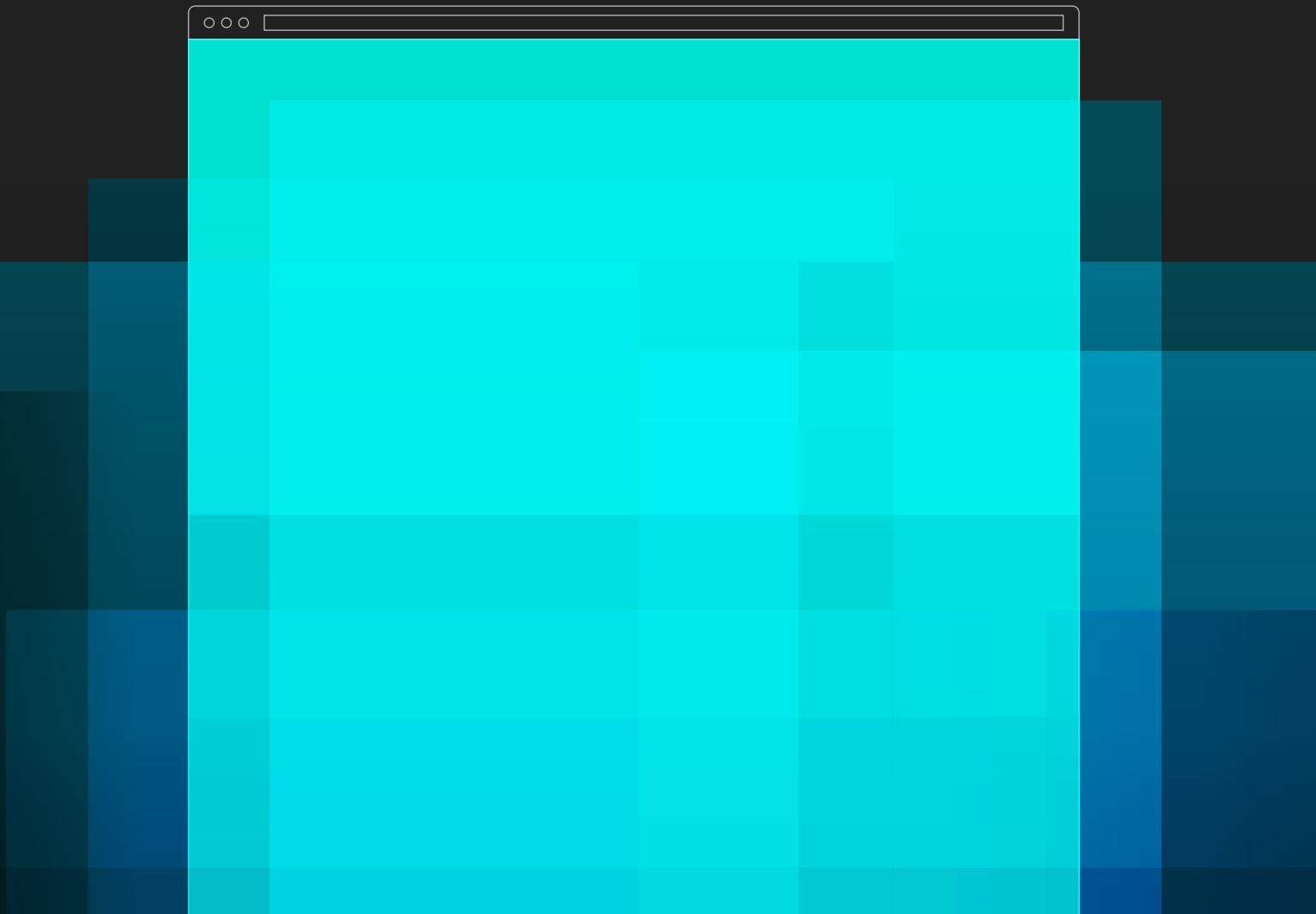




Web UI Design Patterns

2014

A Deeper Look At The Hottest Websites and Web Apps Today





Web UI Design Patterns

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A Deeper Look At The Hottest Websites and Web Apps Today

If you like Pinterest, OKCupid, Spotify, Amazon, Kickstarter, AirBnB, Yelp, Facebook, Dropbox, Quora, LinkedIn, Gmail, Eventbrite, Twitter, Mint, Mailchimp, Asana, RelateIQ or Flipboard...

You'll love what you see next.

designed by
Dominik Pacholczyk

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1

Introduction

A quick note from the author

“There are only patterns, patterns on top of patterns, patterns that affect other patterns. Patterns hidden by patterns. Patterns within patterns..”

[Chuck Palahniuk](#)

For many, UI design patterns are challenging concepts to grasp and leverage.

This is, in part, due to the lack of literature on the subject matter compared to the massive archives of technical design patterns. It is also due, in part, to the fact that it is human nature to use patterns in a similar manner to stencils - tracing the outlines without understanding the edges; every curve, line, twist, and turn in the shapes being drawn. In practice, patterns are often used interchangeably with specific features, copied as-is from one of the popular design pattern and wireframe libraries - see a full list in UXPin's [Guide to Wireframing](#).

Because I believe understanding patterns is fundamental to good product design and development, I've shared an abundance of these best practices with you to help you as you brainstorm, sketch, wireframe, mockup, and prototype. I've seen a beautiful assortment of web applications outfitted with click, scroll, drag-and-drop, hover-enabled visual and functional solutions to the user's everyday problems. To name a few, we've summarized patterns and elements of **Pinterest, OKCupid, Spotify, Amazon, Kickstarter, AirBnB, Yelp, Facebook, Dropbox, Quora, LinkedIn, Gmail, Eventbrite, Twitter, Mint, Mailchimp, Asana, RelateIQ, Flipboard and many, many more.**

When you have the time, I'd also suggest looking at additional UI design patterns and elements in UXPin's free [Mobile UI Design Patterns](#), [Web Design Trends](#), [Mobile Design Trends](#), and [The Guide to Wireframing](#) e-books - bookmark them for later.

We'd love your thoughts on what I've written. And feel free to include anyone else in this discussion by sharing this e-book.

For the love of web,
Chris Bank
(co-written by Waleed Zuberi)



What Are UI Design Patterns?

Generally speaking, a UI design pattern is a reusable solution to a commonly occurring problem you might encounter every day.

It is not a feature that can be plugged into your product design and it's not a finished design that can simply be coded. Rather, it is a formalized best practice, a guide or template, that designers, developers, and product managers (and anyone else who touches product) can use to solve common problems when designing a web application or system. Although it has to be utilized in the correct situation, it is generally language, device, and platform agnostic – although there may be technological limitations depending on how the designs are ultimately implemented.

And, of course, if implemented in the wrong context, they do more harm than good – but we'll focus on the positives for now.

How Should I Use UI Design Patterns?

It's surprising to see so many beautiful [design pattern libraries](#) that treat patterns like mockups; flat files vainly attempting to convey deeper product design concepts.

They offer no explanation about the problems these patterns are solving and how decisions were made in the implementation of the pattern examples. A picture may be worth a thousand words, but it is more likely worthless if the picture is entirely misunderstood.

Here's what you need to think about when evaluating a design pattern and adapting it to your own needs:

- **Problem Summary:** What user problem are you solving? Stay focused, and phrase it like a user story – in one sentence only.

- **Solution:** How have others solved this problem? Among others, few things to detail include user navigation (including shortcuts), getting user inputs, dealing with data and integrations with other services or applications, and displaying information and content (including defaults).
- **Example:** Great, can you show me? Sometimes a screenshot or mockup is sufficient; other times, a user flows and/or additional notes are necessary to clearly communicate the pattern.
- **Usage:** When should this pattern (not) be used? Among others, a few things to detail include product architecture, interface layout, device(s), programming language, absence or existence of other design patterns, type of user, and primary use cases.

It takes practice and discipline to think about patterns in this manner if you haven't yet been doing it. Take the time to answer these questions when designing your product because it could help you save a lot of time refactoring down the road when the your users and team ask for similar details.

2

The Mobile, Web (And Desktop) Convergence

At the heart of many of these new UI design patterns is the emergence of responsive design, and incorporation of touch screens on traditional desktops and laptops. In the Mobile UI Design Patterns e-book, I talked in detail about animations and gestures heavily impacting mobile UI design patterns which is becoming increasingly relevant to web design as mobile and web continue to their convergence.

Responsive Design

Today, almost every company wants a mobile version of their website – and vice versa.

And although many designers and developers reference “responsive design” as a fancy synonym for “resizeable on different devices,” it is far from this simple. Many have tried that approach and failed. Smashing Magazine summarizes a common definition of Responsive Web Design:

“Responsive Web Design is the approach that suggests that design and development should respond to the user’s behavior and environment based on screen size, platform and orientation...”

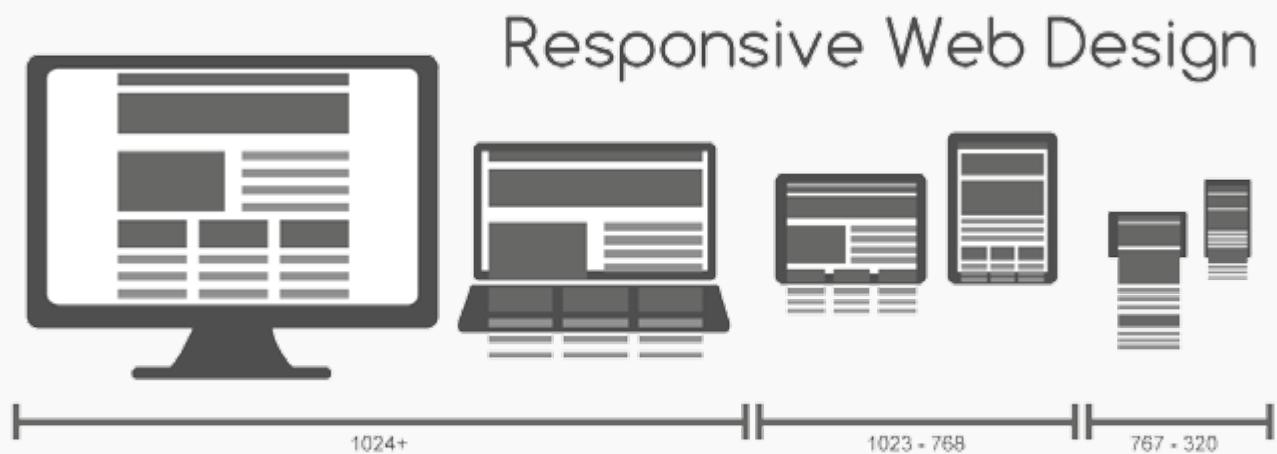


Photo credit: [„Responsive Design“](#). Wikimedia. Creative Commons

But it's not just about adjustable screen resolutions and automatically resizable images. Practically speaking, a different product must be designed start-to-finish for each device (not just copy-pasted): one design for the BlackBerry, another for the iPhone, the iPad, Android, Kindle and so on. To make this process easier, applications on web – which is quickly replacing Desktop applications – and mobile are increasingly designed and developed in the same way so changes made between application implementations are more easily understood and can be made more expediently.

Here are a few common considerations to take when designing responsively:

- **Adjusting screen resolution** – How do you adjust all of the application content and features to fit on different screen sizes? How do you account for portrait and landscape orientation?
- **Flexible images** – How large or small are images on smaller screens? Do you crop parts of the images or surrounding content?
- **Custom layout structure** – How does the navigation respond to smaller screens? How should the layout adjust for smaller-sized devices?
- **Showing or hiding content** – What is the hierarchy of the content? How do you hide content so it's still intuitively accessible when the user needs it?
- **Adding or removing content and features** – What is or isn't necessary on different applications, particularly web versus mobile? How do you make these changes without confusing the user when they switch between web and mobile?
- **Changing user interactions** – How does a user interact with content, navigation, action buttons, etc? Do does any content or feature in the product change due to this change in behavior?

Touch Screens

Although the iPad – in some respects, an oversized iPhone – is credited for popularizing large touchscreens, it was only the beginning. Not only has it ignited the development of many other large touchscreen devices but also hybrids, which ultimately increase the complexity of product design and development. And while large and small (mobile) touchscreen devices are similar in terms of hardware and OS, the diversity of products in each product class is testament to the differences in use cases for which they're being designed.

Granted, there are many iPhone applications that work seamlessly on the iPad. But that doesn't change the way products are designed the same way resizing and re-arranging applications between web and mobile isn't really "Responsive Design." The impact that large format touch screens has on product design will be quite large. These devices are a natural home not just for the viewers and small utilities we've seen on our phones, but also for creators and editors as we see on desktop platforms. Productivity applications, and sophisticated workflows will be the norm – and we're just scratching the surface with apps like Dropbox, Mailbox, RelateIQ, Google Docs, and many others.

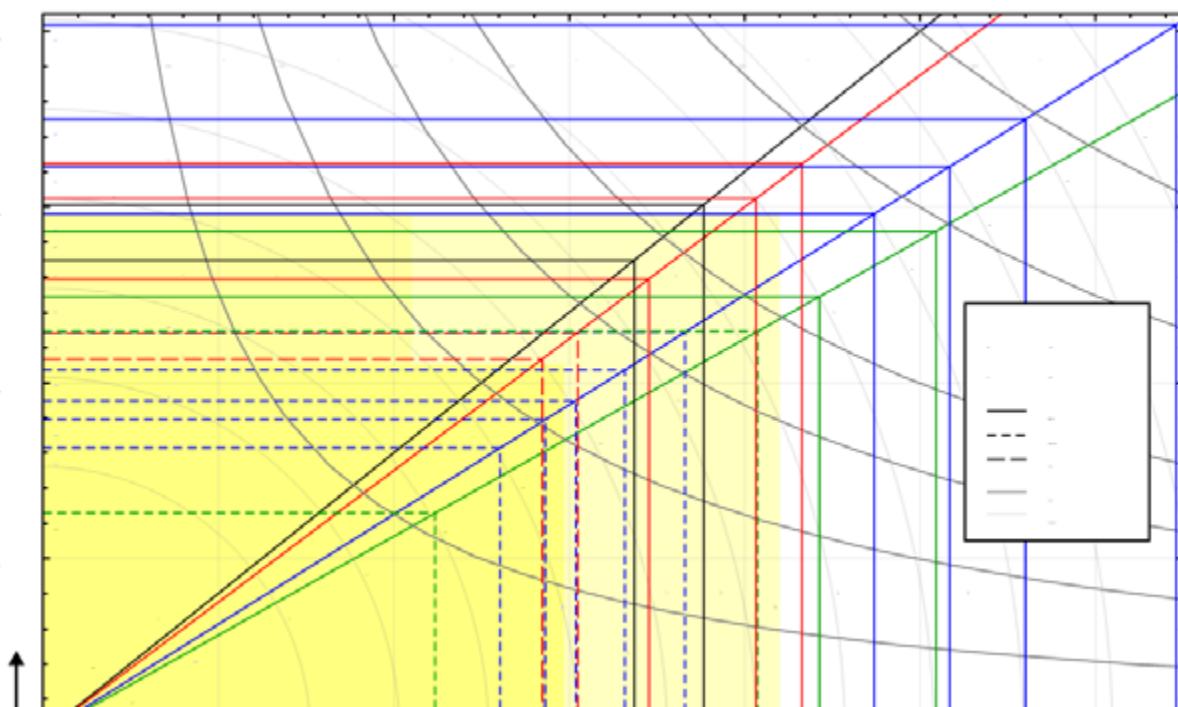


Photo credit: „LCD Screen Sizes“ Wikimedia. Creative Commons

As Matt Gemmell points out, there are several key differences between large and small (mobile) touchscreen devices that impact how we must think about product design:

- **Display size** – Web apps with more demanding presentation requirements will be at home here. Although you hold your smartphone closer to your face so the relative visual size between large and small touchscreens isn't that different in many cases, the optionality of viewing content in even greater size and detail is a big benefit for this use case.
- **Virtual keyboard size** – Web apps which focus on typing are now much more feasible, especially because external keyboards can also be used.
- **Multi-touch and Multi-hand** – Web apps offering more advanced multi-hand and multi-touch controls are much more feasible, not only because of larger surface area but because users often only use one hand on their mobile devices but likely have two free hands when using larger devices.

These differences in larger touchscreen devices leads to new UI conventions, which can be applied to large mobile devices like the Apple iPad, laptops like the Microsoft Surface Pro, or even larger touchscreens:

- **Master-detail visibility** – On larger screens, you can see both a list of things (master) and also additional information about the currently-selected thing in the list (detail). On smaller screens, only one or the other is visible.
- **Look like viewer, behave like an editor** – More real estate should allow for bigger primary content and features for better viewing and interactivity, not necessarily more content and features to fill in all of the space.
- **Edit in place** – Unlike other desktop platforms where there are globally-positioned editing UIs with floating palettes, toolbars, menus and status bars, touch screens require a greater level of direction between editing actions and the object being edited.

- **Make inspectors contextual** – If you’re going to keep standard editing interfaces in standard positions, consider which elements of the UI are actually necessary or relevant, and scrap the rest. This is a common mistake even on traditional web and desktop applications where every control is displayed and the irrelevant ones are only greyed out. Don’t overload the user with options.
- **Use modes to simplify UI** – Allowing the user to switch contexts easily in sections of the application make it much easier to add and remove elements of the UI to keep it clear and uncluttered while providing the most relevant content and functionality. Make sure it’s simple, and not an excuse for feature creep. And don’t go overboard with the number of modes.
- **Add fewer features** – While users have been trained to accept bloated applications on computers and even the web, they have little tolerance on mobile and touch screens. Feature-creep is common in web and desktop applications; just look at Adobe Photoshop or Illustrator. Most users need only a small set of features. A nice side-effect of focused applications is that the UI is easier to design and comprehend.
- **Build for one hand, allow for two hands** – The user should also have the option to use one hand and not be required to use two. Just because the user has twice the available hands (they typically only have 1 on smaller screens), don’t provide twice the UI. Dual-handed input should still be done in a discoverable and optional way so the user can enjoy the viewing benefits of a bigger screen and the simplicity of limited options.
- **Use the psychology of touch** – Touch is emotionally important to people; it conveys the identity and “realness” of an object. With larger screens, users can make much stronger associations between the application and existing real-world associations or new triggers can be developed more easily because of a greater visual feedback loop from actions taken on the application, compared to mobile.

3

Getting Input

Flagging / Reporting

EXAMPLES

Pinterest, Airbnb, Facebook, Yelp

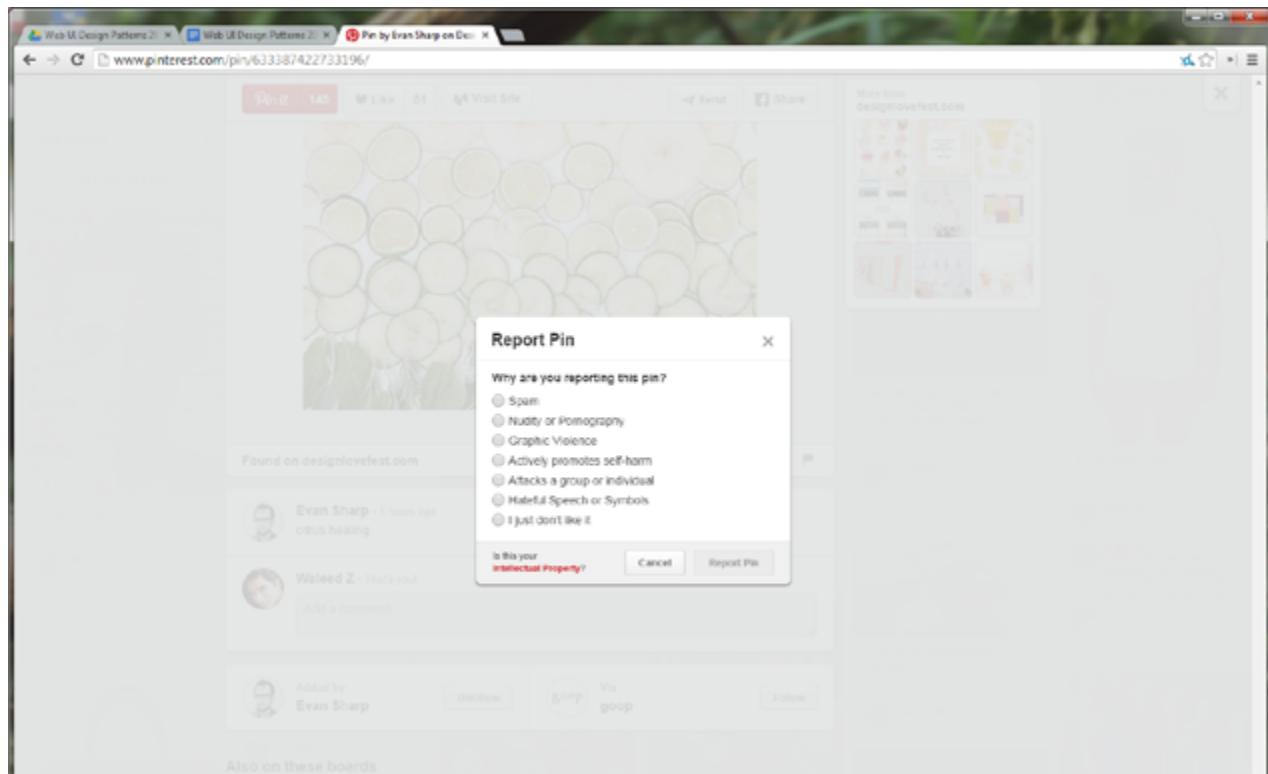


Photo credit: [Pinterest](#)

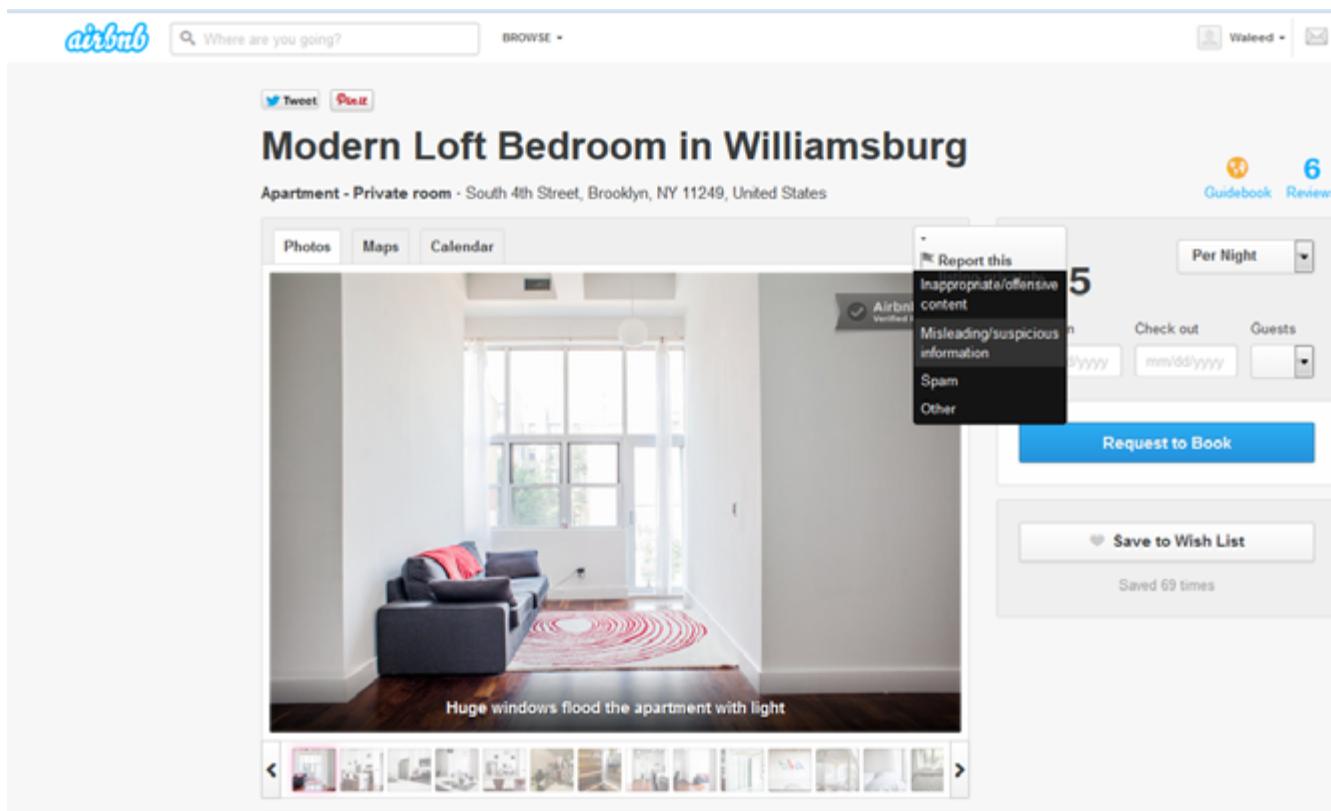


Photo credit: [Airbnb](#)

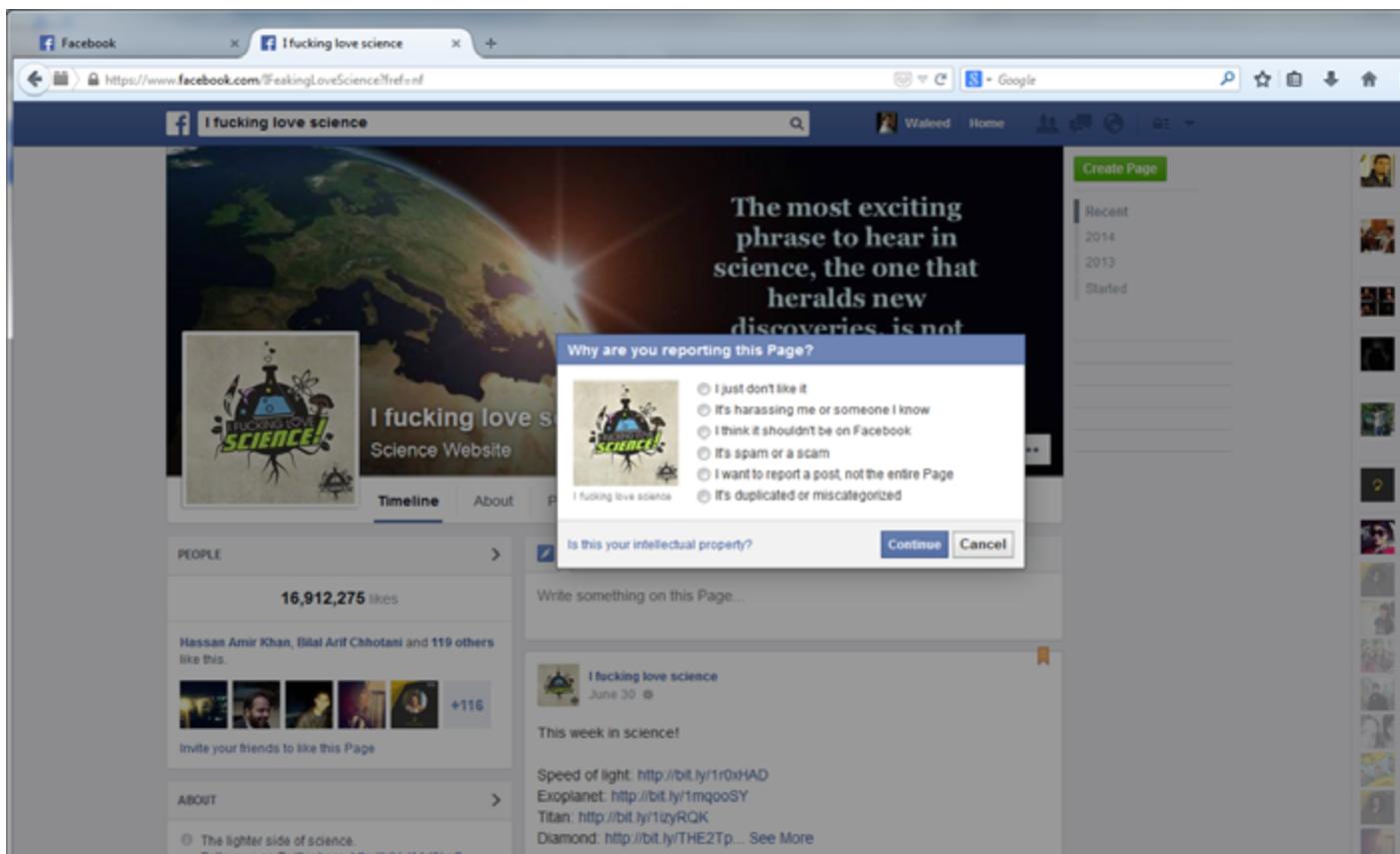
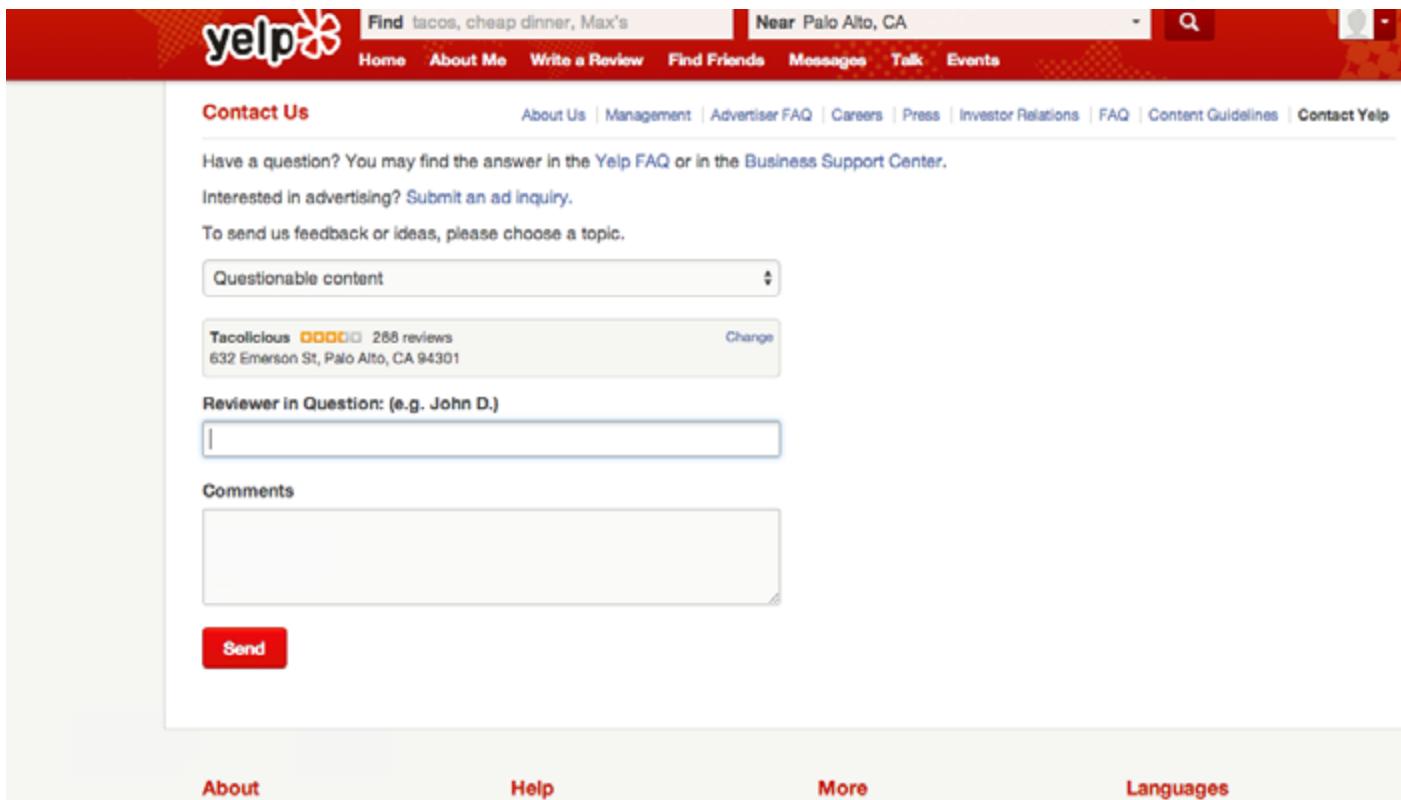


Photo credit: [Facebook](#)



The screenshot shows the Yelp 'Contact Us' page. At the top, there are search bars for 'Find tacos, cheap dinner, Max's' and 'Near Palo Alto, CA'. The navigation bar includes 'Home', 'About Me', 'Write a Review', 'Find Friends', 'Messages', 'Talk', 'Events', and a 'Contact Us' link. Below the navigation, a section titled 'Contact Us' provides links to 'About Us', 'Management', 'Advertiser FAQ', 'Careers', 'Press', 'Investor Relations', 'FAQ', 'Content Guidelines', and 'Contact Yelp'. A message says, 'Have a question? You may find the answer in the [Yelp FAQ](#) or in the [Business Support Center](#). Interested in advertising? [Submit an ad inquiry](#). To send us feedback or ideas, please choose a topic.' A dropdown menu is open, showing 'Questionable content'. Below this is a section for reporting a business: 'Reviewer in Question: (e.g. John D.)' with a text input field, and 'Comments' with a large text area. A red 'Send' button is at the bottom. At the very bottom of the page are links for 'About', 'Help', 'More', and 'Languages'.

Photo credit: [Yelp](#)

PROBLEM

The user wants to mark content that isn't helpful.

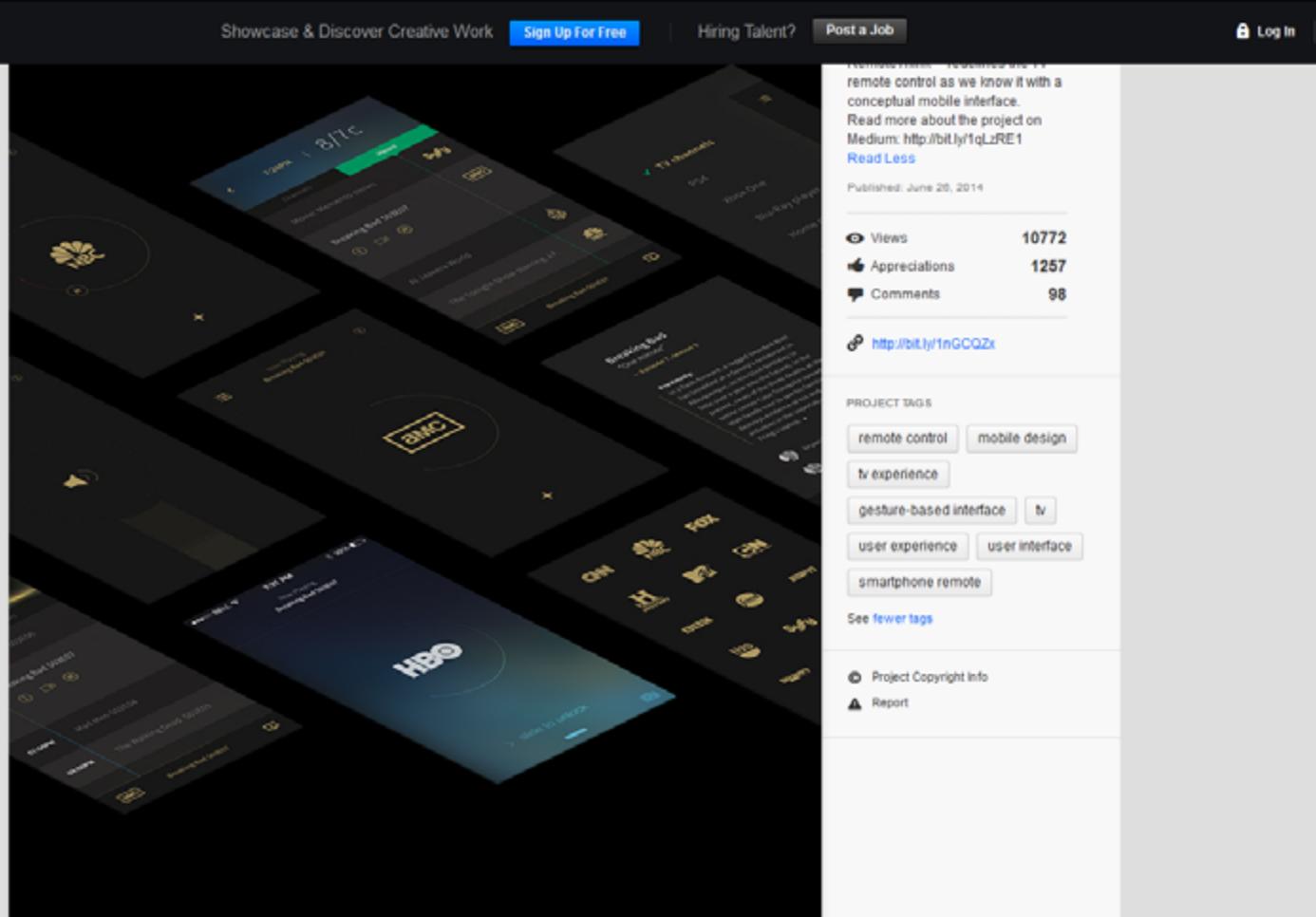
SOLUTION

Give users a way to easily mark and report content that doesn't fit with the site's standards or offends them in some way. This UI pattern lets the user community moderate itself in a way by letting users play the part of content-police. For web apps and communities that rely on user generated content to attract and engage their audiences, this is an essential part of giving users control over what goes on in the network. Sites like Facebook, Pinterest and Yelp let users flag content that violates site policies or is otherwise undesirable. Airbnb and OKCupid let users mark profiles and listings that are suspicious and many sites like Amazon let users mark user reviews as either helpful or not. This helps add credibility to the user-generated content that is visible, and it can also be a good way of providing users with help, for example Facebook walks users through some questions about why they're reporting a profile or Page. While it eventually does submit a report to Facebook itself, the act of reporting it also helps the user clean up their timeline.

Tagging

EXAMPLES

Behance, Flickr, IMDb, Quora



Showcase & Discover Creative Work [Sign Up For Free](#) | [Hiring Talent?](#) [Post a Job](#) [Log In](#)

Remote Think — TV remote control. The remote control as we know it with a conceptual mobile interface. Read more about the project on Medium: <http://bit.ly/1qLzRE1> [Read Less](#)

Published: June 20, 2014

Views 10772
Appreciations 1257
Comments 98

<http://bit.ly/1nGCQZx>

PROJECT TAGS

remote control mobile design
tv experience
gesture-based interface tv
user experience user interface
smartphone remote

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Photo credit: <https://www.behance.net/gallery/17910799/RemoteThink>

IN QUEL PUNTO DI SILENZIO... X hardbridge shake | Flickr - ... X I am Hongkongese. | Flickr ... X Modern Loft Bedroom in ... X +

https://www.flickr.com/photos/pat-netwalk/14364954279/in/explore-2014-07-01

Sign Up Explore Upload

Great work! to my FAV! have a nice wednesday, my friend.

Chris Frank 8h Congrats and a good flight:-)

vitalli trofimov 7h Bel effetto

Please don't add me to your contacts. This is just an archive of the group 7h fantastic shot.

Andy Kratzl 7h Great Shot...bravo!

jude wang 6h surreal

Warsaw Downtown Hostel 6h Beautiful

Bernardo del Palacio 6h Es un lujo contemplar tus maravillosas fotos. Gracias por compartir. Saludos y feliz semana. It is great to see your wonderful photos. Thanks for sharing. Greetings and happy week.

A sound gift: Duo Flame. «Spectacular!» www.facebook.com/video/video.php?v=578827292141334

violetkeyess 5h Woah, gorgeous!

Jabi Artaraz 5h Fantástica imagen: composición, luz y edición.

This photo is in 6 groups

Urban Landscape 103,582 items

Zürich Zuerich Zurich ("No postcard pics") 22,629 items

abstract photography 79,987 items

Abstract Reality 127,480 items

Creative Photography 397,804 items

CityScape 578,980 items

This photo is in 1 album

Abstract 234 photos

Tags

hardbridge hardbrücke swipe shake move citylights night shot color scape copyright by pat www.net...

Photo credit: [Flickr](#)

Web UI Design Patterns 20... X My Drive - Google Drive X Byblos Mediterranean Bikes... X Noah (2014) - Plot keyword... X Her (2013) - IMDb X

https://www.imdb.com/title/tt1798709/

Brian Johnson ... OS1 Commercial lead

Scarlett Johansson ... Samantha (voice)

Amy Adams ... Amy

Matt Letscher ... Charles

Spike Jonze ... Alien Child (voice) (as Adam Spiegel)

See full cast *

Storyline

Theodore is a lonely man in the final stages of his divorce. When he's not working as a letter writer, his down time is spent playing video games and occasionally hanging out with friends. He decides to purchase the new OS1, which is advertised as the world's first artificially intelligent operating system. "It's not just an operating system, it's a consciousness," the ad states. Theodore quickly finds himself drawn in with Samantha, the voice behind his OS1. As they start spending time together they grow closer and closer and eventually find themselves in love. Having fallen in love with his OS, Theodore finds himself dealing with feelings of both great joy and doubt. As an OS, Samantha has powerful intelligence that she uses to help Theodore in ways others hadn't, but how does she help him deal with his inner conflict of being in love with an OS? Written by [Bob Philpot](#)

[Plot Summary](#) | [Plot Synopsis](#)

Plot Keywords: operating system | love | writer | best friend | divorce | See more >

Genres: Drama | Romance | Sci-Fi

Motion Picture Rating (MPAA)
Rated R for language, sexual content and brief graphic nudity | See all certifications >
Parents Guide: View content advisory >

Details

Official Sites: [Official site](#) | [Official site](#) | See more >
Country: USA
Language: English
Release Date: 10 January 2014 (USA) | See more >

Share this Rating
Title: Her (2013)
IMDb 8.1 
Want to share IMDb's rating on your own site? Use the HTML below.
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Take The Quiz!
IMDb Test your knowledge of *Her*.

User Polls

 **Nerdier looking male character**

 **Favorite Amy Adams Movie**

 **Best Achievement in Production Design, 86th Academy Awards 2014**

 **Oscar Picks: Most Likely Best Picture winner?**

 **Best Picture, 86th Academy Awards 2014**

 **Which disembodied AI would you use as a personal assistant ...?**

Photo credit: [IMDb](#)

Photo credit: [Quora](#)

PROBLEM

The user wants to categorize content.

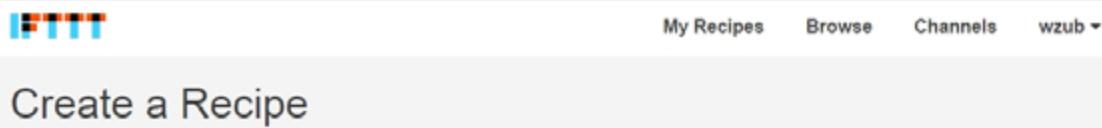
SOLUTION

Let users organize content by adding appropriate keywords to help categorize it. This helps the user organize their own content and also makes it easier for other users to find similar content that has been tagged with the same keyword. Tags can be seen as an informal categorization as opposed to a top-down structure imposed by the site's creators. For example Flickr allows users to organize photos in albums collections, but also by tagging them based on keywords that apply to the individual photo in a way that moves across the album hierarchy. Twitter popularized hashtags for users to “categorize” their tweet according to a topic or idea, and we’re seeing it being copied to other networks like Facebook and Google+ as well.

Inline (Conversational) Forms

EXAMPLES

IFTTT, Tumblr, Kickstarter, Virgin America



if this then that

Photo credit: ifttt.com

PROBLEM

The user feels more comfortable entering information.

SOLUTION

Use a conversational tone in forms that take user input, putting its function in con-

Replies Allow replies from people you follow
 Allow replies from people who have been following you for more than two weeks.

Ask Let people ask questions
Send your audience to [ask](#) to ask you questions.

Submissions Let people submit posts
Send your audience to [submit](#) to submit posts into your submission queue for approval.

Queue **Automatically publish a queued post 2 times a day**

The queue lets you stagger posts over a period of hours or days. It's an easy way to keep your blog active and consistent.

Facebook

Twitter

Post by Email 881goones@tumblr.com
Post text, photos, MP3s, or videos by email. [Learn more](#)

Language **English**

The language used on your blog.

Timezone **(GMT -4:00) Eastern Time (US & Canada)**

Photo credit: [Tumblr](#)

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Show me **all** projects on **Earth** that are **staff picked** sorted by **magic**

[+](#) [Reset](#)

We found **15,262** projects



Temporary Autonomous Zone 3
by *ff*

The artist collaborative *ff* organizes a 24-hour temporary autonomous zone, creating a temporary community and space for free thinking!

Warsaw, Poland

17% funded **€1,065** 17 days to go



Kitty Christmas
by *Kitty Christmas*

Join us as Santa Claus tells classic Christmas tales to an audience of adorable kittens on Christmas Eve!

Chicago, IL

1% funded **\$230** 19 days to go



Geoffrey Mac S/S 2015 NYFW Collection
by *Geoffrey Mac*

Support Geoffrey Mac's new S/S 2015 collection coming this September!

New York, NY

1% funded **\$185** 26 days to go



Penny Press
by *Chris Cieslik*

Be a newspaper baron in the yellow journalism era of old New York City. Cover the top stories, and go to press when the time is right!

Arlington, MA

1,211% funded **\$24,229** 17 days to go

Photo credit: [kickstarter.com](#)

Book from **Los Angeles** ▾ to

BOSTON
MA (BOS)

FT. LAUDERDALE
FL (FLL)

NEW YORK/EWR
NJ (EWR)

NEW YORK/JFK
NY (JFK)

SAN FRANCISCO
CA (SFO)

ALL CITIES ▾

Who's flying?

Adults
1 +
-

Children (Age 2-14)
0 +
-

Lap Infants (Age 0-2)
0 +
-

[Have special requests?](#)

CONTINUE WITH 1 ADULT

Photo credit: [Virgin](#)

text with what the user wants to accomplish rather than what your app wants to get out of them - good UI is user-centric rather than data collection centric, and this pattern can force the former. Virgin America's, for example, flight booking form integrates the form field into user-centered action phrase. Not only does this look much better than standard dropdowns or radio buttons, it clearly indicates what the form will accomplish. The user logs on to the website with a clear objective (i.e. they want to book a flight from X to Y) and the form simply translates that into an action where X and Y can be modified. Kickstarter lays out their search filters similarly. Phrasing user input fields in this way can also have the benefit of eliminating errors or confusion about what kind of input is required. Instead of wordy form labels, you have an entire sentence to provide context. This “fill-in-the-blank” pattern also has the advantage of being more engaging, although it doesn’t fit well with long and complex forms. Virgin solves this problem by combining this with a Stepped Form, which we’ll look at later on.

Input Hints

EXAMPLES

Facebook, Twitter, AirBnB, Skype



Photo credit: [facebook](#)

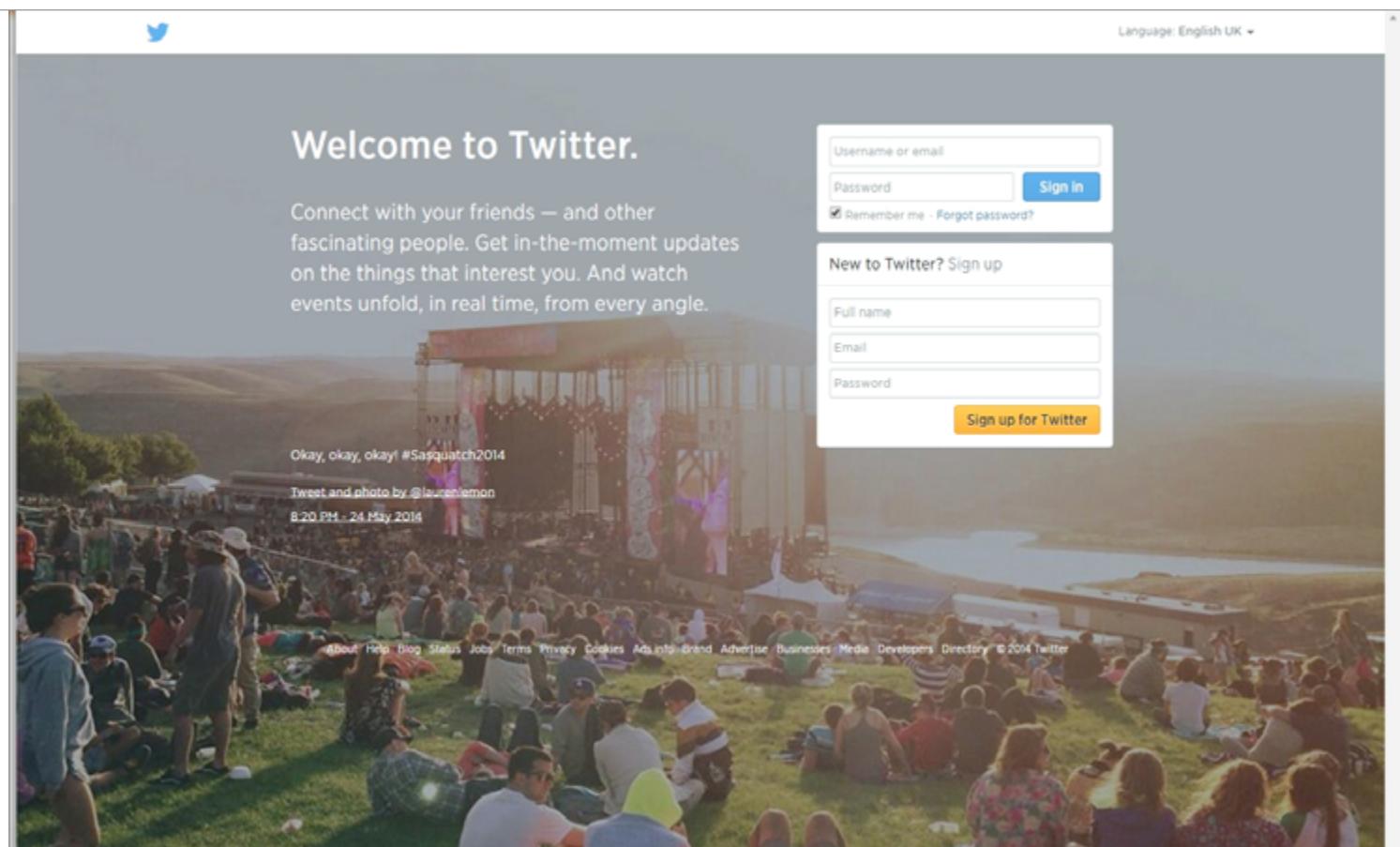


Photo credit: [Twitter](#)

A screenshot of a web browser showing the Airbnb listing edit screen for a private room in New York. The URL in the address bar is 'https://www.airbnb.com/manage-listing/3446698/overview'. The page has a dark header with the Airbnb logo and a search bar. The main content area is titled 'Edit Private room in New York'. On the left, there is a sidebar with sections for 'BASICS' (Calendar, Pricing), 'DESCRIPTION' (Overview, Photos), and 'SETTINGS' (Amenities, Listing, Location). The 'Overview' section is currently selected and expanded. It contains fields for 'Title' (with placeholder 'Write a title') and 'Summary' (with placeholder 'Write a summary in 250 characters or less'). To the right of these fields, there is a tip box with the heading 'A great title' and a sub-section 'Examples:' listing three examples: 'Charming Victorian in the Mission', 'Cozy 2BD with Parking Included', and 'Amazing View from a Modern Loft'. At the bottom of the sidebar, a note says 'Complete 4 steps to list your space.' On the right side of the page, there is a 'Preview' button and a 'HELP' link.

Photo credit: [Airbnb](#)

Note: no-one can see your email address.

Profile information

Note: anyone on Skype can see your profile information.

Birthday Day Month Year

Gender Select

Country/Region* United States

City

Language* English

Mobile phone number
 United States +1

Note: only your contacts can see your mobile number.

How do you intend to use Skype?
 Select

Skype Name* ?

Note: only choose a name you have a right to use.

Password* ?

Repeat password* ?

Photo credit: [Skype](#)

PROBLEM

The user wants to know what kind of data to enter in an input field.

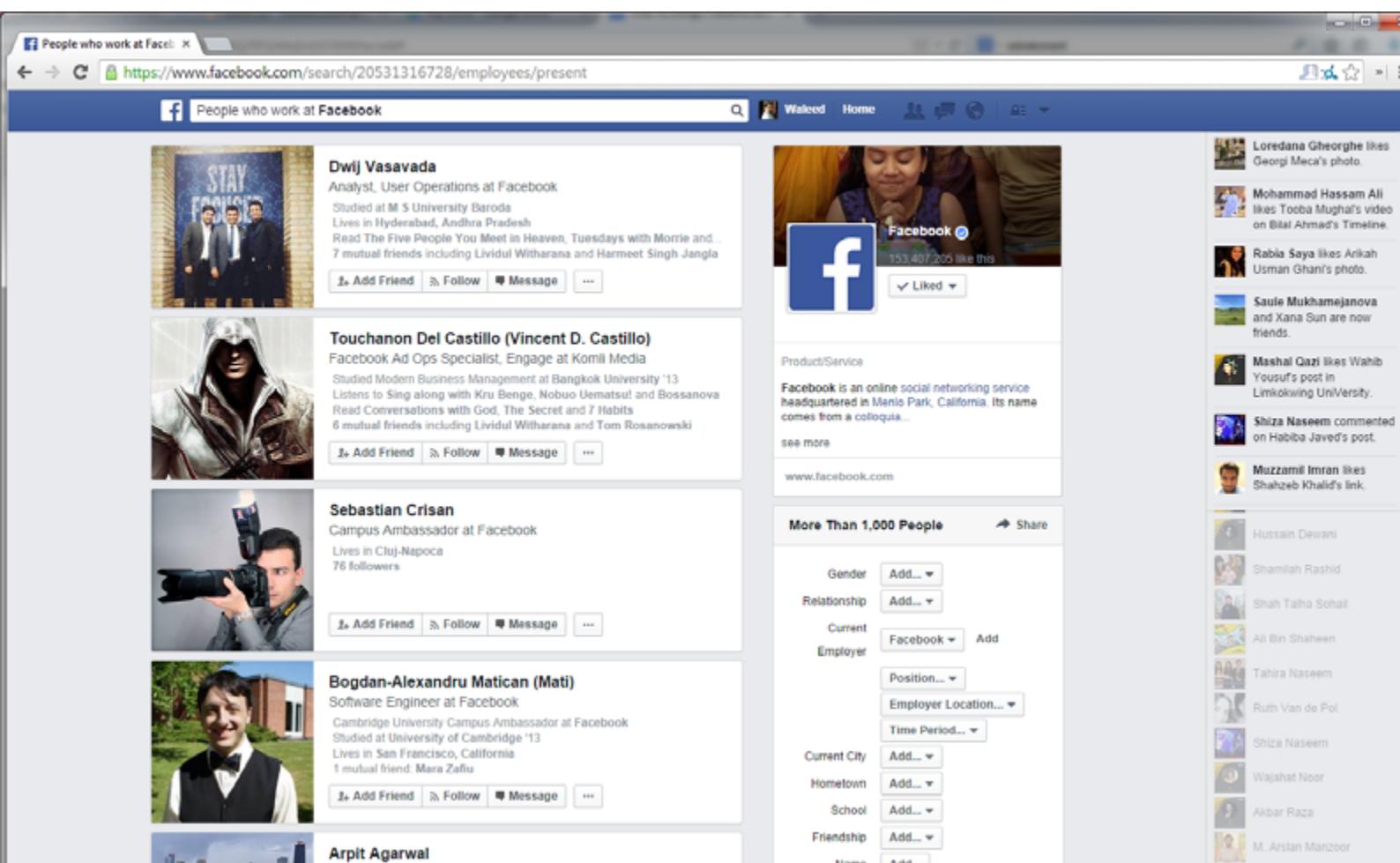
SOLUTION

Show instructions, examples or hints to help users figure out what they need to enter in an input field. If you're not using the conversational pattern, some sort of input hints are a must but there are several ways of providing them. HTML5 allows an easy implementation of inline text that can appear as placeholders inside the input field. Alternatively, you can also provide hints and explanations as plain text below or to the side of the input field. Another way of showing this information is as a popover that appears when the user focuses on the particular field. The hint can stay visible for as long as the user is interacting with that field or it can disappear when they begin entering their own information. Input hints are a great way of minimizing clutter around input fields while also eliminating confusion and possible errors that the user might face when dealing with them.

Natural Language Inputs

EXAMPLES

Facebook, Google Calendar



People who work at Facebook

<https://www.facebook.com/search/20531316728/employees/present>

Dwij Vasavada
Analyst, User Operations at Facebook
Studied at M S University Baroda
Lives in Hyderabad, Andhra Pradesh
Read The Five People You Meet in Heaven, Tuesdays with Morrie and...
7 mutual friends including Lividul Witharana and Harmeet Singh Jangla

Touchanon Del Castillo (Vincent D. Castillo)
Facebook Ad Ops Specialist, Engage at Komli Media
Studied Modern Business Management at Bangkok University '13
Lisens to Sing along with Kru Beng, Nobuo Uematsu and Bossanova
Read Conversations with God, The Secret and 7 Habits
6 mutual friends including Lividul Witharana and Tom Rosanowski

Sebastian Crisan
Campus Ambassador at Facebook
Lives in Cluj-Napoca
76 followers

Bogdan-Alexandru Matican (Mati)
Software Engineer at Facebook
Cambridge University Campus Ambassador at Facebook
Studied at University of Cambridge '13
Lives in San Francisco, California
1 mutual friend: Mara Zafiu

Arpit Agarwal

Product/Service
Facebook is an online social networking service headquartered in Menlo Park, California. Its name comes from a colloquial...

see more

www.facebook.com

More Than 1,000 People

Gender: Add... Relationship: Add... Current Employer: Facebook Add
Position: Employer Location: Time Period: Current City: Add... Hometown: Add... School: Add... Friendship: Add... Name: Add...

Loredana Gheorghe likes Georgi Meca's photo.
Mohammed Hassam Ali likes Toba Mughal's video on Bilal Ahmad's Timeline.
Rabia Saya likes Anikah Usman Ghani's photo.
Sule Mukhamejanova and Xana Sun are now friends.
Mashal Gazi likes Wahib Yousuf's post in Limkokwing UniVersity.
Shiza Naseem commented on Habiba Javed's post.
Muzammil Imran likes Shahzeb Khalid's link.
Hussain Dewani
Shamilah Rashid
Shah Tahira Sohail
Ali Bin Shaheen
Tahira Naseem
Ruth Van de Pol
Shiza Naseem
Wajahat Noor
Akbar Raza
M. Arslan Manzeer

Photo credit: facebook.com

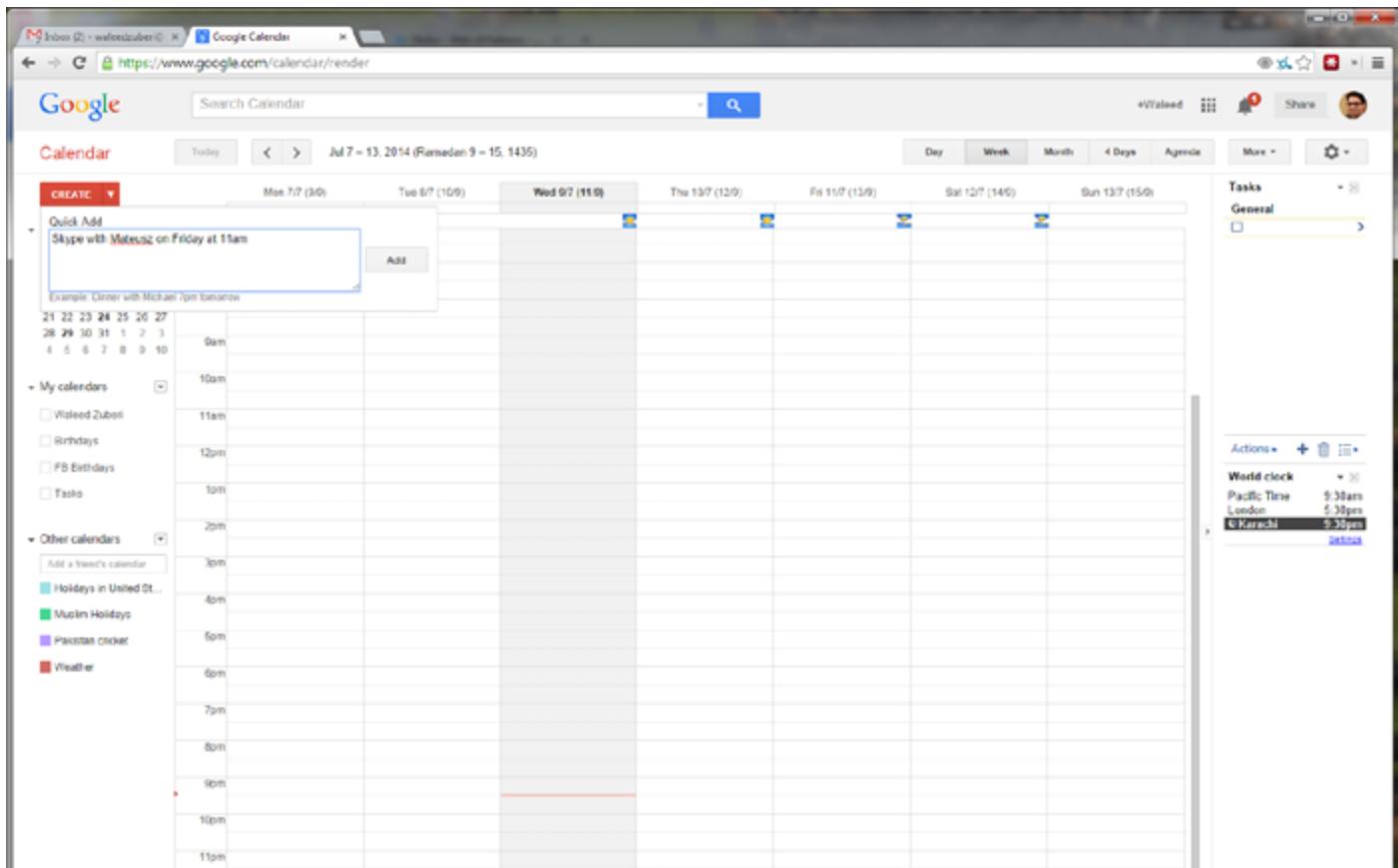


Photo credit: [calendar](#)

PROBLEM

The user wants to enter data without having to worry about formats.

SOLUTION

Accept user input as sentences formed in natural language, leaving the interpretation to the system rather than having the user enter the information into multiple input fields. The most popular implementation of this is perhaps Facebook's Graph Search, which lets you phrase search queries like "People from Austin, TX who like Coldplay" or "Married men who like Prostitutes." Similarly, to-do list manager Remember the Milk lets users create tasks like "Meeting with Marcin on Tuesday," which the app recognizes as an item with the due date of this Tuesday. While this is a resource-intensive pattern that requires some complex programming-fu in the backend, natural language inputs are a giant step towards simplifying the UX and making the interaction easier for the user.

Forgiving Formats

EXAMPLES

IMDb, Facebook, Twitter, Yelp



The screenshot shows the homepage of the IMDb website. At the top, there is a search bar with the placeholder text "Find Movies, TV shows, Celebrities and more...". Below the search bar are navigation links for "Movies, TV & Showtimes", "Celebs, Events & Photos", "News & Community", "Watchlist", and "Login". The main content area features three movie posters: "Life Itself", "The Skeleton Twins", and "Eleanor Rigby". Below these posters are links for "Life Itself Exclusive Clip", "The Skeleton Twins Official trailer", and "Eleanor Rigby Trailer #1". To the right of the posters is a "Showtimes & Tickets" section with a link to "37 Movies playing near you" and a "See all showtimes" button. Further down is a "Opening This Week" section listing movies like "Deliver Us from Evil", "Tammy", "Earth to Echo", "America", "Life Itself", and "The Girl on the Train" with their respective "Get Tickets" links. On the left, there is a "IMDb Picks: July" section with two movie posters for "Life Itself" and "The Strain", followed by a text block about new releases. Below this is a "Read the full list of our editors' picks for July" link. On the right, there is a "Box Office" section showing the top 5 movies: "Transformers: Age of Extinction" (\$100M), "22 Jump Street" (\$15.8M), "How to Train Your Dragon 2" (\$13.2M), "Think Like a Man Too" (\$10.3M), and "Maleficent" (\$8.38M). At the bottom, there is a "Coming Soon" section with movie titles and their release percentages: "Dawn of the Planet of the Apes" (63%), "Boyhood" (5%), "Land of" (15%), and "A Long Way Down" (27%).

Photo credit: [IMDb](#)

Facebook Login

Email or Phone:

Password:

Keep me logged in

[Log in](#) or [Sign up for Facebook](#)

[Can't log in?](#)

31,1 English (UK) English (US) Español Português (Brasil) Français (France) Deutsch Italiano 简体中文

Mobile Find Friends Badges People Pages Apps Games Music Locations
Topics About Create Advert Create Page Developers Careers Privacy Cookies Terms
Help

Facebook © 2014 - English (UK)

Photo credit: [Facebook](#)

Twitter Sign in to Twitter

Twitter, Inc. [US] https://twitter.com/login/ Language: English (UK)

Sign in to Twitter

Username or email

Password

[Sign in](#) Remember me · [Forgot password?](#)

New to Twitter? [Sign up now](#) »
Already using Twitter via text message? [Activate your account](#) »

Photo credit: [Twitter](#)

Photo credit: [Yelp](#)

PROBLEM

The user wants to enter data without having to worry about formats.

SOLUTION

Accept multiple formats and variations in your form fields, leaving the interpretation to the system rather than to the user, who doesn't want to think about the "correct" way of doing it. When there are multiple options or criteria for user input, indicating all the options can be messy — or, more importantly, fewer users than desired may be able to complete the desired action. Instead of cluttering the UI, you can instead have a single input field accept all the options and interpret them in the backend. Weather Underground for example uses a single field to accept zip codes, city, states, airports or countries. Similarly time tracking tool Harvest allows users to enter time in varying formats, for example 1.5 or 1:30 to specify an hour and a half. The Facebook and Twitter login forms allow users to enter their username or email address to login instead of forcing them to choose one.

