

## CAROUSELS

### CAROUSEL DESIGN CHECKLIST

- 01 — Can we display slides instead of a carousel?
- 02 — How do we indicate current slide?
- 03 — Do we display a slice of upcoming slides?
- 04 — How do we indicate how many slides we have?
- 05 — What happens when user hovers over a slide?
- 06 — What happens when user hovers over the progress indicators?
- 07 — Do we support tap and swipe gestures on mobile?
- 08 — How many items do we display on mobile vs. desktop?
- 09 — Do we use auto-rotation, and how fast will it be?
- 10 — How do we choose the sequence of slides?
- 11 — How large will the carousel be on mobile vs. desktop?

### CAROUSEL SUMMARY

- 01 — Choose the sequence of slides carefully.
- 02 — Most important slides always come first.
- 03 — Slides shouldn't rotate too quickly (5–7s).
- 04 — Pause auto-rotation on hover, stop on interaction.
- 05 — Try to avoid auto-rotation on mobile.
- 06 — Always support swipe gestures on mobile.
- 07 — Ideally show a slice of the following slide.
- 08 — Auto-detect contrast for arrows/thumbnails.
- 09 — Provide information scent for available slides, such as thumbnails, slice, layers.
- 10 — Works best as an image gallery and on product pages.
- 11 — Replace dots with something meaningful such as arrows with counter, slide numbers, thumbnails.
- 12 — For metrics like impressions & clicks, carousel slides often depict a decreasing trend with a higher depth of data.