

CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 12:
Testing, Patterns, Anti-Patterns

James Fogarty
Daniel Epstein
Brad Jacobson
King Xia

Tuesday/Thursday
10:30 to 11:50
MOR 234



Today

Comments on Paper Prototypes

Golden Path Prototype is Definitely Appropriate

Heuristic Evaluation Ignores Missing Nodes

Be Concerned if Participants Veer From Path

Fix it between tests, remember your talk aloud

Comments on Project Status

Comments on Presentations

Testing, Patterns, and Anti-Patterns

DisTrack

Refocus yourself

Graeme Britz	-	Project Manager
Max Suffel	-	Writer/User Researcher
Angela Suhardi	-	Writer/Designer
Jackie Chui	-	Writer/Designer
Bryan Djunaedi	-	Writer/Designer

Title
Image
Value Proposition



The recurring subscription management tool that let's you finally take control of your recurring services and payments.

Jen Kang • Vivian Yu • Si Liu • Brendan Lee



The recurring subscription management tool that let's you finally take control of your recurring services and payments.

Jen Kang • Vivian Yu • Si Liu • Brendan Lee

Finding

- **Reimbursement is a burden...**
 - More people, more difficult
- **Compiling shopping list**
 - mental note, notepad, or phone
- **Brand and price conscious**

Task

Typography
Consistency

- 1. Making list & budgeting**
- 2. Choosing a store & transportation**
- 3. Shopping**
- 4. Purchasing**
- 5. Storing groceries**
- 6. Managing \$\$\$ & requesting reimbursement**

Summary

Widows
Orphans

- Iteration is key
- Understand how users think
- Better design ideas came from more out-of-the-box thinking
- Discretionary spending is easy but discretionary spending tracking is hard
- Users crave positive motivation

Things to Do (Tasks)

1. Ability to record running statistics such as distance run, speed, number of runs, etc.
2. Share statistics with friends
3. Create running events and invite friends
4. Send mass notifications to friends for a spontaneous run
5. Find a SmartMatch (based on various criteria) to run with
6. Write and search for reviews on the route/experience

Overall Problem: Joint Pain & Activity

- **Target Audience: Athletes**
 - Health conscious
 - Disciplined
- **Problem: Overexertion and aggravation of injury among athletes**

Running with Friends

Erica Putsche, Heidi So, Luke
Chang, Linsen Wu

Parent Contextual Inquiry

Participants:

- Two parents whose children formerly had IEPs
- One parent with two children that currently have IEPs
- One guardian of a student with an IEP

The Process:

- “The lingo and paperwork are confusing, they come with 17 people and you are there by yourself.”

Communication:

- “right now I come in doing all the communications to get information”

Tracking



Contextual Inquiry - Insights

Johnson (20, undergraduate, CSE 006 Lab)

- Perception ≠ Observation
- Distracted by people talking and noise
- More focused at CSE Labs than at home

Steve (25, graduate, Mercer Court)

- Motivated by seeing people working
- Distracted by people and social media
- Takes breaks often

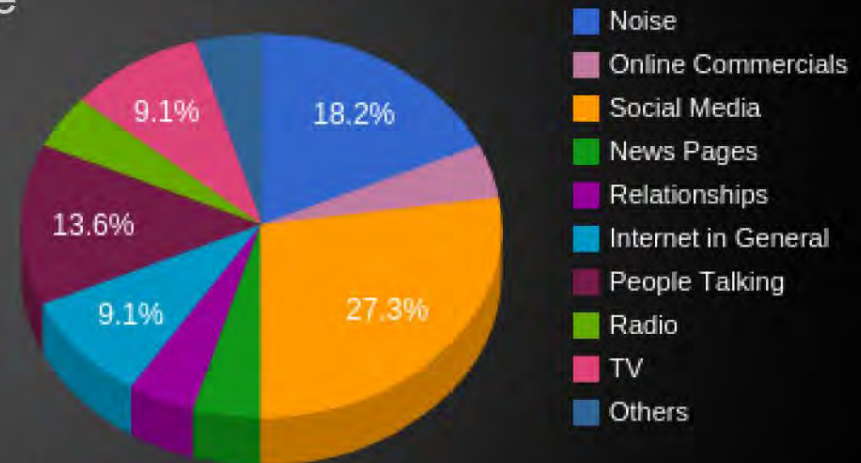
George (25, graduate, Odegaard Library)

- Turns notifications off while studying

Group (4 undergraduates, Yunnie Bubble Tea)

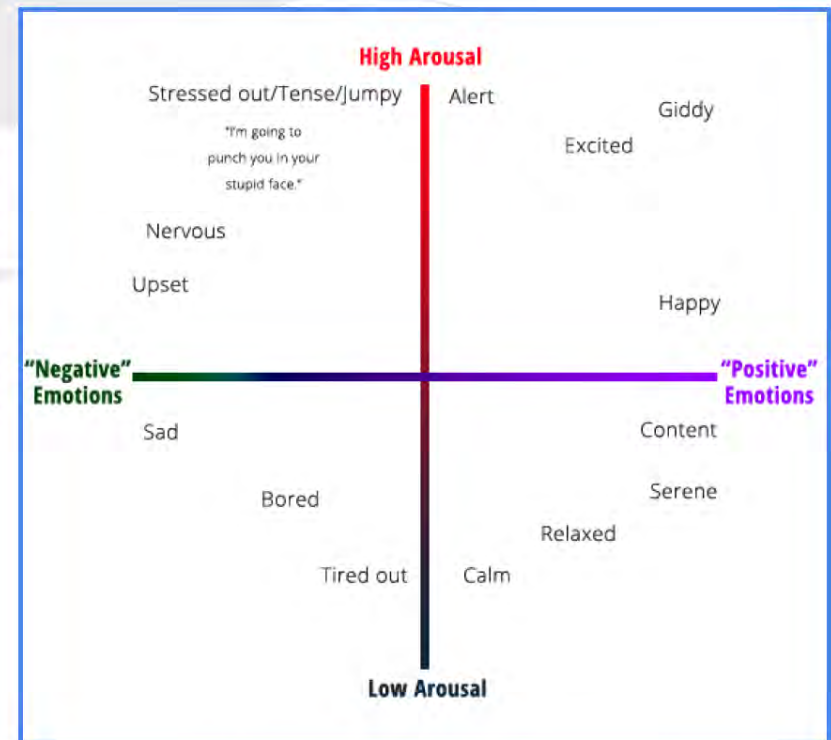
- Distracted by each other and apps
- Use headphones (music) to focus

Distraction Sources



Our three inquiries showed us:

1. People valued the insights acquired from a mood journal.
2. People thought journaling was a hassle.
3. People were interested in what triggers their mood
4. People want to share information with a mental health professional



Design 1: Running separately

May add some motivation but does not provide the full experience of running with a companion

Design 2: Coordinating running events in advance

Tasks can be accomplished using Facebook events or other similar tools

Design 3: Spontaneous Running

Tasks are unique and they also address the concerns raised in our contextual inquiries. Our chosen design also provides us with an interesting opportunity to explore personal informatics

Summary

Too Much Text

- Iteration is key
- Understand how users think
- Better design ideas came from more out-of-the-box thinking
- Discretionary spending is easy but discretionary spending tracking is hard
- Users crave positive motivation

Having Too Much Text

If you can read it

you probably will

we probably will

Be conversational, engaged

even when not talking

Notes are fine

but do not read them

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

Overall Problem: Joint Pain & Activity

- **Target Audience: Athletes**
 - Health conscious
 - Disciplined
- **Problem: Overexertion and aggravation of injury among athletes**

Contextual Inquiry

- Dancers
 - Use of entire body
 - Diverse Injuries
- Observation
 - Warmup
 - Preventative Habits



Pictures
are Good

Contextual Inquiry

4 Locations

- Odegaard Library
- CSE Undergraduate Labs
- Mercer Court
- Yunnie Bubble Tea (Ave)



3+1 Approaches

- Observation + Interview (3x)
- Interview-only (2x)
- In-group Interview (1x4)
- + Online Survey (16x)



Contextual Inquiry

Pictures
are Good

- People do not want to be interrupted or distracted
- Most people do not have a liquid intake plan
- People often reach for soda, coffee, or other beverages when they feel thirsty



Pictures
are Good



Contextual Inquiry

**Professional
(20-40s)**



Family



**Undergrad
Student**



15% of Americans between the ages of 20 and 69 experience hearing loss that may have been caused by **noise at work or during leisure activities.**

Motivation of Participants



Very noisy work environment

Some control over exposure levels



Moderately noisy work environment

Lacks control of his noise exposure



Dartmouth student who is exposed to **noisy social environments** multiple days per week

Has control over exposure levels

Watch the
Selling

We can help

Tasks

- Record mood reflections
- Discover triggers and warning signs
- Discover wellness strategies
- Planning for health
- Quick mood check-ins
- Aid your health professional

Tasks

1

Engage a
work session.

2

Record digital and
non-digital behavior.

3

Prompt for
taking breaks.

4

Reflect on recorded
data relative to
time and location.

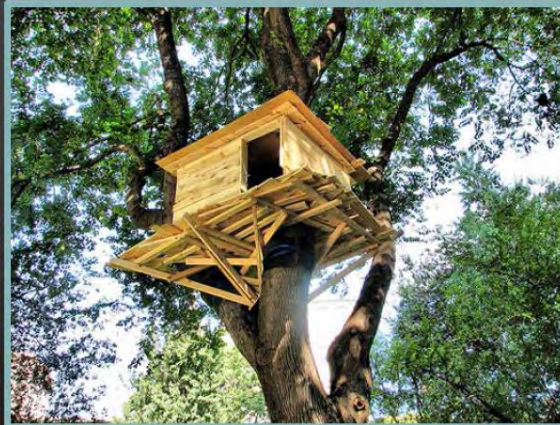
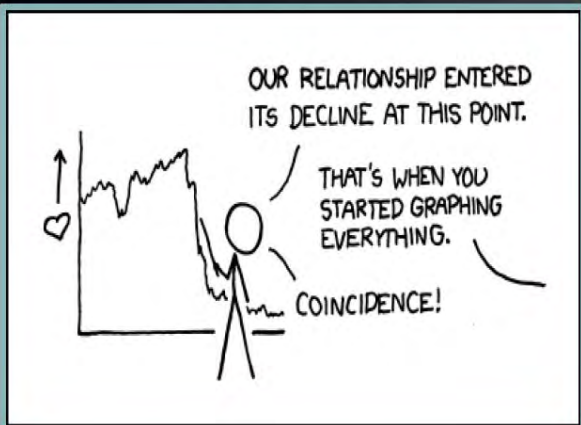
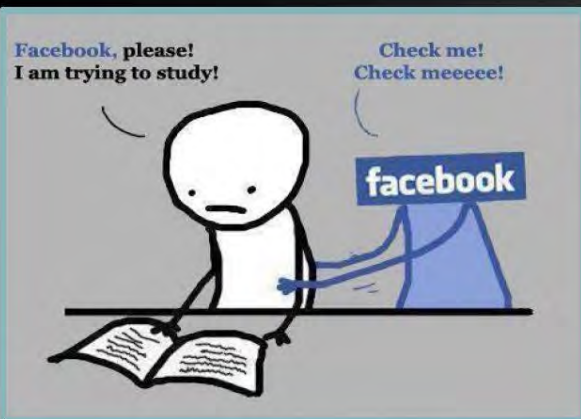
5

Find a productive
work place.

6

Find and implement
methods/strategies to
stay focused.

Tasks



Speaking of Distractions

Whether correct or not, many things distract

Plural possessive

a posteriori

Anything that might be sensitive

Original Tasks

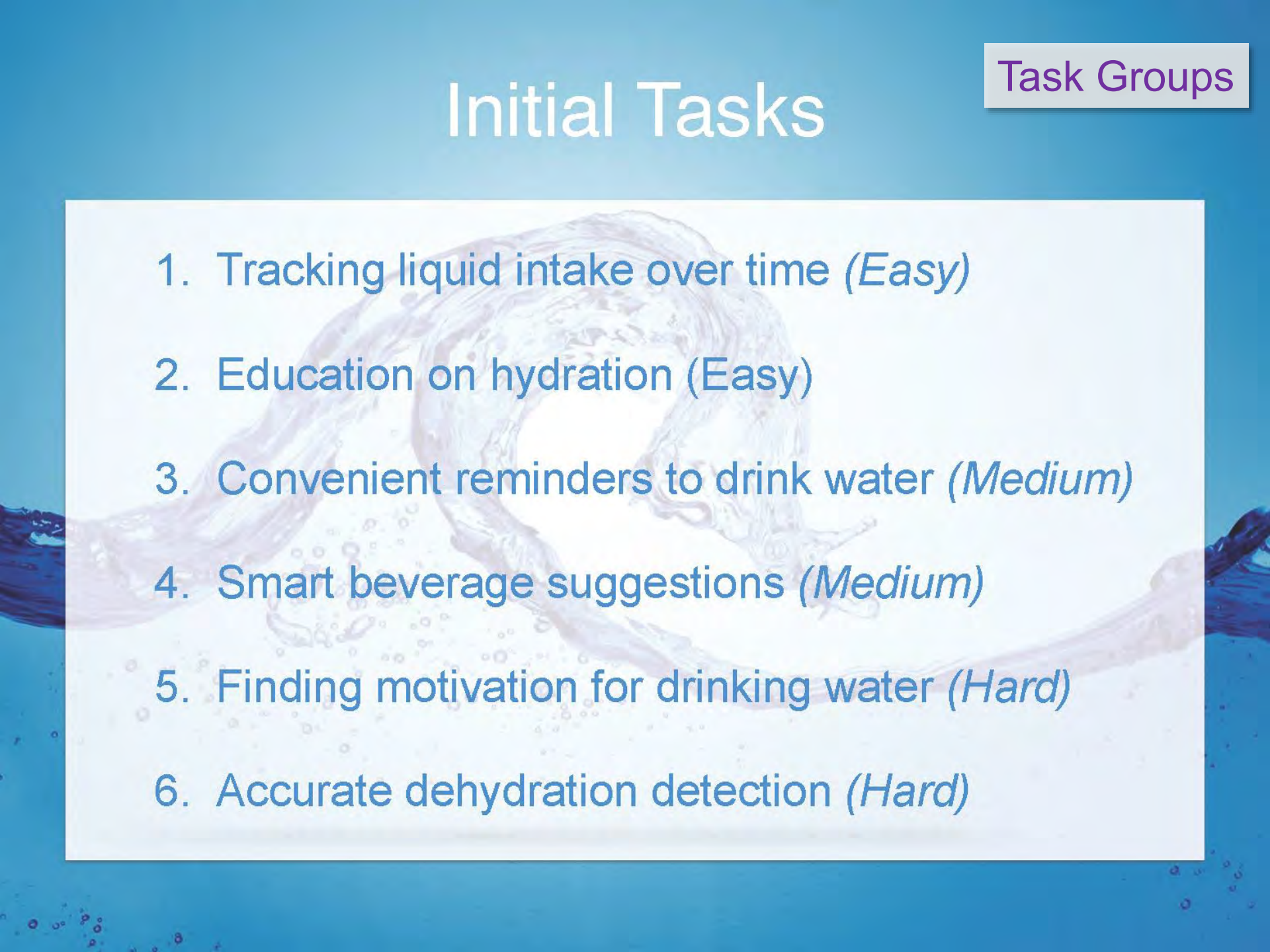
Current Tasks:

- Aggregate and collect all IEP information for continuity and stakeholder accessibility.
- Encourage communication between stakeholders.
- Connect with other parents who have children with similar disabilities.

