SMART INTERFACE DESIGN PATTERNS
CHECKLISTS
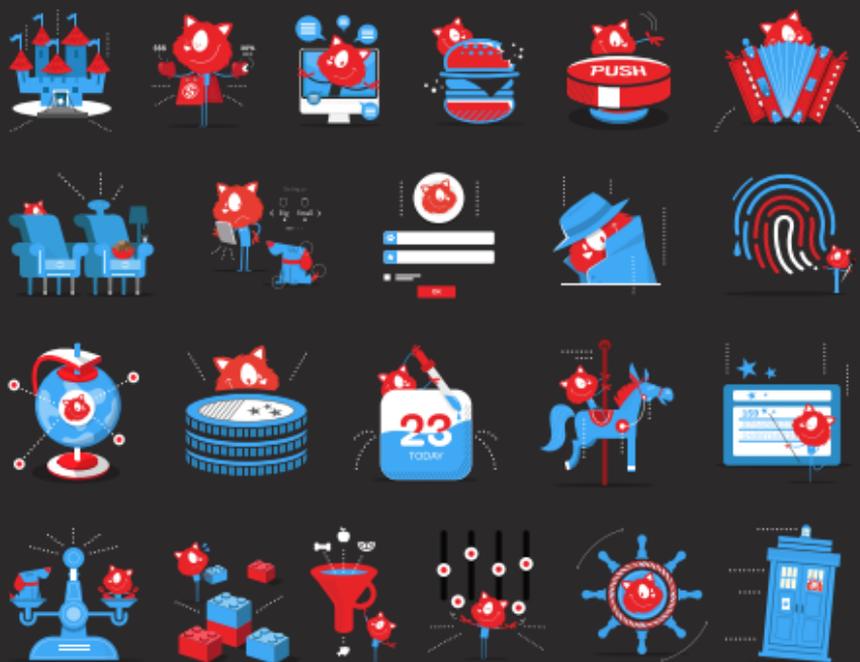
Dear friends,

Coming up with a new solution for every problem takes time, and often it's really not necessary. We can rely on **smart design patterns** and **ask the right questions** ahead of time to avoid issues down the line. This deck of 100 cards is supposed to help with just that.

Just before starting a project, I would sit down with designers and developers and talk through the questions listed in this deck. It helps save time and drive to better decisions when tackling pretty much **any interface challenge** — from intricate data tables and web forms to troublesome hamburgers and carousels.

Each checklist has been curated and refined over 8 years by yours truly — all based upon usability sessions, design iterations and A/B tests. So my sincere hope is that this deck will be helpful for your work to bring up **important conversations** before issues arise, not forget anything crucial that would cause trouble in usability tests, and be prepared for whatever comes next.

Vitaly Friedman

DESIGNING FOR TOUCH
CHECKLIST

DESIGNING FOR TOUCH

01 – Input is never precise: are hit targets at least 50×50px?

02 – Are all our icons large enough to avoid rage-taps/-clicks?

03 – Can we turn icons into larger clickable areas with labels?

04 – Do our links, form elements, and search have enough padding?

05 – Do we expose critical navigation as bottom nav on mobile?

06 – Do we center a critical icon/call to action in the bottom bar?

07 – Do we want to have any floating buttons on mobile?

08 – Do we repeat critical calls to action within our content?

09 – Do we show tooltips/hints above the tappable area?

DESIGNING FOR TOUCH

10 – Can users double-tap on the same spot to undo/restore actions?

11 – Do we provide visual feedback on tap (ripple/active state)?

12 – Do we prompt a larger selector view on imprecise taps?

13 – Did we test input areas with keyboard covering the screen?

14 – Do we space out icons with opposing functions to avoid mis-taps?

15 – Do we always pause auto-play (carousels, video) on tap?

16 – Do dropdowns open on tap/click, rather than only hover?

17 – For prev/next nav, is it displayed on bottom left/right on mobile?

18 – For prev/next nav, is it displayed on center left/right on tablets?

DESIGNING FOR TOUCH

19 — Do we measure the time needed to complete a task (no errors)?

20 — Do we have at most five tabs at the bottom on mobile?

21 — How do we maximize the speed of getting users from A to B?

22 — Can we replace dropdowns with toggles and buttons?

23 — Can we avoid parallax and scroll hijacking for accessibility?

24 — Do we provide buttons for copying/sharing chunks of text?

25 — Have we tested for frequency of rage-clicks/-taps?

26 — Have we optimized the UI for both mobile and desktop?

HAMBURGER

01 – Can we avoid a hamburger icon and show navigation as is?

02 – If not, what icon do we choose to indicate navigation?

03 – Are the icon and padding large enough for comfortable tapping?

04 – Will we place the icon on top left/right, bottom left/right, or floating?

