Design Patterns

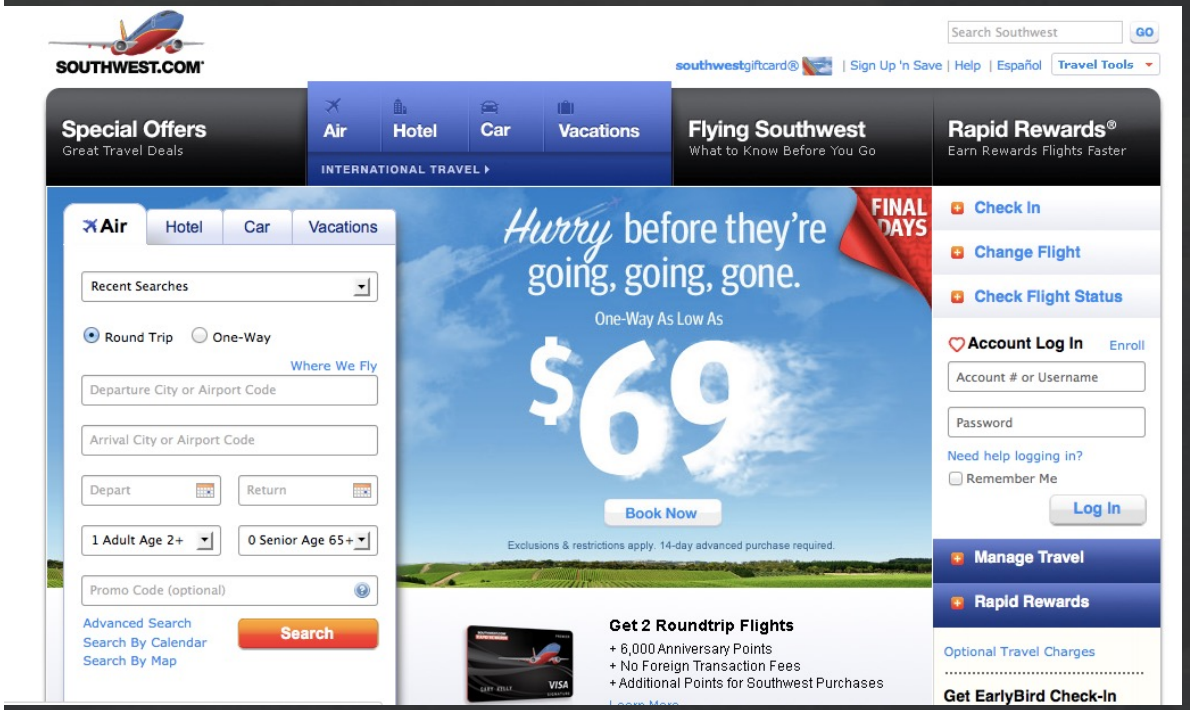
刘哲明
Prof. James A. Landay
Computer Science Department
Stanford University

Autumn 2026

November 16, 2026

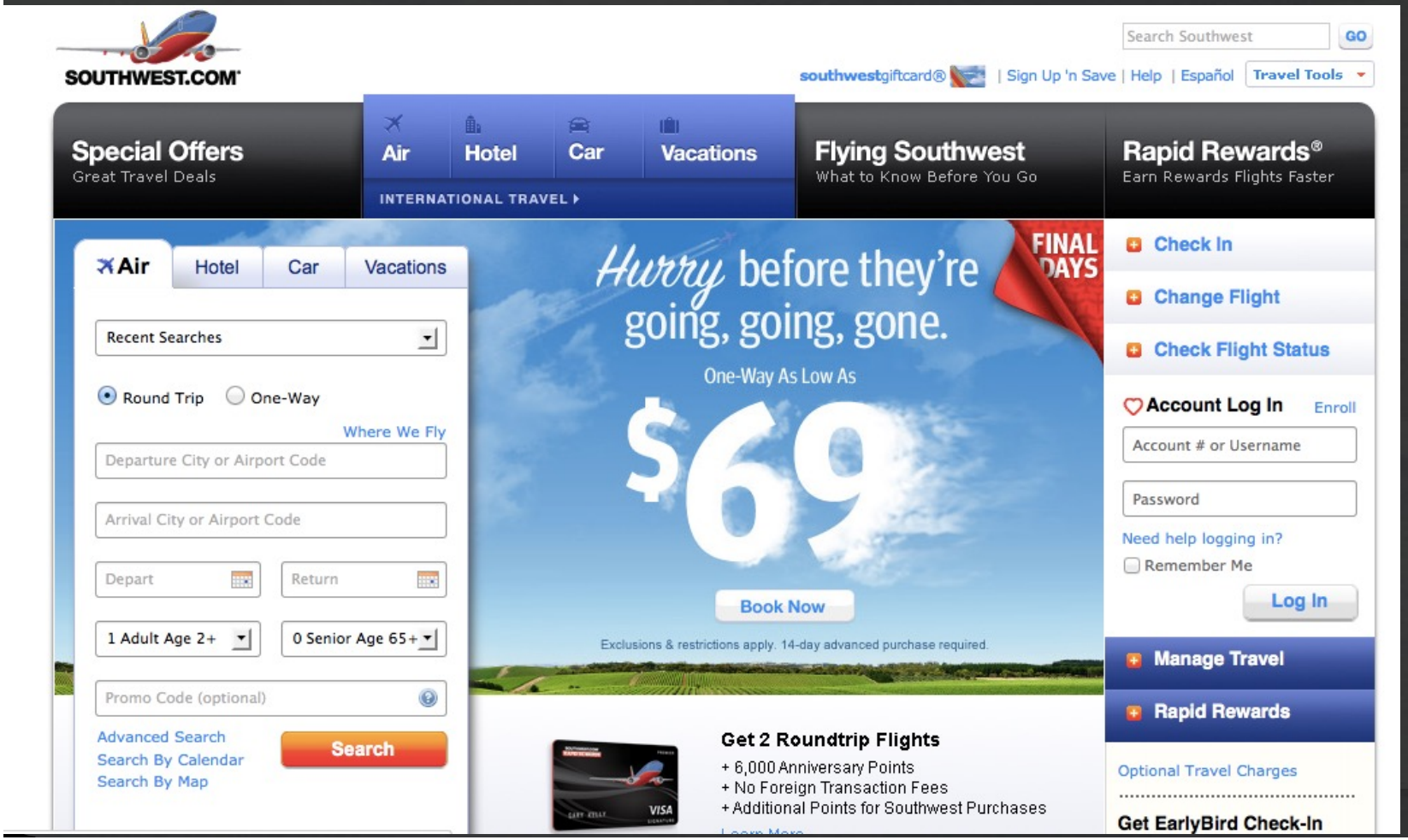
Music: https://soundcloud.com/dansuneroquette

Hall of Fame or Shame?

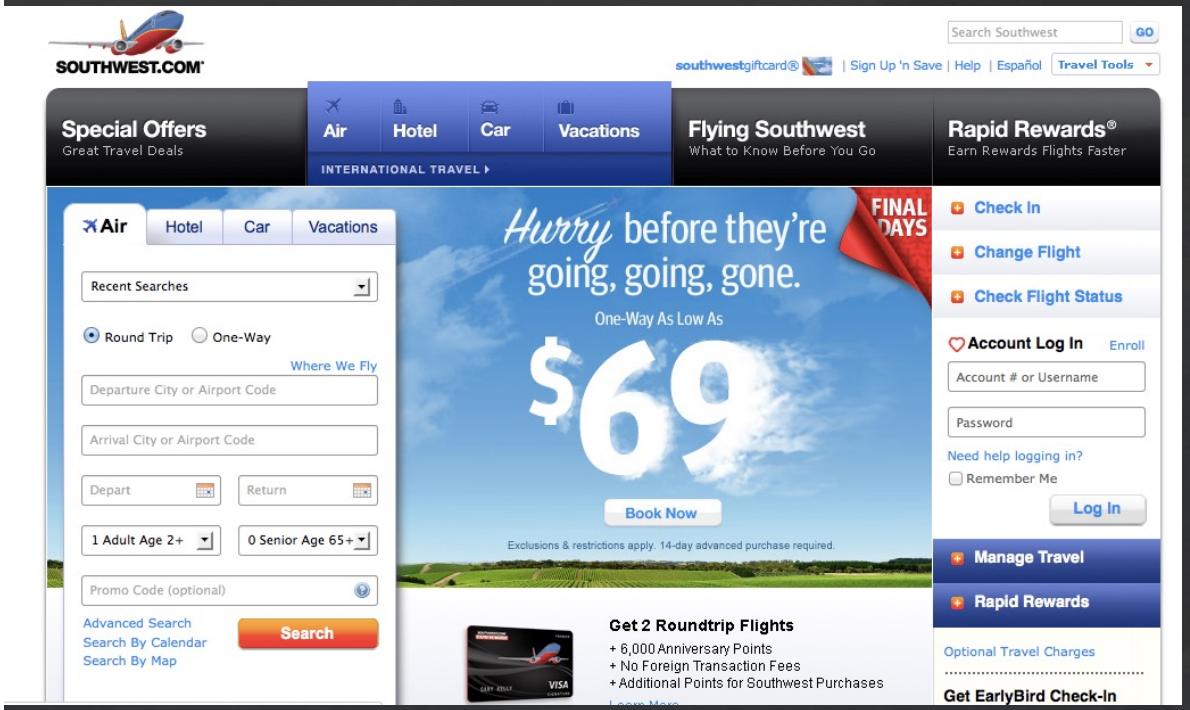


Southwest.com (circa 2021)

Hall of Fame or Shame?



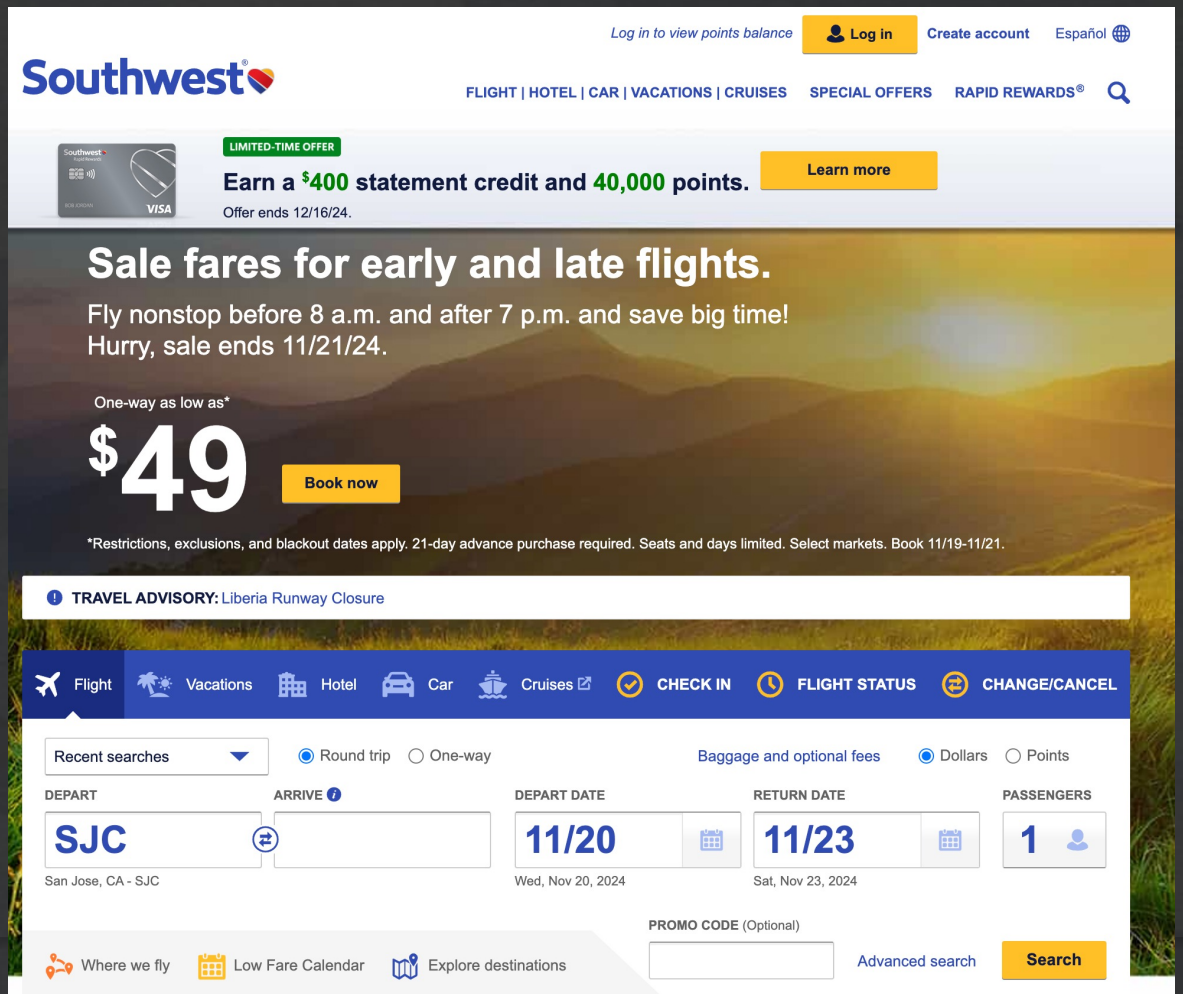
Hall of Shame!



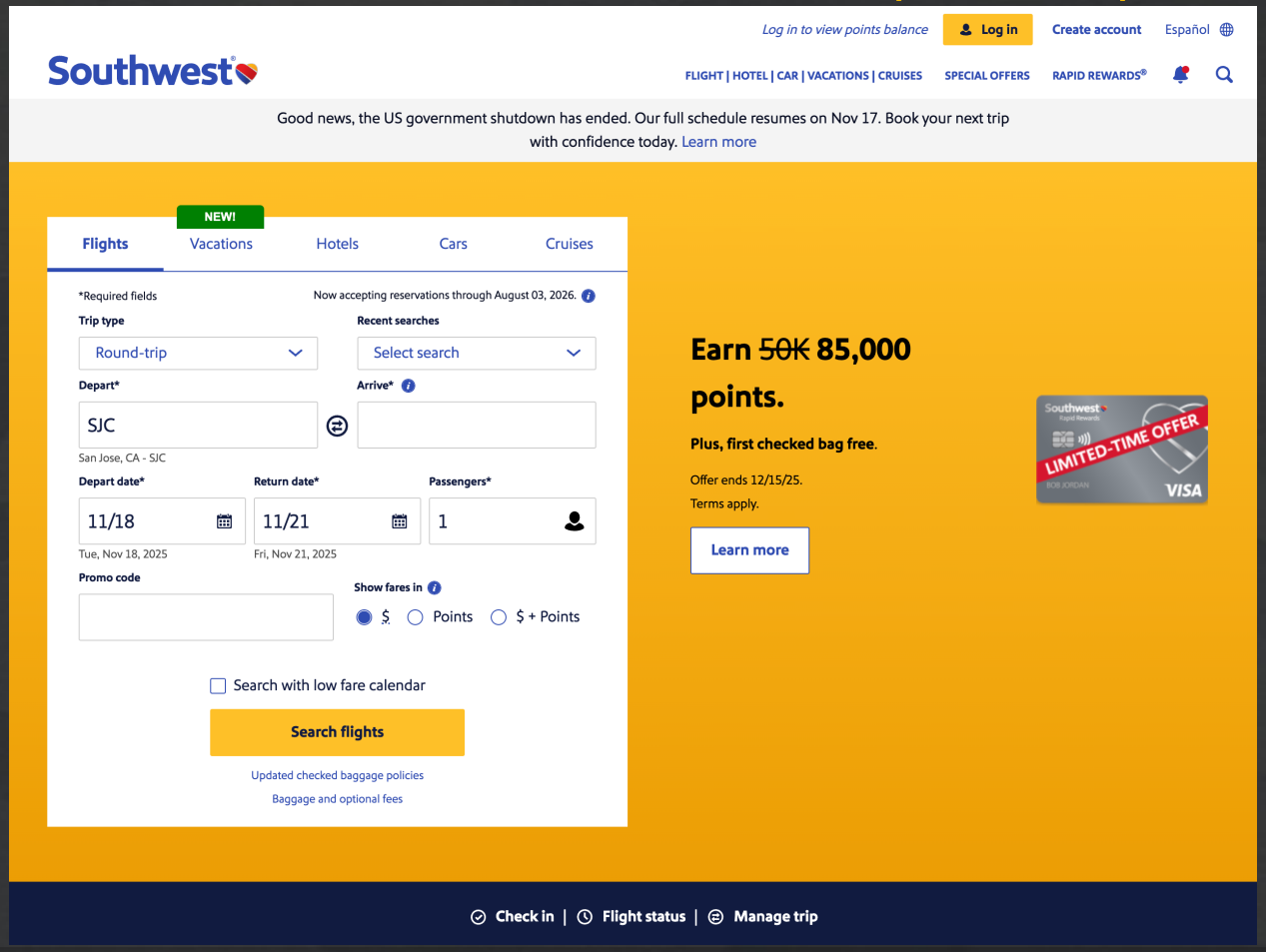
Southwest.com

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

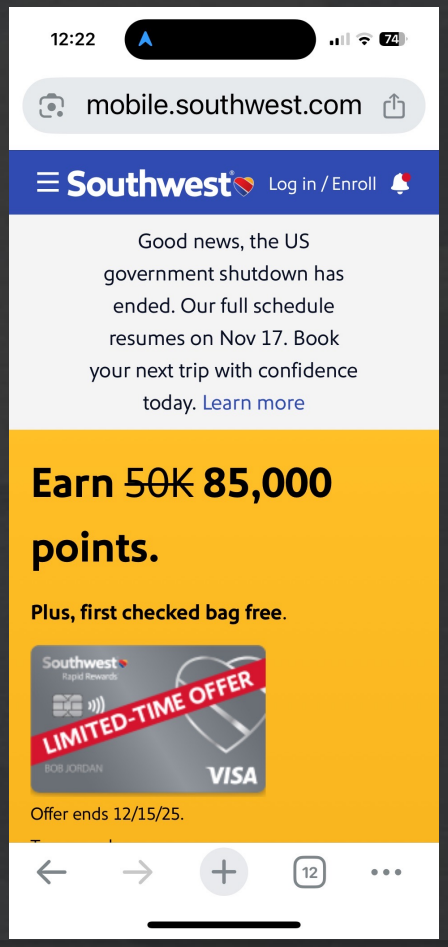
Improved southwest.com (2024)

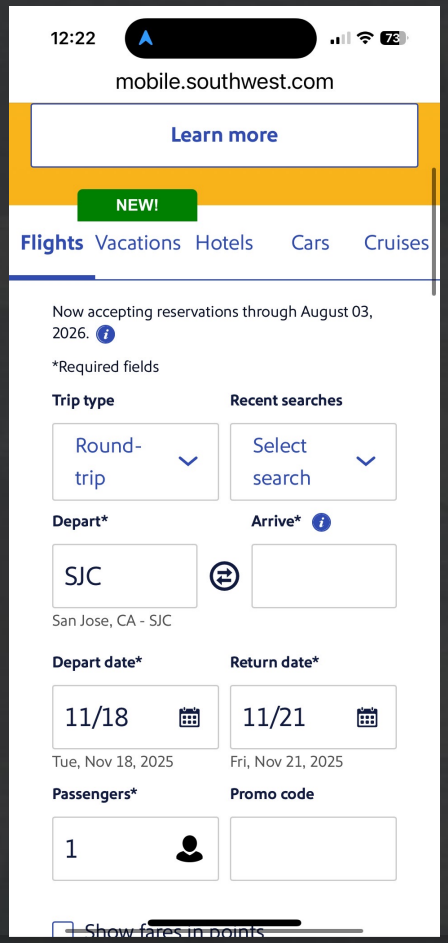


Improved southwest.com (2025)

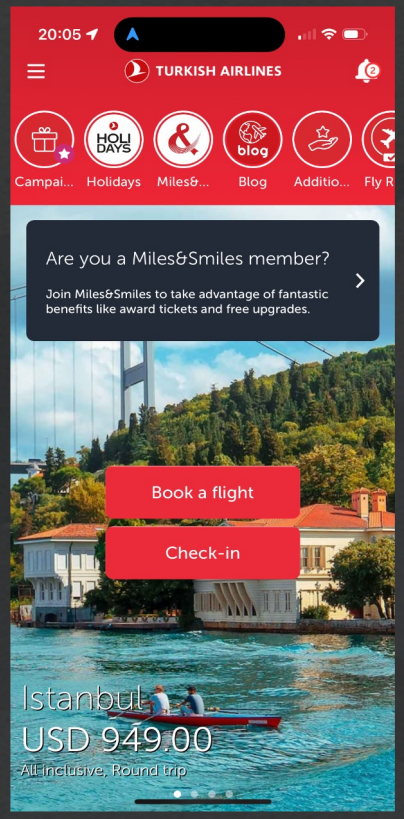


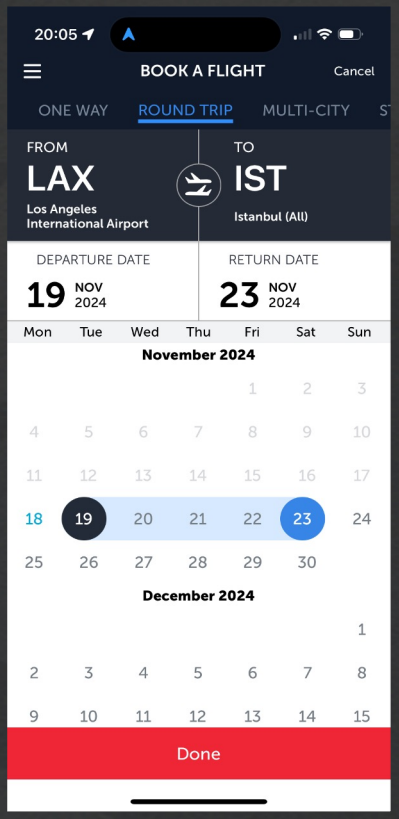
Hall of Shame - mobile web southwest.com

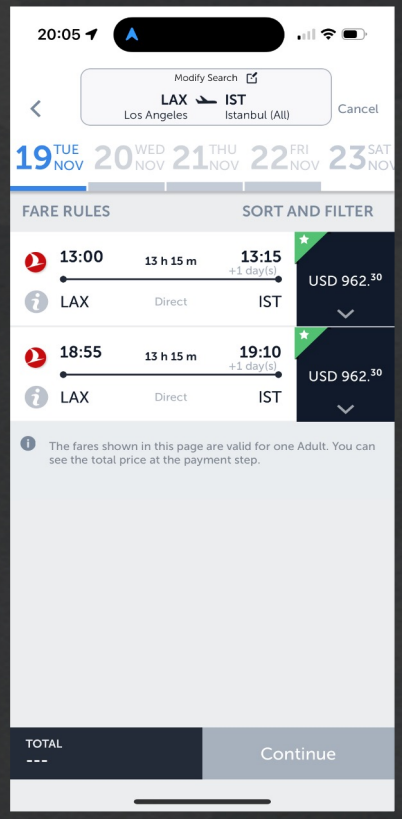


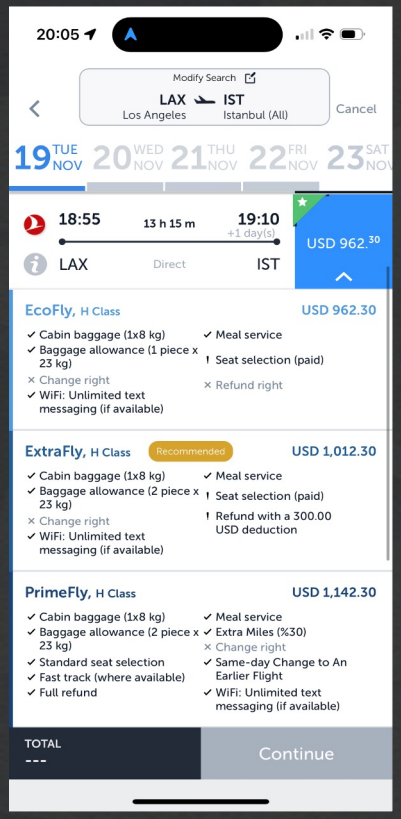


Hall of Fame or Hall of Shame?



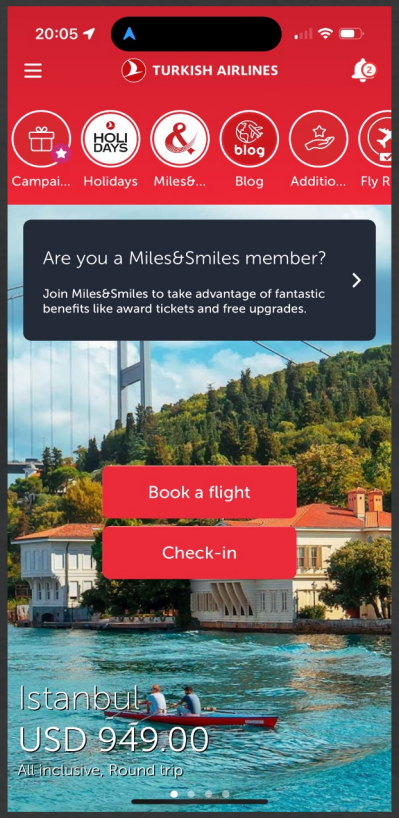


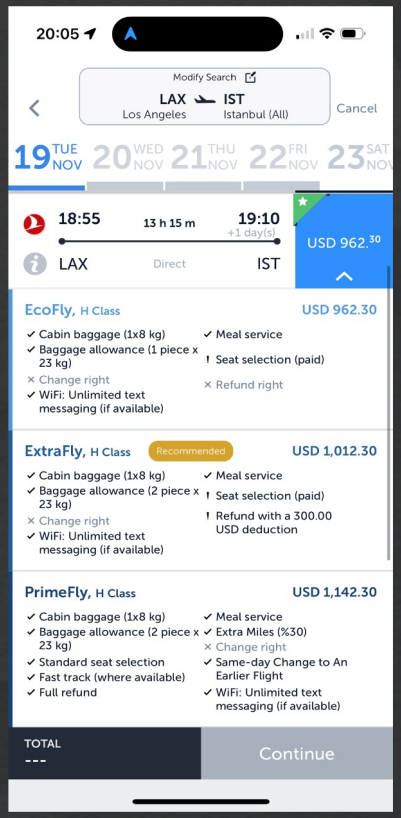




Turkish Airlines App

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

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Music: https://soundcloud.com/dansuneroquette

Outline

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

1

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Gift Ideas

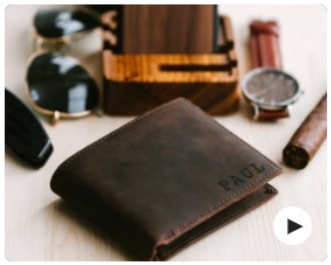


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Valentines Day Gift for Him,Wood Watch,Personalized...
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Star Seller | 39,156 sales | ★★★★★

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+~~

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

11,338 reviews ★★★★★

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

2

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Etsy's Pick

$49.99 ~~$124.98~~ In stock

You save $74.99 (60%)

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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3

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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!

