don’t need them to clear up the clutter; similarly, profiles in Tinder can be swiped to the right or left to indicate a positive or negative response. This pattern is different from the swipe views we talked about in navigation patterns. Here, the swipe gesture is being used for an action rather than

just browsing.

Some apps combine the two kinds of swipe patterns, for example Carousel, which lets you browse through multiple photos by sliding them to the side, as well as manipulating them by swiping upwards or downwards to share or hide them. Mailbox popularized the side-to-side swiping actions for email clients, allowing you to mark emails as read and schedule them for follow-up by swiping right or left, respectively. Secret let's you discover new actions the way it let's you discover new menus. Swipe left on a secret and you like it.

# Notifications

## Examples

LinkedIn, Facebook, Airbnb, Twitter

The image shows a smartphone screen with two open notification panels. On the left is the LinkedIn mobile app. At the top, it shows 'Verizon' signal strength, time '9:04 AM', battery level '52%', and a lock icon. Below the header is a search bar with 'Search for people'. A blue 'in' logo has a red notification badge with the number '3'. Underneath, there's a section for 'Invitations' with a count of '2'. Two invitation cards are listed: one for 'Silvia Weinzette...' (Lead Designer at BAB design studio) with a red 'X' and a green checkmark; and another for 'Jimmy Smith' (Founder at Tapview) with a red 'X' and a green checkmark. Below these is a 'Messages' section with a count of '1', showing a message from 'Dr. David Comfort, D.Phil' about an investment opportunity, followed by a reply from 'Dear Robin,'. At the bottom of the LinkedIn panel, there's a partial view of a message from 'Michael Johnson' about a meeting. On the right is the Facebook mobile app. The top header shows 'News Feed', time '8:32', and a battery level of '100%'. Below the header are several navigation icons. A news story from 'PIA' (Pakistan International Airlines) is displayed, showing a hand holding a cup of red tea next to a meal tray with sandwiches and fruit. The story text reads: 'I've stopped adding PIA to my flight reviews because the food is so bad. I飞到上海. The kahwa tastes better.' A blue callout bubble says '↑ New Stories'. Below the story are comments: 'Caution: the images on box are deceiving. The food inside is nowhere similar to the images'. At the bottom of the Facebook panel are buttons for 'Status', 'Photo', and 'Check In'.



## Rooms &amp; Beds

Just a **little more** about your apartment...



Complete!

Bathrooms



1



Next



## Messages



**Marcus Nelson** @marcusnelson 1500d  
Plz vote both of these up: su.pr/  
5HKqzi bit.ly/bVqJ5Y >



**Guy Kawasaki** @GuyKawasaki 1870d  
← The pitch is more important than the biz plan. Why then does... >



**Ada Kwan** @kwantada 1921d  
← because i helped u w twitter?  
Shouldnt take it THAT seriously :... >



**Eric Miltsch** @emiltsch 1923d  
← christopher.bank@gmail.com.  
thanks again for being so helpful... >



**Tatyana Kanzaveli** @glfceo 1927d  
Welcome! You can join the discussion by sending 'd glfceo... >



**Patrick Merg** @patmerg 1929d  
Thank You for the Follow! Learn more @ patmerg.blogspot.com >



Timelines



20+  
Notifications



Messages



Me

## Problem

The user wants to know about new activity or actions they should take at a glance.

## Solution

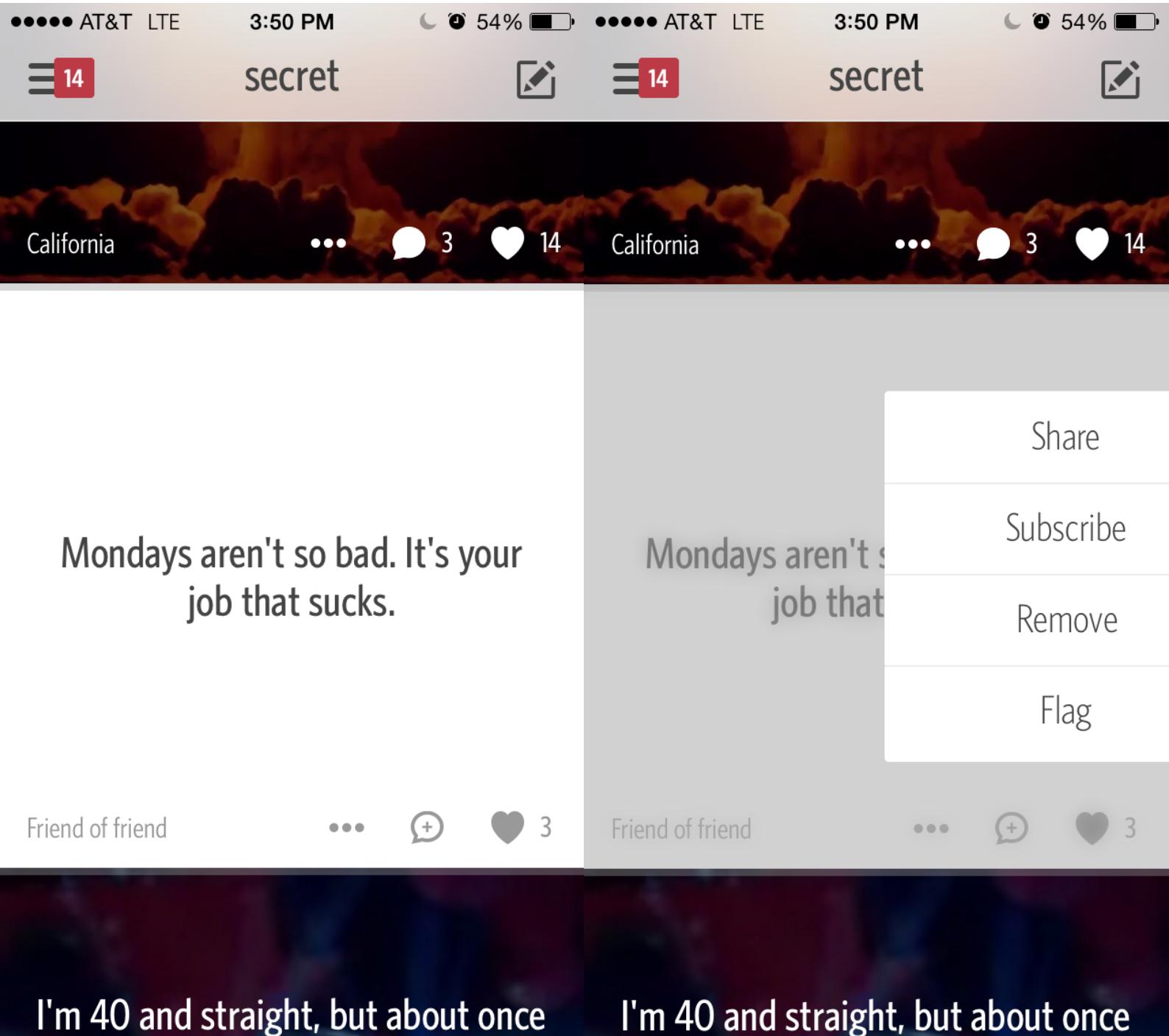
Highlight recent activity by visually marking new content. There are several implementations of this pattern. For example, placing a numbered badge on the label was popularized by iOS but can be seen in many other apps now such as LinkedIn, Facebook or Quora. Twitter does this as well for the notifications button but also has a small dot on top of the timeline icon to indicate new activity in a more subtle way. Another way to display notifications is with a banner that drops down within the

app to show new activity. The Facebook app does this as well, showing a small pop-up when there are new items in the newsfeed.

# Discoverable Controls

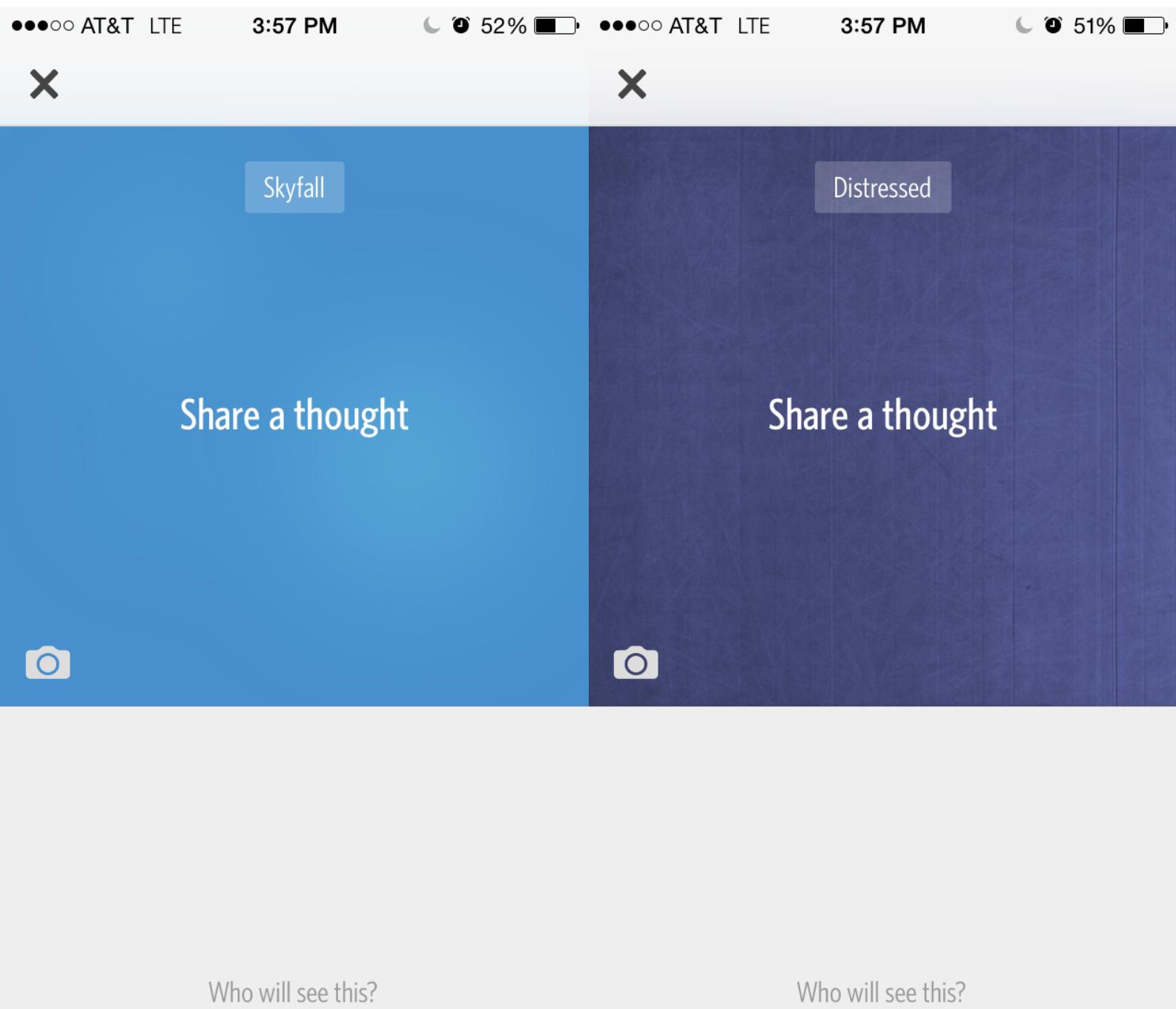
Examples

Secret



## Examples

Secret



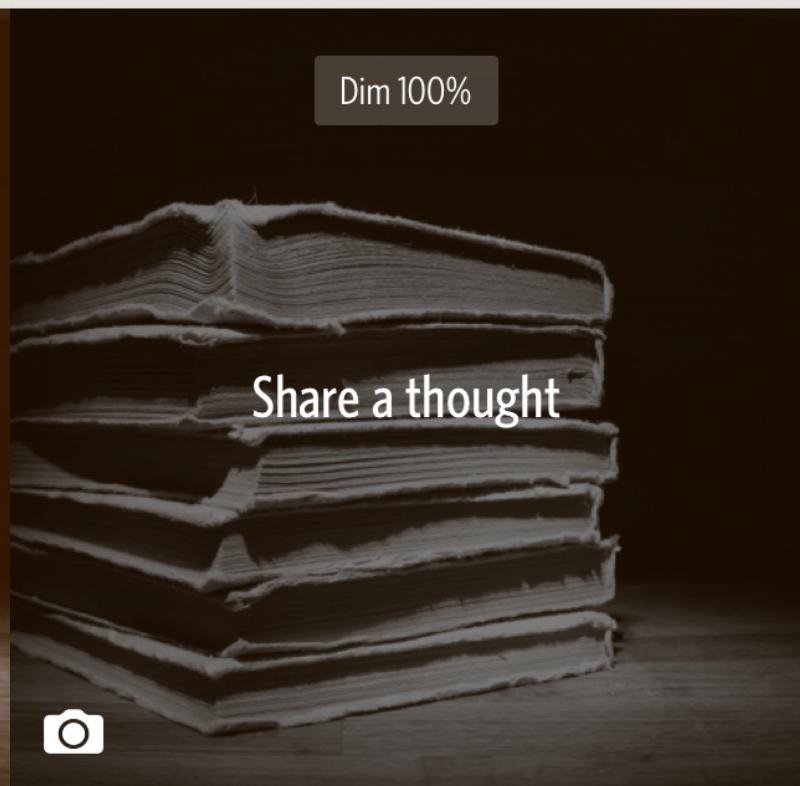
## Examples

Secret

●●●○○ AT&T LTE      3:55 PM      ☽ 53% 🔋 ●●●○○ AT&T LTE      3:55 PM      ☽ 53% 🔋



Share a thought



Dim 100%

Share a thought

Who will see this?

Who will see this?

## Examples

Uber

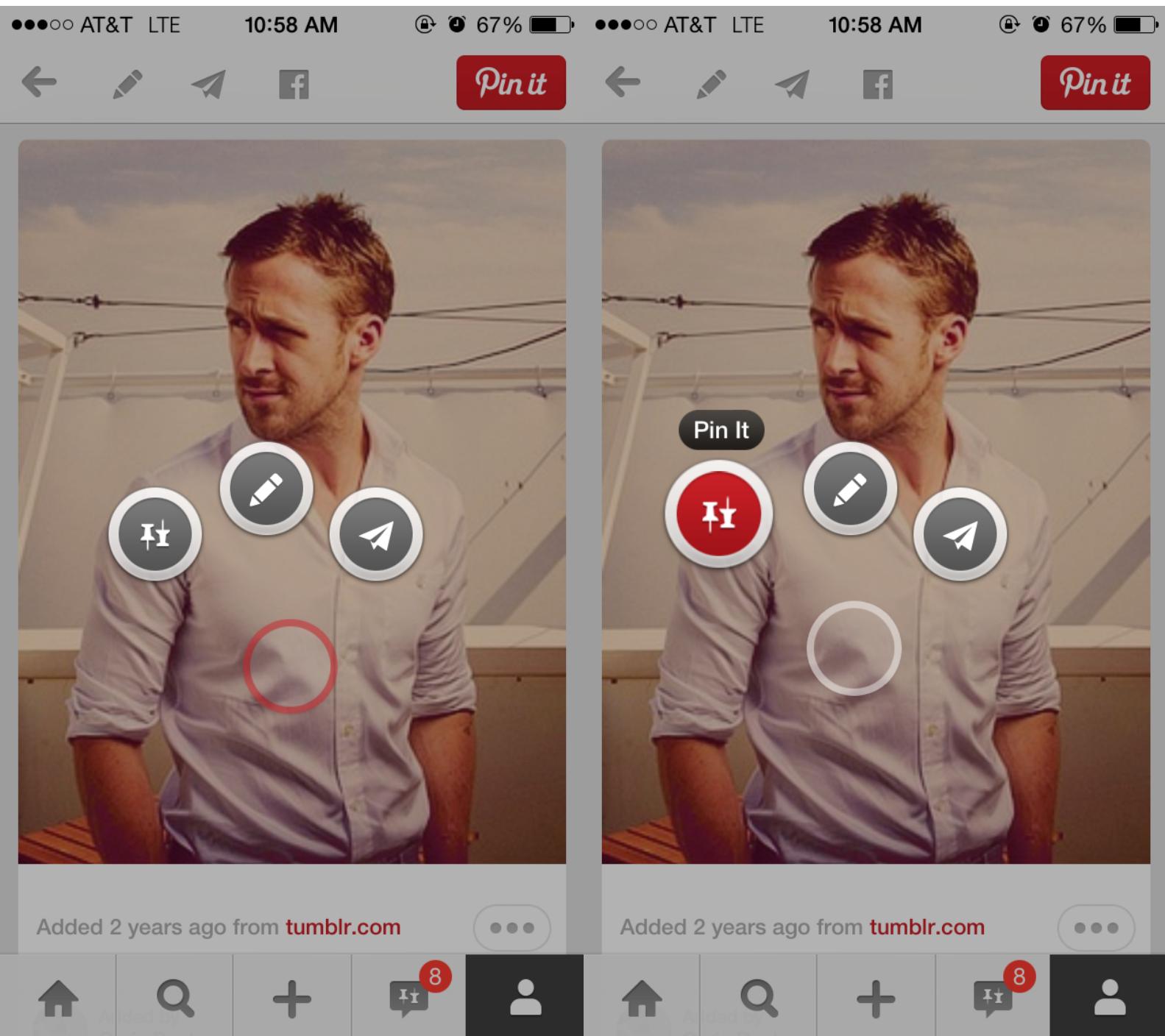
The image consists of two side-by-side screenshots of the Uber mobile application.

**Left Screenshot:** This screenshot shows the initial pickup location setup screen. At the top, it displays "PICKUP LOCATION" and the address "265-297 KING STREET". Below this is a map of San Francisco's South Beach and Mission Bay areas. A green dot marks the pickup point at King Street and Harrison Street. A black callout bubble with white text says "SET PICKUP LOCATION" followed by a right-pointing arrow. In the bottom left corner, there are four vehicle icons: TAXI, uberX (selected), BLACK CAR, and SUV. The top of the screen shows standard smartphone status icons: signal strength, AT&T, battery level (44%), and the time (3:03 PM).

**Right Screenshot:** This screenshot shows the fare estimation screen. It displays the same pickup location and map. A dark overlay box in the center contains the fare breakdown: "\$3 BASE FARE" plus "\$0.30 / MIN and \$1.50 / MILE". Below this, a section titled "CHOOSE YOUR UBER" lists vehicle options with their respective icons: TAXI, uberX (selected), BLACK CAR, and SUV. It also shows the estimated ETA ("1 MIN") and minimum fare ("\$6").

## Examples

### Pinterest



## Examples

Snapchat, Facebook Messenger

The image shows two screenshots side-by-side. The left screenshot is from the Snapchat 'Add Friends' screen, dated 4:04 PM, showing a list of users who have added the user. It includes profile pictures, names, and a 'Delete' button next to each entry. The right screenshot is from the Facebook Messenger inbox, dated 10:03 AM, showing a list of messages from various contacts. It includes profile pictures, message snippets, and timestamped messages.

**Snapchat Add Friends Screen (Left):**

- Ng (Profile picture: Placeholder)
- Neal Mueller (Profile picture: Placeholder)
- stephleigh822 (Profile picture: Placeholder)
- Anny Hong (Profile picture: Placeholder)
- Sunita Mohanty (Profile picture: Placeholder)
- Esther Perel (Profile picture: Placeholder)
- Meera Atreya (Profile picture: Placeholder)

**Messenger Inbox Screen (Right):**

- Sorry for late text - biking ho... (Message from **Omar Jalalzada** at 11:22 pm)
- filling out the spreadsheet? ✓ (Message from **Omar Jalalzada** at 11:22 pm)
- Matt, Craig, Dan night (Message from **Matt, Craig, Dan** at 11:13 pm)
- 10:58 pm s charm... ↴ More Mute Delete (Message from **Anny Hong** at 5:47 pm)
- You sent a sticker. ✓ (Message from **Anny Hong** at 5:47 pm)
- hey chris - thanks for the invit... (Message from **Sunita Mohanty** at 2:29 pm)
- Dear Esther -- ↴ (Message from **Esther Perel** at 2:05 pm)

**Bottom Navigation Bar (Both Screens):**

- Recent (Blue icon)
- Groups (Icon with three people)
- People (Icon with a list)
- Settings (Gear icon)

## Problem

The user wants quick access to controls that are secondary or only relevant to specific sections or content in the application.

