

Design Patterns

刘哲明

Prof. James A. Landay
Computer Science Department
Stanford University

Autumn 2025

November 17, 2025

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', 'Flying Southwest', and 'Rapid Rewards'. The main content area features a flight search form on the left with fields for 'Recent Searches', 'Round Trip/One-Way', 'Departure/Arrival City', 'Depart/Return dates', and 'Adult/Senior counts'. A large promotional banner in the center reads 'Hurry before they're going, going, gone.' with a price of '\$69 One-Way As Low As' and a 'Book Now' button. To the right of the banner is a 'FINAL DAYS' badge and a list of account management options: 'Check In', 'Change Flight', 'Check Flight Status', 'Account Log In', 'Manage Travel', and 'Rapid Rewards'. At the bottom, there's a 'Get 2 Roundtrip Flights' offer with details about anniversary points and foreign transaction fees.

Hall of Fame or Shame?



SOUTHWEST.COM

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

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](#)

Improved southwest.com

The screenshot displays the Southwest Airlines website's flight search interface. At the top, there are navigation links for 'Log in to view points balance', 'Log in', 'Create account', and 'Español'. Below this is the Southwest logo and a navigation bar with links for 'FLIGHT | HOTEL | CAR | VACATIONS | CRUISES', 'SPECIAL OFFERS', and 'RAPID REWARDS'. A notification banner states: 'Good news, the US government shutdown has ended. Our full schedule resumes on Nov 17. Book your next trip with confidence today. Learn more'. The main search area is a white form on a yellow background. It includes tabs for 'Flights', 'Vacations', 'Hotels', 'Cars', and 'Cruises'. The 'Flights' tab is active. The form contains fields for 'Trip type' (set to 'Round-trip'), 'Recent searches' (set to 'Select search'), 'Depart*' (set to 'SJC'), 'Arrive*', 'Depart date*' (set to '11/18'), 'Return date*' (set to '11/21'), and 'Passengers*' (set to '1'). There are also fields for 'Promo code' and 'Show fares in' (with radio buttons for '\$', 'Points', and '\$ + Points'). A 'Search flights' button is at the bottom of the form. To the right of the form is a promotional offer: 'Earn 50K 85,000 points. Plus, first checked bag free. Offer ends 12/15/25. Terms apply. Learn more'. Below the offer is an image of a Southwest Rapid Rewards Visa card with a 'LIMITED-TIME OFFER' banner. At the bottom of the page, there are links for 'Check in', 'Flight status', and 'Manage trip'.

Log in to view points balance | Log in | Create account | Español

FLIGHT | HOTEL | CAR | VACATIONS | CRUISES | SPECIAL OFFERS | RAPID REWARDS

Good news, the US government shutdown has ended. Our full schedule resumes on Nov 17. Book your next trip with confidence today. [Learn more](#)

NEW!

Flights | Vacations | Hotels | Cars | Cruises

*Required fields | Now accepting reservations through August 03, 2026.

Trip type: Round-trip | Recent searches: Select search

Depart*: SJC | Arrive*: [Empty]

San Jose, CA - SJC

Depart date*: 11/18 | Return date*: 11/21 | Passengers*: 1

Tue, Nov 18, 2025 | Fri, Nov 21, 2025

Promo code: [Empty] | Show fares in: \$ | Points | \$ + Points

Search with low fare calendar

Search flights

Updated checked baggage policies | Baggage and optional fees

Earn 50K 85,000 points.

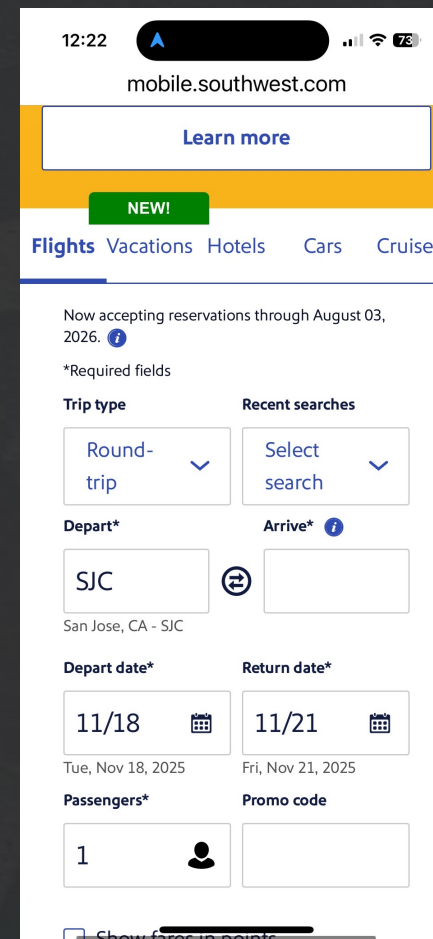
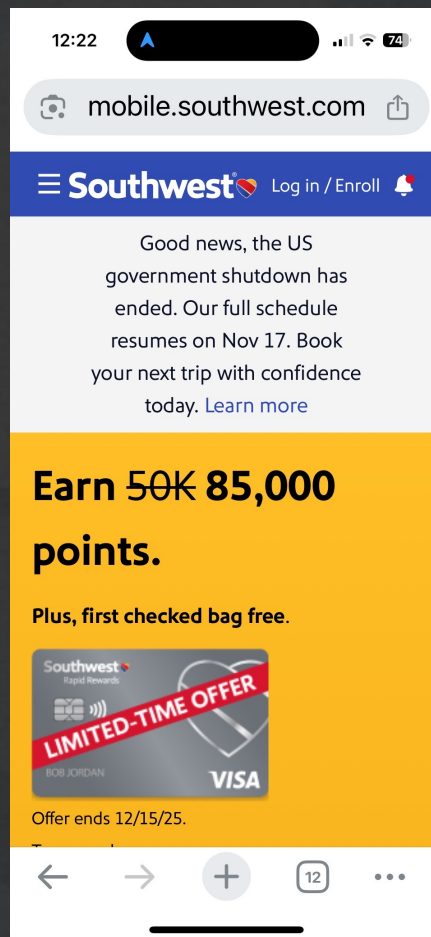
Plus, first checked bag free.

Offer ends 12/15/25. Terms apply. [Learn more](#)

