

## Session 3 Patterns

1



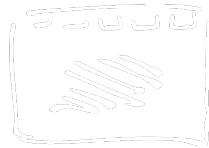
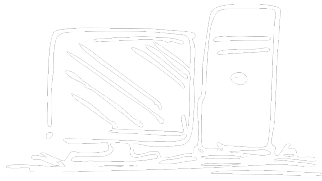
application patterns

2

richness of desktop  
applications

+

familiar features of the  
web



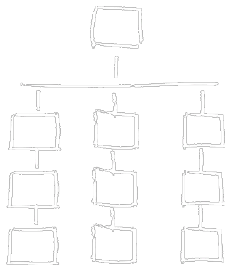
live save drag and drop slide  
preview direct editing undo redo  
drill down immediate feedback  
dynamic refresh drawing resize  
collapse

hyperlinks bookmarks tags  
pop-ups flash animation file upload  
graphics back button browser  
css single click search  
paradigms multi media innovation

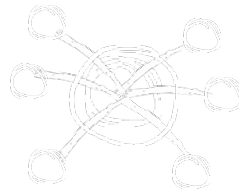
3

## Application Structure

fundamental shift in thinking from hierarchal site maps to  
choosing a structure that supports a richer experience



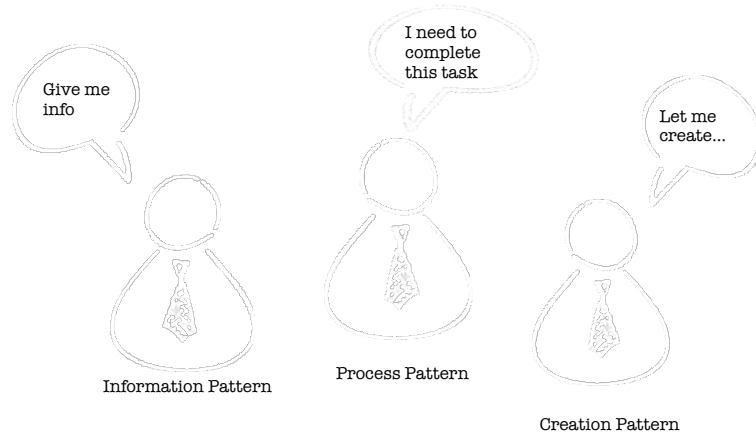
shift away from HTML paging  
paradigm  
eliminate unnecessary navigation



map screen flow directly to  
users tasks  
one-screen-per-goal philosophy

4

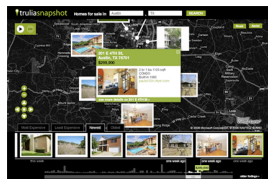
People's goals fall into one of three categories



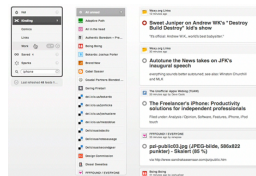
From *Designing For Flex* by Rob Adams

5

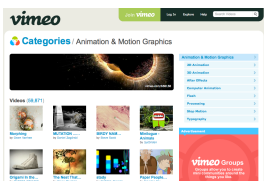
application pattern  
information



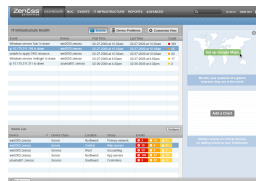
maps



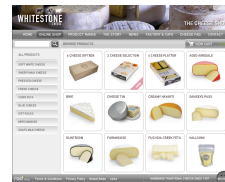
news readers



media players



dashboards



online stores

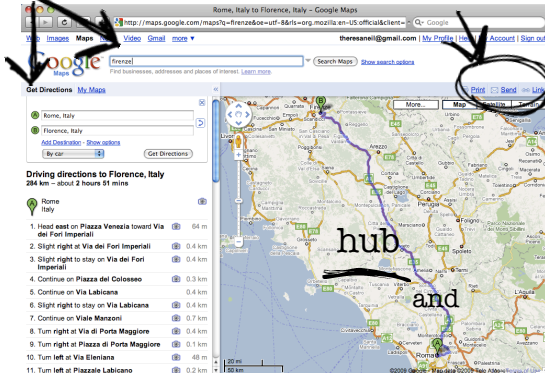
The right pattern to use when people need to browse, compare, comprehend, or analyze information