Inline Validation

EXAMPLES

Facebook, Gmail

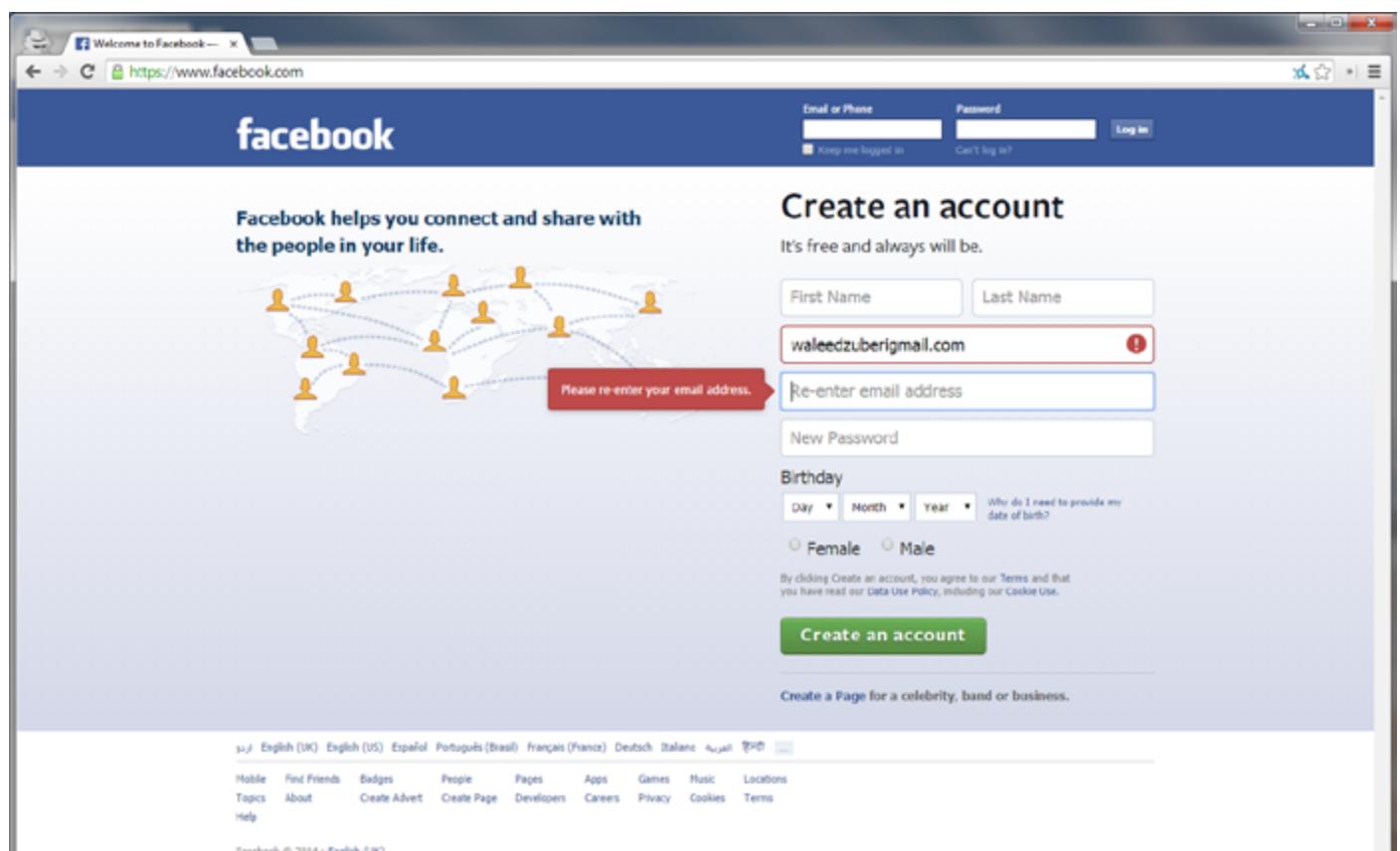


Photo credit: facebook.com

A screenshot of a web browser showing the 'Create your Google Account' page. The URL in the address bar is <https://accounts.google.com/SignUp?service=mail&continue=https%3A%2F%2Fmail.google.com%2Fmail%2F&tmpl=default>. The page features a large 'Create your Google Account' heading. Below it, a section titled 'One account is all you need' includes a sub-section 'A single username and password gets you into everything Google.' with a list of Google services: Google, Gmail, Google Chrome, YouTube, Google Photos, Google Play, and Google+. Another section, 'Make Google yours', says 'Set up your profile and preferences just the way you like.' and shows a grid of three profile cards: 'Samantha', 'Sophia Wright', and 'Andrea Perla'. A third section, 'Take it all with you', says 'Switch between devices, and pick up wherever you left off.' and shows images of a laptop, a smartphone, and a tablet, all displaying a map application. On the right side of the page, there is a form for entering account information. It includes fields for 'Name' (First and Last), 'Choose your username' (with '123@gmail.com' as an example and a note 'Please use between 6 and 30 characters.'), 'Create a password' (with a note 'Short passwords are easy to guess. Try one with at least 8 characters.'), 'Confirm your password', 'Birthday' (with Month, Day, and Year dropdowns), 'Gender' (with 'I am...' dropdown), 'Mobile phone' (with a dropdown showing '+92'), and 'Your current email address'. At the bottom, there is a 'Prove you're not a robot' section with a checkbox for 'Skip this verification (phone verification may be required)'.

PROBLEM

The user wants immediate feedback about entered data

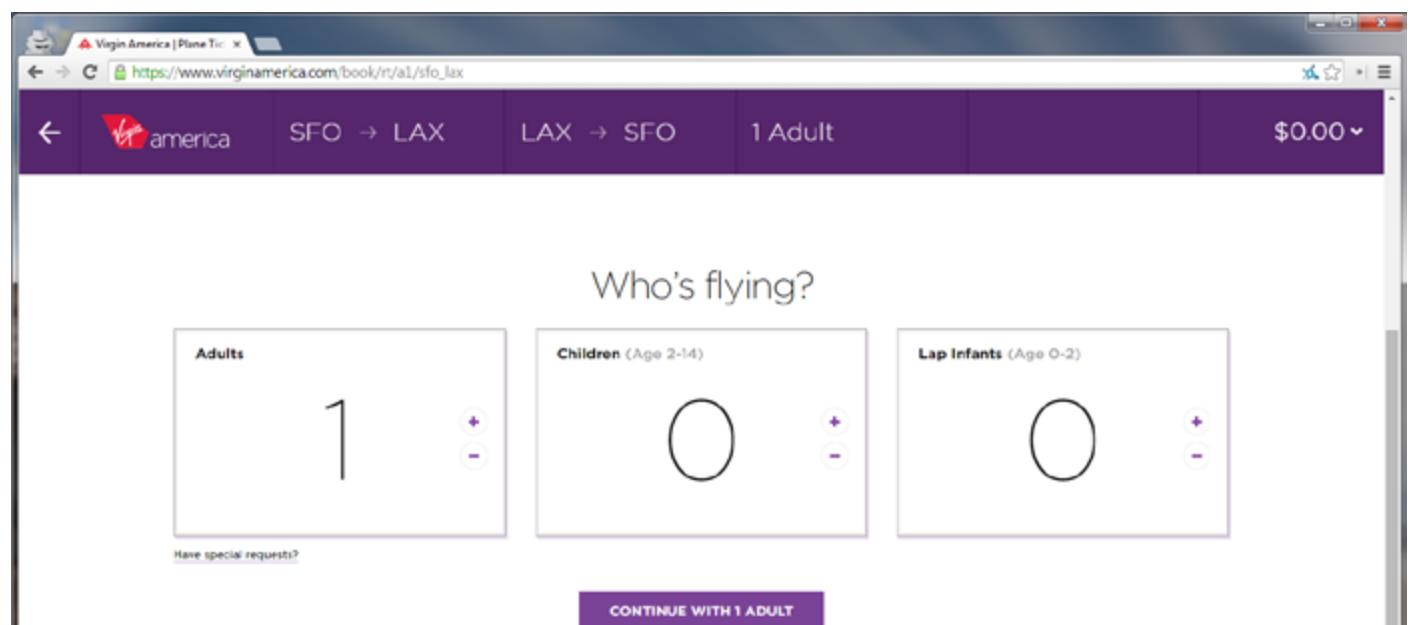
SOLUTION

Inspect and validate user input as it is entered, rather than waiting for them to hit the submit button and bombarding them with validation errors. This makes data entry a more interactive process, saving the user's time by catching problems as they occur. Inline validation can be used to check if users have entered required information, to check for formatting errors in phone numbers or email addresses which are often mistyped, or even as feedback about the user's input. The Gmail and Twitter signup forms also provide immediate feedback about the strength of the user's desired password. Showing validation data inline against the relevant item prevents any confusion about what went wrong. The immediate feedback keeps the user's focus on the problem. Inline validation is especially important when dealing with account registration, long forms with many fields or complex formatting requirements.

Wizards / Stepped Forms

EXAMPLES

Virgin America, MailChimp



The screenshot shows a web browser window for Virgin America's flight booking process. The top navigation bar includes the Virgin America logo, flight details (SFO → LAX, LAX → SFO), passenger count (1 Adult), and total price (\$0.00). The main content area is titled "Who's flying?" and contains three input fields: "Adults" (set to 1), "Children (Age 2-11)" (empty), and "Lap Infants (Age 0-2)" (empty). Each field has a plus and minus button for adjustment. A "CONTINUE WITH 1 ADULT" button is at the bottom. A small note at the bottom left says "Have special requests?"

Photo credit: [Virgin](#)

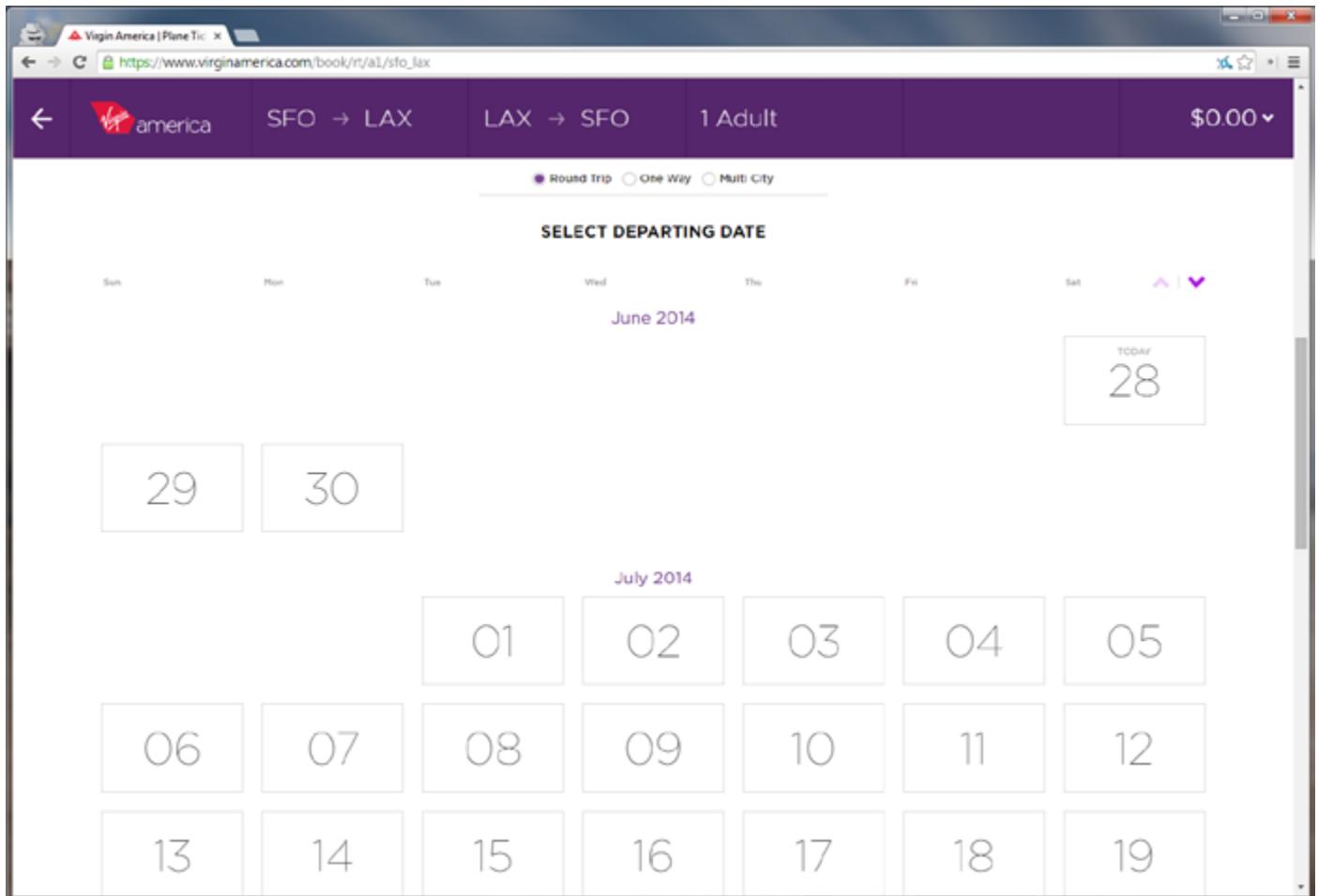


Photo credit: [Virgin](#)

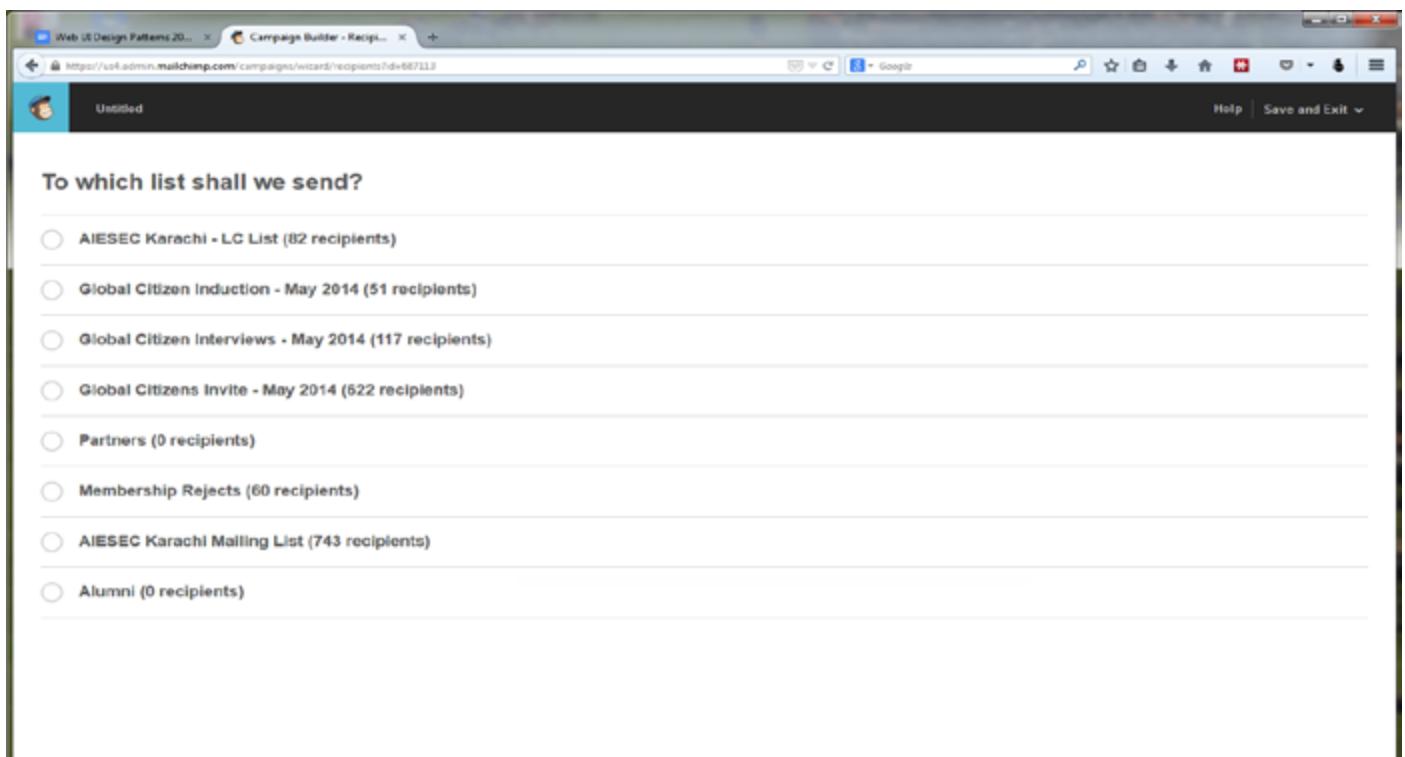


Photo credit: [Mailchimp](#)

The screenshot shows the Mailchimp Campaign Builder interface. At the top, there's a header with the title 'Campaign Builder - Setup' and a 'Save and Exit' button. Below the header, there's a section for 'Merge Tags' with a placeholder 'Specify "[MERGETAGS]" for recipient name' and a field containing '[FNAME]'. The main content area is divided into sections: 'Tracking' and 'Social Media'.

Tracking

- Track opens

Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)
- Track clicks Requires free accounts

Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
- Track plain-text clicks Requires free accounts

Track opens and clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)
- Google Analytics link tracking

Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website.
- Ecommerce360 link tracking

Track visitors to your website from your MailChimp campaigns, capture order information, and pass that information back to MailChimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)
- ClickTale link tracking

Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.
- Goal tracking Paid accounts only

Track where subscribers go on your site, then trigger autoresponders or segment your list based on what pages they've visited.
- Track stats in Salesforce or Highrise

First, [enable Salesforce or Highrise](#) in Account > Integrations.

Social Media

- Auto-tweet after sending
- Auto-post to Facebook after sending

Photo credit: [Mailchimp](#)

The screenshot shows the Mailchimp Campaign Builder interface with a header 'Campaign Builder - HIM...'. Below the header, there's a 'Test' section and a 'Layout' section. The 'Layout' section displays a grid of 12 layout options, each with a preview, a name, and a 'Drag and drop' label. Each layout also has a 'Select' button at the bottom right.

Layout Type	Preview	Name	Action
1 Column		1 Column Drag and drop	Select
1 Column - Banded		1 Column - Banded Drag and drop	Select
1.2 Column		1.2 Column Drag and drop	Select
1.2 Column - Banded		1.2 Column - Banded Drag and drop	Select
1.3 Column		1.3 Column Drag and drop	Select
1.3 Column - Banded		1.3 Column - Banded Drag and drop	Select
2 Column		2 Column Drag and drop	Select
2 Column - Banded		2 Column - Banded Drag and drop	Select
2:1 Column		2:1 Column Drag and drop	Select
2:1 Column - Banded		2:1 Column - Banded Drag and drop	Select
Left Sidebar		Left Sidebar Drag and drop	Select
Right Sidebar		Right Sidebar Drag and drop	Select

Photo credit: [Mailchimp](#)

PROBLEM

The user wants to provide information in as simple and contextually relevant way as possible.

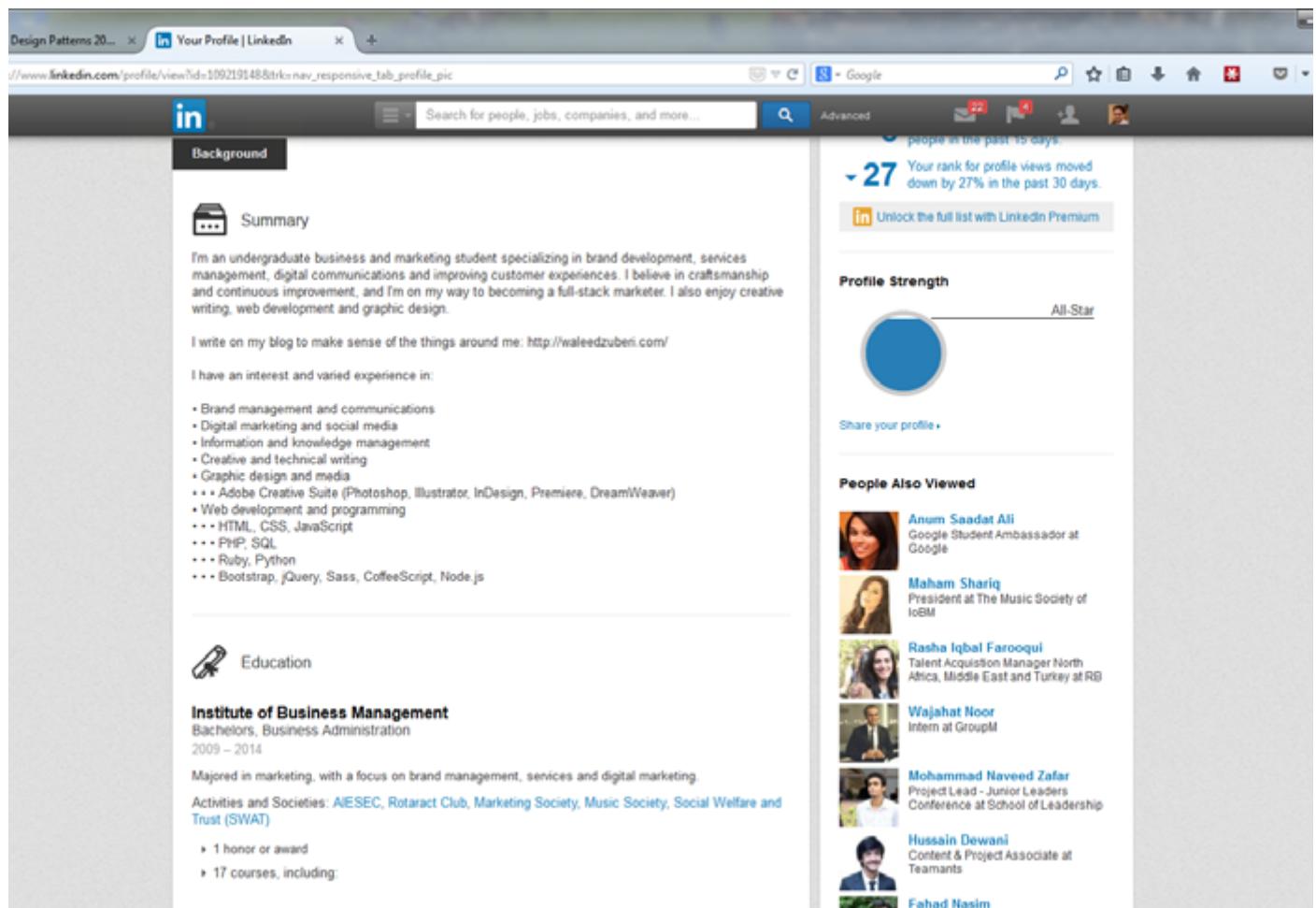
SOLUTION

Break the user input process into smaller, more manageable steps that are presented to the user one at a time. This pattern makes the most sense when the user's input shapes how things proceed but it also smooths the user experience in situations that involve a lot of data entry. By breaking the process into steps or subtasks, you can provide the user detailed guidance for each step as well as adapt according to what the user has already entered, providing a cleaner and more personalized experience. Stepped input forms are also a great way of reducing the entry barrier for new users. For example, Mint.com starts the signup process by only asking for the user's email, password and zip code - all the other details they need come later. Users will tend to put off or altogether avoid forms that are too long and demand too much cognitive load - everyone's in a hurry these days. Big tasks broken into smaller, bite-sized tasks are much easier to begin. The stepped form can keep the user's focus by using "Back" and "Forward" buttons and also show them how many steps are left until they reach the end. Stepped forms also allow for pre-filled information to be used in later stages when the next step is loaded, and even change the number or type of inputs available based on prior answers, which could further simplify the task. The option of skipping certain steps also makes life easier for the user.

Completeness Meters

EXAMPLES

LinkedIn, Google+



Design Patterns 20... LinkedIn Your Profile Search for people, jobs, companies, and more... Advanced 22 2 Unlock the full list with LinkedIn Premium

Background

Summary

I'm an undergraduate business and marketing student specializing in brand development, services management, digital communications and improving customer experiences. I believe in craftsmanship and continuous improvement, and I'm on my way to becoming a full-stack marketer. I also enjoy creative writing, web development and graphic design.

I write on my blog to make sense of the things around me: <http://waleedzuberi.com/>

I have an interest and varied experience in:

- Brand management and communications
- Digital marketing and social media
- Information and knowledge management
- Creative and technical writing
- Graphic design and media
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, DreamWeaver)
 - Web development and programming
 - HTML, CSS, JavaScript
 - PHP, SQL
 - Ruby, Python
 - Bootstrap, jQuery, Sass, CoffeeScript, Node.js

Education

Institute of Business Management
Bachelor's, Business Administration
2009 – 2014

Majored in marketing, with a focus on brand management, services and digital marketing.

Activities and Societies: AIESEC, Rotaract Club, Marketing Society, Music Society, Social Welfare and Trust (SWAT)

- 1 honor or award
- 17 courses, including:

Profile Strength

27 Your rank for profile views moved down by 27% in the past 30 days.

Share your profile

People Also Viewed

Profile	Name	Role
	Anum Saadat Ali	Google Student Ambassador at Google
	Maham Sharif	President at The Music Society of IoBM
	Rasha Iqbal Farooqui	Talent Acquisition Manager North Africa, Middle East and Turkey at RBL
	Wajahat Noor	Intern at GroupM
	Mohammad Naveed Zafar	Project Lead - Junior Leaders Conference at School of Leadership
	Hussain Dewani	Content & Project Associate at Teamants
	Fahad Nasim	

Photo credit: [Mailchimp](#)

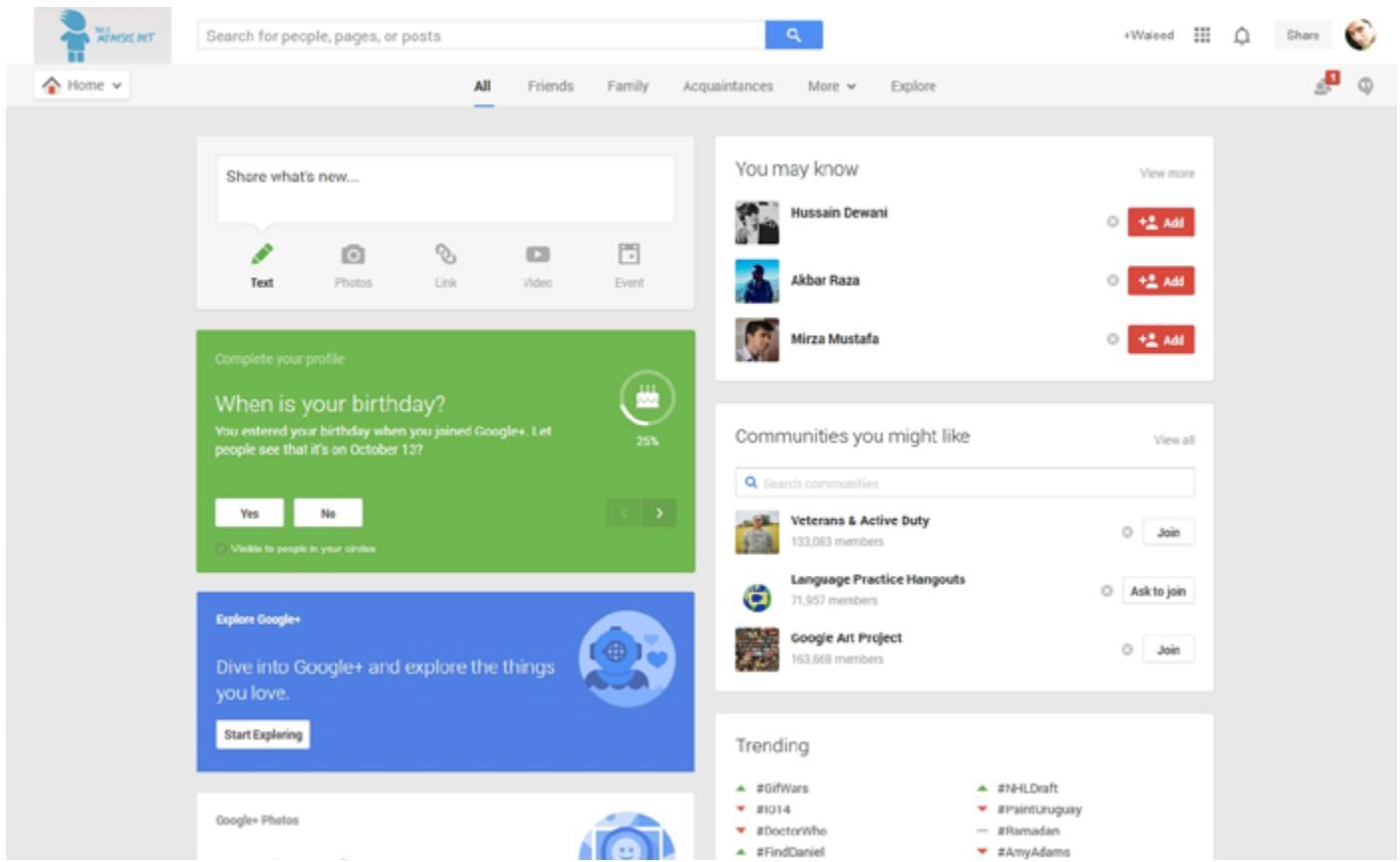


Photo credit: [Google+](#)

PROBLEM

The user wants to know how far they have come in completing a particular goal.

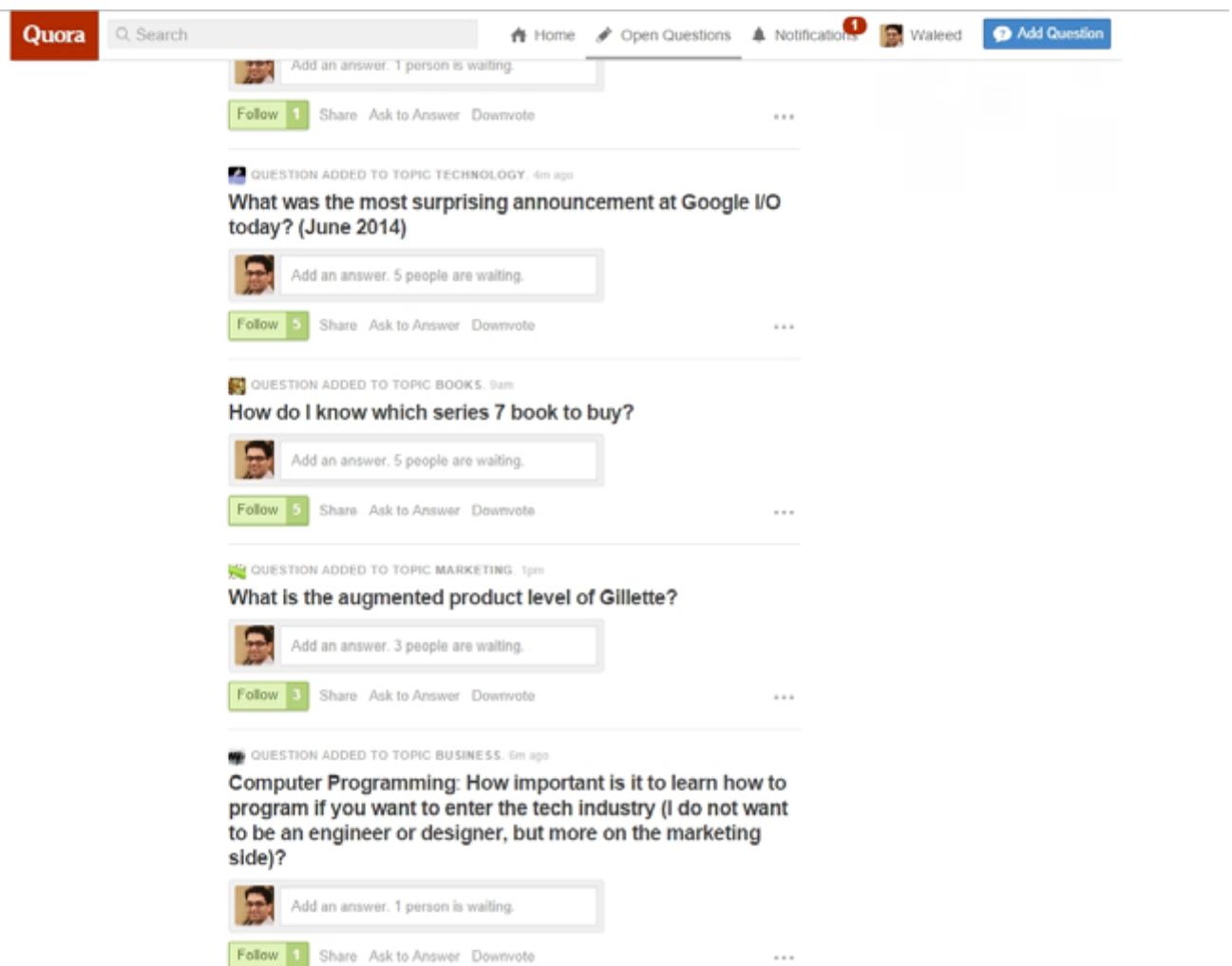
SOLUTION

Provide the user with a visual representation of their progress towards a goal. Most often this is shown as a percentage that quantifies how far they've come and how far they have to go to reach "100%". The goal in question could be an arbitrary one aimed to increase engagement with the app or elicit particular actions such as getting more personal information to build a richer user experience, linking other accounts, inviting other users, sharing on social media, and so forth. For example, LinkedIn provides users with a profile "Strength Meter" that fills up as they add more information and sections to their profile. Combined with the Next Steps pattern to provide users with linked actions gives users a clear indication of what they need to do next to complete their end of the deal, making their interaction even more frictionless.

Action Context

EXAMPLES

Quora, Spotify



Quora

Search

Home Open Questions Notifications 1 Waleed Add Question

Add an answer. 1 person is waiting.

Follow 1 Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC TECHNOLOGY 4m ago

What was the most surprising announcement at Google I/O today? (June 2014)

Add an answer. 5 people are waiting.

Follow Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC BOOKS 9am

How do I know which series 7 book to buy?

Add an answer. 5 people are waiting.

Follow 5 Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC MARKETING 1pm

What is the augmented product level of Gillette?

Add an answer. 3 people are waiting.

Follow 3 Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC BUSINESS 6m ago

Computer Programming: How important is it to learn how to program if you want to enter the tech industry (I do not want to be an engineer or designer, but more on the marketing side)?

Add an answer. 1 person is waiting.

Follow 1 Share Ask to Answer Downvote

Photo credit: [Quora](#)

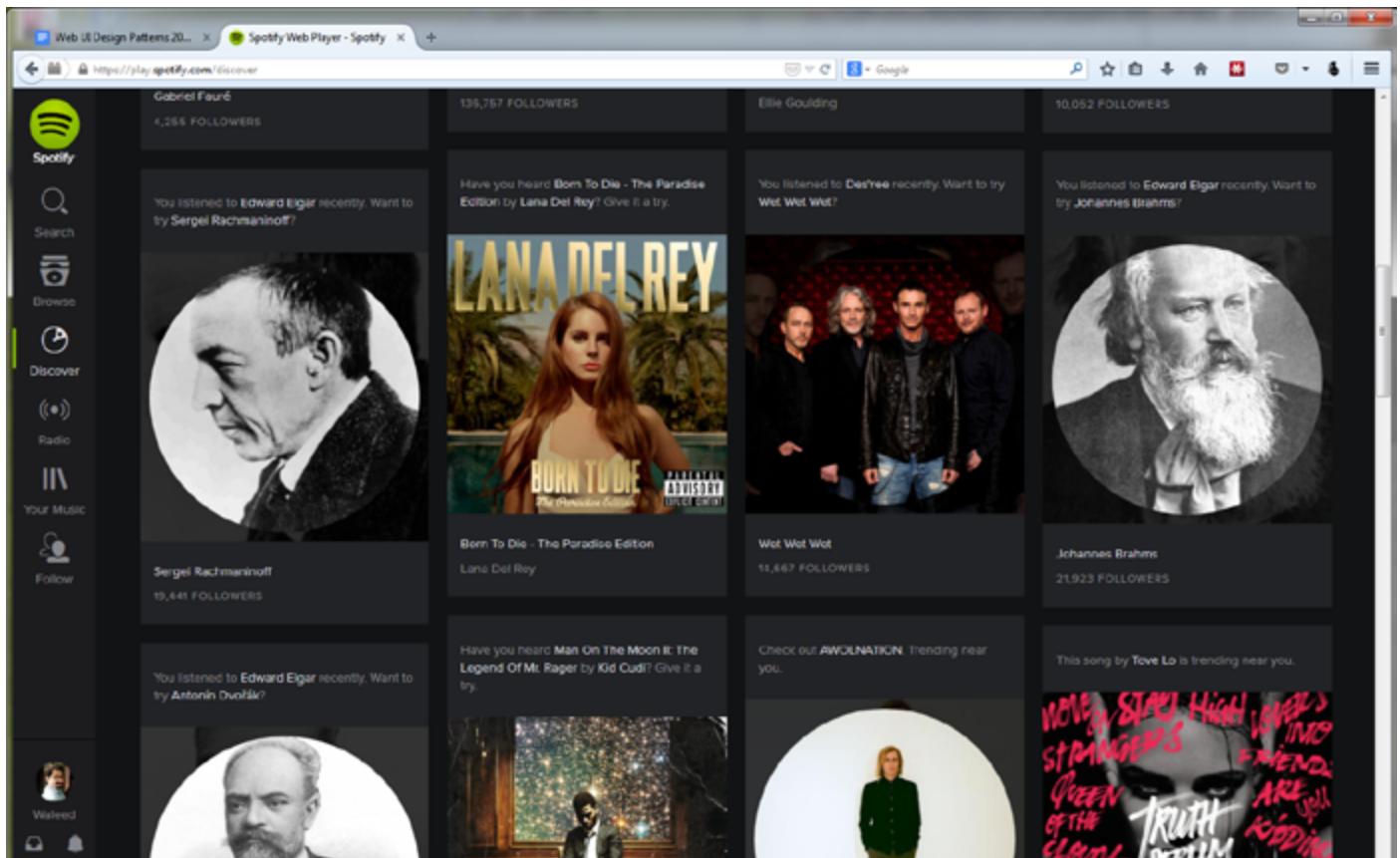


Photo credit: [Spotify](#)

PROBLEM

The user wants to know the impact of their actions.

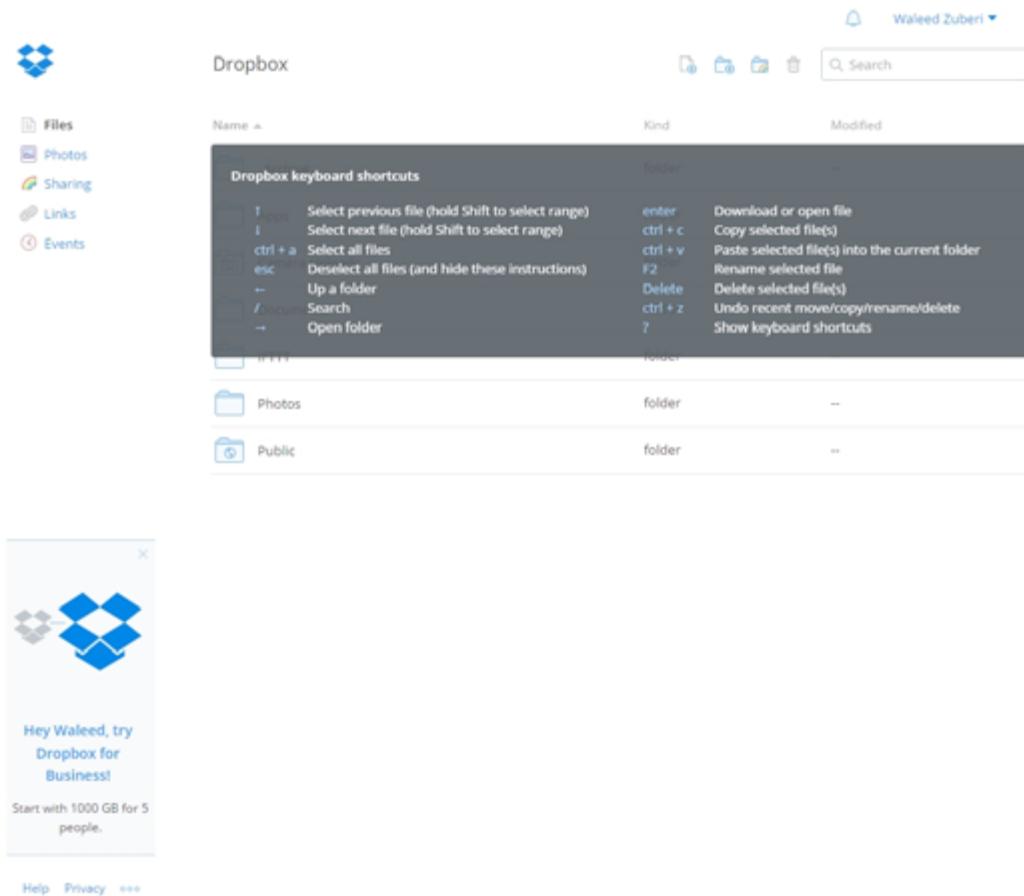
SOLUTION

Use language and statistics to show context around a user's actions. There are several important contexts the user needs to be aware of, for example the time or effort it will take to complete a certain action, what it will impact and whether it is time-sensitive. Booking.com pulls this off by adding a notification that informs the user when the last booking was made in the hotel they're looking at, as well as how many people are currently viewing it, to give the user an indication of how much in demand the hotel is. Quora achieves the same effect by making a note of how many people are "waiting for an answer" by following a question, enticing the user to submit an answer. Spotify and Amazon on the other hand provide context around their recommendations which are based on data collected from multiple users.

Keyboard Shortcuts

EXAMPLES

Dropbox, Asana



The screenshot shows the Dropbox desktop application interface. At the top, there is a navigation bar with icons for files, photos, sharing, links, and events, and a search bar. The main area is titled 'Dropbox' and shows a list of files and folders. A tooltip box is overlaid on the screen, titled 'Dropbox keyboard shortcuts', listing various keyboard commands with their descriptions. Below the tooltip, there is a promotional window for Dropbox Business, offering 1000 GB for 5 people. The window includes a 'Dropbox' logo, a message to 'Hey Waleed', and links for 'Help', 'Privacy', and '***'.

Dropbox keyboard shortcuts

Key	Description
↑/↓	Select previous file (hold Shift to select range)
↓/↑	Select next file (hold Shift to select range)
ctrl + a	Select all files
esc	Deselect all files (and hide these instructions)
←	Up a folder
/	Search
→	Open folder
enter	Download or open file
ctrl + c	Copy selected file(s)
ctrl + v	Paste selected file(s) into the current folder
F2	Rename selected file
Delete	Delete selected file(s)
ctrl + z	Undo recent move/copy/ rename/delete
?	Show keyboard shortcuts

Hey Waleed, try
Dropbox for
Business!

Start with 1000 GB for 5
people.

Help Privacy ***

Photo credit: [Dropbox](#)

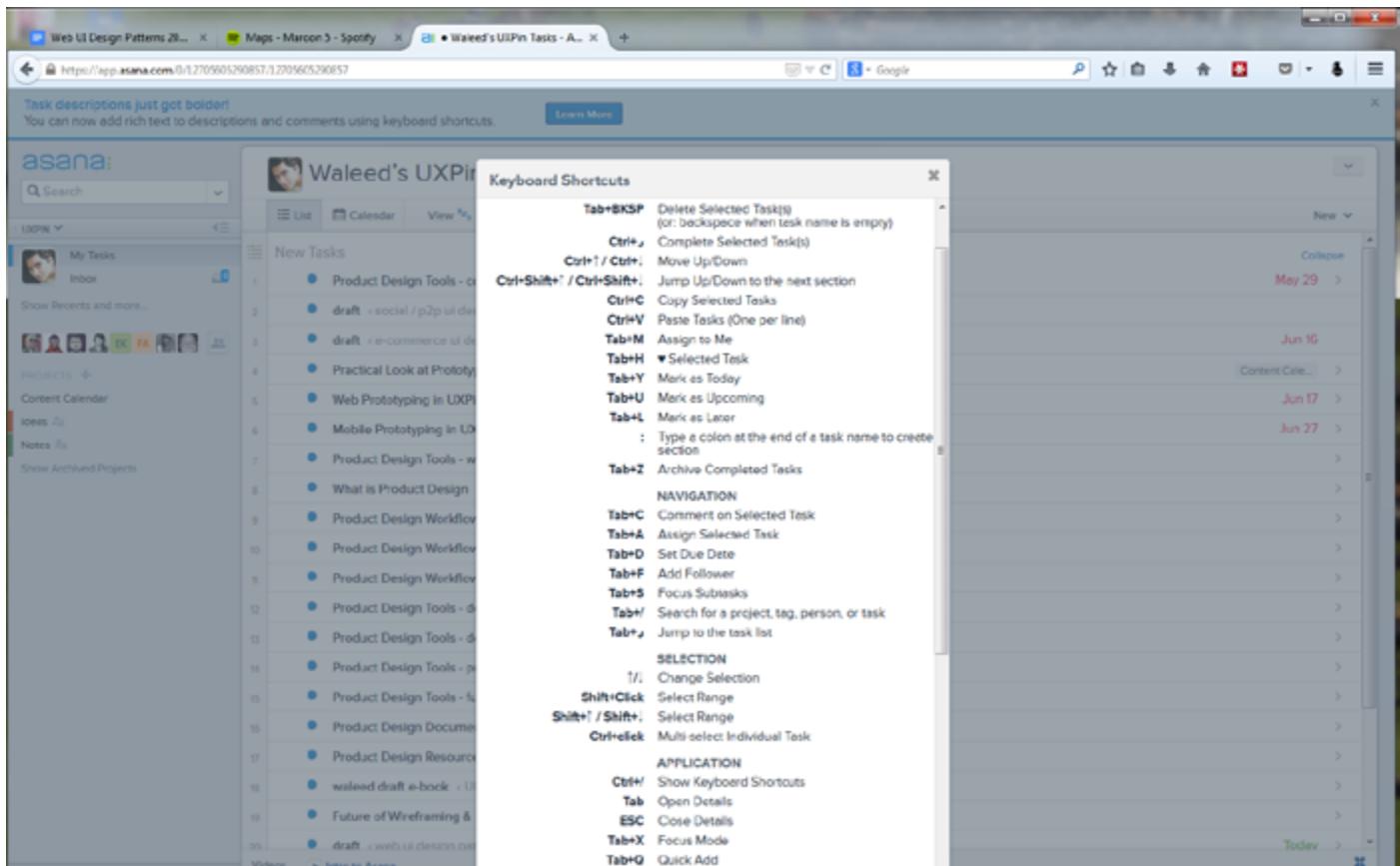


Photo credit: [Asana](#)

PROBLEM

The user wants to quickly complete certain tasks.

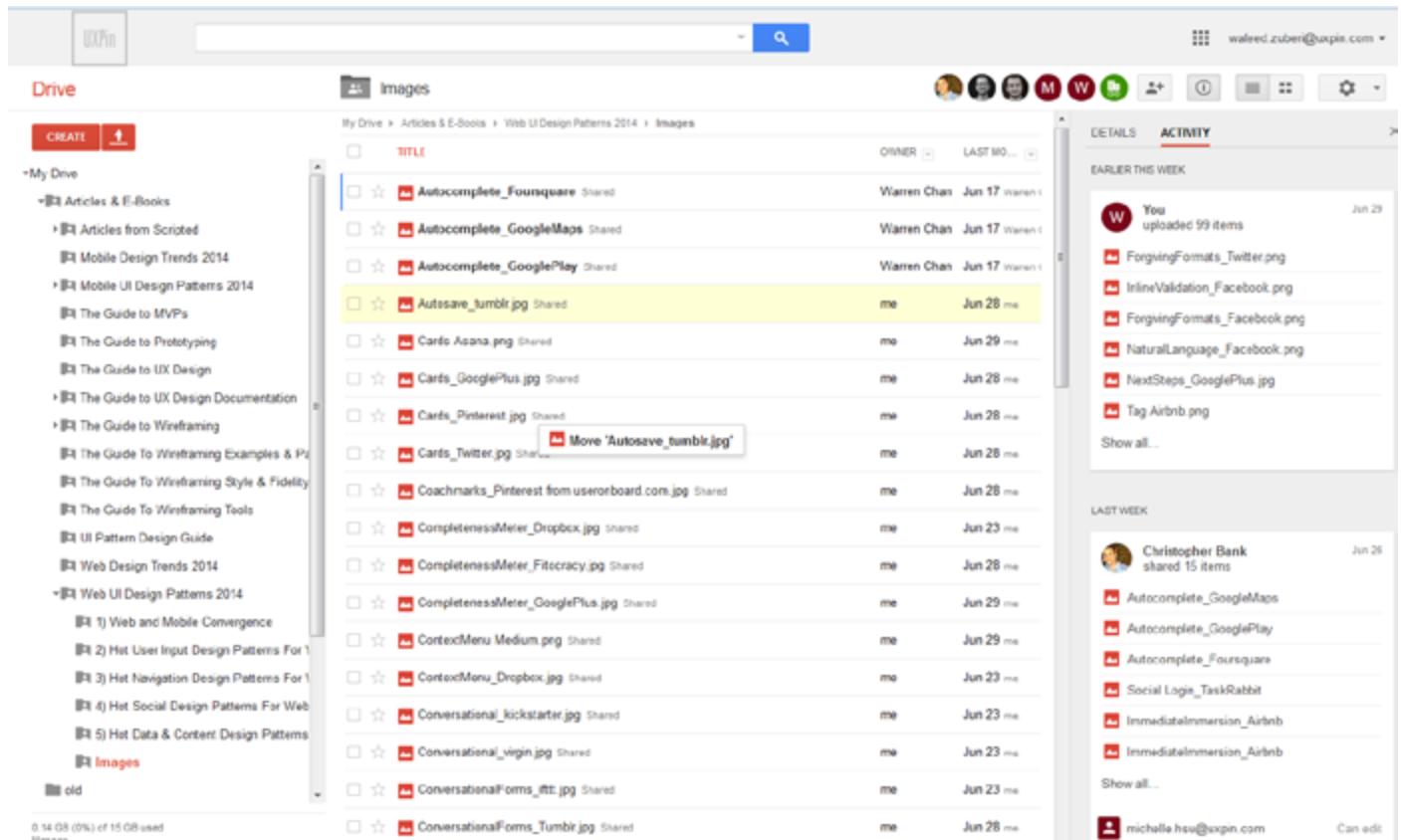
SOLUTION

Add shortcuts and hotkeys to your app that allow users to perform certain actions quickly using their keyboard instead of navigating with the mouse to press a button. This comes in especially handy for repetitive tasks, for example navigating through emails or handling tasks in Asana. While keyboard shortcuts are generally seen only as an accessibility feature, the added usability is helpful across the board for all users and can significantly improve the UX for advanced users. The problem with keyboard shortcuts however is that not everyone can remember them. Gmail solves this by showing a glossary when the user presses **Ctrl+?**; Dropbox does the same except with **Ctrl+/,** while Asana shows essential combinations across the bottom of the screen.

Drag-and-Drop Actions

EXAMPLES

Google Drive, Dropbox, Asana



The screenshot shows a Google Drive interface with a sidebar on the left and a main content area on the right. The sidebar includes a 'CREATE' button, a file icon, and a search bar. The main content area is titled 'Images' and shows a list of files in a table format. One file, 'Autosave_tumblr.jpg', is highlighted with a yellow background. A context menu is open over this file, with the option 'Move "Autosave_tumblr.jpg"' selected. The table columns include 'TITLE', 'OWNER', and 'LAST MODIFIED'. To the right of the main content area, there is a sidebar titled 'ACTIVITY' which displays a list of recent uploads and shared items. The bottom of the sidebar shows a 'LAST WEEK' section with activity from Christopher Bank and michelle.hsu@uxpin.com.

Photo credit: [Google Drive](#)

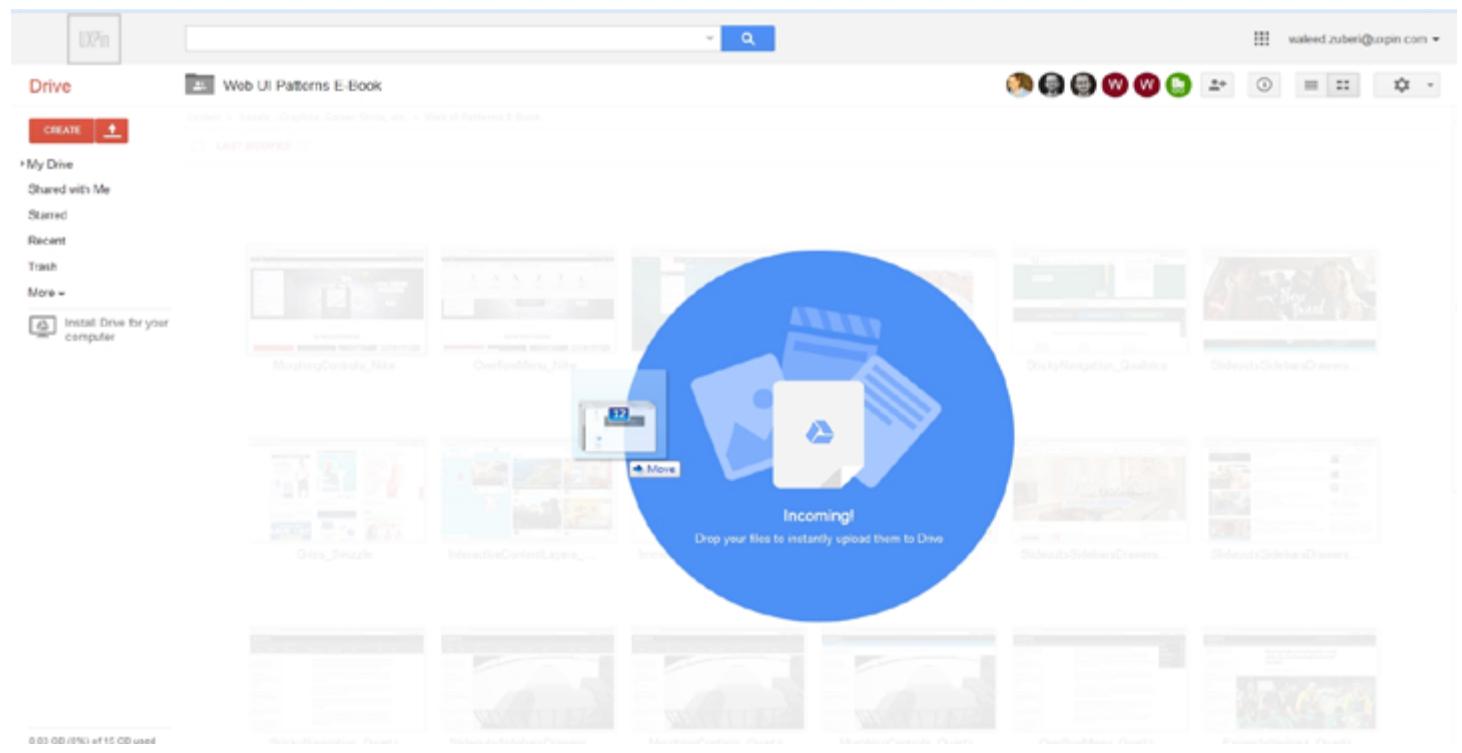


Photo credit: [Google Drive](#)

A screenshot of the Dropbox interface. On the left, there's a sidebar with 'Files', 'Photos', 'Sharing', 'Links', and 'Events'. The main area shows a list of folders: '_Archive', 'Apps', 'Camera Uploads', 'Documents', 'IFTTT', 'Photos', and 'Public'. A 'Drop your file to upload to your Dropbox' button is at the top. A small window on the left says 'Hey Waleed, try Dropbox for Business!' and 'Start with 1000 GB for 5 people.' The top right shows a user profile for 'Waleed Zuberi'.

Photo credit: [Dropbox](#)

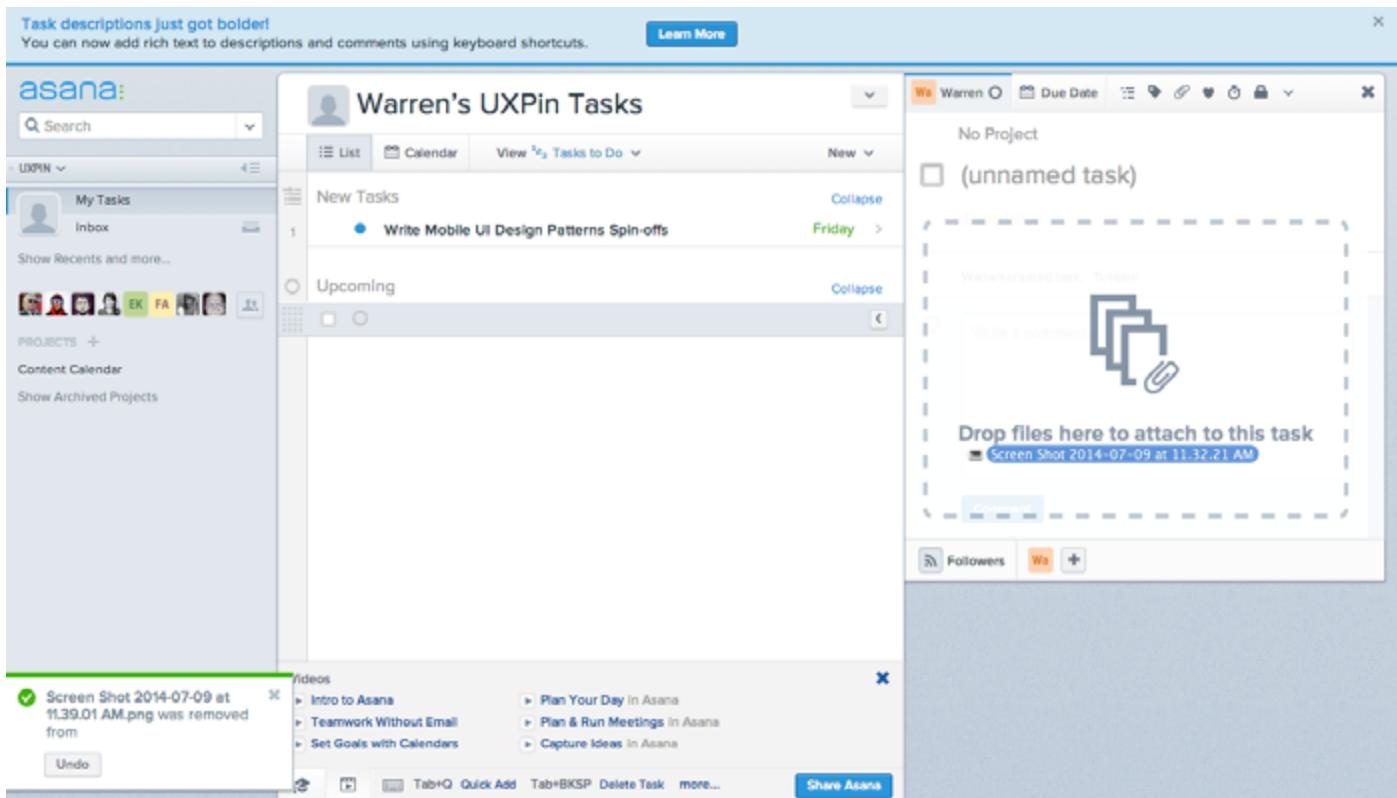


Photo credit: [Asana](#)

PROBLEM

The user wants to quickly and naturally perform an action on a website using relevant content or objects.

SOLUTION

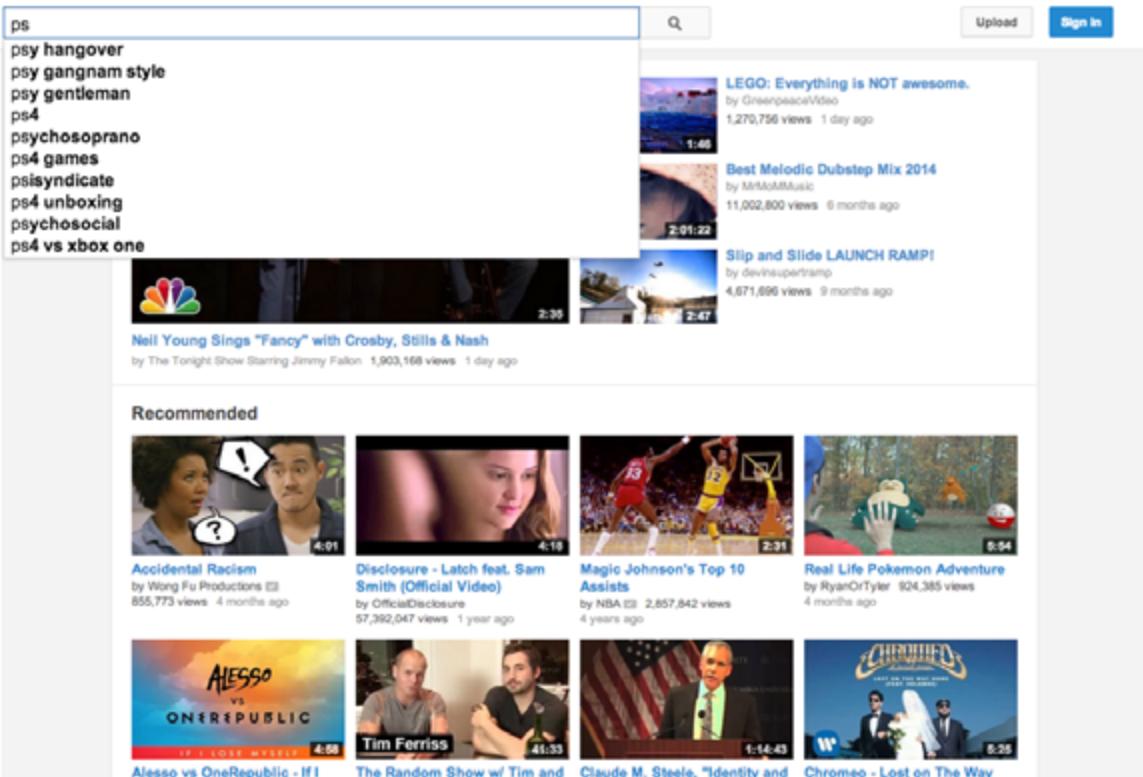
Allow users to interact with content or objects through direct manipulation such as dragging-and-dropping. This action can be used for rearranging items as in Google Drive or Asana, and it can also be used for initiating file uploads. This translates the dragging patterns built in to OS interactions to the web much like the Draggable Content pattern. For example, when uploading a file, the user would usually switch from the file explorer to the browser's upload window. This pattern replaces the clumsiness with a more seamless transition, letting users select and drop any number of files into the browser window to upload it without having to click through file hierarchies to find and upload a file. Google Drive clearly indicates that it can accept a dropped file by drawing an animated overlay over the page's regular content. Dropbox, however, only indicates this with a border around the window and a small notification. Depending on your target users, though, it may be best to create an

obvious indication rather than risk confusion. Asana and many other web applications also let you upload files by dragging-and-dropping.

Default Values & Autocomplete

EXAMPLES

YouTube, Amazon, Airbnb, Foursquare



The screenshot shows the YouTube search results for the query 'ps'. The search bar at the top contains 'ps'. Below the search bar is a list of suggested search terms: 'psy hangover', 'psy gangnam style', 'psy gentleman', 'ps4', 'psychosoprano', 'ps4 games', 'psisynidate', 'ps4 unboxing', 'psychosocial', and 'ps4 vs xbox one'. The main content area displays several video thumbnails. The first video is 'Neil Young Sings "Fancy" with Crosby, Stills & Nash' by 'The Tonight Show Starring Jimmy Fallon', which has 1,903,168 views and was posted 1 day ago. Below this is a 'Recommended' section with four more videos: 'Accidental Racism' by 'Wong Fu Productions', 'Disclosure - Latch feat. Sam Smith (Official Video)' by 'OfficialDisclosure', 'Magic Johnson's Top 10 Assists' by 'NBA', and 'Real Life Pokemon Adventure' by 'RyanOrTyler'. At the bottom of the page, there is a 'Photo credit: YouTube' watermark.

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[Hello, Sign in](#)
[Your Account](#) -

[Try Prime](#) -


[Cart](#) -

[Wish List](#) -

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 Digital Music
 Appstore for Android
 Spider Solitaire Pro free
 Kindle E-readers & Books
 Kindle Fire Tablets
 Amazon Fire TV
 Movies, TV & more on your HDTV
 Amazon Fire Phone
 The first smartphone from Amazon
 Books & Audible
 Movies, Music & Games
 Electronics & Computers
 Home, Garden & Tools
 Beauty, Health & Grocery
 Toys, Kids & Baby
 Clothing, Shoes & Jewelry
 Sports & Outdoors
 Automotive & Industrial
[Full Store Directory](#)

Included with Prime Membership at No Additional Cost



World War Z
 Amazon Instant Video

★★★★☆ (4,221)



Uptown Girls
 Amazon Instant Video

★★★★☆ (177)



Azorian: The Rating of the K-129
 Amazon Instant Video

★★★★☆ (136)



Magic Beyond Words: The JK Rowling Story
 Amazon Instant Video

★★★★☆ (693)



Star Trek Into Darkness
 Amazon Instant Video

★★★★☆ (5,965)



The Mermaid Chair
 Amazon Instant Video

★★★★☆ (171)

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Photo credit: [Amazon](#)

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Check in  Check out  1 Guest 

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Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.



Barcelona



New York



Seoul







Photo credit: [Airbnb](#)

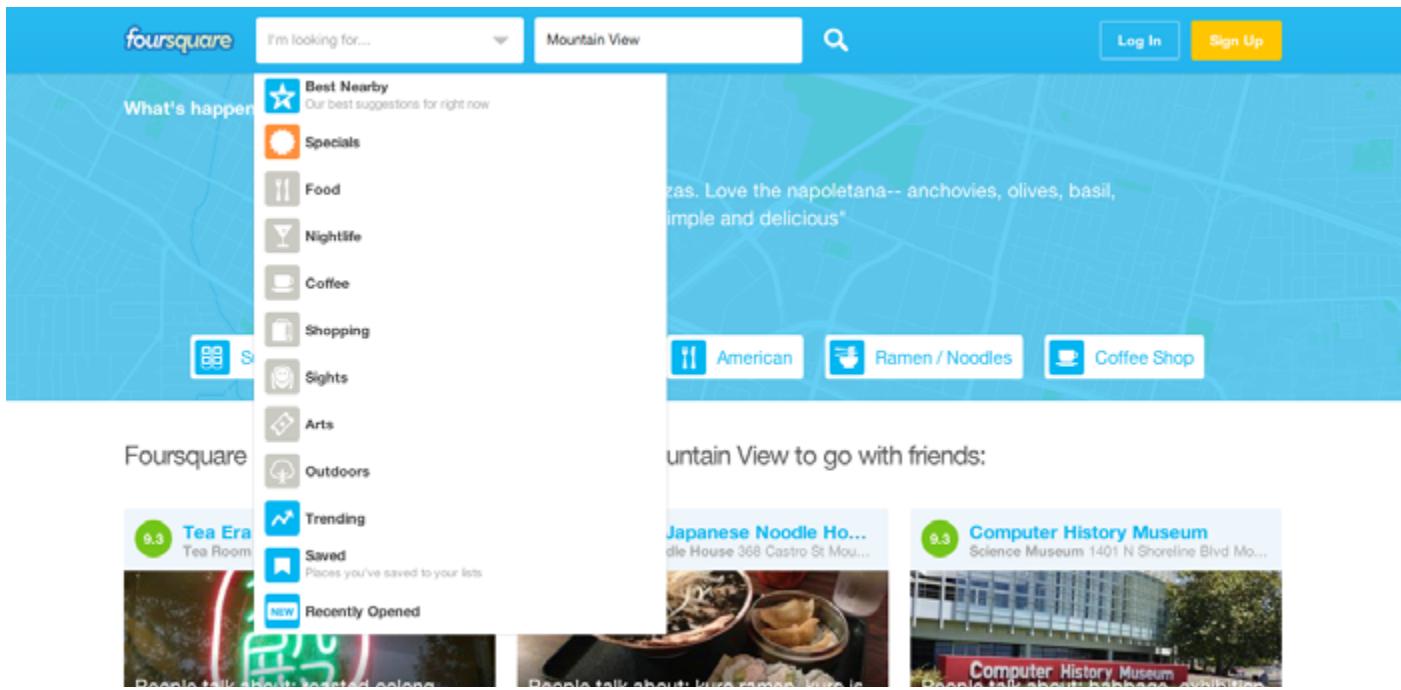


Photo credit: [Foursquare](#)

PROBLEM

The user wants to complete actions quickly.

