

Good Carousel



Bad Carousel



SPARE ME *from your* STUPID SLIDESHOW



Bad Slider



Good Slider



Good Carousel



Bad Carousel



SPARE ME *from your* STUPID SLIDESHOW



Bad Slider



Good Slider



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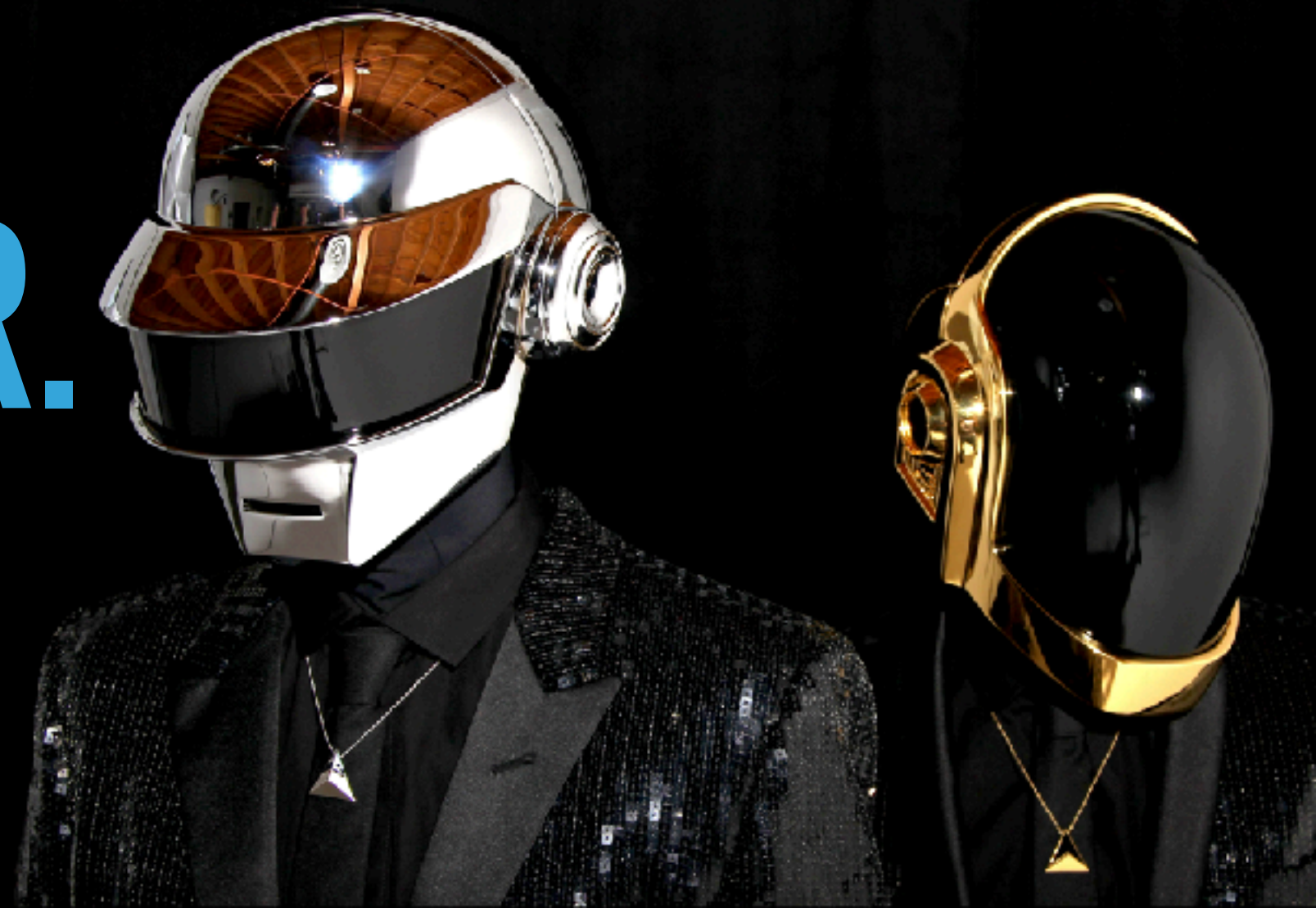
I want your website to be...

