

Bringing Design to Life

what engineers wish designers knew

eBay

Bill Scott

August 3, 2009

design & engineering

Developers vs Designers



<http://flickr.com/photos/urbanwoodswalker/2690236070/>



<http://flickr.com/photos/f-l-e-x/3096005116/>

Developers vs Designers



<http://flickr.com/photos/urbanwoodswalker/2690236070/>

DHTML developers
Javascript developers
PHP/JSP/ASP developers
Produce site code

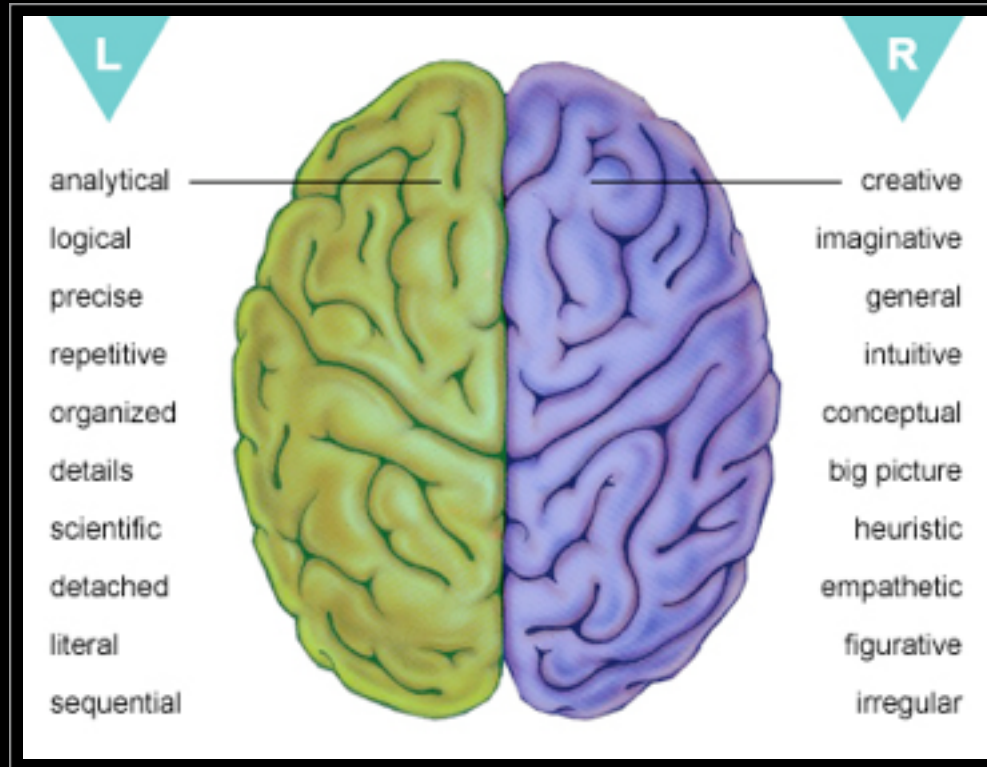


<http://flickr.com/photos/f-l-e-x/3096005116/>

Visual designers
Information architects
Interaction designers
Produce designs & assets

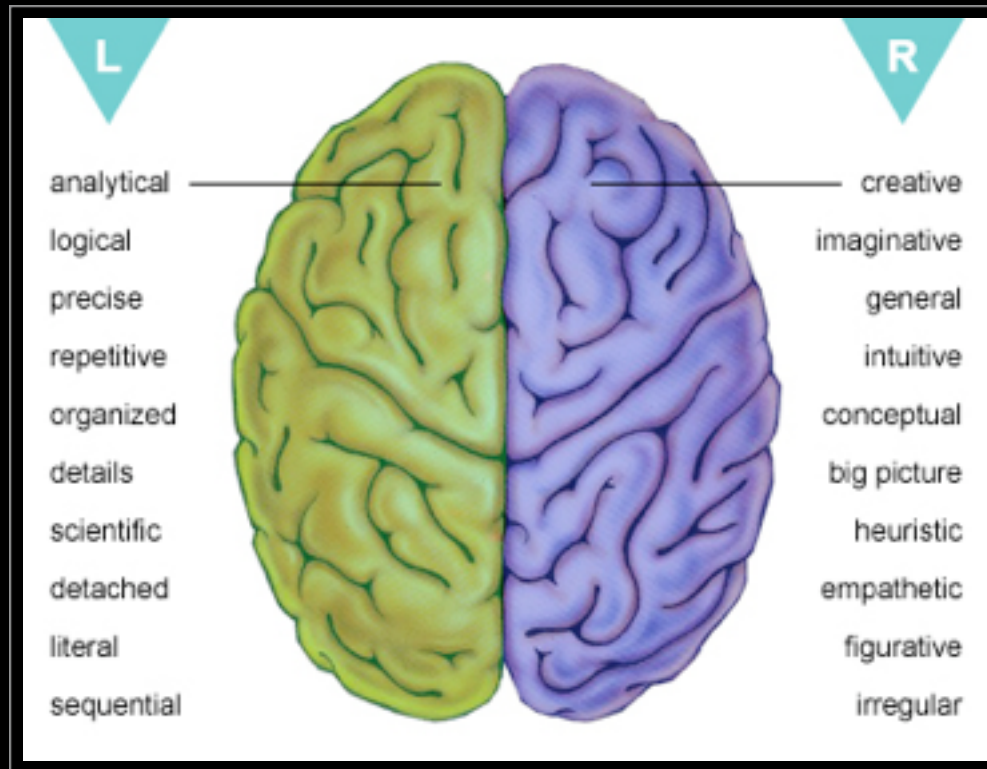
Two Worlds?

<http://irenepereyra.blogspot.com/2007/03/left-brain-vs-right-brain.html>



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Implementation focus

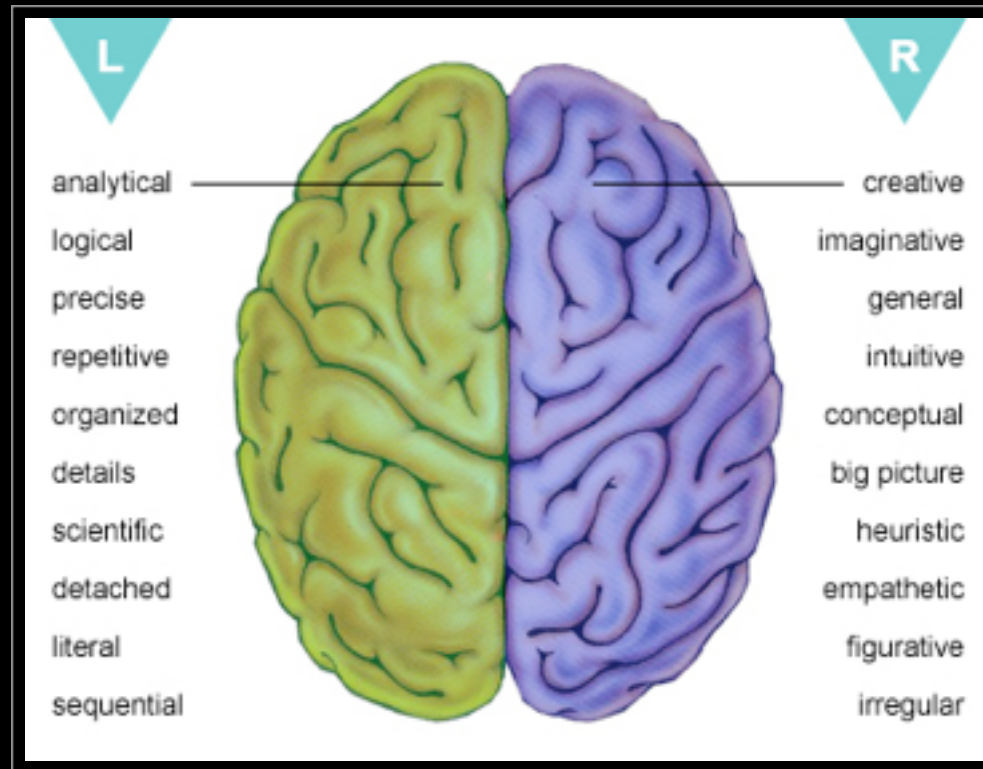
Constrained by browsers

Inspiration focus

Constrained by ideation

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Implementation focus

Inspiration focus

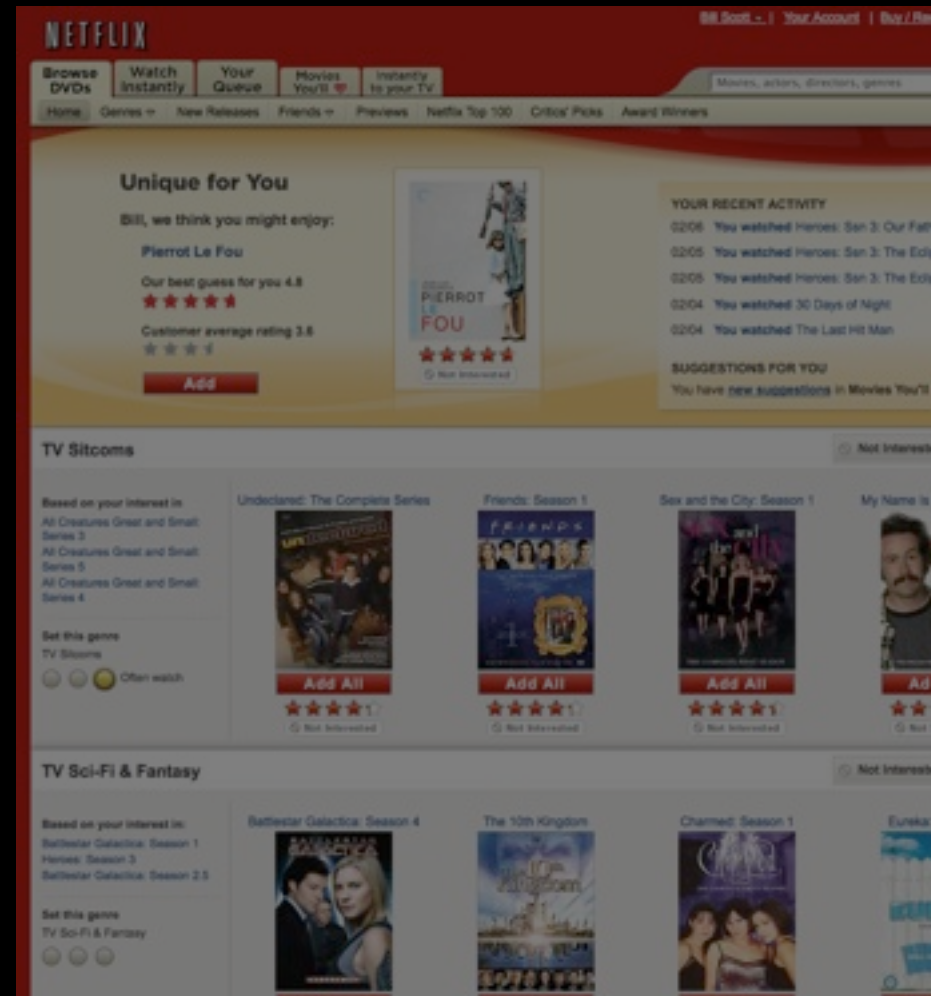
Constrained by browsers

Constrained by ideation

In reality, some developers have a very creative flair and some designers are very logical.

Nevertheless, the concerns of each role create a natural division between the two worlds.

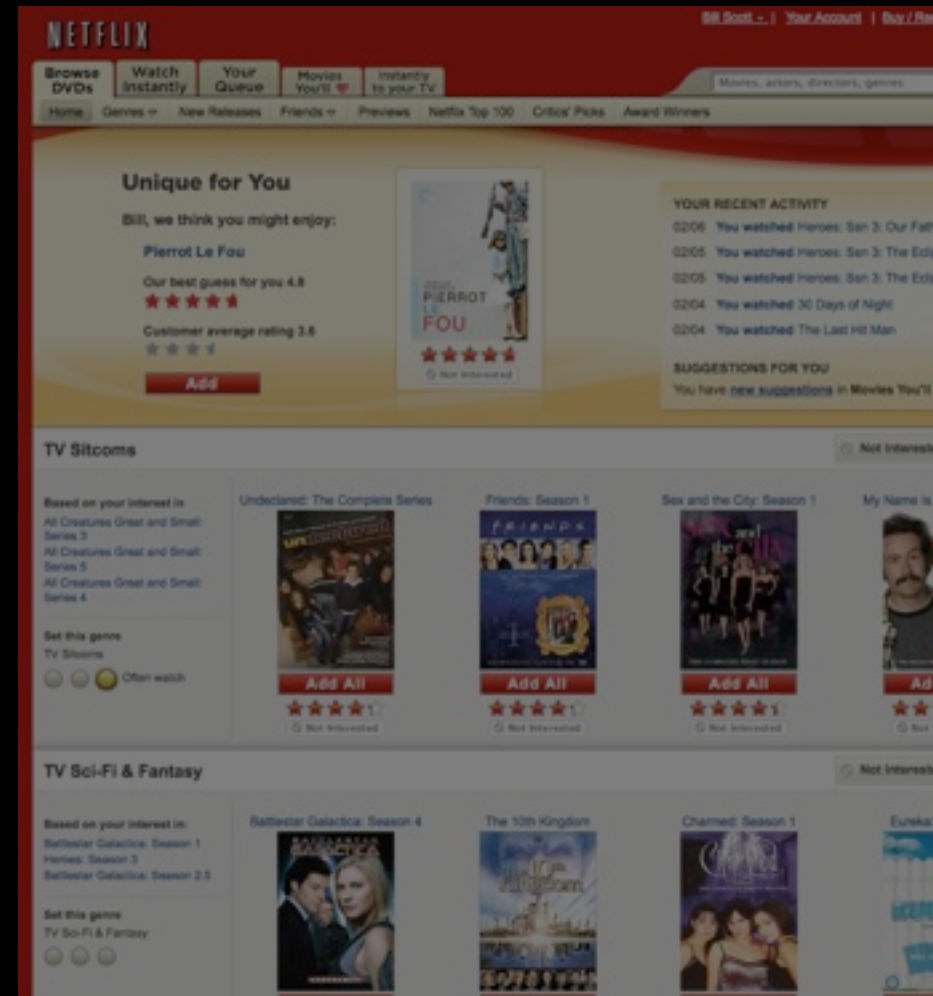
UI Engineering @ Netflix



UI Engineering @ Netflix

Elsewhere called

Web dev, front end engineer (Y!), interface engineer



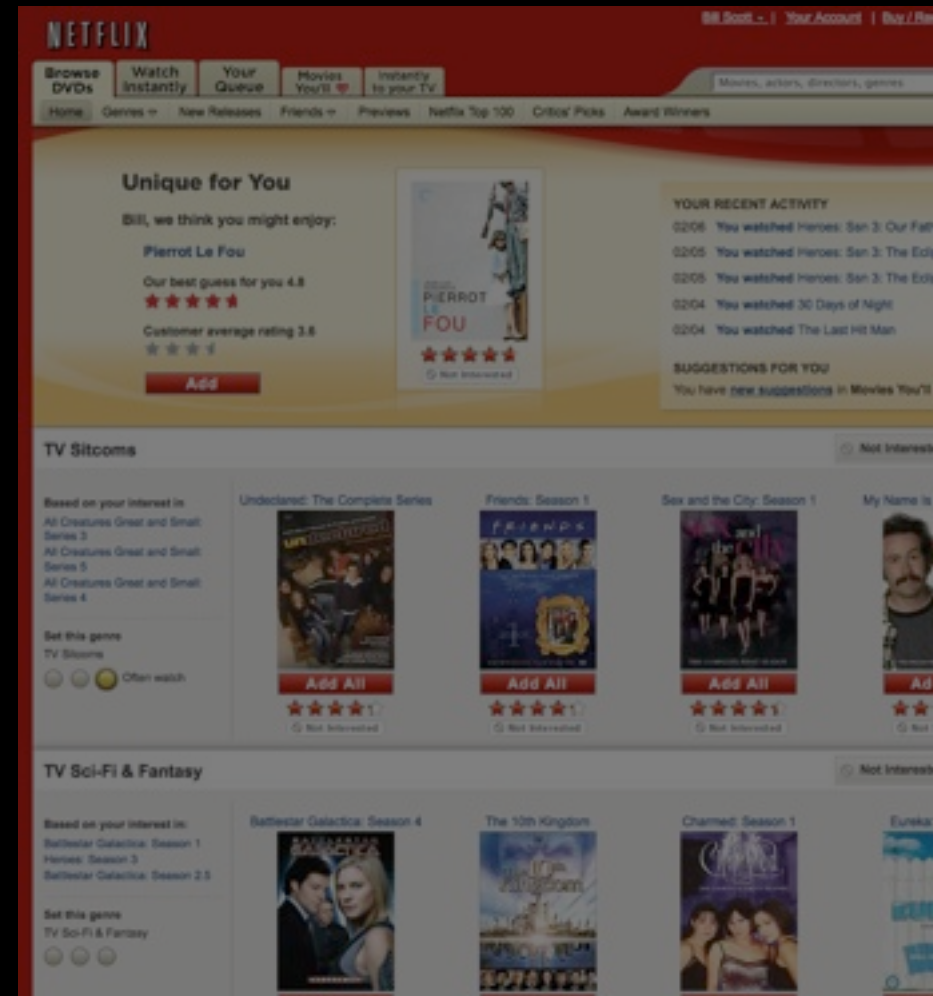
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In our world requires mastering a number of technologies

HTML, CSS, Javascript, Java, JSP, frameworks (like Struts, Tiles, jquery)



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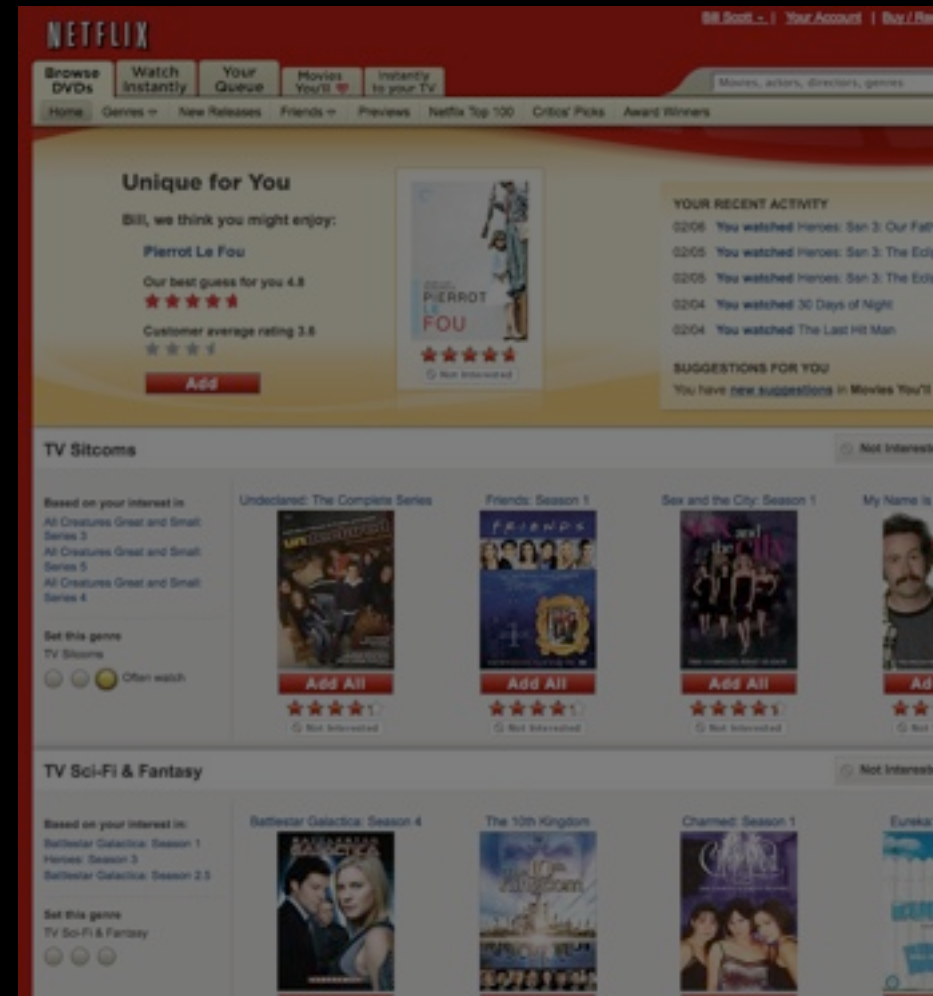
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Some of our engineers started as designers



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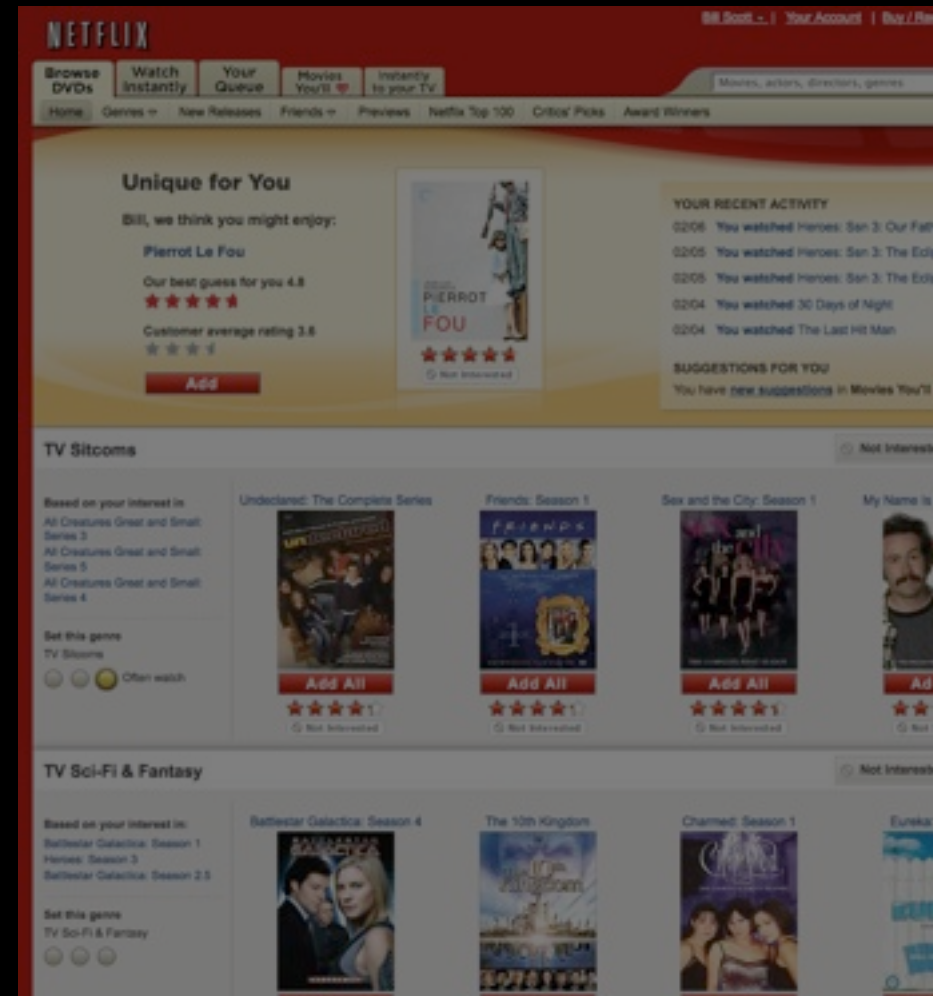
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Problems should be challenges, not show-stoppers



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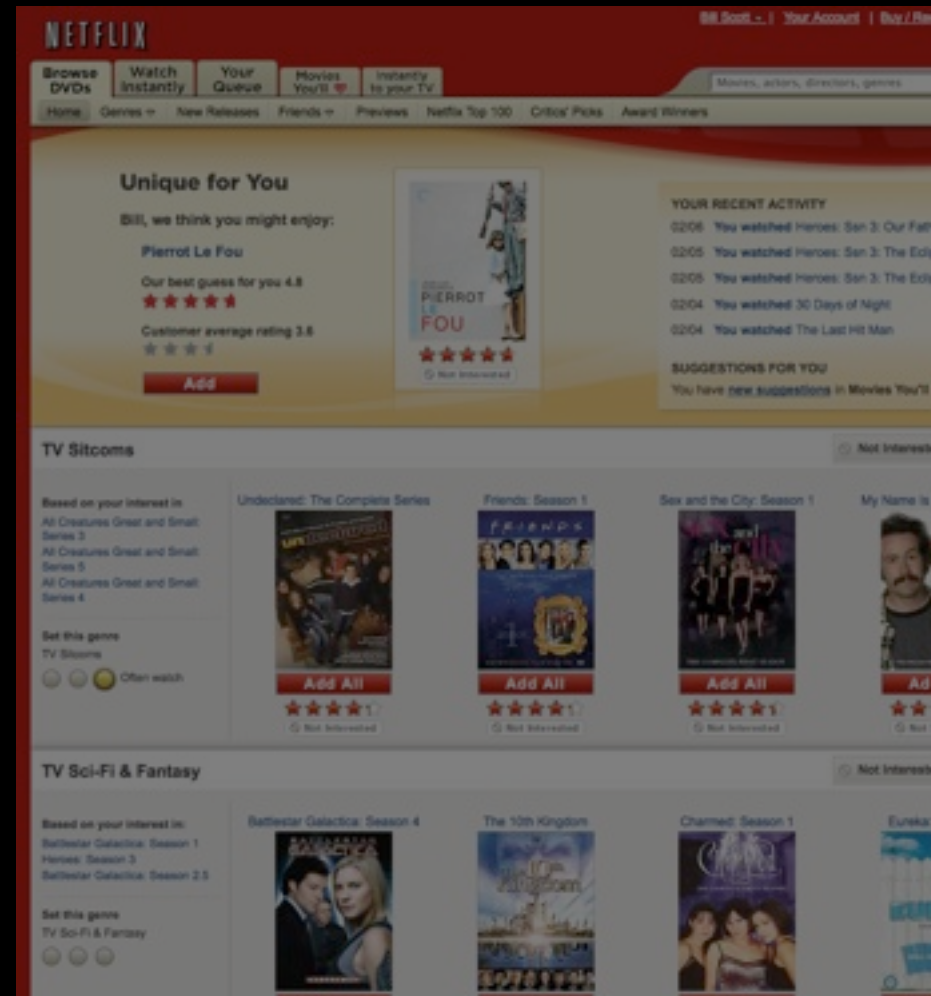
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Partner with design through prototypes

As rapid and as early as possible



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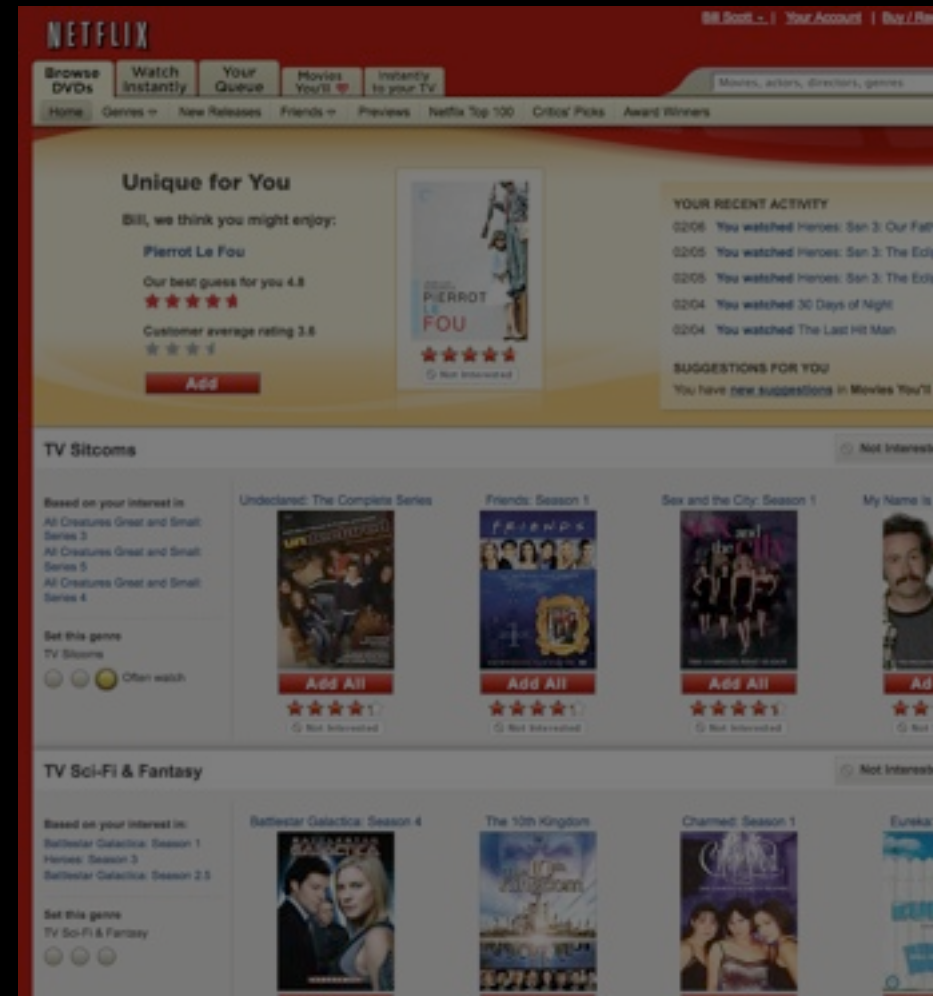
Problems should be challenges, not show-stoppers

Partner with design through prototypes

As rapid and as early as possible

Weekly roundtables to discuss details

Constant communication is critical



What is good design?

