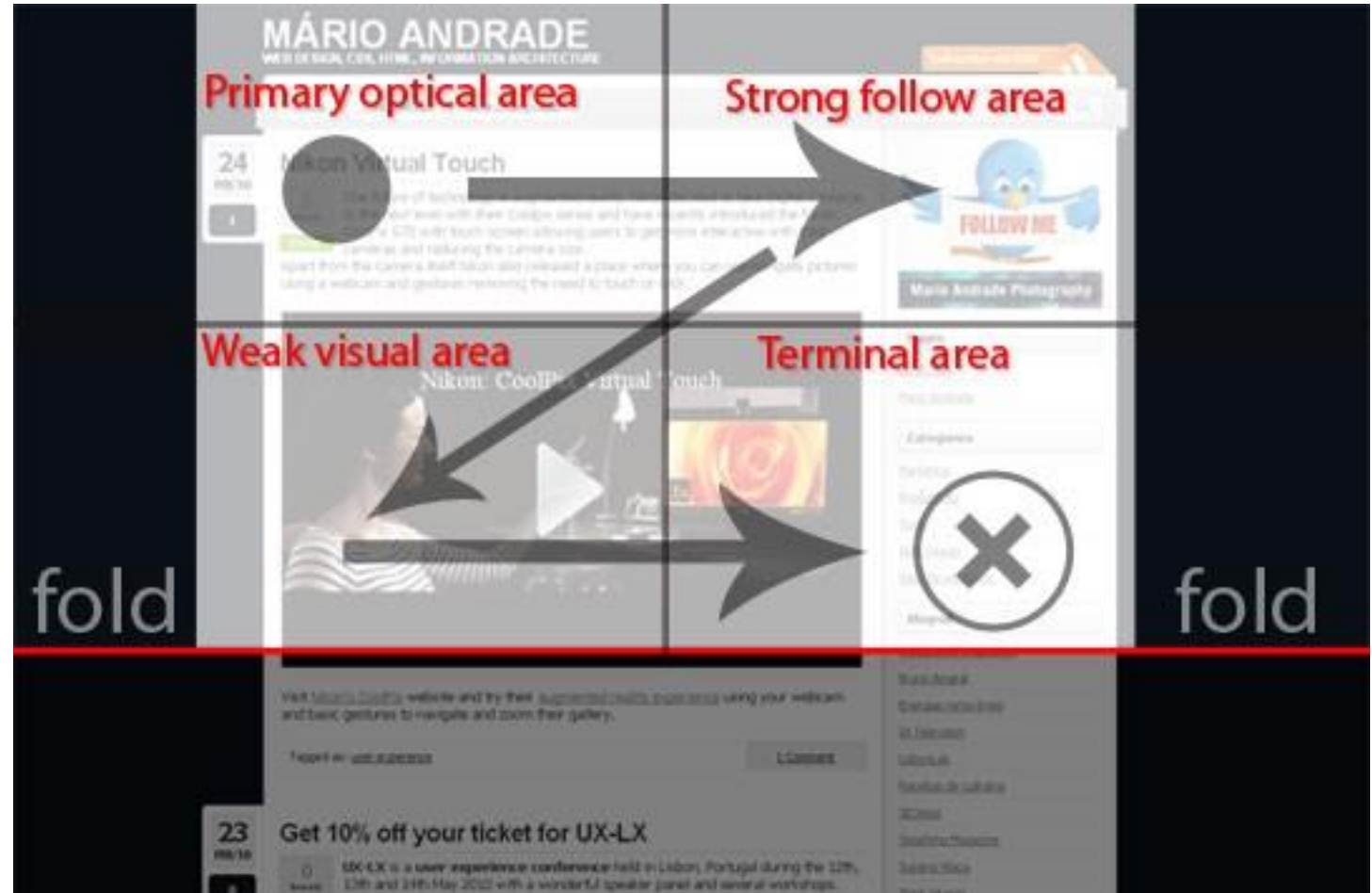


# Principles of Page Design (continued)

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

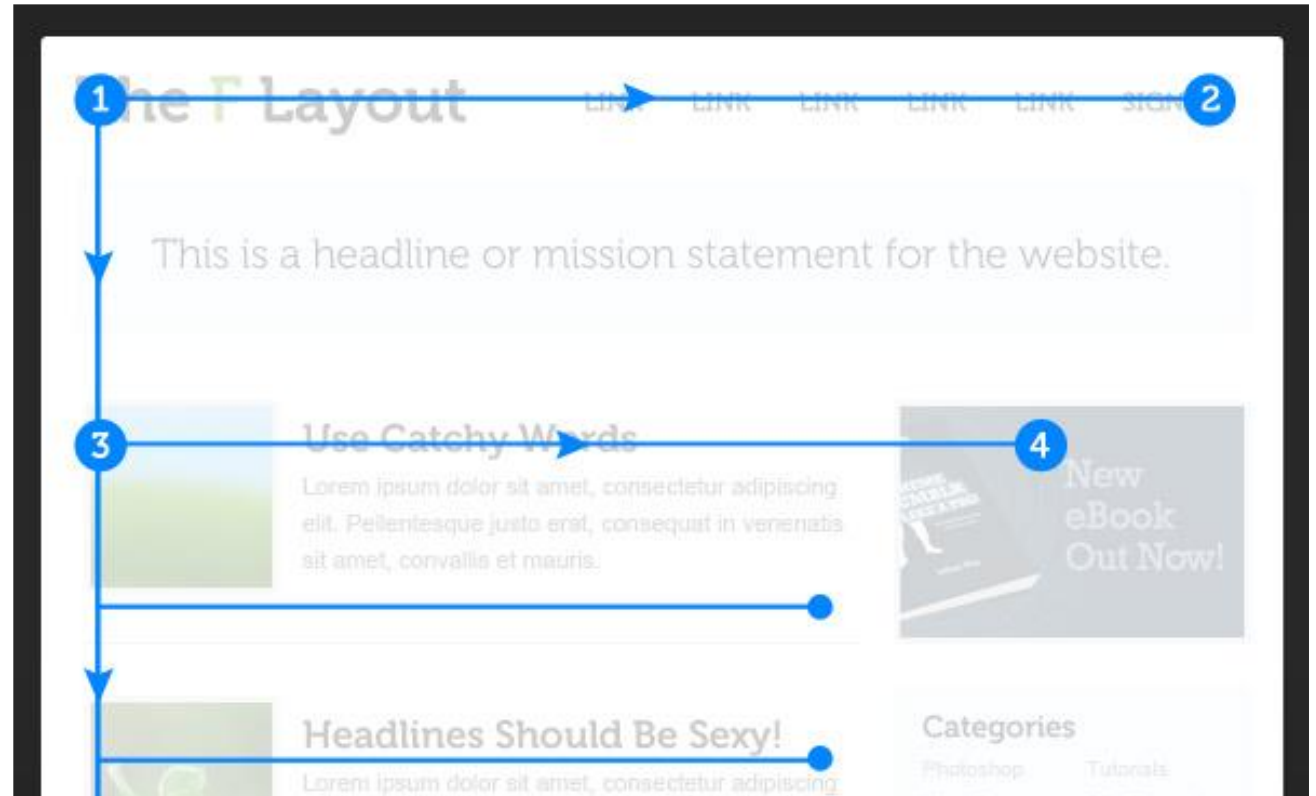


# What is the F-Pattern?

- 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

