

# Design Patterns

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Computer Science Department  
Stanford University

Autumn 2023

November 27, 2023

# Hall of Fame or Shame?



The screenshot shows the Southwest.com website interface. At the top, there's a search bar and navigation links. Below that, a navigation bar includes 'Special Offers', 'Air', 'Hotel', 'Car', 'Vacations', 'Flying Southwest', and 'Rapid Rewards'. The main content area features a large promotional banner for a flight offer: 'Hurry before they're going, going, gone.' with a price of '\$69' and a 'Book Now' button. To the left of the banner is a flight search form with fields for 'Recent Searches', 'Round Trip/One-Way', 'Departure City', 'Arrival City', 'Depart/Return dates', and 'Number of Adults/Seniors'. To the right of the banner is a sidebar with links for 'Check In', 'Change Flight', 'Check Flight Status', 'Account Log In', 'Manage Travel', and 'Rapid Rewards'. Below the banner, there's a section for 'Get 2 Roundtrip Flights' with a list of benefits.

Southwest.com

# Hall of Fame or Shame?



Search Southwest  [GO](#)

[southwestgiftcard@](#) | [Sign Up 'n Save](#) | [Help](#) | [Español](#) | [Travel Tools](#)

**Special Offers**  
Great Travel Deals

[Air](#) [Hotel](#) [Car](#) [Vacations](#)

**Flying Southwest**  
What to Know Before You Go

**Rapid Rewards®**  
Earn Rewards Flights Faster

[INTERNATIONAL TRAVEL](#) ▶

[Air](#) [Hotel](#) [Car](#) [Vacations](#)

Recent Searches

Round Trip  One-Way

Where We Fly

Departure City or Airport Code

Arrival City or Airport Code

Depart

Return

1 Adult Age 2+

0 Senior Age 65+

Promo Code (optional)

[Advanced Search](#)  
[Search By Calendar](#)  
[Search By Map](#)

**Search**

*Hurry* before they're  
going, going, gone.

One-Way As Low As

**\$69**

[Book Now](#)

Exclusions & restrictions apply. 14-day advanced purchase required.

**FINAL  
DAYS**



**Get 2 Roundtrip Flights**

- + 6,000 Anniversary Points
- + No Foreign Transaction Fees
- + Additional Points for Southwest Purchases

- [Check In](#)
- [Change Flight](#)
- [Check Flight Status](#)

[Account Log In](#) [Enroll](#)

Account # or Username

Password

Need help logging in?

Remember Me

[Log In](#)

[Manage Travel](#)

[Rapid Rewards](#)

Optional Travel Charges

**Get EarlyBird Check-In**

# Hall of Shame!



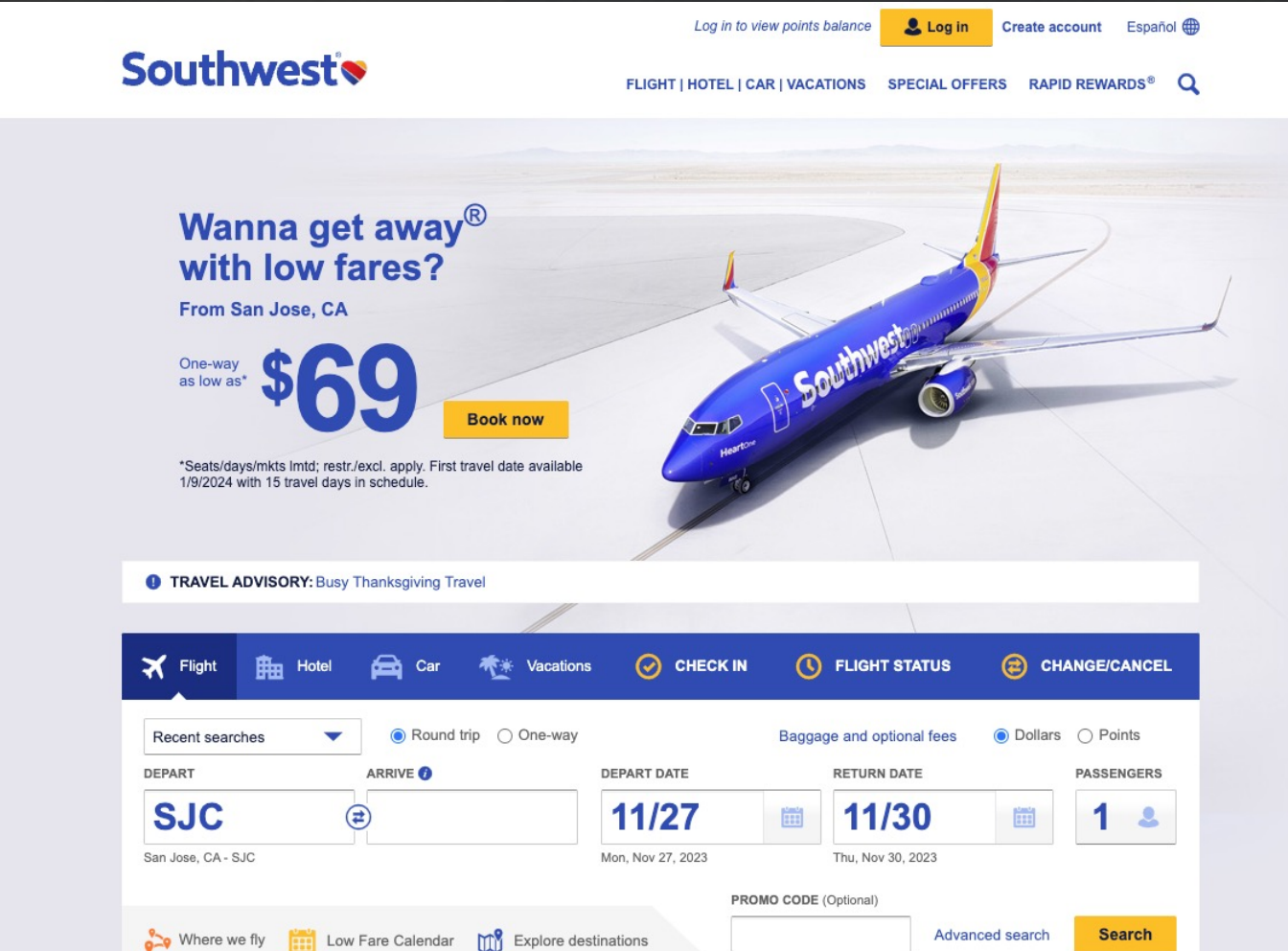
Southwest.com

- hard to notice key functions on far right
- ads dominating the screen

The screenshot shows the Southwest.com homepage. At the top, there's a search bar and navigation links for 'Sign Up 'n Save', 'Help', 'Español', and 'Travel Tools'. Below this is a dark blue navigation bar with 'Special Offers', 'Flying Southwest', and 'Rapid Rewards'. The main content area is split into three columns. The left column contains a search form with tabs for 'Air', 'Hotel', 'Car', and 'Vacations'. The middle column is a large promotional banner for a \$69 one-way flight, with a 'Book Now' button. The right column is a vertical sidebar with links for 'Check In', 'Change Flight', 'Check Flight Status', 'Account Log In', 'Manage Travel', and 'Rapid Rewards'. The bottom of the page features a 'Get 2 Roundtrip Flights' promotion with a Visa logo.



# Improved southwest.com



The image shows the Southwest Airlines website homepage. At the top, there is a navigation bar with the Southwest logo, a 'Log in to view points balance' link, a 'Log in' button, a 'Create account' button, and a language selector for 'Español'. Below this is a secondary navigation bar with links for 'FLIGHT | HOTEL | CAR | VACATIONS', 'SPECIAL OFFERS', 'RAPID REWARDS', and a search icon.

The main hero section features a large image of a Southwest airplane on a runway. To the left of the plane, the text reads: 'Wanna get away<sup>®</sup> with low fares?' followed by 'From San Jose, CA'. Below this, it says 'One-way as low as\*' and a large '\$69' price tag. A yellow 'Book now' button is positioned to the right of the price. A small asterisked note below the price states: '\*Seats/days/mkts lmtd; restr./excl. apply. First travel date available 1/9/2024 with 15 travel days in schedule.'

A white banner with a blue information icon and the text 'TRAVEL ADVISORY: Busy Thanksgiving Travel' is located below the hero section.

The flight search interface is a dark blue bar with icons for 'Flight', 'Hotel', 'Car', and 'Vacations'. To the right are buttons for 'CHECK IN', 'FLIGHT STATUS', and 'CHANGE/CANCEL'. Below this bar, there are several input fields: 'Recent searches' with a dropdown arrow, 'Round trip' (selected) and 'One-way' radio buttons, 'Baggage and optional fees' with 'Dollars' (selected) and 'Points' radio buttons, 'DEPART' with 'SJC' and 'San Jose, CA - SJC', 'ARRIVE' with a swap icon, 'DEPART DATE' with '11/27' and 'Mon, Nov 27, 2023', 'RETURN DATE' with '11/30' and 'Thu, Nov 30, 2023', and 'PASSENGERS' with '1' and a person icon. At the bottom of the search bar is a 'PROMO CODE (Optional)' field, an 'Advanced search' link, and a yellow 'Search' button.

At the bottom left of the page, there are links for 'Where we fly', 'Low Fare Calendar', and 'Explore destinations'. The footer contains the text 'Autumn 2023' on the left and the number '5' on the right.

# Hall of Fame or Shame?



## Wiimote

By Nintendo



# Hall of Fame/Shame!



Great at opening up gaming to a wider audience but...

the main thing that differentiated the product (movement in gaming) resulted in it being thrown at windows/TVs

- slippery plastic hard to hold. Later designs added rubber case & strap
- lack of a joystick was initial problem resulting in a second controller



# Design Patterns

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# Outline

- Detailed Design Example
- Web Design Patterns
- Patterns in the Design Exploration Phase
- Dark Patterns



Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards

Find things you'll love. Support independent sellers. Only on Etsy.



Face masks



Wall decor



Gift Ideas



Outdoor & garden



Self-care



Craft kits

Popular gifts right now



Valentines Day Gift for Him, Personalized Wallet, Mens...  
★★★★★ (20,991)  
\$19.99 ~~\$49.98~~ (60% off)



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★★★★★ (3,893)  
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FREE shipping



Heart Keychain Set - Made with Authentic LEGO® Bricks, ...  
★★★★★ (4,218)  
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Romantic Personalized Record - Birthday Gift for Her - ...  
★★★★★ (1,942)  
\$22.99 ~~\$45.99~~ (50% off)



Valentines Day Gift for Him, Wood Watch, Personalized...  
★★★★★ (11,338)  
\$49.99 ~~\$124.98~~ (60% off)

2

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



stayfineofficial

Star Seller | 39,156 sales | ★★★★★

Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad

Etsy's Pick

\$49.99+ ~~\$124.98+~~

You save \$74.99 (60%)

✓ In stock



Would you like to engrave?

Select an option

Add your personalization

Example only:

Engrave: I love you to the moon and back!

"no engraving" if you choose "no engraving" option

256

Add to cart



Other people want this. Over 20 people have this in their carts right now.



Star Seller. This seller has a history of 5-star reviews, shipping on time, and replying quickly when they got any

11,338 reviews ★★★★★

Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.

2

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



stayfineofficial

Star Seller | 39,156 sales | ★★★★★

Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad

Etsy's Pick

\$49.99 ~~\$124.98~~

You save \$74.99 (60%)

✓ In stock



Would you like to engrave?

No Thanks!

Add your personalization

Example only:

Engrave: I love you to the moon and back!

"no engraving" if you choose "no engraving" option

You are my Analog!

238

Add to cart



Other people want this. Over 20 people have this in their carts right now.



Star Seller. This seller has a history of 5-star reviews, shipping on time, and replying quickly when they got any

11,338 reviews ★★★★★

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2

Etsy

Search for anything



Sign in



Home Favorites

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Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



stayfineofficial

Star Seller | 39,156 sales | ★★★★★

Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad

Etsy's Pick

\$49.99 ~~\$124.98~~

You save \$74.99 (60%)

✓ In stock

Would you like to engrave?

