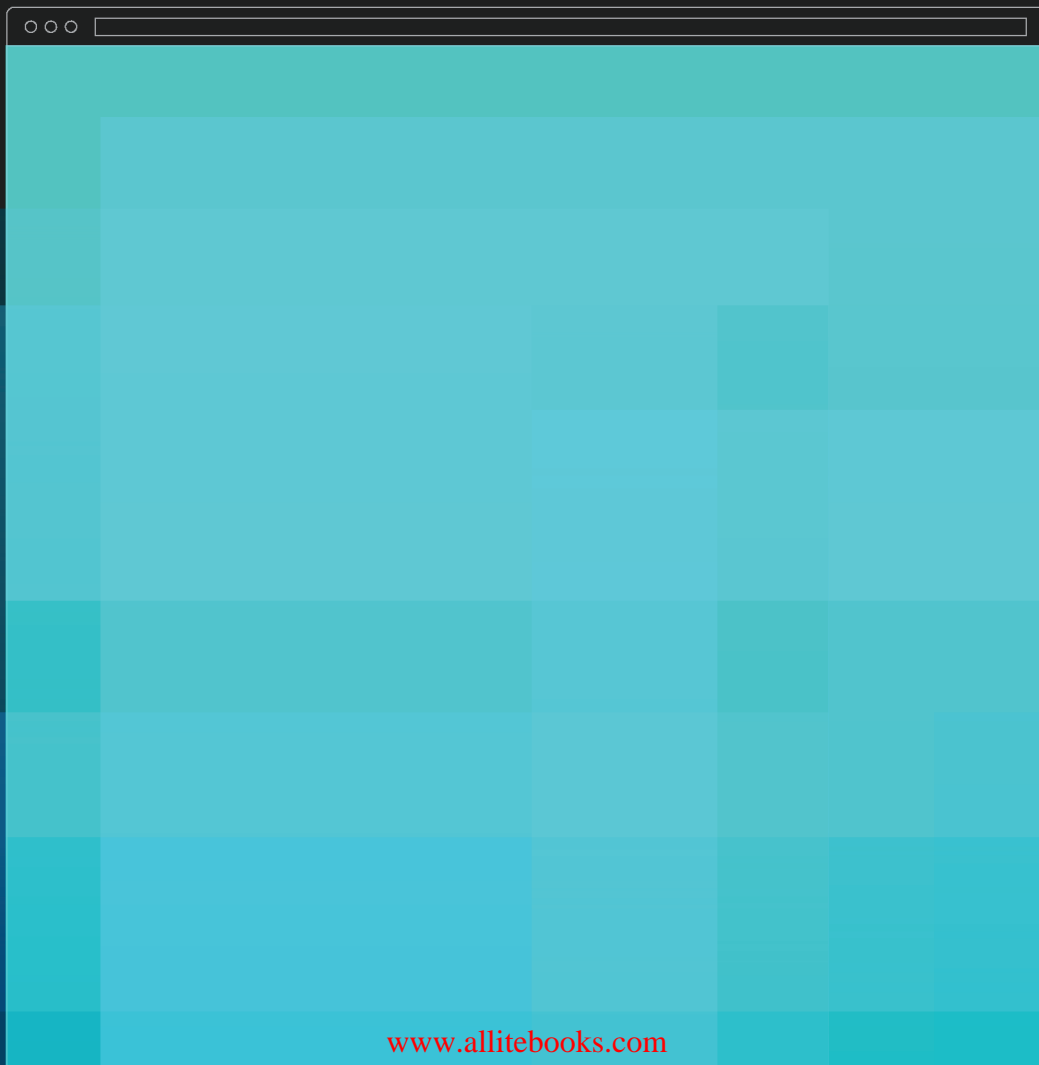




# Web UI Design Patterns 2014

*A Deeper Look At The Hottest Websites and Web Apps Today*





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designed by  
Dominik Pacholczyk



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1

# Introduction

*A quick note from the author*

*“There are only patterns, patterns on top of patterns, patterns that affect other patterns. Patterns hidden by patterns. Patterns within patterns...”*

[Chuck Palahniuk](#)

For many, UI design patterns are challenging concepts to grasp and leverage.

This is, in part, due to the lack of literature on the subject matter compared to the massive archives of technical design patterns. It is also due, in part, to the fact that it is human nature to use patterns in a similar manner to stencils - tracing the outlines without understanding the edges; every curve, line, twist, and turn in the shapes being drawn. In practice, patterns are often used interchangeably with specific features, copied as-is from one of the popular design pattern and wireframe libraries - see a full list in UXPin's [Guide to Wireframing](#).

Because I believe understanding patterns is fundamental to good product design and development, I've shared an abundance of these best practices with you to help you as you brainstorm, sketch, wireframe, mockup, and prototype. I've seen a beautiful assortment of web applications outfitted with click, scroll, drag-and-drop, hover-enabled visual and functional solutions to the user's everyday problems. To name a few, we've summarized patterns and elements of **Pinterest, OKCupid, Spotify, Amazon, Kickstarter, AirBnB, Yelp, Facebook, Dropbox, Quora, LinkedIn, Gmail, Eventbrite, Twitter, Mint, Mailchimp, Asana, RelateIQ, Flipboard** and many, many more.

When you have the time, I'd also suggest looking at additional UI design patterns and elements in UXPin's free [Mobile UI Design Patterns](#), [Web Design Trends](#), [Mobile Design Trends](#), and [The Guide to Wireframing](#) e-books - bookmark them for later.

We'd love your thoughts on what I've written. And feel free to include anyone else in this discussion by sharing this e-book.

For the love of web,

Chris Bank

*(co-written by Waleed Zuberi)*



# What Are UI Design Patterns?

Generally speaking, a UI design pattern is a reusable solution to a commonly occurring problem you might encounter every day.

It is not a feature that can be plugged into your product design and it's not a finished design that can simply be coded. Rather, it is a formalized best practice, a guide or template, that designers, developers, and product managers (and anyone else who touches product) can use to solve common problems when designing a web application or system. Although it has to be utilized in the correct situation, it is generally language, device, and platform agnostic – although there may be technological limitations depending on how the designs are ultimately implemented.

And, of course, if implemented in the wrong context, they do more harm than good – but we'll focus on the positives for now.

## How Should I Use UI Design Patterns?

It's surprising to see so many beautiful [design pattern libraries](#) that treat patterns like mockups; flat files vainly attempting to convey deeper product design concepts.

They offer no explanation about the problems these patterns are solving and how decisions were made in the implementation of the pattern examples. A picture may be worth a thousand words, but it is more likely worthless if the picture is entirely misunderstood.

Here's what you need to think about when evaluating a design pattern and adapting it to your own needs:

- **Problem Summary:** What user problem are you solving? Stay focused, and phrase it like a user story – in one sentence only.

- **Solution:** How have others solved this problem? Among others, few things to detail include user navigation (including shortcuts), getting user inputs, dealing with data and integrations with other services or applications, and displaying information and content (including defaults).
- **Example:** Great, can you show me? Sometimes a screenshot or mockup is sufficient; other times, a user flows and/or additional notes are necessary to clearly communicate the pattern.
- **Usage:** When should this pattern (not) be used? Among others, a few things to detail include product architecture, interface layout, device(s), programming language, absence or existence of other design patterns, type of user, and primary use cases.

It takes practice and discipline to think about patterns in this manner if you haven't yet been doing it. Take the time to answer these questions when designing your product because it could help you save a lot of time refactoring down the road when the your users and team ask for similar details.





2

# The Mobile, Web (And Desktop) Convergence

At the heart of many of these new UI design patterns is the emergence of responsive design, and incorporation of touch screens on traditional desktops and laptops. In the Mobile UI Design Patterns e-book, I talked in detail about animations and gestures heavily impacting mobile UI design patterns which is becoming increasingly relevant to web design as mobile and web continue to their convergence.

## Responsive Design

Today, almost every company wants a mobile version of their website – and vice versa.

And although many designers and developers reference “responsive design” as a fancy synonym for “resizeable on different devices,” it is far from this simple. Many have tried that approach and failed. Smashing Magazine summarizes a common definition of Responsive Web Design:

*“Responsive Web Design is the approach that suggests that design and development should respond to the user’s behavior and environment based on screen size, platform and orientation...”*



source: [brolik.com/blog](http://brolik.com/blog)

But it's not just about adjustable screen resolutions and automatically resizable images. Practically speaking, a different product must be designed start-to-finish for each device (not just copy-pasted): one design for the BlackBerry, another for the iPhone, the iPad, Android, Kindle and so on. To make this process easier, applications on web – which is quickly replacing Desktop applications – and mobile are increasingly designed and developed in the same way so changes made between application implementations are more easily understood and can be made more expediently.

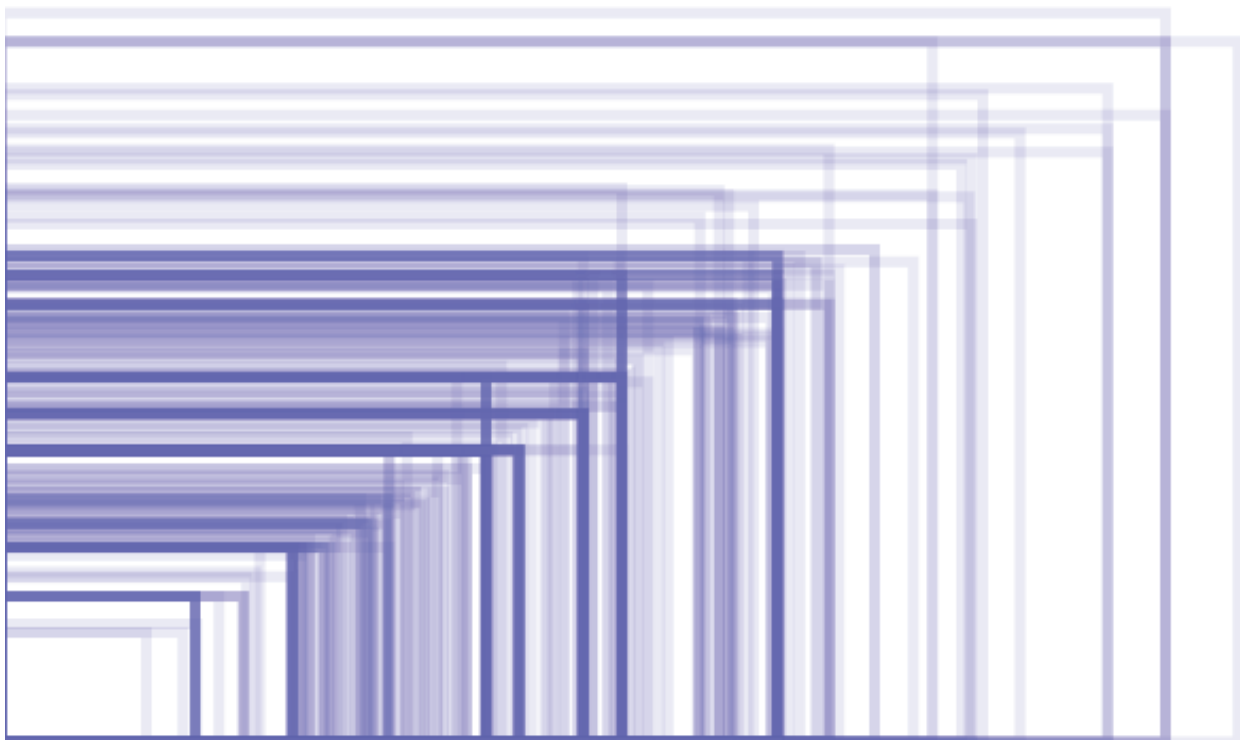
Here are a few common considerations to take when designing responsively:

- **Adjusting screen resolution** – How do you adjust all of the application content and features to fit on different screen sizes? How do you account for portrait and landscape orientation?
- **Flexible images** – How large or small are images on smaller screens? Do you crop parts of the images or surrounding content?
- **Custom layout structure** – How does the navigation respond to smaller screens? How should the layout adjust for smaller-sized devices?
- **Showing or hiding content** – What is the hierarchy of the content? How do you hide content so it's still intuitively accessible when the user needs it?
- **Adding or removing content and features** – What is or isn't necessary on different applications, particularly web versus mobile? How do you make these changes without confusing the user when they switch between web and mobile?
- **Changing user interactions** – How does a user interact with content, navigation, action buttons, etc? Do does any content or feature in the product change due to this change in behavior?

# Touch Screens

Although the iPad – in some respects, an oversized iPhone – is credited for popularizing large touchscreens, it was only the beginning. Not only has it ignited the development of many other large touchscreen devices but also hybrids, which ultimately increase the complexity of product design and development. And while large and small (mobile) touchscreen devices are similar in terms of hardware and OS, the diversity of products in each product class is testament to the differences in use cases for which they're being designed.

Granted, there are many iPhone applications that work seamlessly on the iPad. But that doesn't change the way products are designed the same way resizing and re-arranging applications between web and mobile isn't really "Responsive Design." The impact that large format touch screens has on product design will be quite large. These devices are a natural home not just for the viewers and small utilities we've seen on our phones, but also for creators and editors as we see on desktop platforms. Productivity applications, and sophisticated workflows will be the norm – and we're just scratching the surface with apps like Dropbox, Mailbox, RelatIQ, Google Docs, and many others.



*source: screen resolution*

As Matt Gemmell points out, there are several key differences between large and small (mobile) touchscreen devices that impact how we must think about product design:

- **Display size** – Web apps with more demanding presentation requirements will be at home here. Although you hold your smartphone closer to your face so the relative visual size between large and small touchscreens isn't that different in many cases, the optionality of viewing content in even greater size and detail is a big benefit for this use case.
- **Virtual keyboard size** – Web apps which focus on typing are now much more feasible, especially because external keyboards can also be used.
- **Multi-touch and Multi-hand** – Web apps offering more advanced multi-hand and multi-touch controls are much more feasible, not only because of larger surface area but because users often only use one hand on their mobile devices but likely have two free hands when using larger devices.

These differences in larger touchscreen devices leads to new UI conventions, which can be applied to large mobile devices like the Apple iPad, laptops like the Microsoft Surface Pro, or even larger touchscreens:

- **Master-detail visibility** – On larger screens, you can see both a list of things (master) and also additional information about the currently-selected thing in the list (detail). On smaller screens, only one or the other is visible.
- **Look like viewer, behave like an editor** – More real estate should allow for bigger primary content and features for better viewing and interactivity, not necessarily more content and features to fill in all of the space.
- **Edit in place** – Unlike other desktop platforms where there are globally-positioned editing UIs with floating palettes, toolbars, menus and status bars, touch screens require a greater level of direction between editing actions and the object being edited.

- **Make inspectors contextual** – If you're going to keep standard editing interfaces in standard positions, consider which elements of the UI are actually necessary or relevant, and scrap the rest. This is a common mistake even on traditional web and desktop applications where every control is displayed and the irrelevant ones are only greyed out. Don't overload the user with options.
- **Use modes to simplify UI** – Allowing the user to switch contexts easily in sections of the application make it much easier to add and remove elements of the UI to keep it clear and uncluttered while providing the most relevant content and functionality. Make sure it's simple, and not an excuse for feature creep. And don't go overboard with the number of modes.
- **Add fewer features** – While users have been trained to accept bloated applications on computers and even the web, they have little tolerance on mobile and touch screens. Feature-creep is common in web and desktop applications; just look at Adobe Photoshop or Illustrator. Most users need only a small set of features. A nice side-effect of focused applications is that the UI is easier to design and comprehend.
- **Build for one hand, allow for two hands** – The user should also have the option to use one hand and not be required to use two. Just because the user has twice the available hands (they typically only have 1 on smaller screens), don't provide twice the UI. Dual-handed input should still be done in a discoverable and optional way so the user can enjoy the viewing benefits of a bigger screen and the simplicity of limited options.
- **Use the psychology of touch** – Touch is emotionally important to people; it conveys the identity and "realness" of an object. With larger screens, users can make much stronger associations between the application and existing real-world associations or new triggers can be developed more easily because of a greater visual feedback loop from actions taken on the application, compared to mobile.



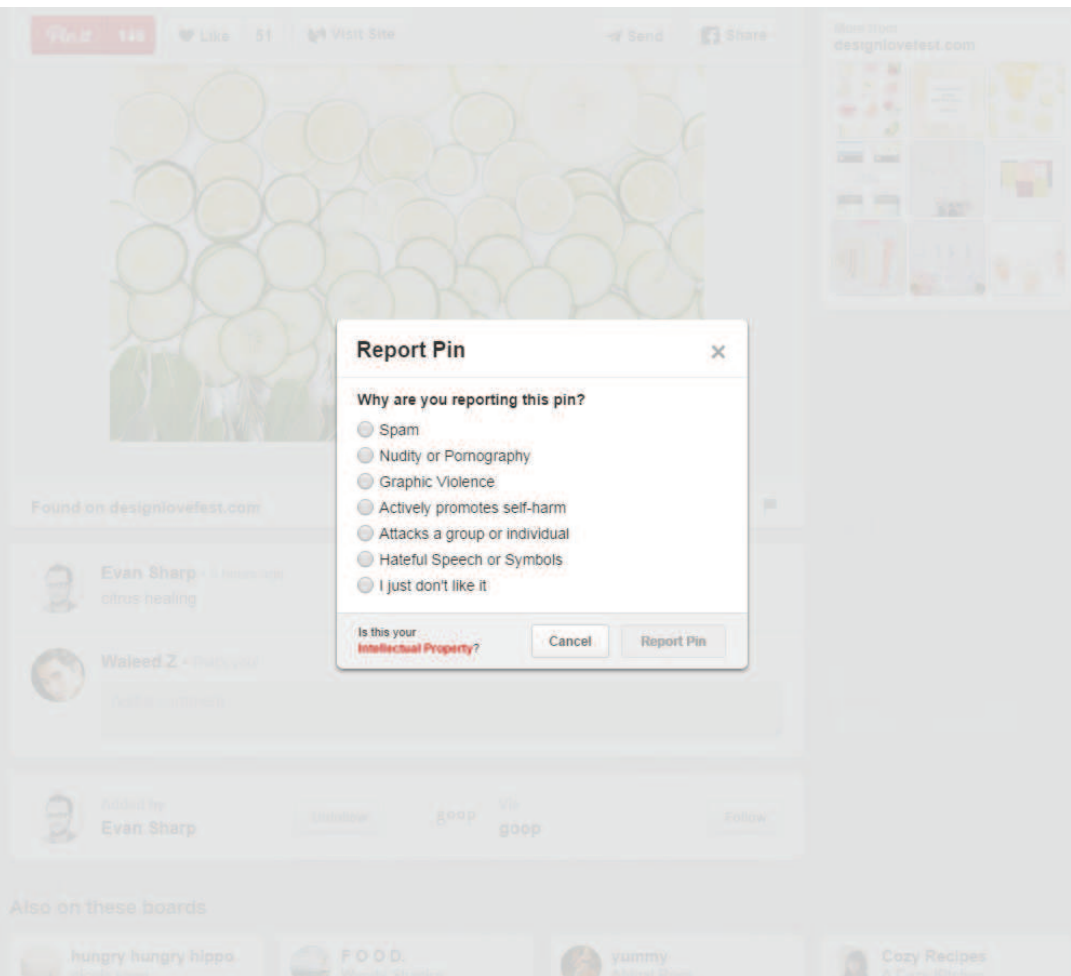
3

# Getting Input

# Flagging / Reporting

## EXAMPLES

Pinterest, Airbnb, Facebook, Yelp



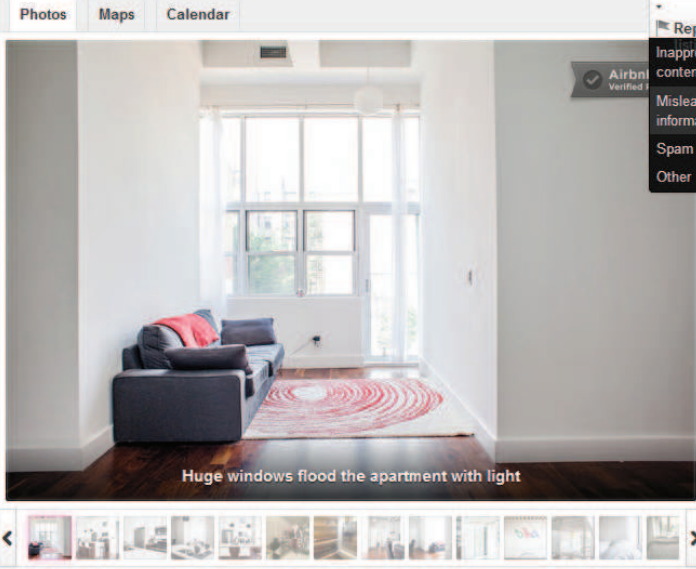


Tweet Pin it

# Modern Loft Bedroom in Williamsburg

Apartment - Private room · South 4th Street, Brooklyn, NY 11249, United States

5 **6**  
Guidebook Reviews



- Report this
  - Inappropriate/offensive content
  - Misleading/suspicious information
  - Spam
  - Other

Per Night

Check out: /yyyy /mm/dd/yyyy

Guests: [dropdown]

**Request to Book**

**Save to Wish List**

Saved 69 times



Affordable bedroom w/ a comfortable queen-sized pillowtop bed fit for one or two, 7-foot mirror wardrobe, large desk and chair. The room is in a modern apartment right on Bedford Ave in Williamsburg, just minutes from the bridge and train.

Your host, Jasmine  
6 Reviews ★★★★★

Response rate: 100%  
Response time: within an hour

Contact Host

https://www.airbnb.com/rooms/3716819?c=nh-68

The most exciting phrase to hear in science, the one that heralds new discoveries, is not

**Why are you reporting this Page?**

- I just don't like it
- It's harassing me or someone I know
- I think it shouldn't be on Facebook
- It's spam or a scam
- I want to report a post, not the entire Page
- It's duplicated or miscategorized

Is this your intellectual property? **Continue** **Cancel**

Write something on this Page...

**I fucking love science**  
June 30

This week in science!

Speed of light: <http://bit.ly/1r0xHAD>  
Exoplanet: <http://bit.ly/1mqooSY>  
Titan: <http://bit.ly/1zyRQK>  
Diamond: <http://bit.ly/THE2Tp...> See More

**IFLS** **This Week In Science** June 29th 2014

- Data from a supernova suggests we could be wrong about the speed of light.
- A newly discovered exoplanet could be the best known candidate.
- A mysterious object was spotted in the oceans of Titan.
- A diamond the size of Earth was discovered in space.

**Create Page**

Recent

- 2014
- 2013
- Started

- Osama Khalid commented on Abdullah Rehman Meer's status.
- Humberto Paredes likes Patricia Bazán's post on his own Timeline.
- Teo Nica likes Alex Fox's photo.
- Saman Faheem likes I fucking love science's photo.
- Abdullah Ahmed likes Nehal Hasan's post on Ammara Shariq's Timeline.
- Anum Imran likes Rabia Khan's photo.
- Ashaa Naveed likes Talha Abbas's photo.
- Hussain Dewani
- Shamilah Rashid
- Zainab Badar
- Shah Talha Sohail
- Ruth Van de Poel
- All Bin Shaheen
- Akbar Raza
- Shiza Nasseem
- Nabeel Fiazuddin
- Tahira Nasseem

Turn on chat to see who's available.

Search

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Reviewer in Question: (e.g. John D.)

Comments

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## PROBLEM

The user wants to mark content that isn't helpful.

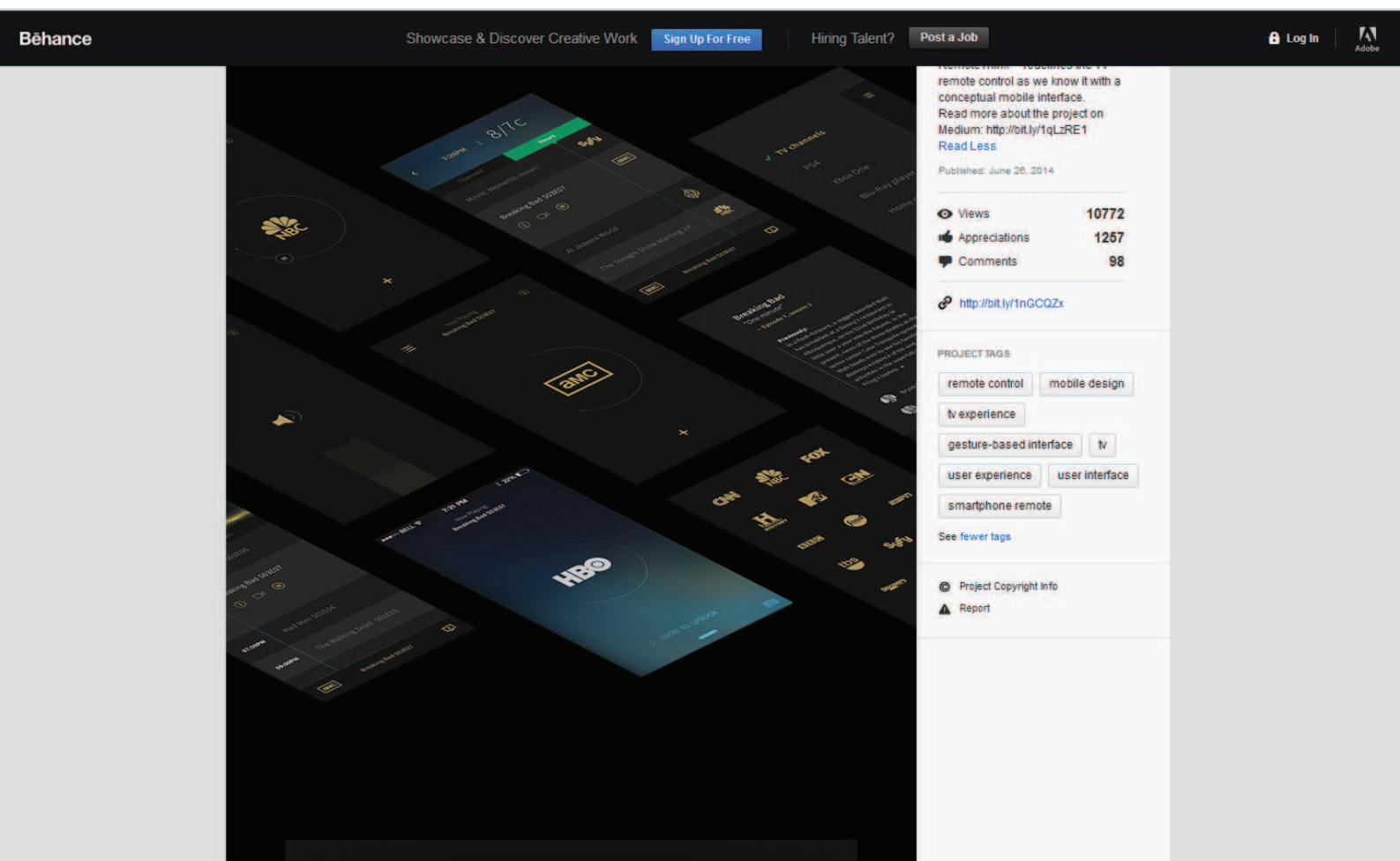
## SOLUTION

Give users a way to easily mark and report content that doesn't fit with the site's standards or offends them in some way. This UI pattern lets the user community moderate itself in a way by letting users play the part of content-police. For web apps and communities that rely on user generated content to attract and engage their audiences, this is an essential part of giving users control over what goes on in the network. Sites like Facebook, Pinterest and Yelp let users flag content that violates site policies or is otherwise undesirable. Airbnb and OKCupid let users mark profiles and listings that are suspicious and many sites like Amazon let users mark user reviews as either helpful or not. This helps add credibility to the user-generated content that is visible, and it can also be a good way of providing users with help, for example Facebook walks users through some questions about why they're reporting a profile or Page. While it eventually does submit a report to Facebook itself, the act of reporting it also helps the user clean up their timeline.

# Tagging

## EXAMPLES

Behance, Flickr, IMDb, Quora





- Great work! to my FAV! have a nice wednesday, my friend.
- Chris Frank** 8h  
Congrats and a good flight:-)
- vitali trofimov** 7h  
Bel effetto
- Please don't add me to your contacts. This is just an archive of the group 7h  
fantastic shot.
- Andy Kratzi** 7h  
Great Shot...bravo!
- jude wang** 6h  
surreal
- Warsaw Downtown Hostel** 6h  
Beautiful
- Bernardo del Palacio** 6h  
Es un lujo contemplar tus maravillosas fotos. Gracias por compartir. Saludos y feliz semana.  
It is great to see your wonderful photos. Thanks for sharing. Greetings and happy week.  
  
A sound gift: Duo Flame. ¡¡Spectacular!!  
[www.facebook.com/video/video.php?v=578827292141334](http://www.facebook.com/video/video.php?v=578827292141334)
- violeteyess** 5h  
Woah, gorgeous!
- Jabi Artaraz** 5h  
Fantástica imagen: composición, luz y edición.  
  
Enhorabuena por el EXPLORE.
- Didier Hannot** 5h  
Splendid artwork. I like a lot this kind of mouvement blur. Well done !!!  
By Didier Hannot  
[www.facebook.com/didierhannotphotography](http://www.facebook.com/didierhannotphotography)
- Rakel Elke** 3h

This photo is in 6 groups

- Urban Landscape**  
103,582 items
- Abstract Reality**  
127,480 items
- Zürich Zuerich Zurich ("No postcard pics")**  
22,629 items
- Creative Photography**  
397,804 items
- abstract photography**  
79,987 items
- CityScope**  
578,980 items

This photo is in 1 album

- Abstract**  
234 photos

Tags

- hardbridge hardbrücke
- swipe shake move
- citylights night shot
- color scape
- copyright by pat www.net...

Additional info

- Viewing this photo Public
- Safety level of this photo Safe
- Provide feedback on the new photo page

Transferring data from farmd.statiiflickr.com

	Brian Jonnson	...	OS1 Commercial Lead
	Scarlett Johansson	...	Samantha (voice)
	Amy Adams	...	Amy
	Matt Letscher	...	Charles
	Spike Jonze	...	Alien Child (voice) (as Adam Spiegel)

See full cast »

Storyline

Theodore is a lonely man in the final stages of his divorce. When he's not working as a letter writer, his down time is spent playing video games and occasionally hanging out with friends. He decides to purchase the new OS1, which is advertised as the world's first artificially intelligent operating system, "It's not just an operating system, it's a consciousness," the ad states. Theodore quickly finds himself drawn in with Samantha, the voice behind his OS1. As they start spending time together they grow closer and closer and eventually find themselves in love. Having fallen in love with his OS, Theodore finds himself dealing with feelings of both great joy and doubt. As an OS, Samantha has powerful intelligence that she uses to help Theodore in ways others hadn't, but how does she help him deal with his inner conflict of being in love with an OS? *Written by Bob Philpot*

Plot Summary | Plot Synopses

Plot Keywords: operating system | love | writer | best friend | divorce | See more »

Genres: Drama | Romance | Sci-Fi

Motion Picture Rating (MPAA)

Rated R for language, sexual content and brief graphic nudity | See all certifications »  
Parents Guide: View content advisory »

Details

Official Sites: [Official site](#) | [Official site](#) | [See more](#) »  
Country: USA  
Language: English  
Release Date: 10 January 2014 (USA) [See more](#) »  
Also Known As: [Ella](#) [See more](#) »  
Filming Locations: [Los Angeles, California, USA](#) [See more](#) »

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Test your knowledge of Her.

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**Nerdiest looking male character**

**Favorite Amy Adams Movie**

**Best Achievement in Production Design, 86th Academy Awards 2014**

**Oscar Picks: Most likely Best Picture winner?**

**Best Picture, 86th Academy Awards 2014**

**Which disembodied AI would you use as a personal assistant ...?**

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Follow Question 1.5k Comment Share 30 Downvote

**Waleed Zuberi**  
Edit Bio • Make Anonymous

Add your answer, or answer later.

**102 ANSWERS** [ASK TO ANSWER](#)

**Mohit Meena**  
1.5k upvotes by Jeff Nelson (Invented Chromebook, Former Googler), Ambra Benjamin (Ex-Googler), Edgar A. Duenez-Guzman (Currently a Software Engineer at Google [ http... ], (more)

*Since 2010 Google has been acquiring, on average, more than one company a week.*



source [\\_List of mergers and acquisitions by Google](#)

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- Google Glass: What are some mind-blowing facts about Google Glass?
- Google Chromecast: What are some mind-blowing facts about Google Chromecast?
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## PROBLEM

The user wants to categorize content.

## SOLUTION

Let users organize content by adding appropriate keywords to help categorize it. This helps the user organize their own content and also makes it easier for other users to find similar content that has been tagged with the same keyword. Tags can be seen as an informal categorization as opposed to a top-down structure imposed by the site's creators. For example Flickr allows users to organize photos in albums collections, but also by tagging them based on keywords that apply to the individual photo in a way that moves across the album hierarchy. Twitter popularized hashtags for users to "categorize" their tweet according to a topic or idea, and we're seeing it being copied to other networks like Facebook and Google+ as well.

# Inline (Conversational) Forms

## EXAMPLES

IFTTT, Tumblr, Kickstarter, Virgin America



[My Recipes](#)

[Browse](#)

[Channels](#)

[wzub](#) ▾

Create a Recipe

**if****this****thenthat**

**Replies**

Allow replies from people you follow

Allow replies from people who have been following you for more than two weeks.

---

**Ask**

Let people ask questions

Send your audience to [ask](#) to ask you questions.

---

**Submissions**

Let people submit posts

Send your audience to [submit](#) to submit posts into your submission queue for approval.

---

**Queue**

Automatically publish a queued post 2 times a day  between 12 am  and 12 am

The *queue* lets you stagger posts over a period of hours or days. It's an easy way to keep your blog active and consistent.

---

**Facebook**

[Share on Facebook](#)

---

**Twitter**

[Share on Twitter](#)

---

**Post by Email**

881goorex@tumblr.com

Post text, photos, MP3s, or videos by email. [Learn more](#)

[Email this address to me](#) [Reset address](#)

---

**Language**

English

The language used on your blog.

---

**Timezone**









(GMT -4:00) Eastern Time (US & Canada)

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Reset

We found 15,262 projects

 <p><b>Temporary Autonomous Zone 3</b> by ff</p> <p>The artist collaborative ff organizes a 24-hour temporary autonomous zone, creating a temporary community and space for free thinking!</p> <p>Warsaw, Poland</p> <p>17% funded €1,065 pledged 17 days to go</p>	 <p><b>Kitty Christmas</b> by Kitty Christmas</p> <p>Join us as Santa Claus tells classic Christmas tales to an audience of adorable kittens on Christmas Eve!</p> <p>Chicago, IL</p> <p>1% funded \$230 pledged 19 days to go</p>	 <p><b>Geoffrey Mac S/S 2015 NYFW Collection</b> by Geoffrey Mac</p> <p>Support Geoffrey Mac's new S/S 2015 collection coming this September!</p> <p>New York, NY</p> <p>1% funded \$185 pledged 26 days to go</p>	 <p><b>Penny Press</b> by Chris Cieslik</p> <p>Be a newspaper baron in the yellow journalism era of old New York City. Cover the top stories, and go to press when the time is right!</p> <p>Arlington, MA</p> <p>1,211% funded \$24,229 pledged 17 days to go</p>
			



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Who's flying?

<b>Adults</b>  1 + -	<b>Children (Age 2-14)</b>  0 + -	<b>Lap Infants (Age 0-2)</b>  0 + -
-------------------------------	--	--

[Have special requests?](#)

## PROBLEM

The user feels more comfortable entering information.

## SOLUTION

Use a conversational tone in forms that take user input, putting its function in context with what the user wants to accomplish rather than what your app wants to get out of them - good UI is user-centric rather than data collection centric, and this pattern can force the former. Virgin America's, for example, flight booking form integrates the form field into user-centered action phrase. Not only does this look much better than standard dropdowns or radio buttons, it clearly indicates what the form will accomplish. The user logs on to the website with a clear objective (i.e. they want to book a flight from X to Y) and the form simply translates that into an action where X and Y can be modified. Kickstarter lays out their search filters similarly. Phrasing user input fields in this way can also have the benefit of eliminating errors or confusion about what kind of input is required. Instead of wordy form labels, you have an entire sentence to provide context. This "fill-in-the-blank" pattern also has



the advantage of being more engaging, although it doesn't fit well with long and complex forms. Virgin solves this problem by combining this with a Stepped Form, which we'll look at later on.

# Input Hints

## EXAMPLES

Facebook, Twitter, AirBnB, Skype





# Welcome to Twitter.

Connect with your friends – and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Username or email

Password  [Sign in](#)

Remember me [Forgot password?](#)

**New to Twitter? Sign up**

Full name

Email

Password

[Sign up for Twitter](#)

Okay, okay, okay! #Sasquatch2014

Tweet and photo by @laurenlemon  
8:20 PM - 24 May 2014

[About](#) [Help](#) [Blog](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#) [Cookies](#) [Ads info](#) [Brand](#) [Advertise](#) [Businesses](#) [Media](#) [Developers](#) [Directory](#) © 2014 Twitter



Where are you going?

BROWSE ▾

Waleed ▾

HELP ▾

Private room in New York

Preview

BASICS

- Calendar
- Pricing

DESCRIPTION

Overview

Photos

SETTINGS

Amenities

Listing

Location

## Overview

A title and summary displayed on your public listing page.

### Title

0 CHARACTERS LEFT

### Summary

0 CHARACTERS LEFT

Want to write even more? You can also [add a detailed description](#) to your listing.



### A great title

A great title is unique and descriptive! It should highlight the main attractions of your space.

#### Examples:

- Charming Victorian in the Mission.
- Cozy 2BD with Parking Included
- Amazing View from a Modern Loft

Complete **4 steps** to list your space.

Note: no-one can see your email address.

### Profile information

Note: anyone on Skype can see your profile information.

**Birthday** Day  Month  Year

**Gender**

**Country/Region\***

**City**

**Language\***

**Mobile phone number**

+1

Note: only your contacts can see your mobile number.

**How do you intend to use Skype?**

**Skype Name\***

Note: only choose a name you have a right to use.

**Password\***

**Repeat password\***

Between 6-20 characters, include Latin letters and numbers. Note: no-one else can see your password.

## PROBLEM

The user wants to know what kind of data to enter in an input field.

## SOLUTION

Show instructions, examples or hints to help users figure out what they need to enter in an input field. If you're not using the conversational pattern, some sort of input hints are a must but there are several ways of providing them. HTML5 allows an easy implementation of inline text that can appear as placeholders inside the input field. Alternatively, you can also provide hints and explanations as plain text below or to the side of the input field. Another way of showing this information is as a popover that appears when the user focuses on the particular field. The hint can stay visible for as long as the user is interacting with that field or it can disappear when they begin entering their own information. Input hints are a great way of minimizing clutter around input fields while also eliminating confusion and possible errors that the user might face when dealing with them.

# Natural Language Inputs

## EXAMPLES

Facebook, Google Calendar

**People who work at Facebook**

**Dwij Vasavada**  
Analyst, User Operations at Facebook  
Studied at M S University Baroda  
Lives in Hyderabad, Andhra Pradesh  
Read The Five People You Meet in Heaven, Tuesdays with Morrie and...  
7 mutual friends including Lividul Witharana and Harmeet Singh Jangla  
Add Friend Follow Message

**Touchanon Del Castillo (Vincent D. Castillo)**  
Facebook Ad Ops Specialist, Engage at Komli Media  
Studied Modern Business Management at Bangkok University '13  
Listens to Sing along with Kru Benge, Nobuo Uematsu and Bossanova  
Read Conversations with God, The Secret and 7 Habits  
6 mutual friends including Lividul Witharana and Tom Rosanowski  
Add Friend Follow Message

**Sebastian Crisan**  
Campus Ambassador at Facebook  
Lives in Cluj-Napoca  
76 followers  
Add Friend Follow Message

**Bogdan-Alexandru Matican (Mati)**  
Software Engineer at Facebook  
Cambridge University Campus Ambassador at Facebook  
Studied at University of Cambridge '13  
Lives in San Francisco, California  
1 mutual friend: Mara Zafiu  
Add Friend Follow Message

**Arpit Agarwal**  
Software Engineer at Facebook  
Studied at IIT Kharagpur  
Lives in Mountain View, California  
Single · Male · Interested in females  
1 mutual friend: Phani Yedavilli

**Facebook**  
153,407,205 like this  
Liked

Product/Service

Facebook is an online social networking service headquartered in Menlo Park, California. Its name comes from a colloquia...

see more

www.facebook.com

More Than 1,000 People Share

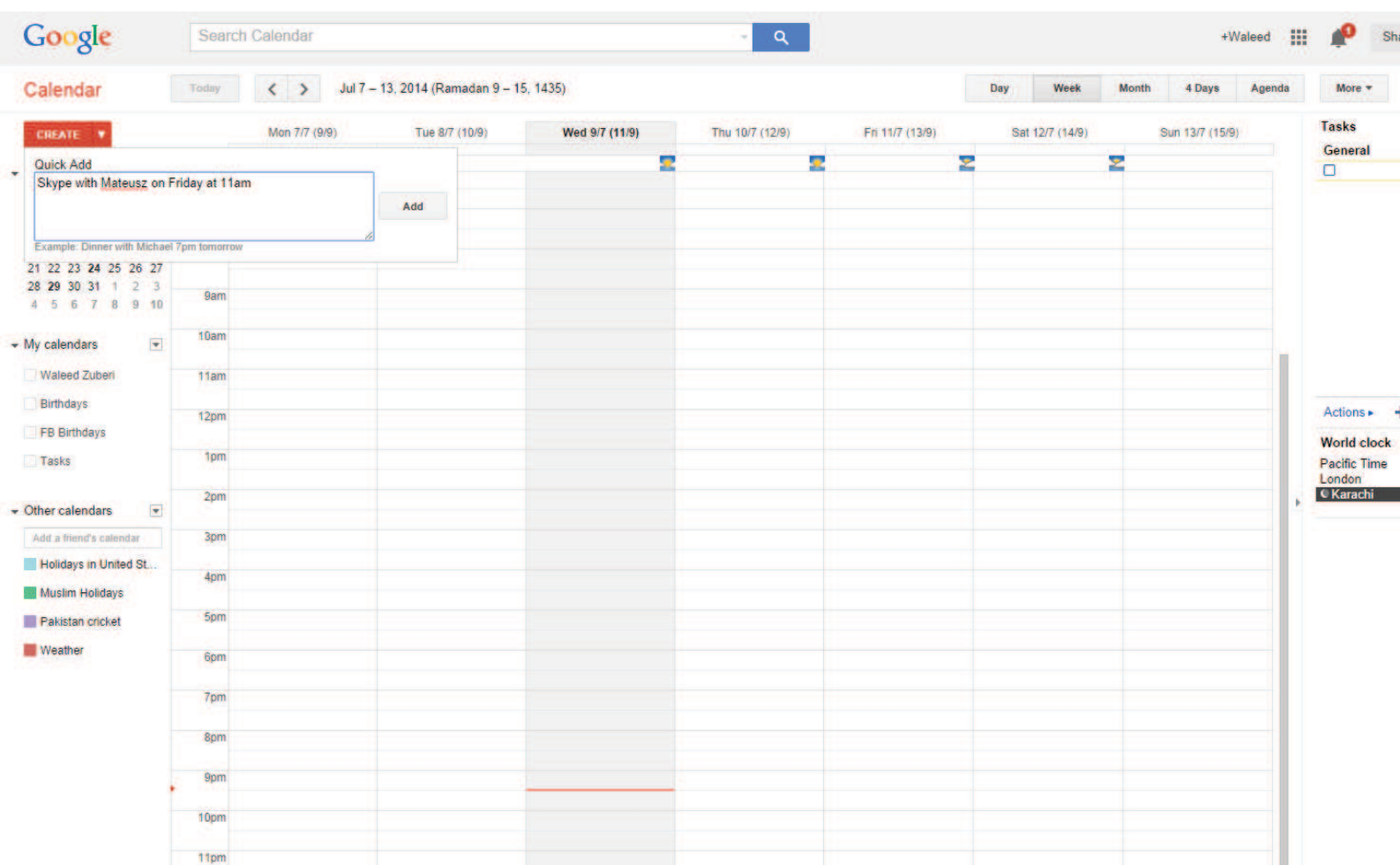
Gender Add...  
Relationship Add...  
Current Employer Facebook Add  
Position...  
Employer Location...  
Time Period...  
Current City Add...  
Hometown Add...  
School Add...  
Friendship Add...  
Name Add...

SEE MORE FILTERS

Loredana Gheorghie likes Georgi Meca's photo.  
Mohammad Hassam Ali likes Tooba Mughal's video on Bilal Ahmad's Timeline.  
Rabia Saya likes Arikah Usman Ghani's photo.  
Saule Mukhamejanova and Xana Sun are now friends.  
Mashal Qazi likes Wahib Yousuf's post in Limkokwing University.  
Shiza Naseem commented on Habiba Javed's post.  
Muzzamil Imran likes Shahzeb Khalid's link.  
Hussain Dewani  
Shamiah Rashid  
Shah Talha Sohail  
Ali Bin Shaheen  
Tahira Naseem  
Ruth Van de Poi  
Shiza Naseem  
Wajahat Noor  
Akbar Raza  
M. Arslan Manzoor

Turn on chat to see who's available.





## PROBLEM

The user wants to enter data without having to worry about formats.

## SOLUTION

Accept user input as sentences formed in natural language, leaving the interpretation to the system rather than having the user enter the information into multiple input fields. The most popular implementation of this is perhaps Facebook's Graph Search, which lets you phrase search queries like "People from Austin, TX who like Coldplay" or "Married men who like Prostitutes." Similarly, to-do list manager Remember the Milk lets users create tasks like "Meeting with Marcin on Tuesday," which the app recognizes as an item with the due date of this Tuesday. While this is a resource-intensive pattern that requires some complex programming-fu in the backend, natural language inputs are a giant step towards simplifying the UX and making the interaction easier for the user.

# Forgiving Formats

## EXAMPLES

IMDb, Facebook, Twitter, Yelp

The screenshot shows the IMDb website interface. At the top is a navigation bar with the IMDb logo, a search bar, and links for IMDb Pro, IMDb Apps, and Help. Below the navigation bar are several sections:

- Showtimes & Tickets:** A section showing 37 movies playing near you, with a link to see all showtimes.
- Opening This Week:** A list of movies including "Deliver Us from Evil", "Tammy", "Earth to Echo", "America", "Life Itself", and "The Girl on the Train", each with a "Get Tickets" or "Expands" link.
- IMDb Picks: July:** A section featuring "Life Itself" and "The Skeleton Twins" with a text description: "With new releases constantly arriving on theatrical, television and handheld screens, we're continuing our monthly feature in which we spotlight titles that have intrigued us, and that we hope will spark your interest, as well. Browse our list of July movies and TV shows that we recommend, including the Steve James documentary on Roger Ebert *Life Itself*, the debut of the epidemic TV series 'The Strain', the return of dastardly Sharknados in 'Sharknado 2: The Second One', and many more." It includes a link to read the full list of editors' picks for July.
- NewsDesk:** A section with tabs for Top News, Movie News, TV News, and Celebrity News. A featured article is titled "Oscar-nominated filmmaker Paul Mazursky dies" with a sub-headline "22 hours ago | EW.com - Inside Movies" and a brief text: "Paul Mazursky, a five-time Oscar-nominee who wrote and directed admired movies from Bob & Carol & Ted & Alice to Down and Out in Beverly Hills, died Monday of pulmonary cardiac."
- Box Office:** A list of the top 5 box office movies: 1. Transformers: Age of Extinction (\$100M), 2. 22 Jump Street (\$15.8M), 3. How to Train Your Dragon 2 (\$13.2M), 4. Think Like a Man Too (\$10.3M), 5. Maleficent (\$8.38M). It includes a link to see more box office results.
- Coming Soon:** A list of upcoming movies with their percentage of completion: Dawn of the Planet of the Apes (63%), Boyhood (5%), Land Ho! (15%), and A Long Way Down (27%).

### Facebook Login

Email or Phone:

Password:

Keep me logged in

[Log in](#) or [Sign up for Facebook](#)

[Can't log in?](#)

[اردو](#) [English \(UK\)](#) [English \(US\)](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) [العربية](#) [हिन्दी](#) [...](#)

[Mobile](#) [Find Friends](#) [Badges](#) [People](#) [Pages](#) [Apps](#) [Games](#) [Music](#) [Locations](#)  
[Topics](#) [About](#) [Create Advert](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#)  
[Help](#)

Facebook © 2014 · English (UK)



Language: English UK ▾

### Sign in to Twitter

Username or email

Password

[Sign in](#)  Remember me [Forgot password?](#)

New to Twitter? [Sign up now >](#)

Already using Twitter via text message? [Activate your account >](#)



### Your Next Review Awaits



**La Bodeguita Del Medio** ✕



Have you been here?

### Recent Activity

[Near You](#) [Your Activity](#)



**Samantha P.** wrote a review for [Robert M. Lowen, MD](#)

15 minutes ago

★ ★ ★ ★ ★ 7/9/2014

I have been seeing Dr. Lowen for over 15 years. I was introduced by a work colleague Meredith, we were in the legal department together, who went to him for acne. She complained bitterly that Dr. Lowen and his staff constantly tried to up sell their skin care products that they buy. Kinda like a doctor peddling pills on the side that they make a margin on. [Is this ethical?]

I went to him inspite of this because she said, look he's licensed and it's convenient to where we live. Just don't buy anything/products from him and make sure you know exactly what you want him to do for...[Read more](#)

Was this review ...?



0

1

**Warren C.**

Sugar Land, TX

0 useful votes

0 cool votes

0 funny votes

0 compliments

### Review of the Day



**Crystal Z.** reviewed [Shalala](#)



TL;DR - Best ramen on Castro. Go. Wait no. Don't go. This is my secret ramen place!

All ramen is different. For reals. There are clear broth ramens, tonkatsu, shoyu, miso... etc. And each ramen shop... [Read more](#)

[Archive](#)

### Popular Events



**Intern Yelp Event @ San Jose Earthquakes**

Friday, Jul 11, 6:30 pm – 8:00 pm

39 are interested



**East Bay Hood Hunters: Film History & French Toast in Niles!**

## PROBLEM

The user wants to enter data without having to worry about formats.

## SOLUTION

Accept multiple formats and variations in your form fields, leaving the interpretation to the system rather than to the user, who doesn't want to think about the "correct" way of doing it. When there are multiple options or criteria for user input, indicating all the options can be messy — or, more importantly, fewer users than desired may be able to complete the desired action. Instead of cluttering the UI, you can instead have a single input field accept all the options and interpret them in the backend. Weather Underground for example uses a single field to accept zip codes, city, states, airports or countries. Similarly time tracking tool Harvest allows users to enter time in varying formats, for example 1.5 or 1:30 to specify an hour and a half. The Facebook and Twitter login forms allow users to enter their username or email address to login instead of forcing them to choose one.

# Inline Validation

## EXAMPLES

Facebook, Gmail

The screenshot shows the Facebook account creation interface. At the top left is the Facebook logo. On the right, there are fields for 'Email or Phone' and 'Password', with a 'Log in' button. Below these are checkboxes for 'Keep me logged in' and 'Can't log in?'. The main heading is 'Create an account' with the subtext 'It's free and always will be.' The form includes fields for 'First Name', 'Last Name', 'Email', and 'New Password'. The 'Email' field contains 'waleedzuber@gmail.com' and has a red border with an exclamation mark icon. Below it is a 'Re-enter email address' field. A red callout box points to the email field with the text 'Please re-enter your email address.' The 'Birthday' section has dropdowns for 'Day', 'Month', and 'Year', and radio buttons for 'Female' and 'Male'. At the bottom, there is a green 'Create an account' button and a link to 'Create a Page for a celebrity, band or business.'

اردو English (UK) English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी

Mobile Find Friends Badges People Pages Apps Games Music Locations  
Topics About Create Advert Create Page Developers Careers Privacy Cookies Terms  
Help

Facebook © 2014 · English (UK)

# Create your Google Account

One account is all you need  
A single username and password gets you into everything Google.



Make Google yours  
Set up your profile and preferences just the way you like.



Take it all with you  
Switch between devices, and pick up wherever you left off.



**Name**  
First  Last

**Choose your username**  
 @gmail.com  
Please use between 6 and 30 characters.

**Create a password**  
  
Short passwords are easy to guess. Try one with at least 8 characters.

**Confirm your password**

**Birthday**  
Month  Day  Year

**Gender**  
I am...

**Mobile phone**

**Your current email address**

**Prove you're not a robot**  
 Skip this verification (phone verification may be required)

## PROBLEM

The user wants immediate feedback about entered data.

## SOLUTION

Inspect and validate user input as it is entered, rather than waiting for them to hit the submit button and bombarding them with validation errors. This makes data entry a more interactive process, saving the user's time by catching problems as they occur. Inline validation can be used to check if users have entered required information, to check for formatting errors in phone numbers or email addresses which are often mistyped, or even as feedback about the user's input. The Gmail and Twitter signup forms also provide immediate feedback about the strength of the user's desired password. Showing validation data inline against the relevant item prevents any confusion about what went wrong. The immediate feedback keeps the user's focus on the problem. Inline validation is especially important when dealing with account registration, long forms with many fields or complex formatting requirements.

# Wizards / Stepped Forms

## EXAMPLES

Virgin America, MailChimp

The screenshot shows a flight booking wizard interface. At the top, a dark purple header bar contains a back arrow, the Virgin America logo, flight details 'SFO → LAX' and 'LAX → SFO', '1 Adult', and a price of '\$0.00'. Below the header, the main heading is 'Who's flying?'. There are three input boxes: 'Adults' with the value '1', 'Children (Age 2-14)' with the value '0', and 'Lap Infants (Age 0-2)' with the value '0'. Each box has '+' and '-' buttons. Below the 'Adults' box is a link 'Have special requests?'. At the bottom center is a purple button labeled 'CONTINUE WITH 1 ADULT'.


Category	Count
Adults	1
Children (Age 2-14)	0
Lap Infants (Age 0-2)	0

[Have special requests?](#)

CONTINUE WITH 1 ADULT

Round Trip  One Way  Multi City

### SELECT DEPARTING DATE

Sun Mon Tue Wed Thu Fri Sat 

June 2014

TODAY  
28

29 30

July 2014

01 02 03 04 05

06 07 08 09 10 11 12

13 14 15 16 17 18 19

### To which list shall we send?

- AIESEC Karachi - LC List (82 recipients)
- Global Citizen Induction - May 2014 (51 recipients)
- Global Citizen Interviews - May 2014 (117 recipients)
- Global Citizens Invite - May 2014 (622 recipients)
- Partners (0 recipients)
- Membership Rejects (60 recipients)
- AIESEC Karachi Mailing List (743 recipients)
- Alumni (0 recipients)

**Hussain Dewani**

Use something subscribers will instantly recognize, like your company name.

From email address

**hussain.dewani@aiasec.net**

Specify \*|MERGETAGS|\* for recipient name













**\*|FNAME|\***

### Tracking

- Track opens**  
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)
- Track clicks** Required on free accounts  
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
- Track plain-text clicks** Required on free accounts  
Track opens and clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)
- Google Analytics link tracking**  
Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website.
- Ecommerce360 link tracking**  
Track visitors to your website from your MailChimp campaigns, capture order information, and pass that information back to MailChimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)
- ClickTale link tracking**  
Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.
- Goal tracking** Paid accounts only  
Track where subscribers go on your site, then trigger autoresponders or segment your list based on what pages they've visited.
- Track stats in Salesforce or Highrise**  
First, enable [Salesforce](#) or [Highrise](#) in Account > Integrations.

### Social Media

- Auto-tweet after sending
- Auto-post to Facebook after sending

 <p>1 Column Drag and drop</p> <p>Select</p>	 <p>1 Column - Banded Drag and drop</p> <p>Select</p>	 <p>1:2 Column Drag and drop</p> <p>Select</p>	 <p>1:2 Column - Banded Drag and drop</p> <p>Select</p>
 <p>1:3 Column Drag and drop</p> <p>Select</p>	 <p>1:3 Column - Banded Drag and drop</p> <p>Select</p>	 <p>2 Column Drag and drop</p> <p>Select</p>	 <p>2 Column - Banded Drag and drop</p> <p>Select</p>
 <p>2:1 Column Drag and drop</p> <p>Select</p>	 <p>2:1 Column - Banded Drag and drop</p> <p>Select</p>	 <p>Left Sidebar Drag and drop</p> <p>Select</p>	 <p>Right Sidebar Drag and drop</p> <p>Select</p>



## **PROBLEM**

The user wants to provide information in as simple and contextually relevant way as possible.

## **SOLUTION**

Break the user input process into smaller, more manageable steps that are presented to the user one at a time. This pattern makes the most sense when the user's input shapes how things proceed but it also smooths the user experience in situations that involve a lot of data entry. By breaking the process into steps or subtasks, you can provide the user detailed guidance for each step as well as adapt according to what the user has already entered, providing a cleaner and more personalized experience. Stepped input forms are also a great way of reducing the entry barrier for new users. For example, Mint.com starts the signup process by only asking for the user's email, password and zip code - all the other details they need come later. Users will tend to put off or altogether avoid forms that are too long and demand too much cognitive load - everyone's in a hurry these days. Big tasks broken into smaller, bite-sized tasks are much easier to begin. The stepped form can keep the user's focus by using "Back" and "Forward" buttons and also show them how many steps are left until they reach the end. Stepped forms also allow for pre-filled information to be used in later stages when the next step is loaded, and even change the number or type of inputs available based on prior answers, which could further simplify the task. The option of skipping certain steps also makes life easier for the user.



