Button UI Component

The purpose of our Button Component is to help the *user* understand what actions are available to them, so that they feel comfortable to what action will happen next.

This work tries to strike a balance between recent Button UX best practices research, and also adds a smooth UI transition into our current usage of Buttons to midigate unwanted behaviors without the proper A/B testing.

Button aspects covered in this document:

- Types
- States
- UI Specs
- Sizes
- Verbage
- Groups
- Spans

Button Types

Research suggests that Active/Focus props activate when clicking to retarget the position of Focused element on page

Primary

Primary large

Primary small

- Designate **most important** actions
- One per container

Static Props

a

Background Color: #d24600
Border: Solid, 1px, #d24600
Color: #fff (text)
Radius: 4px

Hover Props

a

Static Props +
Background Color: #b93e00
Border: Solid, 1px, #b93e00

Active/Focus Props

a

Hover Props +
Box Shadow: inset 0 0 10px 0 rgba(0, 0, 0, 0.15)
use browser default focus state

Secondary

Secondary large

Secondary small

- Designate **important** actions
- Multiple can live in a container

Static Props

a

Background Color: #fff
Border: Solid, 1px, #0b485b
Color: #0b485b (text)
Radius: 4px

Hover Props

a

Static Props +
Background Color: #ebf2f3
Border: Solid, 1px, #0b485b

Active/Focus Props

a

Hover Props +
Box Shadow: inset 0 0 10px 0 rgba(0, 0, 0, 0.15)
browser default focus state

Tertiary

TERTIARY DEFAULT

TERTIARY SMALL

- Designate **least important** actions
- Multiple can live in a container
- Use when to minimize distraction from content

Static Props

a

Background Color: #fff
Border: none
Color: #147e9f (text)
Radius: 4px

Hover Props

a

Static Props +
Background Color: #ebf2f3

Active/Focus Props

a

Hover Props +
Box Shadow: inset 0 0 10px 0 rgba(0, 0, 0, 0.15)
browser default focus state

Button States (Disabled and Loading)

- Disabled state: When an action is not ready or available for a user to invoke
- Loading state: When an user invokes an action a message appears to inform what is happening with an animated SVG

Primary & Secondary

Disabled default

Disabled small

Primary large

Disabled large

Secondary large

Primary small

Disabled small

Secondary small

Teritary

TERTIARY LARGE

TERTIARY SMALL

TERTIARY LARGE

TERTIARY SMALL

TERTIARY LARGE

TERTIARY SMALL

Loading

Adding to cart...

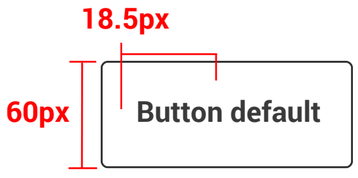
Signing in...

Registering...

Button UI Specs

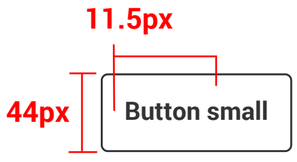
Primary/Secondary

Default



Font Size: 1rem (16px)
Padding: 1.15625rem

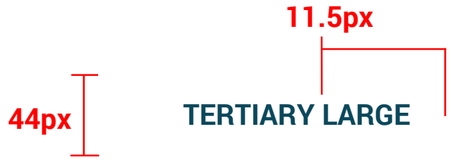
Small



Font Size: .875rem (14px)
Padding: 0.71875rem

Teritary

Default

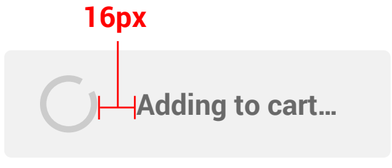


Font Size: 1rem (16px)
Padding: 0.71875rem

Small

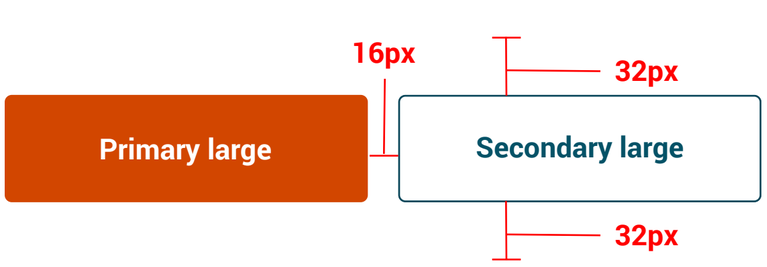
Font Size: .875rem (14px)
Padding: 0.594rem

