



# Designing for Mice & Men\*

Bill Scott, PayPal

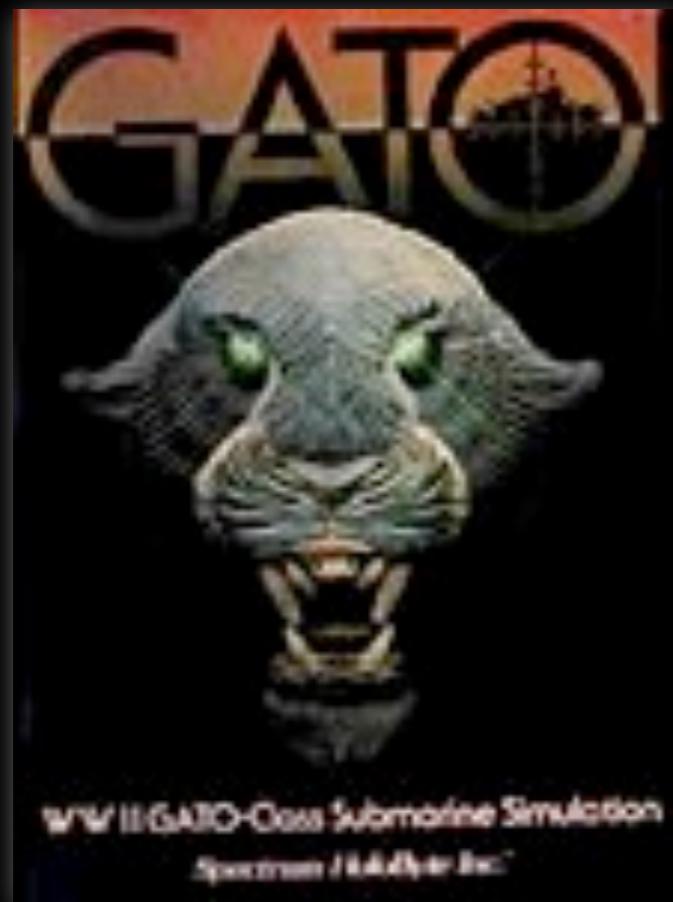


# Designing for Mice & Men\*

\*and women too!



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# From DVDs by Mail & Website



The image is a screenshot of the Netflix homepage. At the top, there's a navigation bar with links for 'Browse DVDs', 'Browse Instant', 'Your Queue', 'Movies You'll Love', 'Friends & Community', and 'DVD Sale \$5.99'. Below the navigation is a search bar with the placeholder 'Movies, actors, directors, genres'. The main content area features a section titled 'Because you enjoyed:' with recommendations for 'Pink Floyd: Pulse' and 'Stanley Kubrick: A Life in Pictures', each with an 'Add' button. It also shows a thumbnail for 'Pink Floyd: The Dark Side of the Moon' with a 5-star rating and a 'Not interested' link. To the right, there's a 'YOUR RECENT ACTIVITY' section listing recent interactions like watching 'Living Marine Aquarium, Vol. 2' and receiving 'The Kid: Runner'. Below that is a 'SUGGESTIONS FOR YOU' section with a note about new suggestions in 'Movies You'll Love'. At the bottom, there are four movie cards: 'Revolver' (Crime Thrillers), 'Marathon Man', 'Shadow of a Doubt', and 'The Thomas Crown Affair', each with an 'Add' button and a 5-star rating.

# To Streaming on 100's of Devices



# Led to Experience Explosion (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

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

# It is Better to “Own” the Experience

Netflix...

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Netflix...

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

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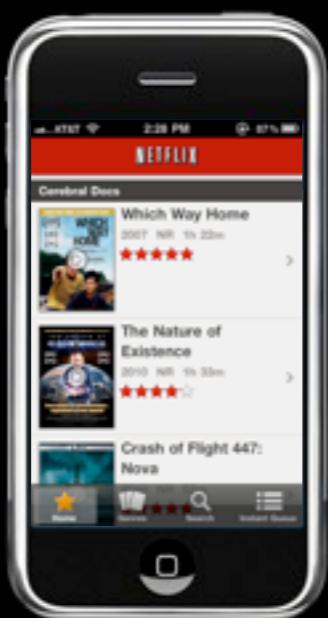
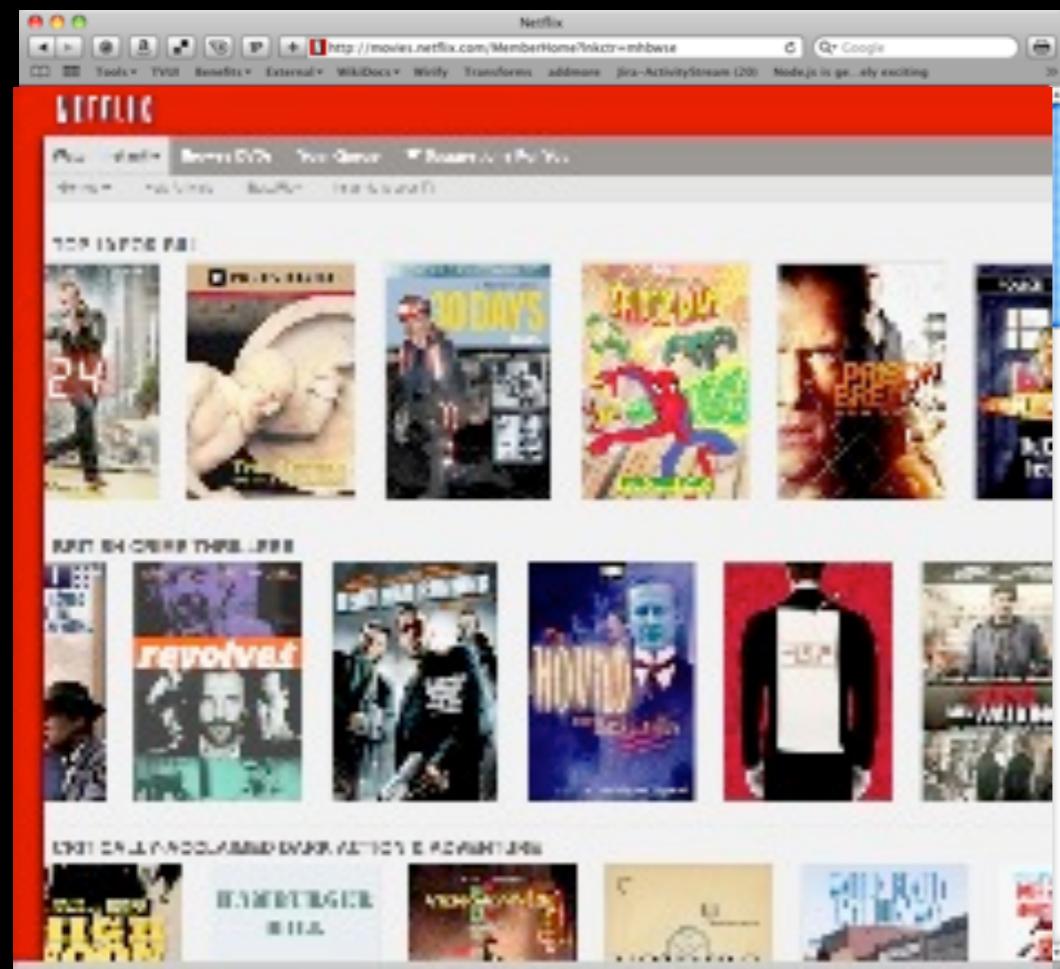
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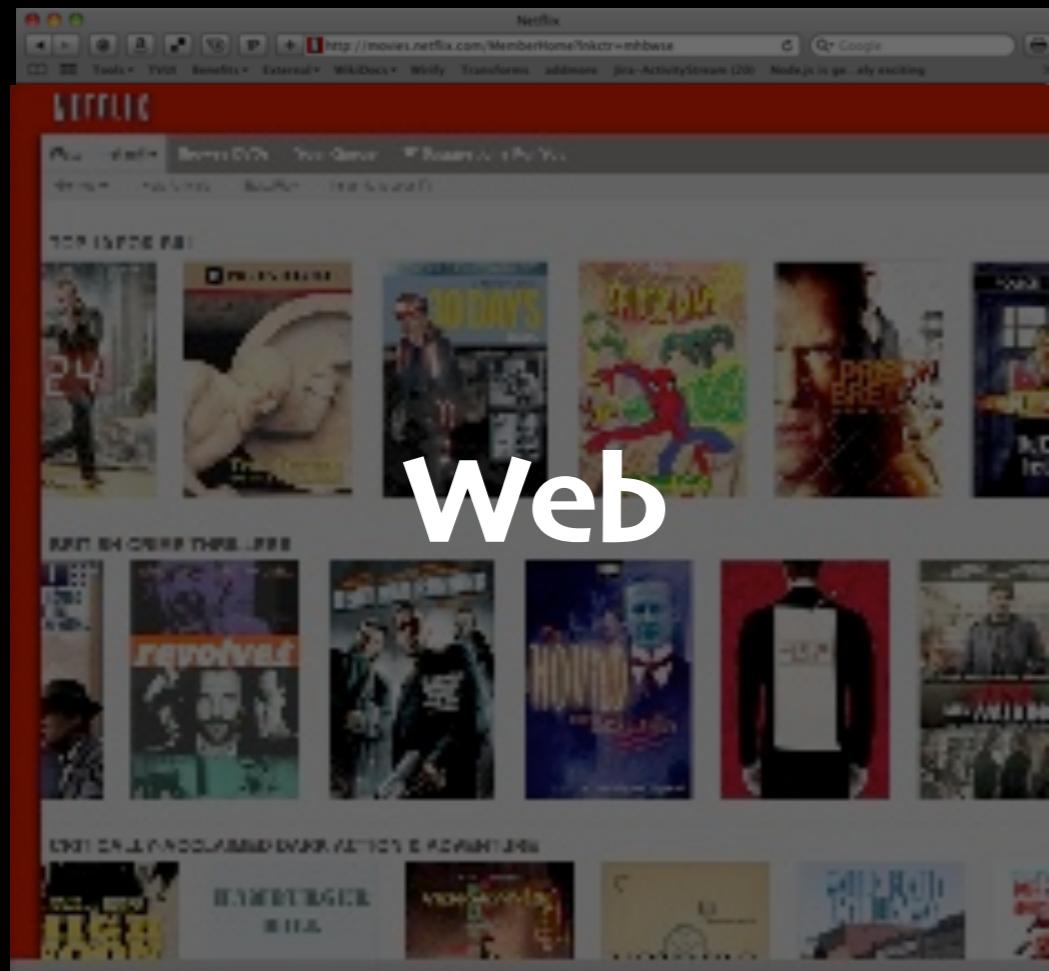
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Values “Learn Fast/Fail Quickly”

# Netflix “Owned” Experience Across Devices



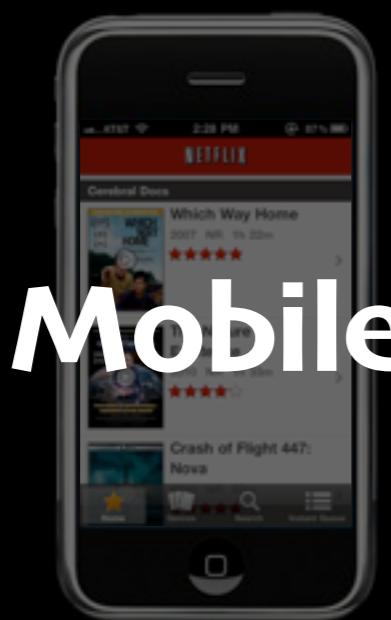
# Netflix “Owned” Experience Across Devices



Web



Tablet

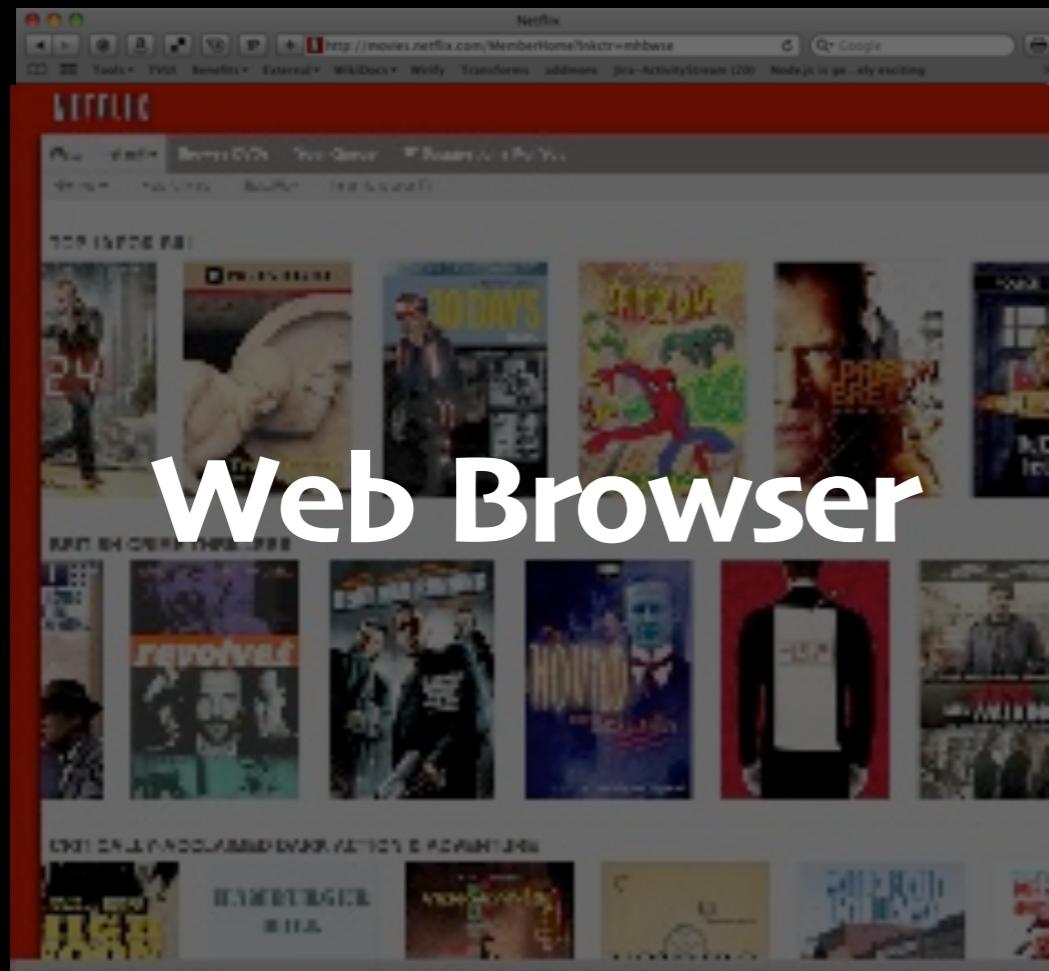


Mobile



TV

# Netflix “Owned” Experience Across Devices



Web Browser



iOS Webkit

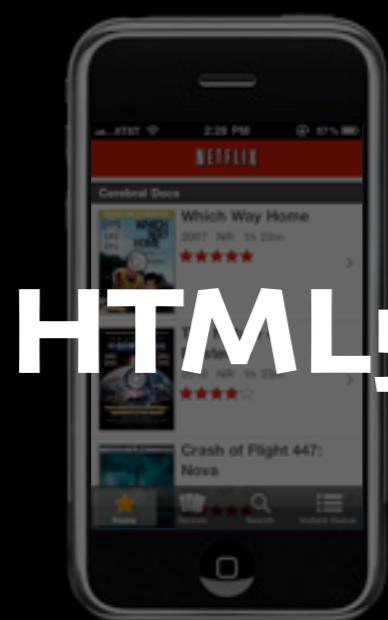
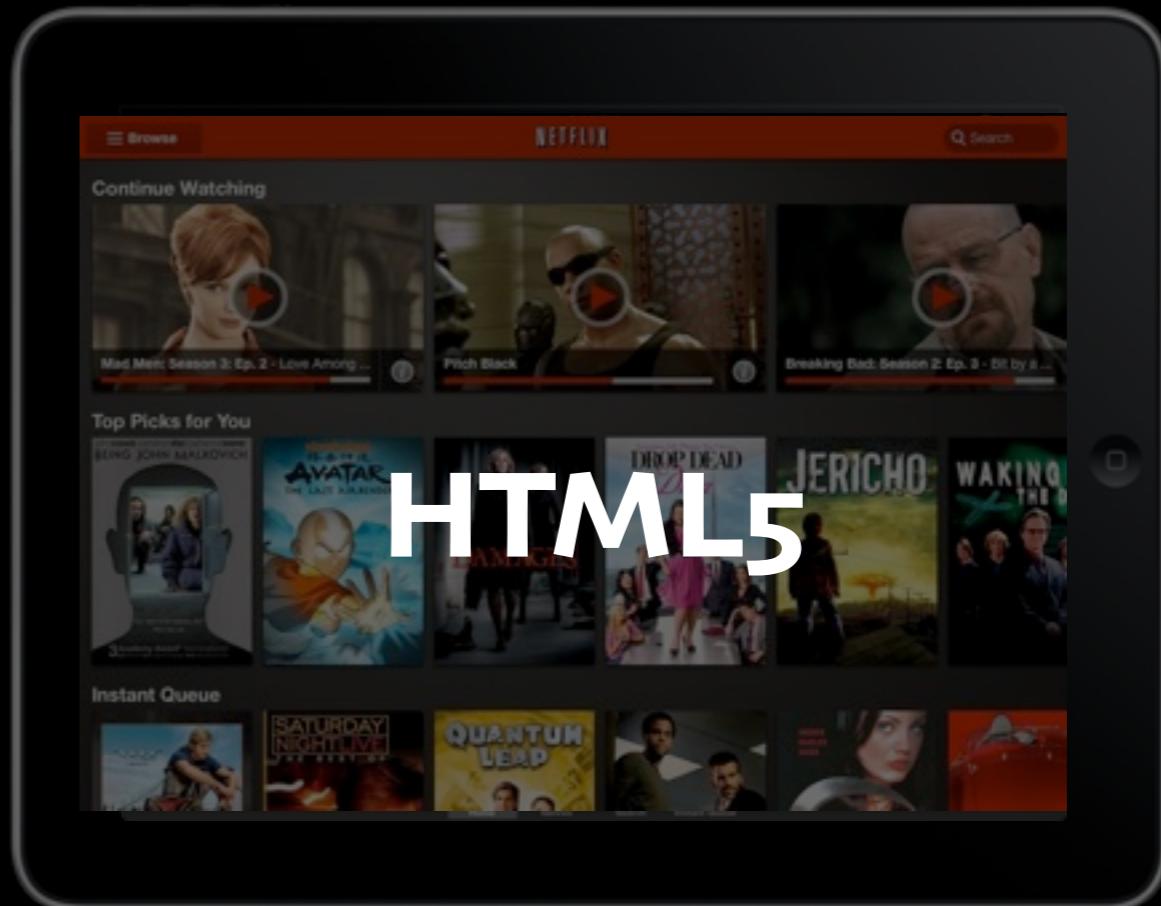
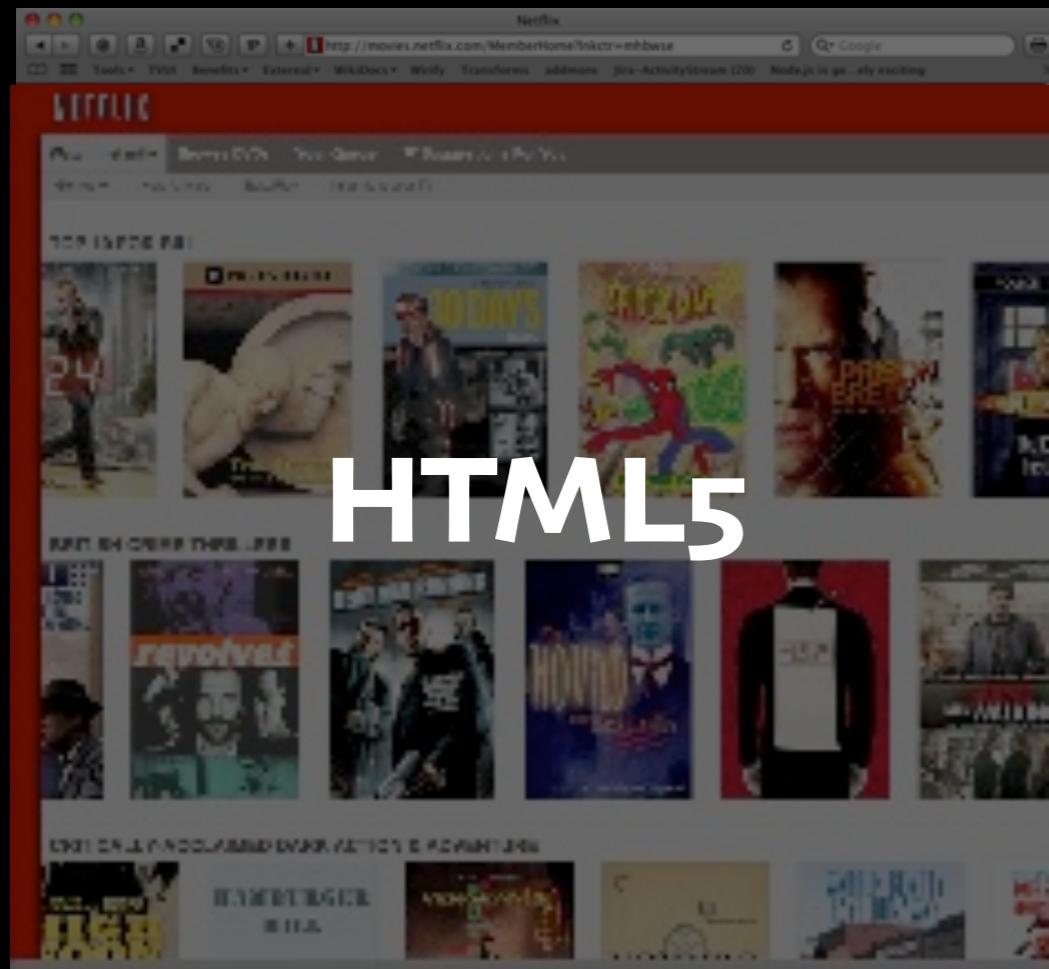


iOS Webkit



QT Webkit &  
Skia Webkit

# Netflix “Owned” Experience Across Devices



# What Differs Across Devices?

# What Differs Across Devices?



**Web**

Input

**Indirect.**

**Pointer/keyboard**

Navigation

**Controls & windows**

Posture

**Stationary**

**Working**

Display

**Hi-Rez**

**Large,**

**Near**

# What Differs Across Devices?



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**TV**  
**10' UI**

Input  
**Indirect.**  
**LRUD/OSK**

Navigation  
**Panes**

Posture  
**Lean Back**  
**Relaxing**

Display  
**Hi-Rez**  
**Large**  
**Far-away**

# What Differs Across Devices?



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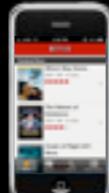
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**TV**  
**10' UI**



**Mobile**

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**Relaxing**

Display  
**Hi-Rez**  
**Large**  
**Far-away**

Input  
**Direct.**  
**Gesture/OSK**

Navigation  
**Panes**

Posture  
**On-the-go**  
**In Hand**

Display  
**Hi-Rez**  
**Small**  
**Near**

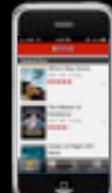
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**Web**



**TV  
10' UI**



**Mobile**



**Tablet**

Input  
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**Pointer/keyboard**

Input  
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**LRUD/OSK**

Input  
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Input  
**Direct.**  
**Gesture/OSK**

Navigation  
**Controls & windows**

Navigation  
**Panes**

Navigation  
**Panes**

Navigation  
**Panes & Slideouts**

Posture  
**Stationary**  
**Working**

Posture  
**Lean Back**  
**Relaxing**

Posture  
**On-the-go**  
**In Hand**

Posture  
**On-the-go**  
**Lean back**  
**Shared**

Display  
**Hi-Rez**  
**Large,**  
**Near**

Display  
**Hi-Rez**  
**Large**  
**Far-away**

Display  
**Hi-Rez**  
**Small**  
**Near**

Display  
**Hi-Rez**  
**Medium,**  
**Near**

# Netflix's Strategy for Multi-Device

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Chose a portability layer (html5, css3, JS)

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Yet design for each constraint:

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user posture

input capabilities

navigation styles

display capabilities

# Two PS3 Experiences: “SPECIAL”

# NETFLIX

Suggestions for You

New Arrivals

Genres

Instant Queue

Search

[View more suggestions](#)

Recently Watched



TV



Emotional Movies



# Two PS3 Experiences: “PLUS”

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



# So what's common?

## **design principles**

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

# 3 Design Principles

common design principles for  
multiple platform design

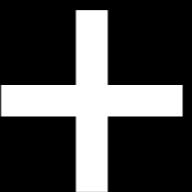
# #1 Get Physical



# The Illusion of Physicality



# The Illusion of Physicality



# Design for Physicality

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

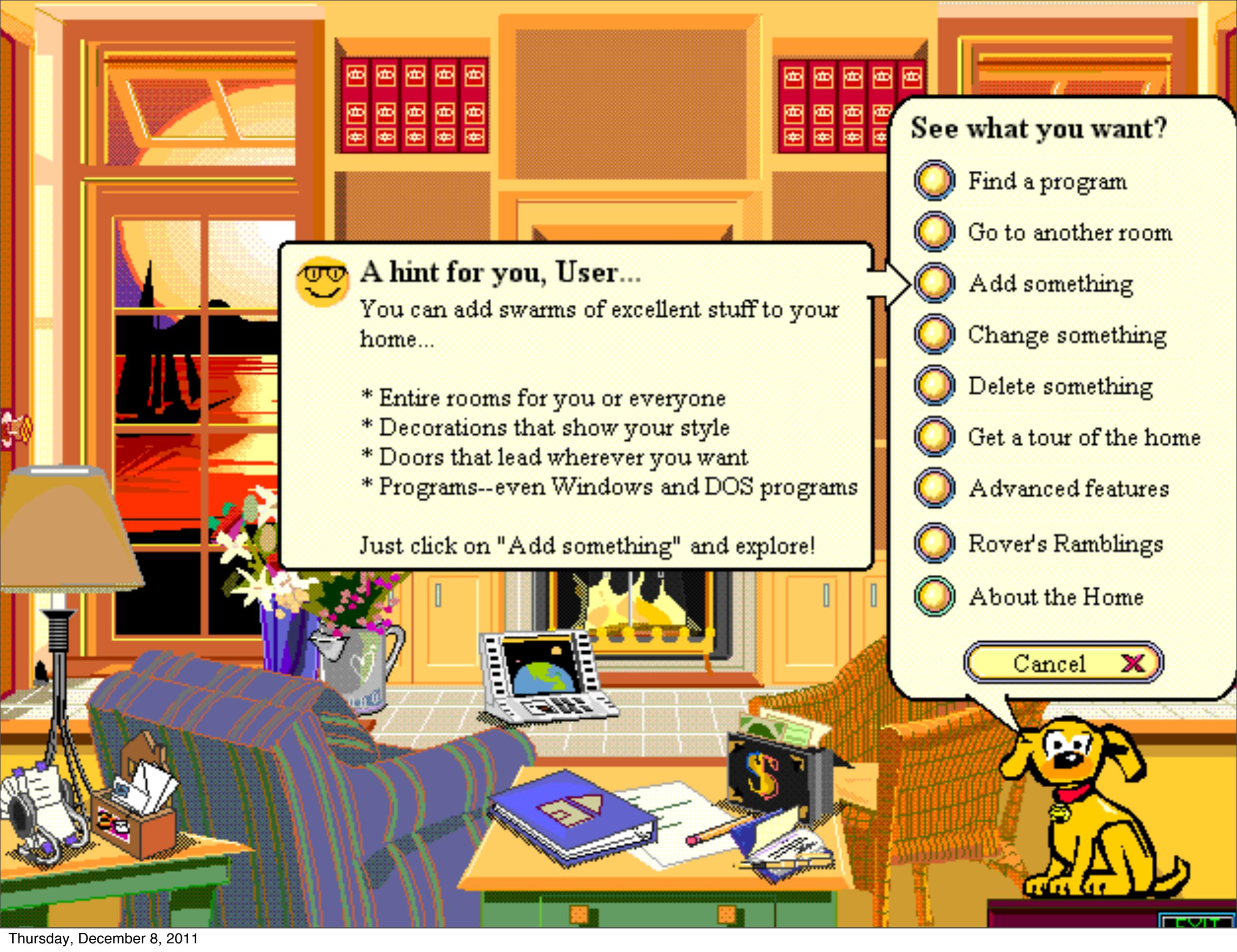
# Design for Physicality

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

- Apple HIG

Strategy

**Use Metaphors  
to Embody  
Physicality**



## See what you want?

-  Find a program
-  Go to another room
-  Add something
-  Change something
-  Delete something
-  Get a tour of the home
-  Advanced features
-  Rover's Ramblings
-  About the Home



### A hint for you, User...

You can add swarms of excellent stuff to your home...

