

DESIGNING WITH LENSES

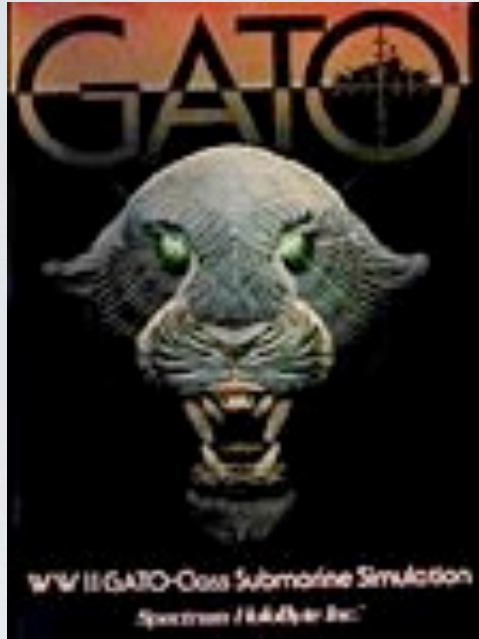
Bill Scott

Big D Design Conference

Dallas, TX

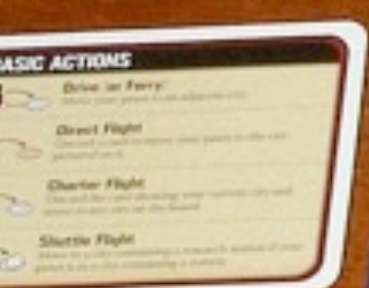
May 29, 2010

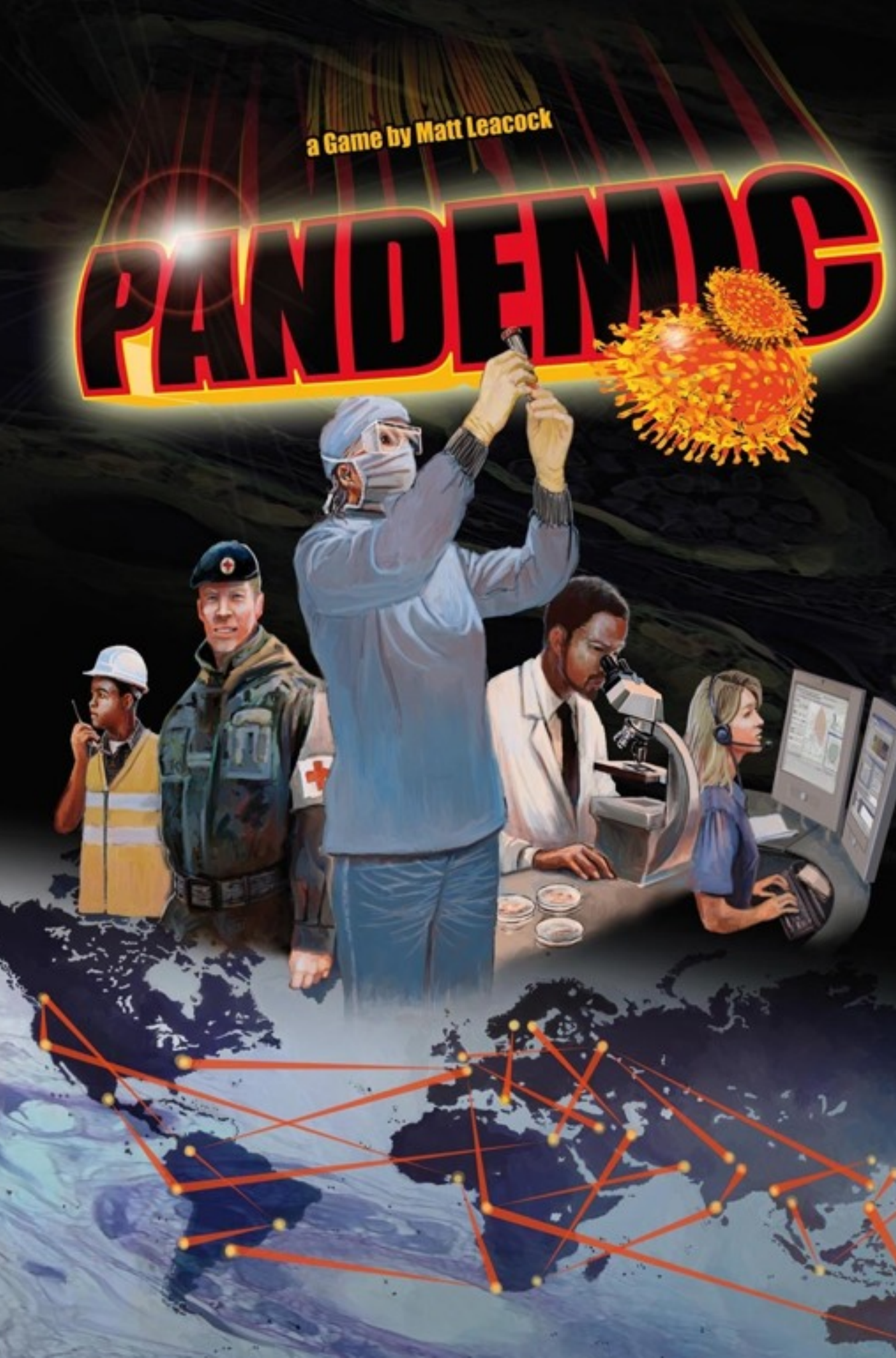
ABOUT ME





@billwscott
@uxlenses





Dozens of awards including:
Family Game of the Year

Designed by Matt Leacock
*Fellow Y! Patterns curator / ID
Game Designer*

Vocabulary

Lenses, perspectives

Jesse Schell's book

Art of Game Design

A Book of Lenses



Design Lenses

LENS CARDS



42

The Lens of Simplicity/Complexity



Illustration by Tom Smith

Striking the right balance between simplicity and complexity is difficult. Use this lens to help your game become one in which meaningful complexity rises out of a simple system. Ask yourself these questions:

- What elements of innate complexity do I have in my game?
- Is there a way this innate complexity could be turned into emergent complexity?
- Do elements of emergent complexity arise from my game? If not, why not?
- Are there elements of my game that are too simple?



A design lens allows you to view the user experience from the perspective of a single design principle.

Usually from the perspective
of another field of study

42

The Lens of Simplicity/Complexity

title



figure

42

The Lens of Simplicity/Complexity



Illustration by Tom Smith

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synopsis

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- Do elements of emergent complexity arise from my game? If not, why not?
- Are there elements of my game that are too simple?

focus questions

designing with lenses

a library of design lenses

home

lenses

resources

about

THE LENS OF THE SUPPORTING ACTOR



A supporting actor/actress must use restraint not to upstage the main actor/actress in a theatrical performance.

To use this lens consider a specific interaction experience. Ask yourself these questions:

- What goal of the user does this support?
- What would this experience look like?
- Is it creating a distraction or enhancing?
- Are there alternate techniques that are distracting but just as effective?
- Does the effect/interaction feel real?
- Have you tried cutting any special effects?

A design lens allows you to view your user experience design from the perspective of a single design

UX
BOOTH

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Process & Practice

Designing with Lenses

Designing with Lenses

A design lens allows you to view the user experience from the perspective of a single design

This post is part of a series of posts



Author:
Bill Scott

Published:
April 6th, 2010

Popularity:
107 retweet TOP ★1K

Recently
colleagues



uxlenses

✓ Following



Lists



Excellent blog on animation, illustration, framing, composition & storyboarding.
<http://sevendcamels.blogspot.com/>
(Mark Kennedy)

about 18 hours ago via web

SAMPLER: FOUR LENSES

Game, Furniture, Car



Simplicity/Complexity

Cognitive



Flow

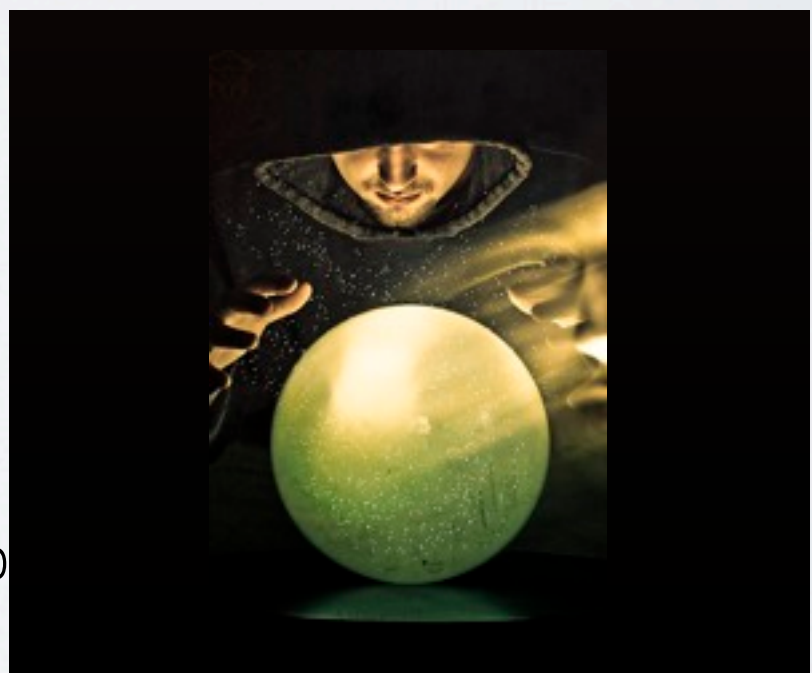
Theater, Animation



Supporting Actor

Motion Graphics

Magic, Comics



Interesting Moments

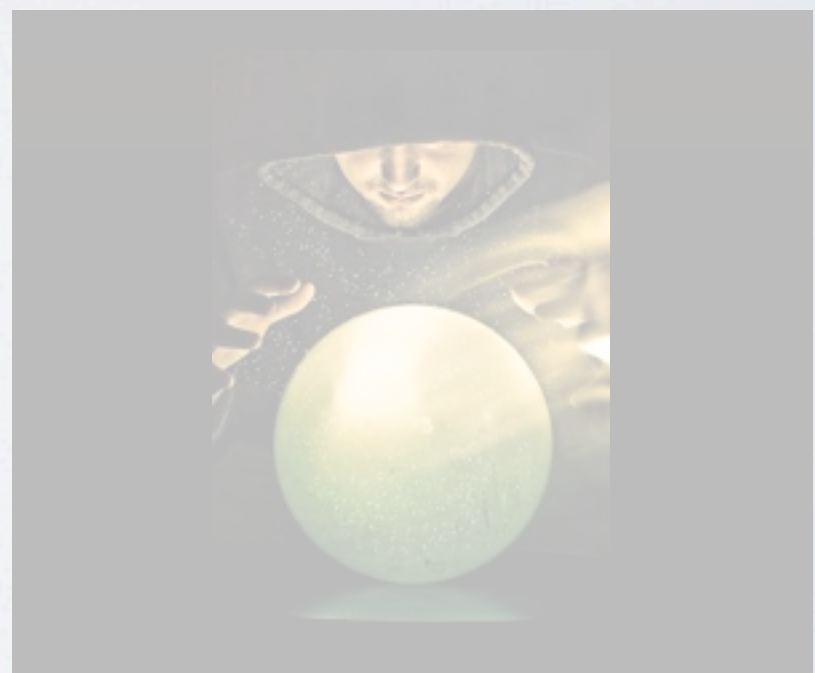
Art, Animation

SIMPLICITY/COMPLEXITY

Game, Furniture, Car



Simplicity/Complexity

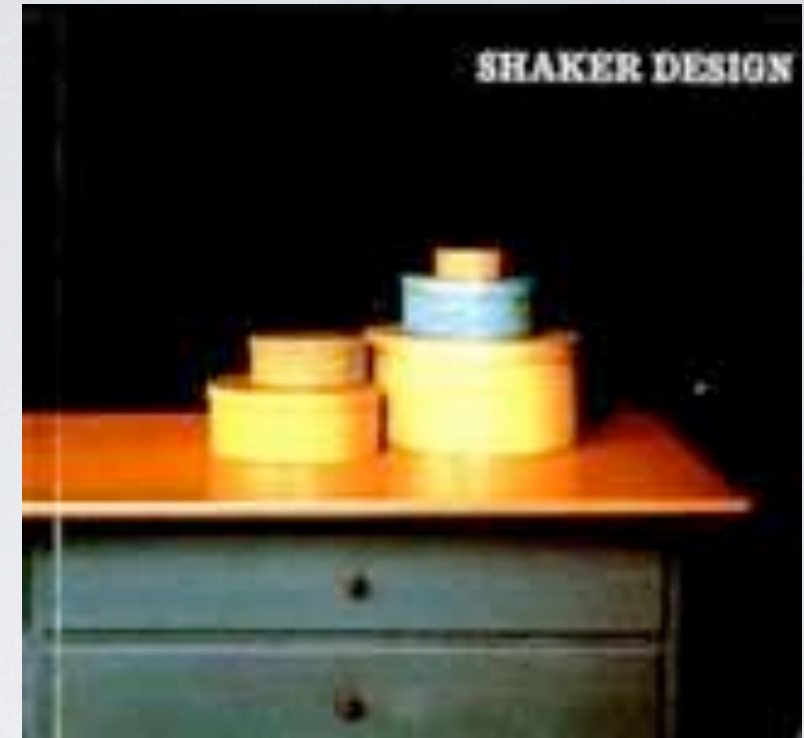


The Lens of Simplicity/Complexity



Strike the right balance between simplicity and complexity.

- Are the main things simple?
- Does complexity emerge as needed? Or is the interface intrinsically complex?
- Does the balance match the context?



Shakers.
Furniture Design.

Four posts, three slats, a handful of stretchers, a few yards of woollen tape for the seat. It could scarcely be more **simply made**, but look more closely at this product of an **unhurried hand**. The proportions were **chosen with care**.

*The posts are slender, no thicker than needed for strength. You **can lift the chair with a finger**. The slats increase slightly in height as they rise, as does the space between them, so that the back seems to float above the seat and legs. The chair slants backward at an angle **agreeable for sitting**.*

four posts, three slats, a handful of stretchers,
a few yards of woolen tape for the seat. It could
scarcely be more **simply made**, but look more
closely at this product of an **unhurried hand**.
The proportions were **chosen with care**.

The posts are slender, no thicker than needed for strength.
You **can lift the chair with a finger**. The slats
are as high as they rise, as does the space between them.
The back seems to float above the seat and legs. The chair
is backward at an angle **agreeable for sitting**.



The Shakers did not spurn beauty; they simply reinvented it...The Shakers had just one [restriction]: **do not make what is not useful.**

They rejected ornament. The rest--color, pattern, line, form, proportion--they freely and joyously used.

The Lens of Simplicity/Complexity



Strike the right balance between simplicity and complexity.

- Are the main things simple?
- Does complexity emerge as needed? Or is the interface intrinsically complex?
- Does the balance match the context?



Pandemic.
Game Design.

LENS APPLIED TO PANDEMIC

Before

Actions:

Quarantine with cubes
Move and cure with cards

End of Turn:

Draw 4 points of stuff
Cards count for 2
Cubes count for 1

After

Actions:

Everything takes 1 action

End of Turn:

Draw 2 cards



LENS APPLIED TO PANDEMIC

Before

Actions:

Quarantine with cubes
Move and cure with cards

End of Turn:

Draw 4 points of stuff
Cards count for 2
Cubes count for 1

After

Actions:

Everything takes 1 action

End of Turn:

Draw 2 cards

Is interface intrinsically complex?