6

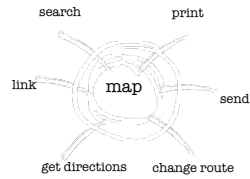
spokes

spokes

application pattern  
information



Google Maps



hub-and-spoke

emphasizes visual communication

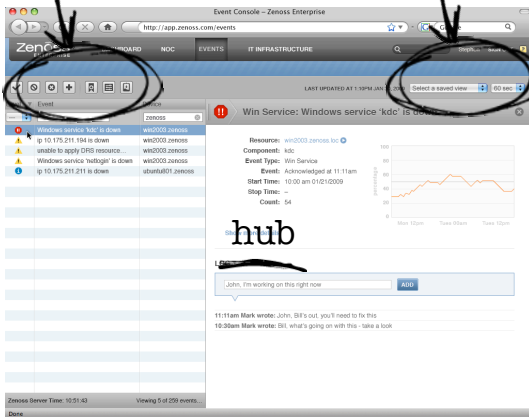
de-emphasizes navigation and extraneous tasks

7

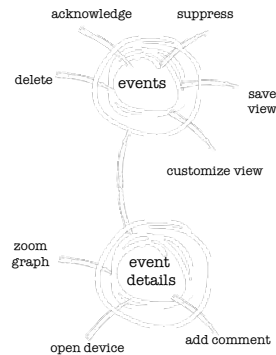
spokes

spokes

application pattern  
information



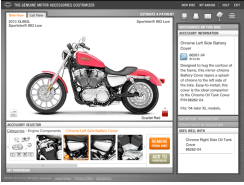
Zenoss Open Source Systems Management



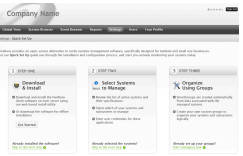
start by displaying the primary content  
give content maximum real estate  
offer integrated filters and multiple views

8






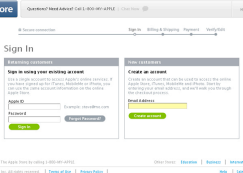
product configuration



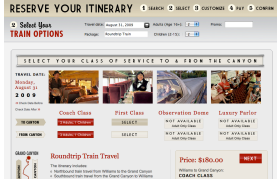
set-up/installation



fill out forms



checkout



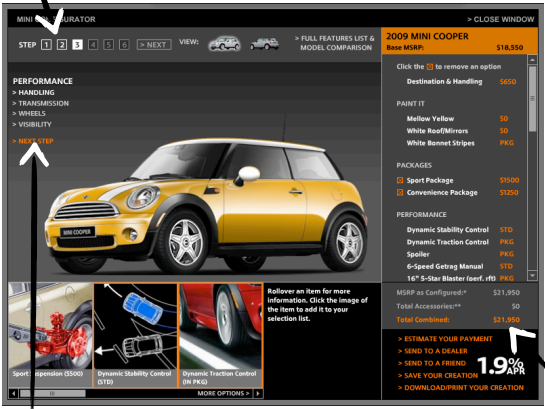
book travel

application pattern process

The right pattern to use when people need to provide information in a structured manner

9

steps



next

step 1 2 3

application pattern process

for complex or infrequent workflows

show the steps- provide clear navigation

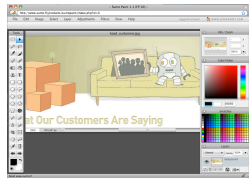
let people skip ahead

keep the goal visible

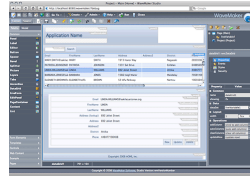
goal

10

application pattern  
creation



illustrate



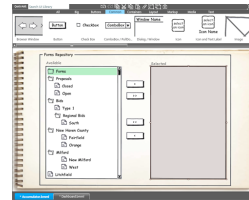
code



photo editing



document/write



diagram

The right pattern to use when people need to create  
new content or modify existing content