- \* Entire rooms for you or everyone
- \* Decorations that show your style
- \* Doors that lead wherever you want
- \* Programs--even Windows and DOS programs

Just click on "Add something" and explore!

Cancel



EXIT



A hint

You can  
home...

- \* Entire rooms
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- \* Doors that lead to
- \* Programs--even DOS

Just click on "

User...

of excellent

want

DOS programs

more!

what you want?

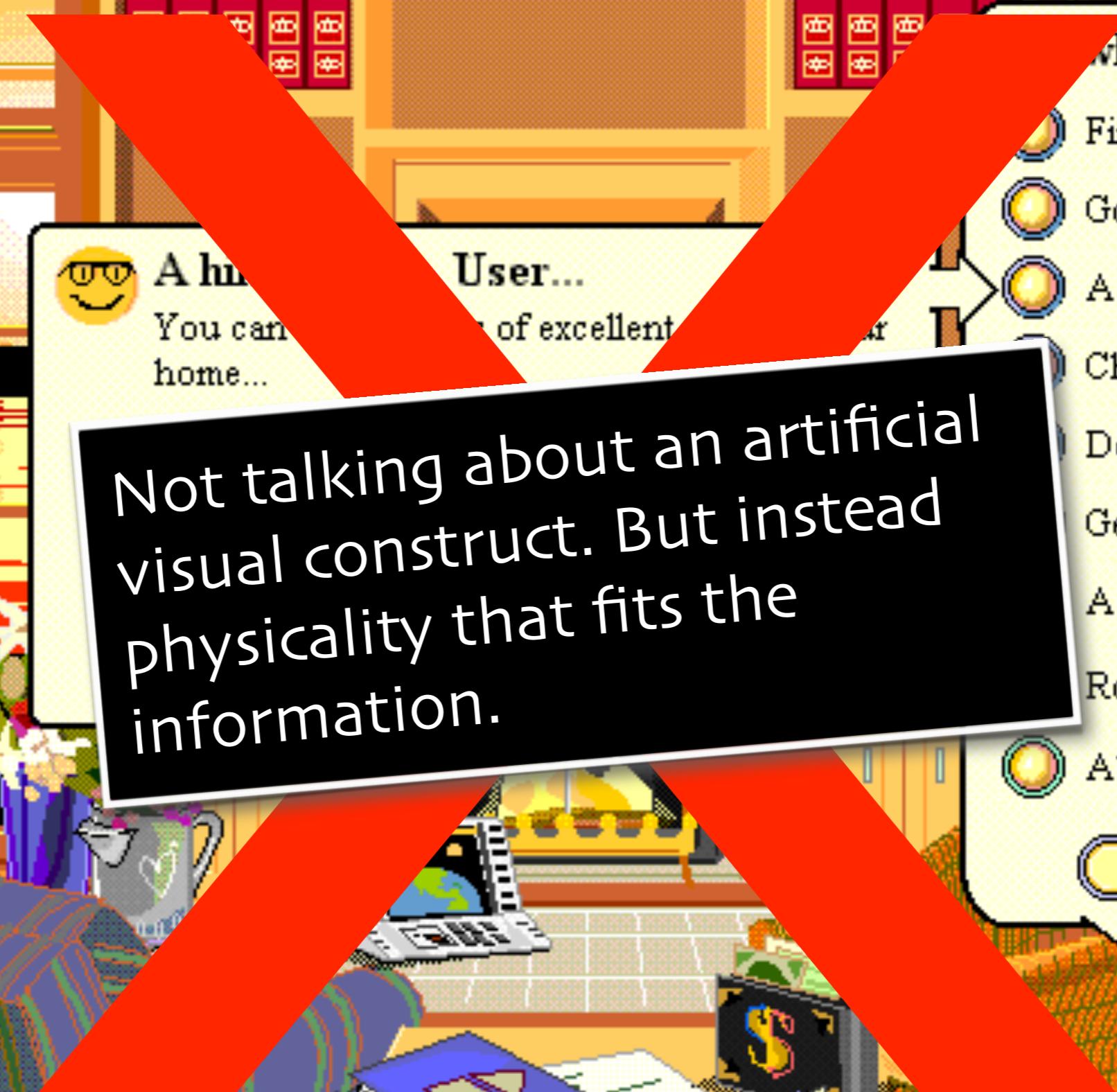
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Cancel



Cancel

EXIT



Not talking about an artificial visual construct. But instead physicality that fits the information.



A hint

You can  
home...

User...

of excellent

what you want?

Find a program

Go to another room

Add something

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Delete something

Get a tour of the home

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Rover's Ramblings

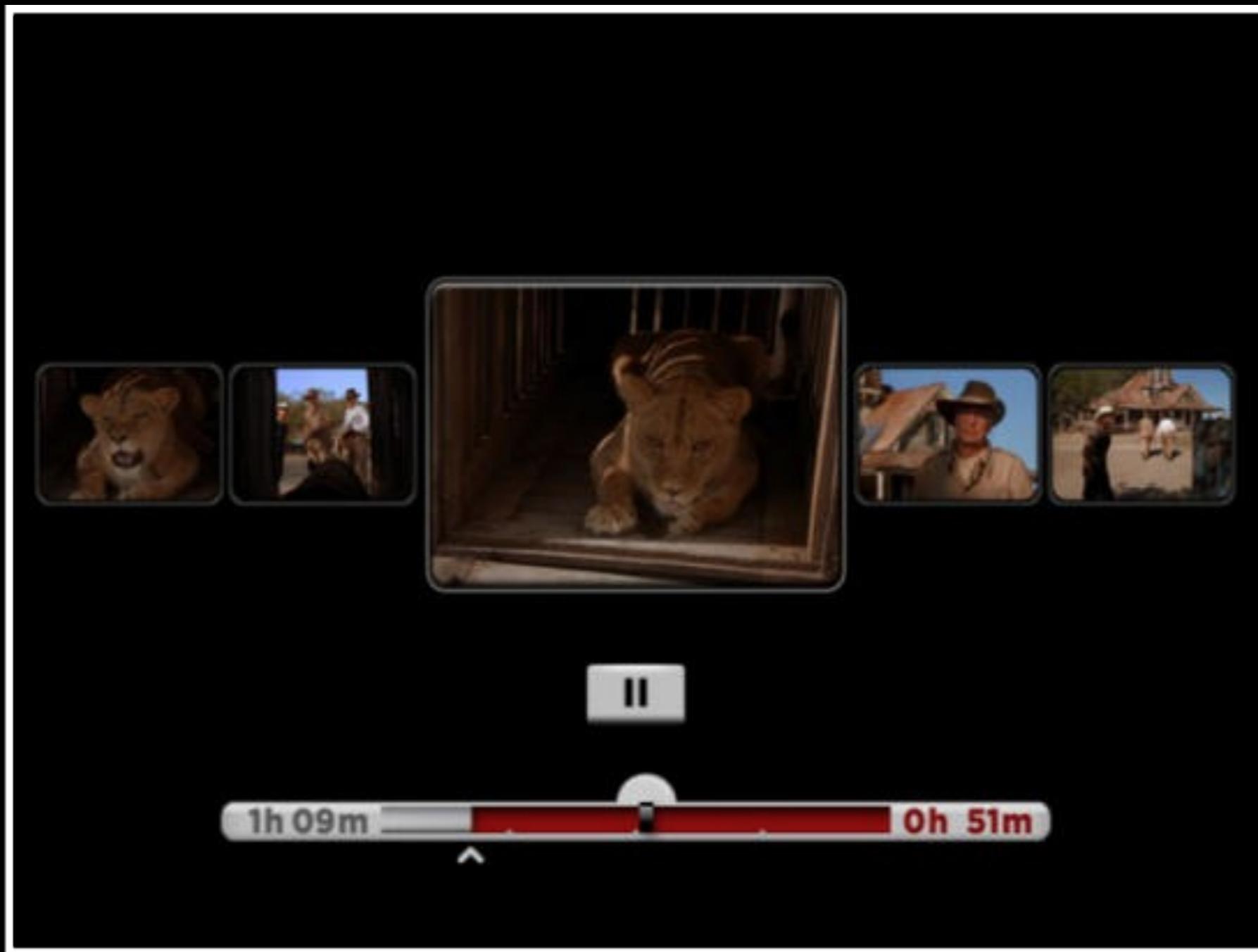
About the Home

Cancel

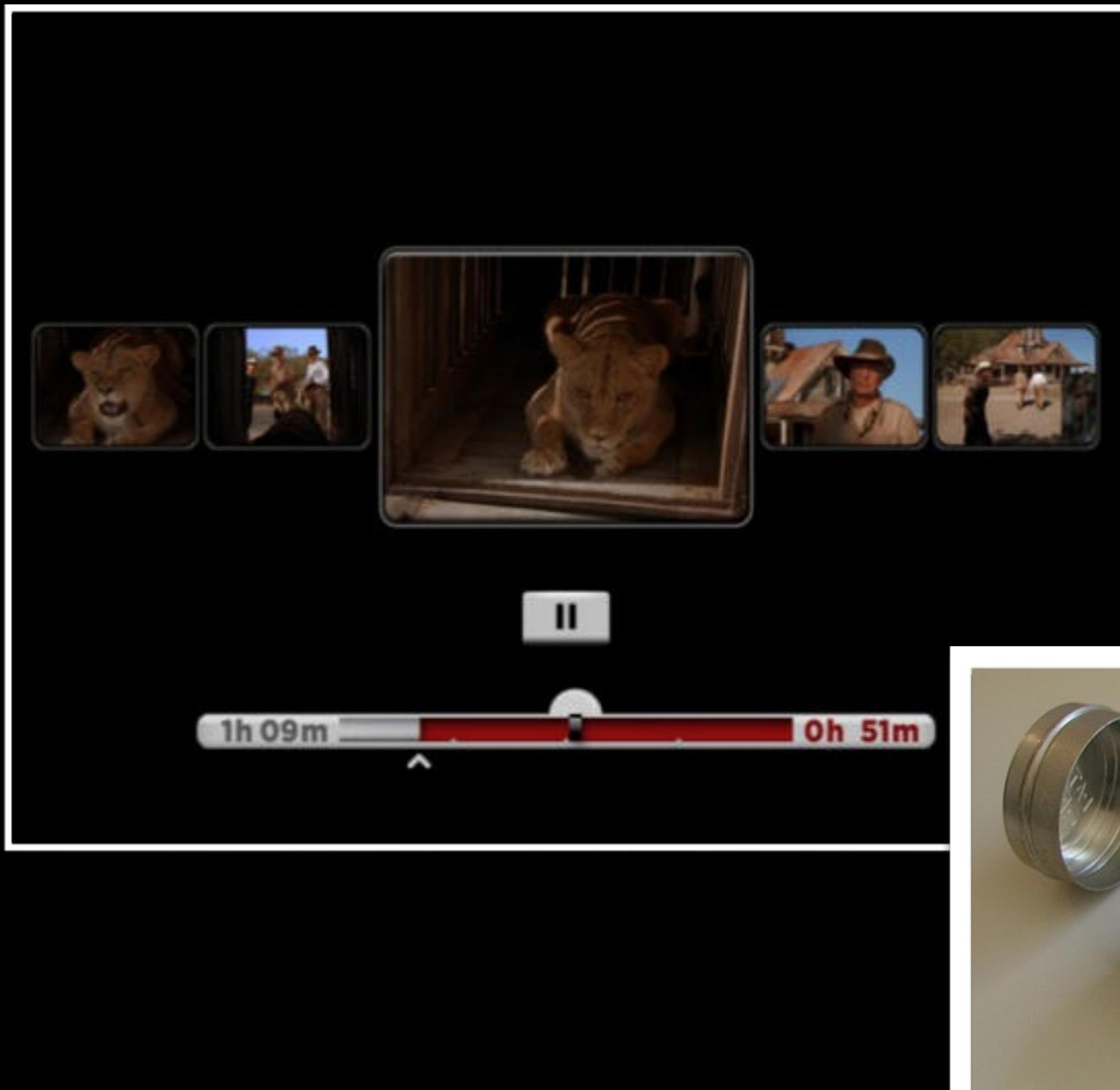


EXIT

# Physicality as Metaphor



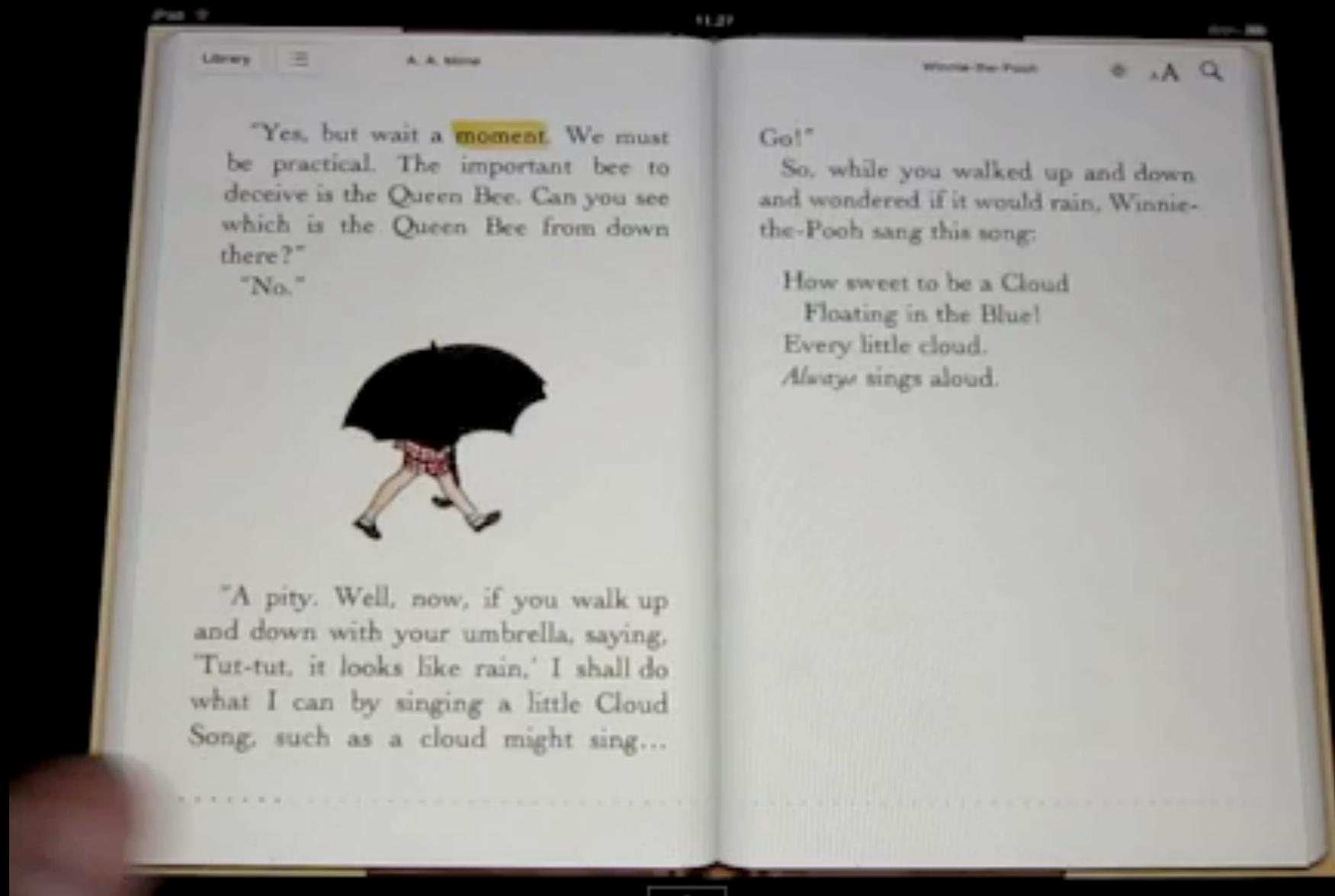
# Physicality as Metaphor



Film Strip

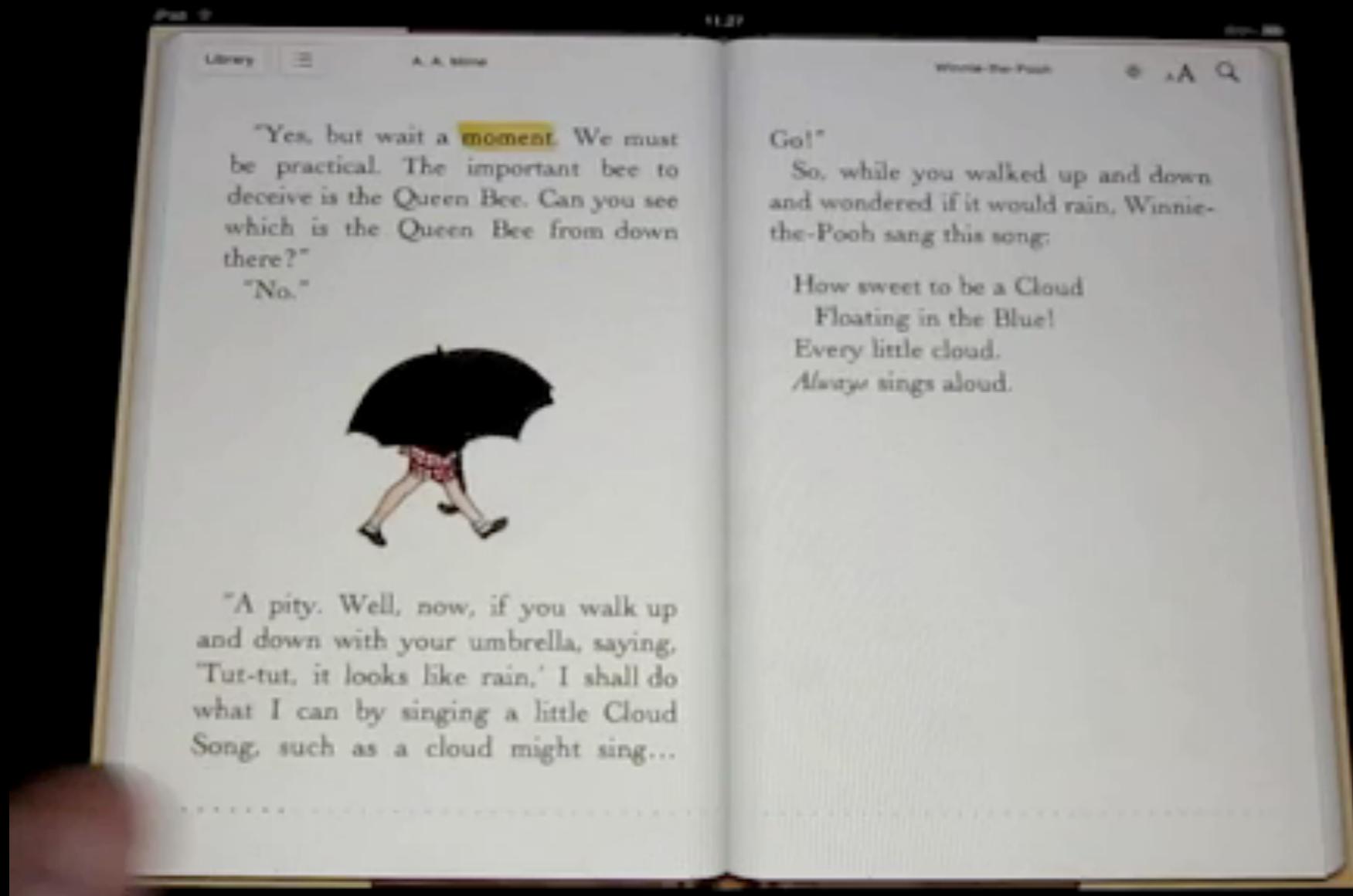


# Physicality as Metaphor



Book

# Physicality as Metaphor

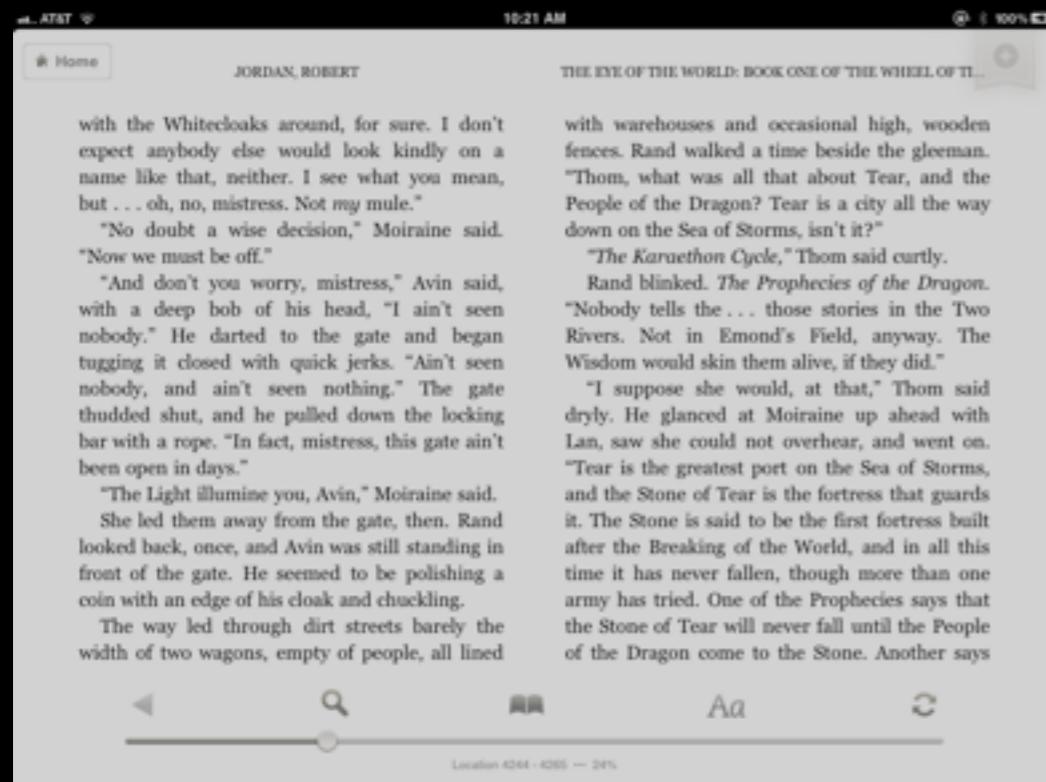


Book

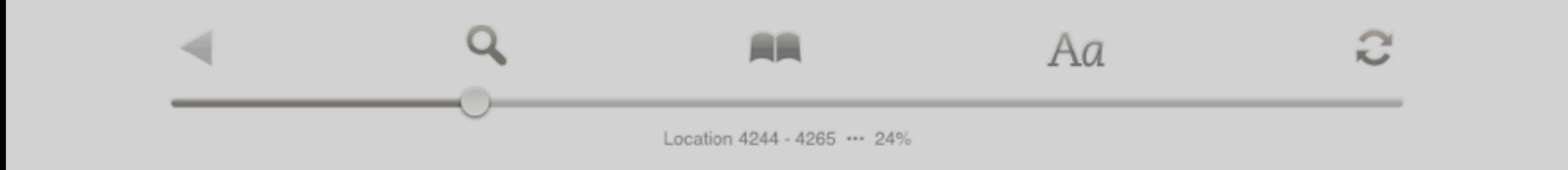
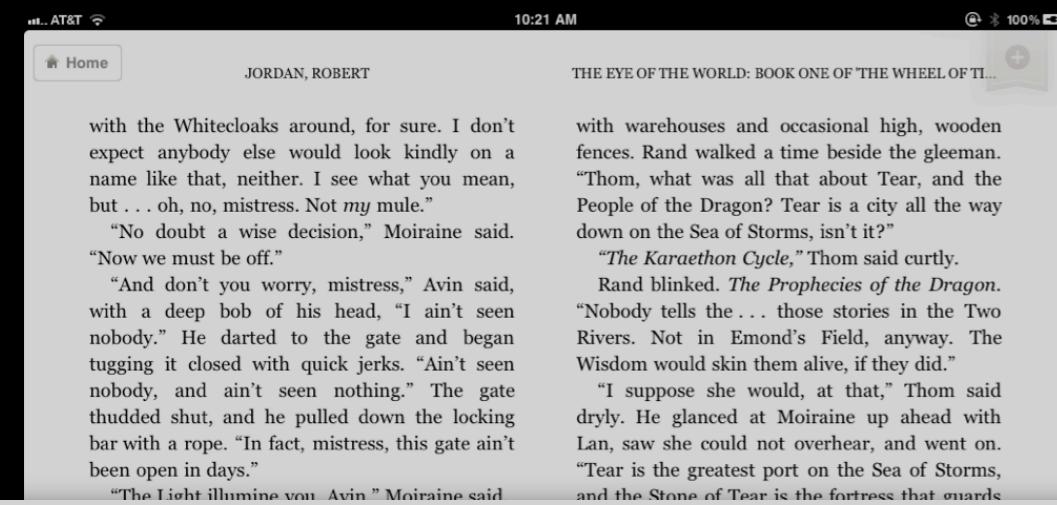
**“Books have pages”**

**“Pages turn”**

# Anti-Pattern: Broken Metaphor



# Anti-Pattern: Broken Metaphor



# Anti-Pattern: Broken Metaphor

AT&T 10:21 AM 100% 

Home JORDAN, ROBERT

THE EYE OF THE WORLD: BOOK ONE OF 'THE WHEEL OF TI...

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

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

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"*The Karaethon Cycle*," Thom said curtly.

Rand blinked. *The Prophecies of the Dragon*. "Nobody tells the . . . those stories in the Two Rivers. Not in Emond's Field, anyway. The Wisdom would skin them alive, if they did."

"I suppose she would, at that," Thom said dryly. He glanced at Moiraine up ahead with Lan, saw she could not overhear, and went on. "Tear is the greatest port on the Sea of Storms, and the Stone of Tear is the fortress that or...

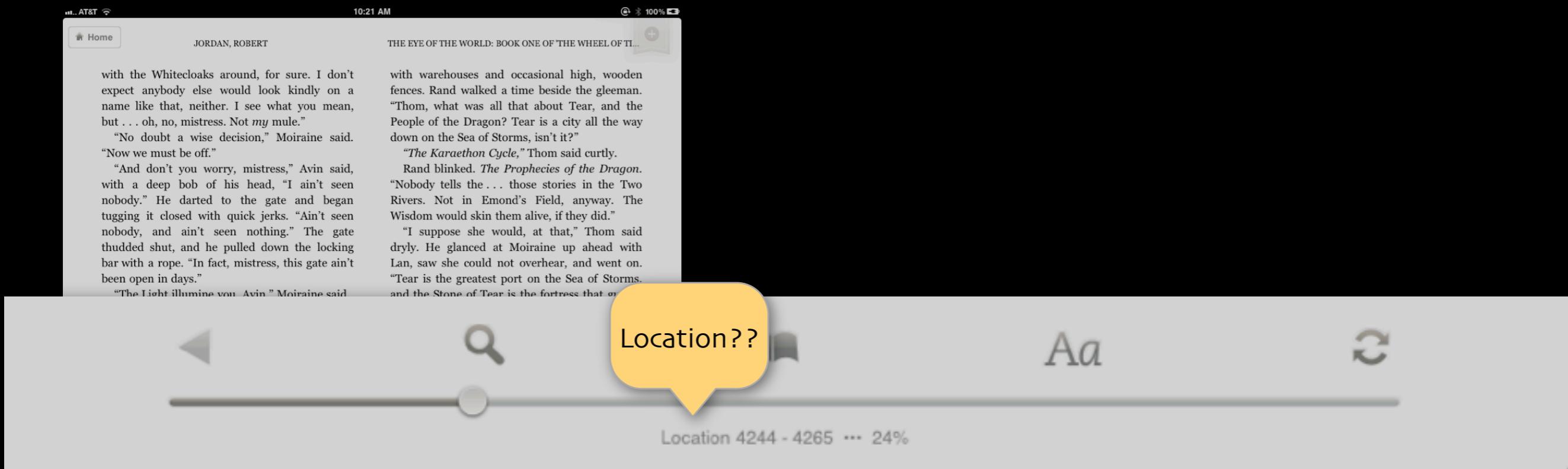
Location??

