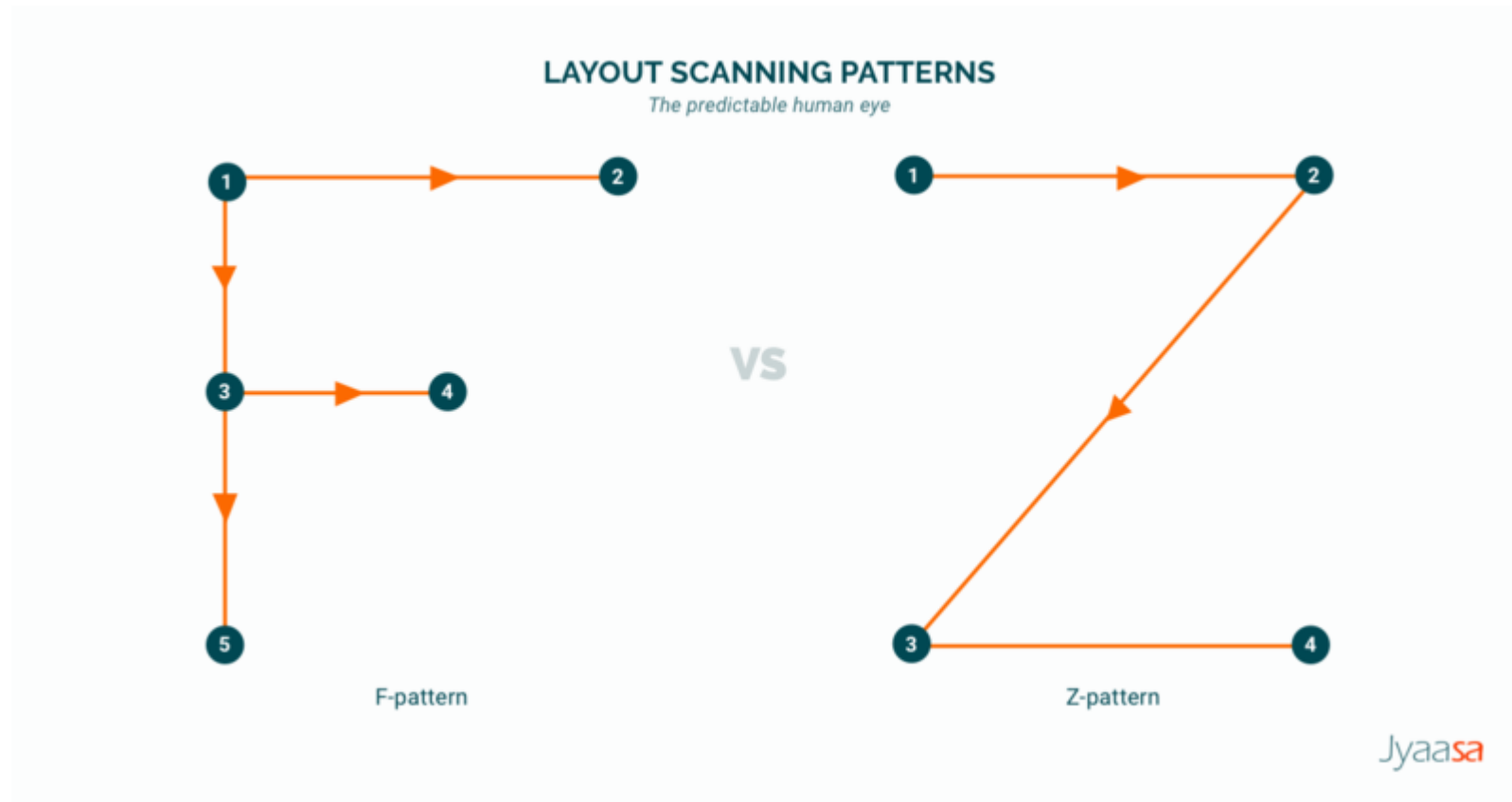


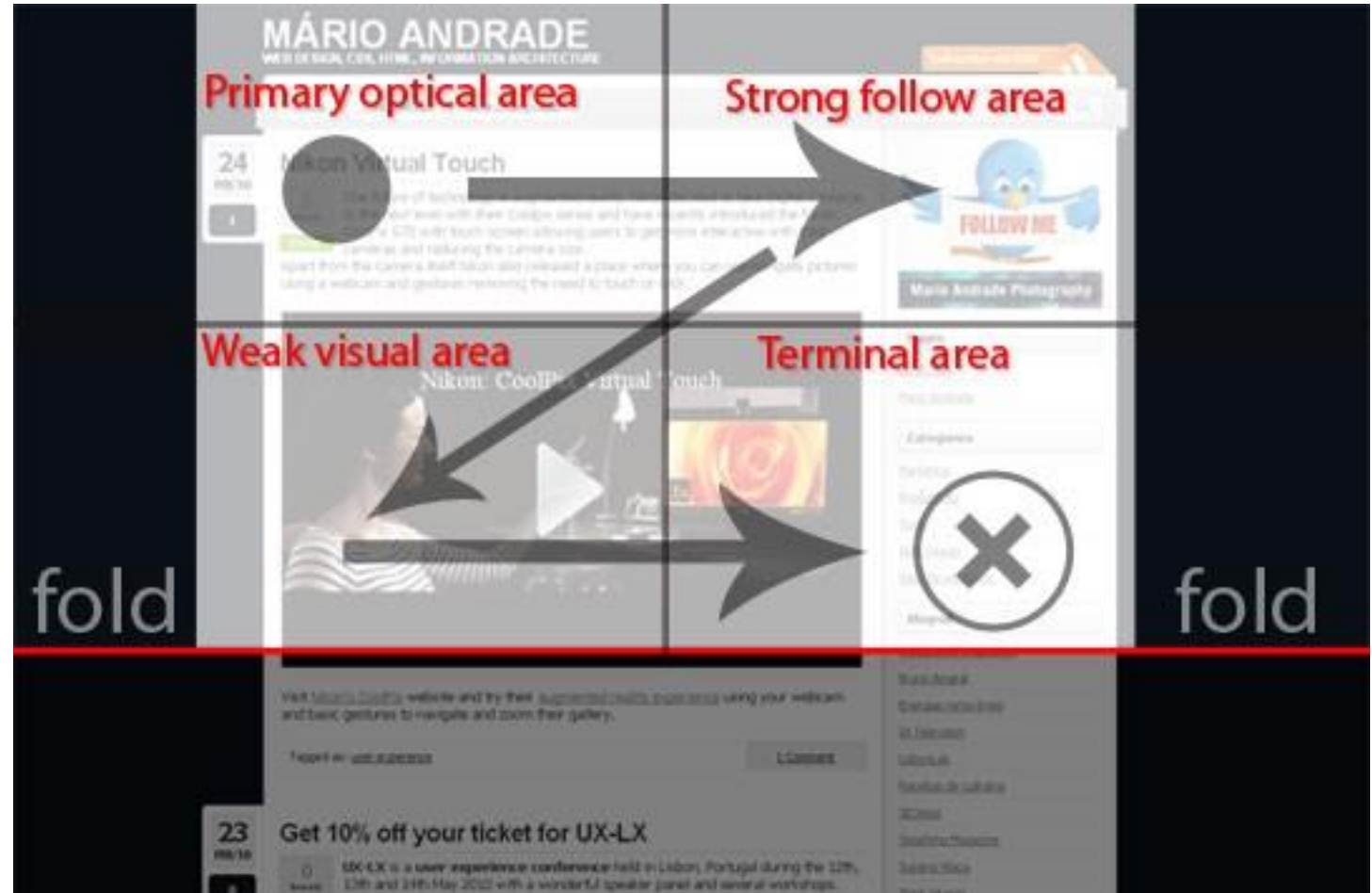
Principles of Page Design, part 2