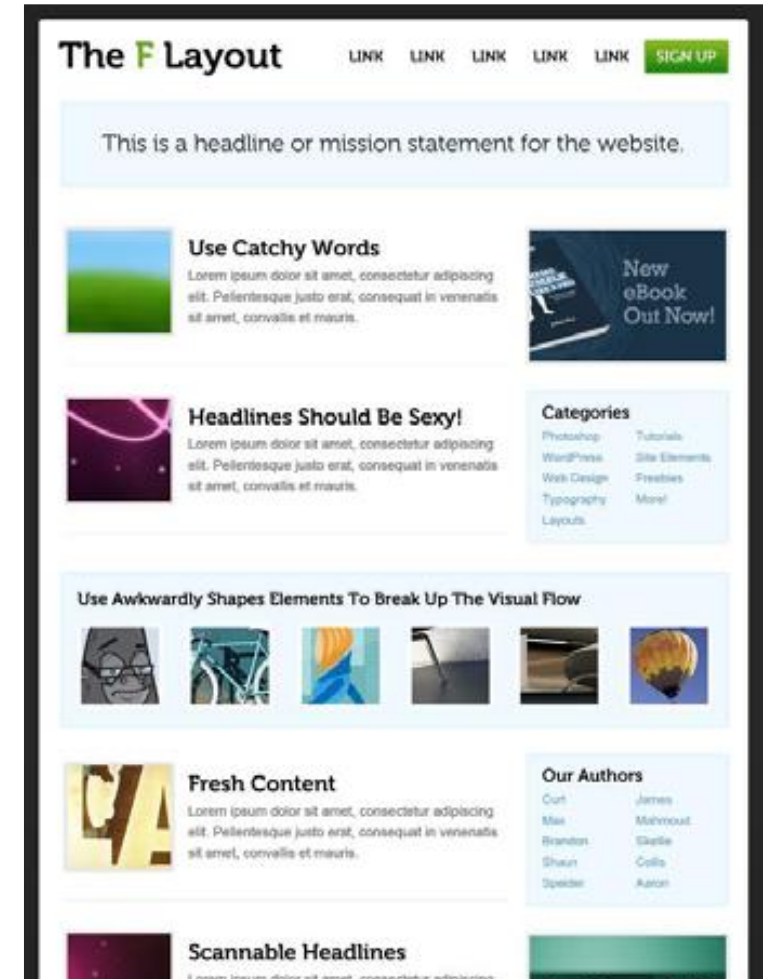


# How the F-pattern works

*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<sup>1</sup>)
- A/B Testing confirms: putting a phone number (a call-to-action) in the top-right increases conversions 30%.