11

application pattern  
creation

contextual tools

total control



allocate the most real-estate  
for the workspace

utilize contextual tools-  
show them only when they  
are needed

undo and redo are  
mandatory

maximize  
real-estate

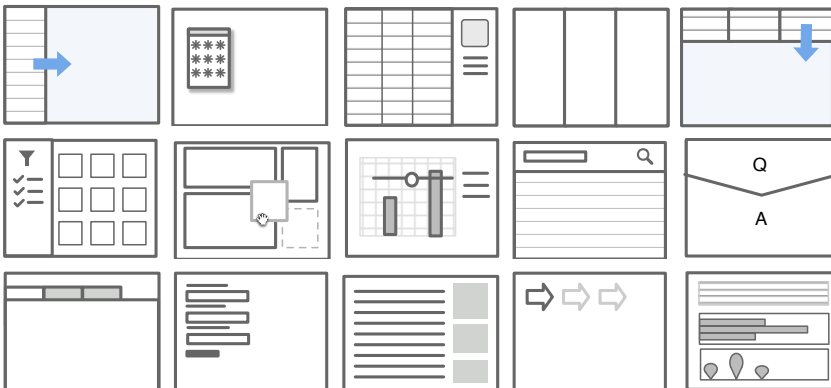
12



page patterns

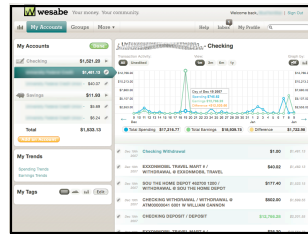
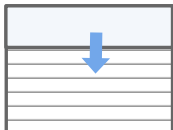
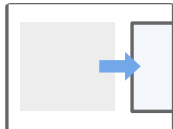
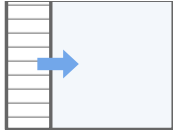
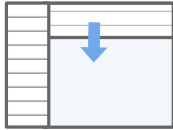
13

