

CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 10:
Testing and Patterns

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Tuesday/Thursday
12:00 to 1:20



Today

Presentations on Thursday

Neat

Poliscope

SchoolView

Sitless

SmartClothing

Timeout

Presentations on Friday Afternoon

Balance

Ecotopia

FoodPic

MiPhone

Social Reconnection TagLine

No Section Friday Morning

Today

For Presentations

PowerPoint or PDF

Mind Your Time Limits

Peer Feedback Forms

Project 3a Due for Tuesday

In-Class Design, Prototype, Test
Testing and Patterns

In-Class Design, Prototype, Test

Design and prototype a new touchscreen alarm clock to be deployed in a very high end hotel brand. Your alarm clock should be immediately usable for tired, busy, or just-don't-want-to-be-bothered travelers who will spend zero time learning your interface.

In addition to displaying the current time, your alarm clock should include basic functionality for:

- turning the alarm on/off
- setting the wake-up time
- anything else you think is appropriate

Guests will interact with your alarm using a touch panel.

Task Design is Important

The goal of a test is to figure out how a person interacts with an interface in the wild...

There are two possible explanations for why a test does not find significant problems:

The interface does not have significant problems

The test itself has significant problems

Task Design is Important

Testing is not entirely in the wild

As a part of focusing the test, you often need to give a person a somewhat artificial task

The artificiality of the task may influence how people interact with an interface...

...and thus may influence the outcomes and insights gained through user testing

Bad: Artificial Subgoals

People using the design “in the wild”
may not necessarily form these same subgoals

The task should give one top-level goal, a people
should form their subgoals while pursuing this

Now you want to choose the type of paper you want to print your document on. Lets imagine that Bin “B” has the paper you want to print your paper on, please complete this task.

Now set the darkness of your copies to about 50% dark.
After setting the darkness, you decide you want to print 2 sides of copies on two sides of paper. Please complete this task.

Bad: Artificial Ordering

With an artificial ordering of information or subgoals, people might not proceed in this order

The ordering might also be biased towards the layout of the interface, which would conceal any problems with finding the appropriate control

- Enter in 10 copies, with lightness set to 10%.
- Choose 1 sided to 2 sided, use paper source bin A.
- Cover sheet needed, using paper bin B for cover sheet.
- Set stapling feature on and collating on.
- Start printing.

Bad: Changing the Task

The task is to make copies, and this happens to involve entering information in the copier interface

But this task description is an data entry task,
“Here is some information. Put it in the interface.”

- Make 23 copies
- With collate
- Cover sheets
- Default darkness
- 1 Sided-> 1 Sided

Bad: Giving the Answers

Tells the person what terminology the interface uses, which they might not otherwise know

lighten = contrast, sorted = collated?

You are a teacher and are trying to make 40 copies of a one-sided magazine article that is 10 pages long for your class tomorrow. Due to the large number of copies, you print the article double-sided, in other words 10 page article would be printed on 5 sheets of paper. Due to the high contrast of the article, you must lighten the copy, in other words change the contrast. You then want the copies to be collated and stapled.

Good: Giving Context

Giving realistic context through scenarios can reduce the artificiality of the task

It's your first day in the office, starting a new job. You would like to make some copies of several documents that your boss gave you to browse through. Your colleague in the next cubicle tells you that you need an access code to make copies. The code is 5150. You walk over to the copy machine at the end of the hall and realize that it is not the Xerox copier that you are accustomed too... Make 2 copies of the "Company Annual Report".

Consider: Under-Specified Tasks

Many realistic goals are under-specified, as people have only a general idea what they want

By under-specifying the task, you can elicit realistic confusion and decision-making

You just finished fixing up the old hot rod in the garage and now its time to sell her. Make a couple copies of the pictures you took to send into the used car sales magazines. It's ok that they're in black and white but maybe you should lighten them up a bit. Your account billing code is 5150.

Task Design Summary

Task design is difficult and important

Poorly designed tasks mask interface failures

If you are not confident in your task descriptions,
have others help you “debug” them before testing

Remote Usability Testing

Conferencing-based testing

Use tools like video conferencing, instant messaging, and screencasting to test with a remote participant

Semi-automated remote testing

Automatic logging and some analysis of usage

Controlled online A/B experiments

Carefully measure results of showing different versions to different sets of live customers

Semi-Automated Remote Usability

Move usability testing online

participants access the “lab” via web

answer questions & complete tasks in “survey”

records actions or screens for playback

can test many people completing many tasks

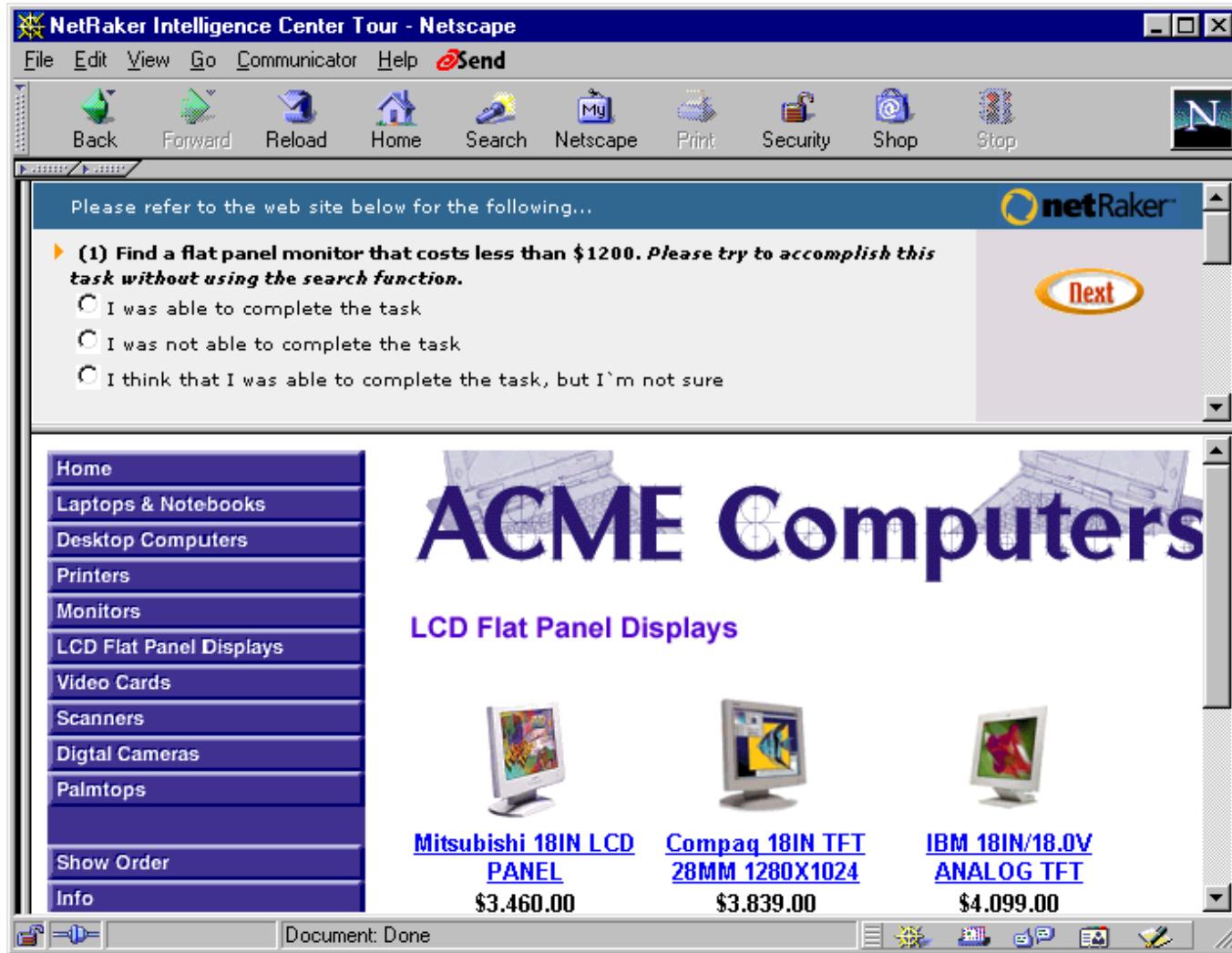
Analyze data individually or in aggregate

playback individual sessions

find general problem areas

if needed, look more closely with traditional methods

Semi-Automated Remote Usability



Semi-Automated Remote Usability

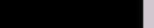
NetRaker Intelligence Center Tour - Netscape

File Edit View Go Communicator Help 

Back Forward Reload Home Search Netscape Print Security Shop Stop 

Percentages Totals Respondents Details Demographics

► 1. Find a flat panel monitor that costs less than \$1200. Please try to accomplish this task without using the search function.

Task	Response(s)
I was able to complete the task	90% 
I was not able to complete the task	10% 
I think that I was able to complete the task, but I`m not sure	0% 

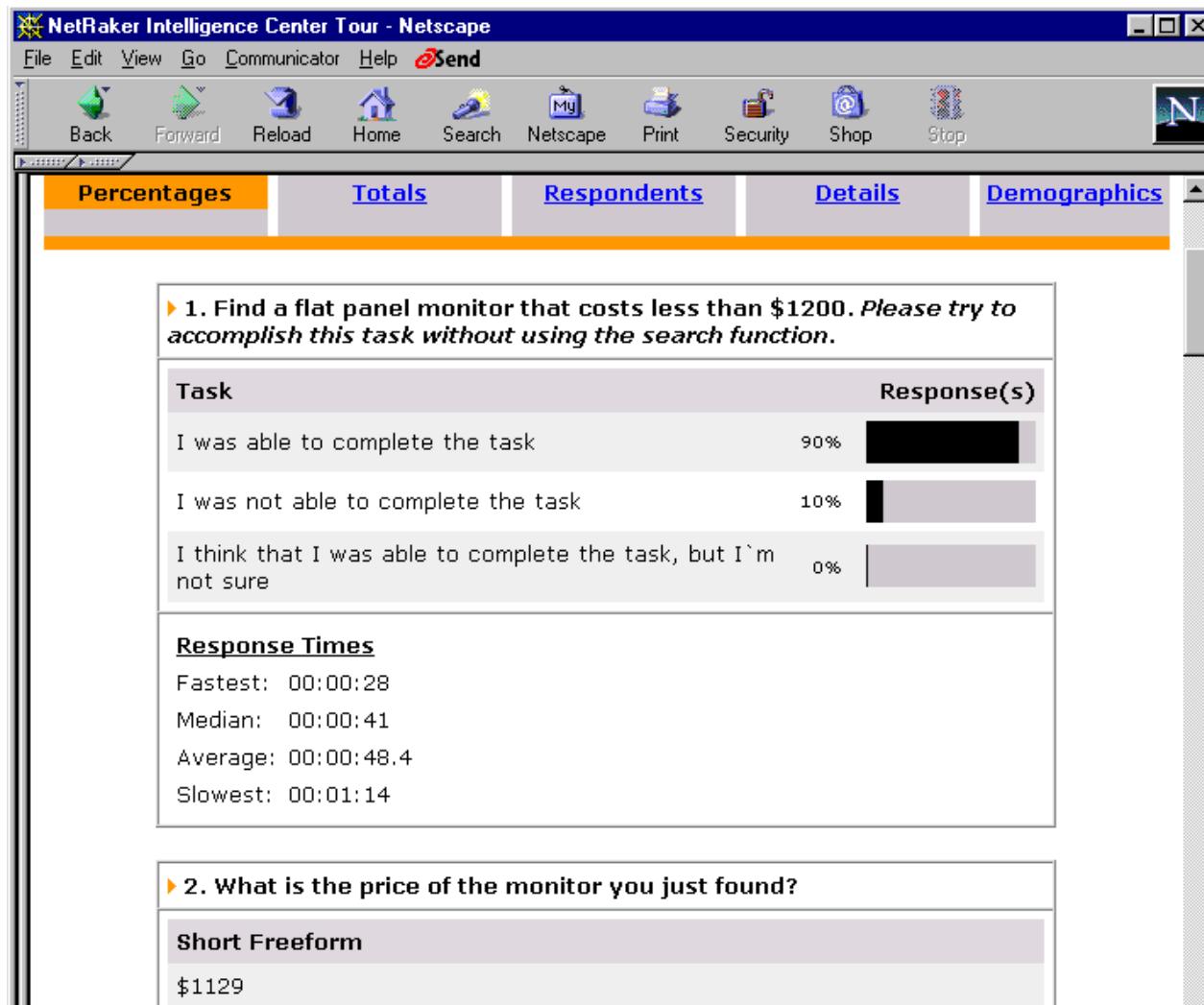
Response Times

Fastest: 00:00:28
Median: 00:00:41
Average: 00:00:48.4
Slowest: 00:01:14

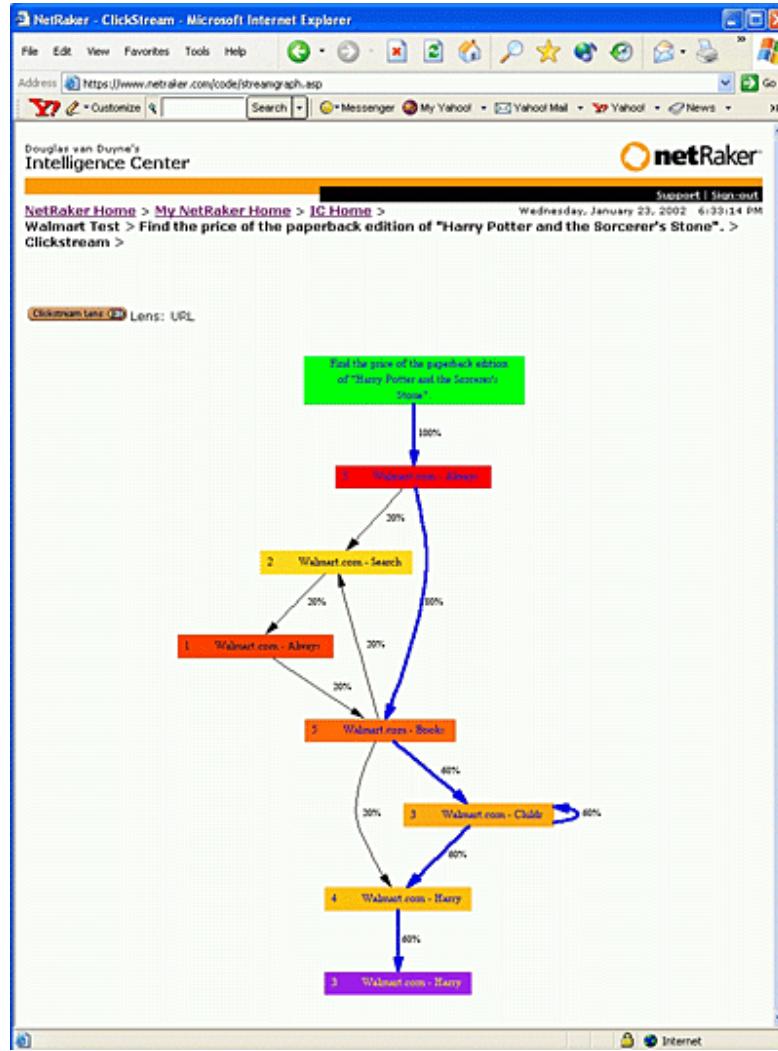
► 2. What is the price of the monitor you just found?