New Tasks:

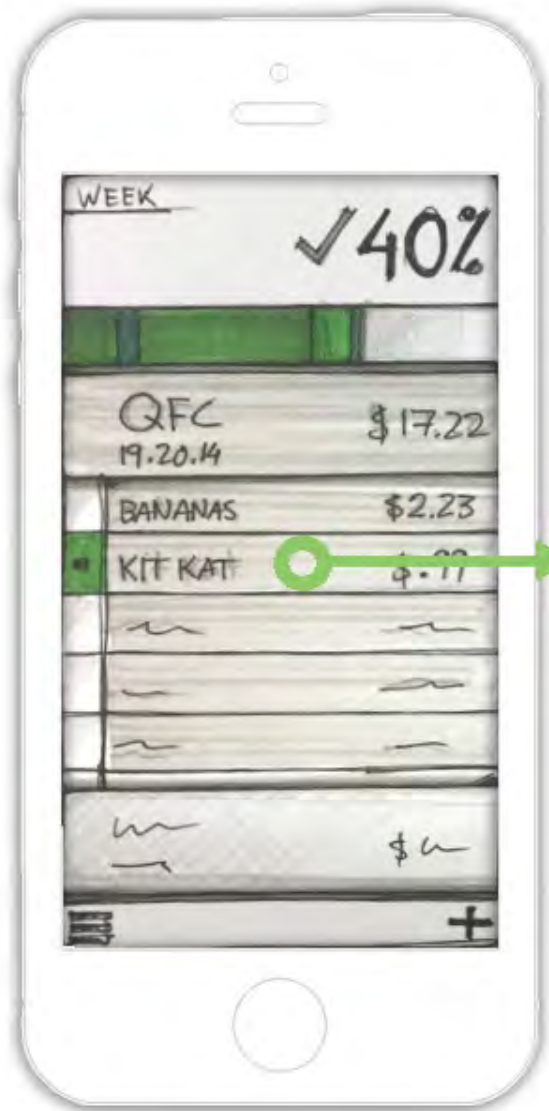
- Access mini lessons to support the developmental master of IEP tasks.
- Motivational rewards system to encourage students to be active in their IEP.
- IEP videos for parents to understand how to best advocate for their child.

Initial Tasks

1. Tracking liquid intake over time (*Easy*)
 2. Education on hydration (*Easy*)
 3. Convenient reminders to drink water (*Medium*)
 4. Smart beverage suggestions (*Medium*)
 5. Finding motivation for drinking water (*Hard*)
 6. Accurate dehydration detection (*Hard*)
- 
- A dynamic splash of water in shades of blue and white, with many small bubbles, serves as the background for the slide.

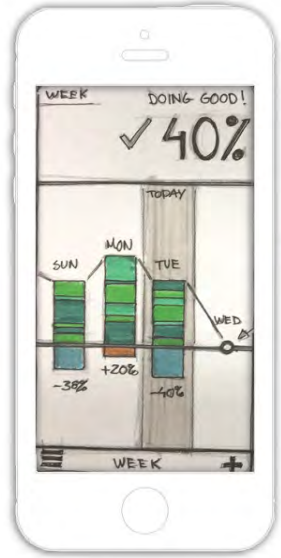


Adjust budget between different categories.



Designate spending as discretionary.

Verb as Task



Review spending **progress** compared to goals.



Account for **future** spending.



Prevent **unwanted** habitual spending.



Check if a potential purchase **fits the budget**.

Consistency
of Emphasis

Many people make **general** budgeting goals.

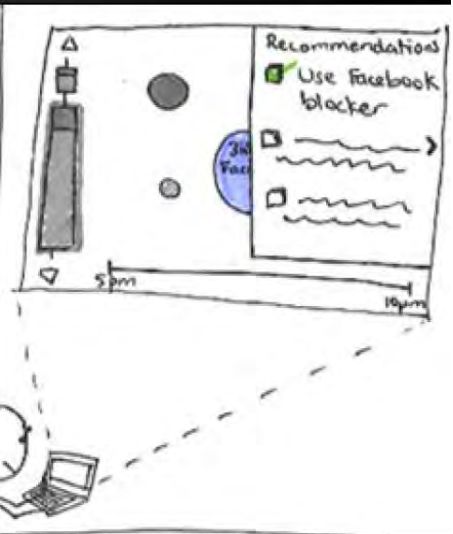
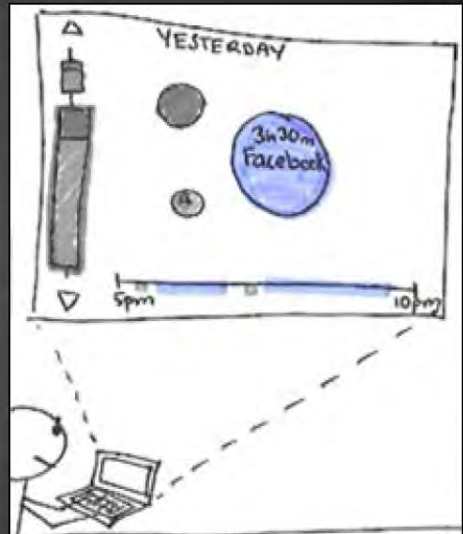
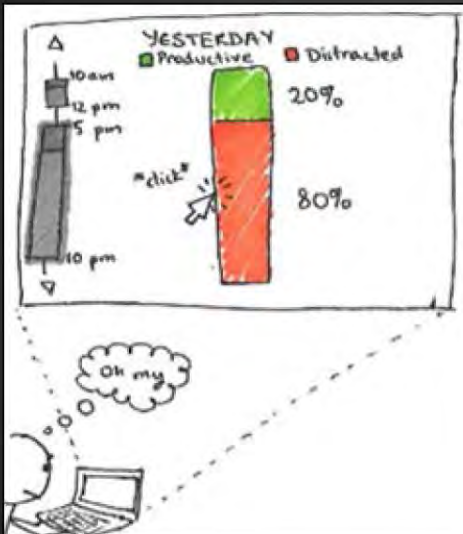
Large items are monitored.

Small items cumulative impact **not considered.**

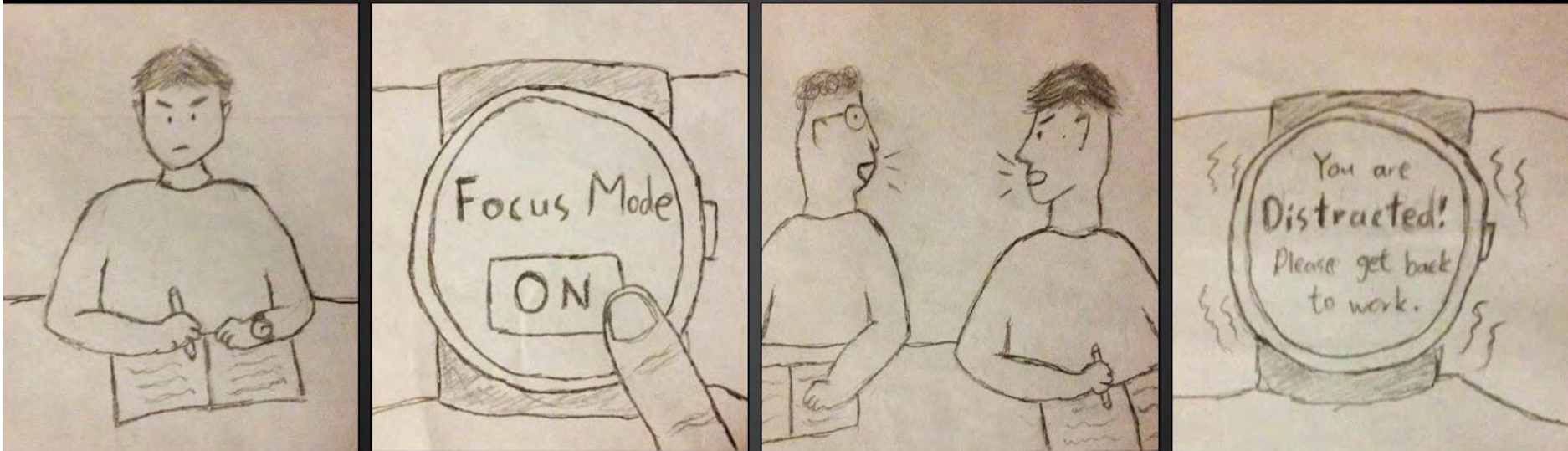
Challenging setting up budgets.

Complicated input leads to **less use.**

Task: Reflect on recorded data relative to time and location



Task: Find and implement methods/strategies
to reduce distractions and increase focus



