

CSE440: Introduction to HCI

Methods for Design, Prototyping and Evaluating User Interaction

Lecture 14:
Patterns

Nigini Oliveira
Manaswi Saha
Liang He
Jian Li Zheng
Jeremy Viny

Nov 12

Veterans Day

3d - Usability Testing Review

Nov 13

Patterns

11:30 - 12:50 | OUG 141

Nov 14

Nigini's office hours

10:00 - 12:00

CSE 218

Nov 15

Interface Implementation

11:30 - 12:50 | OUG 141

Nov 16

Section

10:30 - 11:20 | PAR 112

11:30 - 12:20 | OUG 136

1:30 - 2:20 | MGH 295

2:30 - 3:20 | MGH 295

3e - Digital Mockup

Nov 19

Nov 20

Recap and Exam Q&A Session

11:30 - 12:50 | OUG 141

Nov 21

Nigini's office hours

10:00 - 12:00

CSE 218

Nov 22

Thanksgiving

Nov 23

Thanksgiving

Nov 26

Nov 27

NO CLASS

Nov 28

Nigini's office hours

10:00 - 12:00

CSE 218

Nov 29

Exam

11:30 - 12:50 | OUG 141

Nov 30

Section

10:30 - 11:20 | PAR 112

11:30 - 12:20 | OUG 136

1:30 - 2:20 | MGH 295

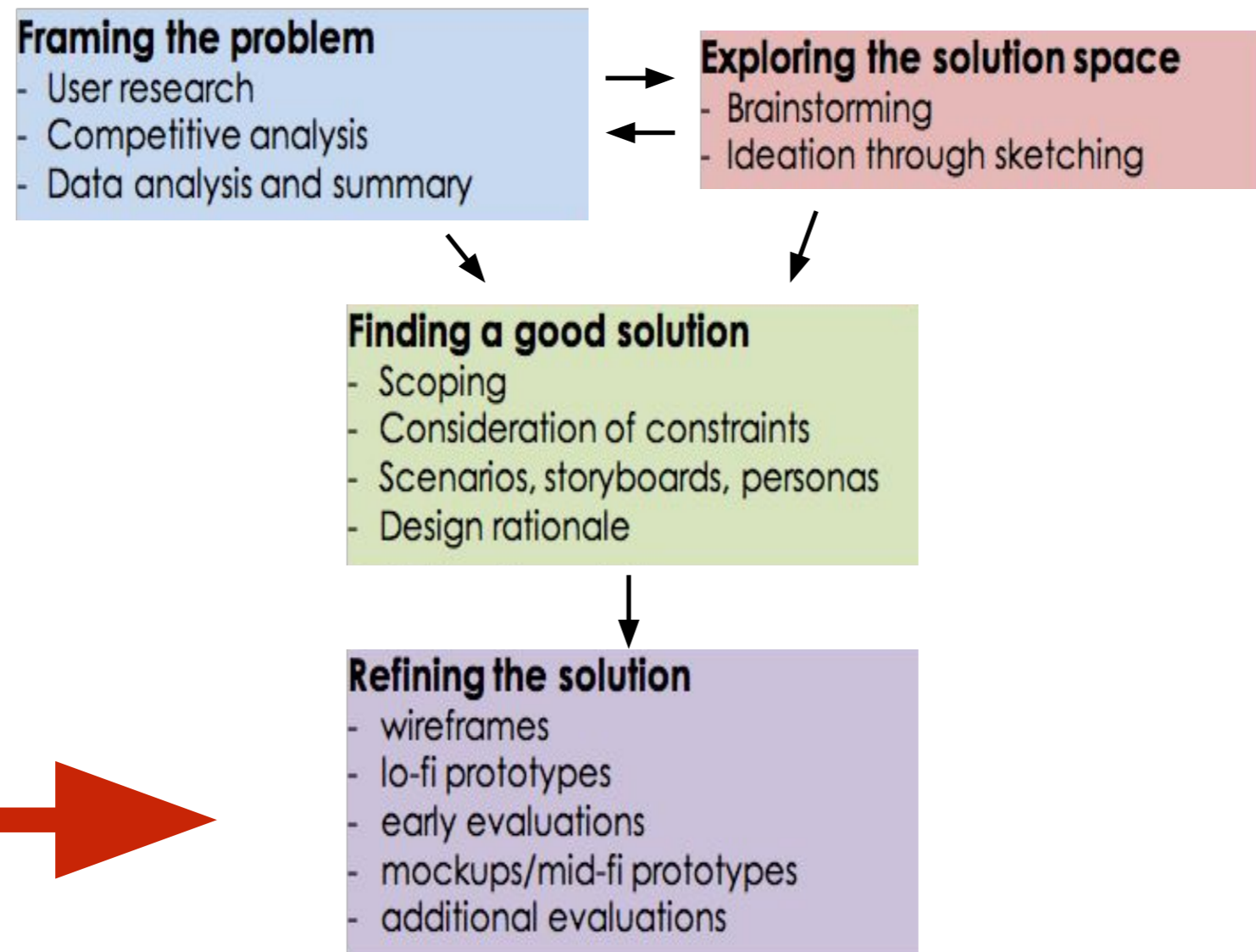
2:30 - 3:20 | MGH 295

3f - Getting the Design Right

3g - Presentation

[critique in section]

Course Progress



Patterns

“... a general repeatable solution to a commonly-occurring usability problem in interface design...”