What is good design?

Not just the form

Not just the function

But the artful blend of form and function

Must look good and also work well

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Not just interaction design

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Must look good and also work well

Not just in photoshop, but a living experience for the user

Must look good and also work well

guiding principles for designers

what engineers wish you understood...

1. the site is dynamic

photoshop is static.

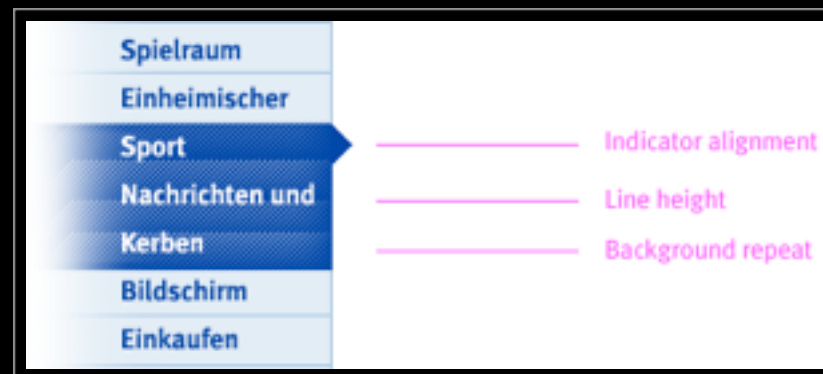
the site is not.

Dynamic Content

dynamic

"Content is a big part of your design. don't forget about it. integrate it. make it functional." (Nate Koechley)

"There's always less space in the design for text once you translate to German." (Nicholas Zakas)



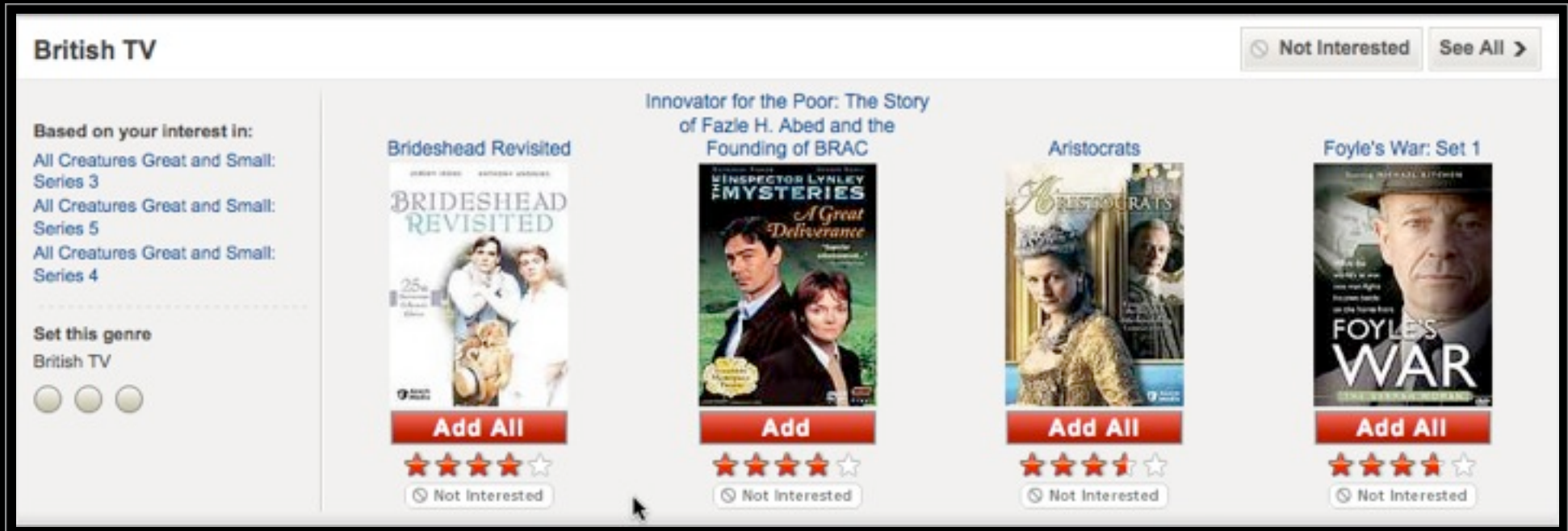
Credit: Scaleable Design by Luke Wroblewski
<http://www.uxmatters.com/mt/archives/2007/10/scalable-design.php>

Dynamic Content

dynamic

Even something as simple as a title.

Rarely do long titles show up in comps produced in photoshop.



suggested movies from netflix.com home page

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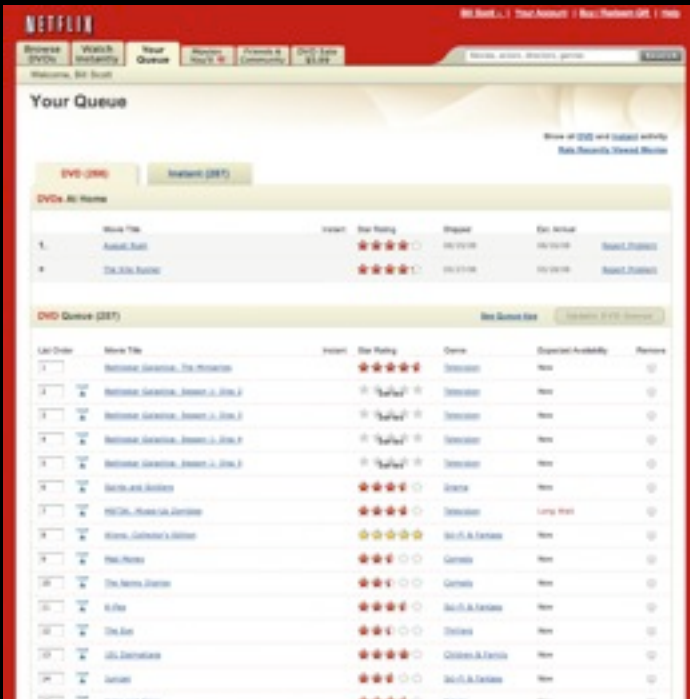


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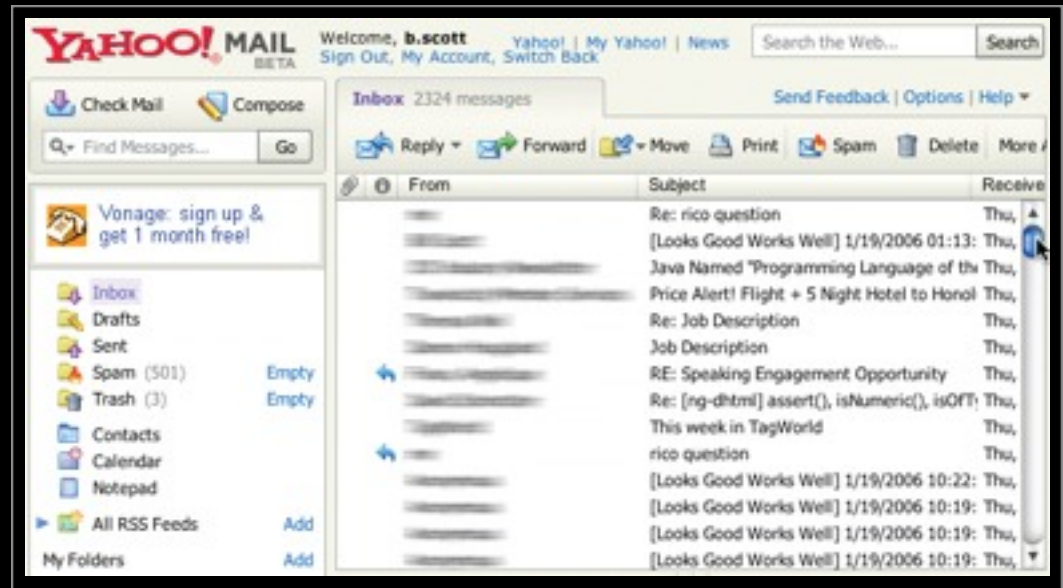
Dynamic Content

dynamic

Understand how to design for a large or difficult to acquire data set



excerpt from a large member queue on Netflix



drag & drop,
performance,
chunking

dynamic

[illegible][illegible]

Rank	Game	Score	Reviews	Genre	Release Date	Platform
146	Farah Durr, Camilla Cavonius, Zine J	5.0	1	Documentary	Nov 2008	PC
147	Farah Durr, Camilla Cavonius, Zine J	5.0	1	Documentary	Nov 2008	PC
148	Farah Durr, Camilla Cavonius, Zine J	5.0	1	Documentary	Nov 2008	PC
149	Farah Durr, Camilla Cavonius, Zine J	5.0	1	Documentary	Nov 2008	PC
150	Worship, One-Three	4.5	1	Comedy	Nov 2008	PC
151	Bella Durr	4.5	1	Comedy	Nov 2008	PC
152	Like David	4.5	1	Comedy	Nov 2008	PC
153	Worship	4.5	1	Comedy	Nov 2008	PC
154	Worship, One-Three	4.5	1	Comedy	Nov 2008	PC
155	Worship, One-Three	4.5	1	Comedy	Nov 2008	PC
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dynamic

[illegible]

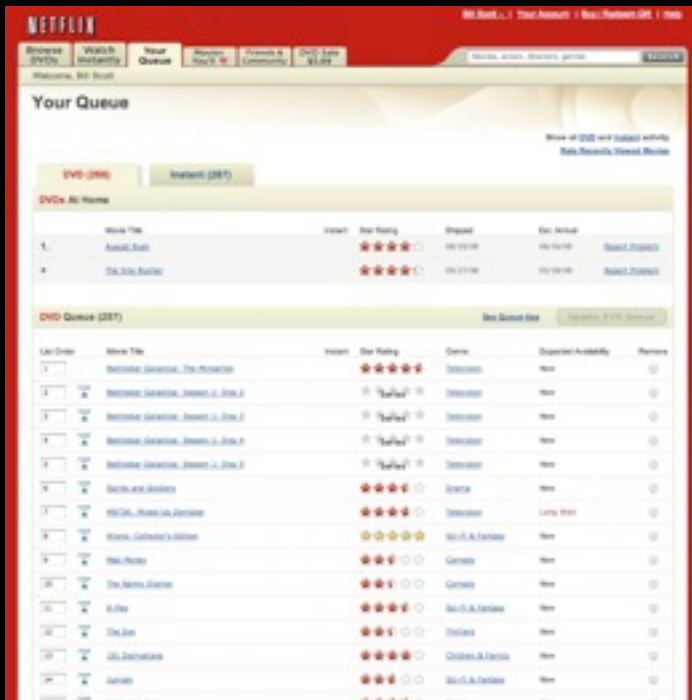
The screenshot displays the Yahoo! Mail web interface. At the top, the 'YAHOO! MAIL' logo is on the left, and a welcome message 'Welcome, b.scott' is in the center. To the right of the welcome message are links for 'Sign Out, My Account, Switch Back', 'Yahoo! | My Yahoo! | News', and a search bar with the text 'Search the Web...'. Below the logo, there are icons for 'Check Mail' and 'Compose', along with a search box labeled 'Find Messages...' and a 'Go' button. On the left side, there is a sidebar with a 'Voyage: sign up & get 1 month free!' promotion and a list of folders: 'Inbox', 'Drafts', 'Sent', 'Spam (501)', 'Trash (3)', 'Contacts', 'Calendar', and 'Notepad'. Below these are 'All RSS Feeds' and 'My Folders'. The main area shows the 'Inbox' with 2324 messages. It includes action buttons like 'Reply', 'Forward', 'Move', 'Print', 'Spam', 'Delete', and 'More'. The message list has columns for 'From', 'Subject', and 'Receive'. The 'Subject' column shows multiple instances of 'Loading...'. A vertical scrollbar is visible on the right side of the message list.

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151	Bella Durr	4.5	1	Comedy	Nov 2008	PC
152	Love, David	4.5	1	Comedy	Nov 2008	PC
153	Worship	4.5	1	Comedy	Nov 2008	PC
154	David, One-Three	4.5	1	Comedy	Nov 2008	PC
155	Worship, One-Three, Zine J, Zine J	4.5	1	Comedy	Nov 2008	PC
156	Worship, One-Three, Zine J, Zine J	4.5	1	Comedy	Nov 2008	PC
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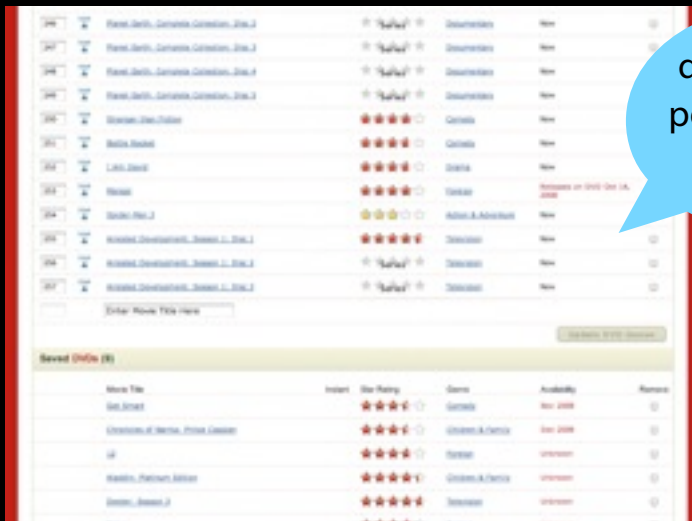
Dynamic Content

dynamic

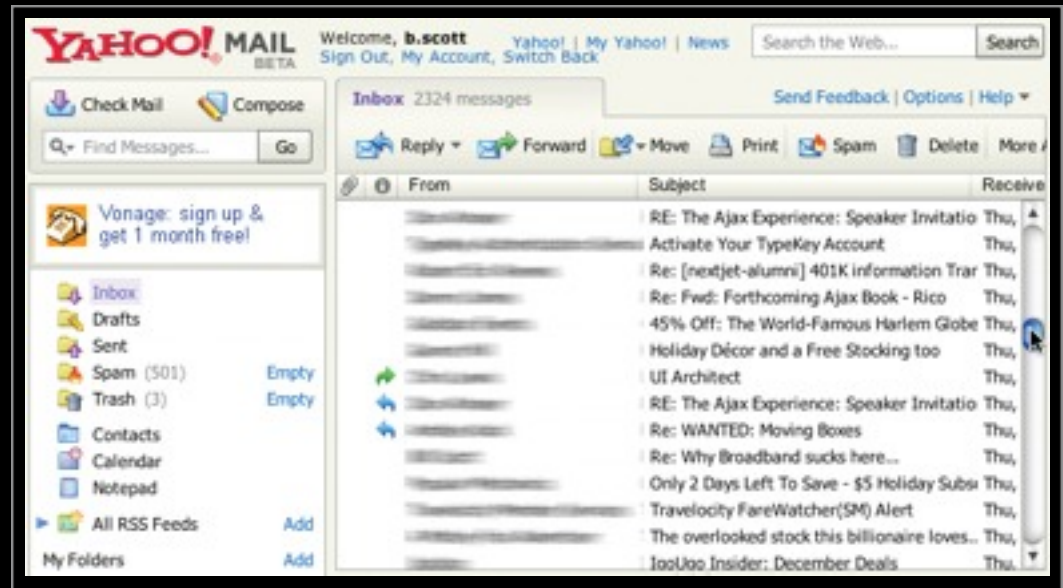
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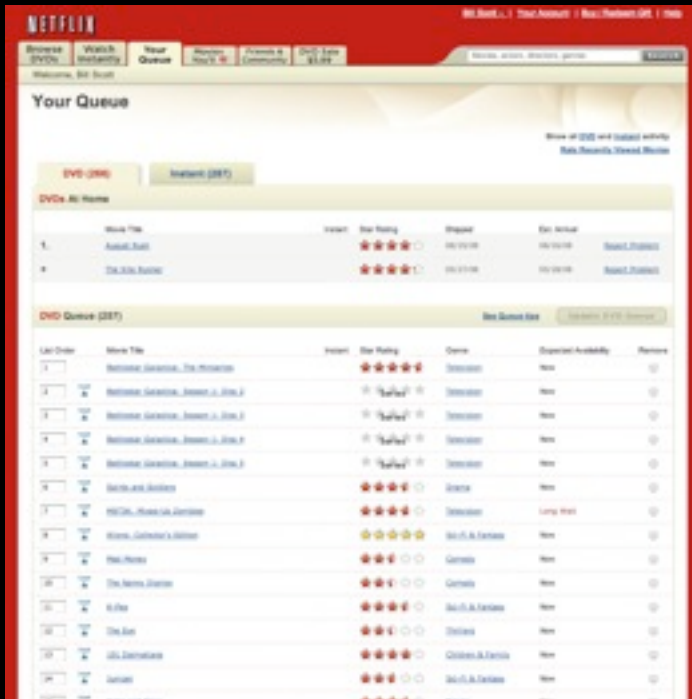


Yahoo! Mail On-Demand Scrolling

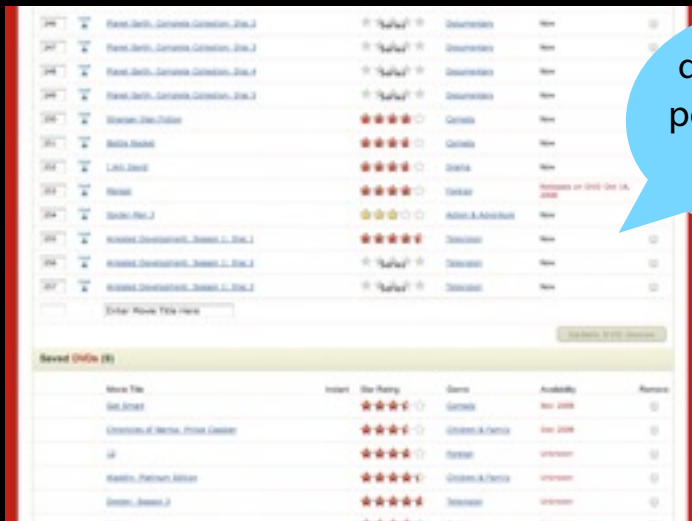
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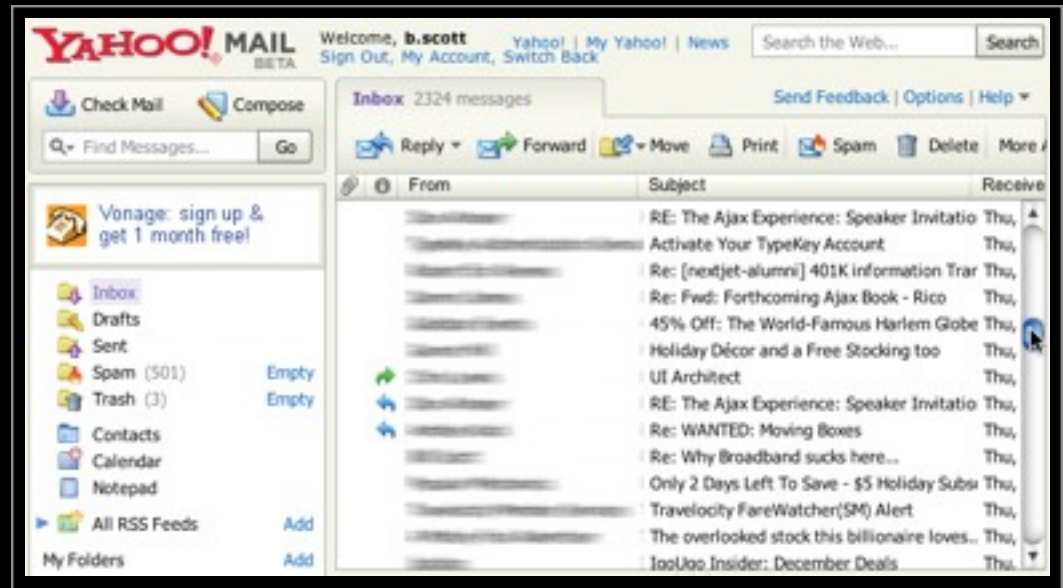
dynamic



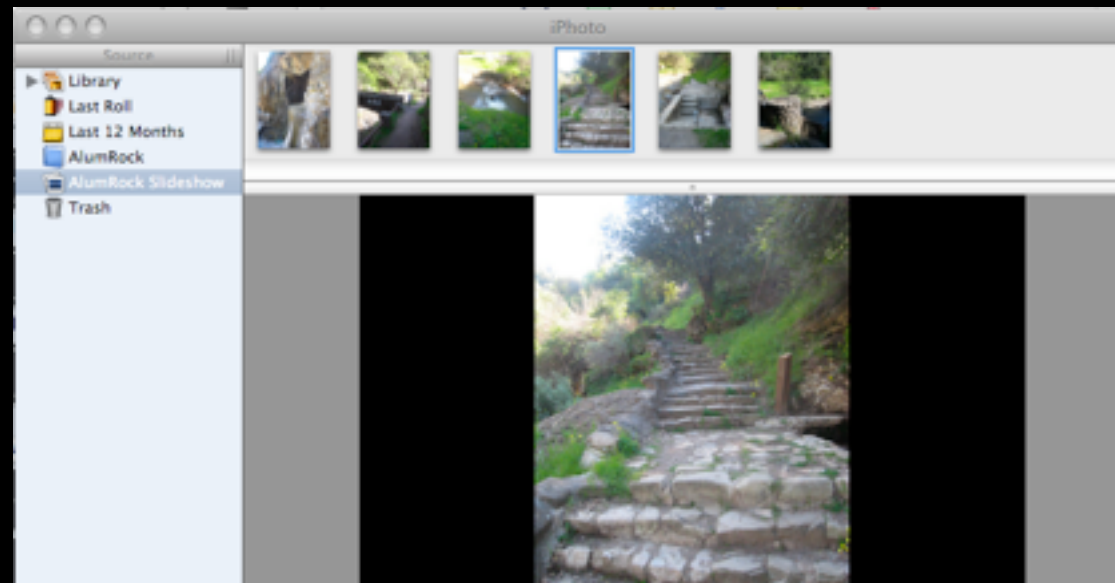
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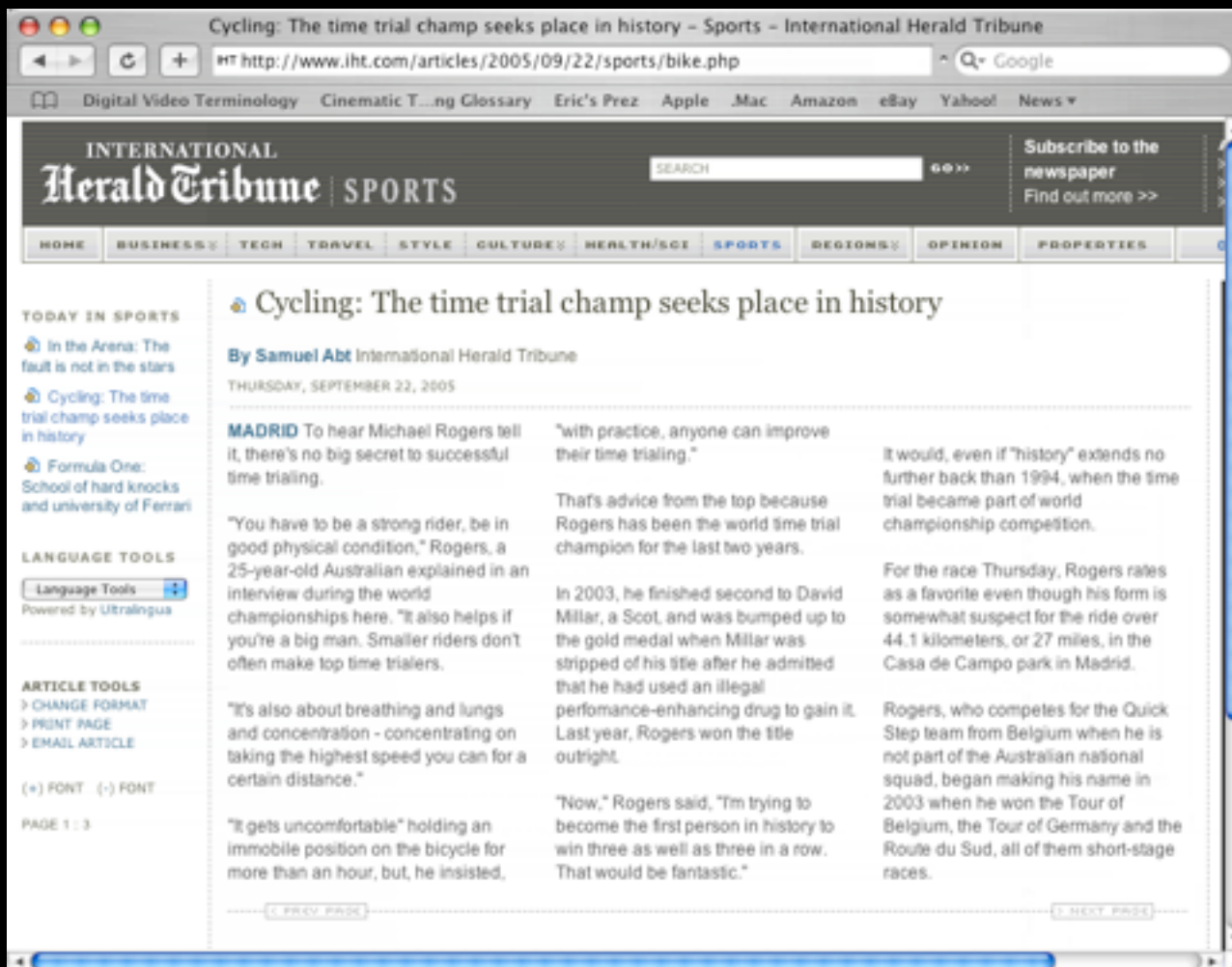
Dynamic Layout

dynamic

Think about the resize event

Design for different formats when necessary

What about the scroll bar?