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

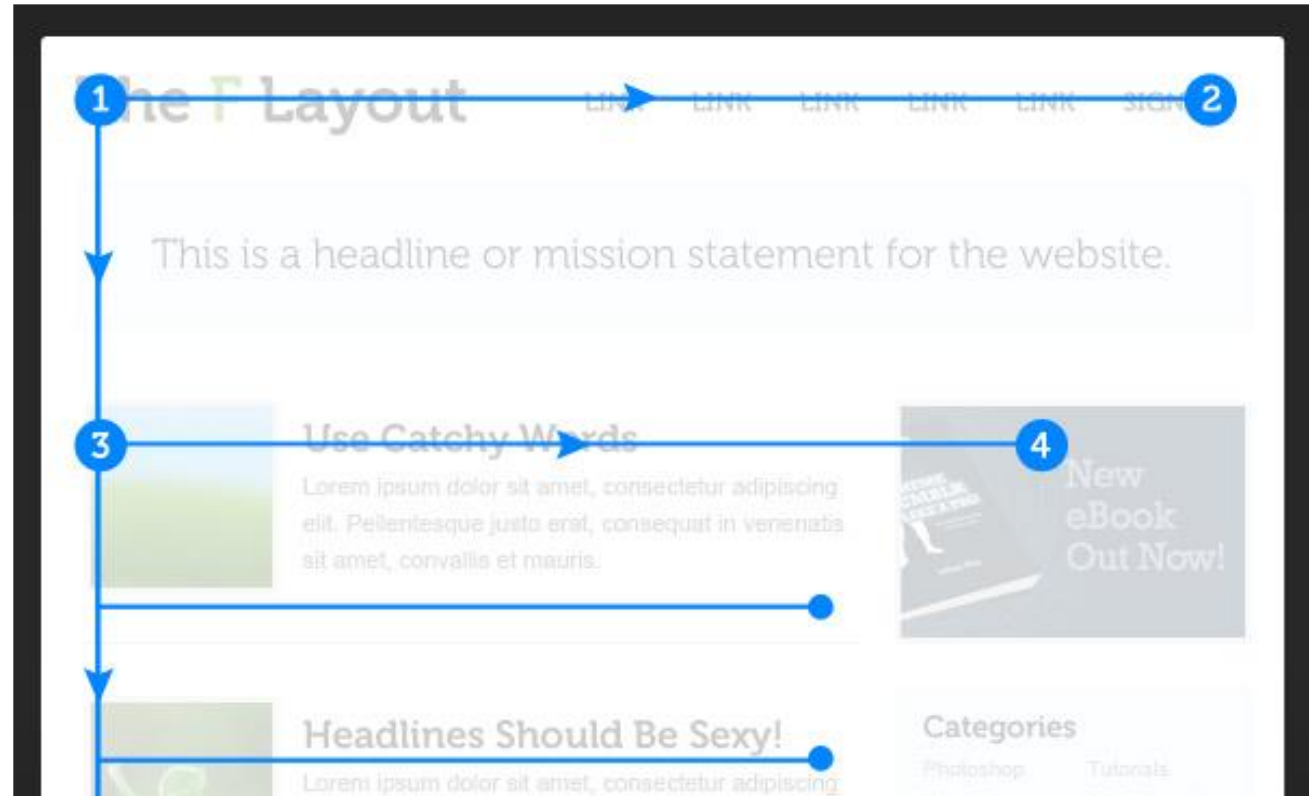


What is the F-Pattern?