Short Freeform

\$1129



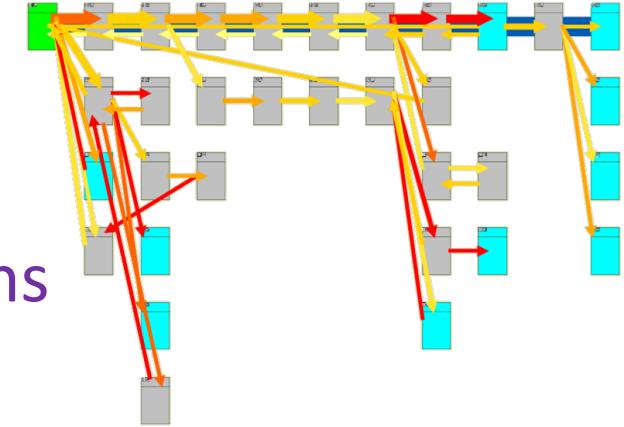
Semi-Automated Remote Usability



WebQuilt: Visual Analysis

Goals

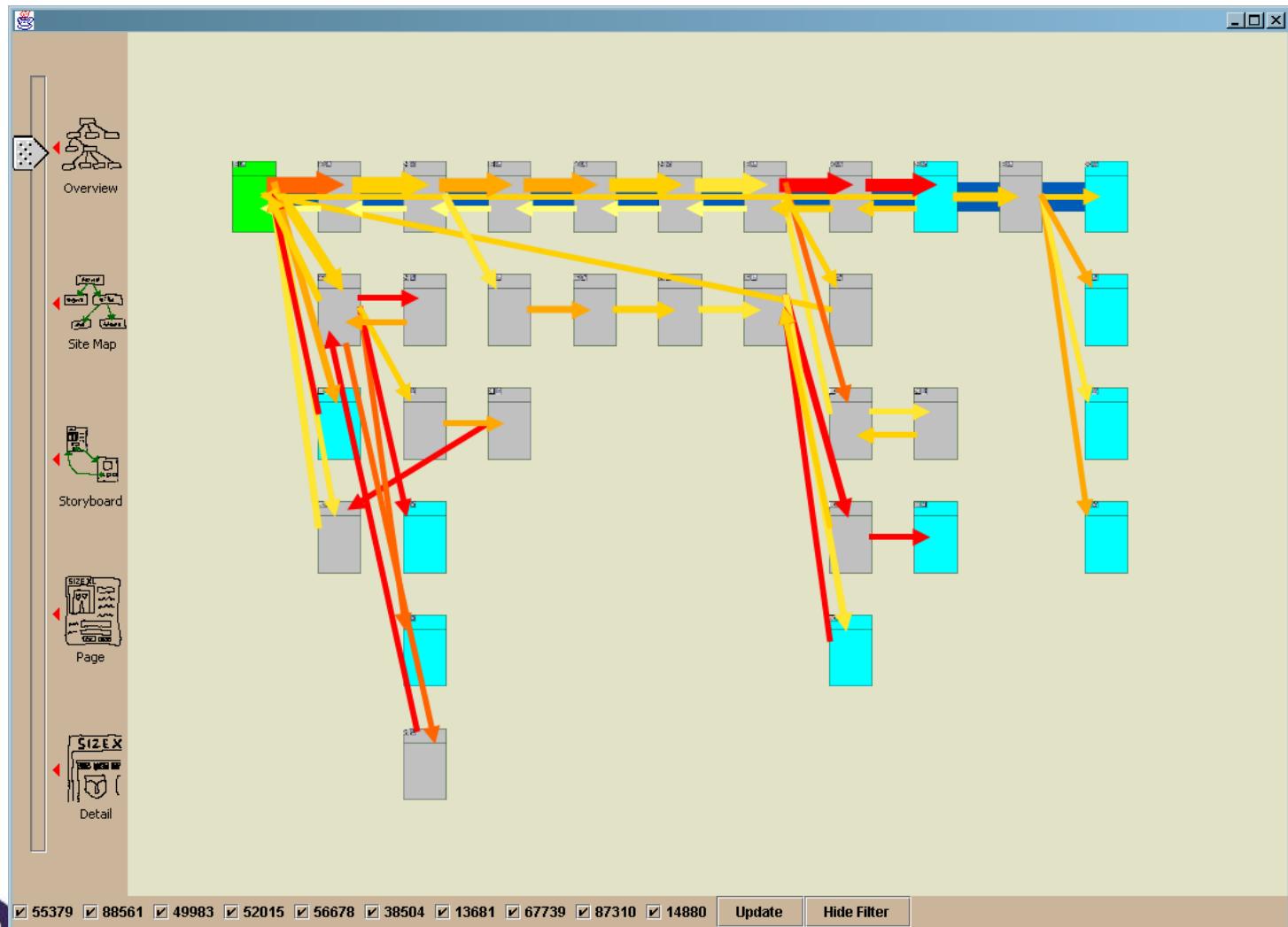
- link page elements to actions
- identify behavior/navigation patterns
- highlight potential problems areas



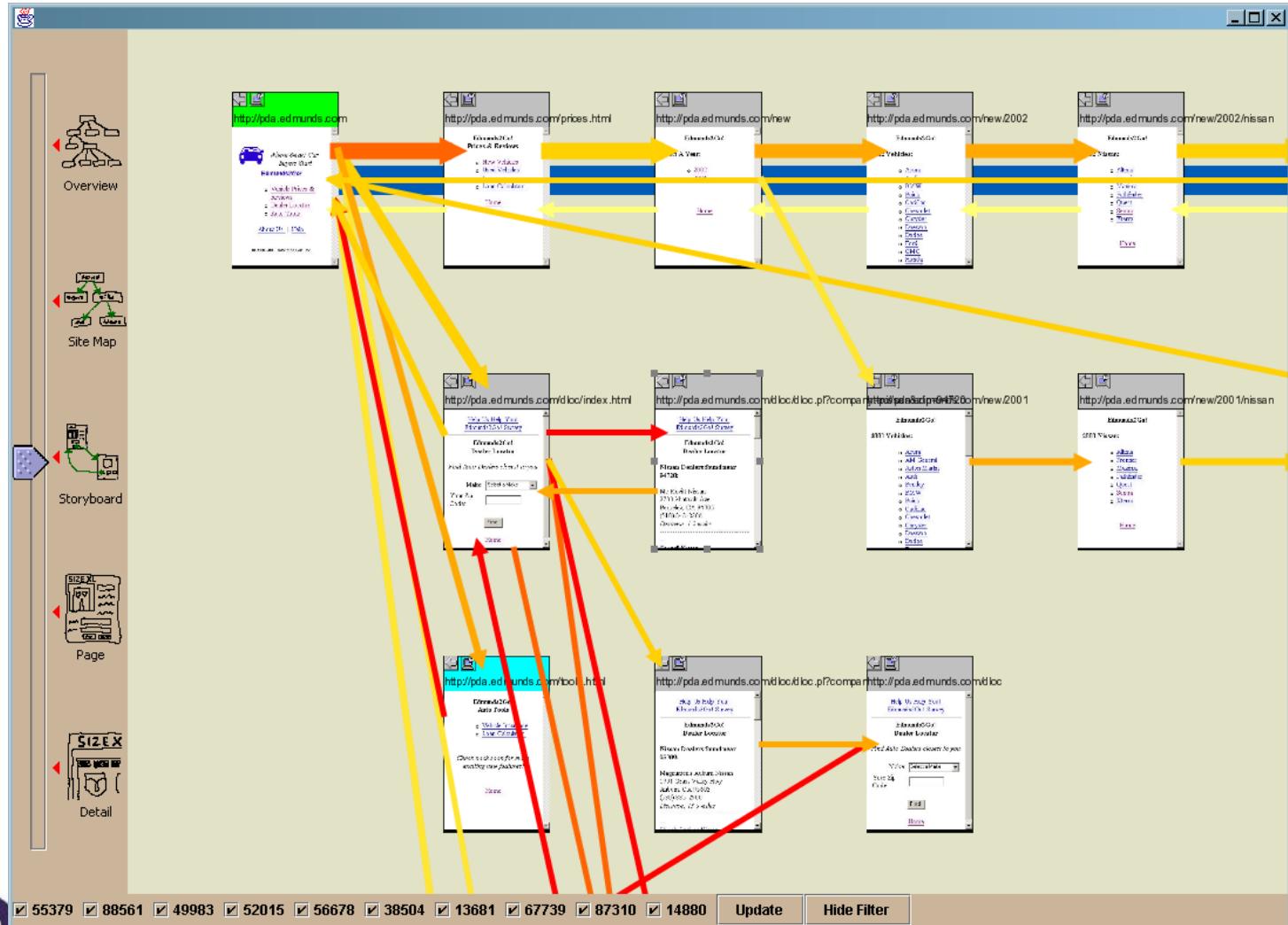
Interactive graph based on web content

- designers can indicate expected paths
- color code common usability interests
- filtering to show only target participants
- use zooming for analyzing data at varying granularity