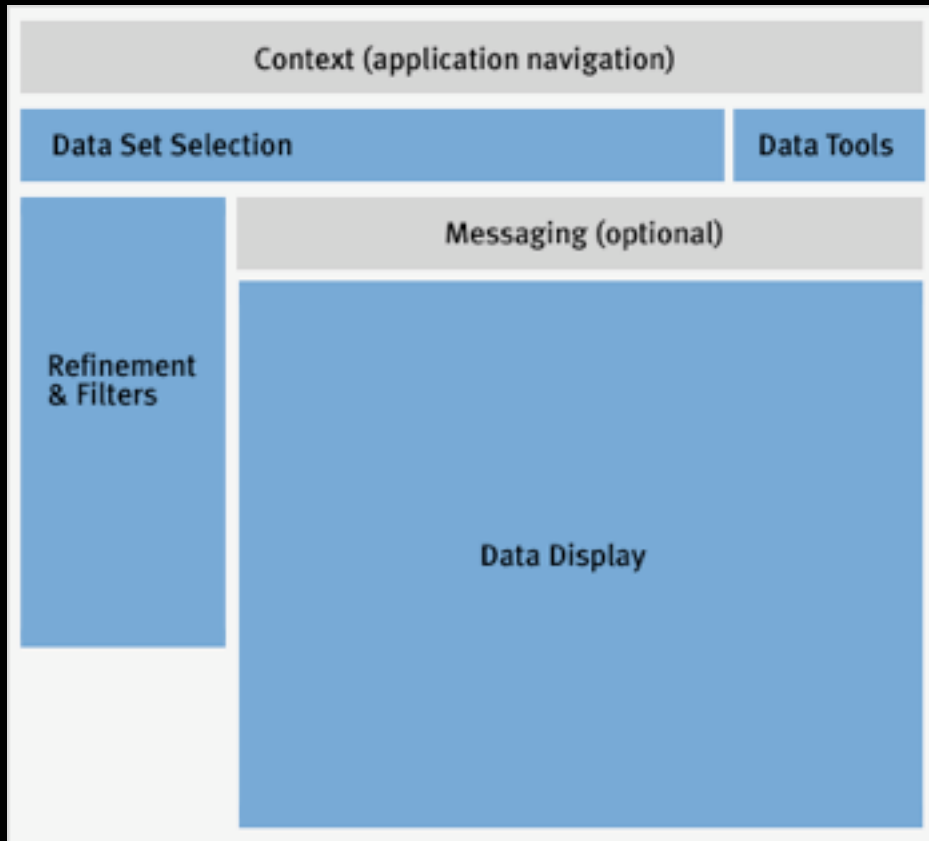


dynamic layout in International Herald Tribune

Dynamic Layout

Scaleable Design

dynamic

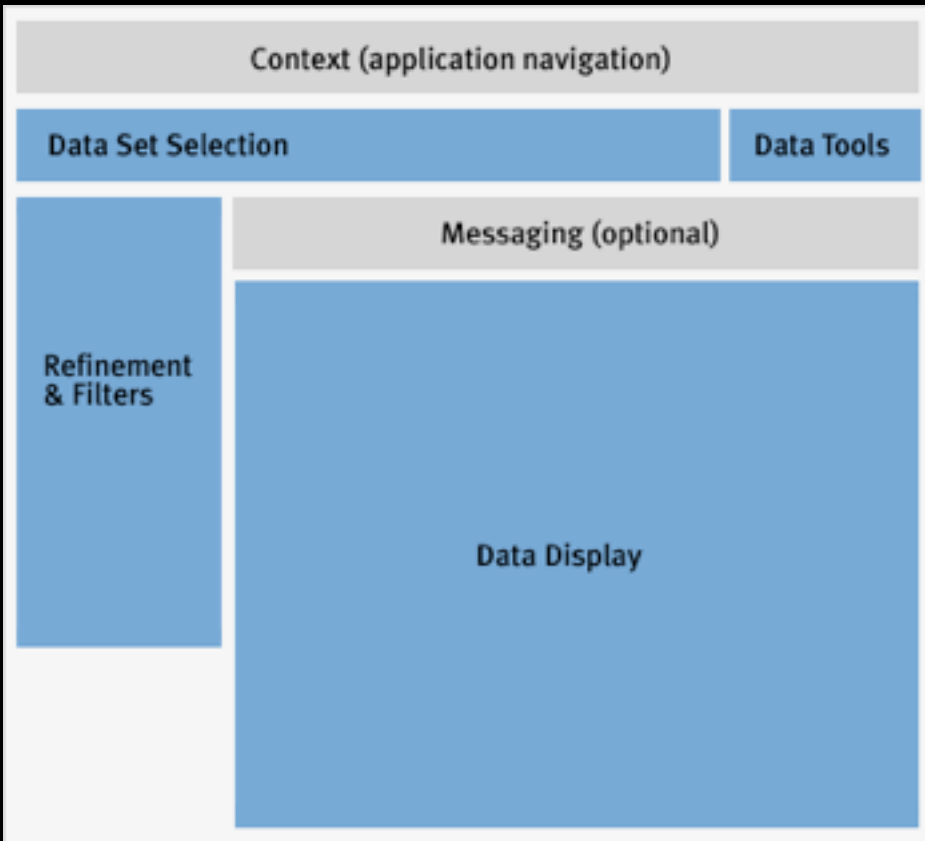


Credit: Scaleable Design by Luke Wroblewski

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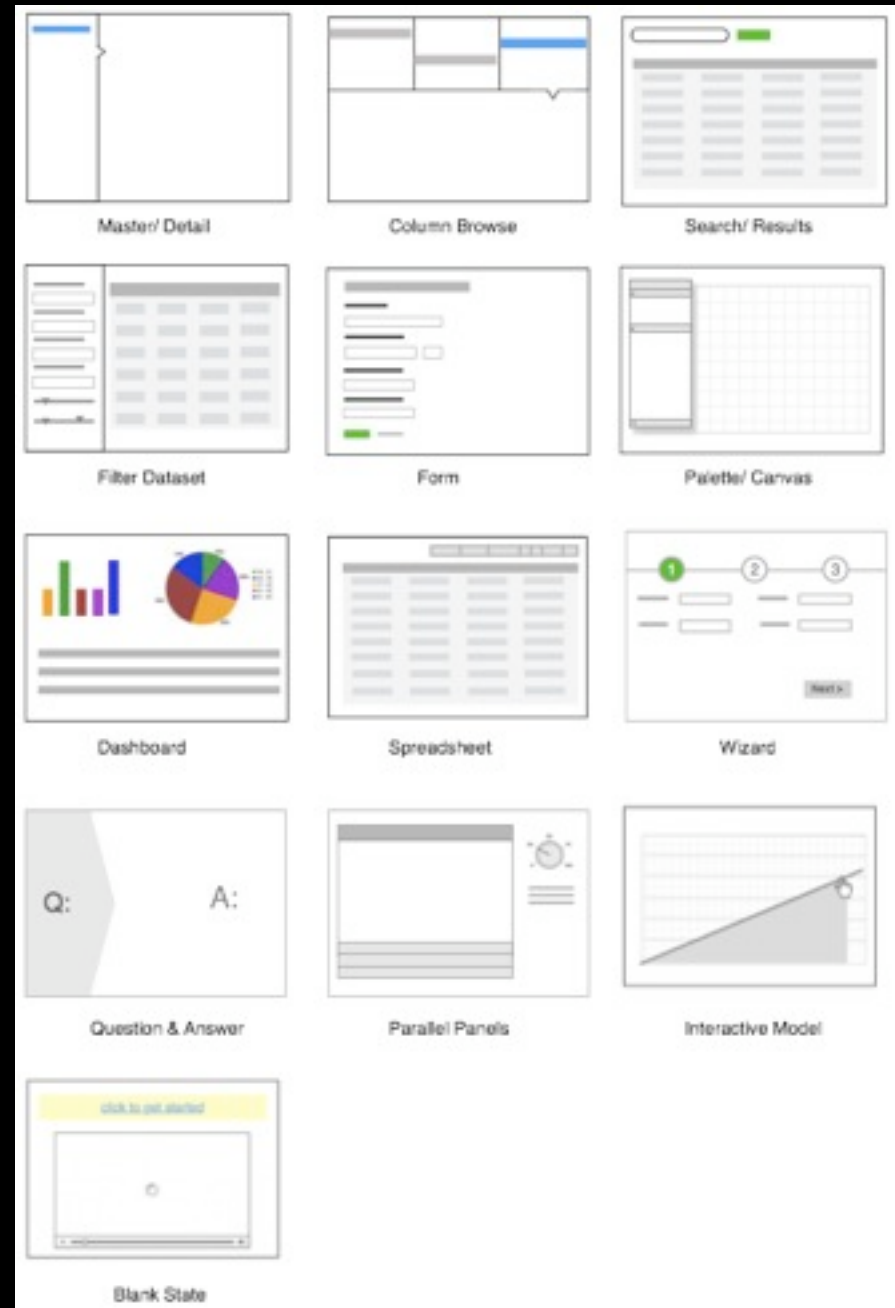
Dynamic Layout

Scaleable Design



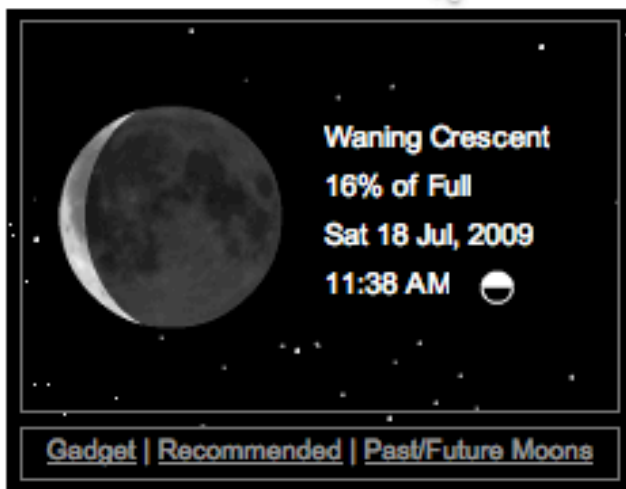
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Designing Web Interfaces: 12 Screen Patterns
<http://tinyurl.com/8kr6yq>



dynamic

Current Moon Phase



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Simple Interaction?

Current Moon Phase



Waning Crescent

16% of Full

Sat 18 Jul, 2009

11:38 AM



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[Google Webmaster Tools](#)

Dynamic Interaction. Events...

dynamic

Page load. Mouse hover. Mouse down.
Drag initiated. Drag leaves original location. Drag re-enters original location.
Drag re-enters original location. Drag enters valid target. Drag exits valid target.
Drag enters specific invalid target. Drag is over no specific target. Drag hovers over valid target. Drag hovers over invalid target. Drop accepted. Drop rejected.
Drop on parent container.

Dynamic Interaction. **Actors...**

dynamic

Page. Cursor. Tool Tip. Drag
Object. Drag Object's Parent
Container. Drop Target.

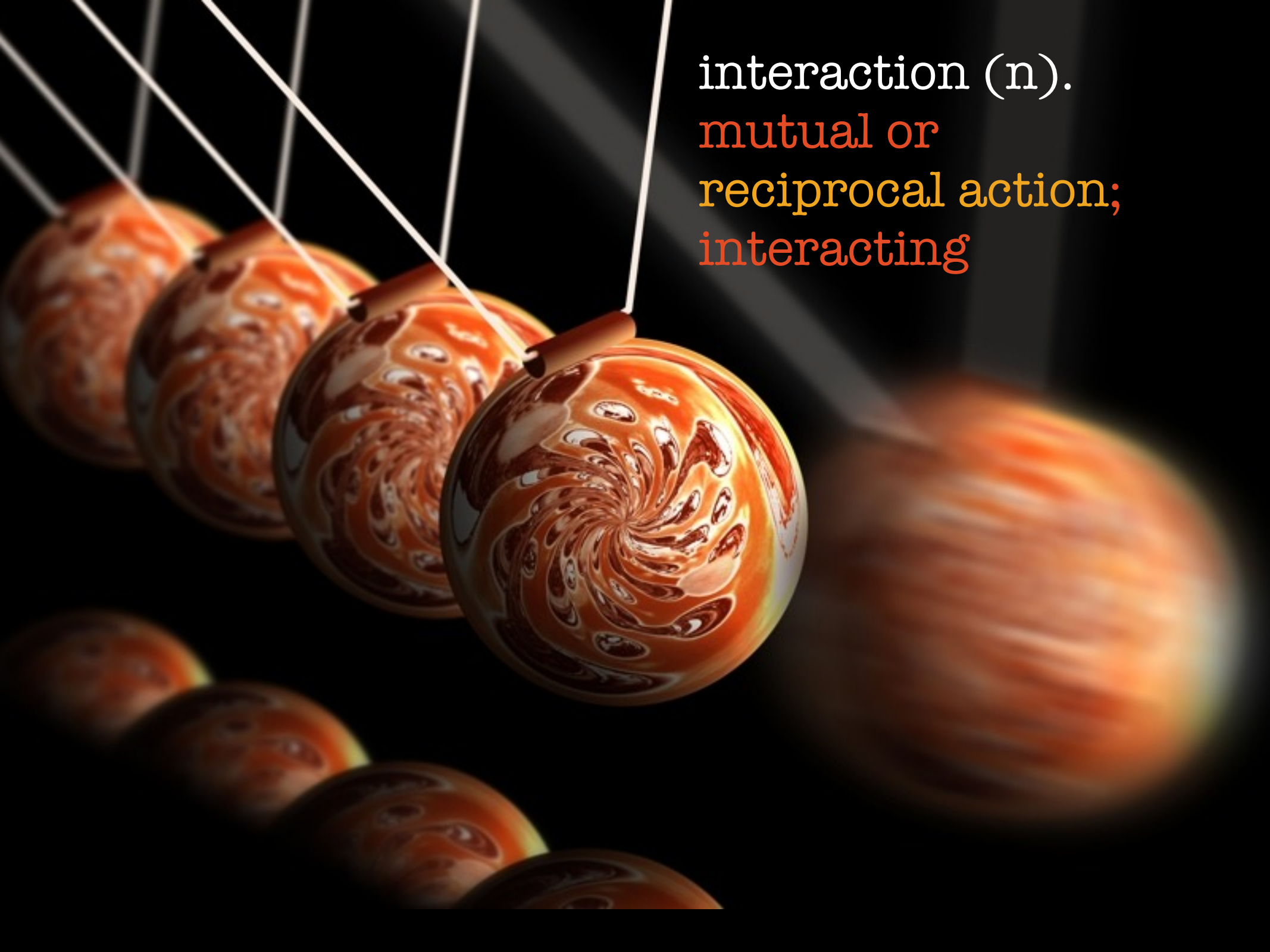
Events →

Actors ↓

96

Interesting Moments

interaction (n).
mutual or
reciprocal action;
interacting



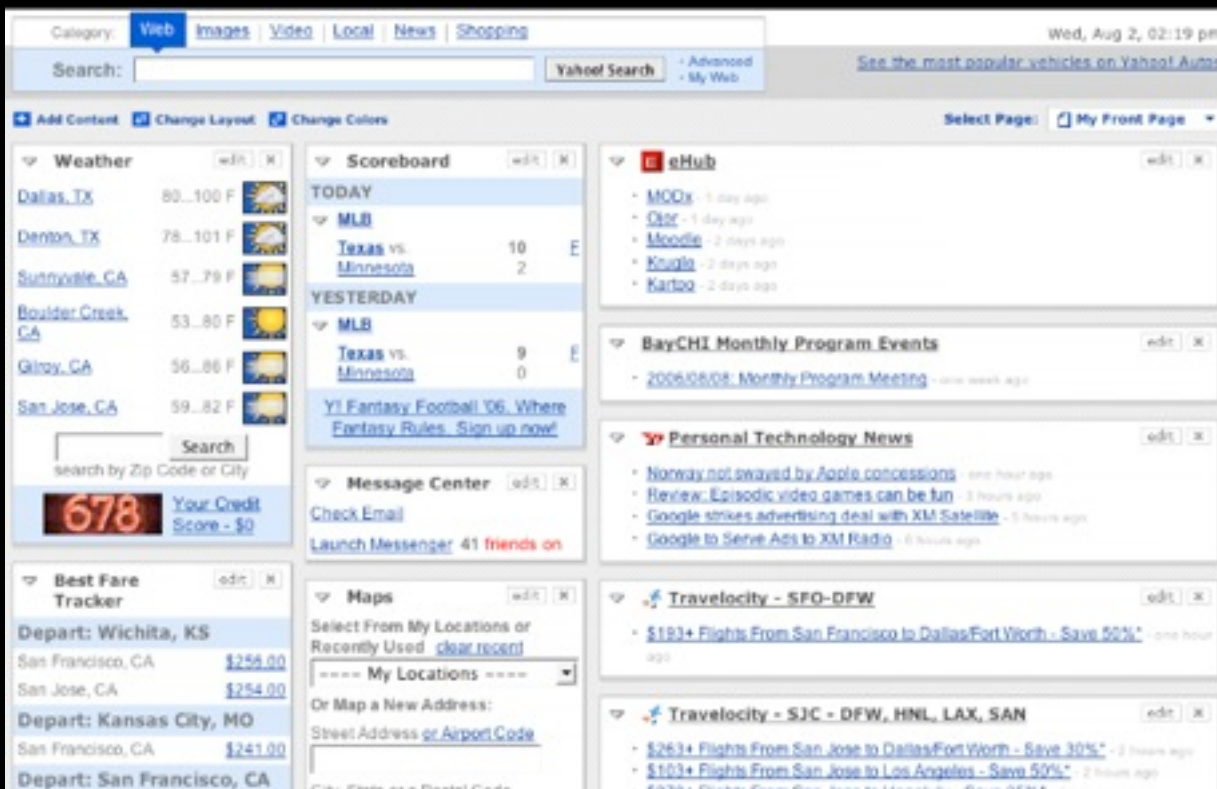
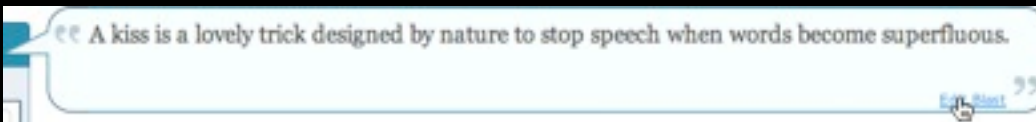
Dynamic Interaction

dynamic

Design for interesting moments up front

Prototype, prototype, prototype

Avoids lots of expensive rework

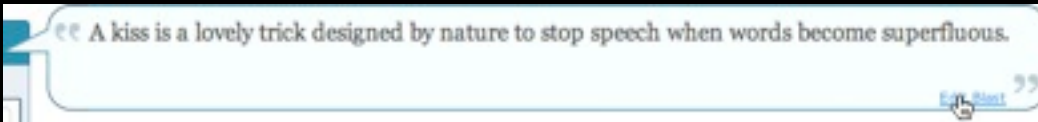


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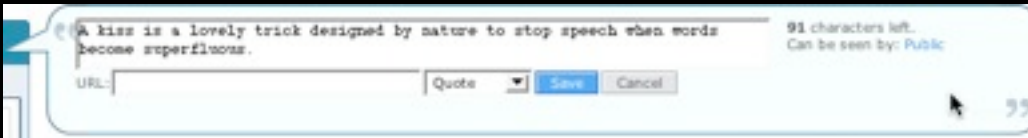
thoughtful approach to blending modes. Yahoo! 360

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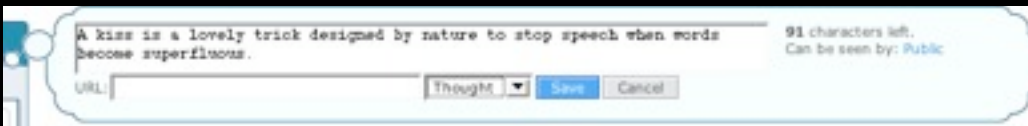
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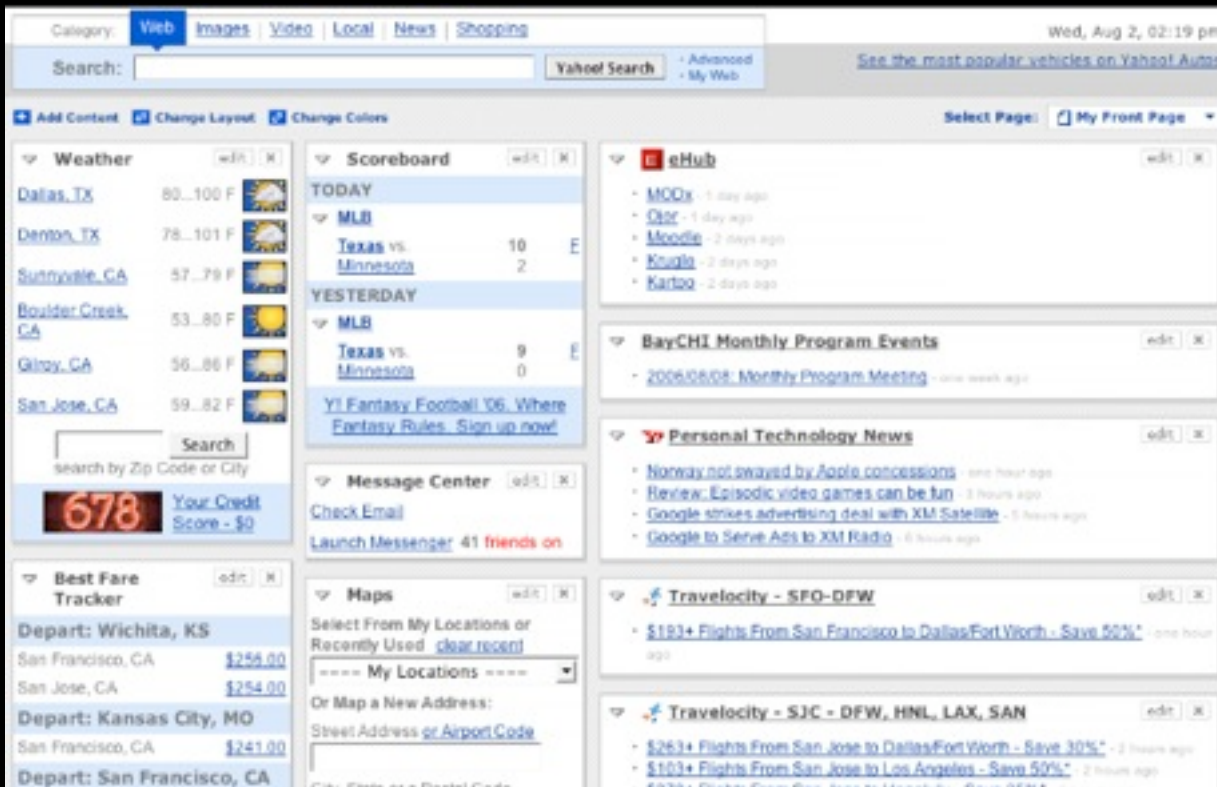
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drag and drop on My Yahoo!

