

FILTERING

FILTERING DESIGN CHECKLIST

- 01 — Can we avoid a filter icon and show filters as they are?
- 02 — If not, what icon do we choose to indicate filtering?
- 03 — Is the icon + padding large enough for comfortable tapping?
- 04 — Do we put the icon at the top, bottom or floating (mobile/desktop)?
- 05 — What exactly happens when the user clicks/taps on the icon?
- 06 — How will the icon change on tap/click?
- 07 — Will we have some sort of animation or transition on click?
- 08 — Will filters appear as full page/partial overlay or slide-in?
- 08 — Can we avoid sidebar filtering as it's usually slow?
- 09 — Do we expose popular or relevant filters by default?
- 10 — Do we display the number of expected results for each filter?
- 11 — Can we use a horizontal swiper to move between filters?
- 12 — Can we avoid drop-downs and use only buttons/chips + toggles?
- 13 — For complex filters, do we provide search within filters?
- 14 — Do we use icons to explain differences between various filters?
- 15 — Do we use the right elements for filters, e.g. sliders, buttons, toggles?
- 16 — Do filters apply automatically (yes, for slide-ins)?
- 17 — Do filters apply manually on confirmation ("Apply") (yes, for overlays)?
- 18 — How do we communicate already selected filters?
- 19 — Can selected filters appear as removable pills, chips or tags?
- 20 — Do we recommend relevant filters based on selection?
- 21 — Do we track incompatibility between selected filters?
- 22 — How do error messages or warning appear in the UI?
- 23 — Do we allow customers to reset all filters quickly, at once?
- 24 — Are filters (or filters button) floating on scroll on mobile/desktop?
- 25 — Can users tap on the same spot to open/close filters?

FILTERING SUMMARY

- 01 — Consider sidebar filtering as last resort.
- 02 — Place button either floating or in the bottom bar.
- 03 — For quick filtering, try slide-in tabs at the bottom.
- 04 — Curtain navigation might help for content-heavy sites.
- 05 — Consider tags for filters instead of sections.

- 06 — Use iconography only if differences are clear.
- 07 — Design for the thumb: tappable area for filters matters.
- 08 — Auto-apply filters if displayed on a product list page.
- 09 — Wait for a manual “apply” action if displayed in a modal.