Southwest Rapid Rewards | LIMITED-TIME OFFER | BOB JORDAN | VISA

Check in | Flight status | Manage trip

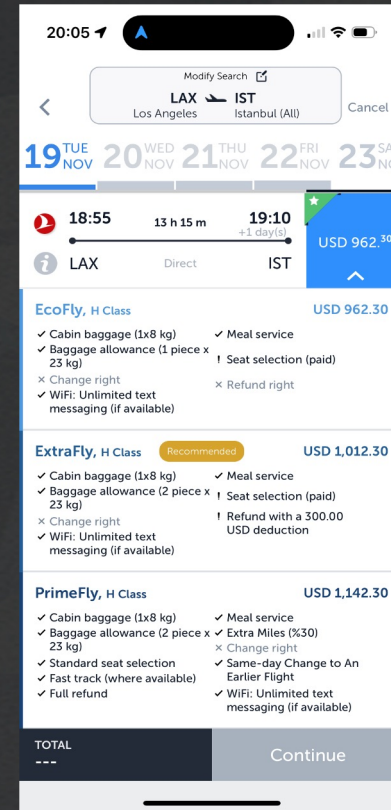
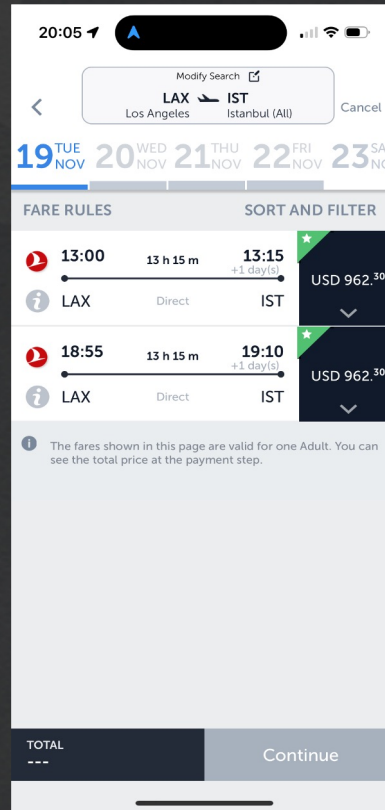
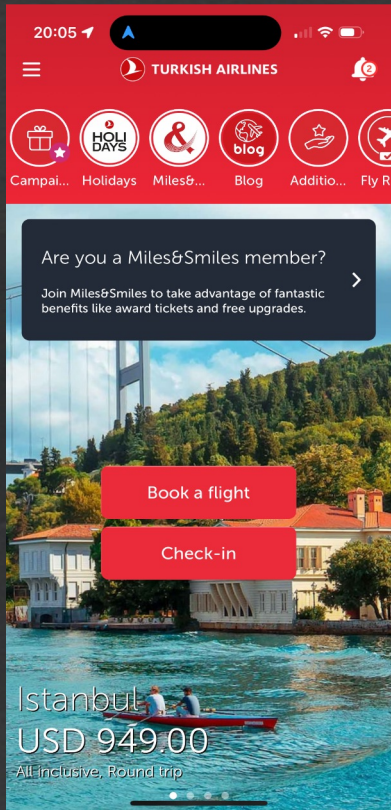
Hall of Shame - mobile web southwest.com



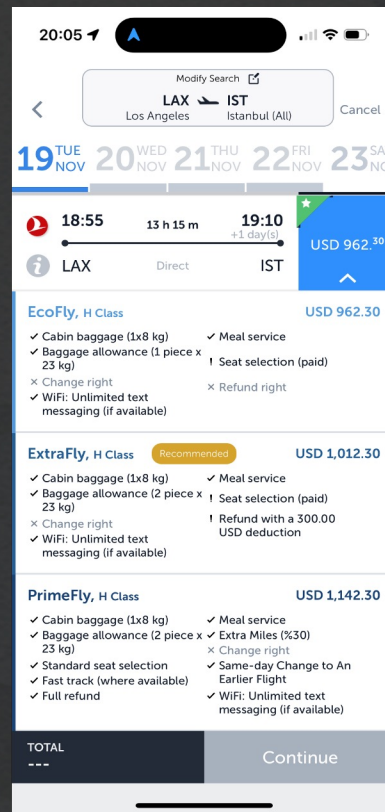
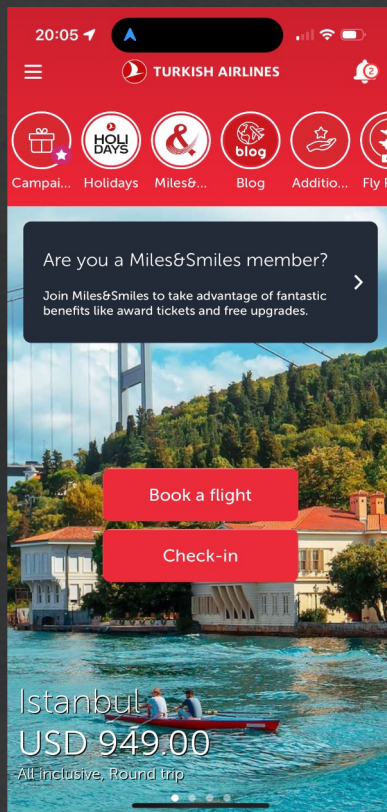
Hall of Fame or Hall of Shame?



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

刘哲明

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Autumn 2025

November 17, 2025

Outline

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

1

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)

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

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



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 ★★★★★

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



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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

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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



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

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,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

VISA DISCOVER

PayPal

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,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



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.

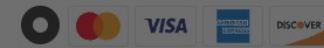
Security Code

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

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



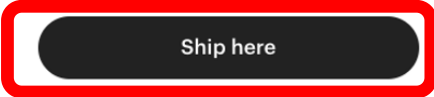
Review

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

Etsy

Secure checkout



Shipping



Payment



Review

Choose a payment method

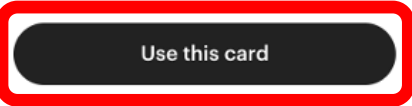
You will not be charged until you review this order on the next page.



Default



Visa ...
Exp: 10 / 2024
James Landay



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 / 2020

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



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)



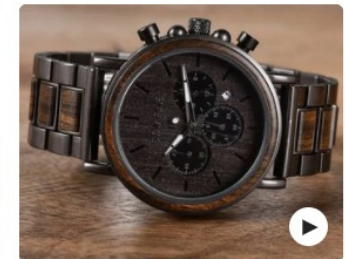
Vitamin Me Daily Dose of Love: Cute Gift for Him, Anniversary...
★★★★★ (3,893)
\$22.49 ~~\$24.99~~ (10% off)
FREE shipping



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 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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1

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

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Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

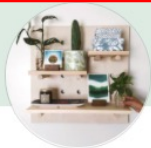
Craft Supplies

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, M
★★★★★ (20,991)
\$19.99 ~~\$49.98~~ (60% off)

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

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★★★★★ (3,893)

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



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

★★★★★ (1,234)
\$8.38 ~~\$16.76~~
FREE shipping



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

★★★★★ (567)
\$12.99 ~~\$19.99~~ (35% off)
FREE shipping



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

★★★★★ (890)
\$24.99 ~~\$34.99~~ (29% off)
FREE shipping

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

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

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%)

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2

Etsy

Search for anything



Sign in



Home Favorites

Jewelry & Accessories

Clothing & Shoes

Home & Living

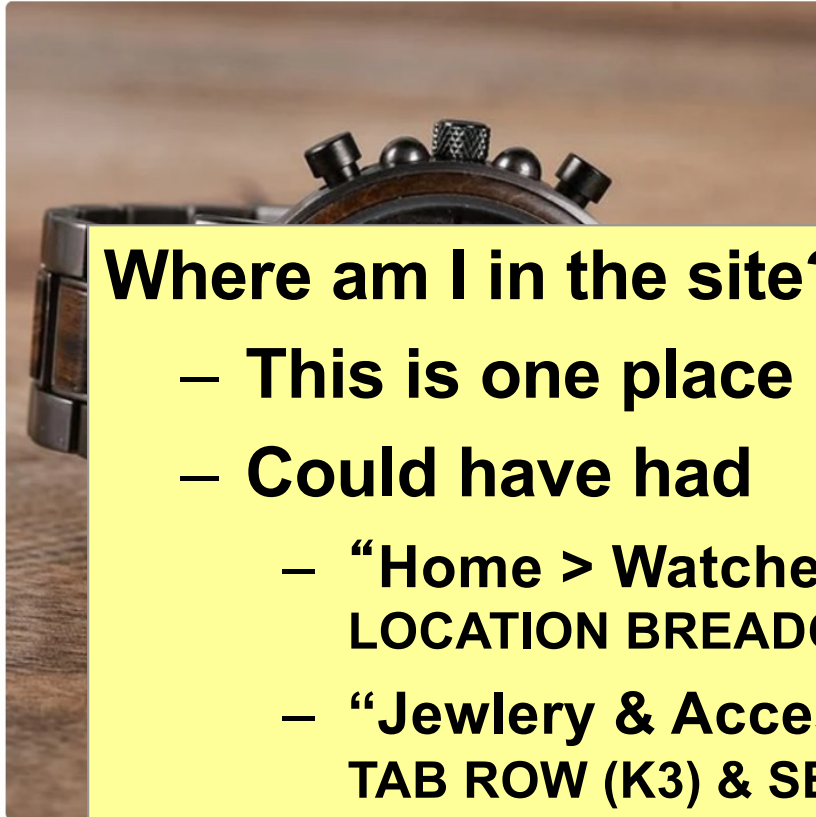
Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts & Gift Cards



