



Designing for Mice & Men*

Bill Scott, Netflix



Designing for Mice & Men*

**and women too!*



Bill Scott, Netflix

Current Experience Chaos (400 SKUs)

NETFLIX

Action & Adventure

02 | 50

Drama

The Matrix: Reloaded

★★★★★ 2003 2h 18m R HD

After Zion -- the last outpost still under human control -- is discovered, the battle against the machines that have enslaved people in the Matrix reaches its peak, and Neo, Morpheus, Trinity and the rest of the gang must...

NETFLIX

1 of 100: Pineapple Express 117 mins | R

Select Back Add to Instant Queue Play

NETFLIX

instant queue 05 | 9

NETFLIX

The Princess and the Frog G

Walt Disney Pictures

Down in New Orleans during the fabulous Jazz Age, young Princess Tiana (voice of Anika Noni Rose) searches for true love and comes face-to-face with snooty debutante Charlotte, ancient voodoo priestess Mama Odie and the evil Dr. Facilier.

Details

Children & Family

Released 2009

97 minutes

★★★★★

Actors

Anika Noni Rose

Terrence Howard

John Goodman

Bruno Campos

Keith David

Directors

Ron Clements

John Musker

Categories

Children & Family

Family Animation

Disney

Play Rate Remove More

More like this

NETFLIX

Instant Queue

Caddyshack

R ★★★★

Jump to Top Refresh

OPTIONS M

© 2010 CBS Interactive

NETFLIX

Instant Queue

Tivo

The Adventures of Baron Munchausen

The Office: Season 1

Word Wars

Nosferatu

The Life of Birds

Netflix “Owned” Experience Across Devices

Netflix

Bill Scott | Your Account & Help

Watch Instantly | Browse DVDs | Your Queue | Suggestions For You

Movies, TV shows, actors, directors, genres

Top Picks for Bill

How these are chosen for you.

12 Monkeys

12 Monkeys

Add

★★★★☆

Not Interested

Imaginative Sci-Fi & Fantasy on Blu-ray

Your taste preferences created this row:

Sci-Fi & Fantasy Imaginative

As well as your interest in...

The Fall

Big Fish

Sunshine

Inkheart

Play Add

★★★★☆

Not Interested

See all >

Critically-acclaimed Cerebral Father-Son Movies

Your taste preferences created this row:

Quiz Show

In the Bedroom

World's Greatest Dad

The Lion in Winter

See all >

2:36 PM

NETFLIX

Reserve

Danny Phantom: Season 1

Family Movies

The Iron Giant

1999 TV-PG 1h 26m

★★★★☆

Care Bears: The Giving Festival

2009 TV-G 1h 07m

★★★★☆

The Land Before Time

1988 G 1h 09m

★★★★☆

Cats Don't Dance

1997 G 1h 15m

★★★★☆

See More Family Movies >

Cerebral Docs

Which Way Home

2007 NR 1h 23m

★★★★☆

The Nature of Existence

2010 NR 1h 33m

★★★★☆

Crash of Flight 447: Nova

2010 NR 52m

★★★★☆

Moment of Death

2008 TV-PG 50m

★★★★☆

2:36 PM

NETFLIX

Cerebral Docs

Which Way Home

2007 NR 1h 23m

★★★★☆

The Nature of Existence

2010 NR 1h 33m

★★★★☆

Crash of Flight 447: Nova

2010 NR 52m

★★★★☆

2 / 332

NETFLIX

Instant Queue

Centurion

bella

CRUSADE

STAR TRAIL

Bella

2006 PG-13 1h 31m

★★★★☆

Two lost souls – Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past – find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.

Cast: Eduardo Verastegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched

Alice in Wonderland

Danny Phantom

Danny Phantom

Lis

Emotional Dramas

SONY

Netflix Across Devices (in-house products)

This screenshot shows the Netflix website on a desktop browser. The top navigation bar includes 'Watch Instantly', 'Browse DVDs', 'Your Queue', 'Suggestions For You', and a search bar. Below the navigation, there are sections for 'Top Picks for Bill', 'Imaginative Sci-Fi & Fantasy on Blu-ray', and 'Critically-acclaimed Cerebral Father-Son Movies'. Each section displays movie posters with titles, release years, and ratings. Buttons for 'Add' and 'Not Interested' are present for each movie. The bottom of the page shows a 'Recently Watched' section with thumbnails for 'Quiz Show', 'In the Bedroom', 'World's Greatest Dad', and 'The Lion in Winter'.

This screenshot shows the Netflix mobile application running on an iPhone. The interface is similar to the desktop version, featuring a 'Family Movies' section with 'The Iron Giant', 'Care Bears: The Giving Festival', 'The Land Before Time', and 'Cats Don't Dance'. Below this is a 'Cerebral Docs' section with 'Which Way Home', 'The Nature of Existence', 'Crash of Flight 447: Nova', and 'Moment of Death'. The bottom of the screen includes standard mobile navigation icons for home, search, and account.

This screenshot shows the Netflix mobile application running on an iPhone. It displays a 'Cerebral Docs' section with movie posters for 'Which Way Home', 'The Nature of Existence', and 'Crash of Flight 447: Nova'. The bottom of the screen includes standard mobile navigation icons for home, search, and account.

This screenshot shows the Netflix mobile application running on an iPhone. The interface includes an 'Instant Queue' section with movie posters for 'CENTURION', 'bella', 'CRUSADE', and 'STARGATE ATLANTIS'. Below this is a 'Recently Watched' section with thumbnails for 'Alice in Wonderland', 'DANNY PHANTOM', 'DANNY PHANTOM', and 'LIV'. To the right, a detailed movie card for 'Bella' is shown, including the title, rating (PG-13), runtime (1h 31m), and a brief plot summary: 'Two lost souls – Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past – find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.' The card also lists the cast (Eduardo Verástegui, Tammy Blanchard...), categories (Drama, Indie Dramas), and director (Alejandro Gomez Monteverde).

Netflix Across Devices (in-house products)



Web

This screenshot shows the Netflix website interface. At the top, there's a navigation bar with links for 'Watch Instantly', 'Browse DVDs', 'Your Queue', and 'Suggestions For You'. Below this is a search bar and a genre filter section. The main content area features a 'Top Picks for Bill' section with movie thumbnails like '12 Monkeys' and 'The Iron Giant'. Below this are sections for 'Imaginative Sci-Fi & Fantasy on Blu-ray' and 'Critically-acclaimed Cerebral Father-Son Movies', each with movie thumbnails and 'Add' buttons. The bottom of the page shows a footer with links for 'Quiz Show', 'In the Bedroom', 'World's Greatest Dad', and 'The Lion in Winter'.



Tablet

This screenshot shows the Netflix app running on a tablet. The interface is similar to the website, with a 'Family Movies' section at the top showing 'The Iron Giant' and 'Care Bears: The Giving Festival'. Below this are sections for 'Cerebral Docs' and 'Emotional Dramas'. Each movie entry includes a thumbnail, title, year, rating, and runtime. The bottom of the screen shows standard navigation icons for the app.



Mobile

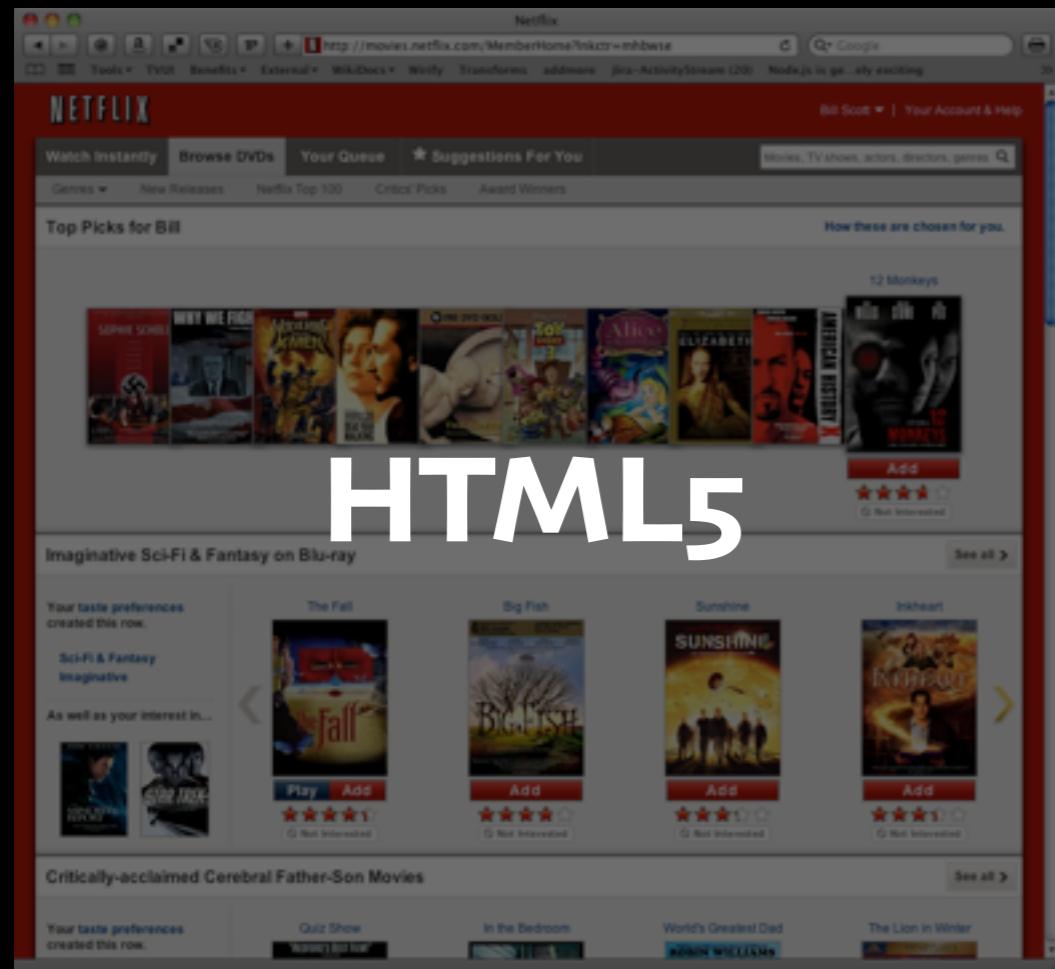
This screenshot shows the Netflix app on a mobile phone. It displays a 'Recently Watched' section with movie thumbnails for 'Which Way Home' and 'Crash of Flight 447: Nova'. The bottom of the screen shows the phone's home button and a small icon for the Netflix app.



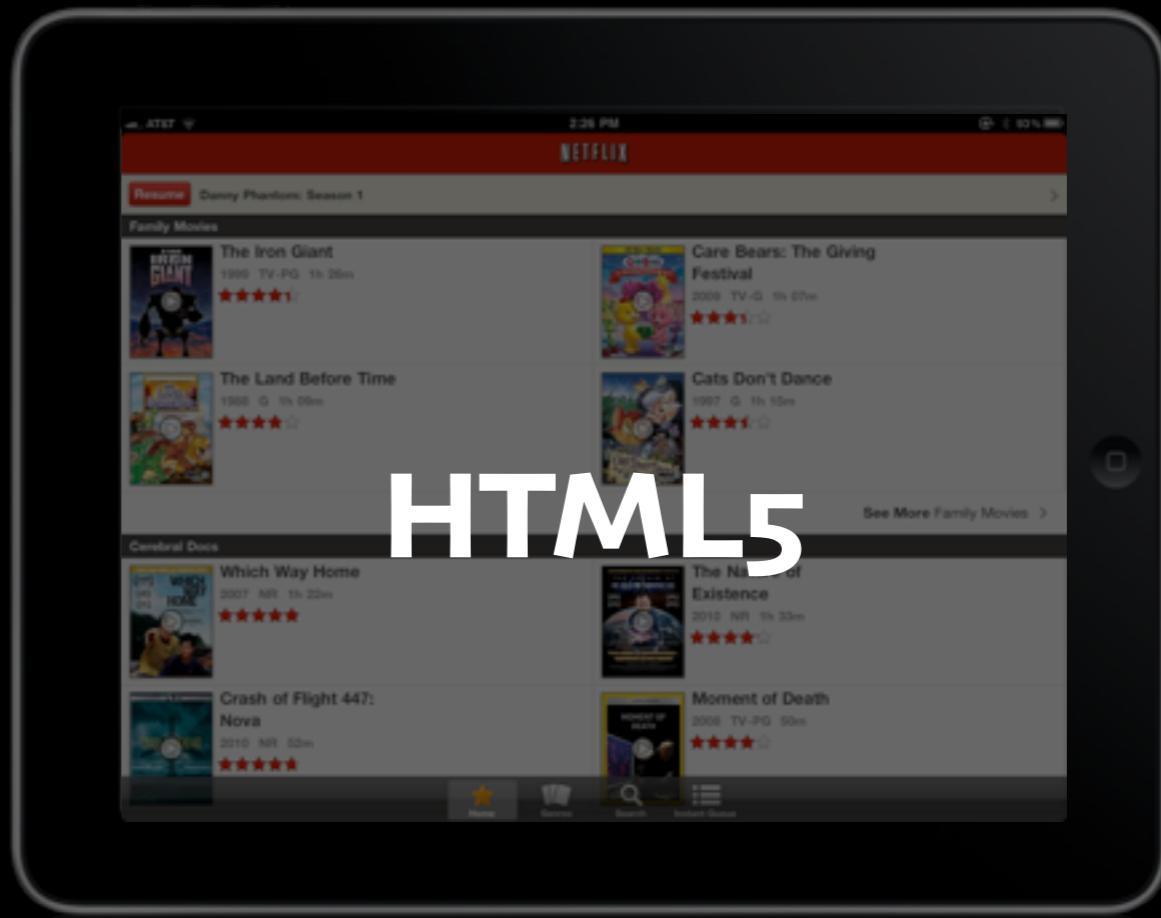
TV

This screenshot shows the Netflix app on a television screen. It displays an 'Instant Queue' section with movie thumbnails for 'CENTURION' and 'bella'. Below this is a 'Recently Watched' section with thumbnails for 'Alice in Wonderland' and 'DANNY PHANTOM'. To the right, a movie detail page is shown for 'Bella' (2006). The page includes the movie's title, year, rating, runtime, a star rating of 5 stars, and a brief plot summary: 'Two lost souls – Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past – find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.' It also lists the cast (Eduardo Verastegui, Tammy Blanchard, etc.), categories (Drama, Indie Dramas), and director (Alejandro Gomez Monteverde).

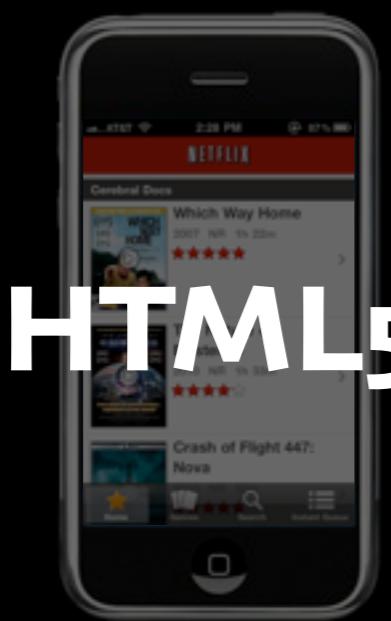
Netflix Across Devices (in-house products)



HTML5



HTML5



HTML5



HTML5

Common Platform Across Devices



Web Browser



iOS Webkit



iOS Webkit



QT Webkit &
Skia Webkit

Why own the experience?

Why own the experience?

Known for valuing UX -- can't do it if you don't own it

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Love server-driven, testable, dynamic UIs

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Like agile Web better than rigid CE firmware process

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Value "Learn Fast/Fail Quickly"

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Known for valuing UX -- can't do it if you don't own it

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Like agile Web better than rigid CE firmware process

Value "Learn Fast/Fail Quickly"

The reality is any other path is chaos

Initial HTML5 Experience: PS3 - “Special”

NETFLIX

Suggestions for You MORE

Recently Watched



New Arrivals

Genres

Instant Queue

Search

TV



Emotional Movies



[View more suggestions](#)

Alternate HTML5 Experience: PS3 - “Plus”

NETFLIX

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△ Search

Instant Queue



Bella

2006 PG-13 1h 31m

★★★★★

Two lost souls – Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past – find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.

Recently Watched



Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Emotional Dramas

Designing Across Platforms

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Choose a portability layer (html5, css3, JS)

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However, don't use progressive enhancement since want the freedom to experiment with different UX on different platforms

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Design for user posture, input capabilities, navigation styles and display capabilities

Designing Across Platforms

Choose a portability layer (html5, css3, JS)

However, don't use progressive enhancement since want the freedom to experiment with different UX on different platforms

Design for user posture, input capabilities, navigation styles and display capabilities

Embrace the constraints (design for mobile first!)

Designing for Mice & Men

Designing for Mice & Men



Web

Input
Indirect.
Pointer/keyboard

Navigation
Controls & windows

Posture
Stationary
Working

Display
Hi-Rez
Large,
Near

Designing for Mice & Men



Web

Input
Indirect.
Pointer/keyboard



TV
10' UI

Input
Indirect.
LRUD/OSK

Navigation
Controls & windows

Navigation
Panes

Posture
Stationary
Working

Posture
Lean Back
Relaxing

Display
Hi-Rez
Large,
Near

Display
Hi-Rez
Large
Far-away

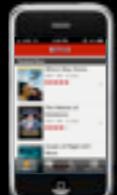
Designing for Mice & Men



Web



**TV
10' UI**



Mobile

Input
Indirect.
Pointer/keyboard

Input
Indirect.
LRUD/OSK

Input
Direct.
Gesture/OSK

Navigation
Controls & windows

Navigation
Panes

Navigation
Panes

Posture
Stationary
Working

Posture
Lean Back
Relaxing

Posture
On-the-go
In Hand

Display
Hi-Rez
Large,
Near

Display
Hi-Rez
Large
Far-away

Display
Hi-Rez
Small
Near

Designing for Mice & Men



Web

Input
Indirect.
Pointer/keyboard

Navigation
Controls & windows

Posture
Stationary
Working

Display
Hi-Rez
Large,
Near



TV
10' UI

Input
Indirect.
LRUD/OSK

Navigation
Panes

Posture
Lean Back
Relaxing

Display
Hi-Rez
Large
Far-away



Mobile

Input
Direct.
Gesture/OSK

Navigation
Panes

Posture
On-the-go
In Hand

Display
Hi-Rez
Small
Near



Tablet

Input
Direct.
Gesture/OSK

Navigation
Panes & Slideouts

Posture
On-the-go
Lean back
Shared

Display
Hi-Rez
Medium,
Near



So what's common?

design principles

fundamental, universal ideas
that underpin good design
across different input methods,
display capabilities and user
posture

but the application of principles
varies across

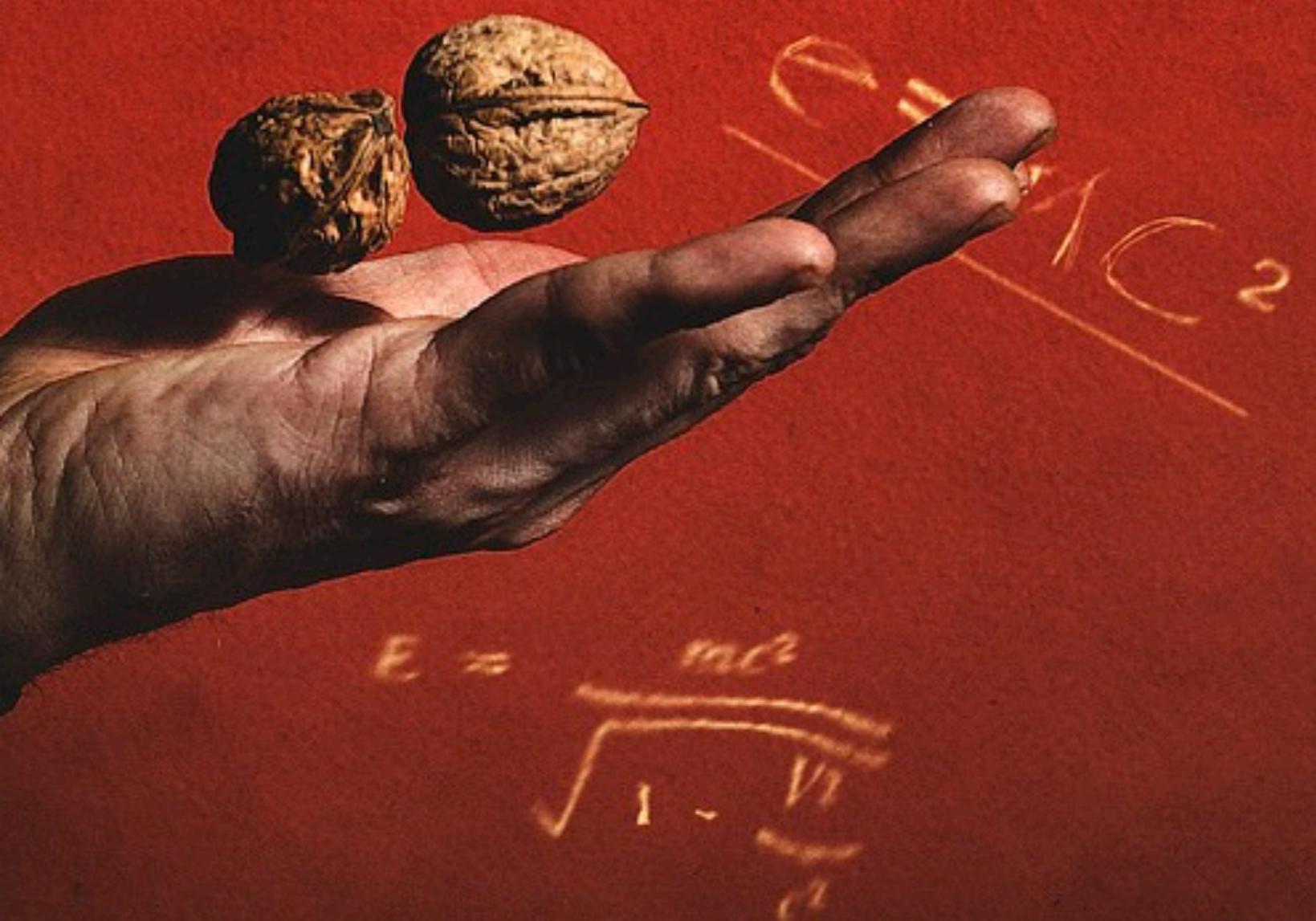
- **input**
- **posture**
- **navigation**
- **display**

Three Principles

Three Principles

common design principles for
multiple platform design

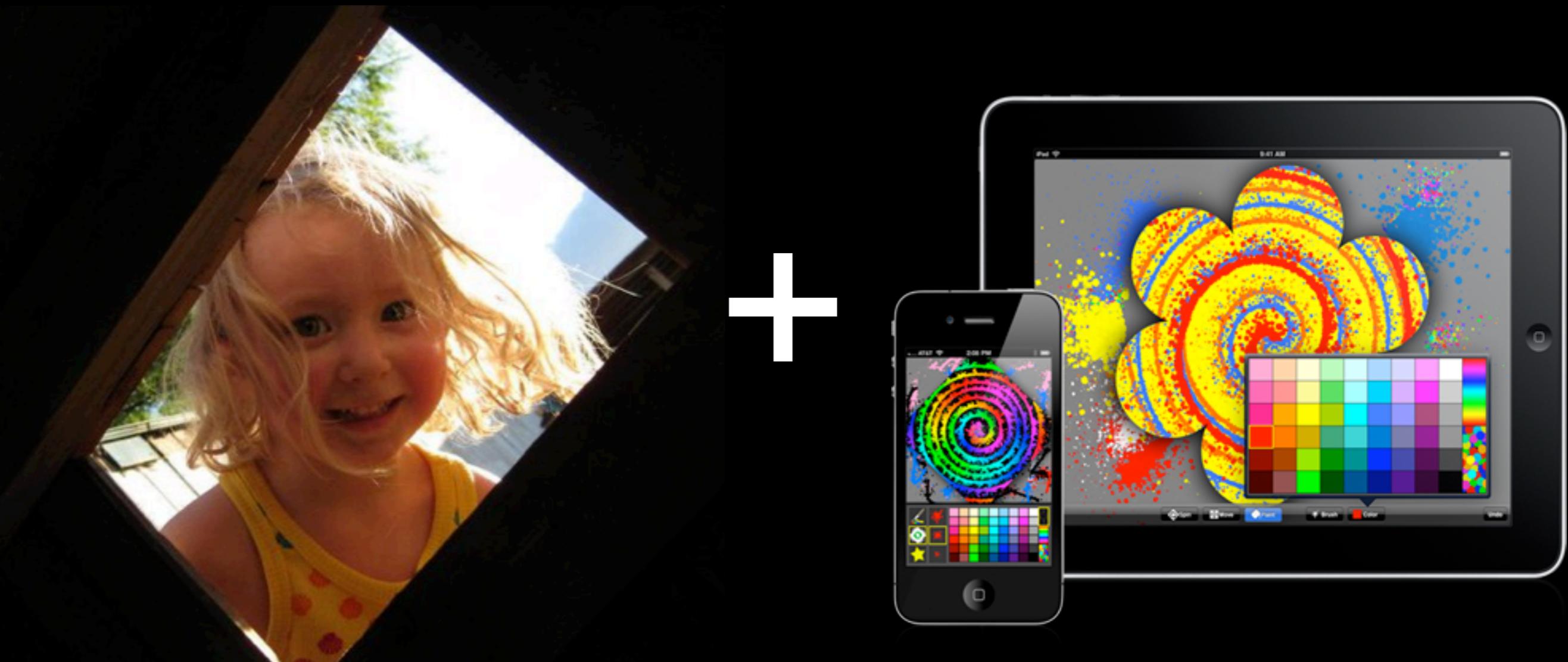
#1 Get Physical



The Illusion of Physicality



The Illusion of Physicality



Design for Physicality

Design for Physicality

Whenever possible, add a realistic, physical dimension to your application.

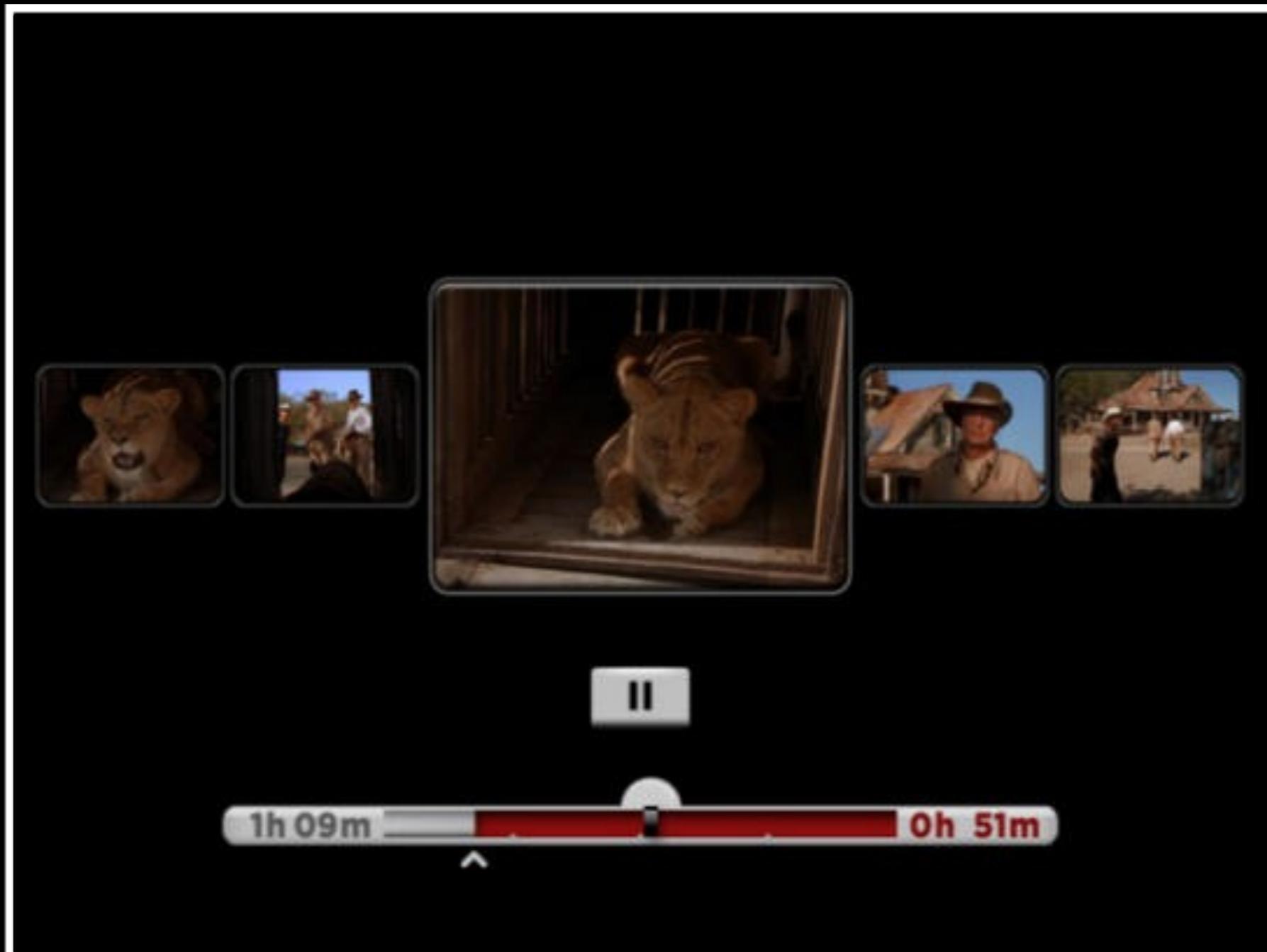
Design for Physicality

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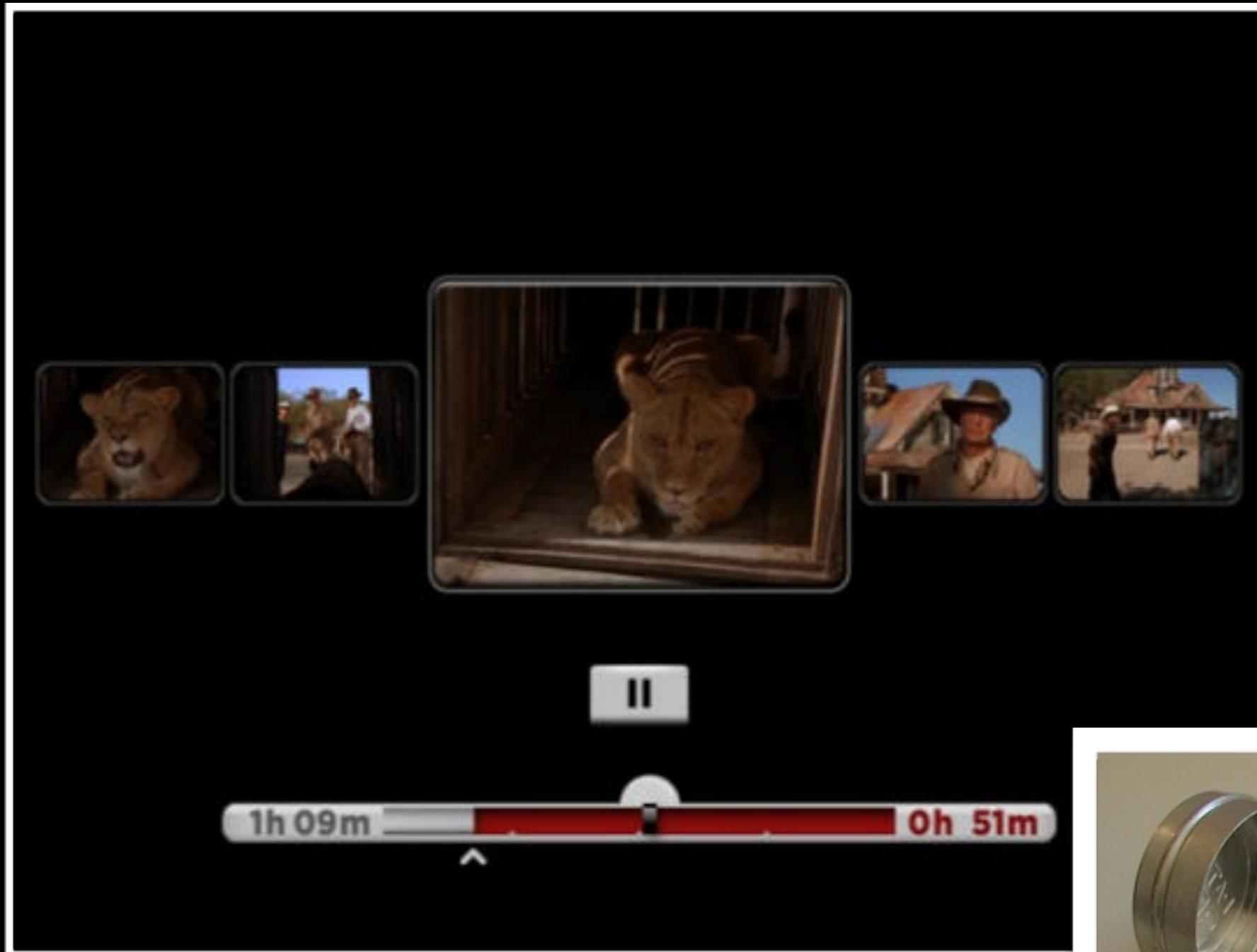
- Apple HIG

Use Metaphors
to Embody
Physicality

Physicality as Metaphor



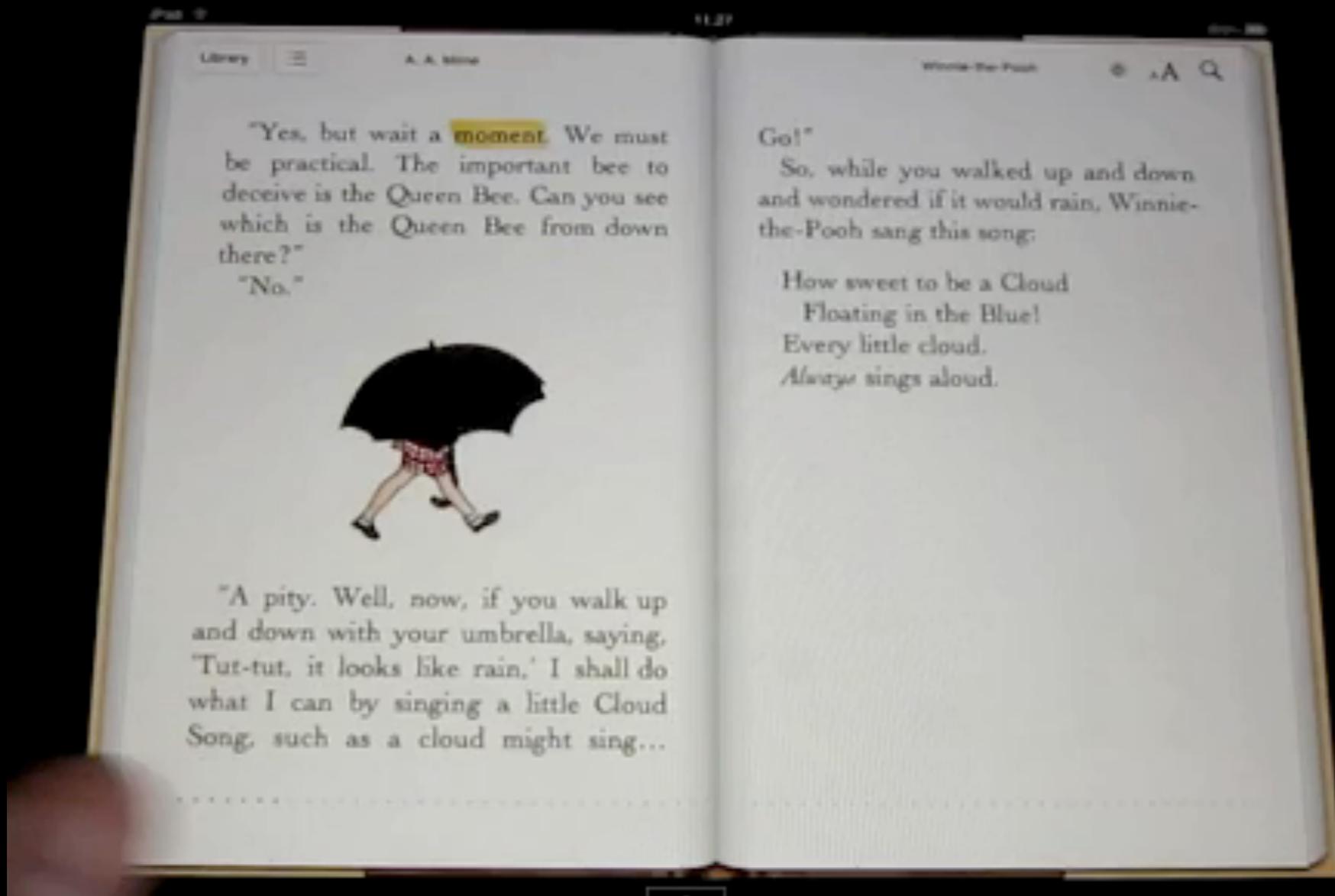
Physicality as Metaphor



Film Strip

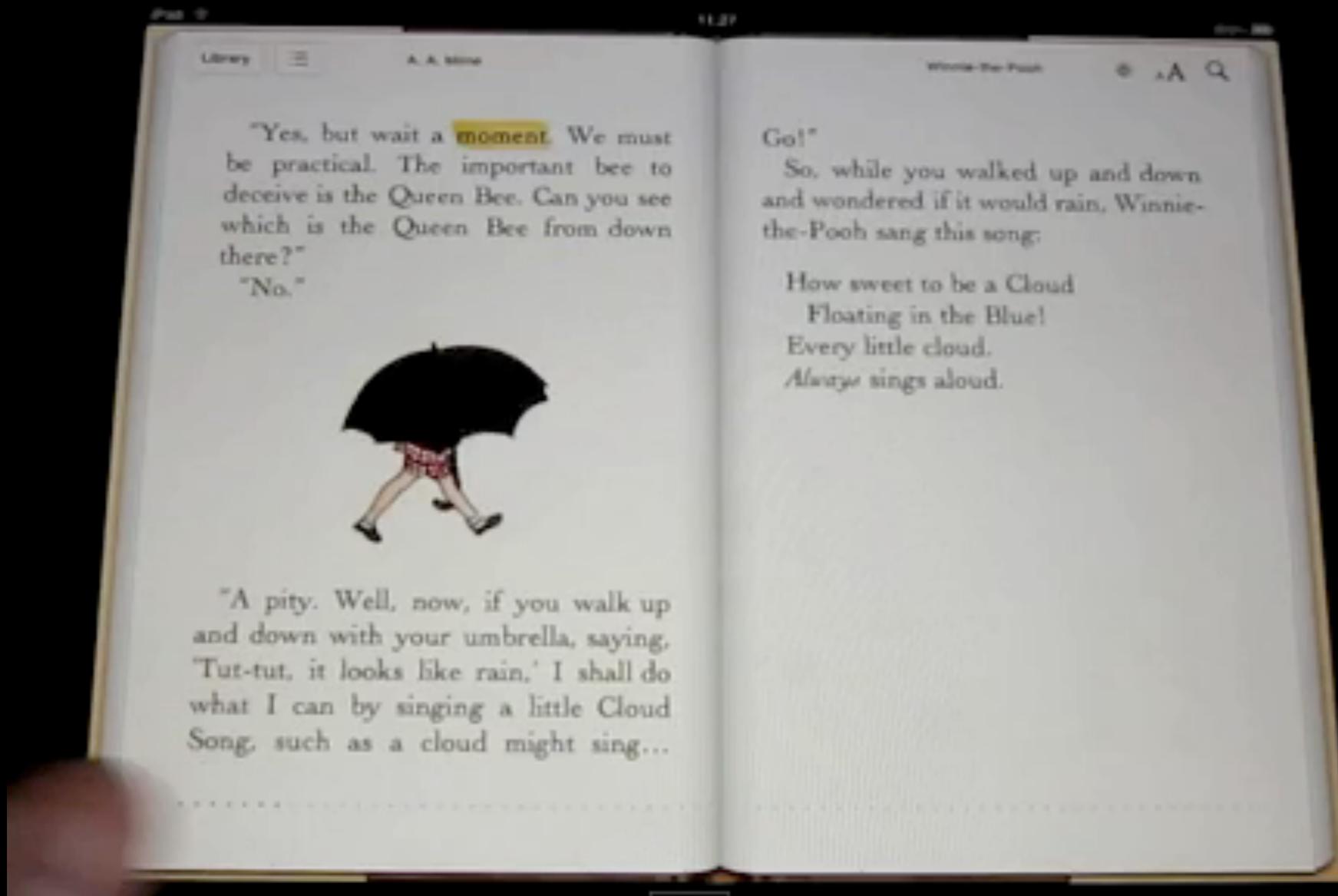


Physicality as Metaphor



Book

Physicality as Metaphor

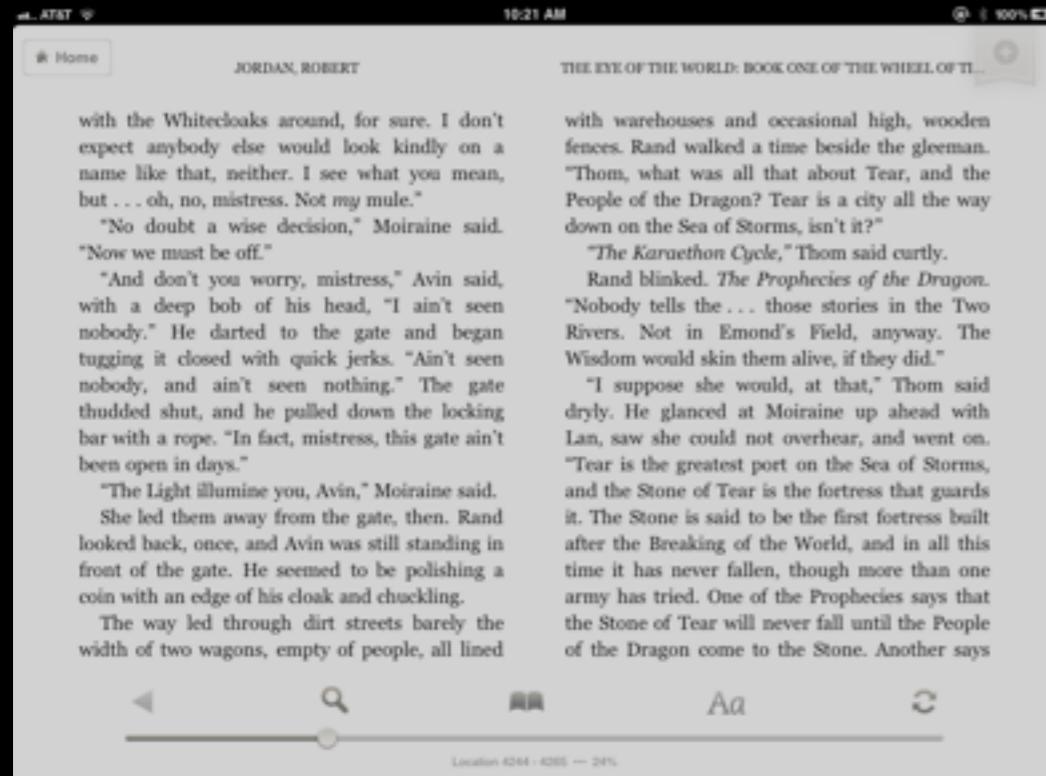


Book

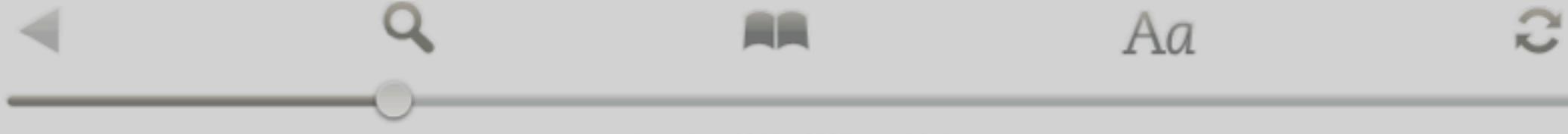
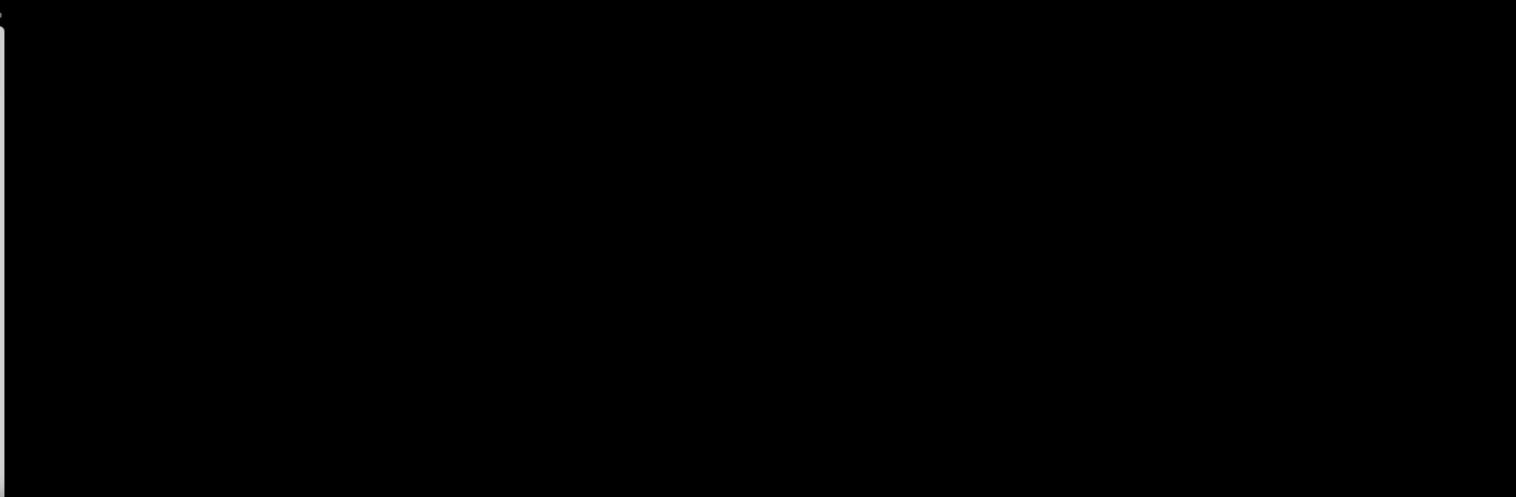
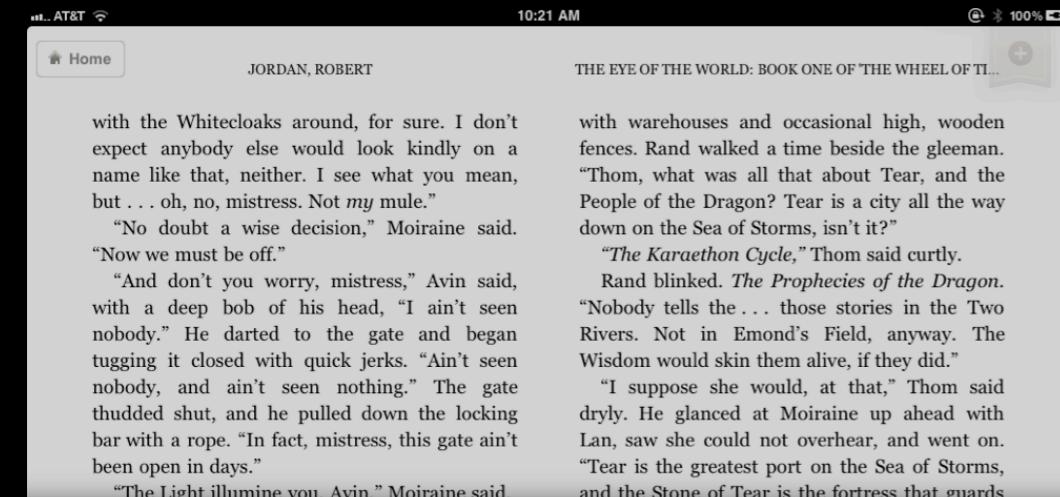
“Books have pages”