## Solution

Clear up the clutter and let users discover particular actions only when they need them. These invisible controls can be accessed by any gesture - swipe, tap, double-tap, long-press etc. (which we talk about in the gestures pattern). This gives you the ability to keep these actions off-screen, saving some valuable real estate. Secret, for example, uses gestures instead of visible controls. Swipe right and you'll expose an action menu, which is a minimalistic version of a drawer pattern which we've covered earlier. When creating content, users can swipe horizontally or slide their finger vertically across the background to change its color and pattern, or in case a picture is being used, its brightness, saturation or blur. There are no other controls that let you do this - nor should there be. This UI design pattern is so intuitive and clean that you're bound to see a lot more of this type of interaction. Pinterest is another app that uses gestures to hide action buttons. A long-press on an image reveals buttons that let users pin or comment on it by dragging the pop-up control to the button.

Uber is an alternative implementation of this design pattern. Uber also lets you toggle between booking a ride and seeing the fare estimation by tapping the slider button once you've chosen which ride type you want. This is a simple yet important UI design pattern that makes me smile every time I'm doing five things while trying to get a ride somewhere, but want to make sure Uber isn't ripping me off with surge pricing. Snapchat and Facebook Messenger let you access features when you need them by swiping any friend left.

# Expandable Inputs

## Examples

YouTbe, Twitter

•••oo AT&T 74% 5:12 PM

•••oo AT&T 74% 5:12 PM

What To Watch

YouTube

Shark Tank - Season 5, Episode 27 - May 2nd, 2014 (Full Episode) HD

42:05

Recommenad for you

Chris Sacca

1:29:42

- Startups - Chris Sacca of Lowercase Capital Pt. 2- TWiST #295

Recommenad for you

Q W E R T Y U I O P  
A S D F G H J K L  
123 Z X C V B N M space Search



Search Twitter

Home

Discover

Activity

Home

Discover

Activity



56

26



56

26

**Maria Popova** @brainpicker

3h

"Everybody is dealing with how much of their own aliveness they can bear..."  
[j.mp/1kdbMh9](http://j.mp/1kdbMh9)



27

26

**Maria Popova** @brainpicker

3h

"Everybody is dealing with how much of their own aliveness they can bear..."  
[j.mp/1kdbMh9](http://j.mp/1kdbMh9)



45

43

**Mike Lane** @mlane

3h

20 Web Design Learning Resources You Should Know [buff.ly/1qhlGnh](http://buff.ly/1qhlGnh)



1

2

**Mike Lane** @mlane

3h

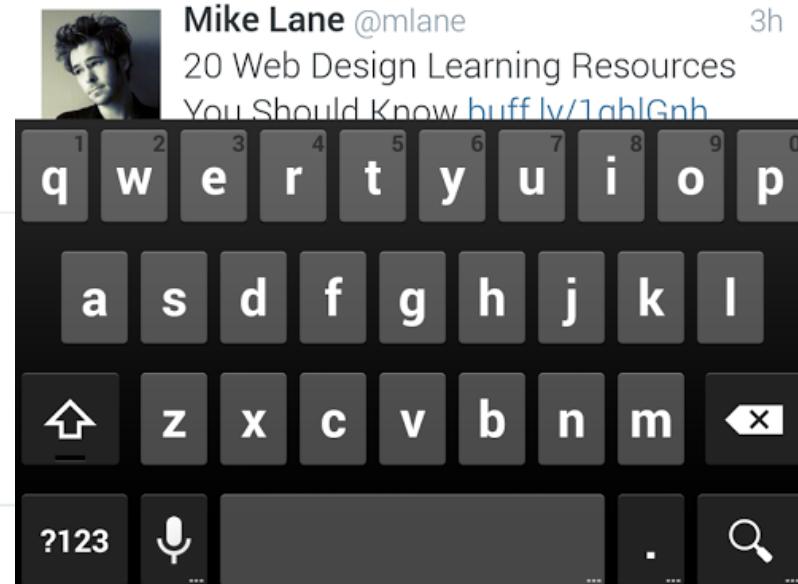
20 Web Design Learning Resources You Should Know [buff.ly/1qhlGnh](http://buff.ly/1qhlGnh)

**Ars Technica** @arstechnica

3h

MT @orege Interstellar is my most-anticipated movie of 2014. LOVE this @arstechnica about need of humanity to explore [arstechnica.com/gaming/2014/06...](http://arstechnica.com/gaming/2014/06...)

What's happening?



## Problem

The user wants to focus on the content instead of sacrificing screen real estate to controls.

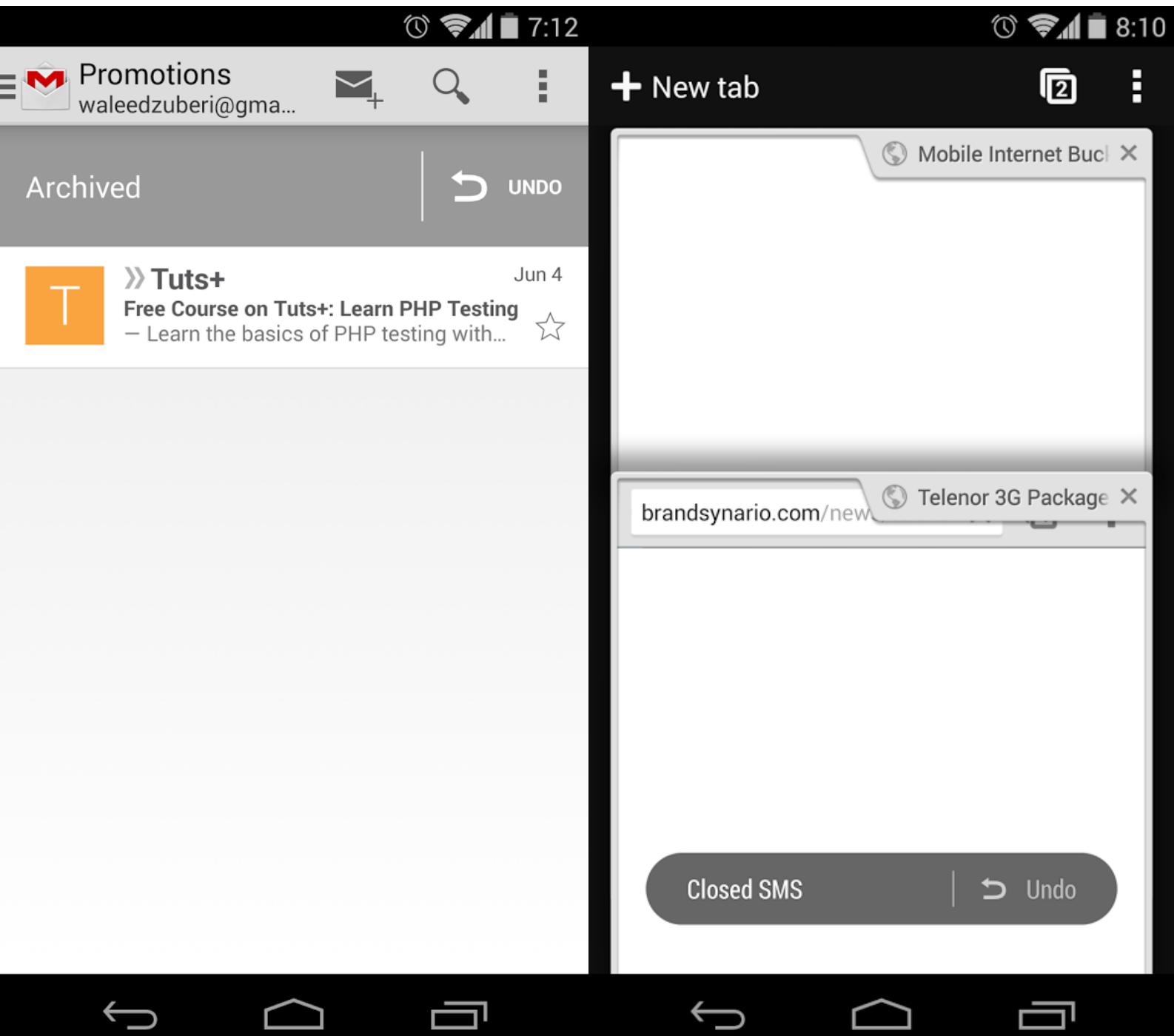
## Solution

Design controls that expand when the user taps on them. This keeps most controls out of the way until the user needs them. For example, YouTube and Facebook conserve screen space by hiding the search bar behind an icon that expands into a search bar when the user taps on it.

# Undo

Examples

Gmail, Chrome



## Problem

The user wants to take actions quickly without interruptions (ex: confirmations) but with the option of reverting accidental actions.

## Solution

Provide an easy way for users to undo their actions instead of just asking them to confirm beforehand. Situations where an action can cause inconvenience or loss of data if done by accident or in haste, for example deleting an email or editing some text. The user may have completed an action because they didn't know what to expect; a forgiving UI that lets them experiment can be more engaging and friendly. The ability to undo is also great for power users, who will appreciate feeling more in control without the UI holding their hand throughout the process repeatedly asking if they're sure they want to proceed. A confirmation popup can be useful at explaining what's about to happen, but user's may not understand the implications until they see the result of their action. In cases like these it's best to get out of the way while providing a safety net in case of mistakes.

Share this ebook  
with friends!



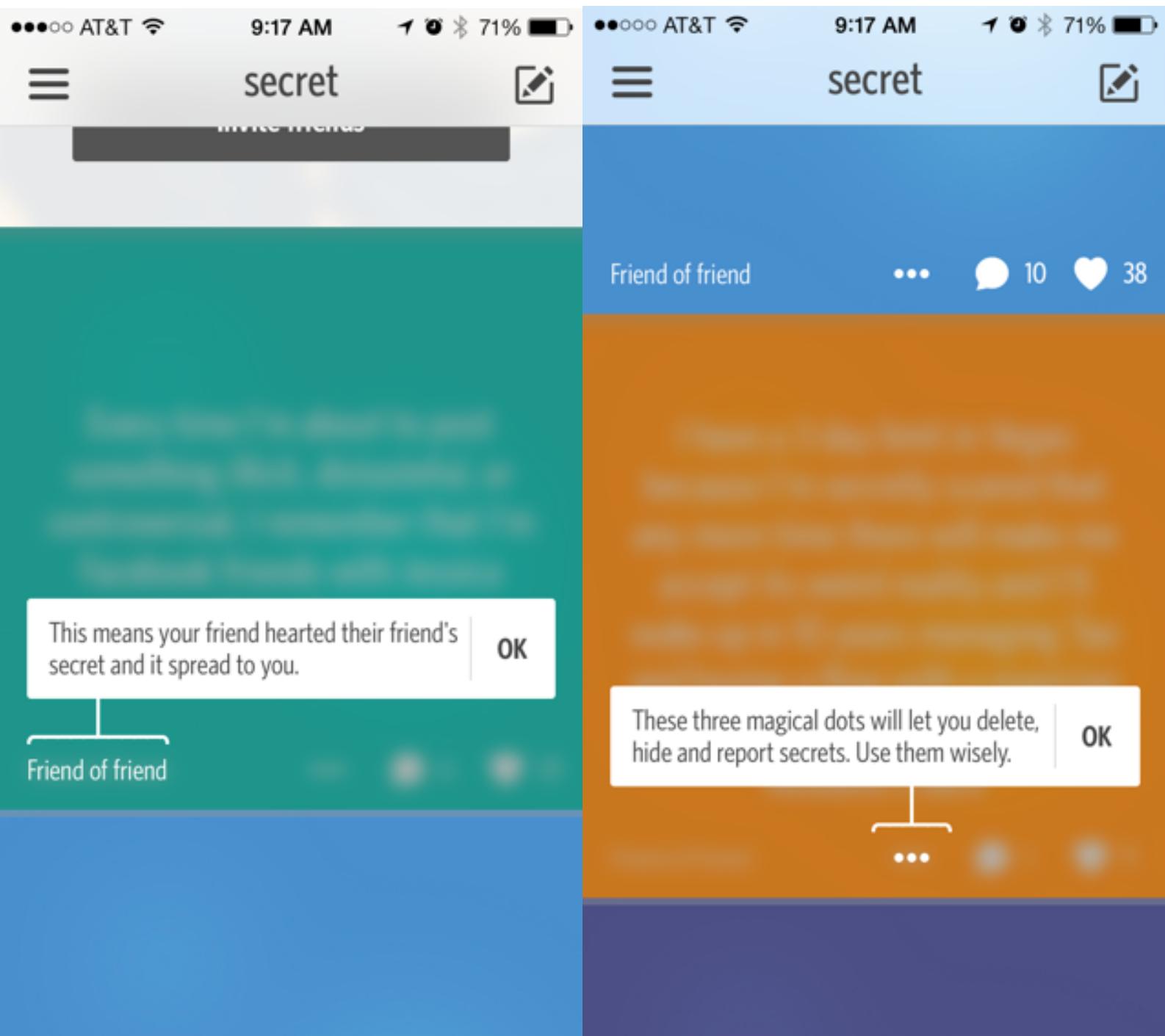
# 4

## Navigation

# Walkthroughs & Coach Marks

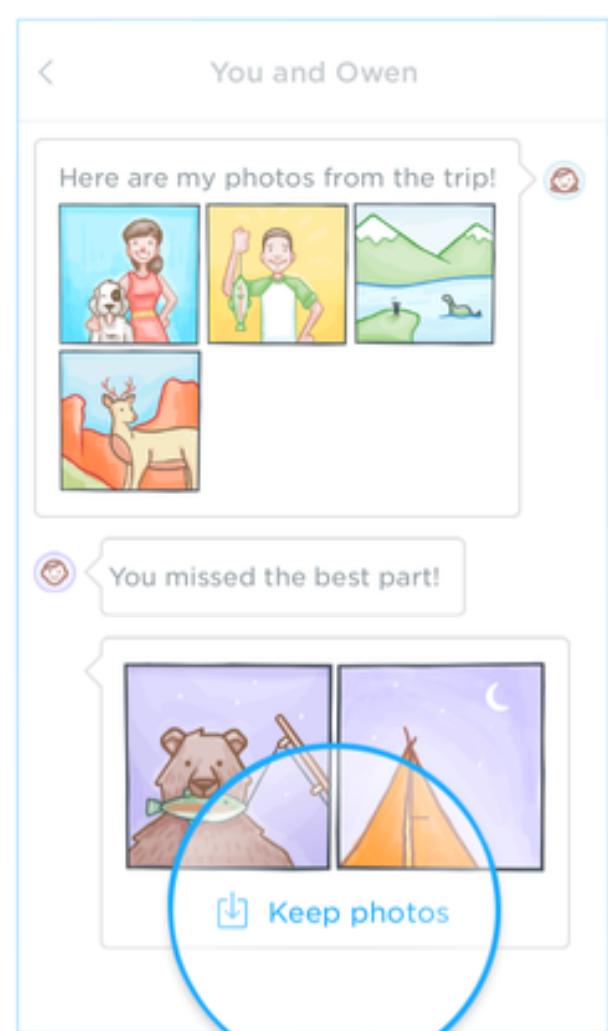
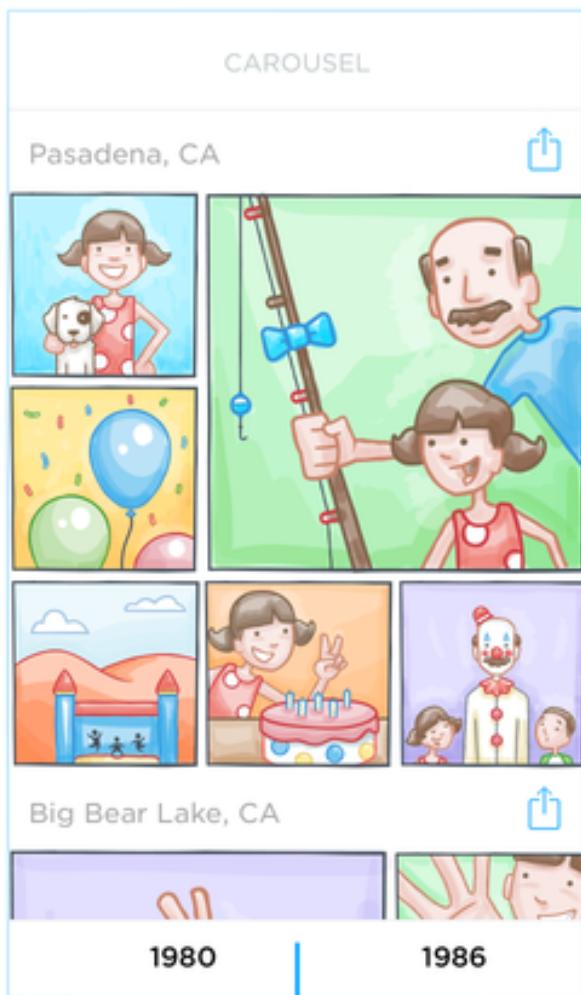
## Examples

Secret, Carousel



Scroll through a lifetime of memories

Save photos from friends to your Carousel



## Problem

The user wants to know how to use the different features of the application.

## Solution

Design a walkthrough or tutorial that demonstrates how each function works. A lot of apps have begun using this technique to show users around when they first launch and there are two basic ways of doing this. Some apps , like Secret or YouTube, go the route of overlay instructions, highlighting important parts of the UI with "coach marks" to explain what they do. Alternatively, some apps like Carousel and Duolingo use the first launch to show a slideshow that walks users through the entire experience, effectively explaining what the user can accomplish with the app.

This walkthrough is also a great time to collect important information that goes beyond simple registrations, much like a setup wizard. The importance of this pattern cannot be stressed enough for any mobile application that isn't immediately intuitive because the more a user knows about your product, the more reasons they'll have to come back.

# Overflow Menus

## Examples

Whatsapp, Gmail, RelateIQ

The screenshot shows a mobile application interface with a dark header bar at the top containing icons for time (11:47), signal strength, and battery level. Below the header is a navigation bar with a green phone icon labeled "Chats", a magnifying glass icon, a plus sign icon, and three vertical dots. To the right of the navigation bar is a "Forums" section with a red envelope icon, the text "waleedzuberi@gma...", and a plus sign icon.

The main content area displays a list of contacts and messages. On the left, there are small profile pictures next to contact names and their status. The list includes:

- Meem Cee (status: Ali: Yayy)
- @PK-CPR (status: Mohammad)
- Family (status: Seema: R)
- Brothers (status: Image checked)
- Comm Commission|Pa... (status: Hussain: True that. 😊) - Yesterday
- Shaza Zulfiqar (status: 6/5/2014) - What have you been upto ?
- Shamilah Rashid (status: 6/4/2014) - :D
- Mohammad Naveed Zaf... (status: 5/31/2014) - Good Year :D

A context menu is open over the "Brothers" contact entry. The menu has a dark background and white text, listing the following options from top to bottom:

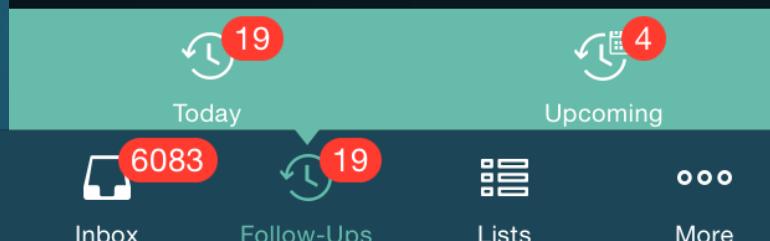
- New group
- New broadcast list
- Contacts
- Settings
- Status

To the right of the menu, another smaller context menu is visible, also with a dark background and white text, listing:

- Account
- Subsidized Tr
- Students, Plea
- Refresh
- Label settings

At the bottom of the screen are standard Android navigation icons: back, home, and recent apps.