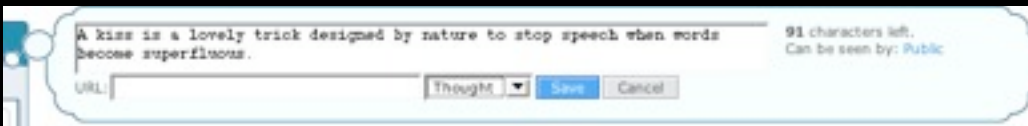
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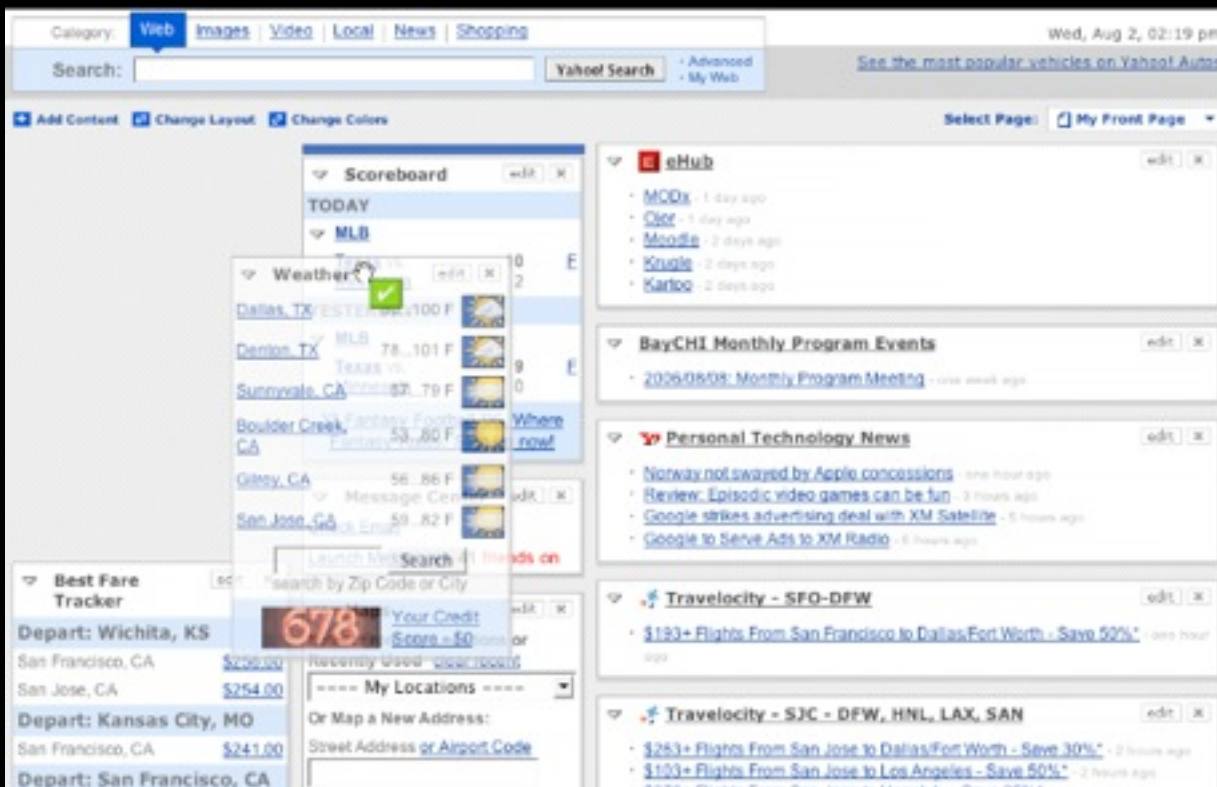
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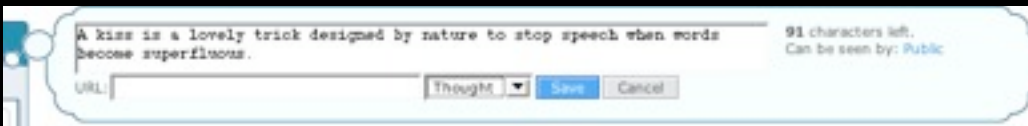
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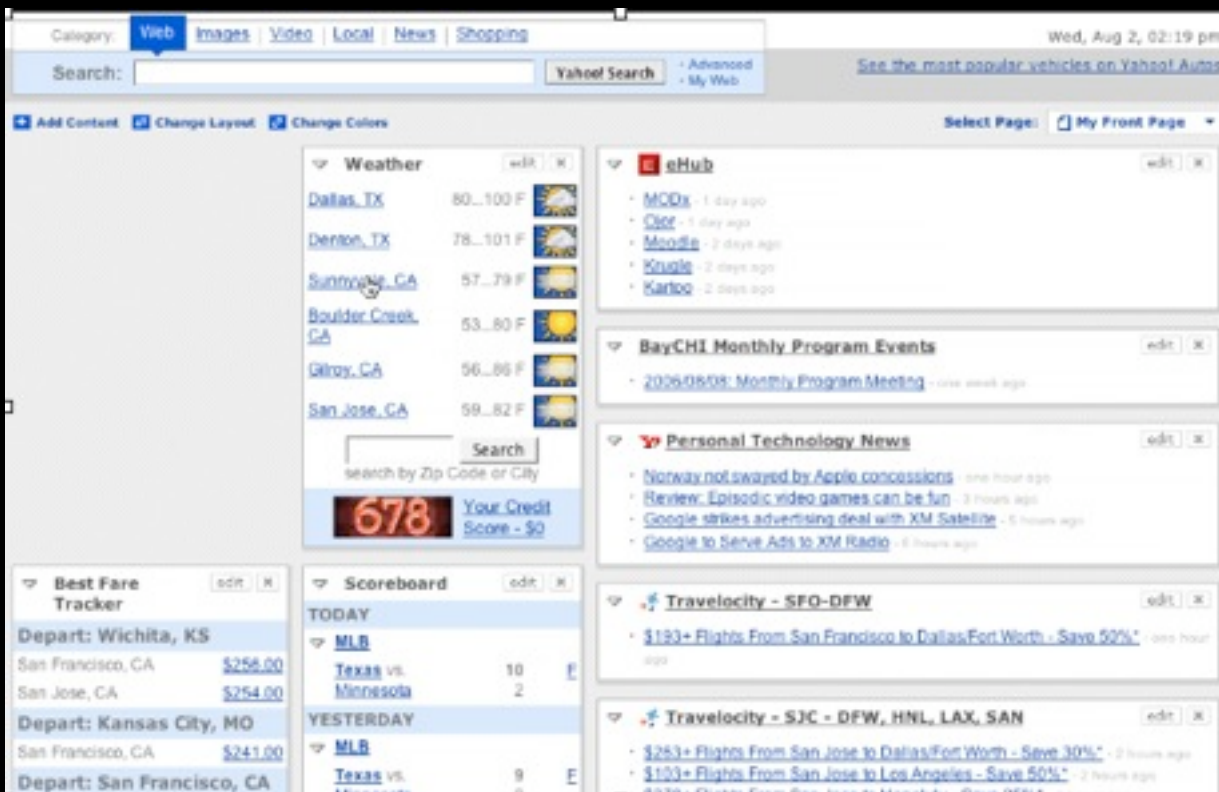
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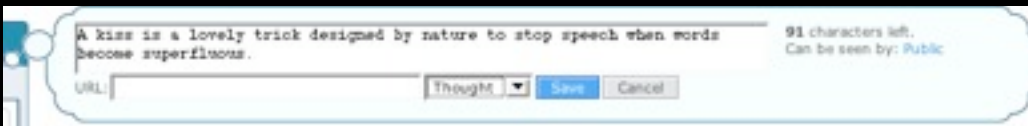
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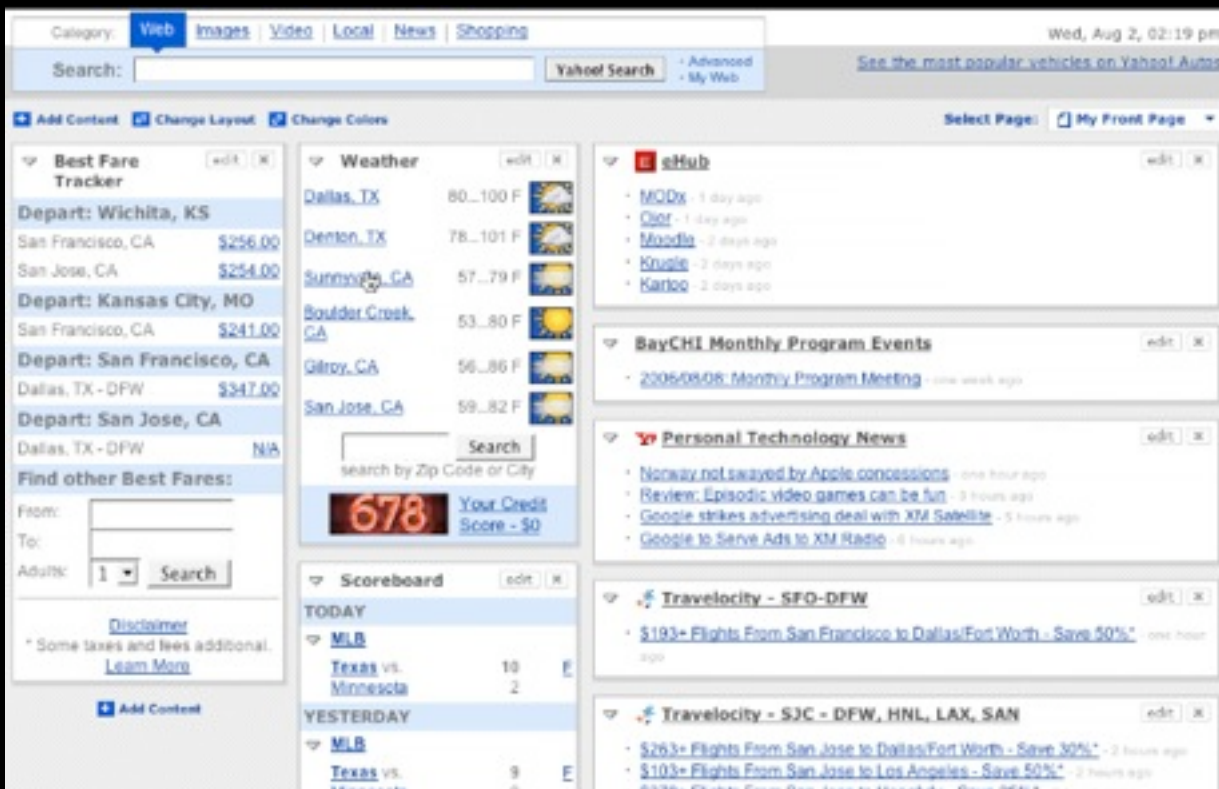
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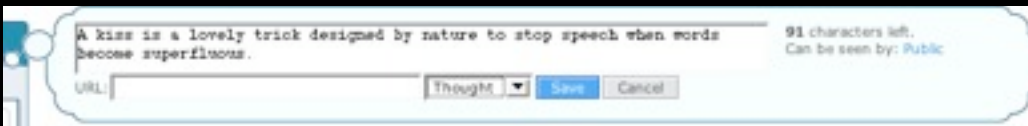
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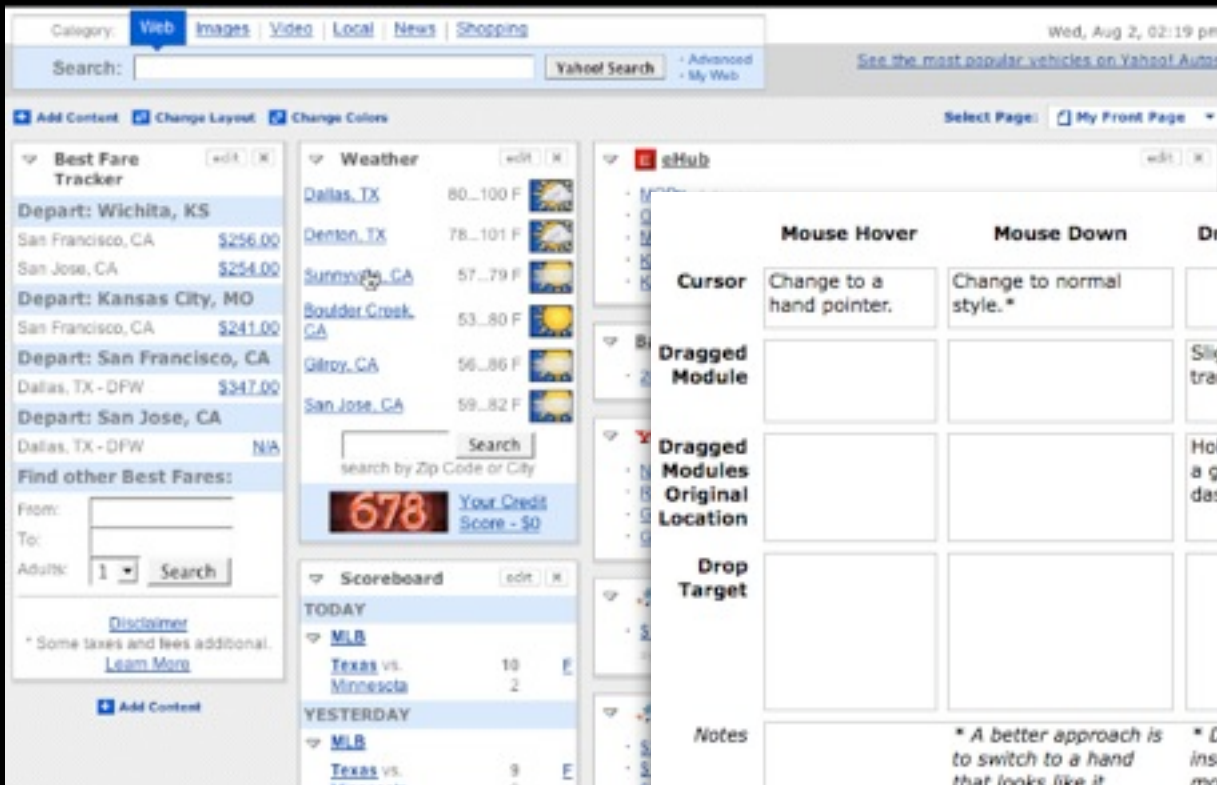
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interesting moments grid

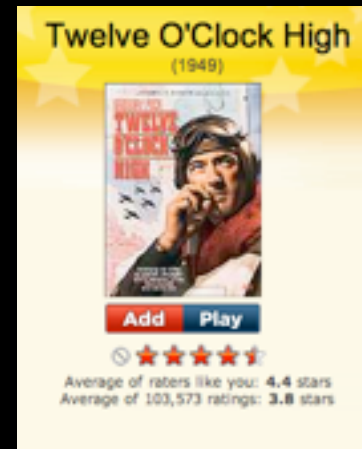
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.
Notes		* A better approach is to switch to a hand that looks like it grabbed the module.	* Drag initiates instantly on mouse down.	* Triggers when the mid-point of the dragged object enters a valid drop target.	

drag and drop on My Yahoo!

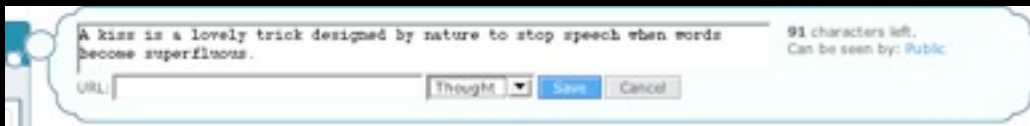
Dynamic Interaction

Design for interesting moments up front
 Prototype, prototype, prototype
 Avoids lots of expensive rework

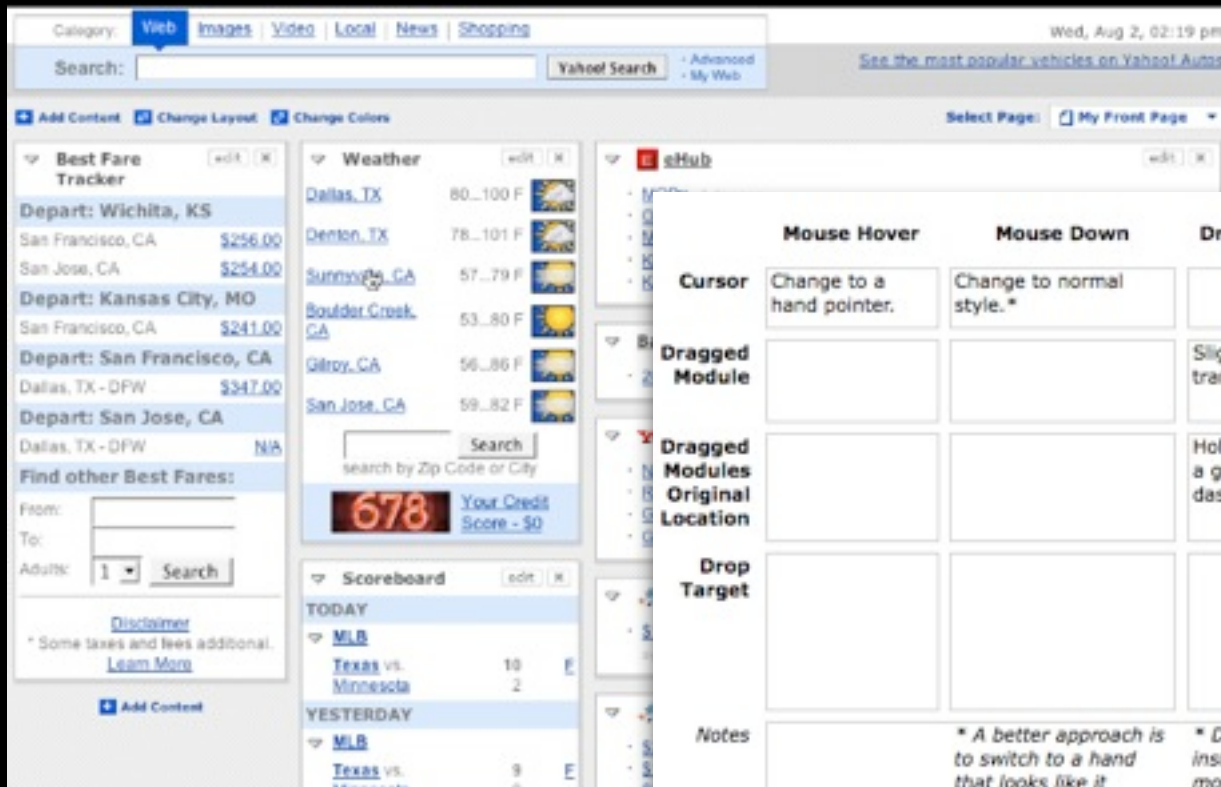
dynamic



confusing interaction. netflix



thoughtful approach to blending modes. Yahoo! 360



interesting moments grid

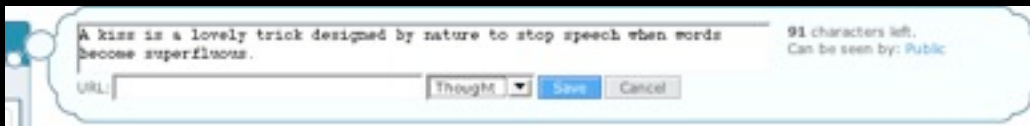
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.
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drag and drop on My Yahoo!

Dynamic Interaction

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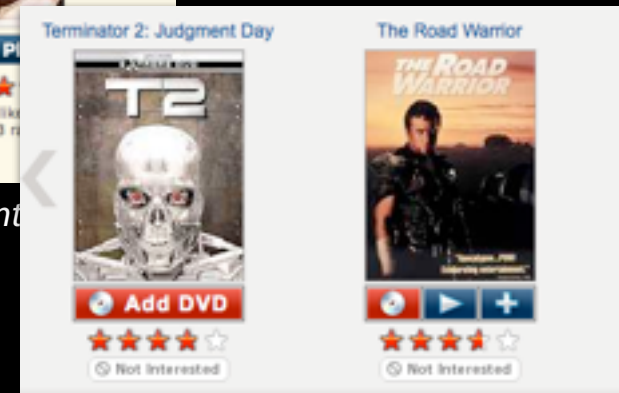
dynamic



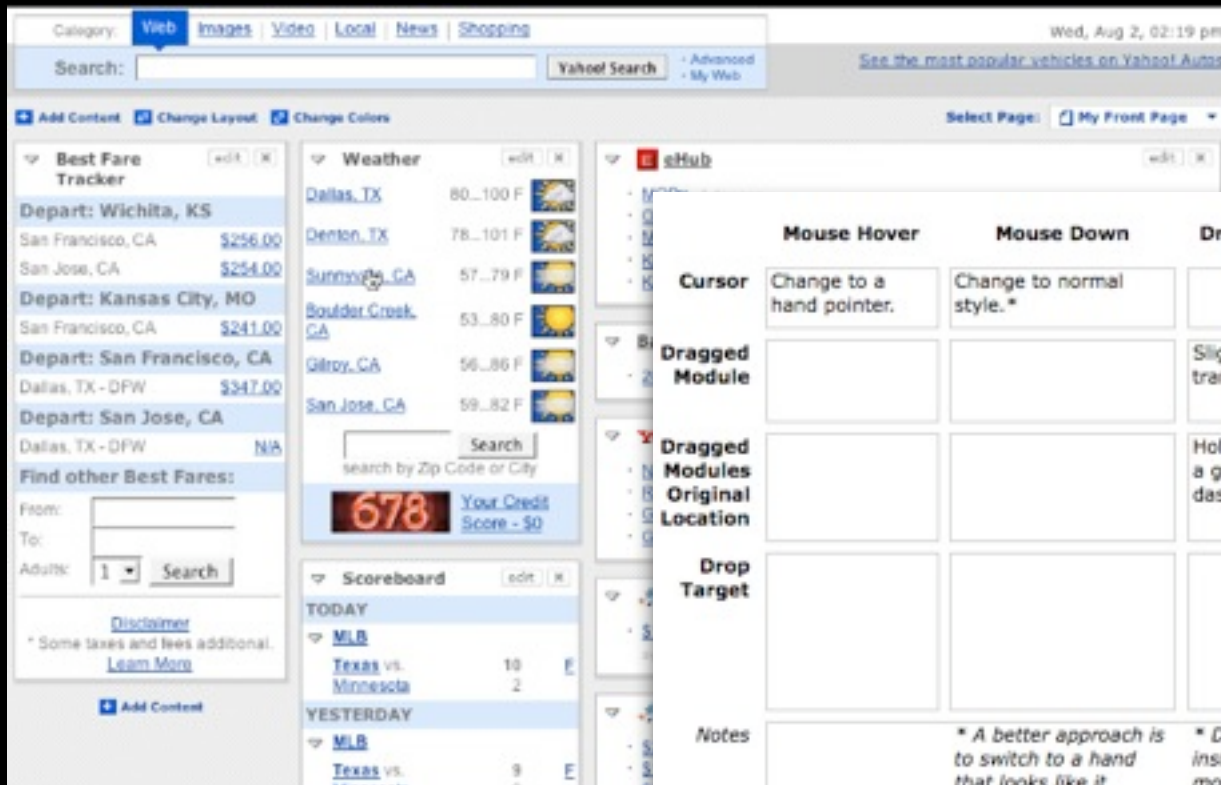
thoughtful approach to blending modes. Yahoo! 360



confusing int



improved interaction. netflix

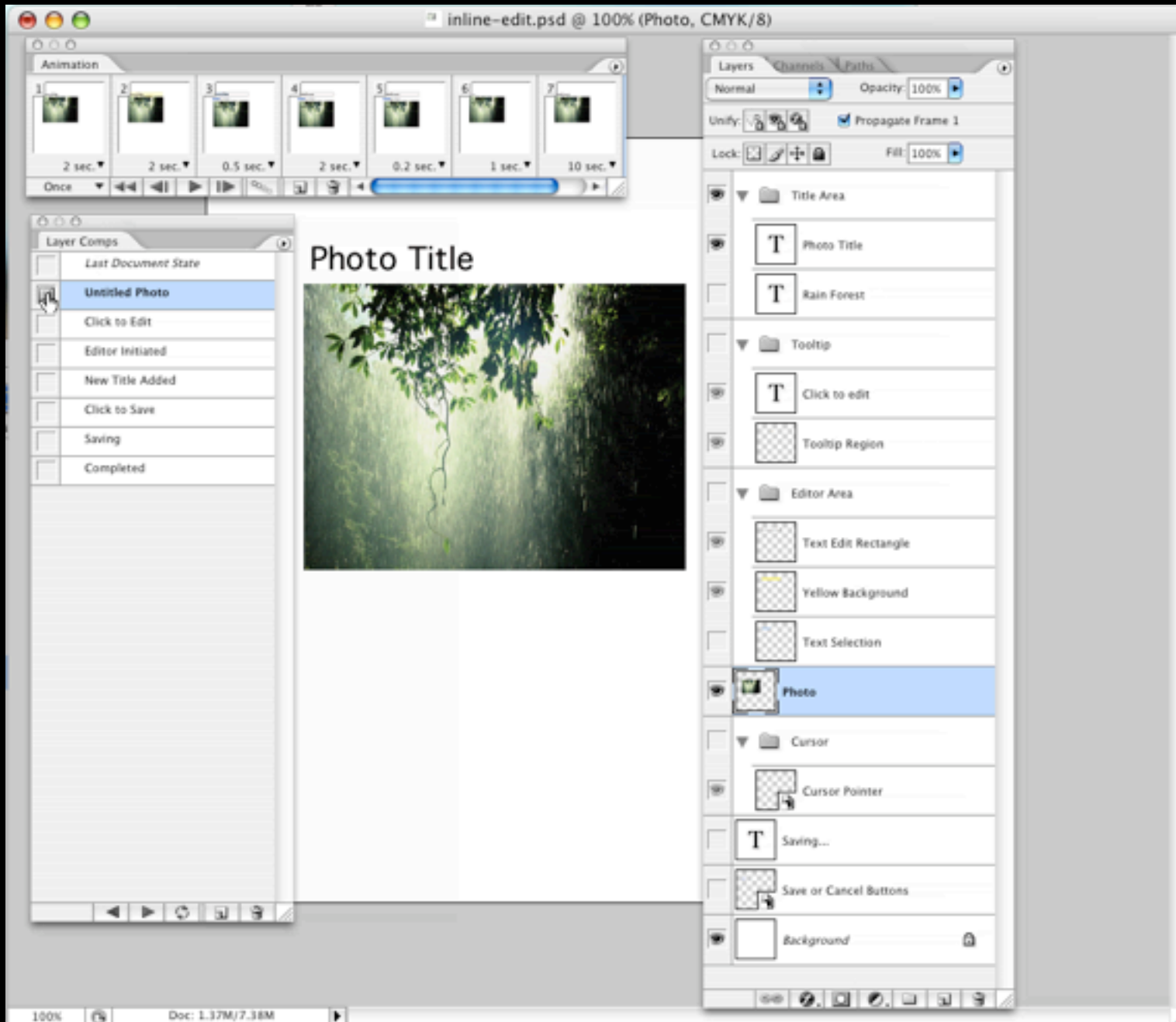


drag and drop on My Yahoo!

	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Notes		* A better approach is to switch to a hand that looks like it grabbed the module.	* Drag initiates instantly on mouse down.	* Triggers when the mid-point of the dragged object enters a valid drop target.	