# Completeness Meters

## EXAMPLES

LinkedIn, Google+

The screenshot shows a LinkedIn profile page. The main content area is divided into sections: Background, Summary, Education, and People Also Viewed. The 'Profile Strength' section is highlighted with a blue circle and a progress bar. The progress bar is a blue circle with a white line extending from the center to the right, ending at 'All-Star'. Above the progress bar, it says '-27' and 'Your rank for profile views moved down by 27% in the past 30 days.' Below the progress bar, it says 'Share your profile'. The 'People Also Viewed' section lists several profiles with their names, titles, and photos.

**Background**

**Summary**

I'm an undergraduate business and marketing student specializing in brand development, services management, digital communications and improving customer experiences. I believe in craftsmanship and continuous improvement, and I'm on my way to becoming a full-stack marketer. I also enjoy creative writing, web development and graphic design.

I write on my blog to make sense of the things around me: <http://waleedzuberi.com/>

I have an interest and varied experience in:

- Brand management and communications
- Digital marketing and social media
- Information and knowledge management
- Creative and technical writing
- Graphic design and media
  - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, DreamWeaver)
- Web development and programming
  - HTML, CSS, JavaScript
  - PHP, SQL
  - Ruby, Python
  - Bootstrap, jQuery, Sass, CoffeeScript, Node.js

**Education**

**Institute of Business Management**  
Bachelors, Business Administration  
2009 – 2014

Majored in marketing, with a focus on brand management, services and digital marketing.  
Activities and Societies: AIESEC, Rotaract Club, Marketing Society, Music Society, Social Welfare and Trust (SWAT)

- ▶ 1 honor or award
- ▶ 17 courses, including:

**St. Patrick's High School**  
A' Levels, Science  
2007 – 2009

**Profile Strength**

-27 Your rank for profile views moved down by 27% in the past 30 days.

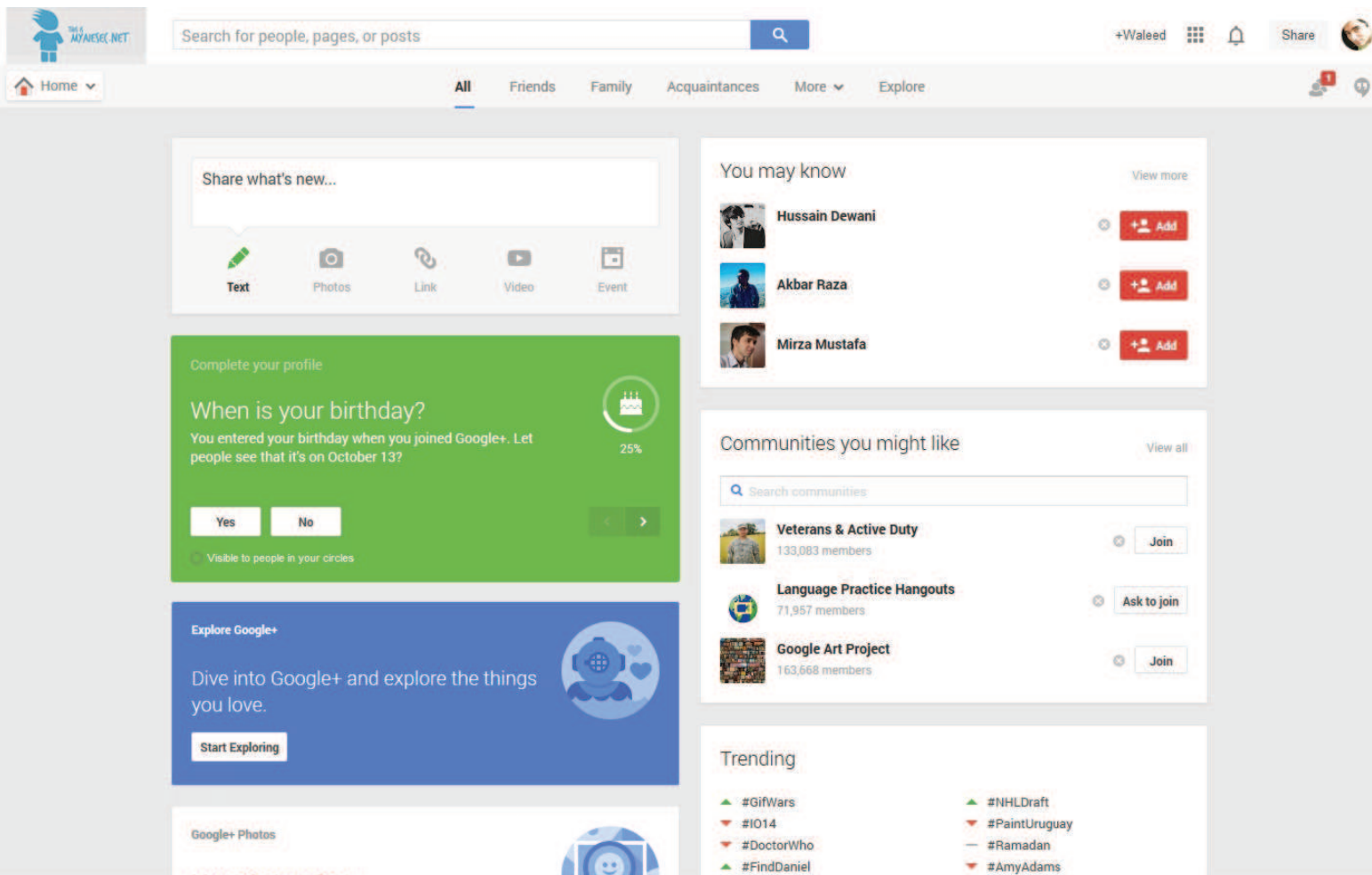
Unlock the full list with LinkedIn Premium

All-Star

Share your profile

**People Also Viewed**

- Anum Saadat Ali**  
Google Student Ambassador at Google
- Maham Shariq**  
President at The Music Society of IoBM
- Rasha Iqbal Farooqui**  
Talent Acquisition Manager North Africa, Middle East and Turkey at RB
- Wajahat Noor**  
Intern at GroupM
- Mohammad Naveed Zafar**  
Project Lead - Junior Leaders Conference at School of Leadership
- Hussain Dewani**  
Content & Project Associate at Teamants
- Fahad Nasim**  
Director Internal Communication - National Support Team at AIESEC
- Iqra Ishaque**



## PROBLEM

The user wants to know how far they have come in completing a particular goal.

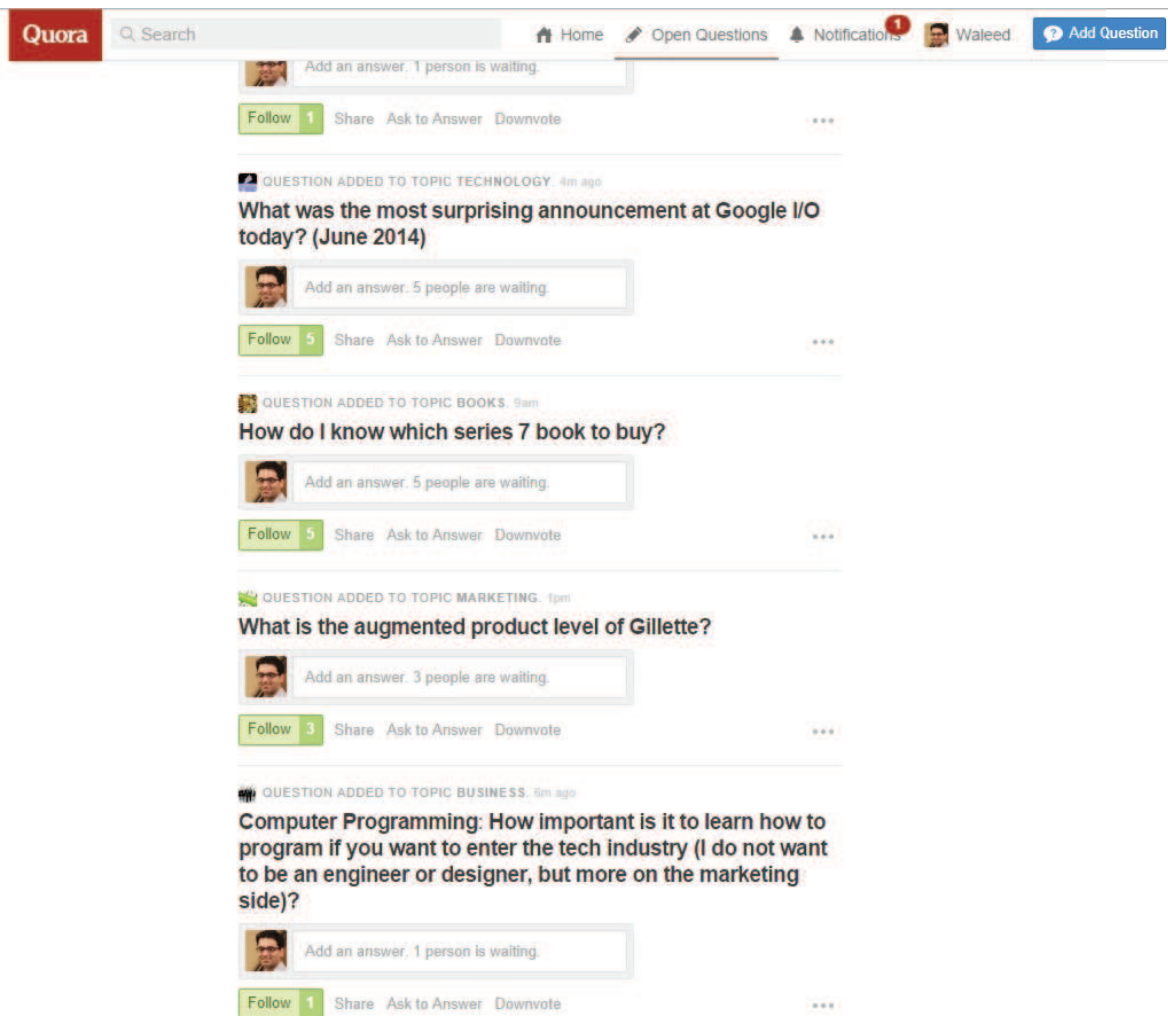
## SOLUTION

Provide the user with a visual representation of their progress towards a goal. Most often this is shown as a percentage that quantifies how far they've come and how far they have to go to reach "100%". The goal in question could be an arbitrary one aimed to increase engagement with the app or elicit particular actions such as getting more personal information to build a richer user experience, linking other accounts, inviting other users, sharing on social media, and so forth. For example, LinkedIn provides users with a profile "Strength Meter" that fills up as they add more information and sections to their profile. Combined with the Next Steps pattern to provide users with linked actions gives users a clear indication of what they need to do next to complete their end of the deal, making their interaction even more frictionless.

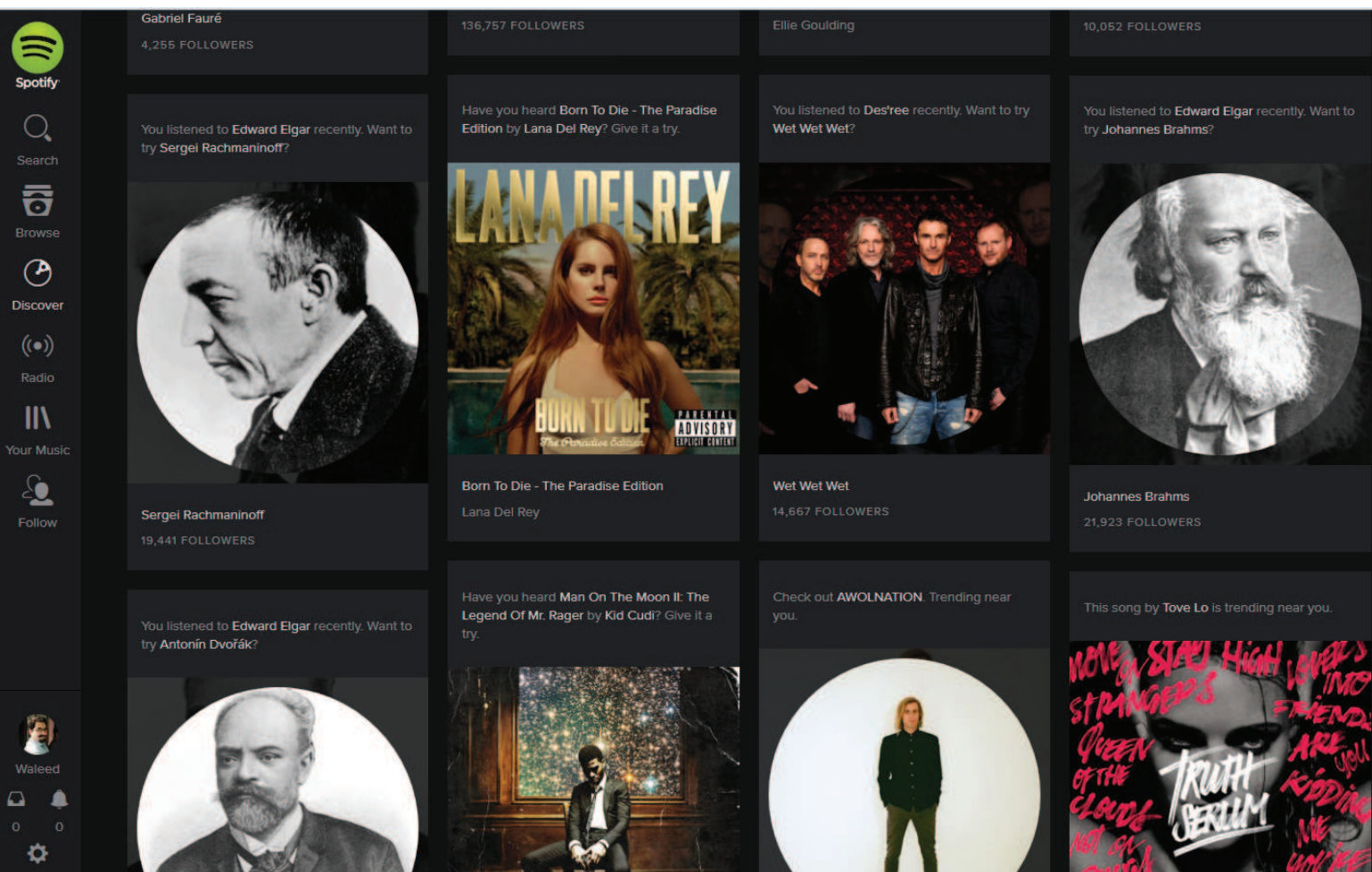
# Action Context

## EXAMPLES

Quora, Spotify



The screenshot displays the Quora website interface. At the top, there is a navigation bar with the Quora logo, a search bar, and links for Home, Open Questions, Notifications, and a user profile for Waleed. Below the navigation bar, there are several question cards. Each card includes a question title, a user profile picture, and a text box for adding an answer. The first card shows a question about Google I/O announcements with 1 person waiting for an answer. The second card is about the most surprising announcement at Google I/O in June 2014, with 5 people waiting. The third card asks how to choose a series 7 book, also with 5 people waiting. The fourth card asks about the augmented product level of Gillette, with 3 people waiting. The fifth card asks about the importance of learning programming for entering the tech industry from a marketing perspective, with 1 person waiting. Each card also features a 'Follow' button with a count, and options to 'Share', 'Ask to Answer', and 'Downvote'.



## PROBLEM

The user wants to know the impact of their actions.

## SOLUTION

Use language and statistics to show context around a user's actions. There are several important contexts the user needs to be aware of, for example the time or effort it will take to complete a certain action, what it will impact and whether it is time-sensitive. Booking.com pulls this off by adding a notification that informs the user when the last booking was made in the hotel they're looking at, as well as how many people are currently viewing it, to give the user an indication of how much in demand the hotel is. Quora achieves the same effect by making a note of how many people are "waiting for an answer" by following a question, enticing the user to submit an answer. Spotify and Amazon on the other hand provide context around their recommendations which are based on data collected from multiple users.



# Keyboard Shortcuts

## EXAMPLES

Dropbox, Asana

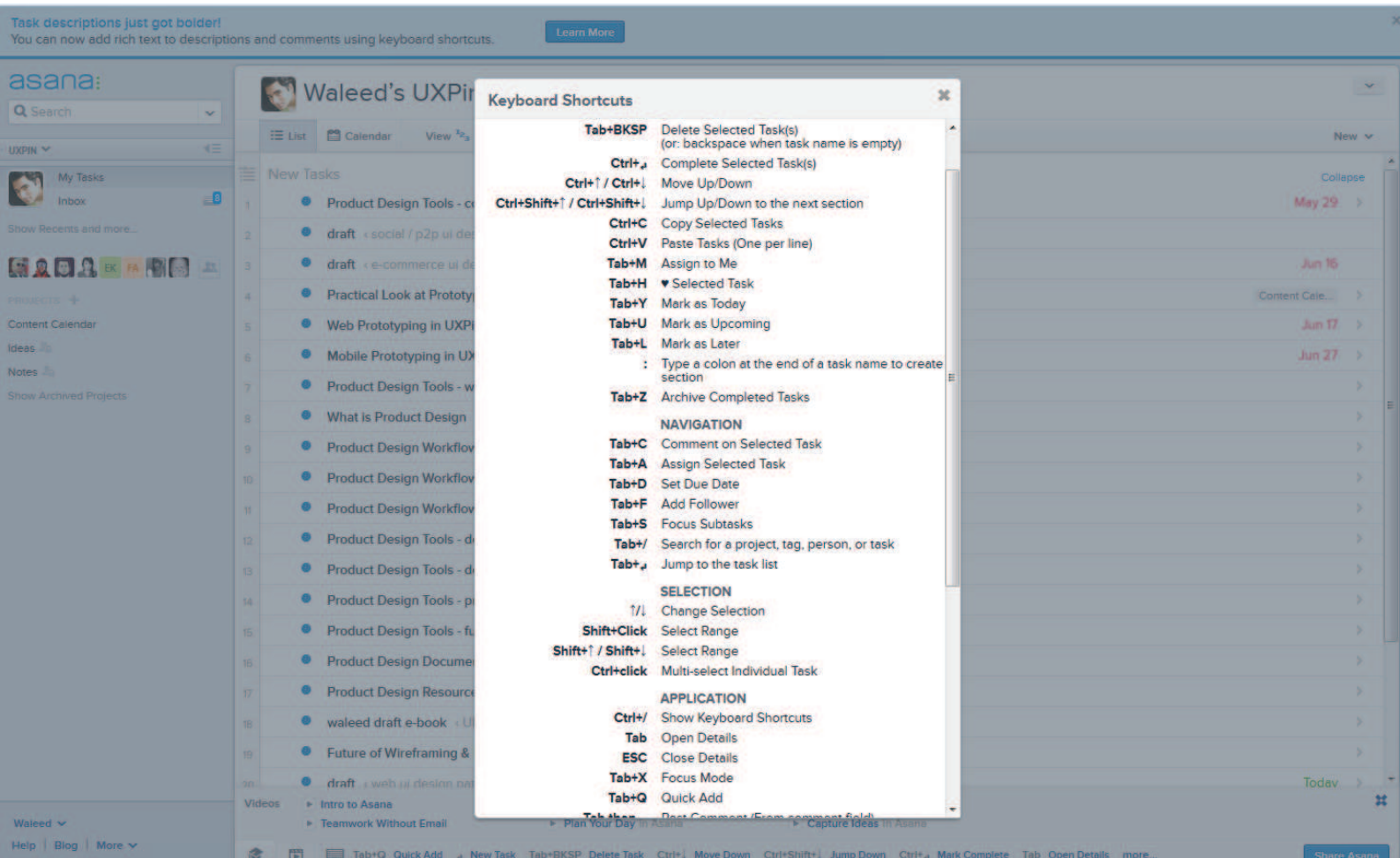
The screenshot shows the Dropbox web interface. At the top right, there is a user profile for 'Waleed Zuberi'. The main content area displays a table of keyboard shortcuts for Dropbox. The table has three columns: 'Name', 'Kind', and 'Modified'. A dark grey overlay box contains the following shortcuts:

Name	Kind	Modified
<b>Dropbox keyboard shortcuts</b>		
↑	enter	Download or open file
↓	ctrl + c	Copy selected file(s)
ctrl + a	ctrl + v	Paste selected file(s) into the current folder
esc	F2	Rename selected file
←	Delete	Delete selected file(s)
/	ctrl + z	Undo recent move/copy/rename/delete
→	?	Show keyboard shortcuts

Below the shortcuts, there is a table of folders:

Name	Kind	Modified
Photos	folder	--
Public	folder	--

At the bottom left, there is a promotional banner for 'Dropbox for Business!' with the text: 'Hey Waleed, try Dropbox for Business! Start with 1000 GB for 5 people.' and links for 'Help' and 'Privacy'.



## PROBLEM

The user wants to quickly complete certain tasks.

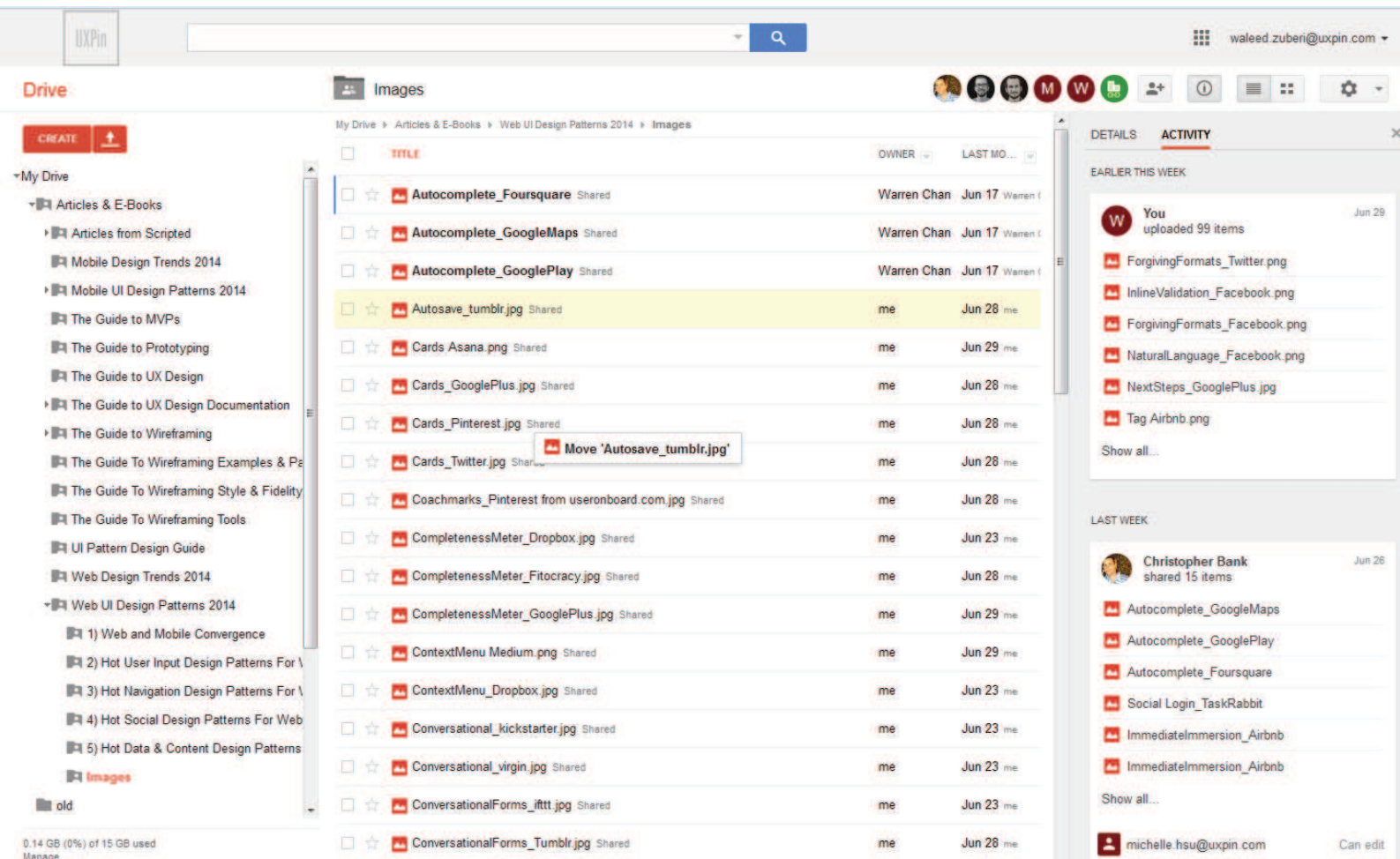
## SOLUTION

Add shortcuts and hotkeys to your app that allow users to perform certain actions quickly using their keyboard instead of navigating with the mouse to press a button. This comes in especially handy for repetitive tasks, for example navigating through emails or handling tasks in Asana. While keyboard shortcuts are generally seen only as an accessibility feature, the added usability is helpful across the board for all users and can significantly improve the UX for advanced users. The problem with keyboard shortcuts however is that not everyone can remember them. Gmail solves this by showing a glossary when the user presses Ctrl+?; Dropbox does the same except with Ctrl+/, while Asana shows essential combinations across the bottom of the screen.

# Drag-and-Drop Actions

## EXAMPLES

Google Drive, Dropbox, Asana





CREATE

- My Drive
- Shared with Me
- Starred
- Recent
- Trash
- More
- Install Drive for your computer

Incoming!  
Drop your files to instantly upload them to Drive

0.03 GB (0%) of 15 GB used [Manage](#)

Drop your file to upload to your Dropbox

Waleed Zuberi



### Dropbox

Search

- Files
- Photos
- Sharing
- Links
- Events

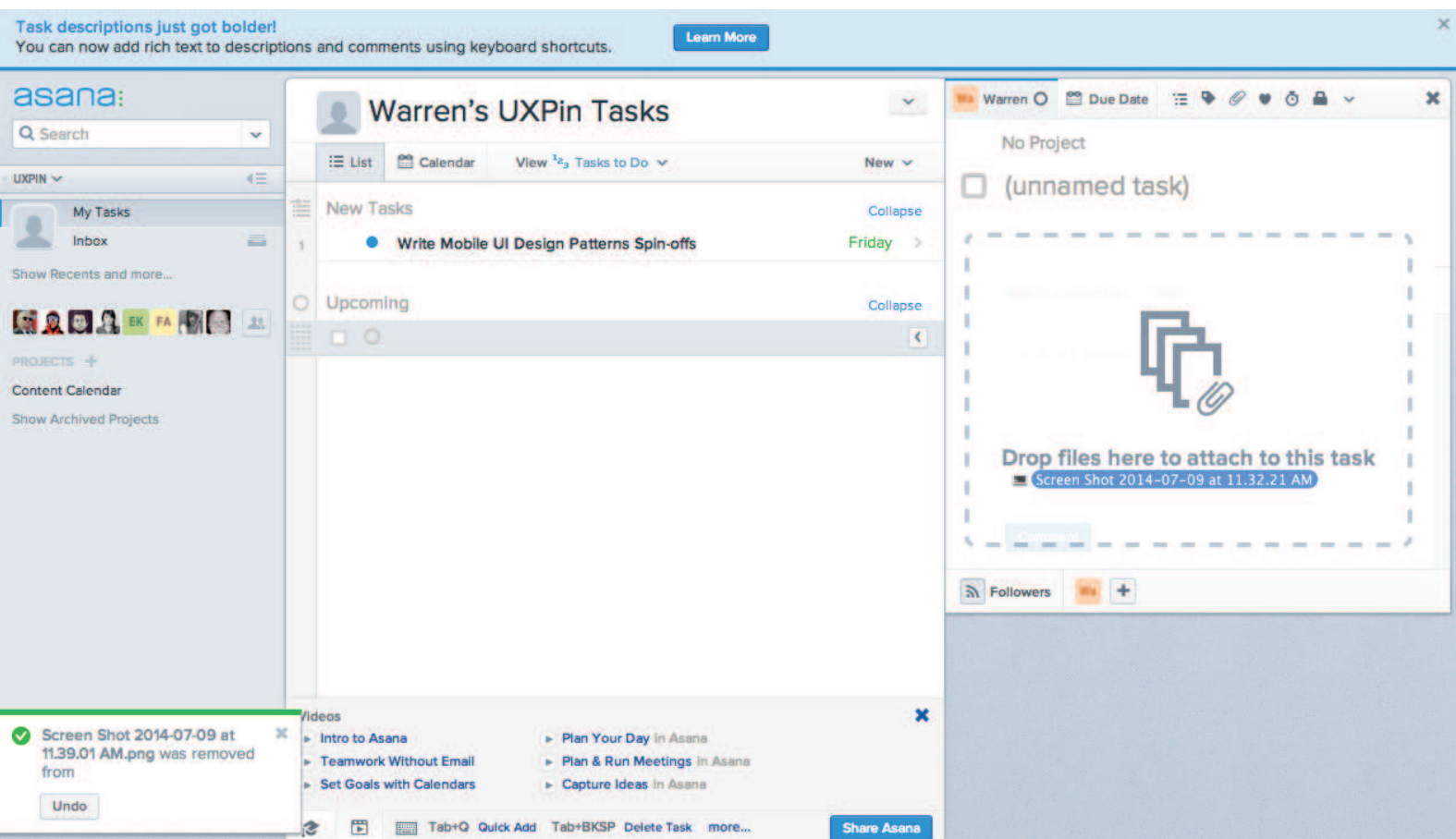
Name	Kind	Modified
_Archive	folder	--
Apps	folder	--
Camera Uploads	folder	--
Documents	folder	--
IFTTT	folder	--
Photos	folder	--
Public	folder	--

Move

Hey Waleed, try Dropbox for Business!

Start with 1000 GB for 5 people.

Help Privacy



## PROBLEM

The user wants to quickly and naturally perform an action on a website using relevant content or objects.

## SOLUTION

Allow users to interact with content or objects through direct manipulation such as dragging-and-dropping. This action can be used for rearranging items as in Google Drive or Asana, and it can also be used for initiating file uploads. This translates the dragging patterns built in to OS interactions to the web much like the Draggable Content pattern. For example, when uploading a file, the user would usually switch from the file explorer to the browser's upload window. This pattern replaces the clumsiness with a more seamless transition, letting users select and drop any number of files into the browser window to upload it without having to click through file hierarchies to find and upload a file. Google Drive clearly indicates that it can accept a dropped file by drawing an animated overlay over the page's regular content. Dropbox, however, only indicates this with a border around the window and a small notification. Depending on your target users, though, it may be best to create an

obvious indication rather than risk confusion. Asana and many other web applications also let you upload files by dragging-and-dropping.

# Default Values & Autocomplete

## EXAMPLES

YouTube, Amazon, Airbnb, Foursquare

The image shows a screenshot of the YouTube search interface. At the top left is the YouTube logo. A search bar contains the text "ps". Below the search bar, a dropdown menu displays autocomplete suggestions: "psy hangover", "psy gangnam style", "psy gentleman", "ps4", "psychosoprano", "ps4 games", "psisynidicate", "ps4 unboxing", "psychosocial", and "ps4 vs xbox one". To the right of the search bar is a search icon and buttons for "Upload" and "Sign In".

Below the search bar, a video player shows "Neil Young Sings 'Fancy' with Crosby, Stills & Nash" by The Tonight Show Starring Jimmy Fallon, with 1,903,168 views and posted 1 day ago. To the right of this video are three smaller video thumbnails: "LEGO: Everything is NOT awesome." (1,270,756 views, 1 day ago), "Best Melodic Dubstep Mix 2014" (11,002,800 views, 6 months ago), and "Slip and Slide LAUNCH RAMP!" (4,671,696 views, 9 months ago).

Below the video player is a "Recommended" section with eight video thumbnails. The first row includes "Accidental Racism" (855,773 views, 4 months ago), "Disclosure - Latch feat. Sam Smith (Official Video)" (57,392,047 views, 1 year ago), "Magic Johnson's Top 10 Assists" (2,657,842 views, 4 years ago), and "Real Life Pokemon Adventure" (924,365 views, 4 months ago). The second row includes "Alesso vs OneRepublic - If I" (4:58), "Tim Ferriss" (41:33), "Claude M. Steele, 'Identity and" (1:14:43), and "Chromeo - Lost on The Way" (5:25).



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- The first smartphone from Amazon
- Books & Audible
- Movies, Music & Games
- Electronics & Computers
- Home, Garden & Tools
- Beauty, Health & Grocery
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial
- Full Store Directory

- Kindle in All Departments
- Kindle in Kindle Store
- Kindle in Electronics
- Kindle in Computers
- Kindle in Electronics Trade-In
- Kindle books
- Kindle fire
- Kindle paperwhite
- Kindle fire hd
- Kindle fire hdx

**Kindle Fire HDX**  
From \$229  
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**DYNAMIC PERSPECTIVE**

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Included with Prime Membership at No Additional Cost

 <b>World War Z</b> Amazon Instant Video ★★★★★ (4,221)	 <b>Uptown Girls</b> Amazon Instant Video ★★★★★ (177)	 <b>Azorian: The Raising of the K-129</b> Amazon Instant Video ★★★★★ (135)	 <b>Magic Beyond Words: The JK Rowling Story</b> Amazon Instant Video ★★★★★ (693)	 <b>Star Trek Into Darkness</b> Amazon Instant Video ★★★★★ (5,965)	 <b>The Mermaid Chair</b> Amazon Instant Video ★★★★★ (171)
---	---	--	---	--	--

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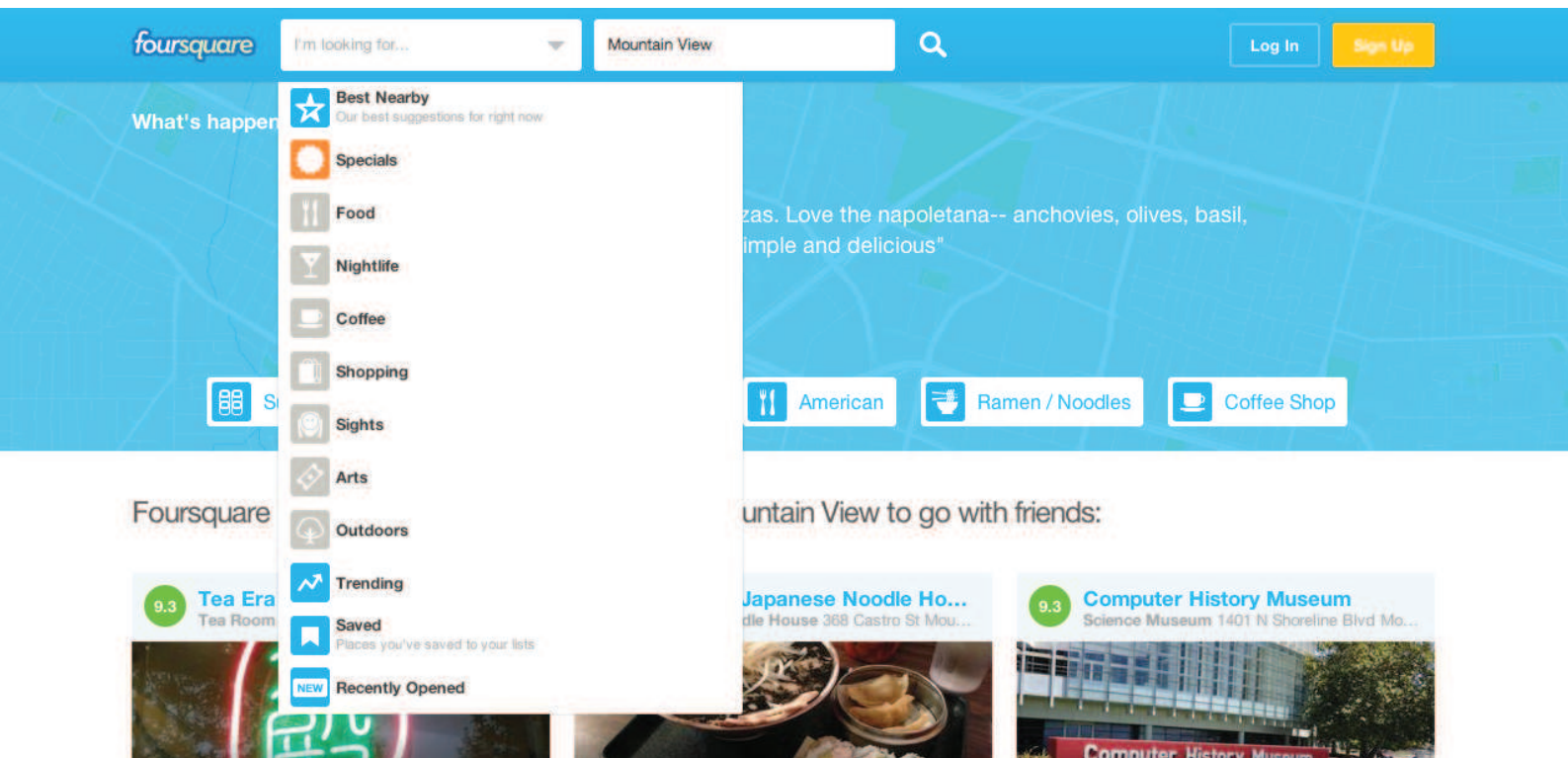
**Safari Tents in New Zealand**  
Kaitiaki, New Zealand \$88



**Neighborhood Guides**

Not sure where to stay? We've created neighborhood guides for cities all around the world.

 <b>Barcelona</b>	 <b>New York</b>	 <b>Seoul</b>
		



## PROBLEM

The user wants to complete actions quickly.

## SOLUTION

Anticipate frequently selected items and make data entry easier for the user by providing them with pre-populated default values or prompts based on suggestions and previously entered data. The UI can automatically adapt to smart defaults and input fields can be prefilled with the most common data. YouTube for example automatically sets the language and region based on where the user is browsing from - this can be changed easily with controls at the bottom of the page, but most users will never need to even think about it.

This can be paired with autocomplete functionality like in Google search, which significantly speeds up the user's actions but also serves as hints or guides for users who want to explore a topic or theme. Google also prefills the country and phone number country code based on the user's location, letting users skip a couple of steps. Twitter speeds things up by placing links to matched profiles in the search box so that the user can skip an interstitial search results page and go to the profile directly. This pattern can be particularly useful in standardizing user input and anticipating problems before they occur.



# Immersion (or “Lazy Signups”)

## EXAMPLES

Stack Overflow, Airbnb, Ebay, Yelp

The image shows a Stack Overflow question and its top answer. The question is about removing duplicates from a list while preserving order. The answer provides a Python function `f7` and discusses its complexity. A large overlay titled "Thanks for the feedback!" is positioned over the answer, featuring a sign-up form and a newsletter subscription option. The overlay includes a close button (X) in the top right corner. The sign-up form has three buttons: "Sign up using Google", "Sign up using Facebook", and "Sign up using Stack Exchange". The newsletter section has an email input field and a "Subscribe" button. The background content is partially obscured by the overlay.

python list unique

share | improve this question

edited Jan 26 '09 at 22:03 J.F. Sebastian 103k • 17 • 162 • 269

asked Jan 26 '09 at 15:43 Josh Glover 4,605 • 7 • 38 • 78

1 The specification of the input list is a little bit unclear. The values don't even need to be grouped together: [2, 1, 3, 1]. So which values do you want to keep and which to delete? Is the list already sorted? Do you want superfluous values to be deleted from the original list? – unbeknown Jan 26 '09 at 16:03

add comment

**20 Answers**

Here you have 250 votes

Fastest one:

```
def f7(seq):
    seen = set()
    return [x for x in seq if x not in seen and not seen.add(x)]
```

**EDIT:**

If you plan on using this on a large list, you should consider using a set to track seen elements. This is  $O(1)$  insertion, deletion and member-check per operation.

**EDIT2:** Minor optimization. Thanks to pheonix.

share | improve this answer

edited Jul 1 at 15:47

answered Jan 26 '09 at 15:47 Markus Janderot 33.4k • 5 • 60 • 87

1 `f7` itself is obviously at least  $O(n)$ , though each insertion, deletion and member-check is individually  $O(1)$  (with some definite hashing overhead!). You may want to mention that for some people who are less comfortable with runtime analysis. – ilimlib Jan 26 '09 at 18:49

Using a set (order is important)

3 Removing elements that have consecutive dupes

2 Python List: Is this the best way to remove duplicates while preserving order?

-3 How to remove duplicates in a python list

0 Python Remove the element

comprehension for removing duplicates of characters in a string

way to eliminate duplicates in a list, but previous relative

linked questions...

do you split a list evenly sized chunks?

43 How do you remove duplicates from a list in Python if the item order is not important?

261 How to remove an element from a list by index in Python?

2 Removing duplicate element from a list and the element itself

### Sign up

Sign up with Facebook

OR

[Sign up with Email](#)

By signing up, I agree to Airbnb's [Terms of Service](#), [Privacy Policy](#), [Guest Refund Policy](#), and [Host Guarantee Terms](#).

Already an Airbnb member? [Log in](#)

#### Location Settings

English

USD

#### Company

- [About](#)
- [Jobs](#)
- [Press](#)
- [Blog](#)
- [Help](#)
- [Policies](#)
- [Disaster Response](#)
- [Terms & Privacy](#)

#### Discover

- [Trust & Safety](#)
- [Invite Friends](#)
- [Airbnb Picks](#)
- [Mobile](#)
- [Site Map](#)

#### Hosting

- [Why Host](#)
- [Hospitality](#)
- [Responsible Hosting](#)
- [Stories](#)

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[Tweet](#) [Pin it](#) [+1](#) [Like](#) 11

## Charming Townhouse 2BD/2BTH w Patio

Bed & Breakfast - Entire home/apt · St James Pl, Brooklyn, NY 11238, United States

**40**  
[Guidebook](#) [Reviews](#)

[Photos](#) [Maps](#) [Calendar](#)



Airbnb.com  
Verified Photo

From **\$245** Per Night

Check in: 06/17/2014    Check out: 06/18/2014    Guests: 1

\$245 x 1 night	\$245
Cleaning fee	\$60
Service fee ⓘ	\$37
<b>TOTAL</b>	<b>\$342</b>

[Request to Book](#)

[Save to Wish List](#)

Saved 414 times



### Air Jordan 3 White Cement 03

Item condition: **Pre-owned**  
Time left: **7m 54s** (Jul 09, 2014 12:23:39 PDT)

| [Add to watch list](#)

Current bid: **US \$100.00** [ 1 bid ]

Enter US \$102.50 or more

**Place bid**

[Add to watch list](#)  
[Add to collection](#)

**Seller information**  
**bugginoutt** (24 ★)  
100% Positive feedback

---

[Follow this seller](#)  
[See other items](#)

100% positive Feedback | Limited time remaining

**BillMeLater**: Spend \$99+ and get 6 months to pay  
Subject to credit approval. [See terms](#)

Shipping: **\$18.15** Expedited Shipping | [See details](#)  
Item location: Upper Marlboro, Maryland, United States  
Ships to: United States

Delivery: Estimated between **Sat. Jul. 12** and **Tue. Jul. 15**

Payments: **PayPal**, Bill Me Later | [See details](#)

Returns: Seller does not offer returns. You are covered by the **eBay Money Back Guarantee** if you received an item that is not as described in the listing.

Guarantee: **eBay MONEY BACK GUARANTEE** | [See details](#)  
Get the item you ordered or get your money back.  
Covers your purchase price and original shipping.

Mouse over image to zoom

**Have one to sell?** [Sell it yourself](#)

People who viewed this item also viewed

[Air Jordan 2011 Size 13](#) | [Jordan 12 Collection](#) | [Jordan 8 VIII Retro Low 2003 - Mens size 12...](#) | [Lebron 8 Bred size 13 w/ bonus michael...](#) | [Nike Zoom Revis Wolf Grey Lebron Yeezy...](#)

[Feedback on our suggestions](#)



**Sign in**

Email or user ID

Password

[Forgot your user ID or forgot your password?](#)

Stay signed in  
Protect your privacy - sign out when you're done.

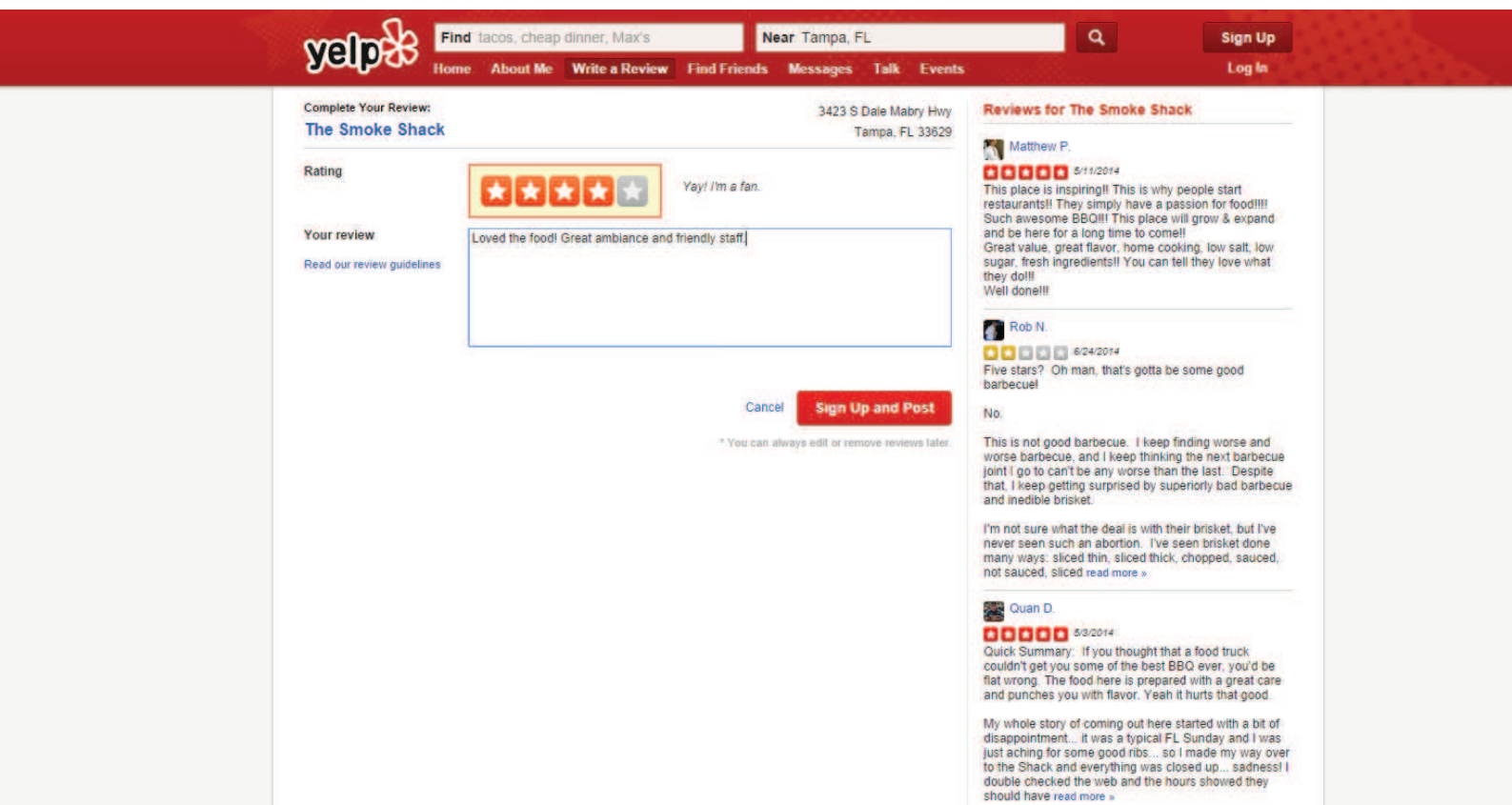
**Sign in**

**New to eBay?**

Get started now. It's fast and easy!

**Register**

Comments?



## PROBLEM

The user wants to try things out before making a commitment.

## SOLUTION

More applications are letting users immediately immerse themselves in an app before anything else — even signing up or logging in.

Remember, they can only do one thing at a time, and have limited time to test every new product out. With the growing specialization of web apps, it's increasingly important that you find quality user or customer leads before nurturing them — they may hate your product or quickly realize it's not what they wanted. Asking users for the information you need to register their accounts can be a tough ask, and lower signup conversion rates even for qualified visitors. On a positive note, by letting them immediately experience your product, they may get more hooked because of how deeply they were able to explore the app on the first experience. This can work better than the onboarding walkthrough UI pattern we cover next, because it shows the user instead of telling them how things work.

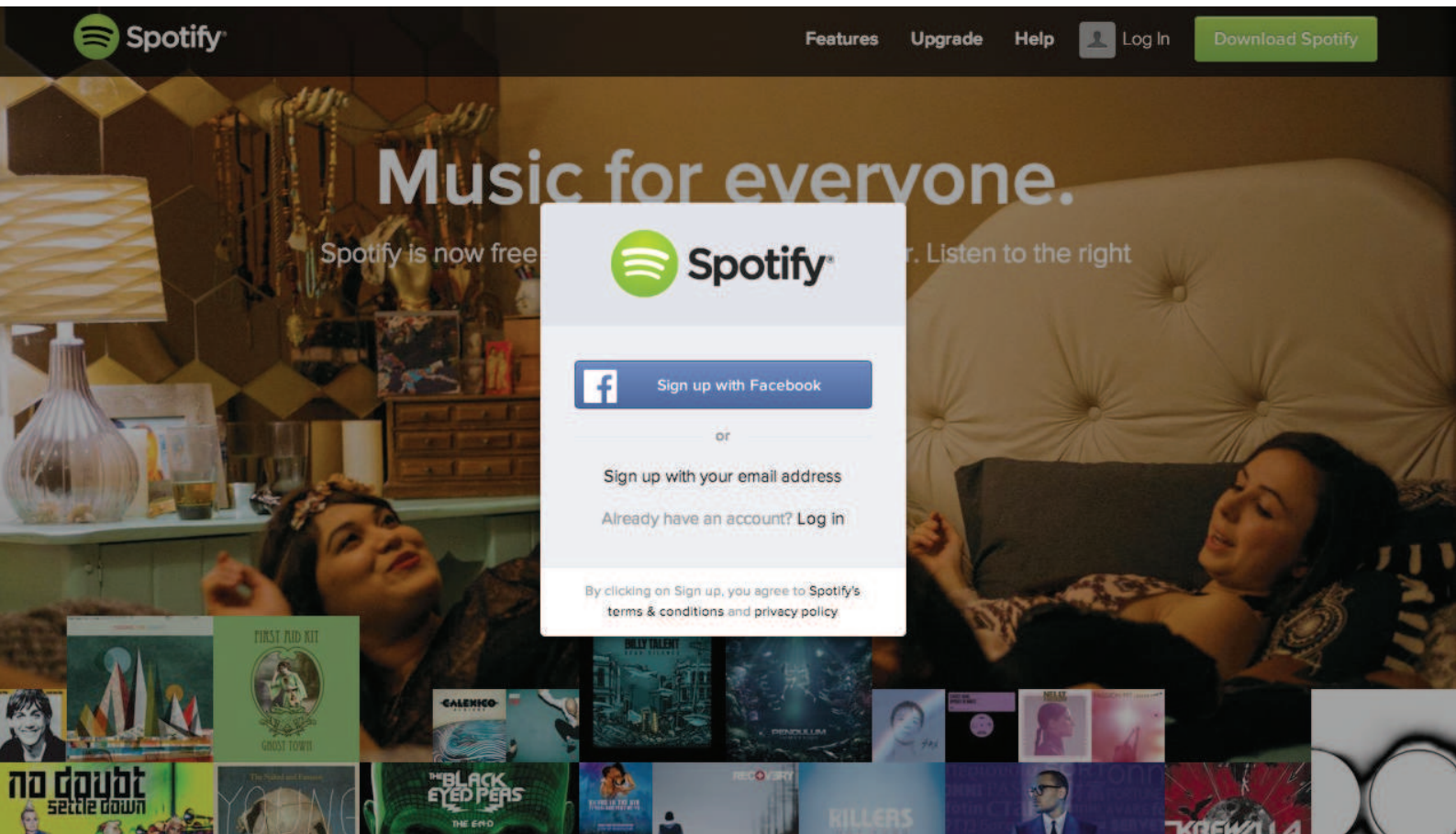
AirBnb allows you to browse through different living spaces and even create a listing before requiring sign up. SoundCloud allows people to listen to other people's mashups/remixes without requiring sign up and Yelp lets users write reviews before asking for a login. This creates a much more welcoming environment for a large audience of music lovers who can enjoy listening to unique remixes of their favorite songs, while generating an attractive platform for current and future members who want to upload and share their own music with the largest population possible. Oftentimes, registration comes with an added benefit which makes it more attractive. Late registrations may not always be a good idea, but the option to "try-before-you-register" can be a great way to increase engagement with your app.



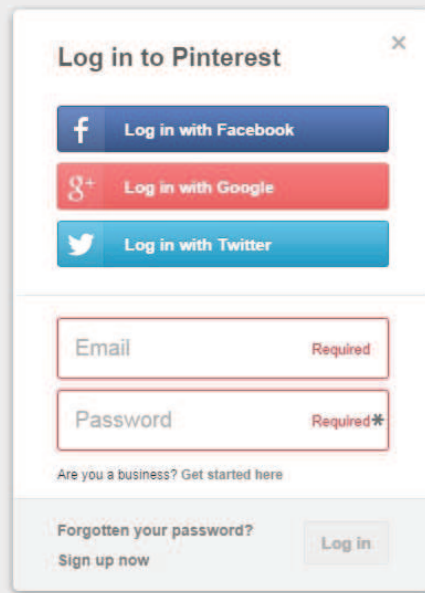
# Social Login

## EXAMPLES

Spotify, Pinterest







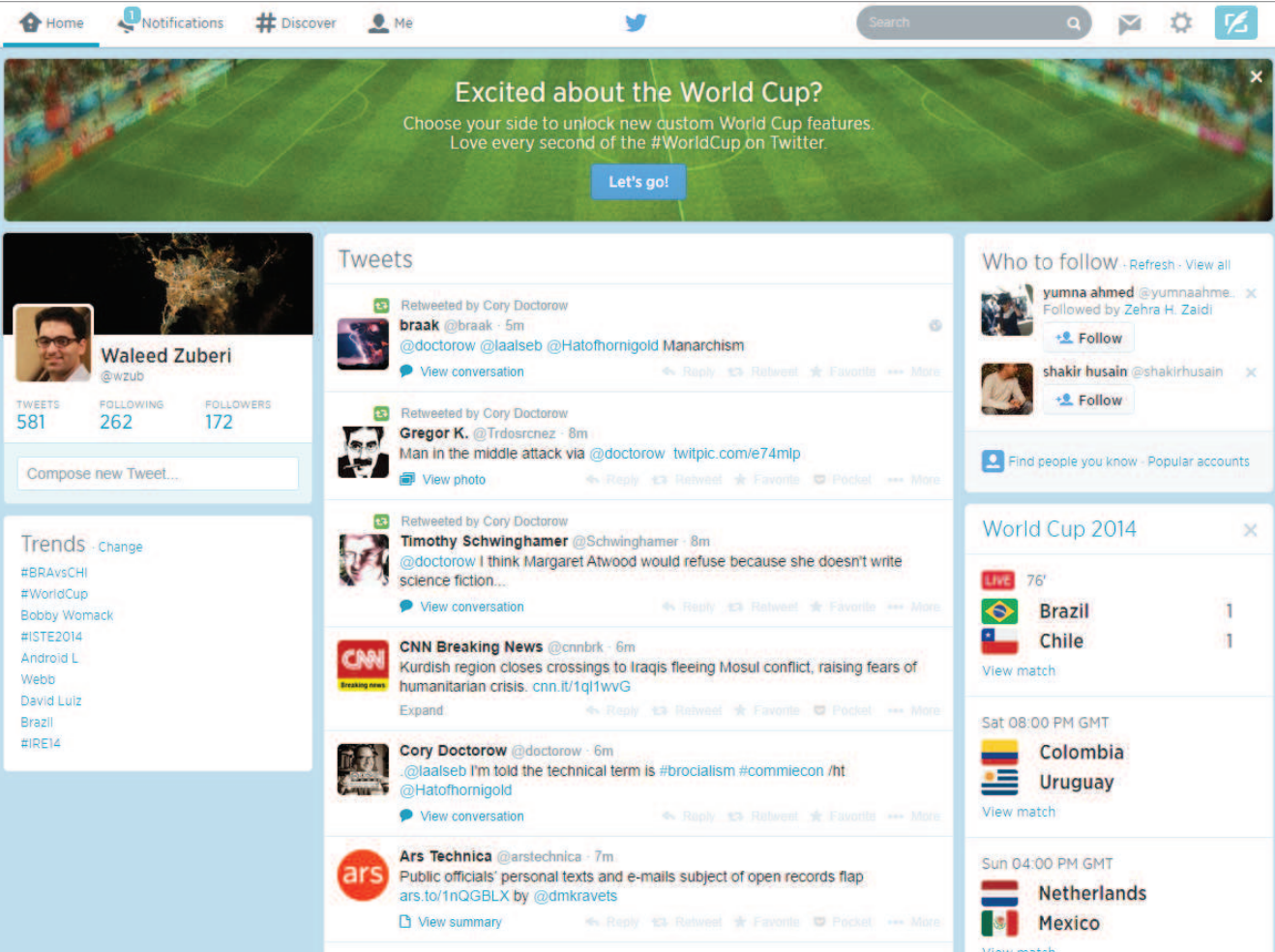
## PROBLEM

The user wants an easier way of signing up and logging in.

