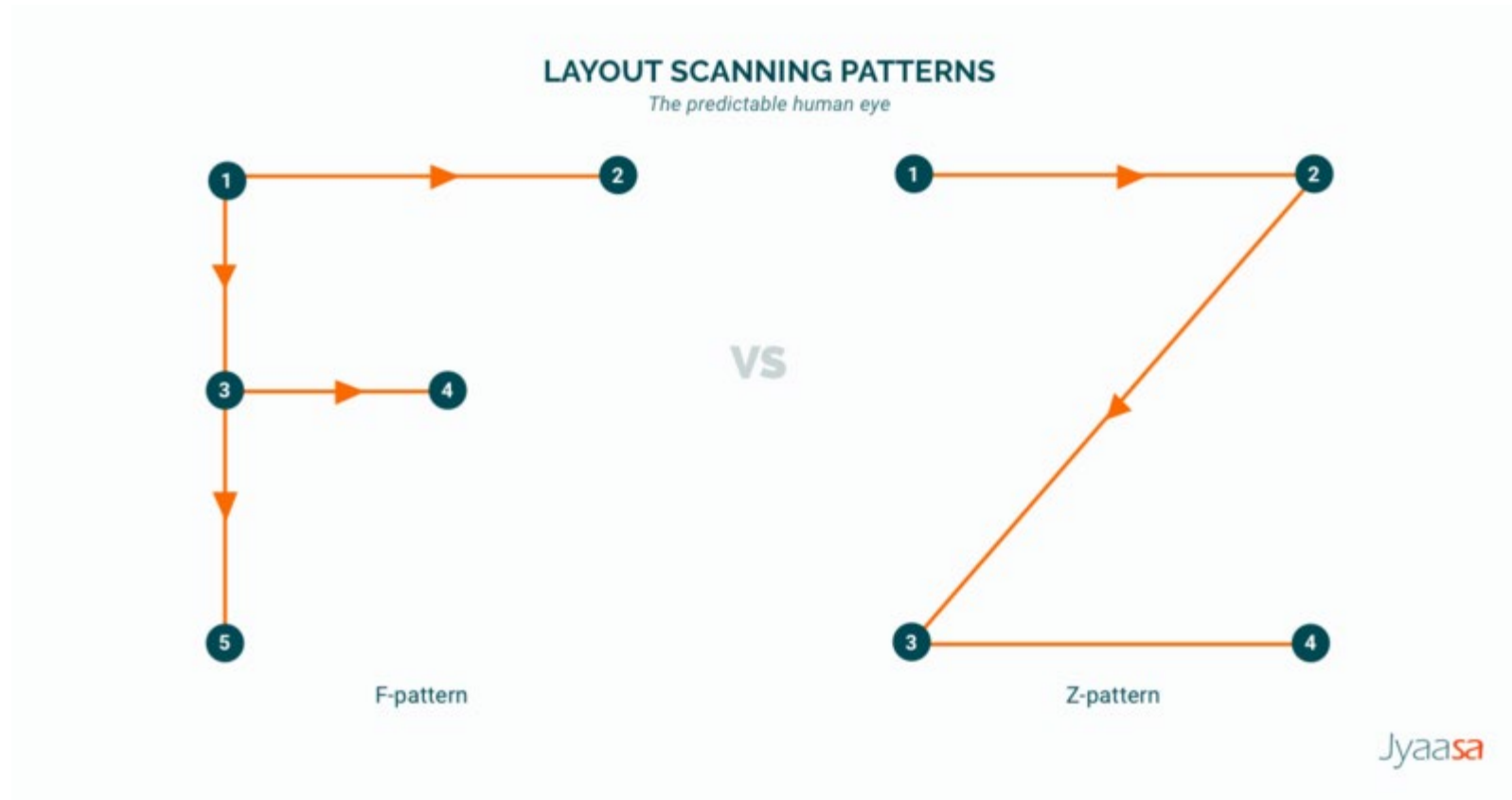


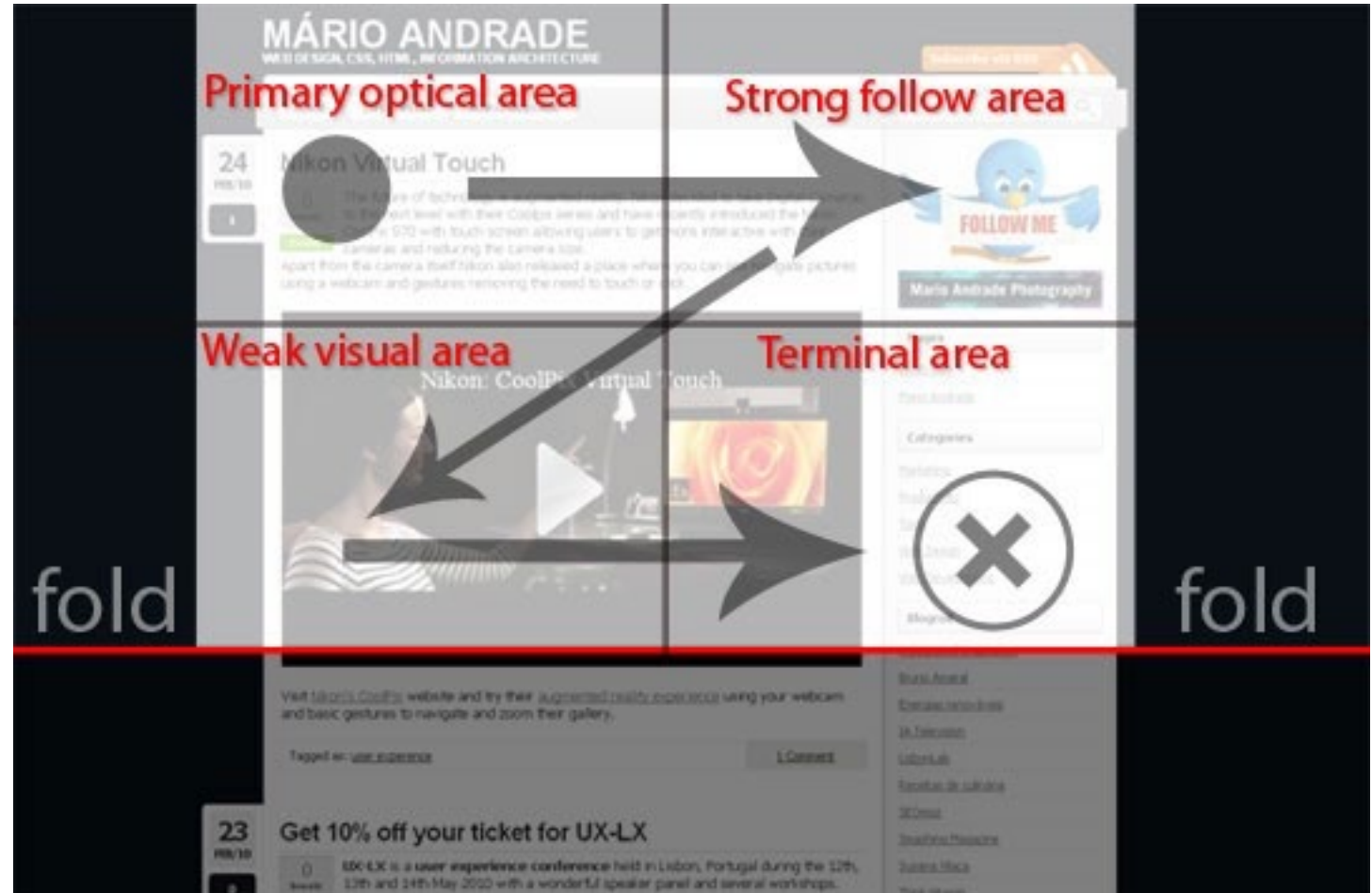
Principles of Page Design, part 2

F-patterns and Z-patterns



The Gutenberg Diagram in Web Design

- The Gutenberg Rule is used to show a user behavior known as **reading gravity**, the western habit of reading left-to-right, top-to-bottom.
- It is represented by dividing the visible content area in 4 quadrants:



Designing for Scanning

F-Pattern

F-Shaped Pattern for Reading Web Content

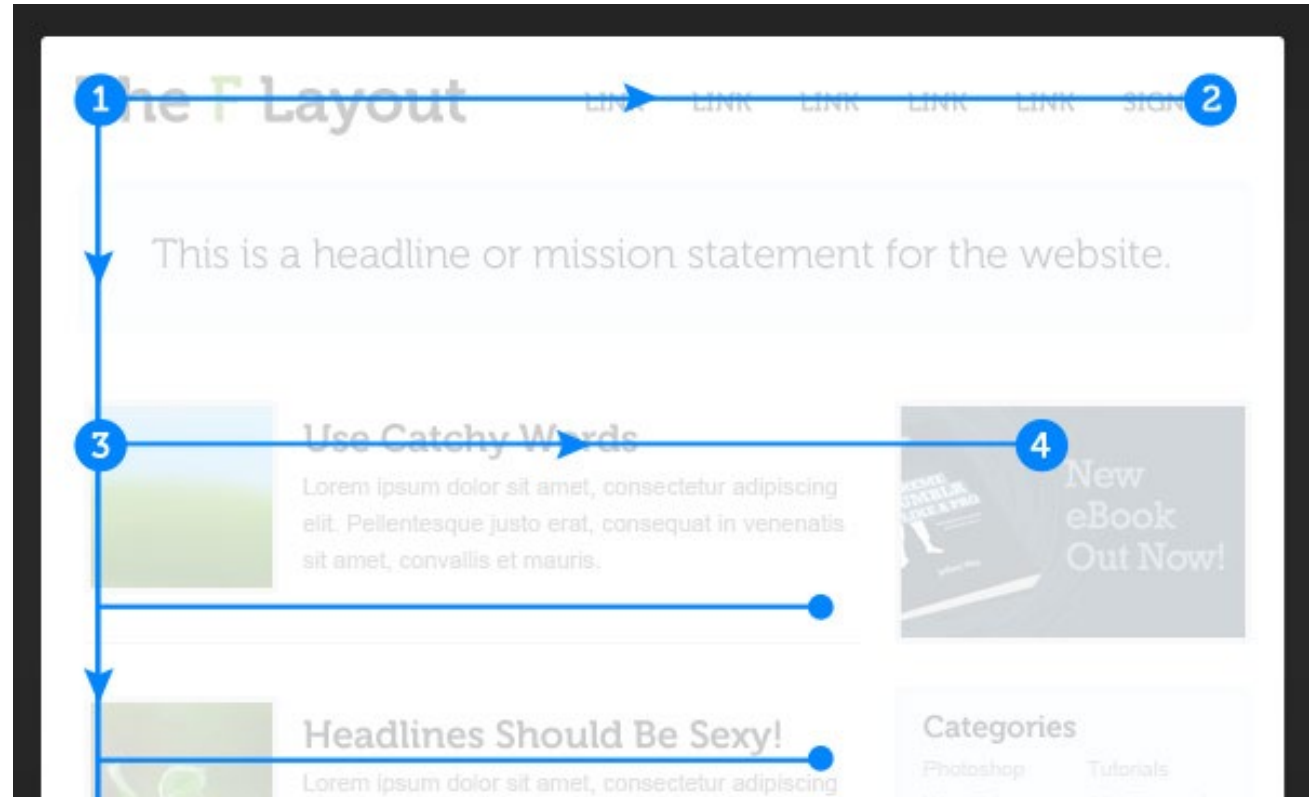


What is the F-Pattern?

- Users will rarely read every word of your text (in fact, only 20%).
- The first two sections are the most important and should contain your hook.
- Cover only one idea per paragraph, using bullets as much as possible
- Start paragraphs and new sections with enticing keywords.