Keyframe with Photoshop

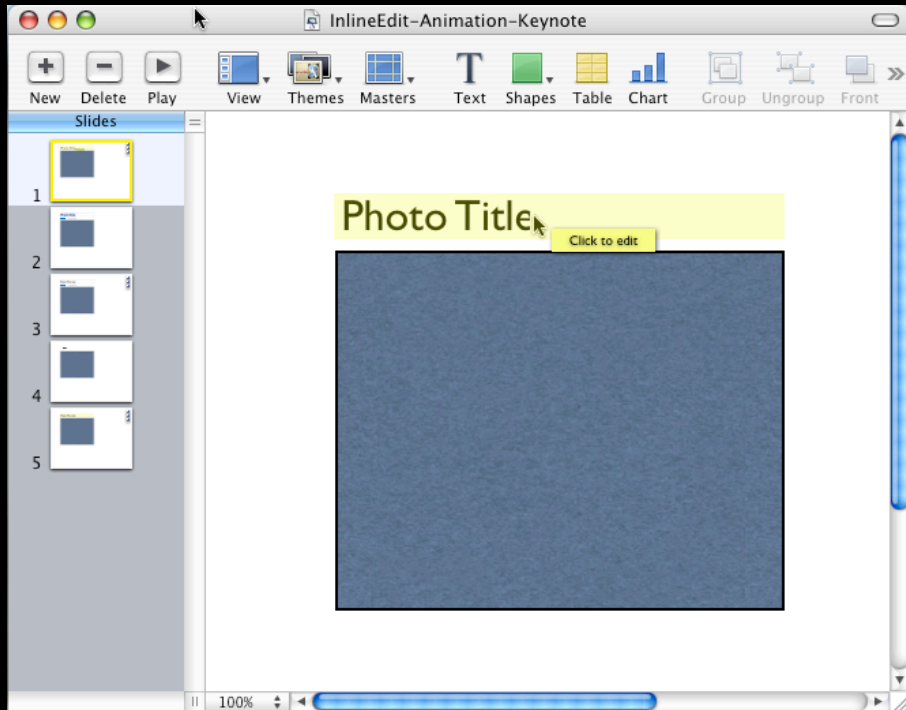
dynamic



Keynote: Keyframe Wireframes

dynamic

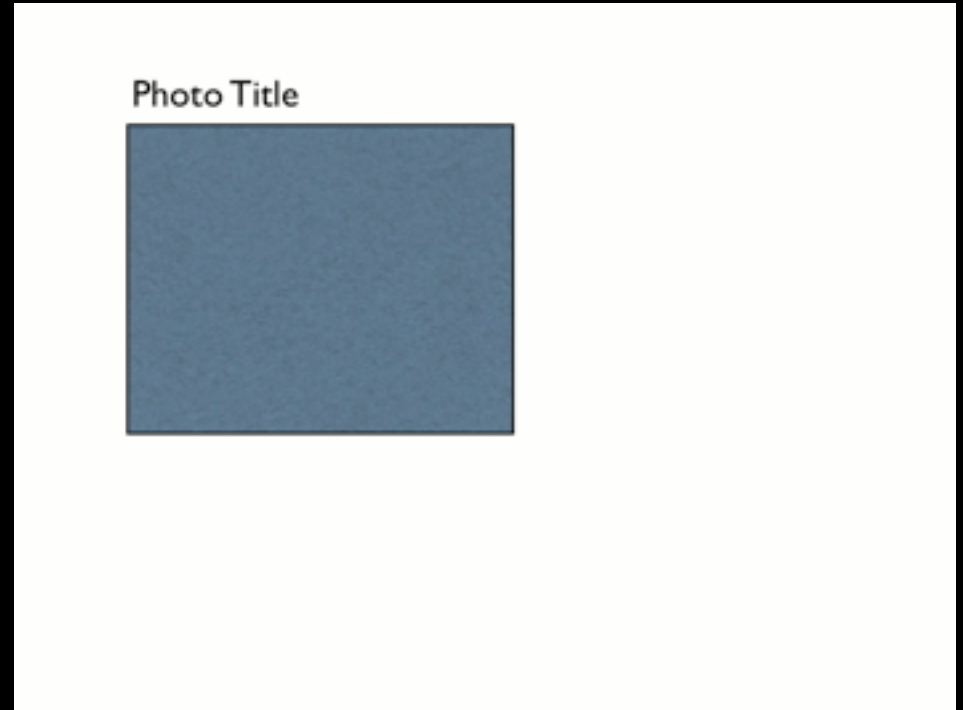
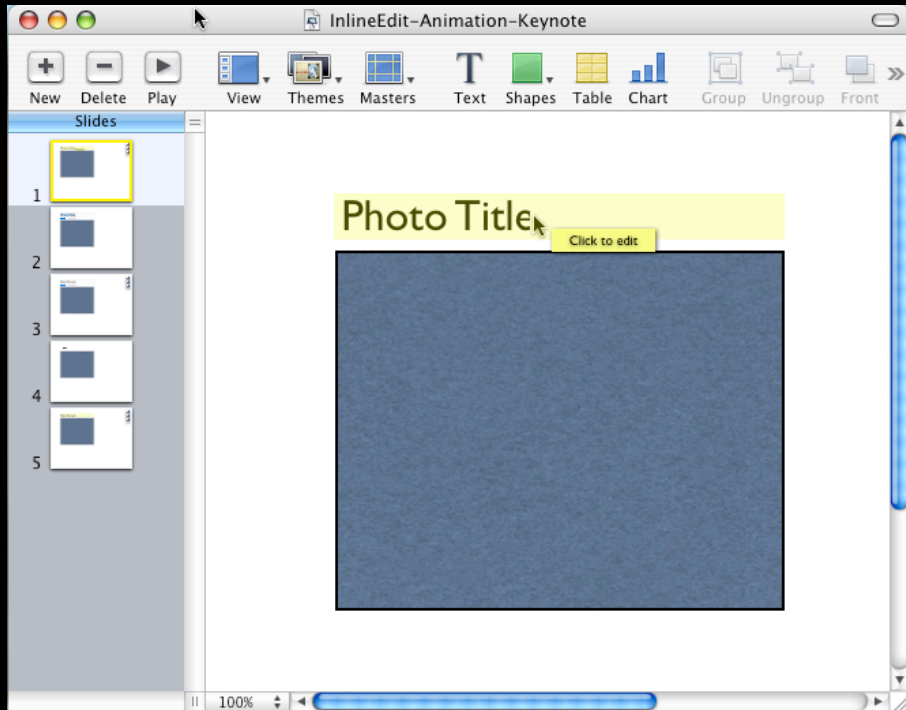
Using page transitions and simple animation transitions



Keynote: Keyframe Wireframes

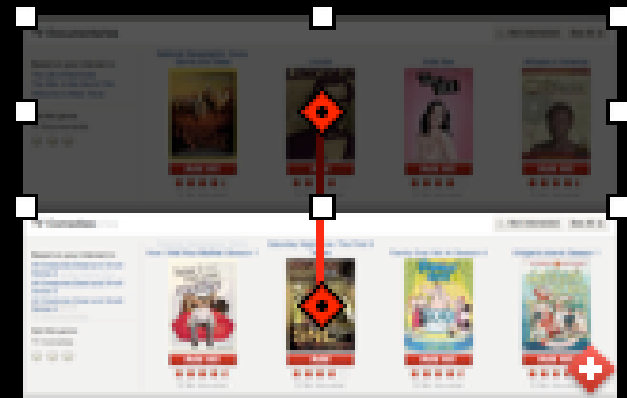
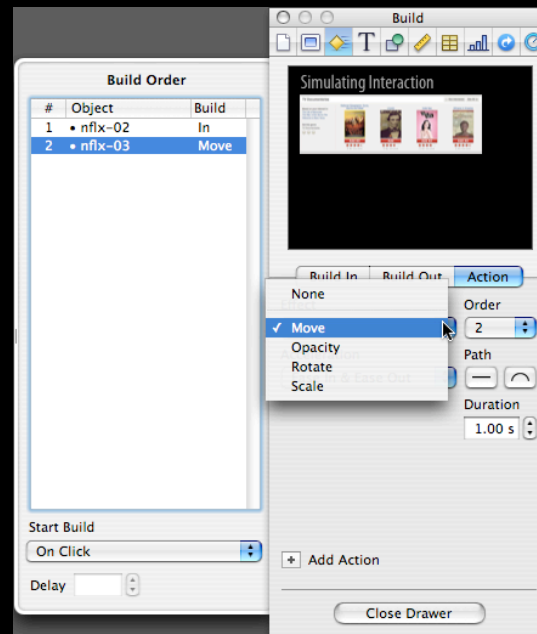
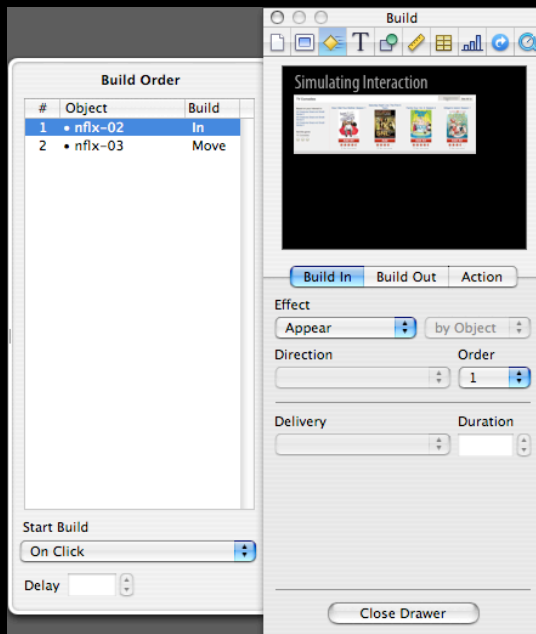
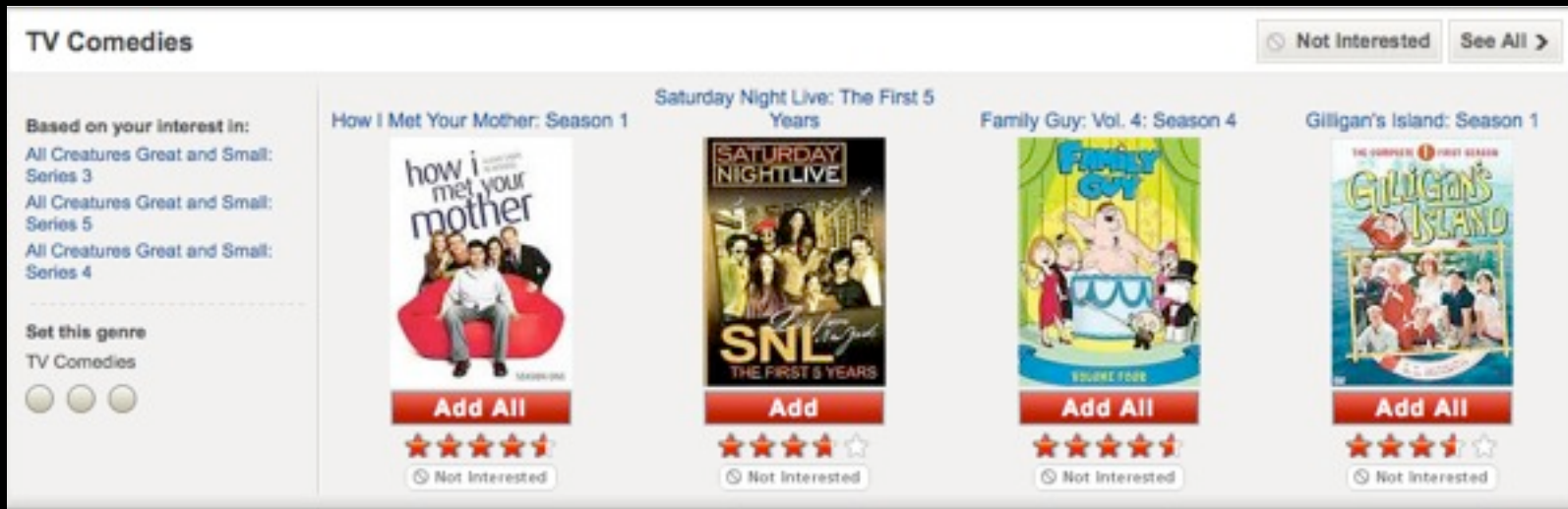
dynamic

Using page transitions and simple animation transitions



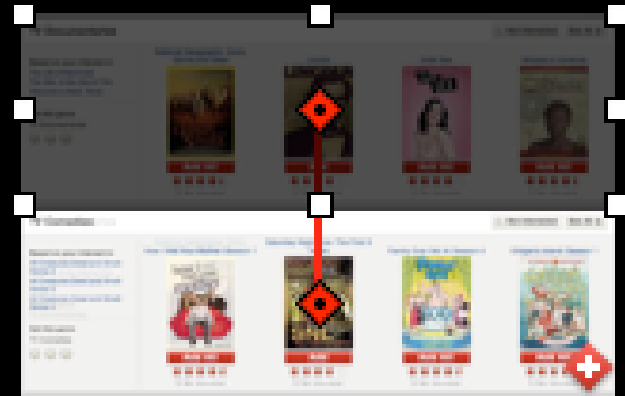
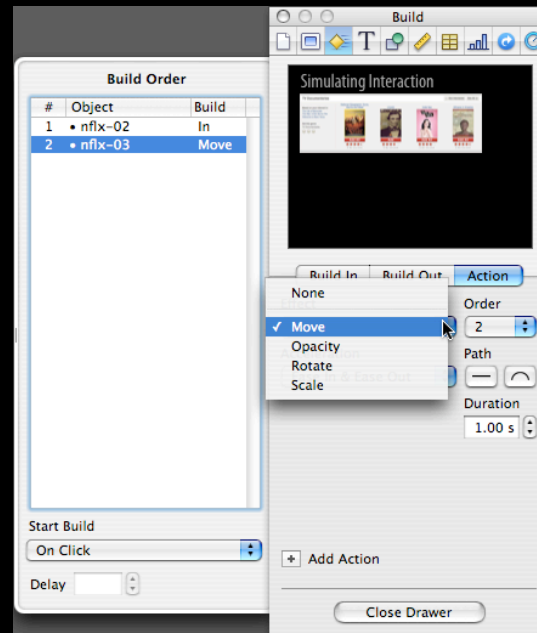
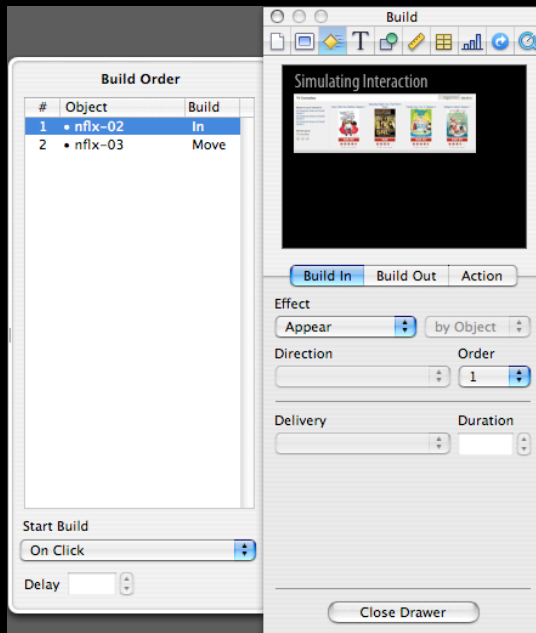
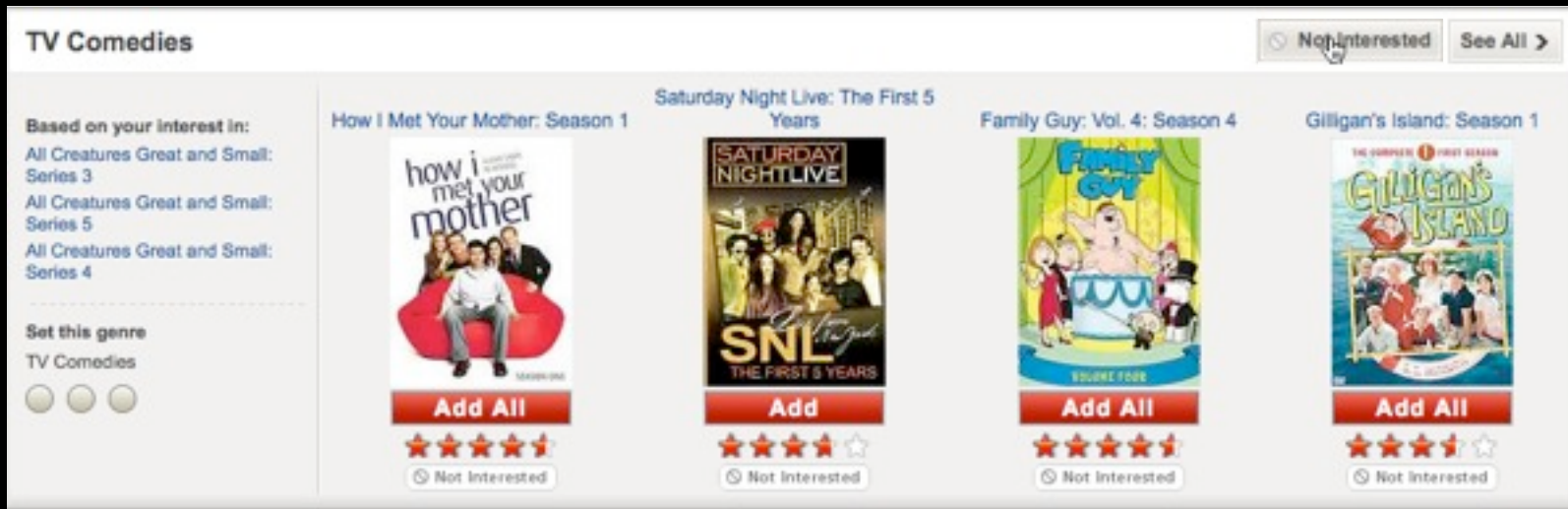
Keynote: Simulating Interaction

dynamic



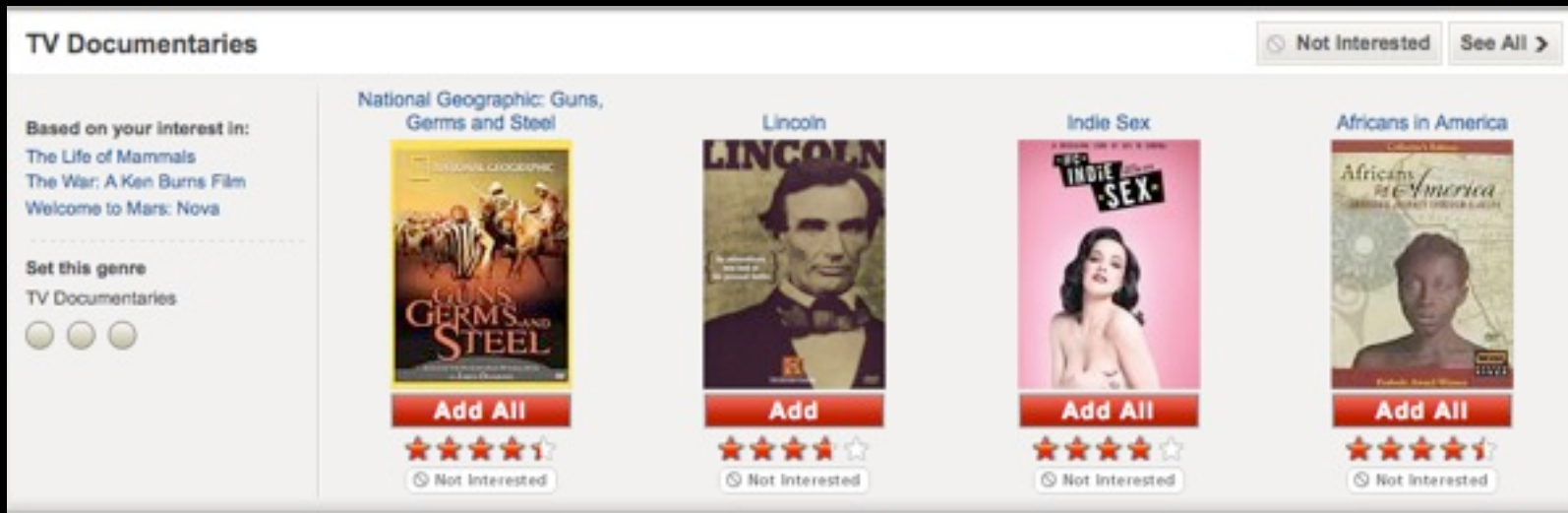
Keynote: Simulating Interaction

dynamic

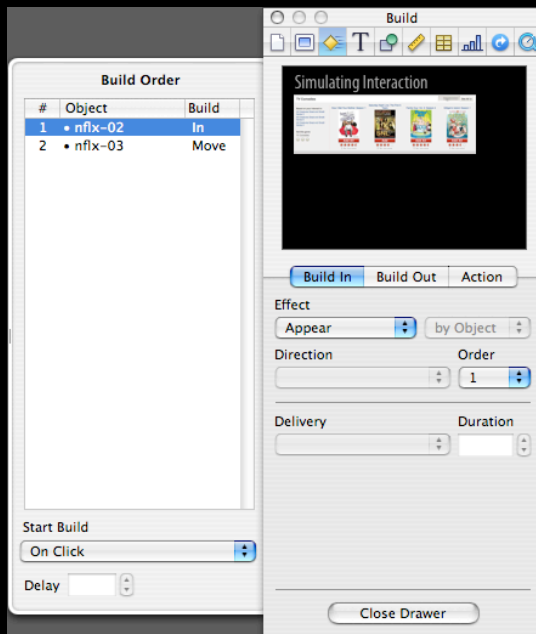


Keynote: Simulating Interaction

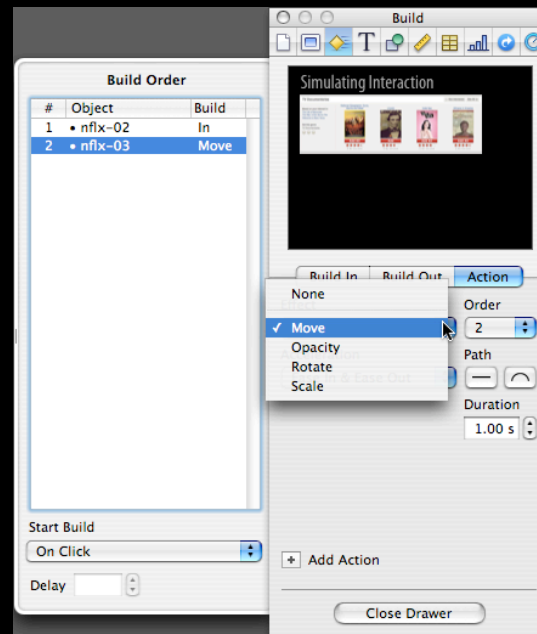
dynamic



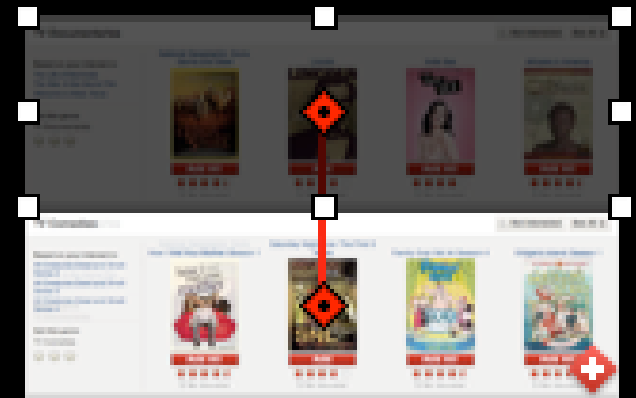
netflix. rate & replace. interactive mockup



step one. button appears



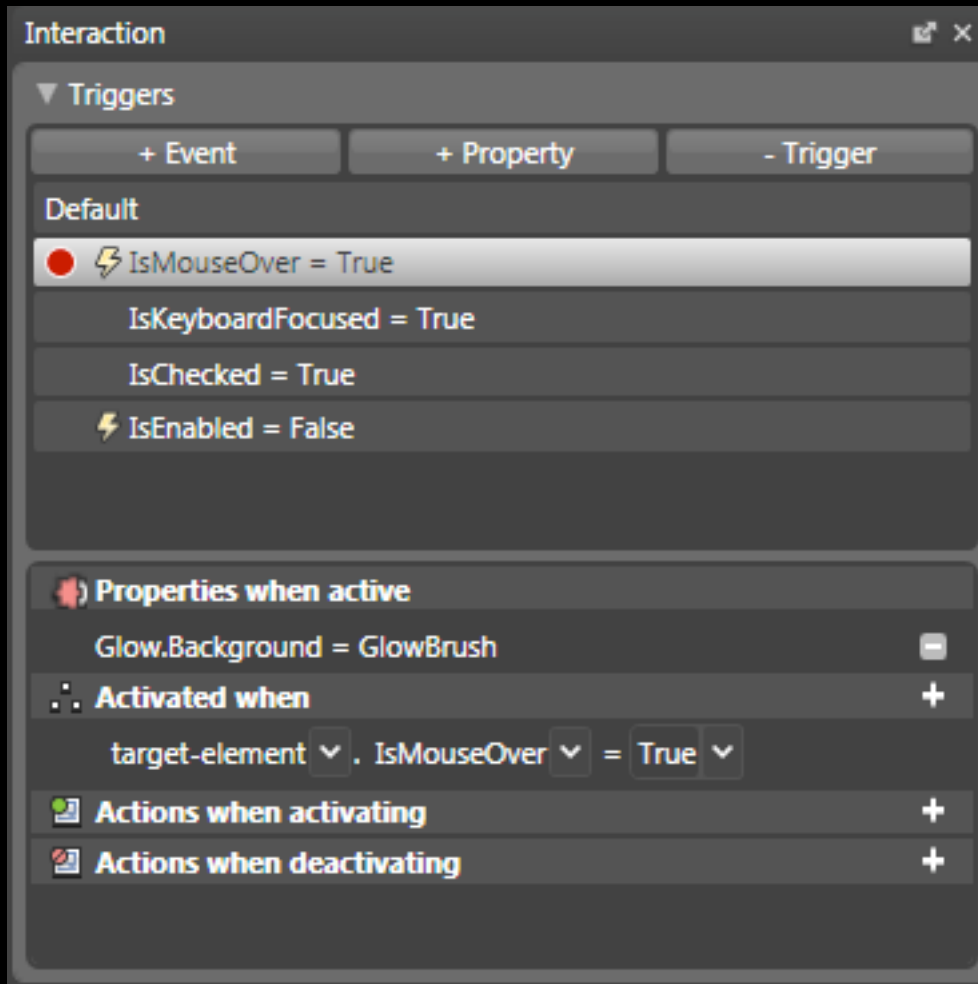
step one. second row moves down



the secret. hidden row behind solid mask

Microsoft Expression Blend

dynamic



Fireworks CS4

Slices

Rich Symbols

CSS Export

PDF Export

Smart Align

Photoshop Compatible Text

dynamic



dynamic



Gotchas for dynamic design

dynamic

Not the same as printed page.

Photoshop = static

Use layers to simulate dynamic content

Learn how to **prototype**

Consider extremes and design for scalability.

Realize pixel-perfect layouts and font rendering will not look the same across all browsers/platforms

stop worrying about where the line break is in a particular paragraph of text.

