CSE 440: Introduction to HCI
User Interface Design, Prototyping, and Evaluation

Lecture 14: Patterns

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Alex Fiannaca
Lauren Milne
Saba Kawas
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Tuesday/Thursday
12:00 to 1:20
Today

Course Progress

Mockups Due Friday
Exam Tuesday
Report, Website, Presentations After Break
Reading 5 Posted

Patterns

Peer Critique of Usability Testing Results
Limitations of Testing

Drives hill-climbing, but not overall design

A design may be better, but is it good?

Impossible for new designs to compete

Can be difficult to scale to many features

How about we step through a larger example
### New CD Releases!

**Only $11.88**

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

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

<table>
<thead>
<tr>
<th>In-Stock Now!</th>
<th>Our Price</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weezer</strong></td>
<td>$6.99</td>
<td>$18.97</td>
</tr>
<tr>
<td>Satisfaction 2000 Dolls</td>
<td>$9.00</td>
<td>$18.98</td>
</tr>
<tr>
<td><strong>Eminem</strong></td>
<td>$2.98</td>
<td>$18.97</td>
</tr>
<tr>
<td>Echoes</td>
<td>$11.54</td>
<td>$24.97</td>
</tr>
<tr>
<td>18</td>
<td>$10.99</td>
<td>$18.98</td>
</tr>
</tbody>
</table>

**Just Released: The Royal Tenenbaums for $10.45**

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

<table>
<thead>
<tr>
<th>In-Stock Now!</th>
<th>Our Price</th>
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<tr>
<td><strong>Monster's Ball (DVD)</strong></td>
<td>$11.25</td>
<td>$24.99</td>
</tr>
</tbody>
</table>
Weezer (2001)
Weezer

Our best price: $6.99
List Price: $18.97 (Save: $11.98)

Find out more...
Full product info, Product Reviews

Not ready to buy?
Add to your Wish List, Preorder this item, May we also suggest...

Like New Sorted by Price

<table>
<thead>
<tr>
<th>Price</th>
<th>Total Price</th>
<th>Seller (Rating)</th>
<th>Seller Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7.75</td>
<td>$10.20</td>
<td>custodian46 (142)</td>
<td>best buy</td>
</tr>
<tr>
<td>$8.00</td>
<td>$10.45</td>
<td>stargaze13 (3)</td>
<td>Disk, case, and liner all in excellent c</td>
</tr>
<tr>
<td>$8.25</td>
<td>$10.70</td>
<td>dazzyliz (1205)</td>
<td>SEALED NEW BMG</td>
</tr>
<tr>
<td>$8.30</td>
<td>$10.75</td>
<td><a href="mailto:najoia@hotmail.com">najoia@hotmail.com</a> (35)</td>
<td>Perfect condition</td>
</tr>
</tbody>
</table>

Standard shipping (USPS Media Mail) for this item is $2.30.

About this album:
» Song List
» Album Credits
» Album Notes
» Editorial
» Customer Reviews

About the Artist
» Other Works

Spread the Word:
» Write a Review
» Email a Friend
 Redeeming a Gift Certificate or Coupon?

**Shopping Cart**

**Weezer (2001)** Weezer, Weezer (Music)
- **Item:** $8.30
- **Media Mail:** $2.45
- **Total:** $10.75

**Condition:** Like New • **Notes:** Perfect condition

**Move to WishList** • **Remove from Cart** • **Find another one**

**Gift Certificates and Coupons**

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

**Proceed to Checkout**
Checkout

Enter your User ID and Password.

Are you a half.com user having trouble signing in? Get help now.

eBay User ID
You can also use your registered email.

eBay Password
Forgot your password?
Learn how to protect your account

Secure Sign In or Register Now

Keep me signed in on this computer unless I sign out. Learn more.

Having problems signing in? Get help now.

For more information about sign in, visit sign in help.
Step 1 - Choose Shipping Address

Ship my order to:

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

OR

Enter a new shipping address:

Name
Street address
City
State
Select State
ZIP code
Country
USA

Use This Address
Save Changes
Testing in a Larger Design

OK, so the strategy behind this redesign is—

Wait, did you increase the border size??

Holy crap! We better isolate and re-test!

But... that change is just part of a larger design...

Calm down, pixel-boy. We've got scientific ways to handle this.

3 months later...

See? That border would have cost us 0.012%. Thank goodness I stopped your sloppy "redesign."

