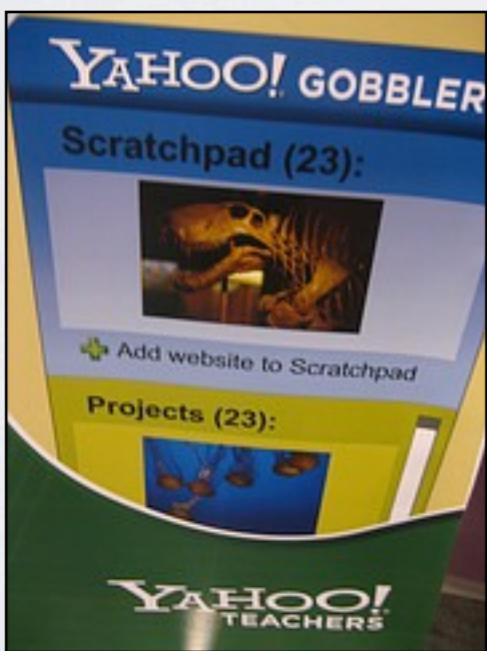
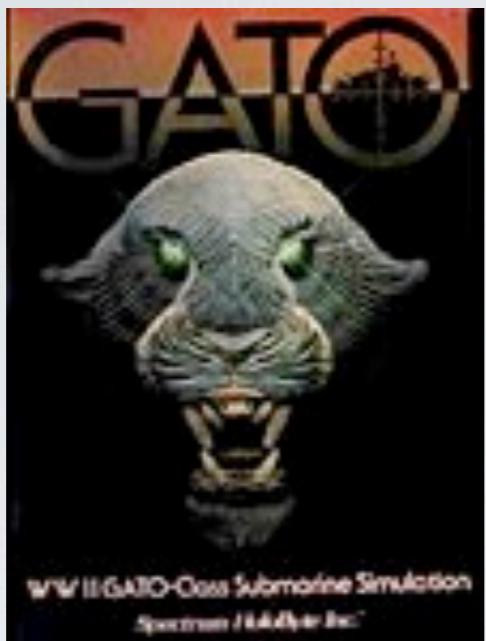


DESIGNING WITH LENSES

Bill Scott

Big D Design Conference
Dallas, TX
May 29, 2010

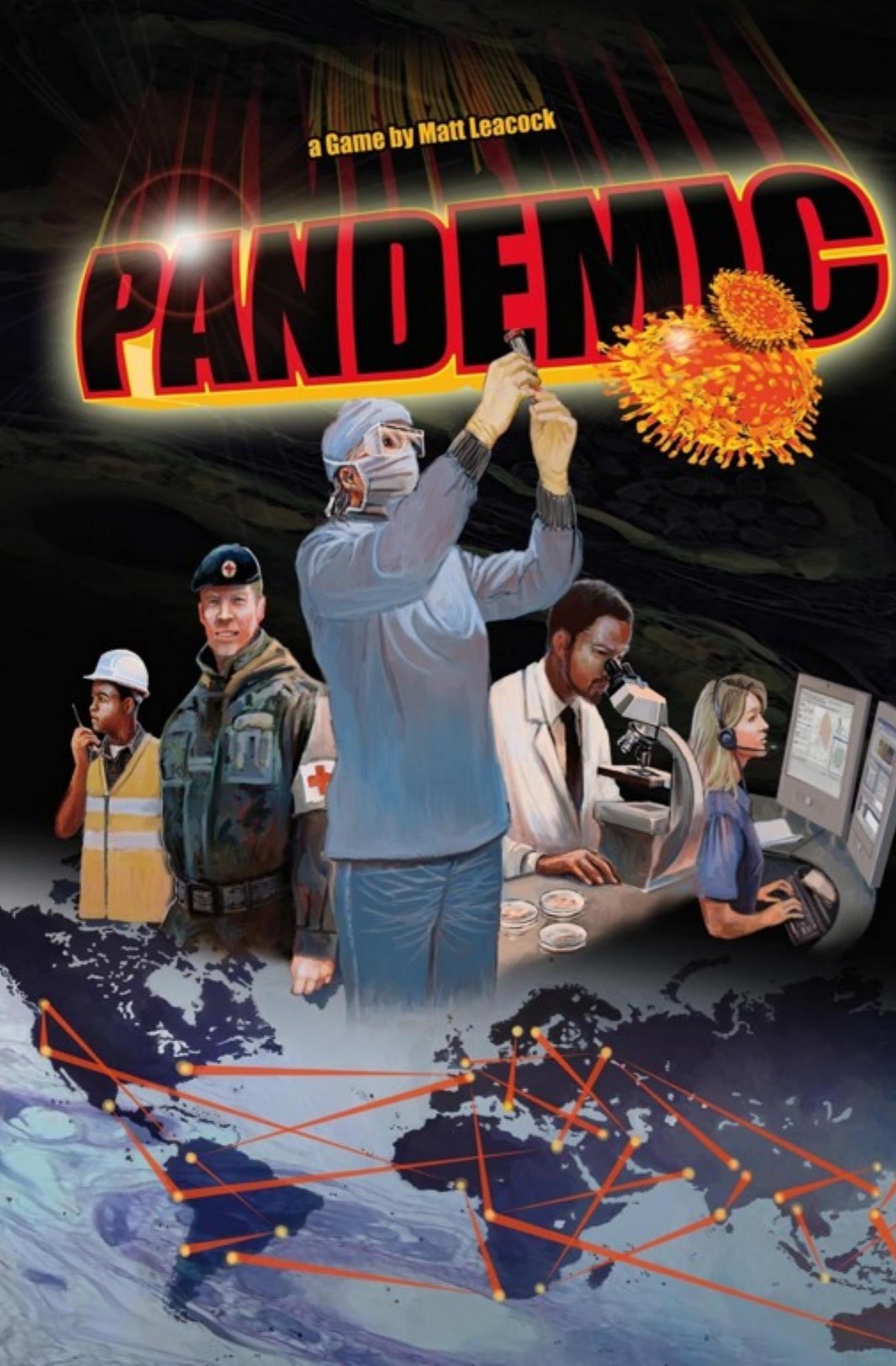
ABOUT ME





@billwscott
@uxlenses





Dozens of awards including:
Family Game of the Year

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

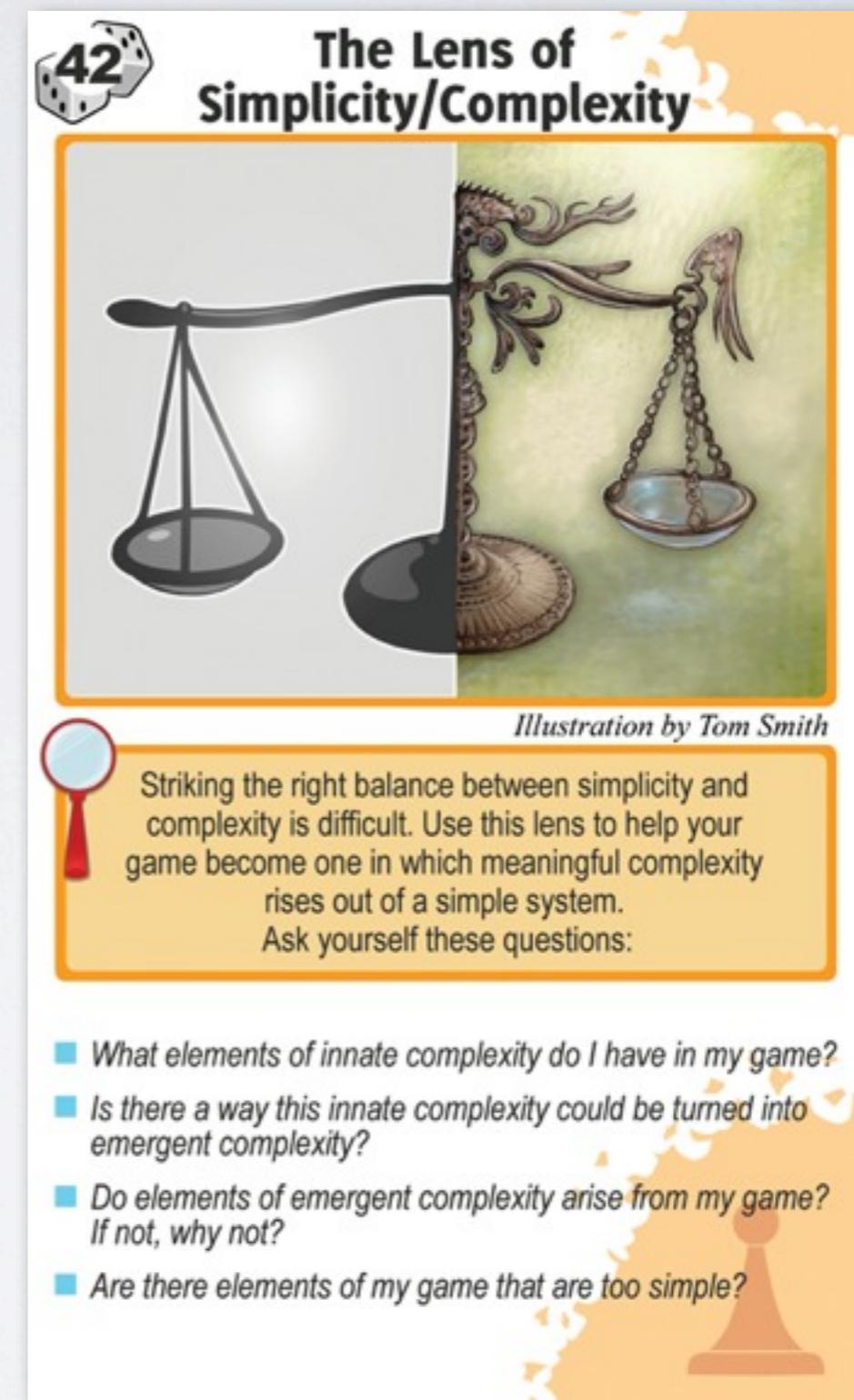
Vocabulary
Lenses, perspectives

Jesse Schell's book
Art of Game Design
A Book of Lenses



Design Lenses

LENS CARDS



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

title



figure

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?

synopsis

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?

focus questions

designing with lenses

a library of design lenses

home

lenses

resources

about



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 user 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 enhancement?
- Are there alternate techniques that are distracting but just as effective?
- Does the effect/interaction feel real?
- Have you tried cutting any special effects?



Author:

Bill Scott

Published:

April 6th, 2010

Popularity:

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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 perspective of a single design.

This post is part of a series of posts



uxlenses

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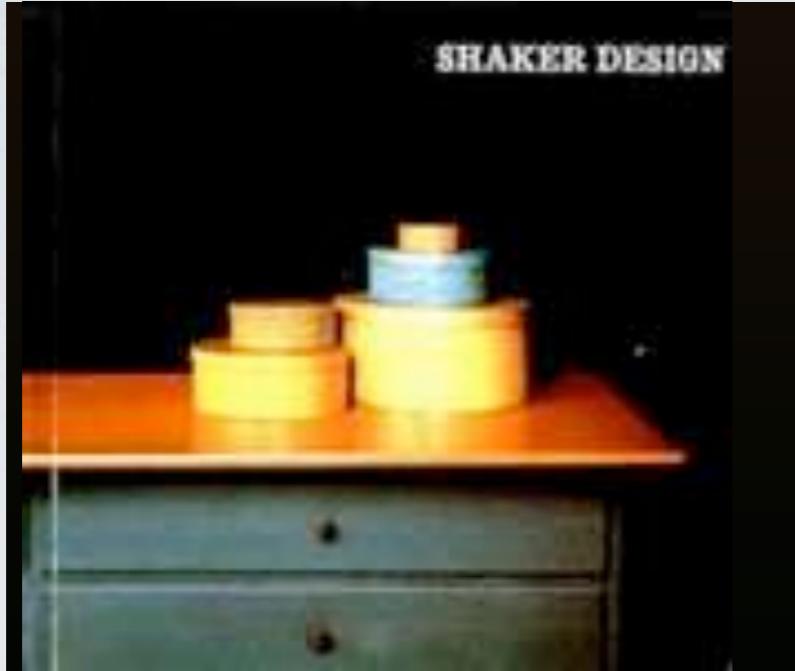
Excellent blog on animation, illustration, framing, composition & storyboarding.

<http://sevencamels.blogspot.com/>
(Mark Kennedy)

about 18 hours ago via web

SAMPLER: FOUR LENSES

Game, Furniture, Car



Simplicity/Complexity

Theater, Animation



Supporting Actor

Cognitive



Flow

Magic, Comics

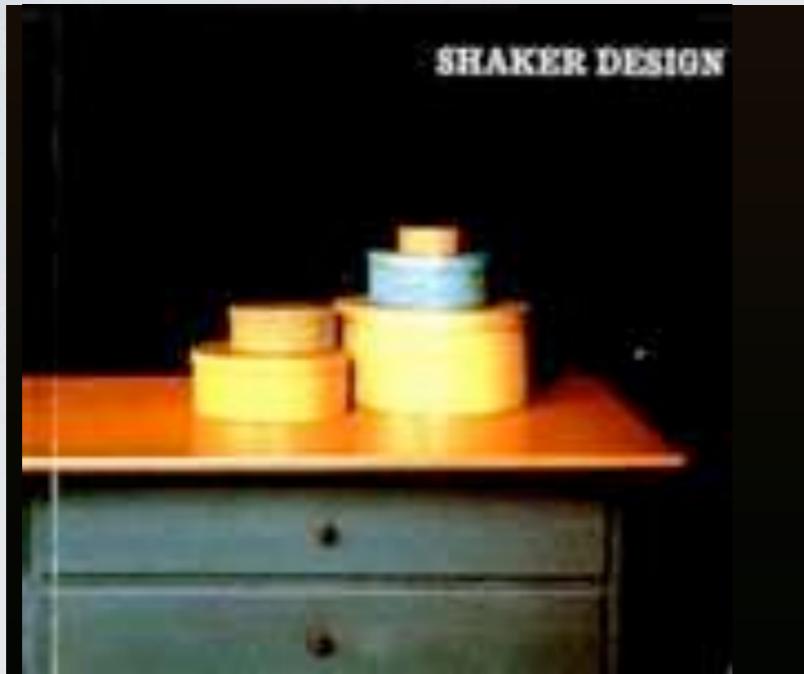


Interesting Moments

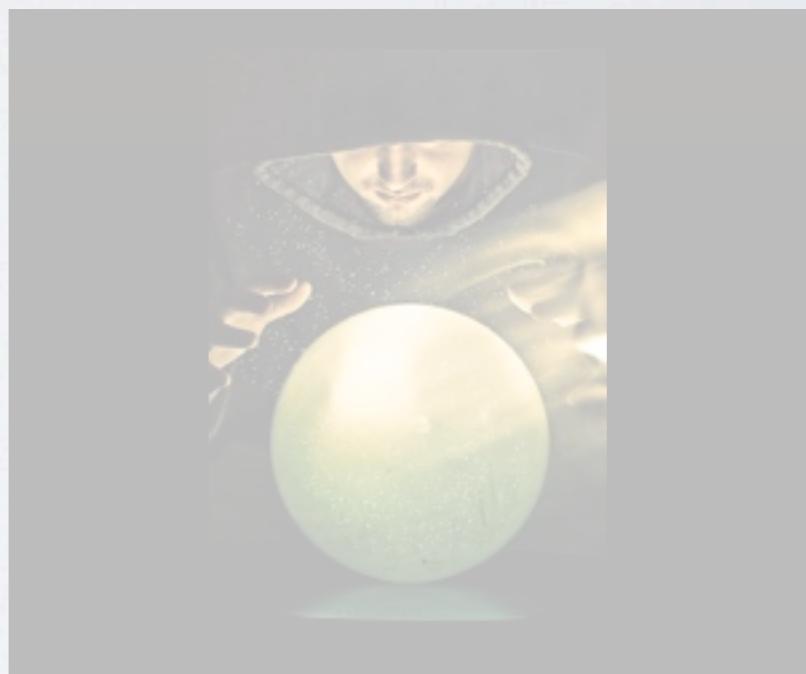
Art, Animation

SIMPLICITY/COMPLEXITY

Game, Furniture, Car



Simplicity/Complexity

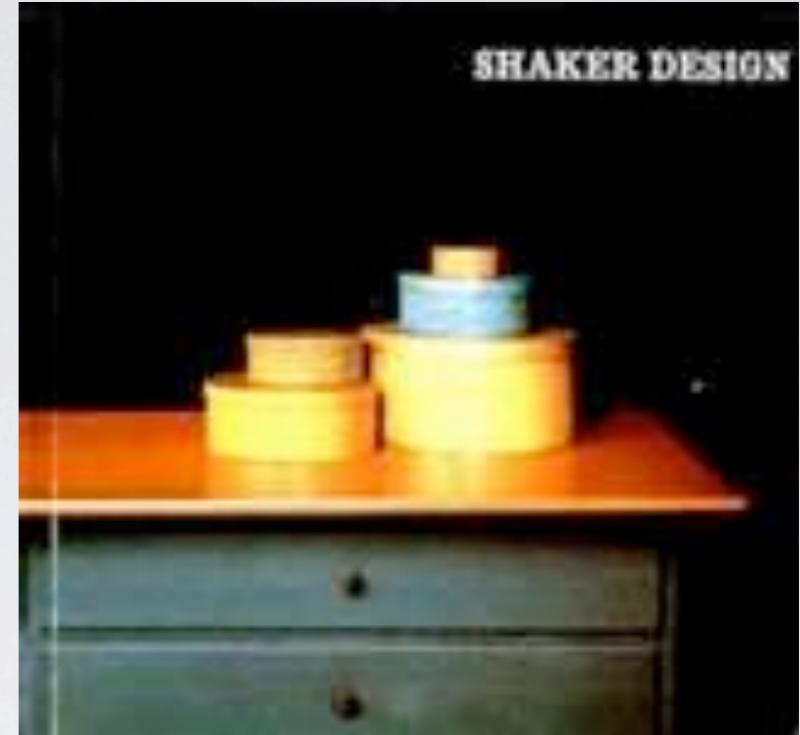


The Lens of Simplicity/Complexity



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 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 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**.