- 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

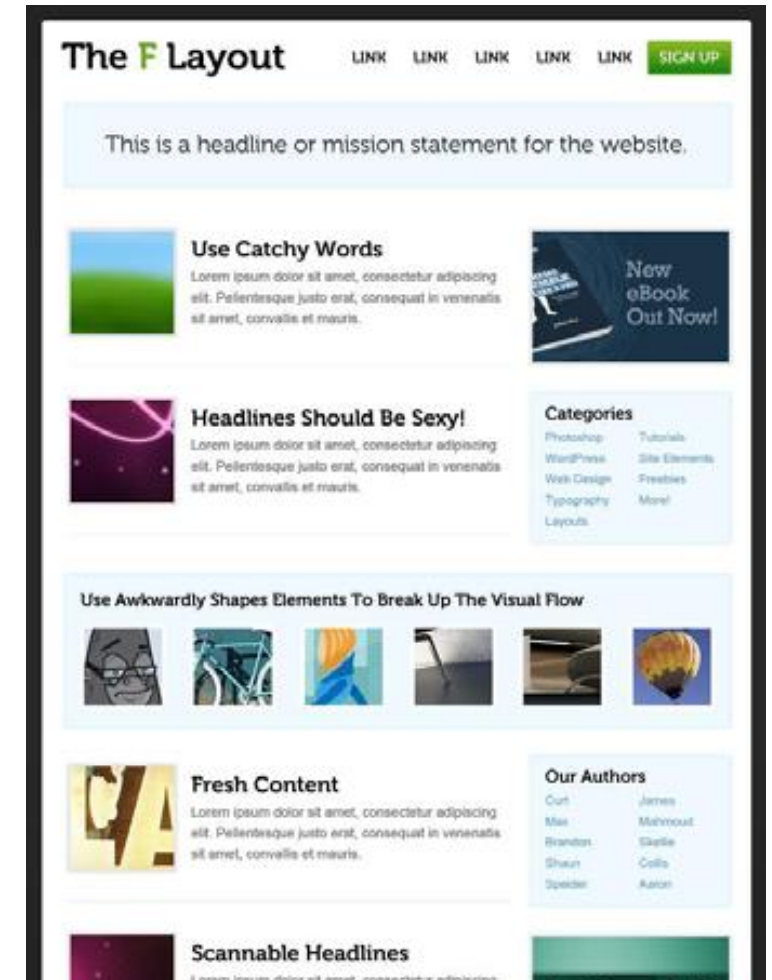


How the F-pattern works

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.com search results for "UX books". The layout is organized to follow a top-to-bottom, left-to-right reading pattern. At the top, the Amazon logo and navigation links are visible. Below the search bar, the results are categorized into "Books" and "Kindle Store". The "Books" section lists various categories like "Computers & Technology" and "User Experience & Website Usability". The "Kindle Store" section lists categories like "Computers & Technology" and "Web Site Design". The main content area displays three book listings, each with a cover image, title, author, and pricing information. The first listing is "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter)" by Steve Krug. The second listing is "The UX Book: Process and Guidelines for Ensuring a Quality User Experience" by Max Hartson and Partha Pyla. The third listing is "Lean UX: Applying Lean Principles to Improve User Experience" by Jeff Gothelf and Josh Seiden. Each listing includes a star rating, a "Prime" badge, and a "See all 854 items" link. The layout is clean and easy to navigate, with clear sections and a logical flow of information.

amazon
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
- 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

More Buying Choices
\$23.62 used & new (108 offers)

Kindle Edition
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Auto-delivered wirelessly

★★★★★ - 118

Prime Student (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

The UX Book: Process and Guidelines for Ensuring a Quality User Experience Mar 2, 2012
by Max Hartson and Partha Pyla

Hardcover
\$16.31 - \$16.32 to rent Prime
\$62.86 to buy Prime
Get it by Thursday, Jan 29

More Buying Choices
\$46.60 used & new (59 offers)

Kindle Edition
from \$22.29 to rent
\$59.72 to buy
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★★★★★ - 19

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Books: See all 854 items

Lean UX: Applying Lean Principles to Improve User Experience Mar 11, 2013
by Jeff Gothelf and Josh Seiden

Hardcover
\$17.39 \$29.99 Prime
Get it by Friday, Jan 30

More Buying Choices
\$16.12 used & new (90 offers)

Kindle Edition
from \$6.50 to rent
\$14.49 to buy
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★★★★★ - 100