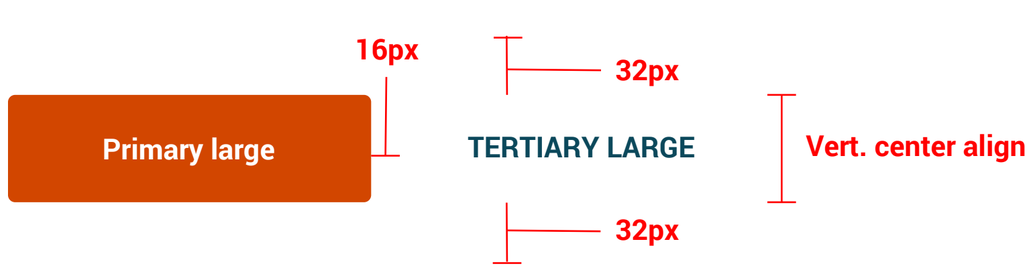
Loading

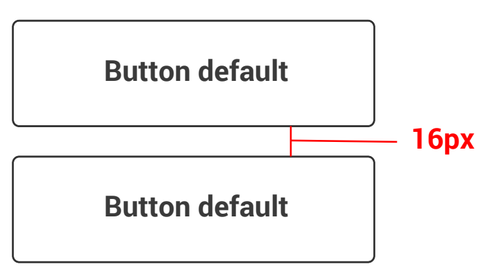


Font Size: 1rem (16px)
Padding: 1.15625rem

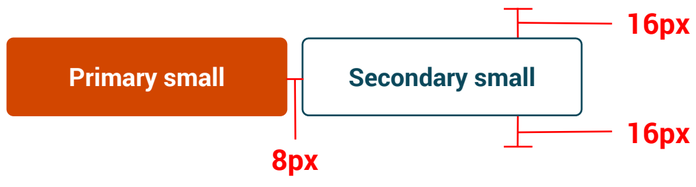
Large Button Container

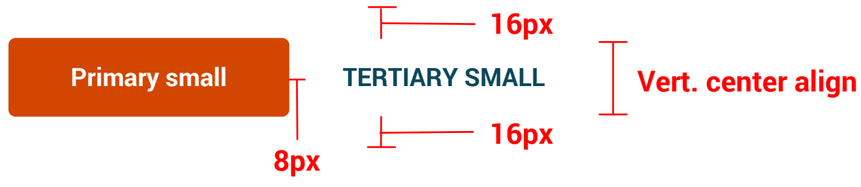


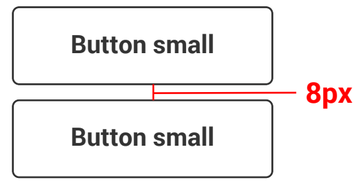




Small Button Container







Button Sizes

- Button size should reflect the priority of this element on the screen. Large button means more important action

Large

- For the most important actions on the page. 1, 2 or 3 Default Buttons per page. For example, PDP and Cart Templates

Primary large | Secondary large | TERTIARY LARGE

Small

- For important actions on the page, used in repeatable grid pattern components or muliple button mobile viewport scenarios

Primary small | Secondary small | TERTIARY SMALL

Icon Only

For reference only

Search

Go Price facet

Button Verbage

- Lead with a verb
- Use sentence case for button labels
- Labels should be clear and specific
    - Indicate the exact action that will be taken

Primary & Secondary

- Avoid generic terms like Save, Submit or Cancel. 2-3 words.
- 30 Character Max. (3 words with two spaces)

Add to cart

Register for account

Sign into account

firstword secondword thirdword

(30 Character Max. example)

Checkout as guest

Place your order

Proceed to checkout

Register different email

Save item for later

Remove item

Cancel order

Tertiary

- These buttons support the least important actions on the page. Verbage here is simple and direct. 1 word is ideal.

CANCEL

REMOVE

Button Groups

- Primary Buttons are always to the left or top most position
- Maximum of 3 Buttons per container is ideal