SOLUTION

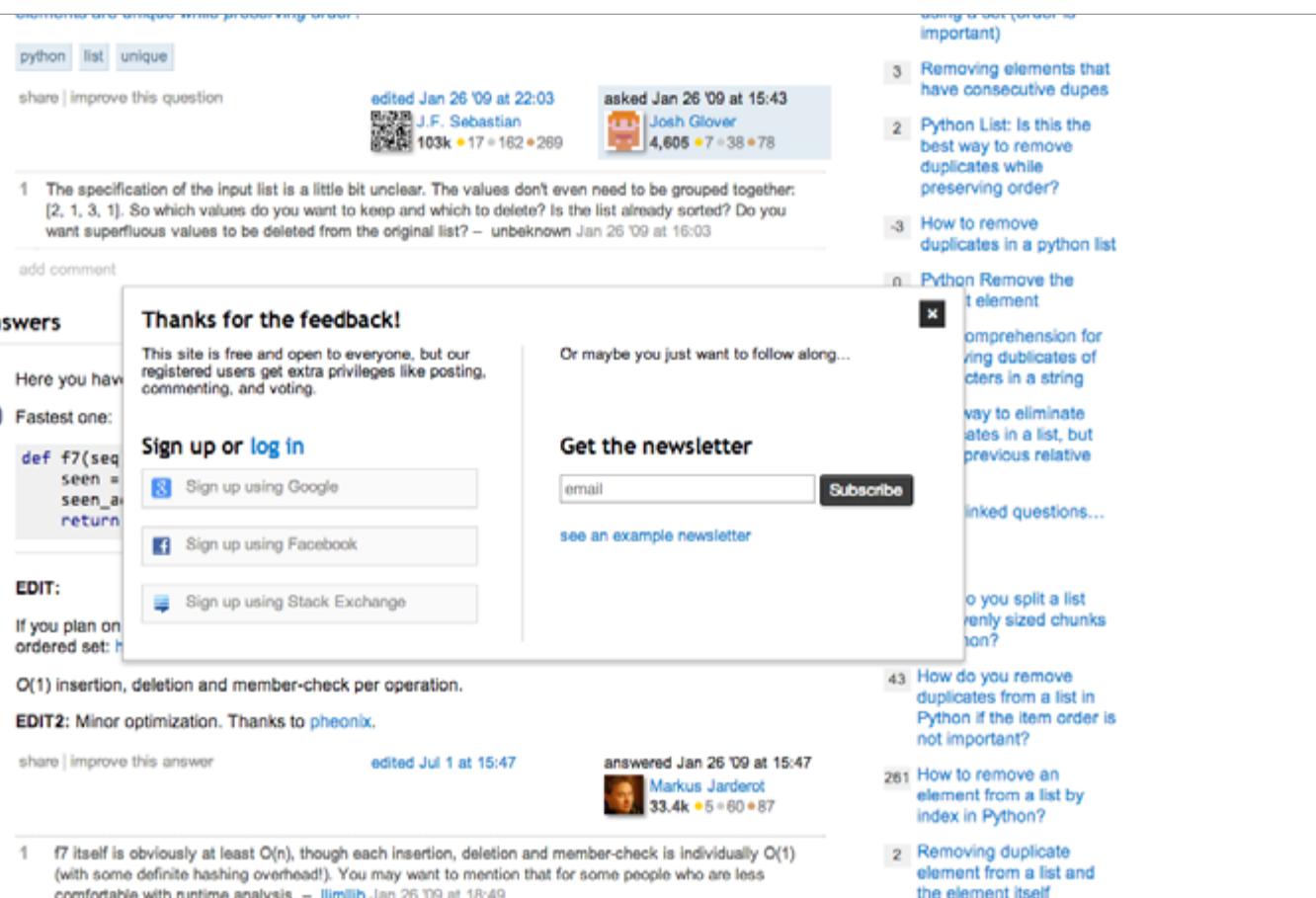
Anticipate frequently selected items and make data entry easier for the user by providing them with pre-populated default values or prompts based on suggestions and previously entered data. The UI can automatically adapt to smart defaults and input fields can be prefilled with the most common data. YouTube for example automatically sets the language and region based on where the user is browsing from - this can be changed easily with controls at the bottom of the page, but most users will never need to even think about it.

This can be paired with autocomplete functionality like in Google search, which significantly speeds up the user's actions but also serves as hints or guides for users who want to explore a topic or theme. Google also prefills the country and phone number country code based on the user's location, letting users skip a couple of steps. Twitter speeds things up by placing links to matched profiles in the search box so that the user can skip an interstitial search results page and go to the profile directly. This pattern can be particularly useful in standardizing user input and anticipating problems before they occur.

Immersion (or “Lazy Signups”)

EXAMPLES

Stack Overflow, Airbnb, Ebay, Yelp



The screenshot shows a Stack Overflow question page for a Python list-related problem. The question is about removing duplicates from a list while preserving order. The sidebar on the right contains related questions and links to documentation and other resources.

Related Questions

- 1 The specification of the input list is a little bit unclear. The values don't even need to be grouped together: [2, 1, 3, 1]. So which values do you want to keep and which to delete? Is the list already sorted? Do you want superfluous values to be deleted from the original list? – unbeknown Jan 26 '09 at 16:03
- 2 Removing elements that have consecutive duplicates
- 3 Python List: Is this the best way to remove duplicates while preserving order?
- 4 How to remove duplicates in a python list
- 5 Python Remove the first element
- 6 Comprehension for removing duplicates of characters in a string
- 7 Way to eliminate duplicates in a list, but previous relative
- 8 Linked questions...
- 9 How do you split a list into evenly sized chunks
- 10 How do you remove duplicates from a list in Python if the item order is not important?
- 11 How to remove an element from a list by index in Python?
- 12 Removing duplicate element from a list and the element itself

20 Answers

Here you have the fastest one:

```
def f7(seq):
    seen = set()
    seen_add = seen.add
    return [x for x in seq if not (x in seen or seen_add(x))]
```

EDIT:

If you plan on using this on an ordered set, then:

Sign up or log in

- Sign up using Google
- Sign up using Facebook
- Sign up using Stack Exchange

Get the newsletter

email

see an example newsletter

1 f7 itself is obviously at least O(n), though each insertion, deletion and member-check is individually O(1) (with some definite hashing overhead!). You may want to mention that for some people who are less comfortable with runtime analysis. – ilimlib Jan 26 '09 at 18:49

share | improve this answer answered Jan 26 '09 at 15:47 Markus Jarderot 33.4k ● 5 ● 80 ● 87

Photo credit: [Stack](#)

airbnb BROWSE + SIGN UP LOG IN HELP LIST YOUR SPACE

Sign up to book "Charming Townhouse 2BD/2BTH w Patio"

Sign up

[Sign up with Facebook](#)

OR

[Sign up with Email](#)

By signing up, I agree to Airbnb's [Terms of Service](#), [Privacy Policy](#), [Guest Refund Policy](#), and [Host Guarantee Terms](#).

Already an Airbnb member? [Log in](#)

Location Settings ⊕ English ▾ ⊕ USD ▾

Company [About](#) [Jobs](#) [Press](#) [Blog](#) [Help](#) [Policies](#) [Disaster Response](#) [Terms & Privacy](#)

Discover [Trust & Safety](#) [Invite Friends](#) [Airbnb Picks](#) [Mobile](#) [Site Map](#)

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Photo credit: [Airbnb](#)

airbnb BROWSE + SIGN UP LOG IN HELP LIST YOUR SPACE

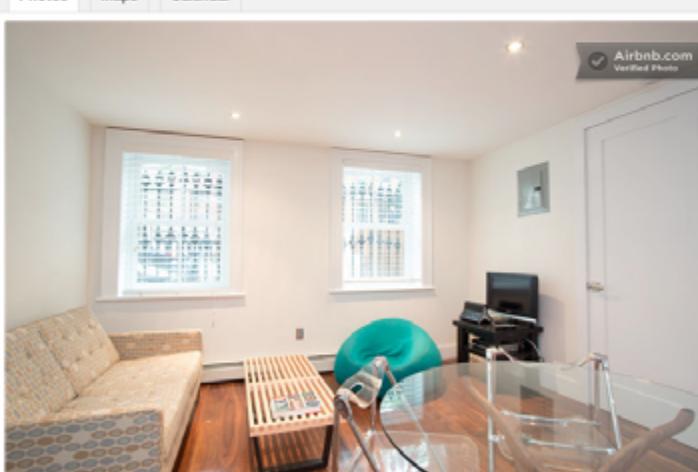
[Tweet](#) [Pin it](#) [g+1](#) [Like](#) 11

Charming Townhouse 2BD/2BTH w Patio

Bed & Breakfast - Entire home/apt - St James Pl, Brooklyn, NY 11238, United States

40

[Photos](#) [Maps](#) [Calendar](#)



From **\$245** Per Night

Check in	Check out	Guests
06/17/2014	06/18/2014	1
\$245 x 1 night		\$245
Cleaning fee		\$60
Service fee <small>1</small>		\$37
TOTAL		\$342

[Request to Book](#)

[Save to Wish List](#) Saved 414 times

Photo credit: [Airbnb](#)

Air Jordan 3 White Cement 03

Item condition: Pre-owned

Time left: 7m 54s (Jul 09, 2014 12:29:39 PDT)

Current bid: US \$100.00 [1 bid]

Place bid

Enter US \$102.50 or more

Add to watch list

Add to collection

100% positive Feedback

Limited time remaining

Bill Me Later: Spend \$99+ and get 6 months to pay. Subject to credit approval. See terms

Shipping: \$18.15 Expedited Shipping | See details

Item location: Upper Marlboro, Maryland, United States

Ships to: United States

Delivery: Estimated between Sat, Jul. 12 and Tue, Jul. 15

Payments: PayPal, Bill Me Later | See details

Returns: Seller does not offer returns. You are covered by the eBay Money Back Guarantee if you received an item that is not as described in the listing.

Guarantee: eBay MONEY BACK GUARANTEE | See details

Get the item you ordered or get your money back. Covers your purchase price and original shipping.

People who viewed this item also viewed

Photo credit: [Ebay](#)

PROBLEM

The user wants to try things out before making a commitment.

SOLUTION

More applications are letting users immediately immerse themselves in an app before anything else — even signing up or logging in.

Remember, they can only do one thing at a time, and have limited time to test every new product out. With the growing specialization of web apps, it's increasingly important that you find quality user or customer leads before nurturing them — they may hate your product or quickly realize it's not what they wanted. Asking users for the information you need to register their accounts can be a tough ask, and lower signup conversion rates even for qualified visitors. On a positive note, by letting them immediately experience your product, they may get more hooked because of how deeply they were able to explore the app on the first experience. This can work better than the onboarding walkthrough UI pattern we cover next, because it shows the user instead of telling them how things work.

Complete Your Review:
The Smoke Shack

Find tacos, cheap dinner, Mac's

Near Tampa, FL

Home About Me Write a Review Find Friends Messages Talk Events

Rating

5 stars Yay! I'm a fan.

Your review

Read our review guidelines

Cancel Sign Up and Post

* You can always edit or remove reviews later.

Reviews for The Smoke Shack

Matthew P. 5/11/2014

This place is inspiring!! This is why people start restaurants!! They simply have a passion for food!!!! Such awesome BBQ!! This place will grow & expand and be here for a long time to come!! Great flavor, great flavor, home cooking, low salt, low sugar, fresh ingredients!! You can tell they love what they do!! Well done!!

Rab N. 6/4/2014

Five stars! Oh man, that's gotta be some good barbecue!

No.

This is not good barbecue. I keep finding worse and worse barbecue, and I keep thinking the next barbecue joint I go to can't be any worse than the last. Despite that, I keep getting surprised by superiority bad barbecue and terrible brisket.

I'm not sure what the deal is with their brisket, but I've never seen such an abortion. I've seen brisket done many ways: sliced thin, sliced thick, chopped, sauced, not sauced, sliced [read more](#)

Qwan D. 5/3/2014

Our Summer... If you thought that a food truck couldn't get you some of the best BBQ ever, you'd be flat wrong. The food here is prepared with a great care and punches you with flavor. Yeah it hurts that good.

My whole story of coming out here started with a bit of disappointment... it was a typical FL Sunday and I was just aching for some good ribs... so I made my way over to the Shack and everything was closed up... sadness! I double checked the web and the hours showed they should have [read more](#)

Photo credit: [Yelp](#)

AirBnb allows you to browse through different living spaces and even create a listing before requiring sign up. SoundCloud allows people to listen to other people's mashups/remixes without requiring sign up and Yelp lets users write reviews before asking for a login. This creates a much more welcoming environment for a large audience of music lovers who can enjoy listening to unique remixes of their favorite songs, while generating an attractive platform for current and future members who want to upload and share their own music with the largest population possible. Oftentimes, registration comes with an added benefit which makes it more attractive. Late registrations may not always be a good idea, but the option to "try-before-you-register" can be a great way to increase engagement with your app.

Social Login

EXAMPLES

Spotify, Pinterest

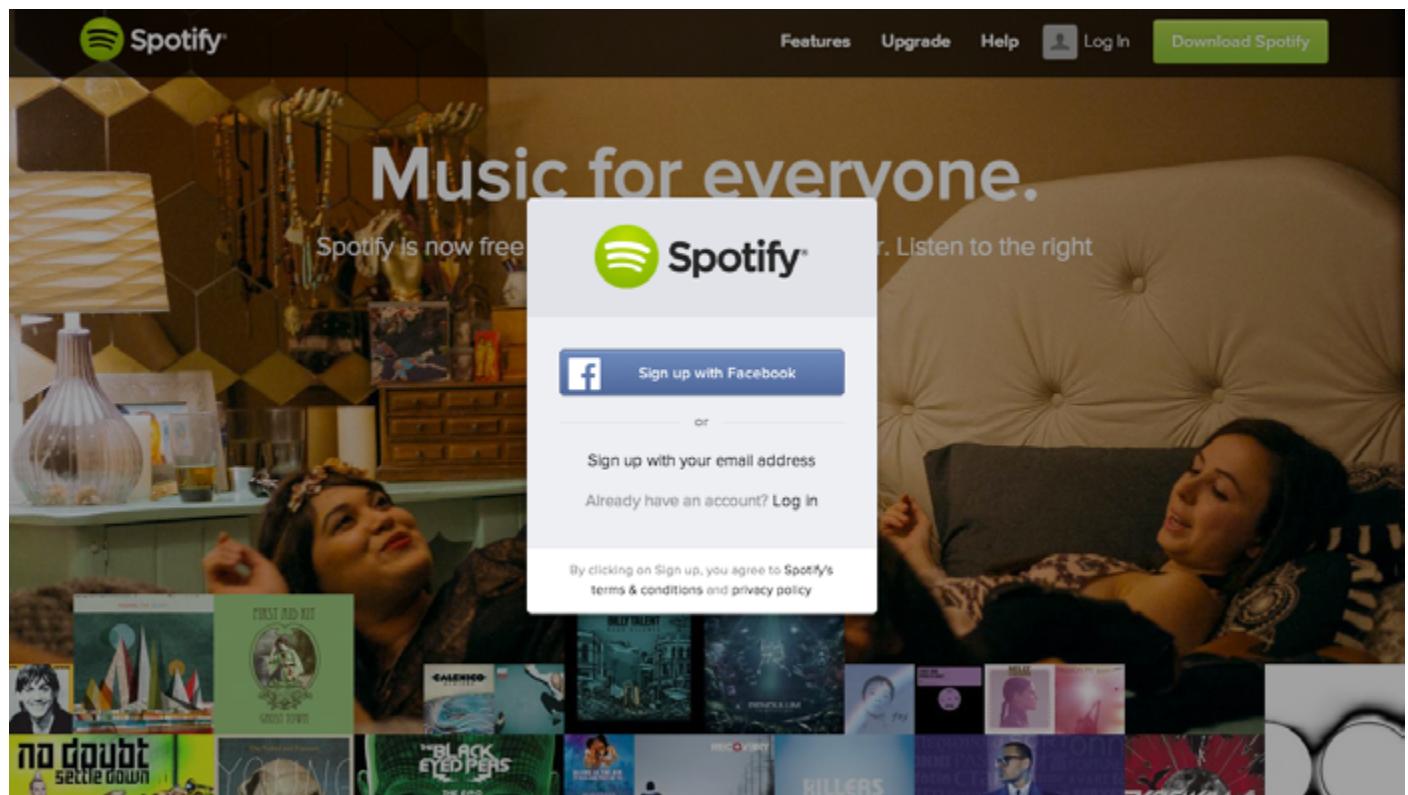


Photo credit: [Spotify](#)

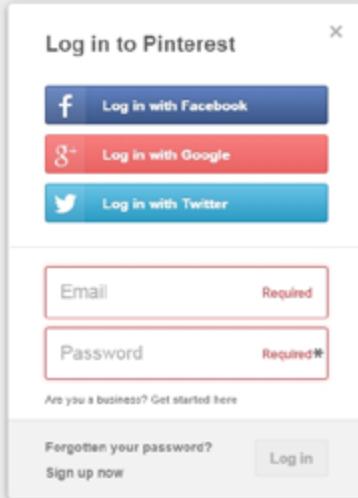


Photo credit: [Pinterest](#)

PROBLEM

The user wants an easier way of signing up and logging in.

SOLUTION

Integrate social sign-in methods that allow users to login through their existing accounts. This means they have one less username/password combination to worry about, and at the same time, you don't have to worry about password security as much. Facebook, Twitter and Google are the major OAuth login providers and depending on the platform and target audience, you can implement all or either of these in your app instead of having users set up a separate account that they may or may not end up using in the future. Using this signup and login pattern can also provide you with some basic data about the user (which feeds into data auto-population as they use the application), all the while making it easier on them by not forcing them to type their details into the strange new app they just downloaded. This simple feature can go a long way in drastically improving your UX, and no wonder this pattern is well on its way to becoming an expectation.

Notifications

EXAMPLES

Pinterest, Twitter

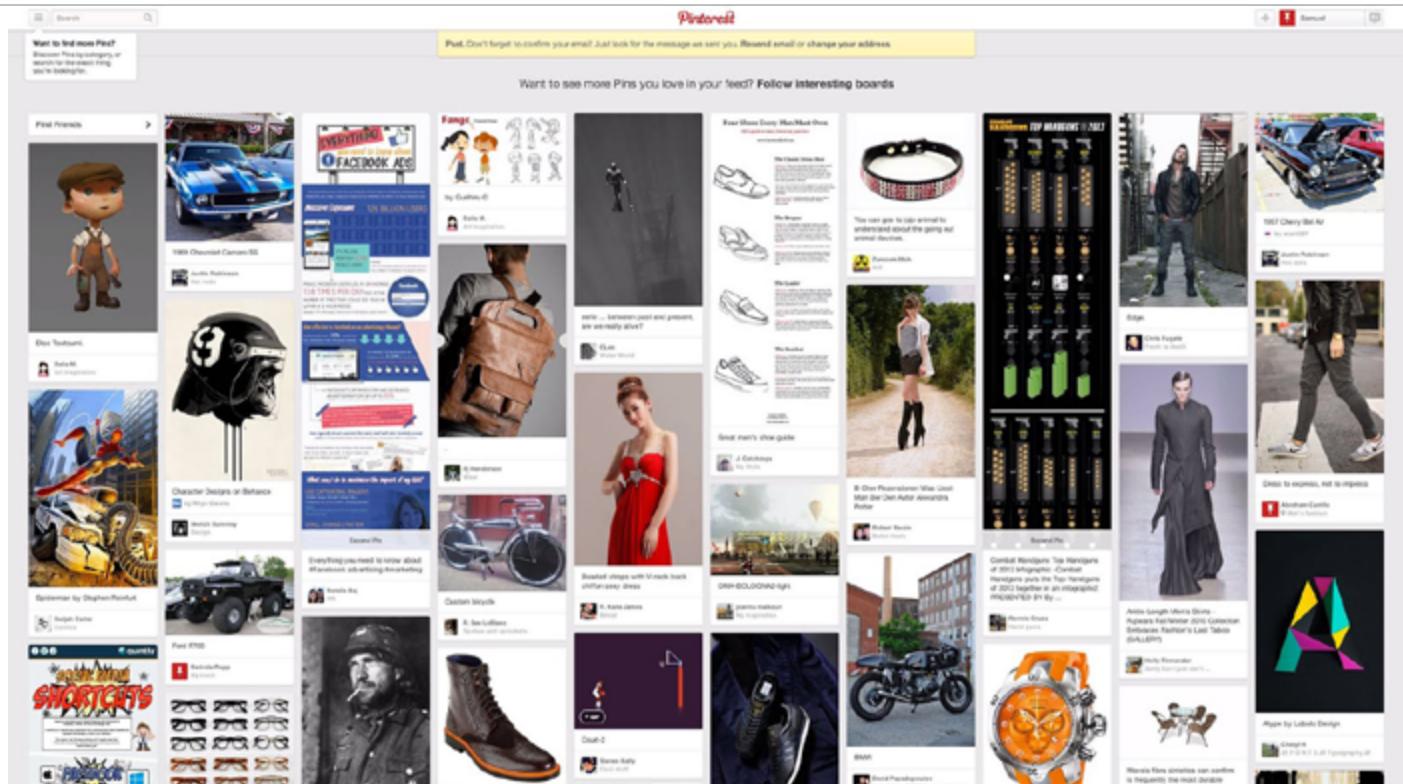


Photo credit: *Pinterest*

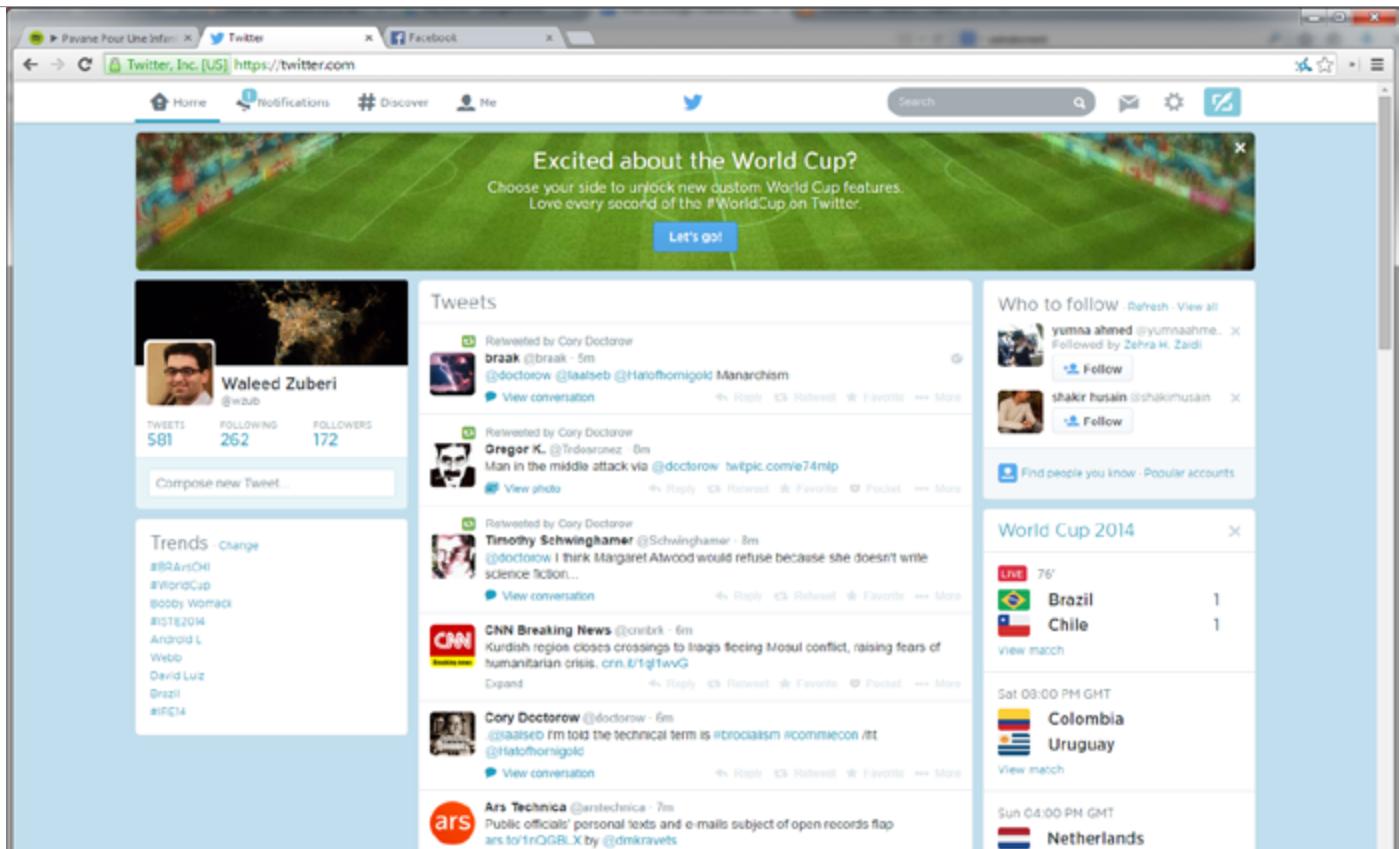


Photo credit: [Twitter](#)

PROBLEM

The user wants to know about new activity or actions they should take at a glance.

SOLUTION

Highlight recent activity by visually marking new content. There are several implementations of this pattern. Placing a small numbered badge on the menu label was popularized by iOS but can be seen seeping into web interfaces as well with many other web apps now like in LinkedIn, Facebook or Quora. Twitter does this as well but also highlights the label with a dot to indicate new activity in a more subtle way. Another way to display notifications is with a banner or other element in the page to get the user's attention.

Discoverable Controls

EXAMPLES

Pinterest, Spotify

Pinterest

Marketing Maniacs

S'mores Trifle

Brownie S'mores Trifle

New York Times best chocolate chip cookie

Kool-Aid Popcorn

7 Tips to Increase Opt-ins

The Best Hummingbird Cake

These Tween Girls Created An Android App For The Blind

Photo credit: [Pinterest](#)

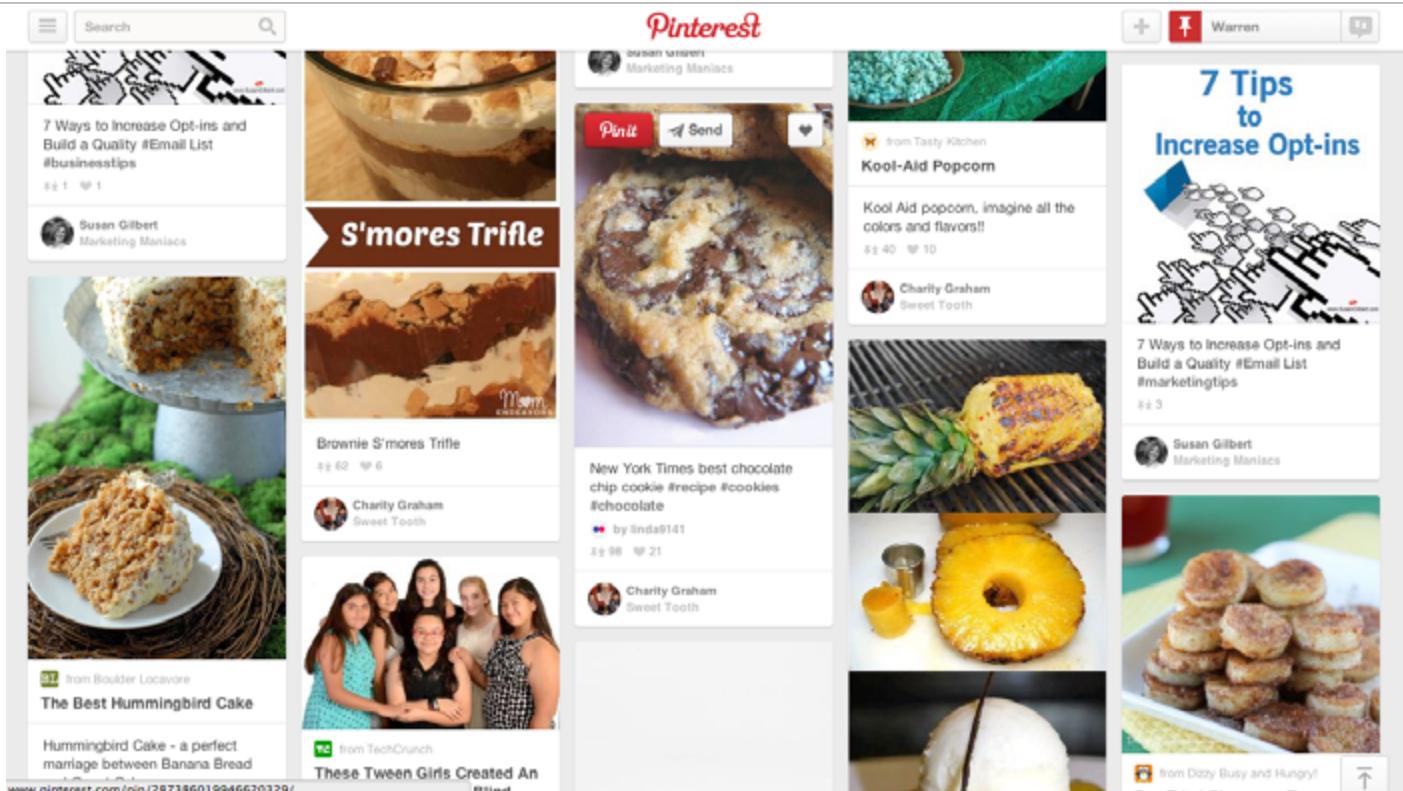


Photo credit: [Pinterest](#)

Photo credit: [Spotify](#)

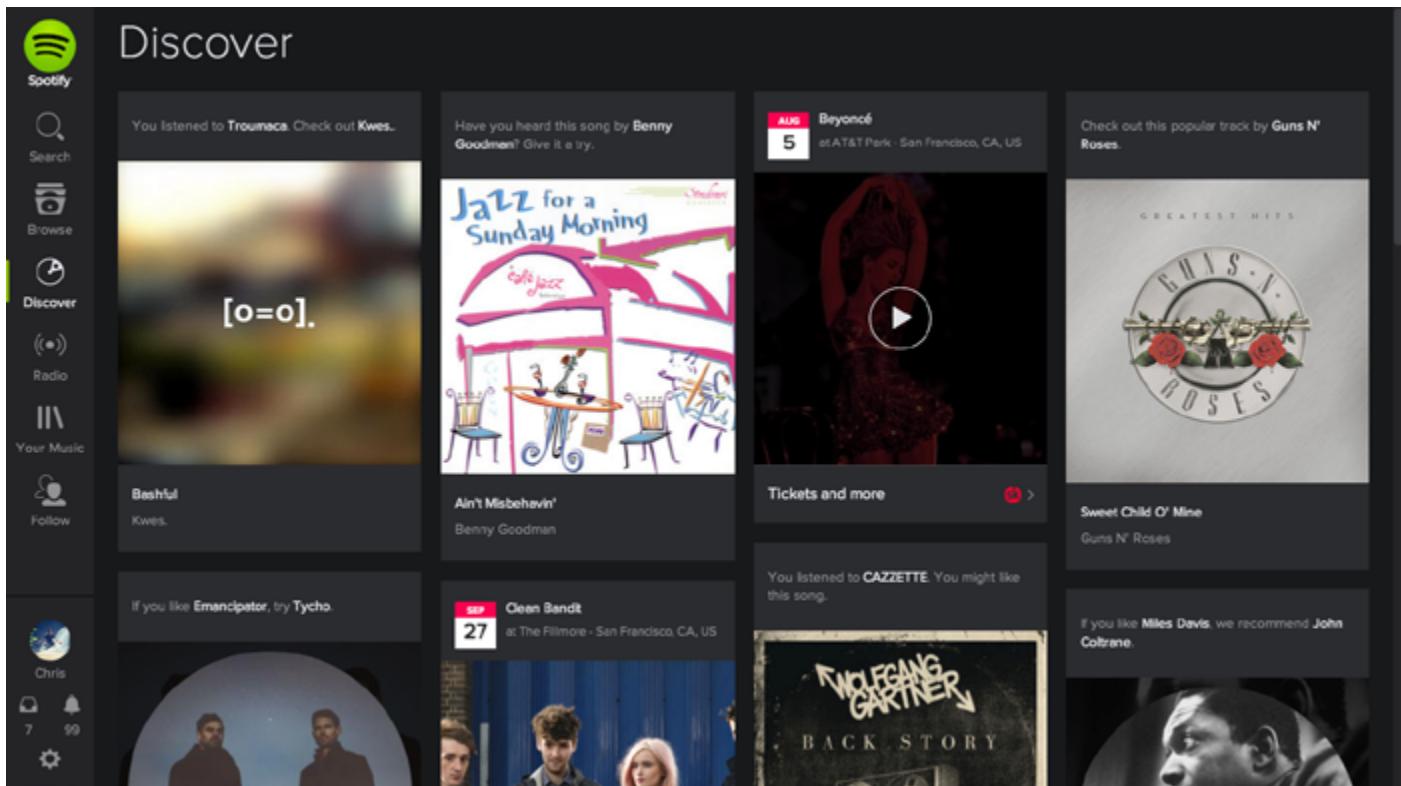


Photo credit: [Spotify](#)

PROBLEM

The user wants quick access to controls that are secondary or only relevant to specific sections or content on the web page.

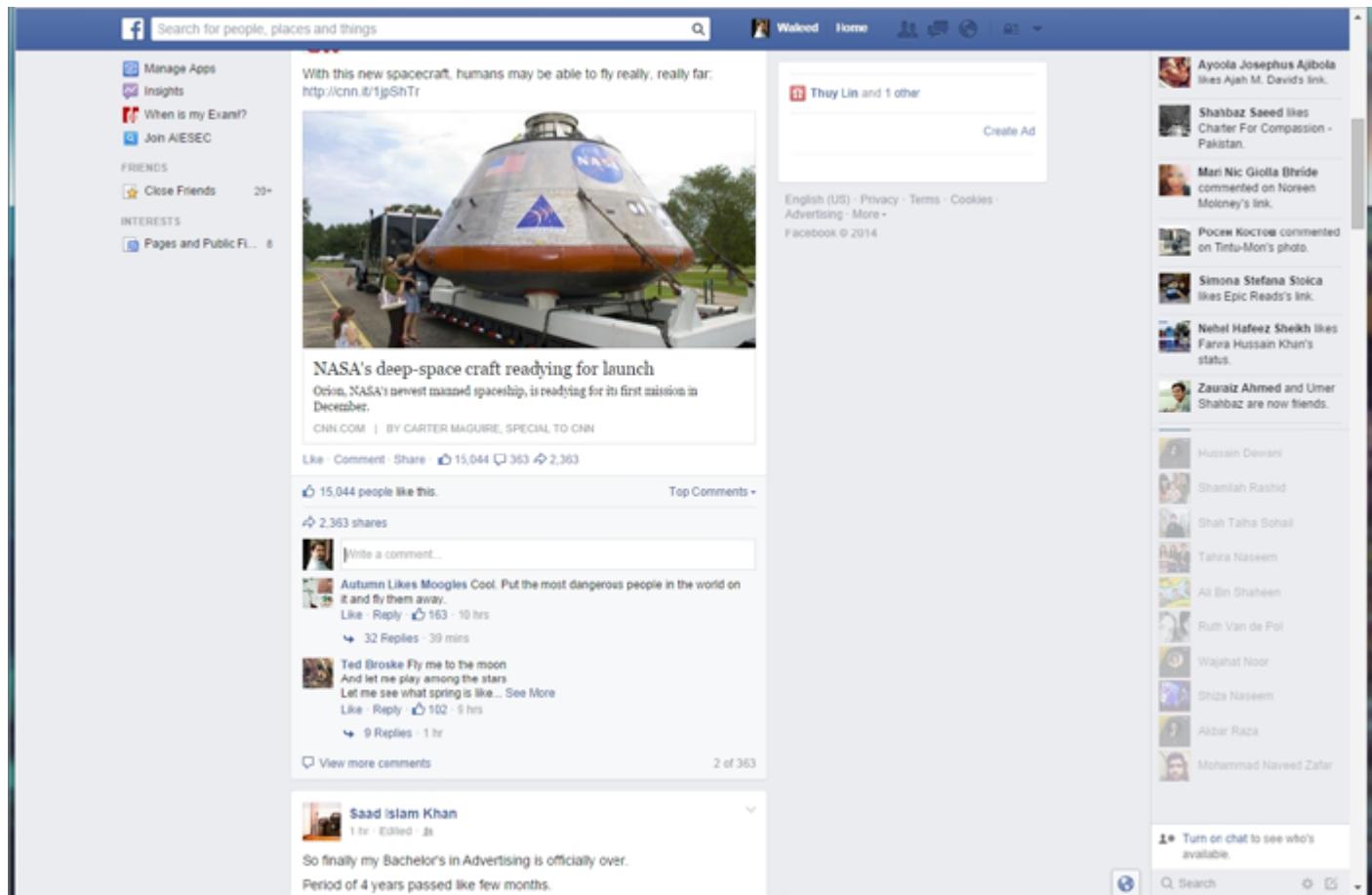
SOLUTION

Clear up the clutter and let users discover particular actions only when they need them. Users can usually access these invisible controls by either hovering over specific sections or content on the web page or scrolling through the website. This allows for certain actions to stay off-screen until it makes sense to use them, saving valuable real estate and offering a cleaner user interface. Individual settings for items in the Timeline on Facebook can be “discovered” behind a subtle triangle menu. Spotify uses a click-and-hold action to let users preview songs or playlists while browsing.

Expandable Inputs

EXAMPLES

Facebook, Quora



With this new spacecraft, humans may be able to fly really, really far: <http://cnn.it/1jgShTr>

NASA's deep-space craft readying for launch

Orion, NASA's newest manned spaceship, is readying for its first mission in December.

CNN.COM | BY CARTER MAGUIRE, SPECIAL TO CNN

Like Comment Share 15,044 363 2,363

15,044 people like this. Top Comments

2,363 shares

Write a comment...

Autumn Likes Moolies Cool. Put the most dangerous people in the world on it and fly them away.

Ted Broske Fly me to the moon

So finally my Bachelor's in Advertising is officially over.

Period of 4 years passed like few months.

Photo credit: [Facebook](#)

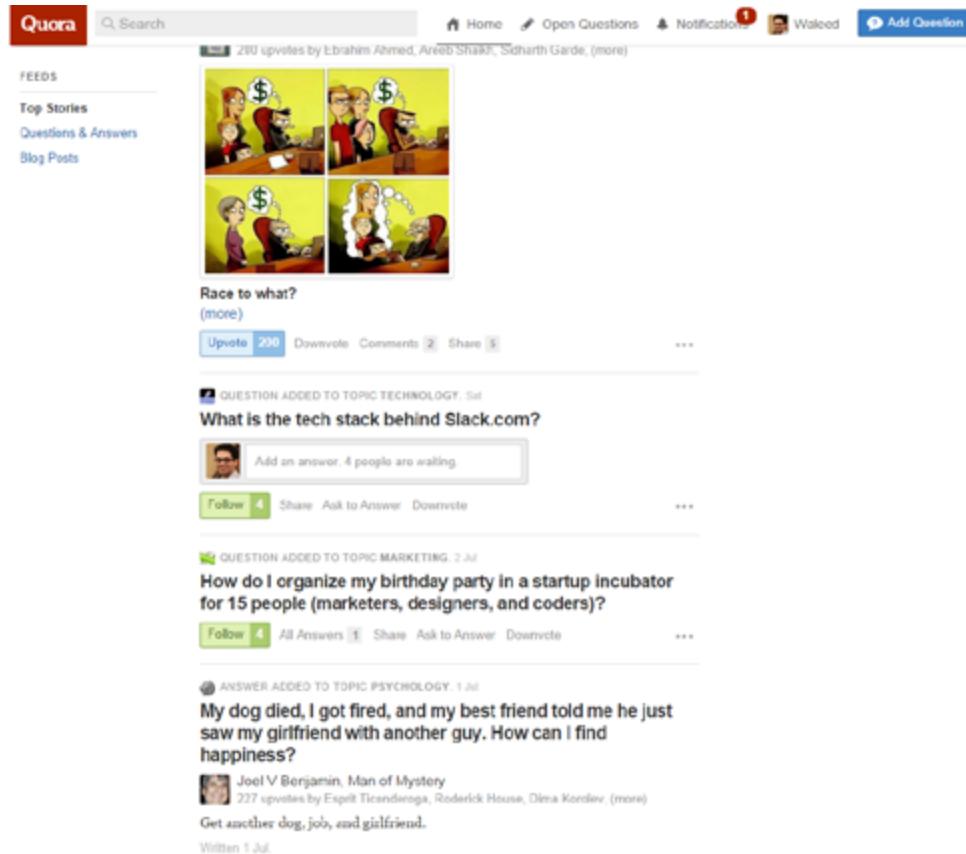


Photo credit: [Quora](#)

PROBLEM

The user wants to focus on the content instead of sacrificing screen real estate to controls.

SOLUTION

Design controls that expand when the user clicks on them. This keeps these controls out of the way until the user needs them. For example, Quartz conserves screen space by hiding the search bar behind an icon that expands into a search bar when the user clicks on it. Facebook collapses the comments sections on most posts in the Timeline until the user explicitly clicks on the Comment link. Another way of conserving screenspace is to have the input fields automatically expand to accommodate larger amounts of text. The Facebook comments field enlarges itself depending on how much text you write, but by default it is a single line. Similarly, Quora hides the WYSIWYG editor and only shows a plain text box until the user clicks on it.

Undo

EXAMPLES

Gmail, Google Calendar, Asana, Facebook

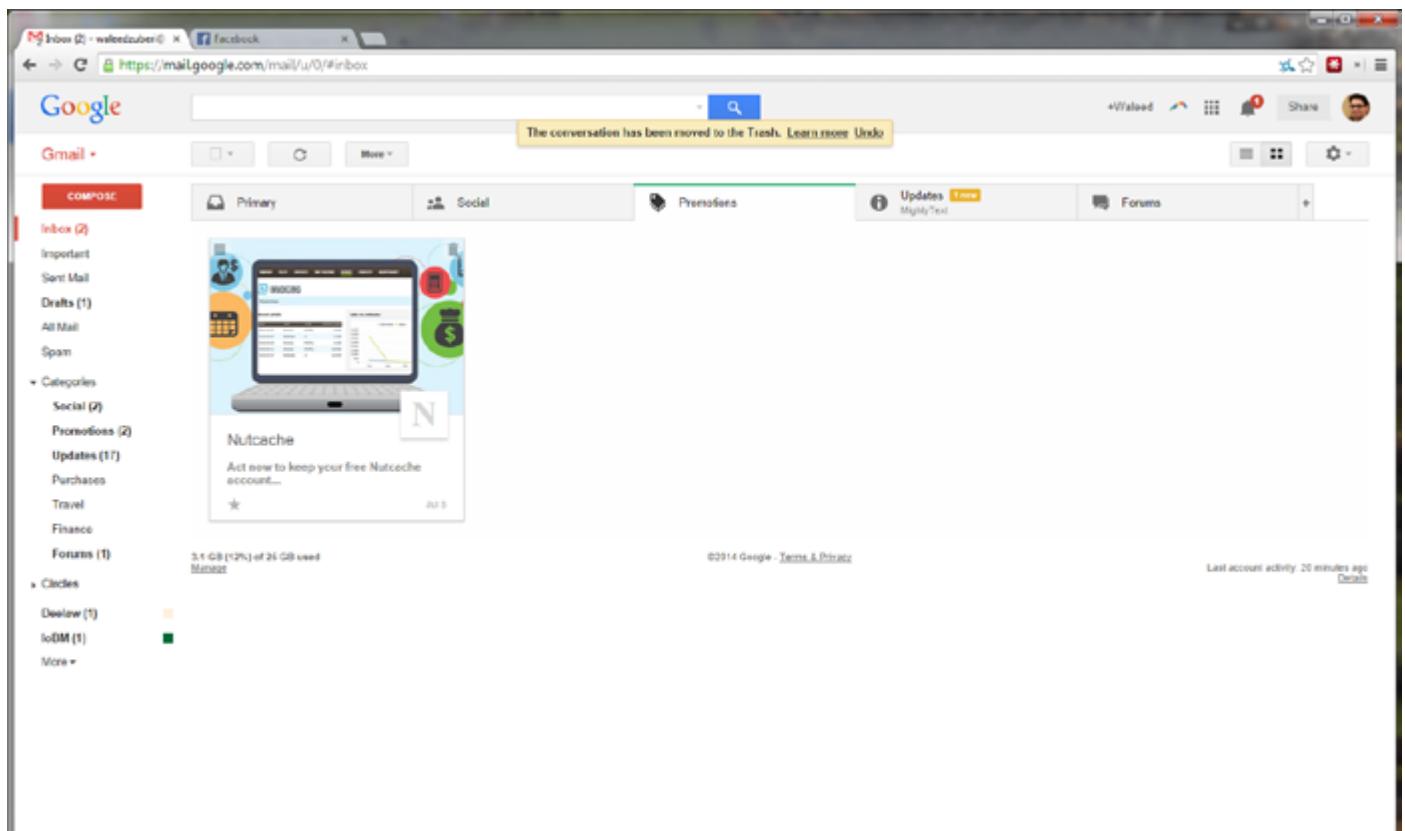


Photo credit: [Gmail](#)

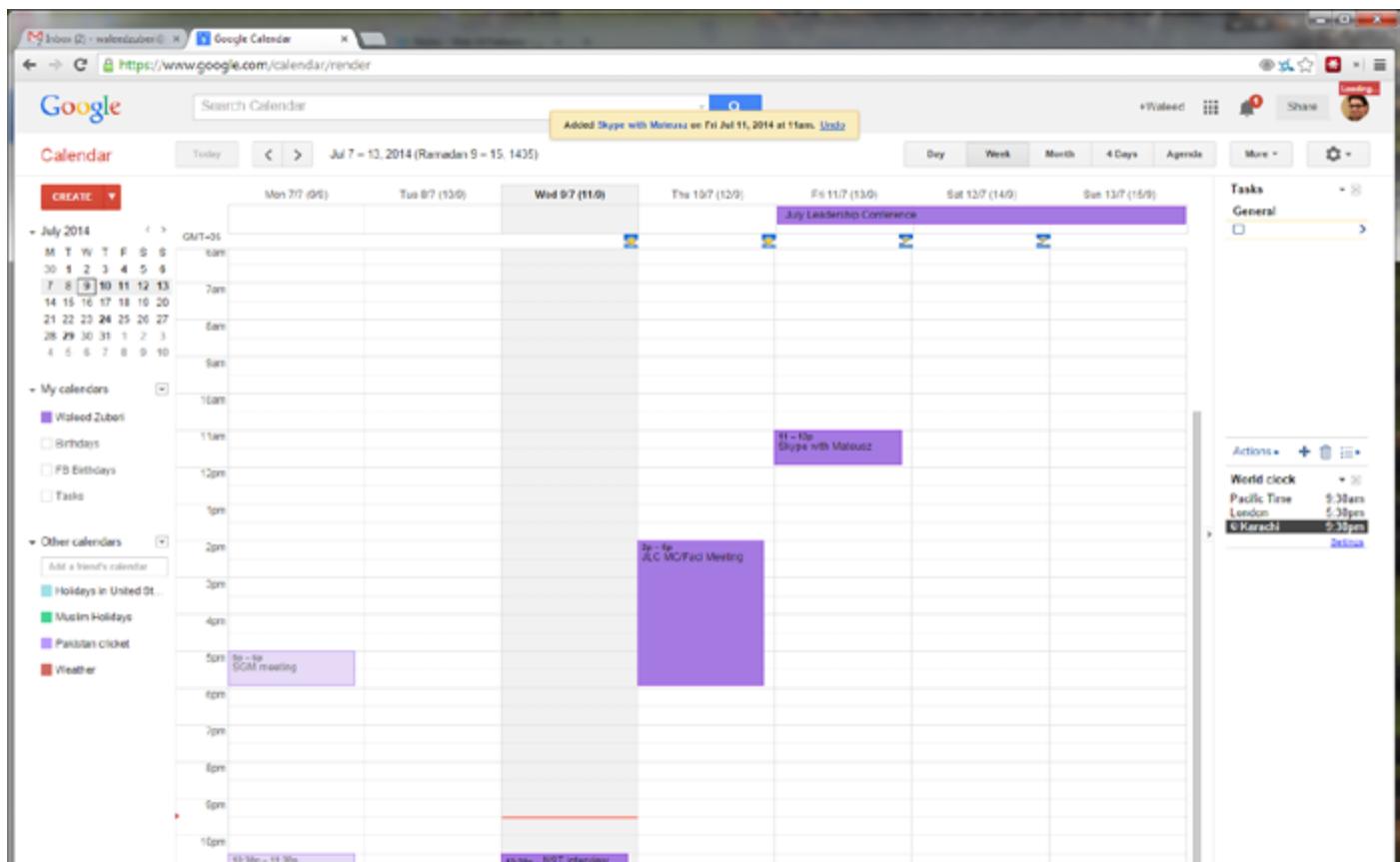


Photo credit: [Calendar](#)

This screenshot shows the Asana Notes interface. The main area is a list of tasks with a search bar at the top. A sidebar on the left contains project navigation and a 'Notes' section. A sidebar on the right displays a 'Web UI Patterns' section with a green checkmark, a list of items, and a 'Sources' section with links to UX archive and Peter Tap. A task in the notes list is marked as completed.

Photo credit: [Asana](#)

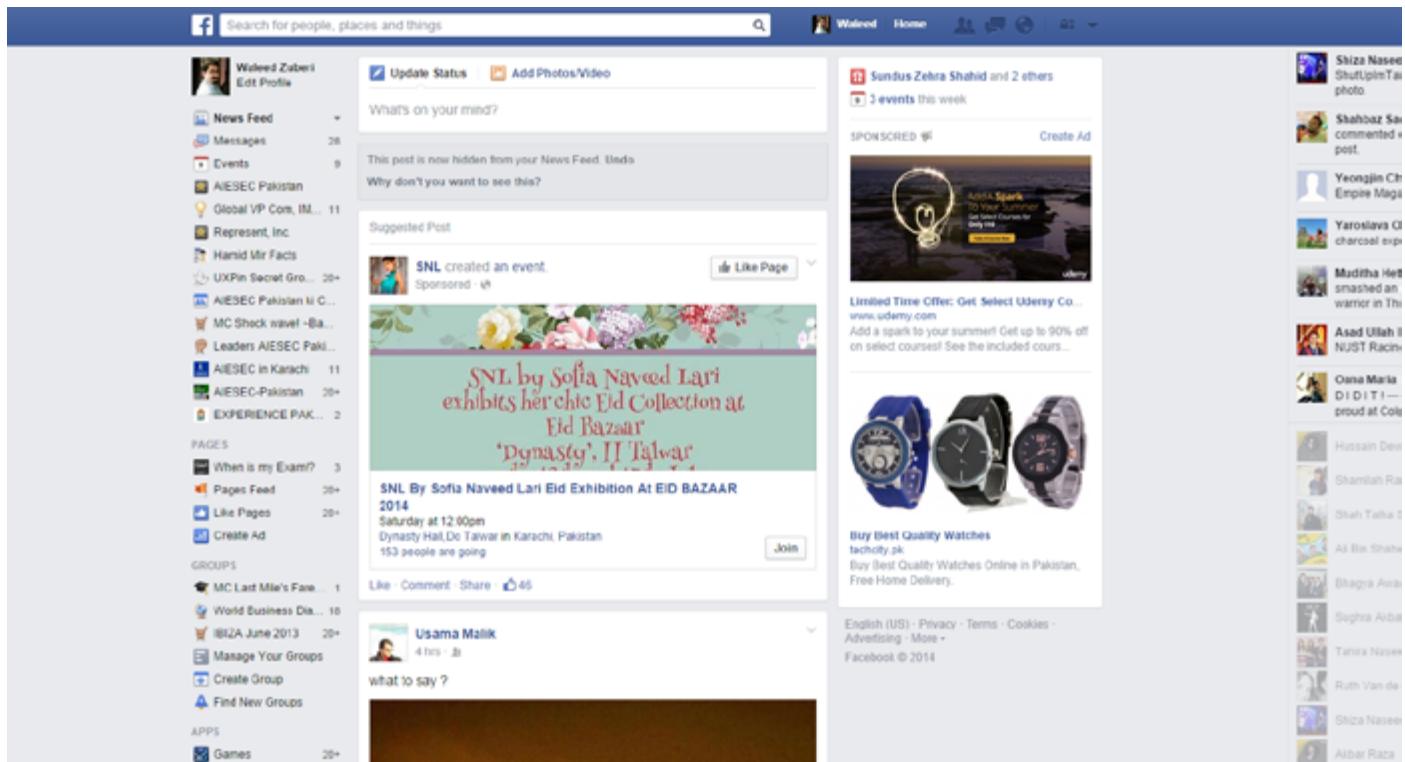


Photo credit: [Facebook](#)

PROBLEM

The user wants to take actions quickly without interruptions (ex: confirmations) but with the option of reverting accidental actions.

SOLUTION

Provide an easy way for users to undo their actions instead of just asking them to confirm beforehand. Situations where an action can cause inconvenience or loss of data if done by accident or in haste, for example deleting an email or editing some text. The user may have completed an action because they didn't know what to expect; a forgiving UI that lets them experiment can be more engaging and friendly. The ability to undo is also great for power users, who will appreciate feeling more in control without the UI holding their hand throughout the process repeatedly asking if they're sure they want to proceed. A confirmation popup can be useful at explaining what's about to happen, but users may not understand the implications until they see the result of their action. Not to mention the time it saves. In cases like these it's best to get out of the way while providing a safety net in case of mistakes. Allowing users to edit their input is another way of giving users a chance to "undo" their actions.

4

Navigation

Jump to Section

EXAMPLES

Pinterest, Tumblr

The screenshot shows a Pinterest board titled 'Waled'. The board features a variety of pins: 1. 'Teriyaki Chicken Lettuce Wraps' by Teodorik Mensi, with 74 pins. 2. 'The rings of Moray, an old Incan agricultural site in Sacred Valley of the Inca' by Luke Dean-Weymark, with 175 pins. 3. 'Sausage roll' by Cody Stonerock, with 151 pins. 4. 'Diving Humpback Whale - Photographer: Wayne Levin.' by Evan Sharp, with 670 pins. 5. 'DRESS YOUR TECH / 48' by Hannah Hennes, with 5 pins. 6. 'Letter U' by Rifle Paper Co., with 15 pins. 7. 'MOREAU & SHAPIRO PUBLIC LIBRARY' by Methane Studios, with 4 pins. 8. 'Long Overdue - Save the Date Postcards #marriage #inspiration' by Patrick Welker, with 5 pins. 9. 'Amala Organic Skincare Range' by Hannah Hennes, with 79 pins. The board also includes a sidebar for 'Waled' and a search bar at the top.

Photo credit: [Pinterest](#)

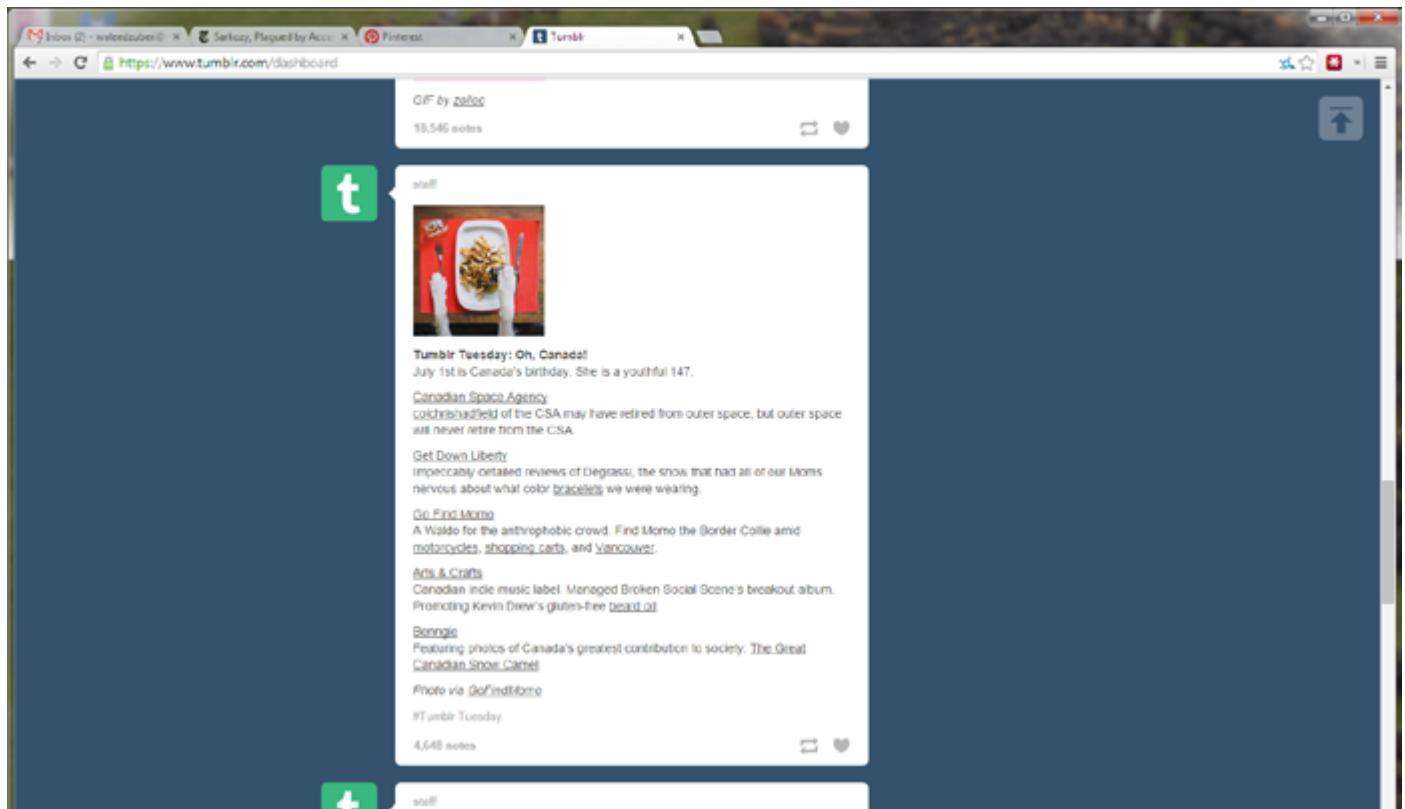


Photo credit: [Tumblr](#)

PROBLEM

The user wants to jump through whole sections of a web app or content quickly.

SOLUTION

Create a shortcut button or hot spot that takes users directly to a certain part of a web app, typically beginning or end but more commonly other specific points. For example, users can click a tab or button to scroll to the top of the page from wherever they are. This comes in handy especially if you're also implementing the Infinite Scroll pattern and the page can get really long as new content is loaded one after the other. If users want to access controls or information that is only visible at the top of the page, returning there after several pages worth of scrolling can be a nightmare. Pinterest solves this user headache by showing an unobtrusive "jump-to-top" button that instantly scrolls the user back.

Single-Page Web Apps

EXAMPLES

Gmail, Asana, Twitter, Spotify

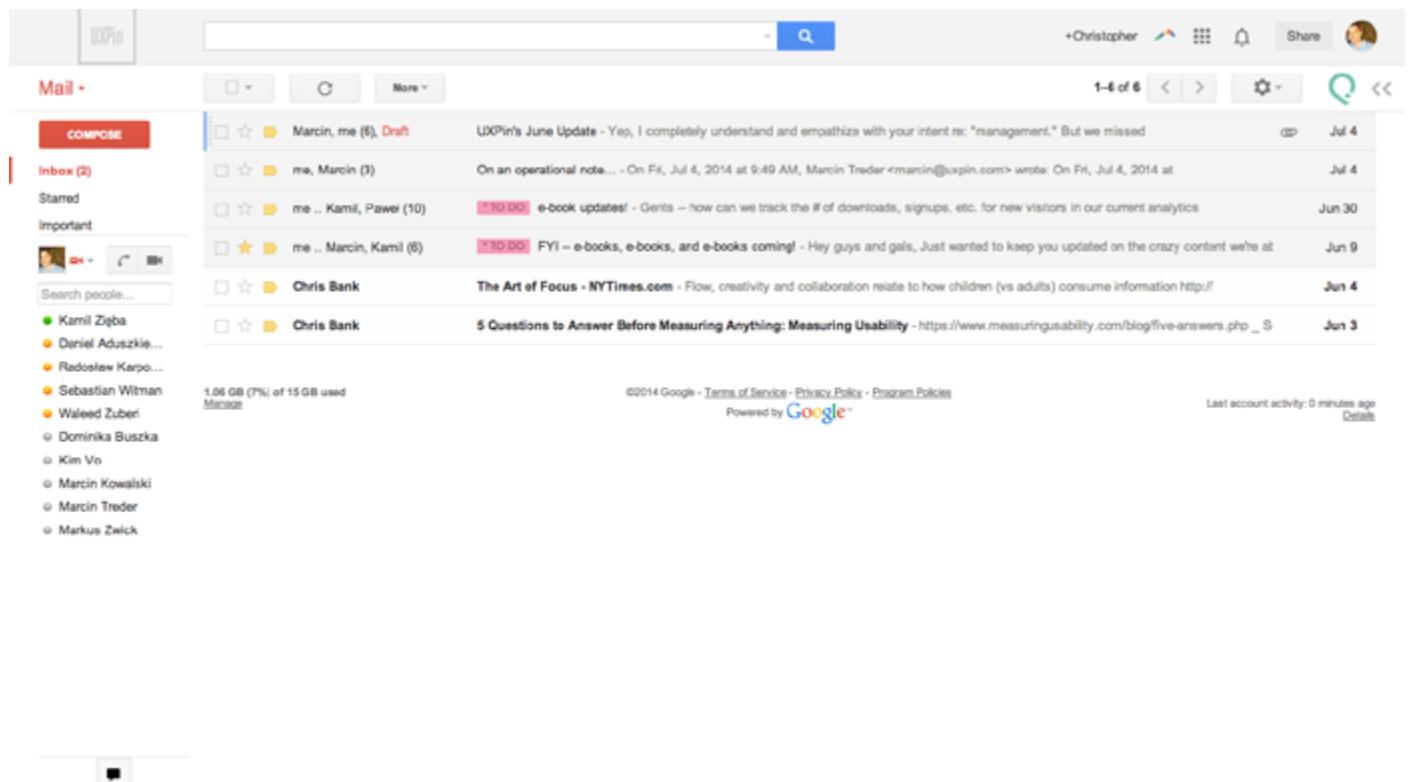


Photo credit: [Gmail](#)

The screenshot shows the Asana web interface. On the left, a sidebar lists various projects and tasks under categories like 'PERSONAL', 'PROJECTS', and 'Team Calendar'. The main area is titled 'Travel' and contains a list of tasks with due dates. A calendar view is also present. A large, semi-transparent callout box is overlaid on the right side of the screen, containing the text 'Select a task to view its details.'

Photo credit: [Asana](#)

The screenshot shows the Twitter web interface. The main area displays a timeline of tweets from various accounts, including 'The New York Times', 'Mashable', and 'HuffPost Politics'. On the left, a sidebar shows the user's profile information and trends. On the right, a sidebar for the 'World Cup 2014' is open, showing match details for Brazil vs. Netherlands and Germany vs. Argentina, along with a 'Choose your side' button.

Photo credit: [Twitter](#)

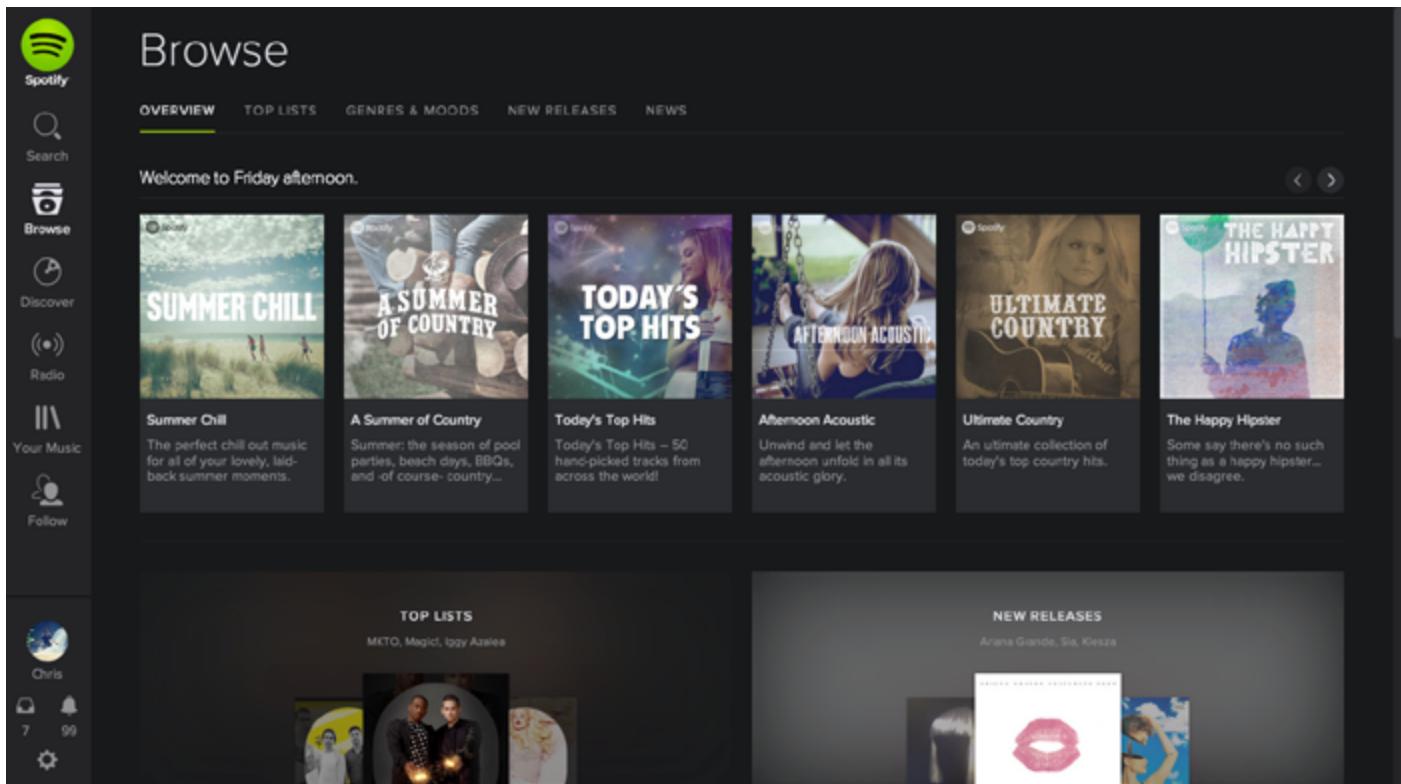


Photo credit: [Spotify](#)

PROBLEM

The user wants a central place to view or take actions on most or all content so they don't have to waste time navigating between pages.

SOLUTION

Use modern web development techniques to build a single-page app that doesn't need to reload itself as the user browses through it. This pattern is more of a complete restructuring of how the web works rather than something you can hack into your app afterwards. In a way, the "page in a single-page app isn't really a page in the traditional web sense, rather it's more of a particular data view. Single-page web apps load asynchronously (using AJAX), in that they perform instantly without the user having to wait for separate pages to load between operations. Gmail is a good example of a single-page app that integrates multiple actions into a single "page". The trend of single-page designs is a less-hardcore implementation of this UI pattern, where all content can be accessed on the same page. This makes browsing much faster and responsive, blurring the line between desktop and web apps. For web apps like Spotify, the single-page app pattern becomes essential when you consider that the user might play music in the background but also browse thro-

ugh more music at the same time; having a single-page app eliminates the need for a page reload, so the music can keep playing. One consideration you'll need to make when implementing a single-page app is the URL structure. Because content is loaded dynamically using JavaScript, URLs can become useless and accessing a particular view can become impossible if not done right. Web apps like Gmail and Twitter overcome this by explicitly generating unique URLs for each view, which also solves the problem of the browser's Back button becoming unusable.