No Thanks!

Add your personalization

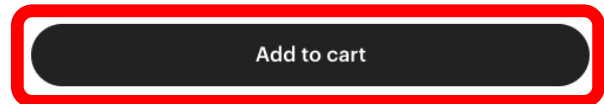
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3

Etsy

Search for anything



Sign in



- Home Favorites
- Jewelry & Accessories
- Clothing & Shoes
- Home & Living
- Wedding & Party
- Toys & Entertainment
- Art & Collectibles
- Craft Supplies
- Gifts & Gift Cards

# 1 item in your cart

Keep shopping



stayfineofficial



Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad  
 Would you like to engrave?: No Thanks! [\$49.99]  
 Edit  
 Personalization: You are my Analog!

Save for later Remove

1

Contact shop

\$49.99  
~~\$124.98~~

Over 20 people have this in their cart

Sale: 60% off

This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

Apply shop coupon codes

Estimated delivery: Mar 7-9 from United States

### How you'll pay

- 
- 
- 
- 
- 
- 4 interest-free installments  
\$50.00 product minimum applies

Item(s) total	\$124.98
Shop discount	-\$74.99
Subtotal	\$49.99
Get shipping cost	

**Proceed to checkout**

Apply Etsy coupon code

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



Etsy offsets carbon emissions from every delivery

4

Etsy

Search for anything



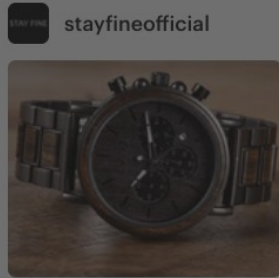
Sign in



- Home Favorites
- Jewelry & Accessories
- Clothing & Shoes
- Home & Living
- Wedding & Party
- Toys & Entertainment
- Art & Collectibles
- Craft Supplies
- Gifts & Gift Cards

1 item in your cart

Keep shopping



Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden Watch, Grooved Watch, Boyfriend Gift, Gift for Dad  
Would you like to engrave?: No Thanks  
Edit

Personalization: You are my Analog

Save for later Remove

This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

Go to checkout

Continue as a guest

OR

Sign in or register

Email address

Continue

[Trouble signing in?](#)

OR

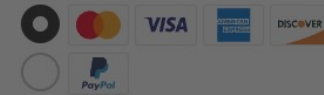
Continue with Google

Continue with Facebook

Continue with Apple

By clicking Continue or Continue with Google, Facebook, or Apple, you agree to Etsy's [Terms of](#)

How you'll pay



Klarna. 4 interest-free installments  
\$50.00 product minimum applies

Item(s) total	\$124.98
Shop discount	-\$74.99
Subtotal	\$49.99

[Get shipping cost](#)

Proceed to checkout

Apply Etsy coupon code

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4

Etsy

Search for anything



Sign in



- Home Favorites
- Jewelry & Accessories
- Clothing & Shoes
- Home & Living
- Wedding & Party
- Toys & Entertainment
- Art & Collectibles
- Craft Supplies
- Gifts & Gift Cards

1 item in your cart

Keep shopping

stayfineofficial



Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden Watch, Grooved Watch, Boyfriend Gift, Gift for Dad

Would you like to engrave?: No Thanks!

Edit

Personalization: You are my Analog

Save for later Remove

This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

Go to checkout



landay@gmail.com  
[Not your email? Go back.](#)

Sign in

For your security, we ask for a security code for new device sign ins. You should be receiving a six digit security code at **landay@gmail.com**. It may take a few minutes.

If you still cannot find the code, please check any spam or trash folders for the code.

Security Code

Stay signed in

Sign in

Resend security code

How you'll pay



Klarna. 4 interest-free installments  
\$50.00 product minimum applies

Item(s) total \$124.98

Shop discount -\$74.99

Subtotal \$49.99

[Get shipping cost](#)

Proceed to checkout

[Apply Etsy coupon code](#)

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)





4

Etsy

Search for anything



Sign in

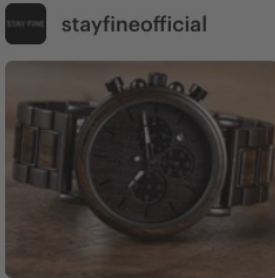


- Home Favorites
- Jewelry & Accessories
- Clothing & Shoes
- Home & Living
- Wedding & Party
- Toys & Entertainment
- Art & Collectibles
- Craft Supplies
- Gifts & Gift Cards

1 item in your cart

Please fill out this field.

Keep shopping



Valentines Day Gift for Him,Wooden Watch,Personalized Watch,Engraved Watch,Wooden Watch,Grooved Watch,Boyfriend Gift,Gift for Dad

Would you like to engrave?: No Thanks

Edit

Personalization: You are my Analog

Save for later Remove

This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

**Go to checkout**

landay@gmail.com  
[Not your email? Go back.](#)

**Welcome back, James!**  
Great to see you again. Enter your password to continue.

Password

Stay signed in

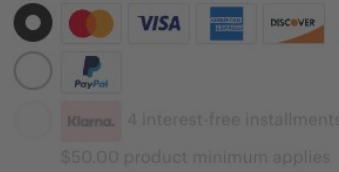
**Sign in**

**Forgot your password?**

[Email me a sign-in link](#)

[Reset password](#)

How you'll pay



**Item(s) total** \$124.98

**Shop discount** -\$74.99

---

**Subtotal** \$49.99

[Get shipping cost](#)

**Proceed to checkout**

[Apply Etsy coupon code](#)

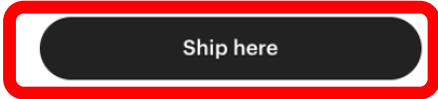
The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



5

## Choose a shipping address

Default  
James Landay  
848 Redwood Dr.  
STANFORD, CA 94305  
United States



Edit

Delete

+ Add a new address

6

## Choose a payment method

You will not be charged until you review this order on the next page.

Default

Visa ...  
Exp: 10 / 2024  
James Landay

Use this card

Edit

Delete

+ Add a new card

Pay with PayPal



\$50.00 product minimum applies

Klarna.

## Gift cards & Etsy Credit

Redeem a gift card or Etsy Credit

7


# Double check your order details

### Shipping address

James Landay  
848 Redwood Dr.  
STANFORD, CA 94305  
United States

Change

### Payment method

 Visa ~~1234~~  
Exp: 10 / 2024

Change

### Billing address

Same as shipping address

Change

### Order summary

Item(s) total	\$124.98
Shop discount	-\$74.99
<b>Subtotal</b>	<b>\$49.99</b>
Shipping	\$4.52
Sales tax	\$4.56
<b>Order total (1 item)</b>	<b>\$59.07</b>

**Place your order to Stanford**

By clicking Place your order to Stanford, you agree to Etsy's [Terms of Use](#) and [Privacy Policy](#)

I'd like to round up and donate \$0.93 to the Uplift Fund [Learn more](#)



 **stayfineofficial**  
Ships from United States



Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden

1

**\$49.99** Choose a shipping method  
~~\$124.98~~

 **USPS First Class Mail**

\$4.52



# Basic Web Design

- Let's take a closer look page by page



Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards

# Find things you'll love. Support independent sellers. Only on Etsy.



Face masks



Wall decor



Gift Ideas



Outdoor & garden



Self-care



Craft kits

## Popular gifts right now



Valentines Day Gift for Him, Personalized Wallet, Mens...

★★★★★ (20,991)

\$19.99 ~~\$49.98~~ (60% off)



Vitamin Me Daily Dose of Love: Cute Gift for Him, Anniversary...

★★★★★ (3,893)

\$22.49 ~~\$24.99~~ (10% off)

FREE shipping



Heart Keychain Set - Made with Authentic LEGO® Bricks,...

★★★★★ (4,218)

\$8.38 ~~\$16.76~~ (50% off)

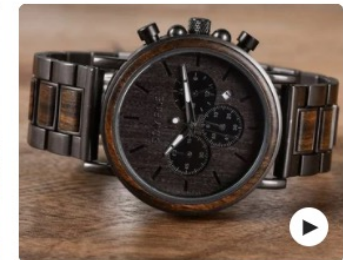
FREE shipping



Romantic Personalized Record - Birthday Gift for Her -...

★★★★★ (1,942)

\$22.99 ~~\$45.99~~ (50% off)



Valentines Day Gift for Him, Wood Watch, Personalized...

★★★★★ (11,338)

\$49.99 ~~\$124.98~~ (60% off)

1



Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards

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Face masks



Wall

## What site is this?

– Logo in top-left corner denotes the site

– examples of SITE BRANDING (E1)

### Popular gifts right now



Valentines Day Gift for Him, Personalized Wallet, Mens...  
★★★★★ (20,991)  
\$19.99 ~~\$49.98~~ (60% off)



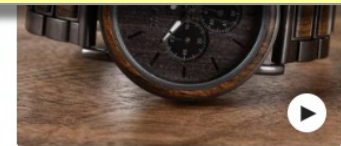
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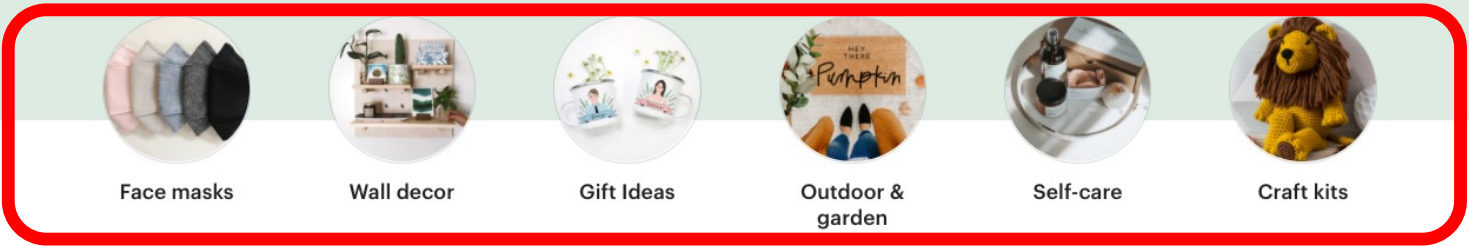


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★★★★★ (11,338)  
\$49.99 ~~\$124.98~~ (60% off)

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Popular gifts right now



**What kind of site is this?**

- Shopping cart icon
- Tab row categories/featured navigation
- UP-FRONT VALUE PROPOSITION (C2)
- example of PERSONAL E-COMMERCE (A1)

1

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

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Gifts & Gift Cards

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Face masks



Wall decor



Gift Ideas



Outdoor & garden



Self-care



Craft kits

### Popular gifts right now



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\$22.49 ~~\$24.99~~ (10% off)

FREE shipping

Heart Keychain, Authentic L...

★★★★★ (4...

\$8.38 ~~\$16.76~~

FREE shipping

## What can I do here?

- Support sellers → buy
- Tab row / Search on top
- Click on popular gifts



1

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

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FREE shipping



Heart Keychain Set - Made with Authentic LEGO® Bricks, ...  
★★★★★ (1,234)  
\$8.38 ~~\$16.76~~ (50% off)  
FREE shipping



Romantic Personalized Record - Birthday Gift for Her - ...



Valentines Day Gift for Him, Wood Watch, Personalized...

Editors' Picks

### Wall Art and Decor

Shop these unique finds →

- Most important info visible without scrolling
- ABOVE THE FOLD (I2)



2

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



stayfineofficial

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\$49.99 ~~\$124.98~~

You save \$74.99 (60%)

✓ In stock

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No Thanks!

Add your personalization

Example only:

Engrave: I love you to the moon and back!

"no engraving" if you choose "no engraving" option

You are my Analog!



238

Add to cart



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11,338 reviews ★★★★★

Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.