Layout

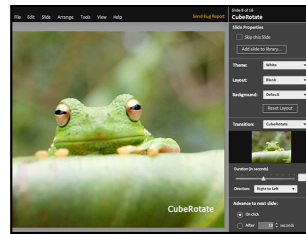


14

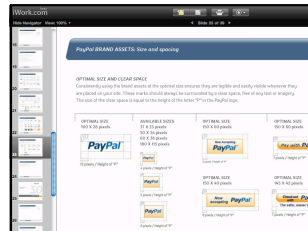
## Master/Detail



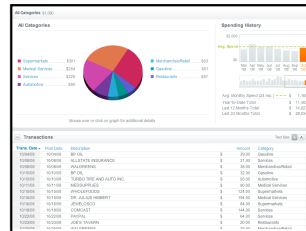
wesabe



Slide Rocket



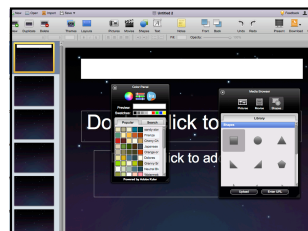
iWork Beta



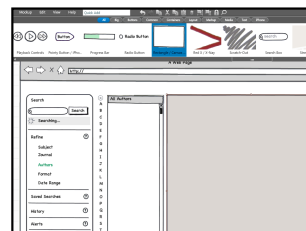
Discover Spend Analyzer

15

## Palette/Canvas



280Slides



Balsamiq



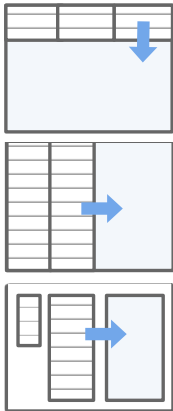
Paper Critters



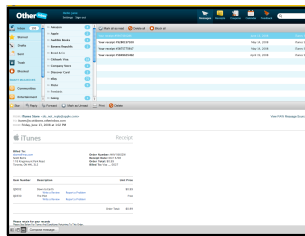
Palm Ares

16

## Column Browse



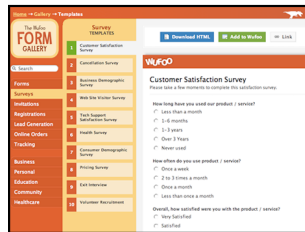
Column Browse



other inbox



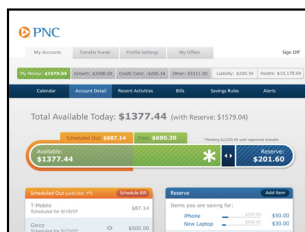
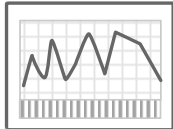
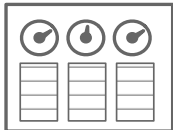
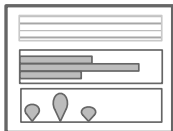
kuler



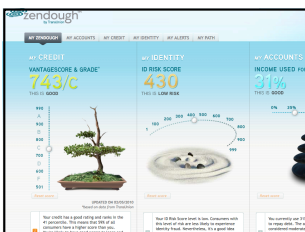
Wufoo

17

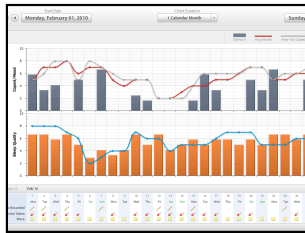
## Dashboards



PNC Virtual Wallet



zendough



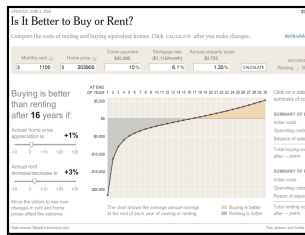
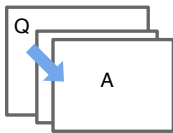
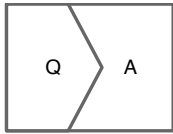
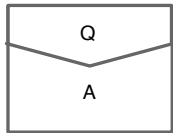
Optimism Online



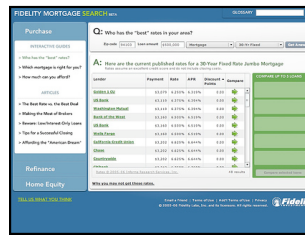
IMA Dashboard

18

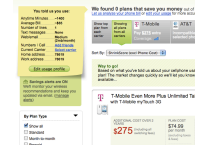
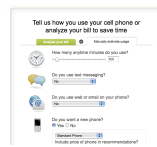
## Question/Answer



New York Times Rent vs Buy



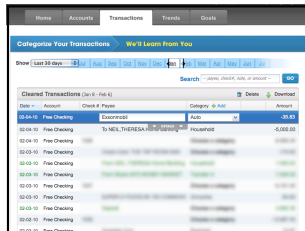
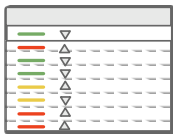
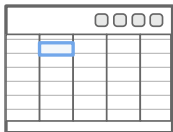
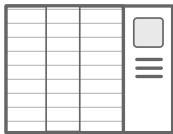
Fidelity Mortgage Search