How to Use the F-Pattern

- Point 1: best, most important content across the top, starting on the left
 - Typical: logo, branding, company information
- Point 2: navigation or "help", stretching across
 - Typical: horizontal navigation bar
- Points 3 & 4: Content, stories, sections, including purposefully placed "awkward" items to break-up monotony

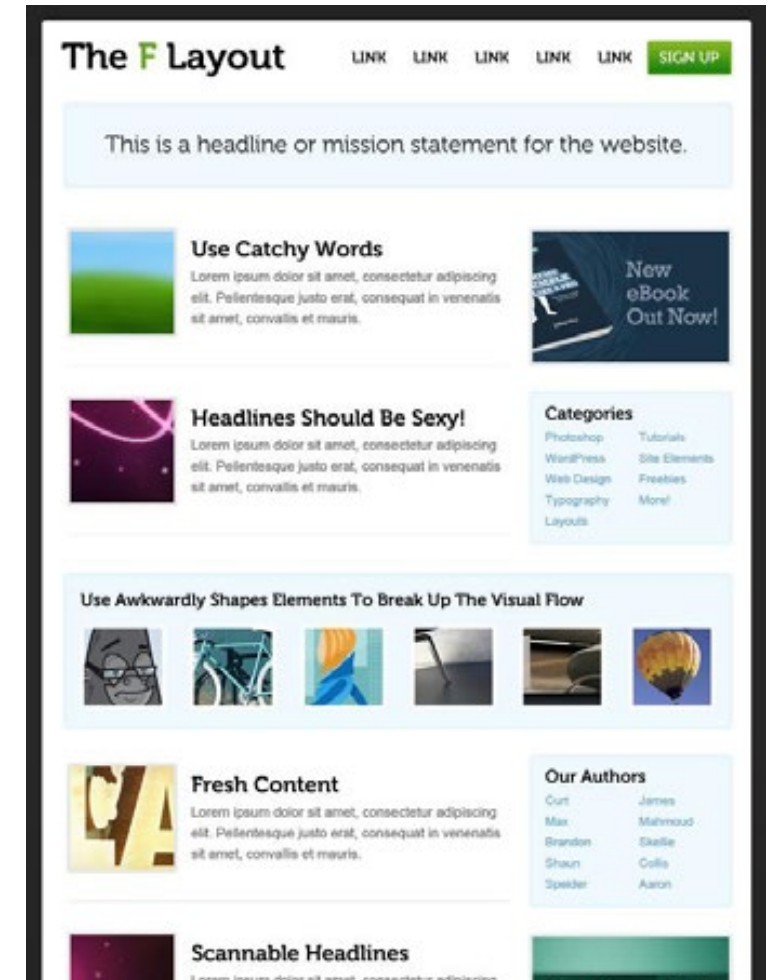


How the F-pattern works

Present options in a noticeable way, without distracting from the primary content

The right-hand sidebar – lesser content:

1. **Featuring relevant but unrelated content** – Anything you want your user to see, but that doesn't fit in organically with the primary content. These could be advertisements, links to other posts, a social media widget, etc.
2. **As a search tool** – This place could obviously host a search bar, but could also have category listings, tag clouds, a “popular posts” widget, etc.



Why Is This Pattern Effective?

Mimics users' natural sight patterns (top-to-bottom, left-to-right)

The screenshot displays the Amazon website's search results for "UX books". The interface is organized to guide the user's eye from top to bottom and left to right. At the top, the Amazon Prime logo and navigation links are visible. Below the search bar, the results are categorized into "Books" and "Kindle Store". The "Books" section lists three books, each with a cover image, title, author, and pricing information. The "Kindle Store" section lists the same three books with their respective Kindle Edition prices. The layout uses a grid system to present information in a clear, structured manner.

amazon Prime
Shop by Department - Search AS + UX books

1-16 of 4,719 results for "UX books"

Show results for

Books >

- Computers & Technology
- User Experience & Website Usability
- Web Development & Design
- Graphics & Multimedia
- Programming
- Human Computer Interaction
- See more

Kindle Store >

- Computers & Technology
- Web Site Design
- Computer Graphic Design
- Web Graphics
- Customer Service
- Small Business & Entrepreneurship
- Applied Psychology
- See All 19 Departments

Refine by

Amazon Prime

- ☐ Prime Eligible

Book Series

- ☐ Voices That Matter

Book Format

- Hardcover
- Kindle Edition
- Paperback

Book Language

- ☐ English

Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter)
by Steve Krug

Paperback
\$18.02 - \$25.47 to rent Prime
\$30.02 to buy Prime
Get it by **Thursday, Jan 29**

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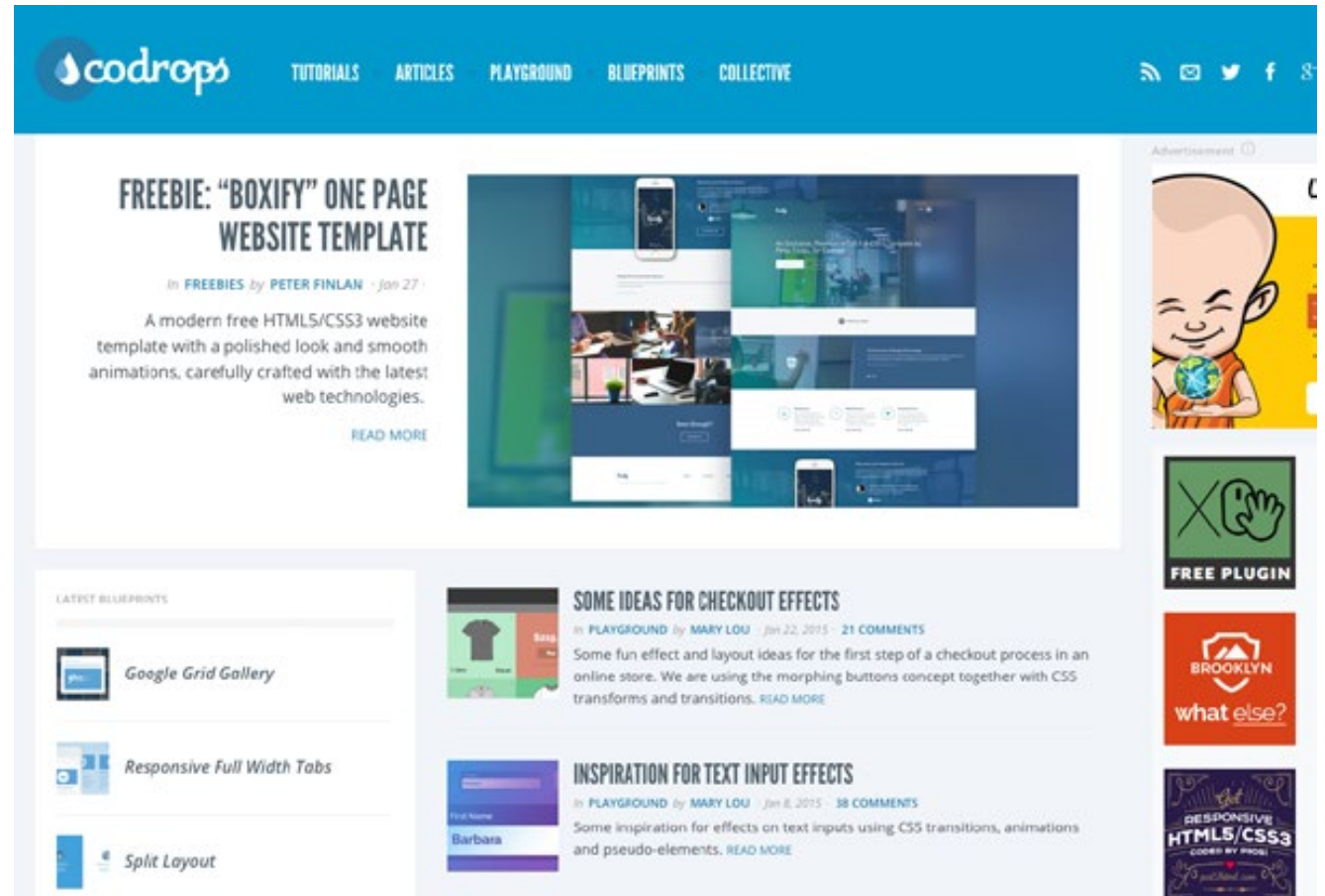
★★★★★ = 116
#1 Best Seller in Databases
Trade-in eligible for an Amazon gift card
Excerpt
Page 185 : ... Tomer is a UX Researcher
See a random page in this book.
Books: See all 854 items

