

IDENTIFYING & UNDERSTANDING UI COMPONENTS

ANATOMY OF A WEBPAGE

How HTML structure, CSS presentation, UI components, & overarching principles come together to form holistic User Experience....

FIRST, LET'S GET THE TERMINOLOGY STRAIGHT.

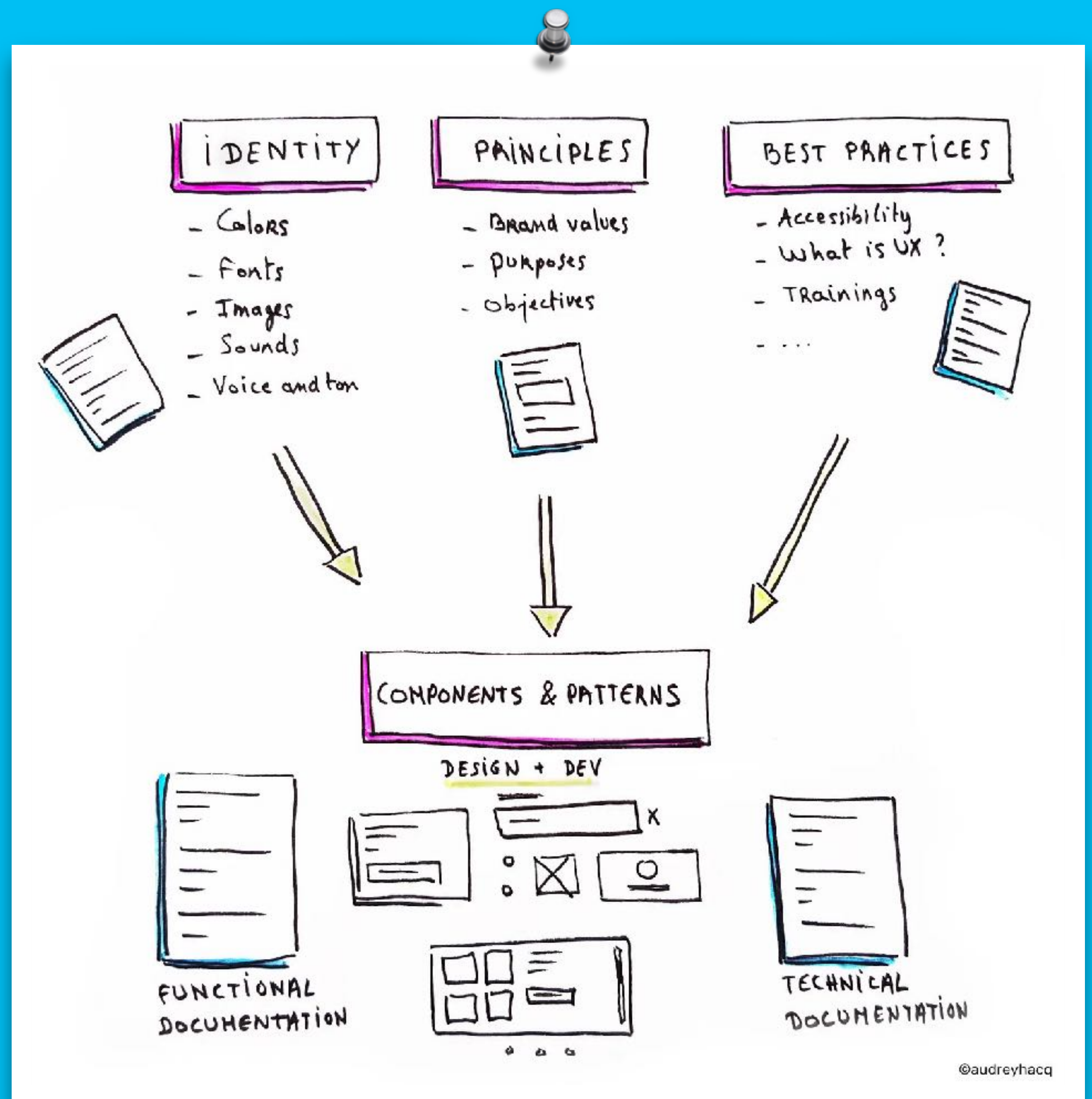
DESIGN SYSTEM **VS.** UI COMPONENTS **VS.** HTML STRUCTURE, **ETC.**

THE BROADEST VIEW...

A DESIGN SYSTEM

Top level planning, includes:

- Best practices, principles, and processes guiding user experience (UX) goals
- Visual style guide / Identity: typography, color, icons, logos, illustrations, brand guidelines
- User Interface (UI) Components
- Pattern libraries
- Technical specs & documentation



DRILLING DOWN...

A DESIGN SYSTEM'S PRINCIPLES & PRACTICES

Some first questions that can guide design:

- What are you promoting, and what are the core values you want to convey and follow?
- Who is the audience?
- What do you want the site *and brand* to do for the user?
- What actions do you want the user to take?
- What are some adjectives that could describe the product or org?



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Design Principles

BRAUN
Ten Principles for Good Design
is innovative
makes a product useful
is aesthetic
makes a product understandable
is unobtrusive
is honest
is long-lasting
is thorough down to the last detail
is environmentally-friendly
is as little design as possible

IKEA
IKEA's Democratic Design
Form | Function | Quality | Sustainable | Affordable

Spotify
Spotify's Design Principles
Relevant | Human | Unified

Microsoft
Microsoft's Inclusive Design
Recognize exclusion | Solve for one, extend to many | Learn from diversity