Patterns

Patterns

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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 Allerdycce](#), Engineer
[Ric Ocasek](#), Producer

Secondary information

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 - ...They are the new Cars...Alternative Press (2/02, p.65) - Ranked #13 in AP's 25 Best Albums of 2001 - ...This will either touch your heart or make you air-guitar like a beast...Rolling Stone (6/7/01, p.110) - 4 stars out of 5 - ...A totally crunk geek-punk record, buzzing through 10 excellent tunes in less than half an hour with zero filler and enough psychosexual contortions to buy leader Rivers Cuomo's shrink another hot tub...Q Magazine (8/01, p.142) - 4 stars out of 5 - ...Harks back to the keenly observed power pop of their '94 debut, and there isn't a bad apple in the bunch...

Customer Reviews

Rated **4.3** out of 5.0 by 29 raters.

» [Read Customer Reviews](#)

» [Rate this item](#)

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[Gift Certificates](#) | [Affiliate Program](#) | [Take Five- Get \\$5 for each friend you refer!](#)
[Register](#) | [Sell](#) | [My Account](#) | [Wish List / Pre-Orders](#) | [Shopping Cart](#) | [Help](#)
[Announcements](#) | [About Us](#) | [Careers](#) | [Half.com, OR](#)

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Designated trademarks and brands are the property of their respective owners.
Use of this web site constitutes acceptance of the eBay [User Agreement](#) and [Privacy Policy](#).

Do we still know where we are?

The screenshot shows the Half.com website interface. At the top, there is a navigation bar with the Half.com logo, a promotional banner for 'Counting Crows: Hard Candy', and links for 'my account', 'cart', 'help', 'home', and 'sign in'. Below this is a secondary navigation bar with categories like Home, Books, Music, DVDs/Movies, Video Games, Computers & Software, Electronics, and Everything Else... A search bar is located below the navigation, with a dropdown menu set to 'All Categories' and a 'go' button.

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

- Weezer (1994)** (CD, 1994) Weezer, priced at **\$5.00** (Save \$6.97).
- Pinkerton** (CD, 1996) Weezer, priced at **\$6.00** (Save \$10.95).
- All Killer No Filler [ECD]** (CD, 2001) Sum 41, Sum 41, priced at **\$4.29** (Save \$8.68).

The main content area is divided into several sections:

- Redeeming a Gift Certificate or Coupon?** with a 'Proceed to Checkout' button and a 'Speedy Checkout' option.
- Shopping Cart** section showing a single item: **Weezer (2001)** Weezer, Weezer (Music), CD, Release Year: 2001, Seller: naojia@hotmail.com (35), Condition: Like New • Notes: Perfect condition. The item price is \$8.30 and Media Mail is \$2.45. A 'TOTAL: \$10.75' is displayed at the bottom right of the cart.
- Gift Certificates and Coupons** section with a text box for entering a claim code and a 'Redeem' button.

At the bottom right, there are two more 'Proceed to Checkout' buttons with 'Speedy Checkout' options.

Do we still know where we are?

half.com™
by **ebay**




NEW: Counting Crows: *Hard Candy* \$11.88 Save 37%! [my account](#) [cart](#) [help](#) [home](#) [sign in](#)

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

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

Search:

People with similar tastes also enjoyed...

- 
Weezer (1994)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)
- 
Pinkerton
(CD, 1996)
Weezer
\$6.00
(Save \$10.95)
- 
All Killer No Filler [ECD]
(CD, 2001)
Sum 41, Sum 41
\$4.29
(Save \$8.68)

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

Shopping Cart

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

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](#)

Avoid surprises!




half.com by **ebay** 3 [NEW: Counting Crows: *Hard Candy* \\$11.88 Save 37%!](#) [my account](#) [cart](#) [help](#) [home](#) [sign in](#)

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

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

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- 
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(CD, 1996)
Weezer
\$6.00
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- 
[All Killer No Filler \[ECD\]](#)
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[Redeeming a Gift Certificate or Coupon?](#) [Proceed to Checkout](#) [Speedy Checkout](#)

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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](#)