“Pages turn”

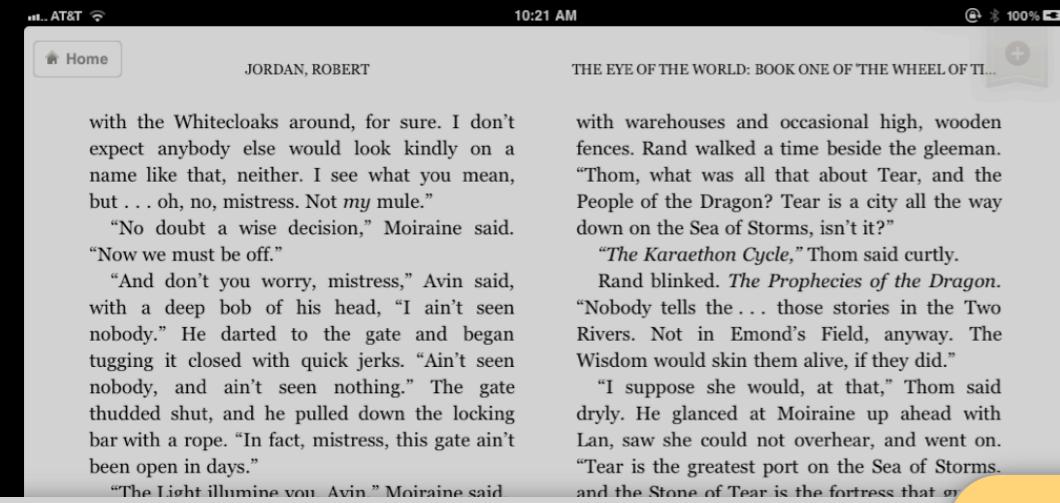
Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



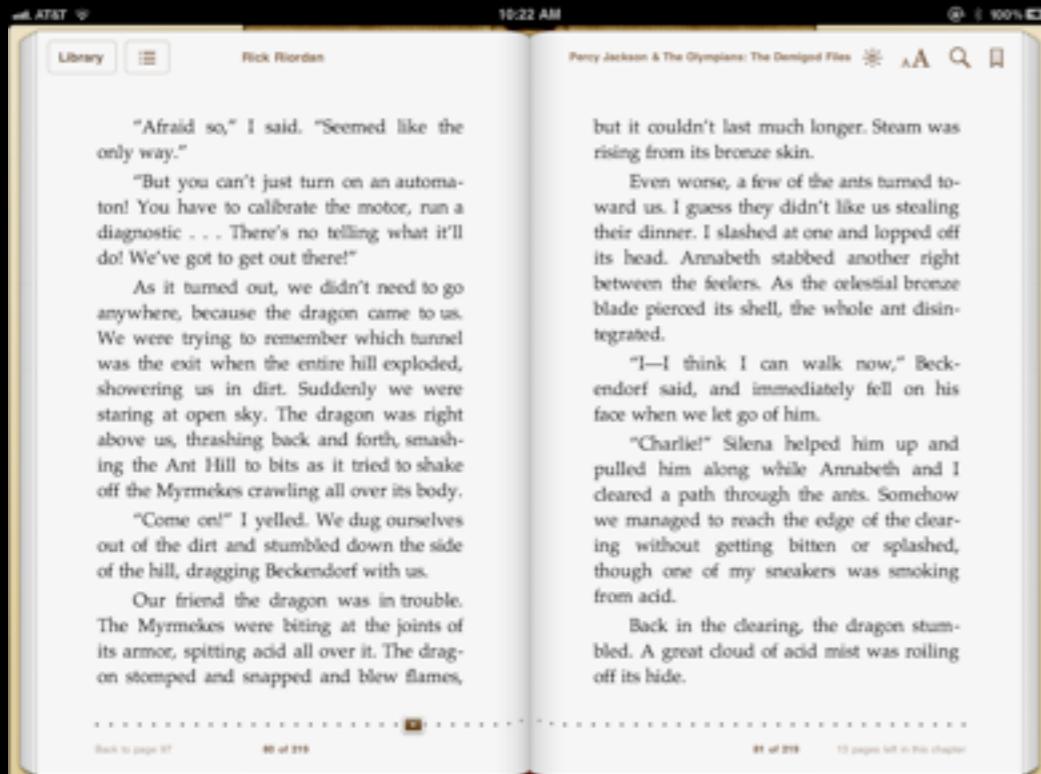
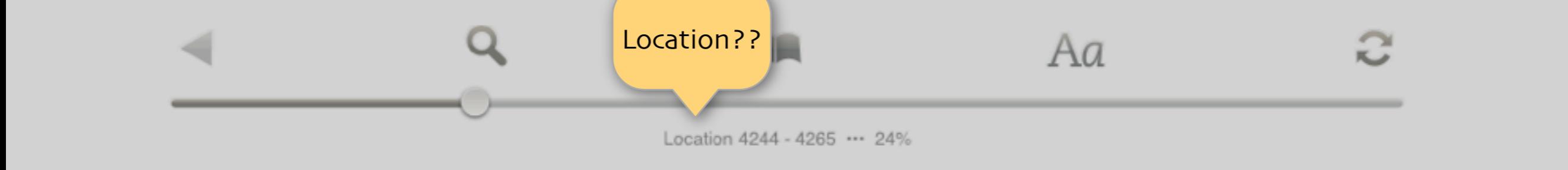
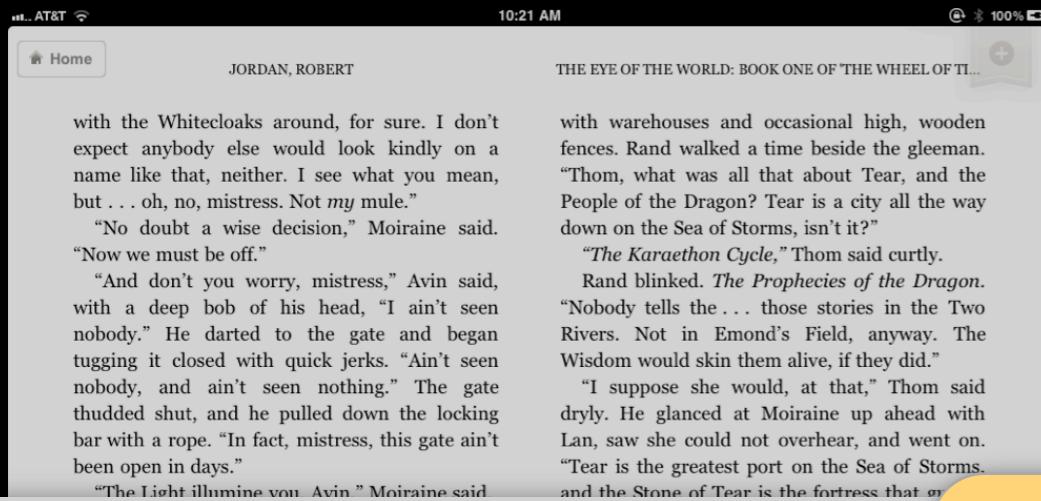
Anti-Pattern: Broken Metaphor



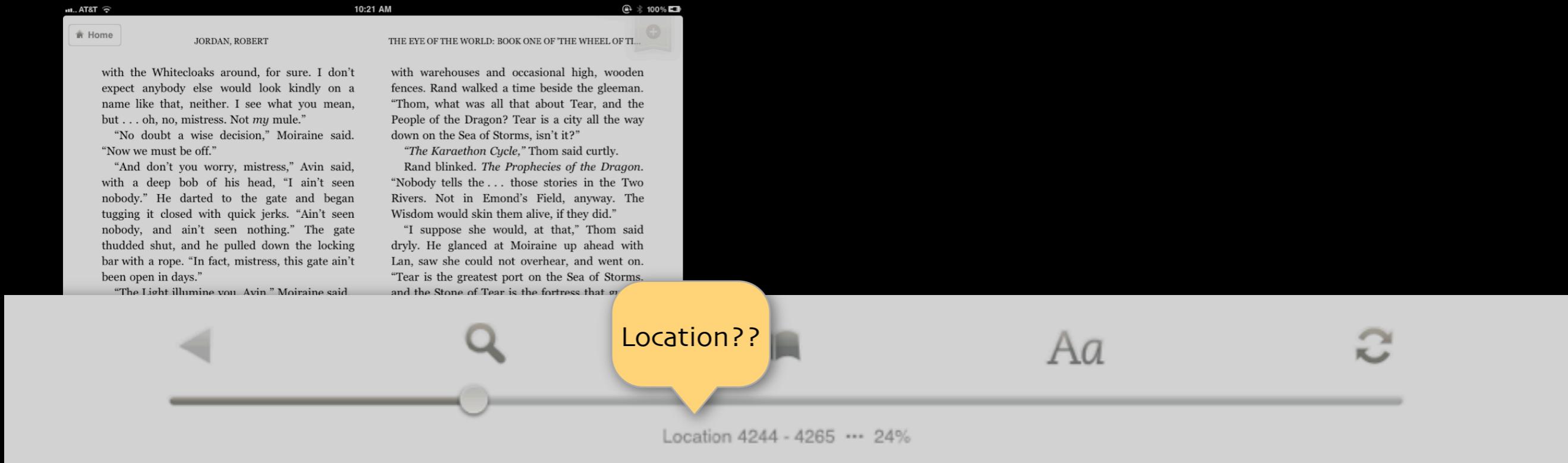
Location??

Location 4244 - 4265 ... 24%

Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



AT&T 10:21 AM 100% THE EYE OF THE WORLD: BOOK ONE OF 'THE WHEEL OF TIME'

Home JORDAN, ROBERT

with the Whitecloaks around, for sure. I don't expect anybody else would look kindly on a name like that, neither. I see what you mean, but . . . oh, no, mistress. Not *my* mule."

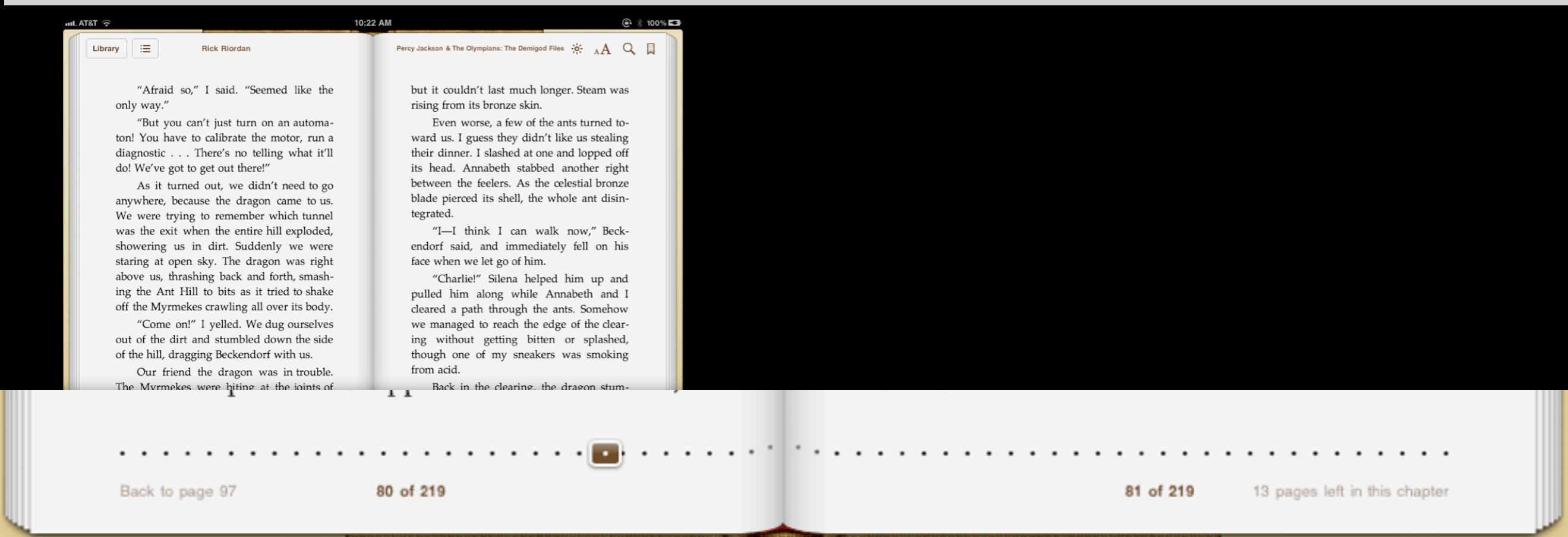
"No doubt a wise decision," Moiraine said. "Now we must be off."

"And don't you worry, mistress," Avin said, with a deep bob of his head, "I ain't seen nobody." He darted to the gate and began tugging it closed with quick jerks. "Ain't seen nobody, and ain't seen nothing." The gate thudded shut, and he pulled down the locking bar with a rope. "In fact, mistress, this gate ain't been open in days."

"The Light illuminates you, Avin," Moiraine said.

Location??

Location 4244 - 4265 ... 24%



AT&T 10:22 AM 100% Percy Jackson & The Olympians: The Demigod Files

Library Rick Riordan

"Afraid so," I said. "Seemed like the only way."

"But you can't just turn on an automaton! You have to calibrate the motor, run a diagnostic . . . There's no telling what it'll do! We've got to get out there!"

As it turned out, we didn't need to go anywhere, because the dragon came to us. We were trying to remember which tunnel was the exit when the entire hill exploded, showering us in dirt. Suddenly we were staring at open sky. The dragon was right above us, thrashing back and forth, smashing the Ant Hill to bits as it tried to shake off the Myrmekes crawling all over its body.

"Come on!" I yelled. We dug ourselves out of the dirt and stumbled down the side of the hill, dragging Beckendorf with us.

Our friend the dragon was in trouble. The Myrmekes were biting at the joints of

but it couldn't last much longer. Steam was rising from its bronze skin.

Even worse, a few of the ants turned toward us. I guess they didn't like us stealing their dinner. I slashed at one and lopped off its head. Annabeth stabbed another right between the feelers. As the celestial bronze blade pierced its shell, the whole ant disintegrated.

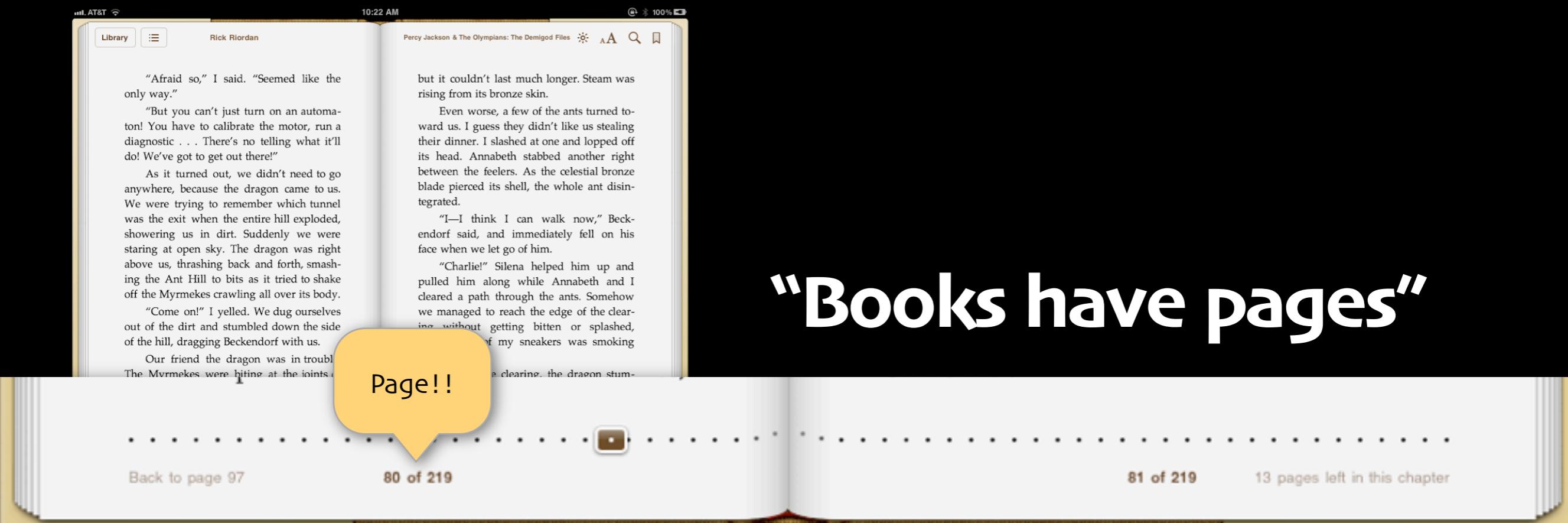
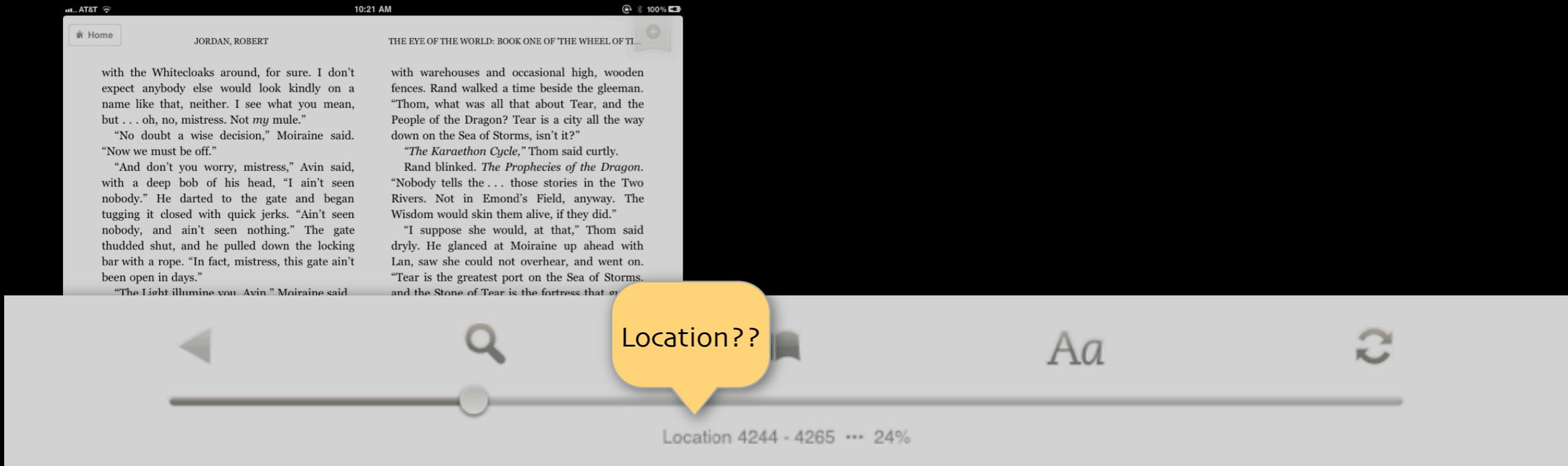
"I—I think I can walk now," Beckendorf said, and immediately fell on his face when we let go of him.

"Charlie!" Silena helped him up and pulled him along while Annabeth and I cleared a path through the ants. Somehow we managed to reach the edge of the clearing without getting bitten or splashed, though one of my sneakers was smoking from acid.

Back in the clearing, the dragon stum...

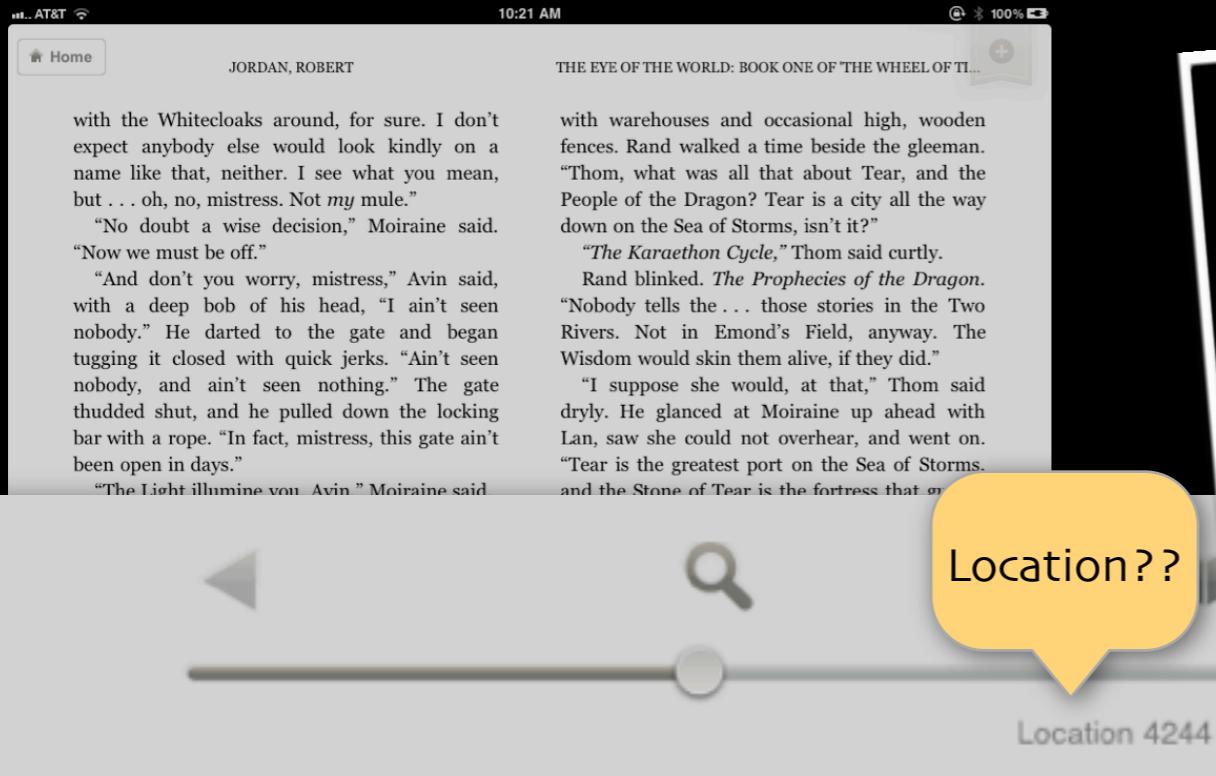
Back to page 97 80 of 219 81 of 219 13 pages left in this chapter

Anti-Pattern: Broken Metaphor



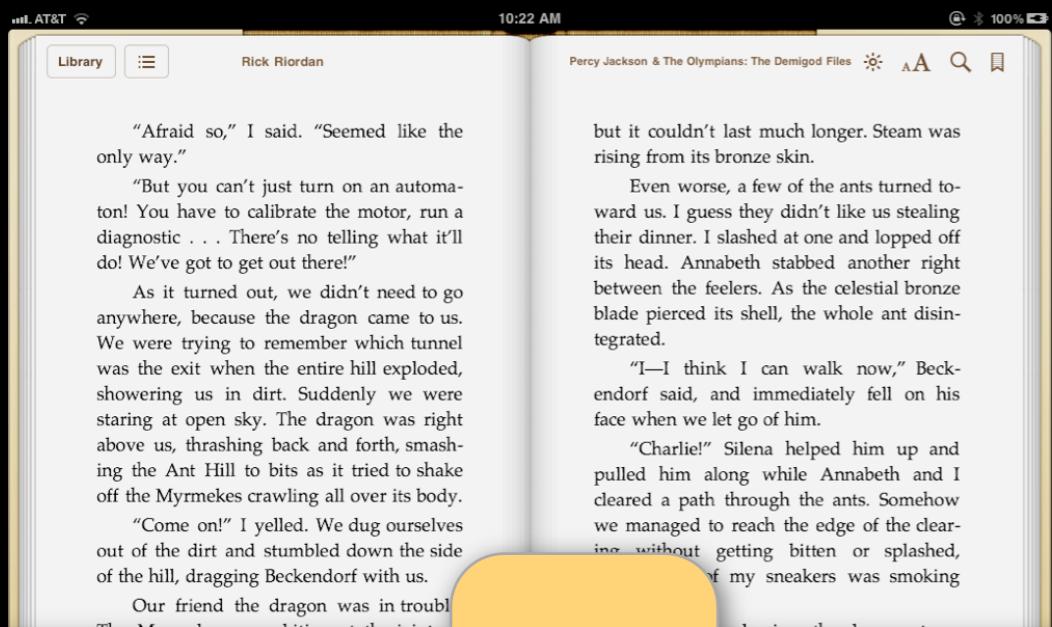
“Books have pages”

Anti-Pattern: Broken Metaphor



Don't break the metaphor for the underlying implementation model.

The user's mental model is the experience cushion.



“Books have pages”

Break the Metaphor with Magic

Break the Metaphor with Magic

Back to page 97

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13 pages left in this chapter

Break the Metaphor with Magic

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13 pages left in this chapter

Back to
orig page

Break the Metaphor with Magic

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orig page

You are
this far

Break the Metaphor with Magic

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13 pages left in this chapter

Back to
orig page

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here

Break the Metaphor with Magic

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Back to
orig page

You are
this far

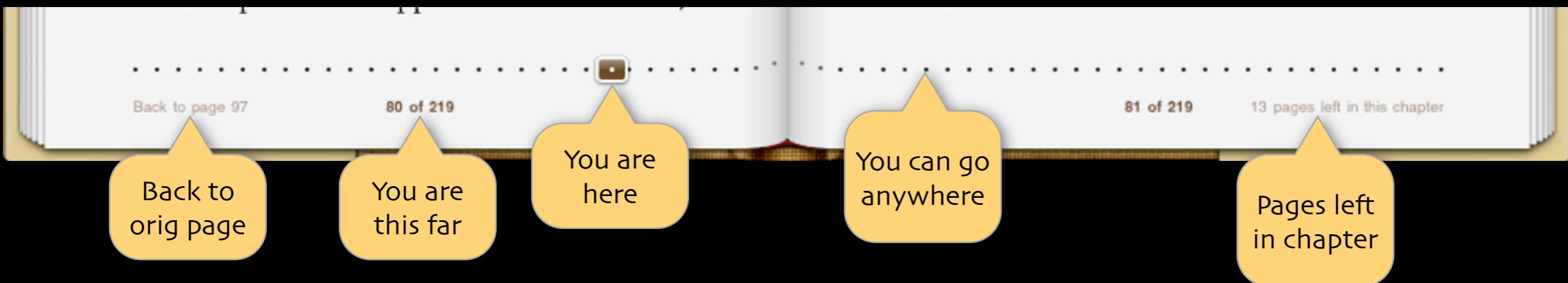
You are
here

You can go
anywhere

81 of 219

13 pages left in this chapter

Break the Metaphor with Magic



Break the Metaphor with Magic

Tap to
change
page

Back to page 97

80 of 219

You are
here

You can go
anywhere

81 of 219

13 pages left in this chapter

Back to
orig page

You are
this far

Pages left
in chapter

Break the Metaphor with Magic

Tap to
change
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Back to page 97

80 of 219

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orig page

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81 of 219

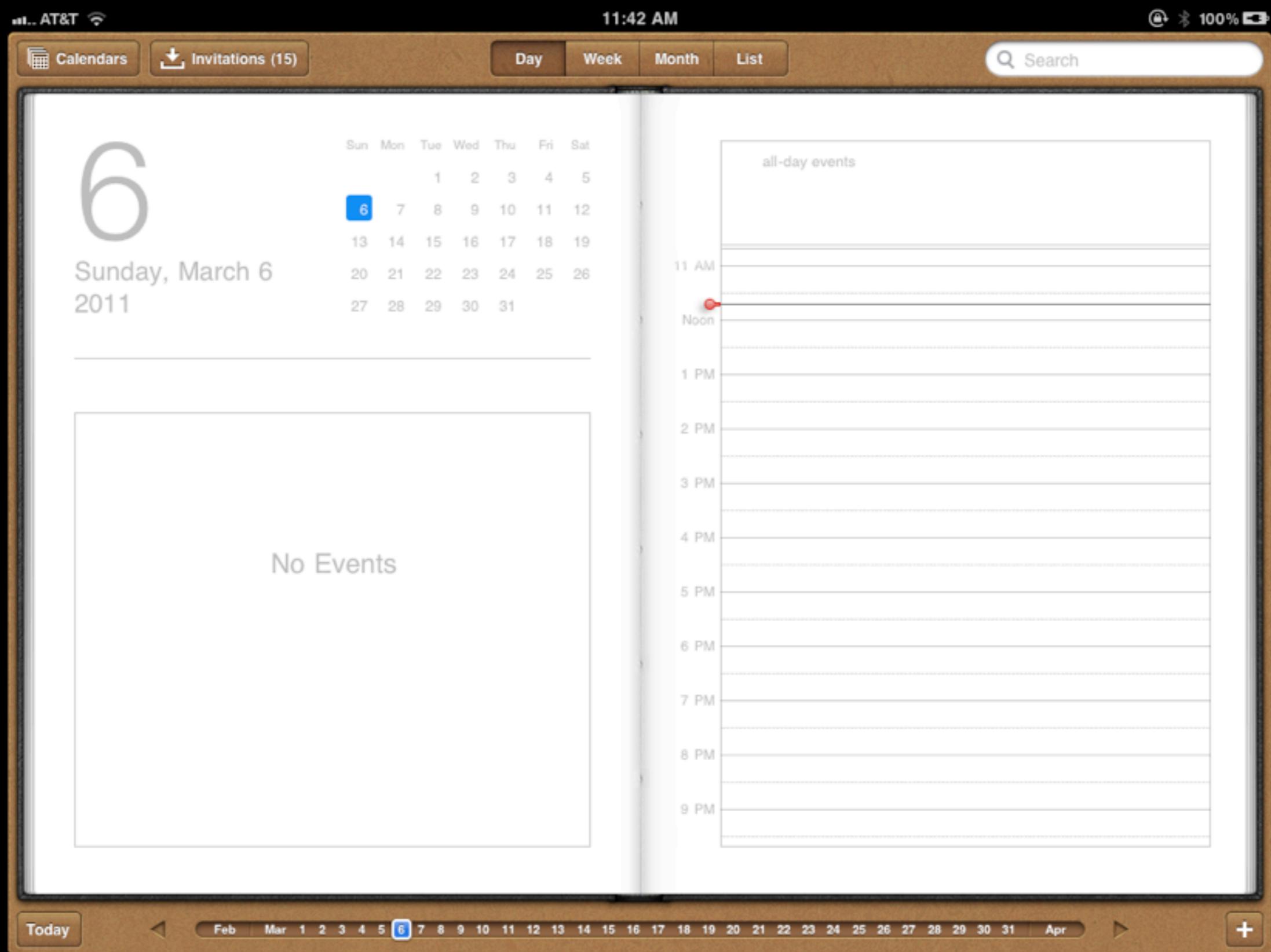
13 pages left in this chapter

Pages left
in chapter

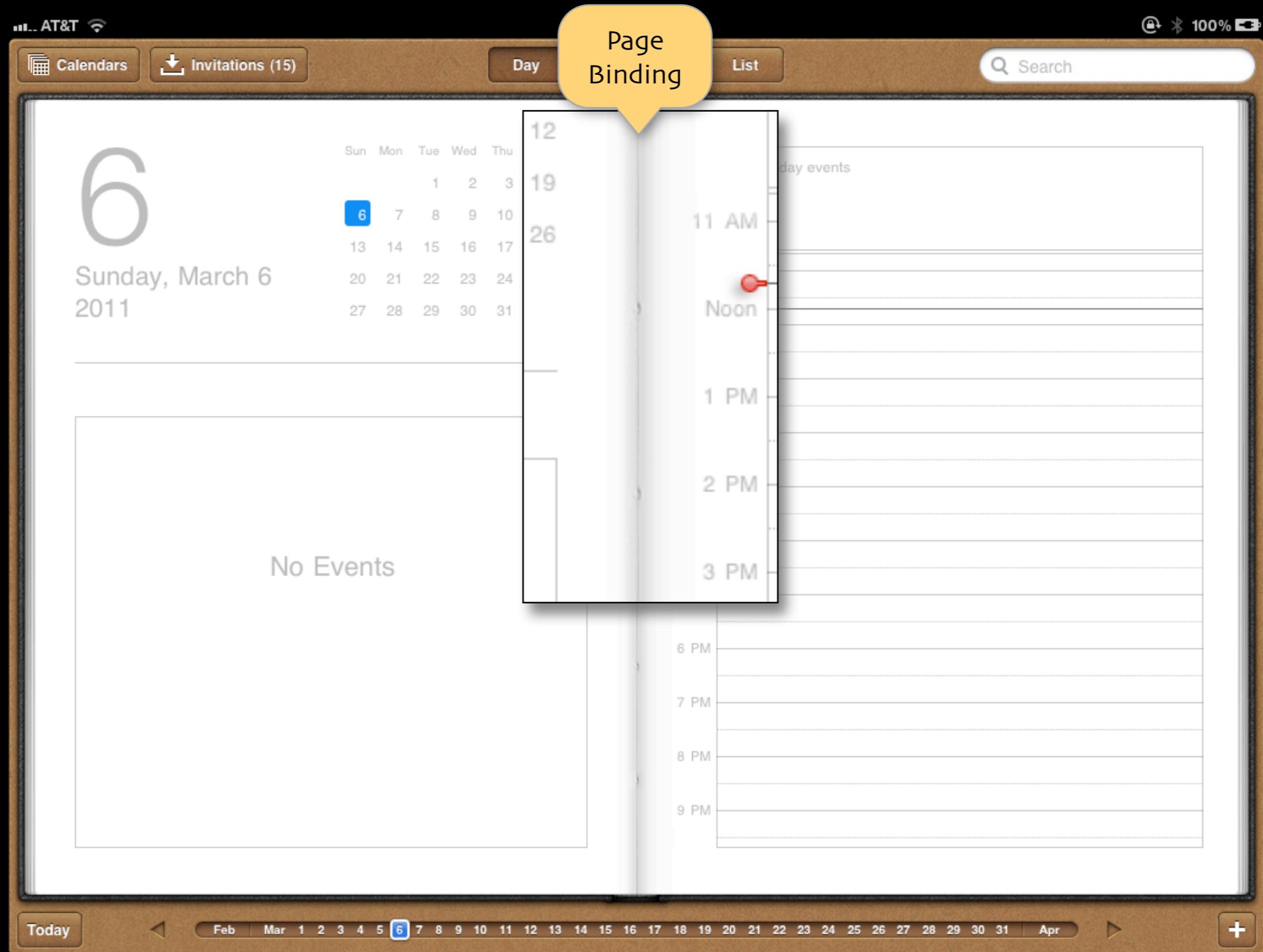
Strict physicality is hard work.

Use magic to simplify the real
world.

