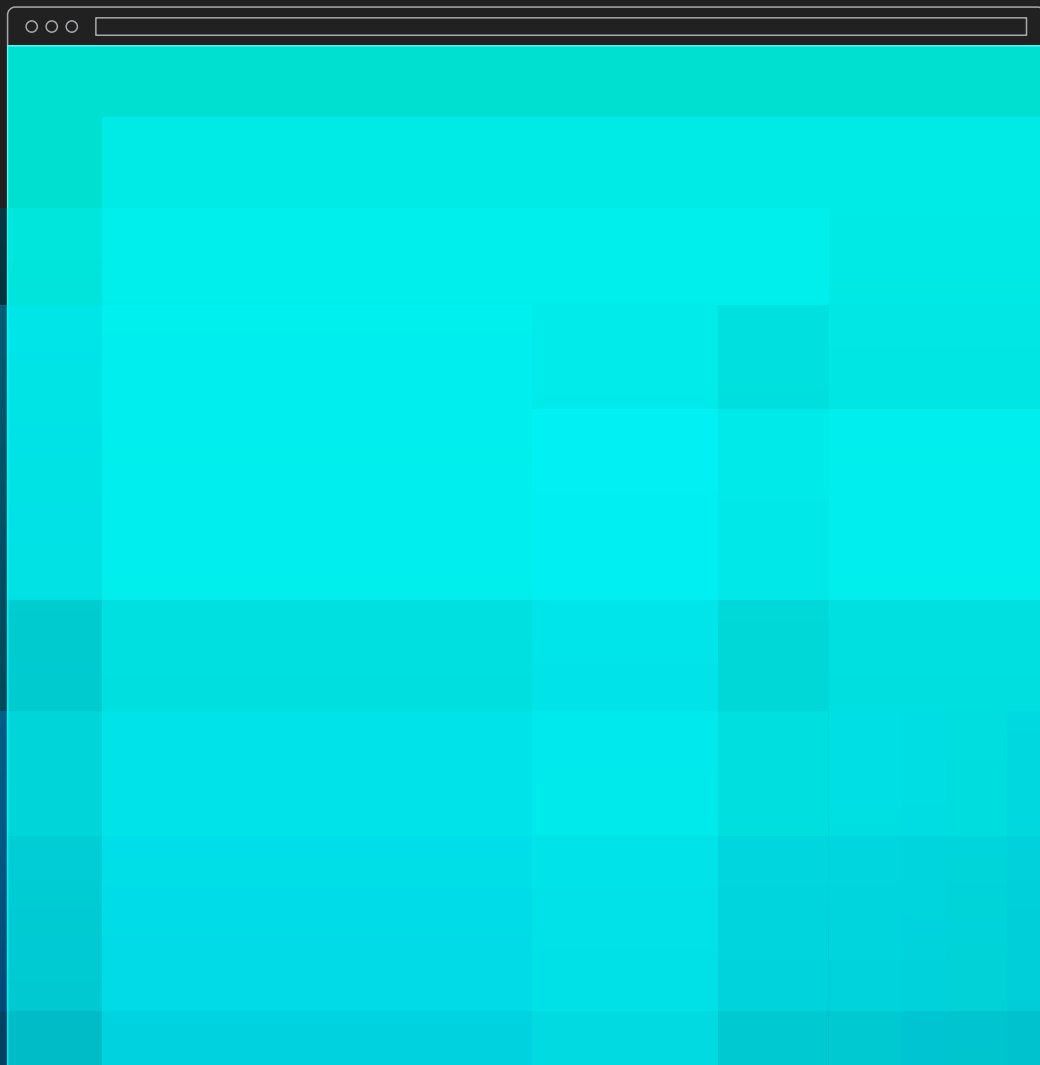




Web UI Design Patterns 2014

A Deeper Look At The Hottest Websites and Web Apps Today





Web UI Design Patterns 2014

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...”

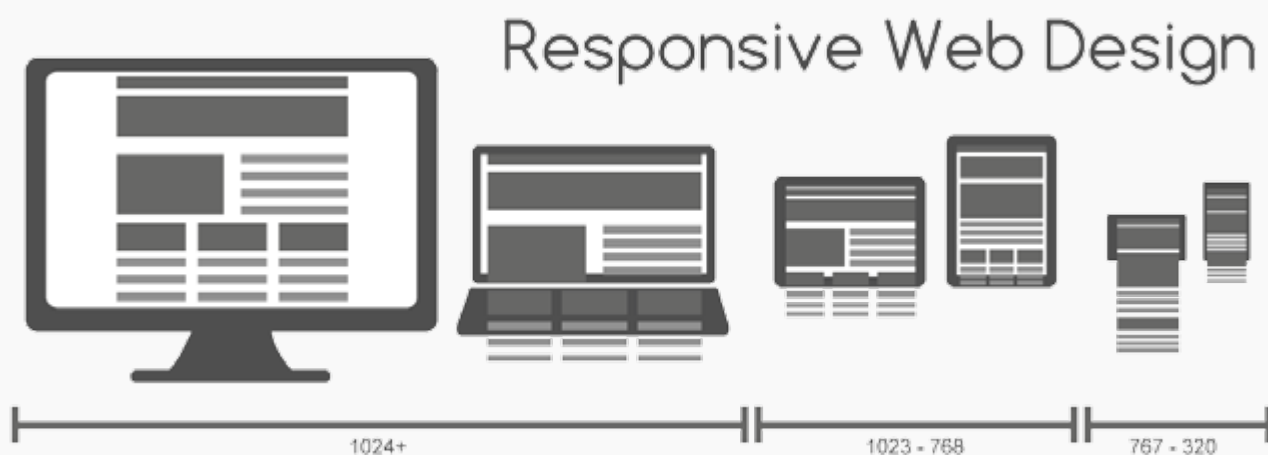


Photo credit: [„Responsive Design“](#), Wikimedia, Creative Commons

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? 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.

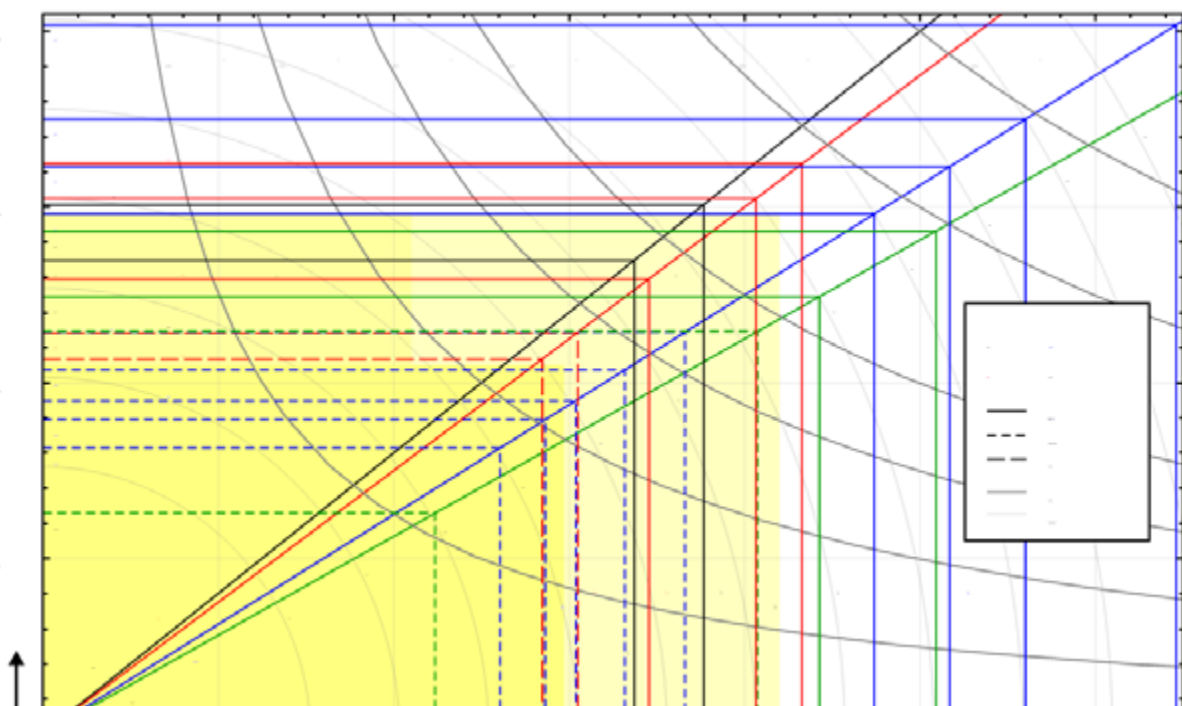


Photo credit: „LCD Screen Sizes”. [Wikimedia](#). Creative Commons

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

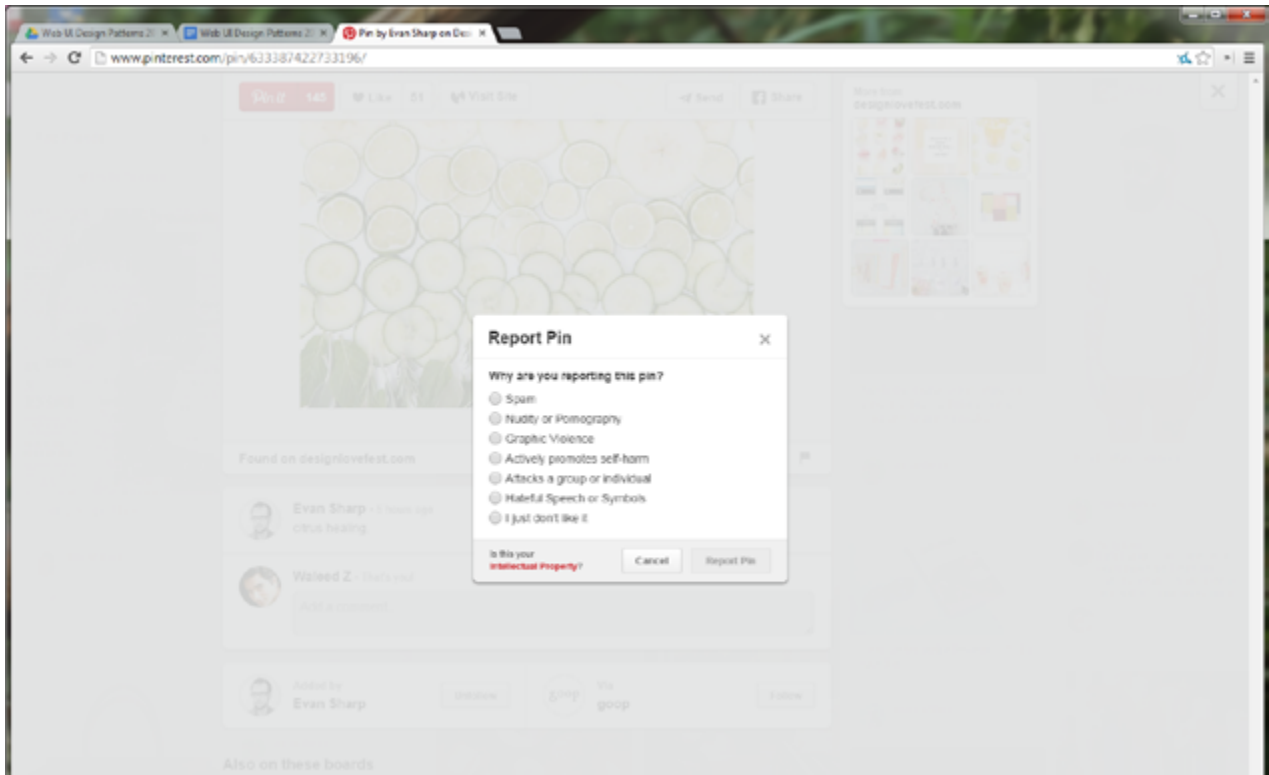


Photo credit: [Pinterest](#)

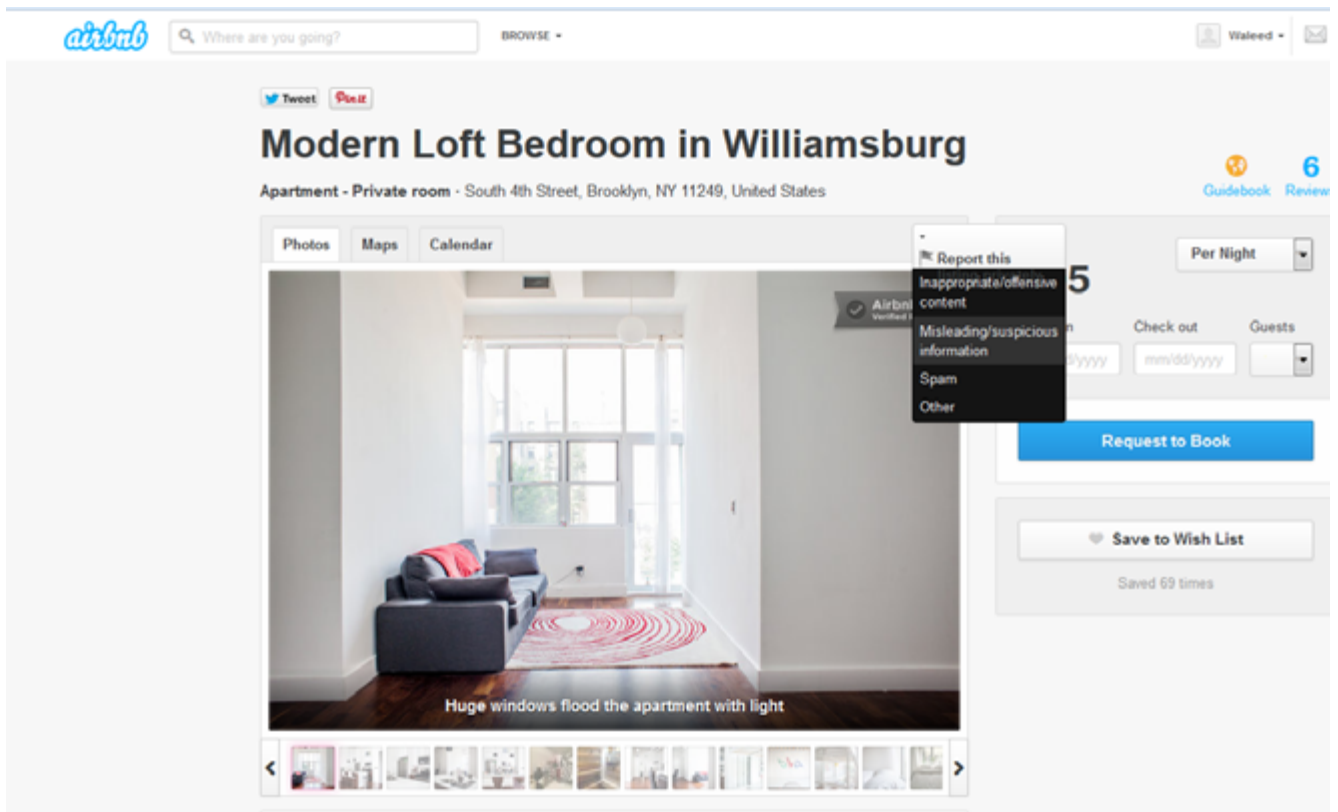


Photo credit: [Airbnb](#)

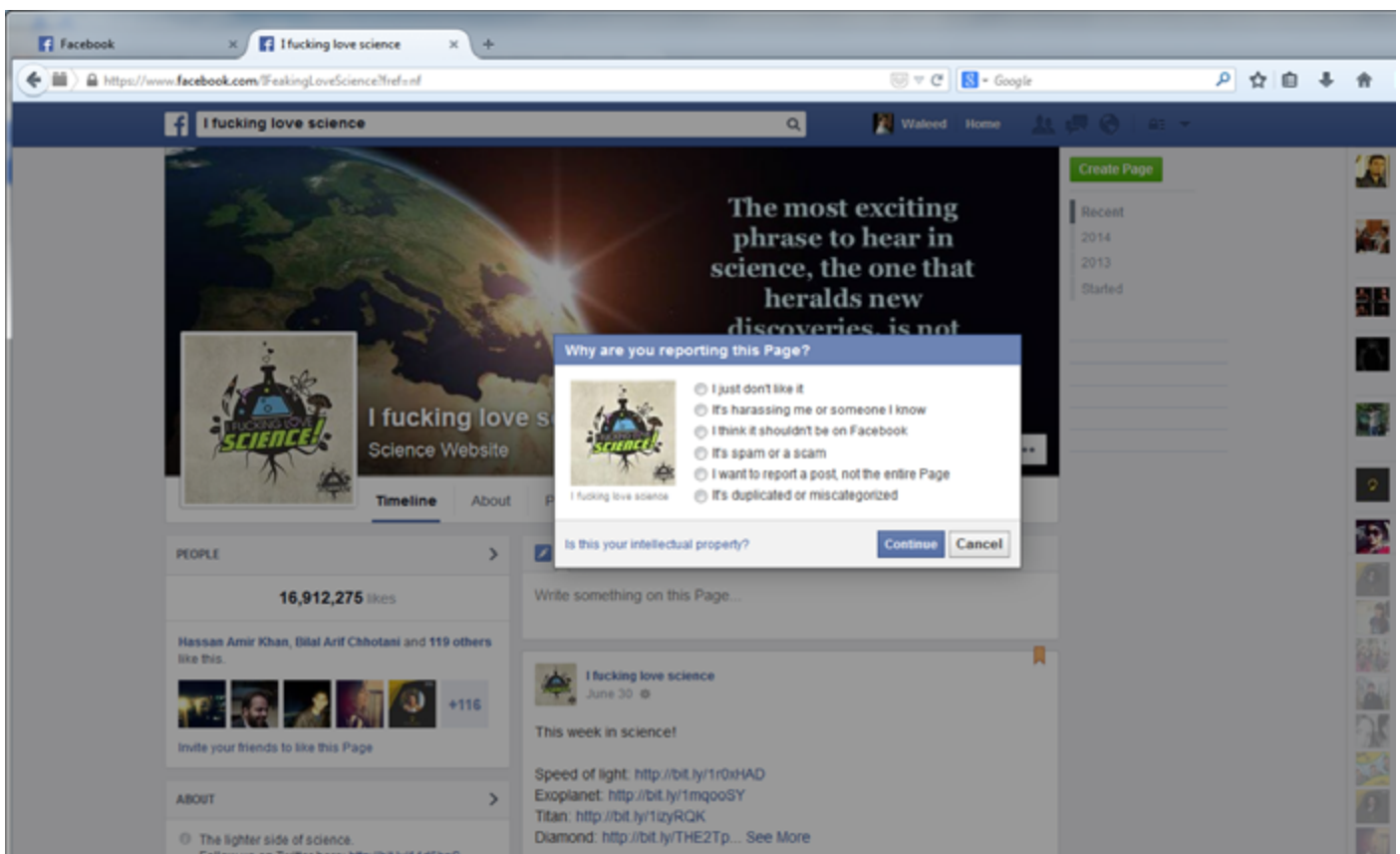


Photo credit: [Facebook](#)

The image shows a screenshot of the Yelp website's 'Contact Us' page. At the top, there is a red navigation bar with the Yelp logo, a search bar containing 'Find tacos, cheap dinner, Max's', and a location dropdown set to 'Near Palo Alto, CA'. Below the navigation bar, there are links for Home, About Me, Write a Review, Find Friends, Messages, Talk, and Events. The main content area is titled 'Contact Us' and includes links for About Us, Management, Advertiser FAQ, Careers, Press, Investor Relations, FAQ, Content Guidelines, and Contact Yelp. The text on the page asks if the user has a question (pointing to the Yelp FAQ or Business Support Center), if they are interested in advertising (pointing to an ad inquiry), and if they want to send feedback or ideas (prompting them to choose a topic). A dropdown menu is open, showing 'Questionable content' as the selected option. Below this, there is a card for a business named 'Tacolicious' with a 4.5-star rating, 288 reviews, and the address '632 Emerson St, Palo Alto, CA 94301'. A 'Change' link is next to the business name. Underneath the business card, there is a field for 'Reviewer in Question: (e.g. John D.)' and a large text area for 'Comments'. A red 'Send' button is at the bottom of the form. At the very bottom of the page, there 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

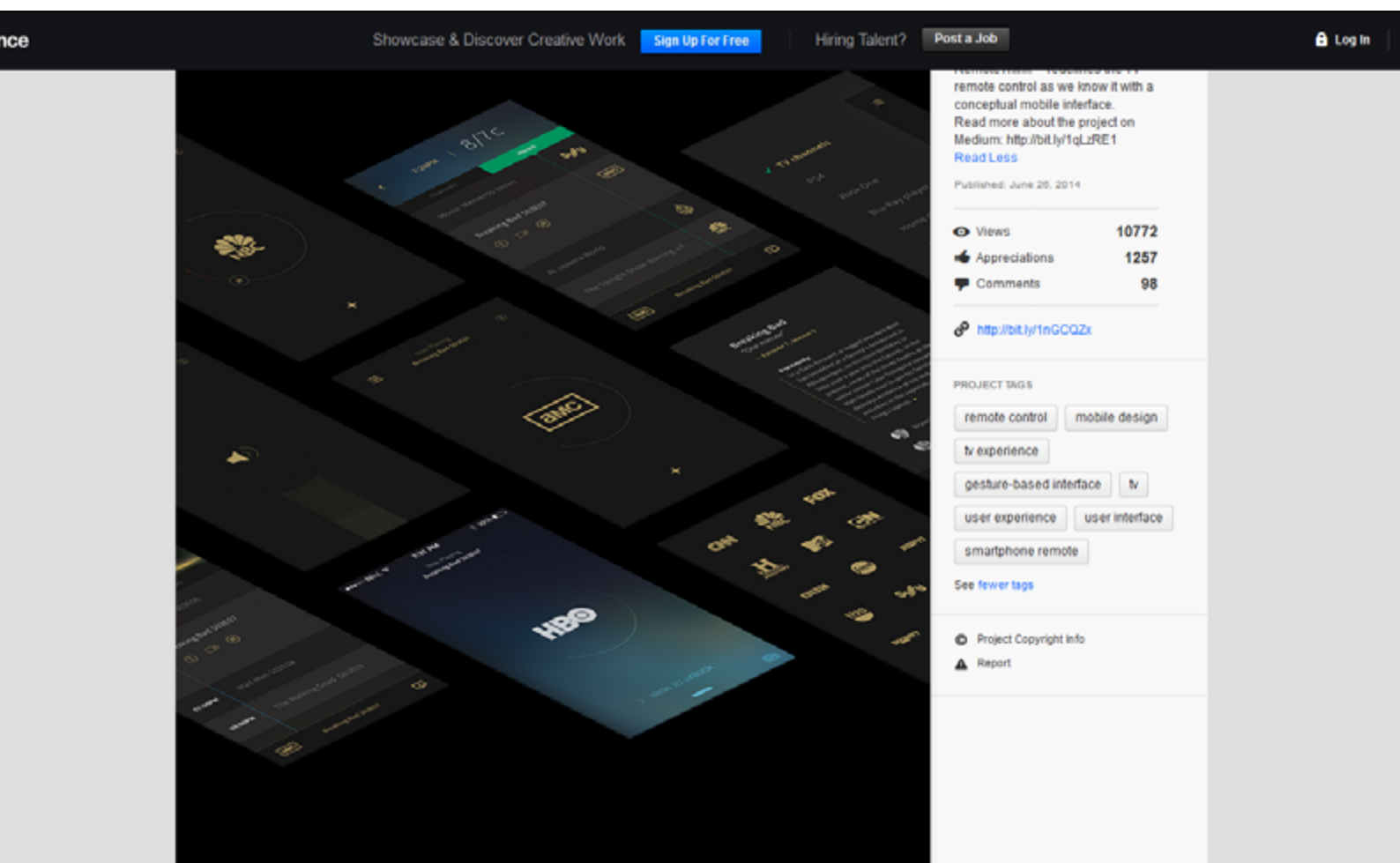


Photo credit: <https://www.behance.net/gallery/17910799/RemoteThink>

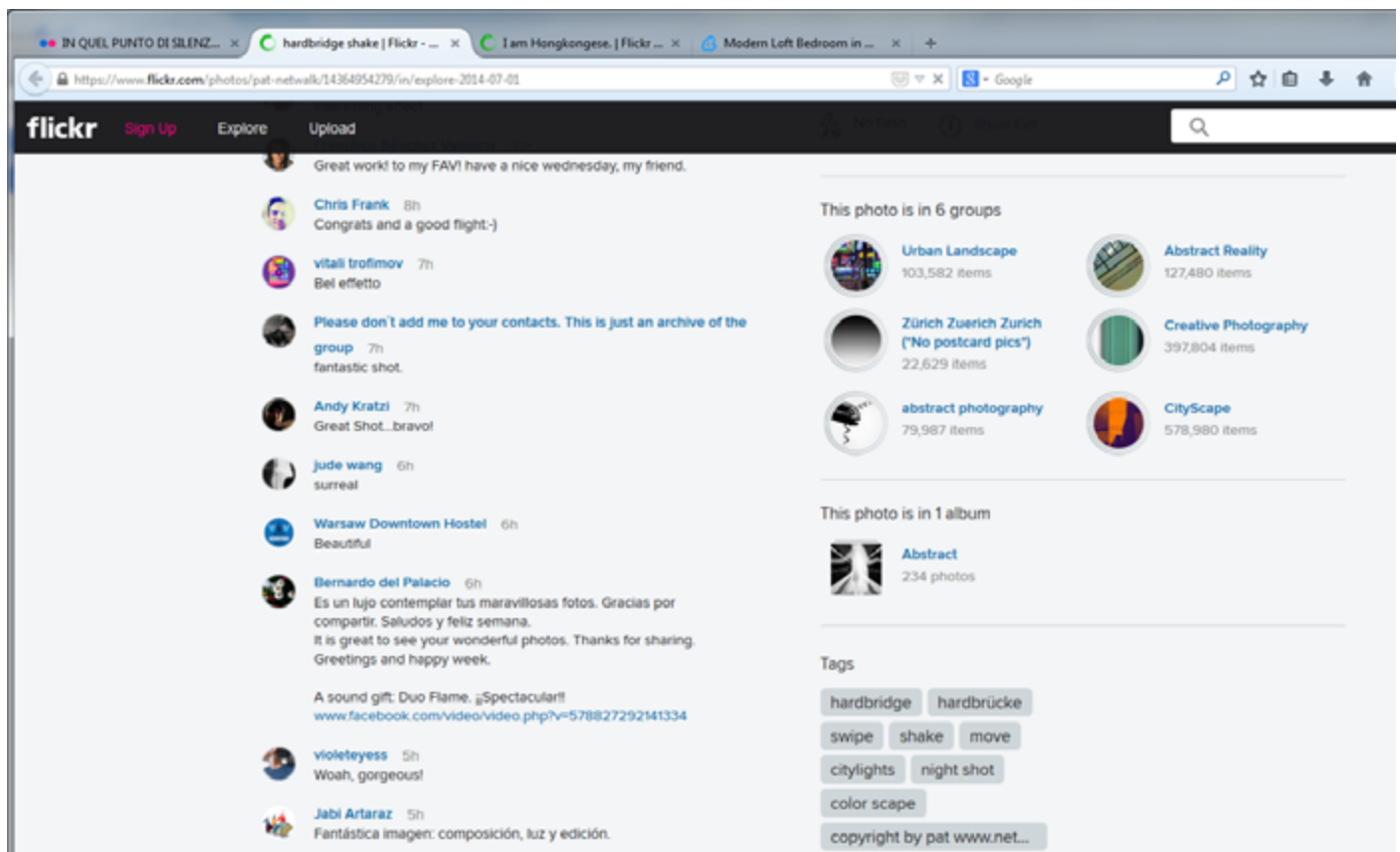


Photo credit: [Flickr](#)

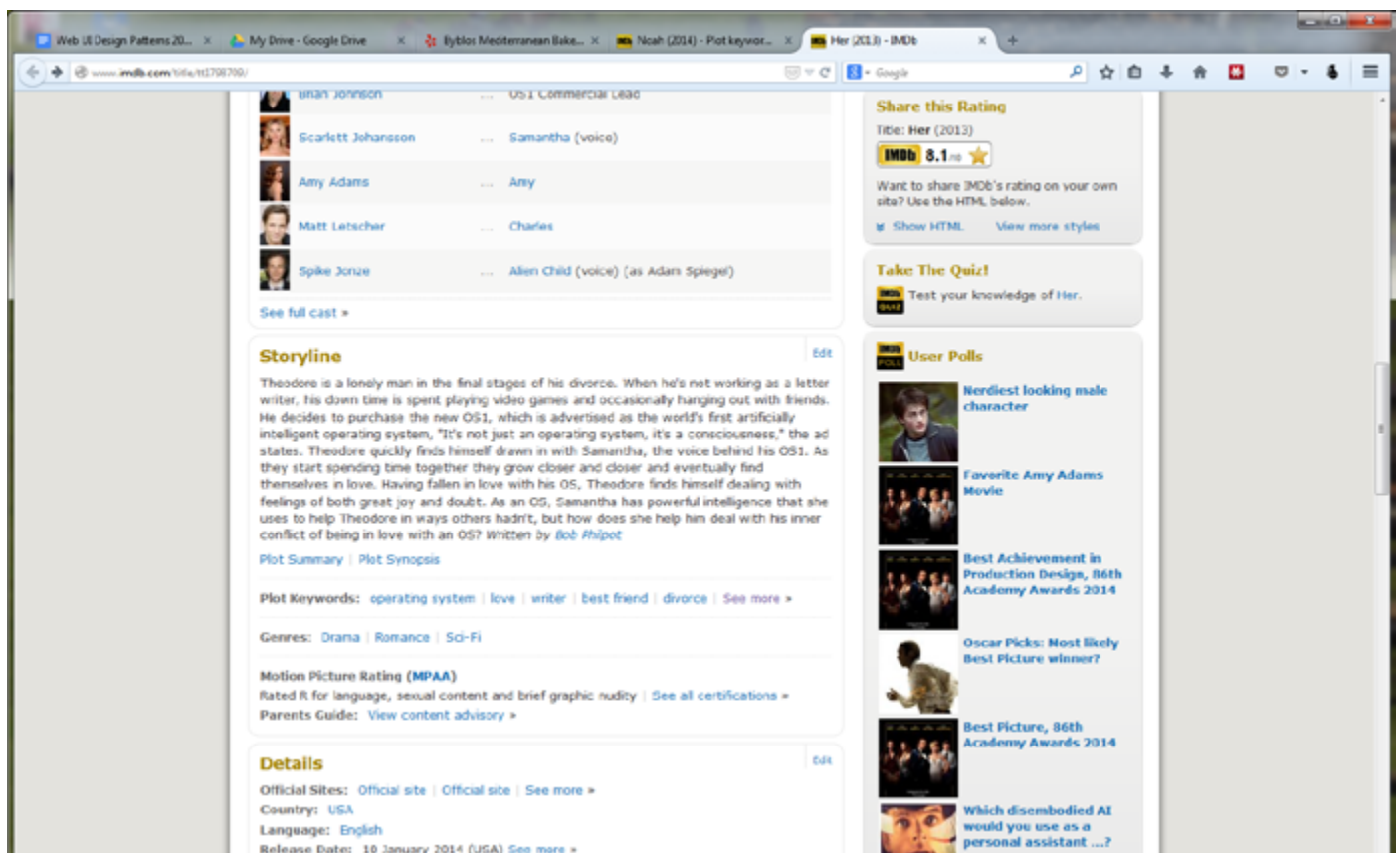


Photo credit: [IMDb](#)



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

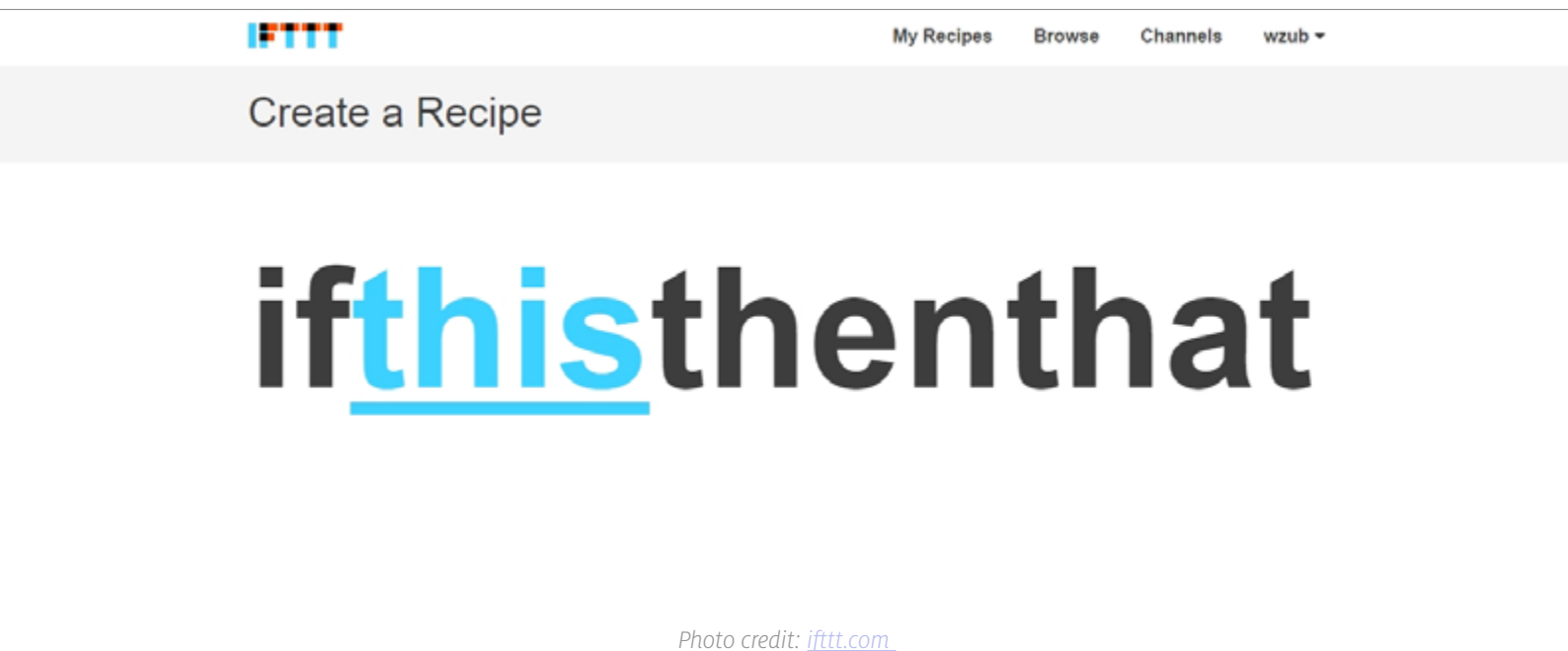


Photo credit: ifttt.com

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
 between 12 am
 and 12 am
 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

Share on Facebook

Twitter

Share on Twitter

Post by Email

881goonex@tumblr.com

 Post text, photos, MP3s, or videos by email. [Learn more.](#)

Email this address to me

Reset address

Language

English
 The language used on your blog.

Timezone

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

Photo credit: [Tumblr](#)

KICKSTARTER

Discover

Start

Search projects

[Sign up](#) [Log in](#)

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 pledged 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 pledged 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 pledged 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 pledged 17 days to go

Photo credit: [kickstarter.com](#)

The screenshot displays the Virgin America flight booking interface. At the top, a purple header bar contains a back arrow, the Virgin America logo, and flight details: LAX → JFK, JFK → LAX, 1 Adult, and a price of \$0.00 with a dropdown arrow. Below the header, the text 'Book from Los Angeles ▾ to' is centered. Underneath, there are six destination buttons: BOSTON MA (BOS), FT. LAUDERDALE FL (FLL), NEW YORK/EWR NJ (EWR), NEW YORK/JFK NY (JFK) (which is highlighted with a purple border), SAN FRANCISCO CA (SFO), and ALL CITIES ▾. A horizontal line separates this from the next section, 'Who's flying?'. This section contains three boxes for 'Adults', 'Children (Age 2-14)', and 'Lap Infants (Age 0-2)'. The 'Adults' box shows the number '1' with '+' and '-' buttons. The 'Children' and 'Lap Infants' boxes show a large '0' with '+' and '-' buttons. Below the 'Adults' box is a link 'Have special requests?'. At the bottom center is a purple button labeled 'CONTINUE WITH 1 ADULT'. Below the button is the text '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](#)

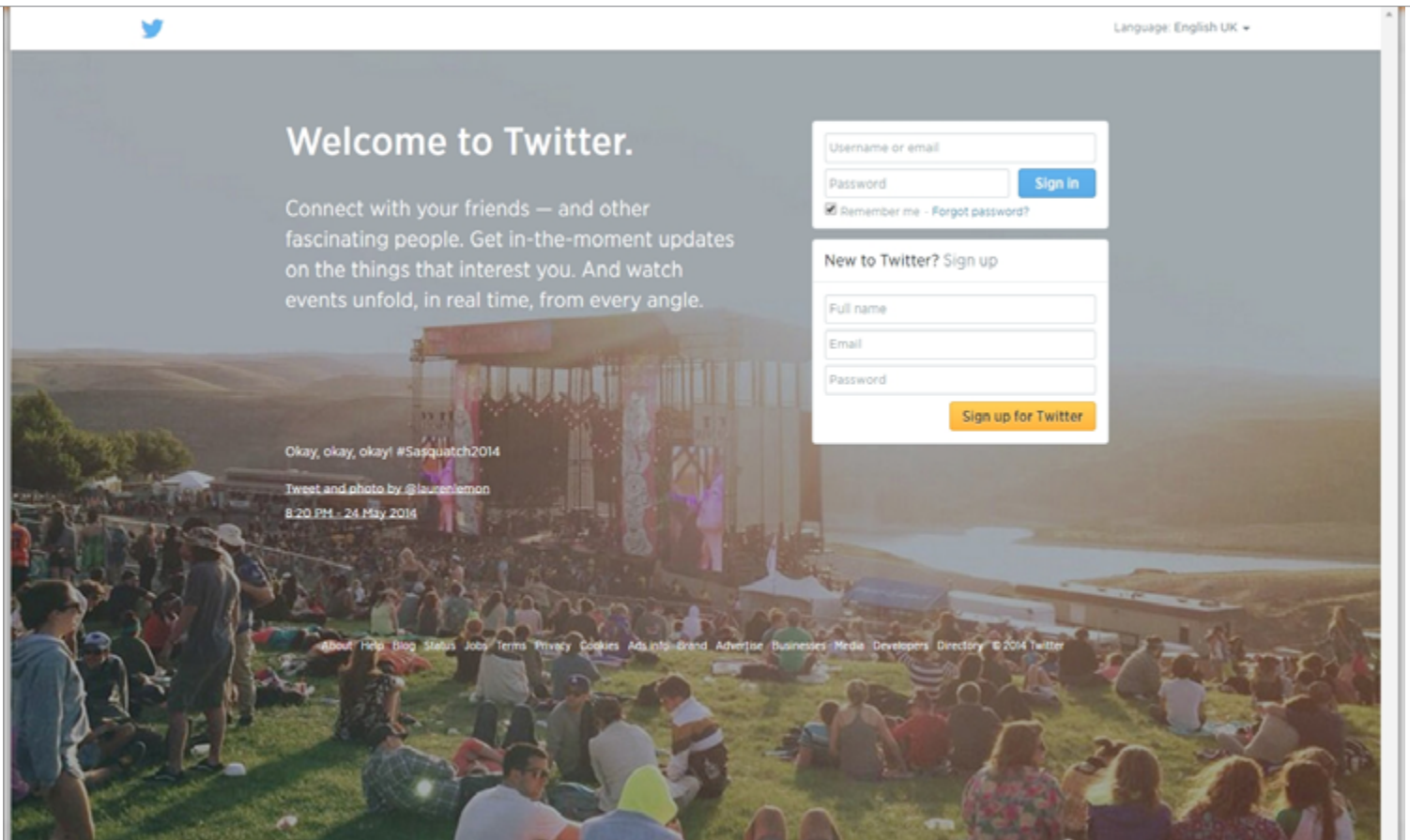


Photo credit: [Twitter](#)

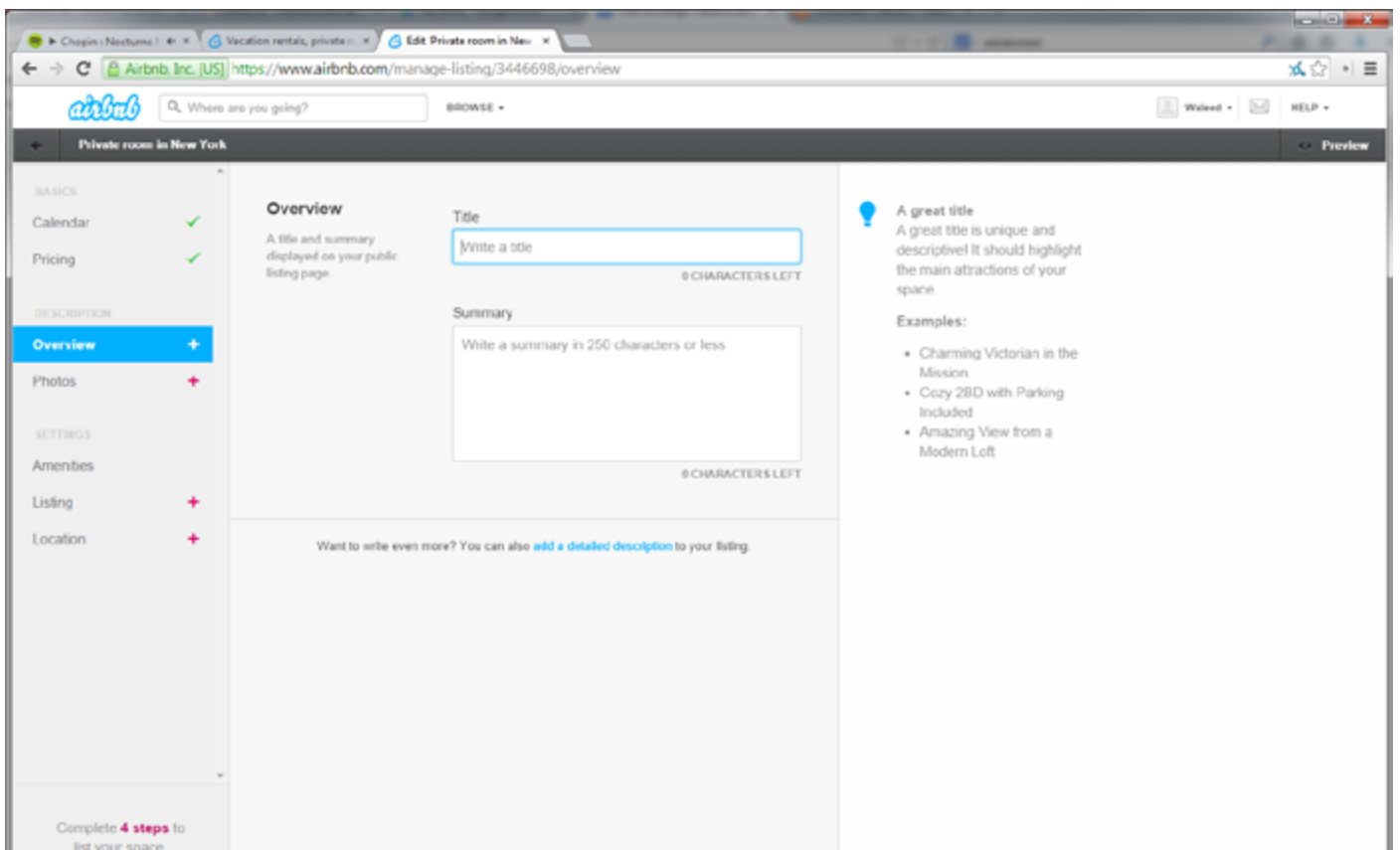


Photo credit: [Airbnb](#)

The image shows a screenshot of the Skype profile information form. At the top, there are two empty input fields for email addresses, with a note below them stating "Note: no-one can see your email address." Below this is the "Profile information" section, which includes a note: "Note: anyone on Skype can see your profile information." The form contains several fields: "Birthday" with dropdowns for "Day", "Month", and "Year"; "Gender" with a "Select" dropdown; "Country/Region*" with a dropdown showing "United States"; "City" with an empty text field; "Language*" with a dropdown showing "English"; and "Mobile phone number" with a country code dropdown (showing "United States") and a "+1" prefix, followed by an empty text field. A note below the phone number field states "Note: only your contacts can see your mobile number." Below the phone number field is the "How do you intend to use Skype?" section with a "Select" dropdown. At the bottom is the "Skype Name*" section with an empty text field and a blue question mark icon. Below this is a note: "Note: only choose a name you have a right to use." Finally, there are "Password*" and "Repeat password*" fields, both with empty text boxes and small circular icons to their right.

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

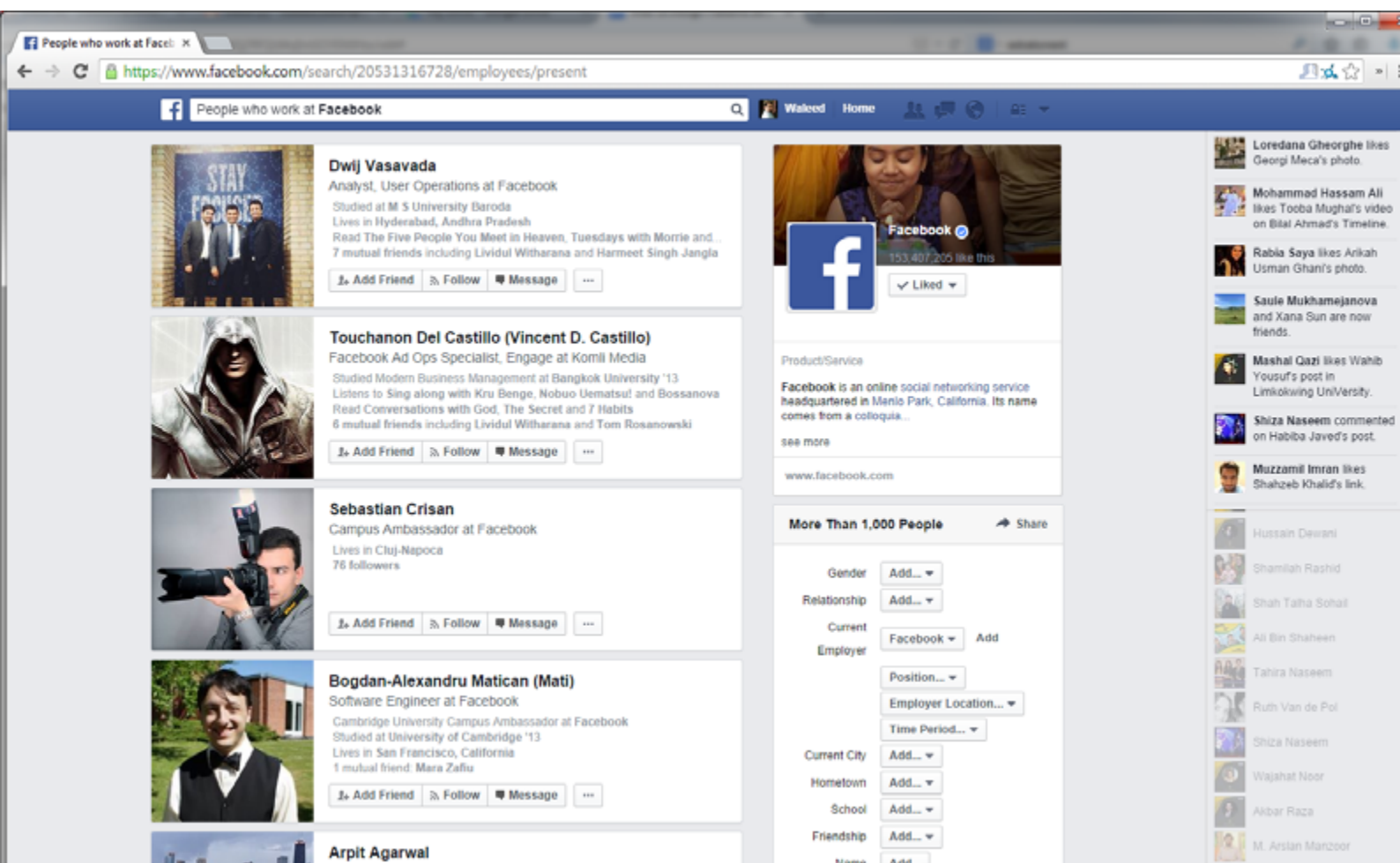


Photo credit: [facebook.com](https://www.facebook.com)

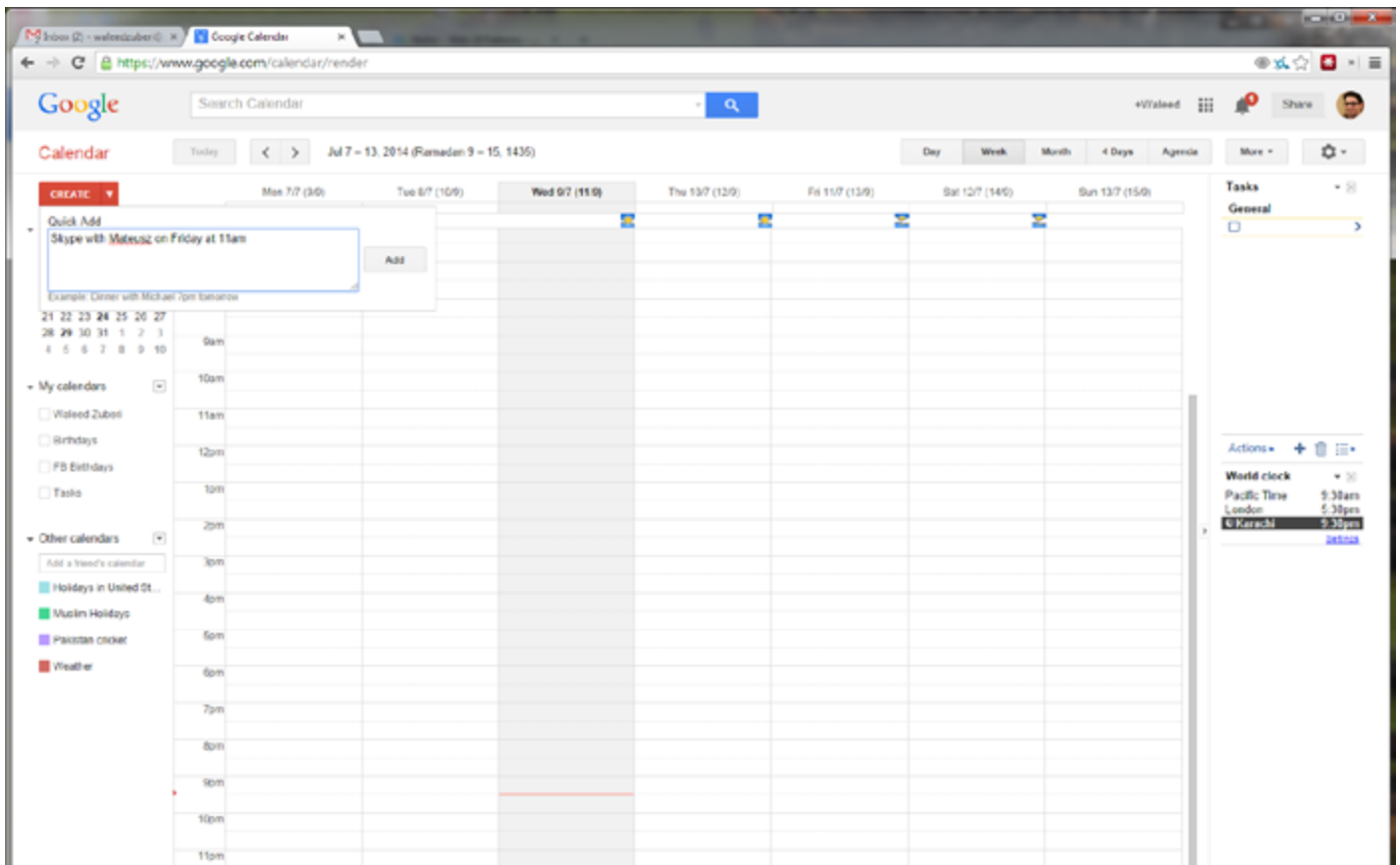


Photo credit: [calendar](#)

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



Photo credit: [IMDb](#)



Photo credit: [Facebook](#)

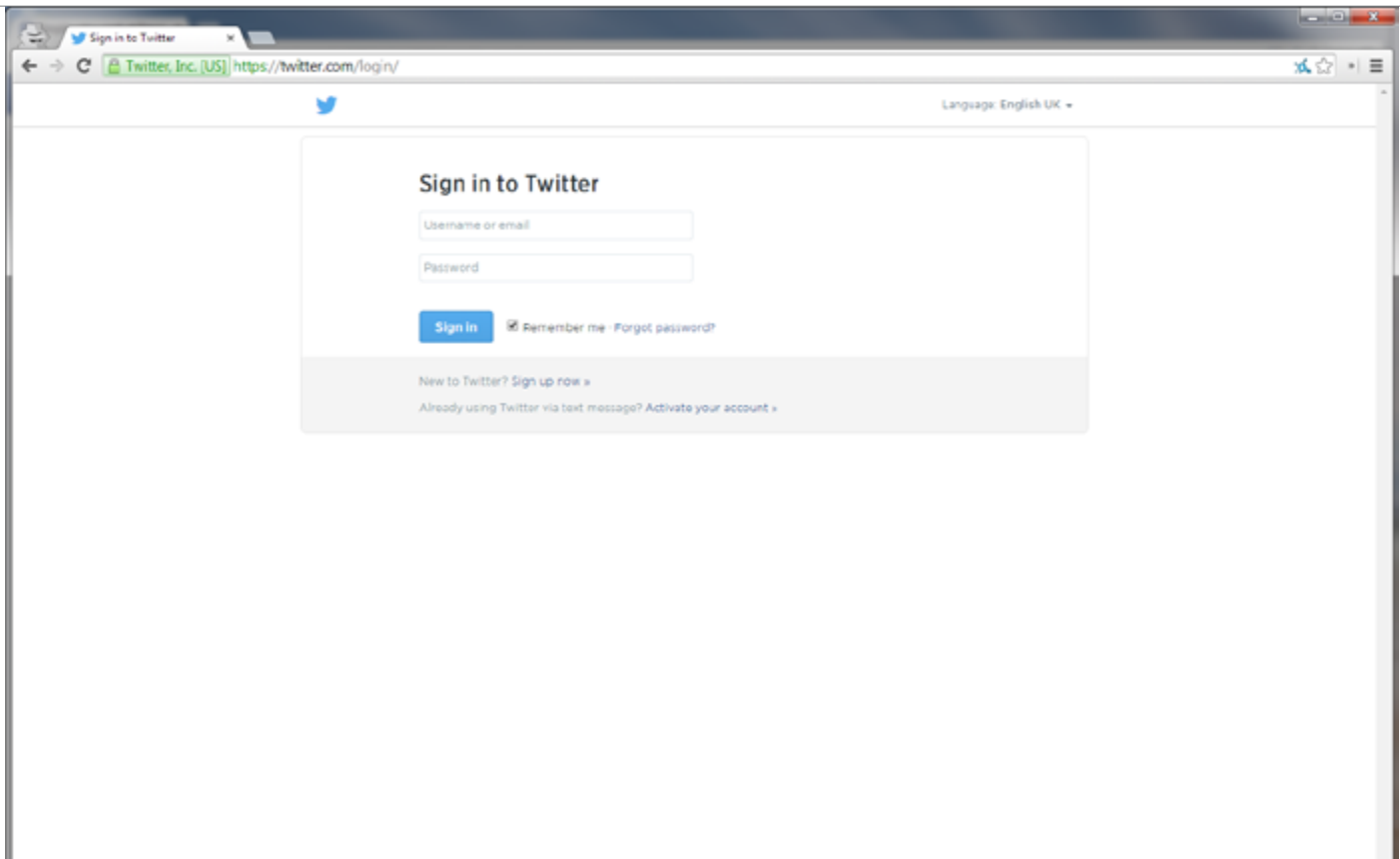


Photo credit: [Twitter](#)

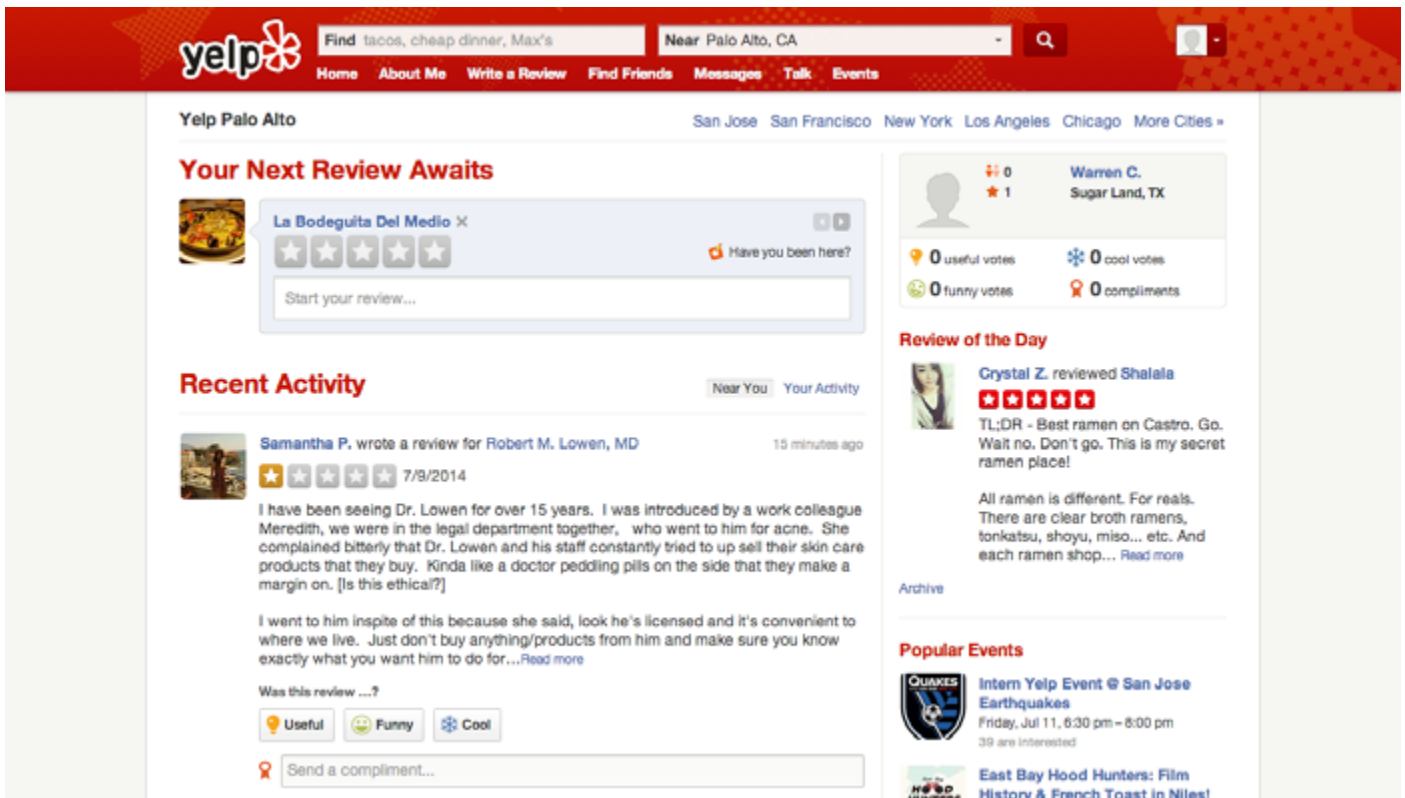


Photo credit: [Yelp](#)

PROBLEM

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

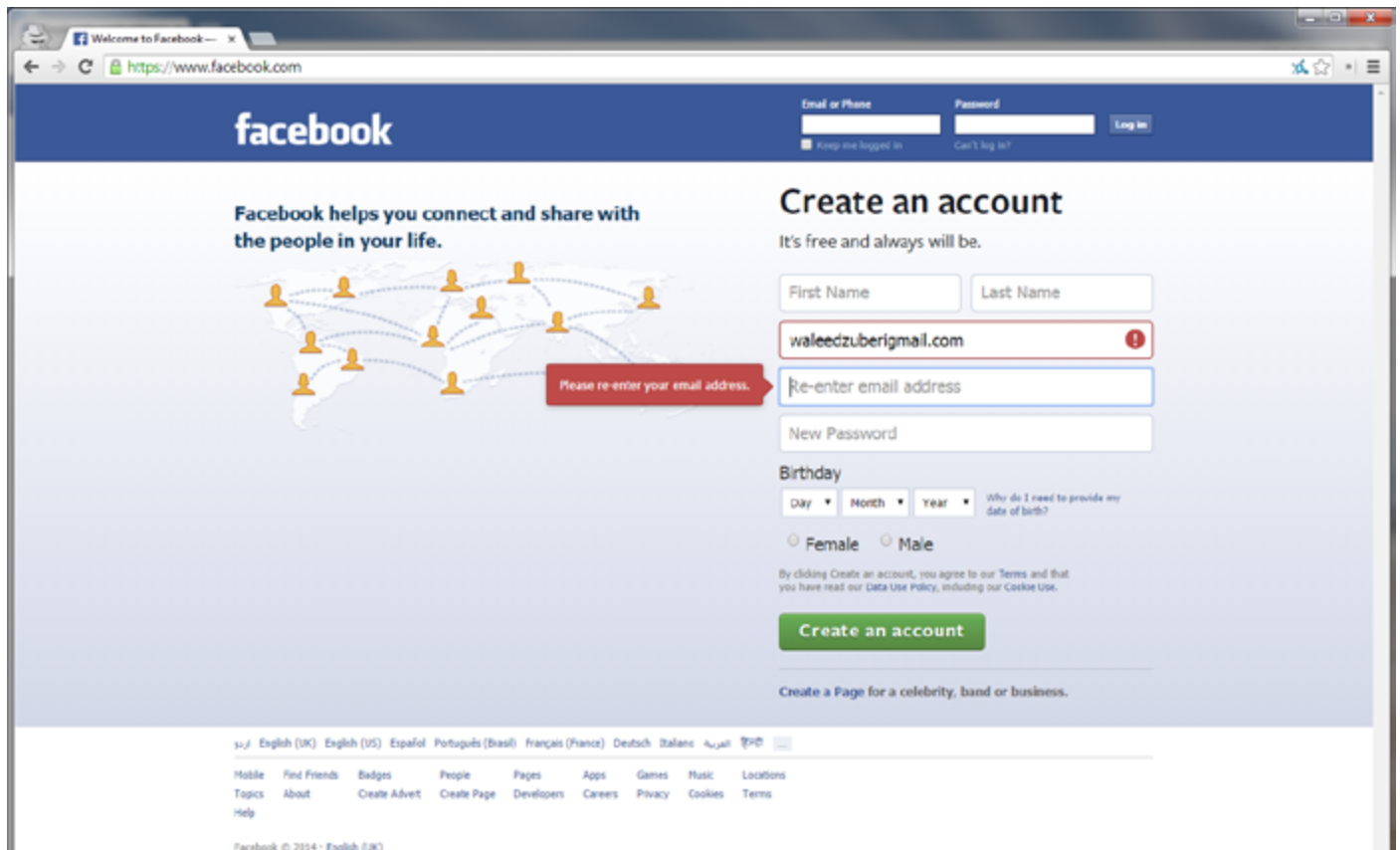
SOLUTION

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



The screenshot shows the Facebook 'Create an account' page. The email address field contains 'waleedzuberigmail.com' and has a red border with a red exclamation mark icon, indicating an error. A red tooltip message 'Please re-enter your email address.' points to the field. Below the email field is a 'Re-enter email address' field. The page also includes fields for First Name, Last Name, New Password, and Birthday. The 'Create an account' button is green and located at the bottom of the form.

Facebook helps you connect and share with the people in your life.

Create an account
It's free and always will be.

First Name: Last Name:

Email or Phone: waleedzuberigmail.com (Error: Please re-enter your email address.)

Re-enter email address:

New Password:

Birthday: Day: Month: Year: Why do I need to provide my date of birth?

Female Male

By clicking Create an account, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Create an account

Create a Page for a celebrity, band or business.

English (UK) English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية 中文

Mobile Find Friends Bedges 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.com](https://www.facebook.com)

The screenshot shows the Google Accounts sign-up page. The browser address bar displays the URL: <https://accounts.google.com/SignUp?service=mail&continue=https%3A%2F%2Fmail.google.com%2Fmail%2F&tmpl=default>. The page title is "Create your Google Account".

The main content area includes the following text and images:

- "One account is all you need" with the subtext "A single username and password gets you into everything Google." and icons for Google, Gmail, YouTube, and other services.
- "Make Google yours" with the subtext "Set up your profile and preferences just the way you like." and profile pictures of three people.
- "Take it all with you" with the subtext "Switch between devices, and pick up wherever you left off." and images of a laptop, tablet, and smartphone.

The sign-up form on the right side includes the following fields and feedback:

- Name:** Two input fields for "First" and "Last".
- Choose your username:** An input field containing "123" followed by "@gmail.com". A red border highlights the input, and a red message below it says: "Please use between 6 and 30 characters."
- Create a password:** An input field containing three asterisks. A red message below it says: "Short passwords are easy to guess. Try one with at least 8 characters."
- Confirm your password:** An empty input field.
- Birthday:** Three input fields for "Month", "Day", and "Year".
- Gender:** A dropdown menu with the text "I am..." and a small arrow icon.
- Mobile phone:** An input field with a green phone icon and the text "+92".
- Your current email address:** An empty input field.
- Prove you're not a robot:** A checkbox labeled "Skip this verification (phone verification may be required)".

Photo credit: [Gmail](#)

PROBLEM

The user wants immediate feedback about entered data.

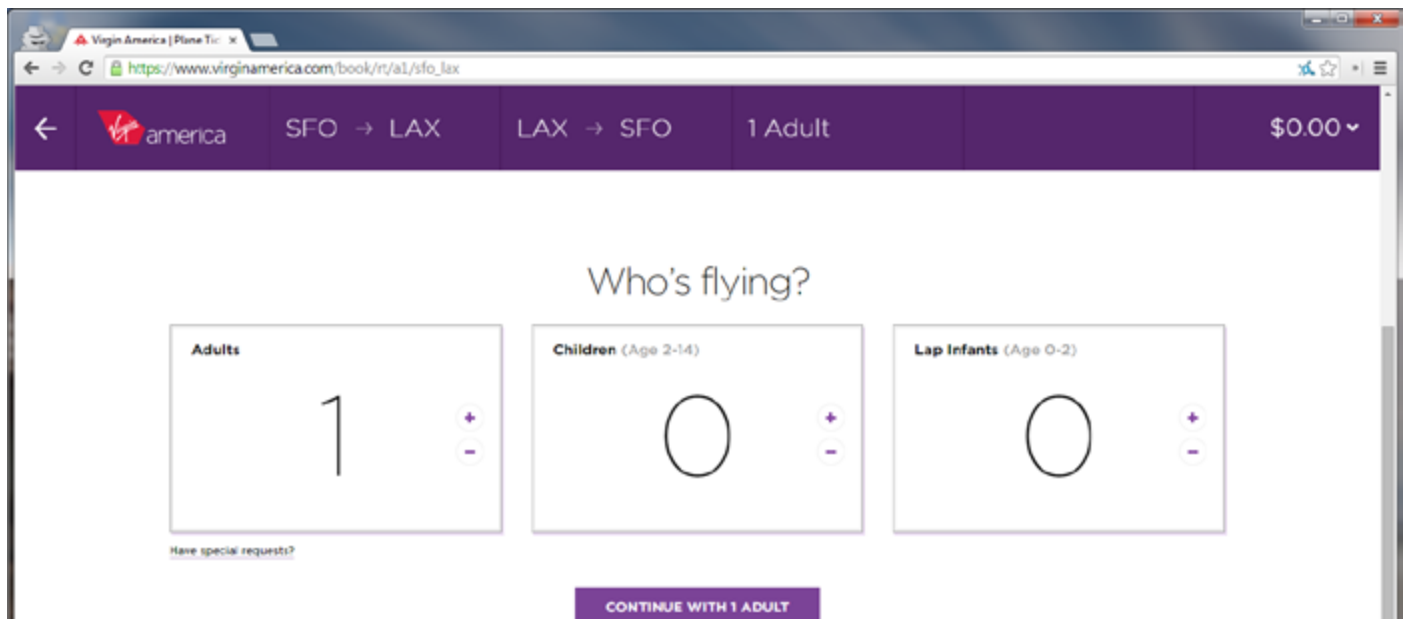
SOLUTION

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 with the Virgin America website. The browser's address bar displays the URL https://www.virginamerica.com/book/rt/a1/sfo_lax. The page features a purple header bar with a navigation menu containing the following items: a back arrow, the Virgin America logo, the flight route 'SFO → LAX', the return route 'LAX → SFO', the passenger count '1 Adult', and the current price '\$0.00' with a dropdown arrow. Below the header, the main content area is titled 'Who's flying?'. It contains three white boxes with rounded corners. The first box, labeled 'Adults', shows the number '1' with plus and minus buttons. The second box, labeled 'Children (Age 2-14)', shows the number '0' with plus and minus buttons. The third box, labeled 'Lap Infants (Age 0-2)', shows the number '0' with plus and minus buttons. Below these boxes is a link that says 'Have special requests?'. At the bottom of the form is a purple button labeled 'CONTINUE WITH 1 ADULT'.