## Follow-Ups



### Problem

Users want quick access to additional options or actions they can perform.

### Solution

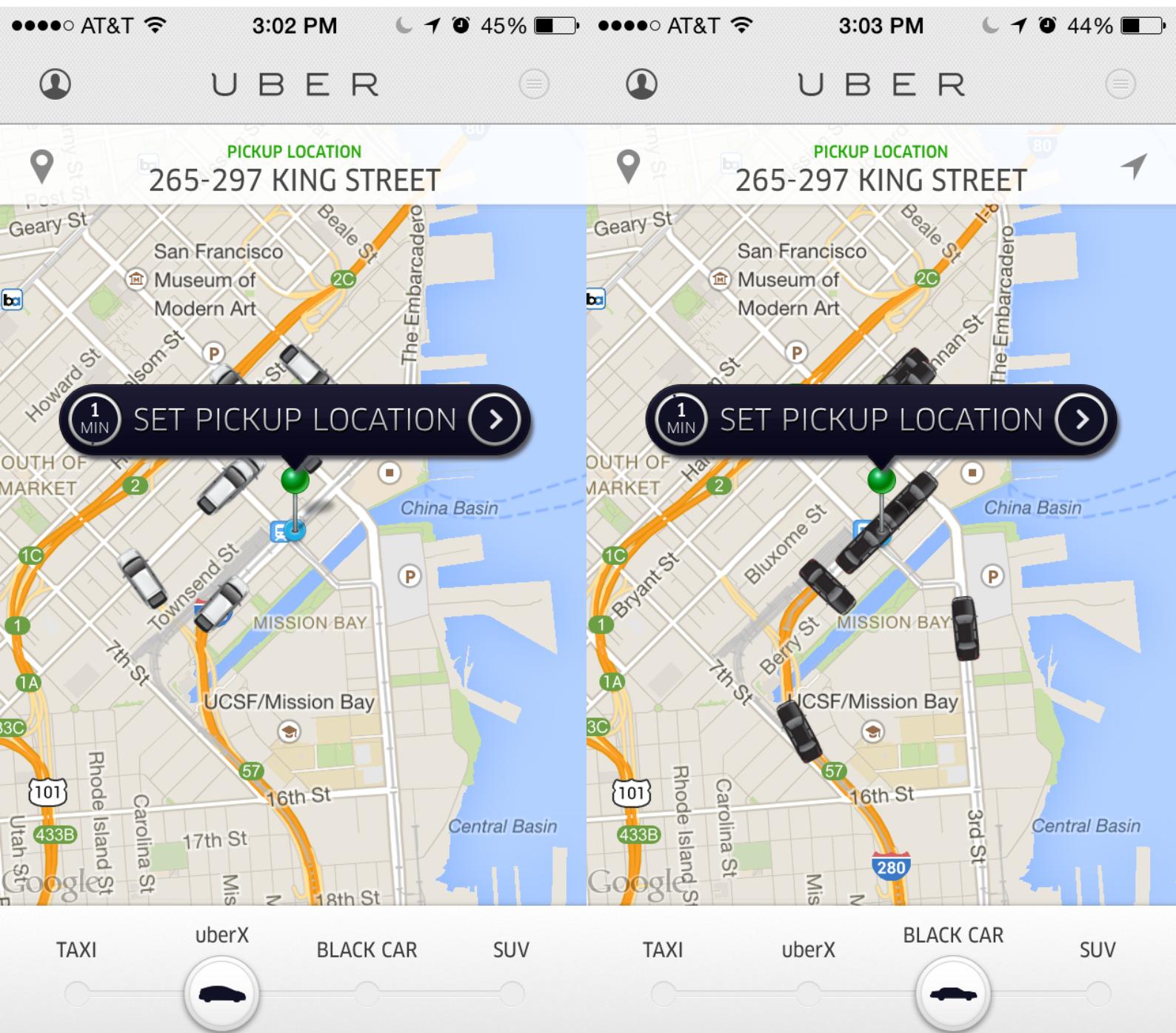
Hide extra options and buttons in an overflow menu so that they don't clutter the main interface. Overflow menus are extensively used in Android to stow away options and menu items in the action bar that aren't often used but are relevant to the current context. Apps like Whatsapp and Gmail use it for menu items like refresh and setting a status - added features of the app that user's should have quick access to, but would otherwise get in the way if put in more prominent positions.

RelateIQ let's you hold down main menu items to see submenus for faster navigation to views.

# Sliders

Examples

Uber



## Problem

Users want to seamlessly move between options.

## Solution

Make transitions between selections obvious and easy with the swipe of a finger. Uber lets you toggle between four types of ride services seamlessly by dragging a slider side-to-side. In this UI design pattern, they even zoom in and out to give you a similar level of density of cars nearby so you can see an acceptable number of options automatically.

# Content-Based Navigation

Examples

Tinder



A screenshot of a Tinder profile for a woman named Bridget. She is 26 years old, 3 miles away, and active 6 hours ago. She is wearing a white strapless top and holding a baby. A glass of beer is visible on the table next to her. The Tinder interface includes a 'Done' button, a navigation bar with dots, and a red 'X' and green heart action buttons.

Bridget, 26

3 miles away  
active 6 hours ago

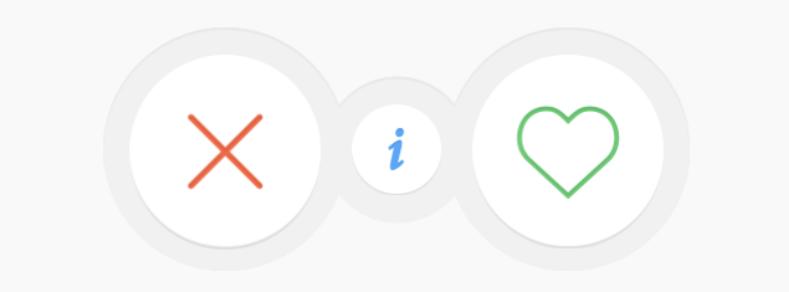
About Bridget

"friends don't let friends wear crocs"

Shared Interests (4)



A second screenshot of the same Tinder profile for Bridget. The layout is identical, showing her photo, bio, and stats. The action buttons at the bottom right are also present.



The bottom right corner shows the standard Tinder action buttons: a red 'X' for decline, a blue 'i' for info, and a green heart for like.

Done

• • •



≡

tinder



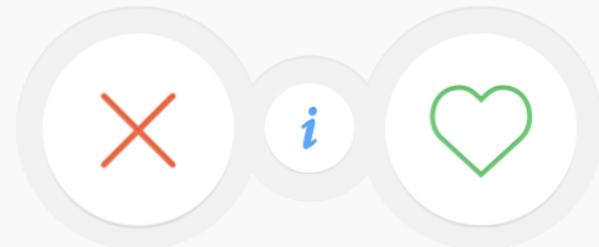
Bridget, 26

3 miles away  
active 6 hours ago

0    4    4

### About Bridget

"friends don't let friends wear crocs"



### Shared Interests (4)

#### Problem

Users want to explore details of specific content easily and intuitively.

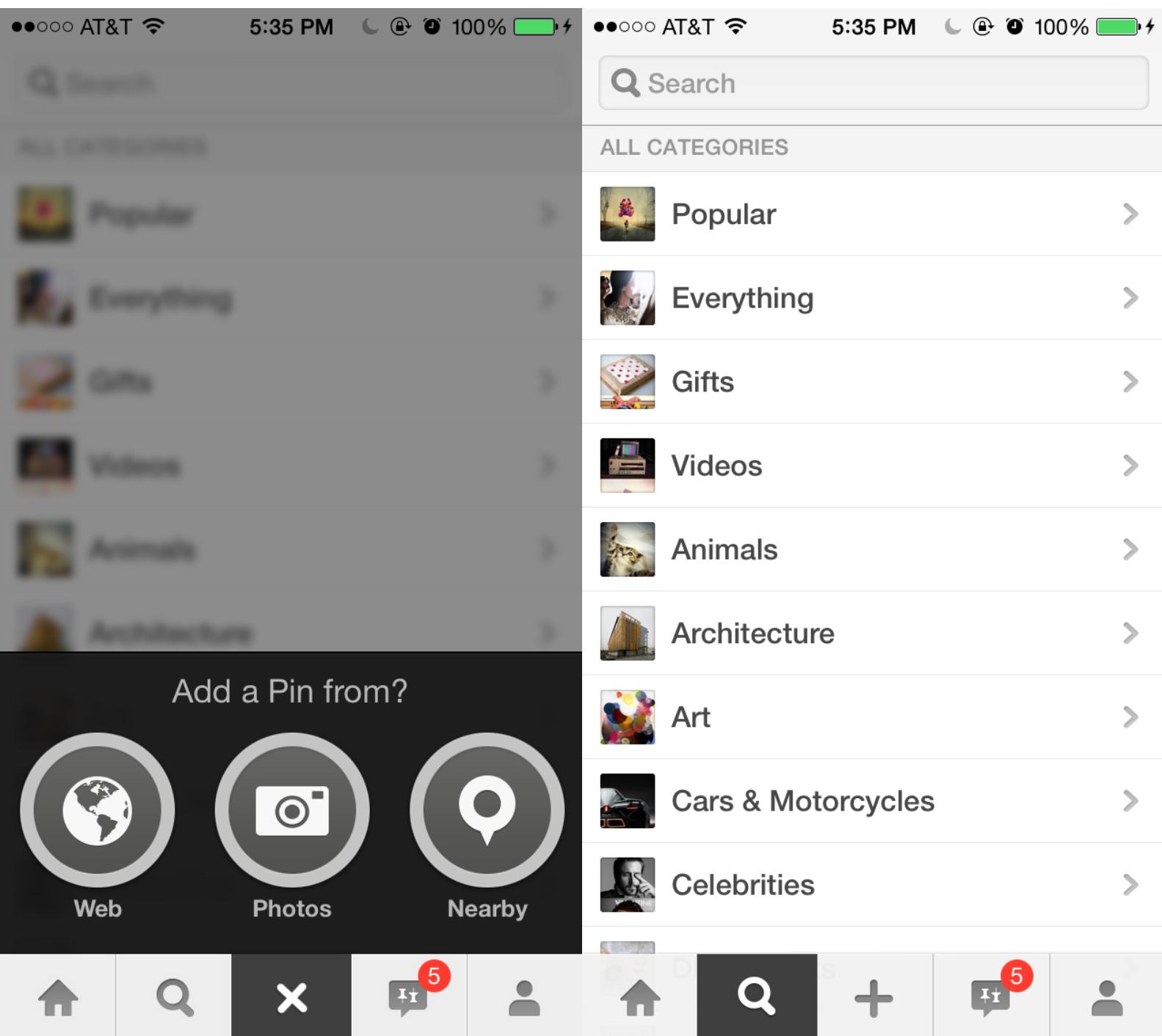
#### Solution

Make transitions between overview and detail states seamless. Tinder and 9Gag have made this seamlessly responsive. In Tinder, this UI design pattern lets you toggle between 2 states of a user's profile simply by clicking on the main picture in each view. But they go one step further. If you swipe through pictures in the detailed view of a user profile then click on the picture to go back to the basic view, it stays on the picture you clicked on. This creates an extremely fluid and intuitive user experience and flow.

# Morphing Controls

## Examples

Pinterest, Spotify





## Lounge - Soft House

152,927 FOLLOWERS

Follow this playlist

Share

Start Radio

Cancel



## Lounge - Soft House

152,927 FOLLOWERS

Unfollow this playlist

Share

Start Radio

Cancel

### Problem

The user wants to perform different types of actions, but there's limited screen real estate to show all these controls.

### Solution

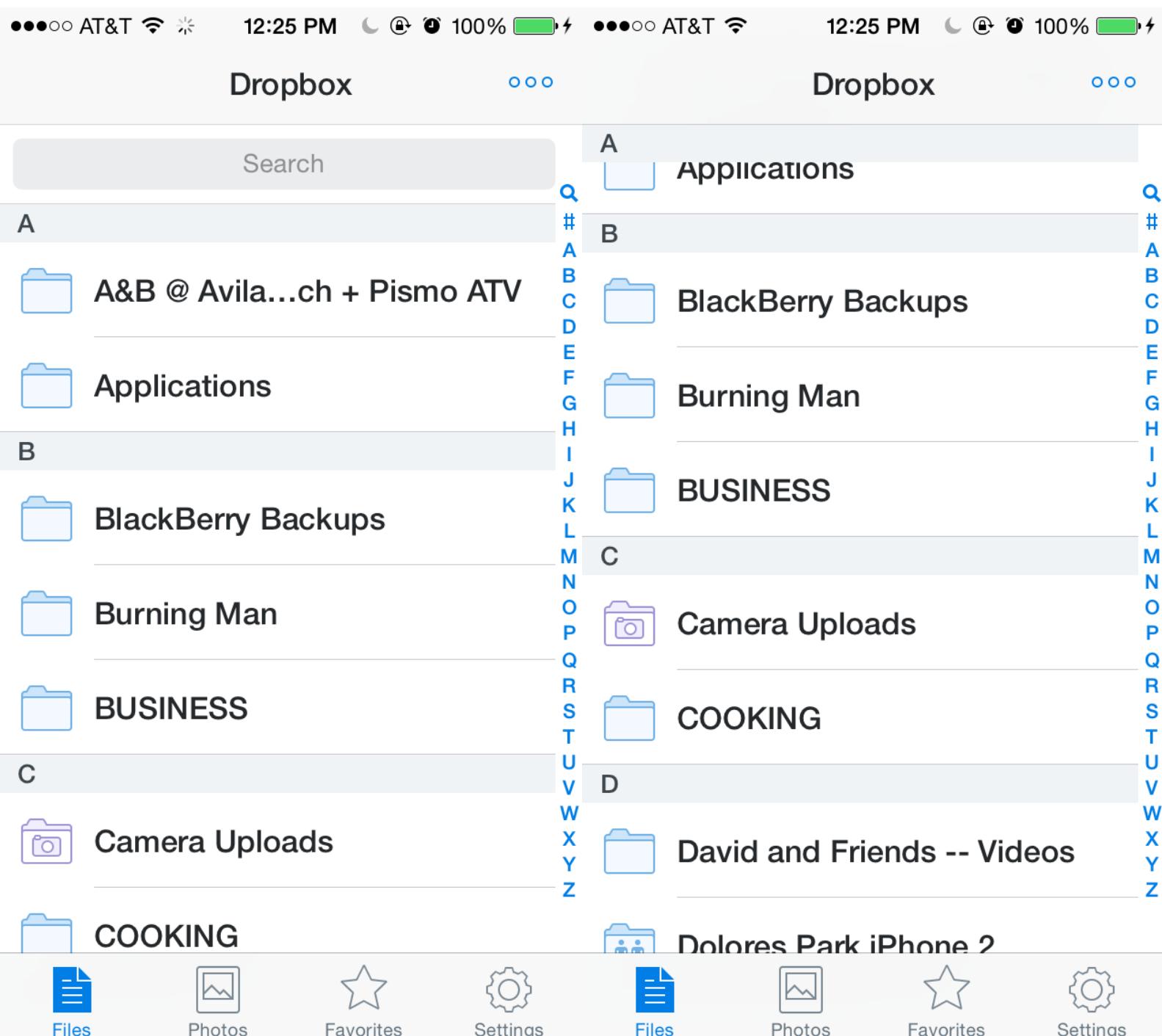
Replace buttons and on-screen controls with alternative functionality. Depending on what the user is currently doing, the UI could entirely replace an element with another, e.g. "do" and "undo" or "add" and "delete." This makes sense when the alternating actions are related in some way.

Pinterest and Spotify let you know you can cancel adding a pin or following an album, respectively, by transforming the “+” into an “x” button. This UI design pattern saves real estate, makes undoing any action quick and clean, and is an overall playful solution.

# “Sticky” Fixed Navigation

Example

Dropbox



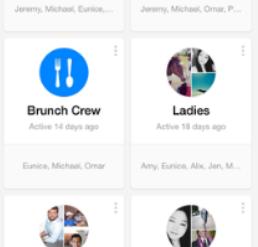
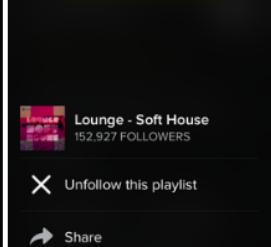
## Photos



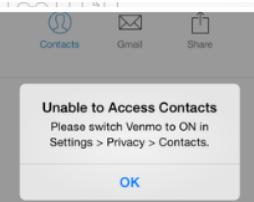
Open Carousel

The new gallery for all your memories

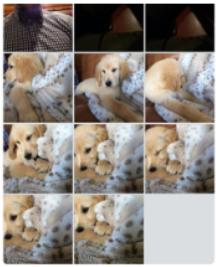
## Today



## Today



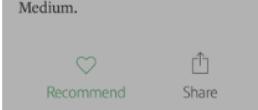
OK



TO

TO

TO



Lounge - Soft House  
152,927 FOLLOWERS

+ Follow this playlist

Share

what. (Bo Burnham FULL SHOW HD)  
boburnham  
3,583,987 views

How Animals Eat Their Food | MarcEpicMarn  
MarcEpicMarn  
100,098,229 views

Paperman - full (HD)  
Mark Duong Hong  
This video has been rejected

Marc Andreessen on the age of context (er...  
AirDrop  
Tap to turn on Wi-Fi and Bluetooth to share with people via AirDrop.



Files



Photos



Favorites



Settings



Files



Photos



Favorites



Settings

## Problem

The user wants to have access to the menus anytime while in the application.

## Solution

The top, side, or bottom navigation stays in place while a page is scrolled. In some cases, headings from sub-sections may also become fixed while scrolling and replace or be appended to the existing fixed navigation. Address books are a great example where each alphabetical section ("a", "b", "c", etc.) stick below the top navigation when you scroll past that section header. Photo galleries and file folders tend to utilize this same design pattern. In other cases, menus disappear when scrolling

in one direction and become fixed when you scroll in the other direction. Pinterest is a great example of that where the menu disappears at the bottom when scrolling up and appears when scrolling down. This is different from an action bar (a pattern that's used heavily in Android) to store commonly used app functions.

# Vertical Navigation

## Examples

Facebook, Spotify

The image displays two mobile application interfaces side-by-side, illustrating vertical navigation patterns.

**Left Side (Facebook Navigation):**

- Top bar: Includes a 'f' icon, 'More' button, search icon, profile icon, and a horizontal menu icon (three dots).
- Help & Settings section:

  - App Settings
  - Account Settings
  - Code Generator
  - Edit Favorites
  - Help Center
  - Activity Log
  - Privacy Shortcuts
  - Terms & Policies

- Bottom navigation bar: Includes back, home, and recent apps icons.

**Right Side (Spotify Playlist View):**

- Top bar: Includes a horizontal menu icon, 'PLAYLISTS' button, and 'Edit' button.
- List of playlists:

  - '90s SMASH HITS! by Filtr US • 218 tracks
  - History of Rap 76 tracks
  - Madonna – Celebration 37 tracks
  - Red Hot Chili Peppers –... 18 tracks
  - Linkin Park – Meteora 16 tracks
  - Eric Prydz – Eric Prydz P... 34 tracks
  - Robyn – Body Talk Pt. 2 8 tracks
  - Ready For Your Love Gorgon City

- Bottom navigation bar: Includes play/pause, previous, next, and volume controls.

## Problem

The user needs a way to navigate between different sections of the app, but there's limited space to show this information.

## Solution

Important sections of the UI are presented in a list, which the user can scroll through to get what they want. Scrolling in this way is a standard mobile gesture, so it makes sense for apps to adopt this for their navigation layout. This also leaves the header and footer of the UI free for more “universal” navigation, such as action bars. You'll see varying implementations of vertical navigation across all kinds of apps ranging from music players like Spotify to news readers like Yahoo! Digest.