... as simple as possible,
but no simpler

LENS APPLIED TO PANDEMIC

Before

Single Deck of Cards:

- For direct flights
- For connecting flights
- For charter flights
- To cure diseases
- **To infect cities**

After

Two Decks of Cards:



infection card



player card

LENS APPLIED TO PANDEMIC

Before

Single Deck of Cards:

- For direct flights
- For connecting flights
- For charter flights
- To cure diseases
- **To infect cities**

After

Two Decks of Cards:



Right balance?
Simplicity/Complexity

player card

The Lens of Simplicity/Complexity



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BMW.
Car Design.

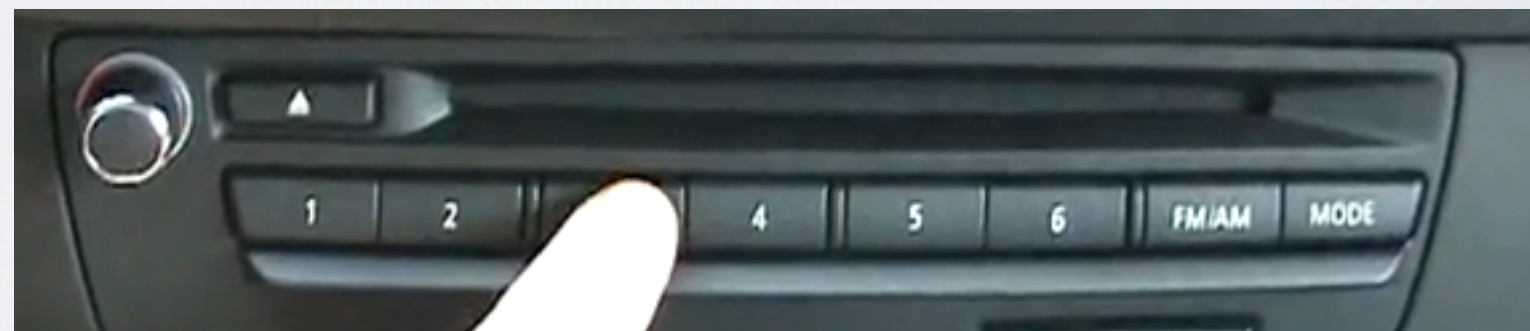
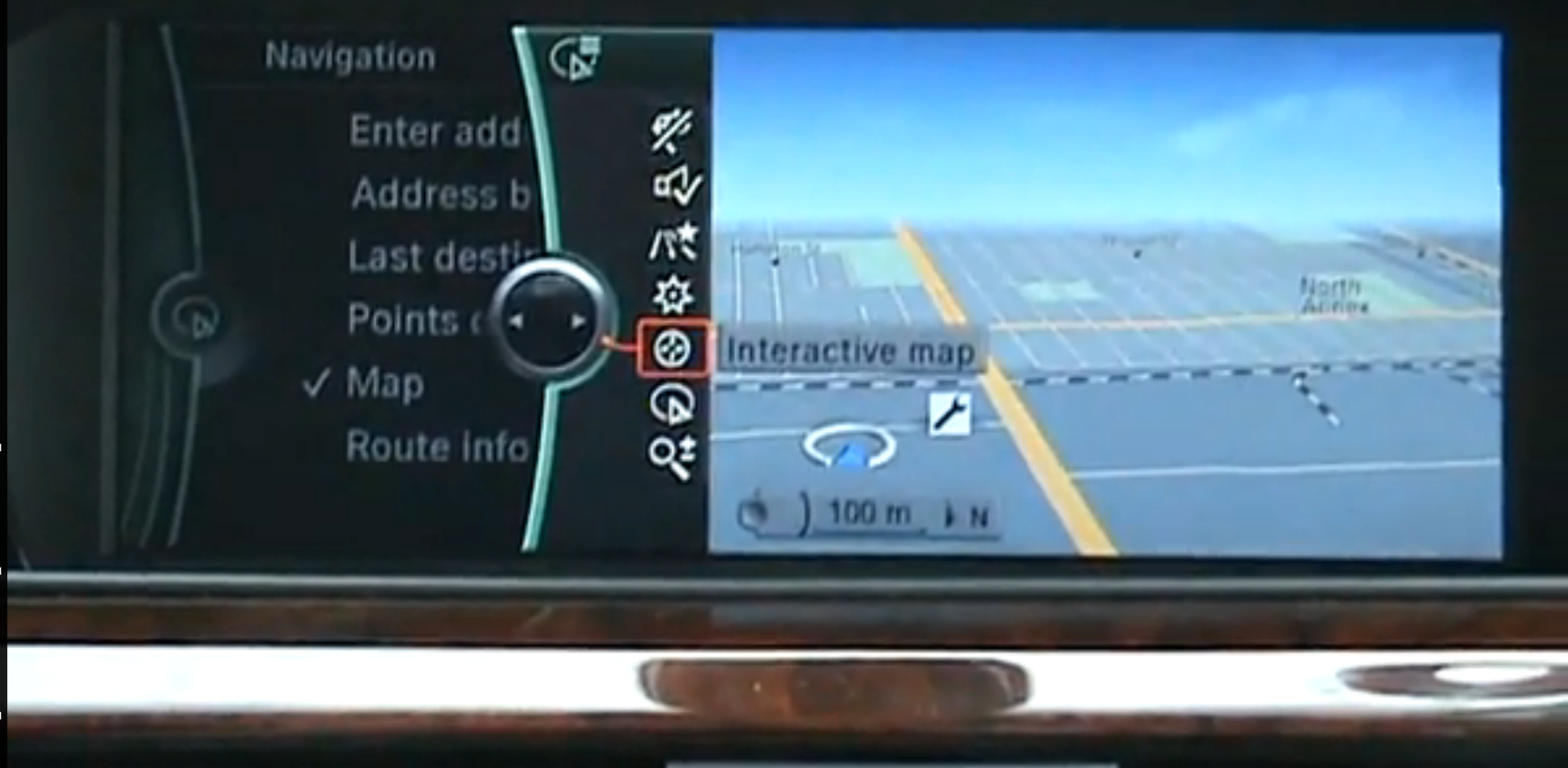
2002 BMW iDrive

700 commands
under one knob
and one button

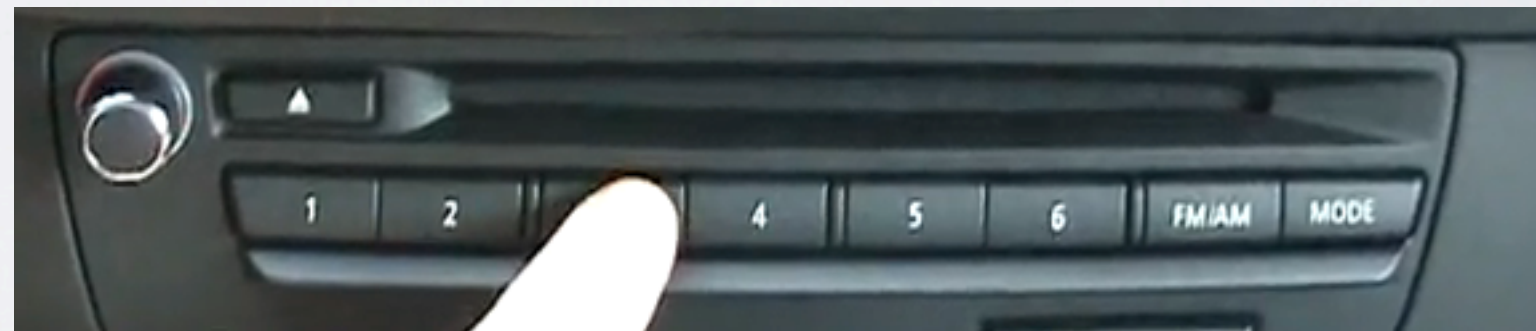
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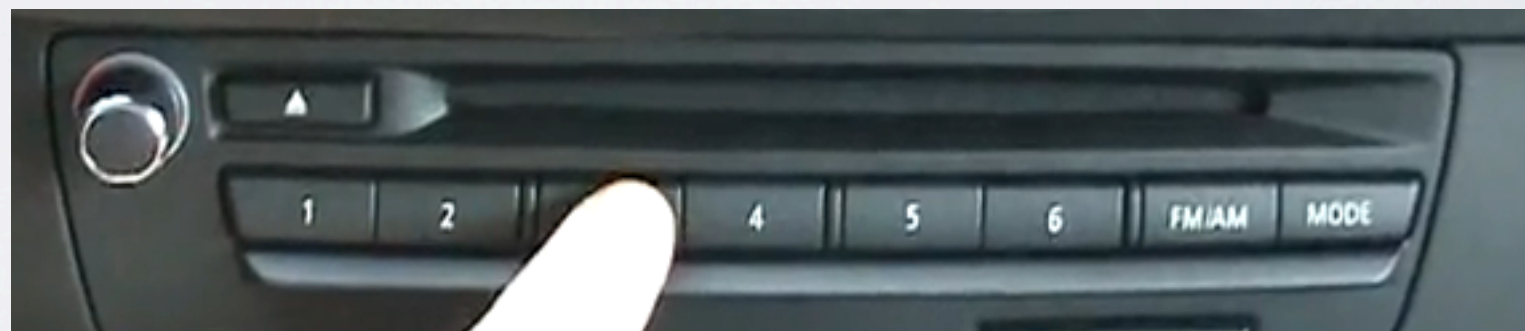
Does the balance
match the context?



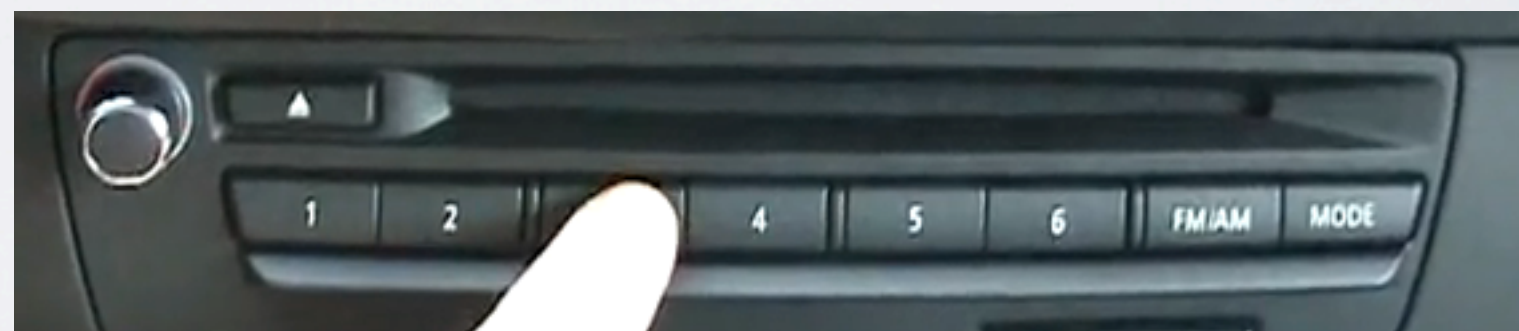
Now 7 buttons + knob.
And 6 programmable buttons



Now 7 buttons + knob.
And 6 programmable buttons



Now 7 buttons + knob.
And 6 programmable buttons



Now 7 buttons + knob.
And 6 programmable buttons

Google™

Google Search

I'm Feeling Lucky

Simplicity has a
context

Google™

Simplicity has a
context

The screenshot shows the Google Docs web interface. The browser window title is "Google Docs - Folder - Recipes". The address bar shows the URL: <http://docs.google.com/#folders/folder.0.088e1gjRSEL7jNjY3NTIhNjctZGM2OS00Zjlz>. The Google search bar is visible. The navigation bar includes links for Gmail, Calendar, Documents, Reader, Web, and more. The main content area shows the "My folders > Recipes" view. A "Create new" dropdown menu is open, showing options for Document, Presentation, Spreadsheet, Form, Folder, and From template... The "Recipes" folder is selected in the left sidebar. The main list shows three documents:

Name	Folders / Sharing	Date
Kabob Marinade - Alton Brown	Not shared	9/2/09 me
Humus Recipe	Not shared	6/14/09 me
BakedOatmealRecipe	Not shared	6/7/09 me

The status bar at the bottom indicates: "Loading 'http://docs.google.com/#folders/folder.0.088e1gjRSEL7jNjY3NTIhNjctZGM2OS00ZjlzLTkxMTYtYjZiOGRINzkwNGEz', completed 20 of 21 items".

The Lens of Simplicity/Complexity



Strike the right balance between simplicity and complexity.

- Are the main things simple?
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NETFLIX

Rate & Replace.
Web Design.

Late Night Comedies

Based on your interest in
[National Lampoon's Pledge This!](#)
[The Stoned Age](#)
[Team America: World Police](#)

Set this genre

Late Night Comedies

☐

☒

☐

Sometimes watch

[Humboldt County](#)



Add



⌵ Not Interested

[Revenge of the Nerds: Panty
Raid Edition](#)



Add



⌵ Not Interested

[The Onion Movie](#)



Add



⌵ Not Interested

[A Dirty Shame](#)



Add



⌵ Not Interested

Late Night Comedies

[Not Interested](#)[See All >](#)

Based on your interest in
[National Lampoon's Pledge This!](#)
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[Team America: World Police](#)

Set this genre

Late Night Comedies

☐ ☒ ☐ Sometimes watch

[Humboldt County](#)[Add](#)[Not Interested](#)[Revenge of the Nerds: Panty Raid Edition](#)[Add](#)[Not Interested](#)[The Onion Movie](#)[Add](#)[Not Interested](#)[A Dirty Shame](#)[Add](#)[Not Interested](#)

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MOVIES

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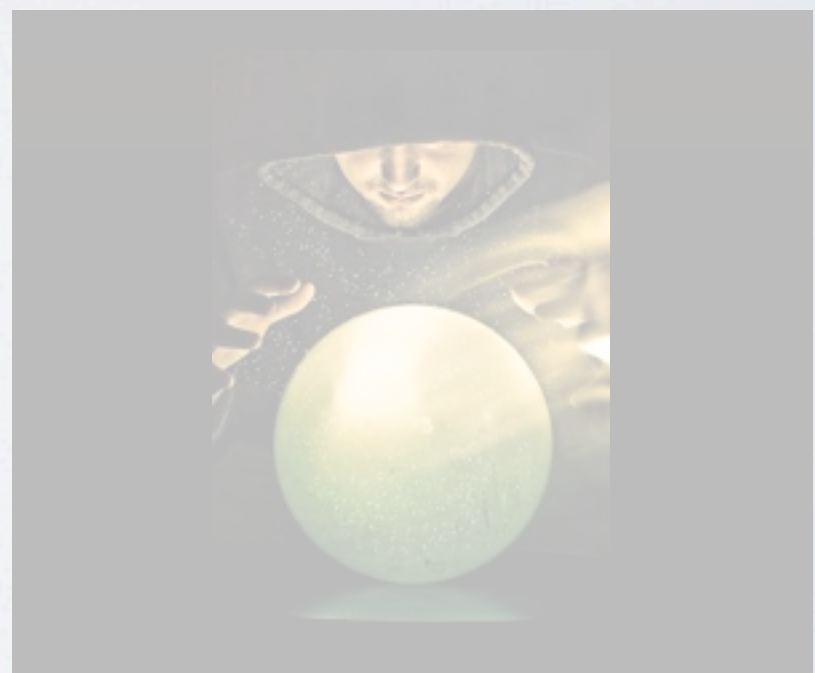
FLOW



Cognitive



Flow



The Lens of Flow



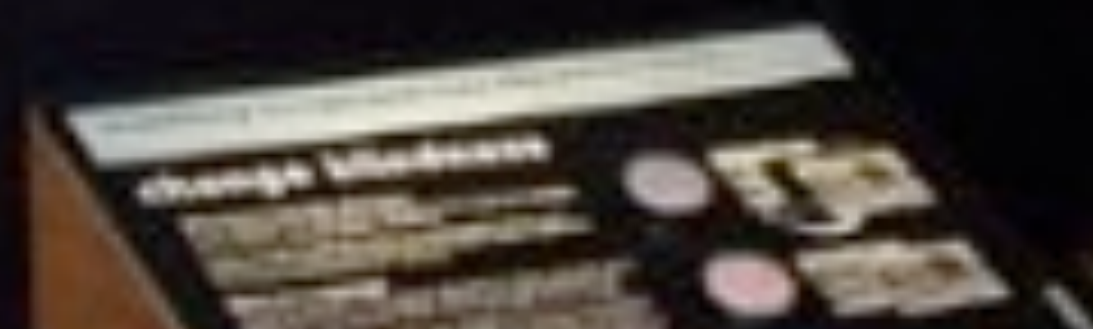
A state of heightened mental focus.