Photo credit: [Virgin](#)

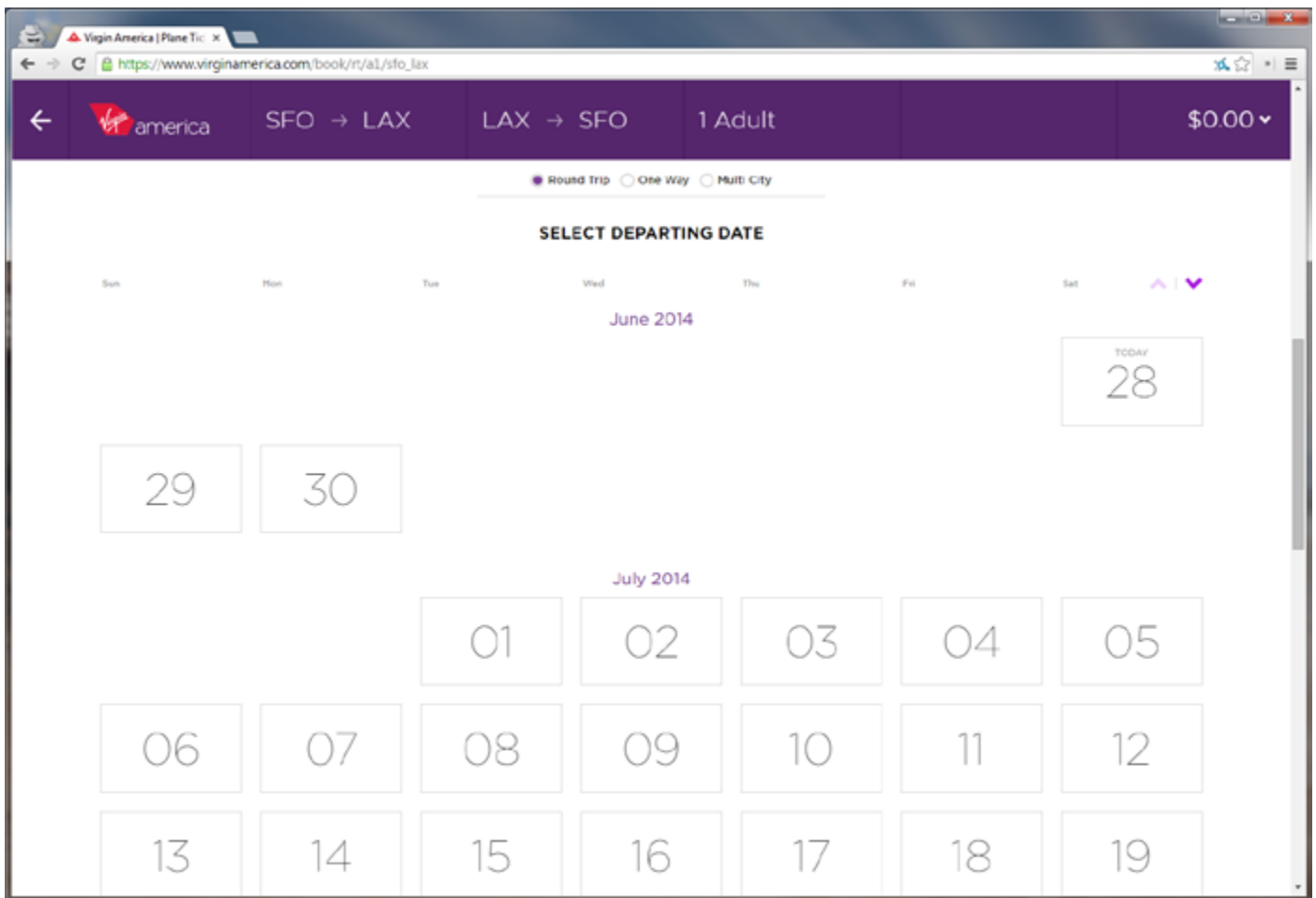


Photo credit: [Virgin](#)

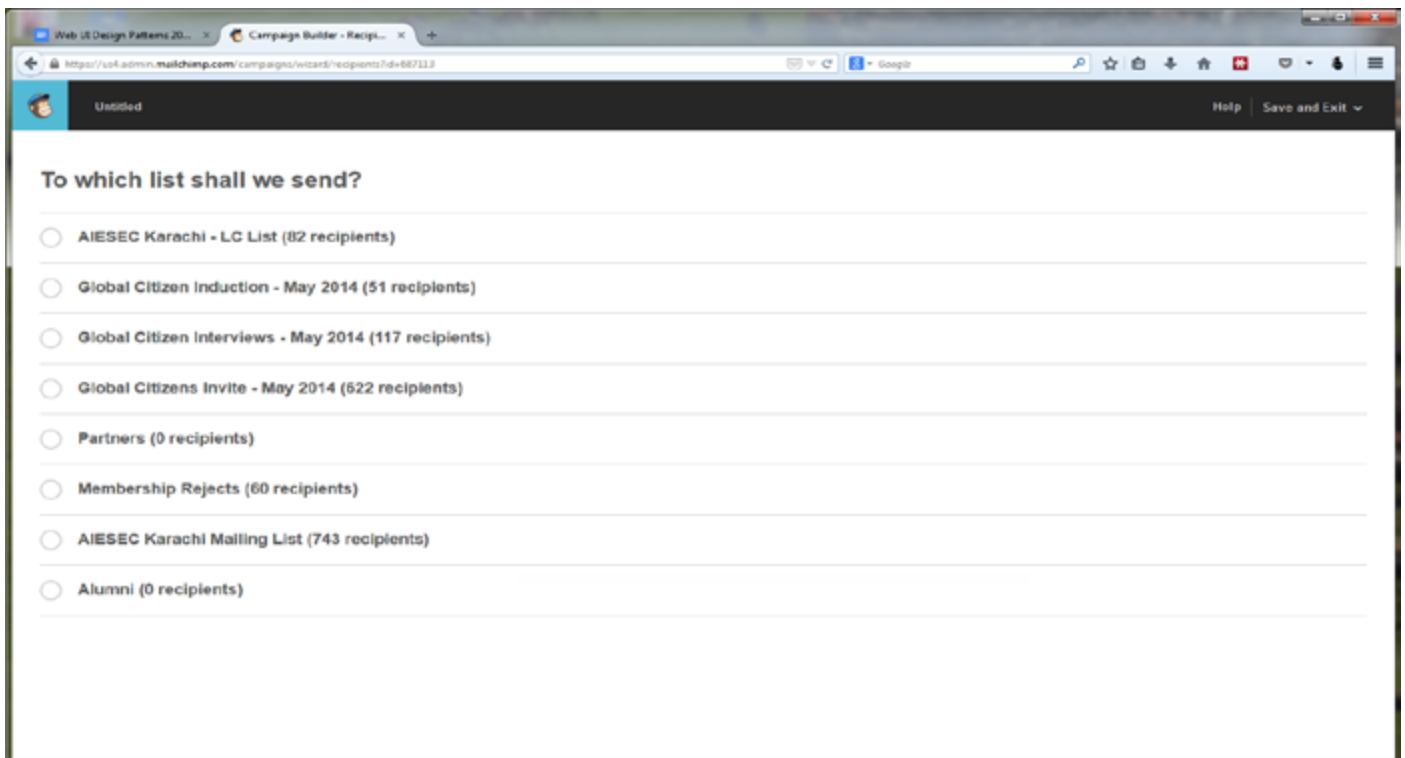


Photo credit: [Mailchimp](#)

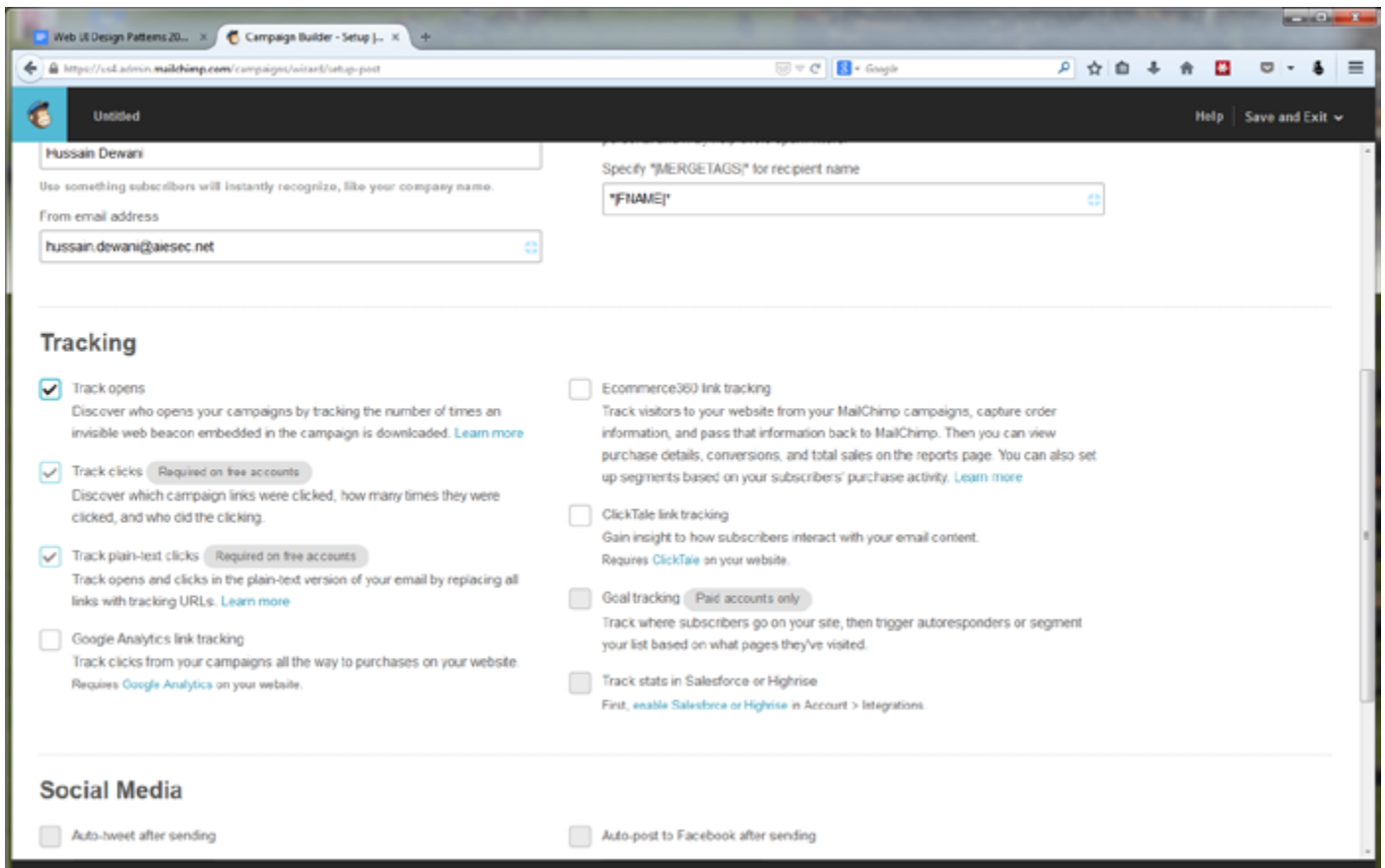


Photo credit: [Mailchimp](#)

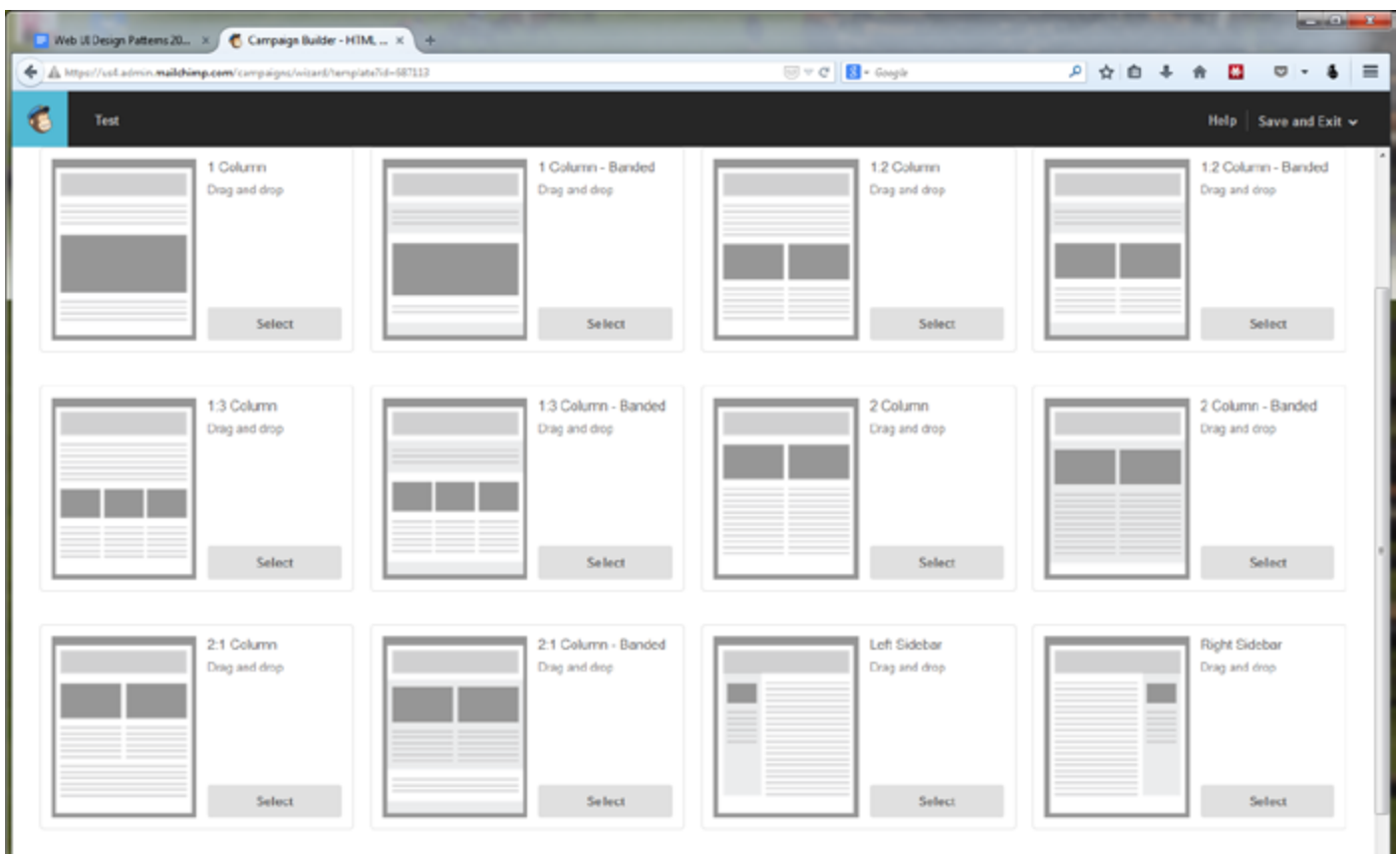


Photo credit: [Mailchimp](#)

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+

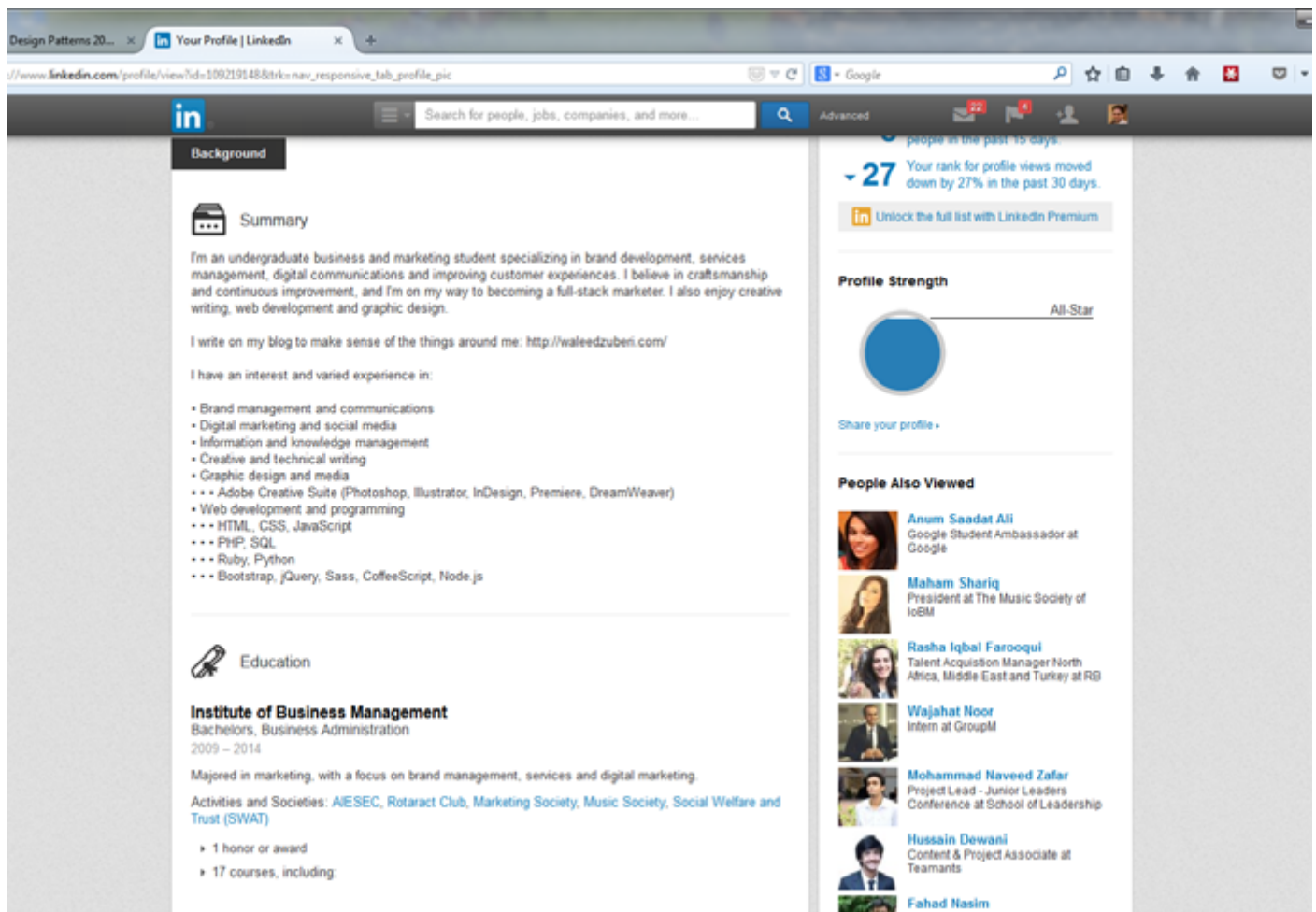


Photo credit: [Mailchimp](#)

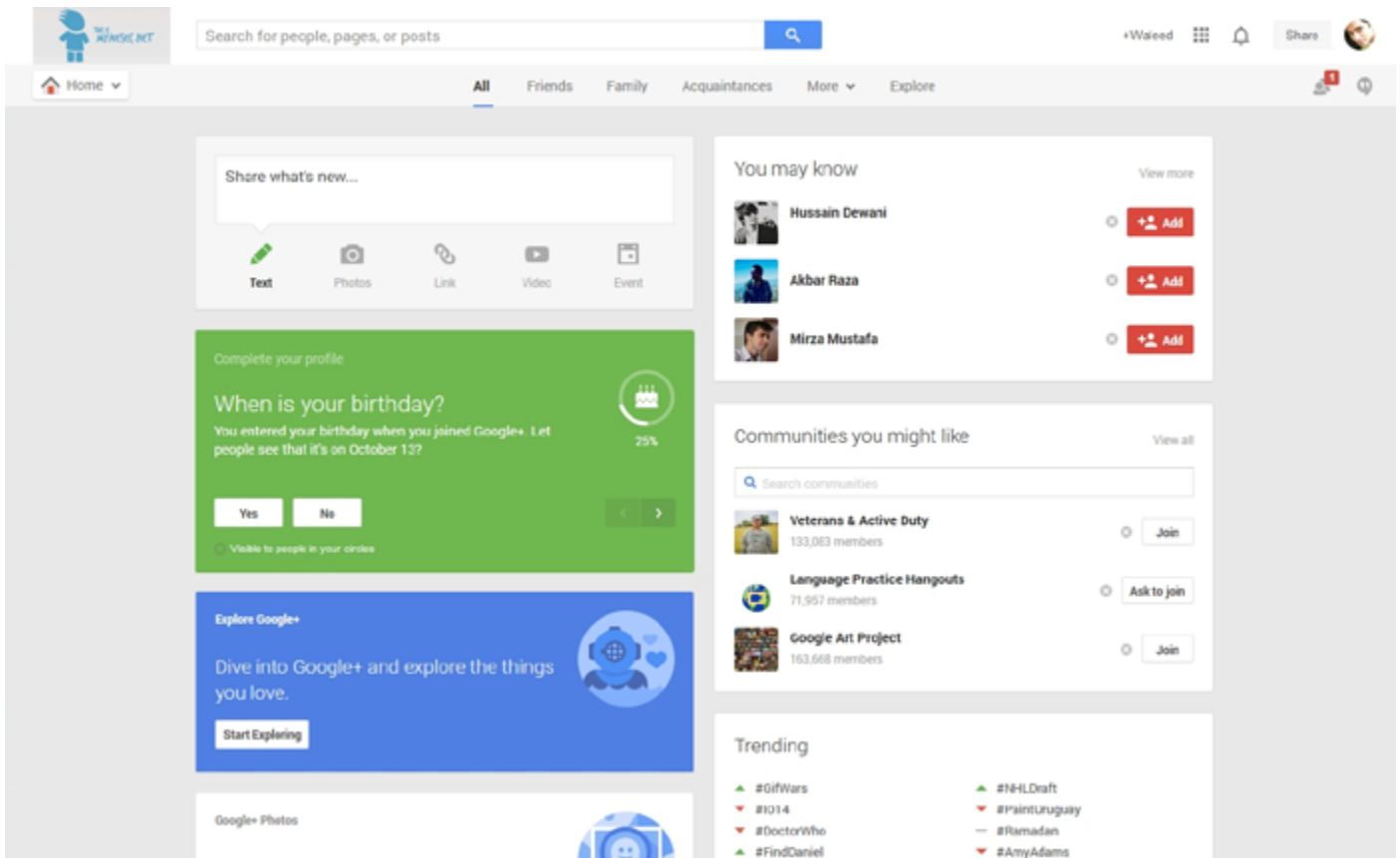


Photo credit: [Google+](#)

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

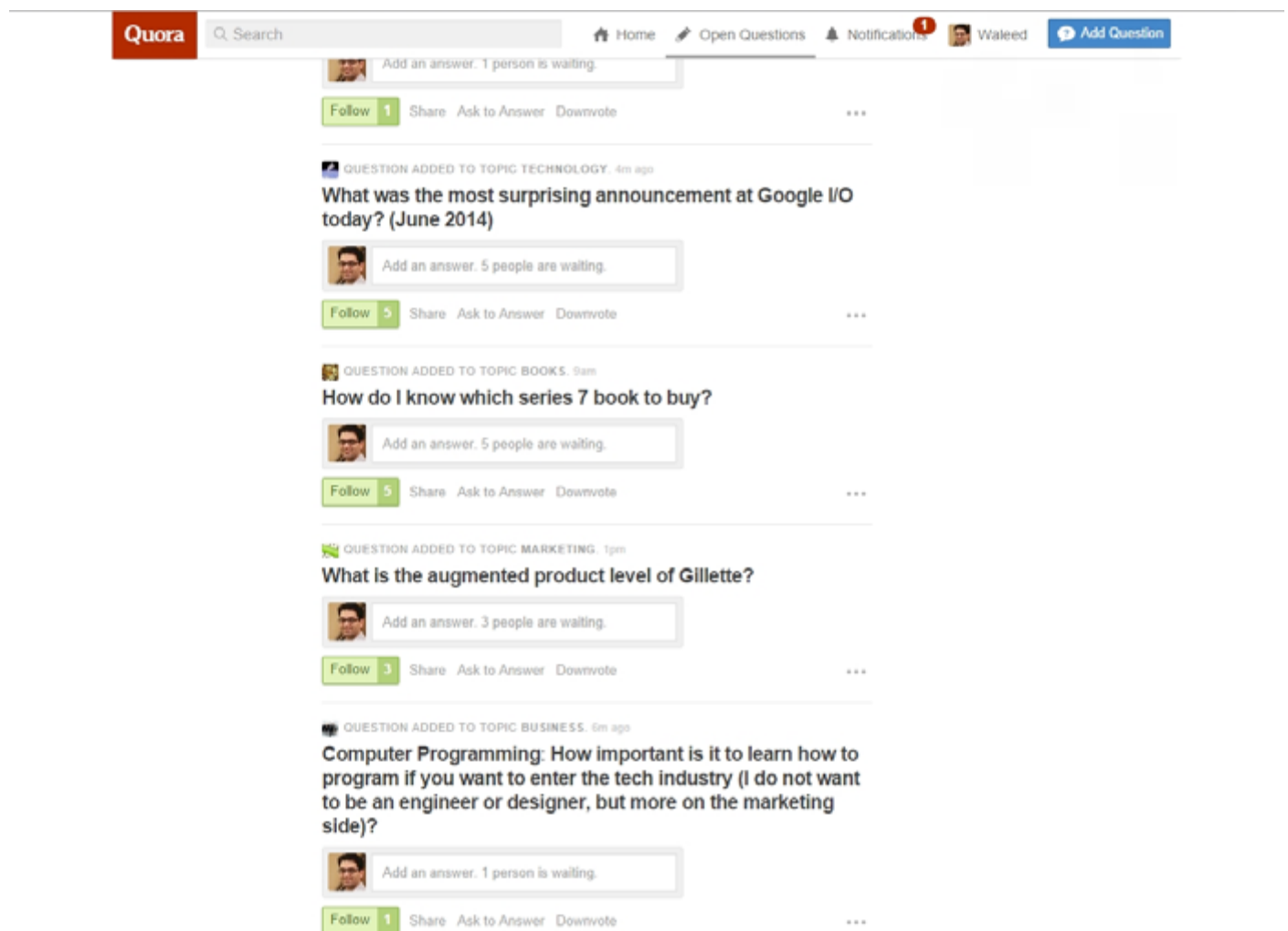


Photo credit: [Quora](#)

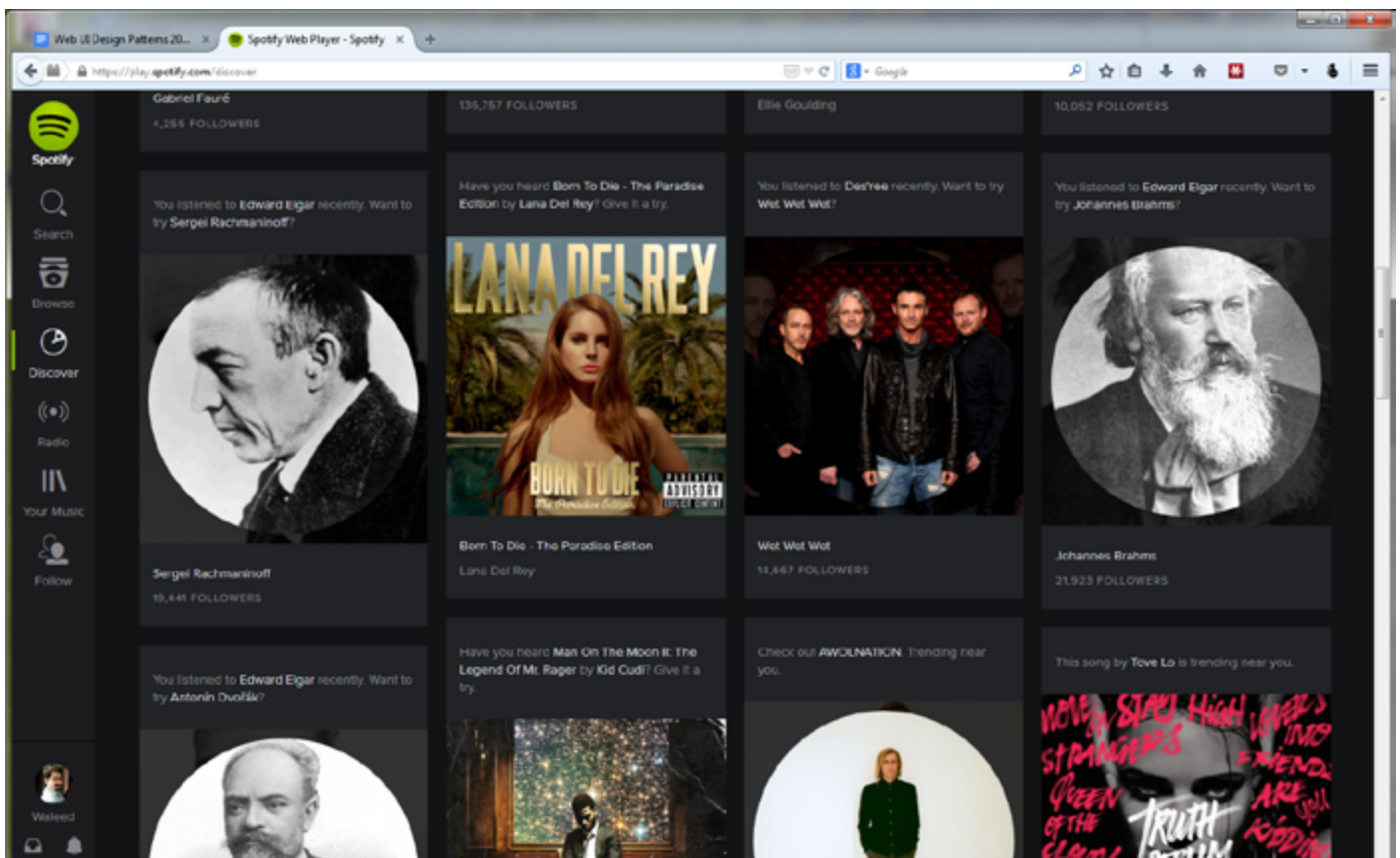


Photo credit: [Spotify](#)

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

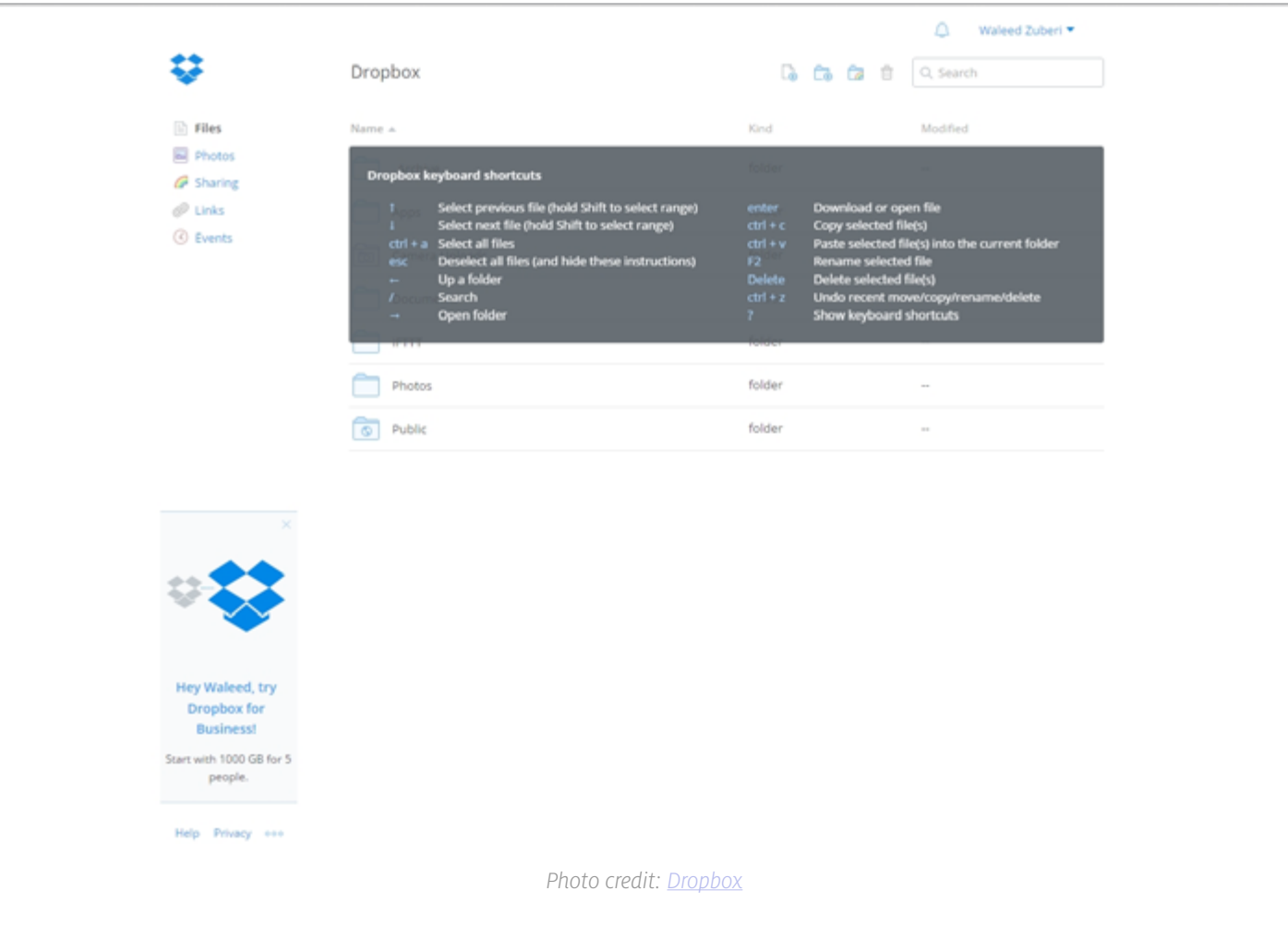


Photo credit: [Dropbox](#)

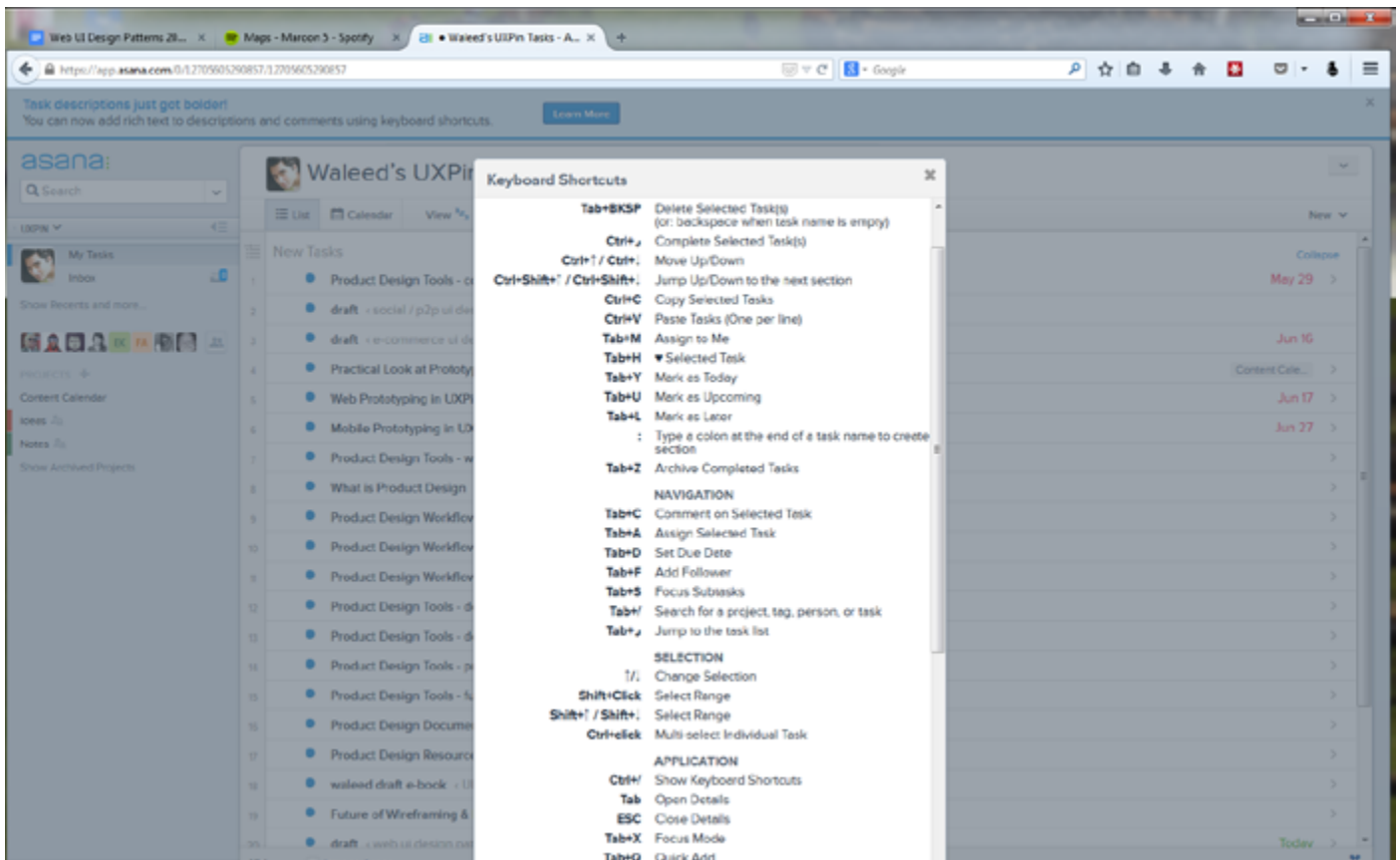


Photo credit: [Asana](#)

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

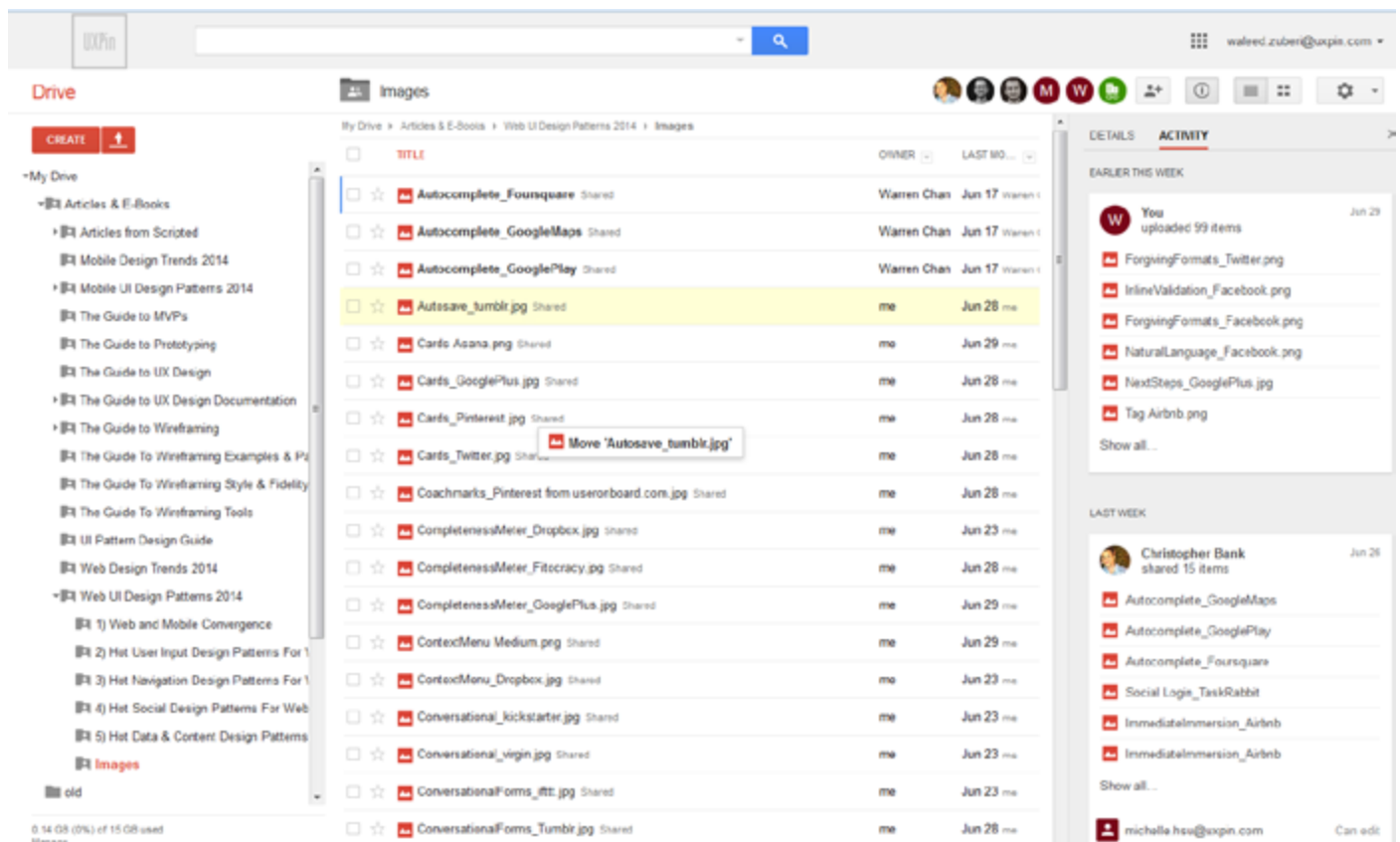


Photo credit: [Google Drive](#)

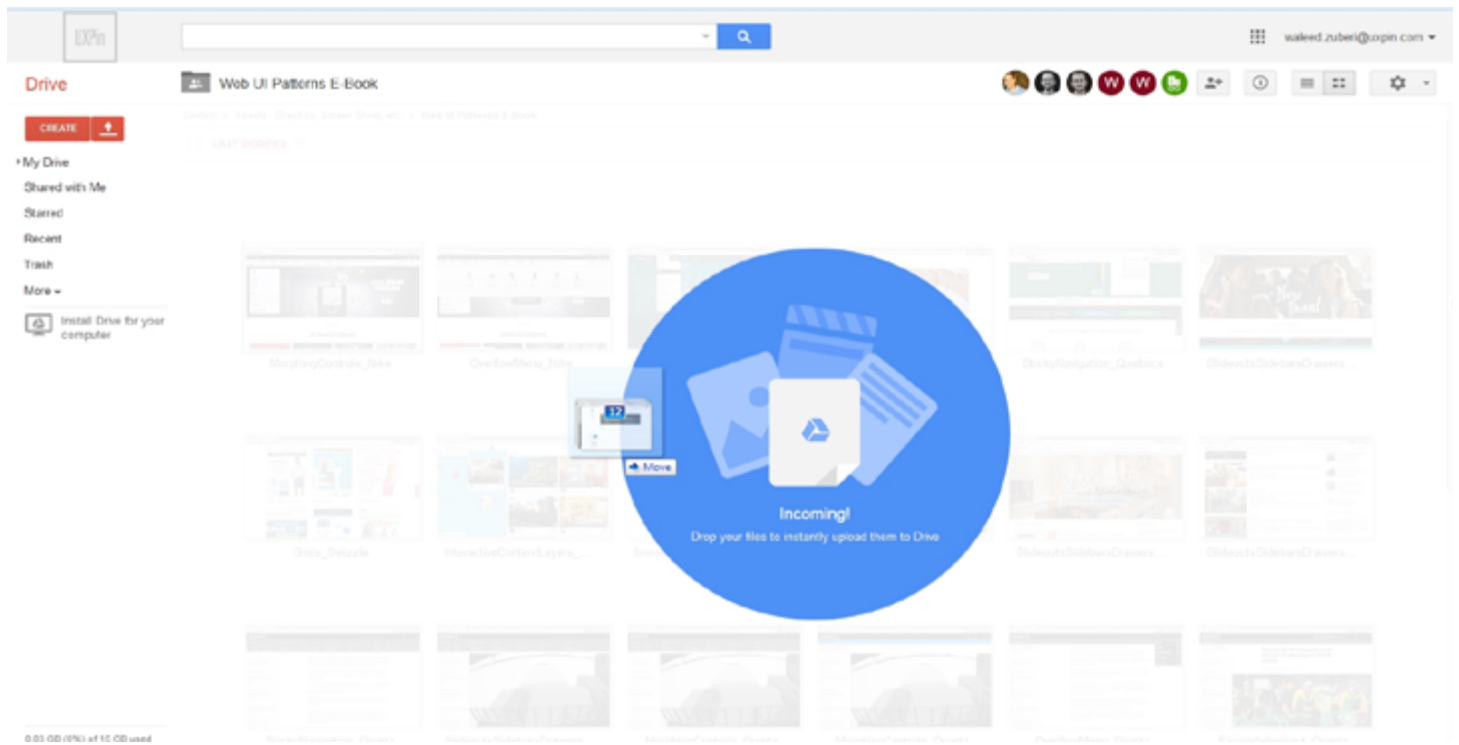


Photo credit: [Google Drive](#)

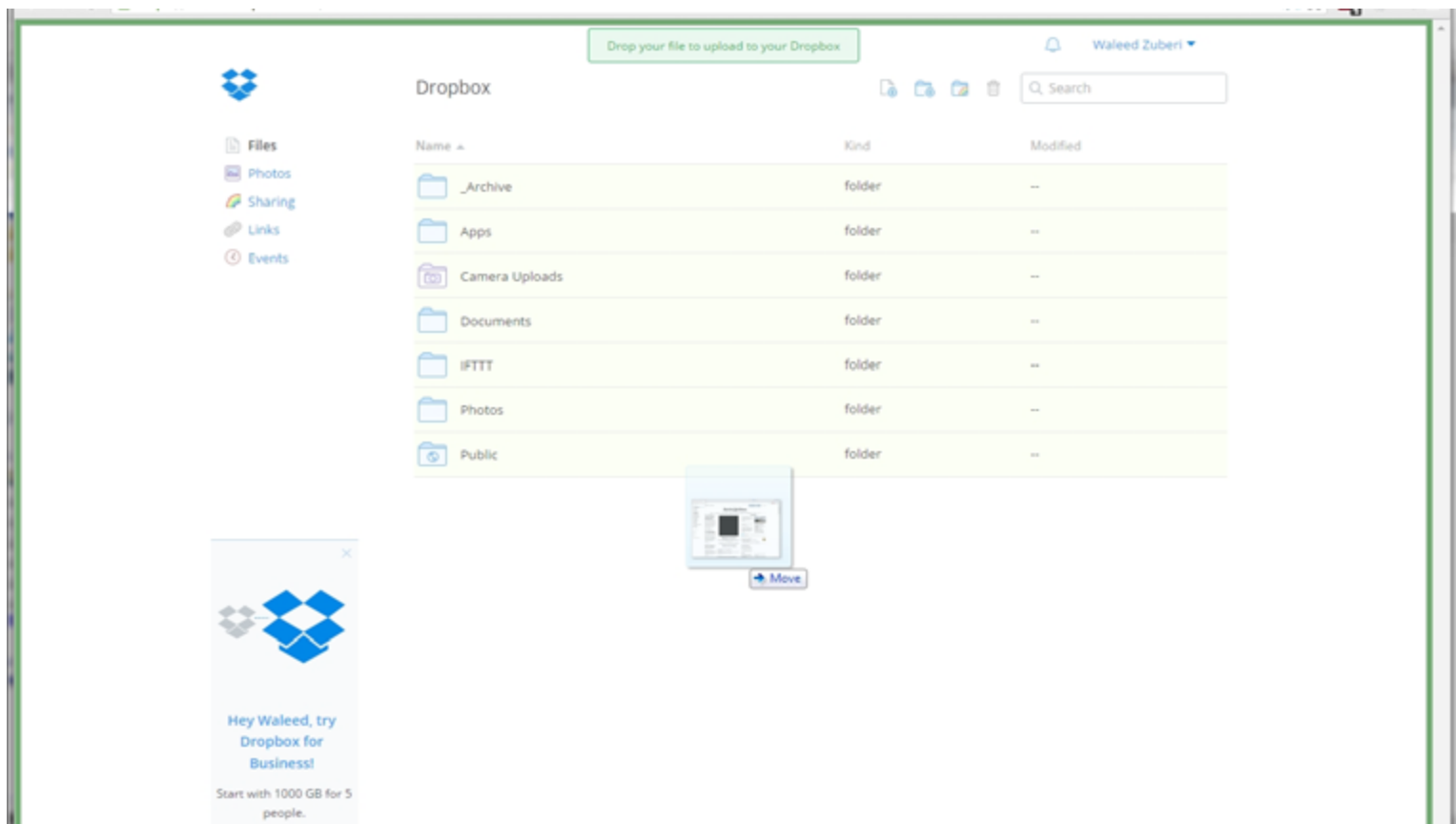


Photo credit: [Dropbox](#)

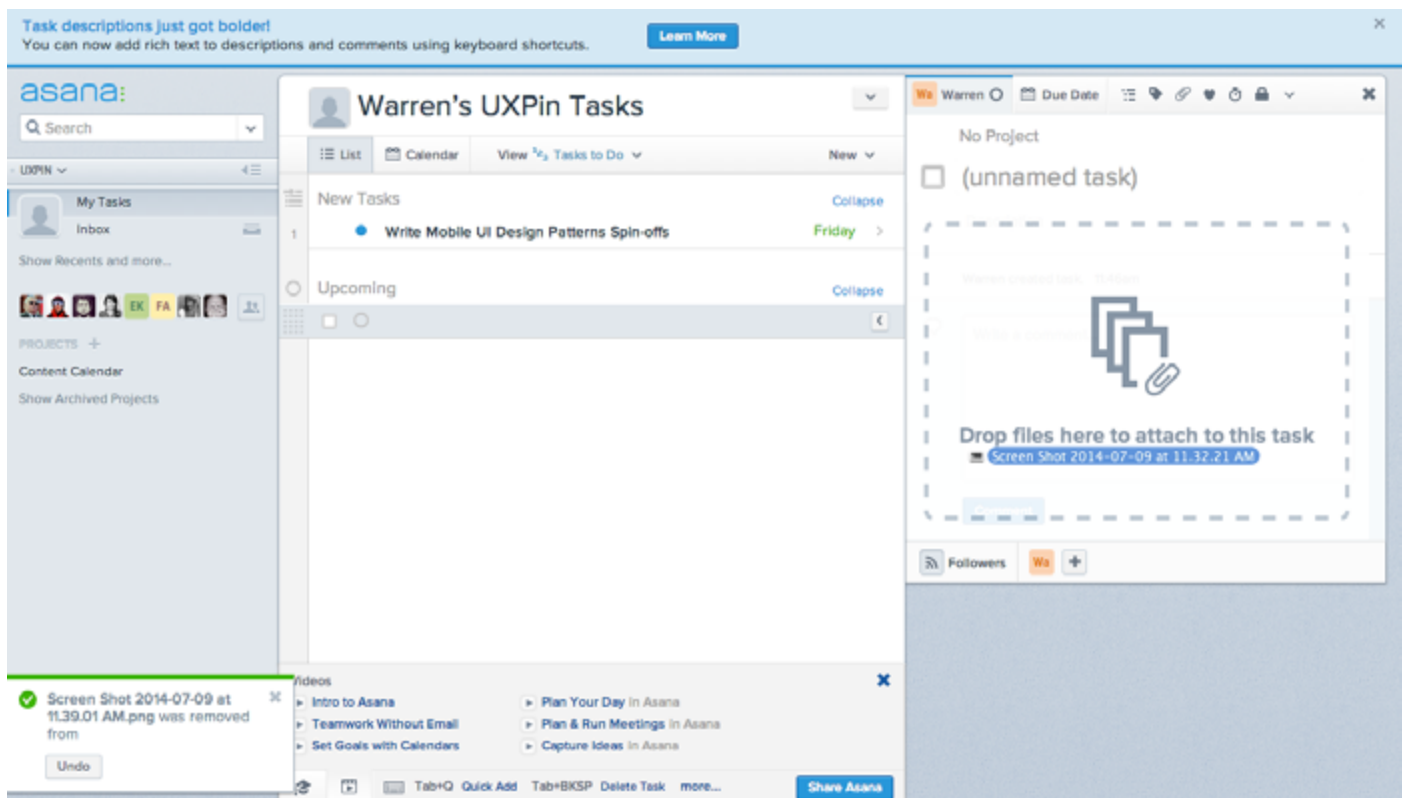


Photo credit: [Asana](#)

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

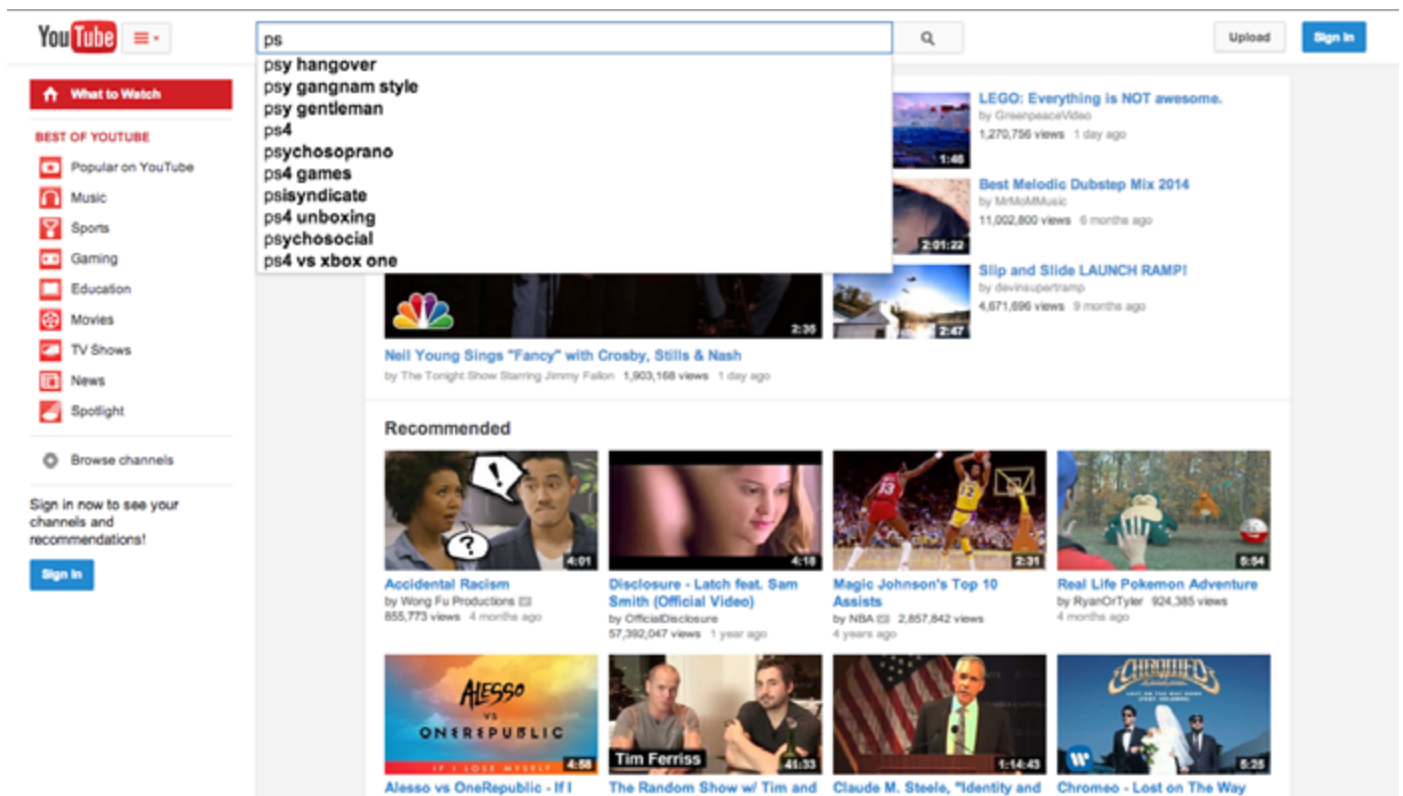


Photo credit: [Youtube](#)

Shop by
Department

Search

All - kindle

Go

Hello, Sign in
Your AccountTry
Prime

0 Cart

Wish
List

Unlimited Instant Videos
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
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Clothing, Shoes & Jewelry
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kindle books

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kindle paperwhite

kindle fire hd

kindle fire hdx

DYNAMIC PERSPECTIVE

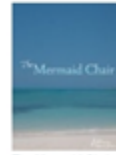
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World War Z
Amazon Instant Video
★★★★☆ (4,221)Uptown Girls
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★★★★☆ (177)Azorian: The Raising of the K-129
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★★★★☆ (135)Magic Beyond Words: The JK Rowling Story
Amazon Instant Video
★★★★☆ (893)Star Trek Into Darkness
Amazon Instant Video
★★★★☆ (5,965)The Mermaid Chair
Amazon Instant Video
★★★★☆ (171)Celebrate
4th of July Shop nowNEW
RUNNING
SHOES See moreGraduation Gifts
in Home Audio & Headphones
Shop nowPhoto credit: [Amazon](#)

Where are you going?

BROWSE

SIGN UP

LOG IN

HELP

LIST YOUR SPACE

Find a place to stay.

Rent from people in over 34,000 cities and 190 countries

London

Check in

Check out

1 Guest

Search

London United Kingdom

London ON, Canada

London KY, United States

London OH, United States

Londonderry NH, United States

powered by Google



Neighborhood Guides

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



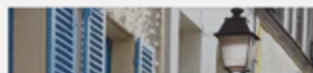
Barcelona



New York



Seoul

Photo credit: [Airbnb](#)

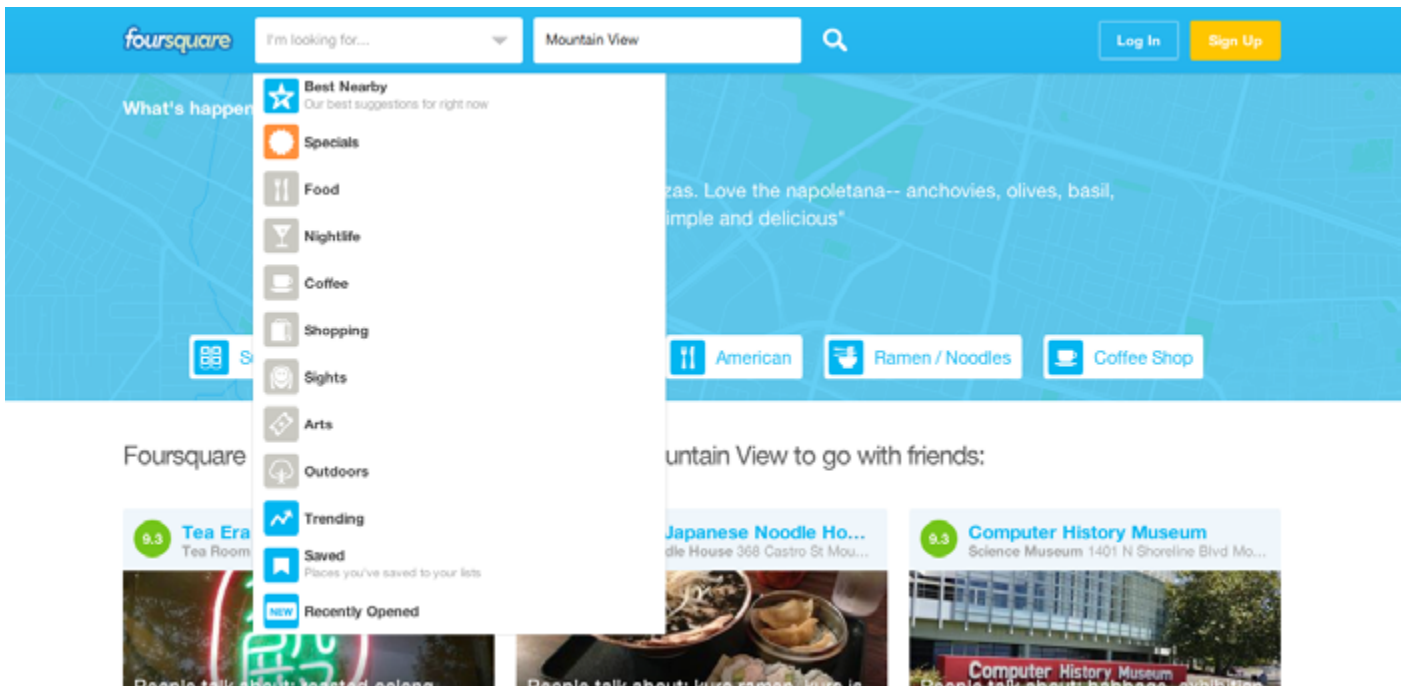


Photo credit: [Foursquare](#)

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 page for a question about removing duplicates from a list while preserving order. The question is tagged with 'python', 'list', and 'unique'. It has 20 answers, with the top one marked as the 'fastest one' and having 250 votes. A 'Thanks for the feedback!' overlay is prominently displayed in the center, featuring a 'Sign up or log in' section with options for Google, Facebook, and Stack Exchange, and a 'Get the newsletter' section with an email input field and a 'Subscribe' button. The overlay also includes a message about the site being free and open to everyone, and a link to 'see an example newsletter'. The background content includes the question text, the top answer by J.F. Sebastian, and a list of related questions on the right side.

python list unique

share | improve this question

edited Jan 26 '09 at 22:03 J.F. Sebastian 103k • 17 • 162 • 269

asked Jan 26 '09 at 15:43 Josh Glover 4,605 • 7 • 38 • 78

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

add comment

20 Answers

Here you have 250 votes

Fastest one:

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

EDIT:

If you plan on using a set, you can use a set to track seen elements. If you plan on using a list, you can use a list to track seen elements.

O(1) insertion, deletion and member-check per operation.

EDIT2: Minor optimization. Thanks to pheonix.

share | improve this answer

edited Jul 1 at 15:47

answered Jan 26 '09 at 15:47 Markus Janderot 33.4k • 5 • 60 • 87

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

3 Removing elements that have consecutive dupes

2 Python List: Is this the best way to remove duplicates while preserving order?

-3 How to remove duplicates in a python list

n Python Remove the element

comprehension for removing duplicates of characters in a string

way to eliminate duplicates in a list, but previous relative

linked questions...

do you split a list into evenly sized chunks?

43 How do you remove duplicates from a list in Python if the item order is not important?

261 How to remove an element from a list by index in Python?

2 Removing duplicate element from a list and the element itself

Photo credit: [Stack](#)

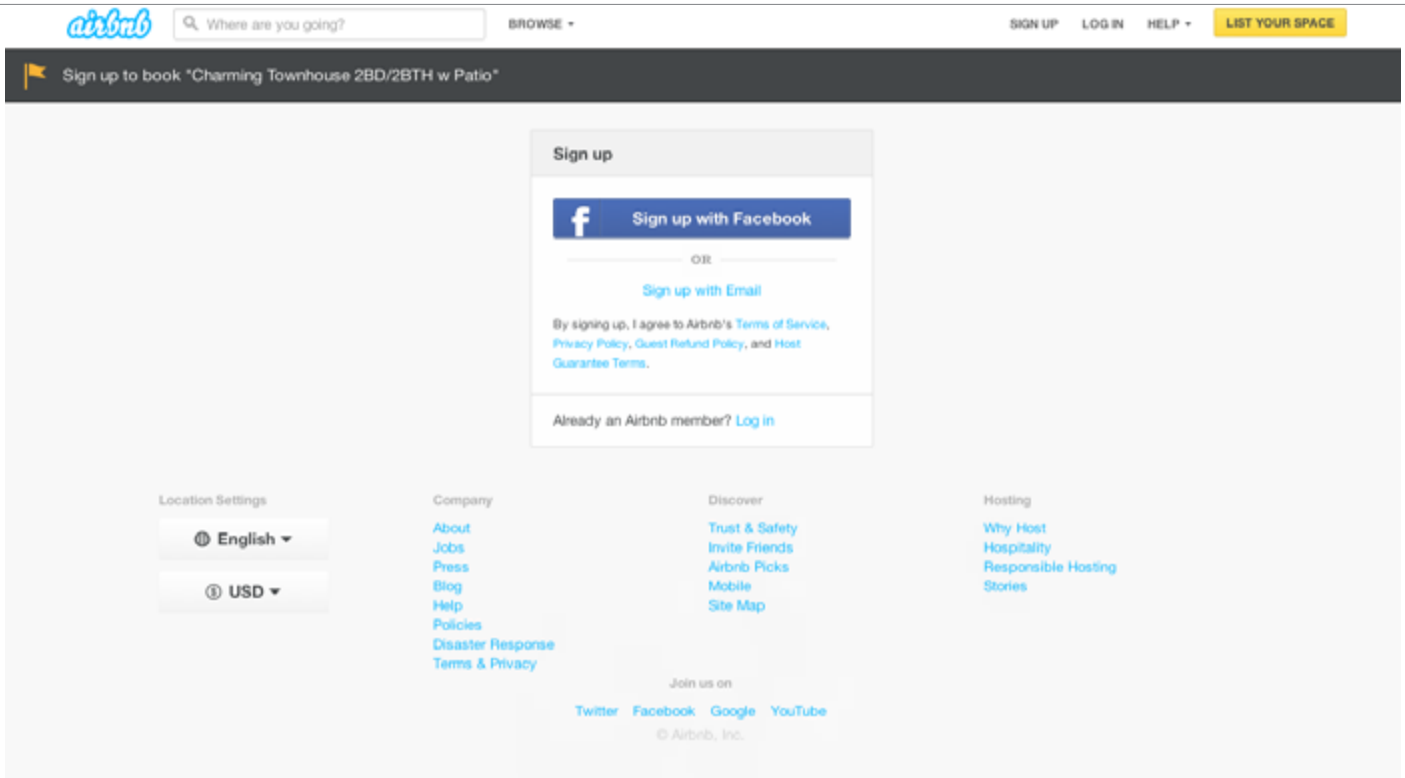


Photo credit: [Airbnb](#)

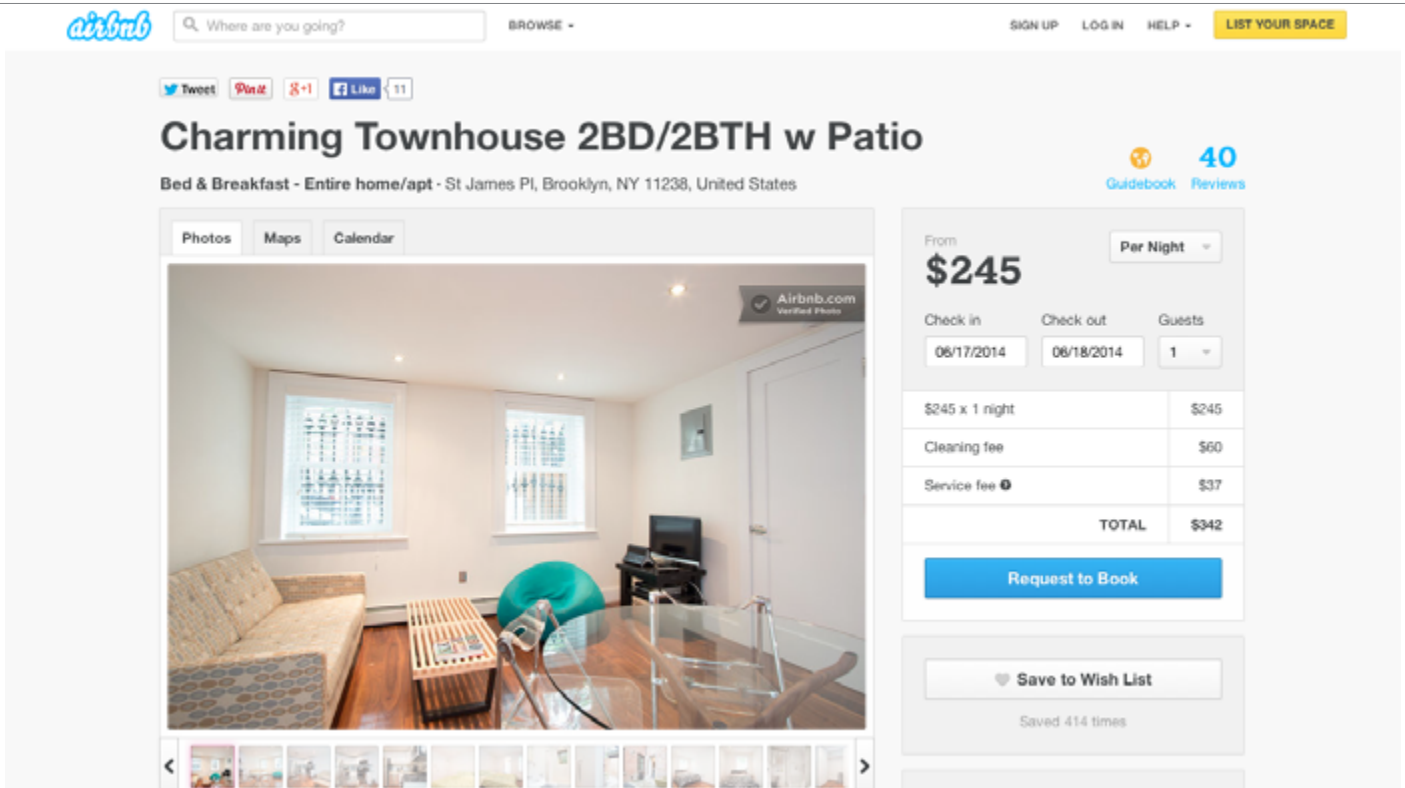


Photo credit: [Airbnb](#)

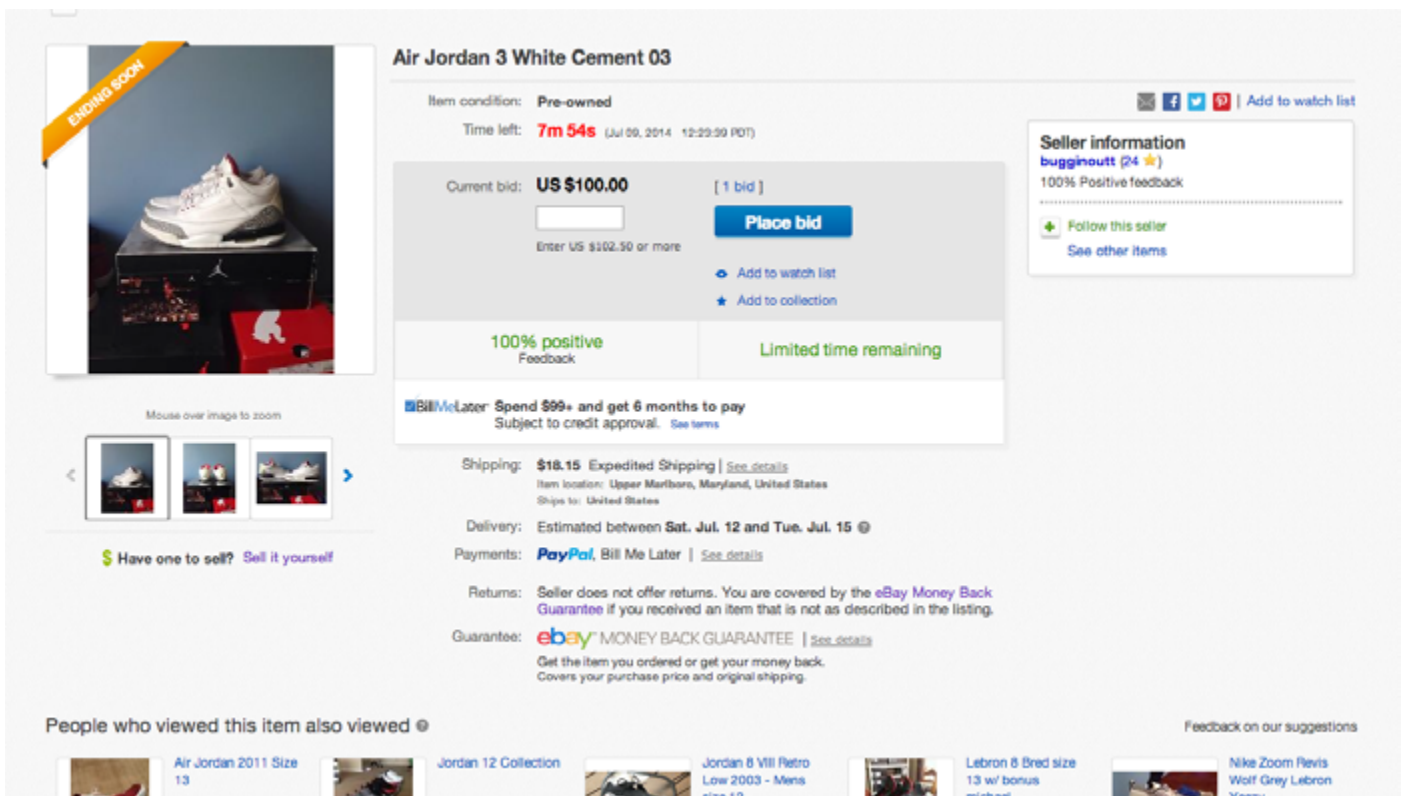


Photo credit: [Ebay](#)

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.

