

Design Patterns

刘哲明

Prof. James A. Landay
Computer Science Department
Stanford University

Autumn 2024

November 20, 2024

Hall of Fame or Shame?



Southwest.com

The screenshot displays the Southwest.com homepage. At the top, there's a search bar and navigation links for 'southwestgiftcard', 'Sign Up 'n Save', 'Help', 'Español', and 'Travel Tools'. Below this is a navigation bar with 'Special Offers' and 'INTERNATIONAL TRAVEL'. The main content area features a flight search form on the left with fields for 'Recent Searches', 'Round Trip' vs 'One-Way', 'Where We Fly' (Departure and Arrival City or Airport Code), 'Depart' and 'Return' dates, '1 Adult Age 2+' and '0 Senior Age 65+', and a 'Promo Code (optional)' field. A central promotional banner reads 'Hurry before they're going, going, gone.' with 'One-Way As Low As \$69' and a 'Book Now' button. To the right, there's a 'FINAL DAYS' badge and a list of account management links: 'Check In', 'Change Flight', 'Check Flight Status', 'Account Log In' (with 'Enroll' link), 'Manage Travel', and 'Rapid Rewards'. Below these links are 'Optional Travel Charges' and 'Get EarlyBird Check-In'.

Hall of Fame or Shame?



SOUTHWEST.COM

Search Southwest [GO](#)

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

Special Offers

Great Travel Deals

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[INTERNATIONAL TRAVEL](#)

Flying Southwest

What to Know Before You Go

Rapid Rewards®

Earn Rewards Flights Faster

- [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.



Get 2 Roundtrip Flights

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

[Learn More](#)

FINAL DAYS

- [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

Improved southwest.com

[Log in to view points balance](#) [Log in](#) [Create account](#) [Español](#)

Southwest 

[FLIGHT](#) | [HOTEL](#) | [CAR](#) | [VACATIONS](#) | [CRUISES](#) | [SPECIAL OFFERS](#) | [RAPID REWARDS®](#) 

 **LIMITED-TIME OFFER**
Earn a \$400 statement credit and 40,000 points. [Learn more](#)
Offer ends 12/16/24.

Sale fares for early and late flights.

Fly nonstop before 8 a.m. and after 7 p.m. and save big time!
Hurry, sale ends 11/21/24.

One-way as low as*


\$49




[Book now](#)

*Restrictions, exclusions, and blackout dates apply. 21-day advance purchase required. Seats and days limited. Select markets. Book 11/19-11/21.

TRAVEL ADVISORY: Liberia Runway Closure

[Flight](#) [Vacations](#) [Hotel](#) [Car](#) [Cruises](#) [CHECK IN](#) [FLIGHT STATUS](#) [CHANGE/CANCEL](#)

Recent searches  Round trip One-way [Baggage and optional fees](#) Dollars Points

DEPART	ARRIVE 	DEPART DATE	RETURN DATE	PASSENGERS
SJC <small>San Jose, CA - SJC</small>		11/20 <small>Wed, Nov 20, 2024</small>	11/23 <small>Sat, Nov 23, 2024</small>	1 

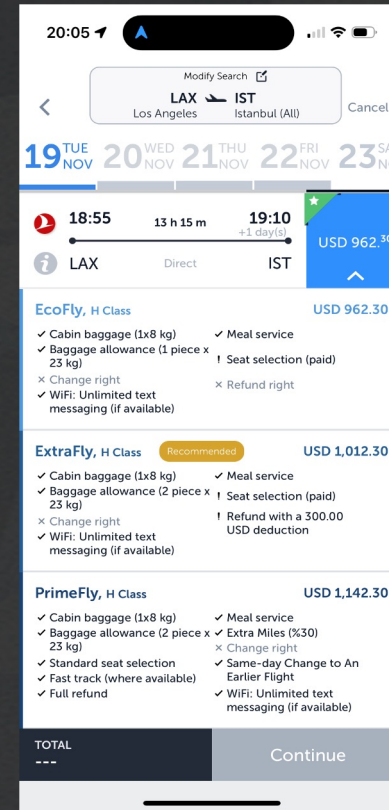
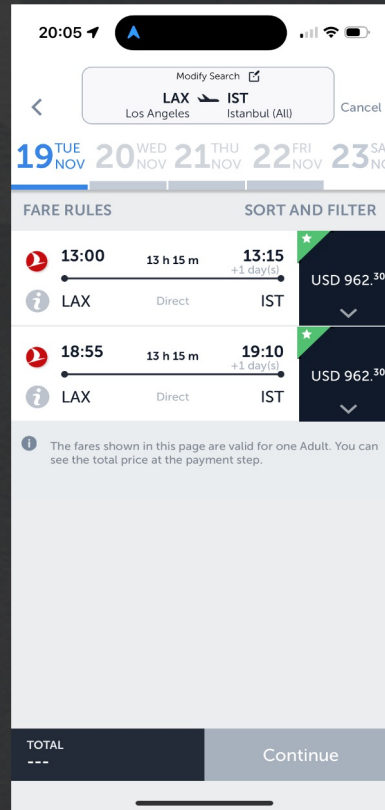
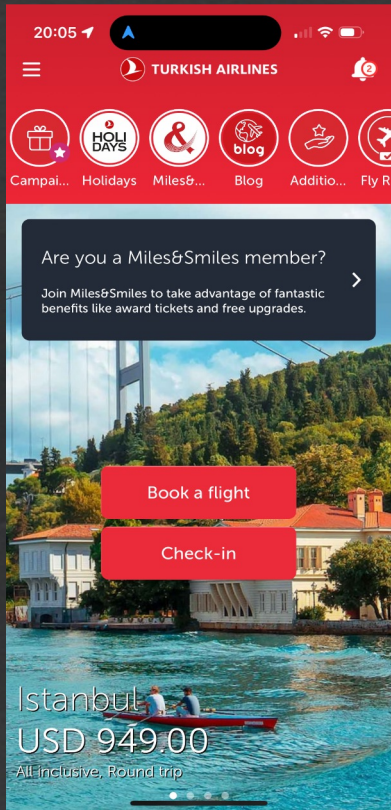
PROMO CODE (Optional) [Advanced search](#) [Search](#)

[Where we fly](#) [Low Fare Calendar](#) [Explore destinations](#)

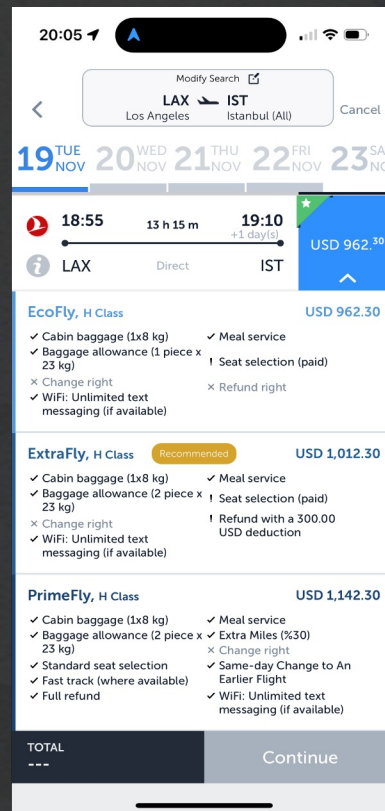
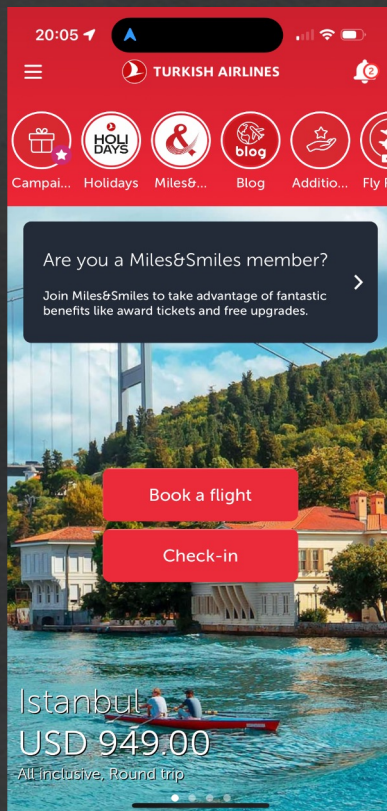
Hall of Fame or Hall of Shame?