- Are there natural transitions?
- Every dialog needed?
- Would one page suffice?
- Can you persist context?
- More subtle ways to show state change?
- Are there assists that amplify efforts?



Flow Book.
Psychology.

Exploratorium Exhibit



Spot differences...

Spot differences...

Flow



Try again.

Try again.

Flow



Try again.

Are there natural
transitions?

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All My Photos

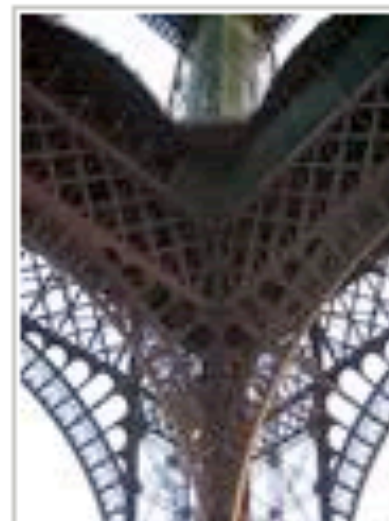
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Sort by: [Date ▼](#)



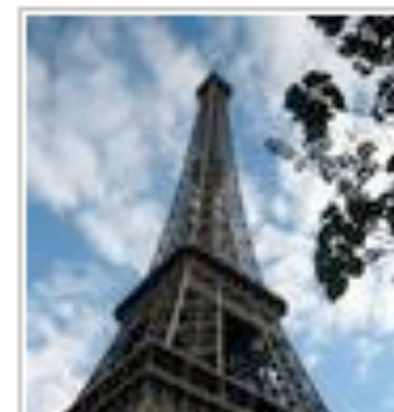
Sunset



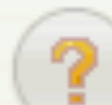
Underneath



View from the Top



Friendly advice for photo sharing.

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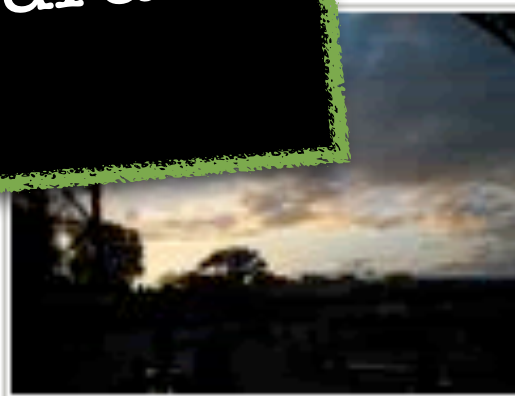
All My Photos

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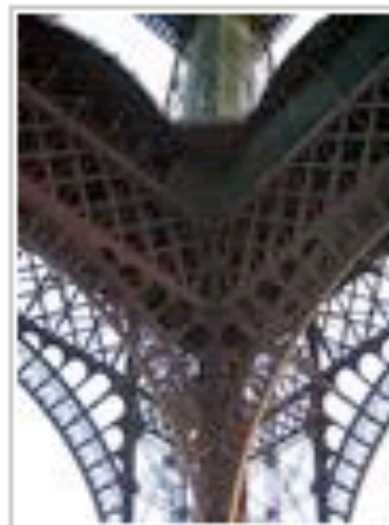
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Sort by: [Date ▼](#)

Are there natural transitions?



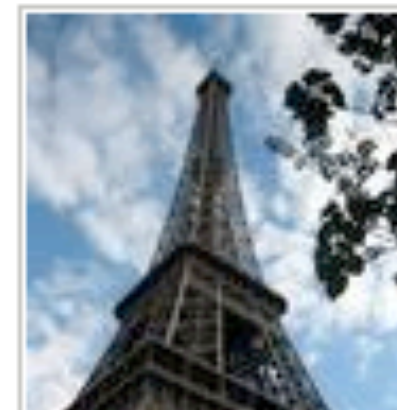
Sunset



Underneath



View from the Top



Friendly advice for photo sharing.

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All My Photos

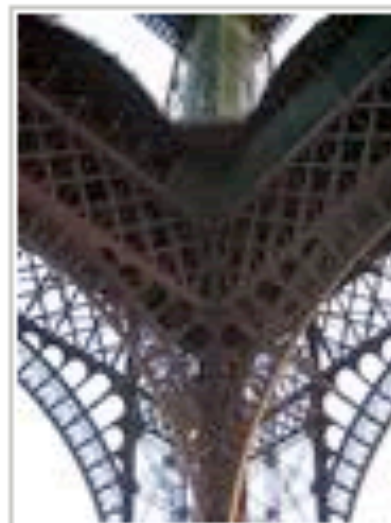
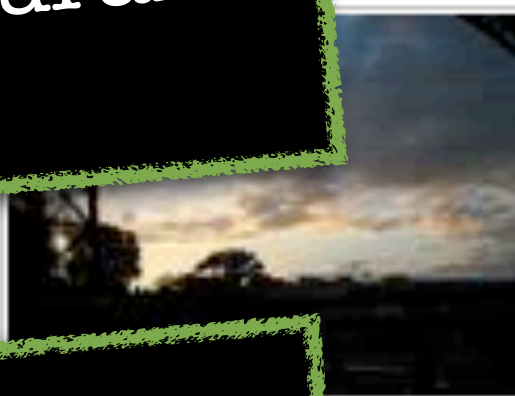
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Are there natural transitions?

Is every dialog needed?



Underneath



View from the Top



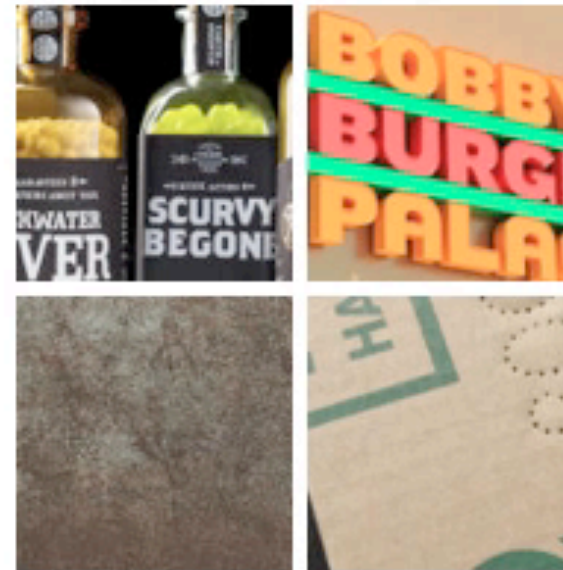
Friendly advice for photo sharing.



Welcome!

The archives of AIGA serve to identify, preserve and make available records of enduring value. AIGA's aim is to make conditions suitable for access and to support research that will add to the literature of design and to safeguard its legacy. [More about the archives...](#)

Featured Collections



AIGA 365: 30 (2009)

Work in all media that has been designed, produced and used in the marketplace between January 1 and December 31, 2008. [View Collection](#)



50 Books/50 Covers of 2008

The 50 best-designed books and book covers designed and/or produced between January 1 and December 31, 2008. [View Collection](#)

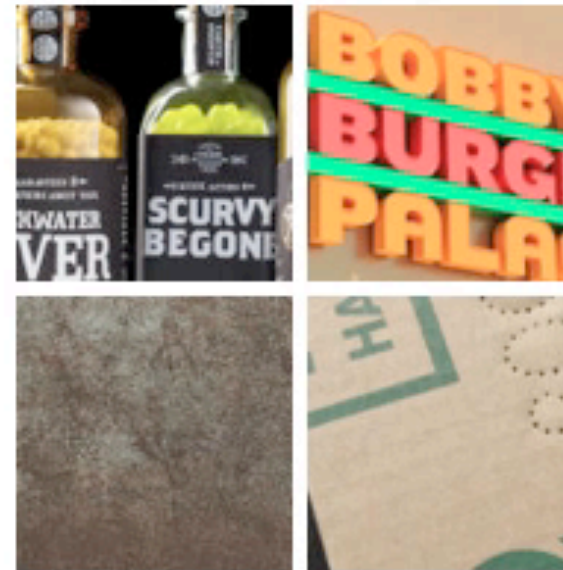
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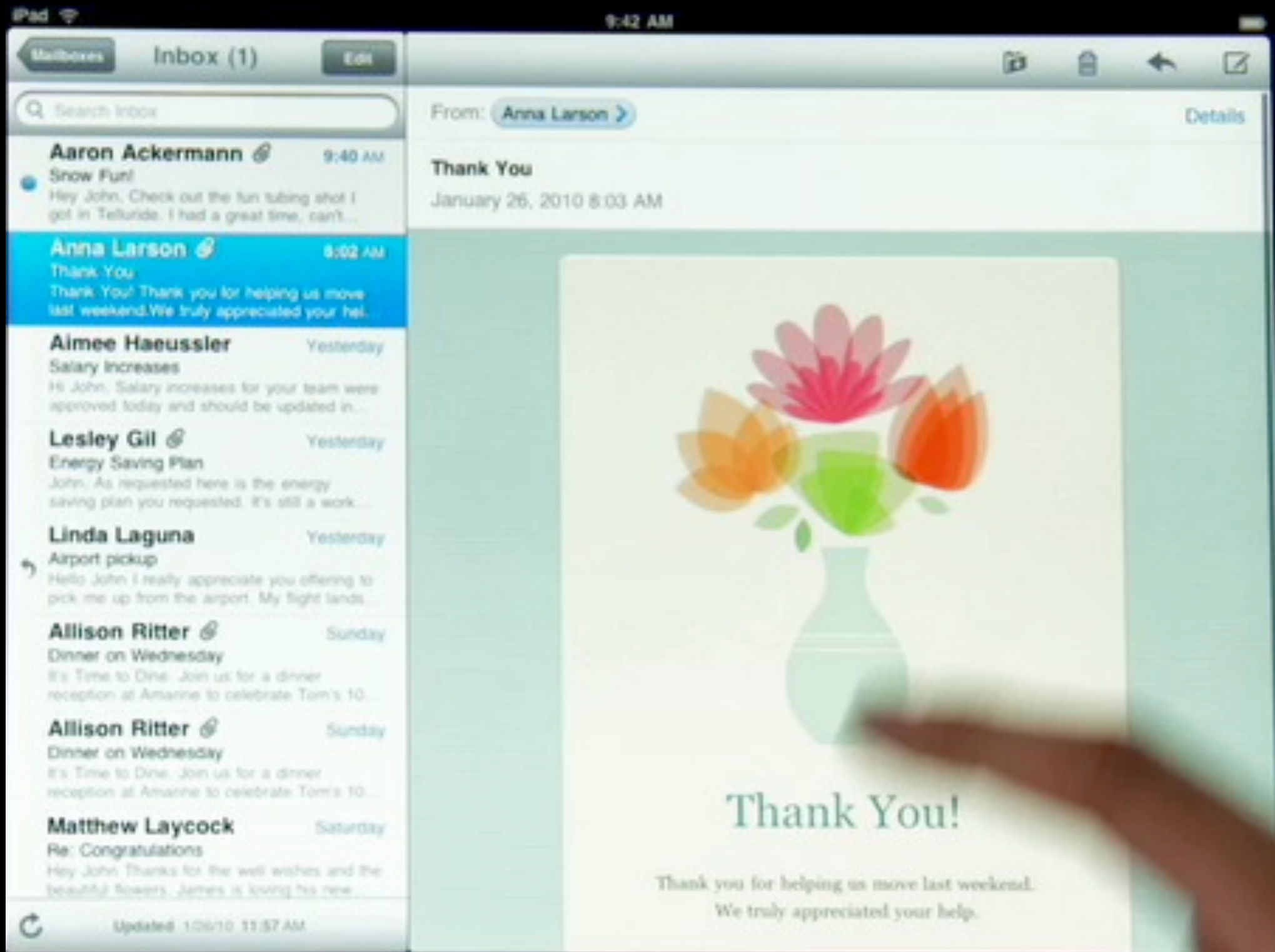
Amplifying or
dampening efforts?

Keeping Flow



Delete Messages. iPad Mail

Keeping Flow



Delete Messages. iPad Mail

Keeping Flow



Delete Messages. iPad Mail

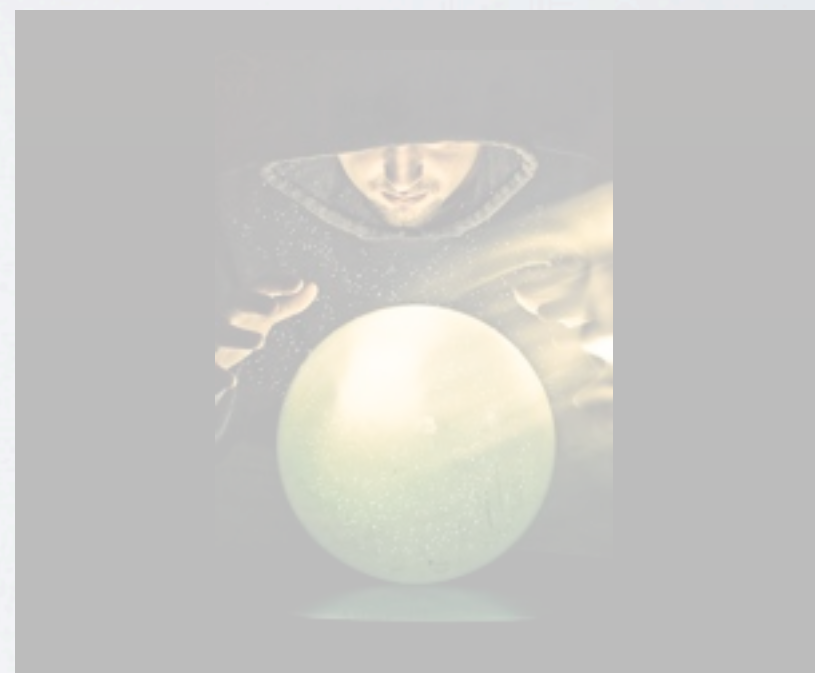
SUPPORTING ACTOR



Theater, Animation



Motion Graphics



Supporting Actor

Role of Supporting Actor

Gives **added dimension** to a main character through **relationship** with this character.

Enhances the plot of a story.



Best Actor in a Supporting Role - 2009

Christoph Waltz

(Col. Hans Landa)

Inglourious Basterds

The Lens of the Supporting Actor



A supporting actor/actress must use restraint not to upstage the main actor.

Ask these questions about effect/elements:

- Do they enhance the overall plot/goal?
- What would they experience be like without them?
- Are there alternate, more subtle approaches?
- Is the interaction natural (not forced)?



Thelma Ritter.
Actress.