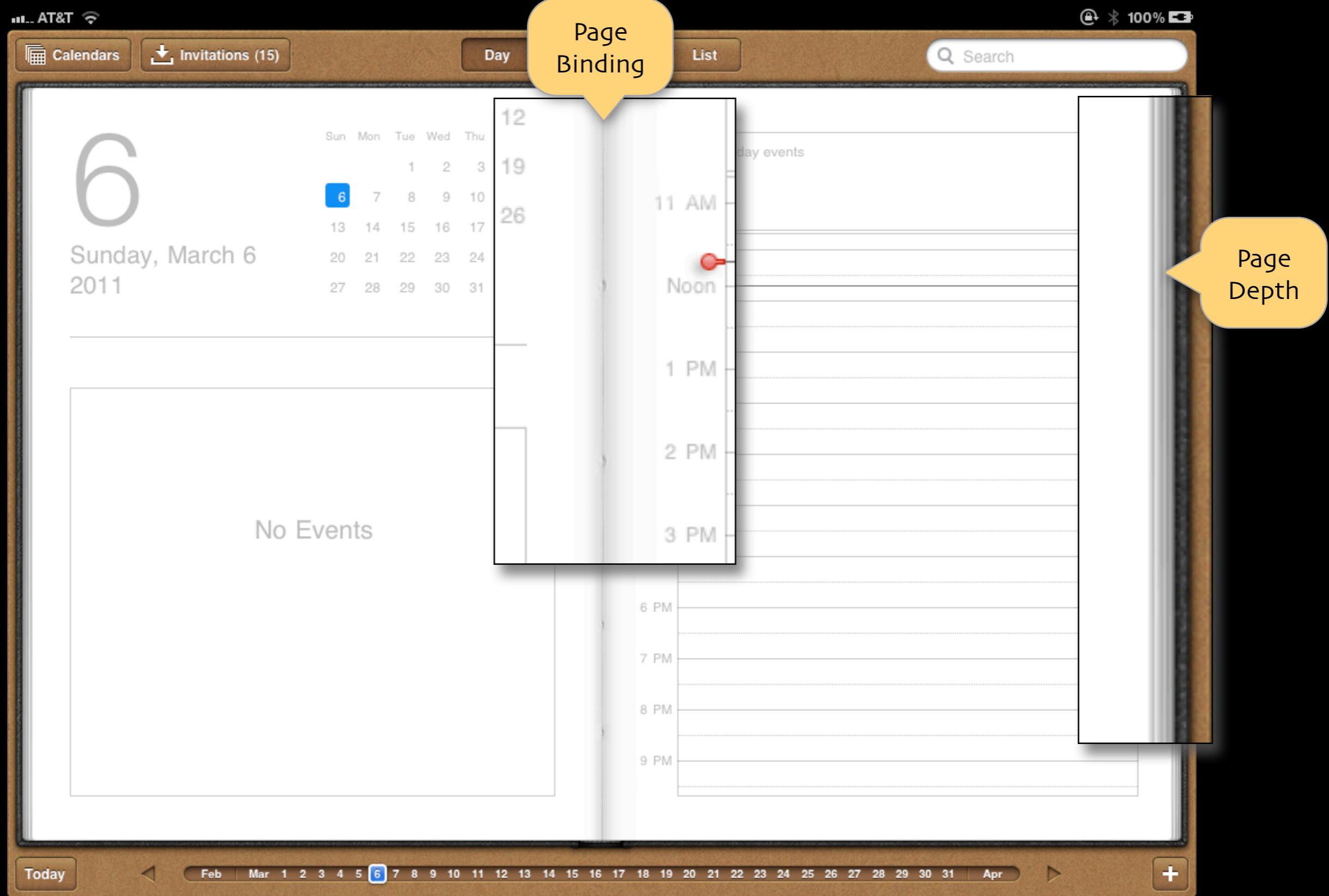
To Flick or not to Flick



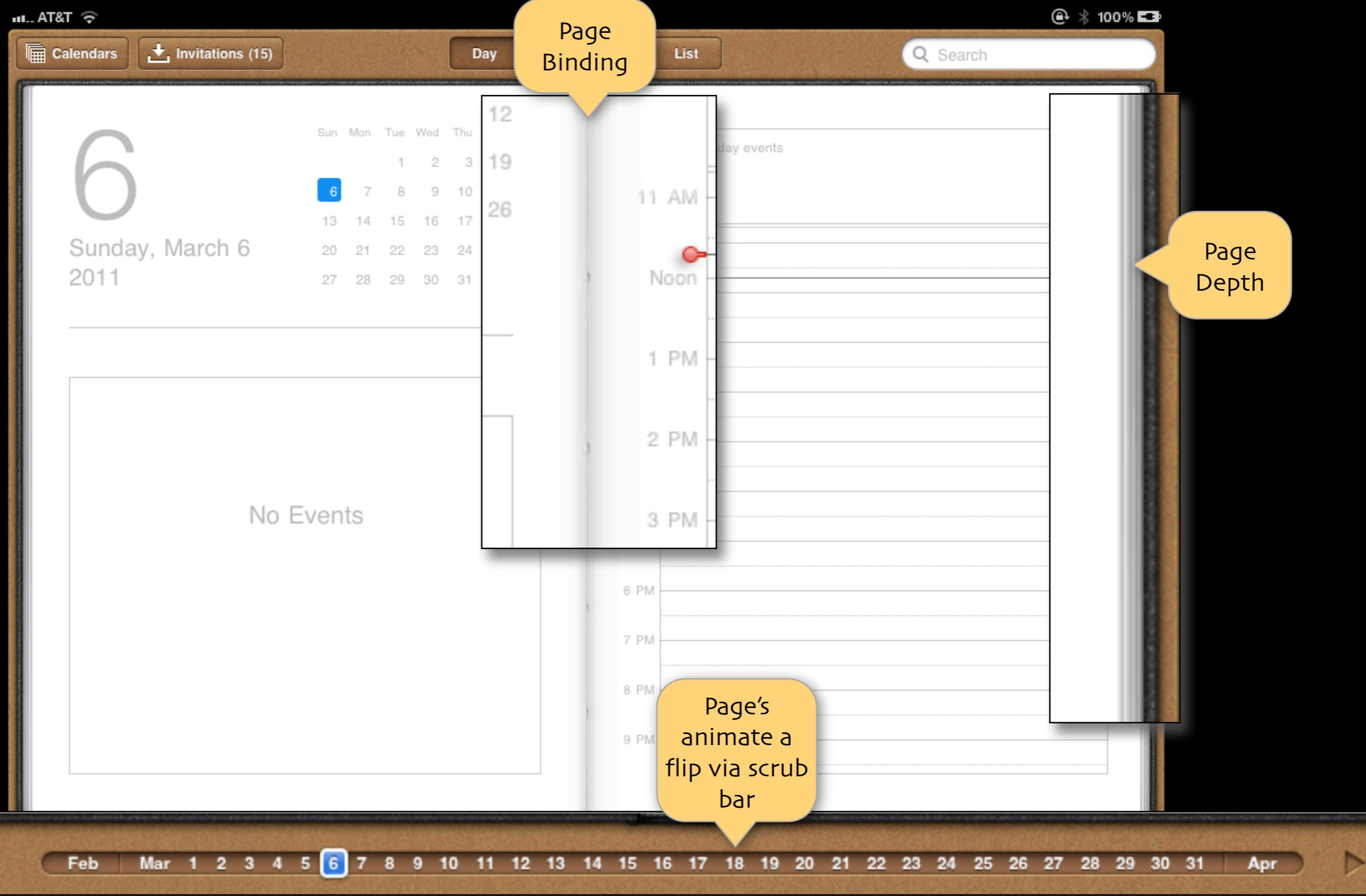
To Flick or not to Flick



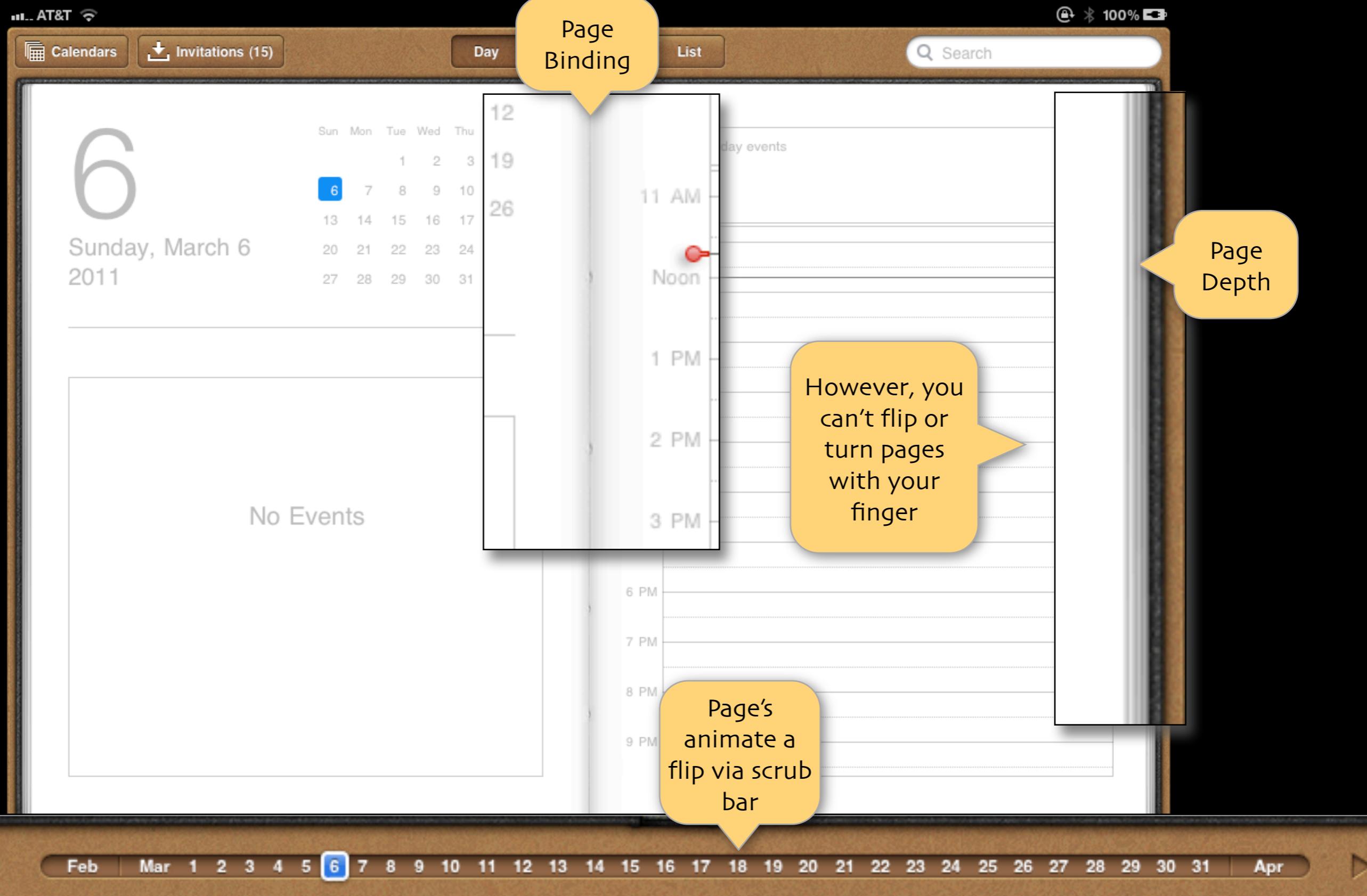
To Flick or not to Flick



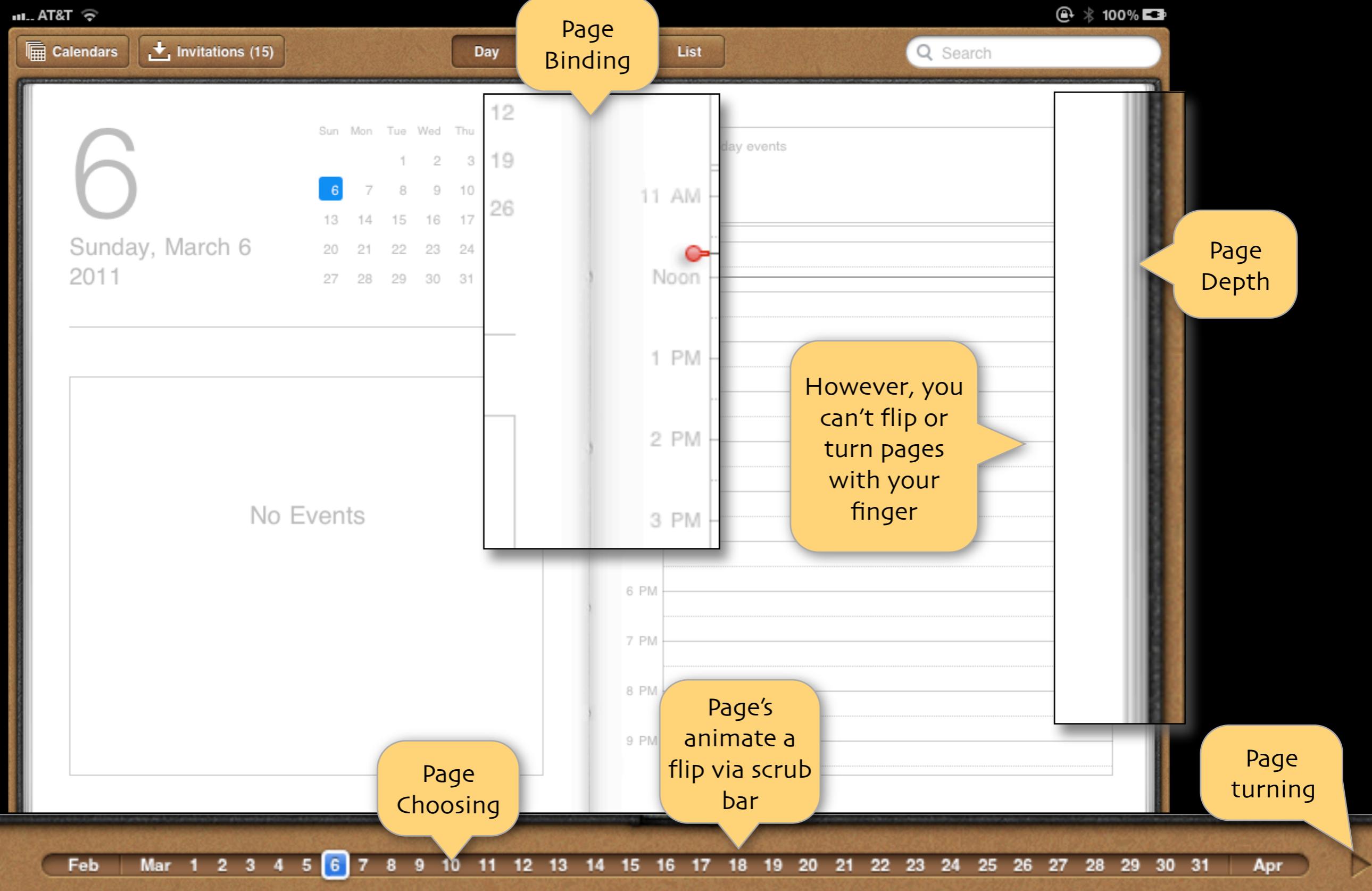
To Flick or not to Flick



To Flick or not to Flick



To Flick or not to Flick

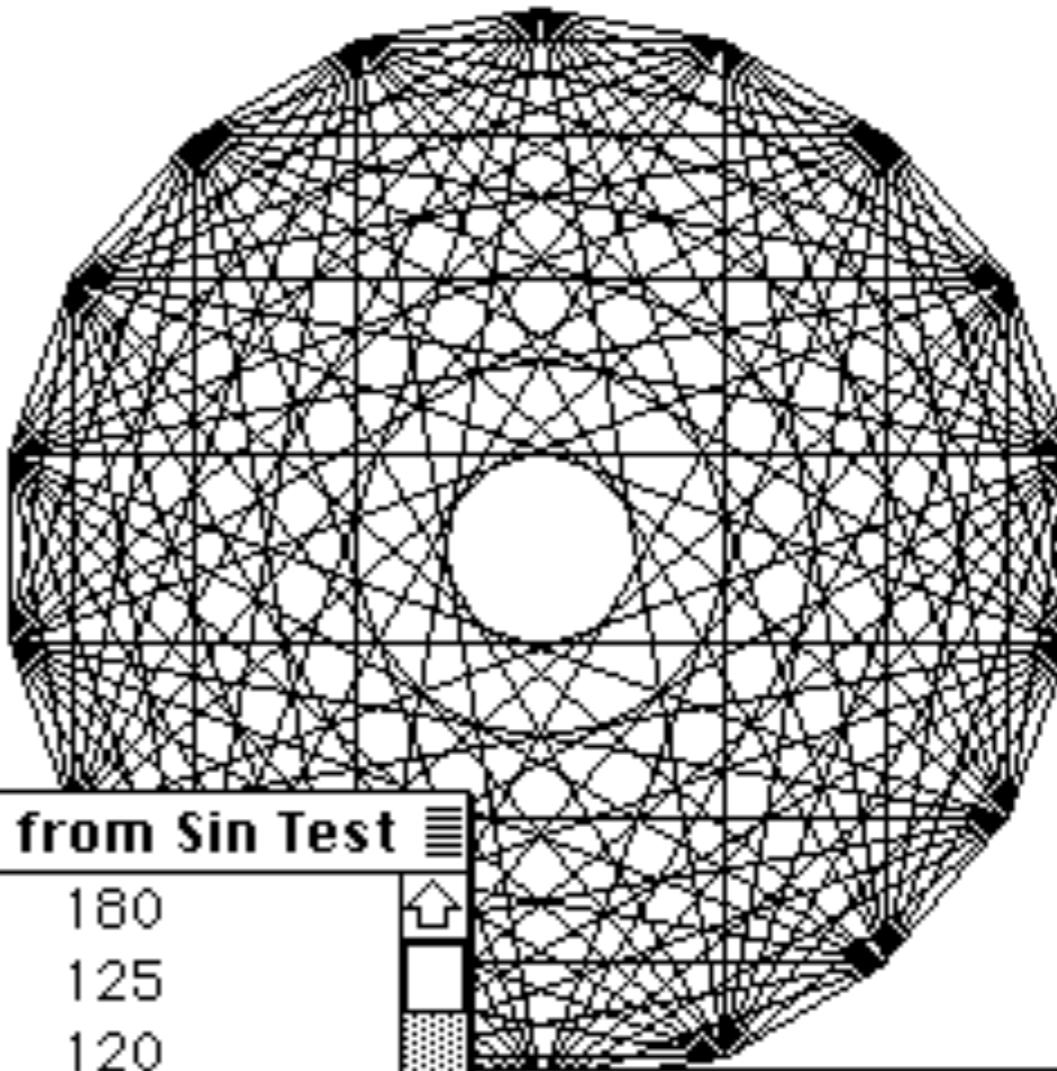


**Use Directness
to Simulate
Physicality**

Text of Sin Test

```
for a = 1 to p
    an = (a/f)*(3.1415/3
    x%(a) = x0 + r*sin(an)
    y%(a) = y0+r*cos(an)
next a
dlim = p/2-1
for d = 1 to dlim
    for j = 1 to p
        j1 = j + d
        if j1 > p then j1
        plot x%(j),y%(j);x
    next j
next d
next f
loop
end
```

Sin Test



Variables from Sin Test

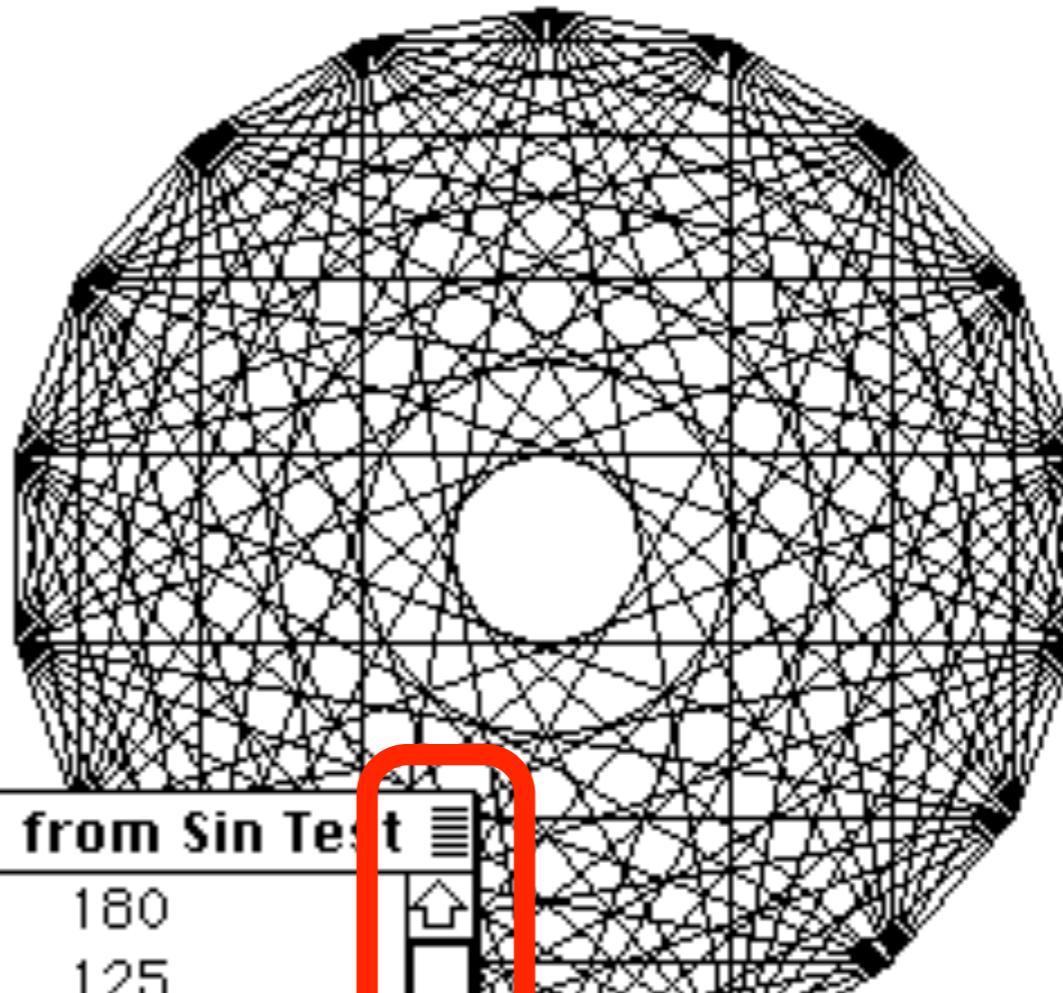
X0	180
Y0	125
R	120
F	3
P	18

END

Text of Sin Test

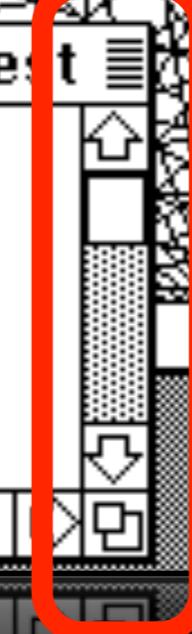
```
for a = 1 to p
    an = (a/f)*(3.1415/3
    x%(a) = x0 + r*sin(an)
    y%(a) = y0+r*cos(an)
next a
dlim = p/2-1
for d = 1 to dlim
    for j = 1 to p
        j1 = j + d
        if j1 > p then j1
        plot x%(j),y%(j);x
    next j
next d
next f
loop
end
```

Sin Test

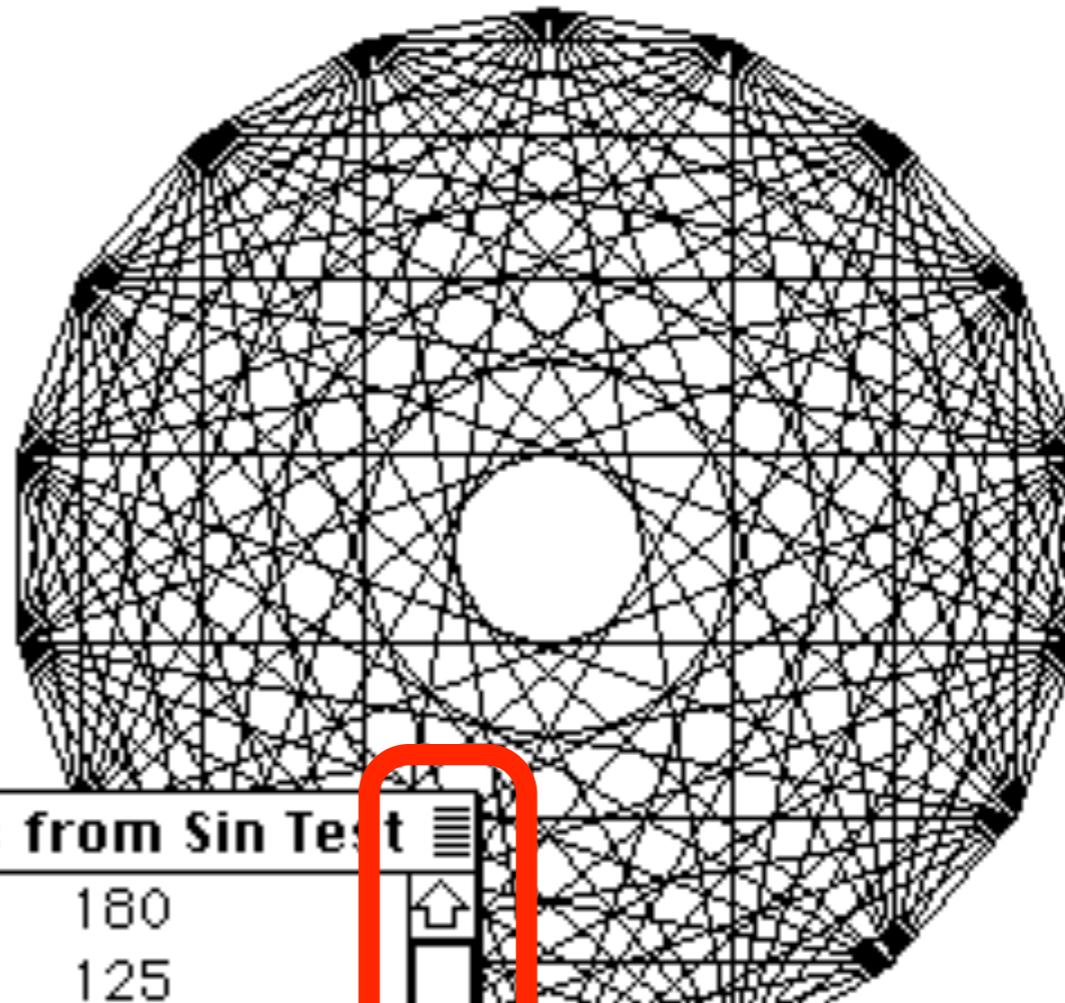


Variables from Sin Test

X0	180
Y0	125
R	120
F	3
P	18

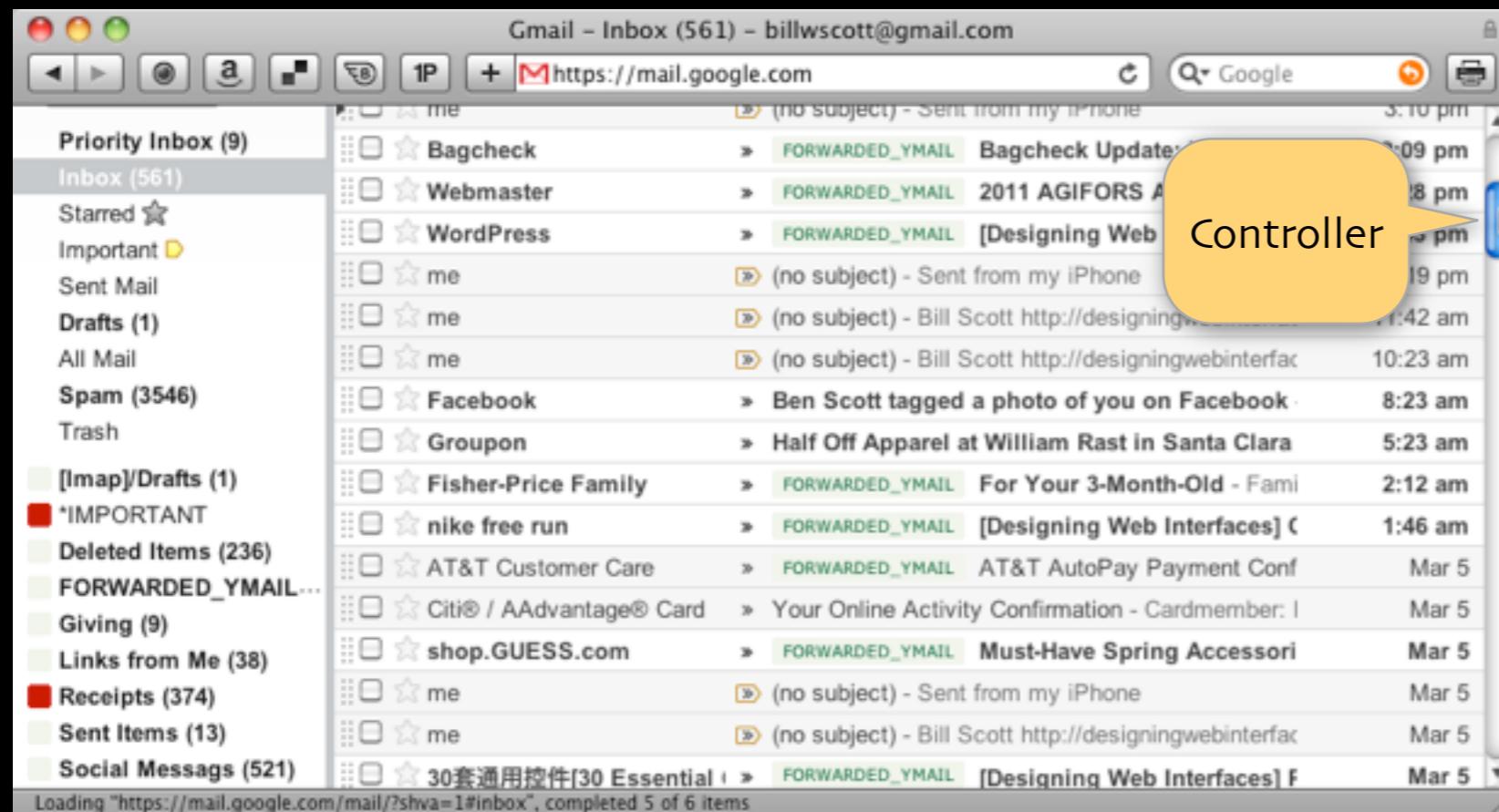


END

Text of Sin Test	Sin Test										
<pre>for a = 1 to p an =(a/f)*(3.1415/3 x%(a) = x0 + r*sin(an) y%(a) = y0+r*cos(an) next a dlim = p/2-1 for d = 1 to dlim for j = 1 to p j1 = j + d if j1 > p then j1 plot x%(j),y%(j);x next j next d next f loop end</pre>											
	<p>Variables from Sin Test</p> <table border="1"><tr><td>X0</td><td>180</td></tr><tr><td>Y0</td><td>125</td></tr><tr><td>R</td><td>120</td></tr><tr><td>F</td><td>3</td></tr><tr><td>P</td><td>18</td></tr></table>	X0	180	Y0	125	R	120	F	3	P	18
X0	180										
Y0	125										
R	120										
F	3										
P	18										

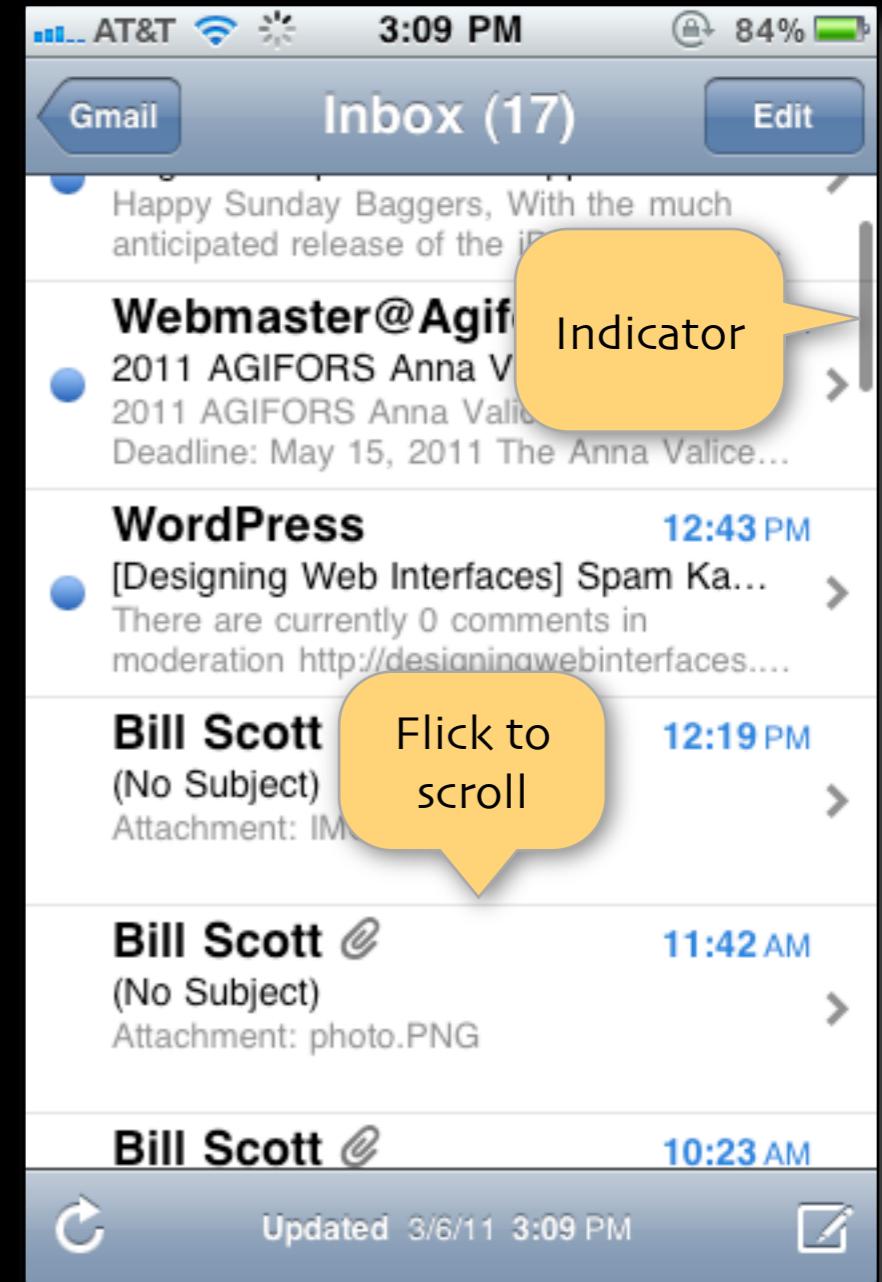
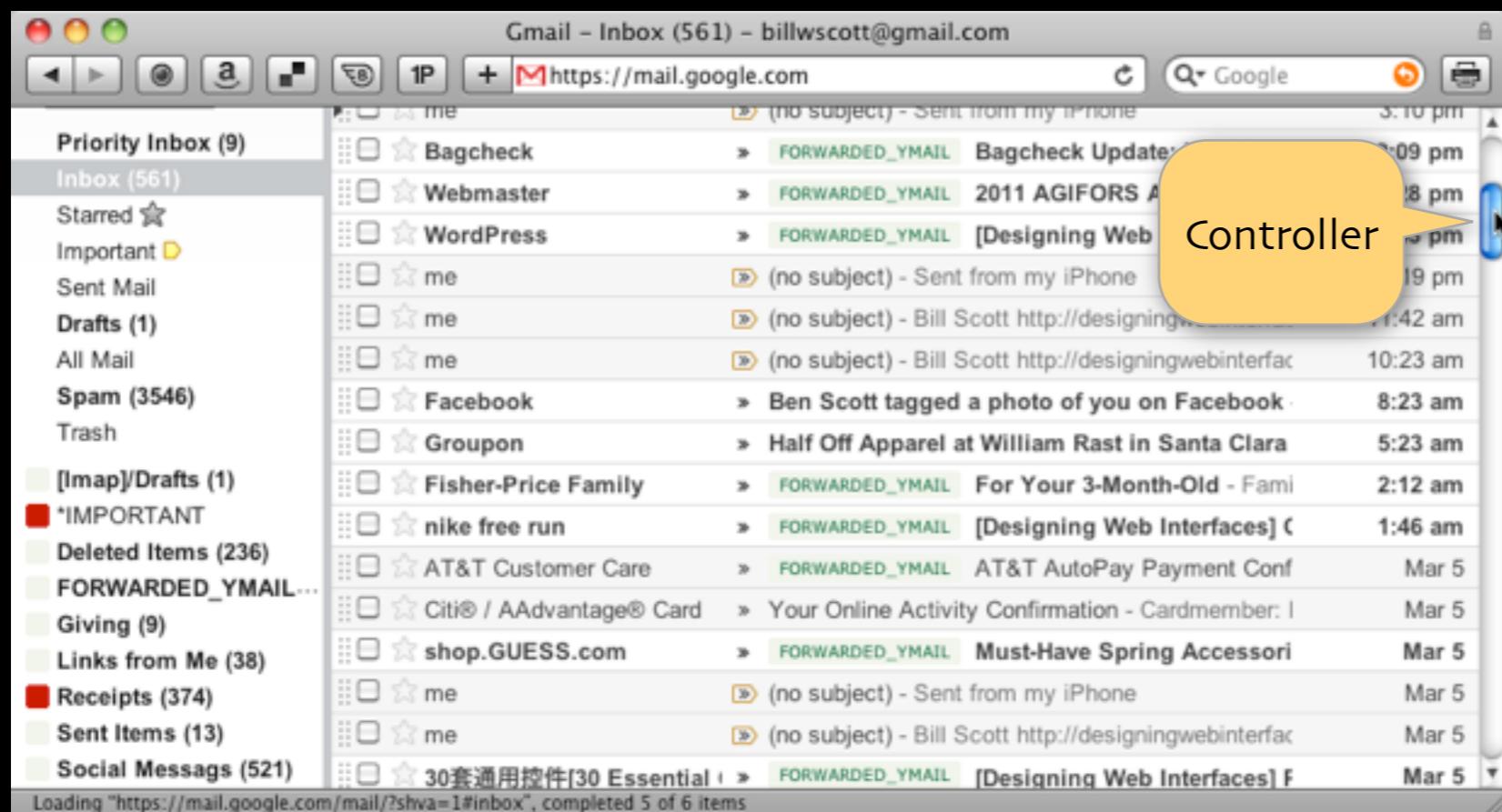
in 1984, this was physicality - the scrollbar

Scrollbar Evolution



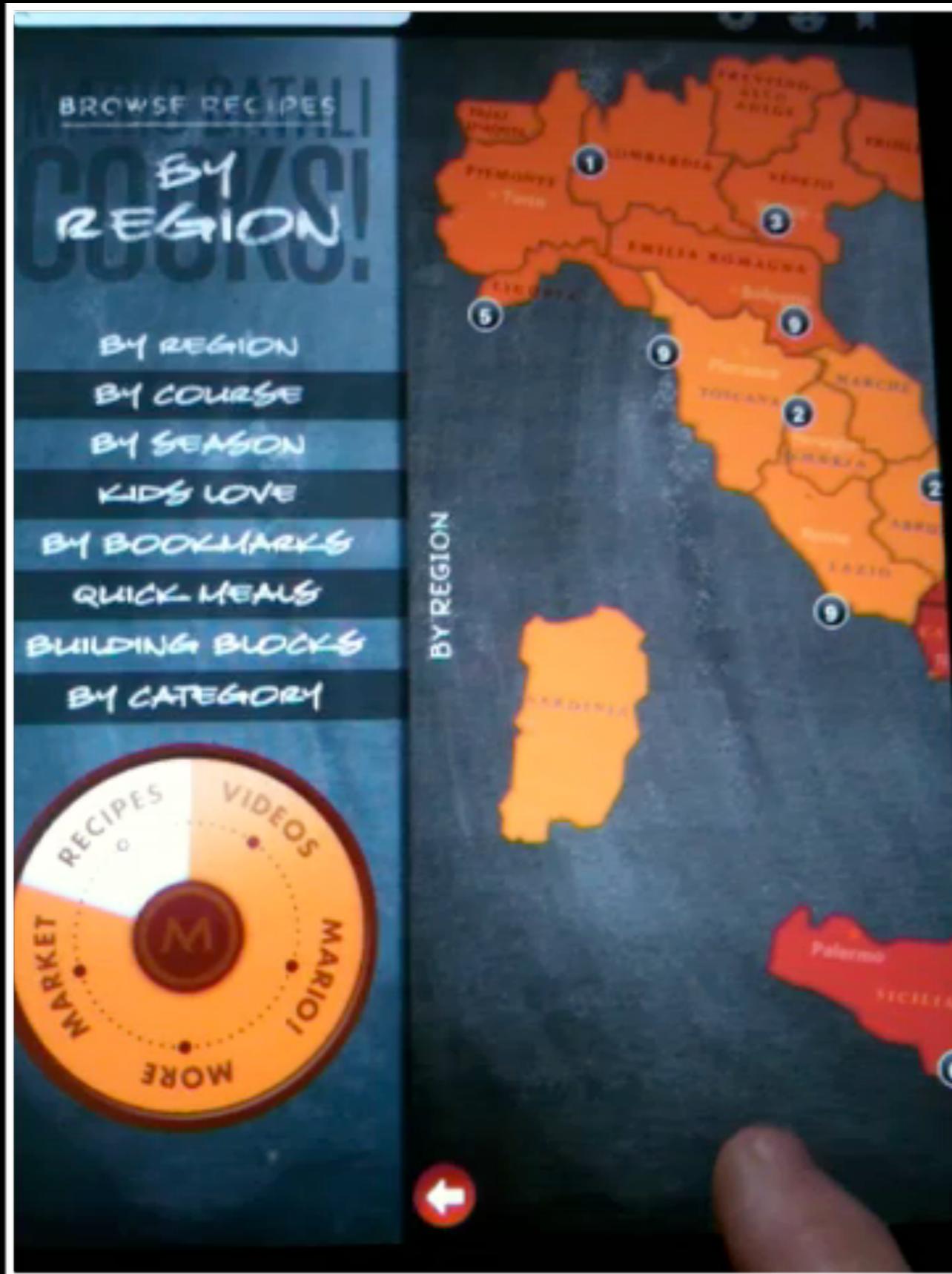
Scrollbar Evolution

From **Controller** to **Indicator**
Content is scrolled instead of scrollbar



Thumbwheel is an evolution as well

It must feel real



It must feel real



Make sure event
handling is consistent

It must feel real



Make sure event handling is consistent

Remember fingers are fat. Real estate is limited

It must feel real



Make sure event handling is consistent

Remember fingers are fat. Real estate is limited

Anti-Pattern: Mismatched Metaphor

The screenshot shows a web-based real estate search application. The interface includes a sidebar with a map of North America and a 'SEARCH AREA' dropdown. The main content area has a 'Search' bar and a 'Favorites' button. A table lists properties with columns for Price, Sq. Ft., Bedrooms, Bath, and Stories. A map of the San Antonio area is displayed on the right. A blue callout box at the bottom right encourages users to 'DROP YOUR FAVORITES HERE'.

Price	Sq. Ft.	Bedrooms	Bath	Stories
\$485,000	948	2	2	2
\$225,000	7788	2	2	2
\$270,000	912	2	2	2
\$190,000	933	2	2	2
\$145,000	1090	2	4	2
15,000,000	3458	6	3	2
1931,000	1313	4	2	2
12,390,000	2689	3	4	2
\$123,000	1313	3	2	2
\$186,000	1458	3	2	2
\$715,000	1258	3	2	2
\$403,000	1118	2	2	2
\$163,000	1378	4	3	2
\$450,000	1018	2	2	2
1635,000	1300	4	2	2

Property Information Pictures

Drop your favorites here
You have 2 properties in your favorites.