Google
Material Design Principles
Material is the metaphor | Bold, graphic, intentional | Motion provides meaning

airbnb
Airbnb's Design Principles
Unified, Universal, Iconic, Conversational

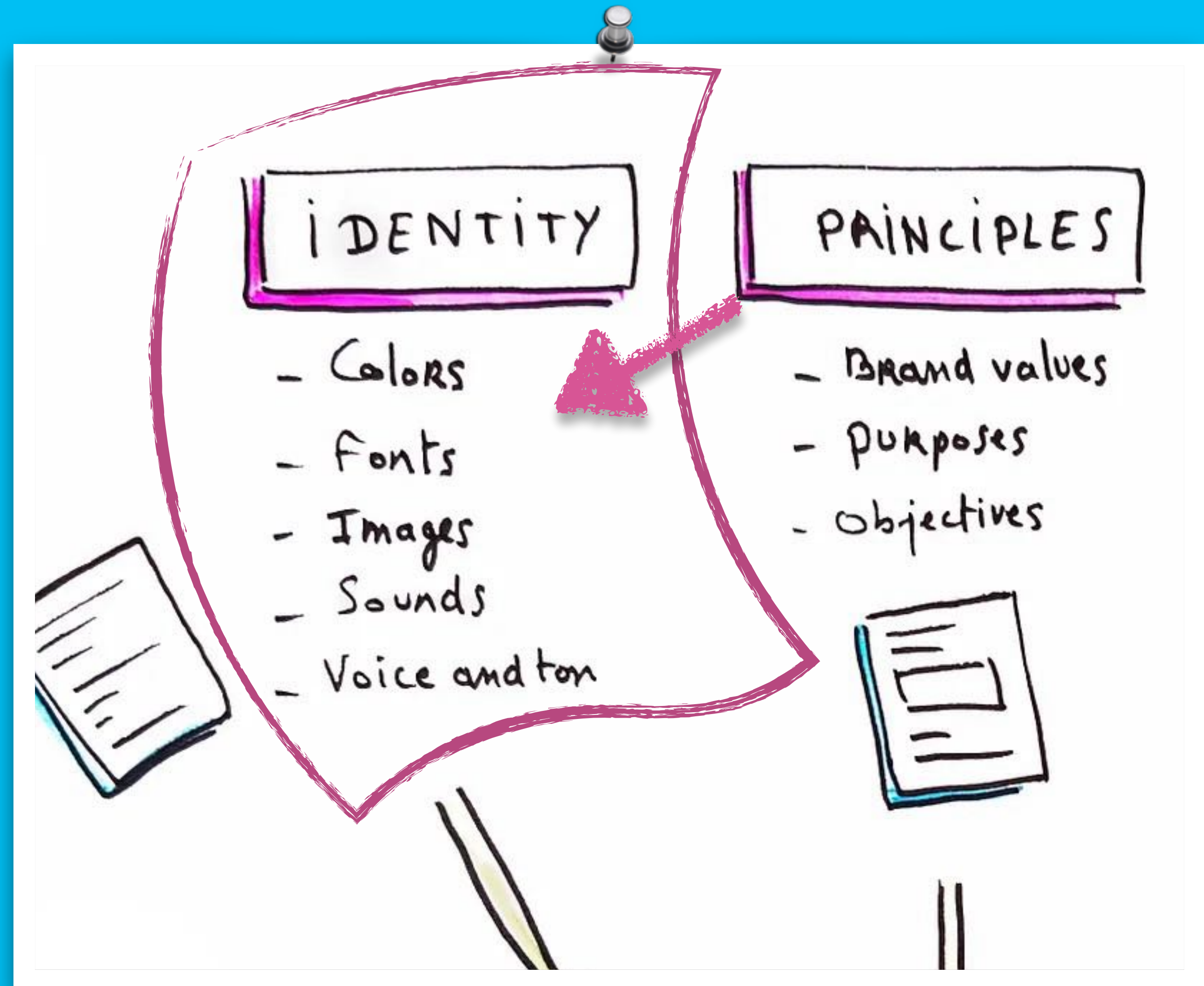
Some corporate examples

DRILLING DOWN...

A DESIGN SYSTEM'S VISUAL IDENTITY

Some next-step questions to help formulate a visual strategy:

- How can I visually convey those values?
- How can color, typography, and hierarchy contribute to successful brand communication and user outcomes?
- How can I create consistency through foundational visual elements?



DRILLING DOWN...

A DESIGN SYSTEM'S VISUAL IDENTITY

Some next-step questions to help formulate a visual strategy:

- How can I visually convey those values?
- How can color, typography, image, and hierarchy contribute to successful brand communication and user outcomes?
- How can I create consistency through foundational visual elements?

Example :

Find the best picture to illustrate the headline **"Looking for travel inspirations?"**



Relevance:

Yes, the picture shows a recognisable destination



Yes, the picture shows a recognisable destination



Story:

Yes, we can imagine someone who parked his bike to enjoy an early quiet swim.



No, it just looks like another aerial picture of Manhattan.



Style:

Yes, the picture is clean,



Yes, the quality of the picture is

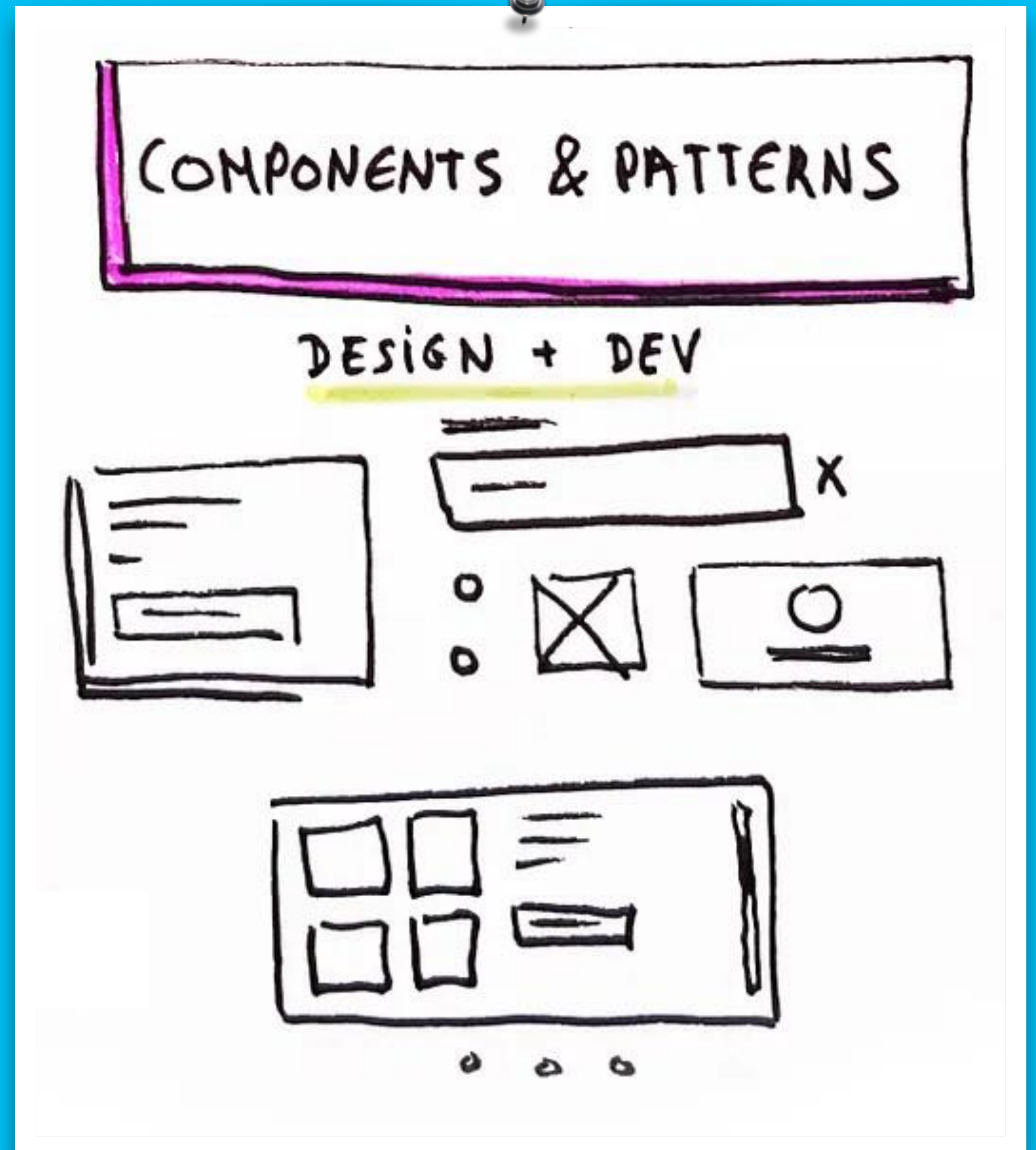


DRILLING DOWN...

A DESIGN SYSTEM'S UI COMPONENTS & PATTERNS

Creating modular, reusable items:

- Components are design elements combined into reusable modules, such as hero sections, CTAs (Calls To Action), forms, product cards, image galleries, menus, etc.
- Components include design rules (padding, margins, color, scale, typography, etc.) and provide code base.
- Patterns are typically common layouts of multiple components, often as “screens.”
- Patterns can also be considered as “recurring solutions” for behaviors, such as serial screens between actions or how filtering works for product selections.



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Usage

Lists are vertically organized groups of text and images.

Optimized for reading comprehension, a list consists of a single continuous column of rows, with each row representing a list item.

List items can contain primary and supplemental actions represented by icons and text.

A	Headline Supporting text	100+
B	Headline Supporting text	100+
C	Headline Supporting text	100+

On this page

Lists

Usage

Anatomy

Responsive layout

Behavior

Use lists for communicating or selecting discrete items, such as choosing from a set of colors.

Anatomy

On this page

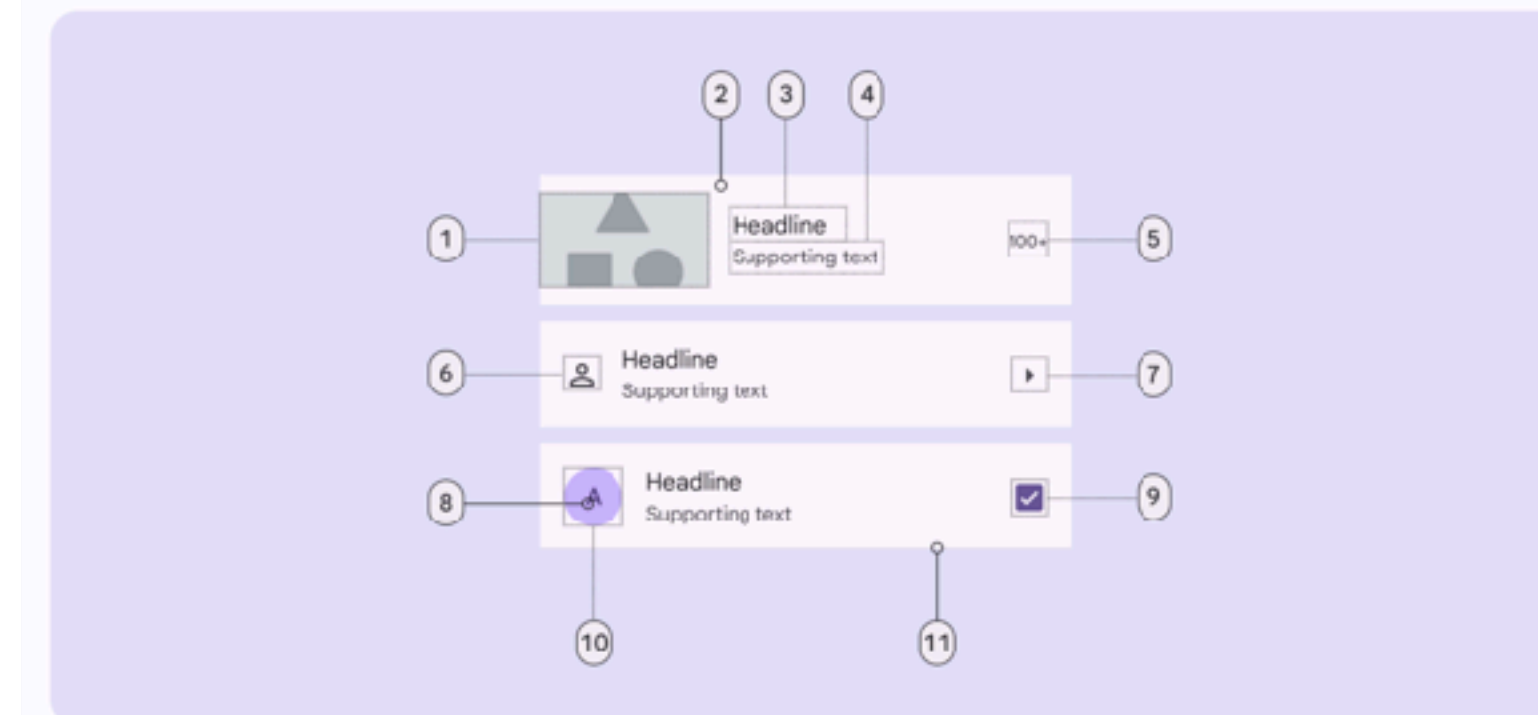
Lists

Usage

Anatomy

Responsive layout

Behavior



Example of Google's [“Material” design system documentation](#) on the “Lists” component.