Location 4244 - 4265 ... 24%

Aa

c

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AT&T 10:21 AM 100%  JORDAN, ROBERT THE EYE OF THE WORLD: BOOK ONE OF 'THE WHEEL OF TI...

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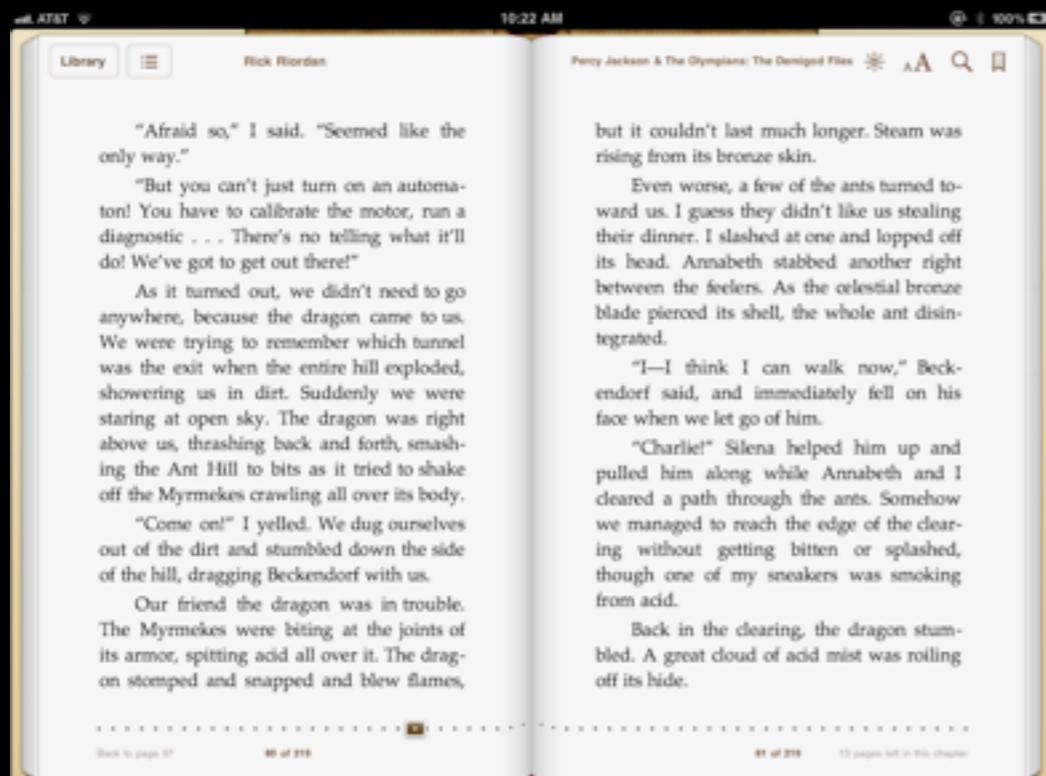
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Location 4244 - 4265 ... 24%



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

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"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 its armor, spitting acid all over it. The dragon stomped and snapped and blew flames,

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 stumbled. A great cloud of acid mist was rolling off its hide.

Back to page 87 88 of 219 89 of 219 10 pages left in this chapter

Location??

# Anti-Pattern: Broken Metaphor

AT&T 10:21 AM 100% 

Home JORDAN, ROBERT

THE EYE OF THE WORLD: BOOK ONE OF 'THE WHEEL OF TIME'

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Location 4244 - 4265 ... 24%

AT&T 10:22 AM 100% 

Library Rick Riordan

Percy Jackson & The Olympians: The Demigod Files ⚡ AA ⚡

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

# Anti-Pattern: Broken Metaphor

The image displays two screenshots of e-reader interfaces. The top screenshot shows a page from 'The Eye of the World: Book One of The Wheel of Time' by Robert Jordan. The bottom screenshot shows a page from 'Percy Jackson & The Olympians: The Demigod Files' by Rick Riordan. Both screenshots include yellow callout bubbles with text.

**Top Screenshot (The Eye of the World):**

- Text in the callout bubble: "Location??"
- Text at the bottom of the screen: "Location 4244 - 4265 ... 24%"

**Bottom Screenshot (Percy Jackson & The Olympians: The Demigod Files):**

- Text in the callout bubble: "Page!!"
- Text at the bottom of the screen: "Back to page 97 80 of 219 81 of 219 13 pages left in this chapter"

**Text from The Eye of the World (Top Screenshot):**

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**Text from Percy Jackson & The Olympians: The Demigod Files (Bottom Screenshot):**

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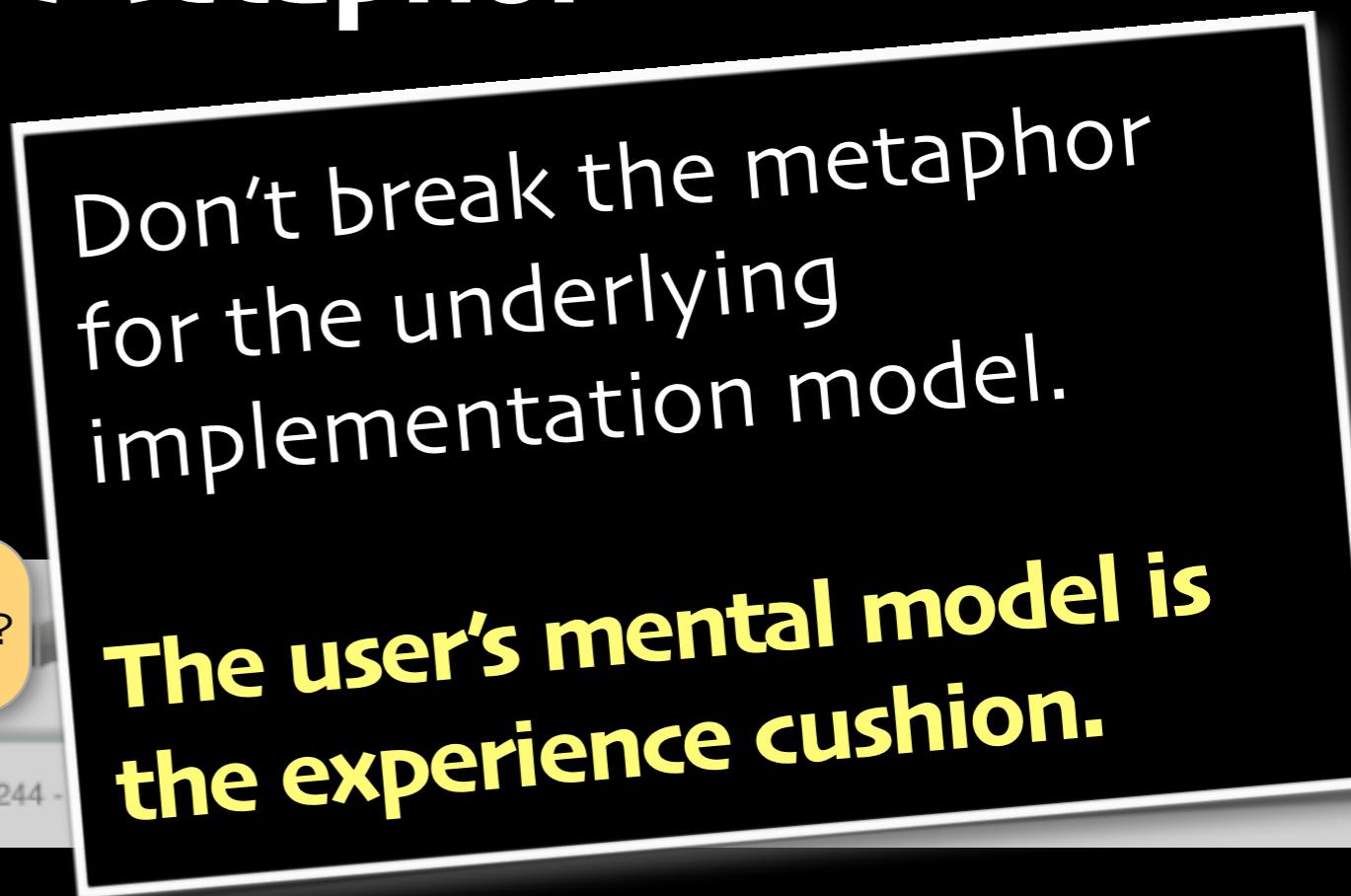
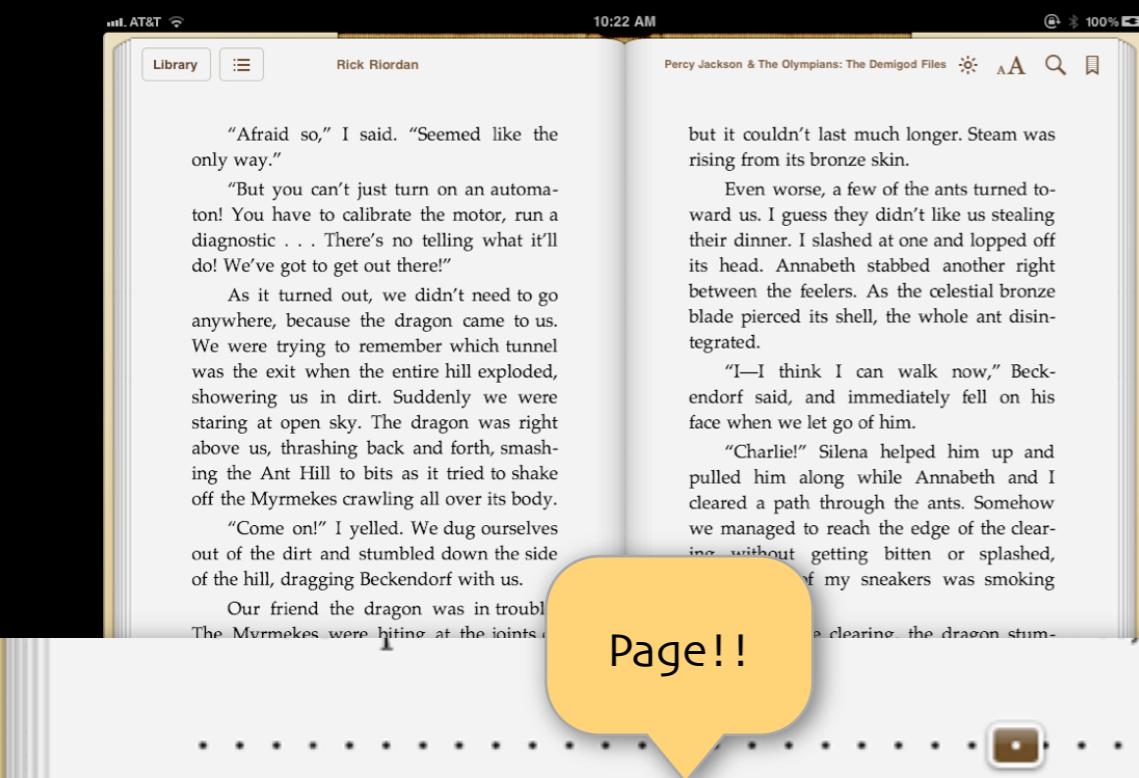
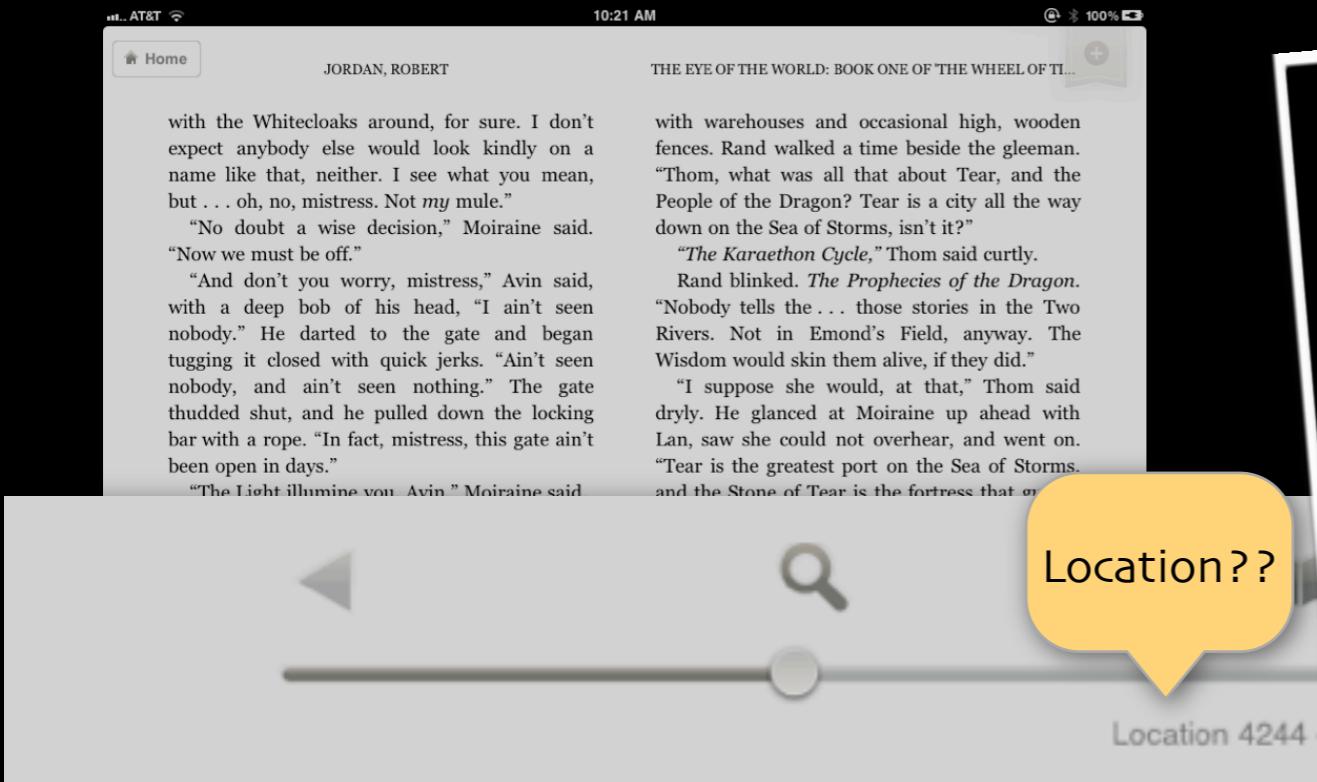
As it turned out, we didn't need to go anywhere, because the dragon came to us. We were trying to remember which tunnel was the exit when the entire hill exploded, showering us in dirt. Suddenly we were staring at open sky. The dragon was right above us, thrashing back and forth, smashing the Ant Hill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

**"Books have pages"**

# Anti-Pattern: Broken Metaphor



**“Books have pages”**

Back to page 97

80 of 219

81 of 219

13 pages left in this chapter

# Break the Metaphor with Magic

# Break the Metaphor with Magic

Back to page 97

80 of 219

81 of 219

13 pages left in this chapter

# Break the Metaphor with Magic

Back to page 97

80 of 219

81 of 219

13 pages left in this chapter

Back to  
orig page

# Break the Metaphor with Magic

Back to page 97

80 of 219

81 of 219

13 pages left in this chapter

Back to  
orig page

You are  
this far

# Break the Metaphor with Magic

Back to page 97

80 of 219

81 of 219

13 pages left in this chapter

Back to  
orig page

You are  
this far

You are  
here

# Break the Metaphor with Magic

Back to page 97

80 of 219

You are  
here

Back to  
orig page

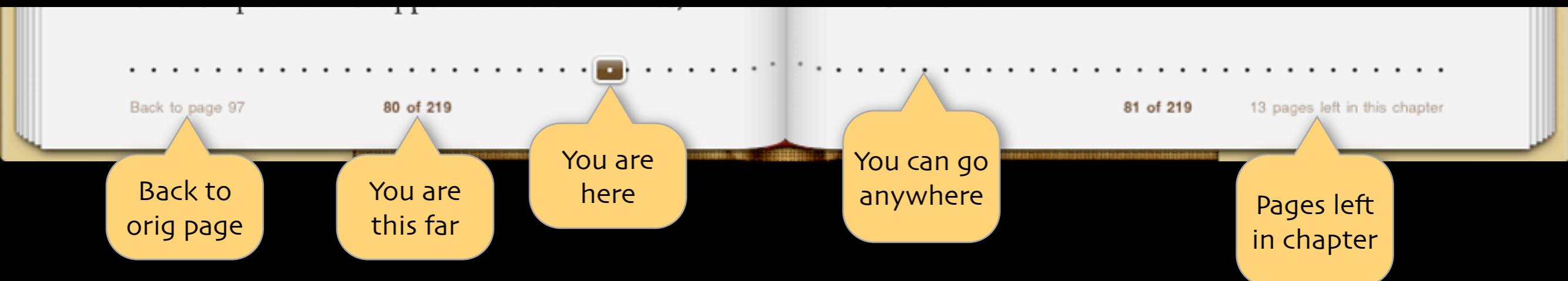
You are  
this far

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  
page

Back to page 97

80 of 219

Back to  
orig page

You are  
this far

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here

You can go  
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81 of 219

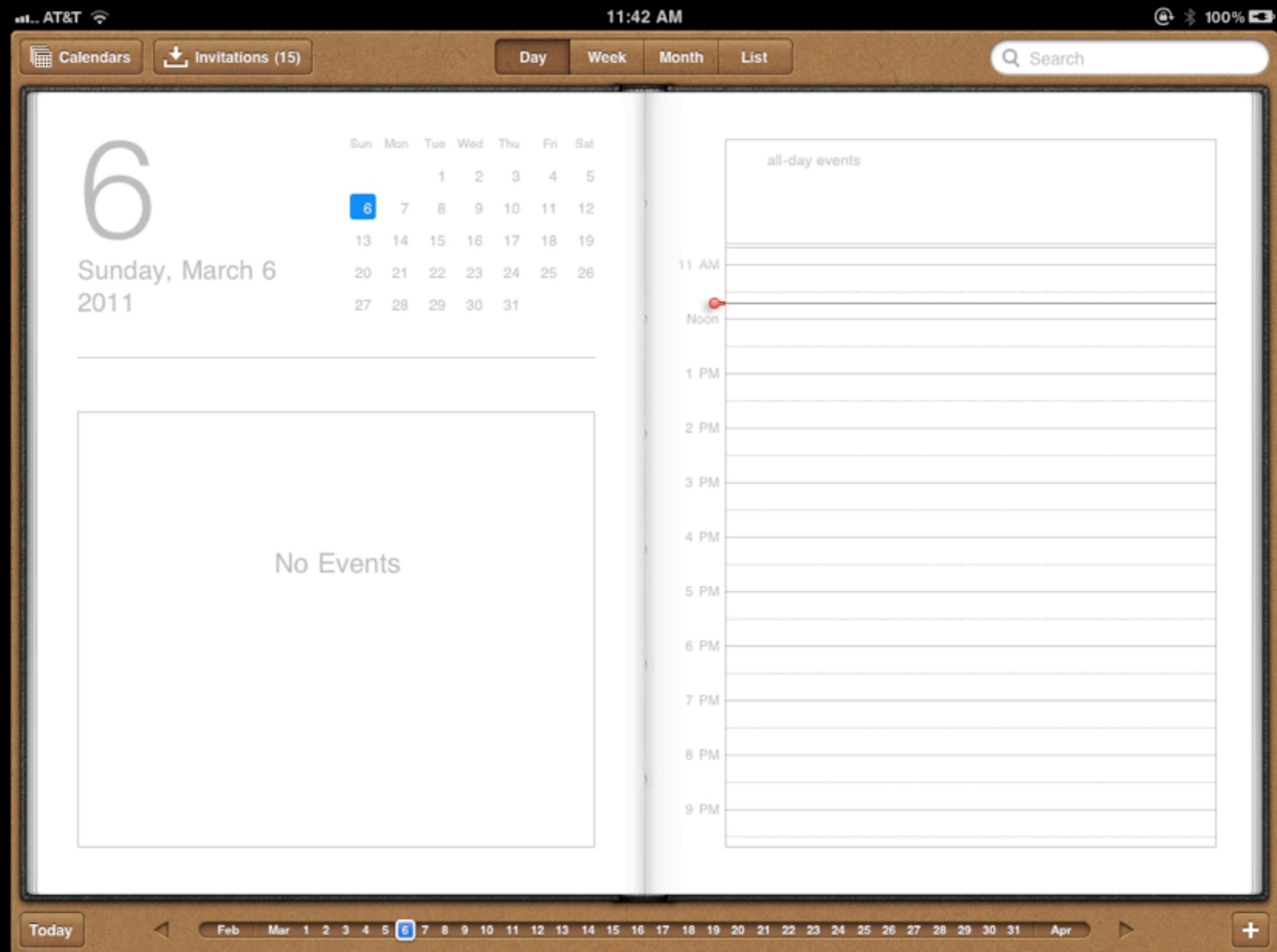
13 pages left in this chapter

Pages left  
in chapter

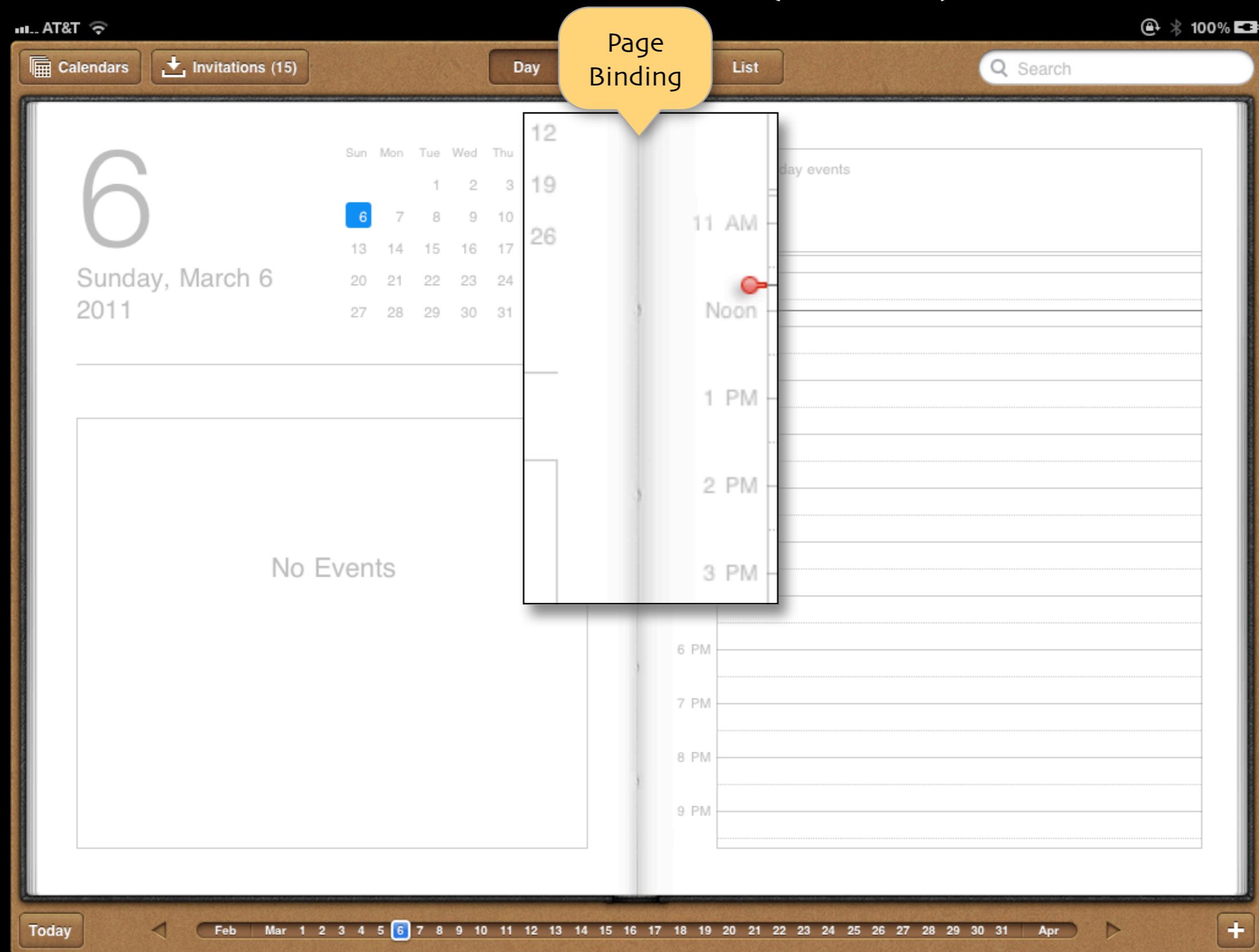
Strict physicality is hard work.

Use magic to simplify the real  
world.