# Popovers

## Examples

TED, Dropbox, Secret, Swarm

The image shows two side-by-side screenshots from iOS devices illustrating the concept of popovers.

**Left Screenshot (TED App):** This screenshot shows a music player interface for a TED Radio Hour episode. At the top, it displays the time as 8:55 PM and battery level at 26%. Below that is the TED logo and a "Now listening" status with a volume icon. The main content area shows the title "TED Radio Hour on NPR: The Unquiet Mind". Underneath the title are four red circular control buttons with white icons: a left arrow, a right arrow, a double-left arrow labeled ":30", and a double-right arrow. A progress bar indicates the song is at 00:03 of a total duration of 49:41. Below the progress bar is a thumbnail image of a person speaking. The bottom section lists three other talks with small thumbnail images and titles: "James Flynn: Why our IQ levels are higher than our grandparents'" (with a red arrow icon), "Onora O'Neill: What we don't understand about trust" (with a red arrow icon), and "Stuart Firestein: The pursuit of ignorance" (with a red arrow icon). At the very bottom is a navigation bar with icons for "Featured", "Inspire Me", "All Talks", "My Talks", and "Search".

**Right Screenshot (Dropbox App):** This screenshot shows a file browser interface for Dropbox. At the top, it displays the time as 12:24 PM and battery level at 68%. The top bar is blue with the word "Dropbox" and a "+" button. Below the top bar is a search bar with the placeholder "Search my Dropbox". A large black popover is displayed, containing two items: "A - Z" and "Newest - Oldest". Below the popover, the main list of files includes "Camera Uploads", "Documents", "Install", "iTunes", "Library", and "Movies", each preceded by a blue folder icon. At the bottom is a dark navigation bar with icons for a document, a photo, a star, and a gear.



Lafayette Espresso Bar +...  
4 hours ago • 13



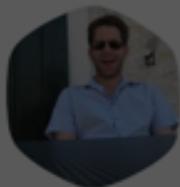
Right here 500 feet



Try turning neighborhood sharing on now: swipe right on your profile picture.

Any time you want to turn it off, just swipe right on your profile picture again. You're always in control.

[Show me how it works](#)



Evan



Jason



Leo



## Who will see this?

Your post will be shared to your friends anonymously. If they like it, then their friends will see it too. And if their friends like it, it will spread even further.

There's also a little magic, or secret sauce, if you will.

OK

## Problem

The user wants to view relevant information without losing their current place in the UI.

## Solution

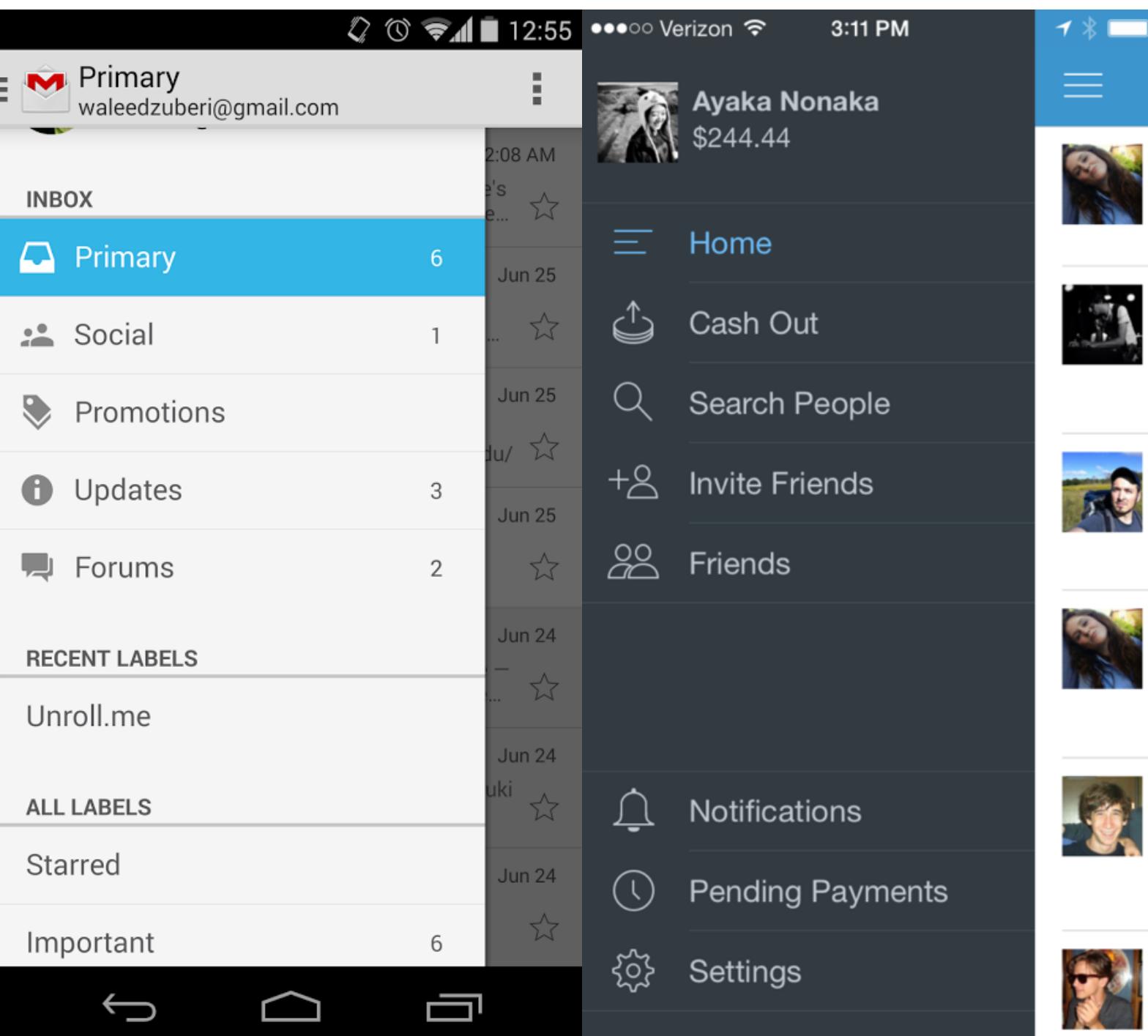
Show important notifications and additional information in popovers. This UI pattern has the advantage of providing a lightweight and straightforward way of viewing additional information or taking a particular action, but they do so without pulling the user out of their current activity. The official TED app puts playback control in a popover with the background faded out so that the user is always aware that

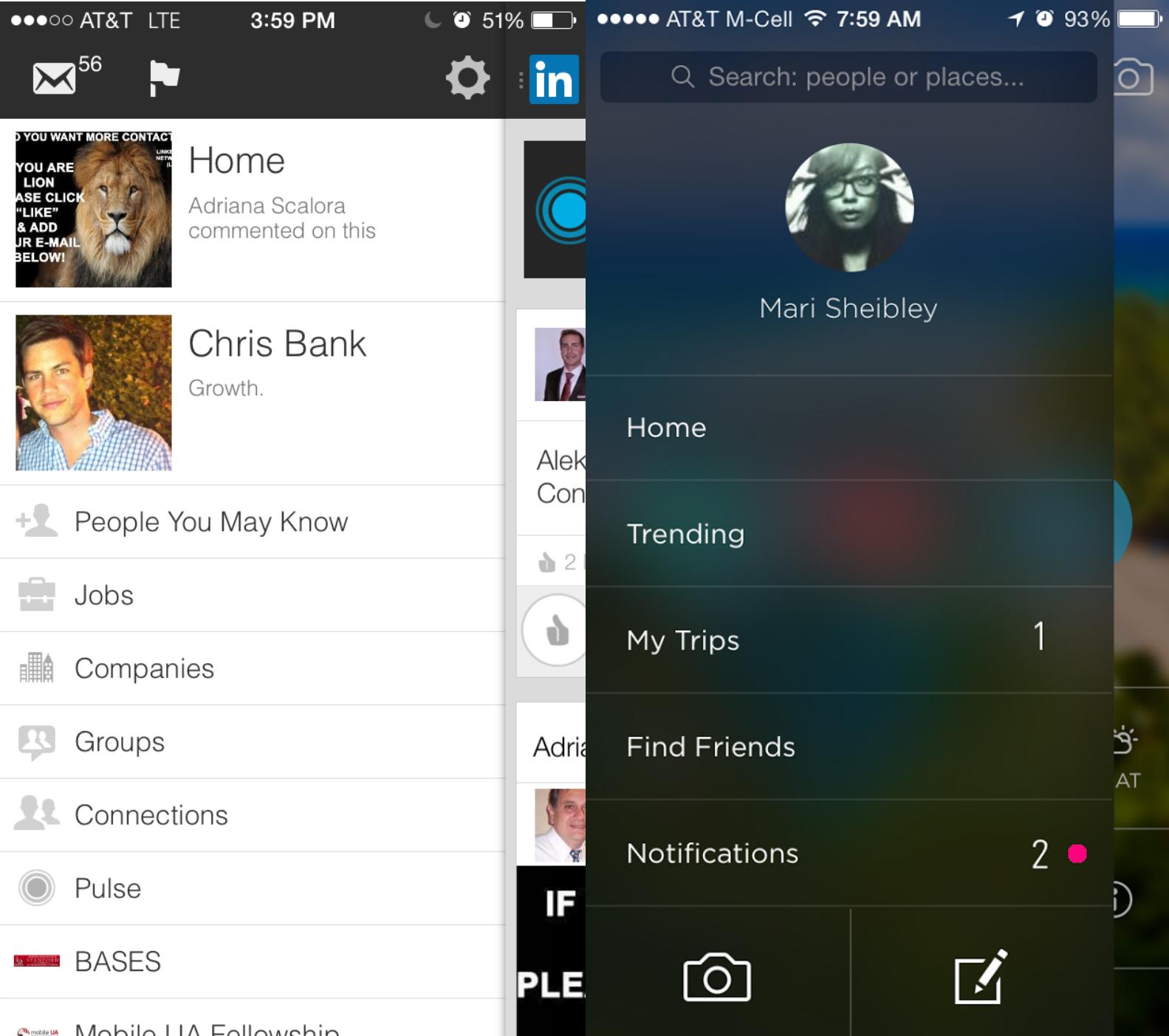
this quick interaction with the player is not going to interfere with their browsing through other content. Dropbox and Kindle also place controls in a popover. The popover UI pattern is important for actions like these because they are being performed on the data and this way users always know what these controls apply to. With the content still visible in the background, the user can tweak sorting options or change the font size without having to go back and forth between the views - it all happens right there. Popovers and modal windows can also be used to display important notifications or notices where it's essential to get the user's attention because dismissing them requires a tap or swipe. For example Secret and Swarm use a popover to explain what will happen if the user continues with their action.

# Slideouts, Sidebars & Drawers

## Examples

Gmail, Venmo, LinkedIn, Gogobot





## Problem

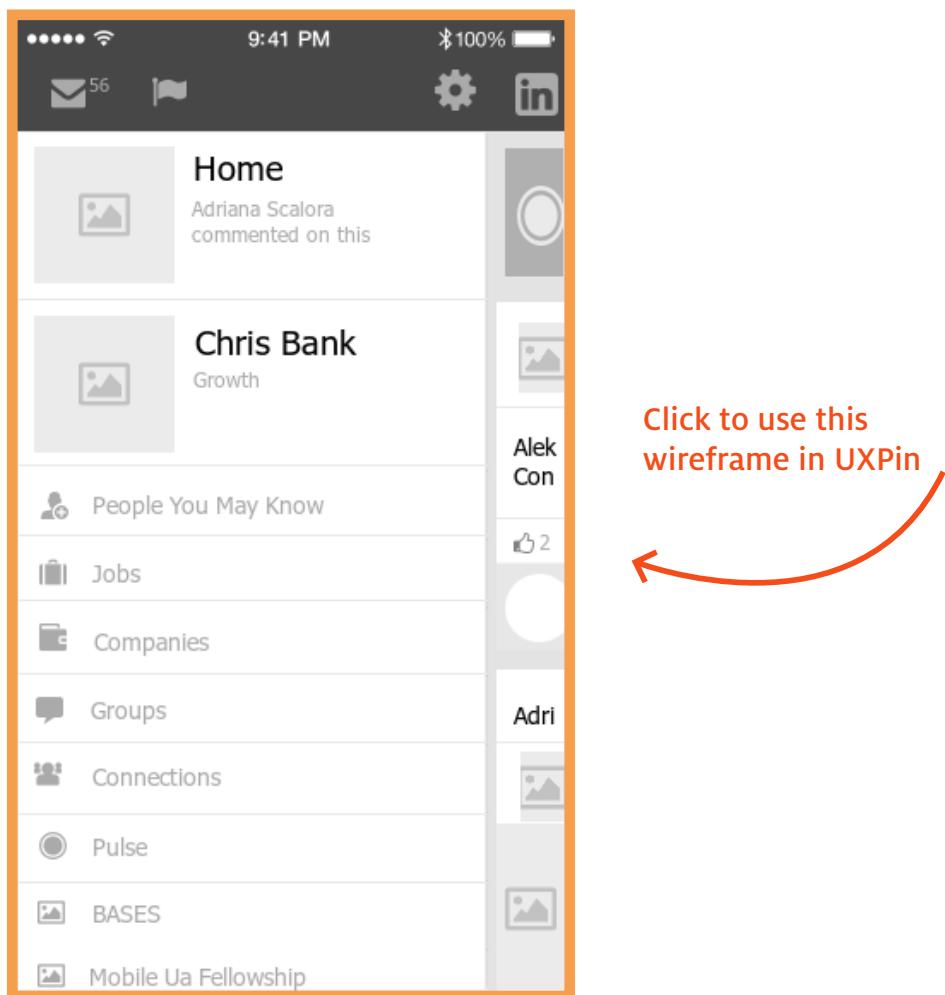
The user needs a way to navigate between different sections of the app without being distracted in each individual section.

## Solution

A secondary section of the application - such as navigation, chat, settings, user profiles, etc. - is tucked away in a collapsible panel hidden under the main section when it is not needed. When accessed, it usually either moves the main section aside or slides over it. Since the slideout is in a separate layer from the main content in the application, there's a lot of flexibility in terms of how content can be laid out

inside the drawer - icons, text, and even simple controls are viable options to provide quick access to important actions here. Often times, the drawer can be hidden under a “hamburger menu” or a simple arrow that indicates there’s more content there. It’s an easy way to hide all the less important things in a “side drawer” and not worry about how a mobile application should distill the most important information. Instead, you only have to focus on how to distill the most important information in each view that’s accessible from the side drawer.

We've included a wireframe example of this design pattern below using UXPin.



# Links to Everything

Example

Yelp

●●○○ AT&T ⌂ 12:35 PM ⌂ ●○○○ AT&T ⌂ 12:36 PM ⌂

 Back  Back 

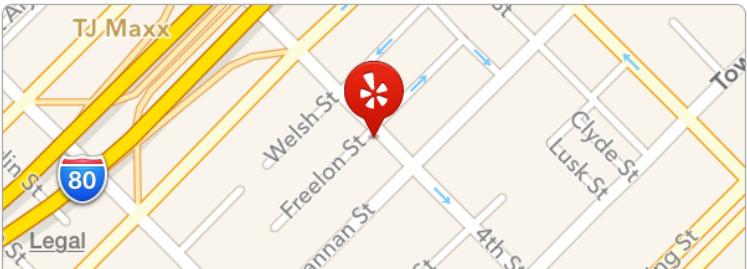
## Fringale

0.2 mi  
\$\$\$

French

Hours Today: 11:30 AM - 2:30 PM, 5:30 PM - 10:00 PM Open

Add Review Add Photo Check In Bookmarked

  
570 4th St, San Francisco, CA 94107  
(b/t Freelon St & Brannan St) in SOMA

### Review Highlights

 "I had the halibut and that was so moist, and my boyfriend and friend had the **duck confit**."  
\$22.00 • 120 reviews

 "It's warm, **cozy** and inviting, and the service is fantastic."  
Ambience: Intimate • 138 reviews

 "I followed that with Ahi, seared to perfection and then their **Creme Brulee**--so smooth and delicious."  
105 reviews

**5 More Highlights** ➤

### Recommended Reviews

 **Sujan J.** 2/2/11  
282 180 41  
 8 Photos  
Came here to farewell a friend leaving

Directions ➤

Check In Here

Nearby Search About Me More

Nearby Search About Me More

## Problem

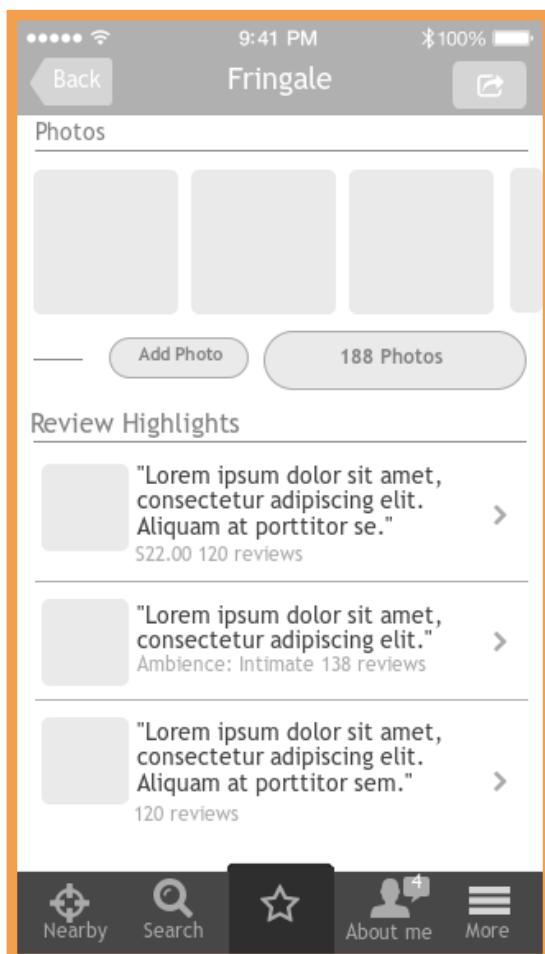
The user needs a consistent way of navigating through content without being distracted by additional content.

## Solution

Most or all user content within the app is linked, giving users the freedom to explore and find the exact information they're looking for without hitting dead-ends or being distracted by a litany of hyperlinked text, additional buttons, calls to action, etc. that you would normally see on a website. If they want to interact with a piece of content in the app, odds are that they can tap on it and go to a new view for a more detailed experience. For example, in Yelp, users have lots of options - they can tap on the buttons across the bottom or instead explore by tapping on the content itself, like maps or comments. This makes for an easier navigational pattern than, say, Flipboard, with endless ways you can swipe, tap, x-out, undo, and go-back as you navigate through its digital magazine.

We've included a wireframe example of this design pattern below using UXPin.

Click to use this  
wireframe in UXPin



# Advanced Scrollbars

## Examples

Carousel, Dropbox

The image is a composite of two screenshots demonstrating advanced scrollbars.

**Left Side (Photo Carousel):** This section shows a grid of nine photos. At the bottom, there is a horizontal scrollbar with a blue track and a white slider. Below the slider, the month "APR" is visible. A vertical scrollbar is located on the right side of the grid. At the very bottom, there is a navigation bar with icons for "Files", "Photos", "Favorites", and "Settings".

**Right Side (Dropbox File Browser):** This section shows a list of folder names in a sidebar. The list is organized by letter (A, B, C, D) and includes:

- A Applications
- B BlackBerry Backups
- B Burning Man
- C BUSINESS
- C Camera Uploads
- C COOKING
- D David and Friends -- Videos
- D Dolores Park iPhone 2

At the top of the Dropbox interface, there are two status bars showing battery level (98% and 100%) and signal strength (AT&T). The time is 10:25 AM on the left and 12:25 PM on the right. A search icon and a menu icon are also present at the top right.