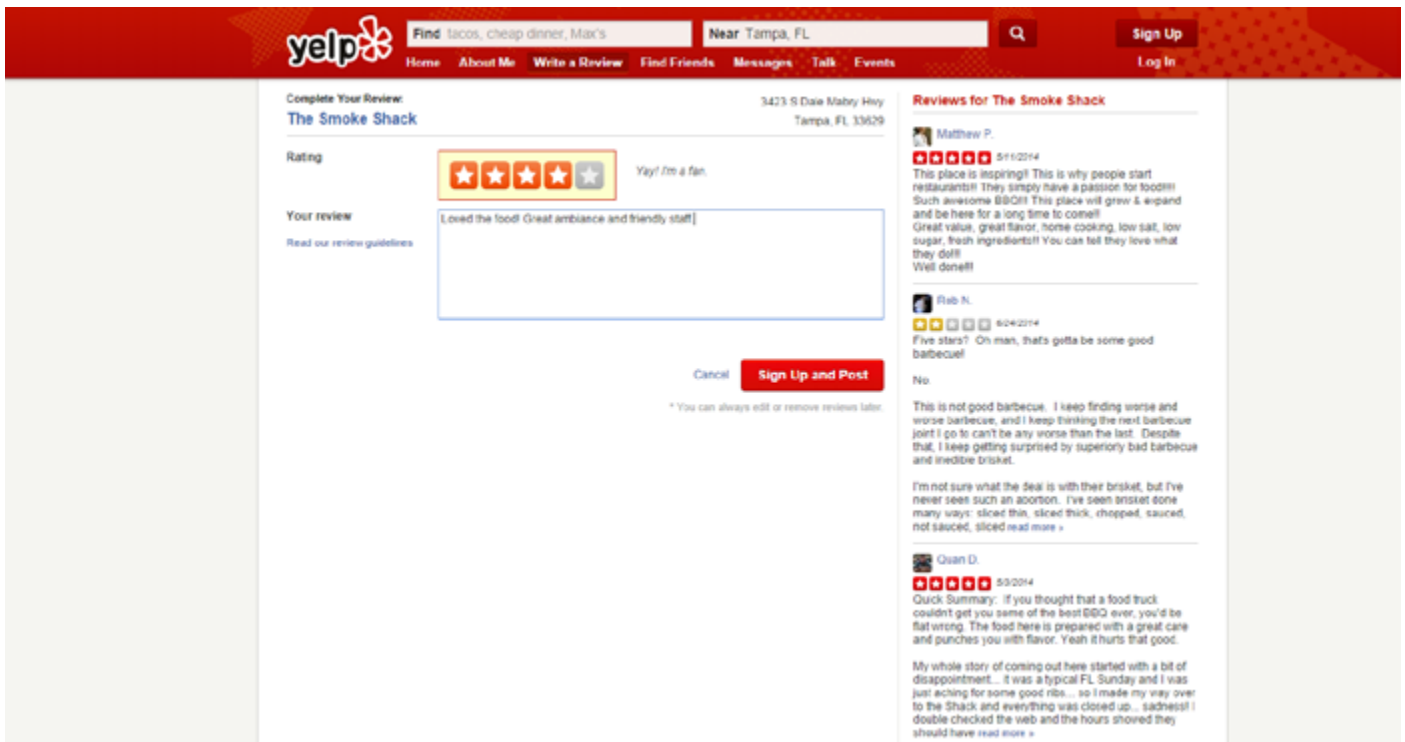


Photo credit: [Yelp](#)

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

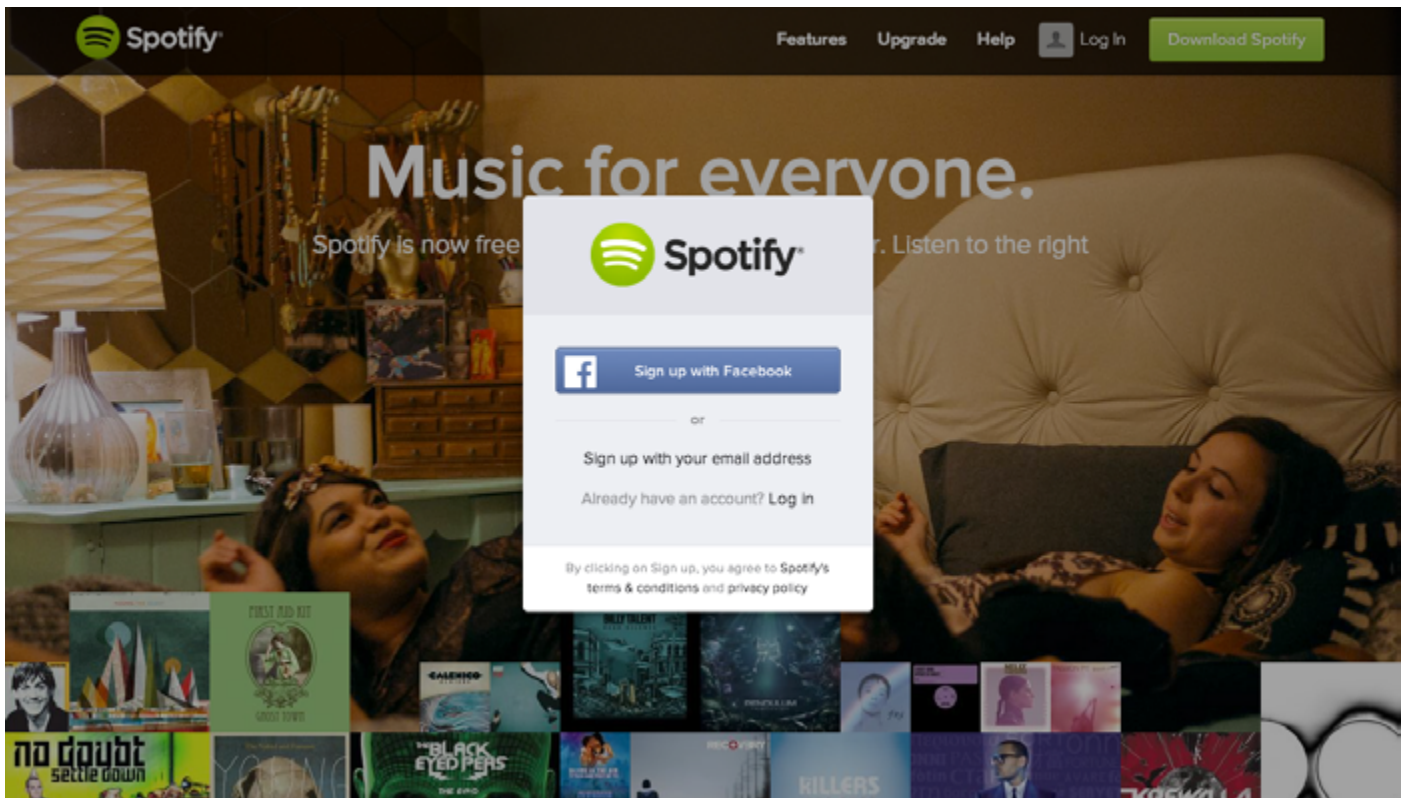


Photo credit: [Spotify](#)

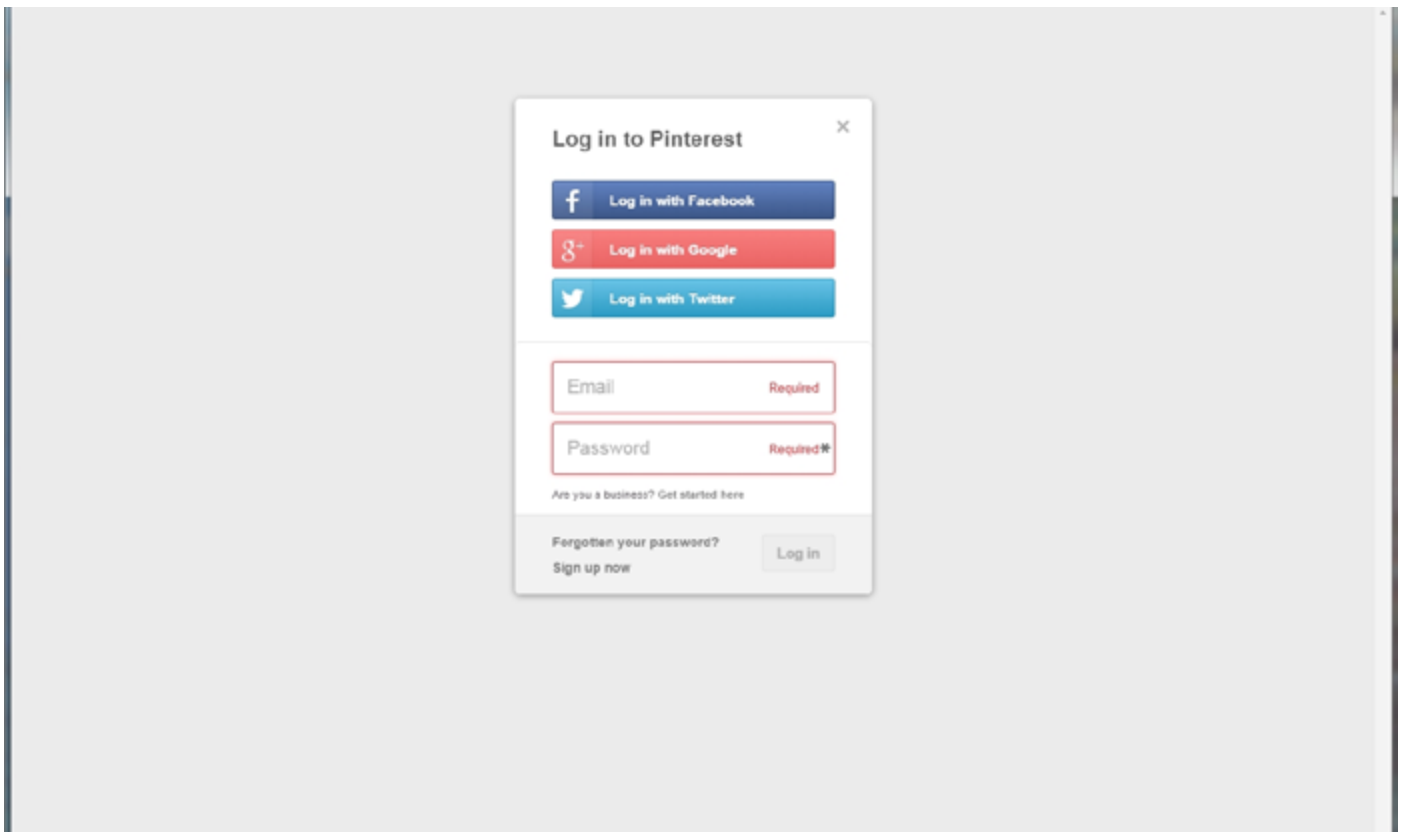


Photo credit: [Pinterest](#)

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

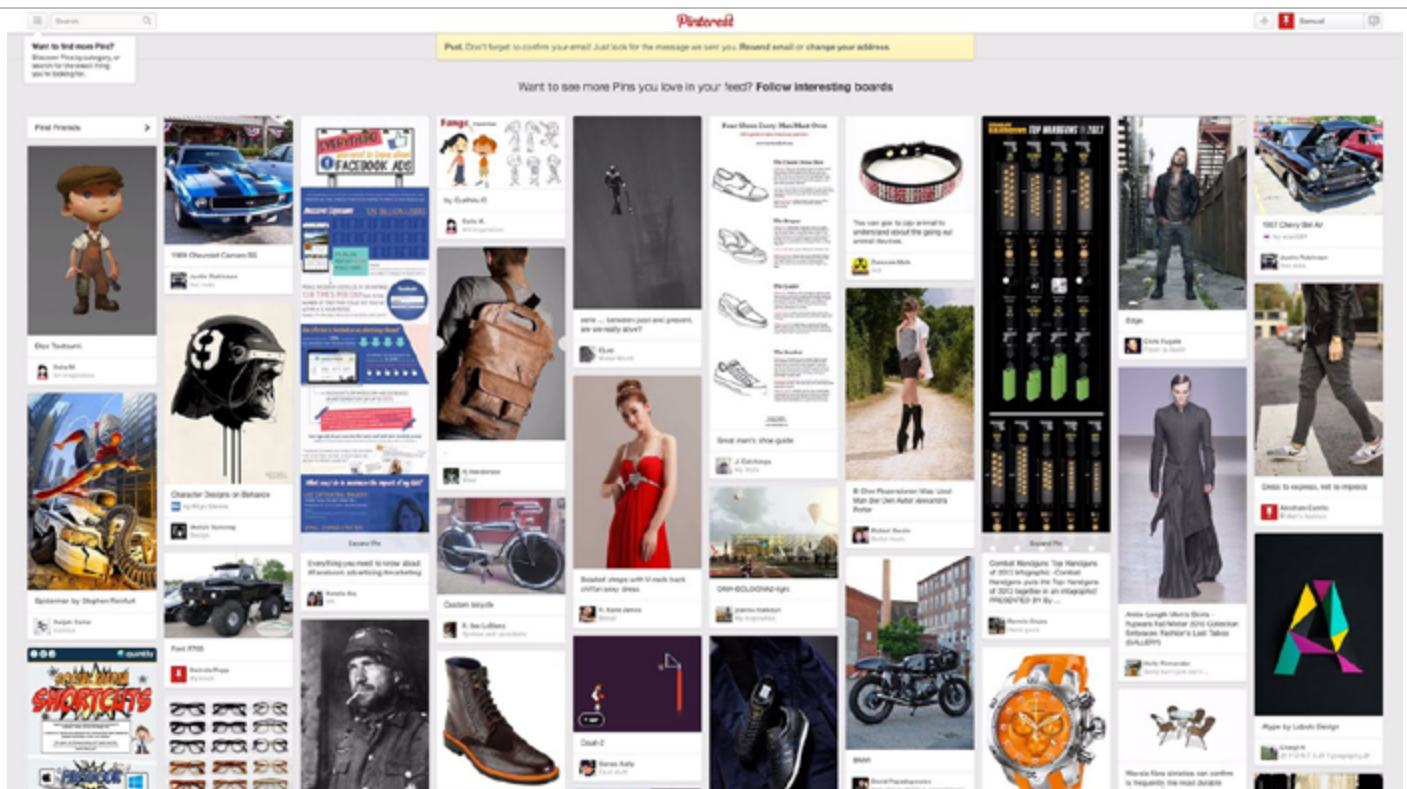


Photo credit: [Pinterest](#)

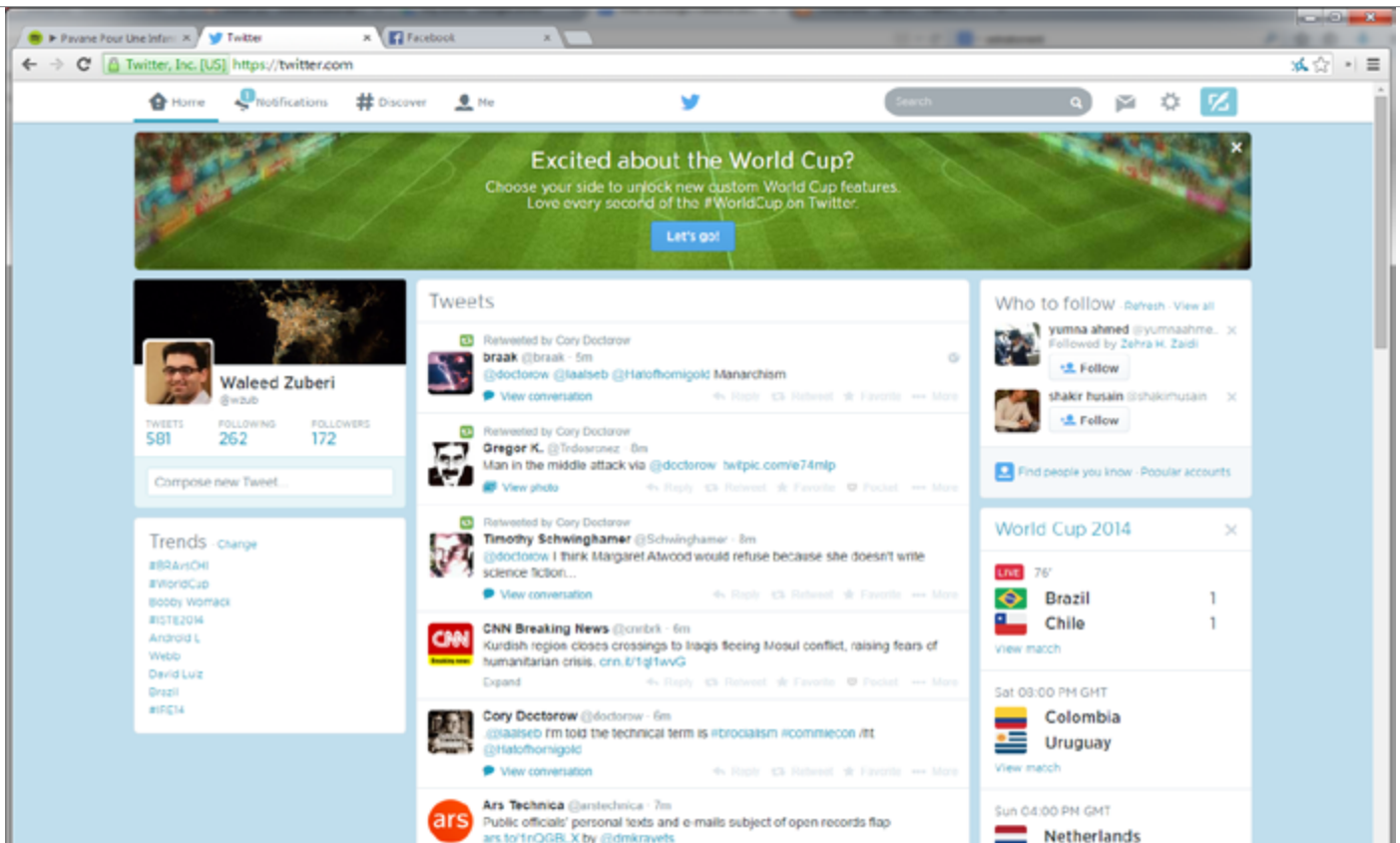


Photo credit: [Twitter](#)

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

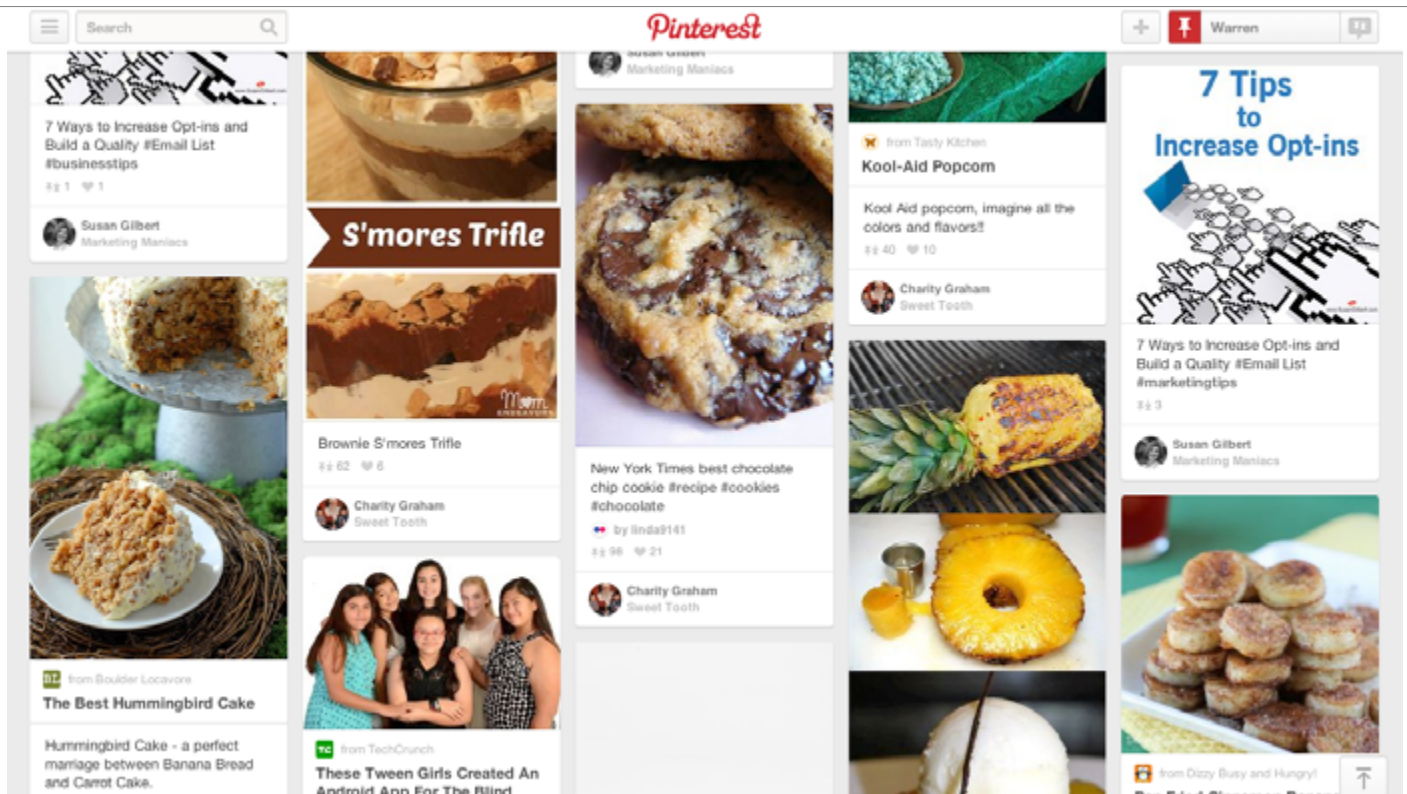


Photo credit: [Pinterest](#)

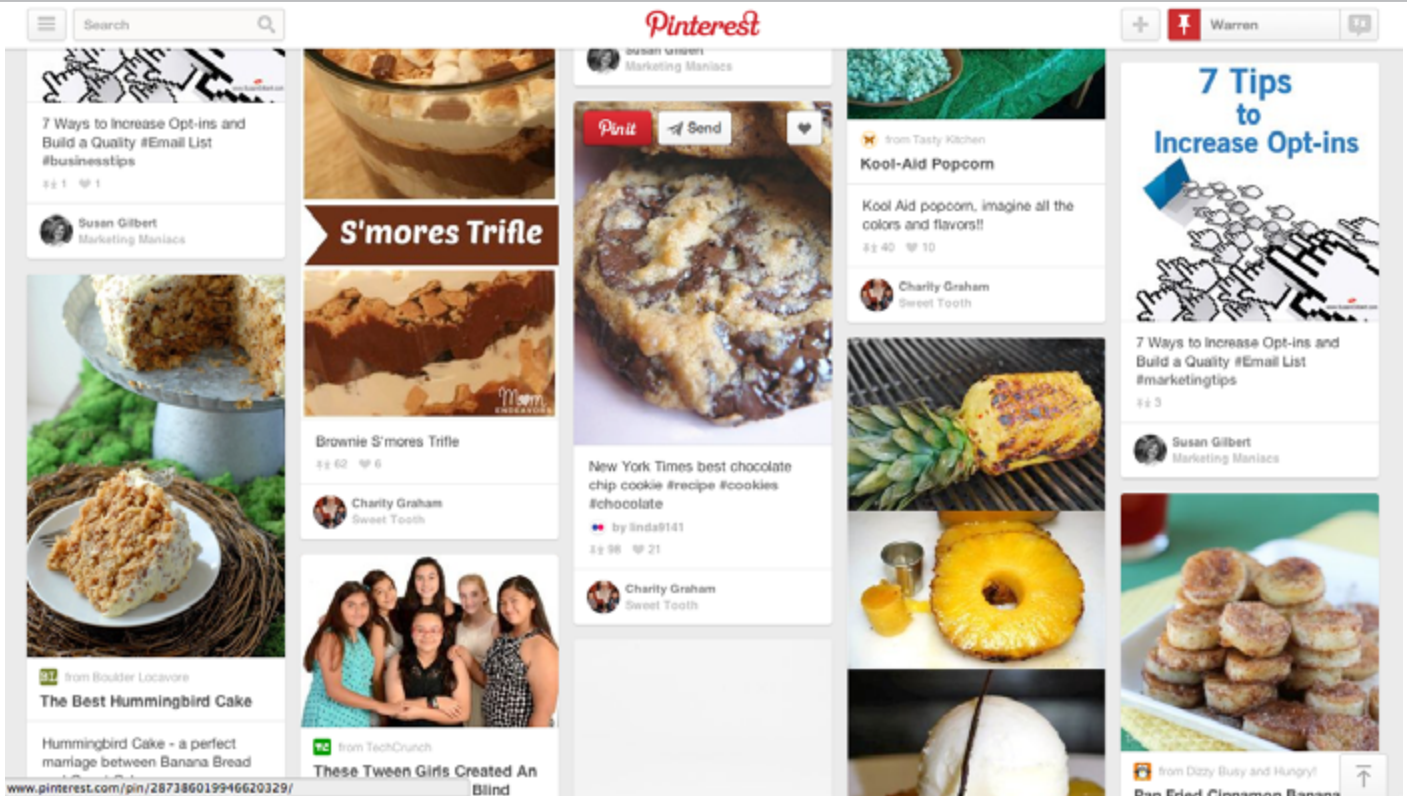


Photo credit: [Pinterest](#)

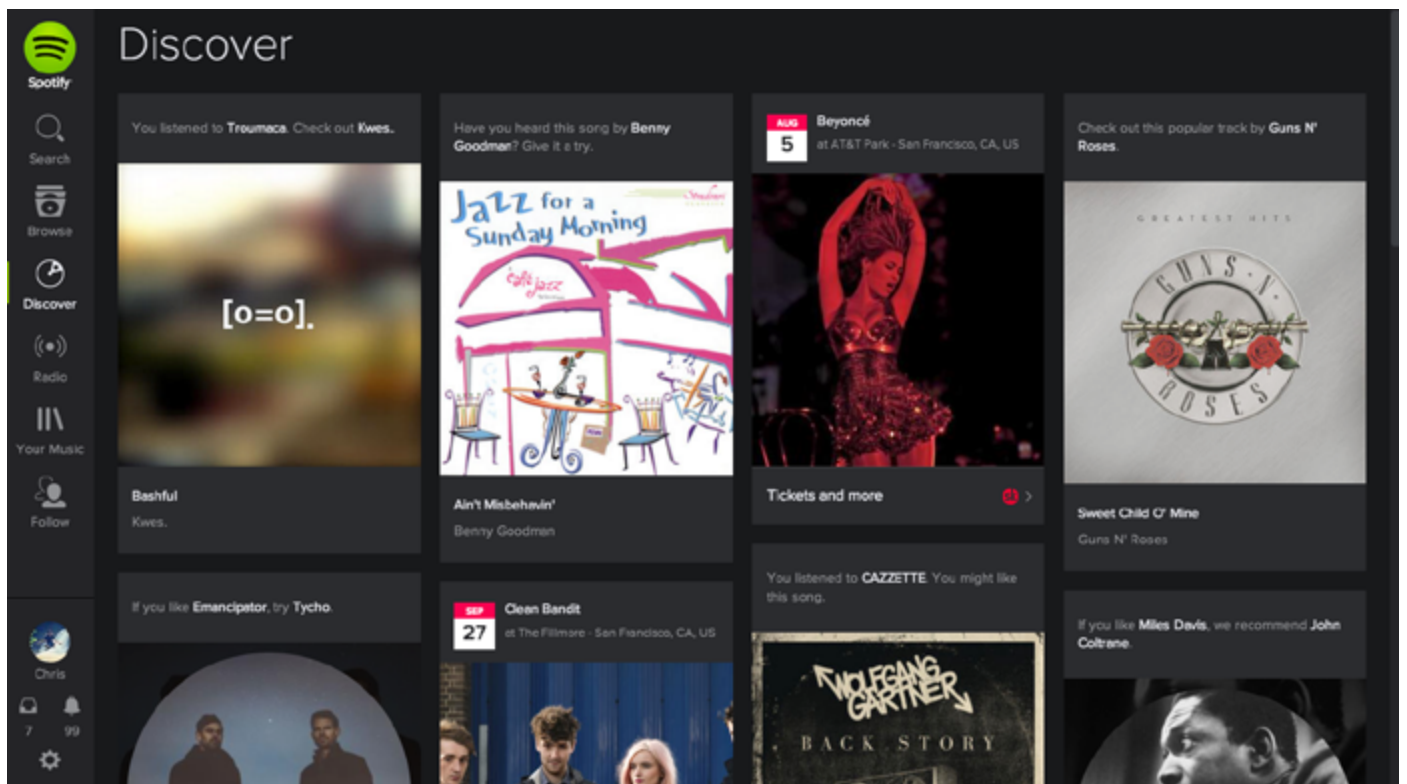


Photo credit: [Spotify](#)

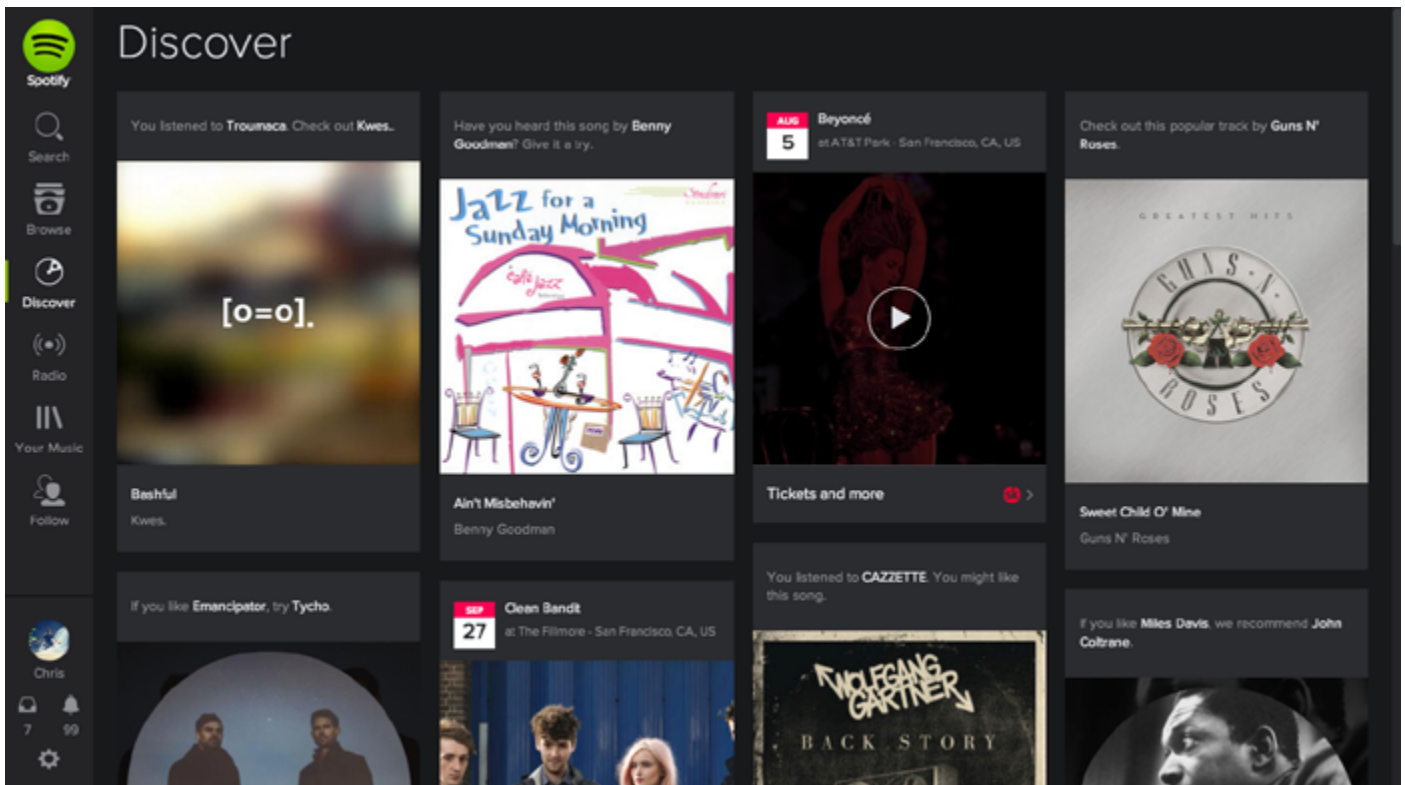


Photo credit: [Spotify](#)

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

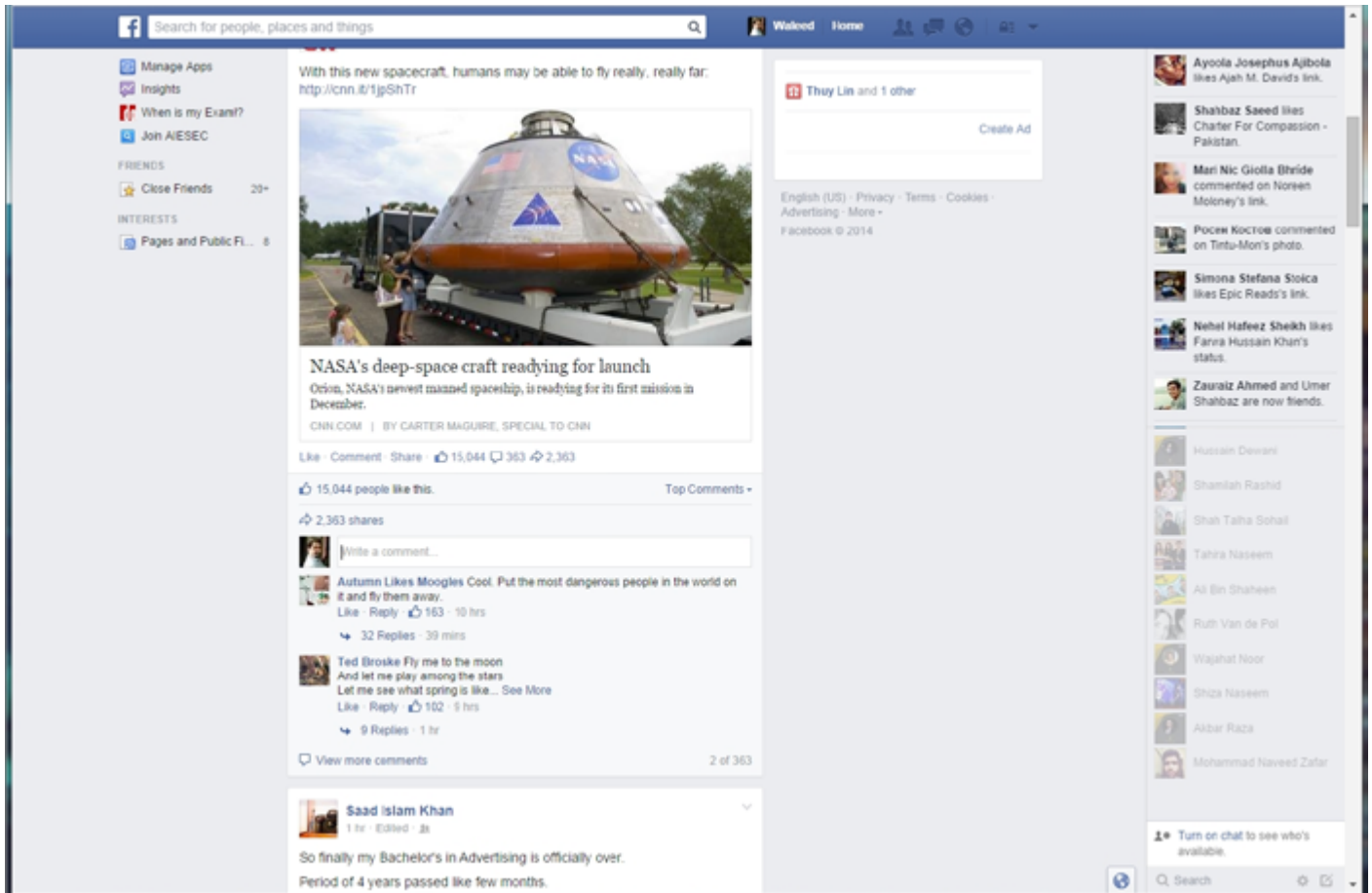


Photo credit: [Facebook](#)

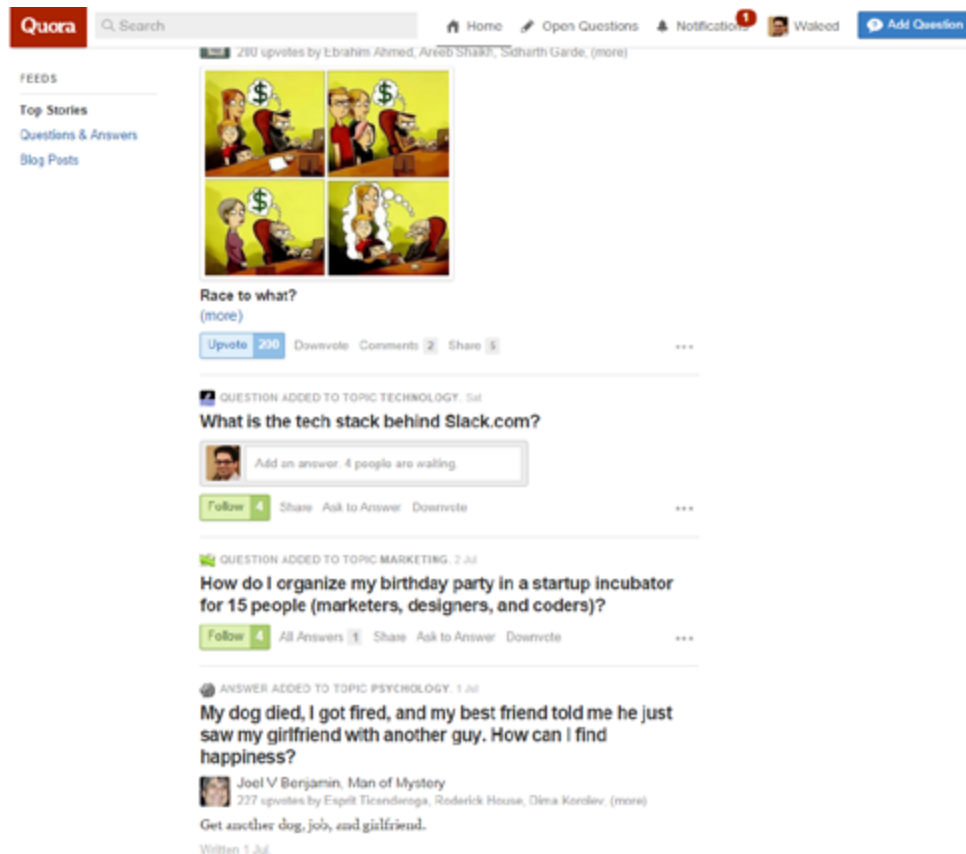


Photo credit: [Quora](#)

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

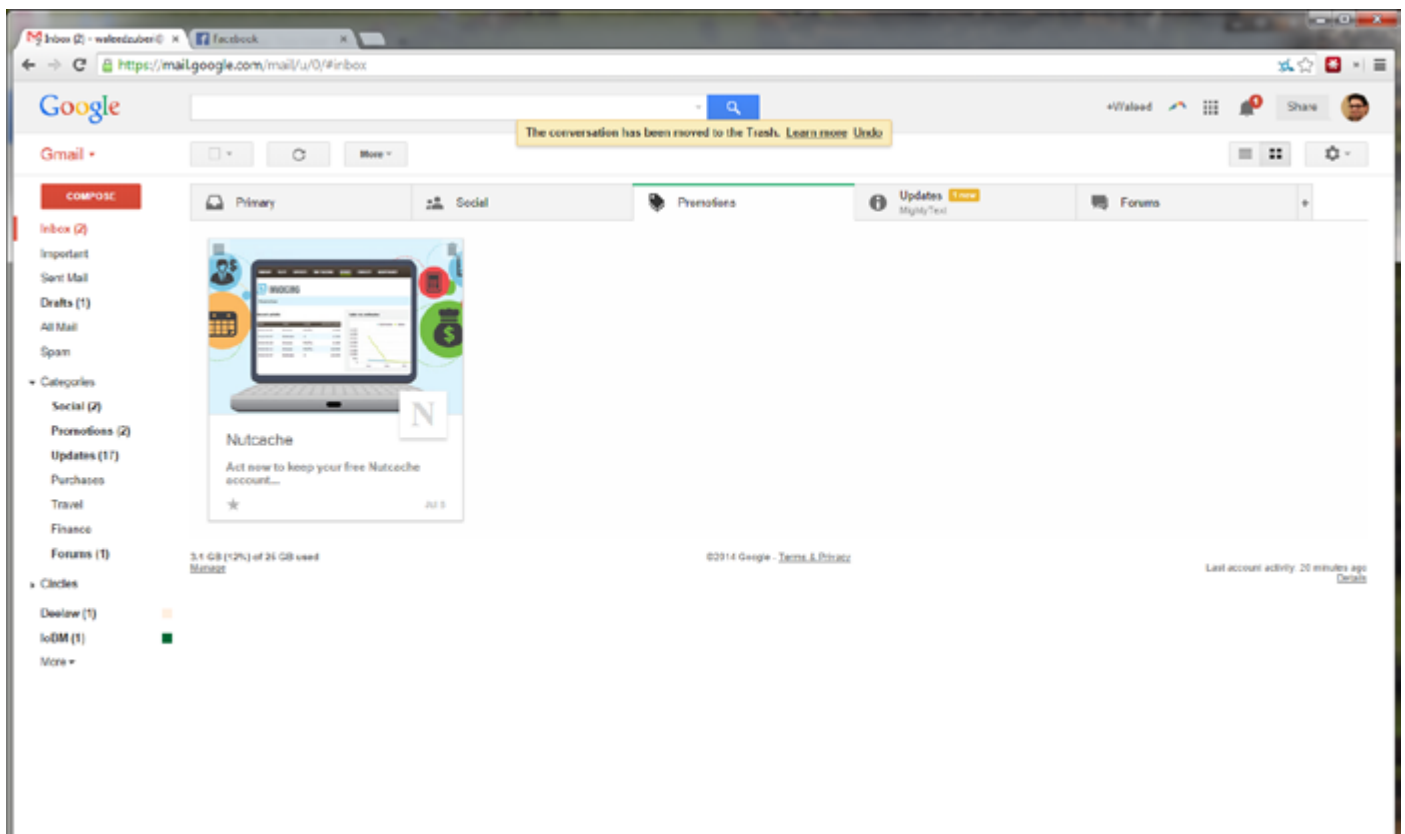


Photo credit: [Gmail](#)

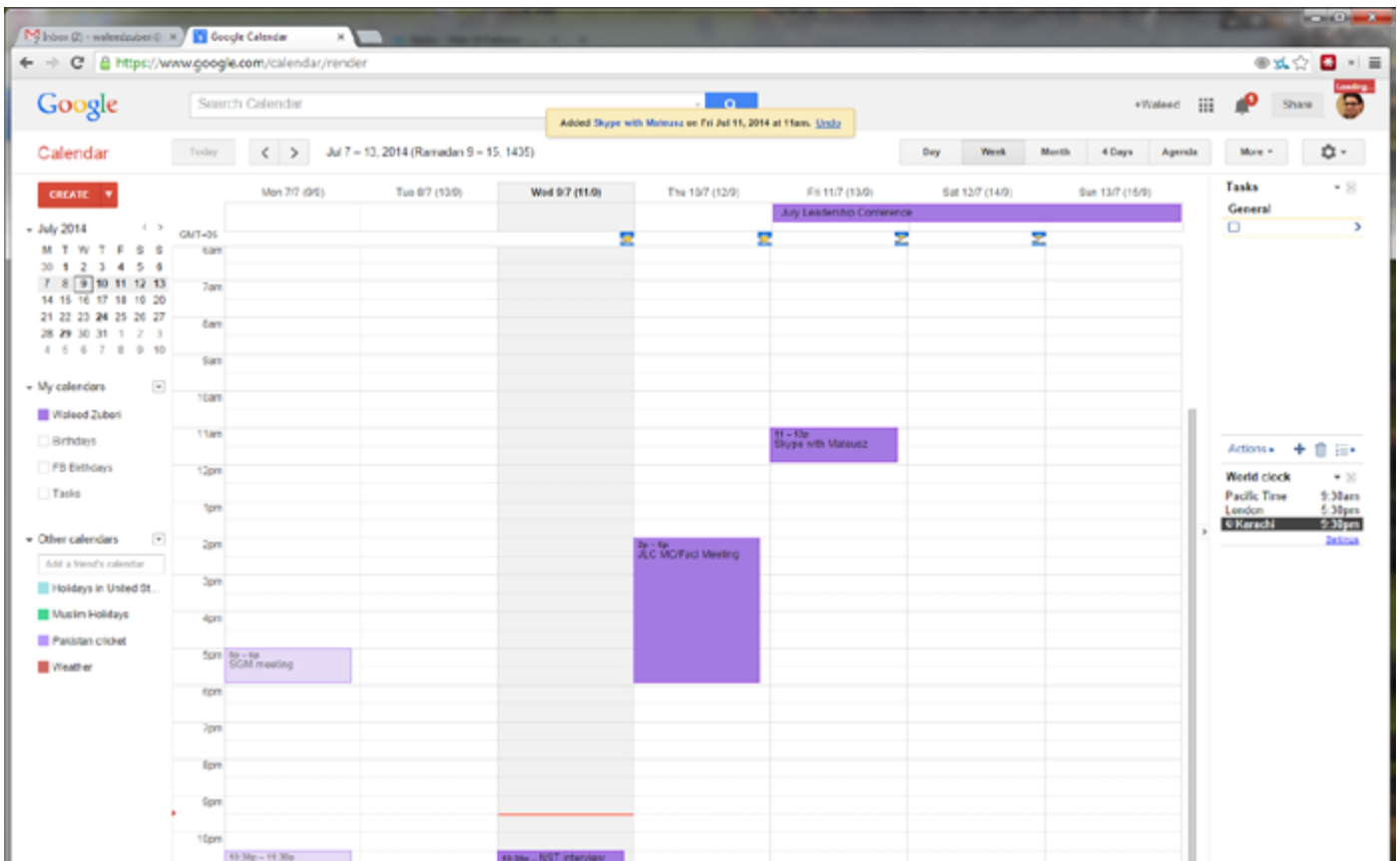


Photo credit: [Calendar](#)

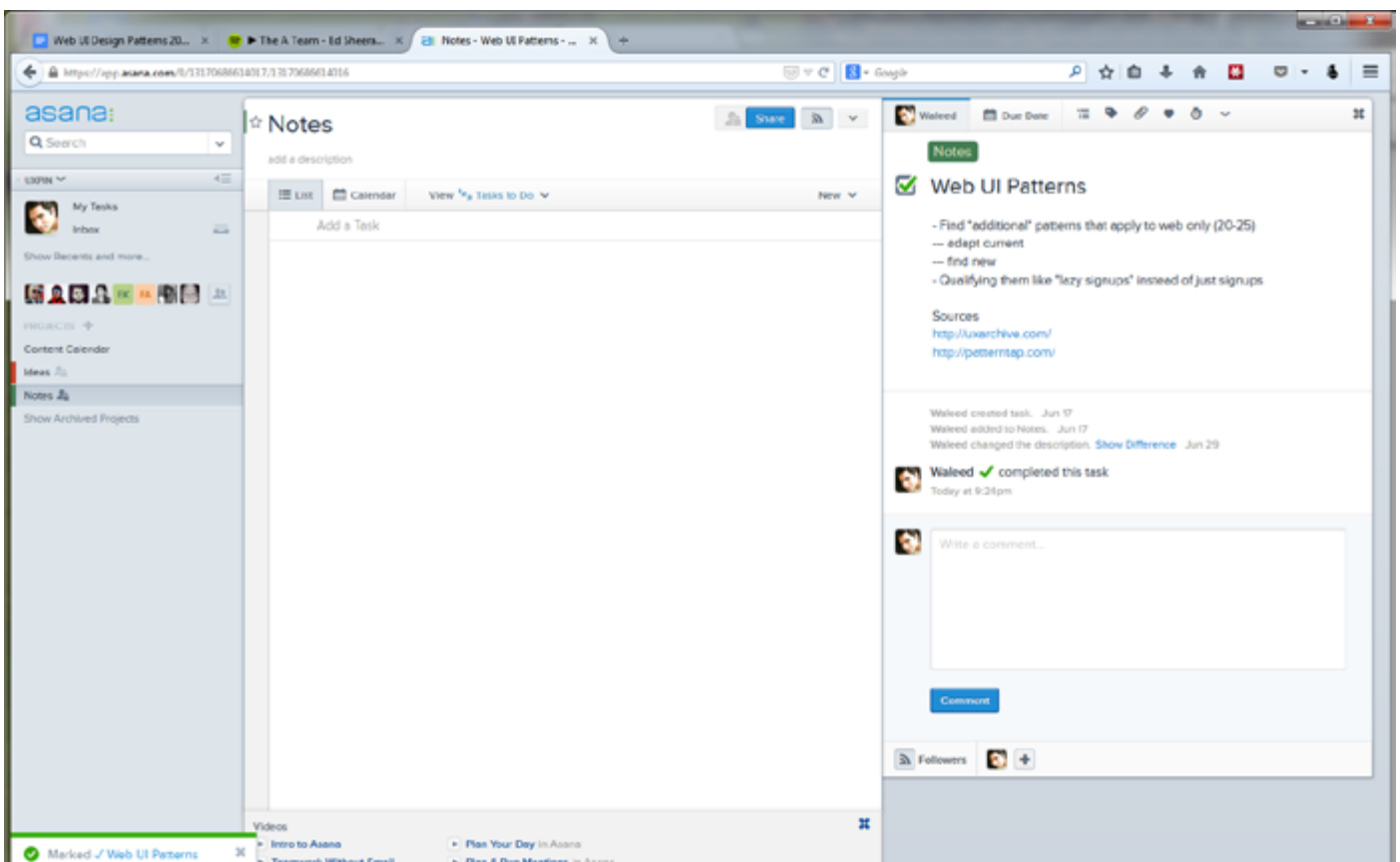


Photo credit: [Asana](#)

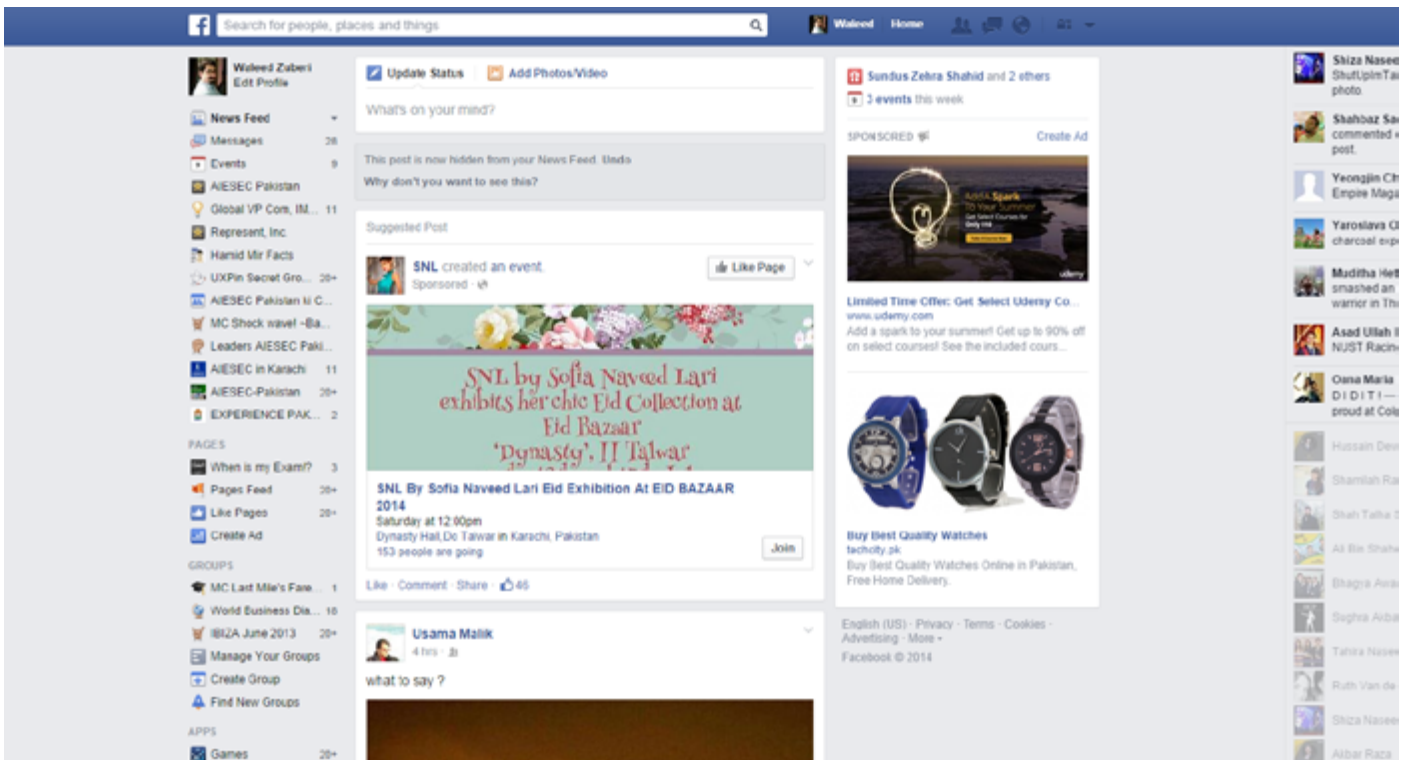


Photo credit: [Facebook](#)

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 let's 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

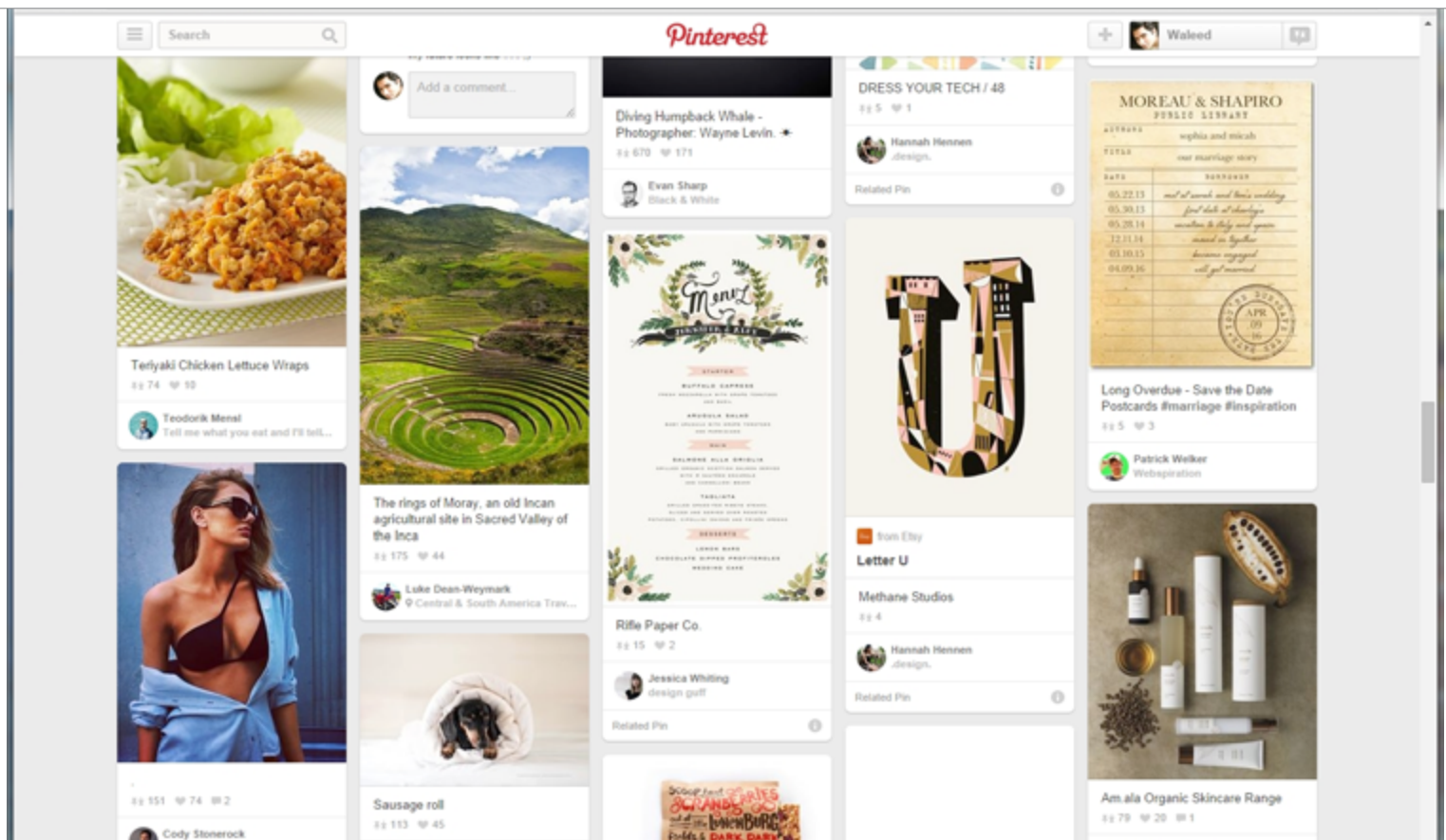


Photo credit: [Pinterest](#)

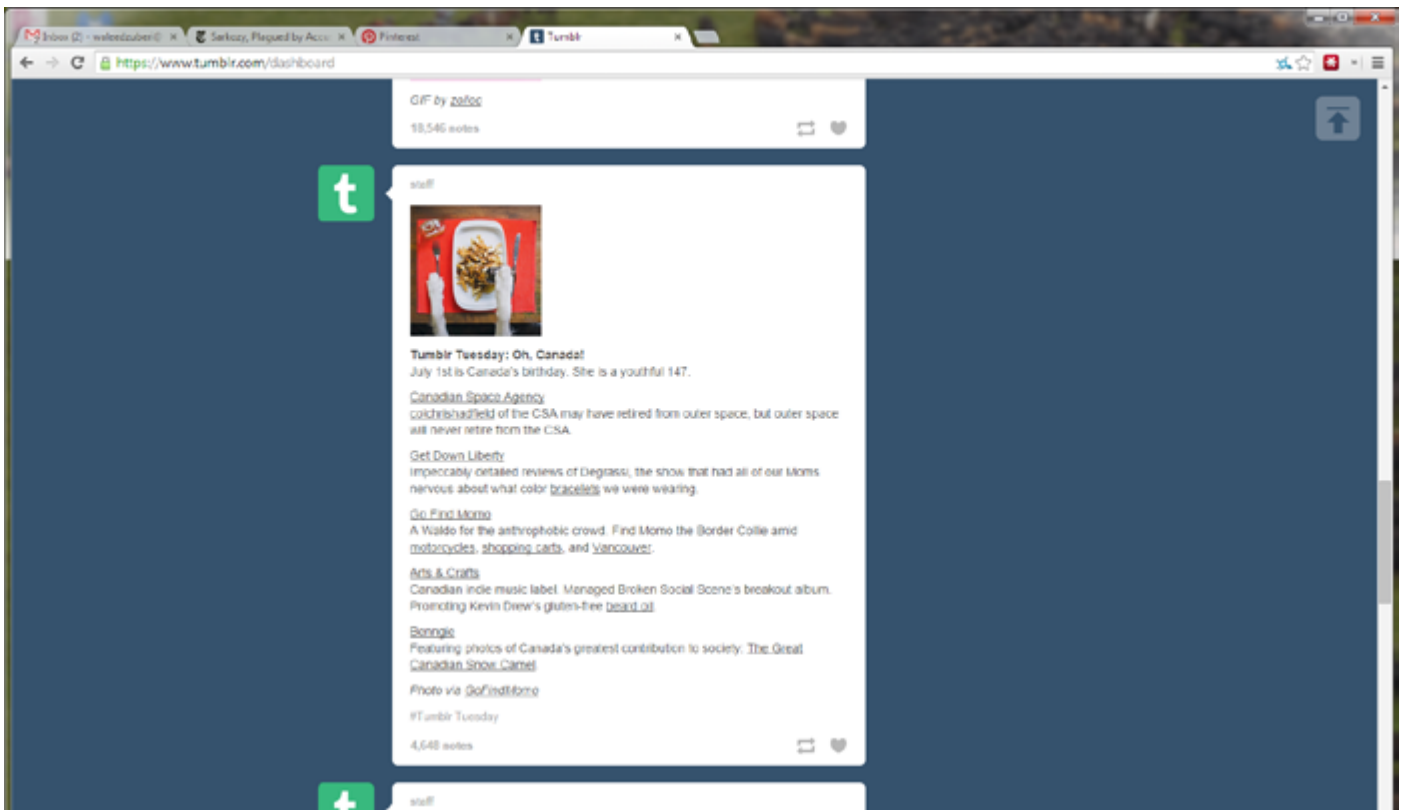


Photo credit: [Tumblr](#)

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 where 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

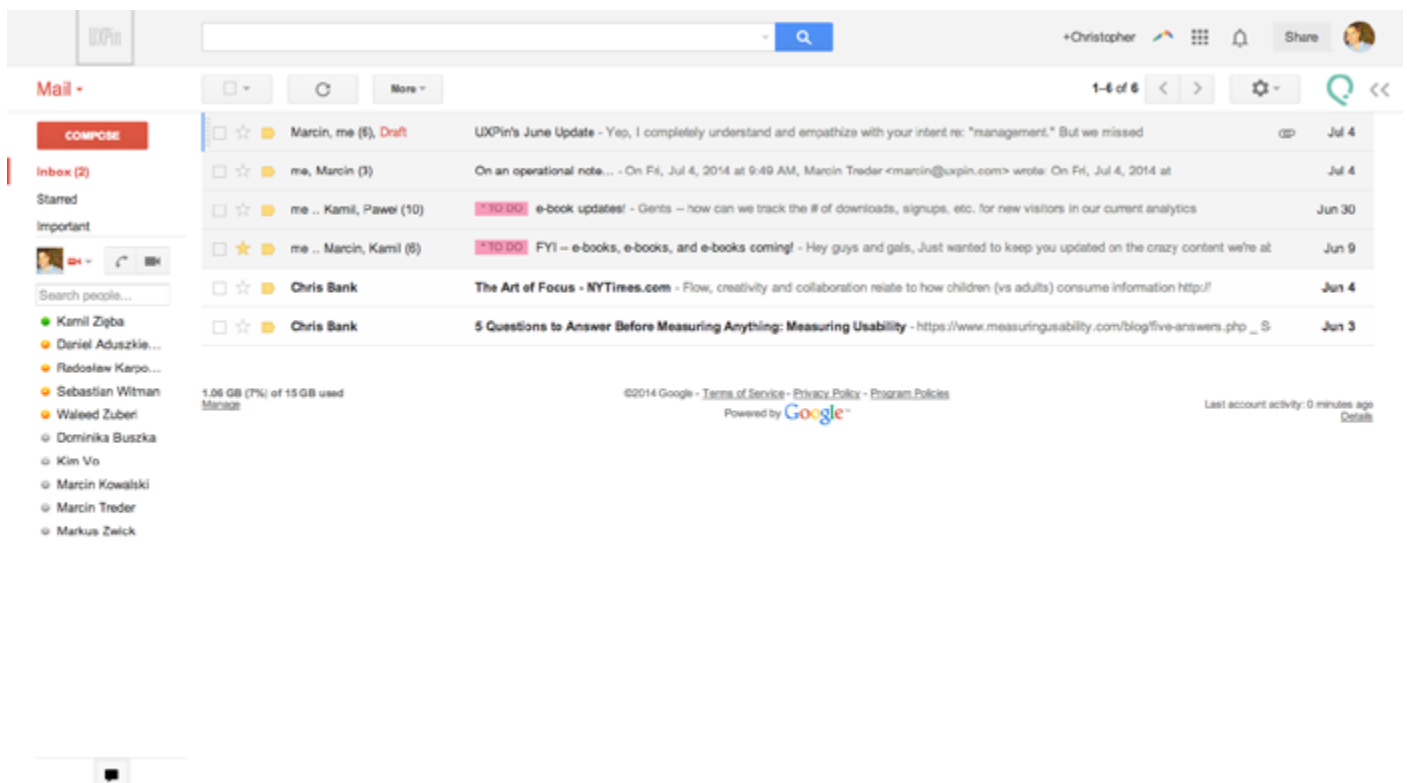


Photo credit: [Gmail](#)

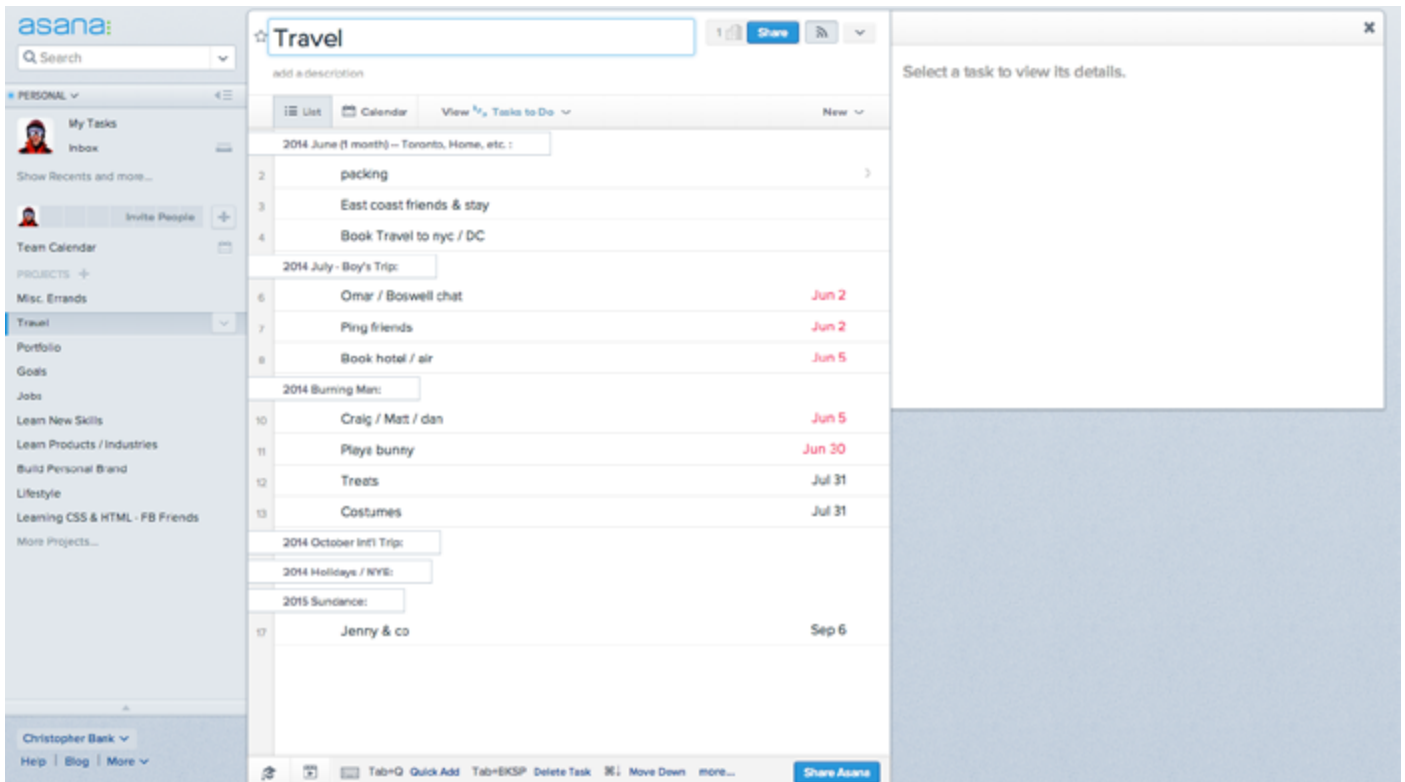


Photo credit: [Asana](#)

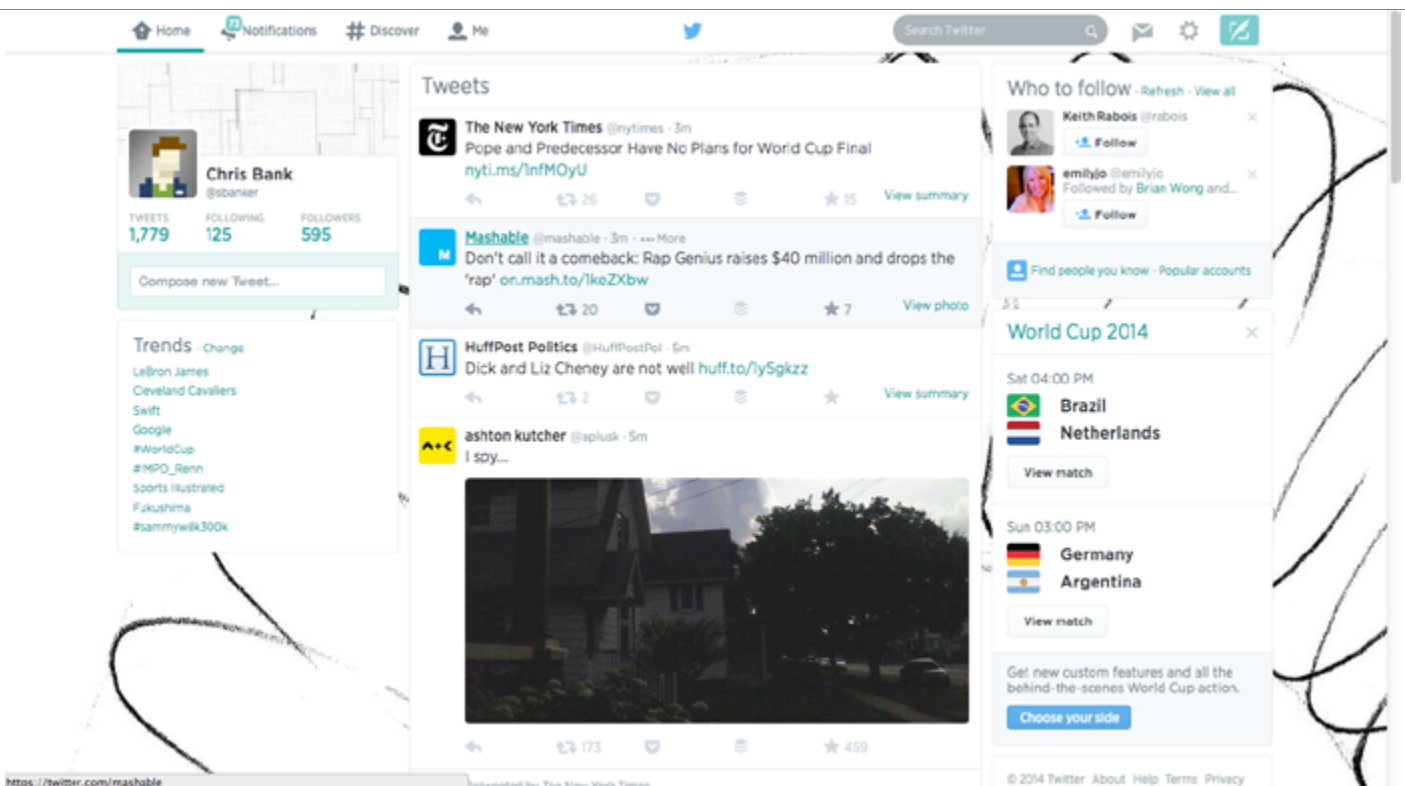


Photo credit: [Twitter](#)

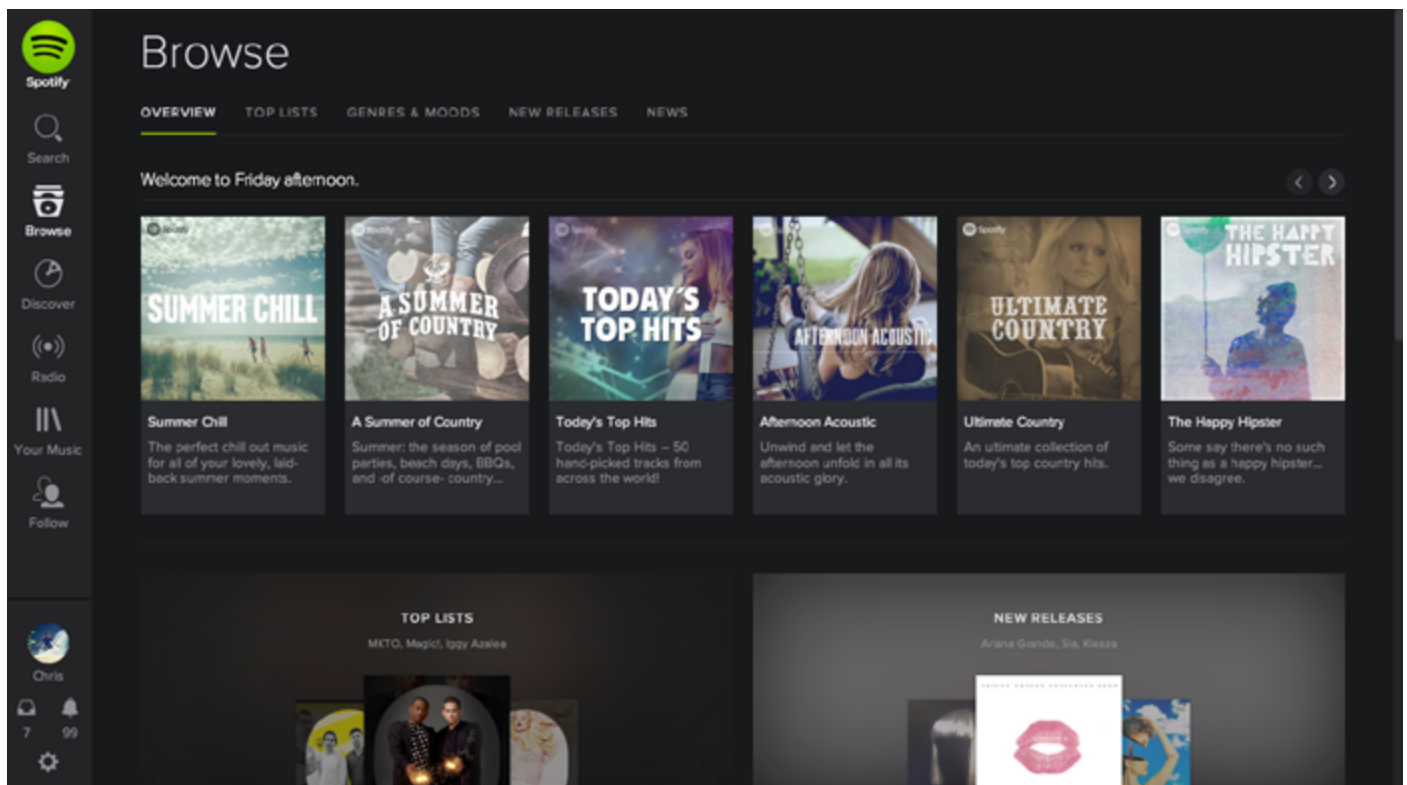


Photo credit: [Spotify](#)

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 considerations 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](#)

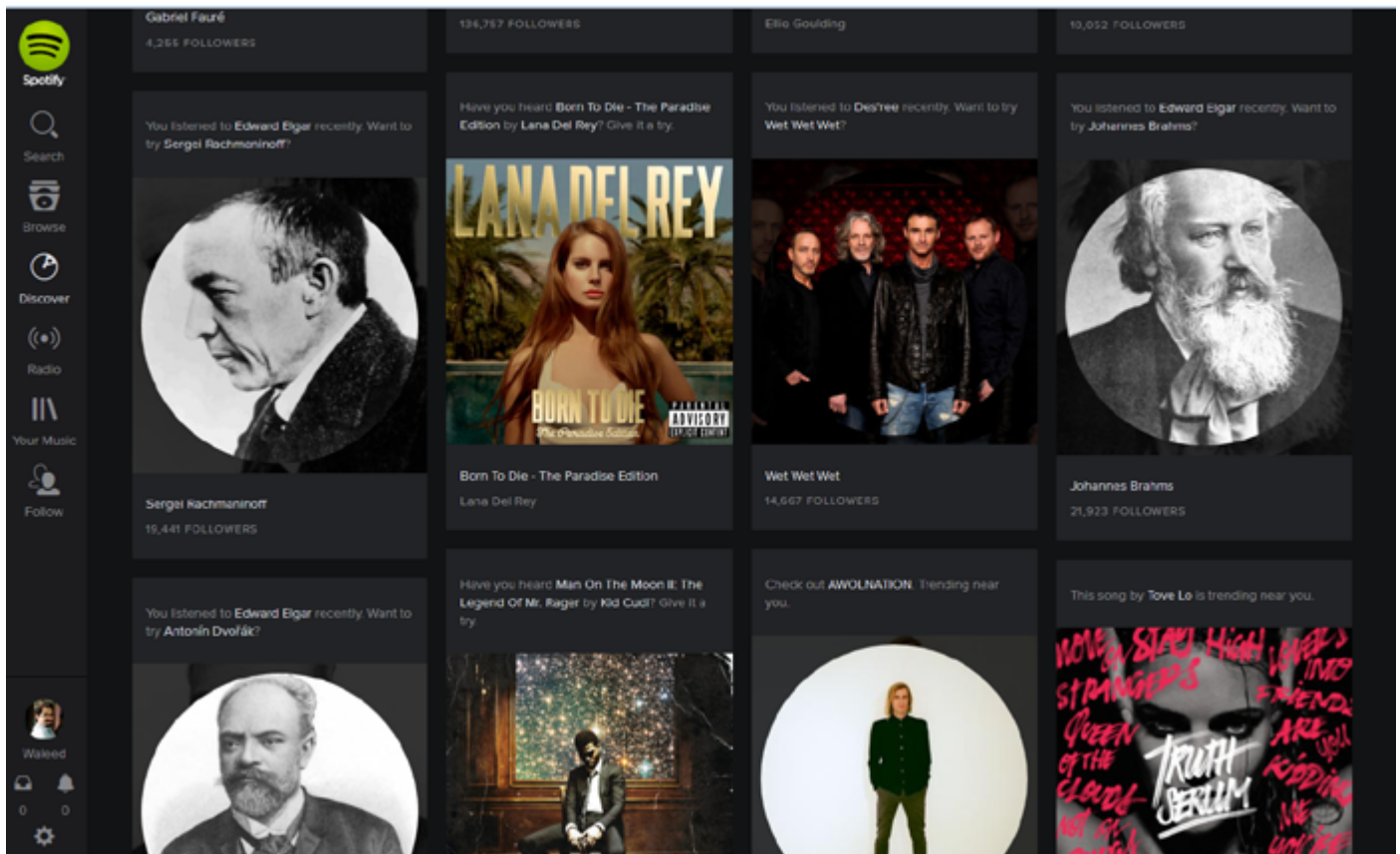


Photo credit: [Spotify](#)