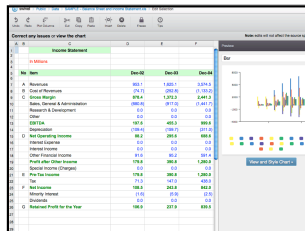
BillShrink

19

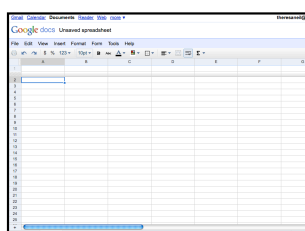
## Spreadsheet/Grid



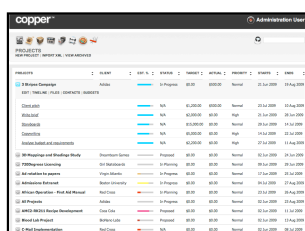
Quicken Online



Swivel



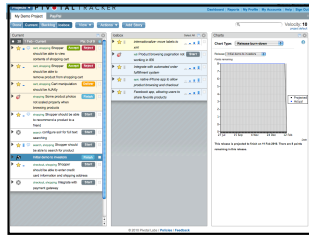
Google Docs



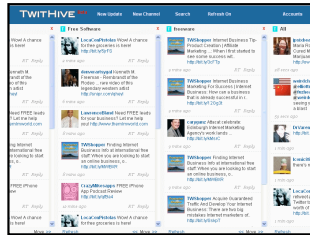
Mint

20

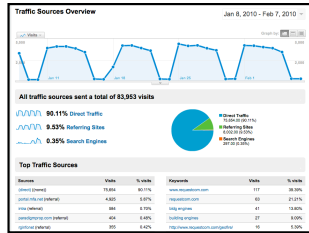
## Parallel Panels



Pivotal Tracker



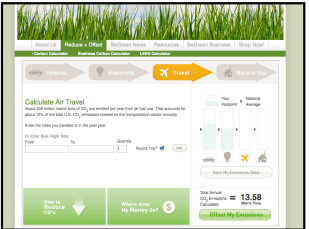
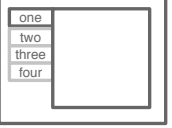
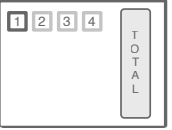
TwitHive



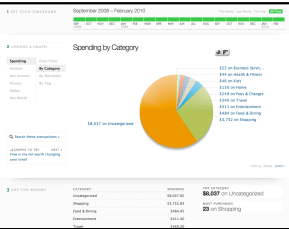
Google Analytics

21

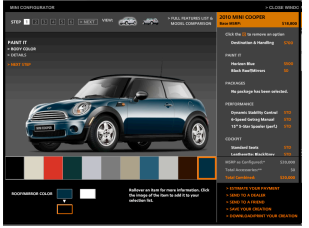
## Wizards



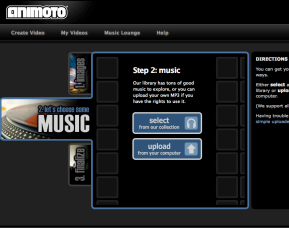
BeGreenNow.com



Mint



MINI USA

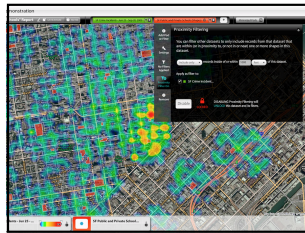
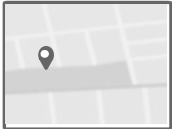
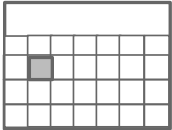
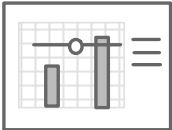


Animoto

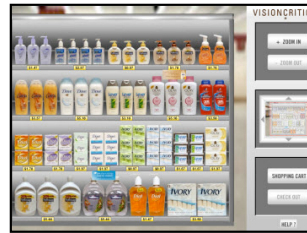
22



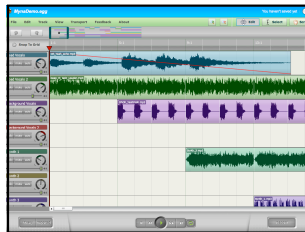
## Interactive Models



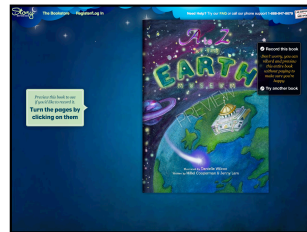
Spatial Key



Vision Critical



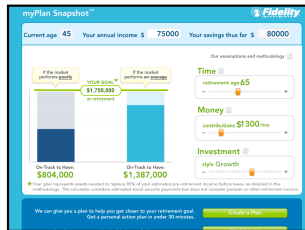
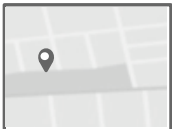
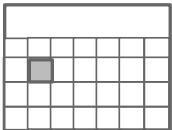
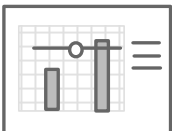
Aviary Myna