Provide support

The screenshot shows the checkout page of half.com by eBay. At the top left is the logo "half.com by eBay". To the right are links for "my account", "cart", "help", "home", and "sign out". Below this is a navigation bar with categories: Home, Books, Music, DVDs/Movies, Video Games, Computers & Software, Electronics, and Everything Else... Below the navigation bar is a search bar with "All Categories" selected and a "go" button. The main content area is titled "Checkout" and contains a sign-in form. The form asks for "eBay User ID" and "eBay Password". There are links for "Forgot your password?" and "Learn how to protect your account". A "Secure Sign In" button is next to a link for "Register Now". There is a checkbox for "Keep me signed in on this computer unless I sign out." and a link for "Learn more". A "PASSPORT Sign In" button is also visible. The form includes several links for help and support.

half.com[™]
by eBay

my account cart help home [sign out](#)

Home Books Music DVDs/Movies Video Games Computers & Software Electronics Everything Else...

Gift Certificates | Wish List | Pre-Orders | Sell Your Stuff | New Users

Search: All Categories

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](#).

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

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

Or sign in to eBay using:

Provide support

The screenshot shows the eBay checkout page. At the top left is the 'half.com by ebay' logo. The top right contains links for 'my account', 'cart', 'help', 'home', and 'sign out'. Below this is a navigation bar with categories: 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 'All Categories' selected and a 'go' button. The main content area is titled 'Checkout' and contains a sign-in form. The form includes the instruction 'Enter your User ID and Password.' and a link 'Get help now.' for users having trouble signing in. There are input fields for 'eBay User ID' and 'eBay Password', with a 'Forgot your password?' link below the password field. A 'Secure Sign In' button and a 'Register Now' button are also visible. A checkbox option 'Keep me signed in on this computer unless I sign out.' is present with a 'Learn more' link. At the bottom of the form, there is another 'Get help now.' link and a note: 'For more information about sign in, visit sign in help.'

half.com[™]
by ebay

my account cart help [home](#) [sign out](#)

Home Books Music DVDs/Movies Video Games Computers & Software Electronics Everything Else...

Gift Certificates Wish List Pre-Orders Sell Your Stuff New Users

Search: All Categories

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](#)

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](#).

Where am I in the process?



Step 1 - Choose Shipping Address

Ship my order to:

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

[Use This Address](#)

OR

Enter a new shipping address:

Name

Street address

City

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

State

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

ZIP code

Country USA

[Save Changes](#)

Where am I in the process?

half.com
by **ebay**

Checkout

1 Shipping → 2 Billing → 3 Place Order

Secure Shopping

Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720 [Use This Address](#)

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State

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

ZIP code

Country USA

[Save Changes](#)

Process funnel

Extraneous info and links are removed to focus customers

The screenshot shows the checkout process on the eBay website. At the top left is the logo for 'half.com by ebay'. A yellow progress bar at the top right indicates the current step: '1 Shipping', with '2 Billing' and '3 Place Order' following. The word 'Checkout' is centered in the bar. To the right of the bar is a 'Secure Shopping' icon with a padlock. Below the bar, the page title is 'Step 1 - Choose Shipping Address'. The main content area is titled 'Ship my order to:' and contains a box with a pre-filled address: 'Jason Hong, 387 Soda Hall Computer Science UC Berkeley, Berkeley, CA 94720'. A red button labeled 'Use This Address' is next to the address. Below this is the word 'OR' and the instruction 'Enter a new shipping address:'. This instruction leads to a form with fields for Name, Street address, City, State (a dropdown menu), ZIP code (two separate boxes), and Country (set to USA). A red button labeled 'Save Changes' is at the bottom of the form. Small text provides instructions for U.S. Military users regarding city and state selection.

half.com[™]
by ebay

Checkout

1 Shipping → 2 Billing → 3 Place Order

Secure Shopping

Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720 **Use This Address**

OR

Enter a new shipping address:

Name

Street address

City

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

State

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

ZIP code

Country USA


Save Changes


How much more to do?

half.com
by **ebay**

Checkout

1 Shipping → 2 Billing → 3 Place Order

Secure Shopping 



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.



How much more to do?

The screenshot shows the checkout page for half.com by ebay. The page is annotated with red boxes and a red circle. A red circle with the number '6' is around the logo. A red box highlights the checkout progress bar with steps: 1 Shipping, 2 Billing, 3 Place Order. Another red box highlights the 'Place my order!' button. A third red box highlights another 'Place my order!' button at the bottom. The order summary table shows the following details:

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

Below the summary are sections for shipping and billing information:

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 if you have already checked out settings.

Make it easy to sign up

half.com
by **ebay**

Checkout

1 Shipping → 2 Billing → 3 Place Order

Secure Shopping

Place my order!