Recommendations

EXAMPLES

Facebook, Spotify, Amazon, Medium



Photo credit: [Facebook](#)

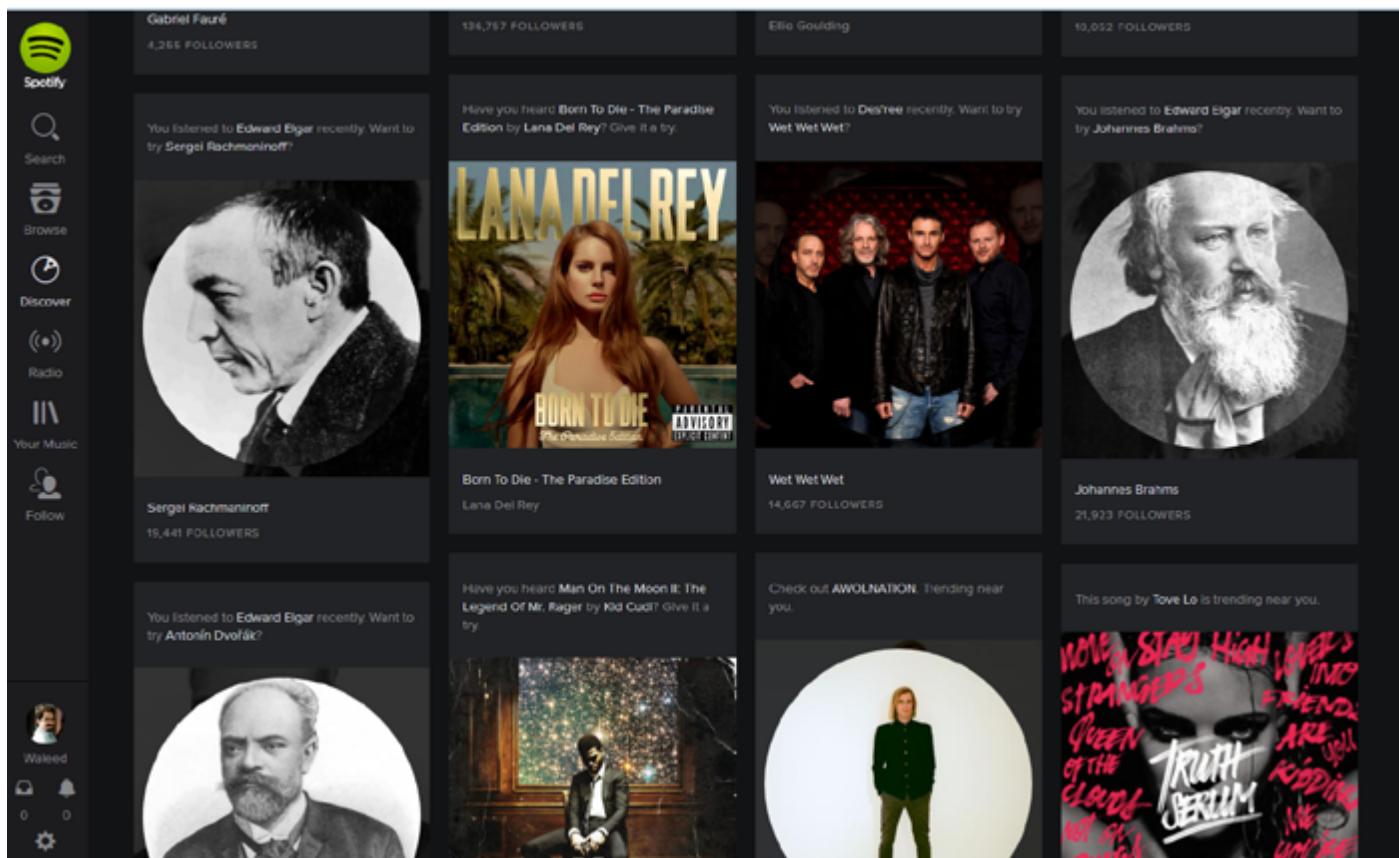


Photo credit: [Spotify](#)

Built to Last: Successful Habits... [+](#)

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Language: English
ISBN-10: 0060516432
ISBN-13: 978-0060516406
Product Dimensions: 8 x 5.3 x 0.9 inches
Shipping Weight: 10.4 ounces (View shipping rates and policies)

kindlematchbook
 If you buy a new print edition of this book (or purchased one in the past), you can buy the Kindle edition for only **\$2.99** (Save 65%). Print edition purchase must be sold by Amazon. [Learn more.](#)

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Photo credit: [Amazon](#)

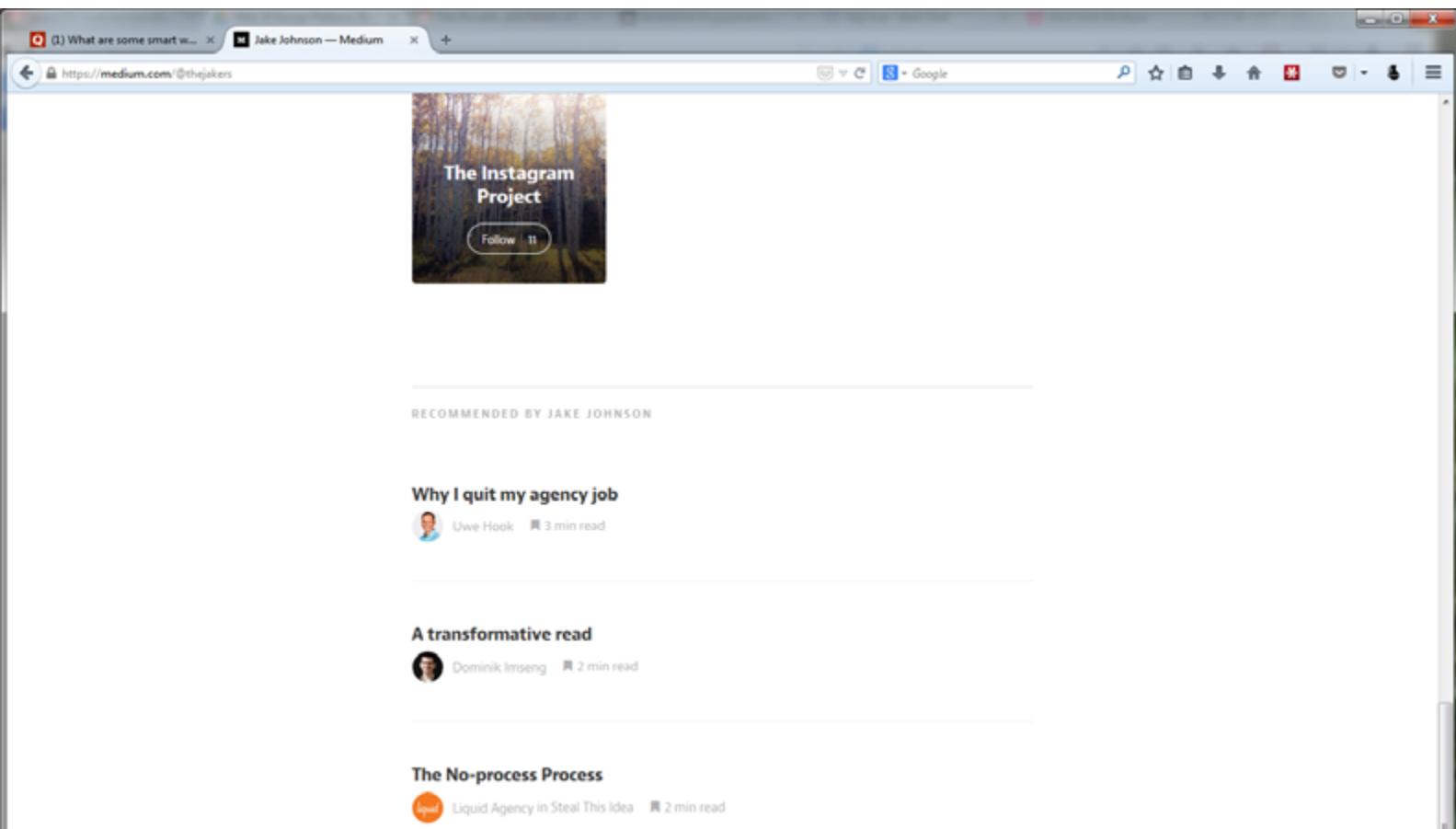


Photo credit: [Medium](#)

PROBLEM

The user wants to know which content to view.

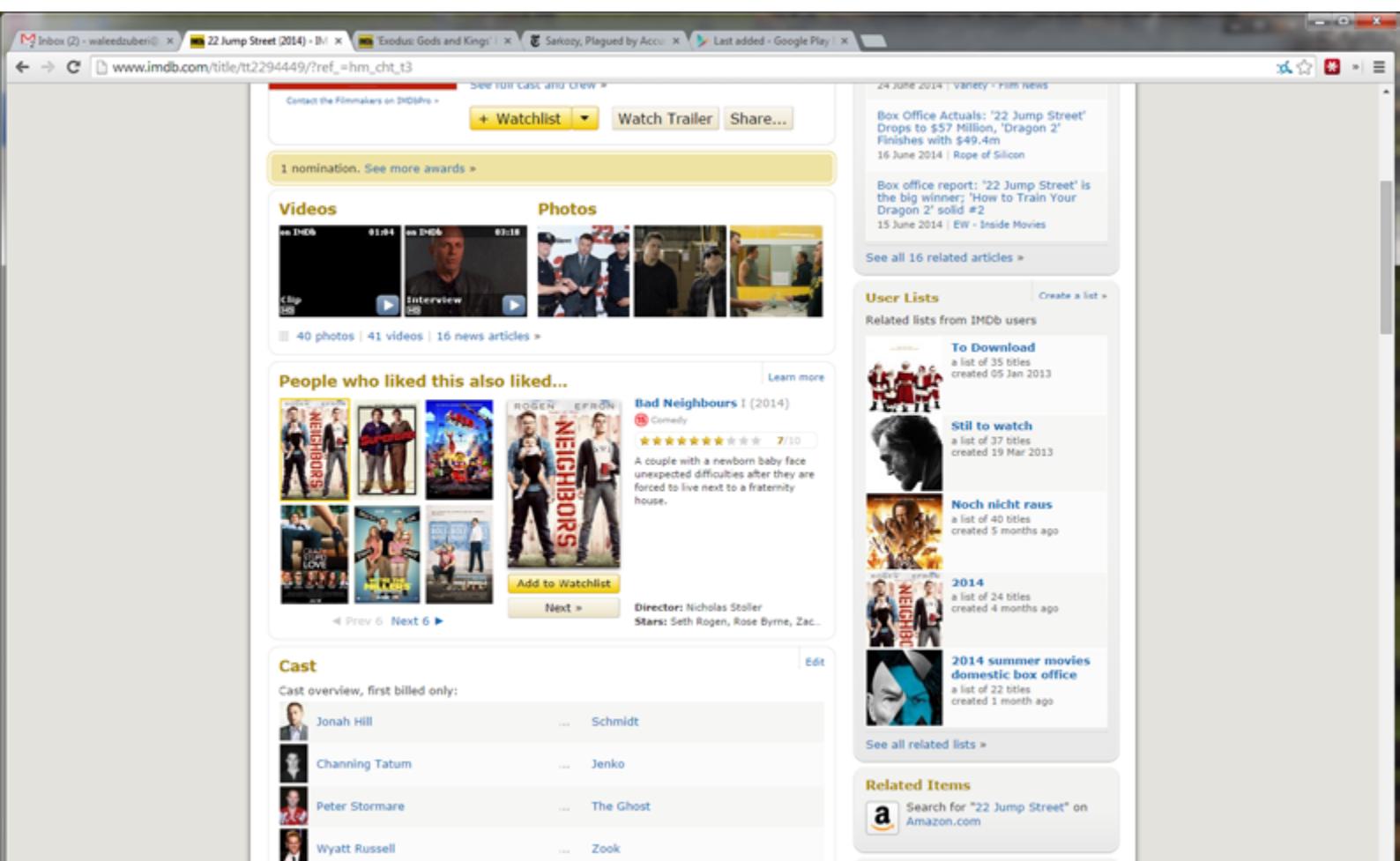
SOLUTION

Show content suggestions and recommendations at various points to help the user browse through your content. Using the information from the user's profile preferences or their past interactions in the app, Facebook, Eventbrite, Spotify and Yelp among many others generate tailored recommendations for their users to help them discover new and related content or connections. These recommendations can come in the form of “popular” or “recently posted” items. Facebook provides “related” pages based on the user’s interactions with posts in their timeline as well as a more dedicated recommendations section where users can discover new pages and people to follow. The stream of content available to users can be endless especially in social web apps that feature user-generated content; providing a robust recommendations engine in the UI can be a great way to help them discover new content.

Related Content

EXAMPLES

IMDb, Facebook, New York Times, Airbnb



The screenshot shows the IMDb movie page for '22 Jump Street' (2014). The page includes a navigation bar with links to 'Inbox', '22 Jump Street (2014)', 'Exodus: Gods and Kings', 'Sarkozy, Plagued by Accusation', and 'Last added - Google Play'. The main content area features a 'Watchlist' button, a 'Watch Trailer' button, and a 'Share...' button. Below these are sections for 'Videos' (including a clip and an interview) and 'Photos' (with a grid of 16 images). A sidebar on the right displays news articles: 'Box Office Actuals: "22 Jump Street" Drops to \$57 Million, "Dragon 2" Finishes with \$49.4m' (24 June 2014) and 'Box office report: "22 Jump Street" is the big winner; "How to Train Your Dragon 2" solid #2' (15 June 2014). There is also a link to 'See all 16 related articles'. The 'User Lists' section shows several lists: 'To Download' (35 titles, created 05 Jan 2013), 'Still to watch' (37 titles, created 19 Mar 2013), 'Noch nicht raus' (40 titles, created 5 months ago), '2014' (24 titles, created 4 months ago), and '2014 summer movies domestic box office' (22 titles, created 1 month ago). The 'Related Items' section includes a link to 'Search for "22 Jump Street" on Amazon.com'. The 'Cast' section lists the main actors: Jonah Hill, Channing Tatum, Peter Stormare, and Wyatt Russell, each with a small profile picture and their character names.

Photo credit: [IMDb](#)

Photo credit: [Facebook](#)

Photo credit: [New York Times](#)

NYC you'll be close to. Also if you're on a budget the train from LGA and JFK airports come RIGHT to my place! This will cost \$2.50 instead of a \$70 taxi.

Guest Access
Feel free to roam the place, kitchen, living room, bathroom whatever its yours.

Interaction with Guests
I love to hang and meet new people but I'm not intrusive. I work and go out a lot so you won't see much of me unless you opt to join.

The Neighborhood
The Theater District - the median rent for a 3 bed in this area is \$6,300 a month. That's how cool it is. It's the throbbing heart of NYC. Where the Broadway stars live, where the shows are, the streets are wall to wall bars, restaurants, lounges, boutiques, and spots too trendy to fall into any of those categories. A great place to explore from.

Getting around
There's 2 major subways a block away (A/C/E and 1/2/3). Or walk to Times Square, all the trains come there. Every subway line is convenient. But definitely venture out to see all the areas. Or come visit me for lunch and see the World Trade Center Memorial on Wall Street.:-) That's a 15 min train ride.

Other Things to Note

- 1) When you arrive at the apartment, please call me. Please do not arrive in NYC without a phone. It's very easy for people to get lost or delayed on the train so I appreciate a call when you are at the apartment, then it will take me at most 30 minutes to come over and greet you.
- 2) On weekdays check in is before 9am, between 12:30 - 2pm, or after 5:30pm. If you arrive not during one of those times you will have to wait at one of the many cafes nearby.
- 3) Sorry no couples are allowed in my apartment.
- 4) Please don't communicate with other people in the building. NYC'ers aren't the friendly small talk type. So if people ask you questions it's best to ONLY answer with "I'm visiting a friend" that is all.

Accommodates:	1
Bedrooms:	1
Bathrooms:	1
Beds:	1
Minimum Stay:	4 nights
Weekly Price:	\$400 /week
Cleaning Fee:	\$20
Check In:	6:00 PM
Country:	United States
City:	New York
Neighborhood:	Hell's Kitchen
Cancellation:	Strict

Response Rate: 97%
Response Time: within an hour
Calendar Updated: today
[Contact Me](#)

Are you or your friends connected with this host?
Over 600 million social connections have been made. Join your friends and see where they've stayed.
[Log in with Facebook](#)

Similar Listings

- 3.0 miles away \$50 per night
- 7.5 miles away \$57 per night
- 2.2 miles away \$85 per night
- 0.2 miles away \$115 per night

Photo credit: [Airbnb](#)

PROBLEM

The user wants to browse similar content if the current content isn't exactly what they're looking for or they simply want more.

SOLUTION

Show similar or related content to help the user find more items that are similar to what they're currently viewing. Like Recommendations, this is becoming an essential UI pattern for web apps that feature user-generated content, except rather than tailoring the suggestions based on the user's preferences or previous activity, Related Content is more about showing related items based on the way they are categorized and tagged. Amazon, TIME and New York Times are good examples of sites that show items and stories similar to the one currently being viewed. Medium takes this a step further by allowing readers to suggest related content by adding a link to the article's Further Reading section.

Next Steps

EXAMPLES

Quora, LinkedIn

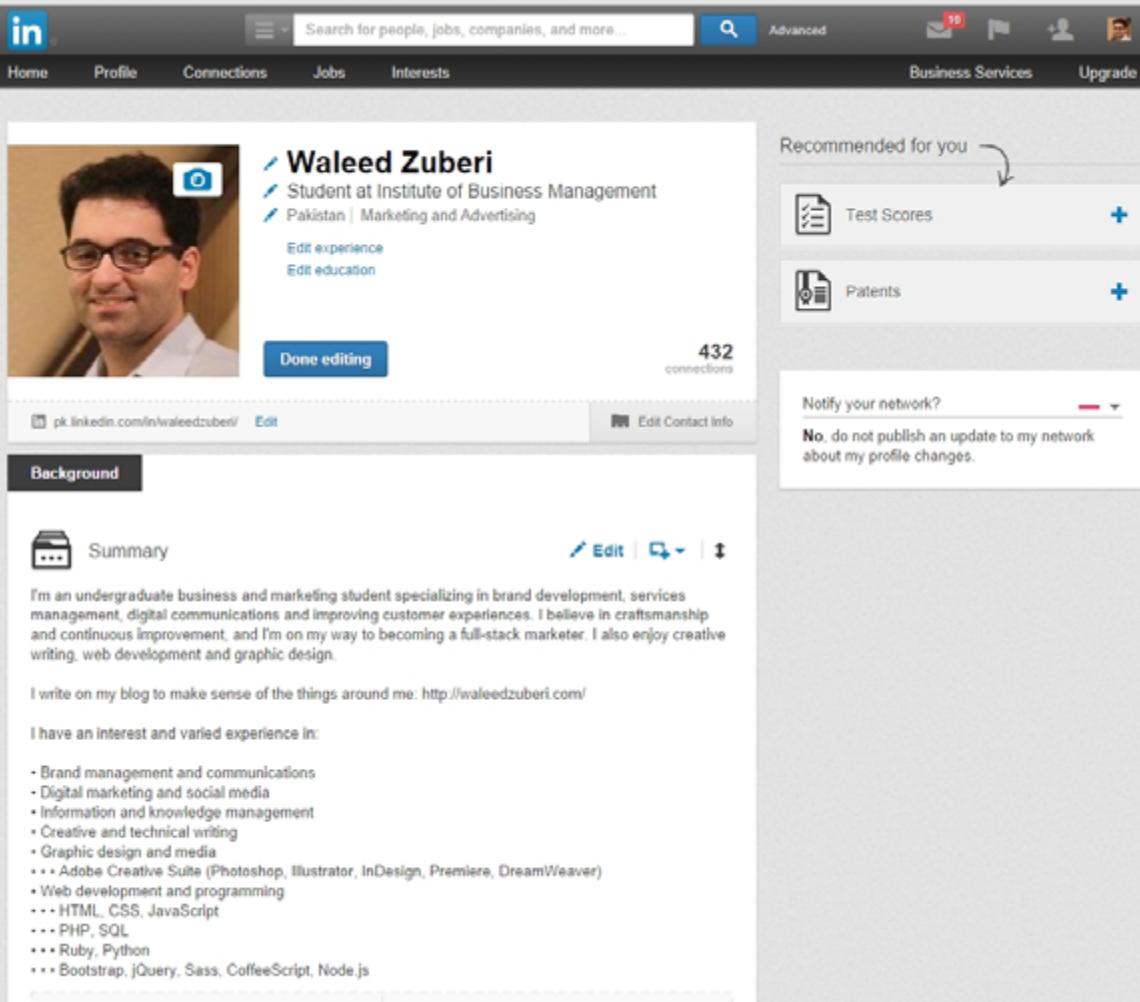
The screenshot shows the Quora homepage with three distinct posts listed:

- QUESTION ADDED TO TOPIC PHILOSOPHY. 32m ago**
Is it true that if you understand something well enough then it can be made simple for explanation?
The answers in my mind is usually in visual form (as I'm a very visual thinker) thus I find it very difficult to explain clearly and simp... (more)
Add an answer. 2 people are waiting.
- ANSWER ADDED TO TOPIC WRITING. 26 Jun, 2013**
*** English (language): Are there any grammatically sound sentences in English, where every word starts with the same letter?**
David Greenspan, Independent linguist
14.5k upvotes by Matt Wasserman, Josh Medrano, Patrick Collison, and 14516 more.
Absolutely. Assembling an appropriate answer appears achievable, assuming an articulate author appropriately adept at alliteration. Behold, by be... (more)
Upvote 14.5k Downvote Comments 264 Share 152
- QUESTION ADDED TO TOPIC BUSINESS. 17m ago**
What is the worst part of your workday and why?
On our daily activities, sometimes we come to hate what we have to do, but still, it has to be done. So we make it happen somehow. ... (more)
Add an answer. 1 person is waiting.
- ANSWER ADDED TO TOPIC PSYCHOLOGY. 10 Feb**
*** Life Advice: How could I thoroughly screw up my life?**
Stan Hayward, Film/TV/Book writer
8k upvotes by Kimberly Thrush, Sam William, Amanda Tendler, and 8056 more.

On the right side of the screen, there is a sidebar titled "Set Up Your Account" with a list of steps:

- ✓ Visit your feed
- ✓ Follow 10 more topics
- ✓ Find your friends on Quora
- ✓ Upvote 5 answers you like
- ✓ Ask your first question
- ✓ Add details about what you know
- ✓ Answer a question

Photo credit: [Quora](#)



Waleed Zuberi
Student at Institute of Business Management
Pakistan | Marketing and Advertising

Edit experience Edit education

Done editing 432 connections

pk.linkedin.com/in/waleedzuberi/ Edit Edit Contact Info

Background

Summary [Edit](#)

I'm an undergraduate business and marketing student specializing in brand development, services management, digital communications and improving customer experiences. I believe in craftsmanship and continuous improvement, and I'm on my way to becoming a full-stack marketer. I also enjoy creative writing, web development and graphic design.

I write on my blog to make sense of the things around me: <http://waleedzuberi.com/>

I have an interest and varied experience in:

- Brand management and communications
- Digital marketing and social media
- Information and knowledge management
- Creative and technical writing
- Graphic design and media
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, DreamWeaver)
- Web development and programming
 - HTML, CSS, JavaScript
 - PHP, SQL
 - Ruby, Python
 - Bootstrap, jQuery, Sass, CoffeeScript, Node.js

Photo credit: [LinkedIn](#)

PROBLEM

The user wants to know what next steps to take after finishing a task.

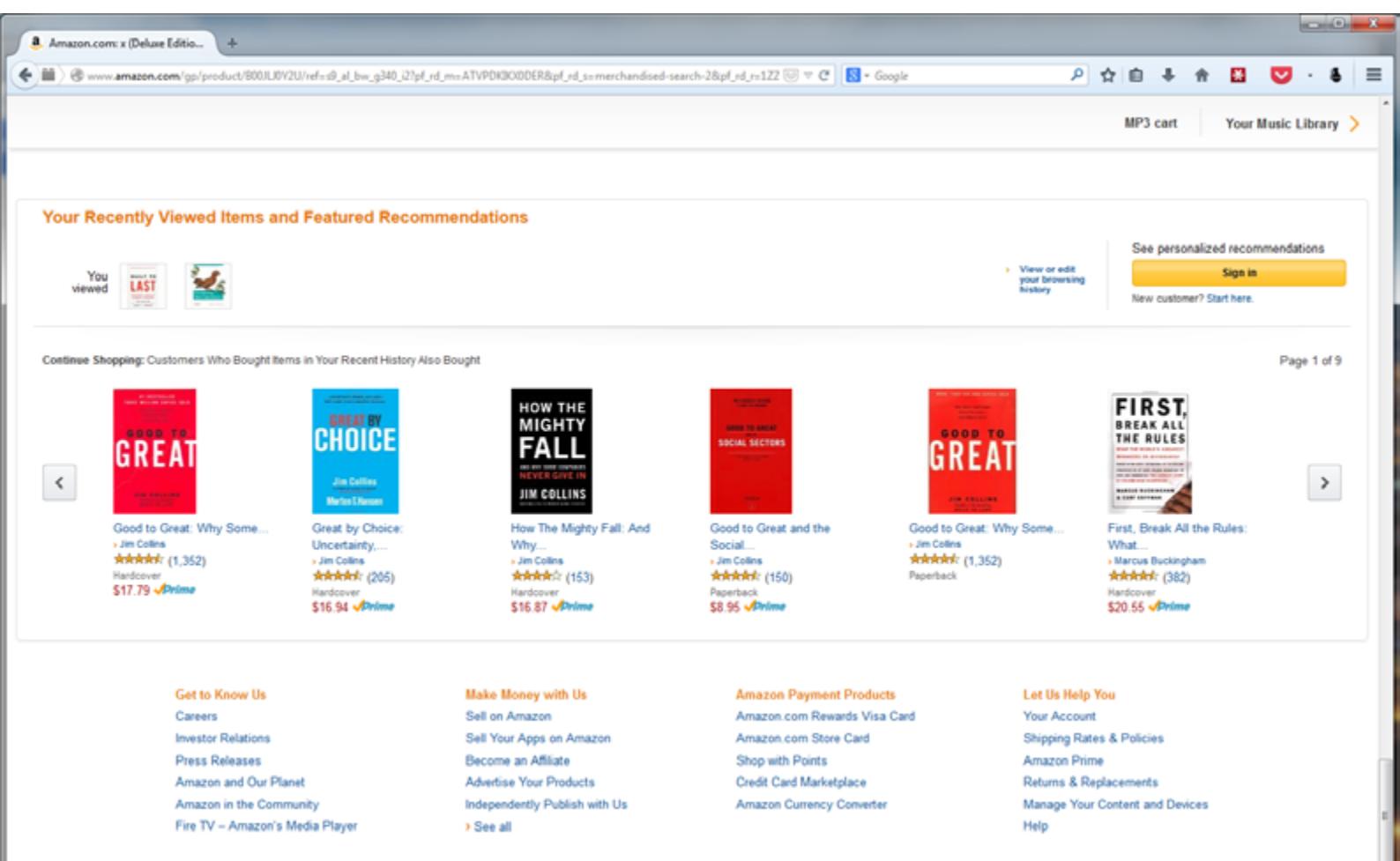
SOLUTION

Give the user a clear list of next steps that they can follow to enrich their experience. Quora for example creates a to-do list for users to follow to complete their profile. LinkedIn does the same by showing a list of sections the user can add to their profile, pairing it with the Completeness Meter pattern to provide users with an incentive. Most complex web apps have multiple user flows, so providing users with a to-do list can be a great way of guiding them along. Another pattern this can be paired well with is Related Content; Medium does this well, by showing the teaser for another article when the user reaches the end of the current one. This keeps the user engaged and immersed in your UI.

History / Recently Viewed

EXAMPLES

Amazon, Google Play Music, Spotify, Facebook



The screenshot shows the 'Your Recently Viewed Items and Featured Recommendations' section on the Amazon website. At the top, there are sections for 'You viewed' (with links to 'LAST' and 'GOALS'), 'View or edit your browsing history', 'See personalized recommendations', and 'Sign in' (with a 'New customer? Start here.' link). Below this, a 'Continue Shopping: Customers Who Bought Items in Your Recent History Also Bought' section displays five book recommendations:

Book Title	Author	Price	Condition
Good to Great	Jim Collins	\$17.79	Hardcover
Great by Choice	Jim Collins, Morten T. Hansen	\$16.94	Hardcover
How The Mighty Fall: And Why...	Jim Collins	\$16.87	Hardcover
Good to Great and the Social...	Jim Collins	\$8.95	Paperback

At the bottom of the page, there are four footer sections: 'Get to Know Us', 'Make Money with Us', 'Amazon Payment Products', and 'Let Us Help You'.

Photo credit: [Amazon](#)

Google play Search music

Music All Access

Last added

500 SONGS
33:42:56
Songs recently added to your collection are automatically added to this playlist.

Shuffle playlist

AUTO PLAYLISTS

Queue

Highly rated

Last added

Free and purchased

Shared with me 49

PLAYLISTS

Blah

Miss Me

Music new

NAME	ARTIST	ALBUM	DATE ADDED	RATING
I Won't Give Up	Jason Mraz	I Won't Give Up	7/9/14, 9:25 PM	11 ★★★★☆
I Run (Single Version)	Embrace	I Run	7/4/14, 9:41 PM	17
Beautiful Times	Owl City	Ultraviolet	7/4/14, 9:39 PM	17
Wings	Birdy	Wings	6/27/14, 5:19 PM	11 ★★★★☆
Photograph	Ed Sheeran	x (Deluxe Edition)	6/27/14, 12:42 AM	15 ★★★★☆
Thinking Out Loud	Ed Sheeran	x (Deluxe Edition)	6/27/14, 1:00 AM	12
Ultraviolence	Lana Del Rey	Ultraviolence (Deluxe)	6/18/14, 8:19 AM	9

Photo credit: [Google Play Music](#)

Spotify

Search

Browse

Discover

Radio

Your Music

Follow

Waleed Zuberi

OVERVIEW RECENTLY PLAYED ARTISTS PUBLIC PLAYLISTS

Destee 17,544 FOLLOWERS

Coldplay 2,962,246 FOLLOWERS

Slovak Radio Symphony Orchestra 11,188 FOLLOWERS

Mikhail Pletnev 2,223 FOLLOWERS

Stefan Town Stefan Anderson

0:10 4:08

Spotify is now free on mobile and tablet!

Download on the App Store

GET IT ON Google play

Photo credit: [Spotify](#)

The screenshot shows the Facebook Activity Log for the user 'Waleed Zuberi'. The main content area displays a list of interactions from July 2014. The interactions include:

- Waleed Zuberi listened to 'What's Love Got To Do With It - 1997 Digital Remaster by Tina Turner on Spotify.'
- Waleed Zuberi listened to 'Come Away With Me by Norah Jones on Spotify.'
- Waleed Zuberi listened to 'Jag saknar dig mindre och mindre by Melissa Horn on Spotify.'
- Waleed Zuberi listened to 'Nothing's Real but Love by Rebecca Ferguson on Spotify.'
- Waleed Zuberi liked Saad Siddiqui's link, which contained the text 'HAHAHAHAHAHAHA'.
- Waleed Zuberi listened to 'I Won't Give Up by Jason Mraz on Spotify.'
- Waleed Zuberi listened to 'Gravity by John Mayer on Spotify.'
- Waleed Zuberi listened to 'Magic by Coldplay on Spotify.'

Below this list, there is a single entry for 'YESTERDAY': 'Waleed Zuberi was tagged in AIESEC in Karachi's photo.' The right sidebar shows recent friend activity, including likes and comments from various users like Syed Raza Abbas, Mokpokpo Kossi Tengue, and others. The URL in the address bar is https://www.facebook.com/waleedzuberi/allactivity?key=year_2014.

Photo credit: [Facebook](#)

PROBLEM

The user wants to recall what they interacted with last.

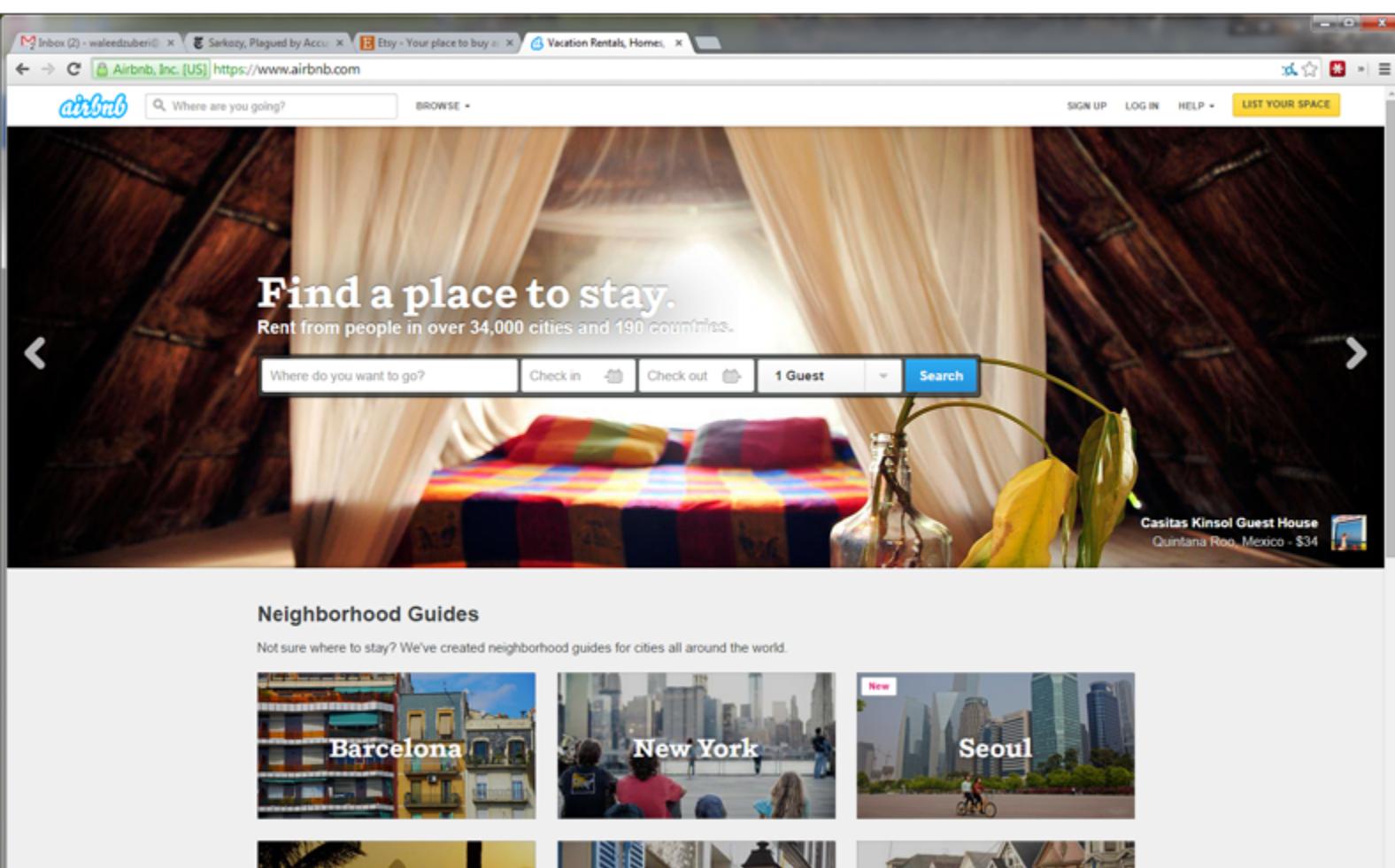
SOLUTION

Let users pick up activities where they last left off. For example, Amazon keeps track of the user's browsing history and shows recently viewed items so that they can get back to them easily if need be. Many web apps also keep track of what the user has been doing and the Facebook Timeline is the ultimate example of this. Not only does a user's Timeline record posts made and photos uploaded, it also logs interactions with other pages and 3rd-party web apps like Spotify in an interactive history that the user can refer back to whenever needed. Google Play Music and Spotify keep track of recently played songs. This pattern helps users keep track of content they've interacted with and can also serve as a way of bookmarking things to do later.

Featured Content

EXAMPLES

Airbnb, Etsy, Facebook, Flickr



The screenshot shows the Airbnb homepage. At the top, there is a search bar with the placeholder "Where are you going?". Below the search bar are buttons for "Check in" and "Check out", and a dropdown for "1 Guest". To the right of these is a blue "Search" button. The main background image is a close-up of a bed with a colorful, patterned blanket. In the bottom right corner of the main image, there is a small inset showing a guest house in Quintana Roo, Mexico, with the text "Casitas Kinsol Guest House" and "Quintana Roo, Mexico - \$34". Below the main image, there is a section titled "Neighborhood Guides" with three examples: "Barcelona", "New York", and "Seoul". Each example has a small thumbnail image and the city name in bold text.

Find a place to stay.
Rent from people in over 34,000 cities and 190 countries.

Where do you want to go? Check in Check out 1 Guest Search

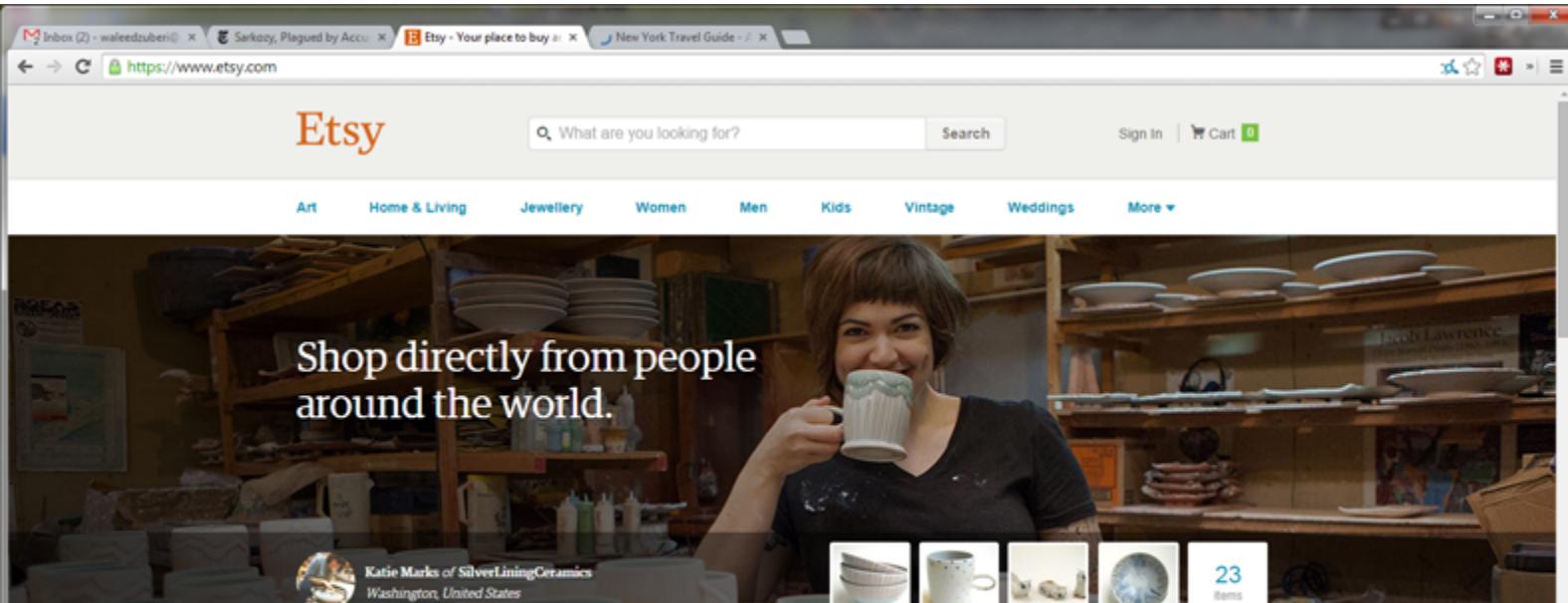
Casitas Kinsol Guest House
Quintana Roo, Mexico - \$34

Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.

Barcelona New York Seoul

Photo credit: [Airbnb](#)



The screenshot shows the homepage of the Etsy website. At the top, there is a navigation bar with links for Art, Home & Living, Jewellery, Women, Men, Kids, Vintage, Weddings, and More. A search bar is located at the top right. Below the navigation, there is a large banner featuring a woman in a pottery studio holding a ceramic mug. The banner text reads: "Shop directly from people around the world." Below the banner, there is a section for "Recent Favourites" with a sub-section for "Discover finds from around the marketplace." A photo credit "Photo credit: Etsy" is visible at the bottom of the page.



The screenshot shows a Facebook news feed. A post from the page "UberFacts" is displayed, featuring a video thumbnail of two hosts in a studio. The caption reads: "Brand New Uber Music Facts Video! | Karli from the Block on KIIS FM". Below the video, there is a link to "KIISFM.COM". The right side of the screen shows a sidebar with recommended pages, events, and a sponsored ad for Udemy.

Photo credit: [Facebook.com](#)

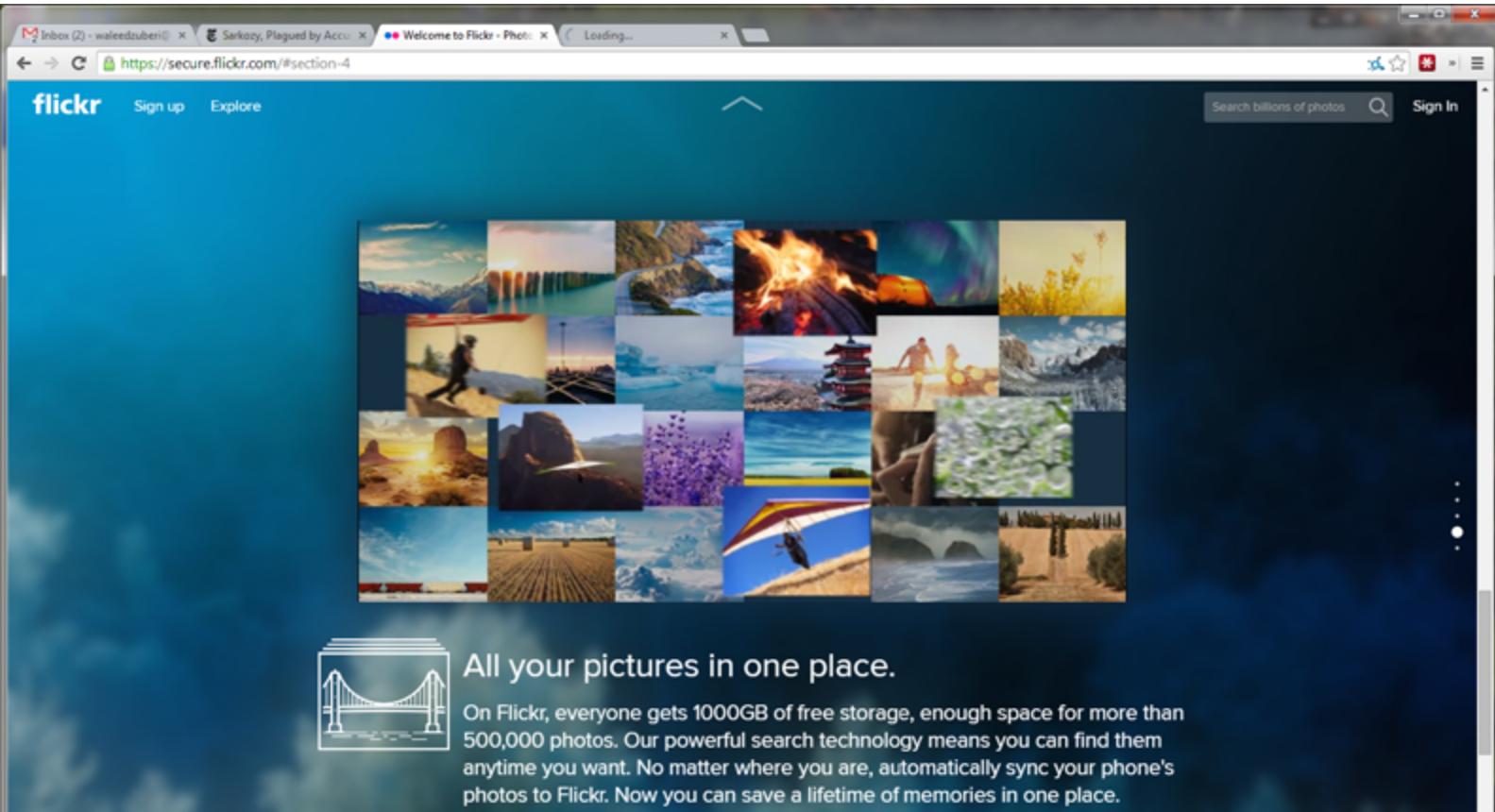


Photo credit: flickr.com

PROBLEM

The user wants to know what kind of content can be created with the app.

SOLUTION

Feature specific content front-and-center for users without it getting lost in the mix of often time-related content. This content could be paid, popular, new, or some other important variable. Featured content serves to show users the possibilities and helps them understand what the platform can accomplish as well as the things other users are using it for. Sites like Airbnb, Etsy and Flickr show random content on the front page that helps users explore the site without having to make a commitment beforehand, as well as encourages existing users by helping them reach greater audiences. On the other hand, it can also help particular pieces of content gain traction by giving it particular importance. Paid or “featured” content can be marked as such to clarify expectations.

Infinite Scroll

EXAMPLES

Pinterest, Facebook, Twitter, Tumblr

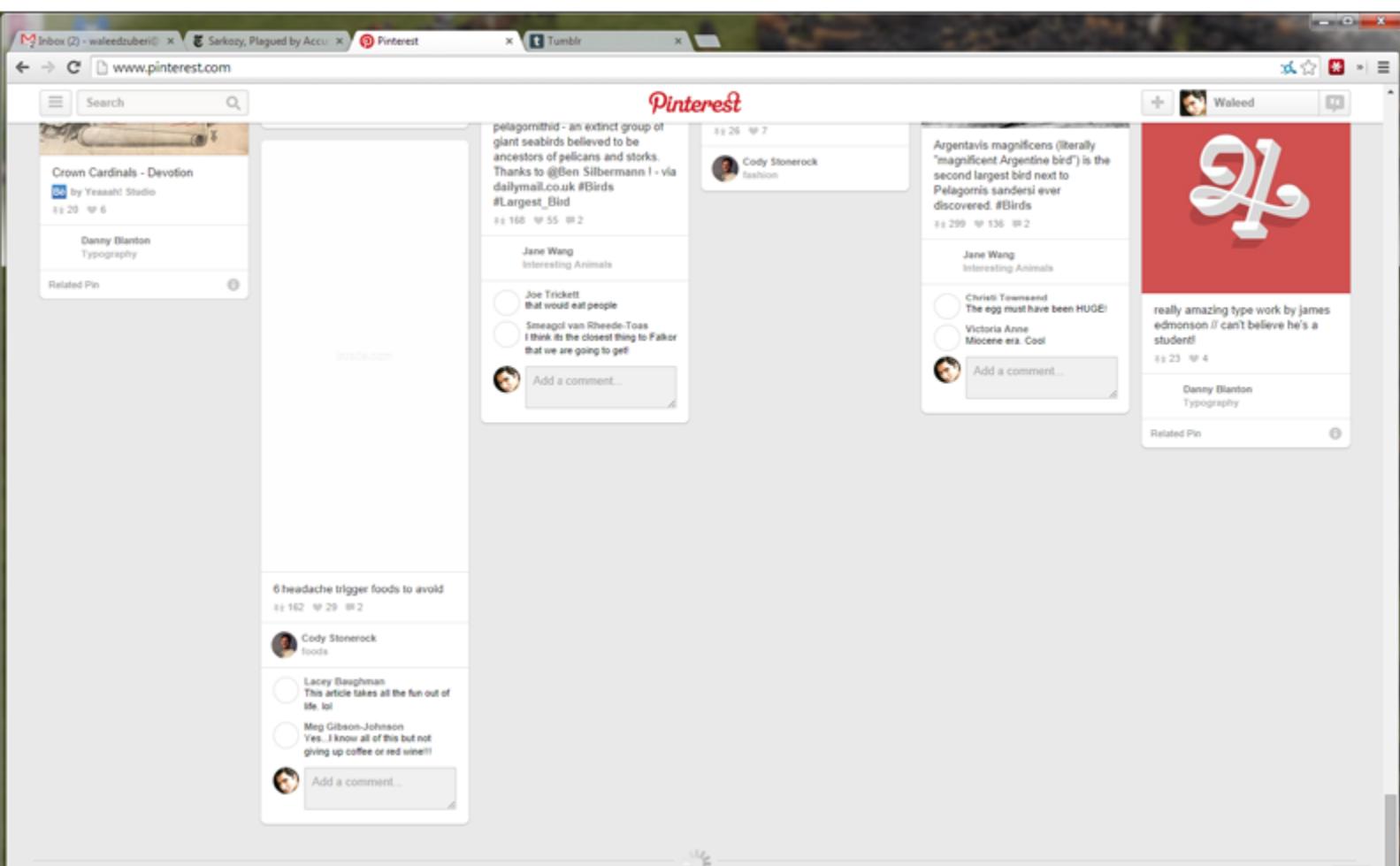


Photo credit: [Pinterest](#)

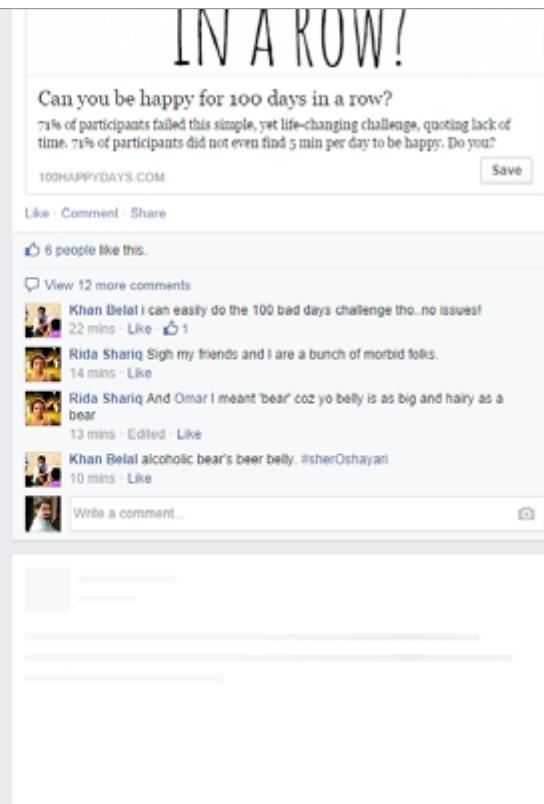


Photo credit: [Facebook](#)

Home Notifications Discover Me Search

@mmichany These companies are ~55% white, ~35% Asian. I wonder if 55% white, 35% black would still be considered "hella white".
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Designmodo @Designmodo · 1h
 Mobile UI Design Patterns. Free E-book By UXPin - uxpin.com/mobile-design-patterns/
[View summary](#) [Reply](#) [Retweet](#) [Favorite](#) [Pocket](#) [More](#)

Saved You A Click @SavedYouAClick · 1h
 No it wasn't. RT @TIMENewsFeed: This was inevitable: 'Game of Thrones' trailer gets '80s VHS remix
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Maria Popova @brainpicker · 1h
 Researchers shed light on the gender gap in our vocabulary, offer a list of "male" vs. "female" words j.mp/1fyUQShC
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [Pocket](#) [More](#)

Medium @Medium · 1h
 "Promoting virality by making member to non-member connections" by @ryantuju medium.com/@ryantuju/pro...
[View summary](#) [Reply](#) [Retweet](#) [Favorite](#) [Pocket](#) [More](#)

Barack Obama @BarackObama · 1h
 Retweet if you agree with the majority of Americans who support comprehensive immigration reform. #OneYearNoAction
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Taimur Asad @TaimurAsad · 1h
 Apple Drops Aperture, iPhoto Development In Favor Of OS X Yosemite's Photos App ow.ly/lyx3kF
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [Pocket](#) [More](#)

Asad Munir @asadmunir38 · Jun 25
 Malik Riaz donates 50 Million for IDPs, Iftikhar Ch donates his son to Balochistan Govt to be appointed as Vice Chairman Board of Investment
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Photo credit: [Twitter](#)

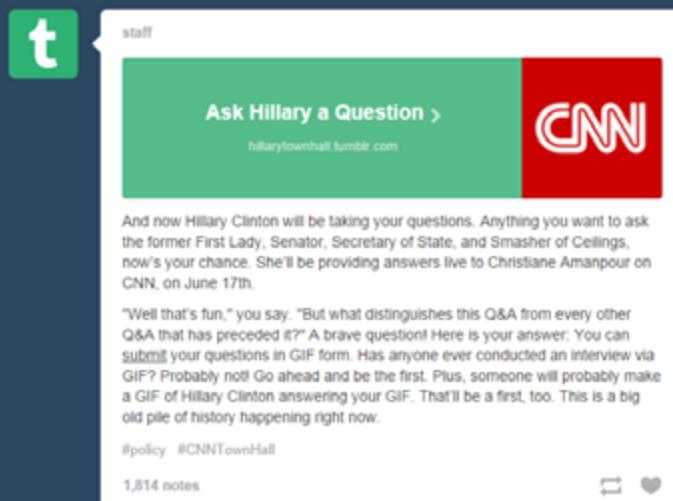
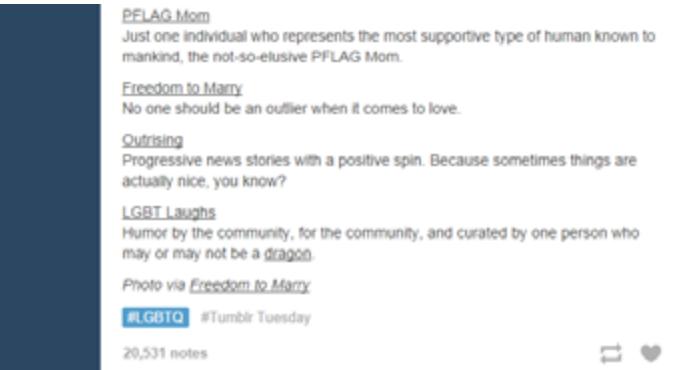


Photo credit: [Tumblr](#)

PROBLEM

The user wants to browse through all content.

SOLUTION

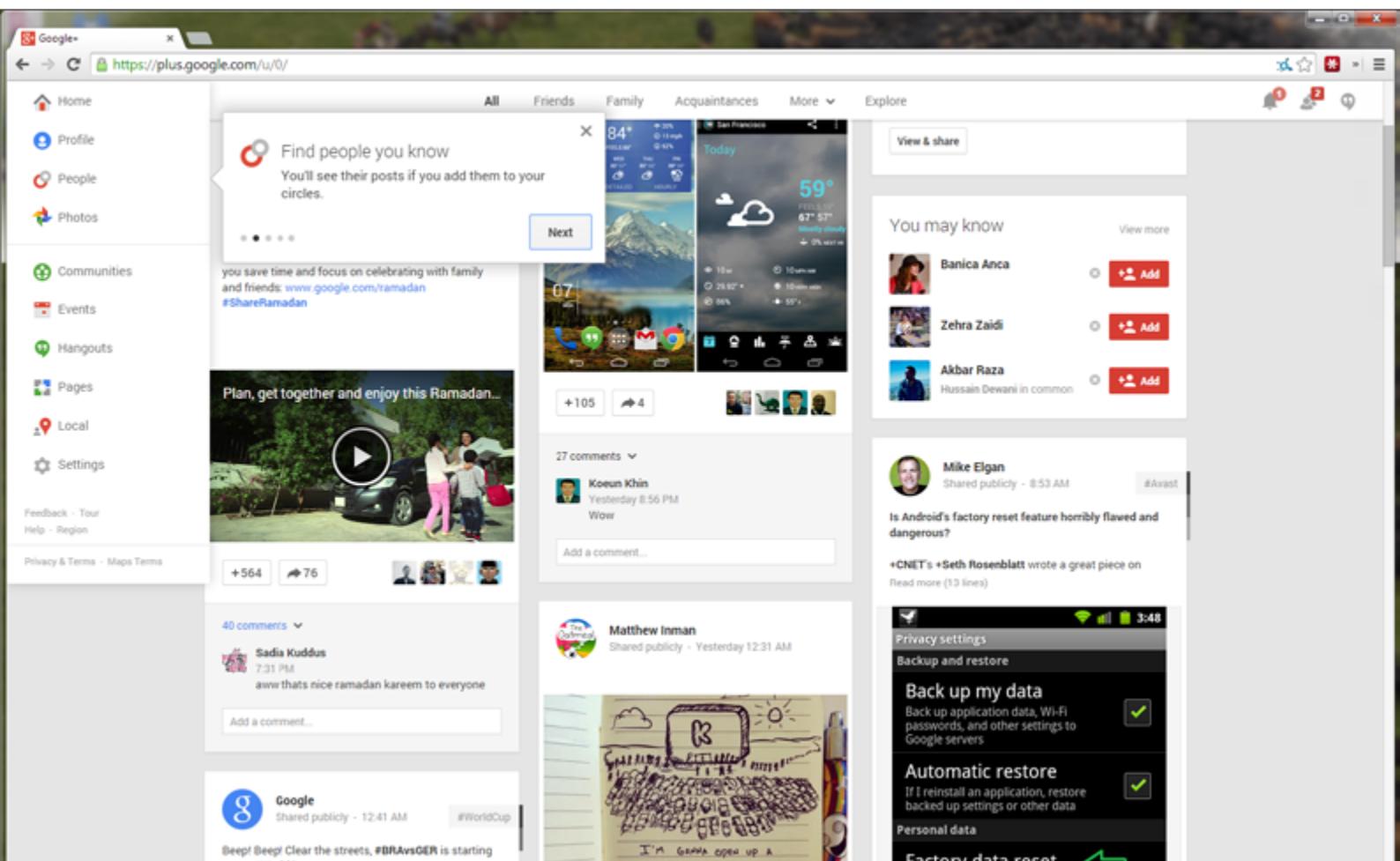
Automatically load the next set or page of content when the user reaches the bottom of the current page, creating the effect of an infinite scrolling page. This way new content is automatically loaded and the user does not have to wait after clicking on a “next page” link. Infinite scrolling works best when there is a lot of content to show, as with most social media giants like Facebook, Twitter, Pinterest and Tumblr among others. However while it's great for browsing content, especially multi-media galleries, two basic problems are that users can become disoriented and lose their place. If they want to skip to a particular point or bookmark to come back later, infinite scroll can cause problems. Facebook works around this when browsing a Ti-

meline by creating a pagination/infinite scroll hybrid that lets you jump to a particular month or year. Pinterest integrates the Scroll to Top pattern, with a small button that lets users jump back to the start of the page.

Walkthroughs & Coach Marks

EXAMPLES

Google+, Slack, Tumblr, Facebook



The screenshot shows the Google+ interface. A modal window titled 'Find people you know' is open, with the text: 'You'll see their posts if you add them to your circles.' and a 'Next' button. Below the modal, a post from 'Google' says: 'you save time and focus on celebrating with family and friends: www.google.com/ramadan #ShareRamadan'. The post has 105 likes and 4 comments. A weather forecast for San Francisco is displayed, showing a high of 84° and a low of 59°. On the right, there's a 'You may know' section with profiles for Banica Anca, Zehra Zaidi, and Akbar Raza, each with an 'Add' button. Below that, a post from 'Mike Elgan' is shown, which has been shared publicly. At the bottom, a screenshot of an Android device's 'Privacy settings' screen is shown, with a green arrow pointing to the 'Factory data reset' option.

Photo credit: [Google+](#)

slackbot | AIESEC Pakistan

https://aiesecpakistan.slack.com/messages/@slackbot/

AIESEC Pakistan

STARRED

comms

CHANNELS

general

random

Create a channel...

DIRECT MESSAGES

slackbot

- Arslan Manzoor
- Hussain Dewani
- Muhammad Asad

PRIVATE GROUPS

mc

New private group...

@slackbot •

Waleed Zuberi 8:07 PM
Zuberi

Slack Bot 8:07 PM
Nice to meet you Waleed Zuberi! (Tip: If you ever need to change your name or profile information, you can do so by editing your [Profile Page](#).)
You can also [add a photo](#) there. Things look so much better with a picture of you. I'm happy to wait while you do that, but if you want to just keep going, say "continue" or "keep going" or even "go".
Nice photo!

Would you like to add your Skype username to your profile? If yes, please enter it now, otherwise type "no".

Waleed Zuberi 8:08 PM
waleed.zuberi

Slack Bot 8:08 PM
OK: [waleed.zuberi](#). Got it.
Would you like to display your phone number on your profile? If so, please enter it now, otherwise say "no".

Waleed Zuberi 8:09 PM
+923232098373

Slack Bot 8:09 PM
OK, last question. What is your role on your team? For example, you might say "Software engineer", "Customer support associate", "Marketing bigwig", or "Pointy-haired Boss" (or "no" if you don't want to set a role).

Waleed Zuberi 8:09 PM
MCVP PR & Communications

Slack Bot 8:09 PM
Congratulations, you have completed your profile! Again, if I got anything wrong, you can edit it on your [Profile Page](#).
Messaging with a robot is okay but working as a team is better. So think about the people on your team that you communicate with the most.
Got someone in mind? To invite them, enter their email addresses (separate multiple addresses with commas). Otherwise type "no".

Waleed Zuberi 8:13 PM
no

Photo credit: [slack.com](#)

tumblr.

Make a blog

And don't stress about it. You can change this stuff whenever

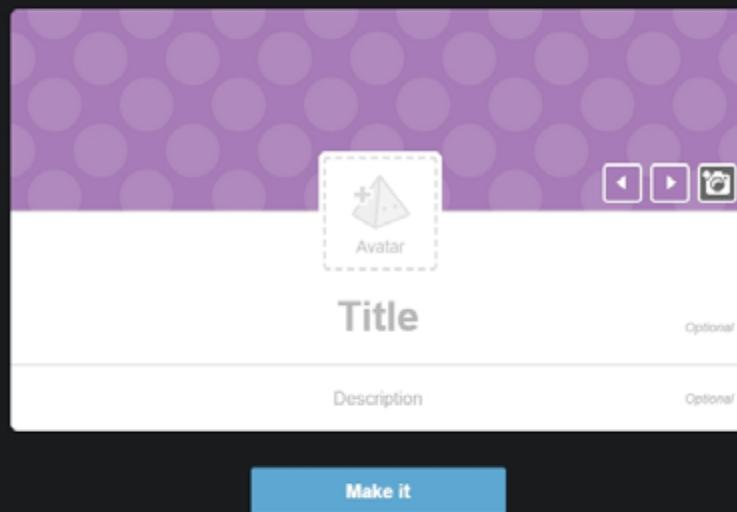


Photo credit: [Tumblr](#)

Photo credit: [Facebook](#)

PROBLEM

The user wants to know how to use the different features of the application.

SOLUTION

Design a walkthrough or tutorial that demonstrates how each function works. A lot of web apps have begun using this technique to show users around when they first launch and there are two basic ways of doing this. Some web apps, like Slack go the route of overlay instructions, highlighting important parts of the UI with “coach marks” to explain what they do. Slack takes things to the next level by integrating a chat bot that helps users set up their profile. This makes perfect sense given that Slack is a chat app, and the “Slackbot” walks the users through filling in their profile information like phone number and display name like a conversation. Alternatively, Tumblr presents a walkthrough to help the user get acquainted. This walkthrough is

also a great time to collect important information that goes beyond simple registrations, much like a setup wizard. The importance of this pattern cannot be stressed enough for any application that isn't immediately intuitive because the more a user knows about your product, the more reasons they'll have to come back.

Overflow Menus

EXAMPLES

Facebook, Spotify, Google, Pinterest



The screenshot shows the Spotify website with the URL <https://play.spotify.com/genre/rock>. The main content is the 'Rock' genre page, featuring a large image of a band performing on stage. On the left, there's a sidebar with various navigation links: Overview, Top Lists, Search, Browse, Discover, Radio, Your Music, Follow, and Focus. The main area displays 'ALL SUBGENRES' and a 'PLAYLISTS' section. One playlist, 'Feel Good Rock', is highlighted with a play button and options to 'Play', 'Add to Play Queue', 'Share...', 'Happy bands. A with this', 'Start Radio', and 'Copy Spotify URL'. Other playlists shown include 'DANCE', 'Rock of the World', and 'EDGE OF ALTERNATIVE'. To the right, there's a sidebar for 'Salut d'amour' by Edward Elgar, featuring a small image of the composer and a snippet of the music. At the bottom right, there are download links for the App Store and Google Play.

Photo credit: [Spotify](#)

The screenshot shows the Google homepage. The top navigation bar includes links for '+Waleed', 'Gmail', 'Images', a grid icon, a bell icon, and a 'Share' button. A user profile picture is also visible. Below the navigation, there's a 'New!' card with the text 'Drag and drop to rearrange your apps.' and a 'Google' logo. The main search area features the Google logo, a search bar with a microphone icon, and buttons for 'Google Search' and 'I'm Feeling Lucky'. To the right, there's a grid of Google app icons: Google+ (G+), Google Calendar (31), Google Drive (blue triangle), YouTube (play button), Google Maps (location pin), Google Photos (colorful photo), Google Play (play button), Google News (newspaper icon), and Google Gmail (envelope icon). At the bottom right of the grid, there's a 'More' button.

Photo credit: [Google](#)

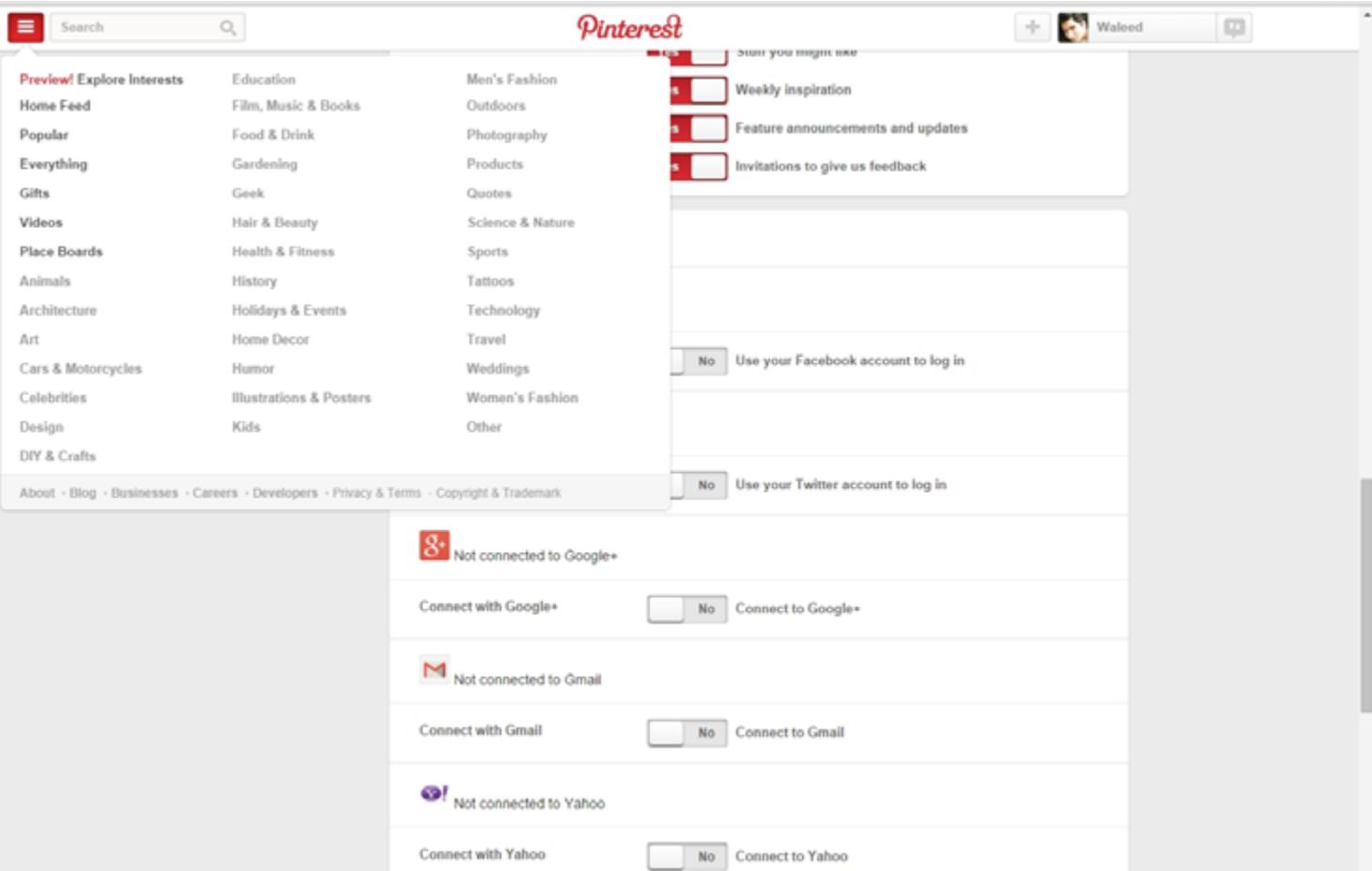


Photo credit: [Pinterest](#)

PROBLEM

The user want quick access to additional options or actions they can perform.