simply made, unhurried hand. chosen with care.

can lift the chair with a finger. The slats are straight as they rise, as does the space between them. The back seems to float above the seat and legs. The chair is 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

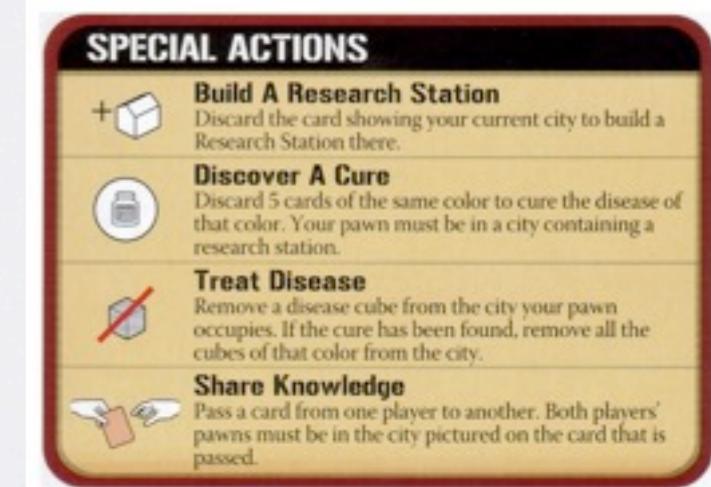
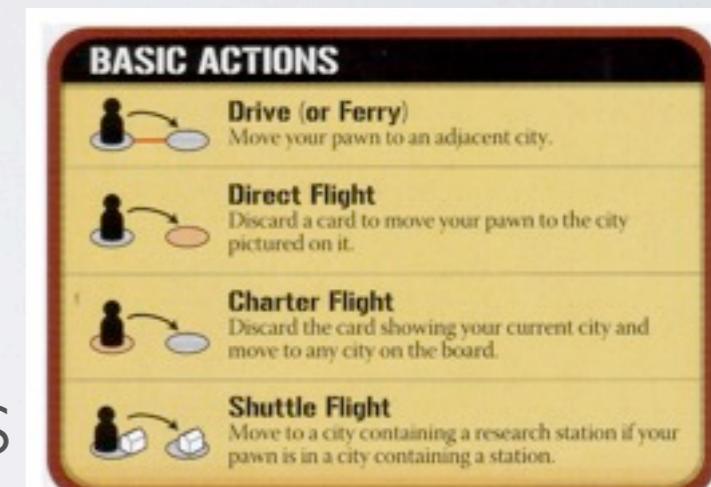
Cards count for 2

Cubes count for 1

After

Actions:

Everything takes 1 action



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

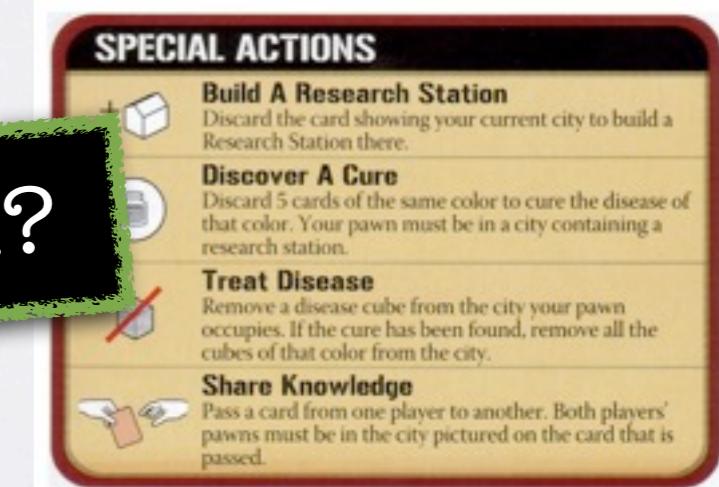
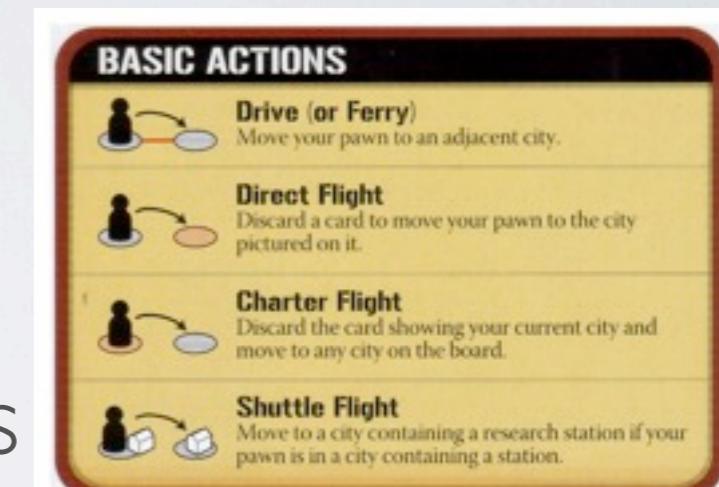
Cubes count for 1

Is interface intrinsically complex?

After

Actions:

Everything takes 1 action



... 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**

Right balance?
Simplicity/Complexity

After

Two Decks of Cards:



player card

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?



BMW.
Car Design.

Simplicity/Complexity



AUTO H



2002 BMW iDrive

700 commands
under one knob
and one button

Simplicity/Complexity

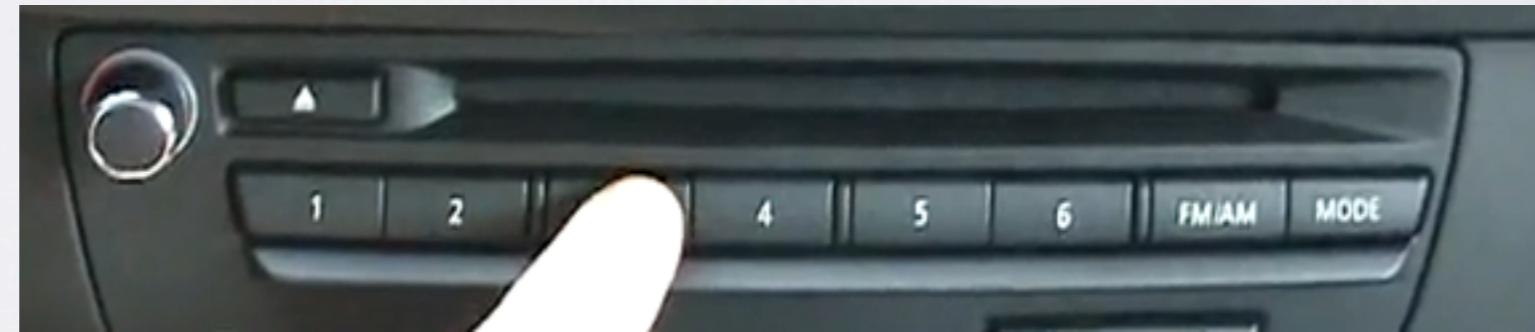


2002 BMW iDrive

700 commands
under one knob
and one button

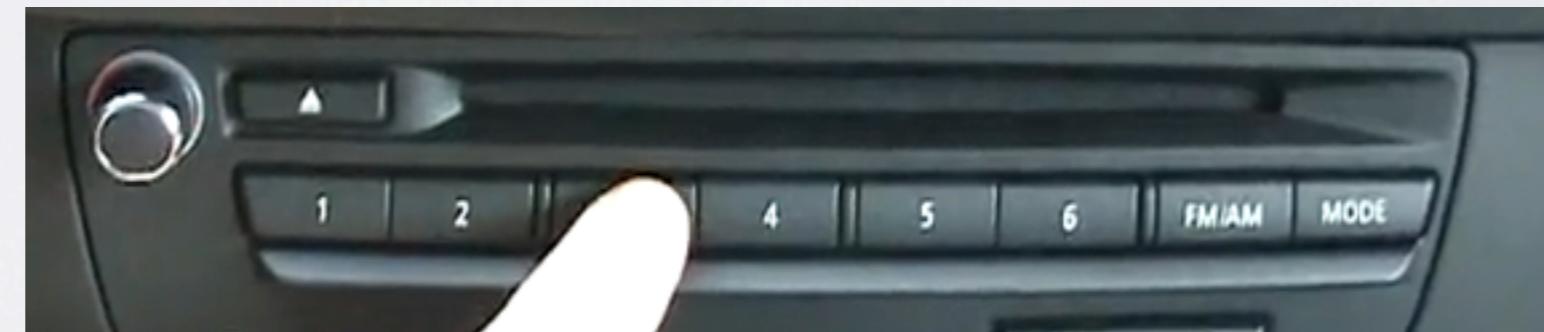
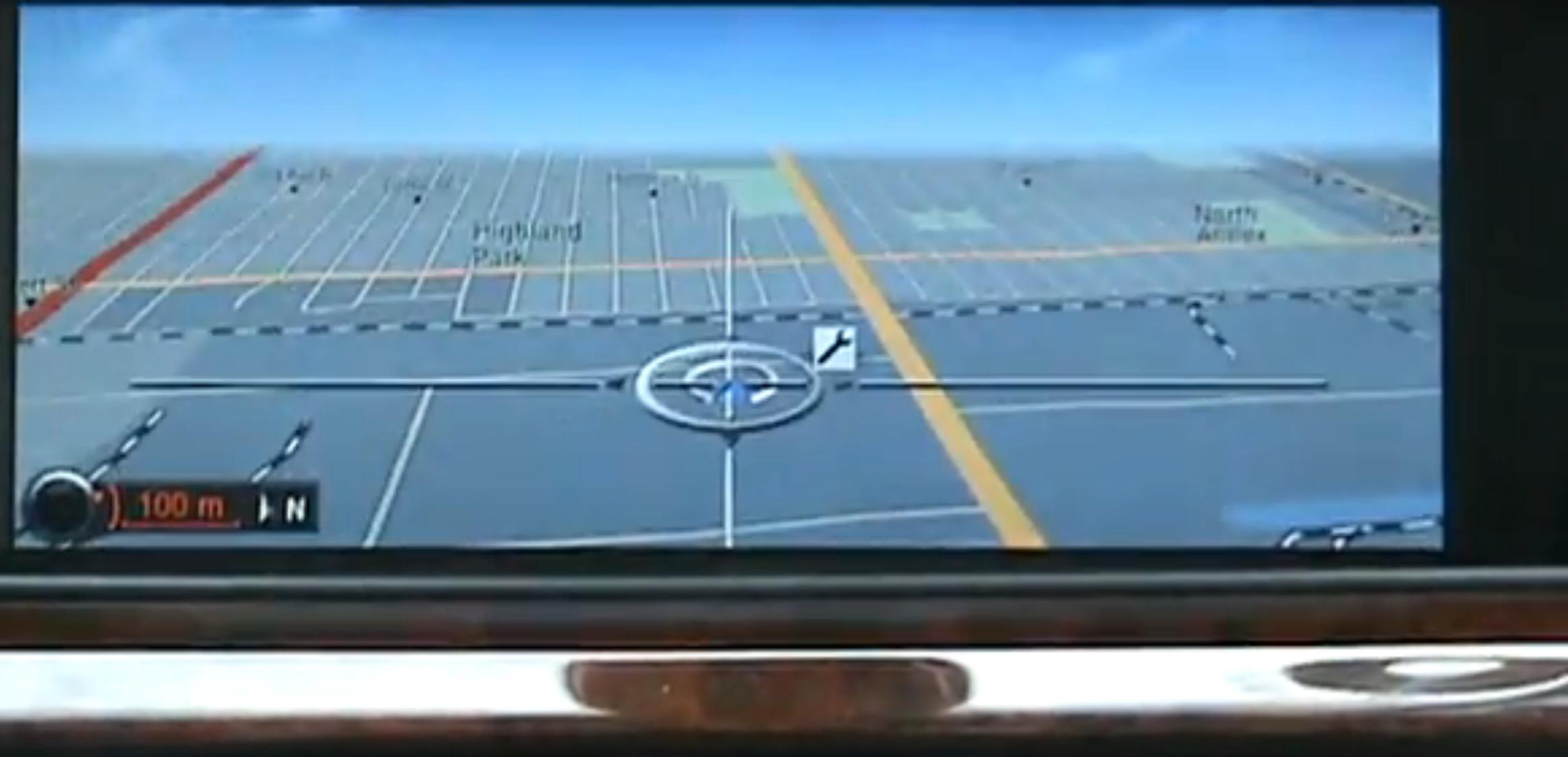
Does the balance
match the context?

Simplicity/Complexity



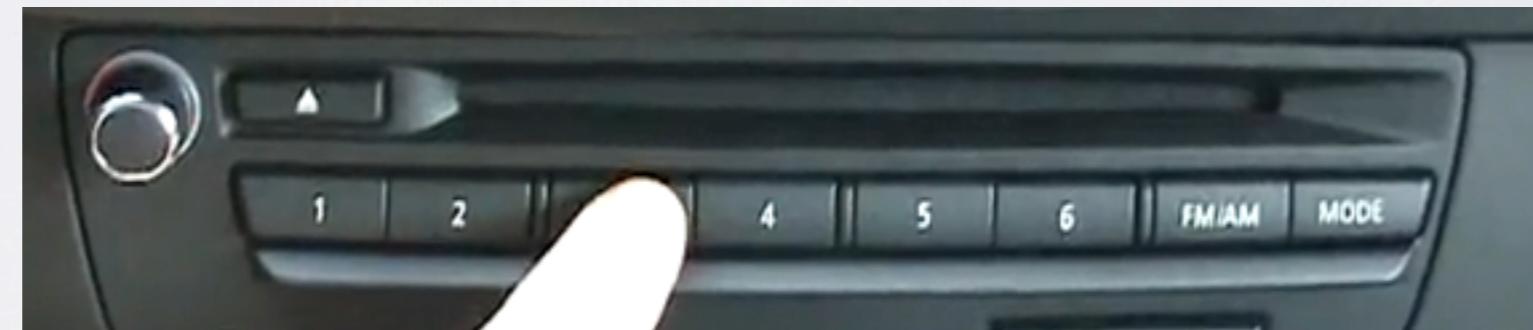
Now 7 buttons + knob.
And 6 programmable buttons

Simplicity/Complexity



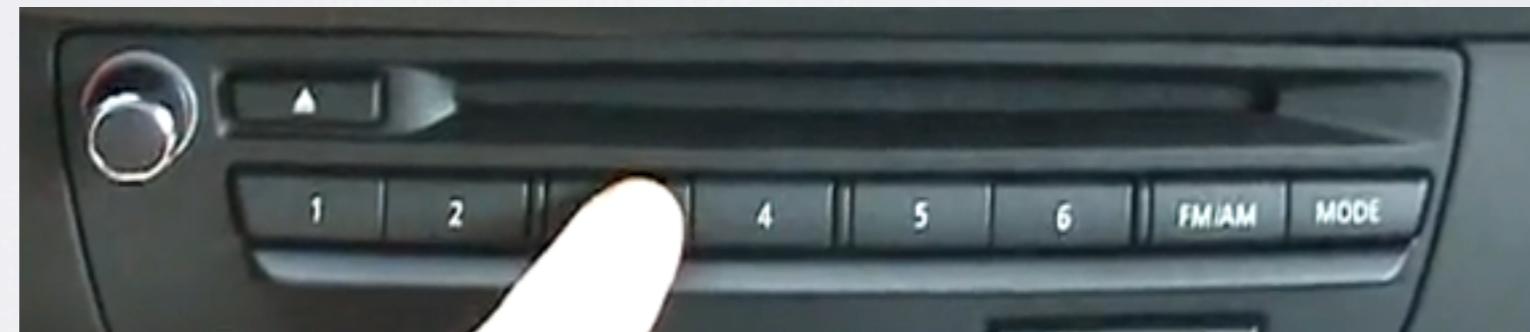
Now 7 buttons + knob.
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Simplicity/Complexity