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

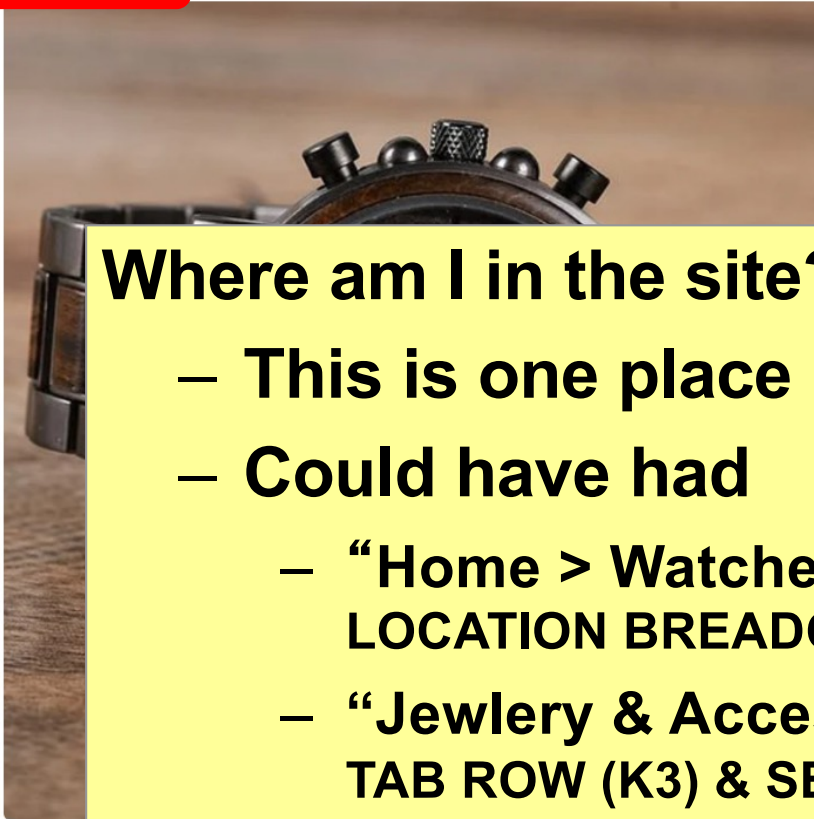
Toys & Entertainment

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
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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!

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238

Add to cart



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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



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?

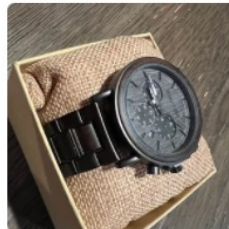


[Emily Cromer](#) Feb 22, 2022



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



Mar 2

[Order placed](#)



Mar 3-4

[Order ships](#)



Mar 7-9

[Delivered!](#)

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

Personalization: You are my Analog!

Save for later Remove

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Item(s) total \$124.98
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Subtotal \$49.99

Get shipping cost

Proceed to checkout

Apply Etsy coupon code

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- 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~~

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Sale: 60% off

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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 Personalization: You are my Analog!

1

Contact shop

\$49.99 \$124.98

Over 20 people have this in their cart

Sale: 60% off

Save for later Remove

How you'll pay

Payment options: Mastercard, VISA, American Express, Discover, PayPal, Klarna (4 interest-free installments, \$50.00 product minimum applies)

Summary table: 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

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

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

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)

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

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
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
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

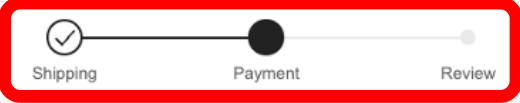
Etsy, Inc., USA 117 Adams Street Brooklyn

- **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](#)



STAY FINE 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

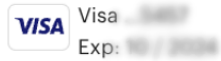


Double check your order details

Shipping address

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

Payment method



Change

Order summary

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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

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

USPS First-Class Mail

\$4.52

7

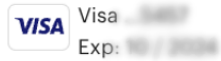
Double check your order details

Shipping address

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

[Change](#)

Payment method



[Change](#)

Billing address

Same as shipping address

Order summary

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

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](#)

- 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

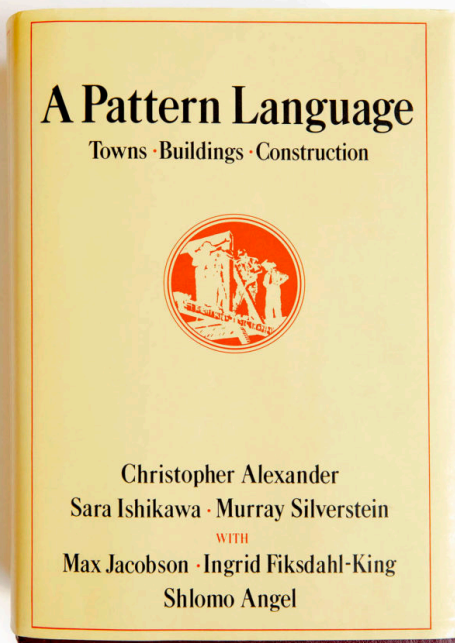
Design = Solutions

- 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



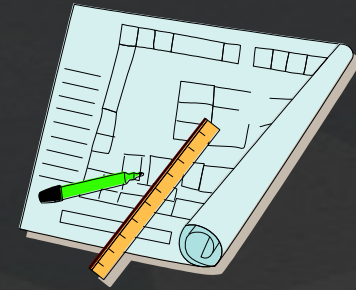
activities

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

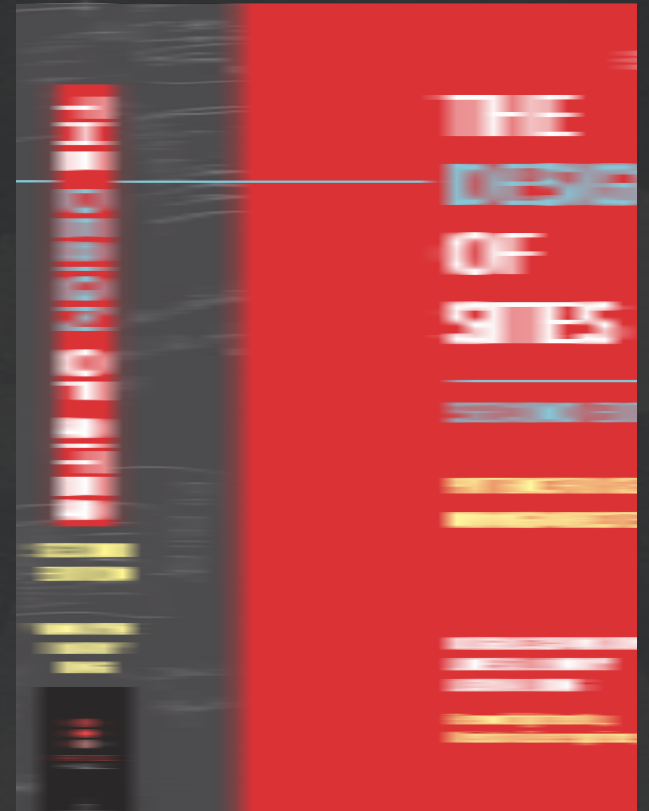
(179) Alcoves

(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 heading "DENIM and SILK" and a list of links: "Download", "Documentation", "Support", "Research", and "Publications". At the bottom of the sidebar is a "More Projects" link. The main content area is white and features the heading "DENIM and SILK" and a small illustration of a notepad with "SILK" written on it. Below this is a blue navigation bar with the IBM logo, "United States", a search box, and a "Search" button. The main navigation bar includes "Home", "Products & services", "Support & downloads", and "My account". Below the main navigation bar is a "Select a country" section with a dropdown menu for "Industries" and a "Go" button. The "Industries" dropdown is open, showing a list of categories: "Home / home office", "Small business", "Medium business", "Government", and "Education". To the right of the "Industries" dropdown 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)". Below the banner are three promotional tiles: "Tune-up your bottom line", "e-business on demand", and "IBM Global Financing".

