2.2. <u>UI ELEMENTS AND PATTERNS</u>
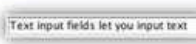
(I) <u>UI Elements</u>

UI elements are the building blocks of a user interface, the individual parts that users see and interact with on websites, apps, and other digital product

1. **Buttons**: Buttons are like interactive squares or circles that you can click or tap on. They perform actions like "Submit," "Next," or "Cancel."

2. **Text Fields**: Text fields are areas where you can type in text, like when you search for something or enter your name.

3. **Checkboxes**: Checkboxes are like little boxes that you can tick or un-tick to make a choice from a list of options.

4. **Radio Buttons**: Radio buttons are like small circles or dots that you can select, but you can only choose one option from a group of choices.

5. **Icons:Icons** are small pictures or symbols that represent actions or ideas, like a magnifying glass for search or a home symbol for the homepage.

6. **Dropdown Menus**: Dropdown menus are like hidden lists that appear when you click on a button or a label. They show you more options to choose from.

7. **Sliders**: Sliders are like bars or scales that you can slide left or right to adjust settings or choose a value.

8. **Tabs:** Tabs are like labeled sections that you can click on to switch between different parts of a website or app.

9.**Tooltips**: Tooltips are like small pop-up boxes that show extra information when you hover your mouse over something.

10. **Cards**: Cards are like little containers that hold information, like a picture, a title, and a short description, neatly displayed together.

These UI elements help users interact with websites and apps by clicking, typing, or selecting options, making the overall experience more intuitive and enjoyable.
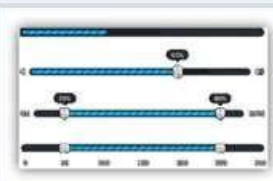
<u>Input Controls</u>

Element	Example
Checkboxes	☐ NonFederal (99) ☐ Federal (57)
Radio Buttons	○ Yes ○ No
Dropdown Lists	Find your state or... ▼ Go
List Boxes	List boxes Are like dropdowns But they let You make Multiple selections Like checkboxes do
Buttons	✉ Send Post ▾ Tweet

Element	Example
Dropdown Button	General Settings Your Profile Sign Out
Toggles	◀ ▶ ON OFF
Text Fields	Text input fields let you input text
Date and Time Picker	Sep, 2010 Su Mo Tu We Th Fr Sa

Element	Example
Icons	

Element	Example
Search Field	
Breadcrumb	Home > Folder Index Page > Page You're On
Image Carousel	

Element	Example
Pagination	
Tags	**Tags** Costs (72) Health Conditions (54) Improving Care (53) Prevention (50) Rights, Protections and Benefits (135) Insurance Coverage (141) Clean Fresh Modern Unique
Sliders	

(II) <u>**UI Patterns**</u>

        User interface (UI) design patterns are reusable/recurring components which designers use to solve common problems in user interface design. For example, the breadcrumbs design pattern lets users retrace their steps. Designers can apply them to a broad range of cases, but must adapt each to the specific context of use.

Common UI Design Patterns

Some of the most common UI design patterns are:

- **Breadcrumbs** – Use linked labels to provide secondary navigation that shows the path from the front to the current site page in the hierarchy.

- **Lazy Registration** – Forms can put users off registration. So, use this sign-up pattern to let users sample what your site/app offers for free or familiarize themselves with it. Then, you show them a sign-up form. For example, Amazon allows unrestricted navigation and cart-loading *before* it prompts users to register for an account. Note:

- When content is accessible only to registered users or users must keep entering details, offer them **simplified/low-effort sign-up forms**.

- **Minimize/Avoid optional information fields**. Use the **Required Field Markers** pattern to guide users to enter needed data.

- **Forgiving Format** – Let users enter data in various formats (e.g., city/town/village *or* zip code).

- **Clear Primary Actions** – Make buttons stand out with color so users know what to do (e.g., "Submit"). You may have to decide which actions take priority.

- **Progressive Disclosure** – Show users only features relevant for the task at hand, one per screen. If you break input demands into sections, you'll reduce cognitive load (e.g., "Show More").

- **Hover Controls** – Hide nonessential information on detailed pages to let users find relevant information more easily.

- **Steps Left** – Designers typically combine this with a wizard pattern. It shows how many steps a user has to take to complete a task. You can

use gamification (an incentivizing design pattern) here to enhance engagement.

- **Subscription Plans** – Offer users an options menu (including "Sign-up" buttons) for joining at certain rates.

- **Leaderboard** – You can boost engagement if you use this social media pattern.

- **Dark Patterns** – Some designers use these to lead or trick users into performing certain actions, typically in e-commerce so they spend more or surrender personal information. Dark patterns range in harmfulness. Some designers leave an unchecked opt-out box as a default to secure customer information. Others slip items into shopping carts. To use dark patterns responsibly, you must be ethical and have empathy with your users. Dark patterns are risky because user mistrust and feedback can destroy a brand's reputation overnight.