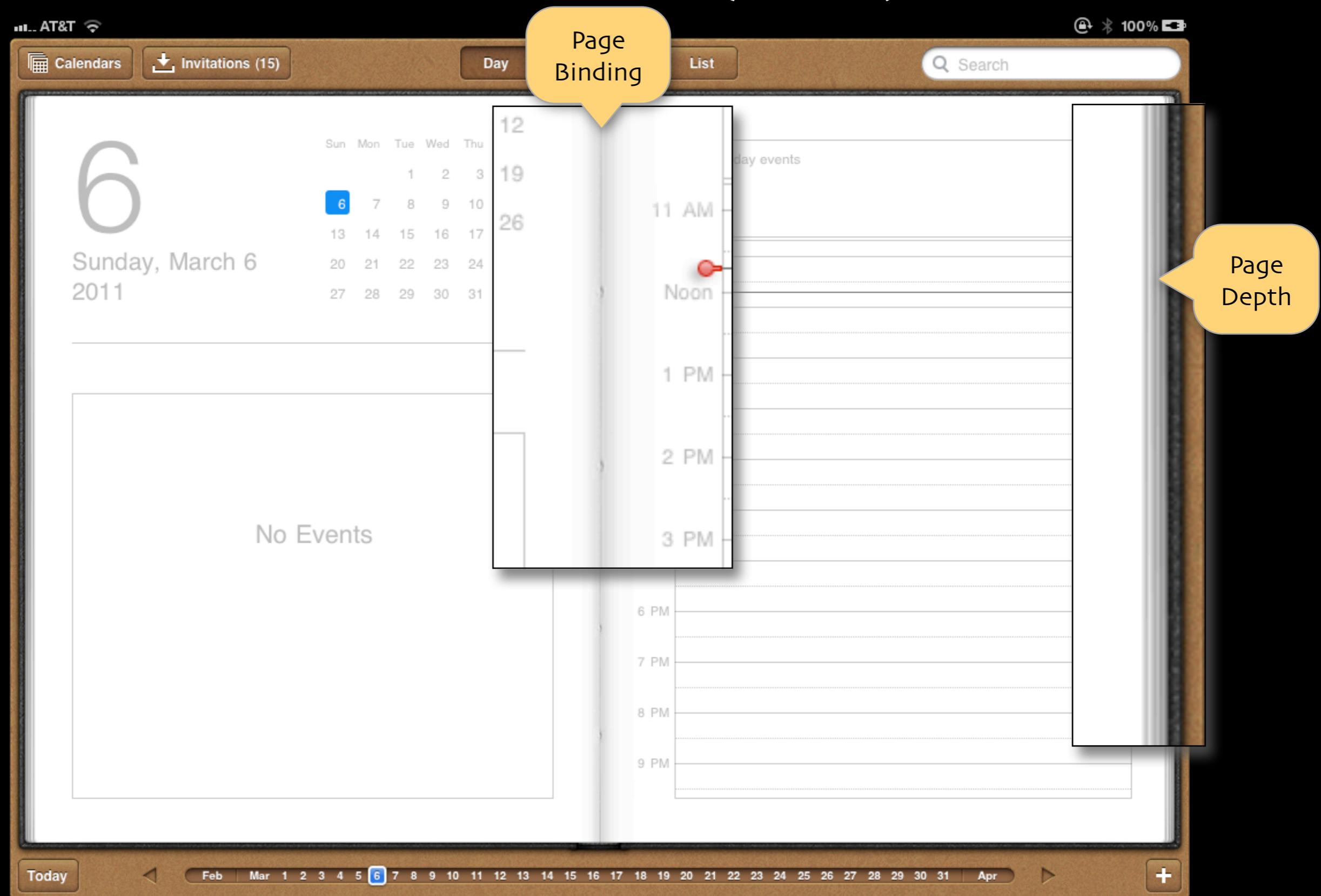
# To Flick or not to Flick (iOS4)



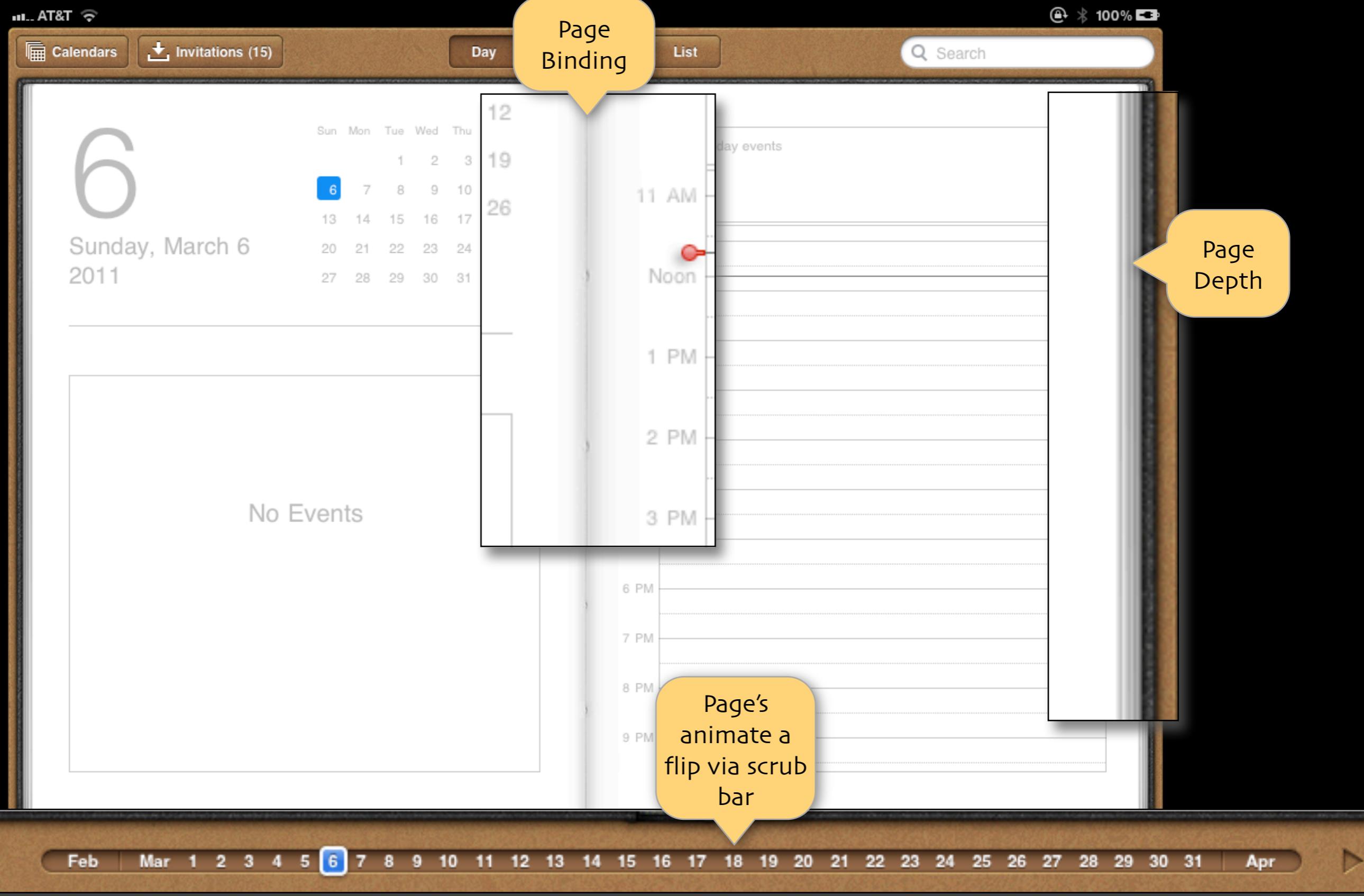
# To Flick or not to Flick (iOS4)



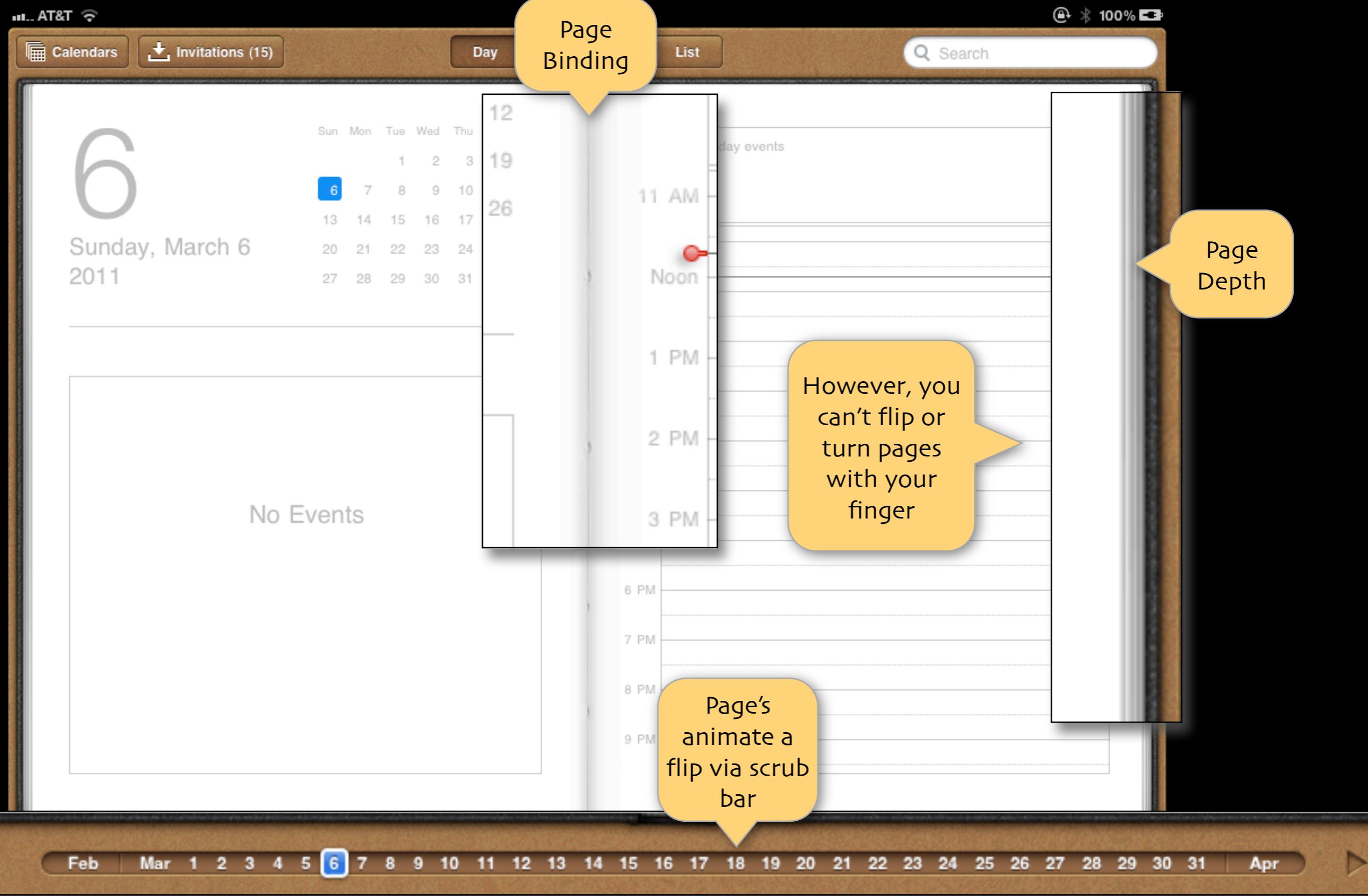
# To Flick or not to Flick (iOS4)



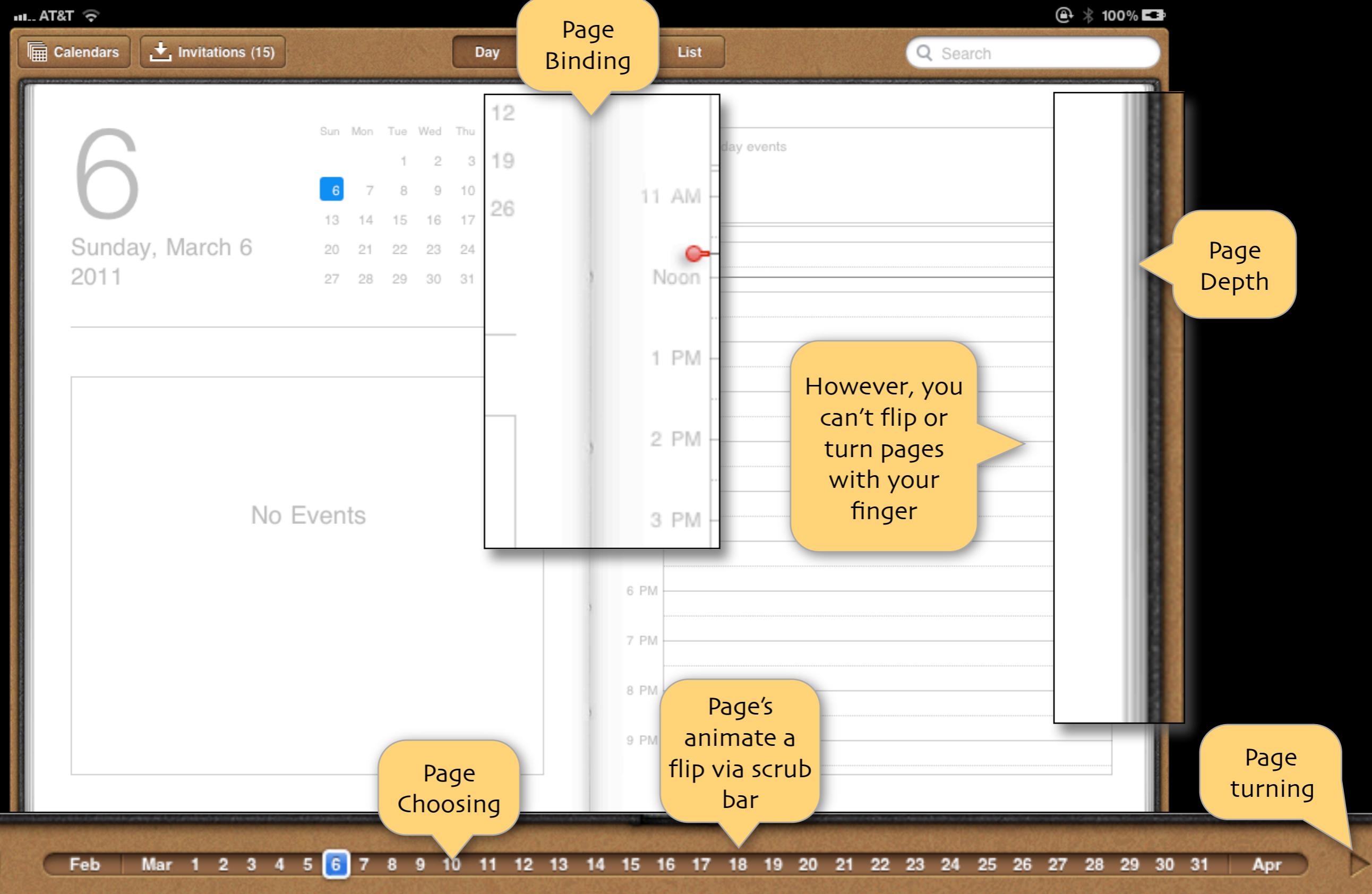
# To Flick or not to Flick (iOS4)



# To Flick or not to Flick (iOS4)

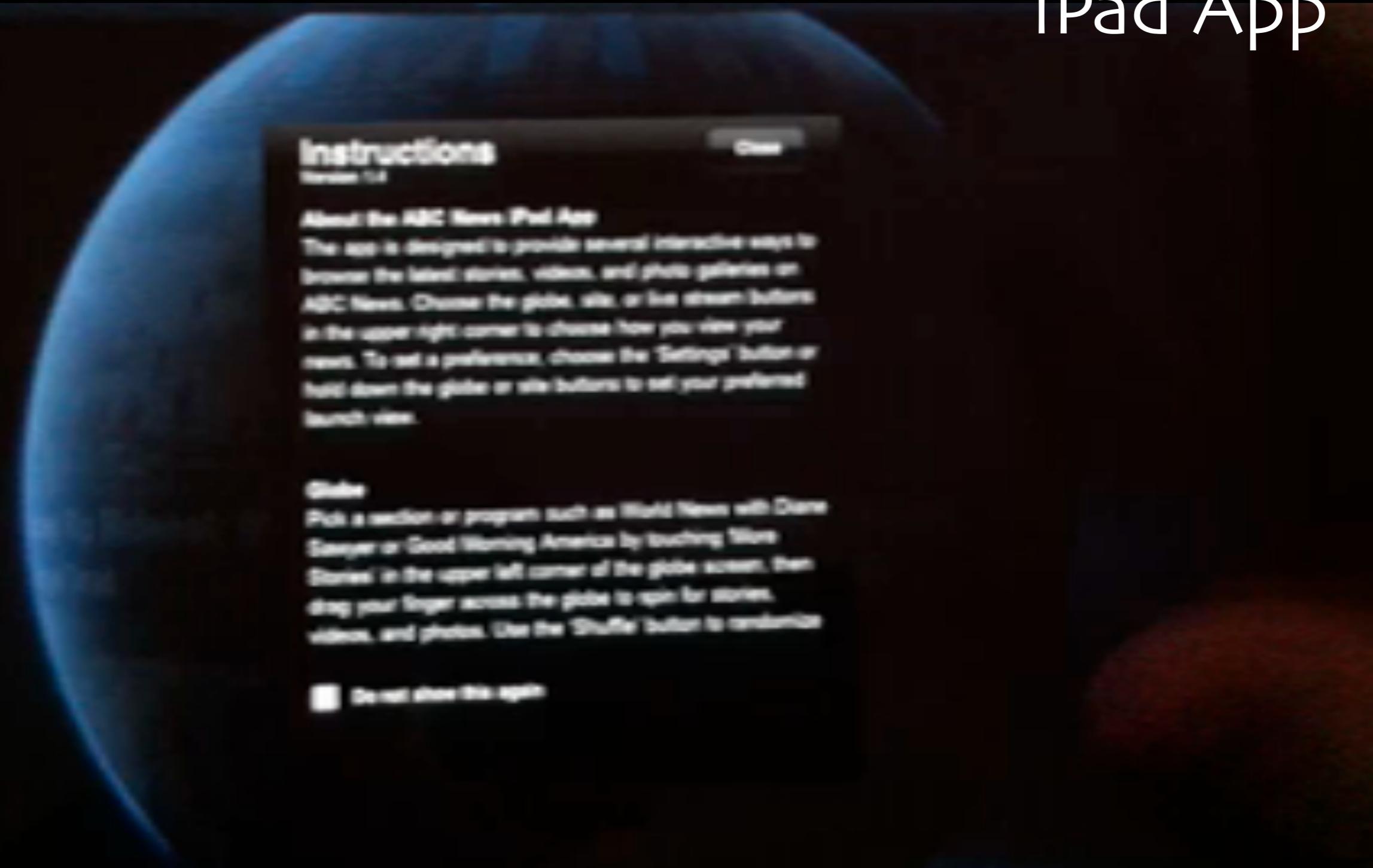


# To Flick or not to Flick (iOS4)



# Then we have this!

ABC News  
iPad App



## (Metaphors Gone Wild)

# Simply Content.

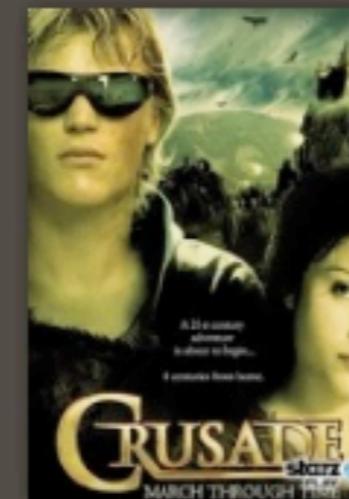
# Simply Content.



2 / 332

△ Search

## Instant Queue



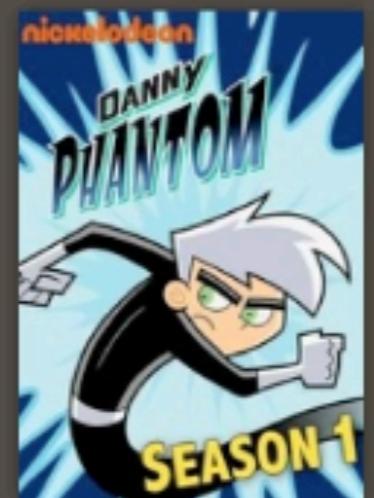
Bella

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

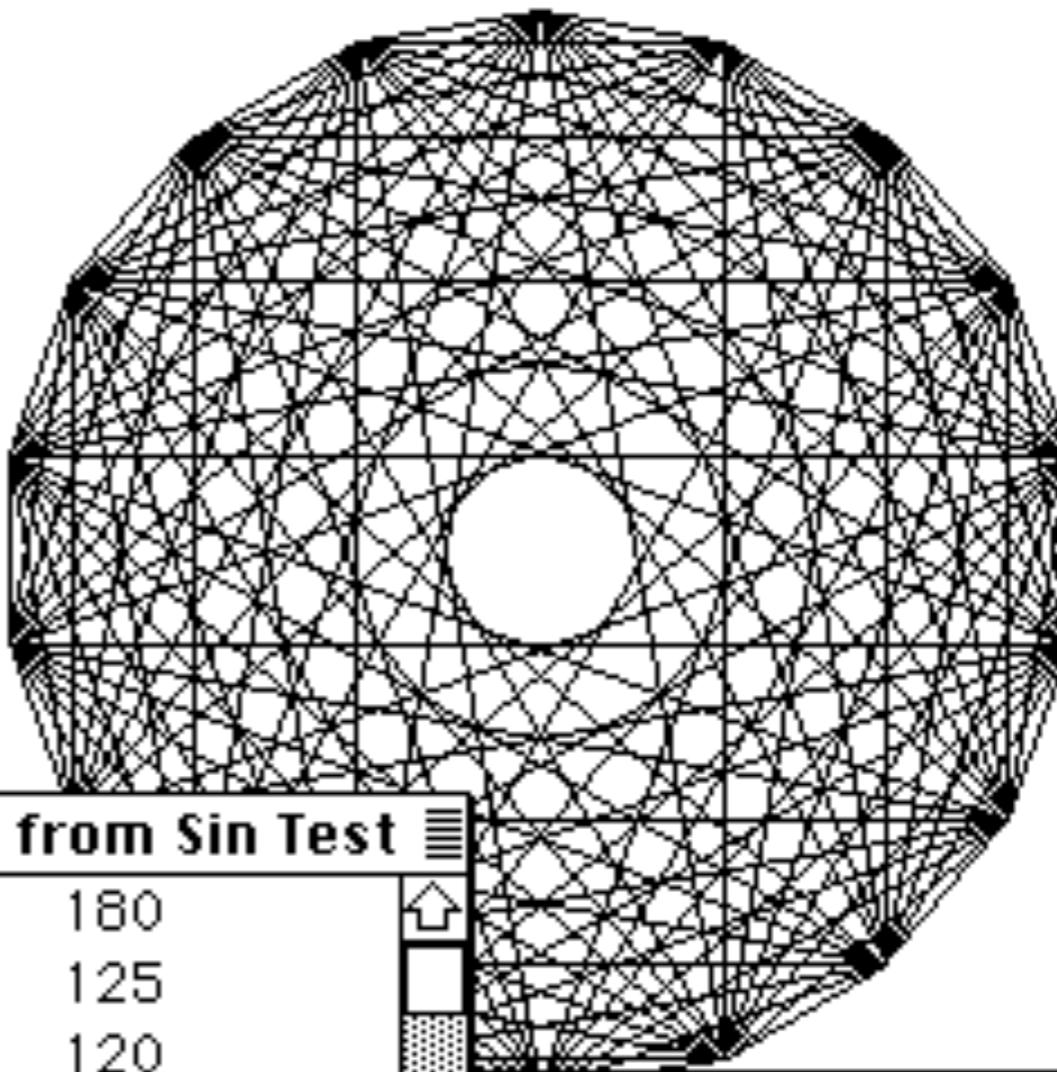
Strategy

**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

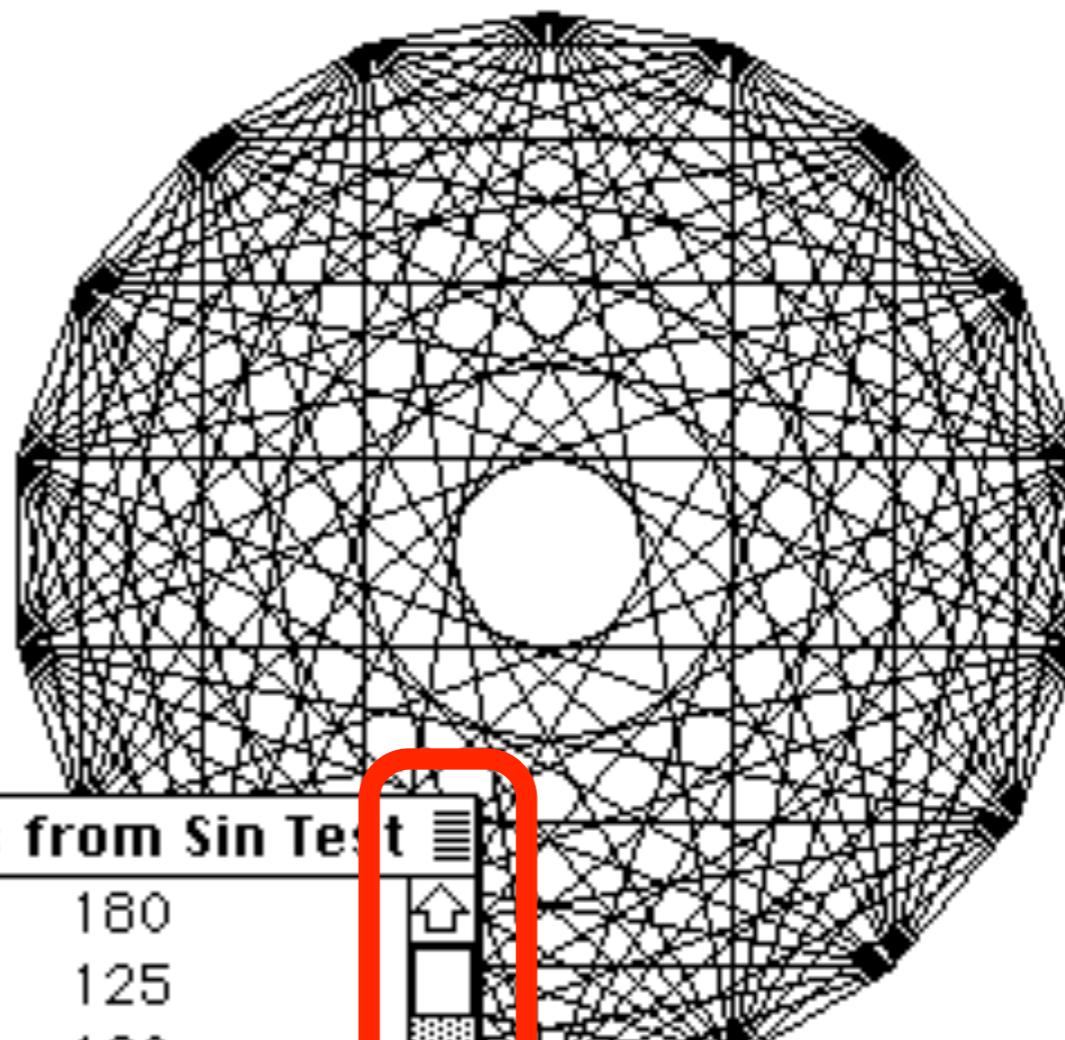
6UG

b 18  
E 3

Text of Sin Test

```
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    an = (a/f)*(3.1415/3
    x%(a) = x0 + r*sin(an)
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    next j
next d
next f
loop
end
```