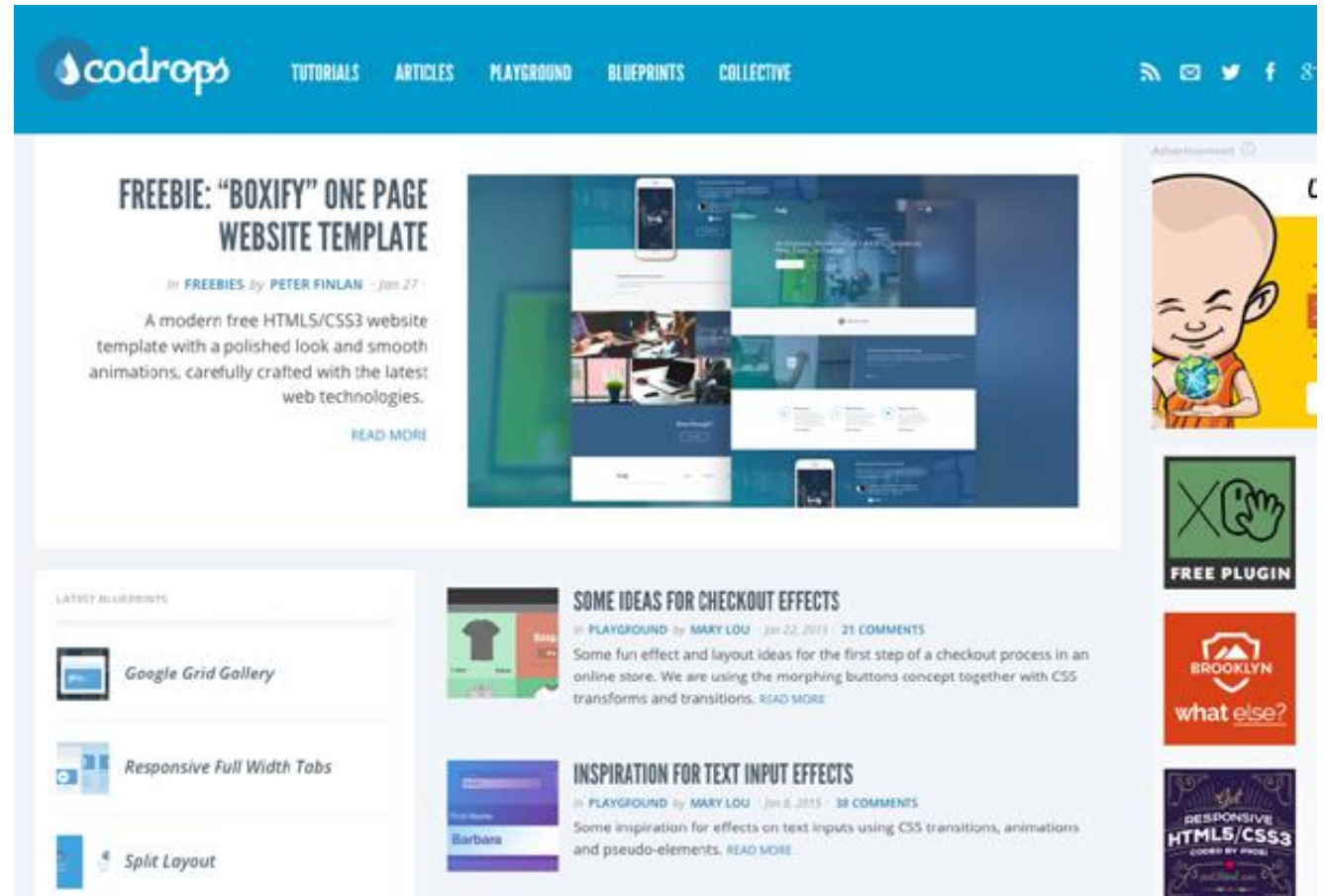


<sup>1</sup> In western cultures



# 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