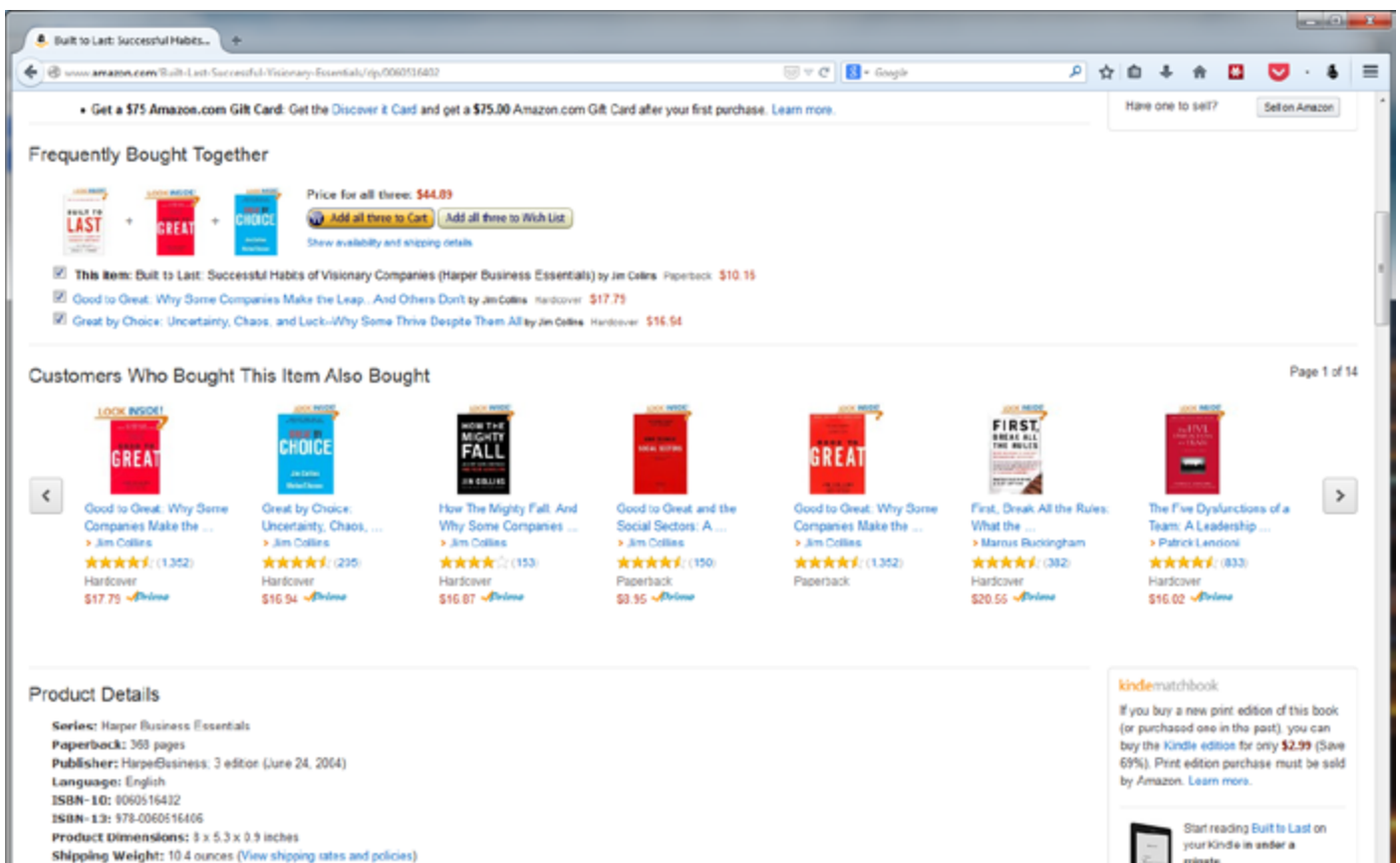


Photo credit: [Amazon](#)

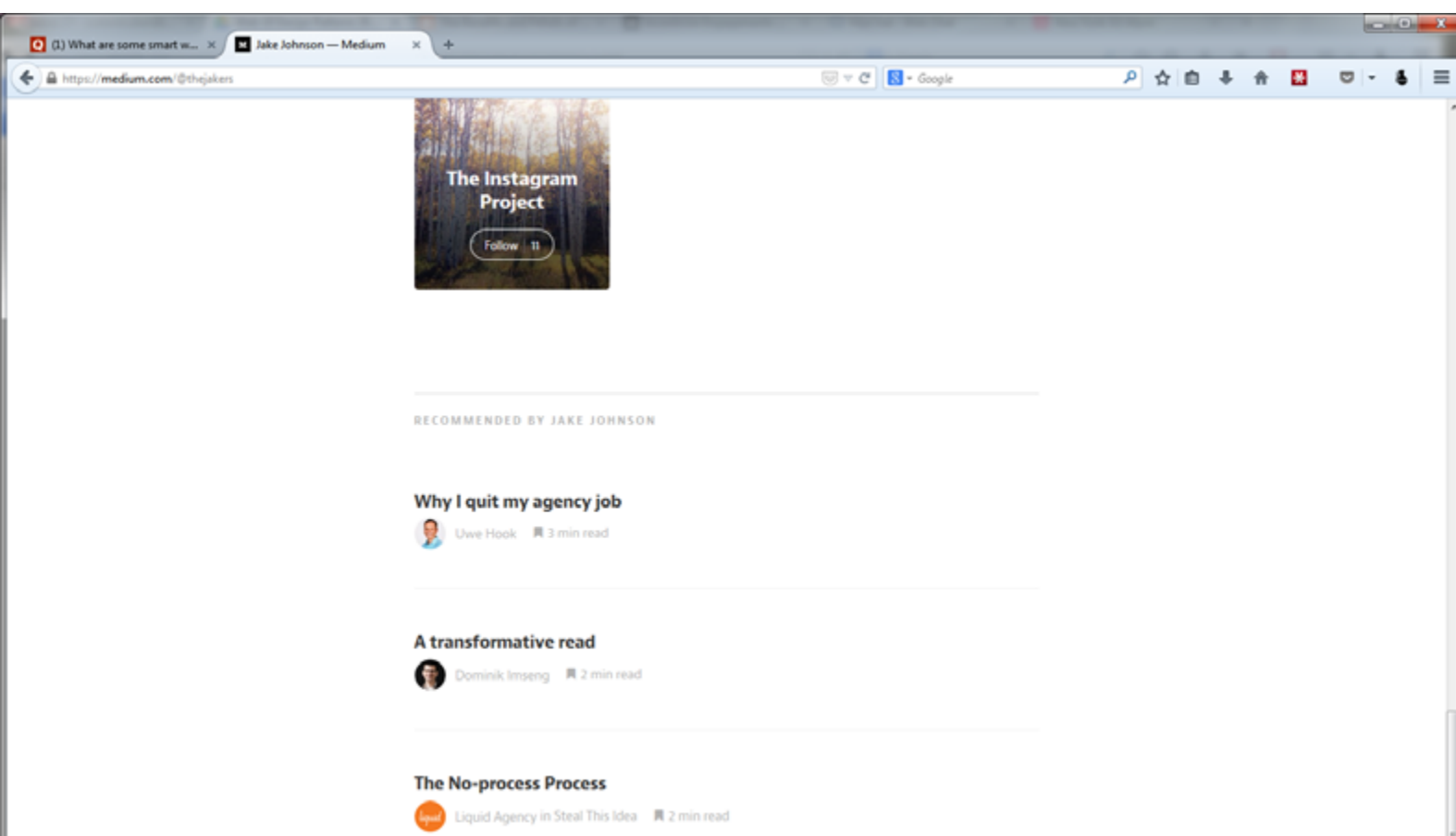


Photo credit: [Medium](#)

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

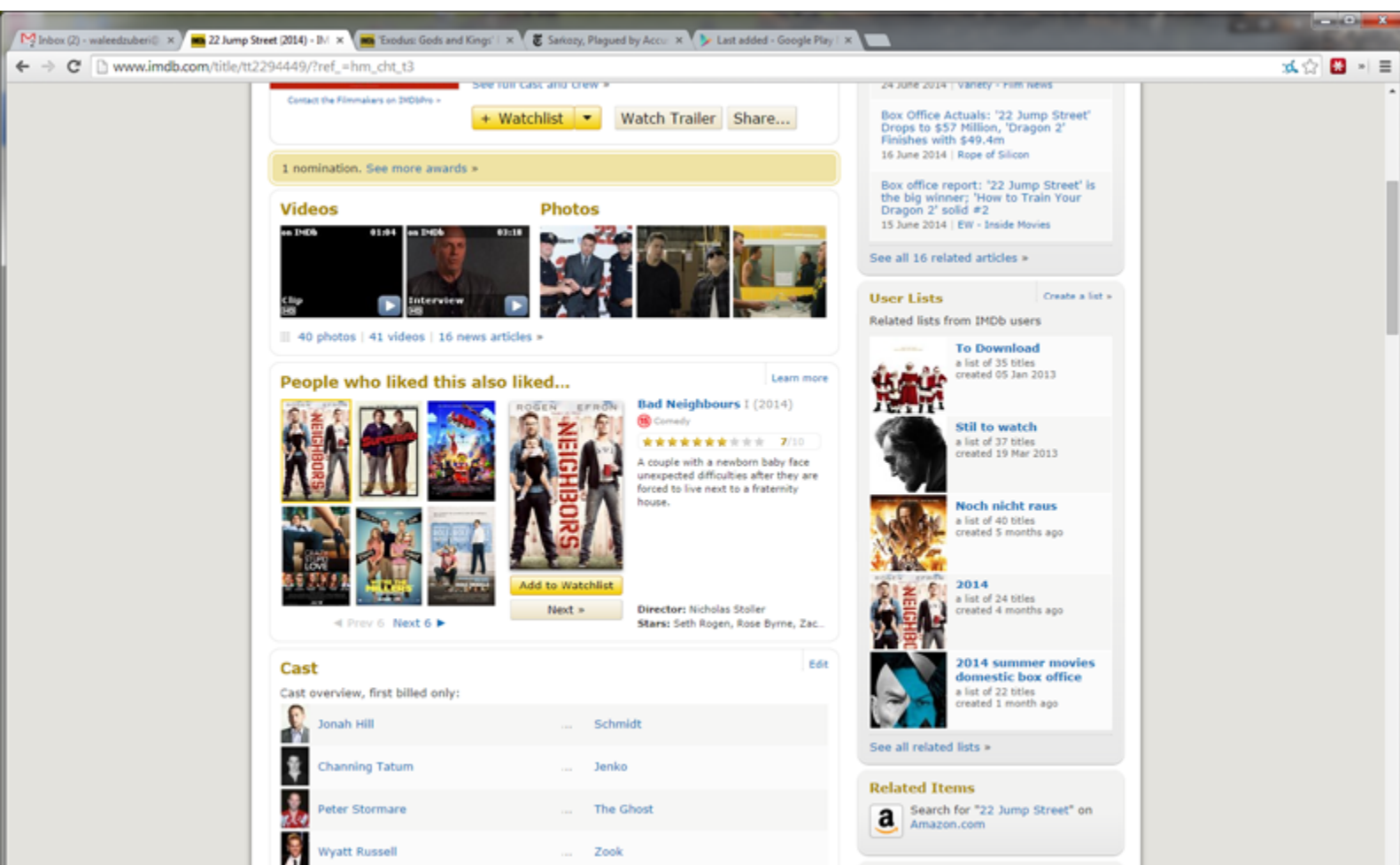


Photo credit: [IMDb](#)

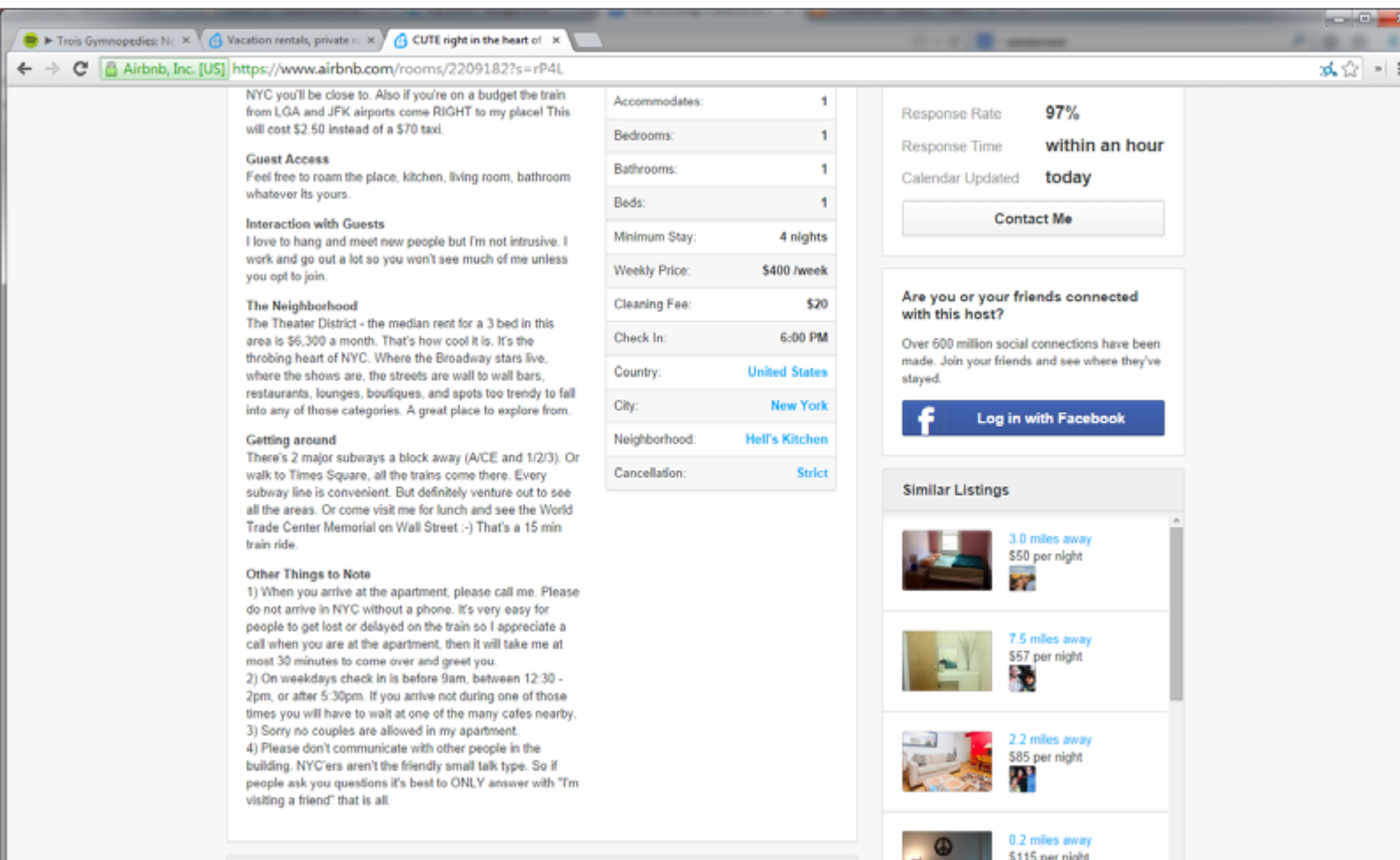


Photo credit: [Airbnb](#)

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 displays the Quora homepage interface. At the top, there is a navigation bar with the Quora logo, a search bar, and links for Home, Open Questions, Notifications, a user profile (Waleed), and an Add Question button. On the left side, a 'FEEDS' sidebar lists 'Top Stories', 'Questions & Answers', and 'Blog Posts'. The main content area features a feed of questions and answers. The first question is 'Is it true that if you understand something well enough then it can be made simple for explanation?' with a prompt to 'Add an answer. 2 people are waiting.' and buttons for 'Follow', 'Share', 'Ask to Answer', and 'Downvote'. The second question is 'English (language): Are there any grammatically sound sentences in English, where every word starts with the same letter?' by David Greenspan, with 14.5k upvotes and buttons for 'Upvote', 'Downvote', 'Comments', and 'Share'. The third question is 'What is the worst part of your workday and why?' with a prompt to 'Add an answer. 1 person is waiting.' and similar interaction buttons. The fourth question is 'Life Advice: How could I thoroughly screw up my life?' by Stan Hayward, with 8k upvotes. On the right side, a 'Set Up Your Account' sidebar lists several tasks with checkmarks: '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', and 'Answer a question'.

Photo credit: [Quora](#)

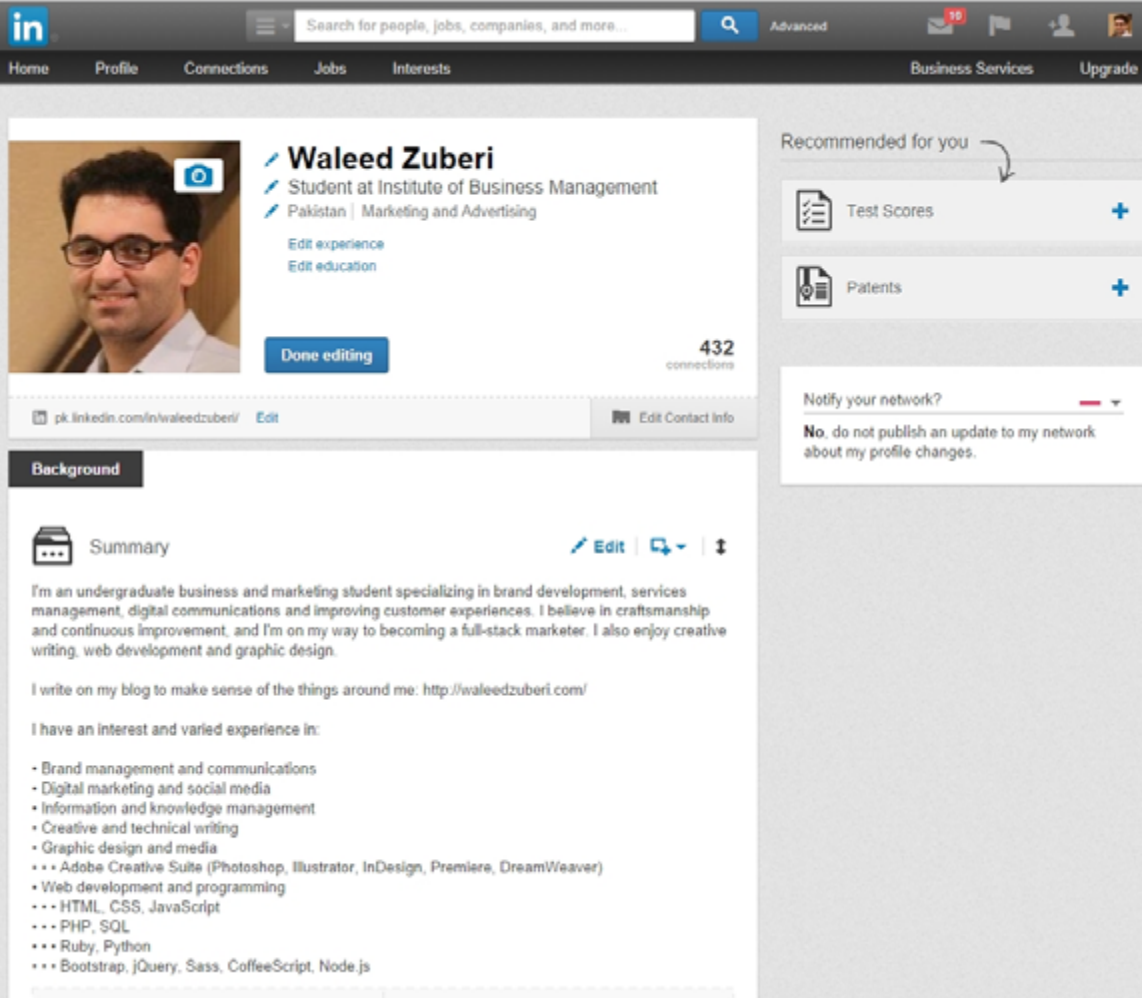


Photo credit: [LinkedIn](#)

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

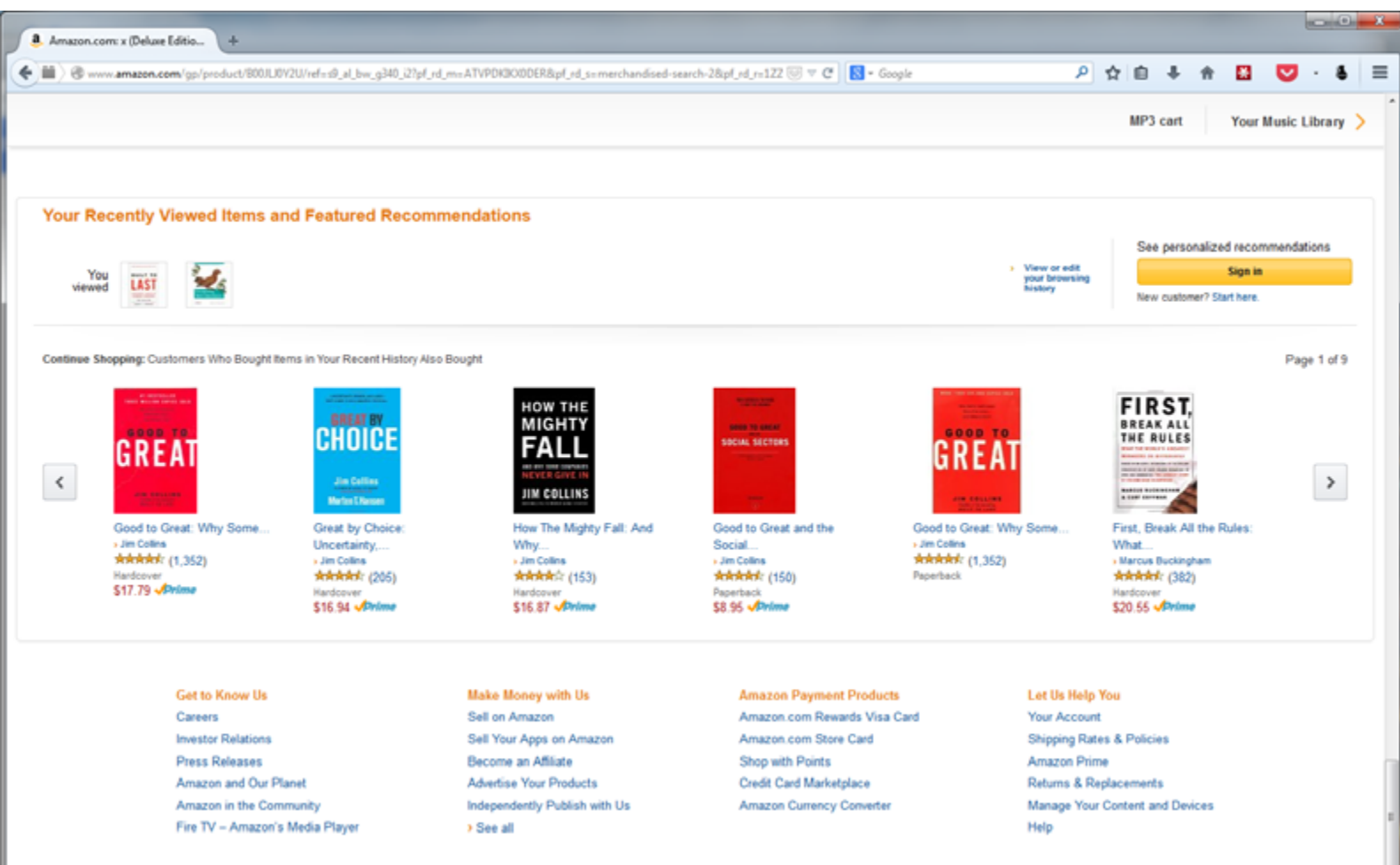


Photo credit: [Amazon](#)

Google play

Search music

Waleed

Share

Music

Listen Now

My Library

Radio

Explore

AUTO PLAYLISTS

Queue

Highly rated

Last added

Free and purchased

Shared with me 49

PLAYLISTS

Blah

Miss Me

Music

new

500 SONGS
33:42:56

Songs recently added to your collection are automatically added to this playlist.

Shuffle playlist

NAME	ARTIST	ALBUM	DATE ADDED	RATING
I Won't Give Up	4:00 Jason Mraz	I Won't Give Up	7/9/14, 9:25 PM	
I Run (Single Version)	3:57 Embrace	I Run	7/4/14, 9:41 PM	17
Beautiful Times	3:25 Owl City	Ultraviolet	7/4/14, 9:39 PM	17
Wings	4:12 Birdy	Wings	6/27/14, 5:19 PM	11 ★★★★★
Photograph	4:19 Ed Sheeran	x (Deluxe Edition)	6/27/14, 12:42 AM	15 ★★★★★
Thinking Out Loud	4:41 Ed Sheeran	x (Deluxe Edition)	6/27/14, 1:00 AM	12
Ultraviolence	4:12 Lana Del Rey	Ultraviolence (Deluxe)	6/18/14, 8:19 AM	9

Photo credit: [Google Play Music](#)

Spotify

Waleed Zuberi

FOLLOWERS 0

FOLLOWING 7

OVERVIEW

RECENTLY PLAYED ARTISTS

PUBLIC PLAYLISTS

Des'ree

17,544 FOLLOWERS

Coldplay

2,962,246 FOLLOWERS

Slovak Radio Symphony Orchestra

11,188 FOLLOWERS

Mikhail Pietnev

2,223 FOLLOWERS

WINTER OLYMPIC ANTHEMS

Sorillo Town

Stefan Andersson

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](#)

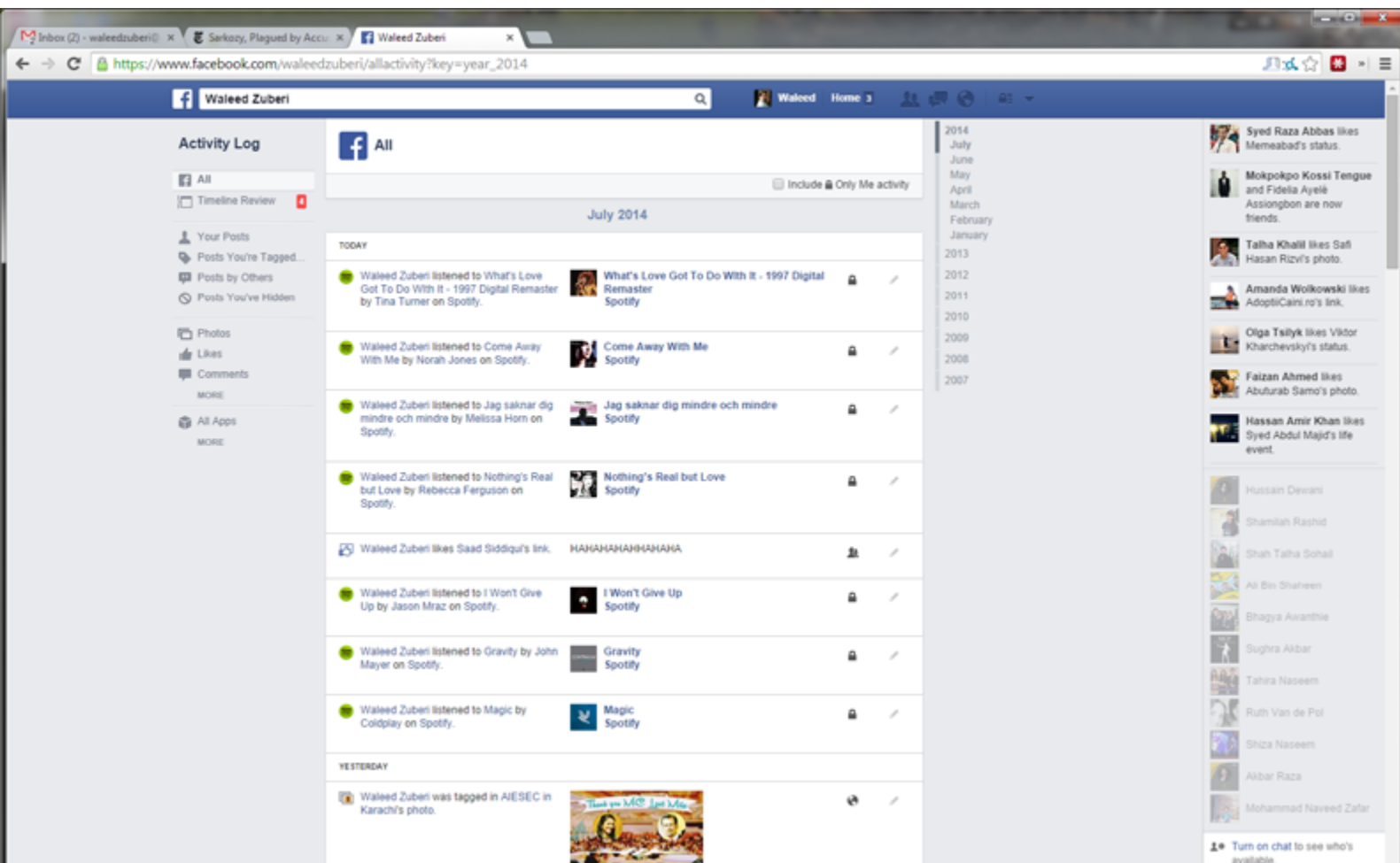


Photo credit: [Facebook](#)

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

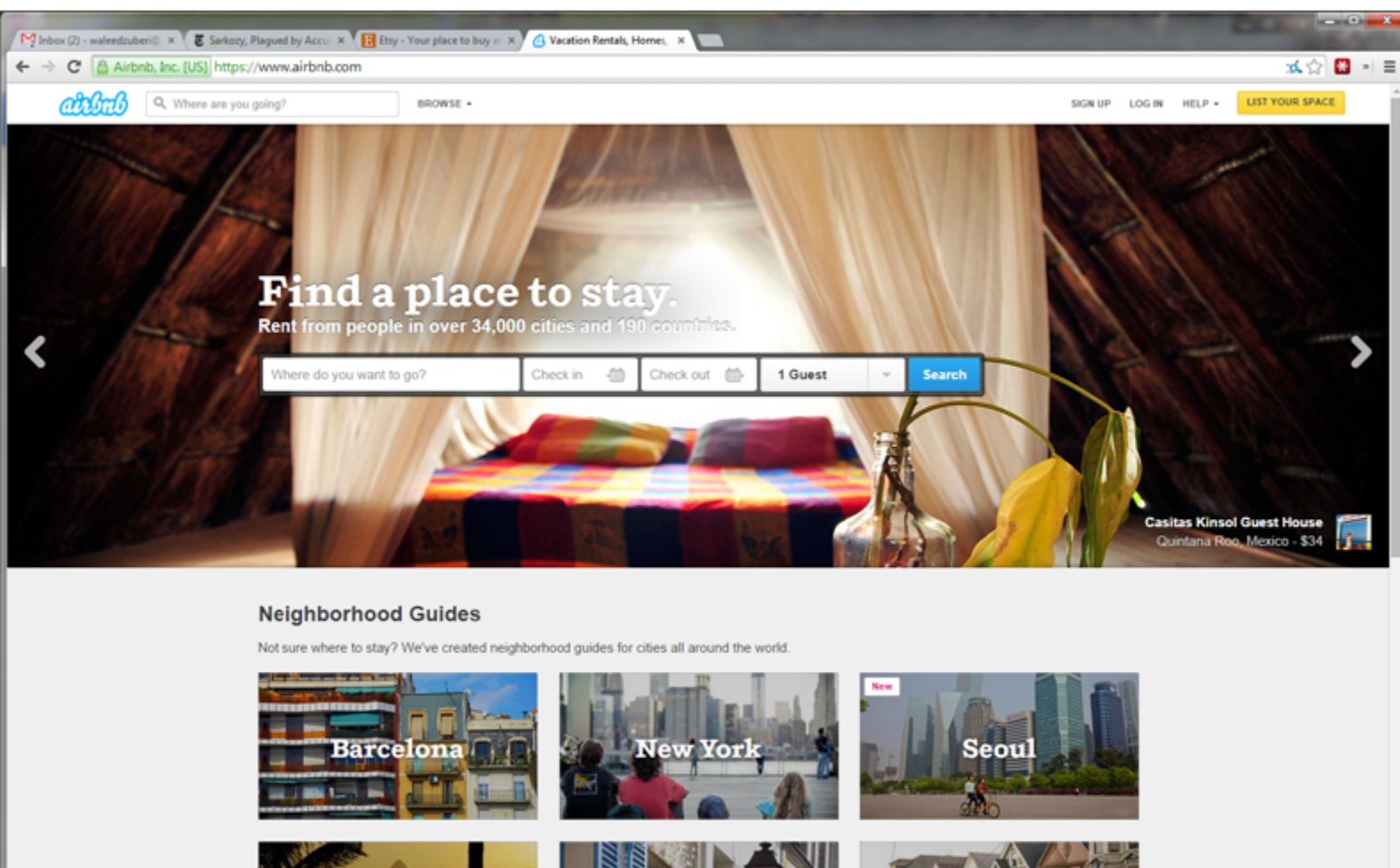


Photo credit: [Airbnb](#)

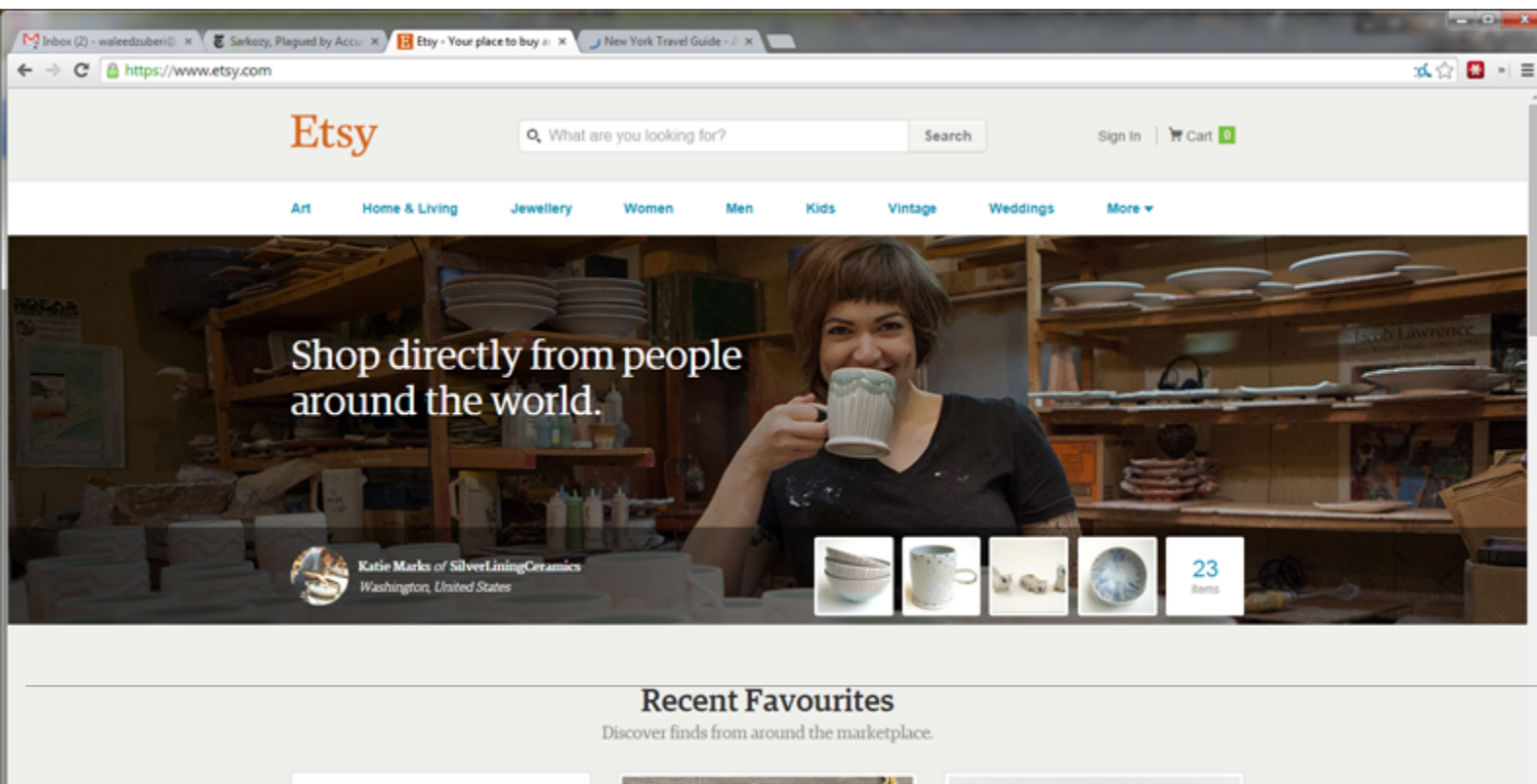


Photo credit: [Etsy](https://www.etsy.com)



Photo credit: [Facebook.com](https://www.facebook.com)

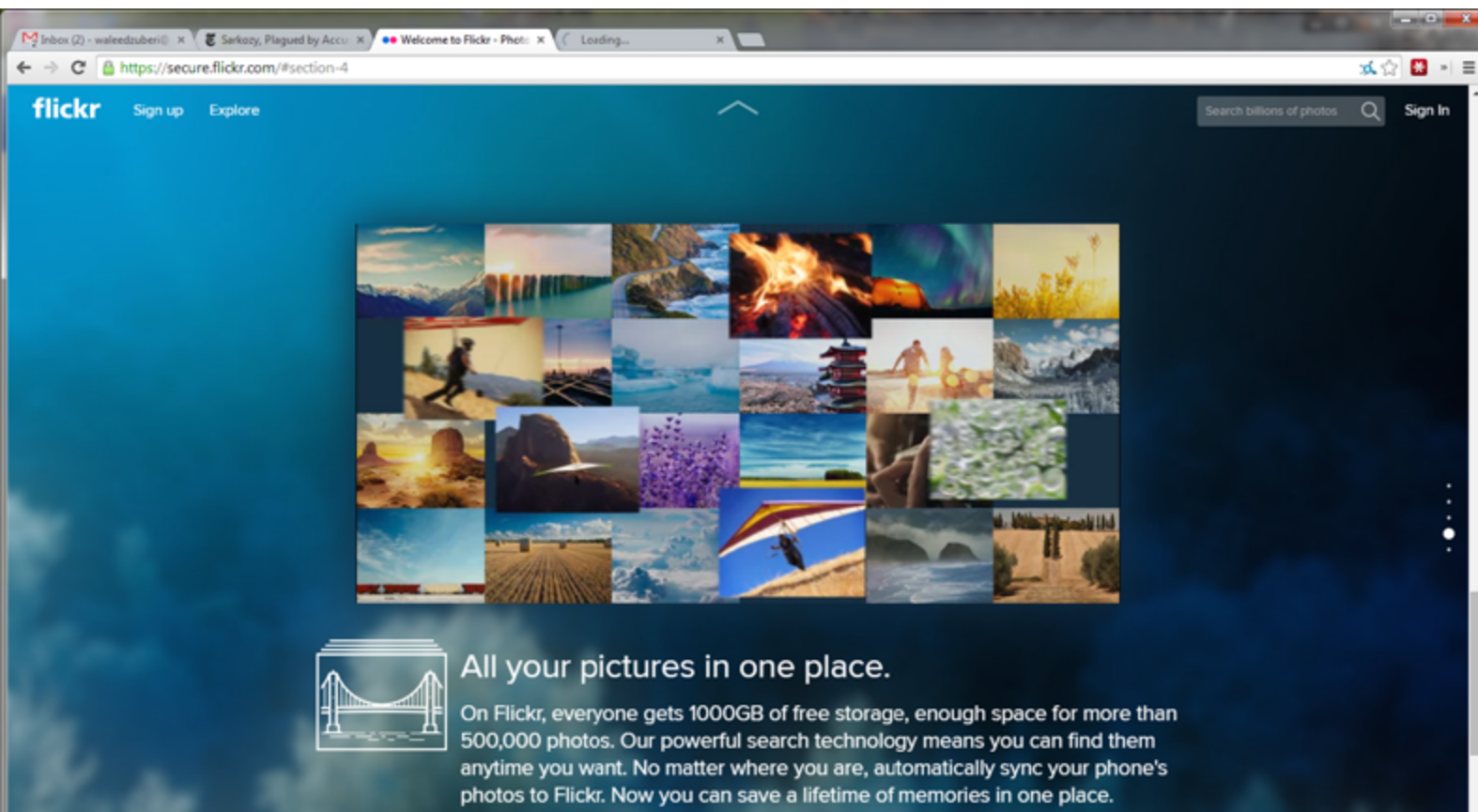


Photo credit: [flickr.com](https://www.flickr.com/)

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

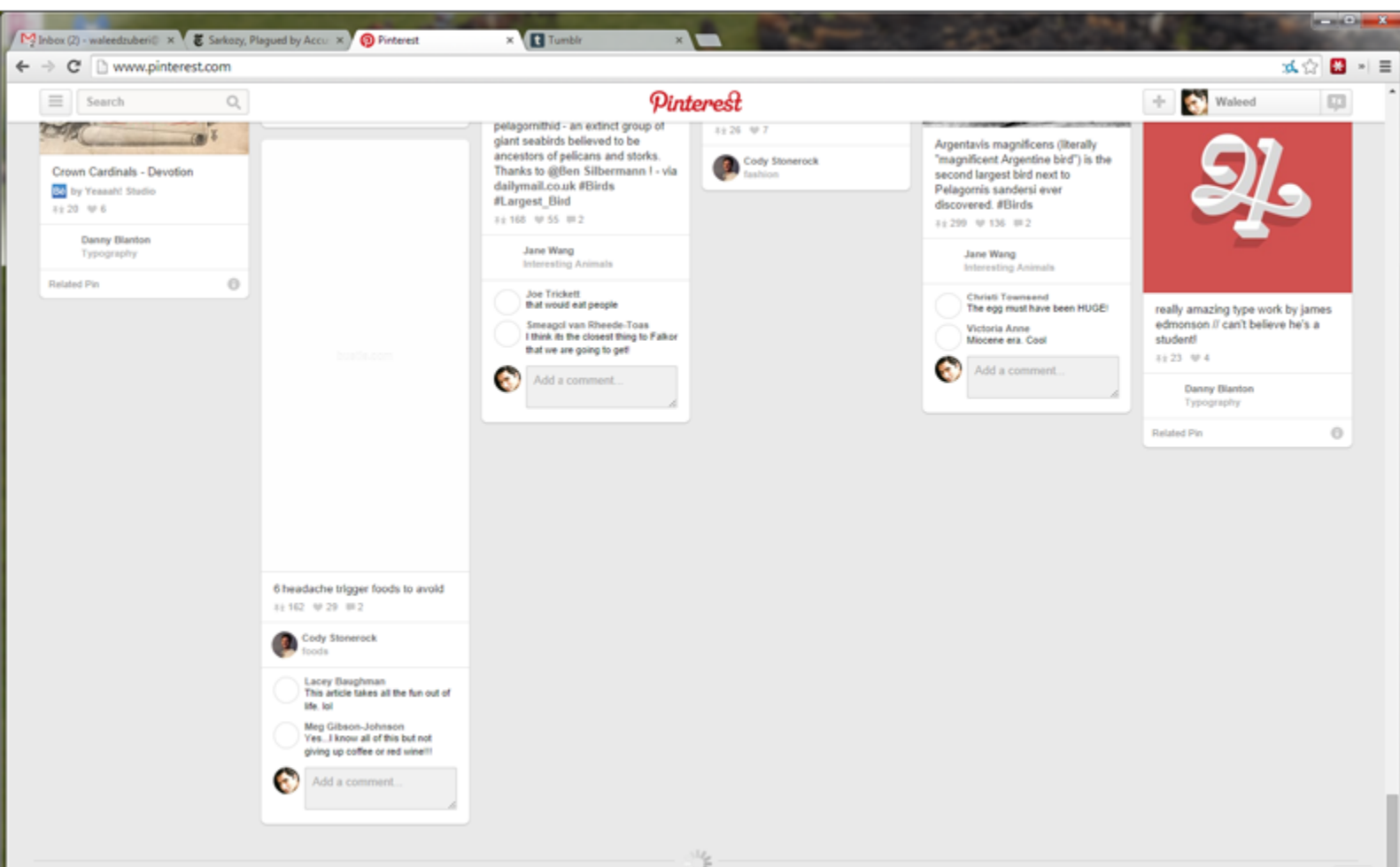


Photo credit: [Pinterest](#)



Photo credit: [Facebook](#)

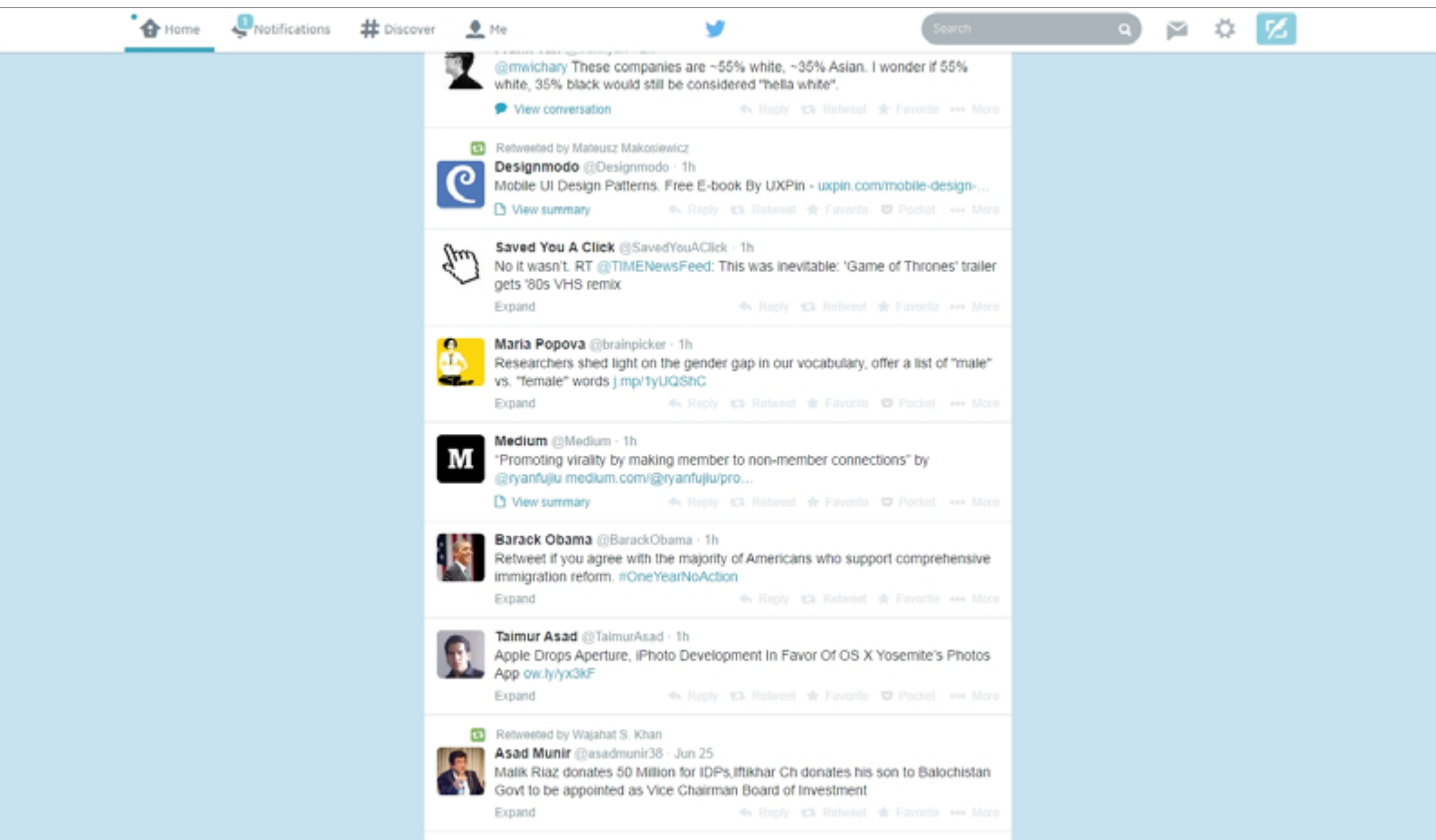


Photo credit: [Twitter](#)

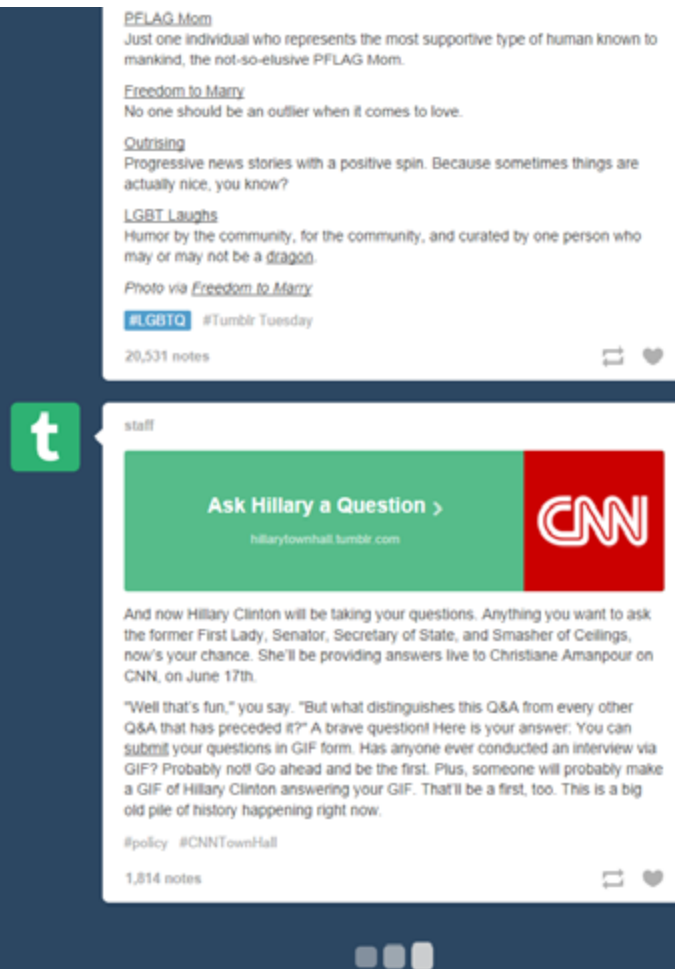


Photo credit: [Tumblr](#)

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 its great for browsing content, especially multimedia 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

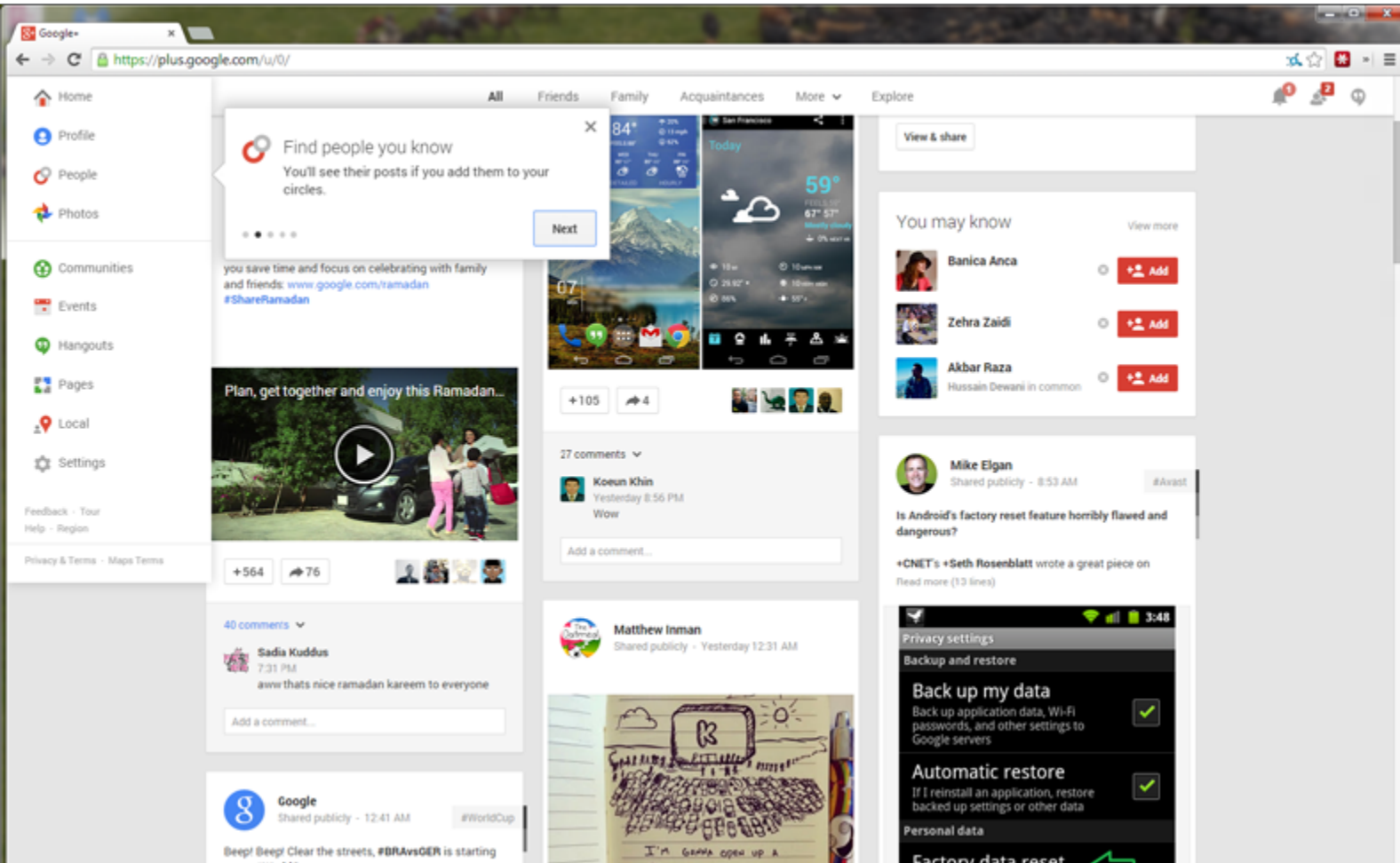


Photo credit: [Google+](#)

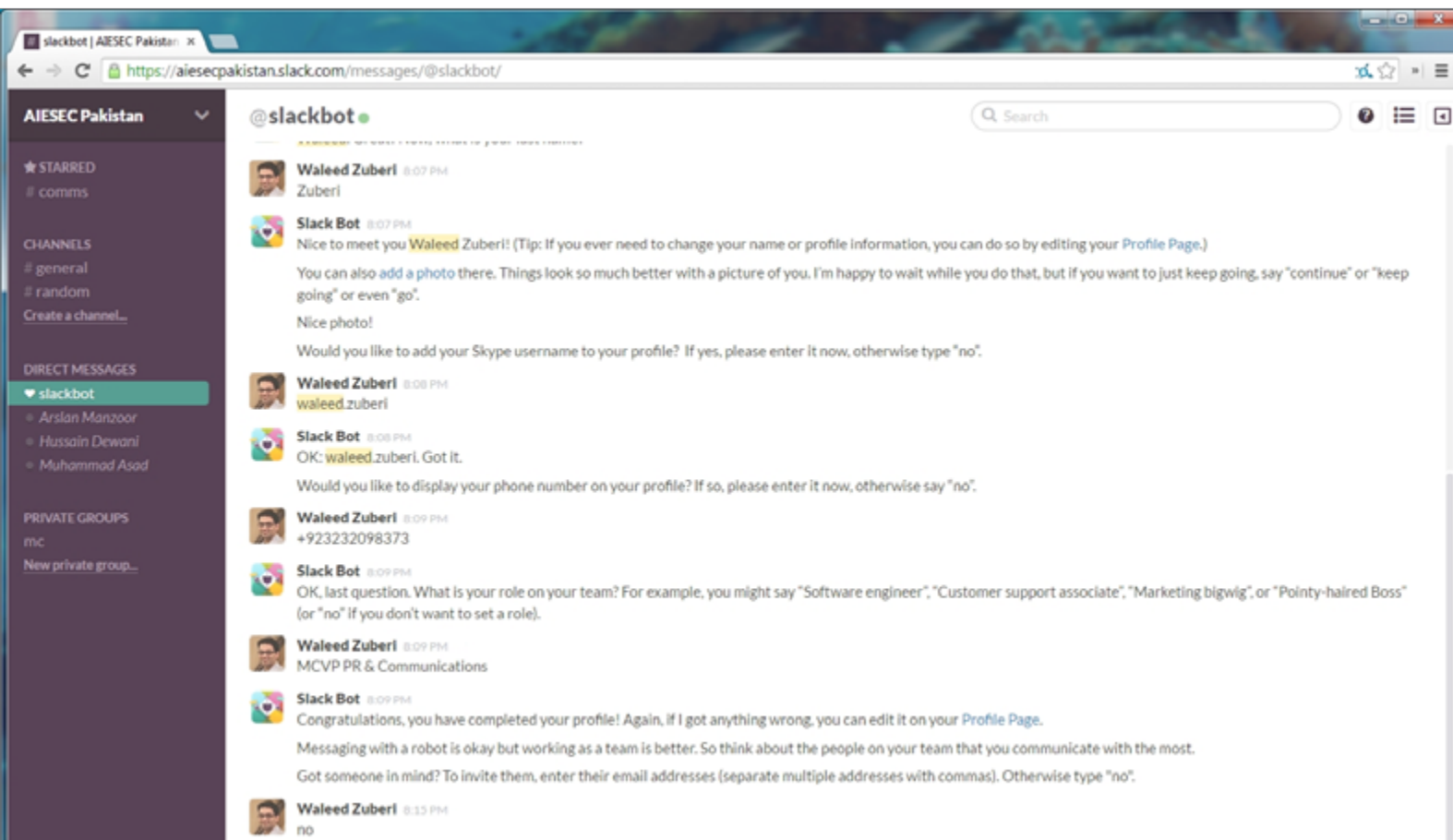


Photo credit: slack.com

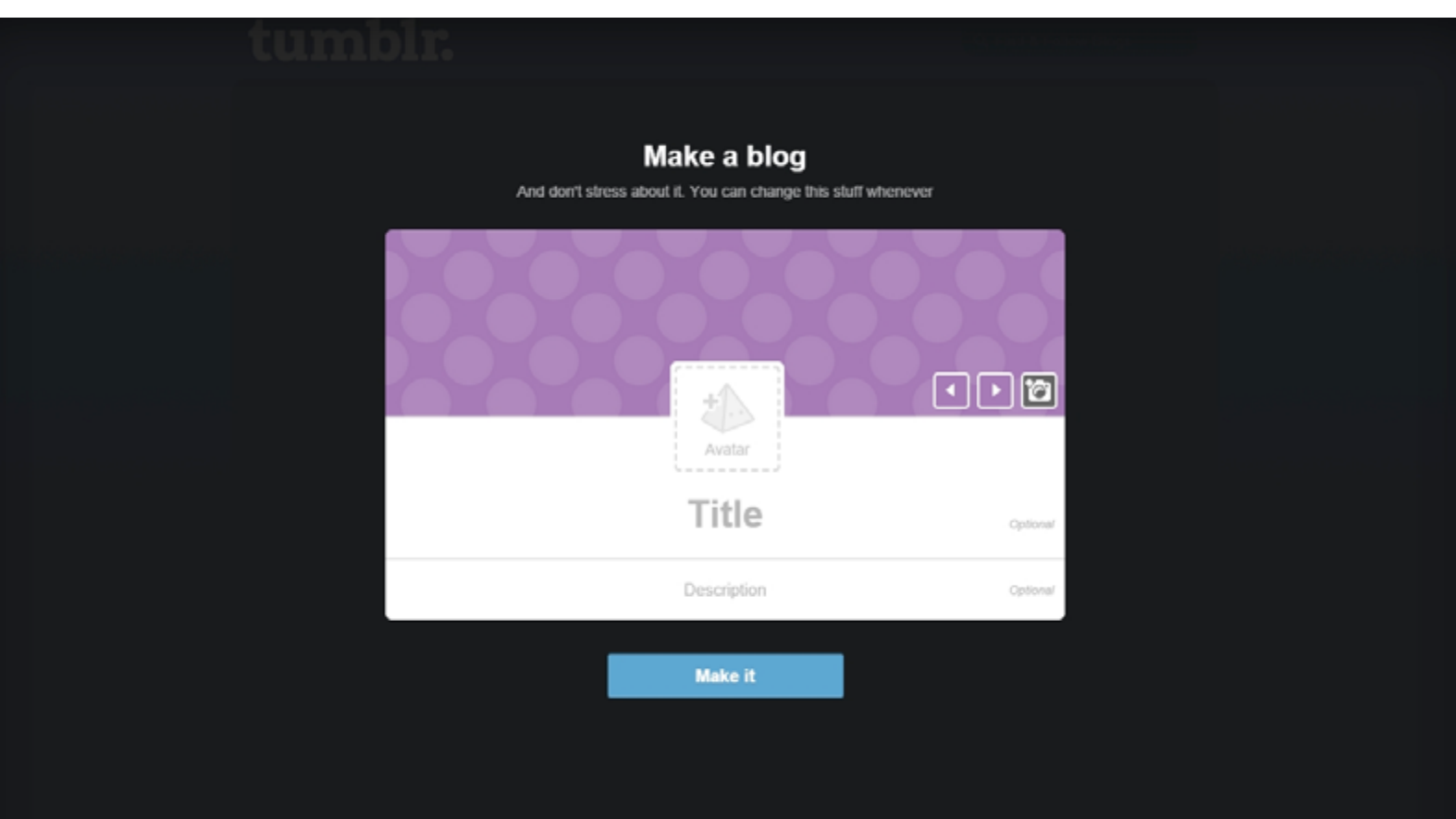


Photo credit: [Tumblr](https://tumblr.com)

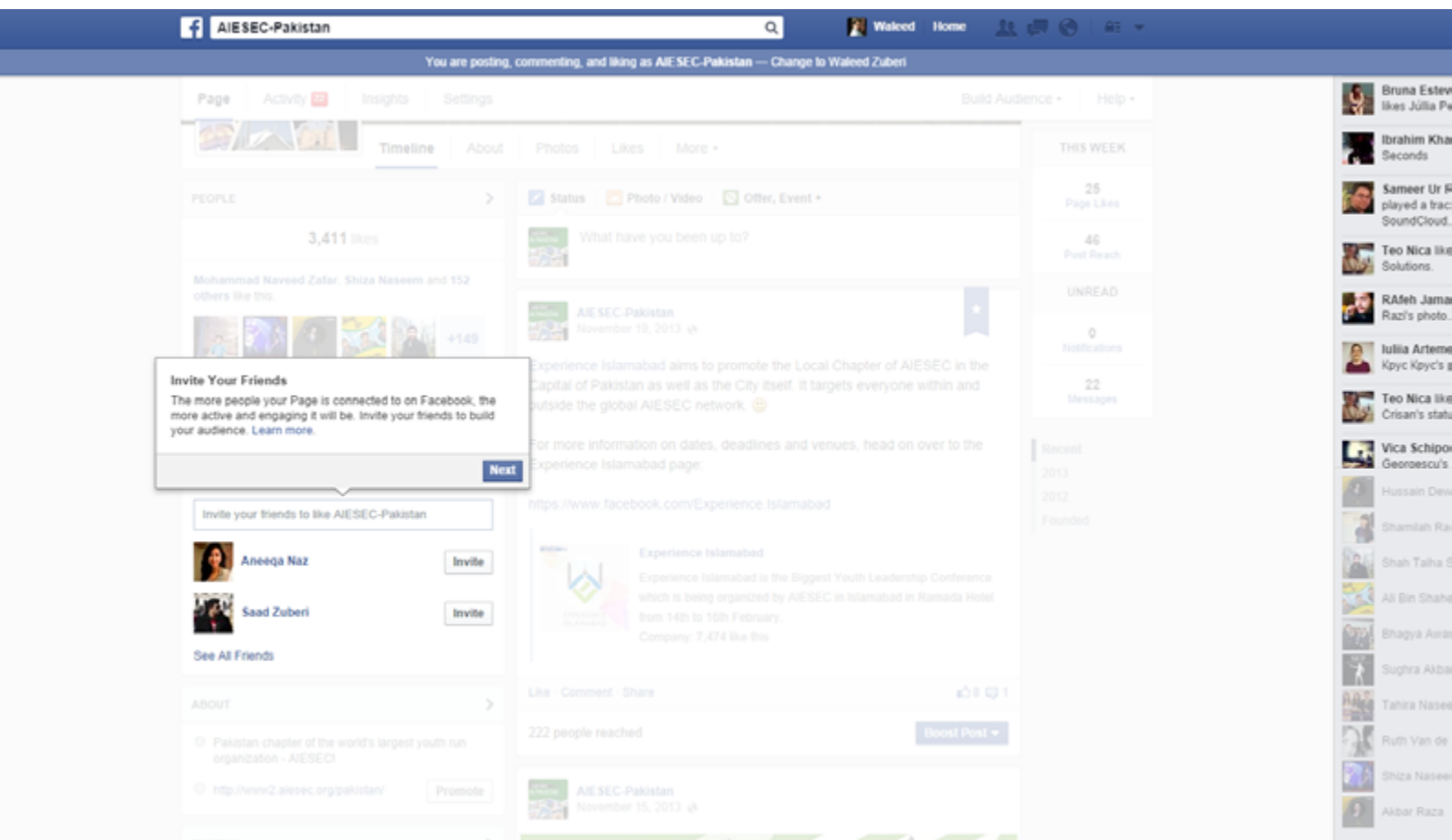


Photo credit: [Facebook](#)

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



Photo credit: [Facebook](#)

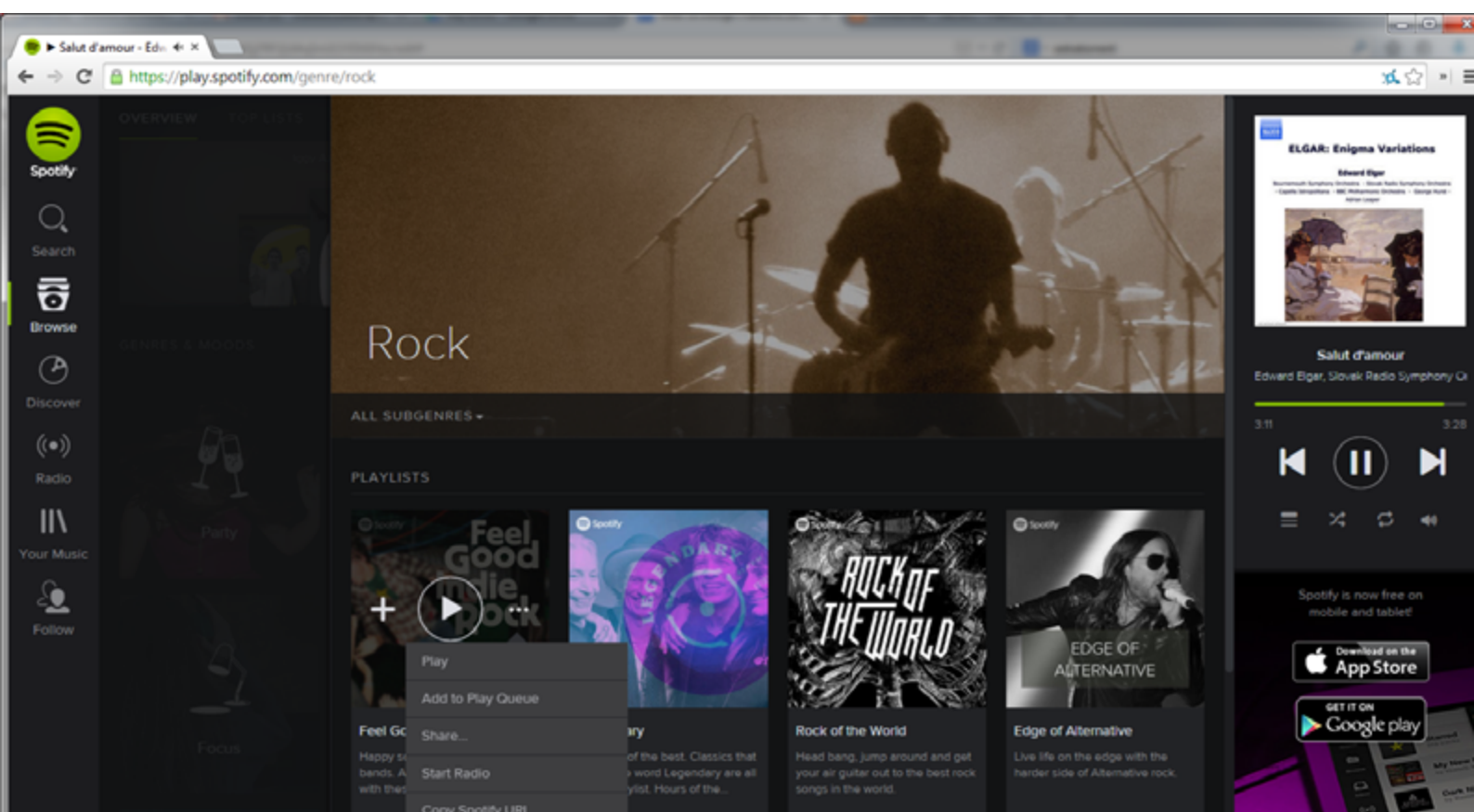


Photo credit: [Spotify](#)

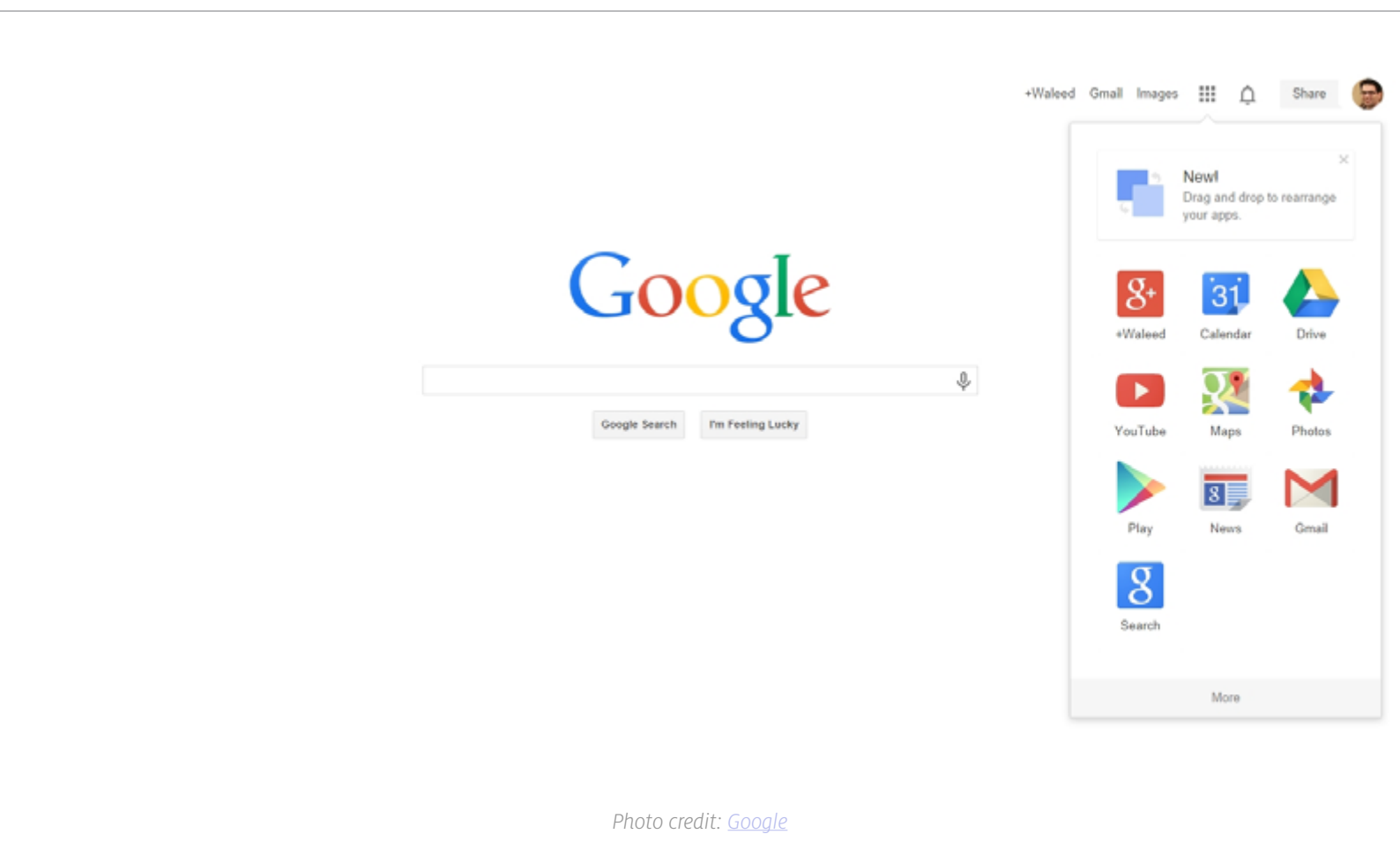


Photo credit: [Google](#)