2



Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



## What site am I at?

- Logo in upper-left reinforces brand, can click to go to home
- Same font, layout, color scheme also reinforces
- examples of SITE BRANDING (E1)
- price emphasizes I can buy
- i.e., PERSONAL E-COMMERCE (A1)

stayfineofficial

Star Seller | 39,156 sales | ★★★★★

Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad

Etsy's Pick

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You save \$74.99 (60%)

✓ In stock

Would you like to engrave?

No Thanks!

Add your personalization

Example only:

Engrave: I love you to the moon and back!

"no engraving" if you choose "no engraving" option

You are my Analog!

238

Add to cart



Other people want this. Over 20 people have this in their carts right now.



Star Seller. This seller has a history of 5-star reviews, shipping on time, and replying quickly when they got any

11,338 reviews ★★★★★

Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.

2

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

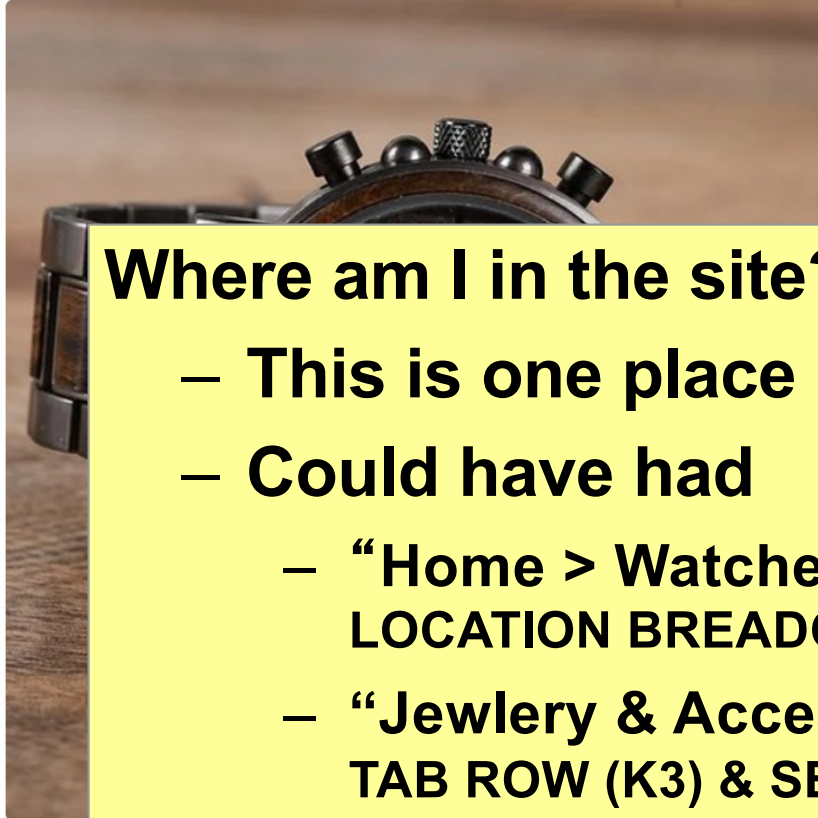
Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



stayfineofficial

Star Seller | 39,156 sales | ★★★★★

Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen

## Where am I in the site?

- This is one place Etsy falls down
- Could have had
  - "Home > Watches" as LOCATION BREADCRUMBS (K6)
  - "Jewelry & Accessories" could be selected in TAB ROW (K3) & SEARCH ACTION MODULE (J1)

11,338 reviews ★★★★★

Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.



Other people want this. Over 20 people have this in their carts right now.



Star Seller. This seller has a history of 5-star reviews, shipping on time, and replying quickly when they got any

2

Etsy

Watches



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

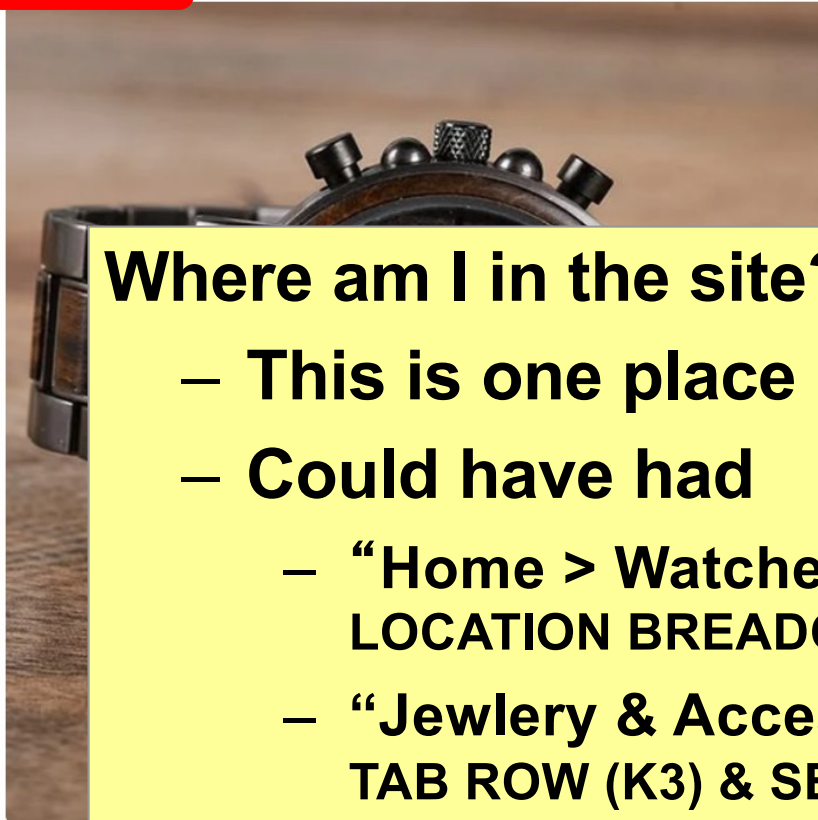
Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards

Home > Jewelry & Accessories > Watches



stayfineofficial

Star Seller | 39,156 sales | ★★★★★

Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen

## Where am I in the site?

- This is one place Etsy falls down
- Could have had
  - "Home > Watches" as LOCATION BREADCRUMBS (K6)
  - "Jewelry & Accessories" could be selected in TAB ROW (K3) & SEARCH ACTION MODULE (J1)

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2

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards

## Can I trust this seller?

- Who am I buying from?
- Are they reputable?
  - aside: what do stars mean?
- Do people like the product?
- What about shipping cost?

stayfineofficial

Star Seller | 39,156 sales | ★★★★★

Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad

\$49.99 ~~\$124.98~~  
You save \$74.99 (60%)

✓ In stock

Would you like to engrave?

No Thanks!

Add your personalization

Example only:

Engrave: I love you to the moon and back!

"no engraving" if you choose "no engraving" option

You are my Analog!

238

Add to cart



Other people want this. Over 20 people have this in their carts right now.



Star Seller. This seller has a history of 5-star reviews, shipping on time, and replying quickly when they got any

11,338 reviews ★★★★★

Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.



2

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



stayfineofficial

Star Seller | 39,156 sales | ★★★★★

Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad

Etsy's Pick

\$49.99+ ~~\$124.98+~~

You save \$74.99 (60%)

✓ In stock

Would you like to engrave?

Select an option

Add your personalization

The Fold – Hmm, what's below here?

11,338 reviews ★★★★★

Buy... saving! ... people... star re... this sh... past ... Star Seller. This seller has a history of 5-star reviews... shipping on time, and replying quickly when they got any



2



## Watch, Mens Watch, Boyfriend Gift, Gift for Dad

Etsy's Pick

**\$49.99+** ~~\$124.98+~~

✓ In stock

You save \$74.99 (60%)

Would you like to engrave?

Select an option

Add your personalization

Example only:

Engrave: I love you to the moon and back!

"no engraving" if you choose "no engraving" option

Text input field for engraving personalization.

256

**Add to cart**



**Other people want this.** Over 20 people have this in their carts right now.



**Star Seller.** This seller has a history of 5-star reviews, shipping on time, and replying quickly when they got any messages.



**Arrives by Mar 7-9** if you order today.

11,338 reviews ★★★★★

★ **Buyers are raving!** Multiple people gave 5-star reviews to this shop in the past 7 days.

Reviews for this item 6,131

Reviews for this shop 11,338

Sort by: Recommended ▼



Caitlyn Feb 27, 2022

★★★★★

**Would you like to engrave?:** Yes + Extra Links

Everything about this watch was even more beautiful in person!

Shipping was super fast and Paul even sent a message to make sure I was happy with my purchase!



### Details

- Handmade item
- Can be personalized

### Description

Complimentary adjustment tool for wood link

👍 Helpful?



[Alyssa Strausser](#) Feb 22, 2022



Would you like to engrave?: Yes Please!

I ordered this for my boyfriend for Valentine's Day and I could not be happier! The quality was impeccable and the customer service was even better. I chose to get it engraved and after I submitted my order, I thought of something different to have engraved. The...

👍 Helpful?



[Meghan Welter](#) Feb 23, 2022



Would you like to engrave?: Yes + Extra Links

I will definitely order from Paul again. And I highly recommend ordering from Paul! He was quick to respond when I had a moment of panic that I wrote the message I wanted engrave wrong, which I didn't, and he understood exactly what I meant and needed. M...

👍 Helpful?



[Emily Cromer](#) Feb 22, 2022



Would you like to engrave?: Yes Please!

This watch is beautiful! It looks even better in person! This is the first thing I've ordered through Etsy, and it couldn't have been a better outcome!



👍 Helpful?

## Description

Complimentary adjustment tool for wood link.

-For very large wrist, if you need extra links, please select "+Extra links" option when you place the order, and we'll provide 4 extra links for you in the box.

## ENGRAVED MESSAGE INSTRUCTIONS

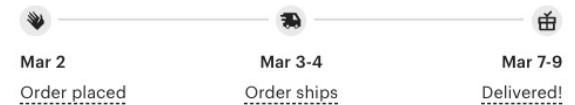
[Click here to view our engraving instructions.](#)

[Learn more about this item](#)

## Shipping and return policies

Estimated arrival

Mar 7-9



Cost to ship

\$4.52

Returns & exchanges

Accepted

Exceptions may apply

Etsy offsets carbon emissions from shipping and packaging on this purchase.

Deliver to United States, 94305

Ships from Redding, CA

[View shop policies](#)

3

Etsy

Search for anything



Sign in



- Home Favorites
- Jewelry & Accessories
- Clothing & Shoes
- Home & Living
- Wedding & Party
- Toys & Entertainment
- Art & Collectibles
- Craft Supplies
- Gifts & Gift Cards

# 1 item in your cart

Keep shopping



stayfineofficial



Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad  
 Would you like to engrave?: No Thanks! [\$49.99]  
 Edit

Personalization: You are my Analog!

Save for later Remove

1

Contact shop

\$49.99  
~~\$124.98~~

Over 20 people have this in their cart

Sale: 60% off

This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

Apply shop coupon codes

Estimated delivery: Mar 7-9 from United States

### How you'll pay

- 
- 
- 
- 
- 
- 4 interest-free installments  
\$50.00 product minimum applies

Item(s) total	\$124.98
Shop discount	-\$74.99
Subtotal	\$49.99

Get shipping cost

Proceed to checkout

Apply Etsy coupon code

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



Etsy offsets carbon emissions from every delivery

3

Etsy

Search for anything

Sign in 

Home Favorites Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

1 item in your cart

Keep shopping



stayfineofficial  
Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad  
Would you like to engrave?: No Thanks! [\$49.99]  
Edit  
Personalization: You are my Analog!

1

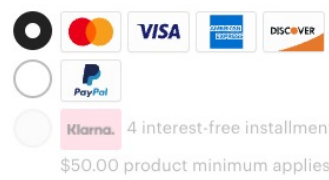
Contact shop

\$49.99  
~~\$124.98~~

Over 20 people have this in their cart

Sale: 60% off

How you'll pay



Item(s) total \$124.98  
Shop discount -\$74.99  
Subtotal \$49.99  
[Get shipping cost](#)

Proceed to checkout

Apply Etsy coupon code

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



- **What site am I at?**
  - Logo in upper-left
  - Colors, layout, font
  - examples of SITE BRANDING (E1)

3

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards

1 item in your cart

Keep shopping

stayfineofficial



Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad  
Would you like to engrave?: No Thanks! [\$49.99]  
Edit

Personalization: You are my Analog!