Group for User Interface Research

Home Projects People Publications Links

DENIM and SILK

Download
Documentation
Support
Research
Publications

More Projects

DENIM and SILK

IBM United States Search

Home Products & services Support & downloads My account

Select a country

Industries Go

Home / home office
Small business
Medium business
Government
Education

Buy today, ship today

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)

Tune-up your bottom line
Manage your entire product lifecycle with PLM, CATIA

e-business on demand
The next utility: accessible, affordable and easy to use

IBM Global Financing
World's premier provider of IT-related financing

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

CO-CONSPIRATORS
d.school · Brown Center for Media Innovation · Graphics · Center for Computational Social Science · OVAL Lab

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- IBM Storage Get quick and easy
- Blog Mastering healthcare

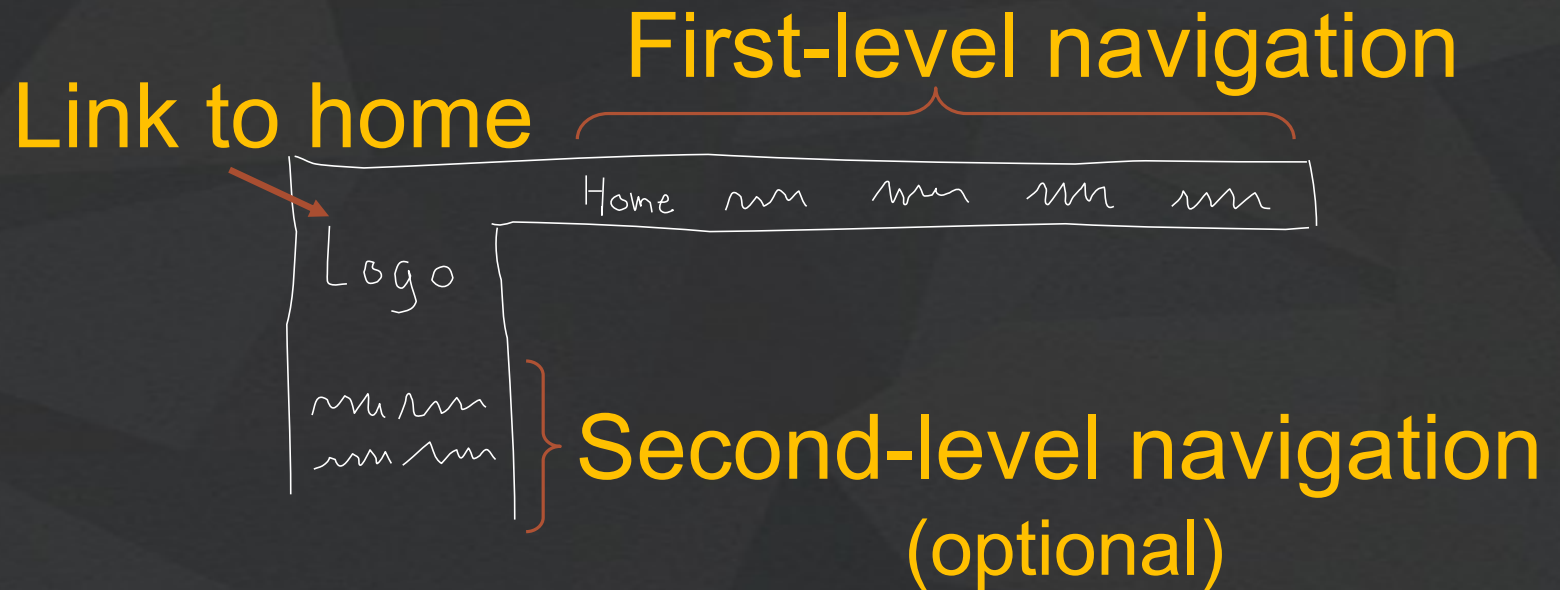
Autumn 2025

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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 checkout interface. At the top, the Etsy logo and a search bar are visible. Below the navigation menu, the cart contains one item from the shop 'stayfineofficial': a 'Valentines Day Gift for Him, Wood Watch, Personalized Watch, Engraved Watch, Wooden Watch, Groomsmen Watch, Mens Watch, Boyfriend Gift, Gift for Dad'. The item is priced at \$49.99, a 60% discount from the original price of \$124.98. The cart summary on the right shows a subtotal of \$49.99 and a shop discount of -\$74.99. Payment options include credit cards (MasterCard, Visa, Discover), PayPal, and Klarna. A 'Proceed to checkout' button is prominently displayed. The page also features a 'Keep shopping' link, a 'This order is a gift' checkbox, and a text area for adding a note to the order.

Etsy Search for anything Sign in 1

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 Contact shop

 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!

▼ **\$49.99** ~~\$124.98~~
Over 20 people have this in their cart
Sale: 60% off






[Save for later](#) [Remove](#)

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

[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

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 'URBAN OUTFITTERS', category links (Women's, Men's, Home, Lifestyle, Beauty, 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 product detail window is centered on the screen, showing a man wearing a dark green t-shirt. The product information includes the name 'KOTO 01.002 Core Boxy Tee', a price of '\$25.00', and a promotion 'UO Rewards Earn Triple Points'. It also features a color selection tool (currently set to 'Dark Green'), a size selection dropdown (options: XXS, XS, S, M, L, XL, XXL), and a quantity selector (set to 1). Action buttons for 'Add to Bag' and 'View Full Details' are visible. Below the main product window, a row of four smaller product thumbnails is shown, each with its name, price, and reward points.

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

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 TV-MA 9 Episodes HD Swoonworthy - Heartfelt - Drama

FLOATING WINDOWS (H6)

The image shows a screenshot of the Netflix website interface for the TV series 'First Love'. The main focus is a large video player area with a blue-tinted underwater scene. The title 'First Love' is prominently displayed in a serif font, with the tagline 'Was the flavor of cigarettes' below it. To the left of the title is a 'Play' button and a list of controls. Below the title, there is a synopsis: '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.' To the right of the synopsis, it lists the cast (Hikari Mitsuhashi, Takeru Satoh, Rikako Yagi) and genres (Japanese, Romantic TV Dramas, TV Dramas). Below the synopsis is an 'Episodes' section with a list of episodes. The first episode, 'When the Lilacs Bloom', is highlighted with a play button icon and a duration of 52m. The synopsis for this episode is: '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.'