★★★★★ = 19
Trade-in eligible for an Amazon gift card
Books: See all 854 items

★★★★★ = 100
Trade-in eligible for an Amazon gift card
Excerpt
Front Matter : ... customers. Who is Lea
See a random page in this book.
Books: See all 854 items

The F-pattern - summary

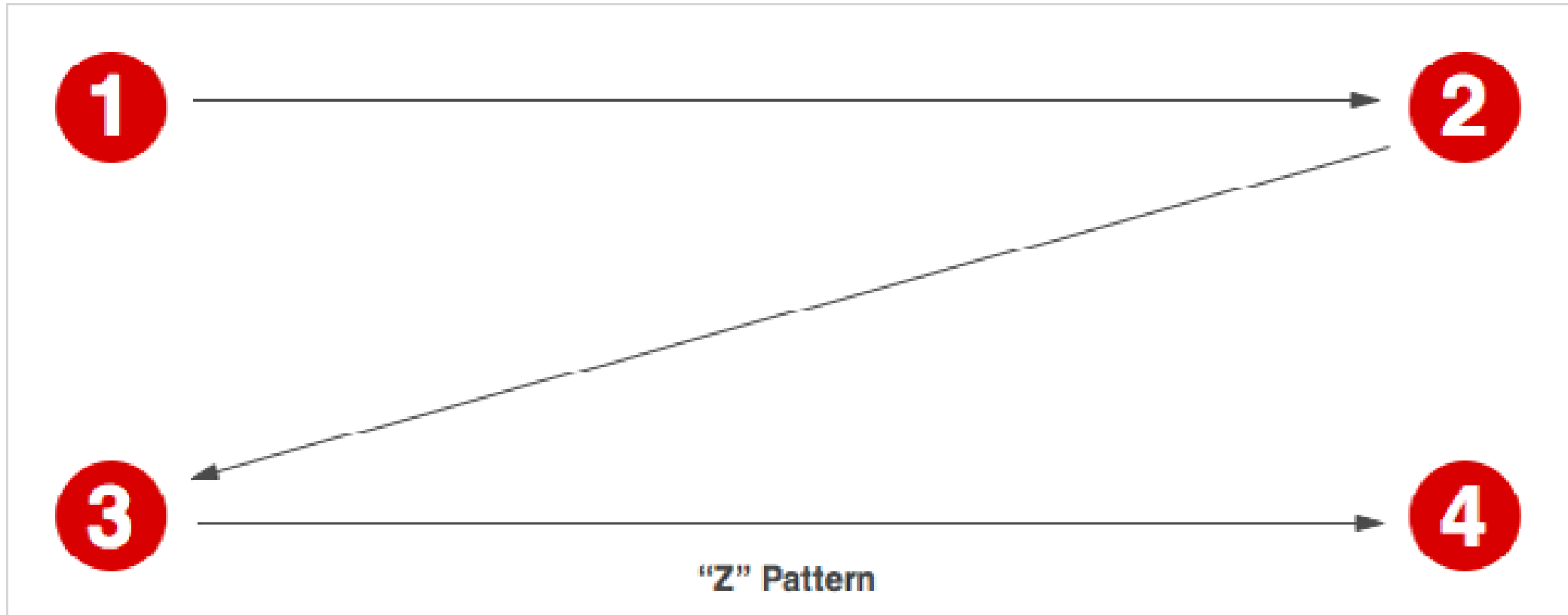
- Not just text
- Works because our human brains work that way
- Not a rule - it's a guideline
- Works, even if just using a logo, navigation bar and a call-to-action in the corner – it can make all the difference