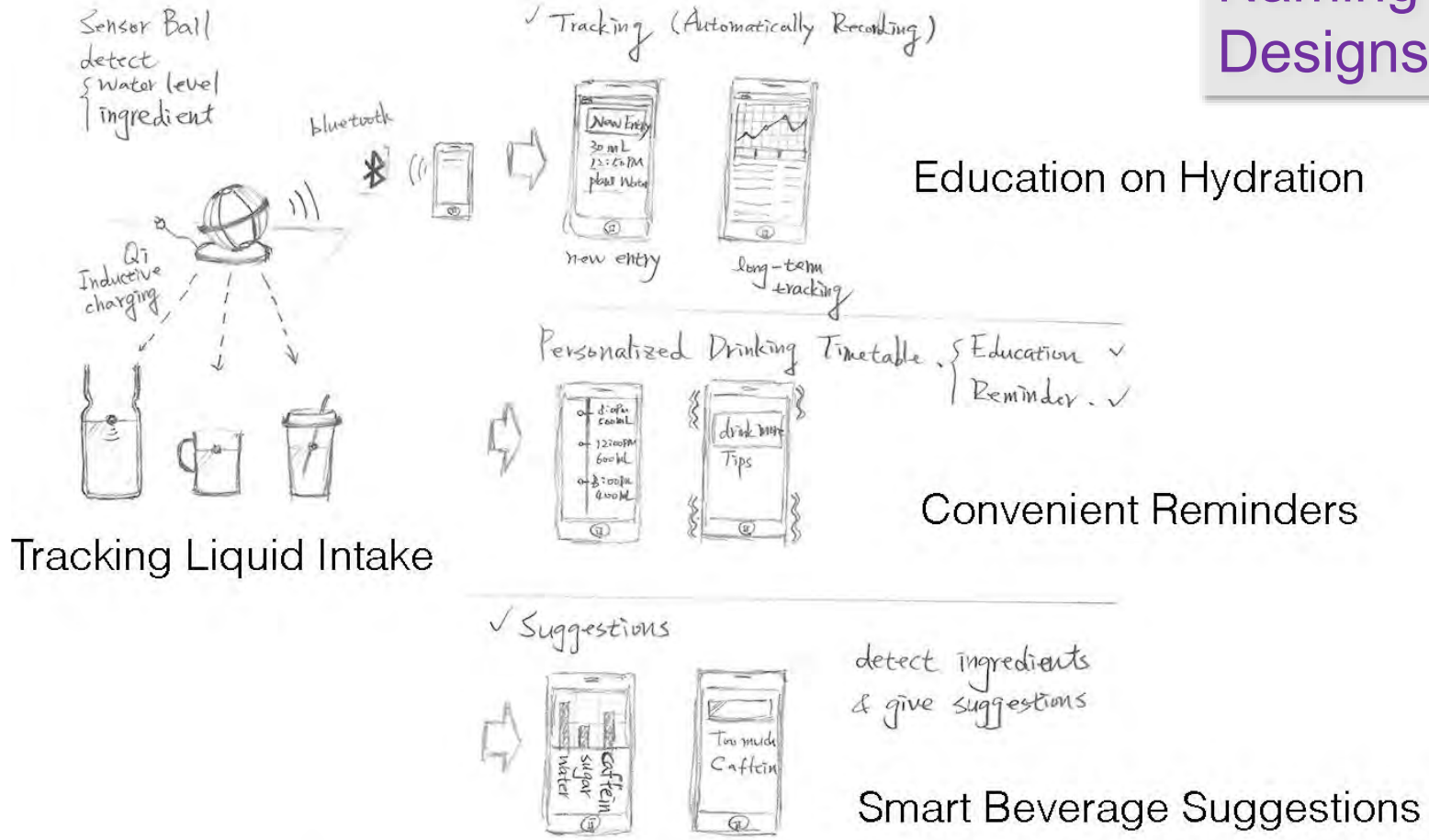
Design 1

Naming Designs

Pre-shopping



Naming Designs



Design 1

Sensor Ball with Mobile App

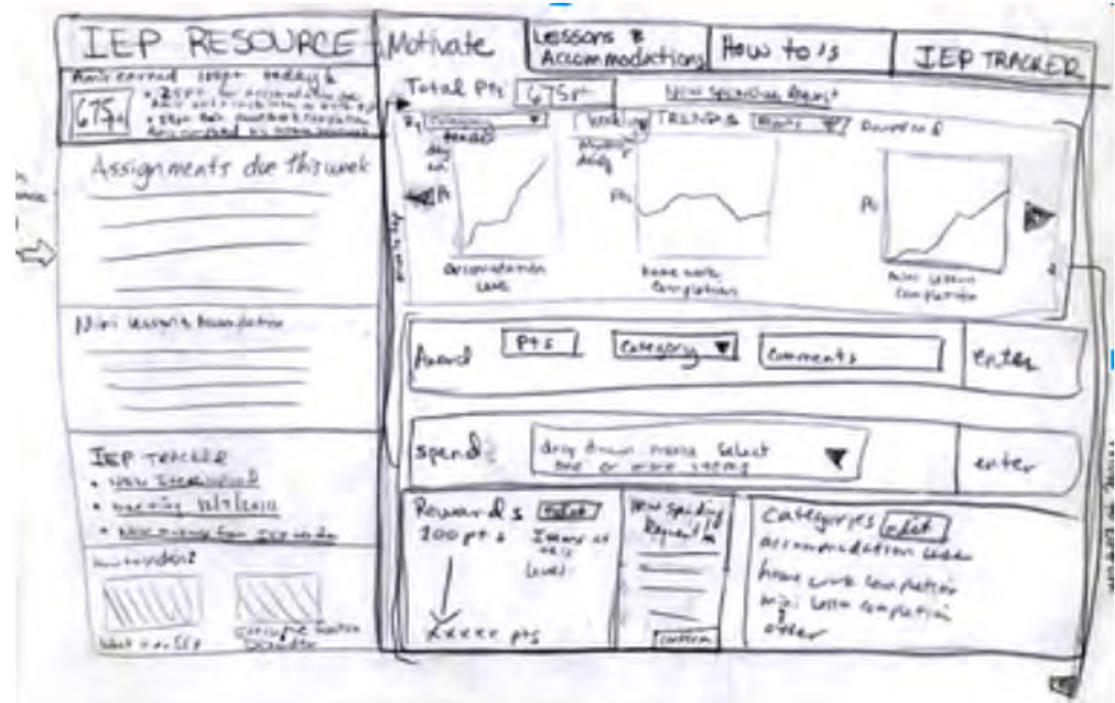
Sketch 3

Main Focus:

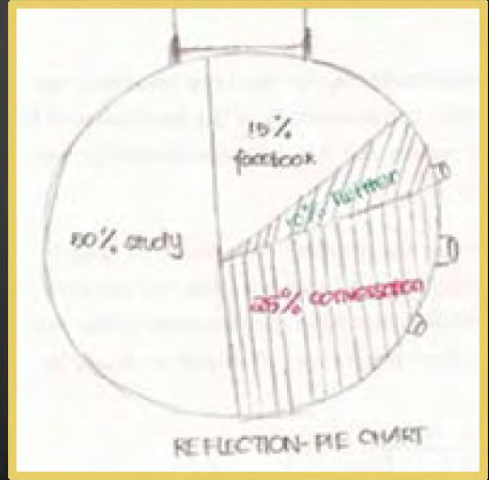
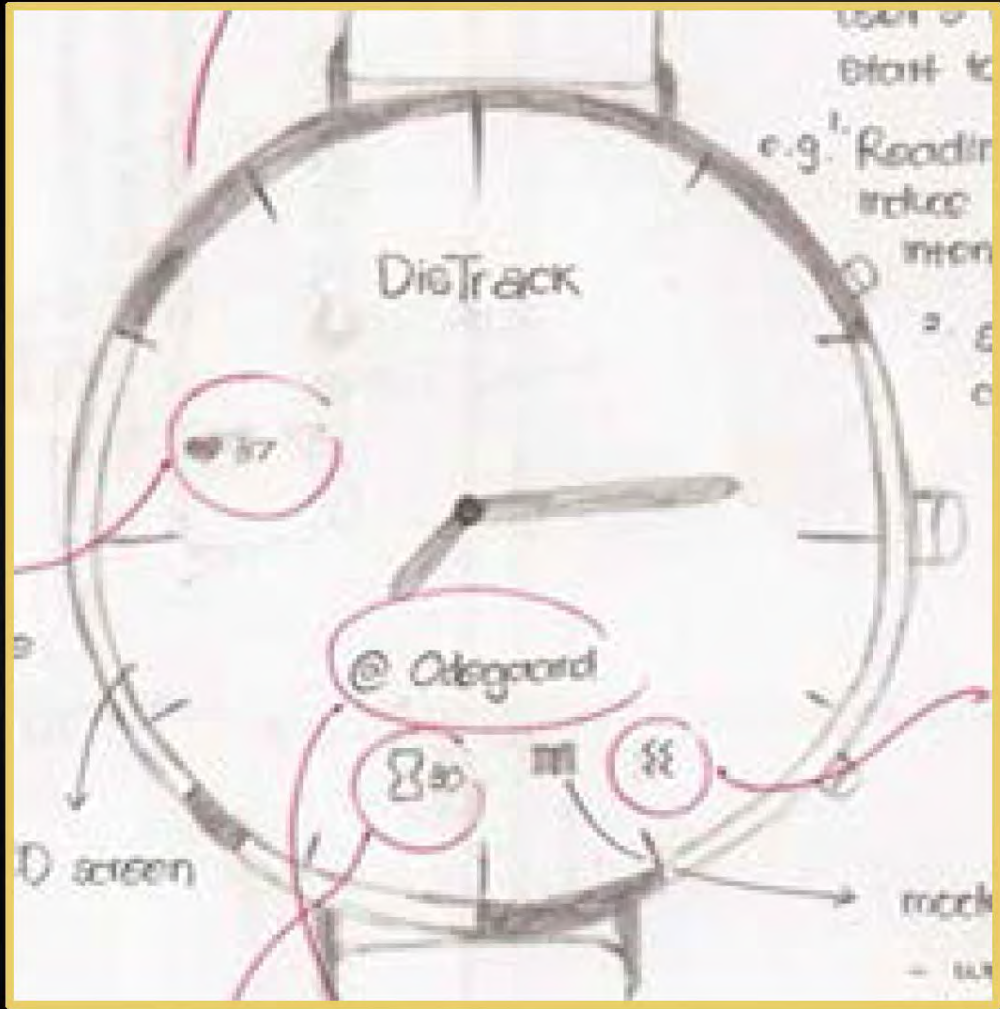
- Student Motivation

Key Features:

- Mini lessons accessible for the student and parent to work on
- Points awarded for completion of task on the website
- Spending points for various rewards



Design 3

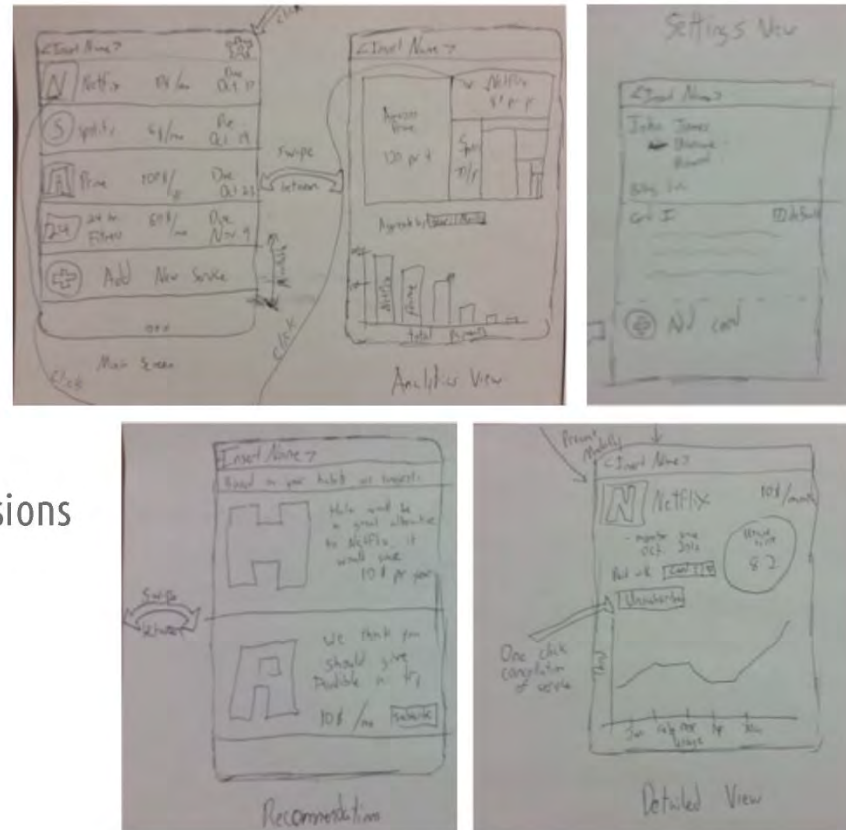


Low Contrast Images Low Contrast Text

Updated Sketch

Two Tasks

- Recurring subscription management
- Insight and informed decisions



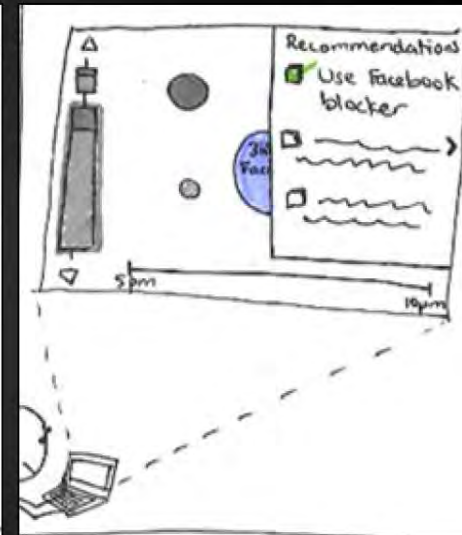
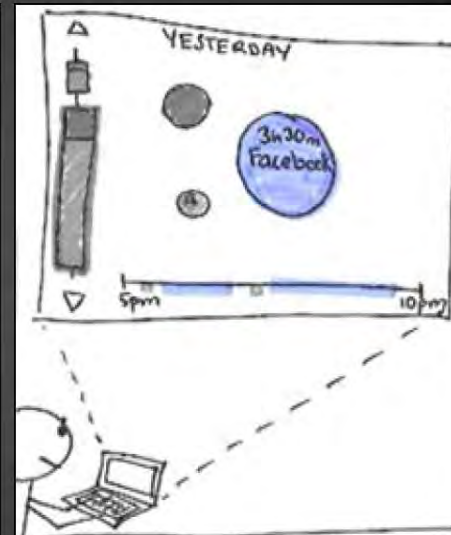
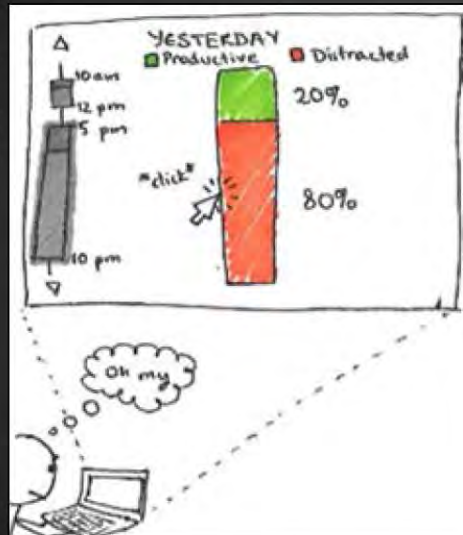
Problem

Check the
Projector

A lack of awareness about the long-term
implications of noise exposure

Color as Emphasis in Storyboards

Task: Reflect on recorded data relative to time and location



Finishing
Slide

KACHING



Remote Usability Testing

Conferencing-based testing

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

Semi-automated remote testing

Automatic logging and some analysis of usage

Controlled online A/B experiments

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

Semi-Automated Remote Usability

Move usability testing online

- participants access the “lab” via web

- answer questions & complete tasks in “survey”

- records actions or screens for playback

- can test many people completing many tasks

Analyze data individually or in aggregate

- playback individual sessions

- find general problem areas

- if needed, look more closely with traditional methods

Semi-Automated Remote Usability

The screenshot shows a Netscape browser window titled "NetRaker Intelligence Center Tour - Netscape". The address bar contains "Document: Done". The browser's menu bar includes "File", "Edit", "View", "Go", "Communicator", "Help", and "Send". The toolbar features icons for Back, Forward, Reload, Home, Search, Netscape, Print, Security, Shop, and Stop. The main content area displays a task instruction: "Please refer to the web site below for the following...". Below this, a task is listed: "(1) Find a flat panel monitor that costs less than \$1200. Please try to accomplish this task without using the search function." Three radio buttons are provided for feedback: "I was able to complete the task", "I was not able to complete the task", and "I think that I was able to complete the task, but I'm not sure". A "Next" button is visible to the right. The background shows the ACME Computers website with a navigation menu on the left and a product listing for LCD Flat Panel Displays. The product listing includes three items: Mitsubishi 18IN LCD PANEL (\$3,460.00), Compaq 18IN TFT 28MM 1280X1024 (\$3,839.00), and IBM 18IN/18.0V ANALOG TFT (\$4,099.00).