Turkish Airlines App



Hall of Shame!



- Instagram story-like items at top irrelevant/annoying to the user
- Home page: thin text with drop shadow over a highly saturated image → eye nightmare
- “Recommended” lacks contrast
- No color harmony: blue + gold + green + existing red & grays
- Lots of small, low-contrast text (e.g., “Direct”)
- Unclear what “H Class” is and how it relates to “Ecofly” & “PrimeFly”
- “Modify Search” & “Cancel” at top tiny and hard to tap (small target size → Fitt’s)

Design Patterns

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Autumn 2024

November 20, 2024

Outline

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

1

Etsy

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Sign in



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Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards

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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)

2

Etsy

Search for anything



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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

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

Search for anything



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Home & Living

Wedding & Party

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Art & Collectibles

Craft Supplies

Gifts & Gift Cards



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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



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Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

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Etsy's Pick

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You save \$74.99 (60%)

✓ In stock

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3

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

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



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](#)



Etsy offsets carbon emissions from every delivery

4

Etsy

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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,Engraved Watch,Wooden Watch,Groomsmen Watch,Boyfriend Gift,Gift for Dad,Would you like to engrave?: No Thanks

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

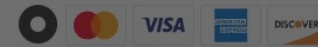
Continue with Google

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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- 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, Groovy Watch, Boyfriend Gift, Gift for Dad. Would you like to engrave?: No Thanks

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](#)

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4

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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,Grooms Watch,Boyfriend Gift,Gift for Da Would you like to engrave?: No Thank 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.

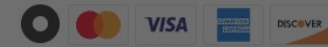
Password

Stay signed in

Sign in

Forgot your password?

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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5

Etsy

Secure checkout



Shipping



Payment



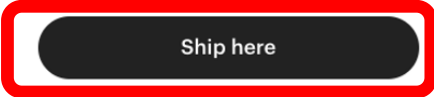
Review

Choose a shipping address



Default

James Landay
8400 Redwood Dr.
STANFORD, CA 94305
United States



Edit

Delete

+ Add a new address

Merchant is Etsy, Inc. (USA) or Etsy Ireland UC (Ireland), depending on the currency in which the Seller transacts. See [Etsy Payments Terms of Use](#).
If you donate to the Uplift Fund, your Merchant for the donation amount will be Brooklyn Community Fund. See [Round Up Feature Terms and Conditions](#).

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 Truman 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
Subtotal	\$49.99
Shipping	\$4.52
Sales tax	\$4.56
Order total (1 item)	\$59.07

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



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Home & Living

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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



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



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Wedding & Party

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Face masks



Wall art

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



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Wedding & Party

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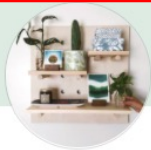
Craft Supplies

Gifts & Gift Cards

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Face masks



Wall decor



Gift Ideas



Outdoor & garden



Self-care



Craft kits

Popular gifts right now



Valentines Day Gift for Him, Personalized Wallet, M
★★★★★ (20,991)
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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

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Face masks



Wall decor



Gift Ideas



Outdoor & garden

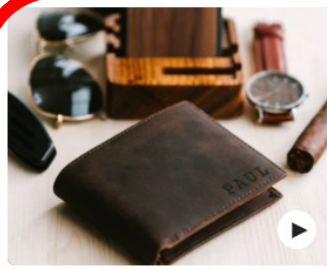


Self-care



Craft kits

Popular gifts right now



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★★★★★ (3,893)
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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

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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



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Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



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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 ★★★★★

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

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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