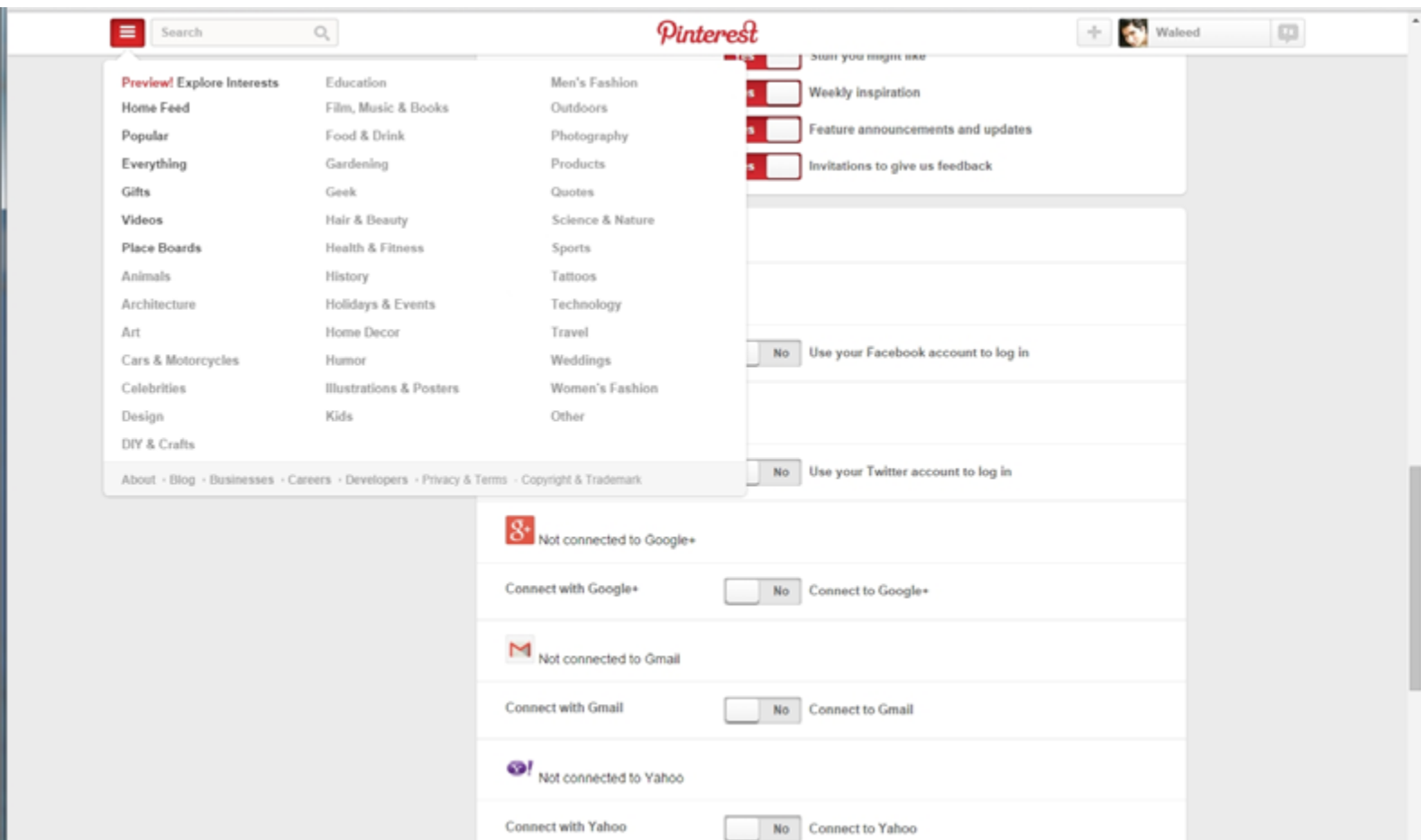


Photo credit: [Pinterest](#)

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

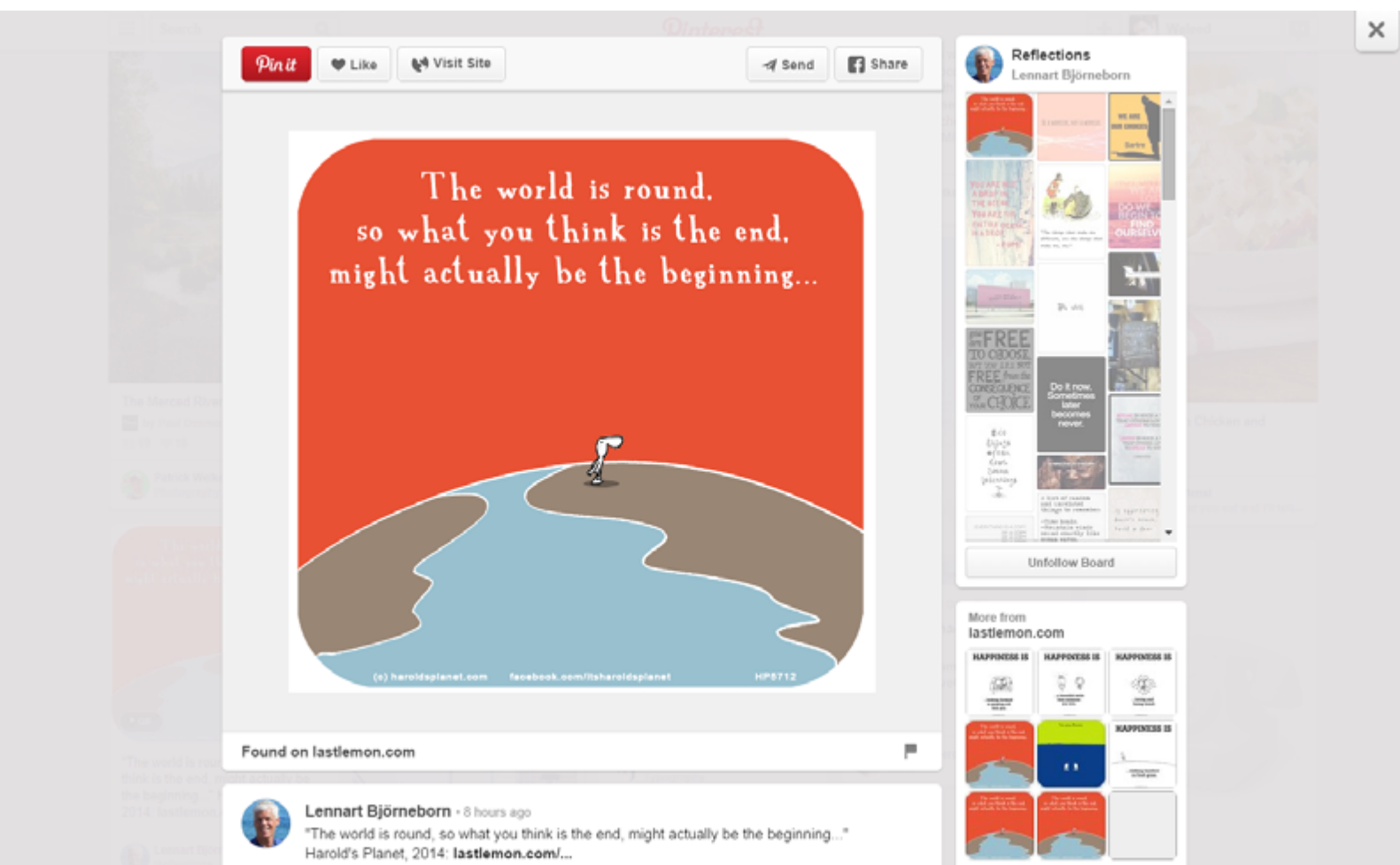


Photo credit: [pinterest.com](https://www.pinterest.com)

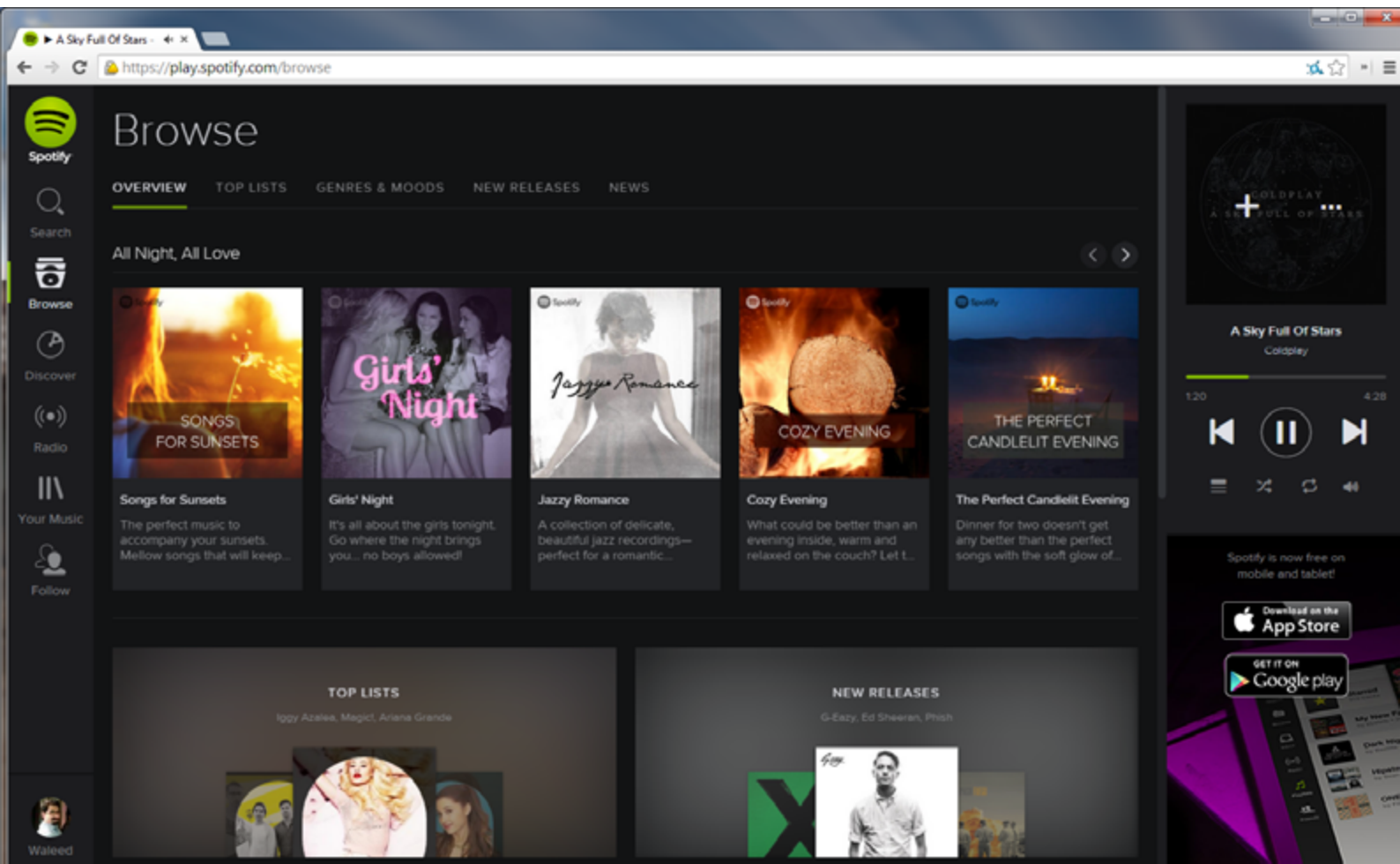


Photo credit: [Spotify](#)

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

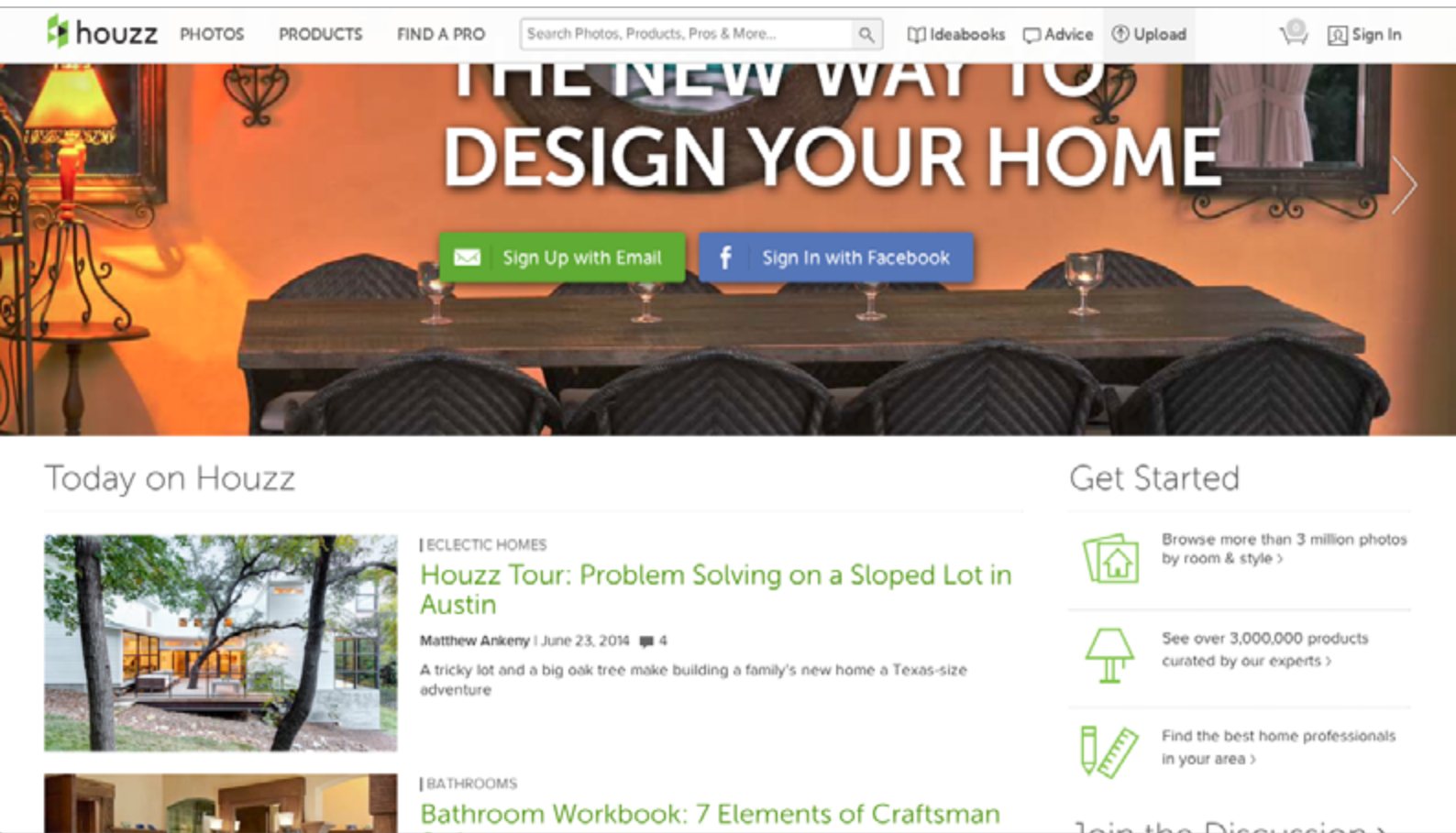


Photo credit: [Houzz](#)

THE NEW WAY TO DESIGN YOUR HOME



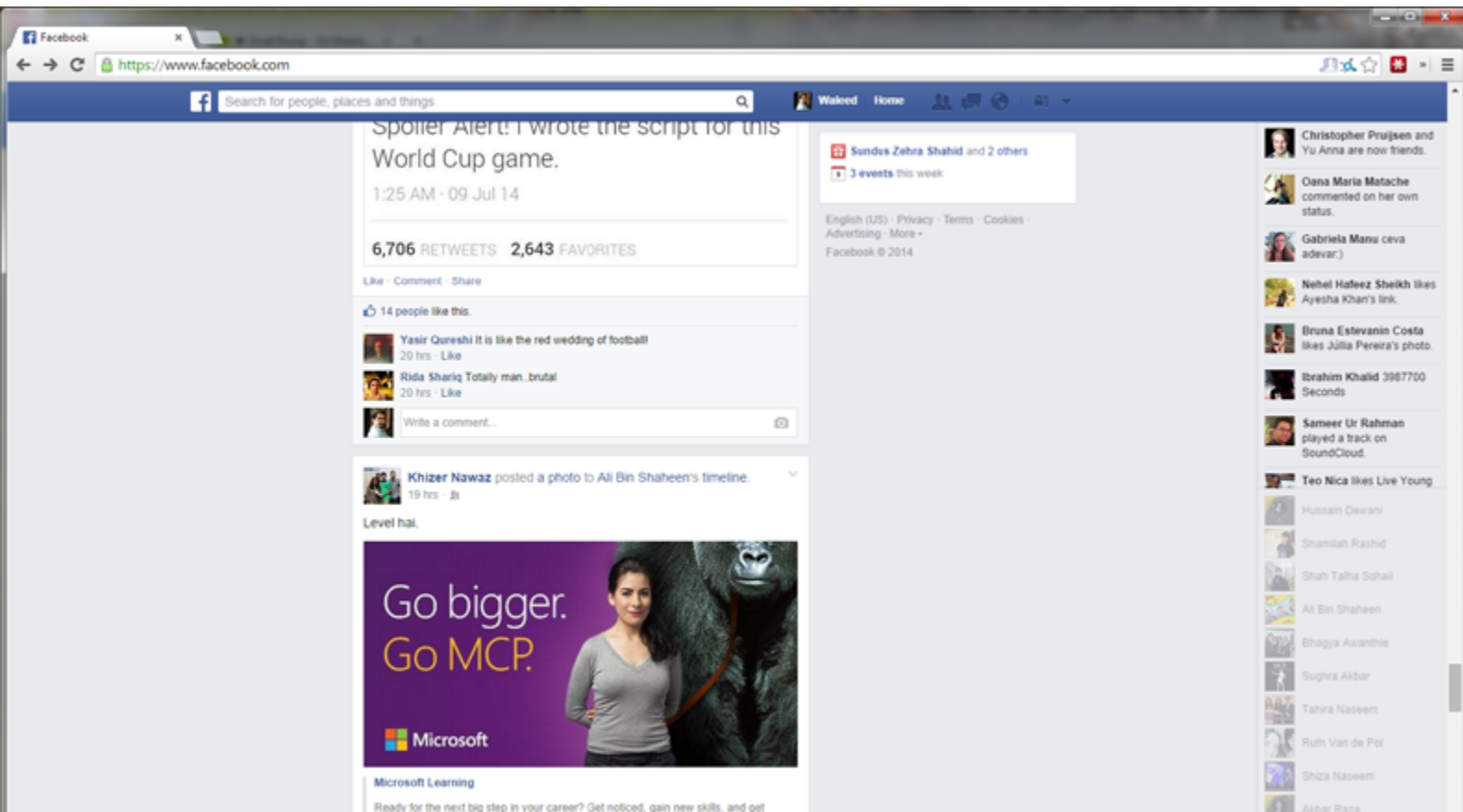
Sign Up with Email



Sign In with Facebook

Today on Houzz

Get Started

Photo credit: [Houzz](#)Photo credit: [Facebook](#)

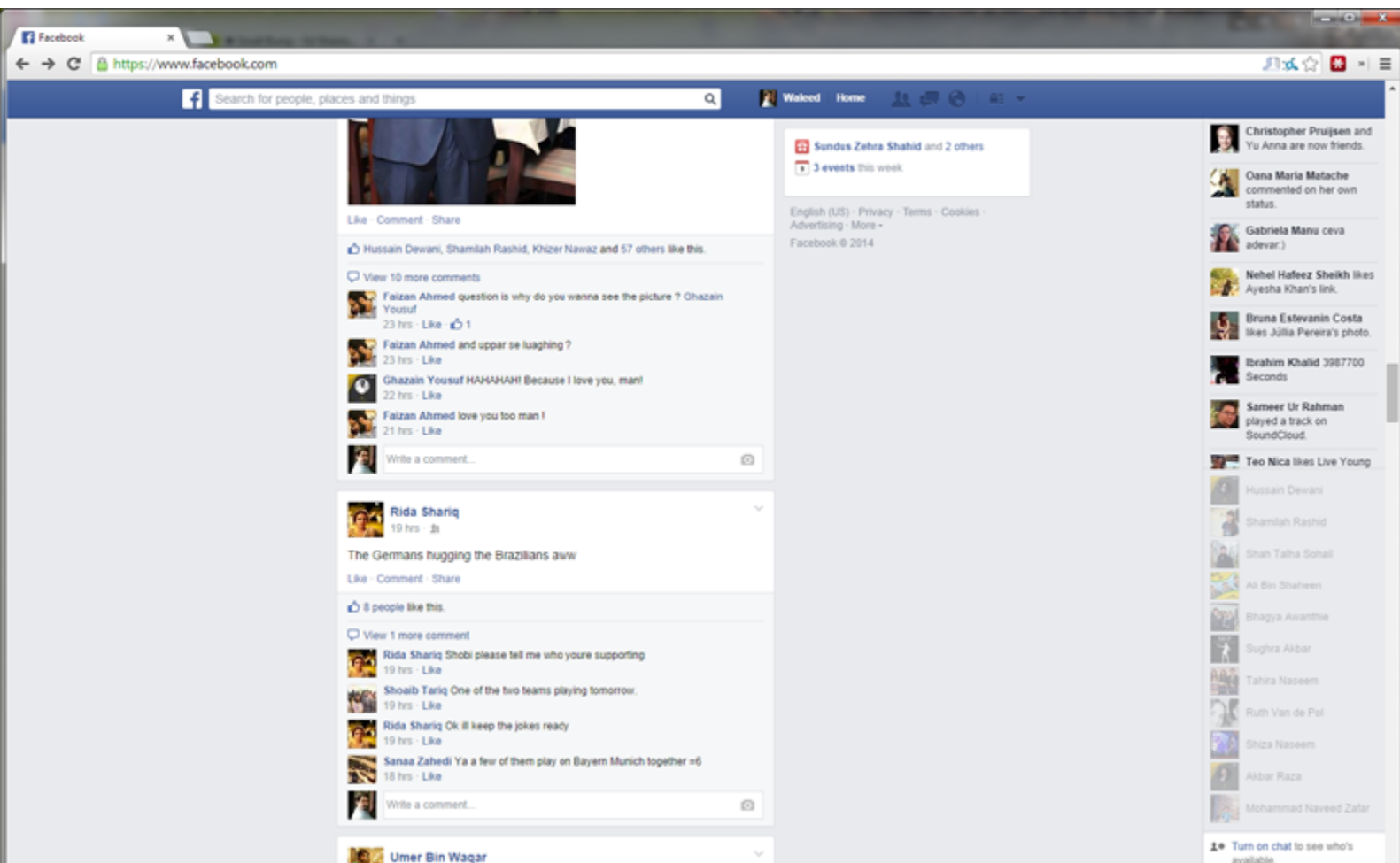


Photo credit: [Facebook](#)

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

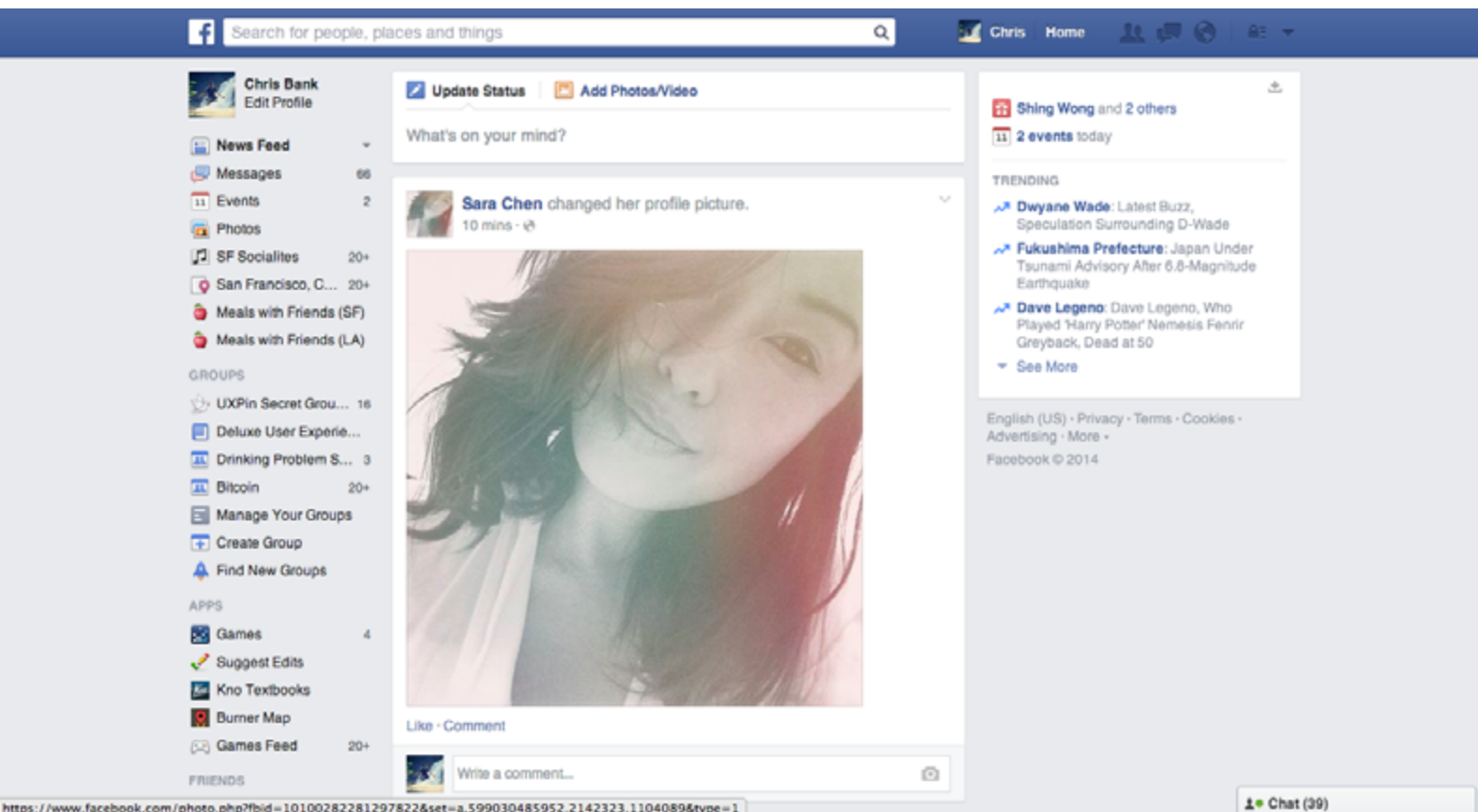


Photo credit: [Facebook](#)

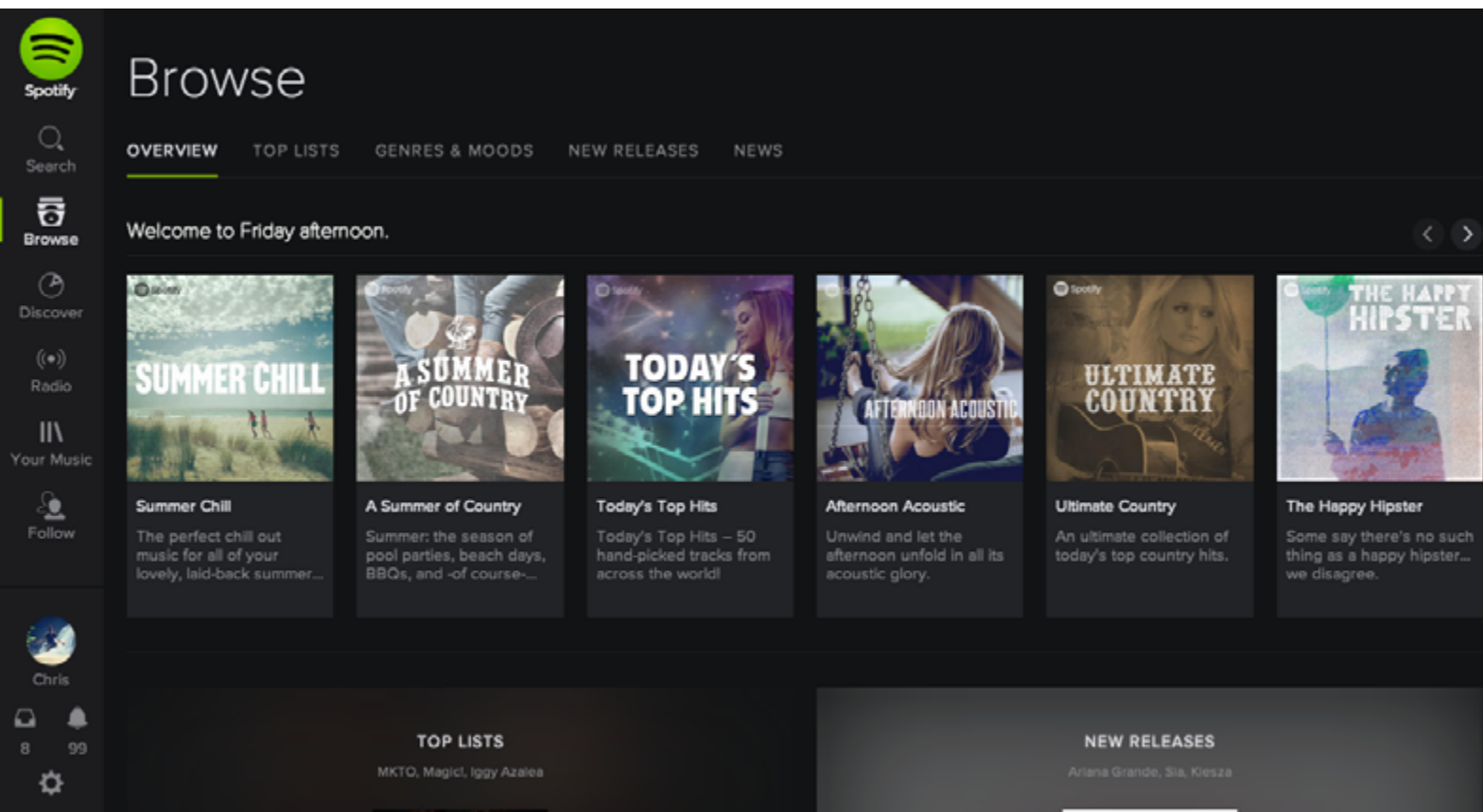


Photo credit: [Spotify](#)

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

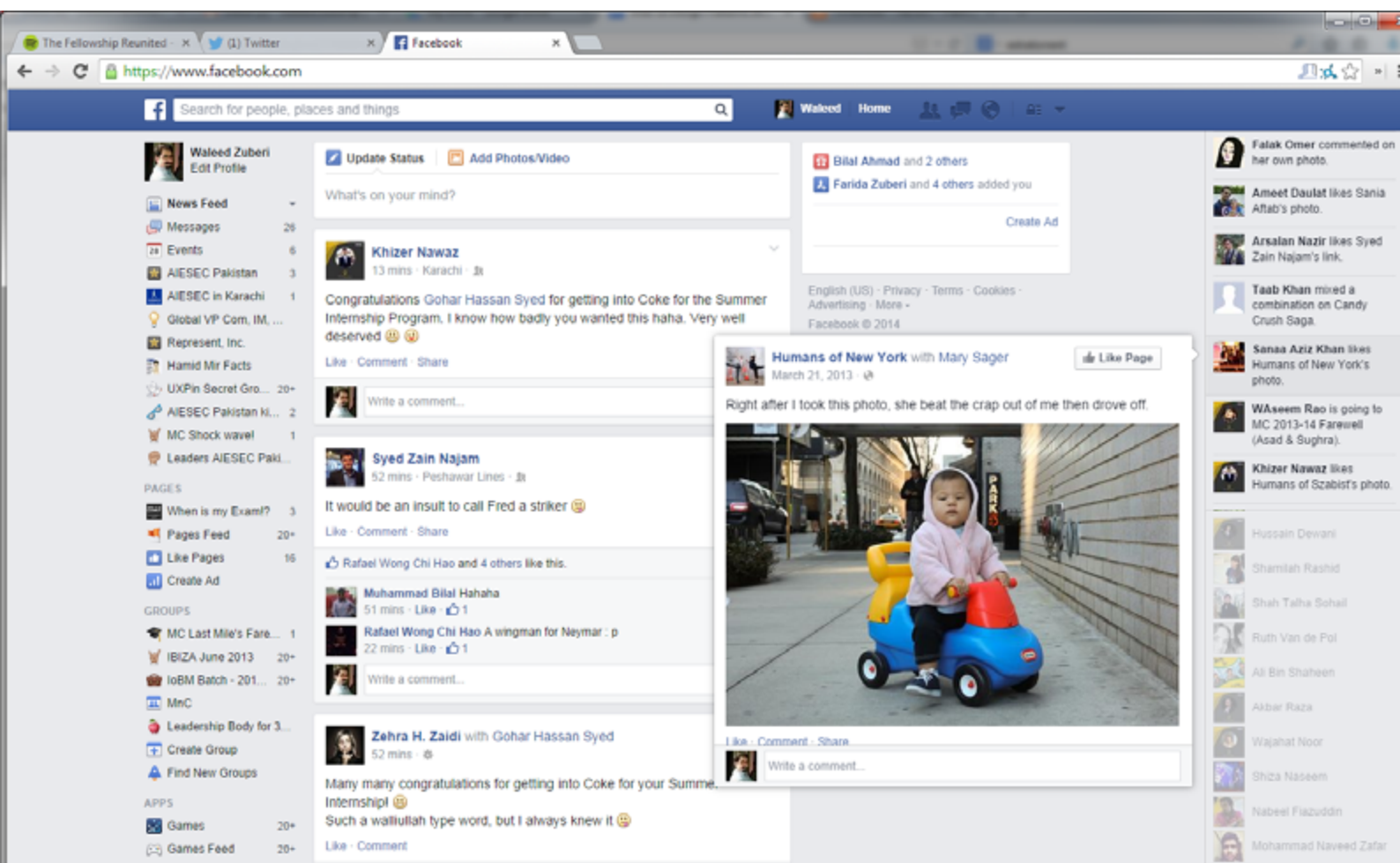


Photo credit: [Facebook](#)

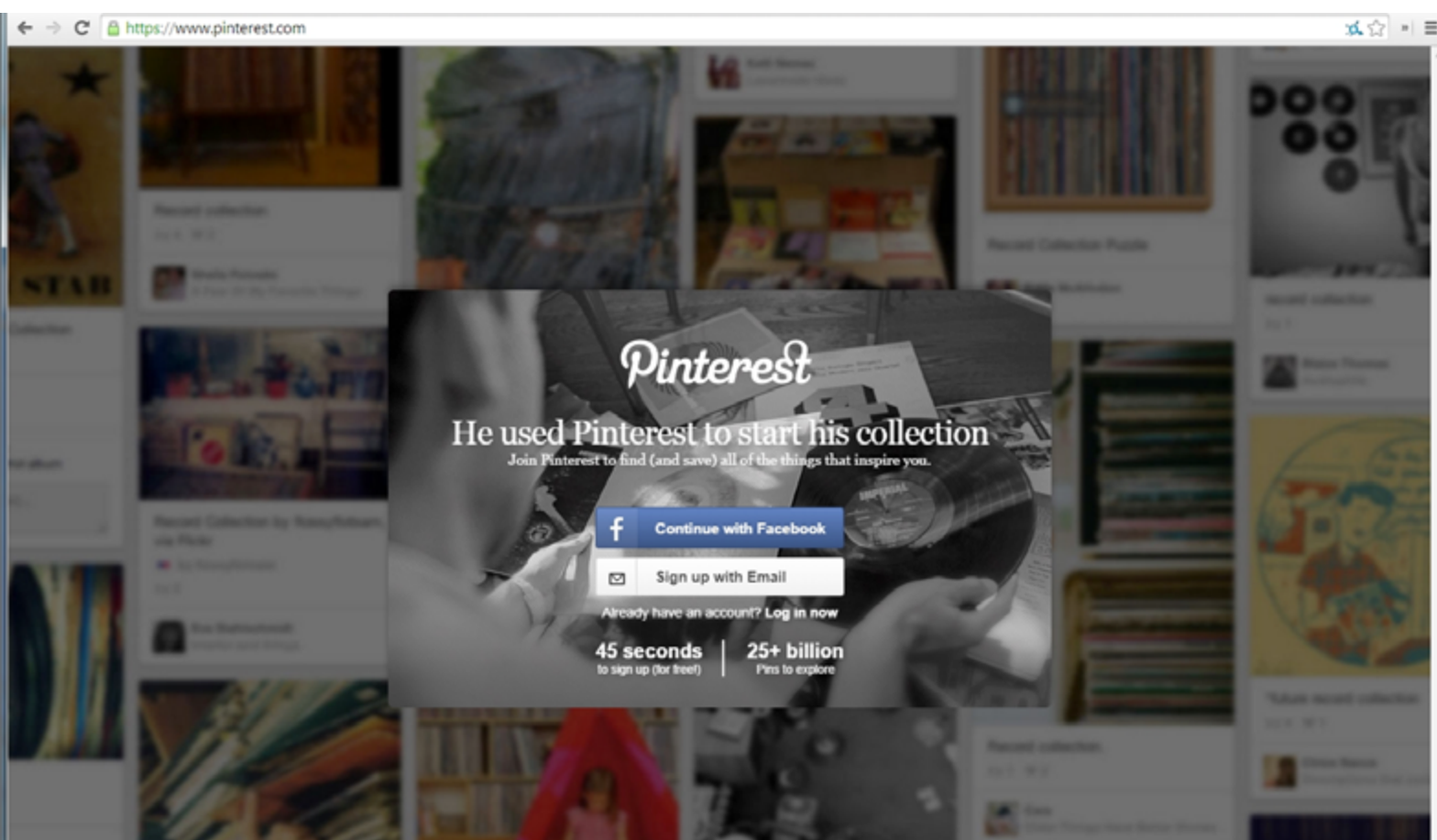


Photo credit: [Pinterest](#)

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

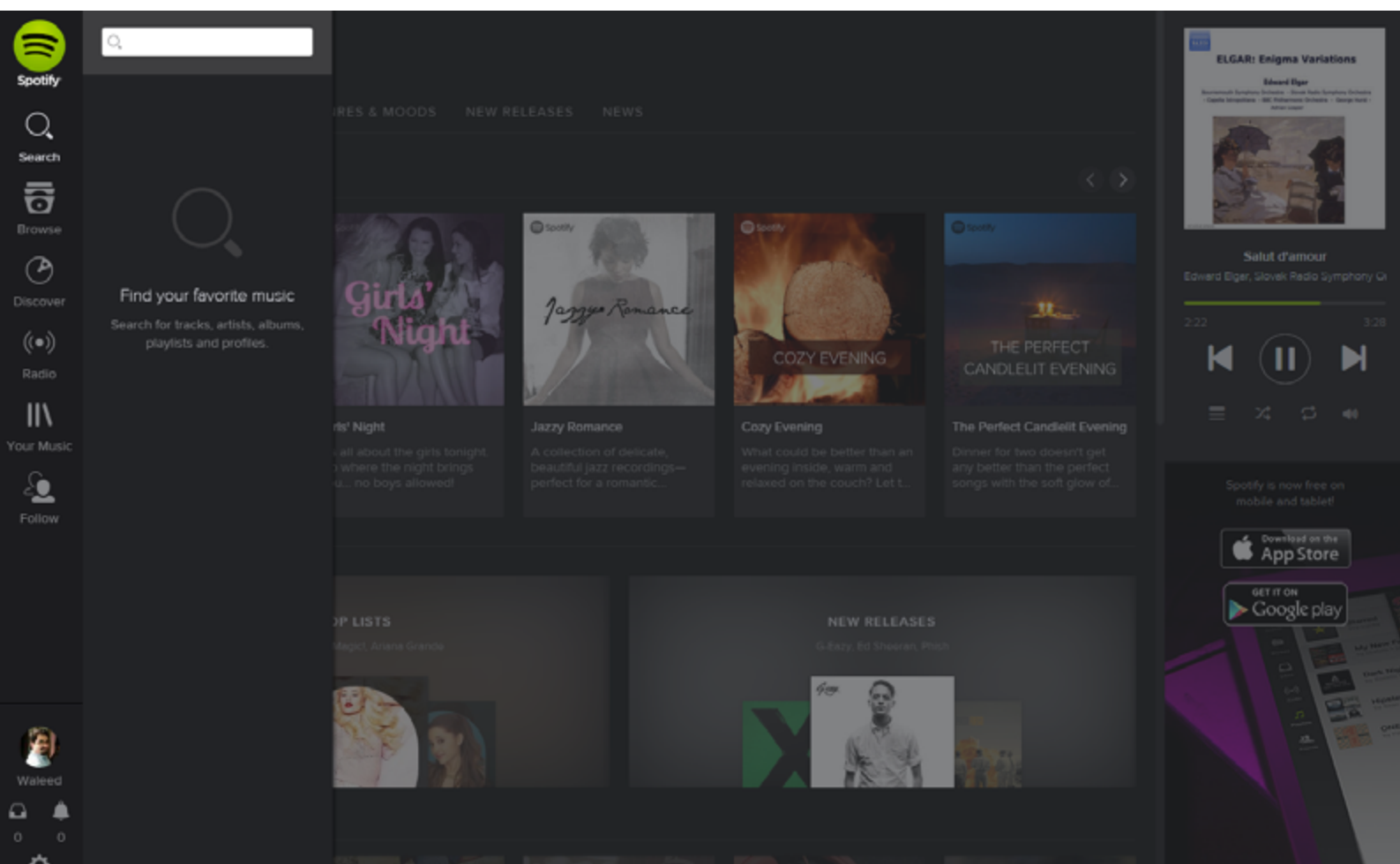


Photo credit: [spotify.com](https://www.spotify.com)

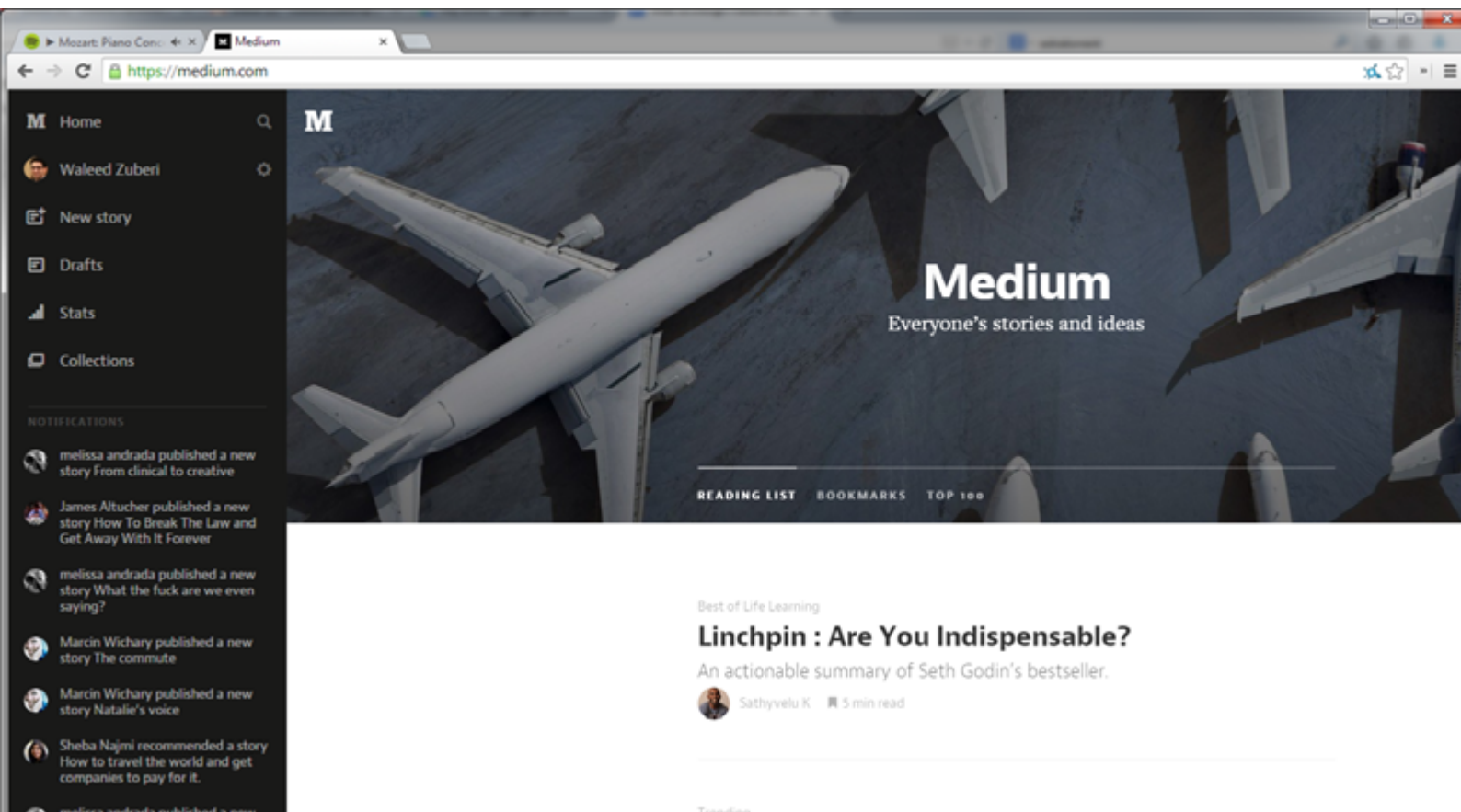


Photo credit: [Medium](#)



Photo credit: [New York Times](#)

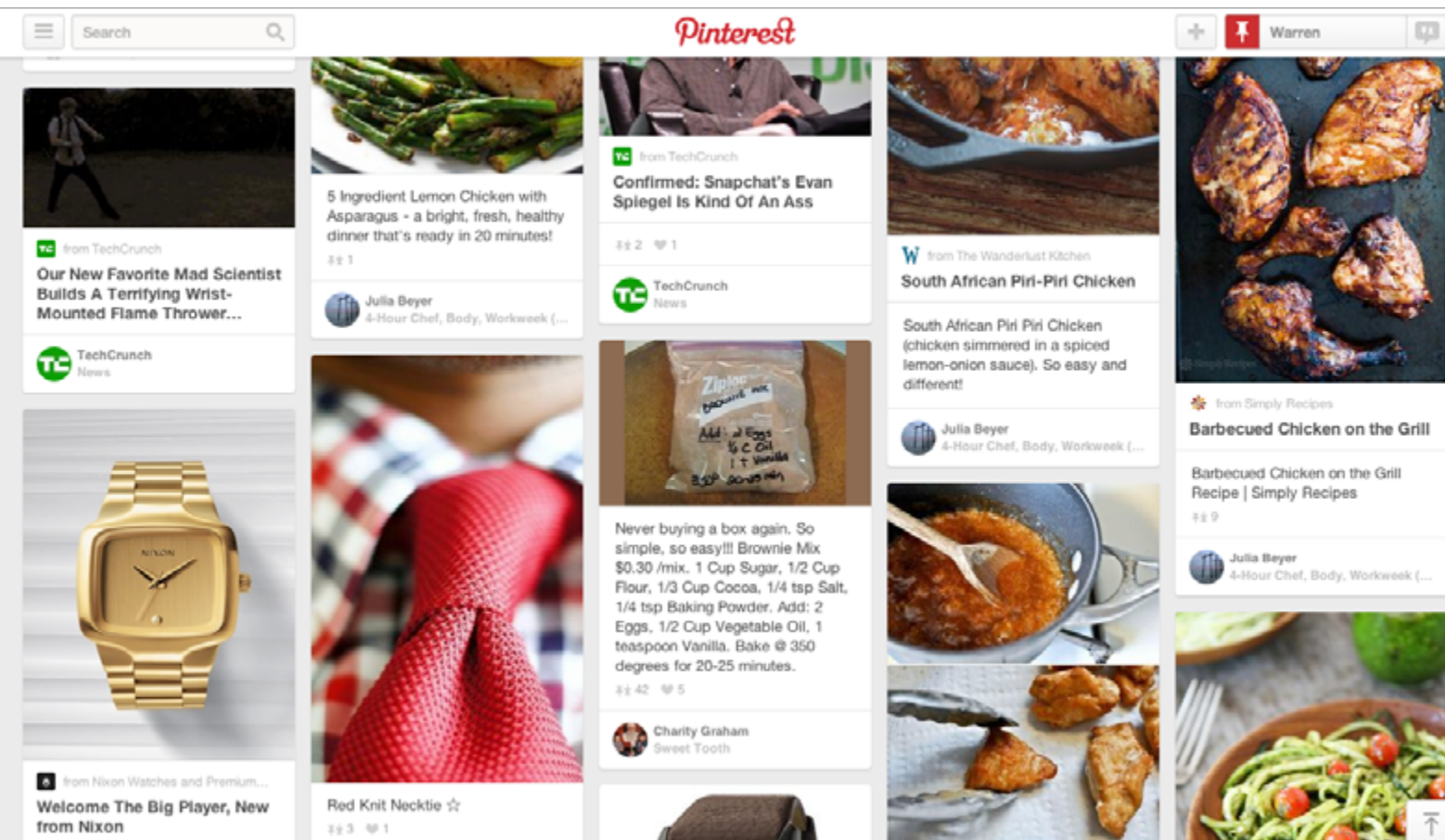


Photo credit: [Pinterest](https://www.pinterest.com)

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

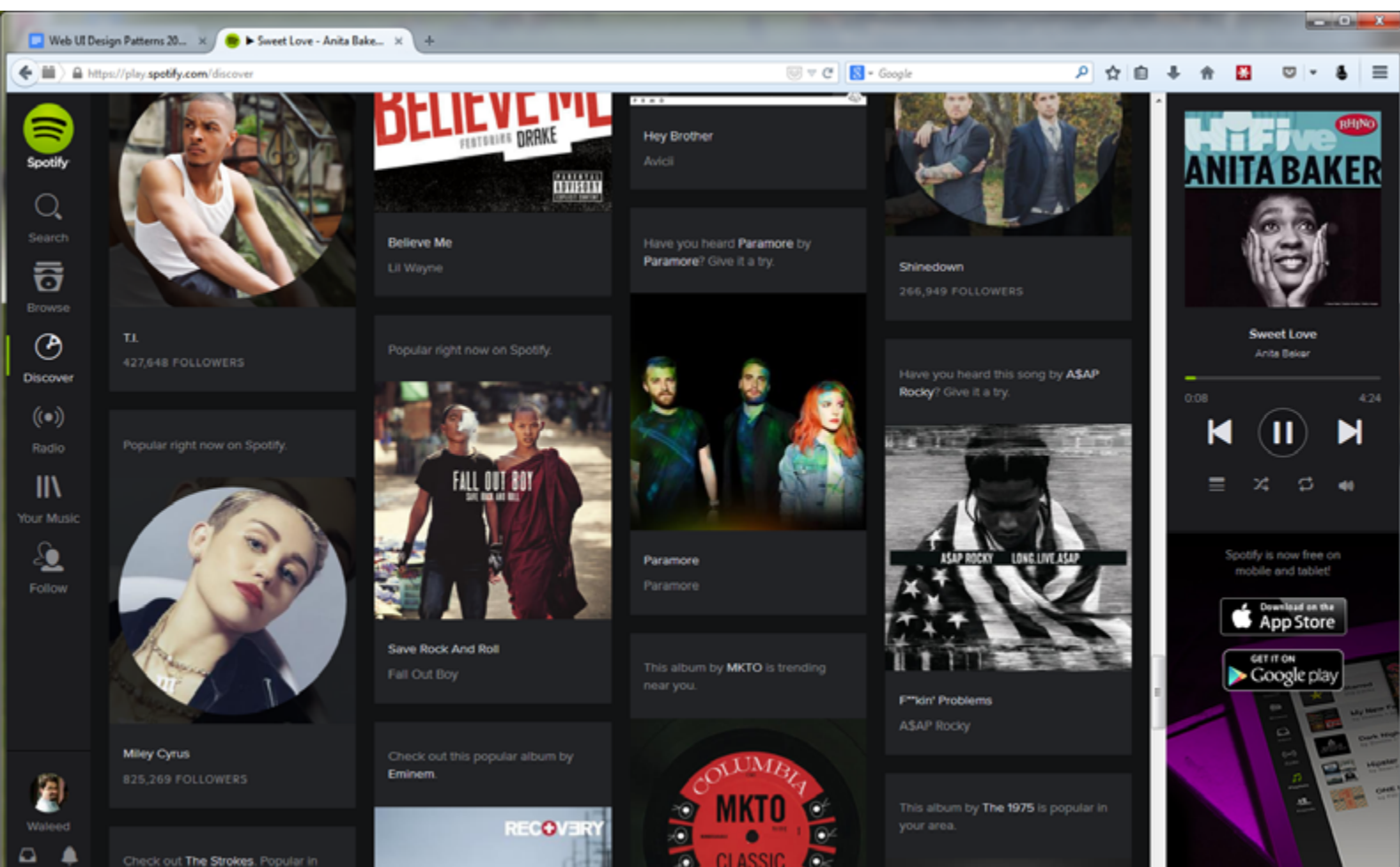


Photo credit: [Spotify](#)

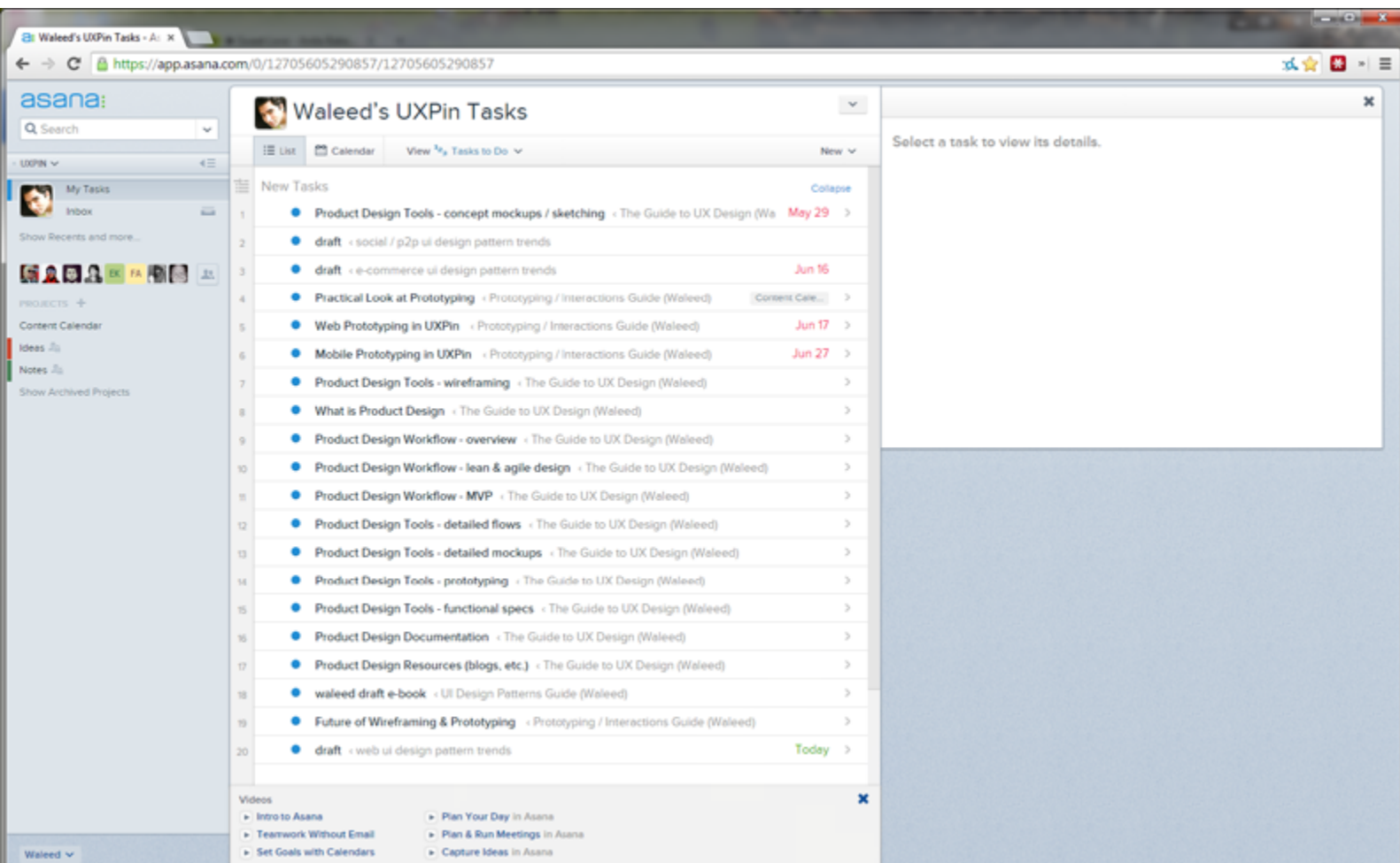


Photo credit: [Asana](https://asana.com)

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

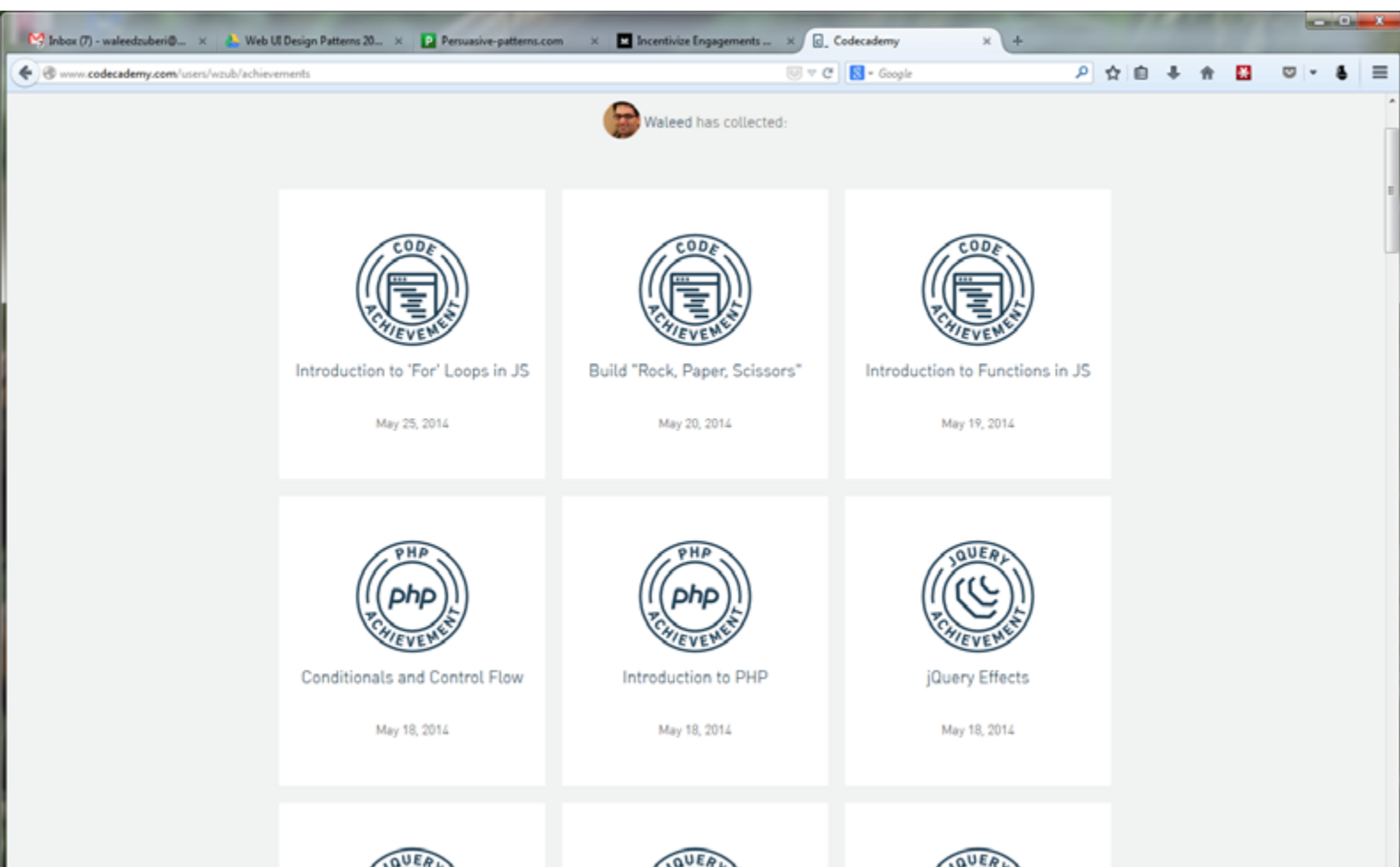


Photo credit: [Codecademy](#)

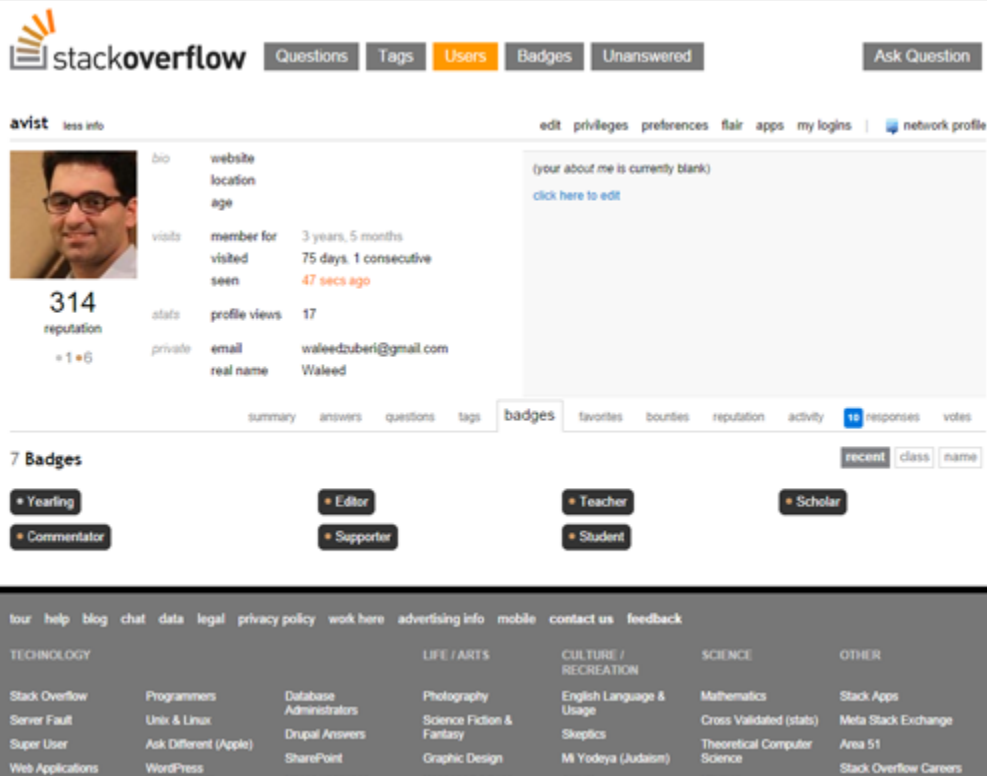


Photo credit: [Stack Overflow](#)

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

The screenshot shows a Quora question page. At the top, there's a navigation bar with the Quora logo, a search bar, and links for Home, Open Questions, Notifications (with a red badge), and a user profile for Waleed. Below the navigation bar, the page is divided into three main sections. On the left, there's a sidebar with 'QUESTION TOPICS' (Major Internet Companies, Technology Companies, Facts and Trivia, Google) and 'SHARE QUESTION' (Twitter, Facebook). The middle section displays the question 'Google: What are some mind-blowing facts about Google?' with 'Add Question Details', 'Follow Question' (1.5k), 'Comment', 'Share' (30), and 'Downvote' buttons. Below the question, there's a text input area for 'Add your answer' with a rich text editor toolbar. To the right of the input area, there are buttons for 'Post to' (Twitter, Facebook), 'Save Draft', and 'Add Answer'. Below the input area, it says '102 ANSWERS' and 'ASK TO ANSWER'. The first answer is by 'Mohit Meena' with 1.5k upvotes. The answer text is: 'Since 2010 Google has been acquiring, on average, more than one company a week.' Below the text is a large image of the Google logo. At the bottom of the image, there are buttons for 'Upvote' (1.5k), 'Downvote', 'Comments' (5), and 'Share' (4). On the right side of the page, there's a 'RELATED QUESTIONS' section with several questions listed, such as '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?', and 'Apple (company): What are some mind-blowing facts about Apple?'. At the bottom of the related questions section, there's a link 'More Related Questions'.

Photo credit: [Quora](#)

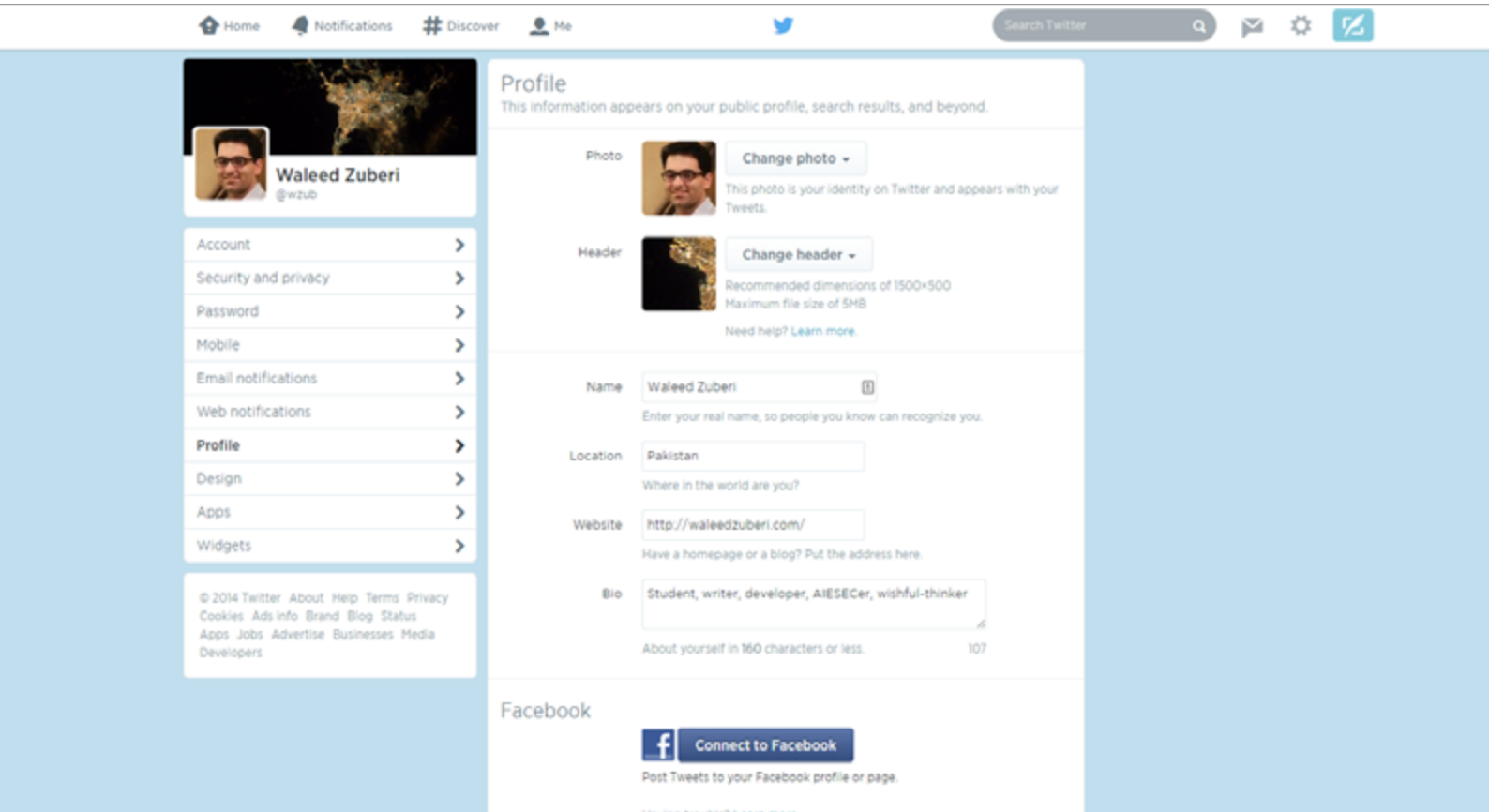


Photo credit: [Twitter](#)

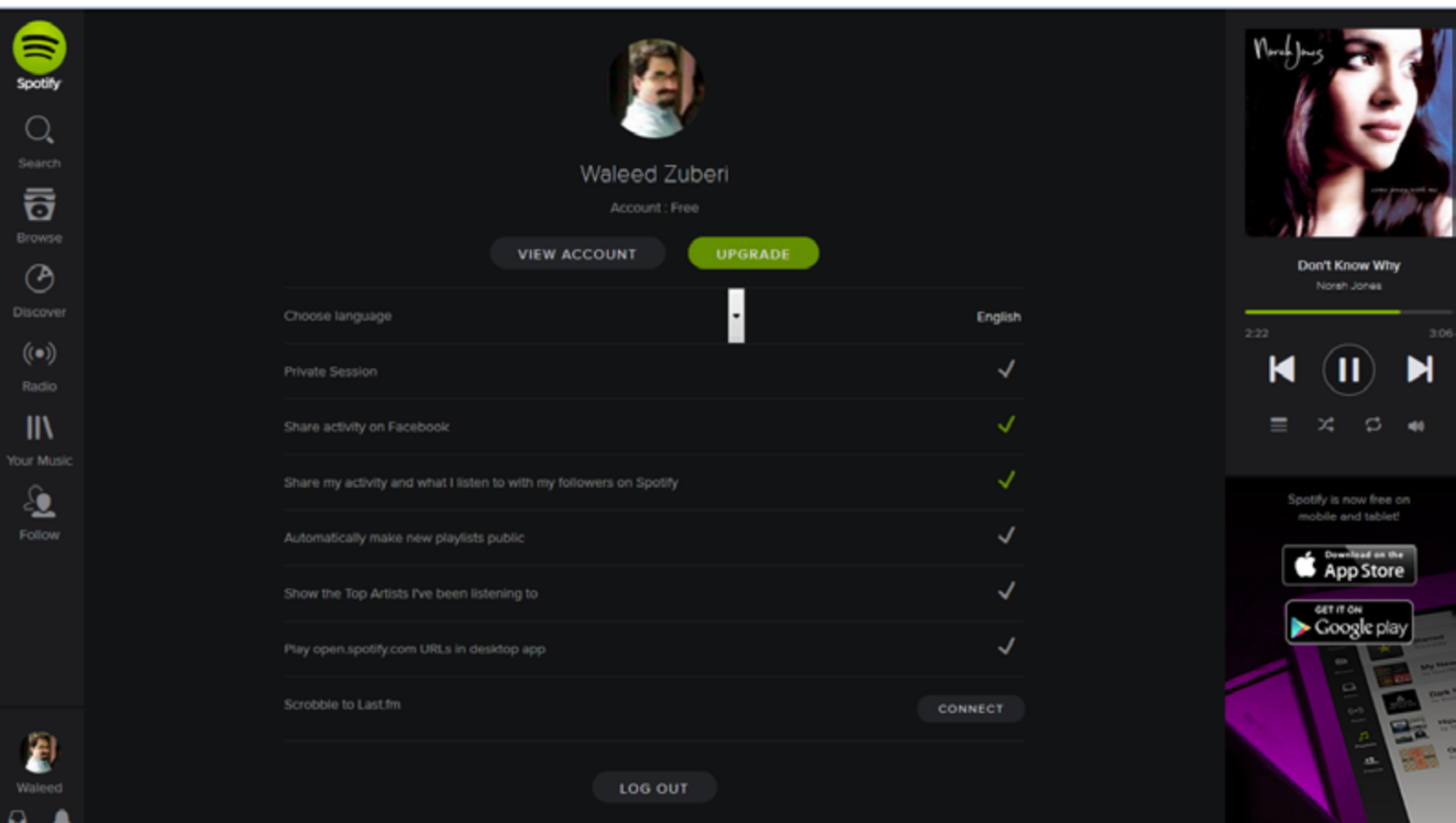


Photo credit: [Spotify](#)

My Settings / Apps

Account


Profile

Videos


Advanced

Apps


Upgrade




Waleed
Joined Jan 22, 2014
User ID: 29404110

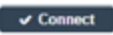



Facebook
Let Vimeo post to my Facebook Timeline and News Feed with the actions I choose, including automatic posting of new uploads and likes.
[Settings](#) [Find friends](#)



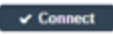



Dropbox
Let Vimeo access my Dropbox so I can upload videos directly. You can select which Dropbox folders Vimeo can access and even enable automatic uploading. ([Learn more](#))



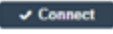



Google+
Link my Google+ profile with my videos in Google search results.



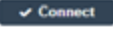



LinkedIn
Let Vimeo post LinkedIn updates with the actions I choose.



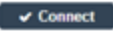


Tumblr
Let Vimeo post to my Tumblr blog with the actions I choose.