NETFLIX Home TV

SEARCH Kids

First Love

Was the flavor of cigarettes

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

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

GHISLAINE MAXWELL

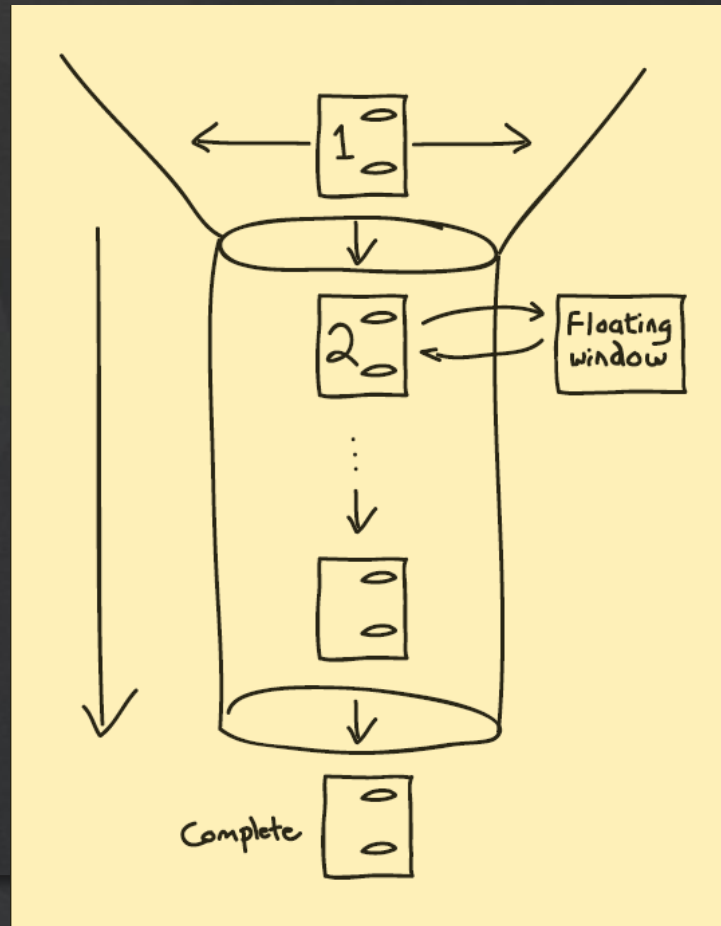
UNUNSOLVED MYSTERIES

Autumn 2021

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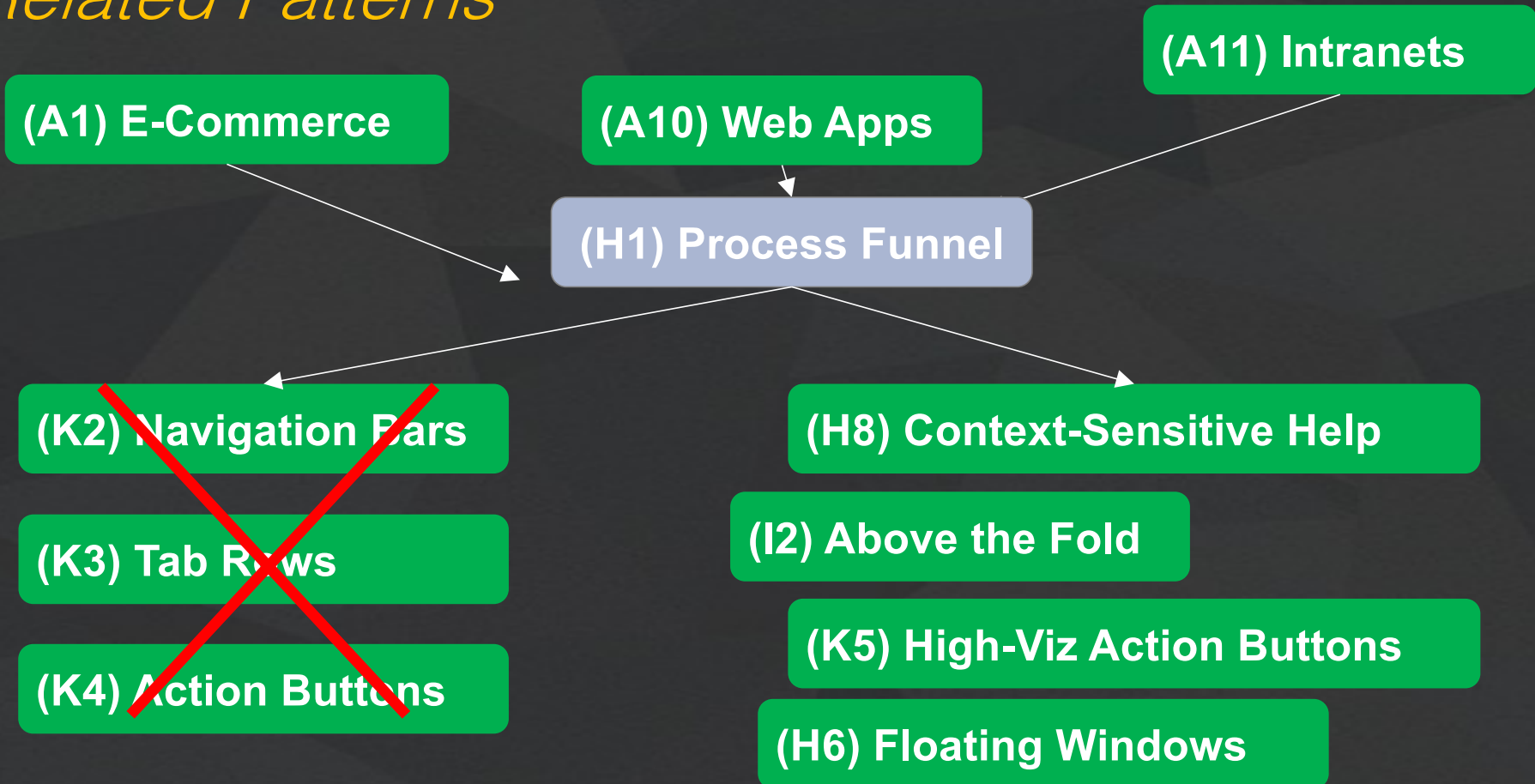
PROCESS FUNNEL (H1)

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 designers 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 Assignment

Assignment #7: Individual Heuristic Evaluation

A7 HE: -: 2% ✓ --: 3% ✓ -: 10% ✓ : 48% ✓ +: 34% ✓ ++: 2%

A7 HE Avg: 90% (up 1% from 2024)

Assignment #9: Group Heuristic Evaluation

A9 HE: -: 0% ✓ --: 0% ✓ -: 0% ✓ : 48% ✓ +: 52% ✓ ++: 0%

A9 HE Avg: 92% (same as 2024)

Change 3's progress toward usability goals

Goal 2 interaction challenge: users experienced information overload when being presented upfront the “recommended” and “create your own” tabs and the option to add multiple items, creation mental burden and interaction friction.