Designing for Scanning

Z-Pattern

Z-Shaped Pattern for Less Content-Heavy Webpages



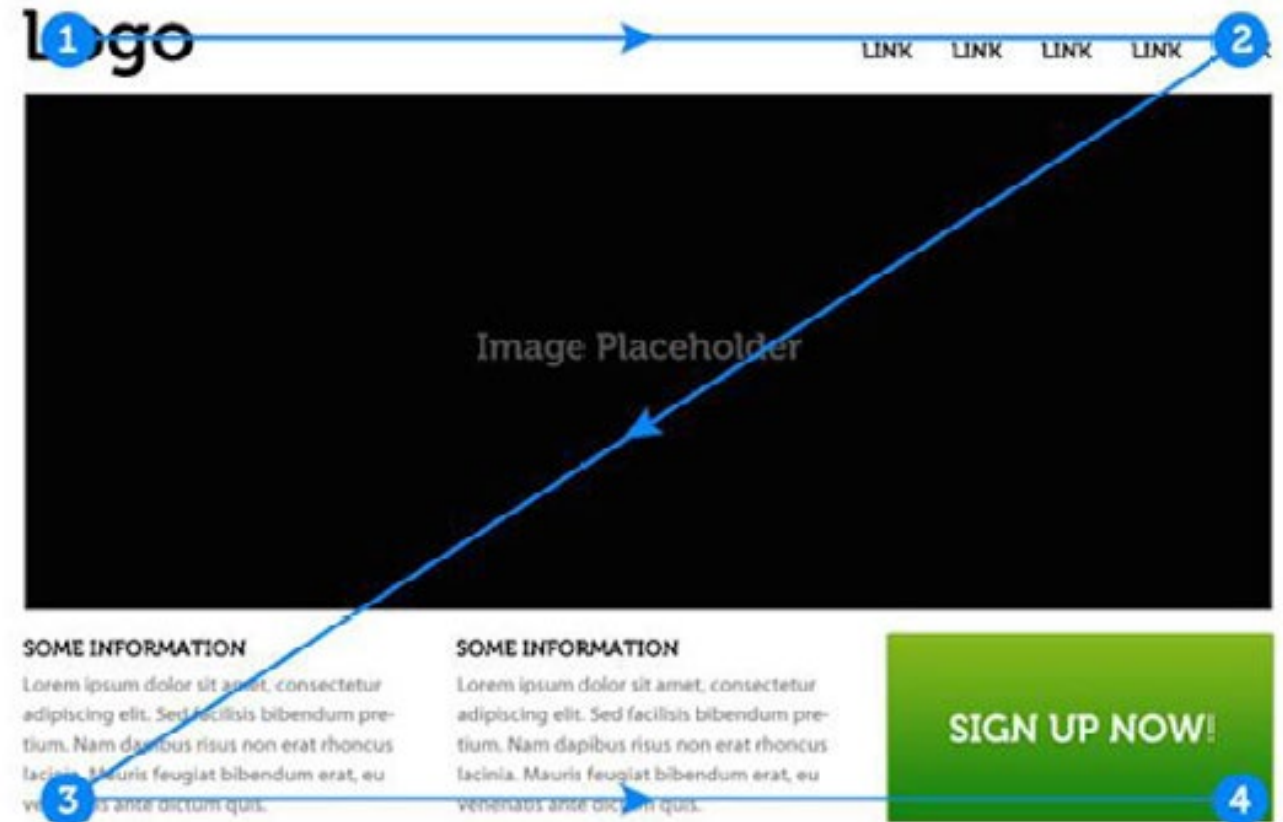
What is the Z-Pattern?

- The F-pattern organizes content
 - The user will scan a straight vertical line down the left side until it reaches something of interest.
- The Z-pattern emphasizes calls-to-action
 - The user will more or less cover every line, which is why it mostly applies to pages that feature a small enough amount of content to make this feasible.

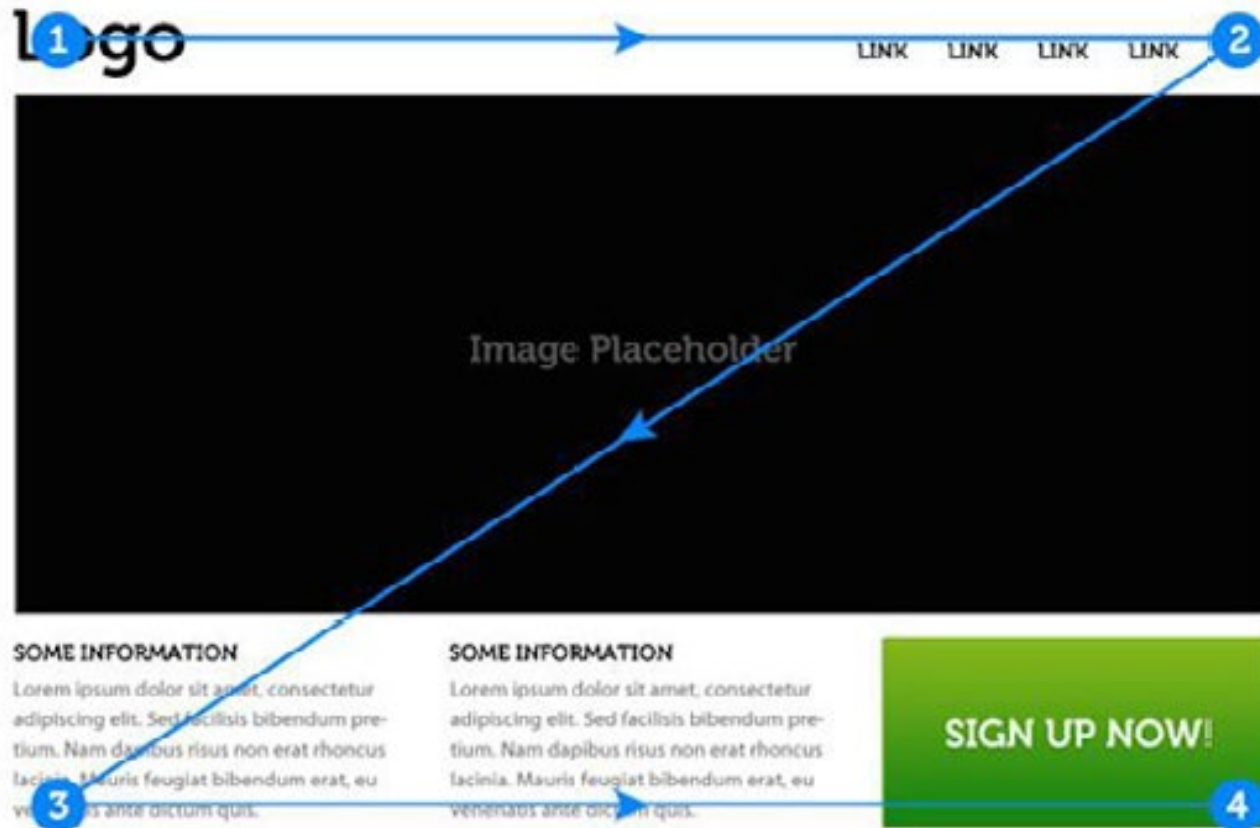


How to Use the Z-Pattern

Point #1. Point #1 is a starting point of viewer's journey. It's a prime location for your logo