## Problem

The user needs to see their current position in the context of an entire content set, or move to a specific section of a long list or gallery more quickly.

## Solution

Beyond scrolling with a swipe gesture, mobile lists and galleries often have a scroll bar that is persistent or temporarily appears when scrolling. Often, the scroll bar is complemented by a scrolling index - dates, alphabetical letters, categories, locations, etc. With index scrolling, a scroll indicator is typically persistent so it appears even when the user isn't scrolling. Touching or dragging it causes the current section to pop up in a prominent way. However, the scroll bar and index can be coupled and only appear during scrolling to save extra screen real estate and reduce distractions. In cases where scrolling and indexing are even more critical, the scroll bar is more likely to be more prominent and persistent.

For example, in Carousel, we not only have a visible scrollbar, but a power scrollbar at the bottom so you can blaze through your 1 million hosted photos with ease. As user-generated content, feeds, groups, lists, etc. keep growing, we'll see even more innovative UI design patterns that allow users to find what they're looking for beyond search and scroll bars.

# Swipe Views

## Examples

Yahoo! Digest, Flipboard

The screenshot shows a mobile application interface with a dark header bar at the top displaying the time (8:25), signal strength, and battery level (59%). Below the header, there are three vertical news cards. The first card on the left has a red flag and two military personnel in the background, with the text "security on 25th of Tiananmen". The second card in the middle has a blurred image of a man and the text "2 World 'Don't come releases vid exchange". The third card on the right has a woman in a blue dress and the text "James Franco's Lindsay Lohan Short Story: The 15 Most Bonkers Lines". Each card includes a small image, the source ("PAPERMAG"), and a brief summary. At the bottom of the screen are standard Android navigation icons: back, home, and recent apps.

security on 25th of Tiananmen

es are imposing severe s in central Beijing on e city passes the 25th e Tiananmen Square ands of police and security ed with automatic rifles, have cross the Chinese capital. reportedly stationed near e, alongside fire engines and

2 World  
'Don't come releases vid exchange

U.S. Army Sergeant the video clean st salwar kameez ar waiting in a white

James Franco's Lindsay Lohan Short Story: The 15 Most Bonkers Lines

PAPERMAG 1 min

websites today about his time as a resident at Chateau Marmont, and specifically, his faux-friendship with fellow Chateau inhabitant Lindsay Lohan. Because it's a "short story," we're supposed to assume at least some of this article is fictional. But, James, how can you write a "fictional" story yet drop all real

PAPERMAG 1 min

Website | Facebook | Twitter | Blog Michael and April Wolber had picked the perfect place for their outdoor wedding, Rock...

twistedsifter.com 11 mins

## Problem

The user wants to navigate from one piece of content to the next without having to go back to the index.

## Solution

Allow users to move from item to item by swiping through content. This pattern should be familiar from browsing through photo albums, but more and more apps are starting to implement this for their content as well, like Yahoo! Digest and Flipboard. This helps maintain the immersive experience for users when they can simply swipe through content. This pattern can also be used for an organizational purpose, separating different section of the app into “tabs” that the user can access by swiping. When implementing this pattern it’s also a good idea to think about how well the interface shows its ability to be swiped.

4

Social

# Activity Feeds

## Examples

Quora, Swarm, Venmo, Vine

Verizon LTE 9:47 PM      Verizon 12:48 PM

Clear New Notifications Search Notifications

 **Wikiblinks** Wikiblinks.com wrote an answer for the question **Startups: What startups have the best stories?** 8h ago

 **Bismoy Murasing** wrote an answer for the question **Startups: What startups have the best stories?** Sat

 **Tom Saputo** wrote an answer for the question **Color and Colors: Is there a science to picking colors that work well together or is it just subjective?** Sat

 **Andreas Vourkos** wrote an answer for the question **Monetization: What are the most ingenious ways to monetize apps?** Fri

 **Chris Sell** wrote an answer for the question **How does one effectively market an iPhone app?** Thu

 **Petr** liked your check-in at **La Cava Wine Bar** 2 days ago

 **Matej** commented on his check-in: "Sure" 4 days ago

 **Matej & David** left comments on David's check-in at **Pera Soho**. 4 days ago

 **Matej & Láďa** liked your check-in at **La Cava Wine Bar** 4 days ago

 **Jan** liked your check-in at **Upstairs** 1 week ago

 **Tomas J.** wants to be your friend! 1 week ago

 Feed     Open Qs     Question     Notifs 9     More





## Activity



**Noam Szapiro** charged **Anna S** for internet

1h


[Like](#) [Comment](#)


**Dor Solomon** charged **Anna S** Water bill (for both you and ben)

1h


[Like](#) [Comment](#)


**Christine W** paid **Leonard Ng** Coachella

2h


[Like](#) [Comment](#)


**Austin Brown** paid **Bryce A**

2h


[Like](#) [Comment](#)


**Logan Schmidt** paid **Dave Gilbert** 12h Food

12h


[Like](#) [Comment](#)


**Philip Kaplan** paid **Jon Lewis** Pixels

13h


[Like](#) [Comment](#)


**Morokoth leng** paid **Leonard Ng** 13h Lip ring thinge

13h


[Like](#) [Comment](#)


**jxdwinter** is now following you!

16 DAYS AGO



**Jirka Novák** is now following you!

20 DAYS AGO



**gotosira** is now following you!

22 DAYS AGO



**Branislav Rac** is now following you!

24 DAYS AGO



**mishi** is now following you!

27 DAYS AGO



**Jeong Jinho** is now following you!

28 DAYS AGO



**Kim Beatrice** is now following you!

NOV 20



**goodbase** is now following you!

NOV 15

## Problem

The user wants to keep up with what's happening around them and get quick updates on recent activity.

## Solution

Show recent activity that's relevant to the user within the app. Aside from the obvious Facebook or Twitter news feeds, other apps that contain an element of social interaction, like Quora or Swarm have implemented activity feeds that provide users with an overview of recent activity from their friends or people they follow. The activity stream can be used to aggregate recent actions by an

individual user, commonly used on profile pages; more commonly however, activity feeds are used to aggregate multiple users from the perspective of one user. These feeds are extremely useful in demonstrating different features of the UI by showing how other users are interacting with it, and in this also plays a great word-of-mouth role.

Quora and Venmo are two of my favorite activity feeds because “learning” and “earning” are two of the primary things people do in life. It’s fascinating to passively see people I know provide meaningful answers about self-improvement while others are spending their hard-earned money on pixels and lip rings.

# Friend Lists

Examples

Snapchat, Songkick

The screenshot shows a mobile application interface for managing friend lists. At the top, there's a purple header bar with a camera icon, the text "My Friends", and a "Back" button. To the right of the header is a red navigation bar with tabs for "Friends", "Feed", and "Check-Ins". Below the header, the screen is divided into two main sections: a left sidebar listing friends' names and their handles, and a right list of friends with their names, locations, and profile pictures.

**Left Sidebar (Friends List):**

- Craig Dos Santos (craigdos)
- Dick Brouwer (berlioz66)
- Eva Frye (iamevafrye)
- Jenn Garcia (thejennggee)
- Jenny Kim (jtekim)
- Jenny Lee (yoonilady)
- Johnny Hwin (johnnyhwin)
- Jonathan Tzou (nutetiaa)

**Right List (Friends):**

Initial	Name	Location
A	Aaron A.	San Francisco, CA
A	Aaron M.	San Francisco, CA
A	Aaron E.	San Francisco, CA
K	Abdulrahman E.	New York, NY
M	Ada C.	Menlo Park, CA
P	Adam G.	San Francisco, CA
S	Adam L.	Santa Clara, CA
U	Adam W.	Santa Clara, CA
X	Adam B.	Rochester, NY

**Bottom Navigation Bar:**

- Nearby
- Search
- About Me (with a red notification badge showing 4)
- More

## Problem

The user wants to keep track of their friends and contacts within the app.

## Solution

Show all the user's connections or friends in a list. Snapchat and Yelp are part of the growing number of apps that give you friend lists. Whether it's one-on-one communication or keeping track of someone's tastes and preferences, the way users explore their blossoming friend groups will become increasingly contextual, requiring friends to become a more integral part of the web and mobile experience.

# Follow

## Examples

Flipboard, Songkick, Playboard, Circa

The image shows two side-by-side screenshots of mobile applications demonstrating follow functionality.

**Left Screenshot: My Flipboard**

This screenshot shows the "My Subscriptions" section of the Flipboard app. It displays a grid of 12 cards, each representing a different subscription category:

- Cover Stories
- FlipCool
- News
- Business
- Technology
- FlipRead
- Music
- FlipFilm
- LinkedIn
- FlipStyle
- FlipDesign
- FlipHome
- FlipEats
- FlipTrip
- Flip-Gifts

At the top, there is a header "My Flipboard" with a gear icon for settings. Below the header, there is an "Edit" button. The status bar at the top indicates it's 1:26 PM, AT&T signal, 100% battery.

**Right Screenshot: Your concerts**

This screenshot shows the "Your concerts" section of the Songkick app. It displays a list of upcoming events:

- Tuesday 29 April 2014**
  - Kaskade at Output, Brooklyn, NY, US
  - Justin Nozuka at Hotel Cafe, Los Angeles, CA, US
  - Eric Hutchinson at House of Blues Sunset Strip, West...
  - Gavin DeGraw at City National Grove of Anaheim, Ana...
- Wednesday 30 April 2014**
  - David Gray at The Grand Ballroom at Manhattan C...
  - Justin Nozuka

At the bottom, there are navigation icons for Concerts, Locations, Artists, and Settings. The status bar at the top indicates it's 1:25 PM, AT&T signal, 100% battery.

**playboard**

&lt; All News



## FOLLOWING

## Hot Apps



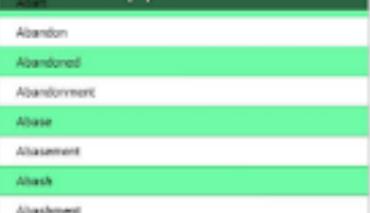
## Hot Games



## Must-Have Apps



## Just-in Apps



## Just-in Games



## Form+Function



## A beautiful and improve...



## Android KitKat (4.4) Tr...



A reg Oct. 3 for th was \$ salary for almost double his base salary.



**Tip:** Follow storylines to be notified as soon as we add new details to them

OK

The company's board listed poor performance in mobile as a factor in the lower bonus.

## RELATED CIRCA STORYLINE

Steve Ballmer's Tenure At Microsoft

OCTOBER 04, 2013

Ballmer, Microsoft's CEO since 2000, will step down as CEO within the next 12 months, the company said Aug. 22. Ballmer will continue to serve as CEO while he and the company look for a successor. Ballmer is Microsoft's fifth largest shareholder, with 333 million shares,

**Problem**

The user wants to track and keep up to date with activity on topics or themes, not just people.

**Solution**

Let users select items that they want to stay up to date with. Aside from the purely social apps like Twitter, other apps like Circa, Playboard, Flipboard and Songkick let you select channels or artists that you want to keep track of, and updates are shown in the user's newsfeed. Whether you have friends or not, there's endless user-generated content to keep you busy. For the same reason friend lists will become an

increasingly important UI design pattern, so will following.

# Vote to Promote

Examples

Vine, 9Gag

Explore

Search people or tags

Popular Now

On the Rise

Channels

Comedy

Art & Experimental

Scary

Cats



## Problem

The user wants to endorse and share content they like.

## Solution

Let users participate in content curation by designing a voting system, where content they like can be promoted. The idea of crowd-sourced content curation was popularized by the likes of Digg and Reddit, and today we see almost every app that has user generated content integrate this pattern to bring up the best.

# Direct Messaging

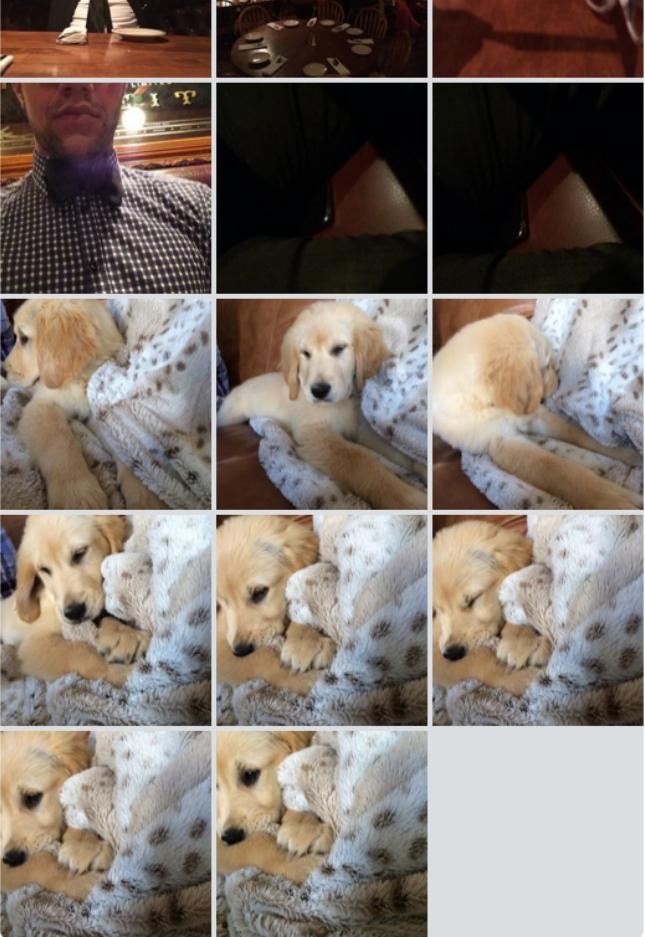
Examples

Carousel, Instagram

**Conversations**

- NS** Naomi Seto  
Apr 16 
- EJ** Eunice Joung  
Apr 12 
- ZH** Zak and sky.kurtz@g...  
Apr 12 
- AL** +1 7036777076  
Apr 12 

**Zak and Sky**



Apr 12, 1:34 PM

No thoughts? Lame!

 Write a message... **SEND**



DIRECT

FROM  
JTZOU

REPLY



mr\_bank

now



mr\_bank

now



mr\_bank

26s



TO

jtzou  
Feet.

13m



Add a comment...

...

## Problem

The user wants to send private messages to their friends from within the system.

## Solution

Allow users to interact with each other in private messages alongside their other interactions. Carousel and Instagram and many other apps offer chat or direct messaging as an integral part of their experience. Private chat UI design patterns will continue to blossom across many apps, not just traditional “social networks” now that users are finally comfortable sharing more private things online and they have substantial breadth in the content they’re generating online, even their financial transactions on apps like Venmo.

# Single Share Button

Examples

Medium, 9Gag

If you're in the app, go ahead and swipe left to your next story right now, and enjoy the best of Medium.



Recommend



Share



**Ev Williams**

Published March 20, 2014



**Beautiful Stories**

Edited by Medium

The screenshot shows the Medium mobile application interface. At the top, there's a navigation bar with icons for a menu, a bell, a plus sign, and three dots. Below that, a story card for "Just in hindsight..." is displayed. The card includes the title, 15,238 Points, 41 Comments, and a cartoon illustration of a corn cob being cremated. Below the story card are interaction buttons: upvote, downvote, comment, and a blue "Share" button with a white icon. At the very bottom, there are standard Android navigation icons for back, home, and recent apps.

## Problem

The user wants an easy way to share interesting content via various channels.

## Solution

Provide an easily accessible share feature that can be accessed through a button (or gesture). Because of the limited space on mobile UIs, most apps consolidate this into a single button instead of showing all the options up front. Medium, like many other apps, has consolidated the ugly “share” widgets with a single share button to give you a beautiful experience as well as a clear action to share the content, regardless of where you want to share it. The UI can integrate with the platform to provide greater flexibility to the user, for example iOS integrations with Facebook and Twitter and the Android share actions which allow transferring content through to any other app installed on the system.

# Like

## Examples

YouTube

The image displays two identical YouTube video player interfaces side-by-side. Both screens show a video thumbnail of a young man (Bo Burnham) speaking into a microphone. The video progress bar indicates the current time is 20:34 and the total duration is 1:00:15. Below the video, the title "what. (Bo Burnham FULL SHOW HD)" is displayed, along with "3,583,987 views". Underneath the views count are the like and dislike counts: 92,447 likes and 1,556 dislikes. A caption below the video reads "Published on Dec 17, 2013 · what. I hope you enjoy it." At the bottom of each screen, the channel information shows "boburnham" with 723,009 subscribers, and a "SUBSCRIBED" button with a checkmark. Below the channel info, there is a "SUGGESTIONS" section featuring a thumbnail of another video and a "Mix what. /Bo Burnham" link. At the very bottom of each screen are additional interaction icons: a plus sign for creating a new video, a share icon, and a double arrow icon.

what. (Bo Burnham FULL SHOW HD)  
3,583,987 views

92,447 1,556

Published on Dec 17, 2013 · what. I hope you enjoy it.

boburnham 723,009 subscribers SUBSCRIBED

SUGGESTIONS

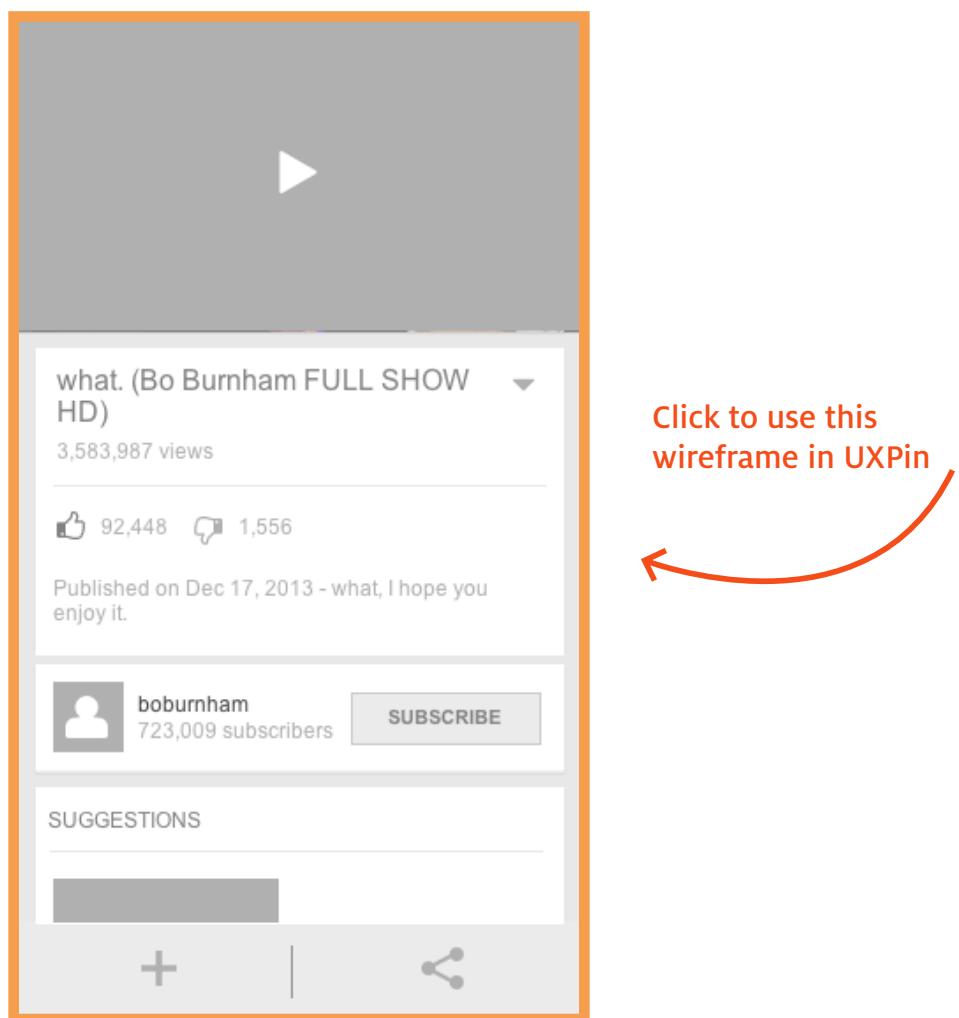
Mix what. /Bo Burnham

## Problem

The user wants to rate content in a simple way without having to worry about the degrees to which they like it.