Save for later Remove

1

Contact shop

\$49.99  
\$124.98

Over 20 people have this in their cart

Sale: 60% off

How you'll pay



Klarna. 4 interest-free installments  
\$50.00 product minimum applies

Item(s) total	\$124.98
Shop discount	-\$74.99
Subtotal	\$49.99
Get shipping cost	

Proceed to checkout

Apply Etsy coupon code

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



## • Where am I in the site?

- Last button clicked was “Add to cart!”
- “in your cart” & “Proceed to Checkout” reinforce I’m on “the right page”
- shopping cart icon changed
- SHOPPING CART (F3)



3

Etsy

Search for anything



Sign in



Home Favorites Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

1 item in your cart

Keep shopping



stayfineofficial



Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad Would you like to engrave?: No Thanks! [\$49.99] Edit

1

Contact shop

\$49.99 \$124.98

Over 20 people have this in their cart

Sale: 60% off

Personalization: You are my Analog!

Save for later Remove

How you'll pay



Klarna. 4 interest-free installments \$50.00 product minimum applies

Item(s) total	\$124.98
Shop discount	-\$74.99
Subtotal	\$49.99
Get shipping cost	

Proceed to checkout

Apply Etsy coupon code

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



- What am I going to buy?
  - Easy to remove & save for later
- How much will it cost?
  - Could be better as need to click for shipping costs – surprise!
- SHOPPING CART (F3)



3

Etsy

Search for anything



Sign in



Home Favorites Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

1 item in your cart

Keep shopping



stayfineofficial



Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad Would you like to engrave?: No Thanks! [\$49.99] Edit

Personalization: You are my Analog!

1

Contact shop

\$49.99 \$124.98

Over 20 people have this in their cart

Sale: 60% off

How you'll pay



Klarna. 4 interest-free installments \$50.00 product minimum applies

Item(s) total	\$124.98
Shop discount	-\$74.99
Subtotal	\$49.99
Get shipping cost	

Proceed to checkout

Apply Etsy coupon code

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



# What can I do (they want me to do)?

– “Proceed to Checkout”

HIGH VISIBILITY ACTION BUTTON (K5)

– visually distinct, looks clickable

– large

Etsy offsets carbon emissions from every delivery

4

Etsy

Search for anything



Sign in



Home Favorites Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

1 item in your cart

Keep shopping

stayfineofficial



Valentines Day Gift for Him,Wooden Watch,Personalized Watch,Eng...  
Watch,Wooden Watch,Grooms...  
Watch,Boyfriend Gift,Gift for Da...  
Would you like to engrave?: No Thanks...  
Edit

Personalization: You are my Analog!

Save for later Remove

This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

Go to checkout

Continue as a guest

OR

Sign in or register

Email address

Continue

[Trouble signing in?](#)

OR

Continue with Google

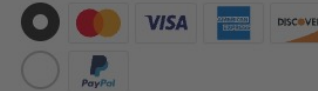
Continue with Facebook

Continue with Apple

By clicking Continue or Continue with Google, Facebook, or Apple, you agree to Etsy's [Terms of Use](#) and [Privacy Policy](#). Etsy may use your...

- What if I don't have a User ID?
- SIGN-IN/NEW ACCOUNT (H2)

How you'll pay



4

Etsy

Search for anything



Sign in



Home Favorites Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

1 item in your cart

Keep shopping

stayfineofficial



Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden Watch, Grooved Watch, Boyfriend Gift, Gift for Dad  
Would you like to engrave?: No Thanks!  
Edit

Personalization: You are my Analog

Save for later Remove

This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

Go to checkout



landay@gmail.com  
[Not your email? Go back.](#)

Sign in

For your security, we ask for a security code for new device sign ins. You should be receiving a six digit security code at **landay@gmail.com**. It may take a few minutes.

If you still cannot find the code, please check any spam or trash folders for the code.

Security Code

Stay signed in

Sign in

Resend security code

- What if I'm using a new device?  
- 2-factor auth
- SIGN-IN/NEW ACCOUNT (H2)

4

Etsy

Search for anything



Sign in



Home Favorites Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

1 item in your cart

Please fill out this field.

Keep shopping

stayfineofficial



Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engr Watch,Wooden Watch,Groomsn Watch,Boyfriend Gift,Gift for Da Would you like to engrave?: No Thanks Edit

Personalization: You are my Analog!

Save for later Remove

This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

Go to checkout

landay@gmail.com  
[Not your email? Go back.](#)

Welcome back, James!  
Great to see you again. Enter your password to continue.

Password

Stay signed in

Sign in

Forgot your password?

Email me a sign-in link

Reset password

- What if I forgot my password?
- SIGN-IN/NEW ACCOUNT (H2)

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



5

## Choose a shipping address

Default  
James Landay  
848 Redwood Dr.  
STANFORD, CA 94305  
United States

Ship here

Edit

Delete

+ Add a new address



5

Etsy

Secure checkout

Shipping

Payment

Review

Choose a shipping address



Default

James Landay  
848 Redwood Dr.  
STANFORD, CA 94305  
United States

Ship here

Edit

Delete

+ Add a new address

Merchant is Etsy, Inc. (USA) or Etsy Ireland UC (Ir  
If you donate to the Uplift Fund, your Merchant for t

Etsy, Inc., USA 117 Adams Stre

- **What site?**
  - **Logo, layout, color, fonts**
- **Where in site?**
  - **Checkout, step 1 of 3**
  - **“Choose a shipping address”**
  - **QUICK-FLOW CHECKOUT (F1)**

5

## Choose a shipping address

Default  
James Landay  
8487 Hollman Dr.  
STANFORD, CA 94305  
United States

Ship here

Edit

Delete

+ Add a new address

Merchant is Etsy, Inc. (USA) or Etsy Ireland UC (Ireland), dep  
If you donate to the Uplift Fund, your Merchant for the donation

Etsy, Inc., USA 117 Adams Street Brooklyn

- **Note what's different (?)**
  - **No tab rows**
  - **No impulse buys**
  - **Only navigation on page takes you to next step**
- **This is a PROCESS FUNNEL (H1)**
  - **Extraneous info & links removed to focus customers**

6



## Choose a payment method

You will not be charged until you review this order on the next page.

Default

Visa ...  
Exp: 10 / 2024  
James Landay

Use this card

Edit

Delete

+ Add a new card

Pay with PayPal



\$50.00 product minimum applies

Klarna.

## Gift cards & Etsy Credit

Redeem a gift card or Etsy Credit

7


# Double check your order details

### Shipping address

James Landay  
848 Redwood Dr.  
STANFORD, CA 94305  
United States

[Change](#)

### Payment method

 Visa   
 Exp: 10 / 2024

[Change](#)

### Billing address

Same as shipping address

[Change](#)

### Order summary

Item(s) total	\$124.98
Shop discount	-\$74.99
<b>Subtotal</b>	<b>\$49.99</b>
Shipping	\$4.52
Sales tax	\$4.56
<b>Order total (1 item)</b>	<b>\$59.07</b>

[Place your order to Stanford](#)

By clicking Place your order to Stanford, you agree to Etsy's [Terms of Use](#) and [Privacy Policy](#)

I'd like to round up and donate \$0.93 to the Uplift Fund [Learn more](#)



 **stayfineofficial**  
Ships from United States



Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden

1

**\$49.99** Choose a shipping method

~~\$124.98~~

USPS First-Class Mail

\$4.52

7



## Double check your order details

### Shipping address

James Landay  
848 Redwood Dr.  
STANFORD, CA 94305  
United States

### Payment method

Visa   
Exp: 10 / 2024  
[Change](#)

### Order summary

Item(s) total	\$124.98
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<b>Subtotal</b>	<b>\$49.99</b>
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<b>Order total (1 item)</b>	<b>\$59.07</b>

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I'd like to round up and donate \$0.93 to the Uplift Fund [Learn more](#)



- Last step of process
  - Step 3, “Review/Place Order”
  - “Place your order” button
- HIGH-VISIBILITY ACTION BUTTON (K5)

stayfineofficial  
Ships from United States



Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden

1

~~\$124.98~~ **\$49.99** Choose a shipping method

USPS First-Class Mail

\$4.52

7


## Double check your order details

### Shipping address

James Landay  
848 Redwood Dr.  
STANFORD, CA 94305  
United States

[Change](#)

### Payment method

 Visa   
 Exp: 10 / 2024

[Change](#)

### Billing address

Same as shipping address

**Order summary**

Item(s) total	\$124.98
Shop discount	-\$74.99
<b>Subtotal</b>	<b>\$49.99</b>
Shipping	\$4.52
Sales tax	\$4.56
<b>Order total (1 item)</b>	<b>\$59.07</b>

**Place your order to Stanford**

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I'd like to round up and donate \$0.93 to the Uplift Fund [Learn more](#)



- **No nasty surprises**
- **Can see order**
- **Total price is same as shopping cart**
- **ORDER SUMMARY (F7)**



Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden

1

**\$49.99** Choose a shipping method

~~\$124.98~~


USPS First-Class Mail

\$4.52



7

### Double check your order details


<b>Shipping address</b> James Landay 848 Redwood Dr. STANFORD, CA 94305 United States <a href="#">Change</a>	<b>Payment method</b>  Visa <small>XXXX</small> Exp: 10 / 2024 <a href="#">Change</a>
	<b>Billing address</b> Same as shipping address

**Order summary**

Item(s) total	\$124.98
Shop discount	-\$74.99
<b>Subtotal</b>	<b>\$49.99</b>
Shipping	\$4.52
Sales tax	\$4.56
<b>Order total (1 item)</b>	<b>\$59.07</b>

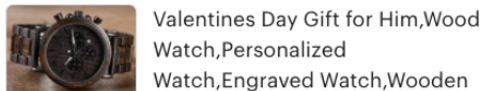
[Place your order to Stanford](#)

By clicking Place your order to Stanford, you agree to Etsy's [Terms of Use](#) and [Privacy Policy](#)

I'd like to round up and donate \$0.93 to the Uplift Fund   
[Learn more](#)

- Easy to change shipping & billing
- All of these things are part of the design pattern – QUICK-FLOW CHECKOUT (F1)

STAY FINE  Ships from United States



Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden

1

\$49.99 Choose a shipping method

~~\$124.98~~

USPS First-Class Mail

\$4.52

# Design = Solutions

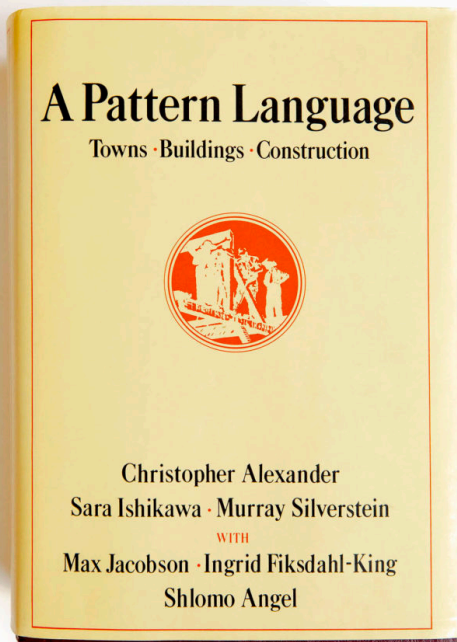
- Design is about finding solutions
- Unfortunately, designers often reinvent
  - Hard to know *how* things were done before
  - *Why* things were done a certain way
  - *How* to reuse solutions

# Design Patterns

Communicate common design problems & solutions

– First used in architecture [Alexander]

- Ex. How to create a beer hall where people socialize?