Change 3's Progress

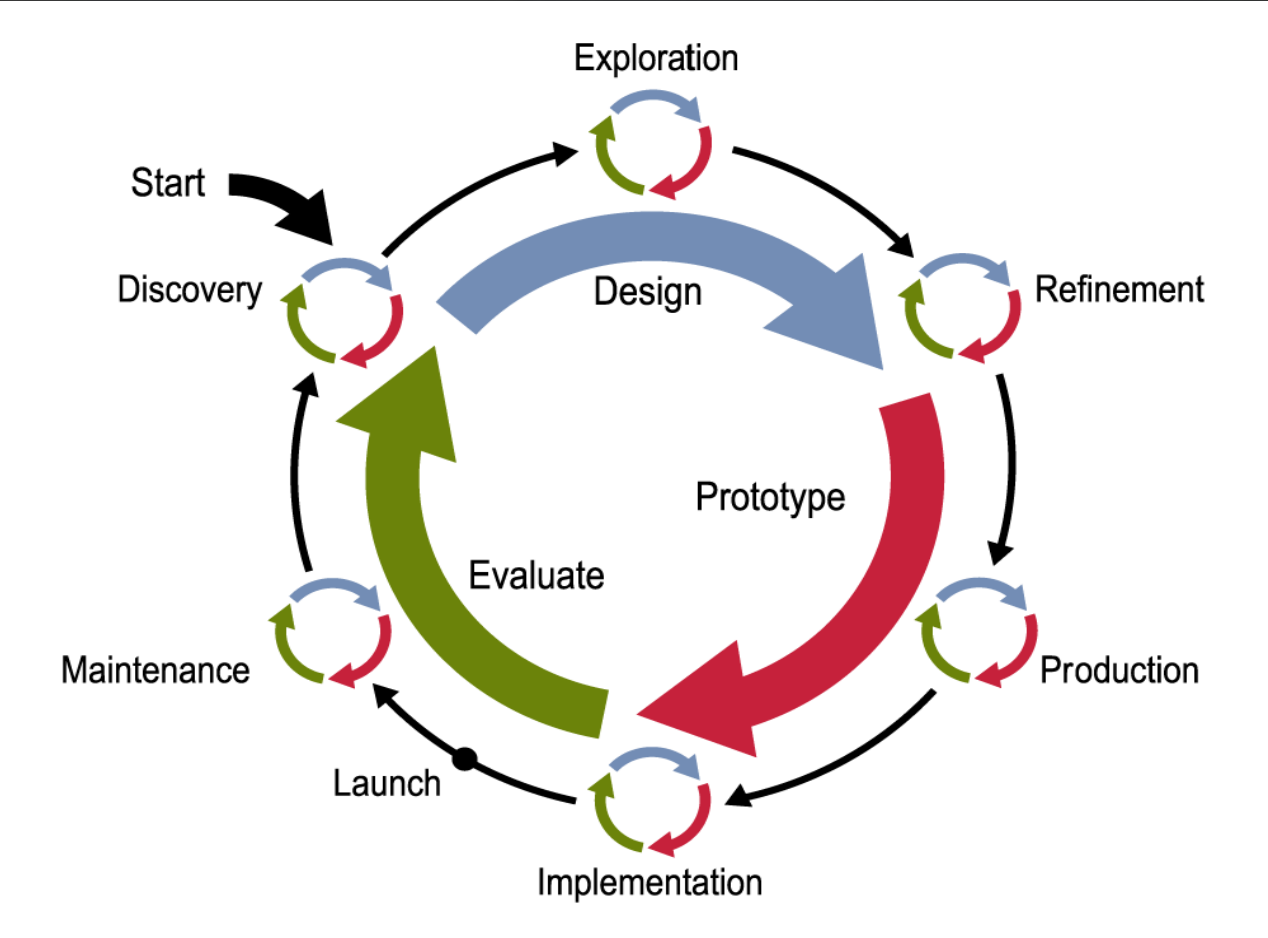
Simplified the gift creation process by only allowing one gift to be sent at a time rather than multiple gifts in a gift bundle and surfacing recommendations after user selects a gift item.

We validated this change by having users test (n=3 for each) Med-fi v1 and Med-fi v2 gift sending tasks. AATCT = 1 m 47 s for v1 and AATCT = 42s for v2, showing a 60.7% decrease and improving interaction efficiency significantly.

A6 Highlights - Wayn

- Tested revised UIs to give concrete evidence on track w/ usability goals

Design Process

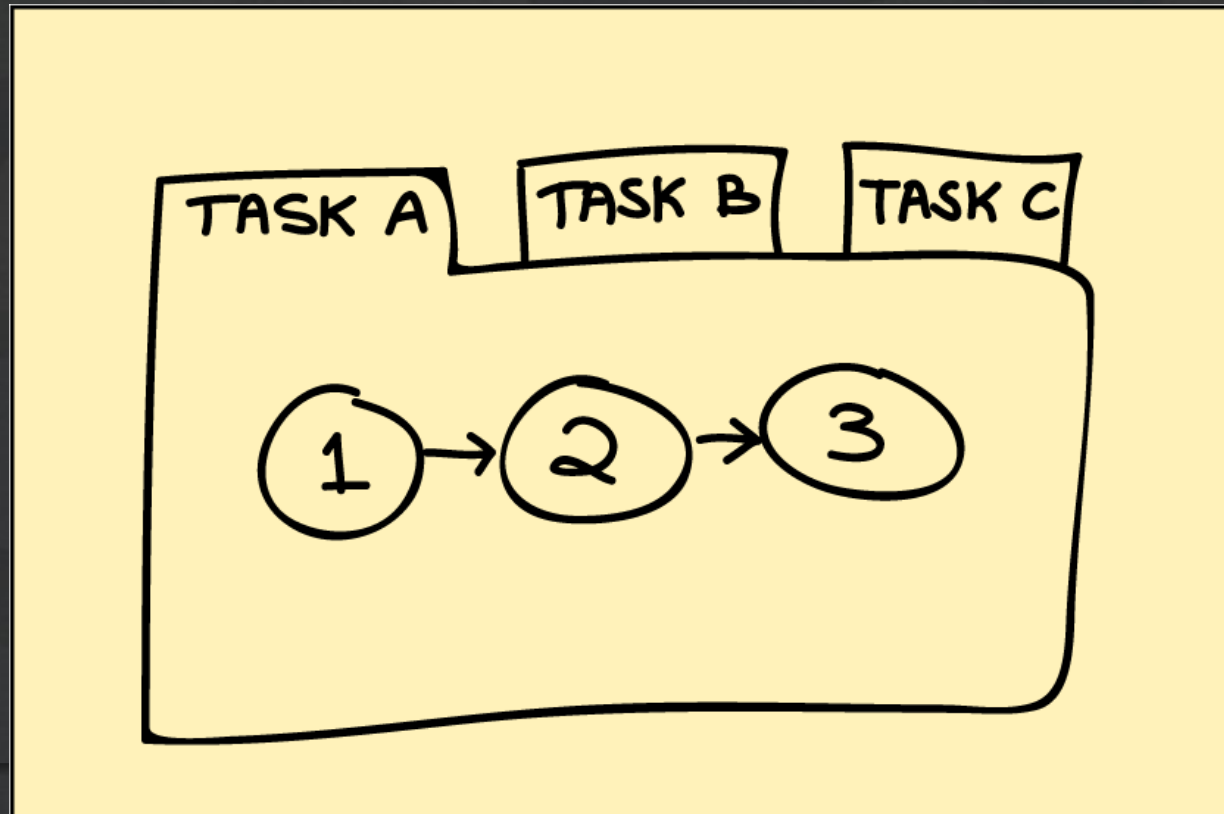


Patterns in Exploration Phase

- 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 of business
 - 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