## SOLUTION

Integrate social sign-in methods that allow users to login through their existing accounts. This means they have one less username/password combination to worry about, and at the same time, you don't have to worry about password security as much. Facebook, Twitter and Google are the major OAuth login providers and depending on the platform and target audience, you can implement all or either of these in your app instead of having users set up a separate account that they may or may not end up using in the future. Using this signup and login pattern can also provide you with some basic data about the user (which feeds into data auto-population as they use the application), all the while making it easier on them by not forcing them to type their details into the strange new app they just downloaded. This simple feature can go a long way in drastically improving your UX, and no wonder this pattern is well on its way to becoming an expectation.





## PROBLEM

The user wants to know about new activity or actions they should take at a glance.

## SOLUTION

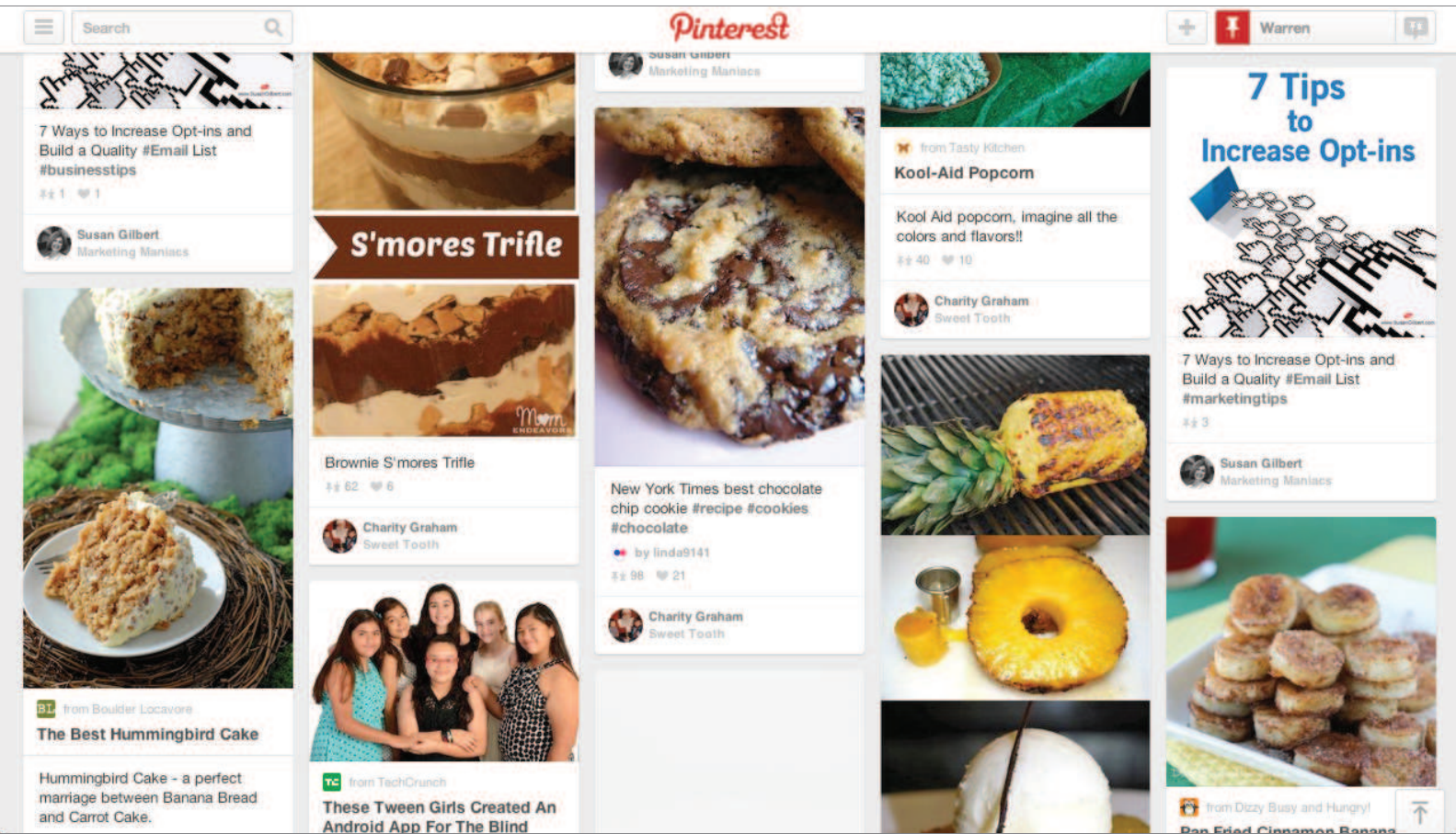
Highlight recent activity by visually marking new content. There are several implementations of this pattern. Placing a small numbered badge on the menu label was popularized by iOS but can be seen seeping into web interfaces as well with many other web apps now like in LinkedIn, Facebook or Quora. Twitter does this as well but also highlights the label with a dot to indicate new activity in a more subtle way. Another way to display notifications is with a banner or other element in the page to get the user's attention.



# Discoverable Controls

## EXAMPLES

Pinterest, Spotify





**Pinterest**

Search

Warren

7 Ways to Increase Opt-ins and Build a Quality #Email List #businesstips

Susan Gilbert Marketing Maniacs

**S'mores Trifle**

**Brownie S'mores Trifle**

Charity Graham Sweet Tooth

Susan Gilbert Marketing Maniacs

New York Times best chocolate chip cookie #recipe #cookies #chocolate

Charity Graham Sweet Tooth

**Kool-Aid Popcorn**

Charity Graham Sweet Tooth

Kool Aid popcorn, imagine all the colors and flavors!!

**7 Tips to Increase Opt-ins**

7 Ways to Increase Opt-ins and Build a Quality #Email List #marketingtips

Susan Gilbert Marketing Maniacs

Susan Gilbert Marketing Maniacs

from Dizzy Busy and Hungry!

www.pinterest.com/pin/287386019946620329/

**Spotify Discover**

You listened to **Troumoca**. Check out **Kwes**.

Have you heard this song by **Benny Goodman**? Give it a try.

**ALIAS 5** **Beyoncé** at AT&T Park - San Francisco, CA, US

Check out this popular track by **Guns N' Roses**.

**[o=o].**

**Bashful** Kwes.

**Jazz for a Sunday Morning**

**Ain't Misbehavin'** Benny Goodman

**Tickets and more**

**GREATEST HITS**

**ROSES**

**Sweet Child O' Mine** Guns N' Roses

If you like **Emancipator**, try **Tycho**.

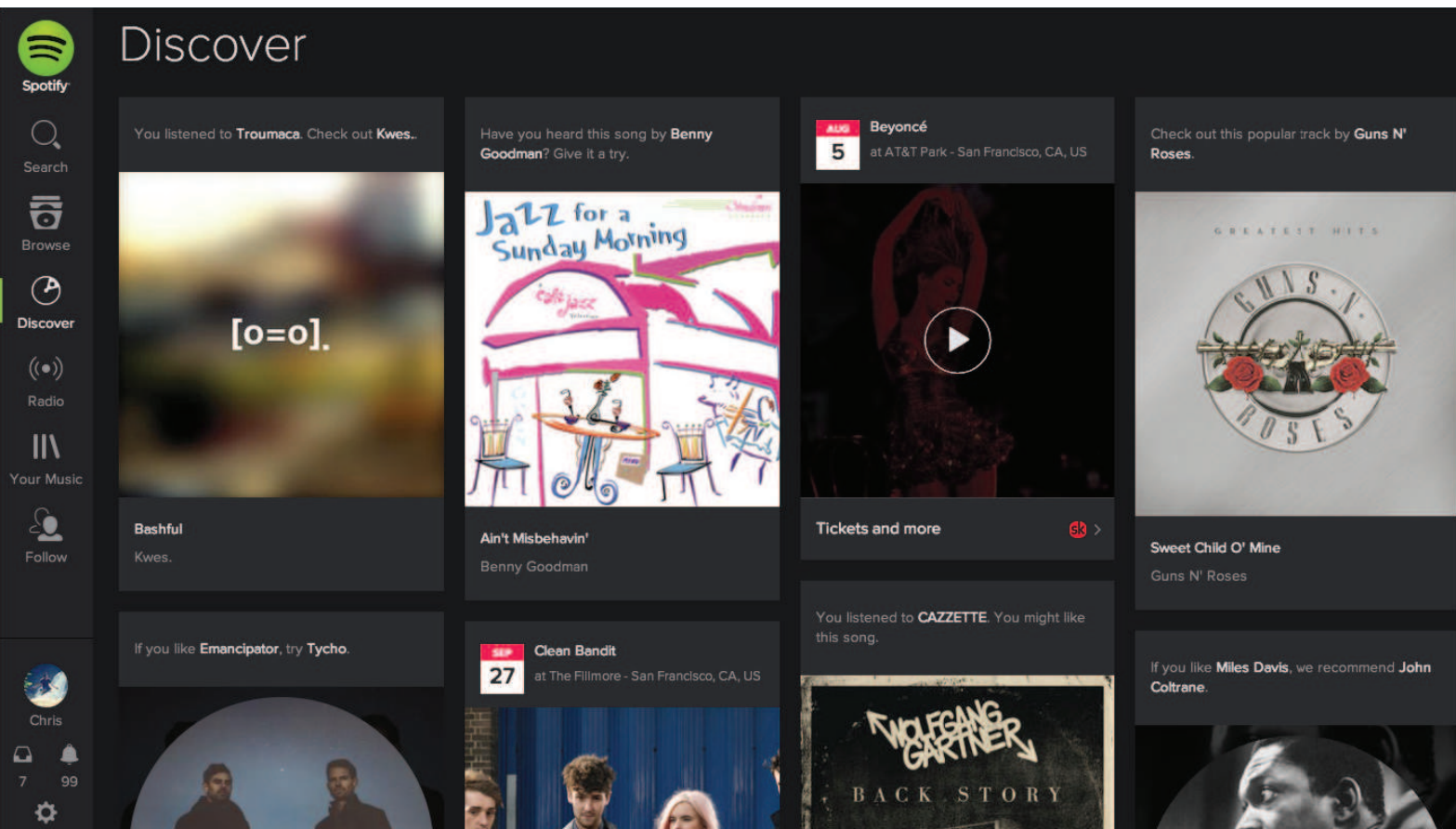
**NEW 27** **Clean Bandit** at The Fillmore - San Francisco, CA, US

You listened to **CAZZETTE**. You might like this song.

**WOLFGANG GARTNER** BACK STORY

If you like **Miles Davis**, we recommend **John Coltrane**.

Chris



## PROBLEM

The user wants quick access to controls that are secondary or only relevant to specific sections or content on the web page.

## SOLUTION

Clear up the clutter and let users discover particular actions only when they need them. Users can usually access these invisible controls by either hovering over specific sections or content on the web page or scrolling through the website. This allows for certain actions to stay off-screen until it makes sense to use them, saving valuable real estate and offering a cleaner user interface. Individual settings for items in the Timeline on Facebook can be “discovered” behind a subtle triangle menu. Spotify uses a click-and-hold action to let users preview songs or playlists while browsing.



# Expandable Inputs

## EXAMPLES

Facebook, Quora

The image shows a screenshot of a Facebook post. The post features a large image of the Orion spacecraft on a mobile launcher vehicle. The text of the post reads: "With this new spacecraft, humans may be able to fly really, really far: http://cnn.it/1jpShTr". Below the image, the post title is "NASA's deep-space craft readying for launch" and the description says "Orion, NASA's newest manned spaceship, is readying for its first mission in December." The post has 15,044 likes and 2,363 shares. There are several comments visible, including one from Autumn and one from Ted Broske. The right side of the screenshot shows a list of users who interacted with the post, such as Ayoola Josephus Ajibola, Shahbaz Saeed, and Mari Nic Giolla Bhríde. The bottom of the screenshot shows a comment from Saad Islam Khan: "So finally my Bachelor's in Advertising is officially over."

- Manage Apps
- Insights
- When is my Exam?
- Join AIESEC
- FRIENDS
- Close Friends 20+
- INTERESTS
- Pages and Public FL... 8

With this new spacecraft, humans may be able to fly really, really far: <http://cnn.it/1jpShTr>



### NASA's deep-space craft readying for launch

Orion, NASA's newest manned spaceship, is readying for its first mission in December.

CNN.COM | BY CARTER MAGUIRE, SPECIAL TO CNN

Like · Comment · Share 15,044 363 2,363

15,044 people like this.

Top Comments

2,363 shares

In the thick of the crowd we passed up the steps and out onto the plain. For some distance Ghak remained with the stream that was traveling toward the lake, but finally, at the bottom of a little gully he halted, and there we remained until all had passed and we were alone. Then, still in our disguises, we set off directly away from Phutra. The heat of the vertical rays of the sun was fast making our horrible prisons unbearable, so that after passing a low divide, and entering a sheltering forest, we finally discarded the Mahar skins that had brought us thus far

Autumn Likes Moogle's Cool. Put the most dangerous people in the world on it and fly them away.

Like · Reply 163 · 10 hrs

32 Replies · 41 mins

Ted Broske Fly me to the moon And let me play among the stars Let me see what spring is like... See More

Like · Reply 102 · 9 hrs

9 Replies · 1 hr

View more comments

2 of 363

Thuy Lin and 1 other

Create Ad

English (US) · Privacy · Terms · Cookies · Advertising · More +  
Facebook © 2014

Ayoola Josephus Ajibola likes Ajah M. David's link.

Shahbaz Saeed likes Charter For Compassion - Pakistan.

Mari Nic Giolla Bhríde commented on Noreen Moloney's link.

Pochei KocToB commented on Tintu-Mon's photo.

Simona Stefana Stoica likes Epic Reads's link.

Nehel Hafeez Sheikh likes Farwa Hussain Khan's status.

Zauraz Ahmed and Umer Shahbaz are now friends.

- Hussain Dewani
- Shamiah Rashid
- Shah Talha Sohail
- Tahira Naseem
- Ali Bin Shaheen
- Ruth Van de Pol
- Wajant Noor
- Shiza Naseem
- Akbar Raza
- Mohammad Naveed Zafar

Turn on chat to see who's available.

Search

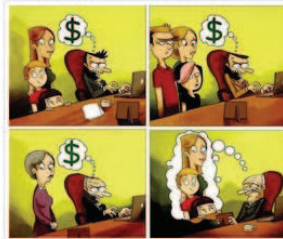
FEEDS

Top Stories

Questions & Answers

Blog Posts

200 upvotes by Ebrahim Ahmed, Areeb Shaikh, Sidharth Garde, (more)



### Race to what?

(more)

Upvote 200 Downvote Comments 2 Share 5

QUESTION ADDED TO TOPIC TECHNOLOGY. 5 Jul

### What is the tech stack behind Slack.com?

Add an answer. 4 people are waiting.

Follow 4 Share Ask to Answer Downvote

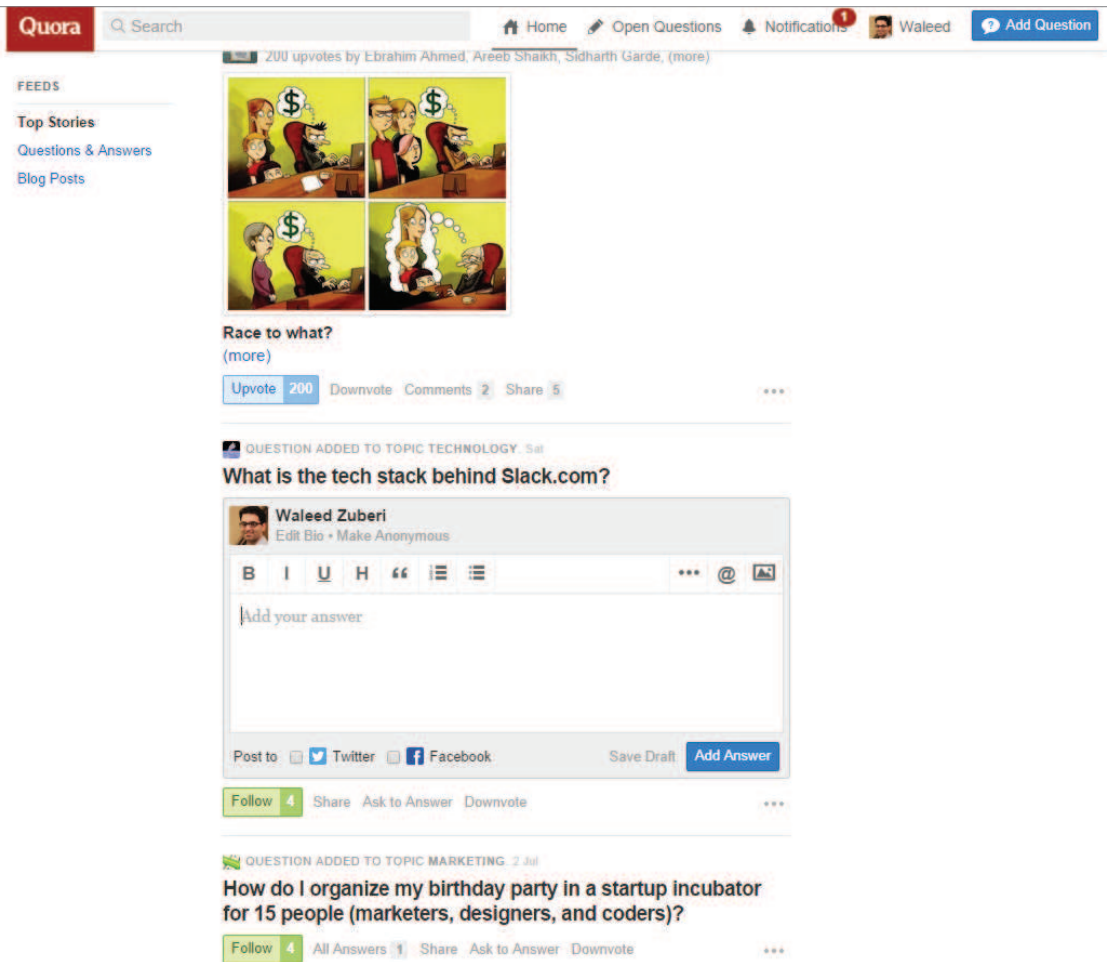
QUESTION ADDED TO TOPIC MARKETING. 2 Jul

### How do I organize my birthday party in a startup incubator for 15 people (marketers, designers, and coders)?

Follow 4 All Answers 1 Share Ask to Answer Downvote

ANSWER ADDED TO TOPIC PSYCHOLOGY. 1 Jul

### My dog died, I got fired, and my best friend told me he just saw my girlfriend with another guy. How can I find happiness?



## PROBLEM

The user wants to focus on the content instead of sacrificing screen real estate to controls.

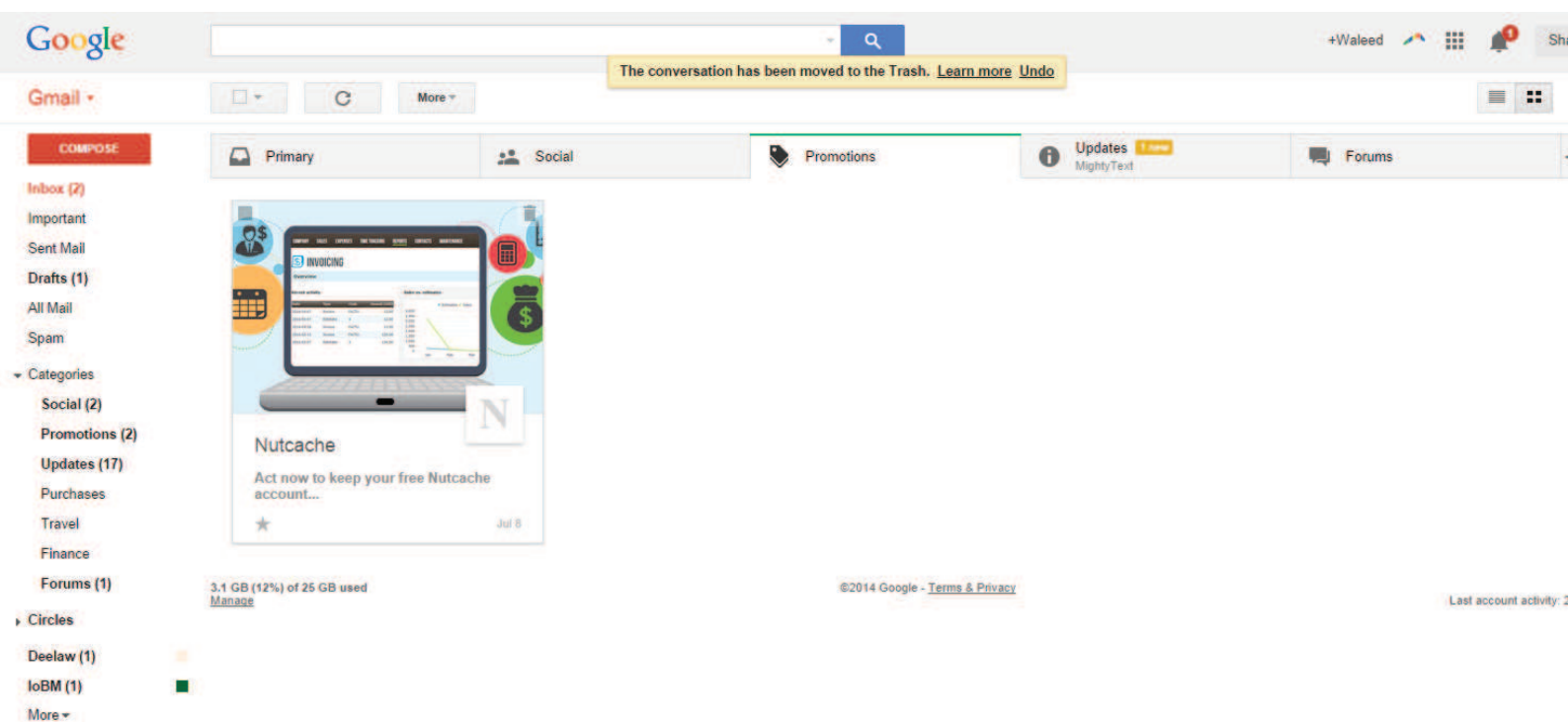
## SOLUTION

Design controls that expand when the user clicks on them. This keeps these controls out of the way until the user needs them. For example, Quartz conserves screen space by hiding the search bar behind an icon that expands into a search bar when the user clicks on it. Facebook collapses the comments sections on most posts in the Timeline until the user explicitly clicks on the Comment link. Another way of conserving screenspace is to have the input fields automatically expand to accommodate larger amounts of text. The Facebook comments field enlarges itself depending on how much text you write, but by default it is a single line. Similarly, Quora hides the WYSIWYG editor and only shows a plain text box until the user clicks on it.

# Undo

## EXAMPLES

Gmail, Google Calendar, Asana, Facebook





Google Search Calendar +Waleed

Added Skype with Mateusz on Fri Jul 11, 2014 at 11am. [Undo](#)

Calendar Today Jul 7 - 13, 2014 (Ramadan 9 - 15, 1435) Day Week Month 4 Days Agenda More

CREATE

July 2014

M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

My calendars

- Waleed Zuberi
- Birthdays
- FB Birthdays
- Tasks

Other calendars

- Holidays in United St...
- Muslim Holidays
- Pakistan cricket
- Weather

Calendar grid (GMT+05):

- Mon 7/7 (9/9): 5p-6p SGM meeting
- Tue 8/7 (10/9): 10:30p-11:30p NST Interview
- Wed 9/7 (11/9): 10:30p- NST interview
- Thu 10/7 (12/9): 2p-6p JLC MC/Faci Meeting
- Fri 11/7 (13/9): 11-12p Skype with Mateusz
- Fri 11/7 (13/9): July Leadership Conference
- Sat 12/7 (14/9): July Leadership Conference
- Sun 13/7 (15/9): July Leadership Conference

Tasks

- General
- World clock: Pacific Time, London, Karachi

asana: Notes

add a description

Share

Waleed Due Date

Notes

Web UI Patterns

- Find "additional" patterns that apply to web only (20-25)
- adapt current
- find new
- Qualifying them like "lazy signups" instead of just signups

Sources

- <http://uxarchive.com/>
- <http://patterntap.com/>

Waleed created task. Jun 17

Waleed added to Notes. Jun 17

Waleed changed the description. [Show Difference](#) Jun 29

Waleed  completed this task Today at 9:24pm

Write a comment...

Comment

Followers

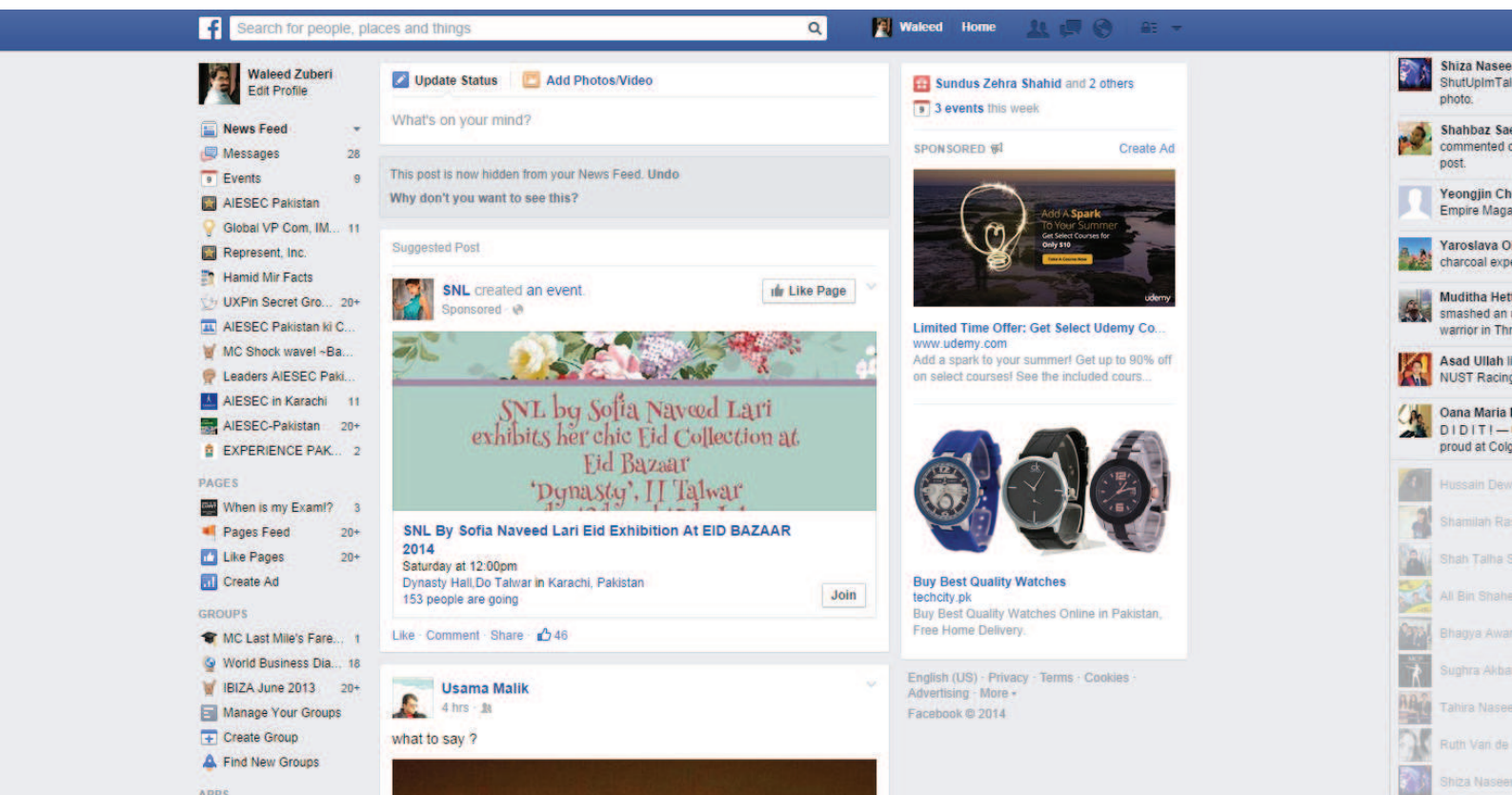
Videos

- Intro to Asana
- Teamwork Without Email
- Set Goals with Calendars
- Plan Your Day in Asana
- Plan & Run Meetings in Asana
- Capture Ideas in Asana

Marked  Web UI Patterns complete

Undo

Tab+Q Quick Add Tab+BKSP Delete Task Ctrl+I Move Down more... Share Asana



## PROBLEM

The user wants to take actions quickly without interruptions (ex: confirmations) but with the option of reverting accidental actions.

## SOLUTION

Provide an easy way for users to undo their actions instead of just asking them to confirm beforehand. Situations where an action can cause inconvenience or loss of data if done by accident or in haste, for example deleting an email or editing some text. The user may have completed an action because they didn't know what to expect; a forgiving UI that let's them experiment can be more engaging and friendly. The ability to undo is also great for power users, who will appreciate feeling more in control without the UI holding their hand throughout the process repeatedly asking if they're sure they want to proceed. A confirmation popup can be useful at explaining what's about to happen, but users may not understand the implications until they see the result of their action. Not to mention the time it saves. In cases like these it's best to get out of the way while providing a safety net in case of mistakes. Allowing users to edit their input is another way of giving users a chance to "undo" their actions.





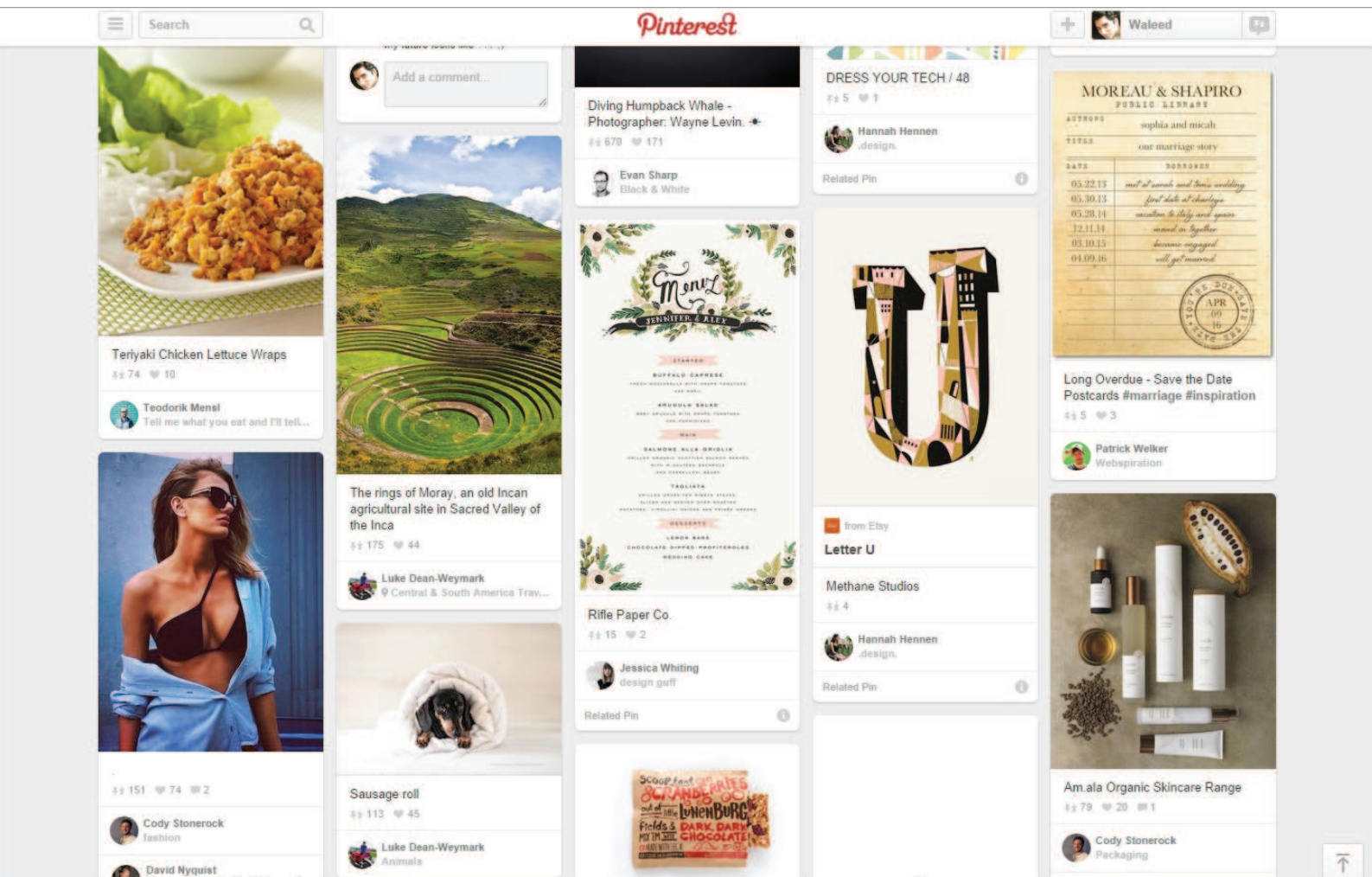
4

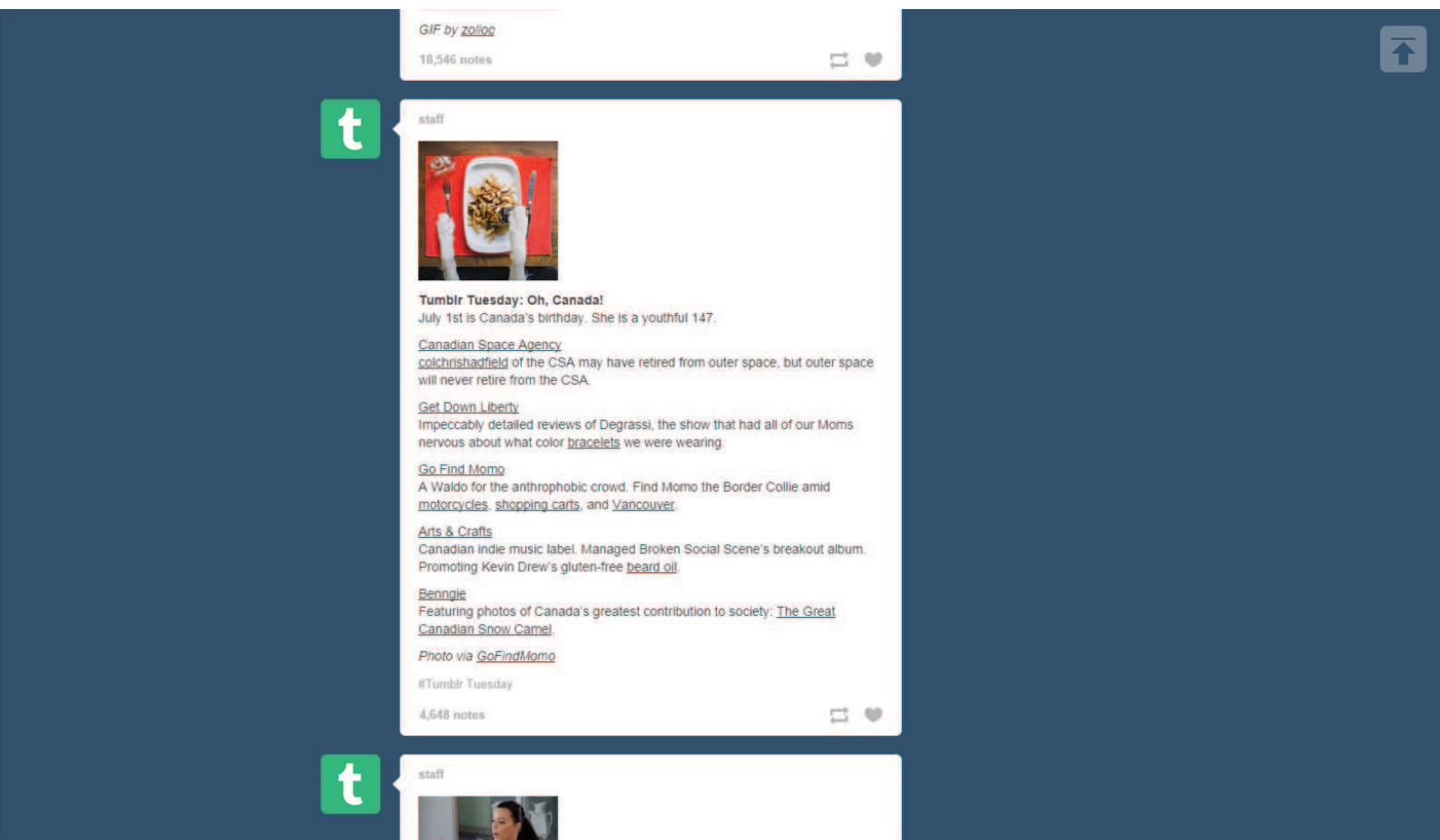
# Navigation

# Jump to Section

## EXAMPLES

Pinterest, Tumblr





## PROBLEM

The user wants to jump through whole sections of a web app or content quickly.

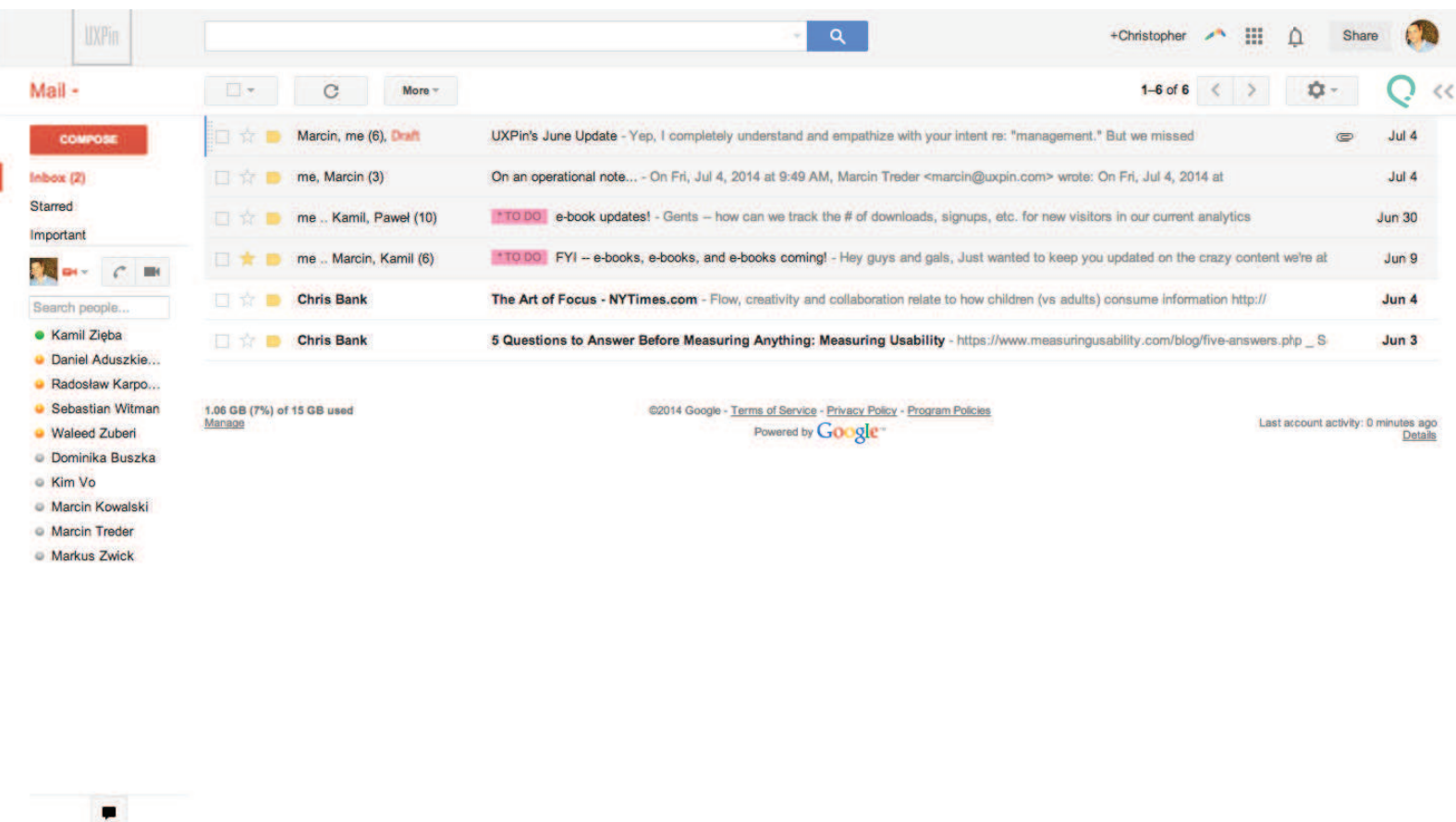
## SOLUTION

Create a shortcut button or hot spot that takes users directly to a certain part of a web app, typically beginning or end but more commonly other specific points. For example, users can click a tab or button to scroll to the top of the page from wherever they are. This comes in handy especially if you're also implementing the Infinite Scroll pattern and the page can get really long as new content is loaded one after the other. If users want to access controls or information that is only visible at the top of the page, returning there after several pages worth of scrolling can be a nightmare. Pinterest solves this user headache by showing an unobtrusive "jump-to-top" button that instantly scrolls the user back.

# Single-Page Web Apps

## EXAMPLES

Gmail, Asana, Twitter, Spotify



asana:

PERSONAL

- My Tasks
- Inbox
- Show Recents and more...
- Invite People
- Team Calendar

PROJECTS

- Misc. Errands
- Travel
- Portfolio
- Goals
- Jobs
- Learn New Skills
- Learn Products / Industries
- Build Personal Brand
- Lifestyle
- Learning CSS & HTML - FB Friends
- More Projects...

Christopher Bank

Help | Blog | More

## Travel

add a description

List Calendar View Tasks to Do New

2014 June (1 month) -- Toronto, Home, etc.:

- packing
- East coast friends & stay
- Book Travel to nyc / DC

2014 July - Boy's Trip:

- Omar / Boswell chat Jun 2
- Ping friends Jun 2
- Book hotel / air Jun 5

2014 Burning Man:

- Craig / Matt / dan Jun 5
- Playa bunny Jun 30
- Treats Jul 31
- Costumes Jul 31

2014 October Int'l Trip:

2014 Holidays / NYE:

2015 Sundance:

- Jenny & co Sep 6

Tab+Q Quick Add Tab+BKSP Delete Task Move Down more... Share Asana

Select a task to view its details.

Home Notifications Discover Me

Search Twitter

**Chris Bank** @sbanker

TWEETS 1,779 FOLLOWING 125 FOLLOWERS 595

Compose new Tweet...

Trends · Change

- LeBron James
- Cleveland Cavaliers
- Swift
- Google
- #WorldCup
- #IMPD\_Renn
- Sports Illustrated
- Fukushima
- #sammywik300k


### Tweets

**The New York Times** @nytimes · 3m  
Pope and Predecessor Have No Plans for World Cup Final  
nyti.ms/InfMOyU

**Mashable** @mashable · 3m · ... More  
Don't call it a comeback: Rap Genius raises \$40 million and drops the 'rap' on.mash.to/1keZXbw

**HuffPost Politics** @HuffPostPol · 5m  
Dick and Liz Cheney are not well huff.to/1y5gkzz

**ashton kutcher** @aplusk · 5m  
I spy...



Who to follow · Refresh · View all

- Keith Rabois** @rabois
- emilyjo** @emilyjo

Find people you know · Popular accounts

### World Cup 2014

Sat 04:00 PM

- Brazil**
- Netherlands**

View match

Sun 03:00 PM

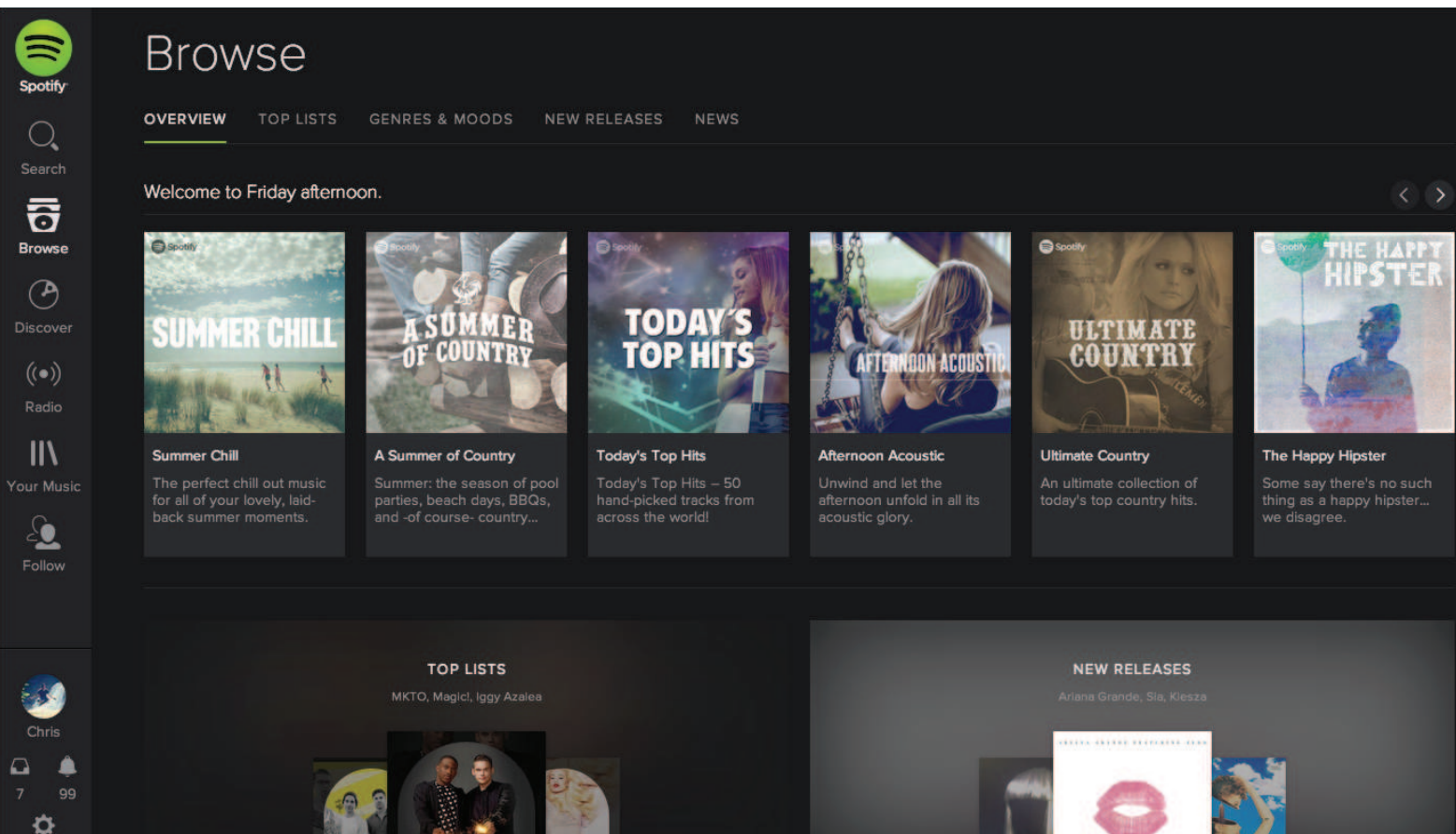
- Germany**
- Argentina**

View match

Get new custom features and all the behind-the-scenes World Cup action.

Choose your side





## PROBLEM

The user wants a central place to view or take actions on most or all content so they don't have to waste time navigating between pages.

## SOLUTION

Use modern web development techniques to build a single-page app that doesn't need to reload itself as the user browses through it. This pattern is more of a complete restructuring of how the web works rather than something you can hack into your app afterwards. In a way, the "page in a single-page app isn't really a page in the traditional web sense, rather it's more of a particular data view. Single-page web apps load asynchronously (using AJAX), in that they perform instantly without the user having to wait for separate pages to load between operations. Gmail is a good example of a single-page app that integrates multiple actions into a single "page". The trend of single-page designs is a less-hardcore implementation of this UI pattern, where all content can be accessed on the same page. This makes browsing much faster and responsive, blurring the line between desktop and web apps. For web apps like Spotify, the single-page app pattern becomes essential when you

consider that the user might play music in the background but also browse through more music at the same time; having a single-page app eliminates the need for a page reload, so the music can keep playing. One consideration you'll need to make when implementing a single-page app is the URL structure. Because content is loaded dynamically using JavaScript, URLs can become useless and accessing a particular view can become impossible if not done right. Web apps like Gmail and Twitter overcome this by explicitly generating unique URLs for each view, which also solves the problem of the browser's Back button becoming unusable.

# Recommendations

## EXAMPLES

Facebook, Spotify, Amazon, Medium





**Spotify**

**Gabriel Fauré**  
4,255 FOLLOWERS

You listened to **Edward Elgar** recently. Want to try **Sergei Rachmaninoff**?

**Sergei Rachmaninoff**  
19,441 FOLLOWERS

**136,757 FOLLOWERS**

Have you heard **Born To Die - The Paradise Edition** by **Lana Del Rey**? Give it a try.

**Born To Die - The Paradise Edition**  
Lana Del Rey

**Ellie Goulding**

You listened to **Des'ree** recently. Want to try **Wet Wet Wet**?

**Wet Wet Wet**  
14,667 FOLLOWERS

**10,052 FOLLOWERS**

You listened to **Edward Elgar** recently. Want to try **Johannes Brahms**?

**Johannes Brahms**  
21,923 FOLLOWERS

You listened to **Edward Elgar** recently. Want to try **Antonín Dvořák**?

**Antonín Dvořák**

Have you heard **Man On The Moon II: The Legend Of Mr. Rager** by **Kid Cudi**? Give it a try.

**Man On The Moon II: The Legend Of Mr. Rager**  
Kid Cudi

Check out **AWOLNATION**. Trending near you.

**AWOLNATION**

This song by **Tove Lo** is trending near you.

**Tove Lo**

• Get a \$75 Amazon.com Gift Card: Get the [Discover it Card](#) and get a \$75.00 Amazon.com Gift Card after your first purchase. [Learn more.](#)

Have one to sell?

[Sell on Amazon](#)

### Frequently Bought Together

Price for all three: **\$44.89**  
[Add all three to Cart](#) [Add all three to Wish List](#)  
[Show availability and shipping details](#)

- This item:** **Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials)** by **Jim Collins** Paperback **\$10.16**
- Good to Great: Why Some Companies Make the Leap...And Others Don't** by **Jim Collins** Hardcover **\$17.79**
- Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All** by **Jim Collins** Hardcover **\$16.94**

### Customers Who Bought This Item Also Bought

Page 1 of 14

<p><b>Good to Great: Why Some Companies Make the Leap...</b> Jim Collins ★★★★★ (1,352) Hardcover <b>\$17.79</b> Prime</p>	<p><b>Great by Choice: Uncertainty, Chaos, ...</b> Jim Collins ★★★★★ (205) Hardcover <b>\$16.94</b> Prime</p>	<p><b>How The Mighty Fall: And Why Some Companies ...</b> Jim Collins ★★★★★ (153) Hardcover <b>\$16.87</b> Prime</p>	<p><b>Good to Great and the Social Sectors: A ...</b> Jim Collins ★★★★★ (150) Paperback <b>\$8.95</b> Prime</p>	<p><b>Good to Great: Why Some Companies Make the ...</b> Jim Collins ★★★★★ (1,352) Paperback <b>\$16.87</b> Prime</p>	<p><b>First, Break All the Rules: What the ...</b> Marcus Buckingham ★★★★★ (382) Hardcover <b>\$20.55</b> Prime</p>	<p><b>The Five Dysfunctions of a Team: A Leadership ...</b> Patrick Lencioni ★★★★★ (833) Hardcover <b>\$16.02</b> Prime</p>
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### Product Details

**Series:** Harper Business Essentials  
**Paperback:** 368 pages  
**Publisher:** HarperBusiness; 3 edition (June 24, 2004)  
**Language:** English  
**ISBN-10:** 0060516402  
**ISBN-13:** 978-0060516406  
**Product Dimensions:** 8 x 5.3 x 0.9 inches  
**Shipping Weight:** 10.4 ounces (View shipping rates and policies)  
**Average Customer Review:** ★★★★★ (250 customer reviews)  
**Amazon Best Sellers Rank:** #5,184 in Books (See Top 100 in Books)  
[#1 in Books > Business & Money > Economics > Sustainable Development](#)

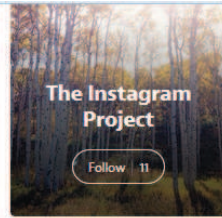
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If you buy a new print edition of this book (or purchased one in the past), you can buy the **Kindle edition** for only **\$2.99** (Save 69%). Print edition purchase must be sold by Amazon. [Learn more.](#)




Start reading **Built to Last** on your Kindle in under a minute.

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RECOMMENDED BY JAKE JOHNSON


### Why I quit my agency job

 Uwe Hook 3 min read

### A transformative read

 Dominik Imseng 2 min read

### The No-process Process

 Liquid Agency in Steal This Idea 2 min read

More >

## PROBLEM

The user wants to know which content to view.

## SOLUTION

Show content suggestions and recommendations at various points to help the user browse through your content. Using the information from the user's profile preferences or their past interactions in the app, Facebook, Eventbrite, Spotify and Yelp among many others generate tailored recommendations for their users to help them discover new and related content or connections. These recommendations can come in the form of "popular" or "recently posted" items. Facebook provides "related" pages based on the user's interactions with posts in their timeline as well as a more dedicated recommendations section where users can discover new pages and people to follow. The stream of content available to users can be endless especially in social web apps that feature user-generated content; providing a robust recommendations engine in the UI can be a great way to help them discover new content.



# Related Content

## EXAMPLES

IMDb, Facebook, New York Times, Airbnb

The screenshot displays the IMDb page for the movie "Neighbors" (2014). At the top, there are navigation buttons: "Contact the Filmmakers on IMDbPro", "+ Watchlist", "Watch Trailer", and "Share...". Below this, a yellow bar indicates "1 nomination. See more awards >".

The "Videos" section features two clips: "Clip" (01:04) and "Interview" (03:18). The "Photos" section shows a grid of images from the movie, with a count of "40 photos | 41 videos | 16 news articles >".

The "People who liked this also liked..." section highlights "Bad Neighbours I (2014)" as a top recommendation. It includes a star rating of 7/10 and a synopsis: "A couple with a newborn baby face unexpected difficulties after they are forced to live next to a fraternity house." Other recommended titles include "Superhero", "Crazy Stupid Love", "We Are the Millers", and "Neighbors".

The "Cast" section provides an overview of the main cast members:

Actor	Character
Jonah Hill	Schmidt
Channing Tatum	Jenko
Peter Stormare	The Ghost
Wyatt Russell	Zook

On the right side of the page, there are several "User Lists" created by IMDb users, such as "To Download" (35 titles), "Still to watch" (37 titles), "Noch nicht raus" (40 titles), "2014" (24 titles), and "2014 summer movies domestic box office" (22 titles).

At the bottom right, a "Related Items" section suggests searching for "22 Jump Street" on Amazon.com.

Facebook interface showing a search bar, navigation menu, and a post by Saad Siddiqui. The post contains the text: "HAHAHAHAHAHAHAHA Comics by Arslan Jab Germany ne 5th goal kiya to Brazil ka goalkeeper Pakistan zindabaad ke naaray laga raha tha - Amir Ilaqat". Below the post are related pages: Hadiqa Kiani, HSY, DC Comics, and Gul Ahmed Fashion.

EUROPE | MEMO FROM FRANCE

## Sarkozy, Plagued by Accusations, Sees Left-Wing Plot to Destroy Him

By DAN BILEFSKY and MAÏA de la BAUME JULY 6, 2014

- ✉ EMAIL
- 📘 FACEBOOK
- 🐦 TWITTER
- 📁 SAVE
- ➦ MORE

PARIS — Nicolas Sarkozy, the former president of France who suffered the unprecedented indignity last week of being hauled before an investigative panel for 15 hours of questioning, has angrily denounced the inquiry and cast himself as the victim of a vast left-wing plot to destroy him.

"There are things that are being organized," Mr. Sarkozy, a conservative who was France's head of state from 2007 to 2012, hinted darkly. He called the allegations against him "preposterous."

Does he have a case?

Many of his supporters and some legal experts say he does, and express suspicions about the unusually aggressive legal tactics used in the case as well as its timing, which could torpedo his possible run for the presidency in 2017.

The string of accusations against Mr. Sarkozy — garnered in part from secretly recorded conversations of the former president and his lawyer — include that he sought confidential information from an influential judge and financed his 2007 presidential campaign with \$68 million in illegal funds from Col. [Muammar el-Qaddafi](#) of Libya. If charged and found guilty of the most serious charge, he could face up to 10 years behind bars.