Absolutely. Once again our business is safe.
• What site is this?
  – Logo in top-left corner denotes the site
  – Another logo at top-right to reinforce
  – examples of SITE BRANDING
What kind of site is this?
- Shopping cart icon
- Tab row content & categories on left
- Prices in content area
- UP-FRONT VALUE PROPOSITION
- example of PERSONAL E-COMMERCE
• What can I do here?
  – Welcome for new visitors
  – Tab row / Search on top
  – “Categories”
  – Prices
  – Examples of OBVIOUS LINKS
- Most important info visible without scrolling
- ABOVE THE FOLD
Weezer (2001)

Our best price: $6.99
List Price: $18.97 (Save: $11.98)

Find out more...
Full product info, Product Reviews

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Add to your Wish List, Preorder this item, May we also suggest...

Like New Sorted by Price

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</tbody>
</table>

Very Good Sorted by Price

<table>
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<th>Seller Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8.00</td>
<td>$10.45 Media Mail</td>
<td>lucidsky (14)</td>
<td>perfect</td>
</tr>
<tr>
<td>$8.84</td>
<td>$11.29 Media Mail</td>
<td>steveeg1 (82)</td>
<td></td>
</tr>
<tr>
<td>$9.00</td>
<td>$11.45 Media Mail</td>
<td>sainttimothy (18)</td>
<td>Great shape...first class ship</td>
</tr>
</tbody>
</table>
• What site am I at?
  – Logo in upper-left reinforces brand, can click to go to home
  – Same font, layout, color scheme also reinforces
  – examples of SITE BRANDING (E1)
• Where am I in the site?
  – “Home > Music” are LOCATION BREAD CRUMBS
  – TAB ROW says “Music”
  – Album cover, “Product Highlights”, and CD cover
• Can I trust these sellers?
  – Who am I buying from?
  – Are they reputable?
  – What about shipping?
Weezer (2001)

Our best price: $6.99
List Price: $18.97 (Save: $11.98)

Find out more...
Full product info, Product Reviews

Not ready to buy?
Add to your Wish List, Preorder this item, May we also suggest...

• The Fold
  – Hmm, what’s below here?
• Impulse buy
  • PERSONALIZED RECOMMENDATIONS
• About this album
• Lots of unused space
• Still more info below…
Album Notes
Weezer: Rivers Cuomo (vocals, guitar); Brian Bell (guitar); Matt Sharp (bass); Patrick Wilson (drums). Recorded at Cello Studios, Los Angeles, California in December 2000. In 1994 Weezer burst onto the music scene, reaching platinum status with their debut, and in the process proving that there was still room in an airbrushed MTV world for unrepentant power pop played by decidedly non-airbrushed guys. Following a brief sojourn into semi-deconstructionism, 1997’s PINKERTON, the four men who make up Weezer serve up a third offering, WEEZER 2001, returning to the sound and producer of their successful debut. Nowhere does producer Ric Ocasek define his trademark refined power pop style more than with Weezer. Unlike the immediate, obvious pop hooks of the string of singles on the first album, though, the songs on WEEZER 2001 may take a few listens to settle in. However, once the subtle-yet-undeniable refrains of such tracks as "Crab," "Don't Let Go," and first single "Hash Pipe" make their way into your skull, they're there to stay, as furious, fuzzy, layered guitars compliment Rivers Cuomo's raw, vulnerable vocals. While this disc clocks in at less than a half-hour long, it packs more hooky wallop than many double live albums.

Product Reviews

Editorial Reviews
Spin (01/01/2002)
Ranked #9 in Spin's Albums of the Year 2001
Ranked #13 in AP's 25 Best Albums of 2001
Spin's Album of the Year 2001
Rolling Stone (6/7/01, p.110) - 4
Excellent tunes in less than half an hour. Rivers Cuomo's shrink another hot tub...Considered the observed power pop of their '94 debut, a

Customer Reviews
Rated 4.3 out of 5.0 by 29 raters.
» Read Customer Reviews
» Rate this item

• Is this product any good?
– Editorial reviews
– Customer reviews
– RECOMMENDATION COMMUNITY
People with similar tastes also enjoyed...