Sin Test

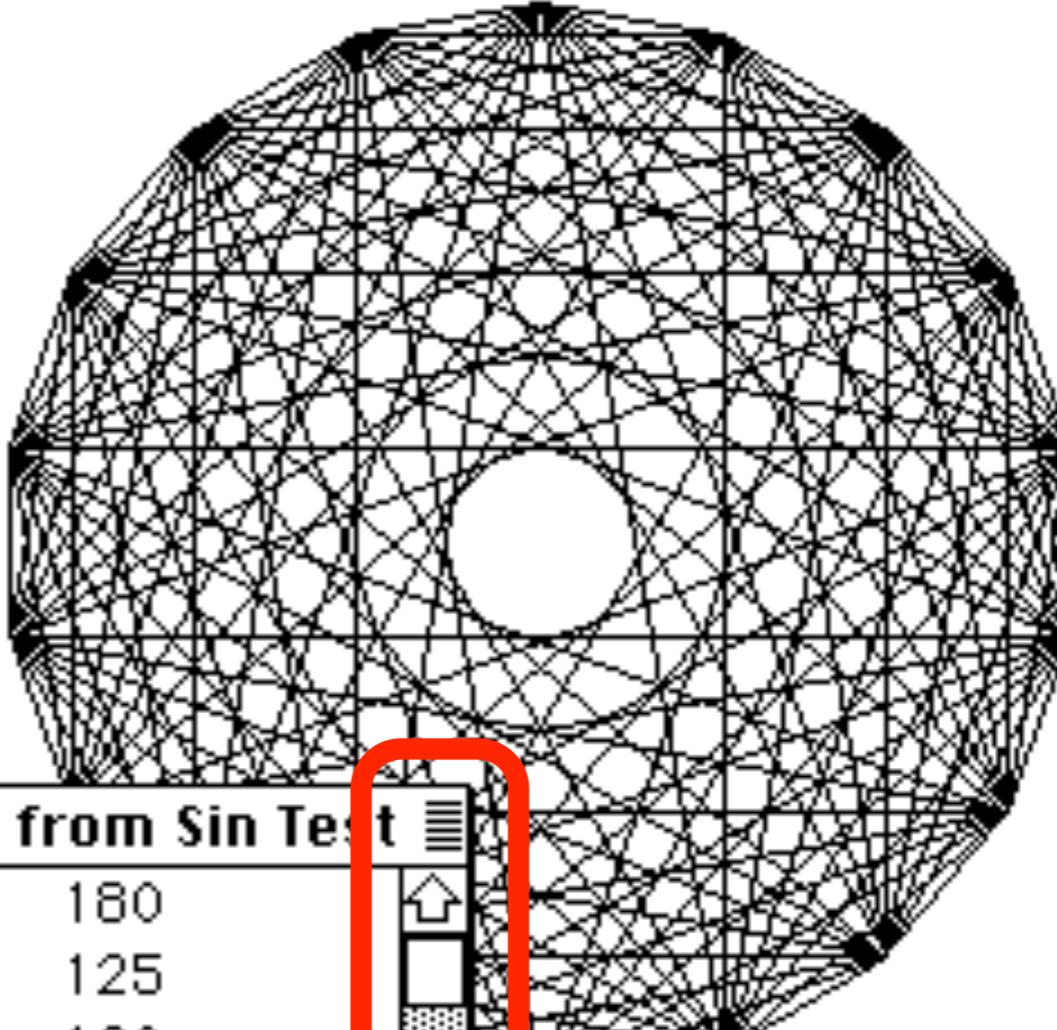


Variables from Sin Test

X0	180
Y0	125
R	120
F	3
P	18

640

b 18  
E 3

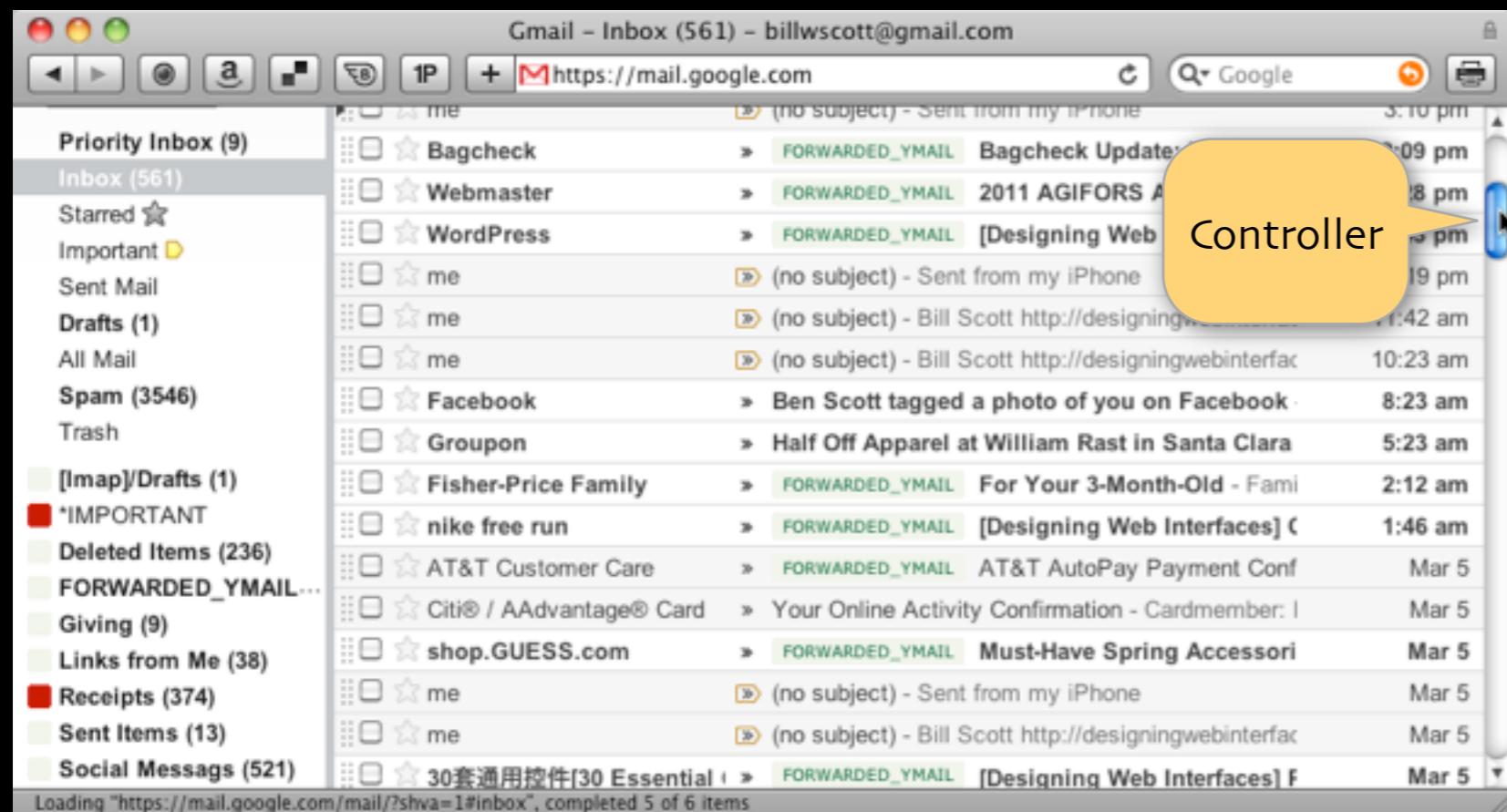
Text of Sin Test	Sin Test
<pre>for a = 1 to p     an = (a/f)*(3.1415/3     x%(a) = x0 + r*sin(an)     y%(a) = y0+r*cos(an) next a dlim = p/2-1 for d = 1 to dlim     for j = 1 to p         j1 = j + d         if j1 &gt; p then j1         plot x%(j),y%(j);x     next j next d next f loop end</pre>	

**Variables from Sin Test**

X0	180
Y0	125
R	120
F	3
P	18

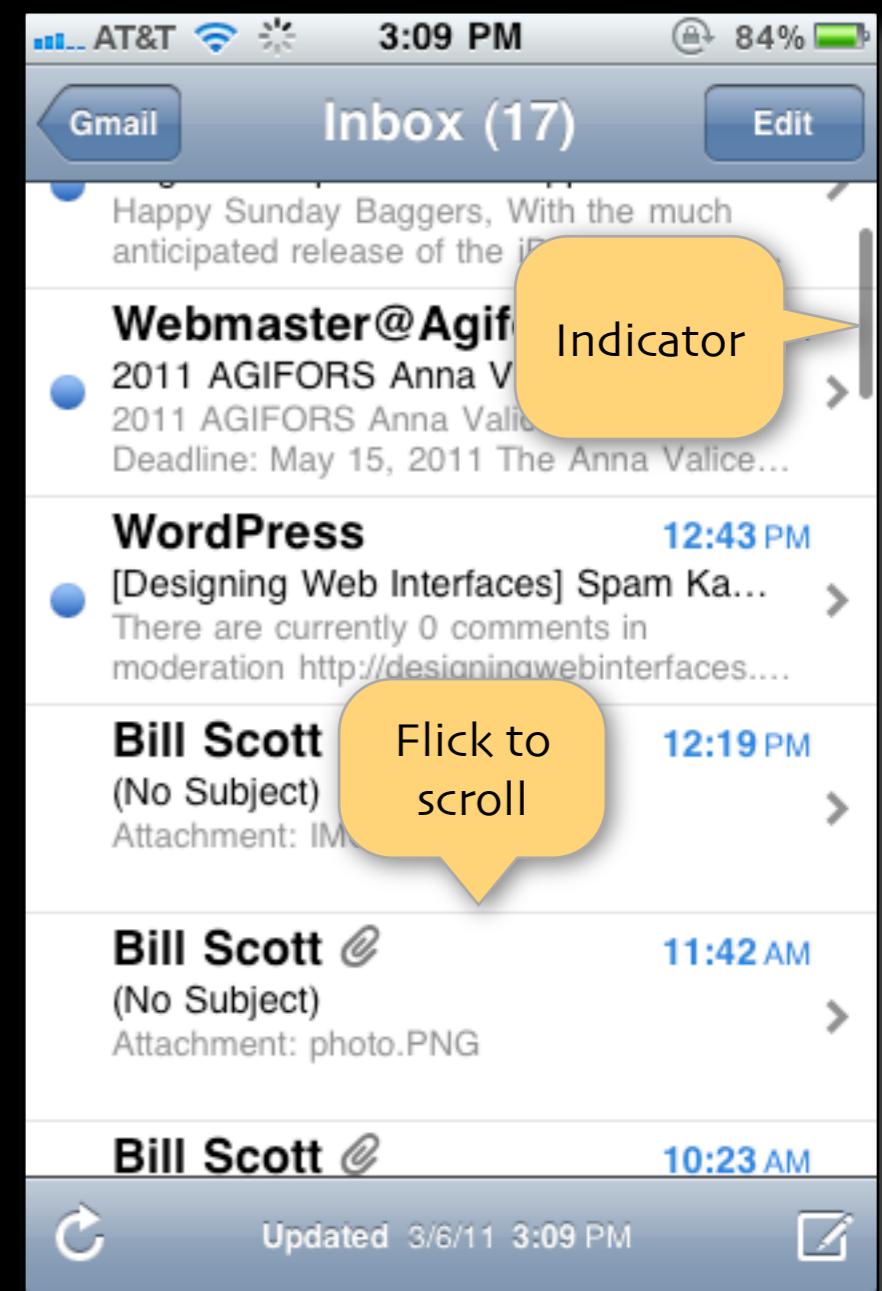
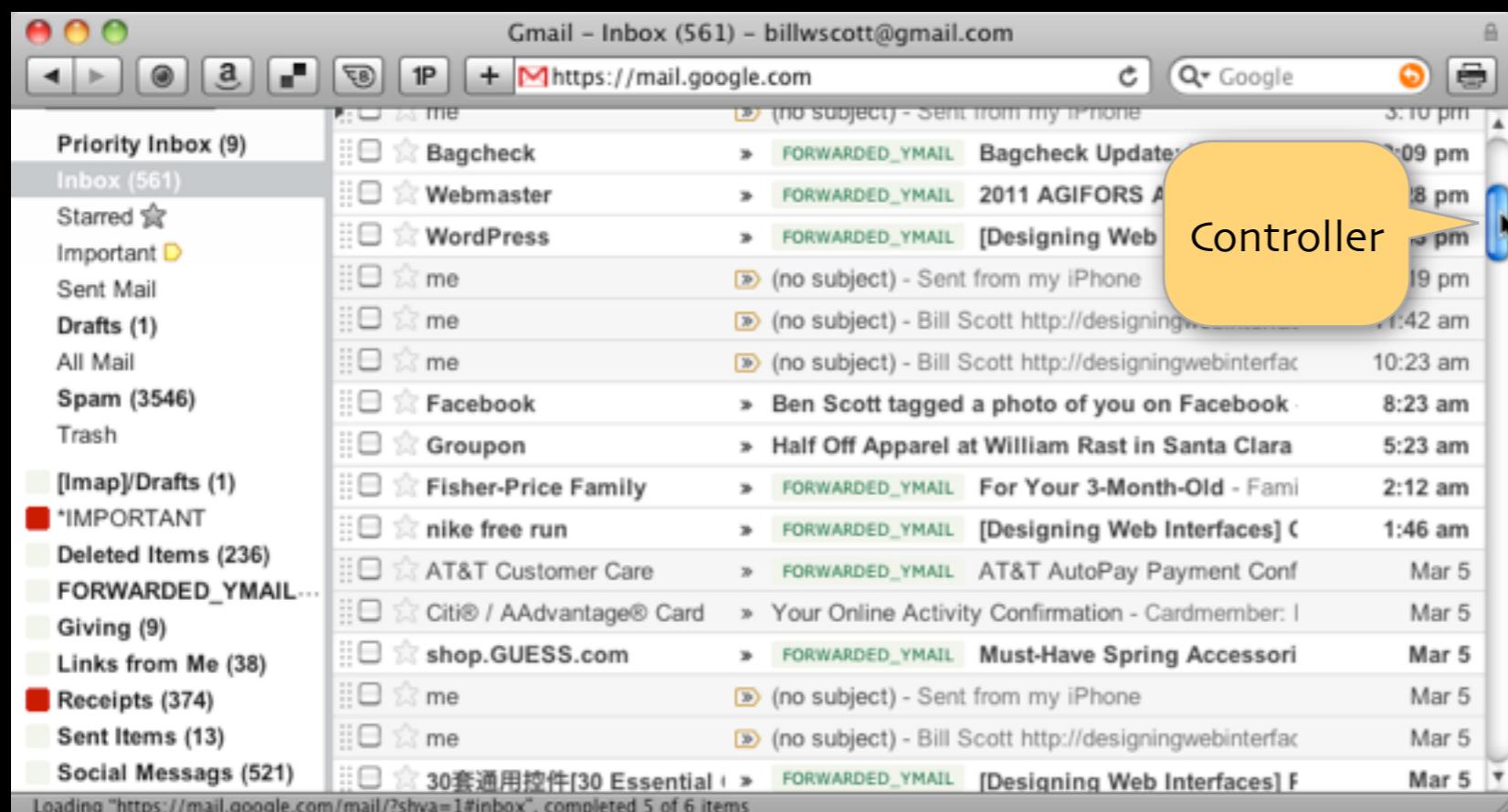
in 1984, this was physicality - the scrollbar

# Scrollbar Evolution



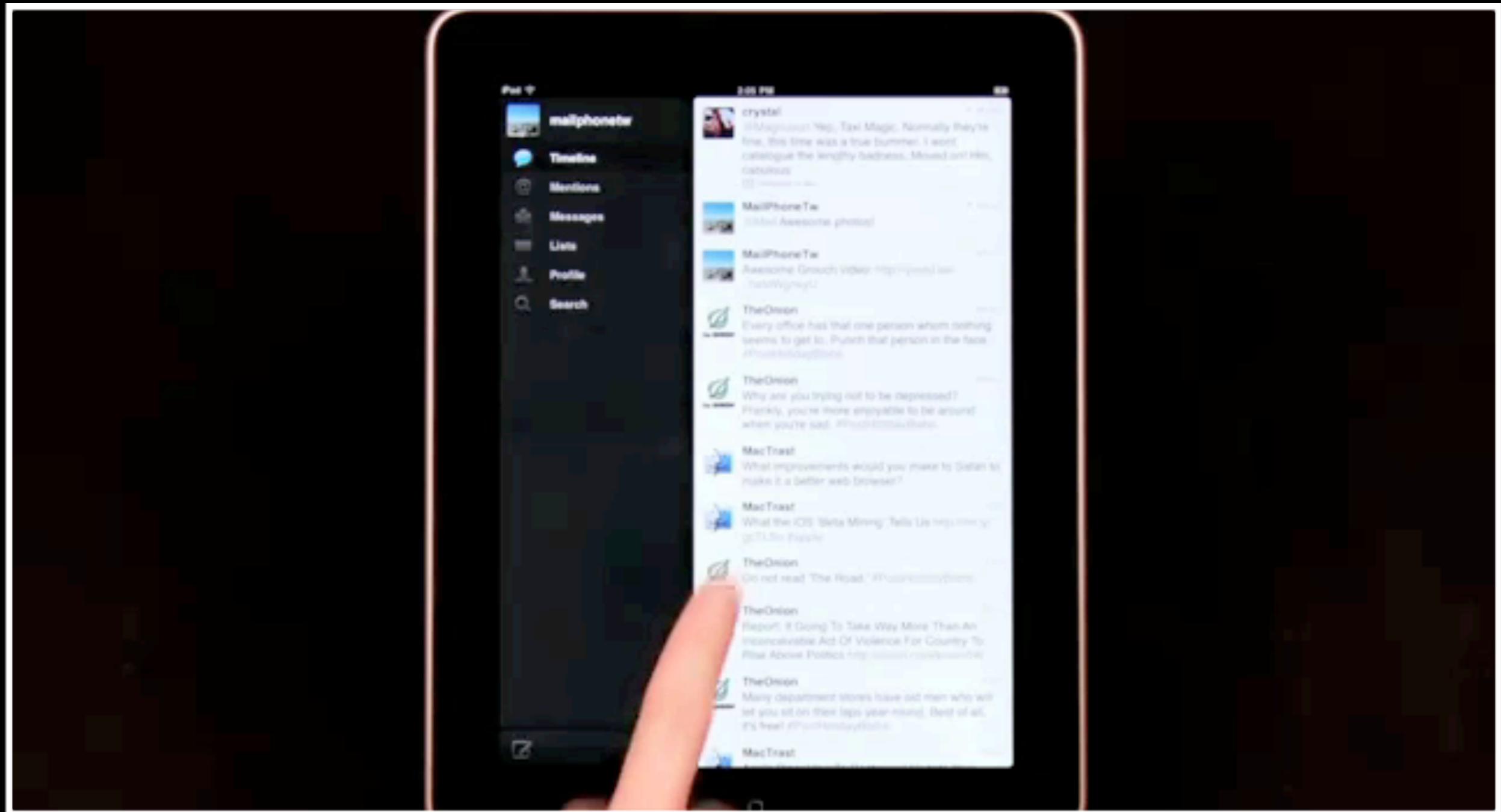
# Scrollbar Evolution

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



**Thumbwheel** is an evolution as well

# From Mouse to Touch...



## Twitter



#2 Maintain Flow

# Game Time: Spot the differences

# Game Time: 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.

Strategy

**Reduce Page  
Switching  
to Maintain Flow**

# “Special” Experience

# NETFLIX

Suggestions for You

New Arrivals

Genres

Instant Queue

Search

[View more suggestions](#)

Recently Watched



TV



Emotional Movies



# “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 navigation menu on the left includes 'Suggestions for You', 'New Arrivals', 'Genres', 'Instant Queue', and 'Search'. On the right, a 'Recently Watched' section displays five movie or TV show thumbnails: 'Alice in Wonderland', 'Danny Phantom: Season 1', 'Danny Phantom: Season 2', 'Danny Phantom: Season 3', and 'The Last Song'. Below this, a 'TV' section shows thumbnails for 'The Office: Season Six', 'Spartacus: Gods of the Arena', 'Futurama: Season 5', 'Phineas and Ferb', and 'Spartacus: Blood and Sand'. At the bottom, a 'Emotional Movies' section shows thumbnails for 'The Tree of Life', 'The Land Before Time', 'The 25th Annual Putnam County Spelling Bee', 'Precious', and 'The Kids Are All Right'. A 'MORE' button is located above the 'Recently Watched' section, and a 'View more suggestions' link is at the bottom left.

# “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

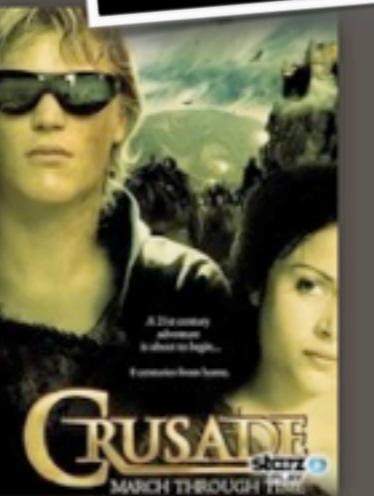
Director: Alejandro Gomez Monteverde

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?

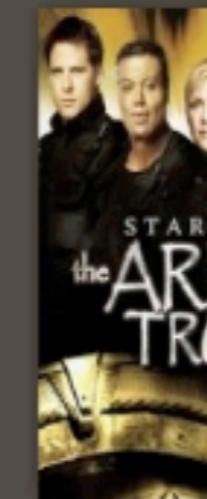
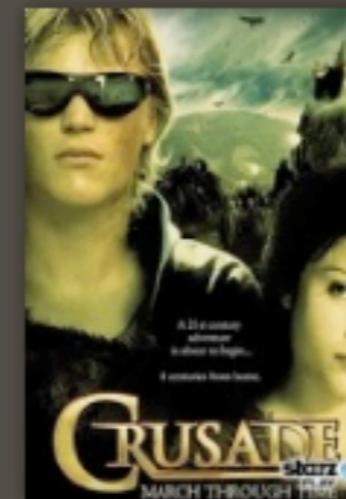
# Which Won?



2 / 332

△ Search

## Instant Queue



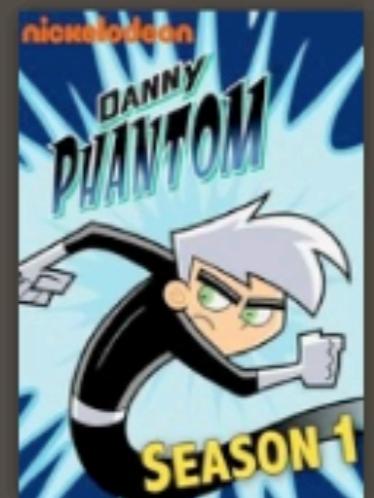
Bella

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## Recently Watched



Cast:

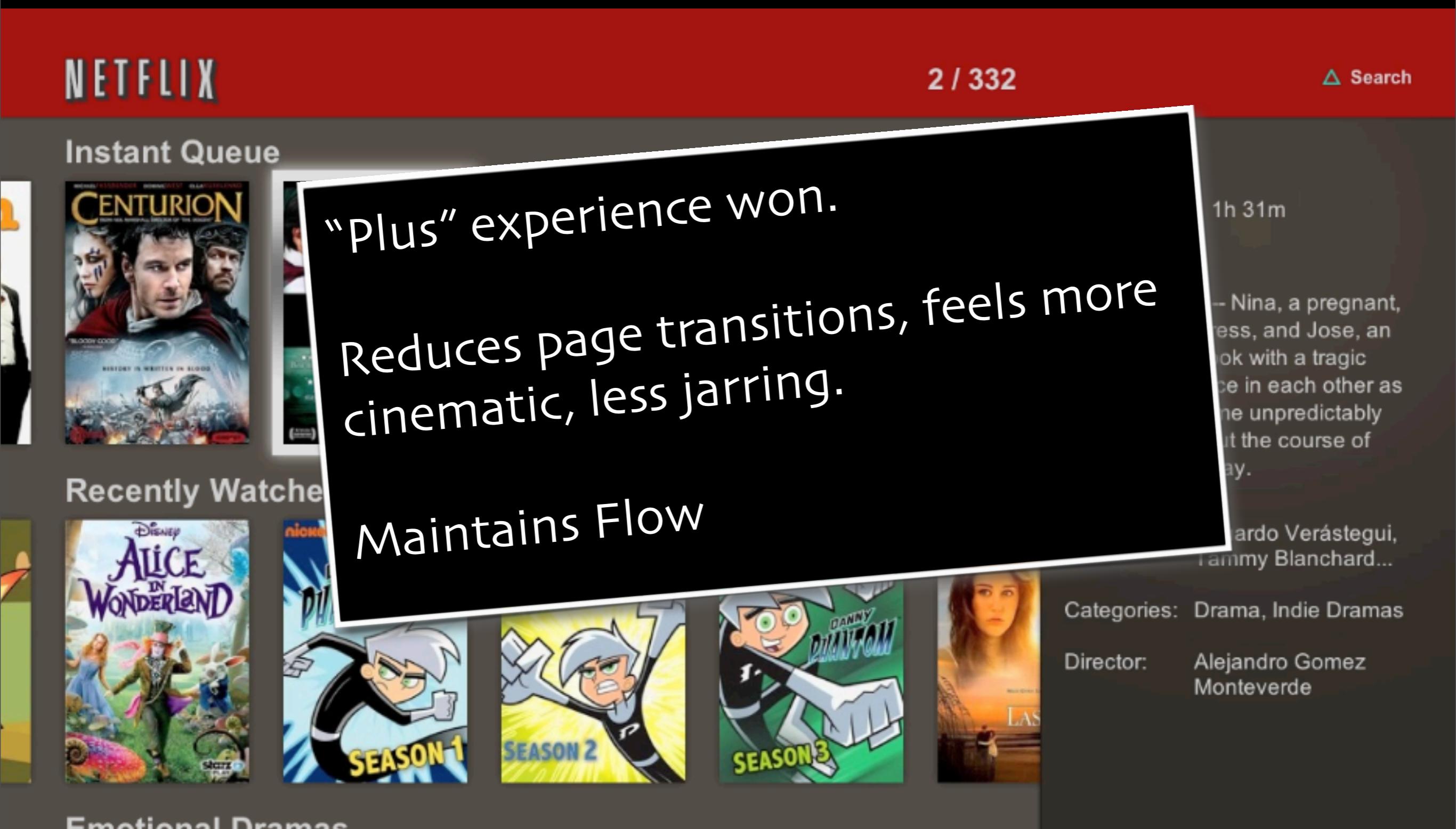
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Categories: Drama, Indie Dramas