## Solution

Simplify rating controls by making them binary choices - the user either likes it or dislikes it. Eliminating the fine-grain of stars and rating scores, this makes rating things easier for users as well as interpreting them. If I liked a video, should I rate it 4 stars or go all the way with 5 stars? YouTube and almost every application lets you like (or even dislike) everything in a binary way instead. A lot of apps provide a way of showing appreciation by simply “liking” or “hearting” content.



# Find & Invite Friends

## Examples

Venmo, Foursquare, Fancy

•••oo AT&T ⌂ 11:18 AM ⌂ 100% ⌂ •••oo AT&T ⌂ 11:20 AM ⌂ 100%

 **Chris Bank**  
\$466.30

≡ Home  
↑ Cash Out  
🔍 Search People  
+👤 Invite Friends  
👥 Friends  
🔔 Notifications 1  
⌚ Pending Payments  
⚙️ Settings

≡ Done **Invite Friends** **Invite**

 Share Venmo  
 Contacts  
3889 Contacts **Select Emails**  
  
  
  
  


**Aaron Endré**   
**Aaron Granick**   
**Aaron Harris**   
**Aaron Houghton**   
**Aaron Iba**   
**Aaron McCullough**   
**Aaron Muncey**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



## Find Friends

Search



## Contacts

Find friends from Contacts



## Facebook

Find friends from Facebook



## Twitter

Find friends from Twitter



## Google+

Find friends from Google+



## SIMILAR TO YOU



## Furio

Svend Grønvaldt

Follow



## readie

Harry Read

Follow



## edkrywald

Edward Krywald- Sanders

Follow



## Add Friends

## Find Friends



## Find Friends from Facebook



## Find Friends from Twitter



## Find Friends from Contacts



## Search by name

## Problem

The user wants to experience the application with their friends.

## Solution

Make the invitation process simple and easy to complete. Venmo, for example, makes it really easy to invite others through social, mobile contacts, and email integrations. Since word-of-mouth and referrals are a huge driver of growth especially in consumer applications, you'll see this UI design pattern proliferate and evolve even more. The invite feature can be built into the onboarding pattern or even as the empty state design, both of which we've covered earlier.

5

# Data & Content Management

# Full-Screen Modes

## Examples

Medium, Snapchat, Houzz

lose interest, there's always another waiting with a simple sideways swipe across the screen. Tap to recommend stories you think others should see, and quickly share them via Twitter, Facebook, or email.

I've been carrying around the beta version of Medium for iPhone for the last couple months, and it has become not only my favorite way to experience Medium, but my reading app of choice wherever I am.

If you're in the app, go ahead and swipe left to your next story right now and enjoy the best of





## Problem

The user wants to focus on content instead of being distracted with the UI.

## Solution

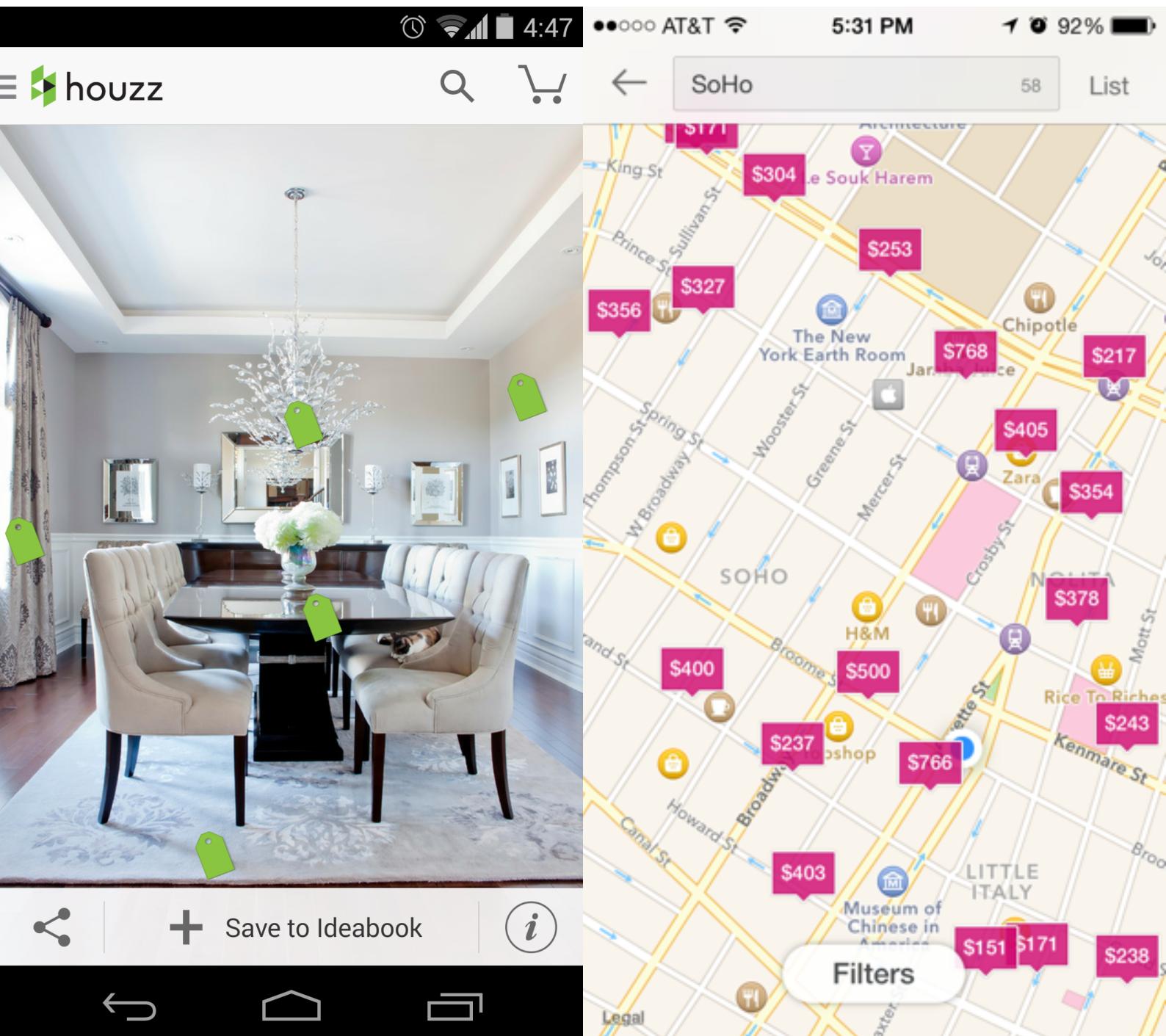
Design a full-screen mode that hides or minimizes the UI clutter around content. This helps users focus on what matters, rather than being distracted by the clutter of the UI. Besides being an essential for video players, this pattern works particularly well for multimedia apps like Medium, Houzz and Kindle, which let users minimize the UI “frame” by tapping on the main content. This minimizes the navigation and other buttons on screen, making for a more immersive experience with the

content when users need it. Snapchat implements this in their camera as well, getting rid of most of the UI “chrome” in favor of a minimalistic navigation, showing you the 1 or 2 more important buttons and change these primary buttons depending on what view you’re in. To get between views, you can either click one of these primary buttons or swipe left-or-right.

# Interactive Content Layers

## Examples

Houzz, Airbnb



## Problem

Users want to know which items within a content view they can interact with in further detail.

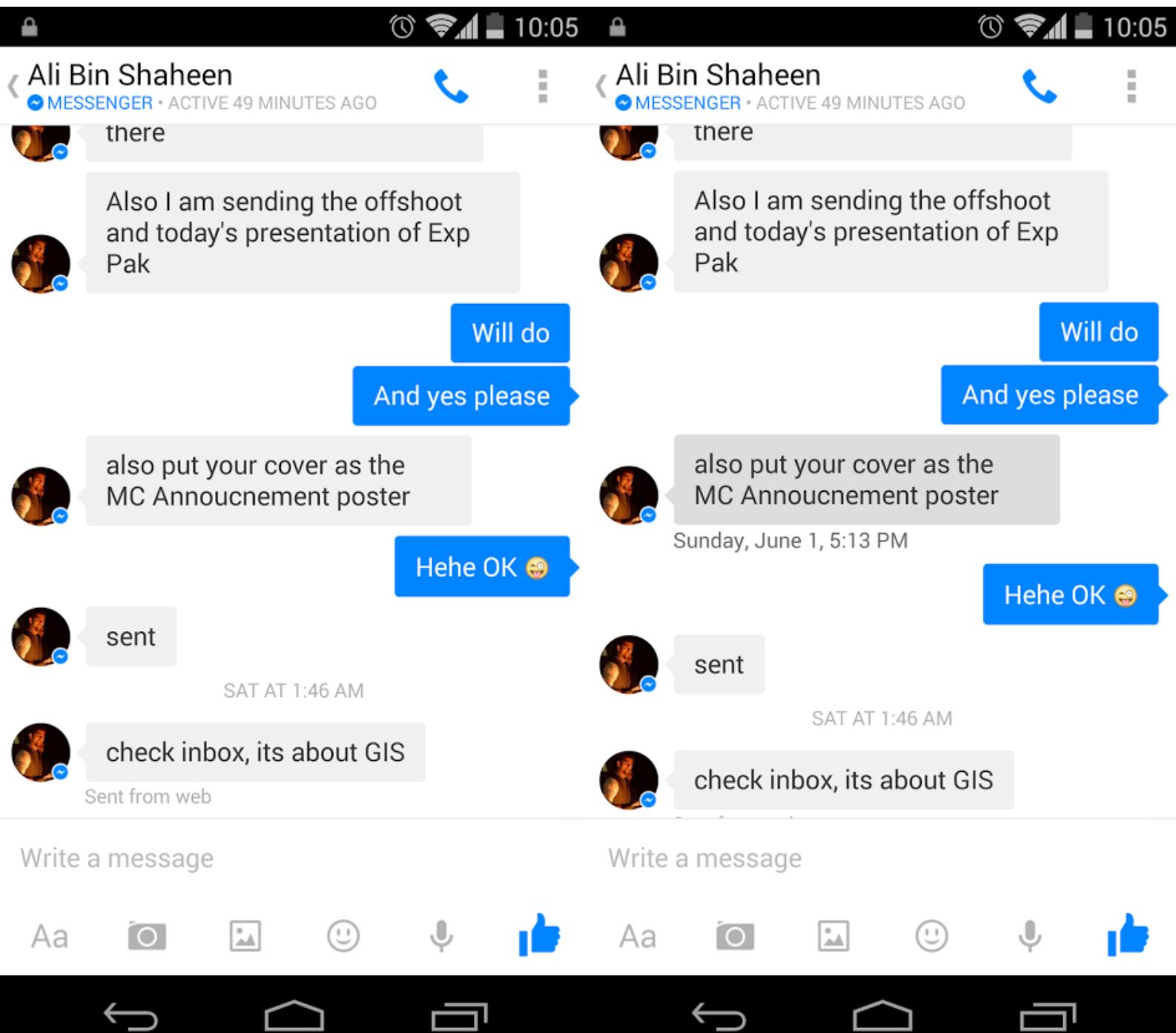
## Solution

Layer interactive items to provide an “augmented reality” approach to your content. Apps like Houzz do this well by placing a price tag icon on individual items in the pictures that are being sold, and tapping on them provides further information. Not only is this a great way of highlighting content within the picture that the user can interact with, but it also adds an element of playfulness by having the tags swing around based on movement and orientation of the device.

# Inline Expanding Areas

## Examples

Facebook Messenger



## Problem

The user wants access to relevant secondary details without cluttering the main UI.

## Solution

Make metadata invisible unless the user explicitly wants to see it. Facebook Messenger for example hides individual timestamps and location data, making it visible only if the user taps on the particular message.

# Circles

## Examples

Facebook Messenger, Instagram

•••oo AT&T LTE    10:03 AM    ⚡ 90% 🔋    ••ooo AT&T WiFi    10:24 AM    ⚡ 98% 🔋

Messenger          DIRECT   

Sorry for late text - biking ho...

Omar Jalalzada    11:22 pm  
filling out the spreadsheet? ✓

Matt, Craig, Dan  
night    11:13 pm ↵

Linda Li    10:58 pm  
couples are always charm... ↵

Anny Hong    5:47 pm  
You sent a sticker. ✓

Sunita Mohanty    2:29 pm  
hey chris - thanks for the invit...

Esther Perel    2:05 pm  
Dear Esther -- ↵

Recent    Groups    People    Settings    Home    Star    O    Heart    List

## Problem

The user wants to quickly distinguish between buttons and media.

## Solution

While the traditional photo thumbnail has always been rectangular both on the web and mobile, we see a lot of apps breaking that mold and opting for circles instead. both because it's the optimal tap target for a touch screen but cleans the UI up a bit with the extra white space between adjacent content. Some apps like LinkedIn use different shapes to visually distinguish between action buttons and other media. Some apps like Tinder and Swarm are using circles exclusively. Facebook Messenger and Instagram shows all user thumbnails in circles. Popularized by Google+ and improved by Path in some respects, this UI design pattern is gaining popularity although its benefit over the traditional square thumbnail is not clear other than adding variety, the unequivocal "spice of life."

# Transparency

## Examples

Yelp, Rdio, Gogobot

The image displays a composite view of a food review from the Yelp mobile application. The top portion shows a full-screen image of a dish consisting of chicken satay skewers with peanut sauce, served with a cucumber salad. Below this image is a header bar with the Yelp logo and a "Release to view" button. The bottom portion of the image is divided into two sections: a map showing the location at 415 Brannan St, San Francisco, CA 94107, and a detailed review card. The review card includes the restaurant's name, Wilhelm Y., a profile picture of a person in a red shirt, and statistics: 664 reviews, 963 likes, and 0 tips. It also features four interactive buttons: "Add Review", "Add Photo", "Check In", and "Bookmarked". The bottom section also contains the address, a timestamp ("Over 3 years ago"), and social interaction metrics: "2 Likes" and a thumbs-up icon.

Back

yelp

Release to view

Close

1 of 281

Wilhelm Y.

664 963 0

Add Review

Add Photo

Check In

Bookmarked

TJ Maxx

80

415 Brannan St, San Francisco, CA 94107

Welsh St

Freelon St

Clyde St

Lusk St

Townsend

4th St

3rd St

Legal

Chicken Satay - served w/ peanut sauce and crisp cucumber salad

Over 3 years ago

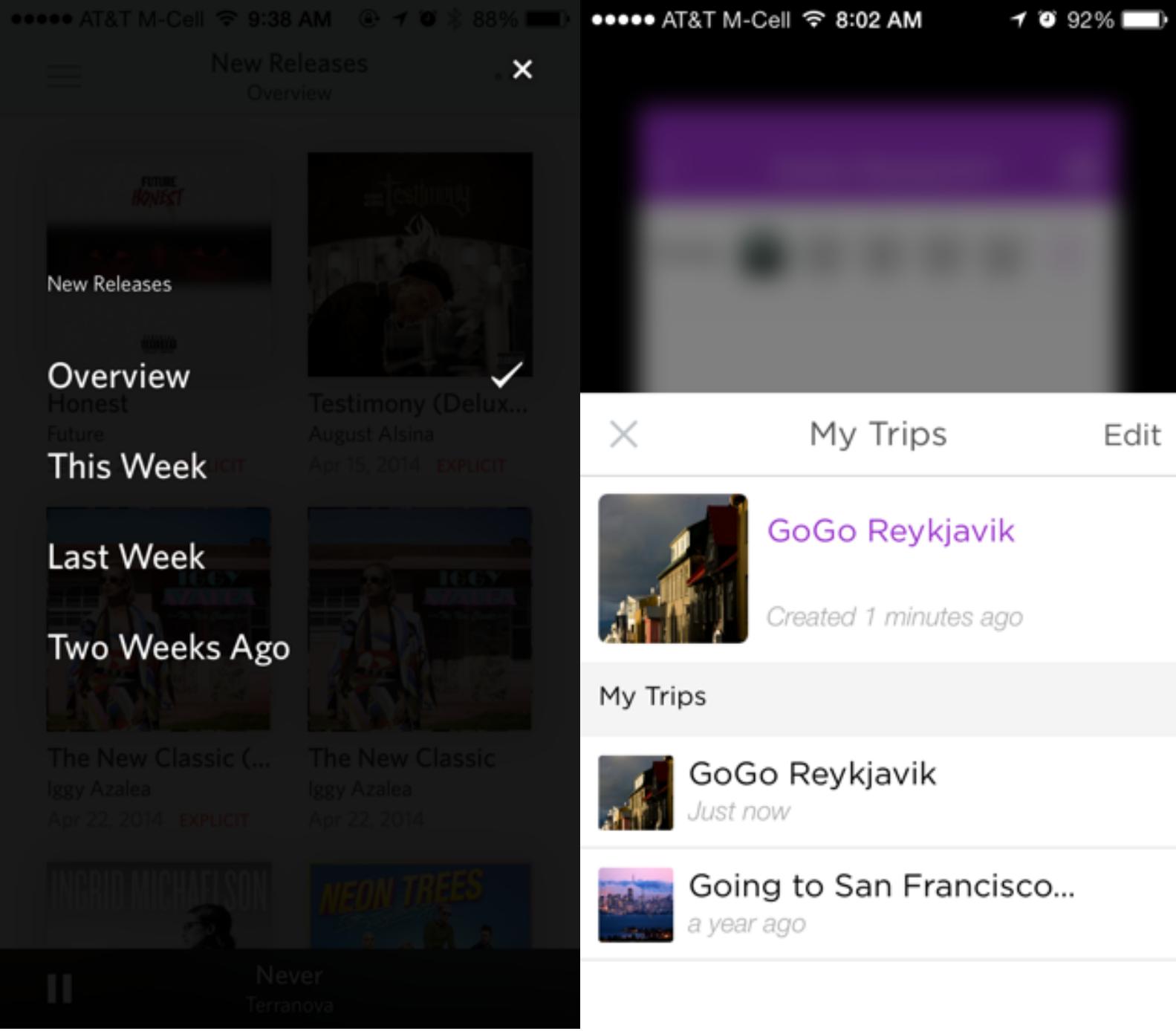
2 Likes

Nearby

Search

About Me

More



## Problem

The user wants to know if there is content behind an overlay.