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

criss-cross paths



activities

open alcoves



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

**criss-cross paths**



**activities**

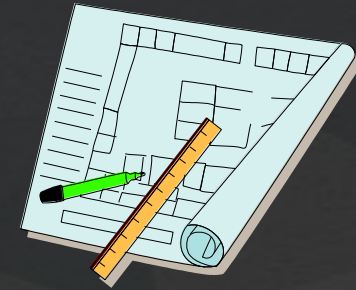
# Using Design Patterns

- 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, & rooms.”
  - Ex. Beer hall is part of a center for public life...
  - Ex. Beer hall needs spaces for groups to be alone...  
ALCOVES



# A Web of Design Patterns

**(8) Mosaic of Subcultures**



**(31) Promenade**

**(33) Night Life**

**(90) Beer Hall**

**(95) Building Complex**

**(179) Alcoves**

**(181) The Fire**

Cities  
& Towns

Local  
Gatherings  
Interiors

# Web Design Patterns

- Also used in UI design
- 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

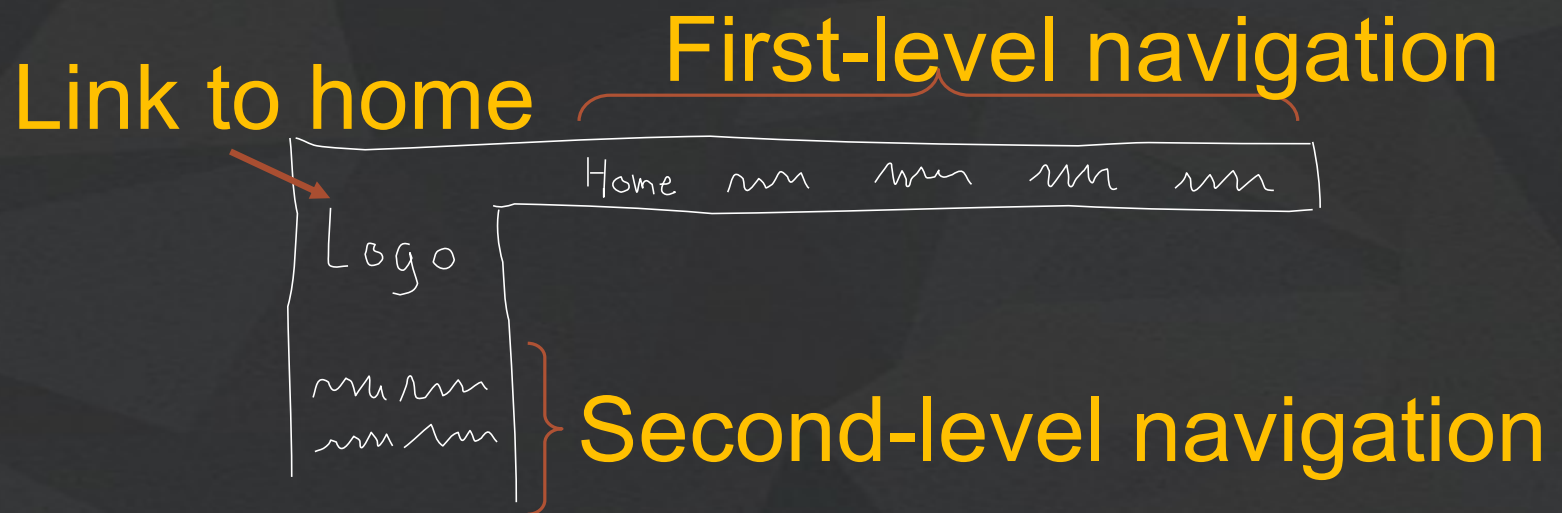
The image shows a screenshot of a website navigation bar with several red boxes highlighting specific areas:

- Top 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 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 white box with the heading "DENIM and SILK" and a small graphic of a document labeled "SILK".
- IBM Header:** A blue bar with the IBM logo, "United States", a search bar, and a "Search" button.
- Navigation Bar:** A dark blue bar with links: "Home", "Products & services", "Support & downloads", and "My account".
- Footer:** A blue bar with a "Select a country" dropdown menu, a "Go" button, and links for "Home / home office" and "Small business".
- Bottom Section:** A white box with the text "Buy today, ship today" and a "Time-up your bottom line" advertisement.

# NAVIGATION BAR (K2)

Solution diagram

- captures essence on how to solve problem



# Pattern Groups

## Our 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)

Etsy

Search for anything



Sign in



Home Favorites Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

1 item in your cart

Keep shopping



stayfineofficial



Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad  
Would you like to engrave?: No Thanks! [\$49.99]  
Edit

Personalization: You are my Analog!

Save for later Remove

1

Contact shop

\$49.99  
~~\$124.98~~

Over 20 people have this in their cart

Sale: 60% off

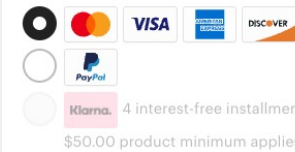
This order is a gift  
Prices will not be shown on packing slip

Add a note to stayfineofficial (optional)

Apply shop coupon codes

Estimated delivery: Mar 7-9  
from United States

How you'll pay



Item(s) total \$124.98

Shop discount -\$74.99

Subtotal \$49.99

Get shipping cost

Proceed to checkout

Apply Etsy coupon code

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



Etsy offsets carbon emissions from every delivery

## Choose a shipping address



Default

James Landay  
840 Tilden Dr.  
STANFORD, CA 94305  
United States

Ship here

Edit

Delete

[+ Add a new address](#)

Merchant is Etsy, Inc. (USA) or Etsy Ireland UC (Ireland), depending on your location.  
If you donate to the Uplift Fund, your Merchant for the donation amount will be Uplift Fund.

Etsy, Inc., USA 117 Adams Street Brooklyn, NY 11201

- **What's different?**
  - No tab rows
  - No impulse buys
  - Only navigation on page takes you to next step
- **What's the same?**
  - Logo, layout, color, fonts

# PROCESS FUNNEL (H1)

Problem: What if users need extra help?

# FLOATING WINDOWS (H6)

The screenshot displays the Urban Outfitters website interface. At the top, the navigation bar includes 'URBAN OUTFITTERS', category links (Women's, Men's, Home, Lifestyle, Beauty, Sale), a search bar, and a shopping bag icon. Below the navigation is a 'Community' section featuring a grid of user-generated photos with names like 'Sara' and 'Frank'. A large product detail window is centered on the screen, featuring a main image of a man in a green t-shirt. The product information includes the title 'KOTO 01.002 Core Boxy Tee', price '\$25.00 UO Rewards Earn Triple Points', and an 'afterpay' option. It also shows color and size selection options, a quantity dropdown set to '1', and 'Add to Bag' and 'View Full Details' buttons. Below the main window, a horizontal carousel of other products is visible, including 'KOTO 01.005 Cropped Scrimmage Tee', 'KOTO 01.003 Ribbed Tank Top', 'KOTO 01.002 Core Boxy Tee', and 'KOTO 01.003 Ribbed Tank Top'. The bottom left corner of the page shows 'Autumn 2023' and the bottom right corner shows the page number '68'.

URBAN OUTFITTERS

Women's Men's Home Lifestyle Beauty Sale

Search

Community

KOTO 01.002 Core Boxy Tee

\$25.00 UO Rewards Earn Triple Points

Available on orders \$1.00-\$2,000.00 by [afterpay](#)

Color: Dark Green

Size\*

XXS XS S M L XL XXL

Qty\*

1

Add to Bag

View Full Details

KOTO 01.005 Cropped Scrimmage Tee  
\$29.00 UO Rewards Earn Triple Points

KOTO 01.003 Ribbed Tank Top  
\$19.00 UO Rewards Earn Triple Points

KOTO 01.002 Core Boxy Tee  
\$25.00 UO Rewards Earn Triple Points

KOTO 01.003 Ribbed Tank Top  
\$19.00 UO Rewards Earn Triple Points

Made From Recycled Materials

Autumn 2023

68



# FLOATING WINDOWS (H6)

**NETFLIX** Home TV Shows Movies New & Popular My List Browse by Languages

Search Kids 15

## N SERIES First Love

[▶ Play](#) [i More Info](#) TV-MA

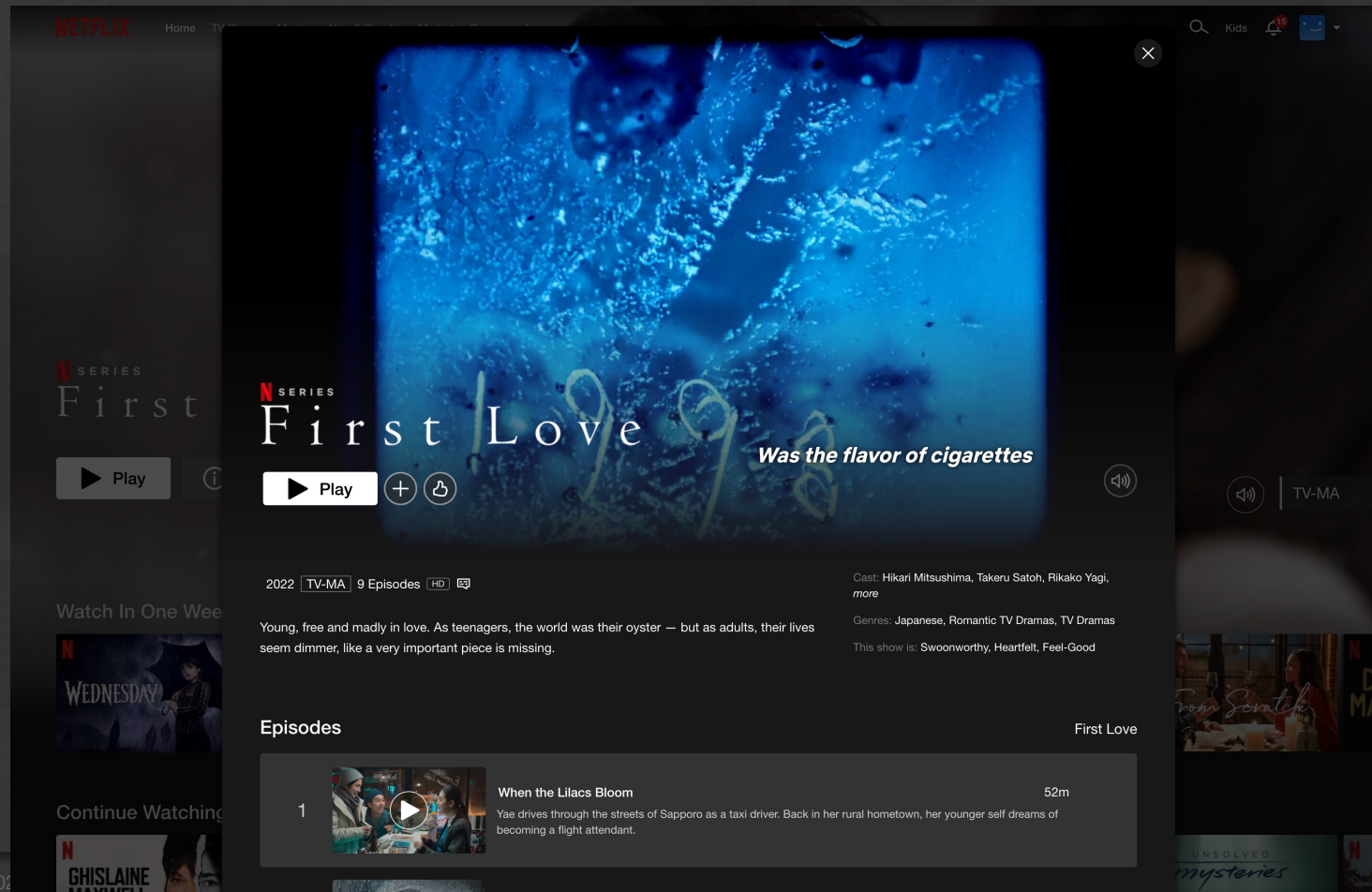
Watch In One Week

- WEDNESDAY
- Our last kiss
- 99
- PEPST WHERE'S MY JET?
- BUYING BEVERLY HILLS
- From Scratch

Continue Watching TV-MA 9 Episodes HD Swoonworthy · Heartfelt · Drama

Autumn 2021

# FLOATING WINDOWS (H6)



**NETFLIX** Home TV

Search Kids

**N** SERIES  
**First Love**  
*Was the flavor of cigarettes*

Play

2022 TV-MA 9 Episodes HD


Cast: Hikari Mitsuhashi, Takeru Satoh, Rikako Yagi, [more](#)

Genres: Japanese, Romantic TV Dramas, TV Dramas

This show is: Swoonworthy, Heartfelt, Feel-Good

Young, free and madly in love. As teenagers, the world was their oyster — but as adults, their lives seem dimmer, like a very important piece is missing.