NetRaker Intelligence Center Tour - Netscape

File Edit View Go Communicator Help Send

Back Forward Reload Home Search Netscape Print Security Shop Stop

Please refer to the web site below for the following...

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

I was able to complete the task

I was not able to complete the task

I think that I was able to complete the task, but I'm not sure

Next

Home

Laptops & Notebooks

Desktop Computers

Printers

Monitors

LCD Flat Panel Displays

Video Cards

Scanners

Digital Cameras




Palmtops

Show Order

Info

ACME Computers

LCD Flat Panel Displays

		
Mitsubishi 18IN LCD PANEL	Compaq 18IN TFT 28MM 1280X1024	IBM 18IN/18.0V ANALOG TFT
\$3,460.00	\$3,839.00	\$4,099.00

Document: Done

Semi-Automated Remote Usability

NetRaker Intelligence Center Tour - Netscape

File Edit View Go Communicator Help eSend

Back Forward Reload Home Search Netscape Print Security Shop Stop

Percentages Totals Respondents Details Demographics

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

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

Response Times

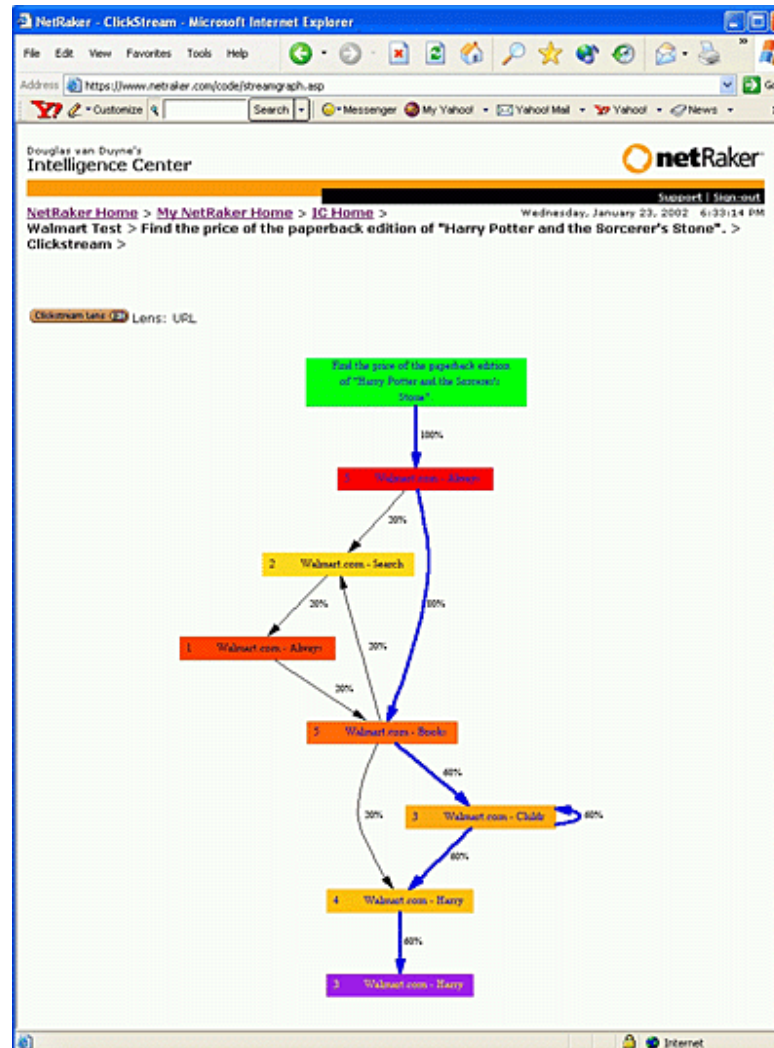
Fastest: 00:00:28
Median: 00:00:41
Average: 00:00:48.4
Slowest: 00:01:14

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

Short Freeform

\$1129

Semi-Automated Remote Usability



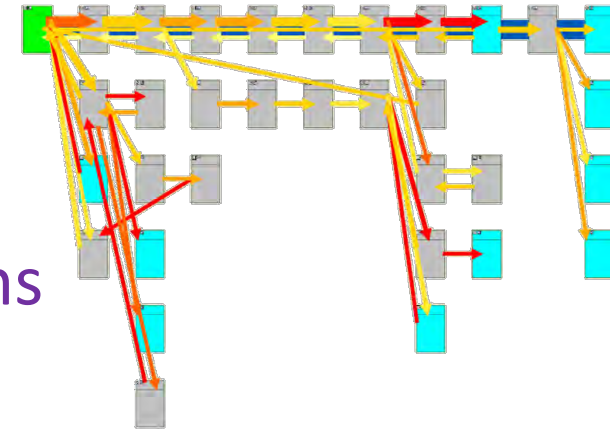
WebQuilt: Visual Analysis

Goals

link page elements to actions

identify behavior/navigation patterns

highlight potential problems areas



Interactive graph based on web content

designers can indicate expected paths

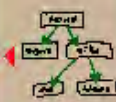
color code common usability interests

filtering to show only target participants

use zooming for analyzing data at varying granularity



Overview



Site Map



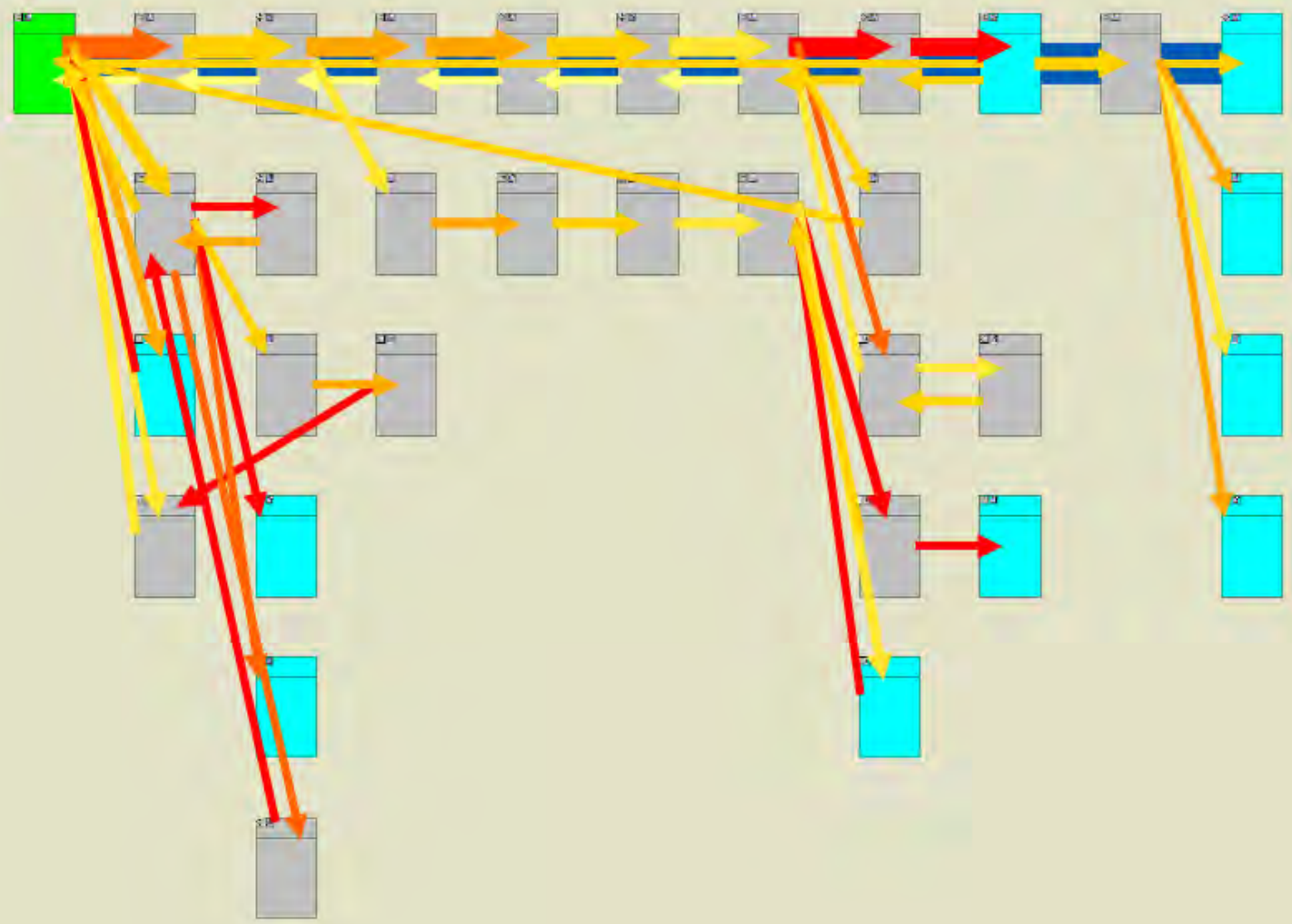
Storyboard



Page



Detail



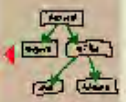
55379 88561 49983 52015 56678 38504 13681 67739 87310 14880

Update

Hide Filter



Overview



Site Map



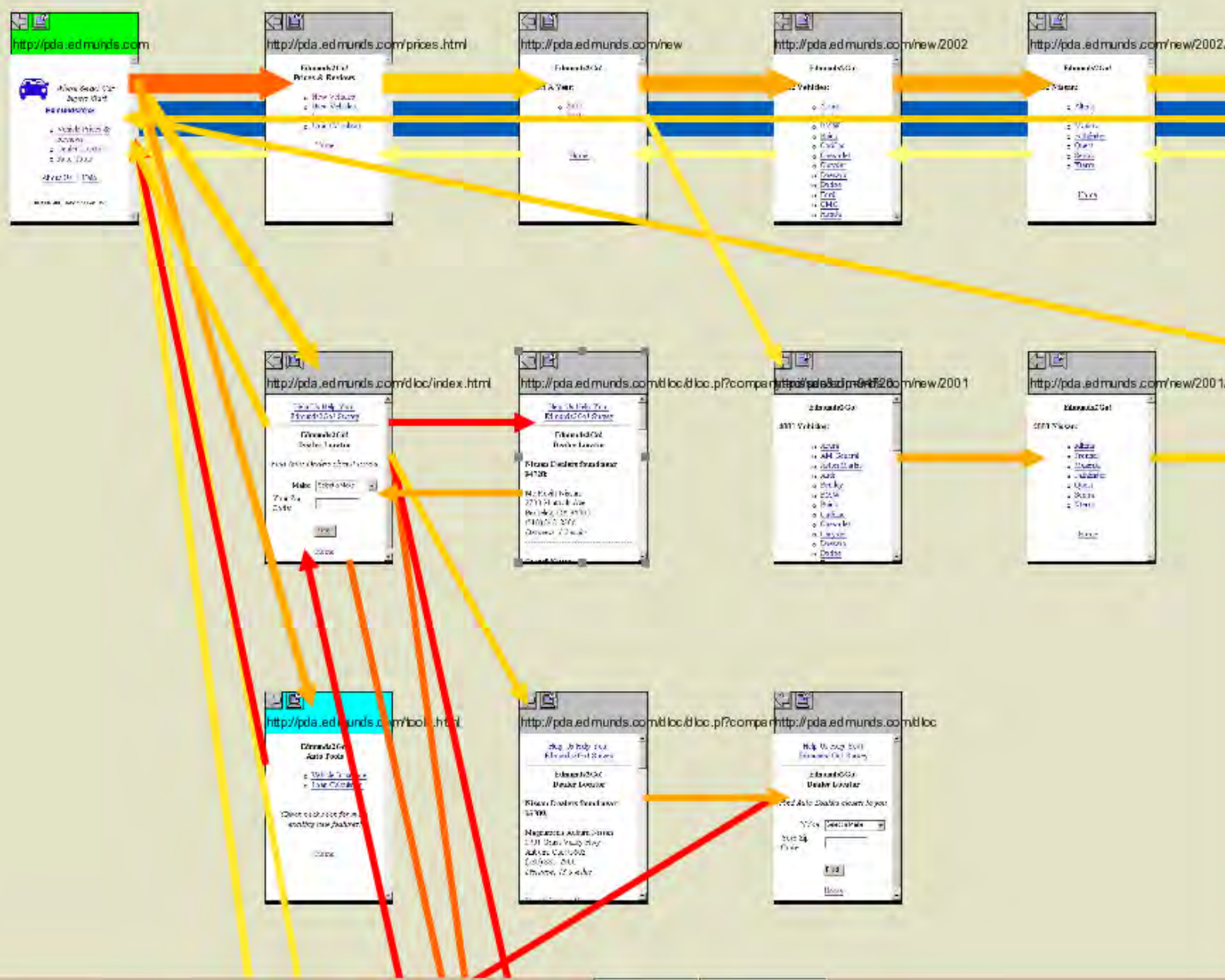
Storyboard



Page



Detail





Overview



Site Map



Storyboard




Page



Detail

http://pda.edmunds.com



*Where Smart Car
Buyers Start*

Edmunds2Go!