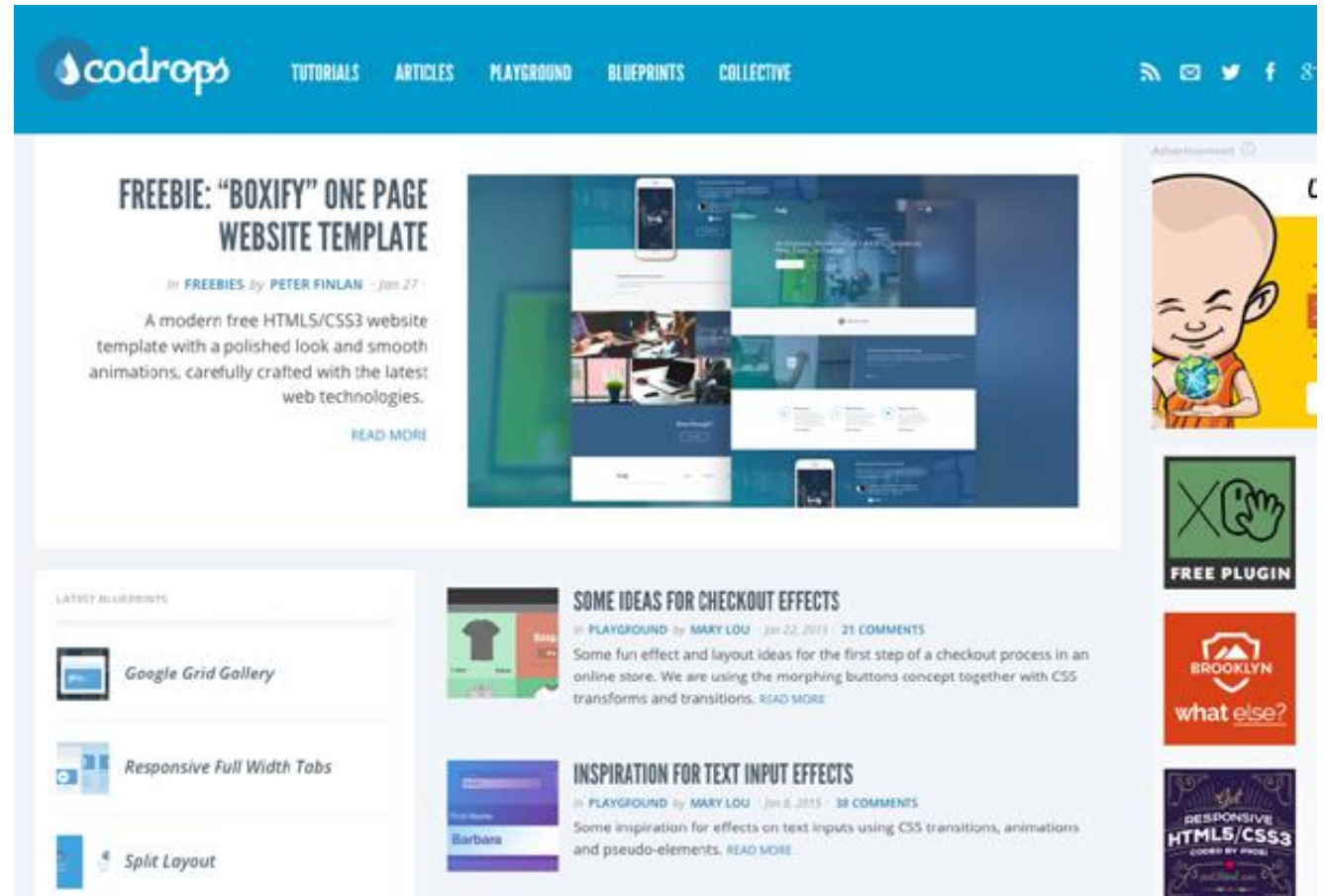
Trade-in eligible for an Amazon gift card!

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

Books: See all 854 items

The F-pattern - summary

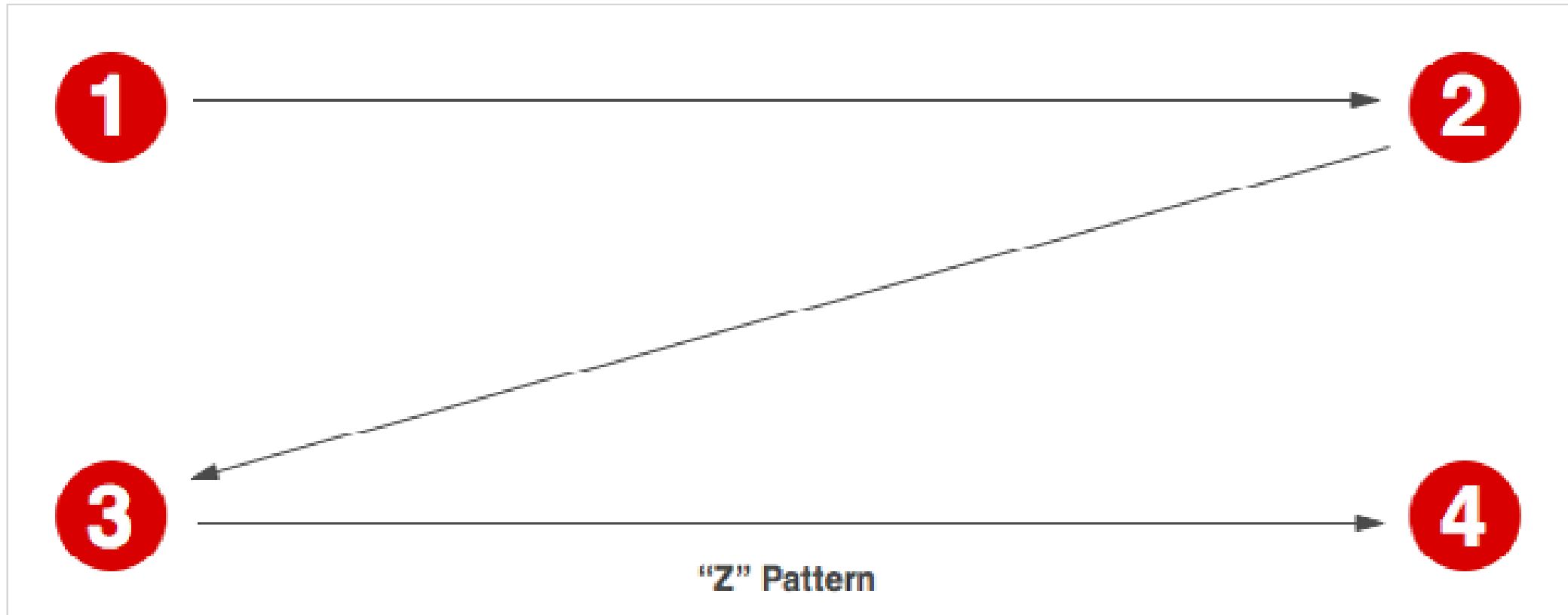
- Not just text
- Works because our human brains work that way
- Not a rule - it's a guideline
- Works, even if just using a logo, navigation bar and a call-to-action in the corner – it can make all the difference



