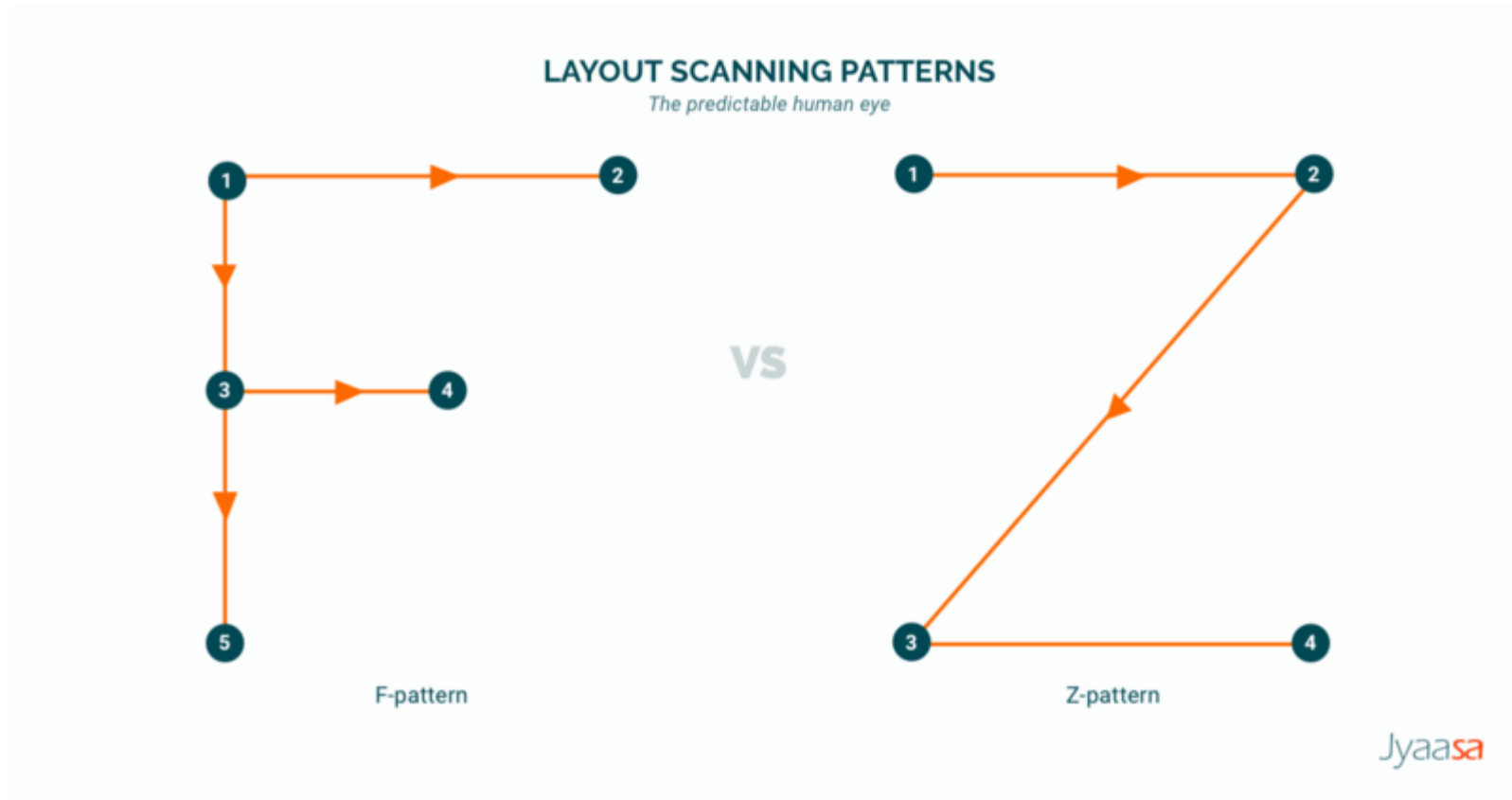


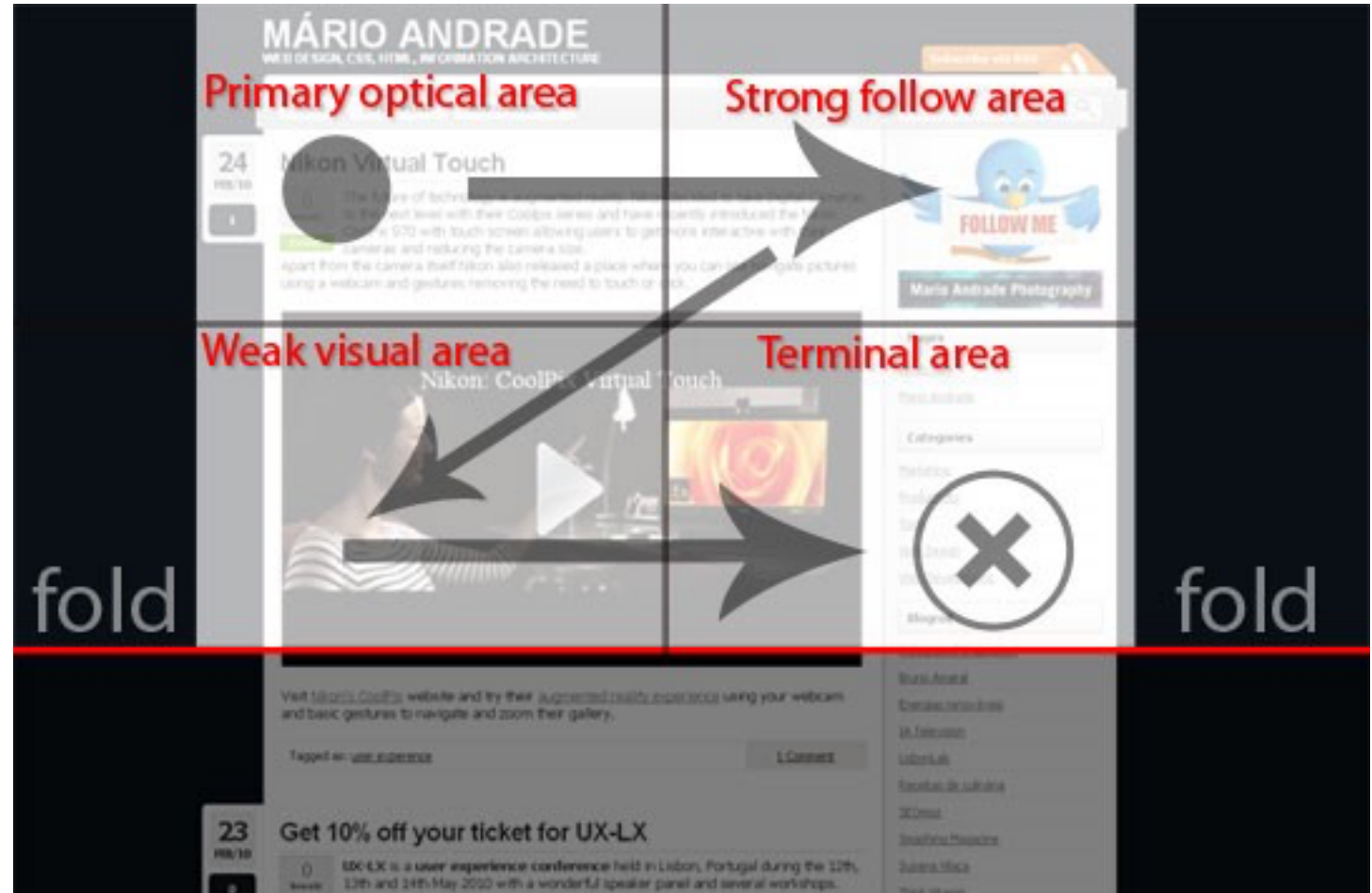
# Principles of Page Design, part 2

## 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

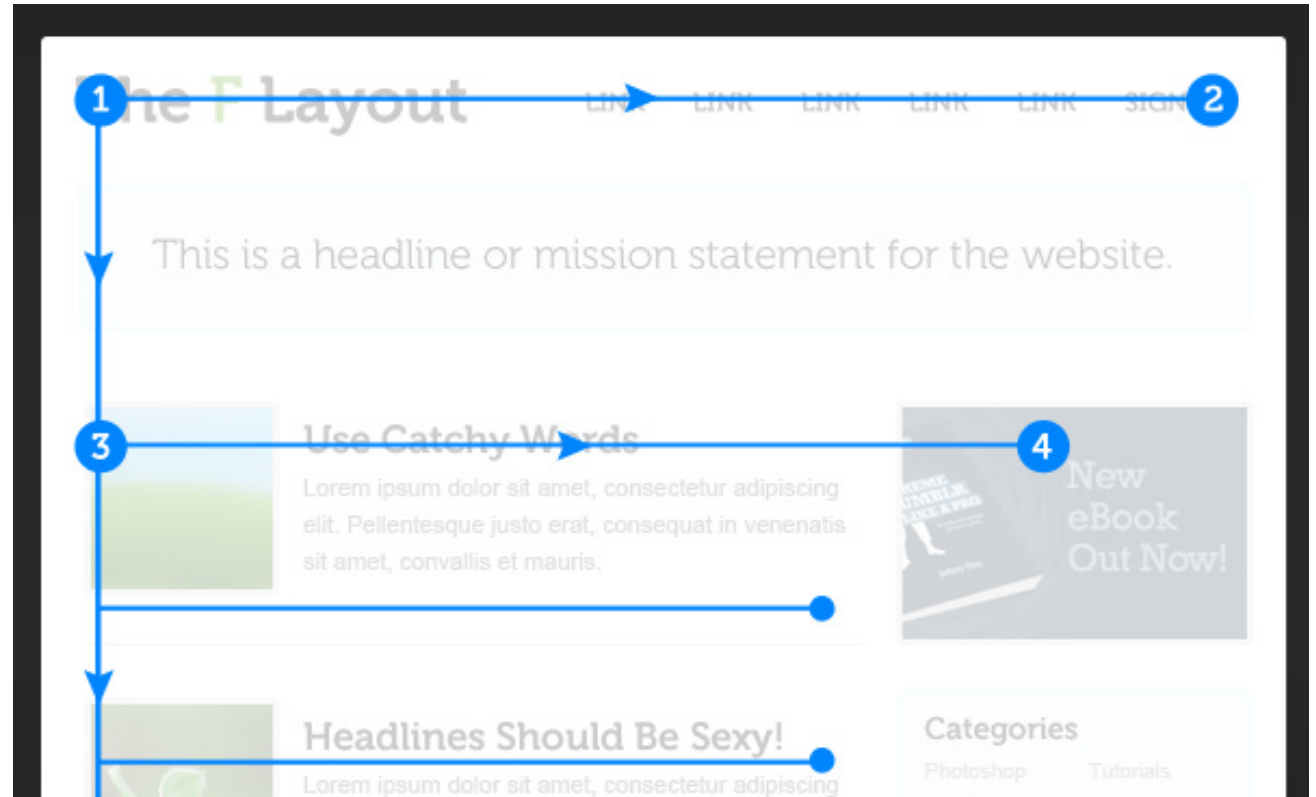


# What is the F-Pattern?

- 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

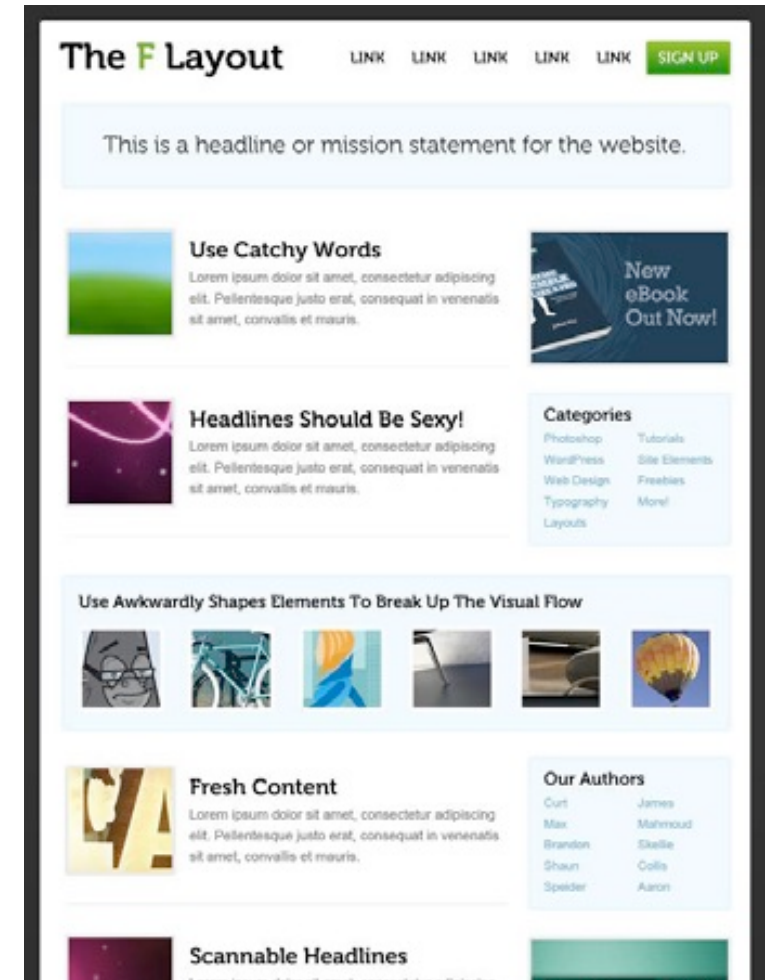


# How the F-pattern works

*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 by department. The left sidebar provides filters for Books, Kindle Store, and various categories like Computers & Technology and User Experience & Website Usability. The