- [Vehicle Prices & Reviews](#)
- [Dealer Locator](#)
- [Auto Tools](#)

[About Us](#) | [Help](#)

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Controlled A/B Experiments

Many names for concept

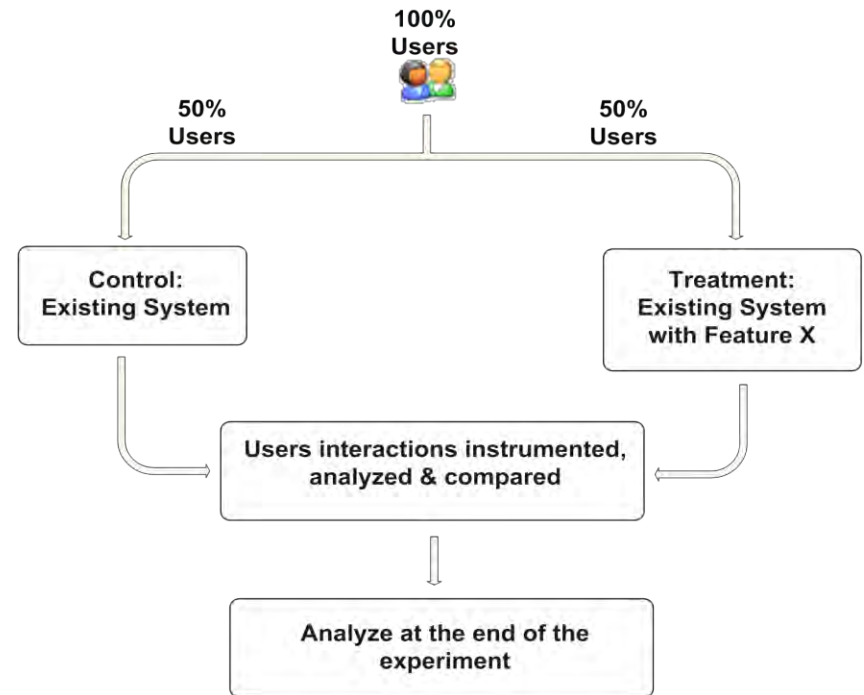
A/B tests or
Control/Treatment

Randomized
Experimental Design

Controlled experiments

Split testing

Parallel flights



Controlled A/B Experiments

Example: Amazon Shopping Cart Recommendations

Add an item to your shopping cart

Most sites show the cart

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

Controlled A/B Experiments

Evaluation

Pro: cross-sell more items

Con: distract people from checking out

Highest Paid Person's Opinion:

Stop the project

Simple experiment run:

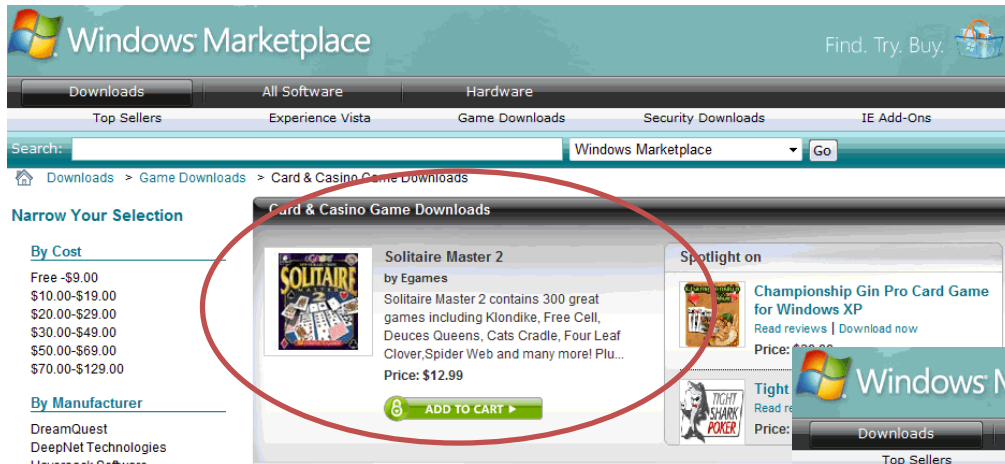
Wildly successful



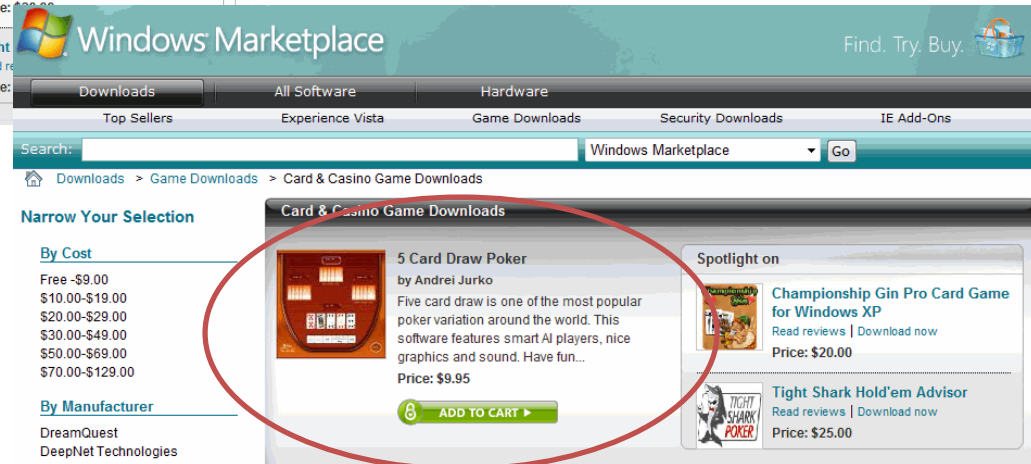
Marketplace: Solitaire v Poker

Experiment run in Windows Marketplace / Game Downloads

Which image has the higher clickthrough? By how much?



A: Solitaire game



B: Poker game

A is 61% better

SIX CHIX

BY RINA PICCOLO



Checkout Page

Conversion rate is percentage of visits that include purchase

A

Doctor FootCare™ Shopping Cart

Home | Products | Learn More | Tips | Testimonials | FAQ | About Us | Contact Us | 1-866-211-9733

Shop With Confidence

- ✓ Satisfaction Guaranteed
- ✓ 30-day, hassle-free Returns
- ✓ 100% Safe, Secured shopping
- ✓ We assure your Privacy

100% Secured Checkout

Continue Shopping > Proceed To Checkout

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

Update Total: \$0.00

Select Shipping Method Standard (\$5.95)

Continue Shopping > Proceed To Checkout

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

Copyright © 2003 Doctor Foot Care Inc. All Rights Reserved. Privacy Policy

B

Doctor FootCare™ Shopping Cart

Home | Products | Learn More | Tips | Testimonials | FAQ | About Us | Contact Us | 1-866-211-9733

Shop With Confidence

- ✓ Satisfaction Guaranteed
- ✓ 30-day, hassle-free Returns
- ✓ 100% Safe, Secured shopping
- ✓ We assure your Privacy

100% Secured Checkout

Proceed To Checkout

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

Enter Coupon Code

Select Shipping Method Standard (\$5.95)

Recalculate Continue Shopping > Proceed To Checkout

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

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Which version has a higher conversion rate?

Coupon code decreases by factor of 10

Office Online Feedback

A

Please let us know if this content was helpful.

Rate this content:
☆☆☆☆☆

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

Remaining characters: 650

B

How helpful was this information?
Click a star.

Not helpful ☆☆☆☆☆ Very helpful

Click to rate: 3 out of 5 stars

How helpful was this information?
Click a star.

Not helpful ☆☆☆☆☆ Very helpful

Why did you rate the information this way?

Remaining characters: 650

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

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

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

B gets more than double the response rate.

Another Feedback Variant

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

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

C

The flowchart for variant C starts with the question "Was this information helpful?". It has three buttons: "Yes", "No", and "I don't know".

- If "Yes" is selected, the user is taken to a form titled "How was this information helpful?". It features a text input field with up/down arrows on the right, and "Back" and "Submit" buttons below.
- If "No" is selected, the user is taken to a form titled "How can we make this information more helpful?". It features a text input field with up/down arrows on the right, and "Back" and "Submit" buttons below.
- If "I don't know" is selected, the user is taken to a form titled "What are you trying to do?". It features a text input field with up/down arrows on the right, and "Back" and "Submit" buttons below.

C outperforms B by a factor of 3.5 !

MSN US Home Page

Proposal: New Offers module below Shopping

Shopping

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

Advertisements

 **A smart way to buy a diamond**


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

Control

Shopping


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


Advertisements


 **A smart way to buy a diamond**

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

Offers

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

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

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

Treatment

Experiment Results

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

Clickthrough decreased 0.49% ($p < 0.0001$)

Page views per user-day decreased 0.35% ($p < 0.0001$)

Value of click from home page: X cents

Net = Expected Revenue –
direct lost clicks –
lost clicks due to decreased page views

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

Data Driven Methods Not Just Online


[◀ PREVIOUS](#)
[NEXT ▶](#)
[Back to story](#)

1999

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


[◀ PREVIOUS](#)
[NEXT ▶](#)
[Back to story](#)

2000

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



NUCCI STUDIO

[◀ PREVIOUS](#)
[NEXT ▶](#)
[Back to story](#)

2000

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

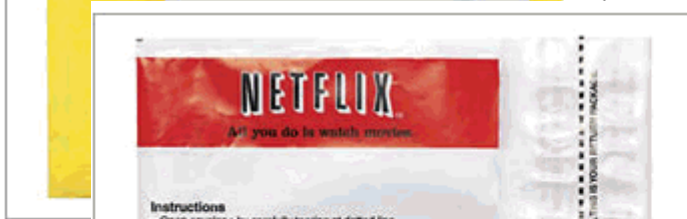
[NEXT >>](#)

Data Driven Methods Not Just Online


[PREVIOUS](#)
[NEXT](#)
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2000

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


[PREVIOUS](#)
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2000

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


[PREVIOUS](#)
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2001

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


[PREVIOUS](#)
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2001

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

Data Driven Methods Not Just Online

← [PREVIOUS](#) [NEXT](#) ▶ [Back to story](#)

2001
Foam padding is dropped because the benefits don't justify the cost. The company gives top-loading another try.

← [PREVIOUS](#) [NEXT](#) ▶ [Back to story](#)

2001
Marking a return to side-loading, this mailer is a direct ancestor of the one the company uses today.

← [PREVIOUS](#) [NEXT](#) ▶ [Back to story](#)

2003
Instead of sealing the entire top and bottom, Netflix introduces a circular sticker, affixed only on the top.

← [PREVIOUS](#) [NEXT](#) ▶ [Back to story](#)

2004
A window shows the disc bar code. Speculation is that this enables storing discs in mailers prior to shipping.

[NEXT](#)»

NUCCI STUDIO

Limitations

Drives hill-climbing, but not overall design

A design may be better, but is it good?

Impossible for new designs to compete

Can be difficult to scale to many features

How about we step through a larger example

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28 minutes
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Geffen Records
Catalog 493 045

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

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\$8.84	\$11.29 Media Mail	steveeq1 (82) ★		More info...
\$9.00	\$11.45 Media Mail	saint.timothy (18) ★	Great shape...first class ship	More info...

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[ECD]
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Shopping Cart

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TOTAL: \$10.75	

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Order Summary

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

Item: \$8.30
Media Mail: \$2.45
Subtotal: \$10.75

Total Merchandise: \$8.30
Total Shipping: \$2.45
TOTAL: \$10.75

Ship to

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387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

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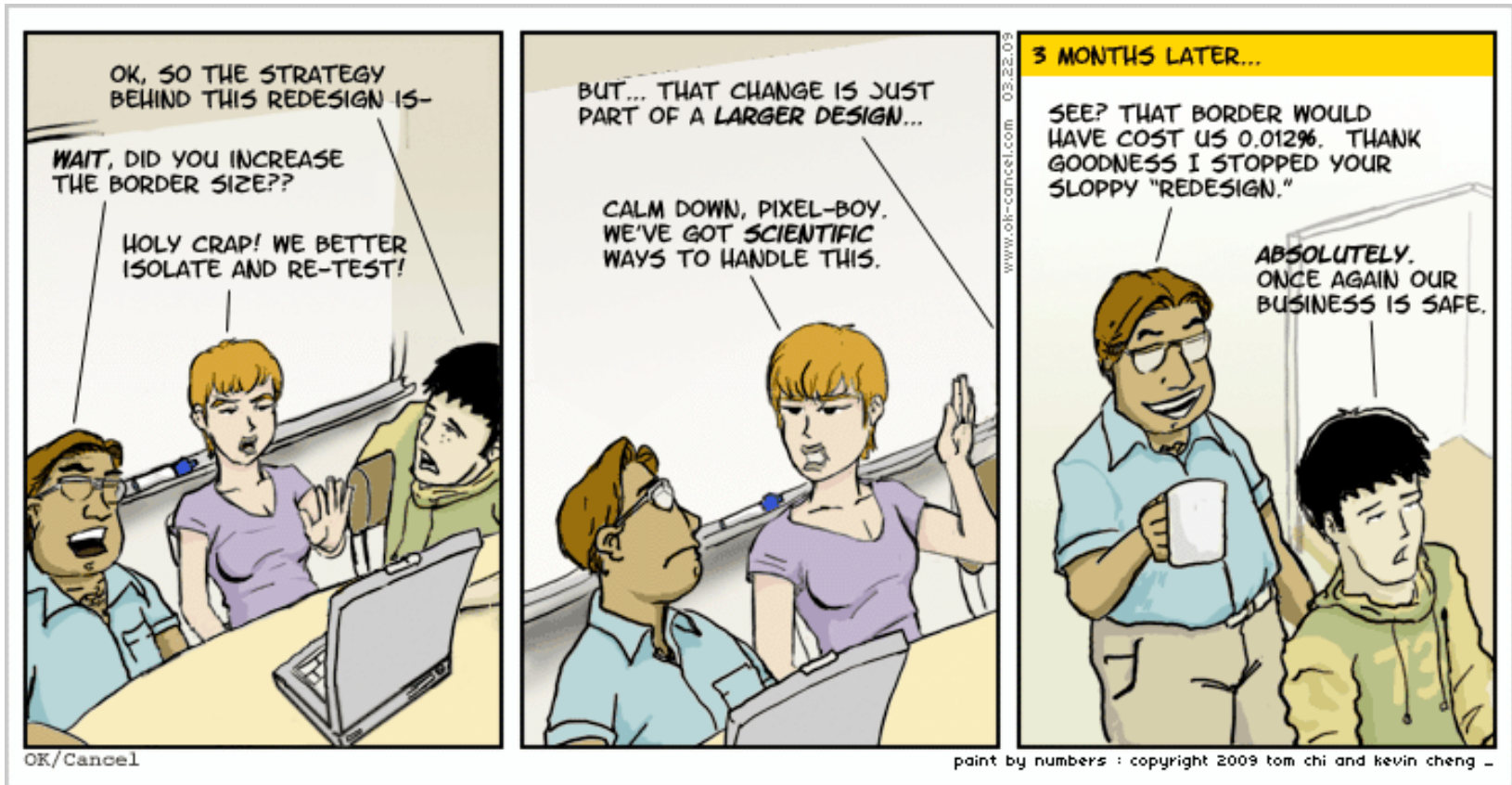
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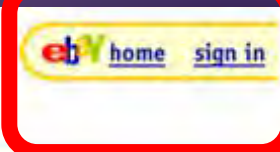
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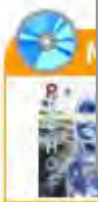
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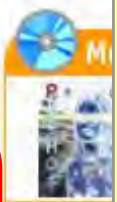
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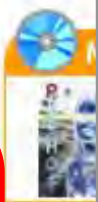
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\$8.00	\$10.45 Media Mail	stargaze13 (3)	Disk, case, and liner all in excellent c more...	More info...
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\$8.30	\$10.75 Media Mail	naojia@hotmail.com ★ (35)	Perfect condition	More info...