~~HARDER.~~ EASIER.

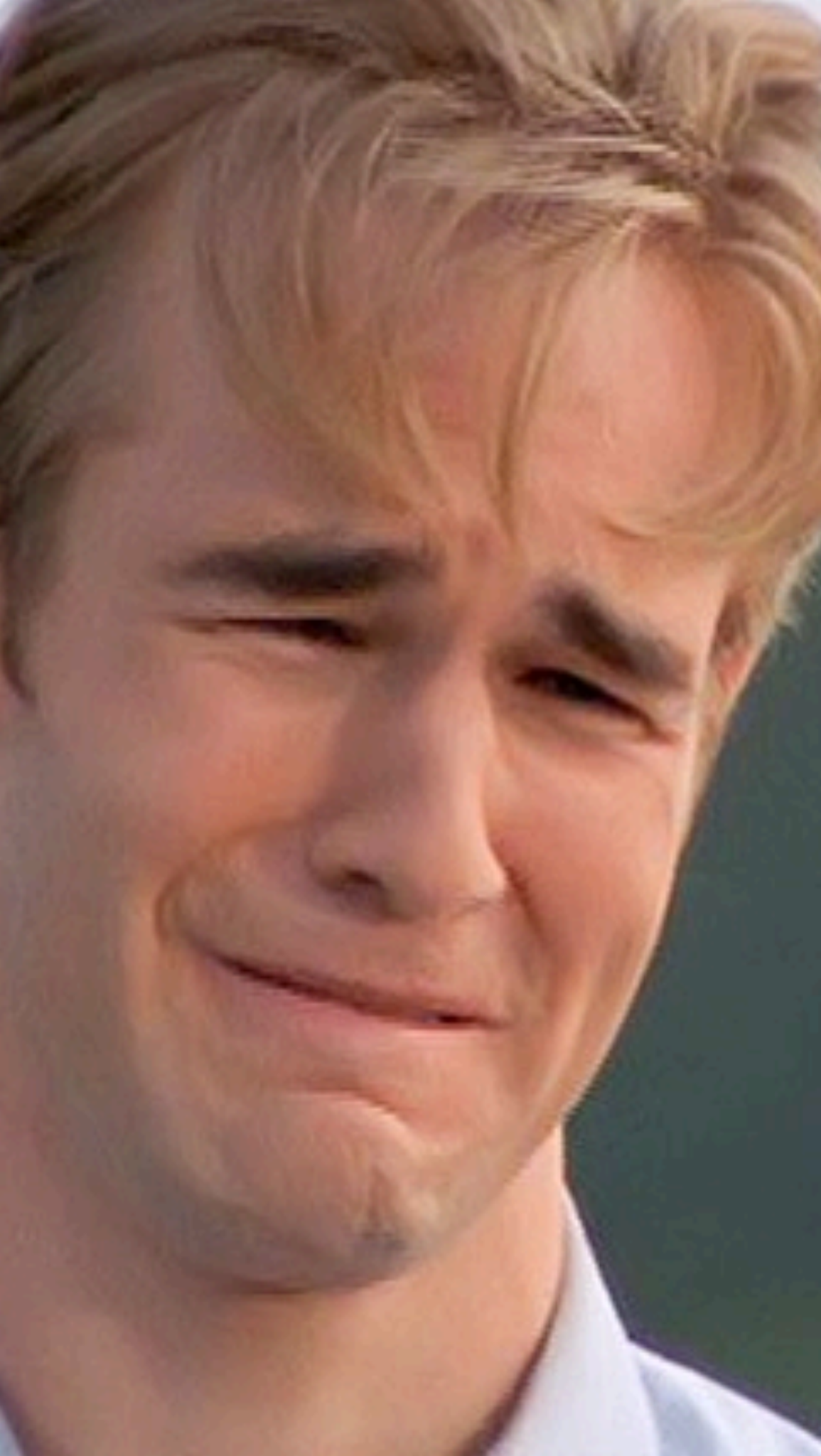
BETTER.