**Weezer (1994)**  
CD, Release Year: 1994  
Weezer  
$5.00  
(Save $6.97)

**Pinkerton**  
CD, Release Year: 1996  
Weezer  
$6.00  
(Save $10.95)

**All Killer No Filler [ECD]**  
CD, Release Year: 2001  
Sum 41, Sum 41  
$4.29  
(Save $8.68)

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**Shopping Cart**

**Weezer (2001)** Weezer, Weezer (Music)  
CD, Release Year: 2001  
Seller: naolia@hotmail.com (35)  
Condition: Like New  
Notes: Perfect condition  
Item: $8.30  
Media Mail: $2.45  
(Change Shipping Method)

Move to WishList • Remove from Cart • Find another one

TOTAL: $10.75

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**Gift Certificates and Coupons**

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

Proceed to Checkout ➡️Speedy Checkout
• What site am I at?
  – Logo in upper-left
  – Colors, layout, font
  – examples of SITE BRANDING
• Where am I in the site?
  – Last link clicked was “Buy!”
  – “Shopping Cart” and “Proceed to Checkout” reinforce that this is “the right page”
  – SHOPPING CART
- Cross-selling
  - Possibly a pleasant surprise
  - Impulse buy
  - CROSS-SELLING & UP-SELLING
• What am I going to buy?
  – Easy to remove
  – Easy to move to wishlist

• How much will it cost?
  – Shipping costs there, no nasty surprises

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

Enter your User ID and Password.

Are you a half.com user having trouble signing in? Get help now.

eBay User ID

You can also use your registered email.

eBay Password

Forgot your password?
Learn how to protect your account

Secure Sign In or Register Now

Keep me signed in on this computer unless I sign out. Learn more.

Having problems signing in? Get help now.

For more information about sign in, visit sign in help.
Enter your User ID and Password.

* What if I don’t have a User ID?
* What if I forgot my password?
* SIGN-IN/NEW ACCOUNT options
Step 1 - Choose Shipping Address

Ship my order to:

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

OR

Enter a new shipping address:

Name
Street address
City
If U.S. Military, enter APO/FPO for City
State
Select State
If U.S. Military, select AE, AP or AA from bottom of list for State
ZIP code
Country
USA

Save Changes
• What site?
  – Logo, layout, color, fonts

• Where in site?
  – Checkout, step 1 of 3
  – “Choose shipping address”
  – QUICK-FLOW CHECKOUT
• Note what’s different
  – No tab rows
  – No impulse buys
  – Only navigation on page takes you to next step

• This is a PROCESS FUNNEL
  – Extraneous info and links removed to focus customers
### Order Summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weezer (2001) Weezer, Weezer (Music)</td>
<td>1</td>
<td>$8.30</td>
</tr>
<tr>
<td>Media Mail</td>
<td>1</td>
<td>$2.45</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>$10.75</td>
</tr>
</tbody>
</table>

**Total Merchandise:** $8.30  
**Total Shipping:** $2.45  
**Total:** $10.75

**Ship to:**

- **Jason Hong**  
  387 Soda Hall Computer Science UC Berkeley  
  Berkeley, CA 94720  
  Edit / Change Shipping Address

**Bill to:**

- **MasterCard** ending with 0155  
  Expires 11/2003  
  Zipcode: 94709  
  Edit / Change Billing

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

**Place my order!**
• Last step of process
  – Step 3, “Place Order”
  – “Place my order” button

• Two HIGH-VISIBILITY ACTION BUTTONS for fold
• No nasty surprises
  - Can see order
  - Total price is same as shopping cart
  - ORDER SUMMARY
• Easy to change shipping and billing
• Easy to save this info
  – Easier to setup info in context of specific task
Design equals Solutions

Design is about finding solutions

Designers often reinvent

- Hard to know how things were done before
- Why things were done a certain way
- How to reuse solutions
Design Patterns

Design patterns communicate common design problems and solutions
Design Patterns

Design patterns communicate common design problems and solutions

First used in architecture [Alexander]

How to create a beer hall where people socialize?

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

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

Not too general and not too specific
use a solution “a million times over, without ever doing it the same way twice”

Design patterns are a shared language
for “building and planning towns, neighborhoods, houses, gardens, and rooms”

Beer hall is part of a center for public life
Beer hall needs spaces for groups to be alone ALCOVES
A Web of Design Patterns

(8) Mosaic of Subcultures
- (31) Promenade
  - (90) Beer Hall
    - (95) Building Complex
      - (179) Alcoves
      - (181) The Fire
- (33) Night Life

Cities & Towns
Local Gatherings
Interiors
Web Design Patterns

Communicate design problems & solutions

how to create navigation bars for finding relevant content

how to create a shopping cart that supports check out

how to make e-commerce sites where people return & buy
NAVIGATION BAR (K2)

Problem: Customers need a structured, organized way of finding the most important parts of your Web site
NAVIGATION BAR (K2)