Save for later Remove

1

$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

Apply shop coupon codes

Add a note to stayfineofficial (optional)

Estimated delivery: Mar 7-9
from United States

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

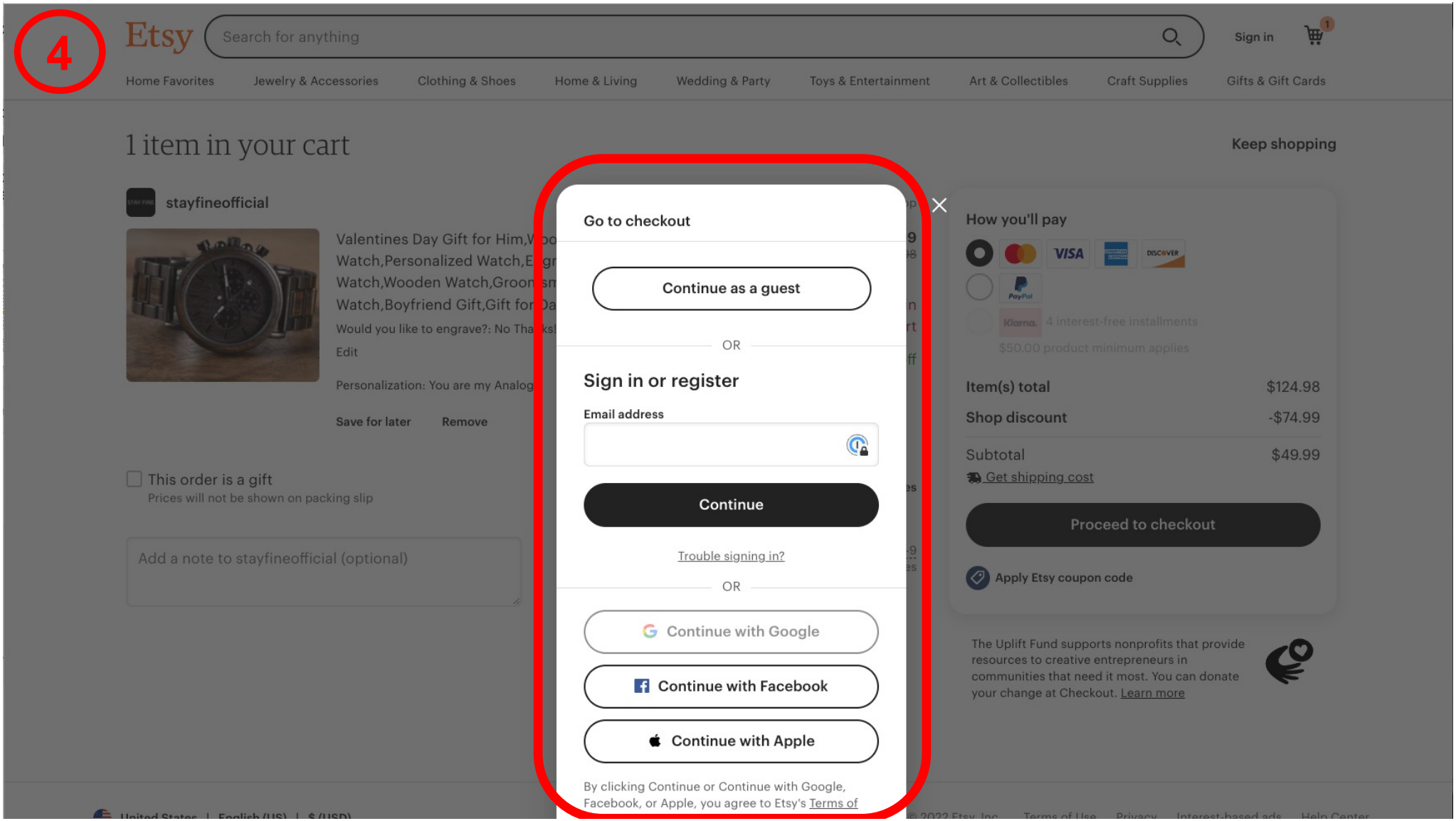
Proceed to checkout

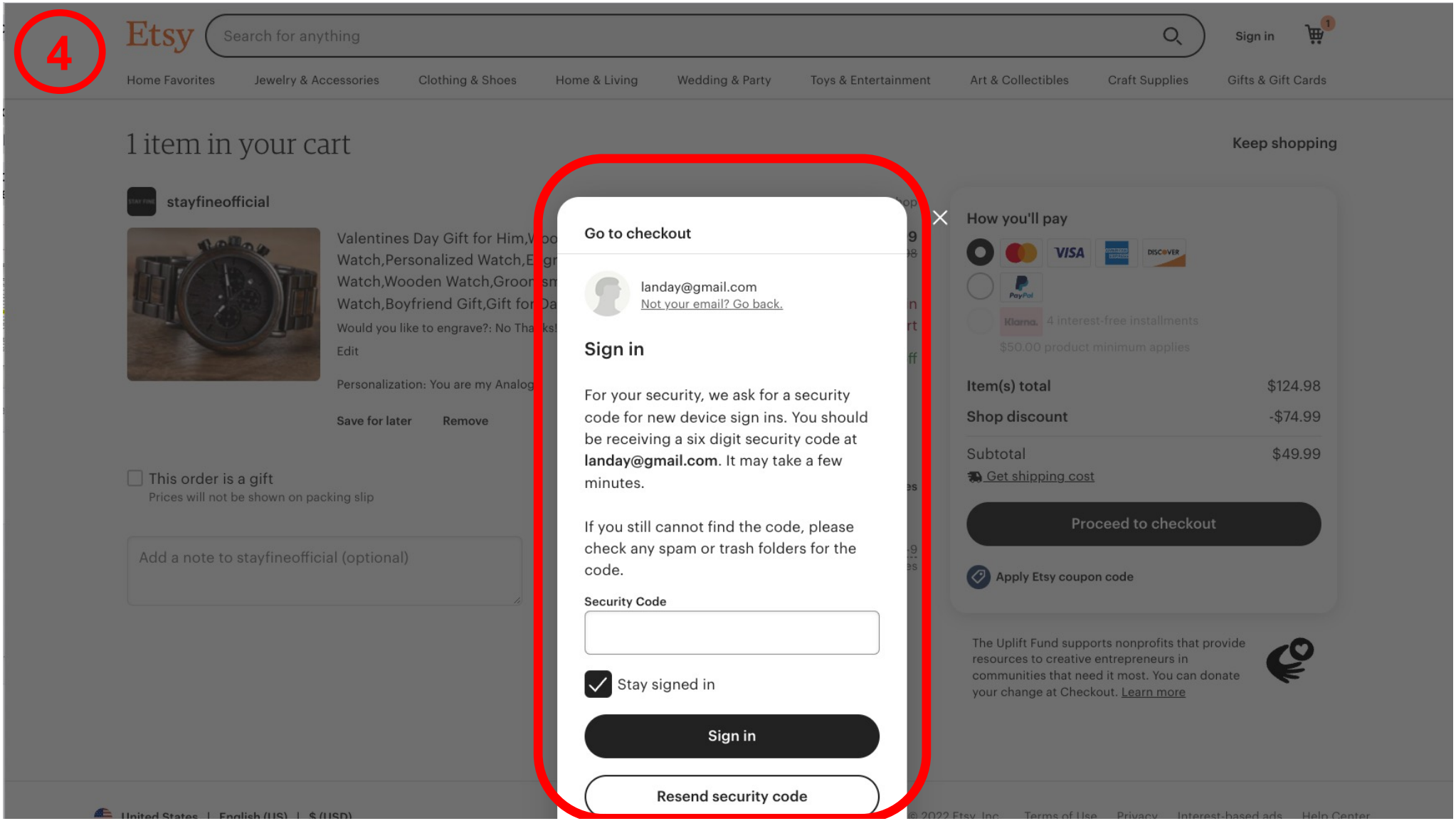
Apply Etsy coupon code

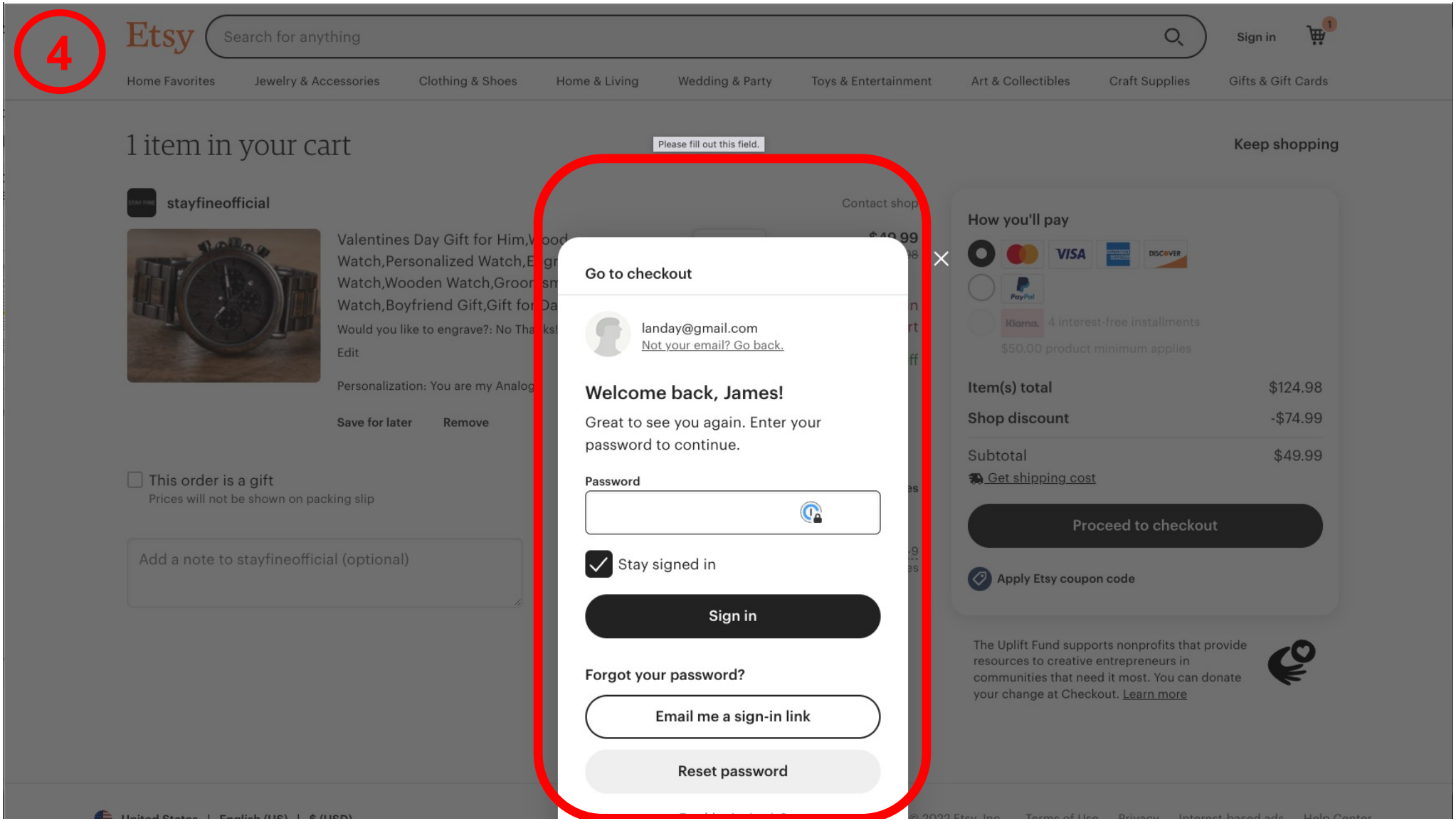
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Watch,Wooden Watch,Groon
Watch,Boyfriend Gift,Gift for
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Personalization: You are my Analog
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This order is a gift
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Add a note to stayfineofficial (optional)
Go to checkout
Continue as a guest
OR
Sign in or register
Email address
Continue
Trouble signing in?
OR
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Continue with Facebook
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By clicking Continue or Continue with Google, Facebook, or Apple, you agree to Etsy's Terms of
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Go to checkout
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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.
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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
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Choose a shipping address

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[redacted]
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United States

Ship here

Edit Delete

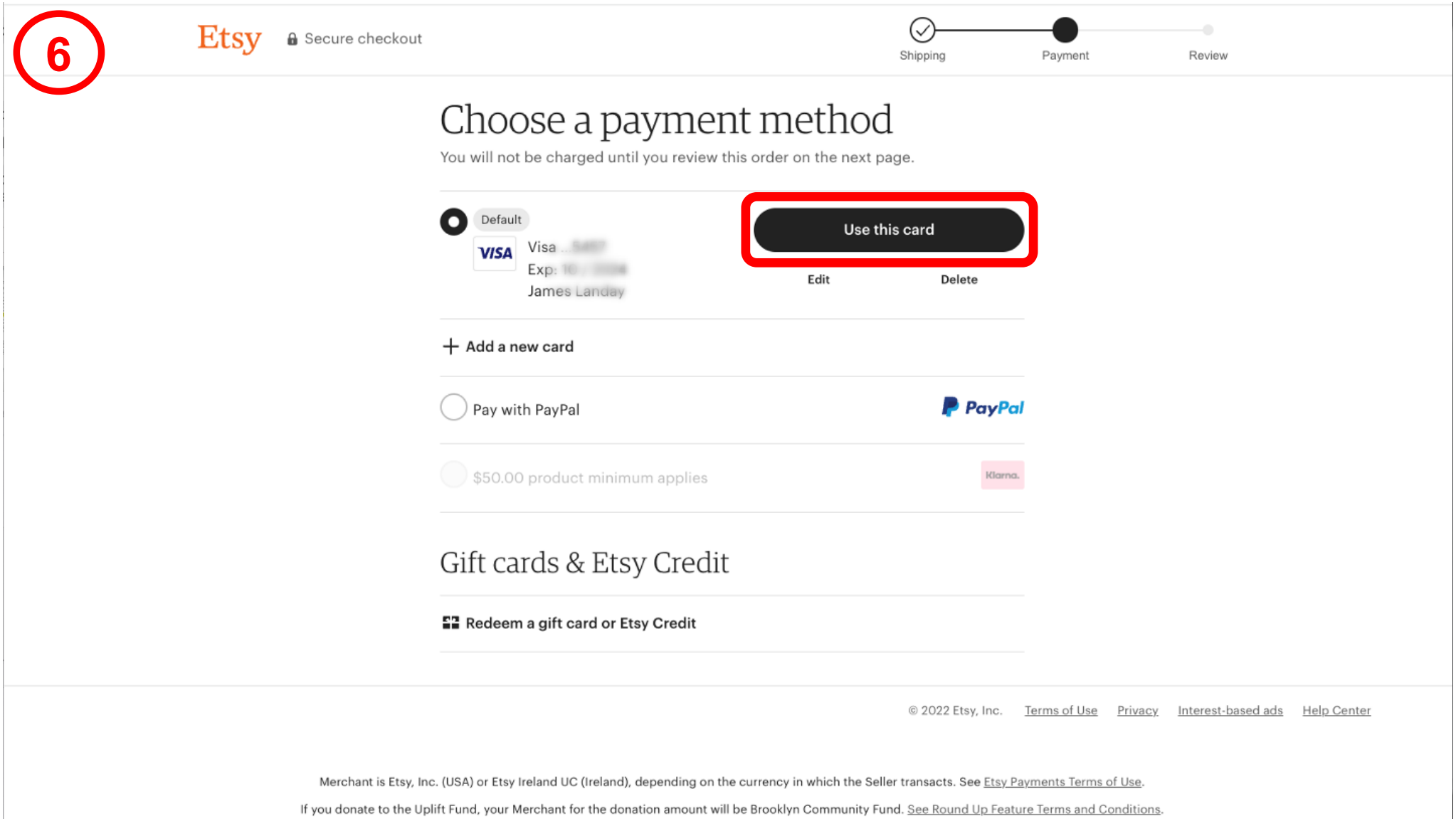
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Exp: 10 / 2024

Change

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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**

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Basic Web Design

- Let’s take a closer look page by page

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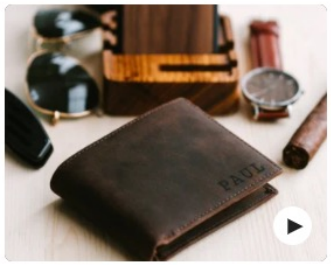


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★★★★★ (20,991)
$19.99 ~~$49.98~~ (60% off)

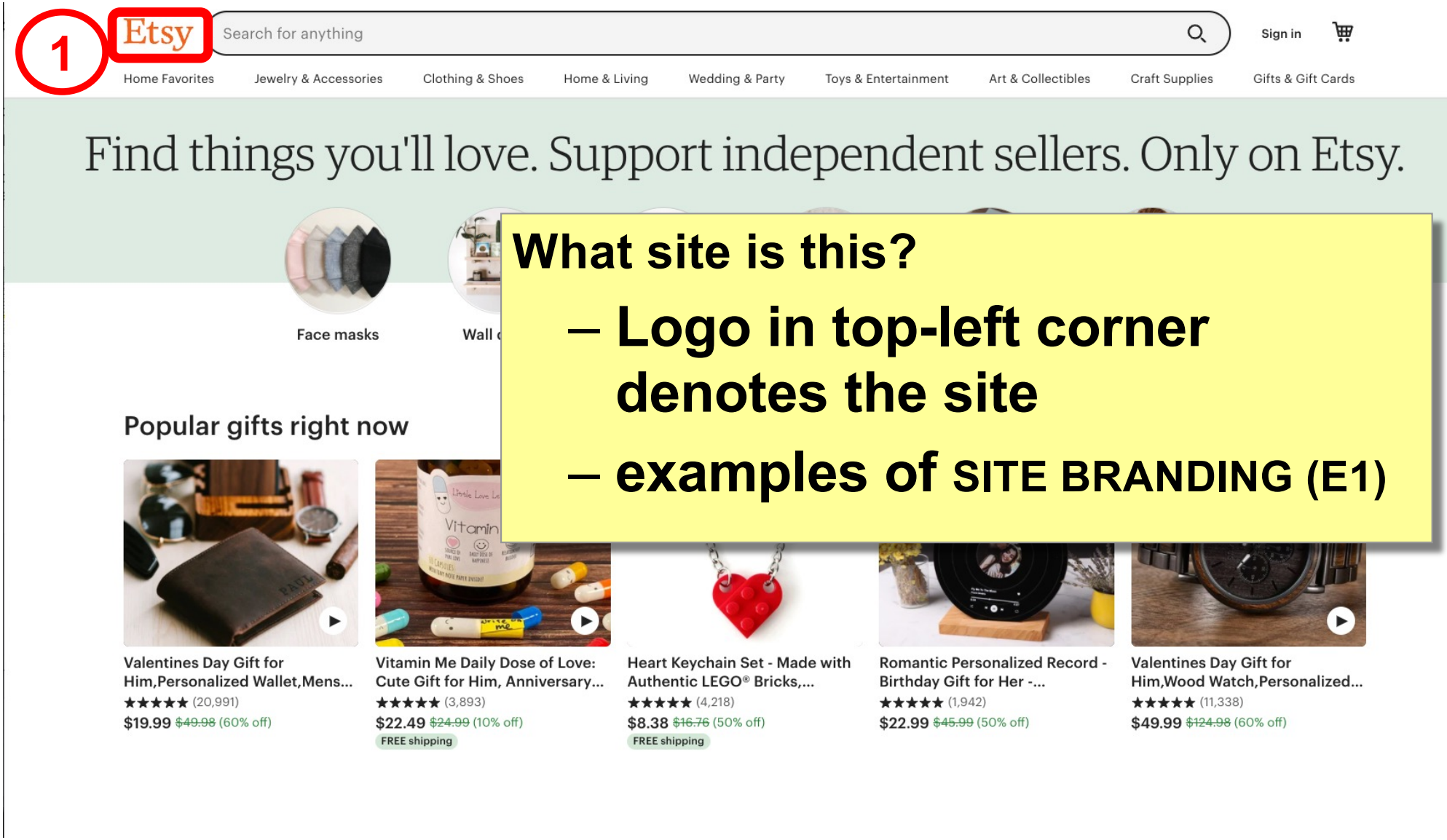


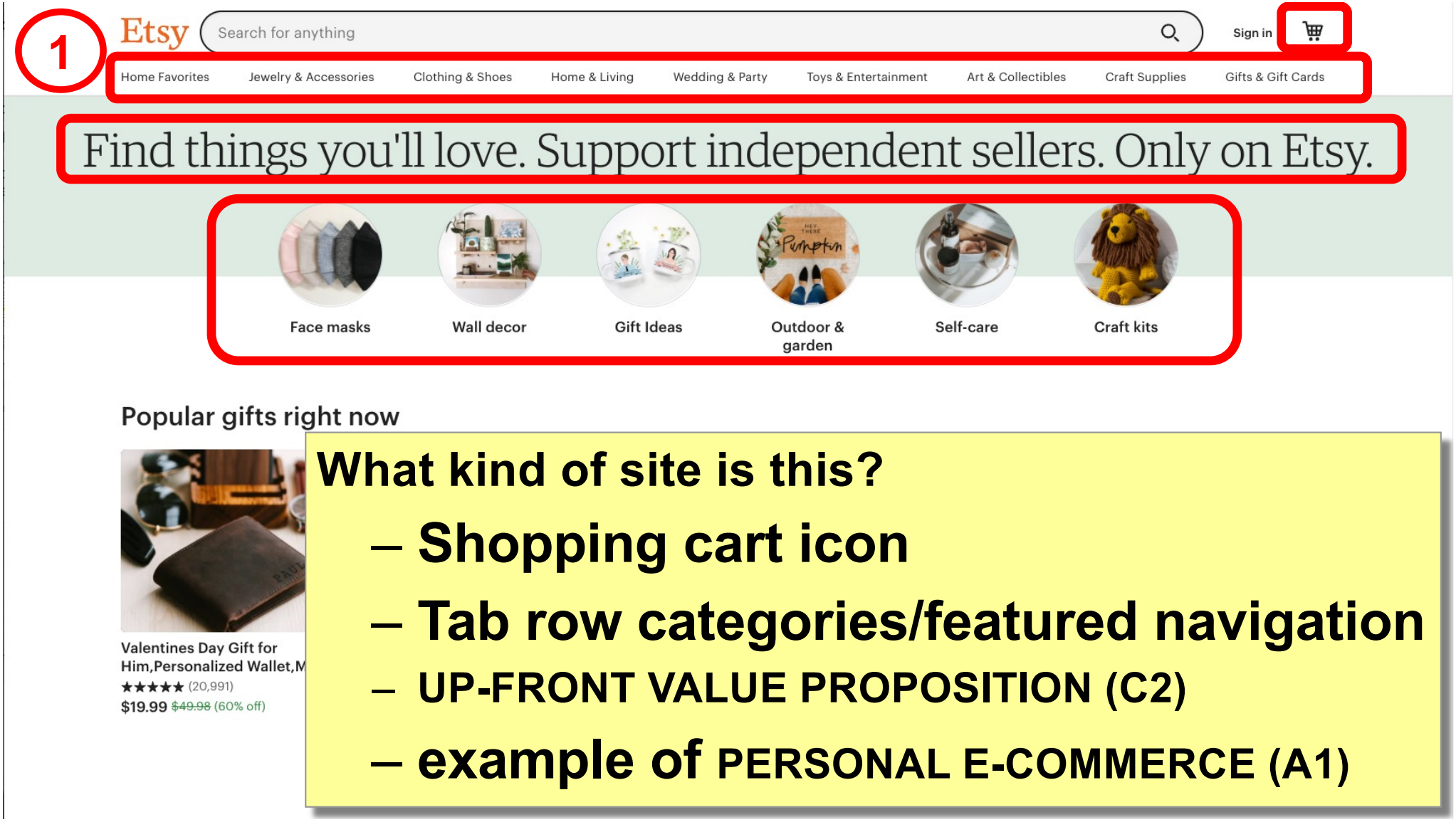
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– Tab row categories/featured navigation
– UP-FRONT VALUE PROPOSITION (C2)
– example of PERSONAL E-COMMERCE (A1)

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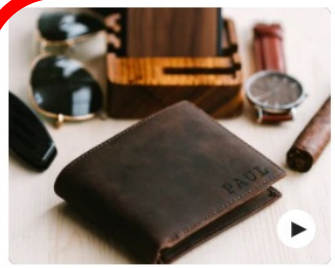


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★★★★★ (20,991)
$19.99 ~~$49.98~~ (60% off)



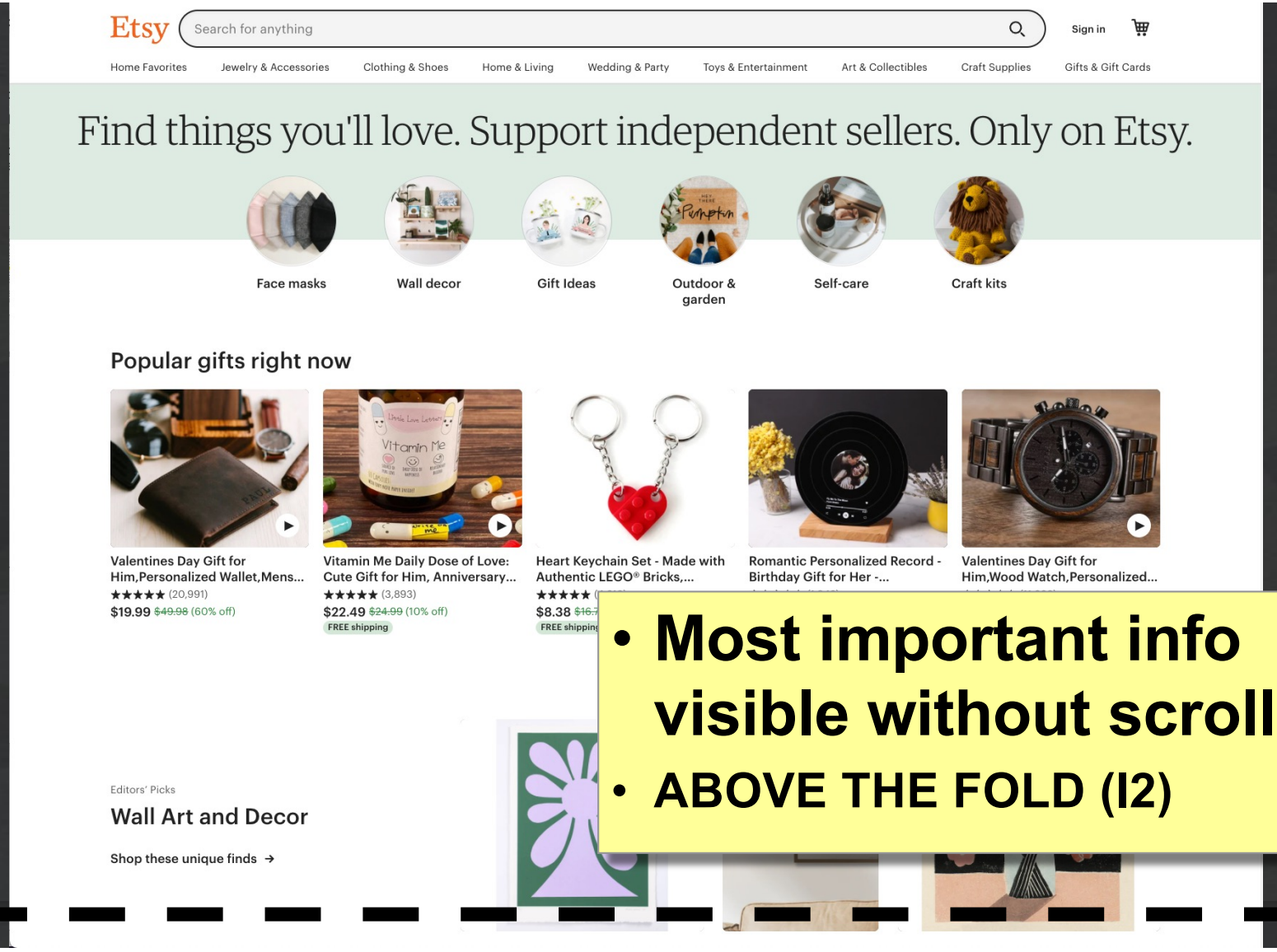
Vitamin Me Daily Dose of Love: Cute Gift for Him, Anniversary...
★★★★★ (3,893)
$22.49 ~~$24.99~~ (10% off)
FREE shipping

Heart Keycl
Authentic L
★★★★★ (4
$8.38 ~~$16.76~~
FREE shipping

What can I do here?

