

Pattern	Problem	Improvement	Workshop Activity
Huge images (or auto-playing videos), especially in the header / hero section.	Uses up lots of data: expensive and slow.	Heavily optimise images, don't auto-play video. Be aware of the cost (in data and time) of your images.	Use image optimisation tools. Get ideas from Lara Hogan's <a href="#">Optimizing Images chapter of Designing for Performance</a>
Parallax	Janky: processor-intensive, especially on mobile. Causes scrolling issues.	Don't use it. Have static images breaking up the content instead.	Make a plan for ditching parallax.
Off-canvas navigation	Hides your content from users, removes information scent.	Review your IA, use a different style of navigation.	Review the IA, sketch new navigation styles.
Low contrast text	Not very readable or legible in low light, or for users with poorer eyesight.	Up the contrast.	Use some colour contrast checking tools. (e.g. <a href="#">Lea Verou's contrast ratio</a> )
Carousels, especially auto-playing ones	People often ignore them (like they do with ad banner blindness), seldom interact with them. Many have accessibility issues.	<u>Don't use them!</u> Or at least let the user move the slides, and <u>provide labels that give them a reason to use it.</u>	Make a plan for how to ditch your carousels, and how to explain it to the bosses.
Share Widgets	Interactive widgets slow down a page, and can block loading of the rest of it. Share buttons add weight to a page and are seldom used.	Remove social media sharing widgets entirely, or replace them with simple link versions.	Make a plan for what to do in own work.
Relying on custom fonts in your design	Custom fonts can be slow to load, or fail to load at all.	Make sure your site works great with the generic serif or sans-serif system fonts.	Remove custom fonts from your site and see what changes you need to make.
Loading screens	Hides a bigger problem: your site is too slow!	Conduct a thorough performance review of your site.	Use <a href="#">WebPageTest</a> and <a href="#">Google's Page Speed Insights</a> to get some ideas for improvements.

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Single Page websites	Can result in large, heavy, pages. That means slow and expensive, especially on mobile. More difficult for people to share a specific part of the page.	Split it into several pages.	Make a plan for splitting it into several pages.
Ghost buttons	They don't offer proper affordance as a button, and often aren't visually distinct from other interface elements.	Make buttons look like buttons.	Redesign some existing buttons in your work.
Thinking in pages	Focus shifts to look and feel as opposed to content	Concentrate on systems design with reusable modular components	Concentrate on modular design
Static prototypes	Still thinking in pages and a print-like mindset	Move to in-browser design, utilizing rapid and style prototyping	Use tools like Invision. Use HTML.
Over-reliance on grid systems	Generic grids (Bootstrap, Foundation, etc) are neither a good representation of a site's content nor its design.	Consider content out layouts	Simplify your grid
Modal/overlay	Terrible for keyboard users. Impede flow through site. (Ok for image galleries?)	In almost all cases, there is no need to force users into specific actions. Rather, show the content that you were going to put into an overlay within the page	Consider collapsible UI elements or dynamic inline elements.
Text over images	Produces unexpected results if length is not ideal. Obscures images. Tricky with responsive design.	Flow text around images. Do you actually need that image?	Redesign image/text layout

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Fixed positioning	Performance killer if you are using js. Interferes with scrolling. Can take up a lot of screen real estate especially on mobile.	Use natural element flow	Remove fixed positioning (especially on mobile).
Hiding information behind hover states (or even worse, clickable js elements)	Makes information inaccessible to non-mouse users	Don't hide information	Consider why info needs to be hidden. Is it really necessary to have?
Typography	Too many font-size and family declarations	Very hard to maintain	Keep font variations to a minimum. Use a typographic scale like <a href="#">Modular scale</a> or <a href="#">Type scale</a>
Pagination	Large datasets can lead to confusion (where am I?).	Only use when it is not possible to display all the data on a single page/ screen or when the dataset is in some way ordered. Do not use when you don't want the user to pause for navigating to the next page.	Reconsider / redesign pagination controls.
Infinite scrolling	Removes sense of control from user (no endpoint). Not easy to discern information. Inefficient. Poor performance.	Consider cumulative search filters	Allow user to narrow down interest/ search. See <a href="#">So You Think You've Built a Good Infinite Scroll</a>
Animation	Obscure navigation interactions, annoying banner ads, Flash intros. Performance and bandwidth killers	Micro animations can improve user experience, eg. communicating status, adding affordance, showing status.	Use where appropriate.
Forms	What element to use when. "Designed" inputs. Inappropriate inputs.	Use appropriate inputs for desired user behaviour.	Look at the forms you have designed and see if they can be improved.

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Login	forcing login. Social login. Which one did I use. What if one ceases to exist. Only Facebook / Twitter, etc.	Consider specific use cases for login	Evaluate and reconsider logins on your sites.
Responsive Web Design	:troll:	Make separate sites for: mobile, tablet, desktop, watch, and fridge.	Figure out that this one is a joke.

# Handout links

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Designing for performance - Optimizing Images -

<http://designingforperformance.com/optimizing-images/>

(<http://designingforperformance.com/optimizing-images/>)

Lea Verou's contrast ratio - <http://leaverou.github.io/contrast-ratio/>

(<http://leaverou.github.io/contrast-ratio/>)

Carousels - <http://shouldiuseacarousel.com/> (<http://shouldiuseacarousel.com/>) and

<http://uxmovement.com/navigation/why-users-arent-clicking-your-home-page-carousel/>

(<http://uxmovement.com/navigation/why-users-arent-clicking-your-home-page-carousel/>)

Web page test - <https://developers.google.com/speed/pagespeed/insights/>

(<https://developers.google.com/speed/pagespeed/insights/>)

Page speed insights - <https://developers.google.com/speed/pagespeed/insights/>

(<https://developers.google.com/speed/pagespeed/insights/>)

Modular scale - <http://www.modularscale.com/> (<http://www.modularscale.com/>)

Type scale - <http://type-scale.com/> (<http://type-scale.com/>)

Infinite scroll - <http://adrianroselli.com/2014/05/so-you-think-you-built-good-infinite.html>

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