Solution diagram

Captures essence on how to solve problem
Pattern Groups

Patterns organized by group

- Site genres
- Navigational framework
- Home page
- Content management
- Trust and credibility
- Basic ecommerce
- Advanced ecommerce
- Completing tasks
- Page layouts
- Search
- Page-level navigation
- Speed
- The mobile web
PROCESS FUNNEL (H1)

Problem:

Need a way to help people complete highly specific stepwise tasks

Ex. Create a new account
Ex. Fill out survey forms
Ex. Check out
PROCESS FUNNEL (H1)
PROCESS

• What’s different?
  – No tab rows
  – No impulse buys
  – Only navigation on page takes you to next step

• What’s the same?
  – Logo, layout, color, fonts
PROCESS FUNNEL (H1)

Problem:

What if users need extra help?
PROCESS FUNNEL (H1)
CONTEXT-SENSITIVE HELP (H8)
FLOATING WINDOWS (H6)
FLOATING WINDOWS (H6)
PROCESS FUNNEL (H1)

Solution Diagram
Related Patterns

(A1) E-Commerce
(A10) Web Apps
(A11) Intranets

(H1) Process Funnel

(K2) Navigation Bars
(K3) Tab Rows
(K4) Action Buttons

(H8) Context-Sensitive Help
(I2) Above the Fold
(K5) High-Viz Action Buttons
(K12) Preventing Errors
(K13) Meaningful Error Messages
Patterns Support Creativity

Patterns come from successful examples
sites that are so successful that lots of people are familiar with their paradigms
interaction techniques/metaphors that work well across many sites (e.g., shopping carts)

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

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

Patterns help design without over-constraining

- Unlike principles, patterns are not too general.
- Unlike guidelines, patterns discuss tradeoffs, show good examples, and tie to other patterns.
- Unlike style guides, patterns are not too specific, can be specialized to a design.
- Unlike templates, patterns illustrate flows and relationships among different pages.
Web Design Patterns

Pattern Name and Number

Exemplar

Forces & Solution

Background

Problem Statement
Web Design Patterns

Solution
Summary

Bus Stops
Solution
Diagram
Related
Patterns

Use Pop-Up Windows to Provide Extra Information, without Leading Visitors Out of the Process Funnel Sometimes customers need additional information that you have not provided on a page, such as extra help or product details. Provide a link to a pop-up window (H6) containing clean product details (F2) (see Figure H1.1), context-sensitive help (H8), or information from the frequently asked questions (H7) page, to make the extra information less intrusive. Your challenge is to implement this extra content without detracting from the main purpose.

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

Always Make it Clear How to Proceed to the Next Step • Some Web pages are longer than can be displayed on a customer’s Web browser. The problem is that people sometimes get lost if the critical action button (K4), the one that takes them to the next step, is hidden below the fold. Place more-visible action buttons (K5) both high and low on the page, ensuring that at least one of the critical action buttons is not scrolling.

Prevent Errors Where Possible, and Prepare for Errors That Do Occur • People will always make mistakes. You can provide good customer service and sample input to help prevent errors, but you can’t provide meaningful error messages (K13) that allow customers to correct them. Make it clear how to proceed to the next step.

Solution

SOLUTION

Consider These Other Patterns

Many kinds of Web sites use process funnels, including sites for personal e-commerce (A1), self-service government (A4), web apps that work (A10), and enabling intranets (A11). Customers use process funnels when they finalize purchases through quick-flow checkout (F1), when they create new accounts through sign-up/new account (H2), and when they post new messages to a recommendation community (G4), to name some examples.

Remove navigation bars (K2), tab rows (K3), irrelevant action buttons (K4), location breadcrumbs (K6), and embedded links (K7) to ensure that customers stay on their paths. However, keep strong site branding (E1) so that customers still know where they are.

Design process funnels to prevent errors (K12), and provide meaningful error messages (K13) when errors do occur.

Track your customers through persistent customer sessions (H5) to avoid problems with the Back button, and to save customer-entered information.