main content area lists three books, each with a cover image, title, author, and pricing information. The books are: "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter)" by Steve Krug, "The UX Book: Process and Guidelines for Ensuring a Quality User Experience" by Rex Hartson and Partha Pyla, and "Lean UX: Applying Lean Principles to Improve User Experience" by Jeff Gothelf and Josh Seiden. Each book entry includes a star rating, a "Best Seller" badge, and a "Trade-in eligible" note. The layout uses clear typography, consistent spacing, and a clean design to present the information effectively.

amazon Prime  
Shop by Department - Search All - UX books

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

Show results for

Books >

- Computers & Technology
- User Experience & Website Usability
- Web Development & Design
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- See more

Kindle Store >

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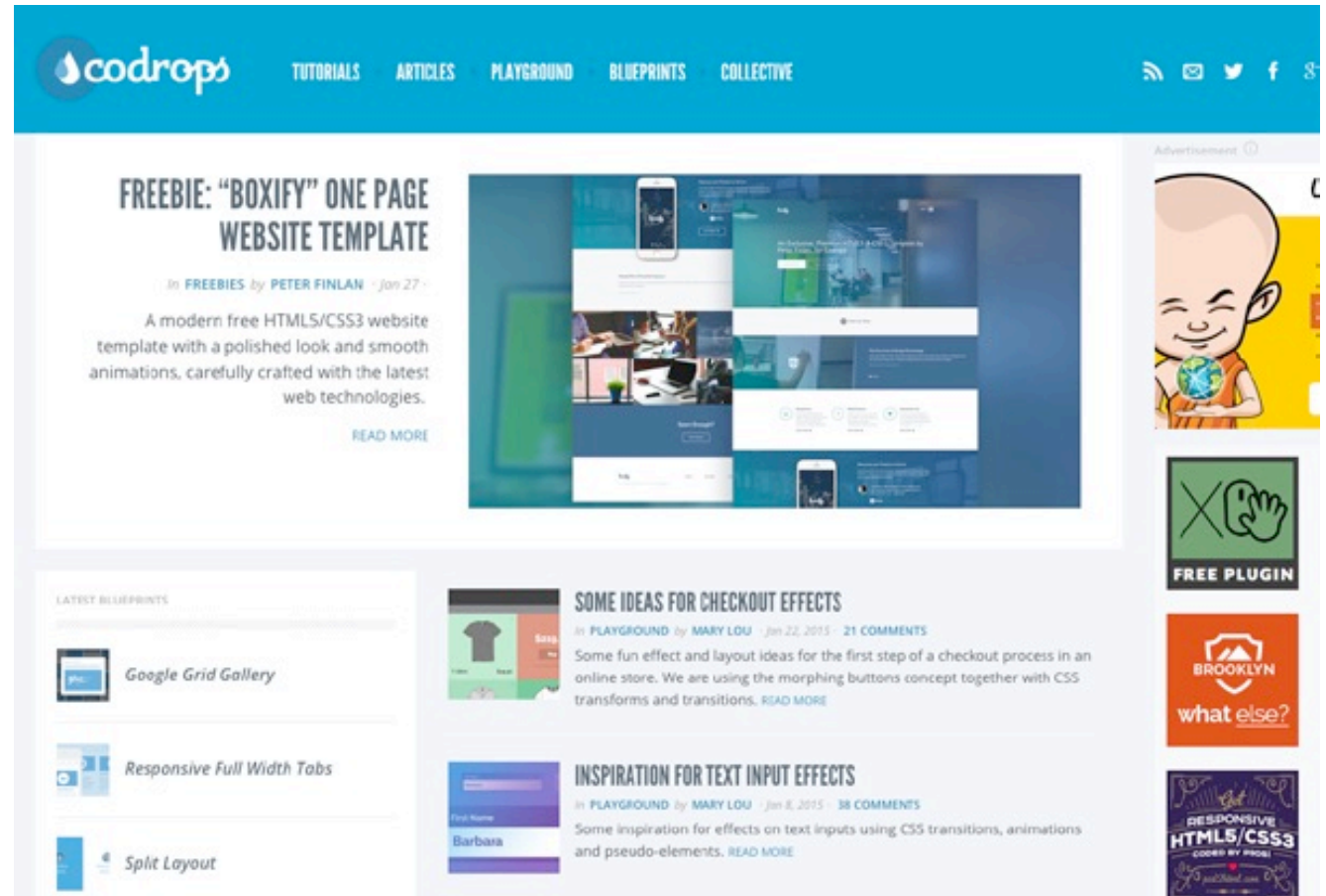
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Front Matter : ... customers. Who is Lea  
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# The F-pattern - summary