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\$8.84	\$11.29 Media Mail	steveeq1 ★ (82)		More info...
\$9.00	\$11.45 Media Mail	saint.timothy ★ (18)	Great shape...first class ship	More info...



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\$8.00 Buy!	\$10.45 Media Mail	lucidsky (14) ★	perfect	More info...
\$8.84 Buy!	\$11.29 Media Mail	steveeq1 (82) ★		More info...
\$9.00 Buy!	\$11.45 Media Mail	saint.timothy (18) ★	Great shape...first class ship	More info...

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](#)

• Can I trust these sellers?

- Who am I buying from?
- Are they reputable?
- What about shipping?

Home > Music

Weezer

Weezer

Our best



Actual items for sale may vary from this image.

Product Highlights

CD

May 2001

List Price: **\$18.97**
28 minutes
UPC 606949-30452-2
Geffen Records
Catalog 493 045

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](#)

Like New

Sorted by Price

74 items in stock

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

>> [View all Like New Items](#)

Very Good

Sorted by Price

17 items in stock

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

Home > Music

▶ Sell yours now!

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...](#)

Compare our Prices!

Half.com	\$6.99
CDNOW	---
AlphaCraze	\$ 15.66
CDUniverse	\$ 15.69



Actual items for sale may vary from this image.

Product Highlights

CD

May 2001

List Price: **\$18.97**
28 minutes
UPC 606949-30452-2
Geffen Records
Catalog 493 045

Like New

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\$8.25 Buy!	\$10.70 Media Mail	dazzyliz (1205) ★	SEALED NEW BMG	More info...
\$8.00 Buy!	Media Mail	@hotn (35) ★	Perfect condition	More info...

Very Good

Sorted by Price

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

• **The Fold**
– Hmm, what's below here?

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](#)

may we also suggest...

» People who bought "Weezer (2001)" also bought:



[Weezer \(1994\)](#) CD, Release Year: 1994
Weezer
Save \$6.97 - Best price: **\$5.00**



[Pinkerton](#) CD, Release Year: 1996
Weezer
Save \$10.95 - Best price: **\$6.00**



[Hybrid Theory](#) CD, Release Year: 2000
Linkin Park
Save \$11.68 - Best price: **\$6.29**

About this album

Song List

1. Don't Let Go
2. Photograph
3. Hashpipe
4. Island In The Sun
5. Crab
6. Knock-Down Drag-Out
7. Smile
8. Simple Pages
9. Glorious Days
10. O Girlfriend

Album Credits

[Ken Allerdyce](#), Engineer
[Ric Ocasek](#), Producer

- Impulse buy
 - PERSONALIZED RECOMMENDATIONS
- About this album
- Lots of unused space
- Still more info below...

2

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
beast...Rolling Stone (6/7/01, p.110) - 4
excellent tunes in less than half an hour
Rivers Cuomo's shrink another hot tub...C
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**

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People with similar tastes also enjoyed...



Weezer (1994)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)



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



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

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

Proceed to Checkout
Speedy Checkout

Shopping Cart

<p>Weezer (2001) Weezer, Weezer (Music) CD, Release Year: 2001 Seller: naojia@hotmail.com (35) Condition: Like New • Notes: Perfect condition</p> <p>Move to WishList • Remove from Cart • Find another one</p>	<p>Item: \$8.30 Media Mail: \$2.45 (Change Shipping Method)</p>
TOTAL: \$10.75	

Gift Certificates and Coupons

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

Redeem

Proceed to Checkout
Speedy Checkout

People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]


(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

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

Proceed to Checkout 
Speedy Checkout

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

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

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

TOTAL: \$10.75

Gift Certi

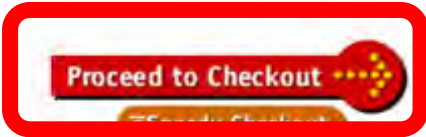
Redeeming
Claim Code

Redeem

Proceed to Checkout 
Speedy Checkout

• **What site am I at?**

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



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

Weezer (2001) Weezer Weezer (Music)

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

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

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

TOTAL: \$10.75

Gift Certi

Redeeming
Claim Code



• **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**

People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

People with similar tastes also enjoyed...



Weezer (1994)

(CD, 1994)

Weezer

\$5.00

(Save \$6.97)



Pinkerton

(CD, 1996)

Weezer

\$6.00

(Save \$10.95)



All Killer No Filler

[ECD]

(CD, 2001)

Sum 41, Sum 41

\$4.29

(Save \$8.68)

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

Proceed to Checkout

Speedy Checkout

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

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

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

TOTAL: \$10.75

Gift Certi

Redeeming
Claim Code

Redeem

Proceed to Checkout

Speedy Checkout

• **Cross-selling**

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

People with similar tastes also enjoyed...



Weezer (1994)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)



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



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

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

Proceed to Checkout
Speedy Checkout

Shopping Cart

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

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

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

TOTAL: \$10.75

Gift Certi

Redeeming
Claim Code

Redeem

- **What am I going to buy?**
 - Easy to remove
 - Easy to move to wishlist
- **How much will it cost?**
 - Shipping costs there, no nasty surprises
- **SHOPPING CART**

Proceed to Checkout
Speedy Checkout

People with similar tastes also enjoyed...



Weezer (1994)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)



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



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

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

Shopping Cart

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

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

Proceed to Checkout
Speedy Checkout

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

TOTAL: \$10.75

your

Proceed to Checkout
Speedy Checkout

• **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](#)

or [Register Now](#)

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

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

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

Or sign in to eBay
using:



Checkout

Enter your User ID and Password.

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

eBay [User ID](#)

You can also use your registered email.

eBay Password

[Forgot your password?](#)

Learn how to [protect your account](#)

Secure Sign In

[Register Now](#)

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

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

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

Or sign in to eBay using:



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



Step 1 - Choose Shipping Address

Ship my order to:

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

[Use This Address](#)

OR

Enter a new shipping address:

Name

Street address

City

State

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

Select State

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

ZIP code

Country

USA

[Save Changes](#)



Step 1 - Choose Shipping Address

Ship my order to:

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

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

State

ZIP code

Country

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

Select State

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

USA

Save Changes

- **What site?**

- Logo, layout, color, fonts

- **Where in site?**

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



Step 1 - Choose Shipping Address

Ship my order to:

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Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

State

ZIP code

Country

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

Select State

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

USA

Save Changes

- **Note what's different**

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

- **This is a PROCESS FUNNEL**

- Extraneous info and links removed to focus customers

 Place my order!

Order Summary

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

Item: \$8.30
Media Mail: \$2.45
Subtotal: \$10.75

Total Merchandise: \$8.30
Total Shipping: \$2.45
TOTAL: \$10.75

Ship to

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

[Edit / Change Shipping Address](#)

Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94709

[Edit / Change Billing](#)

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

 Place my order!



Order Summary

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

Ship to

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

[Edit / Change Shipping Address](#)

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

Use this shipping and billing information for my speedy Checkout settings.





- **No nasty surprises**

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

order!

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

Ship to

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

[Edit / Change Shipping Address](#)

Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94709

[Edit / Change Billing](#)

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

Place my order!



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

order!

Item: \$8.30
Media Mail: \$2.45
Subtotal: \$10.75

Total Merchandise: \$8.30
Total Shipping: \$2.45
TOTAL: \$10.75

Ship to

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

[Edit / Change Shipping Address](#)

Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94700

[Edit / Change Billing](#)

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



Place my order!

Design equals Solutions

Design is about finding solutions

Designers often reinvent

Hard to know how things were done before

Why things were done a certain way

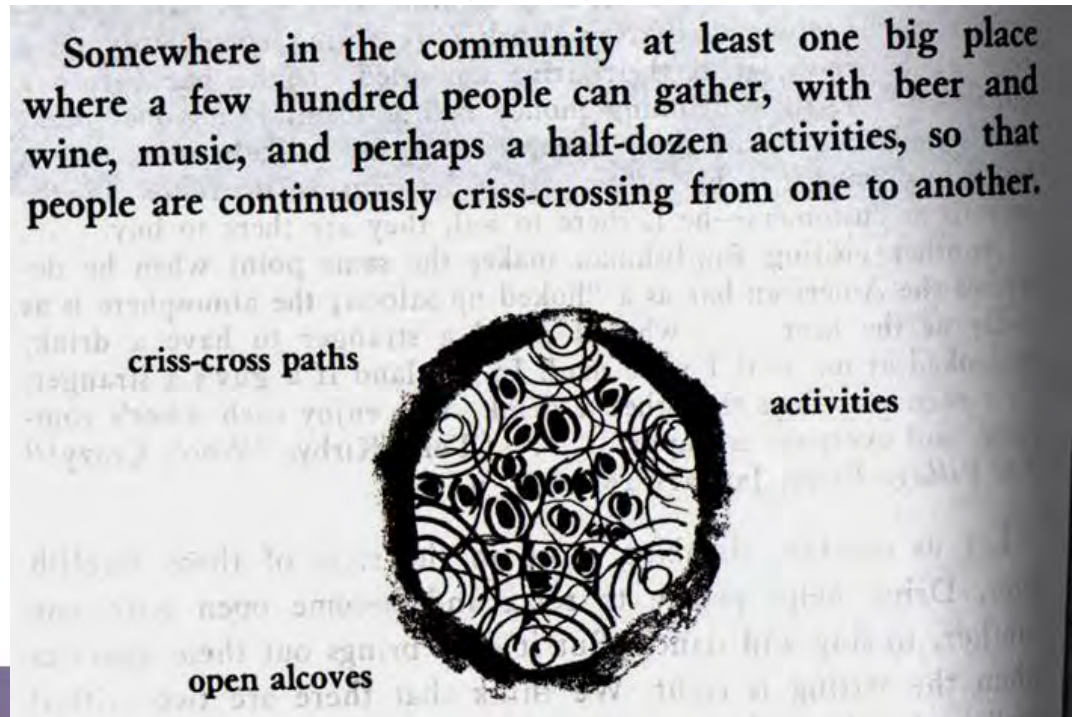
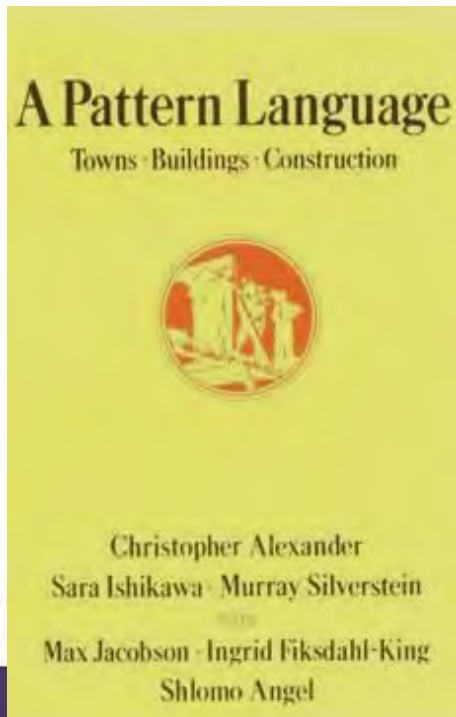
How to reuse solutions

Design Patterns

Design patterns communicate common design problems and solutions

First used in architecture [Alexander]

How to create a beer hall where people socialize?