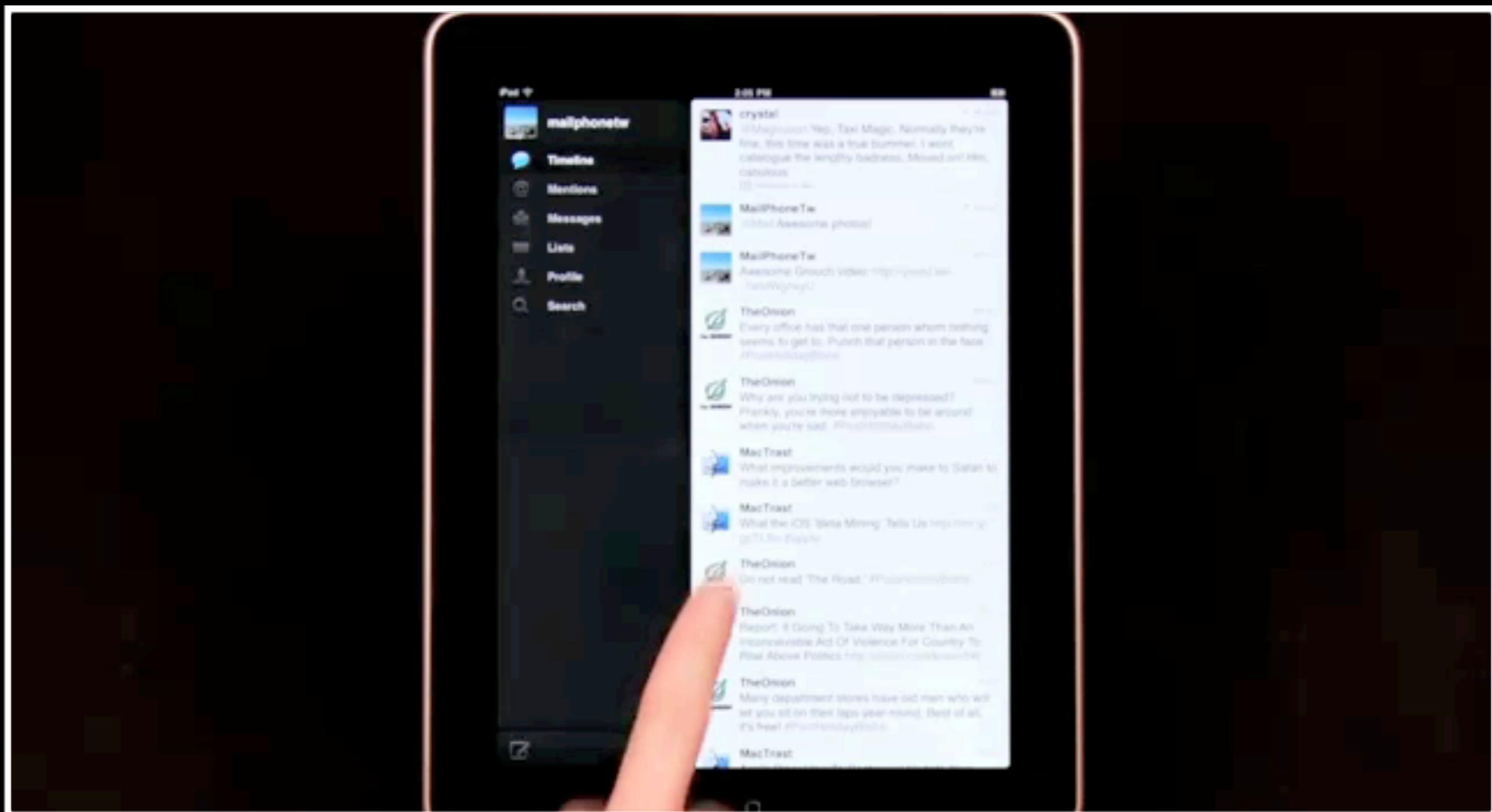
Director: Alejandro Gomez  
Monteverde

## Emotional Dramas

# Which Won?

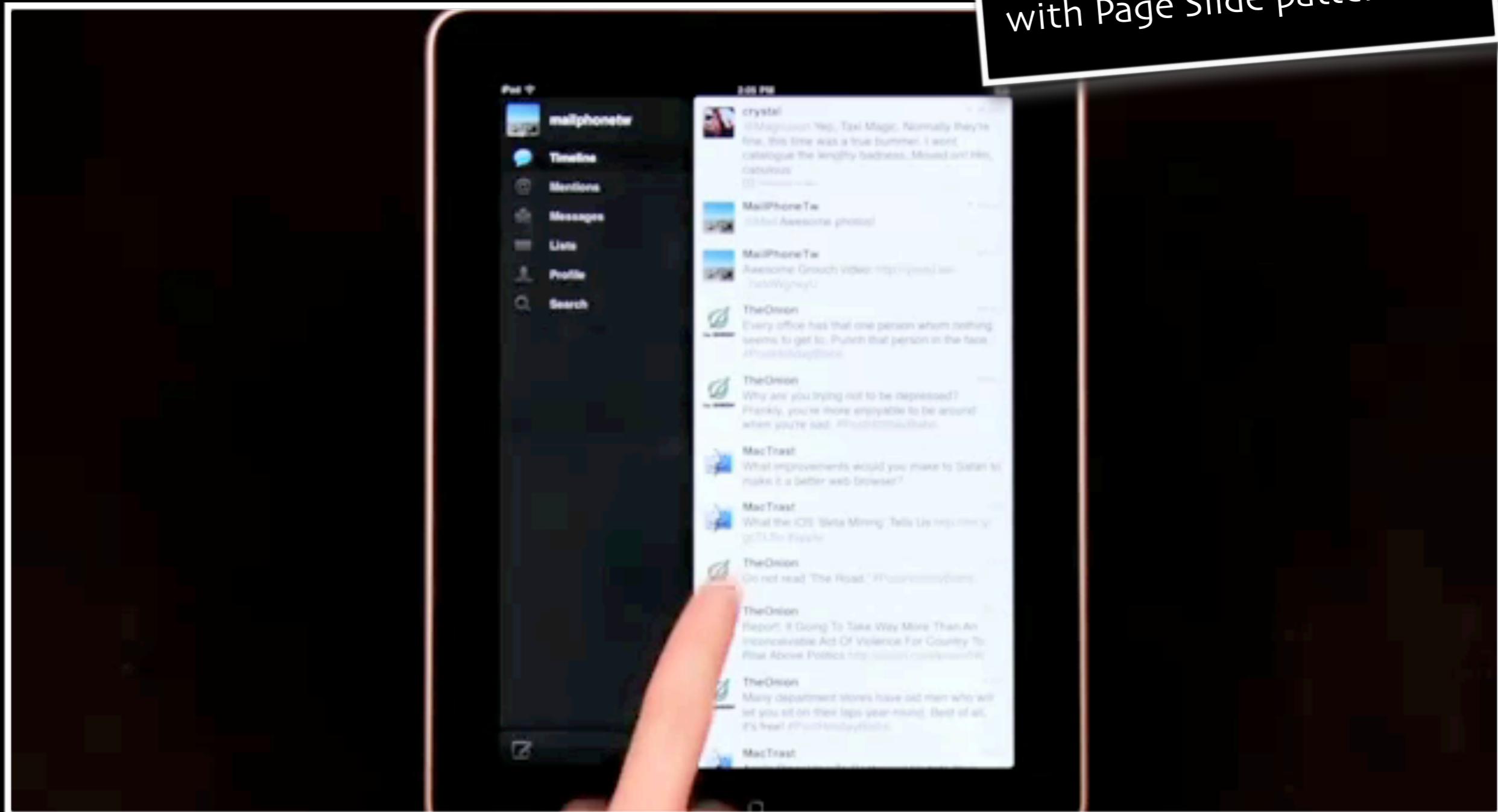


# Twitter as iPad App

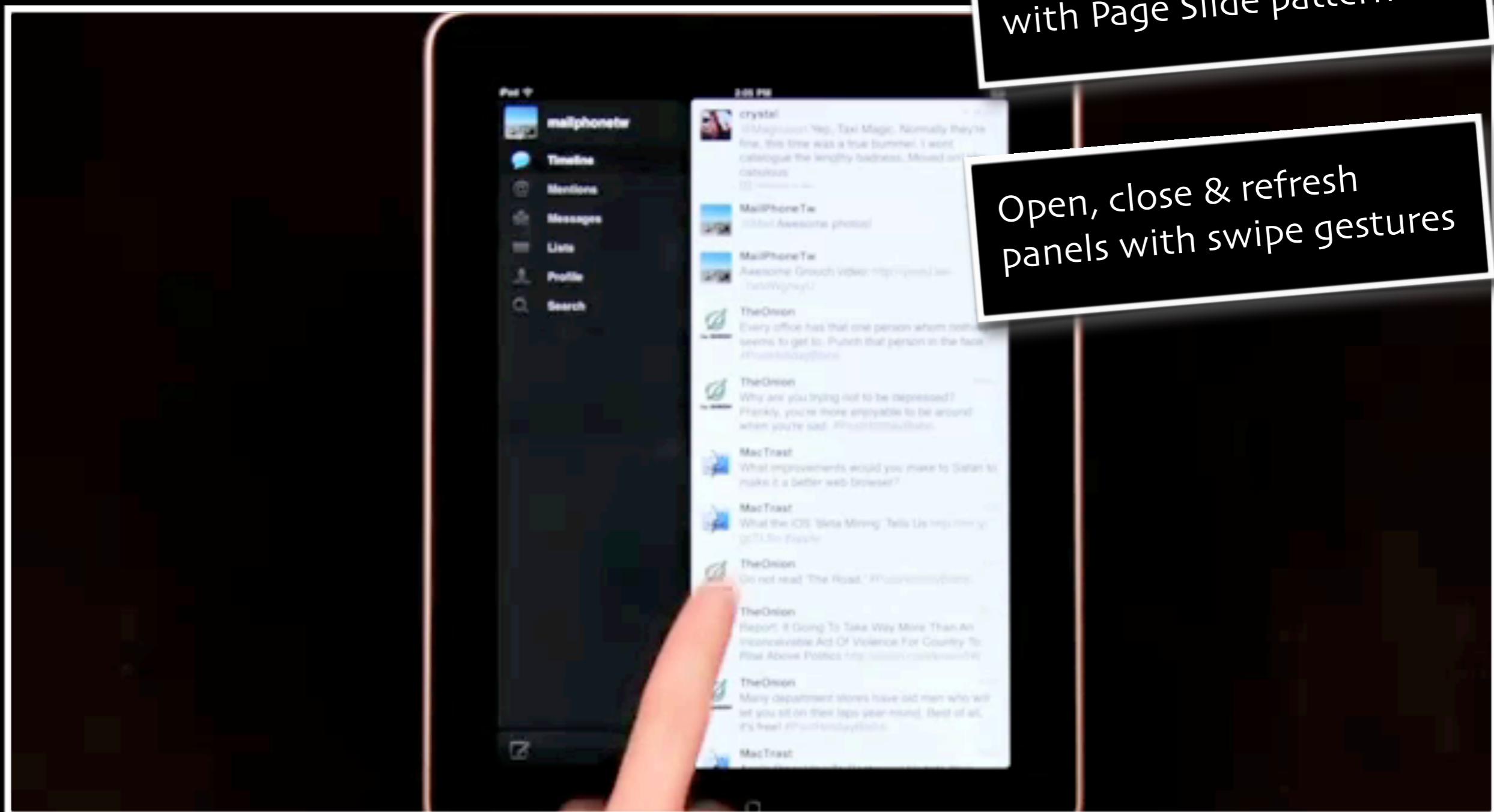


# Twitter as iPad App

Minimize page transitions  
with Page Slide pattern



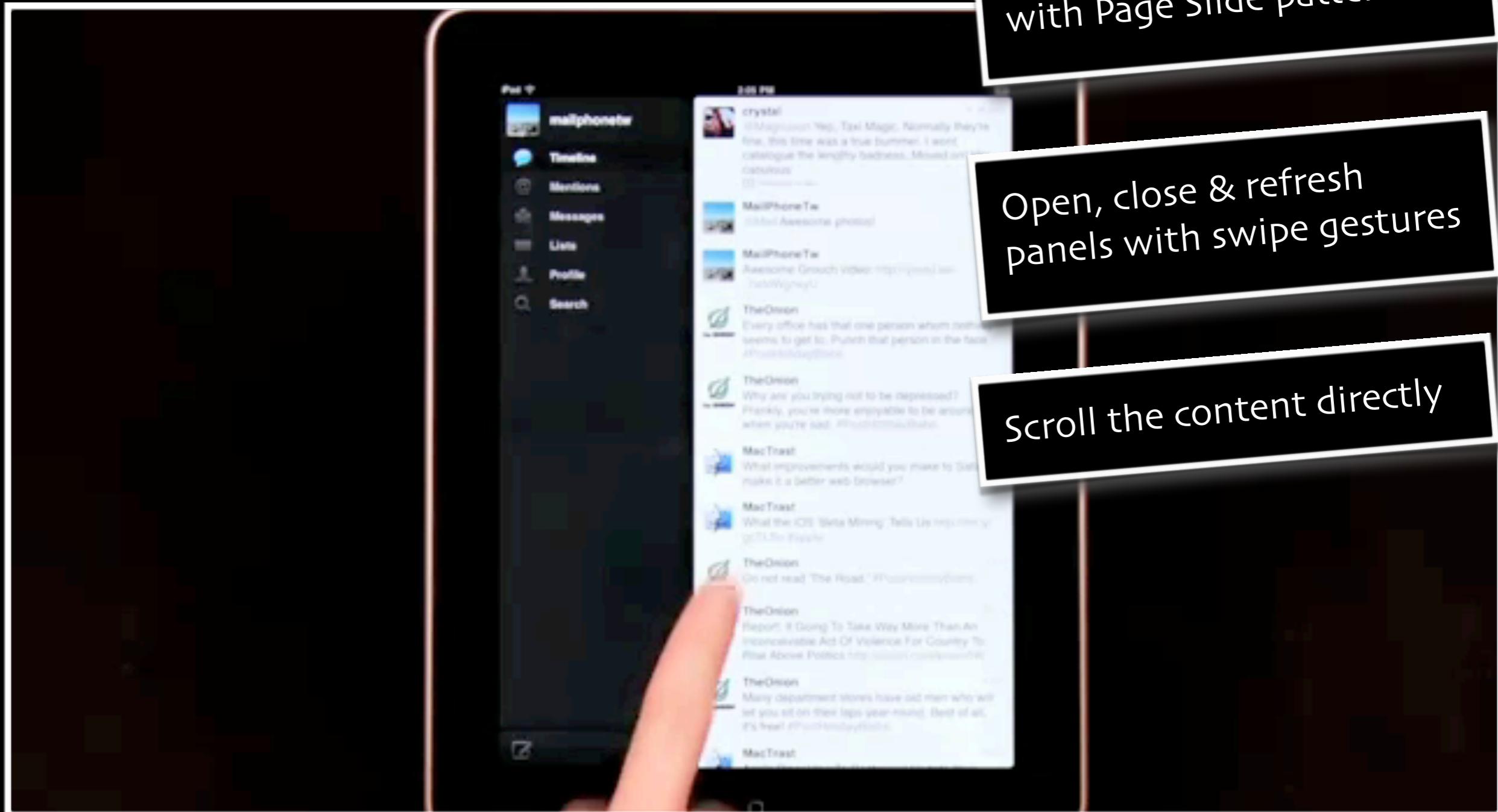
# Twitter as iPad App



Minimize page transitions  
with Page Slide pattern

Open, close & refresh  
panels with swipe gestures

# Twitter as iPad App

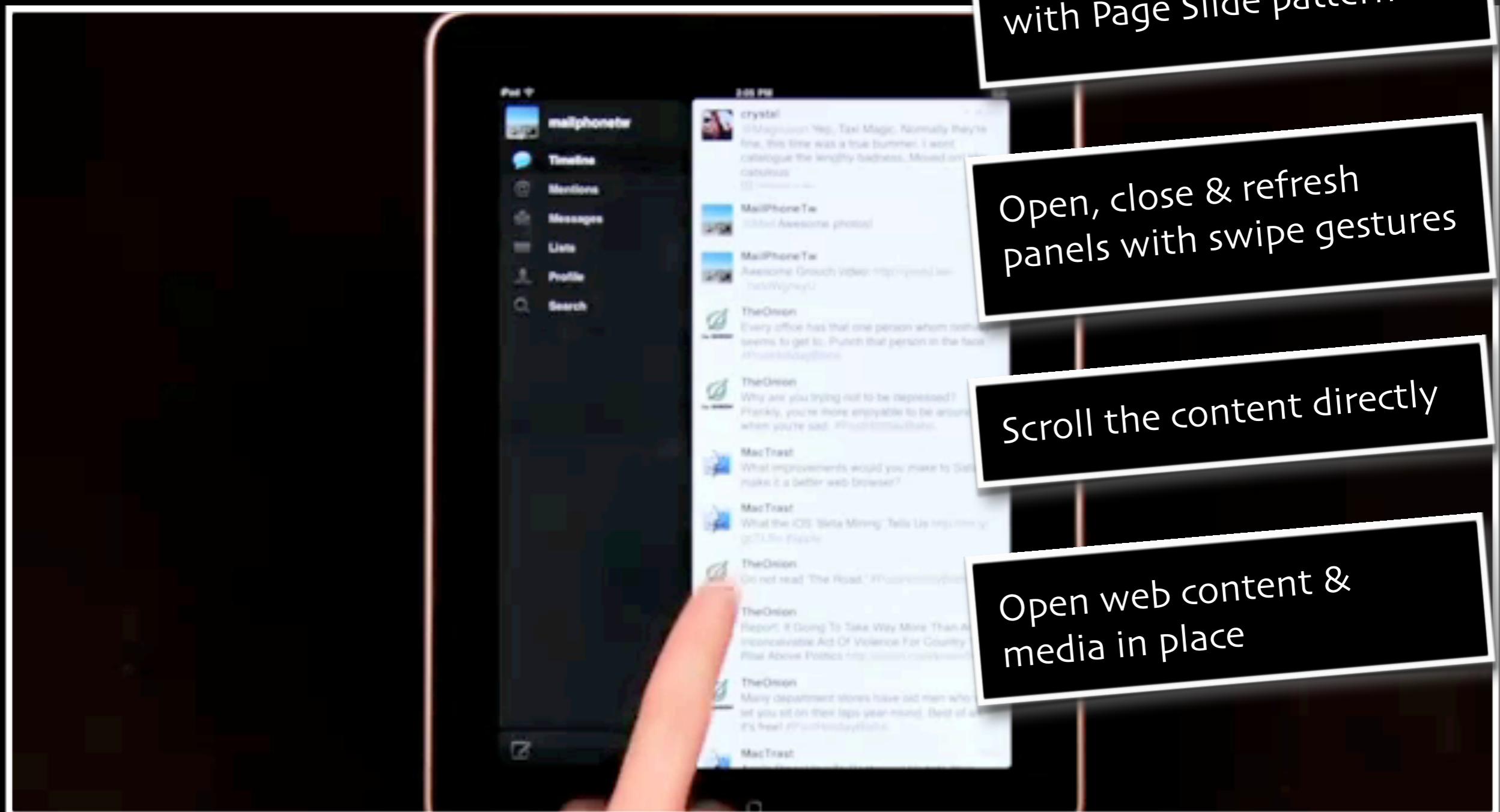


Minimize page transitions  
with Page Slide pattern

Open, close & refresh  
panels with swipe gestures

Scroll the content directly

# Twitter as iPad App



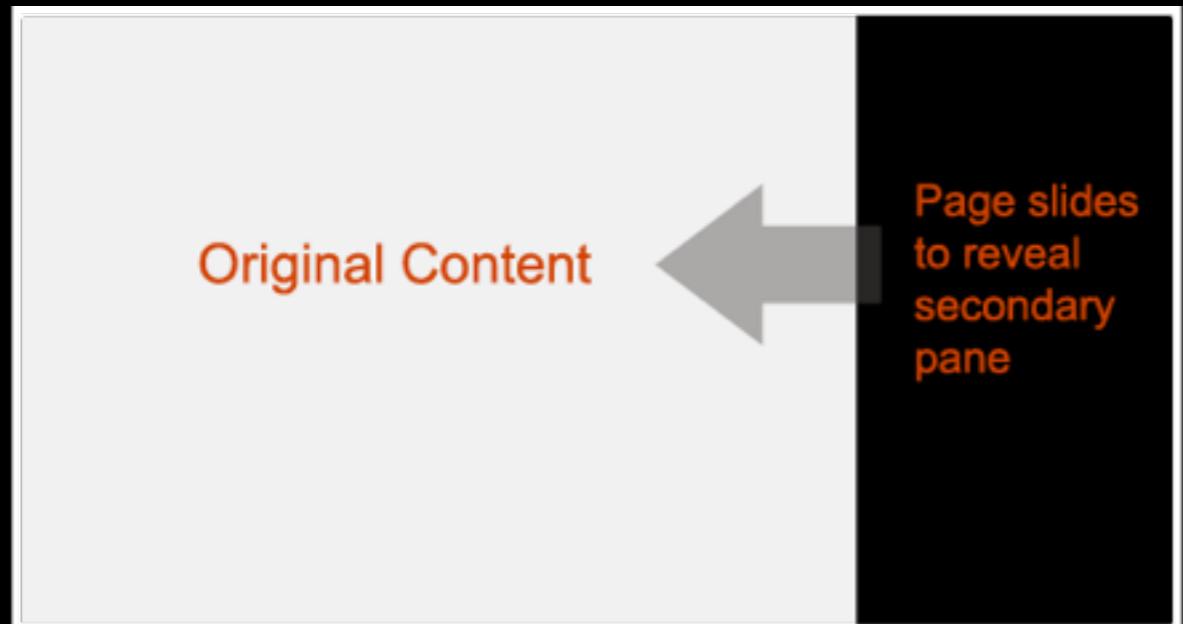
Minimize page transitions  
with Page Slide pattern

Open, close & refresh  
panels with swipe gestures

Scroll the content directly

Open web content &  
media in place

# Pattern: Page Slide



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

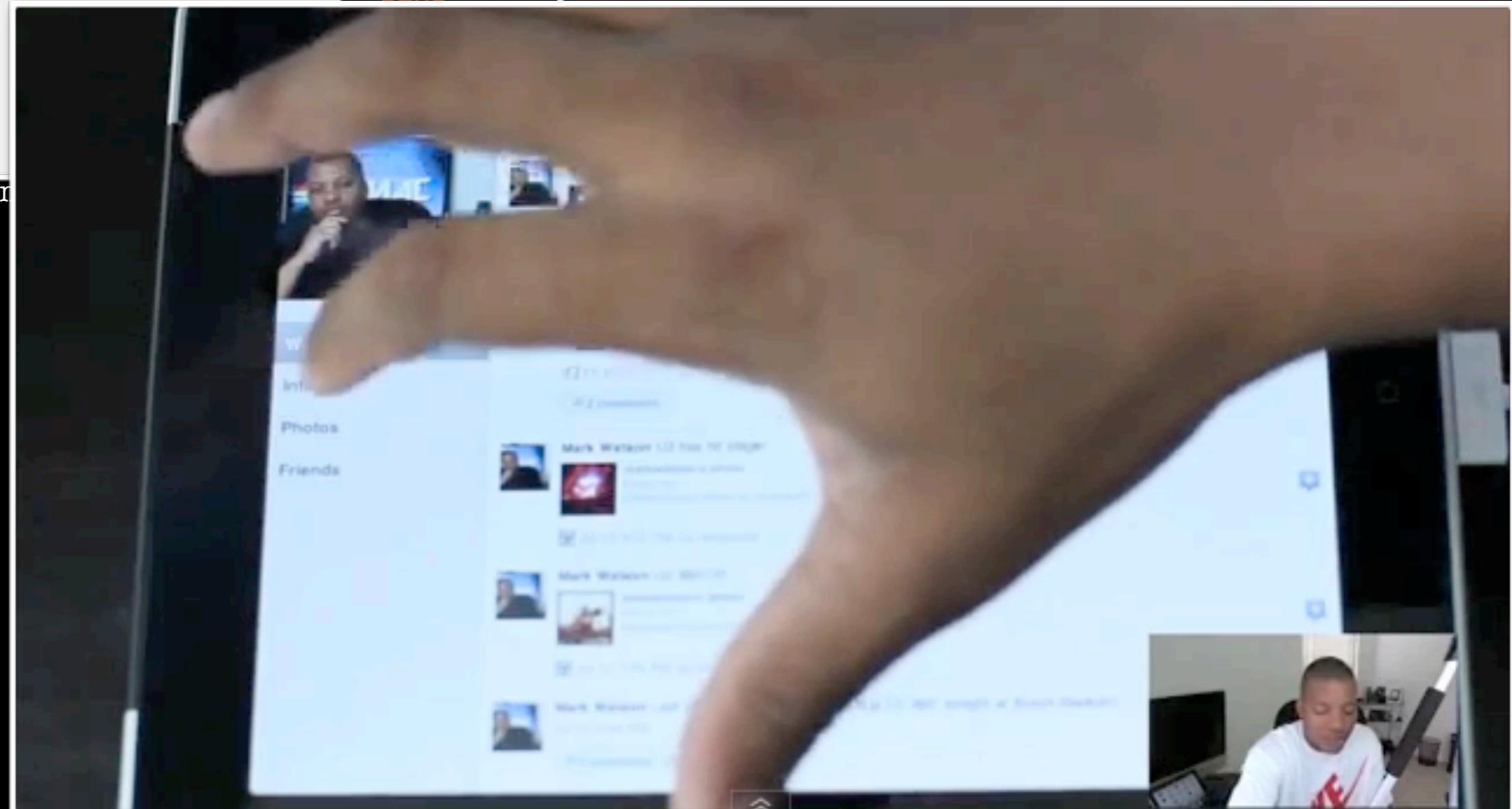
# Pattern: Page Slide

Page Slide extends the real estate and simplifies “window management”

Original Content

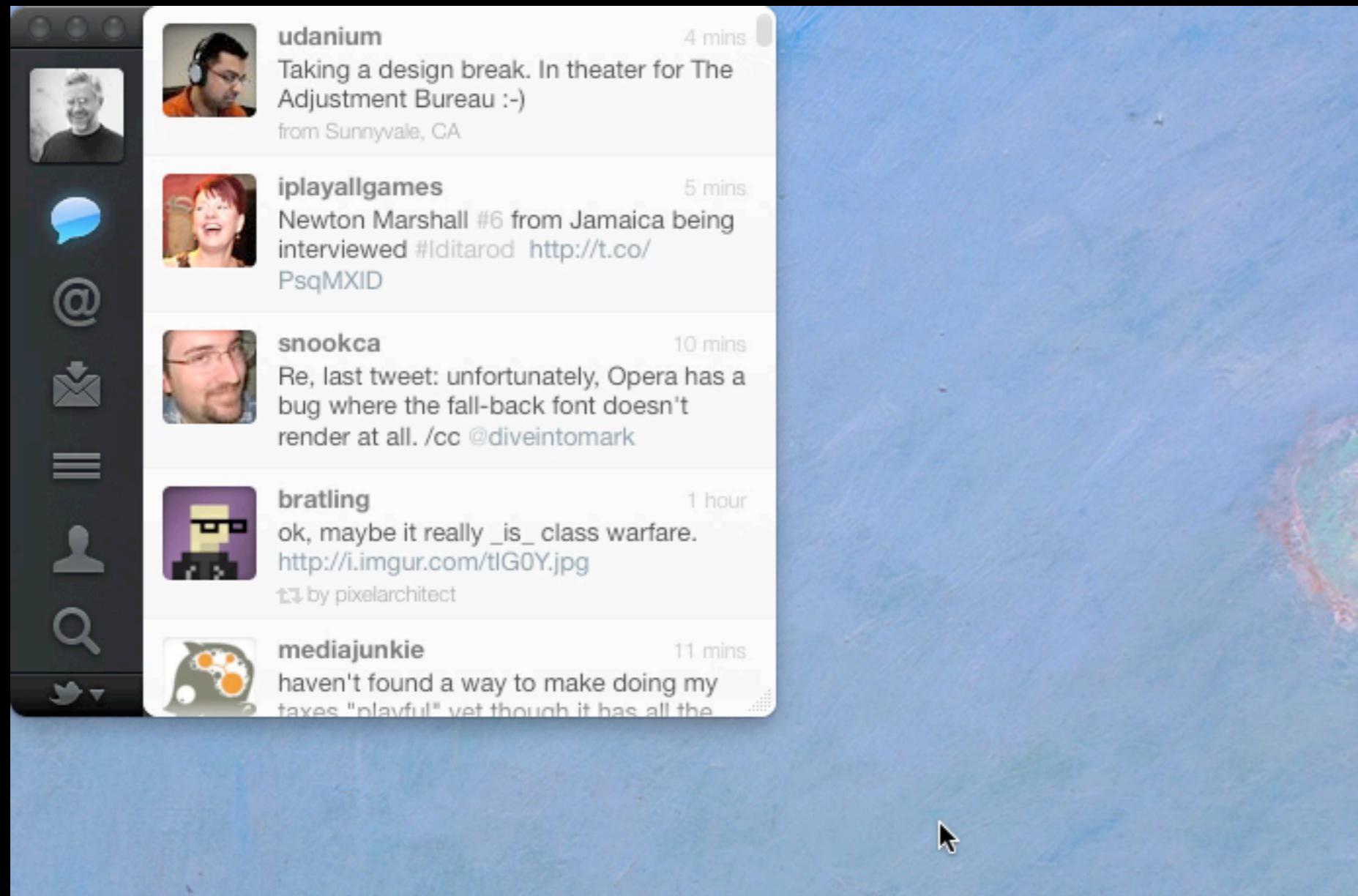
Page slides to reveal secondary pane

<http://srobbin.com>

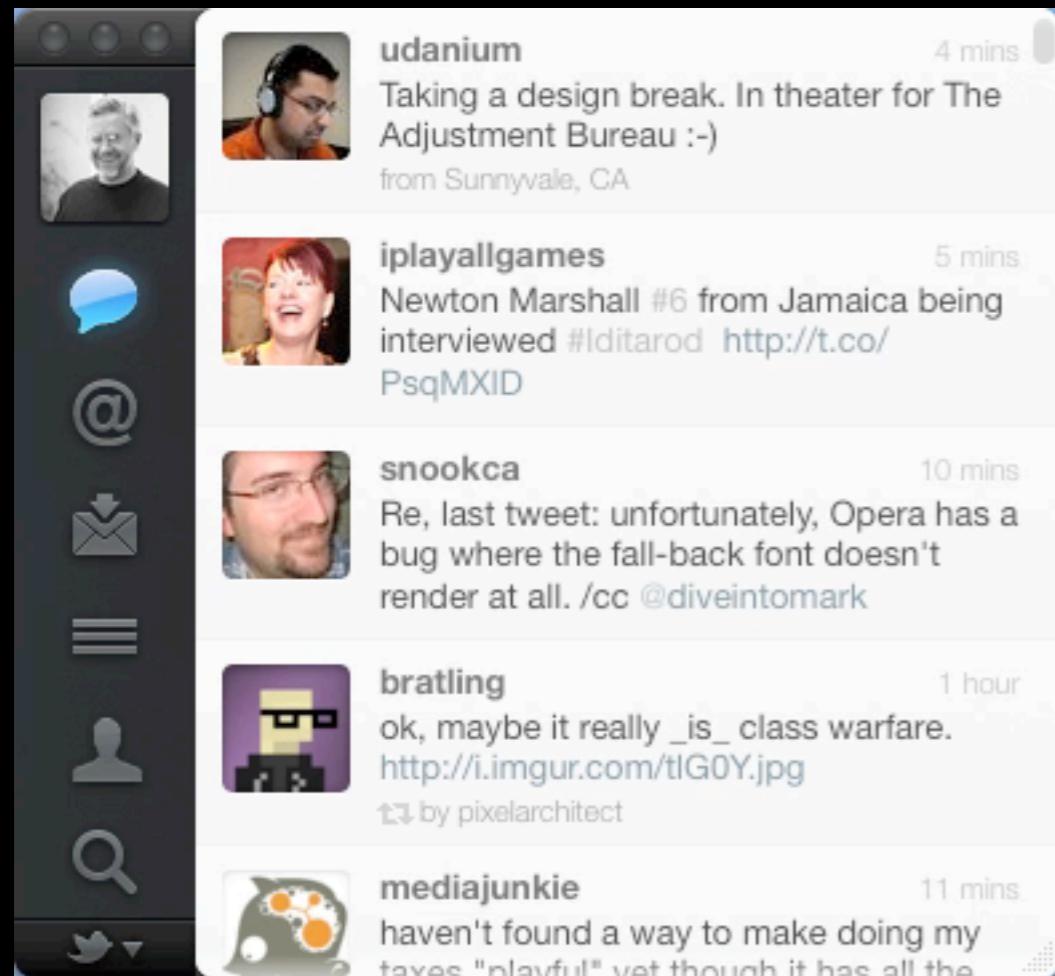


<http://www.youtube.com/watch?v=WBv3fFg8t8g>

# Twitter as Desktop Mac App



# Twitter as Desktop Mac App



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

**iplayallgames** Cindy Ritzman  Dogs resting an hour before running the #Iditarod [yfrog.com/gz9t4zrj](http://yfrog.com/gz9t4zrj)  
3 minutes ago

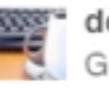
**iplayallgames** Cindy Ritzman  Mackey at the start! #Iditarod [yfrog.com/h0pnxxj](http://yfrog.com/h0pnxxj)  
3 minutes ago

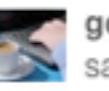
**rashmi** Rashmi Sinha  Yes, I revoked that app. Go here if you were tricked: <https://twitter.com/settings/connections>  
5 minutes ago   

**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.redgage.com/c-ijgld> #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?