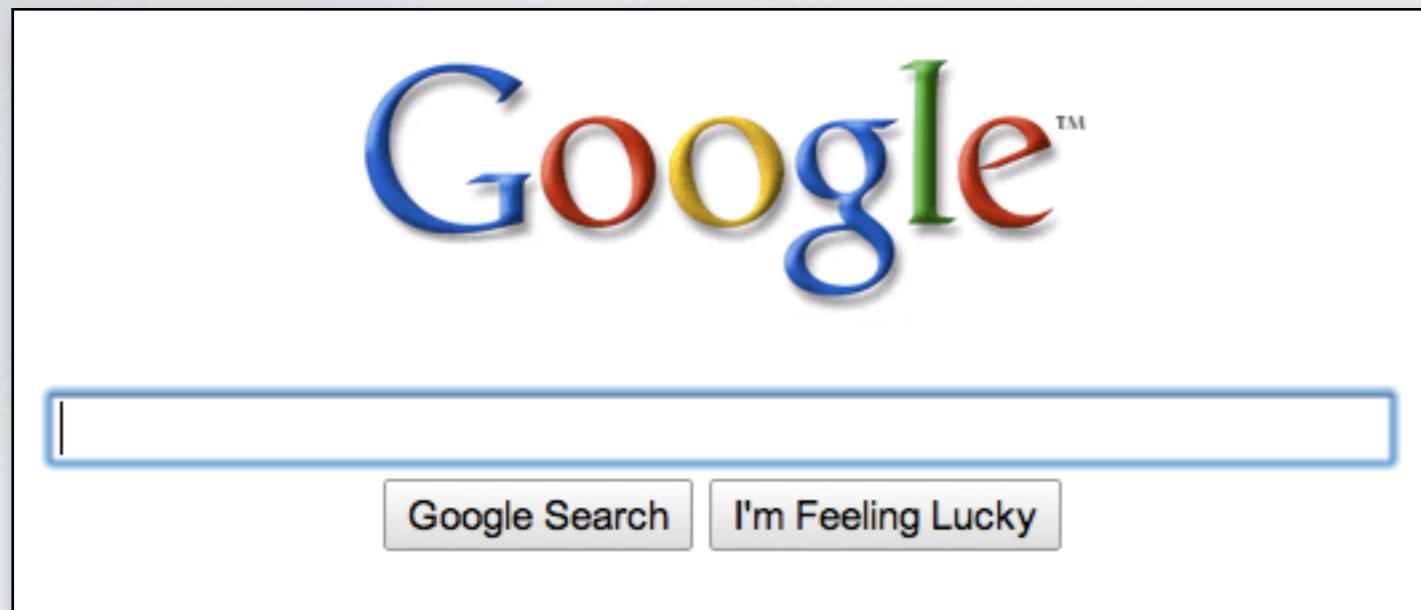


Now 7 buttons + knob.
And 6 programmable buttons

Simplicity/Complexity



Now 7 buttons + knob.
And 6 programmable buttons



Simplicity has a
context

Google

Google Docs – Folder – Recipes

http://docs.google.com/#folders/folder.0.088e1gjRSEL7jNjY3NTlhNjctZGM2OS00Zjz

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Google docs

Create new ▾ Upload

Document

Presentation

Spreadsheet

Form

Folder

From template...

More searches ▾

My folders

▶ Book

▶ Published to Blog

▶ **Recipes**

▶ Folders shared with me

My folders > Recipes Share this folder ▾ Refresh

Share Move to Folders Delete Rename More actions 1-3 of 3 Last modified Date

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

Loading "http://docs.google.com/#folders/folder.0.088e1gjRSEL7jNjY3NTlhNjctZGM2OS00ZjzLTkxMTYtYjZiOGRINzkwNGEz", completed 20 of 21 items

Simplicity has a context

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?



Rate & Replace.
Web Design.

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](#)

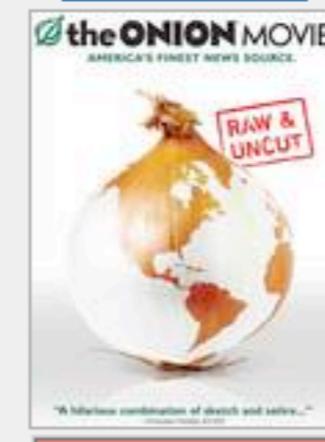


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Not Interested

[The Onion Movie](#)



[Add](#)



Not Interested

[A Dirty Shame](#)



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Not Interested

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

Set this genre

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[Add](#)



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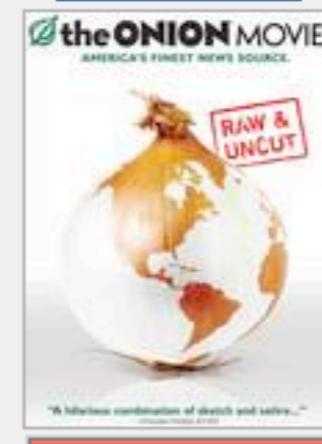


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Not Interested

[The Onion Movie](#)



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[A Dirty Shame](#)



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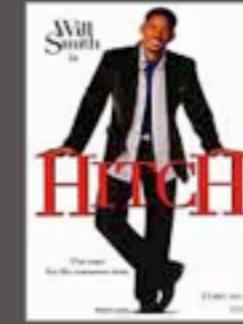
[Big Momma's House](#)



[Add](#)

Haven't Seen It

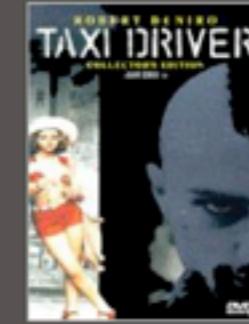
[Hitch](#)



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Haven't Seen It

[Taxi Driver](#)



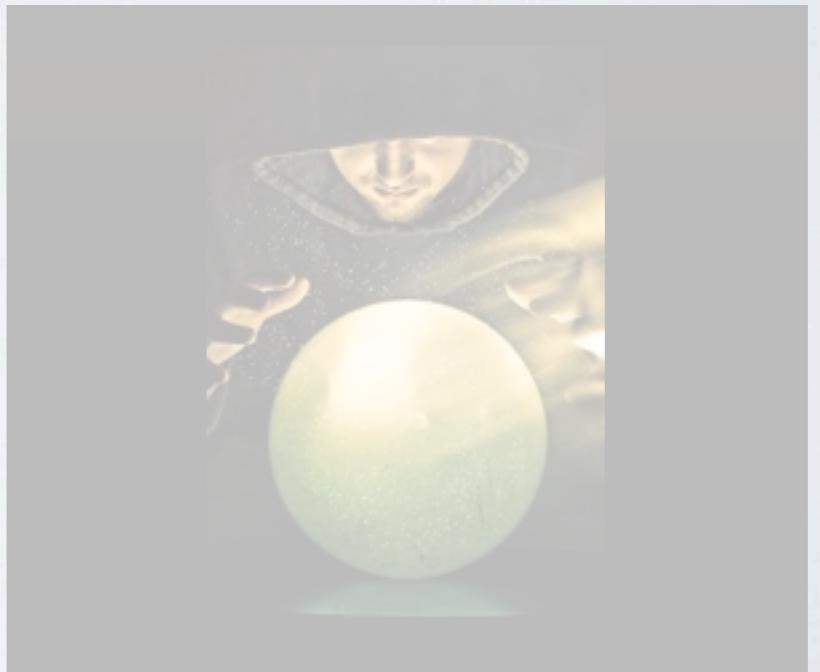
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Haven't Seen It

FLOW



Cognitive

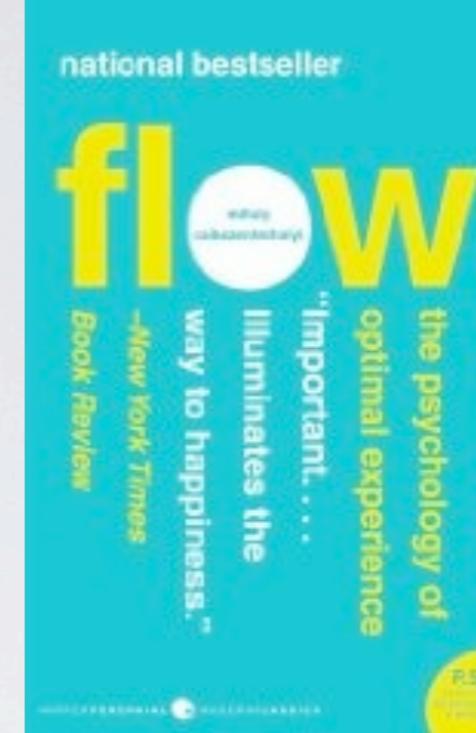


The Lens of Flow



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

Flow

Spot differences...

Spot differences...

Flow



Try again.

Try again.

Flow



Try again.

Flow

Are there natural
transitions?



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Drag photos into this tray and choose a task above.

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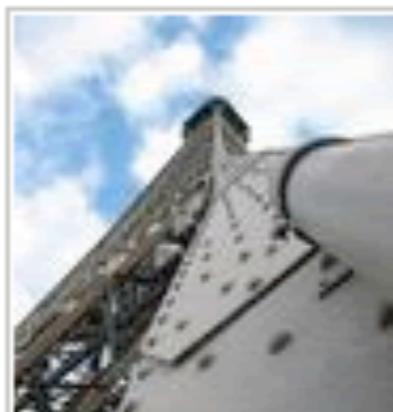
Sunset



Underneath



View from the Top



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Are there natural transitions?



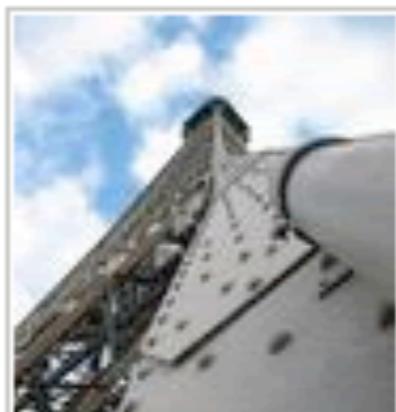
Sunset



Underneath



View from the Top



Friendly advice for photo sharing.

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Are there natural transitions?

Is every dialog needed?

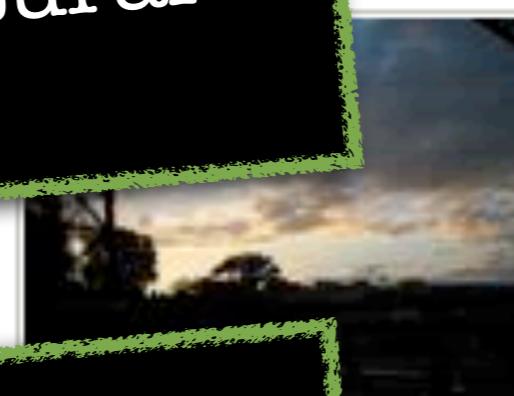
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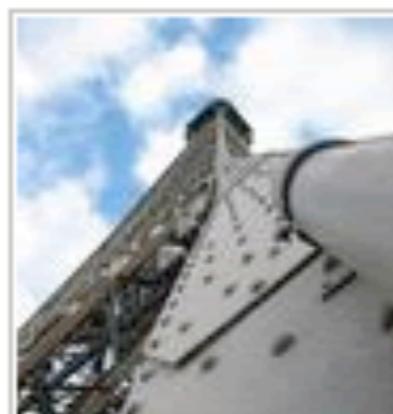
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Underneath



View from the Top

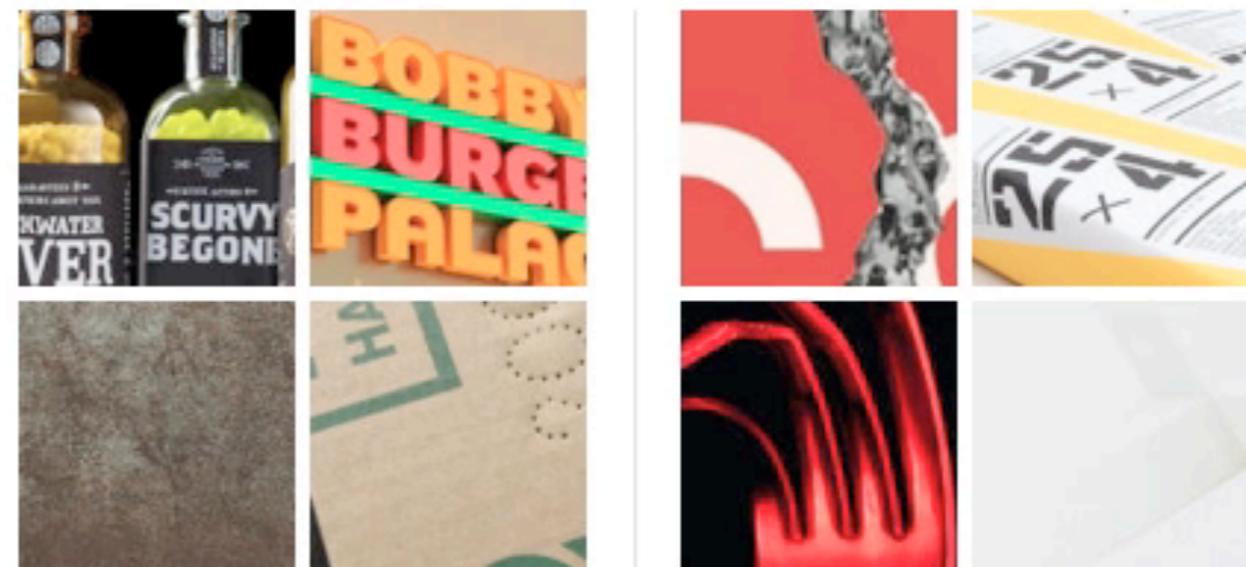




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Featured Collections



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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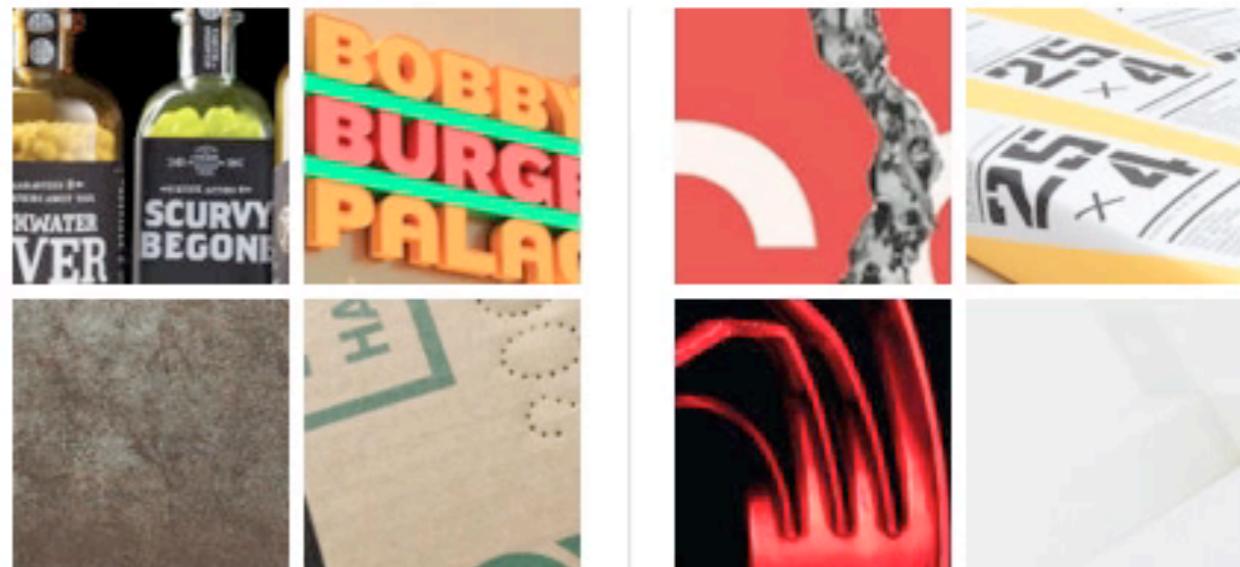


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Amplifying or
dampening efforts?