Anti-Pattern: Mismatched Metaphor

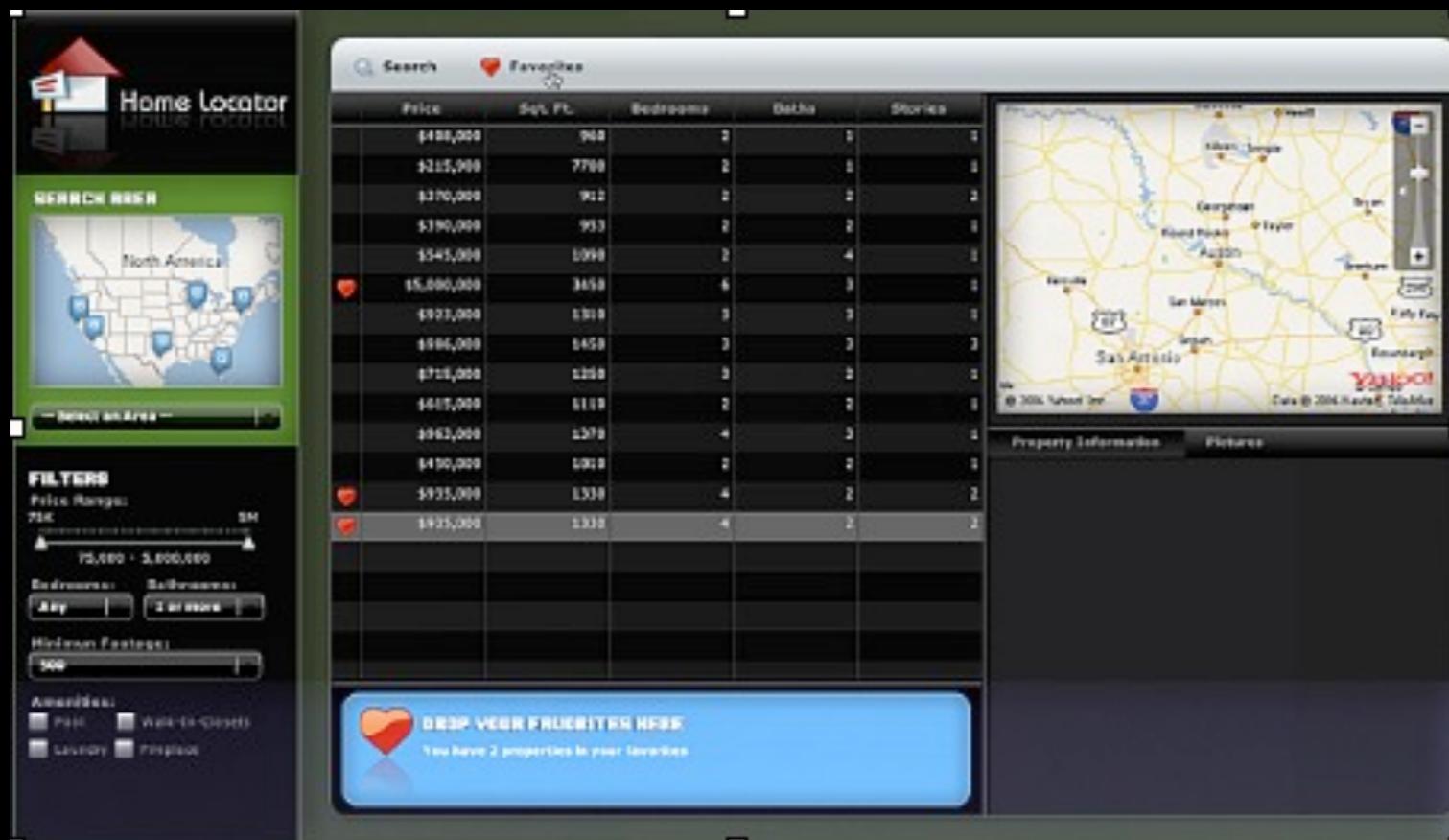
The screenshot shows a web-based real estate search application. The interface includes a sidebar with a map of North America and a 'SEARCH AREA' dropdown. The main area has a 'FILTERS' sidebar with options for Price Range (75K to 5,000,000), Bed/Bath (Any, 2+ bedrooms), and Minimum Price (500). The main content area displays a table of properties with columns: Price, Sq. Ft., Bedrooms, Bath, and Stories. A 'Favorites' button is at the top right of the table. A map of the San Antonio area is shown on the right, with a red dot indicating a specific property location. A blue callout box at the bottom right encourages users to 'DROP YOUR FAVORITES HERE'.

Price	Sq. Ft.	Bedrooms	Bath	Stories
\$485,000	948	2	2	2
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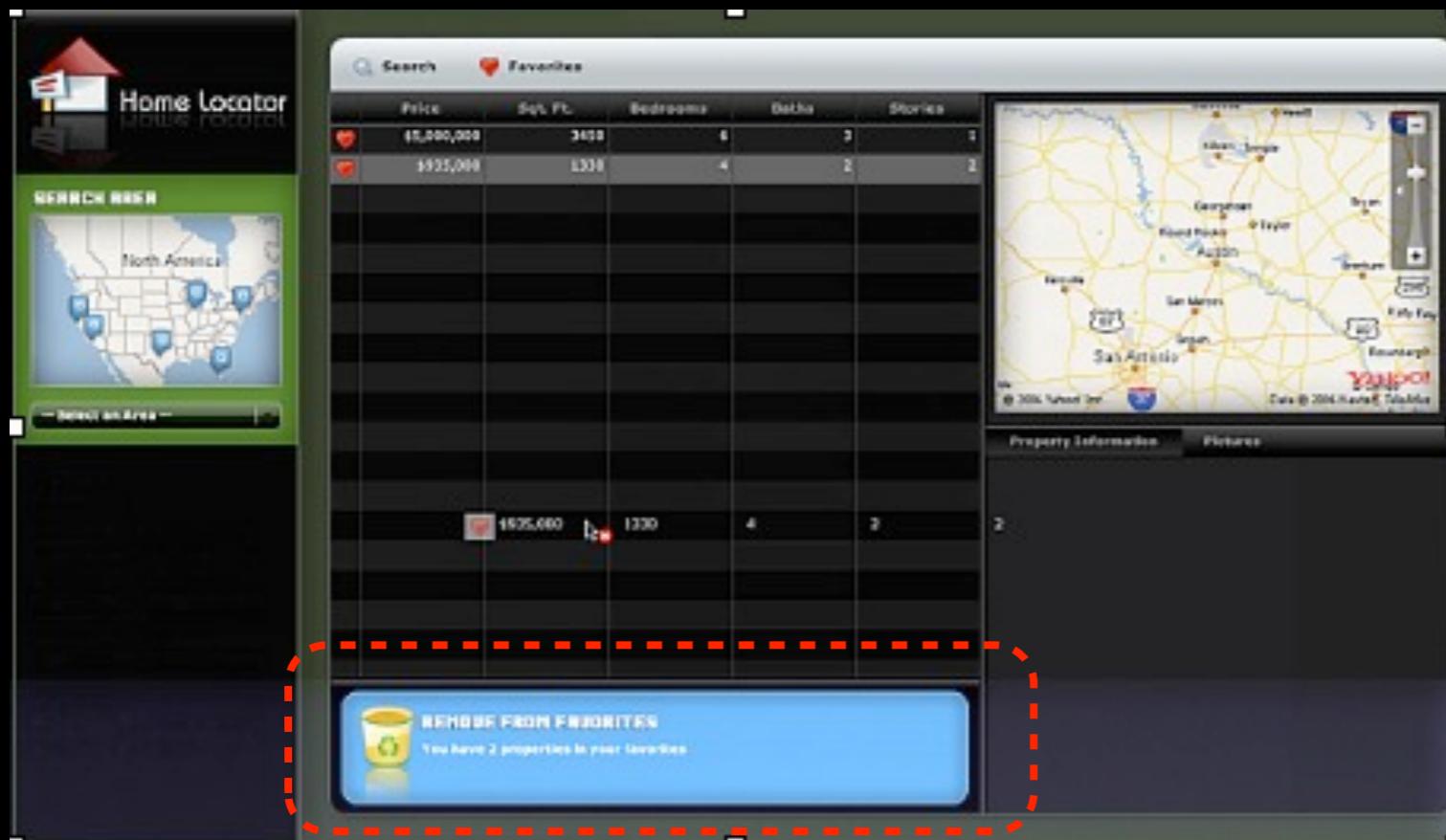
Property Information Pictures

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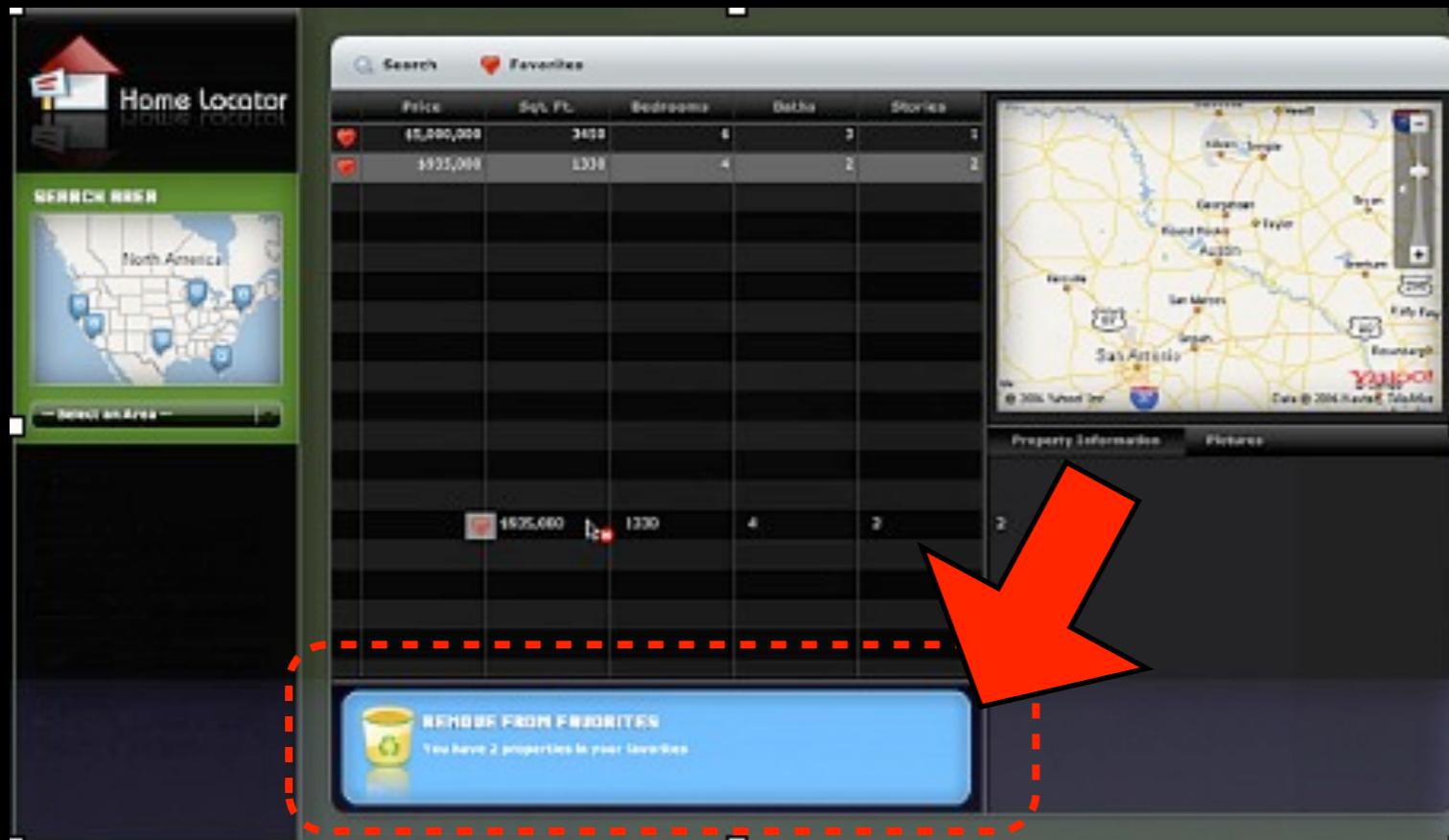


Anti-Pattern: Mismatched Metaphor



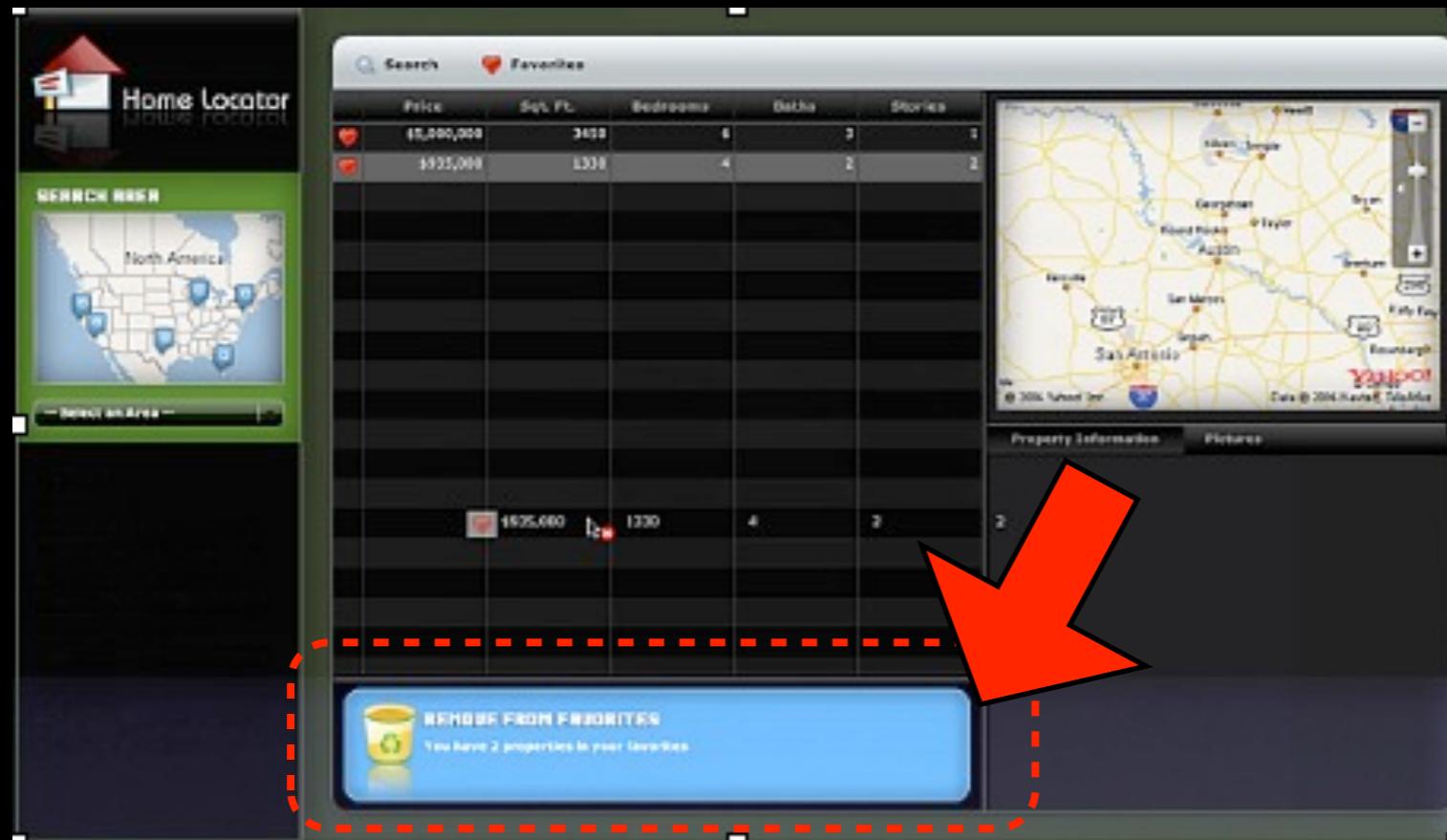
anti-pattern: **artificial construct**

Anti-Pattern: Mismatched Metaphor

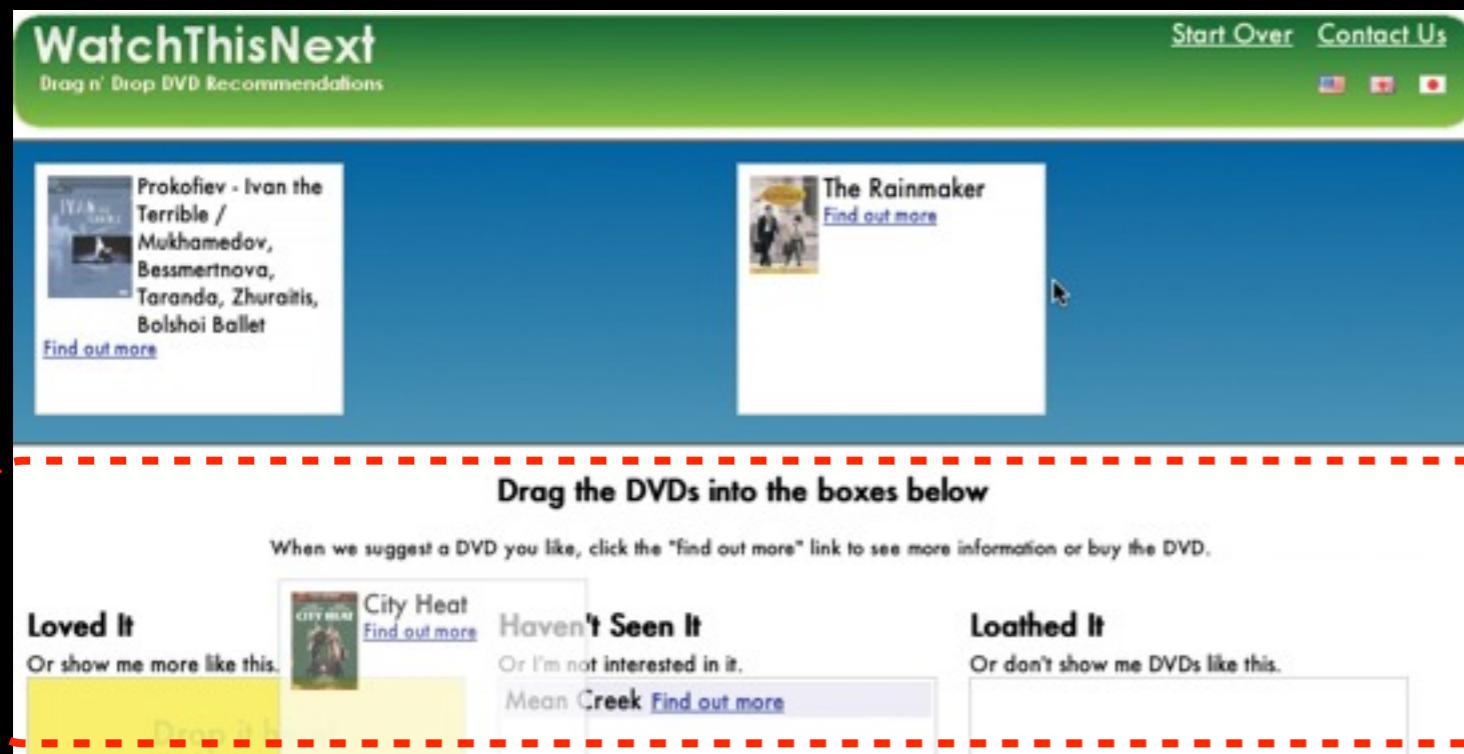


anti-pattern: **artificial construct**

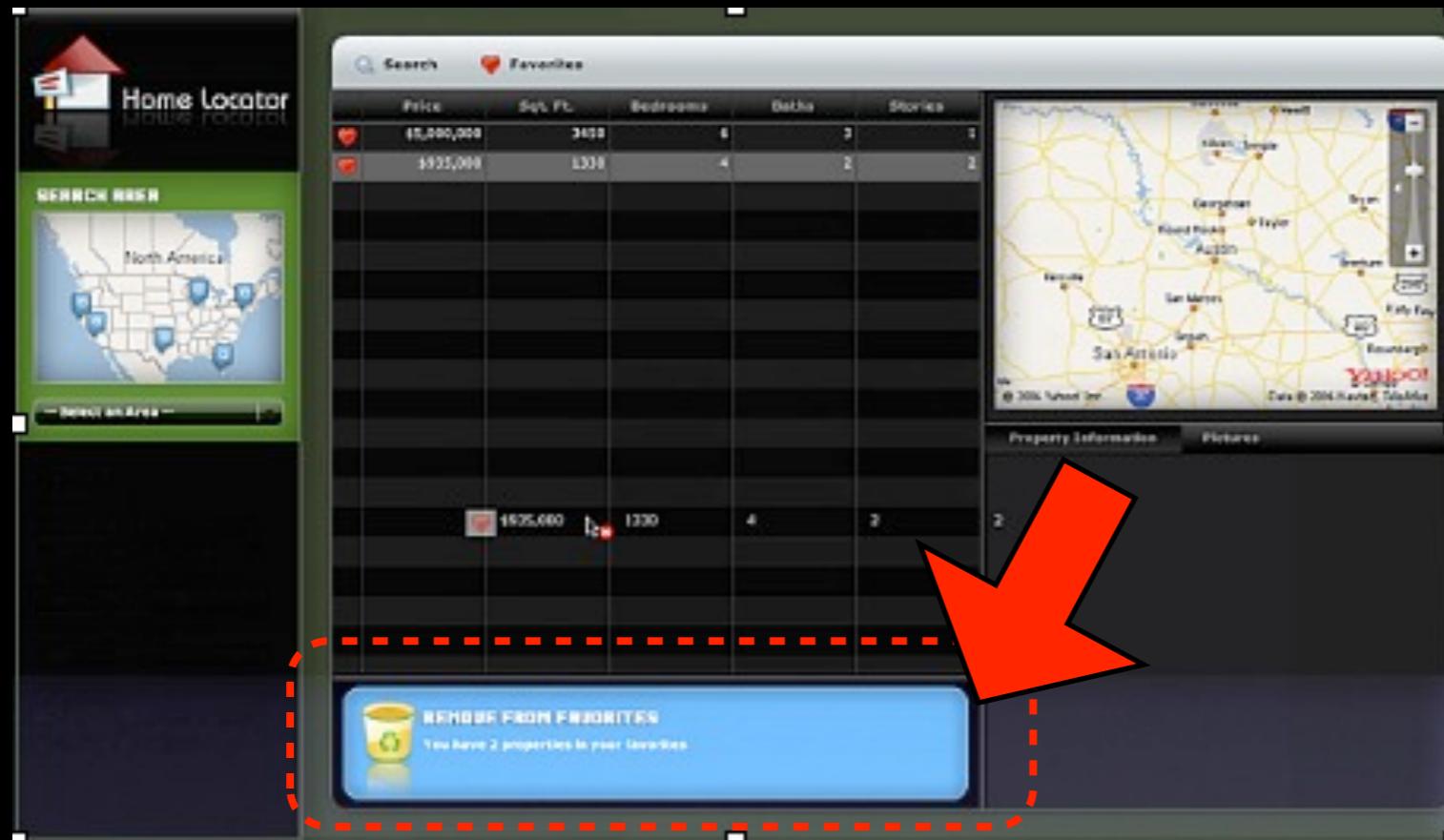
Anti-Pattern: Mismatched Metaphor



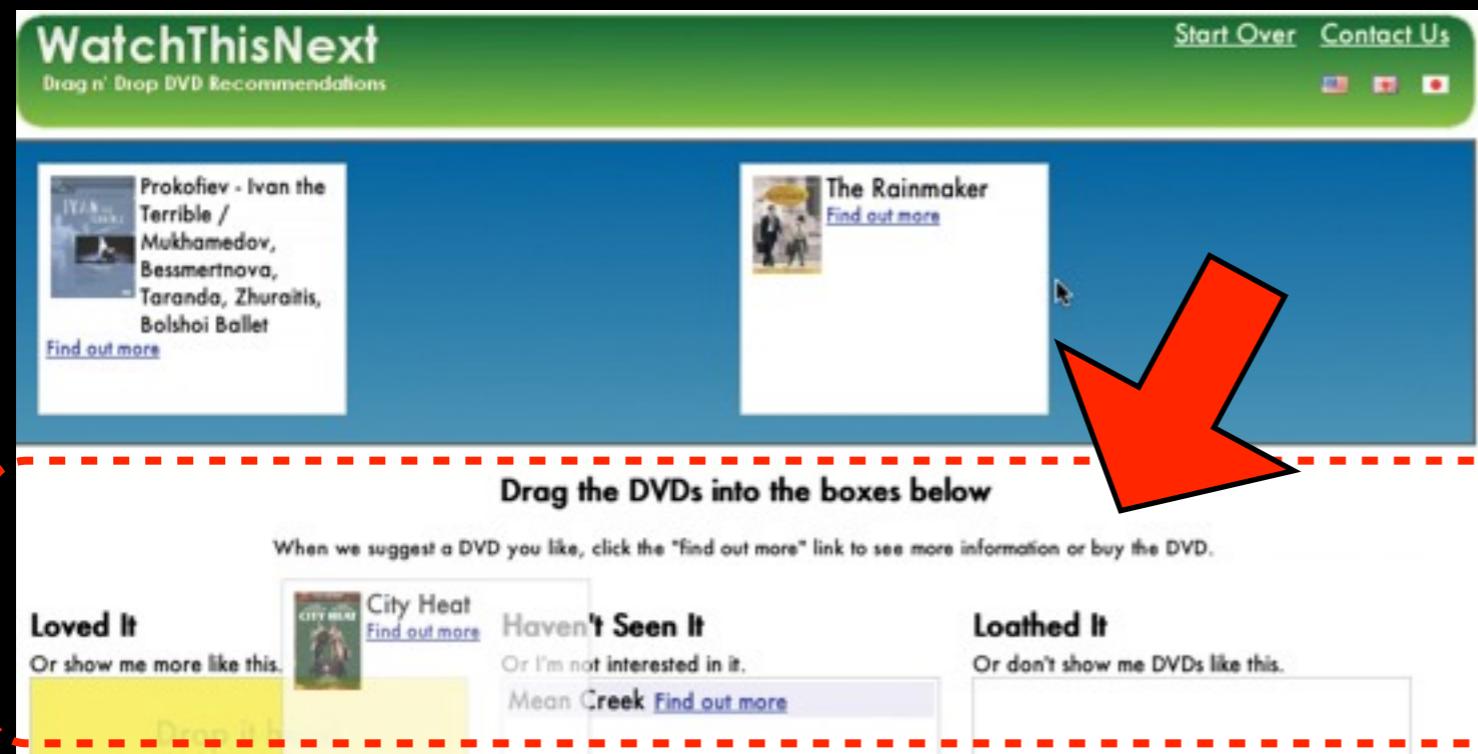
anti-pattern: artificial construct



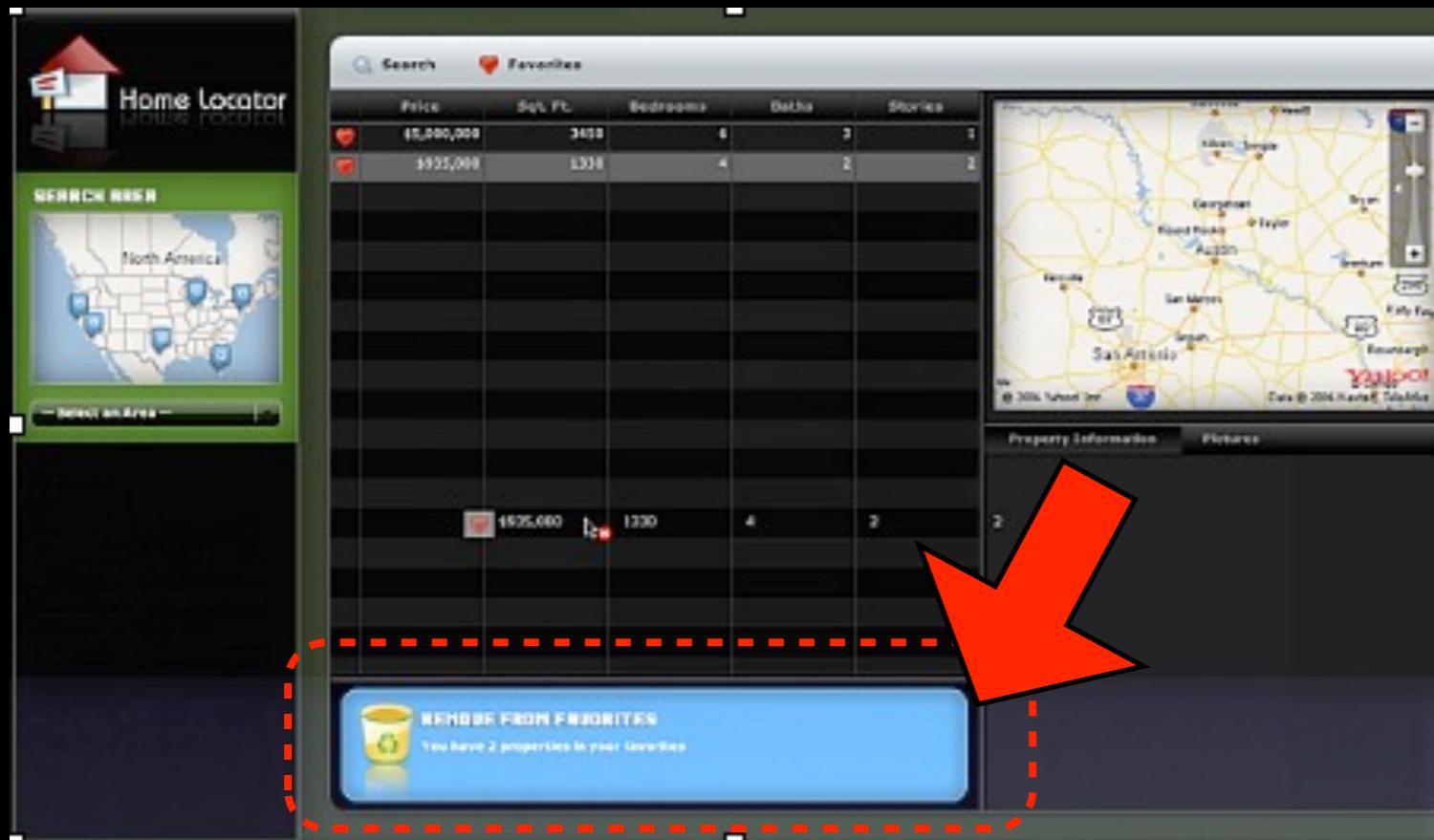
Anti-Pattern: Mismatched Metaphor



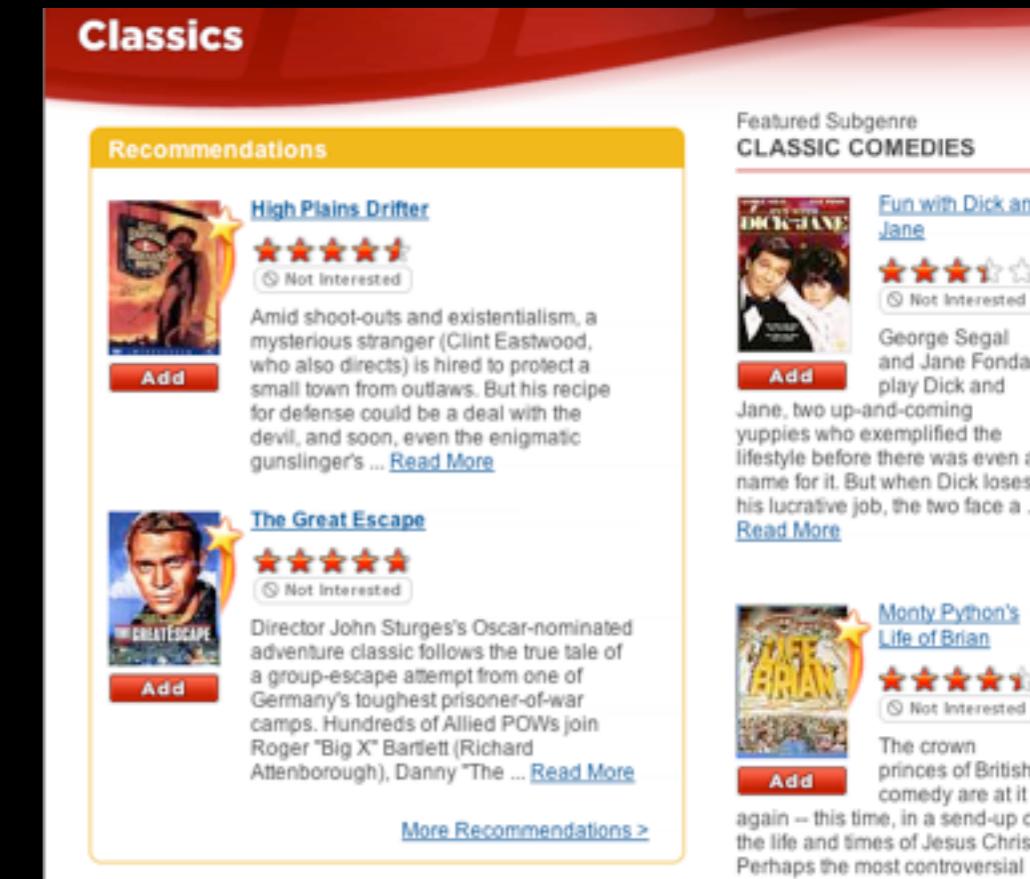
anti-pattern: artificial construct



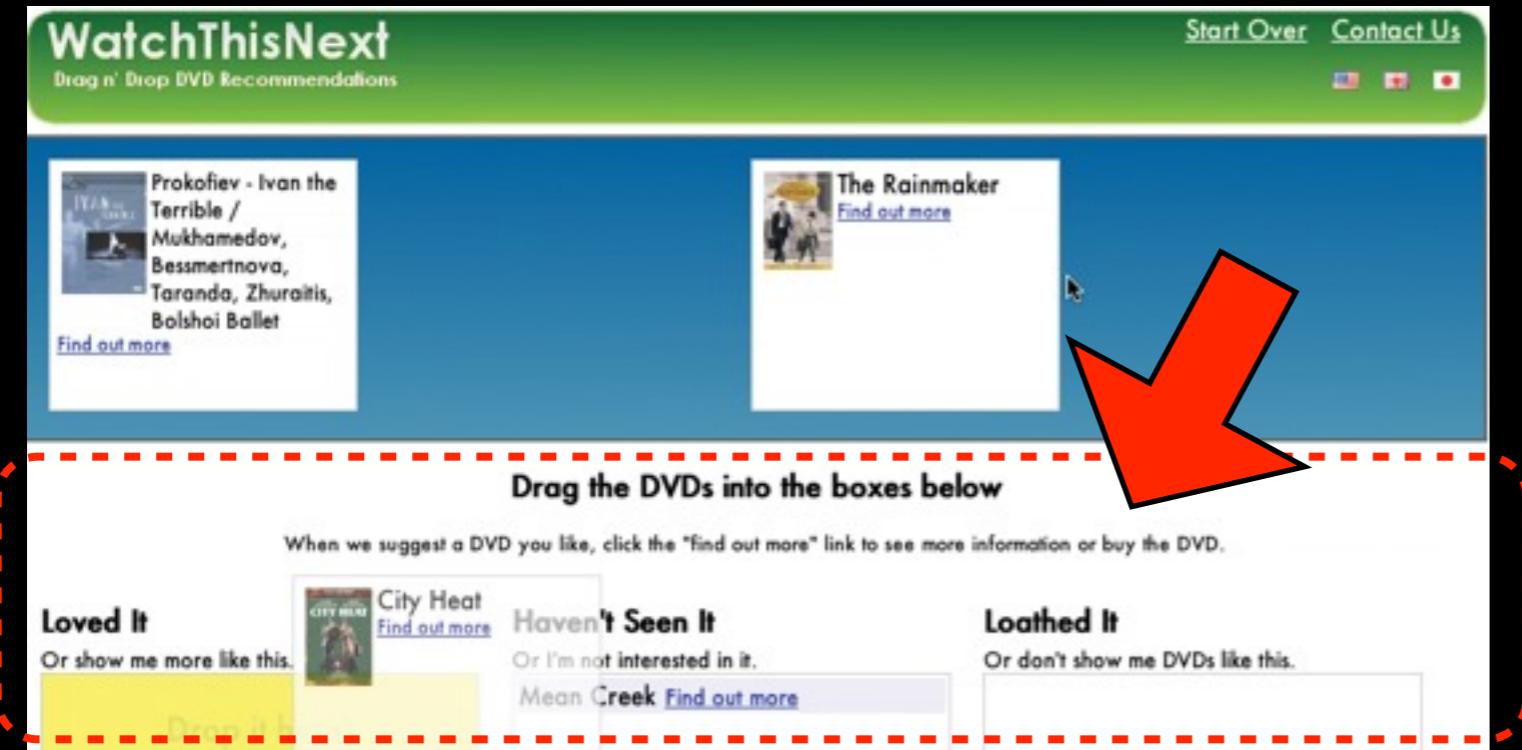
Anti-Pattern: Mismatched Metaphor



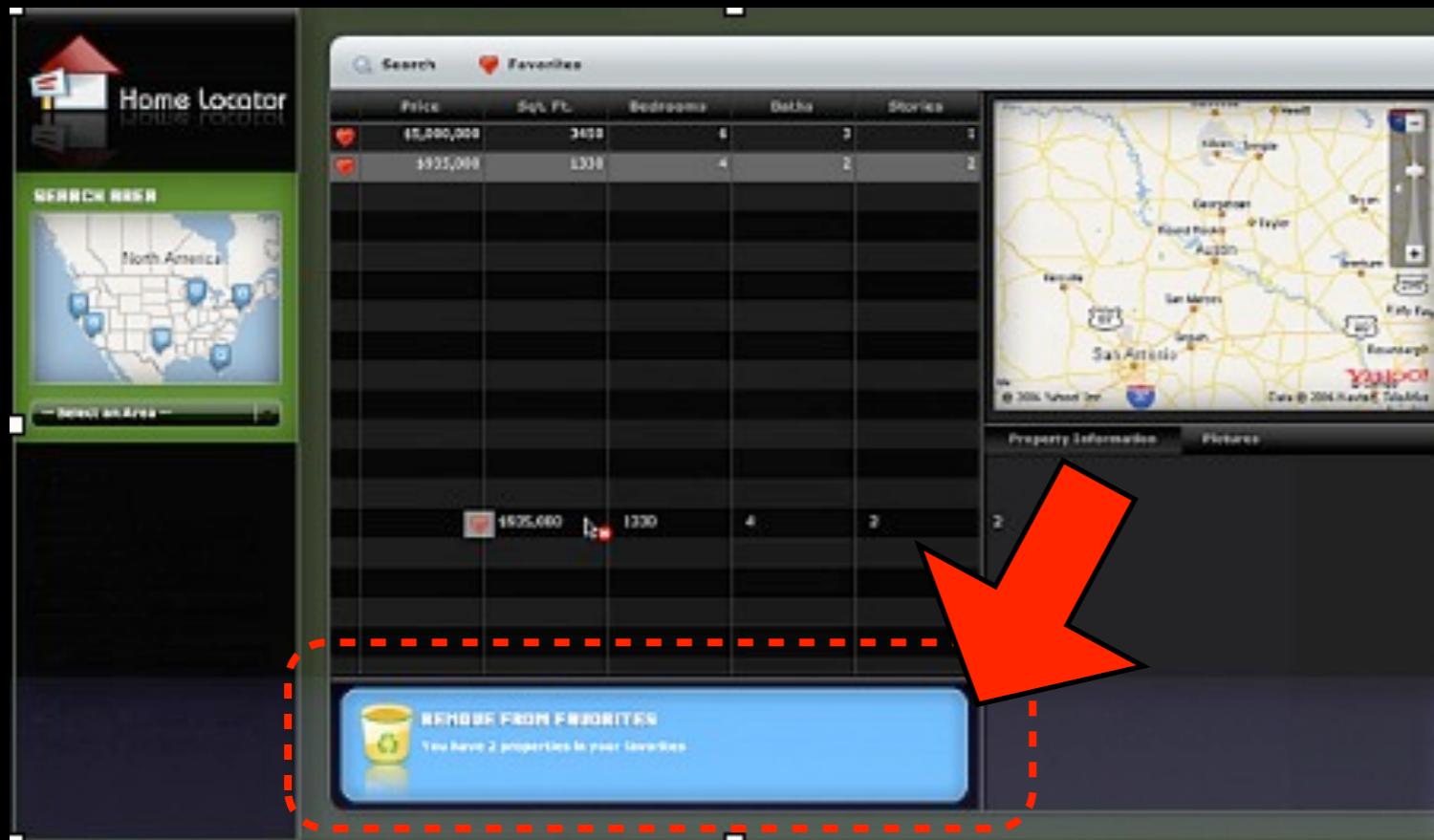
anti-pattern: artificial construct



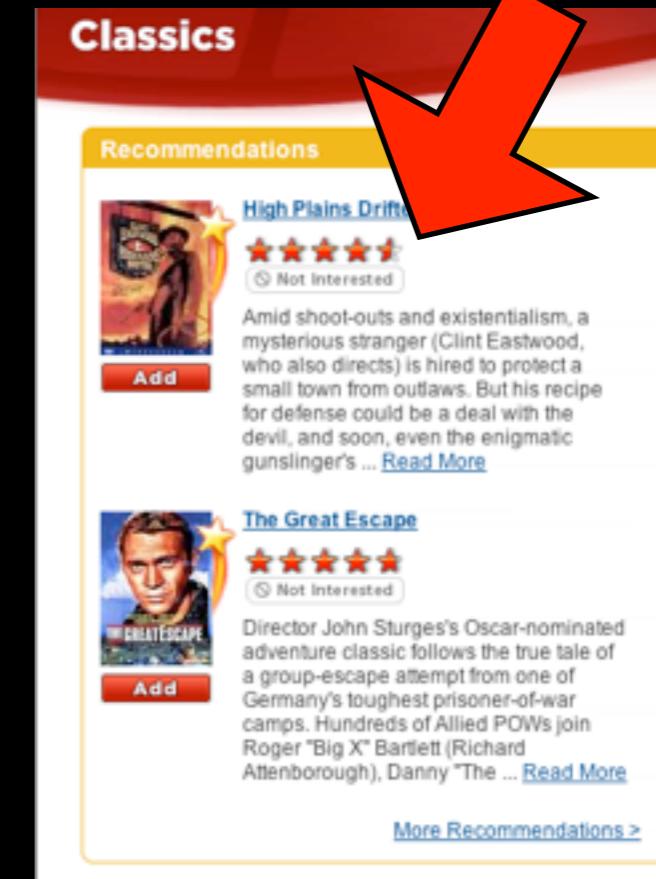
netflix. rate an object. KISS.