The Socialist prime minister, Manuel Valls, has insisted that the government is not behind the case. But critics, not least of them Mr. Sarkozy, say that



Supporters of former French President Nicolas Sarkozy, in La Ferte-Imbault, France on Saturday. Guillaume Souvaint/Agence France-Presse — Getty Images

RELATED COVERAGE

 Accusations 'Grotesque,' Nicolas Sarkozy Says of Inquiry JULY 2, 2014

 Video: Will Sarkozy probe hurt France? JULY 2, 2014

NYC you'll be close to. Also if you're on a budget the train from LGA and JFK airports come RIGHT to my place! This will cost \$2.50 instead of a \$70 taxi.

**Guest Access**  
Feel free to roam the place, kitchen, living room, bathroom whatever its yours.

**Interaction with Guests**  
I love to hang and meet new people but I'm not intrusive. I work and go out a lot so you won't see much of me unless you opt to join.

**The Neighborhood**  
The Theater District - the median rent for a 3 bed in this area is \$6,300 a month. That's how cool it is. It's the throbbing heart of NYC. Where the Broadway stars live, where the shows are, the streets are wall to wall bars, restaurants, lounges, boutiques, and spots too trendy to fall into any of those categories. A great place to explore from.

**Getting around**  
There's 2 major subways a block away (A/C/E and 1/2/3). Or walk to Times Square, all the trains come there. Every subway line is convenient. But definitely venture out to see all the areas. Or come visit me for lunch and see the World Trade Center Memorial on Wall Street :-). That's a 15 min train ride.

**Other Things to Note**  
1) When you arrive at the apartment, please call me. Please do not arrive in NYC without a phone. It's very easy for people to get lost or delayed on the train so I appreciate a call when you are at the apartment, then it will take me at most 30 minutes to come over and greet you.  
2) On weekdays check in is before 9am, between 12:30 - 2pm, or after 5:30pm. If you arrive not during one of those times you will have to wait at one of the many cafes nearby.  
3) Sorry no couples are allowed in my apartment.  
4) Please don't communicate with other people in the building. NYC'ers aren't the friendly small talk type. So if people ask you questions it's best to ONLY answer with "I'm visiting a friend" that is all.

Accommodates:	1
Bedrooms:	1
Bathrooms:	1
Beds:	1
Minimum Stay:	4 nights
Weekly Price:	\$400 /week
Cleaning Fee:	\$20
Check In:	6:00 PM
Country:	United States
City:	New York
Neighborhood:	Hell's Kitchen
Cancellation:	Strict




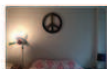

Response Rate **97%**  
Response Time **within an hour**  
Calendar Updated **today**

[Contact Me](#)

**Are you or your friends connected with this host?**  
Over 600 million social connections have been made. Join your friends and see where they've stayed.

[Log in with Facebook](#)

**Similar Listings**

-  3.0 miles away \$50 per night
-  7.5 miles away \$57 per night
-  2.2 miles away \$85 per night
-  0.2 miles away \$115 per night
-  2.5 miles away

Reviews (8) Other Property Reviews (49) Friends (1)

Overall Guest Satisfaction Accuracy ★★★★★ Communication ★★★★★

## PROBLEM

The user wants to browse similar content if the current content isn't exactly what they're looking for or they simply want more.

## SOLUTION

Show similar or related content to help the user find more items that are similar to what they're currently viewing. Like Recommendations, this is becoming an essential UI pattern for web apps that feature user-generated content, except rather than tailoring the suggestions based on the user's preferences or previous activity, Related Content is more about showing related items based on the way they are categorized and tagged. Amazon, TIME and New York Times are good examples of sites that show items and stories similar to the one currently being viewed. Medium takes this a step further by allowing readers to suggest related content by adding a link to the article's Further Reading section.



# Next Steps

## EXAMPLES

Quora, LinkedIn

The screenshot displays the Quora homepage. At the top, there is a navigation bar with the Quora logo, a search bar, and links for Home, Open Questions, Notifications (with a red badge), and a user profile for Waleed. A blue button labeled 'Add Question' is also present.

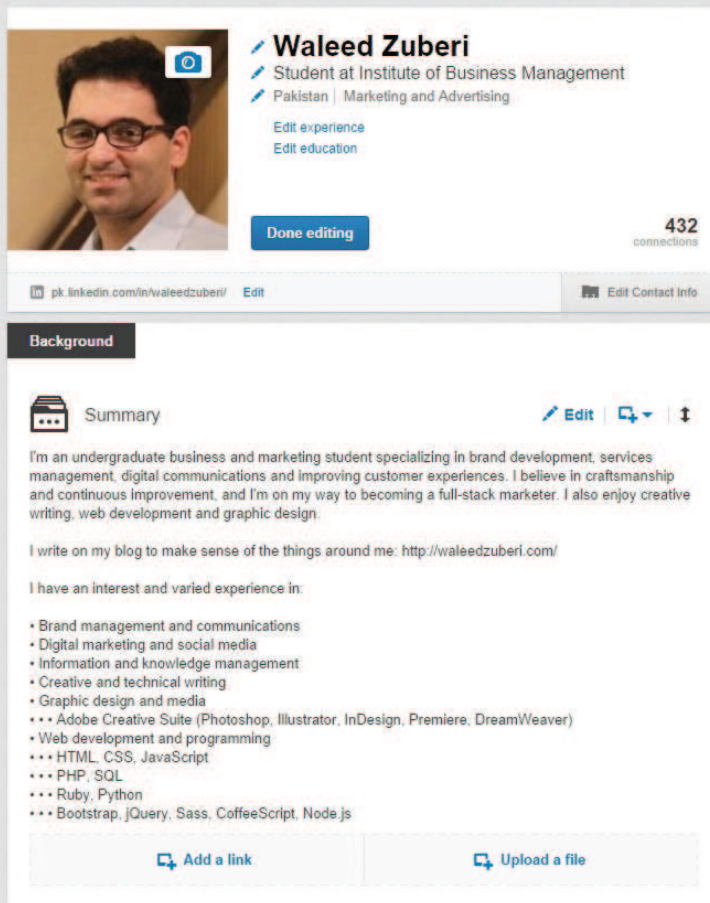
On the left side, a 'FEEDS' sidebar lists 'Top Stories', 'Questions & Answers', and 'Blog Posts'.

The main content area features a vertical list of questions:

- QUESTION ADDED TO TOPIC PHILOSOPHY. 32m ago**  
**Is it true that if you understand something well enough then it can be made simple for explanation?**  
The answers in my mind is usually in visual form (as I'm a very visual thinker) thus I find it very difficult to explain clearly and simp... (more)  
An 'Add an answer' button indicates that 2 people are waiting. Below the question are buttons for 'Follow 2', 'Share', 'Ask to Answer', and 'Downvote'.
- ANSWER ADDED TO TOPIC WRITING. 26 Jun, 2013**  
★ **English (language): Are there any grammatically sound sentences in English, where every word starts with the same letter?**  
David Greenspan, Independent linguist  
14.5k upvotes by Matt Wasserman, Josh Medrano, Patrick Collison, and 14516 more.  
Absolutely. Assembling an appropriate answer appears achievable, assuming an articulate author appropriately adept at alliteration. Behold, by be... (more)  
Buttons for 'Upvote 14.5k', 'Downvote', 'Comments 264+', and 'Share 152' are visible.
- QUESTION ADDED TO TOPIC BUSINESS. 17m ago**  
**What is the worst part of your workday and why?**  
On our daily activities, sometimes we come to hate what we have to do, but still, it has to be done. So we make it happen somehow. ... (more)  
An 'Add an answer' button indicates that 1 person is waiting. Below the question are buttons for 'Follow 1', 'Share', 'Ask to Answer', and 'Downvote'.
- ANSWER ADDED TO TOPIC PSYCHOLOGY. 10 Feb**  
★ **Life Advice: How could I thoroughly screw up my life?**  
Stan Hayward, Film/TV/Book writer  
8k upvotes by Kimberly Thrush, Sam William, Amanda Tandler, and 8056 more.

On the right side, a 'Set Up Your Account' sidebar lists several tasks with checkmarks:

- ✓ Visit your feed
- ✓ Follow 10 more topics
- ✓ Find your friends on Quora
- ✓ Upvote 5 answers you like
- ✓ Ask your first question
- ✓ Add details about what you know
- ✓ Answer a question



**Waleed Zuberi**  
Student at Institute of Business Management  
Pakistan | Marketing and Advertising  
432 connections

pk.linkedin.com/in/waleedzuberi/ Edit Edit Contact Info

### Background

#### Summary

I'm an undergraduate business and marketing student specializing in brand development, services management, digital communications and improving customer experiences. I believe in craftsmanship and continuous improvement, and I'm on my way to becoming a full-stack marketer. I also enjoy creative writing, web development and graphic design.

I write on my blog to make sense of the things around me: <http://waleedzuberi.com/>

I have an interest and varied experience in:

- Brand management and communications
- Digital marketing and social media
- Information and knowledge management
- Creative and technical writing
- Graphic design and media
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, DreamWeaver)
- Web development and programming
- HTML, CSS, JavaScript
- PHP, SQL
- Ruby, Python
- Bootstrap, JQuery, Sass, CoffeeScript, Node.js

Add a link Upload a file

Recommended for you

- Test Scores +
- Patents +

Notify your network?

No, do not publish an update to my network about my profile changes.

## PROBLEM

The user wants to know what next steps to take after finishing a task.

## SOLUTION

Give the user a clear list of next steps that they can follow to enrich their experience. Quora for example creates a to-do list for users to follow to complete their profile. LinkedIn does the same by showing a list of sections the user can add to their profile, pairing it with the Completeness Meter pattern to provide users with an incentive. Most complex web apps have multiple user flows, so providing users with a to-do list can be a great way of guiding them along. Another pattern this can be paired well with is Related Content; Medium does this well, by showing the teaser for another article when the user reaches the end of the current one. This keeps the user engaged and immersed in your UI.



# History / Recently Viewed

## EXAMPLES

Amazon, Google Play Music, Spotify, Facebook

MP3 cart

Your Music Library >

### Your Recently Viewed Items and Featured Recommendations



View or edit your browsing history

See personalized recommendations

Sign in

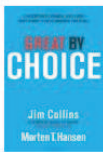
New customer? Start here.

### Continue Shopping: Customers Who Bought Items in Your Recent History Also Bought

Page 1 of 9



Good to Great: Why Some...  
Jim Collins  
★★★★★ (1,352)  
Hardcover  
\$17.79 Prime



Great by Choice:  
Uncertainty...  
Jim Collins  
★★★★★ (205)  
Hardcover  
\$16.94 Prime



How The Mighty Fall: And  
Why...  
Jim Collins  
★★★★★ (153)  
Hardcover  
\$16.87 Prime



Good to Great and the  
Social...  
Jim Collins  
★★★★★ (150)  
Paperback  
\$8.95 Prime



Good to Great: Why Some...  
Jim Collins  
★★★★★ (1,352)  
Paperback



First, Break All the Rules:  
What...  
Marcus Buckingham  
★★★★★ (382)  
Hardcover  
\$20.55 Prime

#### Get to Know Us

Careers  
Investor Relations  
Press Releases  
Amazon and Our Planet  
Amazon in the Community  
Fire TV – Amazon's Media Player

#### Make Money with Us

Sell on Amazon  
Sell Your Apps on Amazon  
Become an Affiliate  
Advertise Your Products  
Independently Publish with Us  
See all

#### Amazon Payment Products

Amazon.com Rewards Visa Card  
Amazon.com Store Card  
Shop with Points  
Credit Card Marketplace  
Amazon Currency Converter

#### Let Us Help You

Your Account  
Shipping Rates & Policies  
Amazon Prime  
Returns & Replacements  
Manage Your Content and Devices  
Help

amazon.com

Australia Brazil Canada China France Germany India Italy Japan Mexico Spain United Kingdom

Music

Last added

- Listen Now
- My Library
- Radio
- Explore

- AUTO PLAYLISTS
- Queue
  - Highly rated
  - Last added**
  - Free and purchased
  - Shared with me 49

- PLAYLISTS
- Blah
  - Miss Me
  - Music
  - new



500 SONGS  
33:42:56

Songs recently added to your collection are automatically added to this playlist.

Shuffle playlist

NAME	ARTIST	ALBUM	DATE ADDED	RATING
I Won't Give Up	Jason Mraz	I Won't Give Up	7/9/14, 9:25 PM	
I Run (Single Version)	Embrace	I Run	7/4/14, 9:41 PM	17
Beautiful Times	Owl City	Ultraviolet	7/4/14, 9:39 PM	17
Wings	Birdy	Wings	6/27/14, 5:19 PM	11 ★★★
Photograph	Ed Sheeran	x (Deluxe Edition)	6/27/14, 12:42 AM	15 ★★★
Thinking Out Loud	Ed Sheeran	x (Deluxe Edition)	6/27/14, 1:00 AM	12
Ultraviolence	Lana Del Rey	Ultraviolence (Deluxe)	6/18/14, 8:19 AM	9
I Need You	M83	Divergent: Original Motion Picture Soundtrack	6/2/14, 3:14 AM	14 ★★★
Story of My Life	The Piano Guys	Story of My Life	5/28/14, 3:34 AM	14
The Daylight	Andrew Belle	The Daylight EP	5/28/14, 3:31 AM	9



Spotify

USER

# Waleed Zuberi

FOLLOWERS 0

FOLLOWING 7

OVERVIEW RECENTLY PLAYED ARTISTS PUBLIC PLAYLISTS

Des'ree

17,544 FOLLOWERS

Coldplay

2,962,246 FOLLOWERS

Slovak Radio Symphony Orchestra

11,188 FOLLOWERS

Mikhail Pletnev

2,223 FOLLOWERS

Sorito Town

Stefan Andersson

0:10 4:08

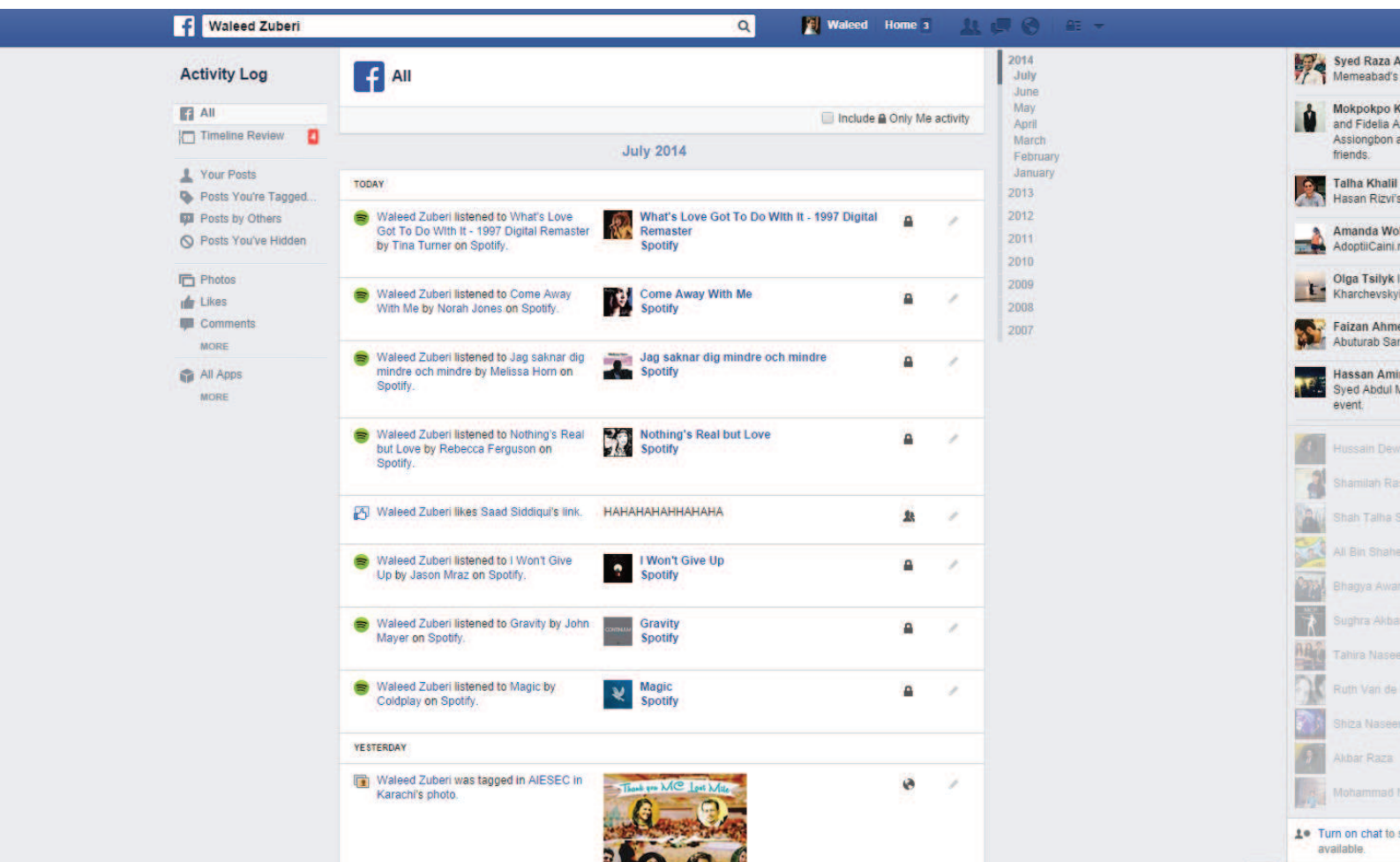
⏮ ⏪ ⏸ ⏩ ⏭

☰ 🔊 🔁

Spotify is now free on mobile and tablet!

Download on the App Store

GET IT ON Google play



## PROBLEM

The user wants to recall what they interacted with last.

## SOLUTION

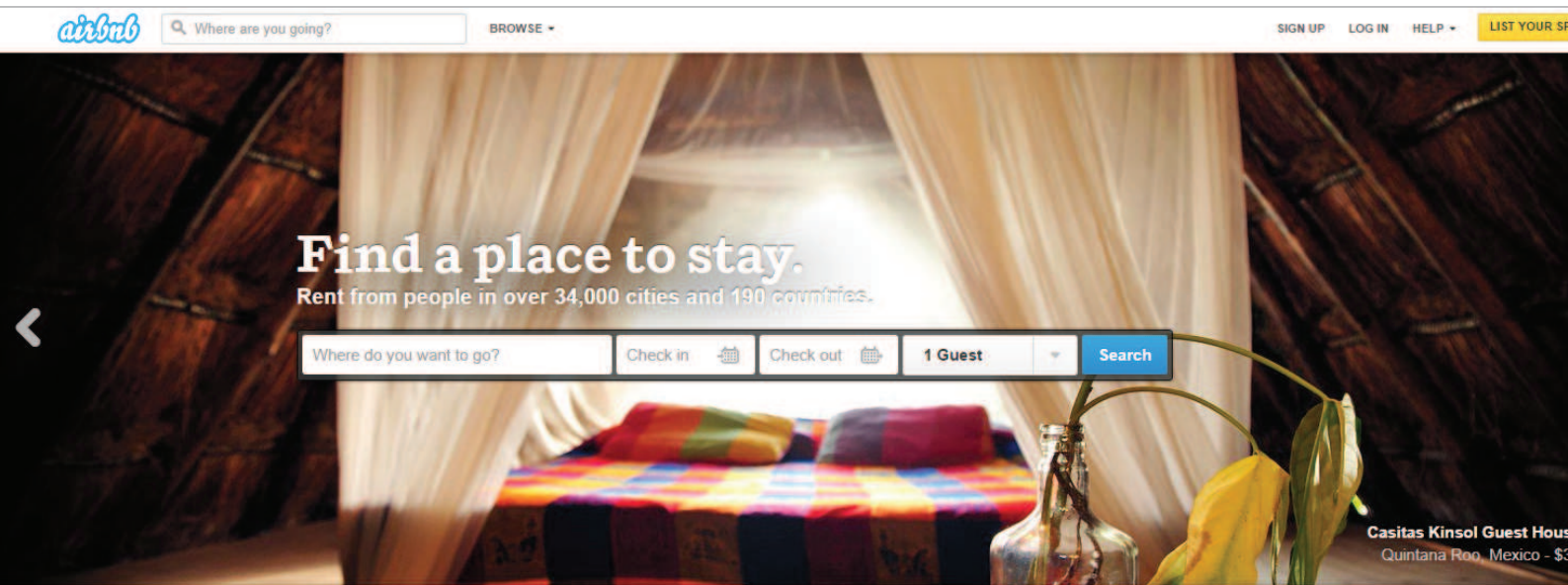
Let users pick up activities where they last left off. For example, Amazon keeps track of the user's browsing history and shows recently viewed items so that they can get back to them easily if need be. Many web apps also keep track of what the user has been doing and the Facebook Timeline is the ultimate example of this. Not only does a user's Timeline record posts made and photos uploaded, it also logs interactions with other pages and 3rd-party web apps like Spotify in an interactive history that the user can refer back to whenever needed. Google Play Music and Spotify keep track of recently played songs. This pattern helps users keep track of content they've interacted with and can also serve as a way of bookmarking things to do later.



# Featured Content

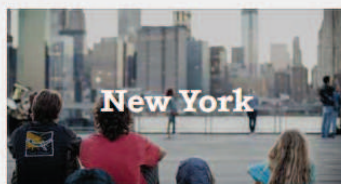
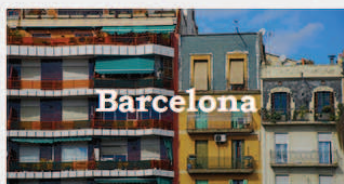
## EXAMPLES

Airbnb, Etsy, Facebook, Flickr



## Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.



Shop directly from people around the world.



Katie Marks of SilverLiningCeramics Washington, United States



Recent Favourites

Discover finds from around the marketplace.



Hi! We'd like to set these regional settings for you: English (UK), \$ United States Dollar USD, United States

Okay No thanks

Wajahat Noor and 14 other friends like UberFacts.

**UberFacts** Sponsored

New UberFacts video! We talk about twerking:  
<http://www.kiisfm.com/onair/karli-from-the-block-4684/brand-new-uber-music-facts-video-12544042/>

**Brand New Uber Music Facts Video! | Karli from the Block on KIIS FM**

A huge crowd from the ages of 8 to 80 gathered in NYC to set the largest record...  
 KIISFM.COM

Like Comment Share 39

**Usman Ehtesham** shared a link

1 min

**Sundus Zehra Shahid** and 2 others

3 events this week

RECOMMENDED PAGES See All

- Adult Swim** Vicente Vial and 3 other friends like this.
- Tosh.0** Renato Cueva and 2 other friends like this.
- Upin & Ipin** 9,928,593 people like him.

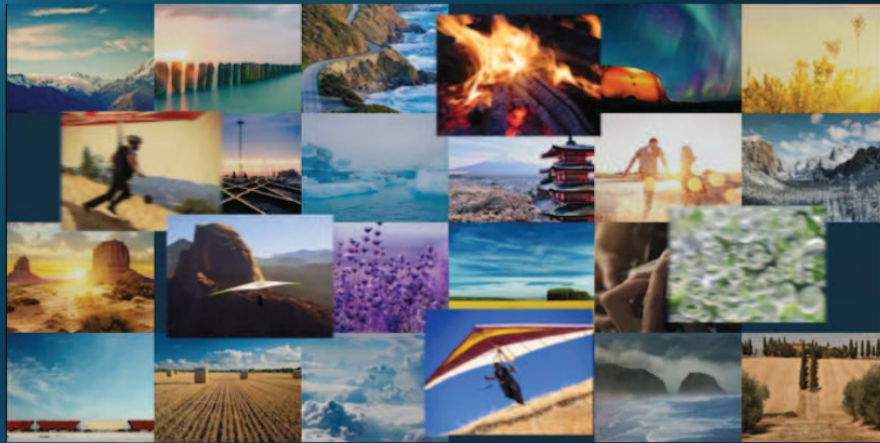
SPONSORED Create Ad

**Limited Time Offer: Get Select Udem...**  
[www.udemy.com](http://www.udemy.com)  
 Add a spark to your summer! Get up to 90% off on select courses! See the included cours...

- Shiza Nasee ShutUpinTal photo.
- Shahbaz Sa commented on post.
- Yeongjin Ch Empire Maga
- Yaroslava O charcoal exp
- Muditha Het smashed an warrior in Th
- Asad Ullah MUST Racing
- Oana Maria DID IT! proud at Col
- Hussain Dew
- Shamitah Ra
- Shah Talha S
- All Bin Shahe
- Bhagya Awar
- Sughra Akba
- Tahira Nasee
- Ruth Van de
- Shiza Nasee
- Akbar Raza
- Mohammad f

Turn on chat to available.





### All your pictures in one place.

On Flickr, everyone gets 100GB of free storage, enough space for more than 500,000 photos. Our powerful search technology means you can find them anytime you want. No matter where you are, automatically sync your phone's photos to Flickr. Now you can save a lifetime of memories in one place.

## PROBLEM

The user wants to know what kind of content can be created with the app.

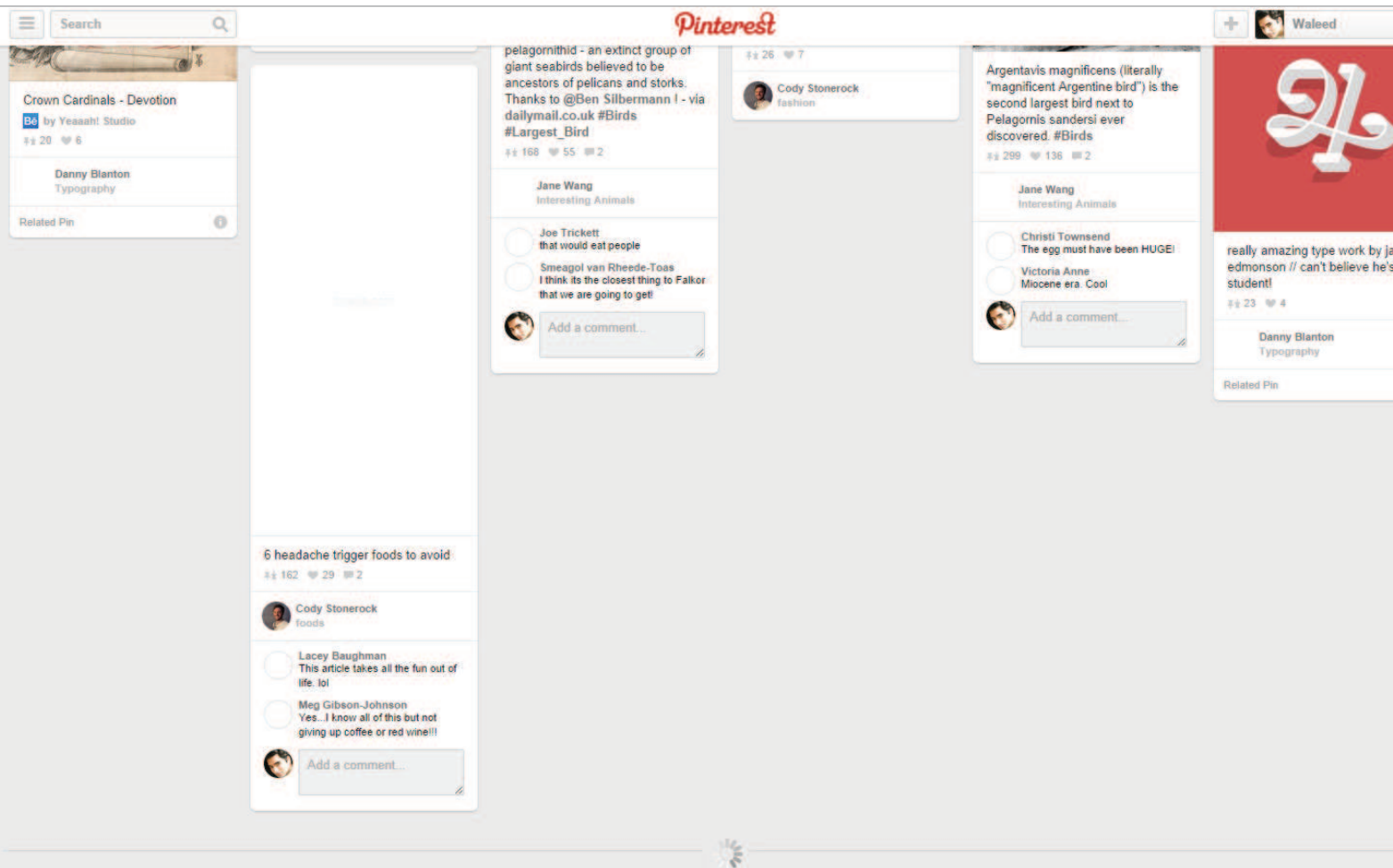
## SOLUTION

Feature specific content front-and-center for users without it getting lost in the mix of often time-related content. This content could be paid, popular, new, or some other important variable. Featured content serves to show users the possibilities and helps them understand what the platform can accomplish as well as the things other users are using it for. Sites like Airbnb, Etsy and Flickr show random content on the front page that helps users explore the site without having to make a commitment beforehand, as well as encourages existing users by helping them reach greater audiences. On the other hand, it can also help particular pieces of content gain traction by giving it particular importance. Paid or “featured” content can be marked as such to clarify expectations.

# Infinite Scroll

## EXAMPLES

Pinterest, Facebook, Twitter, Tumblr



# LIV A ROW!

Can you be happy for 100 days in a row?  
 71% of participants failed this simple, yet life-changing challenge, quoting lack of time, 71% of participants did not even find 5 min per day to be happy. Do you?

100HAPPYDAYS.COM Save

Like · Comment · Share

6 people like this.

View 12 more comments

**Khan Belal** I can easily do the 100 bad days challenge tho..no issues!  
 22 mins · Like · 1

**Rida Shariq** Sigh my friends and I are a bunch of morbid folks.  
 14 mins · Like

**Rida Shariq** And Omar I meant 'bear' coz yo belly is as big and hairy as a bear  
 13 mins · Edited · Like

**Khan Belal** alcoholic bear's bear belly. #sherOshayari  
 10 mins · Like

Write a comment...

Hanan Yaseen likes Octavian Anghel's photo.

Ayesha Rizvi likes Bilal Ahmad's photo.

Amar Gordhan Lohana commented on Maria Lup's photo.

Stefan Palarie Teo al nostru (6 ani si 7 luni) va pleca in cateva saptamani...

Heer Ayoub Shaikh likes Fahad Nasim's status.

Heer Ayoub Shaikh Bilal Ahmad Happy birthday Bilal 😊

Hussain Devani

Shamiah Rashid

Tahira Naseem

Shah Talha Sohail

Ali Eri Shaheen

Ruth Van de Poi

Shiza Naseem

Akbar Raza

Wajahat Noor

Mohammad Naveed Zafar

Turn on chat to see who's available

Search

**@mwichary** These companies are ~55% white, ~35% Asian. I wonder if 55% white, 35% black would still be considered "hella white".  
 View conversation

Retweeted by Mateusz Makosiewicz

**Designmodo** @Designmodo · 1h  
 Mobile UI Design Patterns. Free E-book By UXPin - uxpin.com/mobile-design-...  
 View summary

**Saved You A Click** @SavedYouAClick · 1h  
 No it wasn't. RT @TIMENewsFeed: This was inevitable; 'Game of Thrones' trailer gets '80s VHS remix  
 Expand

**Maria Popova** @brainpicker · 1h  
 Researchers shed light on the gender gap in our vocabulary, offer a list of "male" vs. "female" words j.mp/1yUQShC  
 Expand

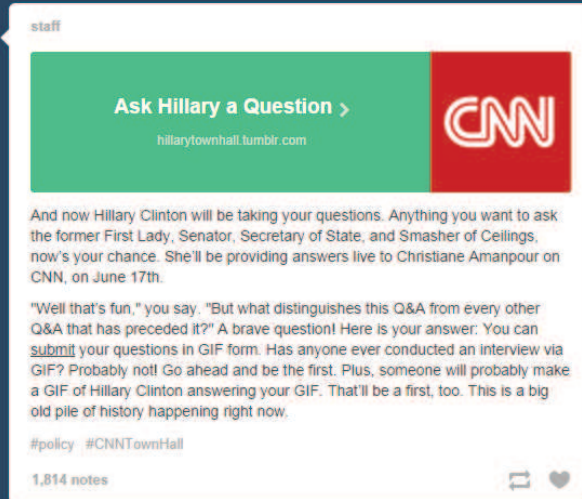
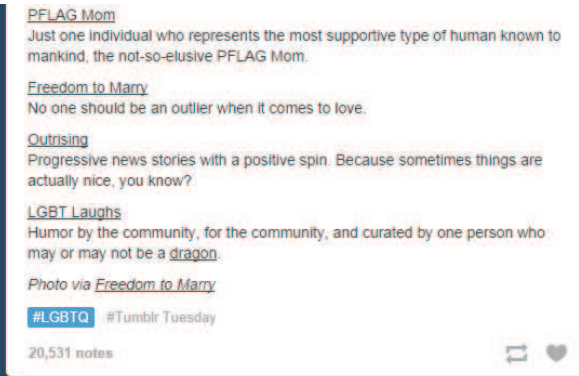
**Medium** @Medium · 1h  
 "Promoting virality by making member to non-member connections" by @ryanfuju medium.com/@ryanfuju/pro...  
 View summary

**Barack Obama** @BarackObama · 1h  
 Retweet if you agree with the majority of Americans who support comprehensive immigration reform. #OneYearNoAction  
 Expand

**Taimur Asad** @TaimurAsad · 1h  
 Apple Drops Aperture, iPhoto Development In Favor Of OS X Yosemite's Photos App ow.ly/yx3kF  
 Expand

Retweeted by Wajahat S. Khan

**Asad Munir** @asadmunir38 · Jun 25  
 Malik Riaz donates 50 Million for IDPs.Iftikhar Ch donates his son to Balochistan Govt to be appointed as Vice Chairman Board of Investment  
 Expand



## PROBLEM

The user wants to browse through all content.

## SOLUTION

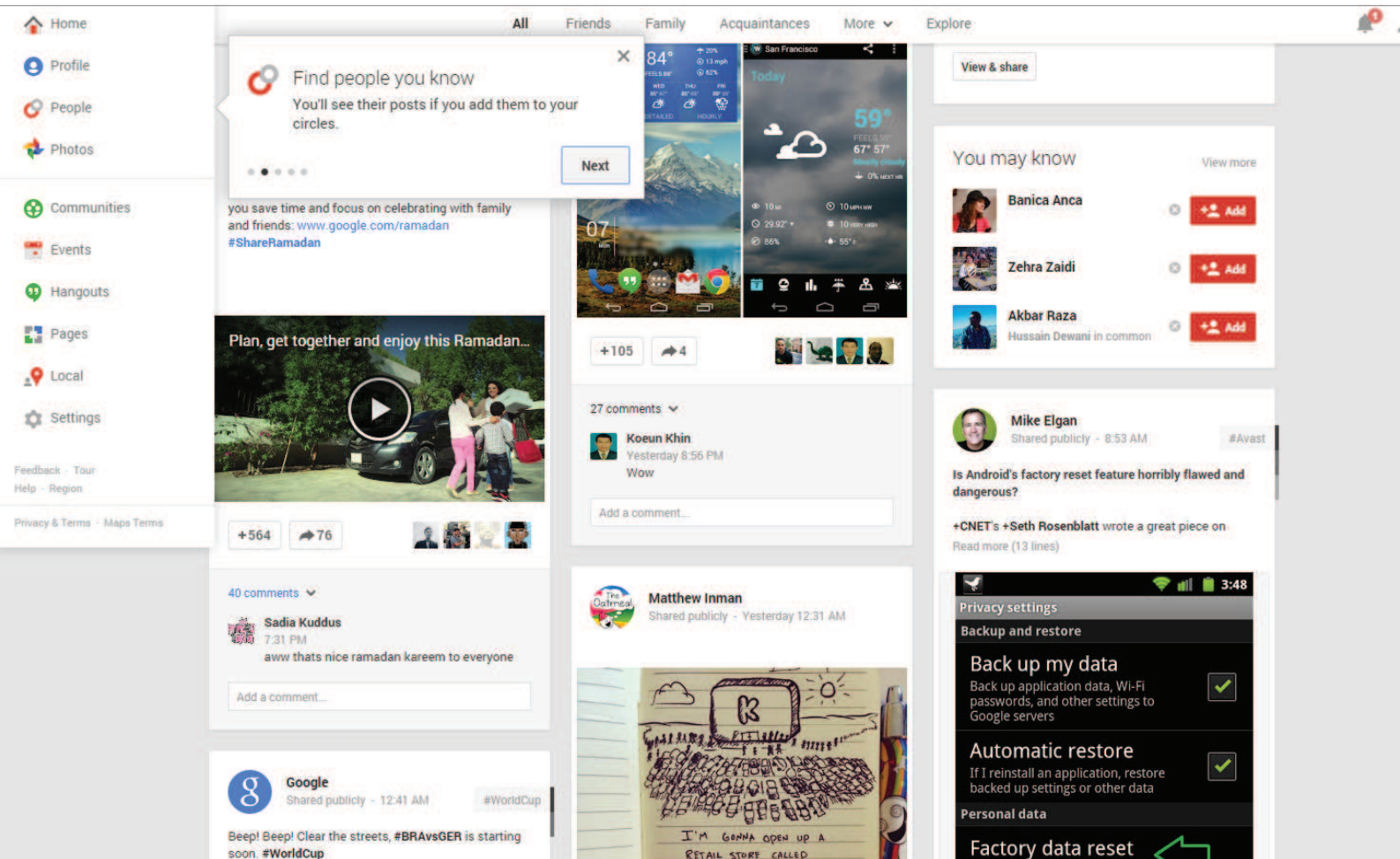
Automatically load the next set or page of content when the user reaches the bottom of the current page, creating the effect of an infinite scrolling page. This way new content is automatically loaded and the user does not have to wait after clicking on a “next page” link. Infinite scrolling works best when there is a lot of content to show, as with most social media giants like Facebook, Twitter, Pinterest and Tumblr among others. However while its great for browsing content, especially multimedia galleries, two basic problems are that users can become disoriented and lose their place. If they want to skip to a particular point or bookmark to come back later, infinite scroll can cause problems. Facebook works around this when browsing a Timeline by creating a pagination/infinite scroll hybrid that lets you jump to a particular month or year. Pinterest integrates the Scroll to Top pattern, with a small button that lets users jump back to the start of the page.



# Walkthroughs & Coach Marks

## EXAMPLES

Google+, Slack, Tumblr, Facebook



**AIIESEC Pakistan**

★ STARRED  
# comms

CHANNELS  
# general  
# random  
Create a channel...

DIRECT MESSAGES  
♥ slackbot  
Arslan Manzoor  
Hussain Dewani  
Muhammad Asad

PRIVATE GROUPS  
mc  
New private group...

waleed  
online

@slackbot

Search

- Waleed Zuberi** 8:07 PM  
Zuberi
- Slack Bot** 8:07 PM  
Nice to meet you Waleed Zuberi! (Tip: If you ever need to change your name or profile information, you can do so by editing your [Profile Page](#).)  
You can also add a photo there. Things look so much better with a picture of you. I'm happy to wait while you do that, but if you want to just keep going, say "continue" or "keep going" or even "go".  
Nice photo!  
Would you like to add your Skype username to your profile? If yes, please enter it now, otherwise type "no".
- Waleed Zuberi** 8:08 PM  
waleed.zuberi
- Slack Bot** 8:08 PM  
OK: waleed.zuberi. Got it.  
Would you like to display your phone number on your profile? If so, please enter it now, otherwise say "no".
- Waleed Zuberi** 8:09 PM  
+923232098373
- Slack Bot** 8:09 PM  
OK, last question. What is your role on your team? For example, you might say "Software engineer", "Customer support associate", "Marketing bigwig", or "Pointy-haired Boss" (or "no" if you don't want to set a role).
- Waleed Zuberi** 8:09 PM  
MCVP PR & Communications
- Slack Bot** 8:09 PM  
Congratulations, you have completed your profile! Again, if I got anything wrong, you can edit it on your [Profile Page](#).  
Messaging with a robot is okay but working as a team is better. So think about the people on your team that you communicate with the most.  
Got someone in mind? To invite them, enter their email addresses (separate multiple addresses with commas). Otherwise type "no".
- Waleed Zuberi** 8:15 PM  
no
- Slack Bot** 8:15 PM  
FYI... you can always manage team invites on your [Team Administration](#) page.  
Please feel free to give us feedback any time at [feedback@slack.com](mailto:feedback@slack.com), or follow us on Twitter at <https://twitter.com/slackhq>

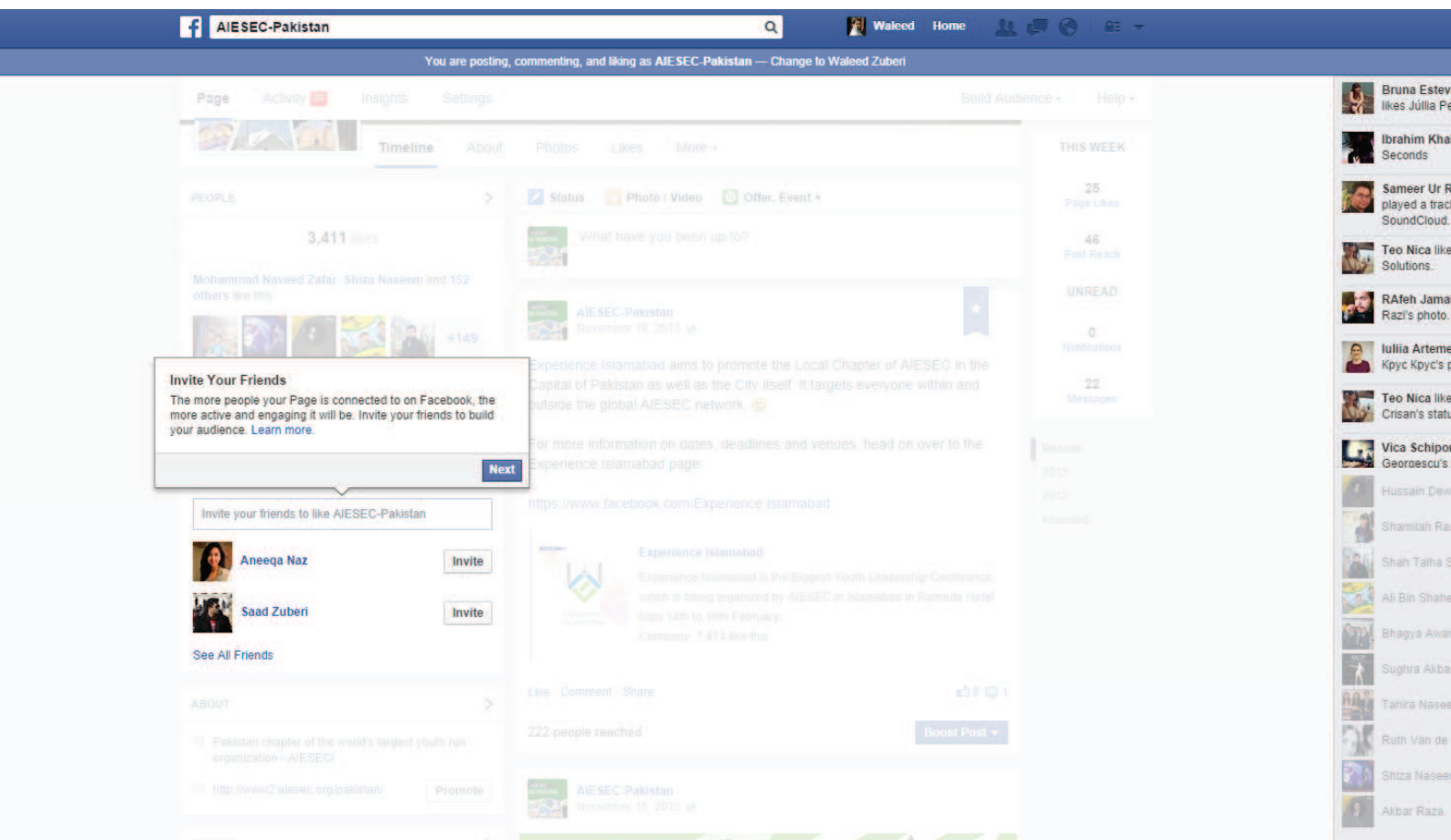
Message input field with a plus icon on the left and a send icon on the right.

tumblr.

## Make a blog

And don't stress about it. You can change this stuff whenever

Make it



## PROBLEM

The user wants to know how to use the different features of the application.

## SOLUTION

Design a walkthrough or tutorial that demonstrates how each function works. A lot of web apps have begun using this technique to show users around when they first launch and there are two basic ways of doing this. Some web apps, like Slack go the route of overlay instructions, highlighting important parts of the UI with “coach marks” to explain what they do. Slack takes things to the next level by integrating a chat bot that helps users set up their profile. This makes perfect sense given that Slack is a chat app, and the “Slackbot” walks the users through filling in their profile information like phone number and display name like a conversation. Alternatively, Tumblr presents a walkthrough to help the user get acquainted. This walkthrough is also a great time to collect important information that goes beyond simple registrations, much like a setup wizard. The importance of this pattern cannot be stressed enough for any application that isn’t immediately intuitive because the more a user knows about your product, the more reasons they’ll have to come back.

# Overflow Menus

## EXAMPLES

Facebook, Spotify, Google, Pinterest





**Spotify**

OVERVIEW TOP LISTS

Search

Browse

Discover

Radio

Your Music

Follow

GENRES & MOODS

Party

Focus

Waleed

0 0

Latin

# Rock

ALL SUBGENRES

PLAYLISTS

- Feel Good Indie Rock** (177,476 FOLLOWERS)
  - Play
  - Add to Play Queue
  - Share...
  - Start Radio
  - Copy Spotify URL
  - Follow
- Rock of the World** (92,756 FOLLOWERS)
 

Head bang, jump around and get your air guitar out to the best rock songs in the world.
- Edge of Alternative** (32,395 FOLLOWERS)
 

Live life on the edge with the harder side of Alternative rock.
- Death & Black**
- 50 GREATEST INDIE** (MTV)
- FUNKY HEAVY**

**ELGAR: Enigma Variations**

Edward Elgar  
Bournemouth Symphony Orchestra · Slovak Radio Symphony Orchestra · Capella Istropolitana · BBC Melbourne Orchestra · George Hearn · Hilary Leung

**Salut d'amour**  
Edward Elgar, Slovak Radio Symphony Orchestra

3:11 3:28

Spotify is now free on mobile and tablet!

Download on the **App Store**

GET IT ON **Google play**

+Waleed Gmail Images Share

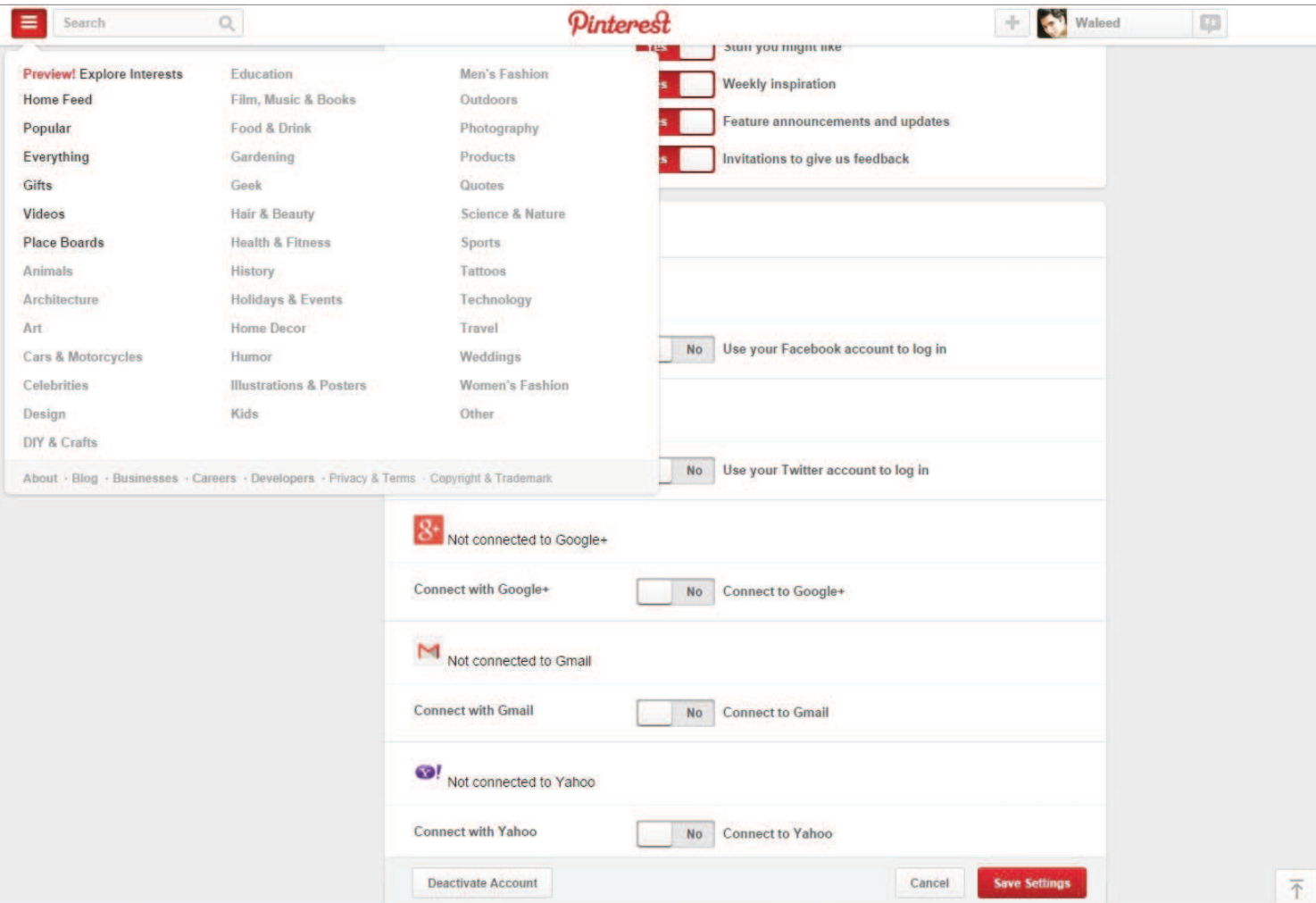
# Google

Google Search I'm Feeling Lucky

**New!**  
Drag and drop to rearrange your apps.

- +Waleed
- Calendar
- Drive
- YouTube
- Maps
- Photos
- Play
- News
- Gmail
- Search

More



## PROBLEM

The user want quick access to additional options or actions they can perform.

## SOLUTION

Hide extra options and buttons in an expandable menu so that they don't clutter the main interface. Both Facebook and Google use "overflow menus" to maintain very clean user interfaces on their web apps by hiding the most important secondary options in an expandable menu. This can also be used to show the most important actions in terms of engagement. For example Pinterest keeps a share on Facebook button visible to help speed up a common and desirable user action on each "pin". Alternatively, an overflow menu can be used to contain additional menu items or actions as they are incrementally added to the UI.

# Morphing Controls

## EXAMPLES

Pinterest, Spotify

The image shows a screenshot of a Pinterest interface. The main content is a pin from Lennart Björneborn, titled "Reflections". The pin features a red background with the text "The world is round, so what you think is the end, might actually be the beginning..." and an illustration of a person standing on a curved horizon. The pin is attributed to Harold's Planet (2014) and is found on lastlemon.com.

Below the pin, the user's profile "Lennart Björneborn" is visible, along with the text "8 hours ago" and the quote: "The world is round, so what you think is the end, might actually be the beginning..." attributed to Harold's Planet, 2014: lastlemon.com/...

On the right side, there is a sidebar with a "Reflections" board by Lennart Björneborn. This board contains several pins with various titles and images, including "HAPPINESS IS", "Do it now. Sometimes later becomes never.", and "FREE TO CHOOSE". Below the board is an "Unfollow Board" button.

At the bottom of the sidebar, there is a section titled "More from lastlemon.com" which displays a grid of pins, some with the text "HAPPINESS IS".



Pin it    Unlike 1    Visit Site    Send    Share

(c) haroldplanet.com    facebook.com/itsharoldplanet    HP6712

Found on lastlemon.com

**Lennart Björneborn** • 8 hours ago  
 "The world is round, so what you think is the end, might actually be the beginning..."  
 Harold's Planet, 2014: [lastlemon.com/...](http://lastlemon.com/)

**Reflections**  
Lennart Björneborn

Unfollow Board

More from lastlemon.com

HAPPINESS IS    HAPPINESS IS    HAPPINESS IS

**Spotify**    Browse

OVERVIEW    TOP LISTS    GENRES & MOODS    NEW RELEASES    NEWS

All Night, All Love

**Songs for Sunsets**  
The perfect music to accompany your sunsets. Mellow songs that will keep...

**Girls' Night**  
It's all about the girls tonight. Go where the night brings you... no boys allowed!

**Jazzy Romance**  
A collection of delicate, beautiful jazz recordings—perfect for a romantic...

**Cozy Evening**  
What could be better than an evening inside, warm and relaxed on the couch? Let L...

**The Perfect Candlelit Evening**  
Dinner for two doesn't get any better than the perfect songs with the soft glow of...

**TOP LISTS**  
Iggy Azalea, Magici, Ariana Grande

**NEW RELEASES**  
G-Eazy, Ed Sheeran, Phish

GENRES & MOODS

Waleed

**A Sky Full of Stars**  
Goldplay

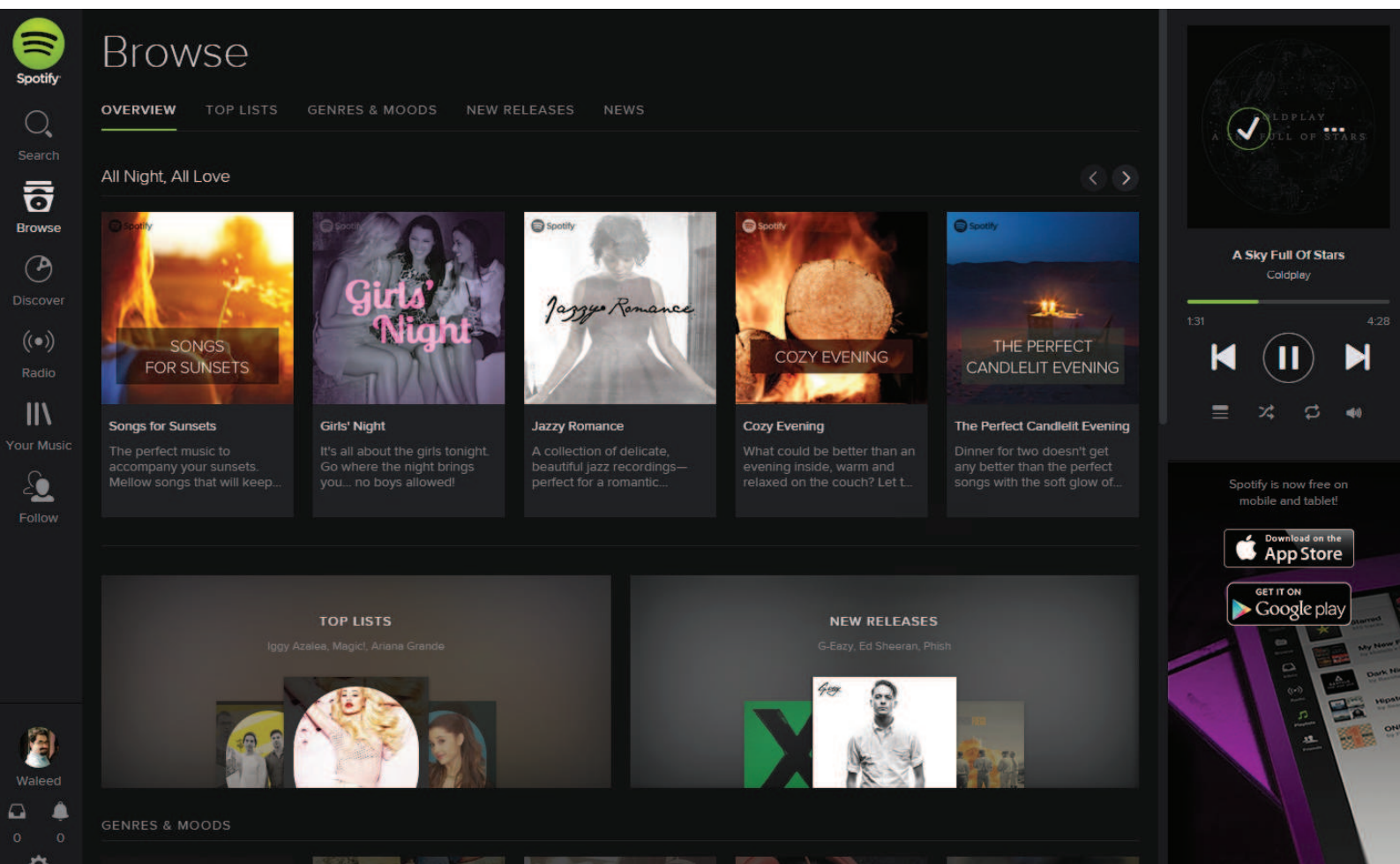
1:20    4:28

Spotify is now free on mobile and tablet!