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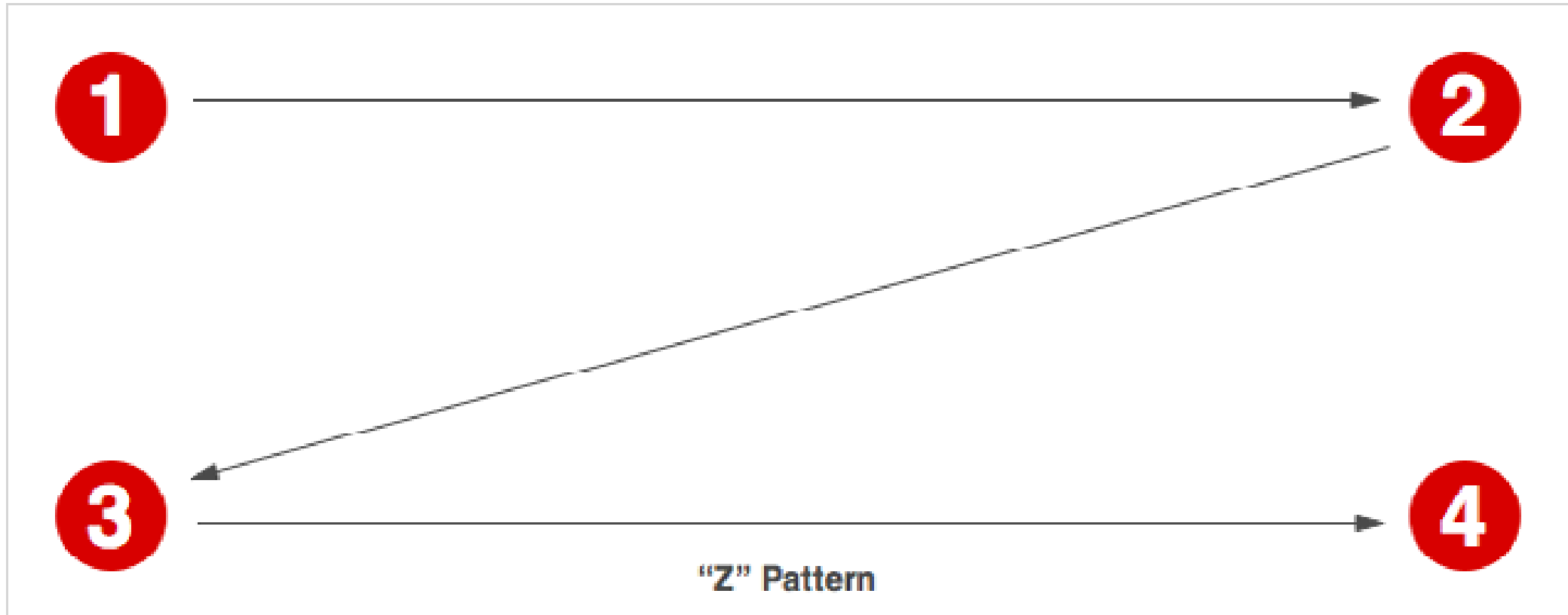
Front Matter : ... customers. Who is Lee  
... See a random page in this book.