- ***Support sellers → buy***
- **Tab row / Search on top**
- **Popular gifts w/ prices**

1



- **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~~ ✓ In stock

You save $74.99 (60%)

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

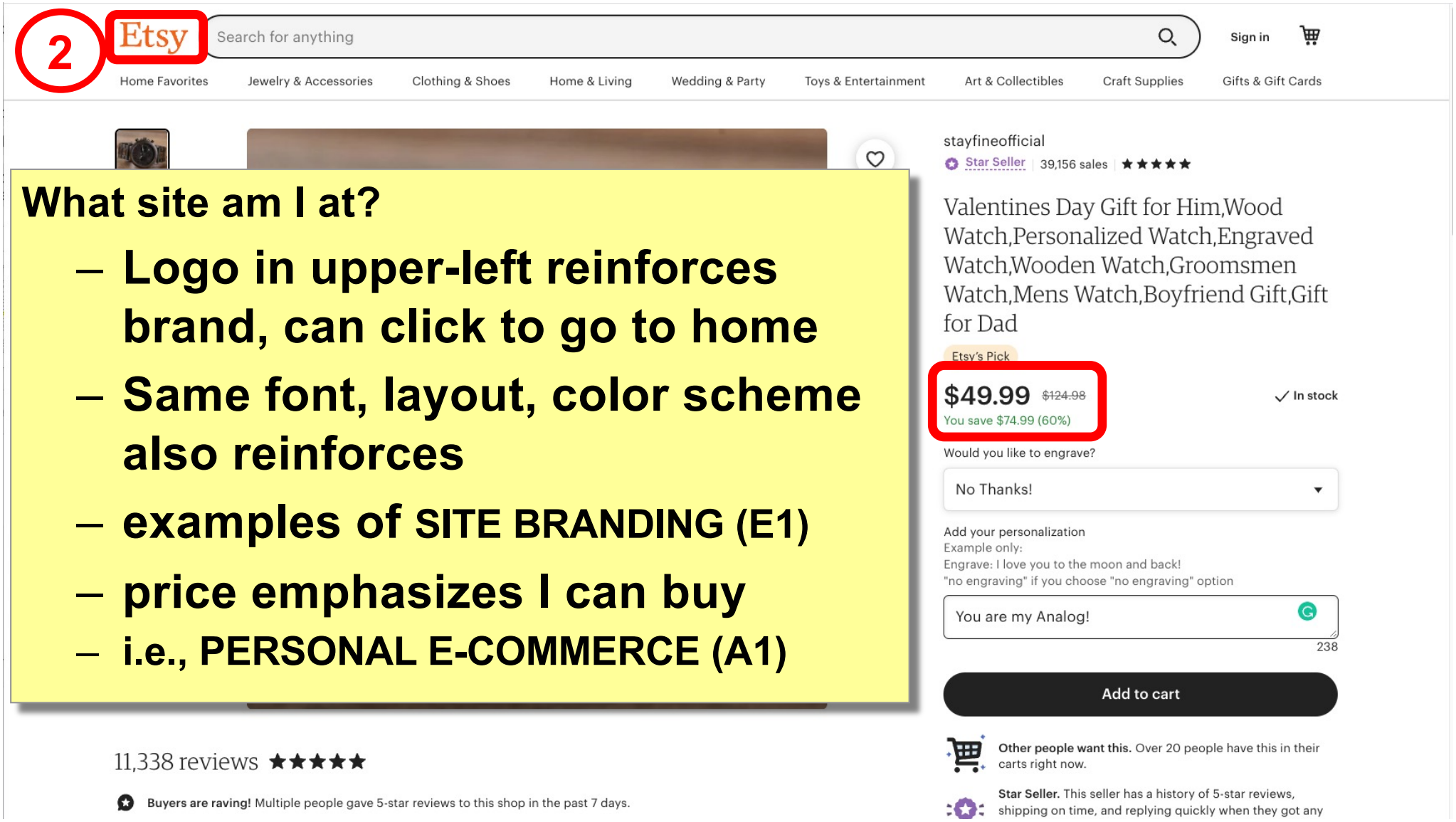
Add to cart

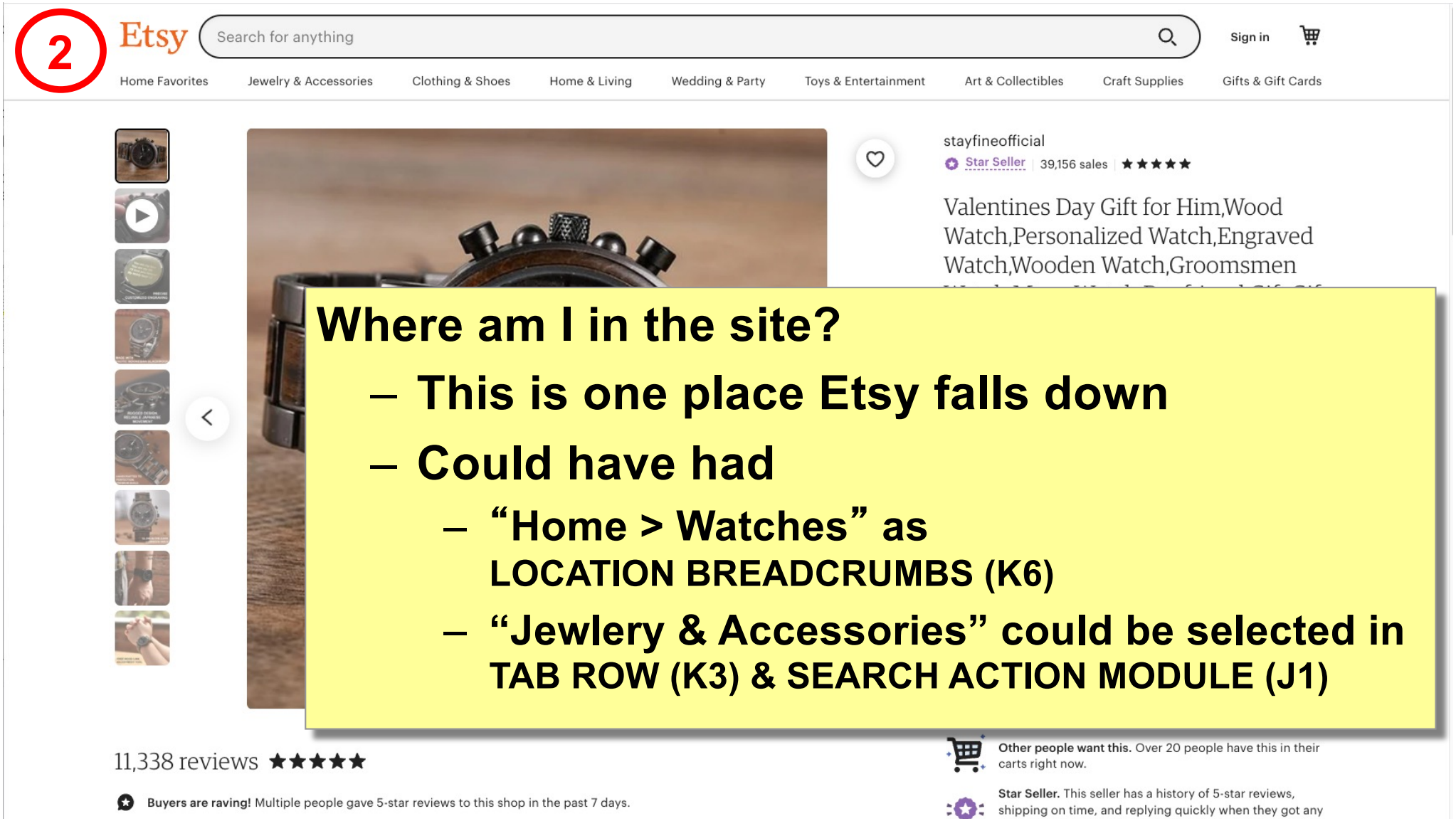
Other people want this. Over 20 people have this in their carts right now.

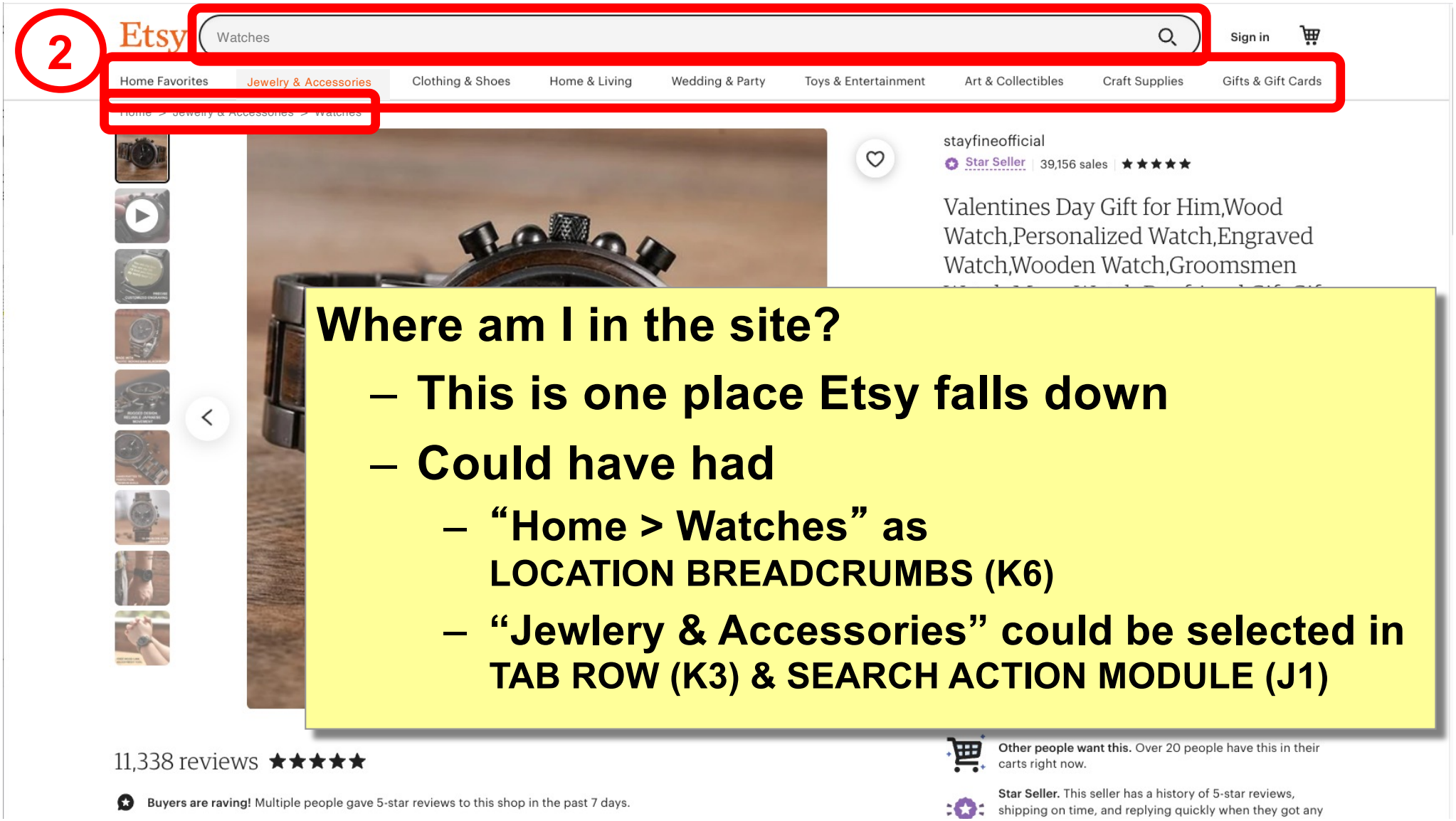
Star Seller. This seller has a history of 5-star reviews, shipping on time, and replying quickly when they got any

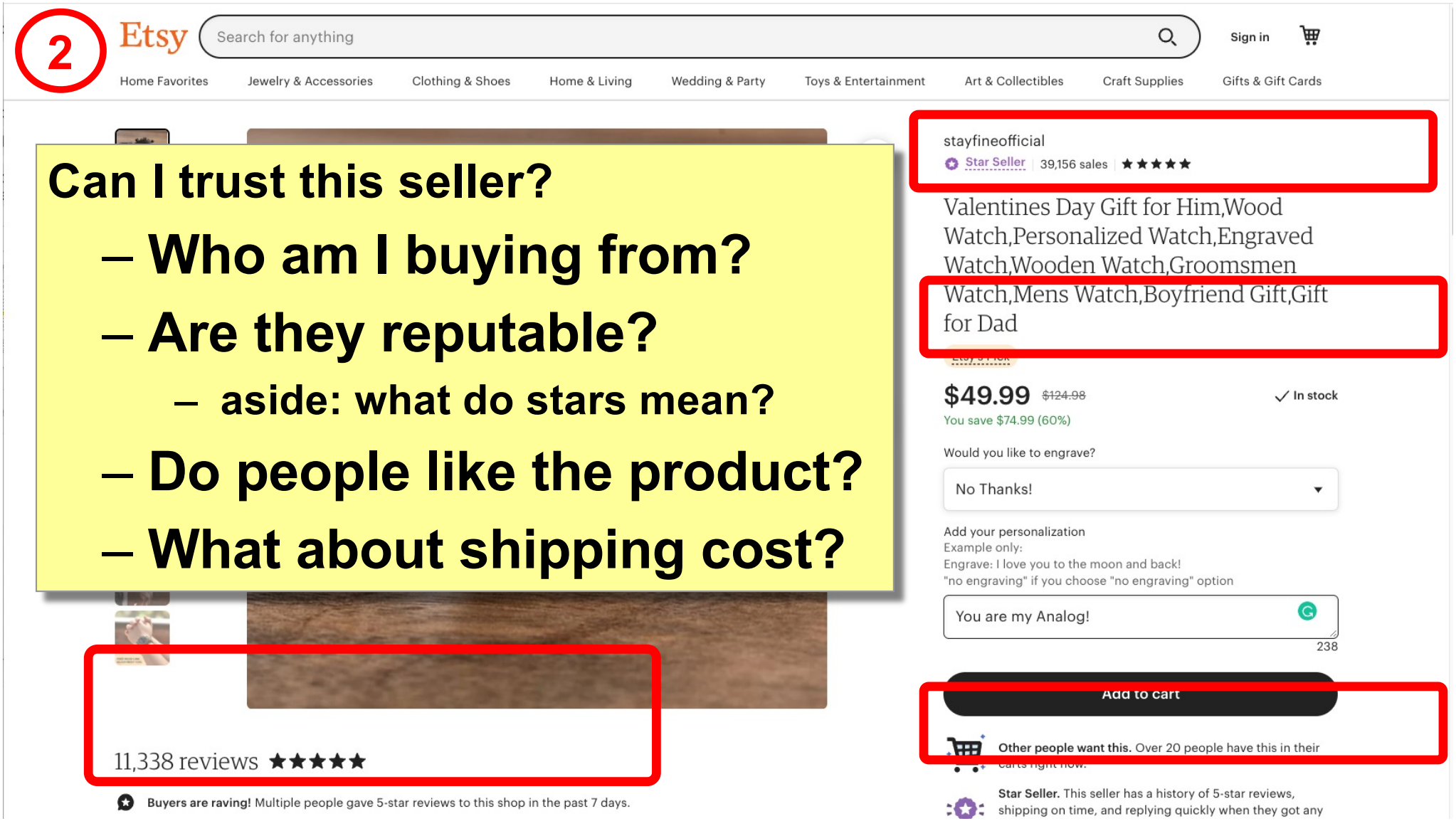
11,338 reviews ★★★★★

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
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
$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
11,338 reviews
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Other people want this. Over 20 people have this in their carts right now.
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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,Groomsmen
Where am I in the site?
– This is one place Etsy falls down
– Could have had
– "Home > Watches" as LOCATION BREADCRUMBS (K6)
– "Jewlery & 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.
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2
Etsy
Watches
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
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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
In stock
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11,338 reviews
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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

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+~~

✓ In stock

You save $74.99 (60%)

Would you like to engrave?

Select an option

Add your personalization

The Fold

– Hmm, what's below here?

11,338 reviews ★★★★★

[redacted]

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

2





Watch,Mens Watch,Boyfriend Gift,Gift for Dad

Etsy's Pick

$49.99+ ~~$124.98+~~ In stock

You save $74.99 (60%)

Would you like to engrave?

Select an option

Add your personalization
Example only:
Engrave: I love you to the moon and back!
"no engraving" if you choose "no engraving" option

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.

Details

- Handmade item
- Can be personalized

Description

Complimentary adjustment tool for wood link

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!



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

Learn more about this item

Shipping and return policies

Estimated arrival

Mar 7-9

Mar 2	Mar 3-4	Mar 7-9
Order placed	Order ships	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

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!

1

$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

Add a note to stayfineofficial (optional)

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

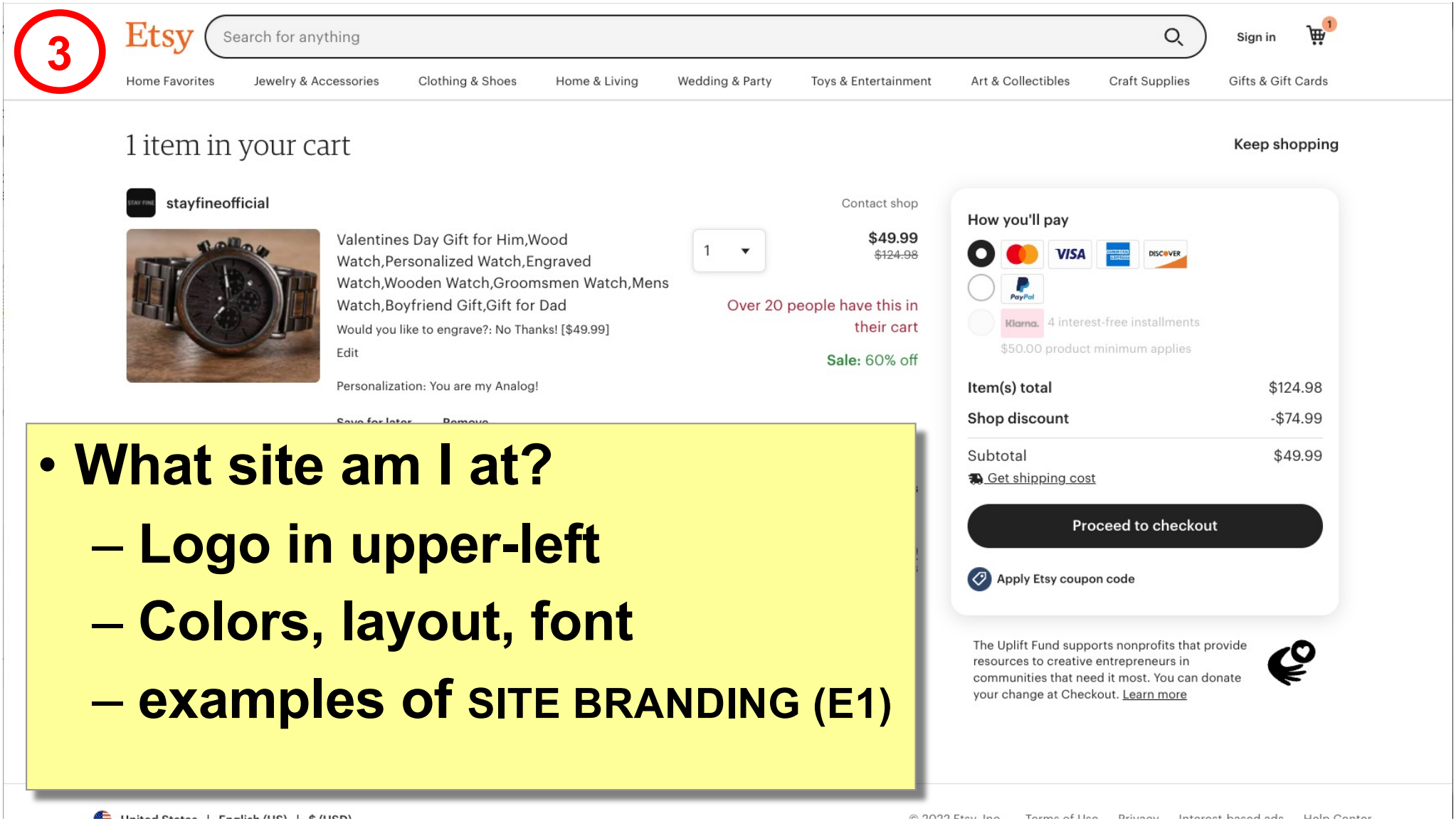
Get shipping cost

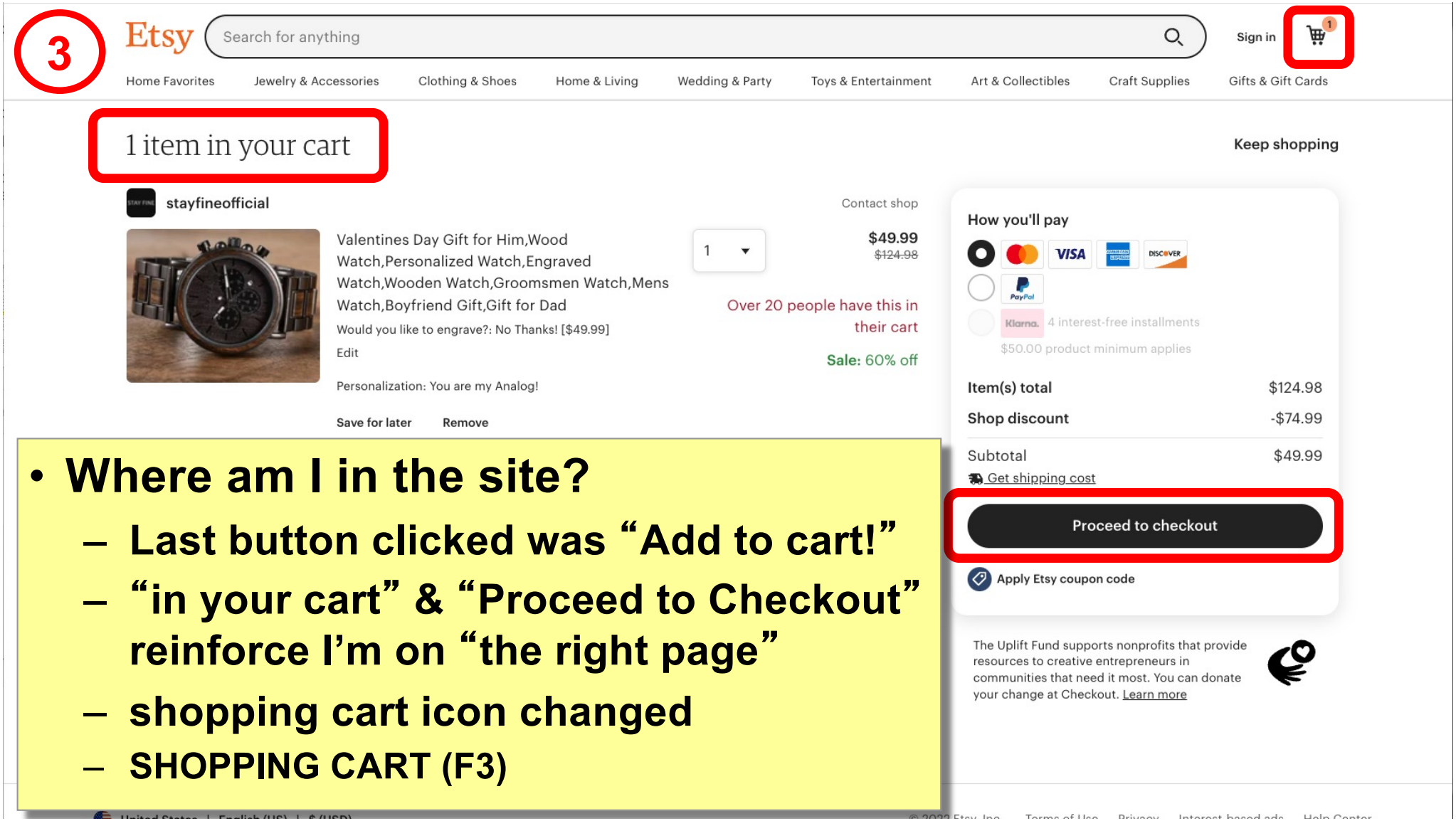
Proceed to checkout

Apply Etsy coupon code

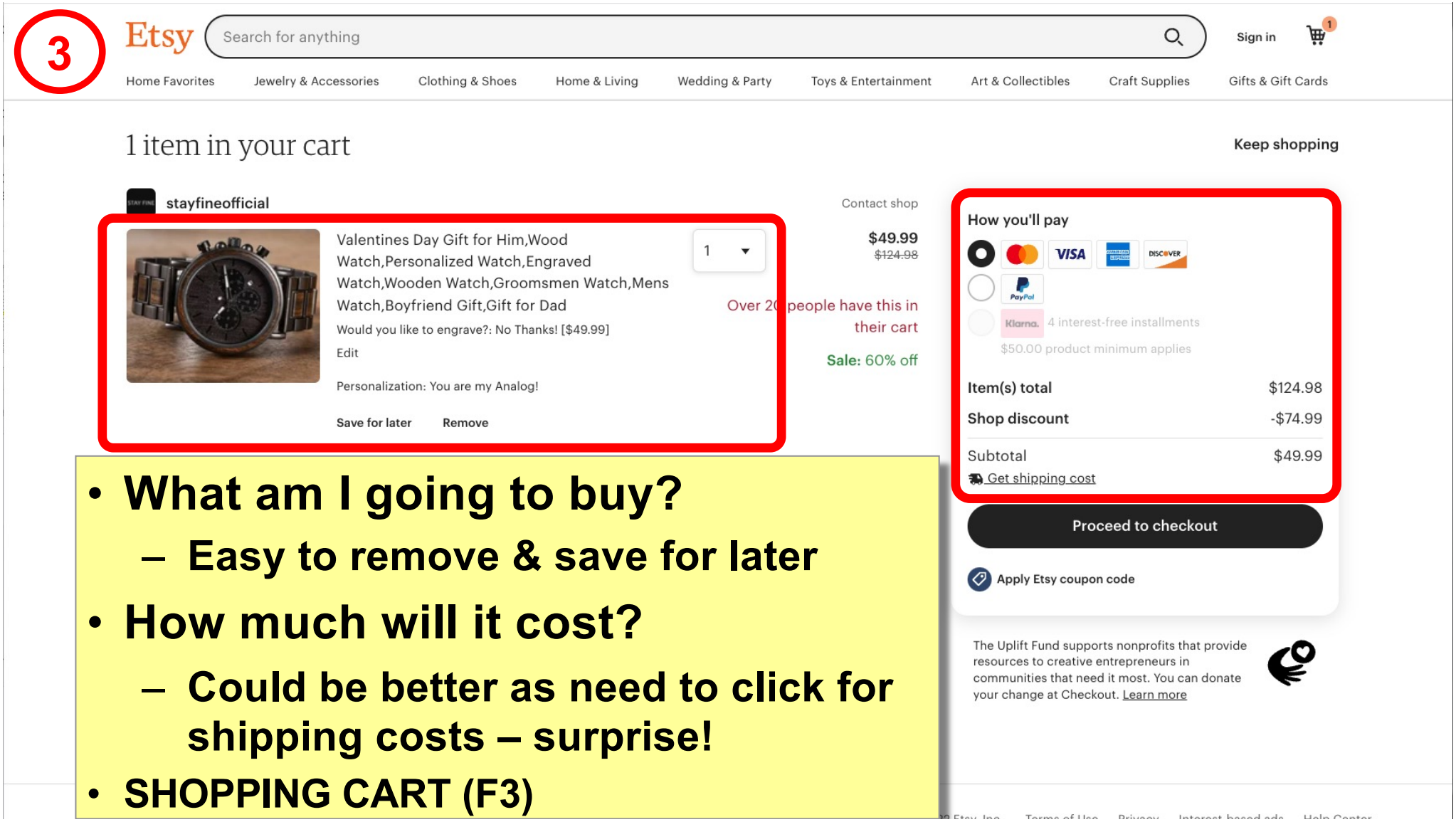
The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. Learn more