Download on the **App Store**

GET IT ON **Google play**





## PROBLEM

The user wants to perform different types of actions, but there's limited screen real estate to show all these controls.

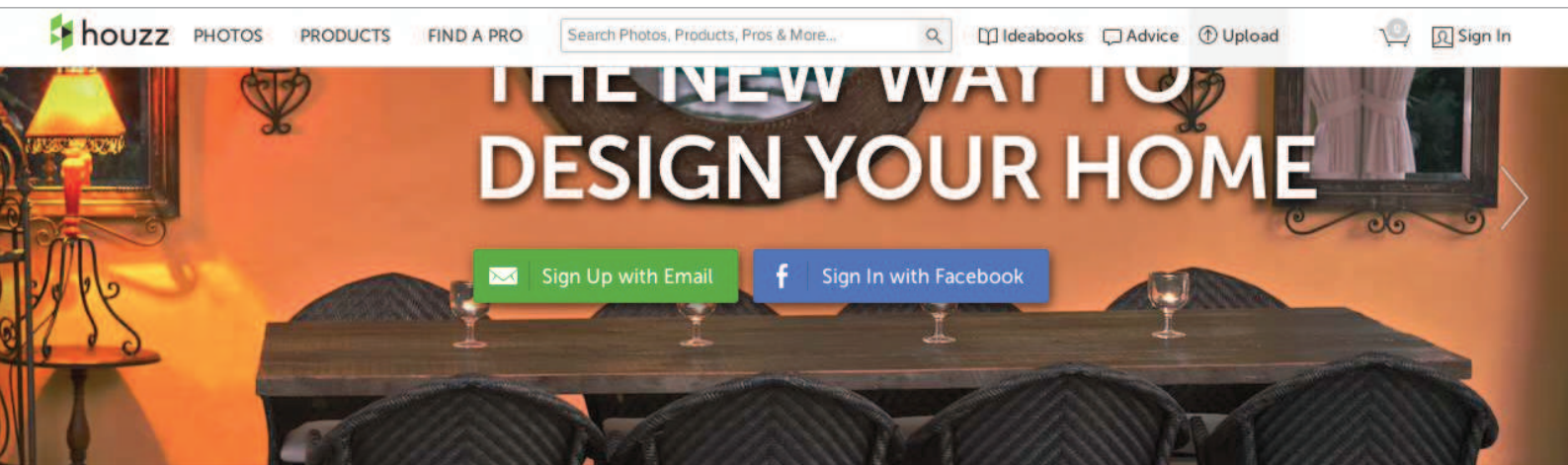
## SOLUTION

Replace buttons and on-screen controls with alternative functionality. Depending on what the user is currently doing, the UI could entirely replace an element with another, e.g. "do" and "undo" or "add" and "delete." This makes sense when the alternating actions are related in some way. Pinterest and Facebook use the same button for "like"/"unlike" to save space and also indicate the current state to the user. This UI design pattern saves real estate, makes undoing any action quick and clean, and is an overall playful solution.

# “Sticky” Fixed Navigation

## EXAMPLES

Houzz, Facebook



## Today on Houzz



| ECLECTIC HOMES

### Houzz Tour: Problem Solving on a Sloped Lot in Austin

Matthew Ankeny | June 23, 2014 | 4

A tricky lot and a big oak tree make building a family's new home a Texas-size adventure



| BATHROOMS

### Bathroom Workbook: 7 Elements of Craftsman

## Get Started



Browse more than 3 million photos by room & style >



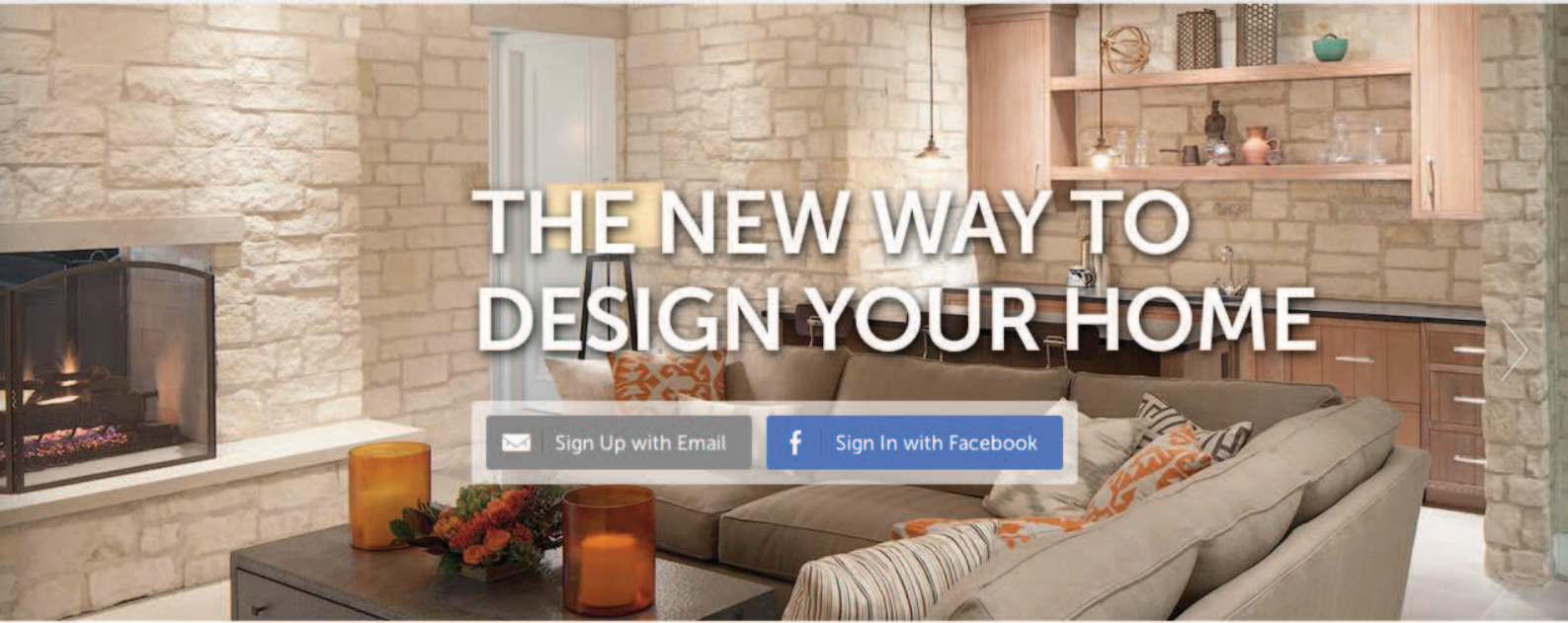
See over 3,000,000 products curated by our experts >



Find the best home professionals in your area >

Join the Discussion >





# THE NEW WAY TO DESIGN YOUR HOME

Sign Up with Email

Sign In with Facebook

## Today on Houzz

## Get Started



HOZZ PRODUCT PICKS

Houzz Products: Summer Color for the Patio



Browse more than 3 million photos by room & style >



Search for people, places and things



Waleed

Home



Spoiler Alert: I wrote the script for this World Cup game.

1:25 AM · 09 Jul 14

6,706 RETWEETS 2,643 FAVORITES

Like · Comment · Share

14 people like this.



Yasir Qureshi It is like the red wedding of football!



Rida Shariq Totally man..brutal



Write a comment...



Khizer Nawaz posted a photo to Ali Bin Shaheen's timeline.



19 hrs · 1



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.



Level hai.

Sundus Zehra Shahid and 2 others

3 events this week

English (US) · Privacy · Terms · Cookies · Advertising · More · Facebook © 2014

Christopher Yu Anna are

Oana Maria commented on status.

Gabriela Maradevar

Nehel Hafeez Ayesha Khan

Bruna Esteves likes Júlia Pa

Ibrahim Khair Seconds

Sameer Ur Rehman played a track on SoundCloud.

Teo Nica likes

Hussain Dew

Shamiah Ra

Shah Talha S

Ali Bin Shahe

Bhagya Awar

Sugra Akbar

Tahira Naseem

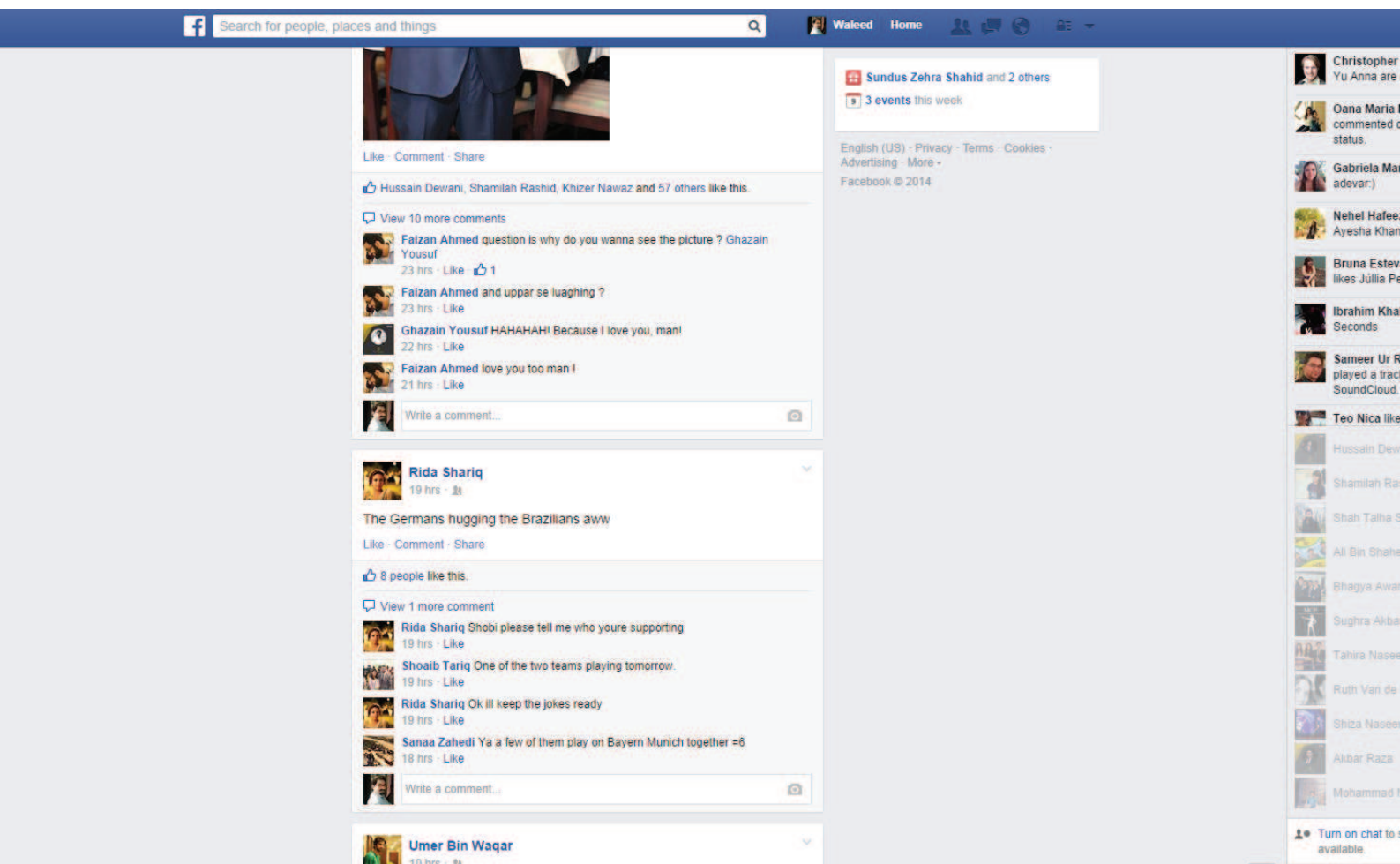
Ruth Vani de

Shiza Naseem

Akbar Raza

Mohammad t

Turn on chat to be available.



## PROBLEM

The user wants to have access to the menus anytime while on the web page.

## SOLUTION

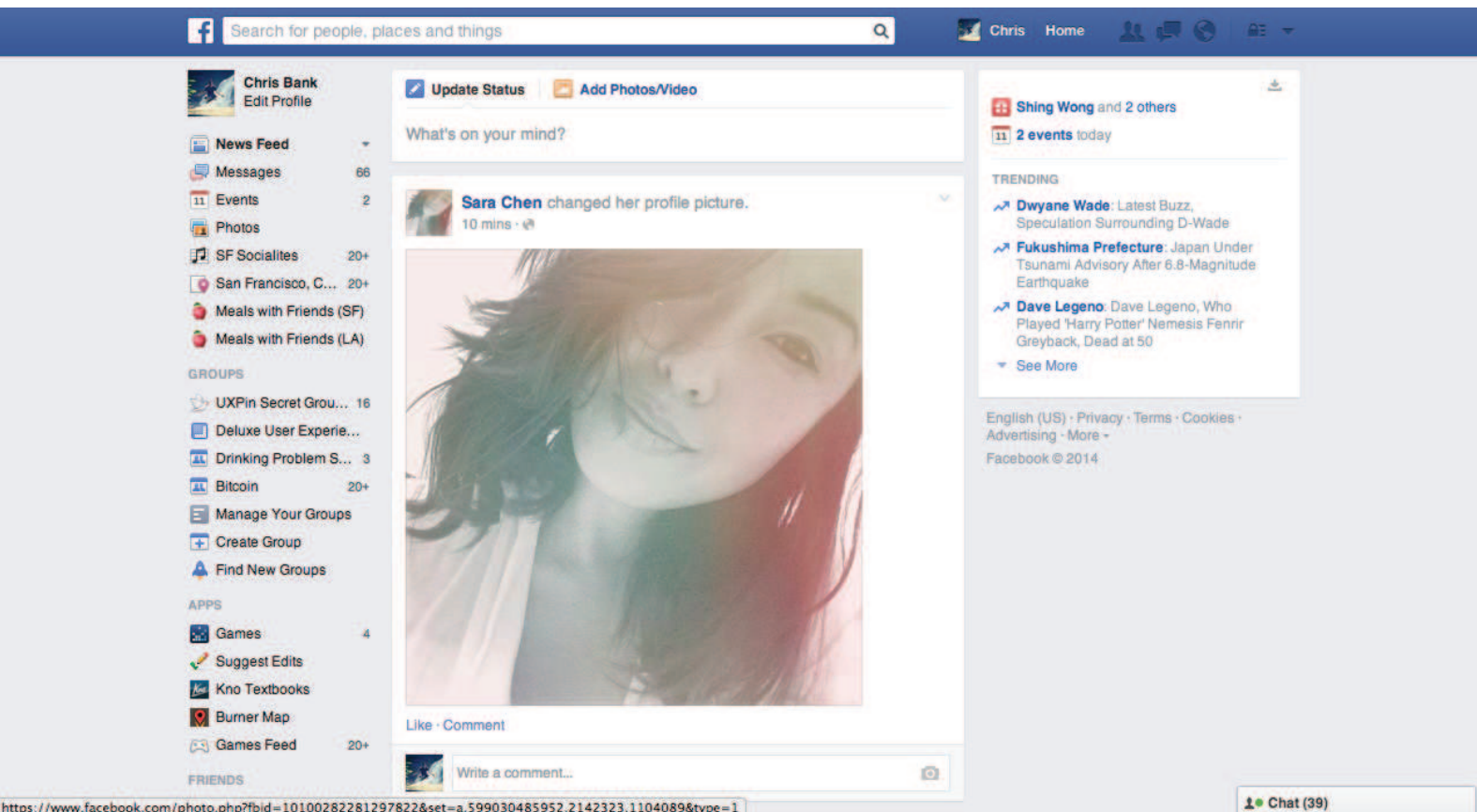
The top, side, or bottom navigation stays in place while a page is scrolled. In some cases, headings from sub-sections may also become fixed while scrolling and replace or be appended to the existing fixed navigation. The main navigation bar for both Google Plus and Pinterest sticks to the top of the page, allowing users to quickly access those menu items and filters whenever they need to. When paired with the Infinite Scroll pattern, a sticky navigation menu can be a great convenience for users who scroll past more than the first page's worth of content.

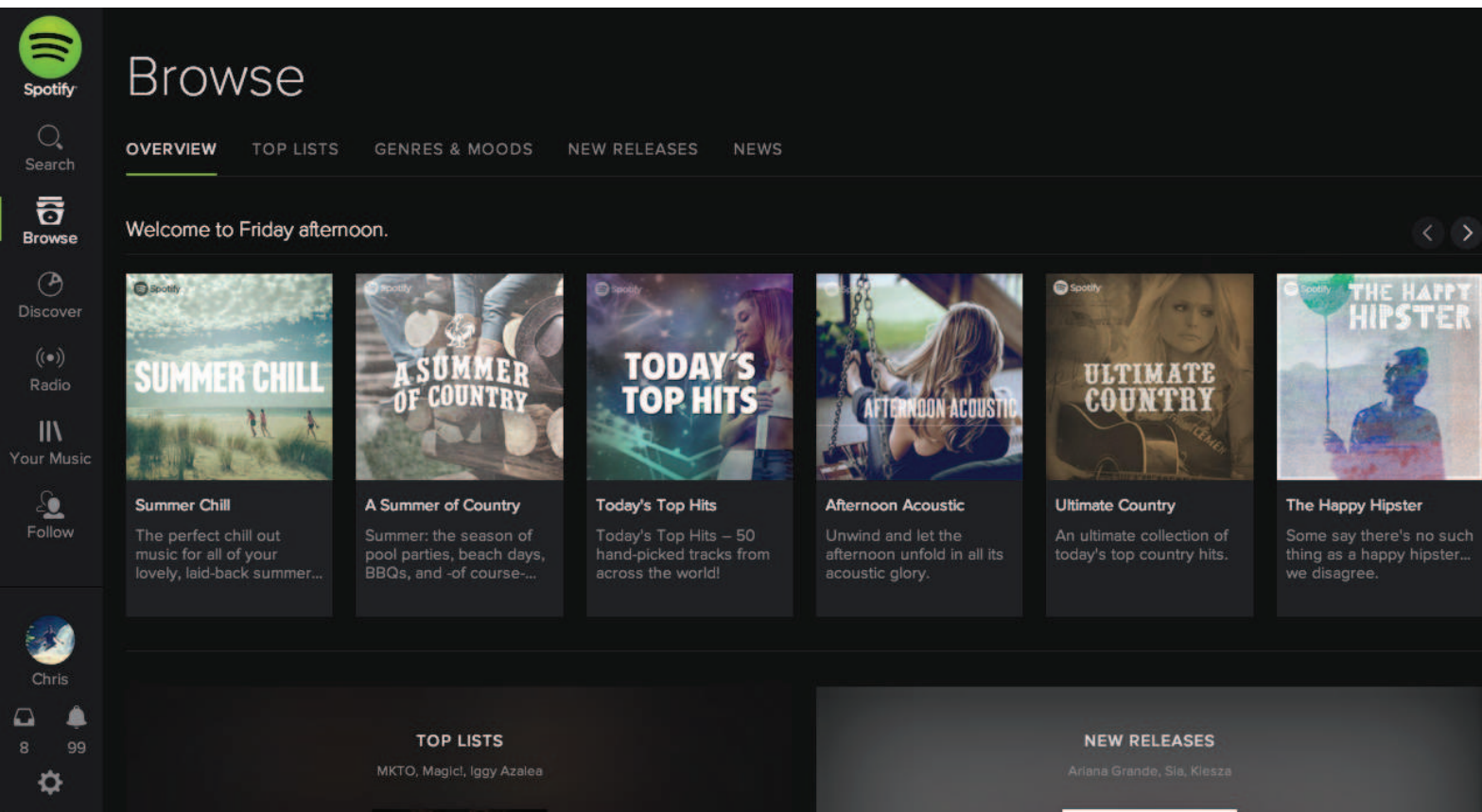


# Vertical Navigation

## EXAMPLES

Facebook, Spotify





## PROBLEM

The user needs a way to navigate between different sections of the app, but there's limited space to show this information.

## SOLUTION

Important sections of the UI can be presented in a list, which the user can scroll through to get what they want. This also leaves the header and footer of the UI free for more "universal" navigation, such as action bars. Traditionally, most navigation patterns have been horizontal in the form of tabs or buttons. The vertical navigation pattern has emerged as a significant evolution to navigational design to deal with user-generated content like user timelines and infinite scrolling content.

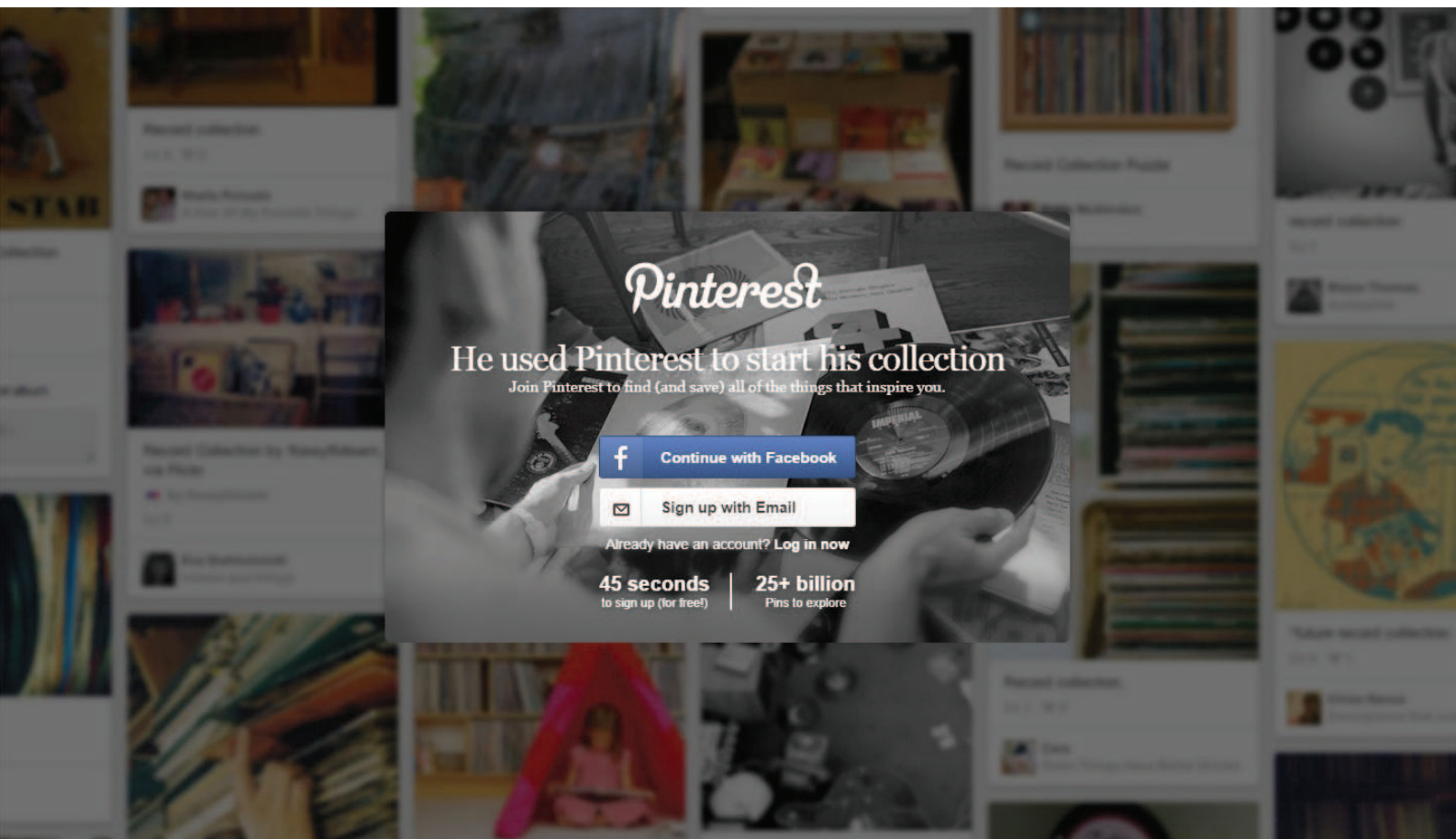
# Popovers

## EXAMPLES

Facebook, Pinterest

The image shows a screenshot of a Facebook news feed. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Waleed' with options for 'Home', 'Messages', 'Notifications', and 'Settings'. The left sidebar contains navigation options like 'News Feed', 'Messages', 'Events', and 'Pages'. The main feed displays several posts. A post by 'Khizer Nawaz' is highlighted, and a popover menu is open over it, showing options to 'Like Page', 'Like', 'Comment', and 'Share'. The popover also displays the post's content: 'Right after I took this photo, she beat the crap out of me then drove off.' and a photo of a child on a toy car. Other posts in the feed include congratulations for getting into Coke for a Summer Internship Program and a post about an insult to call Fred a striker. The right sidebar shows a list of users who have interacted with the content, such as 'Falak Omer', 'Ameed Daulat', and 'Arsalan Nazir'.





## PROBLEM

The user wants to view relevant information without losing their current place in the UI.

## SOLUTION

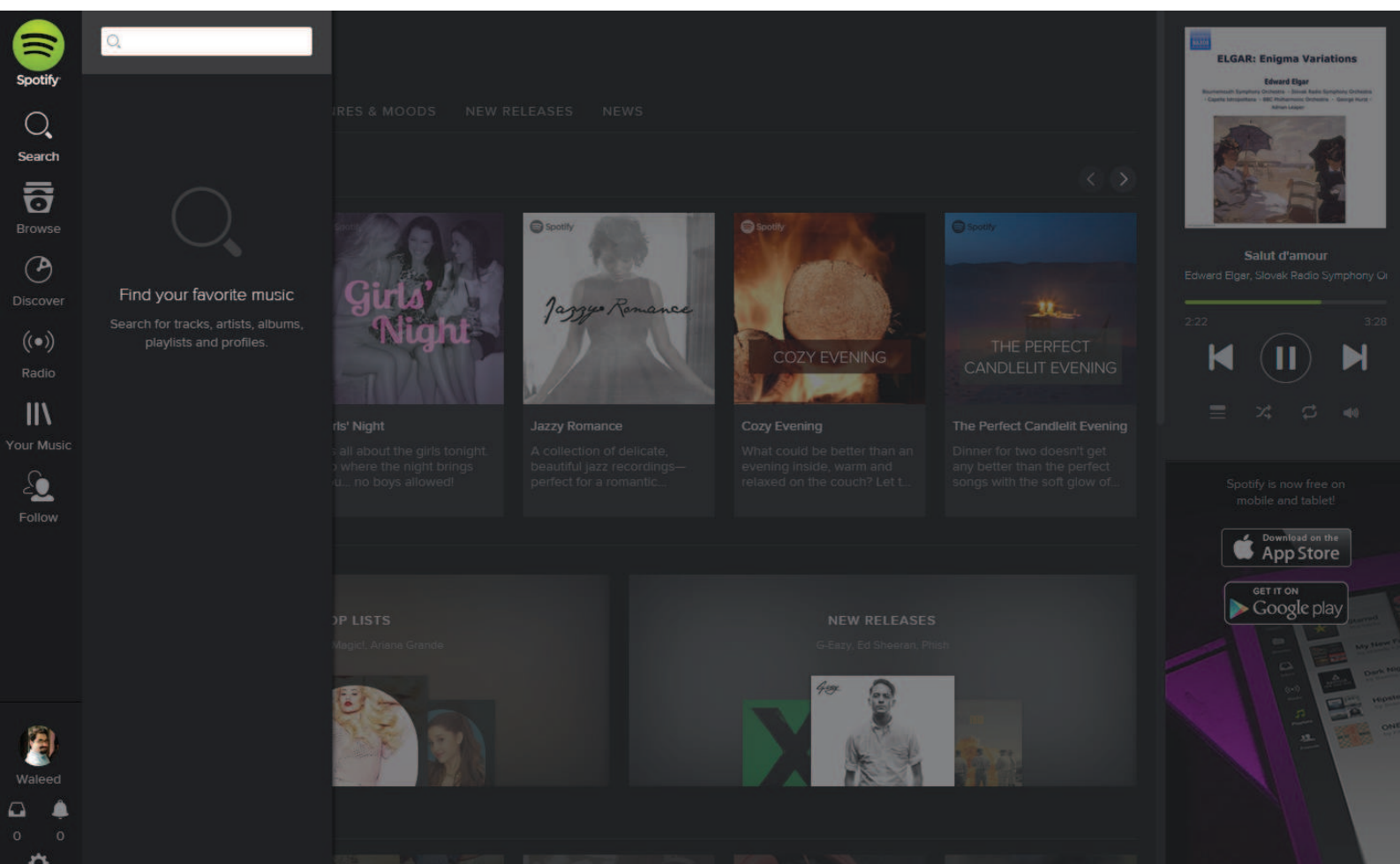
Show important notifications and additional information in popovers. This UI pattern has the advantage of providing a lightweight and straightforward way of viewing additional information or taking a particular action, but they do so without pulling the user out of their current activity. Pinterest and Fitocracy use modal popovers for quick actions, and Facebook uses popovers to quickly show snippets of content from the Activity Bar. The popover UI pattern is important for actions like these because they are being performed on the data and this way users always know what these controls apply to. With the content still visible in the background, the user can tweak sorting options or change the font size without having to go back and forth between the views - it all happens right there. Popovers and modal windows can also be used to display important notifications or notices where it's essential to get the user's attention because dismissing them requires a tap or swipe.



# Slideouts, Sidebars & Drawers

## EXAMPLES

Spotify, Medium, New York Times, Pinterest



M Home

Waleed Zuberi

New story

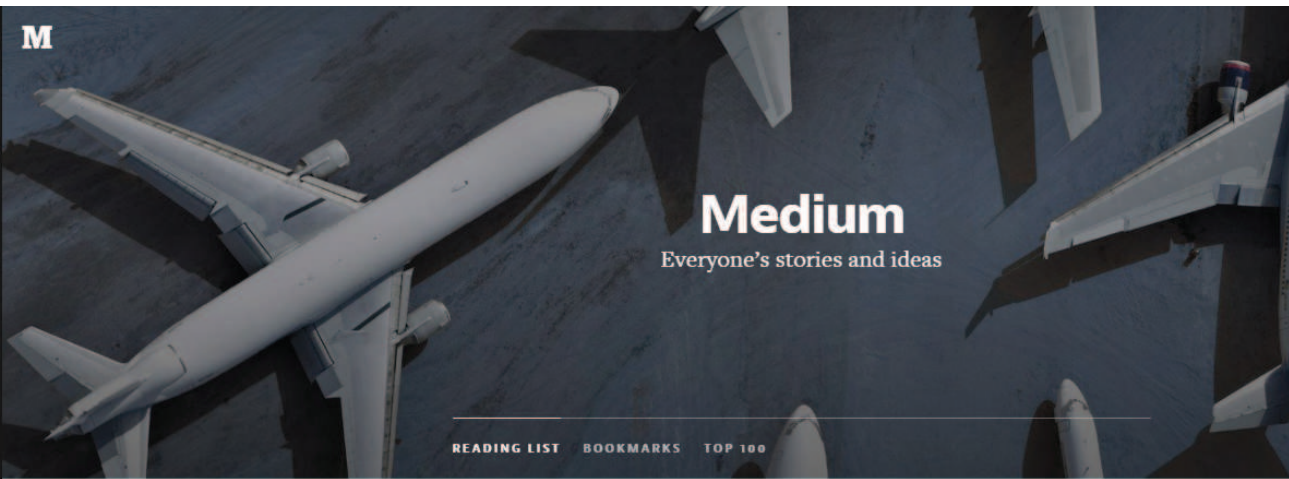
Drafts

Stats

Collections

NOTIFICATIONS

- melissa andrada published a new story From clinical to creative
- James Altucher published a new story How To Break The Law and Get Away With It Forever
- melissa andrada published a new story What the fuck are we even saying?
- Marcin Wichary published a new story The commute
- Marcin Wichary published a new story Natalie's voice
- Sheba Najmi recommended a story How to travel the world and get companies to pay for it.
- melissa andrada published a new story How to avoid burnout
- Marcin Wichary published a new story 1,110 notes
- melissa andrada published a new story Green Thumb
- Marcin Wichary published a new



Medium

Everyone's stories and ideas

READING LIST BOOKMARKS TOP 100

Best of Life Learning

## Linchpin : Are You Indispensable?

An actionable summary of Seth Godin's bestseller.

Sathyvelu K 5 min read

Trending

## Pinocle with Hogboy

Understanding your partner was the key to success.

Jesse Reklaw in The Nib 1 min read

SHORTCUTS

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- U.S.
- New York
- Opinion
- Business
- Technology
- Science
- Health
- Sports
- Arts
- Fashion & Style
- Video

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# The New York Times

Sunday, June 22, 2014 Today's Paper Personalize Your Weather

WORLD U.S. NEW YORK OPINION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS ARTS FASHION & STYLE VIDEO All Sections

**Sunni Militants Capture Major Iraqi Border Post With Syria**  
By ALISSA J. RUBIN 10 minutes ago  
Fighters and weapons are now able to move across the Iraq-Syria border with ease after a three-day fight for Al Qaim, a development that officials called worrisome.

**Kerry Hints That U.S. Would Support New Leader for Iraq**  
By MICHAEL R. GORDON 1:12 PM ET  
In Cairo on the first leg of a Middle East trip, Secretary of State John Kerry suggested that the U.S. would be open to a new Iraqi leader, while trying not to appear to intervene.  
16 Comments

**Israeli Youth Dies in Attack on Vehicle Near Syrian Border**  
By JODI RUDOREN  
An attack on a defense contractor's vehicle led to the first fatality on the Israeli side of the border since Syria's civil

**Baptism by Fire**  
A New York Firefighter Confronts His First Test  
By N. R. KLEINFELD  
Jordan Sullivan's decade-long dream of joining the Fire Department had come true. Now he had to prove himself.

**Are You a Firefighter? Tell Us About Your First Fire**  
Notable Fires in the New York City Area  
9 Stories of New York by N. R. Kleinfeld

**Unblinking Eyes Track Employees**  
By STEVE LOHR  
Advanced technological tools are making it possible to measure and monitor employees as never before.

**Sunday Review**

The Coming Climate Crash  
By HENRY M. PAULSON JR.  
We need to tax carbon dioxide emissions to protect our economy.

Why Are We Importing Our Own Fish?  
By PAUL GREENBERG  
The seafood industry is a great example of the delete-and-replace maneuvers that define the outsourced American economy.

- Editorial: Slavery and the Shrimp on Your Plate
- Editorial: Mass Surveillance in Britain
- Kristof: So Similar, So Different
- Douthat: Immigration Reform's Open Invitation
- Rattner: Fear of Robots

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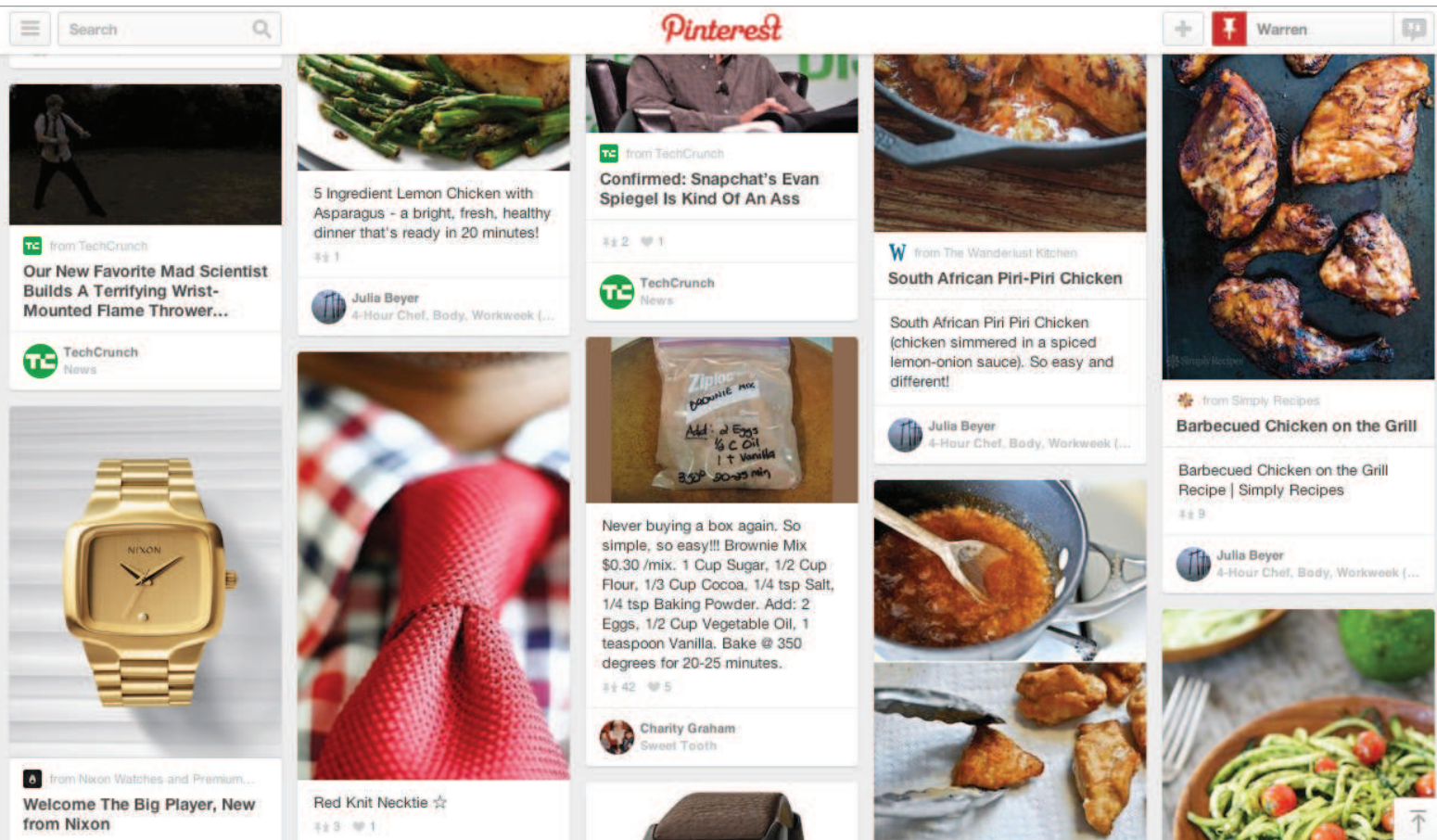
Today's Times Insider  
Behind the scenes at The New York Times

- What We're Reading
- Chozick, Schwartz, Bengiveno on Great Editing

**BUSINESS DAY**

Espousing Equality, Embracing a Hierarchy  
Many companies aspire to a flat organizational structure, but management provides structure in a chaotic world.





## PROBLEM

The user needs a way to navigate between different sections of the app without being distracted in each individual section.

## SOLUTION

A secondary section of the application – such as navigation, chat, settings, user profiles, etc. – is tucked away in a collapsible panel hidden under the main section when it is not needed. When accessed, it usually either moves the main section aside or slides over it. Since the slideout is in a separate layer from the main content in the application, there's a lot of flexibility in terms of how content can be laid out inside the drawer - icons, text, and even simple controls are viable options to provide quick access to important actions here. Often times, the drawer can be hidden under a "hamburger menu" or a simple arrow that indicates there's more content there. It's an easy way to hide all the less important things in a "side drawer" so that you only have to focus on how to distill the most important information in each view. Examples can be found everywhere. Asana, Spotify (search box), and Facebook (chat boxes). Some more specific examples include Houzz, which has a sub-navi-

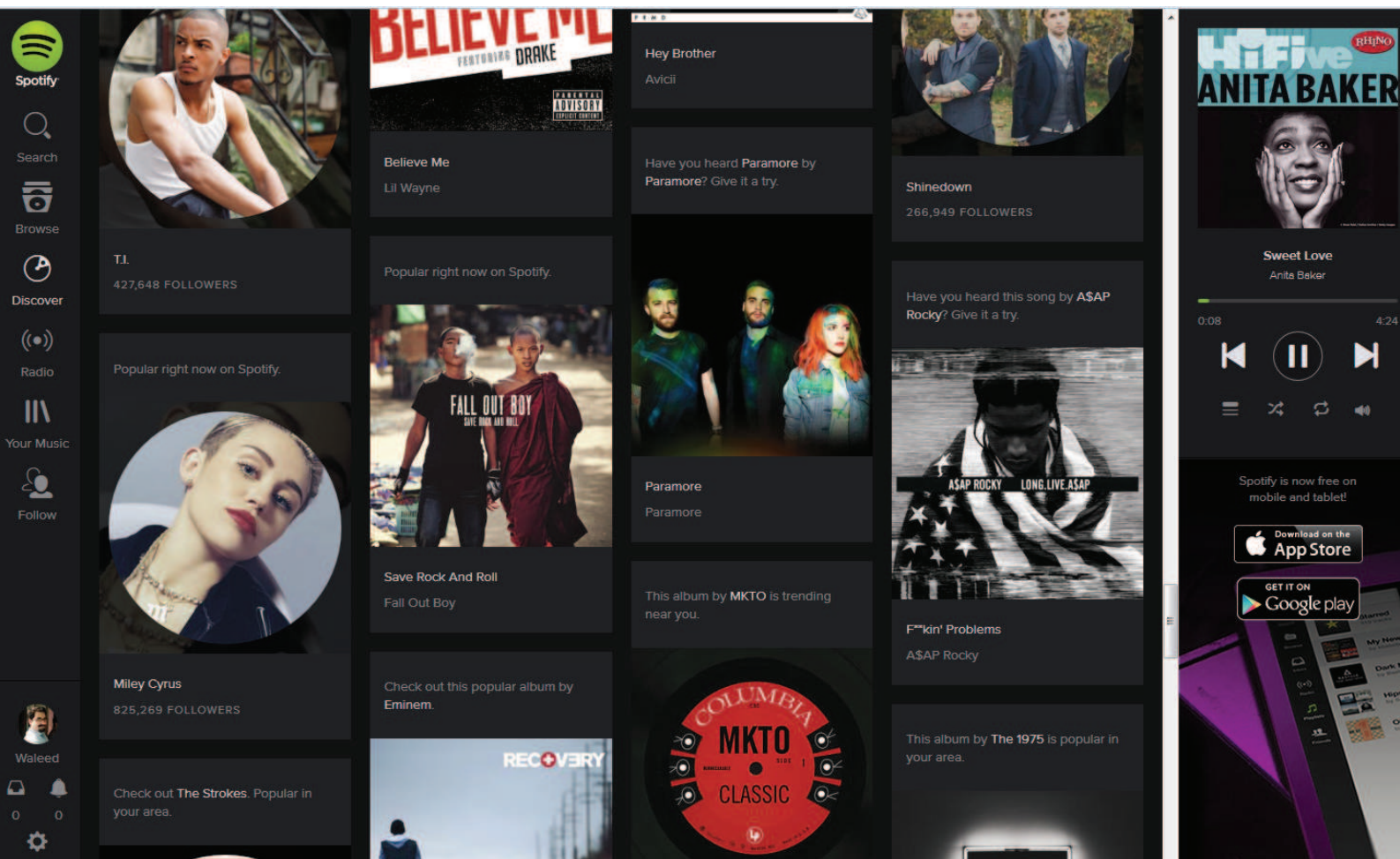
gation drawer that disappears as you scroll down and reappears back at the top; and the New York Times, which hides a side drawer that appears on the left when the user clicks the 'sections' button at the top left side of the page. As you scroll down in Pinterest, an up-arrow button appears for easy navigation back to the top, and in its 'How It Works' page.

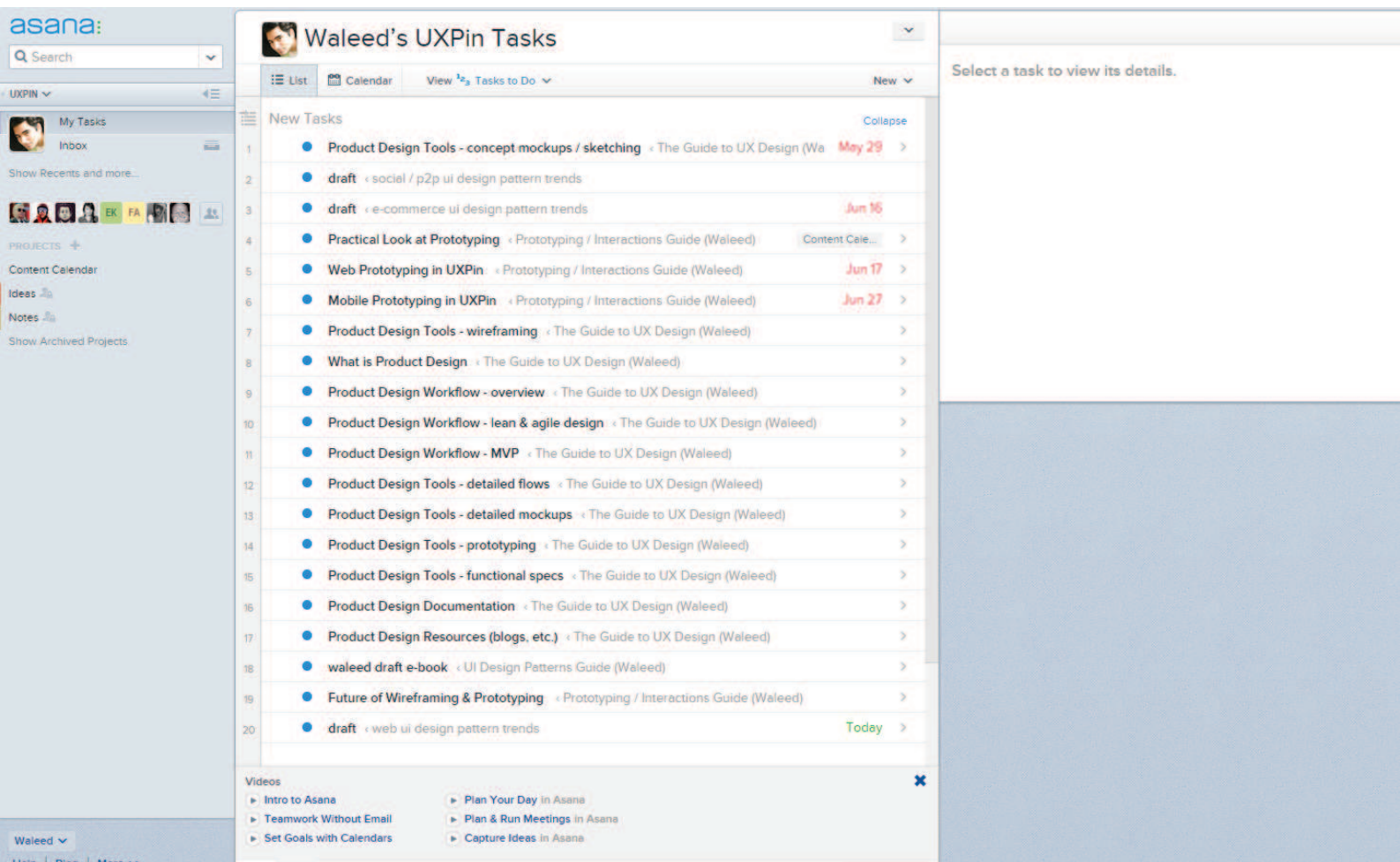


# Links to Everything

## EXAMPLES

Spotify, Asana





## PROBLEM

The user needs a consistent way of navigating through content without being distracted by additional content.

## SOLUTION

Most or all user content within the app is linked, giving users the freedom to explore and find the exact information they're looking for without hitting dead-ends or being distracted by a litany of hyperlinked text, additional buttons, calls to action, etc. that you would normally see on a website. If they want to interact with a piece of content in the app, odds are that they can tap on it and go to a new view for a more detailed experience. Content-heavy web apps like Asana and Spotify let users explore all kinds of content by clicking on it, for example clicking on an artist or user takes you to their profile, items can be clicked on, table heads can be clicked on to sort and many other actions.



5

# Social

# Achievements & Badges

## EXAMPLES

Codecademy, Stackoverflow



Waleed has collected:



Introduction to 'For' Loops in JS

May 25, 2014



Build "Rock, Paper, Scissors"

May 20, 2014



Introduction to Functions in JS

May 19, 2014



Conditionals and Control Flow

May 18, 2014



Introduction to PHP

May 18, 2014



jQuery Effects

May 18, 2014





The screenshot shows the Stack Overflow profile for user 'avist'. At the top, navigation links include Questions, Tags, Users, Badges, and Unanswered. The user's profile includes a bio section with fields for website, location, age, and a note that their 'about me' is currently blank. Statistics show the user is a member for 3 years and 5 months, has visited 75 days (1 consecutive), and has been seen 47 seconds ago. They have 314 reputation points and 17 profile views. Contact information includes an email address (waleedzuberi@gmail.com) and a real name (Waleed). Below the profile, there are tabs for summary, answers, questions, tags, badges, favorites, bounties, reputation, activity, responses, and votes. The 'Badges' section displays 7 badges: Yearling, Commentator, Editor, Supporter, Teacher, Student, and Scholar. At the bottom, there is a footer with navigation links and a category grid including Technology, Life/Arts, Culture/Recreation, Science, and Other.

## PROBLEM

The user wants incremental encouragement and a general sense of progress

## SOLUTION

Build gamification into the user's interactions with the website. Apart from the regular user interactions like listening to a song or posting an update on a social network, many sites also want to encourage users to complete their profile information or interact more frequently with the app. In these cases it makes sense to provide some incentive to the user so that this extra step appeals to them. Gamification is one of the most popular ways of doing this, and like the Completeness Meter pattern discussed earlier it can be a great way of increasing user engagement. Gamification applies the mechanics that hook gamers in order to make the users more engaged on the site. A gamified app is characterized by rewards the user receives as they move through different stages of the "game". For example users of Codecademy receive points and badges as they complete different tutorials. Stackoverflow and Quora implement the same and provide users with points that can be used to unlock additional features like asking targeted questions or contributing to protected questions.

# Auto-Sharing

## EXAMPLES

Quora, Twitter, Spotify, Vimeo

The screenshot shows a Quora question page. At the top, the Quora logo and navigation links (Home, Open Questions, Notifications, Waleed, Add Question) are visible. The question is "Google: What are some mind-blowing facts about Google?". It has 1.5k upvotes and 30 shares. The user "Waleed Zuberi" is the asker. Below the question, there is a text input field for answers and buttons for "Post to" (Twitter, Facebook), "Save Draft", and "Add Answer". On the left sidebar, there are sections for "QUESTION TOPICS" (Major Internet Companies, Technology Companies, Facts and Trivia, Google), "SHARE QUESTION" (Twitter, Facebook), and "QUESTION STATS" (Views: 400,184, Followers: 1557). On the right sidebar, there are "RELATED QUESTIONS" such as "Buddhism: What are some mind-blowing facts about Buddhism?". Below the question, there is an answer by "Mohit Meena" with 1.5k upvotes. The answer text is: "Since 2010 Google has been acquiring, on average, more than one company a week." Below the answer is a large image of the Google logo in a modern office setting. At the bottom of the answer, there are buttons for "Upvote", "Downvote", "Comments", and "Share".



- Account >
- Security and privacy >
- Password >
- Mobile >
- Email notifications >
- Web notifications >
- Profile >**
- Design >
- Apps >
- Widgets >

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## Profile

This information appears on your public profile, search results, and beyond.

**Photo** [Change photo](#)  
This photo is your identity on Twitter and appears with your Tweets.

**Header** [Change header](#)  
Recommended dimensions of 1500x500  
Maximum file size of 5MB  
[Need help? Learn more.](#)

**Name**  [✎](#)  
Enter your real name, so people you know can recognize you.

**Location**   
Where in the world are you?

**Website**   
Have a homepage or a blog? Put the address here.

**Bio**   
About yourself in 160 characters or less. 107

**Facebook**

[Connect to Facebook](#)  
Post Tweets to your Facebook profile or page.  
[Having trouble? Learn more.](#)

[Save changes](#)

- Spotify
- Search
- Browse
- Discover
- Radio
- Your Music
- Follow
- Waleed
- 0
- 0
- Settings



Waleed Zuberi  
Account: Free

[VIEW ACCOUNT](#) [UPGRADE](#)

- Choose language  English
- Private Session
- Share activity on Facebook
- Share my activity and what I listen to with my followers on Spotify
- Automatically make new playlists public
- Show the Top Artists I've been listening to
- Play open.spotify.com URLs in desktop app
- Scrobble to Last.fm

[LOG OUT](#)

[About](#) | [Legal](#) | [Help](#)



Don't Know Why  
Norah Jones

2:22 / 3:06


Spotify is now free on mobile and tablet!

Download on the [App Store](#)

GET IT ON [Google play](#)

## My Settings / Apps

Account Profile Videos Advanced Apps Upgrade

**Waleed**  
Joined Jun 22, 2014  
User ID: 29404110

**Facebook**  
Let Vimeo post to my Facebook Timeline and News Feed with the actions I choose, including automatic posting of new uploads and likes.  
[Settings](#) [Find friends](#) ✖ Disconnect

**Dropbox**  
Let Vimeo access my Dropbox so I can upload videos directly. You can select which Dropbox folders Vimeo can access and even enable automatic uploading. ([Learn more](#)) ✔ Connect

**Google+**  
Link my Google+ profile with my videos in Google search results. ✔ Connect

**LinkedIn**  
Let Vimeo post LinkedIn updates with the actions I choose. ✔ Connect

**Tumblr**  
Let Vimeo post to my Tumblr blog with the actions I choose. ✔ Connect

**Twitter**  
Let Vimeo post Tweets with the actions I choose and attribute shared videos to my Twitter account. ✔ Connect

**APP SETTINGS**  
This is where you can control the Vimeo-approved and third-party applications that connect with your account.  
 = verified by Vimeo

**NEED HELP?**  
If you have questions about what's on this page, look here first: [Help](#) / [FAQ](#) / [Managing your Account](#)

**PROBLEM**

The user wants to easily share their activity with their social networks.

**SOLUTION**

Build an option that lets users automatically share particular interactions with their social networks. A lot of web apps like Tumblr, Spotify and Vimeo are building granular sharing settings which allow users to automatically post updates to their networks based on their activity. These updates can be posted within the app or even shared with external social channels like Facebook or Twitter. Not only does this help the user engage with their friends and family in everyday activities like listening to a song or reading an article on an external website, it's also a great way to build awareness and engagement with the app itself. For interactions like uploading a photo to Carousel or a video to Vimeo, this pattern makes it even easier for users by eliminating an extra step in the process which they are most likely going to take regardless.



# Activity Feeds

## EXAMPLES

Quora, Medium, Vimeo, Facebook

The screenshot shows the Quora website's activity feed. At the top, there is a navigation bar with the Quora logo, a search bar, and links for Home, Open Questions, Notifications (with a red badge), a user profile for Waleed, and an Add Question button. On the left side, there is a 'FEEDS' section with links for Top Stories, Questions & Answers, and Blog Posts. The main content area displays four items:

- ANSWER PROMOTED IN TOPIC PSYCHOLOGY. 3m ago**  
**Why do some people fall out of love, even when the relationship seems perfect?**  
Matthew Manning, I've been the breaker and the ... (more)  
27 upvotes by Ellen Vrana, Yi Pang, Millicent Dianne', (more)  
Imagine your favorite book. Now imagine that after the first riveting 500 pages, the next 20,000 pages were just...nothing. No conflict. No adve... (more)  
Upvote 27 Downvote Comment 1 Share 1
- QUESTION ADDED TO TOPIC BUSINESS. 12m ago**  
**Which startups have the most unusual stories?**  
There're many stories about Stanford/Harvard/MIT students making great things in a garage. These are excellent stories. Still, what about... (more)  
Add an answer. 1 person is waiting.  
Follow 1 Share Ask to Answer Downvote
- QUESTION ADDED TO TOPIC PHILOSOPHY. 6am**  
**Complete the Sentence: Life is too short ...?**  
Follow 37 All Answers 49 Share Ask to Answer Downvote
- ANSWER ADDED TO TOPIC PSYCHOLOGY. 28 Jun**  
**Dating and Relationships: What are good ways to talk to girls at parties?**  
James Sutherland  
34 upvotes by Akshay Vannery, Joe Samson, Paul Hanson, (more)  
I shouldn't be giving away my secrets but it's probably time to pass my knowledge down to younger generations. First thing is to assume the name L... (more)  
Upvote 34 Downvote Comments 5+ Share

On the right side, there is a 'Set Up Your Account' sidebar with a list of tasks:

- ✓ Visit your feed
- ✓ Follow 10 more topics
- ✓ Find your friends on Quora
- ✓ Upvote 5 answers you like
- ✓ Ask your first question
- ✓ Add details about what you know
- ✓ Answer a question

**M** Home

Waleed Zuberi

New story

Drafts

Stats

Collections

---

NOTIFICATIONS

Courtney Seiter published a new story *My Month of Minimalism*

melissa andrada published a new story *From clinical to creative*

James Altucher published a new story *How To Break The Law and Get Away With It Forever*

melissa andrada published a new story *What the fuck are we even saying?*

Marcin Wichary published a new story *The commute*

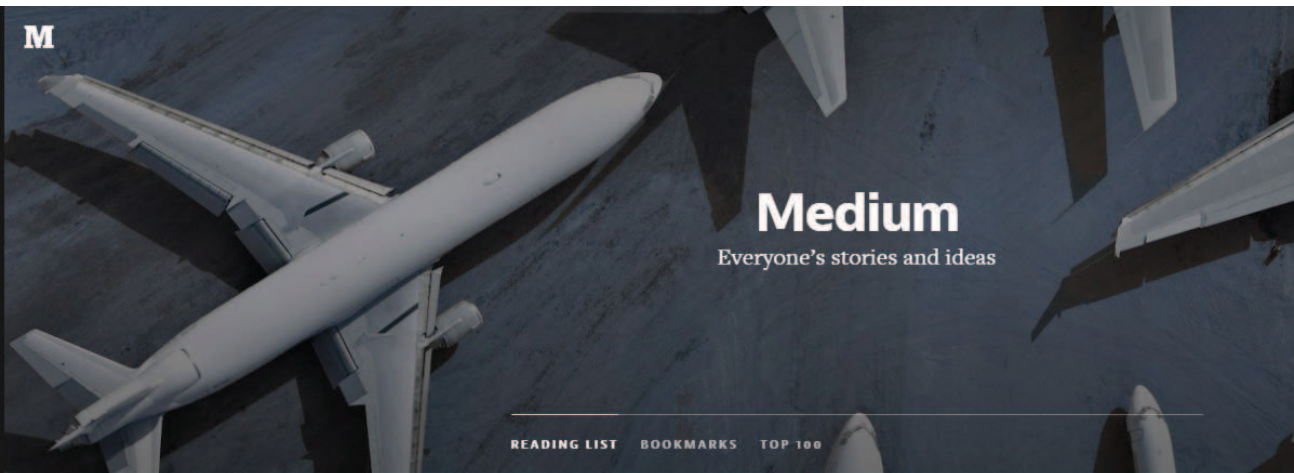
Marcin Wichary published a new story *Natalie's voice*

Sheba Najmi recommended a story *How to travel the world and get companies to pay for it.*

melissa andrada published a new story *How to avoid burnout*

Marcin Wichary published a new story *1,110 notes*

melissa andrada published a new story *Green Thumb*



READING LIST    BOOKMARKS    TOP 100

Best of Life Learning

### Be Like Nike. Just Do It!

It took me thirty years to discover the biggest secret to maintaining happiness. I hope you'll find it helpful.