Stella in Rear Window
Nominated for 6
Oscars for Best
Supporting Actress but
never won

April 1999

S	M	T	W	T	F	S
				1	2	3
				1	2	3
				8	9	10
			7	15	16	17
	5	6	14	22	23	24
4	12	13	21	28	29	30
11	19	20	27			
18	26					



Personal Info

Federal Taxes

Federal Review

State Taxes

Print & File

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

Wages & Income

Deductions & Credits

Other Tax Situations

Enter Your Interest Paid to Some Lender

Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)



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100

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TurboTax
Deluxe

Personal InfoFederal TaxesFederal ReviewState TaxesPrint & File

& CreditsOther Tax Situations

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\$4,973

\$9,177

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100|

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Personal Info **Federal Taxes** Federal Review State Taxes Print & File

& Credits Other Tax Situations

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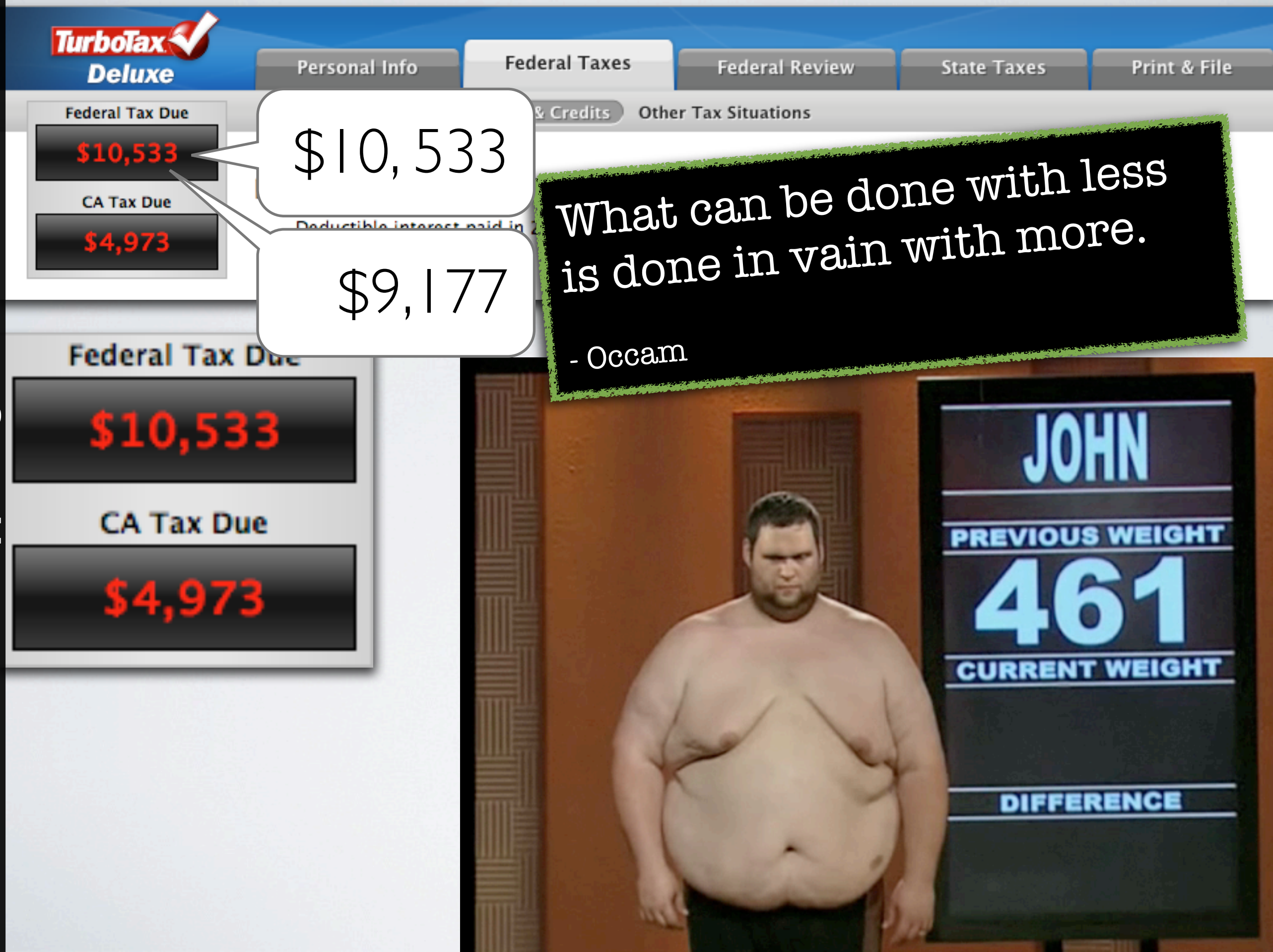
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TurboTax ✓
Deluxe

Personal Info

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\$4,973

\$10,533

\$9,177

What can be done with less
is done in vain with more.

- Occam

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

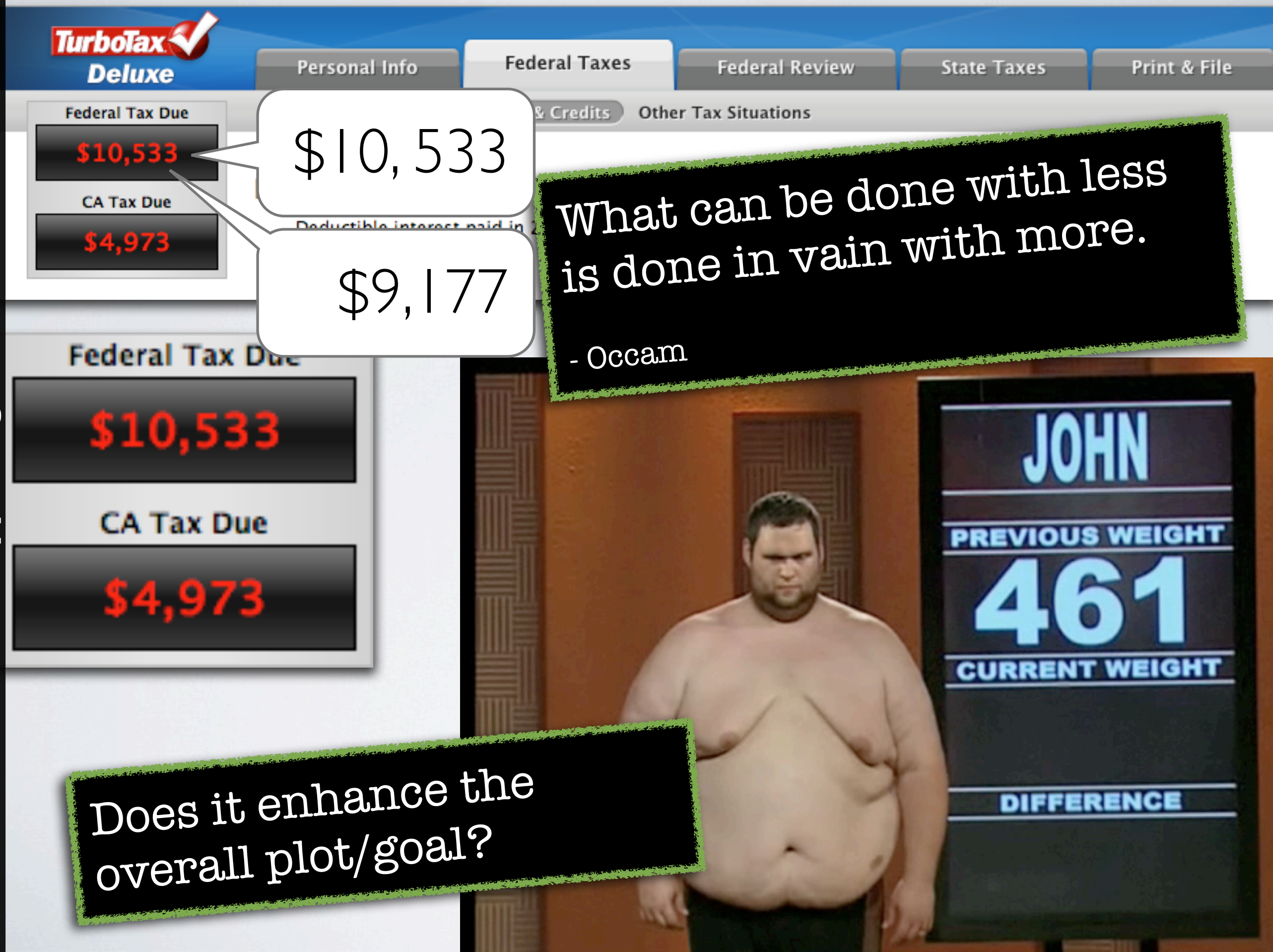
JOHN

PREVIOUS WEIGHT


461

CURRENT WEIGHT

DIFFERENCE



BEHR 

explore color
with 

inspiration

project center

Announcing the 2010
Design &
Color Trends

Welcome to Behr.com

Workbook

Login to access your projects. **New Visitor? Register to create your workbook now.**

My Color Samples (0)



explore color with **Color Smart**

inspiration

project center

Smallest Effective Difference
Make all visual distinctions
as subtle as possible, but still
clear and effective.

- Tufte

Announcing the 2010
Design &
Color Trends

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My Color Samples (0)

Supporting Actor



16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

Listing courtesy of Intero Real Estate
Services

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16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

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2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



1 of 9

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16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



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2405 Acorn Bnd
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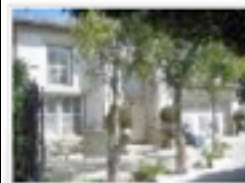
\$136,995



1 of 9

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\$630,000

5 Br 4 Ba



MLS # 80919588

120 Coffeeberry Dr, San Jose, CA 95123

Single Family Home • 2952 Square Feet • \$213 per Square Foot

Listing courtesy of Intero Real Estate Services



\$624,900

5 Br 4 Ba



MLS # 80921757

462 Porter Ln, San Jose, CA 95127

Single Family Home • 3324 Square Feet • \$188 per Square Foot

Listing courtesy of RE/MAX Real Estate Services



\$614,800

5 Br 4 Ba



MLS # 80916759

1708 Ewer Dr, San Jose, CA 95124

Single Family Home • 2720 Square Feet • \$226 per Square Foot

Listing courtesy of Intero Real Estate Services



NO PHOTOS

\$500,000

5 Br 4 Ba



MLS # 80913939

2924 Rock River Ct, San Jose, CA 95111

Single Family Home • 2312 Square Feet • \$216 per Square Foot

Listing courtesy of Continental Real Estate

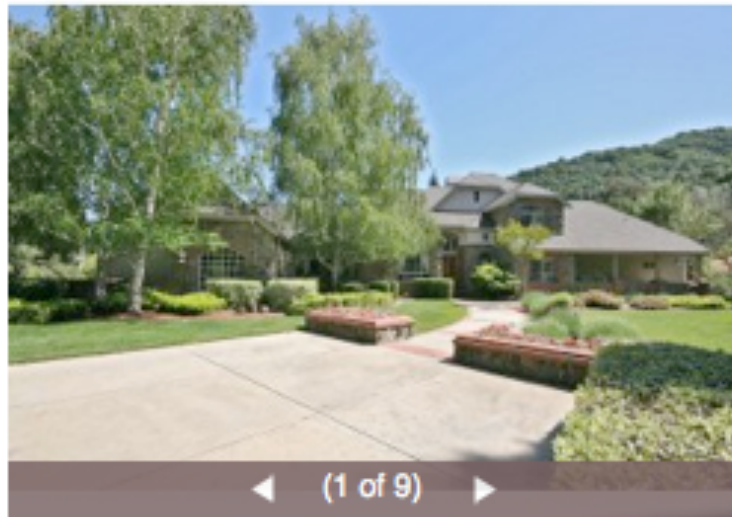


\$499,915

1653 Santee Dr, San Jose, CA 95122

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



(1 of 9)

Listing courtesy of Intero Real Estate Services

[View Details](#)



[Schedule](#)

2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



Simple Rule:
Cut the current effect in half.
And maybe half again.



MLS # 80919588

Listing courtesy of Intero Real Estate Services

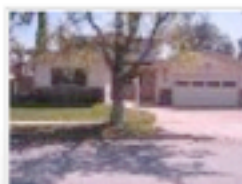


\$624,900
5 Br 4 Ba
MLS # 80921757

462 Porter Ln, San Jose, CA 95127

Single Family Home • 3324 Square Feet • \$188 per Square Foot

Listing courtesy of RE/MAX Real Estate Services



\$614,800
5 Br 4 Ba
MLS # 80916759

1708 Ewer Dr, San Jose, CA 95124

Single Family Home • 2720 Square Feet • \$226 per Square Foot

Listing courtesy of Intero Real Estate Services



\$500,000
5 Br 4 Ba
MLS # 80913939

2924 Rock River Ct, San Jose, CA 95111

Single Family Home • 2312 Square Feet • \$216 per Square Foot

Listing courtesy of Continental Real Estate

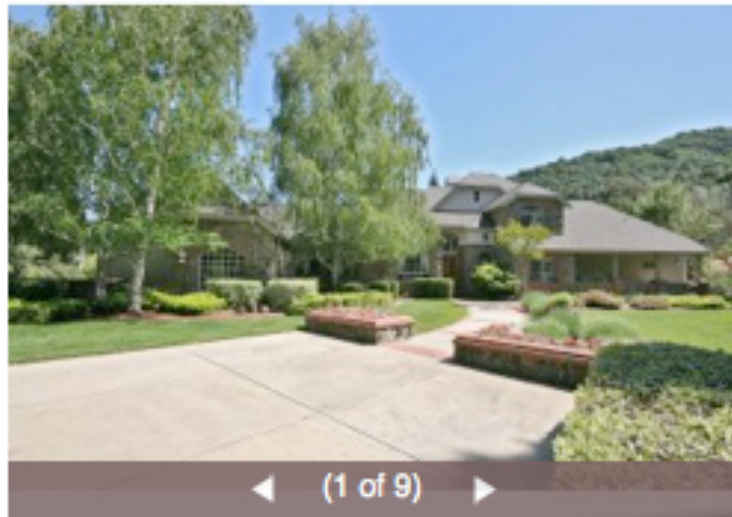


\$499,915

1653 Santee Dr, San Jose, CA 95122

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



Listing courtesy of Intero Real Estate Services

View Details

Schedule

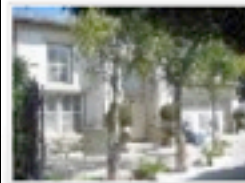
2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



Simple Rule:
Cut the current effect in half.
And maybe half again.

Are there alternate
more subtle effects?



MLS # 80919588

Listing courtesy of Intero Real Estate Services



\$624,900
5 Br 4 Ba
MLS # 80921757

462 Porter Ln, San Jose, CA 95127

Single Family Home • 3324 Square Feet • \$188 per Square Foot

Listing courtesy of RE/MAX Real Estate Services



\$614,800

San Jose, CA 95124

2720 Square Feet • \$226 per Square Foot

Listing courtesy of Intero Real Estate Services



MLS # 80913939

Listing courtesy of Continental Real Estate

\$499,915

1653 Santee Dr. San Jose, CA 95122

INTERESTING MOMENTS



Magic, Comics

Art, Animation

Interesting Moments

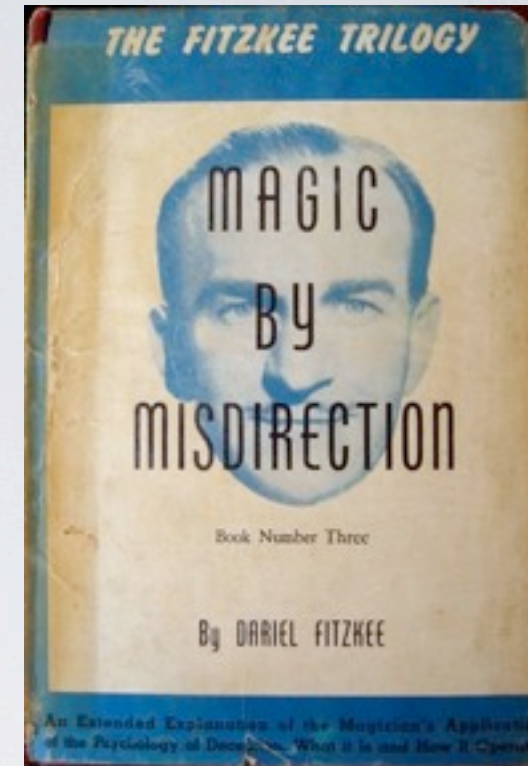
The Lens of Interesting Moments



An experience is like an illusion. It looks simplest when every moment has been painstakingly premeditated.