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



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 an 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, it's 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

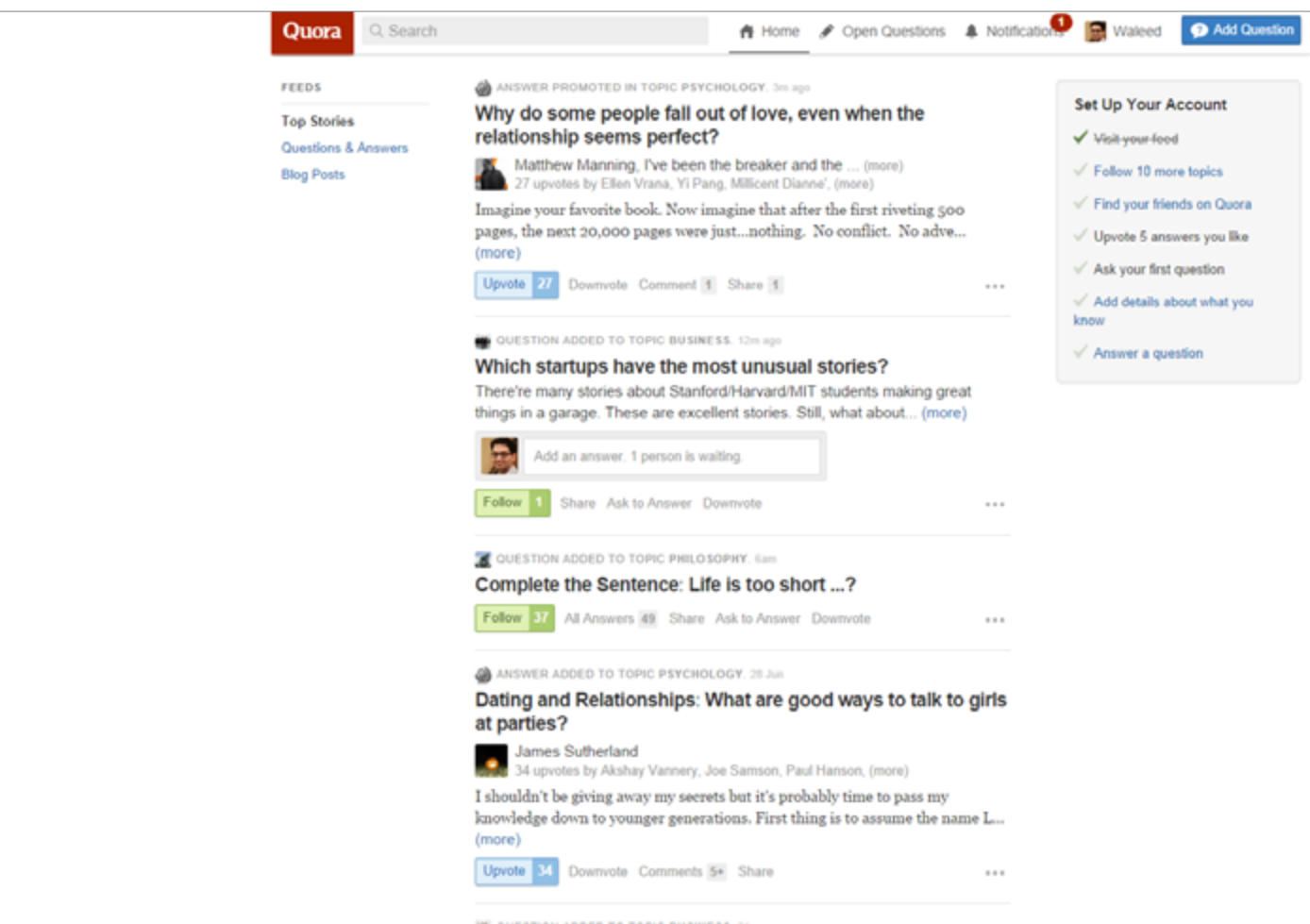


Photo credit: [Quora](#)

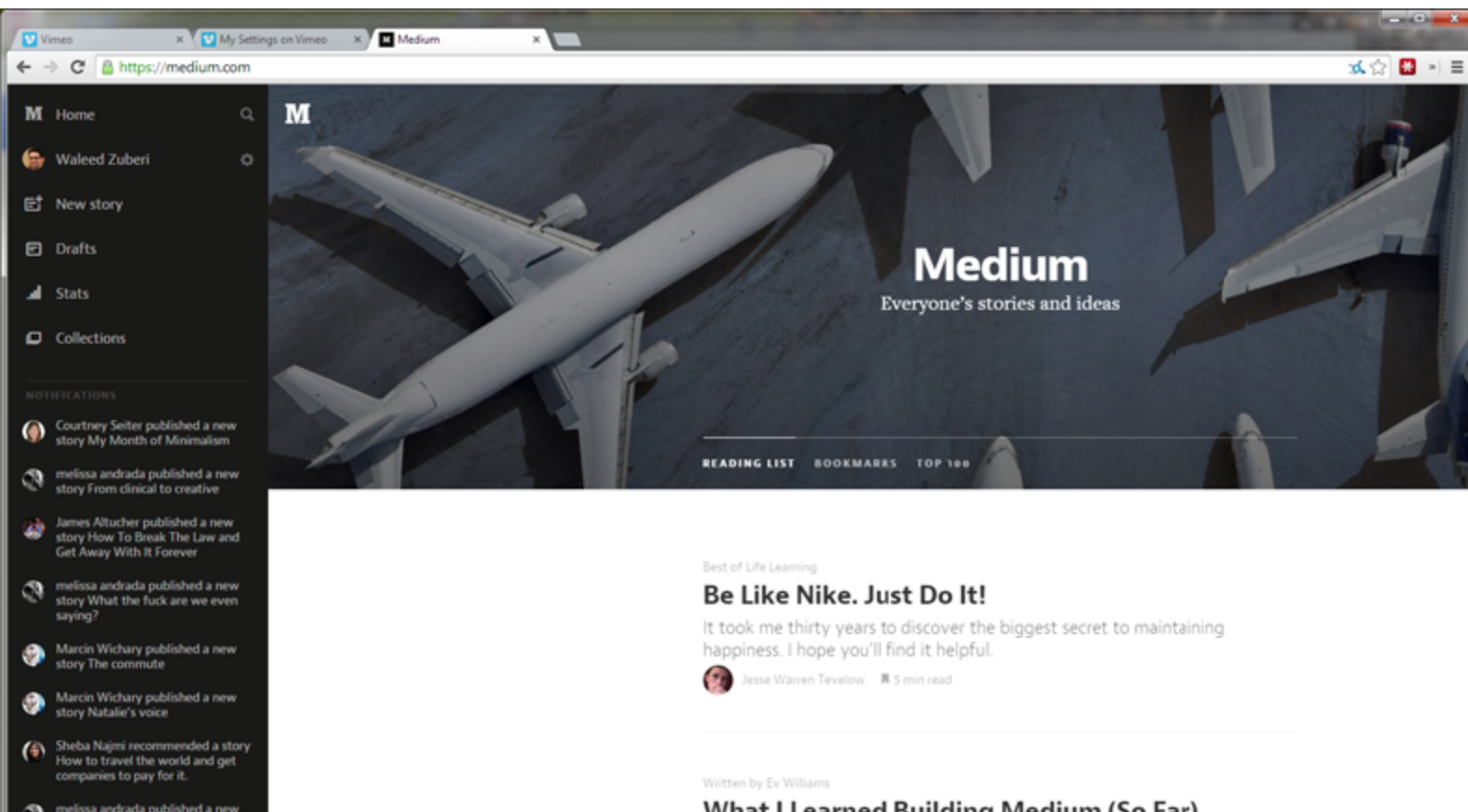


Photo credit: [Medium](#)

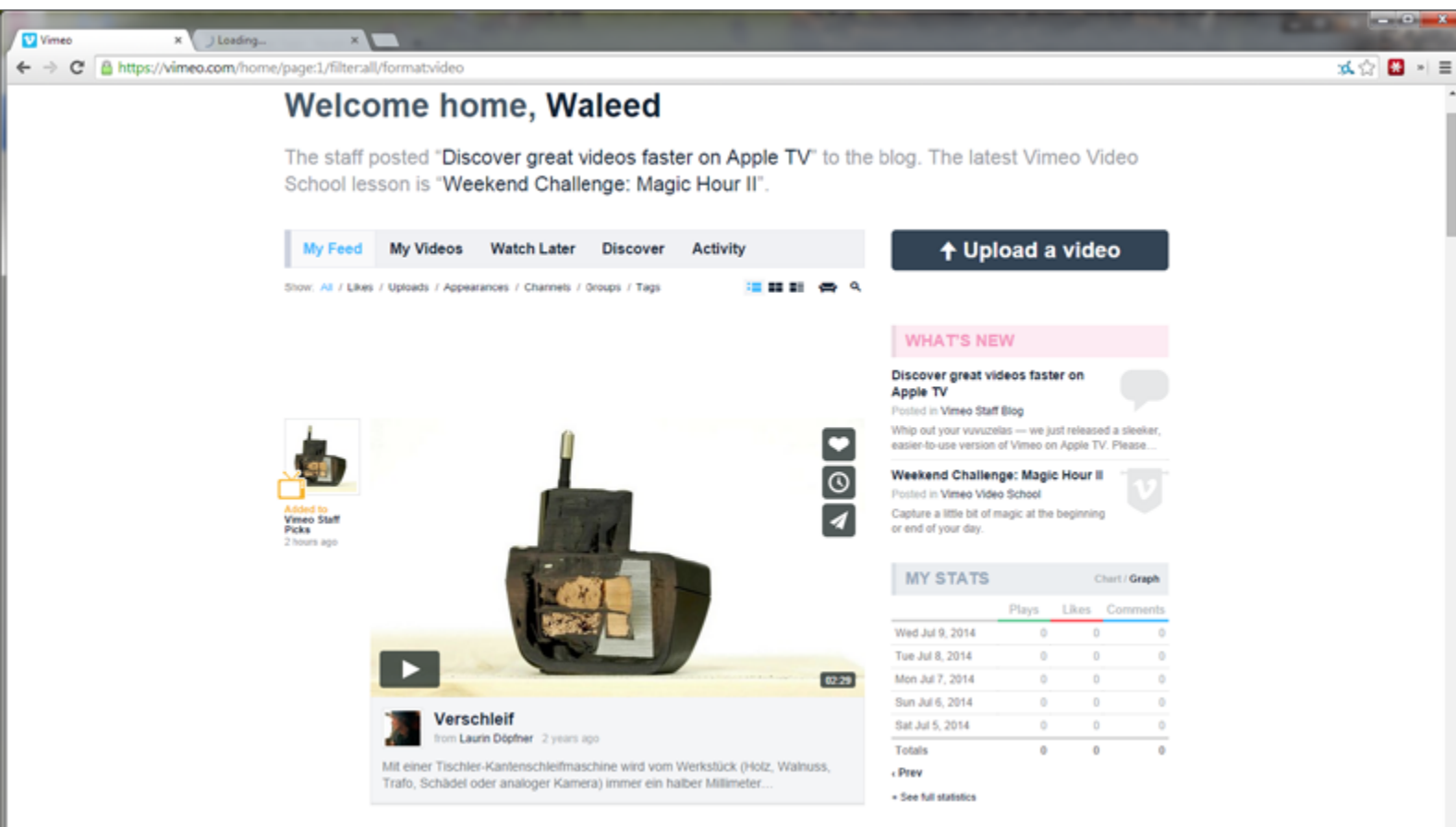


Photo credit: [Vimeo](#)

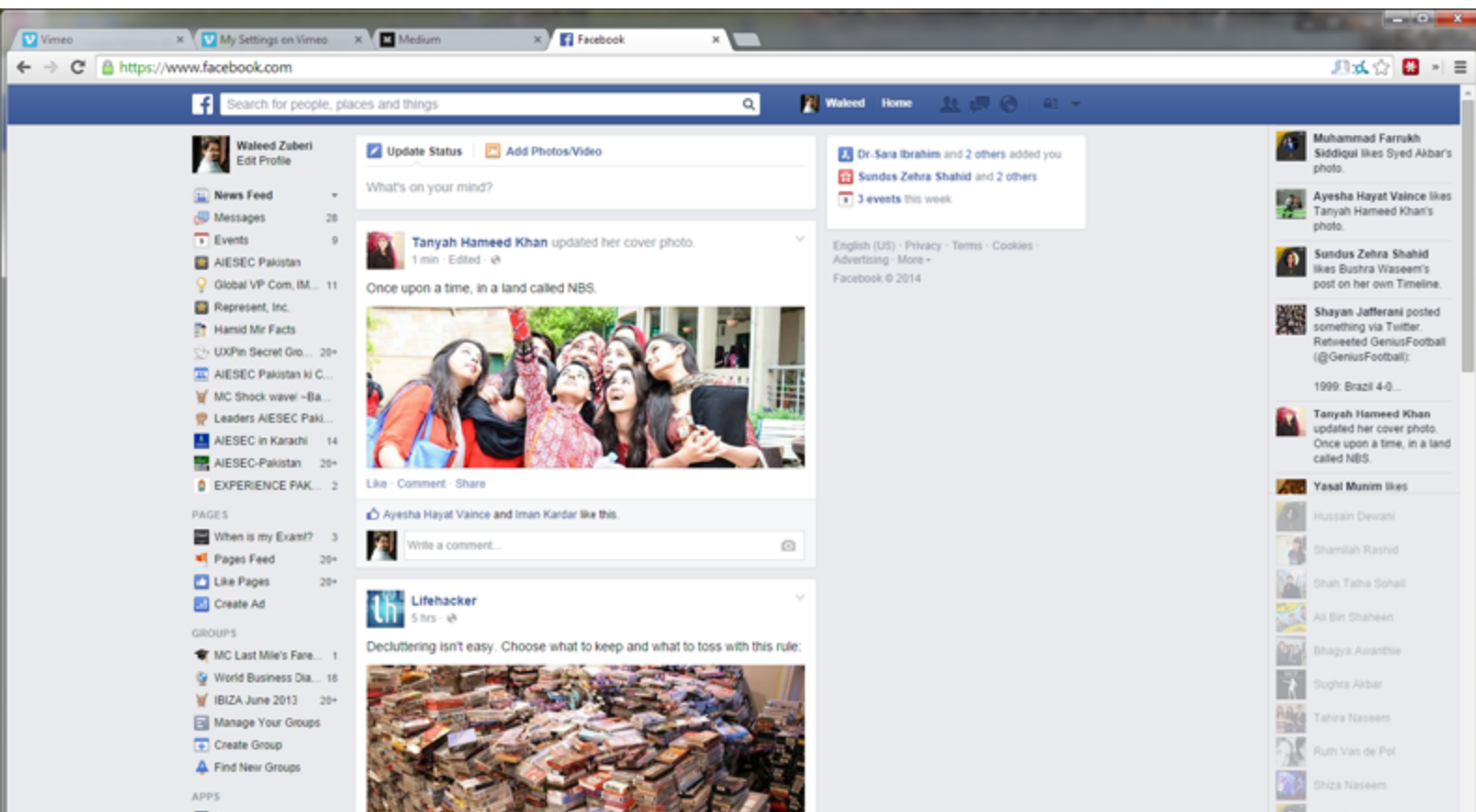


Photo credit: [Facebook](#)

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

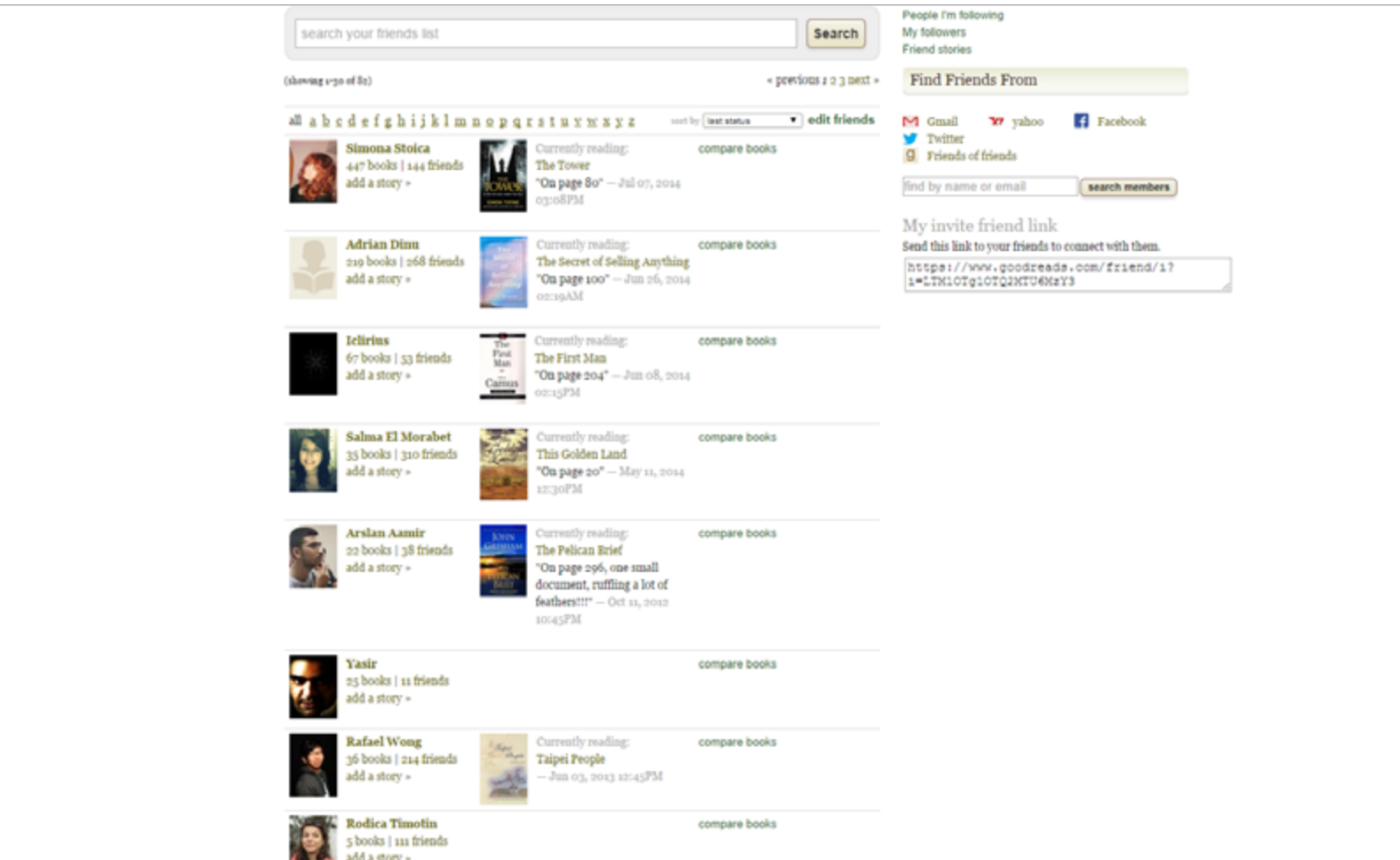


Photo credit: [Goodreads](#)

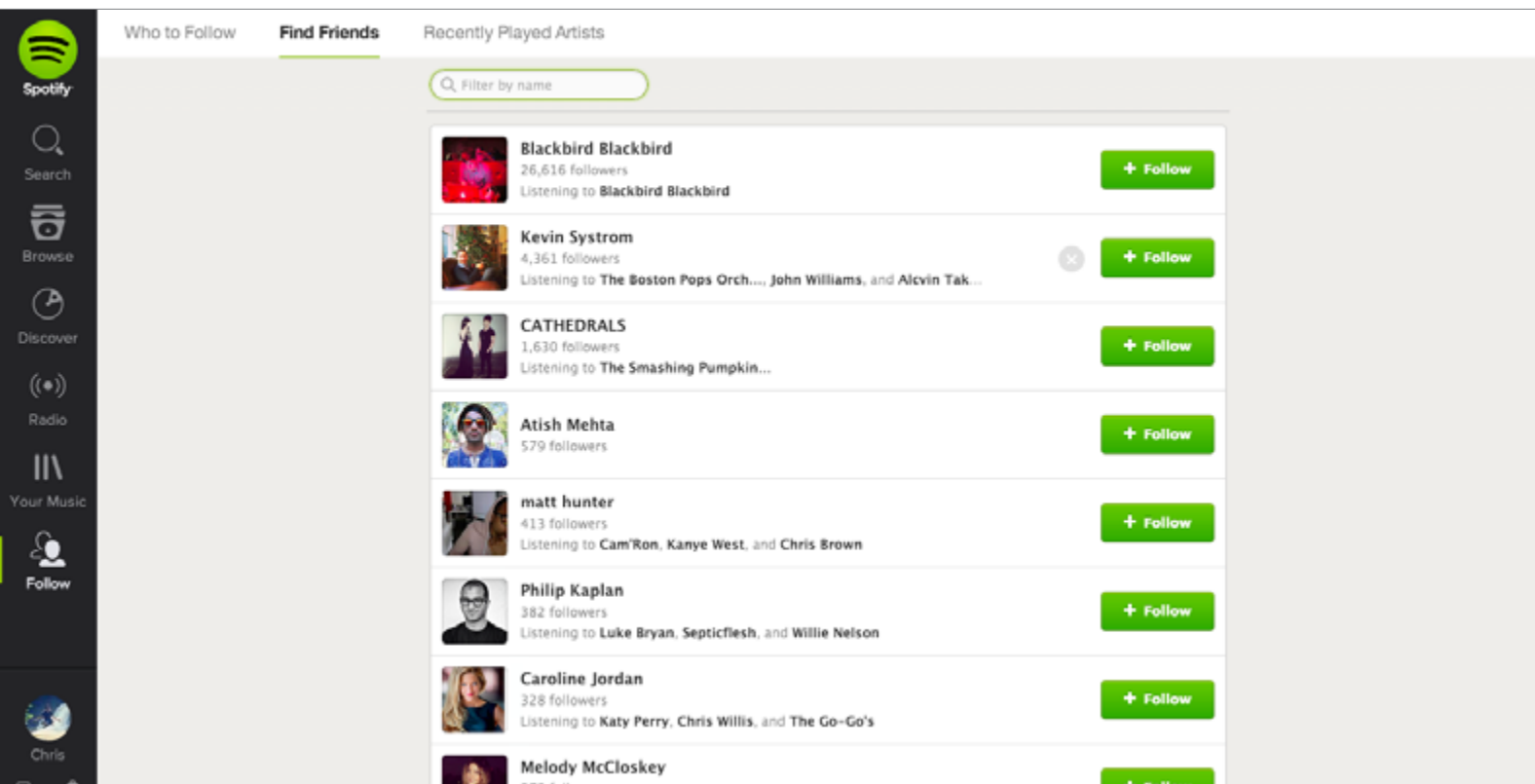


Photo credit: [Spotify](#)

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

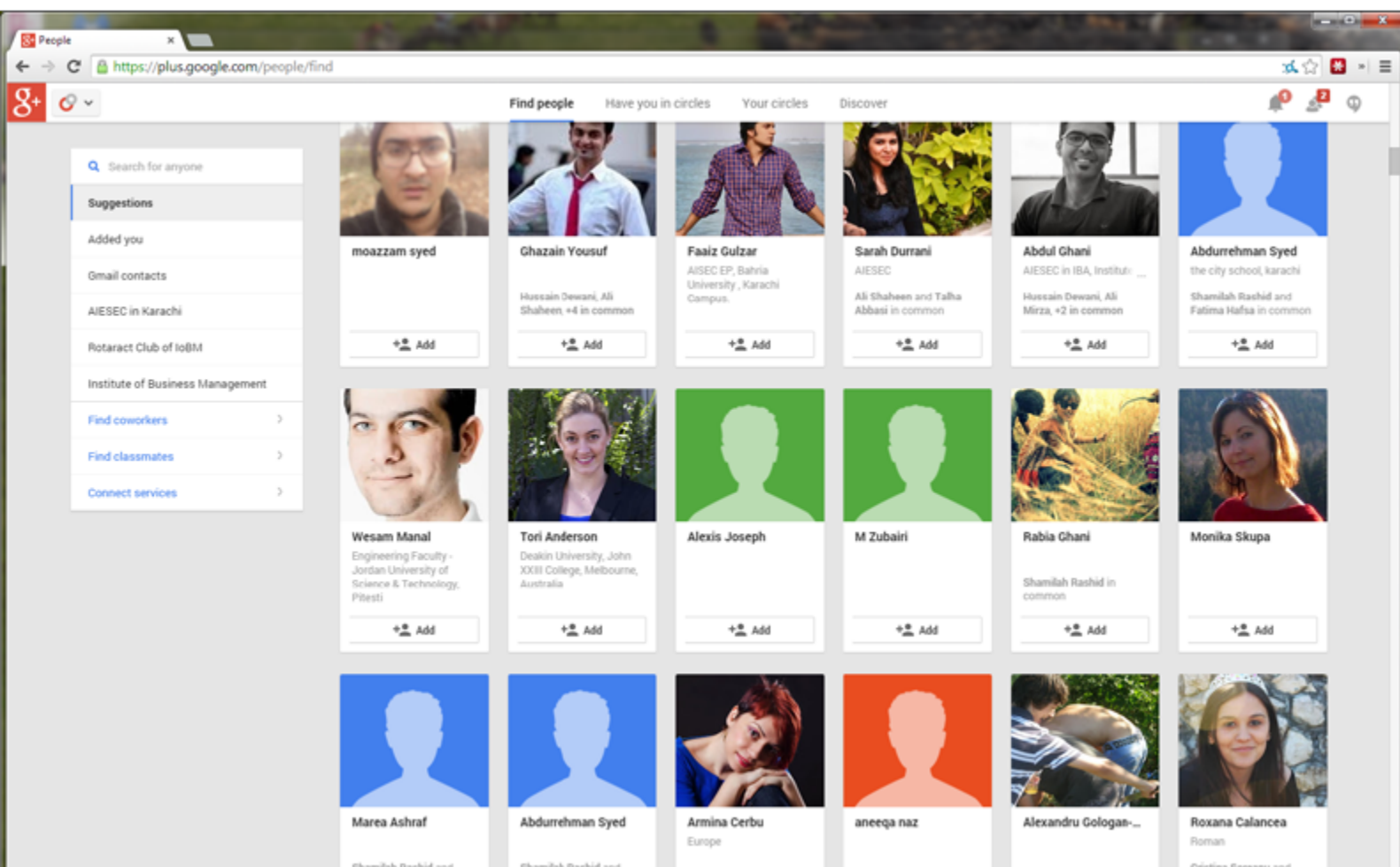


Photo credit: [Google+](#)

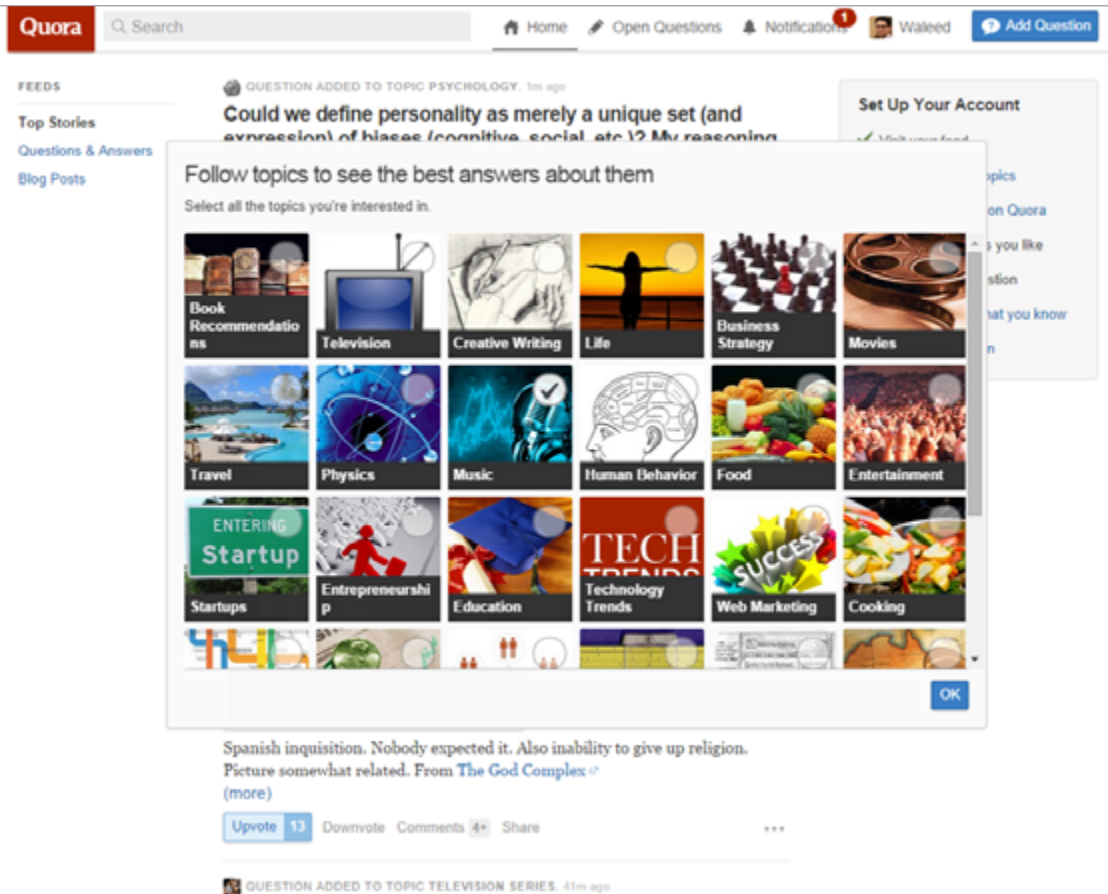


Photo credit: [Quora](#)

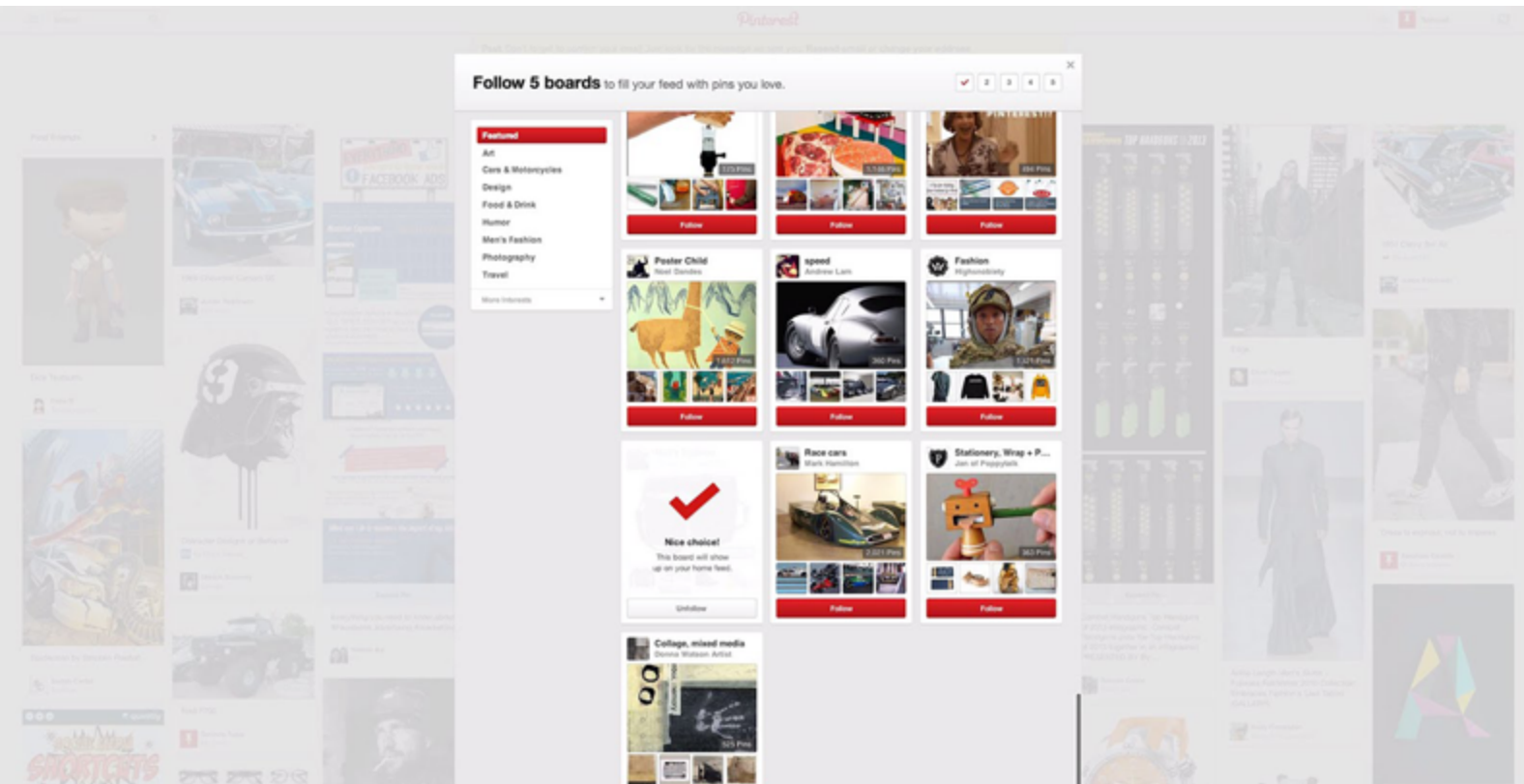


Photo credit: [Pinterest](#)

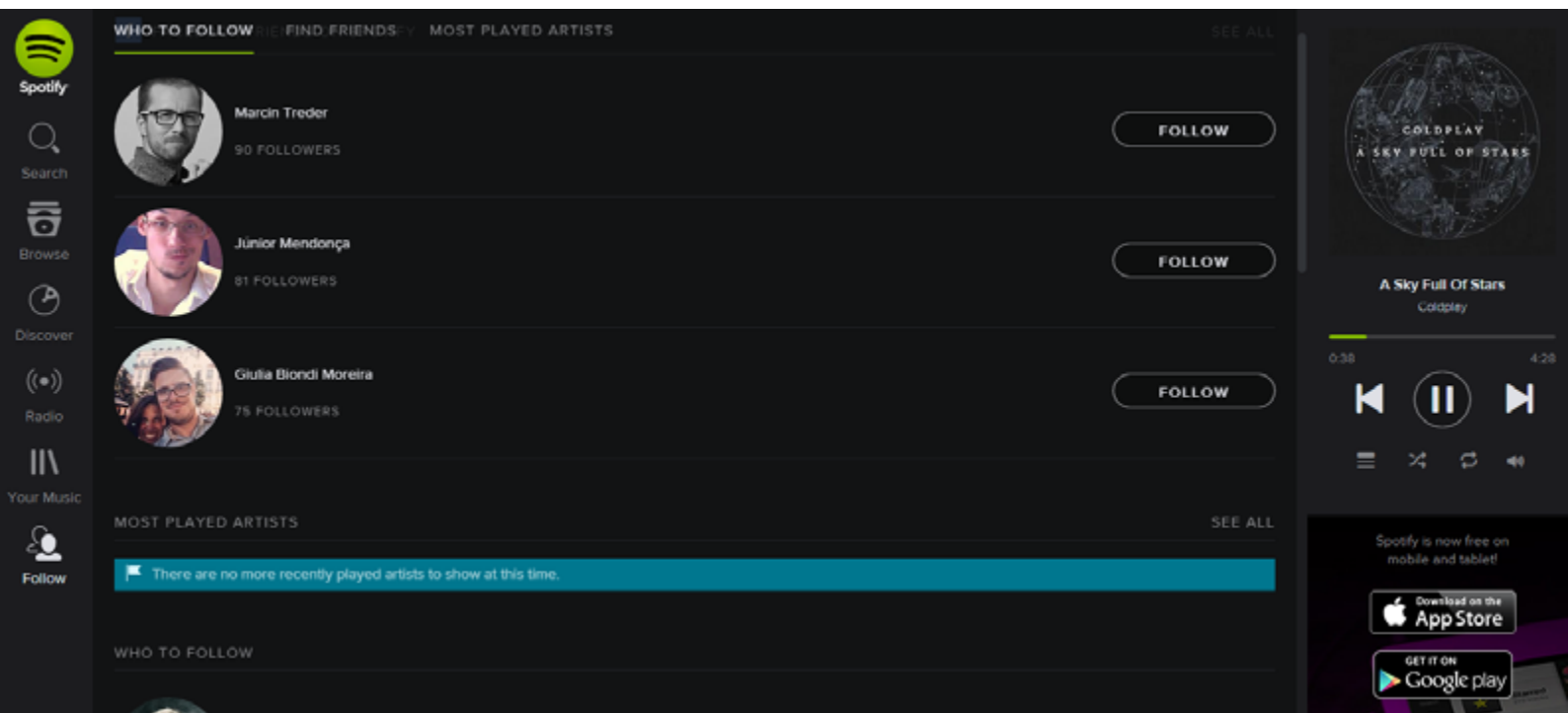


Photo credit: [Spotify](#)

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.

♥ Recommended



Tell others why you're recommending this story

Share · No thanks

WRITTEN BY



James Altucher

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.

Following

NEXT IN YOUR READING LIST

Raising Entrepreneurs

Fostering the entrepreneurial spirit in your kids

Photo credit: [Medium](#)

MY SUBREDDITS FRONT ALL RANDOM MIDLOWINTERESTING FUTUROLOGY GIFS JAMA SPORTS SNOWTHOUGHTS NEWS GAMING DOCUMENTARIES ART MOVIES DEY OLDSCHOOLCOOL LISTENTOTHIS NOTTHEBONZON TWOXCHROMOSOMES PHOTOSHOPBATTLES PICS EXPLAINING

reddit hot new rising controversial top gilded wiki promoted want to join? login or register in se

For as little as \$5, you can fund life-changing healthcare for a patient on Watsi, Y-Combinator's first nonprofit. (watsi.org) promoted by Watsi 31 comments share sponsored link what's this?

trending subreddits /r/soccer /r/whatisthisthing /r/babyelaphantgifs /r/TryThisOut /r/RiceCookerRecipes 15 comments

1 5048 Saw this guy on War Thunder (Limgur.com) submitted 3 hours ago by ihsaPurple to /r/gaming 181 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." (Limgur.com) submitted 3 hours ago by Musicat78 to /r/aww 363 comments share pocket

3 3405 Took my daughter out for a nice dinner. (Limgur.com) submitted 3 hours ago by thegreatbarbie to /r/funny 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] (Limgur.com) submitted 4 hours ago by keyboardfitch to /r/pics 1462 comments share pocket

5 3823 Bat-bear fighting an invisible enemy in a bath [x-post r/aww] (Limgur.com) submitted 3 hours ago by Thund3rbolt 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 Margothic 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.SAMA) submitted 4 hours ago * by glenngreenwald to /r/SAMA 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 final! As you can see, it is not easy, but you deserve it, congratulations" (Roughly translated) (Limgur.com) submitted 6 hours ago by galbyro to /r/worldcup 644 comments share pocket

daily reddit gold goal help support reddit

Photo credit: [Reddit](#)

0 1 Cartoons: What are the... c++ 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. - Jazen Thomas Jun 26 at 13:01

add / show 24 more comments

45 Answers active oldest votes

1 2 next

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

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

this will satisfy both of your requirements:

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

share | edit | flag

edited Jul 2 at 5:32 David 7,259 • 18 • 61 • 84 answered Jun 26 at 12:33 Jeffrey 30.6k • 11 • 52 • 108

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

Java?

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

Hot Network Questions

- Why are female wizards called "witches"?
- Show not implemented functionalities to tease the user
- Why does `'int(char)(byte)-Z'` produce 65534 in Java?
- Hot spare host vs cold spare host?
- What should we consider when upgrading from SDL Tridion 2011 to 2013 and putting our non-production environments on the cloud?
- Prime factor in reverse order
- Watching the football World Cup final in Amsterdam
- How do you decide when to go home for the day?
- Advancing today by x days
- How does the pyramidalization effect the bonding angles in a distorted octahedral environment?
- How can I discourage employees from working voluntary overtime?
- How can I confirm that the binaries in my Ubuntu are from the source code it should be from?
- The ambiguity of set theory


Photo credit: [Stack Overflow](#)

Quora

Search

Home Open Questions Notifications Waleed Add Question

Latest activity: 12m ago



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.

Upvoted 36 Downvote Comments 12+ Share 33

Sabuj Chattopadhyay, Autodidact
2.3k upvotes by Felipe Guerrero, 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

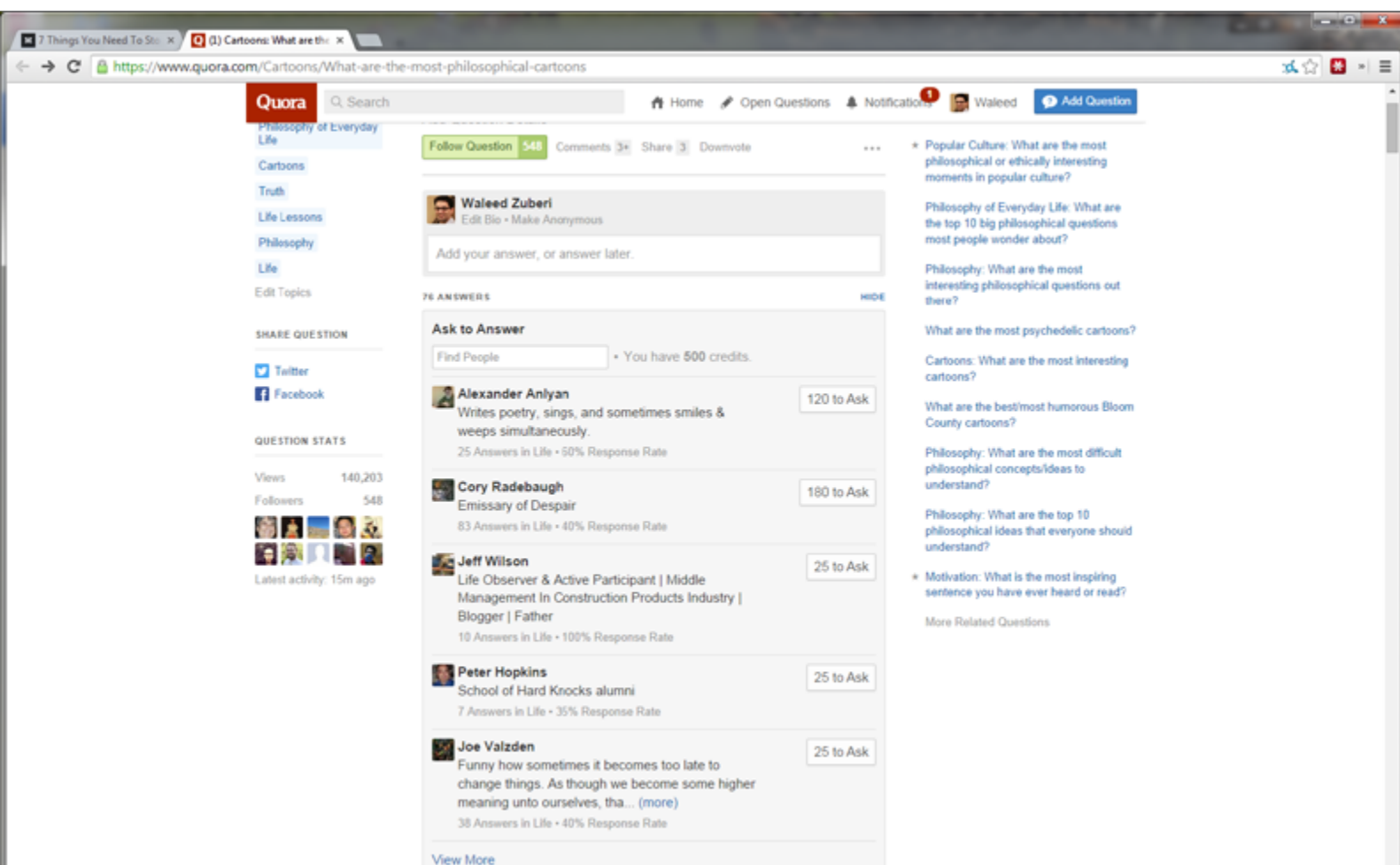


Photo credit: [Quora](#)

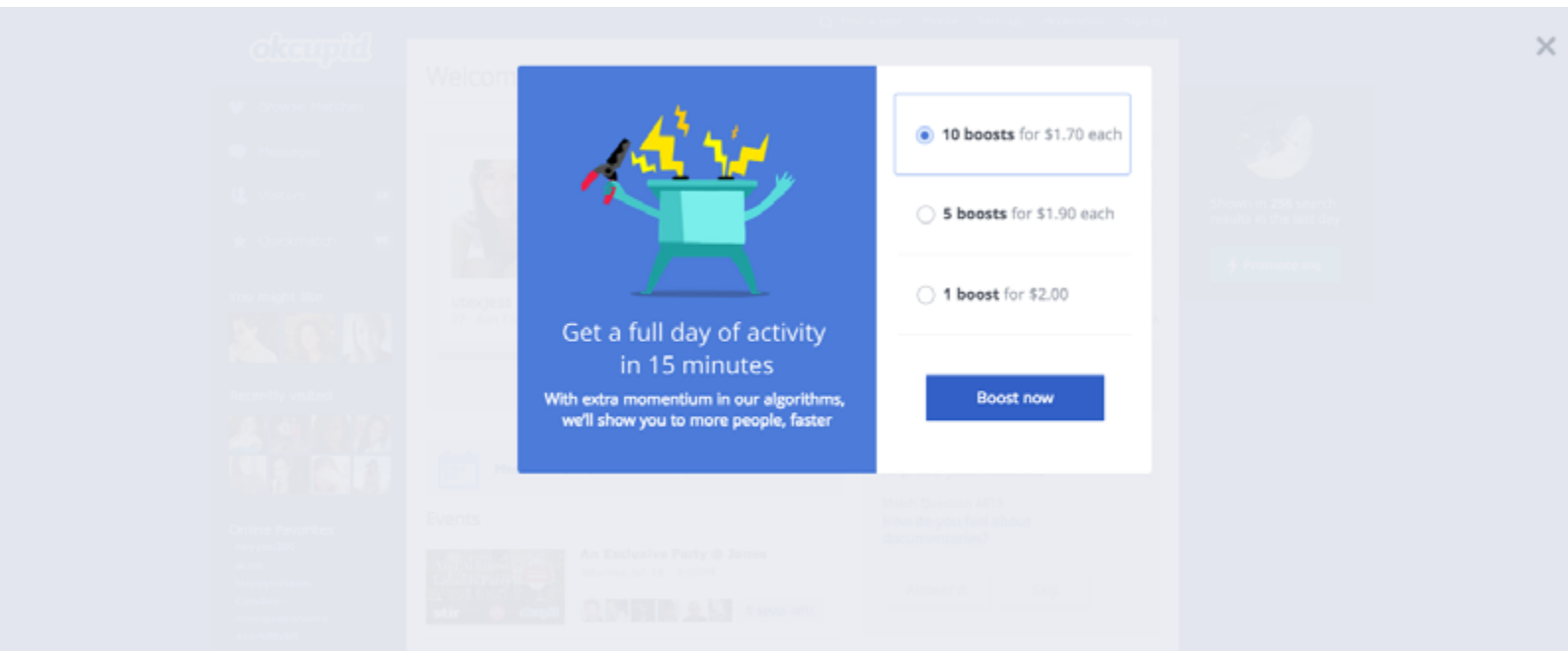


Photo credit: [OkCupid](#)

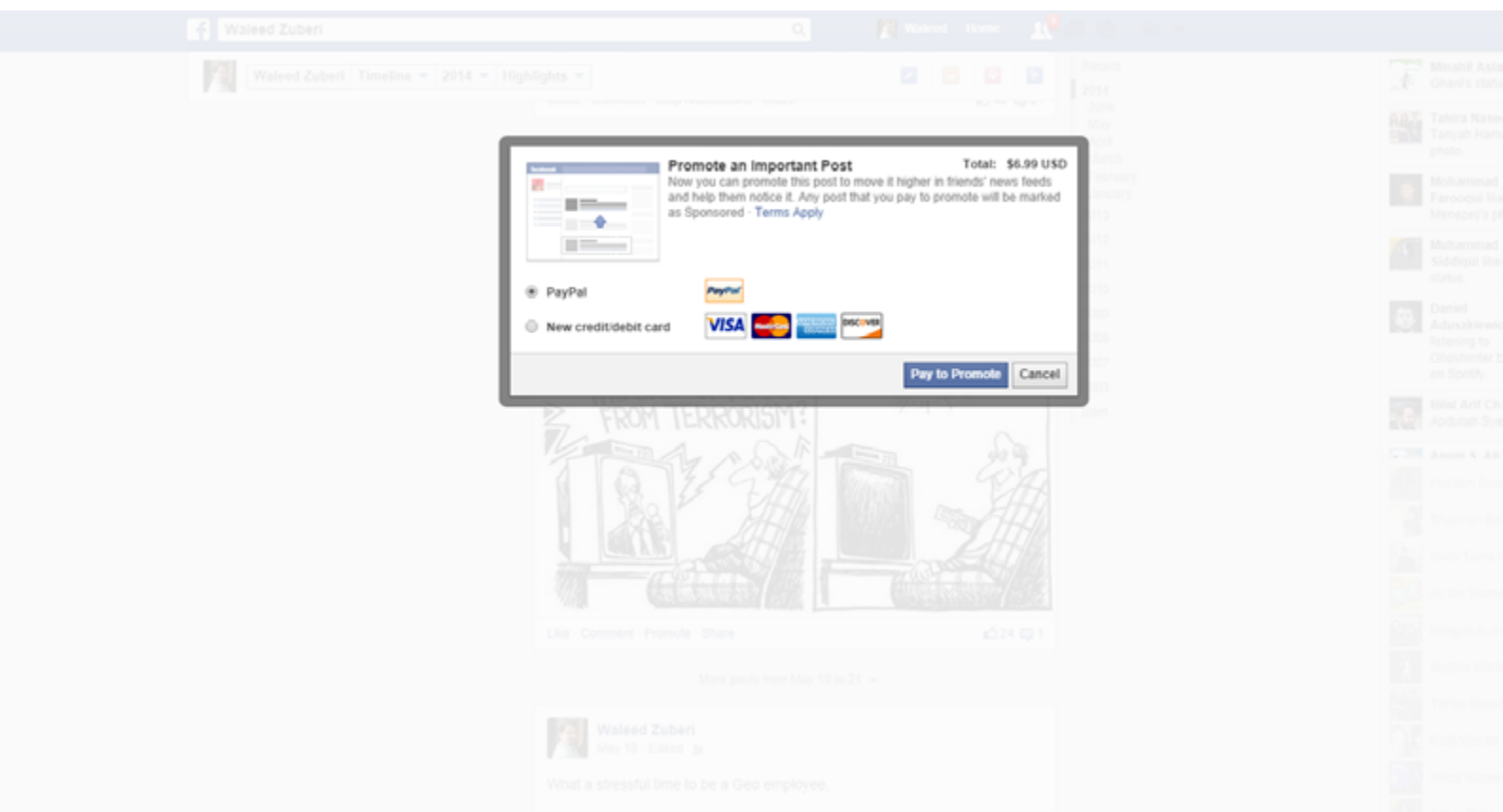


Photo credit: [Facebook](#)

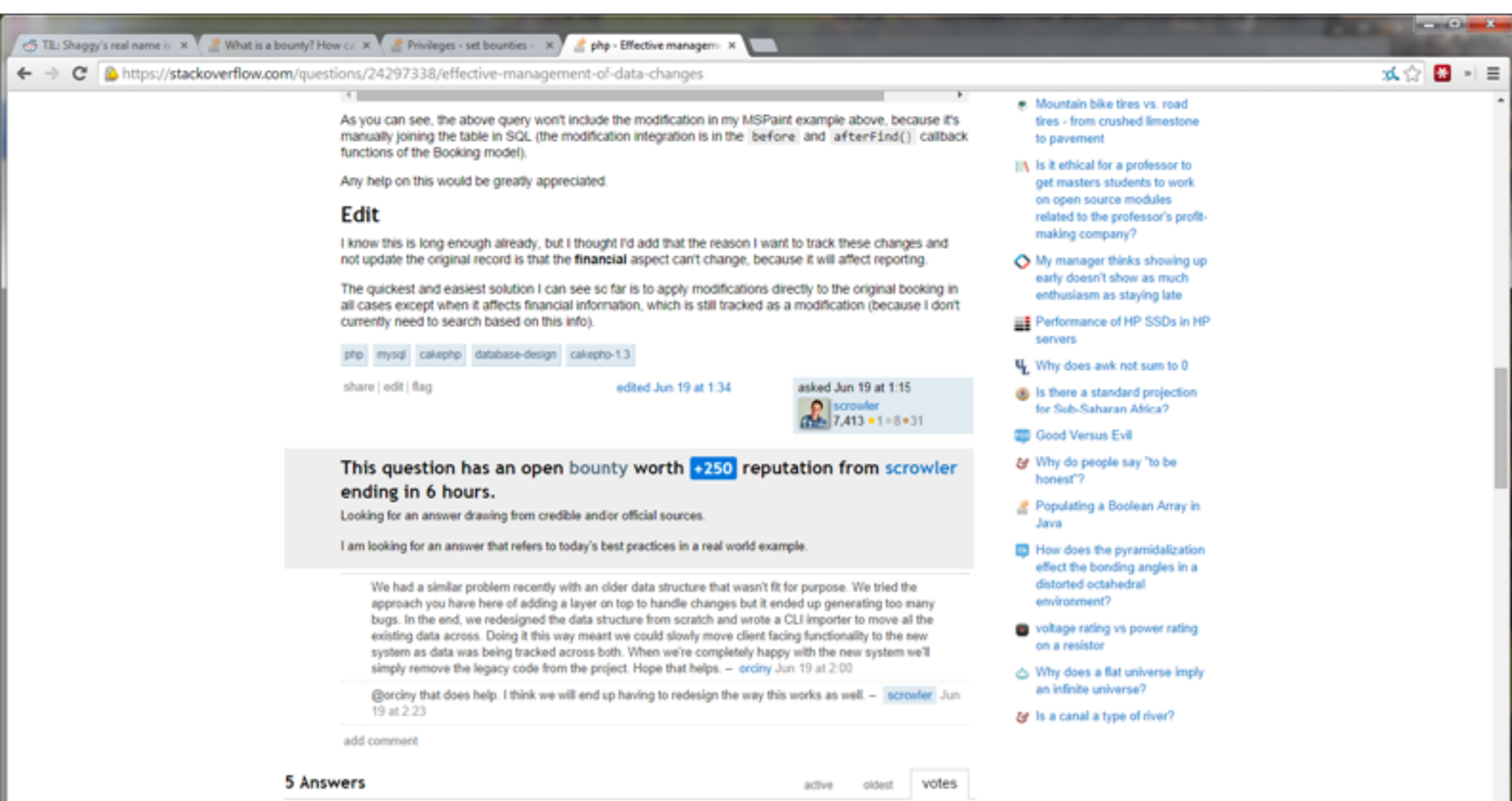


Photo credit: [Stack Overflow](#)

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

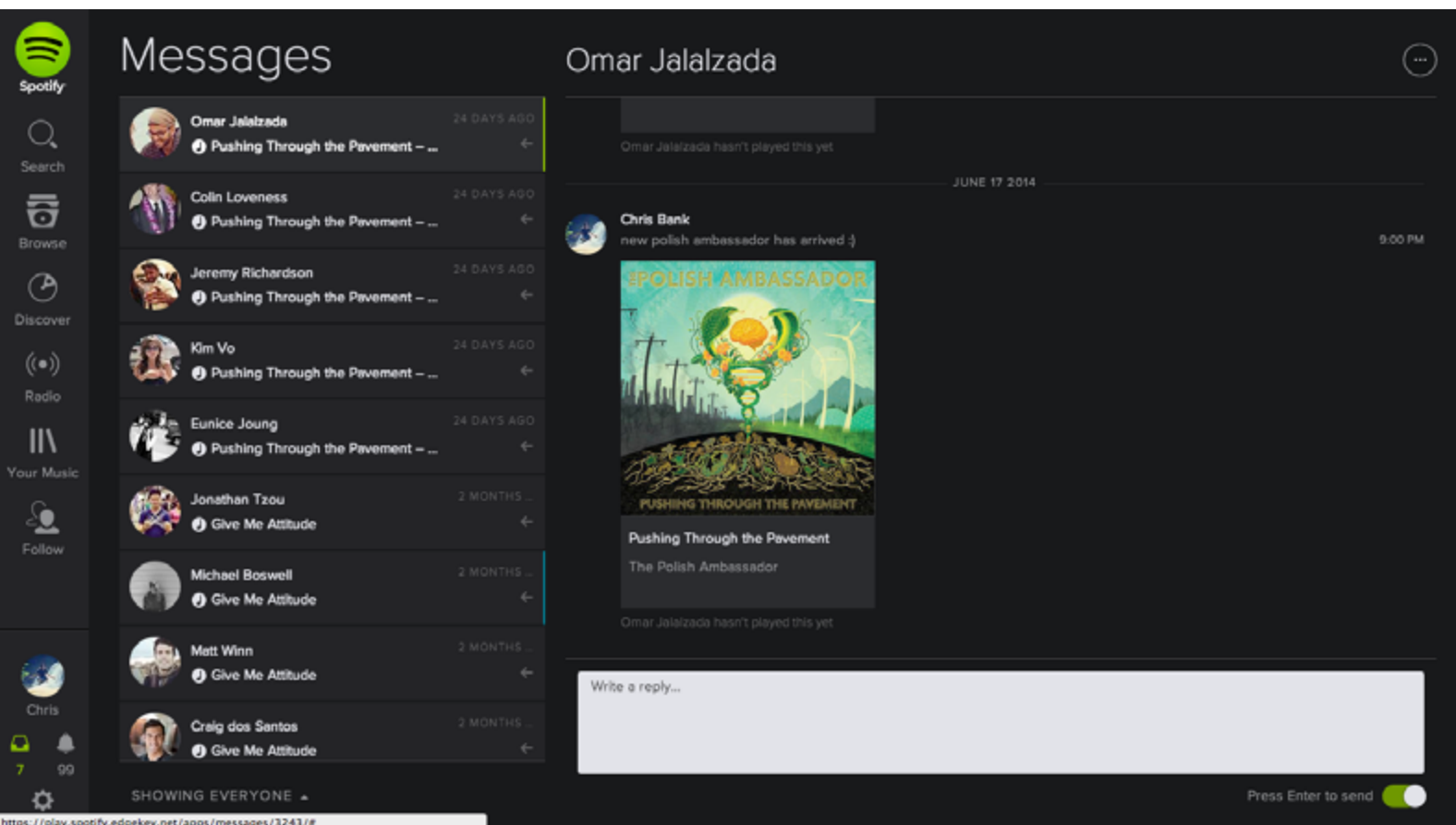


Photo credit: [Spotify](#)

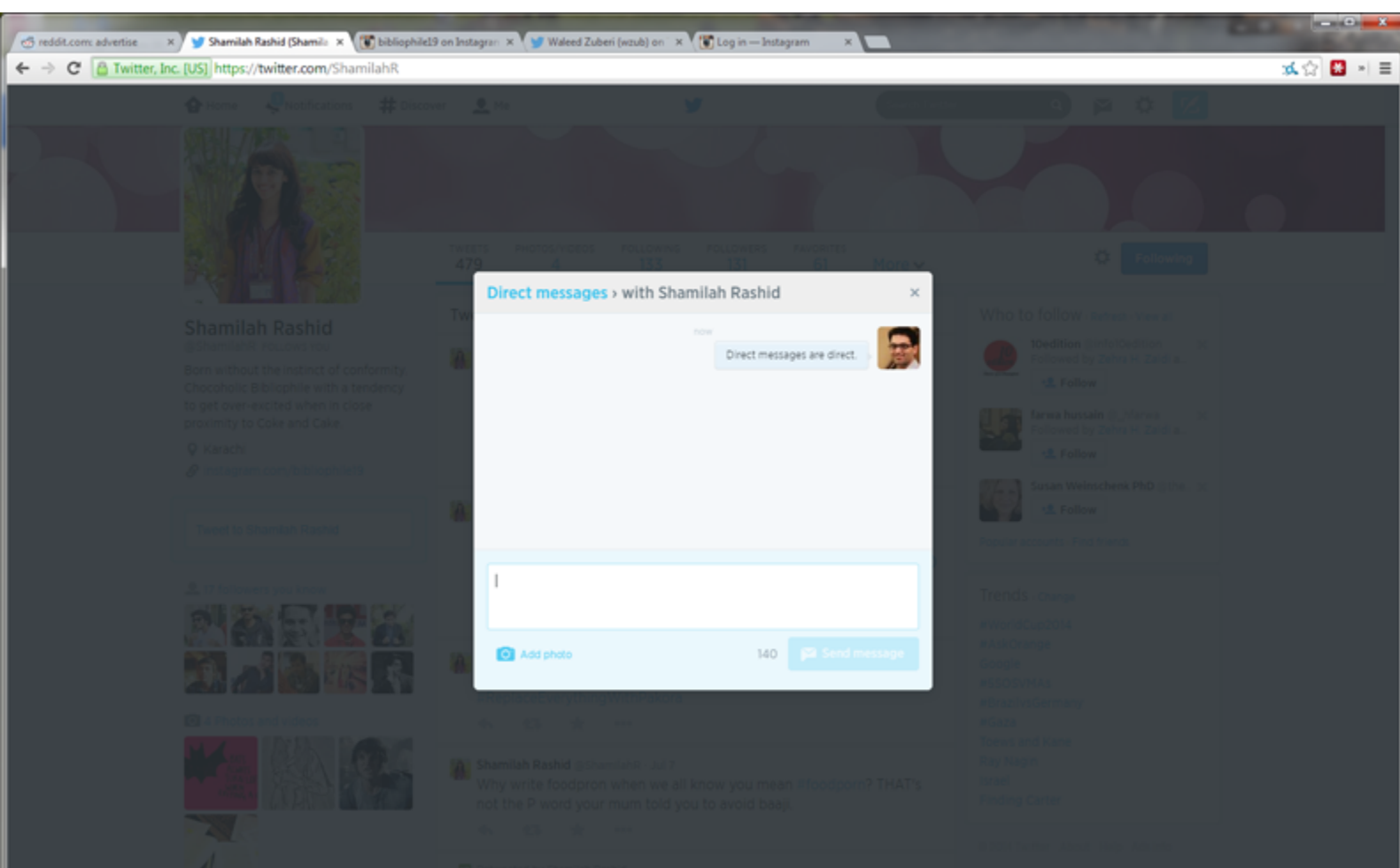


Photo credit: [Twitter](#)

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

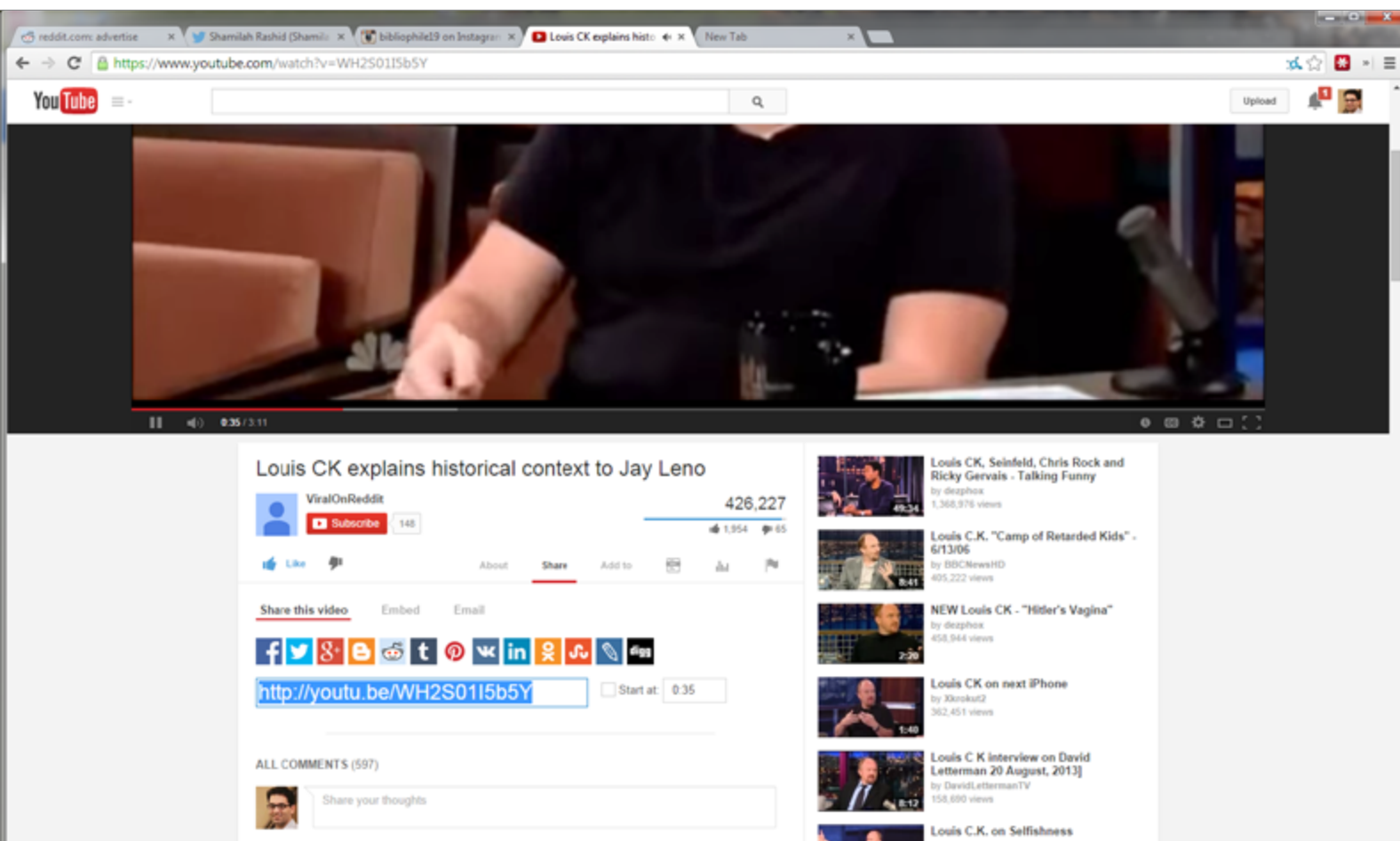


Photo credit: [Youtube](#)

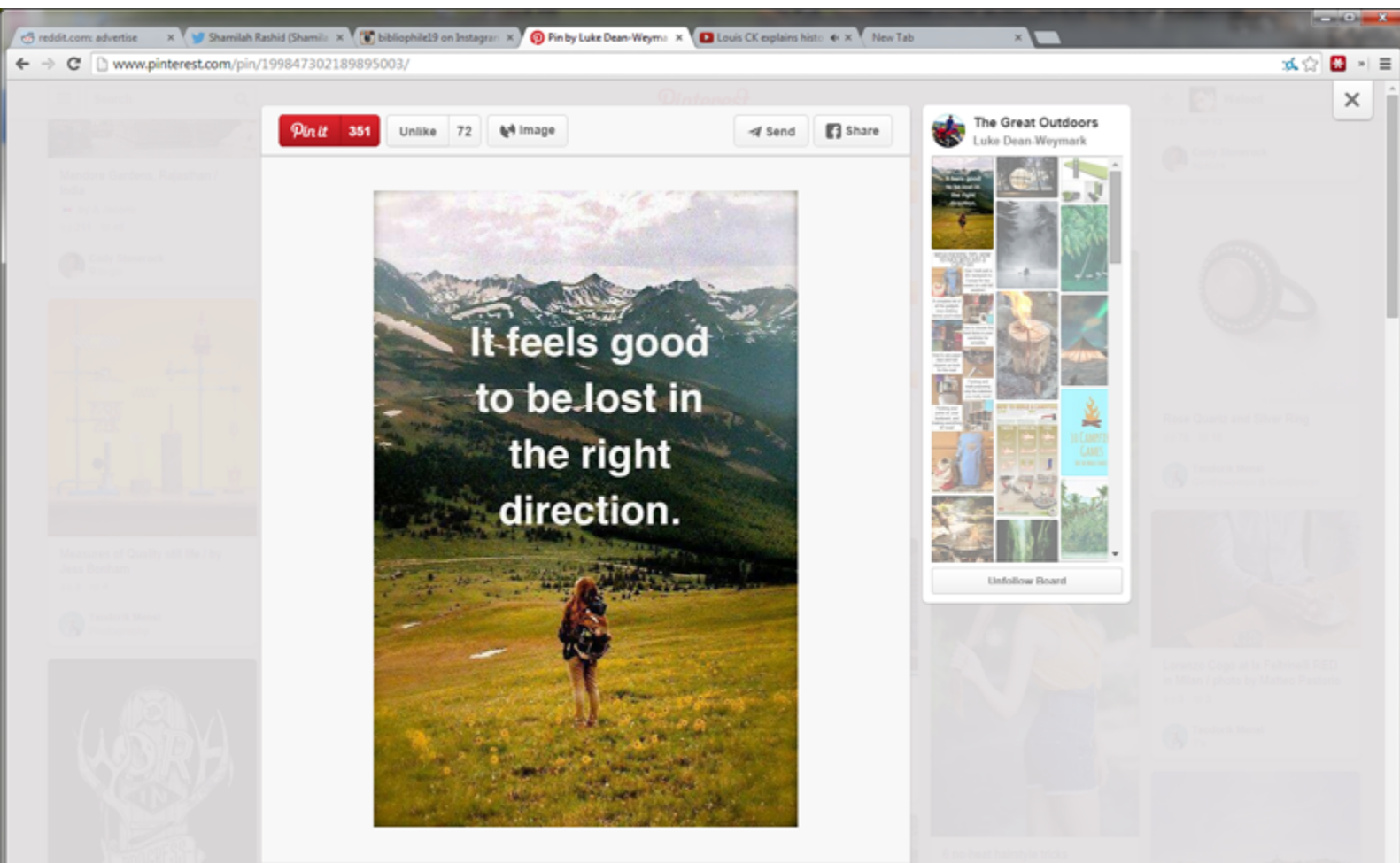


Photo credit: [Pinterest](#)

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

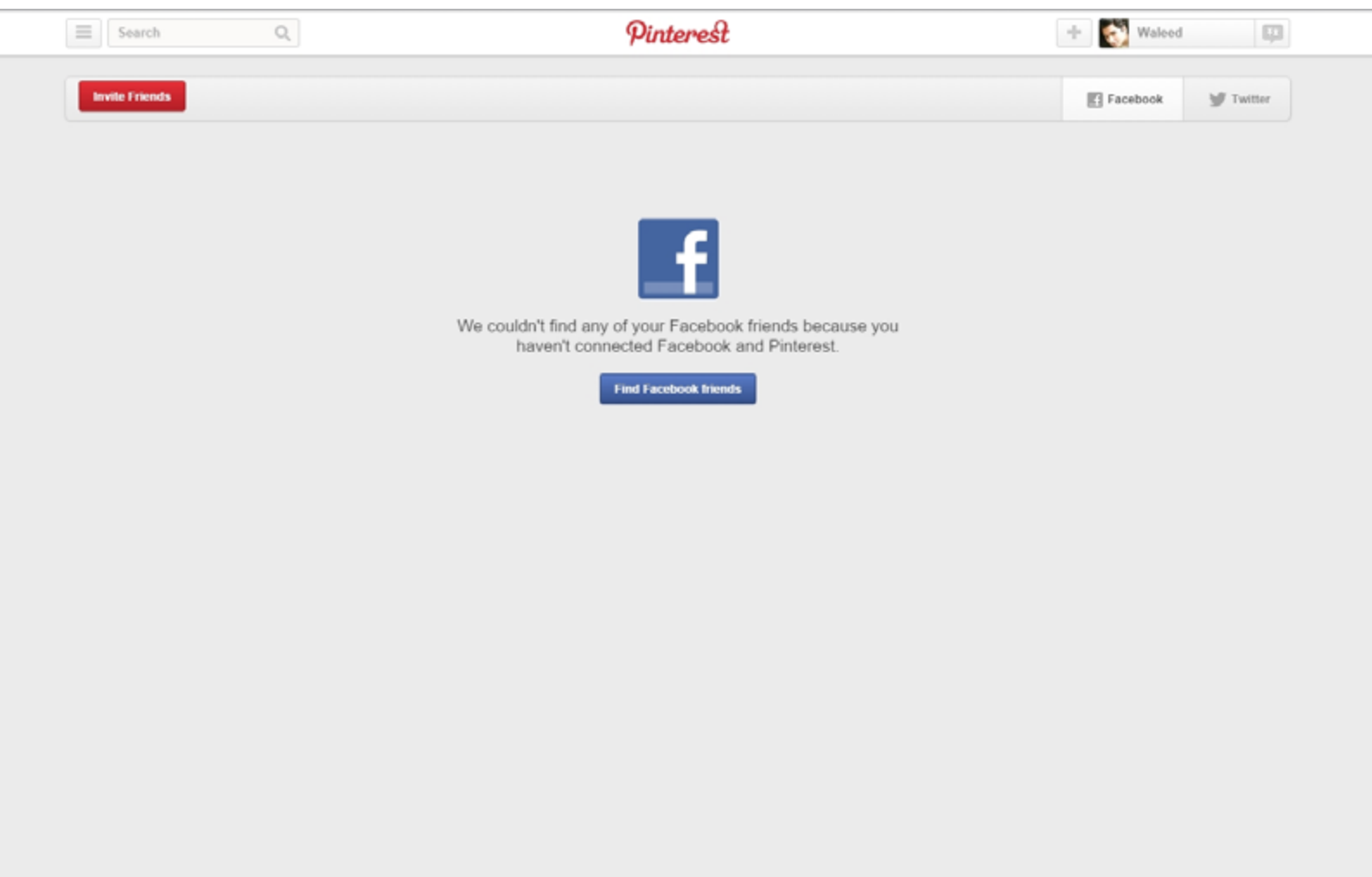


Photo credit: [Pinterest](#)