- 1 Leading media (image or video)
- 2 Container
- 3 Headline
- 4 Supporting text
- 5 Trailing supporting text
- 6 Leading icon
- 7 Trailing icon (or icon button)
- 8 Leading avatar label text
- 9 Trailing selection control (checkbox, radio button, handle, etc)
- 10 Leading avatar container
- 11 Divider (optional)

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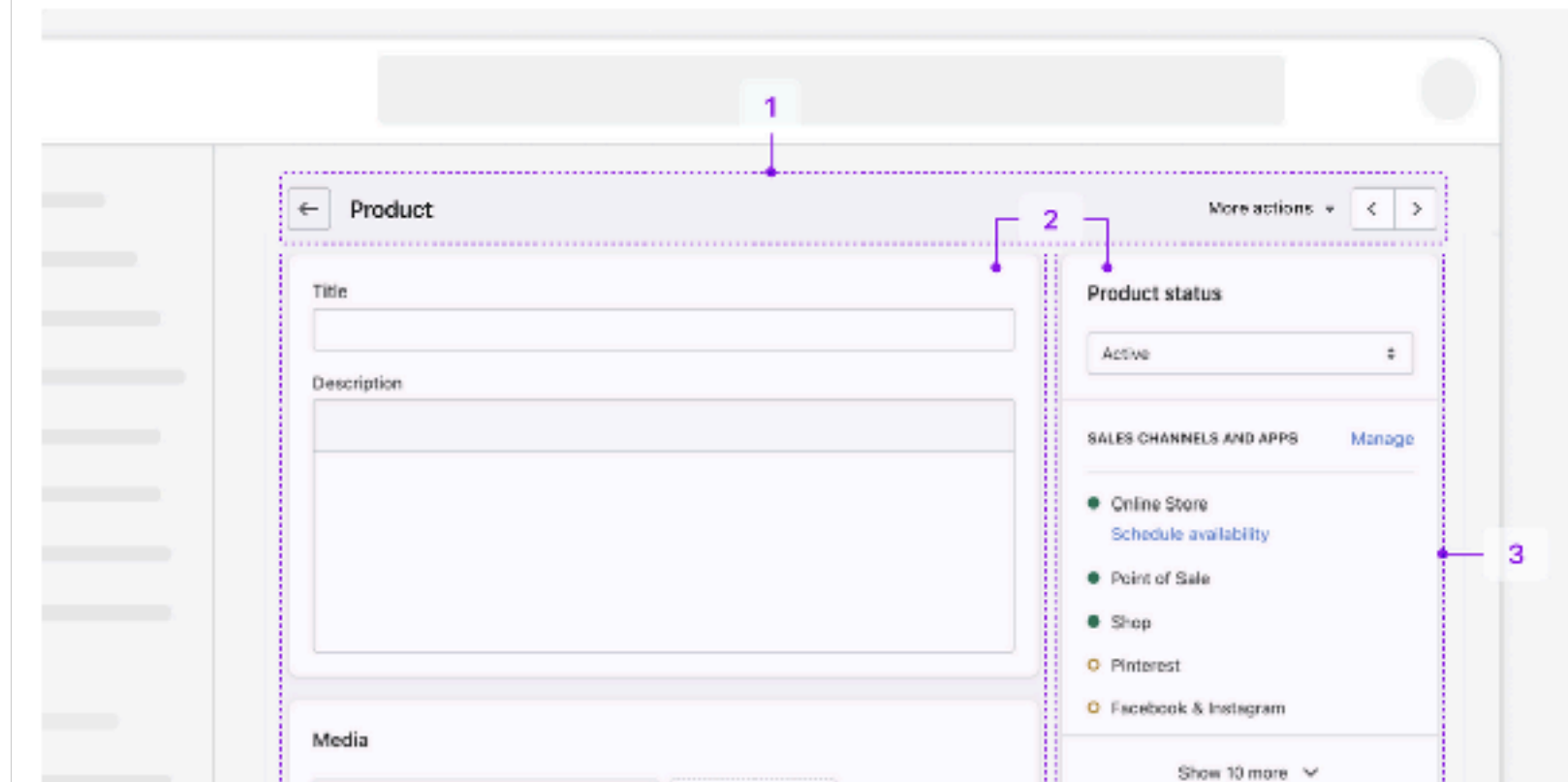
Home / Patterns / Resource details layout

Resource details layout

Lets merchants create, view, and edit resource objects.