Ask these questions about the moments:

- Have you considered all the details?
- Are you using them for engagement?
- Choosing wisely which to ignore?
- Do they add up to a story?
- Are there tell-tale signs? e.g., band-aids to cover up for unconsidered moments?



Magic is in both in the details and in the performance.

INTERESTING MOMENTS



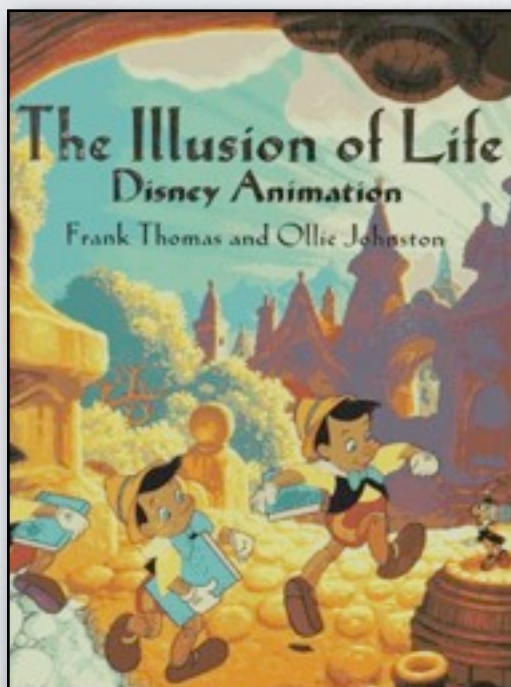
Frescoes & stained glass have been telling stories for a long time.

panels tell the moments of a story



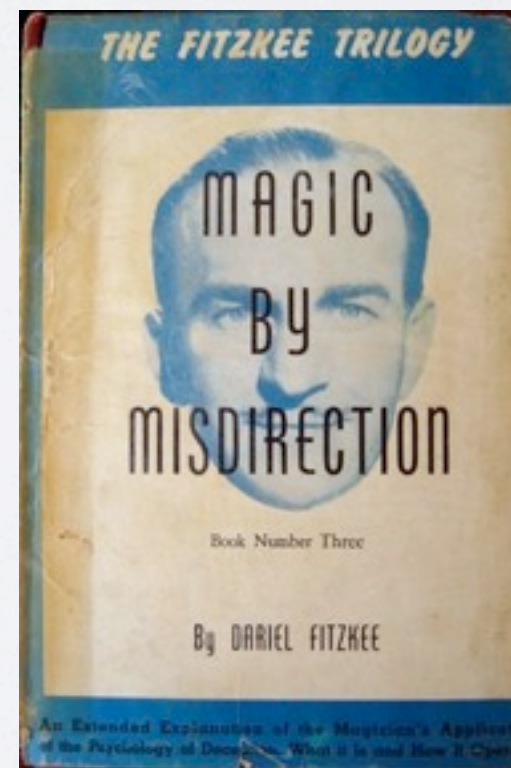
“Juxtaposed pictorial & other images in deliberate sequence.”

panels tell the moments of a story



The masters of animation called it the “Illusion of Life”.

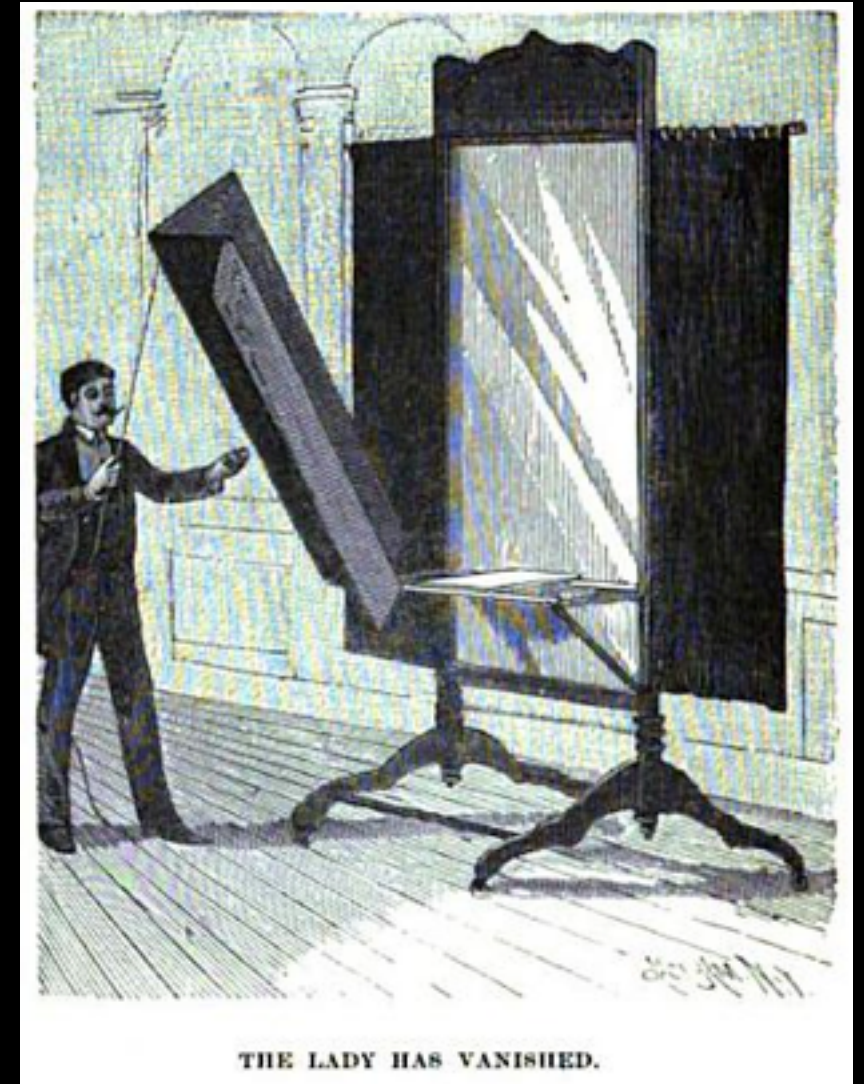
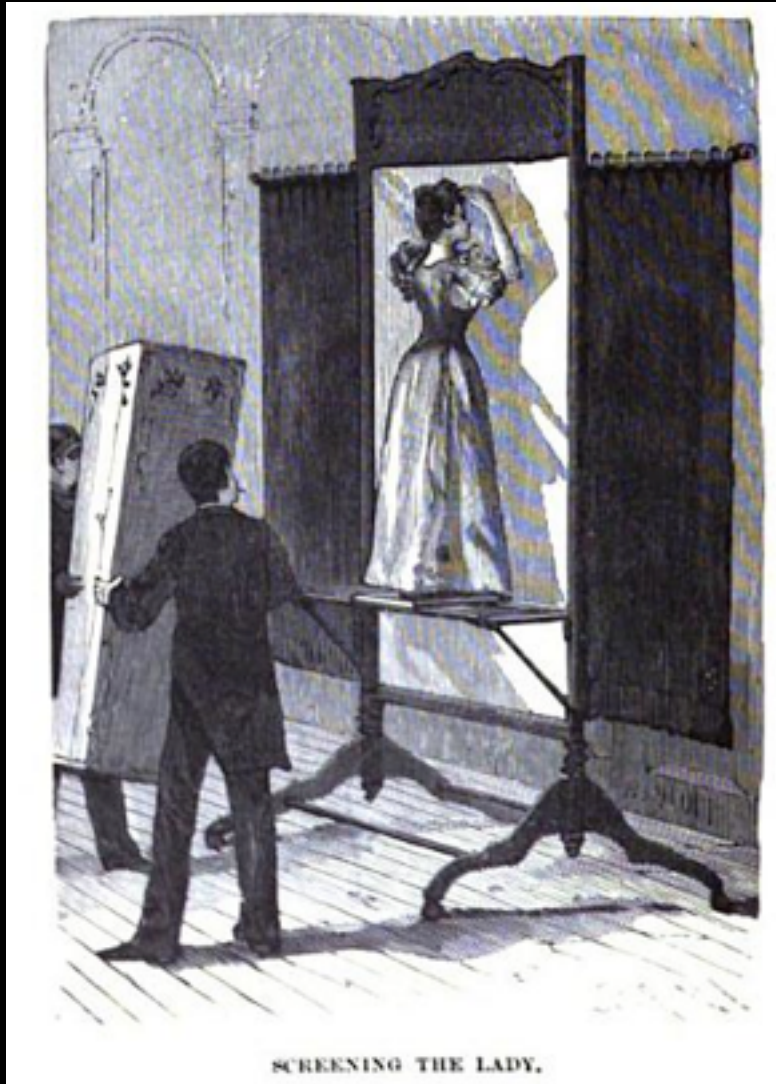
cells tell the moments of a story



Magic hangs in the balance of the “delicacy of the illusion”.

the performance hides the moments of a story

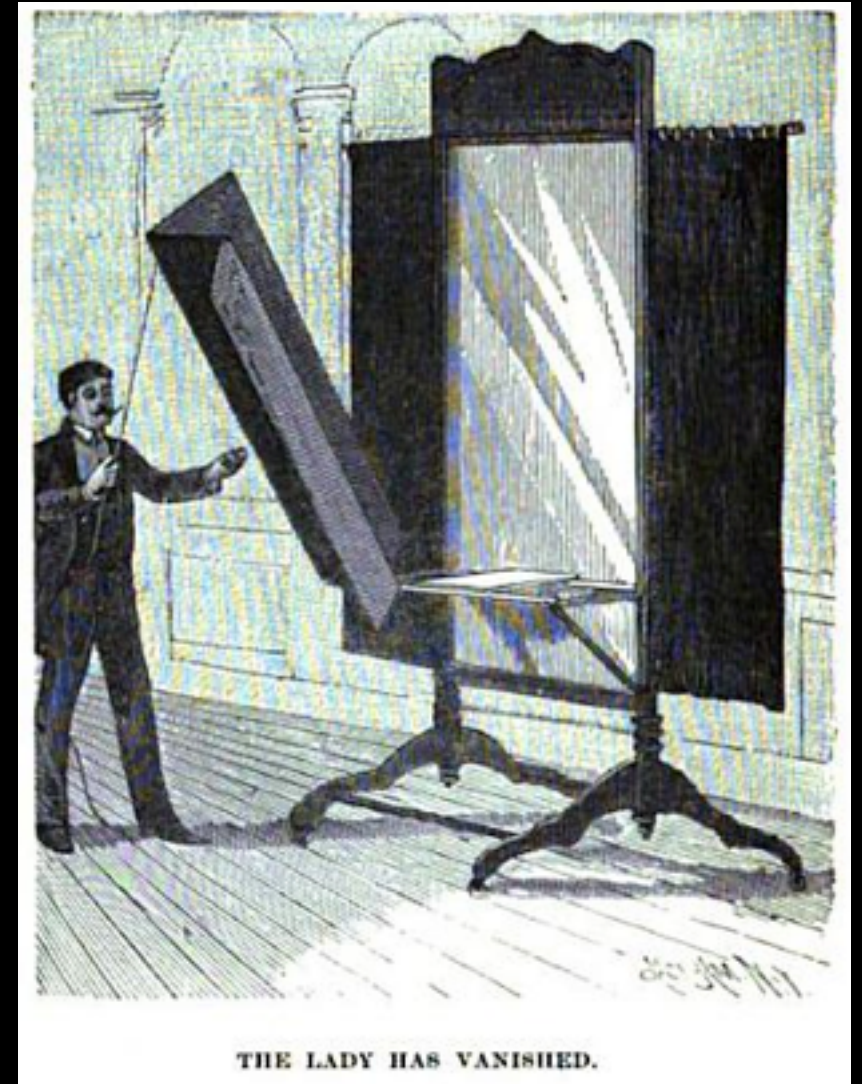
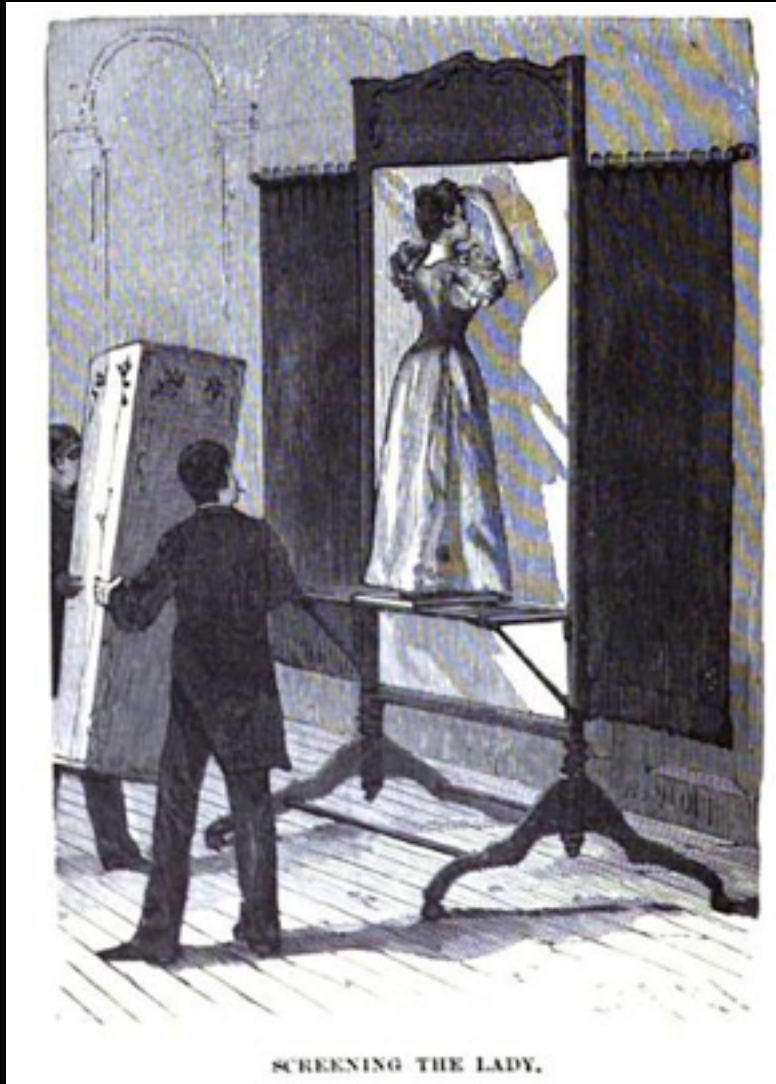
THIS IS AN ILLUSION