Jesse Warren Tevelow    5 min read

Written by Ev Williams

### What I Learned Building Medium (So Far)

As of November 2012 We're now eight months into building Medium, having started in earnest in February of this year.

Ev Williams    4 min read

## Welcome home, Waleed

The staff posted "Discover great videos faster on Apple TV" to the blog. The latest Vimeo Video School lesson is "Weekend Challenge: Magic Hour II".

My Feed    My Videos    Watch Later    Discover    Activity

Show: All / Likes / Uploads / Appearances / Channels / Groups / Tags

Upload a video

Added to Vimeo Staff Picks 2 hours ago

**Verschleif**  
from Laurin Döpfner 2 years ago

Mit einer Tischler-Kantenschleifmaschine wird vom Werkstück (Holz, Walnuss, Trafo, Schädel oder analoger Kamera) immer ein halber Millimeter...

WHAT'S NEW

Discover great videos faster on Apple TV  
Posted in Vimeo Staff Blog  
Whip out your vuvuzelas — we just released a sleeker, easier-to-use version of Vimeo on Apple TV. Please...

Weekend Challenge: Magic Hour II  
Posted in Vimeo Video School  
Capture a little bit of magic at the beginning or end of your day.

MY STATS Chart / Graph

	Plays	Likes	Comments
Wed Jul 9, 2014	0	0	0
Tue Jul 8, 2014	0	0	0
Mon Jul 7, 2014	0	0	0
Sun Jul 6, 2014	0	0	0
Sat Jul 5, 2014	0	0	0
Totals	0	0	0

Prev

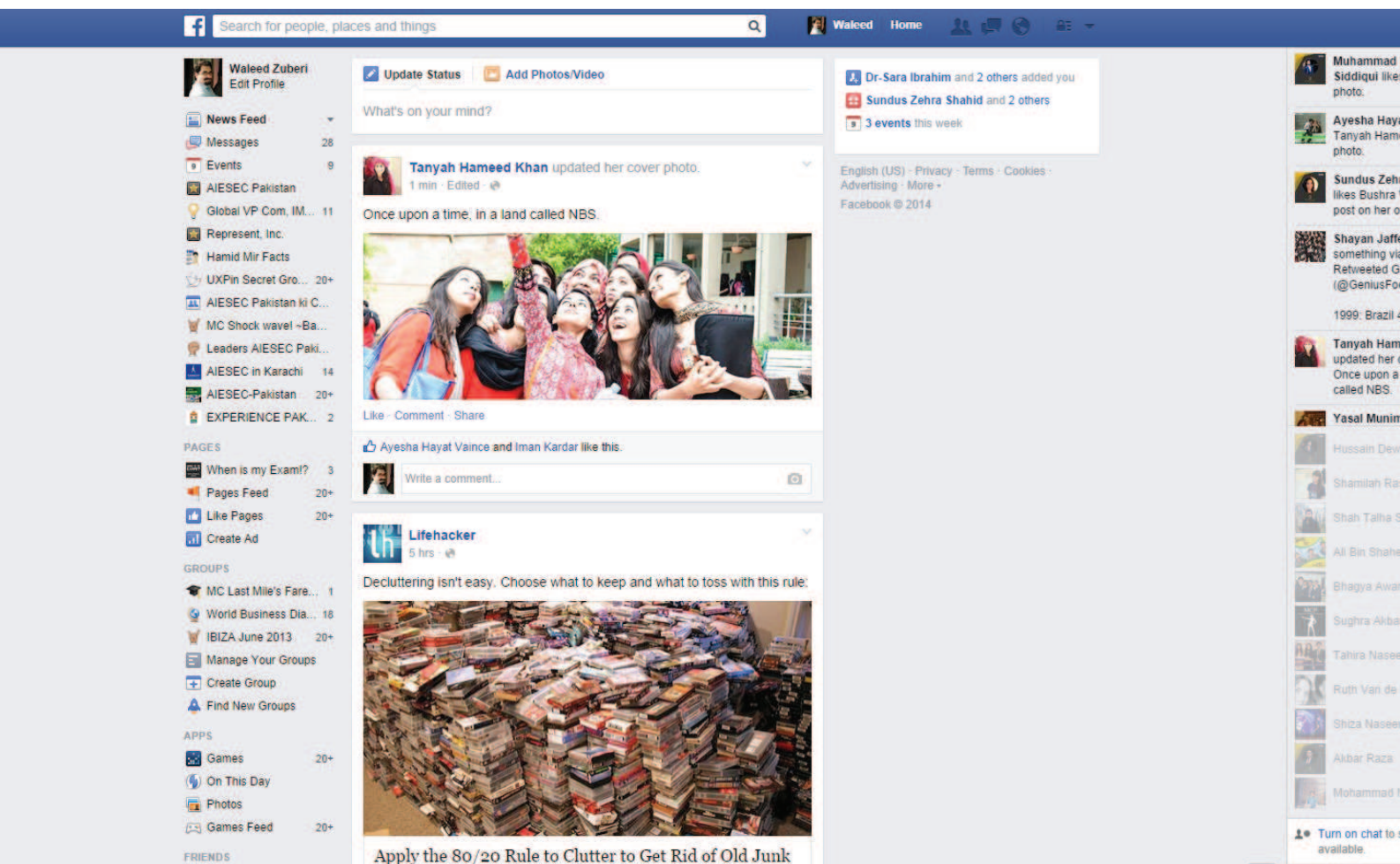
See full statistics

WINNER Satellite Award 2013

MY PEOPLE

None of the people you follow are online right now.

Find Friends / Invite Friends / Suggested People



## PROBLEM

The user wants to keep up with what's happening around them and get quick updates on recent activity.

## SOLUTION

Show recent activity that's relevant to the user within the app. Aside from the obvious Facebook or Twitter news feeds, other web apps that contain an element of social interaction, like Quora or Medium have implemented activity feeds that provide users with an overview of recent activity from their friends or people they follow. The activity stream can be used to aggregate recent actions by an individual user, commonly used on profile pages; more commonly however, activity feeds are used to aggregate multiple users from the perspective of one user. These feeds are extremely useful in demonstrating different features of the UI by showing how other users are interacting with it, and in this also plays a great word-of-mouth role.

















# Friend Lists

## EXAMPLES

Goodreads, Spotify






(showing 1-30 of 82) ◀ previous 1 2 3 next ▶

all a b c d e f g h i j k l m n o p q r s t u v w x y z sort by **last status** ▼ edit friends

	<b>Simona Stoica</b> 447 books   144 friends <a href="#">add a story »</a>		Currently reading: <b>The Tower</b> "On page 80" — Jul 07, 2014 03:08PM	<a href="#">compare books</a>
	<b>Adrian Dinu</b> 219 books   268 friends <a href="#">add a story »</a>		Currently reading: <b>The Secret of Selling Anything</b> "On page 100" — Jun 26, 2014 02:19AM	<a href="#">compare books</a>
	<b>Iclirius</b> 67 books   53 friends <a href="#">add a story »</a>		Currently reading: <b>The First Man</b> "On page 204" — Jun 08, 2014 02:15PM	<a href="#">compare books</a>
	<b>Salma El Morabet</b> 35 books   310 friends <a href="#">add a story »</a>		Currently reading: <b>This Golden Land</b> "On page 20" — May 11, 2014 12:30PM	<a href="#">compare books</a>
	<b>Arslan Aamir</b> 22 books   38 friends <a href="#">add a story »</a>		Currently reading: <b>The Pelican Brief</b> "On page 296, one small document, ruffling a lot of feathers!!!" — Oct 11, 2012 10:45PM	<a href="#">compare books</a>
	<b>Yasir</b> 25 books   11 friends <a href="#">add a story »</a>			<a href="#">compare books</a>
	<b>Rafael Wong</b> 36 books   214 friends <a href="#">add a story »</a>		Currently reading: <b>Taipei People</b> — Jun 03, 2013 12:45PM	<a href="#">compare books</a>
	<b>Rodica Timotin</b> 5 books   111 friends <a href="#">add a story »</a>			<a href="#">compare books</a>

People I'm following  
My followers  
Friend stories

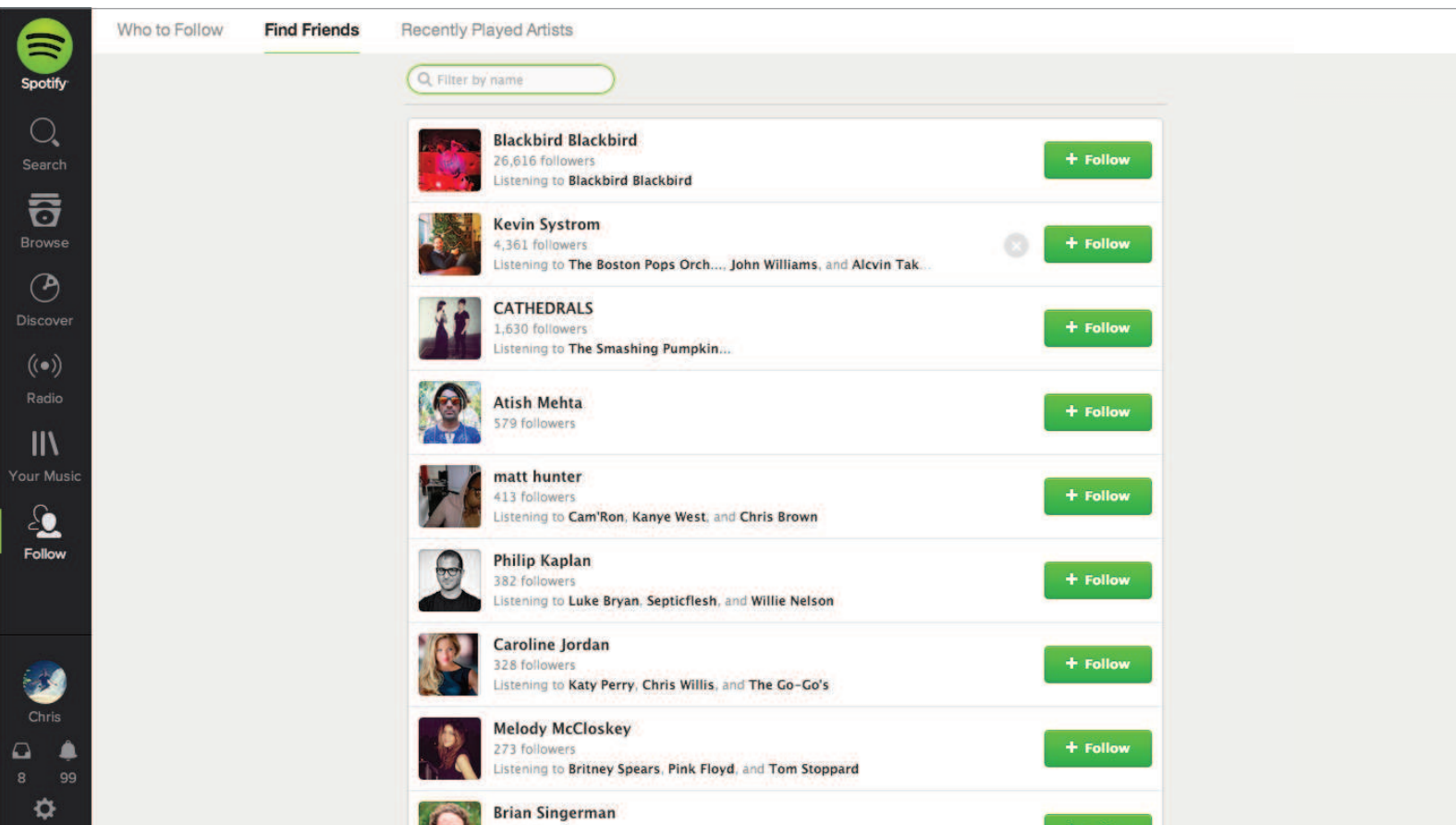
**Find Friends From**

 Gmail  yahoo  Facebook  
 Twitter  
 Friends of friends

find by name or email

**My invite friend link**  
Send this link to your friends to connect with them.  
`https://www.goodreads.com/friend/1?i=LTM1OTg1OTQ2MTU6MzY3`





## PROBLEM

The user wants to keep track of and engage a subset of their friends on the site.

## SOLUTION

Show all the user's connections or friends in a list. Spotify and Airbnb are part of the growing number of web apps that give you friend lists which can be used to help users engage with the app in a better way by keeping up with how people they know are using the app. Combined with the Follow pattern which we discuss next, a friend list gives users an easy way to keep track of this information, which comes in handy to give some social proof to content that the users are interacting with. Friend lists also come in handy when the users want to control who they share with. Whether it's one-on-one communication or keeping track of someone's tastes and preferences, the way users explore their blossoming friend groups will become increasingly contextual, requiring friends to become a more integral part of the content-consumption experience.

# Follow

## EXAMPLES

Google+, Quora, Pinterest, Spotify

The screenshot displays the Google+ 'Follow' interface. At the top, there are navigation tabs: 'Find people', 'Have you in circles', 'Your circles', and 'Discover'. On the left side, there is a search bar with the text 'Search for anyone' and a list of suggestions including 'Added you', 'Gmail contacts', 'AIESEC in Karachi', 'Rotaract Club of IoBM', and 'Institute of Business Management'. Below these are links for 'Find coworkers', 'Find classmates', and 'Connect services'. The main area is a grid of 18 user profile cards. Each card features a profile picture, the user's name, their affiliation or location, and an 'Add' button. The profiles shown are: moazzam syed, Ghazain Yousuf, Faaiz Gulzar, Sarah Durrani, Abdul Ghani, Abdurrehman Syed, Wesam Manal, Tori Anderson, Alexis Joseph, M Zubairi, Rabia Ghani, Monika Skupa, Marea Ashraf, Abdurrehman Syed, Armina Cerbu, aneeqa naz, Alexandru Gologan..., and Roxana Calancea.

FEEDS  
 Top Stories  
 Questions & Answers  
 Blog Posts

QUESTION ADDED TO TOPIC PSYCHOLOGY. 1m ago  
**Could we define personality as merely a unique set (and expression) of biases (cognitive, social, etc.)? My reasoning**

**Set Up Your Account**  
 ✓ Visit your feed  
 Topics  
 on Quora  
 you like  
 question  
 that you know  
 n

Follow topics to see the best answers about them

Select all the topics you're interested in.



Spanish inquisition. Nobody expected it. Also inability to give up religion. Picture somewhat related. From [The God Complex](#) (more)

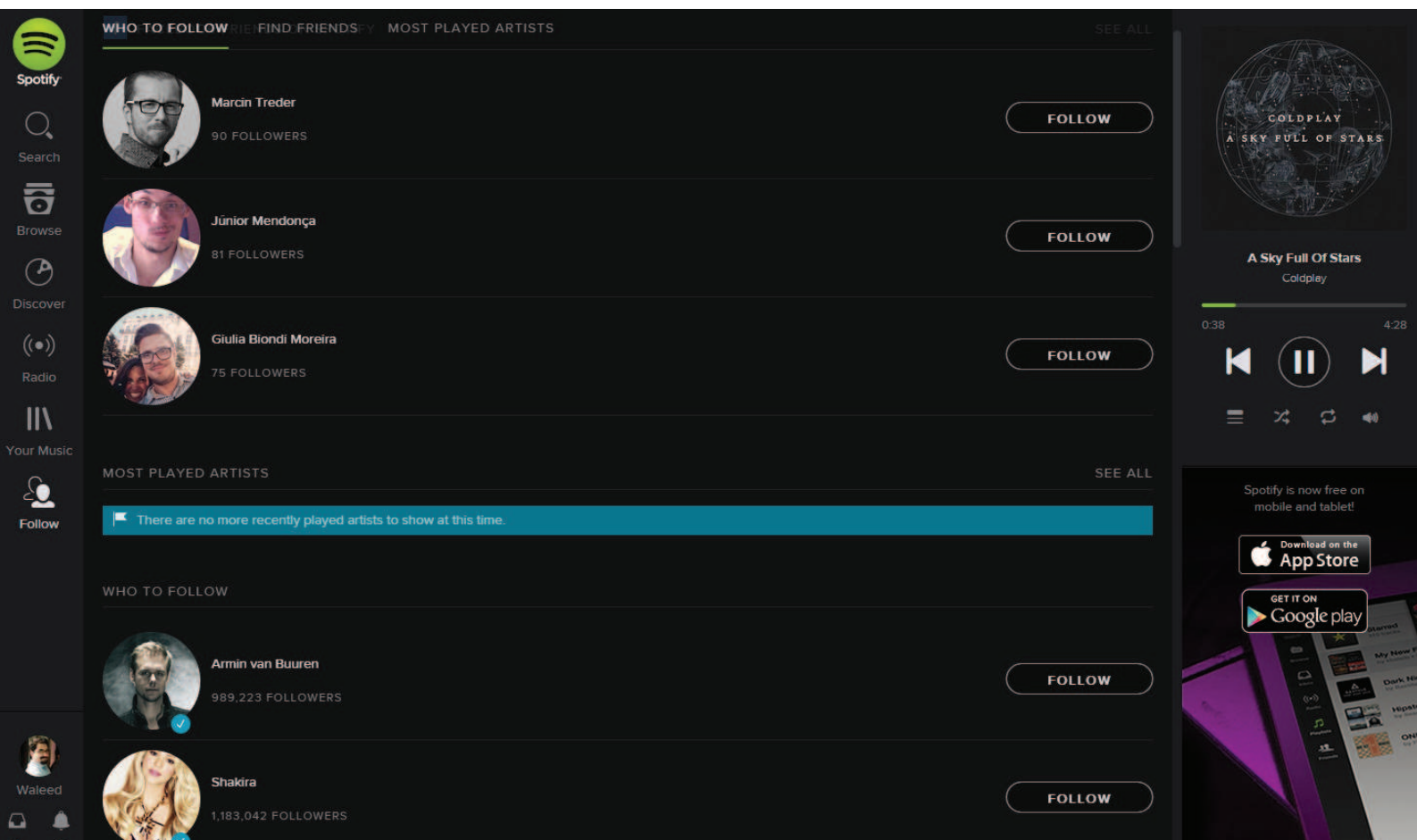
Upvote 13 Downvote Comments 4+ Share

QUESTION ADDED TO TOPIC TELEVISION SERIES. 41m ago  
**How much in "Nathan for you" is scripted, and how many people are actors?**

**Follow 5 boards** to fill your feed with pins you love.

- Featured
  - Art
  - Cars & Motorcycles
  - Design
  - Food & Drink
  - Humor
  - Men's Fashion
  - Photography
  - Travel
- Poster Child (Real Dumbos) - 1,150 Pins
- speed (Andrew Lam) - 1,150 Pins
- Fashion (Highsnobery) - 484 Pins
- Nice choice! (This board will show up in your home feed) - Unfollow
- Race cars (Mark Hamilton) - 2,021 Pins
- Stationery, Wrap + P... (Jan of Poppytalk) - 363 Pins
- Collage, mixed media (Diana Watson Artist) - 303 Pins





## PROBLEM

The user wants to track and keep up to date with activity on topics or themes, not just people.

## SOLUTION

Let users select items that they want to stay up to date with. Aside from the purely social web apps like Twitter, Pinterest and Spotify let you select friends, channels or artists that you want to keep track of, and updates are shown in the user's newsfeed. Whether you have friends or not, there's endless user-generated content to keep you busy. Users can gain access to a lot of varied content by "following" the activities and recommendations of other users and this pattern allows them to do so without having to worry about how many of their actual friends are using the app. Content shared with followers on sites like Google+ and Pinterest makes the content curation community possible and users can choose to follow topics, events, themes or even people to get fresh content built by and around the channel being followed. For the same reason friend lists will become an increasingly important UI design pattern, so will following.



# Vote to Promote





## EXAMPLES

Medium, Reddit, Stackoverflow, Quora

about paying \$125 (the fine plus the surcharge) by downgrading the law from the more “serious” offense.

Phew!


Next time someone opens their mouth, use your bionic ear to hear both reasons, even if the real reason turns the lights on at Scary Store.


 Recommended   

Tell others why you're recommending this story  
[Share](#) [No thanks](#)

---

WRITTEN BY

 **James Altucher**  
For some reason, I've turned myself inside out and all my guts have spilled onto my blog. One day I'll run out of stuff but not yet.

 Following

NEXT IN YOUR READING LIST

## Raising Entrepreneurs

Fostering the entrepreneurial spirit in your kids

watsi For as little as \$5, you can fund life-changing healthcare for a patient on Watsi, Y-Combinator's first nonprofit. (watsi.org) promoted by \_Watsi\_ 31 comments share

search reddit deelaamz@gmail.com remember me reset password

trending subreddits /r/soccer /r/whatisthisthing /r/babyelephantgifts /r/TryThisOut /r/RiceCookerRecipes 15 comments

- 1 5048 Saw this guy on War Thunder (i.imgur.com) submitted 3 hours ago by iPisPurple to /r/gaming 481 comments share pocket
2 4566 My friend had her daughters at a zoo when she heard, "Ma'am, there's a lemur on your baby." (i.imgur.com) submitted 3 hours ago by Musicat78 to /r/aww 363 comments share pocket
3 3405 Took my daughter out for a nice dinner. (i.imgur.com) submitted 3 hours ago by thegreatbarcia to /r/funny 478 comments share pocket
4 5676 This sad Brazilian fan was shown crying. But no ones published this beautiful picture of him handing the trophy to a German fan. He was quoted as saying "Take it to the final! As you can see, it is not easy, but you deserve it, congratulations" (Roughly translated) [x-post /r/worldcup] (i.imgur.com) submitted 4 hours ago by keyboardbtch to /r/pics 1462 comments share pocket
5 3823 Bat-bear fighting an invisible enemy in a bath [x-post r/aww] (i.imgur.com) submitted 5 hours ago by Thund3rbolt to /r/gifs 303 comments share pocket
6 2980 TIL: Shaggy's real name is Norville Rogers and in the original Scooby-Doo series, he was born in Coolsville. (en.wikipedia.org) submitted 4 hours ago by Morgothic to /r/todayilearned 614 comments share pocket
7 3070 We are Glenn Greenwald & Murtaza Hussain, who just revealed the Muslim-American leaders spied on by the NSA & FBI. Ask Us Anything. (self.IAmA) submitted 4 hours ago by glenngreenwald to /r/IAmA 1331 comments share pocket
8 3856 This sad Brazilian fan was shown crying. But no ones published this beautiful picture of him handing the trophy to a German fan. He was quoted as saying "Take it final! As you can see, it is not easy, but you deserve it, congratulations" (Roughly translated) (i.imgur.com) submitted 6 hours ago by gabyxo to /r/worldcup 645 comments share pocket
9 2703 Driving home on the highway, this utility pole is a clown (i.imgur.com) submitted 7 hours ago by ml0p01 to /r/mildlyinteresting 141 comments share pocket
10 1101 ELIS: If nobody "owns" the internet, who exactly am I giving money to when I buy a domain? Explained (self.explainlikeimfive) submitted 4 hours ago by CoolDeathFalcon to /r/explainlikeimfive 348 comments share pocket

daily reddit gold goal help support reddit

- 13 That depends on the semantics of a program. A false return can be pretty normal. - dornhege Jun 26 at 12:35
27 I've rolled back your question to its first revision. You should not change your question radically after you have received a certain number of questions (> 0), because that will invalidate all the answers given up to that moment and will create confusion. Open a new question instead. - Jeffrey Jun 26 at 14:46
8 I wish all 'newbie programmers' would ask design questions like this. - Jezen Thomas Jun 28 at 13:01


45 Answers

1 2 next
You can use an && (logic AND):
393 if (executeStepA() && executeStepB() && executeStepC()){
...
}
executeThisFunctionInAnyCase();
this will satisfy both of your requirements:
• executeStepX() should evaluate only if the previous one succeeded (this is called short circuit evaluation)
• executeThisFunctionInAnyCase() will be executed in any case
edited Jul 2 at 5:32 answered Jun 26 at 12:33
David 7,259 18 61 84 Jeffrey 30.6k 11 52 108
23 This is both semantically correct (indeed, we want ALL conditions to be true) as well as a very good programming technique (short circuit evaluation). Furthermore, this can be used in any complex situation where creating functions would mess up the code. - sanchises Jun 26 at 18:49
49 @RobAu: Then it will be good for the junior programmers to finally see code that relies on short-cut evaluation and may prompt them to research this topic which in turn would help them on their way to eventually become senior programmers. So clearly a win-win: decent code and somebody learned something from reading it. - x4u Jun 27 at 12:11
23 This should be the top answer - Sarge Borsch Jun 27 at 14:47
48 @RobAu: This is not a hack taking advantage of some obscure syntax trick, it's highly idiomatic in nearly every programming language, to the point of being undebatably standard practice - BlueRaja - Danny Pflughoeft Jun 27 at 22:12
30 This solution only applies if conditions are actually that simple function calls. In real code, those conditions may be 2-5 lines long (and themselves be combinations of many other && and ||) so there is no way you would want to join them into single if statement without screwing readability. And it is not always easy to move those conditions to outer functions, because they may be dependent on a lot of previously

- Java?
0 How to run code inside a loop only once without external flag?
Hot Network Questions
Why are female wizards called "witches"?
Show not implemented functionalities to tease the user
Why does '(int)(char)(byte)-2' produce 65534 in Java?
Hot spare host vs cold spare host?
What should we consider when upgrading from SDL Tridion 2011 to 2013 and putting our non-production environments on the cloud?
Prime factor in reverse order
Watching the football World Cup final in Amsterdam
How do you decide when to go home for the day?
Advancing today by x days
How does the pyramidalization effect the bonding angles in a distorted octahedral environment?
How can I discourage employees from working voluntary overtime?
How can I confirm that the binaries in my Ubuntu are from the source code it should be from?
The ambiguity of set theory language
Designing database related methods, which is better to return: true/false or row

Quora Search Home Open Questions Notifications Waleed Add Question

Latest activity: 12m ago



\* Motivation: What is the most inspiring sentence you have ever heard or read?  
More Related Questions

This one appealed to me for the sheer punch it packed in its simple and profound representation.

Sometimes, even a cartoon speaks a thousand words.

**Source:** Stumbled across it on the internet, via the 9gag Facebook page.

Updated 29 Jun

Upvoted 34 Downvote Comments 12+ Share 13

**Sabuj Chattopadhyay**, Autodidact  
2.3k upvotes by Felipe Guerrero, Ayush Tewari, Sumit Agarwal, (more)

Here are some of my favorites!

1. Cages can't trap the mind.

## PROBLEM

The user wants to endorse and share content they like.

## SOLUTION

Let users participate in content curation by designing a voting system, where content they like can be promoted. The idea of crowd-sourced content curation was popularized by the likes of Digg and Reddit, and today we see almost every app that has user generated content integrate this pattern to bring up the best from the rest. On Reddit, Stackoverflow and Quora, users can vote on content created by other users. Not only does this create a history of what the user has upvoted or downvoted (see History pattern), it also gives users a way of popularizing content and like on Medium, publicly associate themselves with something they enjoyed.

# Pay To Promote

## EXAMPLES

Quora, OKCupid, Facebook, Stackoverflow

The screenshot shows a Quora question page. At the top, there is a search bar and navigation links for Home, Open Questions, Notifications, and a user profile for Waleed. The question is titled "Philosophy of Everyday Life" and has 548 followers. Below the question, there is an "Ask to Answer" section with a search bar and a credit indicator: "You have 500 credits." The section lists several potential answerers with their profiles, bios, and the cost to ask them:

- Alexander Anlyan**: Writes poetry, sings, and sometimes smiles & weeps simultaneously. 25 Answers in Life • 60% Response Rate. Cost: 120 to Ask.
- Cory Radebaugh**: Emissary of Despair. 83 Answers in Life • 40% Response Rate. Cost: 180 to Ask.
- Jeff Wilson**: Life Observer & Active Participant | Middle Management In Construction Products Industry | Blogger | Father. 10 Answers in Life • 100% Response Rate. Cost: 25 to Ask.
- Peter Hopkins**: School of Hard Knocks alumni. 7 Answers in Life • 35% Response Rate. Cost: 25 to Ask.
- Joe Valzden**: Funny how sometimes it becomes too late to change things. As though we become some higher meaning unto ourselves, tha... (more). 38 Answers in Life • 40% Response Rate. Cost: 25 to Ask.

On the right side of the page, there are several related questions, including "Popular Culture: What are the most philosophical or ethically interesting moments in popular culture?" and "Philosophy: What are the most interesting philosophical questions out there?".



Get a full day of activity in 15 minutes  
 With extra momentum in our algorithms, we'll show you to more people, faster

- 10 boosts for \$1.70 each
- 5 boosts for \$1.90 each
- 1 boost for \$2.00

**Boost now**

**Promote an Important Post** Total: \$6.99 USD

Now you can promote this post to move it higher in friends' news feeds and help them notice it. Any post that you pay to promote will be marked as Sponsored. Terms Apply

PayPal  
 New credit/debit card

**Pay to Promote** **Cancel**

FROM TERRORISM!

Like Comment Profile Share

Waleed Zuberi

What a stressful time to be a CEO employee

Like Comment Profile Share

As you can see, the above query won't include the modification in my MSPaint example above, because it's manually joining the table in SQL (the modification integration is in the `before` and `afterFind()` callback functions of the Booking model).

Any help on this would be greatly appreciated.

### Edit

I know this is long enough already, but I thought I'd add that the reason I want to track these changes and not update the original record is that the **financial** aspect can't change, because it will affect reporting.


The quickest and easiest solution I can see so far is to apply modifications directly to the original booking in all cases except when it affects financial information, which is still tracked as a modification (because I don't currently need to search based on this info).

[php](#) [mysql](#) [cakephp](#) [database-design](#) [cakephp-1.3](#)

[share](#) | [edit](#) | [flag](#)

edited Jun 19 at 1:34

asked Jun 19 at 1:15

 [scrowler](#)  
7,413 ● 1 = 8 ● 31

This question has an open bounty worth **+250** reputation from [scrowler](#) ending in 6 hours.

Looking for an answer drawing from credible and/or official sources.

I am looking for an answer that refers to today's best practices in a real world example.

We had a similar problem recently with an older data structure that wasn't fit for purpose. We tried the approach you have here of adding a layer on top to handle changes but it ended up generating too many bugs. In the end, we redesigned the data structure from scratch and wrote a CLI importer to move all the existing data across. Doing it this way meant we could slowly move client facing functionality to the new system as data was being tracked across both. When we're completely happy with the new system we'll simply remove the legacy code from the project. Hope that helps. – [ordcny](#) Jun 19 at 2:00

[@ordcny](#) that does help. I think we will end up having to redesign the way this works as well. – [scrowler](#) Jun 19 at 2:23

[add comment](#)


5 Answers


[active](#) [oldest](#) [votes](#)


▲ 2 It sounds like you're trying to implement a **Temporal Database**. Temporal support was one of the major additions to the ANSI/ISO SQL:2011 standard. MySQL (like most RDBMS) lags behind the standard. Think of Temporal Database as the DBMS equivalent of CVS/SVN/Git.


▼ By contrast, the traditional database we use without temporal features can be called a **Current Database**.


In a **Current Database**, if you try to implement temporal support, you can fall in many ways with different approaches:

 Mountain bike tires vs. road tires - from crushed limestone to pavement

 Is it ethical for a professor to get masters students to work on open source modules related to the professor's profit-making company?


 My manager thinks showing up early doesn't show as much enthusiasm as staying late


 Performance of HP SSDs in HP servers


 Why does awk not sum to 0


 Is there a standard projection for Sub-Saharan Africa?


 Good Versus Evil

 Why do people say "to be honest"?

 Populating a Boolean Array in Java

 How does the pyramidalization effect the bonding angles in a distorted octahedral environment?

 voltage rating vs power rating on a resistor

 Why does a flat universe imply an infinite universe?

 Is a canal a type of river?

## PROBLEM

The user wants to highlight certain content above the regular content feed.

## SOLUTION

Let users pay to promote their content. On sites like Quora and Facebook, users can give their posts a boost by paying a certain amount that gives them greater visibility in the content feed above the regular non-paid content. OKCupid allows users to give their profile a boost in views and LinkedIn does the same albeit as part of the paid membership plan rather than by individual content like in Facebook. This form of native advertising can be a great way of allowing users to gain traction and greater visibility while maintaining the user's experience in the platform.

# Direct Messaging

## EXAMPLES

Spotify, Twitter

The screenshot displays the Spotify mobile application interface. On the left is a vertical navigation sidebar with icons for Spotify, Search, Browse, Discover, Radio, Your Music, and Follow. The main content area is titled "Messages" and shows a list of message threads. The selected thread is from "Omar Jalalzada" and contains a message from "Chris Bank" with a timestamp of "9:00 PM". The message text reads "new polish ambassador has arrived :)". Below the text is a music player interface for the song "Pushing Through the Pavement" by "The Polish Ambassador". The album art features a stylized green and yellow design with a sun and wind turbines. The player shows the song title and artist name. At the bottom of the message view is a text input field with the placeholder "Write a reply..." and a "Press Enter to send" button.

Spotify

## Messages

Omar Jalalzada

Omar Jalalzada hasn't played this yet

JUNE 17 2014

Chris Bank  
new polish ambassador has arrived :) 9:00 PM

**#POLISH AMBASSADOR**

**PUSHING THROUGH THE PAVEMENT**

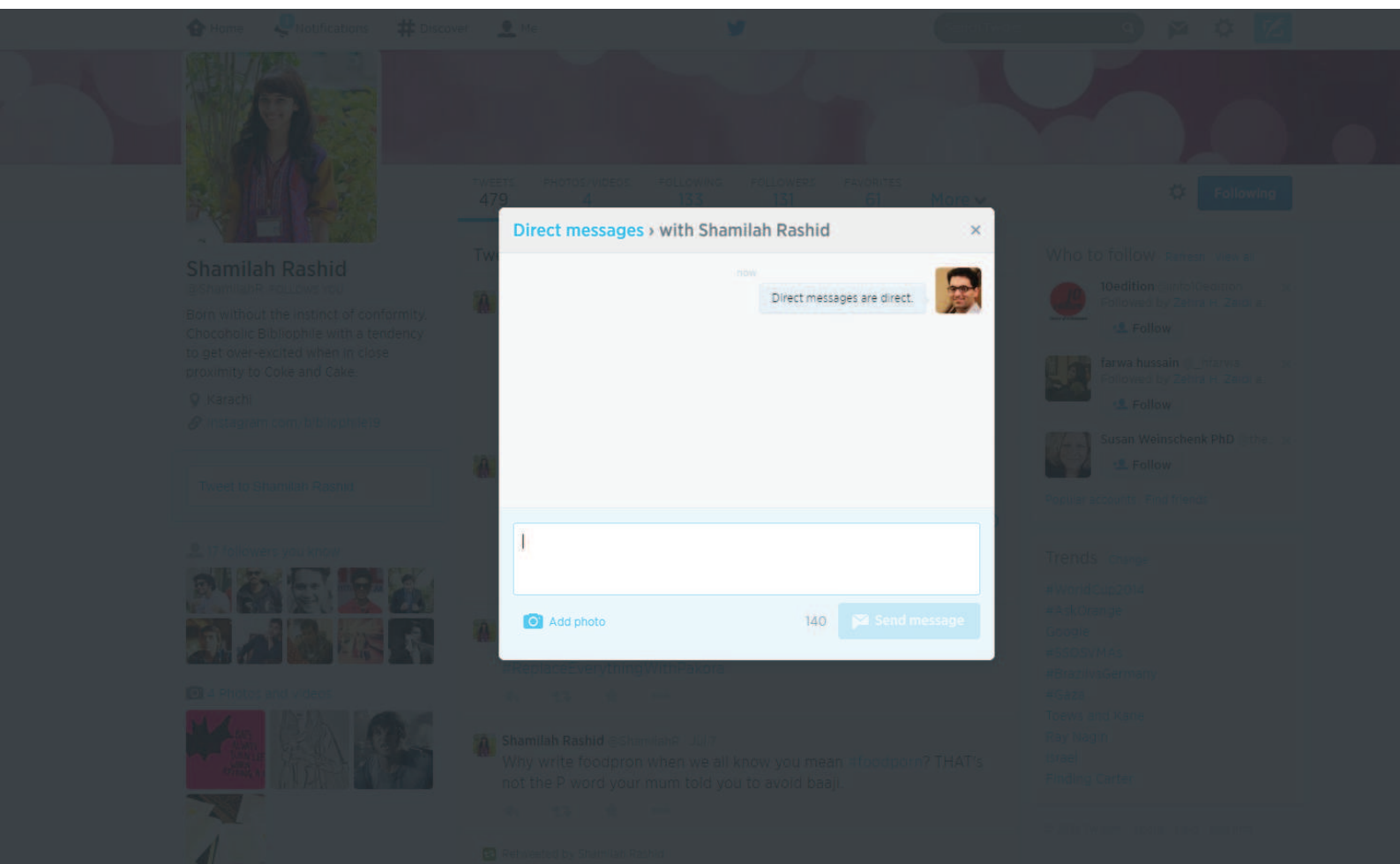
Pushing Through the Pavement  
The Polish Ambassador

Omar Jalalzada hasn't played this yet

Write a reply...

Press Enter to send

<https://play.spotify.edgekey.net/apps/messages/3243/#>



## PROBLEM

The user wants to send private messages to their friends from within the system.

## SOLUTION

Allow users to interact with each other in private messages alongside their other interactions. Instagram and many other web apps offer chat or direct messaging as an integral part of their experience. Private chat UI design patterns will continue to blossom across many web apps, not just traditional “social networks” now that users are finally comfortable sharing more private things online and they have substantial breadth in the content they’re generating online.



# Like

## EXAMPLES

YouTube, Pinterest

The image shows a YouTube video player interface. At the top, the YouTube logo is on the left, a search bar is in the center, and an 'Upload' button and user profile icon are on the right. The video player itself shows a person in a dark shirt sitting at a desk with a microphone. Below the video, the title 'Louis CK explains historical context to Jay Leno' is displayed. The channel name 'ViralOnReddit' is shown with a subscriber count of 148 and a video view count of 426,227. There are buttons for 'Like', 'Dislike', 'About', 'Share', and 'Add to'. A 'Share this video' section includes social media icons for Facebook, Twitter, Google+, Blogger, Reddit, Tumblr, Pinterest, VK, LinkedIn, StumbleUpon, Dribbble, and Digg. A text input field contains the URL 'http://youtu.be/WH2S0115b5Y' and a 'Start at: 0:35' option. Below this is a comment section titled 'ALL COMMENTS (597)' with a text input field for 'Share your thoughts' and a 'Top comments' dropdown menu. On the right side, there is a vertical list of recommended videos, each with a thumbnail, title, and view count.

YouTube

Upload

Louis CK explains historical context to Jay Leno

ViralOnReddit 426,227

Subscribe 148

Like Dislike About Share Add to

Share this video Embed Email

http://youtu.be/WH2S0115b5Y Start at: 0:35

ALL COMMENTS (597)

Share your thoughts

Top comments

Louis CK, Seinfeld, Chris Rock and Ricky Gervais - Talking Funny by dezphox 1,368,976 views 49:34

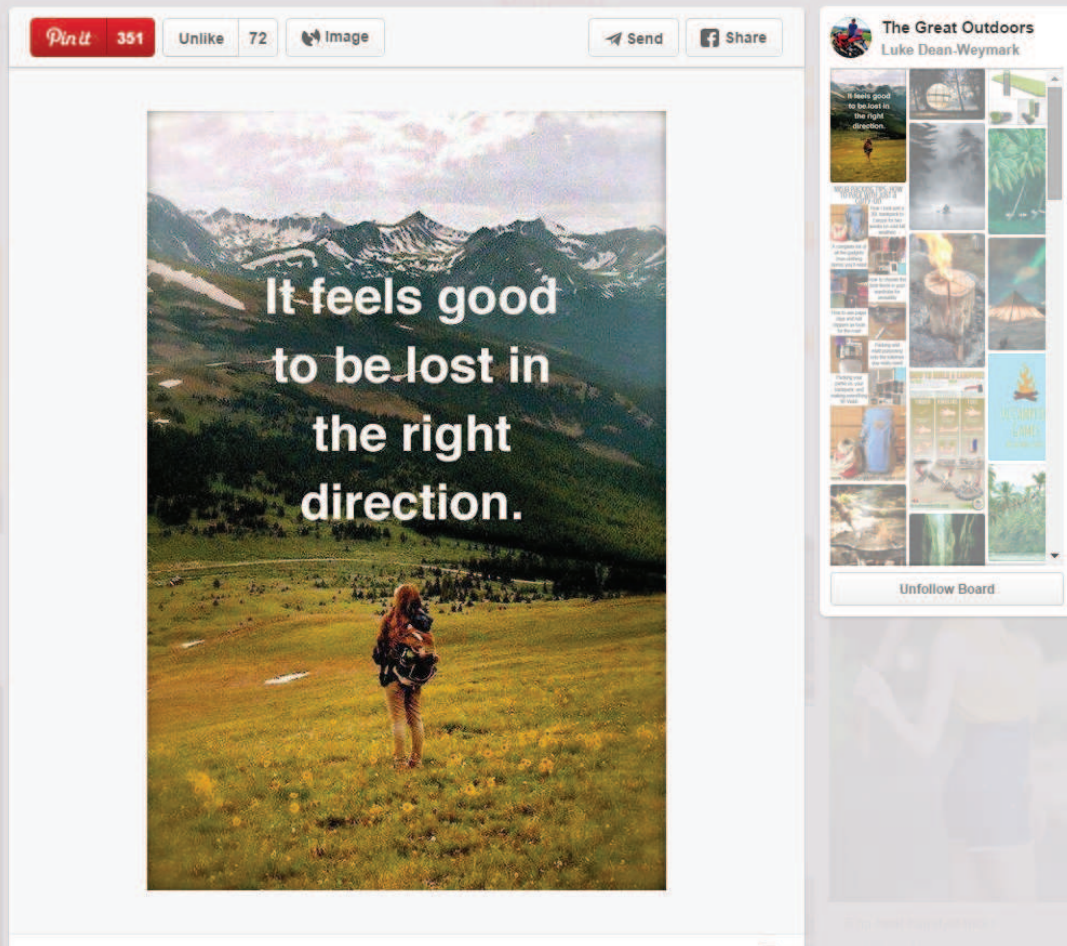
Louis C.K. "Camp of Retarded Kids" - 6/13/06 by BBCNewsHD 405,222 views 8:44

NEW Louis CK - "Hitler's Vagina" by dezphox 458,944 views 2:26

Louis CK on next iPhone by Xkrokut2 362,451 views 1:40

Louis C K interview on David Letterman 20 August, 2013 by DavidLettermanTV 158,690 views 8:12

Louis C.K. on Selfishness by 88Tonia88 1,229,072 views 9:58



## PROBLEM

The user wants to rate content in a simple way without having to worry about the degrees to which they like it.

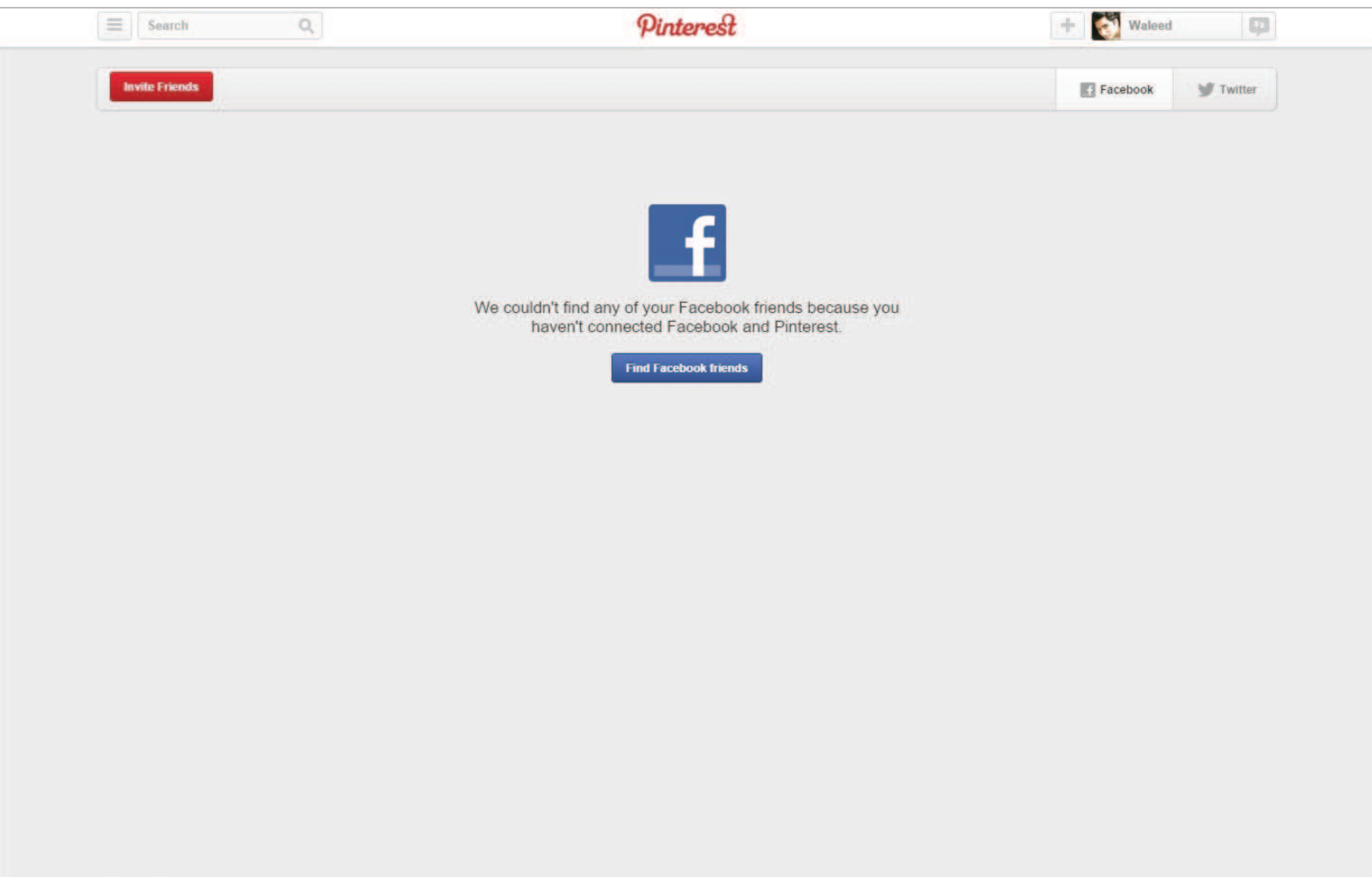
## SOLUTION

Simplify rating controls by making them binary choices - the user either likes it or dislikes it. Eliminating the fine-grain of stars and rating scores, this makes rating things easier for users as well as interpreting them. If I liked a video, should I rate it 4 stars or go all the way with 5 stars? YouTube and almost every application lets you like (or even dislike) everything in a binary way instead. A lot of web apps provide a way of showing appreciation by simply "liking" or "hearting" content.

# Find & Invite Friends

## EXAMPLES

Pinterest, Airbnb





**Go anywhere, stay for less!**  
**Earn up to \$100 for everyone you invite.**

[Invite from Gmail contacts](#)

**Send a friend \$25 Airbnb credit. You'll get \$25 when they travel and \$75 when they host.**

[Referrals Terms and Conditions](#)

[Send](#)

Separate multiple emails with commas. Or share this link with your friends. [Tweet](#) [Share](#)

## PROBLEM

The user wants to experience the application with their friends.

## SOLUTION

Make the invitation process simple and easy to complete. Since word-of-mouth and referrals are a huge driver of growth especially in consumer applications, you'll see this UI design pattern proliferate and evolve even more. Providing users with a way of connecting with and sharing the app with friends also gives them a better, more immersive experience even if just in terms of more content. The invite feature can be built into the onboarding pattern or even as the empty state design, both of which we've covered earlier.





6

# Data & Content Management

# Favorites & Bookmarks

## EXAMPLES

Airbnb, Gmail, Facebook, Medium

The screenshot shows the Airbnb listing page for a 'Modern Loft Bedroom in Williamsburg'. The listing is for an 'Apartment - Private room' located at South 4th Street, Brooklyn, NY 11249, United States. The price is listed as 'From \$95 Per Night'. The listing includes a 'Book It' button, a 'Saved to Wish List' button, and a profile picture of the host, Jasmine. The main image shows a modern living area with a blue sofa and a large window. The listing also includes social media sharing options (Tweet, Pin, Like) and a 'BROWSE' button. The Airbnb logo and search bar are visible at the top.

**Modern Loft Bedroom in Williamsburg**  
Apartment - Private room · South 4th Street, Brooklyn, NY 11249, United States

From **\$95** Per Night

Check in: mm/dd/yyyy Check out: mm/dd/yyyy Guests: 1

**Book It**

♥ Saved to Wish List  
Saved 132 times

**Jasmine**

Huge windows flood the apartment with light

Affordable bedroom w/ a comfortable queen-sized pillowtop bed fit for one or two, 7-foot mirror wardrobe, large desk and chair. The room is in a modern apartment right on Bedford Ave in Williamsburg, just minutes from the bridge and train.

The Space Room type Private room

COMPOSE

- Inbox (2)
- Important
- Sent Mail
- Drafts (1)
- All Mail
- Spam
- Categories
- Social (1)
- Promotions (4)
- Updates (18)
- Purchases
- Travel
- Finance
- Forums (1)
- Circles
- Deelaw (1)
- IoBM (1)
- More

### How to Design a Culture of Innovation

Inbox x



SlideShare Newsletter  
to me

10:05 PM (1 hour ago) [Star Icon] [Reply Icon]

Categorize this message as: Promotions

Never show this again



[View online version](#)  
Remember to display images



### IDEO's Little Book of Innovation

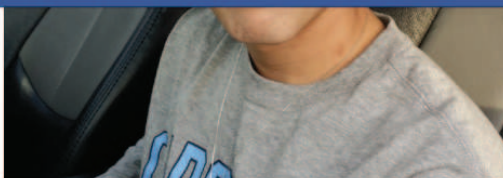
Renowned design firm IDEO focuses on reinventing companies, processes and products. How do they foster their creativity? It starts with their Culture Code, dubbed "The Little Book of IDEO." They explain [how they've designed a culture of innovation](#).



### Slide Makeovers: Adding Oomph

We're continuing our Slide Makeovers, this time transforming a staid social media guide into a more eye-catching exploratory. Follow these [design tactics to revamp stale slides](#).

- Leaders AIESEC Paki...
- AIESEC in Karachi 15
- AIESEC-Pakistan 20+
- EXPERIENCE PAK... 2
- PAGES
- When is my Exam!? 3
- Pages Feed 20+
- Like Pages 20+
- Create Ad
- GROUPS
- Secret Muskis 2
- AIESEC in Karachi E...
- Saint Patrick's High S...
- Add to Favorites
- Edit Settings
- Leave Group
- Games 20+
- Pokes
- Notes
- Games Feed 20+
- FRIENDS
- Close Friends 20
- DEVELOPER
- Manage Apps
- Insights
- When is my Exam!?
- Join AIESEC
- INTERESTS
- Pages and Public F... 10

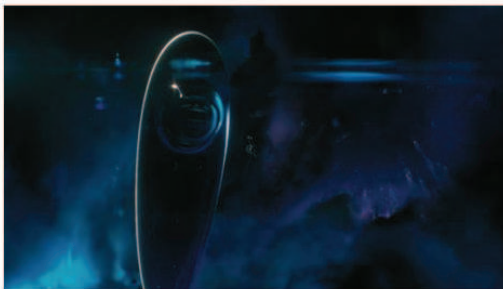


A kid asked his mom to take a picture of him to prove he wasn't high...

HAPPYPLACE.SOMEECARDS.COM  
Like · Comment · Share 505 80 145

NASA - National Aeronautics and Space Administration was mentioned in a post.

**Cosmos** 5 hrs · [Like Page]  
Did you hear? New data collected by NASA's Voyager 1 spacecraft confirms that it is currently in interstellar space!



Like · Comment · Share 7,748 154 704

**Sughra Akbar** updated her cover photo. 10 mins · [Like]

**Sundus Zehra Shahid** and 2 others  
3 events this week

RECOMMENDED PAGES See All

- Aunty Acid** Seema Zubairi and 103 other friends like this. [Like]
- Typo/Graphic Posters** Waqar Ali and Kamil Zieba like this. [Like]
- FC Barcelona** Wajahat Noor and 77 other friends like this. [Like]
- Leo Messi** Wajahat Noor and 110 other friends like this. [Like]
- ISPR Official** Waieare Zubairi and 43 other friends like this. [Like]

- Rabia Ghani on Wahaba H...
- Anam Hakee Sprite's link.
- Danial Shah on Azam Zub...
- Simona Stef likes Theo AS...
- Cihan Sügür on Boris Hä...
- Faaziz Gulzar on Sameer P...
- Hussain Dew
- Shamitan Ra
- Shah Talha S
- All Bin Shah
- Bhagya Awar
- Tahira Nasee
- Ruth Van de
- Sughra Akba
- Shiza Nasee
- Akbar Raza
- Mohammad F

Turn on chat to available

# Medium

Everyone's stories and ideas

READING LIST BOOKMARKS TOP 100

## A business within the business

A lot of problems in business could be solved if we could align the interests of employees and managers with owners.

 Dave Gray in The Connected Company  17 min read

## Everything Is Broken

Once upon a time, a friend of mine accidentally took over thousands of computers.

 Quinn Norton in The Message  17 min read

## How child porn killed my app called YayNay

How I failed at my startup without losing my job or family

## PROBLEM

The user wants to save and highlight content they like.

## SOLUTION

Let users save and bookmark content for their reference. This UI pattern is more about personal organization rather than promoting content, and many web apps like Facebook, Gmail and Airbnb let users “star”, “favorite”, “save” or “bookmark” content privately, giving the user a way to come back to any place in the app that they might need later. As opposed to liking or sharing content that tends to get lost in the timeline as the user’s activity progresses, Favorites and Bookmarks can be used to mark content that the user would need to come back to, for example neighborhoods a user is researching in Airbnb or a particular email that the user wants to mark as important. This UI pattern gives users a private way of highlighting important content as opposed to taking an action on it like sharing or liking it.



# Stats / Dashboards

## EXAMPLES

Twitter, Quora, LinkedIn, Medium

The screenshot displays the Twitter profile of Chris Bank (@sbanker). The background features a wireframe pattern. The navigation bar at the top includes Home, Notifications, Discover, Me, and a search bar. The profile header shows a pixelated avatar, the name 'Chris Bank', and the handle '@sbanker'. Below this, it lists '90% water', 'United States', 'mr-bank.com', and 'Joined May 2008'. A 'Tweet to Chris Bank' button is present. The main content area is titled 'Tweets' and shows three tweets from Chris Bank, including one about UXPin and another about a mobile UI design e-book. On the right, the 'Who to follow' section lists users like Mighty, Emma Watson, and Reuters Top News. A 'Trends' section at the bottom right shows '#EmmyNoms'.