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# Designing for Scanning

## Z-Pattern

# Z-Shaped Pattern for Less Content-Heavy Webpages



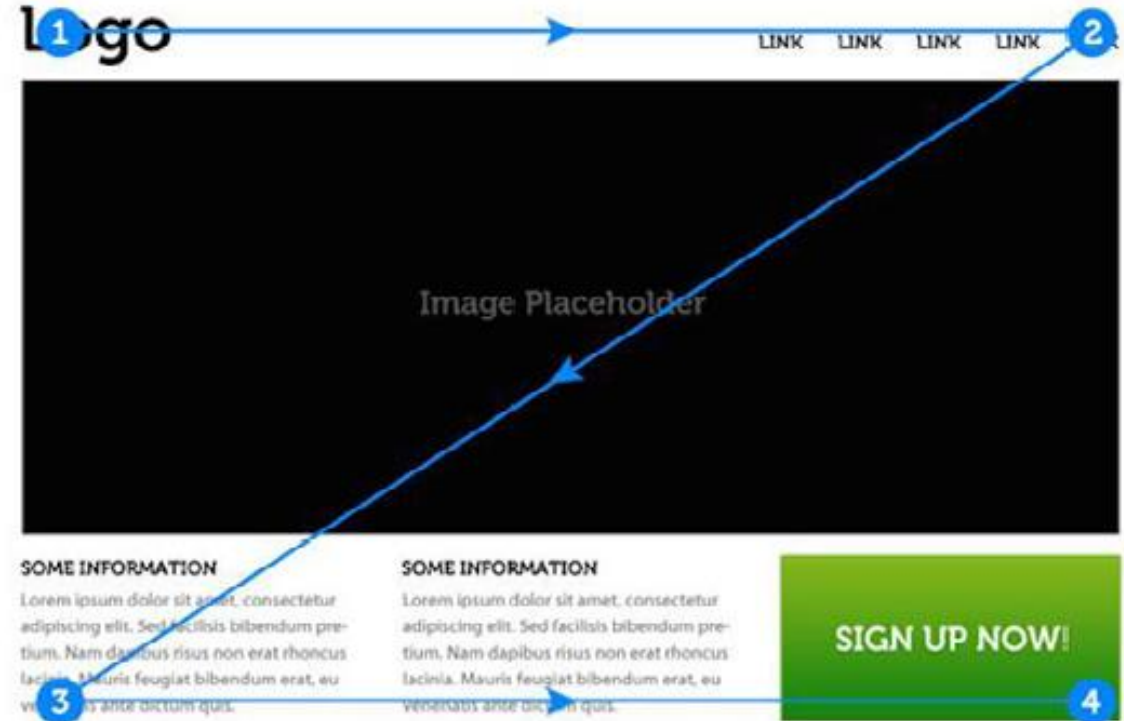
# What is the Z-Pattern?