Featured Collections



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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](#)

Next →

Keeping Flow



Delete Messages. iPad Mail

Keeping Flow

iPad 9:42 AM

Inbox (1) Edit

Search inbox

Aaron Ackermann 9:40 AM
Snow Fun!
Hey John, Check out the fun tubing shot I got in Telluride. I had a great time, can...

Anna Larson 8:02 AM
Thank You
Thank You! Thank you for helping us move last weekend. We truly appreciated your hel...

Aimee Haeussler Yesterday
Salary Increases
Hi John, Salary increases for your team were approved today and should be updated in...

Lesley Gil Yesterday
Energy Saving Plan
John, As requested here is the energy saving plan you requested. It's still a work...

Linda Laguna Yesterday
Airport pickup
Hello John, I really appreciate you offering to pick me up from the airport. My flight lands...

Allison Ritter Sunday
Dinner on Wednesday
It's Time to Dine. Join us for a dinner reception at Amaro to celebrate Tom's 10...

Allison Ritter Sunday
Dinner on Wednesday
It's Time to Dine. Join us for a dinner reception at Amaro to celebrate Tom's 10...

Matthew Laycock Saturday
Re: Congratulations
Hey John, Thanks for the well wishes and the beautiful flowers. James is loving his new...

Updated 1/26/10 11:57 AM

From: Anna Larson > Details

Thank You

January 26, 2010 8:03 AM

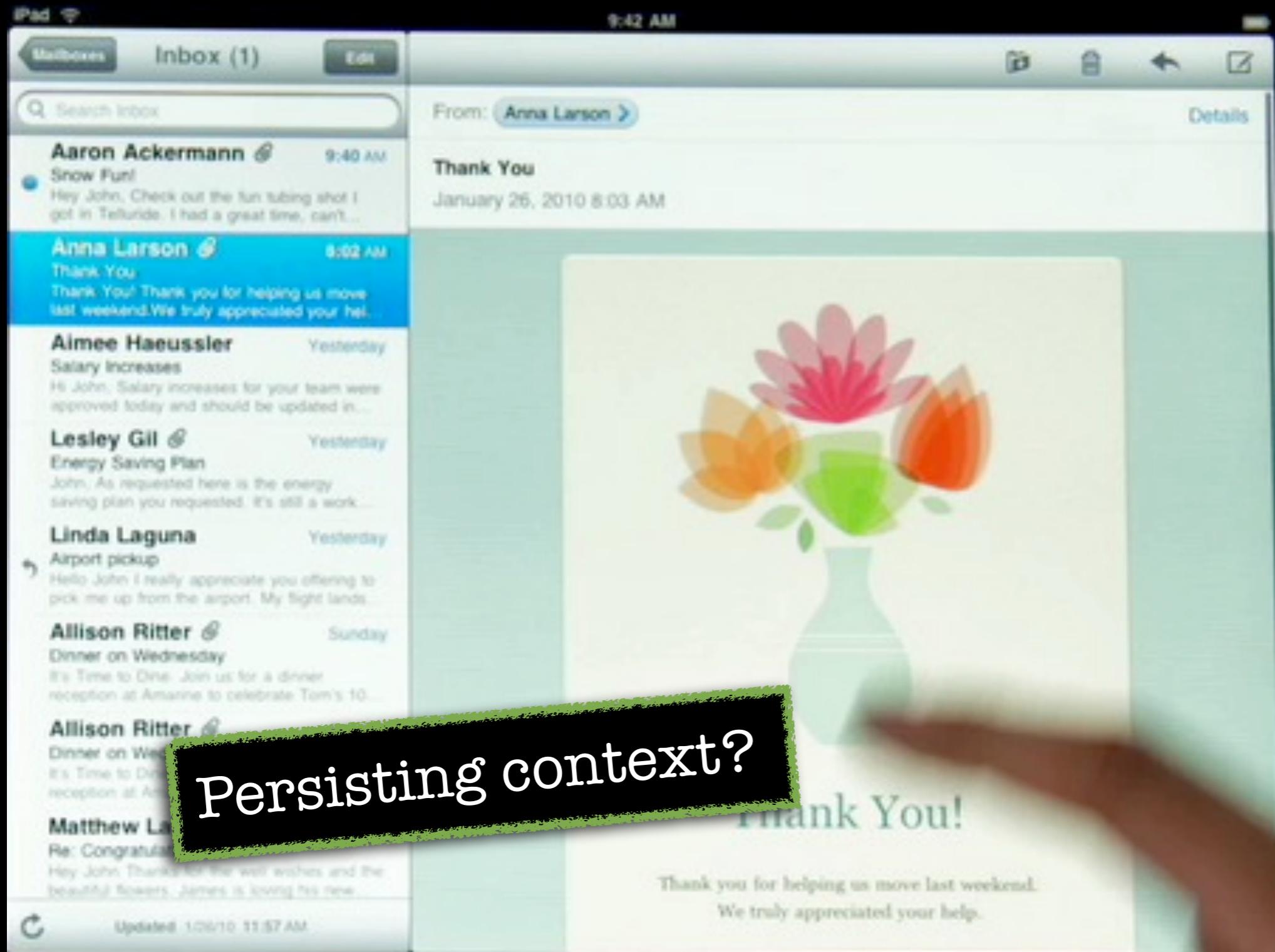


Thank You!

Thank you for helping us move last weekend.
We truly appreciated your help.

Delete Messages. iPad Mail

Keeping Flow

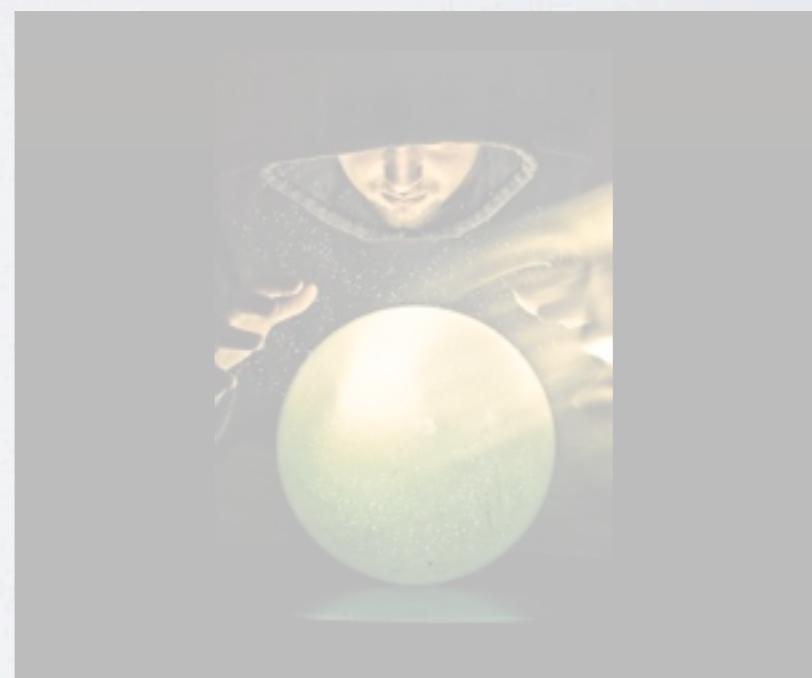


Delete Messages. iPad Mail

SUPPORTING ACTOR



Motion Graphics



Theater, Animation

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

Supporting Actor



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)

100



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\$10,533

\$9,177

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Supporting Actor



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\$4,973

\$10,533

\$9,177

& Credits

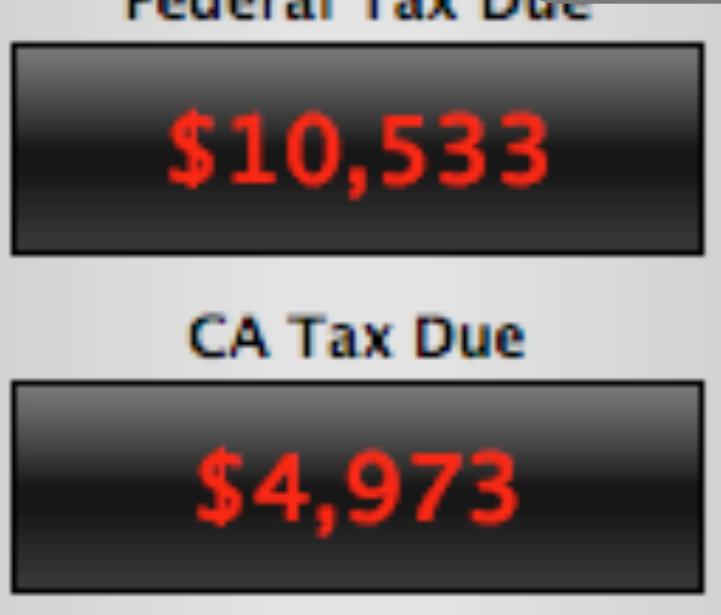
Other Tax Situations

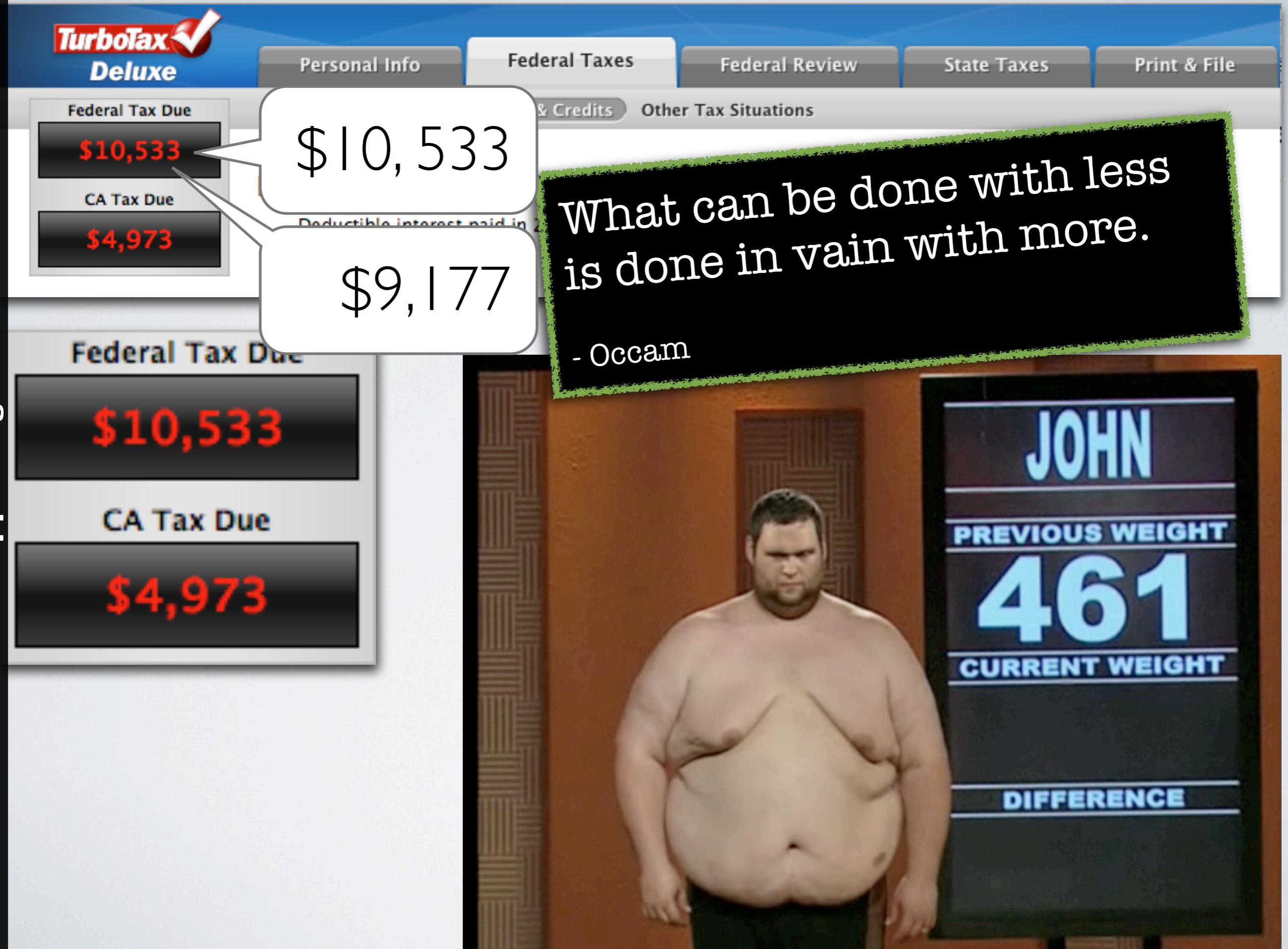
Paid to Some Lender

Deductible interest paid in 2008 See qualifications and limitations.

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Supporting Actor







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

- Tufte

Announcing the 2010

Design &
Color Trends

Welcome to Behr.com

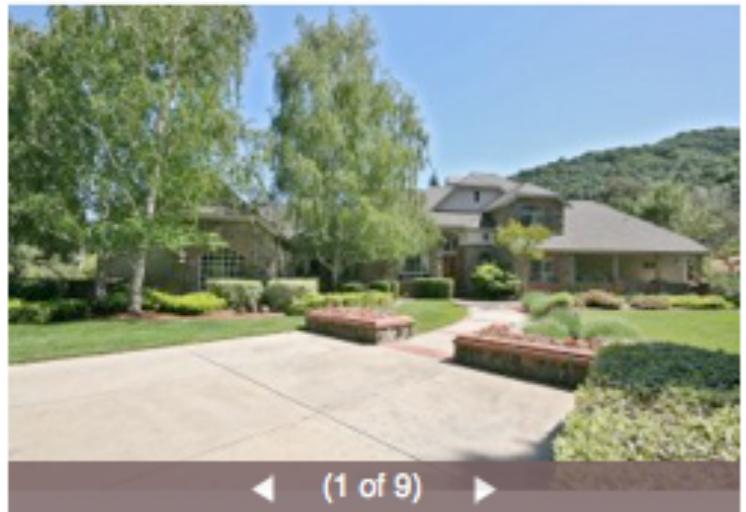
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Supporting Actor



16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

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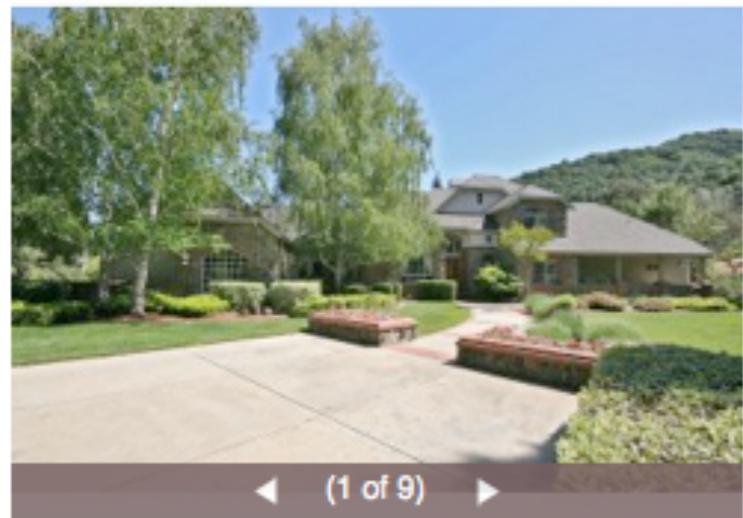


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16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



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2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



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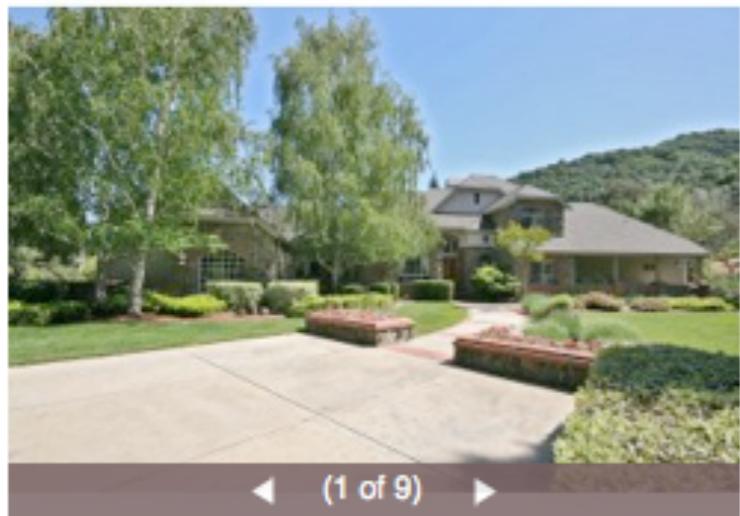
Listing courtesy of Richard Trevino