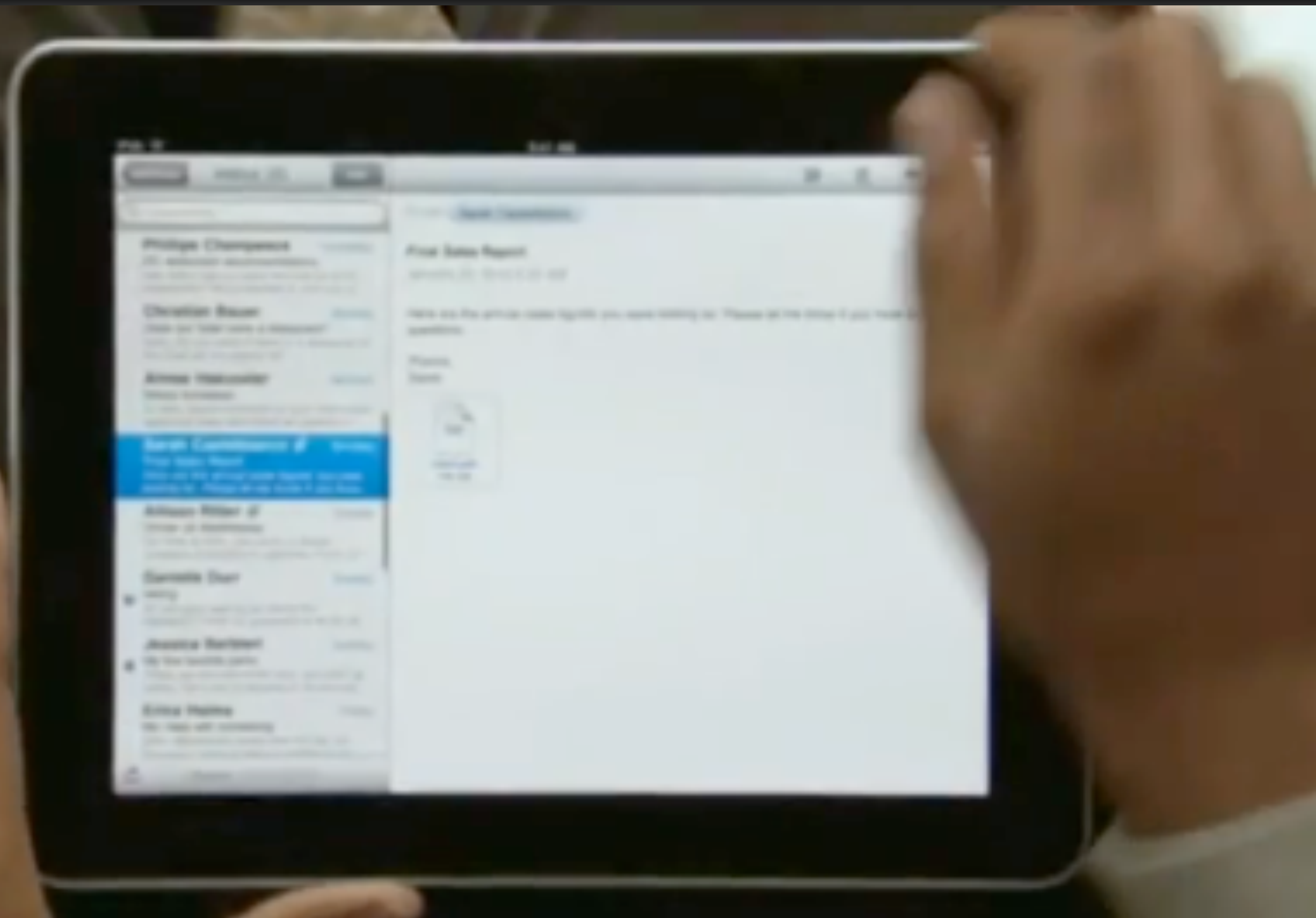
THIS IS AN ILLUSION

Magic is both in
the **details** and
in the
performance.

- Dariel Fitzkee



THIS IS ALSO AN ILLUSION



THIS IS ALSO AN ILLUSION

A person's hands are holding a tablet. The tablet screen shows a web application interface with a sidebar on the left containing a list of items, and a main content area on the right. The interface appears to be a management or reporting tool. A dark rectangular box is overlaid on the bottom right of the screen, containing text.

Interactivity is both
in the **details** and in
the **performance**

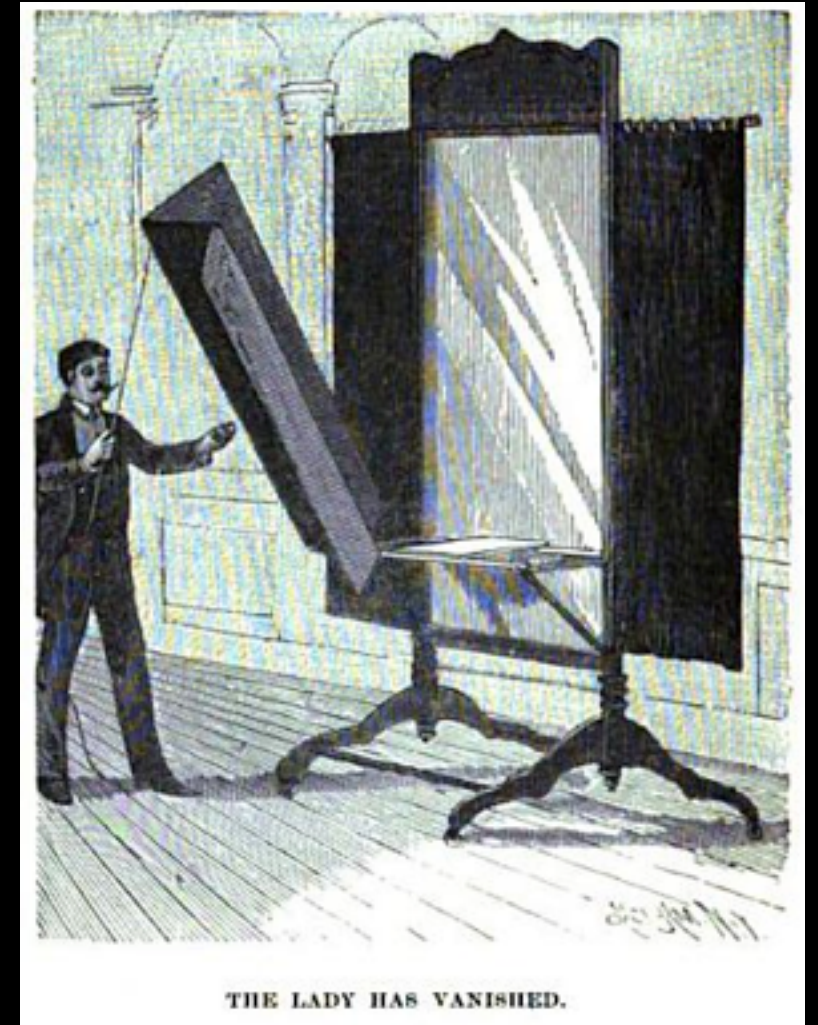
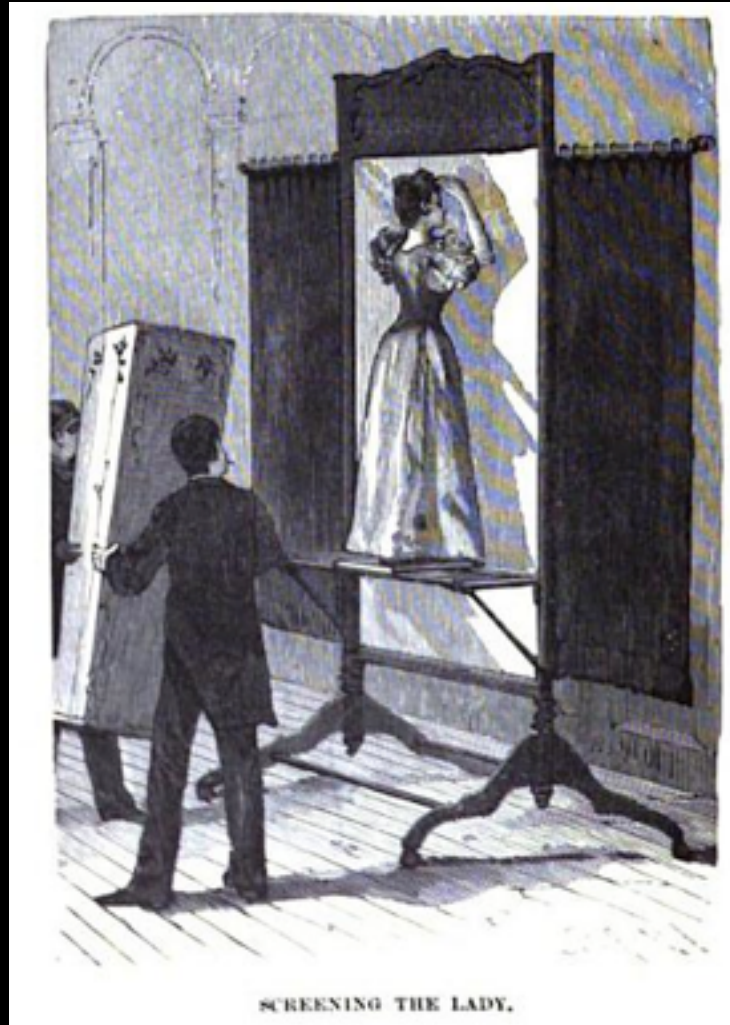
THIS IS ALSO AN ILLUSION

David Smith (Xerox)
dubbed the Xerox Star
interface the **user illusion**

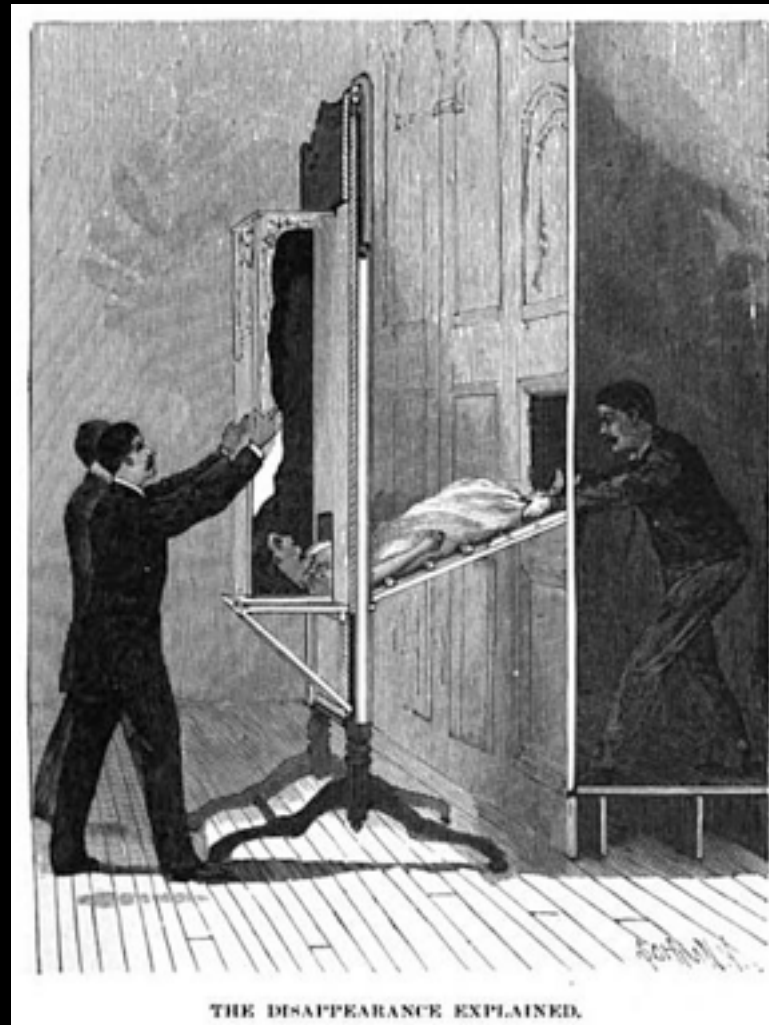
- Alan Kay

Interactivity is both
in the **details** and in
the **performance**

Delicacy of an Illusion



Delicacy of an Illusion



The slightest mistake would destroy an illusion. Each moment matters.

Key principle for effective illusions: **attention to detail**

-Fitzkee

Current Moon Phase



youtube :: top rated

- + [DEADLINE post-it stop motion](#)
- + [Summer and Ending Hunger \(Ep.11\)](#)
- + [Unite Against WMG](#)

National Geographic POD



POD -

Google Webmaster Tools

Automatically update Google when you

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- + [Drivers Dismiss Risks of Multitasking on the Road](#)
- + [An Appraisal: Cronkite's Signature: Approachable Authority](#)
- + [Media Decoder: Explaining Cronkite to the YouTube Generation](#)
- + [Media Decoder: Memorable Video by Walter Cronkite](#)
- + [Media Decoder: Television Icons Reflect on Cronkite's Career](#)
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SIMPLE ILLUSION?

Current Moon Phase



Waning Crescent
16% of Full
Sat 18 Jul, 2009
11:38 AM

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youtube :: top rated

- [+ DEADLINE post-it stop motion](#)
- [+ Summer and Ending Hunger \(Ep.11\)](#)
- [+ Unite Against WMG](#)

National Geographic POD



POD -

Google Webmaster Tools

Automatically update Google when you

SIMPLE ILLUSION? EVENTS...

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.

SIMPLE ILLUSION? ACTORS...

PAGE. CURSOR. TOOL TIP. DRAG
OBJECT. DRAG OBJECT'S PARENT
CONTAINER. DROP TARGET.

Events →

Actors ↓

96

Interesting Moments

INTERESTING MOMENTS

	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.

INTERESTING MOMENTS



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
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INTERESTING MOMENTS



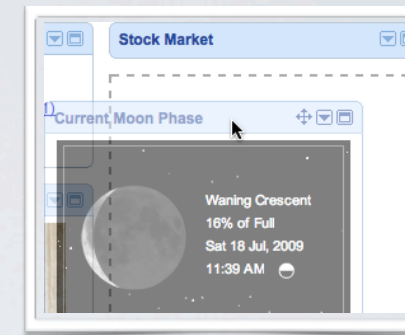
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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INTERESTING MOMENTS



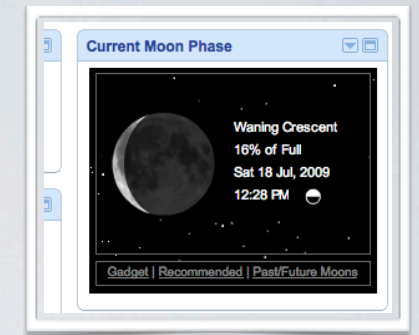
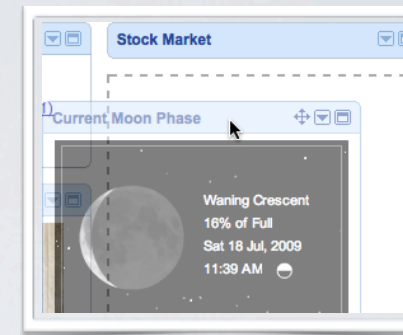
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is 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.

INTERESTING MOMENTS



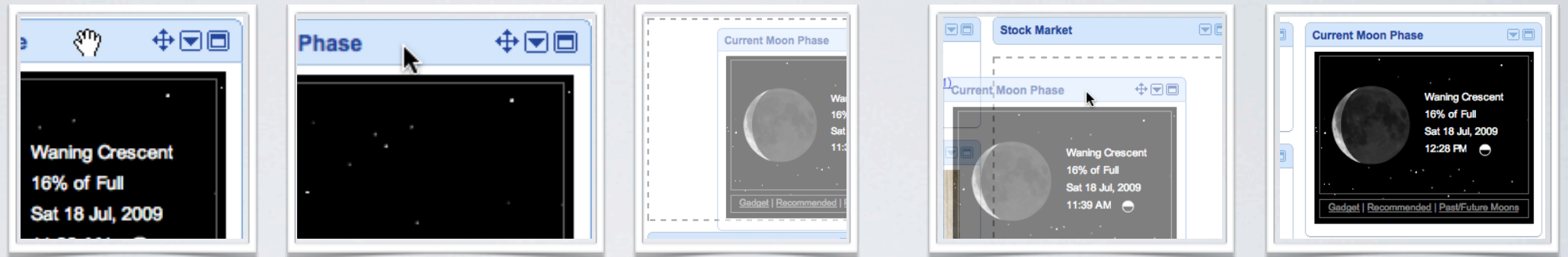
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is 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.