[Discuss on GitHub](#)

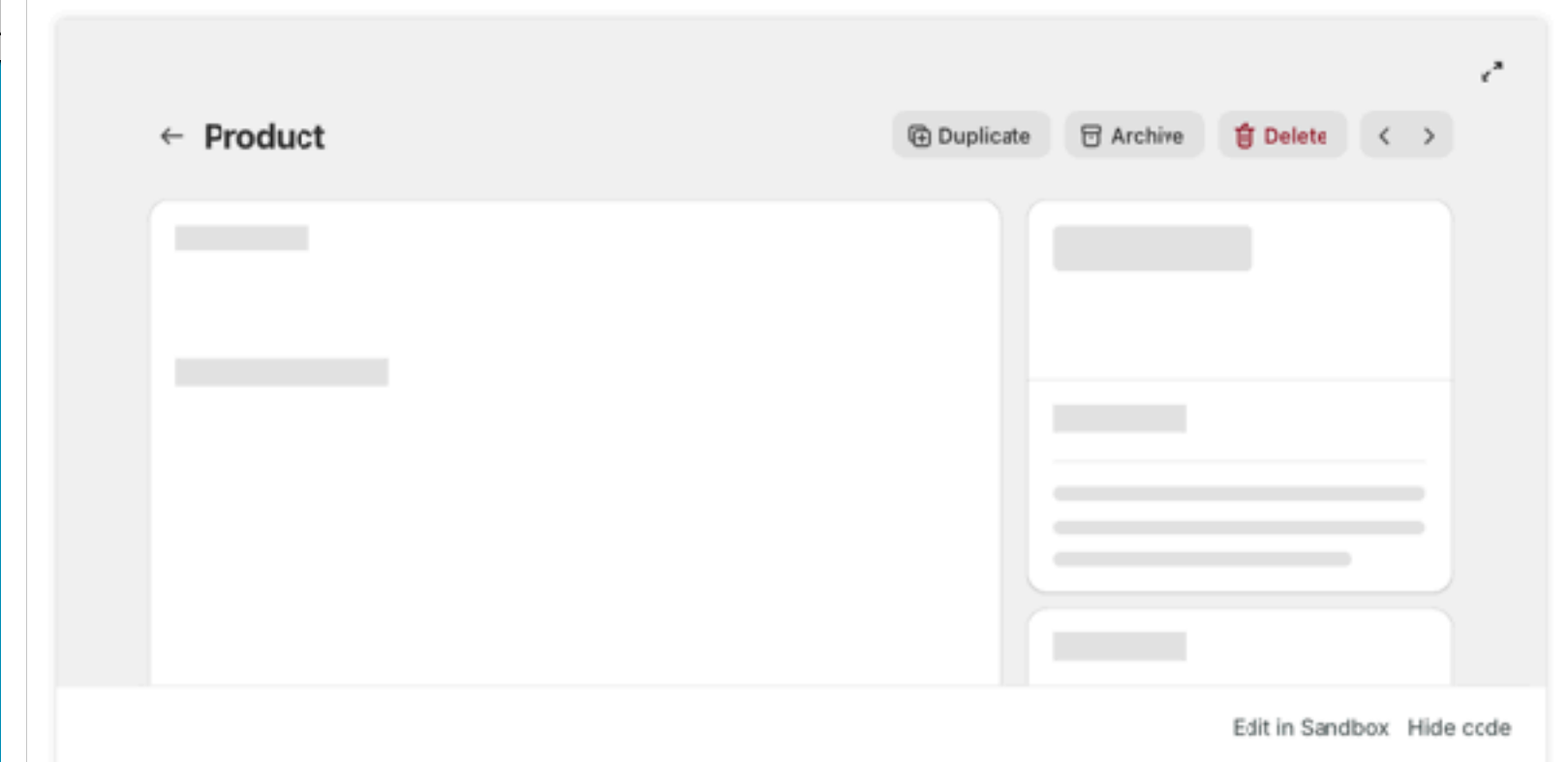
How it helps merchants



- 1 The page header provides easy access to actions and navigation. It spans the full width of the page to show merchants that these actions represent the page as a whole.
- 2 The main content is split in two columns, primary content to the left and secondary content to the right. This gives more space to what's most important to the user.
- 3 Content is placed in cards, and similar content is grouped in the sidebar.

Using this pattern

This pattern uses the [Card](#), [BlockStack](#), [InlineGrid](#) and [Page](#) components.



```
React
// This example is for guidance purposes. Copying it will come with caveats.
function ResourceDetailsLayout() {
  const SkeletonLabel = (props) => {
    return (
      <Box
        background="bg-fill-tertiary"
      />
    )
  }
}
```

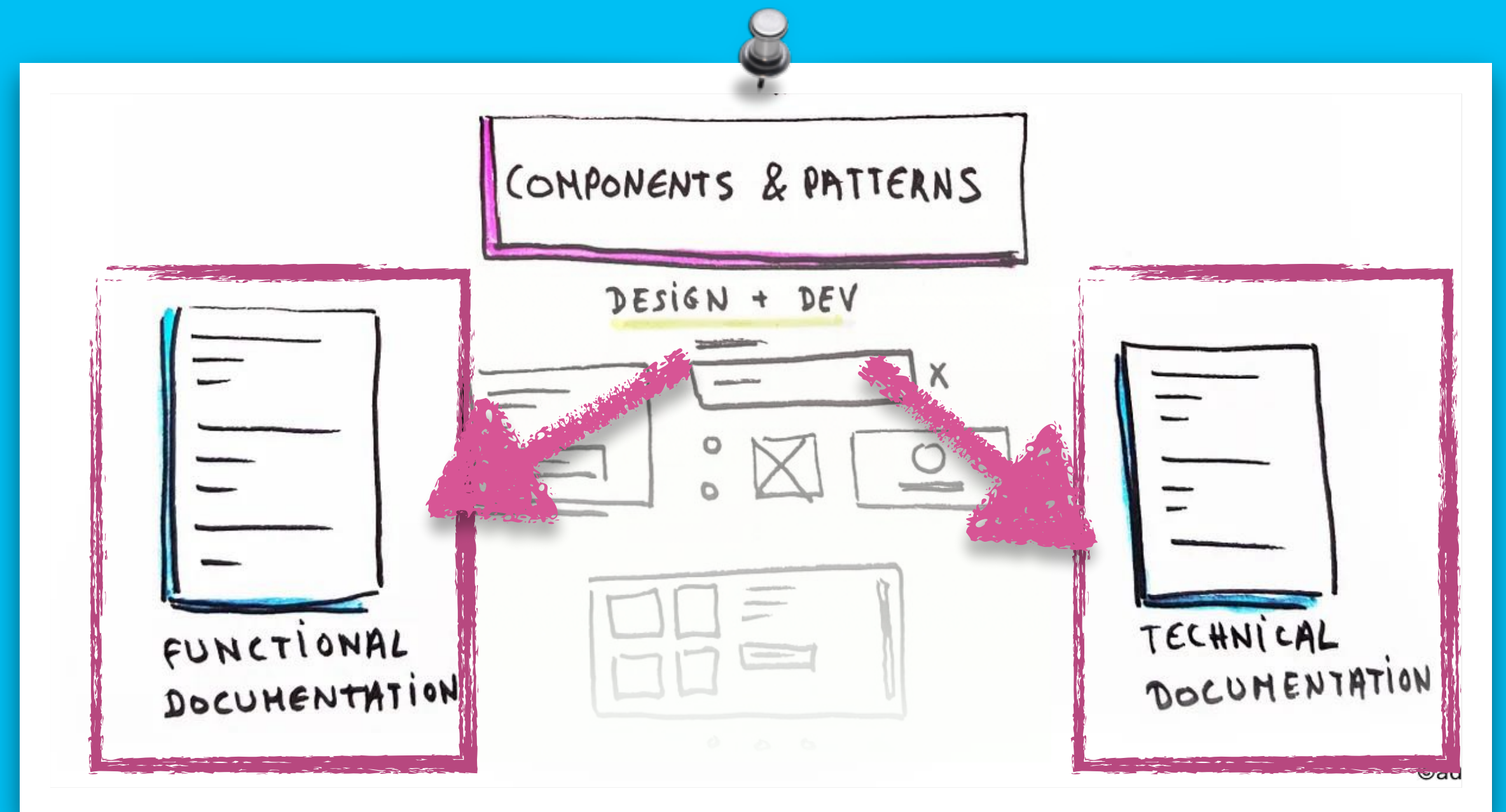
Example of
Shopify's "Polaris"
design system
documentation on
the "Resource
details layout"
pattern.