Order Summary

Weezer (2001) Weezer, Weezer (Music) Seller: naojia@hotmail.com (35) Condition: Like New • Notes: Perfect condition	Item: \$8.30 Media Mail: \$2.45 Subtotal: \$10.75
	Total Merchandise: \$8.30 Total Shipping: \$2.45 TOTAL: \$10.75

Ship to

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

[Edit / Change Shipping Address](#)

Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94700

[Edit / Change Billing](#)

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

Place my order!

Why this completed outdated example?

Why this completed outdated example?

It's still the same today :)

Activity

5min

Go to your favorite shopping site and find the differences!

Design Equals Solutions

Design is about finding solutions

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

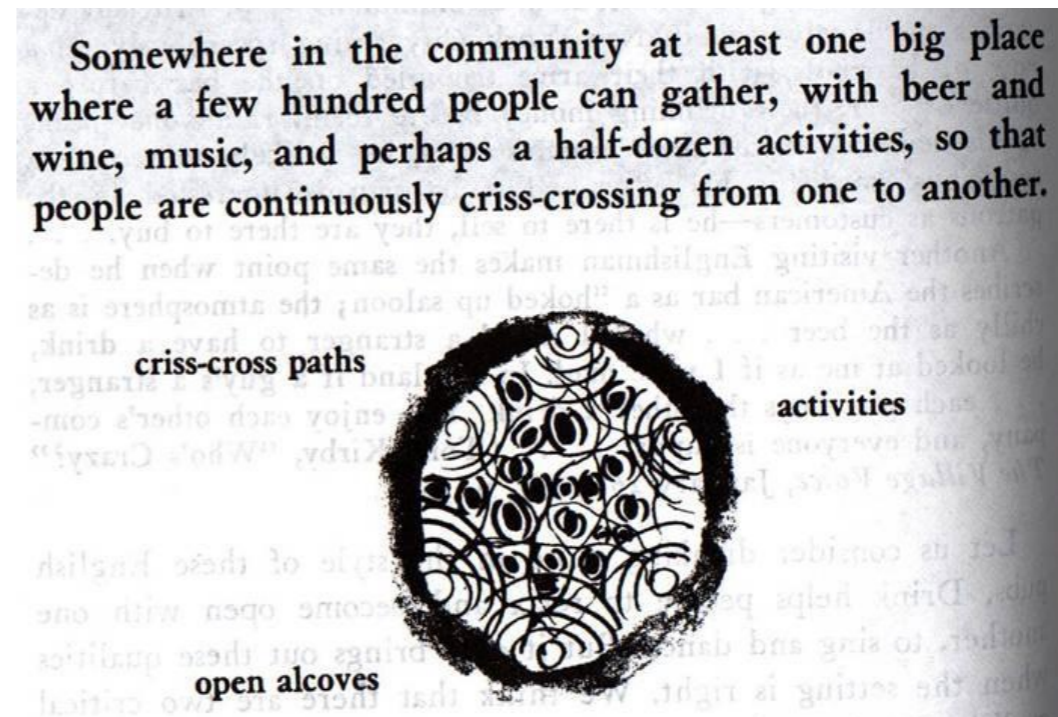
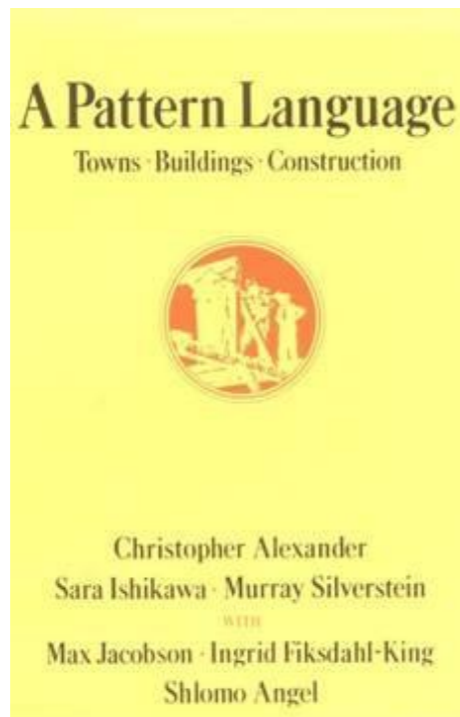
Design Patterns

Design patterns communicate common design problems and solutions

A tool for knowledge sharing

Design Patterns in Architecture

Design patterns communicate common design problems and solutions



Design Patterns in OOP and software engineering

Nice patterns for designing window-based user interfaces in Smalltalk

The Gang of Four Book!