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Clothing & Shoes

Home & Living

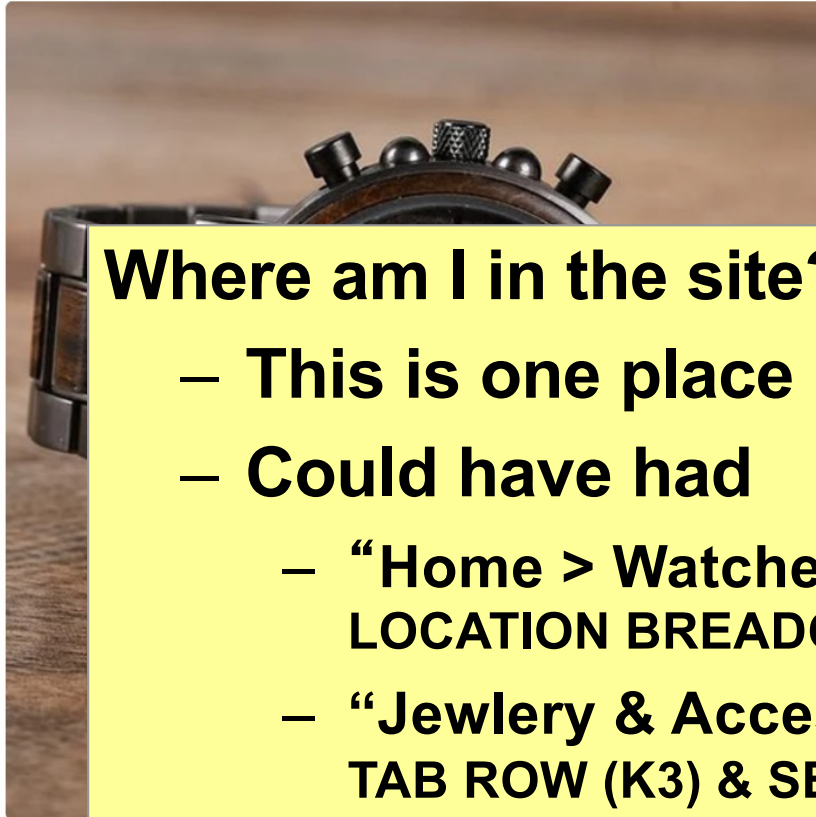
Wedding & Party

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,Groomsman

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

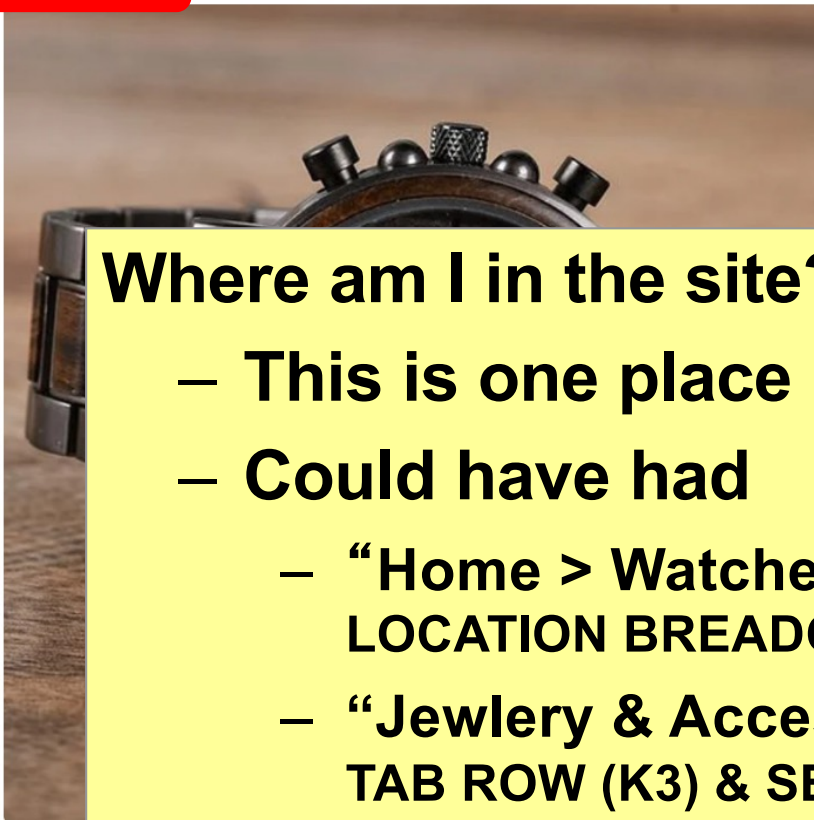
Toys & Entertainment

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)
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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 [redacted] saving! [redacted] people [redacted] star re [redacted] this sh [redacted] a past [redacted]

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

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

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?

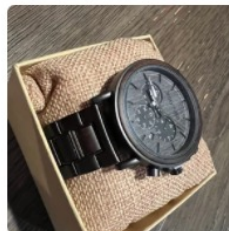


[Emily Cromer](#) Feb 22, 2022



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

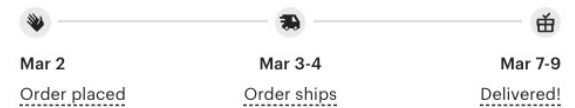
[To see how to use the engraver & how to use the Engrave tool](#)

[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



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](#)



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,Groomsman 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 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

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](#)



• 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 200 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

1

Contact shop

\$49.99
~~\$124.98~~

Over 20 people have this in their cart

Sale: 60% off

Personalization: You are my Analog!

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](#).

- What if I don't have a User ID?
- 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

Keep shopping

stayfineofficial



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

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
8481 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
8487 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
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 (Ireland), dep
If you donate to the Uplift Fund, your Merchant for the donation

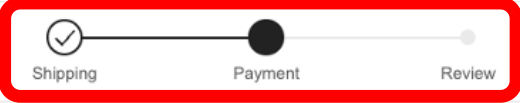
Etsy, Inc., USA 117 Adams Street Brooklyn

- **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

Etsy


Secure checkout



Choose a payment method

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

Default

 Visa ...
Exp: 10 / 2018
James Landay

Use this card


Edit Delete

+ Add a new card

Pay with PayPal 

\$50.00 product minimum applies 

Gift cards & Etsy Credit

 Redeem a gift card or Etsy Credit

7


Double check your order details

Shipping address

James Landay
848 Truman 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
Subtotal	\$49.99
Shipping	\$4.52
Sales tax	\$4.56
Order total (1 item)	\$59.07

[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

~~\$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 Truman Dr.
STANFORD, CA 94305
United States

Payment method

Visa ~~1234~~
Exp: 10 / 2024
[Change](#)

Order summary

Item(s) total	\$124.98
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Sales tax	\$4.56
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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)**

STAY FINE 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 Truman Dr.
STANFORD, CA 94305
United States

[Change](#)

Payment method

 Visa ~~1234~~
Exp: 10 / 2024

[Change](#)

Billing address

Same as shipping address

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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

Shipping address
 James Landay
 848 Truman Dr.
 STANFORD, CA 94305
 United States
 Change

Payment method
 Visa ~~1234~~
 Exp: 10 / 2024
 Change

Billing address
 Same as shipping address


Order summary

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Shop discount	-\$74.99
Subtotal	\$49.99
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Order total (1 item)	\$59.07

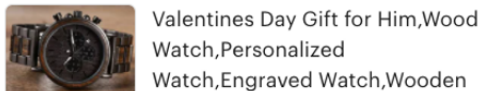
Place your order to Stanford

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

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

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

STAY FINE Stay in comfort 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

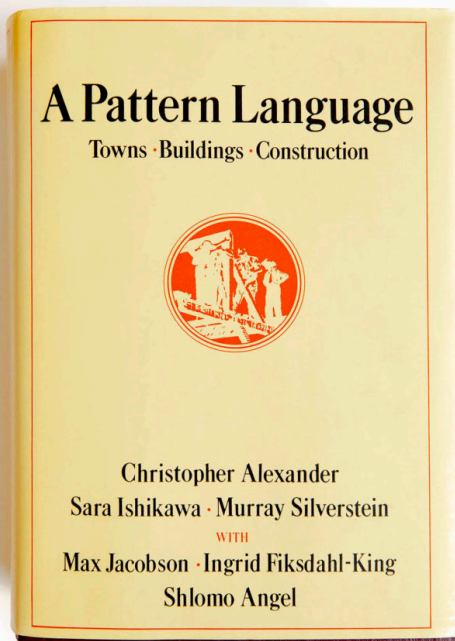
Design = Solutions

- 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 et al.]
 - 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



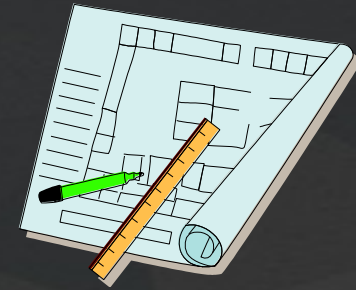
activities

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's navigation bar and sidebar. The navigation bar is dark brown with the text "Group for User Interface Research" on the left and "Home Projects People Publications Links" on the right. The "Projects" link is highlighted in a lighter brown. Below the navigation bar is a sidebar with a light beige background. It contains the text "DENIM and SILK" and a list of links: "Download", "Documentation", "Support", "Research", and "Publications". There is also a "More Projects" link at the bottom of the sidebar. The main content area of the website is visible, showing the "DENIM and SILK" title and a search bar. The search bar is blue with a white input field and a "Search" button. Below the search bar is a navigation bar with the text "Home Products & services Support & downloads My account". The "Home" link is highlighted in yellow. Below the navigation bar is a "Select a country" section with a dropdown menu for "Industries" and a "Go" button. The "Industries" dropdown menu is open, showing a list of options: "Home / home office", "Small business", "Medium business", "Government", and "Education". Below the "Industries" section is a promotional banner for "Buy today, ship today" with a laptop image and text: "If you need it fast, IBM can ship select PC models to you today when you buy by 3p.m. Eastern, Monday-Friday. (U.S. only)". To the right of the banner are three promotional cards: "Tune-up your bottom line", "e-business on demand", and "IBM Global Financing".