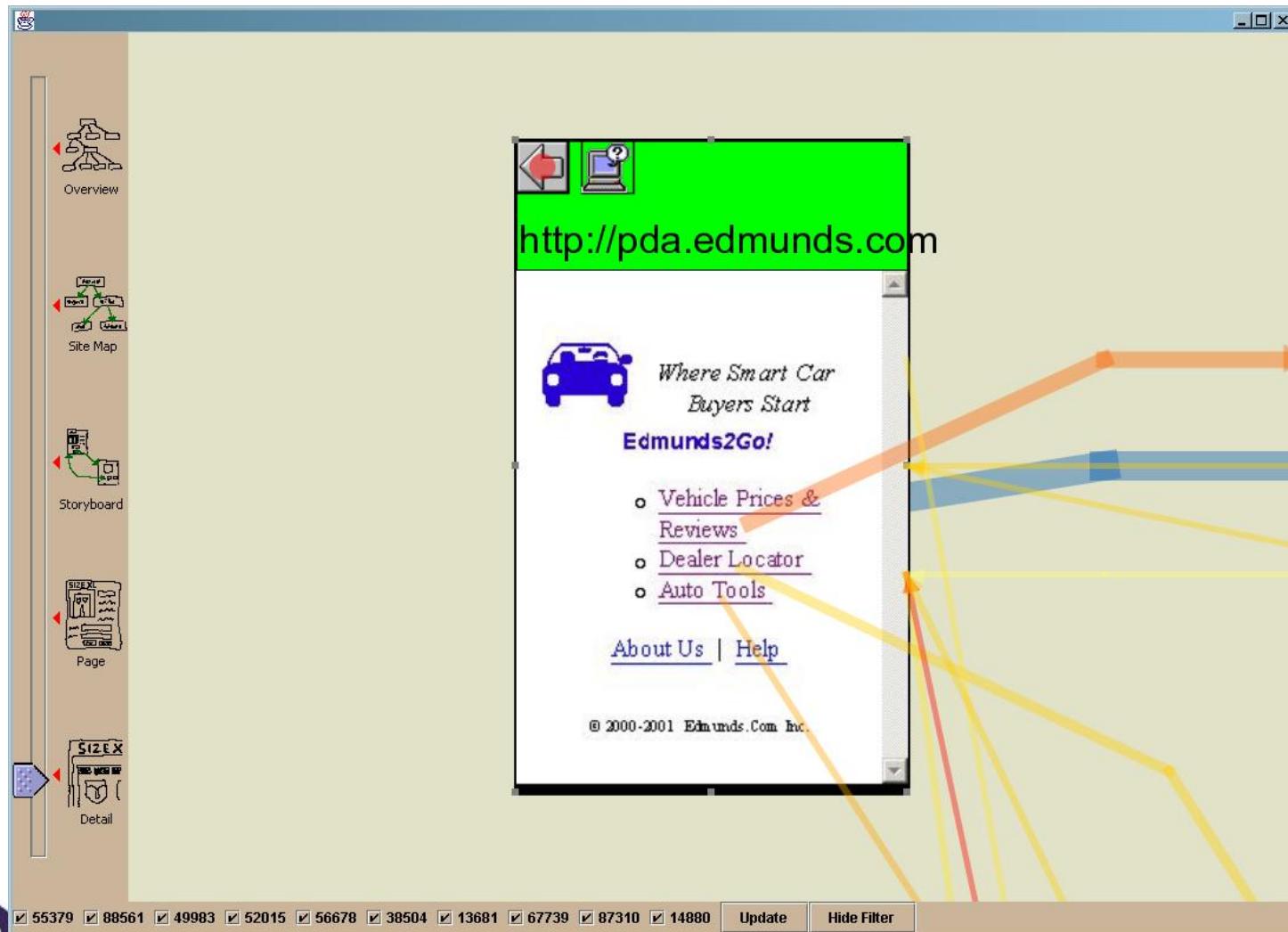
WebQuilt: Visual Analysis



WebQuilt: Visual Analysis



WebQuilt: Visual Analysis



Semi-Automated Remote Usability

Now available through a variety of services

Loop11

UserZoom

TryMyUI

Validately

Userlytics

WhatUsersDo

Usertesting.com

YouEye

Unlikely you need to bake your own
Some include mobile testing

Controlled A/B Experiments

Many names for concept

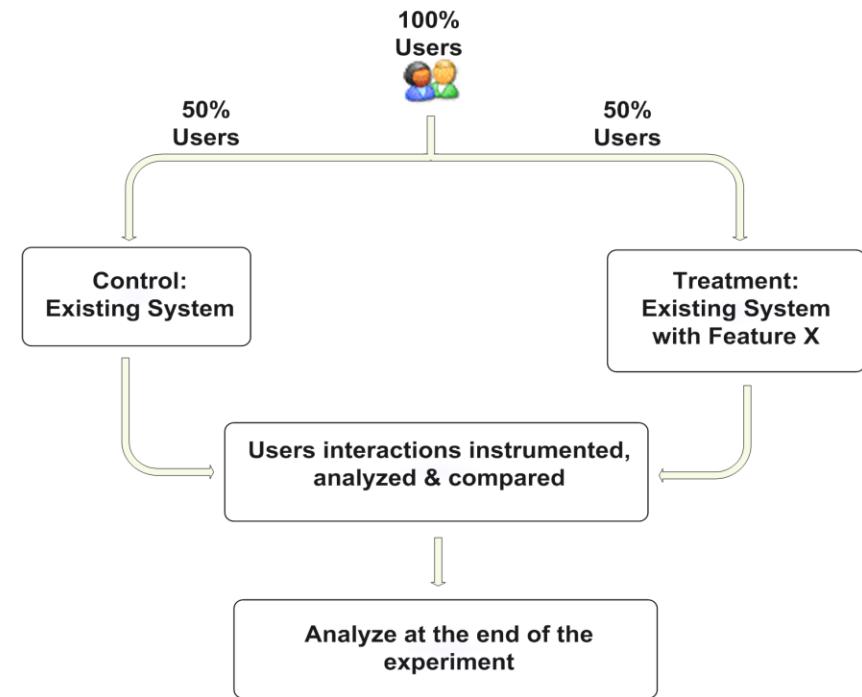
A/B tests or
Control/Treatment

Randomized
Experimental Design

Controlled experiments

Split testing

Parallel flights



Controlled A/B Experiments

Example: Amazon Shopping Cart Recommendations

Add an item to your shopping cart

Most sites show the cart

At Amazon, Greg Linden had idea to show recommendations based on cart items

Controlled A/B Experiments

Evaluation

Pro: cross-sell more items

Con: distract people from checking out

Highest Paid Person's Opinion:

Stop the project

Simple experiment run:

Wildly successful

Marketplace: Solitaire vs Poker

Experiment run in Windows Marketplace / Game Downloads

Which image has the higher clickthrough? By how much?

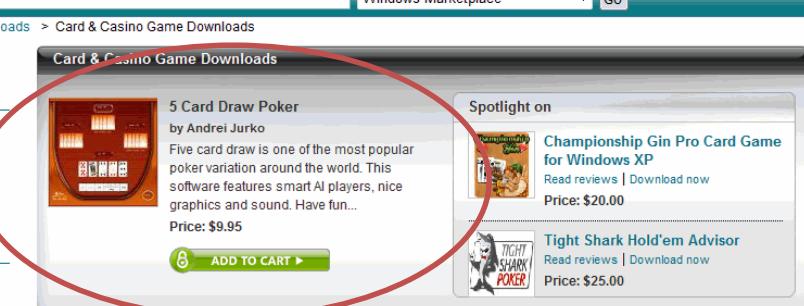


A: Solitaire game



B: Poker game

A is 61% better



Marketplace: Solitaire vs Poker

Experiment run in Windows Marketplace / Game Downloads

Which image has the higher clickthrough? By how much?

The screenshot shows the Windows Marketplace interface. The top navigation bar includes links for Downloads, All Software, Hardware, Top Sellers, Experience Vista, Game Downloads, Security Downloads, and IE Add-Ons. A search bar is present, along with a 'Find. Try. Buy.' button and a shopping cart icon. The main content area displays 'Card & Casino Game Downloads'. A red circle highlights the listing for 'Solitaire Master 2' by Egames, which contains 300 games including Klondike, Free Cell, Deuces Queens, Cats Cradle, Four Leaf Clover, Spider Web, and many more. The price is listed as \$12.99. To the right of the main content is a 'Spotlight on' section featuring 'Championship Gin Pro Card Game for Windows XP'.

A: Solitaire game

A is 61% better

The screenshot shows the Windows Marketplace interface, identical to the first one but with a different game highlighted. A red circle highlights the listing for '5 Card Draw Poker' by Andrei Jurko. The description notes that it is one of the most popular poker variations, featuring smart AI players and nice graphics. The price is \$9.95. The 'Spotlight on' section on the right still features 'Championship Gin Pro Card Game for Windows XP'.

B: Poker game

Never Underestimate Solitaire

SIX CHIX

BY RINA PICCOLO



Checkout Page

Conversion rate is percentage of visits that include purchase

A

Doctor FootCare™

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Shop With Confidence

Satisfaction Guaranteed 30-day, hassle-free Returns

100% Safe, **Secured** shopping We assure your Privacy

100% Secured Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00

Total: \$0.00

Select Shipping Method Standard (\$5.95)

Continue Shopping > Proceed To Checkout

Home | Products | Learn More | Tips | Testimonials | FAQ | About Us | Contact Us | Shopping Cart

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B

Doctor FootCare™

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Shop With Confidence

Satisfaction Guaranteed 30-day, hassle-free Returns

100% Safe, **Secured** shopping We assure your Privacy

100% Secured Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00

Discount \$0.00

Total \$0.00

Enter Coupon Code

Select Shipping Method Standard (\$5.95)

Recalculate Continue Shopping > Proceed To Checkout

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Which version has a higher conversion rate?

Checkout Page

Conversion rate is percentage of visits that include purchase

A

B

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100% Secured Checkout

Continue Shopping > Proceed To Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	<input type="text" value="1"/>		\$0.00	\$0.00

Total: \$0.00

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

Continue Shopping > Proceed To Checkout

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Doctor FootCare™ **B** Shopping Cart

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100% Secured Checkout

> Proceed To Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	<input type="text" value="1"/>		\$0.00	\$0.00

Total: \$0.00

Enter Coupon Code

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

Recalculate Continue Shopping > Proceed To Checkout

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Which version has a higher conversion rate?

Checkout Page

Conversion rate is percentage of visits that include purchase

A

B

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Shop With Confidence

Satisfaction Guaranteed 30-day, hassle-free Returns

100% Safe, **Secured** shopping We assure your Privacy

100% Secured Checkout

Continue Shopping > Proceed To Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	<input type="text" value="1"/>		\$0.00	\$0.00

Total: \$0.00

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

Continue Shopping > Proceed To Checkout

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Shop With Confidence

Satisfaction Guaranteed 30-day, hassle-free Returns

100% Safe, **Secured** shopping We assure your Privacy

100% Secured Checkout

> Proceed To Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	<input type="text" value="1"/>		\$0.00	\$0.00

Total: \$0.00

Enter Coupon Code

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

Recalculate Continue Shopping > Proceed To Checkout

Home | Products | Learn More | Tips | Testimonials | FAQ | About Us | Contact Us | Shopping Cart

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Which version has a higher conversion rate?

Coupon Code decreases by factor of 10

Example from Bryan Eisenberg's article on clickz.com

Office Online Feedback

A

Please let us know if this content was helpful.

Rate this content:



Tell us why you rated the content this way (optional):

Submit

Remaining characters: 650

B

How helpful was this information?

Click a star.

Not
helpful



Very
helpful

Click to rate: 3 out of 5 stars



How helpful was this information?

Click a star.

Not
helpful



Very
helpful

Why did you rate the information this way?

Remaining characters: 650

Submit

Feedback A puts everything together, whereas feedback B is two-stage: question follows rating.

Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them brighter.

Which one has a higher response rate? By how much?

Office Online Feedback

A

Please let us know if this content was helpful.

Rate this content:



Tell us why you rated the content this way (optional):

Remaining characters: 650

B

How helpful was this information?

Click a star.

Not
helpful



Very
helpful

How helpful was this information?

Click a star.

Not
helpful



Very
helpful

Why did you rate the information this way?

Remaining characters: 650

Feedback A puts everything together, whereas feedback B is two-stage: question follows rating.

Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them brighter.

Which one has a higher response rate? By how much?

B gets more than double response rate.

Another Feedback Variant

Call this variant C. Like B, also two stage.

Which one has a higher response rate, B or C?

C

Was this information helpful?

Yes

No

I don't know



What are you trying to do?

Back

Submit

How can we make this information more helpful?

Back

Submit

Another Feedback Variant

Call this variant C. Like B, also two stage.

Which one has a higher response rate, B or C?

C

Was this information helpful?

Yes

No

I don't know

How was this information helpful?

Back

Submit

What are you trying to do?

Back

Submit

How can we make this information more helpful?

Back

Submit

MSN US Home Page

Proposal: New Offers module below Shopping

Shopping

- Lancôme: Free deluxe compact w/ purchase
- Special promotions at your favorite stores
- Warm fall fashion styles are here
- Save on top brand digital cameras
- Free shipping on furniture for every room

Advertisements

A smart way to buy a diamond



- Wal-Mart: Back-to-school
- Our editor picks budget electronics
- Get fit & save money: Sports sale

Control

Shopping

- Lancôme: Free deluxe compact w/ purchase
- Special promotions at your favorite stores
- Warm fall fashion styles are here
- Save on top brand digital cameras
- Free shipping on furniture for every room

Advertisements

A smart way to buy a diamond



- Wal-Mart: Back-to-school
- Our editor picks budget electronics
- Get fit & save money: Sports sale

Offers

Search GM Certified
With our 117-Point Inspection
GM Certified means no worries



Online University
Earn degree from a top school
100% Online. Get Free Info!



\$200k Loan, Get Low Rates
Secure Financing and Increase
Cash Flow. Click Here Now!



Treatment

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Clickthrough:

Page views per person-day:

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Clickthrough: decreased 0.49%

Page views per person-day: decreased 0.35%

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Clickthrough: decreased 0.49%

Page views per person-day: decreased 0.35%

Value of click from home page: X cents

Net = Expected Revenue –

Value Per Click * Direct lost clicks –

Value Per Click * Lost Due to Decreased Views

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Clickthrough: decreased 0.49%

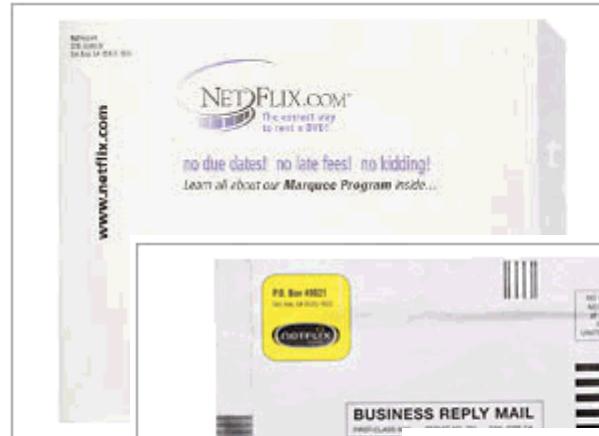
Page views per person-day: decreased 0.35%

Value of click from home page: X cents

Net = Expected Revenue –
Value Per Click * Direct lost clicks –
Value Per Click * Lost Due to Decreased Views

Net was negative (in millions of dollars),
offers module did not launch

Data Driven Methods Not Just Online

[PREVIOUS](#)[NEXT >](#)[Back to story](#)**1999**

Made from cardboard, the first Netflix mailer weighs more than an ounce. But with only 100,000 customers, reducing material and shipping costs is not yet a priority for the company.