Designing for Scanning

Z-Pattern

Z-Shaped Pattern for Less Content-Heavy Webpages



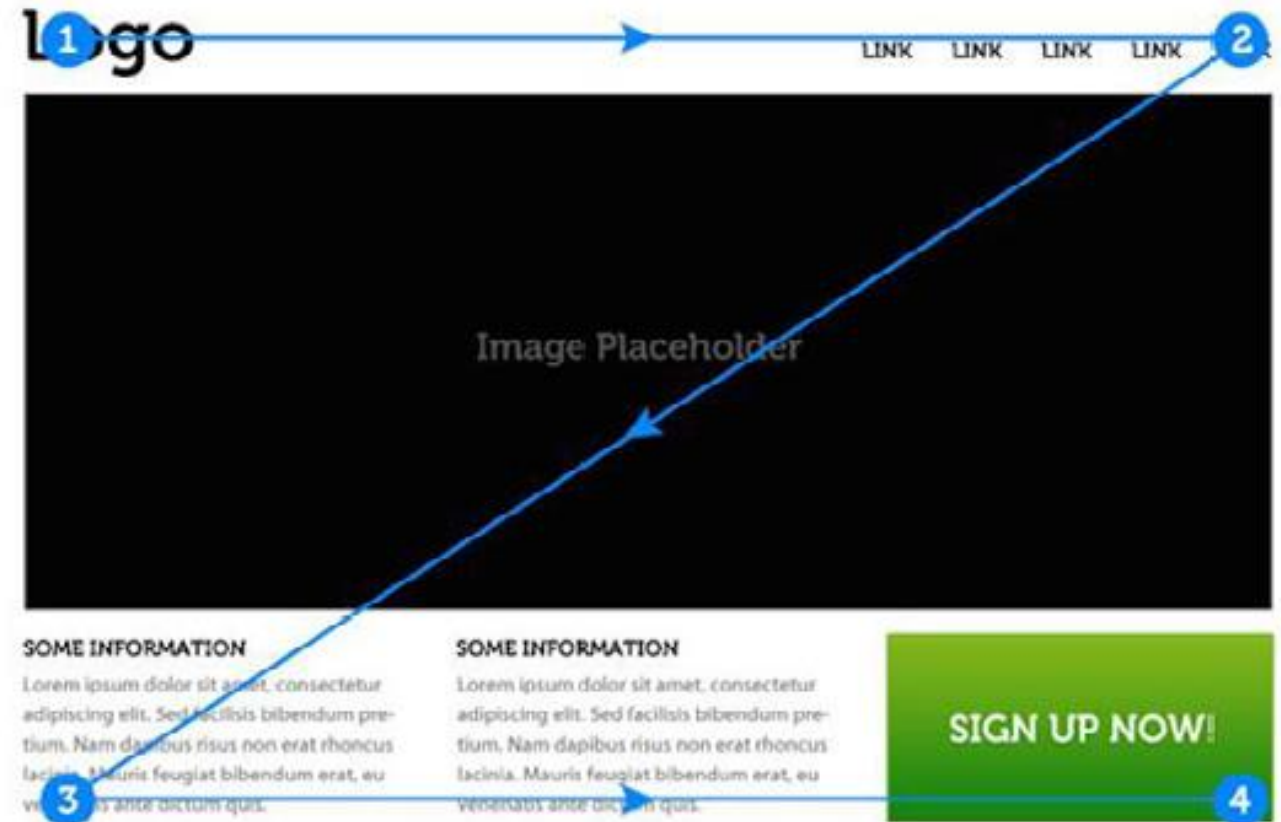
What is the Z-Pattern?

- 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.