Home Notifications Discover Me Search Twitter

TWEETS 1,779 PHOTOS/VIDEOS 72 FOLLOWING 125 FOLLOWERS 591 FAVORITES 233 More

Follow

Chris Bank @sbanker  
90% water.  
United States  
mr-bank.com  
Joined May 2008

Tweet to Chris Bank

72 Photos and videos

Tweets Tweets and replies

Chris Bank @sbanker · Jul 2  
UXPin: UX Design & Wireframing Tools As Beautiful As Your Work [uxpin.com](http://uxpin.com)

Chris Bank @sbanker · Jul 2  
Mobile UI Design Patterns. Free E-book By UXPin [uxpin.com/mobile-design-...](http://uxpin.com/mobile-design-...)

Chris Bank @sbanker · Jun 27  
Check out my new Mobile UI Design Patterns e-book for @UXPin! I cover the

Who to follow - Refresh - View all

Mighty @mightyobvious  
Follow

Emma Watson @EmWats...  
Followed by Gina Trapani an...  
Follow

Reuters Top News @Reut...  
Followed by Umair Shams a...  
Follow

Popular accounts - Find friends

Trends - Change  
#EmmyNoms

Chris, add details about what you know:

Experience

What topics can you answer questions about?

Ex: Parenting, Law, San Francisco...

Select Topic

Add

Chris Bank

Curious. Edit



Write a **description** about yourself.

San Francisco  
Add Biography

Kaggle  
launched the tech vertical.  
Edit

University of Michigan  
Took classes in 6 different schools. Came out a... (more)  
Edit

Twitter Facebook LinkedIn

About

Followers 655



Following 127



Topics 99

Blogs 12

Posts 51

Questions 42

Answers 54

Edits 1008

Share Profile

Chris followed Marc Bodnick. 19 Jun



Marc Bodnick  
Leads Quora business & community teams



Following · 31.7k Followers · 4.6k Answers

Chris voted up this answer from 2010. 19 Jun

What is product quality?

Joe Xue

Product Quality was defined by David A. Garvin of the Harvard Business School as the combination of the following eight dimensions: 1) performance, a product's primary operating characteristics; ... (more)

Upvoted · Comment · Share · Buffer

Chris wrote this post. 15 Jun

Post

Edit

Three Phases of Scaling Startup Marketing  
caseyaccidental.com — Scaling startup marketing is a challenging task where the path is unknown, but the options numerous.

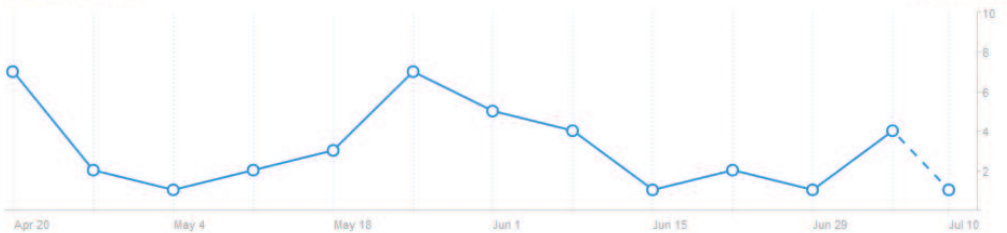
Edit

Comment

Who's viewed your profile

How you rank for profile views

+300% weekly change



37 Profile views  
Last 90 days

2 Viewers from the Internet industry

2 Viewers who work at AIESEC Karachi

8 Viewers found you from People similar to you

Waleed, profile views matter.

Getting more profile views can help you get found for the right opportunity. Marketing and Advertising professionals like you got up to 1% more views by taking some of the steps below.



Add Business Development as a skill on your profile

+ 1%



Follow Ryan Holmes to get personal insights and advice about the Internet industry

+



Add shah raza to grow your network and get found for more opportunities

+



Follow Dankook University's company page to hear real time news and job openings

+



Join the group Digital Marketing to meet like-minded professionals

+ 1%

## M Stats

Your network

**51**  
Following

**12**  
Followers

Your followers see stories that you write and recommend. Follow more people by connecting Medium to Facebook and Twitter on [your settings page](#). (If you unfollow someone on Medium, it won't affect Facebook or Twitter.)

Stories [Click story below to view in chart](#)

**0**  
Views (30 days)

**0**  
Reads (30 days)

**0**  
Recs (30 days)

June 15

June 22

June 29

July 6

< Prev 30 days | Next 30 days >

There are currently no published posts for which you can view statistics.

### PROBLEM

The user wants to easily keep track of their activity and status.

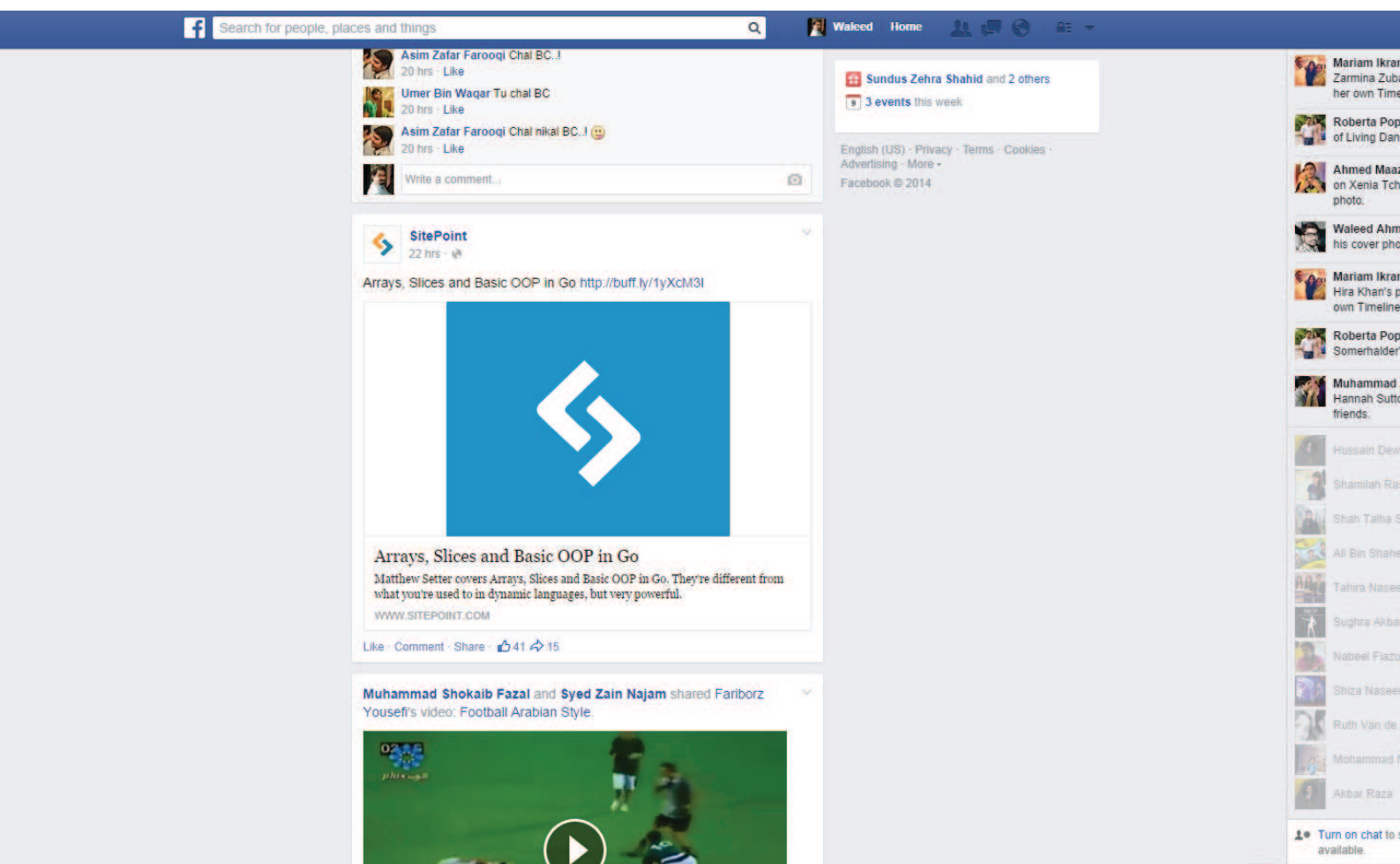
### SOLUTION

Present important information and statistics to summarize user activity and status in terms of numbers. Twitter and Quora show users the number of followers and tweets or answers they have for an indication of activity. While some web apps only show number of likes, shares or followers, others like Medium, LinkedIn and Quora also show users more detailed statistics about their activity using Dashboards that used to be limited to business applications. With the extensive tracking and analytics data available for user interactions, this pattern will become even more popular as users want to track their activity on the system and even analyze how they're doing in comparison to others.

# Contextually-Aware Content

## EXAMPLES

Facebook, Vine







### Arrays, Slices and Basic OOP in Go

Matthew Setter covers Arrays, Slices and Basic OOP in Go. They're different from what you're used to in dynamic languages, but very powerful.

WWW.SITEPOINT.COM

Like · Comment · Share 41 15

Muhammad Shokaib Fazal and Syed Zain Najam shared Fariborz Yousefi's video: Football Arabian Style.



Fariborz Yousefi

Football Arabian style!

Muhammad Shokaib Fazal shared Fariborz Yousefi's video: Football Arabian Style. 2 hrs ·

ahahahahaahah

Like · Comment · Share 1

Syed Zain Najam shared Fariborz Yousefi's video: Football Arabian Style. 3 hrs ·

Sundus Zehra Shahid and 2 others

3 events this week

English (US) · Privacy · Terms · Cookies · Advertising · More

Facebook © 2014

- Mariam Ikram Zarmina Zubair her own Time
- Roberta Pop of Living Dan
- Ahmed Maaz on Xenia Tchn photo.
- Waleed Ahm his cover pho
- Mariam Ikram Hira Khan's p own Timeline
- Roberta Pop Somerhalder
- Muhammad Hannah Sutto friends.
- Hussain Dew
- Shamiah Ra
- Shah Talha S
- Ali Bin Shahe
- Tahira Nasee
- Sughra Akba
- Nabeel Flazu
- Shiza Nasee
- Ruth Van de
- Mohammad
- Akbar Raza

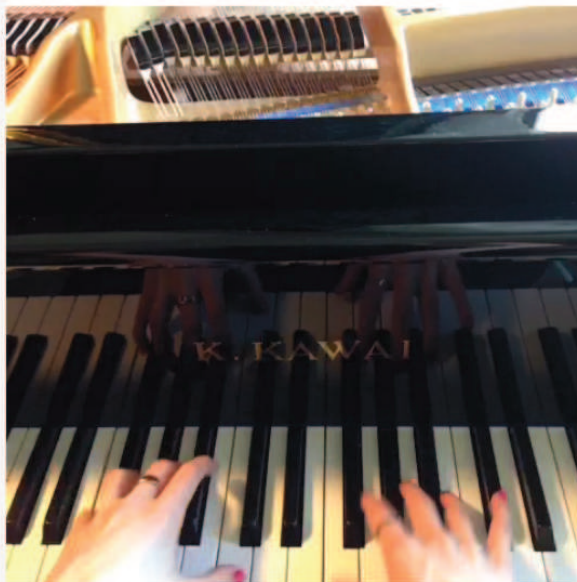
Turn on chat to available.



Home Feed

Editor's Pick revined

Leslie Laine 7d ago

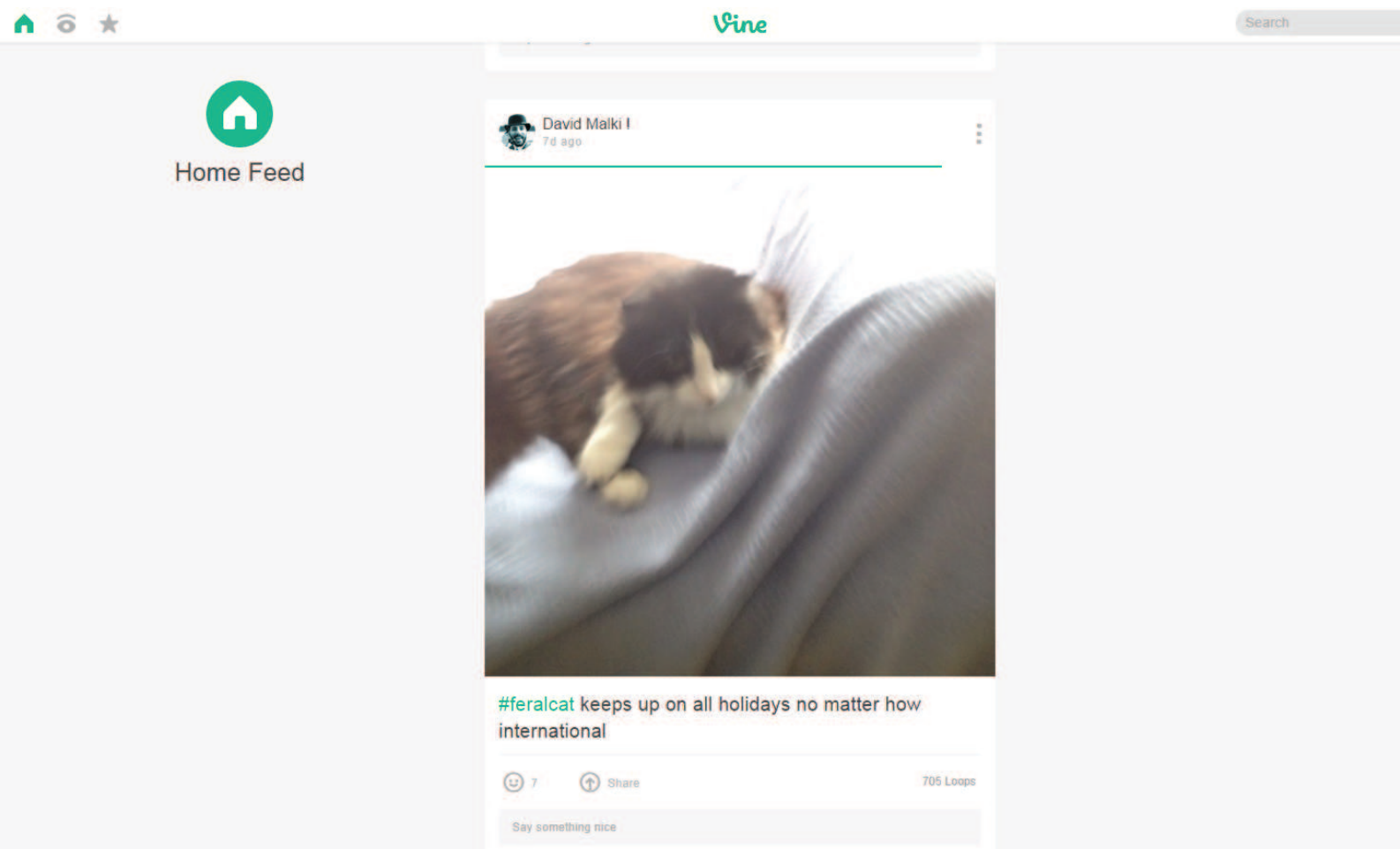


The Legend of Zelda - Lost Woods/Saria's Song {Inspired by Trench }

229.8K Share

15,217,926 Loops

9,031 Comments



## PROBLEM

The user wants to interact with content in different ways based on the context without having to take additional actions.

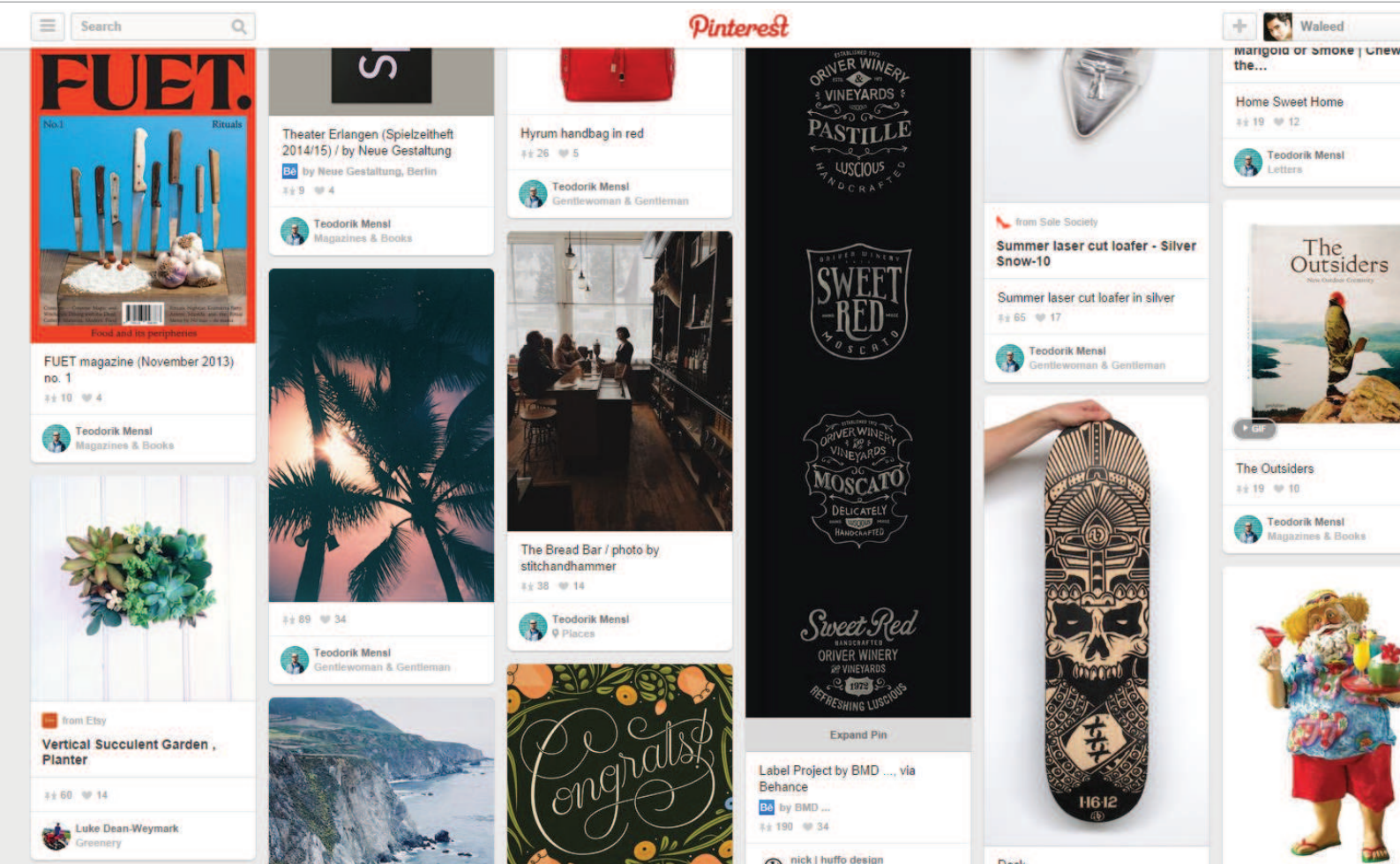
## SOLUTION

Change the state of content based on other settings in the application or its sizing, positioning, or other attribute. For example, you can auto-play multimedia content as the user scrolls past. This makes the consumption of user content much smoother by eliminating the step where users stop and hit the play button. In terms of making things easier for users, this pattern makes sense but at the same time it is worth considering the annoyance it can cause. For that reason alone, this pattern is worth considering only for sites and networks that feature a lot of multimedia user-generated content where the user is browsing with the explicit intention of consuming that media. The user would probably not browse through a Vine timeline for any other reason than to watch the videos, so it makes sense. Facebook's implementation is a little suspect for the same reason.

# Hover Controls

## EXAMPLES

Pinterest, Facebook, Stack Overflow, Pocket







FUET magazine (November 2013) no. 1

Teodorik Mensl Magazines & Books

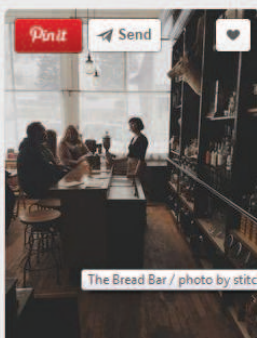
Theater Erlangen (Spielzeitheft 2014/15) / by Neue Gestaltung



Theater Erlangen (Spielzeitheft 2014/15) / by Neue Gestaltung

Teodorik Mensl Gentlewoman & Gentleman

Hyrum handbag in red



The Bread Bar / photo by stitchandhammer

Teodorik Mensl Places



Label Project by BMD ... via Behance

nick | huffo design



Summer laser cut loafer - Silver Snow-10

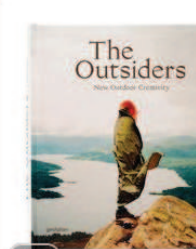
Summer laser cut loafer in silver

Teodorik Mensl Gentlewoman & Gentleman



Dark

Home Sweet Home



The Outsiders

Teodorik Mensl Magazines & Books



Vertical Succulent Garden, Planter

from Etsy

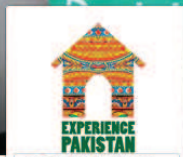
Luke Dean-Weymark Greenery



You are posting, commenting, and liking as EXPERIENCE PAKISTAN — Change to Waleed Zuberi

Page Activity Insights Settings Update Page

Build Audience Help

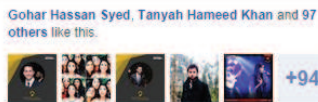


EXPERIENCE PAKISTAN Product/Service

Liked Following Message

PEOPLE

3,637 likes



ABOUT

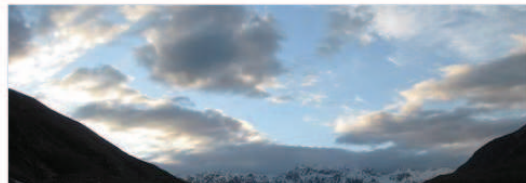
Experience Pakistan is a campaign launched by AIESEC in Pakistan to promote a different side of Pakistan and encourage AIESEC members to take up meaningful...

Status Photo / Video Offer, Event +

What have you been up to?

EXPERIENCE PAKISTAN shared a link May 28, 2013

See what Cecilia has to say about her visit to Pakistan! http://www.culture-shock.me/story/96835



THIS WEEK

0 Page Likes 1 Post Reach UNREAD 0 Notifications 2 Messages

Recent

2013 2012 2011 2010 2009 2008

- List of user avatars and names on the right sidebar.



You are posting, commenting, and liking as EXPERIENCE PAKISTAN — Change to Waleed Zuberi

Page Activity Insights Settings Update Page

Build Audience Help



EXPERIENCE PAKISTAN Product/Service

Liked Following Message

Timeline About Photos Likes More

PEOPLE

3,637 likes

Gohar Hassan Syed, Tanyah Hameed Khan and 97 others like this.



ABOUT

Experience Pakistan is a campaign launched by AIESEC in Pakistan to promote a different side of Pakistan and encourage AIESEC members to take up meaningful...

READ MORE

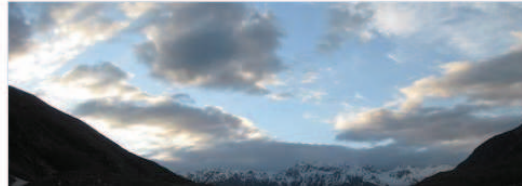
<http://www.aiesec.org/pakistan>

Status Photo / Video Offer, Event +

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THIS WEEK

0 Page Likes  
1 Post Reach  
UNREAD  
0 Notifications  
2 Messages

Recent

2013  
2012  
2011  
2010  
2009  
2008

- Zain Hasan I Codeblack C photo.
- Murtaza Zaic A Karim Phot photo.
- Mohammad Netherlands
- Waseem Ra in Pakistan Y A Quest to ar Pakistan's ph
- Falak Omer Galloway MP
- Zaki Hyder E Minahl Aslan
- Syed Ahmad Muhammad S
- Hussain Dew
- Shamiah Ra
- Shah Talha S
- Ali Bin Shir
- Tahira Nasee
- Sugra Akba
- Nabeel Fiaz
- Shiza Nasee
- Ruth Van de
- Mohammad I

1 hahaha brilliant — me how 11 hours ago

Coincidence is futile. — Livlu 8 hours ago

add comment

This appears to be the first stages of a rage-quit. It is being handled.

57 share | edit | flag

answered 2 days ago

Brad Larson 121k • 5 = 36 • 47

8 To be honest I think you should let the OP do it, not try to "handle" it. Accepting and unaccepting answers is strictly the right and responsibility of the OP, who cares if answers become unaccepted? All it means is that the OP didn't find them helpful. They're still there, upvoted, for others to see. — Mehrdad yesterday

35 Now you've got me curious. Are there predictable stages of rage-quitting? — chrylis yesterday

14 FWIW, I think cooling the OP down is a good idea. I doubt the OP suddenly did not find those answers helpful simultaneously, having found them helpful enough to accept when they were answered. — halfer yesterday

8 @Mehrdad - Sorry, what I meant is that this is but a symptom of a larger problem. They had also trashed many of their upvoted posts at the same time, and this is not the first conversation we've had with this user. We can't do anything about acceptance (nor should we), but this pointed to a bigger issue. — Brad Larson yesterday

27 @chrylis Denial, anger, bargaining, depression, and accep...wait a minute. — ThisSuitsBlackNot yesterday

@Mehrdad: You could also say that someone serially downvoted someone else simply because they found all their posts unhelpful... sure they can exercise their votes however they like, but that doesn't preclude suspicious motives. — BoltClock yesterday

@Mehrdad Apparently they suspended the user, so it's "handled" now. (I agree with you though). — justcool393 yesterday

2 @BoltClock: The difference here is SE has had a pretty clear policy of letting the OP worry about accepting the correct answer, whereas votes were meant to be a community-related thing. — Mehrdad 22 hours ago

I wonder if the handling includes re-accepting the answers or not? — Trilarion 11 hours ago

@Trilarion: It does not. — BoltClock 10 hours ago

add comment

It looks like this particular user had a -130 for user removed on June 27th. I don't see any other activity till July 6th, when he just started to unaccept all his answers.

world cup history

Is there a difference between -1 and ~0?

Why does the service broker require a master key after restoring to a different server?

Users will adapt to your UI

Exact positioning of page numbers at the top of each page

voltage rating vs power rating on a resistor

Why do some people use resistors to create a HIGH connection on a chip?

How can Philip J. Fry be his own grandfather if he is sterile?

How can I discourage employees from working voluntary overtime?

How does the pyramidalization effect the bonding angles in a distorted octahedral environment?

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pocket

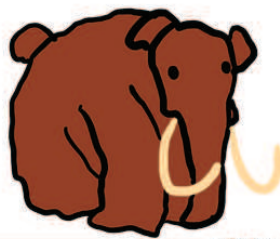


### Rethink the way we run charities: A useful reading list

Dan Pallotta has an unconventional view of nonprofits: To innovate and really make an impact, he thinks they should function with business-minded acumen.

ideas.fed.com

### The Social Survival Mammoth



### Taming the Mammoth: Why You Should Stop Caring

The first day I was in second grade, I came to school and noticed that there was a new, very pretty girl in the class—someone who hadn't been there the previous two years. Her name was Alana and within an hour, she was

waitbutwhy.com

### 3 Pillars of Marketing

The holidays are a great time to tell your brand story.

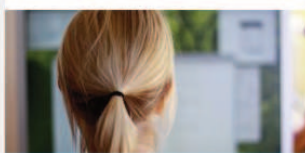
visual.ly

### The Secret To Creativity, Intelligence, And Scientific Thinking



fastcompany.com

### Work From Home: The Top 100 Companies Offering Flexible Jobs In 2014



forbes.com

### You Don't Have to Be Your Dad: How to Become Your Family's Transitional Character



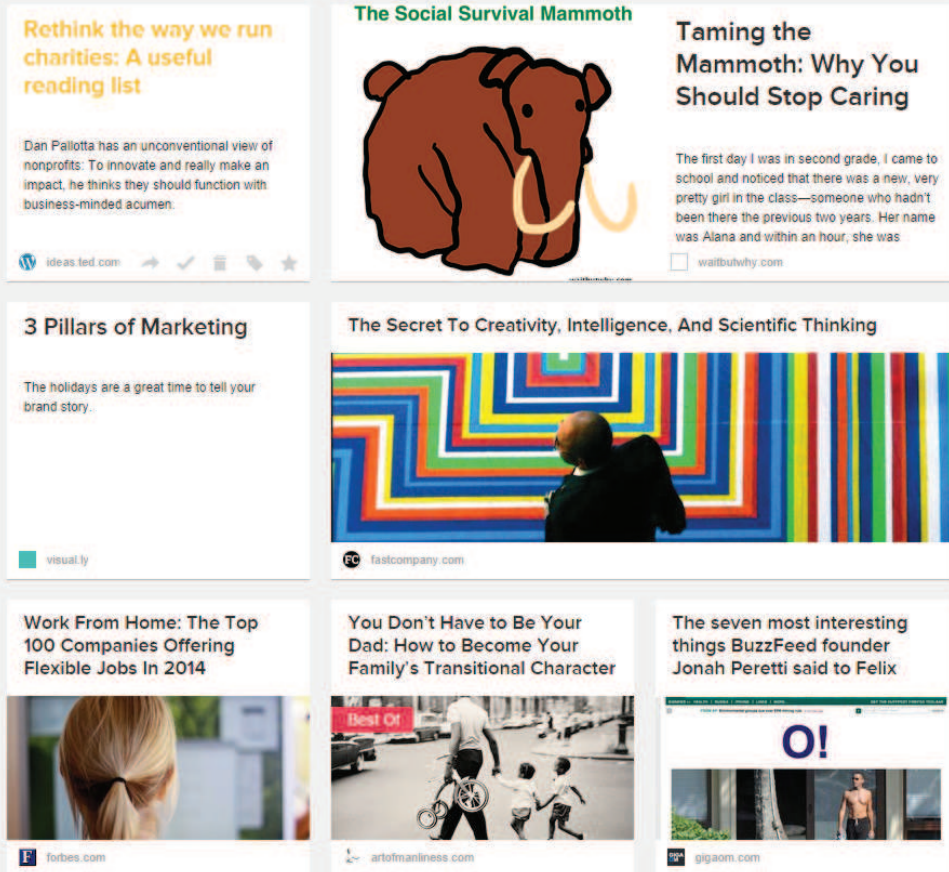
artofmanliness.com

### The seven most interesting things BuzzFeed founder Jonah Peretti said to Felix



gigaom.com





## PROBLEM

The user wants to have access to controls without cluttering the content view.

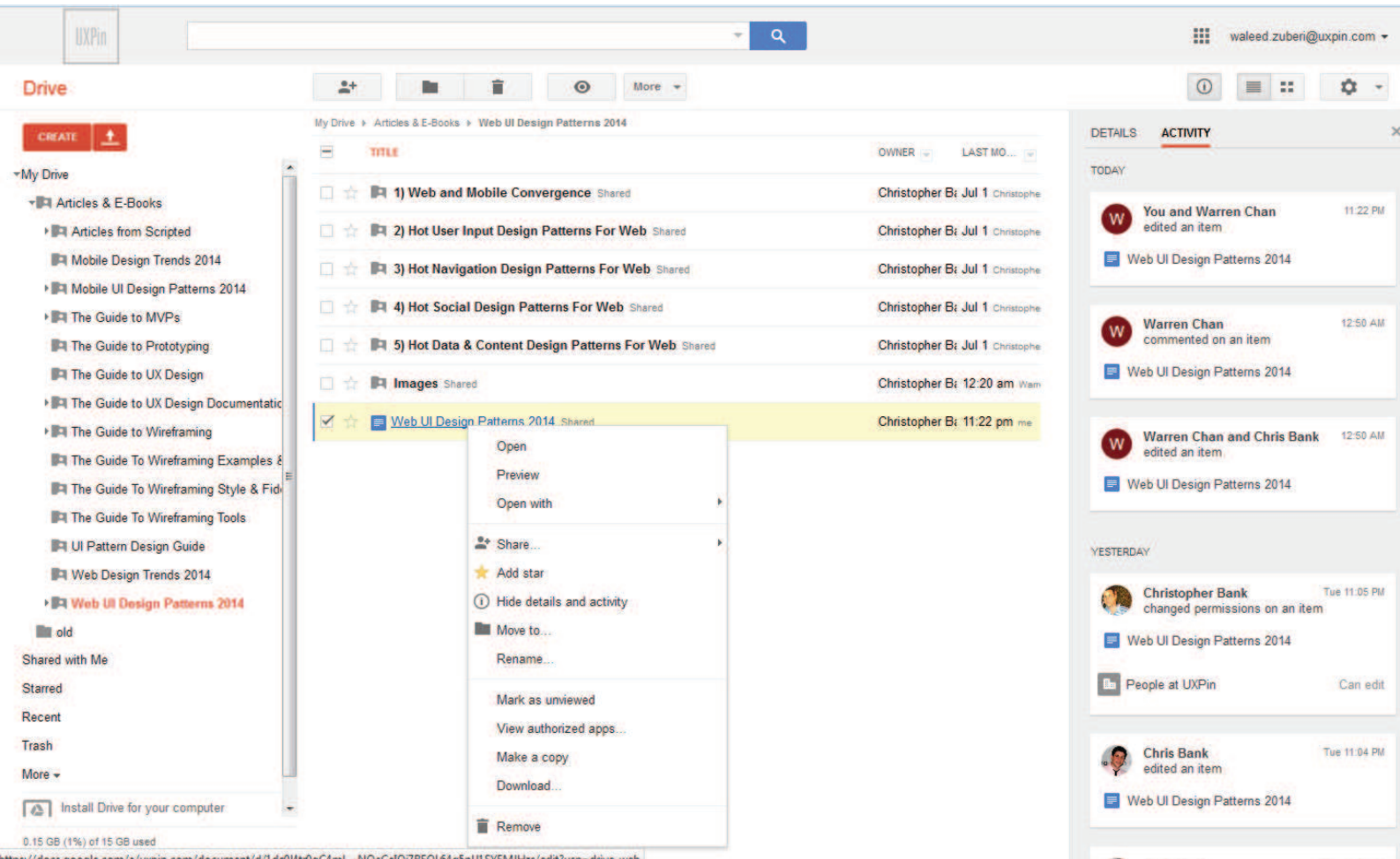
## SOLUTION

Hide actions and control buttons until a user hovers over the item they relate to. It's always good to give the user complete control over content, but when an interface has a lot that can be acted upon, each button steals focus away from the content. This UI pattern hides these contextual controls until the user hovers over the content with their mouse, keeping them out of the way until needed. Pinterest puts all focus on the photos, so the "heart", "send" and "pin" buttons are invisible until you hover over the photo. This fits well with the modular cards UI pattern; since the buttons appear over the image itself, there's no confusion about which item they will act upon.

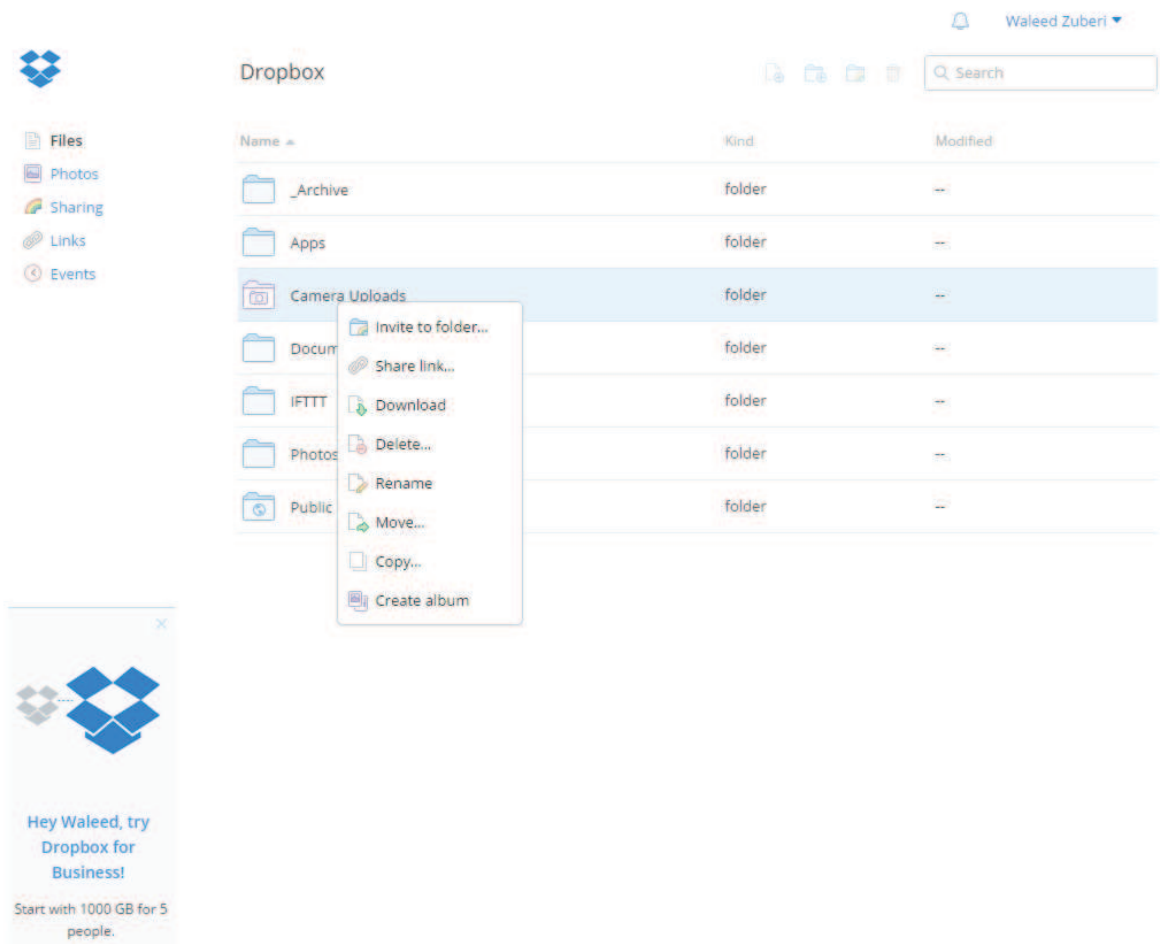
# Context Menus

## EXAMPLES

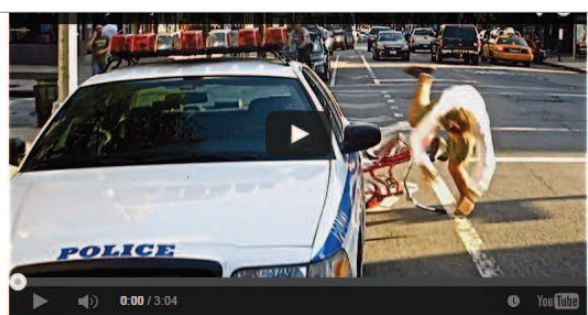
Google Drive, Dropbox, Medium, Quora







*Nike Lance, 2011 really pushed my YouTube presence out to the world. It remains my most watched movie with over 12,000,000 views*



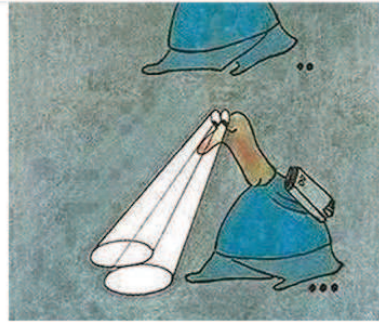
up traction, some got press, and eventually companies called asking if I was available to make web videos for them. Depending on how interesting the company and how broke I was I starting taking on select gigs. These videos were not like the work I do for clients now, or like any of

the work people have come to expect from me. This early ad work was far more generic. Companies (clients) liked *my* work and would hire me to do *their* work. I was pretty good at it but none of these campaigns received the kind of attention of more current work.



**Nike hired me for such a campaign in late 2011.** The contract was for three videos. Nike might just be the coolest company to work for but even so there were typical considerations. They had a product to sell. As such the first two videos stayed close to the script. These videos were well received, I am really proud of them. But it was the third video, where I went way off script and took a big risk in making something that I wanted but would've been impossible to pitch, that something transformative was created.

Make It Count was a movie I'd wanted to make my whole life; pure recklessness in every capacity told in 4 minutes. It's easy to make sense of a



This one appealed to me for the sheer punch it packed in its simple and profound representation.

Embed Quote

Sometimes, even a cartoon can say a thousand words.

Source: Stumbled across it on the internet, via the 9gag Facebook page.

Updated 29 Jun.

Upvoted 3k Downvote Comments 12+ Share 13

Sneha Srinivasan, a learner, thinker and doer.  
1.1k upvotes by Ishan Gupta, Soni Hitesh, Aditya Burra, (more)

Calvin and Hobbes and Peanuts.  
The strip below is my number one favourite.



Written 27 Jun.

## PROBLEM

The user wants to have access to controls without cluttering the content view.

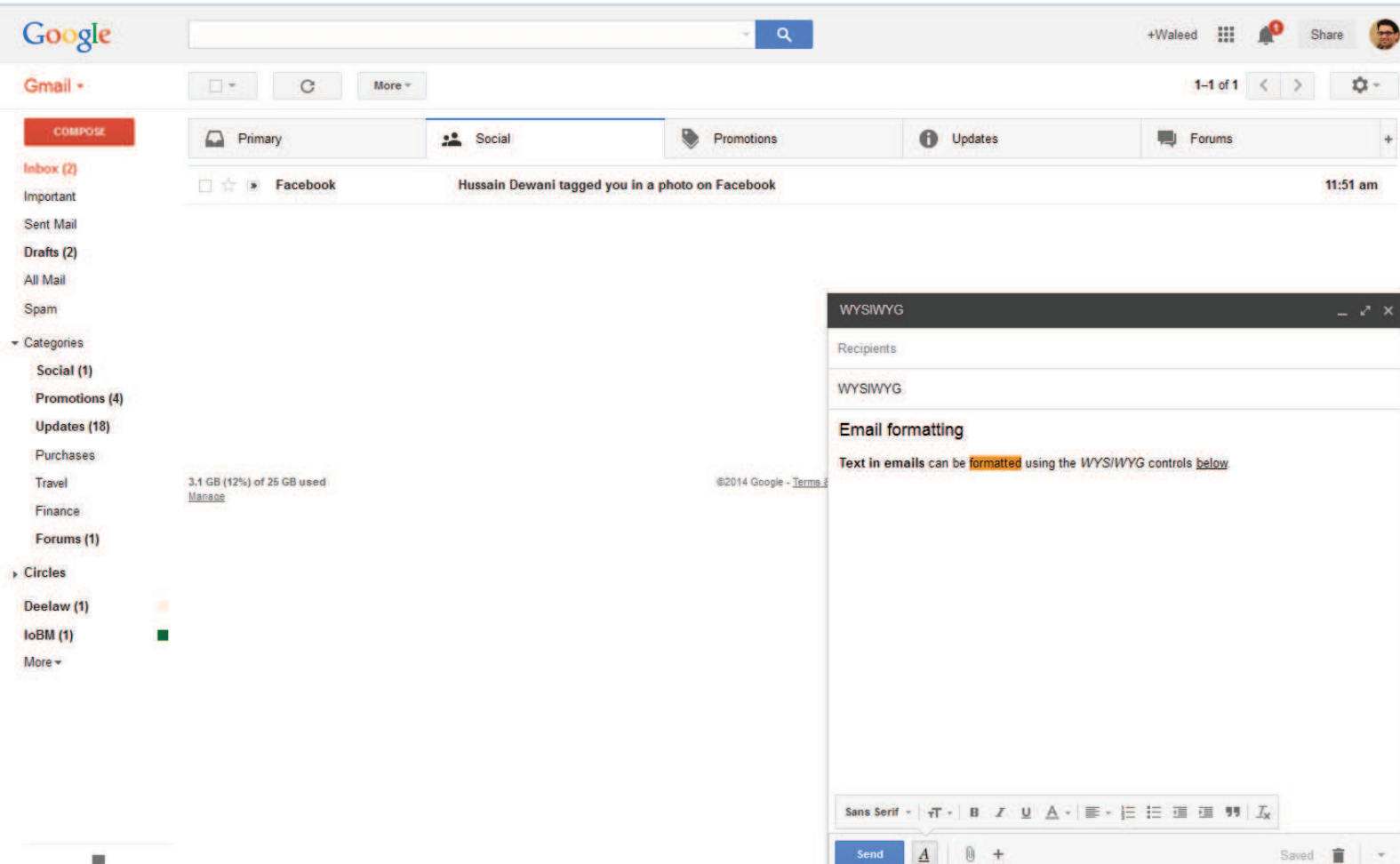
## SOLUTION

Put contextual action buttons in a menu that pops up when the user selects an item or right-clicks somewhere in the UI. A context menu opens up to show essential actions that can be taken in the current view or upon the selected content. This makes things faster for users. Instead of having to scroll up to a toolbar, users can simply perform their desired action in place. The traditional context menu is triggered by a right click, and applications like Word Online, Google Drive, Evernote and Dropbox that emulate a desktop UI use them mostly for CRUD controls. Another implementation of context menus is a menu that pops up when users select text on the page. Medium puts the “notes” button and “share as a tweet” button behind this kind of context menu, and Quora puts an option to quote the text in an answer.

# WYSIWYG

## EXAMPLES

Gmail, Medium





# To Be, or To Do

The **B i H1 H2 “ ”** audience of One

In a [lecture at King's College in 1944](#), C. S. Lewis cautioned against the secondary hierarchies of society and our obsession with the inner ring.

## The Inner Ring and the Fear of Missing Out

Who doesn't want to be famous? To be recognized and to feel the admiration of friends and family, but perhaps more importantly, of complete strangers? It's a badge of your relevance. You are important enough in the world, or at least in this immediate vicinity, to be included in the list of the voices that **matter**.

Even 70 years ago, Lewis made an observation about society that is as valid today. *"In many men's lives at all periods between infancy and extreme old age,"* he said. *"One of the most dominant elements is the desire to be inside the local Ring and the terror of being left outside."*

*The terror of being left outside*, much like the *Fear of Missing Out*, is more apparent today than ever before. Social media constantly bombards us with

### Problem

The user wants to add formatted text and preview what their content looks like without having to worry about markup languages.

### SOLUTION

Implement a WYSIWYG text editor that lets users format their entered text without having to go into Markdown formatting or HTML code. This gives users a clear preview of how their content will look once published and can be a great way of lowering the barrier of entry for novice users. In the spirit of direct manipulation, this pattern is widely implemented in most blogging and email web apps, allowing users to edit and preview formatted multimedia content as they would in a text editor on their desktop.



# Autosave

## EXAMPLES

Gmail, Medium

The screenshot displays the Gmail web interface. At the top, the Google logo and search bar are visible. The Gmail header includes the user's name '+Waleed', a notification bell, and a 'Share' button. Below the header, the 'COMPOSE' button is highlighted in red. The left sidebar shows the 'Inbox (2)' and various categories like 'Social (1)', 'Promotions (4)', and 'Updates (18)'. The main content area shows an email from 'Facebook' with the subject 'Hussain Dewani tagged you in a photo on Facebook' and a timestamp of '11:51 am'. A dark notification box titled 'Autosaving drafts' is overlaid on the right side of the email, containing the text 'Email saves itself so that I don't lose any information'. The bottom of the email composition area shows a 'Send' button and a 'Saved' status.



## A draft

That autosaves itself

So I don't need to worry about saving it|

 Suggest a link

---

### PROBLEM

The user wants to protect their data and continue working without having to remember to do so.

### SOLUTION

Prevent accidental data loss by implementing an autosave feature in your app. Gmail and Google Docs does this flawlessly, auto-saving your work every few seconds and preventing any “oh, no!” moments. The autosave pattern is an unobtrusive way of doing that without forcing the user to remember to save every few minutes. Browser crashes, power or connection failures, or even accidentally closing the browser tab are major annoyances that can be soothed when the user is assured that their work hasn't been lost. With cheap data storage and other UI patterns like User History, it makes sense to preemptively save user data rather than risk losing it by mistake. Of course there needs to be a clear indication that the app is autosaving, and perhaps even an additional “Save” button to provide a greater feeling of control.

# Lightbox Photo Slideshows

## EXAMPLES

Facebook, Pinterest

The image shows a Facebook post from Nando's, dated June 25. The main content is a hand-drawn advertisement with a yellow background and a dark border. The text in the ad reads: "Suarez, why eat Italian when you can try something different?" followed by the Nando's logo. Below the ad, it says: "Maybe it's time you sink your teeth into the most delicious, most succulent, PERI-PERI, flame-grilled chicken in the world." The Facebook interface shows the post has 1,195 likes and 7,017 shares. The comments section includes several user reactions, such as "Your marketing team are so brilliant!" and "One of the most successful SA companies worldwide!". The bottom of the post has a "Create Ad" button and navigation options like "Timeline Photos", "Options", "Share", "Send", and "Like".

**Suarez,**  
why eat Italian  
when you can  
try something  
different?  
**Nando's**

Maybe it's time you sink your teeth into the most delicious, most succulent, PERI-PERI, flame-grilled chicken in the world.

**Nando's**  
June 25

With all the action from last night - we just couldn't resist! — with Busiswa MakaOni Bulana, Bontshi John, Ntsoka Mathiba, Paul Matau and Leroy Monaheng.

Like · Comment · Share

1,195 people like this. Top Comments · 7,017 shares

Ashleigh Smaller Your marketing team are so brilliant! · Like · Reply · 13 · June 26 at 7:13pm

Catherine Donaldson One of the most successful SA companies worldwide! · Like · Reply · 6 · June 26 at 11:26pm

Giacomo Arazi Not that funny and not original ... · Like · Reply · 4 · June 26 at 6:40am · 4 Replies · 2 hrs

Farah Nezam Saif Nezam Mohammad Salman Stallone Dennis Hardy William Master · Like · Reply · 4 · June 26 at 12:57am

Yazan Milany Kenan Fayoumi · Like · Reply · 3 · June 26 at 2:44am

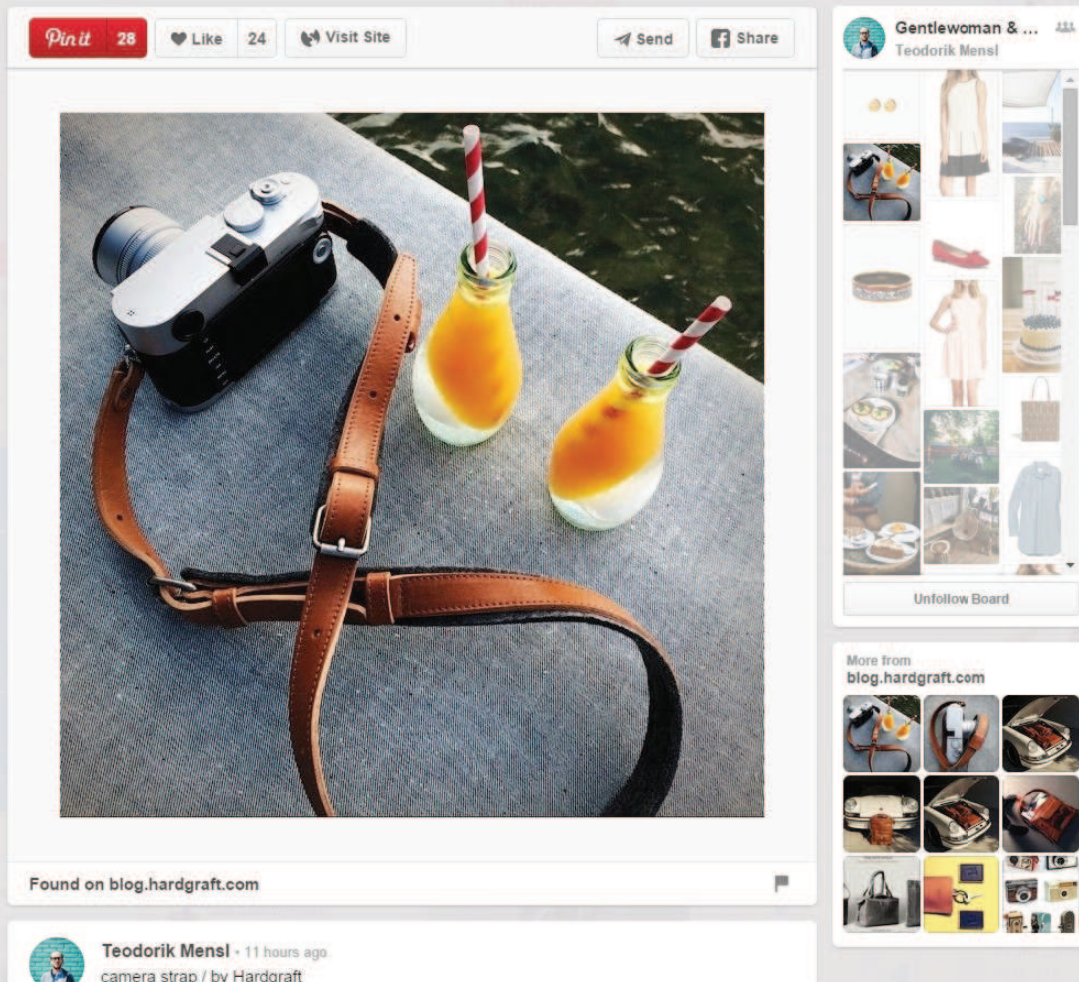
Karuva L E Kaseke hahaha Paida Matibiri Joy Kaseke · Like · Reply · 2 · 3 hrs

View more comments 6 of 94

Write a comment...

Create Ad

Timeline Photos Options Share Send Like



## PROBLEM

The user wants to browse through multimedia content.

## SOLUTION

Show multimedia content in a lightbox overlay. This modal window creates focus on the image or video content and breaks it free from the confines of the page's design. It also puts users in a better position to simply browse through the gallery without being distracted with the surrounding "chrome" in the page. Most implementations of this pattern also dim the background page behind the modal window and that prevents the user from losing their place in the main content view. This can come in handy particularly when paired with an infinite scroll pattern, as in Facebook and Pinterest. It's faster than loading a new page for each image and also preserves the user's flow when they want to back out of the multimedia gallery. For photo galleries, a modal lightbox slideshow is an essential UI pattern.



# Full-Screen Modes

## EXAMPLES

YouTube, Medium





**Title**

Subtitle

| Write your story

 Suggest a link

## PROBLEM

The user wants to focus on content instead of being distracted with the UI.

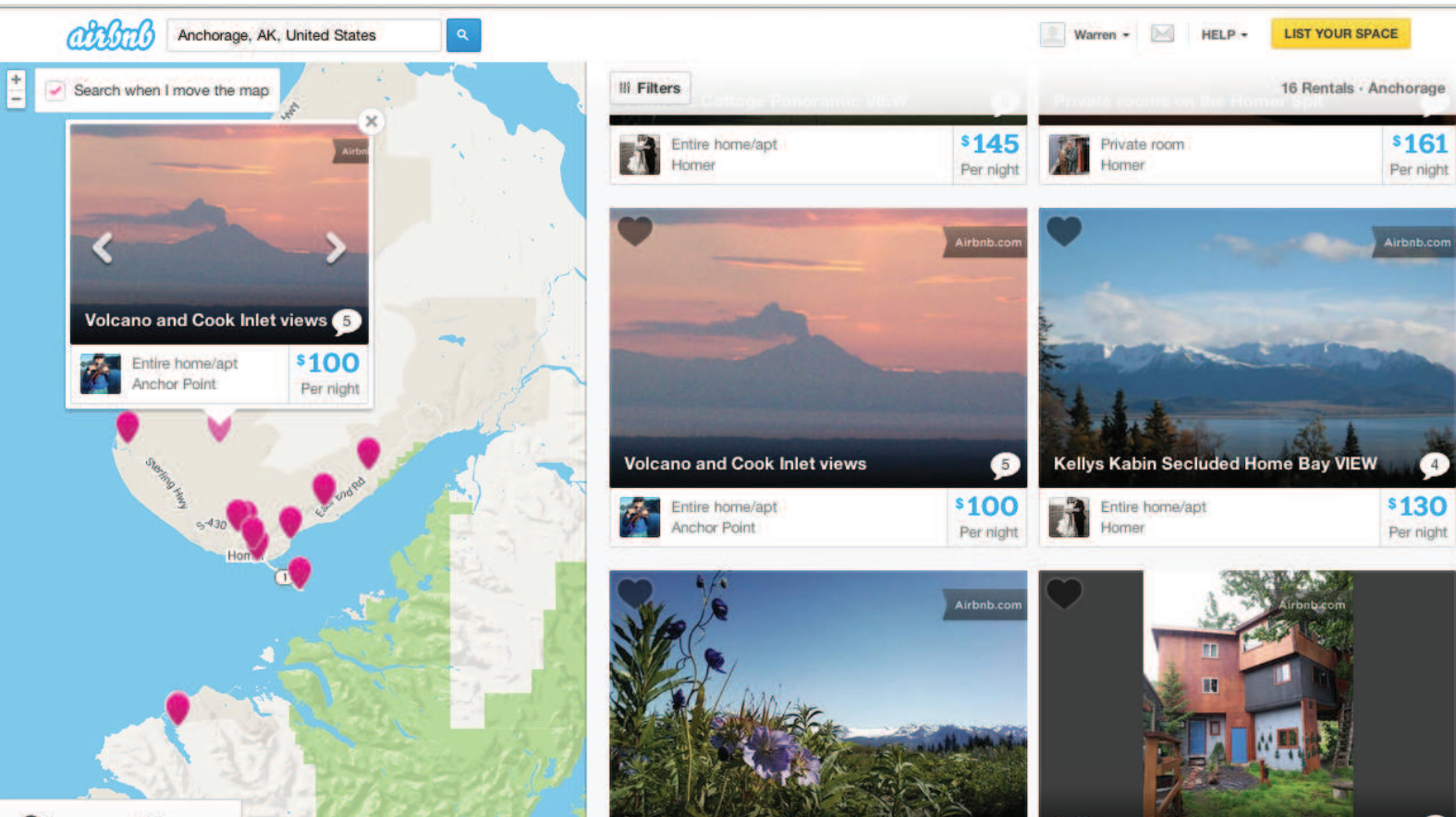
## SOLUTION

Design a full-screen mode that hides or minimizes the UI clutter around content. This helps users focus on what matters, rather than being distracted by the clutter of the UI. While multimedia web apps like YouTube and Vimeo let users view videos in full-screen mode, other web apps like Medium and Facebook are using the full-screen concept to eliminate unnecessary “chrome” when the user wants to perform particular actions. For example Facebook lets users browse photo albums in a Lightbox Photo Slideshow, which is another pattern that we cover, but this expands to the entire screen. Medium removes all distractions when the user is writing, effectively achieving the same immersive effect as an otherwise traditional full-screen mode.