[PREVIOUS](#)[NEXT >](#)[Back to story](#)**2000**

Thick paper replaces cardboard. DVDs are inserted and removed from the top rather than the side.

[PREVIOUS](#)[NEXT >](#)[Back to story](#)**2000**

Full-color printing is introduced. Top-loading is abandoned in favor of side-loading, which is judged more convenient.

[NEXT >>](#)

Data Driven Methods Not Just Online



[PREVIOUS](#)

[NEXT](#)

[Back to story](#)

2000

Customers are asked to peel off a sticker to reveal Netflix's return address. The design is eventually deemed too complex.



[PREVIOUS](#)

[NEXT](#)

[Back to story](#)

2000

Made from plastic instead of paper, this mailer is cheaper, but it sometimes inflates when transported on airplanes.



[PREVIOUS](#)

[NEXT](#)

[Back to story](#)

2001

An airhole (the black dot on the left side of the mailer) is added to prevent the package from inflating.



[PREVIOUS](#)

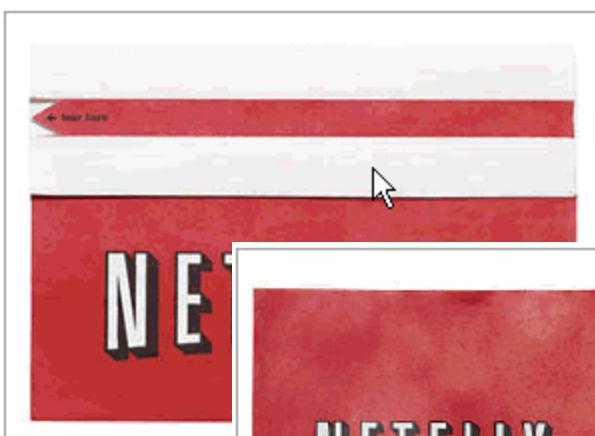
[NEXT](#)

[Back to story](#)

2001

Netflix returns to paper because it's easier to recycle. Foam padding is added to reduce breakage.

Data Driven Methods Not Just Online

[PREVIOUS](#)[NEXT >](#)[Back to story](#)**2001**

Foam padding is dropped because the benefits don't justify the cost. The company gives top-loading another try.

[PREVIOUS](#)[NEXT >](#)[Back to story](#)**2001**

Marking a return to side-loading, this mailer is a direct ancestor of the one the company uses today.

[PREVIOUS](#)[NEXT >](#)[Back to story](#)**2003**

Instead of sealing the entire top and bottom, Netflix introduces a circular sticker, affixed only on the top.

[PREVIOUS](#)[NEXT >](#)[Back to story](#)**2004**

A window shows the disc bar code. Speculation is that this enables storing discs in mailers prior to shipping.



NUCCI STUDIO

[NEXT >>](#)

Limitations

Drives hill-climbing, but not overall design

A design may be better, but is it good?

Impossible for new designs to compete

Can be difficult to scale to many features

How about we step through a larger example

The Smartest Place to Buy and Sell Books, Music, Computers, Electronics, DVDs & more...

Welcome

[Learn about Buying](#)[Learn about Selling](#)[Register Now!](#)[Announcement Board](#)

Updated Jun 13, 2002

DESKTOP LIQUIDATION CENTER as low as **\$249!**

Categories

Books

[Textbooks](#), [Fiction](#),
[Biography](#), [Cooking](#),
[Business](#), & more...

Music

[Rock](#), [Hip Hop/Rap](#),
[Country](#), [Pop](#), [eBay](#)
items, & more...

Movies/DVDs

[Action](#), [Comedy](#),
[Children's](#), [Romance](#),
[Animation](#), & more...

Games

[PS2](#), [Xbox](#), [GameCube](#),
[Dreamcast](#), [N64](#), &
more...

New CD Releases!

only **\$11.88**



[More Hot New Releases!](#)



Music

Red Hot Price for the Chili Peppers' New CD: \$11.88!

Evolving after the popularity of *Californication*, the Chili Peppers release a new album featuring the hit song "By the Way".

In-Stock Now!

[Weezer](#), Weezer[Guttermouth](#), Guttermouth[The Slim Shady LP](#), Eminem[Echoes](#), Pink Floyd[18](#), Moby

Our Price	List Price
-----------	------------

\$6.99 \$18.97

\$9.00 \$18.98

\$2.98 \$18.97

\$11.54 \$24.97

\$10.99 \$18.98

Advance Orders



[The Simpsons: Complete 2nd Season \(DVD\)](#) **\$34.97**
Save 30%!

[The Sopranos: Complete 3rd Season \(DVD\)](#) **\$67.99** Save 32%!

[Tom Clancy: Red Rabbit \(Hardcover\)](#) **\$19.40** Save 33%!



In Computers

Gateway Desktop Under \$400!

[\\$399.00](#)

Includes an 800MHz Intel Celeron processor, 256MB RAM, 20GB hard drive, DVD-ROM drive, and more!



[Save Over \\$100 on Dell Latitude CPx!](#)
[\\$639.00](#)

Get the best quality at the best price with the Dell Latitude CPx featuring an Intel Pentium III® 500 MHz processor, 256 MB RAM and 12 GB hard drive.

Gateway Desktop Under \$500

[\\$499.00](#)

Includes a 1GHz Intel Pentium III processor, 256MB RAM, 20GB hard drive, CD-RW drive, 250MB ZIP Drive, and more!



Movies



Just Released: *The Royal Tenenbaums* for \$18.45

Wes Anderson (*Rushmore*) directs a motley crew of talented actors in this hysterical comedy about the rise and fall of an eccentric family.

In-Stock Now!

[Monster's Ball \(DVD\)](#)

Our Price	List Price
-----------	------------

\$11.25 \$24.99

[More great deals...](#)



Weezer (2001)

[Weezer](#)**Our best price: \$6.99**

List Price: \$18.97 (Save: \$11.98)

[Find out more...](#)[Full product info](#), [Product Reviews](#)**Not ready to buy?**[Add to your Wish List](#), [Preorder this item](#), [May we also suggest...](#)

Actual items for sale may vary from this image.

Product Highlights

CD

May 2001

List Price: \$18.97

28 minutes
UPC 606949-30452-2
Geffen Records
Catalog 493 045Standard shipping ([USPS Media Mail](#)) for this item is \$2.30.[Like New](#)Sorted by **Price**

74 items in stock

Price	Total Price	Seller (Rating)	Seller Comments	
\$7.75	 \$10.20	custodian46 (149) 	best buy	More info...
\$8.00	 \$10.45	stargaze13 (3) 	Disk, case, and liner all in excellent c more...	More info...
\$8.25	 \$10.70	dazzyliz (1205) 	SEALED NEW BMG	More info...
\$8.30	 \$10.75	naojia@hotmail.com (35) 	Perfect condition	More info...

» [View all Like New Items](#)[Very Good](#)Sorted by **Price**

17 items in stock

Price	Total Price	Seller (Rating)	Seller Comments	
\$8.00	 \$10.45	lucidsky (14) 	perfect	More info...
\$8.84	 \$11.29	steveeq1 (82) 		More info...
\$9.00	 \$11.45	saint.timothy (18) 	Great shape...first class ship	More info...

About this album:

- » [Song List](#)
- » [Album Credits](#)
- » [Album Notes](#)
- » [Editorial](#)
- » [Customer Reviews](#)

About the Artist

- » [Other Works](#)

Spread the Word:

- » [Write a Review](#)
- » [Email a Friend](#)

People with similar tastes also enjoyed...



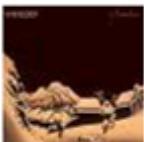
Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

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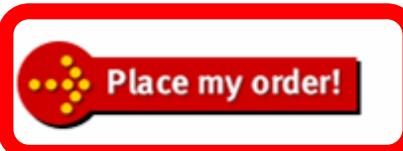
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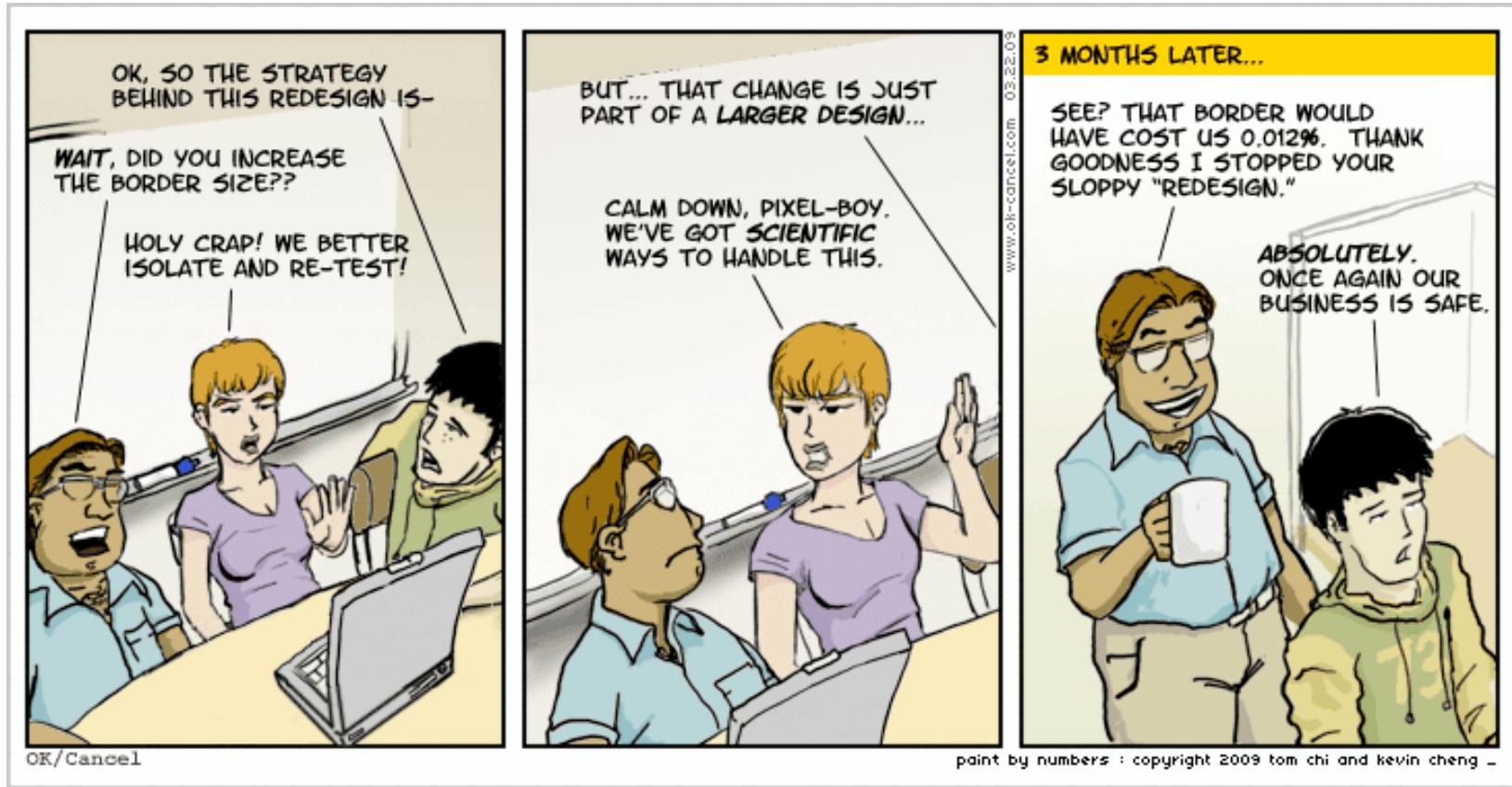
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Ranked #9 in Spin's Albums of the Year 2001
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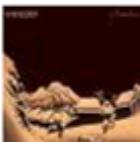
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\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)[Proceed to Checkout](#) [=Speedy Checkout](#)

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)**TOTAL: \$10.75**

Gift Certificates and Coupons

Redeeming your Half.com Gift Certificate or Coupon is easy. Just enter your Claim Code in the box to the right and click "Redeem".

Redeem[Proceed to Checkout](#) [=Speedy Checkout](#)

People with similar tastes also enjoyed...

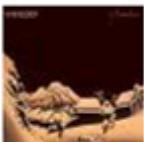
[Weezer \(1994\)](#)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)

[Pinkerton](#)

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)

[All Killer No Filler \[ECD\]](#)

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)[Proceed to Checkout](#) [=Speedy Checkout](#)

Shopping Cart

[Weezer \(2001\)](#) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: [naojia@hotmail.com](#) (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)**TOTAL: \$10.75**

• What site am I at?

- Logo in upper-left
- Colors, layout, font
- examples of SITE BRANDING

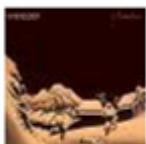
Gift Certi

Redeeming
Claim Code[Redeem](#)[Proceed to Checkout](#) [=Speedy Checkout](#)

People with similar tastes also enjoyed...



[Weezer \(1994\)](#)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)



[Pinkerton](#)
(CD, 1996)
Weezer
\$6.00
(Save \$10.95)



[All Killer No Filler \[ECD\]](#)
(CD, 2001)
Sum 41, Sum 41
\$4.29
(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)[Proceed to Checkout](#) [Speedy Checkout](#)

Shopping Cart

Weezer (2001) Weezer Weezer (Music)

CD, Release Year: 2001
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

[Redeem](#)

• Where am I in the site?