05 – Can we push the icon down a bit by placing the logo above it?

06 – What exactly happens when the user clicks/taps on the icon?

07 – How will the icon change on tap or click?

08 – Will navigation appear as full page/partial overlay, accordion, or slide-in?

09 – If we use slide-in, does navigation appear above or below the header?

HAMBURGER

10 – Will we have some sort of animation or transition on click?

11 – Can we use just CSS for the animation to stay performant?

12 – What if the user opens search/filters and drawer at the same time?

13 – Do we expose some critical navigation by default on desktop/mobile?

14 – Can users close the navigation drawer by tapping on the same spot?

15 – If search is placed within the hamburger nav, can we pull it out?

16 – Do we need to add a label ("Menu") or replace the icon with the label?

17 – Can we use the "less/more" pattern to display at least some nav items?

18 – Can we use tabs or a scrolling pane to expose some sections of the site?

HAMBURGER

19 – When do we start hiding the hamburger and start showing nav items instead?

20 – What if we have space to show some navigation items but not all of them?

21 – Do we want to show/hide navigation on scroll down/up?

22 – What metrics do we use to measure how well our navigation performs?

23 – Have we tested how the hamburger performs against other options?

CAROUSELS
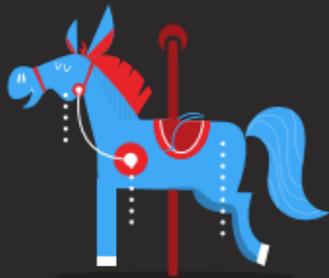
01 – Can we just show a grid of images instead of a carousel?

02 – If not, what's our main goal for using it (traffic, clicks, purchases)?

03 – How much space do we allocate for the carousel (mobile/desktop)?

04 – How do we indicate that the component is a carousel?

05 – How many slides do we want to feature in the carousel?

06 – How do we choose the sequence of slides (first are more important)?

07 – Are we designing a horizontal, vertical, or circular/diagonal carousel?

08 – Where do we place prev/next arrows (below the carousel, or on it)?

09 – Do we auto-detect contrast for prev/next arrows?

CAROUSELS
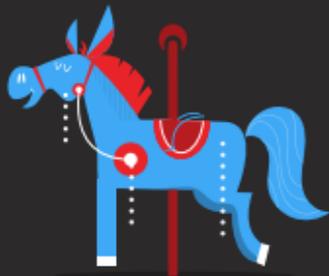
10 – How do we indicate the carousel slide the user is currently on?

11 – Do we display a part of the next/prev slide (30–70%) on mobile/desktop?

12 – Do we want to display a slide's labels next to prev/next buttons?

13 – Do we want the carousel to auto-advance, and if so, how quickly (5–7s)?

14 – Is there a way to pause a carousel if it's auto-advancing?

15 – Do we pause auto-advancing on hover and stop on interaction?

16 – Do we really need auto-rotation on mobile (often ignored)?

17 – How do we indicate how many slides the carousel contains?

18 – Can we replace grey dots with thumbnails, tabs, or just remove them?

CAROUSELS
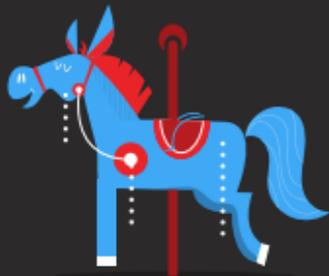
19 – Can we test and measure the CTR for these alternate options?

20 – Do we use an animation to indicate that a carousel contains slides?

21 – What should happen when a user hovers over a slide?

22 – For every step, do we need to group some options to limit scope?

23 – Do we provide sufficient :active and :focus states?

24 – How many carousel slides do we preload ahead of time (for perf)?

25 – If the carousel contains videos, how do we make them distinct?

26 – Do we show information scent for next slides (# of views/rating)?

27 – On mobile, do we support tap and swipe gestures?

CAROUSELS
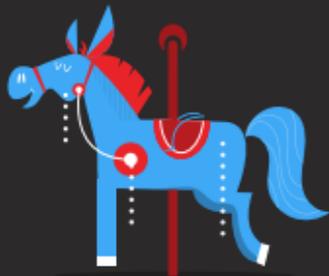
28 – How many items do we display on mobile vs. desktop?

29 – Does layout break if there are too many items (wrapping)?

30 – How do we arrange thumbnails/tabs/dots-/buttons on mobile?

31 – Do we persist the position of the carousel on refresh?

32 – Do we need other flavors of the carousel somewhere (content slider)?

33 – Have we measured the CTR for each slide?

34 – Have we measured interaction decay rates?

MEOW! THANKS FOR BEING SMASHING.

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Complied and curated by Vitaly Friedman, 2012–2020.