- 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: still the most valuable spot
- Point 2: important, but this time, *not* the main call-to-action
- Prime area of the Z-pattern is the center of the page
- Point 3 & 4: re-engaged scanning leading to the real call-to-action





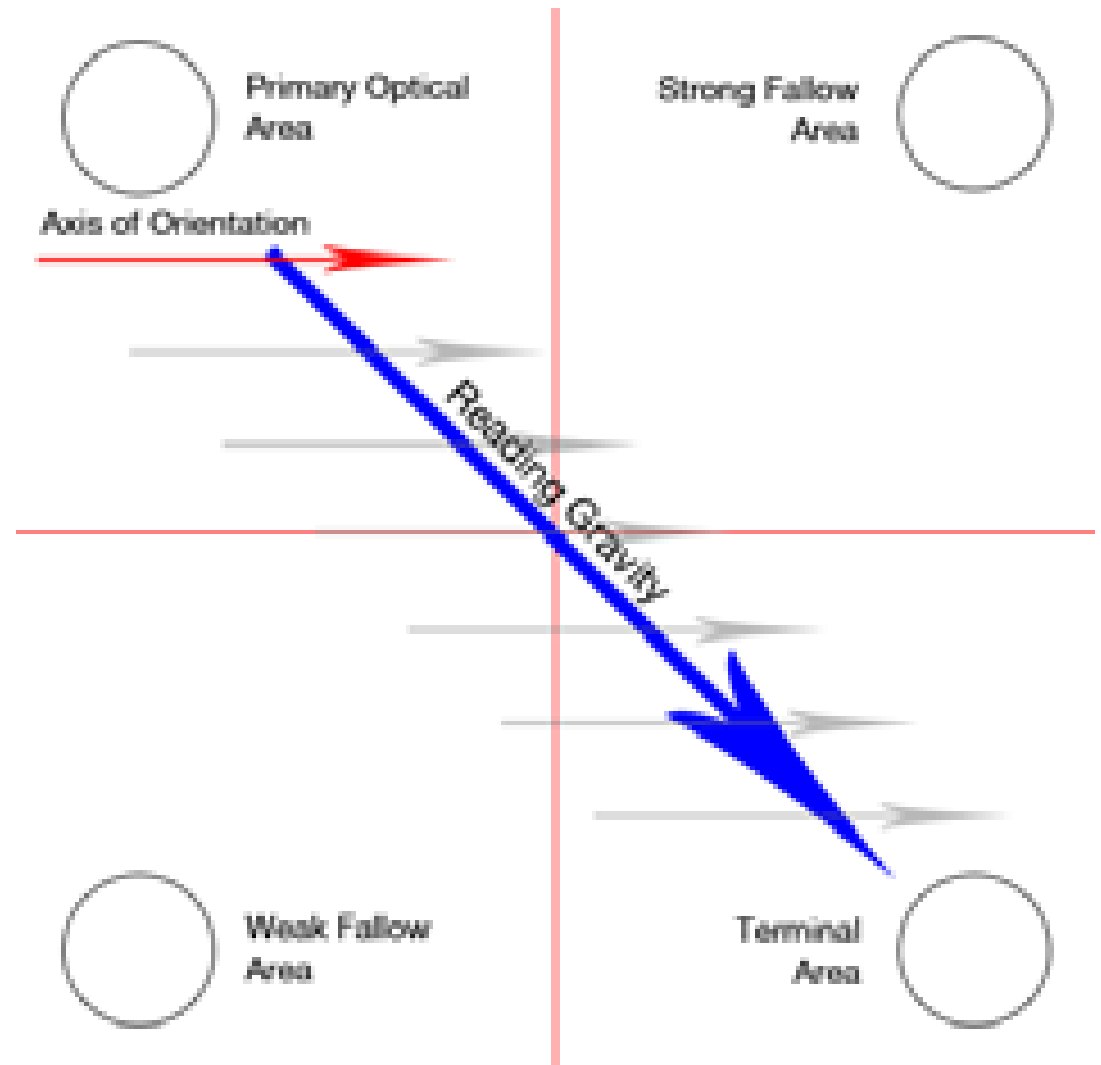
# Important factors when using the Z-pattern

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



# 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