- Last link clicked was “Buy!”
- “Shopping Cart” and “Proceed to Checkout” reinforce that this is “the right page”
- **SHOPPING CART**

[Proceed to Checkout](#) [Speedy Checkout](#)

People with similar tastes
also enjoyed...

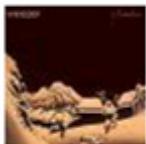
[Weezer \(1994\)](#)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)

[Pinkerton](#)

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)

[All Killer No Filler \[ECD\]](#)

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)[Proceed to Checkout](#) [=Speedy Checkout](#)

Shopping Cart

[Weezer \(2001\)](#) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: [naojia@hotmail.com](#) (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

[Redeem](#)

• Cross-selling

- Possibly a pleasant surprise
- Impulse buy
- **CROSS-SELLING & UP-SELLING**

Gift Certi

Redeeming
Claim Code[Proceed to Checkout](#) [=Speedy Checkout](#)

[Home](#) [Books](#) [Music](#) [DVDs/Movies](#) [Video Games](#) [Computers & Software](#) [Electronics](#) [Everything Else...](#)[Gift Certificates](#) | [Wish List](#) | [Pre-Orders](#) | [Sell Your Stuff](#) | [New Users](#)Search:

People with similar tastes also enjoyed...

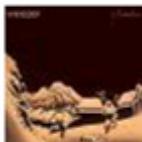
[Weezer \(1994\)](#)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)

[Pinkerton](#)

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)

[All Killer No Filler \[ECD\]](#)

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)[Proceed to Checkout](#) [Speedy Checkout](#)

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)**TOTAL: \$10.75****Redeem**

• What am I going to buy?

- Easy to remove
- Easy to move to wishlist

• How much will it cost?

- Shipping costs there, no nasty surprises

• SHOPPING CART

Gift CertiRedeeming
Claim Code[Proceed to Checkout](#) [Speedy Checkout](#)

People with similar tastes
also enjoyed...

[Weezer \(1994\)](#)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)



[Pinkerton](#)
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(CD, 2001)
Sum 41, Sum 41
\$4.29
(Save \$8.68)

[Redeeming a Gift Certificate or Coupon?](#)

Shopping Cart

[Weezer \(2001\)](#) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)

TOTAL: \$10.75

- What can I do?
 - “Proceed to Checkout”
HIGH VISIBILITY ACTION BUTTON
 - Visually distinct
 - 3D, looks clickable
 - Repeated above and below fold

Proceed to Checkout
=Speedy Checkout

Checkout

Enter your User ID and Password.

Are you a **half.com** user having
trouble signing in? [Get help now.](#)

eBay [User ID](#)

You can also use your registered email.

eBay Password

[Forgot](#) your password?

[Learn how to protect your account](#)

[Secure Sign In](#) or [Register Now](#)

Keep me signed in on this computer unless I sign out. [Learn more](#).

② Having problems signing in? [Get help now.](#)

For more information about sign in, visit [sign in help](#).

Or sign in to eBay
using:



Checkout

Enter your User ID and Password.

Are you a **half.com** user having trouble signing in? [Get help now.](#)

eBay [User ID](#)

You can also use your registered email.

eBay Password

[Forgot your password?](#)
Learn how to [protect your account](#)

[Secure Sign In](#) or [Register Now](#)

Keep me signed in on this computer unless I sign out. [Learn more](#).

② Having problems signing in? [Get help now.](#)

For more information about sign in, visit [sign in help](#).

Or sign in to eBay using:



- **What if I don't have a User ID?**
- **What if I forgot my password?**
- **SIGN-IN/NEW ACCOUNT options**

Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

If U.S. Military, enter APO/FPO for City.

State

Select State ▾

If U.S. Military, select AE, AP or AA from bottom of list for State.

ZIP code

Country

Save Changes



Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

If U.S. Military, enter APO/FPO for City.

State

Select State

If U.S. Military, select AE, AP or AA from bottom of

ZIP code

Country

USA

Save Changes

- **What site?**

- Logo, layout, color, fonts

- **Where in site?**

- Checkout, step 1 of 3
- “Choose shipping address”
- **QUICK-FLOW CHECKOUT**



Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

If U.S. Military, enter APO/FPO for City.

State

Select State

If U.S. Military, select AE, AP or AA from bottom

ZIP code

Country

USA

Save Changes

- **Note what's different**
 - No tab rows
 - No impulse buys
 - Only navigation on page takes you to next step
- **This is a PROCESS FUNNEL**
 - Extraneous info and links removed to focus customers

[Checkout](#)**1 Shipping** → **2 Billing** → **3 Place Order***Secure
Shopping* **Place my order!****Order Summary**

Weezer (2001) Weezer, Weezer (Music)
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

Subtotal: \$10.75

Total Merchandise: \$8.30
Total Shipping: \$2.45**TOTAL: \$10.75****Ship to**

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

[Edit / Change Shipping Address](#)**Bill to**

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94709

[Edit / Change Billing](#) Use this shipping and billing information as my Speedy Checkout settings. **Place my order!**

6

Checkout

1 Shipping → 2 Billing → 3 Place Order

Secure
shopping**Place my order!**

- **Last step of process**
 - Step 3, “Place Order”
 - “Place my order” button
- **TWO HIGH-VISIBILITY ACTION BUTTONS for fold**

Order Summary

Weezer (2001) Weezer, Weezer (Music)
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

[Edit / Change Shipping Address](#) Use this shipping and billing information as my **re**ady Checkout settings.**Place my order!**



- **No nasty surprises**

- Can see order
- Total price is same as shopping cart
- **ORDER SUMMARY**

order!

Item: \$8.30
Media Mail: \$2.45
Subtotal: \$10.75
Total Merchandise: \$8.30
Total Shipping: \$2.45
TOTAL: \$10.75

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

[Edit / Change Shipping Address](#)

Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94709

[Edit / Change Billing](#) Use this shipping and billing information as my Speedy Checkout settings.

Checkout

1 Shipping → 2 Billing → 3 Place Order

Secure
Shopping

- Easy to change shipping and billing
- Easy to save this info
 - Easier to setup info in context of specific task

order!

	Item: \$8.30 Media Mail: \$2.45 Subtotal: \$10.75
	Total Merchandise: \$8.30 Total Shipping: \$2.45
	TOTAL: \$10.75

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

[Edit / Change Shipping Address](#)**Bill to**

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94720

[Edit / Change Billing](#)

Use this shipping and billing information as my Speedy Checkout settings.

**Place my order!**

Design equals Solutions

Design is about finding solutions

Designers often reinvent

- Hard to know how things were done before

- Why things were done a certain way

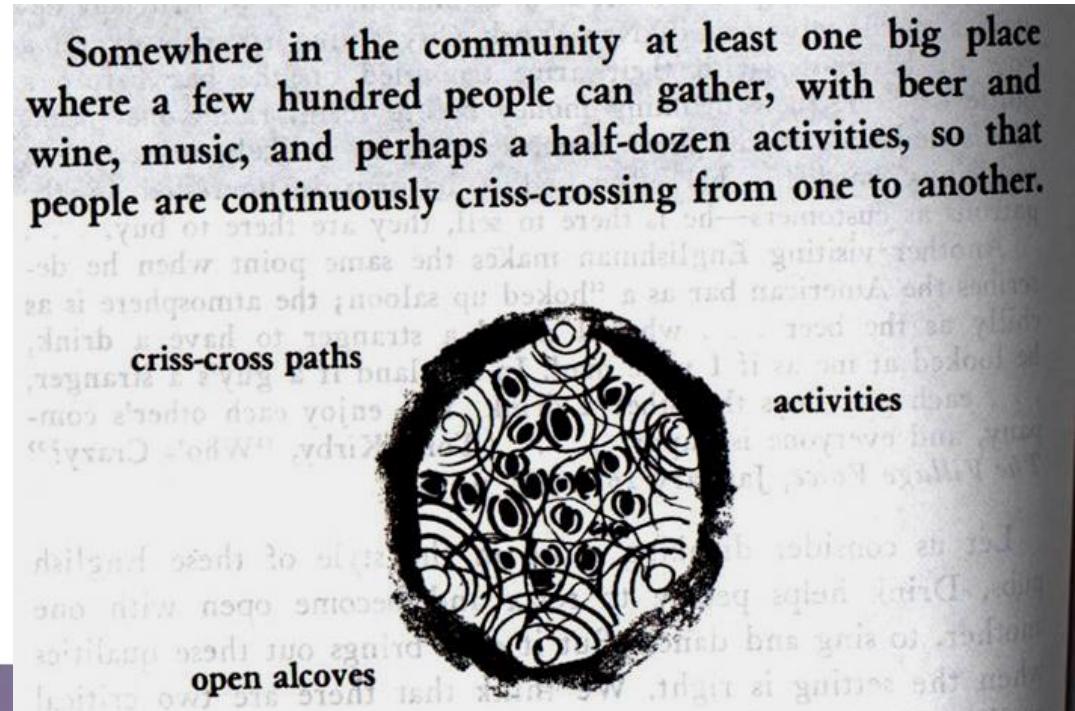
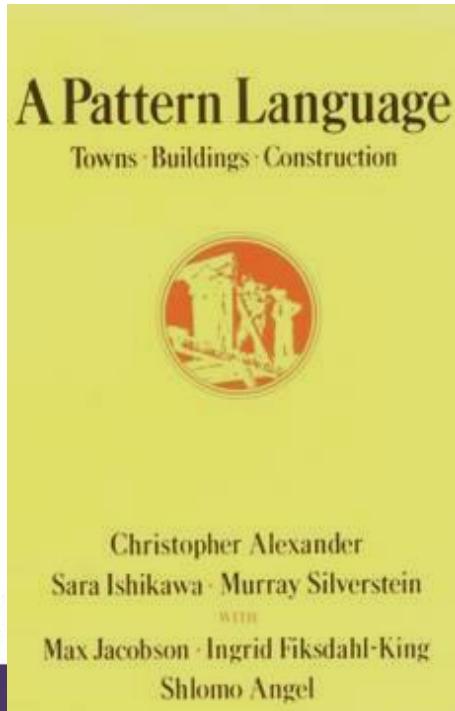
- How to reuse solutions

Design Patterns

Design patterns communicate common design problems and solutions

First used in architecture [Alexander]

How to create a beer hall where people socialize?



Design Patterns

Somewhere in the community at least one big place where a few hundred people can gather, with beer and wine, music, and perhaps a half-dozen activities, so that people are continuously criss-crossing from one to another.

criss-cross paths



activities

open alcoves

Using Design Patterns

Not too general and not too specific

use a solution “a million times over, without ever doing it the same way twice”

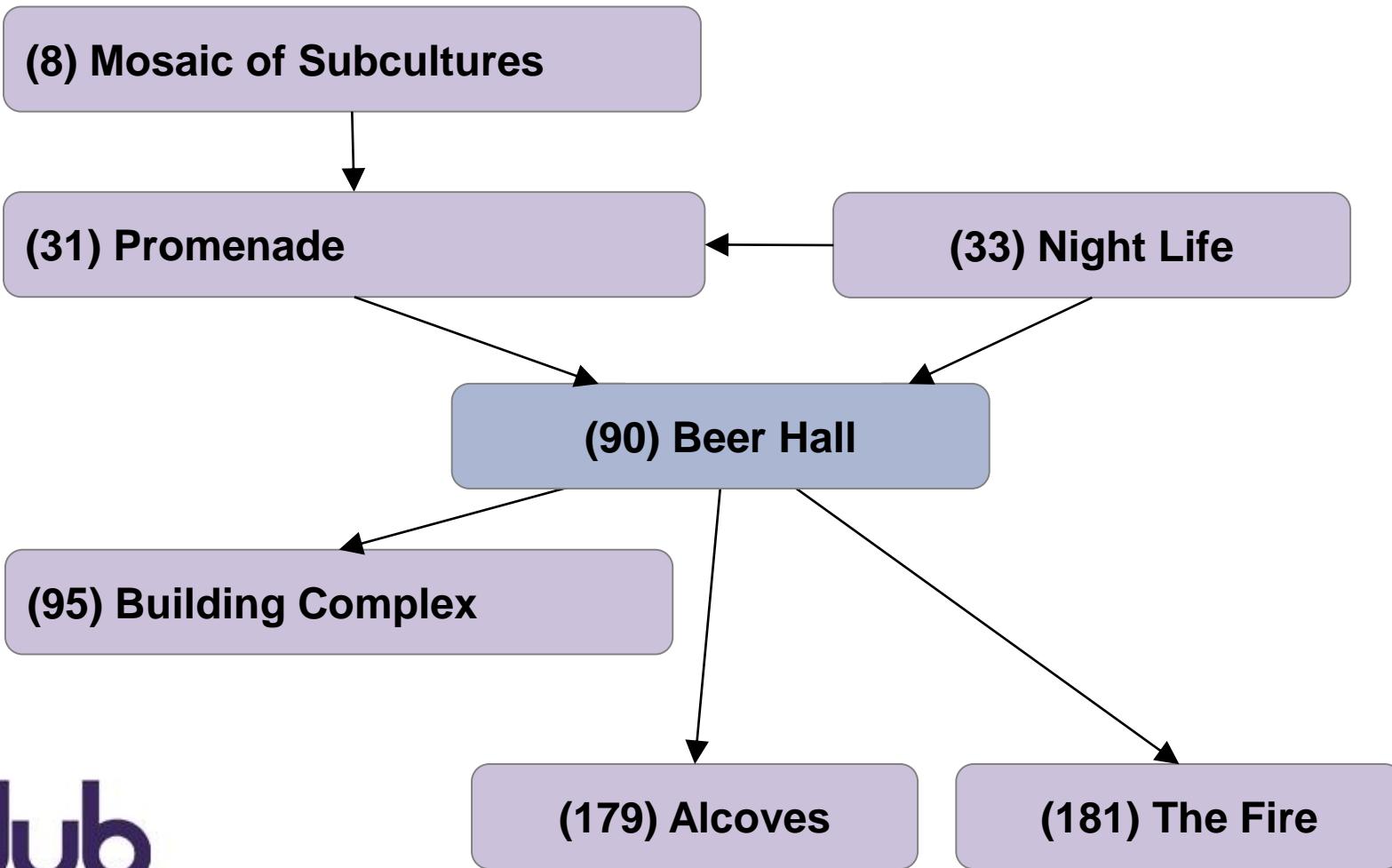
Design patterns are a shared language

for “building and planning towns, neighborhoods, houses, gardens, and rooms”