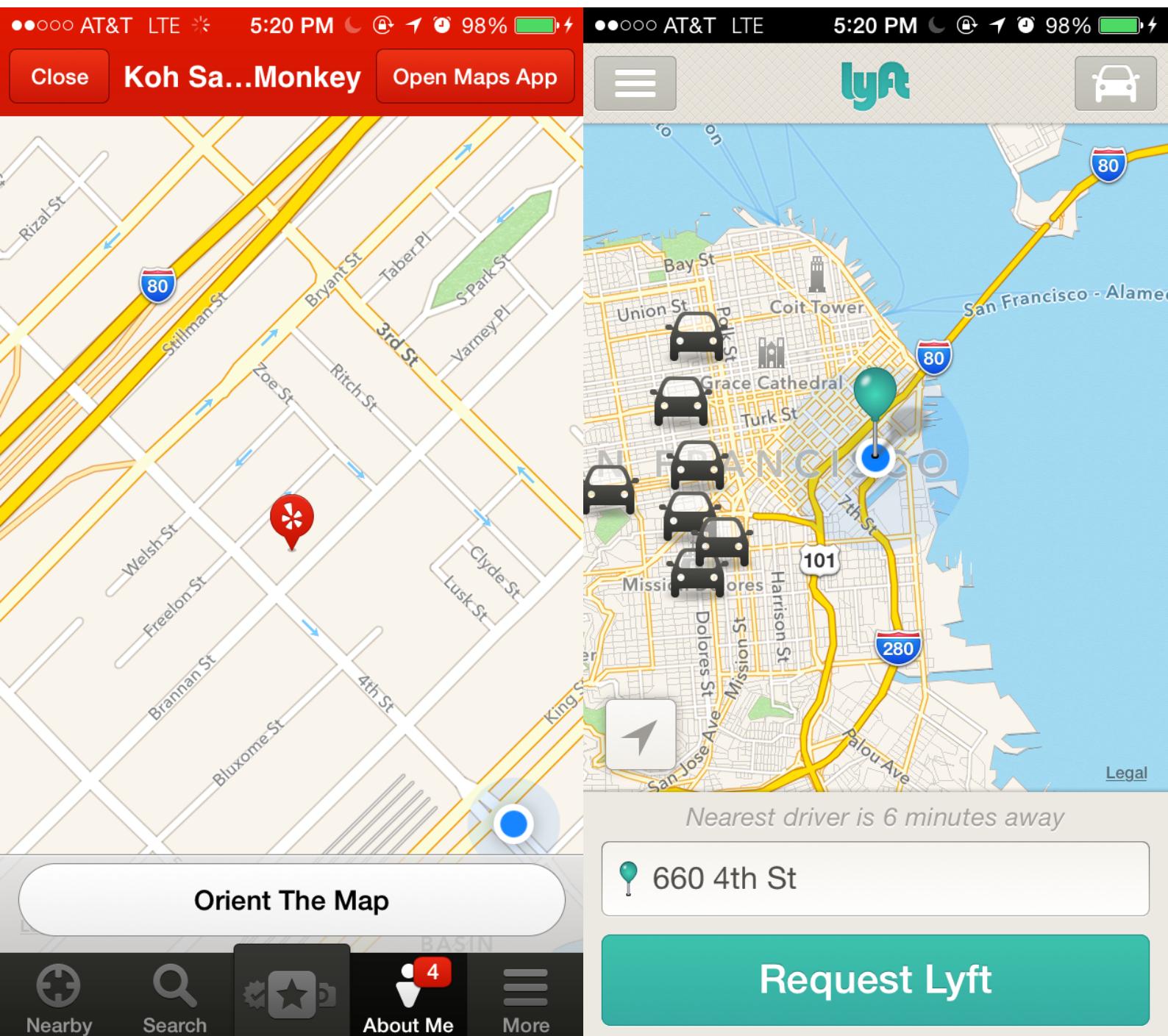
## Solution

Use gradients and fading overlays to show that there is content layered below. Yelp lets you go between listing details and the photo gallery when you drag downward to further expose the photo hidden behind a semi-transparent listing header. The use of semi-transparency and responsive content creates a wonderful experience here. Rdio and Gogobot use transparency and blur to achieve the same effects, not only providing context to the user about where they are but also making interaction menus look attractive.

# Maps As Backgrounds

## Examples

Yelp, Lyft



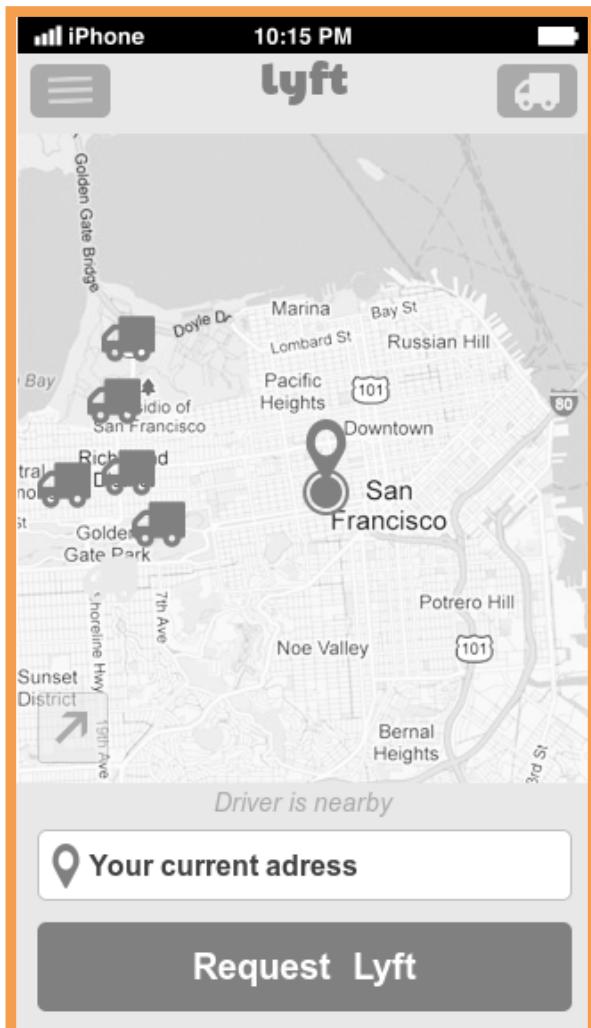
## Problem

Users want to spatially place content on a map to see what's going on around them.

## Solution

Lyft and Yelp provide maps as backgrounds, which makes sense given their local nature. This will become an increasing trend as local applications become more prominent and more information can be layered onto the map view, making maps a full experience not just for one-off directions on web or mobile. You'll also see a lot more UI design patterns that blossom from videos, pictures, and other media as backgrounds.

Click to use this wireframe in UXPin



# Group Friends & Content

## Examples

YouTube, Facebook Messenger

•••oo AT&T ⌂ 11:36 AM ⌂ 100% ⌂ •••oo AT&T ⌂ 11:38 AM ⌂ 100%

Favorites Pin Groups Create

VIDEOS · 45

what. (Bo Burnham FULL SHOW HD) boburnham 3,583,987 views

How Animals Eat Their Food | MisterEpicMann MisterEpicMann 100,098,229 views

Paperman - full (HD) Mạnh Dương Hồng  
**This video has been rejected**

Marc Andreessen on the age of context (er... Rackspace Studios, SFO 13,014 views

Bobby Lee MAD TV Dragon Hunter 2 - ... 3ManGroup  
**Not available on this**

**Music Crew**  
Active 25 days ago  
Jeremy, Michael, Eunice,...

**Boyz N The Hood**  
Active today  
Jeremy, Michael, Omar, P...

**Brunch Crew**  
Active 14 days ago  
Eunice, Michael, Omar

**Ladies**  
Active 18 days ago  
Amy, Eunice, Alix, Jen, M...

**Gents**  
Active 18 days ago

**Monkey Crew**  
Active last week

Recent Groups People Settings

## **Problem**

The user wants to organize content according to their own groupings.

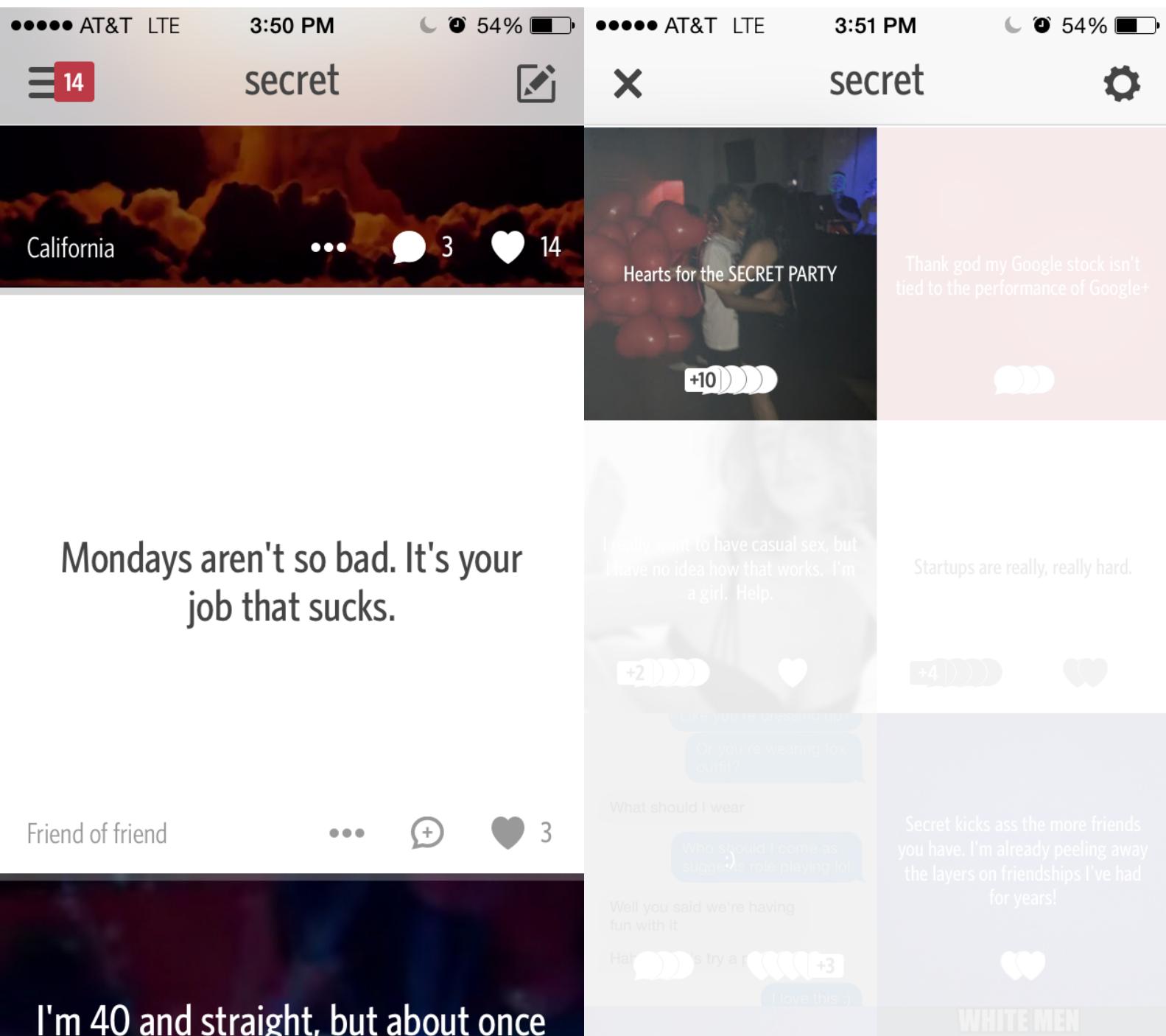
## **Solution**

Allow users to sort and organize friends and followers inside the app. YouTube and Facebook Messenger allow you to group your friends and content alike. As content of all forms - including friend profiles - continues to proliferate, the ability for users to curate and organize things in a way that makes sense to them becomes more important.

# Full-Bleed Images

Example

Secret



## Problem

The user wants to focus on the content with minimal distractions.

## Solution

Eliminate fluff from the UI, leaving just the absolute essentials. Apps like Secret take no whitespace for granted, stacking full-bleed images on top and next to each other while layering some important information on top of them to make the best use of space. These images act as a background with relevant information over them in an overlay. This UI design pattern keeps the user extremely engaged with even less white space and distracting design details than Pinterest.

# Grids

Examples

Spotify, OKCupid

●●○○ AT&T 4G 6:39 AM 89% 🔋

PARTY

▶ PLAY TOP SONGS

PLAYLISTS

Girls' Night

205545 FOLLOWERS

Teen Party

393068 FOLLOWERS

●●○○ AT&T 4G 6:38 AM 90% 🔋

Menu Browse Matches Filter

Search Nearby Favorites

liluchan  
29 • San Francisco...  
94% Match

\_\_diane  
25 • San Francisco...  
95% Match

Anji711  
27 • San Francisco...  
92% Match

jsalminabox  
27 • San Francisco...  
87% Match

## Problem

The user wants content to be organized.

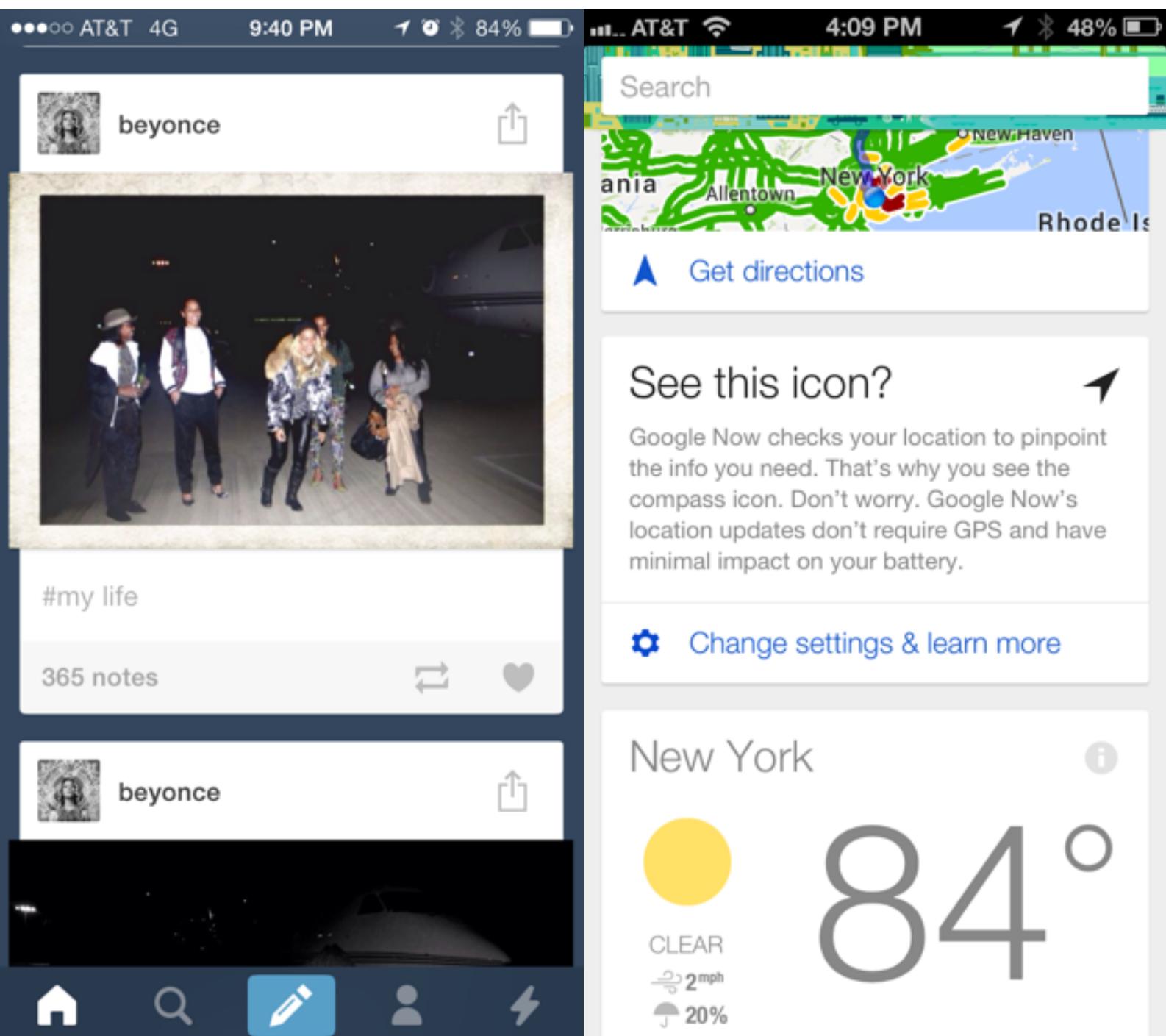
## Solution

Show snippets of content in a grid. Apps like OKCupid and Spotify present all their content in a grid, effectively separating each item from the other while maintaining a structure. Grids are a great alternative to the simple list views and work extremely well for content that can be represented visually, making it much more enjoyable for users to scroll through lots of content.

# Cards

Examples

Tumblr, Google Now



## Problem

The user wants to browse through content quickly and interact with it, without the detail views cluttering up the UI.

## Solution

Present snippets of information in bite-sized cards that can be manipulated to show more information if the user wants it. Popularized by the likes of Pinterest to show large image thumbnails in a compact layout, we see “card” views now being implemented in a variety of apps beyond video and photo galleries on the web. This pattern works best for “modules” of data that can be viewed or manipulated individually, like posts on Tumblr or Facebook. Cards are a way to allow users to browse and discover all kinds of content in a more engaging way while accommodating responsive design trends, as well as social feed patterns.

# Hidden Information

## Examples

Snapchat, Tinder

snapchat	
allisonlee13 Mar 23 12:50PM	allisonlee13 Mar 23 12:50PM
jessachang Mar 21 12:20AM	jessachang Mar 21 12:20AM
jessachang Mar 20 8:45PM	jessachang Mar 20 8:45PM
jessachang Mar 20 7:31PM	jessachang Mar 20 7:31PM
jessachang Mar 20 7:12PM	jessachang Mar 20 7:12PM
► jessachang Mar 20 11:33AM - Opened	► jessachang Mar 20 11:33AM - Opened
jessachang Mar 19 9:03PM	jessachang Mar 19 9:03PM
jessachang Mar 19 8:53PM	jessachang Mar 19 8:53PM
jessachang Mar 19 8:47PM	jessachang Mar 19 8:47PM



Natalie



Jun 10, 2014, 4:03 PM

Hey

Jun 10, 2014, 4:03 PM

Hey

4:03 PM

Message

Send

Message

Send



## Problem

The user wants quick access secondary information that's not usually necessary to show.

## Solution

Hide contextual information that's not essential behind the UI but make it accessible for power users. Snapchat let's you see hidden information - the number of messages received and unread - by clicking on the Snapchat header. Tinder let's you see timestamping by dragging texts to the left, which is also how Apple's native Messages app works.

# Empty States

## Examples

YPlan, Airbnb

The image displays two side-by-side screenshots of mobile application interfaces, illustrating different approaches to handling empty states.

**Left Screenshot (YPlan):**

- Header:** Shows signal strength, "O2-UK" network, "10:18 PM", battery level, and a navigation bar with three horizontal lines and the text "My Tickets".
- Content Area:** Features a large icon of two movie tickets with faces, accompanied by the text "We'll Keep Your Tickets Safe Here". Below this, it says "Not booked? Get inspired by today's events, pay in two taps, and check here for your tickets."

**Right Screenshot (Airbnb):**

- Header:** Shows signal strength, "AT&T LTE", "4:20 PM", battery level, and a navigation bar with three horizontal lines (one with a red "1" notification), "Traveling", "Hosting", and a refresh icon.
- Content Area:** Displays a dashed circular path with several "X" marks, centered around a small upward-pointing arrow icon. The text "No Upcoming Trips?" is prominently displayed in bold black font, followed by the subtext "Search for that city you've always wanted to visit!"

## Problem

The user needs to know why a section of the application is empty and what to do next.