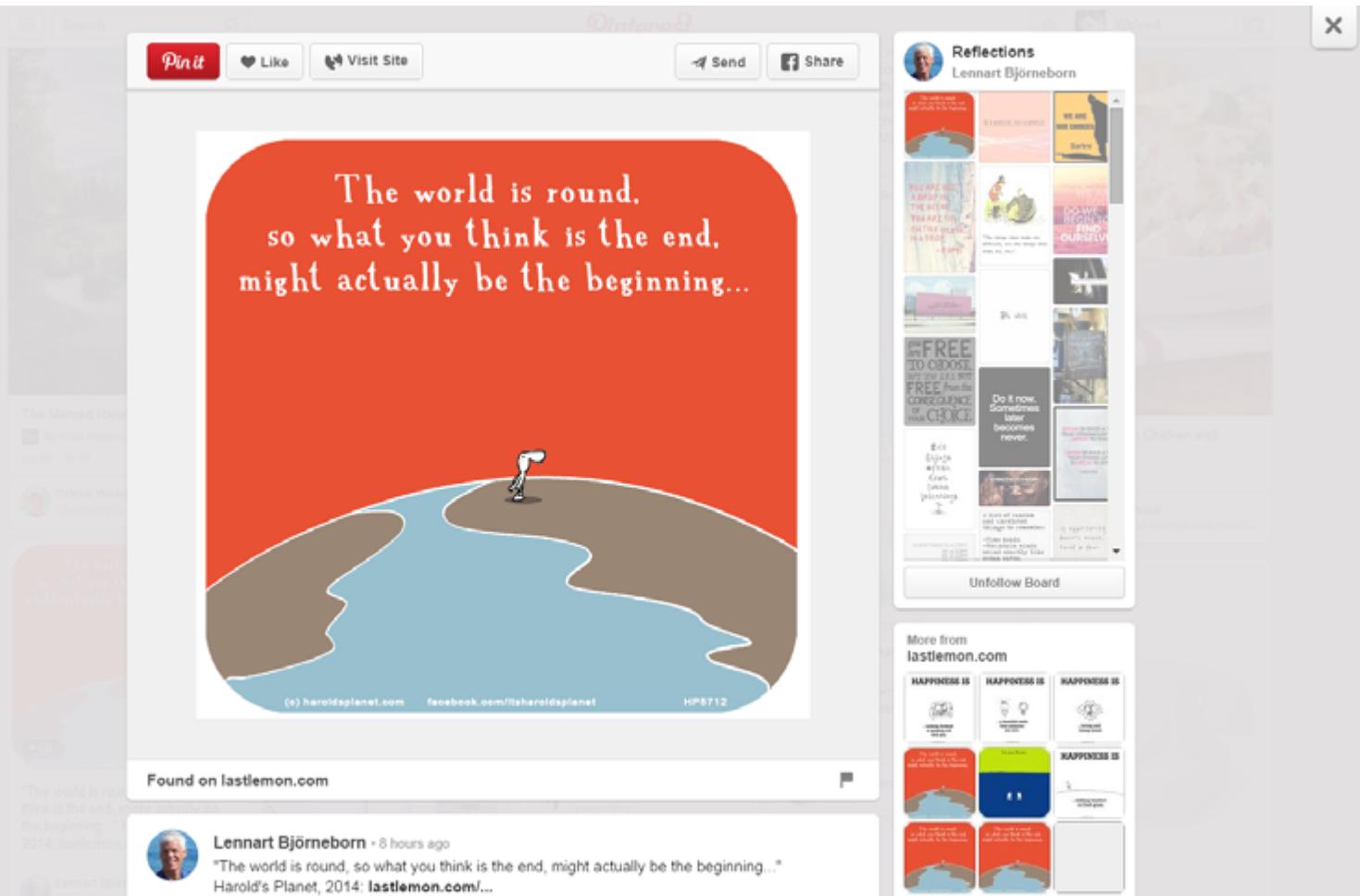
SOLUTION

Hide extra options and buttons in an expandable menu so that they don't clutter the main interface. Both Facebook and Google use “overflow menus” to maintain very clean user interfaces on their web apps by hiding the most important secondary options in an expandable menu. This can also be used to show the most important actions in terms of engagement. For example Pinterest keeps a share on Facebook button visible to help speed up a common and desirable user action on each “pin”. Alternatively, an overflow menu can be used to contain additional menu items or actions as they are incrementally added to the UI.

Morphing Controls

EXAMPLES

Pinterest, Spotify



The world is round.
so what you think is the end,
might actually be the beginning...

(e) haroldspet.com facebook.com/litharoldspet HP8712

Found on lastlemon.com

Lennart Björneborn • 8 hours ago
"The world is round, so what you think is the end, might actually be the beginning..."
Harold's Planet, 2014: [lastlemon.com/...](http://lastlemon.com/)

Photo credit: pinterest.com

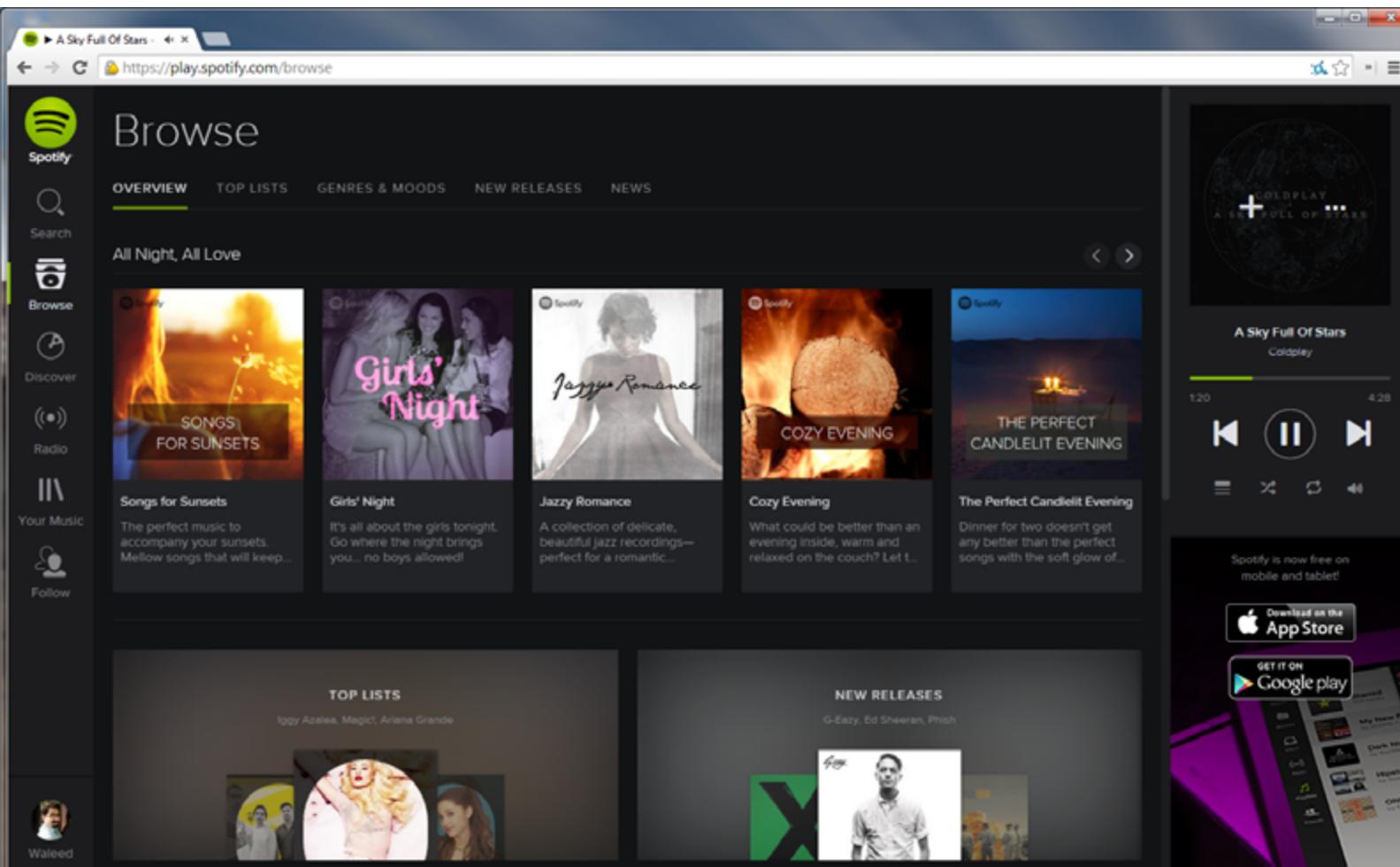


Photo credit: [Spotify](#)

PROBLEM

The user wants to perform different types of actions, but there's limited screen real estate to show all these controls.

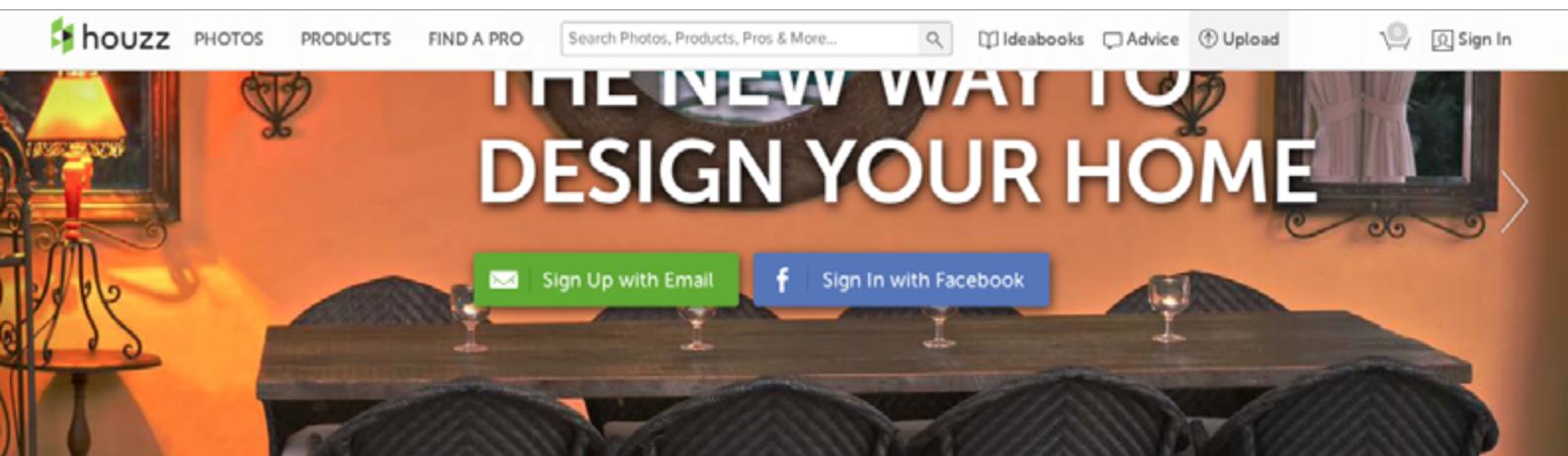
SOLUTION

Replace buttons and on-screen controls with alternative functionality. Depending on what the user is currently doing, the UI could entirely replace an element with another, e.g. "do" and "undo" or "add" and "delete." This makes sense when the alternating actions are related in some way. Pinterest and Facebook use the same button for "like"/"unlike" to save space and also indicate the current state to the user. This UI design pattern saves real estate, makes undoing any action quick and clean, and is an overall playful solution.

“Sticky” Fixed Navigation

EXAMPLES

Houzz, Facebook



The screenshot shows the Houzz homepage. At the top, there is a sticky navigation bar with the following elements from left to right: the Houzz logo, links for 'PHOTOS' and 'PRODUCTS', a 'FIND A PRO' button, a search bar with the placeholder 'Search Photos, Products, Pros & More...', a magnifying glass icon, a 'Ideabooks' button, a 'Advice' button, an 'Upload' button, a shopping cart icon, and a 'Sign In' button. Below the navigation bar is a large banner with the text 'THE NEW WAY TO DESIGN YOUR HOME' in white and orange. Below the banner are two sign-up buttons: 'Sign Up with Email' (green) and 'Sign In with Facebook' (blue). The main content area features a large image of a dining room and two article cards. The first card, titled 'Houzz Tour: Problem Solving on a Sloped Lot in Austin', includes a thumbnail image of a modern house on a hillside, the author 'Matthew Ankeny', the date 'June 23, 2014', a rating of '4', and a description: 'A tricky lot and a big oak tree make building a family's new home a Texas-size adventure'. The second card, titled 'Bathroom Workbook: 7 Elements of Craftsman', includes a thumbnail image of a bathroom, the category 'BATHROOMS', and a description: 'Find the best home professionals in your area >'. At the bottom right, there is a 'Join the Discussion' button.

Today on Houzz

Get Started

ECLECTIC HOMES

Houzz Tour: Problem Solving on a Sloped Lot in Austin

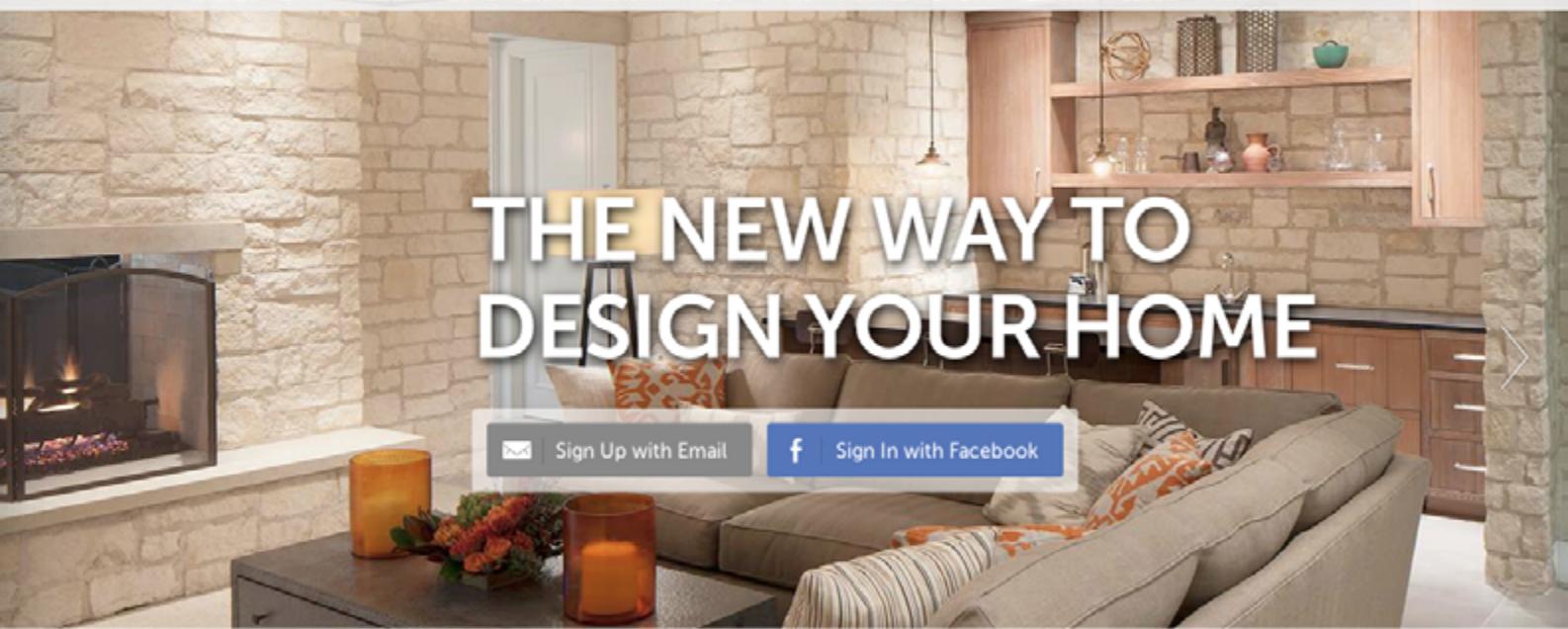
Matthew Ankeny | June 23, 2014 4

A tricky lot and a big oak tree make building a family's new home a Texas-size adventure

BATHROOMS

Bathroom Workbook: 7 Elements of Craftsman

Photo credit: [Houzz](#)



Today on Houzz

Get Started

Photo credit: [Houzz](#)

Photo credit: [Facebook](#)

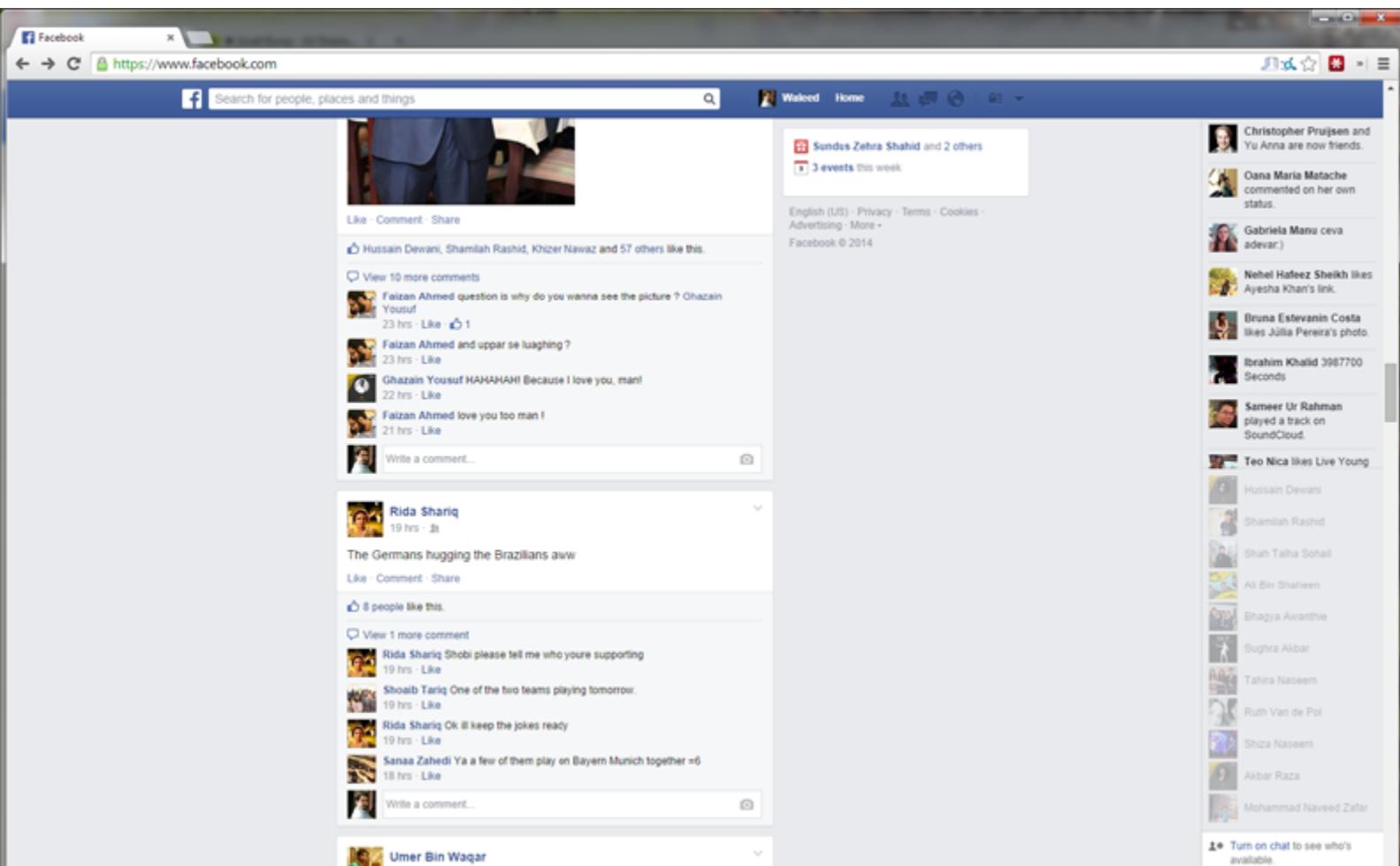


Photo credit: [Facebook](#)

PROBLEM

The user wants to have access to the menus anytime while on the web page.

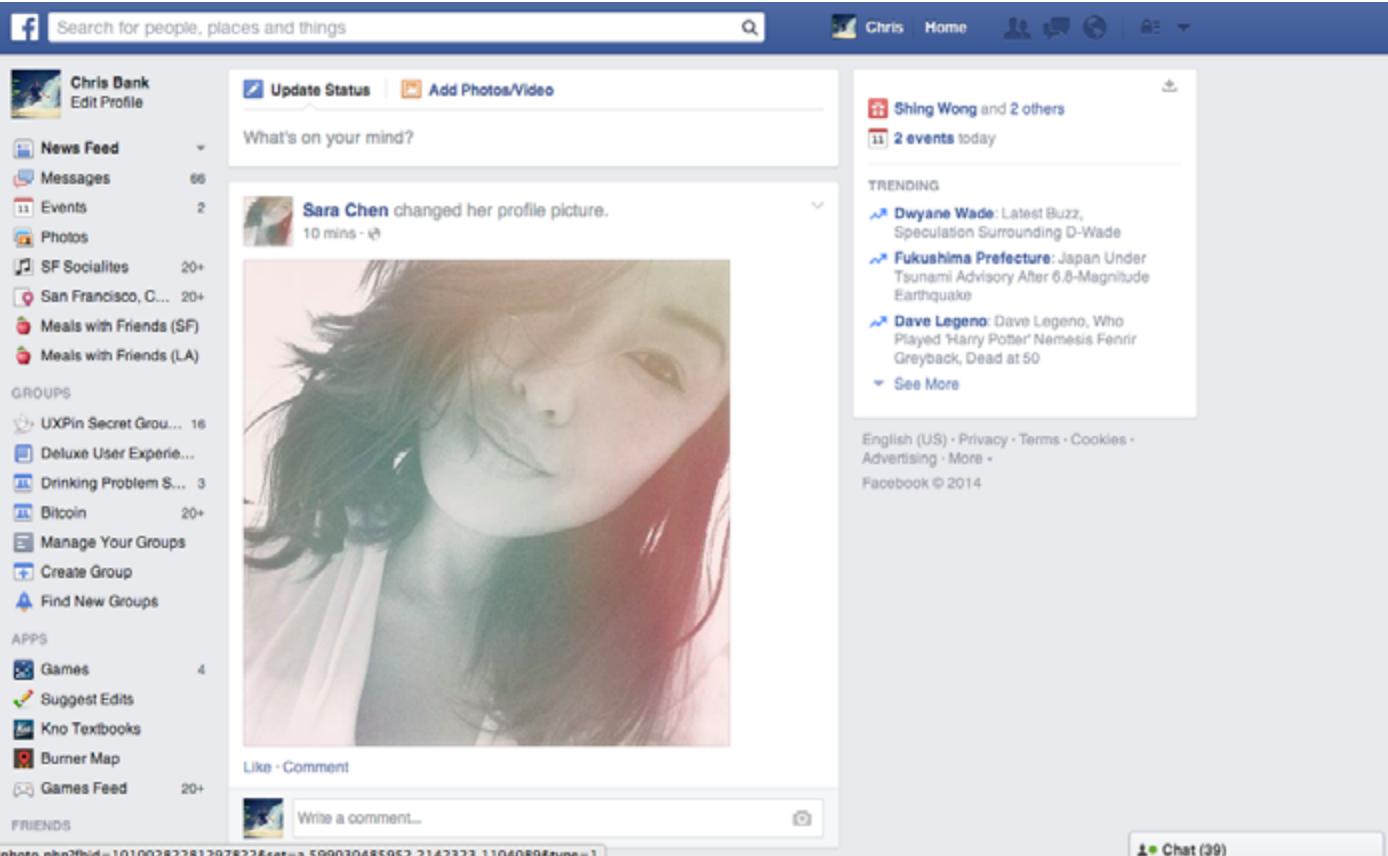
SOLUTION

The top, side, or bottom navigation stays in place while a page is scrolled. In some cases, headings from sub-sections may also become fixed while scrolling and replace or be appended to the existing fixed navigation. The main navigation bar for both Google Plus and Pinterest sticks to the top of the page, allowing users to quickly access those menu items and filters whenever they need to. When paired with the Infinite Scroll pattern, a sticky navigation menu can be a great convenience for users who scroll past more than the first page's worth of content.

Vertical Navigation

EXAMPLES

Facebook, Spotify



The screenshot shows the Facebook Home page. On the left, there is a vertical sidebar with the user's profile picture and name ('Chris Bank'), followed by a list of links: News Feed, Messages (66), Events (2), Photos, SF Socialites (20+), San Francisco, C... (20+), Meals with Friends (SF), and Meals with Friends (LA). Below these are sections for Groups (UXPin Secret Grou..., Deluxe User Experi..., Drinking Problem S..., Bitcoin (20+), Manage Your Groups, Create Group, and Find New Groups. Further down are sections for Apps (Games, Suggest Edits, Kno Textbooks, Burner Map, Games Feed (20+)) and Friends. The main content area shows a post from 'Sara Chen' about changing her profile picture, with a large image of a person's face. To the right of the post is a sidebar with news items: Shing Wong and 2 others, 2 events today, and a Trending section with links to Dwyane Wade, Fukushima Prefecture, and Dave Legeno. At the bottom, there are links for English (US), Privacy, Terms, Cookies, Advertising, and More, along with a copyright notice for Facebook © 2014. The URL in the address bar is <https://www.facebook.com/photo.php?fbid=10100282281297822&set=a.599030485952.2142323.1104089&type=1>.

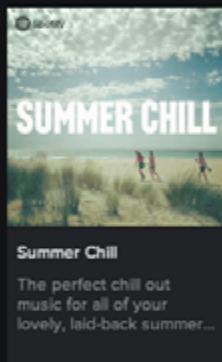
Photo credit: [Facebook](#)



Browse

OVERVIEW TOP LISTS GENRES & MOODS NEW RELEASES NEWS

Welcome to Friday afternoon.



Summer Chill

The perfect chill out music for all of your lovely, laid-back summer...



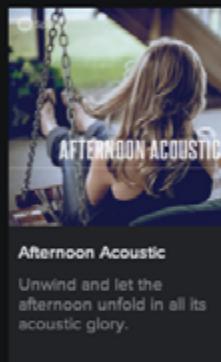
A Summer of Country

Summer: the season of pool parties, beach days, BBQs, and -of course---



Today's Top Hits

Today's Top Hits – 50 hand-picked tracks from across the world!



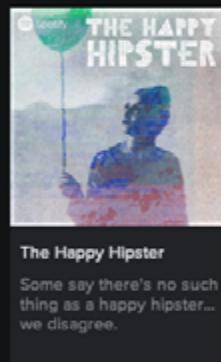
Afternoon Acoustic

Unwind and let the afternoon unfold in all its acoustic glory.



Ultimate Country

An ultimate collection of today's top country hits.



The Happy Hipster

Some say there's no such thing as a happy hipster... we disagree.

TOP LISTS

MKTO, Magic!, Iggy Azalea

NEW RELEASES

Ariana Grande, Sia, Kiesza

Photo credit: [Spotify](#)

VPROBLEM

The user needs a way to navigate between different sections of the app, but there's limited space to show this information.

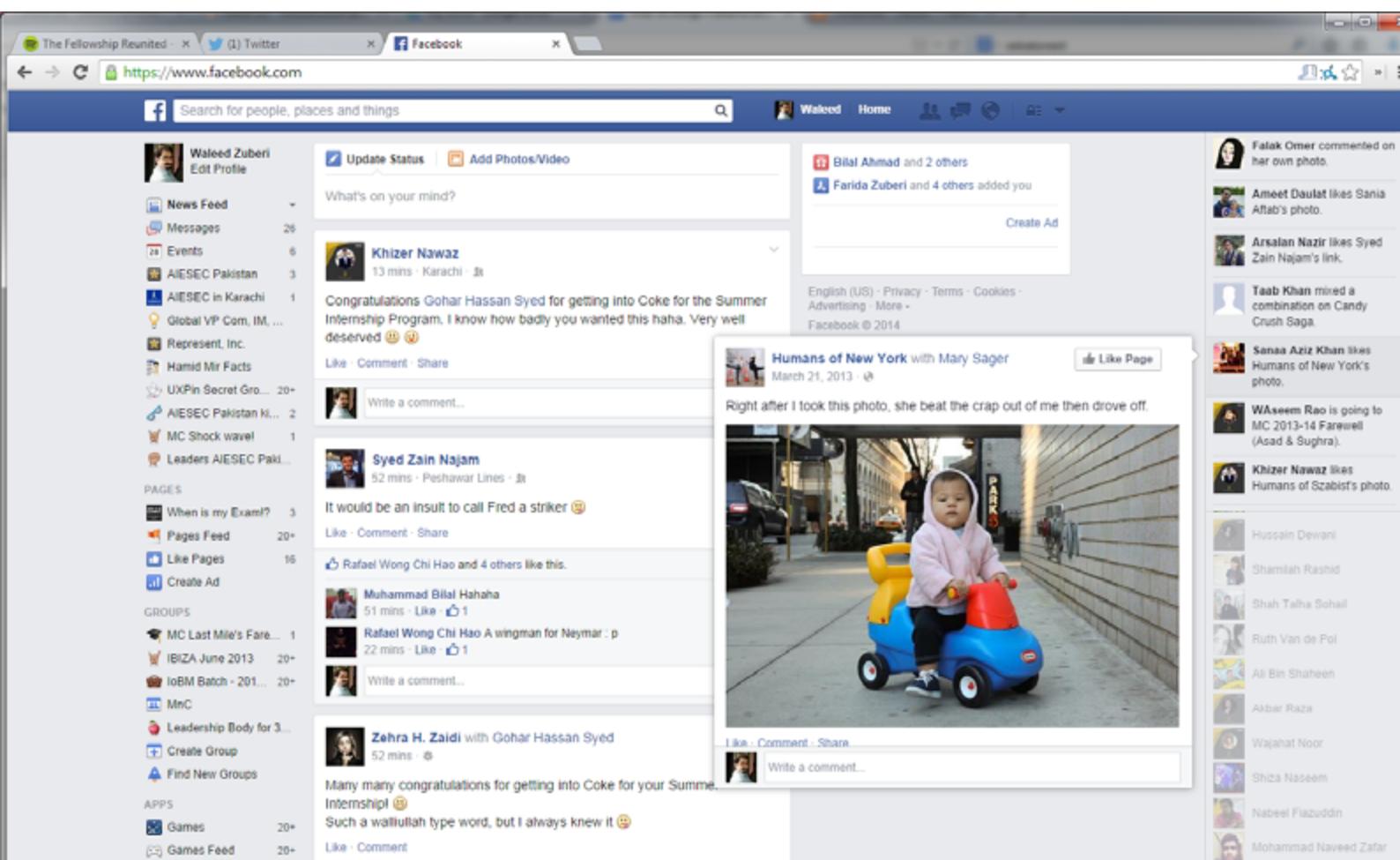
SOLUTION

Important sections of the UI can be presented in a list, which the user can scroll through to get what they want. This also leaves the header and footer of the UI free for more “universal” navigation, such as action bars. Traditionally, most navigation patterns have been horizontal in the form of tabs or buttons. The vertical navigation pattern has emerged as a significant evolution to navigational design to deal with user-generated content like user timelines and infinite scrolling content.

Popovers

EXAMPLES

Facebook, Pinterest



The screenshot shows a Facebook homepage with the following visible elements:

- Header:** The Facebook logo, a search bar, and a "Waleed" profile link.
- Left Sidebar:** A "News Feed" section with 26 items, including posts from "Waleed Zuberi" and "Khizer Nawaz".
- Center Timeline:** Posts from "Khizer Nawaz" and "Syed Zain Najam" are visible, along with a post from "Humans of New York".
- Right Sidebar:** A "What's on your mind?" section and a "Create Ad" button. Below these are a list of user comments and a "Create Ad" section.
- Bottom:** A "Photo credit: Facebook" link.

Photo credit: [Facebook](#)

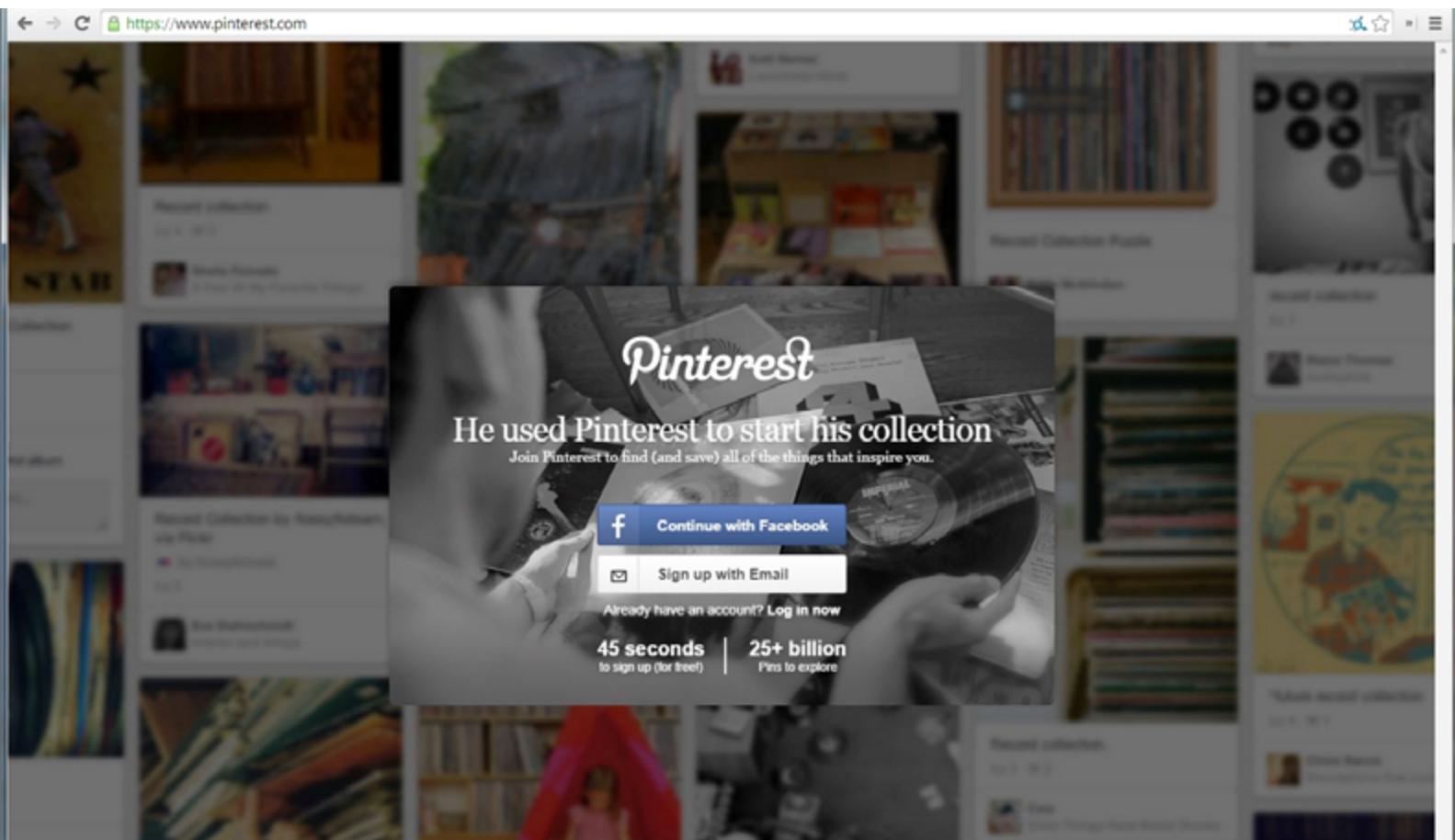


Photo credit: [Pinterest](#)

PROBLEM

The user wants to view relevant information without losing their current place in the UI.

SOLUTION

Show important notifications and additional information in popovers. This UI pattern has the advantage of providing a lightweight and straightforward way of viewing additional information or taking a particular action, but they do so without pulling the user out of their current activity. Pinterest and Fitocracy use modal popovers for quick actions, and Facebook uses popovers to quickly show snippets of content from the Activity Bar. The popover UI pattern is important for actions like these because they are being performed on the data and this way users always know what these controls apply to. With the content still visible in the background, the user can tweak sorting options or change the font size without having to go back and forth between the views - it all happens right there. Popovers and modal windows can

also be used to display important notifications or notices where it's essential to get the user's attention because dismissing them requires a tap or swipe.

Slideouts, Sidebars & Drawers

EXAMPLES

Spotify, Medium, New York Times, Pinterest

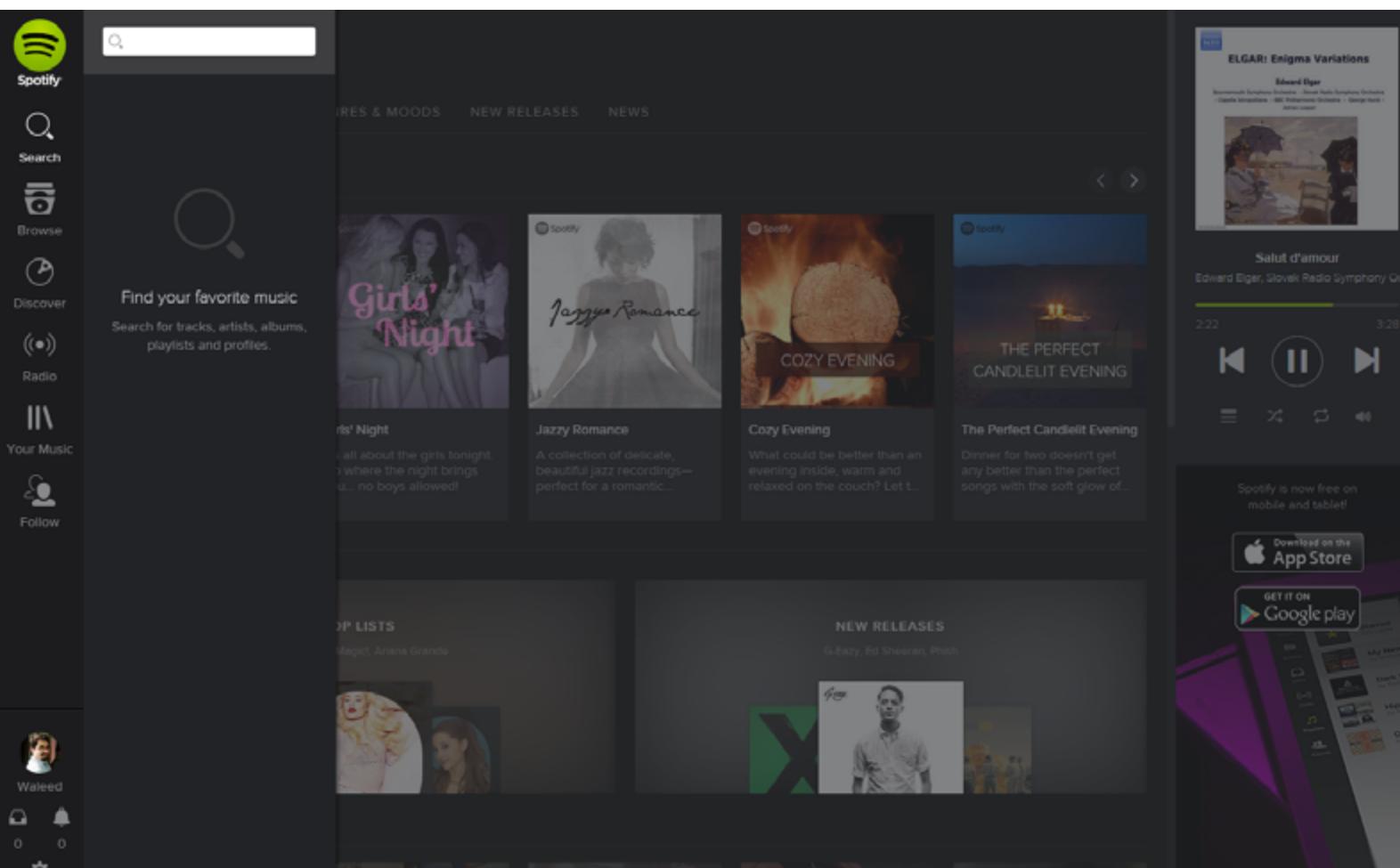
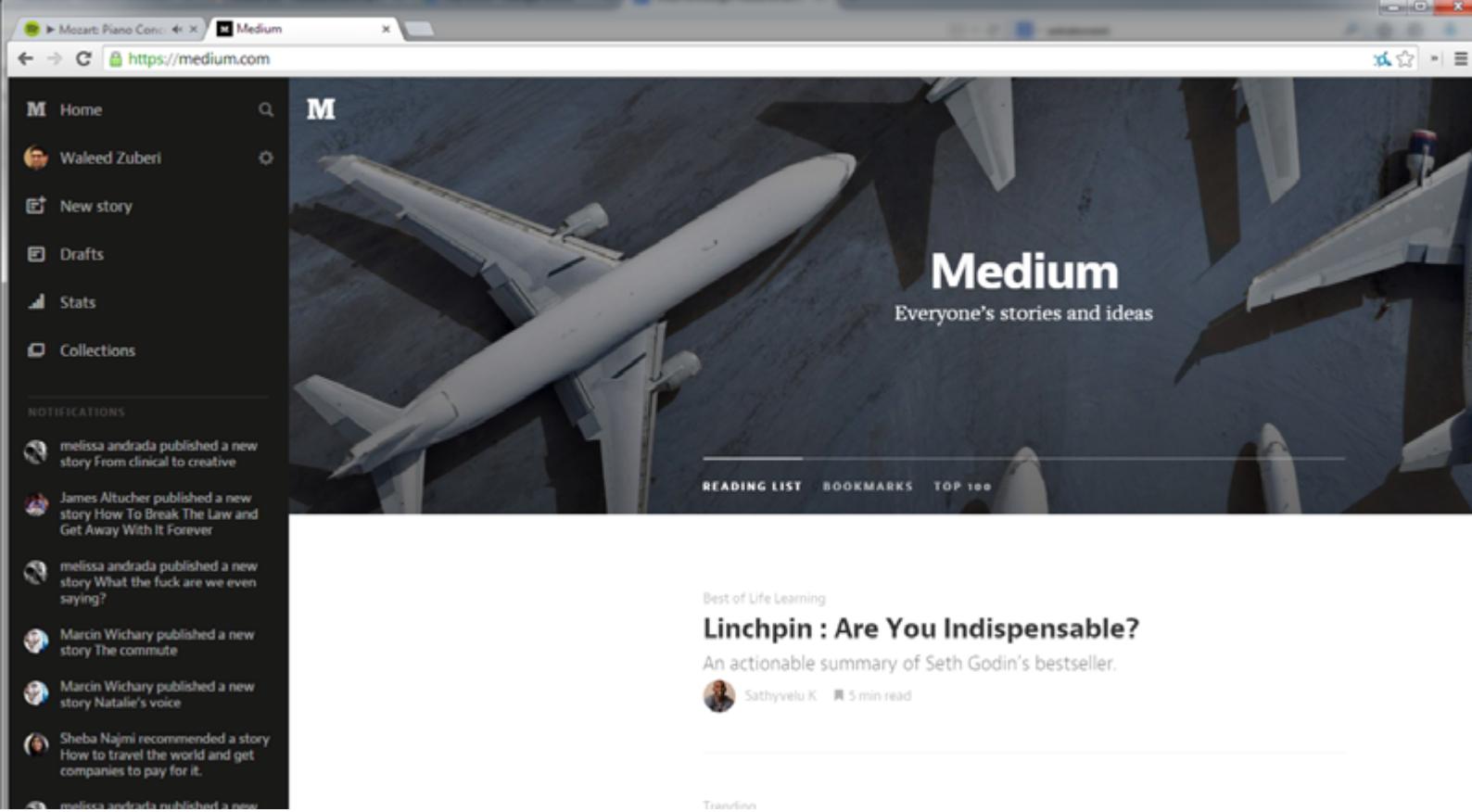


Photo credit: spotfy.com



Medium

Everyone's stories and ideas

READING LIST BOOKMARKS TOP 100

melissa andrade published a new story From clinical to creative

James Altucher published a new story How To Break The Law and Get Away With It Forever

melissa andrade published a new story What the fuck are we even saying?

Marcin Wicha published a new story The commute

Marcin Wicha published a new story Natalie's voice

Sheba Najmi recommended a story How to travel the world and get companies to pay for it.

melissa andrade published a new story

Photo credit: [Medium](#)



Home Page

World

U.S.

New York

Opinion

Business

Technology

Science

Health

Sports

Arts

Fashion & Style

Video

ALL SECTIONS

News

Opinion

Arts

Living

Listings & More

WORLD U.S. NEW YORK OPINION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS ARTS FASHION & STYLE VIDEO All Sections

SundayReview

The Coming Climate Crash

Why Are We Importing Our Own Fish?

Editorial: Slavery and the Shrimp on Your Plate

Editorial: Mass Surveillance in Britain

Kristof: So Similar, So Different

Douglas: Immigration Reform's Open Invitation

Rattner: Fear of Robots

NYT Opinion: the new Opinion subscription + app | Learn More »

Today's Times Insider

Behind the scenes at The New York Times

What We're Reading

Chozick, Schwartz, Bengiveno on Great Editing

BUSINESS DAY

Esposing Equality, Embracing a Hierarchy

Many companies aspire to a flat organizational structure, but management provides

Photo credit: [New York Times](#)

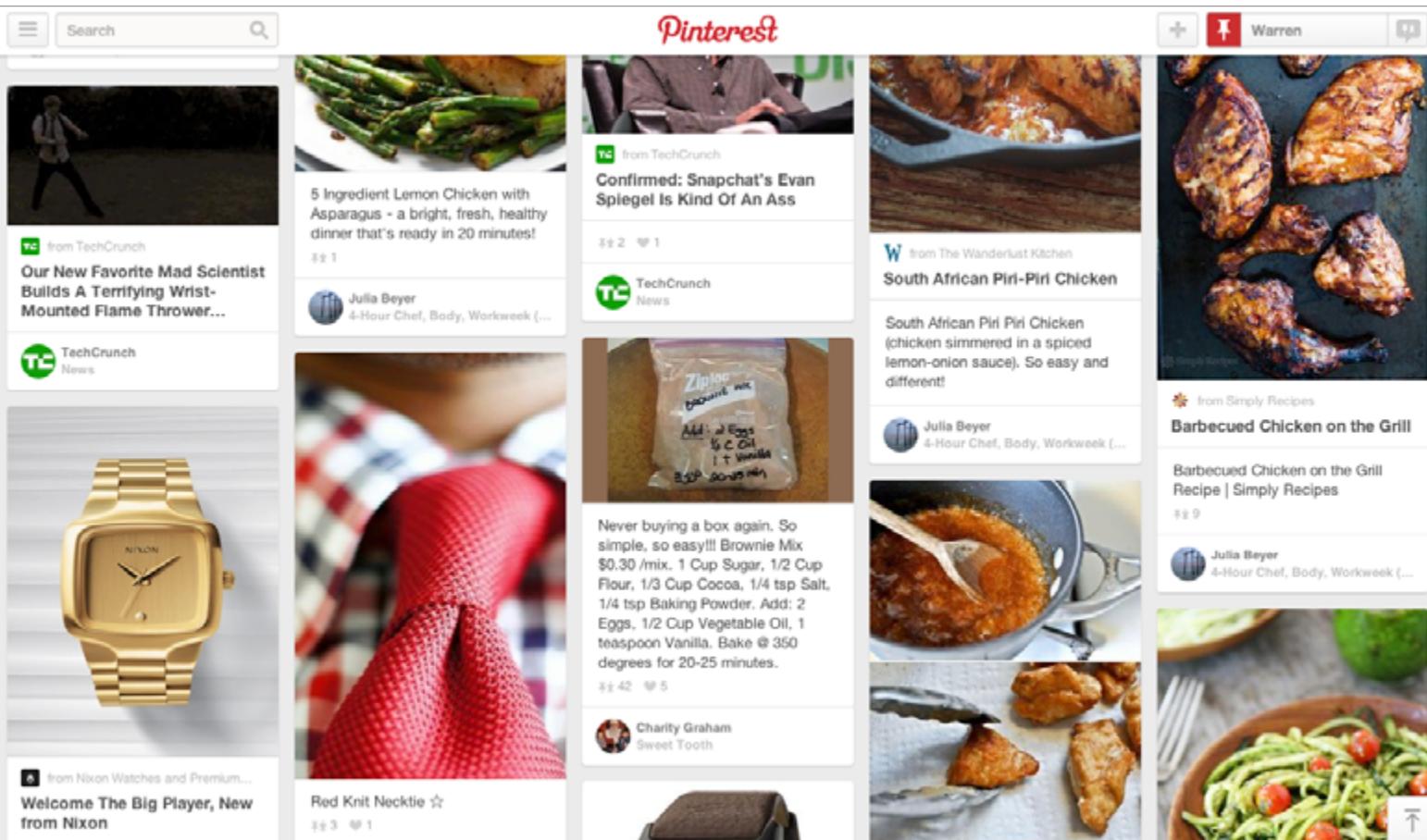


Photo credit: [Pinterest](#)

PROBLEM

The user needs a way to navigate between different sections of the app without being distracted in each individual section.

SOLUTION

A secondary section of the application – such as navigation, chat, settings, user profiles, etc. – is tucked away in a collapsible panel hidden under the main section when it is not needed. When accessed, it usually either moves the main section aside or slides over it. Since the slideout is in a separate layer from the main content in the application, there's a lot of flexibility in terms of how content can be laid out inside the drawer - icons, text, and even simple controls are viable options to provide quick access to important actions here. Often times, the drawer can be hidden under a “hamburger menu” or a simple arrow that indicates there's more content there. It's an easy way to hide all the less important things in a “side drawer” so that you only have to focus on how to distill the most important information in each view. Examples can be found everywhere. Asana, Spotify (search box), and Facebook (chat boxes). Some more specific examples include Houzz, which has a sub-navi-

gation drawer that disappears as you scroll down and reappears back at the top; and the New York Times, which hides a side drawer that appears on the left when the user clicks the ‘sections’ button at the top left side of the page. As you scroll down in Pinterest, an up-arrow button appears for easy navigation back to the top, and in its ‘How It Works’ page.

Links to Everything

EXAMPLES

Spotify, Asana

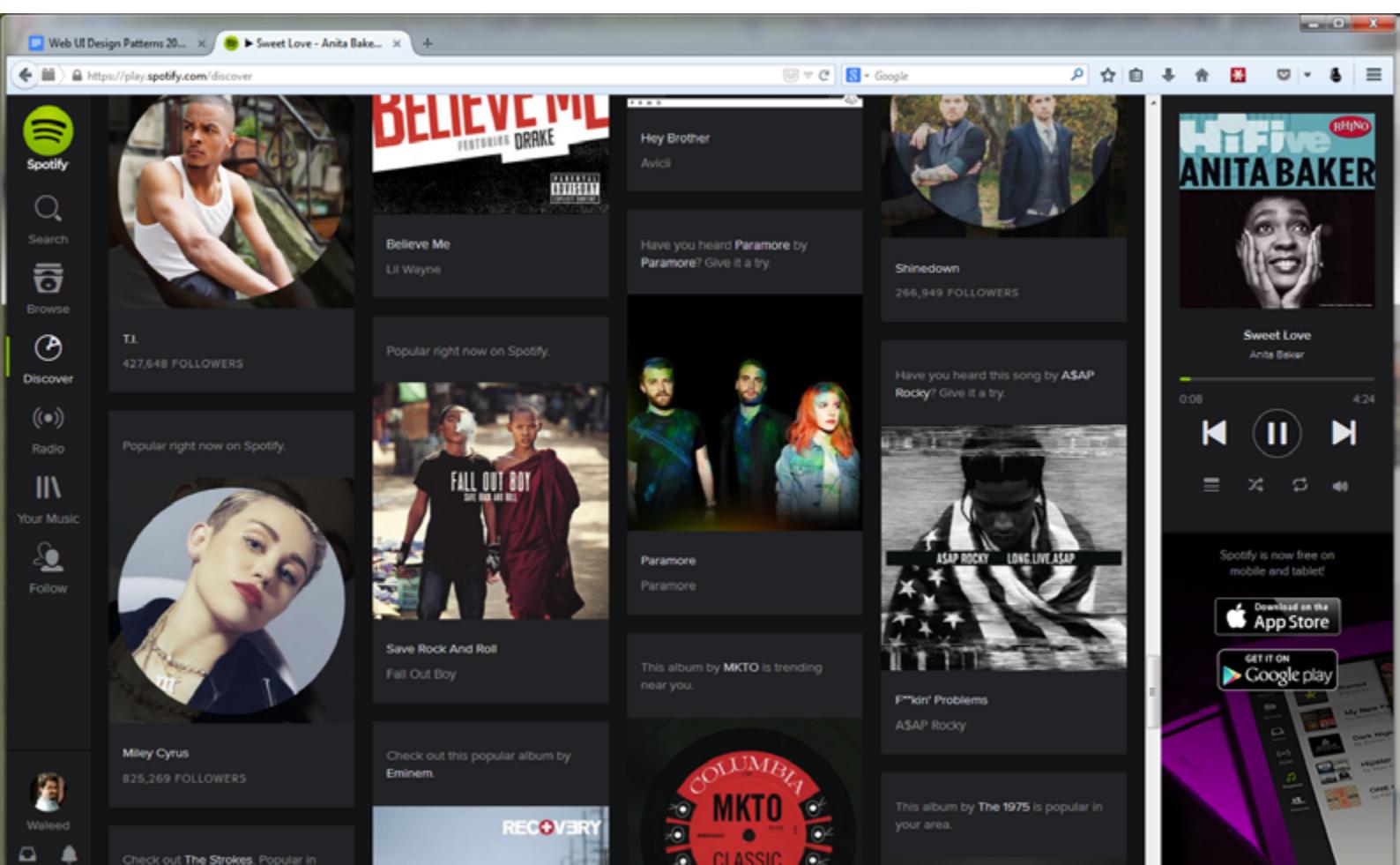


Photo credit: [Spotify](#)

The screenshot shows the Asana interface with the following tasks listed:

1	Product Design Tools - concept mockups / sketching	« The Guide to UX Design (Waleed)	May 29	>
2	draft	« social / p2p ui design pattern trends		
3	draft	« e-commerce ui design pattern trends	Jun 16	
4	Practical Look at Prototyping	» Prototyping / Interactions Guide (Waleed)	Content Care...	>
5	Web Prototyping in UXPin	» Prototyping / Interactions Guide (Waleed)	Jun 17	>
6	Mobile Prototyping in UXPin	» Prototyping / Interactions Guide (Waleed)	Jun 27	>
7	Product Design Tools - wireframing	« The Guide to UX Design (Waleed)		
8	What is Product Design	« The Guide to UX Design (Waleed)		
9	Product Design Workflow - overview	« The Guide to UX Design (Waleed)		
10	Product Design Workflow - lean & agile design	« The Guide to UX Design (Waleed)		
11	Product Design Workflow - MVP	« The Guide to UX Design (Waleed)		
12	Product Design Tools - detailed flows	« The Guide to UX Design (Waleed)		
13	Product Design Tools - detailed mockups	« The Guide to UX Design (Waleed)		
14	Product Design Tools - prototyping	« The Guide to UX Design (Waleed)		
15	Product Design Tools - functional specs	« The Guide to UX Design (Waleed)		
16	Product Design Documentation	« The Guide to UX Design (Waleed)		
17	Product Design Resources (blogs, etc.)	« The Guide to UX Design (Waleed)		
18	waleed draft e-book	« UI Design Patterns Guide (Waleed)		
19	Future of Wireframing & Prototyping	» Prototyping / Interactions Guide (Waleed)		
20	draft	« web ui design pattern trends	Today	>

Videos

- » Intro to Asana
- » Teamwork Without Email
- » Set Goals with Calendars
- » Plan Your Day in Asana
- » Plan & Run Meetings in Asana
- » Capture Ideas in Asana

Photo credit: [Asana](#)

PROBLEM

The user needs a consistent way of navigating through content without being distracted by additional content.

SOLUTION

Most or all user content within the app is linked, giving users the freedom to explore and find the exact information they're looking for without hitting dead-ends or being distracted by a litany of hyperlinked text, additional buttons, calls to action, etc. that you would normally see on a website. If they want to interact with a piece of content in the app, odds are that they can tap on it and go to a new view for a more detailed experience. Content-heavy web apps like Asana and Spotify let users explore all kinds of content by clicking on it, for example clicking on an artist or user takes you to their profile, items can be clicked on, table heads can be clicked on to sort and many other actions.

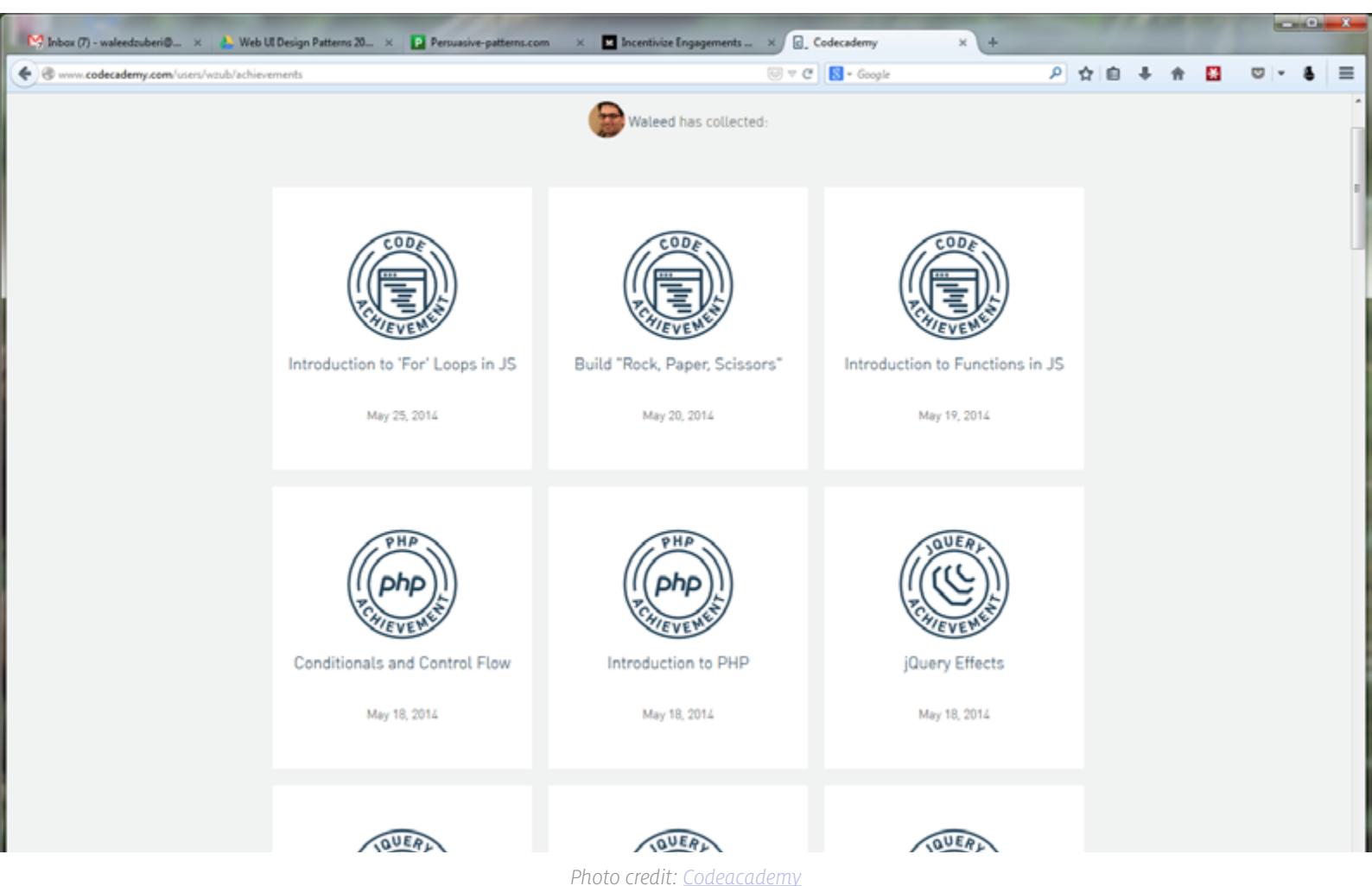
5

Social

Achievements & Badges

EXAMPLES

Codecademy, Stackoverflow



The screenshot shows a web browser window with multiple tabs at the top. The active tab is 'Codecademy' and the URL is 'www.codecademy.com/users/wzub/achievements'. The main content area displays a grid of achievement badges. Each badge is circular with a blue border and a white center. The text 'CODE ACHIEVEMENT' is at the top, and the achievement name is in the center. Below the badge is the date it was earned. The grid is organized into three rows and three columns.

Introduction to 'For' Loops in JS	Build "Rock, Paper, Scissors"	Introduction to Functions in JS
May 25, 2014	May 20, 2014	May 19, 2014
Conditionals and Control Flow	Introduction to PHP	jQuery Effects
May 18, 2014	May 18, 2014	May 18, 2014
Photo credit: Codecademy		

The screenshot shows a Stack Overflow user profile for 'avist'. The profile includes a photo, bio (website, location, age), stats (member for 3 years, 5 months; visited 75 days, 1 consecutive seen 47 secs ago; profile views 17; email waleedtuberi@gmail.com; real name Waleed), and badges (Yearling, Commentator, Editor, Supporter, Teacher, Student, Scholar). The navigation bar at the bottom includes links for summary, answers, questions, tags, badges, favorites, bounties, reputation, activity, 18 responses, and votes.

Below the profile, there is a section for '7 Badges' and a footer with links for tour, help, blog, chat, data, legal, privacy policy, work here, advertising info, mobile, contact us, and feedback. The footer also lists various Stack Exchange sites under categories like TECHNOLOGY, LIFE / ARTS, CULTURE / RECREATION, SCIENCE, and OTHER.

Photo credit: [Stack Overflow](#)

PROBLEM

The user wants incremental encouragement and a general sense of progress

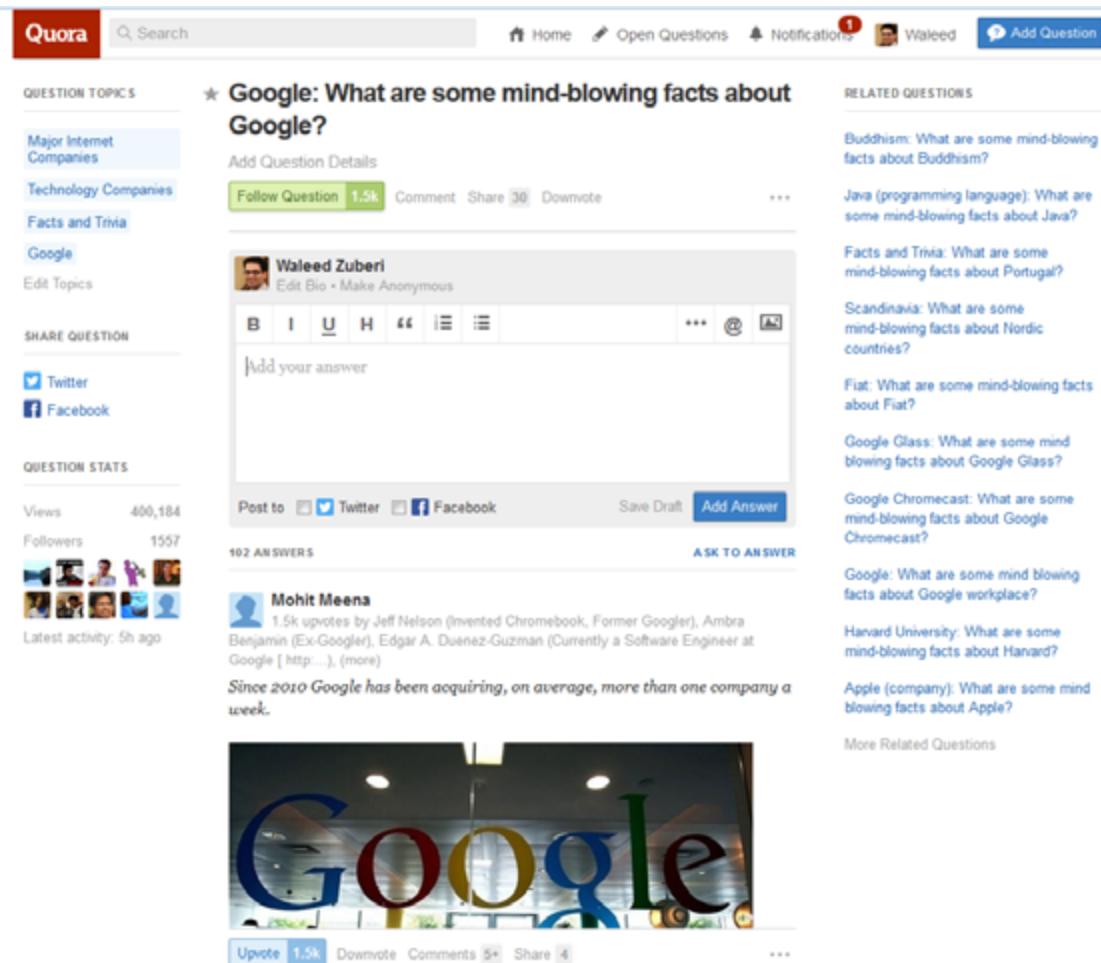
SOLUTION

Build gamification into the user's interactions with the website. Apart from the regular user interactions like listening to a song or posting an update on a social network, many sites also want to encourage users to complete their profile information or interact more frequently with the app. In these cases it makes sense to provide some incentive to the user so that this extra step appeals to them. Gamification is one of the most popular ways of doing this, and like the Completeness Meter pattern discussed earlier it can be a great way of increasing user engagement. Gamification applies the mechanics that hook gamers in order to make the users more engaged on the site. A gamified app is characterized by rewards the user receives as they move through different stages of the "game". For example users of Codecademy receive points and badges as they complete different tutorials. Stackoverflow and Quora implement the same and provide users with points that can be used to unlock additional features like asking targeted questions or contributing to protected questions.

Auto-Sharing

EXAMPLES

Quora, Twitter, Spotify, Vimeo



★ **Google: What are some mind-blowing facts about Google?**

Add Question Details

Follow Question 1.5k Comment Share 30 Downvote

Waleed Zuberi Edit Bio • Make Anonymous

Add your answer

Post to Twitter Facebook Save Draft Add Answer

102 ANSWERS ASK TO ANSWER

Mohit Meena 1.5k upvotes by Jeff Nelson (Invented Chromebook, Former Googler), Ambra Benjamin (Ex-Googler), Edgar A. Duenez-Guzman (Currently a Software Engineer at Google [http:...]), (more)

Since 2010 Google has been acquiring, on average, more than one company a week.

Upvote 1.5k Downvote Comments Share 4

QUESTION TOPICS

- Major Internet Companies
- Technology Companies
- Facts and Trivia
- Google
- Edit Topics

SHARE QUESTION

- Twitter
- Facebook

QUESTION STATS

- Views 400,184
- Followers 1557

Latest activity: 5h ago

RELATED QUESTIONS

- Buddhism: What are some mind-blowing facts about Buddhism?
- Java (programming language): What are some mind-blowing facts about Java?
- Facts and Trivia: What are some mind-blowing facts about Portugal?
- Scandinavia: What are some mind-blowing facts about Nordic countries?
- Fiat: What are some mind-blowing facts about Fiat?
- Google Glass: What are some mind-blowing facts about Google Glass?
- Google Chromecast: What are some mind-blowing facts about Google Chromecast?
- Google: What are some mind-blowing facts about Google workplace?
- Harvard University: What are some mind-blowing facts about Harvard?
- Apple (company): What are some mind-blowing facts about Apple?

More Related Questions

Photo credit: Quora

Home Notifications Discover Me Search Twitter 



Waleed Zuberi
@wzub

- Account
- Security and privacy
- Password
- Mobile
- Email notifications
- Web notifications
- Profile**
- Design
- Apps
- Widgets

© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

Profile

This information appears on your public profile, search results, and beyond.

Photo 

[Change photo](#)

This photo is your identity on Twitter and appears with your Tweets.

Header 

[Change header](#)

Recommended dimensions of 1500x500
Maximum file size of 5MB
Need help? [Learn more](#).

Name

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?

Website

Have a homepage or a blog? Put the address here.

Bio

About yourself in 160 characters or less.

107

Facebook 

[Connect to Facebook](#)

Post Tweets to your Facebook profile or page.

Twitter 

Waleed Zuberi (@wzub) • Twitter

Photo credit: [Twitter](#)

Spotify

Search

Browse

Discover

Radio

Your Music

Follow

Waleed



Waleed Zuberi

Account: Free

[VIEW ACCOUNT](#) [UPGRADE](#)

Choose language  English

Private Session

Share activity on Facebook

Share my activity and what I listen to with my followers on Spotify

Automatically make new playlists public

Show the Top Artists I've been listening to

Play open.spotify.com URLs in desktop app

Scrobble to Last.fm [CONNECT](#)

[LOG OUT](#)



Don't Know Why
Norah Jones

2:22 3:06

Spotify is now free on mobile and tablet!

[Download on the App Store](#) [GET IT ON Google play](#)

Photo credit: [Spotify](#)

My Settings / Apps

Account Profile Videos Advanced **Apps** Upgrade

Facebook
 Let Vimeo post to my Facebook Timeline and News Feed with the actions I choose, including automatic posting of new uploads and likes.
 Settings Find friends

Dropbox
 Let Vimeo access my Dropbox so I can upload videos directly. You can select which Dropbox folders Vimeo can access and even enable automatic uploading. [\(Learn more\)](#)

Google+
 Link my Google+ profile with my videos in Google search results.

LinkedIn
 Let Vimeo post LinkedIn updates with the actions I choose.

Tumblr
 Let Vimeo post to my Tumblr blog with the actions I choose.

