

# Common UI concepts

- Labels and terminology
- Visual patterns
- Constructions in HTML/CSS/JS
- Remember: This is intro
- All subjective start

# Affordance

An Affordance is a hint that an interaction is possible for a particular action.

- Can be explicit
  - ex: a label
- Can be implicit
  - ex: a suggestive shape
- May only be triggered by a lead in action
  - ex: hover

# Designers and Affordance

Designers LOVE to talk about how something "affords" something else

- Affordance is an import concept
  - How do users know how to use your UI?
- Easy to lose track of what is being said
  - jargon is not inherently good or bad

# Call to Action

- Trying to get the user to take an action
  - Usually a button or link
    - With "punchy" text

Ex: **"Find out more"**, **"Compare Prices"**, **"Register for free trial"**, **Download Now**

- Often "CTA" in designer text
- Don't want conflict between CTAs!
  - Ideally only one at a time

# "The Fold"

- The "Fold" is the natural divide of web page:
  - What you can see without scrolling
    - "Above the fold"
  - What you have to scroll to see
    - "Below the fold"
- Originally a newspaper term
  - Still relevant
- Not 100% consistent
  - resolutions, widescreen, mobile

# Predicting the fold

- Rough desktop guideline:
  - 1000px wide, 600px high
  - That's *rough*
- No idea about mobile yet
  - So many options

# Why do we care about the fold?

- People may not want to scroll
  - If above the fold isn't interesting, why bother?
- People may not know to scroll
  - Don't hide scrollability

# Using the fold

- Should have convincing material
- Should have a clear call to action
- Should make it clear when scrolling is possible
- Common to divide scrollable area into sections
  - Each with some call to action
  - Sections in order of priority



# Hero Image

- The initial primary image for user focus
  - Often large to ensure it gets noticed
  - Sets the tone of the site
    - First impressions happen FAST

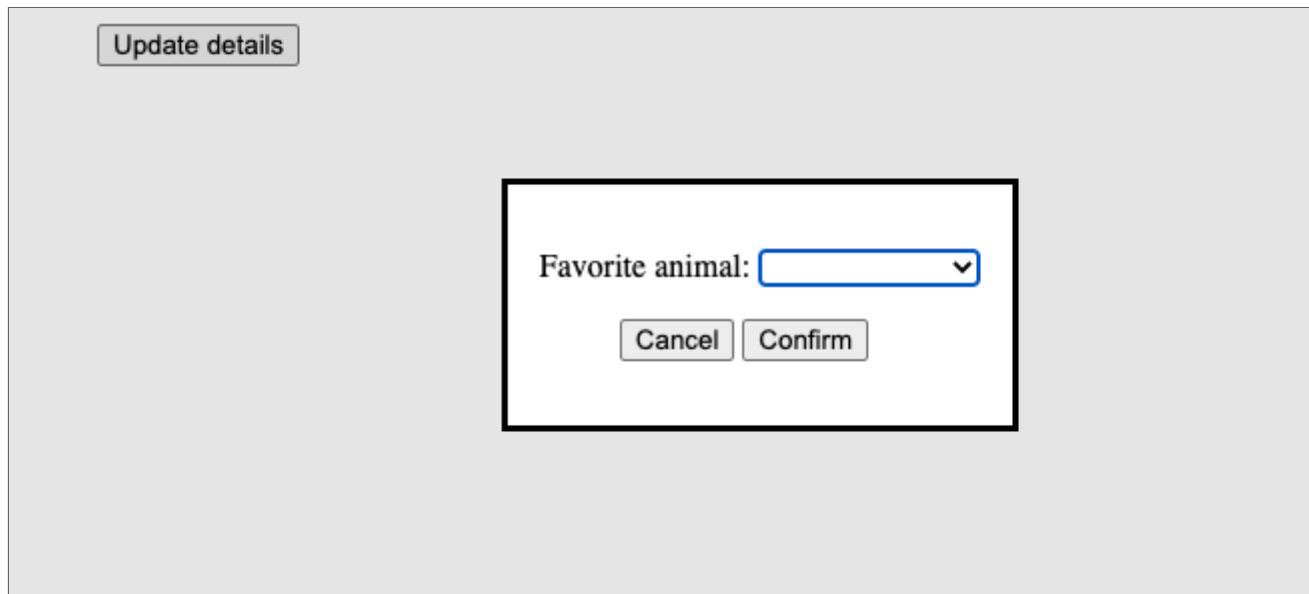
# Hero Image considerations

- Common, but not required
- Too big = slow
- Too small = low value
- Tone mismatch = low value
- Too harsh = discourage visitors
- Responsive size

# Modal

"modal" ("modal window" or "modal pop-up")

- An interaction that prevents interaction with the rest of the page



The image shows a modal dialog box on a light gray background. In the top-left corner of the background, there is a button labeled "Update details". The modal dialog box is centered and has a white background with a black border. Inside the modal, the text "Favorite animal:" is followed by a dropdown menu with a blue border and a downward arrow. Below the dropdown are two buttons: "Cancel" and "Confirm".

# When to Modal

- Modals interrupt the user!
  - Don't overuse
- Use when creating separation from current context
  - "To move forward, do X"
  - Do for users' benefit
  - Request should be simple flow
    - Clear start and finish

# Modal Considerations

- Provide context to user
- Indicate mode ("grey out" background)
- Provide clear options (finish or cancel)
- "Trap" navigation
- Provide keyboard escape (ESC most common)

# Modal Implementation

- was a fair amount of CSS & JS
- Now we have `<dialog>`
  - <https://mdn.github.io/dom-examples/htmldialogelement-basic/>
  - Includes `::backdrop` for styling
    - Not on Firefox :(
  - `<form method="dialog">` inside `<dialog>`
- Covers most needs, requires a little JS

# Dark Patterns

- UI skills used for evil
  - not to users' benefit
- "Privacy Zuckering" - share more than intended
- Bait-and-switch - tempting offer no longer available
- Confirmshaming - drive users to act against their interests
- Misdirection - Hide/confuse/disguise flow
- Roach Motel - Hard to exit/cancel/discontinue

# Summary - Call to Action

- Usually a button/link
  - Stands out visual
  - Text asks for action
- Wanted above the fold
- Want one CTA per screen



# Summary - The Fold

- Initial visible page
- Should be enough to keep user
- Often has Hero Image
- Should have CTA

# **Summary - Hero Image**

- Big initial first impression
- Sets tone of page

# Summary - Modal

- prevents interaction with rest of page
- used sparingly for short flow starts
- needs to cover keyboard and mouse interactions
- needs to have cancel options
- can be implemented with `<dialog>`

# Summary - Dark Patterns

"Putting shareholder benefit ahead of user benefit"

- Using UI to trick or annoy user