Group for User Interface Research

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NAVIGATION BAR (K2)

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

STANFORD HCI GROUP

COURSES PEOPLE RESEARCH CONNECT DIRECTIONS Search Go

NEWS

- Mitchell Gordon joins the faculty at MIT, Jingyi Li joins the faculty at Pomona College, Joseph Seering joins the faculty at KAIST, Andrea Cuadra joins the faculty at Olin College, and Chenyan Jia joins the faculty at Northeastern—congratulations to our graduates!
- The generative agents paper goes...a little bit viral? And wins Best Paper at UIST 2023!
- "Sensorimotor Simulation of Redirected Reaching using Stochastic Optimal Feedback Control" and "[Breaking Out of the Ivory Tower: A Large-scale Analysis of Patent Citations to HCI Research](#)" both win Best Paper Awards at CHI 2023
- Professor Agrawala named an ACM Fellow
- Jury Learning: Integrating Dissenting Voices into Machine Learning Models wins Best Paper at CHI 2022
- Professor Bernstein and collaborators win the Patrick J. McGovern Tech for Humanity Prize

PAPERS

PEOPLE
Christina Wodtke · Diyi Yang · James Landay · Julie Stanford · Maneesh Agrawala · Michael Bernstein · Sean Follmer · Hari Subramonyam · Stu Card · Terry Winograd · Affiliated Faculty · Students · Visitors · Alumni

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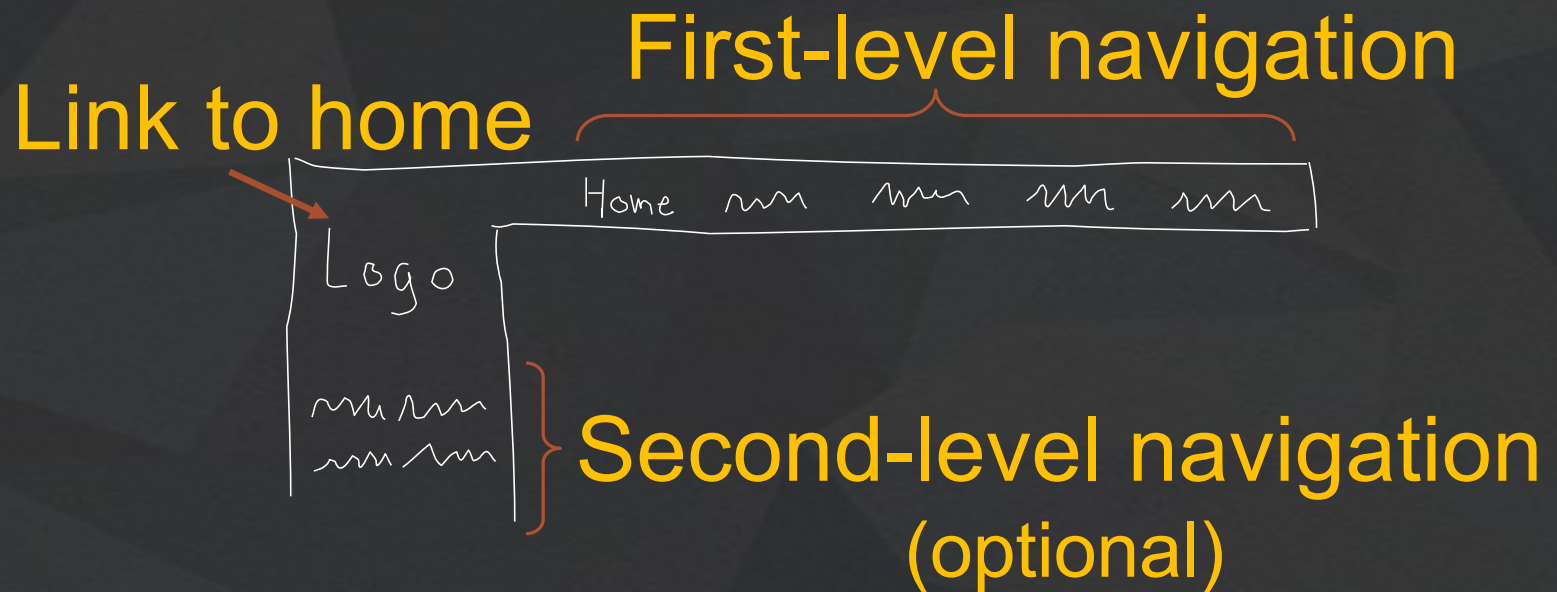
Autumn 2024

61

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)

The screenshot displays the Etsy shopping cart interface. At the top, the Etsy logo is on the left, and a search bar with the placeholder text "Search for anything" is in the center. To the right of the search bar are links for "Sign in" and a shopping cart icon with a "1" notification. Below the search bar is a horizontal navigation menu with categories: Home Favorites, Jewelry & Accessories, Clothing & Shoes, Home & Living, Wedding & Party, Toys & Entertainment, Art & Collectibles, Craft Supplies, and Gifts & Gift Cards.

The main content area is titled "1 item in your cart" on the left and "Keep shopping" on the right. The item is from the shop "stayfineofficial" and is a "Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden Watch, Groomsmen Watch, Mens Watch, Boyfriend Gift, Gift for Dad". The price is \$49.99, marked down from \$124.98. A quantity selector shows "1". Below the item name is a note: "Would you like to engrave?: No Thanks! [\$49.99]". There are "Edit" and "Personalization: You are my Analog!" options. At the bottom of the item card are "Save for later" and "Remove" buttons.

To the right of the item card is a "Contact shop" link. Below it, a note says "Over 20 people have this in their cart" and "Sale: 60% off". There is also a link to "Apply shop coupon codes" and an "Estimated delivery: Mar. 7-9 from United States" notice.

At the bottom left of the item card is a checkbox for "This order is a gift" with the subtext "Prices will not be shown on packing slip". Below this is a text input field for "Add a note to stayfineofficial (optional)".

On the right side of the cart, there is a "How you'll pay" section with logos for American Express, Mastercard, VISA, Discover, PayPal, and Klarna. Below this is a summary table:

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

Below the table are links for "Get shipping cost" and a large black "Proceed to checkout" button. At the bottom of the cart area is a link to "Apply Etsy coupon code".

At the very bottom of the page, there is a small text block: "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](#)". To the right of this text is the Uplift Fund logo.

At the bottom center of the page, there is a small leaf icon and the text "Etsy offsets carbon emissions from every delivery".

Choose a shipping address

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

+ Add a new address

Ship here

Edit

Delete

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 is 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 the brand name 'URBAN OUTFITTERS', category links for 'Women's', 'Men's', 'Home', 'Lifestyle', 'Beauty', and 'Sale', a search bar, and a shopping bag icon. Below the navigation, there are promotional banners and a 'Community' section featuring user-generated content. A large, semi-transparent product detail window is centered on the screen, showcasing the 'KOTO 01.002 Core Boxy Tee'. This window includes a main product image of a man wearing the tee, a secondary image of a woman wearing it, and a detailed list of options: 'Color: Dark Green' with a color palette, 'Size*' with buttons for XXS, XS, S, M, L, XL, and XXL, and 'Qty*' with a dropdown menu set to '1'. Action buttons for 'Add to Bag' and 'View Full Details' are prominently displayed. Below the main window, a horizontal row of four product thumbnails is visible, each with its name, price, and a small color selection indicator. The bottom left corner of the page features the text 'Autumn 2024', and the bottom right corner shows the page number '71'.