Take the challenge: consider the dynamic nature of the site a worthy design challenge

2. technology is critical

web design without technology is just art.

you must understand the magic that gets it on the site.

challenge of interface engineering

technology

14 IE 6 layout
bugs

challenge of interface engineering

technology

14 IE 6 layout
bugs

63 rounded corner
techniques

challenge of interface engineering

technology

14 IE 6 layout bugs

9 ways to layout columns

63 rounded corner techniques

challenge of interface engineering

technology

14 IE 6 layout bugs

9 ways to layout columns

3 rendering engines

63 rounded corner techniques

challenge of interface engineering

technology

14 IE 6 layout bugs

9 ways to layout columns

3 rendering engines

63 rounded corner techniques

8 major browsers

challenge of interface engineering

technology

14 IE 6 layout bugs

9 ways to layout columns

3 rendering engines

63 rounded corner techniques

8 major browsers

5 ways to layout elements

challenge of interface engineering

technology

14 IE 6 layout bugs

9 ways to layout columns

3 rendering engines

63 rounded corner techniques

8 major browsers

5 ways to layout elements

6+ ways to vertically align

challenge of interface engineering

technology

14 IE 6 layout bugs

9 ways to layout columns

3 rendering engines

63 rounded corner techniques

8 major browsers

34 ways to improve performance

5 ways to layout elements

6+ ways to vertically align

challenge of interface engineering

technology

14 IE 6 layout bugs

9 ways to layout columns

8 areas of focus

3 rendering engines

63 rounded corner techniques

8 major browsers

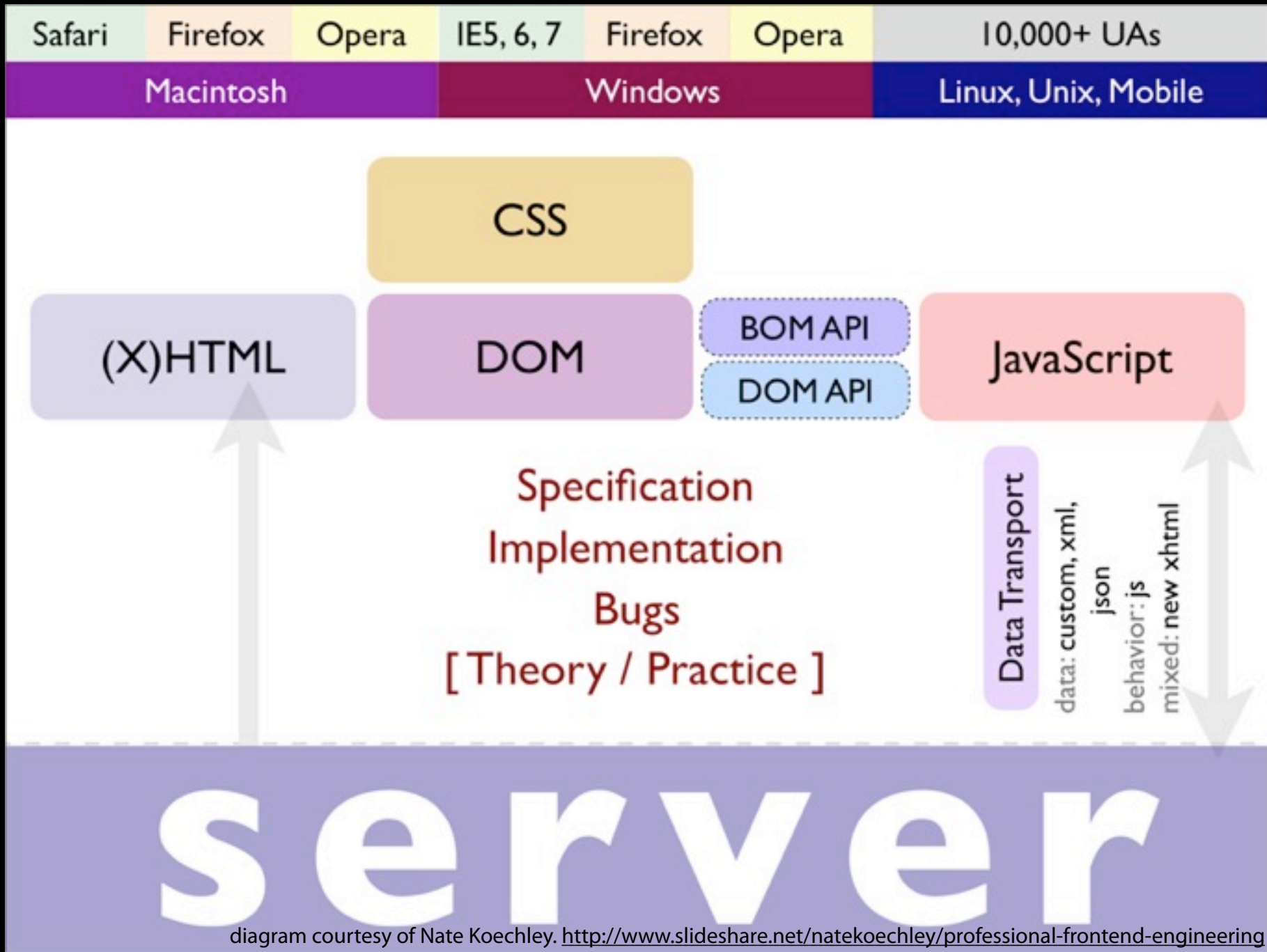
34 ways to improve performance

5 ways to layout elements

6+ ways to vertically align

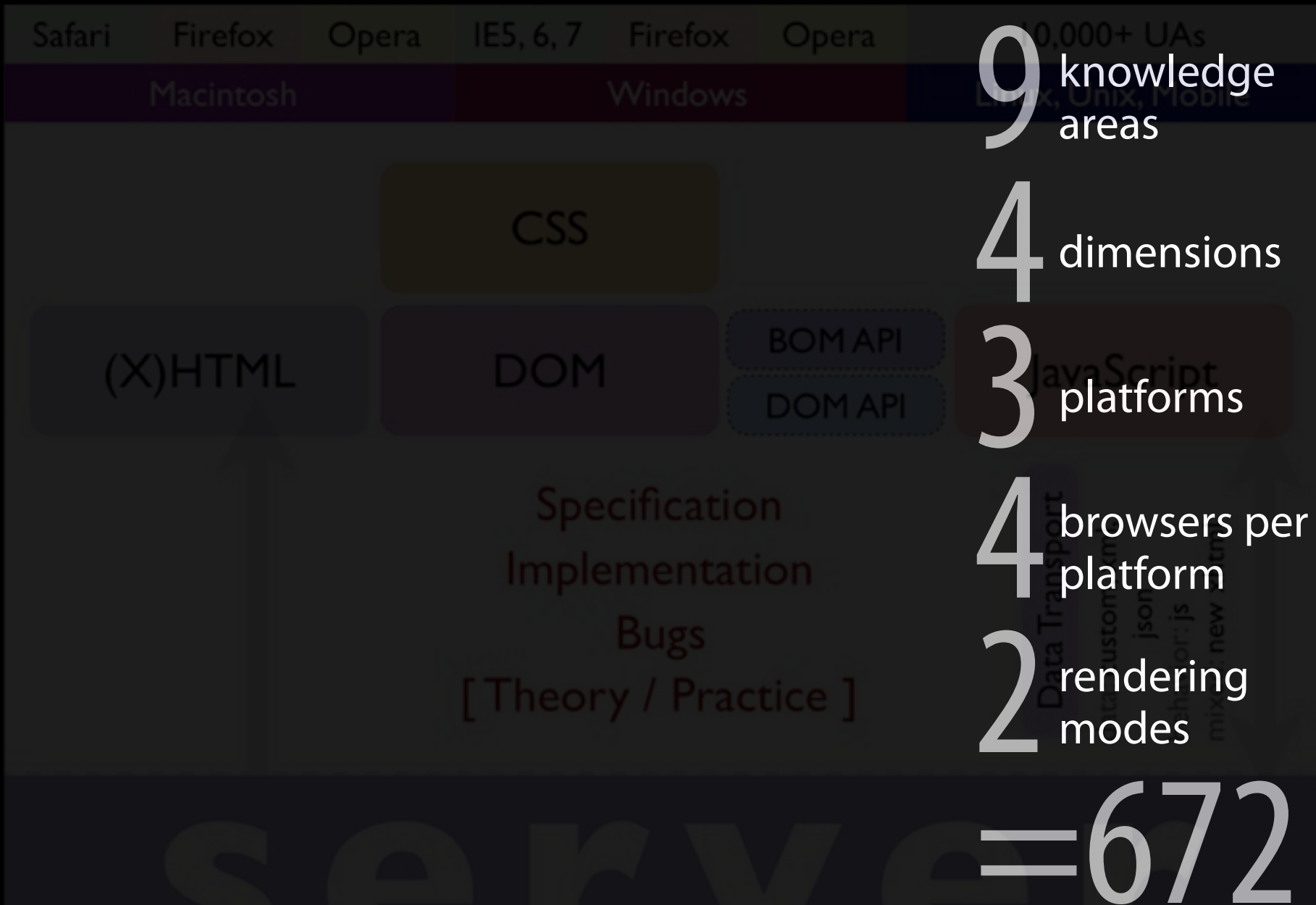
challenge of interface engineering

technology



challenge of interface engineering

technology



competing interests

technology

high performance accessibility tools process
internationalization infrastructure

minimalist markup

semantic markup

ordered markup (accessibility)

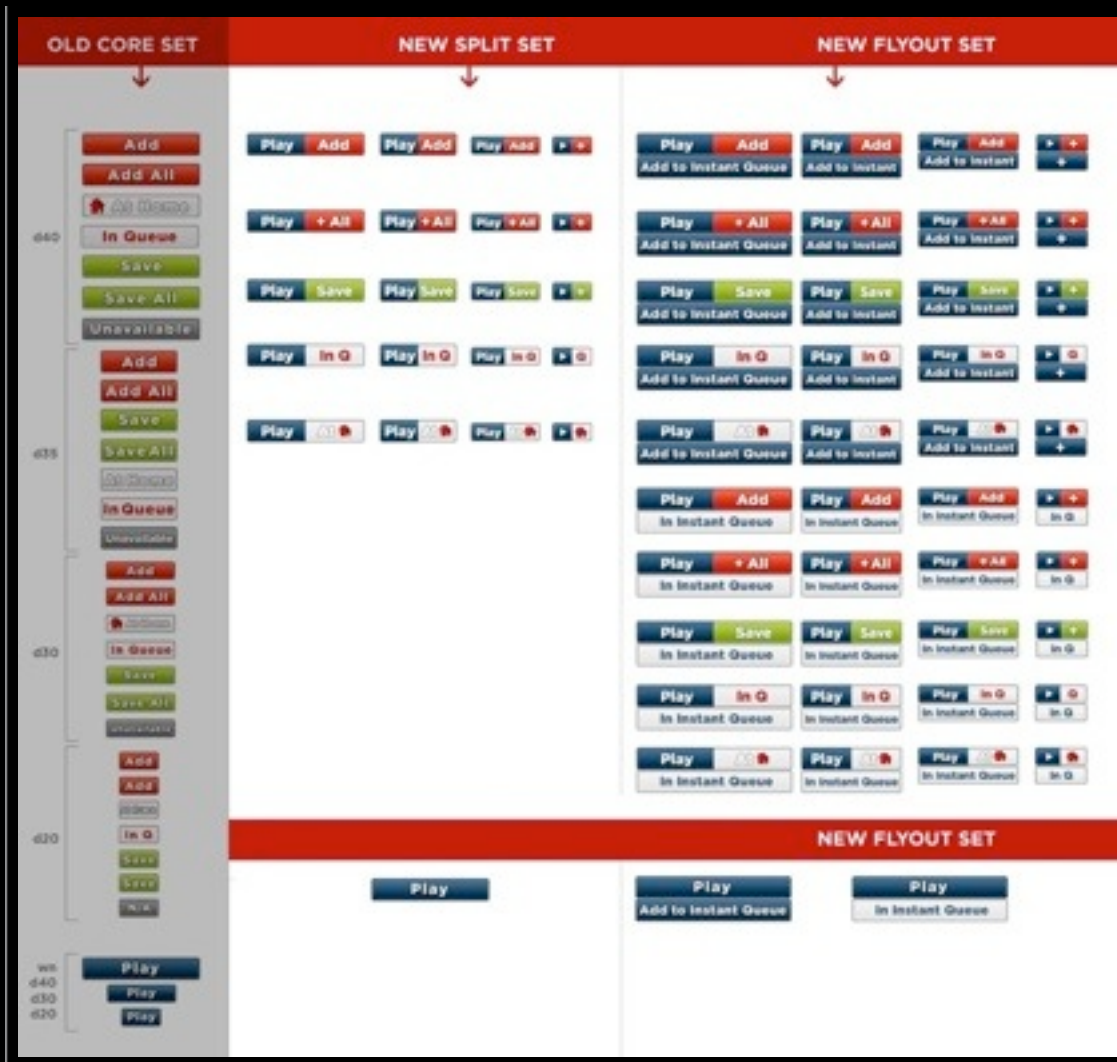
unobtrusive javascript

minimal or no hacks

Design for markup

Instead of graphics dependent design, opt for markup based design
Let content drive height

button=image



Previous way to render buttons. 84 graphic images. Netflix.

Design for markup

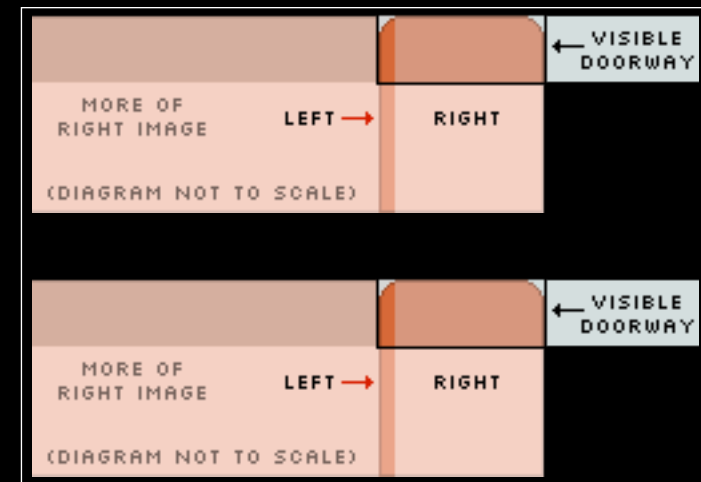
Instead of graphics dependent design, opt for markup based design
Let content drive height

button=image



Previous way to render buttons. 84 graphic images. Netflix.

sliding doors technique



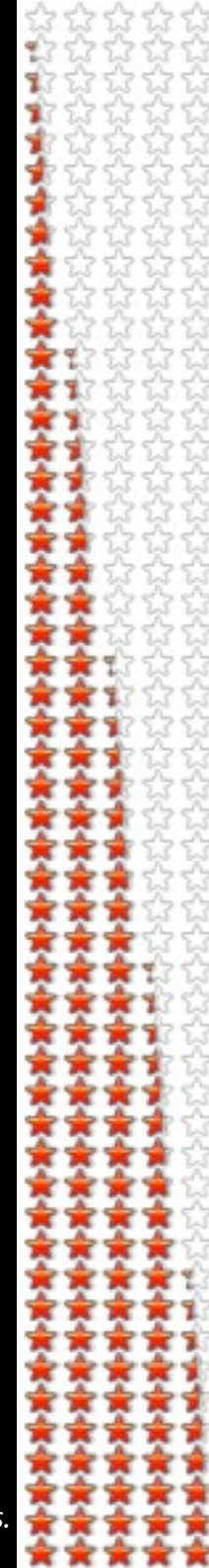
VS

<http://www.alistapart.com/articles/slidingdoors/>

Plan for spriting

Building assets for engineering concerns also simplifies design work

technology



Previous way to render stars. 51 separate images.

Plan for spriting

Building assets for engineering concerns also simplifies design work



one image, clipped in two places, combined for star rating



technology

Previous way to render stars. 51 separate images.

Plan for spriting

Building assets for engineering concerns also simplifies design work



one image, clipped in two places, combined for star rating



Previous way to render stars. 51 separate images.

Plan for spriting

Building assets for engineering concerns also simplifies design work



one image, clipped in two places, combined for star rating



+



=



Previous way to render stars. 51 separate images.

Know how stuff gets used

technology

Often design teams don't know how their stuff ends up on the site

Your HTML/CSS gets cut up into JSP/ASP/PHP?

Your photoshop comps get sliced/diced & html-ized?

One simple analysis tool is Firebug:

The screenshot shows a web browser displaying a movie recommendation page. The page is divided into two main sections: "Movies for 8-10 Year Olds" and "Family Sci-Fi & Fantasy". Each section features a grid of movie posters with "Add" buttons and star ratings. The "Movies for 8-10 Year Olds" section includes movies like "Anne of Green Gables", "Star Wars: A New Hope", "Pete's Dragon", and "Lemony Snicket: Unfortunate Events". The "Family Sci-Fi & Fantasy" section includes "WALL-E", "Time Changer", "Batteries Not Included", and "Clash of the Titans". At the bottom of the browser window, the Firebug extension is open, showing the DOM tree and the CSS style rules for the selected element. The DOM tree shows a nested structure of divs and spans, and the CSS style rules show padding settings for the .agMovieGrid class.

Movies for 8-10 Year Olds

Based on your interest in
Back to the Future Part II
Back to the Future
For the Love of a Dog

Set this genre
Ages 8-10
Often watch

Anne of Green Gables
Add
★★★★★
Not Interested

Star Wars: A New Hope
Add
★★★★★
Not Interested

Pete's Dragon
Add
★★★★★
Not Interested

Lemony Snicket: Unfortunate Events
Add
★★★★★
Not Interested

Family Sci-Fi & Fantasy

Based on your interest in
Back to the Future Part II
Back to the Future
The Water Horse: Legend of the Deep

WALL-E
Add
★★★★★
Not Interested

Time Changer
Add
★★★★★
Not Interested

Batteries Not Included
Add
★★★★★
Not Interested

Clash of the Titans
Add
★★★★★
Not Interested

Firebug DOM Tree:

```
<div id="ag7005...0.agMovie" <td <tr.odd <tbody <table.agMovieSet <div.divider <div.console-wrap <div.bd <div>  
  <span class="title">  
  <span class="boxShot boxShot-1g">  
  <span class="btnWrap">  
  <div id="M70053213_739081_9_2" class="stbrWrap01Ni">  
</div>
```

Firebug CSS Style Rules:

```
.agMovieGrid tr.last { padding-bottom: 0; }  
.agMovieGrid tr.first { padding-top: 0; }
```

Know what is challenging

technology

Vertical alignment

vertical-align does not work on block elements; however display:inline-block is best

Rounded corners + drop shadow

63 ways for rounded corners; 15 ways for drop shadow. Combined very tricky.

Pixel parity across all browsers

Stop worrying about pixel parity for IE6. Design for modern browsers and have graceful fallback for older browsers. See *Transcending CSS*, Molly H.

Equalizing height across columns

Faux approach works the best (background images fake out column height). But not known by all developers.

Pixel perfect widths

Due to IE6 bugs sometimes need a few extra pixels to avoid layout issues with floats (double margin bug); usually fixed with display:inline

Know what is challenging

technology

Specifying minimum or maximum width

Not understood by IE6

Taming IE6

At least 12 bugs concerning floats & layout. These can be sinkholes in time. Transcending CSS.

Hard to layout against the flow

In the current world, remember that this is a document model not a GUI layout engine

Height is harder to control

Content should normally drive the height

Not possible to render your Photoshop fonts

Use browser-available fonts; SIFR and other solutions are buggy; specify alternates.

For the skill level of your engineers

Most problems can be solved. Seasoned engineers will have a bag of tricks.

Tips

technology

Know what your technology can and can't do

At least at the high level. Think of it as your toolkit.

Not all designs cost the same

Everything has a cost. The cost may be in performance, development time, and/or maintenance time. We need to balance what you want against those costs each and every time. (zakas)

Know what your engineers can and can't do

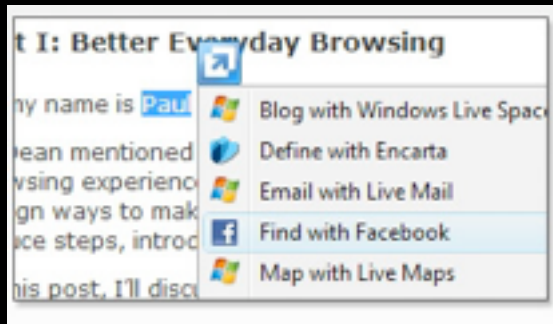
Not all developers are created equally.

IE8

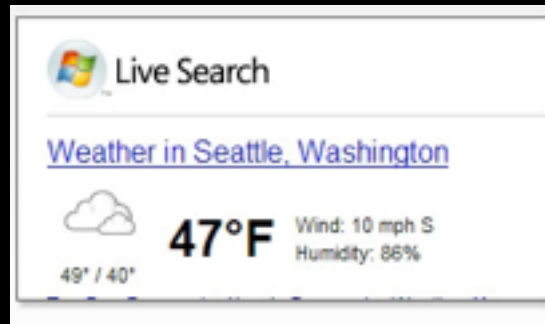


technology

Extensions



IE8 Accelerators



IE8 Web Slices



IE8 Visual Search

Fully CSS Level 2.1-compliant

New pseudo classes

CSS based table layouts

Margin collapsing

hasLayout issues fixed!

But don't get too excited :-)

ARIA support

Safari/WebKit

technology

iPhone Support

Drag and Drop

Flick navigation

CSS Transforms

CSS Animation (keyframes)

More CSS Goodness

Masks

Reflections

Canvas Drawing

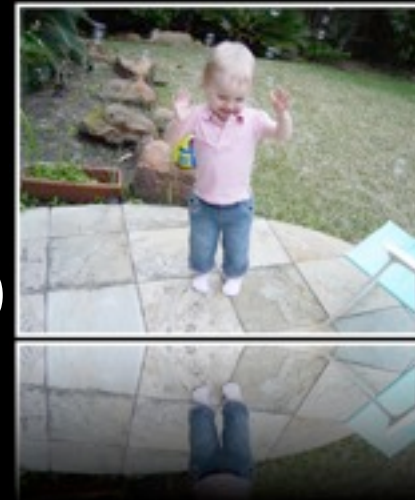
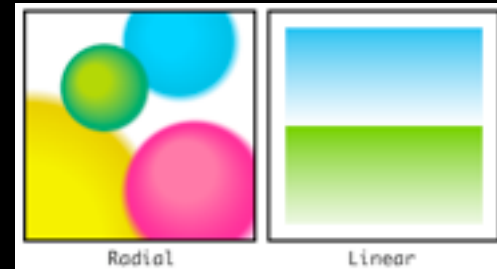
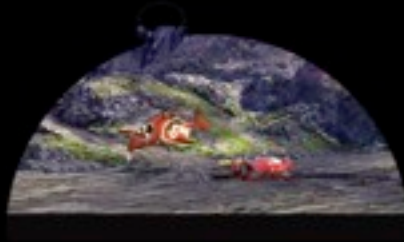
Gradients

Marquee

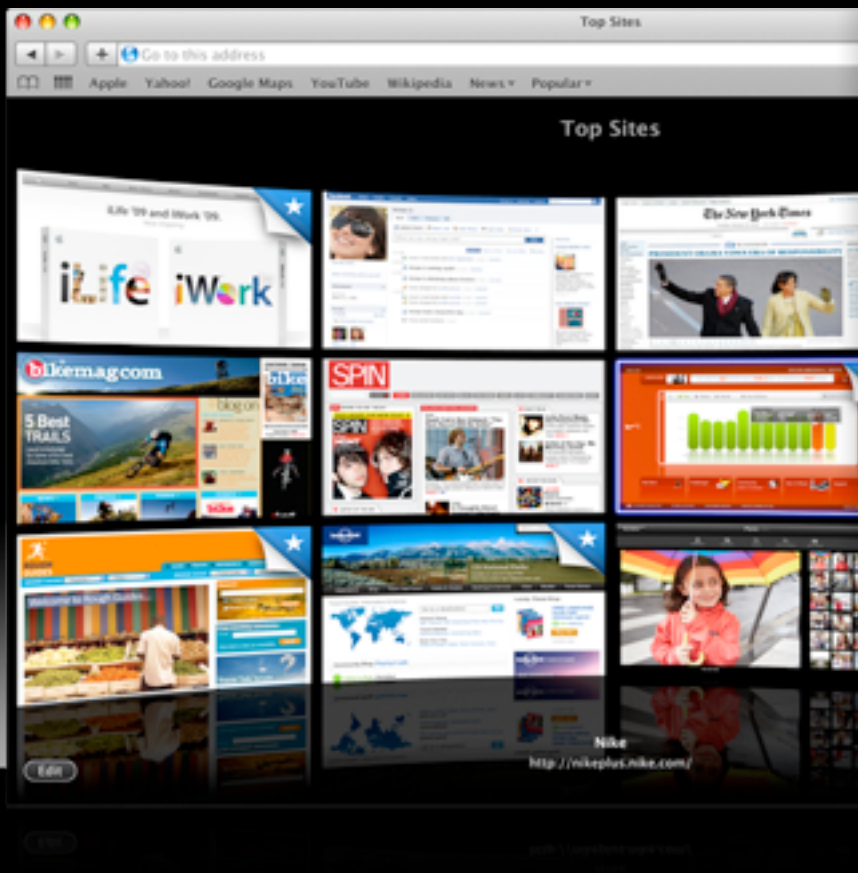
Coming (Webkit v.528;Safari 3.2 v.525)

Full pass of Acid3 (Current Safari does not)

SquirrelFish Extreme



Safari 4



ARIA Support

Enhanced Keyboard Navigation

Full-Page Zoom (font scaling)

HTML Canvas

CSS Animation

Downloadable Fonts (CSS 3 Web Fonts)

CSS Canvas

CSS Effects

HTML 5 Audio & Video support

HTML 5 Offline support

SVG 1.1 Support

Web Clip

Turn any web page into a Dashboard widget on your Mac

Resizable Text Fields

Multi-Touch

Chrome



technology

Google Chrome

Mac/Linux versions expected by first half of 2009. Very minimal market share. May grow, but not dominant

Application Shortcuts

Create Application Shortcut (think TV interfaces)

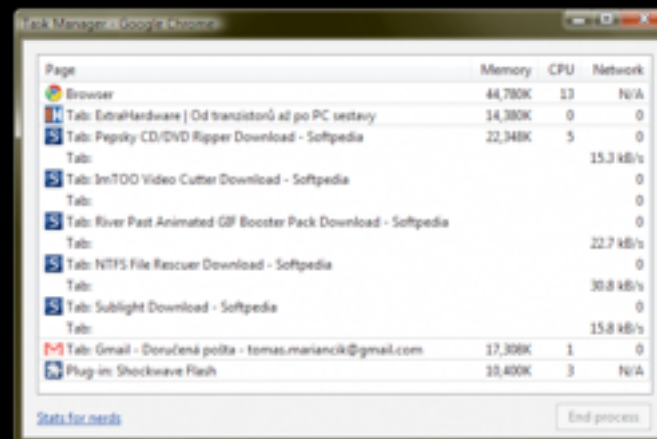
Think Web OS

Each tab independent process

Comes with a Task Manager

Platform for web applications

Couple with Google Gears for offline application



Firefox ~~3.1.x~~ 3.5



technology

Location aware browsing

Open audio and video support

Local data storage

Faster page rendering

Full CSS 3 Selector support

HTML 5 drag and drop API allows support for dragging and dropping items within and between web sites

Downloadable fonts support

Firefox 4



technology



Prism

Lets users split web applications out of the browser and run them directly on the desktop (application shortcuts)

Goal: Distraction Free Browsing (see also Mac OSX Fluid)



Weave

Browser metadata is pushed into the cloud

Automatic backup and restore

Personalization made portable

Collaborative bookmarking



Geocode

Automatically tracks your location

Through GPS, Wi-Fi or manual entry type options and then serves you with any information you want to know