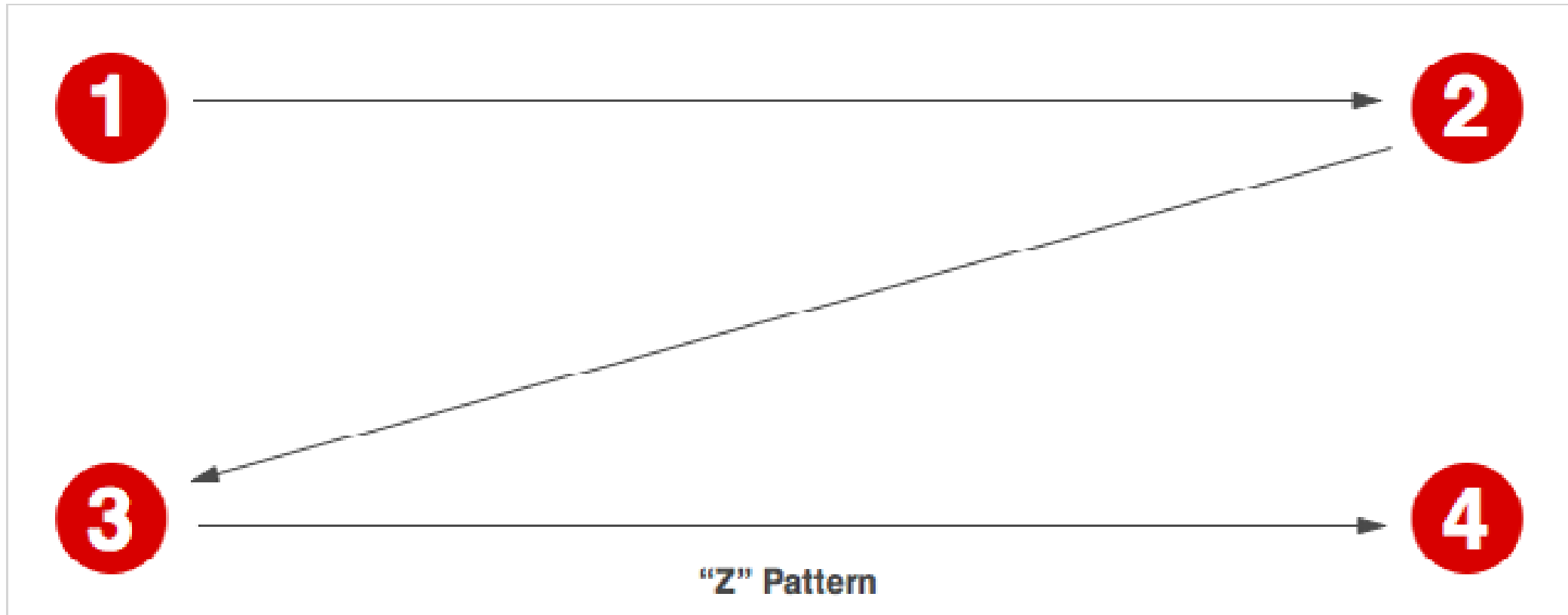
- Not just text
- Works because our human brains work that way
- Not a rule - it's a guideline
- Works, even if just using a logo, navigation bar and a call-to-action in the corner – it can make all the difference