DRILLING DOWN...

A DESIGN SYSTEM'S 'HOW TO' DOCUMENTATION

Clear instructions on how to use and why:

- As you develop the visual identity and components, you can also make notes for creating the documentation on how to use elements and why. This provides clear instructions for future consistency in design implementation.



DRILLING DOWN...

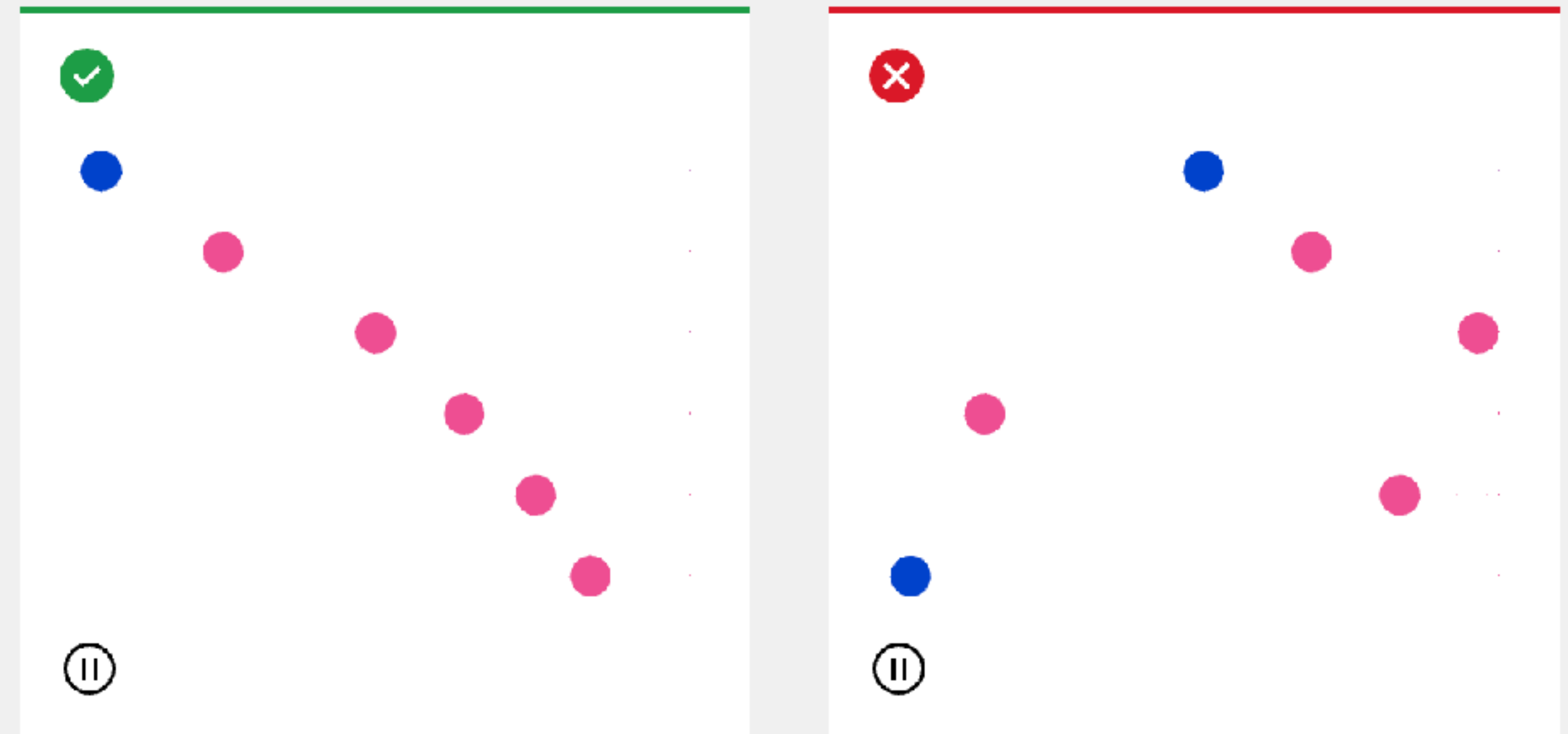
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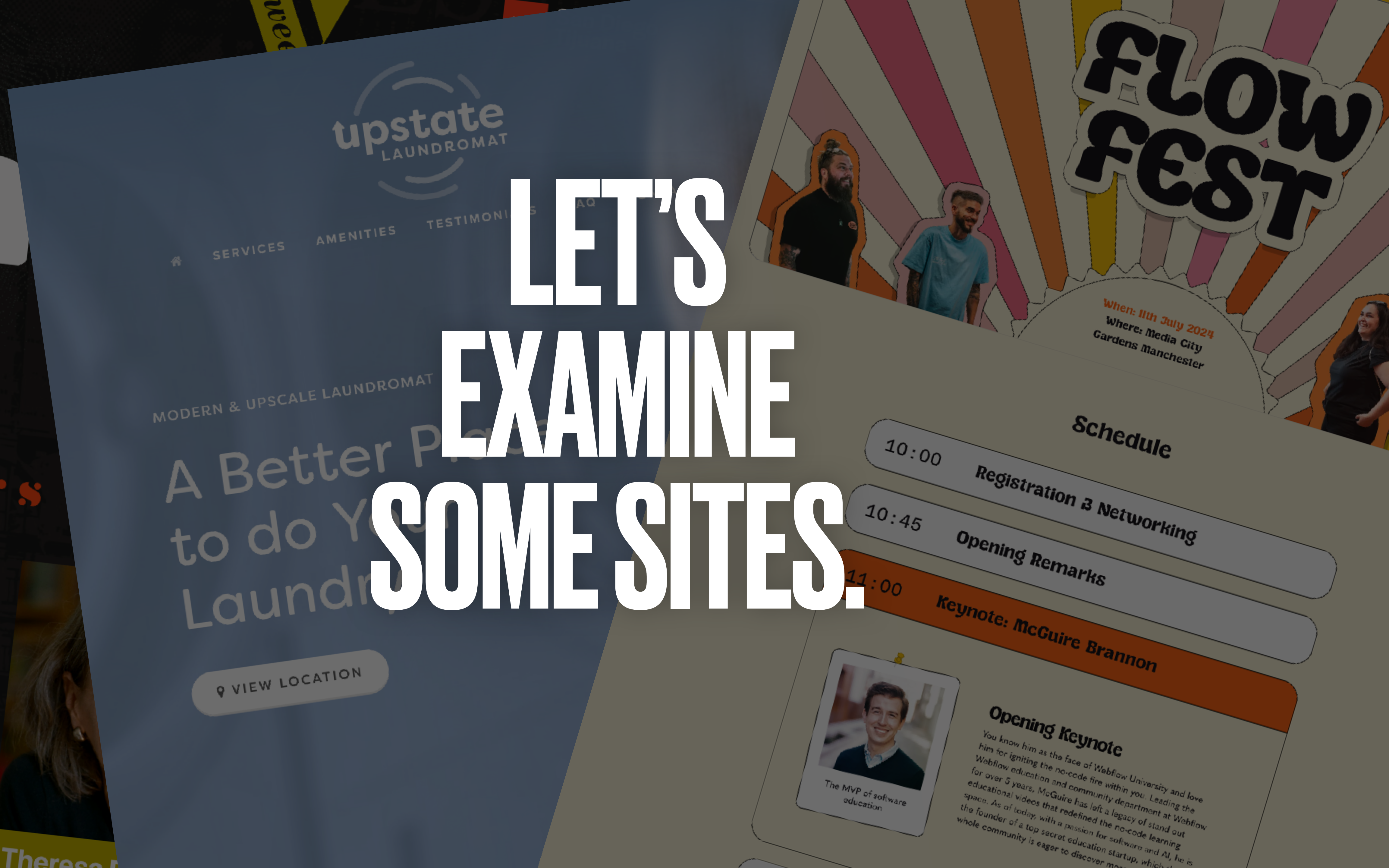
Staging