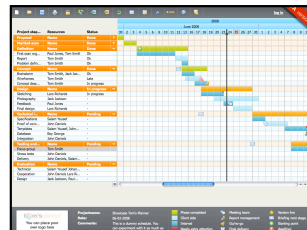
A Story Before Bed

23

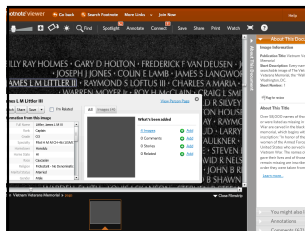
## Interactive Models



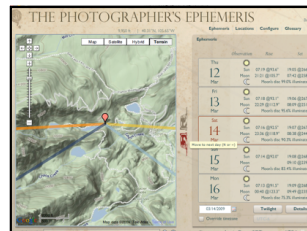
spaaze



Tom's Planner



Footnote

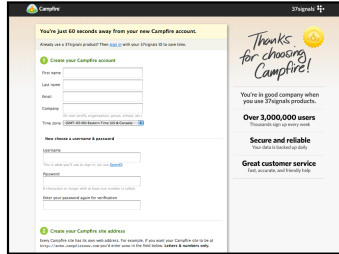
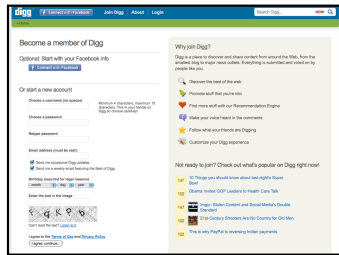


Ephemeris

24

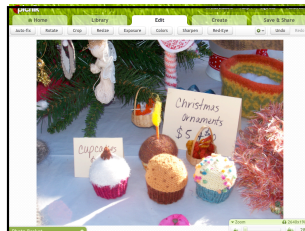


# Form

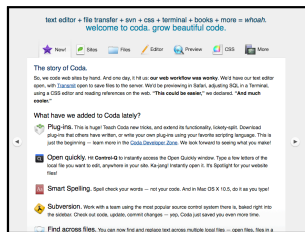


25

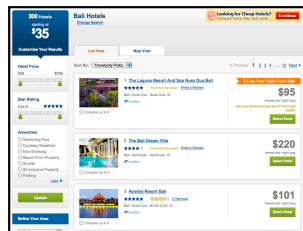
# Tabbed



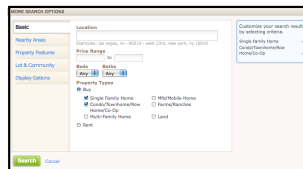
Picnik



Coda



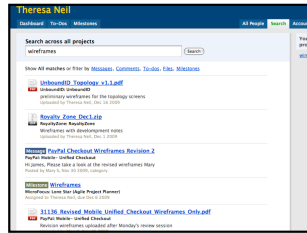
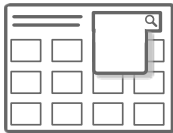
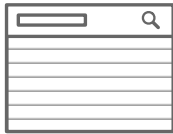
Travelocity



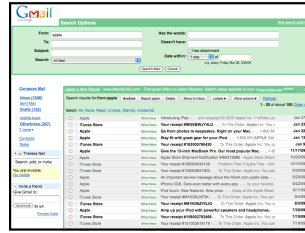
Realtor.com

26

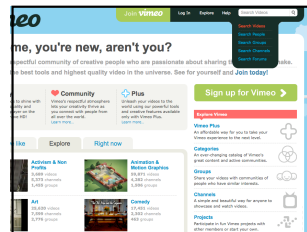
## Search/Results



37signals BaseCamp



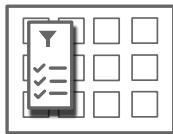
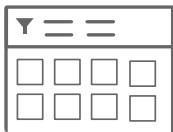
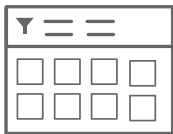
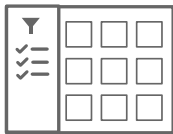
Gmail