Twitter
 Let Vimeo post Tweets with the actions I choose and attribute shared videos to my Twitter account.

 **Waleed**
 Joined Jun 22, 2014
 User ID: 29404119

APP SETTINGS

This is where you can control the Vimeo-approved and third-party applications that connect with your account.

= verified by Vimeo

NEED HELP?

If you have questions about what's on this page, look here first: [Help](#) / [FAQ](#) / [Managing your Account](#)

Photo credit: [Vimeo](#)

PROBLEM

The user wants to easily share their activity with their social networks.

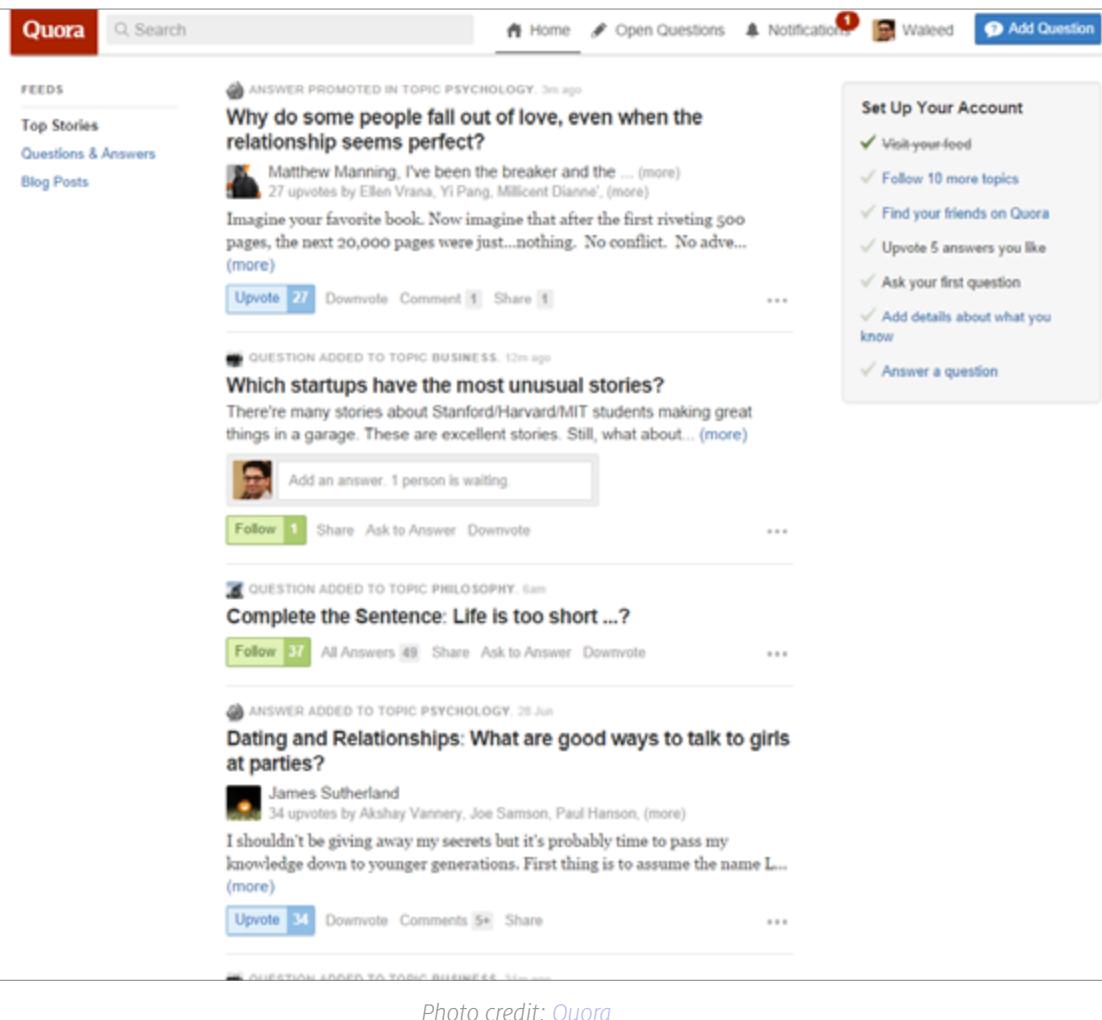
SOLUTION

Build and option that lets users automatically share particular interactions with their social networks. A lot of web apps like Tumblr, Spotify and Vimeo are building granular sharing settings which allow users to automatically post updates to their networks based on their activity. These updates can be posted within the app or even shared with external social channels like Facebook or Twitter. Not only does this help the user engage with their friends and family in everyday activities like listening to a song or reading an article on an external website, its also a great way to build awareness and engagement with the app itself. For interactions like uploading a photo to Carousel or a video to Vimeo, this pattern makes it even easier for users by eliminating an extra step in the process which they are most likely going to take regardless.

Activity Feeds

EXAMPLES

Quora, Medium, Vimeo, Facebook



The screenshot shows the Quora homepage with a sidebar on the left labeled 'FEEDS' containing 'Top Stories', 'Questions & Answers', and 'Blog Posts'. The main content area displays three questions with their respective upvote counts, share buttons, and a 'Follow' button. A sidebar on the right titled 'Set Up Your Account' lists several steps with checkmarks. At the bottom, a photo credit is shown: 'Photo credit: Quora'.

ANSWER PROMOTED IN TOPIC PSYCHOLOGY. 3m ago

Why do some people fall out of love, even when the relationship seems perfect?

Matthew Manning, I've been the breaker and the ... (more)
27 upvotes by Ellen Vrana, Yi Pang, Millicent Dianne', (more)

Imagine your favorite book. Now imagine that after the first riveting 500 pages, the next 20,000 pages were just...nothing. No conflict. No adve... (more)

Upvote 27 Downvote Comment Share

QUESTION ADDED TO TOPIC BUSINESS. 12m ago

Which startups have the most unusual stories?

There're many stories about Stanford/Harvard/MIT students making great things in a garage. These are excellent stories. Still, what about... (more)

Add an answer. 1 person is waiting.

Follow 1 Share Ask to Answer Downvote

QUESTION ADDED TO TOPIC PHILOSOPHY. 6am

Complete the Sentence: Life is too short ...?

Follow 37 All Answers 49 Share Ask to Answer Downvote

ANSWER ADDED TO TOPIC PSYCHOLOGY. 28 Jun

Dating and Relationships: What are good ways to talk to girls at parties?

James Sutherland
34 upvotes by Akshay Vannery, Joe Samson, Paul Hanson, (more)

I shouldn't be giving away my secrets but it's probably time to pass my knowledge down to younger generations. First thing is to assume the name L... (more)

Upvote 34 Downvote Comments 5 Share

QUESTION ADDED TO TOPIC BUSINESS. 30m ago

Photo credit: Quora

Medium
Everyone's stories and ideas

NOTIFICATIONS

- Courtney Seiter published a new story My Month of Minimalism
- melissa andrade published a new story From clinical to creative
- James Altucher published a new story How To Break The Law and Get Away With It Forever
- melissa andrade published a new story What the fuck are we even saying?
- Marcin Wichař published a new story The commute
- Marcin Wichař published a new story Natalie's voice
- Sheba Najmi recommended a story How to travel the world and get companies to pay for it.
- melissa andrade published a new story

READING LIST BOOKMARKS TOP 100

Best of Life Learning

Be Like Nike. Just Do It!

It took me thirty years to discover the biggest secret to maintaining happiness. I hope you'll find it helpful.

 Jesse Warren Tevelow 5 min read

Written by Ev Williams

What I Learned Building Medium (So Far)

Photo credit: [Medium](#)

Welcome home, Waleed

The staff posted "Discover great videos faster on Apple TV" to the blog. The latest Vimeo Video School lesson is "Weekend Challenge: Magic Hour II".

My Feed My Videos Watch Later Discover Activity

Upload a video

WHAT'S NEW

Discover great videos faster on Apple TV

Posted in Vimeo Staff Blog

Whip out your vuvuzelas — we just released a sleeker, easier-to-use version of Vimeo on Apple TV. Please...

Weekend Challenge: Magic Hour II

Posted in Vimeo Video School

Capture a little bit of magic at the beginning or end of your day.

	Plays	Likes	Comments
Wed Jul 9, 2014	0	0	0
Tue Jul 8, 2014	0	0	0
Mon Jul 7, 2014	0	0	0
Sun Jul 6, 2014	0	0	0
Sat Jul 5, 2014	0	0	0
Totals	0	0	0

Prev See full statistics

Photo credit: [Vimeo](#)

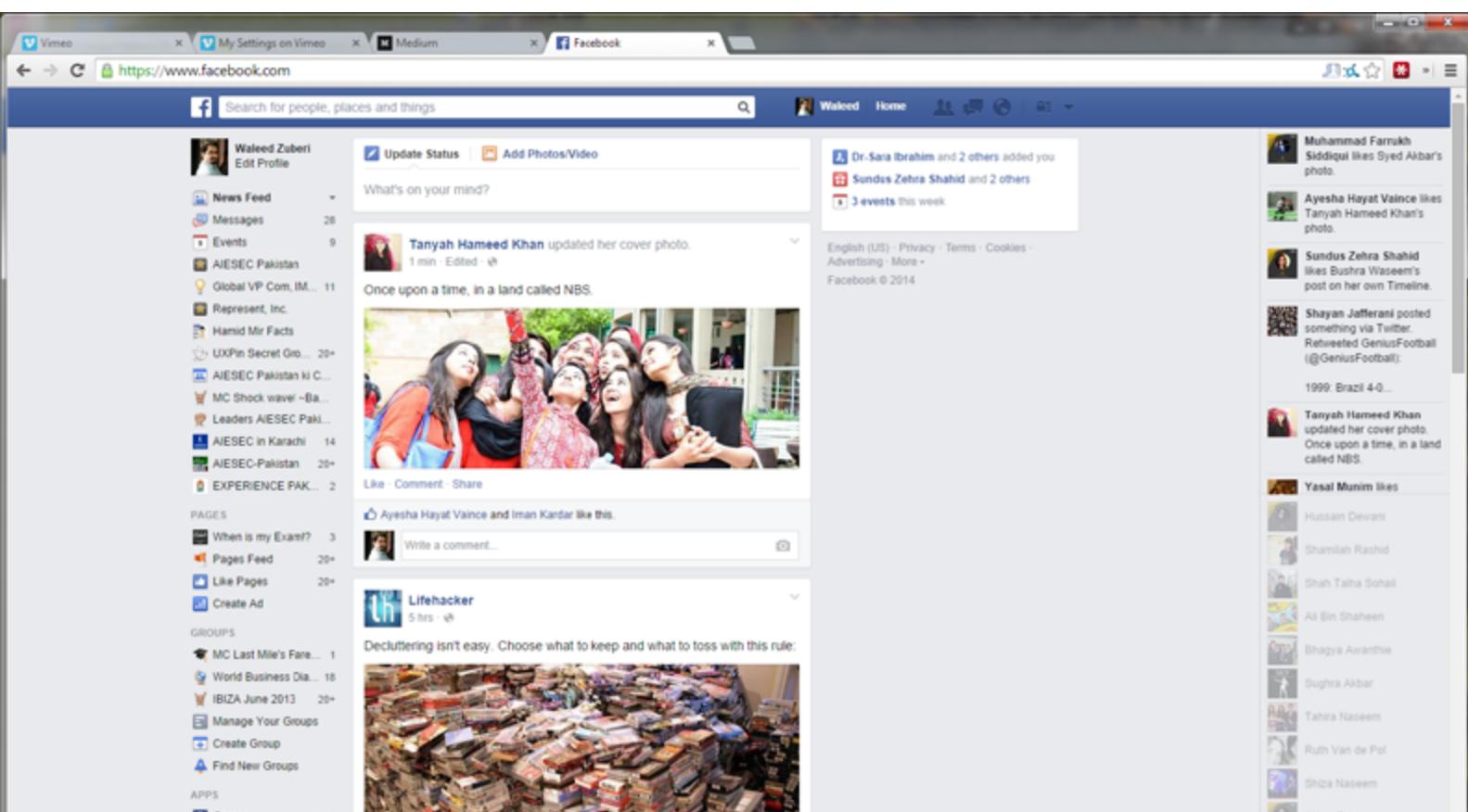


Photo credit: [Facebook](#)

PROBLEM

The user wants to keep up with what's happening around them and get quick updates on recent activity.

SOLUTION

Show recent activity that's relevant to the user within the app. Aside from the obvious Facebook or Twitter news feeds, other web apps that contain an element of social interaction, like Quora or Medium have implemented activity feeds that provide users with an overview of recent activity from their friends or people they follow. The activity stream can be used to aggregate recent actions by an individual user, commonly used on profile pages; more commonly however, activity feeds are used to aggregate multiple users from the perspective of one user. These feeds are extremely useful in demonstrating different features of the UI by showing how other users are interacting with it, and in this also plays a great word-of-mouth role.

Friend Lists

EXAMPLES

Goodreads, Spotify

search your friends list

(showing 1-30 of 82) « previous 1 2 3 next »

sort by

Profile Picture	Friend's Name	Books Read	Friends	Currently Reading	Compare Books
	Simona Stoica 447 books 144 friends add a story »			 Currently reading: The Tower "On page 80" — Jul 07, 2014 03:08PM	<input type="button" value="compare books"/>
	Adrian Dinn 219 books 268 friends add a story »			 Currently reading: The Secret of Selling Anything "On page 100" — Jun 26, 2014 02:19AM	<input type="button" value="compare books"/>
	Iclirius 67 books 53 friends add a story »			 Currently reading: The First Man "On page 204" — Jun 08, 2014 02:15PM	<input type="button" value="compare books"/>
	Salma El Morabet 33 books 310 friends add a story »			 Currently reading: This Golden Land "On page 20" — May 11, 2014 12:30PM	<input type="button" value="compare books"/>
	Arslan Aamir 22 books 38 friends add a story »			 Currently reading: The Pelican Brief "On page 296, one small document, ruffling a lot of feathers!!!!" — Oct 11, 2012 10:45PM	<input type="button" value="compare books"/>
	Yasir 23 books 11 friends add a story »				<input type="button" value="compare books"/>
	Rafael Wong 36 books 214 friends add a story »			 Currently reading: Taipei People — Jun 03, 2013 12:45PM	<input type="button" value="compare books"/>
	Rodica Timotin 5 books 111 friends add a story »				<input type="button" value="compare books"/>

People I'm following
My followers
Friend stories

Find Friends From

Gmail yahoo Facebook
Twitter
Friends of friends

Send this link to your friends to connect with them.
<https://www.goodreads.com/friend/i?i=LTN10Tg1OTQ2MTU6KzY3>

Photo credit: [Goodreads](#)



Who to Follow **Find Friends** Recently Played Artists

Filter by name

	Blackbird Blackbird 26,616 followers Listening to Blackbird Blackbird	+ Follow
	Kevin Systrom 4,361 followers Listening to The Boston Pops Orch..., John Williams, and Alvin Tak...	+ Follow
	CATHEDRALS 1,630 followers Listening to The Smashing Pumpin...	+ Follow
	Atish Mehta 579 followers	+ Follow
	matt hunter 413 followers Listening to Cam'Ron, Kanye West, and Chris Brown	+ Follow
	Philip Kaplan 382 followers Listening to Luke Bryan, Septicflesh, and Willie Nelson	+ Follow
	Caroline Jordan 328 followers Listening to Katy Perry, Chris Willis, and The Go-Go's	+ Follow
	Melody McCloskey 578 followers	+ Follow

Photo credit: [Spotify](#)

PROBLEM

The user wants to keep track of and engage a subset of their friends on the site.

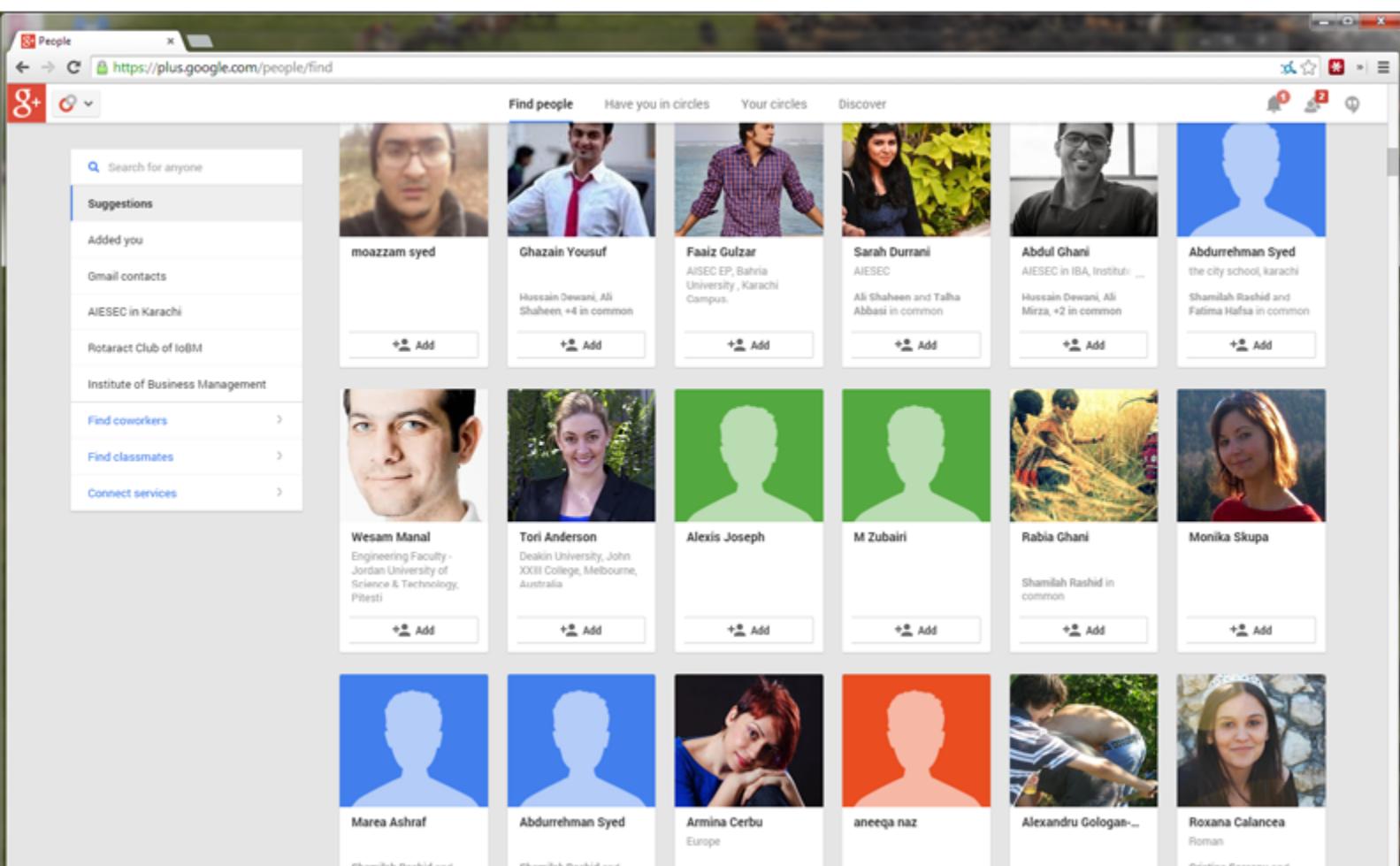
SOLUTION

Show all the user's connections or friends in a list. Spotify and Airbnb are part of the growing number of web apps that give you friend lists which can be used to help users engage with the app in a better way by keeping up with how people they know are using the app. Combined with the Follow pattern which we discuss next, a friend list gives users an easy way to keep track of this information, which comes in handy to give some social proof to content that the users are interacting with. Friend lists also come in handy when the users want to control who they share with. Whether it's one-on-one communication or keeping track of someone's tastes and preferences, the way users explore their blossoming friend groups will become increasingly contextual, requiring friends to become a more integral part of the content-consumption experience.

Follow

EXAMPLES

Google+, Quora, Pinterest, Spotify



The screenshot shows the Google+ 'People' search results page at <https://plus.google.com/people/find>. The interface includes a search bar, a sidebar with 'Suggestions' (Added you, Gmail contacts, AIESEC in Karachi, Rotaract Club of IoBM, Institute of Business Management), and navigation tabs for 'Find people', 'Have you in circles', 'Your circles', and 'Discover'. The main content area displays a grid of 24 user profiles, each with a thumbnail, name, and a brief description. Each profile card includes a 'Add' button. The profiles are arranged in four rows of six. The first row includes 'moazzam syed', 'Ghazain Yousuf', 'Faaz Gulzar', 'Sarah Durrani', 'Abdul Ghani', and 'Abdurrehman Syed'. The second row includes 'Wesam Manal', 'Tori Anderson', 'Alexis Joseph', 'M Zubairi', 'Rabia Ghani', and 'Monika Skupa'. The third row includes 'Marea Ashraf', 'Abdurrehman Syed', 'Armina Cerbu', 'aneeqa naz', 'Alexandru Gologan...', and 'Roxana Calancea'. The fourth row includes 'Shamilah Rashid and' (partial profile), and 'Shamilah Rashid and' (partial profile). The sidebar also lists 'Find coworkers', 'Find classmates', and 'Connect services'.

Photo credit: [Google+](#)

Quora

Search

Home

Open Questions

Notifications

Waleed

Add Question

FEEDS

Top Stories

Questions & Answers

Blog Posts

QUESTION ADDED TO TOPIC PSYCHOLOGY. 1m ago

Could we define personality as merely a unique set (and expression) of biases (cognitive, social, etc.)? My reasoning

Follow topics to see the best answers about them

Select all the topics you're interested in.

Book Recommendations

Television

Creative Writing

Life

Business Strategy

Movies

Travel

Physics

Music

Human Behavior

Food

Entertainment

ENTERING Startup

Startups

Entrepreneurship

Education

TECH TRENDS

Technology Trends

Web Marketing

Cooking

Set Up Your Account

1. Edit your profile

Topics

on Quora

you like

sition

hat you know

OK

Book Recommendations	Television	Creative Writing	Life	Business Strategy	Movies
Travel	Physics	Music	Human Behavior	Food	Entertainment
ENTERING Startup	Startups	Entrepreneurship	Education	TECH TRENDS	Technology Trends
				Web Marketing	Cooking

Spanish inquisition. Nobody expected it. Also inability to give up religion.

Picture somewhat related. From [The God Complex](#):

(more)

Upvote 13 Downvote Comments 4+ Share

Photo credit: [Pinterest](#)

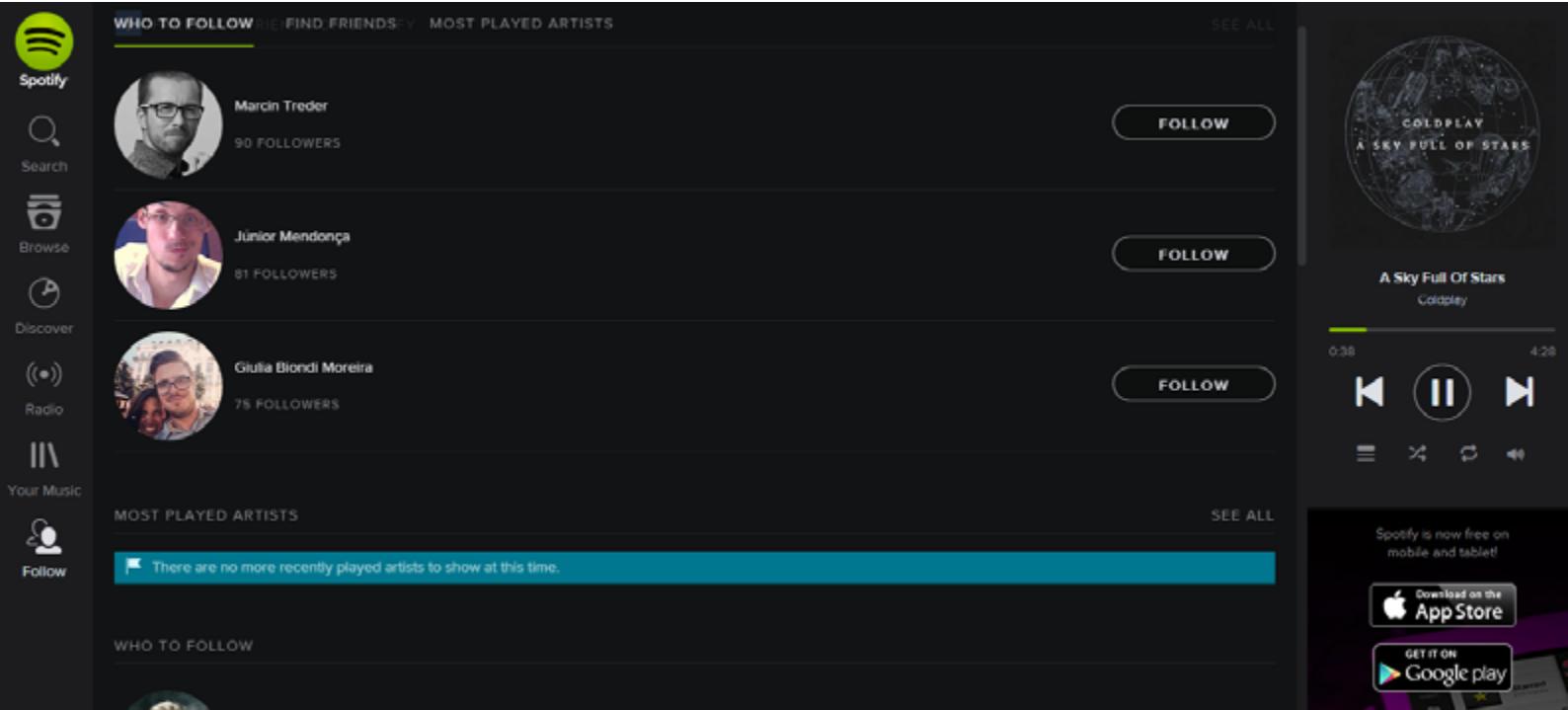


Photo credit: [Spotify](#)

PROBLEM

The user wants to track and keep up to date with activity on topics or themes, not just people.

SOLUTION

Let users select items that they want to stay up to date with. Aside from the purely social web apps like Twitter, Pinterest and Spotify let you select friends, channels or artists that you want to keep track of, and updates are shown in the user's newsfeed. Whether you have friends or not, there's endless user-generated content to keep you busy. Users can gain access to a lot of varied content by "following" the activities and recommendations of other users and this pattern allows them to do so without having to worry about how many of their actual friends are using the app. Content shared with followers on sites like Google+ and Pinterest makes the content curation community possible and users can choose to follow topics, events, themes or even people to get fresh content built by and around the channel being followed. For the same reason friend lists will become an increasingly important UI design pattern, so will following.

Vote to Promote

EXAMPLES

Medium, Reddit, Stackoverflow, Quora

about paying \$125 (the fine plus the surcharge) by downgrading the law from the more “serious” offense.

Phew!

Next time someone opens their mouth, use your bionic ear to hear both reasons, even if the real reason turns the lights on at Scary Store.

The screenshot shows a Medium article page. At the top, there is a green button with a heart icon and the text 'Recommended'. Below it is a text input field with placeholder text 'Tell others why you're recommending this story' and a 'Share' button with the text 'Share · No thanks'. To the right of the article content, there are social sharing icons for Twitter and Facebook, followed by an ellipsis. Below the sharing options, the text 'WRITTEN BY' is followed by a circular profile picture of James Altucher and his name. A bio text below his name reads: 'For some reason, I've turned myself inside out and all my guts have spilled onto my blog. One day I'll run out of stuff but not yet.' To the right of the bio is a green 'Following' button. The main article content is visible at the bottom of the screenshot.

NEXT IN YOUR READING LIST

Raising Entrepreneurs

Fostering the entrepreneurial spirit in your kids

Photo credit: [Medium](#)

reddit [hot](#) [new](#) [rising](#) [controversial](#) [top](#) [gilded](#) [wiki](#) [promoted](#)

watsi For as little as \$5, you can fund life-changing healthcare for a patient on Watsi, Y-Combinator's first nonprofit. ([watsi.org](#))

31 comments share

trending subreddits /r/soccer /r/whatisinthething /r/babyelephantgifs /r/TryThisOut /r/RiceCookerRecipes 15 comments

1 5048  Saw this guy on War Thunder ([.imgur.com](#))
submitted 3 hours ago by [thisispurple](#) to /r/gaming
483 comments share pocket

2 4566  My friend had her daughters at a zoo when she heard, "Ma'am, there's a lemur on your baby." ([.imgur.com](#))
submitted 2 hours ago by [Musicata78](#) to /r/aww
363 comments share pocket

3 3405  Took my daughter out for a nice dinner. ([.imgur.com](#))
submitted 3 hours ago by [thegreatbierca](#) to /r/runner
478 comments share pocket

4 5676  This sad Brazilian fan was shown crying. But no ones published this beautiful picture of him handing the trophy to a German fan. He was quoted as saying "Take it to the final! As you can see, it is not easy, but you deserve it, congratulations" (Roughly translated) [x-post /r/worldcup] ([.imgur.com](#))
submitted 4 hours ago by [keybandbitch](#) to /r/pics
1462 comments share pocket

5 3823  Bat-bear fighting an invisible enemy in a bath [x-post r/aww] ([.imgur.com](#))
submitted 5 hours ago by [ThundarBolt](#) to /r/gifs
303 comments share pocket

6 2980  TIL: Shaggy's real name is Norville Rogers and in the original Scooby-Doo series, he was born in Coolsville. ([en.wikipedia.org](#))
submitted 4 hours ago by [Morgothic](#) to /r/todayilearned
614 comments share pocket

7 3070  We are Glenn Greenwald & Murtaza Hussain, who just revealed the Muslim-American leaders spied on by the NSA & FBI. Ask Us Anything. ([self.IAmA](#))
submitted 4 hours ago by [glenngreenwald](#) to /r/IAmA
1331 comments share pocket

8 3856  This sad Brazilian fan was shown crying. But no ones published this beautiful picture of him handing the trophy to a German fan. He was quoted as saying "Take it to the final! As you can see, it is not easy, but you deserve it, congratulations" (Roughly translated) ([.imgur.com](#))
submitted 6 hours ago by [gabyo](#) to /r/worldcup
616 comments share pocket

Photo credit: [Reddit](#)

Q (1) Cartoons: What are the... How to avoid "if" c... reddit: the front page of...

https://stackoverflow.com/questions/24430504/how-to-avoid-if-chains

13 That depends on the semantics of a program. A `false` return can be pretty normal. – [domhege](#) Jun 26 at 12:35

27 I've rolled back your question to its first revision. You should not change your question radically after you have received a certain number of questions (> 0), because that will invalidate all the answers given up to that moment and will create confusion. Open a new question instead. – [Jeffrey](#) Jun 26 at 14:46 ✓

8 I wish all "newbie programmers" would ask design questions like this. – [Jezent Thomas](#) Jun 28 at 13:01

[add](#) [show 24 more comments](#)

45 Answers

1 2 next

393 You can use an `&&` (logic AND):

```
if (executeStepA() && executeStepB() && executeStepC()){
    ...
} executeThisFunctionInAnyCase();
```

this will satisfy both of your requirements:

- `executeStepX()` should evaluate only if the previous one succeeded (this is called short circuit evaluation)
- `executeThisFunctionInAnyCase()` will be executed in any case

[share](#) [edit](#) [flag](#)

23 This is both semantically correct (indeed, we want ALL conditions to be true) as well as a very good programming technique (short circuit evaluation). Furthermore, this can be used in any complex situation where creating functions would mess up the code. – [sanchises](#) Jun 26 at 18:49

49 @RobAu: Then it will be good for the junior programmers to finally see code that relies on short-cut evaluation and may prompt them to research this topic which in turn would help them on their way to eventually become senior programmers. So clearly a win-win decent code and somebody learned something from reading it. – [x4u](#) Jun 27 at 12:11

23 This should be the top answer – [Sarge Borsch](#) Jun 27 at 14:47

48 @RobAu: This is not a hack taking advantage of some obscure syntax trick, it's highly idiomatic in nearly every programming language, to the point of being undebatably standard practice. – [BlueRaja - Danny Pflughoeft](#) Jun 27 at 22:12

answered Jun 26 at 12:33 by [David](#) 7,259 ● 18 ● 61 ● 84

answered Jun 26 at 12:33 by [Jeffrey](#) 30.6k ● 11 ● 52 ● 108

Java? Hot Network Questions

0 How to run code inside a loop only once without external flag?

Hot Network Questions

0 Why are female wizards called "witches"?

0 Show not implemented functionalities to tease the user

0 Why does `(int)(char)(byte)-2` produce 65534 in Java?

0 Hot spare host vs cold spare host?

0 What should we consider when upgrading from SDL Tridion 2011 to 2013 and putting our non-production environments on the cloud?

0 Prime factor in reverse order

0 Watching the football World Cup final in Amsterdam

0 How do you decide when to go home for the day?

0 Advancing today by x days

0 How does the pyramidalization effect the bonding angles in a distorted octahedral environment?

0 How can I discourage employees from working voluntary overtime?

0 How can I confirm that the binaries in my Ubuntu are from the source code it should be from?

0 The ambiguity of set theory

Photo credit: [Stack Overflow](#)



This one appealed to me for the sheer punch it packed in its simple and profound representation.

Sometimes, even a cartoon speaks a thousand words.

Source: Stumbled across it on the internet, via the 9gag Facebook page.

Updated 29 Jun

Upvote 31 Downvote Comments 12+ Share 13

Sabuj Chattopadhyay, Autodidact
2.3k upvotes by Felipe Guimero, Ayush Tewari, Sumit Agarwal, (more)
Here are some of my favorites:
1. Cages can't trap the mind.

Photo credit: [Quora](#)

PROBLEM

The user wants to endorse and share content they like.

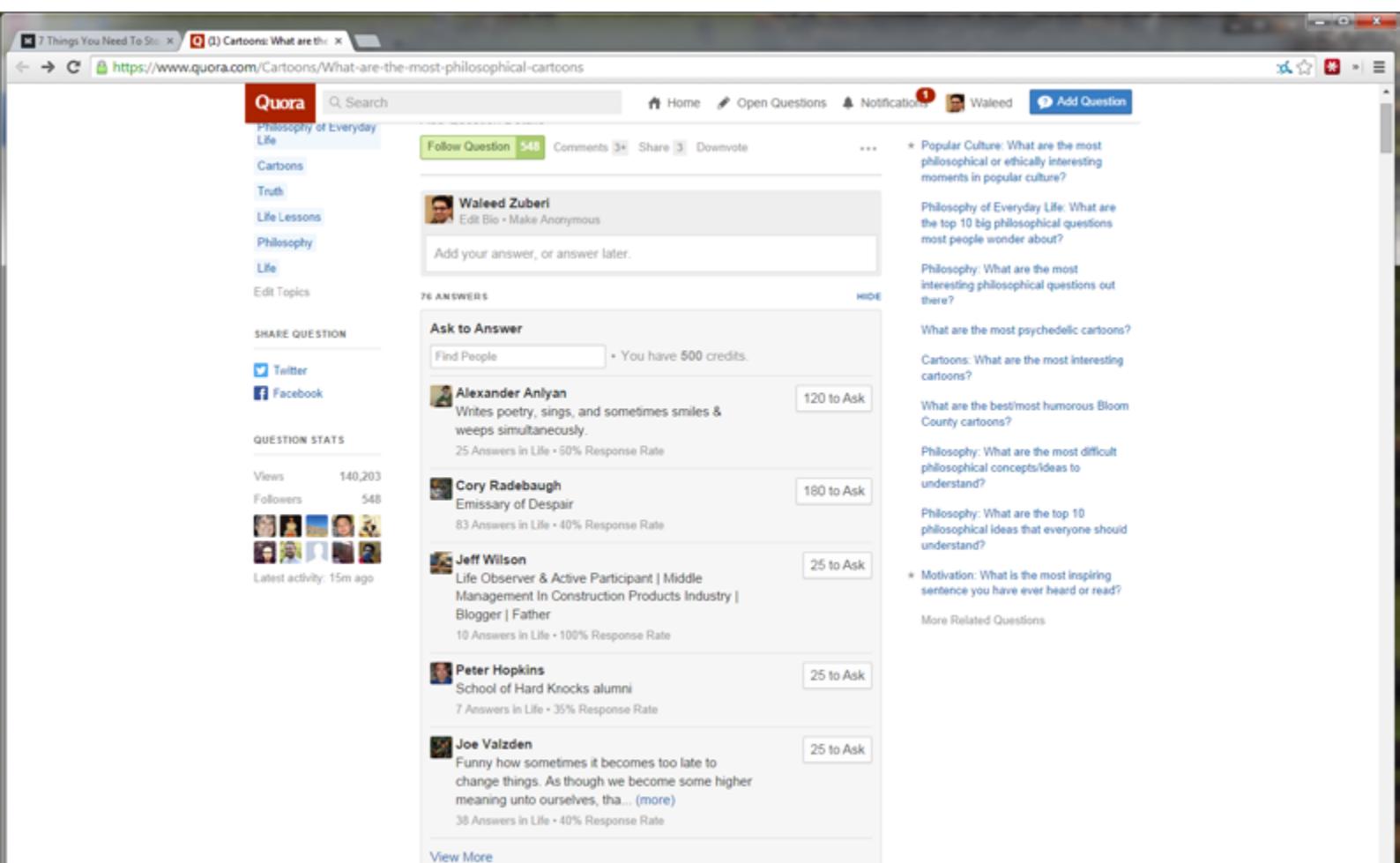
SOLUTION

Let users participate in content curation by designing a voting system, where content they like can be promoted. The idea of crowd-sourced content curation was popularized by the likes of Digg and Reddit, and today we see almost every app that has user generated content integrate this pattern to bring up the best from the rest. On Reddit, Stackoverflow and Quora, users can vote on content created by other users. Not only does this create a history of what the user has upvoted or downvoted (see History pattern), it also gives users a way of popularizing content and like on Medium, publicly associate themselves with something they enjoyed.

Pay To Promote

EXAMPLES

Quora, OKCupid, Facebook, Stackoverflow



The screenshot shows a Quora question page with the following details:

- Question Title:** Cartoons: What are the most philosophical cartoons?
- Views:** 140,203
- Followers:** 548
- Latest activity:** 15m ago
- Answers:** 76
- Contributors (Top 5):**
 - Alexander Anlyan: Writes poetry, sings, and sometimes smiles & weeps simultaneously. 25 Answers in Life • 50% Response Rate. [120 to Ask](#)
 - Cory Radebaugh: Emissary of Despair. 83 Answers in Life • 40% Response Rate. [180 to Ask](#)
 - Jeff Wilson: Life Observer & Active Participant | Middle Management In Construction Products Industry | Blogger | Father. 10 Answers in Life • 100% Response Rate. [25 to Ask](#)
 - Peter Hopkins: School of Hard Knocks alumni. 7 Answers in Life • 35% Response Rate. [25 to Ask](#)
 - Joe Valzden: Funny how sometimes it becomes too late to change things. As though we become some higher meaning unto ourselves, tha... (more) 38 Answers in Life • 40% Response Rate. [25 to Ask](#)
- Related Questions:**
 - * Popular Culture: What are the most philosophical or ethically interesting moments in popular culture?
 - Philosophy of Everyday Life: What are the top 10 big philosophical questions most people wonder about?
 - Philosophy: What are the most interesting philosophical questions out there?
 - What are the most psychedelic cartoons?
 - Cartoons: What are the most interesting cartoons?
 - What are the best/most humorous Bloom County cartoons?
 - Philosophy: What are the most difficult philosophical concepts/ideas to understand?
 - Philosophy: What are the top 10 philosophical ideas that everyone should understand?
 - * Motivation: What is the most inspiring sentence you have ever heard or read?
- Buttons:** Home, Open Questions, Notifications, Add Question

Photo credit: [Quora](#)

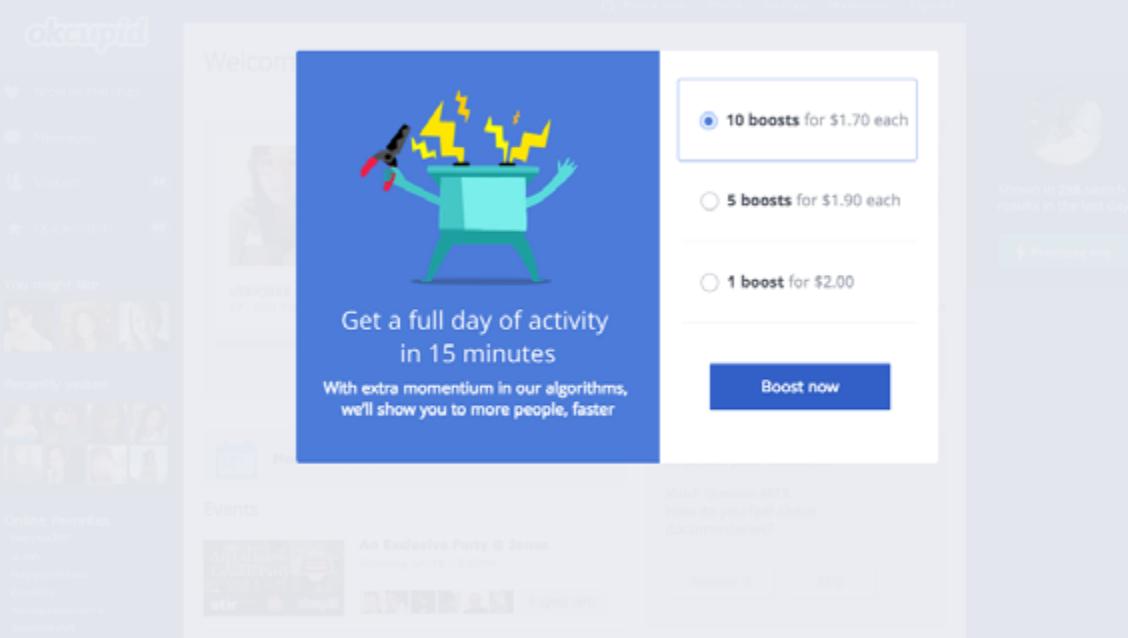


Photo credit: [okcupid](#)

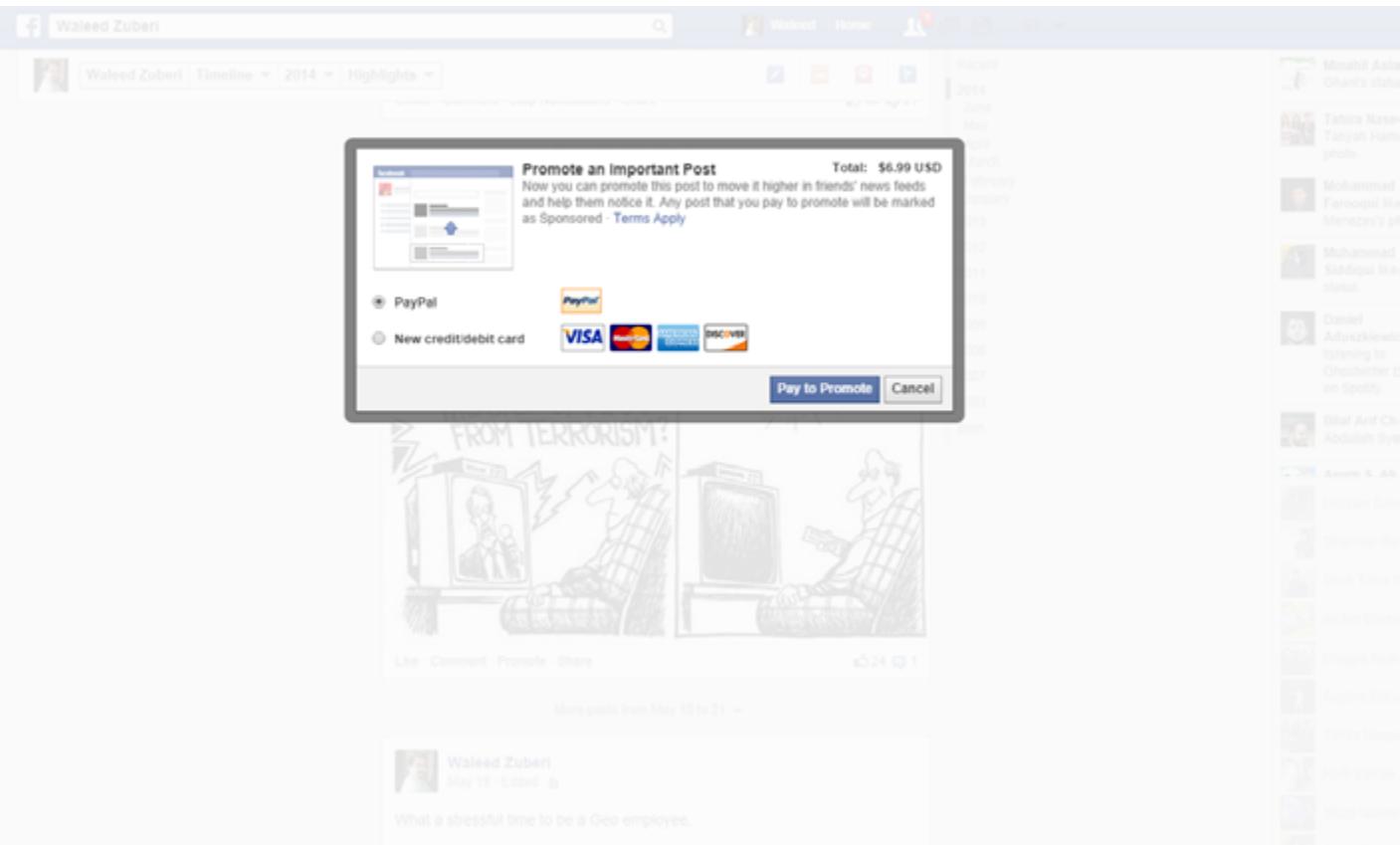


Photo credit: [Facebook](#)

The screenshot shows a Stack Overflow question page. At the top, there is a promotional message: "This question has an open bounty worth +250 reputation from scrowler ending in 6 hours." Below this, the question text is as follows:

I know this is long enough already, but I thought I'd add that the reason I want to track these changes and not update the original record is that the **financial** aspect can't change, because it will affect reporting.

The quickest and easiest solution I can see so far is to apply modifications directly to the original booking in all cases except when it affects financial information, which is still tracked as a modification (because I don't currently need to search based on this info).

Tags: [pro](#) [mysql](#) [cakephp](#) [database-design](#) [cakephp-1.3](#)

share | edit | flag

asked Jun 19 at 1:15 by [scrowler](#) 7,413 ● 1 ● 8 ● 31

edited Jun 19 at 1:34

I am looking for an answer that refers to today's best practices in a real world example.

We had a similar problem recently with an older data structure that wasn't fit for purpose. We tried the approach you have here of adding a layer on top to handle changes but it ended up generating too many bugs. In the end, we redesigned the data structure from scratch and wrote a CLI importer to move all the existing data across. Doing it this way meant we could slowly move client facing functionality to the new system as data was being tracked across both. When we're completely happy with the new system we'll simply remove the legacy code from the project. Hope that helps. – [ordiny](#) Jun 19 at 2:23

[@ordiny](#) that does help. I think we will end up having to redesign the way this works as well. – [scrowler](#) Jun 19 at 2:23

[add comment](#)

5 Answers

active | oldest | votes

On the right side of the page, there is a sidebar with several other questions:

- Mountain bike tires vs. road tires - from crushed limestone to pavement
- Is it ethical for a professor to get masters students to work on open source modules related to the professor's profit-making company?
- My manager thinks showing up early doesn't show as much enthusiasm as staying late
- Performance of HP SSDs in HP servers
- Why does awk not sum to 0
- Is there a standard projection for Sub-Saharan Africa?
- Good Versus Evil
- Why do people say "to be honest"?
- Populating a Boolean Array in Java
- How does the pyramidalization effect the bonding angles in a distorted octahedral environment?
- voltage rating vs power rating on a resistor
- Why does a flat universe imply an infinite universe?
- Is a canal a type of river?

Photo credit: [Stack Overflow](#)

PROBLEM

The user wants to highlight certain content above the regular content feed.

SOLUTION

Let users pay to promote their content. On sites like Quora and Facebook, users can give their posts a boost by paying a certain amount that gives them greater visibility in the content feed above the regular non-paid content. OKCupid allows users to give their profile a boost in views and LinkedIn does the same albeit as part of the paid membership plan rather than by individual content like in Facebook. This form of native advertising can be a great way of allowing users to gain traction and greater visibility while maintaining the user's experience in the platform.

Direct Messaging

EXAMPLES

Spotify, Twitter

The image shows the Spotify Direct Messaging interface. On the left, a sidebar lists various options: Search, Browse, Discover, Radio, Your Music, Follow, and a notifications section showing 7 notifications and 99 messages. The main area is titled 'Messages' and lists recent conversations. Each message item shows the user's profile picture, name, message content, and timestamp. The first message is from 'Omar Jalalzada' with the subject 'Pushing Through the Pavement' and timestamp '24 DAYS AGO'. The second message is from 'Colin Loveness' with the same subject and timestamp. The third message is from 'Jeremy Richardson' with the same subject and timestamp. The fourth message is from 'Kim Vo' with the same subject and timestamp. The fifth message is from 'Eunice Joung' with the same subject and timestamp. The sixth message is from 'Jonathan Tzou' with the subject 'Give Me Attitude' and timestamp '2 MONTHS ...'. The seventh message is from 'Michael Boswell' with the subject 'Give Me Attitude' and timestamp '2 MONTHS ...'. The eighth message is from 'Matt Winn' with the subject 'Give Me Attitude' and timestamp '2 MONTHS ...'. The ninth message is from 'Craig dos Santos' with the subject 'Give Me Attitude' and timestamp '2 MONTHS ...'. Below the message list, a link 'SHOWING EVERYONE ▾' is visible. On the right, a detailed view of a message from 'Omar Jalalzada' is shown. The message content is 'Omar Jalalzada hasn't played this yet'. The timestamp is 'JUNE 17 2014'. The message is from 'Chris Bank' with the subject 'new polish ambassador has arrived :)' and timestamp '9:00 PM'. The message content includes an image of a Polish Ambassador with the text 'POLISH AMBASSADOR' and 'PUSHING THROUGH THE PAVEMENT'. Below the image, the text 'Pushing Through the Pavement' and 'The Polish Ambassador' is visible. The message ends with 'Omar Jalalzada hasn't played this yet'. A text input field 'Write a reply...' is at the bottom, and a 'Press Enter to send' button with a green send icon is on the right.

Photo credit: [Spotify](#)

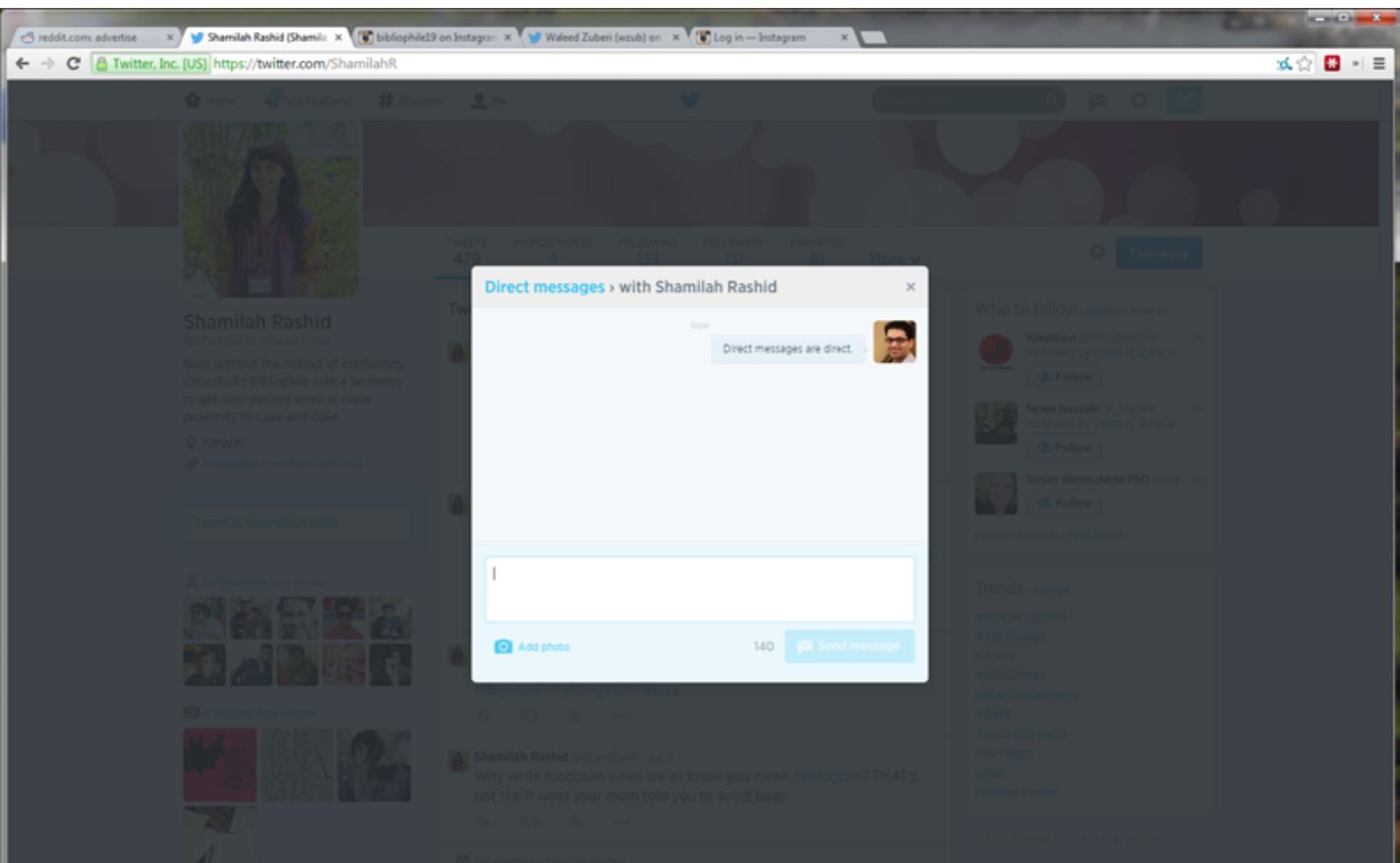


Photo credit: [Twitter](#)

PROBLEM

The user wants to send private messages to their friends from within the system.

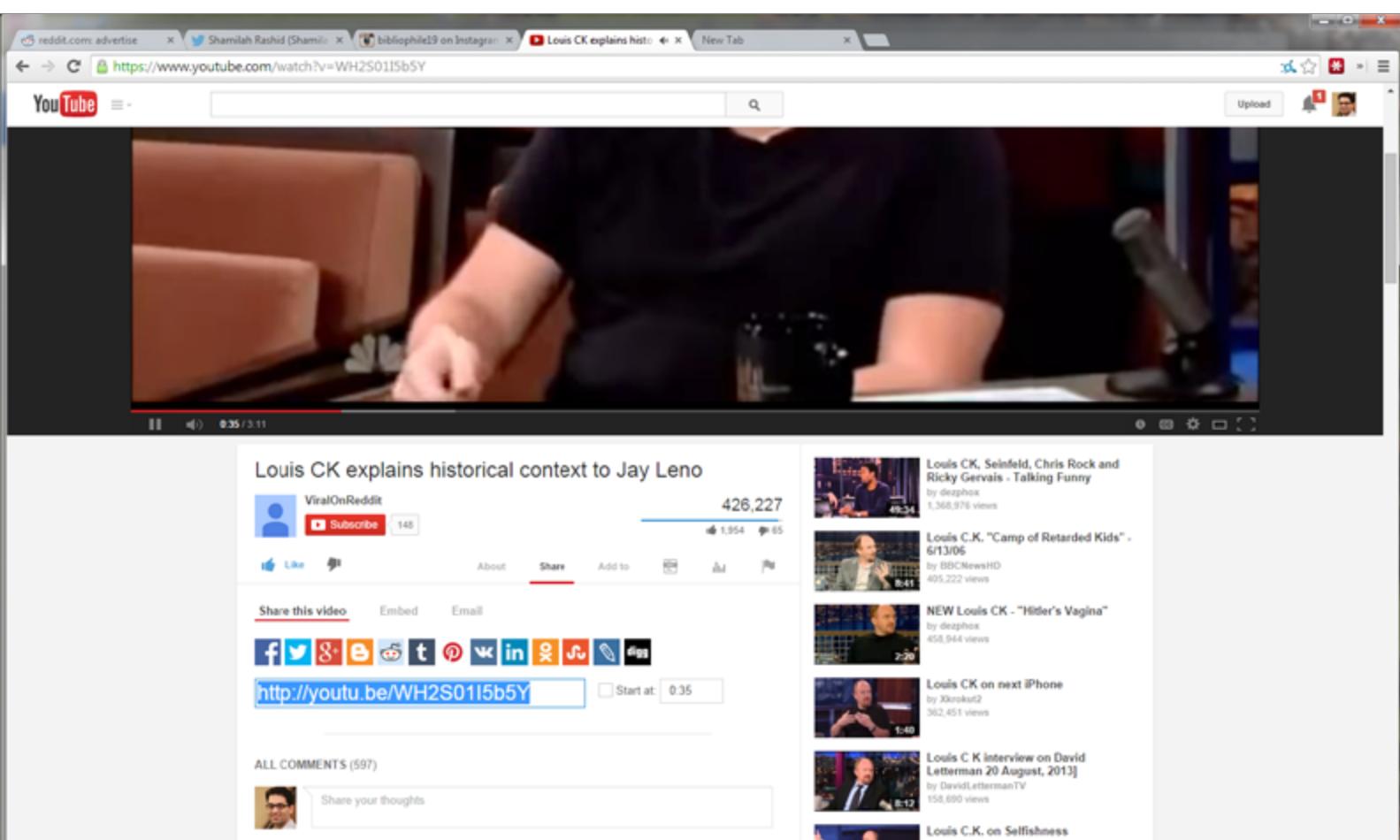
SOLUTION

Allow users to interact with each other in private messages alongside their other interactions. Instagram and many other web apps offer chat or direct messaging as an integral part of their experience. Private chat UI design patterns will continue to blossom across many web apps, not just traditional “social networks” now that users are finally comfortable sharing more private things online and they have substantial breadth in the content they’re generating online.

Like

EXAMPLES

YouTube, Pinterest



reddit.com/advertise × Shamilah Rashid (Shamilah) × bibliophile19 on Instagram × Louis CK explains histo... × New Tab

https://www.youtube.com/watch?v=WH2S01I5b5Y

YouTube

Louis CK explains historical context to Jay Leno

426,227

1,954 65

Like Share Add to

Share this video Embed Email

<http://youtu.be/WH2S01I5b5Y>

Start at: 0:35

ALL COMMENTS (597)

Share your thoughts

Louis CK, Seinfeld, Chris Rock and Ricky Gervais - Talking Funny

by desphox 1,368,976 views 49:34

Louis C.K. "Camp of Retarded Kids" - 6/13/06

by BBCNewsHD 405,222 views 8:41

NEW Louis CK - "Hitler's Vagina"

by desphox 458,944 views 2:39

Louis CK on next iPhone

by Xxrokut2 362,451 views 1:40

Louis C.K interview on David Letterman 20 August, 2013]

by DavidLettermanTV 158,690 views 8:17

Louis C.K. on Selfishness

Photo credit: [Youtube](#)

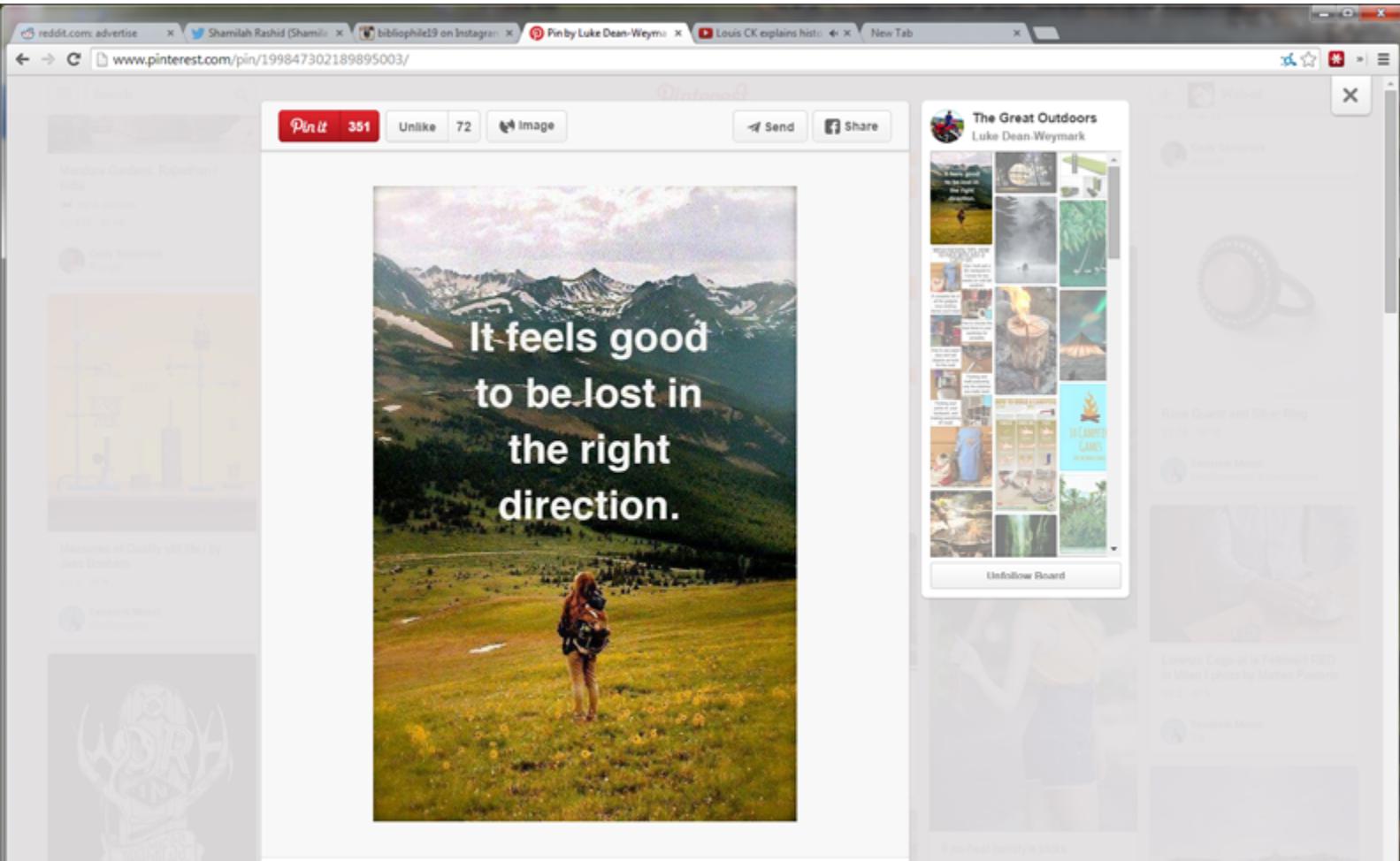


Photo credit: [Pinterest](#)

PROBLEM

The user wants to rate content in a simple way without having to worry about the degrees to which they like it.

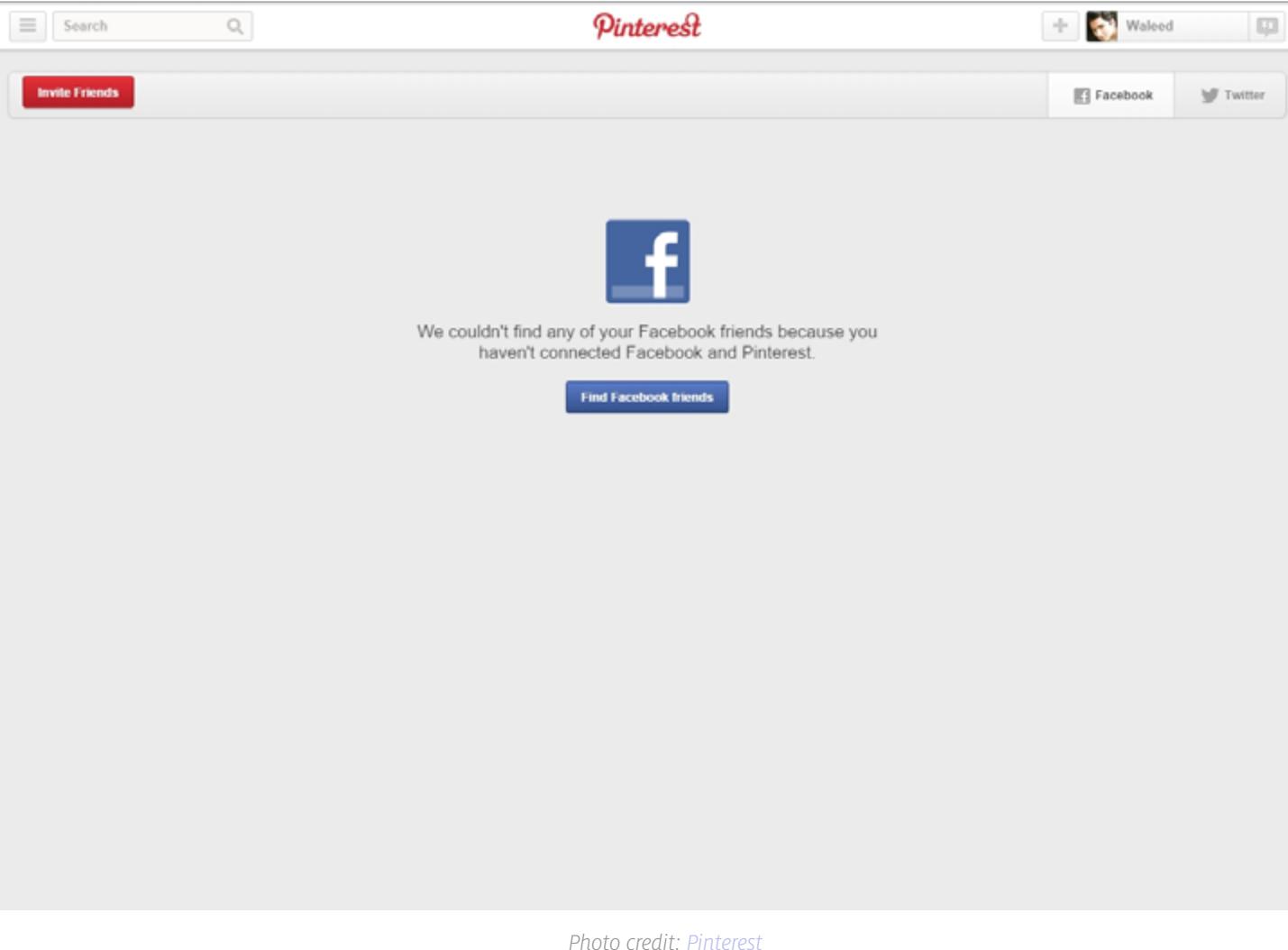
SOLUTION

Simplify rating controls by making them binary choices - the user either likes it or dislikes it. Eliminating the fine-grain of stars and rating scores, this makes rating things easier for users as well as interpreting them. If I liked a video, should I rate it 4 stars or go all the way with 5 stars? YouTube and almost every application lets you like (or even dislike) everything in a binary way instead. A lot of web apps provide a way of showing appreciation by simply “liking” or “hearting” content.

Find & Invite Friends

EXAMPLES

Pinterest, Airbnb



The image shows a screenshot of the Pinterest website. At the top, there is a navigation bar with a search bar, a user profile for 'Waleed', and social sharing buttons for Facebook and Twitter. Below the navigation bar, there is a red button labeled 'Invite Friends'. The main content area features a large Facebook logo. Below the logo, a message reads: 'We couldn't find any of your Facebook friends because you haven't connected Facebook and Pinterest.' At the bottom of this message is a blue button labeled 'Find Facebook friends'.