Lead the eye. Forego unnecessarily complex or busy compositions and backgrounds that may detract from meaningful details. Direct attention to what's most important by leaning on elements animated in sequence and refraining from competing actions.



An example of IBM Animation Guidelines

LET'S
EXAMINE
SOME SITES.





[HOME](#) [SERVICES](#) [AMENITIES](#) [TESTIMONIALS](#) [FAQ](#) [CONTACT](#)

MODERN & UPSCALE LAUNDROMAT

A Better Place to do Your Laundry

VIEW LOCATION

FLOW FEST



When: 11th July 2024
Where: Media City
Gardens Manchester



Schedule

10:00

Registration & Networking

10:45

Opening Remarks

11:00

Keynote: McGuire Brannon



The MVP of software education

Opening Keynote

You know him as the face of Webflow University and love him for igniting the no-code fire within you. Leading the Webflow education and community department at Webflow for over 5 years, McGuire has left a legacy of stand out educational videos that redefined the no-code learning space. As of today, with a passion for software and AI, he is the founder of a top secret education startup, which the whole community is eager to discover more.



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MODERN & UPSCALE LAUNDROMAT

A Better Place to do Your Laundry

📍 VIEW LOCATION

BASIC PARTS

PAGE ANATOMY

Most well-designed sites employ components that feel somewhat familiar to users for immediate usability.

We will examine some of those conventions and see how they manifest across some different web properties.



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MODERN & UPSCALE LAUNDROMAT

A Better Place to do Your Laundry

📍 VIEW LOCATION

BASIC PARTS

PAGE HEADER

- Standard HTML:
<header id="custom-name"> ...
</header>



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MODERN & UPSCALE LAUNDROMAT

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MODERN & UPSCALE LAUNDROMAT

A Better Place to do Your Laundry

📍 VIEW LOCATION

BASIC PARTS

PAGE HEADER

- Standard HTML:
<header id="custom-name"> ...
</header>
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 - Site ID (Branding)

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A Better Place to do Your Laundry

📍 VIEW LOCATION

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A Better Place to do Your Laundry

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COIN & COINLESS MACHINES

Our environmentally friendly Huebsch® machines use less water and dry faster so you are done fast! You can pay with coins, the Upstate Laundromat loyalty card, Visa, or MasterCard.



FLUFF & FOLD SERVICE AVAILABLE

Don't waste valuable time doing your own laundry. Let us handle it for you! Offered 7 days a week, same day or next day available. We will notify you when your laundry is done via text.