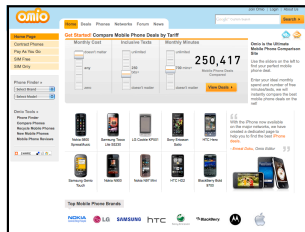
Vimeo

27

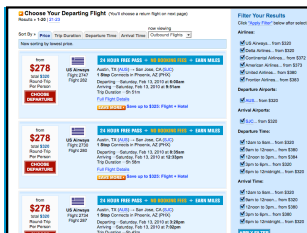
## Refine Datasets



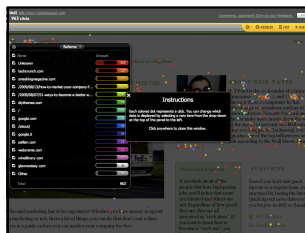
Delve



Omio



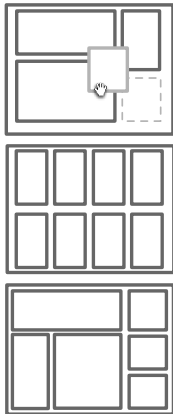
Orbitz



Crazy Egg

28

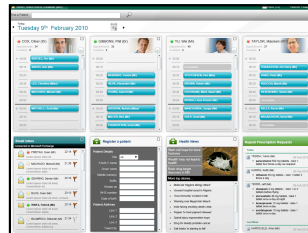
## Portal



Tumblr



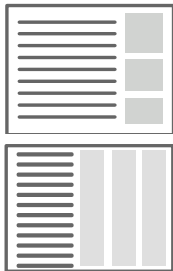
BBC



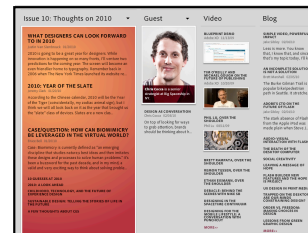
Microsoft Health Common User Interface

29

## Palette/Canvas



Tumblr



Inspire - xd.adobe.com

30



mobile patterns

31

## Mobile Navigation



Three types of iPhone navigation: Flat, Tab, Tree



Gowalla: Tab + Flat  
- Josh Clark (Tapworthy)

Source: Tapworthy by Josh Clark

32

# Mobile Design Pattern Gallery: Screenshots

Theresa Neil Interface Designs, LLC

The gallery displays 48 mobile design patterns arranged in 8 rows and 6 columns. The categories are as follows:

- Row 1:** Launch Pad, List Menu, Tab Menu, Sign In, Registration, Checkout, Standard Table, Headerless Table, Grouped Rows, Fixed Column, Error.
- Row 2:** Gallery, Dashboard, Real World Manager, Calculator, Search Criteria, Multi-Step, Cascading, Editable, With visual indicators, Table + Summary, Feedback.
- Row 3:** Rapid Search, Search with Auto Complete, Nested Search, Filter Form, Drawer, Filter Chaining, Toggle Filter, Dialog, Tip, Tool, Setup, Progress.
- Row 4:** Search Form, View Results, Chart w/ Time Triggers, Chart with Table, Data Point Overlay, Pivot Table, Whiteboard, Indexed, Parameters, Discriminator, Help.
- Row 5:** Sort Form, Selector, Toggle Sort, Zoom in, Scrolling with Previews, Spectrogram (Waveforms), Toolbar, Menu, Contextual Tools, Inline Actions, Buttons, Bulk Edit Menu.