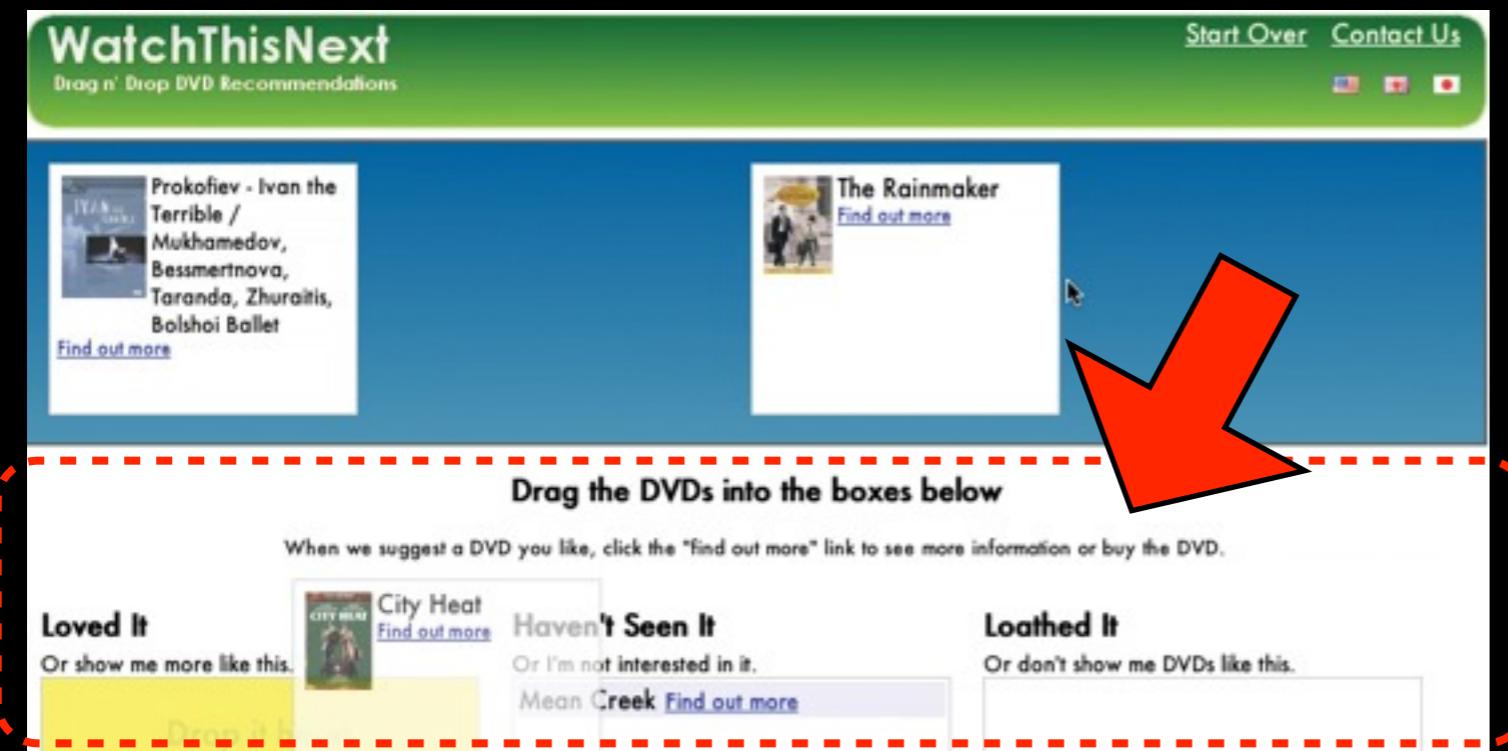
Anti-Pattern: Mismatched Metaphor



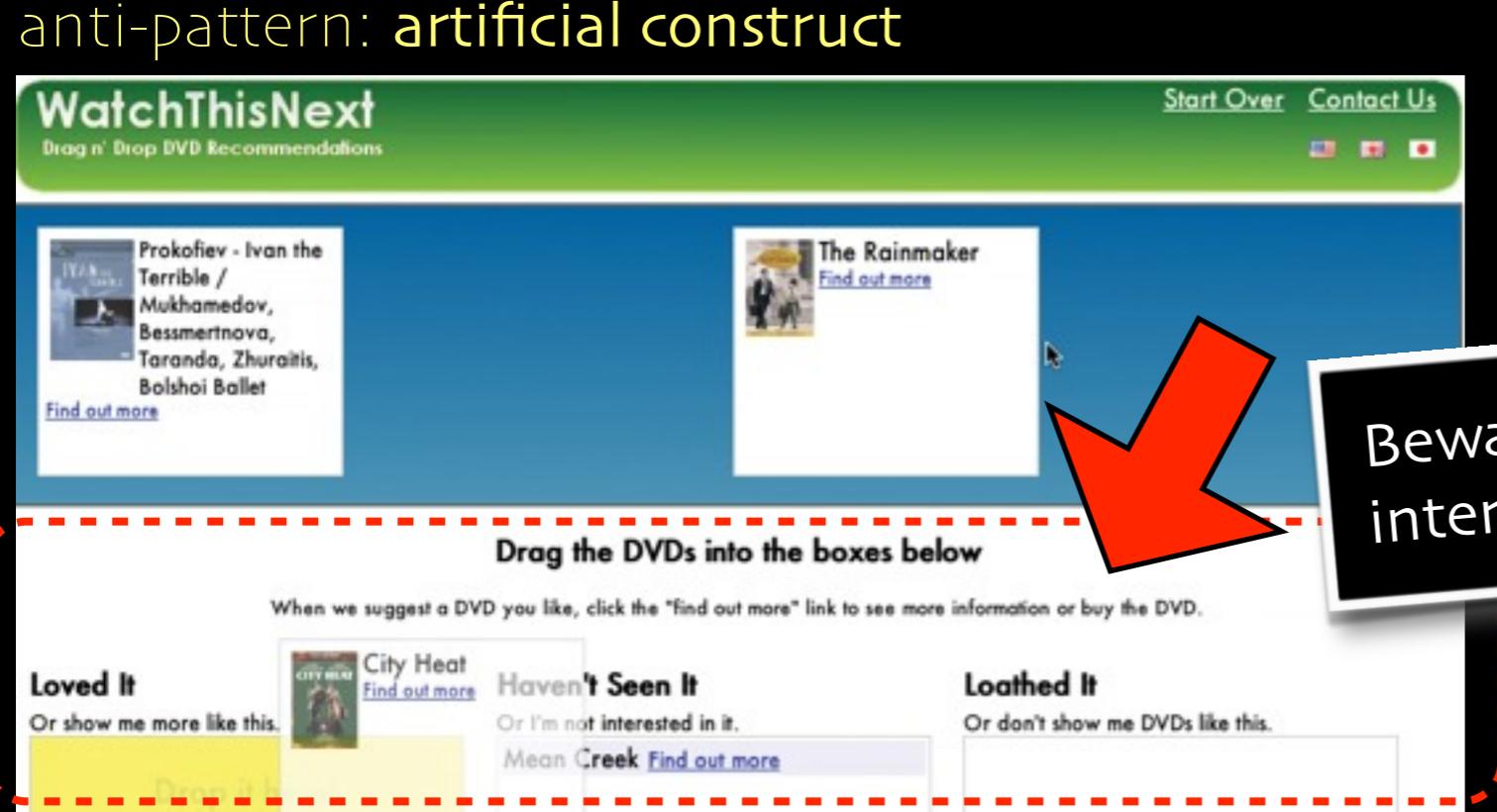
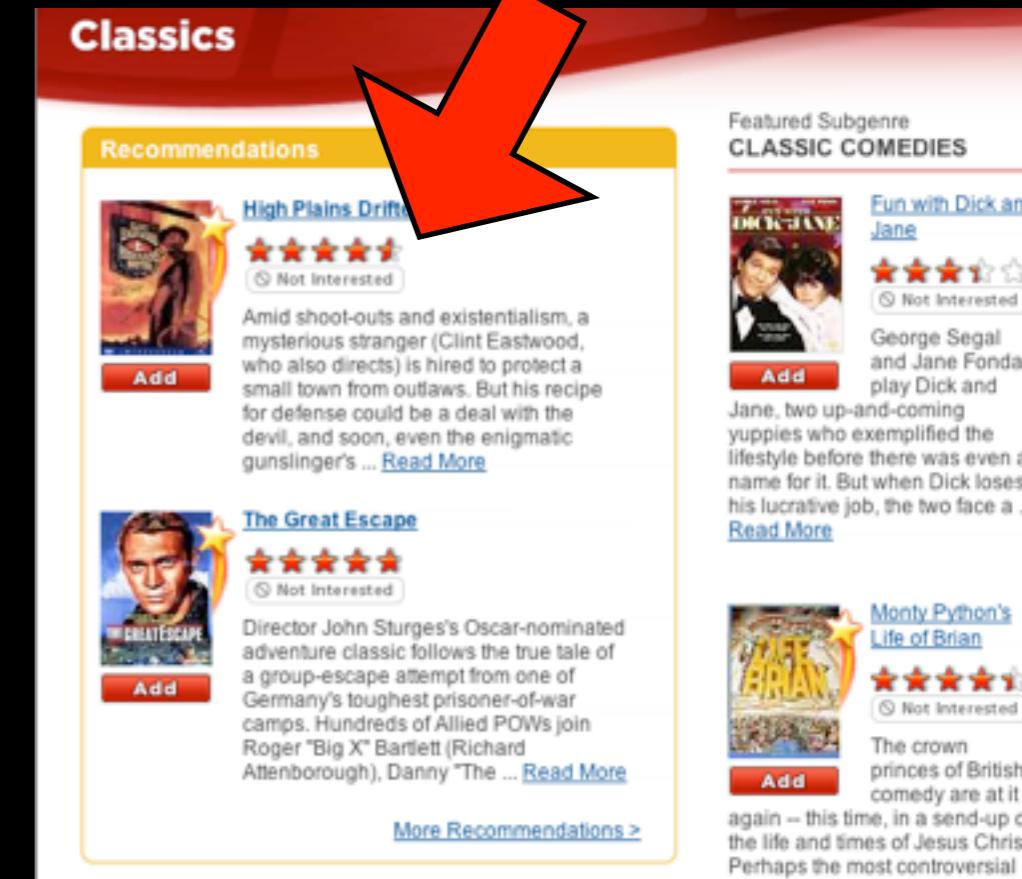
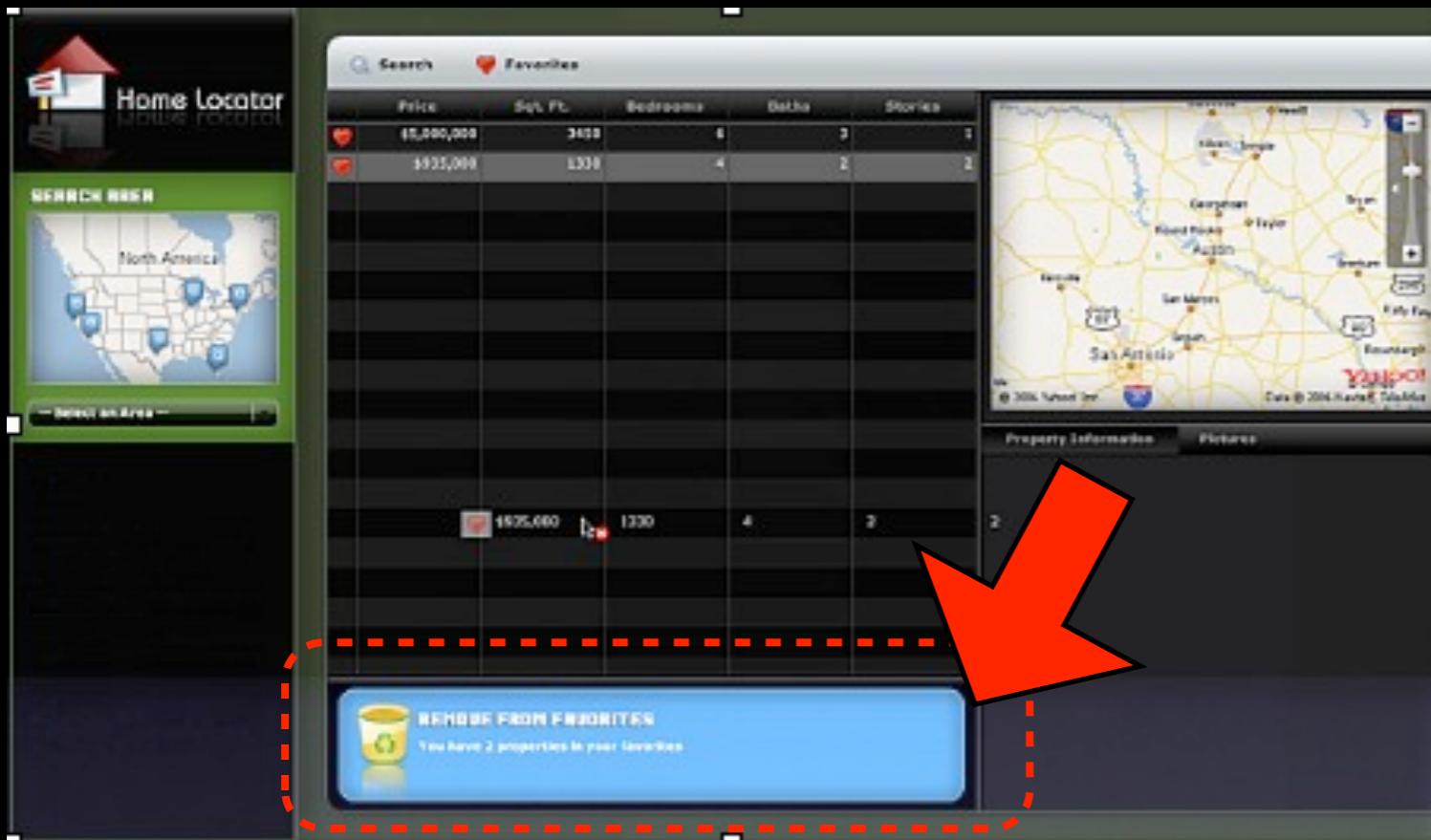
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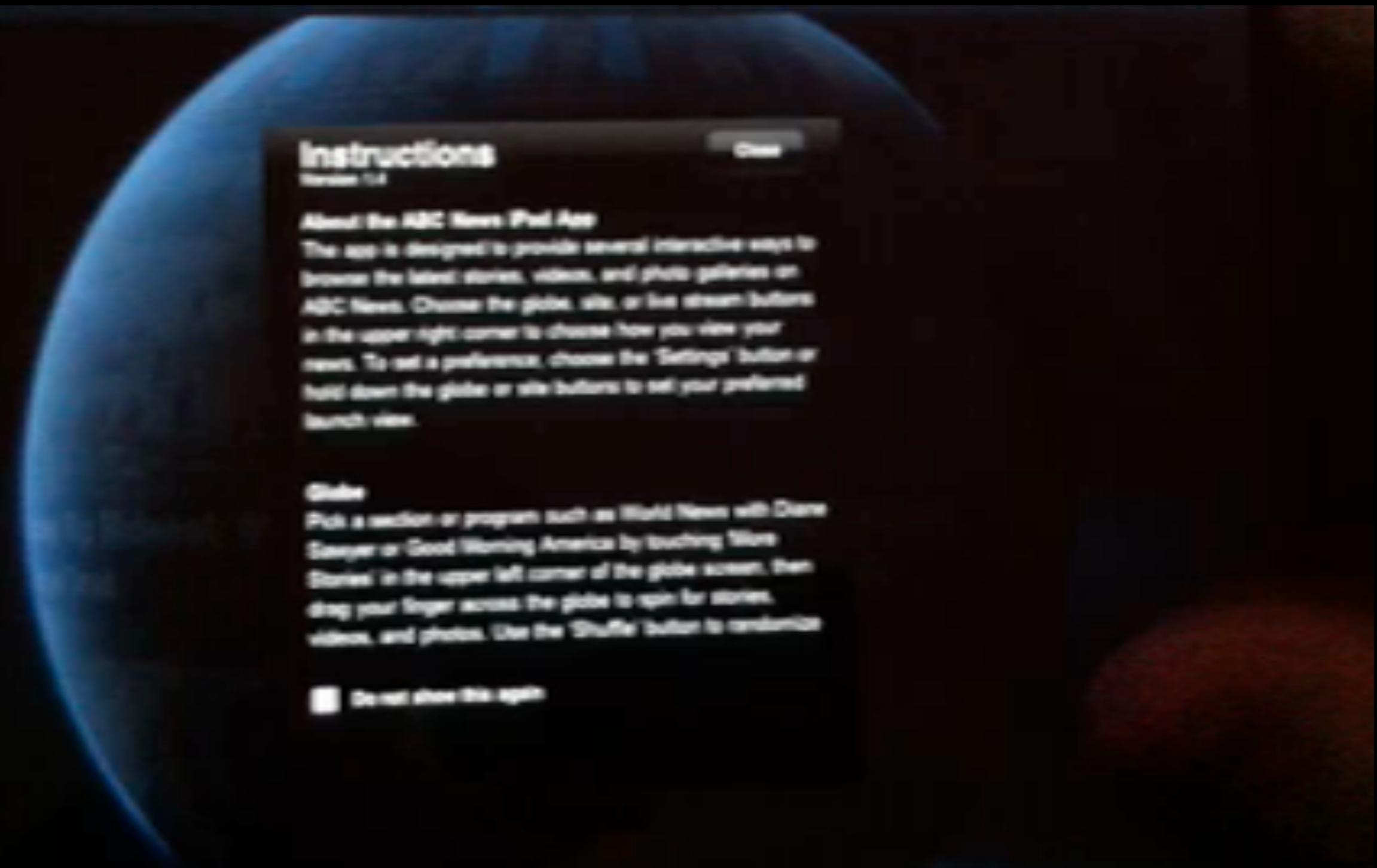


Anti-Pattern: Mismatched Metaphor



Beware of constructing artificial visual interfaces to support drag and drop

Anti-Pattern: Mismatched Metaphor



(Metaphors Gone Wild)

How Fat is Your Input?

	Targeting Size
Web (Pointer)	16 pixels (but accurate as 1 pixel)
Mobile/Tablet (Finger)	44 pixels*
Remote (LRUD)	44 pixels
Remote (Pointer)	44 pixels

* Josh Clark's recommendation - Tapworthy

Physicality Across Platforms

	Input
Web	Pointer Indirect Fine-grained (pixel)
Tablet	Finger Direct Course-grained (finger)
Mobile	Finger Direct Course-grained (finger)
TV	Remote Control Indirect Course-grained (1 object at a time)

Physicality Across Platforms

	Input	Posture
Web	Pointer Indirect Fine-grained (pixel)	Stationary (can support sovereign apps)
Tablet	Finger Direct Course-grained (finger)	On-the-go (Single Purpose Apps)
Mobile	Finger Direct Course-grained (finger)	On-the-go (Single Purpose Apps)
TV	Remote Control Indirect Course-grained (1 object at a time)	Leisure (supports consumption, media apps)

Physicality Across Platforms

	Input	Posture	Navigation
Web	Pointer Indirect Fine-grained (pixel)	Stationary (can support sovereign apps)	Windows Menus, Tabs & Links
Tablet	Finger Direct Course-grained (finger)	On-the-go (Single Purpose Apps)	Panes Buttons & Gestures
Mobile	Finger Direct Course-grained (finger)	On-the-go (Single Purpose Apps)	Panes & Buttons
TV	Remote Control Indirect Course-grained (1 object at a time)	Leisure (supports consumption, media apps)	Panes & Content

Physicality Across Platforms

	Input	Posture	Navigation	Display
Web	Pointer Indirect Fine-grained (pixel)	Stationary (can support sovereign apps)	Windows Menus, Tabs & Links	Large size High resolution Near
Tablet	Finger Direct Course-grained (finger)	On-the-go (Single Purpose Apps)	Panes Buttons & Gestures	Medium size High resolution Near
Mobile	Finger Direct Course-grained (finger)	On-the-go (Single Purpose Apps)	Panes & Buttons	Small size High resolution Near
TV	Remote Control Indirect Course-grained (1 object at a time)	Leisure (supports consumption, media apps)	Panes & Content	Large size High resolution Far away



#2 Maintain Flow

Exploratorium Exhibit



Spot the differences

Spot the differences



Now try again...

Now try again...



Now try again...

Change blindness



Change Blindness

Change Blindness

The brain cannot see a change happening to an element that it has not yet stored - Wikipedia

In other words, it doesn't expect the world to be discontiguous.

**Reduce Page
Switching
to Maintain Flow**

“Special” Experience

NETFLIX

Recently Watched

Suggestions for You

New Arrivals

Genres

Instant Queue

Search

TV

Emotional Movies

View more suggestions

“Special” Experience

Principles followed:

Focus + context, Simple navigation, User Control

The image shows a screenshot of the Netflix mobile application. At the top, the Netflix logo is visible. Below it, a red bar contains the text "Suggestions for You". To the right of this bar is a "MORE" button. The main content area is divided into several sections:

- Recently Watched:** A row of five movie and TV show posters. From left to right: "Alice in Wonderland" (Disney), "Danny Phantom" (Season 1), "Danny Phantom" (Season 2), "Danny Phantom" (Season 3), and "The Last Song".
- New Arrivals:** A section showing a grid of movie and TV show posters, including "The Office" (Season Six), "Spartacus: Gods of the Arena", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand".
- Genres:** A section showing a grid of movie and TV show posters, including "The Hurt Locker", "The Last Song", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand".
- Instant Queue:** A section showing a grid of movie and TV show posters, including "The Hurt Locker", "The Last Song", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand".
- Search:** A section showing a grid of movie and TV show posters, including "The Hurt Locker", "The Last Song", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand".

At the bottom of the screen, there is a button labeled "View more suggestions" with a "X" icon. The overall design is clean and modern, with a focus on user interaction and content discovery.

“Plus” Experience

NETFLIX

2 / 332

△ Search

Instant Queue



Bella

2006 PG-13 1h 31m

★★★★★

Two lost souls – Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past – find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.

Recently Watched



Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

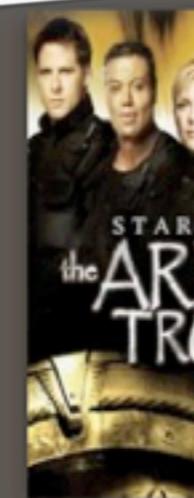
Director: Alejandro Gomez Monteverde

Emotional Dramas

“Plus” Experience



Instant Queue



2006 PG-13 1h 31m



Two lost souls – Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past – find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.

Recently Watched



Cast:

Eduardo Verástegui,
Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez
Monteverde

Emotional Dramas

Principles followed:

Content is the flow.
Information in Context.
Only 1 experience.

△ Search

Which Won?

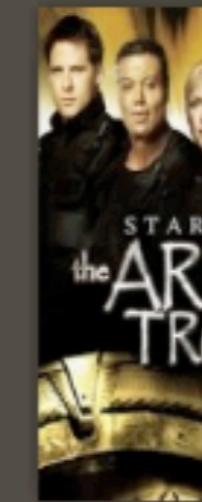
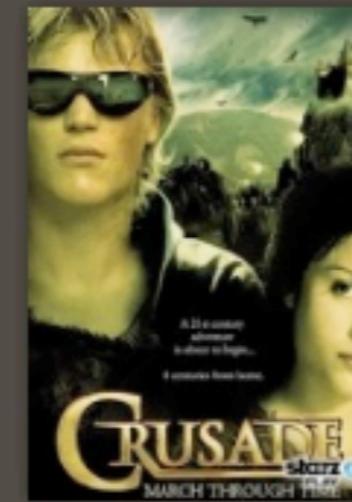
Which Won?



2 / 332

△ Search

Instant Queue



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Emotional Dramas

Which Won?



2 / 332

△ Search

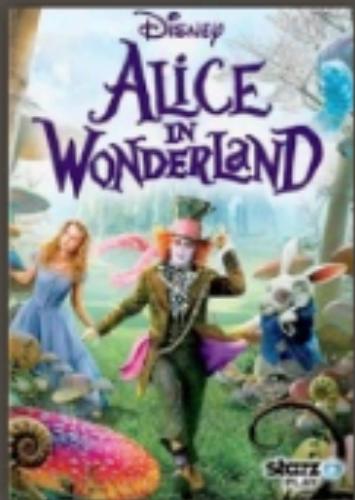
Instant Queue



“Plus” experience won.

Reduces page transitions, feels more cinematic, less jarring.

Recently Watched



Maintains Flow

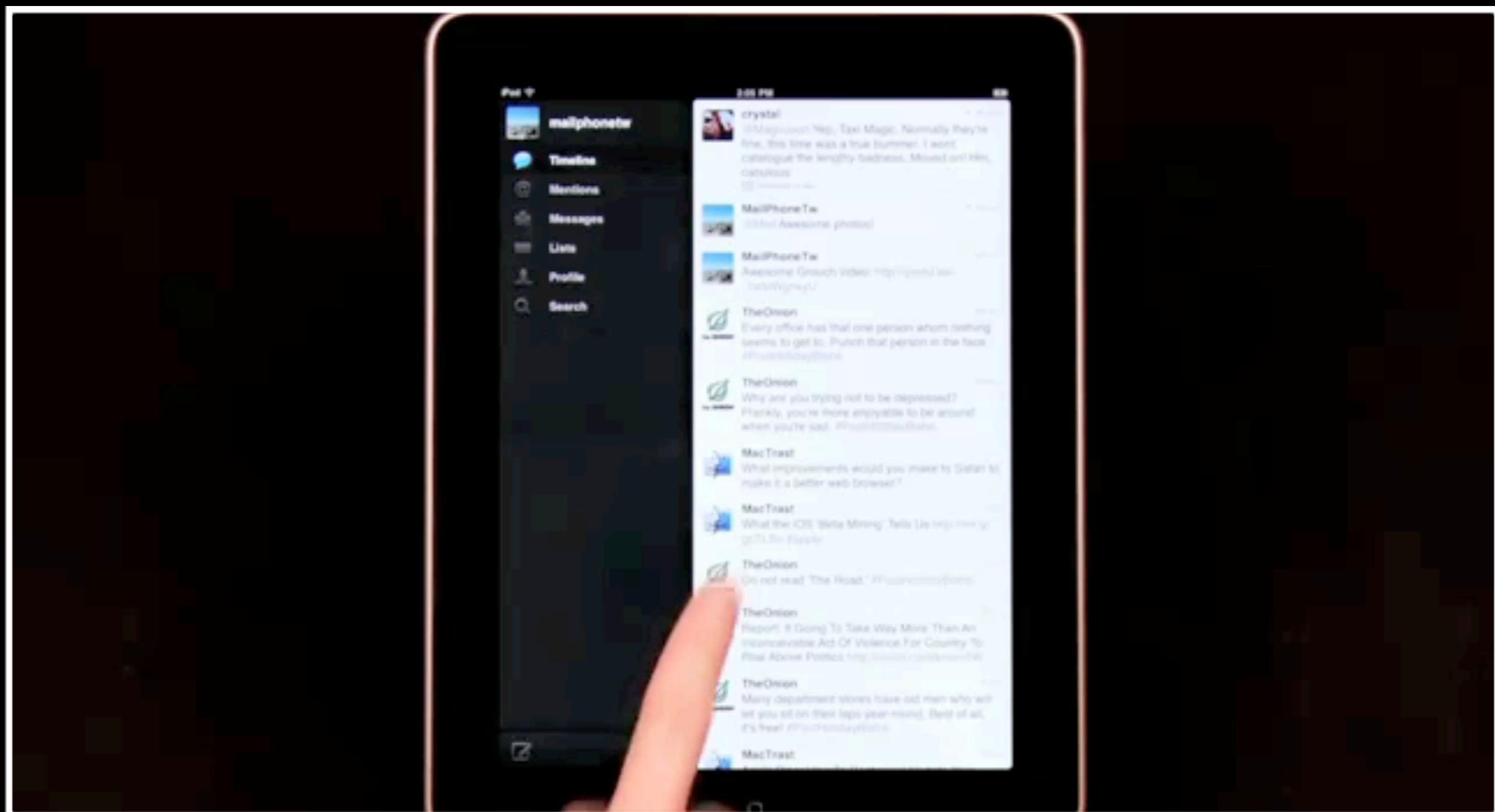


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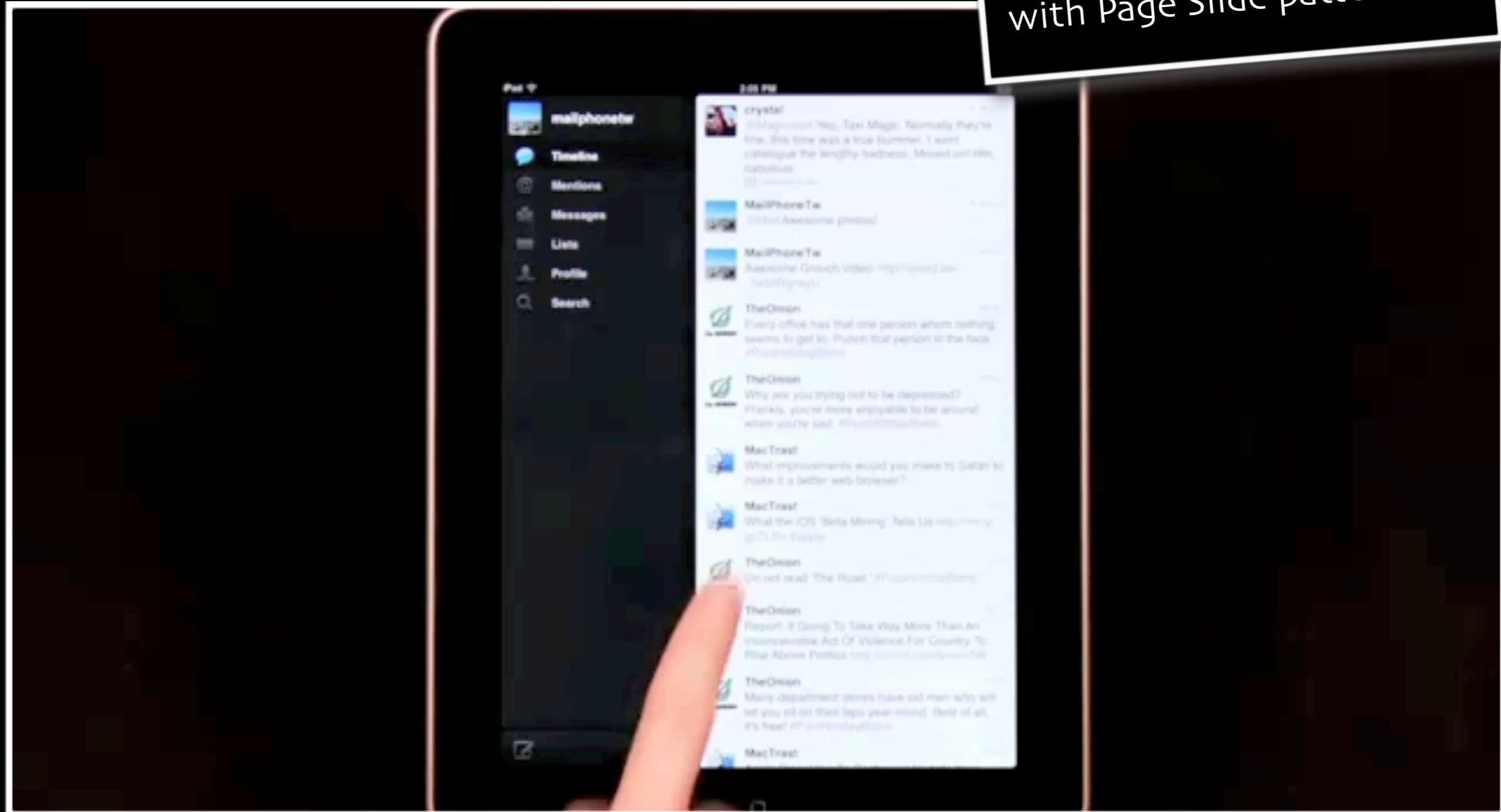
Emotional Dramas

Twitter as iPad App

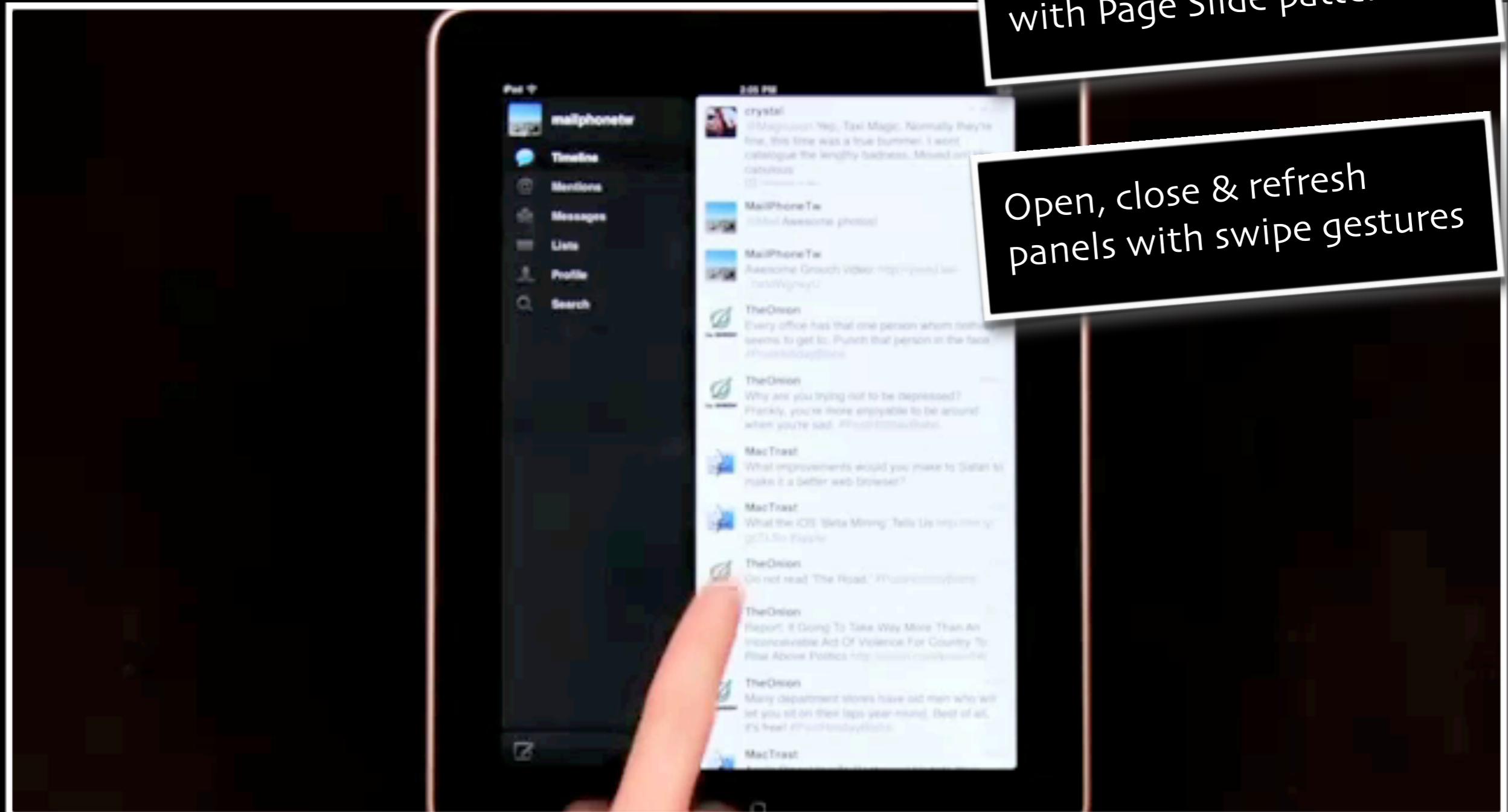


Twitter as iPad App

Minimize page transitions
with Page Slide pattern



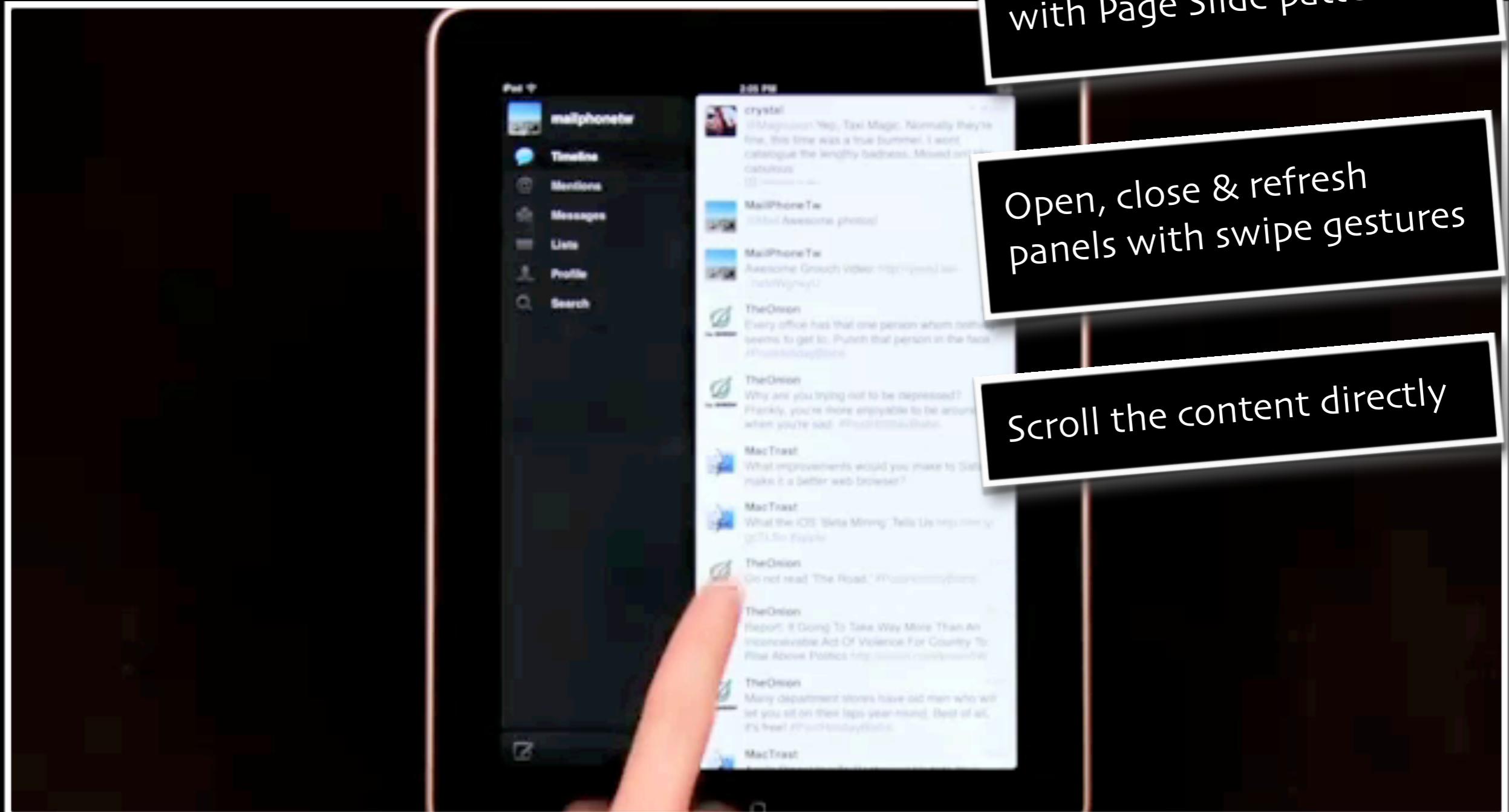
Twitter as iPad App



Minimize page transitions with Page Slide pattern

Open, close & refresh panels with swipe gestures

Twitter as iPad App

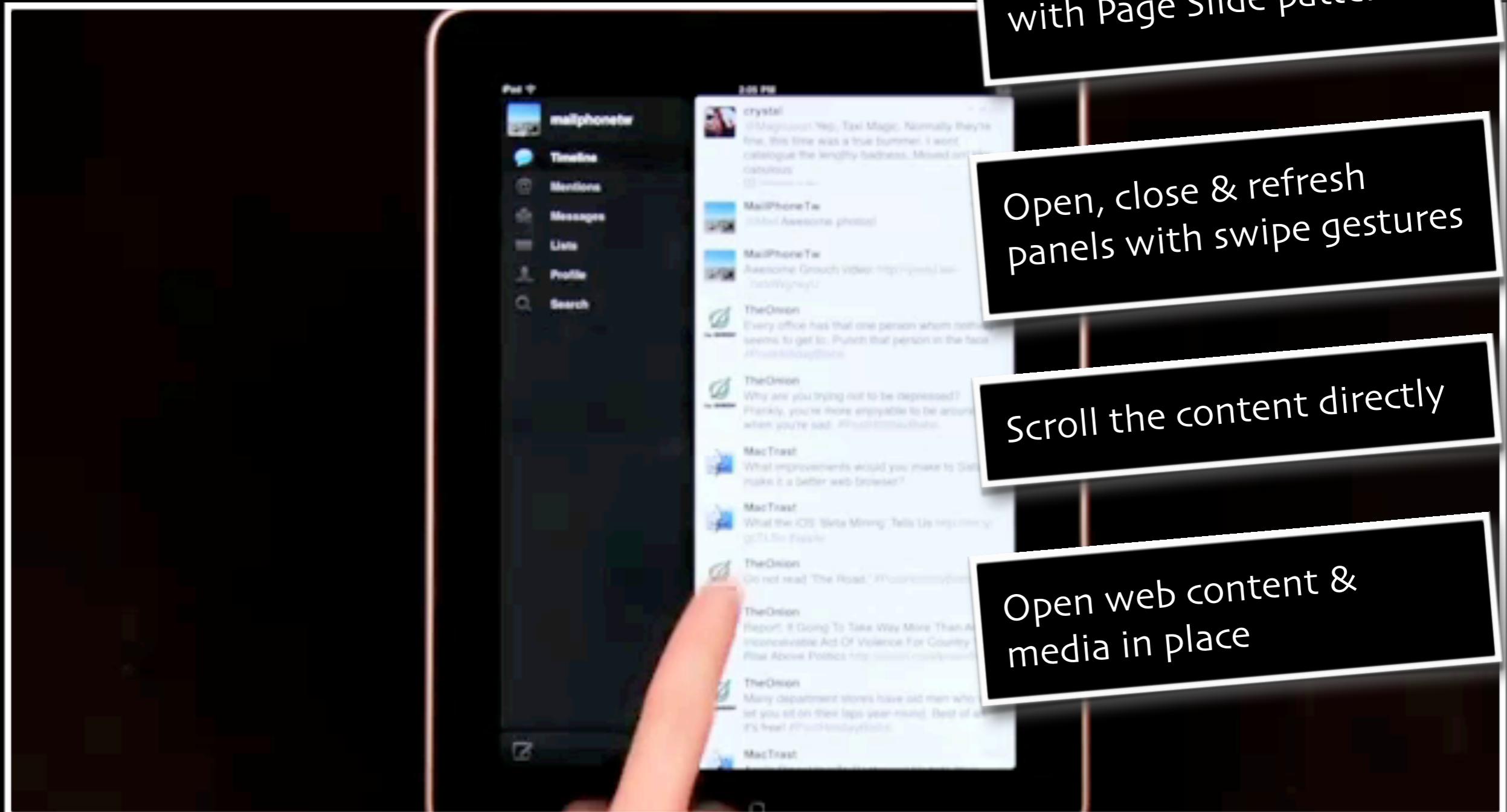


Minimize page transitions with Page Slide pattern

Open, close & refresh panels with swipe gestures

Scroll the content directly

Twitter as iPad App



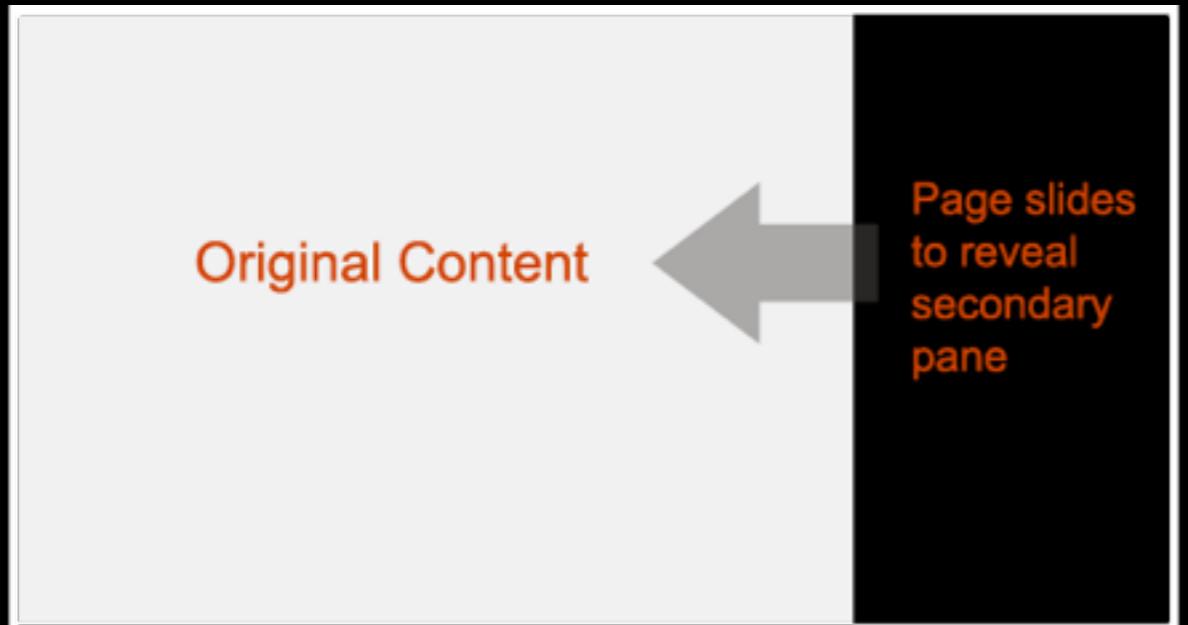
Minimize page transitions with Page Slide pattern