Timeline @Mentions Retweets Searches Lists

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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](#)

Minimize page transitions with Page Slide pattern

Canceled opening the page

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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  Favorite  Retweet 

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

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**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

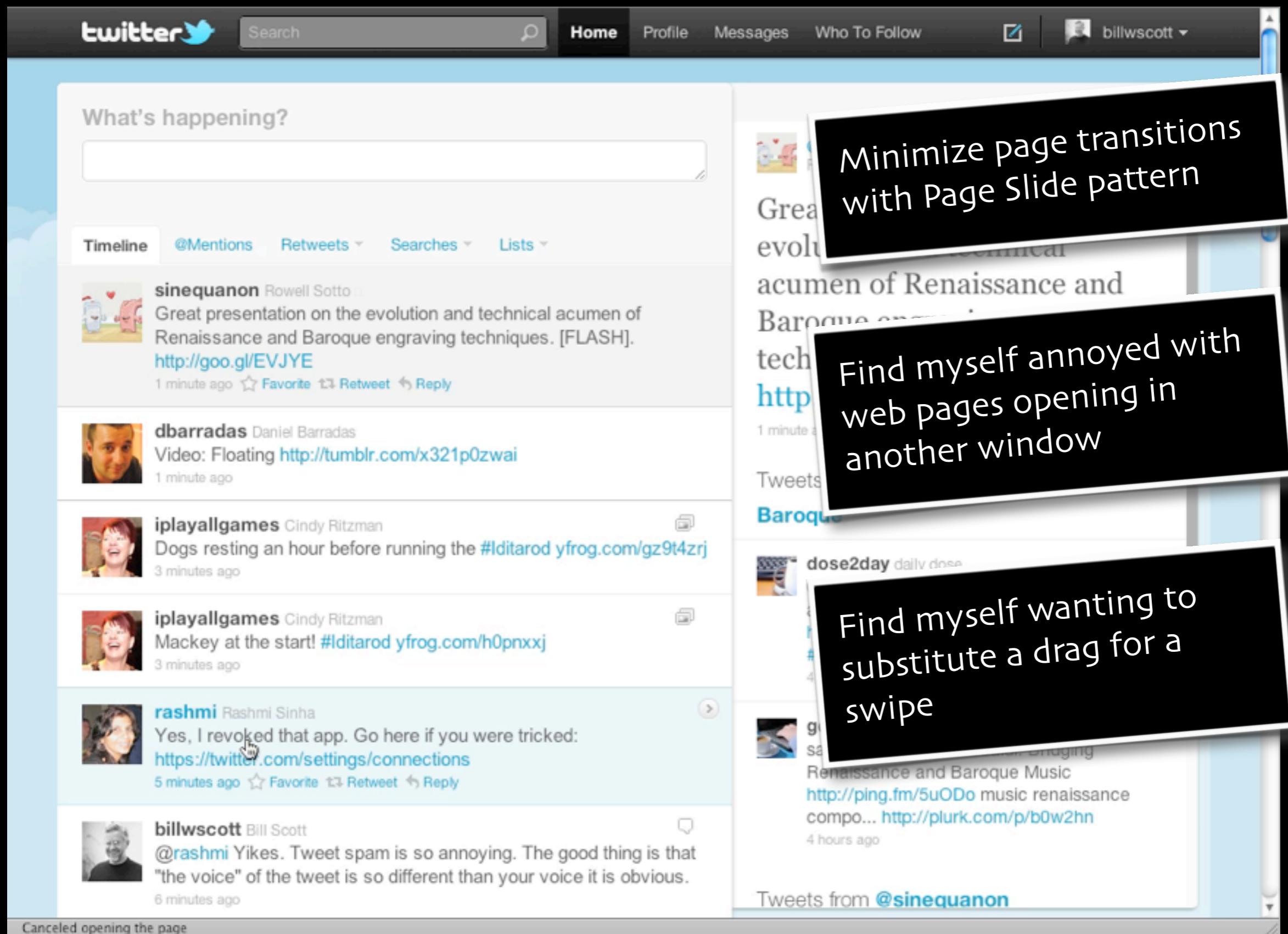
**Minimize page transitions with Page Slide pattern**

**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

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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 ☆ Favorite ↗ Retweet ↗ Reply

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6 minutes ago

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 - Twitter's Previous Hover & Cover

Home 

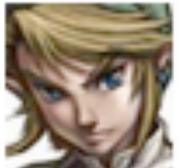
---

 **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

---

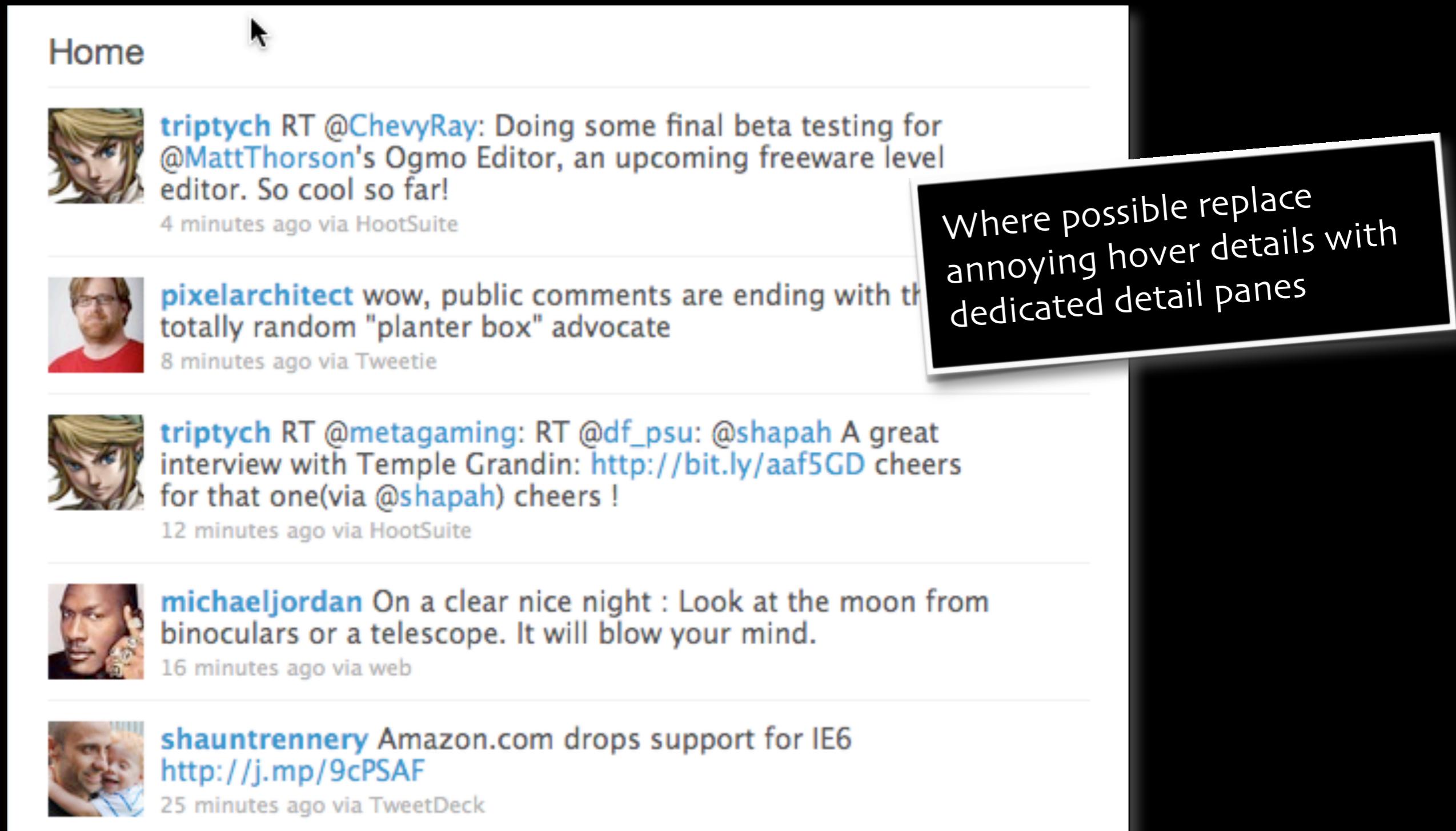
 **michaeljordan** On a clear nice night : Look at the moon from binoculars or a telescope. It will blow your mind.  
16 minutes ago via web

---

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

# VS - Twitter's Previous Hover & Cover

Home



Where possible replace annoying hover details with dedicated detail panes

-  **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 th 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



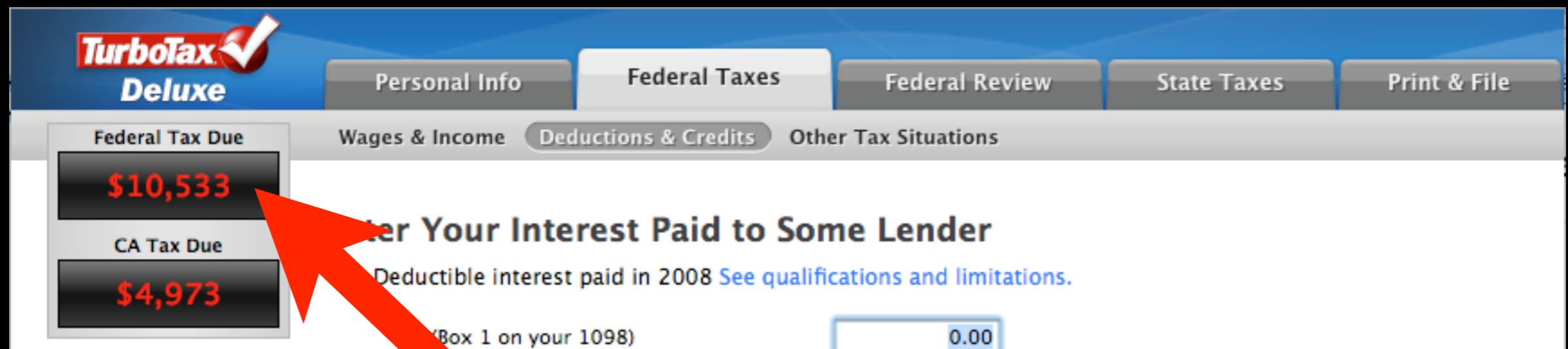
#3 Be Responsive

**Use Transitions/  
Animations  
to Create  
Responsiveness**



# Animation Can...

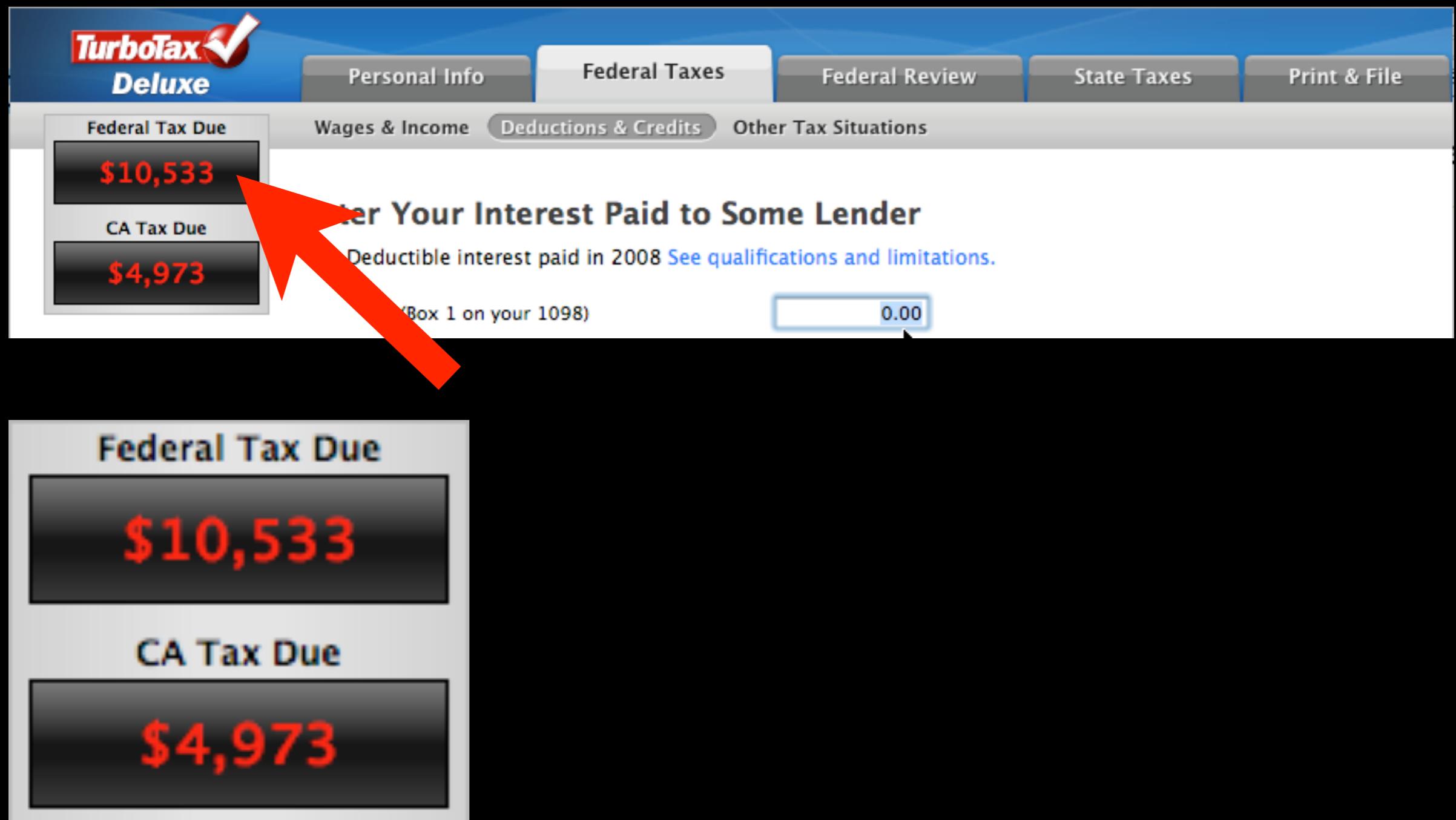
# Animation Can...



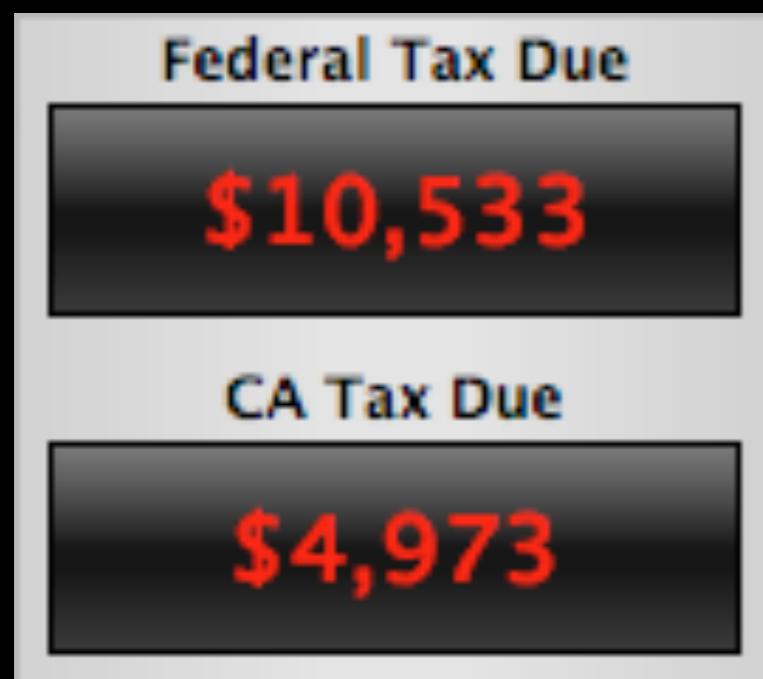
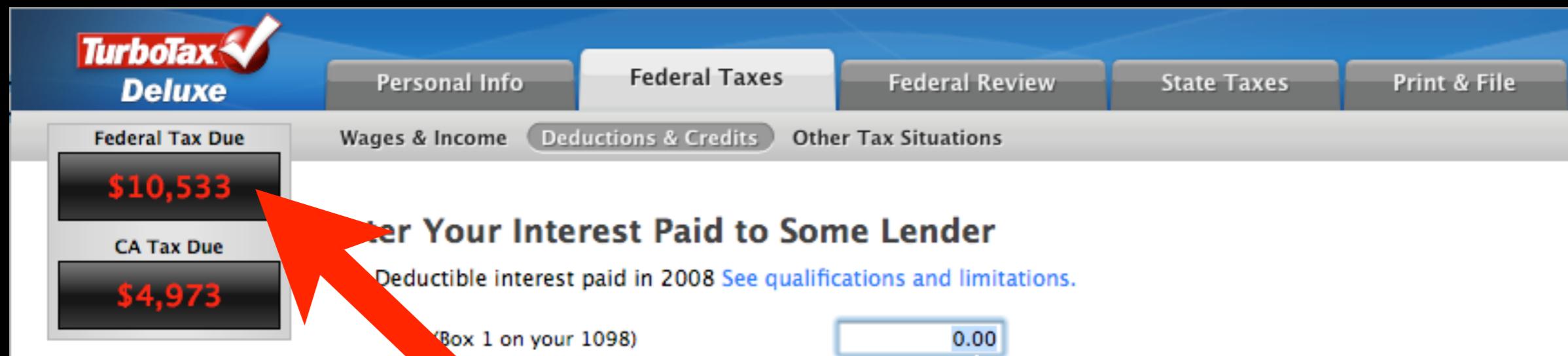
# Animation Can...



# Animation Can...

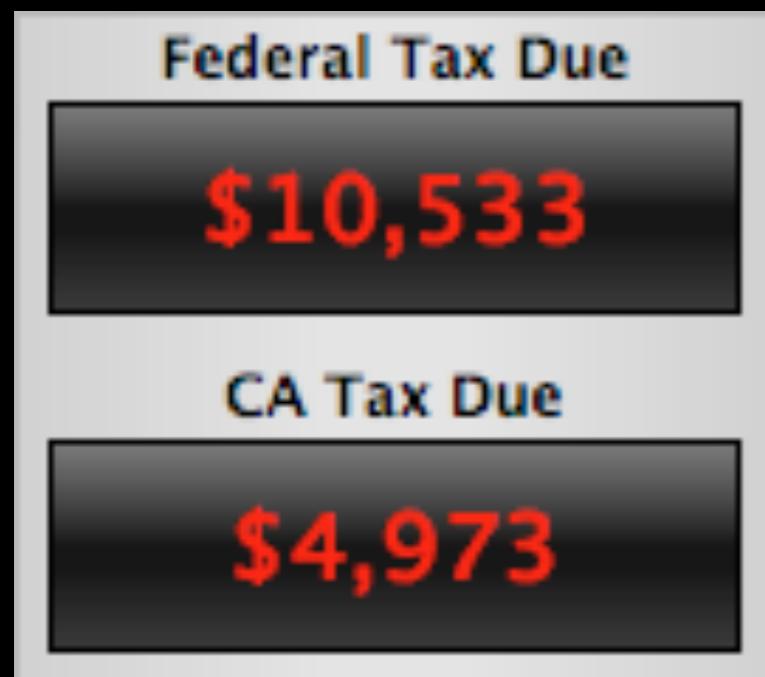
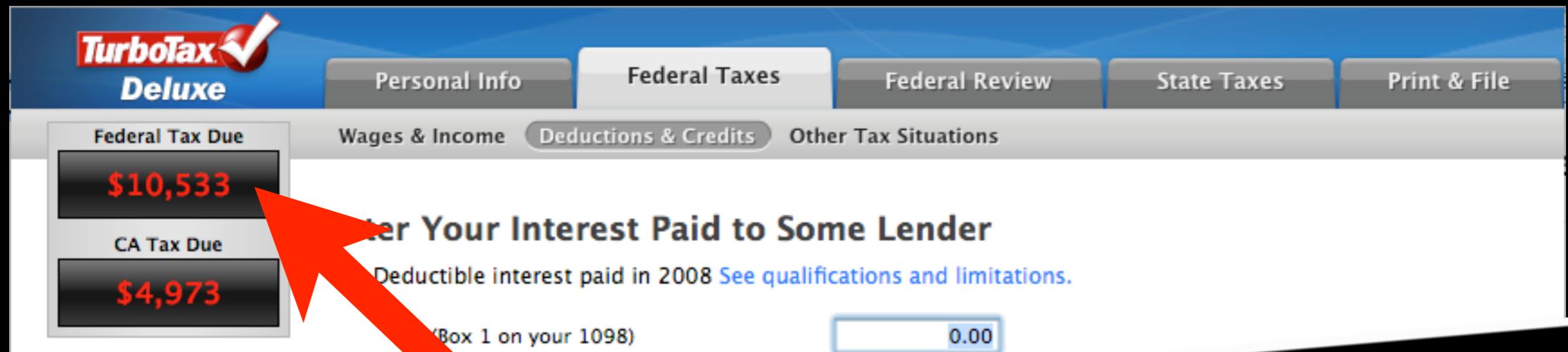


# Animation Can...



nbc.com  
upc.com

# Animation Can...



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

- Occam

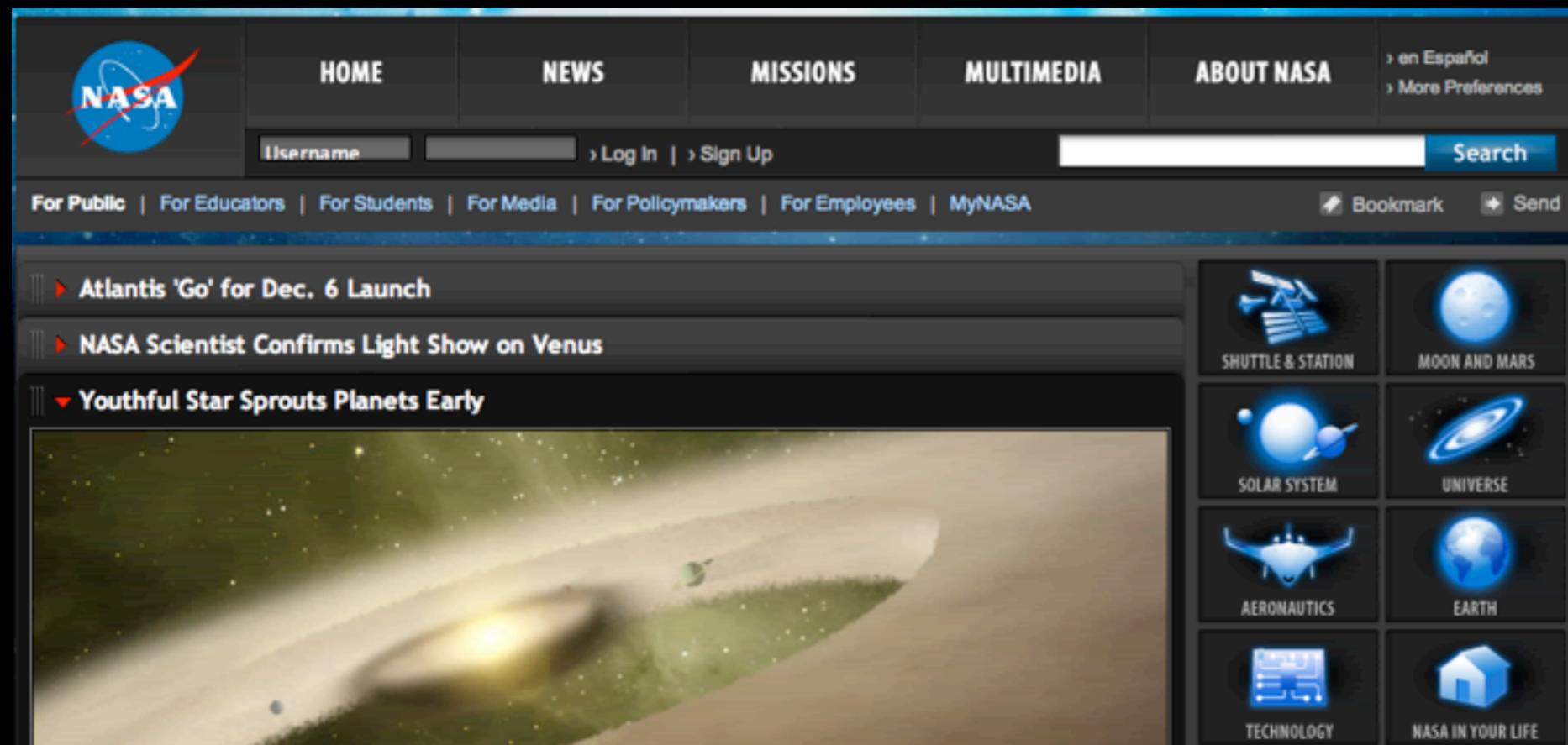
PREVIOUS WEIGHT

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

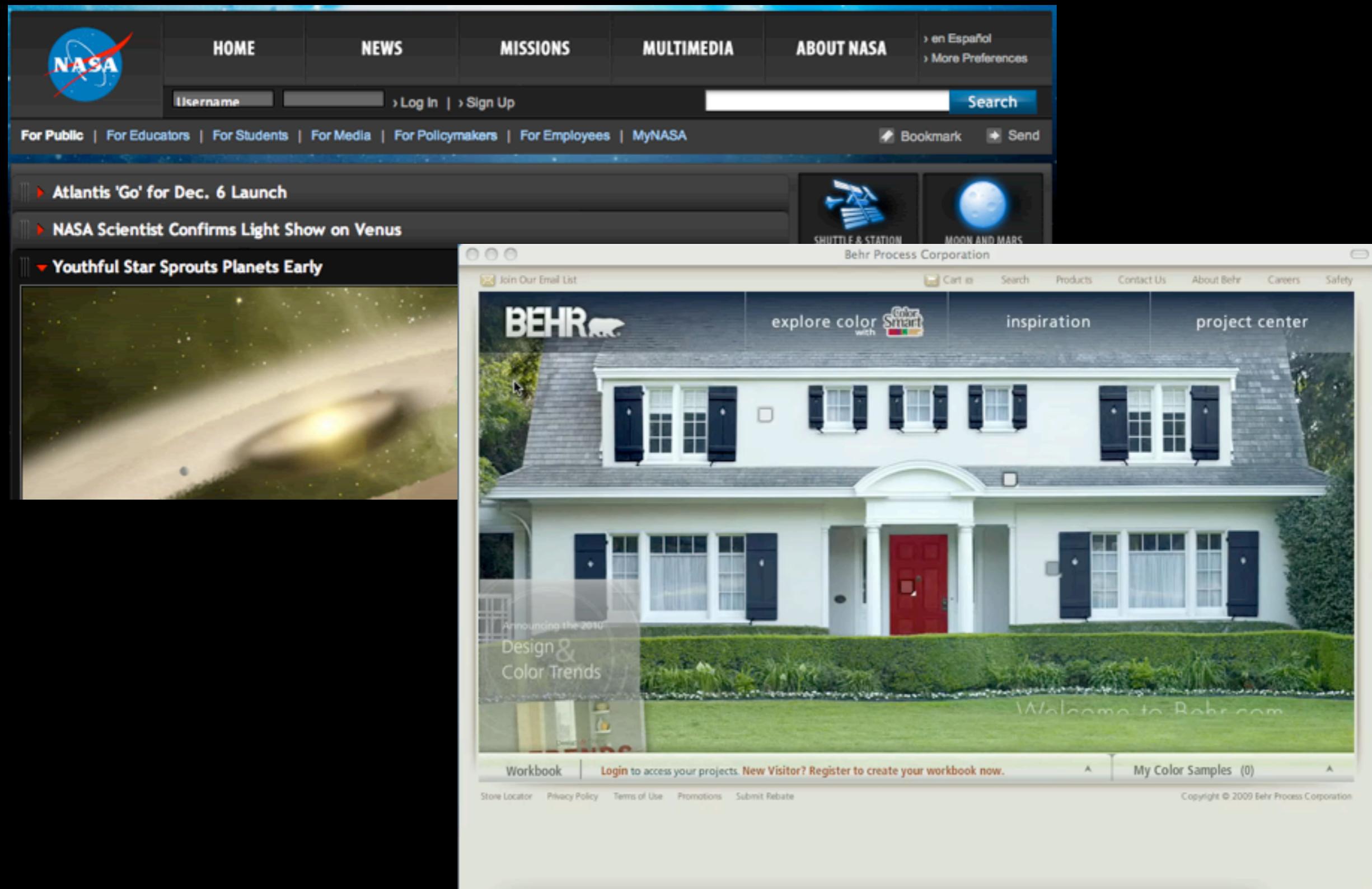
- Tufte "Smallest Effective Difference"

nbc.com  
upc.com

# Web Apps Seem Prone to This



# Web Apps Seem Prone to This



# Web Apps Seem Prone to This

The image displays two separate web pages that appear to be experiencing issues with their Flash content.