INTERESTING MOMENTS



	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.

INTERESTING MOMENTS



Actors

Events

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.

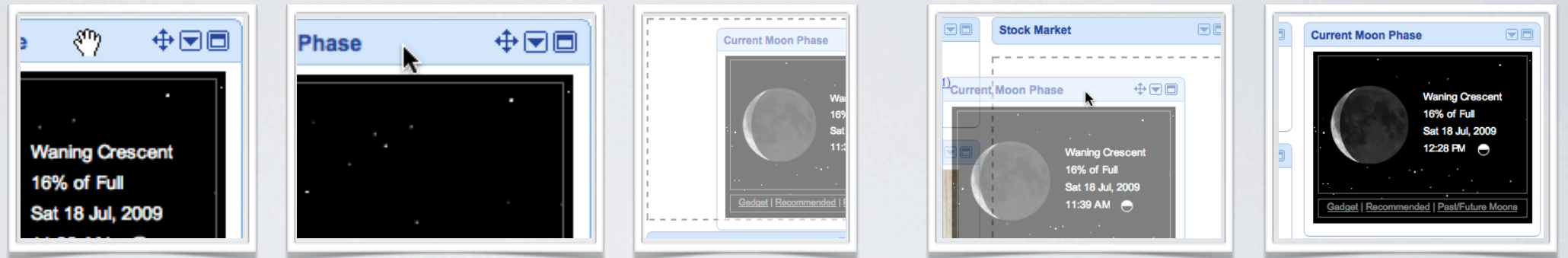
Hole is
removed.

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.

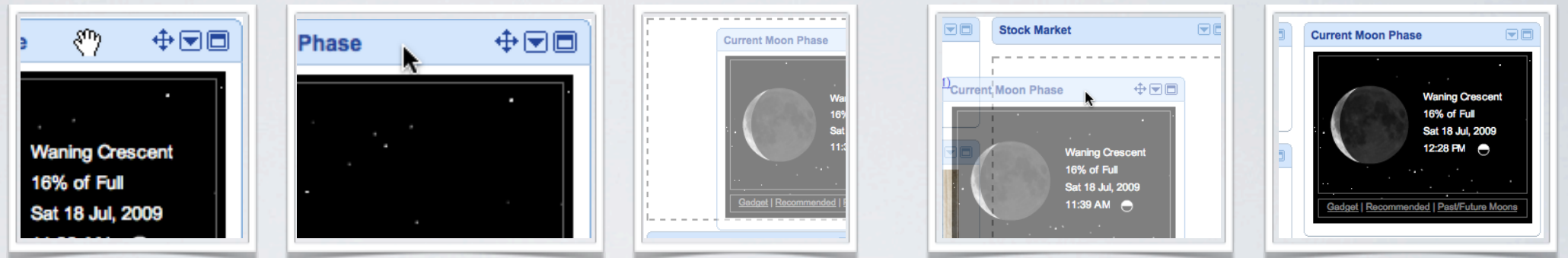
INTERESTING MOMENTS



Events						
		Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Actors	Cursor	Change to a hand pointer.	Change to normal style.*			
	Dragged			Module is temporarily transparent.		Dragged module removed.
	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.

Considered the details?

INTERESTING MOMENTS

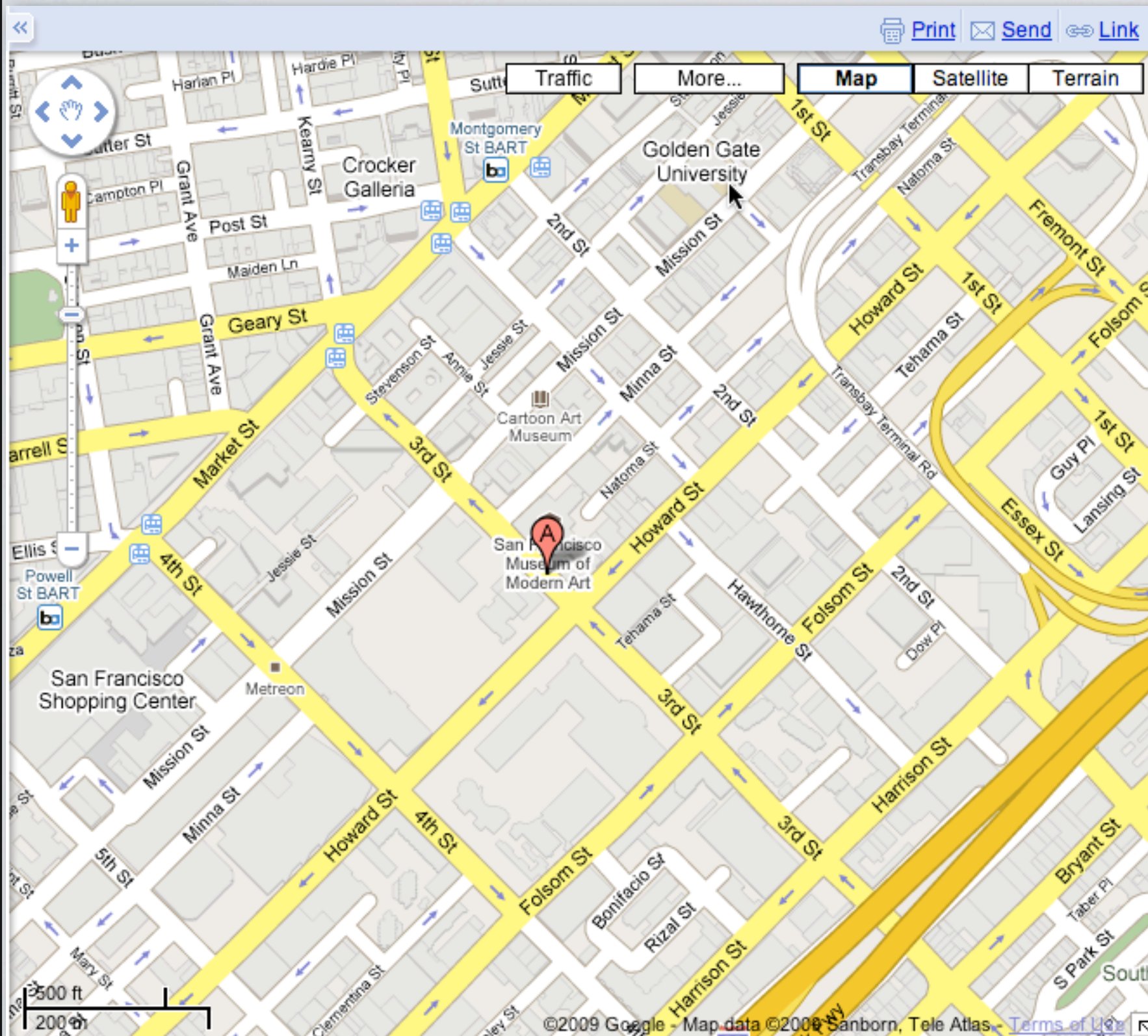


		Events →			
		Mouse Hover	Mouse Down	Drag Initiated	Drop Accepted
Actors ↓	Cursor	Change to a hand pointer.	Change to normal style.*		
	Dragged			Module becomes semi-transparent.	Dragged module removed.
Modules	Original Location			Hole is shown as a gray, thick, dashed outline.	Hole is removed.
	Location				Module is placed in the new location.

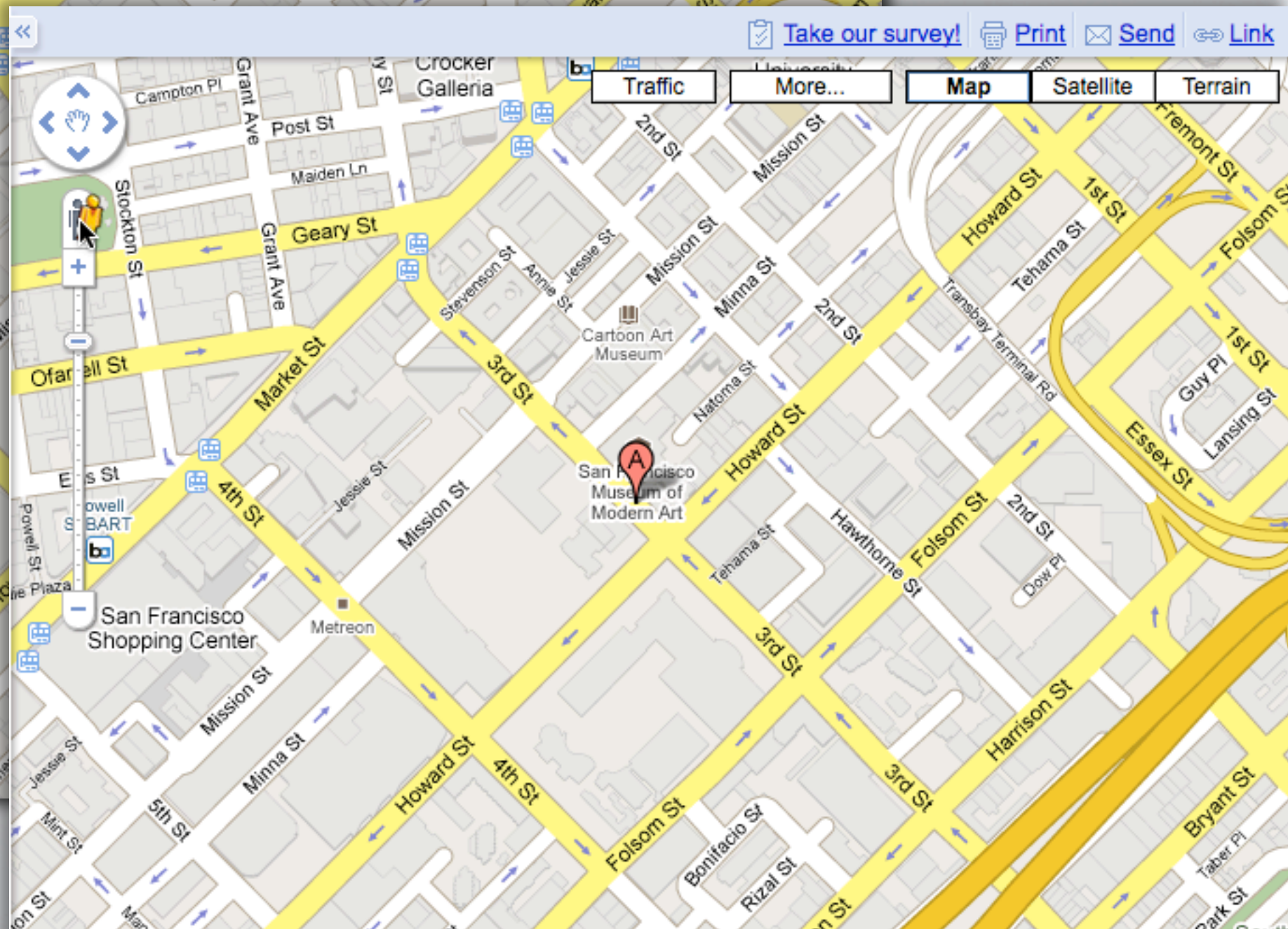
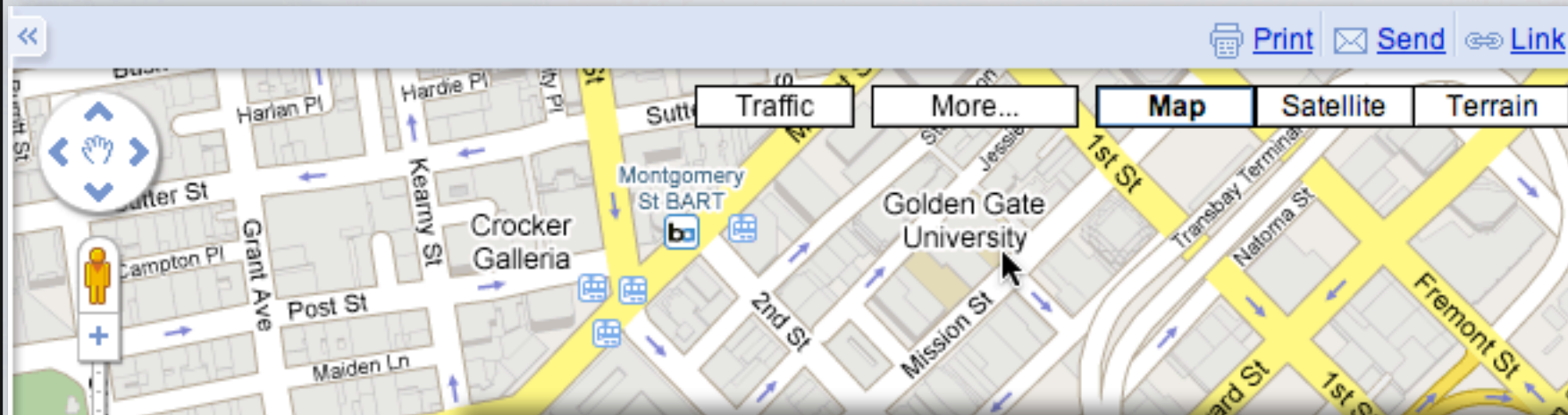
Considered the details?

Choosing wisely which to do and which to ignore?