Design Patterns

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

criss-cross paths



activities

open alcoves

Using Design Patterns

Not too general and not too specific

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

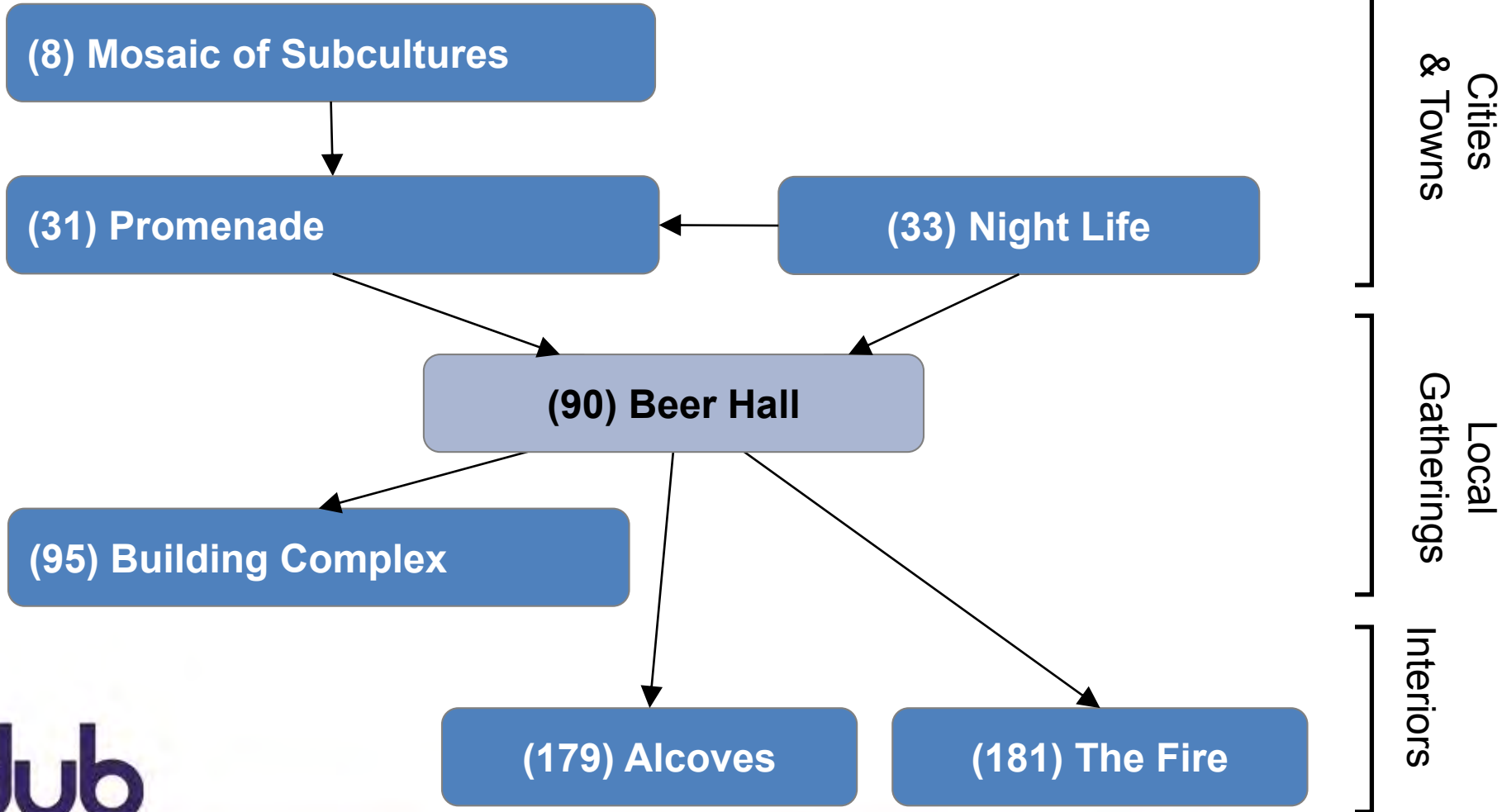
Design patterns are a shared language

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

Beer hall is part of a center for public life

Beer hall needs spaces for groups to be alone ALCOVES

A Web of Design Patterns



Web Design Patterns

Communicate design
problems & solutions

how to create navigation bars
for finding relevant content

how to create a shopping cart
that supports check out

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



NAVIGATION BAR (K2)

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

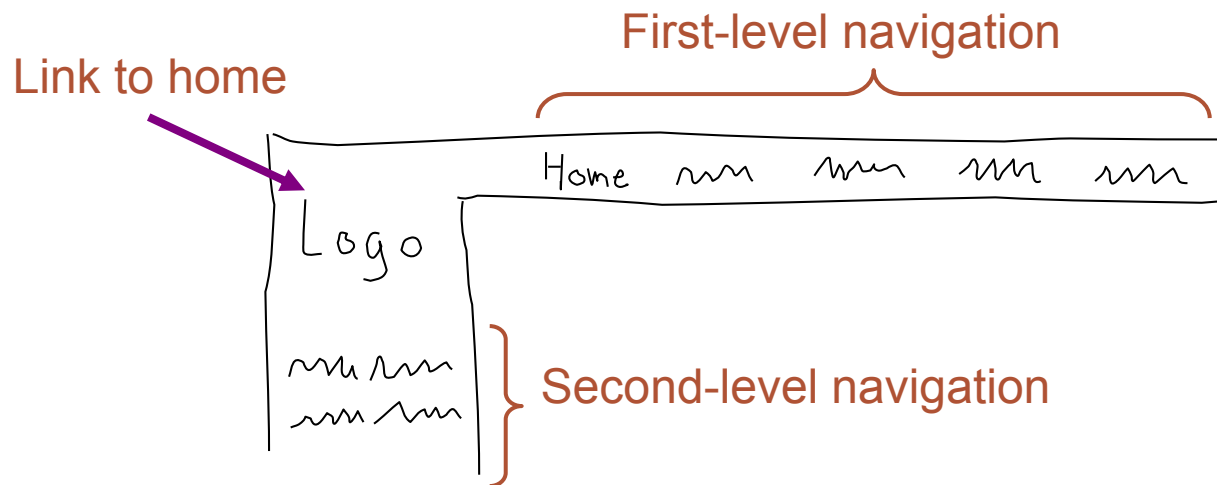
The screenshot shows a website navigation bar with several highlighted sections:

- Top Navigation Bar:** A dark brown bar with the text "Group for User Interface Research" on the left and a menu of "Home", "Projects", "People", "Publications", and "Links" on the right.
- Left Sidebar:** A light brown box containing the heading "DENIM and SILK" and a list of links: "Download", "Documentation", "Support", "Research", "Publications", and "More Projects".
- Main Content Area:** A large white area with the heading "DENIM and SILK" and a small graphic of a notepad labeled "SILK".
- IBM Header:** A blue bar with the IBM logo, "United States", a search box, and a "Search" button.
- Navigation Menu:** A dark blue bar with links for "Home", "Products & services", "Support & downloads", and "My account".
- Country Selector:** A blue box with "Select a country" and a dropdown menu for "Industries" with a "Go" button.
- Industry List:** A blue box with a list of industries: "Home / home office", "Small business", "Medium business", "Government", and "Education".
- Promotional Banner:** A white box with a laptop image and the text "Buy today, ship today" and "If you need it fast, IBM can ship select PC models to you today when you buy by 8 p.m. Eastern, Monday-Friday, (U.S. only)".
- Product Highlights:** Three small boxes on the right: "Tune-up your bottom line", "e-business on demand", and "IBM Global Financing".

NAVIGATION BAR (K2)

Solution diagram

Captures essence on how to solve problem



Pattern Groups

Patterns organized by group

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

PROCESS FUNNEL (H1)

Problem:

Need a way to help people complete highly specific stepwise tasks

Ex. Create a new account

Ex. Fill out survey forms

Ex. Check out

PROCESS FUNNEL (H1)

The screenshot shows the Half.com website interface. At the top, there's a navigation bar with the Half.com logo, a promotional banner for 'Counting Crows: Hard Candy' with a 37% discount, and links for 'my account', 'cart', 'help', 'home', and 'sign in'. Below this is a category menu with buttons for Home, Books, Music, DVDs/Movies, Video Games, Computers & Software, Electronics, and Everything Else. A secondary navigation bar includes 'Gift Certificates', 'Wish List', 'Pre-Orders', 'Sell Your Stuff', and 'New Users'. A search bar is present with a dropdown menu set to 'All Categories' and a 'go' button.

On the left side, there's a section titled 'People with similar tastes also enjoyed...'. It features three product recommendations:

- Weezer (1994)**: (CD, 1994) Weezer, \$5.00 (Save \$6.97)
- Pinkerton**: (CD, 1996) Weezer, \$6.00 (Save \$10.95)
- All Killer No Filler [ECD]**: (CD, 2001)

The main content area is titled 'Redeeming a Gift Certificate or Coupon?'. It features a 'Proceed to Checkout' button with a 'Speedy Checkout' option. Below this is the 'Shopping Cart' section, which displays a single item:

Weezer (2001) Weezer, Weezer (Music) CD, Release Year: 2001 Seller: naotia@hotmail.com (35) Condition: Like New • Notes: Perfect condition	Item: \$8.30 Media Mail: \$2.45 (Change Shipping Method)
TOTAL: \$10.75	

Below the cart, there's a 'Gift Certificates and Coupons' section with a 'Redeem' button. At the bottom right, there's another 'Proceed to Checkout' button with a 'Speedy Checkout' option.

PROCESS

- **What's different?**

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

The screenshot shows the checkout process on half.com by eBay. The page is titled "Step 1 - Choose Shipping Address". It features a navigation bar with "Shipping" (1), "Checkout" (2), and "Secure Shipping" (3). The main content area is divided into two sections: "Ship my order to:" and "Enter a new shipping address:". The "Ship my order to:" section contains a pre-filled address for Jason Hong at UC Berkeley, with a "Use This Address" button. The "Enter a new shipping address:" section includes input fields for Name, Street address, City, State (a dropdown menu), ZIP code, and Country (USA), along with a "Save Changes" button.

- **What's the same?**

- Logo, layout, color, fonts

PROCESS FUNNEL (H1)

Problem:

What if users need extra help?

PROCESS FUNNEL (H1)

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

DELL HOME & HOME OFFICE

Computers Software & Accessories Service & Support Learning Center

Buy Online or Call 1-800-915-3355

Main | Desktops | Notebooks | Handhelds | Hot Deals!

FEATURED SYSTEM

Featured Dimension 4100

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

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

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

Dimension 4100 Great Add-Ons For This System Price

Intel® Pentium® III processor at 933Mhz

\$1,199

As low as \$36⁴ /46 pmts
No payment for 90 days
(Click or scroll for details)⁴

[Customize It](#)

E-Value Code 8V771-4100p1

Processor ? Intel® Pentium® III processor at 933Mhz

Keyboard ? QuietKey® Keyboard

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

Check any item(s) you wish to add to this system, then click Customize It.

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CONTEXT-SENSITIVE HELP (H8)

DELL

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

speeds.

More Details

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FLOATING WINDOWS (H6)

The screenshot shows the Netflix interface with a red header and navigation tabs. The 'Recommendations' tab is active, displaying 'NEW RECOMMENDATIONS'. Two movie cards are visible: 'Gladiator: Extended Edition' and 'Samurai Champloo (7-...)'. A tooltip window is overlaid on the 'Gladiator' card, providing detailed information about the extended edition.

NETFLIX Arthine van Duvne | Your Account

Browse Recommendations Friends Queue Buy DVDs Movies, act

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

Recommendations

Movie suggestions based on your ra

NEW RECOMMENDATIONS



Gladiator: Extended Edition
(2000)

★★★★★
Not Interested

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

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

★ Recommended based on 1 rating

Add



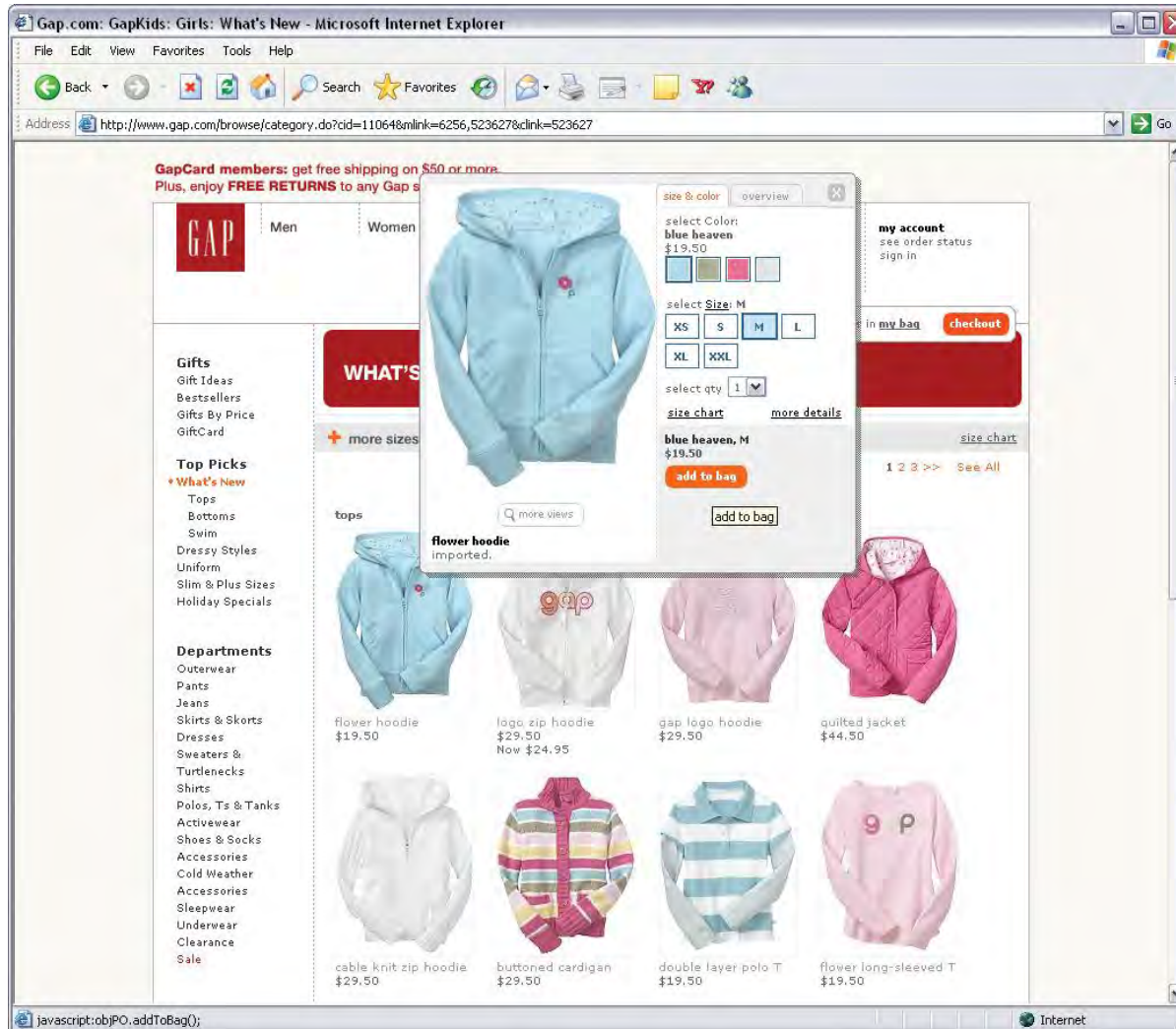
Samurai Champloo (7-...)