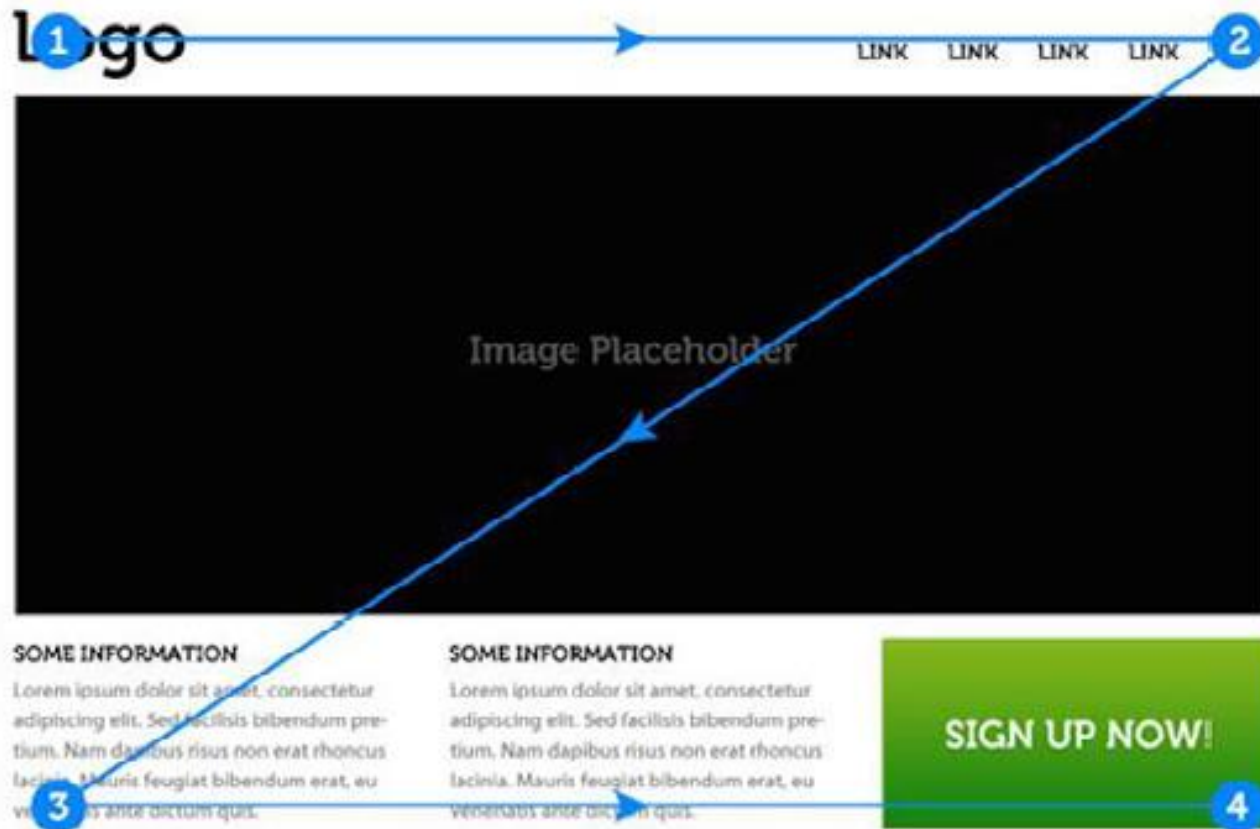


How to Use the Z-Pattern

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



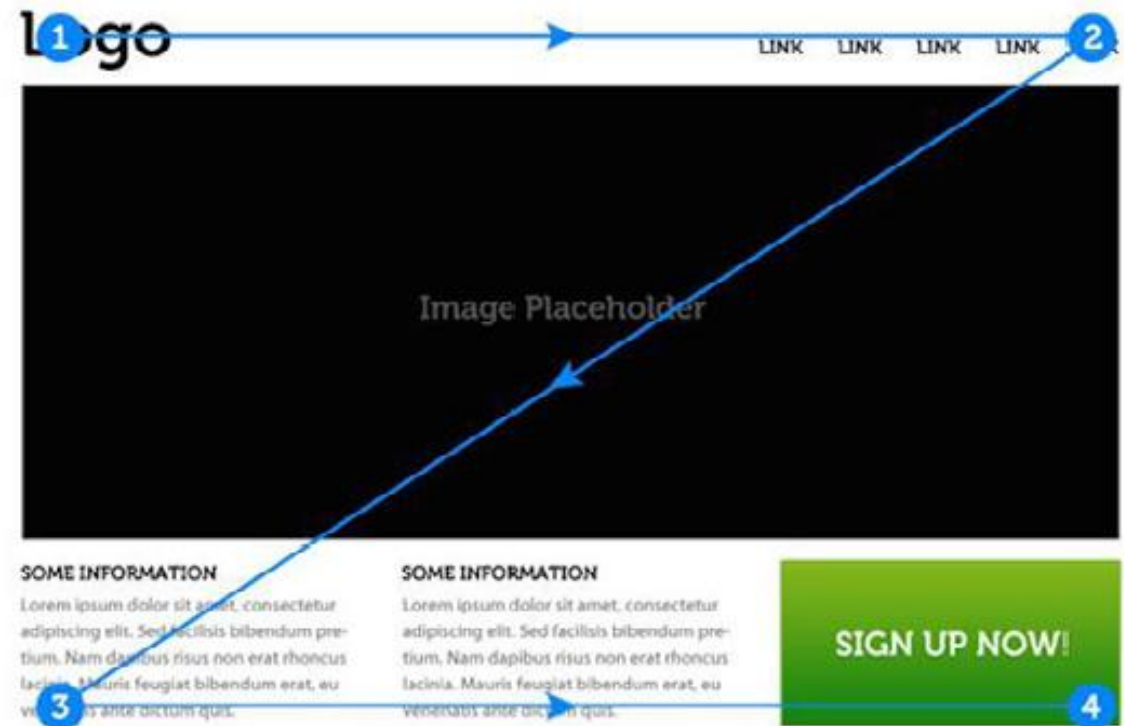
How to Use the Z-Pattern