Photo credit: [Pinterest](#)

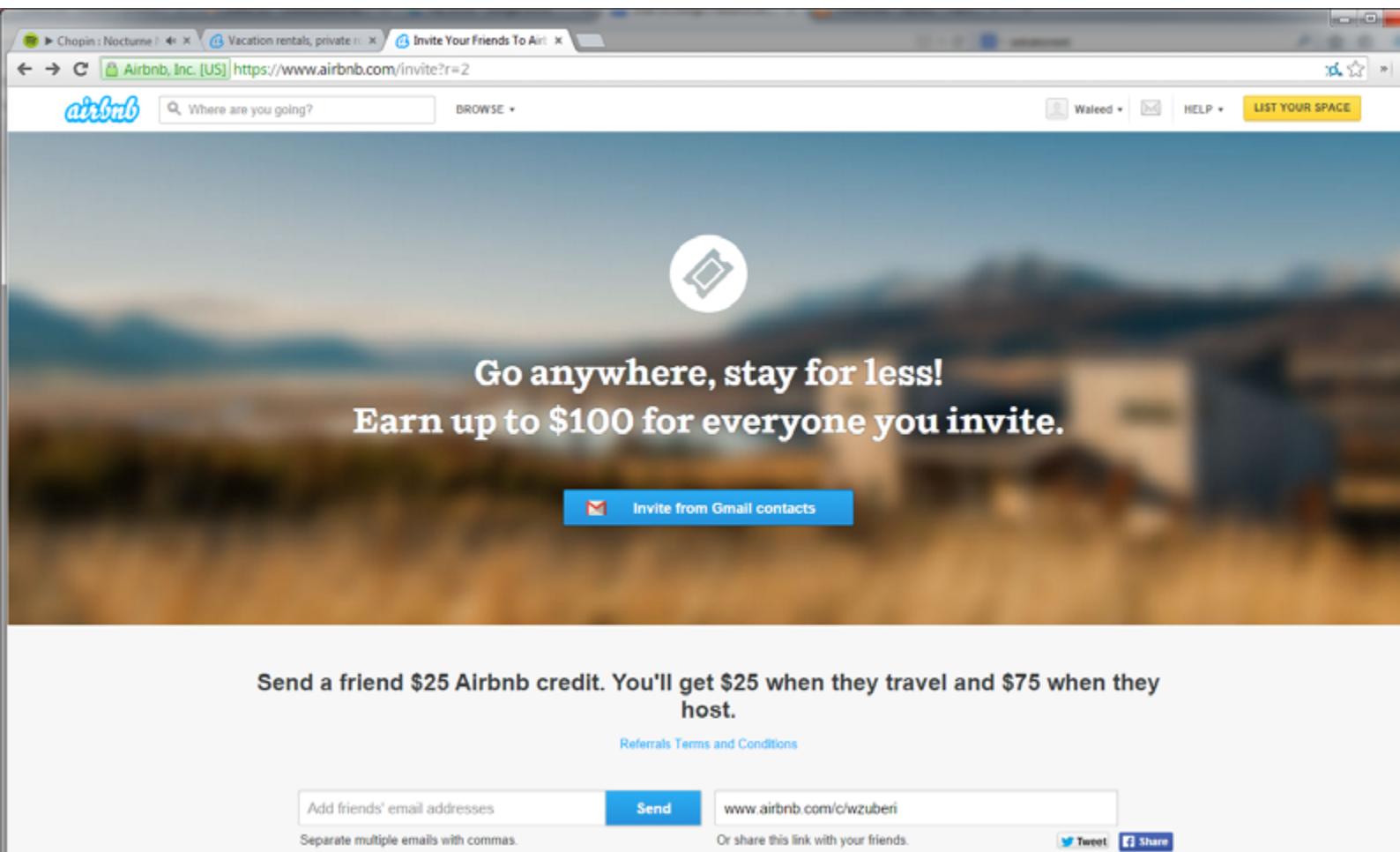


Photo credit: [Airbnb](#)

PROBLEM

The user wants to experience the application with their friends.

SOLUTION

Make the invitation process simple and easy to complete. Since word-of-mouth and referrals are a huge driver of growth especially in consumer applications, you'll see this UI design pattern proliferate and evolve even more. Providing users with a way of connecting with and sharing the app with friends also gives them a better, more immersive experience even if just in terms of more content. The invite feature can be built into the onboarding pattern or even as the empty state design, both of which we've covered earlier.

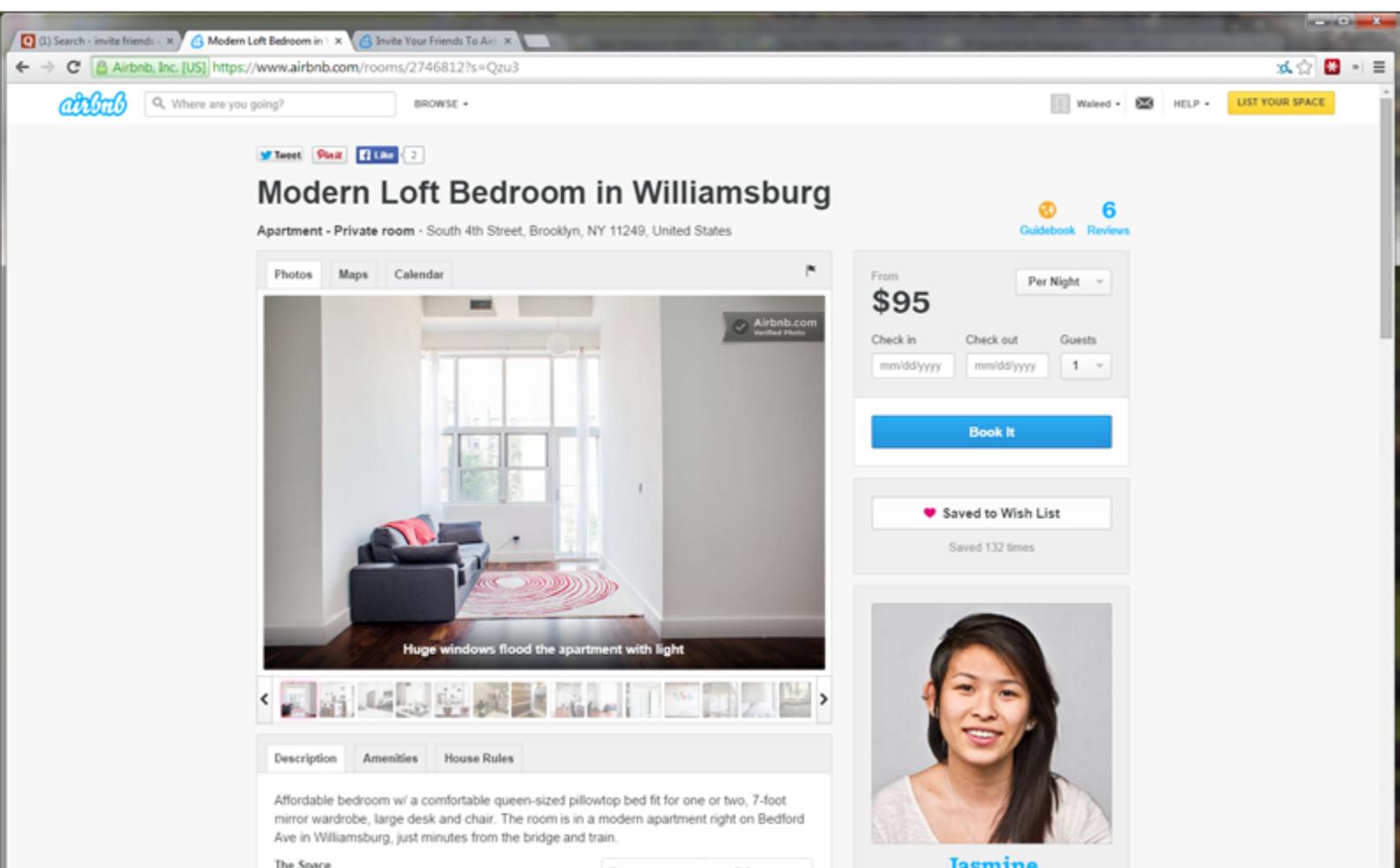
6

Data & Content Management

Favorites & Bookmarks

EXAMPLES

Airbnb, Gmail, Facebook, Medium



The screenshot shows a web browser displaying an Airbnb listing for a "Modern Loft Bedroom in Williamsburg". The listing is for an apartment with a private room located on South 4th Street, Brooklyn, NY 11249, United States. The room is described as having a queen-sized pillowtop bed, a 7-foot mirror wardrobe, a large desk, and a chair. It is in a modern apartment right on Bedford Ave in Williamsburg, just minutes from the bridge and train. The listing includes a large image of a living room with a blue sofa and a red rug, and a smaller image of a woman named Jasmine. The price is \$95 per night, and there are 6 reviews. A "Book It" button is visible, along with a "Saved to Wish List" button and a note that it has been saved 132 times.

Photo credit: [Airbnb](#)

Google

Gmail

Compose

Inbox (2)

Important

Sent Mail

Drafts (1)

All Mail

Spam

Categories

Social (1)

Promotions (4)

Updates (18)

Purchases

Travel

Finance

Forums (1)

Circles

Deelaw (1)

IoBM (1)

How to Design a Culture of Innovation

SlideShare Newsletter

to me

10:05 PM (1 hour ago)

Never show this again

View online version

Remember to display images

#CULTURECODE IDEO

IDEO's Little Book of Innovation

Renowned design firm IDEO focuses on reinventing companies, processes and products. How do they foster their creativity? It starts with their Culture Code. [dubbad](#)

Photo credit: [Gmail](#)

Search for people, places and things

Waleed Home

Leaders AIESEC Pak...

AIESEC in Karachi 15

AIESEC-Pakistan 20+

EXPERIENCE PAK... 2

PAGES

When is my Exam? 3

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

Secret Musiks 2

AIESEC in Karachi E...

Saint Patrick's High S...

Add to Favorites

Edit Settings

Leave Group

Games 20+

Pokes 20+

Notes 20+

Games Feed 20+

FRIENDS

Close Friends 20

DEVELOPER

Manage Apps

Insights

When is my Exam?

Join AIESEC

INTERESTS

Sundus Zehra Shahid and 2 others

3 events this week

RECOMMENDED PAGES

Aunty Acid 5 Seema Zubairi and 103 other friends like them.

Typo/Graphic Posters 5 Waqar Ali and Kamil Zieba like this.

FC Barcelona 5 Wajahat Noor and 77 other friends like this.

Leo Messi 5 Wajahat Noor and 110 other friends like this.

ISPR Official 5 Waqar Ali and 43 other friends like this.

English (US) · Privacy · Terms · Cookies · Advertising · More · Facebook © 2014

A kid asked his mom to take a picture of him to prove he wasn't high...

HAPPYPLACE.SOMEECARDS.COM

Like · Comment · Share · 505 80 145

NASA - National Aeronautics and Space Administration was mentioned in a post.

Cosmos 5 hrs

Did you hear? New data collected by NASA's Voyager 1 spacecraft confirms that it is currently in interstellar space!

Like · Comment · Share · 7,748 154 704

Photo credit: [Facebook](#)



A business within the business

A lot of problems in business could be solved if we could align the interests of employees and managers with owners.

 Dave Gray in The Connected Company 17 min read

Everything Is Broken

Once upon a time, a friend of mine accidentally took over thousands of computers.

 Quinn Norton in The Message 17 min read

Photo credit: [Medium](#)

PROBLEM

The user wants to save and highlight content they like.

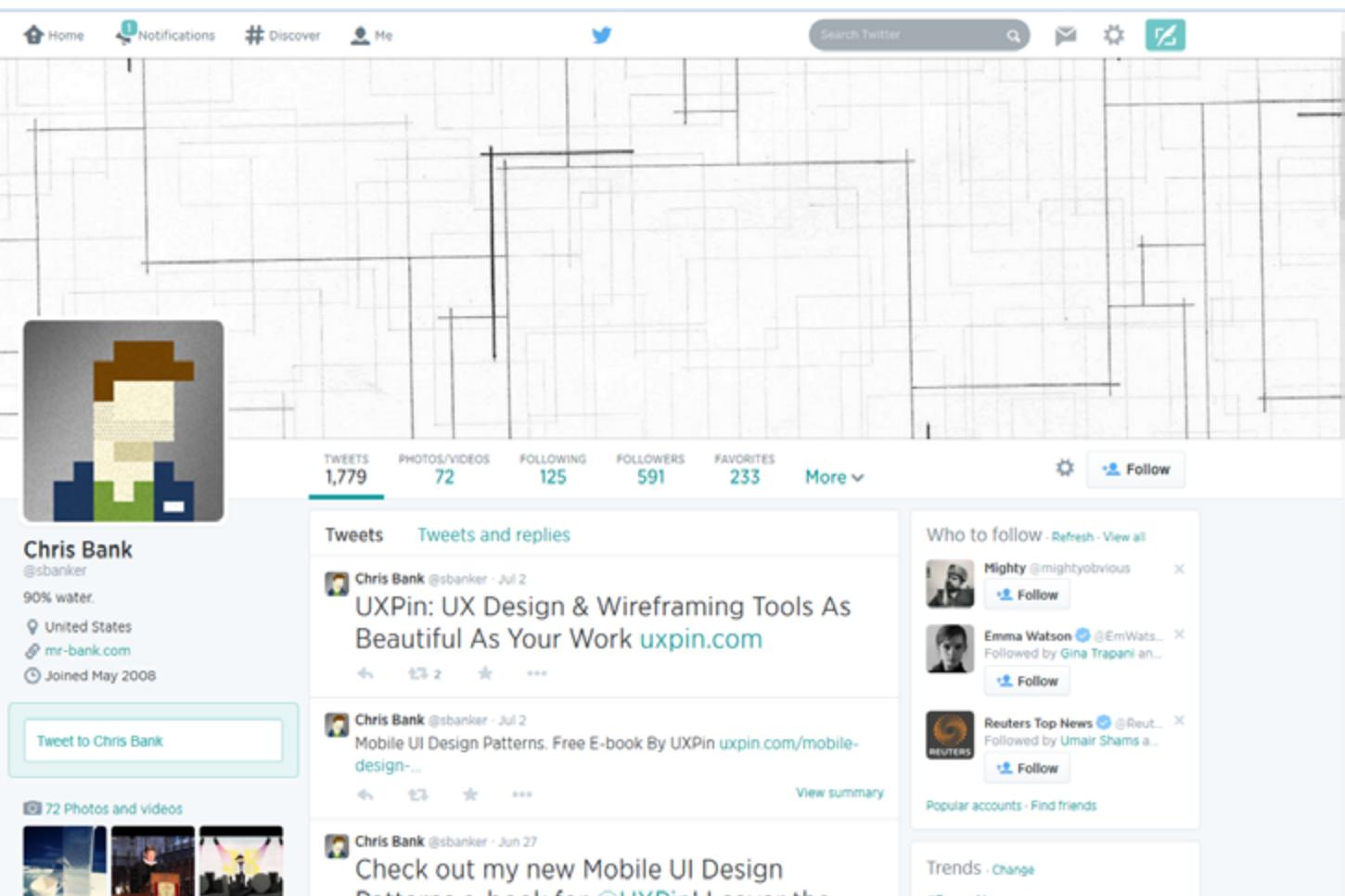
SOLUTION

Let users save and bookmark content for their reference. This UI pattern is more about personal organization rather than promoting content, and many web apps like Facebook, Gmail and Airbnb let users “star”, “favorite”, “save” or “bookmark” content privately, giving the user a way to come back to any place in the app that they might need later. As opposed to liking or sharing content that tends to get lost in the timeline as the user’s activity progresses, Favorites and Bookmarks can be used to mark content that the user would need to come back to, for example neighborhoods a user is researching in Airbnb or a particular email that the user wants to mark as important. This UI pattern gives users a private way of highlighting important content as opposed to taking an action on it like sharing or liking it.

Stats / Dashboards

EXAMPLES

Twitter, Quora, LinkedIn, Medium



The image shows a Twitter dashboard with a wireframe background. At the top, there are navigation links: Home, Notifications, Discover, Me, and a search bar. Below the navigation is a user profile for **Chris Bank** (@sbanker). The profile includes a pixelated profile picture, a bio (90% water), location (United States), website (mr-bank.com), and a join date (May 2008). A "Tweet to Chris Bank" button is present. Below the profile, there are statistics: 1,779 tweets, 72 photos/videos, 125 following, 591 followers, and 233 favorites. A "More" link is also visible. The main feed shows three tweets from Chris Bank:

- Chris Bank** @sbanker · Jul 2 UXPin: UX Design & Wireframing Tools As Beautiful As Your Work uxpin.com
- Chris Bank** @sbanker · Jul 2 Mobile UI Design Patterns. Free E-book By UXPin uxpin.com/mobile-design-... [View summary](#)
- Chris Bank** @sbanker · Jun 27 Check out my new Mobile UI Design Patterns e-book for [@UXPin!](#) I cover the

On the right side, there are sections for "Who to follow" (listing Mighty, Emma Watson, and Reuters Top News), "Popular accounts" (listing Gina Trapani and Umair Shams), and "Trends" (listing EmmyNoms). A "Photo credit: Twitter" caption is at the bottom.

Chris, add details about what you know:

Experience

What topics can you answer questions about?

Ex: Parenting, Law, San Francisco...

Chris Bank

Curious.



Write a [description](#) about yourself.

San Francisco

Kaggle
launched the tech vertical.

University of Michigan
Took classes in 8 different schools. Came out
a... [\(more\)](#)

[About](#)

Followers 655



Following 127



Topics 99

Blogs 12

Posts 51

Chris followed Marc Bodnick, 19 Jun

Marc Bodnick
Leads Quora business & community teams



Following · 31.7k Followers · 4.6k Answers

Chris voted up this answer from 2010, 19 Jun

What is product quality?

Joe Xue

Product Quality was defined by David A. Garvin of the Harvard Business School as the combination of the following eight dimensions: 1) performance, a product's primary operating characteristics; ... [\(more\)](#)

Upvoted · Comment · Share · Buffer



Photo credit: [Quora](#)

Who's viewed your profile | Medium

https://www.linkedin.com/wmms/profile?trk=nmp_profile_stats_viewed_by

Who's viewed your profile

37 Profile views Last 90 days

2 Viewers from the Internet Industry

2 Viewers who work at AIESEC Karachi

8 Viewers found you from People similar to you

How you rank for profile views

+300% weekly change

Apr 20 May 4 May 18 Jun 1 Jun 15 Jun 29 Jul 10

Hide charts

Waleed, profile views matter.

Getting more profile views can help you get found for the right opportunity. **Marketing and Advertising** professionals like you got up to 1% more views by taking some of the steps below.

Photo credit: [LinkedIn](#)

M Stats

Your network

51
Following

12
Followers

Your followers see stories that you write and recommend. Follow more people by connecting Medium to Facebook and Twitter on [your settings page](#). (If you unfollow someone on Medium, it won't affect Facebook or Twitter.)

Stories Click story below to view in chart

0
Views (30 days)

0
Reads (30 days)

0
Recs (30 days)

June 15

June 22

June 29

July 6

< Prev 30 days | Next 30 days >

There are currently no published posts for which you can view statistics.

Photo credit: [Medium](#)

PROBLEM

The user wants to easily keep track of their activity and status.

SOLUTION

Present important information and statistics to summarize user activity and status in terms of numbers. Twitter and Quora show users the number of followers and tweets or answers they have for an indication of activity. While some web apps only show number of likes, shares or followers, others like Medium, LinkedIn and Quora also show users more detailed statistics about their activity using Dashboards that used to be limited to business applications. With the extensive tracking and analytics data available for user interactions, this pattern will become even more popular as users want to track their activity on the system and even analyze how they're doing in comparison to others.

Contextually-Aware Content

EXAMPLES

Facebook, Vine

The screenshot shows a Facebook news feed with the following content:

- SitePoint** posted a link to "Arrays, Slices and Basic OOP in Go" with a Go logo image.
- Muhammad Shokail Fazal and Syed Zain Najam** shared a video titled "Football Arabian Style" from Fariborz Yousefi.
- Sundas Zebra Shahid** posted a status update: "3 events this week".
- Asim Zafar Farooqi** posted: "Chal BC..! I like".
- Umer Bin Waqar** posted: "Chal BC".
- Asim Zafar Farooqi** posted: "Chal nikal BC..! I like".

On the right, a sidebar shows recent activity and friend updates.

Photo credit: [Facebook](#)

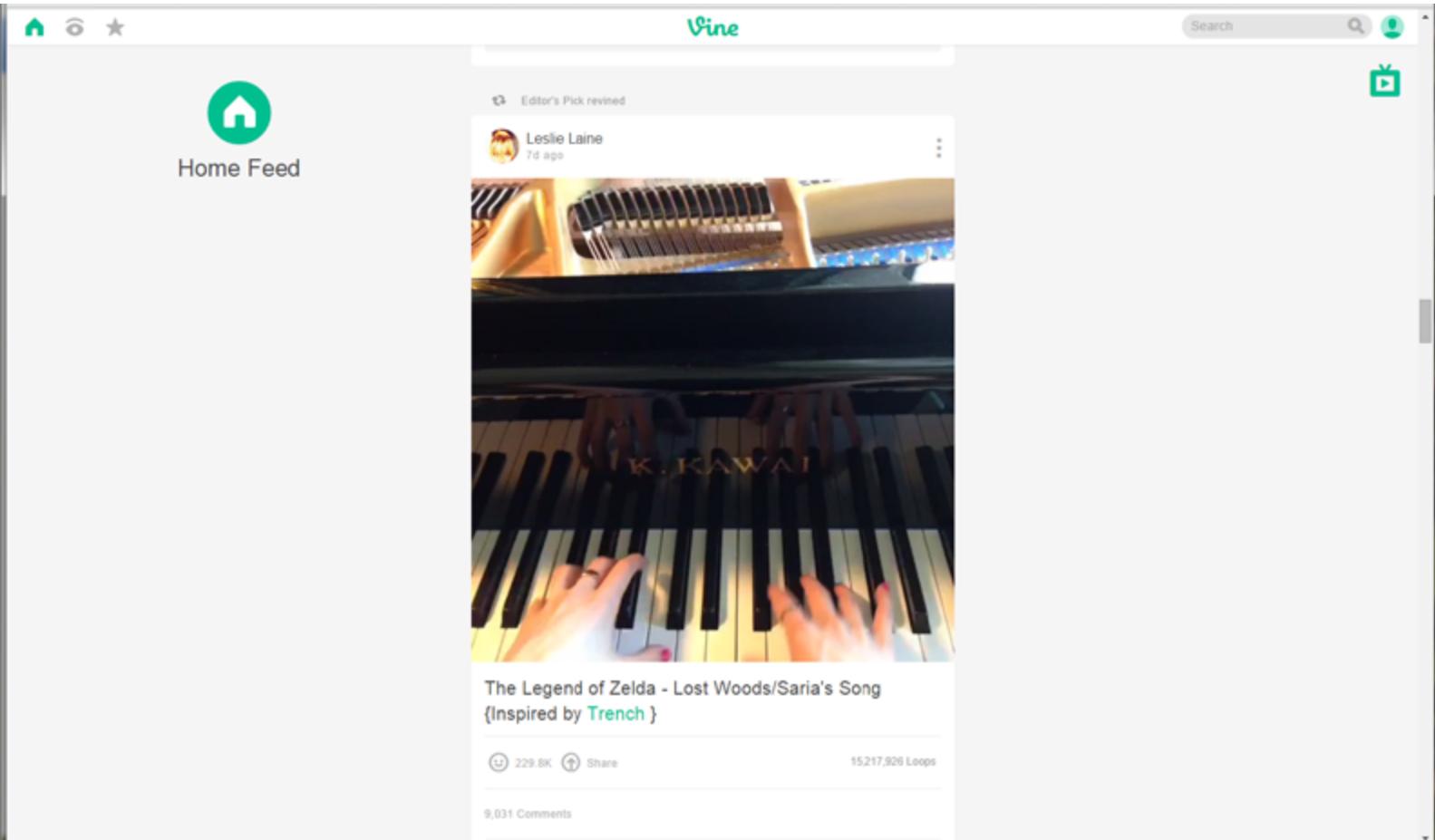


Photo credit: [Vine](#)

PROBLEM

The user wants to interact with content in different ways based on the context without having to take additional actions.

SOLUTION

Change the state of content based on other settings in the application or its sizing, positioning, or other attribute. For example, you can auto-play multimedia content as the user scrolls past. This makes the consumption of user content much smoother by eliminating the step where users stop and hit the play button. In terms of making things easier for users, this pattern makes sense but at the same time it is worth considering the annoyance it can cause. For that reason alone, this pattern is worth considering only for sites and networks that feature a lot of multimedia user-generated content where the user is browsing with the explicit intention of consuming that media. The user would probably not browse through a Vine timeline for any other reason than to watch the videos, so it makes sense. Facebook's implementation is a little suspect for the same reason.

Hover Controls

EXAMPLES

Pinterest, Facebook, Stack Overflow, Pocket

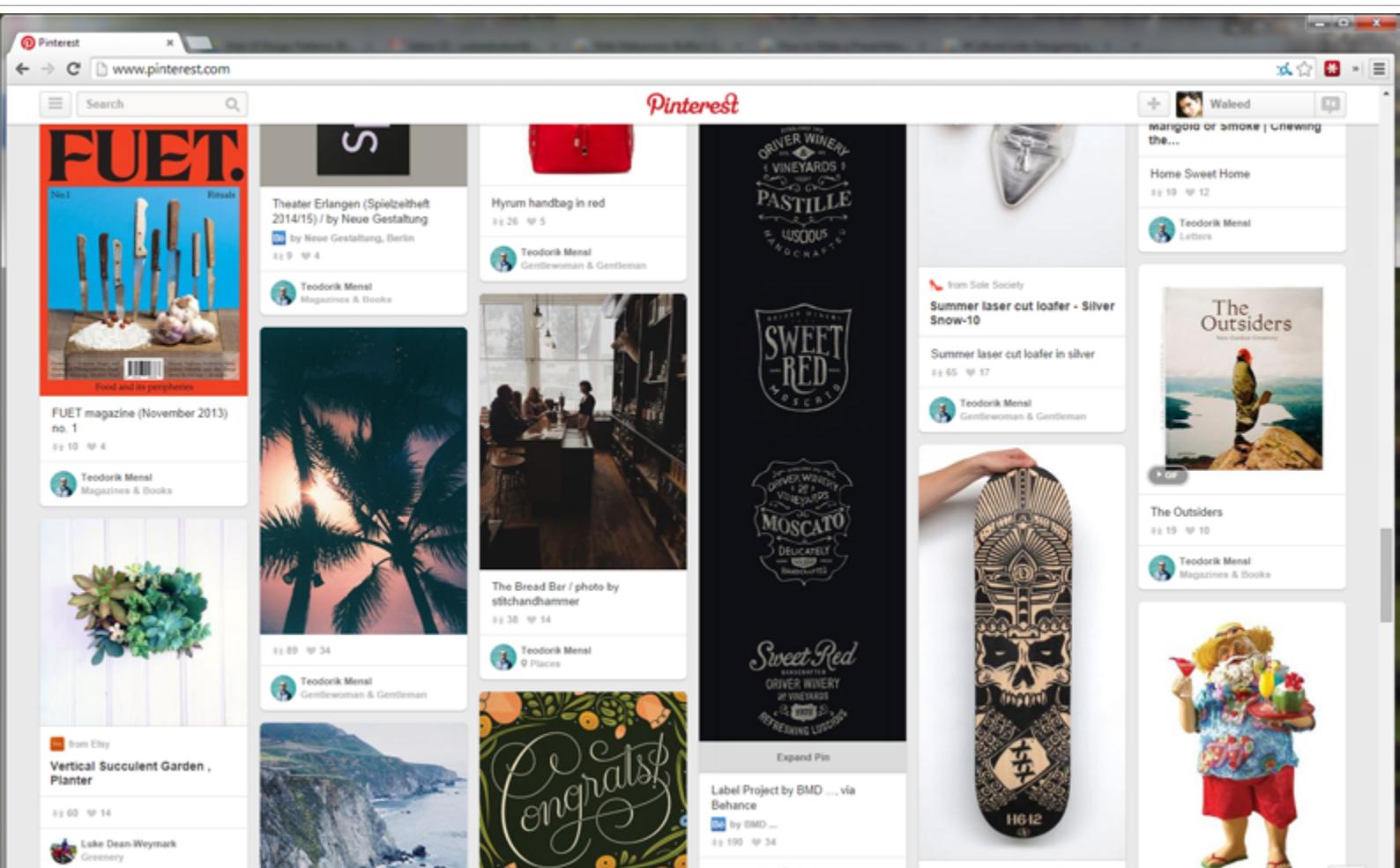


Photo credit: [Pinterest](#)

Photo credit: [Facebook](#)

Photo credit: [Stack Overflow](#)

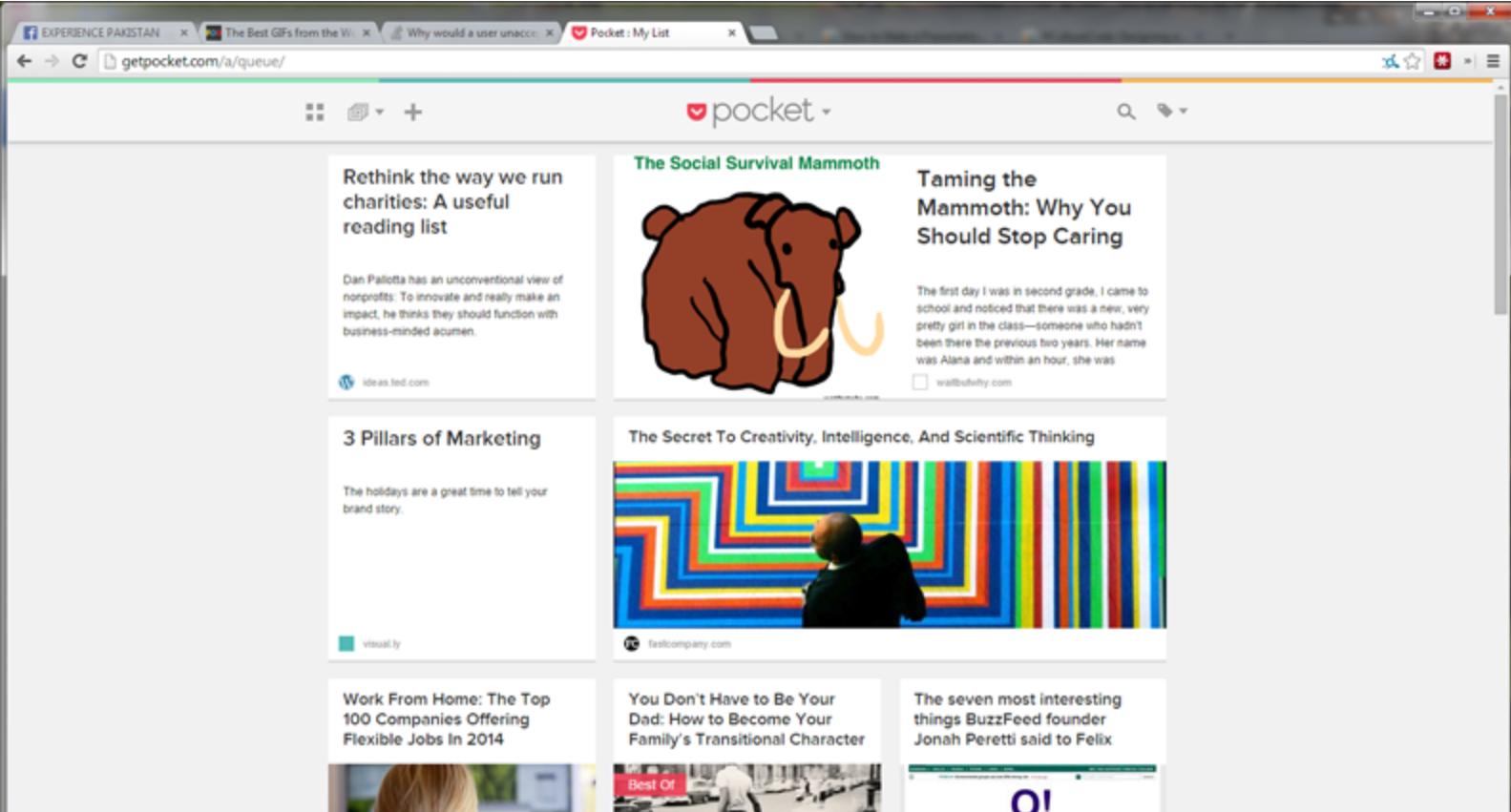


Photo credit: [Pocket](#)

PROBLEM

The user wants to have access to controls without cluttering the content view.

SOLUTION

Hide actions and control buttons until a user hovers over the item they relate to. It's always good to give the user complete control over content, but when an interface has a lot that can be acted upon, each button steals focus away from the content. This UI pattern hides these contextual controls until the user hovers over the content with their mouse, keeping them out of the way until needed. Pinterest puts all focus on the photos, so the "heart", "send" and "pin" buttons are invisible until you hover over the photo. This fits well with the modular cards UI pattern; since the buttons appear over the image itself, there's no confusion about which item they will act upon.

Context Menus

EXAMPLES

Google Drive, Dropbox, Medium, Quora

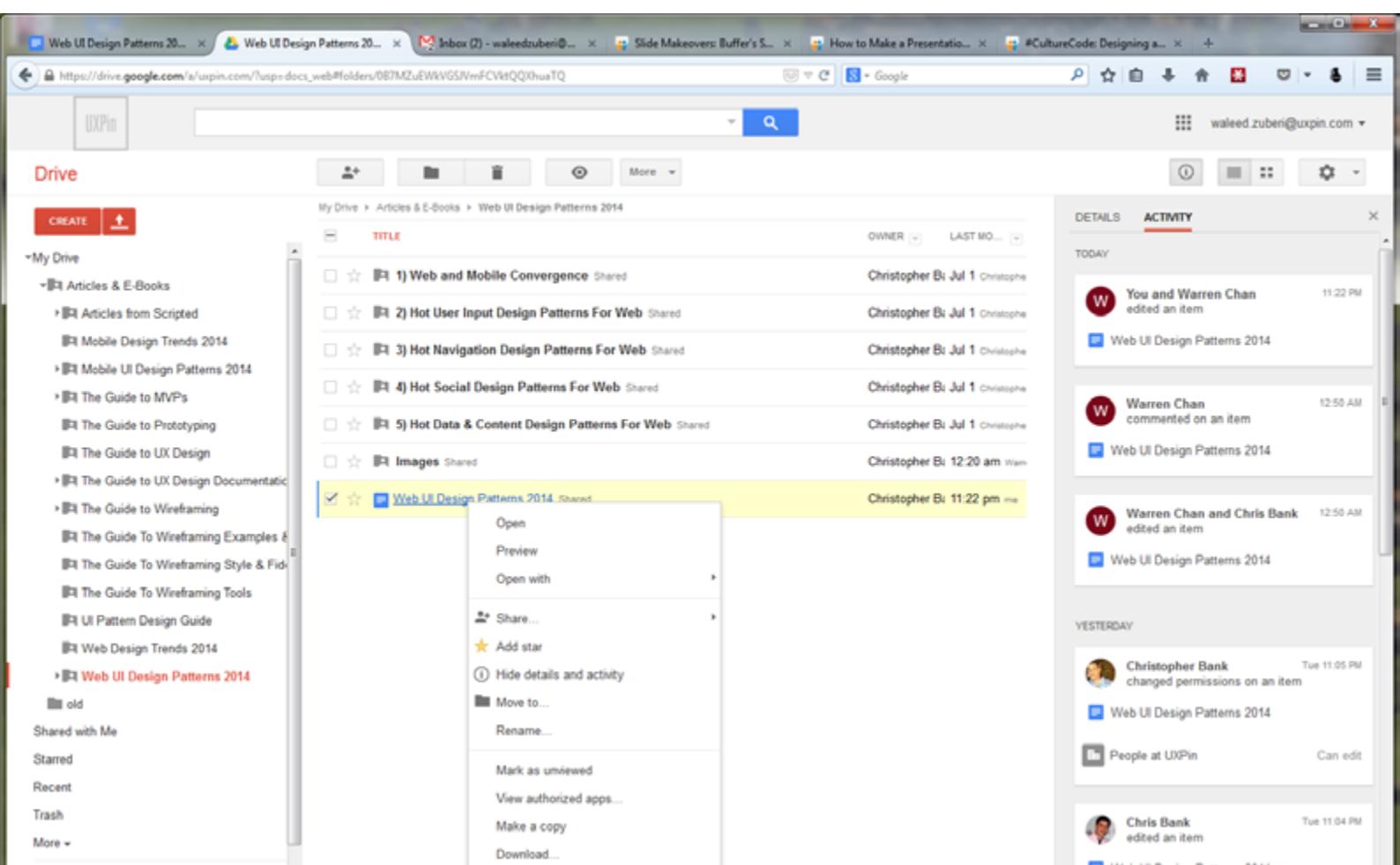


Photo credit: [Google Drive](#)

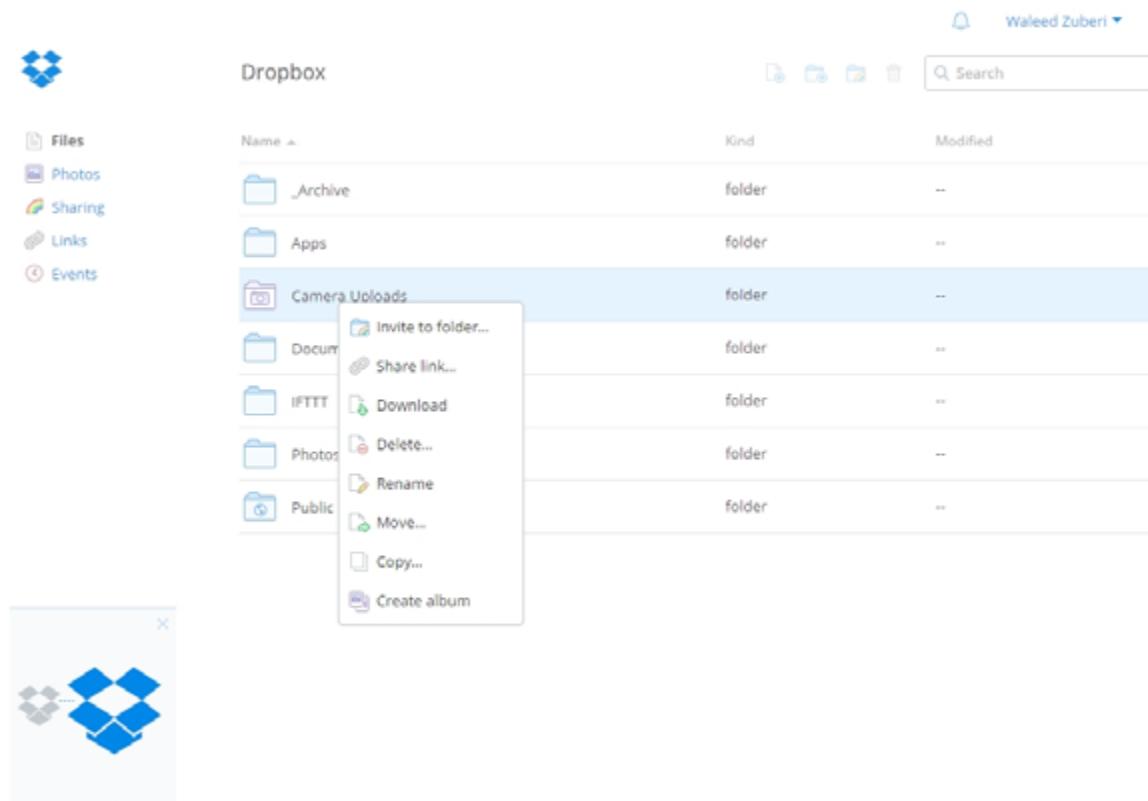


Photo credit: [Dropbox](#)

Nike Lamer, 2011 really pushed my YouTube presence out to the world. It remains my most watched movie with over 12,000,000 views

up traction, some got press, and eventually companies called asking if I was available to make web videos for them. Depending on how interesting the company and how broke I was I starting taking on select gigs. These videos were not like the work I do for clients now, or like any of the work people have come to expect from me. This early ad work was far more generic. Companies (clients) liked *my* work and would hire me to do *their* work. I was pretty good at it but none of these campaigns received the kind of attention of more current work.

Nike hired me for such a campaign in late 2011. The contract was for three videos. Nike might just be the coolest company to work for but even so there were typical considerations. They had a product to sell. As such the first two videos stayed close to the script. These videos were well received, I am really proud of them. But it was the third video, where I went way off script and took a big risk in making something that I wanted but would've

Photo credit: [Medium](#)

Quora

Q. Search

Home Open Questions Notifications Waleed Add Question

This one appealed to me for the sheer punch it packed in its simple and profound representation.

Sometimes, even a car... thousand words.

Source: Stumbled across it on the internet, via the 9gag Facebook page.

Updated 29 Jun.

Upvoted 3k Downvoted 12 Comments 12 Share 13

 **Sneha Srinivasan**, a learner, thinker and doer.
1.1k upvotes by Ishan Gupta, Soni Hitesh, Aditya Burra, (more)
Calvin and Hobbes and Peanuts.
The strip below is my number one favourite.



[View original](#)

Photo credit: [Quora](#)

PROBLEM

The user wants to have access to controls without cluttering the content view.

SOLUTION

Put contextual action buttons in a menu that pops up when the user selects an item or right-clicks somewhere in the UI. A context menu opens up to show essential actions that can be taken in the current view or upon the selected content. This makes things faster for users. Instead of having to scroll up to a toolbar, users can simply perform their desired action in place. The traditional context menu is triggered by a right click, and applications like Word Online, Google Drive, Evernote and Dropbox that emulate a desktop UI use them mostly for CRUD controls. Another implementation of context menus is a menu that pops up when users select text on the page. Medium puts the “notes” button and “share as a tweet” button behind this kind of context menu, and Quora puts an option to quote the text in an answer.

WYSIWYG

EXAMPLES

Gmail, Medium

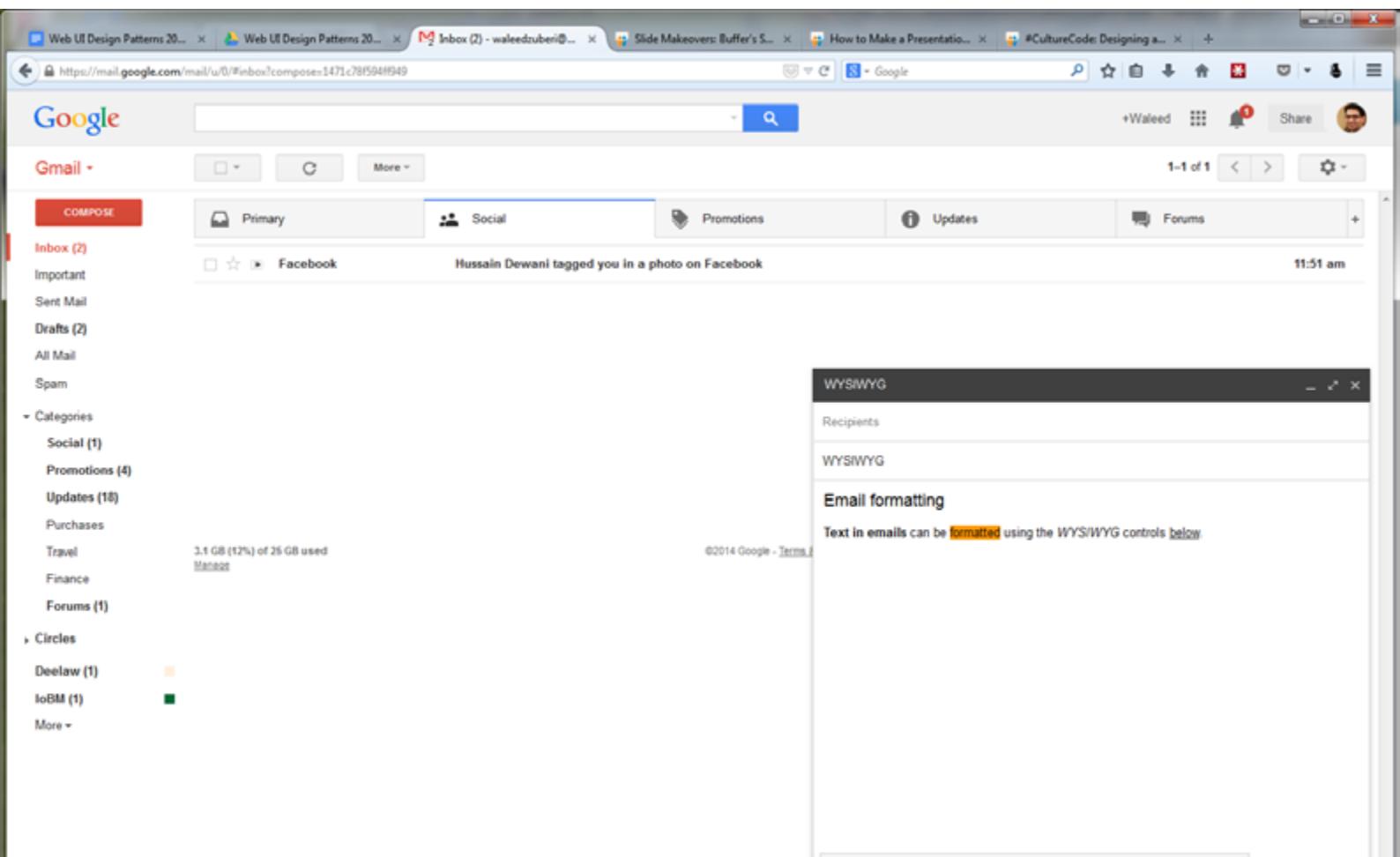


Photo credit: [Gmail](#)



To Be, or To Do

The  Audience of One

In a [lecture at King's College in 1944](#), C. S. Lewis cautioned against the secondary hierarchies of society and our obsession with [the inner ring](#).

The Inner Ring and the Fear of Missing Out

Who doesn't want to be famous? To be recognized and to feel the admiration of friends and family, but perhaps more importantly, of complete strangers? It's a badge of your relevance. You are important enough in the world, or at least in this immediate vicinity, to be included in the list of the voices that **matter**.

Even 70 years ago, Lewis made an observation about society that is as valid today. "*In many men's lives at all periods between infancy and extreme old age,*" he said. "*One of the most dominant elements is the desire to be inside the local Ring and the terror of being left outside.*"

The *terror of being left outside*, much like the *Fear of Missing Out*, is more apparent today than ever before. Social media constantly bombards us with

Photo credit: [Medium](#)

Problem

The user wants to add formatted text and preview what their content looks like without having to worry about markup languages.

SOLUTION

Implement a WYSIWYG text editor that lets users format their entered text without having to go into Markdown formatting or HTML code. This gives users a clear preview of how their content will look once published and can be a great way of lowering the barrier of entry for novice users. In the spirit of direct manipulation, this pattern is widely implemented in most blogging and email web apps, allowing users to edit and preview formatted multimedia content as they would in a text editor on their desktop.

Autosave

EXAMPLES

Gmail, Medium

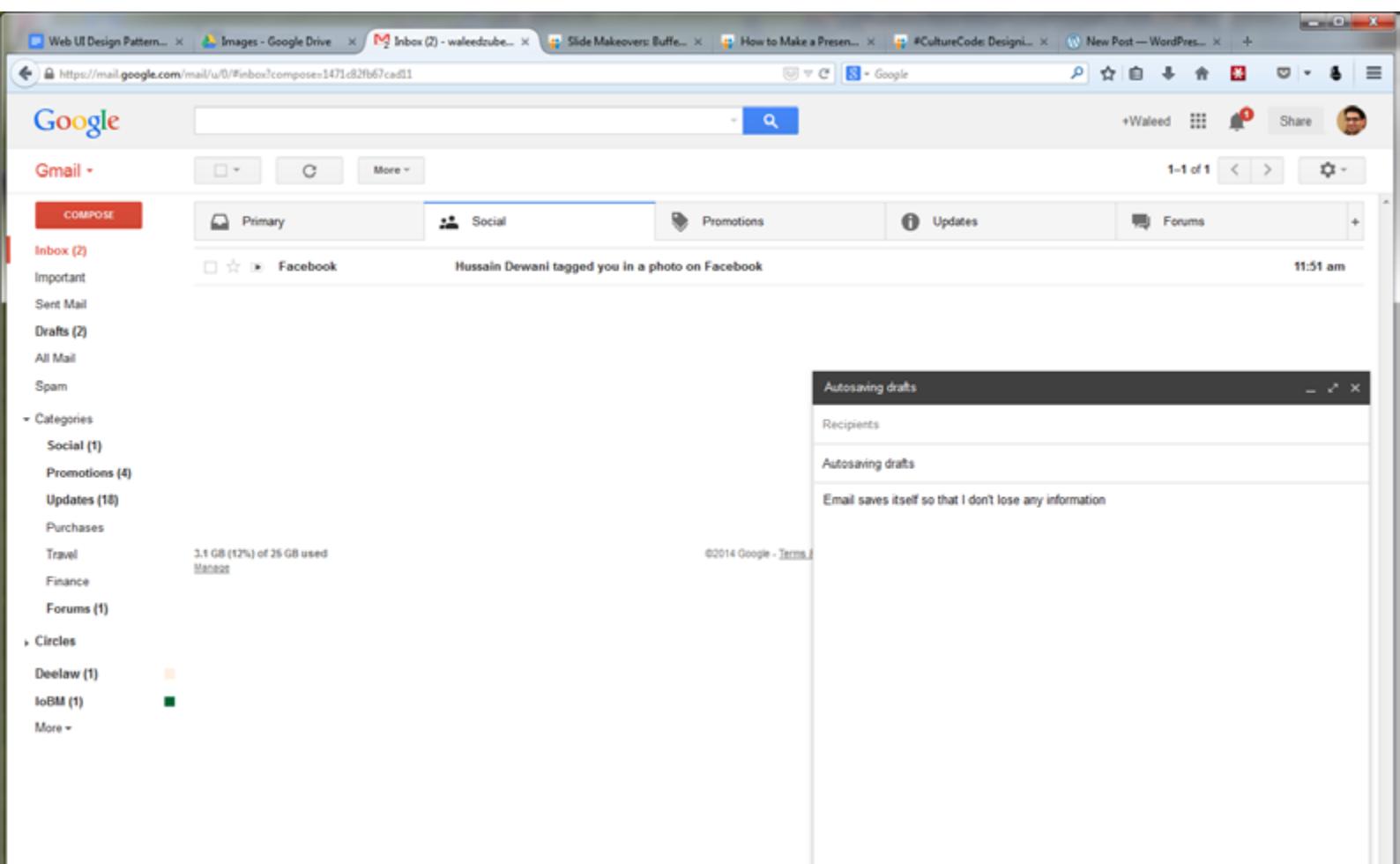


Photo credit: [Gmail](#)



A draft

That autosaves itself

So I don't need to worry about saving it

 Suggest a link

Photo credit: [Medium](#)

PROBLEM

The user wants to protect their data and continue working without having to remember to do so.

SOLUTION

Prevent accidental data loss by implementing an autosave feature in your app. Gmail and Google Docs does this flawlessly, auto-saving your work every few seconds and preventing any “oh, no!” moments. The autosave pattern is an unobtrusive way of doing that without forcing the user to remember to save every few minutes. Browser crashes, power or connection failures, or even accidentally closing the browser tab are major annoyances that can be soothed when the user is assured that their work hasn’t been lost. With cheap data storage and other UI patterns like User History, it makes sense to preemptively save user data rather than risk losing it by mistake. Of course there needs to be a clear indication that the app is autosaving, and perhaps even an additional “Save” button to provide a greater feeling of control.

Lightbox Photo Slideshows

EXAMPLES

Facebook, Pinterest



With all the action from last night - we just couldn't resist! — with Busiswa MakaOni Bulana, Bontshi John, Ntsoka Mathiba, Paul Matau and Leroy Monaheng.

Like · Comment · Share

1,195 people like this. Top Comments

7,017 shares

Ashleigh Smaller Your marketing team are so brilliant! Like · Reply 13 · June 26 at 7:13pm

Catherine Donaldson One of the most successful SA companies worldwide! Like · Reply 6 · June 26 at 11:26pm

Giacomo Arazi Not that funny and not original Like · Reply 4 · June 26 at 6:40am

Farah Nezam Saif Nezam Mohammad Salman Stallone Dennis Hardy William Master Like · Reply 4 · June 26 at 12:57am

Yazan Milany Kenan Fayomi Like · Reply 3 · June 26 at 2:44am

Karuva L E Kaseke hahaha Paida Matibiri Joy Kasake Like · Reply 2 · 3 hrs

View more comments 6 of 94

Write a comment...

Create Ad

Photo credit: [Facebook](#)

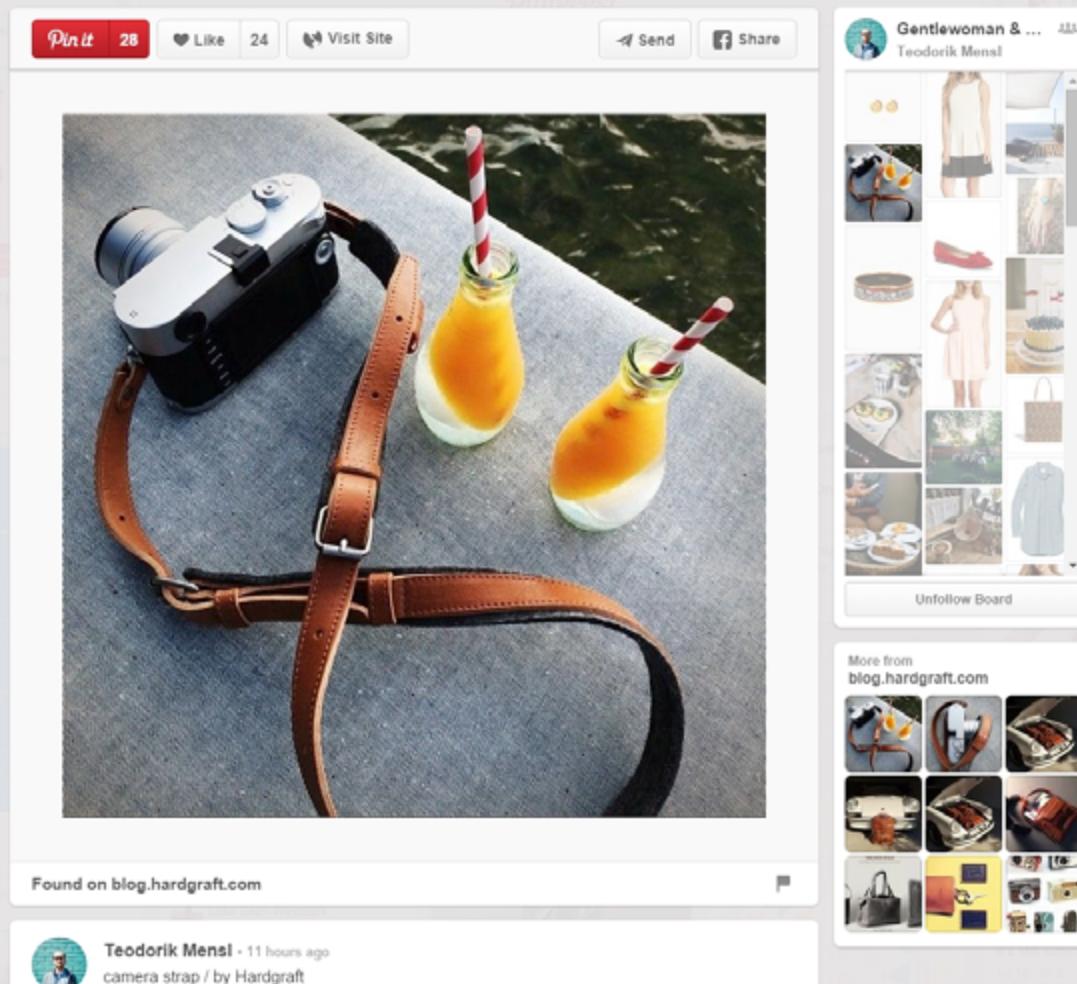


Photo credit: [Pinterest](#)

PROBLEM

The user wants to browse through multimedia content.

SOLUTION

Show multimedia content in a lightbox overlay. This modal window creates focus on the image or video content and breaks it free from the confines of the page's design. It also puts users in a better position to simply browse through the gallery without being distracted with the surrounding "chrome" in the page. Most implementations of this pattern also dim the background page behind the modal window and that prevents the user from losing their place in the main content view. This can come in handy particularly when paired with an infinite scroll pattern, as in Facebook and Pinterest. It's faster than loading a new page for each image and also preserves the user's flow when the want to back out of the multimedia gallery. For photo galleries, a modal lightbox slideshow is an essential UI pattern.

Full-Screen Modes

EXAMPLES

YouTube, Medium



Photo credit: [YouTube](#)

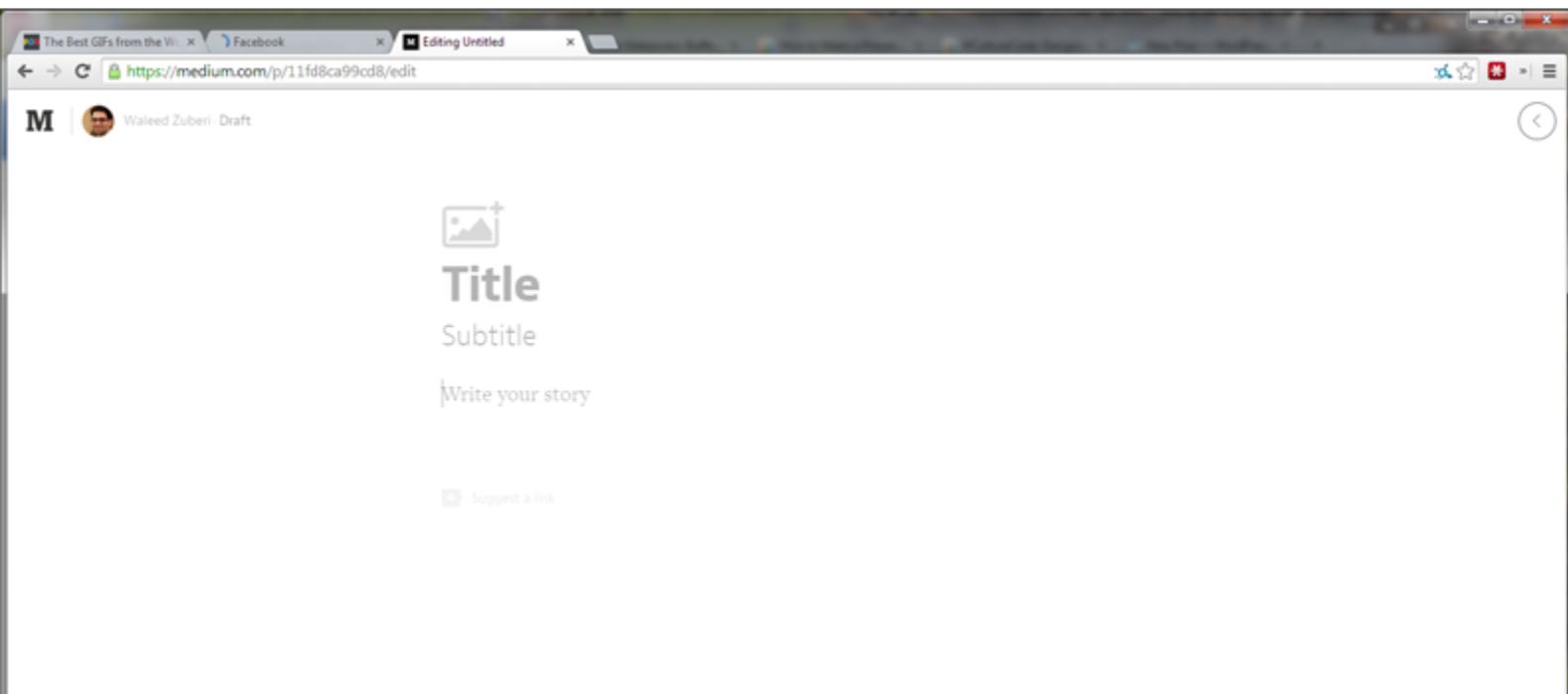


Photo credit: [Medium](#)

PROBLEM

The user wants to focus on content instead of being distracted with the UI.

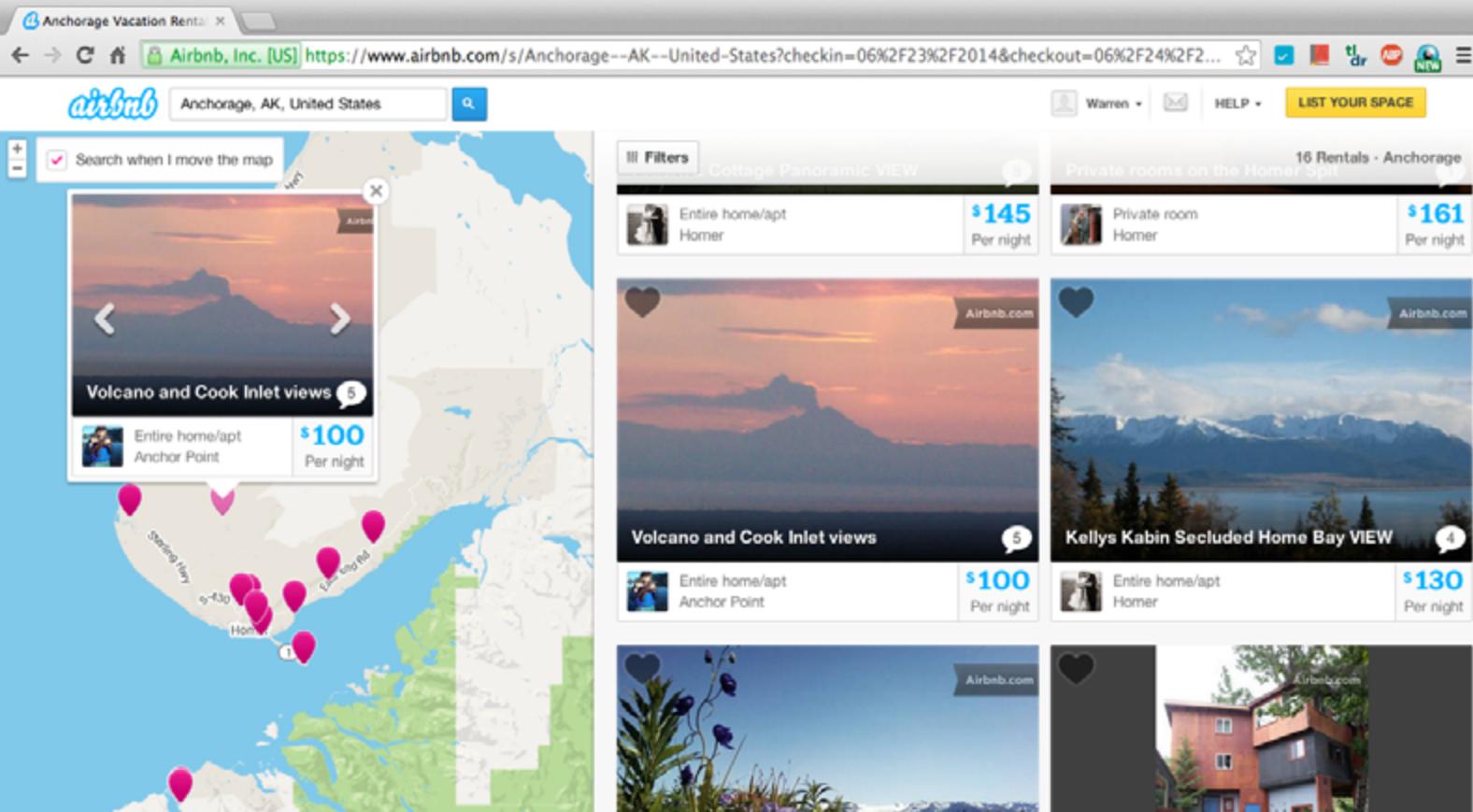
SOLUTION

Design a full-screen mode that hides or minimizes the UI clutter around content. This helps users focus on what matters, rather than being distracted by the clutter of the UI. While multimedia web apps like YouTube and Vimeo let users view videos in full-screen mode, other web apps like Medium and Facebook are using the full-screen concept to eliminate unnecessary “chrome” when the user wants to perform particular actions. For example Facebook lets users browse photo albums in a Lightbox Photo Slideshow, which is another pattern that we cover, but this expands to the entire screen. Medium removes all distractions when the user is writing, effectively achieving the same immersive effect as an otherwise traditional full-screen mode.

Interactive Content Layers

EXAMPLES

Airbnb, Yelp



The screenshot shows the Airbnb website interface for Anchorage, AK, United States. On the left, there is an interactive map of Anchorage with several pink location markers. A callout box on the map highlights a listing for "Volcano and Cook Inlet views" with a price of \$100 per night. On the right, there is a grid of vacation rental listings. The first listing is for an "Entire home/apt" in Homer with a price of \$145 per night. The second listing is for a "Private room" in Homer with a price of \$161 per night. The third listing is for an "Entire home/apt" in Homer with a price of \$100 per night. The fourth listing is for an "Entire home/apt" in Homer with a price of \$130 per night. The top right corner of the page shows a user profile for "Warren" and a "LIST YOUR SPACE" button.

Photo credit: [Airbnb](#)



1. Popeyes Chicken & Biscuits

 88 reviews

\$ - Fast Food, Southern, Chicken Wings

This is your run of the mill Popeye's that is super busy since it is on the intersection of two busy streets (Mission and Geneva). It is NUTS on Tuesday so avoid it. On Tuesday they have 2...



2. Popeyes Chicken & Biscuits

 106 reviews

\$ - Fast Food, Southern, Chicken Wings

My 50th review on a place I've gone for years. From the time before Cane Sweeeeet Tea to present with the renovated half circle bar like table and flat screen tv's. The food here never...



3. Popeyes Chicken & Biscuits

 135 reviews

\$ - Fast Food, Southern

In an ocean of restaurants in sf , I find this Popeyes to be an oasis for real good deep fried chicken. They just beat KFC hands down. I like it a lot.



4. Popeyes Chicken & Biscuits

 79 reviews

\$ - Fast Food

This place is dangerously close to our office. When we open the doors on the balcony, we can smell the chicken cooking. One day at lunch time, 10 separate staff members came back with Popeyes....

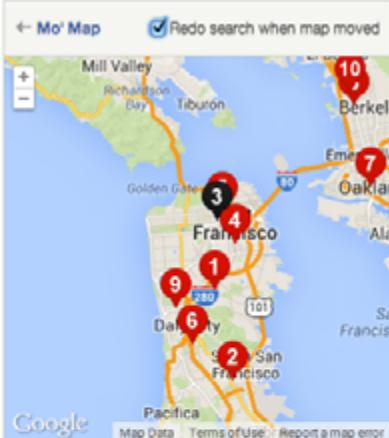


Photo credit: [Yelp](#)

Problem

The user wants to know which items within a content view they can interact with in further detail.