FLOATING WINDOWS (H6)

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

Search Kids 15 Profile

N SERIES First Love

Play More Info

TV-MA

Watch In One Week

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

Continue Watching Swoonworthy · Heartfelt · Drama

FLOATING WINDOWS (H6)

The image shows a screenshot of the Netflix website interface for the TV series 'First Love'. The main visual is a large blue-tinted image of a person's face underwater, with the title 'First Love' and the tagline 'Was the flavor of cigarettes' overlaid. The interface includes a 'Play' button, a 'TV-MA' rating, and a list of episodes. The first episode, 'When the Lilacs Bloom', is highlighted with a play button icon and a 52m duration. The background of the interface is dark, with various navigation and search elements visible.

NETFLIX Home TV

N SERIES
First Love
Was the flavor of cigarettes

Play **+** **🔄**

2022 **TV-MA** 9 Episodes **HD** **🗨**

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

Genres: Japanese, Romantic TV Dramas, TV Dramas

This show is: Swoonworthy, Heartfelt, Feel-Good

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.

WEDNESDAY

Continue Watching

N **GHISLAINE**

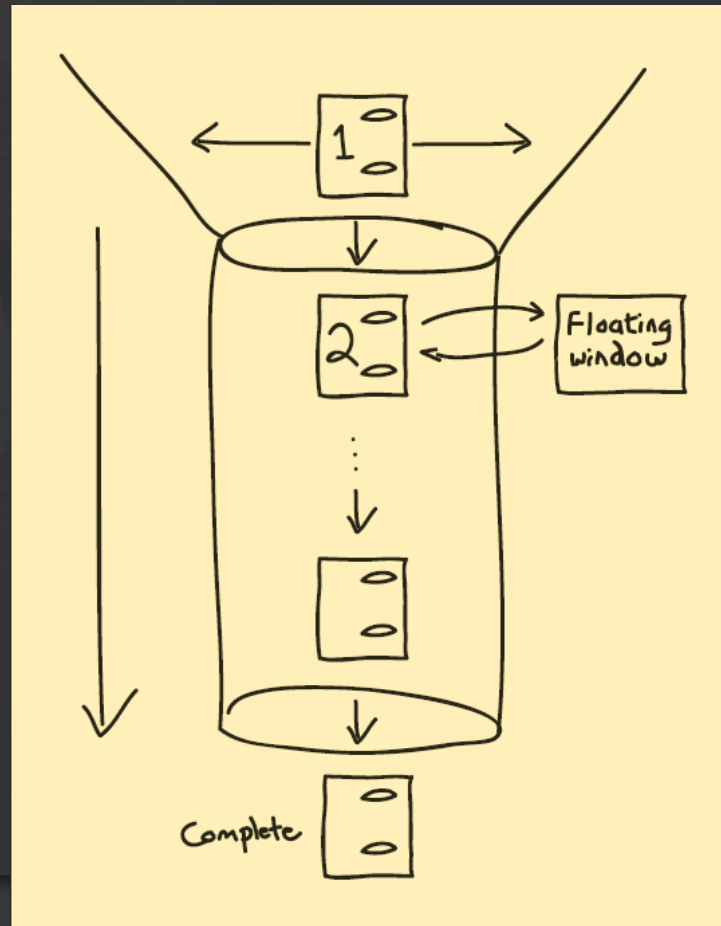
UNSOLVED
mysteries

Autumn 2022

73

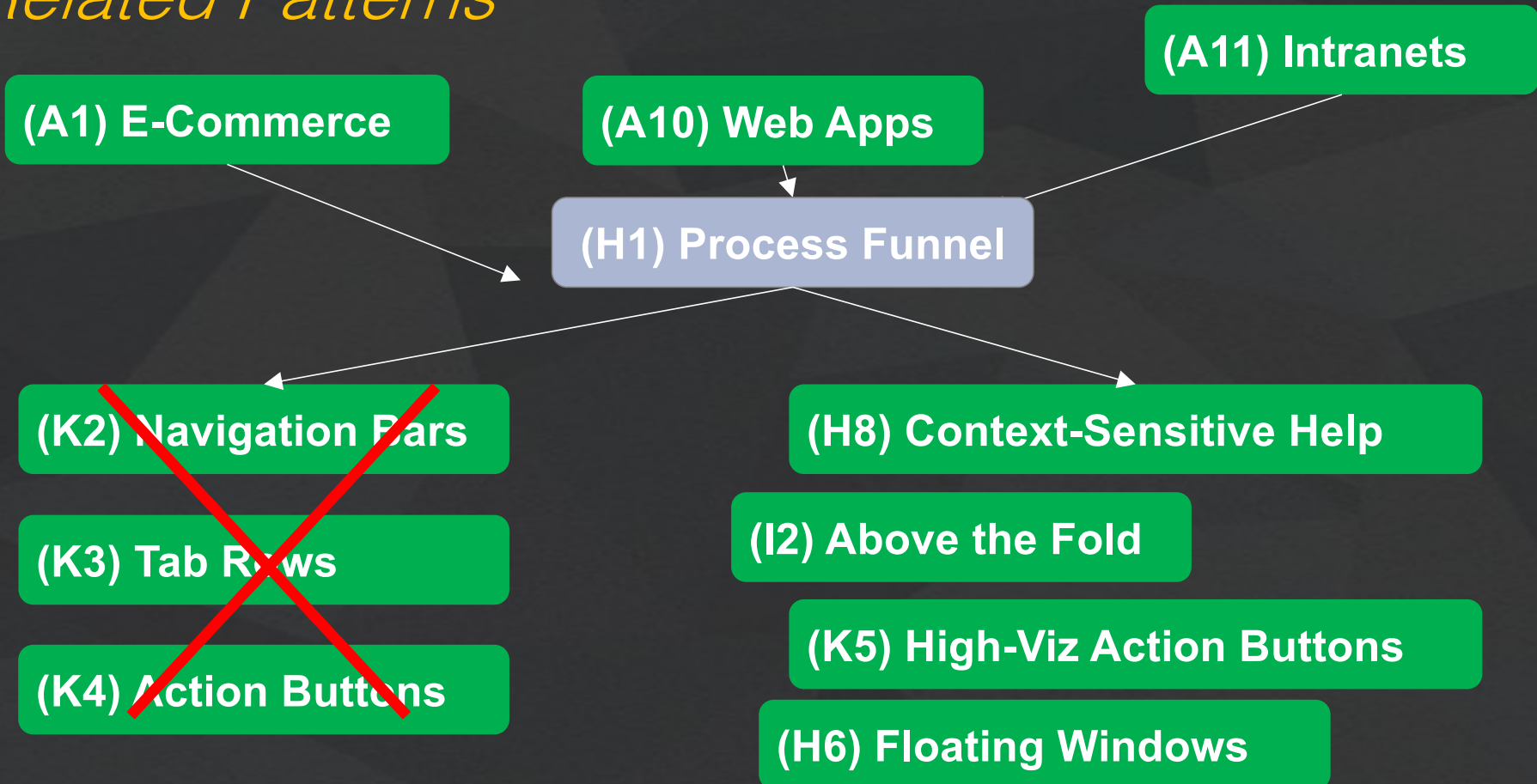
PROCESS FUNNEL (H1)

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 them (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?