Etsy offsets carbon emissions from every delivery

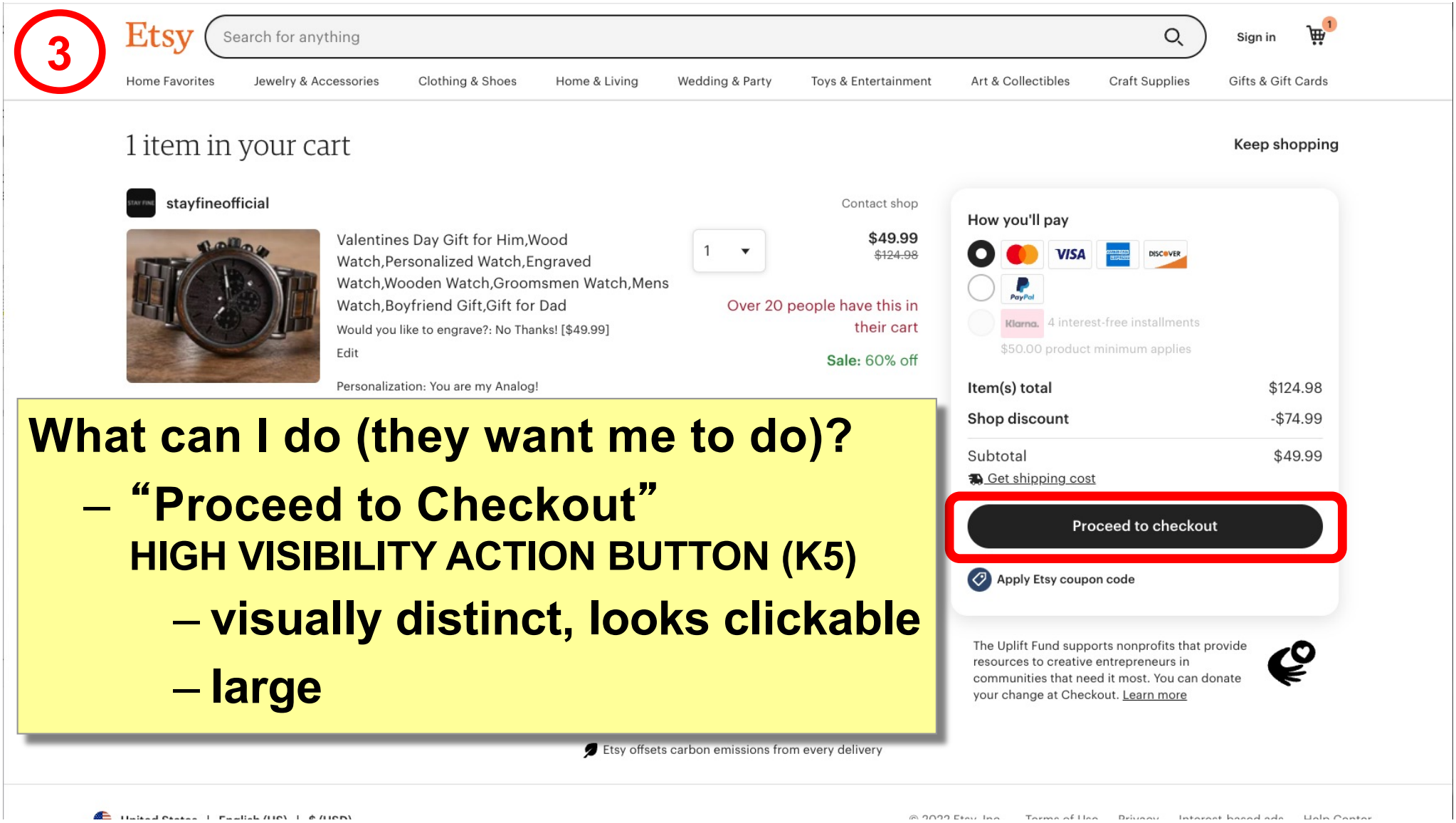

3
Etsy
Search for anything
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Home Favorites
Jewelry & Accessories
Clothing & Shoes
Home & Living
Wedding & Party
Toys & Entertainment
Art & Collectibles
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stayfineofficial
Contact shop
Valentines Day Gift for Him,Wood Watch,Personalized Watch,Engraved Watch,Wooden Watch,Groomsmen Watch,Mens Watch,Boyfriend Gift,Gift for Dad
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$49.99
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Over 20 people have this in their cart
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Klarna. 4 interest-free installments
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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
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)

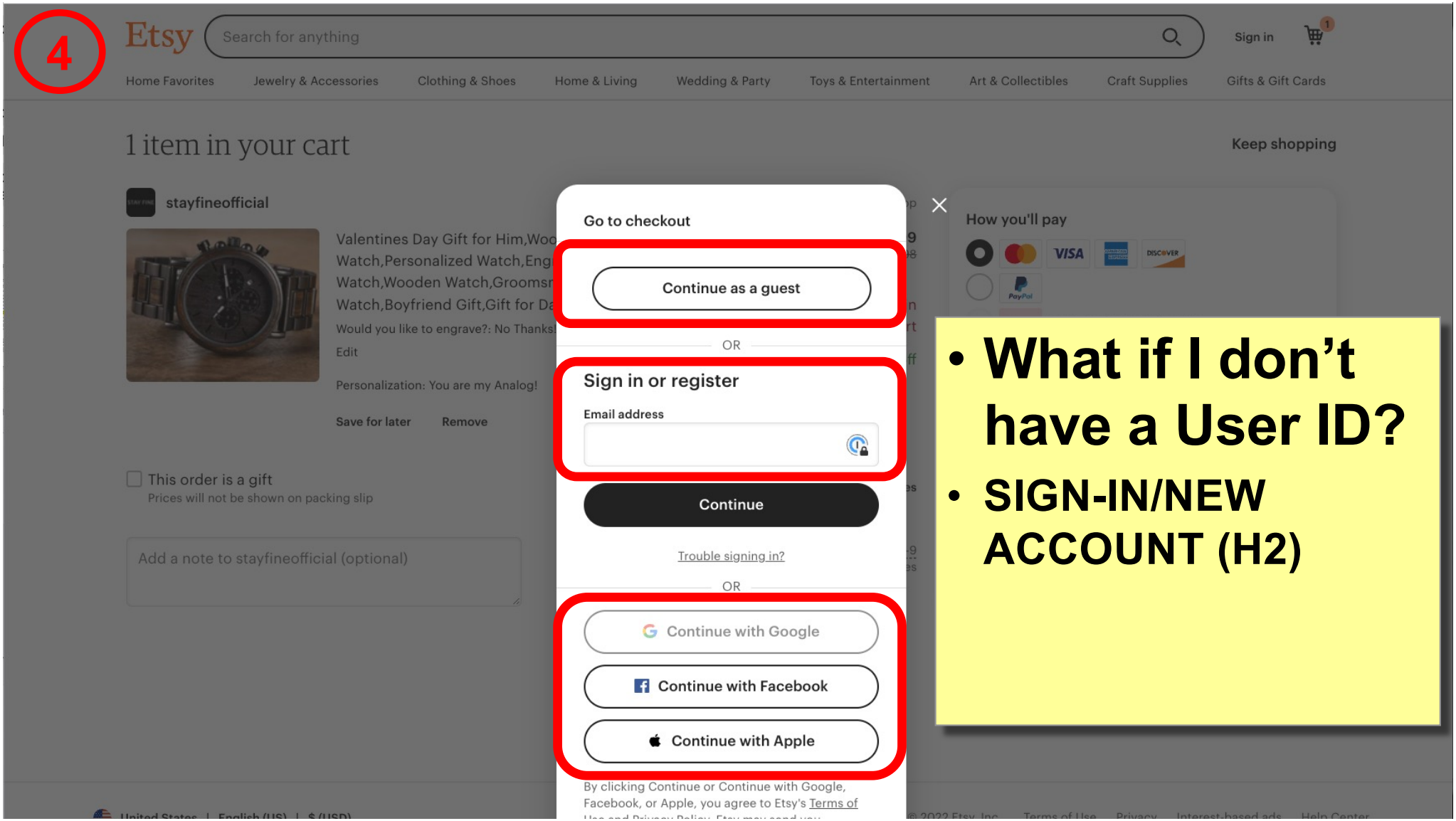

3
Etsy
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Sign in
Home Favorites
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Clothing & Shoes
Home & Living
Wedding & Party
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Art & Collectibles
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stayfineofficial
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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
Would you like to engrave?: No Thanks! [$49.99]
Edit
Personalization: You are my Analog!
Save for later
Remove
1
$49.99
$124.98
Over 20 people have this in their cart
Sale: 60% off
How you'll pay
4 interest-free installments
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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)

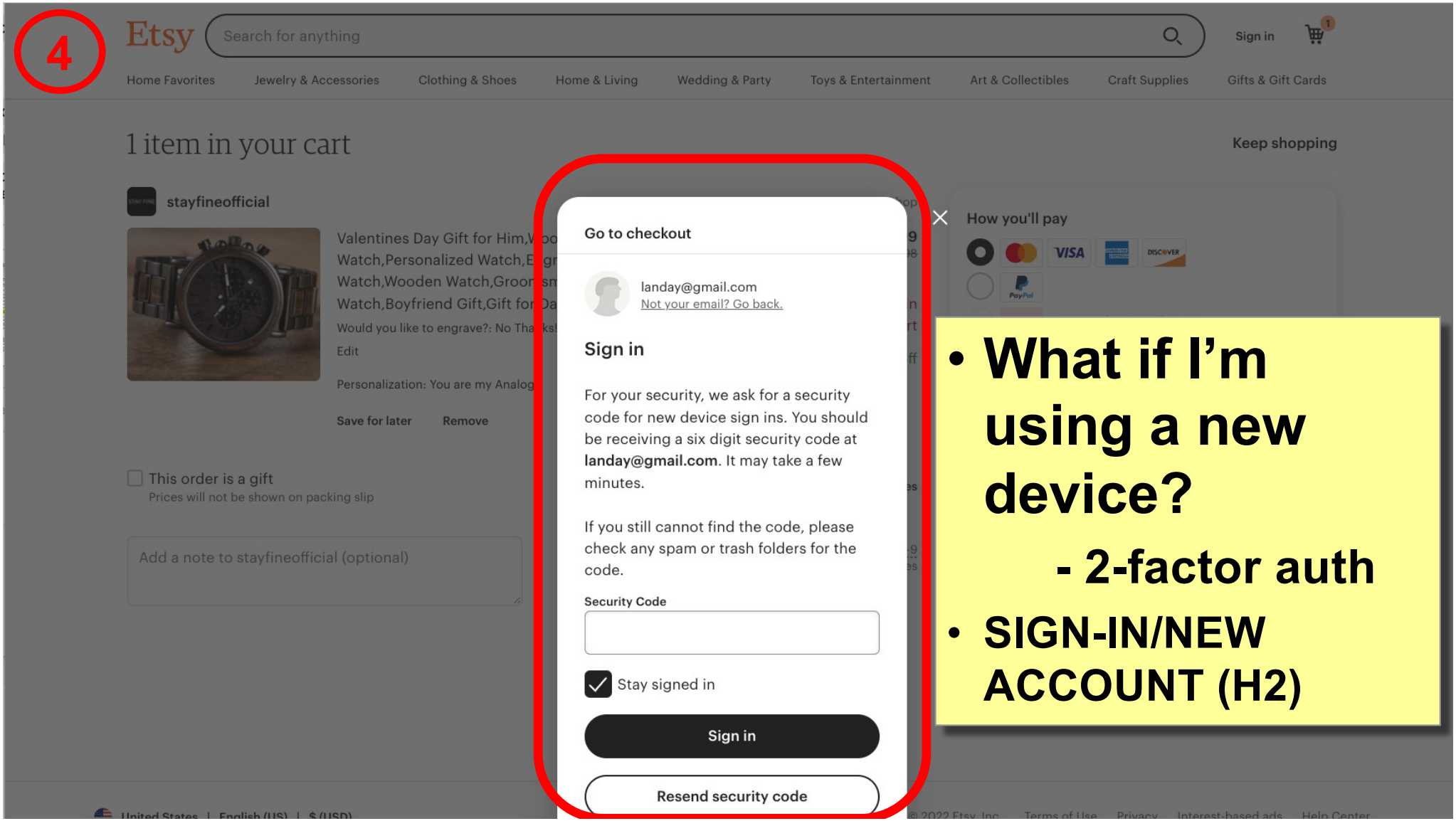
3

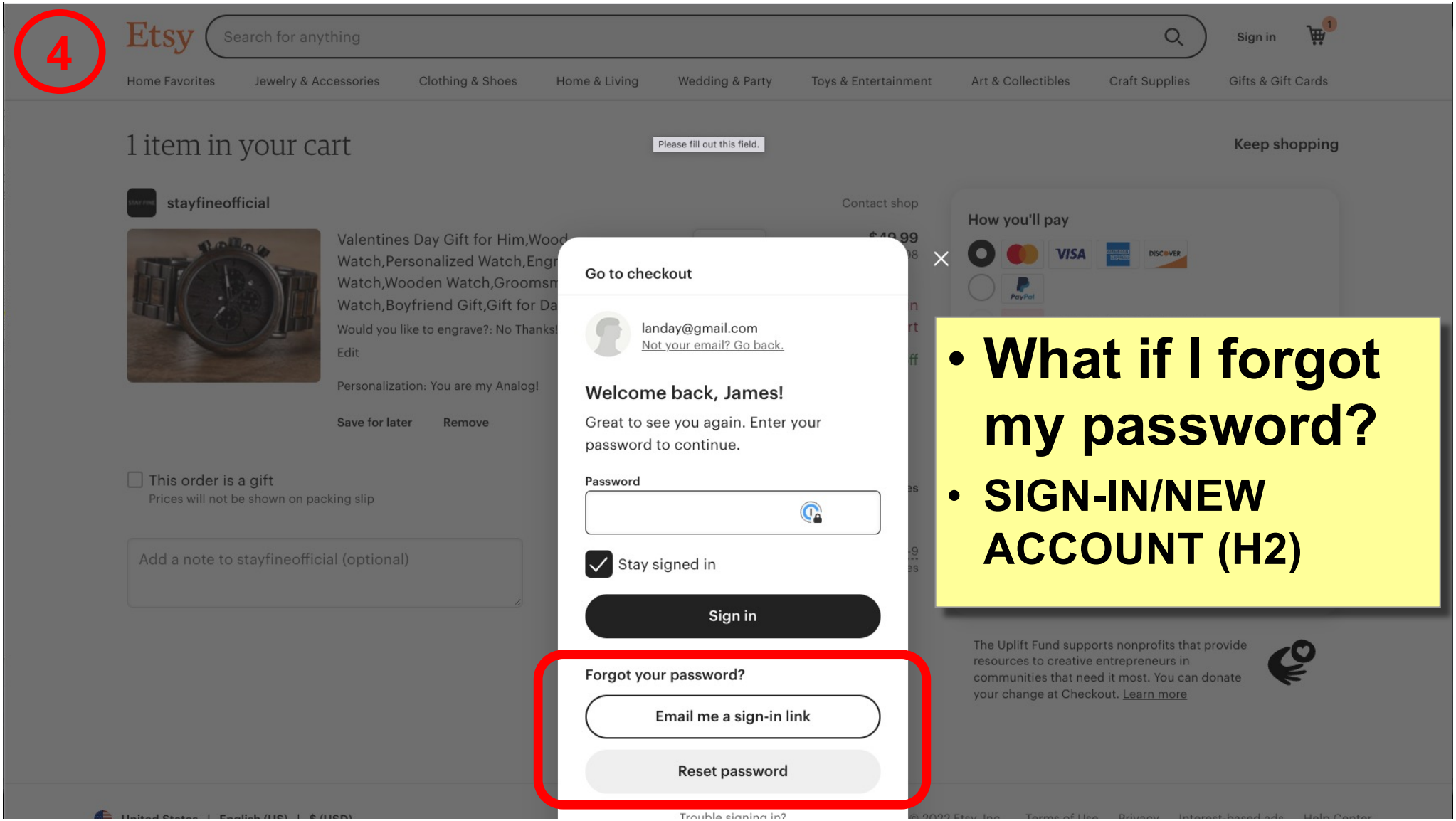


- **What am I going to buy?**
  - **Easy to remove & save for later**
- **How much will it cost?**
  - **Could be better as need to click for shipping costs – surprise!**
- **SHOPPING CART (F3)**


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
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Personalization: You are my Analog!
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$124.98
Over 20 people have this in their cart
Sale: 60% off
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
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
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1 item in your cart
Keep shopping
stayfineofficial
Valentines Day Gift for Him,Wood
Watch,Personalized Watch,Engr
Watch,Wooden Watch,Groomsm
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
How you'll pay
VISA
PayPal
• 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
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1 item in your cart
Keep shopping
stayfineofficial
Valentines Day Gift for Him,W
Watch,Personalized Watch,E
Watch,Wooden Watch,Groo
Watch,Boyfriend Gift,Gift for
Would you like to engrave?: No Tha
Edit
Personalization: You are my Analog
Save for later
Remove
This order is a gift
Prices will not be shown on packing slip
Add a note to stayfineofficial (optional)
Go to checkout
landay@gmail.com
Not your email? Go back.
Sign in
For your security, we ask for a security code for new device sign ins. You should be receiving a six digit security code at landay@gmail.com. It may take a few minutes.
If you still cannot find the code, please check any spam or trash folders for the code.
Security Code
Stay signed in
Sign in
Resend security code
How you'll pay
VISA
DISCOVER
PayPal
• What if I'm using a new device?
- 2-factor auth
• SIGN-IN/NEW ACCOUNT (H2)
United States | English (US) | $ (USD)
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Privacy
Interest-based ads
Help Center


4
Etsy
Search for anything
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Jewelry & Accessories
Clothing & Shoes
Home & Living
Wedding & Party
Toys & Entertainment
Art & Collectibles
Craft Supplies
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Remove
This order is a gift
Prices will not be shown on packing slip
Add a note to stayfineofficial (optional)
How you'll pay
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
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 if I forgot my password?
• SIGN-IN/NEW ACCOUNT (H2)



Etsy Secure checkout

Shipping — Payment — Review

Choose a shipping address

Default
James Landay
[redacted]
STANFORD, CA 94305
United States

Ship here

Edit Delete

+ Add a new address

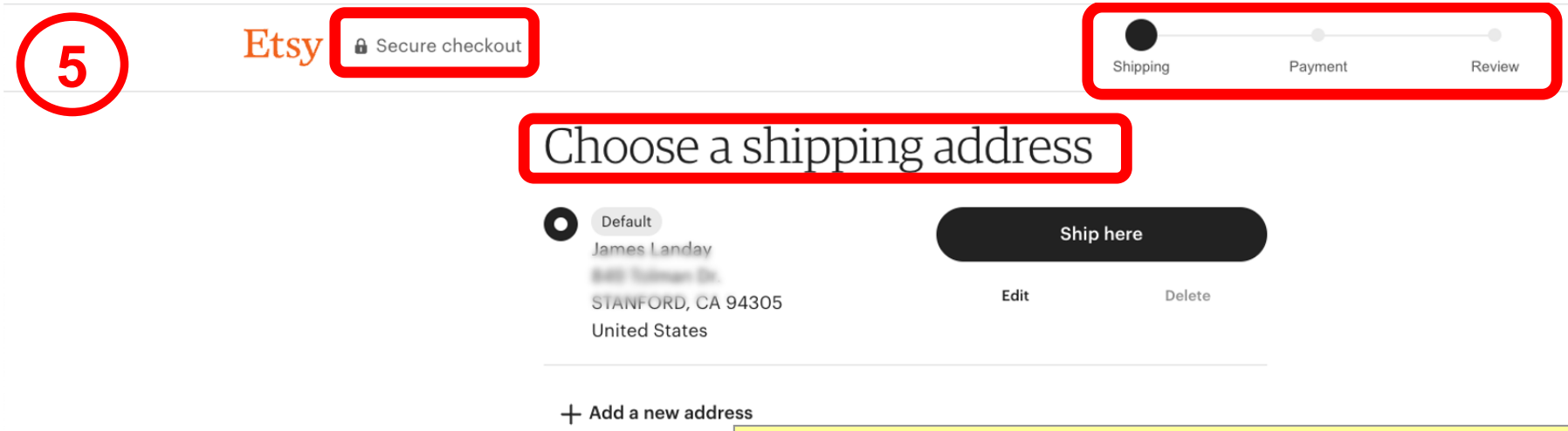
© 2022 Etsy, Inc. Terms of Use Privacy Interest-based ads Help Center

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.