# Designing for Scanning

## Z-Pattern

# Z-Shaped Pattern for Less Content-Heavy Webpages



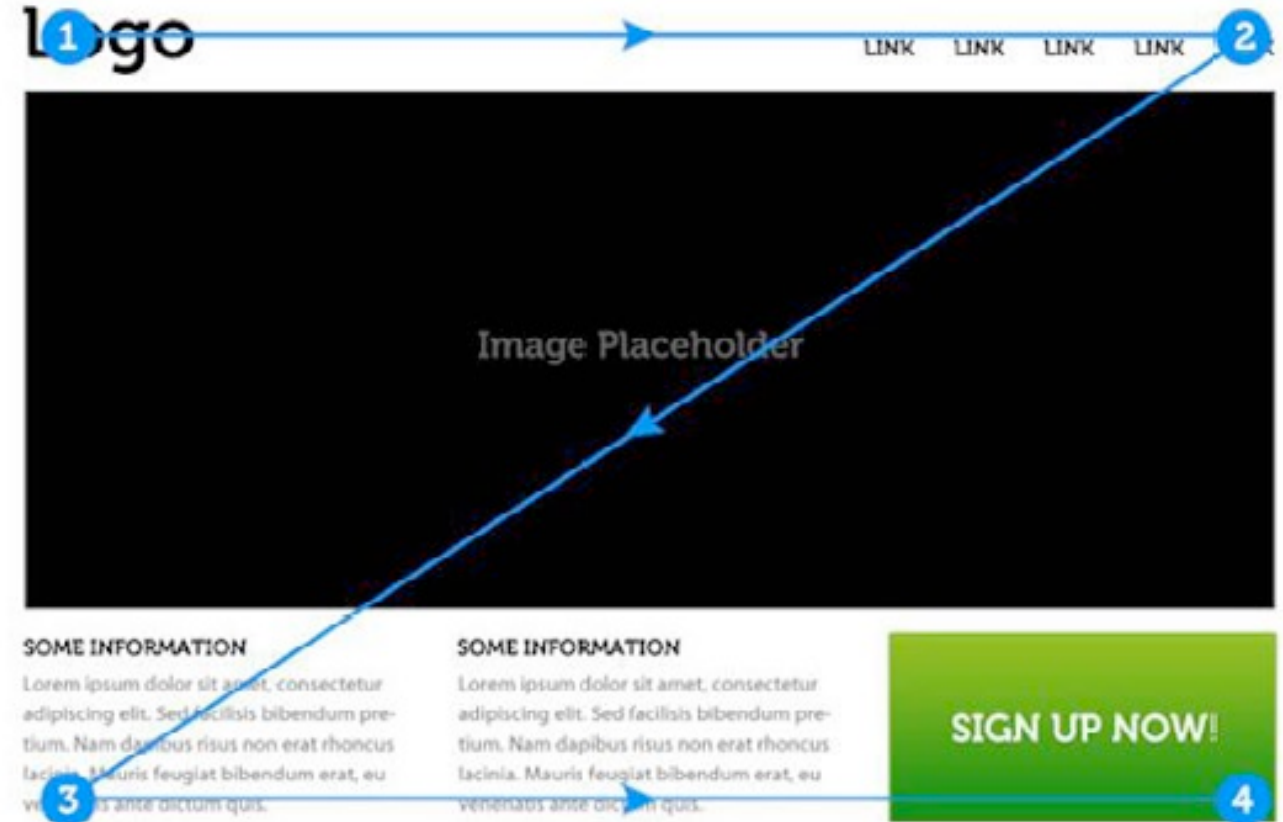
# What is the Z-Pattern?

- 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.