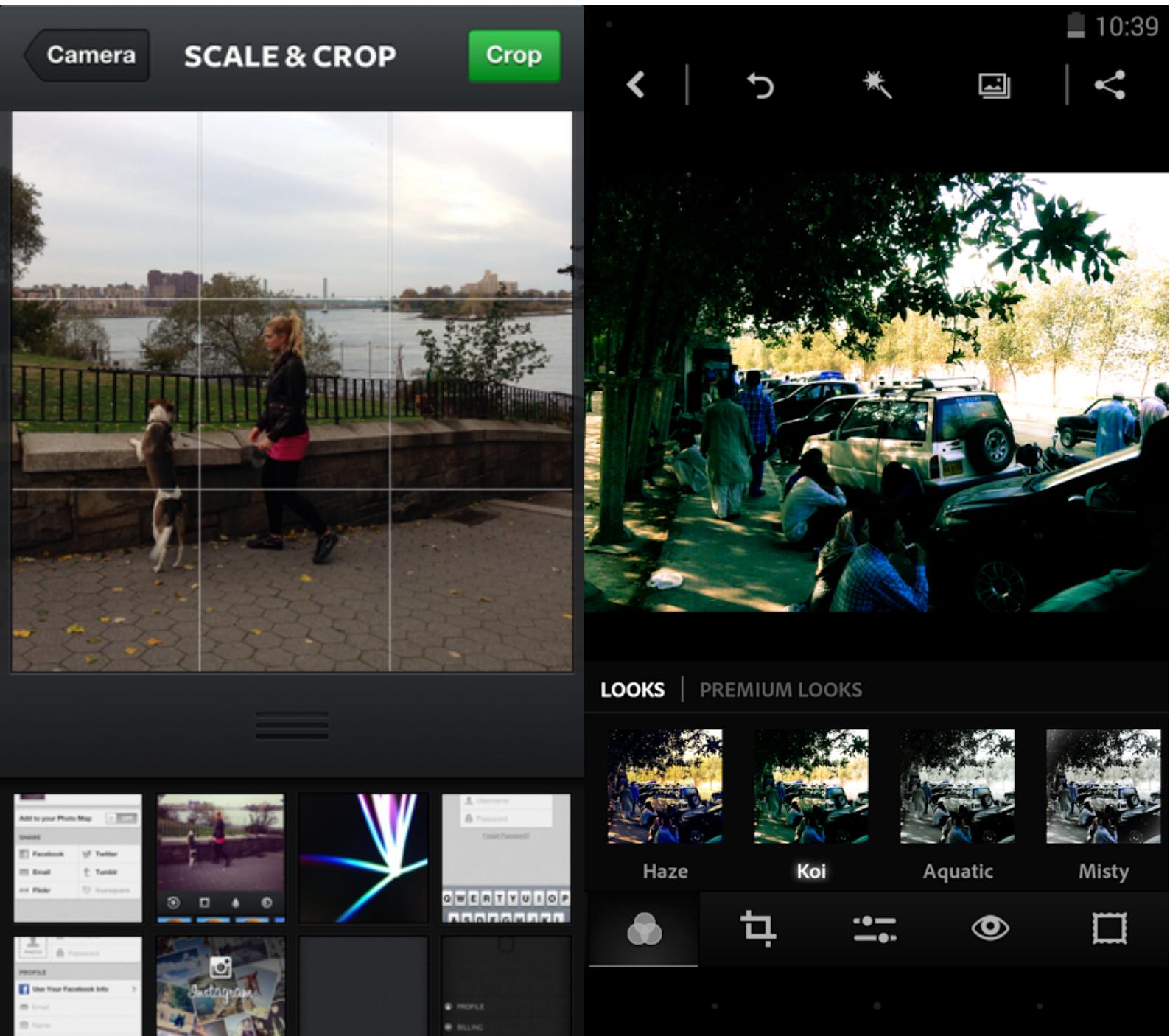
## Solution

Make sure your UI provides a good first impression by designing for the “blank state,” that is the condition when there is no user data. This is the natural state of your UI and the first thing a user sees. It is also the point where many users decide whether its worth it to continue, so designing the empty state is very important. This is a great place to show some examples that will help users get started or simply to show them instructions on how to proceed.

# Direct Manipulation of Content & Data

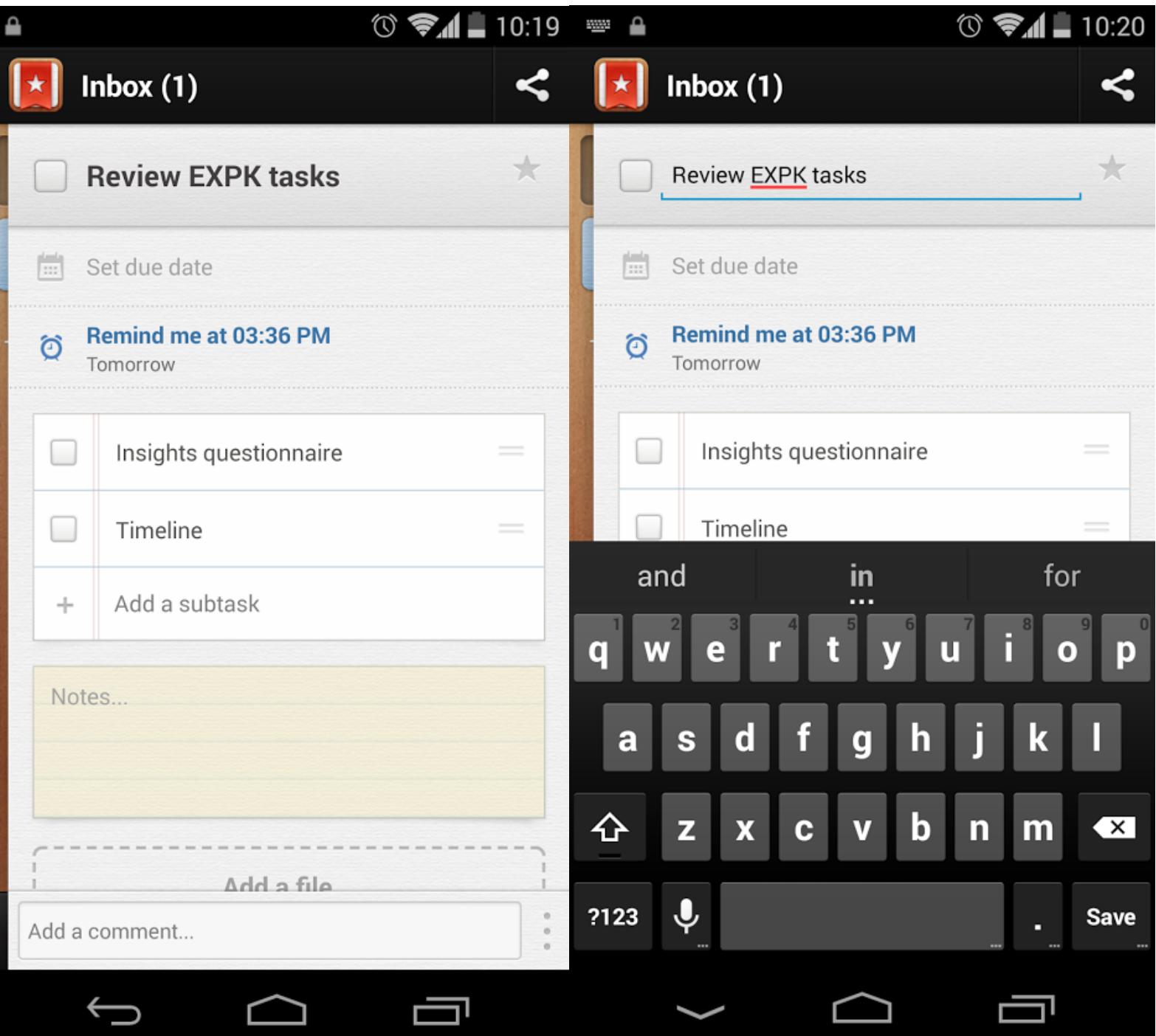
## Examples

Instagram, Photoshop Express



## Examples

### Wunderlist



## Examples

### Google Sheets

10:23 10:24

Brand Equity Survey (...)

Cells Fonts B

	E	F		(	E	F	
1	ol Do you have a preference of station or brand from which to buy petrol?	Which of the following aspects is most likely to influence your decision to drive into one station over another? Please select only one	Which petro nearest to y (or your dail commute)?	1 ol	Do you have a preference of station or brand from which to	Which of the following aspects is most likely to influence your decision to drive into one station over another? Please	Which petro nearest to y (or your dail
4	No, I'm indifferent about where I buy petrol	Nearness to home or route	Shell Millen	5	Yes, I would prefer to buy petrol from a particular station or brand	Past experience with the station or brand	PSO
5	Yes, I would prefer to buy petrol from a particular station or brand	Past experience with the station or brand	PSO	6	No, I'm indifferent about where I buy petrol	Amount of traffic in the station	caltex and s
6	No, I'm indifferent about where I buy petrol	Amount of traffic in the station	caltex and s	-	No, I'm indifferent		
7	No, I'm indifferent about where I buy petrol	Past experience with the station or brand	PSO				
8	No, I'm indifferent about where I buy petrol	Amount of traffic in the station	Caltex				
9	Yes, I would prefer to buy petrol from a particular station or brand	The brand name	Caltex				
10	Yes, I would prefer to buy petrol from a particular station or brand	Past experience with the station or brand	Al-Gaso				

Form Re... +

Amount of traffic in the station

127

## Problem

The user wants to interact with entered content or data in a direct and intuitive way.

## Solution

Allow for content to be edited directly without having to transition between editing or deleting modes. Letting users work with data directly on the screen can make your UI more engaging by eliminating the extra layer of interaction provided by a button or context menu. Instead of selecting the item and then toggling between individual CRUD (Create, Read, Update, Delete) states, users of Wunderlist for example can directly tap on task names to edit or delete them. Photo editing apps like Instagram and Photoshop Express also follow this pattern, allowing users to directly see the results of a filter on the selected photo instead of choosing from a list and hoping for the best. In most map apps, there's no button to zoom in or turn around, you just do it!

# Draggable Objects

## Examples

Asana, Google Play Music

The image shows a smartphone screen with two applications overlaid. The top application is a music player from Google Play Music. It displays a list of songs by Snow Patrol, including "This Isn't Everything You Are" and "Somewhere Only We Know". The bottom application is a Content Calendar from Asana. It lists various tasks and events, such as "lean ux vs. agile ux" due on April 4, "50 Shades of Wi..." due on April 18, and "3 tricks to turn bad design feedback". A blue horizontal bar highlights the task "3 tricks to turn bad design feedback". In the bottom right corner of the screen, there are standard Android navigation icons: back, home, and recent apps.

AT&T 41% 10:45

Content Calendar

Post / Publish:

- lean ux vs. agile ux Apr 4 >
- 50 Shades of Wi... Th Apr 18 >
- 3 tricks to turn bad design feedback
- 4 Things I Learned about User E >
- Wireframing Wea... Th Apr 22 >
- Digital Wireframi... W Apr 22 >
- Analog Wireframi... W Apr 21 >

Final Read:

Format / Layout:

This Isn't Everything You Are  
Snow Patrol

PLAYING FROM  
Greatest Hits radio

This Isn't Everything You ..  
Snow Patrol

Somewhere Only We Know  
Keane

I Still Ain't Over You  
Augustana

Just Say Yes  
Snow Patrol

Oh My God  
Kaiser Chiefs

She Moves In Her Own Way

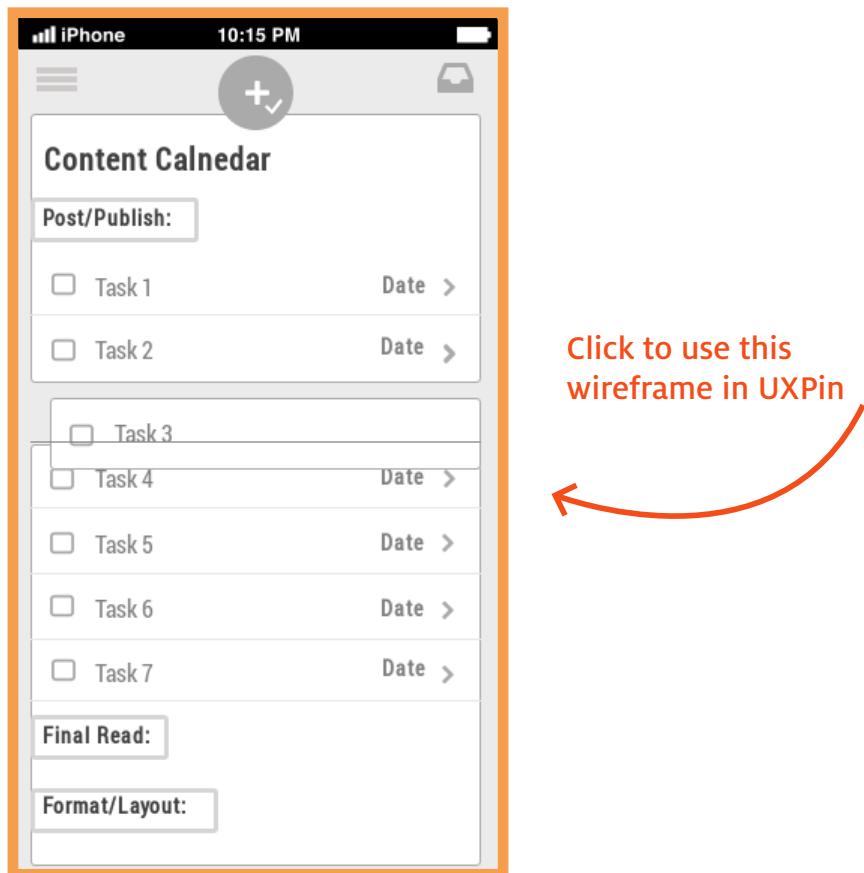
Take Back The City

## Problem

The user wants to sort and organize items in a way that makes sense to them in the current view without pogo-sticking between master and detailed views of content.

## Solution

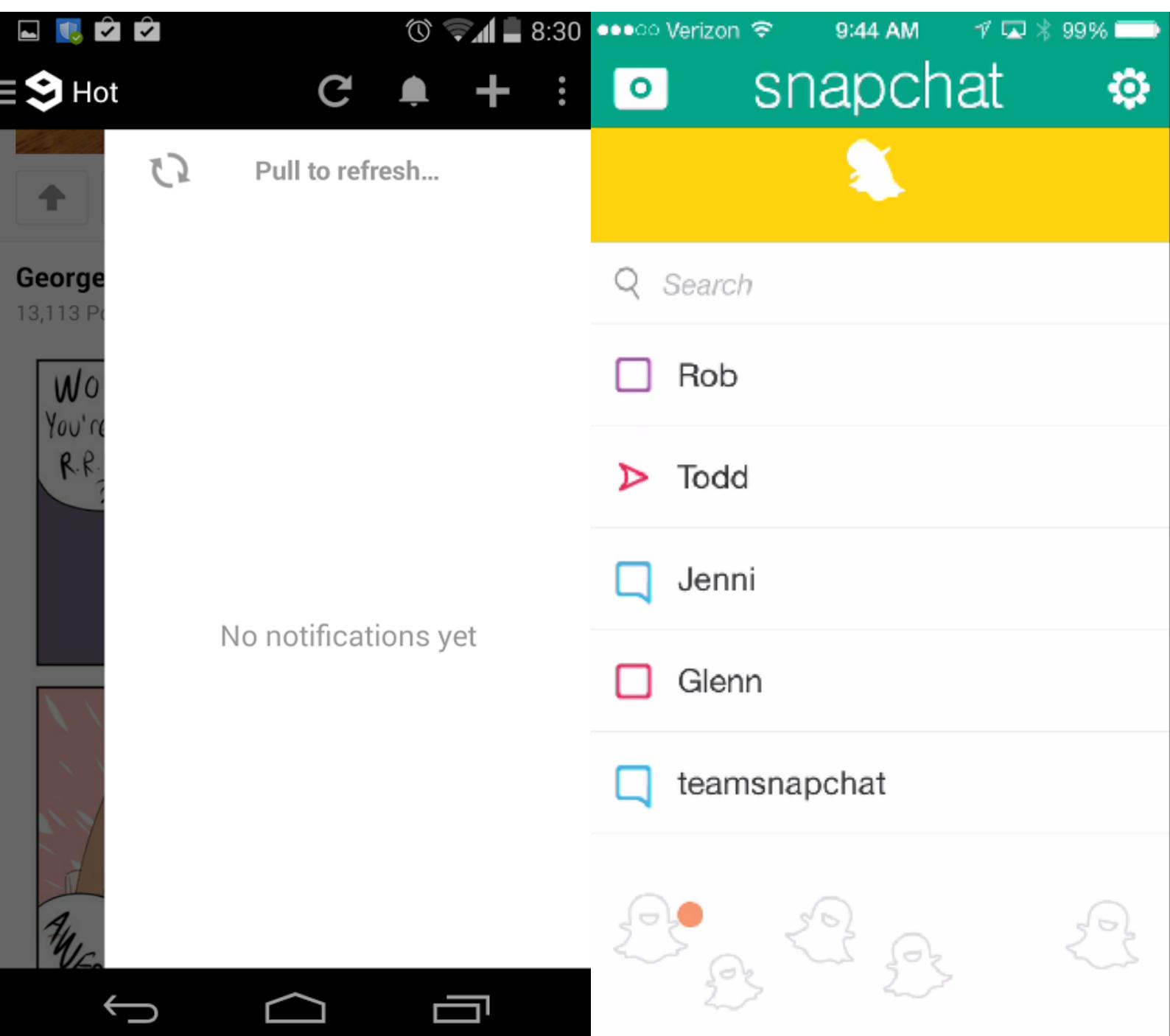
Asana for example lets you move tasks around by pressing-and-holding then dragging-and-dropping them wherever you want; you may want to move an item into different categories or days, and this drag and drop ability puts this in an intuitive gesture. Similarly, Google Play Music lets you drag and drop songs in a playlist to rearrange the order in which they're played.



# Pull to Refresh

Examples

9Gag, Snapchat



## Problem

The user wants to be able to refresh content manually.

## Solution

Instead of relying on just a refresh button, allow the main content window to be dragged down to refresh it. This is another very interactive pattern and the amount and kind of visual feedback the UI offers during and after the action is important to let users know something is happening. For example, the pull to refresh implementation in Gmail is accompanied by a horizontal colored activity indicator, while the Twitter implementation shows a circular loading animation. Snapchat shows a dancing animation. This pattern is great for lists with content that needs updating, for example a timeline or activity feed. It's an intuitive gesture to go alongside a standard button for manual refreshing, but doesn't altogether replace the automatically refreshing interfaces.

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with friends!



# 6

## Learn From The Best

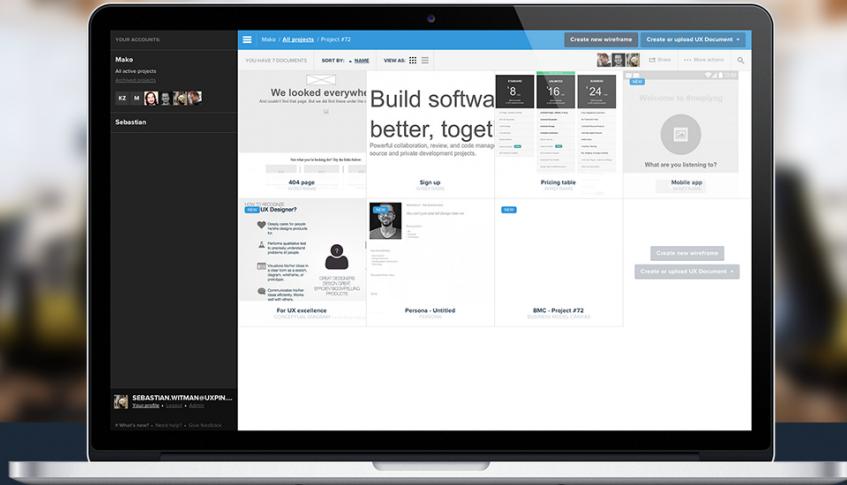
As Picasso and Steve Jobs and many other designers have said before, „Good artists borrow, great artists steal.” Take these design patterns and elements, and tailor them to solve your own problems and, most importantly, those of your users.

Armies of designers, developers, and product managers have slaved over solving many of the same problems you’re trying to solve today. Piggy-back off of their hard work to move faster and smarter - just don’t be lazy about it. Your product, users, and team are unique, even in the slightest ways, and need a unique final solution even if the general solutions are the same as thousands of others.

Remember, there is no one-size-fits-all solution when it comes to user experience design. Many of the patterns we’ve covered here work extremely well when mixed and matched with each other.

We’re constantly uncovering new design insights on our [blog](#) and [design library](#) so stay tuned for more. In the meantime, UXPin’s current free e-books - [Web Design Trends](#), [Mobile Design Trends](#), and [The Guide to Wireframing](#) - and, of course, [The Design Pattern and Wireframing Libraries Guide](#) have a bunch of examples as well.

Good luck!



- ✓ Rich UI element libraries, including iOS, Windows Phone and Android for mobile design
- ✓ Built-in UX Patterns Library with inspiring solutions for your designs
- ✓ Responsive design ready



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