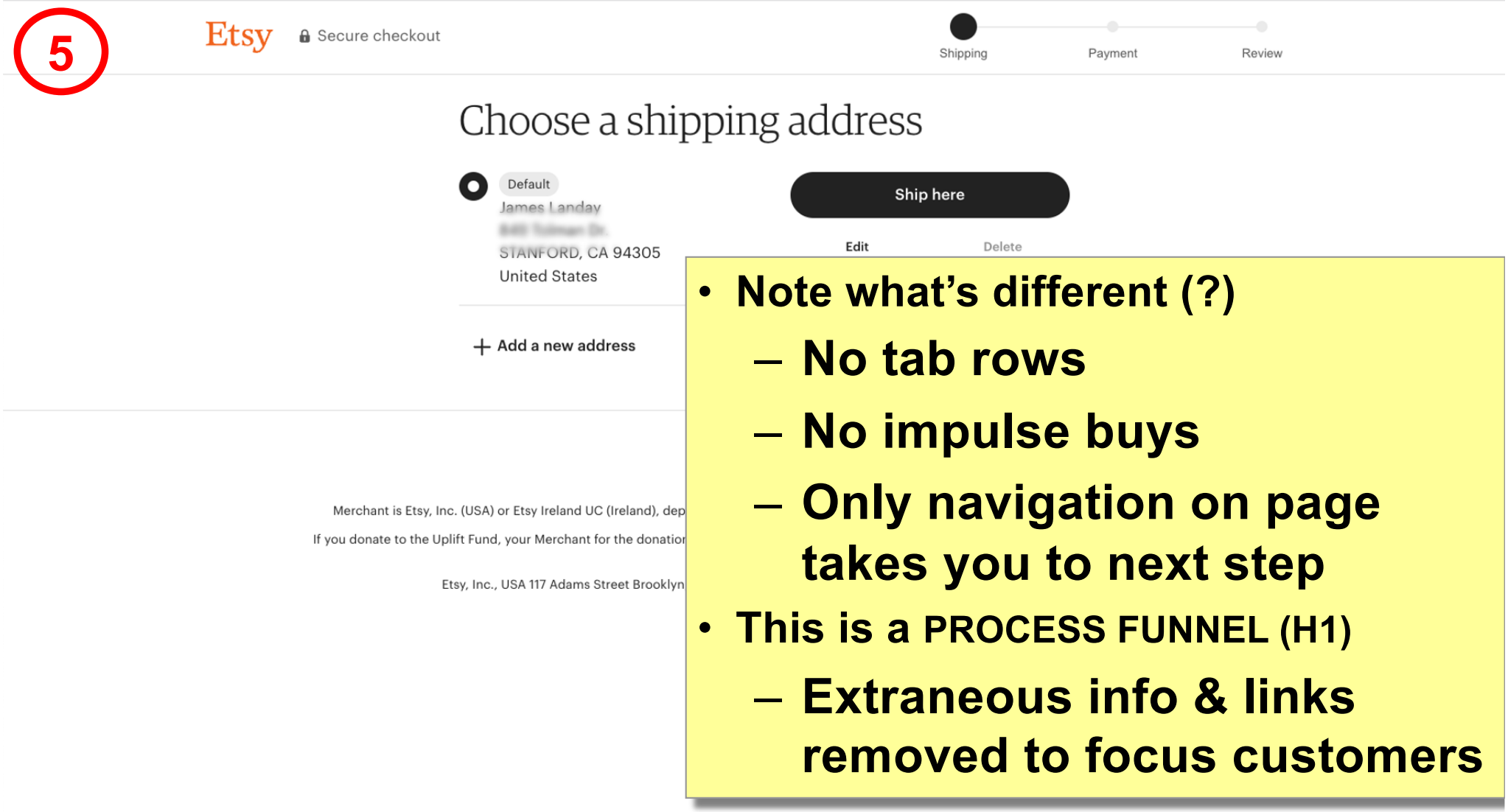
Etsy, Inc., USA 117 Adams Street Brooklyn, NY 11201 Etsy Ireland UC 66/67 Great Strand Street Dublin 1

5

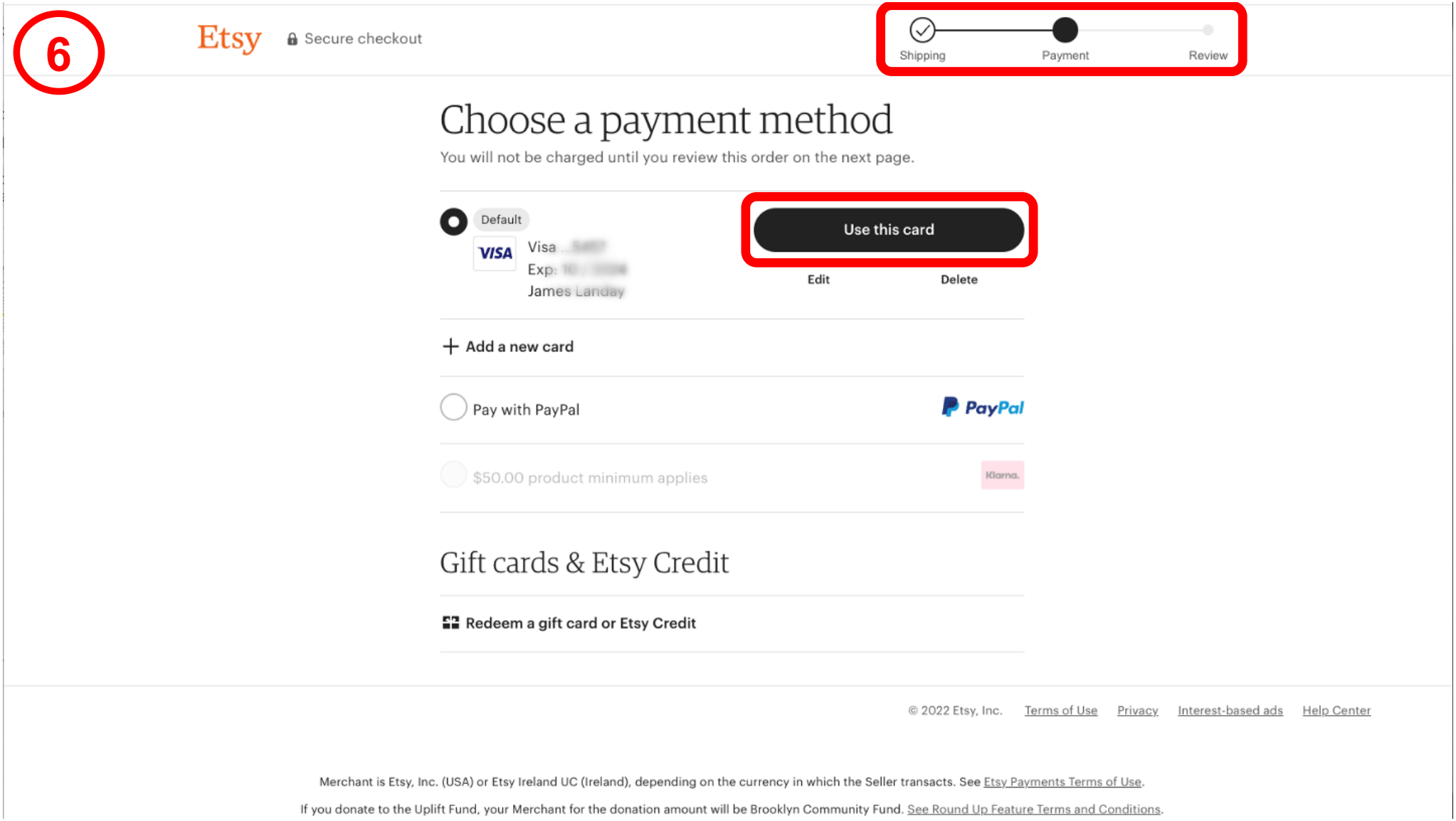


- **What site?**
  - **Logo, layout, color, fonts**
- **Where in site?**
  - **Checkout, step 1 of 3**
  - **“Choose a shipping address”**
  - **QUICK-FLOW CHECKOUT (F1)**

5



- **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
Shipping
Payment
Review
Choose a payment method
You will not be charged until you review this order on the next page.
Default
VISA
Visa
Exp:
James Landay
Use this card
Edit
Delete
Add a new card
Pay with PayPal
PayPal
$50.00 product minimum applies
Klarna.
Gift cards & Etsy Credit
Redeem a gift card or Etsy Credit
© 2022 Etsy, Inc.
Terms of Use
Privacy
Interest-based ads
Help Center
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.

7

Etsy Secure checkout

Shipping — Payment — Review

Double check your order details

Shipping address

James Landay
849 Tolman Dr.
STANFORD, CA 94305
United States

Change

Payment method

VISA Visa ...5457
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

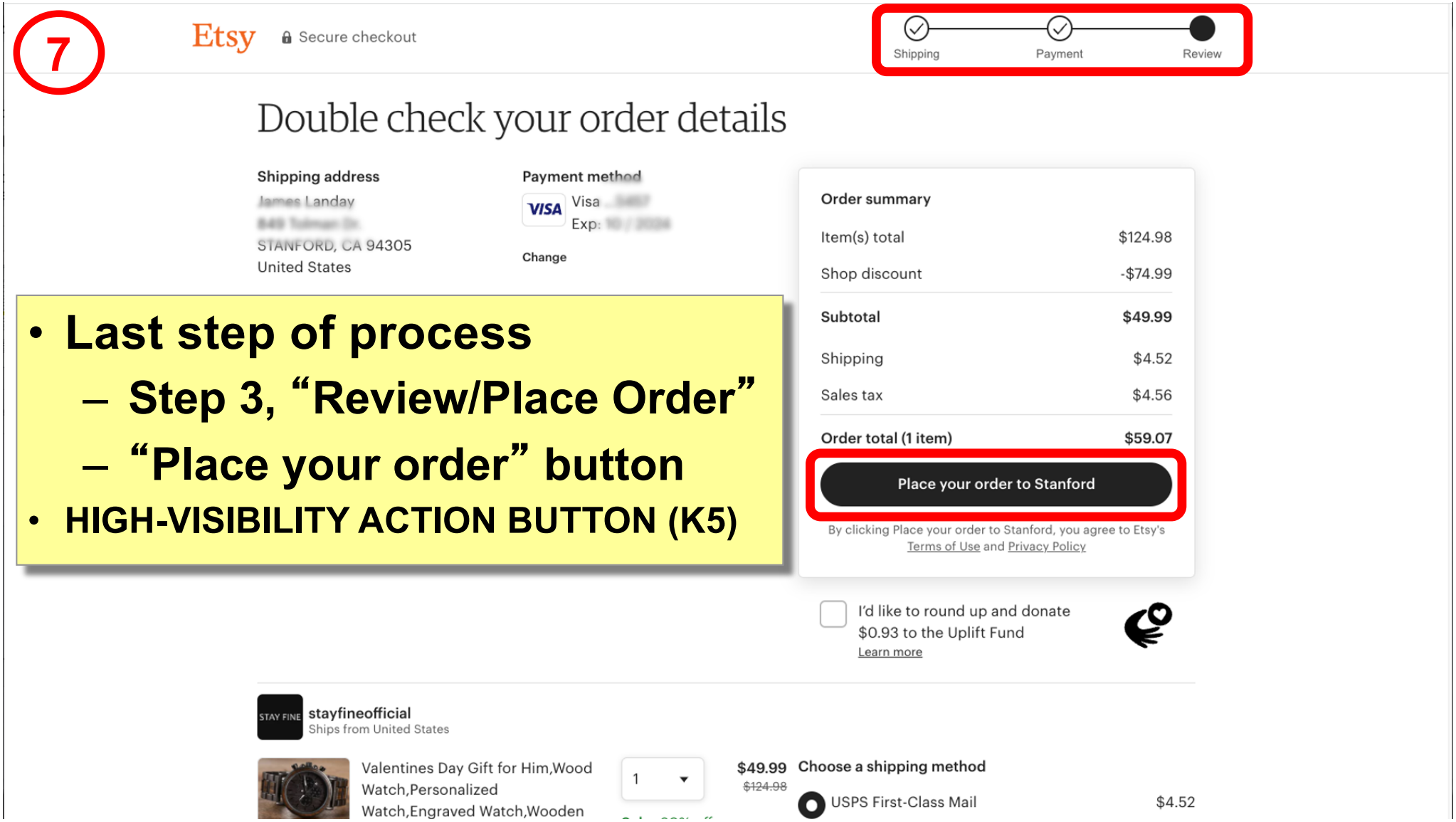
1

$49.99
~~$124.98~~

Choose a shipping method

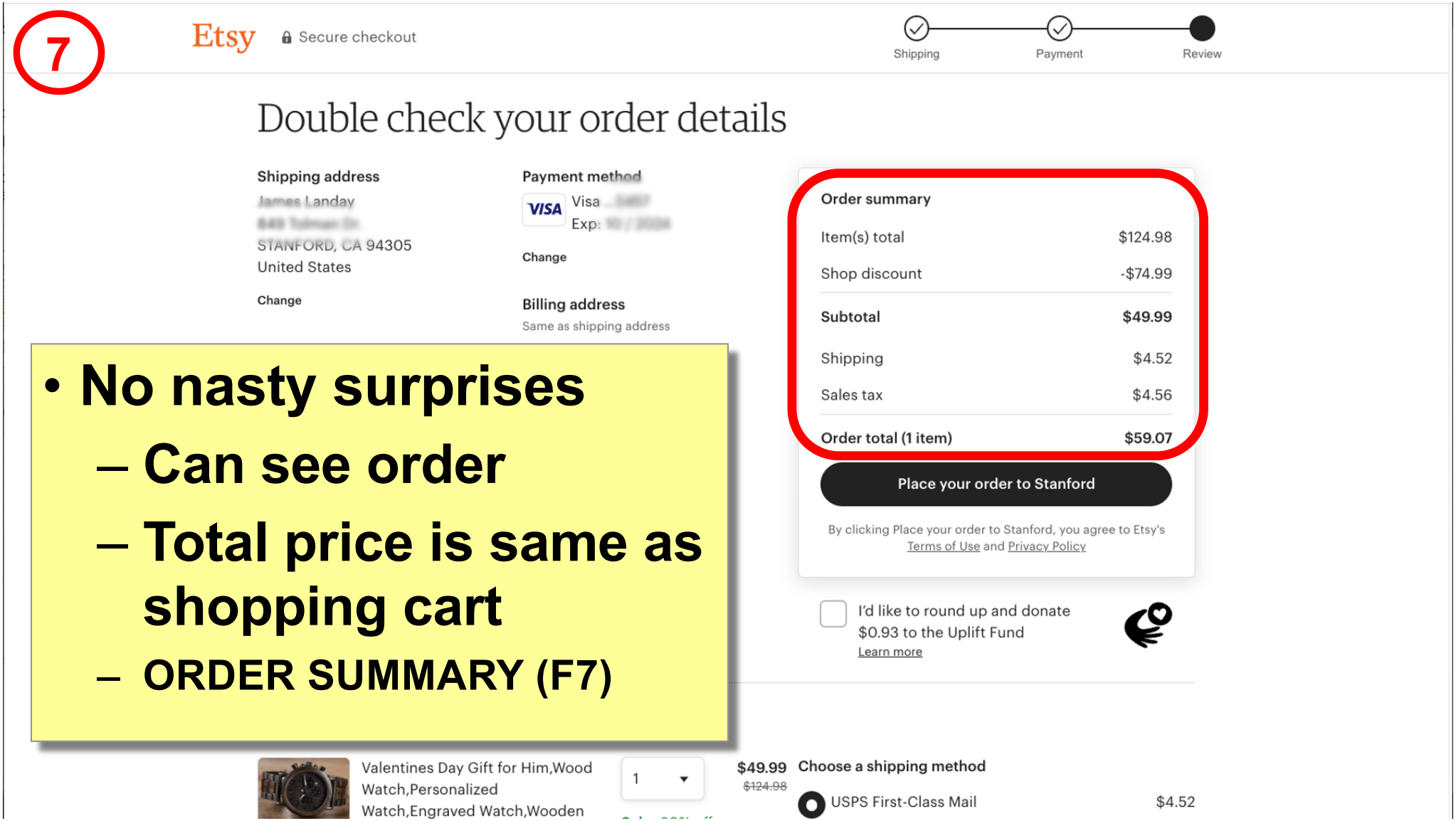
USPS First-Class Mail $4.52

7



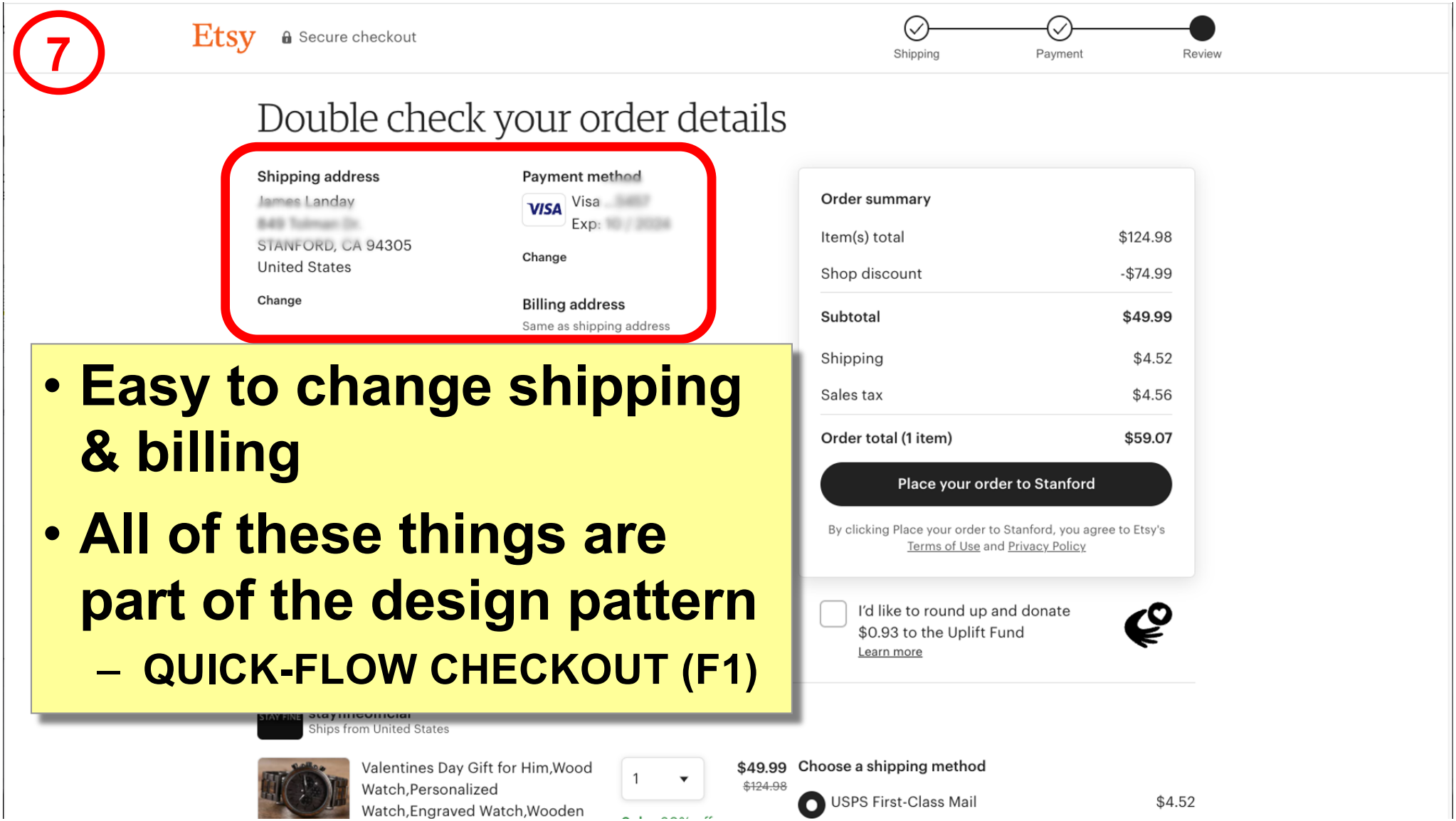
- **Last step of process**
  - **Step 3, "Review/Place Order"**
  - **"Place your order" button**
- **HIGH-VISIBILITY ACTION BUTTON (K5)**

7



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

7



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

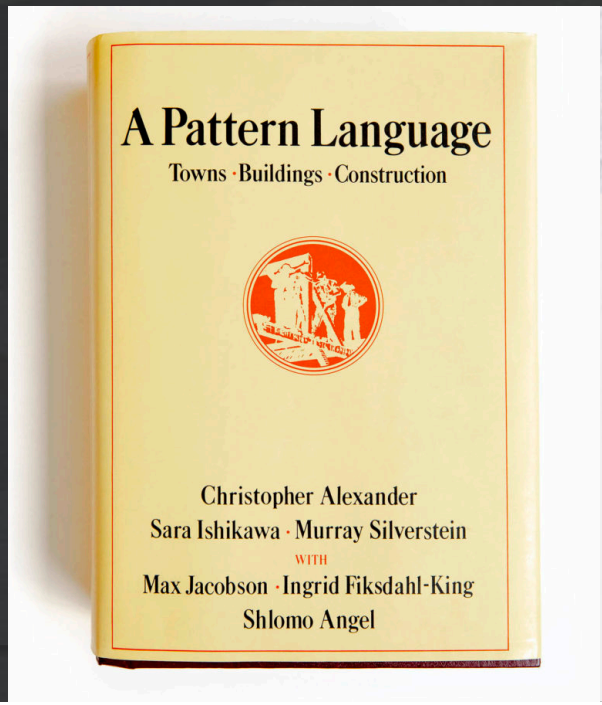
Design = Solutions

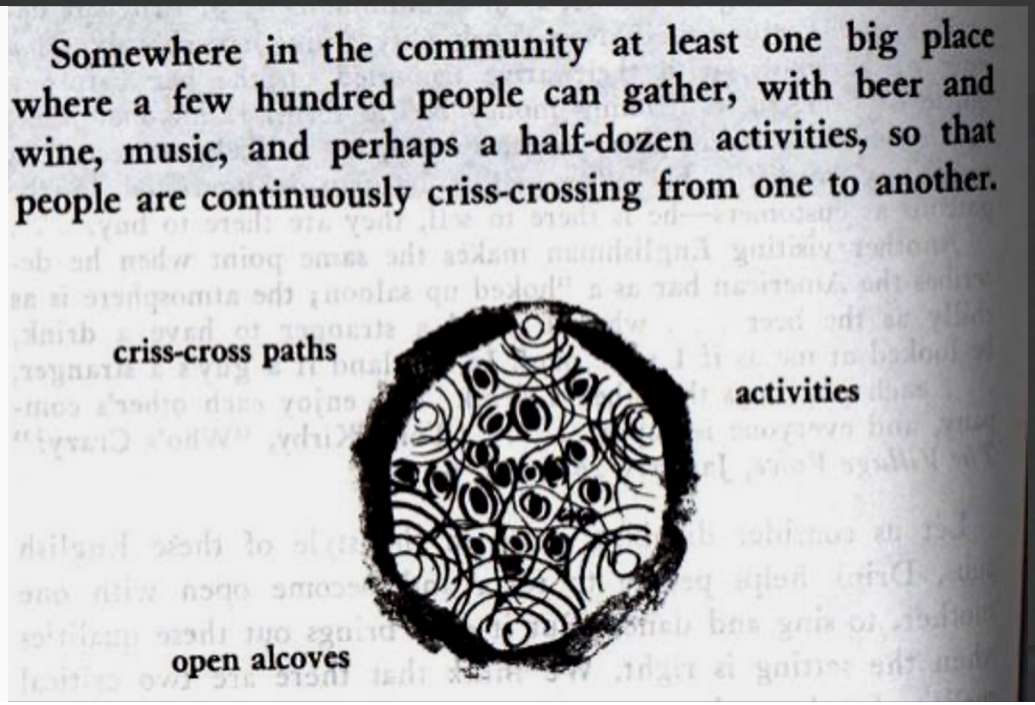
- Design is about finding solutions
- Unfortunately, designers often reinvent
  - Hard to know *how* things were done before
  - *Why* things were done a certain way
  - *How* to reuse solutions

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

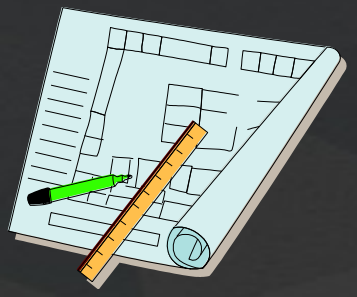


activities

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

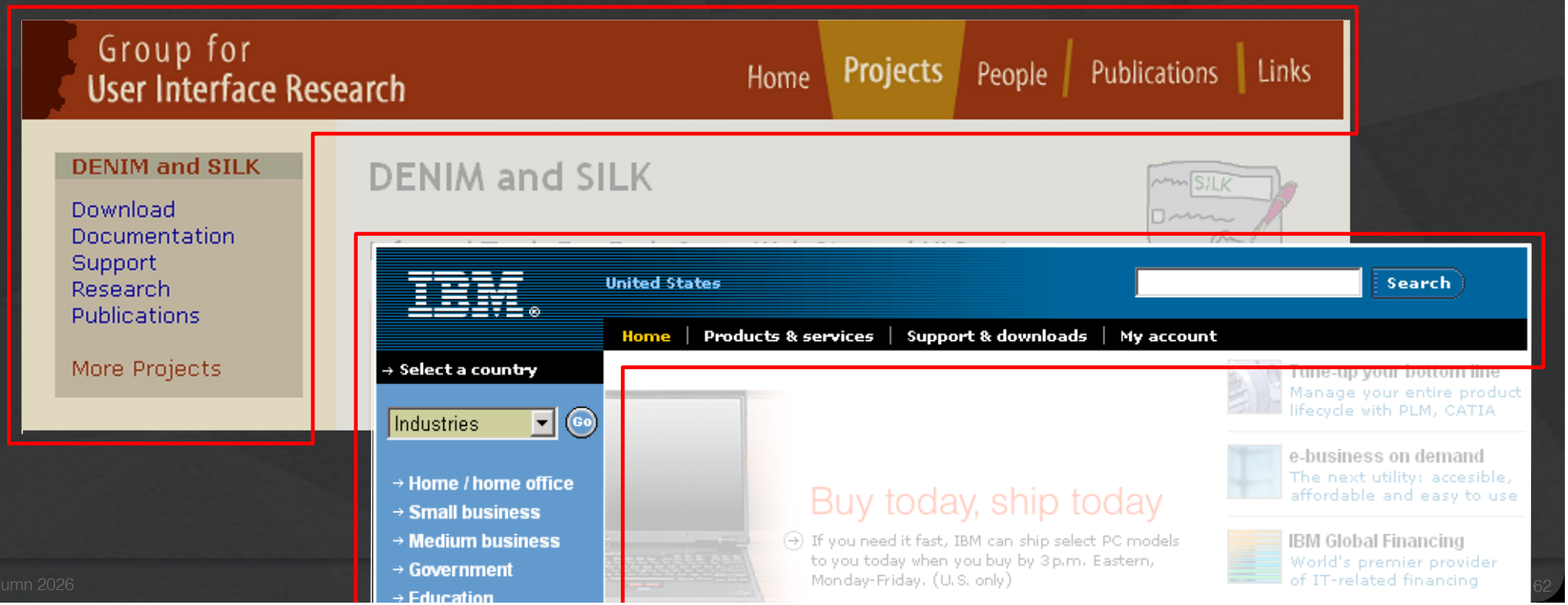
Web Design Patterns

- Also used in UI design
- Communicate design problems & solutions, e.g.,
  - 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…



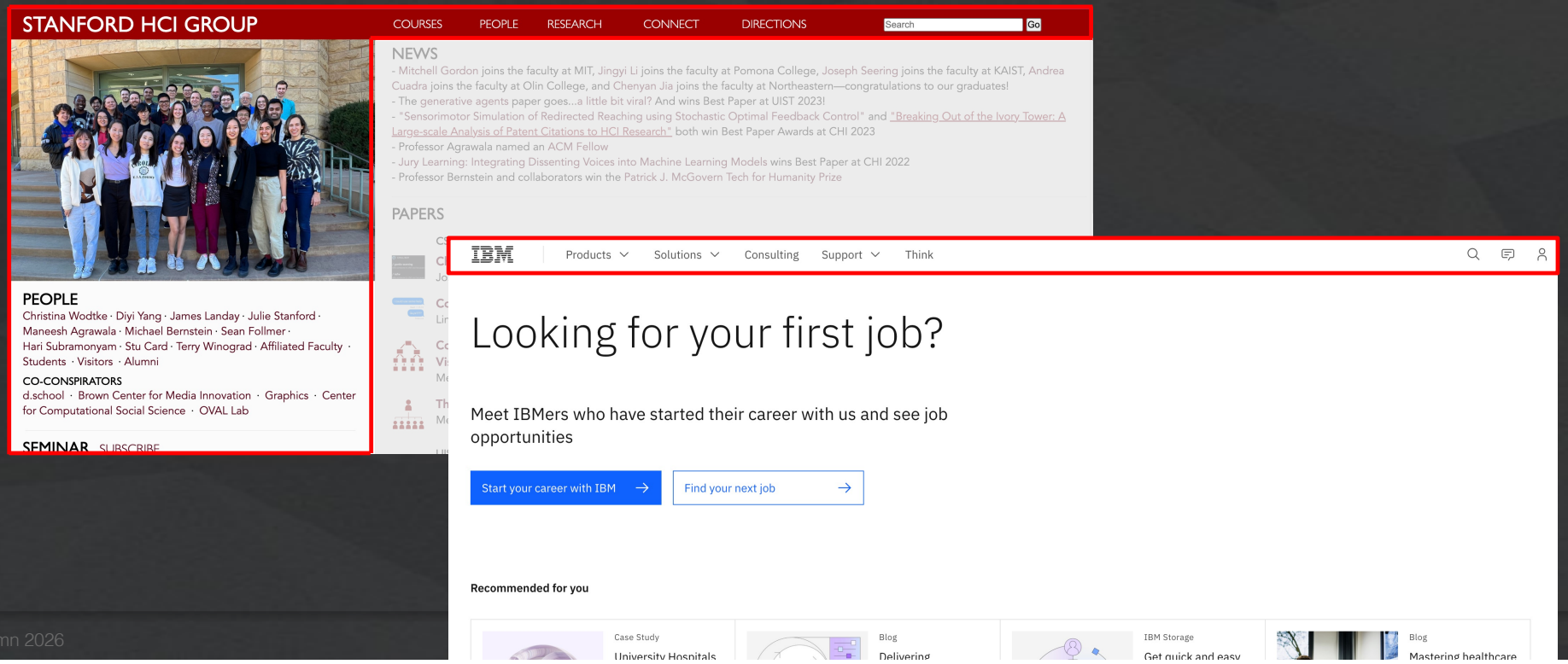
NAVIGATION BAR (K2)