FASTER.

STRONGER.

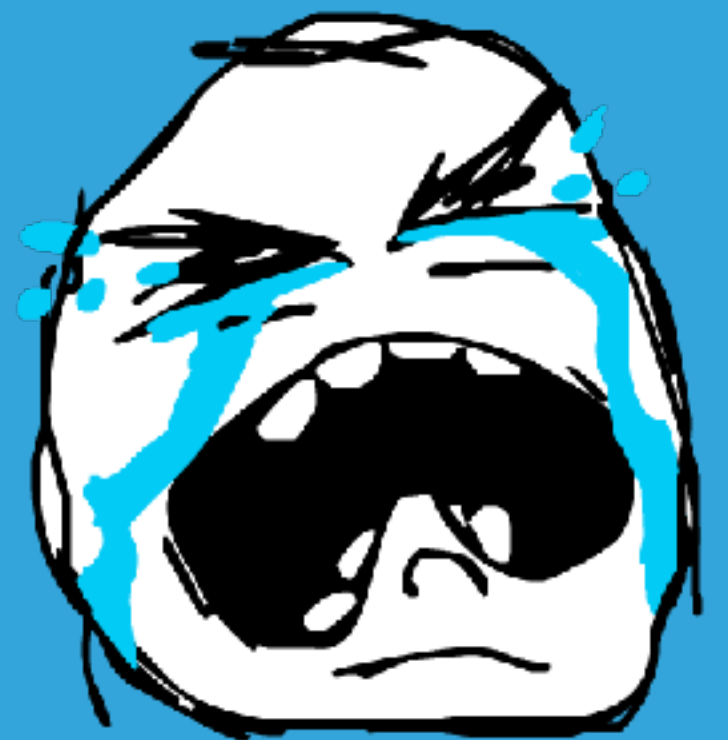






**I'VE MADE SOME  
REALLY BAD  
SLIDESHOWS**

**We all have**



# OUR AGENDA

- ▶ Why most slideshows suck
- ▶ Successful alternatives to slideshows
- ▶ Good (and rare) slideshows
- ▶ Considerations for when you really need to use a slideshow

**SLIDESHOWS ARE  
FRUSTRATING TO USE**

**SLIDESHOWS**

**CONFUSE VISITORS &  
WEAKEN YOUR MESSAGE**



**SLIDESHOWS**

**DISTRACT USERS**

**ENGAGING WITH CONTENT**

**ELSEWHERE ON YOUR**

**PAGE**

**SLIDESHOWS**

**SLOW YOUR WEBSITE  
DOWN**

# SLIDESHOWS ARE IGNORED

“Almost all of the testing I’ve managed has proven content delivered via carousels to be missed by users. Few interact with them.”

Adam Fellowes

<http://www.adamfellowes.com/blog/user-experience/the-rise-of-the-carosuel>



# SLIDESHOWS ARE INEFFECTIVE

"1% clicked a feature. Of those, 89% were the first position. 1% of clicks for the most significant object on the home page?"

Erik Runyon

<https://erikrunyon.com/2013/07/carousel-interaction-stats/>

# SLIDESHOWS ARE LAZY & GENERIC

"Carousels are effective at being able to tell people in Marketing/Senior Management that their latest idea is now on the Home Page."