TEAM BREAK

WORK ON PROJECT

1. PROTOTYPE (1 TASK)
2. REPORT

Grading on the Heuristic Eval Assignments

Assignment #7 Heuristic Evaluation (individual)

A7 HE (individual): -: 7% ✓ --: 1% ✓ -: 22% ✓ : 40% ✓ +: 30% ✓ ++: 1%

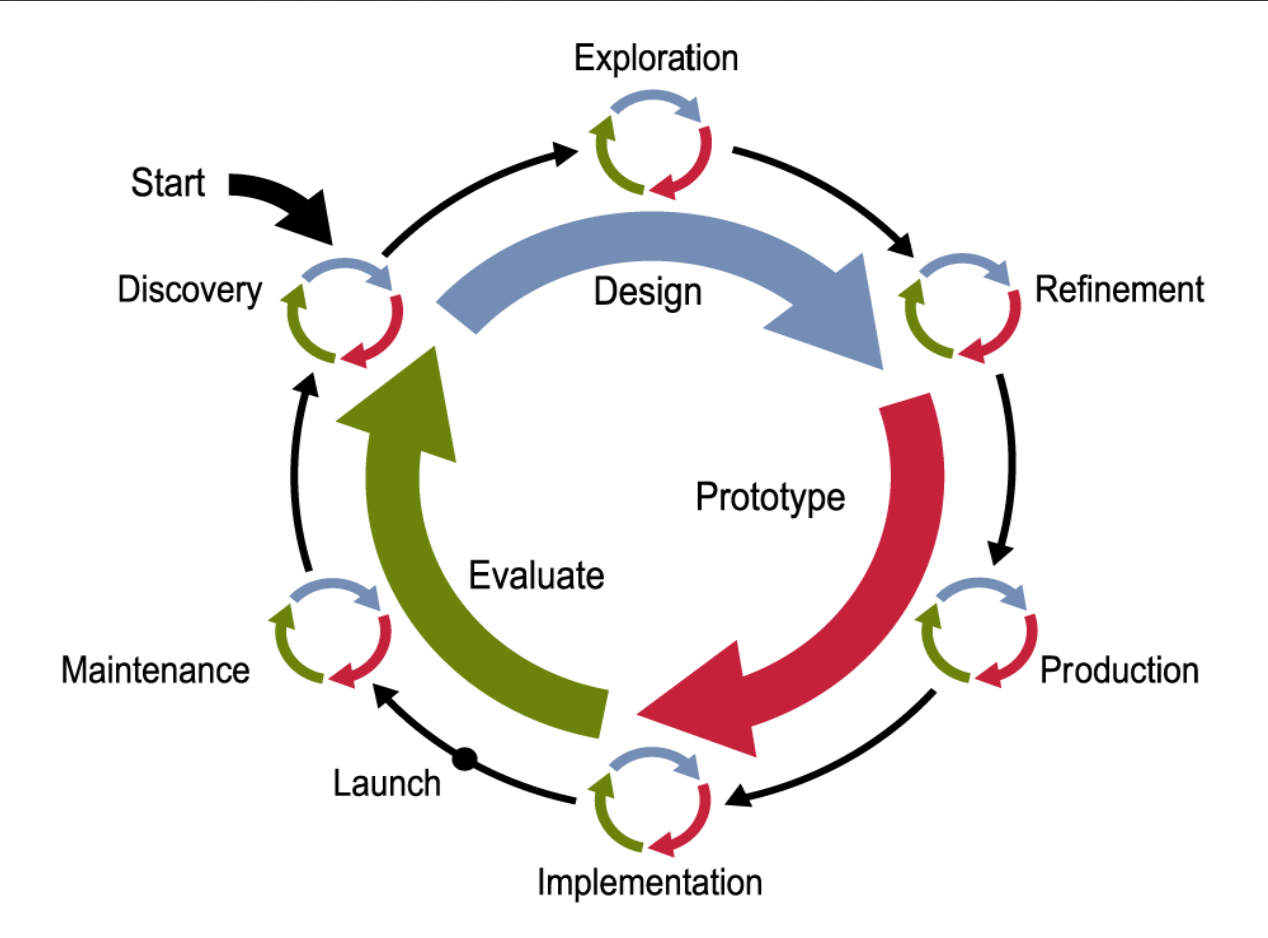
A7 HE (individual) Avg: 89% (down 2% from 2023 but see “-”)

Assignment #9 Heuristic Evaluation (group)

A9 HE (group): -: 0% ✓ --: 0% ✓ -0% ✓ : 72% ✓ +: 28% ✓ ++: 0%

A9 HE (group) Avg: 92% (down 1% from 2023)