[Disclaimer](#)



16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



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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



\$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

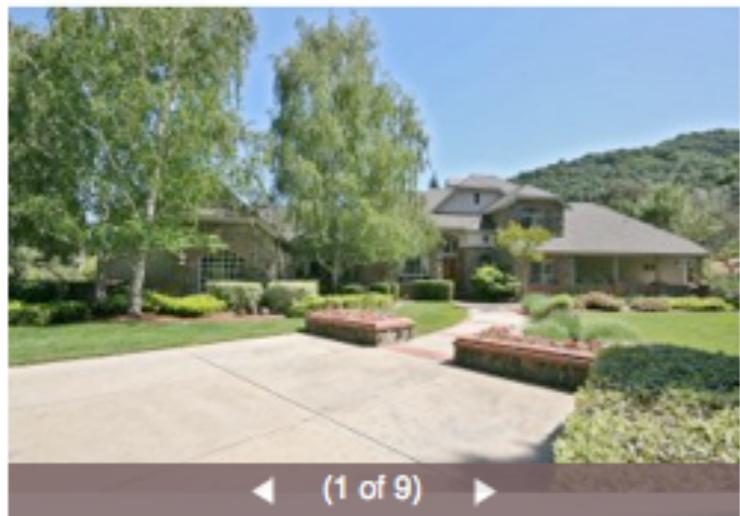


\$499,915

[1653 Santee Dr, San Jose, CA 95122](#)

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

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[\\$624,900](#)

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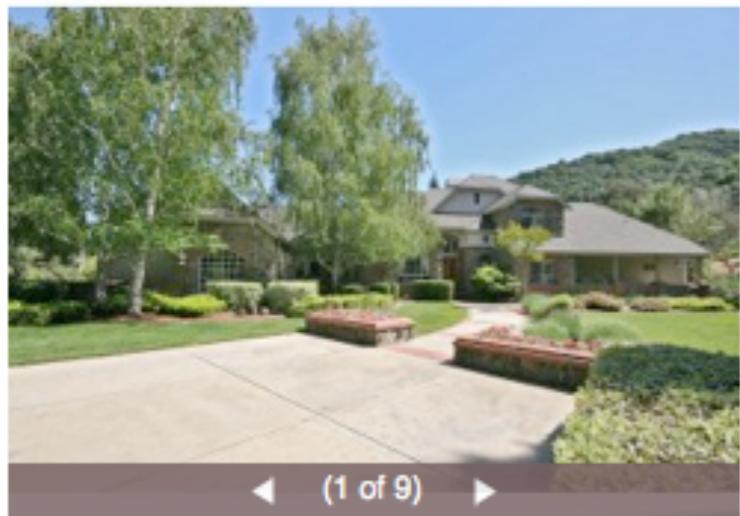
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Simple Rule:
Cut the current effect in half.
And maybe half again.

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



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\$624,900

462 Porter Ln, San Jose, CA 95127
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1653 Santee Dr, San Jose, CA 95111
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\$136,995



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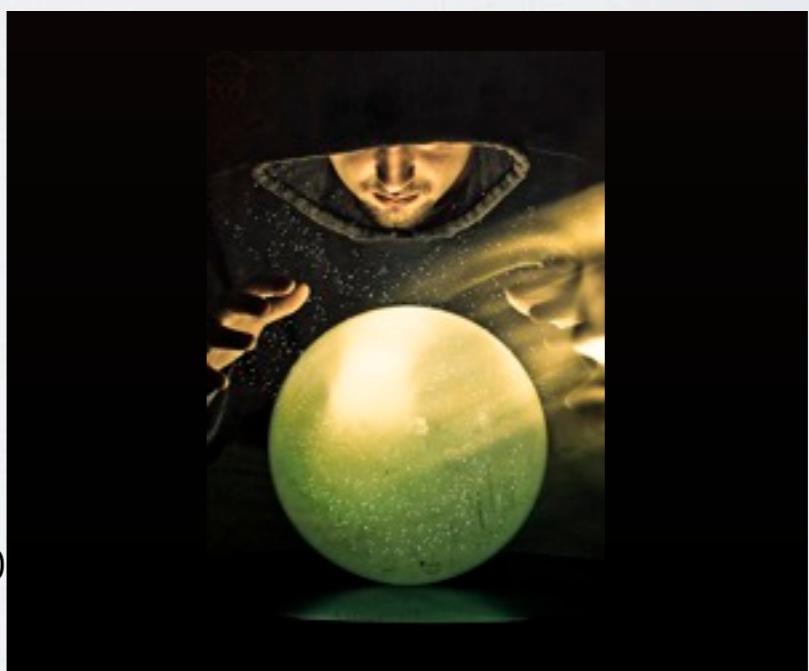
Simple Rule:
Cut the current effect in half.
And maybe half again.

Are there alternate
more subtle effects?

INTERESTING MOMENTS



Magic, Comics



Art, Animation

Interesting Moments

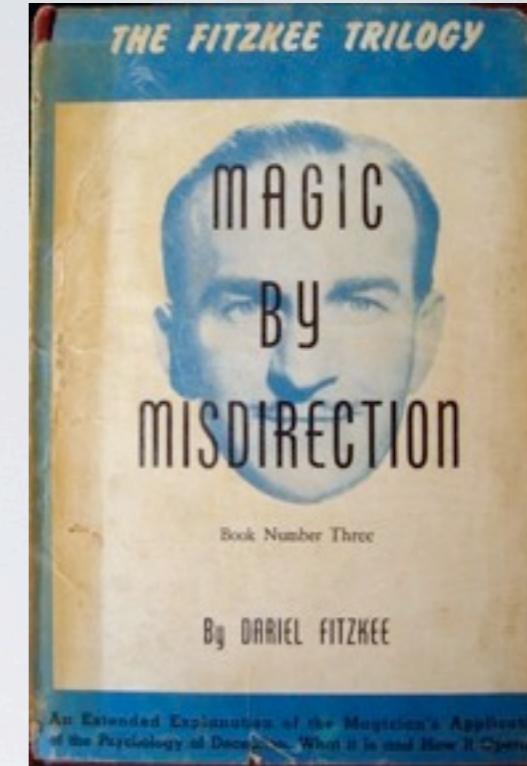
The Lens of Interesting Moments



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., bandaids to cover up for unconsidered moments?



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

INTERESTING MOMENTS



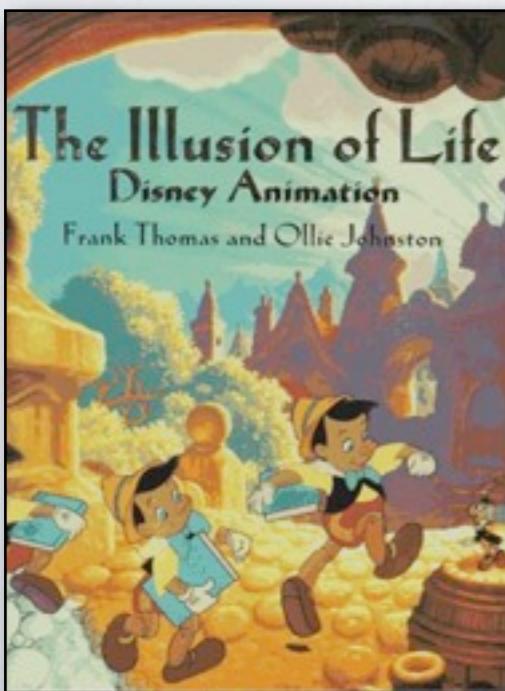
Frescoes & stained glass have been telling stories for a long time.

panes tell the moments of a story



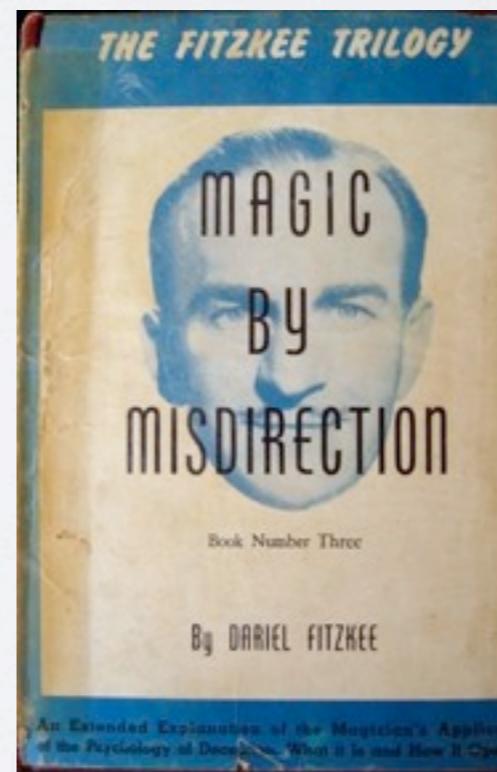
“Juxtaposed pictorial & other images in deliberate sequence.”

panels tell the moments of a story



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

cells tell the moments of a story

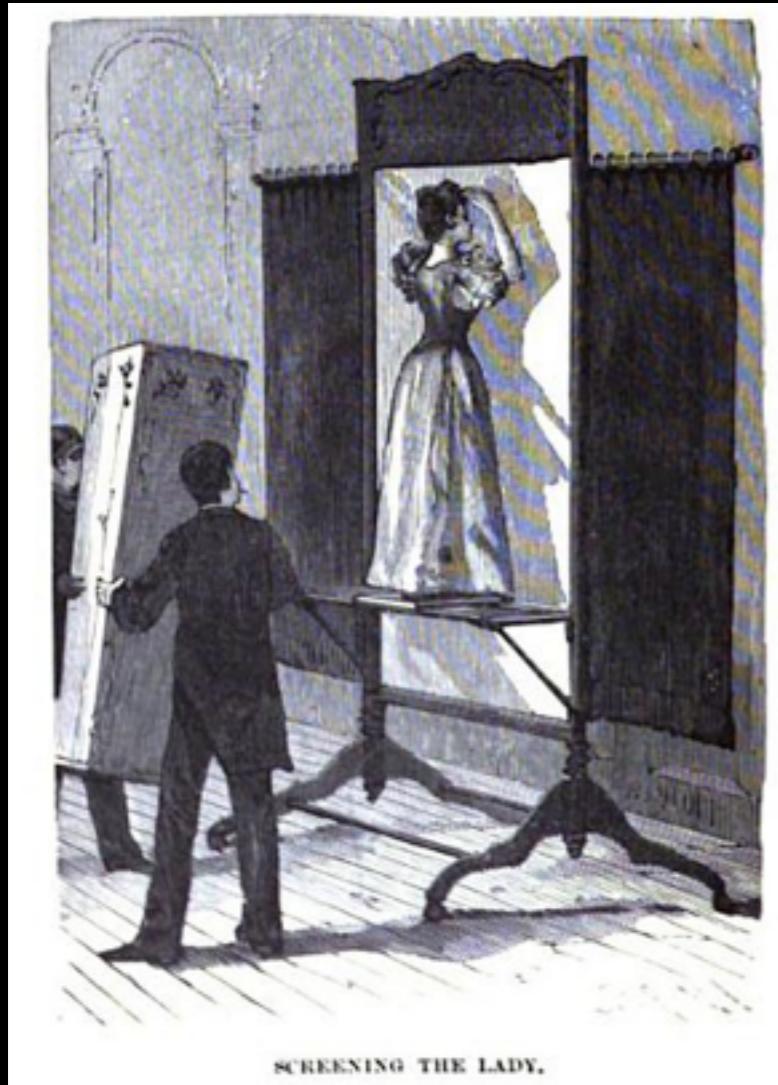


Magic hangs in the balance of the “delicacy of the illusion”.

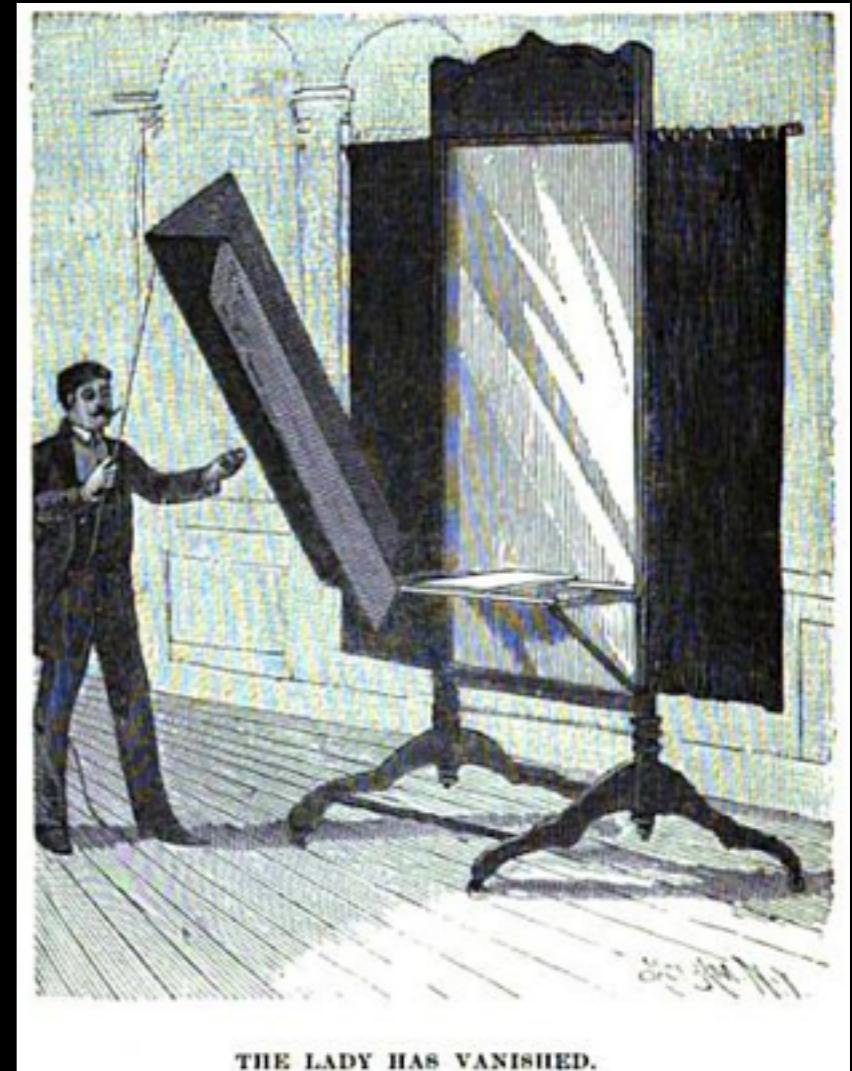
the performance hides the moments of a story

THIS IS AN ILLUSION

Interesting Moments

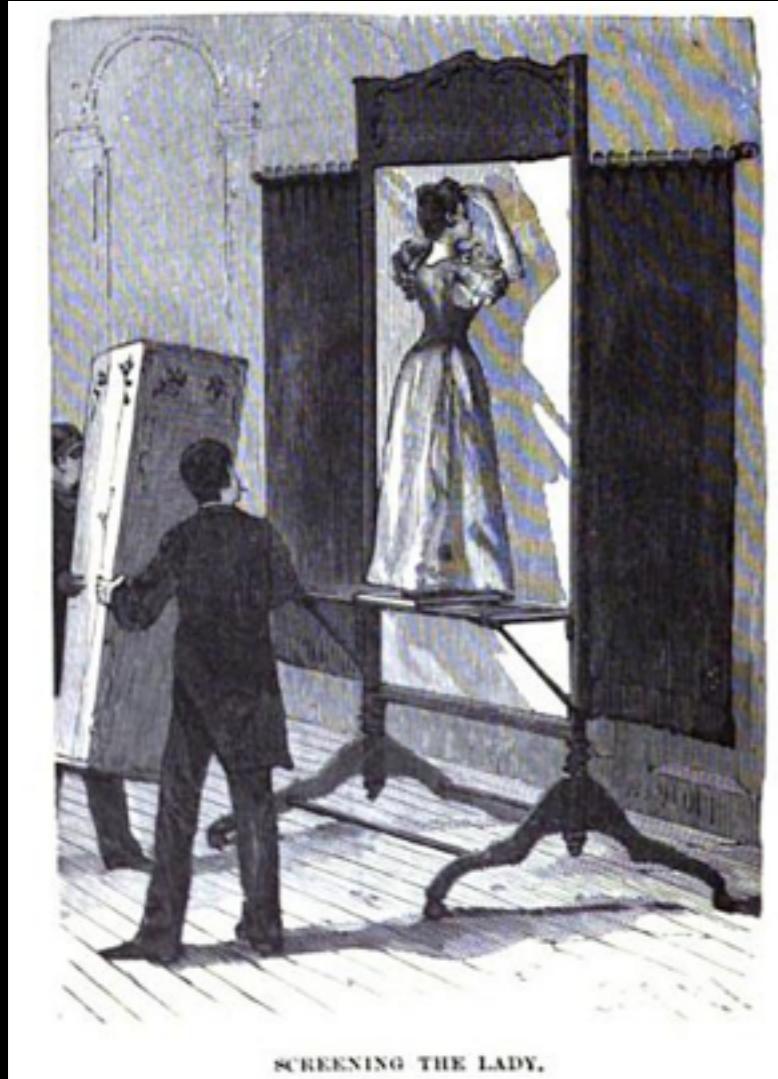


SCREENING THE LADY.