Lee Duddell (usability expert)

<http://ux.stackexchange.com/a/10318>, <https://www.whatusersdo.com/>

**SLIDESHOWS**  
**ARE TIME-CONSUMING**  
**TO CREATE**



# STATIC TEXT



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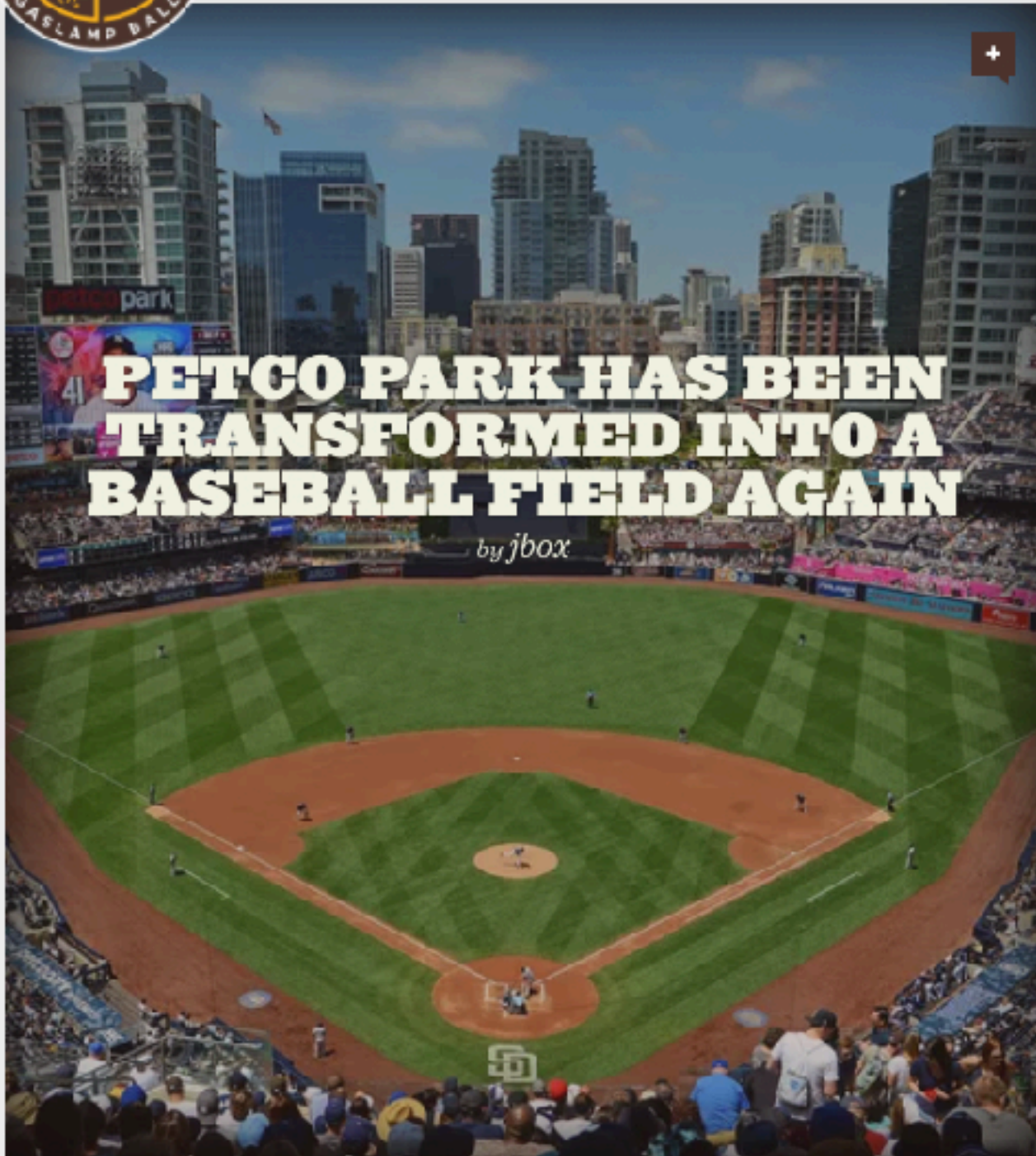
# GRID LAYOUT



Gaslamp Ball, a San Diego Padres community

HOME FANPOSTS FANSHOTS SECTIONS LIBRARY PADRES **STUBHUB** SHOP MORE

★ SB NATION ALL 320 BLOGS f t 🔍



Padres ST Game Preview:  
03/03 vs. White Sox

*by judes0405*



FanPost Friday: How would  
you "fix" baseball?