**Episodes** First Love

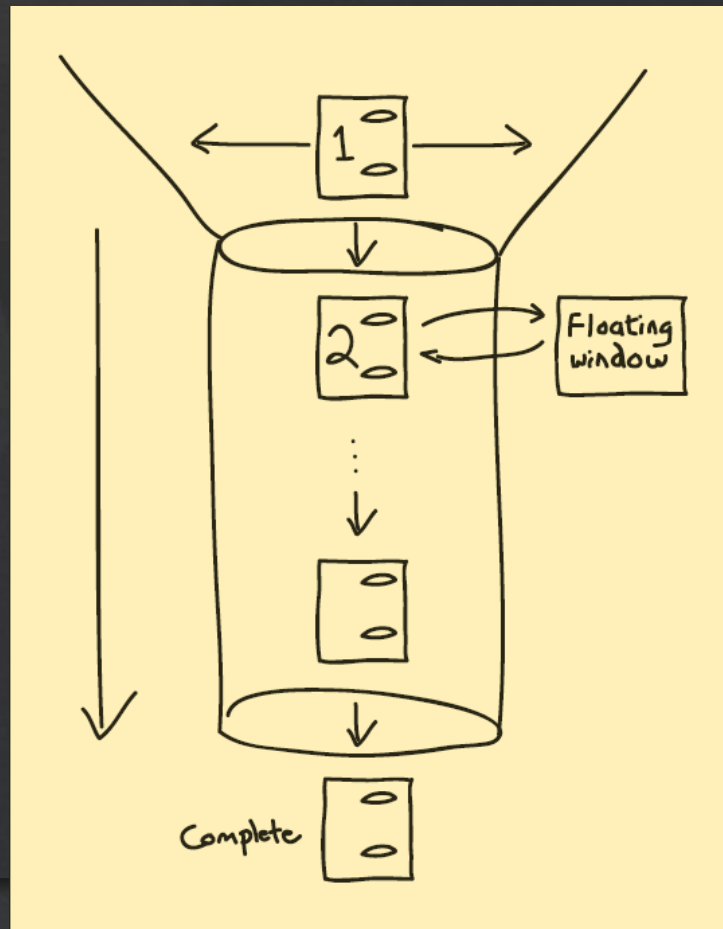
1  **When the Lilacs Bloom** 52m

Yae drives through the streets of Sapporo as a taxi driver. Back in her rural hometown, her younger self dreams of becoming a flight attendant.

Autumn 2021 **GHISLAINE** **UNSOLVED mysteries**

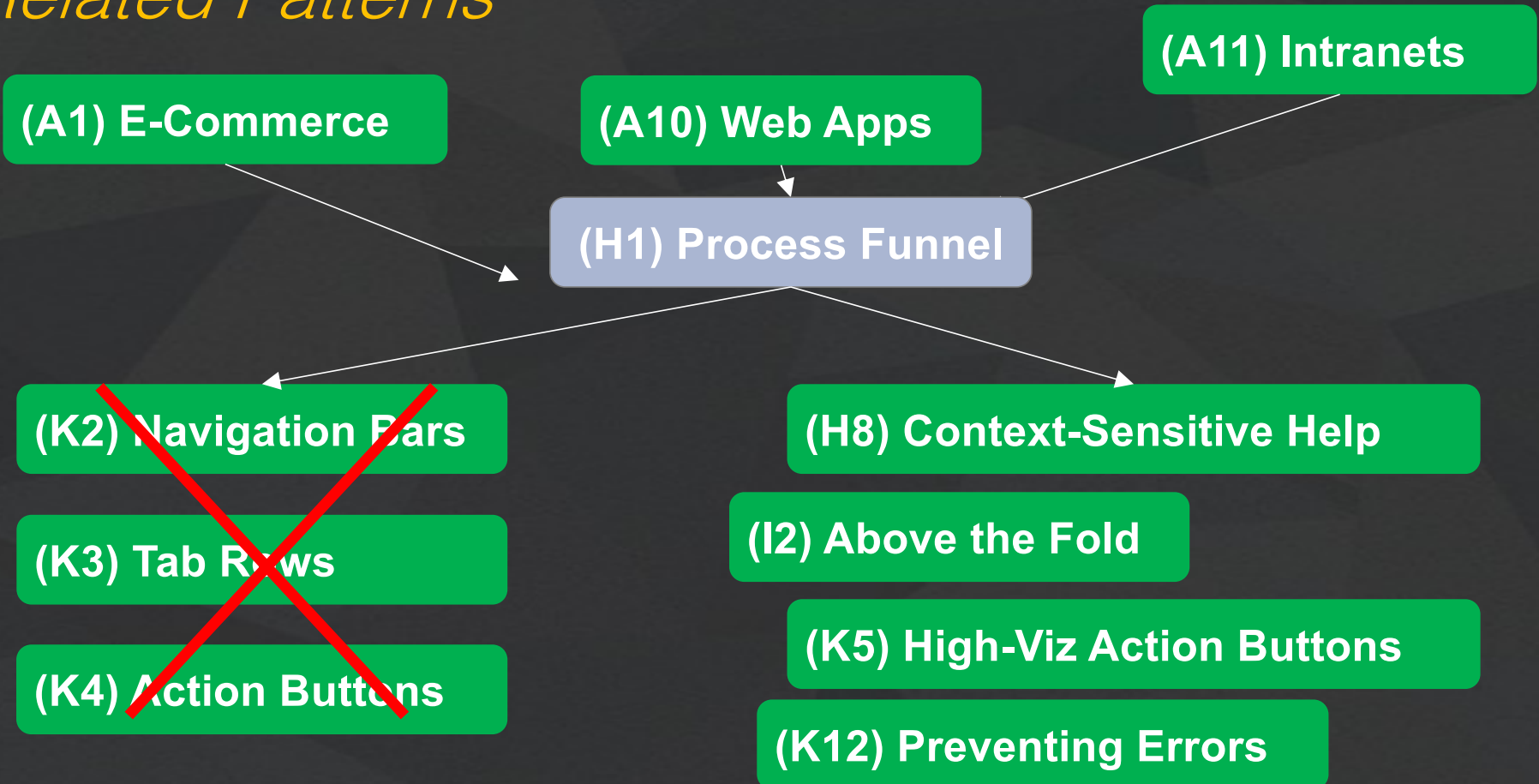
# PROCESS FUNNEL (H1)

## *Solution Diagram*



# PROCESS FUNNEL (H1)

## *Related Patterns*



# Patterns Support Creativity

- Patterns come from successful examples
  - sites that are so successful that lots of users are familiar with their paradigms (e.g., Google, Amazon, Yahoo, Facebook, Instagram...)
  - interaction techniques/metaphors that work well across many sites (e.g., shopping carts)
- Not too general & not too specific
  - you need to specialize to your needs
- Patterns let you focus on the hard, unique problems to your design situation
  - every real design will have many of these



# Patterns Offer the Best of Principles, Guidelines & Templates

- Patterns help get details right, without over-constraining the solution
  - unlike principles, patterns not too general, so can see how to apply to your situation
  - unlike guidelines, patterns discuss tradeoffs, show good examples & tie to other patterns
  - unlike style guides, patterns not too specific, so can still be specialized
  - unlike page templates, patterns illustrate flows among different pages
- Patterns can serve as documentation for teams
- Often used **along with** or as **part of design systems**

# Administrivia

- Project Questions?
- Project Fair Questions?

# Grading on the Heuristic Eval Assignments

## Assignment #7 Heuristic Evaluation (individual)

A7 HE (individual):            -: 2%   ✓ --: 4%   ✓ -: 7%   ✓ : 42%   ✓ +: 45%   ✓ ++: 1%

A7 HE (individual) Avg:   91%

## Assignment #9 Heuristic Evaluation (group)

A9 HE (group):            -: 0%   ✓ --: 0%   ✓ -: 8%   ✓ : 35%   ✓ +: 58%   ✓ ++: 0%