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

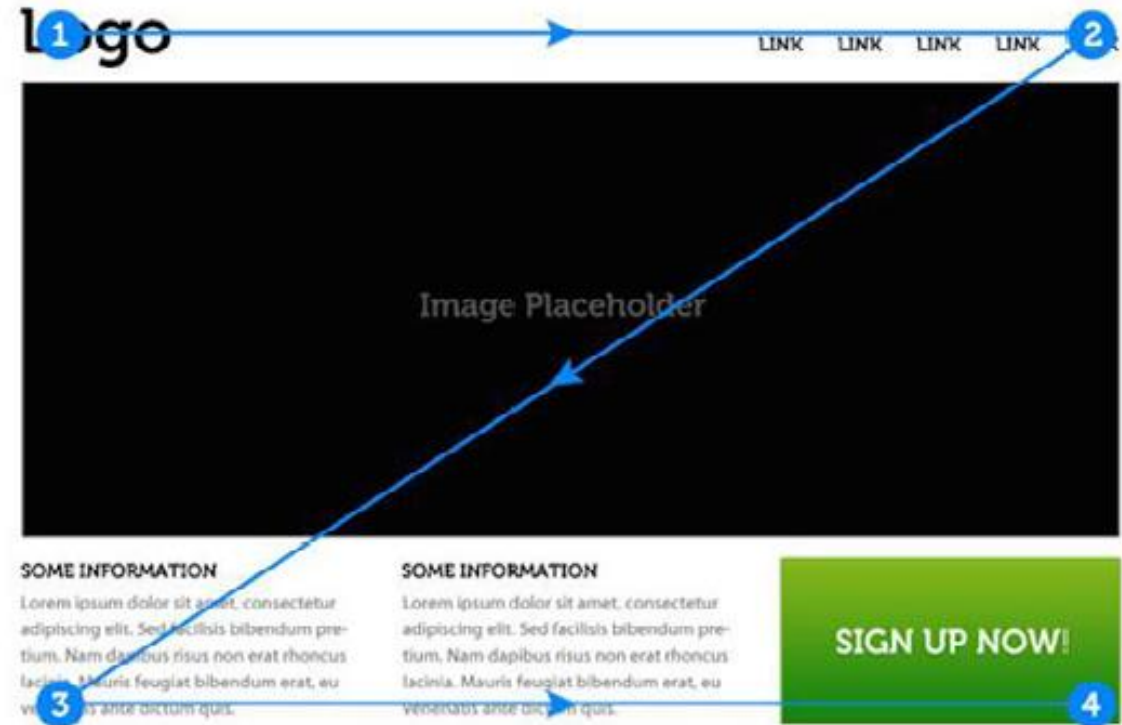
How to Use the Z-Pattern

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.