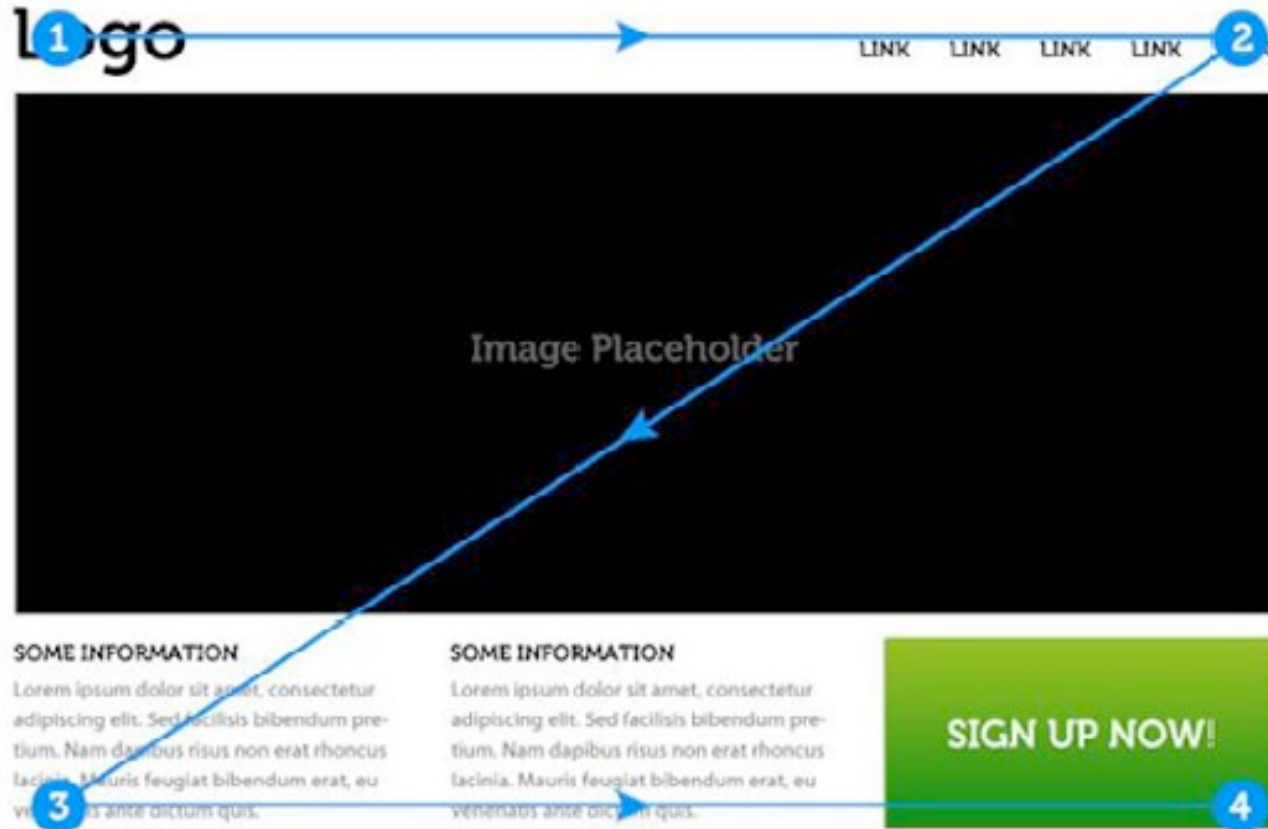


# How to Use the Z-Pattern

**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

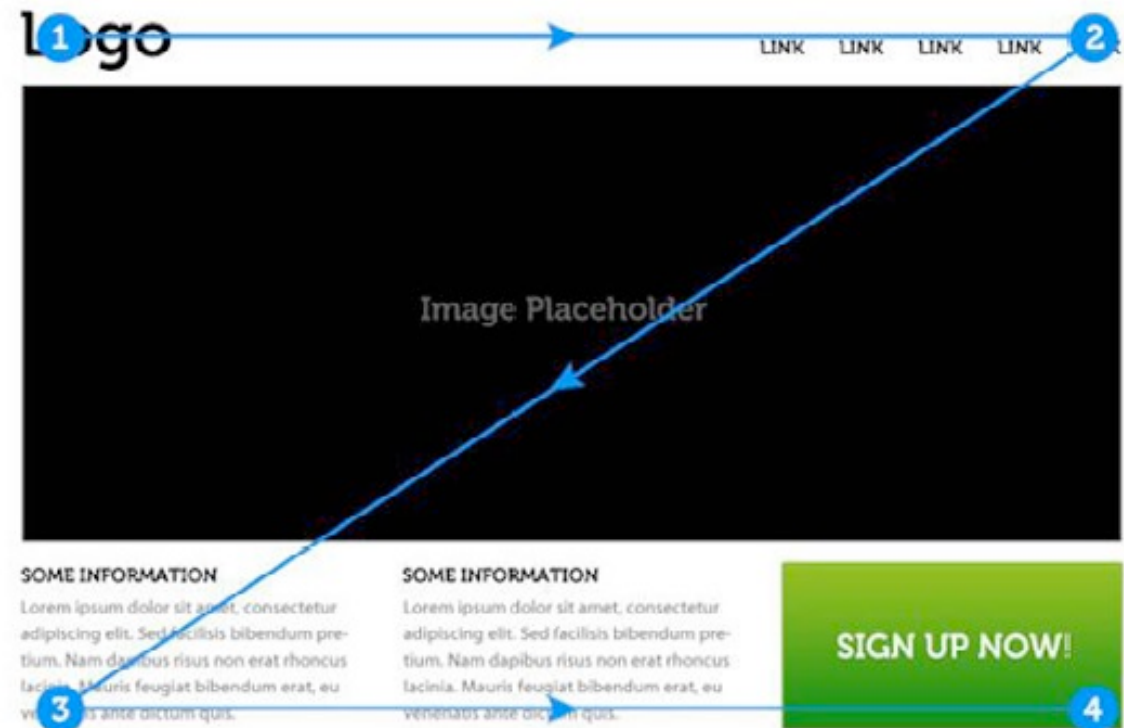


**Point #2.** Place the items that you want the reader to see first along the top of the Z. The eye will naturally follow the path of the Z, so the goal is to place an actionable step at the end.

Put more visual weight into Point #2 element — make a 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

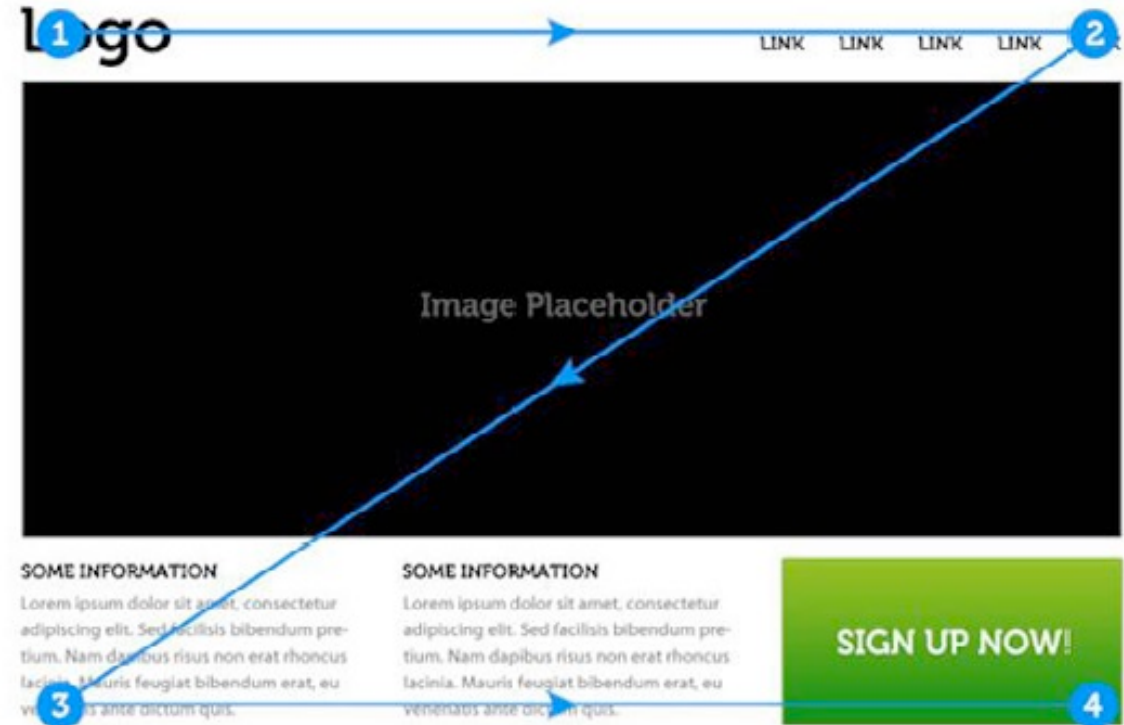
**Center area of the page.** The trick to this area is fill it with content that interests the user, while still urging their sight downward to the next line. For example, you can place a hero image in the center of the page to separate the top and bottom sections and guide the eyes along the Z path.