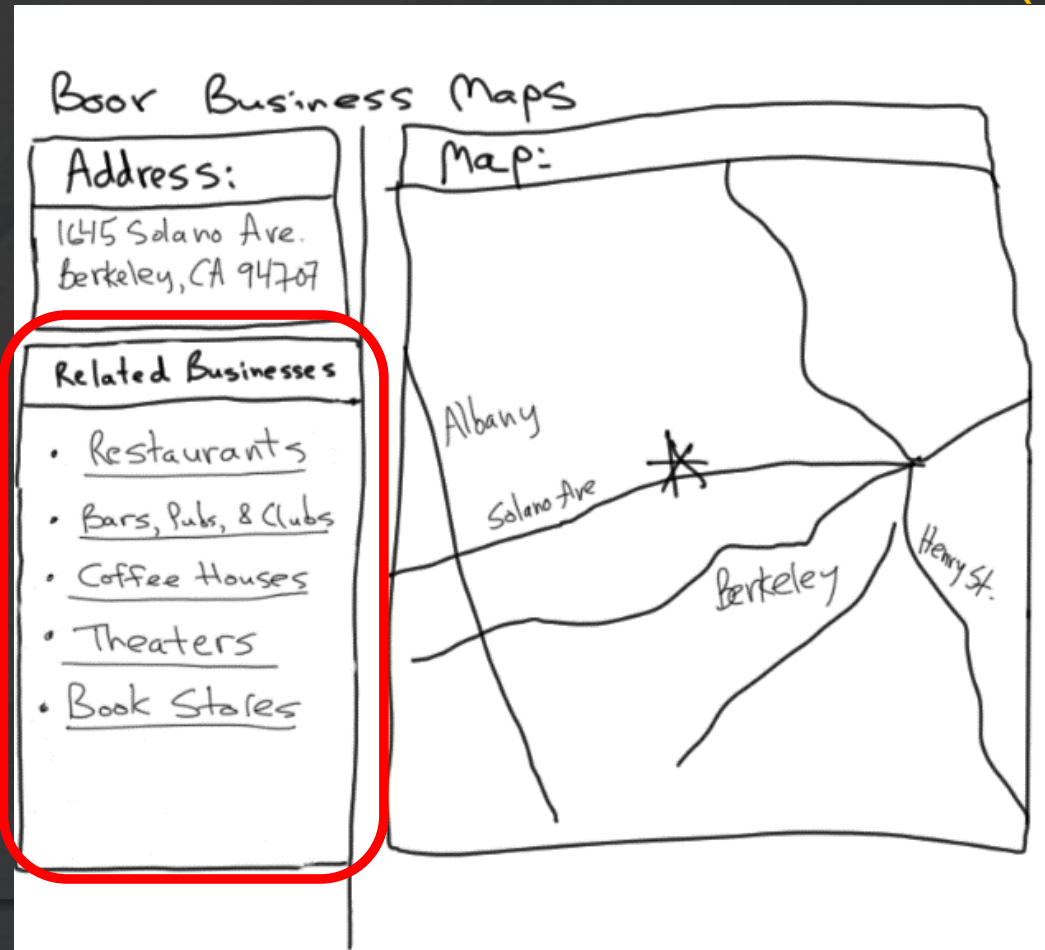
ALPHABETICAL ORGANIZATION (B5)

Boor Business Maps

Address: 1645 Solano Ave. Berkeley, CA 94707	Map: 
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

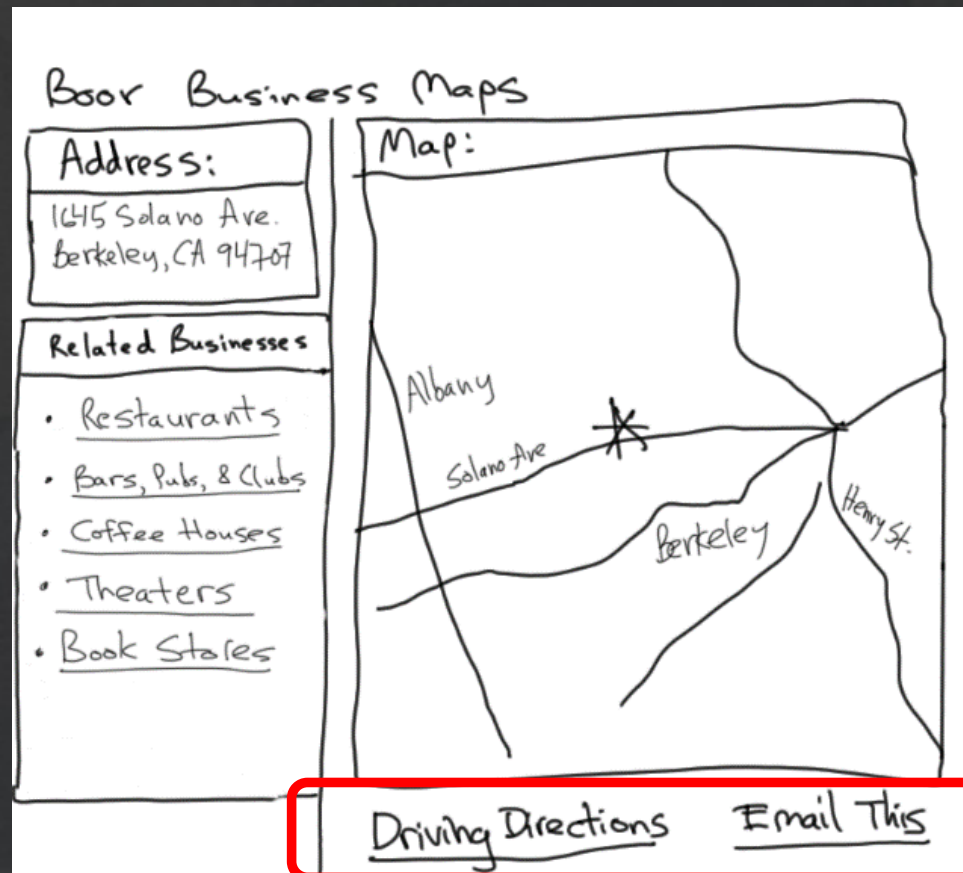
- Results with Design #2 (Task-based)
 - Task 1: look up 1645 Solano Ave
 - no difficulties encountered – warm-up task!
 - Task 2: look up 1700 California & find Tadich Grill
 - 1 user took awhile to figure out that Tadich Grill was a restaurant & to click on the “Restaurants” link
 - all others found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

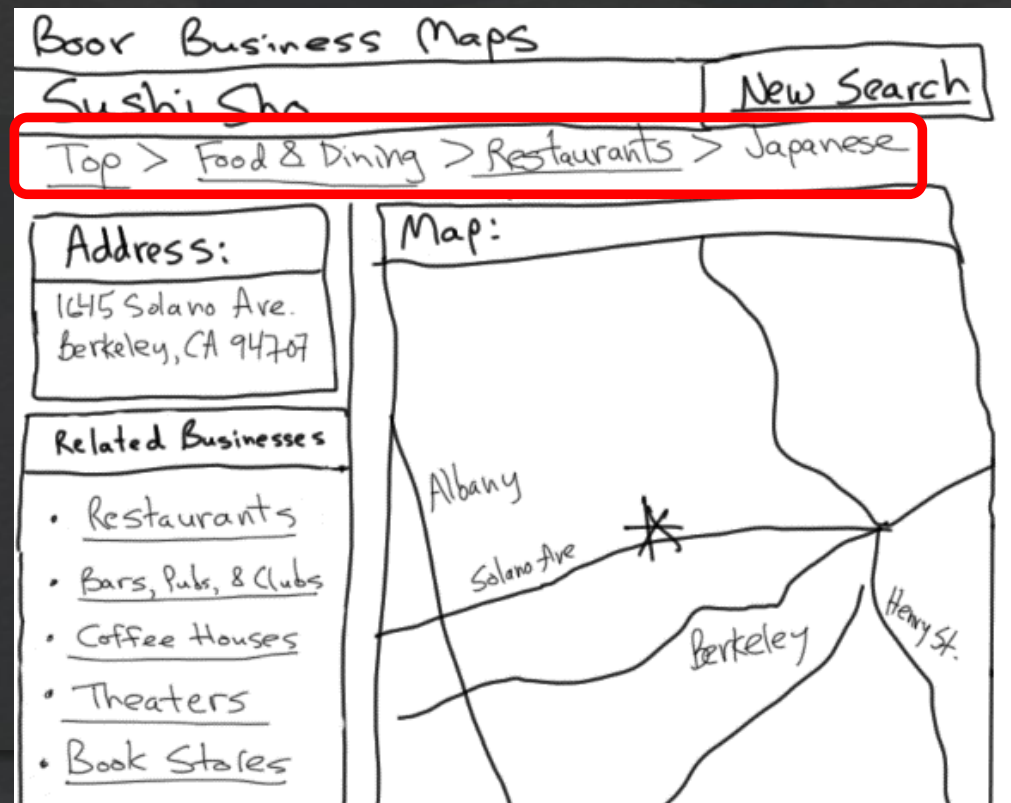
Design #2 – Revision 1

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](#)