Open, close & refresh panels with swipe gestures

Scroll the content directly

Open web content & media in place

Page Slide



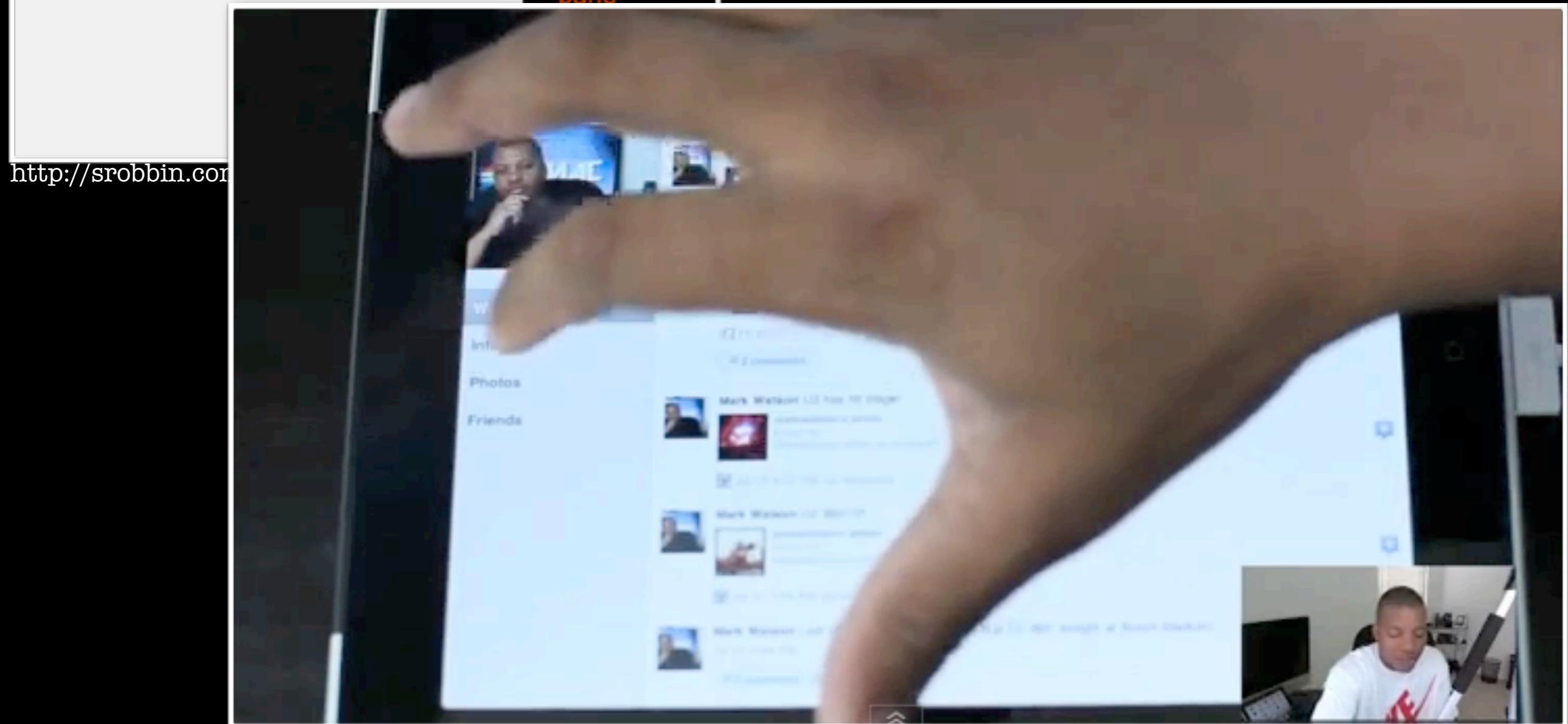
<http://srobbin.com/blog/jquery-pageslide/>

Page Slide

Page Slides extend the real estate and simplify “window management”

Original Content

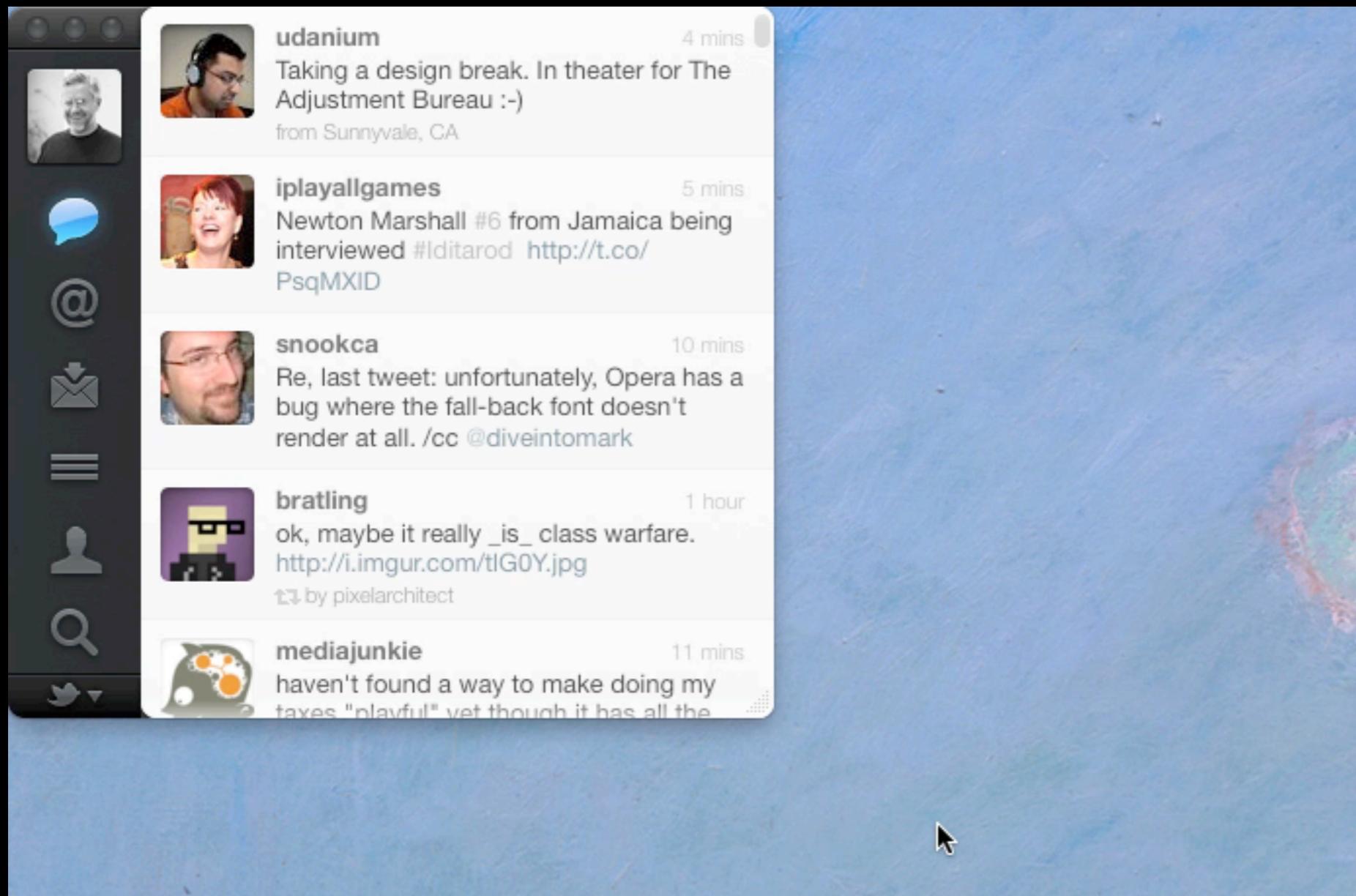
Page slides
to reveal
secondary
pane



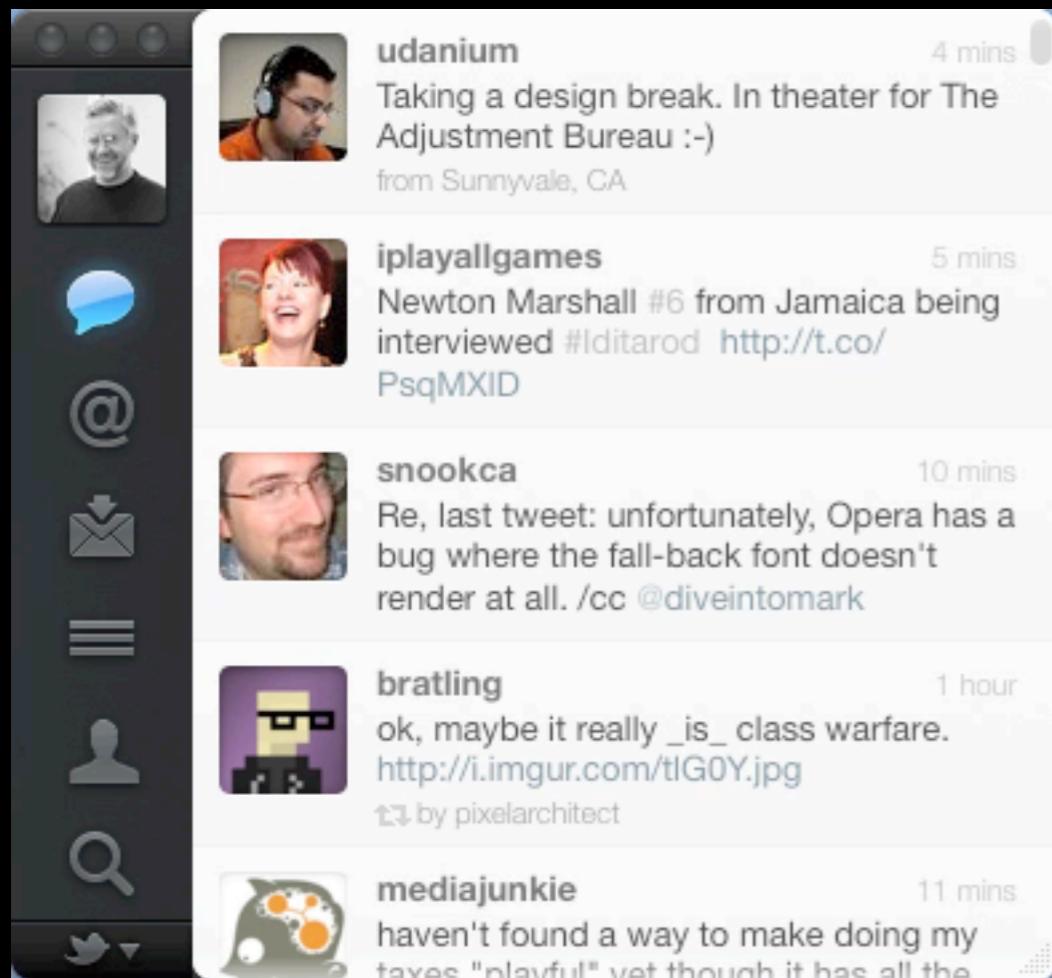
<http://srobbin.com>

<http://www.youtube.com/watch?v=WBv3fFg8t8g>

Twitter as Mac App

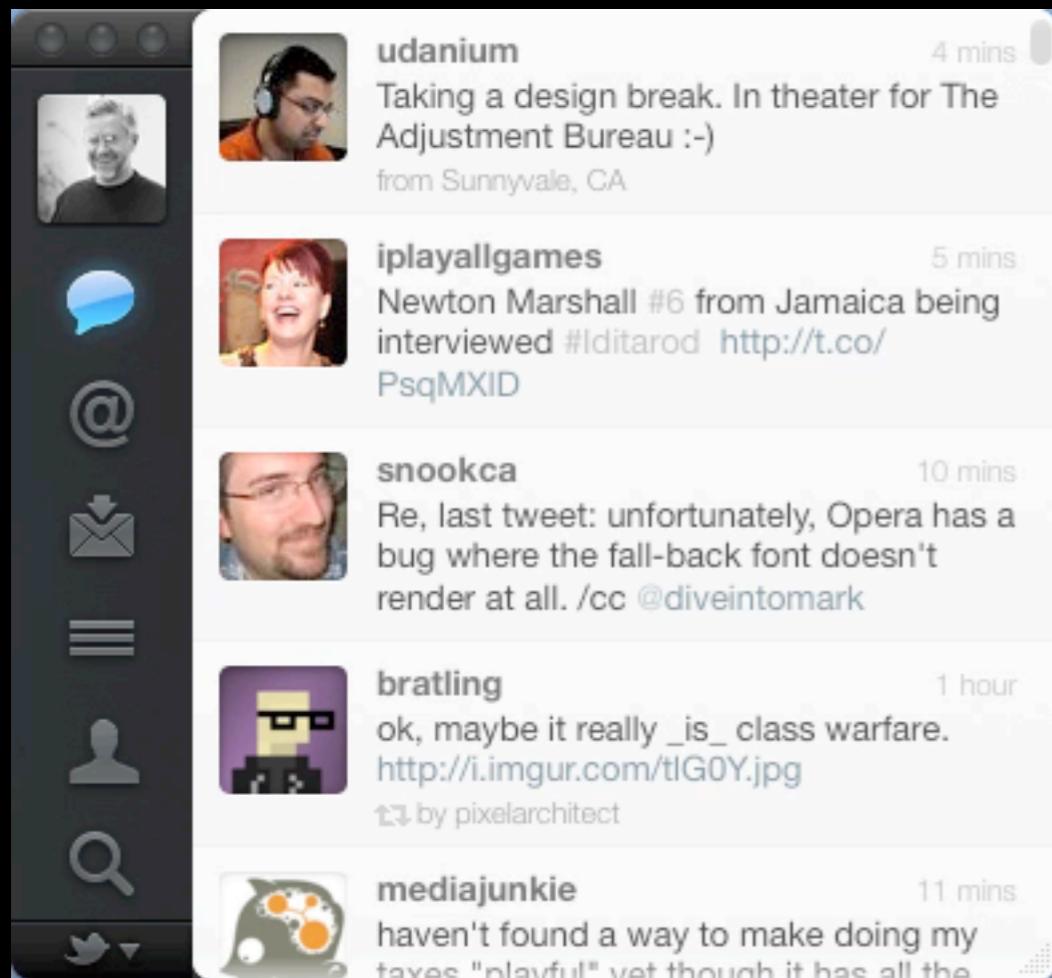


Twitter as Mac App



Navigate to other areas
using smooth transitions
(make flow visible)

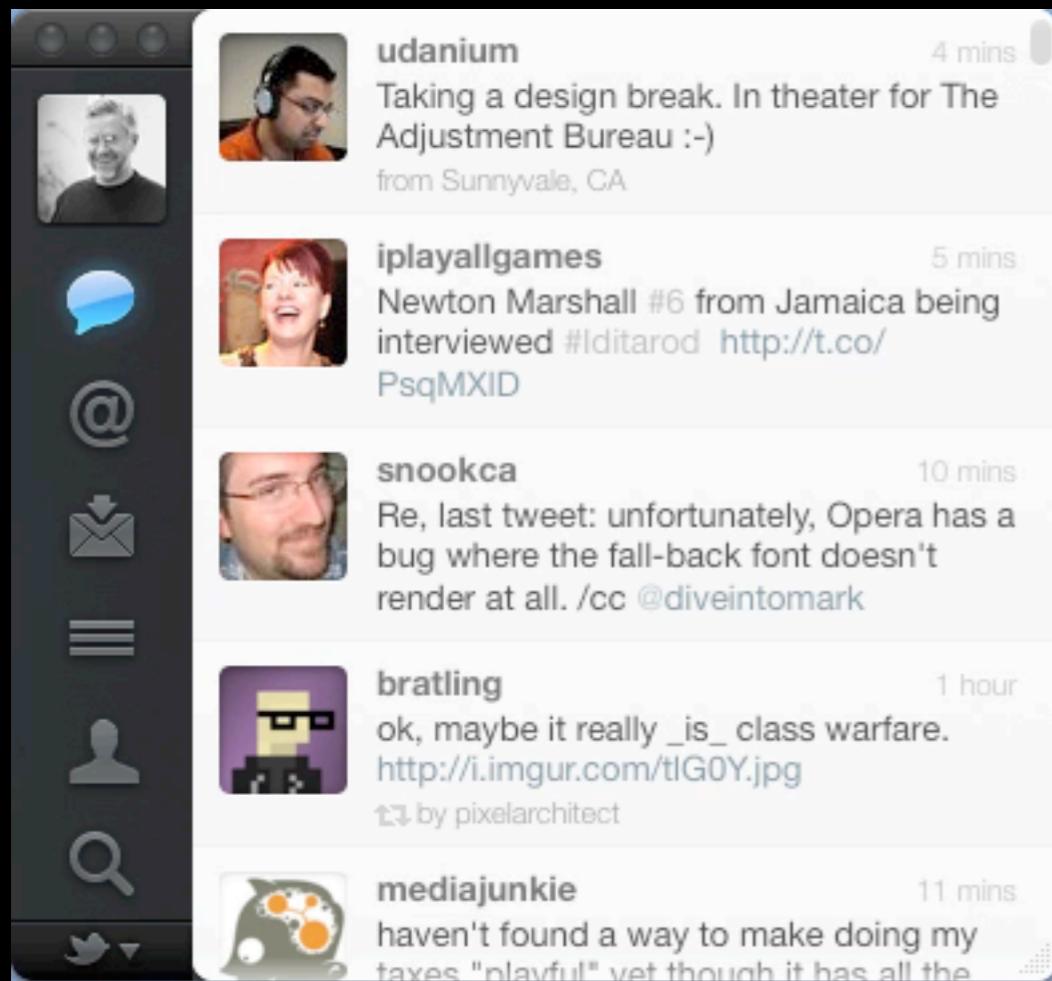
Twitter as Mac App



Navigate to other areas
using smooth transitions
(make flow visible)

Anti-Pattern: breaking the
flow with menus &
popouts.

Twitter as Mac App



Navigation to other areas using smooth transitions (make flow visible)

Anti-Pattern: breaking the flow with menus & popouts.

Rethink desktop apps to use real estate more creatively

Twitter as Web APP

twitter  Search  Home Profile Messages Who To Follow  billwscott 

What's happening?

Timeline @Mentions Retweets Searches Lists

sinequanon Rowell Sotto  Great presentation on the evolution and technical acumen of Renaissance and Baroque engraving techniques. [FLASH]. <http://goo.gl/EVJYE>
1 minute ago   

dbarradas Daniel Barradas  Video: Floating <http://tumblr.com/x321p0zwai>
1 minute ago

isplayallgames Cindy Ritzman  Dogs resting an hour before running the #Iditarod yfrog.com/gz9t4zrj
3 minutes ago

isplayallgames Cindy Ritzman  Mackey at the start! #Iditarod yfrog.com/h0pnxxj
3 minutes ago

rashmi Rashmi Sinha  Yes, I revoked that app. Go here if you were tricked: <https://twitter.com/settings/connections>
5 minutes ago   

billwscott Bill Scott  @rashmi Yikes. Tweet spam is so annoying. The good thing is that "the voice" of the tweet is so different than your voice it is obvious.
6 minutes ago

  @sinequanon
Rowell Sotto

Great presentation on the evolution and technical acumen of Renaissance and Baroque engraving techniques. [FLASH]. <http://goo.gl/EVJYE>

1 minute ago via web   

Tweets containing **Renaissance and Baroque**

 **dose2day** daily dose
Girolamo Frescobaldi: Bridging Renaissance and Baroque Music
<http://www.redgagge.com/c-ijglid> #music #renaissance #composers
4 hours ago

 **gd2know** gd2know
says Girolamo Frescobaldi: Bridging Renaissance and Baroque Music
<http://ping.fm/5uODo> music renaissance compo... <http://plurk.com/p/b0w2hn>
4 hours ago

Tweets from **@sinequanon**

Canceled opening the page

Twitter as Web APP

twitter  Search  Home Profile Messages Who To Follow  billwscott 

What's happening?

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Minimize page transitions with Page Slide pattern

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<http://www.redgagge.com/c-ijglid> #music #renaissance #composers
4 hours ago

gd2know gd2know
says Girolamo Frescobaldi: Bridging Renaissance and Baroque Music
<http://ping.fm/5uODo> music renaissance compo... <http://plurk.com/p/b0w2hn>
4 hours ago

Tweets from **@sinequanon**

Canceled opening the page

Twitter as Web APP

twitter  Search  Home Profile Messages Who To Follow  billwscott 

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Great presentation on the evolution and technical acumen of Renaissance and Baroque engraving techniques. [FLASH]. <http://goo.gl/EVJYE>
1 minute ago   

dbarradas Daniel Barradas
Video: Floating <http://tumblr.com/x321p0zwai>
1 minute ago

iplayallgames Cindy Ritzman
Dogs resting an hour before running the #Iditarod yfrog.com/gz9t4zrj
3 minutes ago

iplayallgames Cindy Ritzman
Mackey at the start! #Iditarod yfrog.com/h0pnxxj
3 minutes ago

rashmi Rashmi Sinha
Yes, I revoked that app. Go here if you were tricked: <https://twitter.com/settings/connections>
5 minutes ago   

billwscott Bill Scott
@rashmi Yikes. Tweet spam is so annoying. The good thing is that "the voice" of the tweet is so different than your voice it is obvious.
6 minutes ago

Minimize page transitions with Page Slide pattern

Find myself annoyed with web pages opening in another window

Tweets from [@sinequanon](#)

Canceled opening the page

Twitter as Web APP

What's happening?

Timeline @Mentions Retweets Searches Lists

sinequanon Rowell Sotto
Great presentation on the evolution and technical acumen of Renaissance and Baroque engraving techniques. [FLASH]. <http://goo.gl/EVJYE>
1 minute ago ☆ Favorite ↗ Retweet ↙ Reply

dbarradas Daniel Barradas
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Minimize page transitions with Page Slide pattern

Find myself annoyed with web pages opening in another window

Find myself wanting to substitute a drag for a swipe

Tweets from [@sinequanon](#)

Canceled opening the page

Vs Hover & Cover

Home 

 **triptych** RT @ChevyRay: Doing some final beta testing for @MattThorson's Ogmo Editor, an upcoming freeware level editor. So cool so far!
4 minutes ago via HootSuite

 **pixelarchitect** wow, public comments are ending with the totally random "planter box" advocate
8 minutes ago via Tweetie

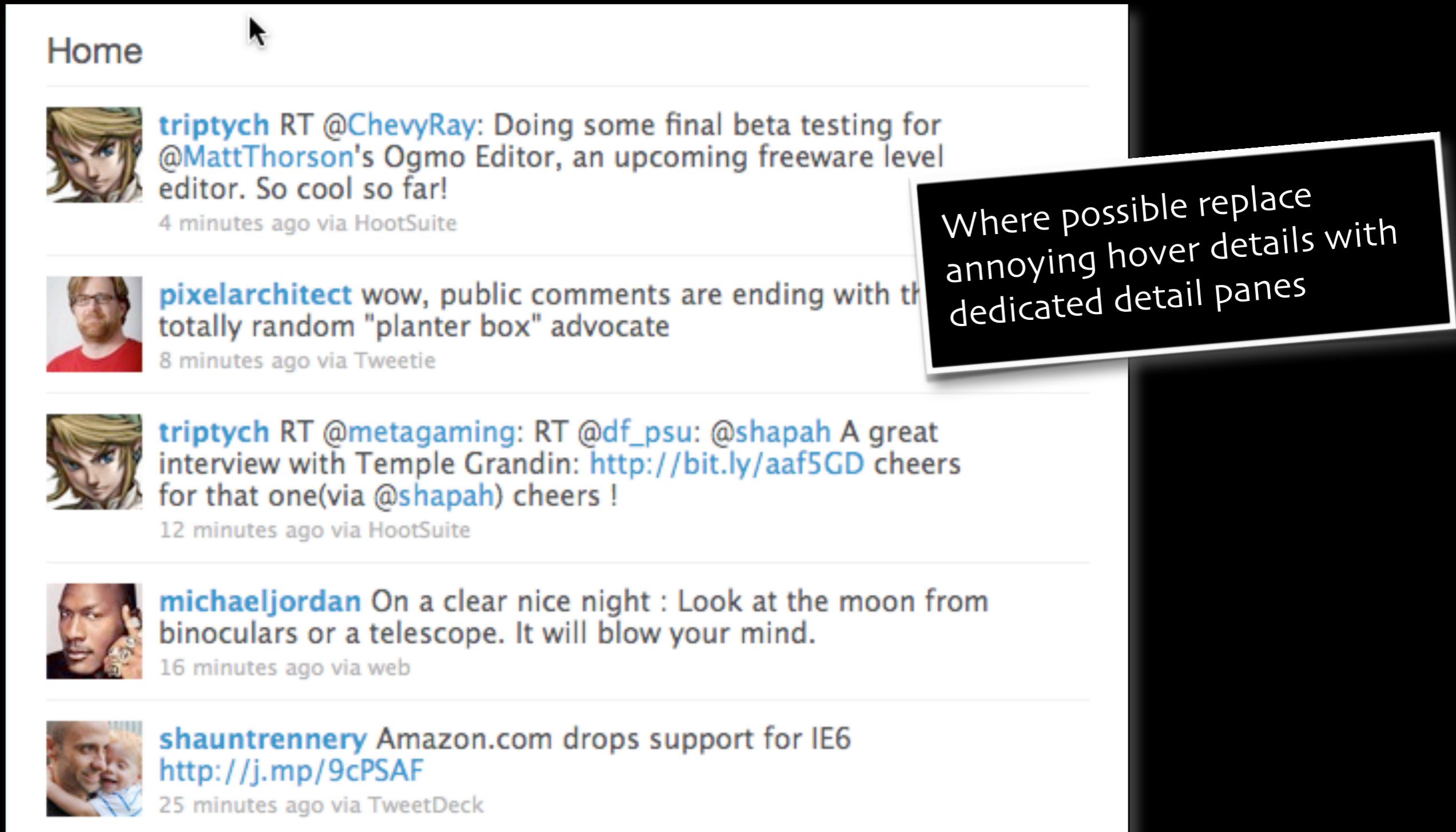
 **triptych** RT @metagaming: RT @df_psu: @shapah A great interview with Temple Grandin: <http://bit.ly/aaf5GD> cheers for that one(via @shapah) cheers !
12 minutes ago via HootSuite

 **michaeljordan** On a clear nice night : Look at the moon from binoculars or a telescope. It will blow your mind.
16 minutes ago via web

 **shauntrennery** Amazon.com drops support for IE6
<http://j.mp/9cPSAF>
25 minutes ago via TweetDeck

Vs Hover & Cover

Home



Where possible replace annoying hover details with dedicated detail panes

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4 minutes ago via HootSuite

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 **michaeljordan** On a clear nice night : Look at the moon from binoculars or a telescope. It will blow your mind.
16 minutes ago via web

 **shauntrennery** Amazon.com drops support for IE6
<http://j.mp/9cPSAF>
25 minutes ago via TweetDeck

Keep Navigation
Simple
to Maintain Flow

Mobile Navigation

Mobile Navigation



Mobile Navigation



Three types of iPhone
navigation: Flat, Tab, Tree

- Josh Clark (Tapworthy)

Mobile Navigation



Three types of iPhone navigation: Flat, Tab, Tree

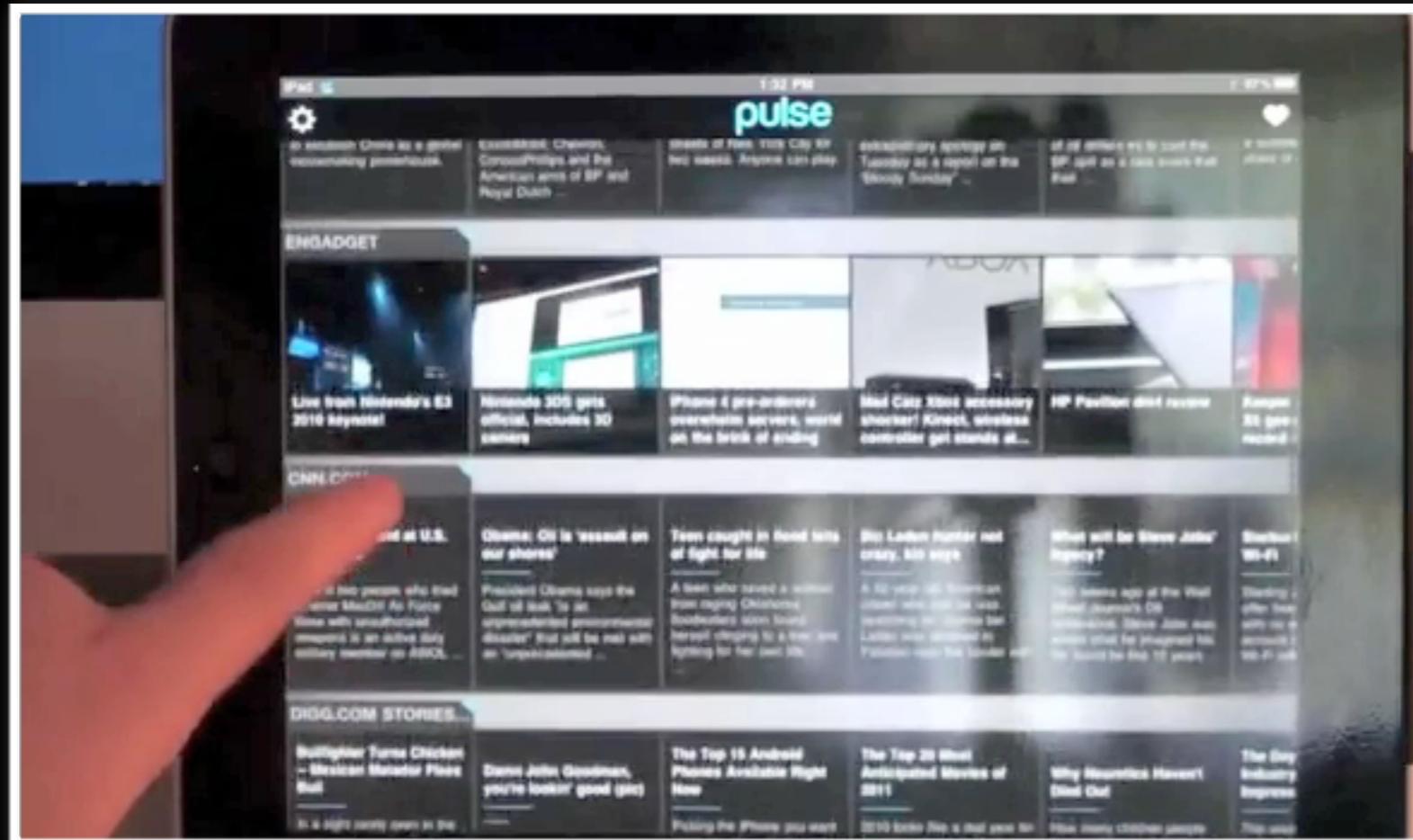
- Josh Clark (Tapworthy)



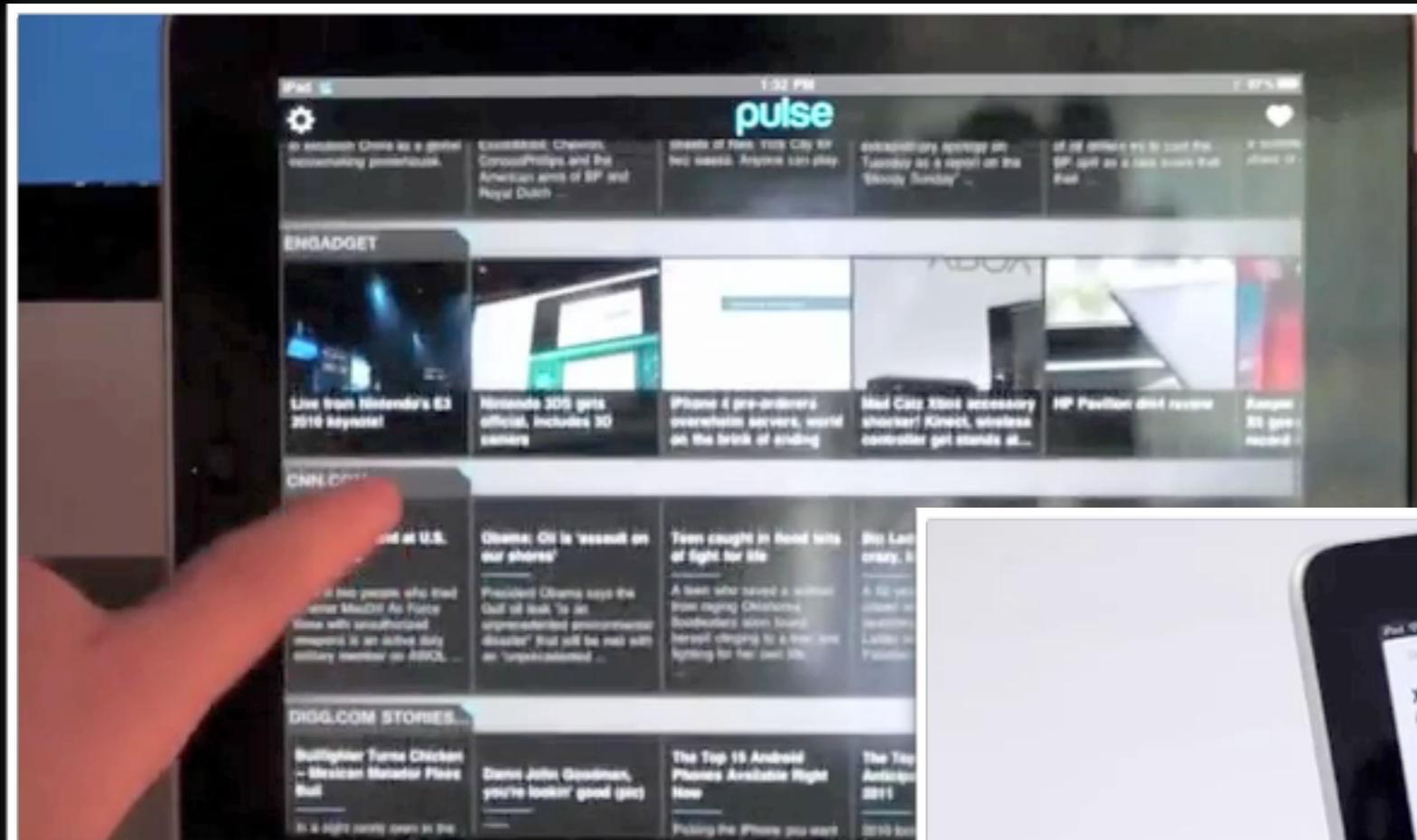
Gowalla: Tab + Flat

- Josh Clark (Tapworthy)

Pulse & Flipboard iPad Apps



Pulse & Flipboard iPad Apps



Maintaining Flow Across Platforms

	Navigation
Web	Page, Tab, Back Button
Mobile	Flat, Tab & Tree. 1 level back.
Tablet	Flat, Tab, Master/Detail. 1 level-back
TV	Flat, Tab, Tree, Master/Detail

Maintaining Flow Across Platforms

	Navigation	Paging
Web	Page, Tab, Back Button	<p>When page content changes or step by step flow</p> <p>Avoid too many page changes</p>
Mobile	Flat, Tab & Tree. 1 level back.	For content, steps in flow
Tablet	Flat, Tab, Master/Detail. 1 level-back	<p>Swiping through pages</p> <p>Avoid too many page changes</p>
TV	Flat, Tab, Tree, Master/Detail	When page content changes or step by step flow

Maintaining Flow Across Platforms

	Navigation	Paging	Scrolling
Web	Page, Tab, Back Button	<p>When page content changes or step by step flow</p> <p>Avoid too many page changes</p>	Better than paging (easier on web than on touch)
Mobile	Flat, Tab & Tree. 1 level back.	For content, steps in flow	Question scrolling, prefer Flat
Tablet	Flat, Tab, Master/Detail. 1 level-back	<p>Swiping through pages</p> <p>Avoid too many page changes</p>	Short scrolling or for Sliding content
TV	Flat, Tab, Tree, Master/Detail	When page content changes or step by step flow	Avoid

Maintaining Flow Across Platforms

	Navigation	Paging	Scrolling	Content Slide
Web	Page, Tab, Back Button	<p>When page content changes or step by step flow</p> <p>Avoid too many page changes</p>	Better than paging (easier on web than on touch)	Carousels for media or short relevancy lists
Mobile	Flat, Tab & Tree. 1 level back.	For content, steps in flow	Question scrolling, prefer Flat	Limit use of in-page sliding content
Tablet	Flat, Tab, Master/Detail. 1 level-back	<p>Swiping through pages</p> <p>Avoid too many page changes</p>	Short scrolling or for Sliding content	Nice way to bring in more in-page content
TV	Flat, Tab, Tree, Master/Detail	When page content changes or step by step flow	Avoid	Avoid

Maintaining Flow Across Platforms

	Navigation	Paging	Scrolling	Content Slide	Panel Slide
Web	Page, Tab, Back Button	<p>When page content changes or step by step flow</p> <p>Avoid too many page changes</p>	Better than paging (easier on web than on touch)	Carousels for media or short relevancy lists	Nice way to extend real estate
Mobile	Flat, Tab & Tree. 1 level back.	For content, steps in flow	Question scrolling, prefer Flat	Limit use of in-page sliding content	Avoid (except as transition to replace page)
Tablet	Flat, Tab, Master/Detail. 1 level-back	<p>Swiping through pages</p> <p>Avoid too many page changes</p>	Short scrolling or for Sliding content	Nice way to bring in more in-page content	Nice way to extend real estate
TV	Flat, Tab, Tree, Master/Detail	When page content changes or step by step flow	Avoid	Avoid	Nice way to extend real estate

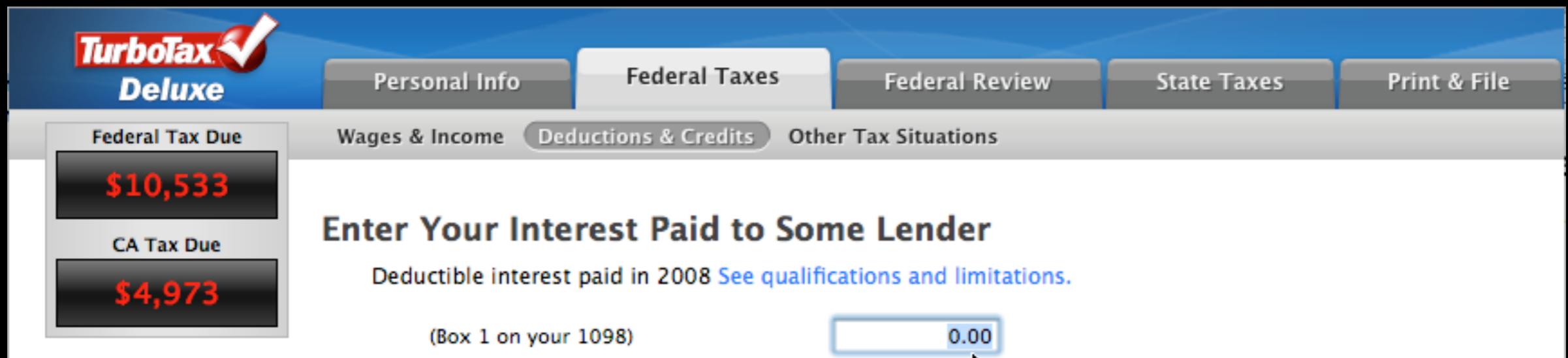


#3 Be Responsive

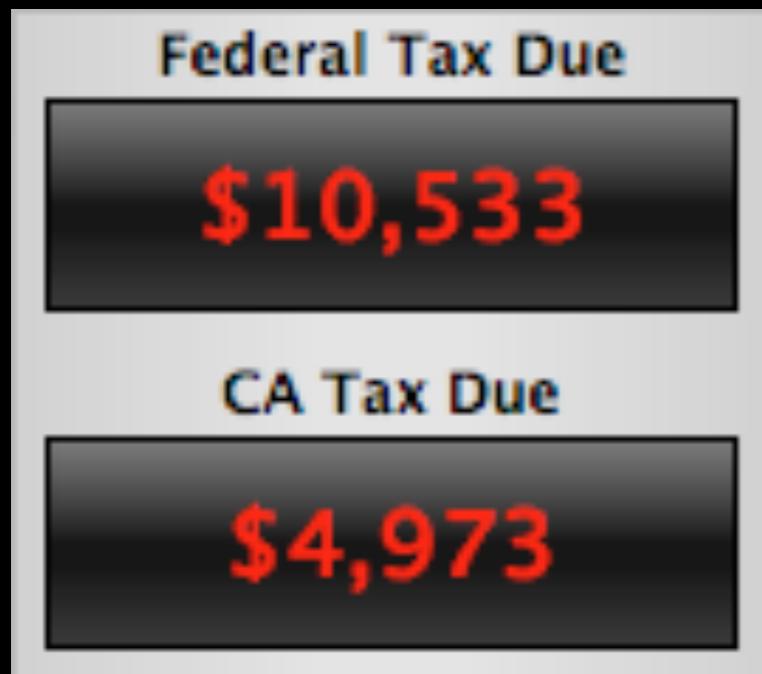
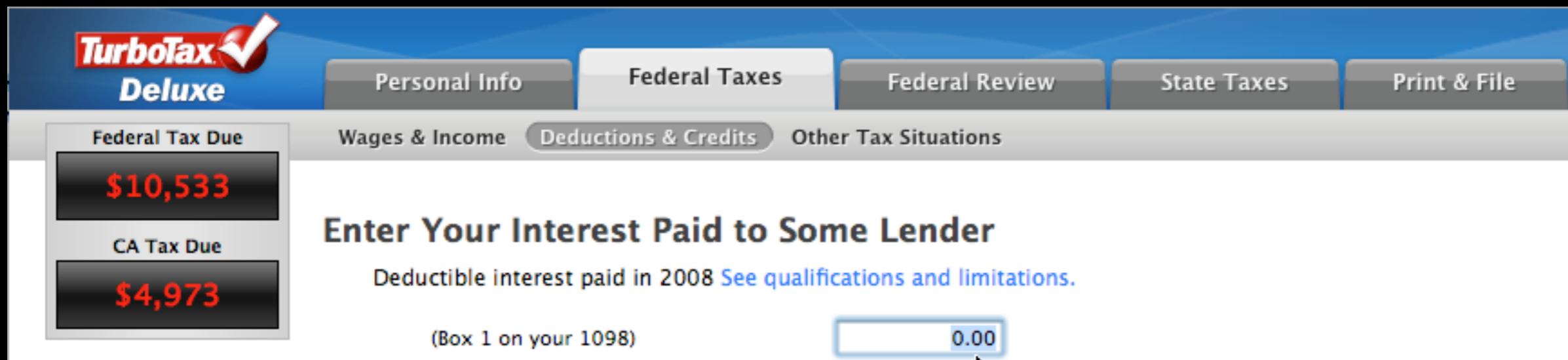
**Use Transitions/
Animations
to Create
Responsiveness**

Animation Can...