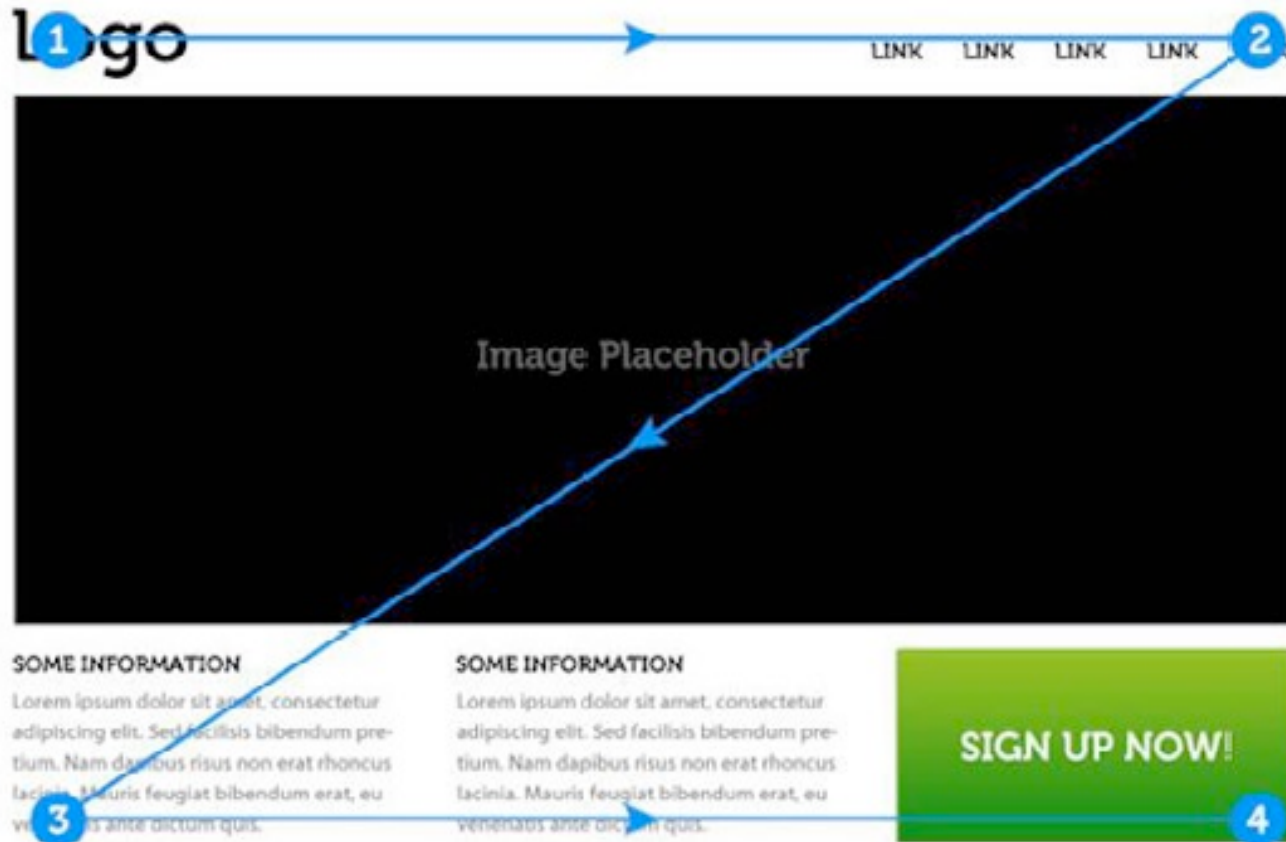


# How to Use the Z-Pattern

**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.



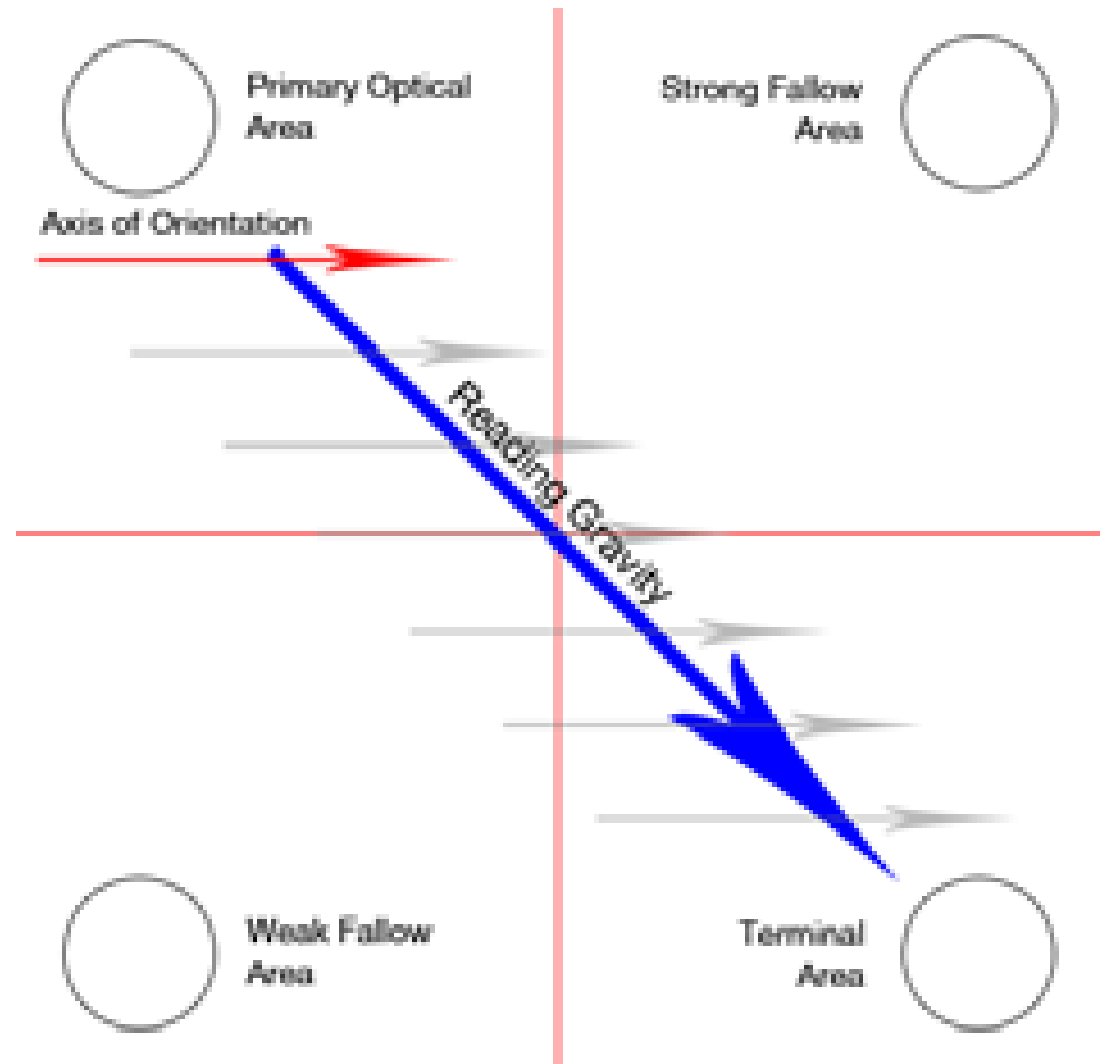
# How to Use the Z-Pattern



**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

# 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