THE LADY HAS VANISHED.

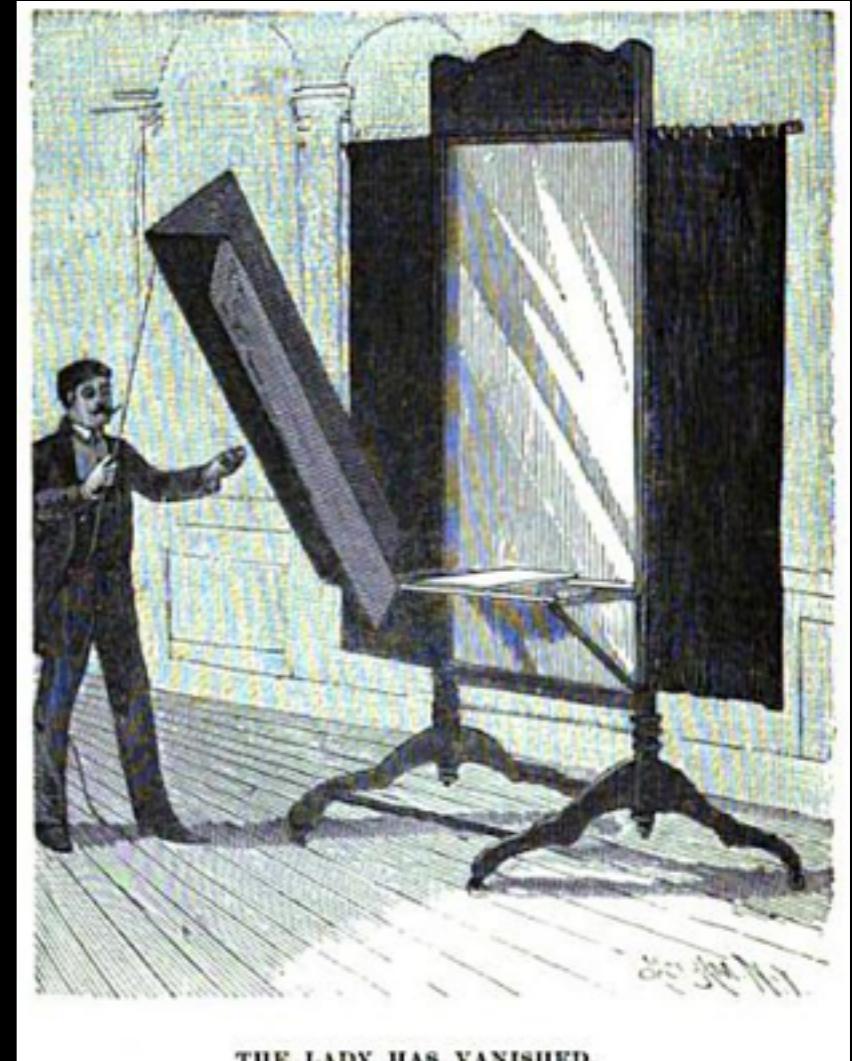
THIS IS AN ILLUSION



SCREENING THE LADY.

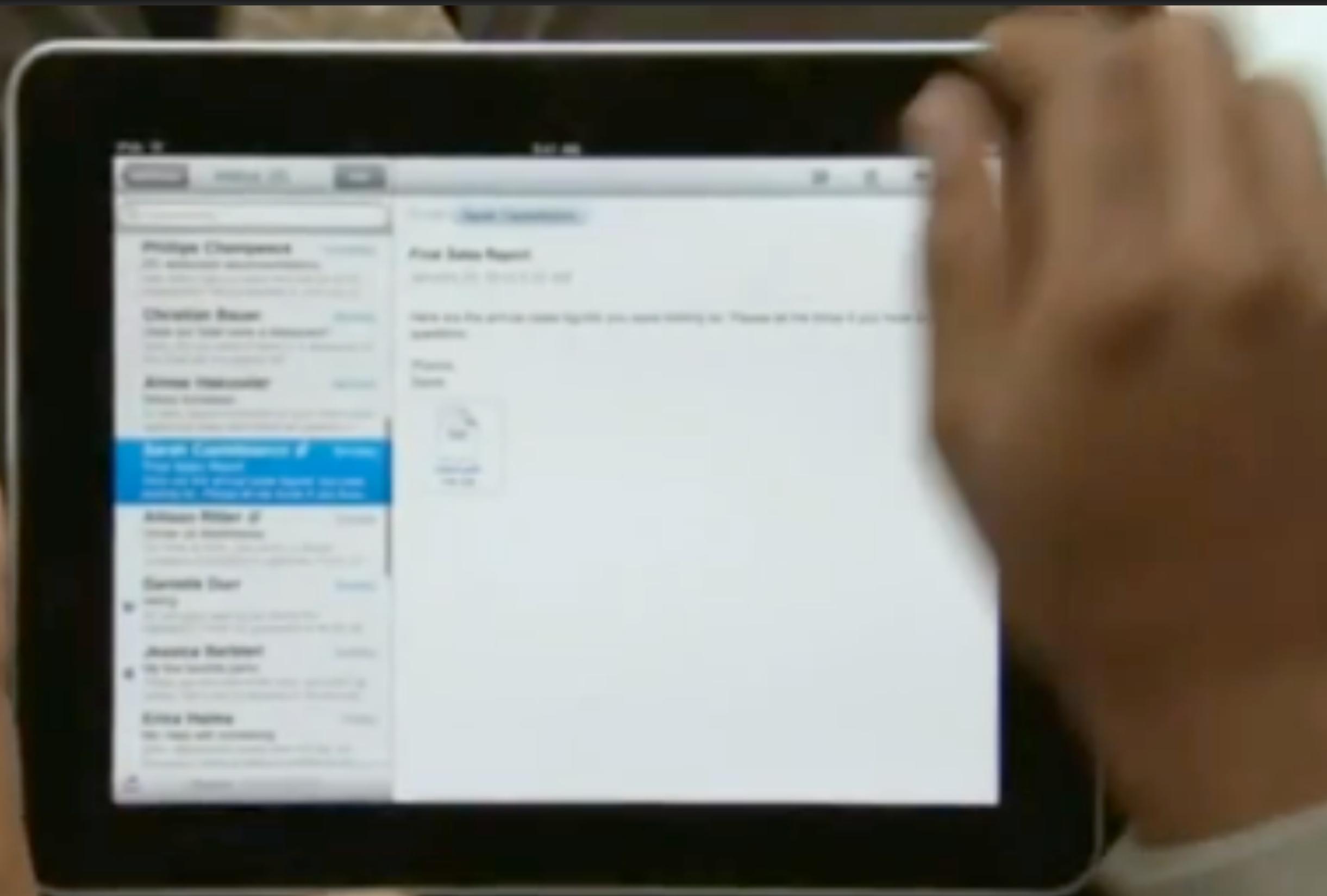
Magic is both in
the **details** and
in the
performance.

- Dariel Fitzkee

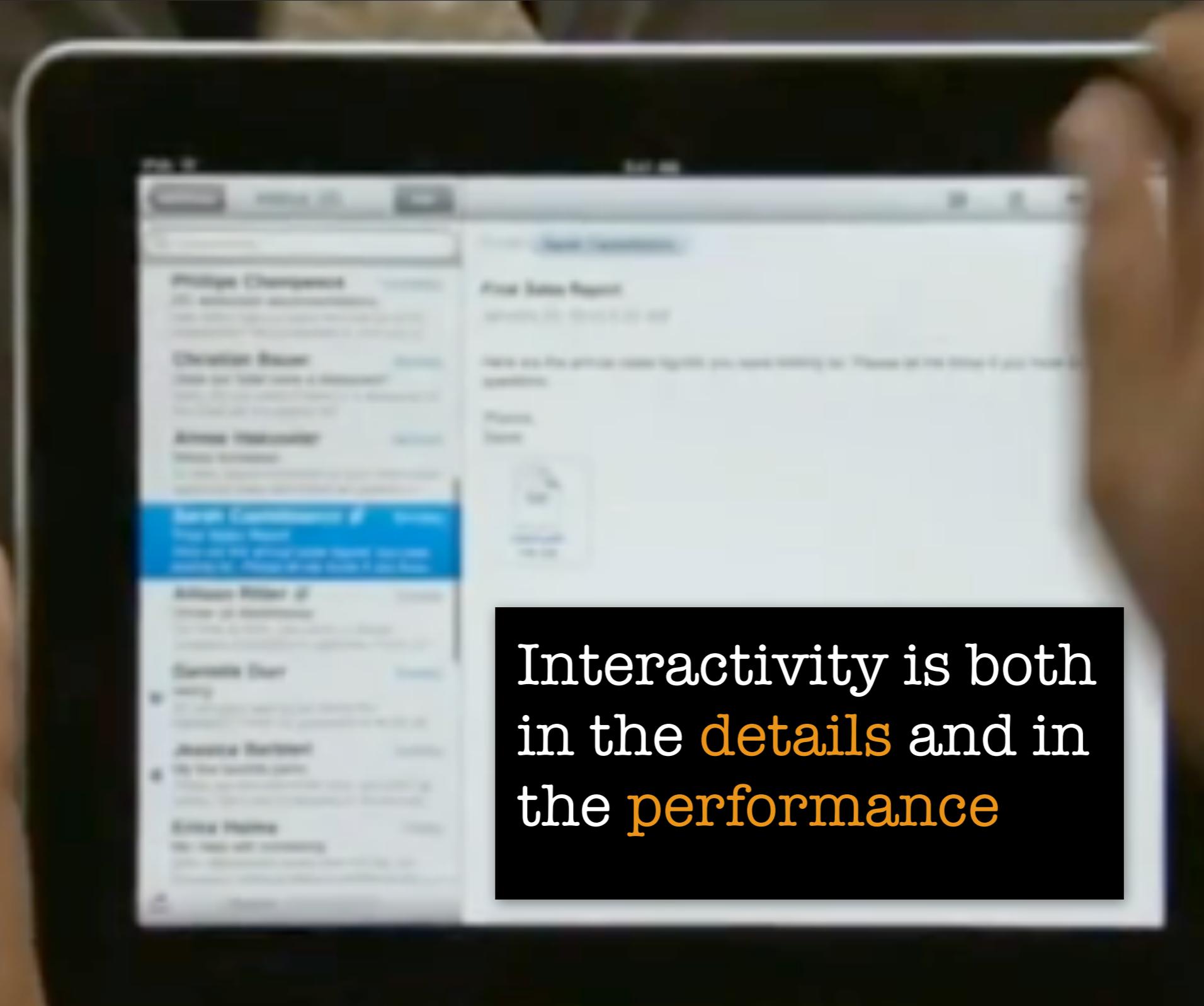


THE LADY HAS VANISHED.

THIS IS ALSO AN ILLUSION

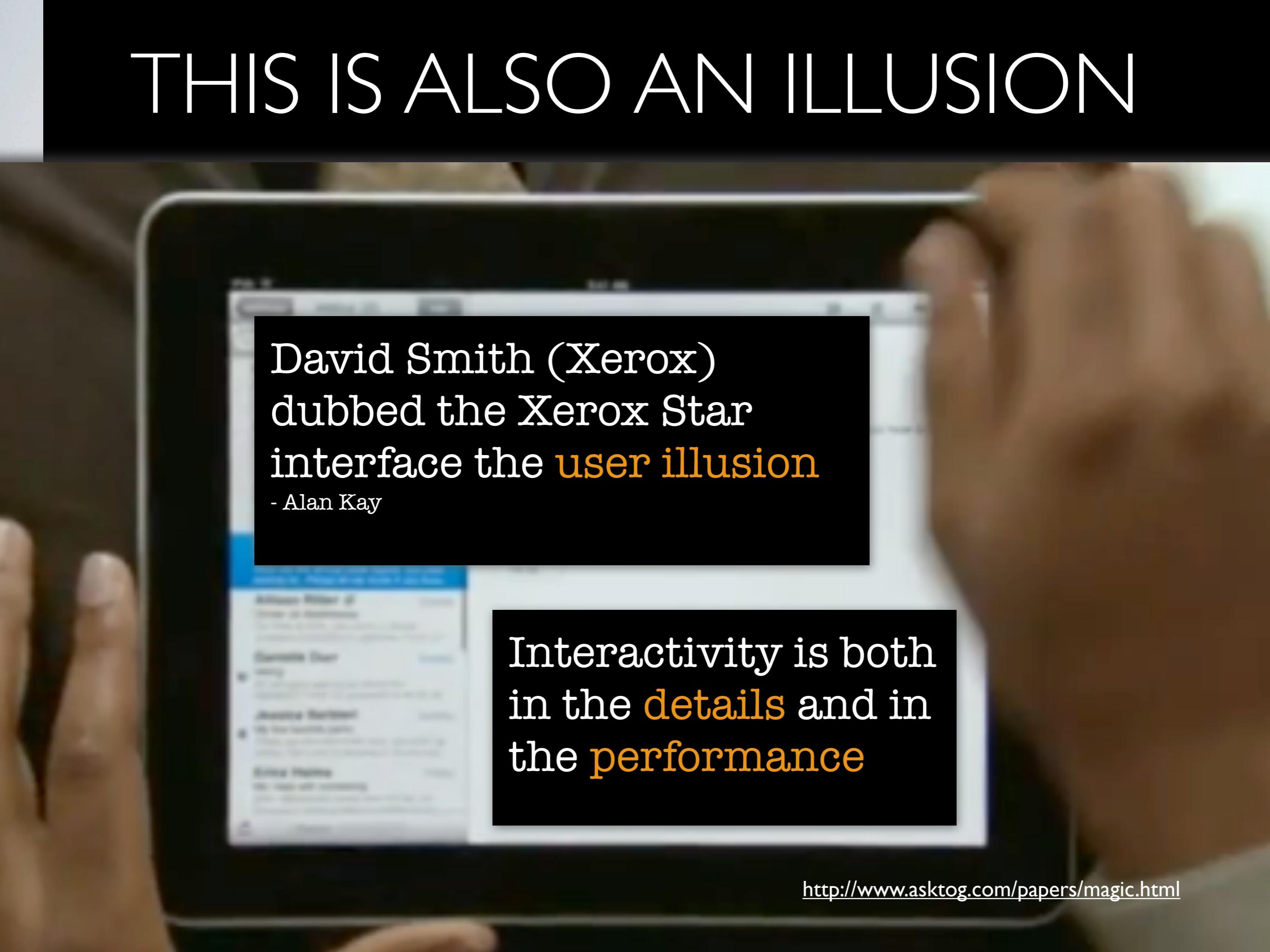


THIS IS ALSO AN ILLUSION



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

THIS IS ALSO AN ILLUSION

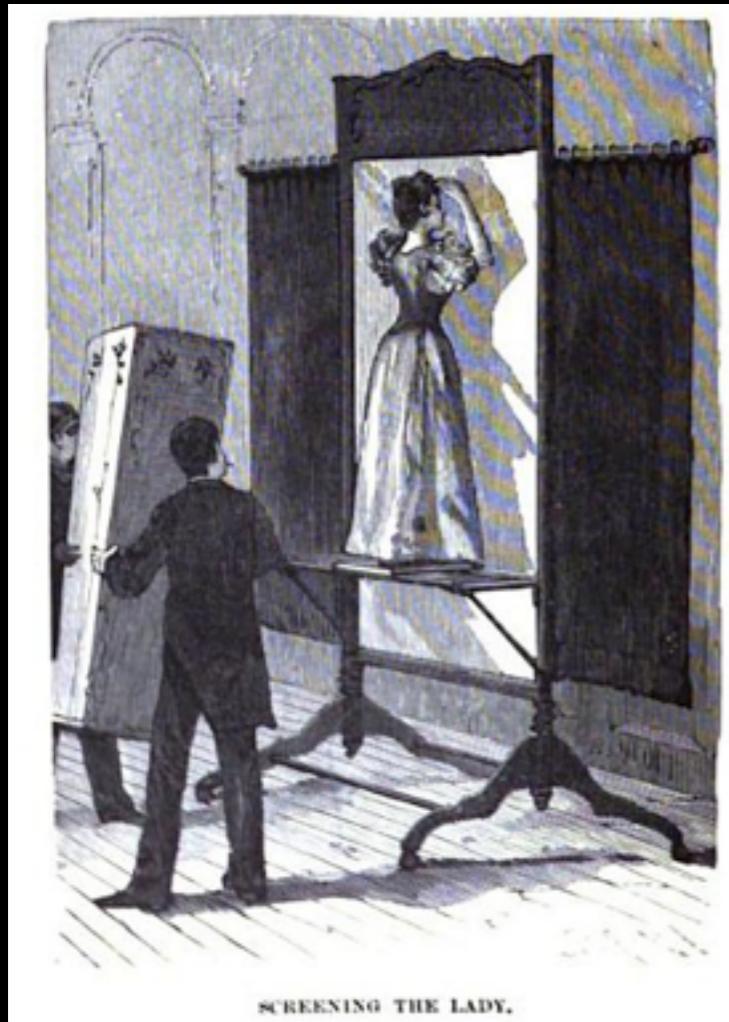
A close-up photograph of a person's hand holding a smartphone. The phone's screen is the primary focus, displaying a white text box with a black background. The text in the box reads: "David Smith (Xerox) dubbed the Xerox Star interface the **user illusion**". Below this, in a smaller white font, is the attribution "- Alan Kay". The background of the image is blurred, showing the person's fingers and the edge of the phone.