Beer hall is part of a center for public life

Beer hall needs spaces for groups to be alone ALCOVES

A Web of Design Patterns



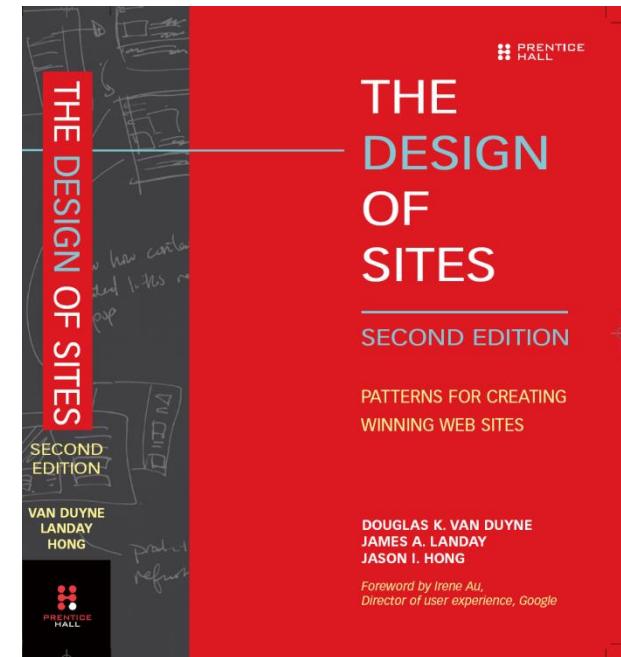
Web Design Patterns

Communicate design
problems & solutions

how to create navigation bars
for finding relevant content

how to create a shopping cart
that supports check out

how to make e-commerce sites
where people return & buy



NAVIGATION BAR (K2)

Problem: Customers need a structured, organized way of finding the most important parts of your Web site

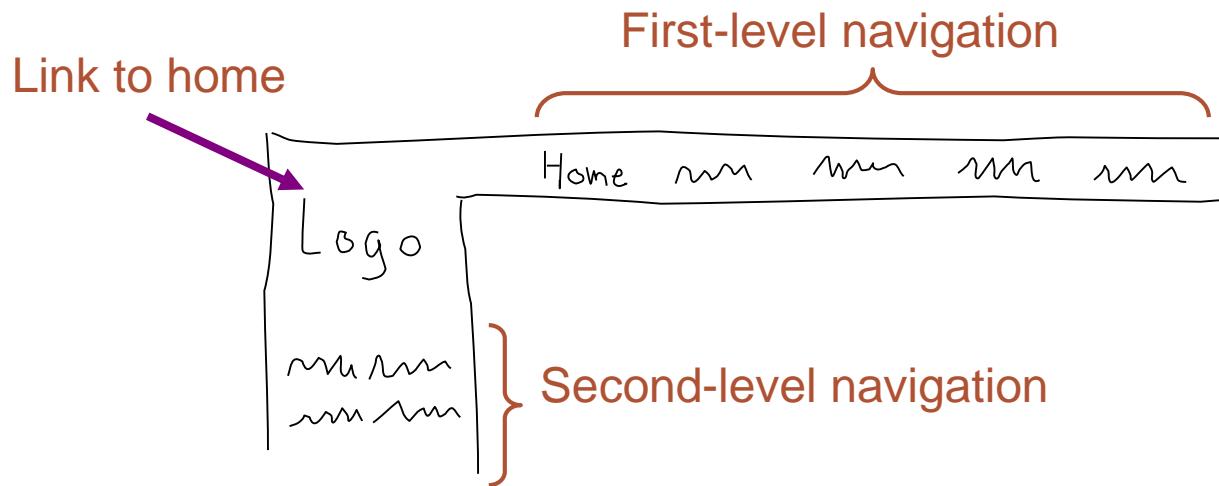
The image displays three examples of navigation bars, each highlighted with a red border:

- Group for User Interface Research:** A dark brown header bar with the logo on the left and five menu items: Home, Projects, People, Publications, and Links.
- DENIM and SILK:** A light gray header bar with the logo on the left and the word "DENIM and SILK" in large letters. Below it is a sidebar with links: Download Documentation, Support, Research, Publications, and More Projects.
- IBM:** A blue header bar with the IBM logo and "United States". It includes a search bar and a "Search" button. Below the header is a navigation menu with Home, Products & services, Support & downloads, and My account. A sidebar on the right lists services: Tune-up your bottom line, e-business on demand, and IBM Global Financing.

NAVIGATION BAR (K2)

Solution diagram

Captures essence on how to solve problem



Pattern Groups

Patterns organized by group

- | | | | |
|---|------------------------|---|-----------------------|
| A | Site genres | G | Advanced ecommerce |
| B | Navigational framework | H | Completing tasks |
| C | Home page | I | Page layouts |
| D | Content management | J | Search |
| E | Trust and credibility | K | Page-level navigation |
| F | Basic ecommerce | L | Speed |
| | | M | The mobile web |

PROCESS FUNNEL (H1)

Problem:

Need a way to help people complete highly specific stepwise tasks

Ex. Create a new account

Ex. Fill out survey forms

Ex. Check out

PROCESS FUNNEL (H1)

NEW: Counting Crows: Hard Candy \$11.88 Save 37%!

my account cart help [eBay home](#) [sign in](#)

[Home](#) [Books](#) [Music](#) [DVDs/Movies](#) [Video Games](#) [Computers & Software](#) [Electronics](#) [Everything Else...](#)

[Gift Certificates](#) | [Wish List](#) | [Pre-Orders](#) | [Sell Your Stuff](#) | [New Users](#)

Search:

People with similar tastes also enjoyed...

[Weezer \(1994\)](#)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)

[Pinkerton](#)
(CD, 1996)
Weezer
\$6.00
(Save \$10.95)

[All Killer No Filler \[ECD\]](#)
(CD, 2001)

[Redeeming a Gift Certificate or Coupon?](#)

[Proceed to Checkout](#)
[Speedy Checkout](#)

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)
CD, Release Year: 2001
Seller: [naoia@hotmail.com](#) (35)
Condition: Like New • Notes: Perfect condition

Item: \$8.30
Media Mail: \$2.45
([Change Shipping Method](#))

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

Gift Certificates and Coupons

Redeeming your Half.com Gift Certificate or Coupon is easy. Just enter your Claim Code in the box to the right and click "Redeem".

[Redeem](#)

[Proceed to Checkout](#)
[Speedy Checkout](#)

PROCESS

- **What's different?**

- No tab rows
- No impulse buys
- Only navigation on page takes you to next step

The screenshot shows a web browser window for half.com. At the top, there's a grey header bar with the half.com logo and a search bar. Below it is a yellow navigation bar with the word "Checkout" and a three-step process: "1 Shipping" with a right-pointing arrow, "2 Billing" with another right-pointing arrow, and "3 Place Order". To the right of the arrows is a "Secure Shopping" button featuring a lock icon.

The main content area has a light grey background. It starts with a red horizontal line under the heading "Step 1 - Choose Shipping Address". Below this, the text "Ship my order to:" is followed by a rectangular input field containing the address: "Jason Hong, 387 Soda Hall Computer Science UC Berkeley, Berkeley, CA 94720". To the right of this field is a red "Use This Address" button. Below the input field, the word "OR" is centered. Underneath "OR", the text "Enter a new shipping address:" is followed by a large rectangular form. This form includes fields for "Name" (with three stacked input boxes), "Street address" (with three stacked input boxes), "City" (with three stacked input boxes), "State" (with a dropdown menu labeled "Select State" and a note "If U.S. Military, enter APO/FPO for City."), "ZIP code" (with two stacked input boxes), and "Country" (with a dropdown menu showing "USA"). At the bottom of this form is a red "Save Changes" button.

- **What's the same?**

- Logo, layout, color, fonts

PROCESS FUNNEL (H1)

Problem:

What if users need extra help?

PROCESS FUNNEL (H1)

Dell.com About Dell | Contact | Search | Support Order Status | My Cart

DELL HOME & HOME OFFICE

Computers Software & Accessories Service & Support Learning Center

Main | Desktops | Notebooks | Handhelds | Hot Deals!

FEATURED SYSTEM

Featured Dimension 4100



The Dimension 4100 desktop offers you amazing power and flexibility at a price that won't break your budget.

- Intel® Pentium® III processor at 933Mhz
- 40GB⁵ Hard Drive
- 128MB SDRAM
- 32MB Nvidia GeForce2 MX 4X AGP Graphics Card

Free Ground (3-5 day) Shipping with purchase of any new Dell Home System. Offer ends 4/23/01.
[Click Here for Details.](#)

Dimension 4100	Great Add-Ons For This System	Price
Intel® Pentium® III processor at 933Mhz	Check any item(s) you wish to add to this system, then click Customize It.	
\$1,199	 3 Year On-Site Service Add With on-site service, you don't have to leave your home or ship your computer to us should you have a problem.	\$99
As low as \$36 ⁴ /46 pmts No payment for 90 days (Click or scroll for details) ⁴	 Epson Stylus Color 880 Ink Jet Printer Add A creative and versatile printer that features super fast print speeds.	\$149
		
 E-Value Code 8W771-4100po1		
Processor ? Intel® Pentium® III processor at 933MHz		
Keyboard ? QuietKey® Keyboard		
Hard Drive ? 40GB ⁵ Ultra ATA-100 Hard Drive (7200 RPM)		
	Epson 640U Scanner	Add

CONTEXT-SENSITIVE HELP (H8)

The screenshot shows a Dell.com website page for a Dimension 4100 computer system. A red arrow points from the 'Customize It' button on the left to a context-sensitive help window titled 'Keyboards - Netscape'.

Dell.com | About Dell | Contact | Search | Support | Order Status | My Cart | HOME & HOME OFFICE

DELL

Buy Online or Call
1-800-915-3355

Purchase Assistance

- Payment Solutions
- Tax & Shipping Info
- Secure Shopping Guarantee
- Privacy Policy

Recommended Systems

Click here for more Dimension 4100 recommended systems.

FEATURED

Featured Dimension 4100

Dimension 4100

Intel® Pentium® III processor 933Mhz

\$1,199

As low as \$36⁴/45 pmts
No payment for 90 days
(Click or scroll for details)⁴

E-Value Code
8V771-45sp01

Processor: Intel® Pentium® III processor at 933MHz

Keyboard: QuietKey® Keyboard

Hard Drive: 40GB⁵ Ultra ATA-100 Hard Drive (7200 RPM)

Keyboards - Netscape

LEARN MORE

Close

Keyboards
Great Keyboard Choices to Suit Your Needs:

- Choose from standard-size and "space-saver" designs
- Ergonomic design for added comfort
- Hot Keys provide quick, one-touch access to frequently used programs and Web sites
- USB ports allow for quick and easy access to USB peripherals, such as digital cameras, scanners and joysticks

Dell™ Enhanced Performance Keyboard

DELL GLOSSARY
Need a definition?
Click on a term.

Keyboard Type	Dell™ QuietKey	Microsoft® Internet Keyboard, Dell Edition	Dell™ Enhanced QuietKey	Dell™ Enhanced Performance
ZOOM!	For a closer look.			
Benefits	<ul style="list-style-type: none">Quiet key responseSoft "rubberdome" touch	<ul style="list-style-type: none">10 Hot Keys for easy access to your internet and e-mailE-mail Hotkey	<ul style="list-style-type: none">3 programmable keysSoft "rubberdome"	<ul style="list-style-type: none">7 programmable keysBuilt-in 2 port USB HUB

More Details

Epson 640U Scanner Add

FLOATING WINDOWS (H6)

The screenshot shows the Netflix homepage with a floating window for the movie 'Gladiator: Extended Edition'. The floating window contains a summary of the movie, its cast, and rating information. A cursor is hovering over the 'Add' button for the movie.

Arthine van Duyne | Your Account

Browse Recommendations Friends Queue Buy DVDs

Get Recommendations (636) Rate Movies Movies You've Rated (210)

Recommendations

Movie suggestions based on your ratings

NEW RECOMMENDATIONS

Gladiator: Extended Edition
(2000)

Fans of Gladiator's original theatrical release will appreciate this extended version of the epic Ridley Scott film, packed with 17 extra minutes of action footage and gripping dialogue. Featuring a strong supporting cast and an Oscar-winning performance from actor Russell Crowe as the dauntless Roman general Maximus, this big-budget Best Picture winner became an instant classic -- and helped elevate its leading man to icon status.