Animation Can...



Animation Can...



Animation Can...

TurboTax® Deluxe

Personal Info Federal Taxes Federal Review State Taxes Print & File

Federal Tax Due: **\$10,533**

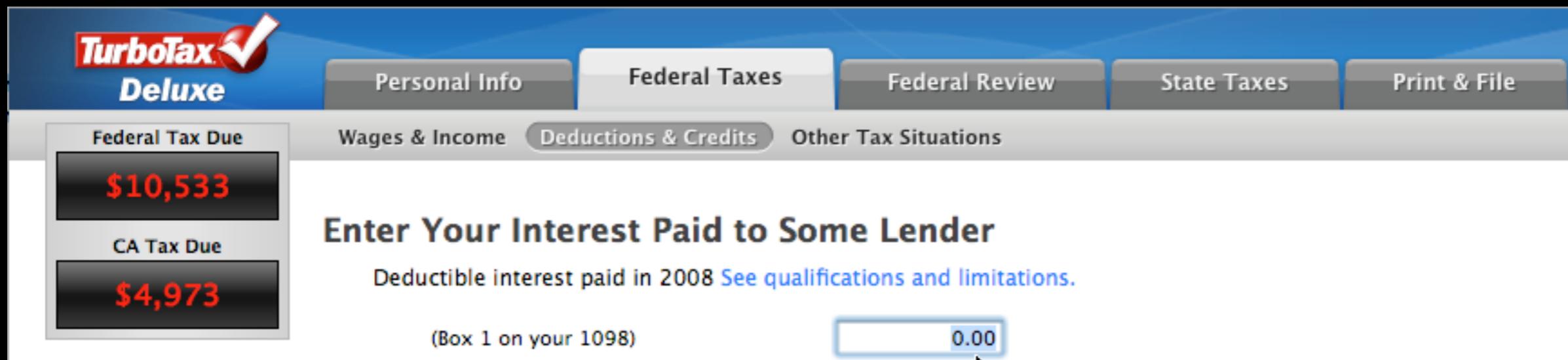
CA Tax Due: **\$4,973**

Wages & Income Deductions & Credits Other Tax Situations

Enter Your Interest Paid to Some Lender

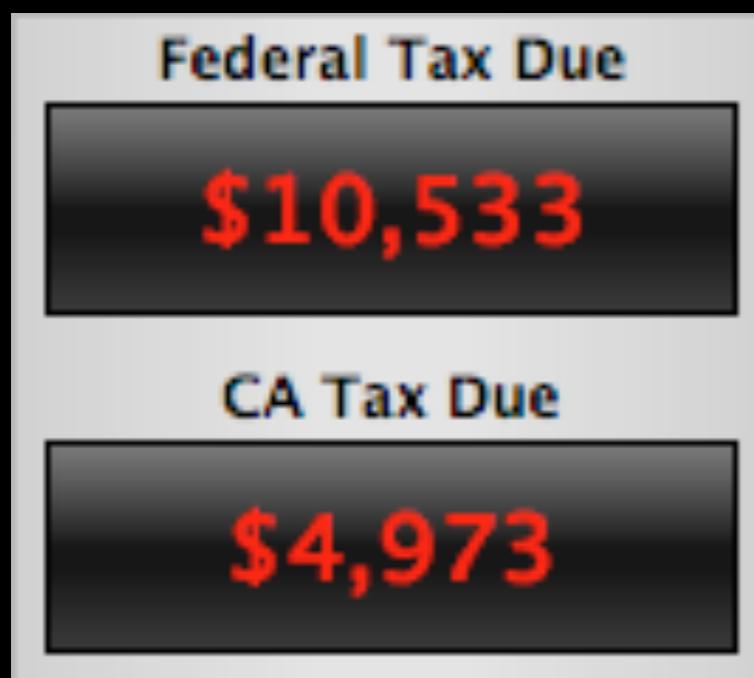
Deductible interest paid in 2008. See qualifications and limitations.

(Box 1 on your 1098)



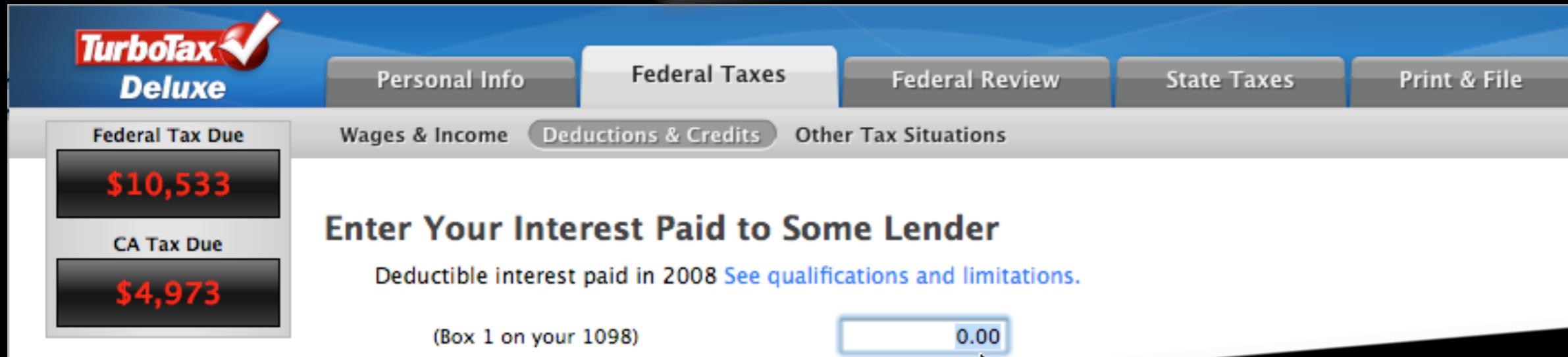
Federal Tax Due: **\$10,533**

CA Tax Due: **\$4,973**



Animation Can...

Be really, really
annoying



TurboTax Deluxe

Federal Tax Due: \$10,533

CA Tax Due: \$4,973

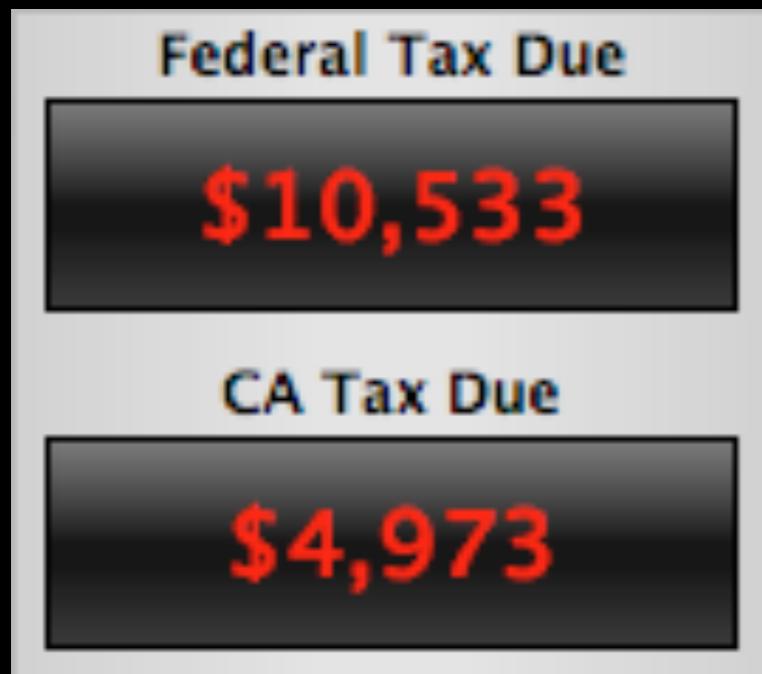
Personal Info Federal Taxes Federal Review State Taxes Print & File

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) 0.00



Federal Tax Due: \$10,533

CA Tax Due: \$4,973



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

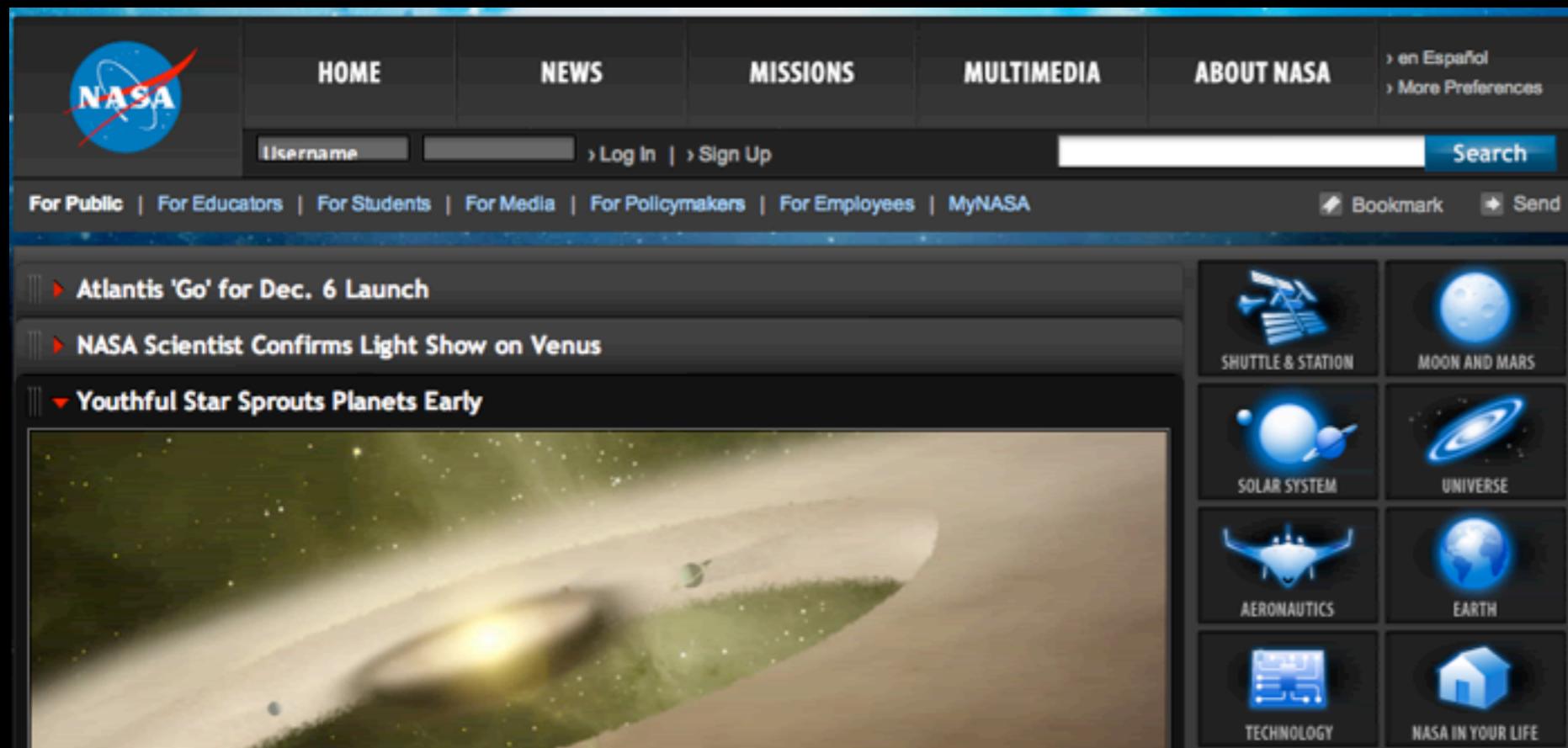
- Occam

PREVIOUS WEIGHT

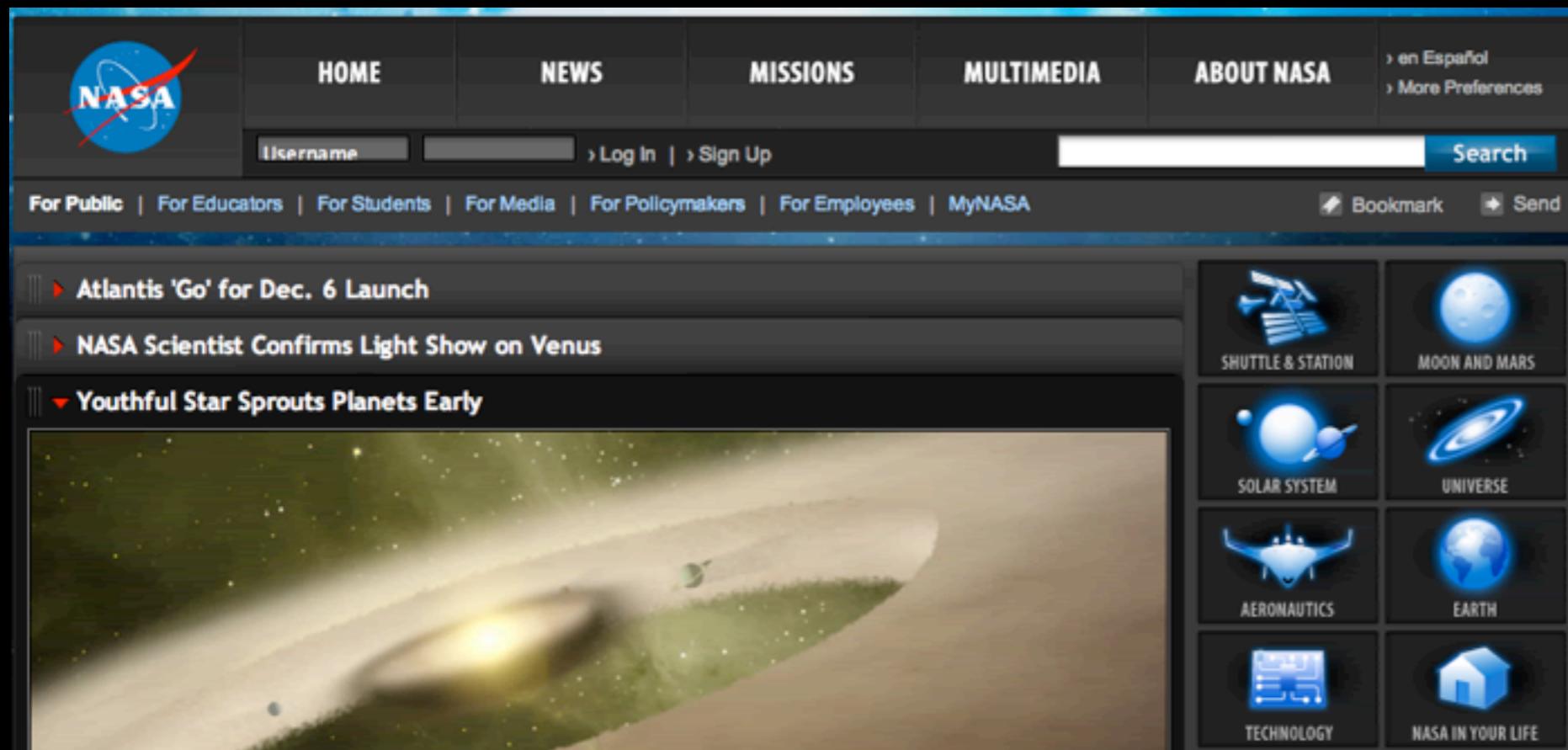
Make all visual distinctions as
subtle as possible, but still clear
and effective.

- Tufte "Smallest Effective Difference"

Web Apps Seem Prone to This



Web Apps Seem Prone to This



The screenshot shows the NASA website homepage. The top navigation bar includes links for HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA, along with options for en Español and More Preferences. A search bar and user authentication links (Username, Log In, Sign Up) are also present. Below the navigation is a horizontal menu for visitors: For Public, For Educators, For Students, For Media, For Policymakers, For Employees, and MyNASA. On the left, a sidebar lists recent news items: 'Atlantis 'Go' for Dec. 6 Launch', 'NASA Scientist Confirms Light Show on Venus', and 'Youthful Star Sprouts Planets Early'. The main content area features a large image of a comet's tail against a dark background. To the right, a grid of links to various NASA programs: SHUTTLE & STATION, MOON AND MARS, SOLAR SYSTEM, UNIVERSE, AERONAUTICS, EARTH, TECHNOLOGY, and NASA IN YOUR LIFE. At the bottom left, a real estate listing for a house in Morgan Hill, CA is displayed, showing a thumbnail image and the price of \$2,265,000.

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



(1 of 9)

Listing courtesy of Intero Real Estate Services

Disclaimer

[View Details](#) [Schedule a Tour](#)

Web Apps Seem Prone to This

The image displays two separate web pages that have been modified with inappropriate content. The left page is a NASA website with a navigation bar for HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA. The right page is a Behr Process Corporation website for paint products.

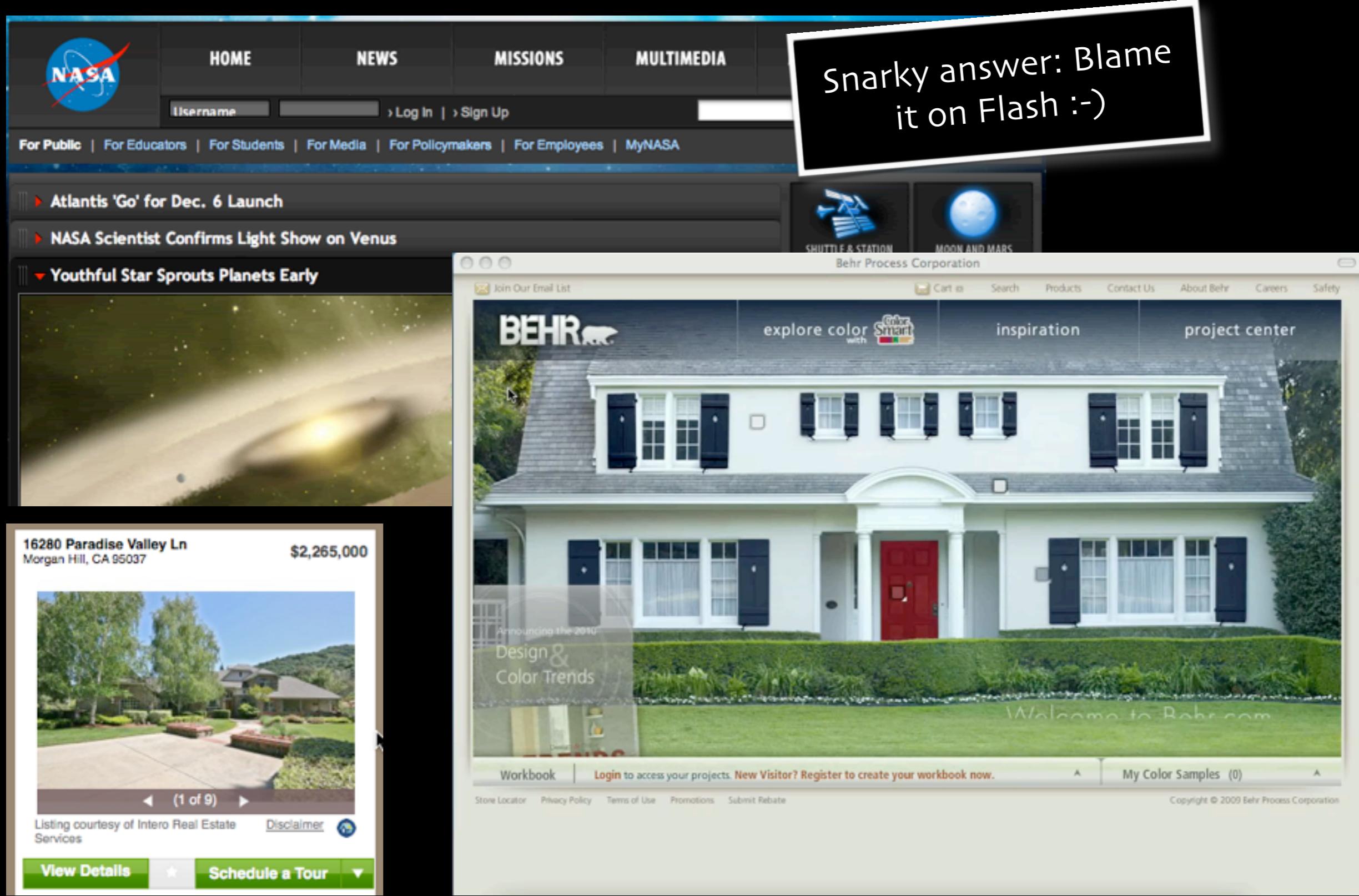
NASA Website (Left):

- Header: NASA logo, HOME, NEWS, MISSIONS, MULTIMEDIA, ABOUT NASA, en Espanol, More Preferences.
- Search Bar: Username, Log In, Sign Up, Search.
- Menu: For Public, For Educators, For Students, For Media, For Policymakers, For Employees, MyNASA.
- Buttons: Bookmark, Send.
- Content: Headlines: Atlantis 'Go' for Dec. 6 Launch, NASA Scientist Confirms Light Show on Venus, Youthful Star Sprouts Planets Early.
- Image: A large, blurry image of a celestial body with a bright light source.
- Text: 16280 Paradise Valley Ln, Morgan Hill, CA 95037, \$2,265,000.
- Image: A photograph of a large, modern house with a red door and dark shutters.
- Text: Listing courtesy of Intero Real Estate Services.
- Buttons: View Details, Schedule a Tour.

Behr Process Corporation Website (Right):

- Header: Join Our Email List, Cart (0), Search, Products, Contact Us, About Behr, Careers, Safety.
- Image: A large image of a white house with dark shutters and a red door.
- Text: BEHR, explore color with ColorSmart, inspiration, project center.
- Text: Announcing the 2010 Design & Color Trends.
- Text: Welcome to Behr.com.
- Buttons: Workbook, Login to access your projects. New Visitor? Register to create your workbook now.
- Links: Store Locator, Privacy Policy, Terms of Use, Promotions, Submit Rebate.
- Text: Copyright © 2009 Behr Process Corporation.

Web Apps Seem Prone to This



NASA

HOME NEWS MISSIONS MULTIMEDIA

Username Log In | Sign Up

For Public | For Educators | For Students | For Media | For Policymakers | For Employees | MyNASA

▶ Atlantis 'Go' for Dec. 6 Launch

▶ NASA Scientist Confirms Light Show on Venus

▼ Youthful Star Sprouts Planets Early

16280 Paradise Valley Ln
Morgan Hill, CA 95037 \$2,265,000

Announcing the 2010 Design & Color Trends

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

My Color Samples (0)

Shuttle & Station Moon and Mars

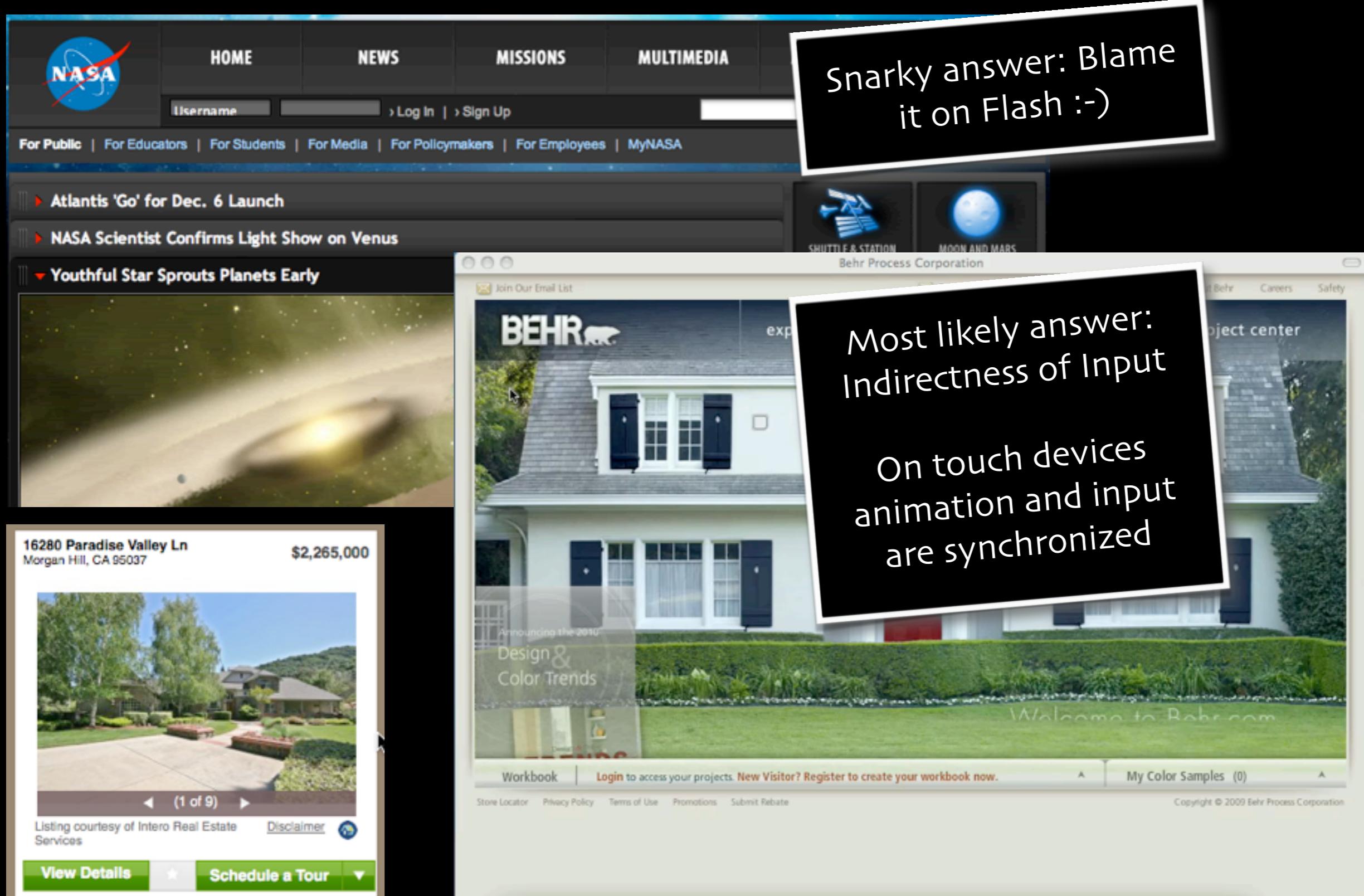
Behr Process Corporation

Join Our Email List Cart | Search Products Contact Us About Behr Careers Safety

View Details Schedule a Tour

Snarky answer: Blame it on Flash :-)

Web Apps Seem Prone to This



Snarky answer: Blame it on Flash :-)

Most likely answer: Indirectness of Input
On touch devices animation and input are synchronized

16280 Paradise Valley Ln
Morgan Hill, CA 95037 \$2,265,000

Listing courtesy of Intero Real Estate Services Disclaimer

[View Details](#) [Schedule a Tour](#)

HOME NEWS MISSIONS MULTIMEDIA

Username [Log In](#) | [Sign Up](#)

For Public | For Educators | For Students | For Media | For Policymakers | For Employees | MyNASA

▶ Atlantis 'Go' for Dec. 6 Launch

▶ NASA Scientist Confirms Light Show on Venus

▼ Youthful Star Sprouts Planets Early

SHUTTLE & STATION MOON AND MARS

Behr Process Corporation

Join Our Email List

BEHR

exp

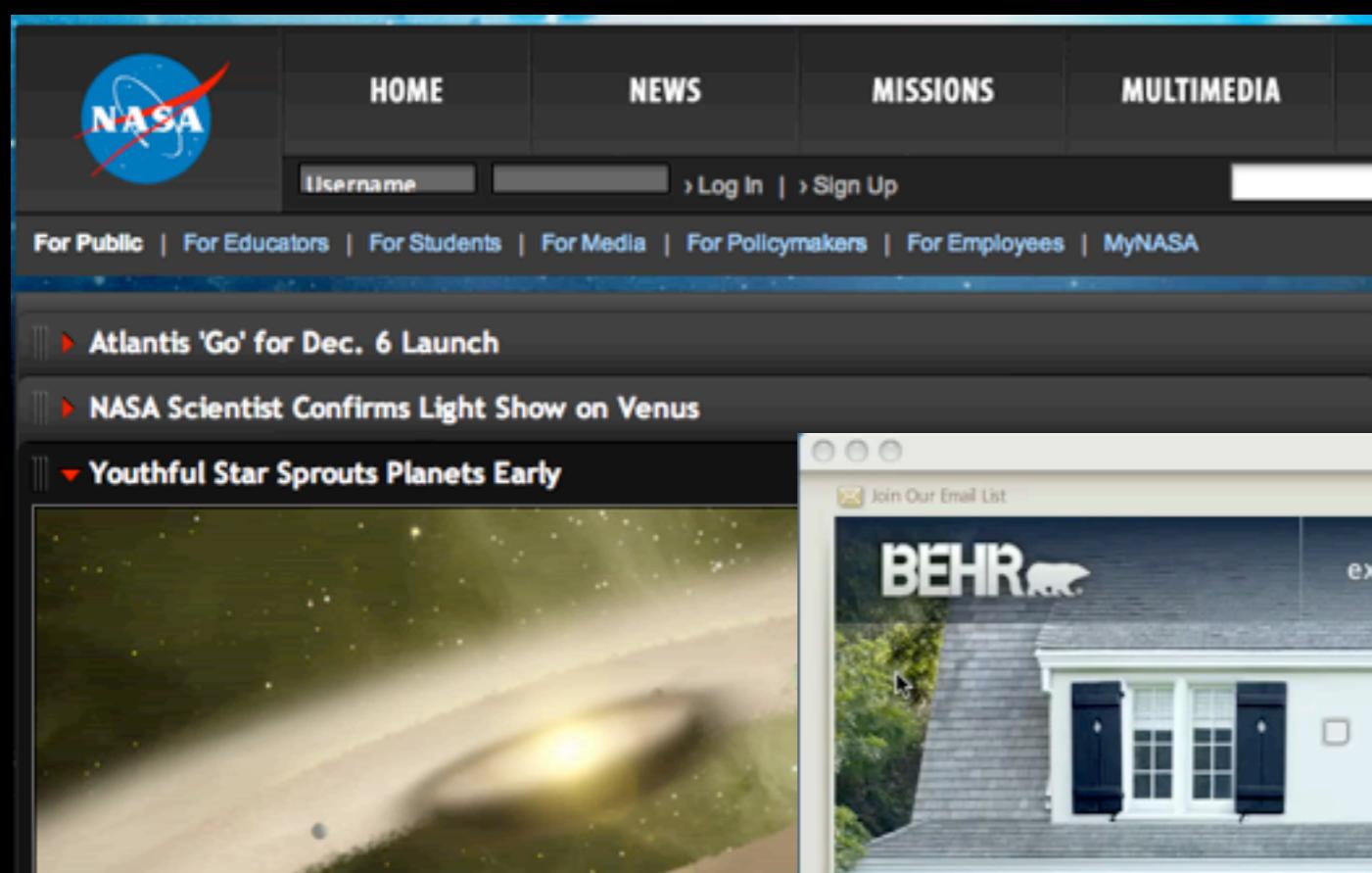
Announcing the 2010 Design & Color Trends

Workbook [Login](#) to access your projects. [New Visitor?](#) Register to create your workbook now.

Store Locator Privacy Policy Terms of Use Promotions Submit Rebate

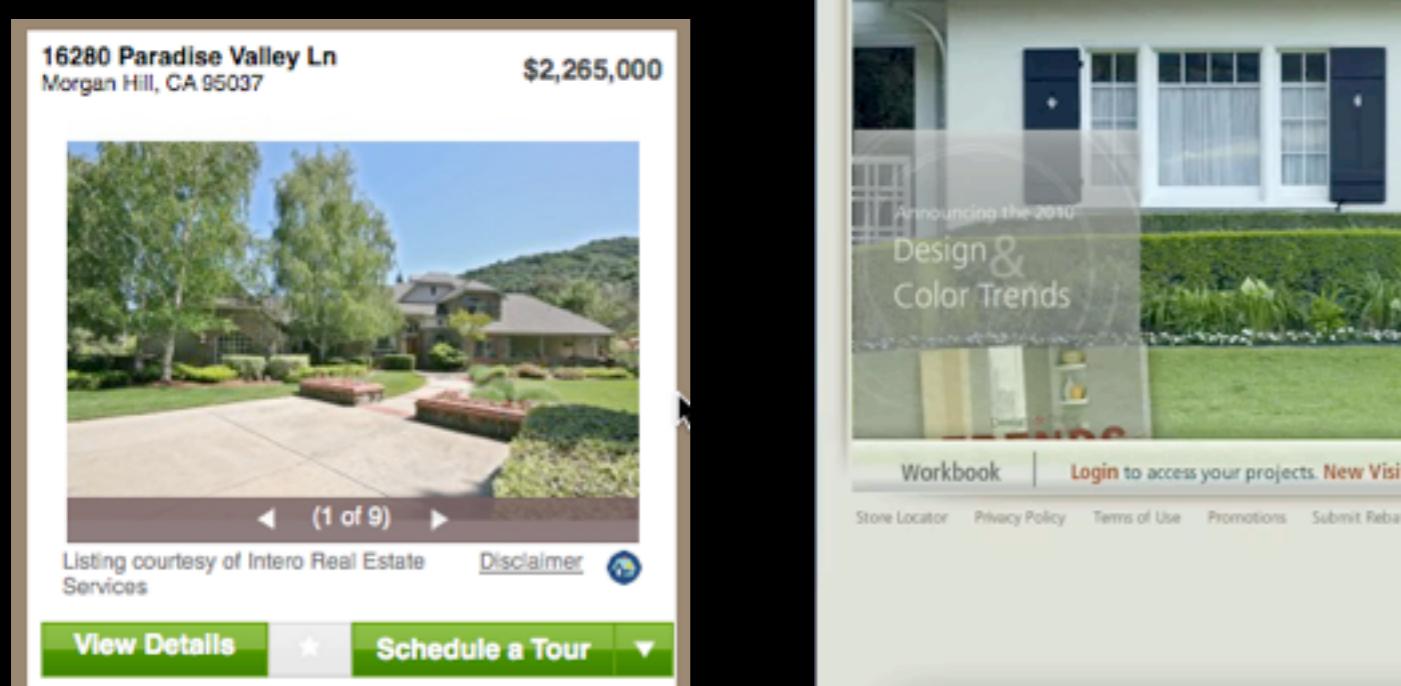
Copyright © 2009 Behr Process Corporation

Web Apps Seem Prone to This



The NASA website features a prominent blurred image of a rocket launch in the background. The navigation bar includes links for HOME, NEWS, MISSIONS, and MULTIMEDIA. A sidebar on the left lists recent news items: 'Atlantis 'Go' for Dec. 6 Launch', 'NASA Scientist Confirms Light Show on Venus', and 'Youthful Star Sprouts Planets Early'. Below the news is a large image of a rocket launching.

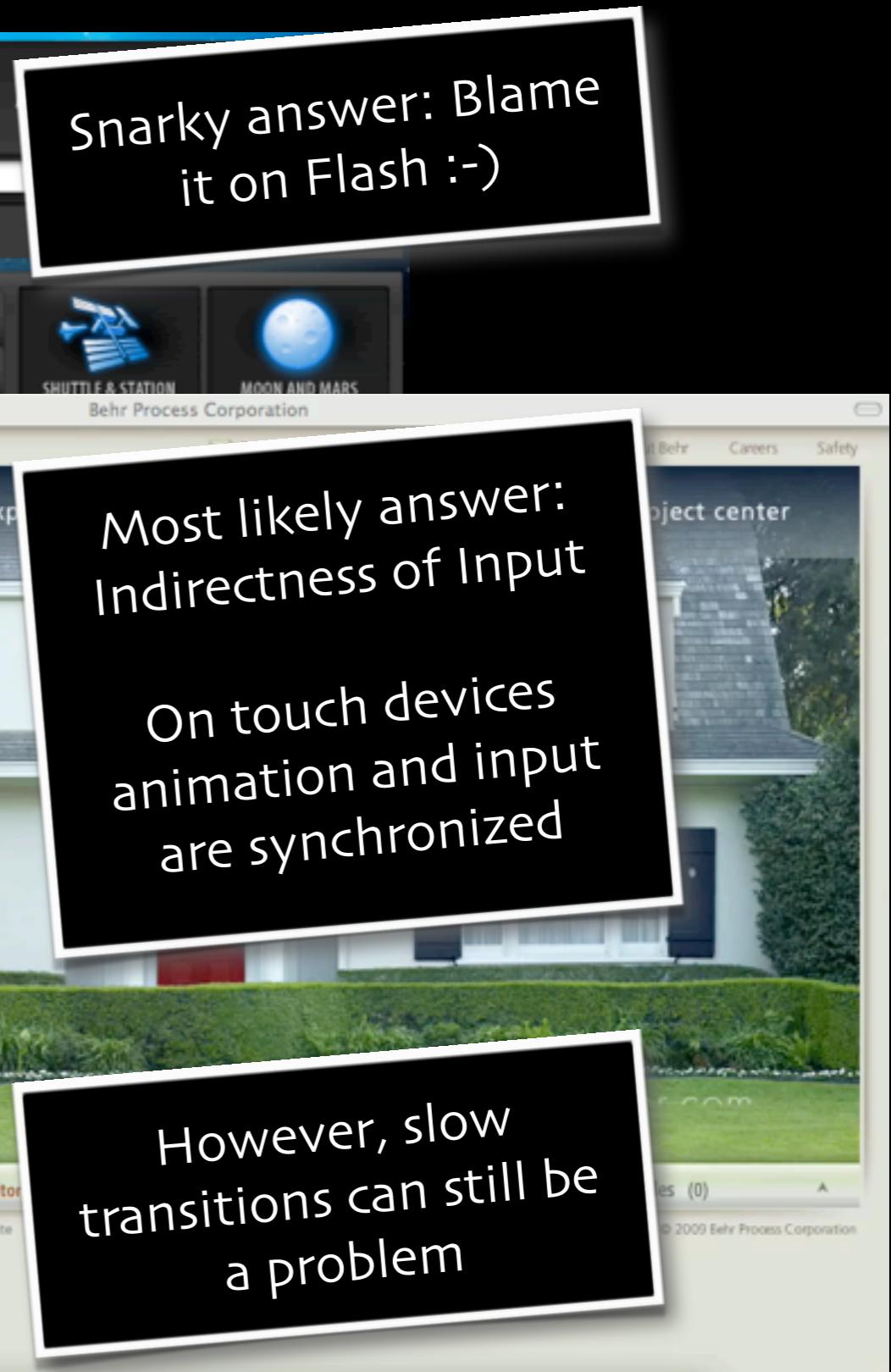
16280 Paradise Valley Ln
Morgan Hill, CA 95037 \$2,265,000



A real estate listing for a house in Morgan Hill, CA. The address is 16280 Paradise Valley Ln, Morgan Hill, CA 95037, with a price of \$2,265,000. The listing includes a large image of the house and a thumbnail image of the property. Navigation controls show '(1 of 9)'.