A9 HE (group) Avg:        93%

# TEAM BREAK

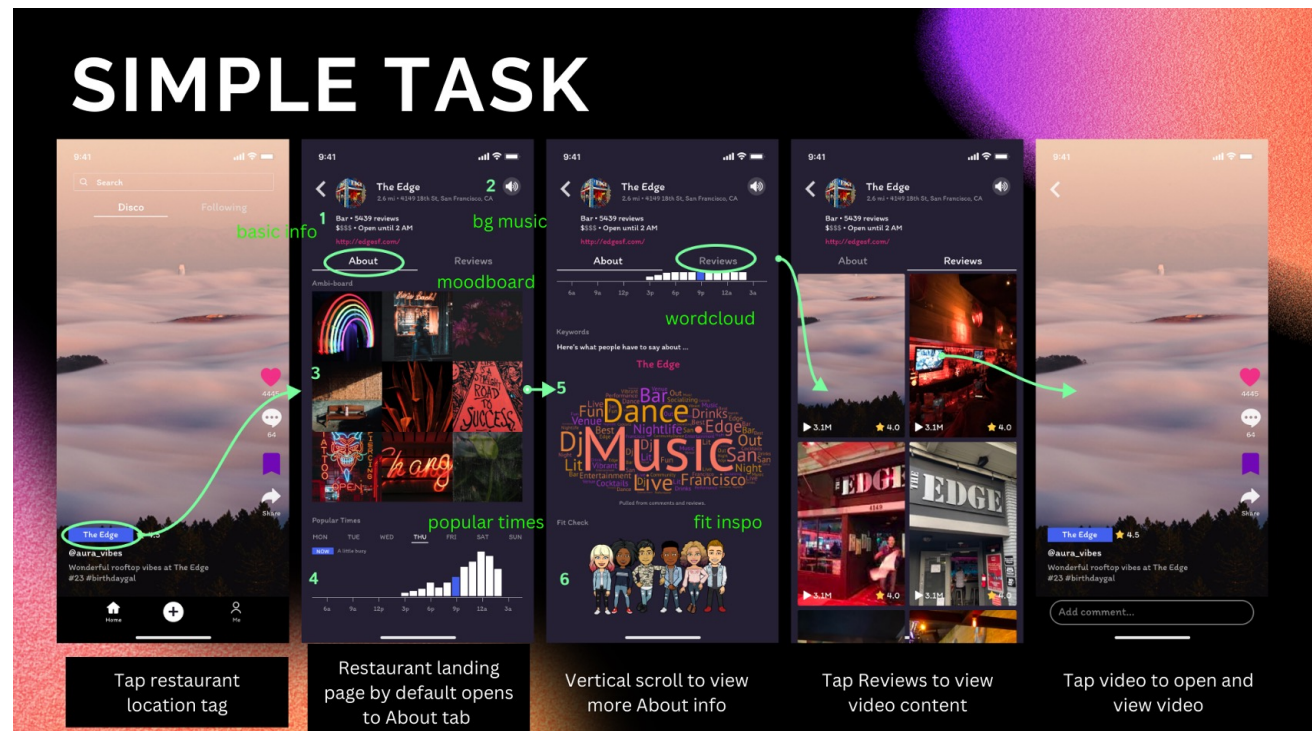
## WORK ON FINAL DELIVERABLES

1. PROTOTYPE
2. POSTERS
3. PITCH SLIDES
4. DEMO VIDEO
5. REPORT

## A6 Highlights

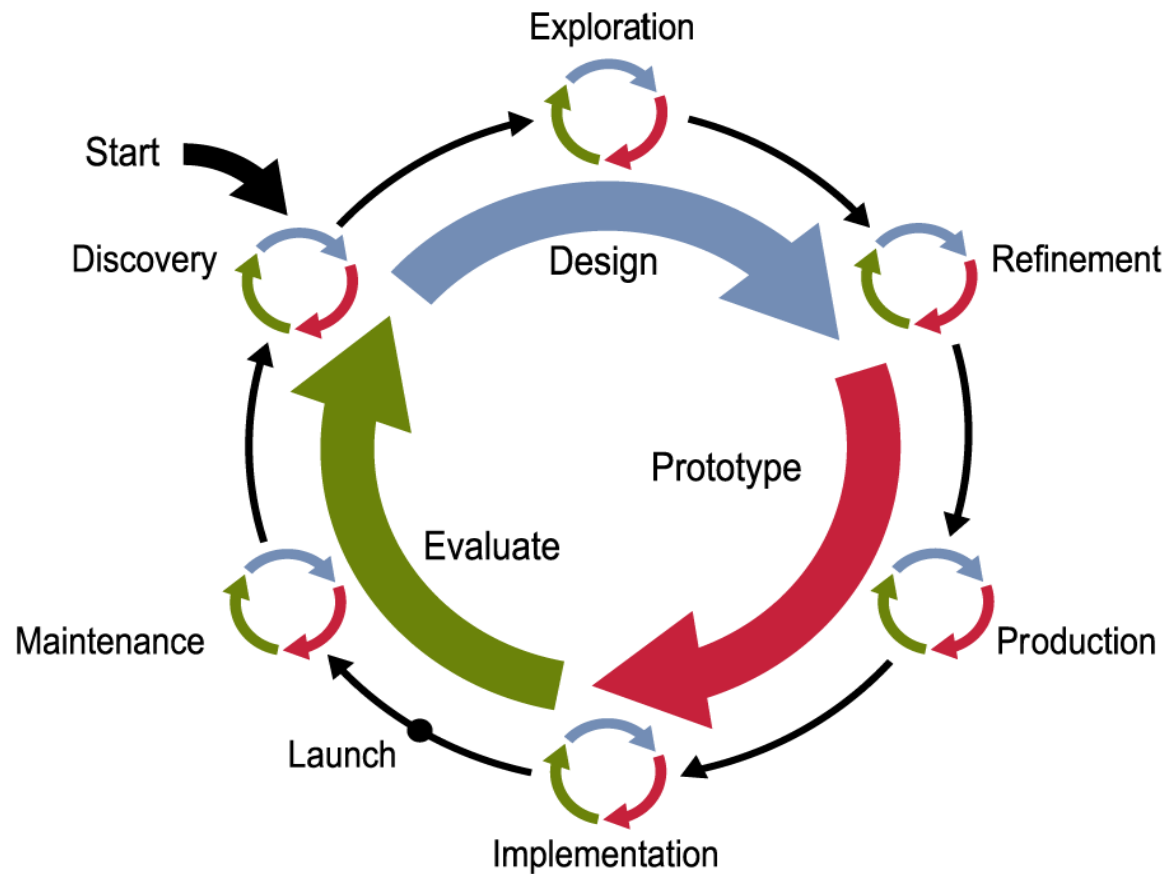
### Ambi

- Dynamic and scrollable!
- Lots of different media utilized to capture the ambience
- Intuitive UI - cleverly uses common UI patterns that adapt to their solution
- Pretty good use of whitespace.





# Design Process

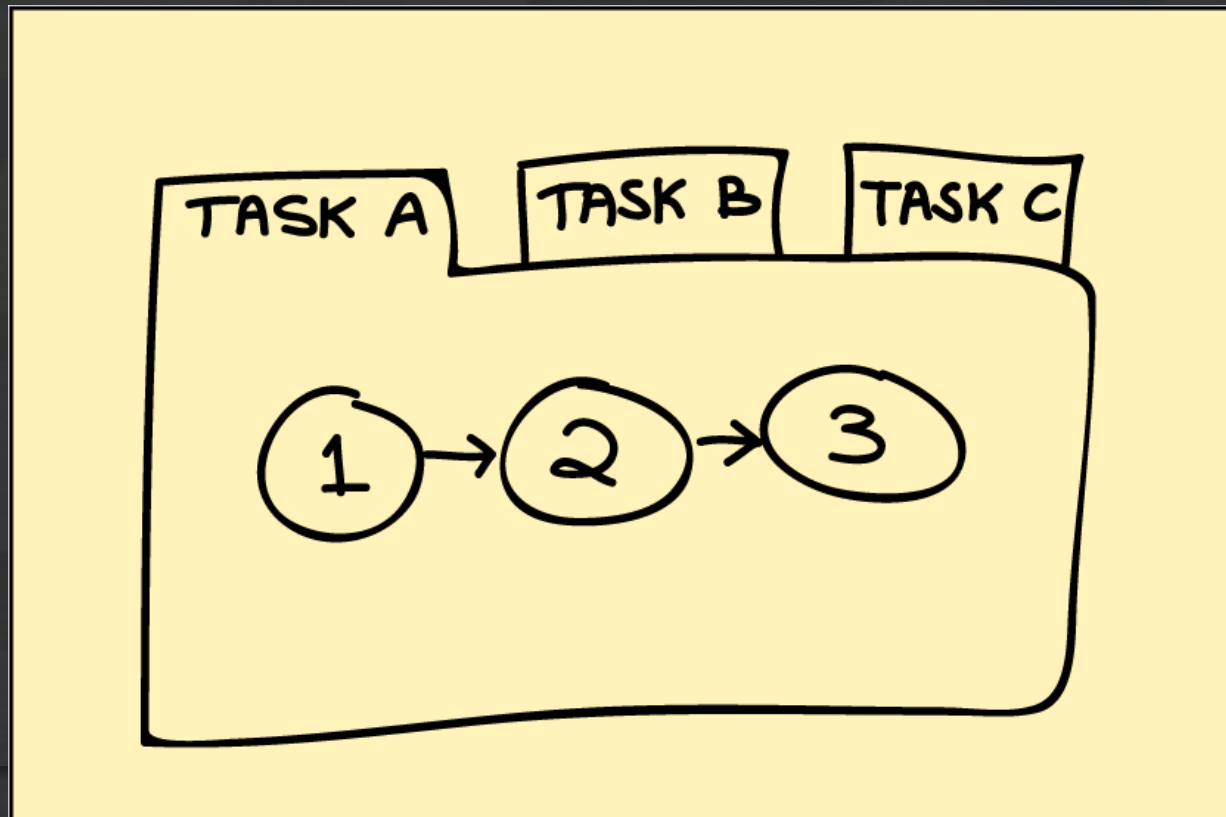


# Patterns in Exploration Phase

- Exploration-level patterns to design overall structure
  - different choices will give radically different designs
- For example, how to organize information
  - HIERARCHICAL ORGANIZATION (B3)
  - TASK-BASED ORGANIZATION (B4)
  - ALPHABETICAL ORGANIZATION (B5)
  - ...

# Patterns in Exploration Phase

TASK-BASED ORGANIZATION (B4): Link the completion of one group of tasks to the beginning of the next related task(s)




## Design Exploration Example

- John given the task of designing a new subsite for showing maps to businesses
  - listings found by typing in address
  - key feature: show nearby businesses
- John comes up with two design sketches
  - Design #1 uses ALPHABETICAL ORGANIZATION (B5) for list of all nearby businesses
  - Design #2 uses TASK-BASED ORGANIZATION (B4) for list of related nearby businesses

# Design #1

## ALPHABETICAL ORGANIZATION (B5)

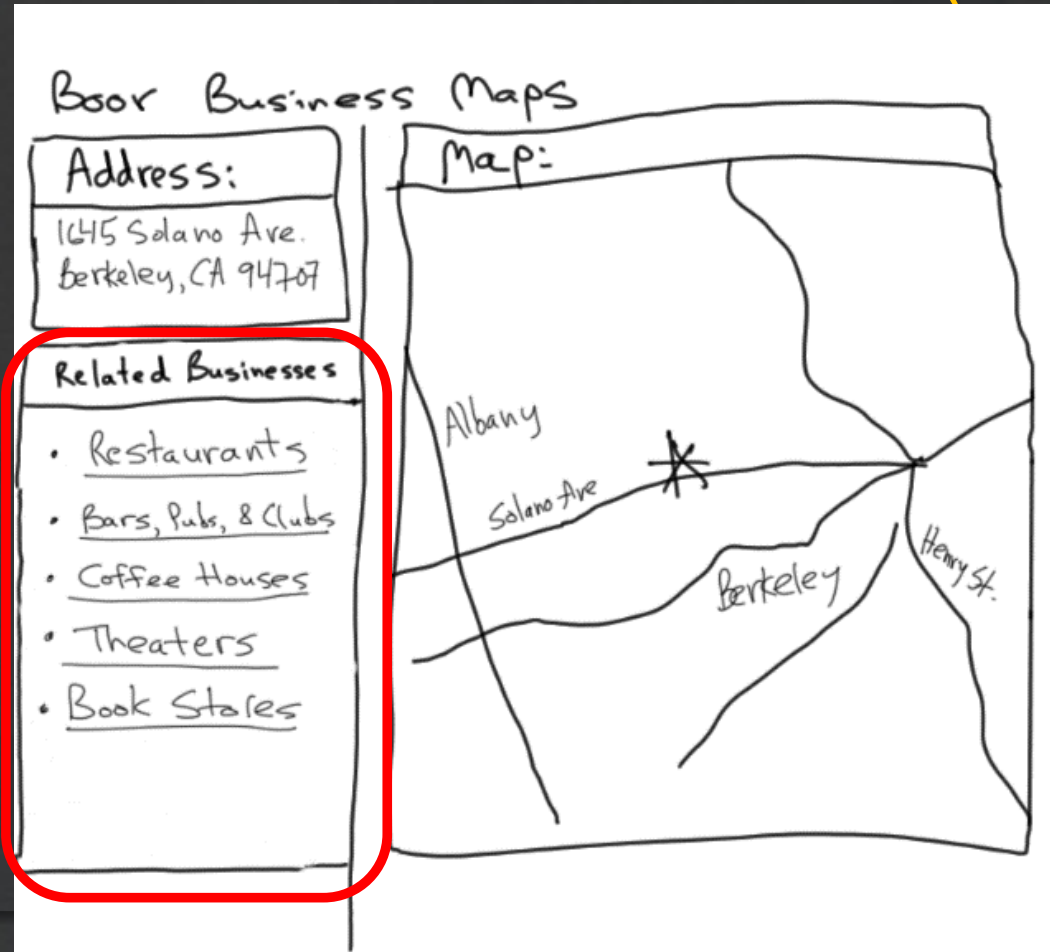
Boor Business Maps

Address:	Map:
1645 Solano Ave. Berkeley, CA 94707	
Nearby businesses:	
A.G. Ferrari's Foods	
Andronico's Market	
Barney's Hamburgers	
Berkeley Public Library	
Cactus Taqueria	
Celadon Fine Teas	
China Village Rest.	
Copy Express	
Eunice Gourmet	



# Design #2

## TASK-BASED ORGANIZATION (B4)



# Evaluating Which Design to Choose

- Low-fidelity Usability Test
  - sketches the rest of the key screens on paper
  - brings in 5 participants to his office
  - asks each to carry out 3 tasks while colleague Sam “plays computer”
  - John observes how they perform
- Tasks
  - look up 1645 Solano Ave., Berkeley CA
  - look up 1700 California Ave, San Francisco CA & find Tadich Grill
  - look up 2307 Birch St., Palo Alto CA & find a Sushi restaurant nearby