Yahoo! Browser Plus



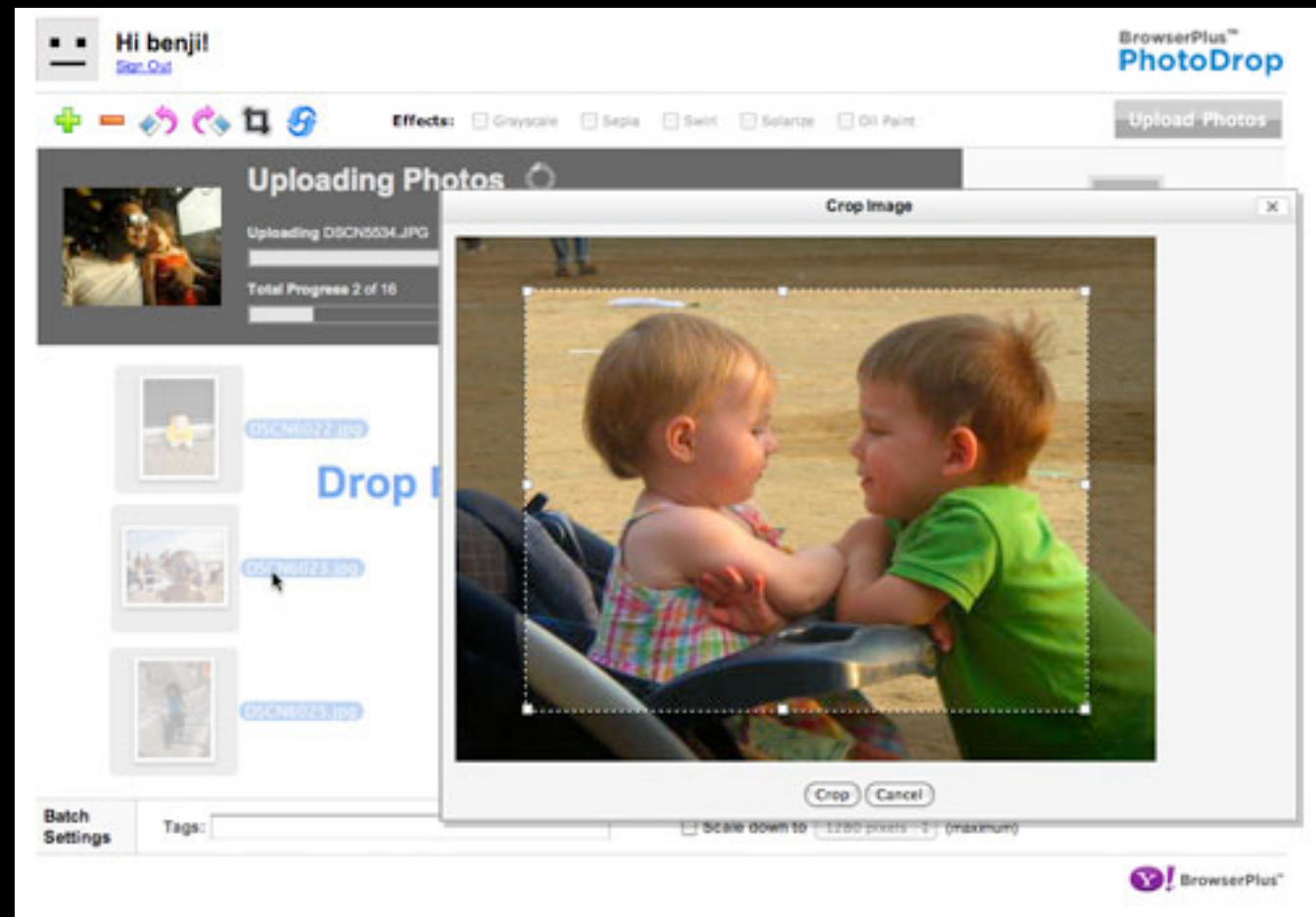
technology

Allows developers to create rich web applications with desktop capabilities

Photo Uploader (Native Drag & Drop)

Access Motion Sensor

Plugin Architecture



Firefox Mobile (Fennec)



technology

Humanized prototyping ideas

Aza Raskin & Scott Robbin

Very intelligent use of real estate

PageSlide pattern

Zoomable User Interface (ZUI)

Design Principles

Touch

Large targets are good

Visual Momentum and Physics are compelling

Typing is difficult

Content is king



<http://vimeo.com/1152218>

<http://www.azarask.in/blog/post/firefox-mobile-concept-video/>

<http://www.techcrunch.com/2009/03/18/fennec-firefox-mobile-shows-off-its-beta/>

Google Android



technology

Apps without borders

Apps can access core mobile device functionality via API

Apps can easily embed the web

Easily embed HTML, Javascript & stylesheets

Apps are created equal

Any app can be extended or replaced

Apps can run in parallel

Multi-tasking environment



HTML 5



technology

Features

The Canvas tag for immediate mode 2D drawing

Timed media playback

Offline storage

Editing

Drag-and-drop

Messaging/networking

Back button and history management for Ajax/DHTML applications

New markup

Eliminated markup

Compatibility

See http://wiki.whatwg.org/wiki/Implementations_in_Web_browsers

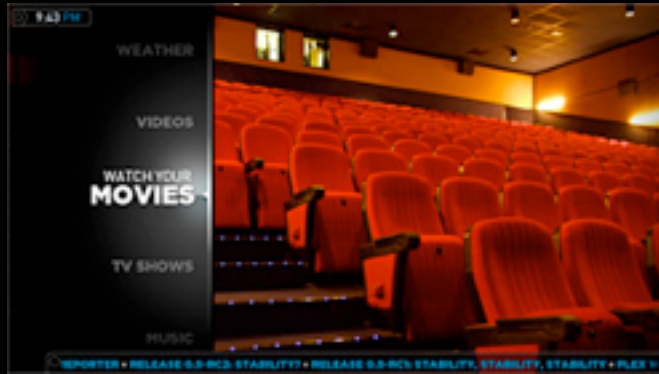
When Can I Use...?

<http://a.deveria.com/caniuse/>

TV

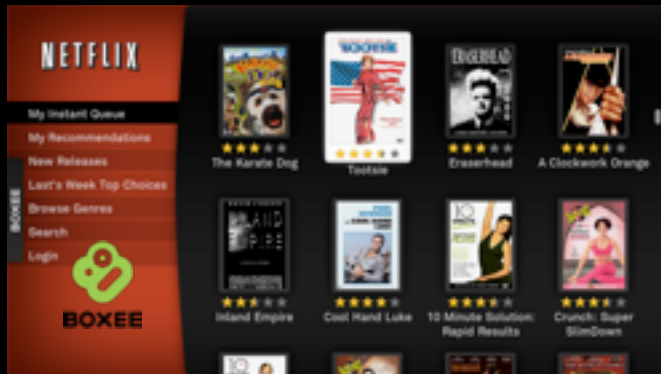


technology



Plex

TV Interface (Open Source)



Boxee

TV Interface



Yahoo! TV Widgets

Compact Internet applications that deliver the Web to the TV

Silverlight



technology

Rich set of controls

Rich media support

Zoomable User Interface (ZUI)

A screenshot of the Hard Rock Memorabilia website, showcasing a large grid of memorabilia items. The website features a dark theme with a gold Hard Rock logo. A navigation bar at the top includes links for MEMBERSHIPS, SEARCH, and various categories like CAFES, HOTELS/CASINOS, LIVE/MUSIC, PARK, MEMORABILIA, ROCK SHOP, and CORPORATE. A sidebar on the left titled "Explore the collection" lists featured artists (The Beatles, James Brown, Bob Dylan, Guns N' Roses, Jimi Hendrix, John Lennon, Madonna, Motley Crue, Elvis Presley, Queens, The Rolling Stones, The Who) and filters by TYPE, DECADE, GENRE, and LOCATION. A central pop-up window titled "Turn on, zoom in, zoom out." explains the ZUI technology, stating: "The online collection is built on brand new (beta, in fact) technology that lets you zoom in to an extraordinary level of detail. Use your mouse's scrollwheel to zoom in and out smoothly. Or you can zoom in by clicking and zoom out by control-clicking. (Option-click on a Mac.) To pan, click and drag." The bottom of the page includes a "Send us feedback" link and a footer with links for Corporate, Careers, Contact Us, Franchise Opportunities, and Press. The Vertigo logo is visible in the bottom right corner.

Other Technologies

technology

Flash 10

3D effects, custom filters & effects, advanced text layout, enhanced drawing, sound

Flex 3

Rich, expressive UI with large set of controls

Simple development environment

Nice for prototyping

Adobe Air

Applications run without a web browser (though built with web technologies)

Merges DHTML & Flash world

There are still times to say “No”

technology

Designer fonts (Gotham!)

But this might change with typekit/font-face!

Text in graphics

Specific heights

Hire developers that normally say “yes” and “get it”

3. components & grids are key

developers think in terms of reuse; designers often in terms of new work.
you must also design for reuse.

Design for reuse

The temptation for most designers is variety for variety sake

Often designers get bored with their design before it gets fully realized on the site

They bristle at the thought of “reusable design”

Embrace Components

Design for each component & reuse throughout the site

Inventory site & create a vocabulary for the common components

Do a holistic design for the components as a suite

Easy to map to engineering

Components become tags, widgets, plugins, etc.

Results in cleaner CSS.

Instead of CSS appearing hodge-podge across the site, it gets reused for components

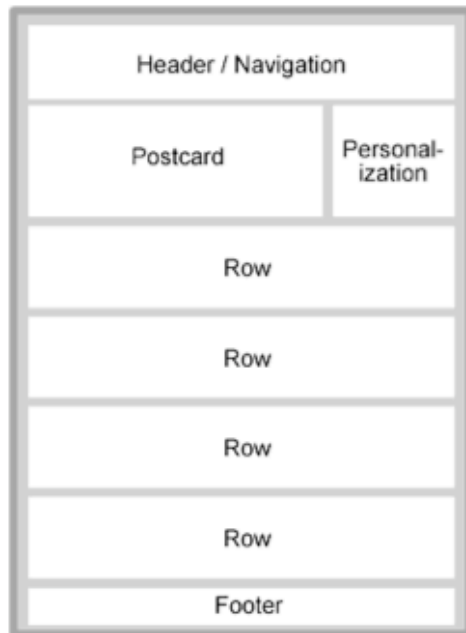
See *Object-Oriented CSS* presentation on Slideshare by Nicole Sullivan

Netflix Site Elements/Components

Components

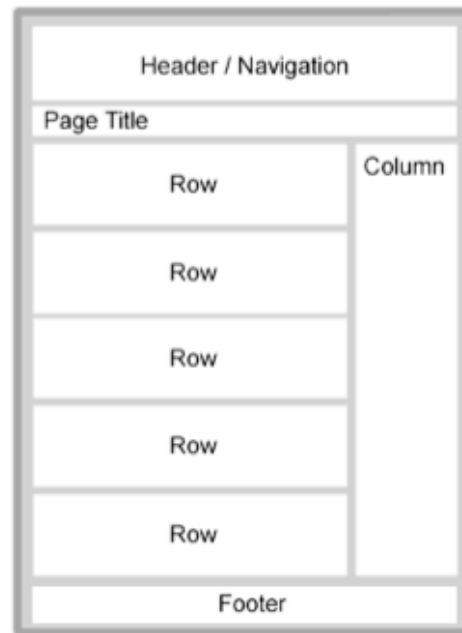
Page Templates: Row

1 Row



Examples

- DVD Homepage
- Watch Instantly Homepage
- DVD Sale Homepage
- Movies You'll Love Homepage



Examples

- Genre



Examples

- New Releases (DVD)
- Award Winners
- Critics Picks
- New Arrivals (WI)
- New Arrivals (DVD Sale)

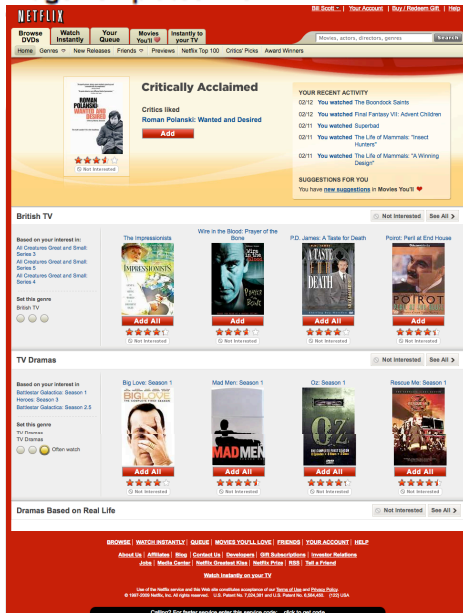
Page Elements

1. Header	13. List View Table
2. Footer	14. List Item
3. Page Title	15. Movie lookup
4. Page Column	16. BOB
5. Page Controls	17. Row Card
6. Postcard	18. Starbar
7. Recent Activity	19. Preview Play
8. Content Row	20. Enter text field
9. Slider Row	21. UMA (Unified messaging area)
10. Postcard Row	22. Drop down
11. Search Results Row	
12. Gallery View Table	

Netflix Site Elements/Components

components

Page Templates: Row

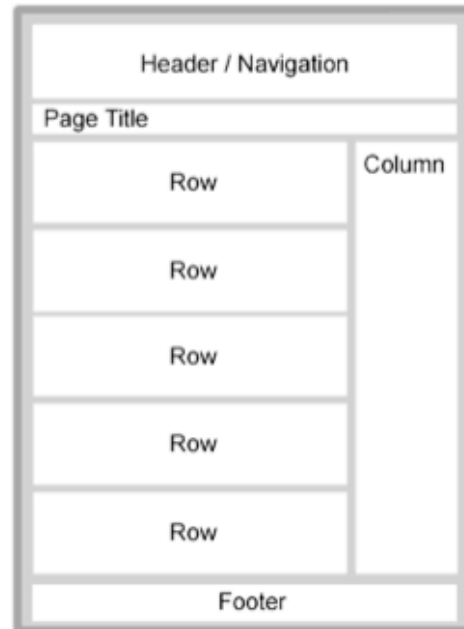


Row

Footer

Examples

- DVD Homepage
- Watch Instantly Homepage
- DVD Sale Homepage
- Movies You'll Love Homepage



Examples

- Genre



Examples

- New Releases (DVD)
- Award Winners
- Critics Picks
- New Arrivals (WI)
- New Arrivals (DVD Sale)

Page Elements

- | | |
|------------------------|--------------------------------|
| 1. Header | 13. List View Table |
| 2. Footer | 14. List Item |
| 3. Page Title | 15. Movie lockup |
| 4. Page Column | 16. BOB |
| 5. Page Controls | 17. Row Card |
| 6. Postcard | 18. Starbar |
| 7. Recent Activity | 19. Preview Play |
| 8. Content Row | 20. Enter text field |
| 9. Slider Row | 21. UMA (Unified messaging are |
| 10. Postcard Row | |
| 11. Search Results Row | 22. Drop down |
| 12. Gallery View Table | |

Embrace Grids

It's the right way to design anyway

See *The Principles of Beautiful Web Design* by Jason Beaird

Grids map to templates

There are at least 12 CSS frameworks each supporting the concept of templates/grids

<http://speckyboy.com/2008/03/28/top-12-css-frameworks-and-how-to-understand-them/>

Establish templates and standards that are engineering approved

Include engineering early & often to get these reusable assets "blessed". They can make it happen. (@ Netflix - Simplified Visual Framework)

Reference grids & components in your designs

Can be quickly referenced in order to facilitate faster design cycles.

Easy to match photoshop, illustrator templates with a CSS grid system

Blueprint CSS Framework

components

A simple sample page

This sample page demonstrates a tiny fraction of what you get with Blueprint.

Here's a box

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Blueprint CSS Framework

components

A simple sample page

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Inspect Edit div.span-7 < div.container < body < html

Console HTML CSS Script DOM Net Cookies Hammerhead Jiffy Pixel Perfect YSlow Of

```
</hr />
<h2 class="alt">This sample page demonstrates a tiny fraction of what you get with Blueprint. </h2>
<hr />
<div class="span-7 colborder">
  <h6>Here's a box</h6>
  <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. </p>
</div>
<div class="span-8 colborder">
```

Style Layout DOM Options

```
div.colborder {
  border-right: 1px solid #EEEEEE;
  margin-right: 25px;
  padding-right: 24px;
}

.column, div.span-1,
div.span-2, div.span-3,
div.span-4, div.span-5,
div.span-6, div.span-7,
div.span-8, div.span-9,
div.span-10, div.span-11,
div.span-12 {
  float: left;
  margin-right: 10px;
}
```

You may pick and choose amongst these and many more features, so be bold.

SPAN CLASSES

Use these classes to set the width of a column.

span-1	span-13
span-2	span-14
span-3	span-15
span-4	span-16
span-5	span-17
span-6	span-18
span-7	span-19
span-8	span-20
span-9	span-21
span-10	span-22
span-11	span-23
span-12	span-24

APPEND CLASSES

Add these to a column to append empty columns.

append-1	append-13
append-2	append-14
append-3	append-15
append-4	append-16
append-5	append-17
append-6	append-18
append-7	append-19
append-8	append-20
append-9	append-21
append-10	append-22
append-11	append-23
append-12	

PREPEND CLASSES

Add these to a column to prepend empty columns.

prepend-1	prepend-13
prepend-2	prepend-14
prepend-3	prepend-15
prepend-4	prepend-16
prepend-5	prepend-17
prepend-6	prepend-18
prepend-7	prepend-19
prepend-8	prepend-20
prepend-9	prepend-21
prepend-10	prepend-22
prepend-11	prepend-23
prepend-12	

PUSH/PULL CLASSES

Use these classes on an element to push it into the next column, or pull it into the previous column.

push-0	
push-1	pull-1
push-2	pull-2
push-3	pull-3
push-4	pull-4



Blueprint

v.0.7.1

Blueprint CSS version 0.7.1 (<http://code.google.com/p/blueprintcss/>)

Copyright © 2007-2008 (Ivan Borokov (<http://borokov.com>))

Cheat sheet v.1.1 by Gareth J M Saunders, based on Help Sheet v.0.3 by Alejandro Vasquez

STYLESHEET LINK

Download the latest version from <http://code.google.com/p/blueprintcss/> and add these lines into the <head> of your page. Check that your href path is correct.

```
<link rel="stylesheet" href="blueprint/screen.css" type="text/css"
      media="screen, projection">
<link rel="stylesheet" href="blueprint/print.css" type="text/css"
      media="print">
<!--[if IE]>
<link rel="stylesheet" href="blueprint/ie.css" type="text/css"
      media="screen, projection">
<![endif]>
```

USAGE

```
<body>
<div class="container">
<div class="span-15">
  <p>Column 1</p>
</div>
<div class="span-6 last">
  <p>Column 2</p>
</div>
</div>
</body>
```

div span-x now implies a column. Remember to use "last" for the last column of the row to avoid it jumping to the next row. Columns can be nested inside one another.

TYPOGRAPHY

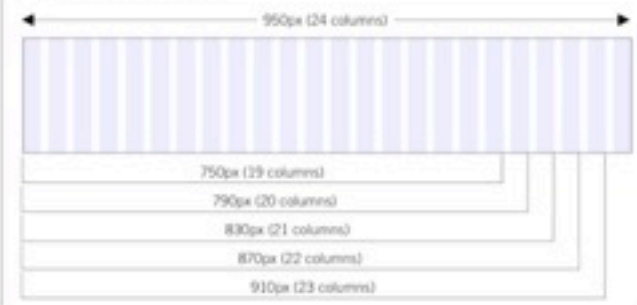
typographic.css sets up some sensible default typography. The font-size percentage is of 16px (0.75 * 16px = 12 px). Line-heights and vertical margins are automatically calculated from this in ems.

The base line-height is 1.5em. This means that every element, from line-heights to images have a height that is a multiple of 1.5 (or 1.5 if you use ems).

Color is #222 (dark grey); font-family is "Helvetica Neue", "Helvetica", "Arial", sans-serif. Also defines tables, lists and misc. classes.

GRID

If you need more or fewer columns use this formula to find the new total width:
total width = (columns * 40) - 10



GRID CLASSES

container	A container should group all your columns; use on <div>.
showgrid	Use this on any div span / container to see the grid.
border	Shows a border on the right hand side of a column; use on <div>.
colborder	Shows a border with more whitespace; spans one column; use on <div>.
box	Creates a padded box inside a column. (padding: 1.5em; margin-bottom: 1.5em;).
hr.space	Use this to create a horizontal ruler across a column; can also simply use <hr />.
clear	Regular clearing; apply to column that should drop below previous ones.
clearfix	Clearing floats without extra markup.
div.last	The last column in a row needs this class; use on <div>.
div span-x	Use these classes to set the width of a column; x = 1-24; use on <div>.
append-x	Add these to a column to append empty columns; x = 1-23.
prepend-x	Add these to a column to prepend empty columns; x = 1-23.
push-x	Use these classes on an element to push it into the next column; x = 0-5.

html
reset.css
grid.css
typography.css
forms.css
ie.css

RESET

Blueprint CSS resets all browsers' default tags to:
- margin, padding, border: 0
- font-size: 100%
- font-weight: normal
- other font values: inherit
- image borders: 0

Tables still need "cellspacing="0" in the markup though.

TYPOGRAPHY CLASSES

These classes are defined in the typography.css file. Other typographic tags as also redefined in this file.

.small	0.8em; line 1.875
.large	1.2em; line 2.5
.hide	display: none
.quiet	color 666 (gray)
.loud	color 000 (black)
.highlight	bg #0 (yellow)
.added	bg #60 (green)
.removed	bg #90 (red)
.first	ml 0; pl 0
.last	mr 0; pr 0
.top	mt 0; pt 0
.bottom	mb 0; pb 0

FORMS

These are defined in the forms.css file.

.error	red framed box
.notice	yellow framed box
.success	green framed box
input.text	w 300px pad 5px
input.title	font-size 1.5em
textarea	w 390px h 250px
select	w 200px
label	bold
fieldset	padding 1.4em
legend	font-size 1.2em

IE FIXES

ie.css contains every hack for Internet Explorer.

IE All	Fix margin bugs Line height on sub/sup
IE 5	Centre layout
IE 6	Fix legend bug
IE 6 & 7	Fix <col> numbers Fix <tr> margins

components

Blueprint Grid CSS Generator

Version: v.0.7.1 (2008-02-25)

INTRODUCTION:

This tool will help you generate more flexible versions of [Blueprint's](#) `grid.css` and `compressed.css` and `grid.png` files. Whether you prefer 8, 10, 16 or 24 columns in your design, this generator now enables you that flexibility with [Blueprint](#).

Updated to version 0.7.1! Please Note! The default Blueprint CSS files are already generated for you to copy below.

USAGE:

1. Enter your desired **number of columns**.
2. Your **column width**.
3. Enter the width of your **margin**.
4. Enter the desired **page width**.
5. Click '**Generate CSS**' button and copy the results from the **Generated Code** section.

Generator Form:

Number of Columns:

24 - +

« Fit

Column Width:

30 px

« Fit

Margin Width:

10 px

« Fit

Total Page Width:

Desired Page Width:

950 px

Generate CSS

Reset

Generated Code:

Click in the text area below to copy all the CSS code and save your versions of `grid.css`, `compressed.css` and `grid.png`. Click tabs below to switch between files.

Grid.css

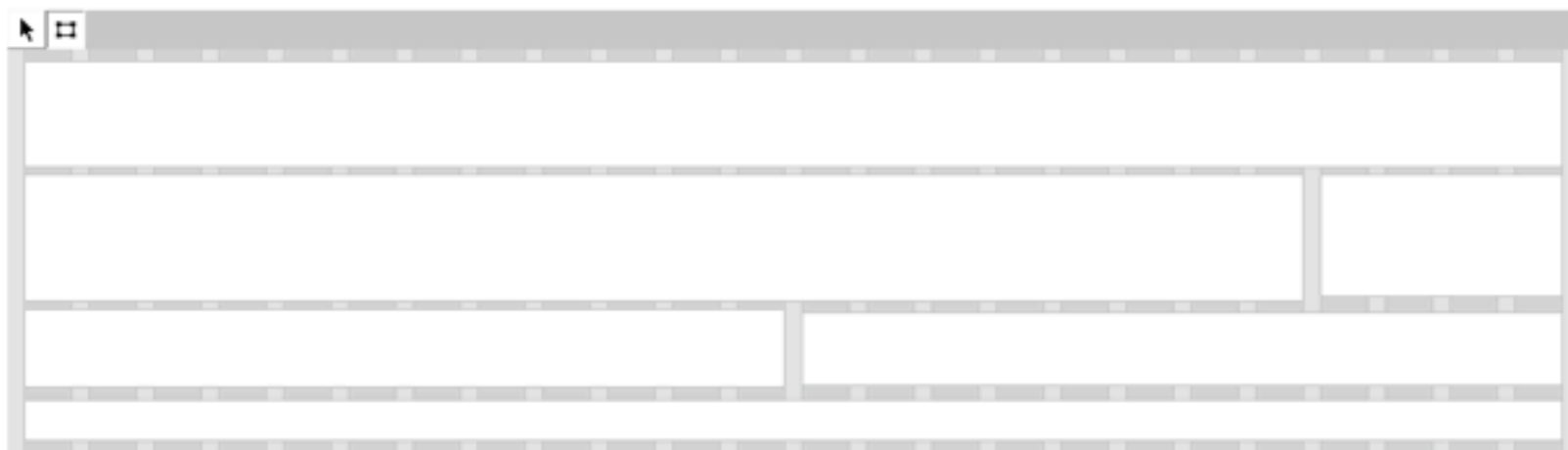
Compressed.css

Grid.png

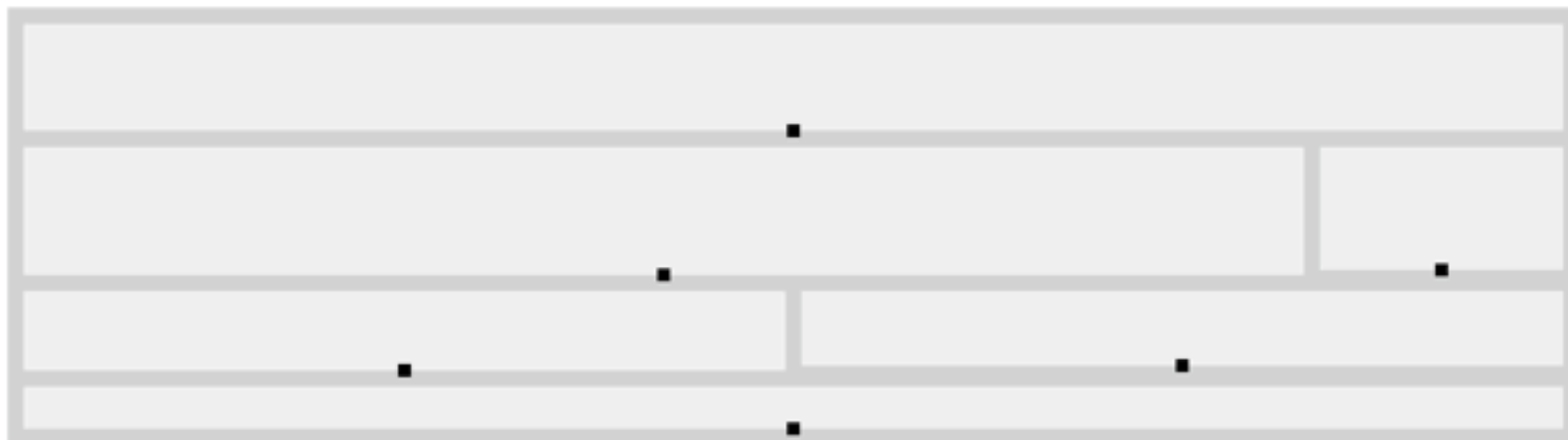
```
/* -----  
  
BLUEPRINT CSS  
* Filename:      grid.css  
* Version:      0.7.1 (2008-02-25) YYYY-MM-DD  
* Website:      http://code.google.com/p/blueprintcss/  
  
Generated by:  
* Blueprint CSS Grid Generator (2009-02-24) [http://kematzy.com  
/blueprint-generator/]  
  
Based on work by:  
* Olav Bjorkoy [bjorkoy.com]  
* Nathan Borror [playgroundblues.com]  
* Jeff Croft [jeffcroft.com]  
* Christian Metts [mattahall.com]
```

))) || || || ||~||~|| ||))
|| || || || || || || || ||))

This is Plumb, a tool for composing web layouts for use with the [Blueprint CSS framework](#).