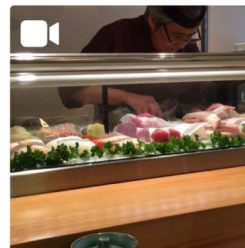
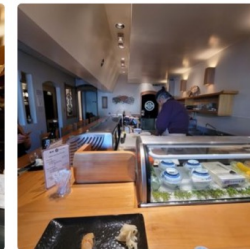
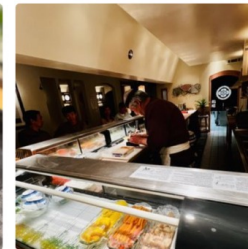
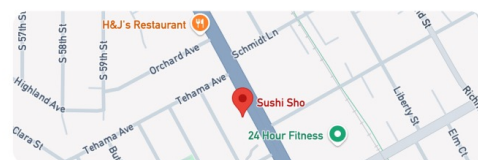
Find nearby

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

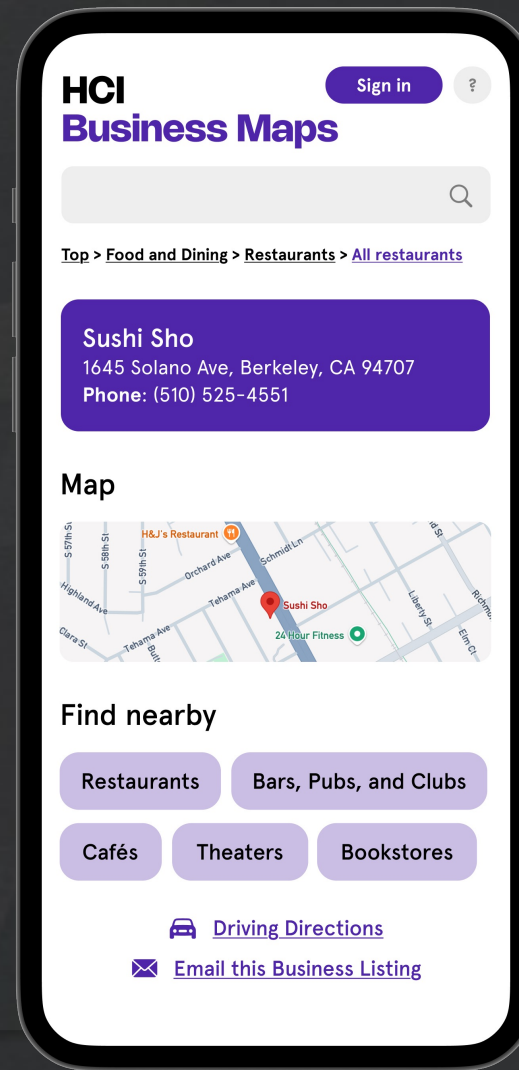
[Cafés](#) [Theaters](#)

[Bars, Pubs, and Clubs](#)

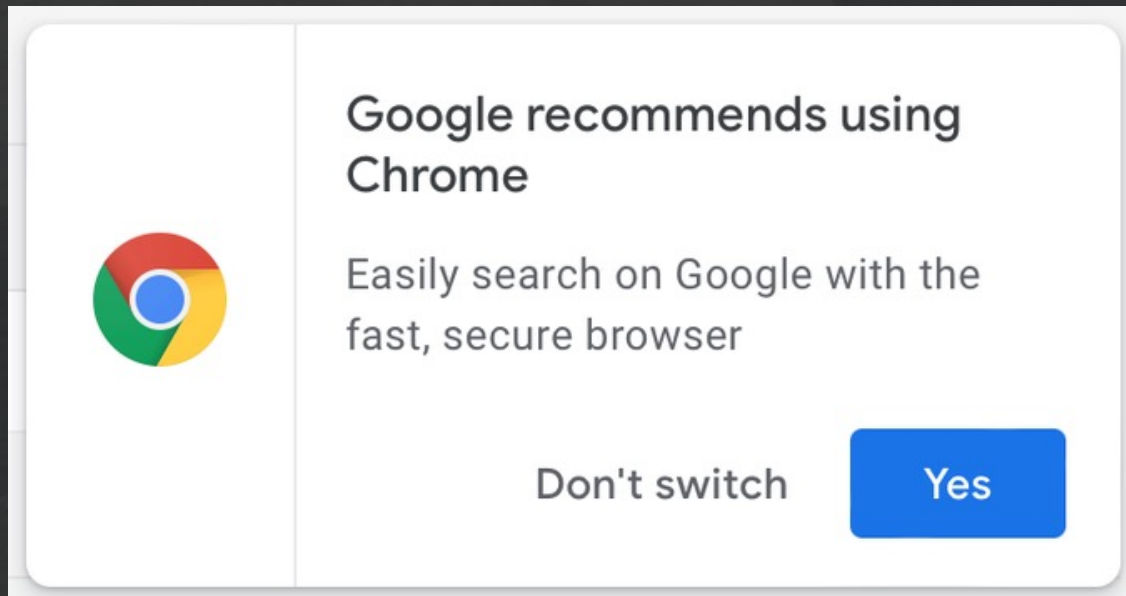
Map



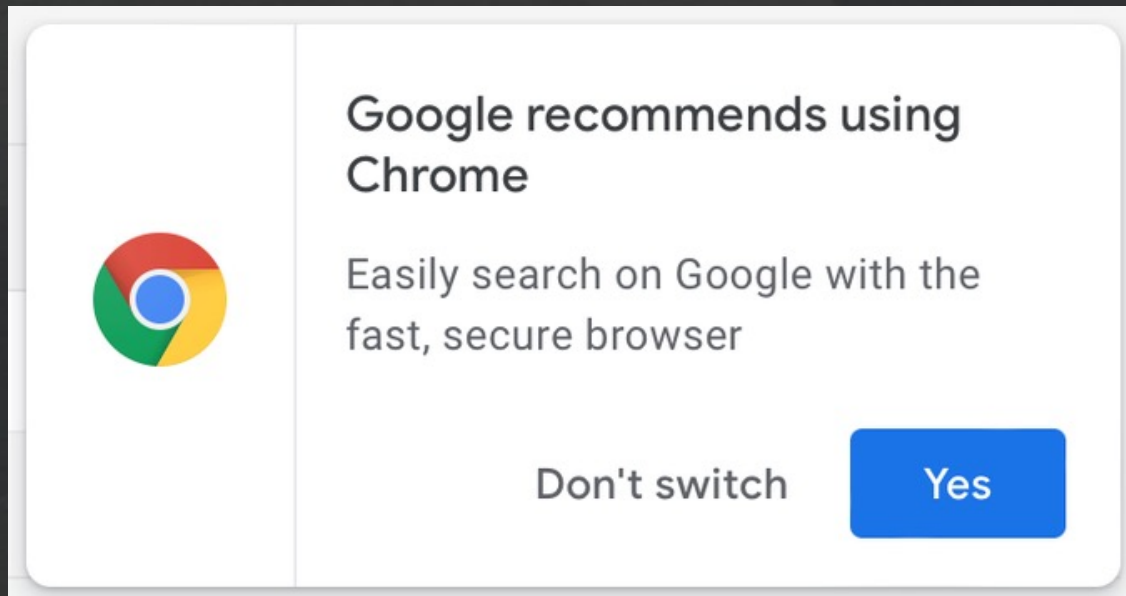
Design #2 – Revision 3
Hi-Fi Prototype
Adding SEARCH
ACTION MODULE (J1)



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?

Next Time

- Lecture
 - Human-Centered AI
 - lots of time for Team Work on Project
- Studio
 - A8 mid-way presentations & Team Work on Project
- Project Expo: required attendance – this is your final exam!)
 - 100+ guests have RSVPd so far!