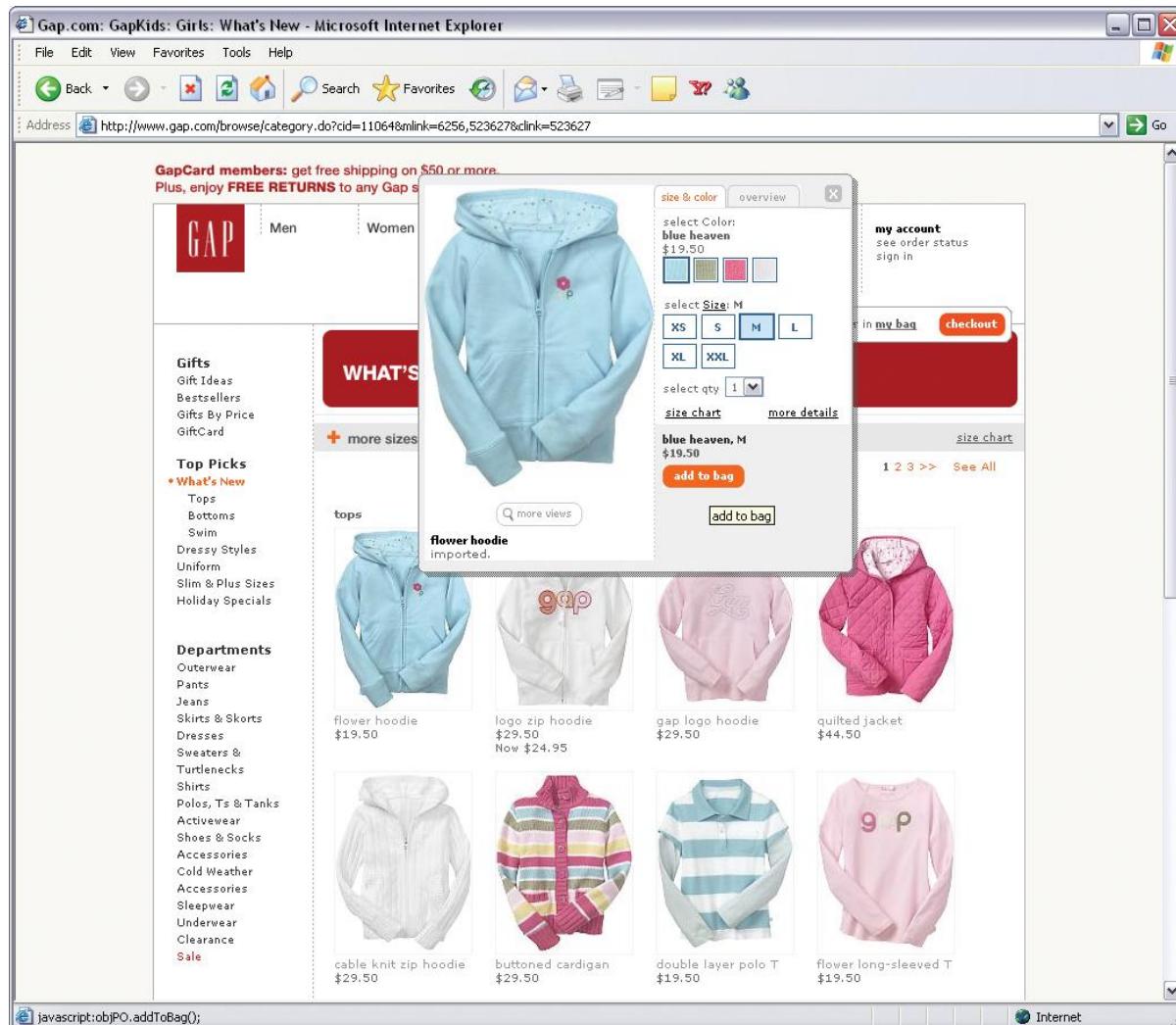
Starring: Russell Crowe, Joaquin Phoenix
Director: Ridley Scott
Genre: Action & Adventure
MPAA: R

Recommended based on 1 rating

Samurai Champloo (7.1)

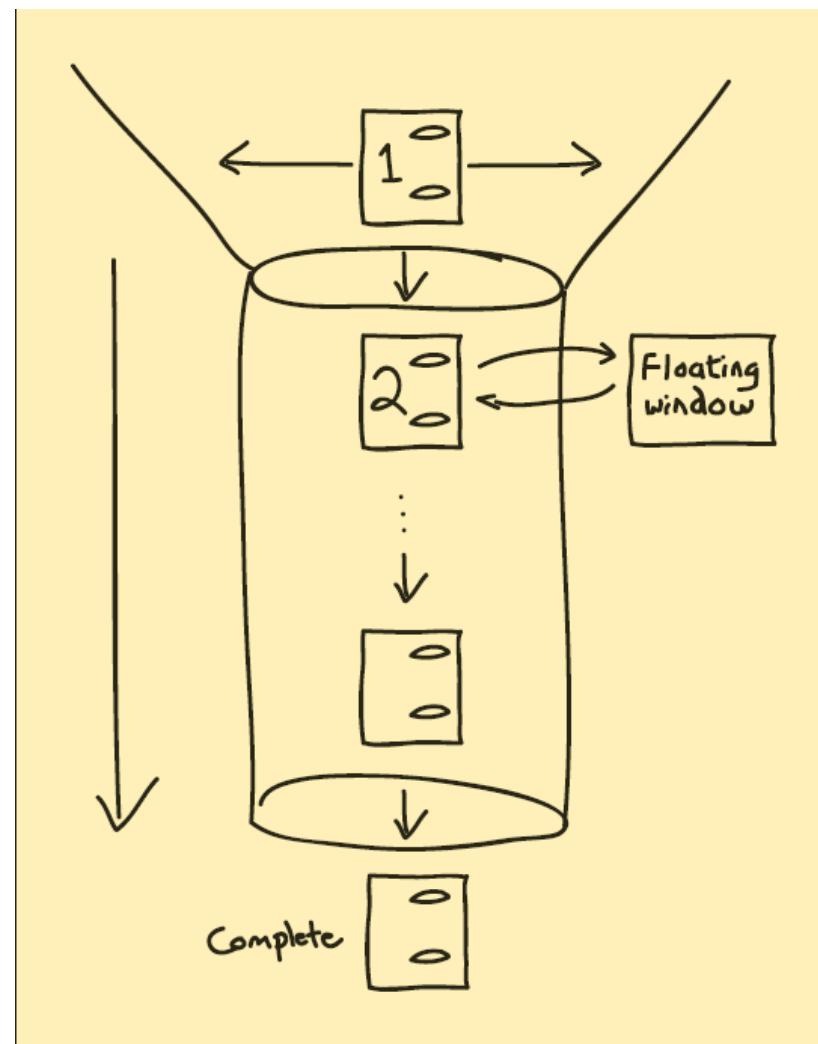
Director Shinichiro Watanabe mixes a maturity rarely found in anime with a historical Japanese setting and a funky hip-hop soundtrack. Fuu is a spacey waitress at a teahouse where a sword fight breaks out between Mugen, a wild warrior, and Jin, a ... [Read More](#)

FLOATING WINDOWS (H6)

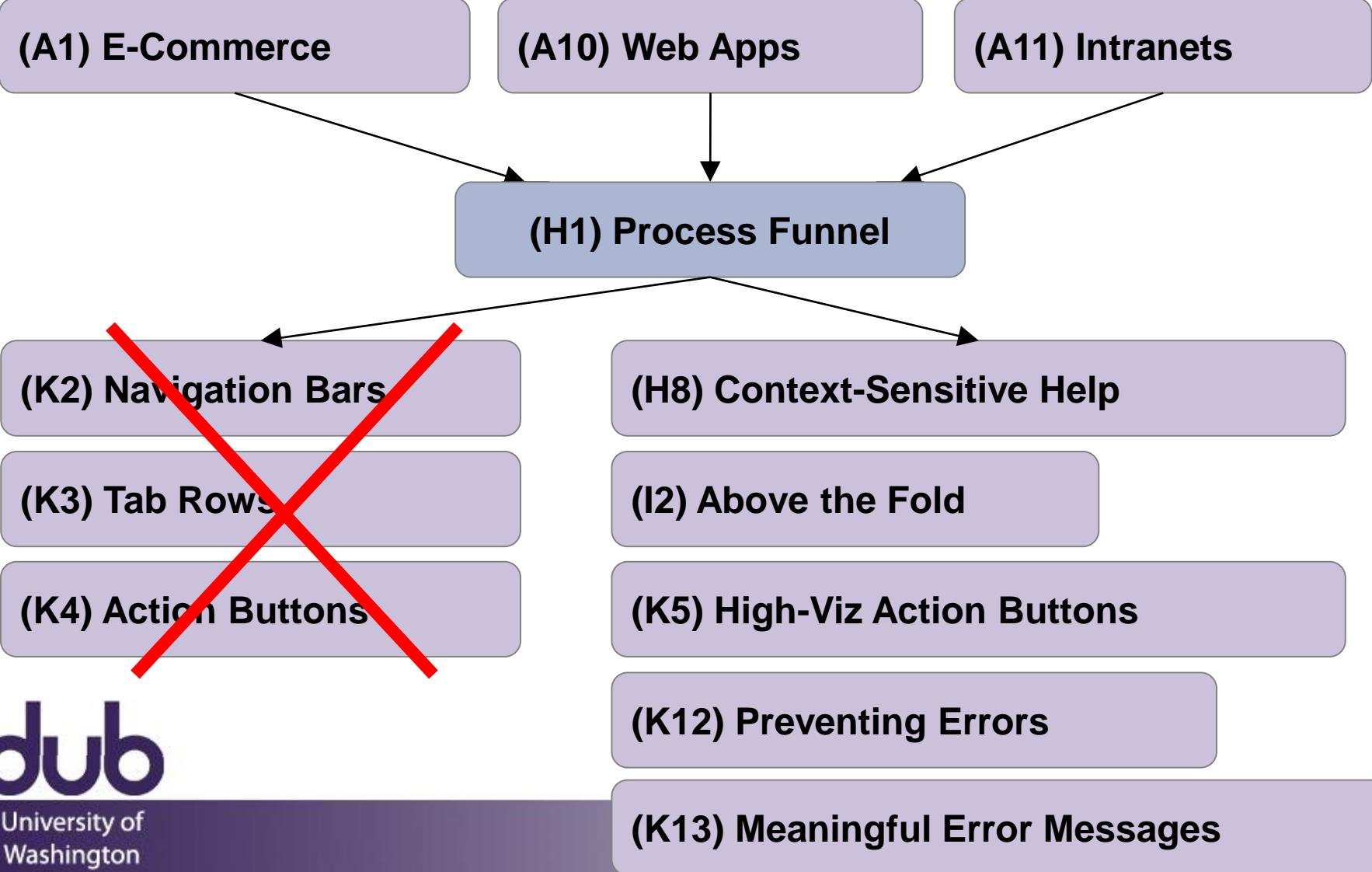


PROCESS FUNNEL (H1)

Solution Diagram



Related Patterns



Patterns Support Creativity

Patterns come from successful examples

sites that are so successful that lots of people
are familiar with their paradigms

interaction techniques/metaphors that work well
across many sites (e.g., shopping carts)

Not too general and not too specific
you need to specialize to your needs

Patterns let you focus on the hard,
unique problems of your design situation

Principles, Guidelines, Templates

Patterns help design without over-constraining

unlike principles, patterns are not too general

unlike guidelines, patterns discuss tradeoffs, show good examples, and tie to other patterns

unlike style guides, patterns not too specific, can be specialized to a design

unlike templates, patterns illustrate flows and relationships among different pages

Pattern Name and Number

H1 PROCESS FUNNEL

The screenshot shows the Dell.com homepage with a navigation bar at the top. Below it, a large banner for 'SELECT BASE SYSTEM' features a computer monitor icon and text about SmartStep 1500. A red arrow points from the 'Background' section below to this banner. The page then branches into sections for 'Intel® Celeron® Processor', 'Internet Networking Options', and 'United Warranty, Service and Support'. Each section has a 'Learn More' button. At the bottom left is a 'H1.1' label, and at the bottom right is the URL '(www.dell.com, May 18, 2002)'.

★ BACKGROUND

All Web applications that lead visitors through stepped tasks—PERSONAL E-COMMERCE (A1), SELF-SERVICE GOVERNMENT (A4), WEB APPS THAT WORK (A10), and ENABLING INTRANETS (A11)—need ways to help people succeed at completing the tasks.

★ PROBLEM

Customers often need to complete highly specific tasks on Web sites, but pages with tangential links and many questions can prevent them from carrying out these tasks successfully.

People enjoy completing the tasks they start. Yet all kinds of distractions—including links that lead off the critical path, extra steps, and extra

Figure H1.1

Dell uses a process funnel consisting of several logical steps that guide customers to quickly configure and purchase a personal computer. Information in a pop-up window shows additional details but keeps customers in the funnel so that they can continue to completion.



PROCESS FUNNEL

H1

content—can inadvertently lead them away from accomplishing their goals. These diversions can have legitimate purposes, however, such as providing continuity, giving visitors opportunities to explore, providing instructions, or providing extra details. Striking a balance between these two extremes can be challenging.