Recognize & test



Get HTML

```
<div class="span-24 last column">  
  Lorem ipsum dolor  
</div>  
<div class="span-24 last">  
  <div class="span-20 column">  
    Lorem ipsum dolor  
  </div>  
  <div class="span 4 last column">
```

Netflix Templates/Grids

components

Page Templates: Overview

Templates	Examples
1. Row	<ul style="list-style-type: none">· Homepage (DVD & Watch Instantly)· Hub (New Releases)· Hub with related siblings (Genre)
2. Gallery	<ul style="list-style-type: none">· Within Group (Subgenre, Collections, Critics Picks)· Filtered by (Critics, Publication, Review Site, Cast)
3. List	<ul style="list-style-type: none">· Sortable List (Top 25, Local Favorites, toggled view from Gallery)· List with featured & postcard area (Rate Genre, By Awards)
4. MDP	<ul style="list-style-type: none">· MDP (DVD, Watch Instantly, Movies You'll Love, Buy)
5. RDP	<ul style="list-style-type: none">· RDP
6. Queue	<ul style="list-style-type: none">· Queue
7. Quacl	<ul style="list-style-type: none">· Quacl / Quac· General popup layer, FAQ popup layer

Templates	Examples
8. Search Results	<ul style="list-style-type: none">· Search Results
9. General Content	<ul style="list-style-type: none">· Index Page (All Genres, All Studios, All Collections)· Movie Preview· Content Hub (Help, Your Account, Partner Pages)· Content page with related siblings (Help, Your Account, Pa· Form page (Your Account)
10. Movie Play	<ul style="list-style-type: none">· Play Movie without navigation frame

Netflix Gallery Template

components

NETFLIX

Bill Scott | Your Account | Buy / Redeem Gift | Help

Browse DVDs

Watch Instantly

Your Queue

Movies You'll Love

Instantly to your TV

Home Genres Top 50 New Arrivals Help

starz PLAY

starz PLAY

Live Starz TV Channel

About Starz Play

Gallery view

Exclude rated & seen titles

See sortable list view

National Treasure: Book of Secrets

Perfect Stranger

Superbad

Mad Money

Walk Hard: The Dewey Cox Story

The Final Season

Greenfingers

Say Anything

1

2

3

4

5

...

52

next >

BROWSE | WATCH INSTANTLY | QUEUE | MOVIES YOU'LL LOVE | FRIENDS | YOUR ACCOUNT

About Us | Affiliates | Blog | Contact Us | Developers | Gift Subscriptions | Investor Relations

Jobs | Media Center | Netflix Greatest Hits | Netflix Prize | RSS | Tell a Friend

Watch Instantly on your TV

Use of the Netflix service and this Web site constitutes acceptance of our Terms of Use and Privacy Policy.

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Say Anything (1989)

The budding romance between noble underachiever Lloyd (John Cusack) and high school valedictorian Diane (Ione Skye) is threatened when Diane's overly possessive, disapproving father (John Mahoney) interferes with their future. With her prized scholarship to study in England hanging in the balance, Diane must find a way to make both men happy. Cameron Crowe (Almost Famous, Good Will Hunting) writes and directs this classic 1980s teen film.

Starring: John Cusack, Ione Skye

Director: Cameron Crowe

Genre: Romance

Rating: PG-13

Length: 100 minutes

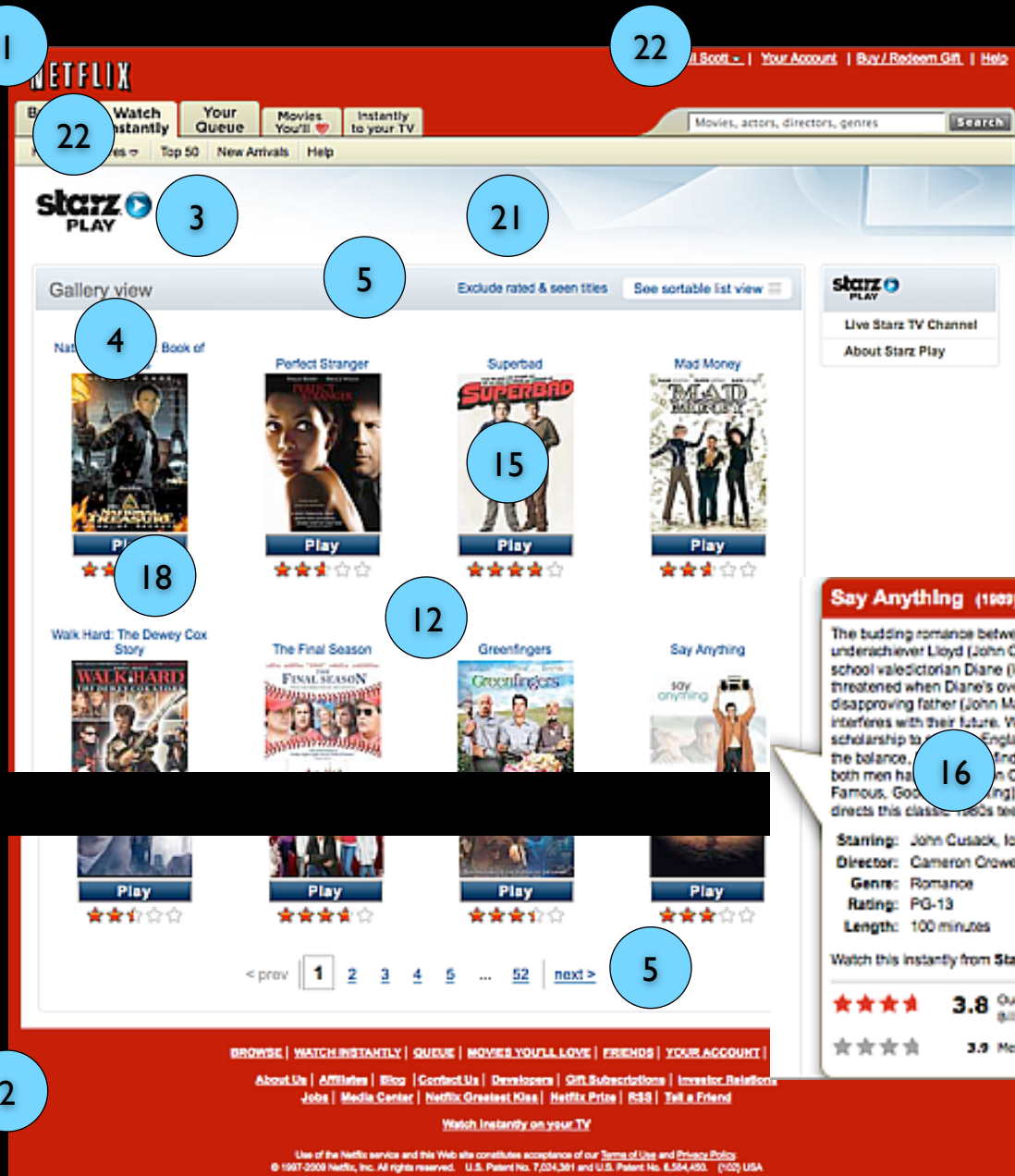
Watch this instantly from Starz Play.

★★★★☆ 3.8 Our best guess for you

★★★☆☆ 3.9 Member Average

Netflix Gallery Template

Components



Page Elements

1. Header	13. List View Table
2. Footer	14. List Item
3. Page Title	15. Movie lockup
4. Page Column	16. BOB
5. Page Controls	17. Row Card
6. Postcard	18. Starbar
7. Recent Activity	19. Preview Play
8. Content Row	20. Enter text field
9. Slider Row	21. UMA (Unified messaging area)
10. Postcard Row	22. Drop down
11. Search Results Row	
12. Gallery View Table	

Say Anything (1999)

The budding romance between noble underachiever Lloyd (John Cusack) and high school valedictorian Diane (Ione Skye) is threatened when Diane's overly possessive, disapproving father (John Mahoney) interferes with their future. With her prized scholarship to England hanging in the balance, Lloyd finds a way to make both men happy.

Starring: John Cusack, Ione Skye
 Director: Cameron Crowe
 Genre: Romance
 Rating: PG-13
 Length: 100 minutes

Watch this instantly from Starz Play.

★★★★★ 3.8 Our best guess for you
 ★★★★★ 3.9 Member Average

4. partnership is imperative

it's tempting to design and toss over the wall.
but the real magic happens during collaboration.

Quotes

partnership

“Our designers start to design things with development in mind, and our developers build code with design in mind. It’s really beautiful.”

“I’ve dealt with a couple of programmers in my career that were just ‘no’ guys - all day every day, no , no , no , - and it’s a terrible experience. There is ALWAYS a way to make something work.”

“From a designer’s perspective: both sides should learn as much as they can about the other sides’ disciplines. It can do nothing but good, fostering a greater understanding for what goes into the tasks each other have.”

2 keys

Communicate & Iterate

Communicate

Vocabulary Mismatch

Example: Lockups

Mismatch: components, templates

Mappings: grids -> templates, site elements -> tags

Common Project: Simplified Visual Framework (SVF)

Communicate

Vocabulary Mismatch

Example: Lockups

Mismatch: components, templates

Mappings: grids -> templates, site elements -> tags

Common Project: Simplified Visual Framework (SVF)

partnership

Communicate

Pattern Library

Nice way to capture the templates, components, interactions that are common

Gets people speaking the same language

More useful in established organizations & where communication spans groups/borders

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

USER NEEDS TO

- SEARCH
 - Search Pagination
- NAVIGATION
 - Breadcrumbs
 - Links
 - Alphanumeric Filter
 - Links
 - Tabs
 - Module Tabs
 - Navigation Tabs
- BROWSING
 - Page Grids
 - Pagination
 - Item Pagination
 - Search Pagination
- SELECTION
 - Auto Complete
 - Calendar Picker
 - Carousel
- RICH INTERACTION
 - Drag and Drop
 - Drag and Drop Modules
 - Invitation
 - Cursor Invitation
 - Drop Invitation
 - Tool Tip Invitation
 - Hover Invitation
 - Transition
 - Animate
 - Brighten
 - Collapse
 - Cross Fade
 - Dim

Welcome

Welcome to the Yahoo! Design Pattern Library. We're thrilled to be sharing patterns and code with the web design and development community, we hope it's useful, and we look forward to your feedback.

In fact, we've just launched two new [Design Pattern forums](#): one for discussing [this pattern library](#) and another for talking about the ins and out of [writing design patterns](#) and maintaining collections of patterns. (We've still got our mailing lists. Our goal with these new forums is to bring the conversation closer to the library itself. Please join us!

Most recently, we've added a collection of [Reputation](#) patterns to our growing collection of social design patterns.

Oh, and we're still pretty jazzed about our [wireframe stencil kit](#). The stencils in it are mapped to the patterns in this library and the code modules in YUI.

What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context. [more...](#)

Recent Patterns [see all...](#)

Calendar Picker
User wants to find or submit a particular piece of information based on a date or between a date range.

Carousel
User needs to browse among a set of like objects represented pictorially.

Charcoal-Grilled Pork Chops

Collectible Achievements
Some participants in communities respond to opportunities to collect and display awards.

The Competitive Spectrum
The designer needs to match the reputation system

Identifying Labels
Community members need to identify distinguished

Leaderboard
In highly competitive communities, users may

Y! USER EXPERIENCE

UE Home | Backward | Search | Feedback

Welcome, Niall | (logout) | Search | in | UE - All | Search

User Experience

- Home
- Disciplines
 - Interaction Design
 - Visual Design
 - Illustration
 - Design Research
 - Web Development
- Products
- People
- Resources
 - Design Standards
 - Interaction Patterns
 - Visual Standards

Pattern Library

- Pattern Index
- What's New
- Browse by Category
- Create Pattern
- Review Queue
- FAQ

My Tools

- Status Reporter
- Calendar
- Recent Pages
- Create Content
- My Bookmarks
- My Account
- My Blog
- My Drafts
- My Subscriptions
- Administrator
- Sign Out

My Bookmarks

- Links About Bookmarks
- UI Editor

[quick link | manage](#)

Who's online

There are currently 2 users and 4 guests online.

Online users:

- [Niall O'Sullivan](#)
- [johndoe@yui.com](#)

Home > Design Standards > Interaction Patterns > Faceted Navigation > Faceted Browsing >

Narrowing History

[view](#) [edit](#) [ratings](#) [outline](#) [revisions](#)

created by [johndoe](#) on Fri, 11/15/2004 - 3:30pm | last modified on 05/15/2005 - 3:30pm

Terms: [add](#) | [delete](#) | [delete comments](#) | [info](#)

Pattern Info

Author: [johndoe](#)
Contributors: [johndoe](#)

Importance of Adherence Level [info](#) [edit](#)
Common convention.
Start with this solution and tailor as necessary.
Most recently reviewed on 2/23/2005.

Related Standards

Patterns: [Faceted Navigation](#), [Faceted Browsing](#), [Faceted Searching](#), [Breadcrumbs](#), [Faceted Search Query Editor](#)

Problem Summary

Users need to have contextual feedback of their narrowing selections and be able to remove some or all of them.

Use When

Use Narrowing History when users have to navigate through link lists (faceted browse) to allow them to modify previous selections.

Solution

Refine Results for digital cameras

Brand

- Canon (71)
- Sony (71)
- Olympus (64)
- Nikon (33)
- Kodak (30)
- Fujitsu (33)
- Mitsubishi (32)
- HP (51)
- Casio (21)

[See All 60 Brands](#)

Refine Results for digital cameras

You refined by:
Canon [undo](#)

Megapixels
3.0 - 9.0 (26)
1.0 - 2.5 (6)

Optical Zoom
3.6 - 3.7x (4)
3.0 - 3.1x (30)

Refine Results for digital cameras

You refined by:
Canon [undo](#)
Megapixels from 3.00 to 8.99 [undo](#)
[Undo All Selections](#)

Megapixels
5.0 - 9.0 (12)
3.2 - 4.2 (14)

Optical Zoom

The Narrowing History (aka "You refined by" or "undo") appears once the user has refined the result set by at least selecting one **facet** (category, price, product attribute, etc.). In the current implementation of Faceted Browse for Y! Local and Shopping the narrowing history is located below the column label (Refine Results) and above the narrowing facets. The selected **facet** values (i.e. "Canon", "\$50 to \$100") will appear in this section in the order the user selected them (chronological).

Undo
Next to each selection in the Narrowing History there is an "Undo" link. The purpose of this link is to let users remove one of the narrowing criteria from the result set, while keeping the others. When clicked on, the page reloads removing that narrowing criteria from the result set.

Undo All Selections
When 2 or more selections have been made, an "Undo All Selections" link should appear at the bottom of the narrowing history module. When clicked on, the page reloads removing all narrowing options.

Alphanumeric Facet Values
To represent the selection of an alphanumeric **facet** value (i.e. brand, style, etc) use the value text. Example: "Canon", "Low cut".

Numerical Facet Values
To represent the selection of a numerical **facet** value (i.e. megapixels, optical zoom, etc) the text should include the facet name + Selected Value. Example: "Megapixels from 3 to 4", "Optical Zoom from 4x to 6x". Price is an exception, as it is

Communicate

Learn how to talk to engineers

engineers adverse to unnecessary change; designers must educate “why”

designers feel engineers push back to the point of a “broken design”

which leads to rework... just what they didn't want

Roundtables

Has worked well @ Netflix. Every Friday at 2pm.

Throw out ideas.

Discuss technical solutions to thorny problems.

Discuss vocabulary. Hear frustrations.

Communicate

Practice transparency

many designers won't share till it is "perfect"

engineers get surprised

Communicate

Practice transparency

many designers won't share till it is "perfect"

engineers get surprised

Get your design into the "wild"

Make it visible everywhere



partnership

Communicate

Practice transparency

many designers won't share till it is "perfect"

engineers get surprised

Get your design into the "wild"

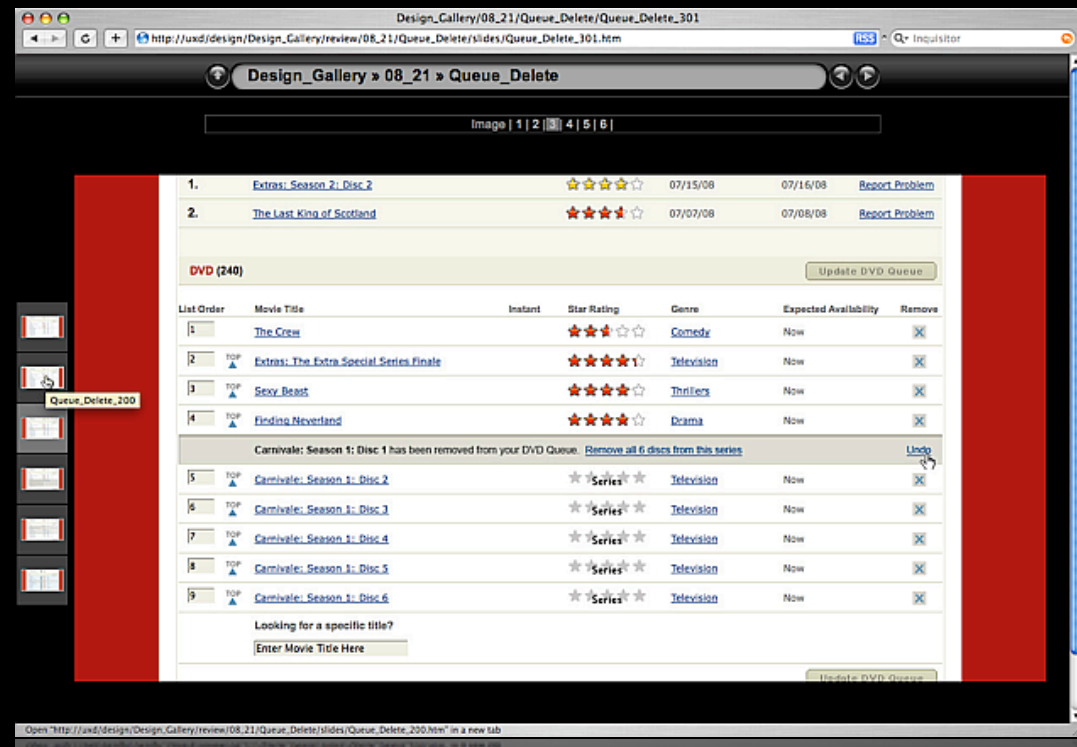
Make it visible everywhere

Make it URL-accessible

Stop sharing files by email or embedding on the wiki. Use URLs. Front your file system with an http server.

Use a Design Gallery to make everything reviewed accessible before & after the meeting.

partnership



Iterate: Prototype

partnership

Prototype. You know to do this but rarely is the time taken.

This is where a good interface engineer, sufficiently motivated, passionate about interface can step up and be integral to the solution.

When engineering engages in a design like this... the results are beautiful. Everyone is happier (especially the users).

Build multiple prototypes

For interactive rich experiences it takes lots of variations (permutations).

View prototyping as a means to an end... not the final product.

Iterate: Prototype

dynamic

Keynote & Powerpoint can create quick interactive mockups

Keynote: Smart builds, build ins, build outs and actions can simulate a real interface

Use a prototyping tool

Balsamiq, Azure, iRise, Flash, Flex, Interactive PDFs, Fireworks + PDF, Visio, OmniGraffle



netflix. rate & replace

Prototyping is much more accessible now than in the past

Perhaps use jQuery for quick stuff?

Coupled with firebug is a nice way to sprinkle in behavior to existing site

Button Prototypes

NOTE: Prototypes have only been vetted in Firefox 3. Hard refresh pages to make sure you have the latest version

Evaluate for Qual

- Side-by-Side Buttons
 - Member Home
 - Watch Instantly Home
- Play Boxshot Overlay
 - Side-by-Side Add Buttons
 - Member Home
 - Watch Instantly Home
 - Instant Options on Play Click
 - Member Home
 - Watch Instantly Home
 - TOGO: On Click Instant Options Flyout
 - Queue Options on Add Click
 - Member Home
 - Watch Instantly Home
 - TOGO: On Click Queue Options Flyout
- Eye Boxshot Overlay
 - Member Home
 - Watch Instantly Home
 - TOGO: This should be the prototype that Adds to Instant Queue and offers big Play promo on Quad

Alternate Explorations of above

- Bottom Buttons
 - Alternate Flyout test

Old Designs: Evaluate for Qual

- Left Buttons
 - Member Home
 - Watch Instantly Home
 - Start Not Interacted Hidden
 - Show instant options on click
 - Hover in boxshot area of that button activates button hover
- Side-by-Side Buttons
 - Member Home
 - Watch Instantly Home
 - Start Not Interacted Hidden
 - Click-only movie button full-width
 - No flyout on click-only full-width button
- Play Overlay
 - Instant Actions on Play Click
 - Member Home
 - Watch Instantly Home
 - Queue Actions on Add Click
 - Member Home
 - Watch Instantly Home
 - Split Add
 - Member Home
 - Watch Instantly Home

Additional Explorations of above

- Left Buttons
 - Remove Boxshot as MDP Link
 - Only icon is hover target
 - Show Instant Options on Mouseover - w/ adjustable delays
 - Light Overlay when inactive
 - Light Overlay with Text when inactive
- 3 Buttons: Watch Instantly, Instant Add, DVD Add
 - Short Text w/ Verbose Tooltips
 - Member Home
 - Watch Instantly Home
 - Start Not Interacted Hidden
 - Tooltips could be offered until someone has used the button enough.
 - Text could vary by customer state (i.e. activated device, day one experience, etc.)
 - Add to Playlist
 - Based on current site catalog, 3 buttons left common
- Bottom Buttons
 - Flyout on click-only full-width button
- Play Overlay
 - Queue Actions on Add Click
 - Show All Icons

Initial Quick Explorations

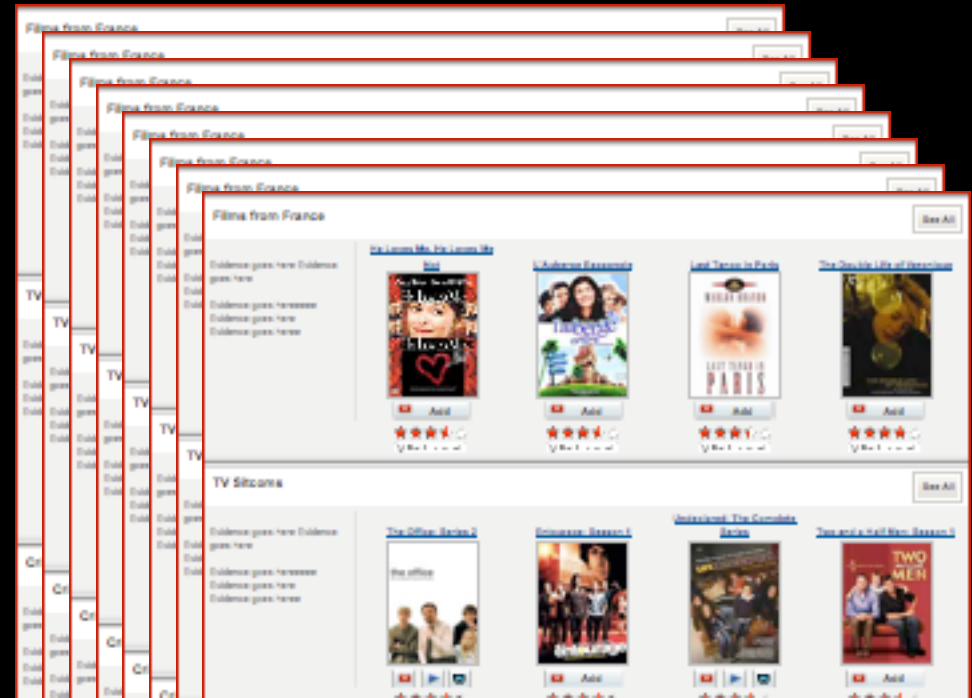
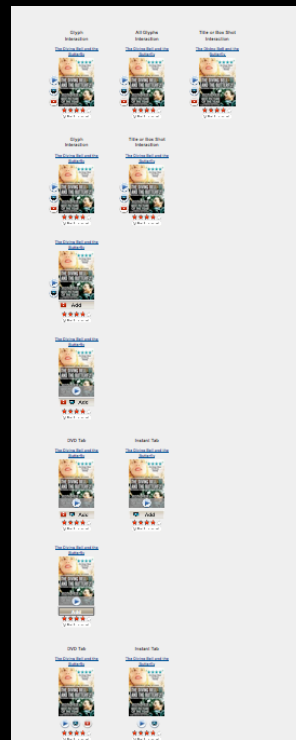
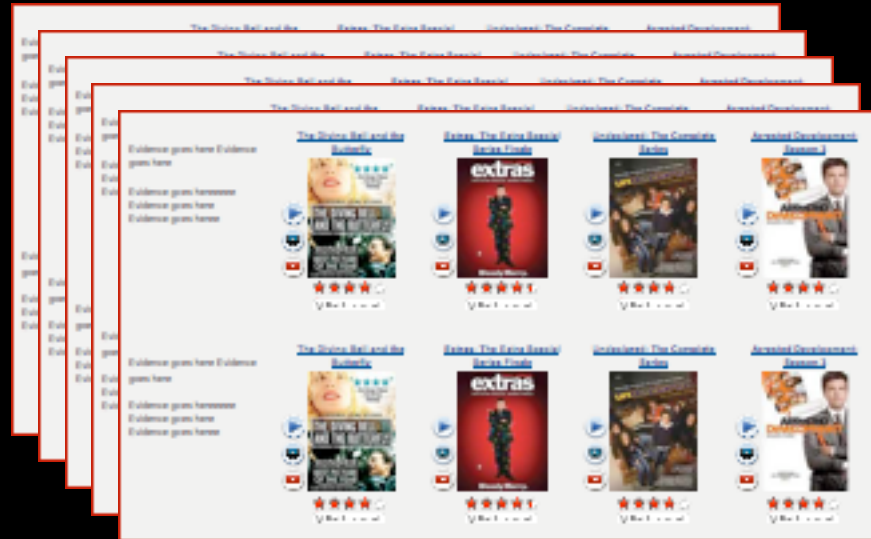
- Lots of Quick Prototypes
- Expanding Movie Layout 1
- Expanding Movie Layout 2 (mini 500-640)
- Interactive QOL
- Interactive QOL - Smaller Footprint
- Interactive QOL - Smaller Size and Truncated Synopses
- Interactive QOL - Wide

100+ variations prototyped over 1 week

Winnowed down between PMs, Design & Eng.

Put before users the next week & again 2 weeks later

partnership



1. the site is dynamic
2. technology is critical
3. components are key
4. partnership is imperative

Questions?