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



NAVIGATION BAR (K2)

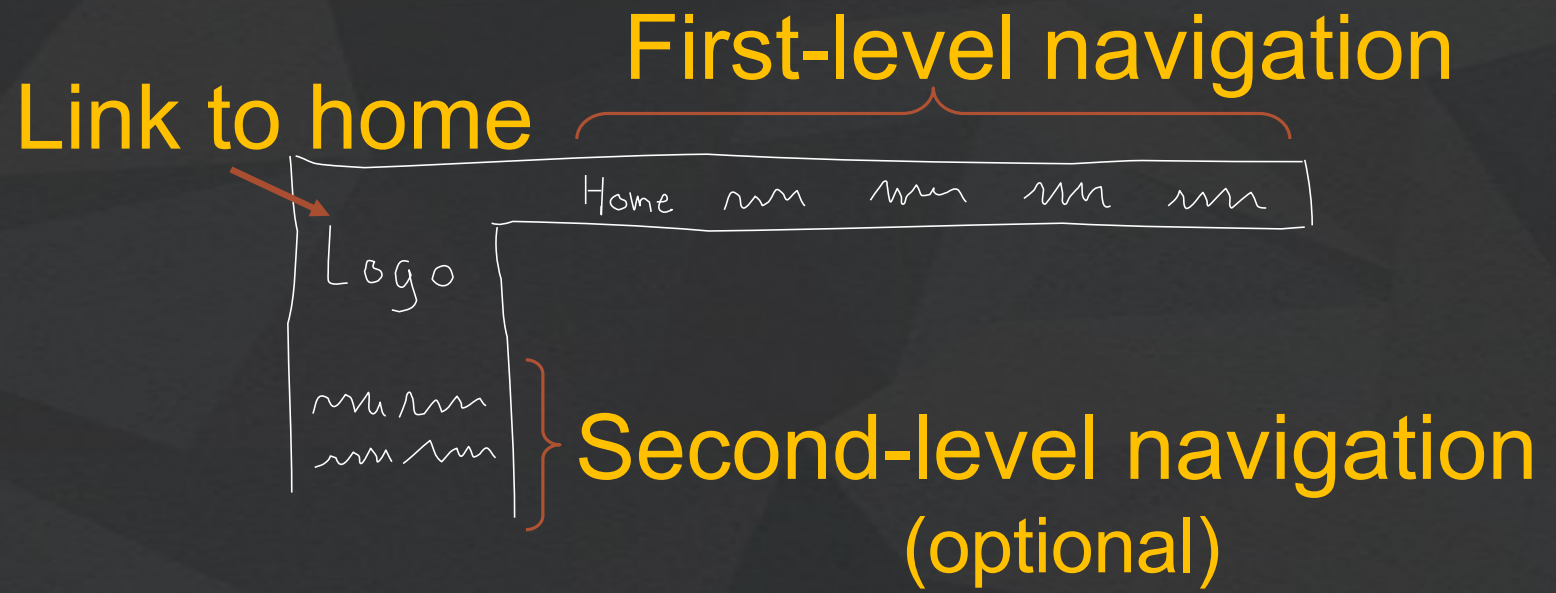
Problem: Customers need a structured, organized way of finding the most important parts of your Web site



NAVIGATION BAR (K2)

Solution diagram

- captures essence on how to solve problem



Pattern Groups

Our patterns organized by group

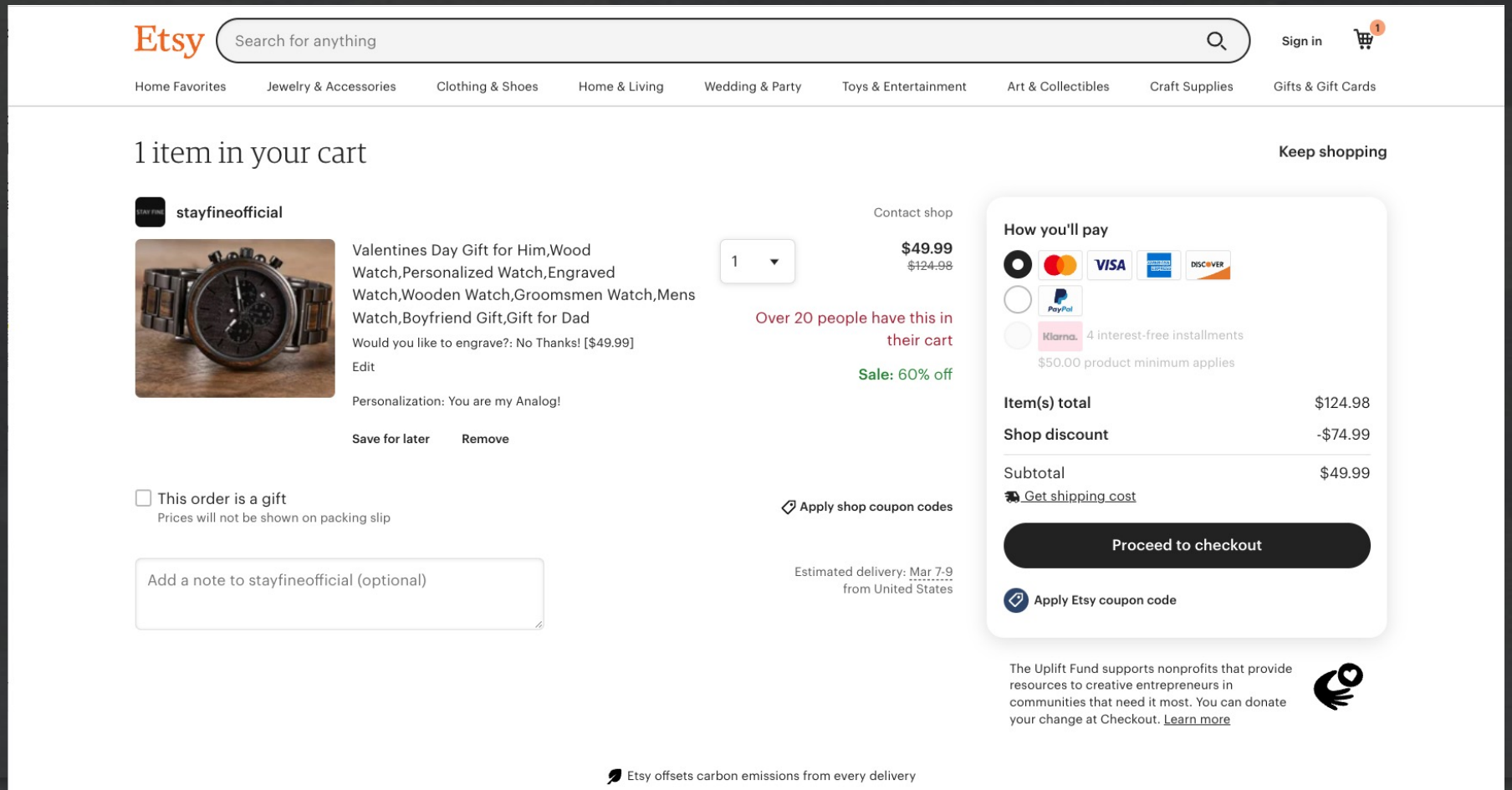
- A Site genres
- B Navigational framework
- C Home page
- D Content management
- E Trust and credibility
- F Basic ecommerce
- G Advanced ecommerce
- H Completing tasks
- I Page layouts
- J Search
- K Page-level navigation
- L Speed
- M The mobile web

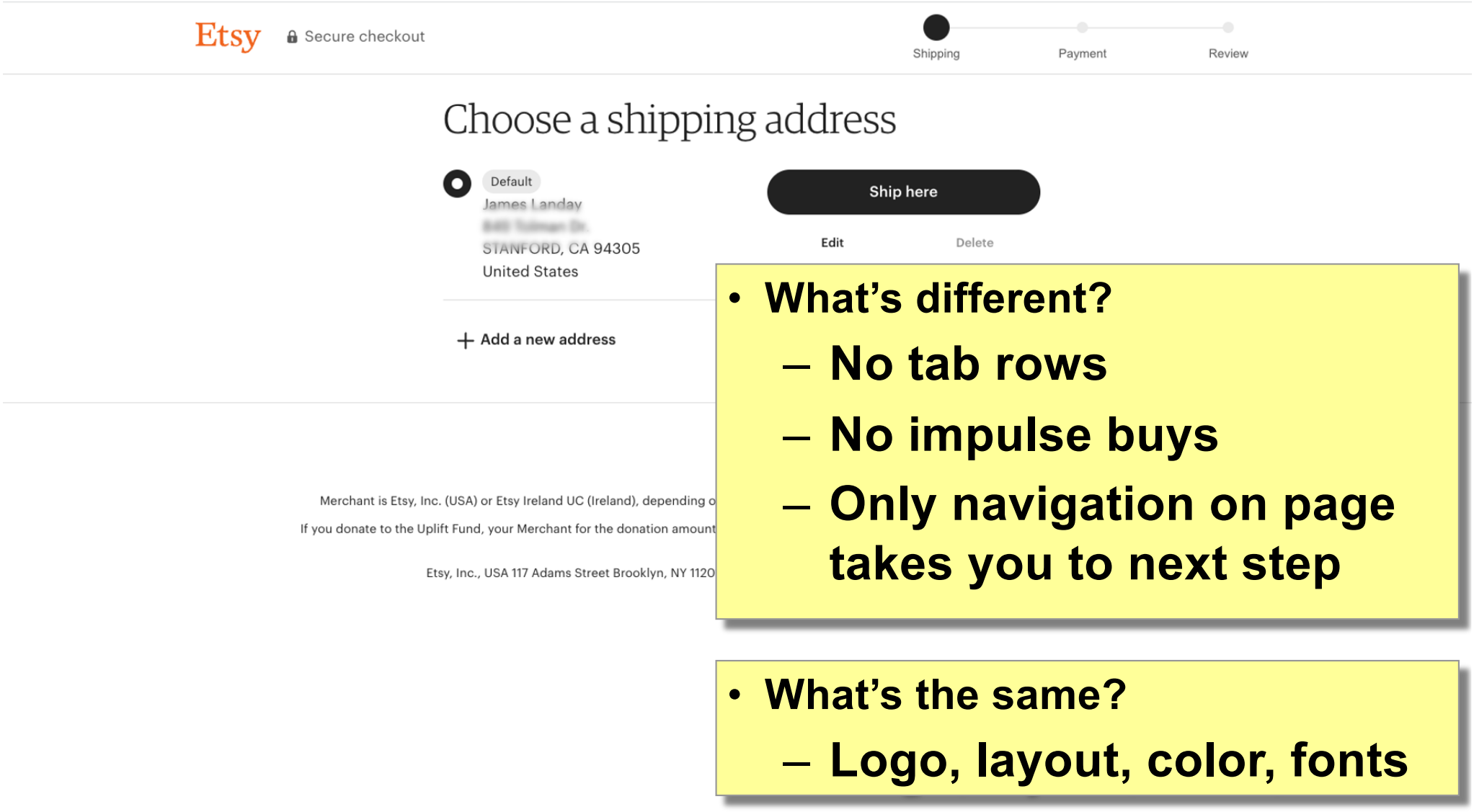
PROCESS FUNNEL (H1)

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)





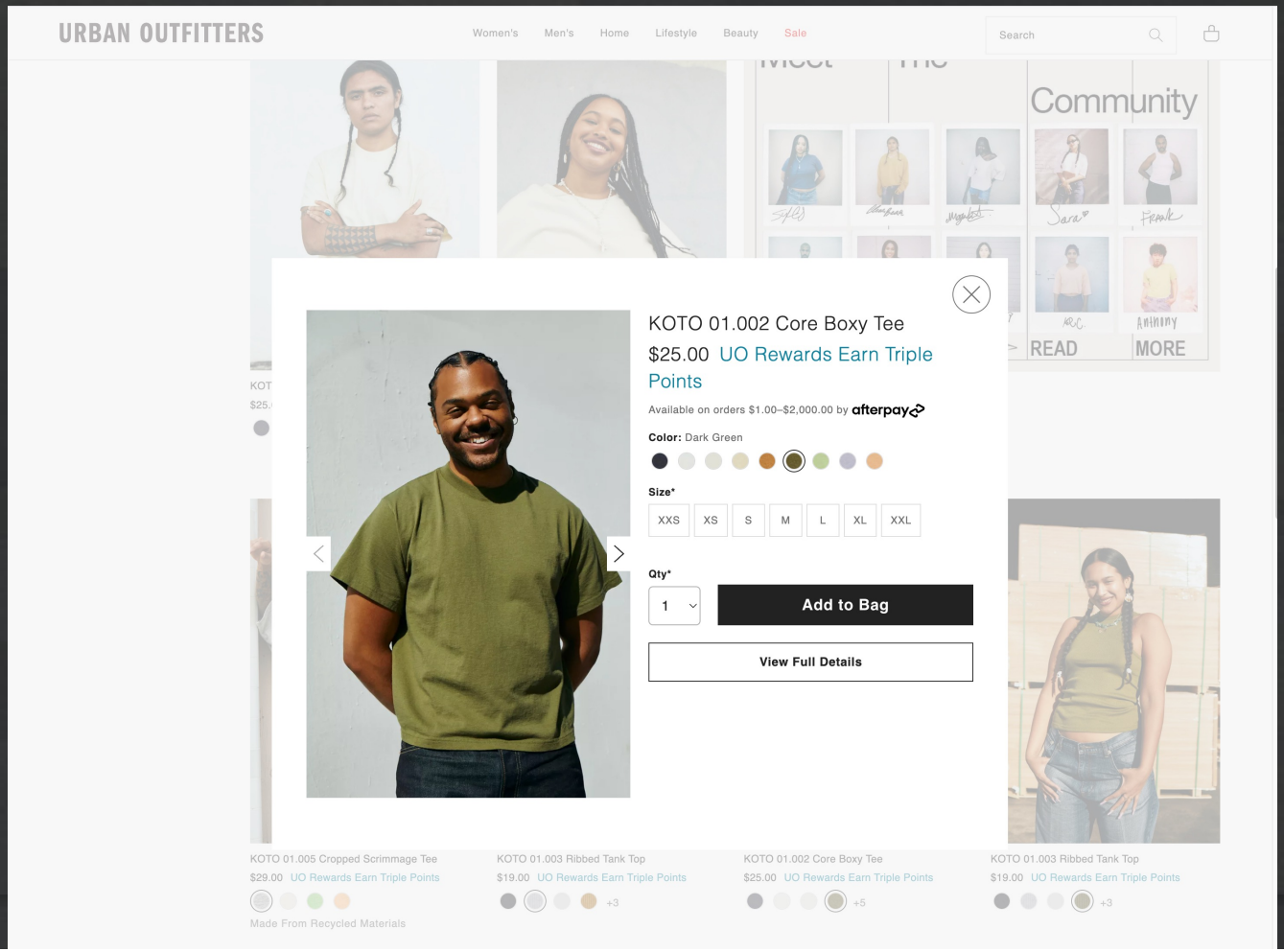
- **What's different?**
  - **No tab rows**
  - **No impulse buys**
  - **Only navigation on page takes you to next step**

- **What's the same?**
  - **Logo, layout, color, fonts**

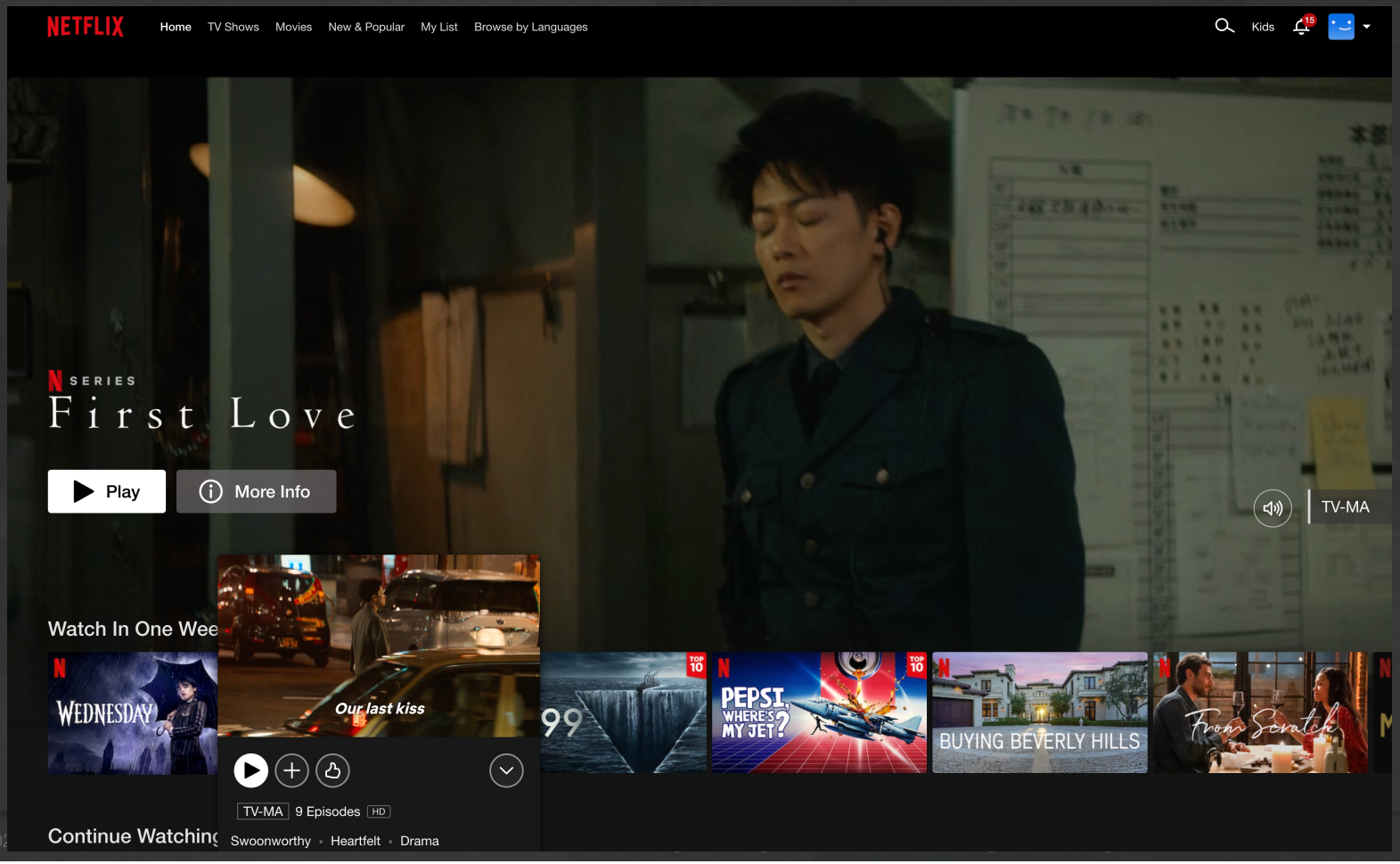
PROCESS FUNNEL (H1)

Problem: What if users need extra help?

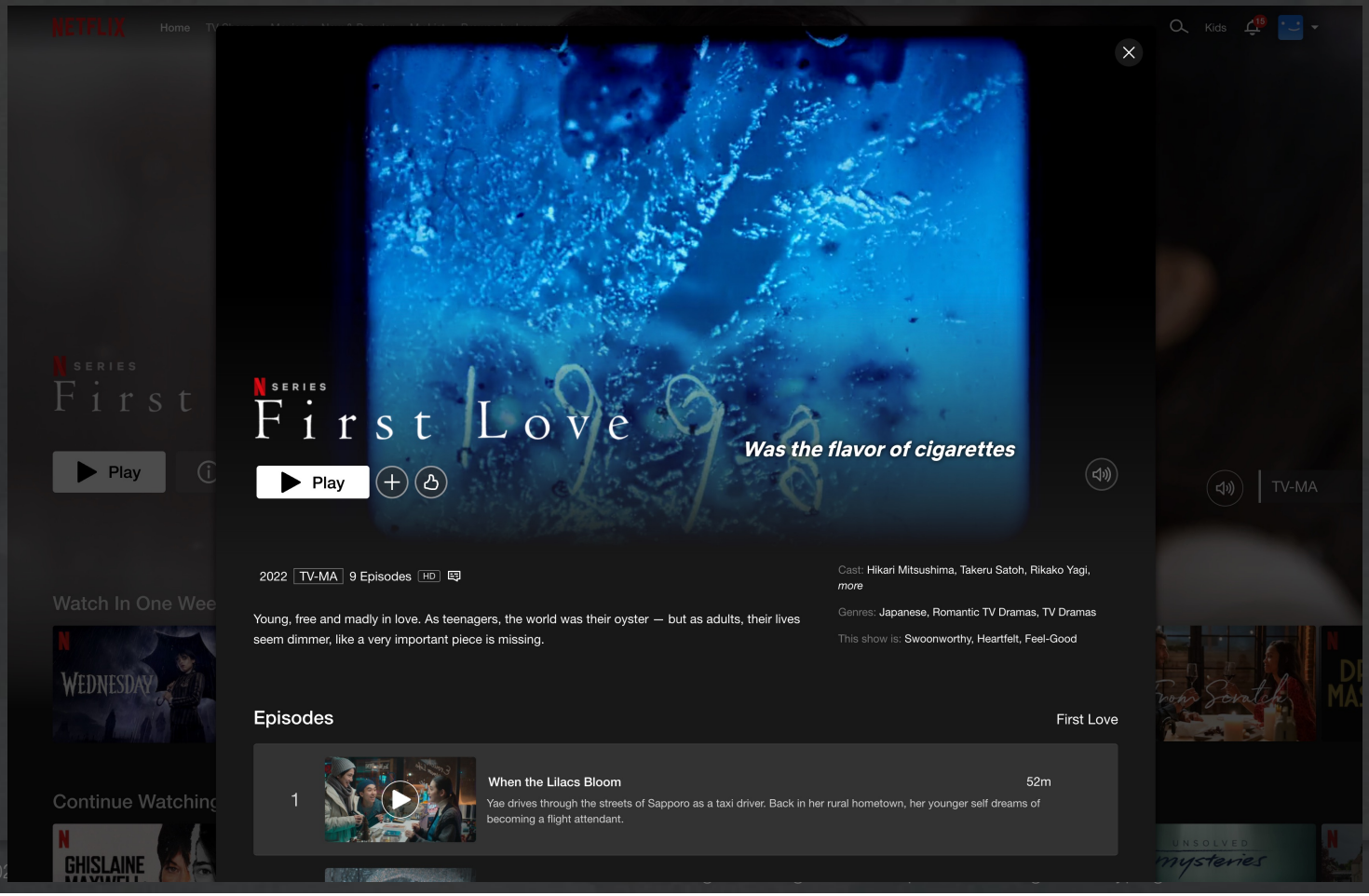
FLOATING WINDOWS (H6)



FLOATING WINDOWS (H6)

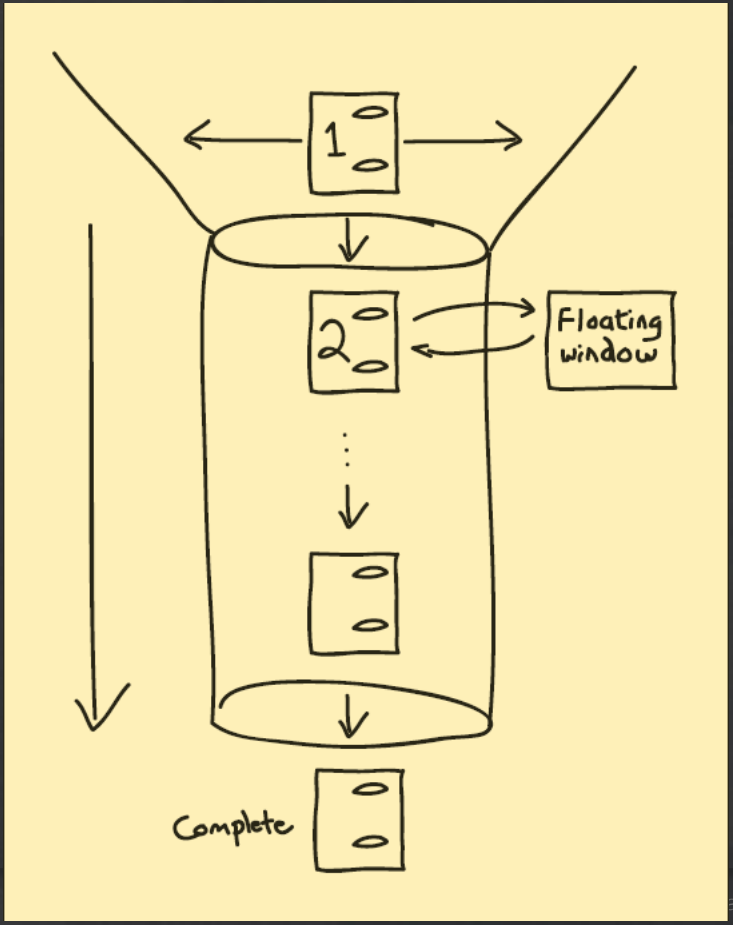


FLOATING WINDOWS (H6)