# Evaluating Which Design to Choose

- Results with Design #1 (Alphabetical)
  - Task 1: look up 1645 Solano Ave
    - no difficulties encountered – warm-up task!
  - Task 2: look up 1700 California & find Tadich Grill
    - several users didn't notice that the list of nearby businesses was scrollable (due to paper affordances?)
    - those that scrolled took awhile to find in list of over 500
  - Task 3: look up 2307 Birch St. & find nearby Sushi restaurant
    - 3 users only picked restaurants that had “restaurant” in the name & thus couldn't find “Daigo”

# Evaluating Which Design to Choose

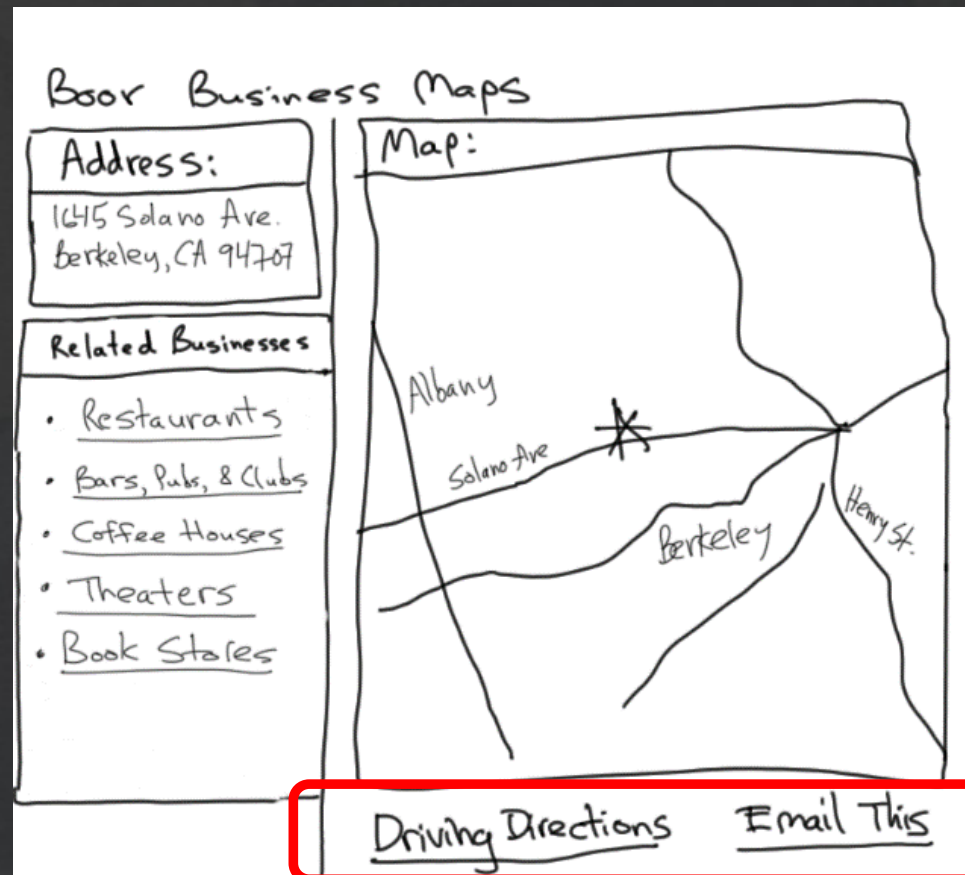
- Results with Design #2 (Task-based)
  - Task 1: look up 1645 Solano Ave
    - no difficulties encountered – warm-up task!
  - Task 2: look up 1700 California & find Tadich Grill
    - 1 user took awhile to figure out that Tadich Grill was a restaurant & to click on the “Restaurants” link
    - all others found it in 2 clicks (Restaurants->Tadich Grill)
  - Task 3: look up 2307 Birch St & find nearby Sushi restaurant
    - 3 found “Daigo” in 2 clicks
    - 2 others asked for a listing of Japanese restaurants

# Evaluating Which Design to Choose

- General comments
    - 2 users said they often want to email/text maps to friends who they will be meeting (task-based)
    - 3 users wanted driving directions (task-based)
- TASK-BASED ORGANIZATION (B4) worked better, but still had some minor problems

# Design #2 – Revision 1

## Adding More Related Tasks





## Design #2 – Revision 2

# Adding HIERARCHICAL ORGANIZATION (B3) & LOCATION BREADCRUMBS (K6)



# Design #2 – Revision 3 Hi-Fi Prototype

## Adding SEARCH ACTION MODULE (J1)

**BOOR ! Business Maps** Welcome, **Guest User** [\[Sign In\]](#) [Help](#)

Your Search:


[Top](#) > [Food and Dining](#) > [Restaurants](#) > [All Restaurants](#)

**Sushi Sho**  
1645 Solano Ave, Berkeley, CA 94707  
Phone: (510) 525-4551

**Find Nearby**

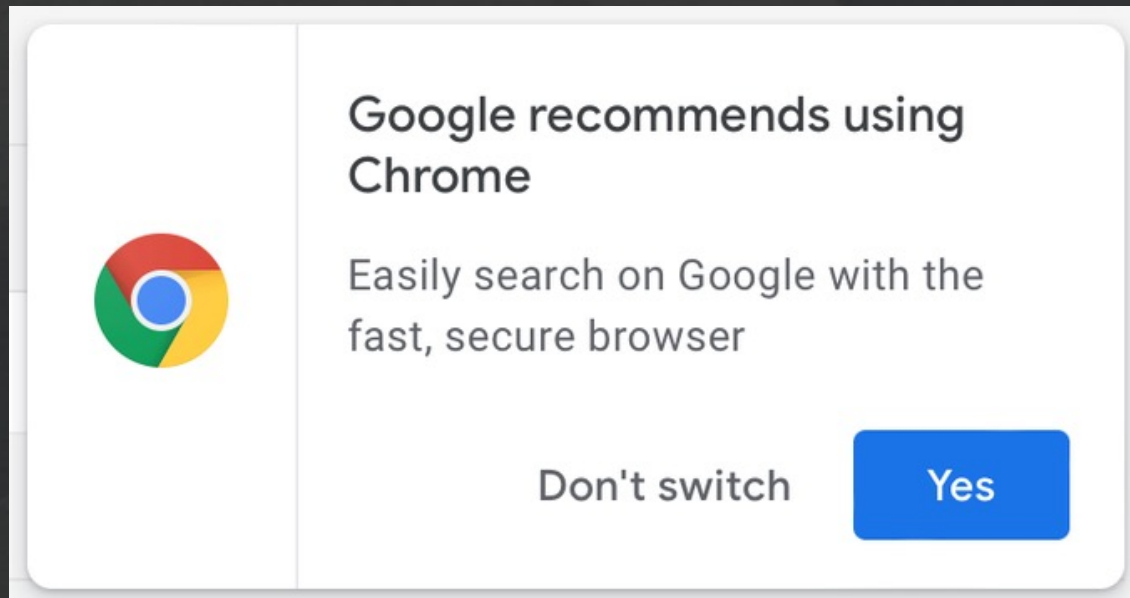
- [Restaurants](#)
- [Bars, Pubs, and Clubs](#)
- [Coffee Houses](#)
- [Theaters](#)
- [Bookstores](#)

**Map**

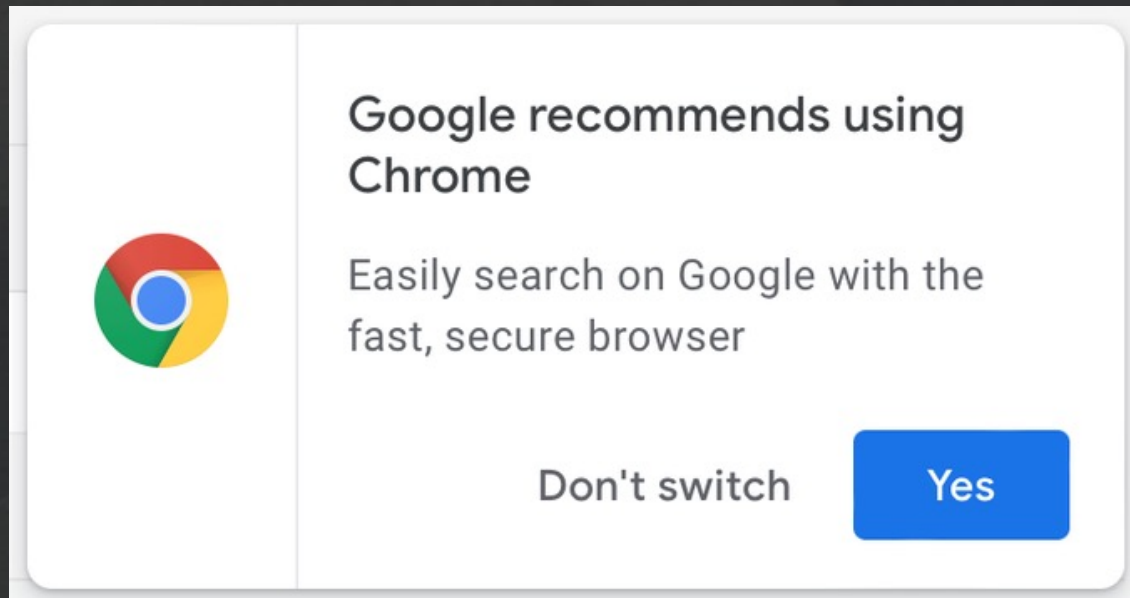


[Driving Directions](#) [Email this Business Listing](#)

# Anything wrong here?



# Anything wrong here?



- Makes the default to switch to their browser overly easy
- <https://twitter.com/mciarlo/status/1549367530032185345>

# Anything wrong here?

Please enter your details to reserve your item(s)

Title :

First name \* :

Last name \* :

Email \* :

Phone number \* :

- Please do not send me details of products and offers from Currys.co.uk
- Please send me details of products and offers from third party organisations recommended by Currys.co.uk

**Reserve items**

# Dark Patterns (AKA Deceptive Patterns)

Please enter your details to reserve your item(s)

Title :  ▾

First name \* :

Last name \* :

Email \* :

Phone number \* :

Please do not send me details of products and offers from Currys.co.uk

Please send me details of products and offers from third party organisations recommended by Currys.co.uk

**Reserve items**

- Trick questions
  - meaning of checkboxes alternates so 1<sup>st</sup> is “opt out” but 2<sup>nd</sup> is “opt in”
- Many other types of dark patterns
  - confirmshaming
  - bait & switch
  - hidden costs
  - friend spam...
- <https://www.darkpatterns.org/> or <https://deceptive.design>



# Exit Ticket

<https://bit.ly/CS147-2023au-exit-ticket-9-926>

# Summary

- Lots of issues involved in designing compelling, usable interfaces (web or mobile)
- Design patterns are one way of capturing good design knowledge
  - generative (help you create new designs)
  - consider trade-offs
  - concrete examples of successful uses
  - a networked language that works together

## Further Reading

### Books on Web Design

- *The Design of Sites*. Doug Van Duyne, James Landay, Jason Hong. Addison-Wesley. 2nd edition. 2007. [at this point out of date]
- *Information Architecture for the Web and Beyond*. Louis Rosenfeld, Peter Morville, Jorge Arango. O'Reilly. 4th edition. 2015
- *Don't Make Me Think!, Revisited*. Steven Krug. Que. 3rd edition. 2014.

## Further Reading

### Websites on Web Design

- digital.gov, for building accessible websites & more
- User Interface Engineering, at <http://www.uie.com>
- Mark Hurst's [creativegood.com](http://creativegood.com)
- Jakob Nielsen's [www.nngroup.com](http://www.nngroup.com)
  
- What are your favorite web design blogs?

# Next Time

- Lecture
  - Special career panel with 5 former CS147 CAs who are:
    - Product Designers, Product Managers, Software Engineers, & UX Researchers
  - lots of time for Team Work on Project
- Studio
  - A8 mid-way presentations & Team Work on Project
- Next week (required attendance – this is your final exam!)
  - Project Expo (70+ guests have RSVPd so far!)