# Interactive Content Layers

## EXAMPLES

Airbnb, Yelp





**1. Popeyes Chicken & Biscuits**  
 88 reviews  
 \$ · Fast Food, Southern, Chicken Wings

Outer Mission  
 890 Geneva Ave  
 San Francisco, CA 94112  
 (415) 239-2089

This is your run of the mill Popeye's that is super busy since it is on the intersection of two busy streets (Mission and Geneva). It is NUTS on Tuesday so avoid it. On Tuesday they have 2...



**2. Popeyes Chicken & Biscuits**  
 106 reviews  
 \$ · Fast Food, Southern, Chicken Wings

1310 El Camino Real  
 San Bruno, CA 94066  
 (650) 871-5330

My 50th review on a place I've gone for years. From the time before Cane Sweet Tea to present with the renovated half circle bar like table and flat screen tv's. The food here never...



**3. Popeyes Chicken & Biscuits**  
 135 reviews  
 \$ · Fast Food, Southern

NoPa  
 599 Divisadero St  
 San Francisco, CA 94117  
 (415) 346-3088

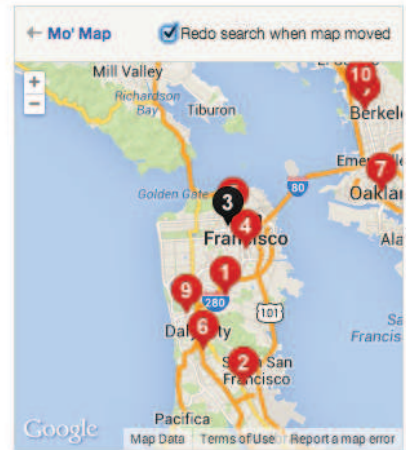
In an ocean of restaurants in sf, I find this Popeyes to be an oasis for real good deep fried chicken. They just beat KFC hands down. I like it a lot.



**4. Popeyes Chicken & Biscuits**  
 79 reviews  
 \$ · Fast Food

Mission  
 2598 Mission St  
 San Francisco, CA 94110  
 (415) 826-8877

This place is dangerously close to our office. When we open the doors on the balcony, we can smell the chicken cooking. One day at lunch time, 10 separate staff members came back with Popeyes....



## Problem

The user wants to know which items within a content view they can interact with in further detail.

## SOLUTION

Layer interactive items to provide an “augmented reality” approach to your content. Yelp and Airbnb provide classic examples of this pattern: Next to the search results for different locations, these sites include a map that highlights each search result with a corresponding location ‘bubble.’ When users hover over the search result, the corresponding location bubble in the map becomes highlighted so that users can immediately see where each result is located. Additionally, users can interact with the map itself, e.g. by dragging to different locations - both Airbnb and Yelp have a ‘Search when map is moved button’ that automatically shows new location bubbles in the new areas of the map.

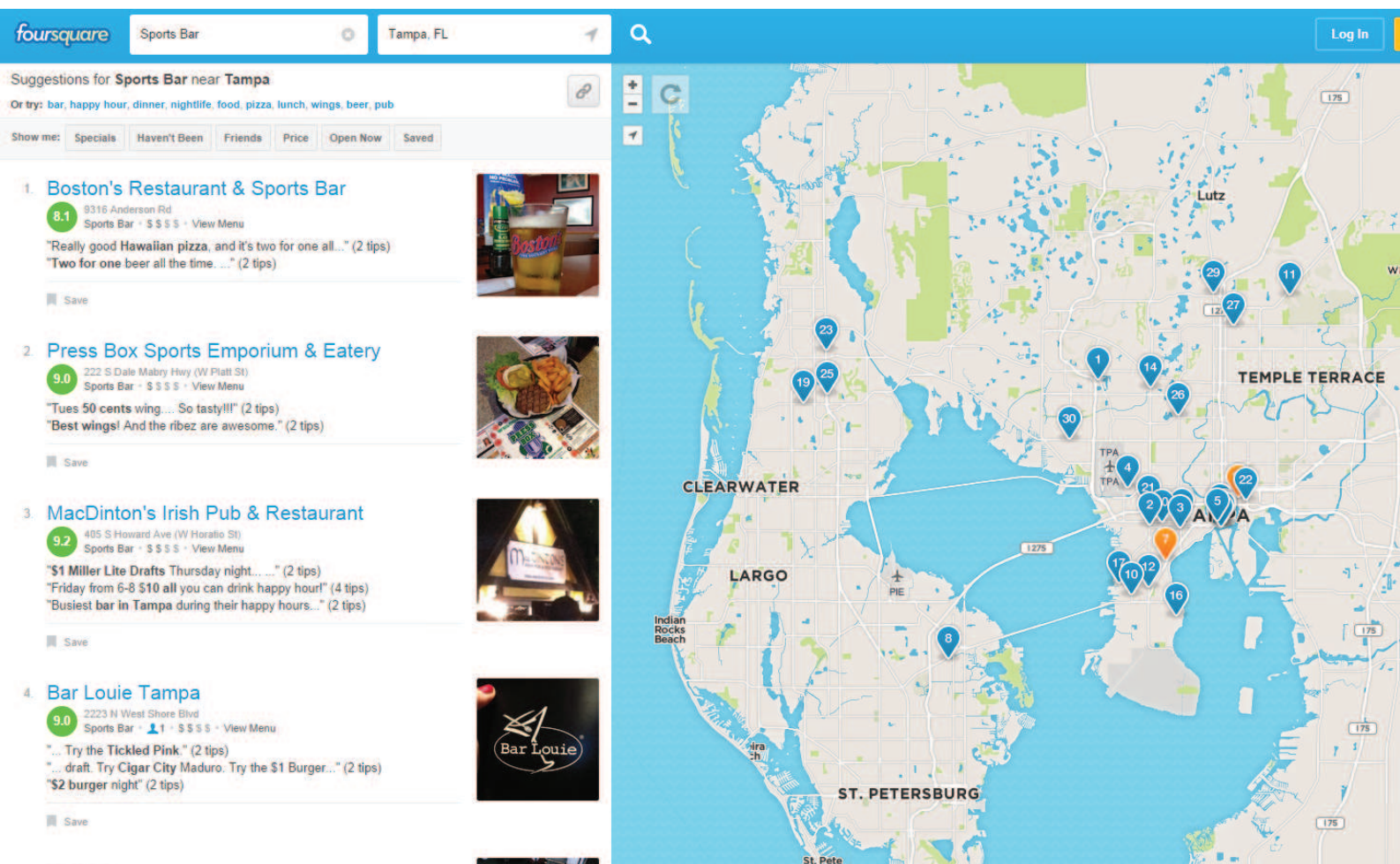


# Maps As Backgrounds

## EXAMPLES

Airbnb, Foursquare

The screenshot shows the Airbnb search interface. The background is a map of New York City, centered on Brooklyn. The search bar at the top left contains 'Brooklyn, NY'. To the right of the search bar are links for 'SIGN UP', 'LOG IN', 'HELP', and a 'LIST YOUR TRIP' button. Below the search bar, there are filters for 'Trip' (Check in, Check out, 1 Guest), 'Room Type' (Entire Place, Private Room, Shared Room), and 'Price' (Min Price: \$10, Max Price: \$1000+). There is also a 'More Filters' button and a '1000+ Rentals' indicator. Below the filters, there are four listing cards. The first card shows a 'Modern Loft Bedroom in Williamsburg' with a price of '\$95 Per night'. The second card shows a 'COZY and WARM Garden Apartment'. The third and fourth cards are partially visible and show other listings.



## PROBLEM

The user wants to spatially place content on a map to see what's going on around them.

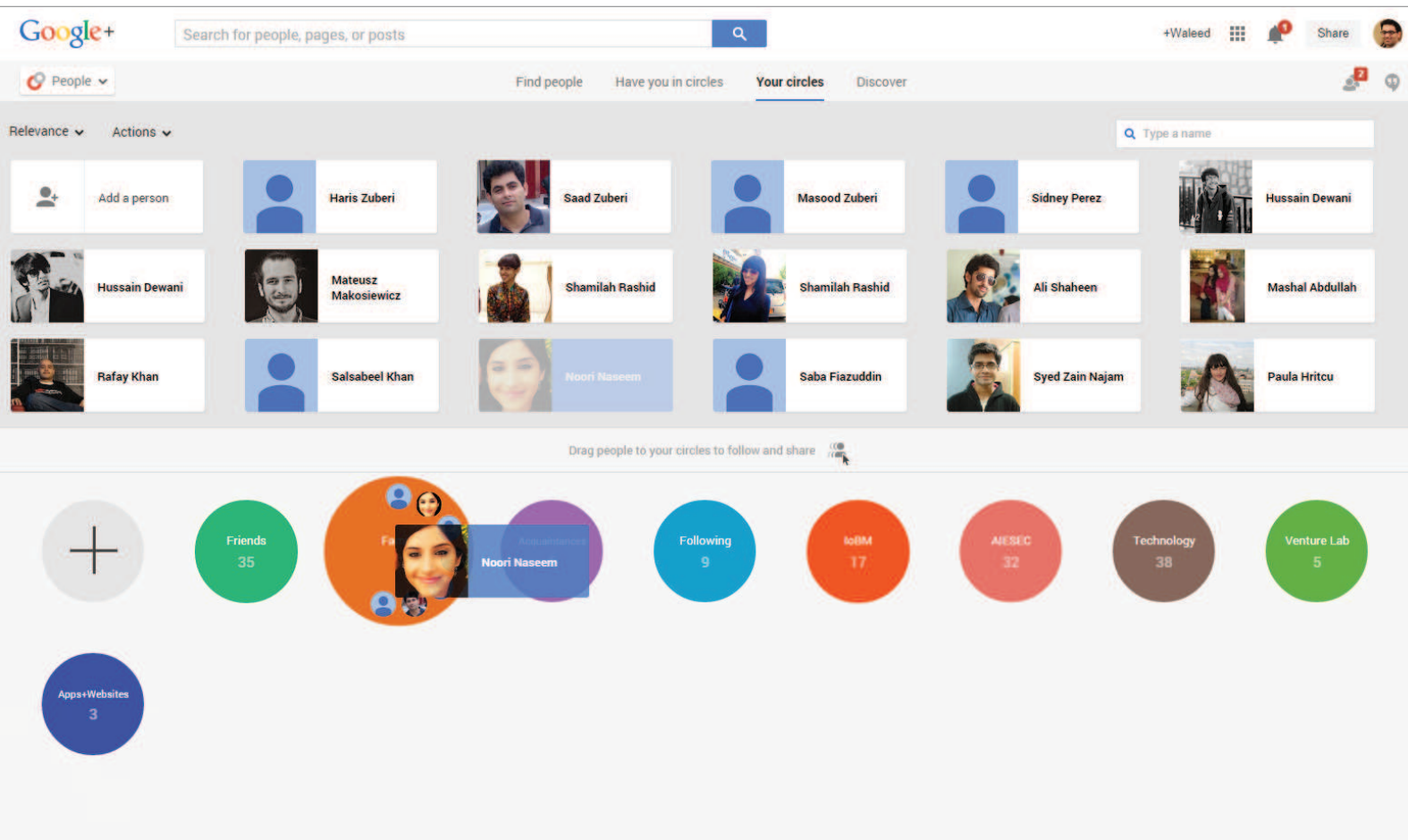
## SOLUTION

Provide maps as backgrounds when the user is browsing for information that's local in nature. Web apps like Foursquare and Airbnb layer their listings onto the map view, transforming the user's search and browsing activities into an immersive experience. This makes sense for most location-based web apps which provide users information about localized content because it helps them place it according to their own location on a map in a way that's more intuitive than just browsing a list.

# Group Friends & Content

## EXAMPLES

Google+, Facebook, Google Play Music, Ebay





 <b>Muhammad Zubair Farooq</b> 1,077 friends	Friends	 <b>Bushra Masood Khan</b> 876 friends	Friends
 <b>Amar Gordhan Lohana</b> 129 mutual friends	Friends	 <b>Zehra H. Zaidi</b> 1,104 friends	Friends
 <b>Mahnoor Usmani</b> 105 mutual friends	Friends	 <b>Nihal Nadir Vaka</b> 124 mutual friends	Friends
 <b>Hajar Anbar</b> 1,235 friends	Friends	 <b>Taha Moiz</b> 698 friends	Friends
 <b>M. Arslan Manzoor</b> 1,804 friends	Friends	 <b>Ayesha Hayat Vaince</b> 141 mutual friends	Friends
 <b>Ayesha Khan</b> 56 mutual friends	Friends	 <b>Marita Przybylo</b> 52 mutual friends	Friends
 <b>Faheem Ben Tariq</b> 103 mutual friends	Friends	 <b>Anza Riaz</b> 113 mutual friends	Friends
 <b>Hamza Amir</b> 1,406 friends	Friends	 <b>Muhammad Zain Riaz</b> 163 mutual friends	Friends

- Get Notifications
- Close Friends
- Acquaintances
- Add to another list...
- Suggest Friends...
- Unfriend

Osama Sarwar likes Mo'Nazim Graphics's photo.

Saima Nouman Ansari likes Raisa Ali's photo.

Asad Ullah likes Formula MUST Racing's photo.

Marium Ahmed likes Mera Pakistan's photo.

Rohma Afzal likes Zehra Shahid's link.

Sennen Desouza commented on Rabia Effendi's status.

Ayesha Khan shared Feehoney's photo. Astagfirallah!!! I am sorry if some people

Hussain Dewari

Shamiah Rashid

Shah Talha Sohail

Ali Bin Shaheen

Tahira Naseem

Nabeel Fiazuddin

Shiza Naseem

Ruth Van de Pol

Mohammad Naveed Zafar

Alkbar Raza

Dhanak Ajaiz

Turn on chat to see who's available.

Music

Listen Now

My Library

Radio

Explore

AUTO PLAYLISTS

Queue

Highly rated

Last added

Free and purchased

Shared with me

PLAYLISTS

Blah

Miss Me

Music

new

Listen Now

The Heart Radio station

Automatic For The People R.E.M.

deus Phoenix

AM Arctic Monkeys

Ultraviolece (Deluxe) Lana Del Rey

Where We Meet Radio station

Ultraviolece

WALLS Anadei

Death Cab for Cutie Radio station

Fire Escape (Rema) Radio station

VERGENT

Ghost Stories Coldplay

Stubborn Love Radio station

Midnight Memories One Direction

Andrew Ripp

Five for Fighting

Hobbit

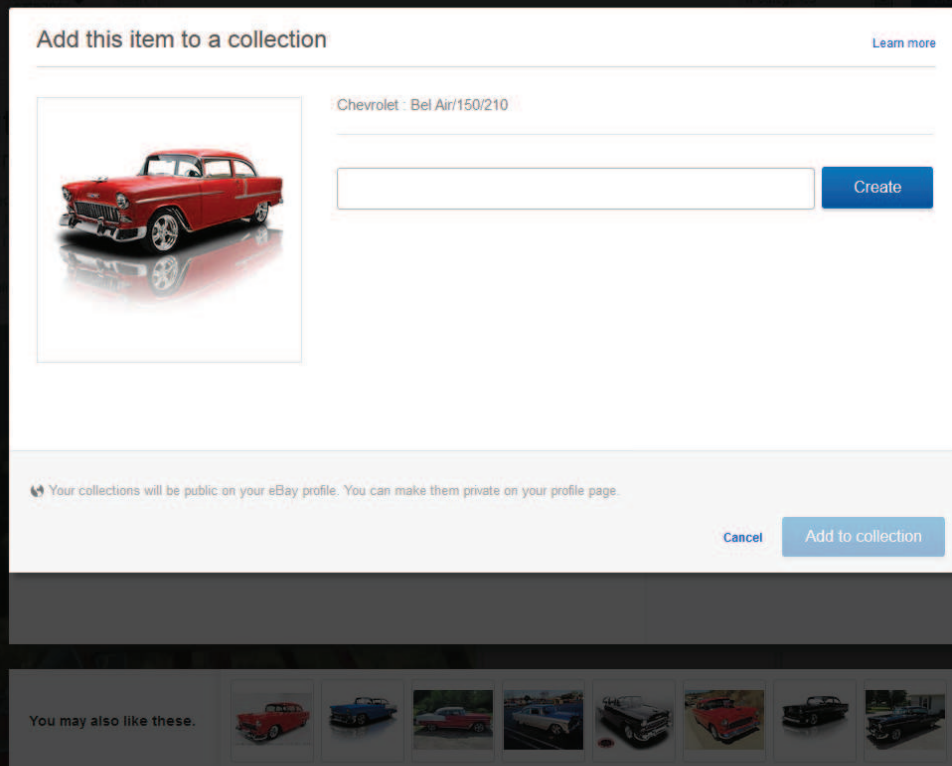
- Start radio
- Play album next
- Add album to queue
- Add album to My Library
- Add album to playlist
- Share
- Buy
- Not interested

- New Playlist
- Blah
- Miss Me
- Music
- new

Wake Me Up

Play button and navigation icons





## Problem

The user wants to organize content according to their own groupings.

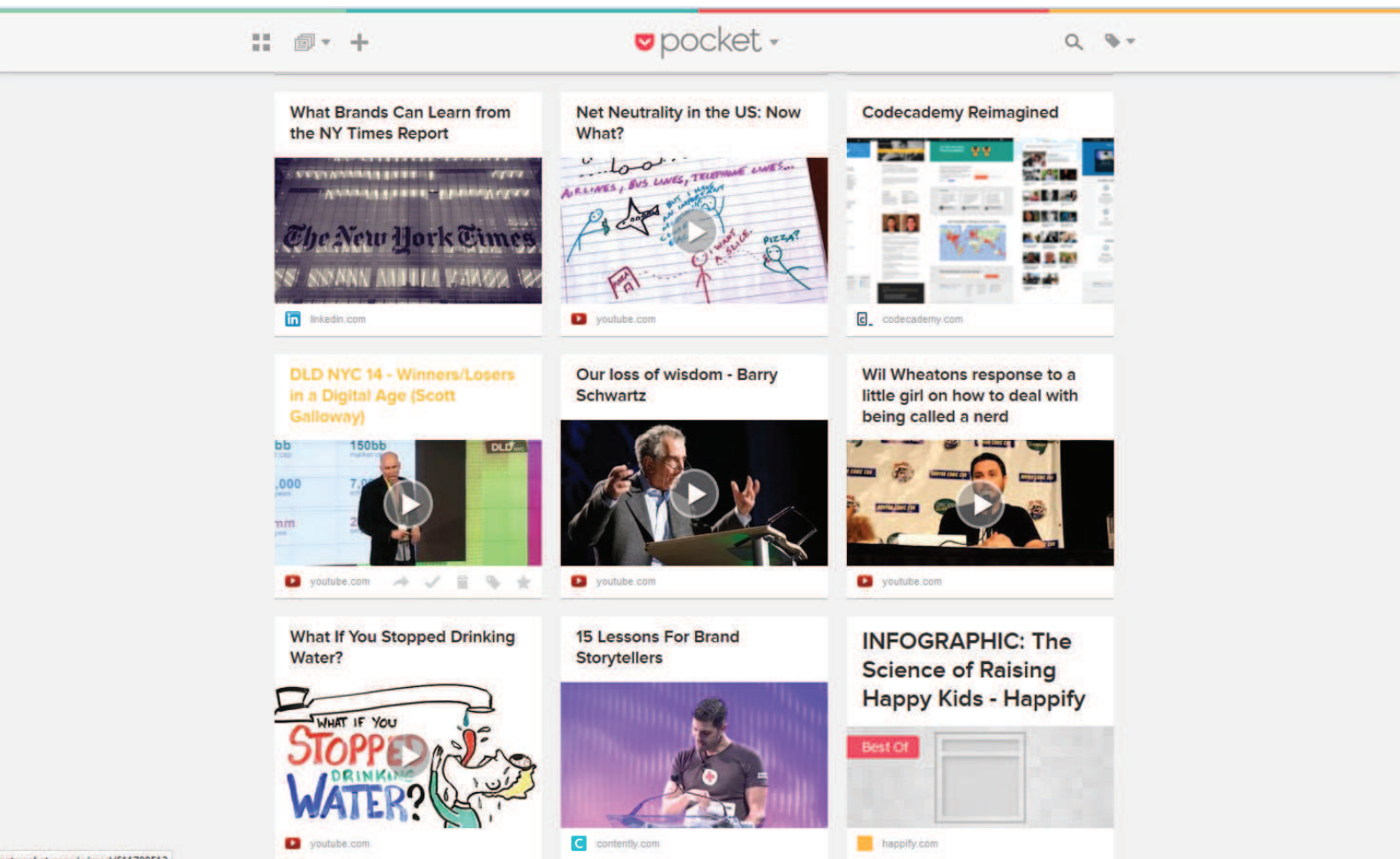
## SOLUTION

Allow users to sort and organize friends and followers inside the app. Google+ and Facebook among others allow users to group friends and content alike. Besides allowing users to sort their friends, web apps like Google Play Music and Ebay allow for content to be categorized into playlists and collections that not only help them organize the huge amounts of user-generated content for their own convenience, but also create a way for them to share these collections with their friends and followers. As content of all forms – including friend profiles – continues to proliferate, the ability for users to curate and organize things in a way that makes sense to them becomes more important.

# Grids

## EXAMPLES

Pocket, Pinterest, NYTimes, Digg





Bairro Alto, Lisbon, Portugal

273 71

Cody Stonerock



really amazing type work by james edmonson // can't believe he's a student!

23 4

Danny Blanton

Related Pin

Summer Sweater // ASOS

25 7

Cody Stonerock



v-neck + cute cut-outs = love

26 7

Cody Stonerock



sweet corn custard pie

88 17

Cody Stonerock



Argentavis magnificens (literally "magnificent Argentine bird") is the second largest bird next to Pelagomis sandersi ever discovered. #Birds

303 139 2

Jane Wang

Christi Townsend

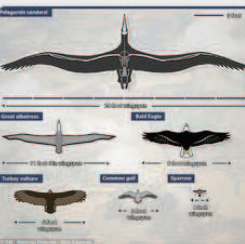
Victoria Anne

Add a comment...

#illumination #amp #highdesign #indoor #torremato

6 2

Cody Stonerock



The world's largest ever bird had a 24-FOOT wingspan

Pelagomis sandersi is a species of pelagornithid - an extinct group of giant seabirds believed to be ancestors of pelicans and storks. Thanks to @Ben Silbermann I - via dailymail.co.uk #Birds #Largest\_Bird

172 57 2

Jane Wang

Joe Trickett

Smeagol van Rhee-de-Toas

Add a comment...



dipped brass bangle

27 7

Cody Stonerock

accessories

from etsy.com

men's wedding band - palladium sterling silver faceted band - his and her his...

men's wedding band palladium sterling silver

78 26

Cody Stonerock

accessories



Crown Cardinals - Devotion

Yeaaah! Studio

20 6

Danny Blanton

Typography

Related Pin

6 FOODS that can cause YOUR WORST HEADACHES



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Critic's Notebook: Who Was Snubbed by the Emmy Nominations?

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Obama Asks for \$3.7 Billion to Aid Border

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Congress Unlikely to Step In as L.I.R.R. Strike Looms

New York Today: L.I.R.R. Strike Primer

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Dick Jones, Who Gave Voice to Disney's Pinocchio, Dies at 87



Rosemary Murphy, 89, Emmy Winner, Dies

Paul Horn, a Founding Father of New Age Music, Dies at 84

Theater »

Stephen McKinley Henderson Takes the Lead



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ArtsBeat: London Theater Journal: Mind Games

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European Effort for Computer-Simulated Brain Draws Fire

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2014 Emmy Nominations: 'Breaking Bad,' 'True Detective' and Netflix Shows Among the Honored

The TV Watch: 'Welcome to Sweden' and 'Working the Engels' on NBC

Rosemary Murphy, 89, Emmy Winner, Dies

The Rant Agenda

4. Giving Tofu the New Look It Deserves



5. Fleeing Gangs, Children Head to U.S. Border



6. THE STONE Does Evolution Explain Religious Beliefs?



7. Chinese Hackers Pursue Key Data on U.S. Workers

8. ROGER COHEN France Decapitated



9. Reduce Your Monthly Digital Bills



10. TODAY'S EDITORIALS Saving Water in California

Go to Complete List »

ELSEWHERE ON NYTIMES.COM



The Crumbs Cupcake boom and bust

- Brazilians confront defeat in World Cup
- Vows | The wedding watchers





**MOVING PEOPLE... AGAINST THEIR WILL**  
**Uber Driver Kidnaps Man, Takes Him On High-Speed Police Chase Through D.C.**

2,412 Washington Post · Crime

On Tuesday, Ryan Simonetti, CEO of New York-based Convene, had an Uber ride he won't soon forget.



**FLIPPING OUT**  
**Cook Makes And Flips Huge Batch Of Mini Pancakes With Extraordinary Skill**

30 Video · Food

Is it getting hungry in here or is that just us?



**PROOF GOD DOES HAVE A SENSE OF HUMOR**  
**An Error Puts A Church On George Carlin Way**

1,909 The New York Times · Beliefs

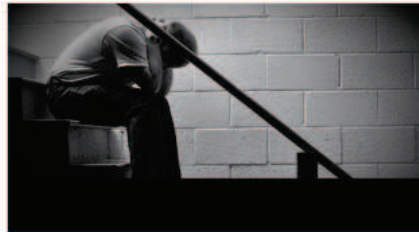
A bill signed into law on Wednesday finally declared that a two-block stretch of West 121st Street was named George Carlin Way. But it was supposed to be only one block — and not the one once home to Mr. Carlin, and still home to the Corpus Christi Church.



**'YOUR HAIR REMINDS ME OF A SUNRISE!'**  
**This Guy Rides Around Giving Drive-By Compliments**

26 Video · Internet

What percentage of these people do you think



**THE GREAT DELAY IS REAL**  
**Yes, Millennials Actually Are Living In Their Parents' Basements**

273 New Republic · Data Viz



**GET OVER IT ALREADY**  
**Reenacting The Past In Color Photos**

756 The Atlantic · Photos

This past year marked a number of significant

## PROBLEM

The user wants content to be organized.

## SOLUTION

Show snippets of content in a grid. Spotify and Google+ present all their content in a grid, as do Pinterest and Digg, effectively separating each item from the other while maintaining a structure. Grids are a great alternative to the simple list views and work extremely well for content that can be represented visually, making it much more enjoyable for users to scroll through lots of content. Other sites that are content heavy, like NY Times or CNN can also benefit from a grid layout to help provide some visual structure to the various pieces of content. Some like Pocket and Gro-gupon also allow users to toggle between the grid and list views depending on their preferences.



# Cards

## EXAMPLES

Twitter, Asana, Pinterest, Google+

The image shows a screenshot of a Twitter feed. At the top, there is a navigation bar with icons for Home, Notifications, Discover, and Me, along with a search bar and utility icons. The feed contains several tweets:

- Cory Doctorow** (@doctorow) - 16m: Photo: Plopp tmlr.co/ZUjHRS1JvQCq2
- Umair Shams** (@umair\_shams) - 16m: #vscocam #roadside #bff #partytime #tgif #roadsidecafe #khi #tagsforlike #instagram #instacli... instagram.com/p/pwIGxSCHGn/
- Maria Popova** (@brainpicker) - 17m: "Doubt and mistrust are the mere panic of timid imagination." Happy birthday, Helen Keller! j.mp/1nPQcIQ #LitJuke
- Jeff Lewis** (@lwsjff) - 16m: @brainpicker love the #LitJuke logo, did you make it?
- Angie Guerra** (@TheAngleGuerra) - 14m: "@brainpicker: "Doubt and mistrust are the mere panic of timid imagination." Happy birthday, Helen Keller! j.mp/1nPQcIQ #LitJuke"
- Zamzam Rizky** (@zamzamm) - 12m: Helen, I love you! RT @brainpicker "Doubt and mistrust are the mere panic of timid imagination." Happy birthday, Helen Keller! #LitJuke
- CNN Breaking News** (@cnnbrk) - 18m: Golden Gate Bridge directors OK funding for suicide barrier. cnn.it/1jsedG
- Buffer** (@buffer) - 19m: The 4 Keys to Master the Fine Art of Social Media Self-Promotion: buff.ly/TbFDR5

**asana:** Notes

add a description

Web UI Patterns

Web UI Patterns

Notes

Web UI Patterns

- Find "additional" patterns that apply to web only (20-25)
- adapt current
- find new
- Qualifying them like "lazy signups" instead of just signups

Sources

- <http://uxarchive.com/>
- <http://patternTap.com/>

Waleed created task. Jun 17

Waleed added to Notes. Jun 17

Waleed changed the description. Show Difference 12:44am

Write a comment...

Comment

Followers

**Pinterest**

Search

Teodorik Mensl Transport

DRESS YOUR TECH / 50

Hannah Hennen .design.

Related Pin

camera strap / by Hardgraft

Teodorik Mensl Gentlewoman & Gentleman

Get active! Accessorize your workout with FlipBelt!

Patrick Welker Manga

Oh My Gosh - Bora Bora Islands

Luke Dean-Weymark Travel Inspiration

Savannah Young Want to go to there... wow

UNTITLED — Onel

Marlene Orozco Typography

Related Pin

Passport to Paradise - Signature White Photo Save the Date Cards #marriage #inspiration

Patrick Welker Webaspiration

It's still summer. Kyoto Floral Skirt

The image shows a social media interface with a grid of content cards. The top navigation bar includes 'All', 'Friends', 'Family', 'Acquaintances', 'More', and 'Explore'. The main feed contains three posts:

- Post 1:** From Google, dated Jun 26, 2014. Title: "Not born in the USA". Content: "As their next match approaches, Germany interest in USA goalscorer Jermaine Jones, a dual citizen, has spiked 13x." Includes a red and black graphic with a yellow wheel and a German flag.
- Post 2:** From TheBlaze, dated Yesterday 3:30 AM. Title: "Caught on Video: Furious Man Confronts Police Officers After a Cop Entered His Private Property and Shot His 'Best Friend' in the Head". Includes a video thumbnail showing two police officers.
- Post 3:** From Google, dated Jun 25, 2014. Title: "Introducing Android TV: The stuff you love about Google, now on your TV." Content: "Use voice search to find live TV, Google Play movies, YouTube music videos and more, or play your favorite Android games, reimagined for TV. Look for Android TV later this year. #io14"

The right sidebar, titled "Communities you might like", lists three communities: "Action Launcher", "Any.do Superusers", and "Smart Launcher", each with a "Join" or "Ask to join" button.

## PROBLEM

The user wants to browse through content quickly and interact with it, without the detail views cluttering up the UI.

## SOLUTION

Present snippets of information in bite-sized cards that can be manipulated to show more information if the user wants it. Popularized by the likes of Pinterest to show large image thumbnails in a compact layout, we see “card” views now being implemented in a variety of web apps beyond video and photo galleries on the web, and often this is combined with a Grid pattern. This pattern works best for “modules” of data that can be viewed or manipulated individually, like posts on Tumblr or Facebook. Cards are a way to allow users to browse and discover all kinds of content in a more engaging way while accommodating responsive design trends, as well as social feed patterns.

# Hidden Information

## EXAMPLES

### Medium

---

Sponsorships are like unicorns or leprechauns, talked about often but they don't actually exist. There is only dollars and cents, the bottom line and ROI (that means return on investment).

I make a living creating videos for companies. Most of the videos involve me doing really fun stuff. It's a great job and perfectly understandable that I get emails, mostly from young people, asking misguidedly how they can get companies to pay for their adventures. The emails usually read something like;

'We have been planning this trip for 3 years... dreams... inspire...etc.— how do we get a company like Nike to sponsor us?'

My response is usually harsh. Offended at the suggestion that a career that's taken more than a decade to create could be summed up for others to emulate with a single email.

That's not fair. It's a wonderful dream of a career and I can't blame others for wanting to pursue something similar. I can say with confidence that there is no defined path to such a career. Maybe explaining the path I took could be helpful, this is that.

---

I have always made a living to make movies, never the other way around. When I first started I washed dishes in a seafood restaurant to support my filmmaking. Only in the last few years have I been able to get hired by companies to make the films I want to make and have the result be mutually beneficial. This was never my specific intention. Just an organic evolution.

---



sponsorships are like unicorns or leprechauns, talked about often but they don't actually exist. There is only dollars and cents, the bottom line and ROI (that means return on investment).

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'We have been planning this trip for 3 years... dreams... inspire...etc.— how do we get a company like Nike to sponsor us?'

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I have always made a living to make movies, never the other way around. When I first started I washed dishes in a seafood restaurant to support my filmmaking. Only in the last few years have I been able to get hired by companies to make the films I want to make and have the result be mutually beneficial. This was never my specific intention. Just an organic evolution.

**Gundeep Anand**  
word  
[Reply to Gundeep Anand](#)

**Turner Barr**  
Solid advice Casey. There is no short cut to doing the work. Congrats on living the dream and keeping it real.  
[Reply to Turner Barr](#)

[Leave a note for Casey Neistat](#)

## PROBLEM

The user wants quick access secondary information that's not usually necessary to show.

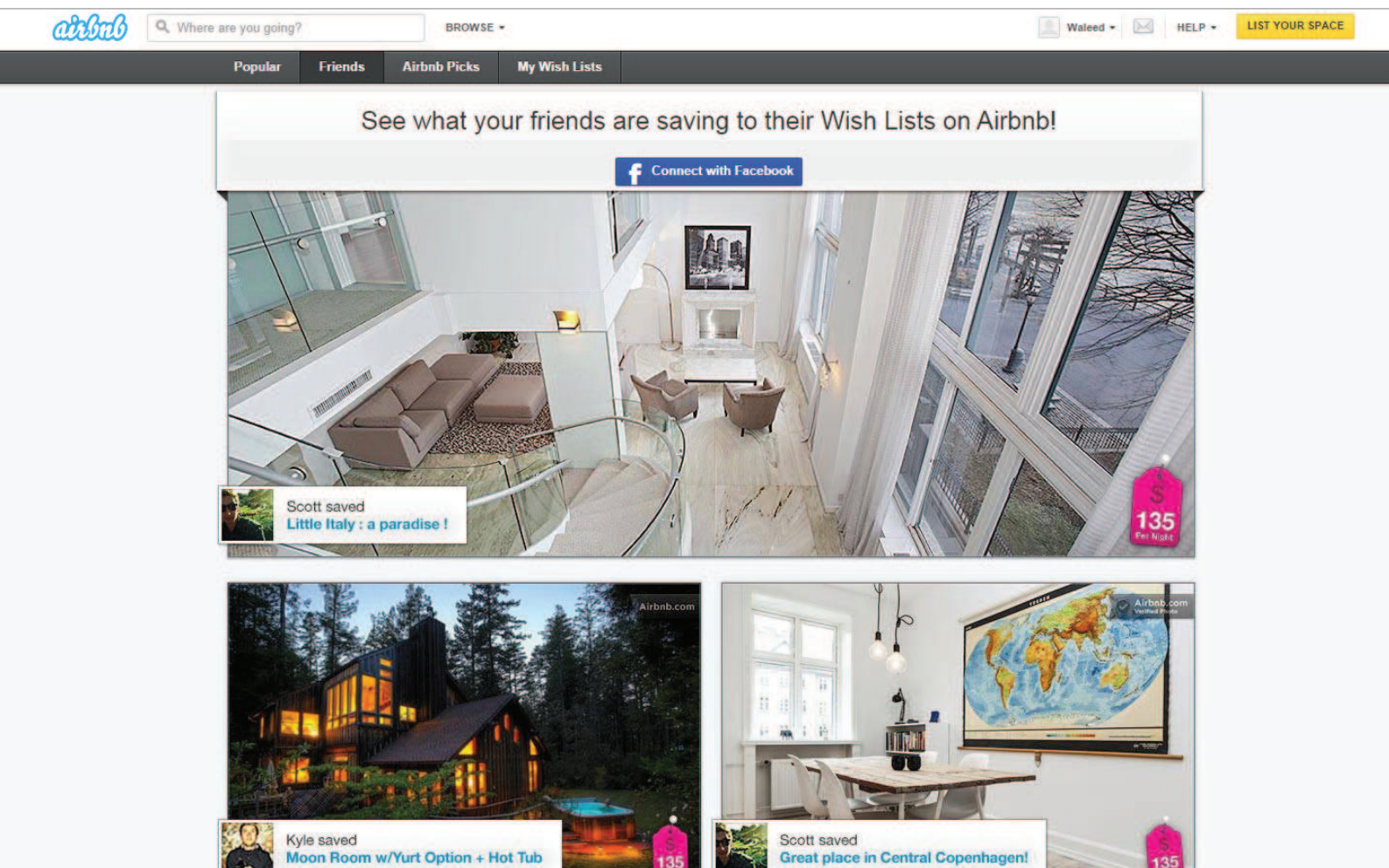
## SOLUTION

Hide contextual information that's not essential behind the UI but make it accessible for power users. Medium hides comments behind a number, subtly showing users that there's additional information available. This keeps the user's focus on the primary content without distracting them with extra clutter in the UI. As users become familiar with the system, the visual shortcuts become easier to spot. Google+ achieves the same effect by hiding multiple tags on each post and marking it with a colored bar to indicate extra tags other than the first one that is always visible.

# Empty States

## EXAMPLES

Airbnb, Pinterest, Tumblr, Spotify

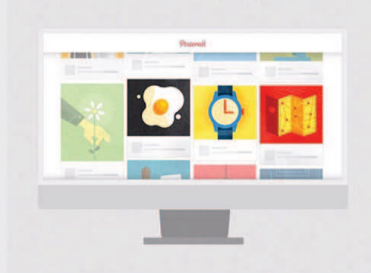


Welcome to Pinterest, Samuel!

Let's get you started with a quick tour...

Next

Pins are visual bookmarks that people save on Pinterest.



tumblr.



Search Tumblr



Aa

Text



Photo



Quote



Link



Chat



Audio



Video

Ready to give your blog a new look? Visit the Theme Garden.



This is your dashboard.

When you follow some blogs, their latest posts will show up here!

Show me cool stuff

No thanks

wzub

Untitled

Posts

0

Followers

1

Customize

ACCOUNT

Following 1 blog

Find Blogs

RECOMMENDED BLOGS

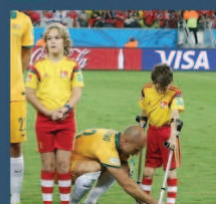
edmunds-com  
Edmunds.com

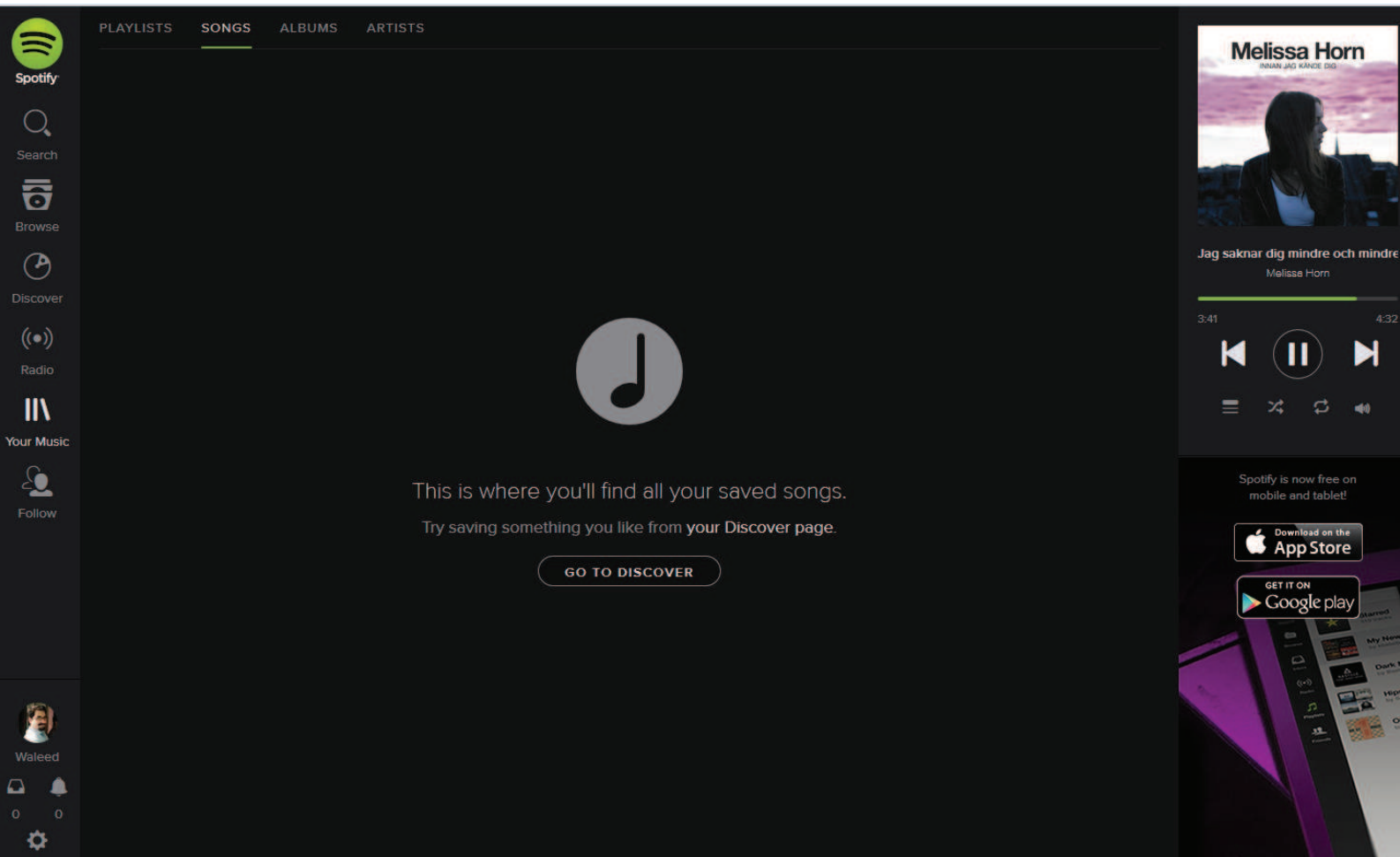
sealless  
sealless

luckymag  
Lucky Magazine

RADAR

huffingtonpost  
The Huffington Post





## PROBLEM

The user needs to know why a section of the application is empty and what to do next.

## SOLUTION

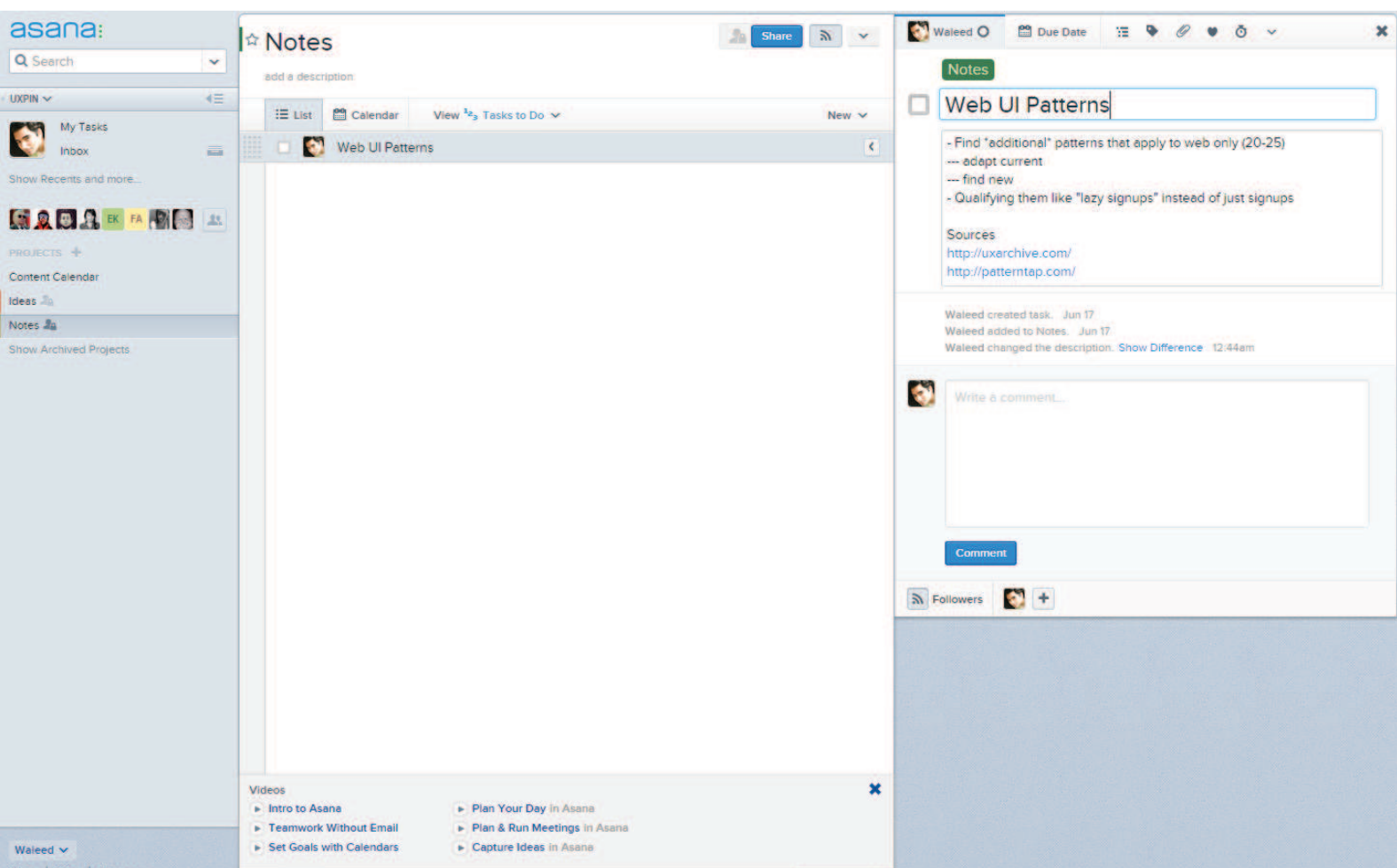
Make sure your UI provides a good first impression by designing for the “blank state,” that is the condition when there is no user data. This is the natural state of your UI and the first thing a user sees. It is also the point where many users decide whether its worth it to continue, so designing the empty state is very important. This is a great place to show some examples that will help users get started or simply to show them instructions on how to proceed. Airbnb shows a mockup of how a particular section would look like once it’s populated by the user’s content, while Pinterest takes the opportunity to guide the user through what next steps they should take; other sites like Tumblr and Medium give users hints on what the empty area is and what it should be once the user takes a certain action.



# Direct Manipulation of Content & Data

## EXAMPLES

Asana, Medium





## Waleed Zuberi

Student, writer, developer, [AIESECer](#), wishful-thinker

### PROBLEM

The user wants to interact with entered content or data in a direct and intuitive way.

### SOLUTION

Allow for content to be edited directly without having to transition between editing or deleting modes. Letting users work with data directly on the screen can make your UI more engaging by eliminating the extra layer of interaction provided by a button or context menu. Instead of selecting the item and then toggling between individual CRUD (Create, Read, Update, Delete) states, users of Asana for example can directly tap on task names to edit or delete them. Other sites like Tumblr and Medium follow the same principle however they do include a toggle which moves the user into an editing mode. This pattern is an alternative to the WYSIWYG pattern discussed earlier but goes ahead of just giving users a preview of what their formatted content will look like, showing them also how it looks in context of the surrounding content as well.

# Draggable Objects

## EXAMPLES

Asana, Google Play Music

The screenshot displays the Asana 'Content Calendar' interface. The left sidebar contains navigation options like 'My Tasks', 'Inbox', and 'Projects'. The main content area shows a calendar view with tasks listed by date. Each task includes a title, a category, and a due date. A right-hand panel is partially visible, showing a message: 'Select a task to view its details.'

**Content Calendar**

Our objective is to create a substantial volume of interconnected content that our target users find useful, inspirational, engaging, and relevant to using UXPin.

We're aiming to do the following per month: 1 book/guide > 4-5 blog posts > 2-3 articles with publisher partners > 1-2 slideshows > 1-2 infographics (optional) > 1 web library (optional). Beyond this, we should be producing 2-4 articles or press releases per week and sharing aggressively on social media.

View <sup>3</sup> Tasks to Do

Post / Publish:

- 2 4 Things I Learned about User Experience as a V.I.P Tour Guide at Universa uxmag >

Final Read:

- 4 The Guide to Wireframing -- for Designers, PMs. wireframing ebook May 23 >
- 5 19 Design Pattern & Wireframe Libraries noupe >
- 6 10 Product Portfolios Done Right May 30 >
- 7 Balancing Product UX Design and Execution May 23 >
- 8 10 Product Portfolios Done Right The UX Design Documentation Guide May 16 >

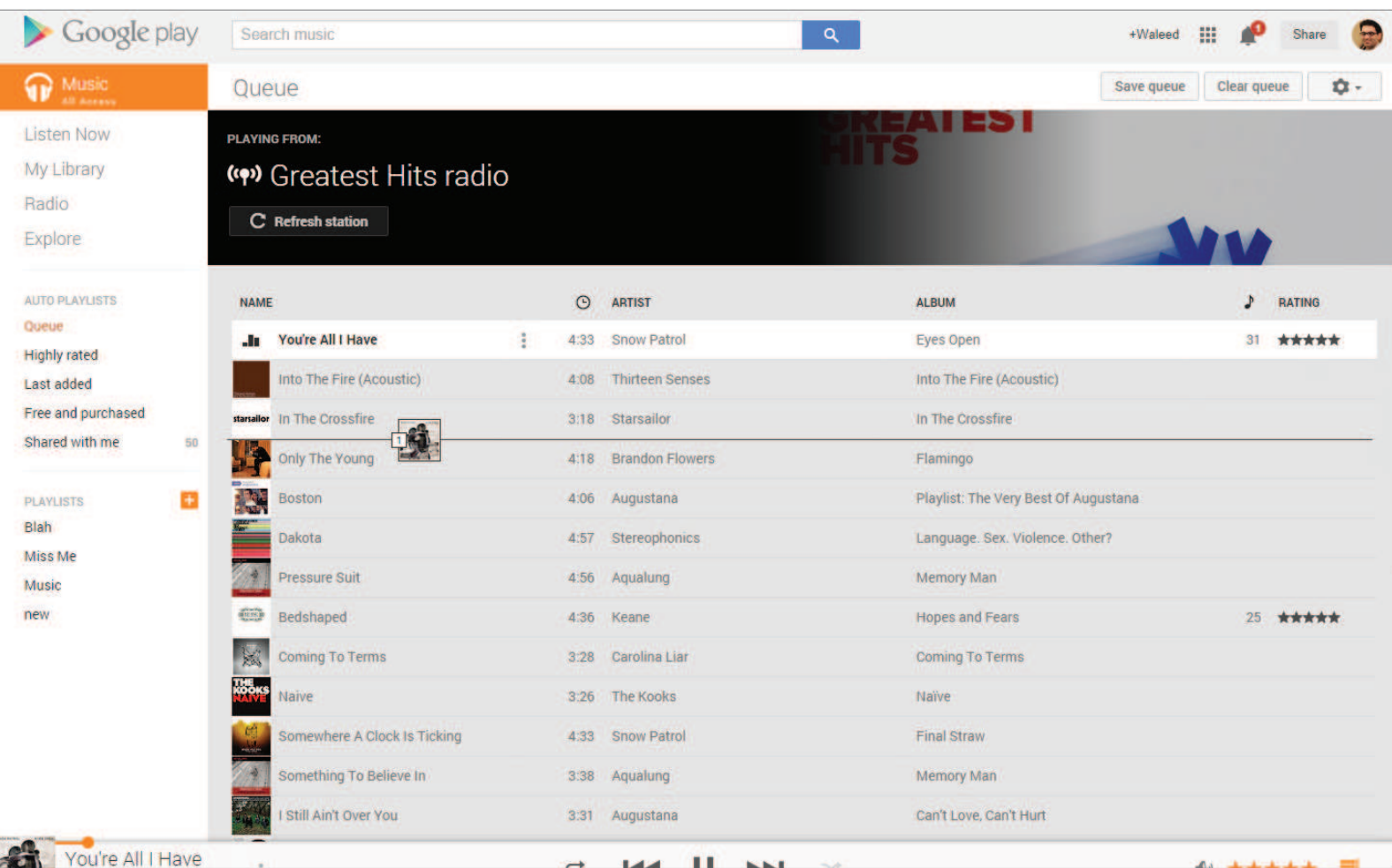
Format / Layout:

Editing:

- 11 The Guide to MVPs May 16 >
- 12 [3d] Dropbox Carousel Design: De-Constructed Hot Product Designs Deconstruct >
- 13 Designing the User Experience -- The Cheat Sheet May 16 >
- 14 Product Design Blogs To Check Religiously May 23 >
- 15 A Practical Look at UI and UX Design May 23 >
- 16 Building a Kick-Ass Product Portfolio May 30 >
- 17 future of wireframing & prototyping May 30 >
- 18 mobile ui design pattern trends Jun 27 >

Videos

- ▶ Intro to Asana
- ▶ Teamwork Without Email
- ▶ Set Goals with Calendars
- ▶ Plan Your Day in Asana
- ▶ Plan & Run Meetings in Asana
- ▶ Capture Ideas in Asana



## PROBLEM

The user wants to sort and organize items in a way that makes sense to them in the current view without pogo-sticking between master and detailed views of content.

## SOLUTION

Content can be picked up and rearranged, or simply dragged across to perform an action. One great example of this pattern is when you're arranging items on the homescreen, but we see this being implemented in a lot of web apps as well.

Google Play Music lets you drag and drop songs in a playlist to rearrange the order in which they're played. Since this is a very interactive action, you should make sure the UI provides visual feedback in the form of animations or color changes to clearly indicate that something is happening. For example, items being dragged in Asana are highlighted with a shadow. Another visual cue is highlighting the drop target, that is the location where the item will fall when the user lets go.



Share this ebook  
with friends!



7

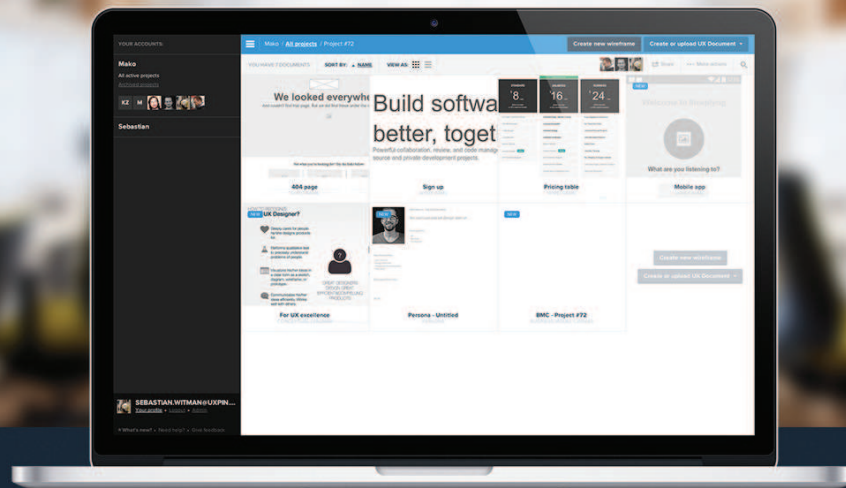
# Beg, Borrow & Steal – When Appropriate

Take these design patterns and elements, and tailor them to solve your own problems and, most importantly, those of your users.

Designers, developers, and product managers from all over the world collectively contribute to solving problems you're likely trying to solve today. Why reinvent the wheel? Learn from their insights and even explicit solutions to move faster and smarter. Just remember that there is no one-size-fits-all solution when it comes to user experience design. Many of the patterns we've covered here work extremely well when mixed and matched with each other. And they should be tailored to your unique product, users, and team for optimal results.

We're constantly uncovering new design insights on our [blog](#) and [design library](#) so stay tuned for more. In the meantime, UXPin's current free e-books – [Mobile UI Design Patterns](#), [Web Design Trends](#), [Mobile Design Trends](#), and [The Guide to Wireframing](#) – and, of course, [The Design Pattern and Wireframing Libraries Guide](#) have a bunch of examples as well.

Best of luck!



- ✓ Rich UI element libraries, including Bootstrap, Foundation, Semantic, Flat UI and more
- ✓ Complete lo-fi to hi-fi prototyping
- ✓ Advanced interactions and animations
- ✓ Responsive design ready



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