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”

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**

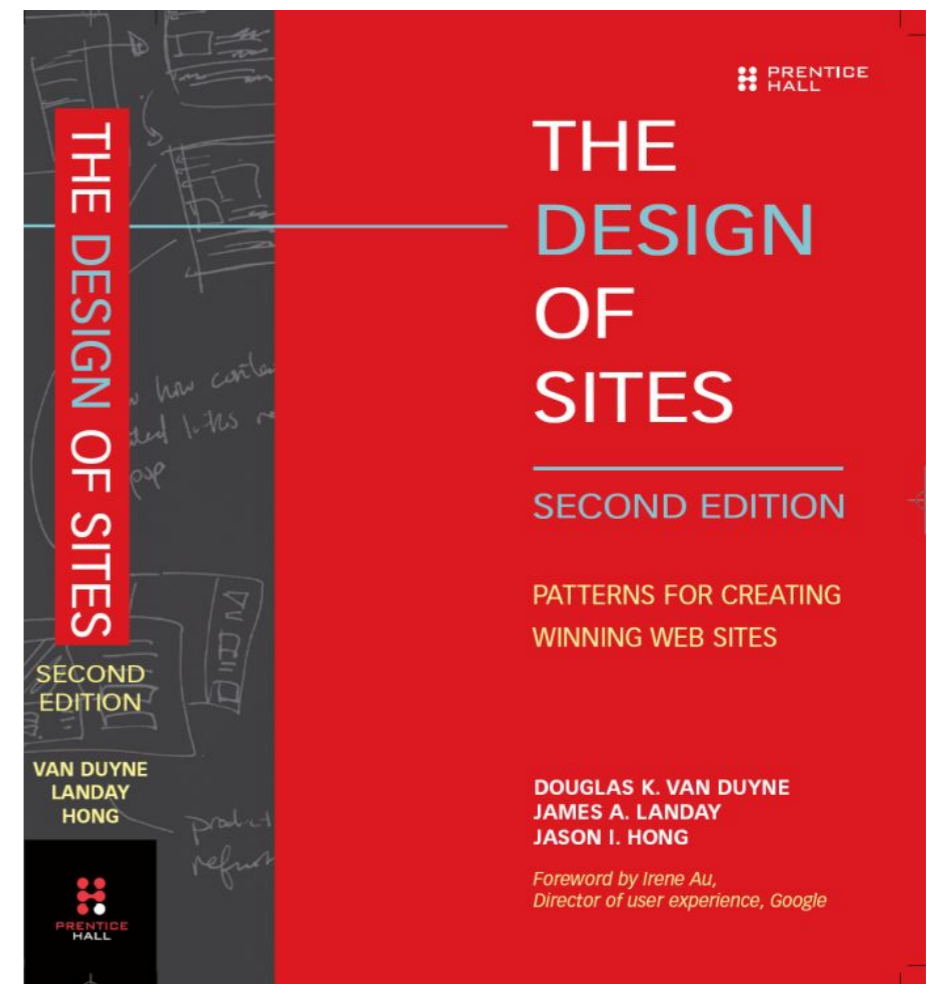
Web Design Patterns

Communicate design problems & solutions

how to create navigation bars for finding relevant content

how to create a shopping cart that supports check out

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



Navigation Bar (K2)

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

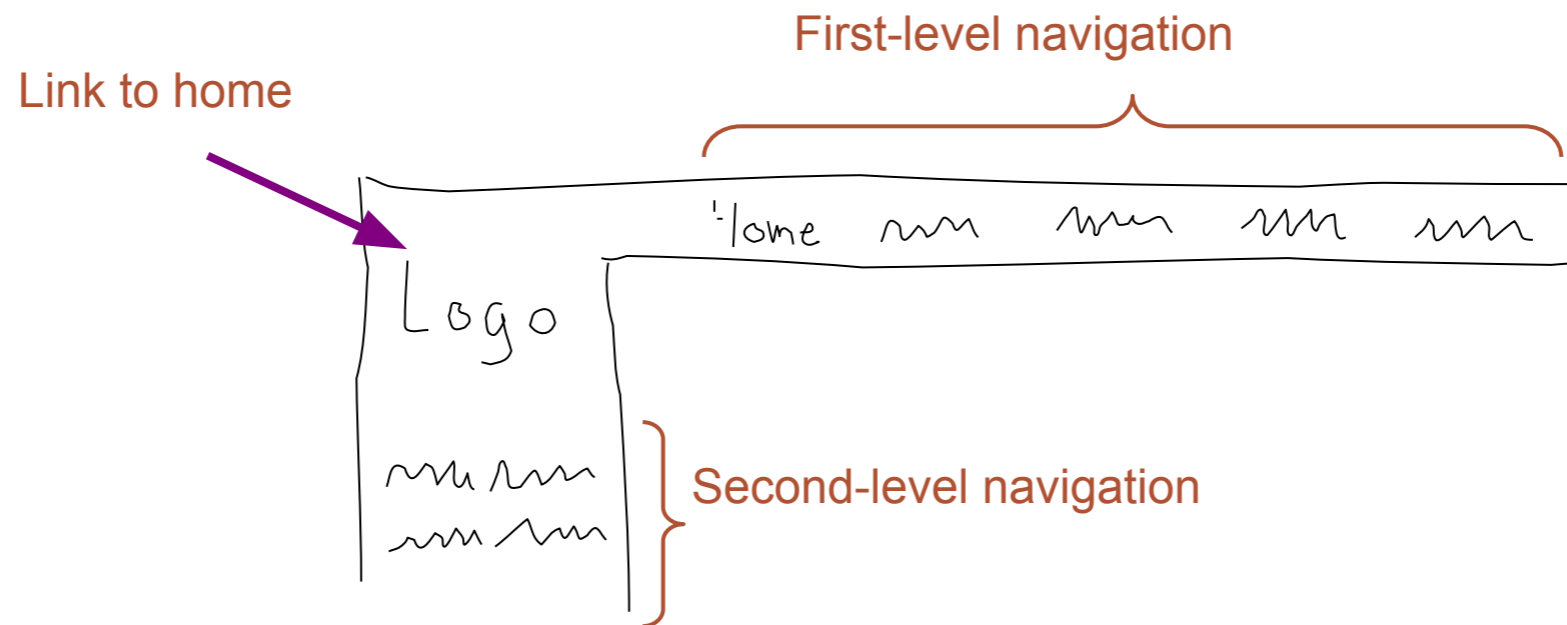
The image shows a screenshot of a website navigation bar with several red boxes highlighting specific areas:

- Top Navigation Bar:** A dark brown bar with the text "Group for User Interface Research" on the left and navigation links "Home", "Projects", "People", "Publications", and "Links" on the right.
- Left Sidebar:** A light yellow box containing the text "DENIM and SILK" and a list of links: "Download", "Documentation", "Support", "Research", "Publications", and "More Projects".
- Main Content Area:** A blue bar with the IBM logo, "United States", a search box, and navigation links "Home", "Products & services", "Support & downloads", and "My account". Below this is a "Select a country" section with a dropdown menu for "Industries" and a "Go" button. A list of industry links is shown: "Home / home office", "Small business", "Medium business", "Government", and "Education".
- Right Sidebar:** A white box containing three promotional tiles: "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



Patterns Support Creativity

Patterns come from successful examples

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

Principles?

patterns are not that general

Guidelines?

patterns discuss trade-offs,

show good examples, and tie to other patterns

Style guides?

patterns are not too specific,

can be specialized to a design

Templates?

patterns illustrate flows and relationships among pages

Patterns help design without over-constraining

UI Pattern Form

Problem: Problems are related to the usage of the system and are relevant to the user or any other stakeholder that is interested in usability.

Use when: a situation (in terms of the tasks, the users and the context of use) giving rise to a usability problem.

Principle: a pattern is usually based on one or more ergonomic principles such as user guidance, or consistency, or error management.

Solution: a proven solution to the problem.

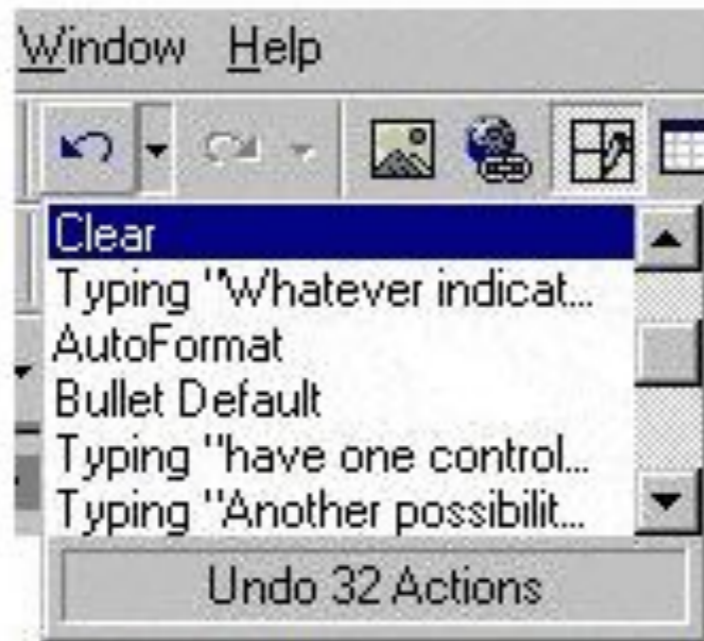
Why: How and why the pattern actually works, including an analysis of how it may affect certain attributes of usability.

Examples: Each example shows how the pattern has been successfully applied in a real life system. This is often accompanied by a screenshot and a short description.

Implementation: Some patterns provide implementation details.