Exemplar

Required to Complete a Task • Customers must go through too many steps. A process funnel should have no more than eight steps. Anything less than two steps is not a process, and a process of more than eight steps is unmanageable. If there are more than eight steps, try to split the process into two or more separate process funnels, or try combining multiple steps into one page. However, this is not always a viable solution because one choice may precede another, and not every page can hold all the information that customers might need at certain points.

Provide a Progress Bar to Let Customers Know How Far They've Come • Funnel • Showing a progress bar at each step of the process lets customers know how much farther they have to go to complete the task. It is often not worth your time to create a progress bar that is not clickable because doing so can detract from the overall benefit for customers.

Forces & Solution

Remove Unnecessary Links and Content While Reinforcing the Brand • Funnel • Removing links and content unrelated to the task at hand will reduce the number of choices available to visitors, making it more likely that your customers will stay focused on completing their tasks. Remove all NAVIGATION BARS (K2), TAB NAVIGATION (K3), BREAD CRUMBS (K6), and EMBEDDED LINKS (K7), leaving only ACTION BUTTONS (K4) that help visitors reach their goals. Take out any content that is superfluous to the task.

Reinforce the Web site brand to minimize any disorientation customers might feel from sudden changes in navigation options. Use the same colors, fonts, and logo throughout the Web site so that no matter where visitors go, they know they're still on the same site.

Background

Problem Statement

where they are in the process funnel and how much farther they have to go.



(www.half.com, October 24, 2001)

Use Pop-Up Windows to Provide Extra Information, without Leading Visitors Out of the Process Funnel • Sometimes customers need additional information that you have not provided on a page, such as extra help or product details. Provide a link to a POP-UP WINDOW (H6) containing CLEAN PRODUCT DETAILS (F2), CONTEXT-SENSITIVE HELP (H8), or information from the FREQUENTLY ASKED QUESTIONS (H7) page, to make the extra information less intrusive. Your challenge is to implement this extra content without detracting from the main purpose.

Make Sure the Back Button Always Works • Customers often use the **Back** button on browsers to modify answers they have typed in on previous pages. However, if the Web site is not implemented correctly, the information they have already entered may be lost when they hit the **Back** button, forcing them to type everything again. In the worst case, people get a cryptic error message saying that the posted information was lost. You can address this annoying problem by temporarily storing the information they type in on each page, redisplaying this information if customers hit the **Back** button, and then overriding the temporarily stored information on the page if it is changed.

Always Make It Clear How to Proceed to the Next Step • Some Web pages are longer than can be displayed on a customer's Web browser. The problem is that people sometimes get lost if the critical ACTION BUTTON (K4), the one that takes them to the next step, is hidden below the fold. Place HIGH-VISIBILITY ACTION BUTTONS (K5) both high *and* low on the page, ensuring that at least one of the critical action buttons is visible without scrolling.

Prevent Errors Where Possible, and Provide Meaningful Error Messages When They Occur • People will always make mistakes. You can provide good customer support and sample input to help prevent errors, and provide MEANINGFUL ERROR MESSAGES (K13).

Solution Summary

★ SOLUTION

Minimize the number of steps required to complete a task, keeping them between two and eight. Remove unnecessary and potentially confusing links and content from each page, while reinforcing the brand to maintain a sense of place. Use pop-up windows to provide extra information, without leading people out of the process funnel. Make sure the Back button always works so that customers can correct errors. Make it clear how to proceed to the next step

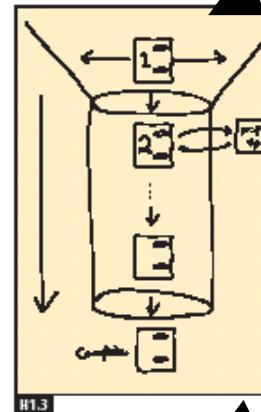


Bus Stops

tion buttons. P
error messages whenever errors do o

Figure H1.3

A process funnel lets people complete their goals by breaking down complicated tasks into a small number of steps, using pop-up windows for detailed information, and reducing the number of links to only the critical ones, so that people are never distracted.



Solution Diagram

Related Patterns

★ CONSIDER THESE OTHER PATTERNS



Many kinds of Web sites use process funnels, including sites for PERSONAL E-COMMERCE (A1), SELF-SERVICE GOVERNMENT (A4), WEB APPS THAT WORK (A10), and ENABLING INTRANETS (A11). Customers use process funnels when they finalize purchases through QUICK-FLOW CHECKOUT (F1), when they create new accounts through SIGN-IN/NEW ACCOUNT (H2), and when they post new messages to a RECOMMENDATION COMMUNITY (G4), to name some examples.



Remove NAVIGATION BARS (K2), TAB ROWS (K3), irrelevant ACTION BUTTONS (K4), LOCATION BREAD CRUMBS (K6), and EMBEDDED LINKS (K7) to ensure that customers stay on their paths. However, keep strong SITE BRANDING (E1) so that customers still know where they are.



Design process funnels to PREVENT ERRORS (K12), and provide MEANINGFUL ERROR MESSAGES (K13) when errors do occur.



Track your customers through PERSISTENT CUSTOMER SESSIONS (H5) to avoid problems with the **Back** button, and to save customer-entered information.

Move extra content, such as CONTEXT-SENSITIVE HELP (H8) and FREQUENTLY ASKED QUESTIONS (H7), to POP-UP WINDOWS (H6) to keep the main task page on the screen. Make the next action visible by keeping it ABOVE THE FOLD (I2) and by using HIGH-VISIBILITY ACTION BUTTONS (K5).

Pre-Patterns

Patterns require broad adoption and examples

- Many versions of the same basic idea

- Shown successful in many contexts

- That is what makes them patterns

This is challenging in novel domains

Pre-patterns are based in weaker evidence

- Can help speed diffusion of techniques and results

- Can help see relationships among ideas

UbiComp Pre-Patterns

Literature review

Button-up card sorting of lessons from literature

Cut down based on critique by other researchers

E13 - Notification on Access of Personal Data



Figure 1. AT&T Wireless Find Friends service notifies your friend if you ask for his or her location.

Forces

A key design decision here is whether the person is simply notified or has choice over whether information is disclosed. There are plausible cases for each. For example, "always let my family know where I am", but "let me choose whether to reveal my current location if a co-worker asks". This is primarily an issue of trust and boundaries with other individuals.

[Privacy Mirrors](#) also act as a form of notification. Notification can also be combined with unobtrusive displays to provide constant feedback.

Synopsis

Systems can provide feedback about what is being monitored and recorded

Background

This pattern is one part of providing [Appropriate Privacy Feedback](#) to individuals.

Problem

How can systems provide feedback about what is being monitored, as well as the current state of the system?

Solution

There at least two different times that notification can be used, during an access and afterwards.

UbiComp Pre-Patterns

B6 • FIND A FRIEND



Figure 1. AT&T Wireless' mMode service allows customers to add friends to a friend list, find out who is nearby, and call or send messages to them. Users can make themselves invisible whenever they want.

• BACKGROUND

This pattern discusses services that allow people to find where their friends are while allowing those friends some level of privacy. This pattern is useful for GUIDES FOR EXPLORATION AND NAVIGATION (A5).

• PROBLEM

People would like to know where their friends are, for impromptu communication and gatherings. At the same time, those people may not always want to be tracked.

Displaying people's location • There are several different ways of displaying a person's location. A straightforward approach is to simply show the location in text, for example "near corner of Euclid Ave and Hearst Ave" or "in Soda Hall". Another approach is to show the data on a map, or possibly even an ACTIVE MAP (B1) that is constantly updated.

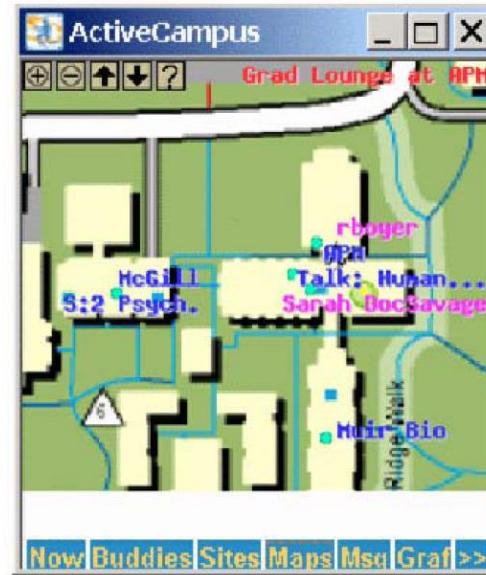


Figure 2. UC San Diego's ActiveCampus project shows your friends' location in real time. While useful, this visualization raises many privacy concerns.

Managing privacy concerns • There are many privacy concerns about find-a-friend applications due to the potential for abuse. This is not just the fear of "Big Brother," but also so-called "Little Brother," including abu-

UbiComp Pre-Patterns

A – Ubiquitous Computing Genres	B – Physical-Virtual Spaces	C – Developing Successful Privacy	D – Designing Fluid Interactions
Describes broad classes of emerging applications, providing many examples and ideas	Associating physical objects and spaces with information and meaning; location-based services; helping users navigate such spaces	Policy, systems, and interaction issues in designing privacy-sensitive systems	How to design for interactions involving dozens or even hundreds of sensors and devices while making users feel like they are in control
Upfront Value Proposition (A1) Personal Ubiquitous Computing (A2) Ubiquitous Computing for Groups (A3) Ubiquitous Computing for Places (A4) Guides for Exploration and Navigation (A5) Enhanced Emergency Response (A6) Personal Memory Aids (A7) Smart Homes (A8) Enhanced Educational Experiences (A9) Augmented Reality Games (A10) Streamlining Business Operations (A11) Enabling Mobile Commerce (A12)	Active Map (B1) Topical Information (B2) Successful Experience Capture (B3) User-Created Content (B4) Find a Place (B5) Find a Friend (B6) Notifier (B7)	Fair Information Practices (C1) Respecting Social Organizations (C2) Building Trust and Credibility (C3) Reasonable Level of Control (C4) Appropriate Privacy Feedback (C5) Privacy-Sensitive Architectures (C6) Partial Identification (C7) Physical Privacy Zones (C8) Blurred Personal Data (C9) Limited Access to Personal Data (C10) Invisible Mode (C11) Limited Data Retention (C12) Notification on Access of Personal Data (C13) Privacy Mirrors (C14) Keeping Personal Data on Personal Devices (C15)	Scale of Interaction (D1) Sensemaking of Services and Devices (D2) Streamlining Repetitive Tasks (D3) Keeping Users in Control (D4) Serendipity in Exploration (D5) Context-Sensitive I/O (D6) Active Teaching (D7) Resolving Ambiguity (D8) Ambient Displays (D9) Follow-me Displays (D10) Pick and Drop (D11)

Patterns

When you see advice, consider its depth

- Result of an individual study

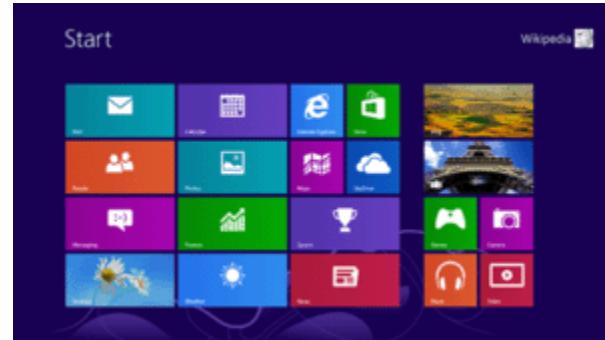
- Pre-pattern based on some meta-analysis

- Established pattern

Be aware of misapplying patterns

- And be aware of anti-patterns

Touch and Microsoft Windows



2004

2012

Consistency vs. Specialization

Beware of simply copying a design language

Consistency is your friend until it is not your friend

Not limited to platform-level decisions

One “look” for your app

Or targeted at each device

Dark Patterns

A Dark Pattern is an interface that has been carefully crafted to trick people into doing things, such as buying insurance with their purchase or signing up for recurring bills.

Disguised Ads

Ads that are disguised as other kinds of content or navigation, in order to get users to click on them

Dark Patterns

A Dark Pattern is an interface that has been carefully crafted to trick people into doing things, such as buying insurance with their purchase or signing up for recurring bills.

Friend Spam

A site or game asks for your credentials, then goes on to publish content or send out bulk messages

Dark Patterns

EVIDENCE

After Lawsuit Settlement, LinkedIn's Dishonest Design Is Now A \$13 Million Problem

HOPEFULLY, THIS WILL BE A LESSON TO OTHER COMPANIES WHO USE DARK UX PATTERNS TO TRICK THEIR USERS.

10 NOTES 5 PIN 108 PLUS 853 SHARE 1.2K TWEET 1.5K LIKE

Anyone who has ever signed up, or even known anyone who has signed up, for LinkedIn has probably found themselves on the receiving end of dozens of follow-up emails, inviting you to "expand your professional network." Even worse, they're virtually impossible to opt-out of. It's a scummy use of **dark UX patterns** by a company that should know better. Now, LinkedIn is going to be paying for it as part of a class-action lawsuit, to the tune of \$13 million.



Photo: Bloomua via Shutterstock

EVIDENCE

WHAT THE SCIENCE HAS TO SAY ABOUT DESIGN, CREATIVITY, INNOVATION, AND VISUAL CULTURE.

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CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 10:
Testing and Patterns

James Fogarty
Alex Fiannaca
Lauren Milne
Saba Kawas
Kelsey Munsell

Tuesday/Thursday
12:00 to 1:20