Design Process

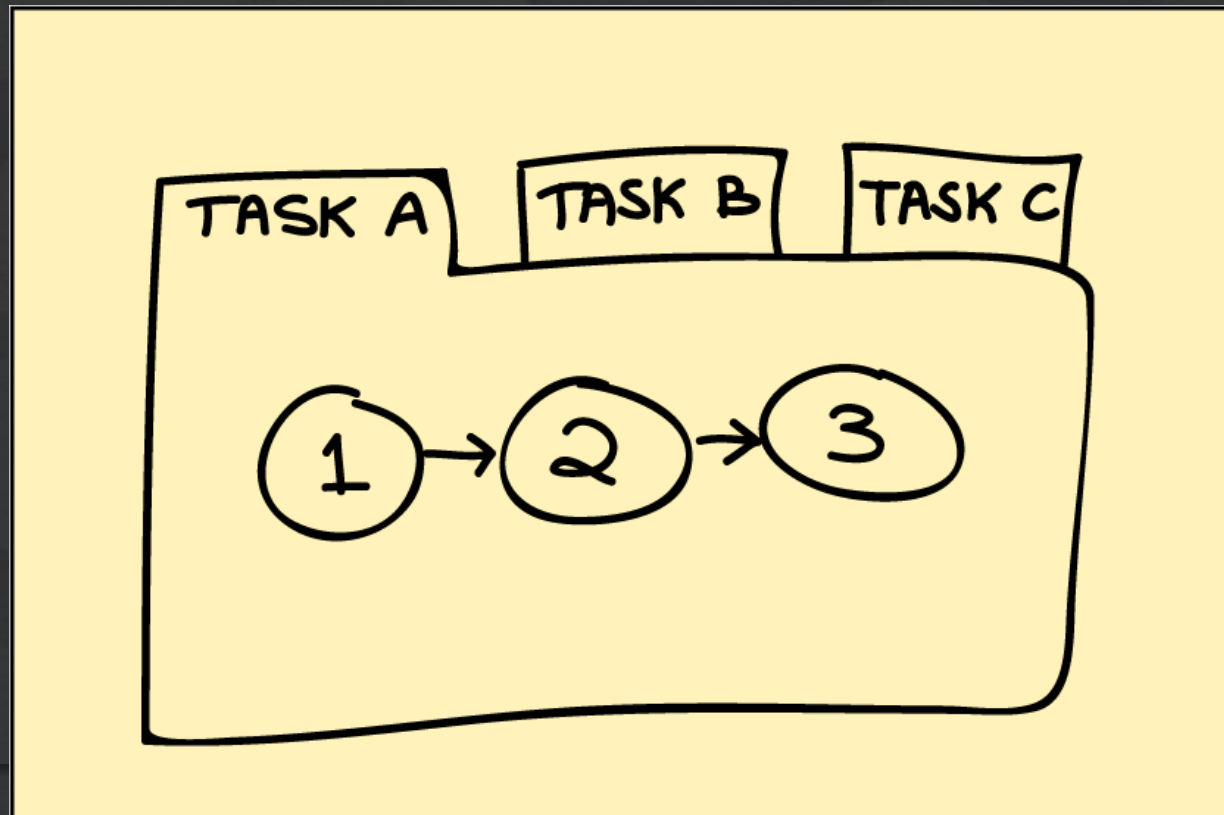


Patterns in Exploration Phase

- 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

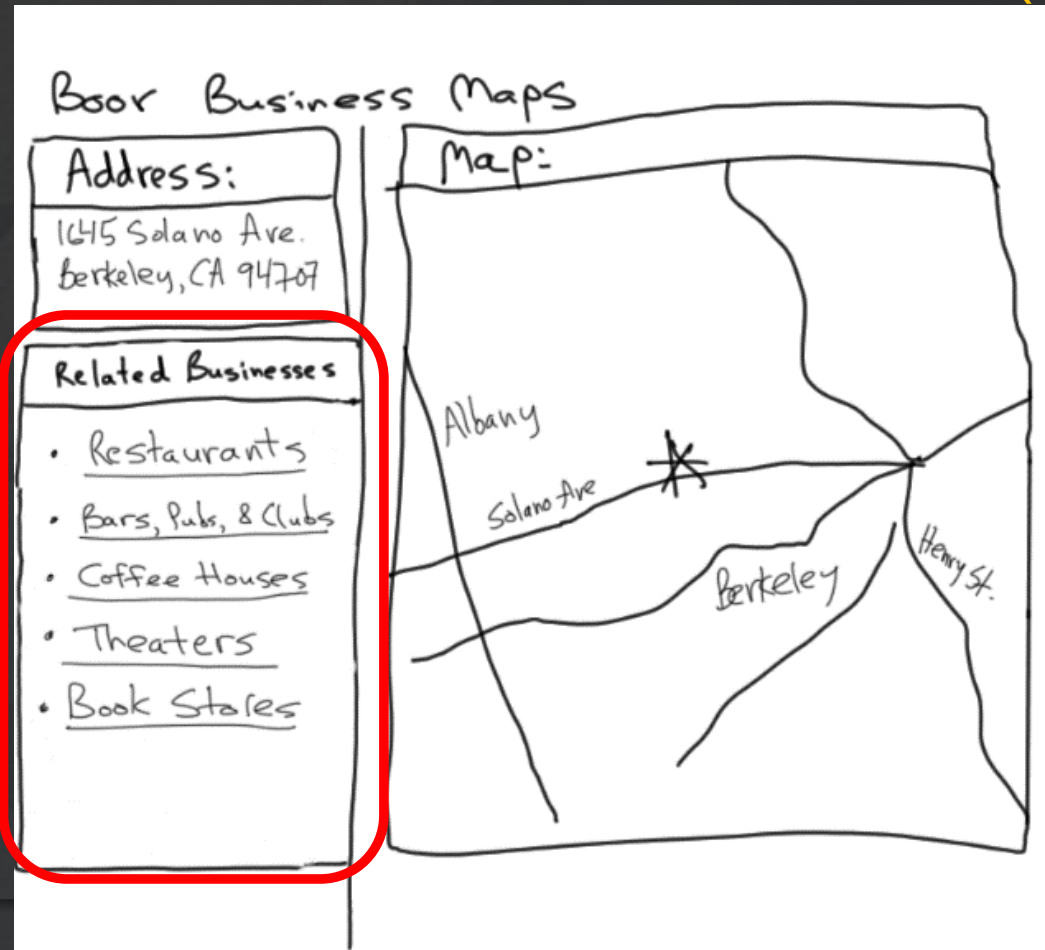
ALPHABETICAL ORGANIZATION (B5)

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

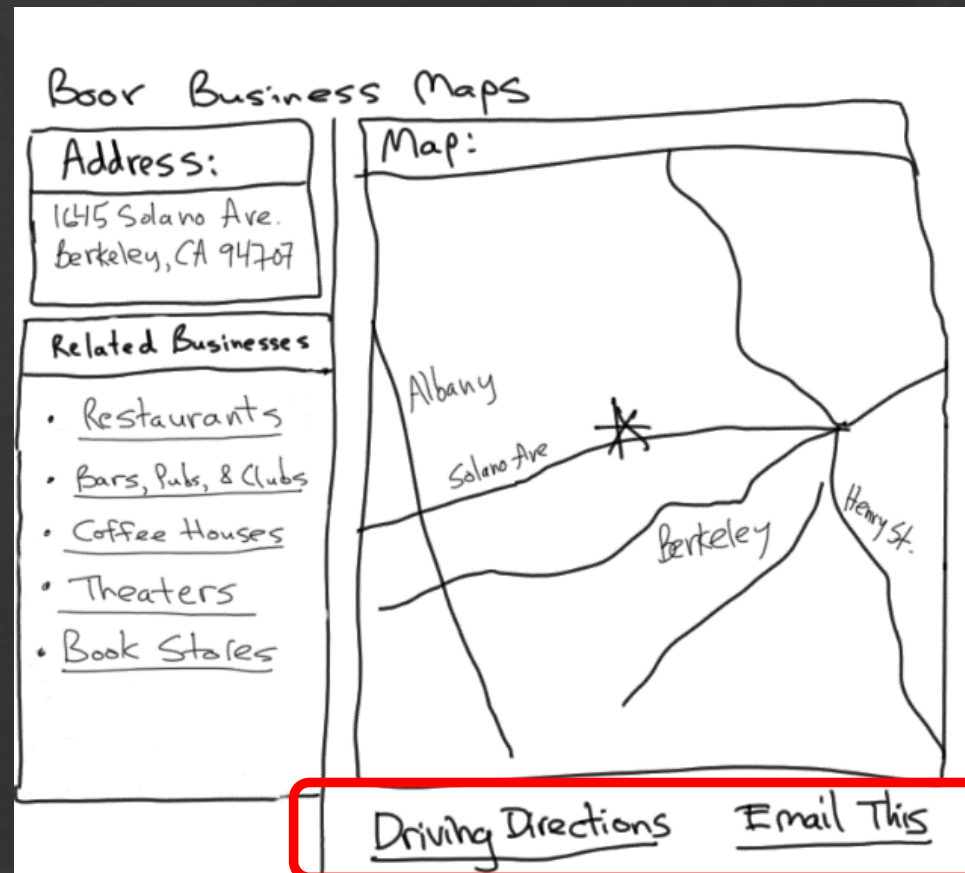
- Results with Design #2 (Task-based)
 - Task 1: look up 1645 Solano Ave
 - no difficulties encountered – warm-up task!
 - Task 2: look up 1700 California & find Tadich Grill
 - 1 user took awhile to figure out that Tadich Grill was a restaurant & to click on the “Restaurants” link
 - all others found 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)

HCI Business Maps

Welcome, Guest user

[Sign in](#)



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

Sushi Sho

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

[Driving Directions](#)

[Email this Business Listing](#)