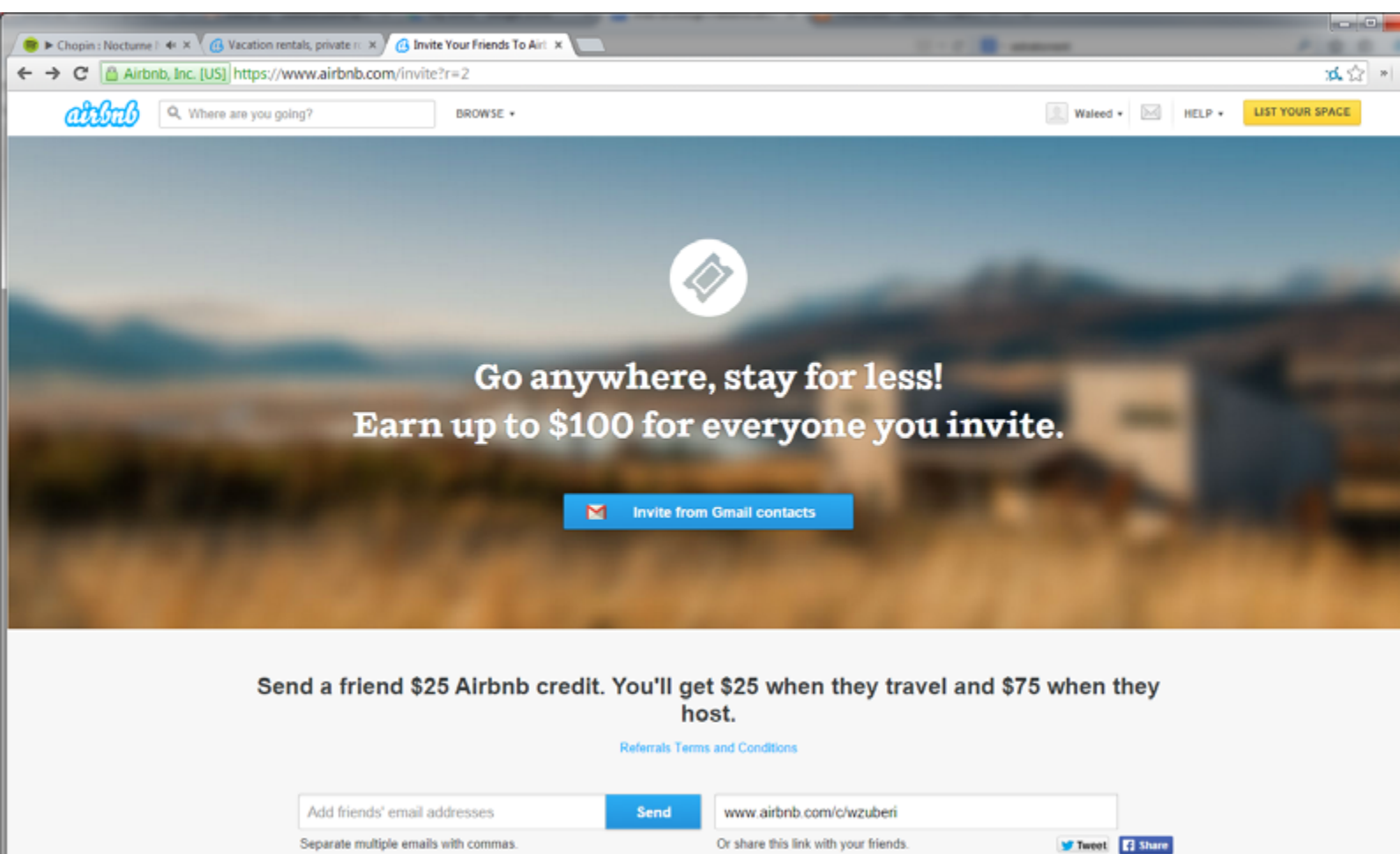


Photo credit: [Airbnb](#)

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

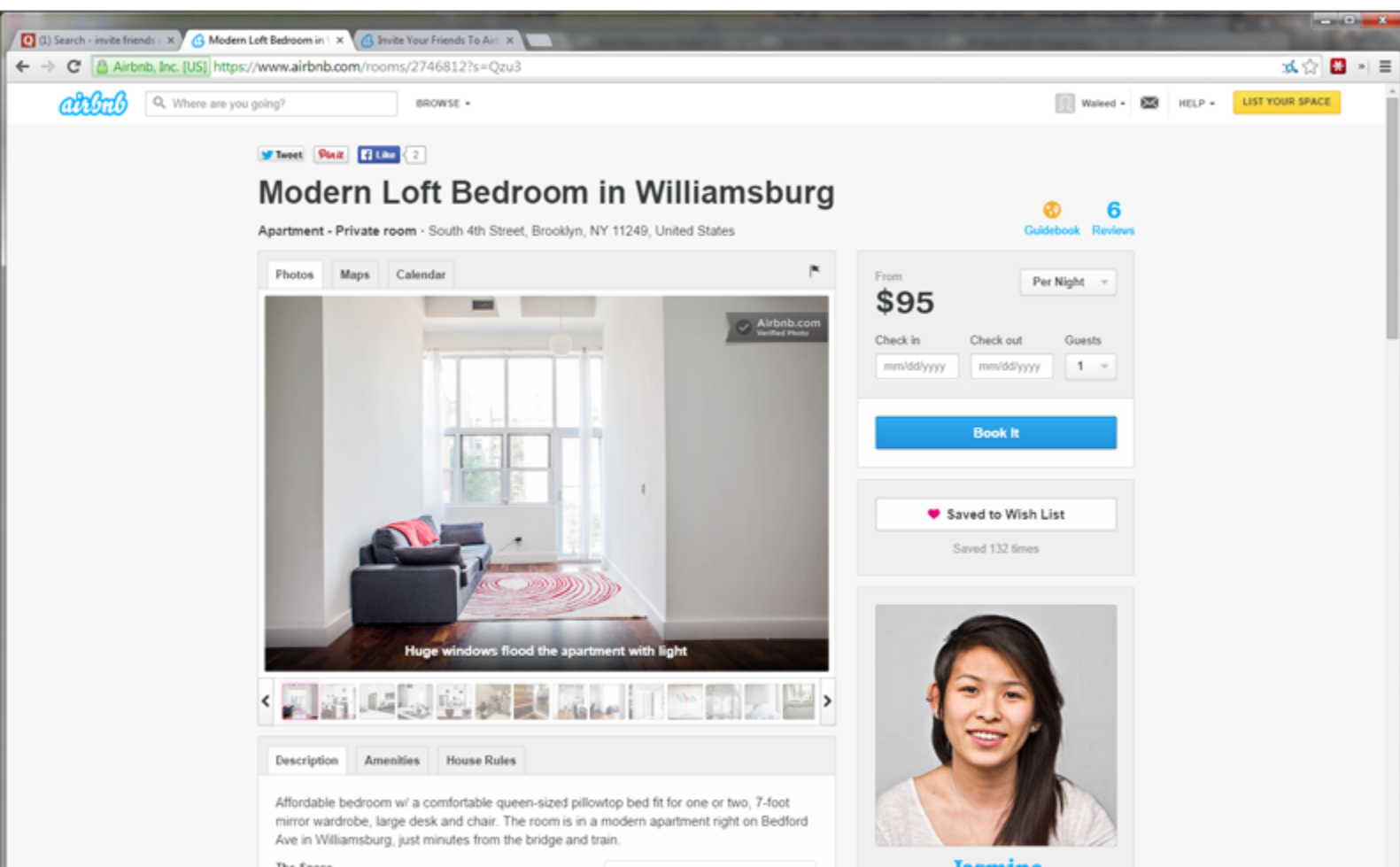
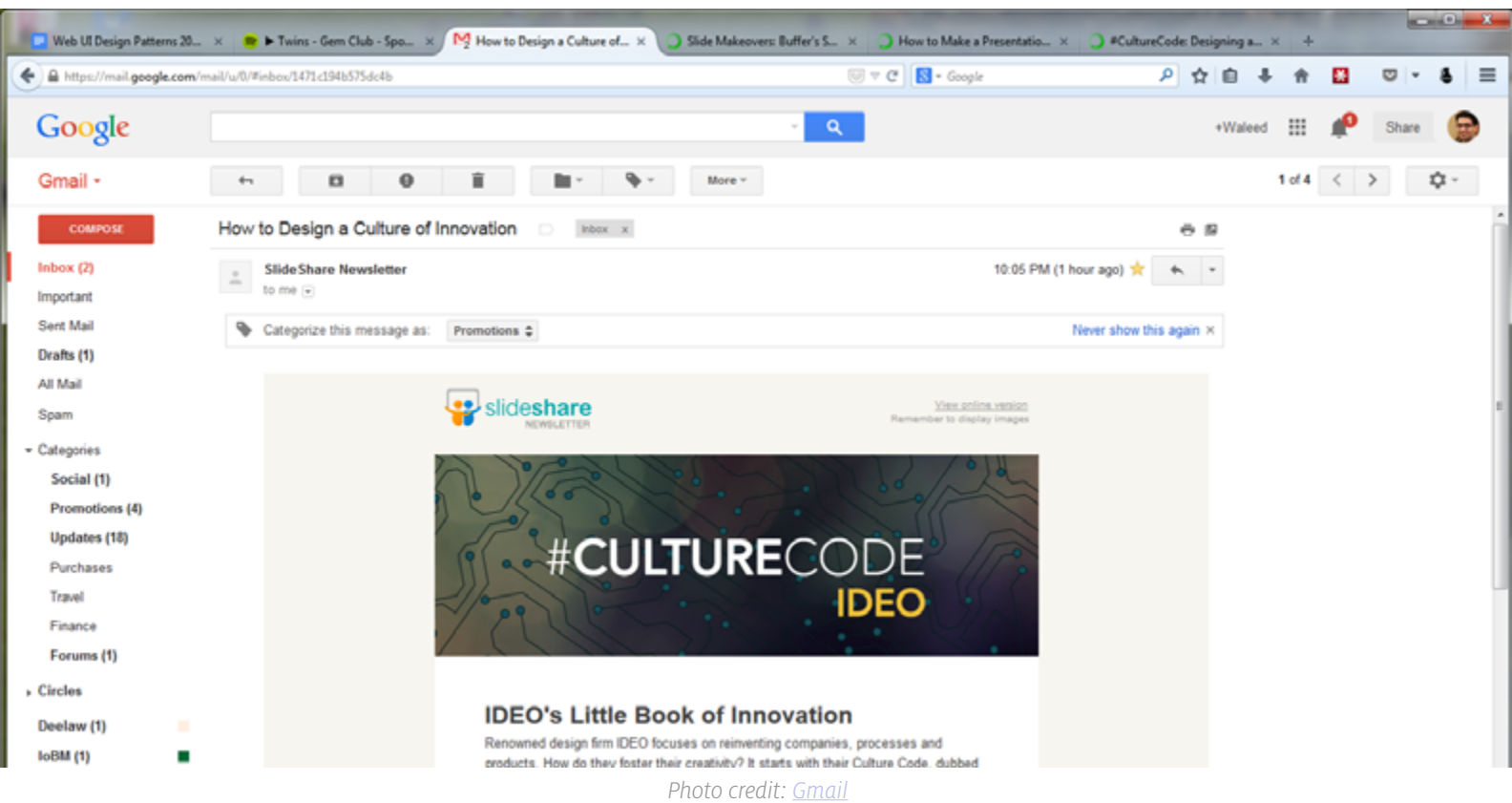


Photo credit: [Airbnb](#)



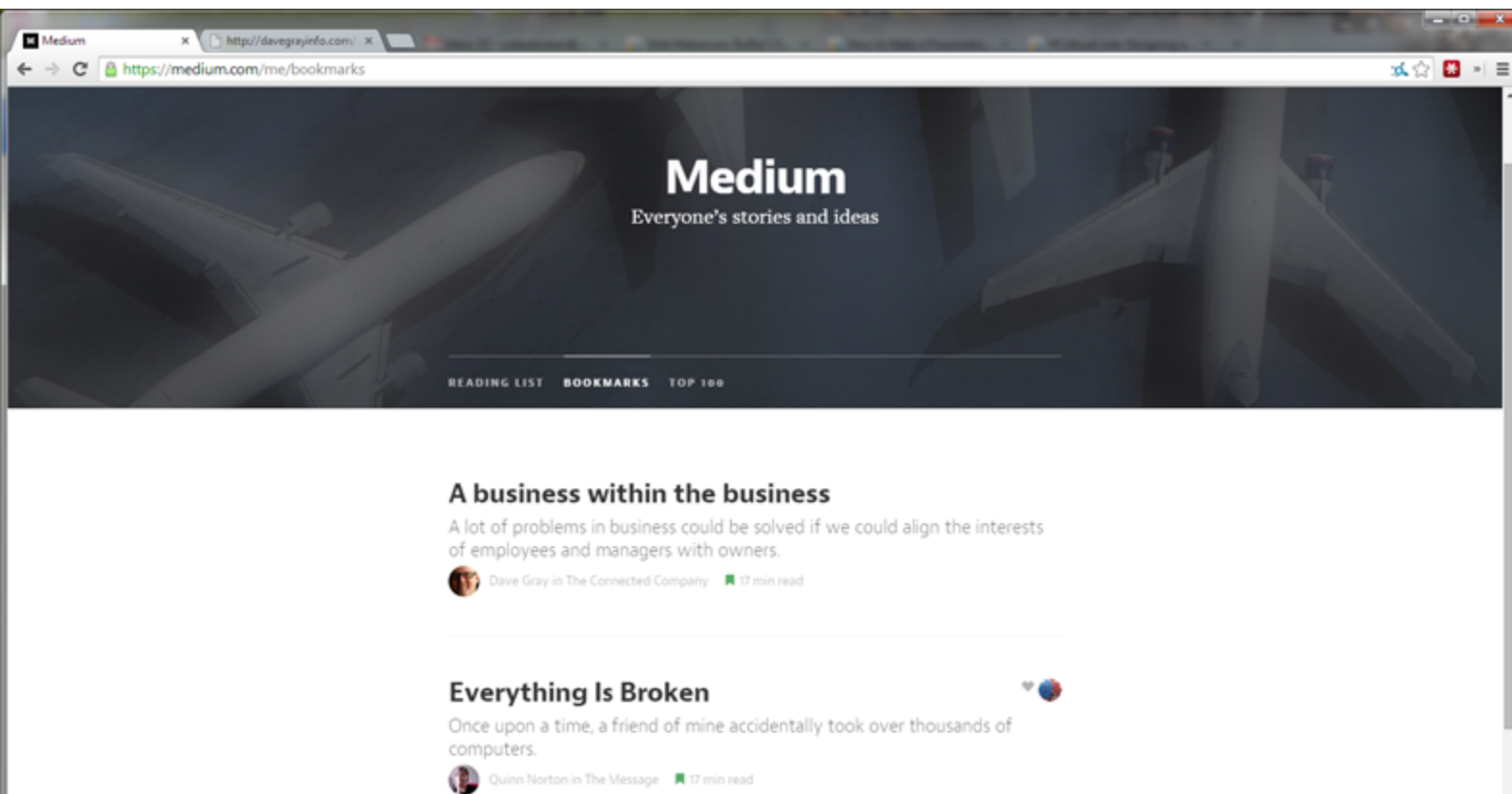


Photo credit: [Medium](#)

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

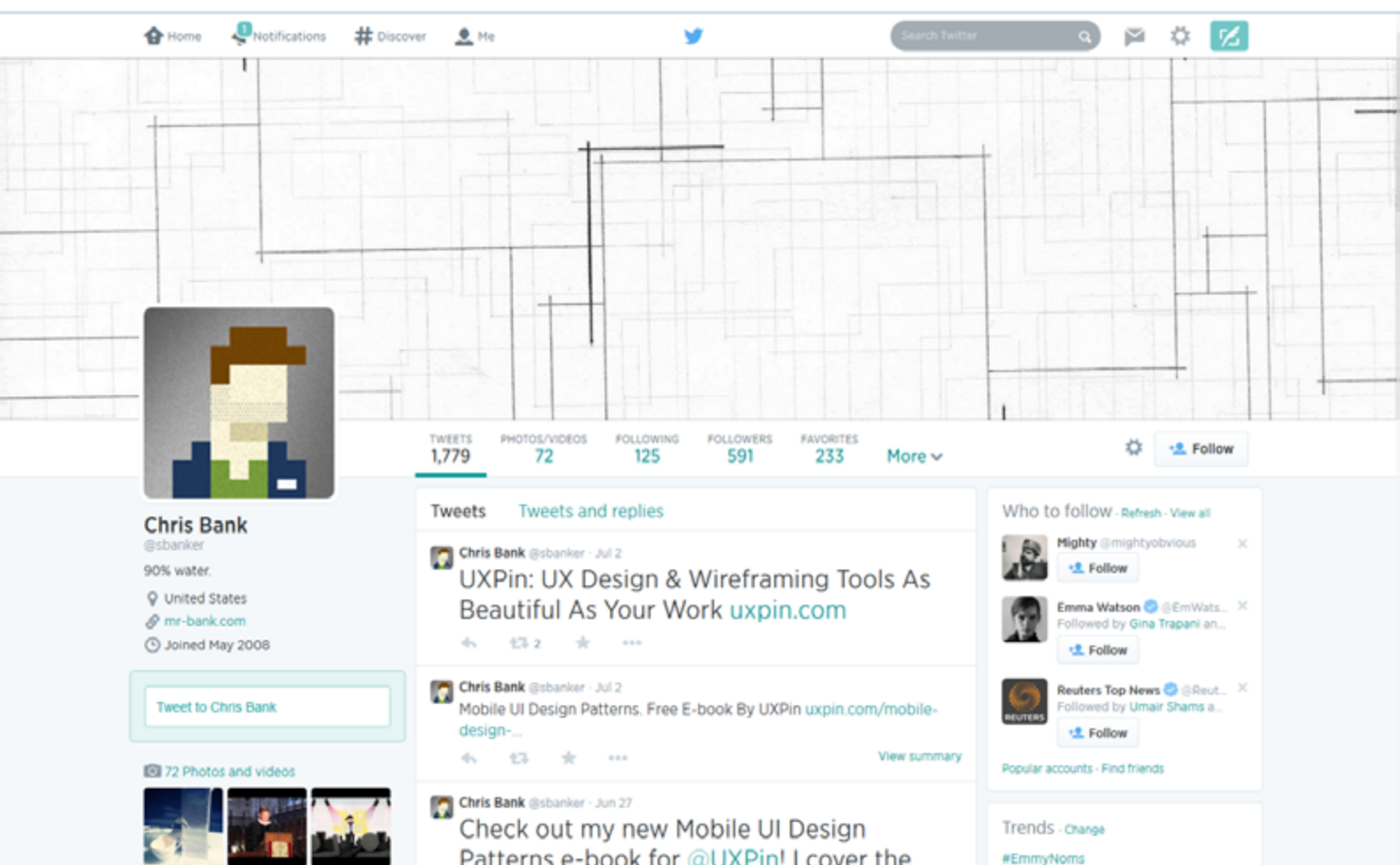


Photo credit: [Twitter](#)

Chris, add details about what you know:

Experience

What topics can you answer questions about?

Ex: Parenting, Law, San Francisco...

Select Topic

Add

Chris Bank

Curious. [Edit](#)



Write a [description](#) about yourself.

San Francisco
[Add Biography](#)

Kaggle
launched the tech vertical.
[Edit](#)

University of Michigan
Took classes in 6 different schools. Came out a... [\(more\)](#)
[Edit](#)

[Twitter](#) [Facebook](#) [LinkedIn](#)

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](#)

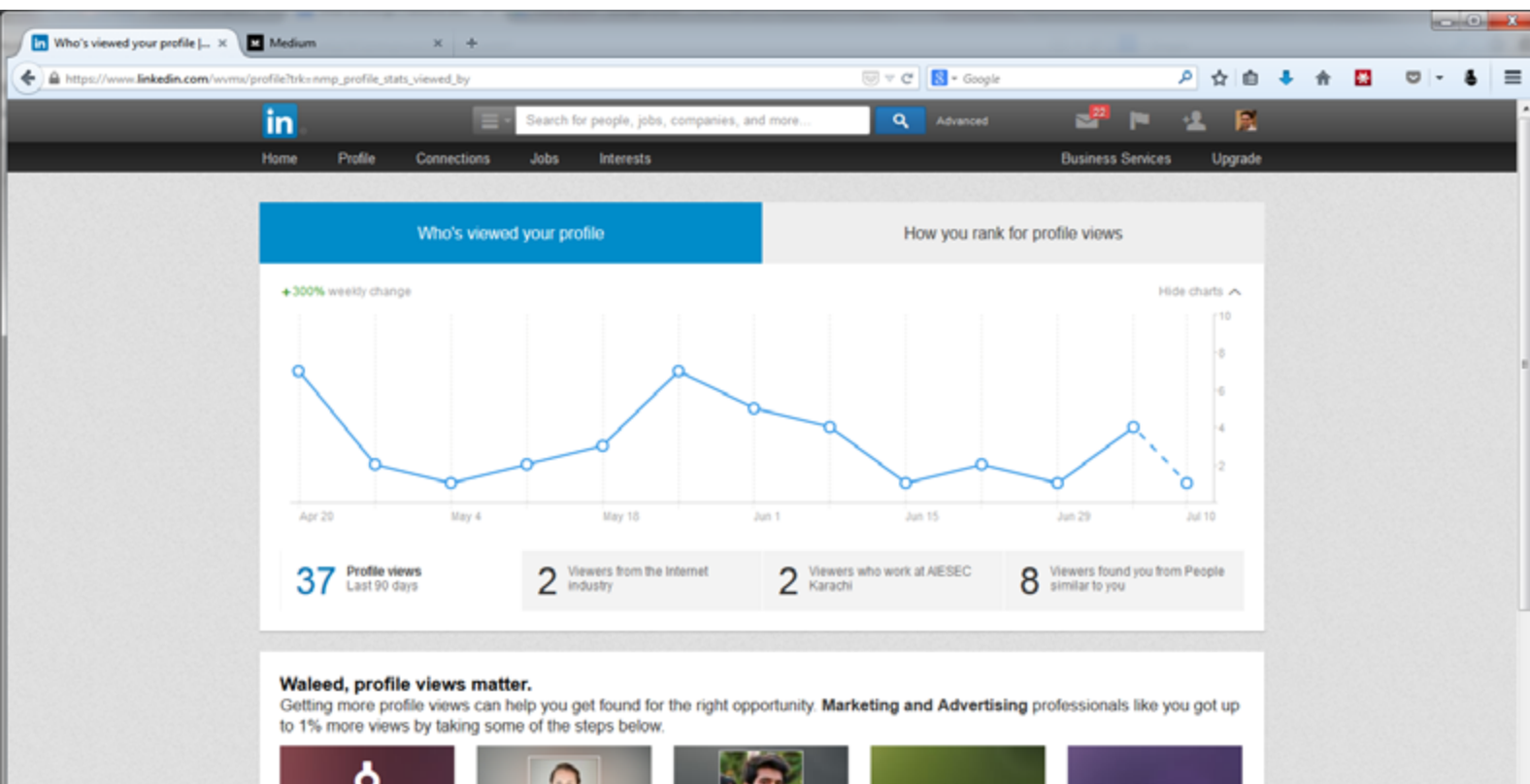


Photo credit: [LinkedIn](#)

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

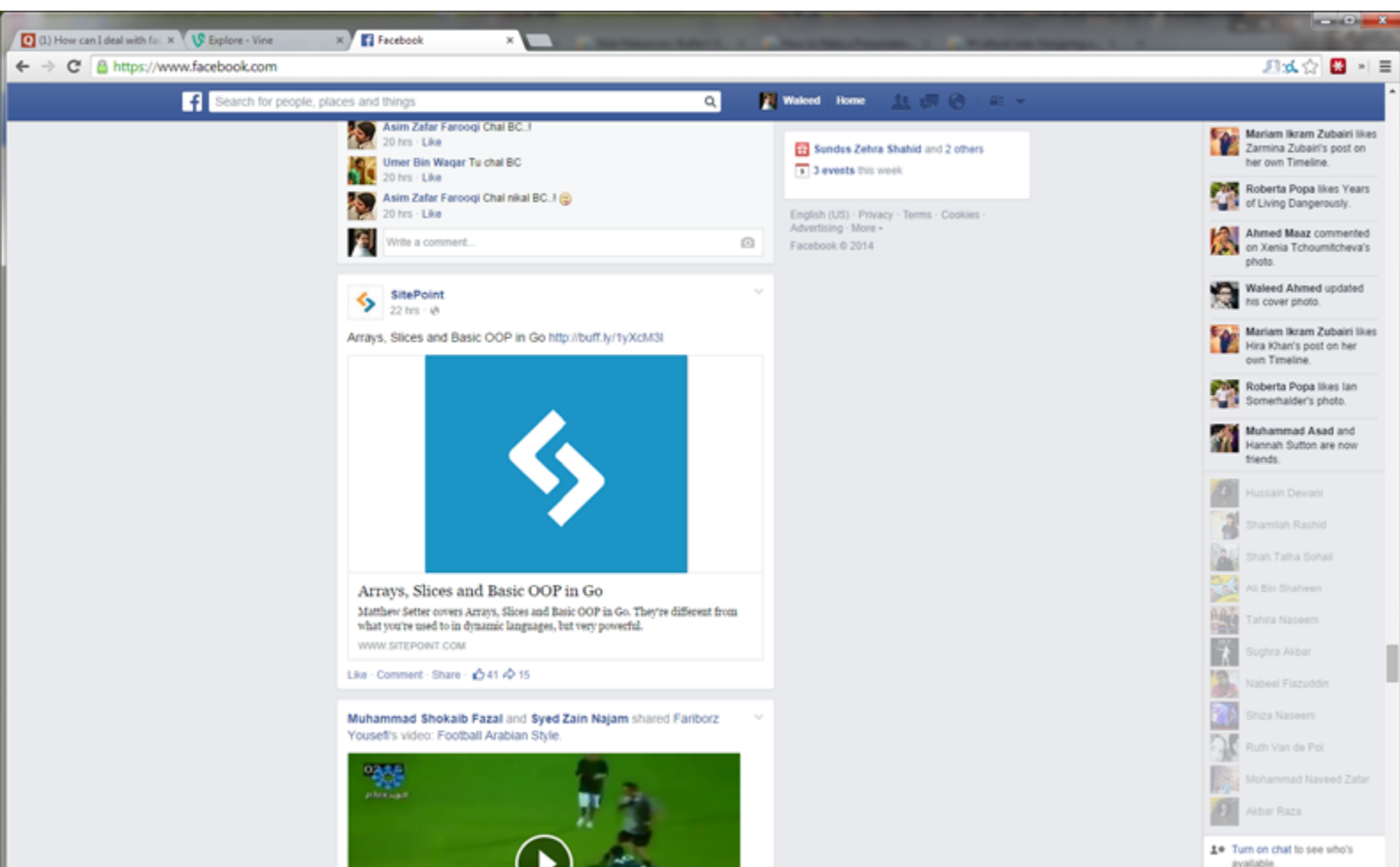


Photo credit: [Facebook](#)

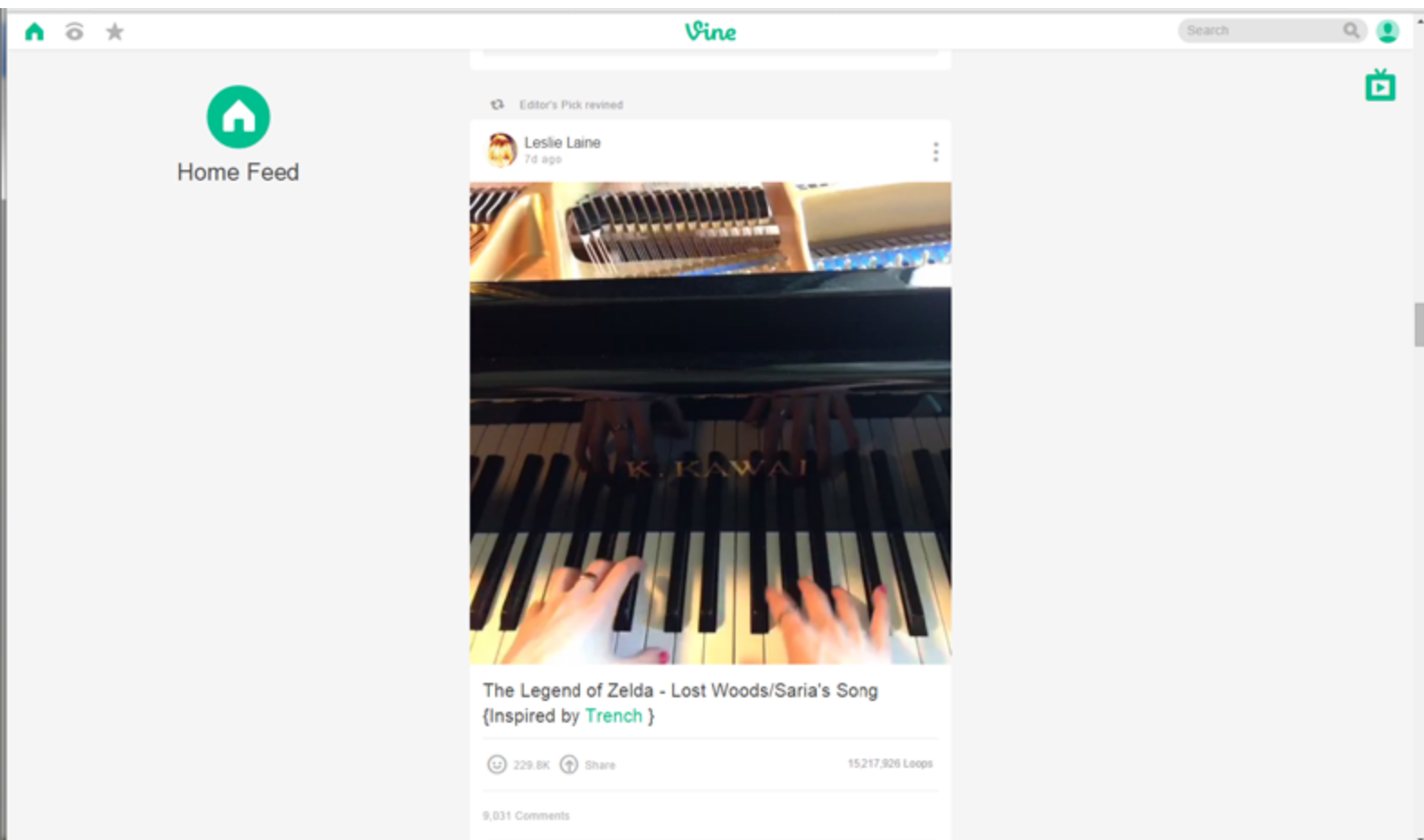


Photo credit: [Vine](#)

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

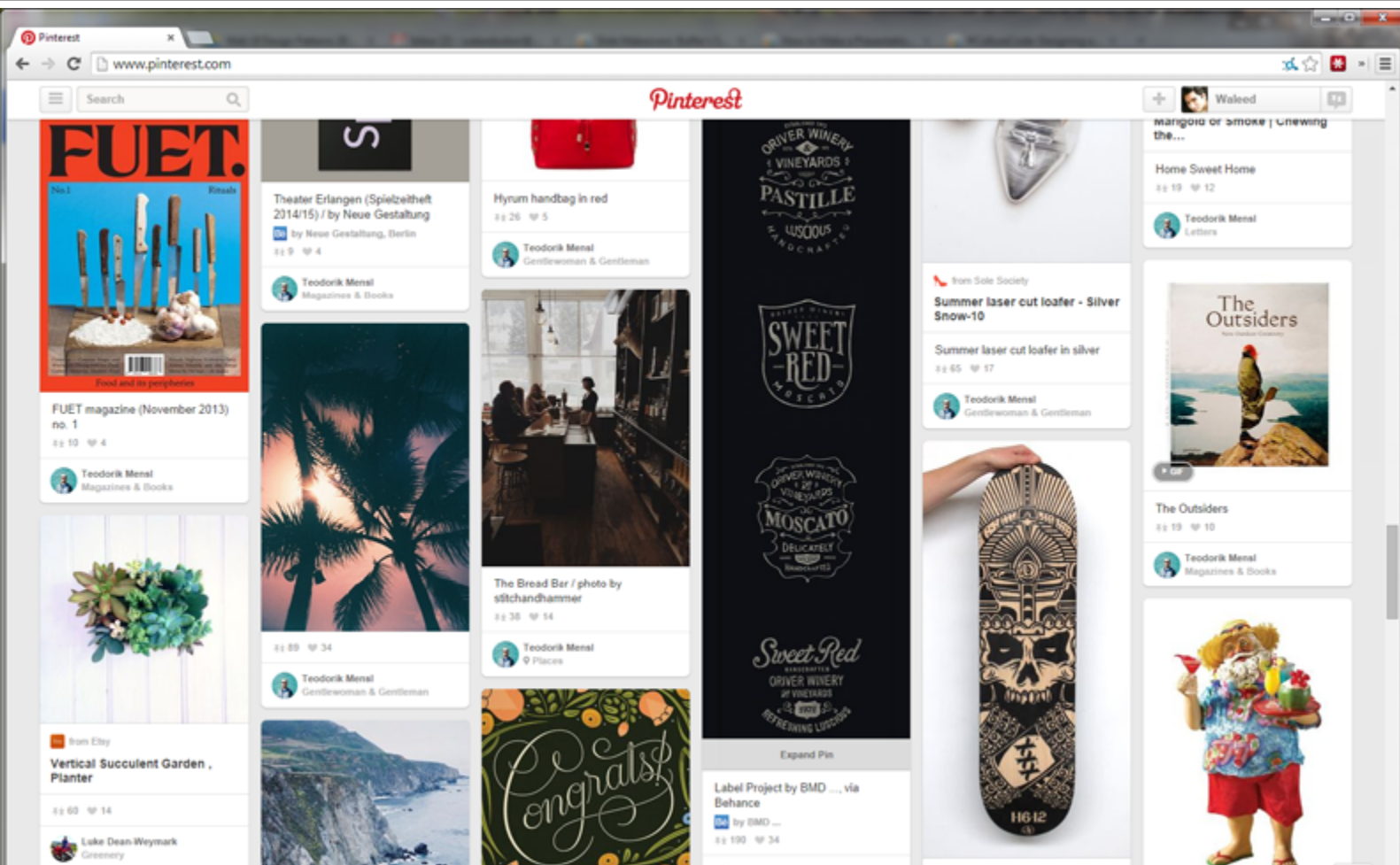


Photo credit: [Pinterest](#)



Photo credit: [Facebook](#)

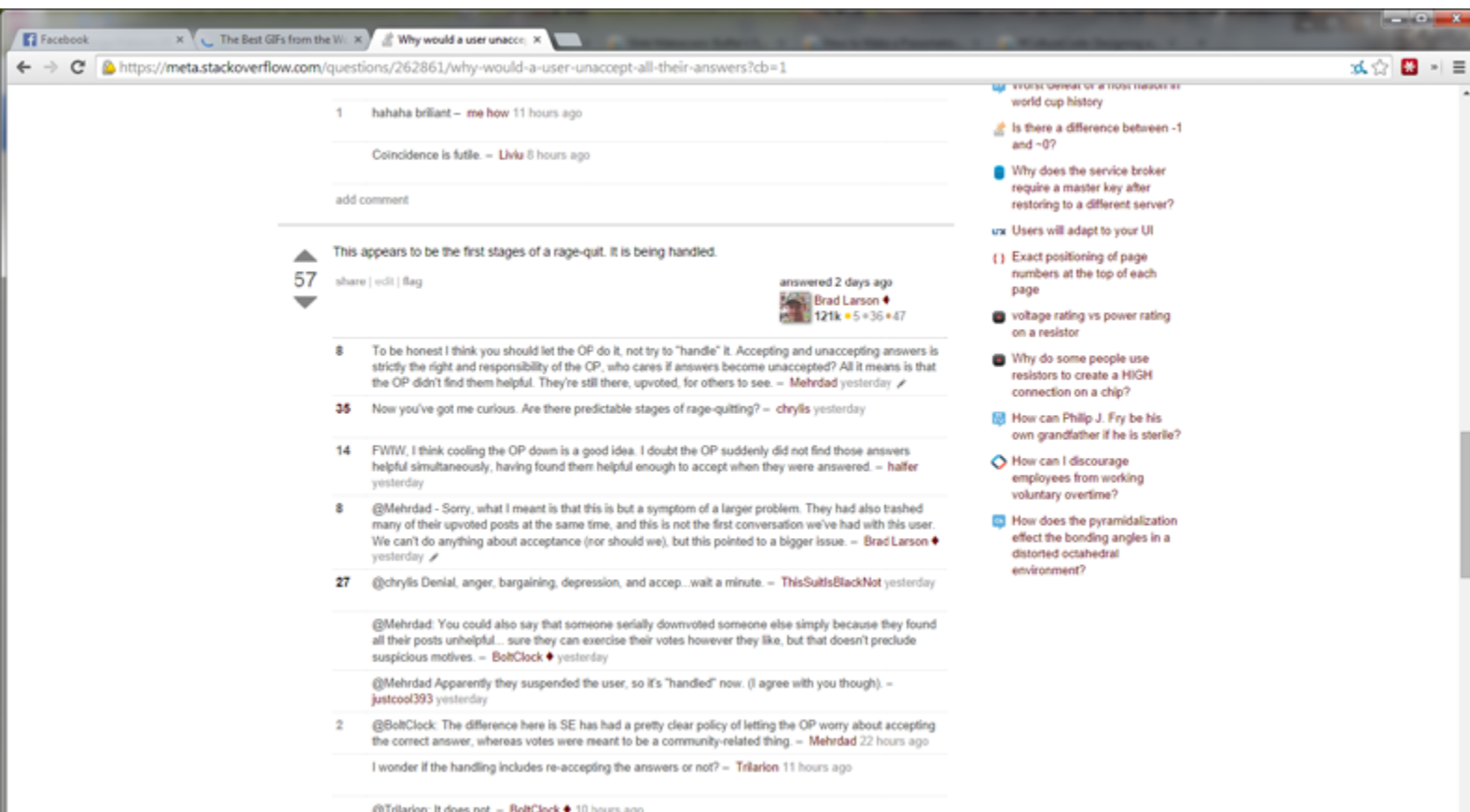


Photo credit: [Stack Overflow](#)

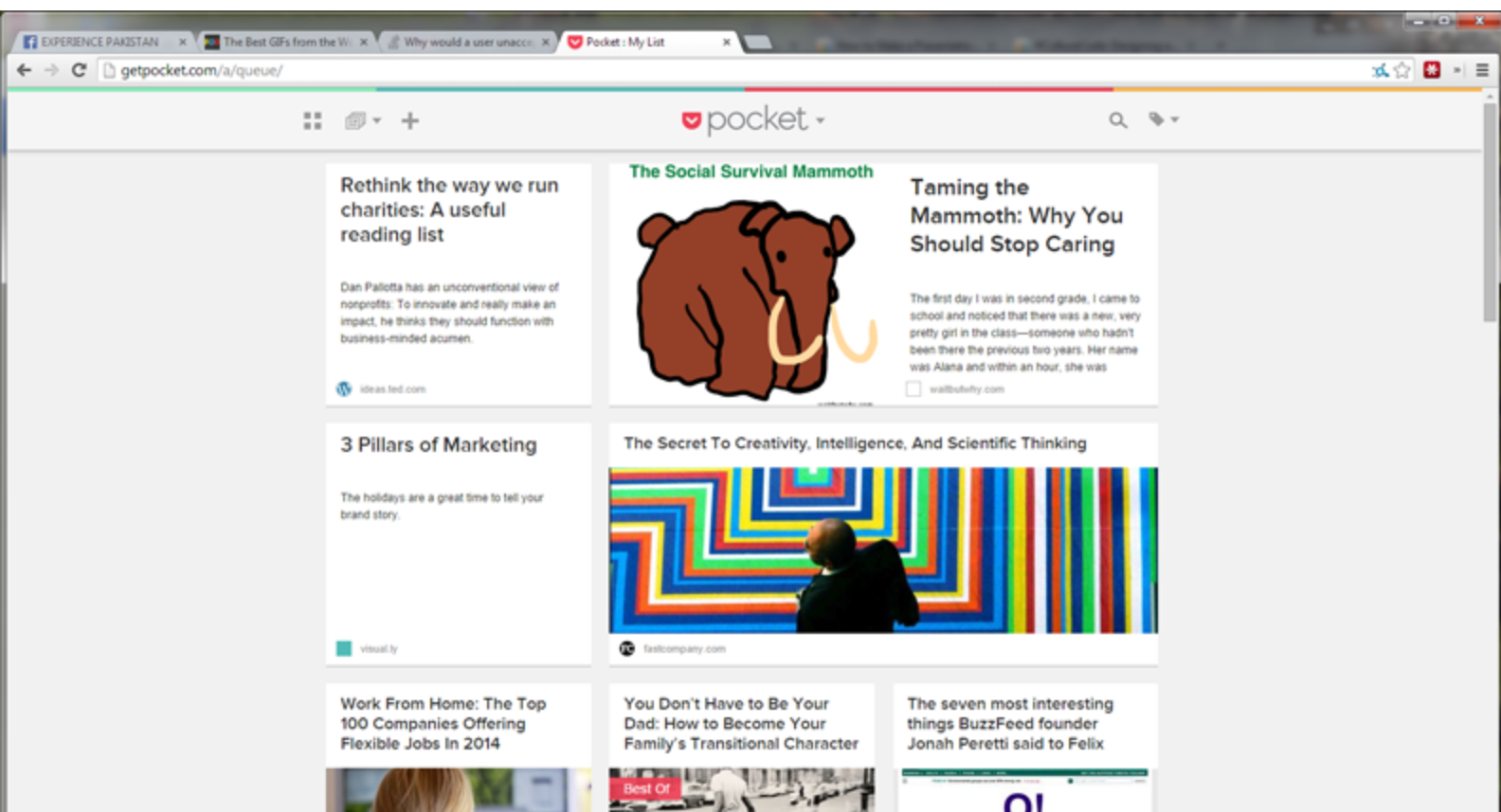


Photo credit: [Pocket](#)

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

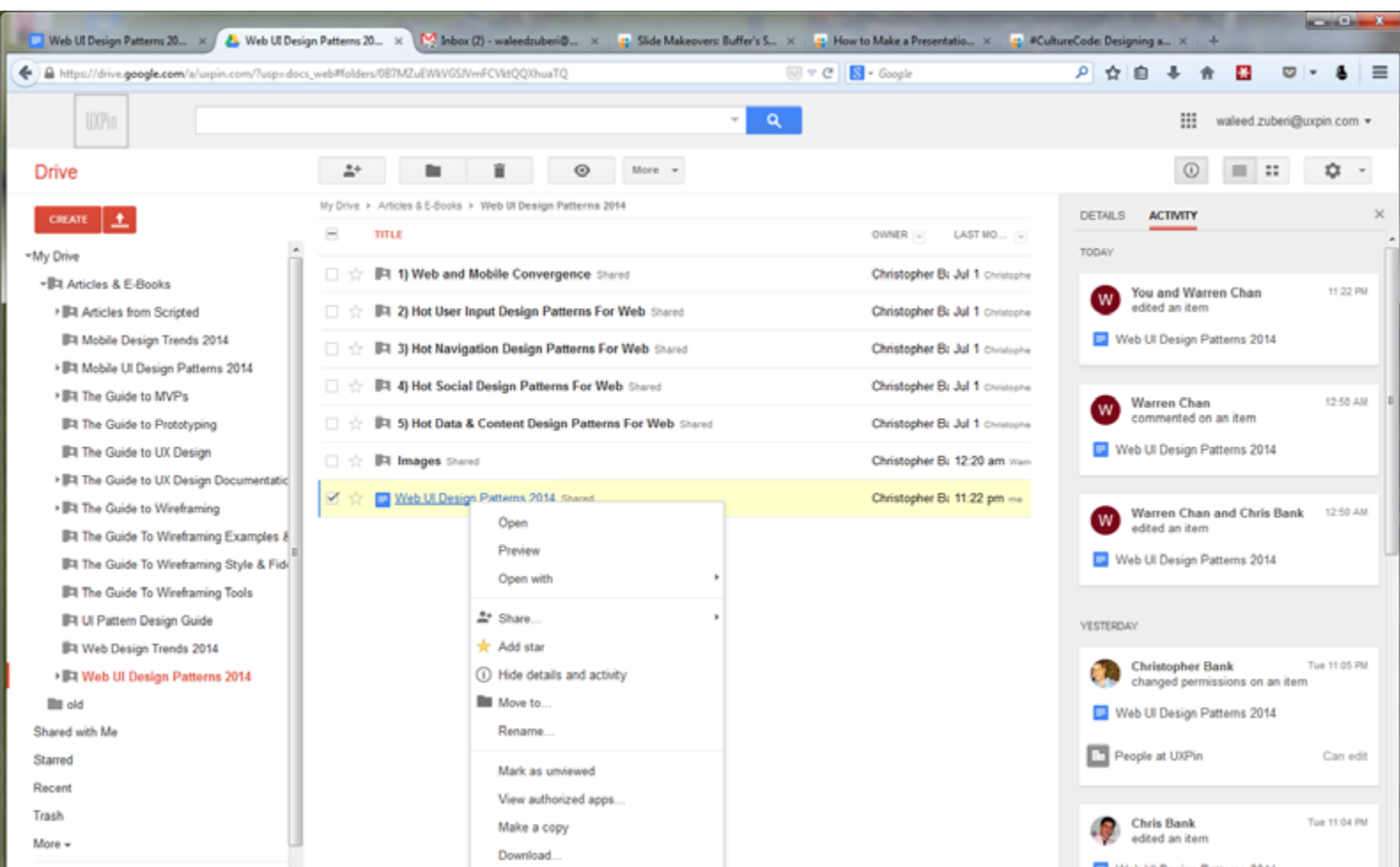


Photo credit: [Google Drive](#)

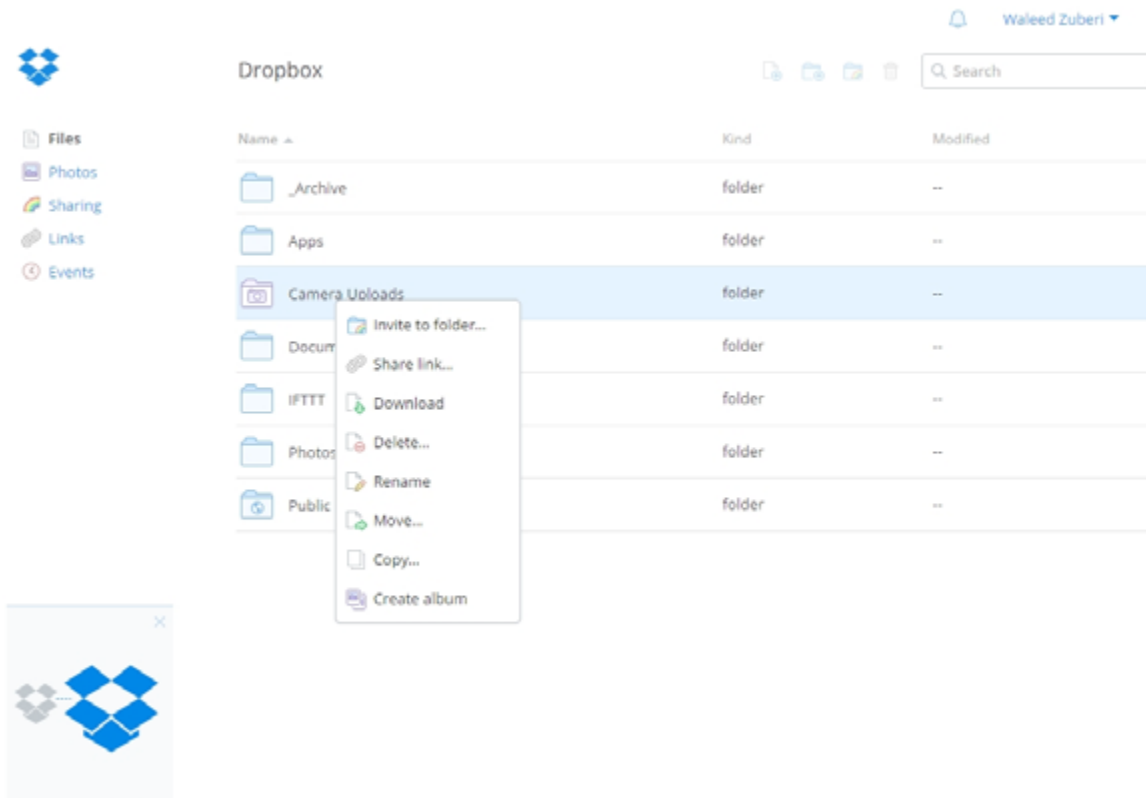


Photo credit: [Dropbox](#)

Piano Concerto No. 1

How to travel the world

<https://medium.com/@CaseyNeistat/25aac0bdf35>

Bike Lane, 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 was 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](#)

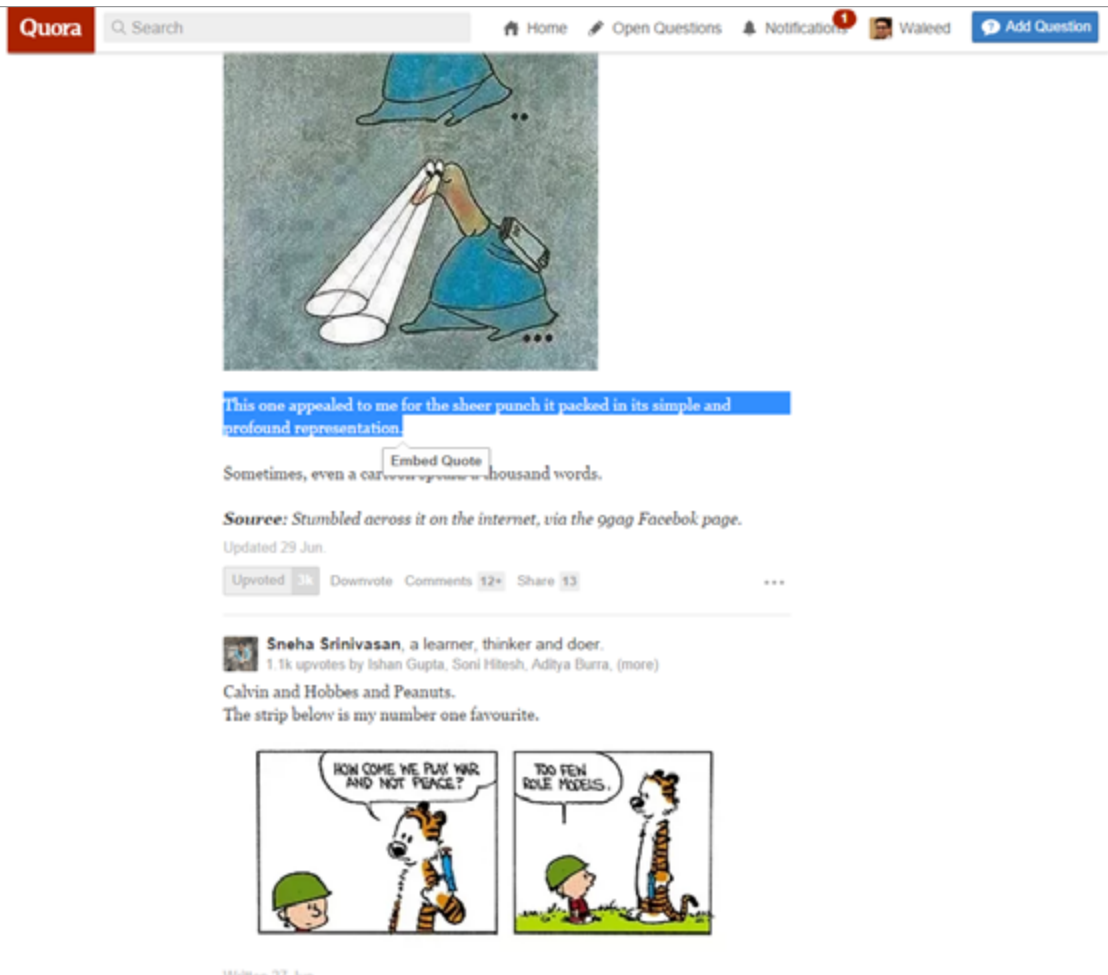


Photo credit: [Quora](#)

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

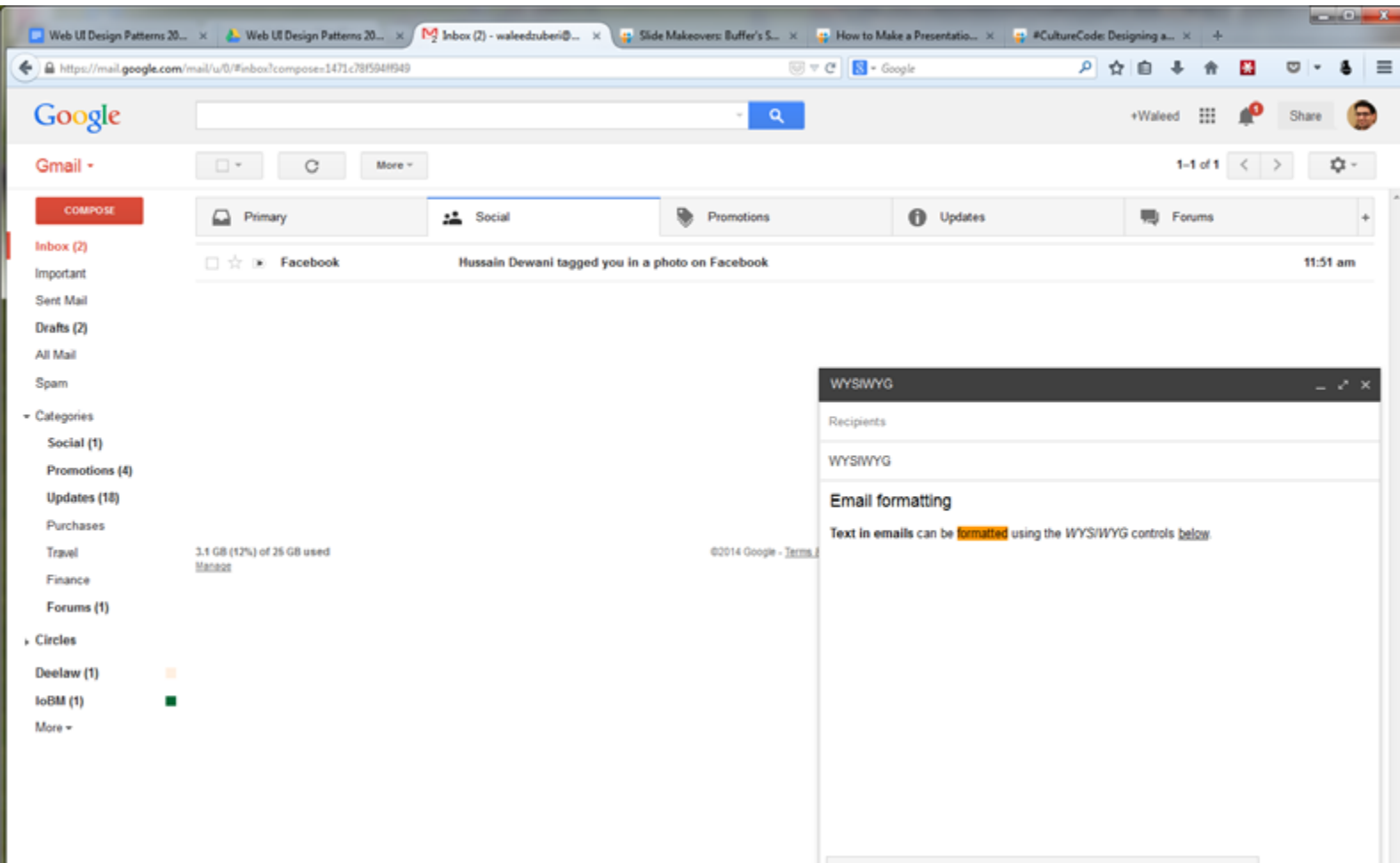


Photo credit: [Gmail](#)



To Be, or To Do

The **B i H1 H2 “ ”** 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

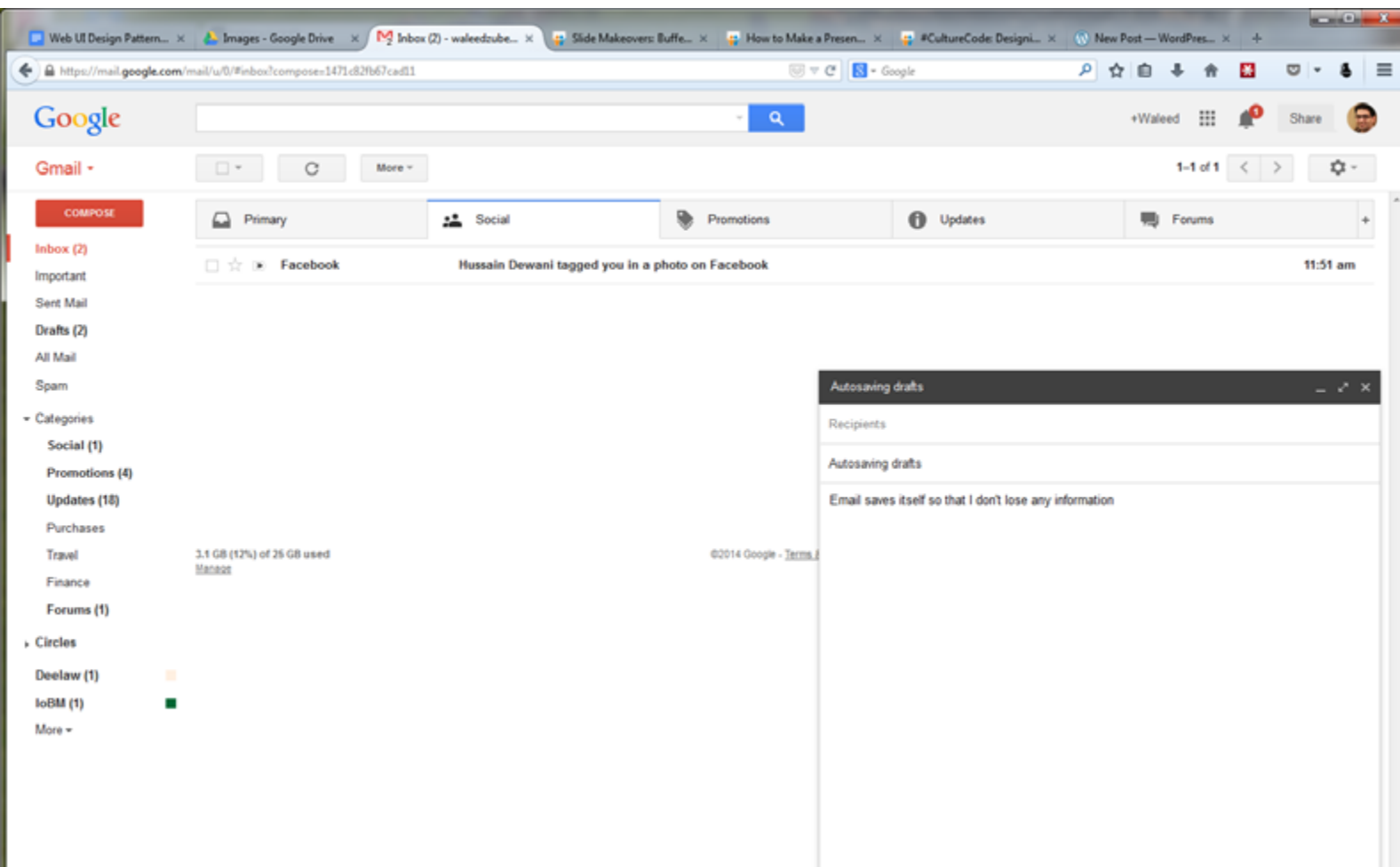


Photo credit: [Gmail](#)



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



The image shows a Facebook post from Nando's, dated June 25. The main content is a large, stylized text graphic that reads: "Suarez, why eat Italian when you can try something different?" Below this text is the Nando's logo. At the bottom of the graphic, it says: "Maybe it's time you sink your teeth into the most delicious, most succulent, PERi-PERi, flame-grilled chicken in the world." To the right of the graphic is a Facebook interface showing the post's engagement. It indicates that 1,195 people like this and 7,017 shares. Below this are several comments from users, including Ashleigh Smaller, Catherine Donaldson, Giacomo Arazzi, Farah Nezam, Yazan Milany, and Karuva L E Kaseke. The post is titled "Nando's" and "June 25".

Suarez,
why eat Italian
when you can
try something
different?

Nando's

Maybe it's time you sink your teeth into the most delicious, most succulent, PERi-PERi, flame-grilled chicken in the world.

Nando's
June 25

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

4 Replies · 2 hrs

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

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

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

View more comments 6 of 94

Write a comment...

Create Ad

Photo credit: [Facebook](#)

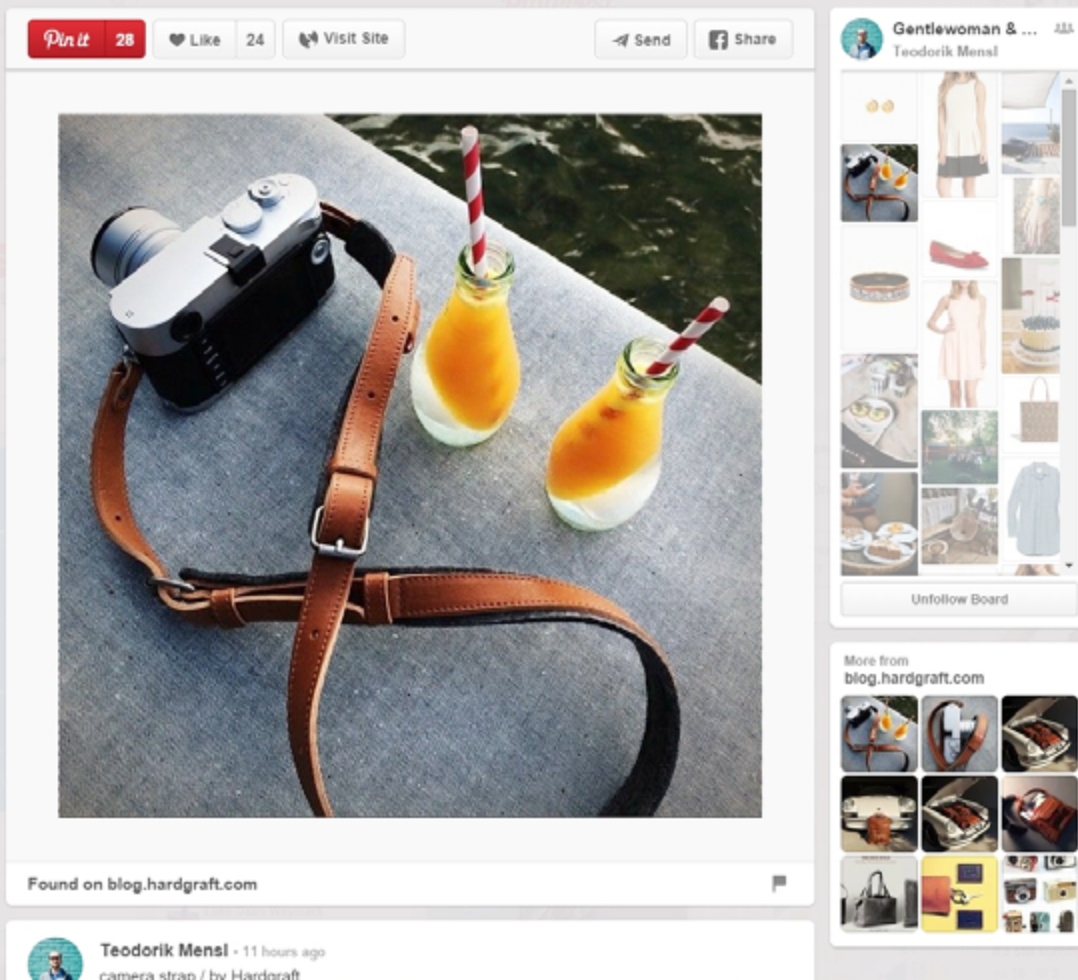


Photo credit: [Pinterest](#)

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 they 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](#)

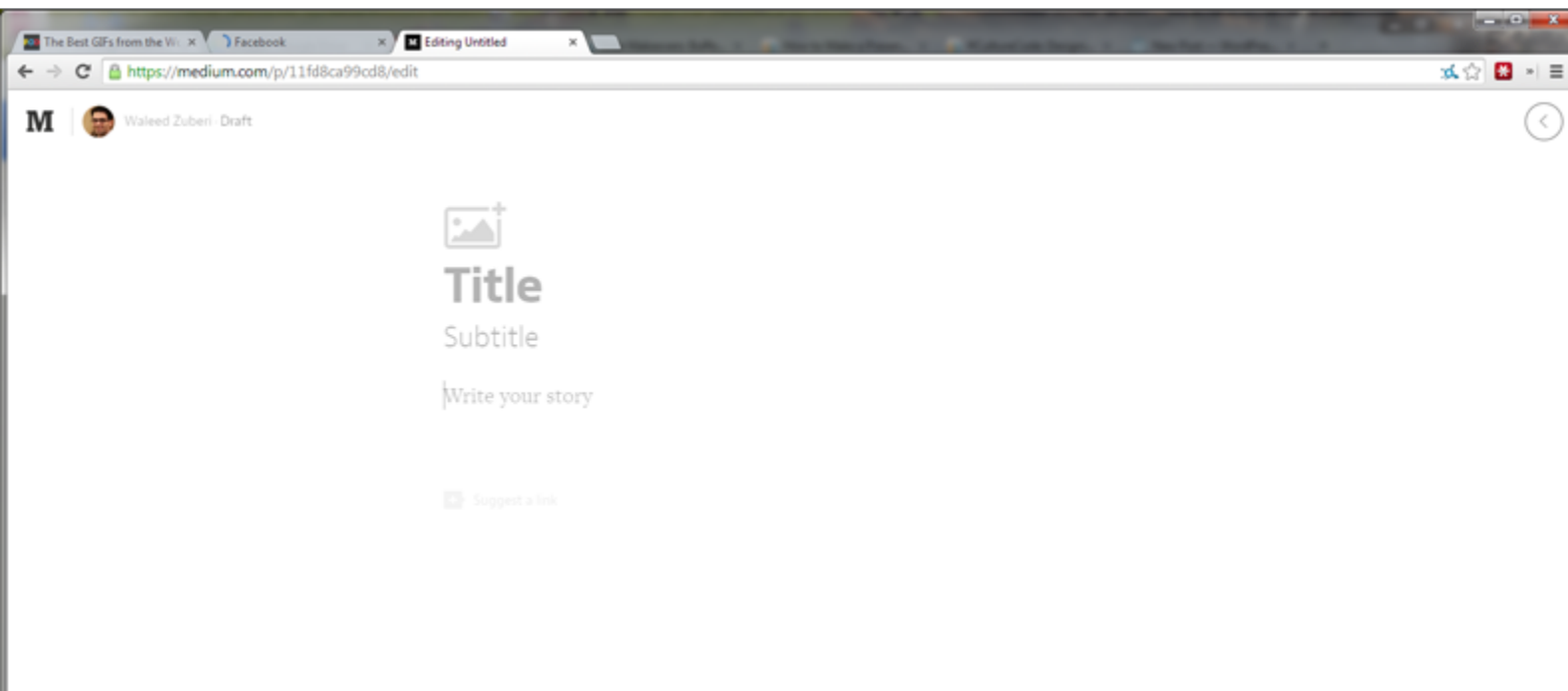


Photo credit: [Medium](#)

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

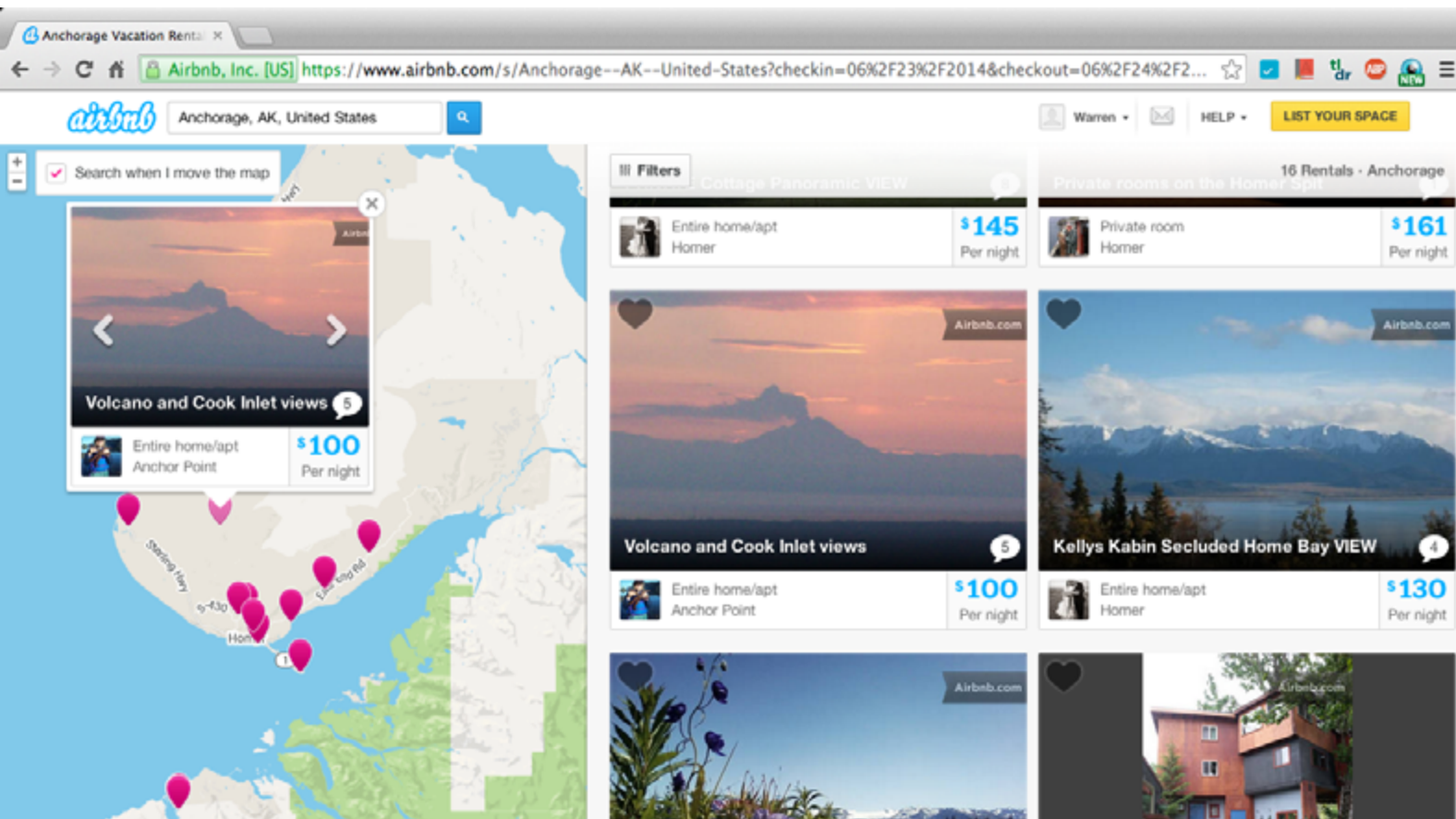


Photo credit: [Airbnb](#)



1. Popeyes Chicken & Biscuits

★ ★ ★ ★ ★ 88 reviews

\$ · Fast Food, Southern, Chicken Wings

Outer Mission

890 Geneva Ave
San Francisco, CA 94112
(415) 239-2089



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

1310 El Camino Real
San Bruno, CA 94066
(650) 871-5330



My 50th review on a place I've gone for years. From the time before Cane Sweet 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

NoPa

599 Divisadero St
San Francisco, CA 94117
(415) 346-3088



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

Mission

2598 Mission St
San Francisco, CA 94110
(415) 826-8877



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....

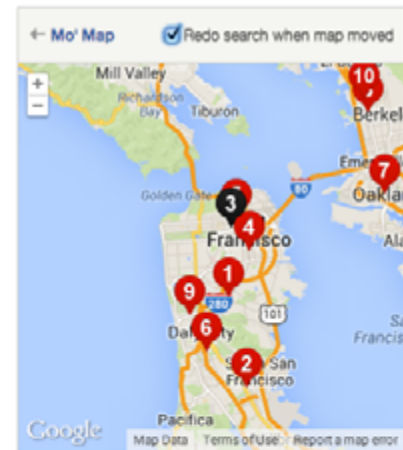


Photo credit: [Yelp](#)

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.