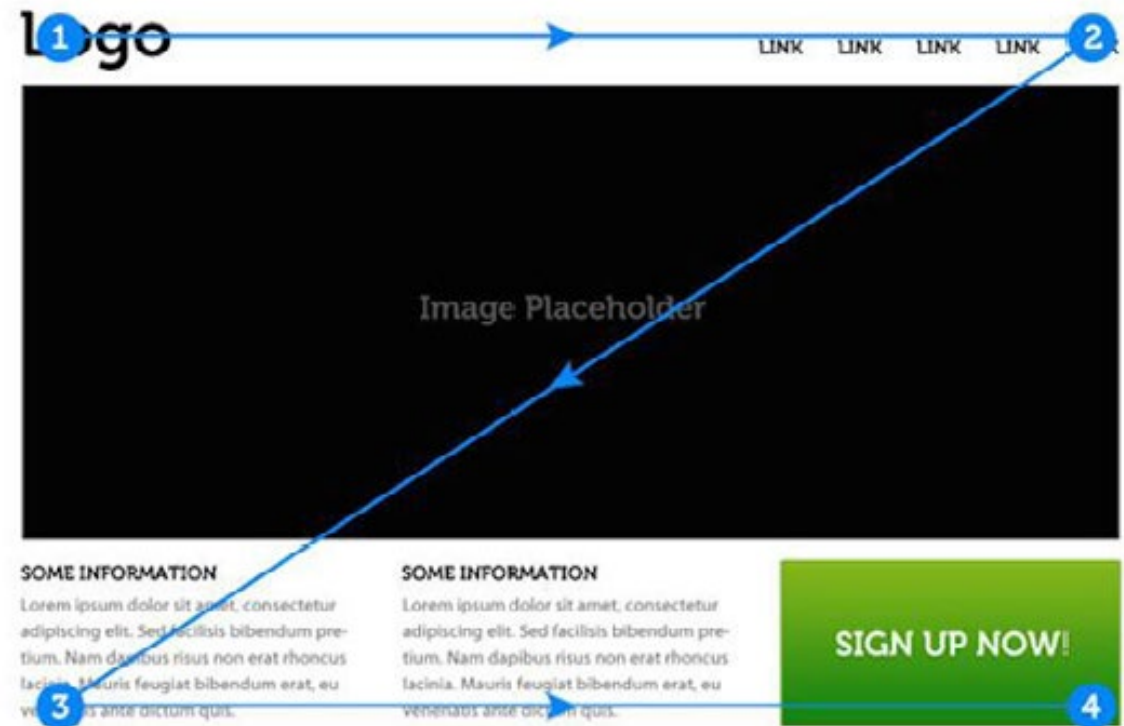
How to Use the Z-Pattern



Point #2. Place the items that you want the reader to see first along the top of the Z. The eye will naturally follow the path of the Z, so the goal is to place your secondary “call to action” at the end. Put more visual weight into Point #2 element — make the button (or another key element) bright and colorful to get users attention and guide users along the Z-pattern

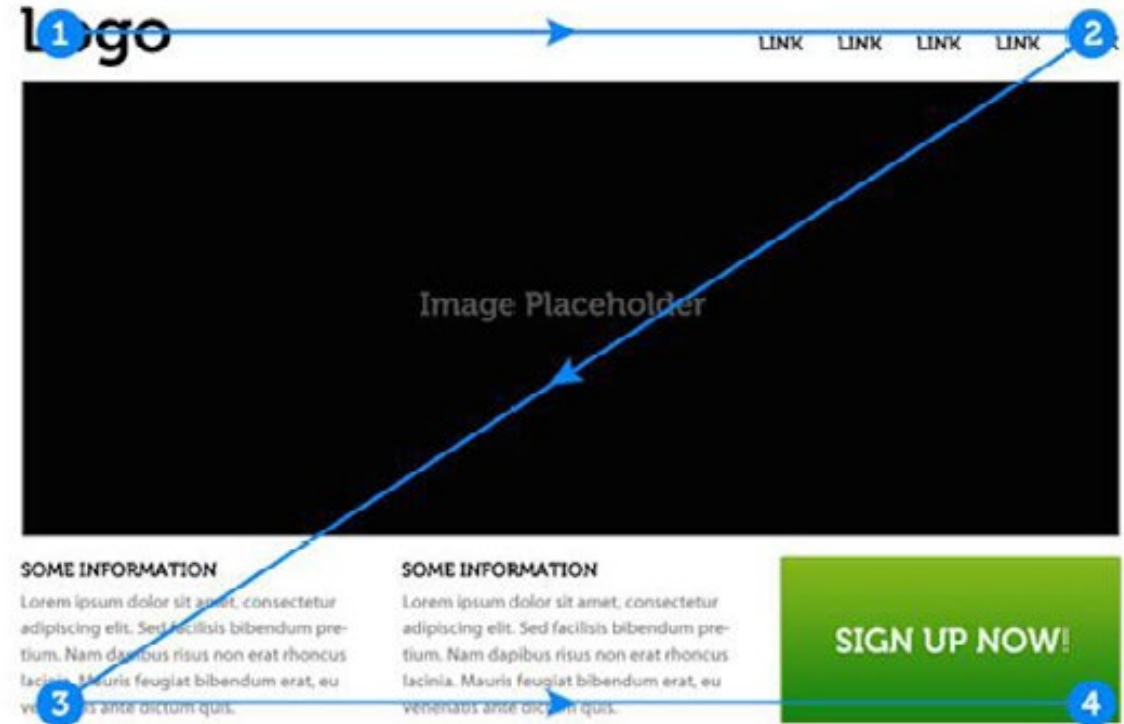
How to Use the Z-Pattern

Center area of the page. The trick to this area is fill it with content that interests the user, while still urging their sight downward to the next line. For example, you can place a hero image in the center of the page to separate the top and bottom sections and guide the eyes along the Z path.