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

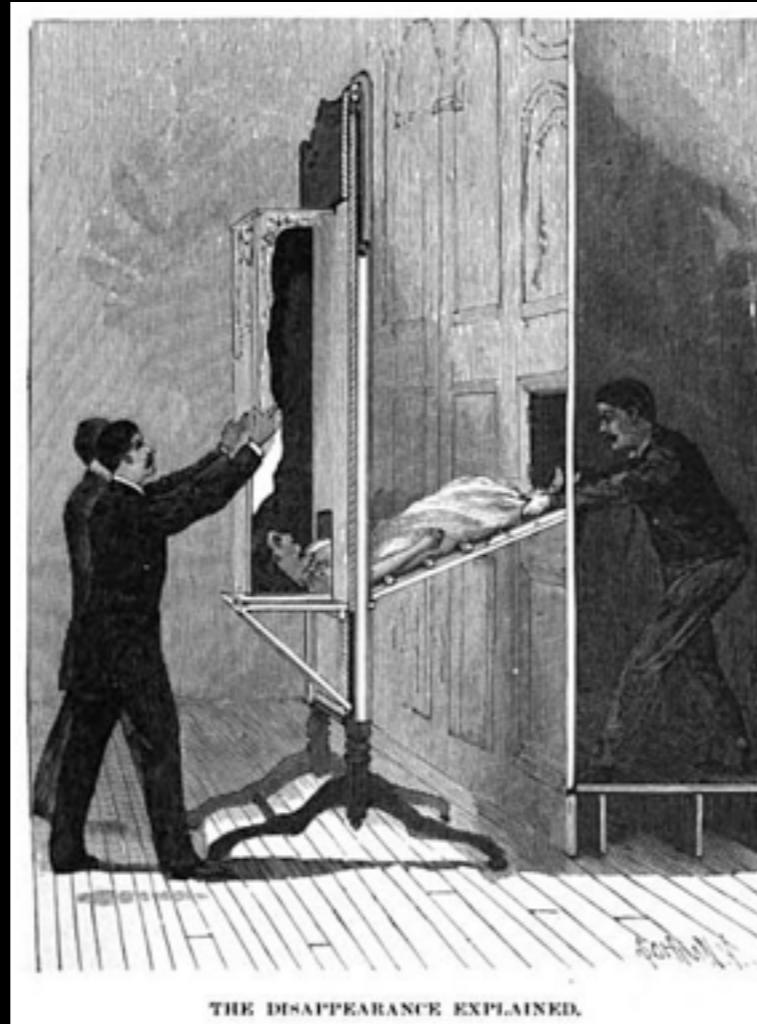
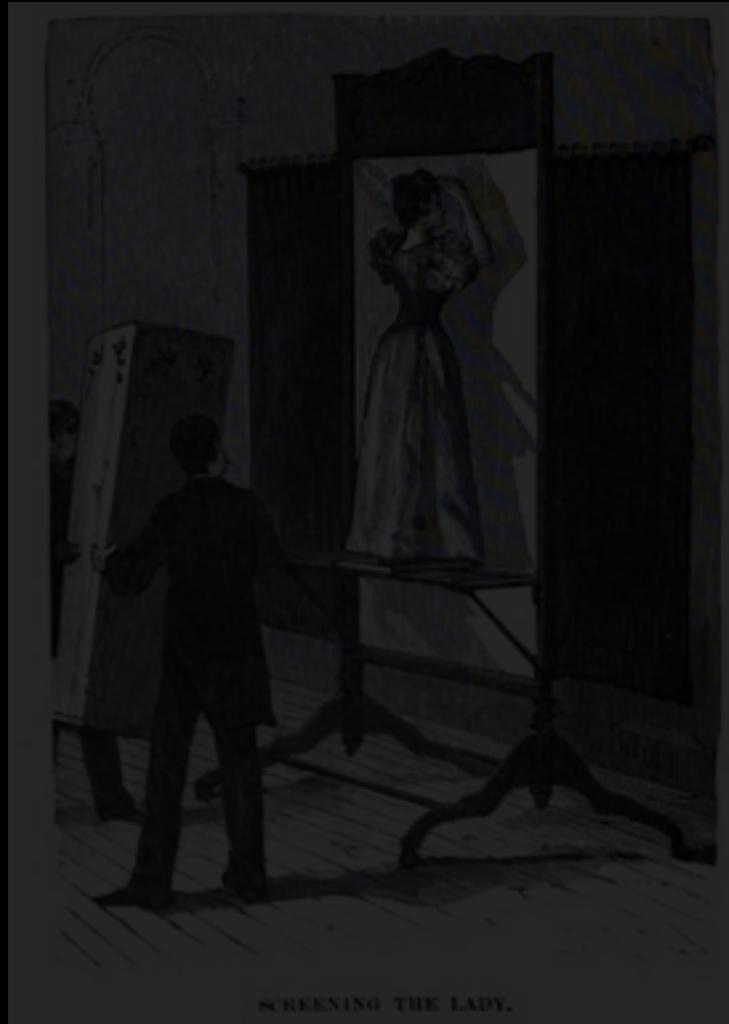
- Alan Kay

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



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

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Current Moon Phase

SIMPLE ILLUSION?

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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.

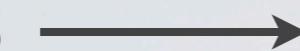
SIMPLE ILLUSION? ACTORS...

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

Interesting Moments

Actors

Events



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



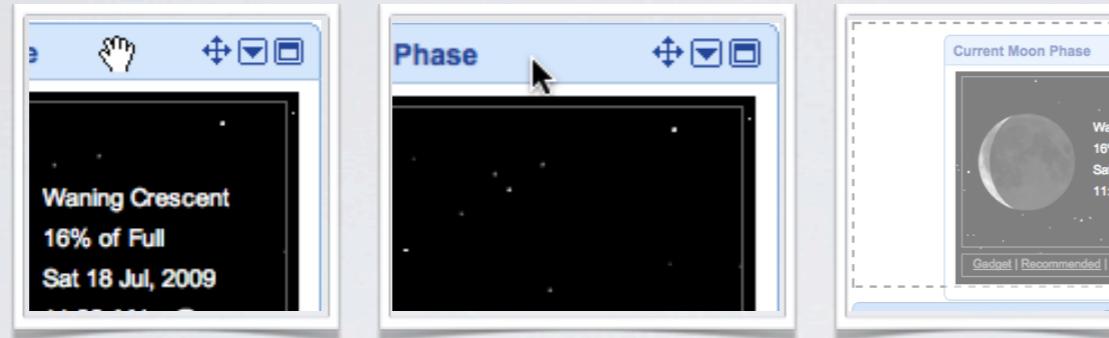
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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INTERESTING MOMENTS



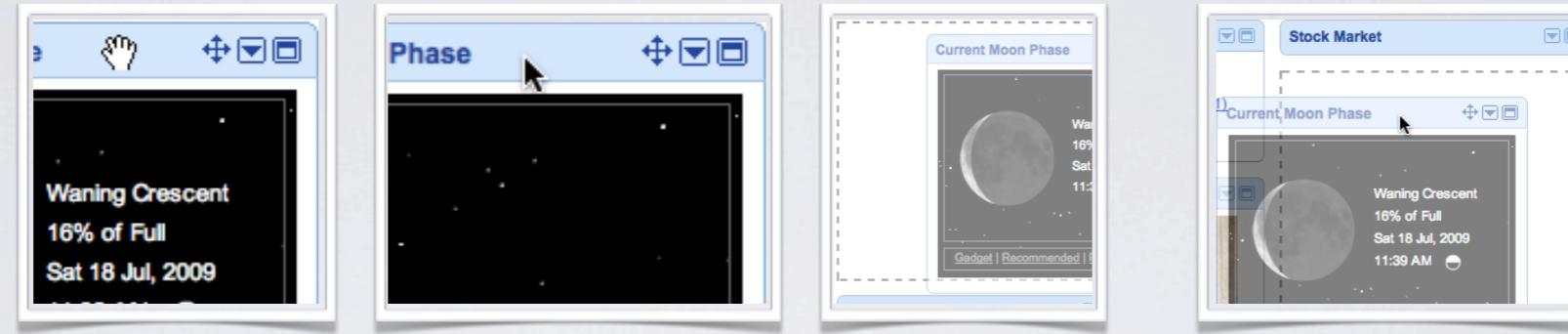
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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INTERESTING MOMENTS

Interesting Moments



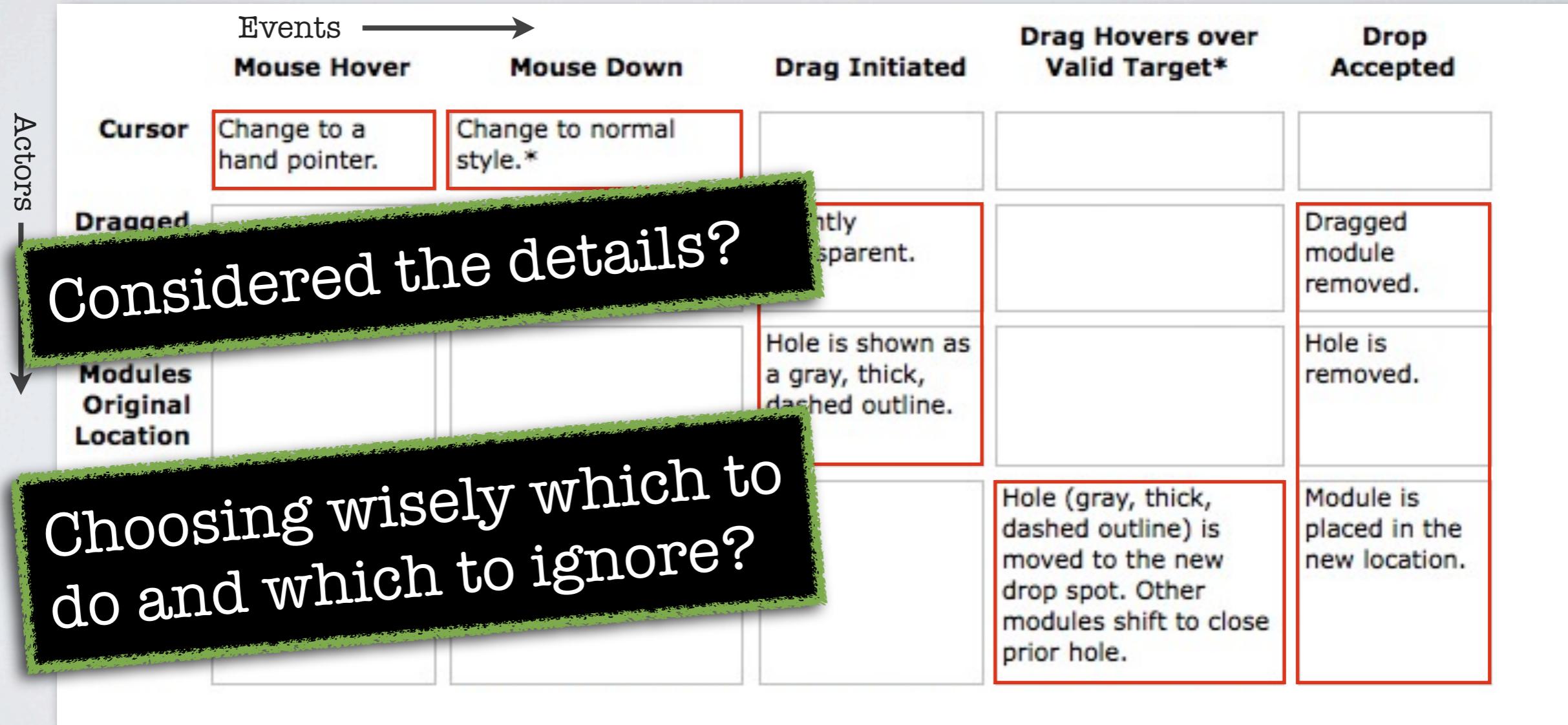
	Events →	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Actors ↓						
Cursor	Change to a hand pointer.	Change to normal style.*				
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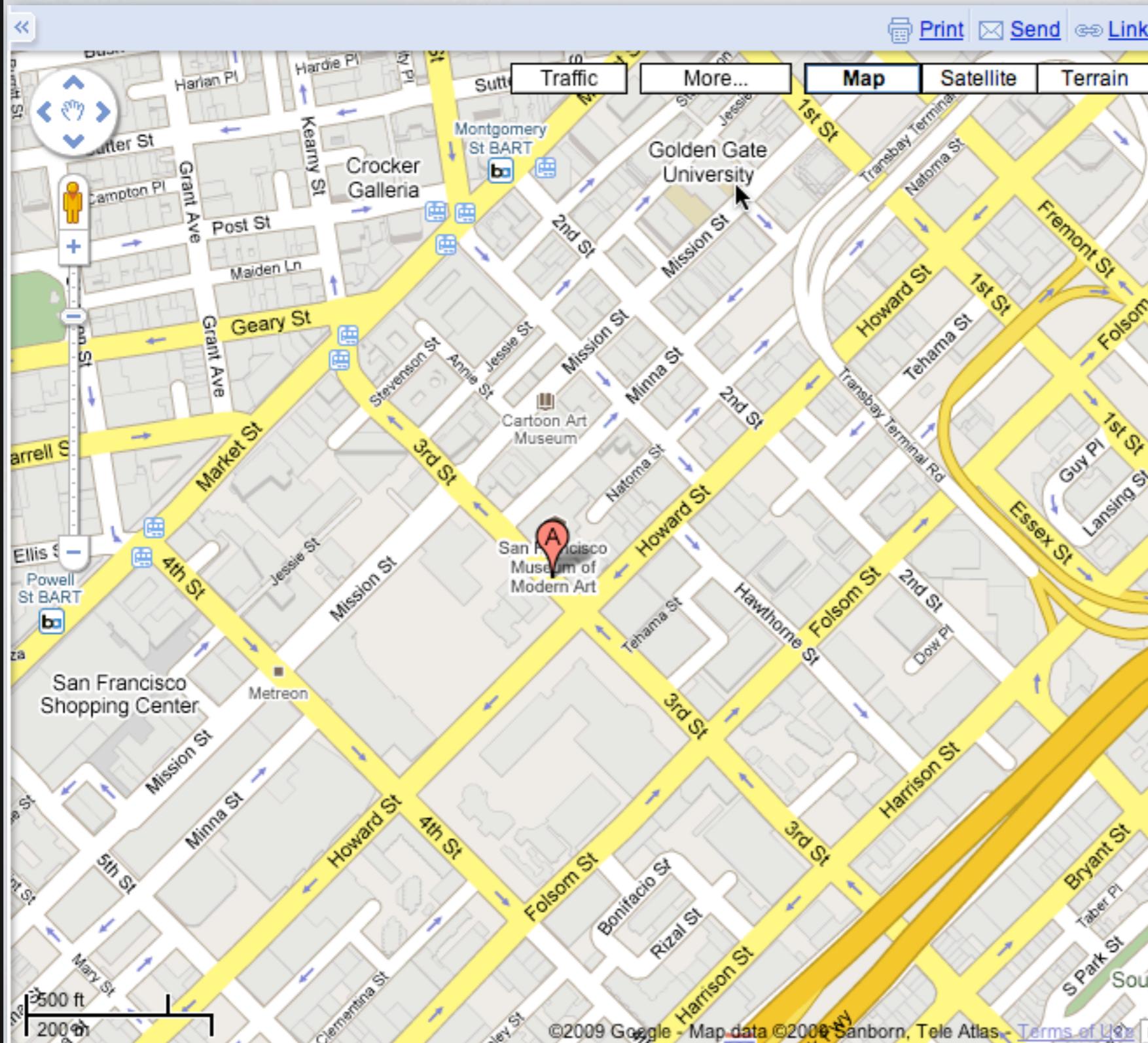
		Events →	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Actors	Cursor	Change to a hand pointer.	Change to normal style.*				
	Dragged						
Modules Original Location							
Drop Target							
Considered the details?							