SOLUTION

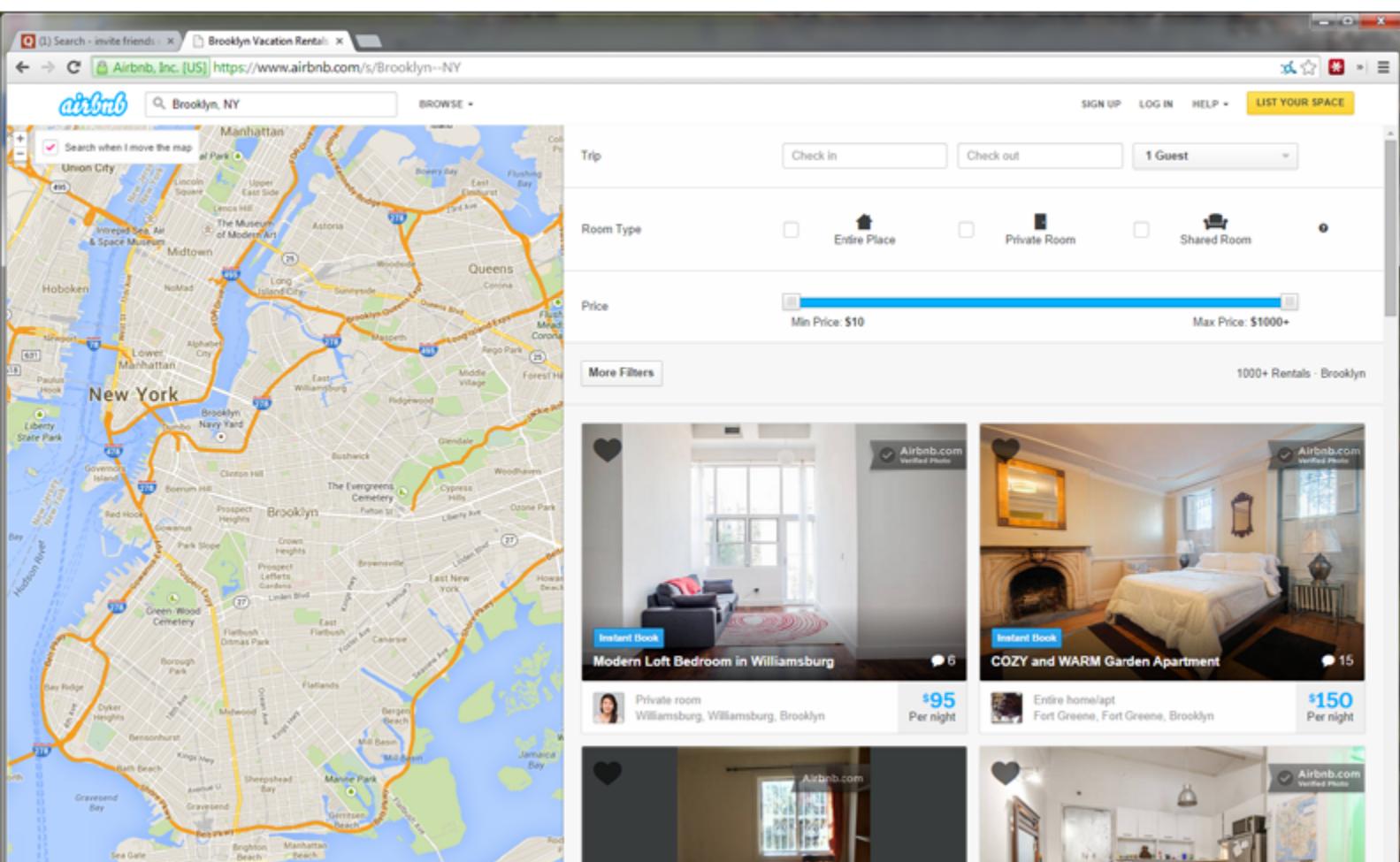
Layer interactive items to provide an “augmented reality” approach to your content. Yelp and Airbnb provide classic examples of this pattern: Next to the search results for different locations, these sites include a map that highlights each search result with a corresponding location ‘bubble.’ When users hover over the search result, the corresponding location bubble in the map becomes highlighted so that users can immediately see where each result is located. Additionally, users can interact with the map itself, e.g. by dragging to different locations - both Airbnb and Yelp have a ‘Search when map is moved button’ that automatically shows new location bubbles in the new areas of the map.

168

Maps As Backgrounds

EXAMPLES

Airbnb, Foursquare



The screenshot shows the Airbnb search interface for Brooklyn, NY. The background is a map of New York City, specifically the Brooklyn and Manhattan areas. The map includes labels for various neighborhoods like Manhattan, Brooklyn, and Queens, along with major roads and bodies of water. The search bar at the top contains 'Brooklyn, NY'. Below the search bar are filters for 'Trip' (Check in, Check out, 1 Guest), 'Room Type' (Entire Place, Private Room, Shared Room), and 'Price' (Min Price: \$10, Max Price: \$1000+). A 'More Filters' button is also present. On the right side, there are four listing cards for rentals in Brooklyn:

- Modern Loft Bedroom in Williamsburg** (Instant Book): \$95 Per night. Description: Private room in Williamsburg, Brooklyn.
- COZY and WARM Garden Apartment** (Instant Book): \$150 Per night. Description: Entire home/apt in Fort Greene, Brooklyn.
- Entire home/apt** (Fort Greene, Brooklyn): \$150 Per night. Description: Entire home/apt in Fort Greene, Brooklyn.
- Modern Loft Bedroom in Williamsburg** (Instant Book): \$95 Per night. Description: Private room in Williamsburg, Brooklyn.

Photo credit: [Airbnb](#)

foursquare Sports Bar Tampa, FL   

Suggestions for Sports Bar near Tampa
Or try: bar, happy hour, dinner, nightlife, food, pizza, lunch, wings, beer, pub

Show me: [Specials](#) [Haven't Been](#) [Friends](#) [Price](#) [Open Now](#) [Saved](#)

1. Boston's Restaurant & Sports Bar
 8.1 9316 Anderson Rd
Sports Bar - \$\$\$ - [View Menu](#)
"Really good Hawaiian pizza, and it's two for one all..." (2 tips)
"Two for one beer all the time. ..." (2 tips)


2. Press Box Sports Emporium & Eatery
 9.0 222 S Dale Mabry Hwy (W Platt St)
Sports Bar - \$\$\$ - [View Menu](#)
"Tues 50 cents wing.... So tasty!!!" (2 tips)
"Best wings! And the ribez are awesome." (2 tips)


3. MacDinton's Irish Pub & Restaurant
 9.2 405 S Howard Ave (W Horatio St)
Sports Bar - \$\$\$ - [View Menu](#)
"\$1 Miller Lite Drafts Thursday night...." (2 tips)
"Friday from 6-8 \$10 all you can drink happy hour!" (4 tips)
"Busiest bar in Tampa during their happy hours..." (2 tips)


4. Bar Louie Tampa
 9.0 2223 N West Shore Blvd
Sports Bar - 1 - \$\$\$ - [View Menu](#)
"... Try the Tickled Pink." (2 tips)
"... draft. Try Cigar City Maduro. Try the \$1 Burger..." (2 tips)
"\$2 burger night" (2 tips)

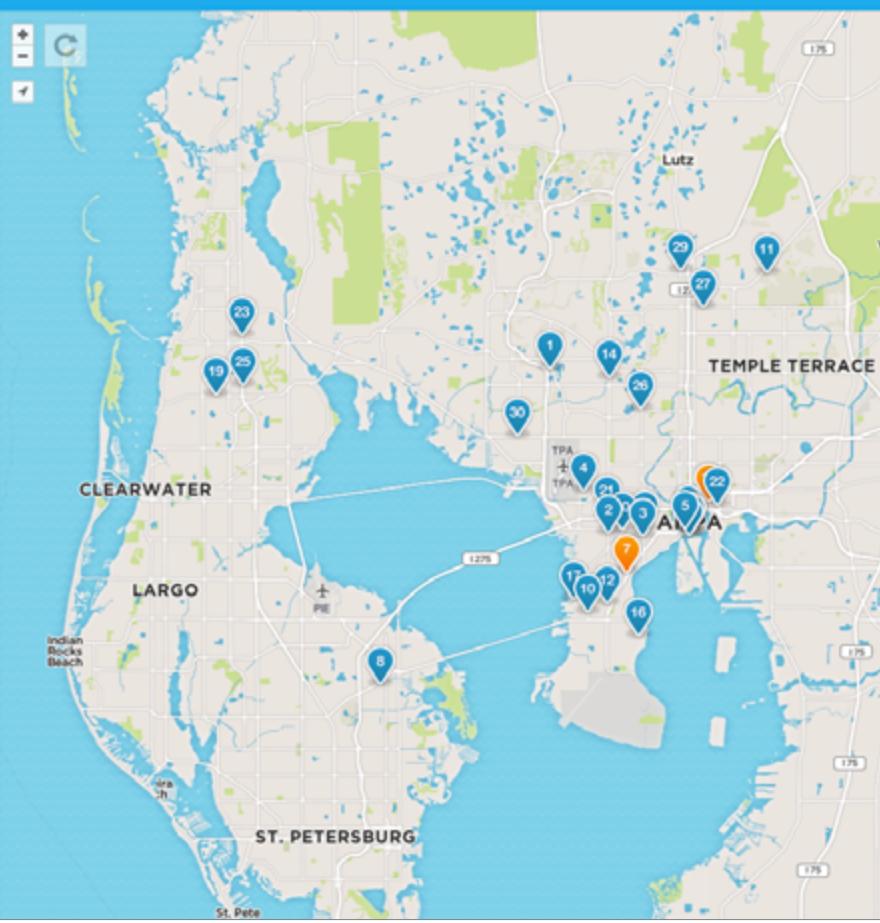



Photo credit: [Foursquare](#)

PROBLEM

The user wants to spatially place content on a map to see what's going on around them.

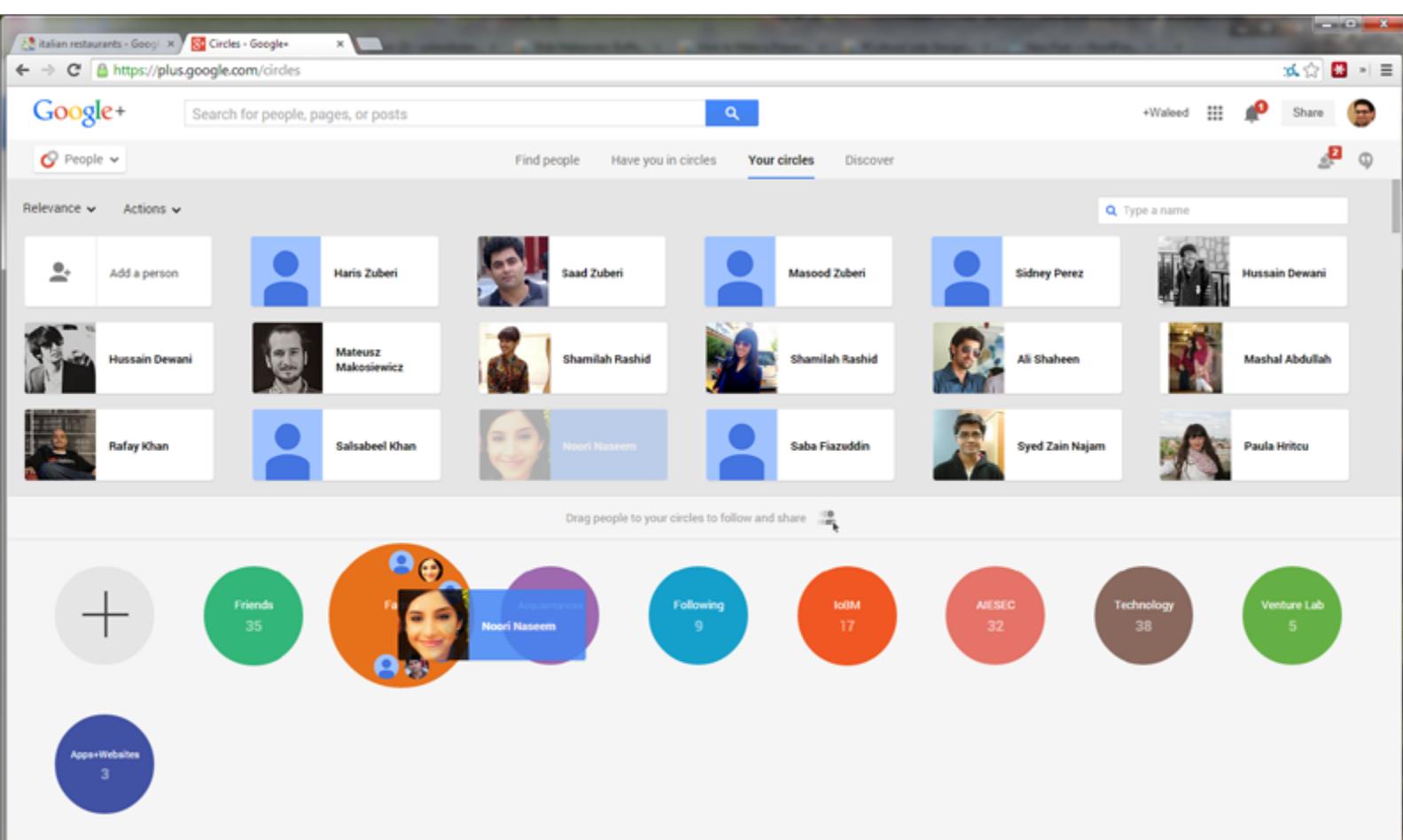
SOLUTION

Provide maps as backgrounds when the user is browsing for information that's local in nature. Web apps like Foursquare and Airbnb layer their listings onto the map view, transforming the user's search and browsing activities into an immersive experience. This makes sense for most location-based web apps which provide users information about localized content because it helps them place it according to their own location on a map in a way that's more intuitive than just browsing a list.

Group Friends & Content

EXAMPLES

Google+, Facebook, Google Play Music, Ebay



The screenshot shows the Google+ Circles interface. At the top, there are tabs for 'People', 'Find people', 'Have you in circles', 'Your circles' (which is selected), and 'Discover'. Below the tabs is a search bar and a 'Type a name' input field. The main area displays a grid of user profiles, each with a small profile picture, the user's name, and a 'Follow' button. Below the grid is a section titled 'Drag people to your circles to follow and share' with a cursor icon. At the bottom, there is a navigation bar with several colored circles representing different groups: a grey circle with a plus sign ('+'), a green circle labeled 'Friends 35', an orange circle labeled 'Following 9' containing a portrait of 'Noori Naseem', a red circle labeled 'IoBM 17', a red circle labeled 'AIESEC 32', a brown circle labeled 'Technology 38', a green circle labeled 'Venture Lab 5', and a dark blue circle labeled 'Apps+Websites 3'.

Photo credit: [Google+](#)

Waleed Zuberi

Muhammad Zubair Farooq 1,077 friends

Amar Gordhan Lohana 129 mutual friends

Mahnor Usmani 105 mutual friends

Hajar Anbar 1,235 friends

M. Arslan Manzoor 1,804 friends

Ayesha Khan 58 mutual friends

Bushra Masood Khan 876 friends

Zehra H. Zaidi 1,104 friends

Nihal Nadir Vaka 124 mutual friends

Taha Moiz 698 friends

Ayesha Hayat Valince 141 mutual friends

Marita Przybylo 52 mutual friends

Osama Sarwar likes MoiNazim Graphics's photo.

Salma Nouman Ansari likes Raisa Ali's photo.

Asad Ullah likes Formula NUST Racing's photo.

Marium Ahmed likes Mera Pakistan's photo.

Rohma Afzal likes Sundus Zahra Shahid's link.

Semren Desouza commented on Rabia Efendi's status.

Ayesha Khan shared Feelhoney's photo. AstaghfarAllah!! I am sorry if some people

Hussain Dewani

Shamilah Rashid

Shah Talha Sohail

Ali Bin Shaheen

Tahira Naseem

Nabeel Fiazuddin

Shiza Naseem

Ruth Van de Pol

Photo credit: [Facebook](#)

W-A: Mozart: Konzert für... location apps like foursquare... Wake Me Up - Gavin H... (1) Saba Rashid (2) Yamna Asif

https://play.google.com/music/listen?u=0#/now

Google play

Music All Access

Listen Now

My Library

Radio

Explore

AUTO PLAYLISTS

Queue

Highly rated

Last added

Free and purchased

Shared with me 50

PLAYLISTS

Blah

Miss Me

Music new

Listen Now

The Heart Radio station

AM Arctic Monkeys Recommended album

ULTRAVIOLENCE Lana Del Rey

WALLS Anadel Recently added to My Library

deus Phoenix

Start radio

Play album next

Add album to queue

Add album to My Library

Add album to playlist

New Playlist

Share

Blah

Miss Me

Music new

Where We Meet Radio station

Recently played

Free from Google

VERGENT ALL MOTION PICTURE SOUNDTRACK

Death Cab for Cutie Radio station

Fire Escape (Remastered) Radio station

Andrew Ripp

Ghost Stories Coldplay Recently added to My Library

Stubborn Love Radio station

Midnight Memories One Direction Recently added to My Library

Hobbit

Photo credit: [Google Music](#)

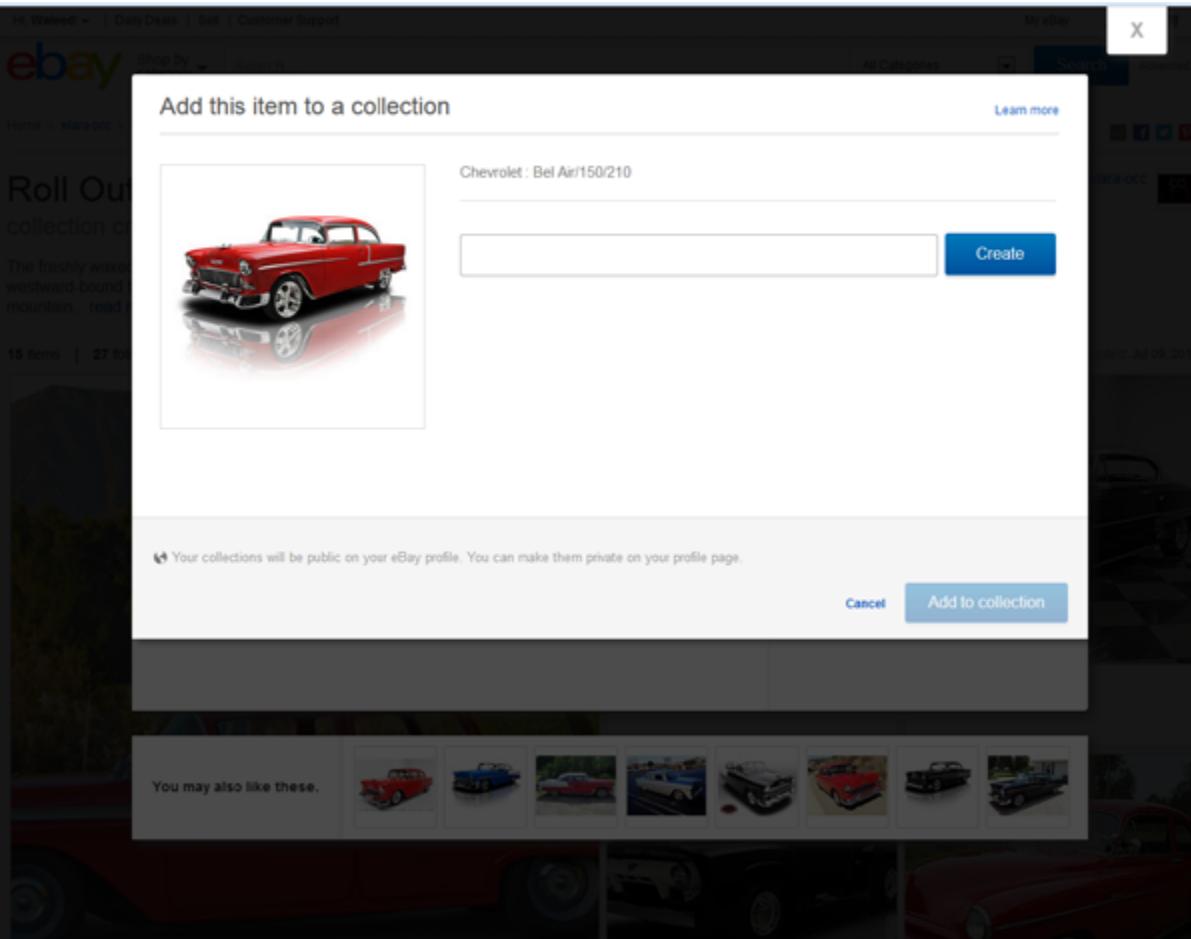


Photo credit: [Ebay](#)

Problem

The user wants to organize content according to their own groupings.

SOLUTION

Allow users to sort and organize friends and followers inside the app. Google+ and Facebook among others allow users to group friends and content alike. Besides allowing users to sort their friends, web apps like Google Play Music and Ebay allow for content to be categorized into playlists and collections that not only help them organize the huge amounts of user-generated content for their own convenience, but also create a way for them to share these collections with their friends and followers. As content of all forms – including friend profiles – continues to proliferate, the ability for users to curate and organize things in a way that makes sense to them becomes more important.

Grids

EXAMPLES

Pocket, Pinterest, NYTimes, Digg

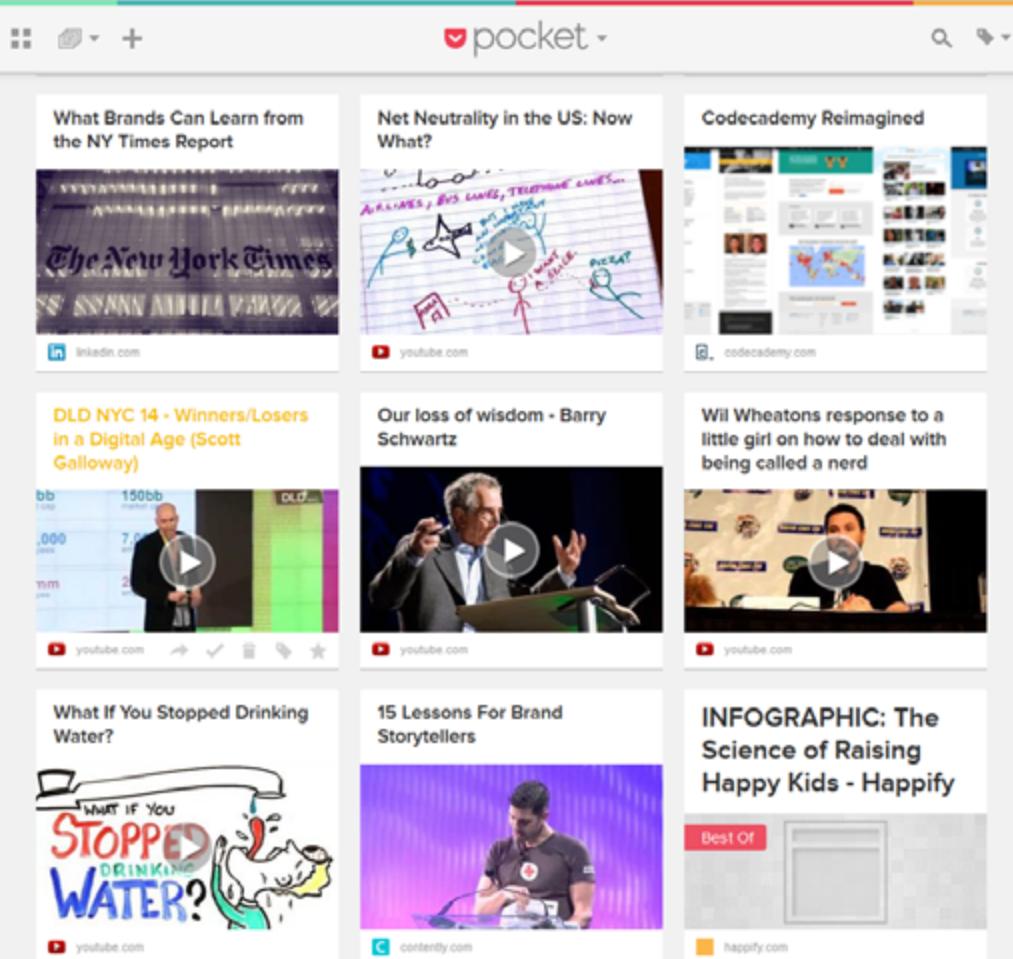


Photo credit: [Pocket](#)

Photo credit: [Pinterest](#)

Photo credit: [Pinterest](#)

Photo credit: [New York Times](#)

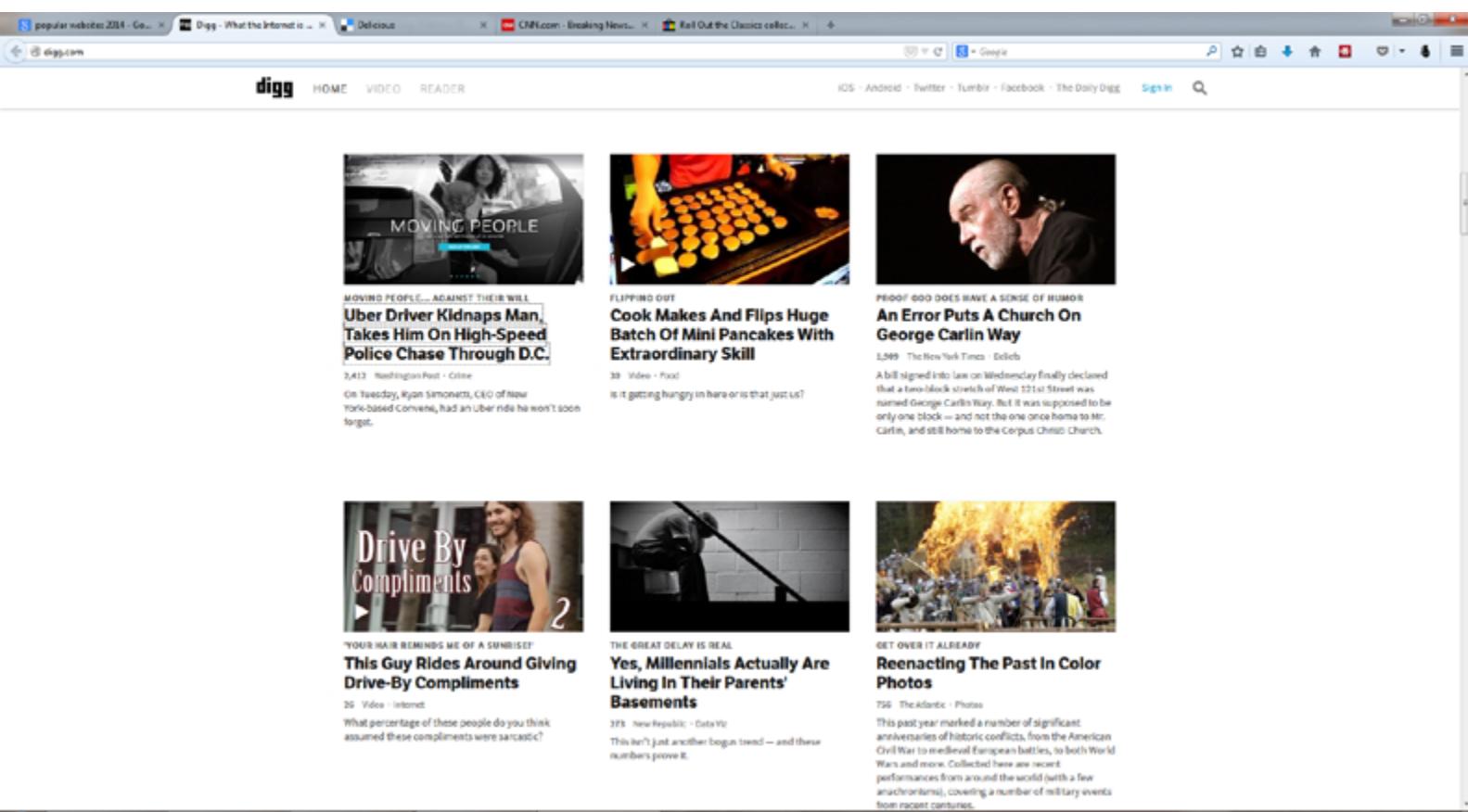


Photo credit: [Digg](#)

PROBLEM

The user wants content to be organized.

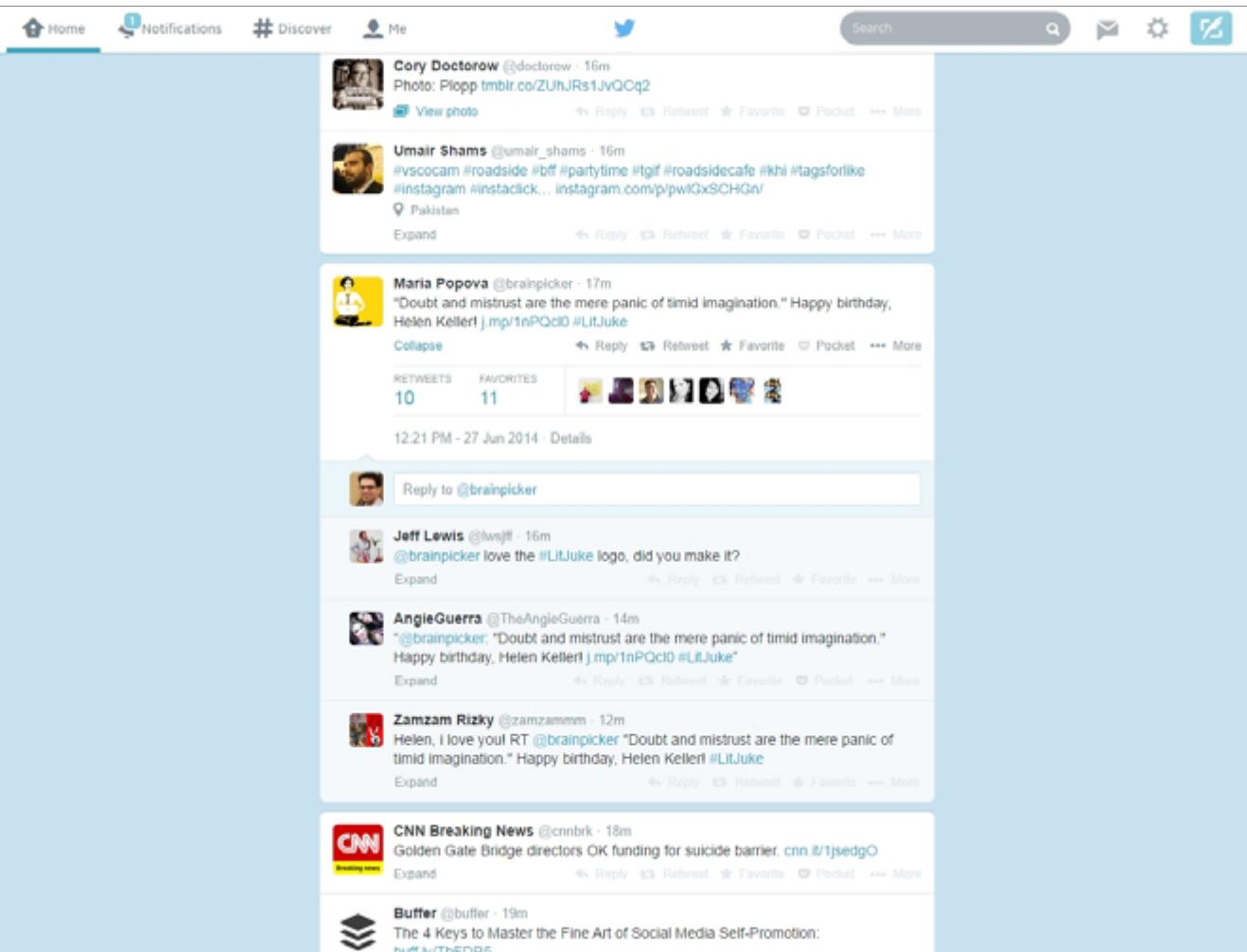
SOLUTION

Show snippets of content in a grid. Spotify and Google+ present all their content in a grid, as do Pinterest and Digg, effectively separating each item from the other while maintaining a structure. Grids are a great alternative to the simple list views and work extremely well for content that can be represented visually, making it much more enjoyable for users to scroll through lots of content. Other sites that are content heavy, like NY Times or CNN can also benefit from a grid layout to help provide some visual structure to the various pieces of content. Some like Pocket and Groupon also allow users to toggle between the grid and list views depending on their preferences.

Cards

EXAMPLES

Twitter, Asana, Pinterest, Google+



The screenshot shows a Twitter feed with the following cards:

- Cory Doctorow (@doctorow)** - 16m: Photo: Plopp.tumblr.co/ZUhJRs1JvQCq2. View photo. 4 Reply 13 Retweet 1 Favorite 1 Pocket 1 More
- Umair Shams (@umair_shams)** - 16m: evsocam #roadside #bff #partystime #tgif #roadsidecafe #khi #agsforlike #instagram #instaclick... Instagram.com/p/pwiGxSCHGn/. 1 Retweet 1 Favorite 1 Pocket 1 More
- Maria Popova (@brainpicker)** - 17m: "Doubt and mistrust are the mere panic of timid imagination." Happy birthday, Helen Keller! [j.mp/1nPQcl0](#) #LitJuke. Collapse. 10 Retweets 11 Favorites 11 1 More
- Jeff Lewis (@lwsjff)** - 16m: @brainpicker love the #LitJuke logo, did you make it? Expand. 4 Reply 12 Retweet 1 Favorite 1 Pocket 1 More
- AngieGuerra (@TheAngleGuerra)** - 14m: "@brainpicker: "Doubt and mistrust are the mere panic of timid imagination." Happy birthday, Helen Keller! [j.mp/1nPQcl0](#) #LitJuke. Expand. 4 Reply 12 Retweet 1 Favorite 1 Pocket 1 More
- Zamzam Rizky (@zamzammm)** - 12m: Helen, I love your RT @brainpicker "Doubt and mistrust are the mere panic of timid imagination." Happy birthday, Helen Keller! #LitJuke. Expand. 4 Reply 12 Retweet 1 Favorite 1 Pocket 1 More
- CNN Breaking News (@cnnbrk)** - 18m: Golden Gate Bridge directors OK funding for suicide barrier. [cnn.it/1jsedgO](#). Expand. 4 Reply 12 Retweet 1 Favorite 1 Pocket 1 More
- Buffer (@buffer)** - 19m: The 4 Keys to Master the Fine Art of Social Media Self-Promotion: [buff.ly/TbFDR5](#)

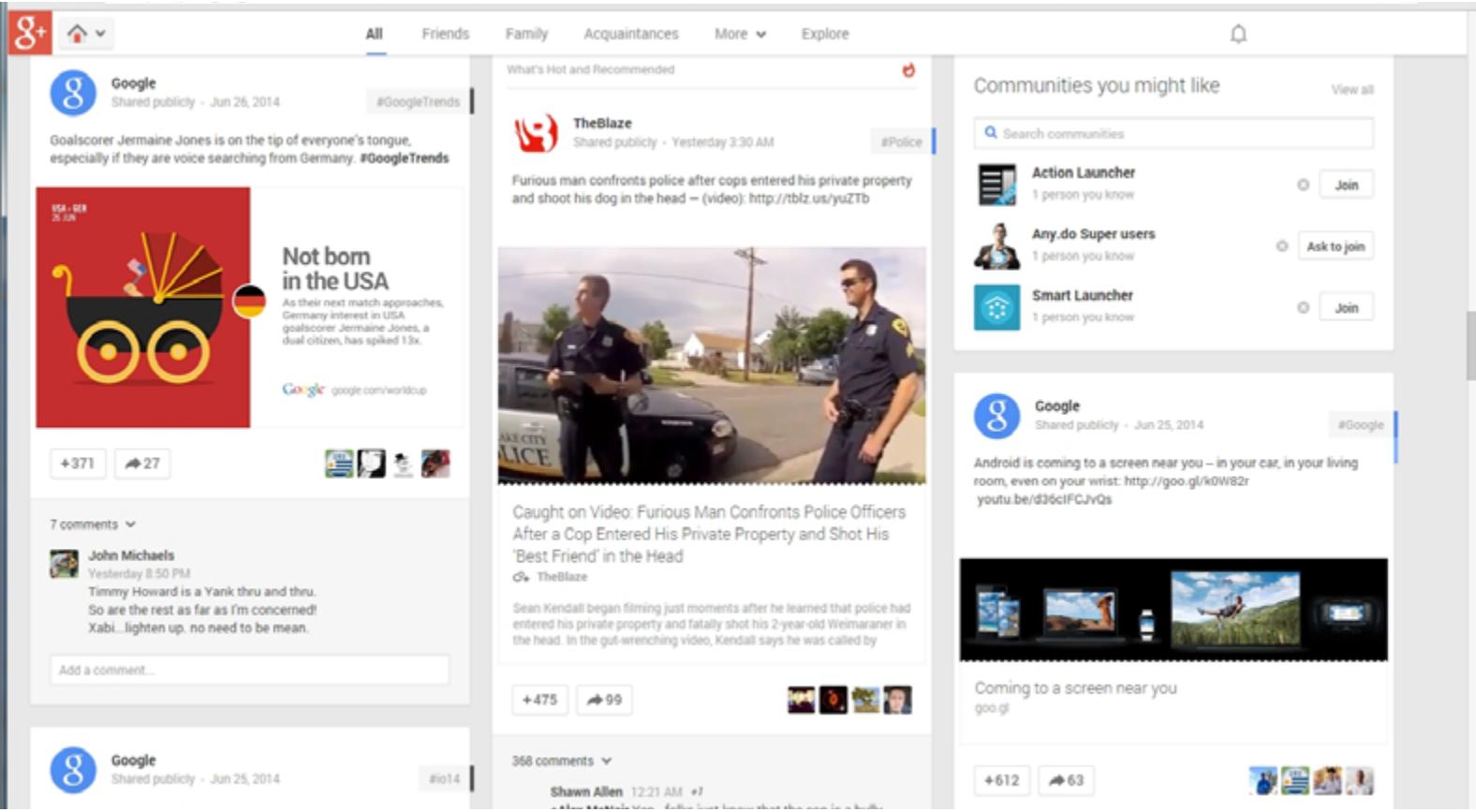
Photo credit: [Twitter](#)

The screenshot shows the Asana application interface. On the left, there's a sidebar with 'My Tasks' and 'Inbox' sections, and a 'PROJECTS' section with 'Content Calendar', 'Ideas', and 'Notes' (which is currently selected). The main area is titled 'Notes' and has a sub-header 'add a description'. Below this are tabs for 'List', 'Calendar', and 'View'. A search bar is at the top of the main area. On the right, a specific task titled 'Web UI Patterns' is shown. The task details include a description: 'Find "additional" patterns that apply to web only (20-25)', 'adapt current', 'find new', and 'Qualifying them like "lazy signups" instead of just signups'. It also lists 'Sources' with links to 'http://uxarchive.com/' and 'http://patternitap.com/'. Below the task details, a note states 'Waleed created task. Jun 17' and 'Waleed added to Notes. Jun 17'. A 'Comment' button is at the bottom of the task card.

Photo credit: [Asana](#)

The screenshot shows the Pinterest application interface. The top navigation bar includes a 'Search' bar and a user profile for 'Waleed'. The main feed displays various pins: 1. A pin by 'Teodorik Menal' titled 'DRESS YOUR TECH / 50' featuring a camera strap and a drink. 2. A pin by 'Hannah Hennen' titled 'Dress your tech' featuring a blue abstract graphic. 3. A pin by 'Tony Buckland' titled 'Oh My Gosh - Bora Bora Islands' featuring a tropical beach. 4. A pin by 'Cody Stomerck' titled 'Get active! Accessorize your workout with FlipBelt!' featuring a woman in athletic wear. 5. A pin by 'Marlene Orozco' titled 'Untitled — Onel' featuring a graphic of the letters 'R', 'K', 'D', and 'S'. 6. A pin by 'Patrick Welker' titled 'Passport to Paradise - Signature White Photo Save the Date Cards' featuring a passport. 7. A pin by 'Patrick Welker' titled 'Manga' featuring a woman in a floral dress. The interface includes a sidebar with user profiles and a sidebar on the right with a 'Comment' button.

Photo credit: [Pinterest](#)



PROBLEM

The user wants to browse through content quickly and interact with it, without the detail views cluttering up the UI.

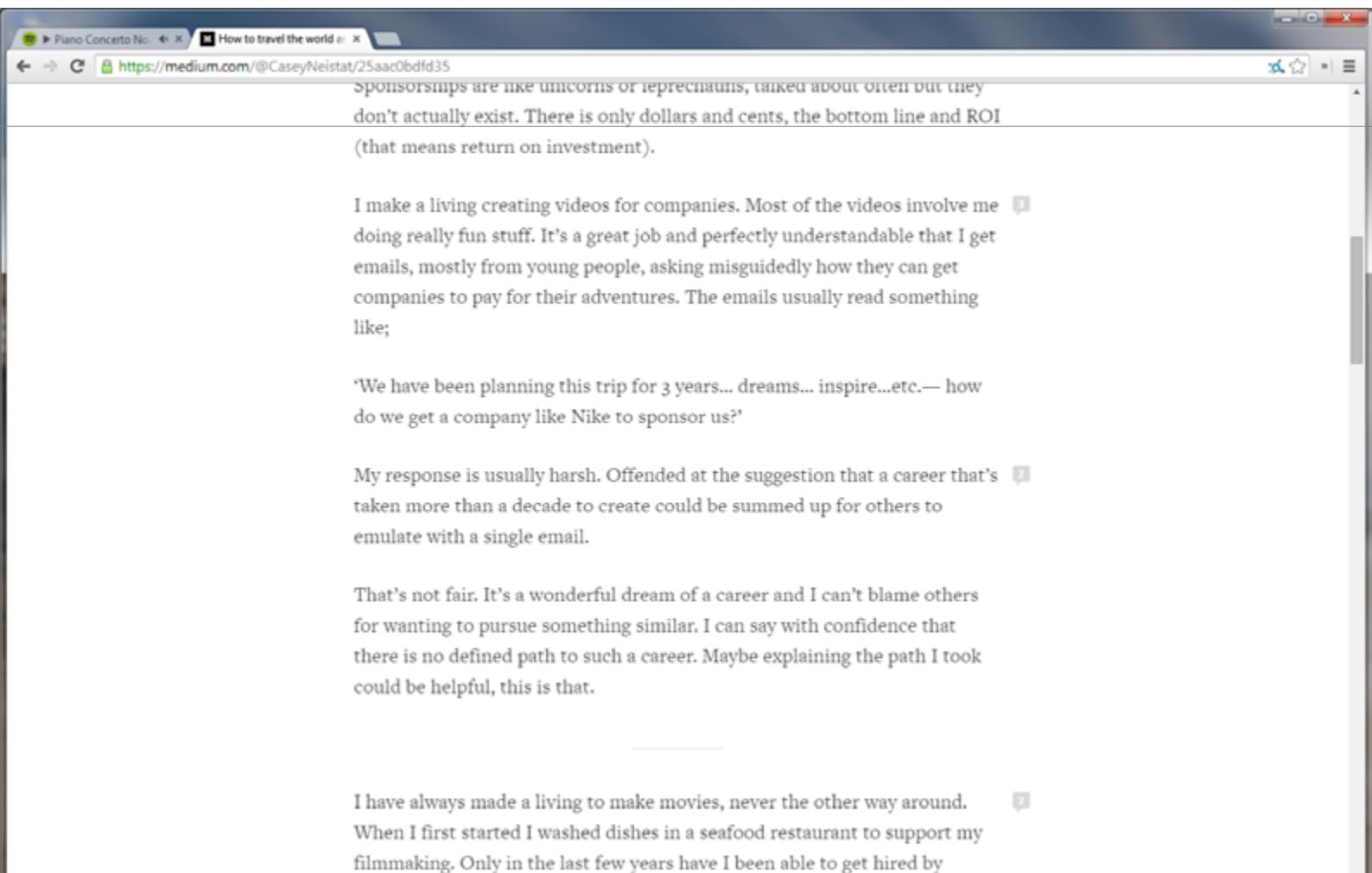
SOLUTION

Present snippets of information in bite-sized cards that can be manipulated to show more information if the user wants it. Popularized by the likes of Pinterest to show large image thumbnails in a compact layout, we see “card” views now being implemented in a variety of web apps beyond video and photo galleries on the web, and often this is combined with a Grid pattern. This pattern works best for “modules” of data that can be viewed or manipulated individually, like posts on Tumblr or Facebook. Cards are a way to allow users to browse and discover all kinds of content in a more engaging way while accommodating responsive design trends, as well as social feed patterns.

Hidden Information

EXAMPLES

Medium



<https://medium.com/@CaseyNeistat/25aac0bdfd35>

Sponsorships are like unicorns or leprechauns, talked about often but they don't actually exist. There is only dollars and cents, the bottom line and ROI (that means return on investment).

I make a living creating videos for companies. Most of the videos involve me doing really fun stuff. It's a great job and perfectly understandable that I get emails, mostly from young people, asking misguidedly how they can get companies to pay for their adventures. The emails usually read something like;

'We have been planning this trip for 3 years... dreams... inspire...etc.— how do we get a company like Nike to sponsor us?'

My response is usually harsh. Offended at the suggestion that a career that's taken more than a decade to create could be summed up for others to emulate with a single email.

That's not fair. It's a wonderful dream of a career and I can't blame others for wanting to pursue something similar. I can say with confidence that there is no defined path to such a career. Maybe explaining the path I took could be helpful, this is that.

I have always made a living to make movies, never the other way around. When I first started I washed dishes in a seafood restaurant to support my filmmaking. Only in the last few years have I been able to get hired by

Photo credit: [Medium](#)

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The screenshot shows a comment section on a Medium post. The first comment is from 'Gundeep Anand' with the text 'word' and a 'Reply to Gundeep Anand' link. The second comment is from 'Turner Barr' with the text 'Solid advice Casey. There is no short cut to doing the work. Congrats on living the dream and keeping it real.' and a 'Reply to Turner Barr' link. Below the comments is a note section for the author, Casey Neistat, with a 'Leave a note' button.

Photo credit: [Medium](#)

PROBLEM

The user wants quick access secondary information that's not usually necessary to show.

SOLUTION

Hide contextual information that's not essential behind the UI but make it accessible for power users. Medium hides comments behind a number, subtly showing users that there's additional information available. This keeps the user's focus on the primary content without distracting them with extra clutter in the UI. As users become familiar with the system, the visual shortcuts become easier to spot. Google+ achieves the same effect by hiding multiple tags on each post and marking it with a colored bar to indicate extra tags other than the first one that is always visible.

Empty States

EXAMPLES

Airbnb, Pinterest, Tumblr, Spotify

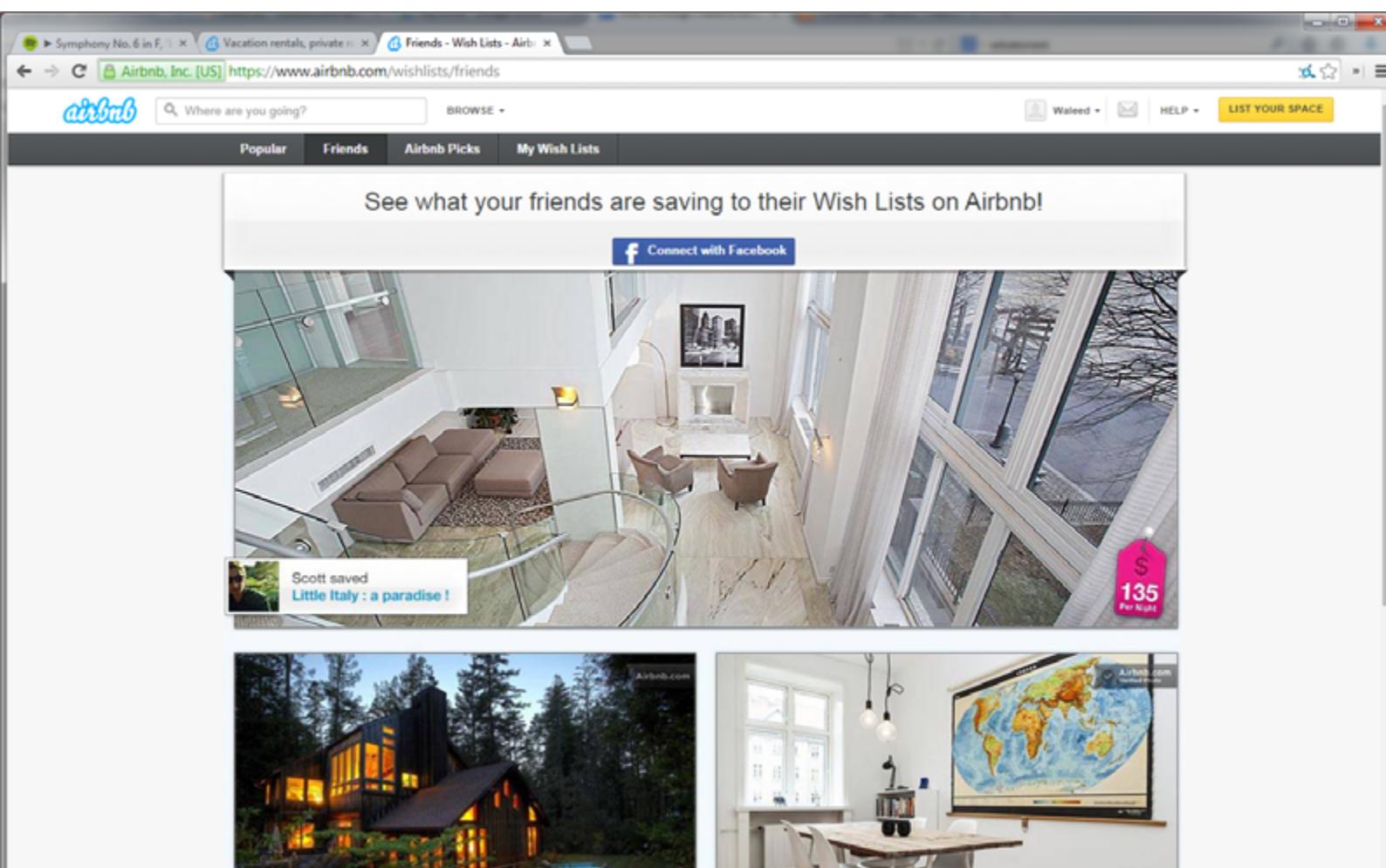


Photo credit: [Airbnb](#)



Pins are visual bookmarks that people save on Pinterest.

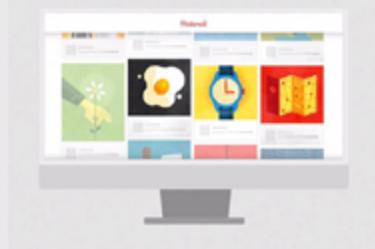


Photo credit: [Pinterest](#)

Photo credit: [Tumblr](#)

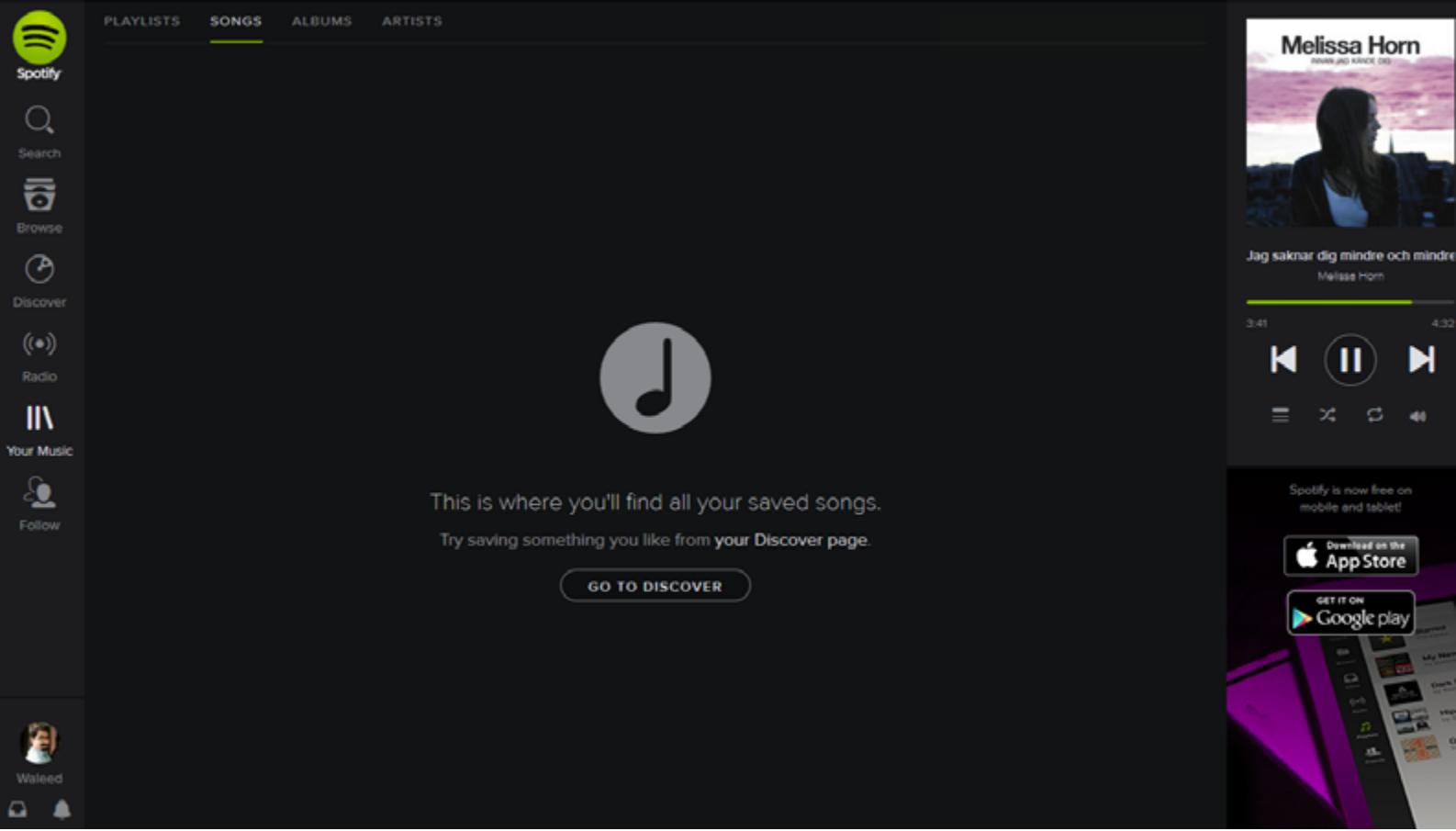


Photo credit: [Spotify](#)

PROBLEM

The user needs to know why a section of the application is empty and what to do next.

SOLUTION

Make sure your UI provides a good first impression by designing for the “blank state,” that is the condition when there is no user data. This is the natural state of your UI and the first thing a user sees. It is also the point where many users decide whether it’s worth it to continue, so designing the empty state is very important. This is a great place to show some examples that will help users get started or simply to show them instructions on how to proceed. Airbnb shows a mockup of how a particular section would look like once it’s populated by the user’s content, while Pinterest takes the opportunity to guide the user through what next steps they should take; other sites like Tumblr and Medium give users hints on what the empty area is and what it should be once the user takes a certain action.

Direct Manipulation of Content & Data

EXAMPLES

Asana, Medium

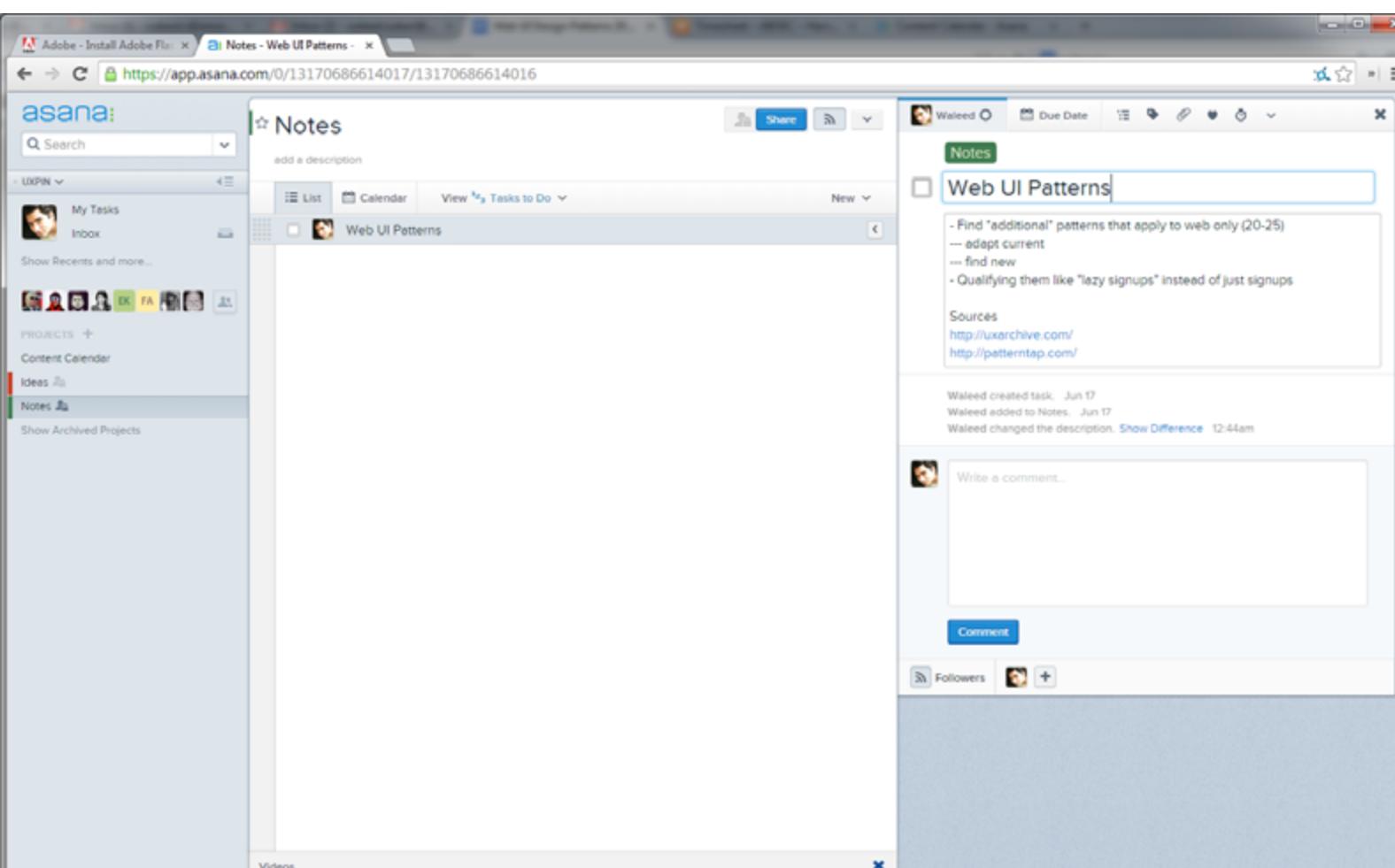


Photo credit: [Asana](#)



Photo credit: [Medium](#)

PROBLEM

The user wants to interact with entered content or data in a direct and intuitive way.

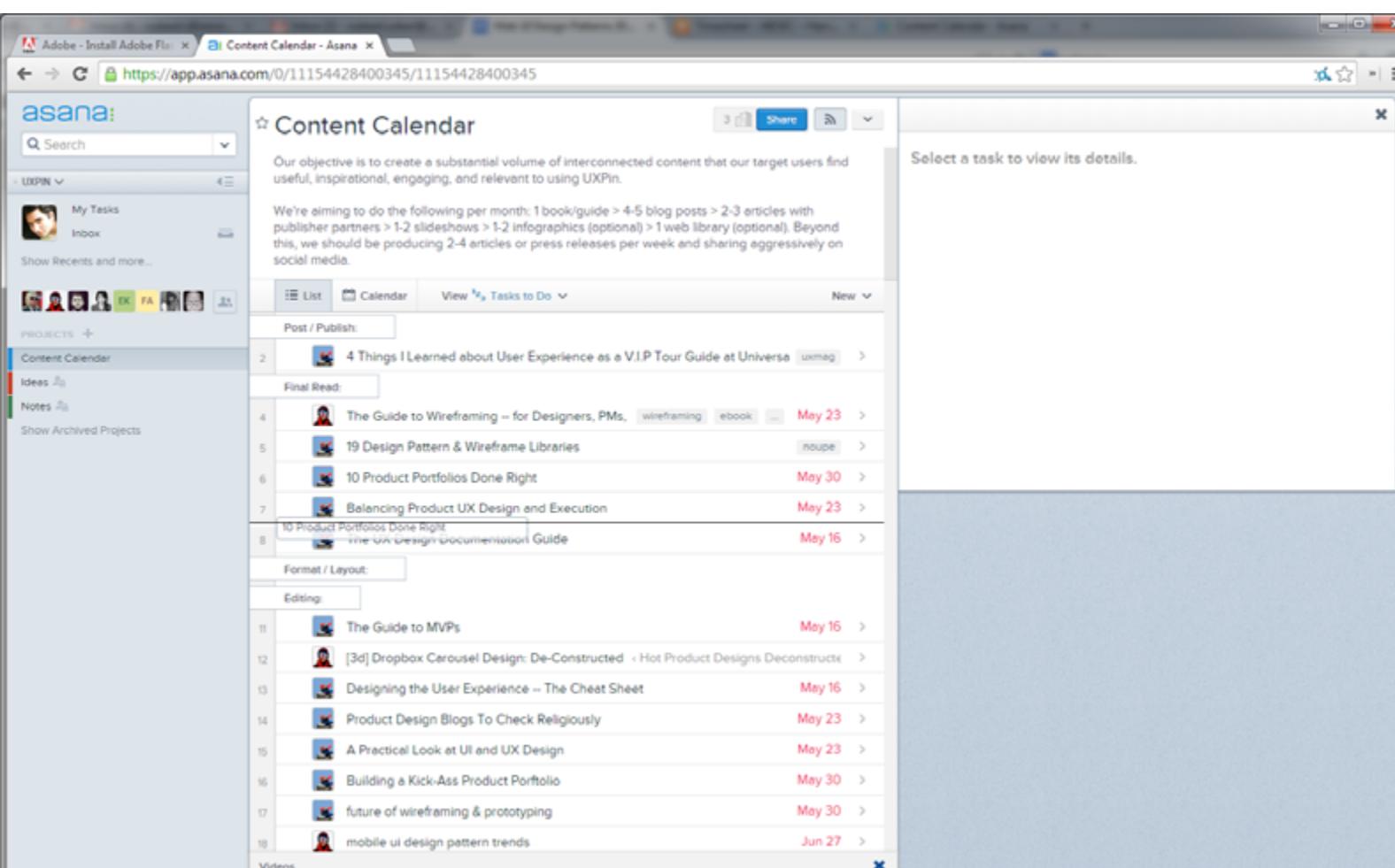
SOLUTION

Allow for content to be edited directly without having to transition between editing or deleting modes. Letting users work with data directly on the screen can make your UI more engaging by eliminating the extra layer of interaction provided by a button or context menu. Instead of selecting the item and then toggling between individual CRUD (Create, Read, Update, Delete) states, users of Asana for example can directly tap on task names to edit or delete them. Other sites like Tumblr and Medium follow the same principle however they do include a toggle which moves the user into an editing mode. This pattern is an alternative to the WYSIWYG pattern discussed earlier but goes ahead of just giving users a preview of what their formatted content will look like, showing them also how it looks in context of the surrounding content as well.

Draggable Objects

EXAMPLES

Asana, Google Play Music



The screenshot shows the Asana interface for a 'Content Calendar' project. The left sidebar includes 'UXPin' (selected), 'My Tasks', 'Inbox', and 'Show Recents and more...'. Below that are 'PROJECTS' with 'Content Calendar' (selected), 'Ideas', and 'Notes'. The main content area is titled 'Content Calendar' and contains a sub-header: 'Our objective is to create a substantial volume of interconnected content that our target users find useful, inspirational, engaging, and relevant to using UXPin.' Below this is a list of tasks:

Post / Publish:	Due Date	Details
2 4 Things I Learned about User Experience as a V.I.P Tour Guide at Universe	May 23	uxmug
4 The Guide to Wireframing -- for Designers, PMs,	May 23	wireframing ebook
5 19 Design Pattern & Wireframe Libraries		nope
6 10 Product Portfolios Done Right	May 30	
7 Balancing Product UX Design and Execution	May 23	
8 10 Product Portfolios Done Right	May 16	
9 The UX design documentation Guide	May 16	
Format / Layout:		
Editing:		
11 The Guide to MVPs	May 16	
12 [3d] Dropbox Carousel Design: De-Constructed	May 16	Hot Product Designs Deconstructed
13 Designing the User Experience -- The Cheat Sheet	May 16	
14 Product Design Blogs To Check Religiously	May 23	
15 A Practical Look at UI and UX Design	May 23	
16 Building a Kick-Ass Product Portfolio	May 30	
17 future of wireframing & prototyping	May 30	
18 mobile ui design pattern trends	Jun 27	

A sidebar on the right says 'Select a task to view its details.' and shows a large, empty blue area for task details.

Photo credit: [Asana](#)

The screenshot shows the Google Play Music interface. On the left, there's a sidebar with 'Music All Access' and links for 'Listen Now', 'My Library', 'Radio', and 'Explore'. Below that is a 'QUEUE' section with 'PLAYING FROM: Greatest Hits radio' and a 'Refresh station' button. The main area is titled 'GREATEST HITS' and shows a list of songs with columns for 'NAME', 'ARTIST', 'ALBUM', and 'RATING'. A song in the list, 'Only The Young' by Brandon Flowers, is highlighted with a blue border and a small '1' icon, indicating it is being dragged. The song's position in the list has shifted, and a horizontal line with a cursor arrow is visible, showing the drag operation. The list includes songs like 'You're All I Have' by Snow Patrol, 'Into The Fire (Acoustic)' by Thirteen Senses, 'In The Crossfire' by Starsailor, and 'Pressure Suit' by Aqualung.

NAME	ARTIST	ALBUM	RATING
You're All I Have	Snow Patrol	Eyes Open	31 ★★★★★
Into The Fire (Acoustic)	Thirteen Senses	Into The Fire (Acoustic)	
In The Crossfire	Starsailor	In The Crossfire	
Only The Young	Brandon Flowers	Flamingo	
Boston	Augustana	Playlist: The Very Best Of Augustana	
Dakota	Stereophonics	Language. Sex. Violence. Other?	
Pressure Suit	Aqualung	Memory Man	
Bedshaped	Keane	Hopes and Fears	25 ★★★★★
Coming To Terms	Carolina Liar	Coming To Terms	
Naive	The Kooks	Naive	
Somewhere A Clock Is Ticking	Snow Patrol	Final Straw	
Something To Believe In	Aqualung	Memory Man	
I Still Ain't Over You	Augustana	Can't Love, Can't Hurt	

Photo credit: [Google Music](#)

PROBLEM

The user wants to sort and organize items in a way that makes sense to them in the current view without pogo-sticking between master and detailed views of content.

SOLUTION

Content can be picked up and rearranged, or simply dragged across to perform an action. One great example of this pattern is when you're arranging items on the homescreen, but we see this being implemented in a lot of web apps as well.

Google Play Music lets you drag and drop songs in a playlist to rearrange the order in which they're played. Since this is a very interactive action, you should make sure the UI provides visual feedback in the form of animations or color changes to clearly indicate that something is happening. For example, items being dragged in Asana are highlighted with a shadow. Another visual cue is highlighting the drop target, that is the location where the item will fall when the user lets go.

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7

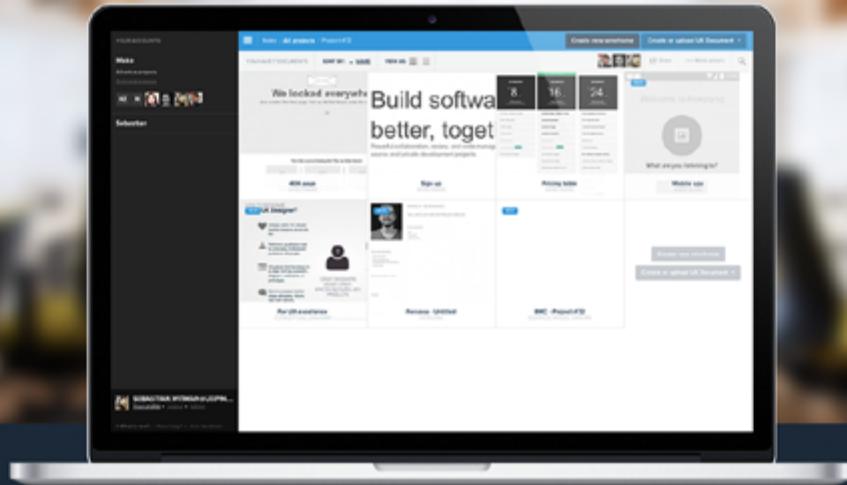
Beg, Borrow & Steal – When Appropriate

Take these design patterns and elements, and tailor them to solve your own problems and, most importantly, those of your users.

Designers, developers, and product managers from all over the world collectively contribute to solving problems you're likely trying to solve today. Why reinvent the wheel? Learn from their insights and even explicit solutions to move faster and smarter. Just remember that there is no one-size-fits-all solution when it comes to user experience design. Many of the patterns we've covered here work extremely well when mixed and matched with each other. And they should be tailored to your unique product, users, and team for optimal results.

We're constantly uncovering new design insights on our [blog](#) and [design library](#) so stay tuned for more. In the meantime, UXPin's current free e-books – [Mobile UI Design Patterns](#), [Web Design Trends](#), [Mobile Design Trends](#), and [The Guide to Wireframing](#) – and, of course, [The Design Pattern and Wireframing Libraries Guide](#) have a bunch of examples as well.

Best of luck!



- ✓ Rich UI element libraries, including Bootstrap, Foundation, Semantic, Flat UI and more
- ✓ Complete lo-fi to hi-fi prototyping
- ✓ Advanced interactions and animations
- ✓ Responsive design ready