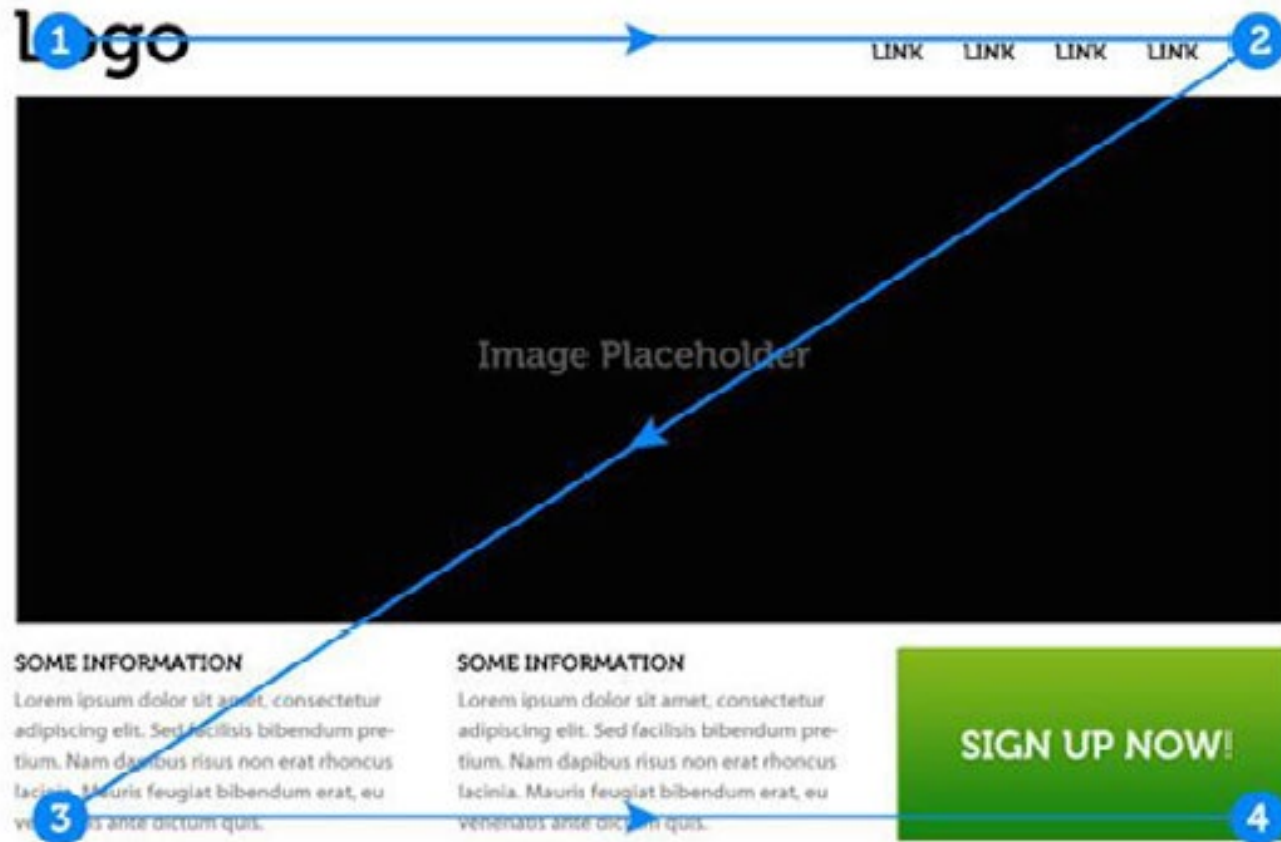


How to Use the Z-Pattern

Point #3. The purpose of Point #3 is to guide the users to the final call to action at Point #4. For example, if your page promotes some product that you want to sell, you want potential customers to see the copy that will convince them to buy before they see the “Buy Now” button. Thus, you can use Point #3 to provide benefits or other helpful information for them.



How to Use the Z-Pattern



Point #4. Point #4 is the finish line, the row between it and Point 3 should contain content that pushes the user's sight to the corner. Point #4 itself is an ideal place for your primary Call to Action

Zig-Zag Pattern

- Backgrounds should be clean, simple, muted, or non-existent
- You can "stack" multiple Zs one over another (zig-zag)

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1



2

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3

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- Everyone will be on the same page.

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julie@widgetco.com

Start your free trial

4,680 businesses signed up this week!

4

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1

2

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Capture, organize, and share notes from anywhere. Your best ideas are always with you and always in sync.

3

4

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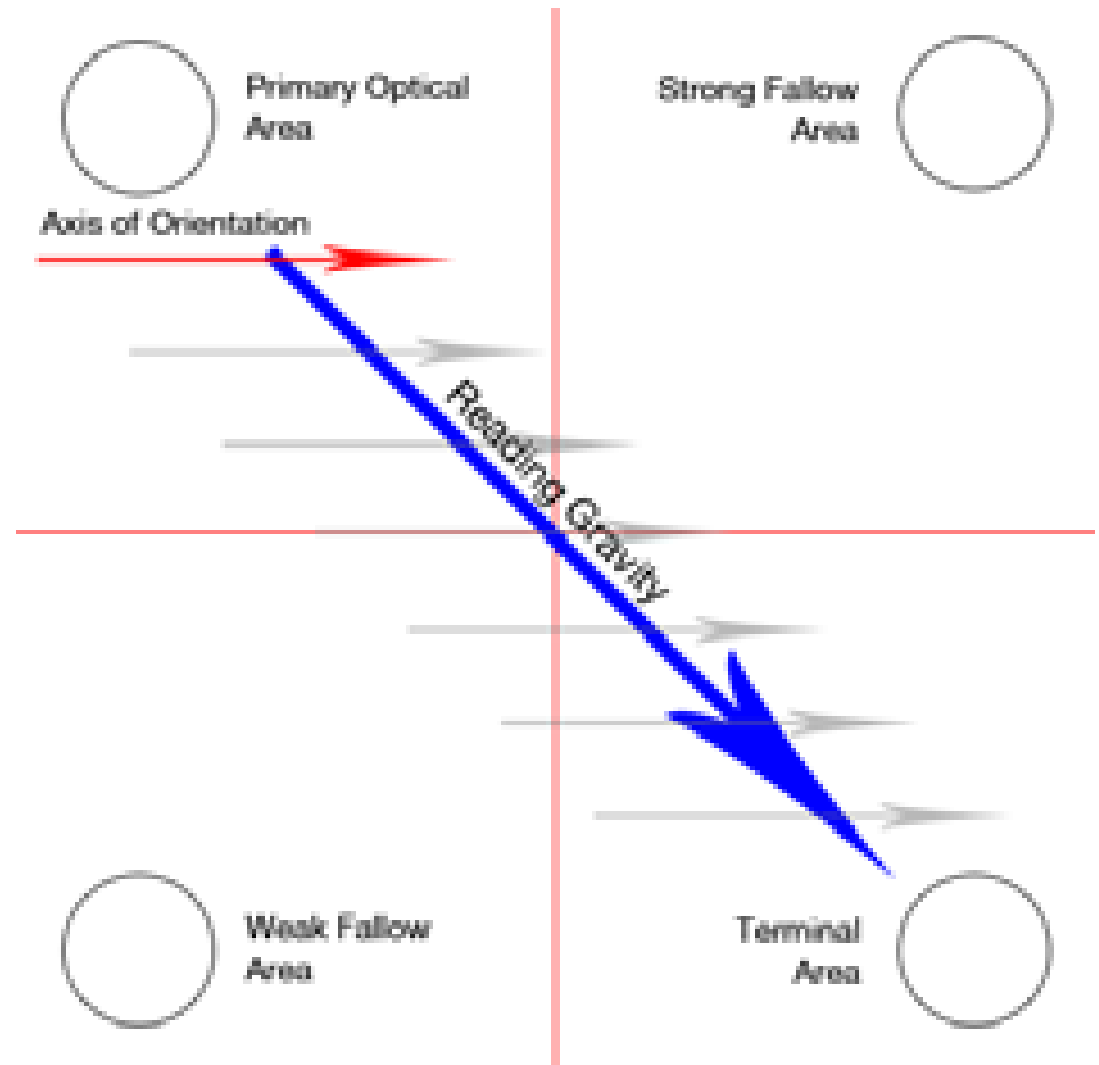
Or