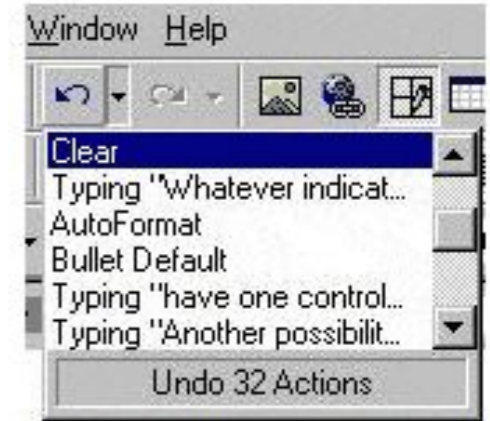
- Kruschitz, Christian, and Martin Hitz. "Human-Computer Interaction Design Patterns: Structure, Methods, and Tools." *International Journal on Advances in Software Volume 3, Number 1 & 2, 2010* (2010).
- <https://www.interaction-design.org/literature/book/the-glossary-of-human-computer-interaction/interaction-design-patterns>

Example of a UI pattern



Undo in Microsoft Word using a visualization of the command queue

Example of a UI pattern



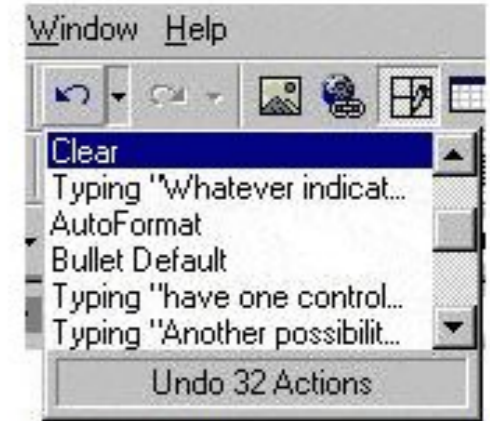
Author

Martijn van Welie <http://www.welie.com/patterns/gui/undo.html>

Problem

Users do actions they later want reverse because they realized they made a mistake or because they changed their mind.

Example of a UI pattern

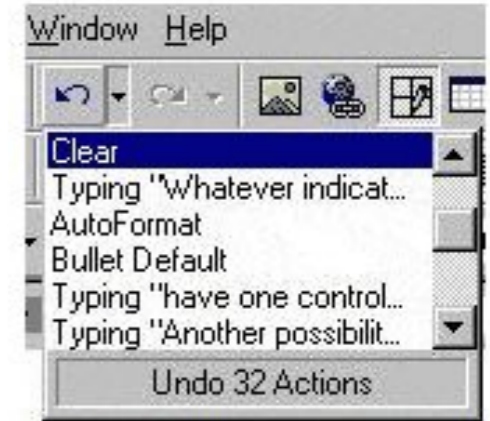


Use when

You are designing a desktop or web-based application where users can manage information or create new artifacts. Typically, such systems include editors, financial systems, graphical drawing packages, or development environments. Such systems deal mostly with their own data and produce only few non-reversible side-effects, like sending of an email within an email application. Undo is not suitable for systems where the majority of actions is not reversible, for example, workflow management systems or transaction systems in general.

Both novice and expert users may want to reverse their actions, either because of mistakes or changes in intention. Expert users may want to use the history of their actions for more specific manipulation of the data in the application. For example, in a graphical modeling application, users may want to undo work on some specific object while keeping later work done on other objects.

Example of a UI pattern



Solution

Maintain a list of user actions and allow users to reverse selected actions.

Each 'action' the user does is recorded and added to a list. This list then becomes the 'history of user actions' and users can reverse actions from the last done action to the first one recorded. This is also called a Linear Multi-level Undo.