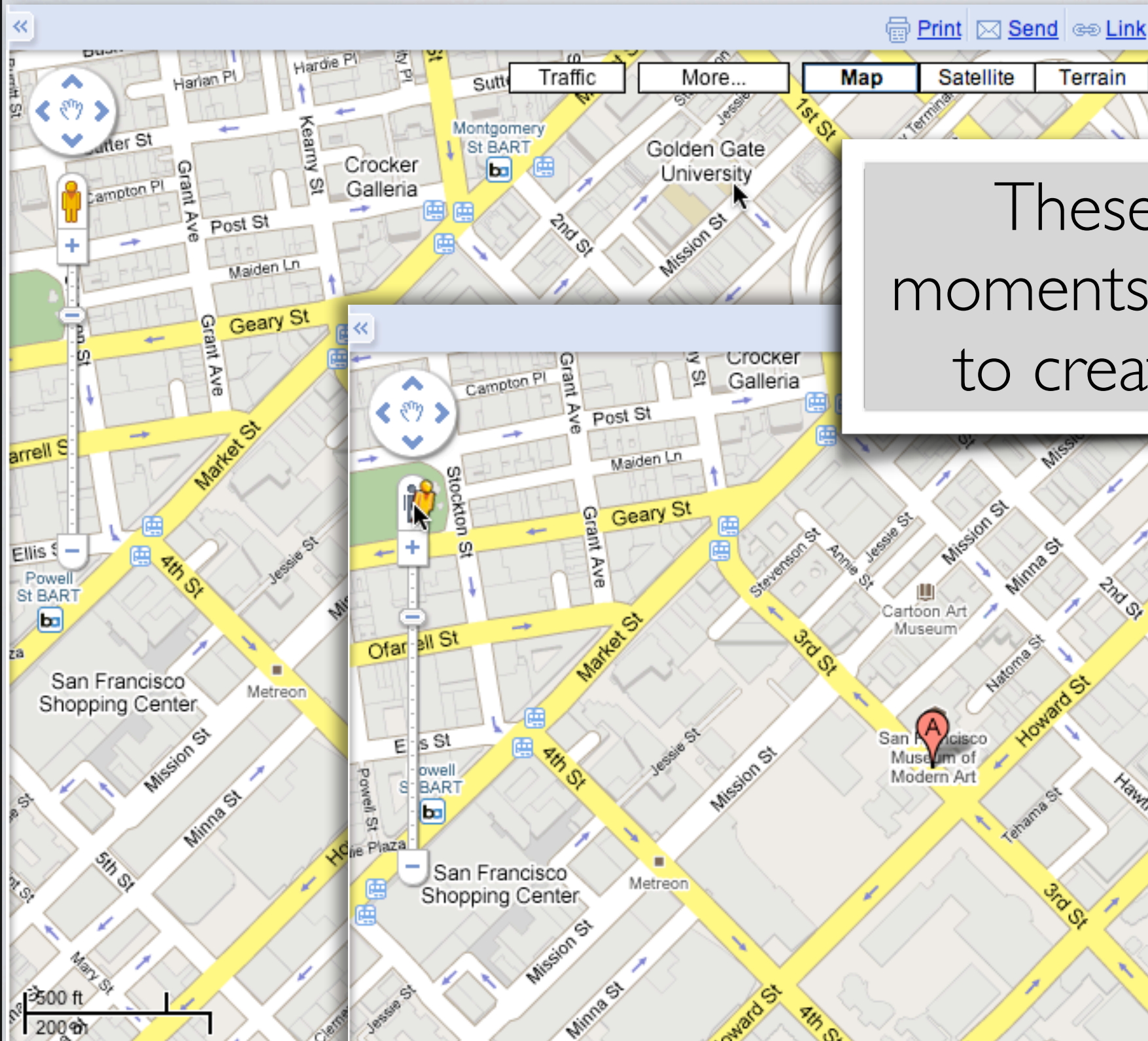
DRAW & DROP INVITATION



DRAW & DROP INVITATION



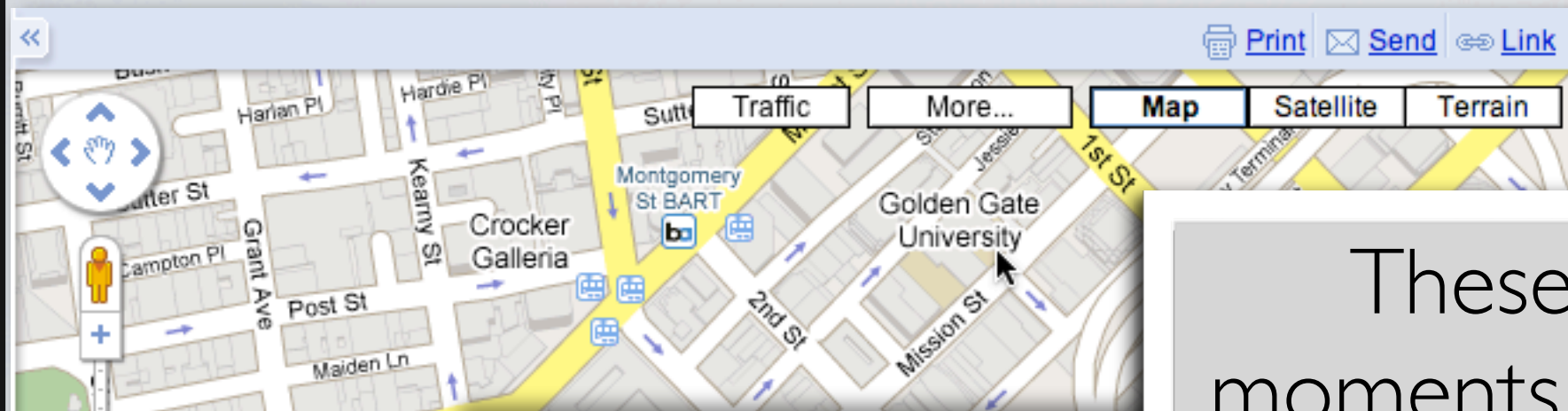
DRAG & DROP INVITATION



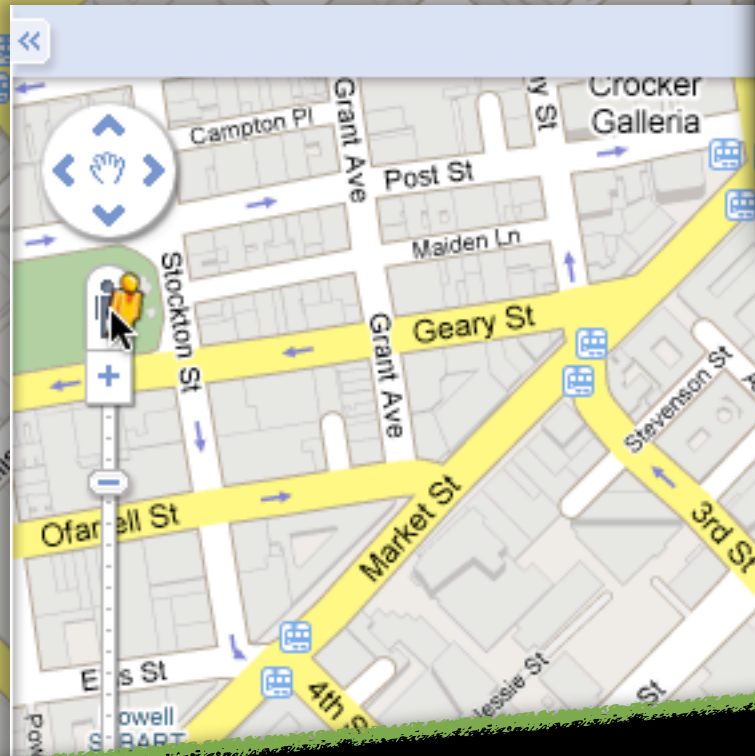
These interesting moments work together to create an illusion.

DRAG & DROP INVITATION

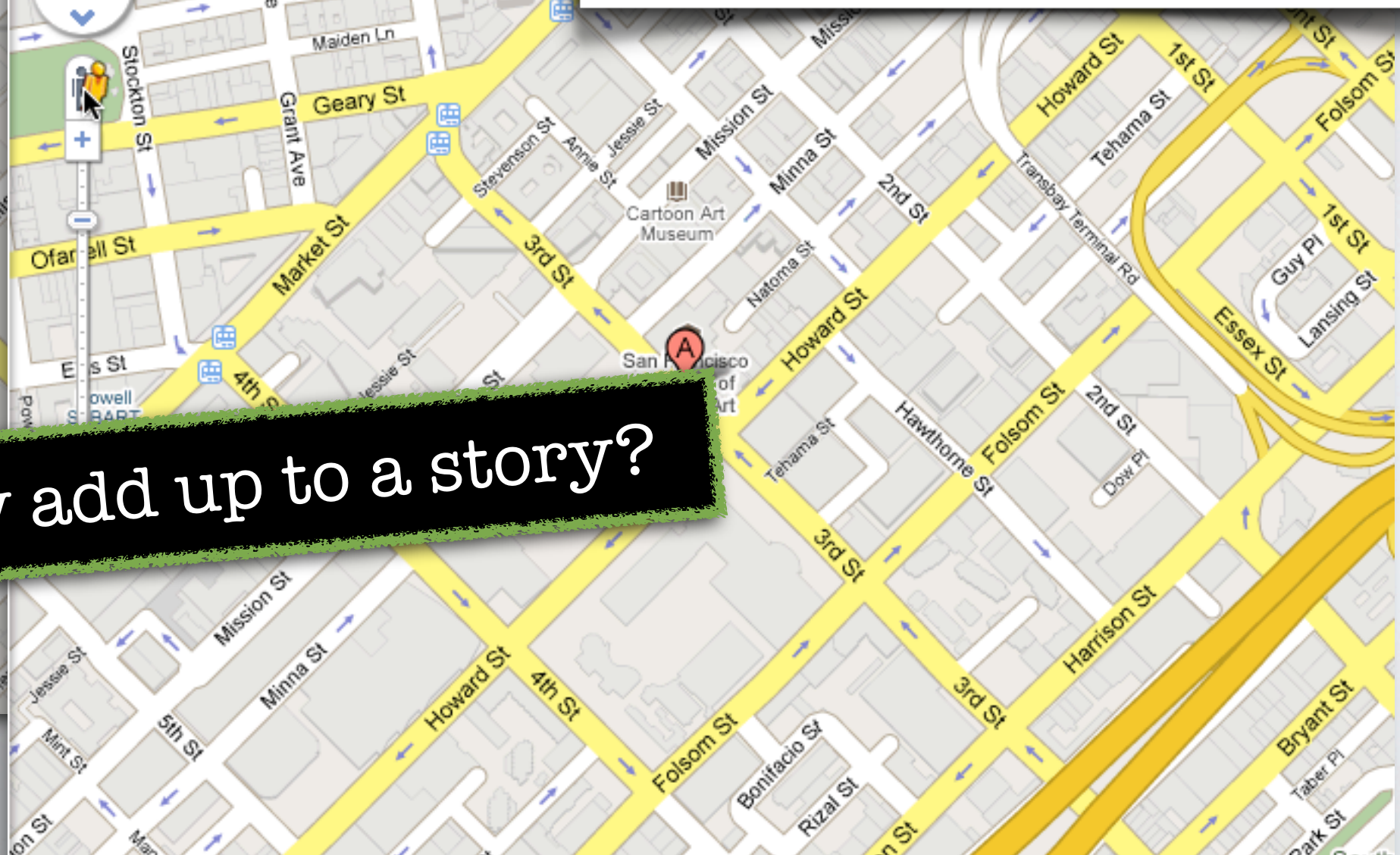
Interesting Moments



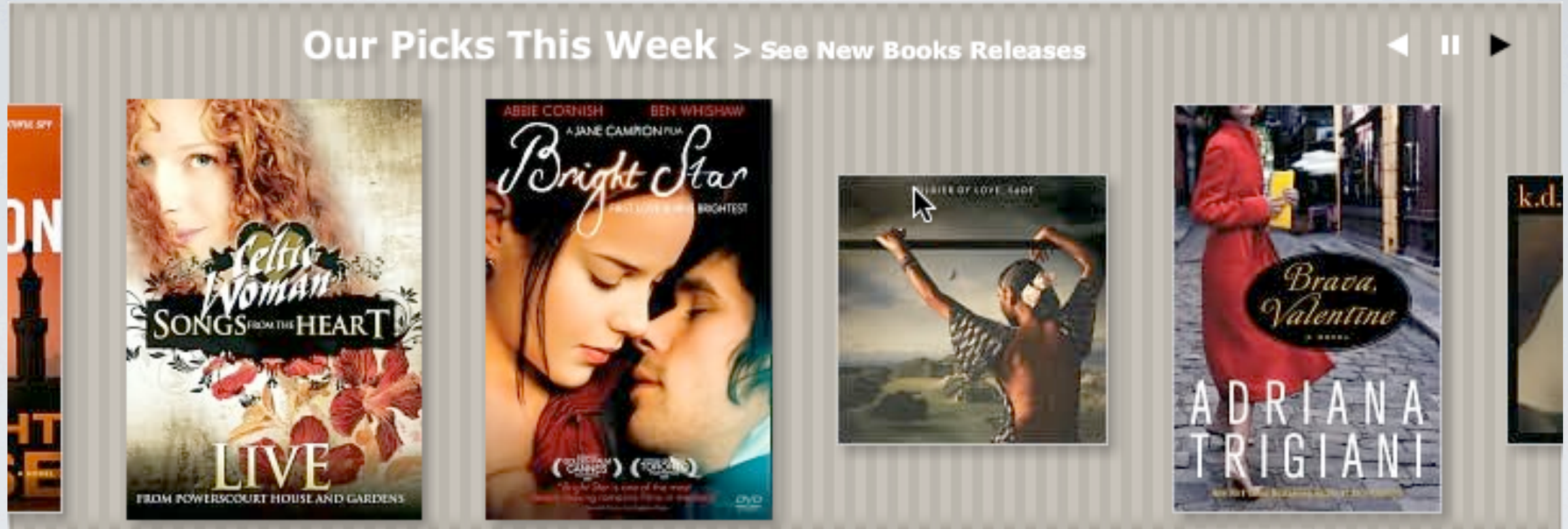
These interesting moments work together to create an illusion.



Do they add up to a story?



DELICACY BROKEN



barnes and nobles

A design lens allows you to view the user experience from the perspective of a single design principle.

By Asking Focusing Questions It Brings a Single
Principle in Focus

Think of it as a Library of Design
Principles

designing with lenses

a library of design lenses

home

lenses

resources

about

THE LENS OF THE SUPPORTING ACTOR



A supporting actor/actress must use restraint not to upstage the main actor/actress in a theatrical performance.

To use this lens consider a specific interaction experience. Ask yourself these questions:

- What goal of the user does this support?
- What would this experience look like?
- Is it creating a distraction or enhancing?
- Are there alternate techniques that are distracting but just as effective?
- Does the effect/interaction feel real?
- Have you tried cutting any special effects?

A design lens allows you to view your user experience design from the perspective of a single design

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Designing with Lenses

Designing with Lenses

A design lens allows you to view the user experience design from the eyes of a single design.

This post is part of a series of posts



Author:
Bill Scott

Published:
April 6th, 2010

Popularity:
107 retweet TOP ★1K

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uxlenses

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Excellent blog on animation, illustration, framing, composition & storyboarding.
<http://sevendcamels.blogspot.com/>
(Mark Kennedy)

about 18 hours ago via web

RESOURCES

designingwebinterfaces.com/resources



books



kits

CARDS? ROLES?



The Role of SLASHER

- You have amazing powers!
- You can remove features, visual noise, reduce complexity with reckless abandon!
- You have the slightly weaker of Occam's Razor. [and can be done often is ~~more~~ done a more w/ more]
- You carry the lens of Singularity and the Law of Visual Hierarchy Distance

The Role of Innovator

- You do not work here. But you know everything we know.
- You are not hindered by Legacy features or technology.
- You have limited budget and can only take a few ideas.
- Did you will lens on disruptive Technology? ~~with~~ boot strap

The Role of Scientist

- Design is not always self evident. User surprise us.
- In this role you will use the Scientific Method
- Formulate a hypothesis in terms of business/UX metrics
- Construct ~~an~~ experiences to test the hypothesis
- Determine success criteria

The Role of "My Mother"

You are not your user! Remember most people don't know what a browser is.

In this role you must question every piece of jargon, all but the most common idioms and more through our experience

The Role of StoryTeller

In this role you explain the experience as a story.

Instead of focusing on the interface (how) you focus on the (what) from the user's perspective.

Move from a users perspective w/o technology filter from a user role ~~and more~~

The Role of Builder

In this role you have to create this experience.

What constraints do you have?

What tools do you have?

What tricks up your sleeve?

This is a dangerous role as it can limit creativity ~~OK~~ can inspire it in the face of constraints

The Role of Wizard

Real world physics (batteries, cables, business constraints) often limit our thinking.

The wizard can make magic happen.

What if when trying to complete this task the user could invoke some magic?

[user don't need to save file]



Companion Site

designingwithlenses.com

Presentation

[billwscott.com/share/
presentations/2010/bigd](http://billwscott.com/share/presentations/2010/bigd)

Blogs

looksgoodworkswell.com
designingwebinterfaces.com
designingwithlenses.com

Book

[Designing Web Interfaces](#)

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