Listing courtesy of Intero Real Estate Services Disclaimer

[View Details](#) [Schedule a Tour](#)



The BEHR website features a blurred image of a house. The navigation bar includes links for BEHR, Join Our Email List, and a search bar. A sidebar on the left displays a 'Design & Color Trends' section for 2010. The main content area shows a large image of a house with a red door and blue shutters.

Snarky answer: Blame it on Flash :-)

Most likely answer:
Indirectness of Input
On touch devices
animation and input
are synchronized

However, slow
transitions can still be
a problem

Animation Can...

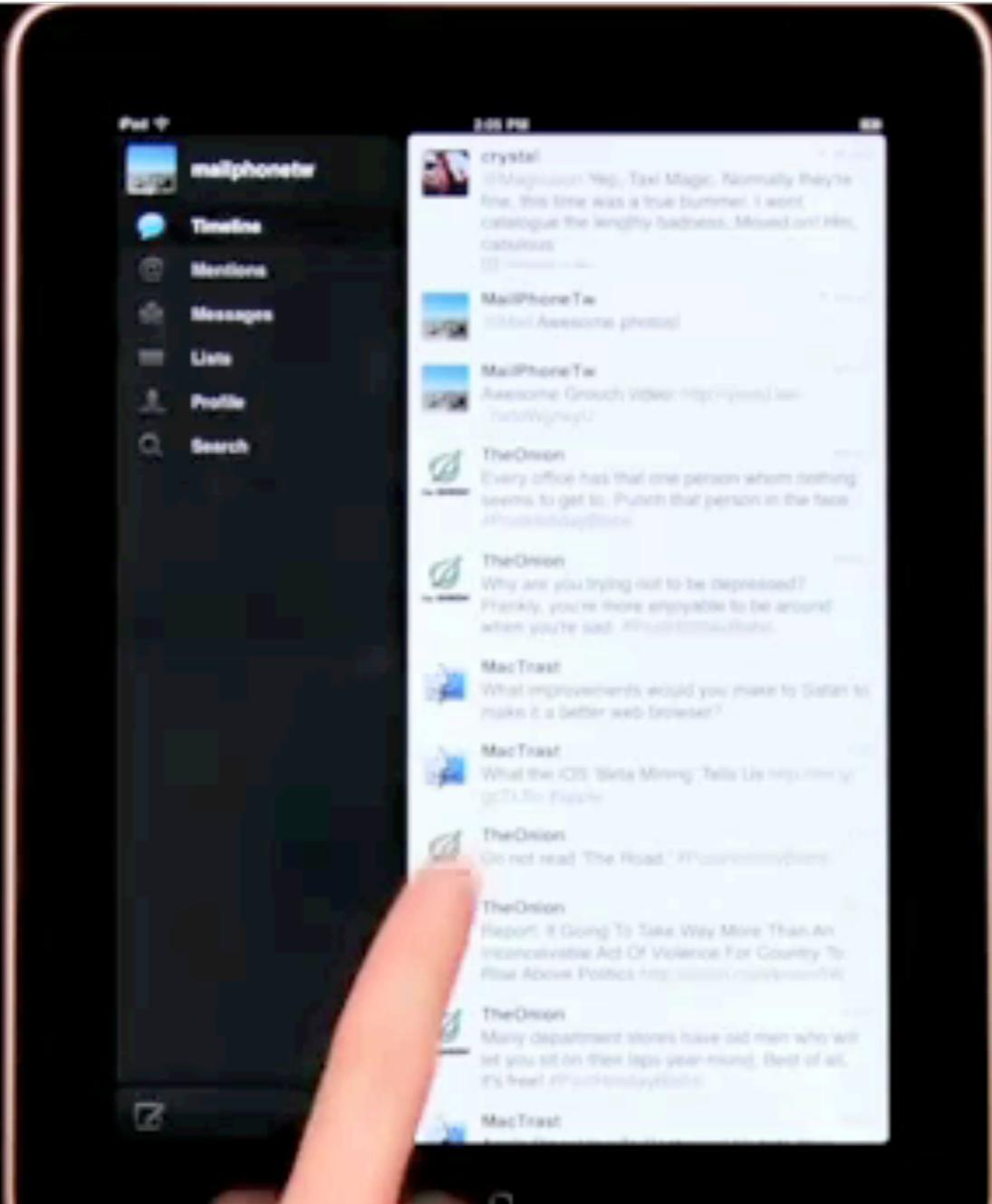


Animation Can...

Reveal relationships



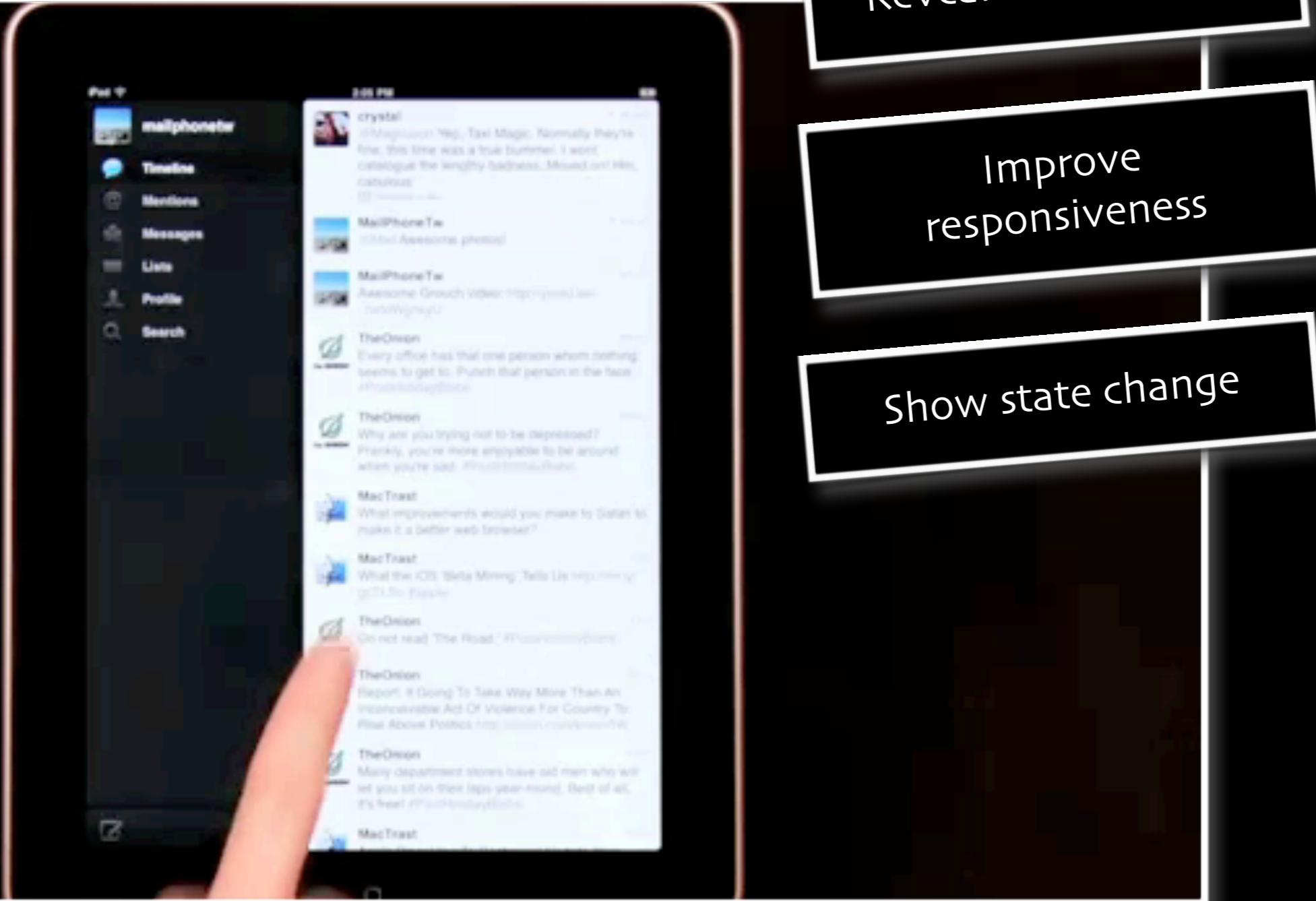
Animation Can...



Reveal relationships

Improve
responsiveness

Animation Can...

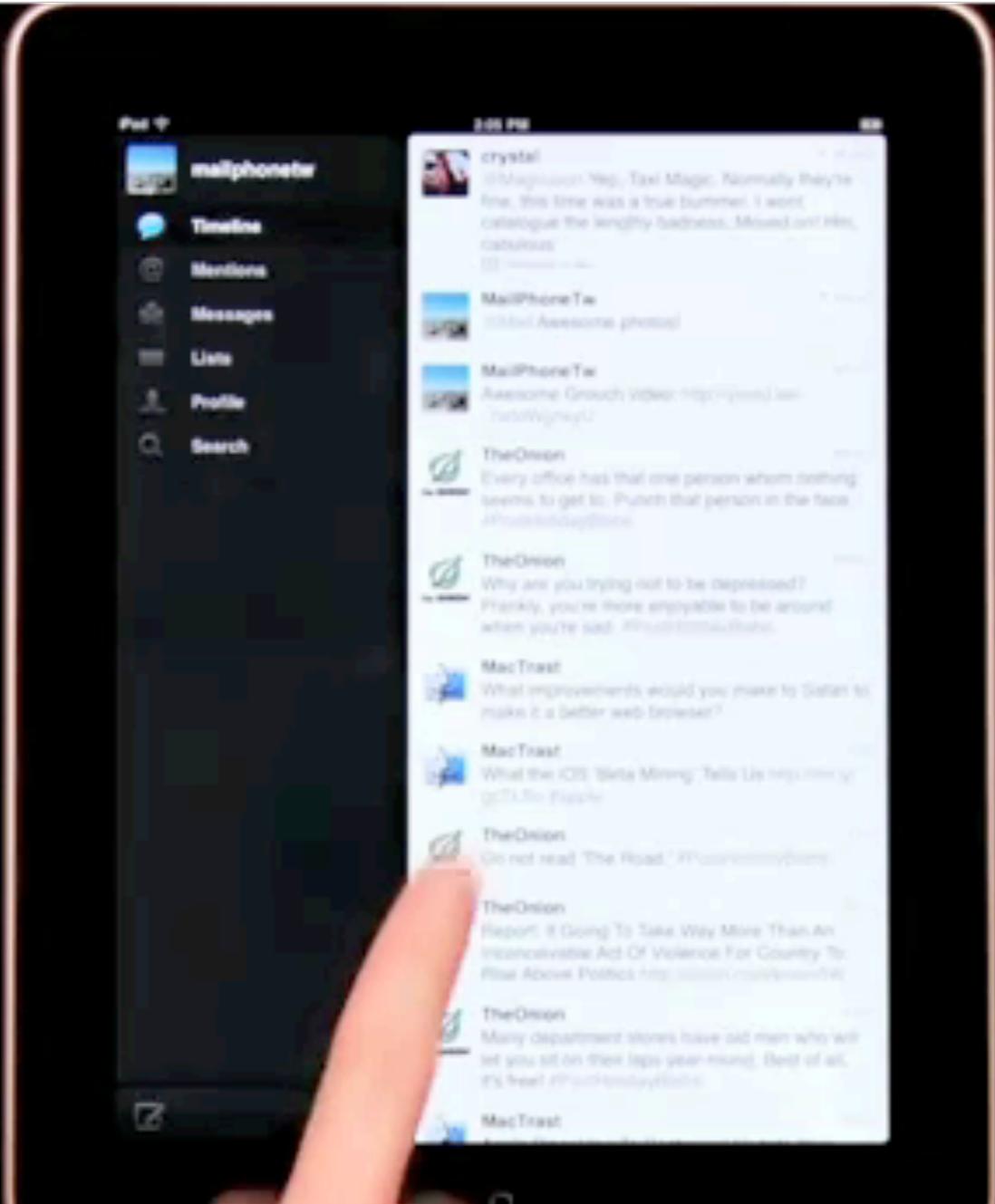


Reveal relationships

Improve responsiveness

Show state change

Animation Can...



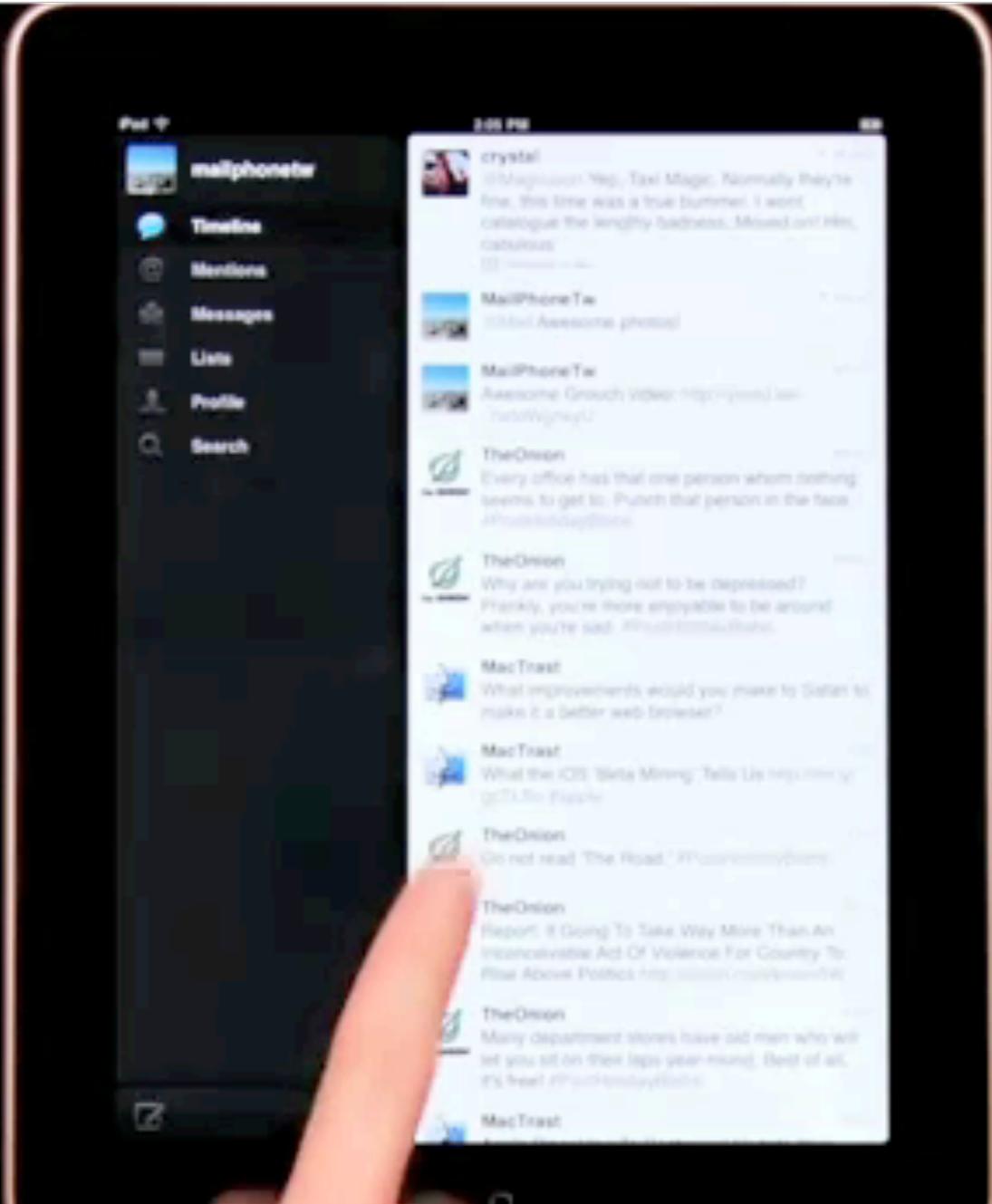
Reveal relationships

Improve responsiveness

Show state change

Focus attention

Animation Can...



Reveal relationships

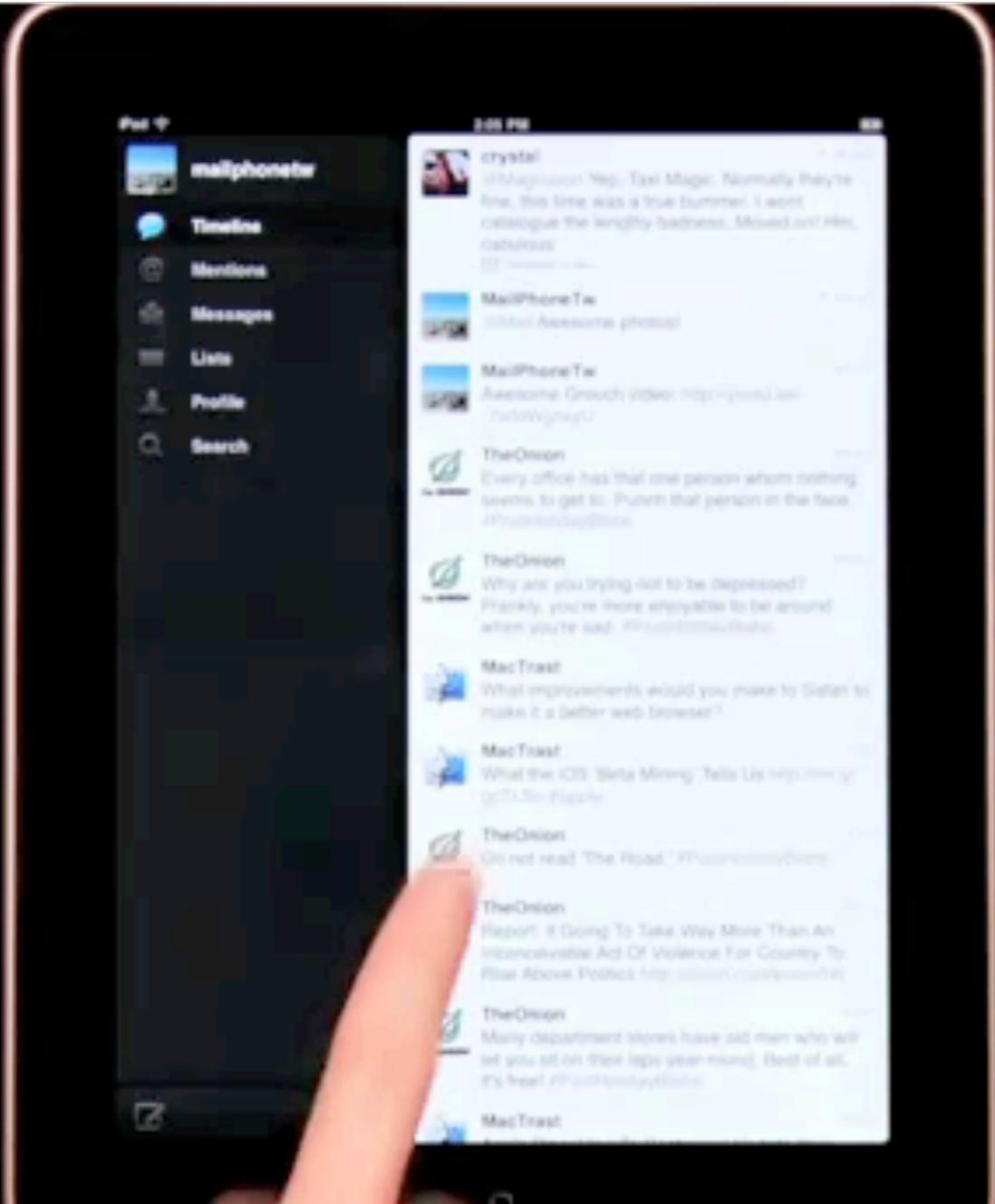
Improve responsiveness

Show state change

Focus attention

Create delight

Animation Can...



Reveal relationships

Improve responsiveness

Show state change

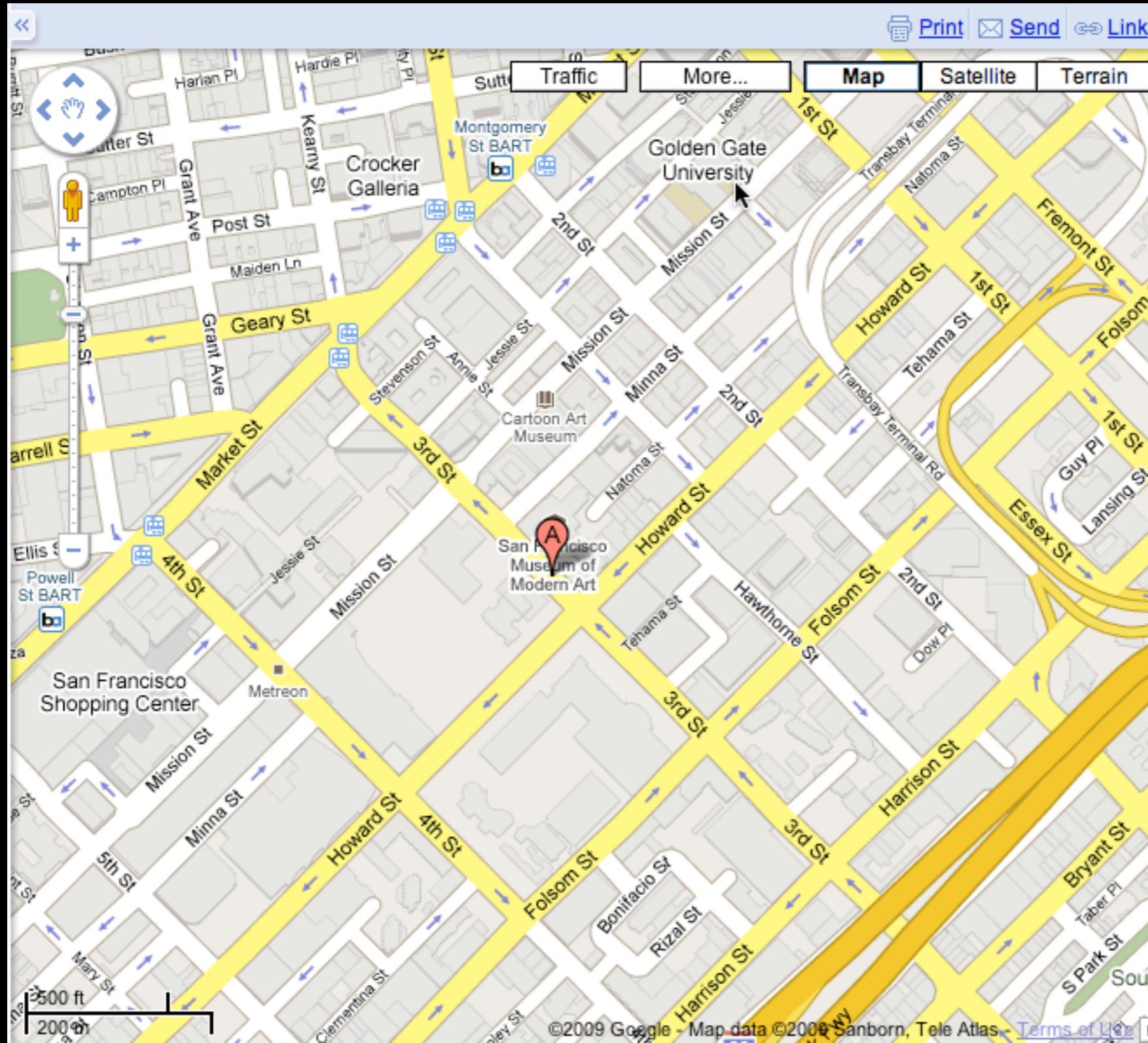
Focus attention

Create delight

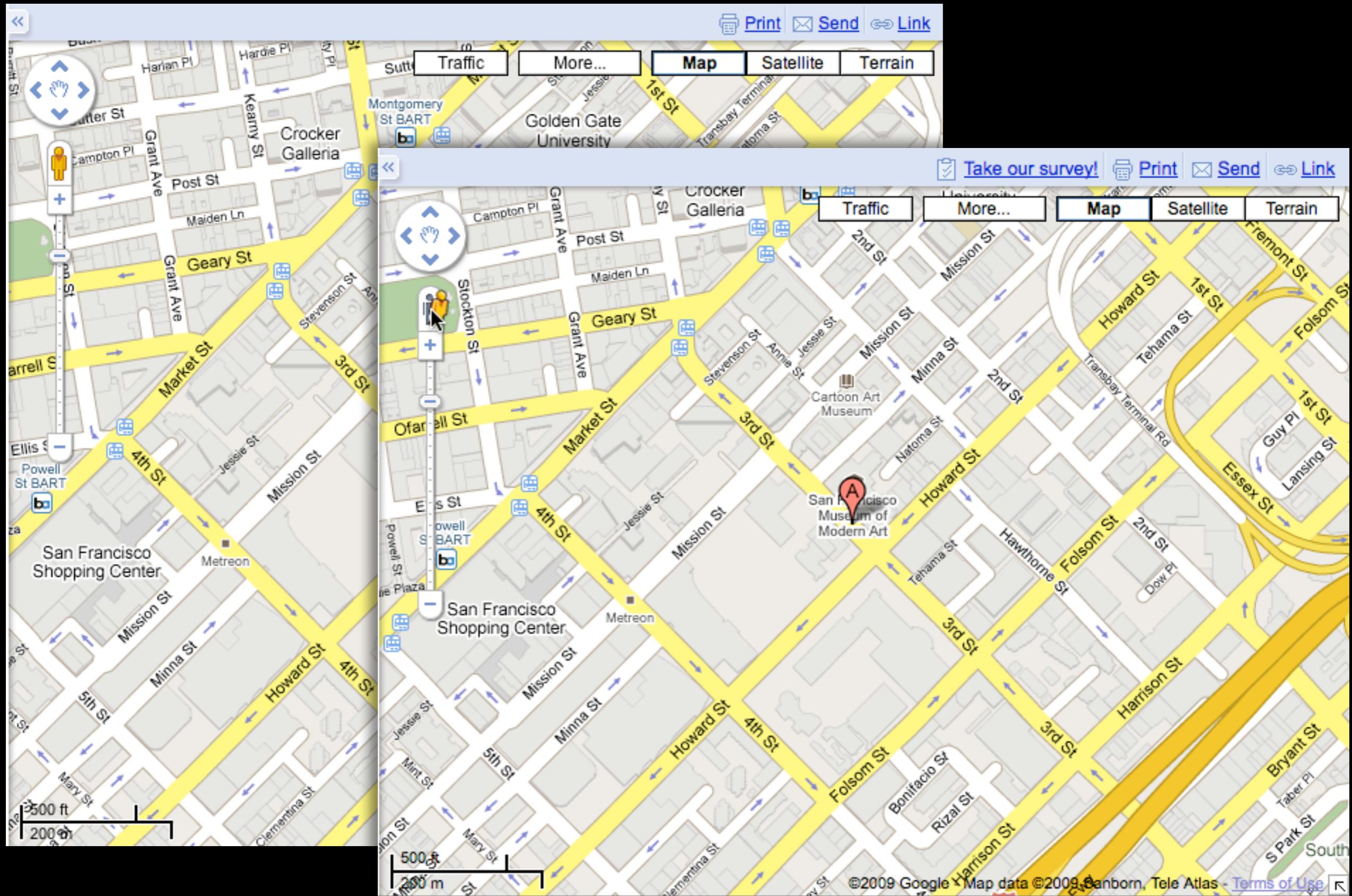
Simulate physicality

Use Invitations
to Create
Responsiveness

Just in Time Invitations at Drag Moments



Just in Time Invitations at Drag Moments



Invitations at Reward Moments

Invitations at Reward Moments

Rate Your Recent Return

OCEAN'S THIRTEEN



Close 

RATE TO REVEAL...

...2 MOVIES YOU'LL LOVE

1 **2**

Add

Add


No Opinion


Not Interested


Not Interested

(click the stars)

Invitations at Reward Moments

Close 

Rate Your Recent Return

OCEAN'S THIRTEEN



RATE TO REVEAL...
...2 MOVIES YOU'LL LOVE

1 2

Add Add

★★★★☆ No Opinion

☆☆☆☆☆ Not Interested

☆☆☆☆☆ Not Interested

(click the stars)

Major source of
obtaining ratings

Mobile Invitations at Touch-Hold Moments



Mobile Invitations at Touch-Hold Moments



Content as an Invitation

Content as an Invitation

NETFLIX △ Search

Instant Queue

2 / 332

Bella

2006 PG-13 1h 31m

★★★★★

Two lost souls -- Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past -- find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched

Emotional Dramas

Be Snappy

to

Be Responsive

Performance is Not Always a Given

NETFLIX

Suggestions for You MORE

New Arrivals

Genres

Instant Queue

Search

Recently Watched

TV

[X View more suggestions](#)

Emotional Movies

Performance is Not Always a Given

NETFLIX

Suggestions for You

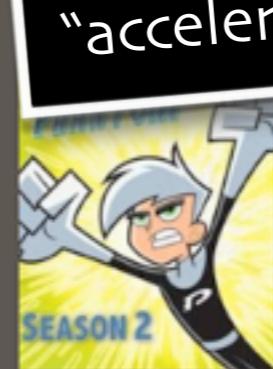
New Arrivals

Genres

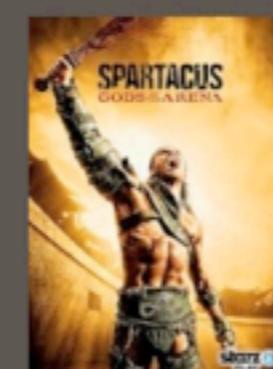
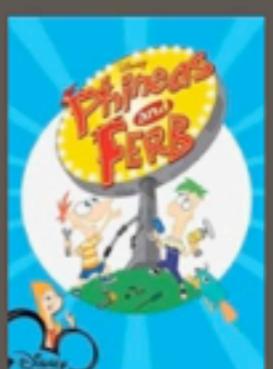
Instant Queue

Search

Recently Watched

TV

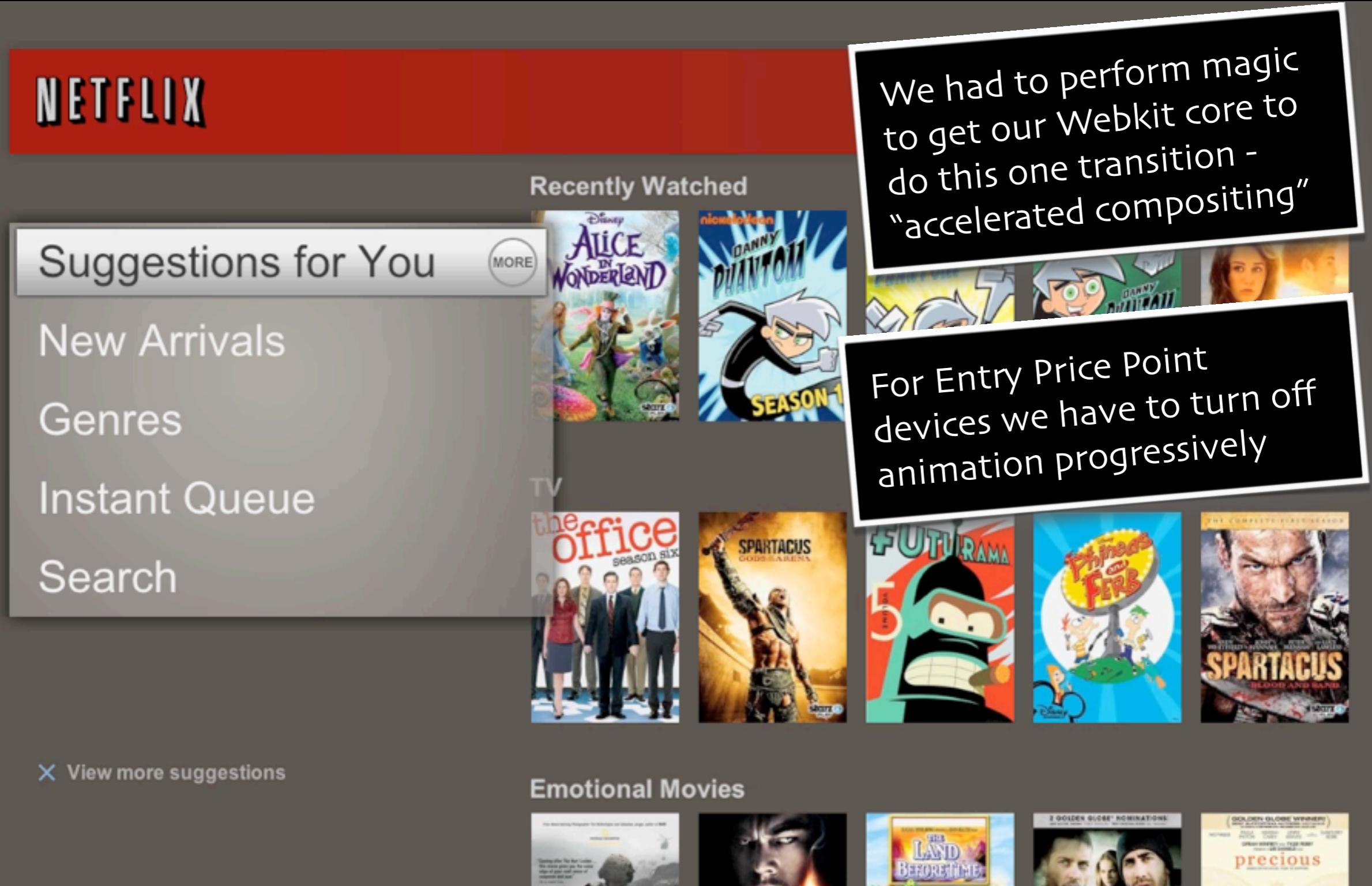
[View more suggestions](#)

Emotional Movies

We had to perform magic to get our Webkit core to do this one transition - "accelerated compositing"

Performance is Not Always a Given



We had to perform magic to get our Webkit core to do this one transition - "accelerated compositing"

For Entry Price Point devices we have to turn off animation progressively

Advances in HTML5

Scrollability, New iOS Physics Project from Facebook for iPhone Creator, Joe Hewitt

By [Sarah Perez](#) / May 20, 2011 6:58 AM / [6 Comments](#)

[Tweet](#)

224

[Recommend](#)

8

[Hacker News](#)

[Share & Save](#)

This post is part of our ReadWriteMobile channel, which is dedicated to helping its community understand the strategic business and technical implications of developing mobile applications. This channel is sponsored by [Alcatel-Lucent](#). As you're exploring these resources, check out this helpful resource from our sponsors: [Cultivating a Developer Ecosystem: Understanding Their Needs](#)



Joe Hewitt, the creator of the Facebook iPhone app, Firebug, and former contributor to Mozilla's Firefox, [announced earlier this month](#) that he was leaving Facebook to go build "tools." What sorts of tools? Not just mobile tools, but "tools for writers, designers, programmers, whatever," he wrote on his personal [blog](#).

Since then, many developers have been eagerly anticipating the tools Hewitt will create. Today, we get to see what one of those is: [Scrollability](#), a script that brings native scrolling to mobile Web applications.

What's Scrollability?

According to [the project's website](#), Scrollability is a single script, that's small, and with no external dependencies. You "drop it into your page, add a few CSS classes to scrollable elements, and scroll away," the site explains.

Arnulfo Heriberto Hao

Elbert Murray Heartsill

Responsiveness Across platforms

	Input
Web	Pointer Indirect
Tablet/ Mobile	Fingers Direct
TV	Remote Indirect

Responsiveness Across platforms

	Input	Animation
Web	Pointer Indirect	Make Indirect Input Feel More Direct
Tablet/ Mobile	Fingers Direct	Make Direct Input Feel Real
TV	Remote Indirect	Make Indirect Input Feel More Direct Reinforce the Cinematic

Responsiveness Across platforms

	Input	Animation	Invitations
Web	Pointer Indirect	Make Indirect Input Feel More Direct	On hover
Tablet/ Mobile	Fingers Direct	Make Direct Input Feel Real	At touch/hold endpoints
TV	Remote Indirect	Make Indirect Input Feel More Direct Reinforce the Cinematic	Static hints (usually once an item is selected)

Responsiveness Across platforms

	Input	Animation	Invitations	Performance
Web	Pointer Indirect	Make Indirect Input Feel More Direct	On hover	Less of a consideration
Tablet/ Mobile	Fingers Direct	Make Direct Input Feel Real	At touch/hold endpoints	Can be a consideration
TV	Remote Indirect	Make Indirect Input Feel More Direct Reinforce the Cinematic	Static hints (usually once an item is selected)	Definitely an issue on some low-end devices

TV Experiences...

TV Experiences...



2 / 332

△ Search

Instant Queue



Bella

2006 PG-13 1h 31m



Two lost souls – Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past – find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.

Recently Watched



Cast:

Eduardo Verástegui,
Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez
Monteverde

Emotional Dramas

Watch Instantly

Browse DVDs

Your Queue

★ Suggestions For You

Movies, TV shows, actors, directors, genres 

Genres ▾

New Arrivals

Starz Play

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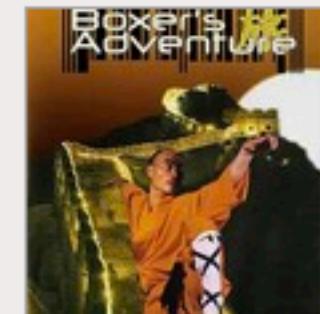
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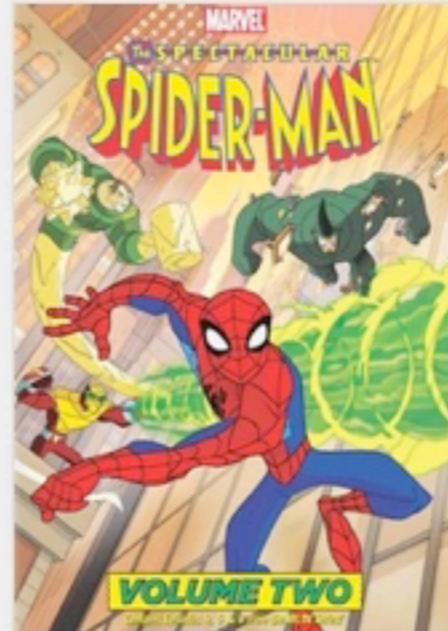
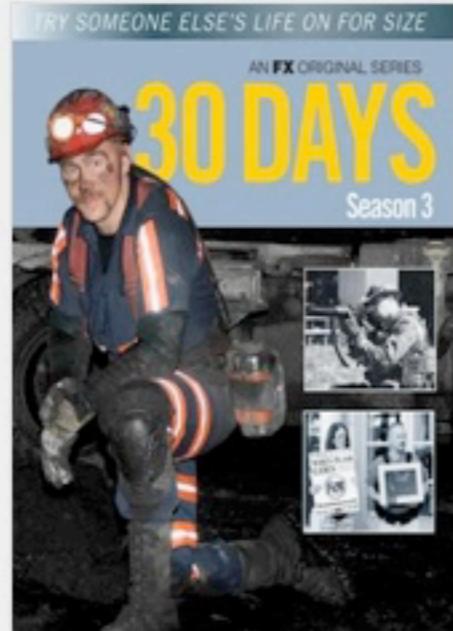
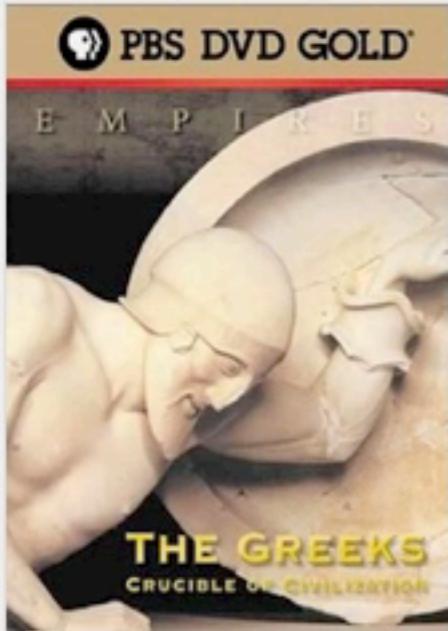
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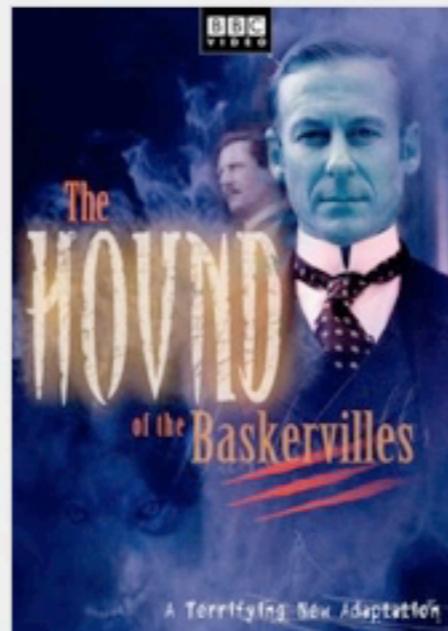
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TOP 10 FOR BILL



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