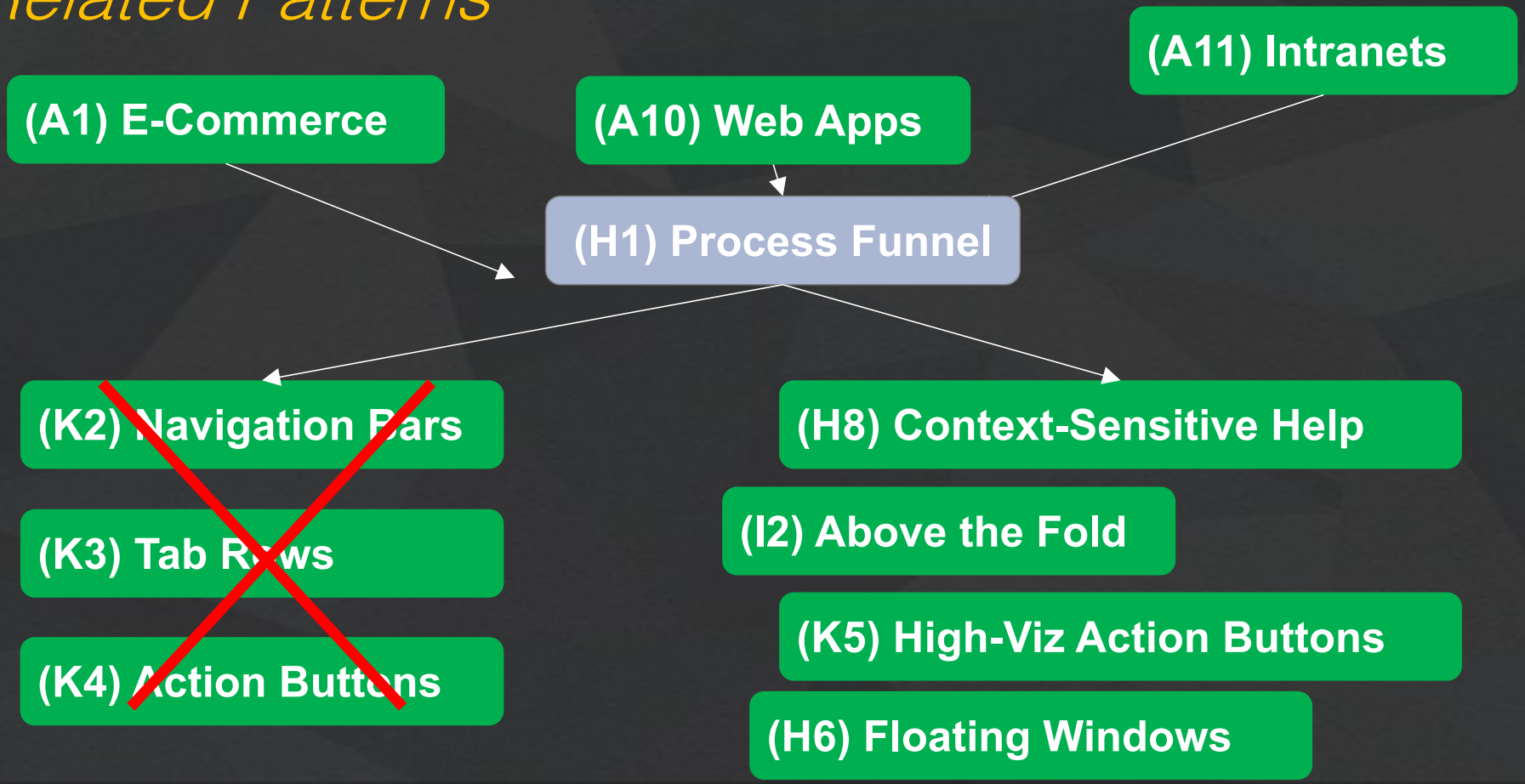
PROCESS FUNNEL (H1)

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

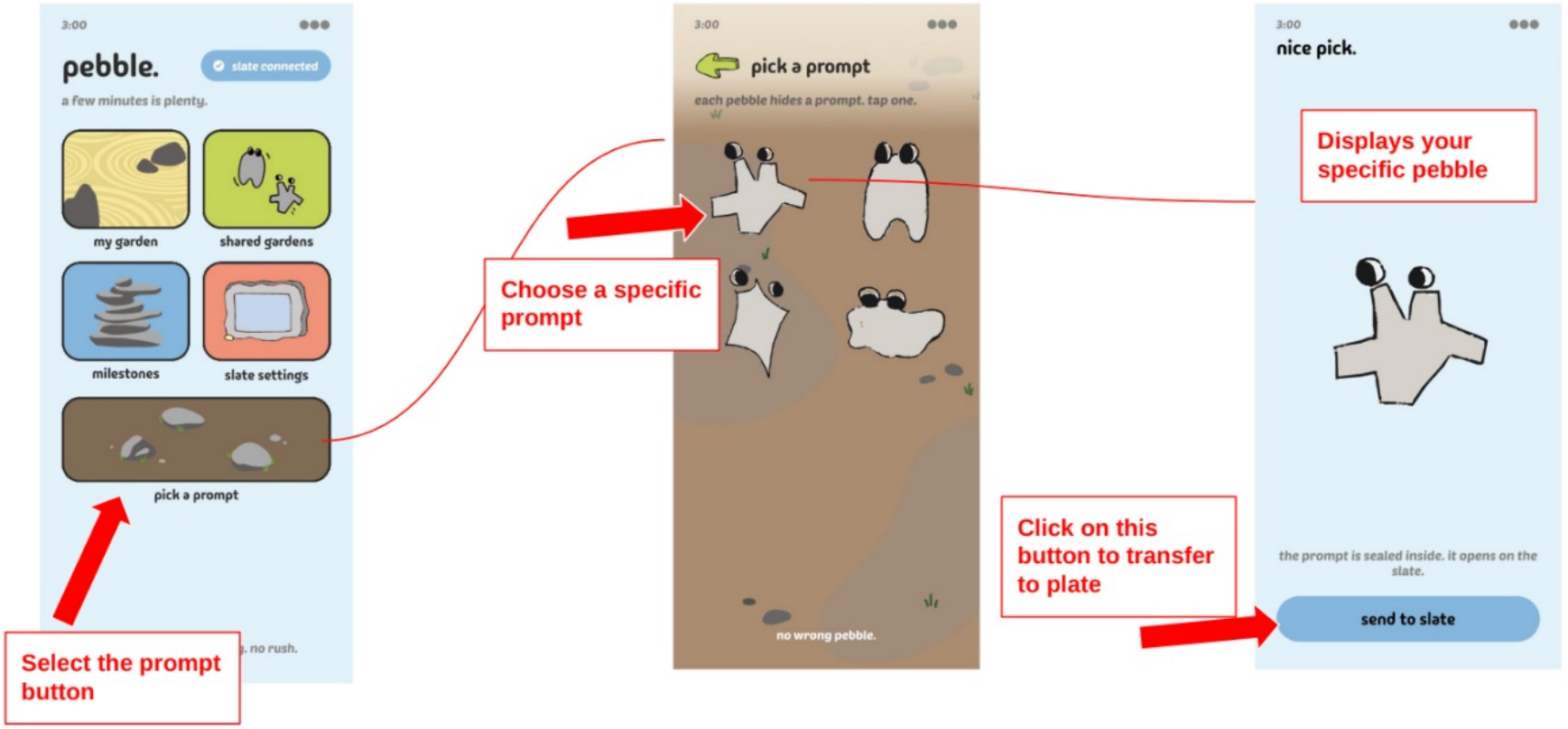
A7 HE: -: 1% ✓--: 3% ✓-: 21% ✓: 46% ✓+: 27% ✓++: 1%

A7 HE Avg: 90.4% (same as 2025)

Assignment #9: Group Heuristic Evaluation

A9 HE: -: 0% ✓--: 0% ✓-: 6% ✓: 56% ✓+: 39% ✓++: 0%

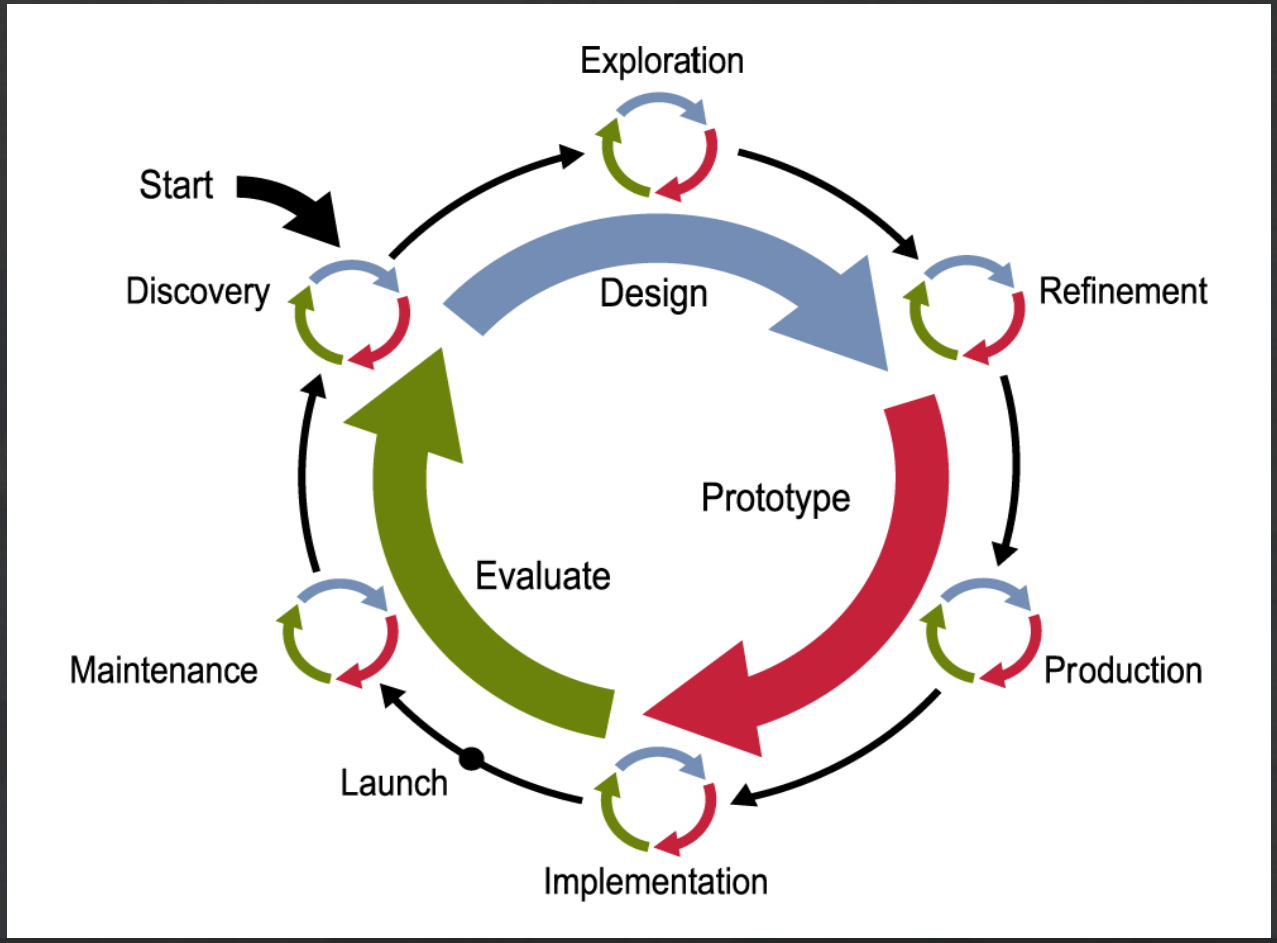
A9 HE Avg: 92% (same as 2024 and 2025)



A6 Highlights - Pebble

- Above & beyond with design system and assets. Hand-drew custom icons, backgrounds, & features through their task flows.

Design Process

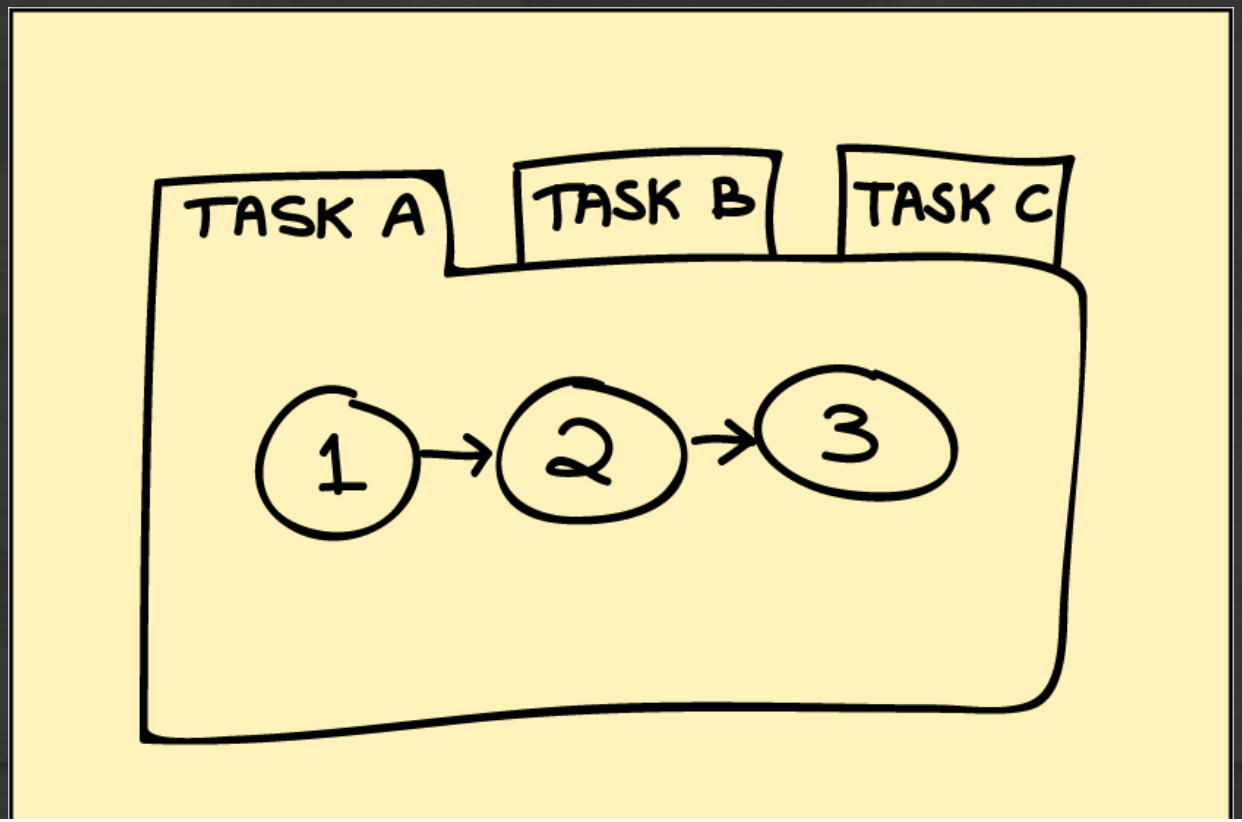


Patterns in Exploration Phase

- 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

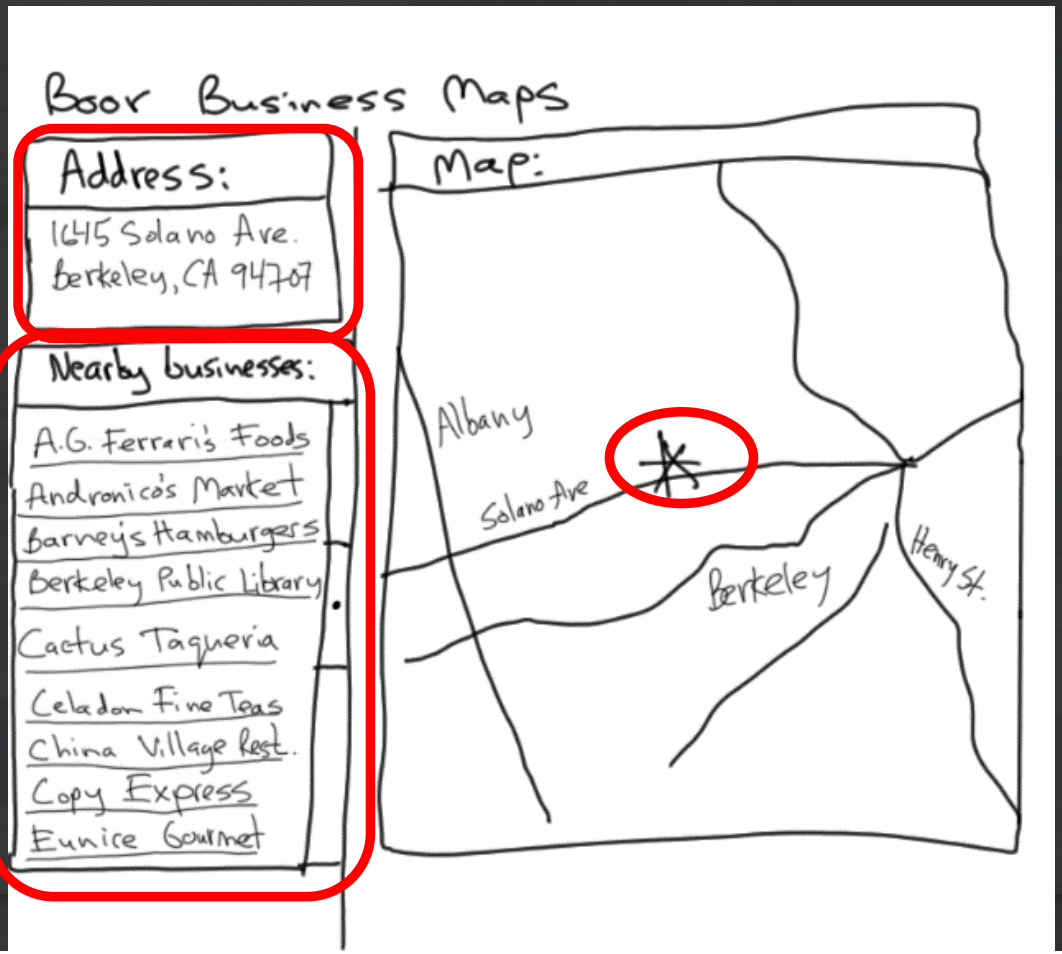
TASK-BASED ORGANIZATION (B4): Link the completion of one group of tasks to the beginning of the next related task(s)



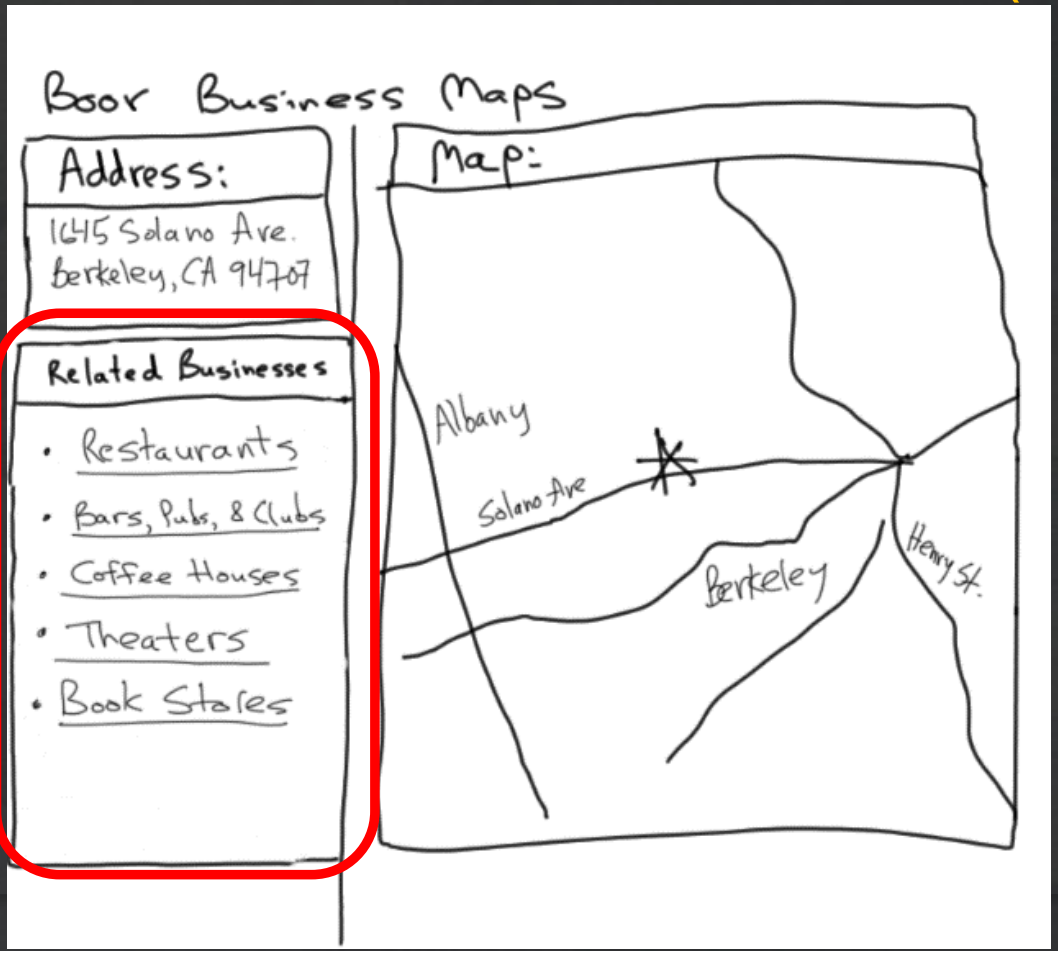
Design Exploration Example

- 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)



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

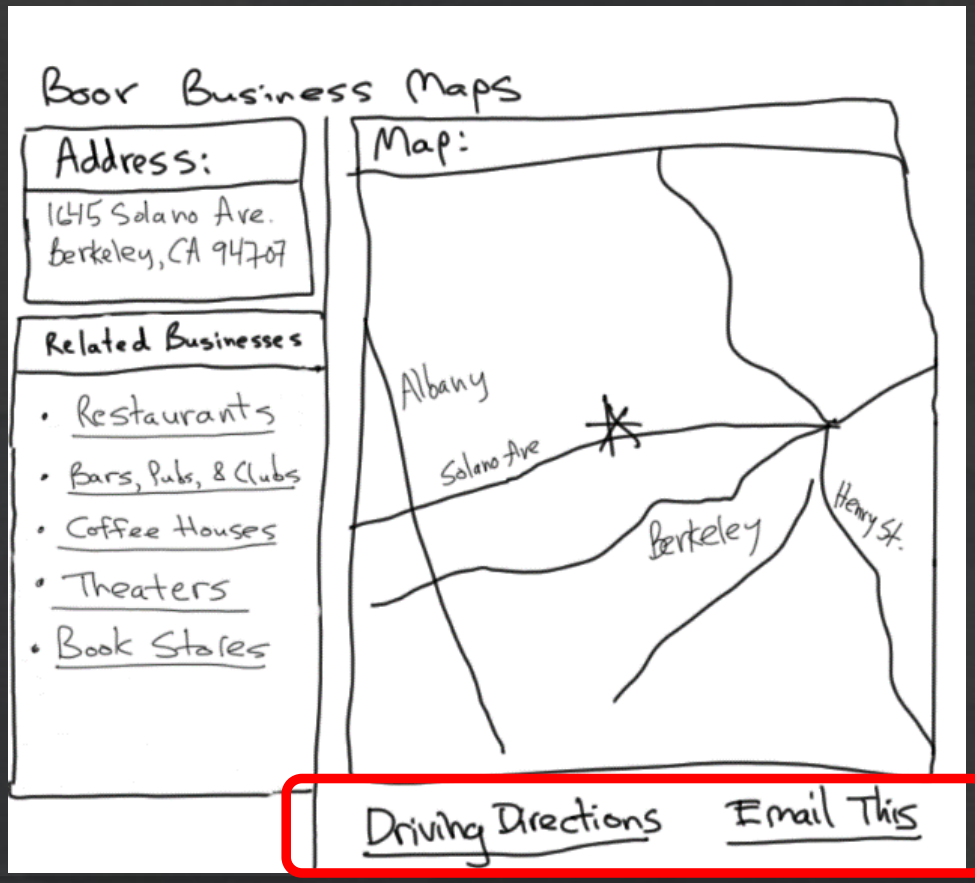
- Results with Design #2 (Task-based)
  - Task 1: look up 1645 Solano Ave
    - no difficulties encountered – warm-up task!
  - Task 2: look up 1700 California & find Tadich Grill
    - 1 user took awhile to figure out that Tadich Grill was a restaurant & to click on the “Restaurants” link
    - all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

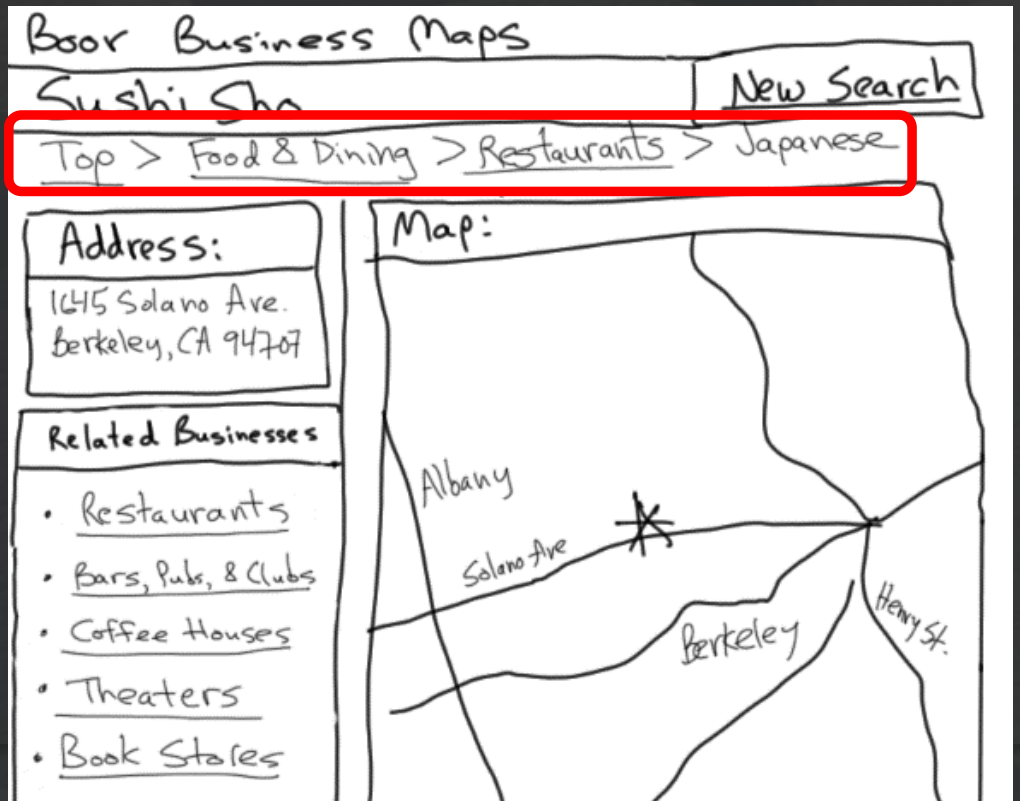
- General comments
  - 2 users said they often want to email/text maps to friends who they will be meeting (task-based)
  - 3 users wanted driving directions (task-based)