Maps As Backgrounds

EXAMPLES

Airbnb, Foursquare

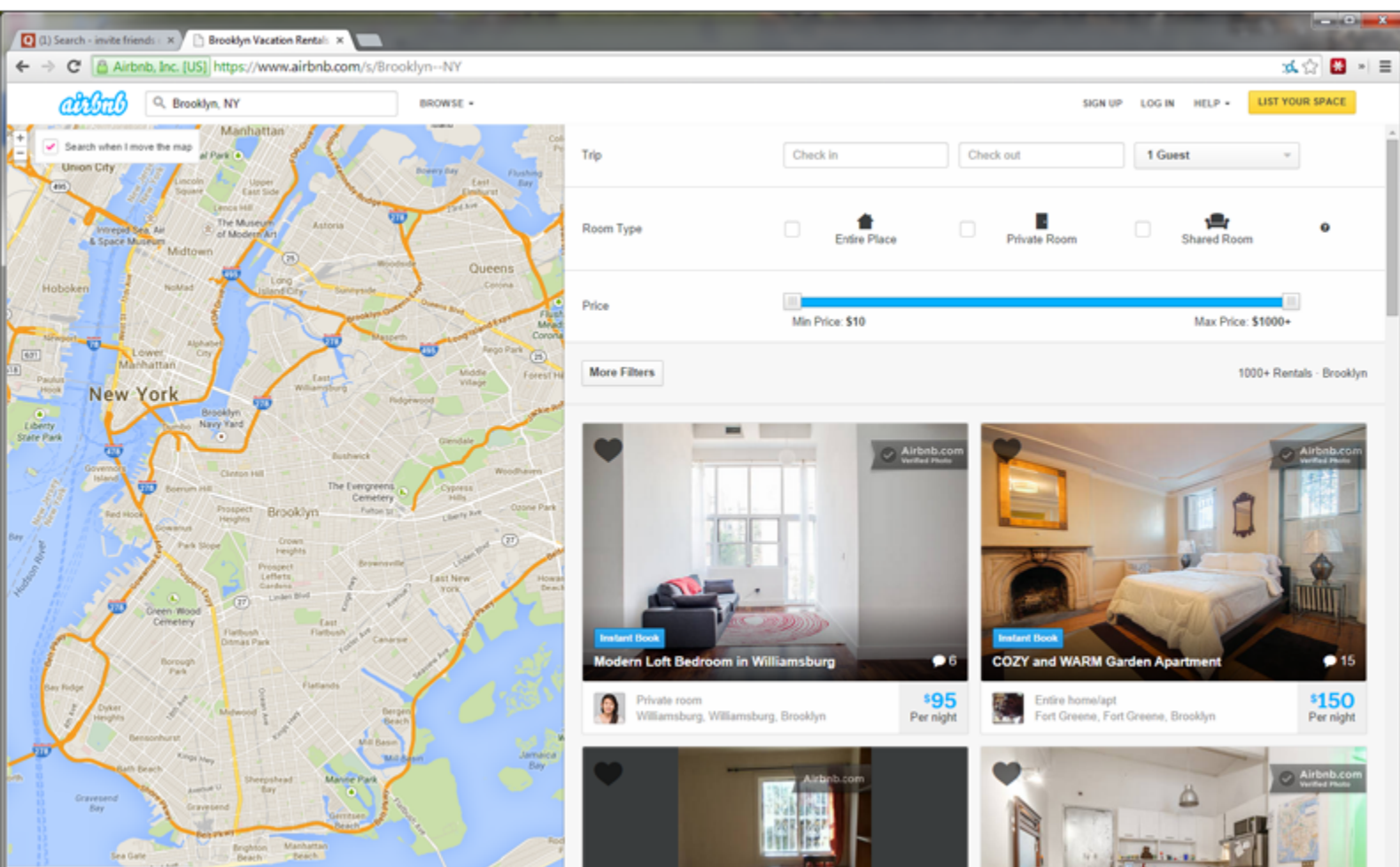


Photo credit: [Airbnb](#)

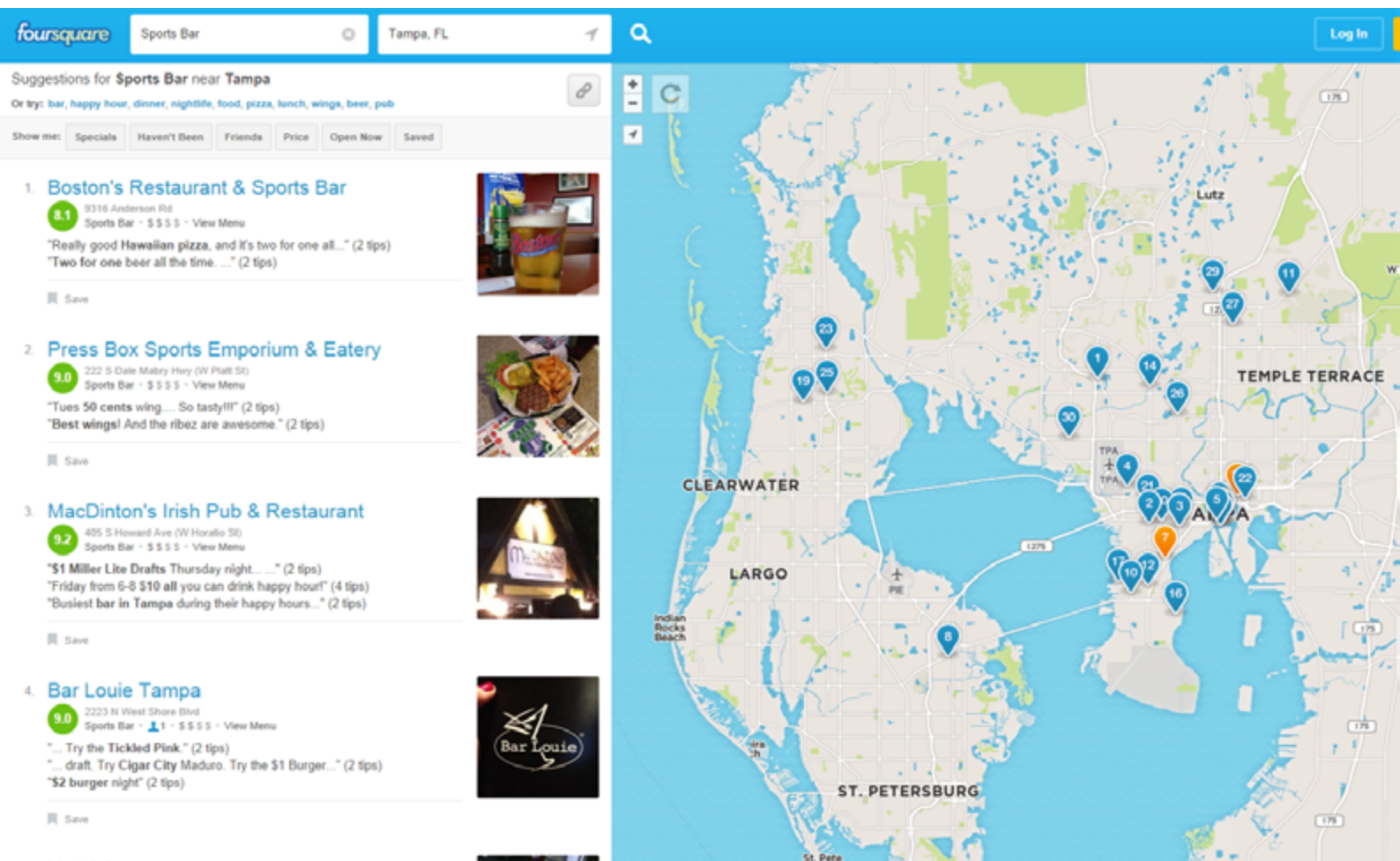


Photo credit: [Foursquare](#)

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

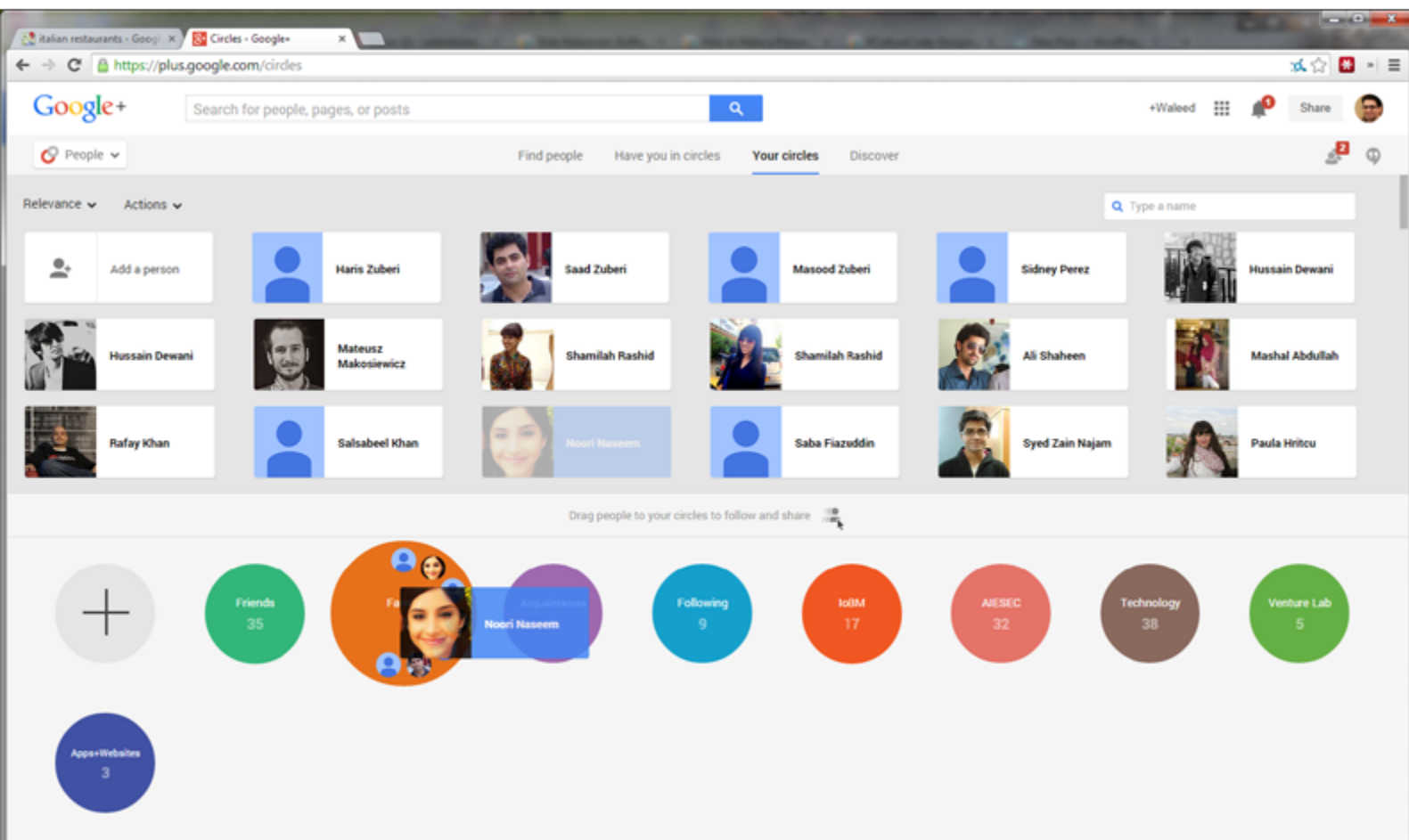


Photo credit: [Google+](#)

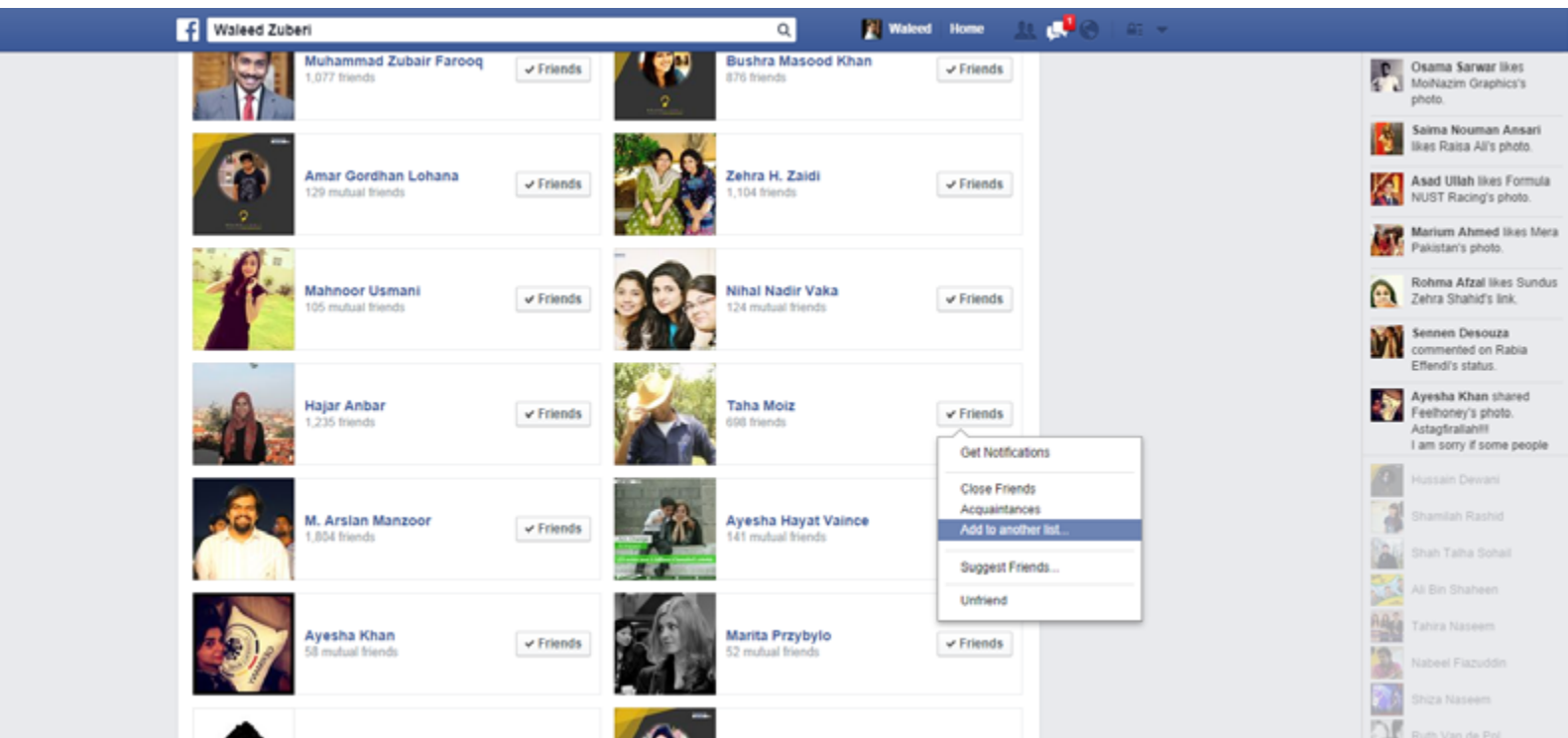


Photo credit: [Facebook](#)

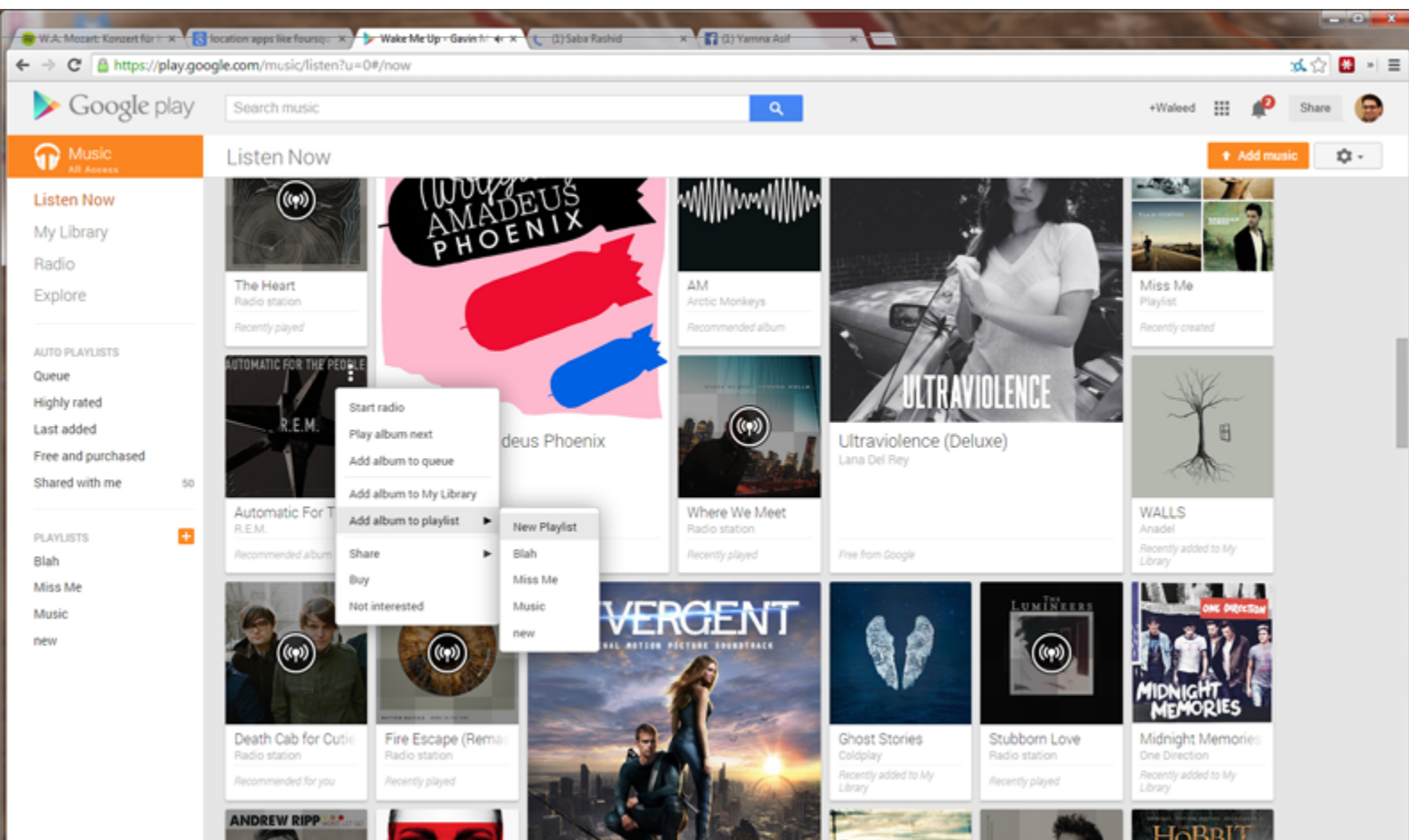


Photo credit: [Google Music](#)

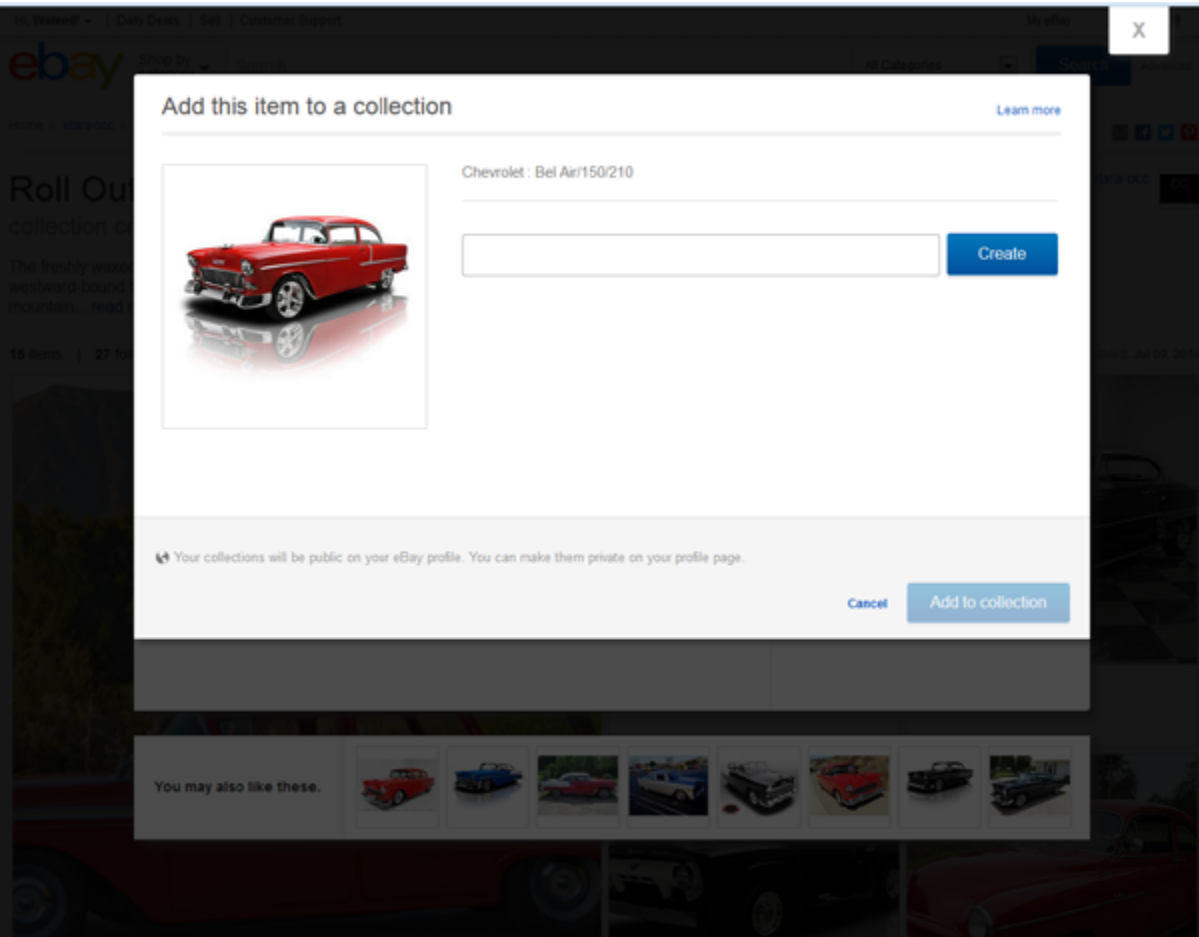


Photo credit: [Ebay](#)

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

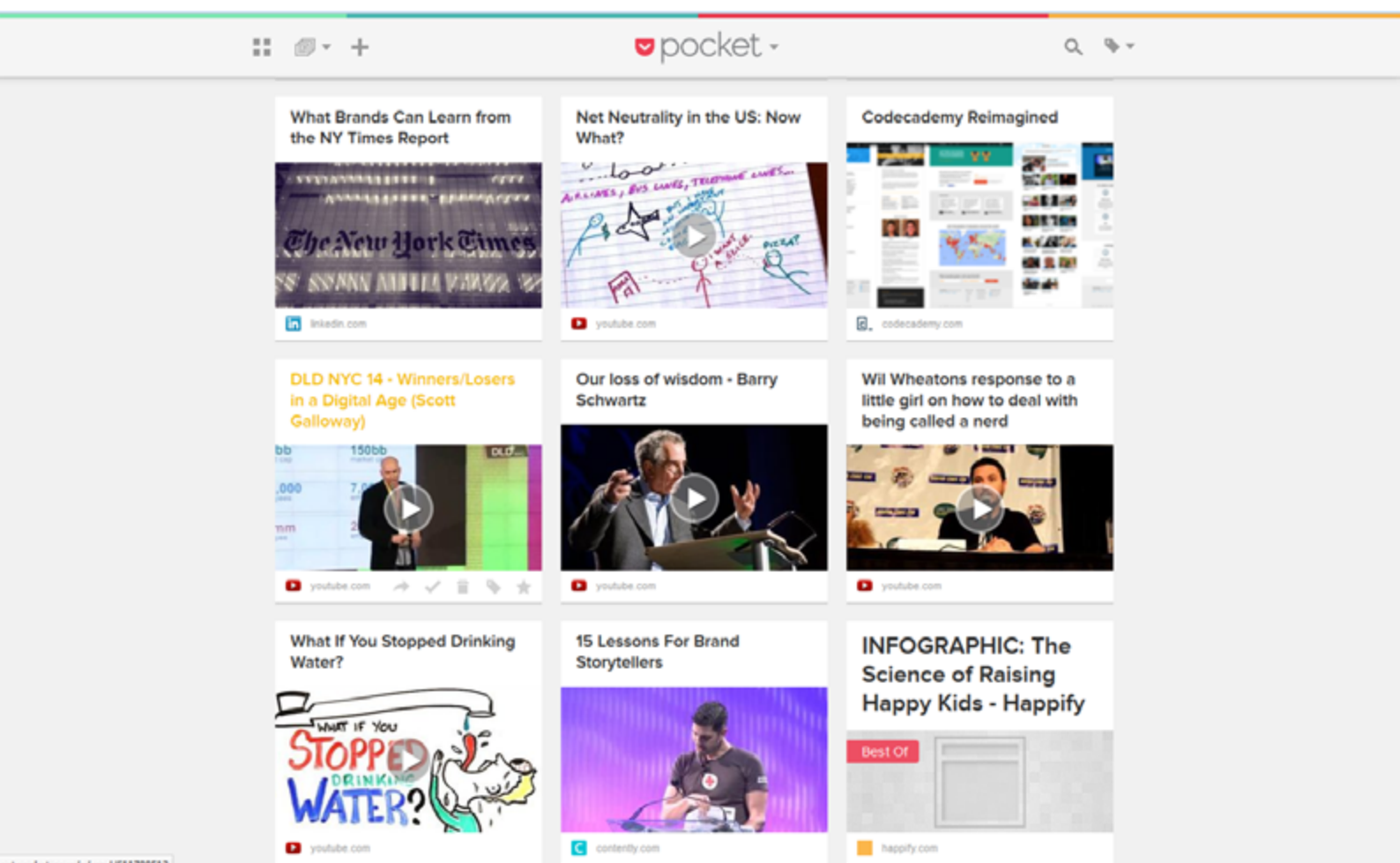


Photo credit: [Pocket](#)

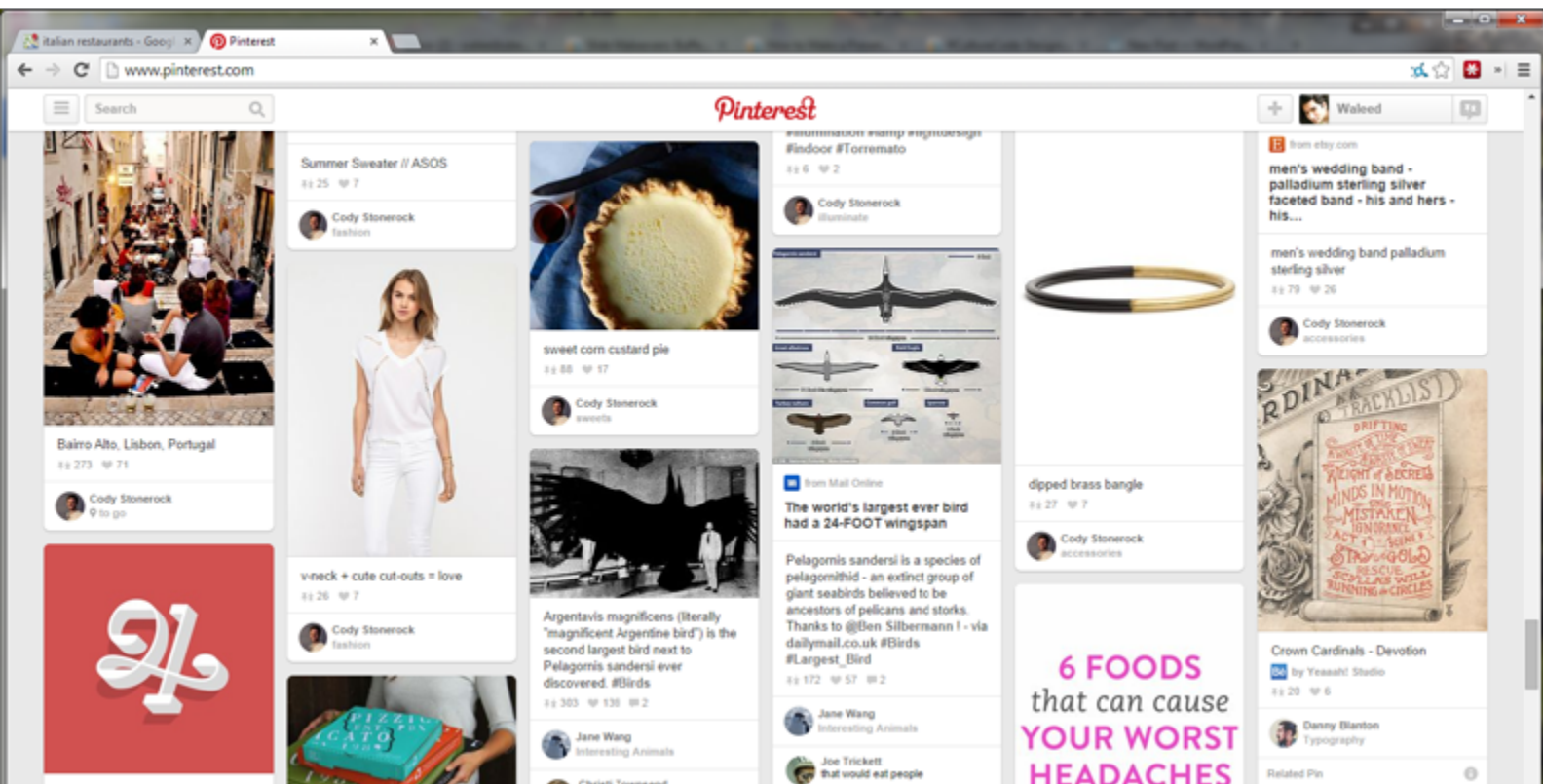


Photo credit: [Pinterest](#)

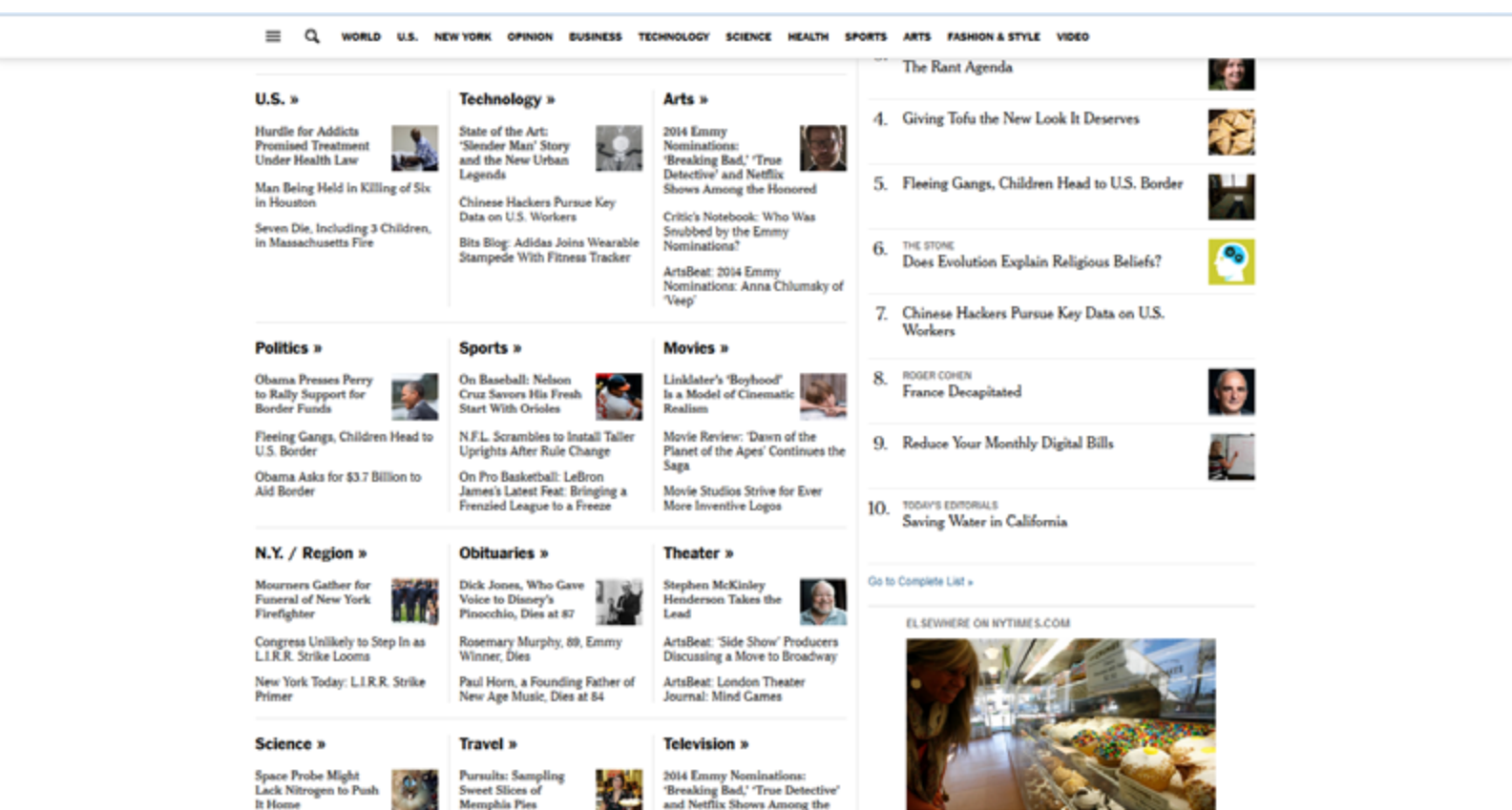


Photo credit: [New York Times](#)

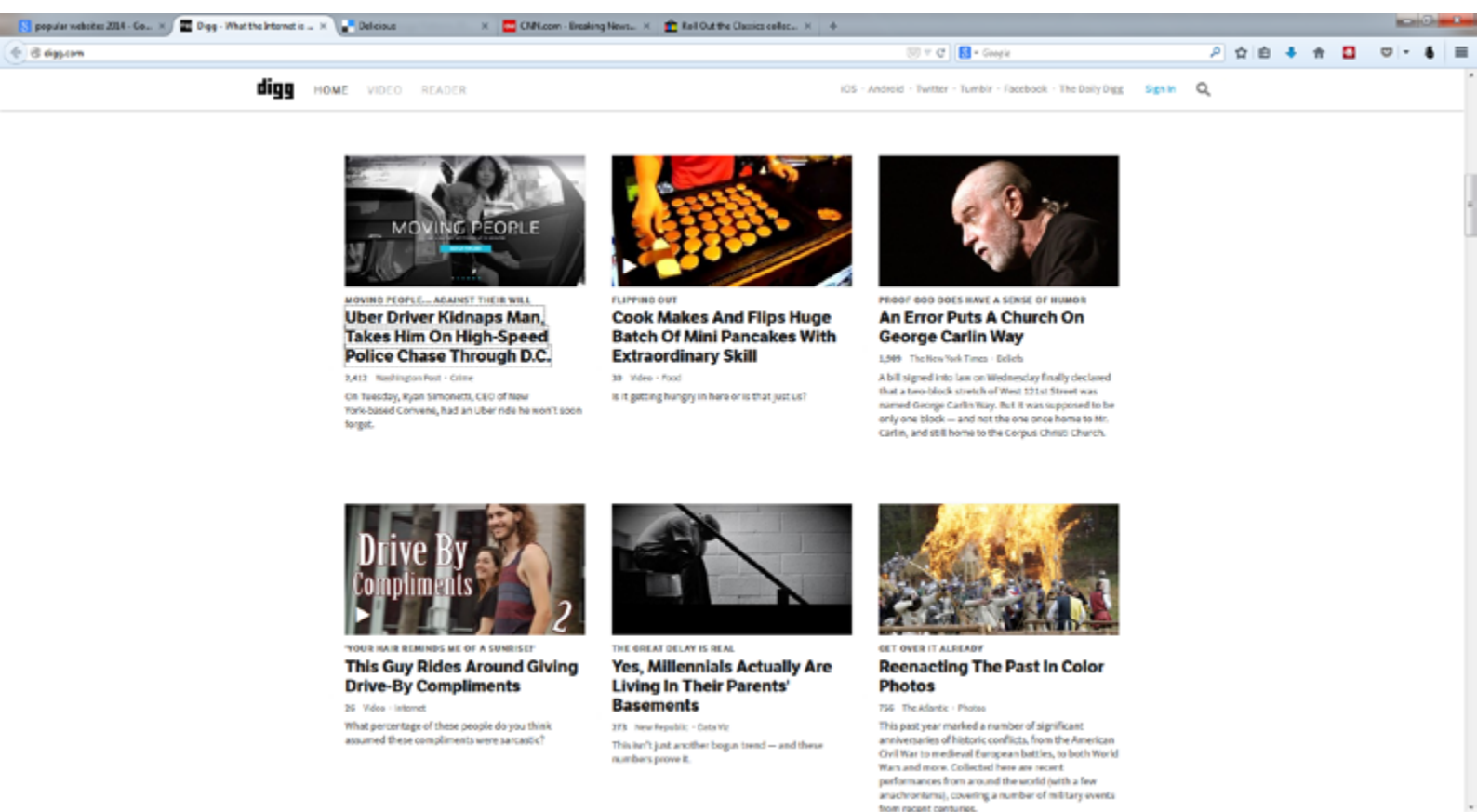


Photo credit: [Digg](#)

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 Gro-gupon also allow users to toggle between the grid and list views depending on their preferences.

Cards

EXAMPLES

Twitter, Asana, Pinterest, Google+

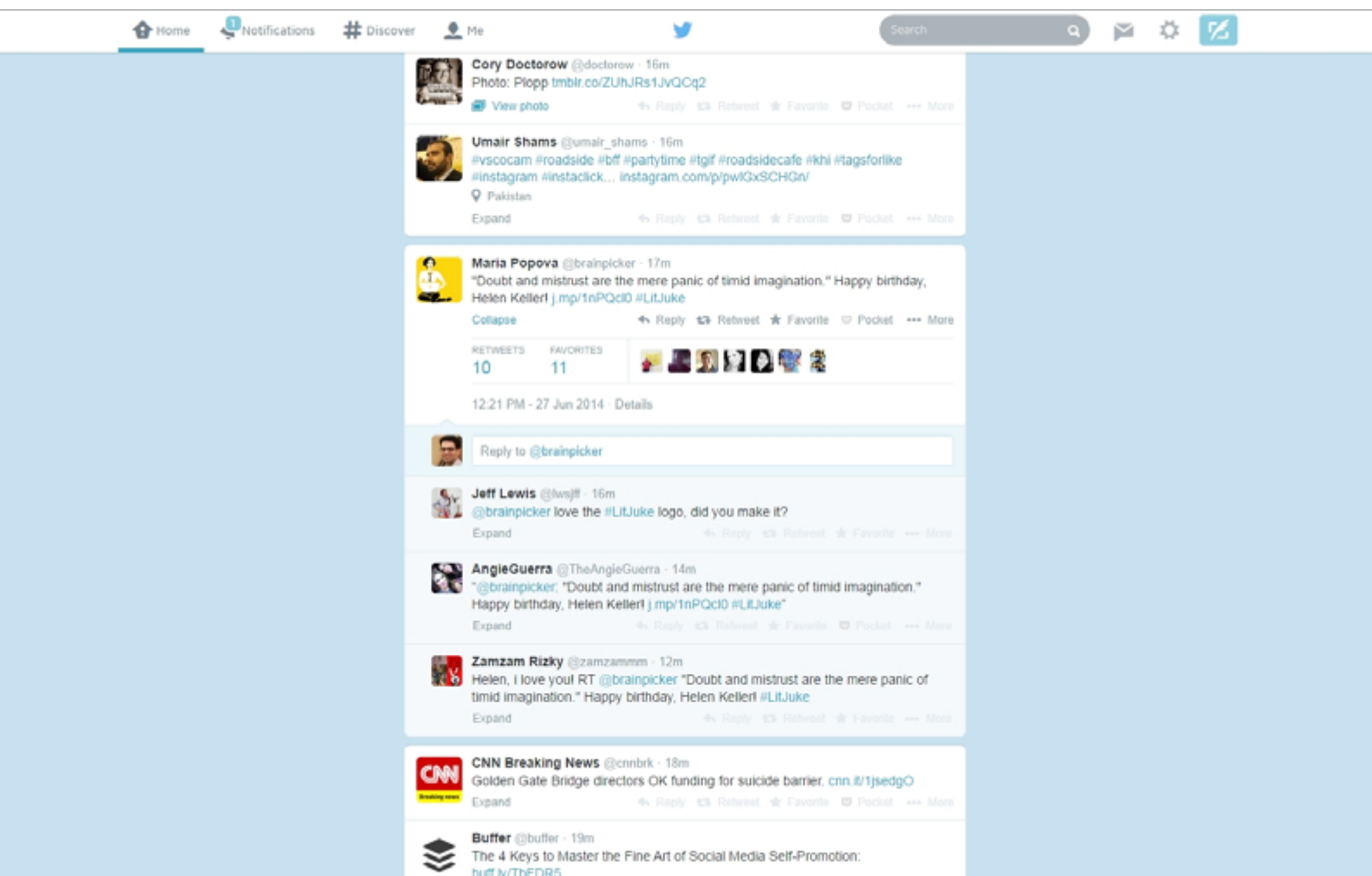


Photo credit: [Twitter](#)

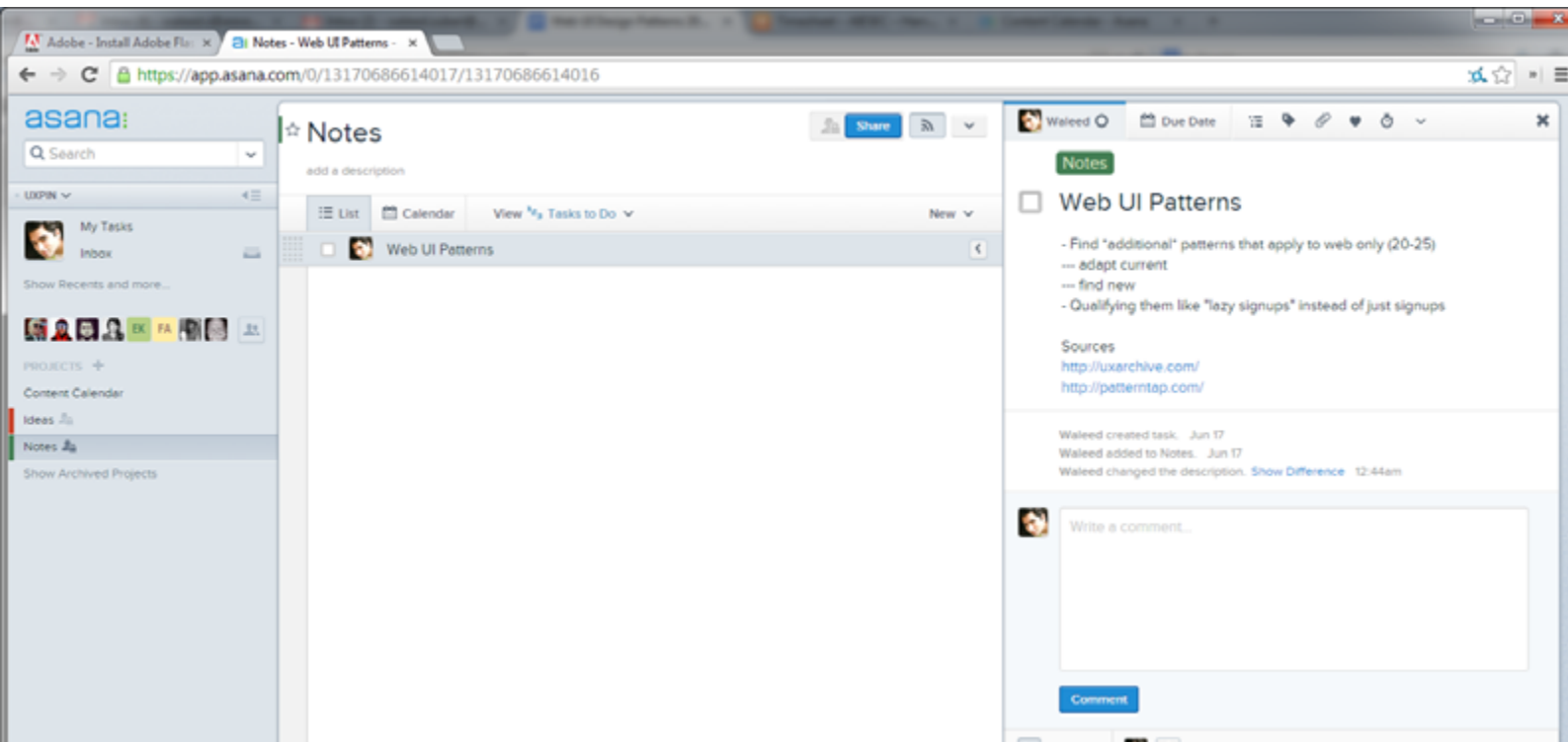


Photo credit: [Asana](https://asana.com)

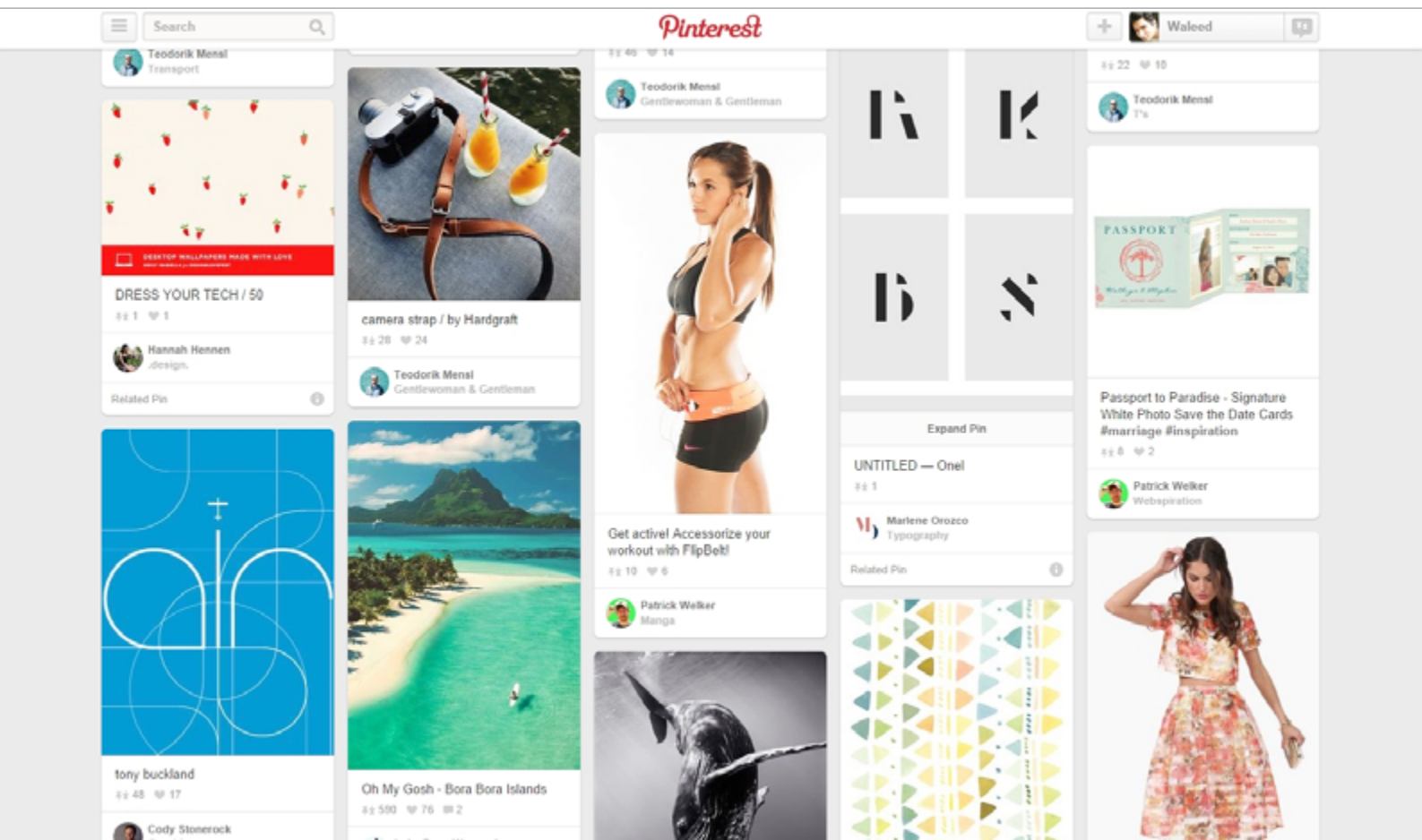


Photo credit: [Pinterest](https://pinterest.com)

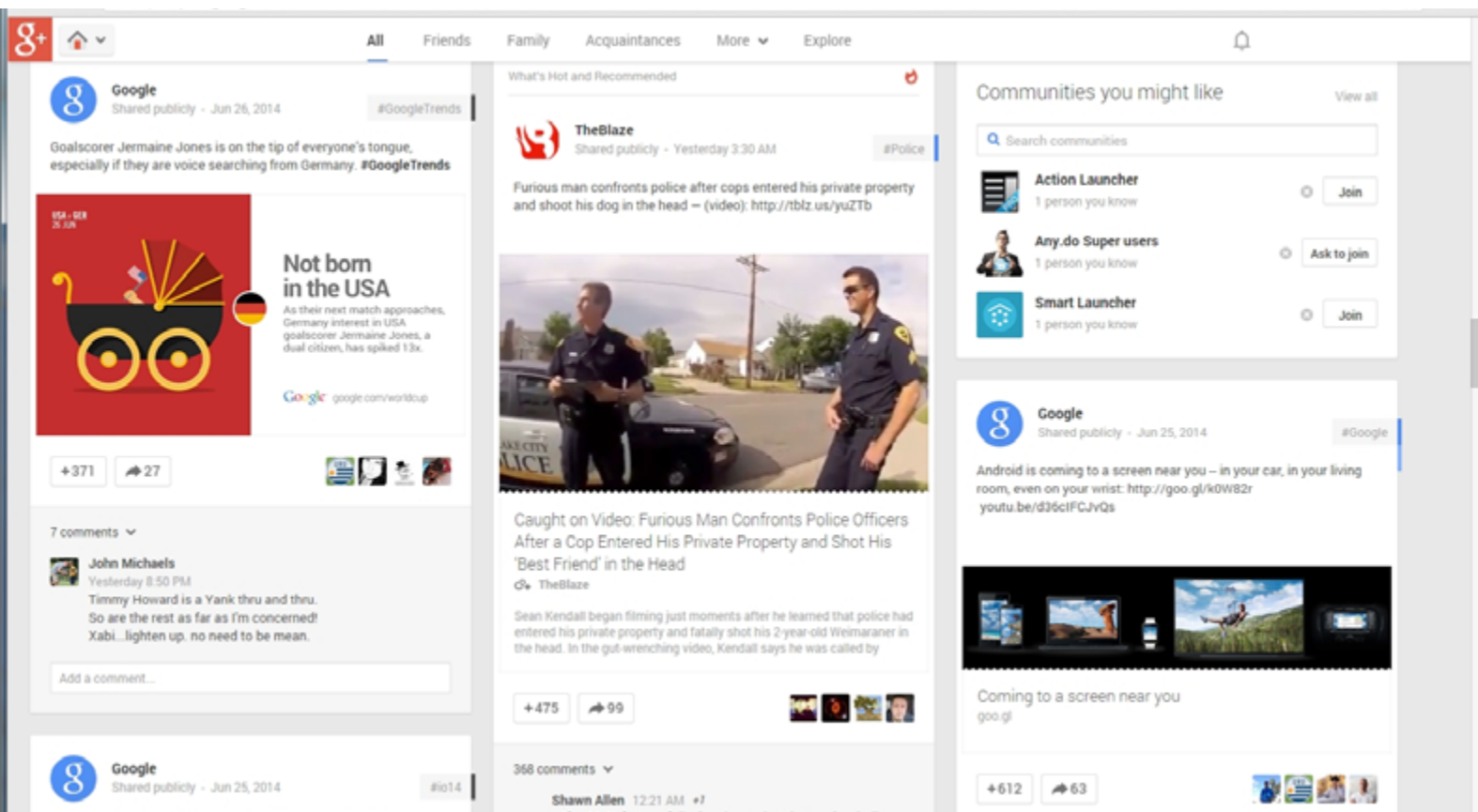


Photo credit: [Google+](#)

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

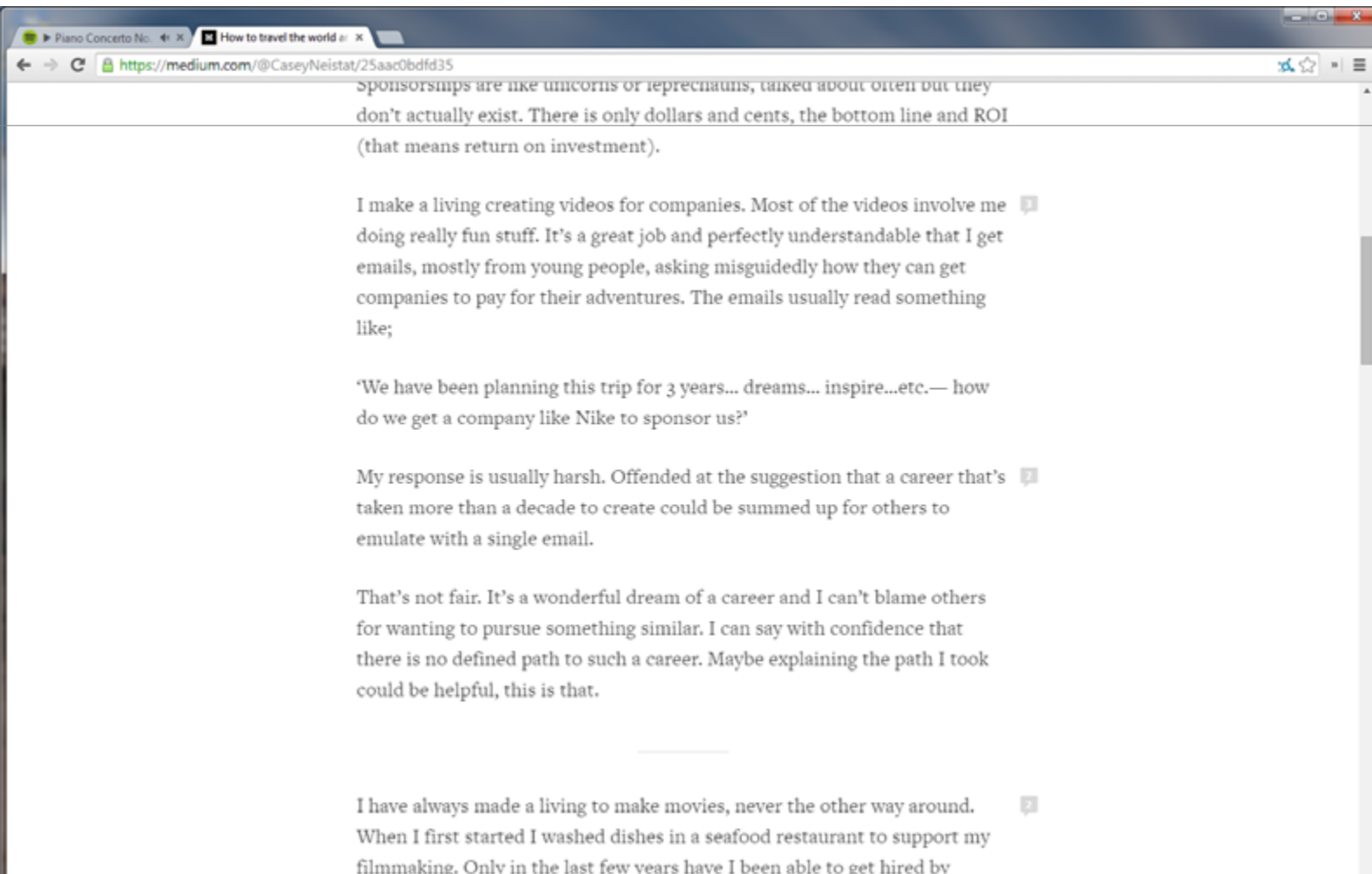


Photo credit: [Medium](#)

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.

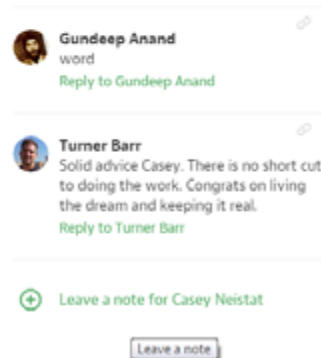


Photo credit: [Medium](#)

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

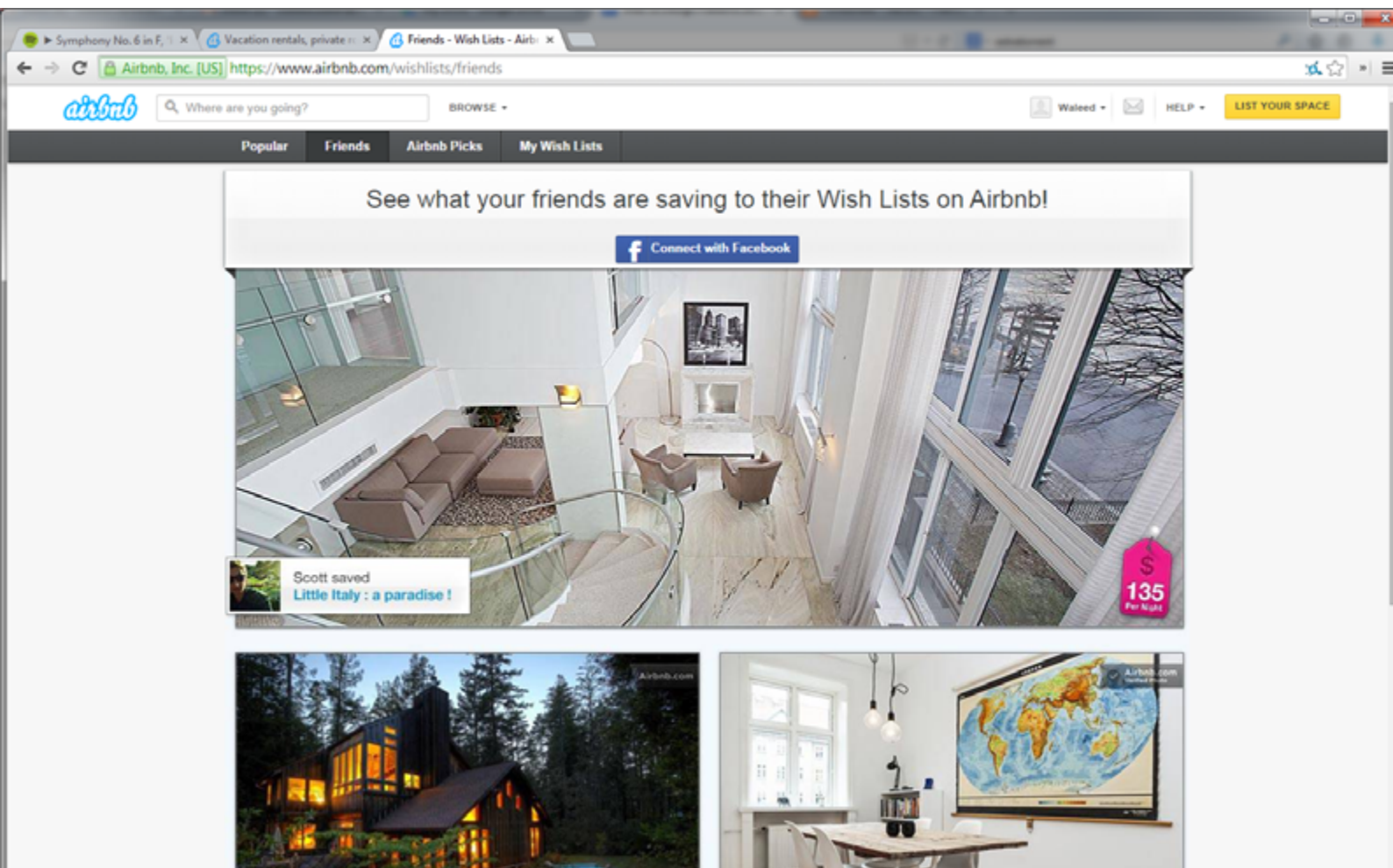


Photo credit: [Airbnb](#)

Welcome to Pinterest, Samuel!
Let's get you started with a quick tour...



Pins are visual bookmarks that people save on Pinterest.



Photo credit: [Pinterest](#)

tumblr.



Search Tumblr



Aa

Text



Photo



Quote



Link



Chat



Audio



Video

Ready to give your blog a new look? Visit the Theme Garden.



This is your dashboard.

When you follow some blogs, their latest posts will show up here!

Show me cool stuff

No thanks

wzub
Untitled

Posts 0

Followers 1

Customize

ACCOUNT

Following 1 blog

Find Blogs

RECOMMENDED BLOGS

edmunds-com
Edmunds.com

sealless
sealless

luckymag
Lucky Magazine

RADAR

huffingtonpost
The Huffington Post



Photo credit: [Tumblr](#)

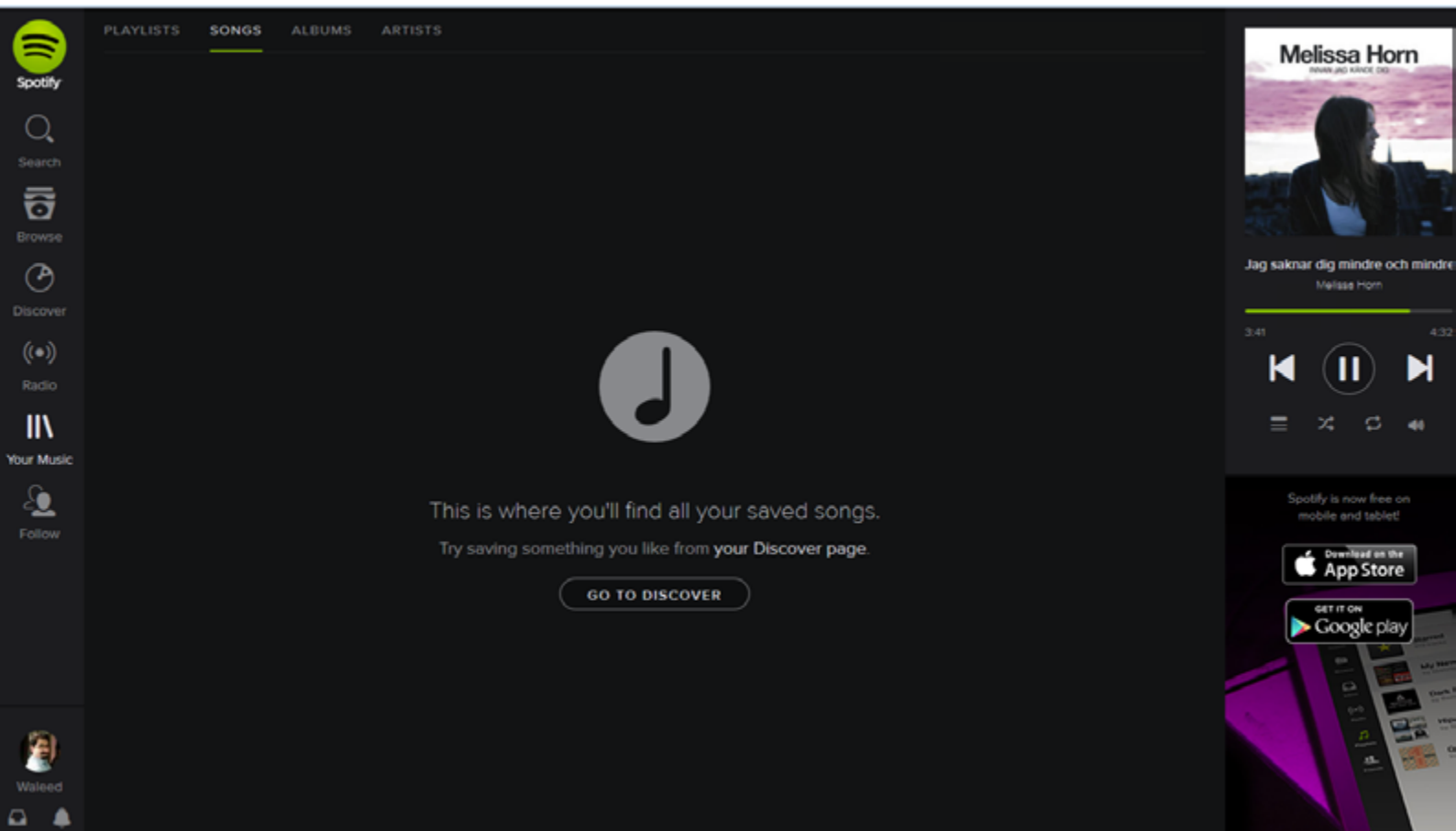


Photo credit: [Spotify](#)

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 its 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

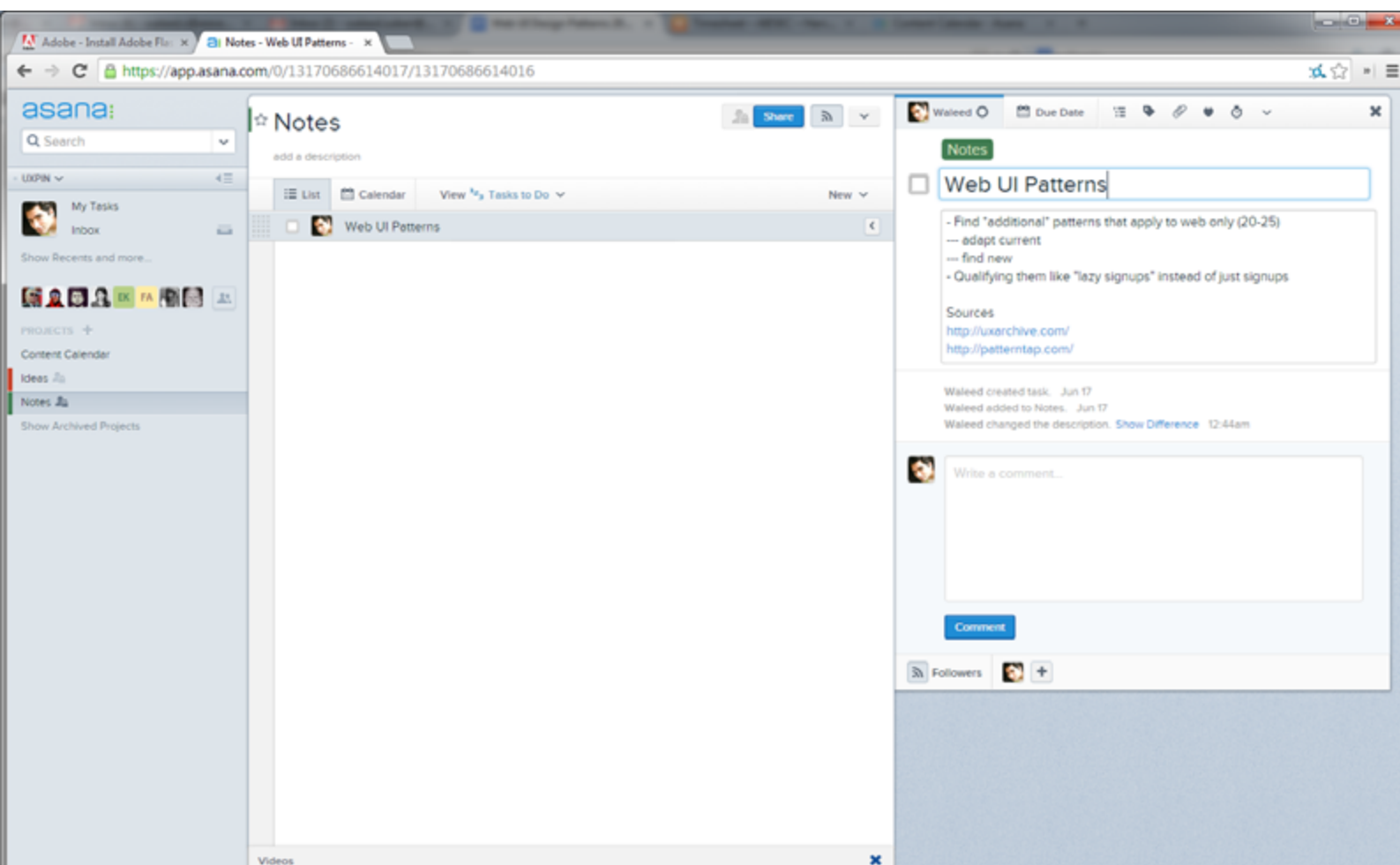


Photo credit: [Asana](#)



Waleed Zuberi

Student, writer, developer, AI/SECEr, wishful-thinker

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

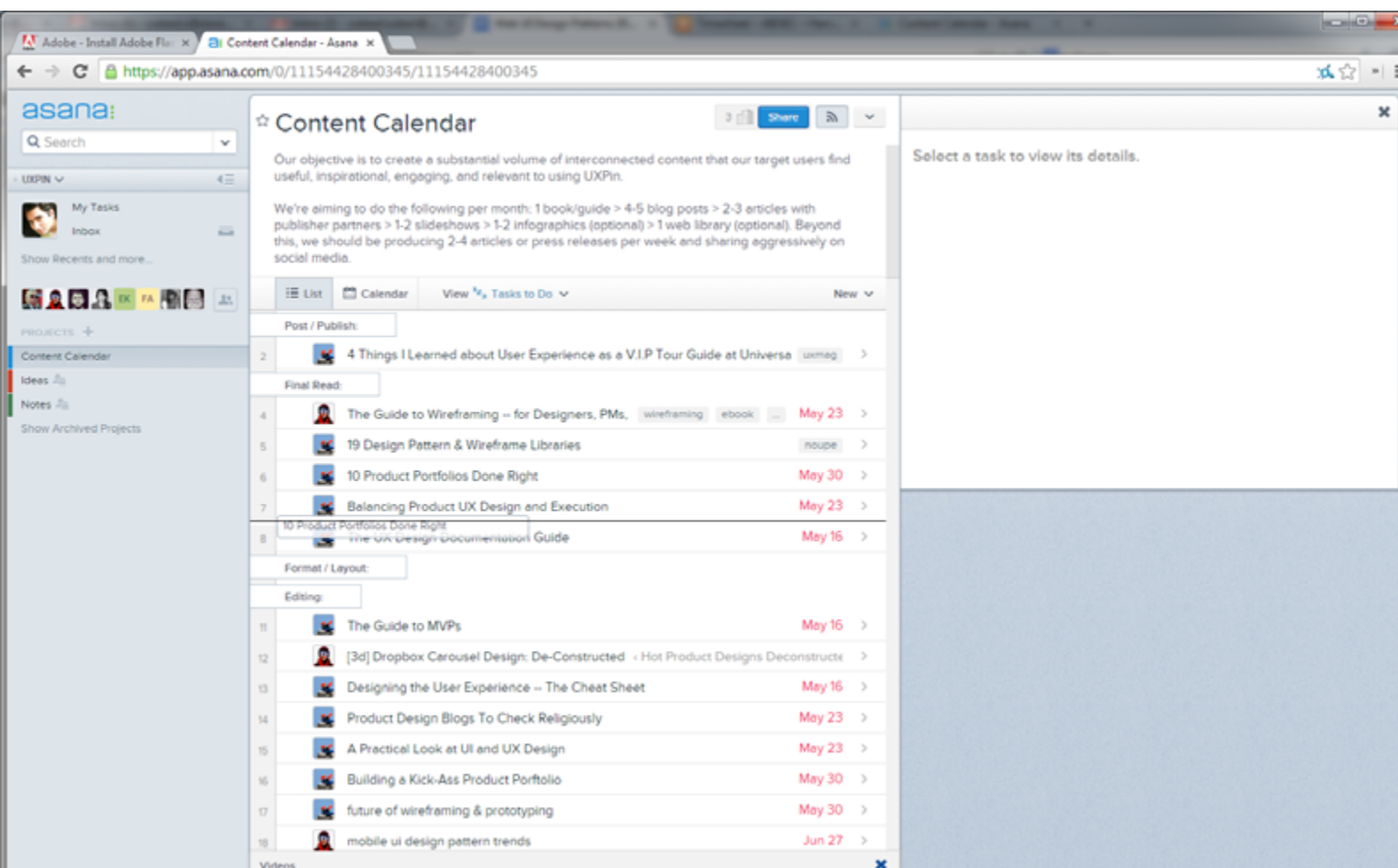


Photo credit: [Asana](https://asana.com)

Google play Search music +Waleed Share

Music All Access Queue Save queue Clear queue

PLAYING FROM: Greatest Hits radio Refresh station

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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with friends!



7

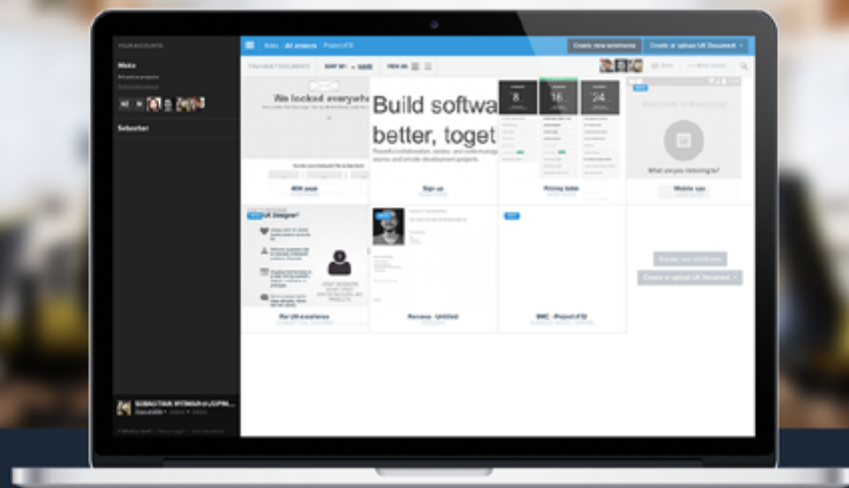
Beg, Borrow & Steal – When Appropriate

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