Example of a UI pattern

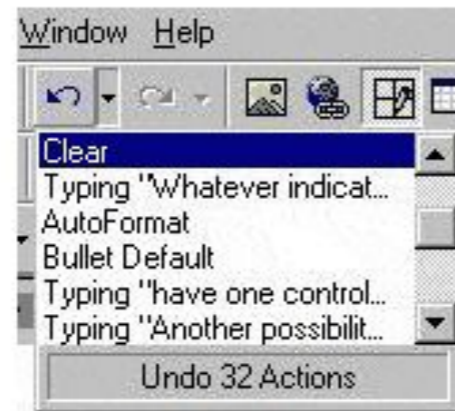


Why

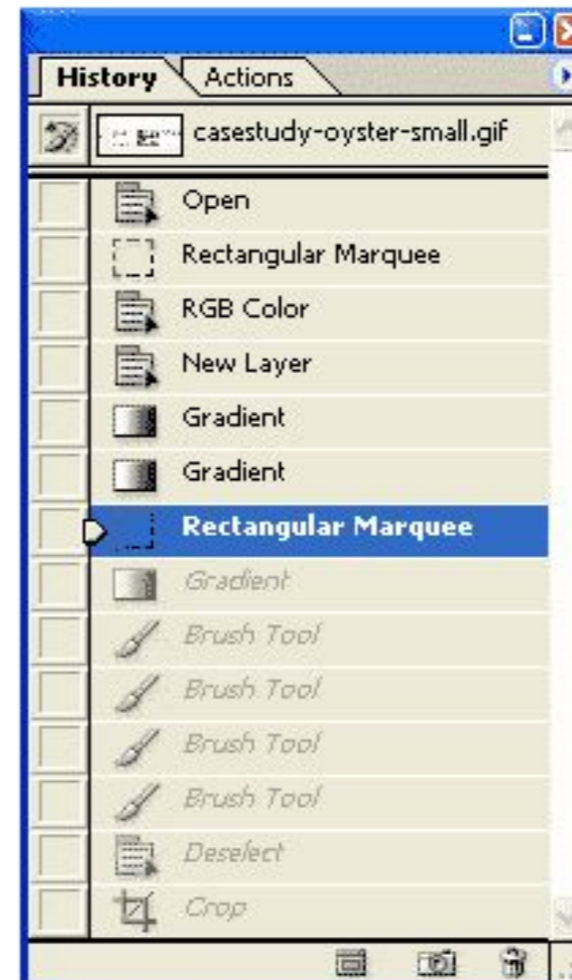
Offering the possibility to always undo actions gives users a comforting feeling. It helps the users feel that *they* are in control of the interaction rather than the other way around. They can explore, make mistakes and easily go some steps back, which facilitates learning the application's functionality. It also often eliminates the need for annoying warning messages since most actions will not be permanent

Example of a UI pattern

Examples

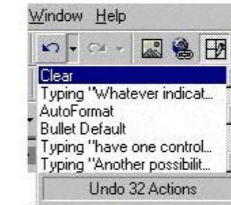


As in all MS Office applications, in Word 2000 the users can see the history of their actions and undo one or more of them. The actions are briefly described and the users can select a range of actions to be undone. After selecting undo, users can even redo the actions.



In Photoshop a selective undo is also possible. By moving the slider, users can do the normal multi-level undo but they can also drag an action into the trashcan and thereby do a selective undo. Operations that depended on that action are automatically deleted as well of they are not relevant anymore.

Example of a UI pattern



Undo in Microsoft Word using a visualization of the command queue

Implementation

Most implementations of multi-level undo are based on the [Command](#) (Gamma et al 1995) pattern. When using the Command pattern, most functionality is encapsulated in Command objects rather than in other controlling classes. The idea is to have a base class that defines a method to "do" a command, and another method to "undo" a command. Then, for each command, you derive from the command base class and fill in the code for the do and undo methods. The "do" method is expected to store any information needed to "undo" the command. For example, the command to delete an item would remember the content of the item being deleted.

More examples

Captcha

Problem

The application needs confirmation that the action that is about to happen is done by a human rather than an automated machine

Solution

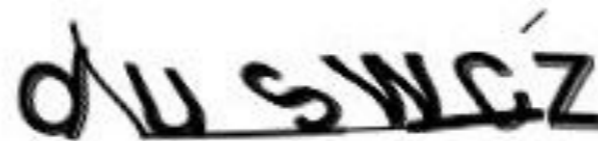
Present users with a mangled image containing numbers and letters that humans can still 'decipher' but is hard for machines to read.

Verify Your Registration

* Enter the code shown:

[More info](#) 

This helps Yahoo! prevent automated registrations.



More examples

Date Selector

Problem

Users need to select a date or a time period

Solution

Use a combination of an edit box and a graphical click able calendar

The screenshot shows a flight booking interface titled "CREATE YOUR OWN TRIP". It features several options for travel packages, a form for departure and destination, and a date selector calendar.

Package Options:

- Flight only
- Hotel only
- Car only
- Cruise
- Flight + Hotel
- Flight + Car
- Flight + Hotel + Car
- Hotel + Car

Form Fields:

- Departing from:
- Going to:
- Depart: Anytime
- Adults: (age 19-64) Seniors: (65+)

Calendar:

The calendar is for January 2005. The date 22 is selected. The calendar shows the following dates:

S	M	T	W	T	F	S
						X
X	X	X	X	X	X	X
X	10	11	12	13	14	16
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Buttons:

-
-

Text:

- Book together and **save!**
- More flight search options: [Flexible dates](#), [One-way trips...](#)

From www.expedia.com

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

Pre-patterns and Anti-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

Dark Patterns

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

Example: Disguised Ads

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

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Example: Disguised Ads

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

Example: Friend Spam

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

Dark Patterns



EVIDENCE

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

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

10 5 100 850 1.2K 1.5K
ARTICLES PAGES SLIDES SHOTS TRICKS LINKS

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 *Avintiv 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 he's 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 get a payout.

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

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Pattern exercise

In groups of two, read and answer [the handout](#).

(Submit a PDF with your answers to CANVAS.)

Ask me something!