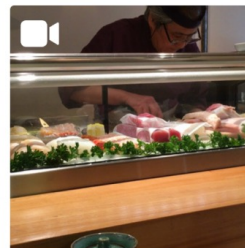
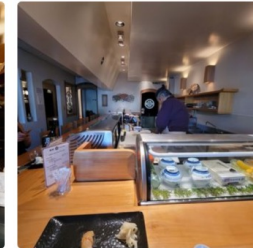
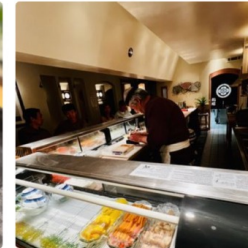
Find nearby

[Restaurants](#) [Bookstores](#)

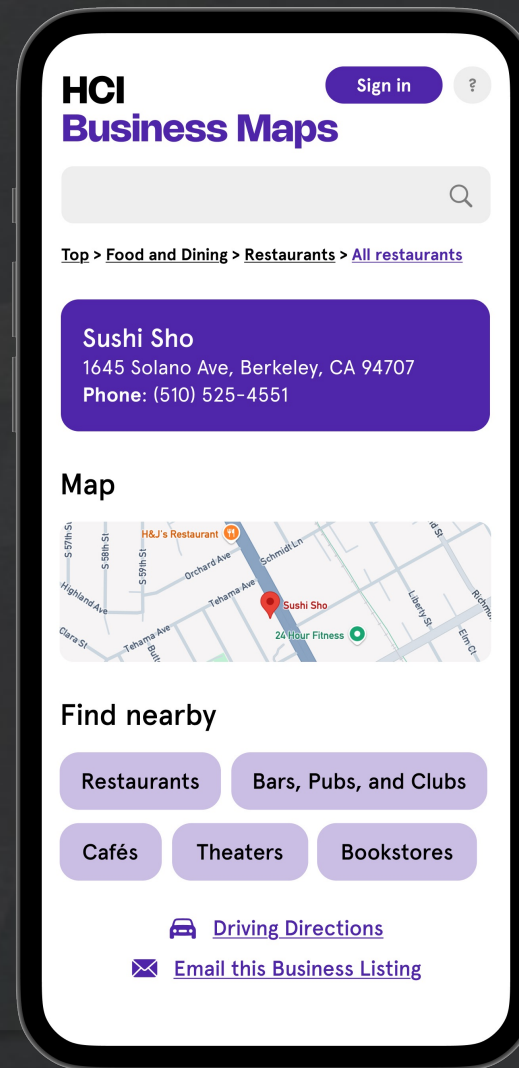
[Cafés](#) [Theaters](#)

[Bars, Pubs, and Clubs](#)

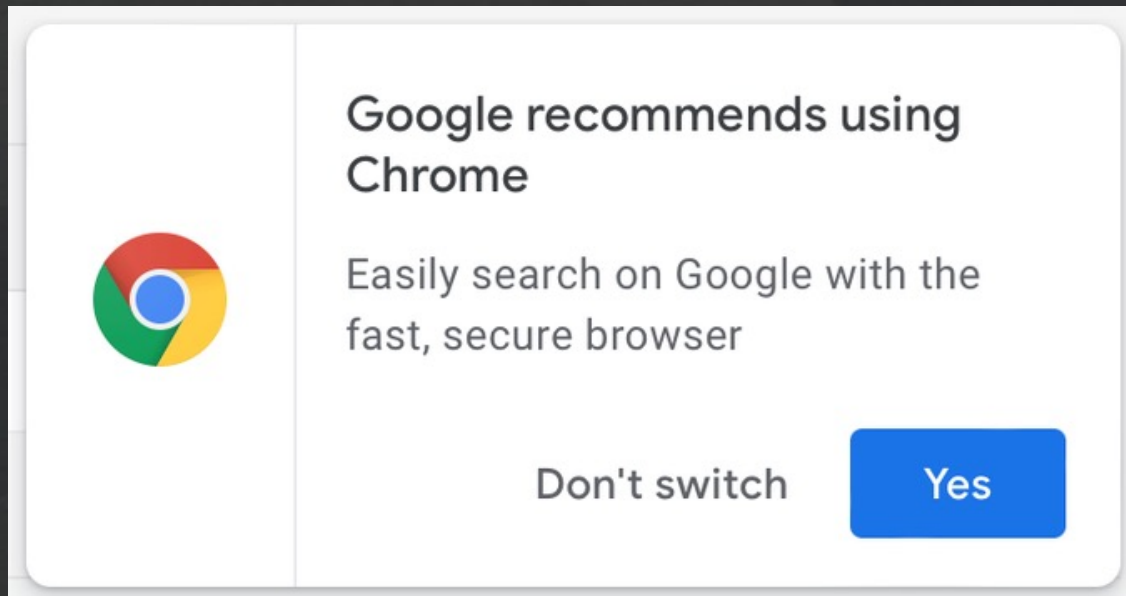
Map



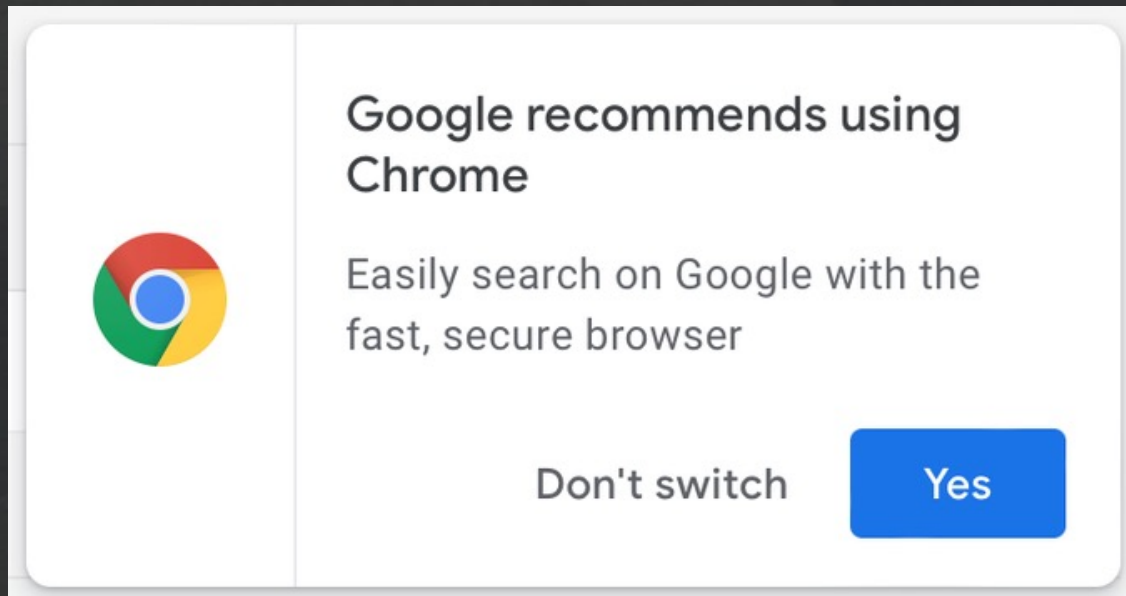
Design #2 – Revision 3 Hi-Fi Prototype Adding SEARCH ACTION MODULE (J1)



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

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
- Jakob Nielsen's www.nngroup.com

- What are your favorite web design blogs?

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 - A8 mid-way presentations & Team Work on Project
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 - 100+ guests have RSVPd so far!