# 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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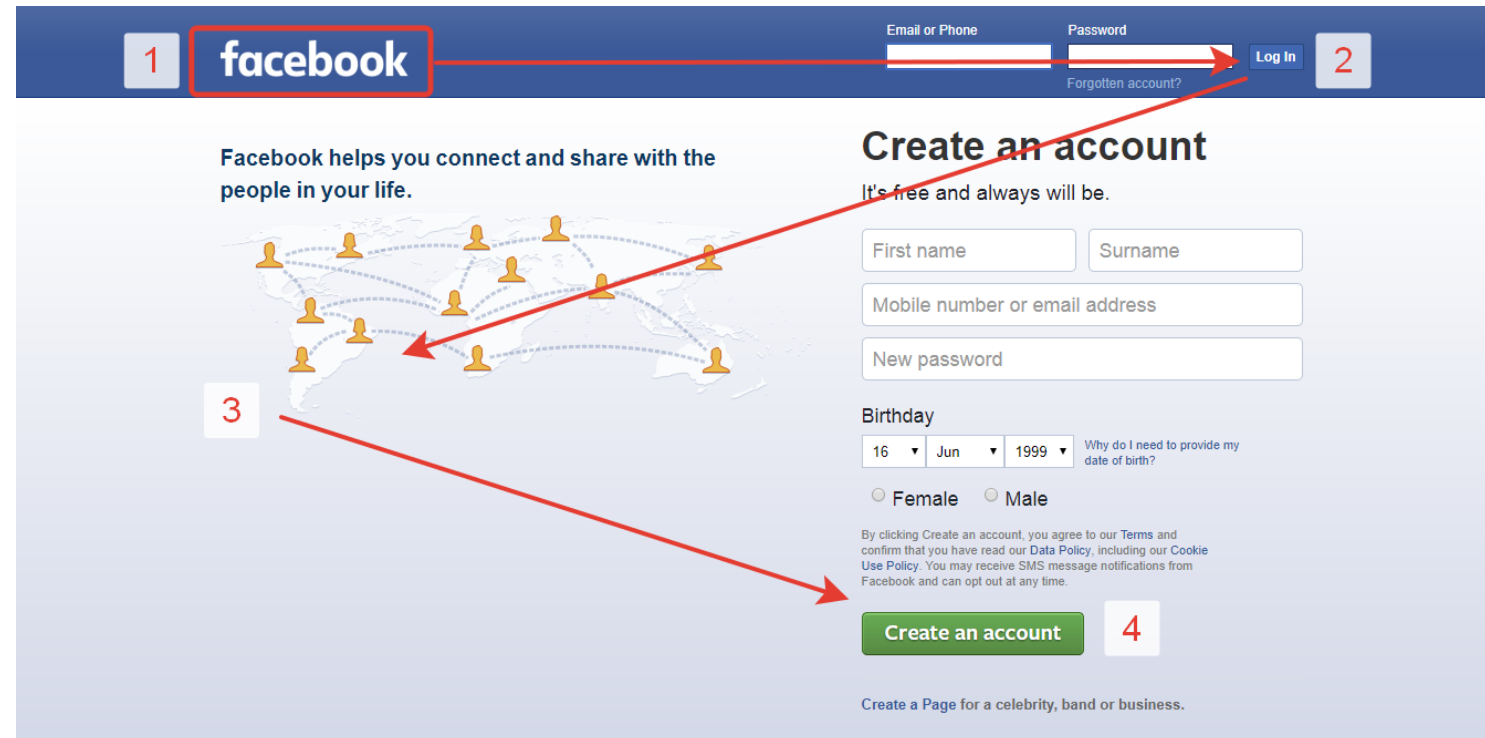
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# The Z-pattern - summary

- 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