Move extra content, such as context-sensitive help (H8) and frequently asked questions (H7), to pop-up windows (H6) to keep the main task page on the screen. Make the next action visible by keeping it above the fold (J2) and by using high-visibility action buttons (K5).
Pre-Patterns

Patterns require broad adoption and examples

Many versions of the same basic idea
Shown successful in many contexts
That is what makes them patterns

This is challenging in novel domains

Pre-patterns are based in weaker evidence

Can help speed diffusion of techniques and results
Can help see relationships among ideas
UbiComp Pre-Patterns

Literature review

Button-up card sorting of lessons from literature

Cut down based on critique by other researchers
UbiComp Pre-Patterns

B6 • FIND A FRIEND

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

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

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

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

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

Managing privacy concerns • There are many privacy concerns about find-a-friend applications due to the potential for abuse. This is not just the fear of “Big Brother,” but also so-called “Little Brother,” including others who might be watching or tracking your friends.
# UbiComp Pre-Patterns

<table>
<thead>
<tr>
<th>A – Ubiquitous Computing Genres</th>
<th>B – Physical-Virtual Spaces</th>
<th>C – Developing Successful Privacy</th>
<th>D – Designing Fluid Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describes broad classes of emerging applications, providing many examples and ideas</td>
<td>Associating physical objects and spaces with information and meaning; location-based services; helping users navigate such spaces</td>
<td>Policy, systems, and interaction issues in designing privacy-sensitive systems</td>
<td>How to design for interactions involving dozens or even hundreds of sensors and devices while making users feel like they are in control</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Upfront Value Proposition (A1)</th>
<th>Active Map (B1)</th>
<th>Fair Information Practices (C1)</th>
<th>Scale of Interaction (D1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Ubiquitous Computing (A2)</td>
<td>Topical Information (B2)</td>
<td>Respecting Social Organizations (C2)</td>
<td>Sensemaking of Services and Devices (D2)</td>
</tr>
<tr>
<td>Ubiquitous Computing for Groups (A3)</td>
<td>Successful Experience Capture (B3)</td>
<td>Building Trust and Credibility (C3)</td>
<td>Streamlining Repetitive Tasks (D3)</td>
</tr>
<tr>
<td>Ubiquitous Computing for Places (A4)</td>
<td>User-Created Content (B4)</td>
<td>Reasonable Level of Control (C4)</td>
<td>Keeping Users in Control (D4)</td>
</tr>
<tr>
<td>Guides for Exploration and Navigation (A5)</td>
<td>Find a Place (B5)</td>
<td>Appropriate Privacy Feedback (C5)</td>
<td>Serendipity in Exploration (D5)</td>
</tr>
<tr>
<td>Enhanced Emergency Response (A6)</td>
<td>Find a Friend (B6)</td>
<td>Privacy-Sensitive Architectures (C6)</td>
<td>Active Teaching (D7)</td>
</tr>
<tr>
<td>Personal Memory Aids (A7)</td>
<td>Notifier (B7)</td>
<td>Partial Identification (C7)</td>
<td>Resolving Ambiguity (D8)</td>
</tr>
<tr>
<td>Smart Homes (A8)</td>
<td></td>
<td>Physical Privacy Zones (C8)</td>
<td>Ambient Displays (D9)</td>
</tr>
<tr>
<td>Enhanced Educational Experiences (A9)</td>
<td></td>
<td>Blurred Personal Data (C9)</td>
<td>Follow-me Displays (D10)</td>
</tr>
<tr>
<td>Augmented Reality Games (A10)</td>
<td></td>
<td>Limited Access to Personal Data (C10)</td>
<td>Pick and Drop (D11)</td>
</tr>
<tr>
<td>Streamlining Business Operations (A11)</td>
<td></td>
<td>Invisible Mode (C11)</td>
<td></td>
</tr>
<tr>
<td>Enabling Mobile Commerce (A12)</td>
<td></td>
<td>Limited Data Retention (C12)</td>
<td></td>
</tr>
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</table>
Patterns

When you see advice, consider its depth

- Result of an individual study
- Pre-pattern based on some meta-analysis
- Established pattern

Be aware of misapplying patterns

- And be aware of anti-patterns
Touch and Microsoft Windows

2004

2012
Consistency vs. Specialization

Beware of simply copying a design language

Consistency is your friend until it is not your friend

Not limited to platform-level decisions

One “look” for your app
Or targeted at each device
Dark Patterns

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

Disguised Ads

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

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

Friend Spam

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

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

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

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

Presented in San Jose’s U.S. District Court, the key issue in Perkins v. LinkedIn is spam. Namely, during the user sign-up process, LinkedIn claims that it “will not store your password or email anyone without your permission.” Despite this, LinkedIn sends automated follow-up email reminders on a new user’s behalf to any contacts harvested from their webmail accounts, which are presented in such a way as to appear as if they came directly from the user.

Under California law, the sitting judge says has deemed this illegal. Consequently, if you were a member of LinkedIn’s “add connection” program between September 2011 and October 2014, you can submit a claim to a PASTA.