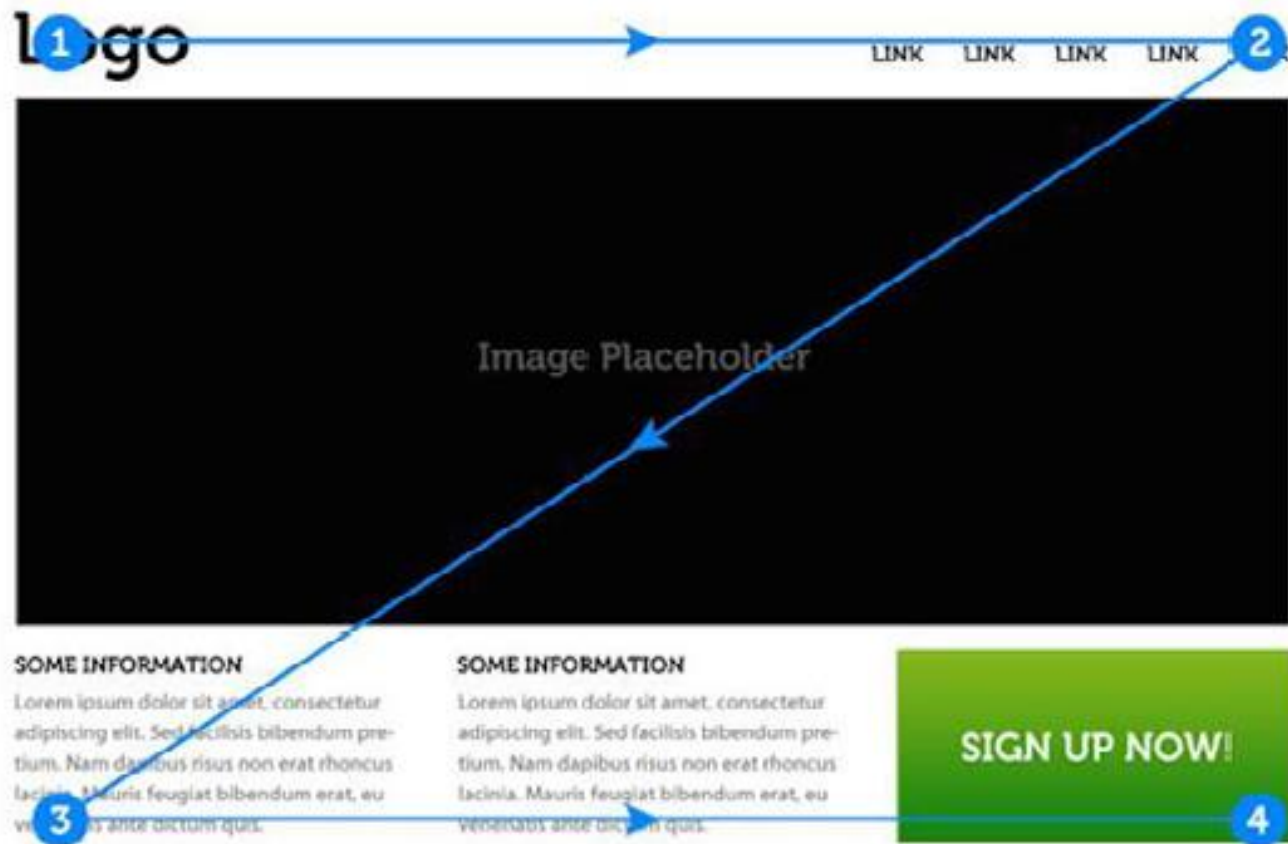


How to Use the Z-Pattern

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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4,680 businesses signed up this week!

4

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1

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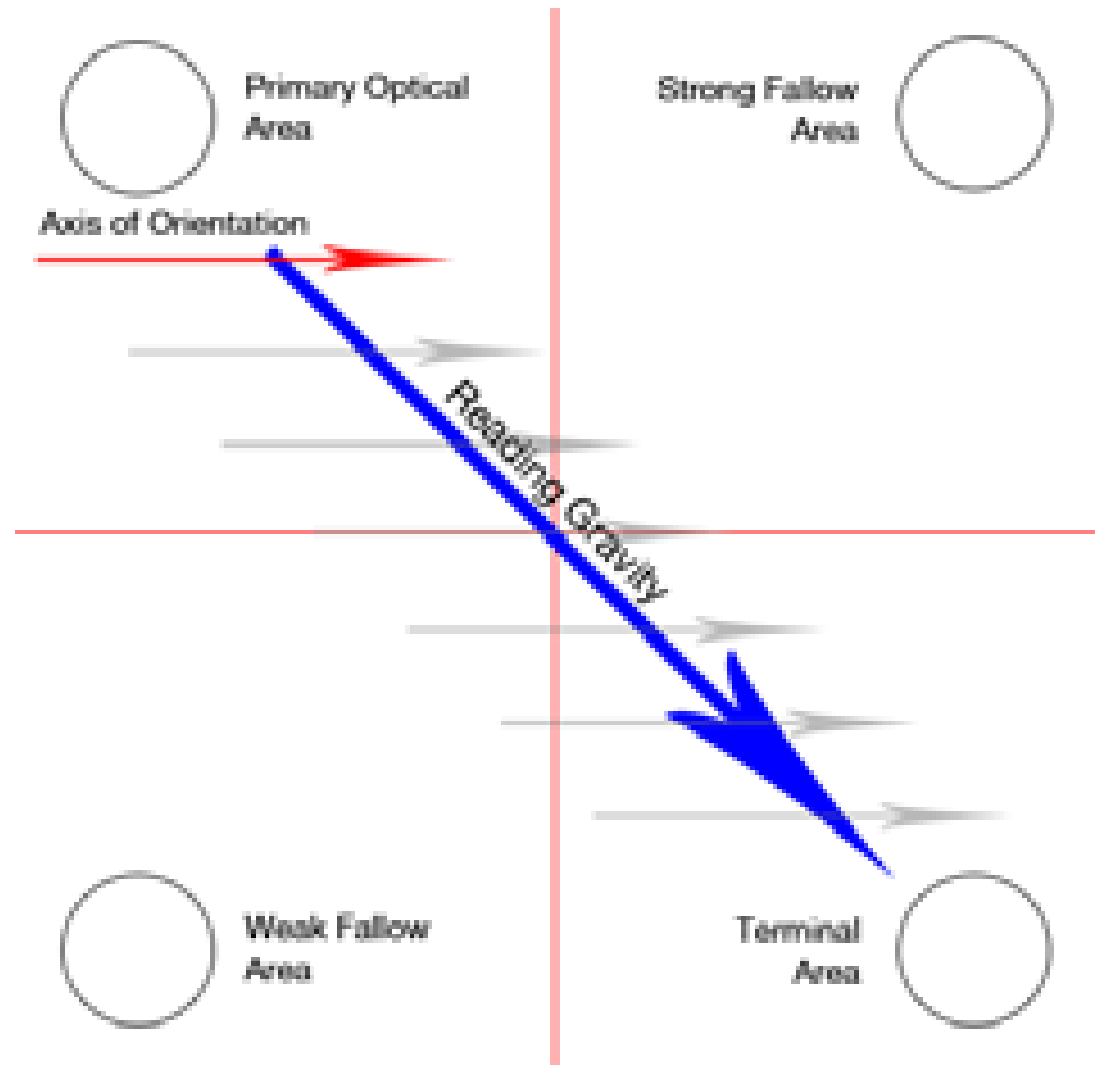
Or

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

[Create account](#)

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