LOYALTY DISCOUNTS

Use your Upstate Laundromat personal loyalty card to earn special discounts over time. Make sure to register your card by [clicking here](#) or by downloading the Fascard Mobile app.

BASIC PARTS

MAIN CONTENT

- Standard HTML:
<main> ... </main>
- Contains essential content unique to current page



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 - HTML elements might include <div>, <section>, <article>, heading levels, <p>, <blockquote>, , , , and much more.

We are on a mission to change
the laundromat experience

Here's what we offer:



FREE WIFI



AIR
CONDITION
ING



COMFORTA
BLE
SEATING



CAFE TABLE



CHARGING
STATIONS



5 HD 55"
TVS



35 HI TECH
MACHINES



KID'S ZONE



ON-SITE
ATTENDANT



SECURITY
CAMERAS

BASIC PARTS

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`<p>`, `<blockquote>`, `<ul>`,
`<ol>`, `<img>`, and much more.

What People Are Saying

JAMES HALL ★★★★★ 

Feb 3, 2025

JOSE DAVID OSPINA BARRERA 

★★★★★

Jan 18, 2025

PHYLLIS OLIVER ★★★★★ 

Jan 8, 2025

MICHAEL HONEY ★★★★★ 

Nov 9, 2024

The wash and fold service is super convenient, they are quick and friendly!

Powered by [ReviewsOnMyWebsite](#)

BASIC PARTS

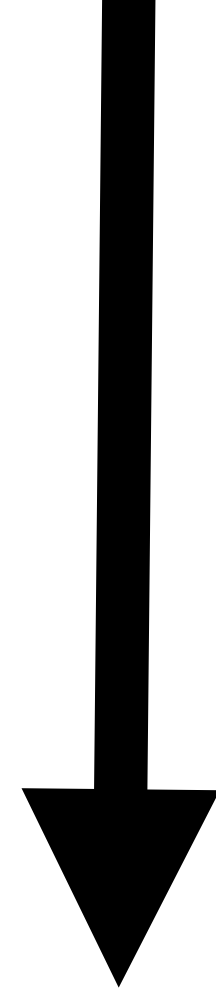
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Open every day from 8am-10pm
(Last wash at 8pm)

✉ EMAIL

info@upstatelaundromat.com



Join our mailing list for 10% off!

SIGN UP

info@upstatelaundromat.com | 2600 Anderson Rd, Greenville SC 29611

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BASIC PARTS

FOOTER CONTENT

- Standard HTML:
<footer> ... </footer>
- Contains closing content common to all pages
 - Typically contains copyright, terms of use, address, branding, external or secondary navigation lists, CTA

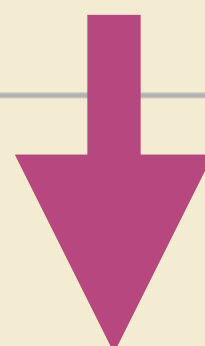
♥ Brought to you
by FlowMCR

Reserve * your wristband

FLOW FEST

When: 11th July 2024

**Where: Media City
Gardens Manchester**



day event in the beautiful Media City Gardens in Salford, Manchester along with 100 - 150 no-code lovers.

Reserve * your wristband

First Name *

Email *

Sign Me Up



See you there!

Reach out to Isabel at isabel@designsie.co.uk if you have any questions.

Reserve * your wristband



♥ Brought to you
by FlowMCR

Reserve * your wristband

CTA (link component)

HEADER

When: 11th July 2024
Where: Media City
Gardens Manchester

<main>

<h2> Schedule </h2>

Component <div>

10:00

Registration & Networking

</div>

Component <div>

10:45

Opening Remarks

</div>

Card
Component <div>

11:00

Keynote: McGuire Brannon

</div>



Component

Opening Keynote

You know him as the face of Webflow University and love him for igniting the no-code fire within you. Leading the Webflow education and community department at Webflow for over 5 years, McGuire has left a legacy of stand out educational videos that redefined the no-code learning space. As of today, with a passion for software and AI, he is the founder of a top secret education startup, which the whole community is eager to discover more about!

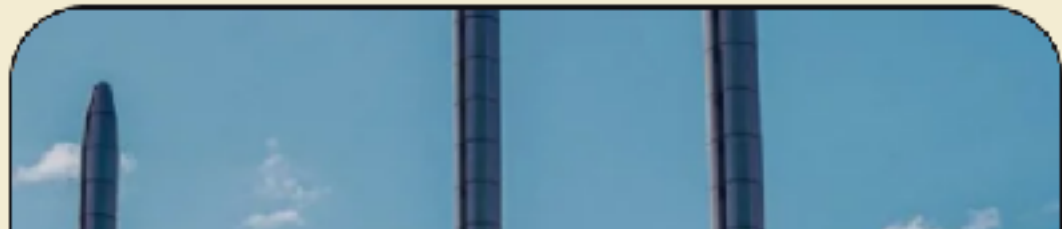


CSS: transform: rotate(-4deg);

Included in your ticket

- ▲ Design 3 No-Code Talks
- ▲ Food 3 Drinks [Seven Brothers]
- ▲ Fun Outdoor Games
- ▲ Welcoming Community
- ▲ Happy Hour [With Live Music]
- ▲ Meet New Friends
- ▲ Interactive workshops
- ▲ Great Vibes

The best bits of a
conference and
festival combined



Meet the organisers



Ashton Wesley
Canada-born Leeds-adopted lad. Founder of Leeds Digital Drinks.



Isabella Edwards
Founder of FlowMCR. Webflow Community Leader of the Year '23.



Joshua Fry
Founder of Fry UX. Music Nerd, Avid Webflower, Freelance UX Designer.



Benna Maistrick
Founder of Gravita Agency. Our sensei of Webflow knowledge.



Scott Humphrey
Founder of Humphrey Design. Knock-out designer & developer.



Secure Your Wristband

On Thursday 11th July 2024 FlowMCR is hosting a one day event in the beautiful Media City Gardens in Salford, Manchester along with 100+ 50 no-code lovers.

Reserve * your wristband

...

Hear new announcements
first 3 join a wonderful
community

First Name *

Email *

Sign Me Up

<form id=“subscribe”>...</form>

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PAGEFOOTER