INTERESTING MOMENTS



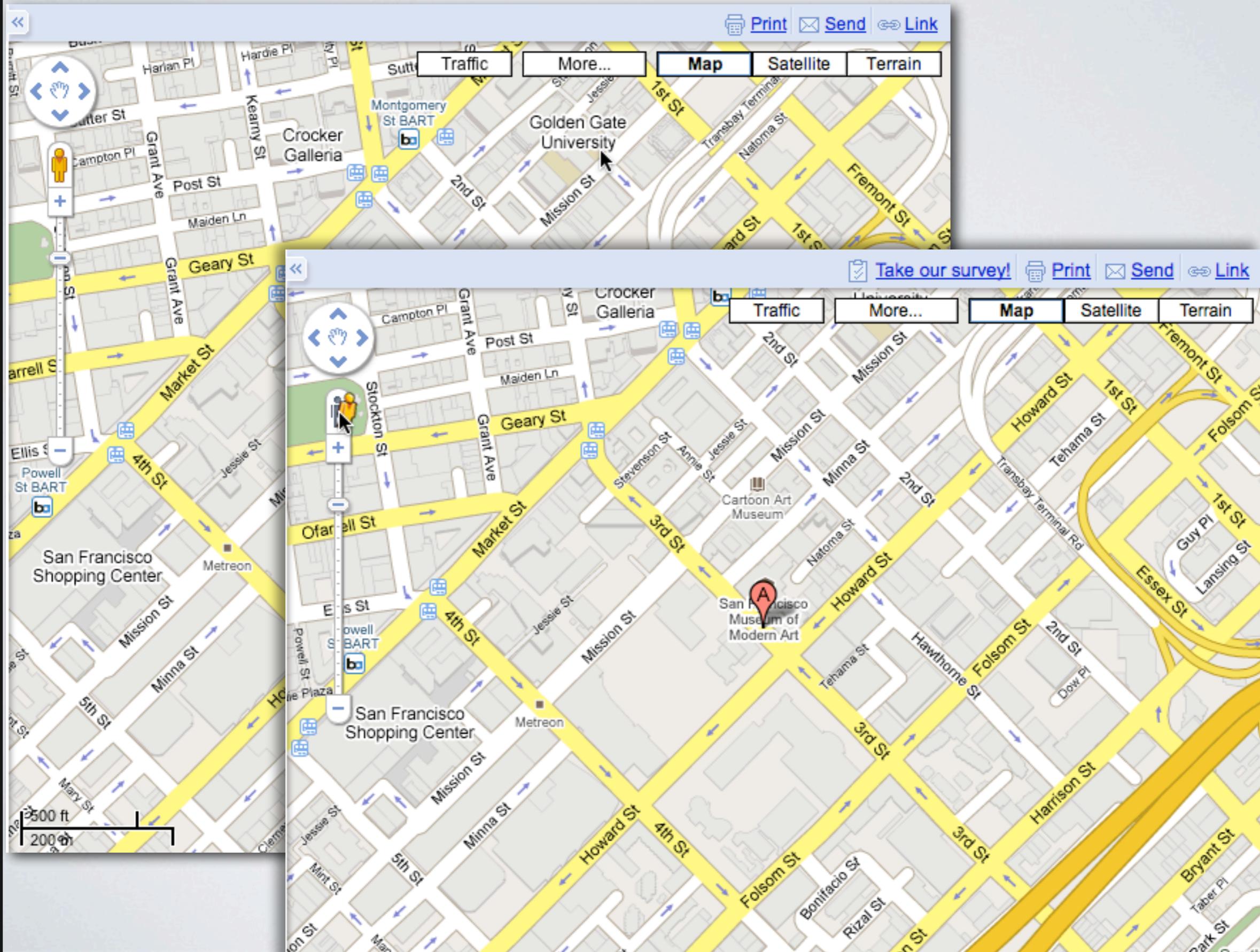
DRAG & DROP INVITATION

Interesting Moments



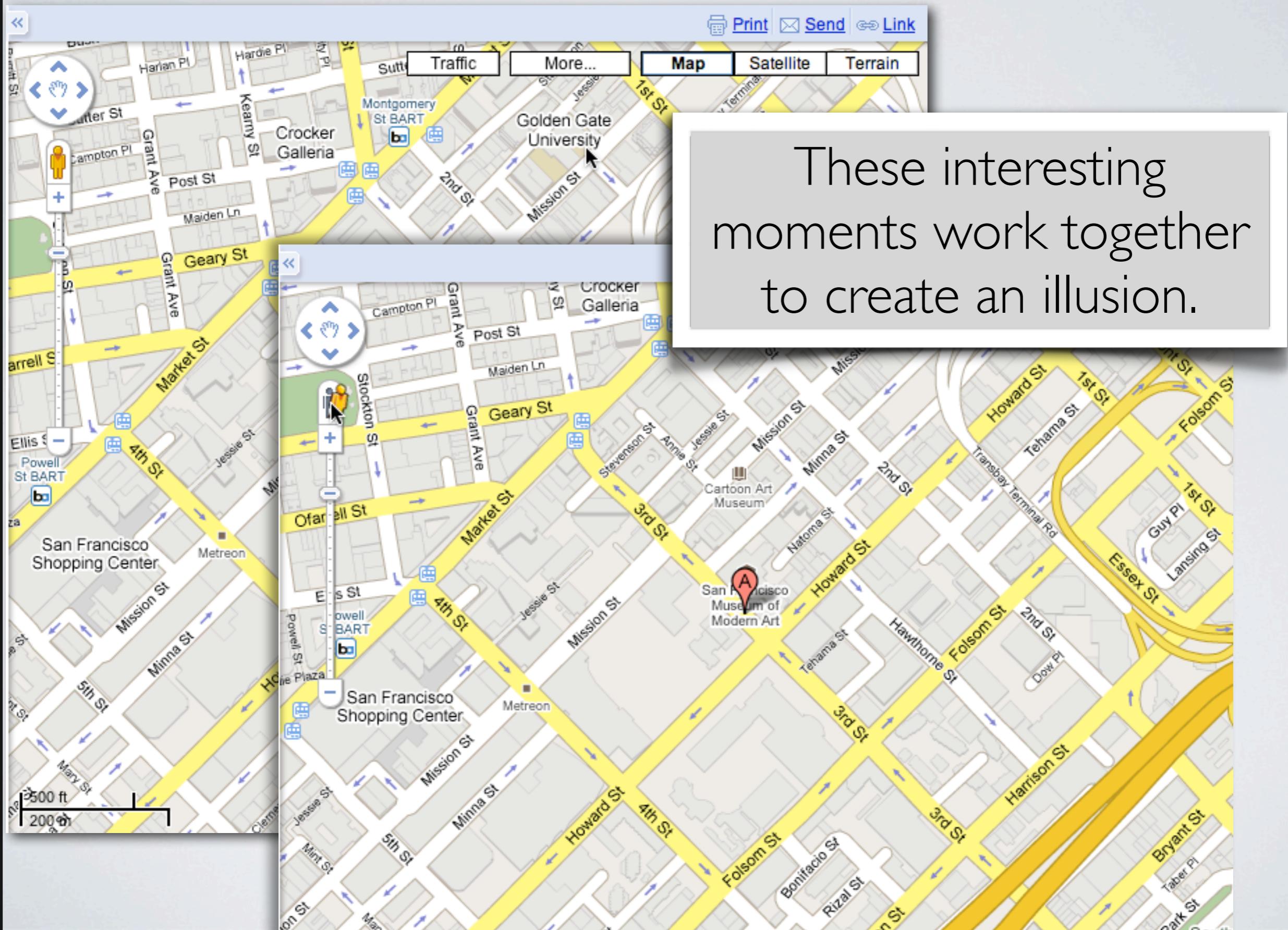
DRAG & DROP INVITATION

Interesting Moments



DRAG & DROP INVITATION

Interesting Moments



DRAG & DROP INVITATION

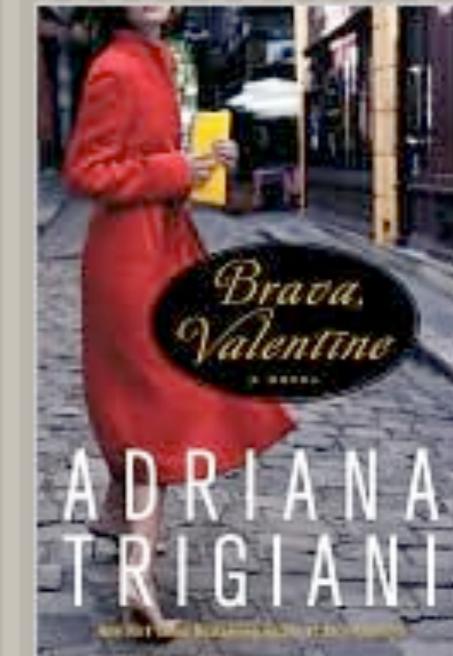
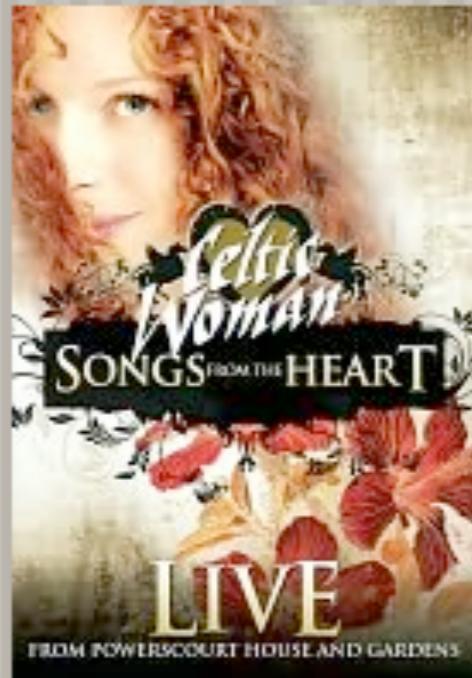
Interesting Moments



DELICACY BROKEN

Our Picks This Week > See New Books Releases

◀ □ ▶



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



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 user 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 enhancement?
- Are there alternate techniques that are distracting but just as effective?
- Does the effect/interaction feel real?
- Have you tried cutting any special effects?



Author:

Bill Scott

Published:

April 6th, 2010

Popularity:

107 retweet TOP 1K

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 perspective of a single design.

This post is part of a series of posts



uxlenses

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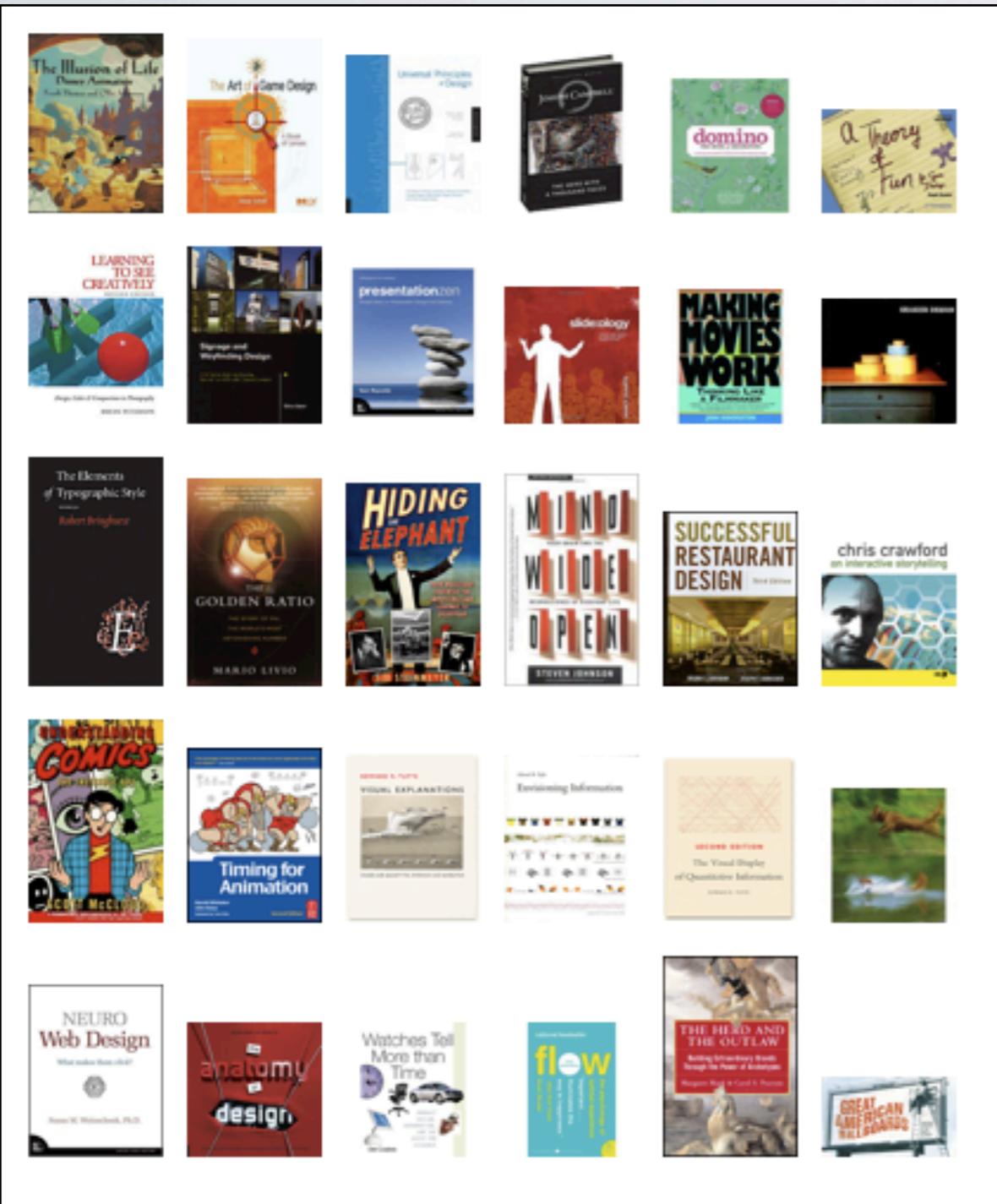
Excellent blog on animation, illustration, framing, composition & storyboarding.

<http://sevencamels.blogspot.com/>
(Mark Kennedy)

about 18 hours ago via web

RESOURCES

designingwebinterfaces.com/resources



kits

books

CARDS? ROLES?



The Role of SLASHER

• You have amazing powers!
• You can remove features,
 visual noise, reduce complexity
 with reckless abandon!

• You have the mighty weapon
 of Occam's Razor [and can
 be dangerous to your own
 interests].

• You carry the Lens of Symmetry
 and the Lens 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 risks.
But you will focus on disruptive
technologies & out-of-the-box
thinking.

The Role of Scientist

Design is not always all
evident. Users surprise us.
In this role you will
use the scientific method
• Formulate a hypothesis
 in terms of business/UX
 metrics
• Construct an experiment
 to test the hypothesis
• Determine success
 criteria

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.

More from a user's perspective
w/ technology being the
"You are but were
to be" part.

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. Or can
inspire it in the face of
constraints.

The Role of Wizard

Real world physics (gravity,
cables, business contracts)
often limit our thinking.
The wizard can make
magic happen.

What if when trying to
complete this task the
user could invoke some
magic?
[ex: don't need to save file]

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



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designingwithlenses.com

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

Blogs
looksgoodworkswell.com
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