# Mobile Design Pattern Gallery: Screenshots

Theresa Neil Interface Designs, LLC

The gallery displays 48 mobile design patterns arranged in an 8x6 grid. The patterns are categorized as follows:

- Launch Pad:** A grid of four squares, each with a different icon.
- List Menu:** A list of items with right-pointing chevrons.
- Tab Menu:** A list of items with a highlighted tab at the bottom.
- Sign In:** A form with fields for email and password, and a 'Sign In' button.
- Registration:** A form with fields for name, email, password, and a 'Register' button.
- Checkout:** A form with fields for shipping address, payment method, and a 'Place Order' button.
- Standard Table:** A table with multiple columns and rows.
- Headerless Table:** A table without a header row.
- Grouped Rows:** A table with rows grouped by a common attribute.
- Fixed Column:** A table with a fixed column width.
- Error:** A screen displaying an error message and a 'Try Again' button.
- Gallery:** A grid of images.
- Dashboard:** A screen with a circular gauge and a list of items.
- Real World Manager:** A screen with a circular gauge and a list of items.
- Calculator:** A screen with a numeric keypad and a display.
- Search Criteria:** A screen with a search bar and a list of items.
- Multi-Step:** A screen with a progress bar and a list of items.
- Cascading:** A screen with a list of items and a 'Next' button.
- Editable:** A screen with a list of items and an 'Edit' button.
- With visual indicators:** A screen with a list of items and visual indicators.
- Table + Summary:** A screen with a table and a summary section.
- Feedback:** A screen with a feedback form and a 'Submit' button.
- Rapid Search:** A screen with a search bar and a list of items.
- Search with Auto Complete:** A screen with a search bar and a list of items.
- Nested Search:** A screen with a search bar and a list of items.
- Filter Form:** A screen with a filter form and a list of items.
- Drawer:** A screen with a list of items and a drawer menu.
- Filter Chaining:** A screen with a filter form and a list of items.
- Toggle Filter:** A screen with a list of items and a toggle filter.
- Dialog:** A screen with a dialog box.
- Tip:** A screen with a tip message.
- Tool:** A screen with a tool interface.
- Setup:** A screen with a setup form.
- Progress:** A screen with a progress bar.
- Search Form:** A screen with a search form.
- View Results:** A screen with a list of items.
- Chart w/ Time Triggers:** A screen with a chart and time triggers.
- Chart with Table:** A screen with a chart and a table.
- Data Point Overlay:** A screen with a chart and data point overlay.
- Pivot Table:** A screen with a pivot table.
- Whiteboard:** A screen with a whiteboard interface.
- Indexed:** A screen with a list of items and an index.
- Parameters:** A screen with a list of items and parameters.
- Discriminator:** A screen with a list of items and a discriminator.
- Help:** A screen with a help section.
- Sort Form:** A screen with a sort form.
- Selector:** A screen with a selector.
- Toggle Sort:** A screen with a list of items and a toggle sort.
- Zoom in:** A screen with a zoom in feature.
- Scrolling with Previews:** A screen with a list of items and previews.
- Spectrogram (Waveforms):** A screen with a spectrogram.
- Toolbar:** A screen with a toolbar.
- Menu:** A screen with a menu.
- Contextual Tools:** A screen with a list of items and contextual tools.
- Inline Actions:** A screen with a list of items and inline actions.
- Buttons:** A screen with a list of items and buttons.
- Bulk Edit Menu:** A screen with a list of items and a bulk edit menu.

# Mobile Design Pattern Gallery: Screenshots

Theresa Neil Interface Designs, LLC

The gallery displays 48 mobile design patterns organized into 12 categories, each with 4 examples:

- Launch Pad:** Four variations of a grid-based launch screen with icons and text.
- List Menu:** Four variations of a list-based menu with expandable items.
- Tab Menu:** Four variations of a tabbed interface with different tab styles and content.
- Sign In:** Four variations of a login screen with email/password fields and a 'Sign In' button.
- Registration:** Four variations of a registration screen with multiple form fields and a 'Register' button.
- Checkout:** Four variations of a checkout screen showing a list of items and a total amount.
- Standard Table:** Four variations of a standard table layout with multiple columns.
- Headerless Table:** Four variations of a table without a traditional header row.
- Grouped Rows:** Four variations of a table where rows are grouped together.
- Fixed Column:** Four variations of a table with fixed column widths.
- Error:** Four variations of an error message screen with a red border and a 'Register' button.
- Feedback:** Four variations of a feedback screen with a 'Registration complete' message and a 'Back' button.

Q&A

Q&A

# Lunch

(75 minutes)