★★★★★
Not Interested

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

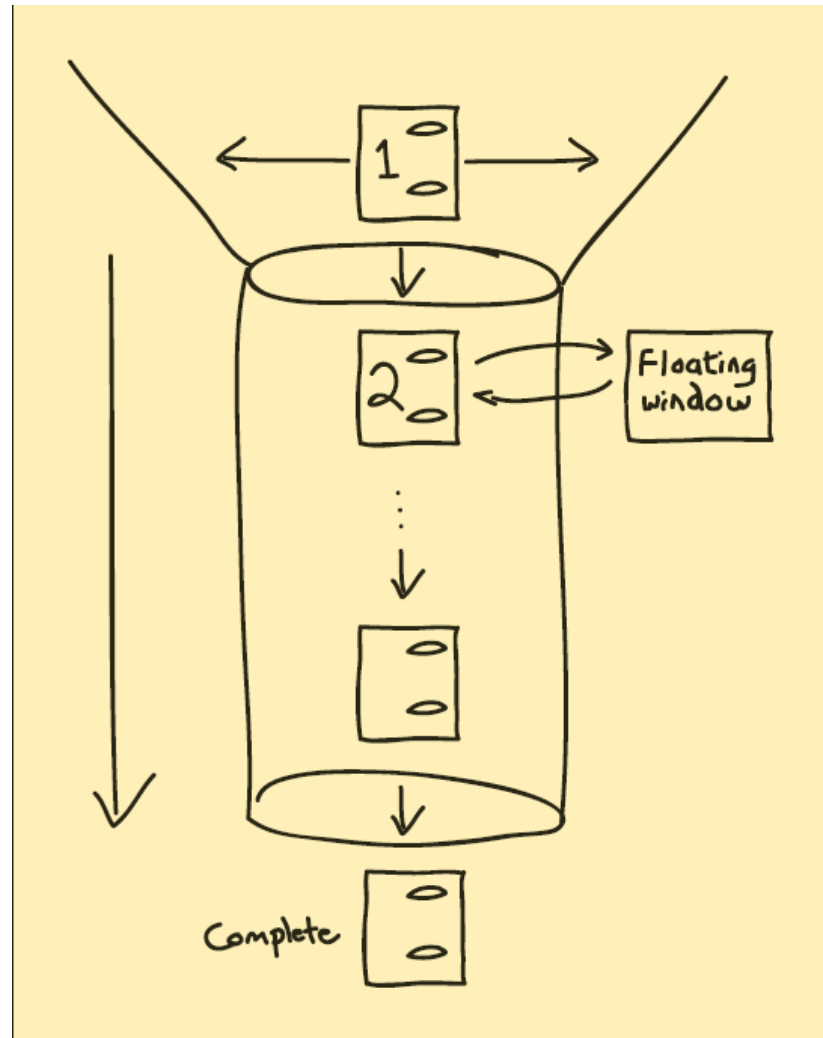
Add All

FLOATING WINDOWS (H6)

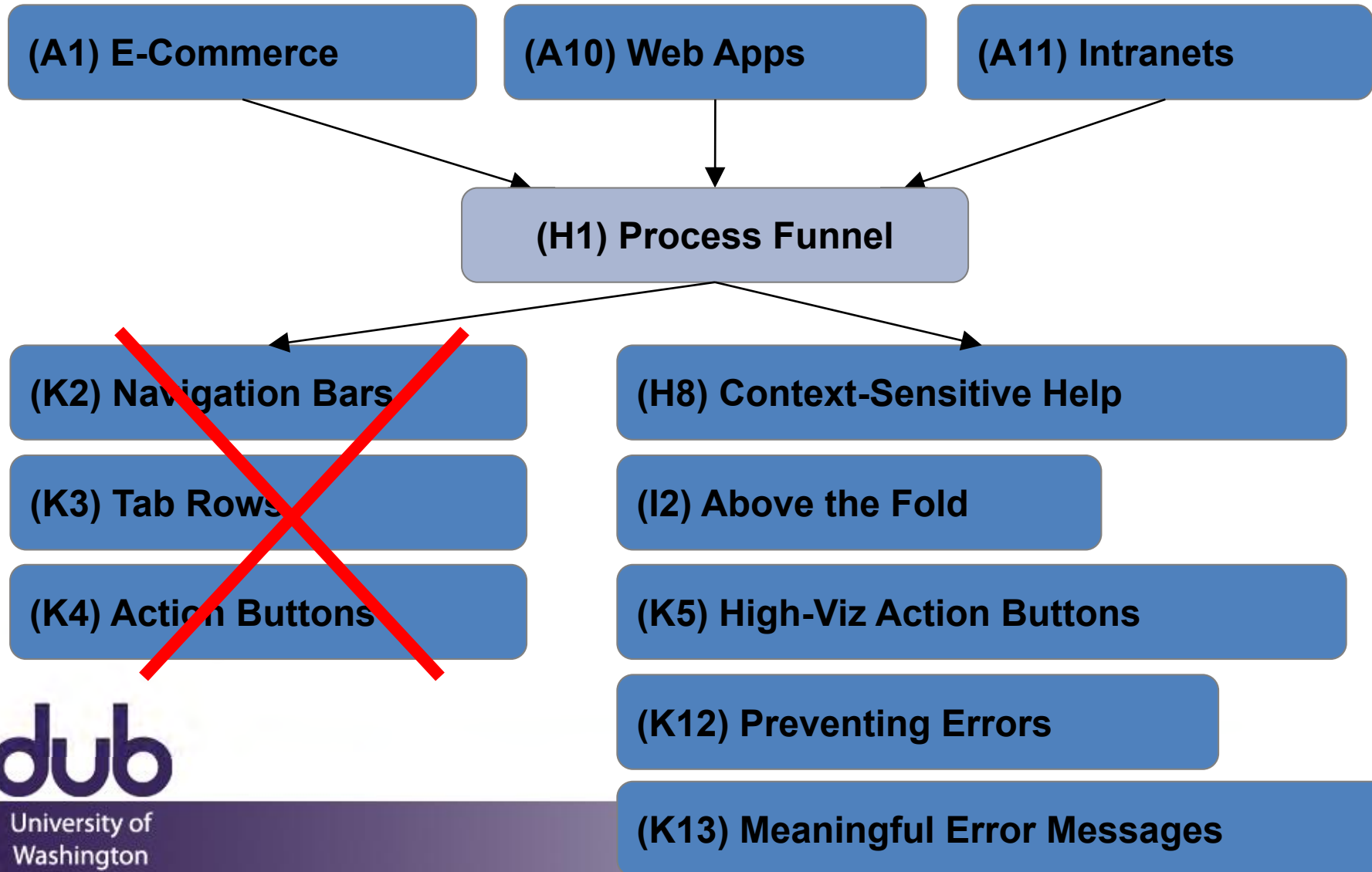


PROCESS FUNNEL (H1)

Solution Diagram



Related Patterns



Patterns Support Creativity

Patterns come from successful examples

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

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

Not too general and not too specific

you need to specialize to your needs

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

Principles, Guidelines, Templates

Patterns help design without over-constraining

unlike principles, patterns are not too general

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

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

unlike templates, patterns illustrate flows and relationships among different pages

Format of Web Design Patterns

Pattern Name and Number

Exemplar

Background

Problem

Forces

Solution

Solution Diagram

Related Patterns

Pattern Name and Number

H1 PROCESS FUNNEL



Figure H1.1

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



Exemplar

Forces & Solution

Background

Problem Statement

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

Required to Complete a Task • Customers required to complete a task. Customers may be required to take too many steps. A process funnel should be designed to be as simple as possible. Anything less than two steps is not a process, and a process of more than eight steps is unmanageable. If there are more than eight steps, try to split the process into two or more separate process funnels, or try combining multiple steps into one page. However, this is not always a viable solution because one choice may precede another, and not every page can hold all the information that customers might need at certain points.

Provide a Progress Bar to Let Customers Know How Far They've Come • Showing a progress bar at each step of the process lets customers know how much farther they have to go to complete the task. It is often not worth your time to design a process without a progress bar clickable because doing so reduces the benefit for customers.

Remove Unnecessary Links and Content While Reinforcing the Brand • Removing links and content unrelated to the task at hand will reduce the clutter and make it more likely that your customers will complete their tasks. Remove all NAVIGATION BARS (K2), TAB BARS (K3), BREAD CRUMBS (K6), and EMBEDDED LINKS (K7), LEAVENING BUTTONS (K4) that help visitors reach their goals. Take out any content that is superfluous to the task.

Reinforce the Web site brand to minimize any disorientation customers might feel from sudden changes in navigation options. Use the same logo, color, and logo throughout the Web site so that no matter where they are in the process funnel and how much farther they have to go, they know they're still on the same site.



* BACKGROUND

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

* PROBLEM

Customers often need to complete highly specific tasks on Web sites, but pages with tangential links and many questions can prevent them from carrying out these tasks successfully. People enjoy completing the tasks they start. Yet all kinds of distractions—including links that lead off the critical path, extra steps, and extra



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 HIGH-VISIBILITY ACTION BUTTONS (K5) both high *and* low on the page, ensuring that at least one of the critical action buttons is visible without scrolling.

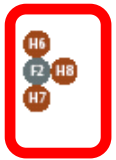
Prevent Errors Where Possible, and Provide Meaningful Error Messages • People will always make errors. You can provide good customer support and sample input to help prevent errors. Provide MEANINGFUL ERROR MESSAGES (K13) to help users understand what went wrong.

Solution Summary

*** SOLUTION**

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

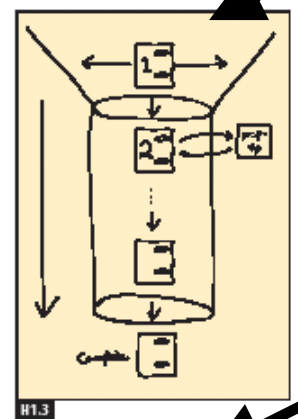
Bus Stops



Solution Diagram

Related Patterns

Figure H1.3
A process funnel lets people complete their goals by breaking down complicated tasks into a small number of steps, using pop-up windows for detailed information, and reducing the number of links to only the critical ones, so that people are never distracted.



*** CONSIDER THESE OTHER PATTERNS**

- Many kinds of Web sites use process funnels, including sites for PERSONAL E-COMMERCE (A1), SELF-SERVICE GOVERNMENT (A4), WEB APPS THAT WORK (A10), and ENABLING INTRANETS (A11). Customers use process funnels when they finalize purchases through QUICK-FLOW CHECKOUT (F1), when they create new accounts through SIGN-IN/NEW ACCOUNT (H2), and when they post new messages to a RECOMMENDATION COMMUNITY (G4), to name some examples.
- Remove NAVIGATION BARS (K2), TAB ROWS (K3), irrelevant ACTION BUTTONS (K4), LOCATION BREAD CRUMBS (K6), and EMBEDDED LINKS (K7) to ensure that customers stay on their paths. However, keep strong site BRANDING (E1) so that customers still know where they are.
- Design process funnels to PREVENT ERRORS (K12), and provide MEANINGFUL ERROR MESSAGES (K13) when errors do occur.
- Track your customers through PERSISTENT CUSTOMER SESSIONS (H5) to avoid problems with the **Back** button, and to save customer-entered information.
- Move extra content, such as CONTEXT-SENSITIVE HELP (H8) and FREQUENTLY ASKED QUESTIONS (H7), to POP-UP WINDOWS (H6) to keep the main task page on the screen. Make the next action visible by keeping it ABOVE THE FOLD (I2) and by using HIGH-VISIBILITY ACTION BUTTONS (K5).

Pre-Patterns

Patterns require broad adoption and examples

Many version of the same basic idea

Shown successful in many contexts

That is what makes them patterns

This is challenging in novel domains

Pre-patterns are based in weaker evidence

Can help speed diffusion of techniques and results

Can help see relationships among ideas

UbiComp Pre-Patterns

Literature review

Button-up card sorting of lessons from literature

Cut down based on critique by other researchers

E13 - Notification on Access of Personal Data



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

Synopsis

Systems can provide feedback about what is being monitored and recorded.

Background

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

Problem

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

Solution

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

Forces

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

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

UbiComp Pre-Patterns

B6 • FIND A FRIEND



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

• BACKGROUND

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

• PROBLEM

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

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



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

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

UbiComp Pre-Patterns

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

Patterns

When you see advice, consider its depth

Result of an individual study

Pre-pattern based on some meta-analysis

Established pattern

Be aware of misapplying patterns

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

CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 12:
Testing, Patterns, Anti-Patterns

James Fogarty
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