Proceed to checkout

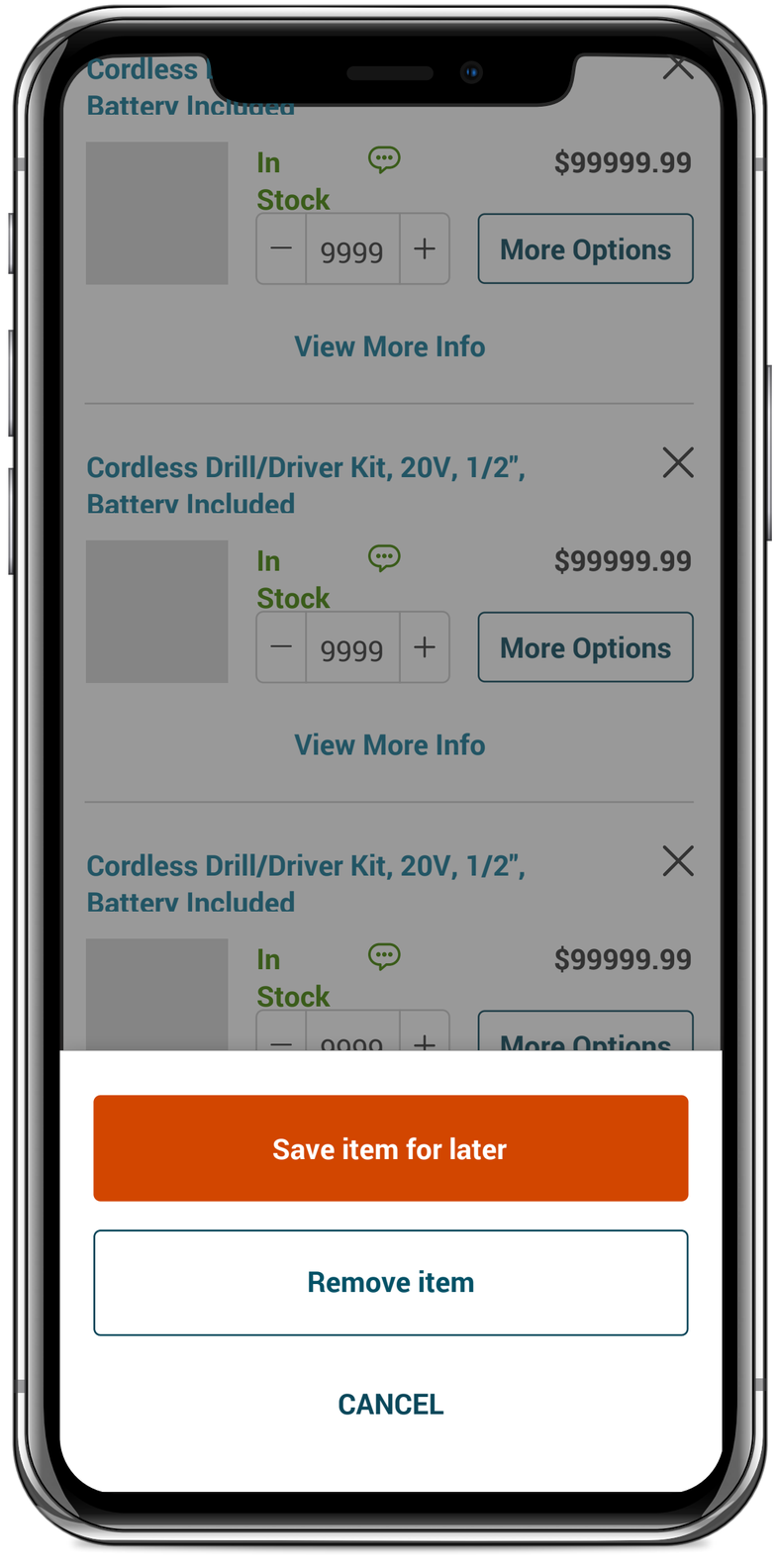
Checkout as guest

Proceed to checkout

Continue shopping

Submit Net 30 Form

CANCEL [1]



[1] `Cancel` was the choosen dialog for the customer instead of, for example, `Cancel Submission`. Since we are using one word to describe an action, Teritary Button was choosen. Think about the dialog you want to have with the customer, and the proper Button Types will emerge.

Button Spans

Mobile view: Large Primary/Secondary Buttons are full container span. Small Buttons and Teritary is case-by-case.

Primary/Secondary (Default)

282px min width

Primary large

Secondary large

282px min width. (Worse case from tablet viewport, in a modal window with two column layout)

Notice: Only Default Primary/Secondary Buttons have min width spec.

722px max width

Primary large

Secondary large

Span Button Content

Bigwordone bigwordtwo bigwordthree

If on mobile viewport and inside only (1) parent container. Extreme case.

Bigwordone bigwordtwo bigwordthree

If Button Content + Button Padding pushes the button width larger than 282px, button then spans content.

Primary/Secondary (Small)

Span Button Content

Primary small

Secondary small

Span Container

Primary small

Secondary small

Use content and container spanning buttons with good design sense.

Teritary (Default/Small)

Span Button Content

TERTIARY LARGE

Span Button Content

TERTIARY SMALL