*by judes0405*



How to fix baseball

*by roydt*



Padres vs. D-Backs wrap-up

*by roydt*



# CLICK TO PLAY



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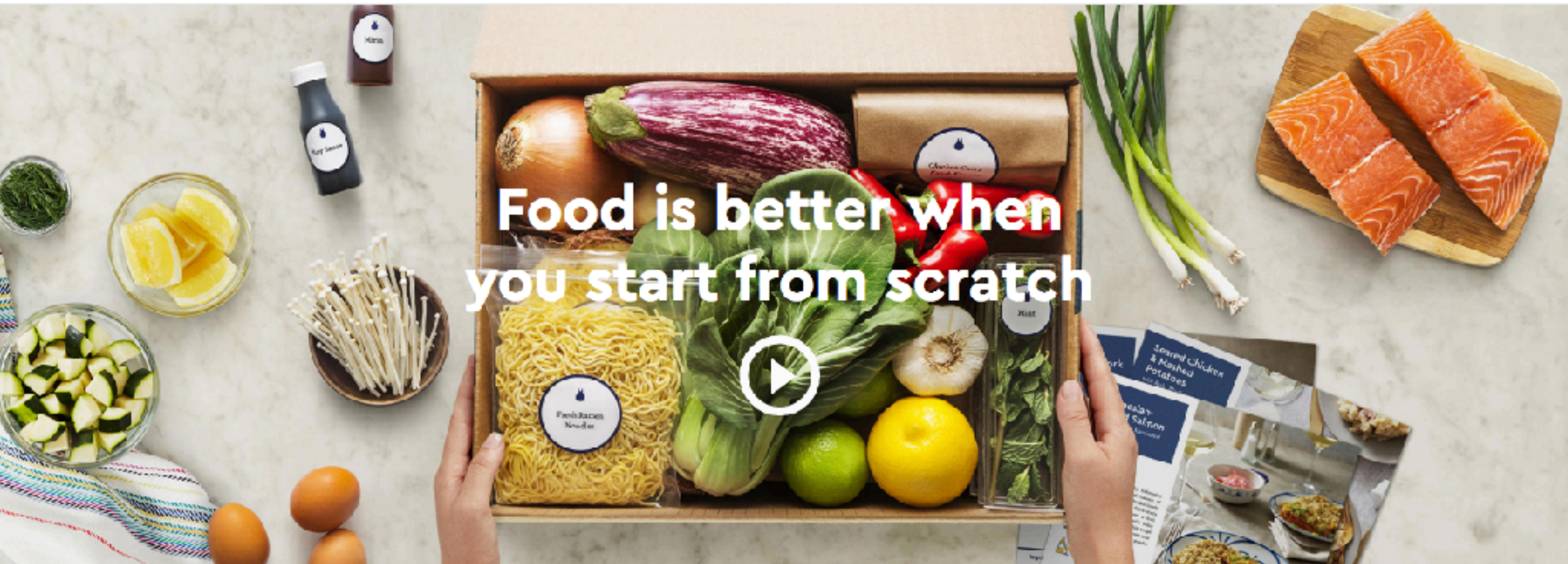
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Food is better when  
you start from scratch

**Dinner, the Blue Apron way**



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**NOT ALL SLIDESHOWS  
ARE BAD  
JUST MOST OF THEM**

# EXAMPLES OF GOOD SLIDESHOWS

<http://soliloquywp.com/>

<https://www.teachforamerica.org/>

[http://www.nike.com/us/en\\_us/](http://www.nike.com/us/en_us/)

# SLIDESHOW CONSIDERATIONS

- ▶ Do you really need one?
- ▶ Show similar items
- ▶ For the love of God, don't have it auto-play
- ▶ Make the navigation obvious
- ▶ Only load what you absolutely need
- ▶ Track slideshow metrics to evaluate its effectiveness.





# QUESTIONS ?

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