By clicking Create account, I agree to the [Terms of Service](#) and [Privacy Policy](#).

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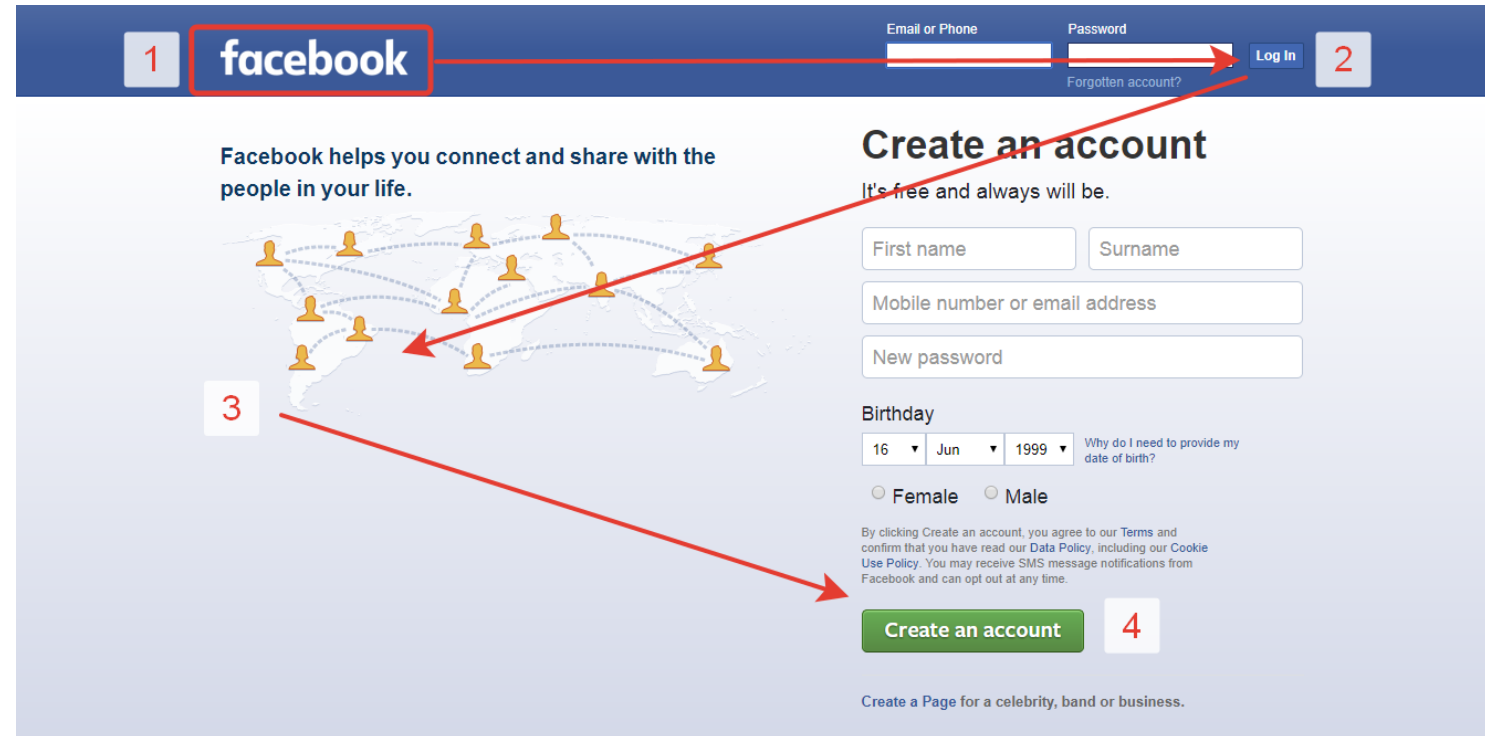
Why Is This Pattern Effective?

- Adheres to the concept of Organizational Outline
 - Remember: HTML structure - the first layer of Progressive Enhancement
- Good for "story telling" – leading the reader through major points
- Happens to be inherently mobile friendly
 - Center-point can shrink or grow naturally based on the device width



The Z-pattern - summary

- If it must organize a large selection of content, choose the **F-pattern**
- If it leans towards eliciting a specific action as a result of visual narrative, choose the **Z-pattern**
- Be careful to *not* derail the user's sight pathway with inadvertently strong content



Designing for Browsing

Card Layout

Card Layout

- Responsive
- Organized
- Easy to read
- Rank-free
- Universal