→ TASK-BASED ORGANIZATION (B4) worked better, but still had some minor problems

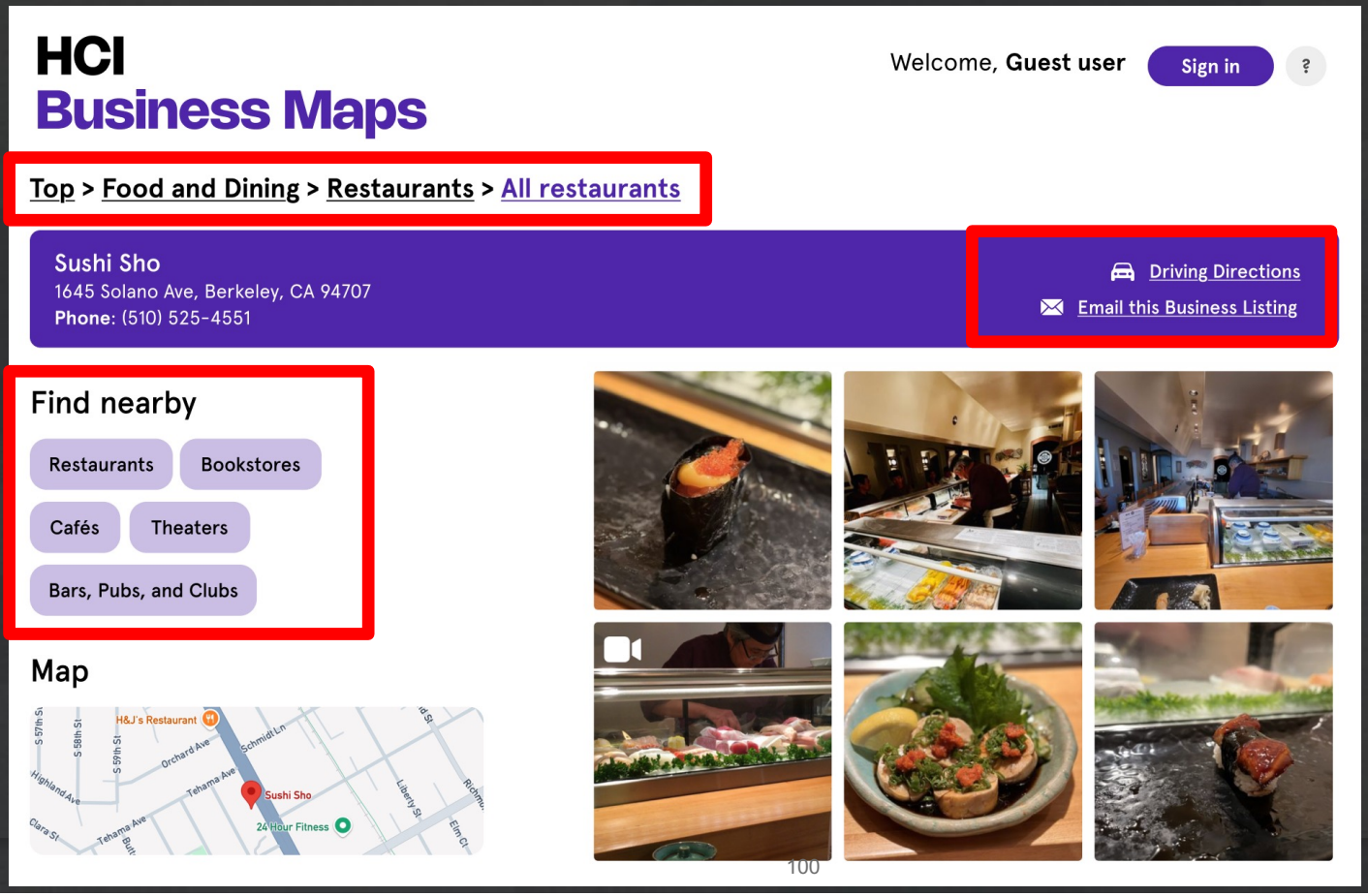
Design #2 – Revision 1
Adding More Related Tasks



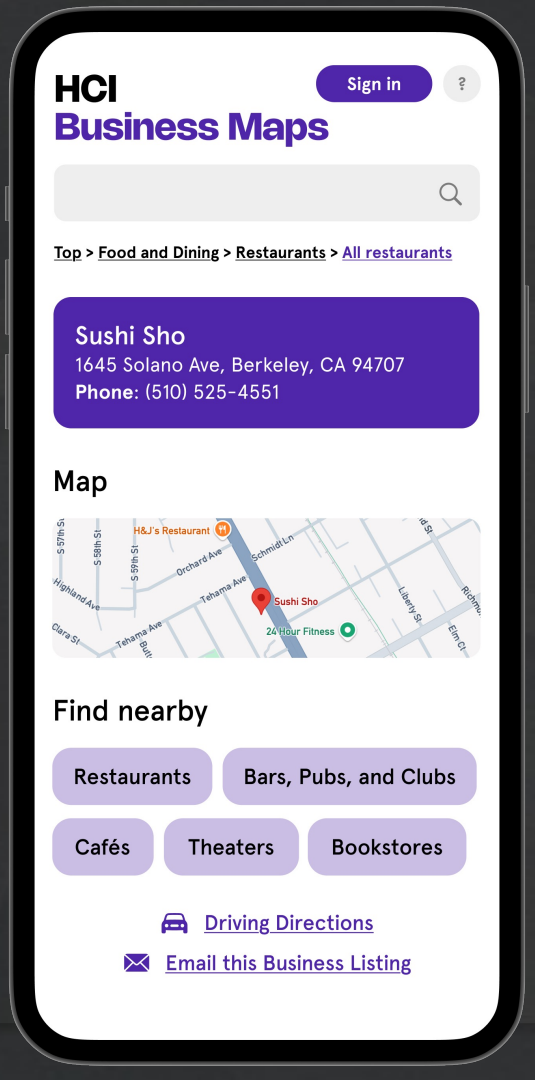
Design #2 – Revision 2
Adding HIERARCHICAL ORGANIZATION (B3) & LOCATION BREADCRUMBS (K6)



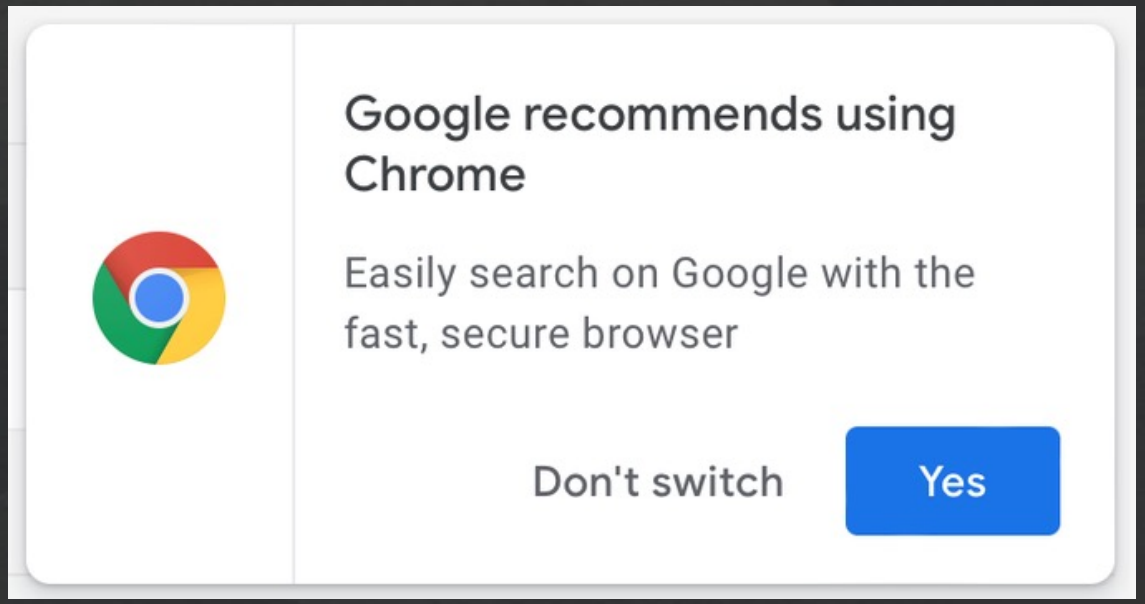
Design #2 – Revision 3 Hi-Fi Prototype



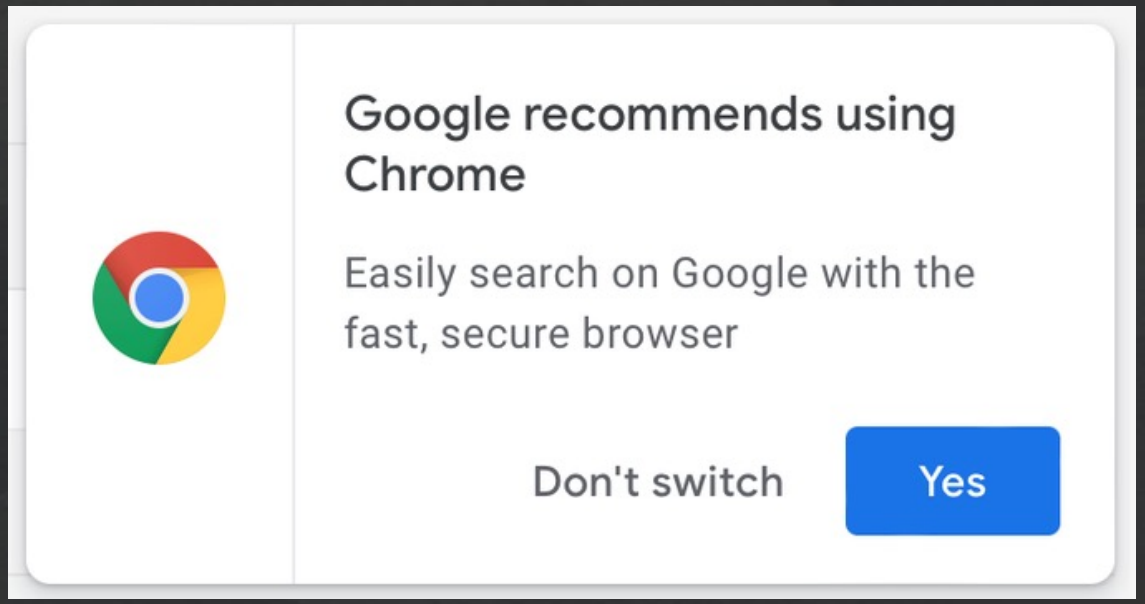
Design #2 – Revision 3
Hi-Fi Prototype
Adding SEARCH ACTION MODULE (J1)



Anything wrong here?

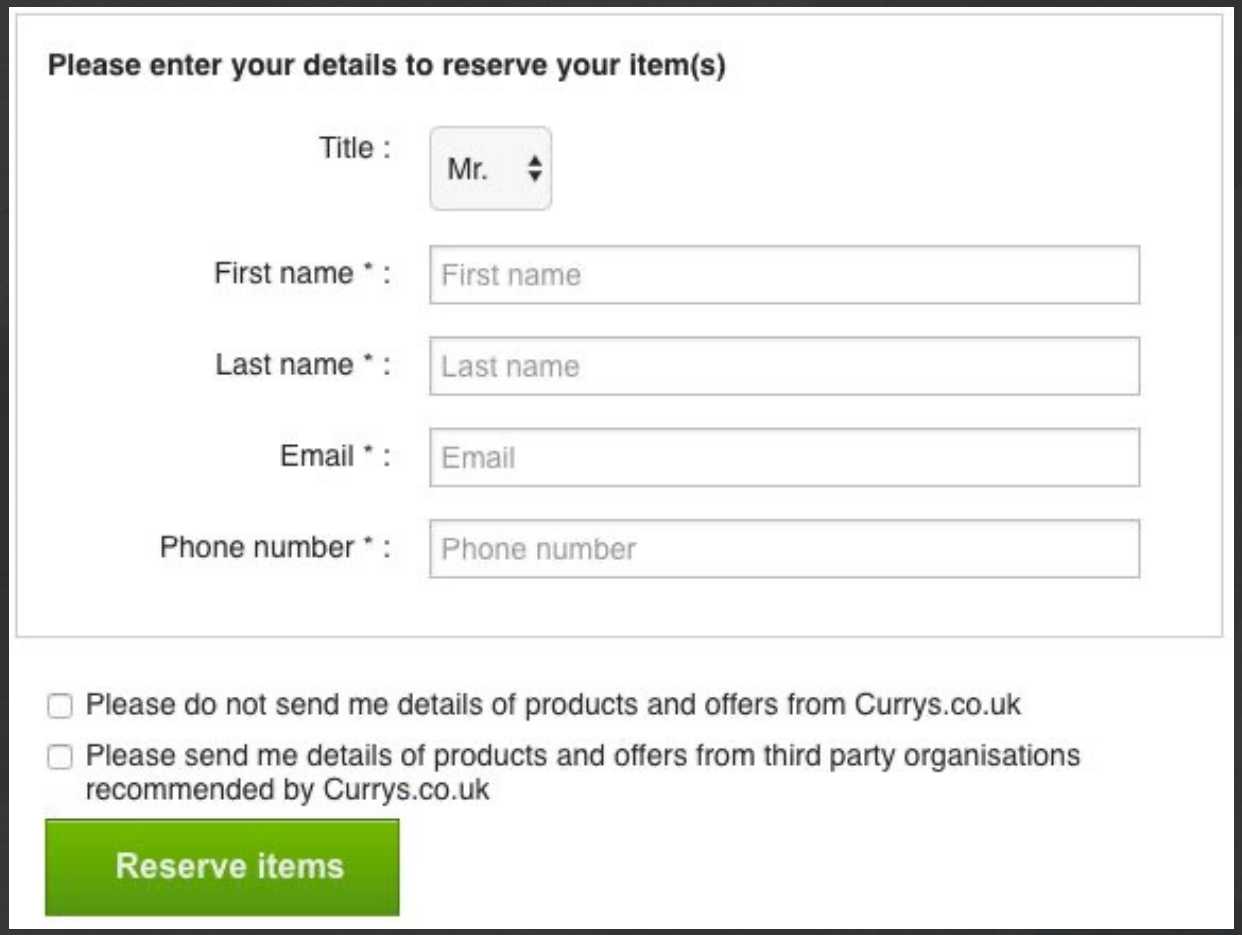


Anything wrong here?

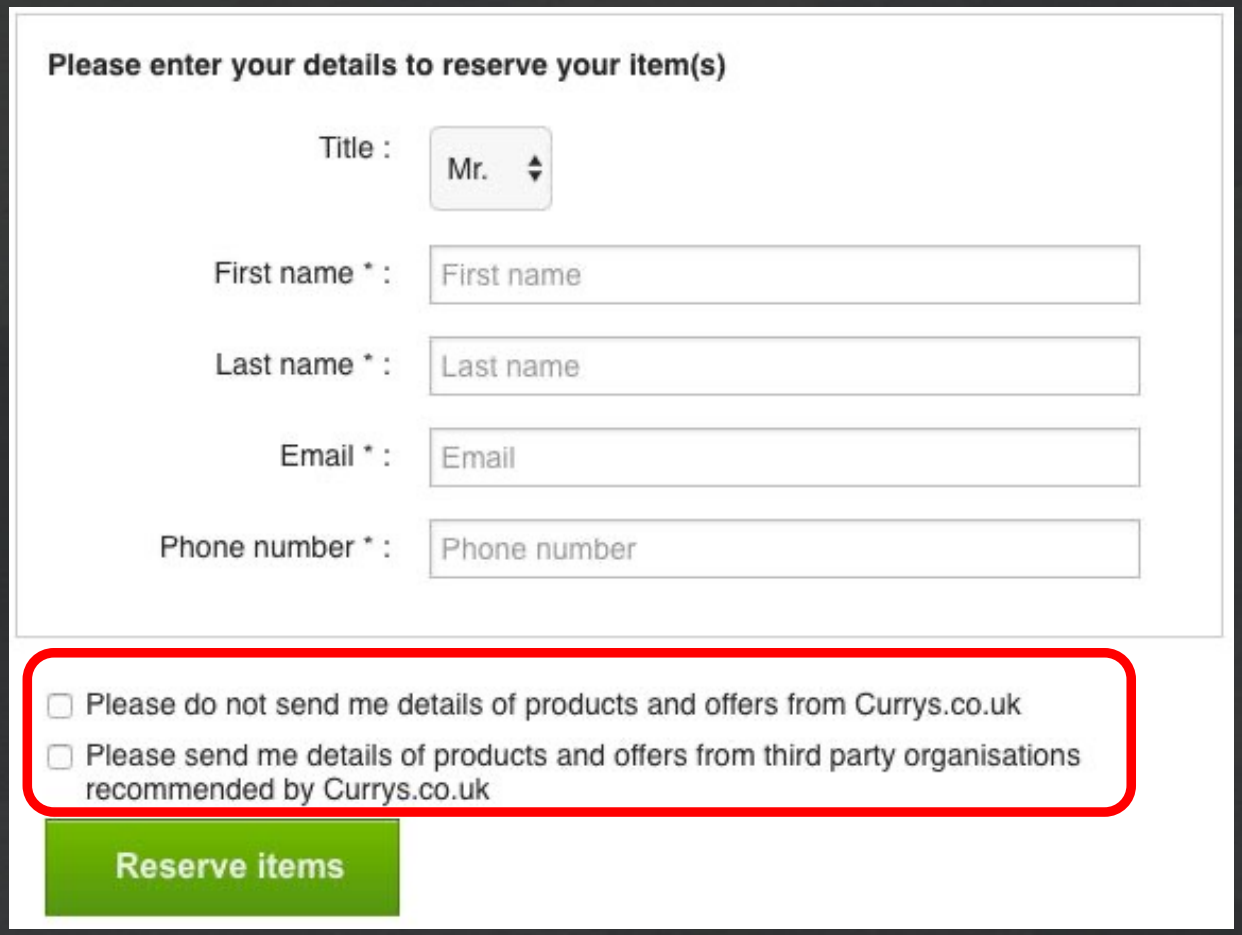


- Makes the default to switch to their browser overly easy
- https://twitter.com/mciarlo/status/1549367530032185345

Anything wrong here?



Dark Patterns (AKA Deceptive Patterns)



- 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

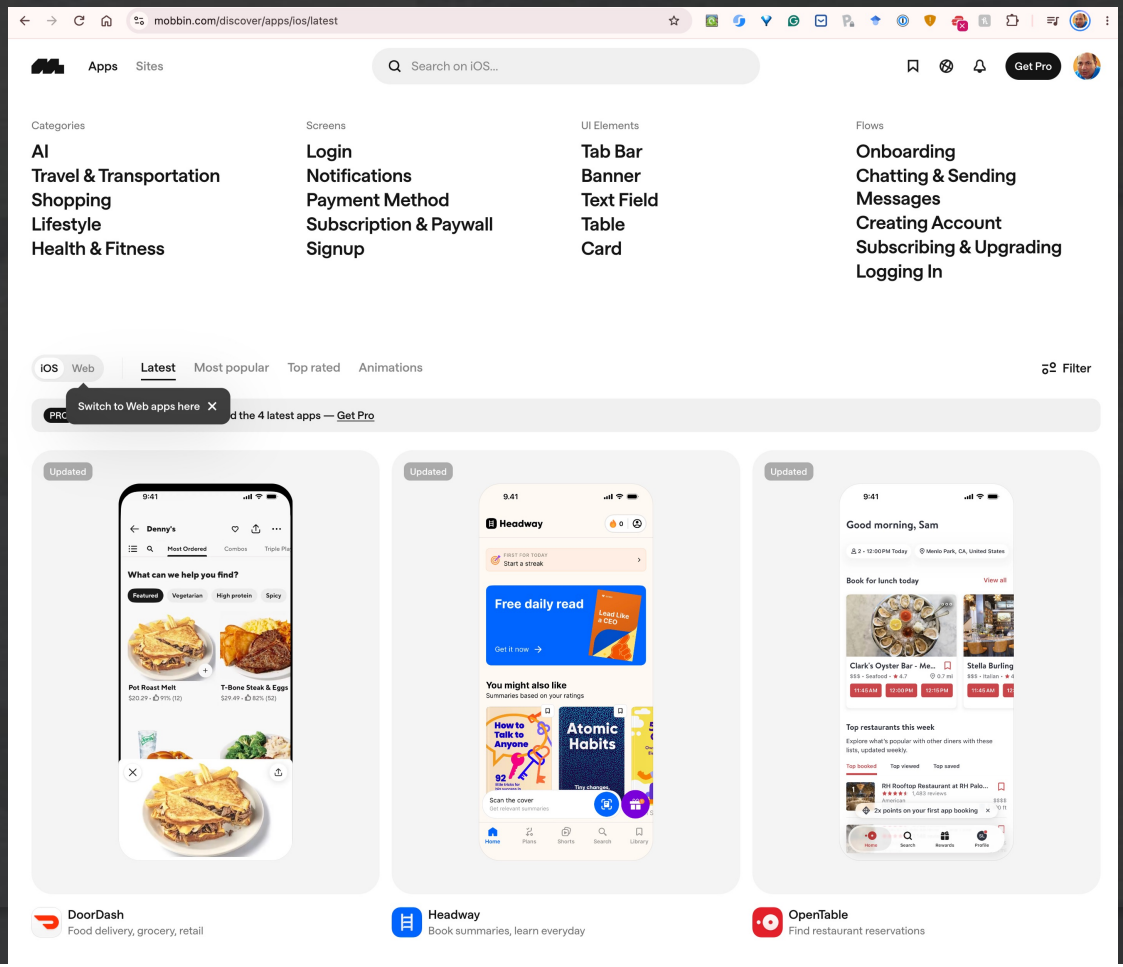
- Lots of issues involved in designing compelling, usable interfaces (web or mobile)
- Design patterns are one way of capturing good design knowledge
  - generative (help you create new designs)
  - consider trade-offs
  - concrete examples of successful uses
  - a networked language that works together

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]

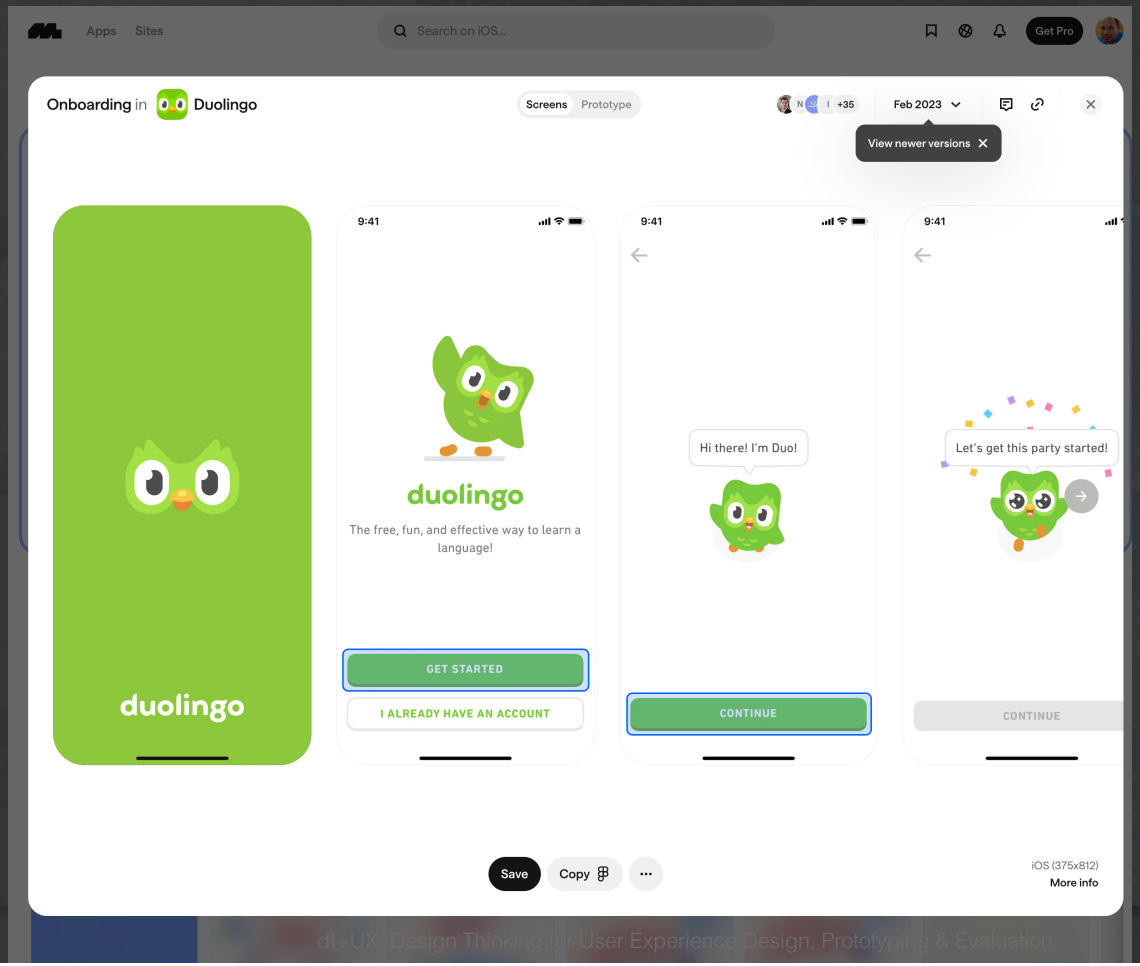
- *Don't Make Me Think!*. Steven Krug. Que. 4th edition. 2026. [Kindle only]

Sites to Help Show Design Patterns



mobin.com

Sites to Help Show Design Patterns



mobin.com

Further Reading
Websites on Web Design

- *Smashing Pumpkin Magazine* https://www.smashingmagazine.com/
- Jakob Nielsen's www.nngroup.com
- digital.gov, for building accessible websites & more
- Center Centre centercentre.com
- Mark Hurst's creativegood.com

- What are your favorite web design blogs?

Next Time

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

Exit Ticket

http://hci.st/cs147-26au-exit-9-953

Due Tuesday, Nov 17th at 3:30 PM