**Left Page (NASA Website):** This is a screenshot of the NASA website. The top navigation bar includes links for HOME, NEWS, MISSIONS, and MULTIMEDIA. A login form with fields for Username and Password is present, along with links for Log In and Sign Up. Below the navigation, a horizontal menu offers links for For Public, For Educators, For Students, For Media, For Policymakers, For Employees, and MyNASA. A large, blurry image of a comet or celestial body is visible on the left. On the right, a black callout box contains the text: "Snarky answer: Blame it on Flash :-)".

**Right Page (Behr Process Corporation):** This is a screenshot of the Behr Process Corporation website. The header features the Behr logo, a "Join Our Email List" button, and links for Cart (0), Search, Products, Contact Us, About Behr, Careers, and Safety. Below the header is a large image of a two-story house with white siding, dark shutters, and a red front door. The Behr logo is prominently displayed on the left side of the house. The page includes text for "explore color Smart with ColorSmart", "inspiration", and "project center". A sidebar on the left promotes "Announcing the 2010 Design & Color Trends". At the bottom, there are links for "Workbook", "Login to access your projects. New Visitor? Register to create your workbook now.", "My Color Samples (0)", and copyright information: "Copyright © 2009 Behr Process Corporation".

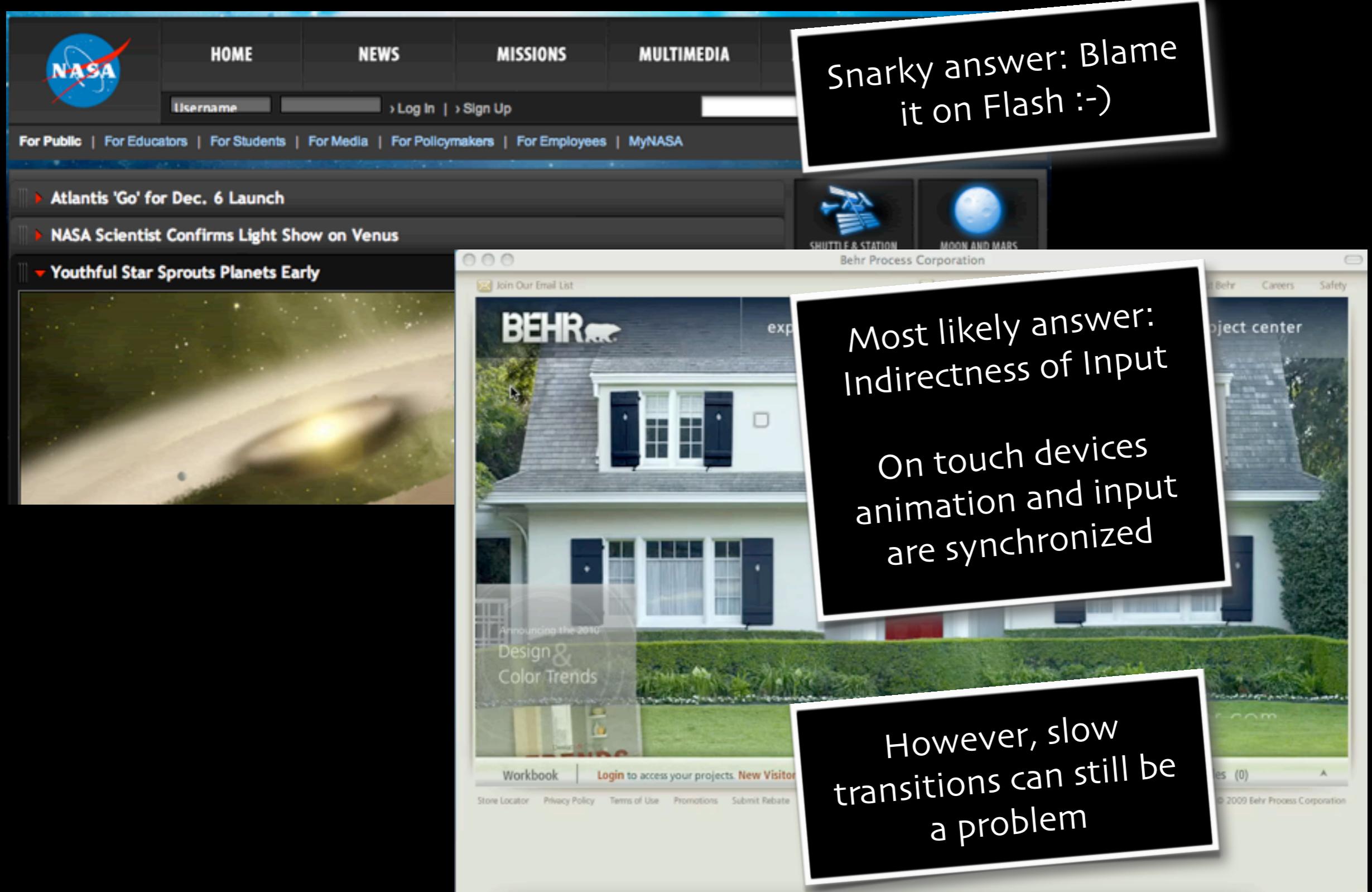
# Web Apps Seem Prone to This

The image displays two screenshots of web applications, each with a callout box containing a text overlay.

**Top Screenshot (NASA Website):** This screenshot shows the NASA website's homepage. The navigation bar includes links for HOME, NEWS, MISSIONS, and MULTIMEDIA. Below the navigation is a login form with fields for Username and Password, and links for Log In and Sign Up. A horizontal menu bar below the login form includes links for For Public, For Educators, For Students, For Media, For Policymakers, For Employees, and MyNASA. A large image of a comet is on the left, and a news feed on the right lists three items: 'Atlantis 'Go' for Dec. 6 Launch', 'NASA Scientist Confirms Light Show on Venus', and 'Youthful Star Sprouts Planets Early'. A callout box in the top right corner contains the text: "Snarky answer: Blame it on Flash :-)".

**Bottom Screenshot (BEHR Paints Website):** This screenshot shows the BEHR Paints website. The header features the BEHR logo, a "Join Our Email List" button, and links for SHUTTLE & STATION and MOON AND MARS. Below the header is a large image of a house with blue shutters. A sidebar on the left contains a "Design & Color Trends" section with a "Announcing the 2010" heading and a "Color Trends" image. The main content area includes a "Welcome to Behr.com" message and a "My Color Samples (0)" button. A callout box in the center-right contains the text: "Most likely answer: Indirectness of Input" and "On touch devices animation and input are synchronized".

# Web Apps Seem Prone to This



The image displays three screenshots of web applications, each showing a different type of animation or interaction issue:

- NASA Website:** Shows a blurred image of a comet or celestial body moving across the screen, illustrating a synchronization problem between animation and input.
- BEHR Website:** Shows a house with windows that appear to be closing or opening slowly, demonstrating a slow transition issue.
- Behr Process Corporation Website:** Shows a house with windows that appear to be closing or opening slowly, similar to the BEHR site, illustrating a slow transition issue.

Annotations provide context for each issue:

- Snarky answer: Blame it on Flash :-)** (Overlaid on the NASA screenshot)
- Most likely answer: Indirectness of Input**  
**On touch devices animation and input are synchronized** (Overlaid on the BEHR screenshot)
- However, slow transitions can still be a problem** (Overlaid on the Behr Process Corporation screenshot)

# Animation Can...

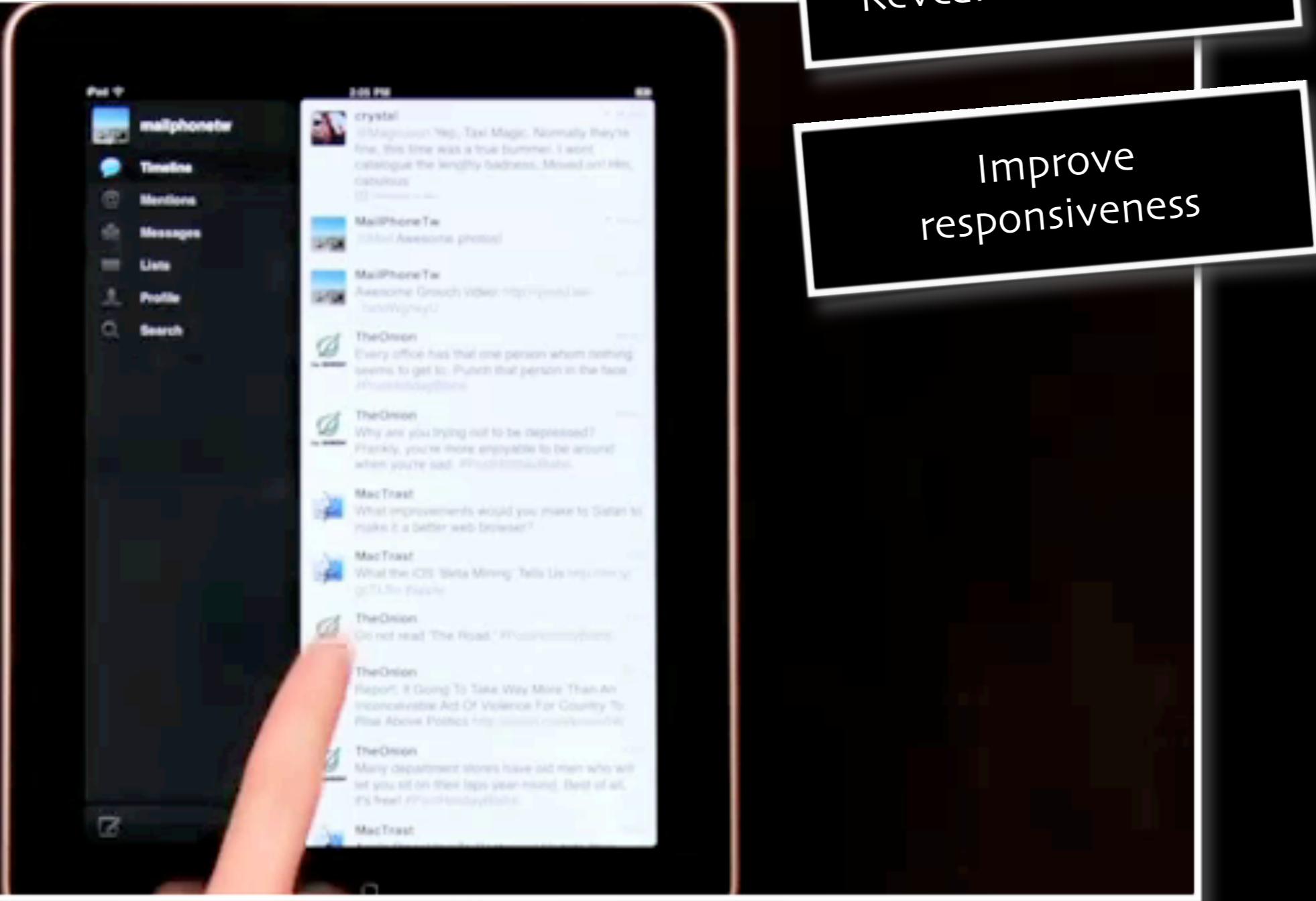


# Animation Can...

Reveal relationships



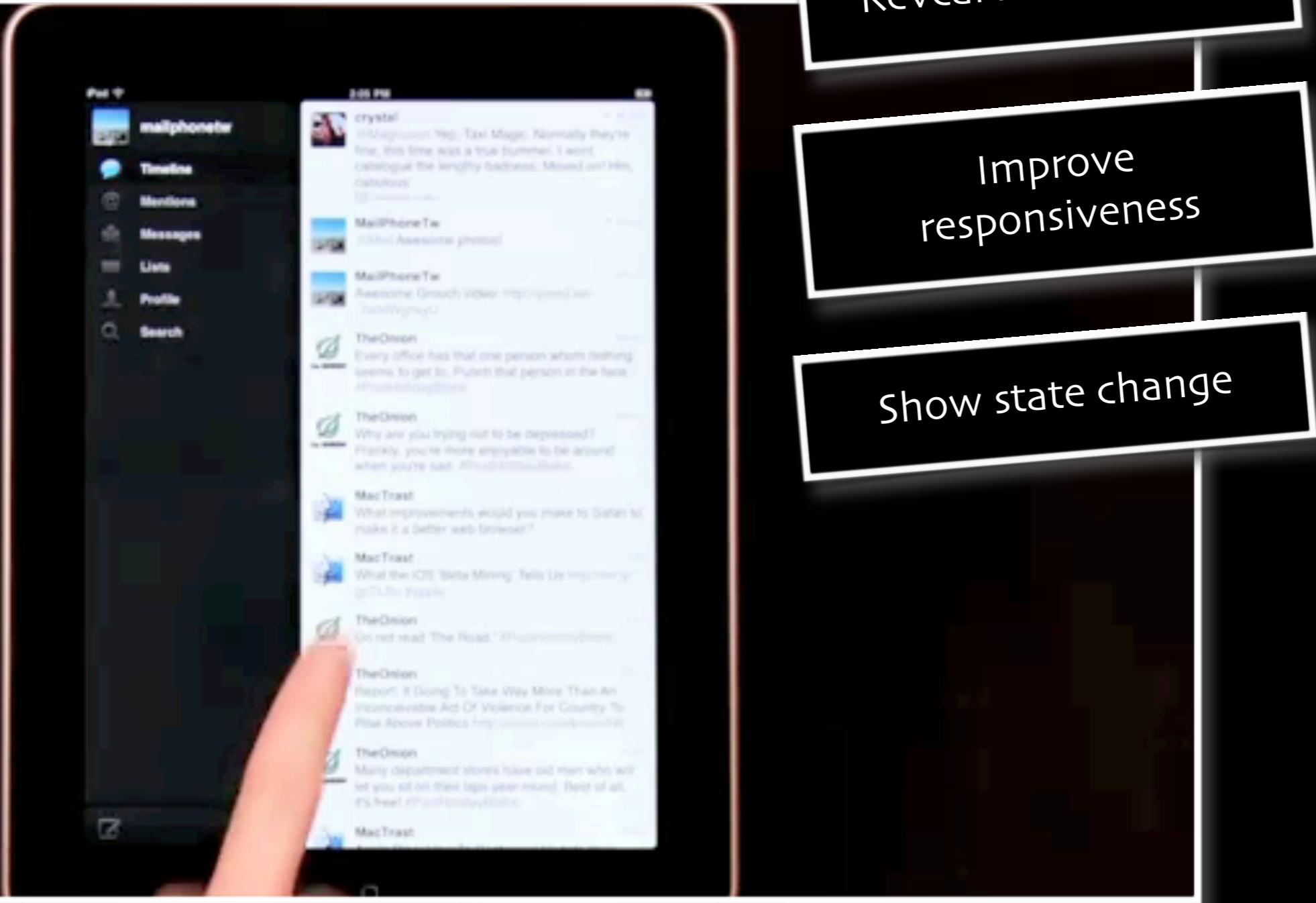
# Animation Can...



Reveal relationships

Improve responsiveness

# Animation Can...

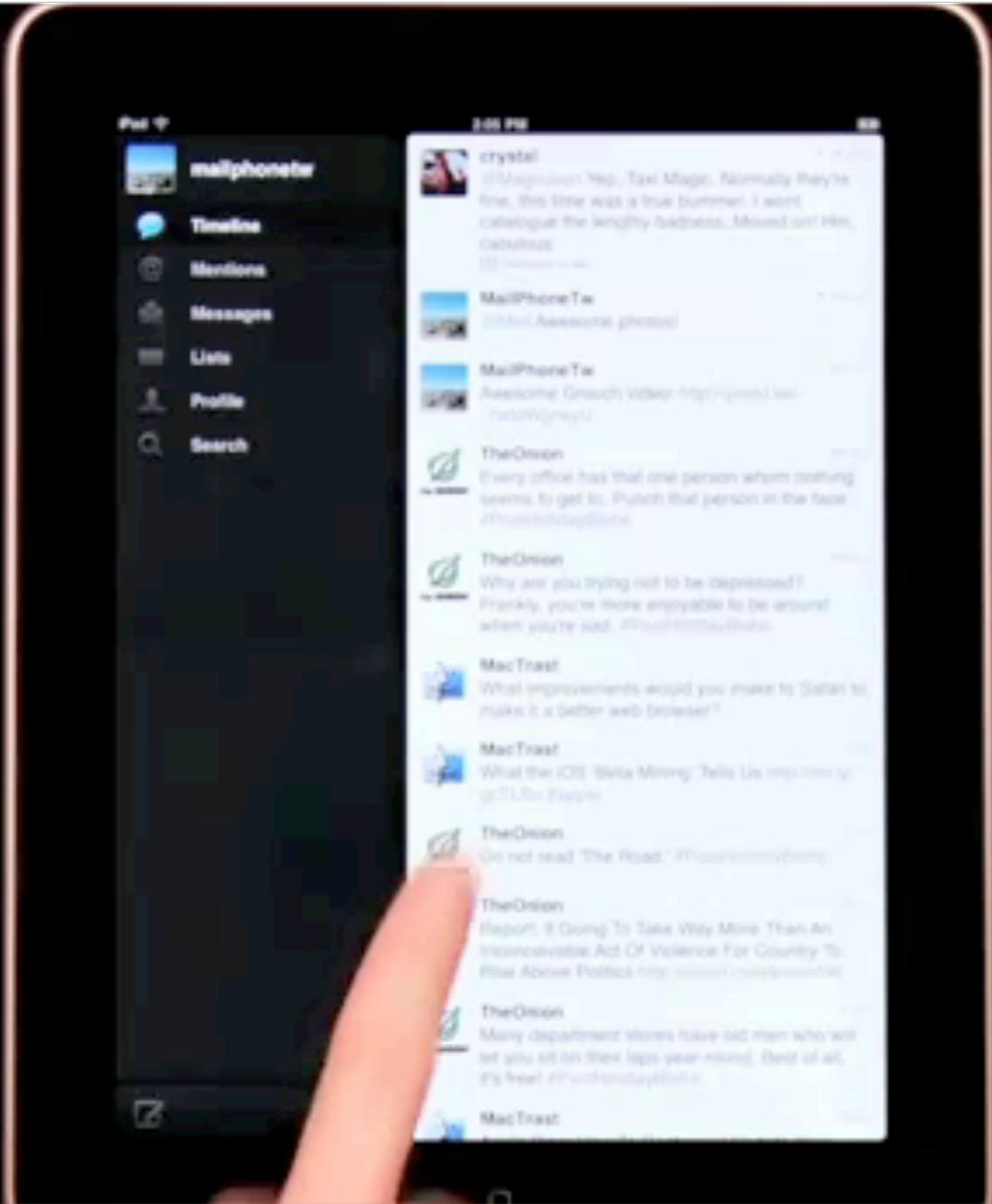


Reveal relationships

Improve  
responsiveness

Show state change

# Animation Can...



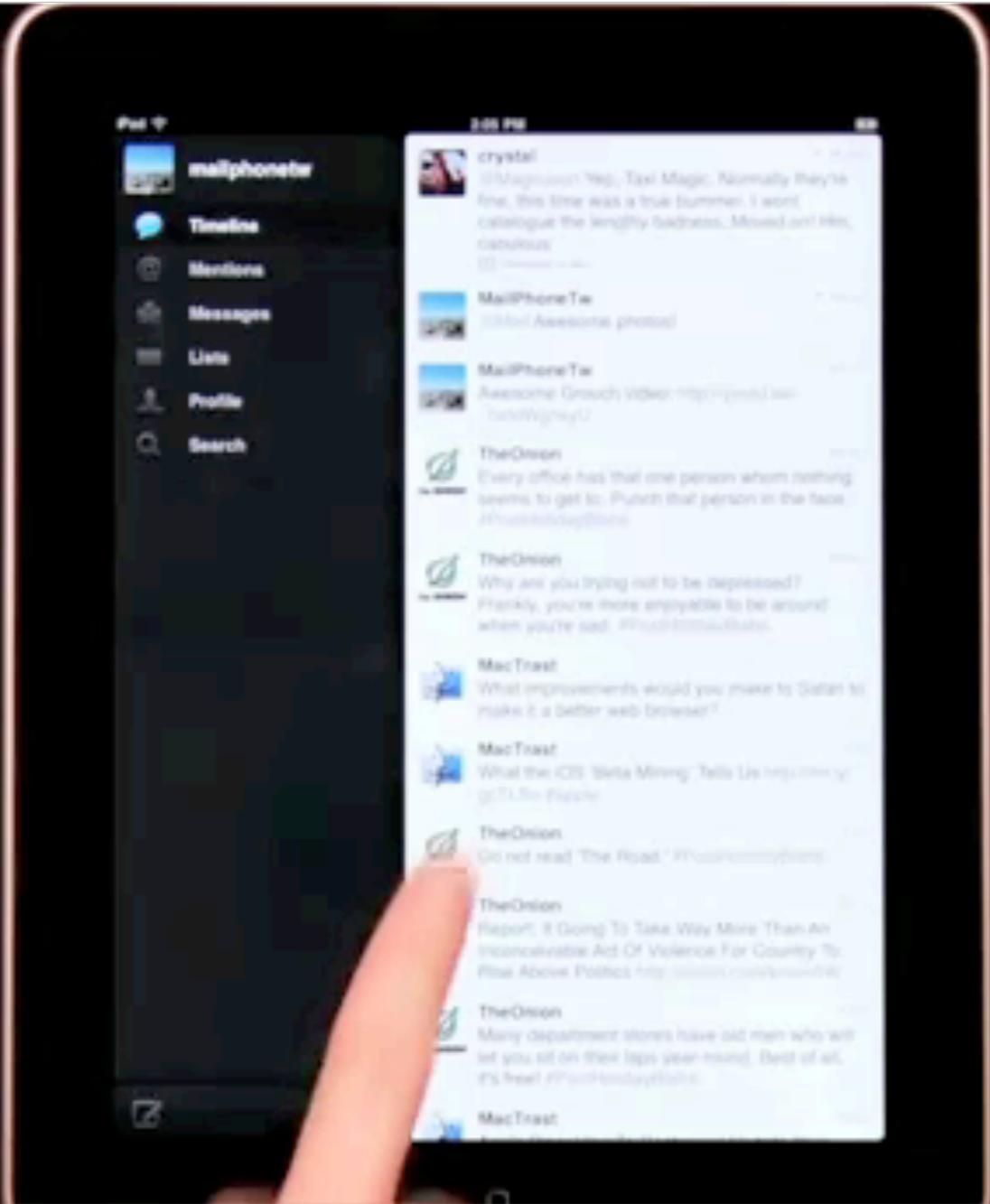
Reveal relationships

Improve responsiveness

Show state change

Focus attention

# Animation Can...



Reveal relationships

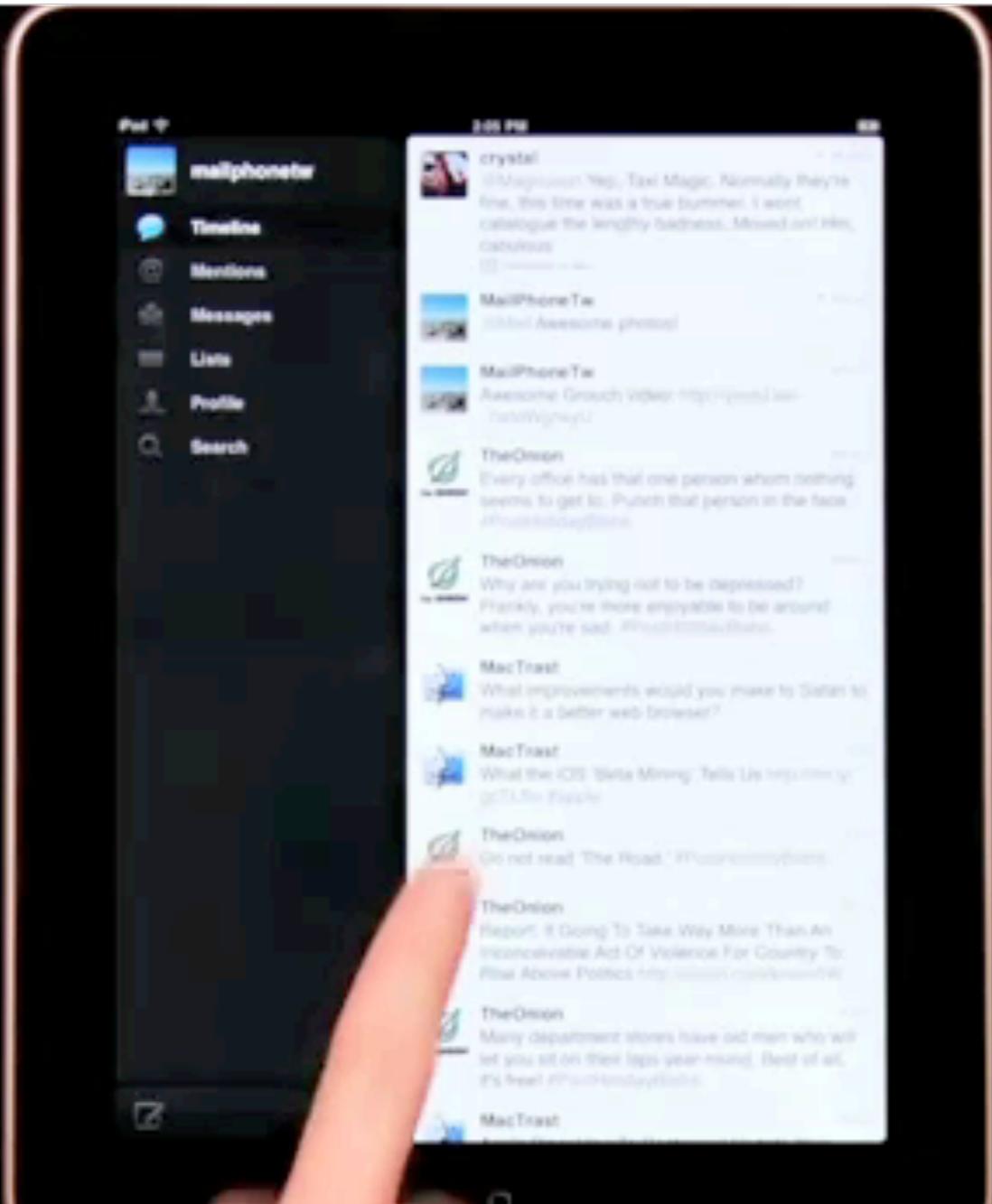
Improve responsiveness

Show state change

Focus attention

Create delight

# Animation Can...



Reveal relationships

Improve responsiveness

Show state change

Focus attention

Create delight

Simulate physicality

# TV Experiences...

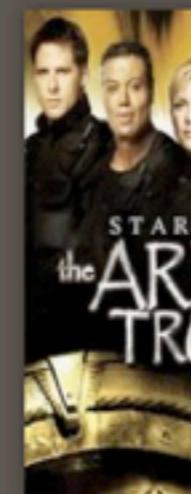
# TV Experiences...



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](#)[Instantly to your TV](#)**You recently watched:**[See all](#)[Danny Phantom: Ssn 2: Reality Tr ...](#)[Play Next](#)[Heroes: Ssn 1: Homecoming](#)[Resume](#)2m  43m[Alice in Wonderland](#)[Resume](#)0m  108m

Bill, **rate what you've seen** to reveal suggestions just for you

**Rate *Heroes*:****Season 1**[Haven't Seen It](#)

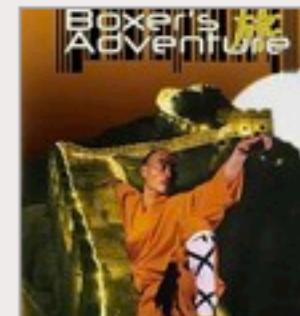
Suggestion

**1**

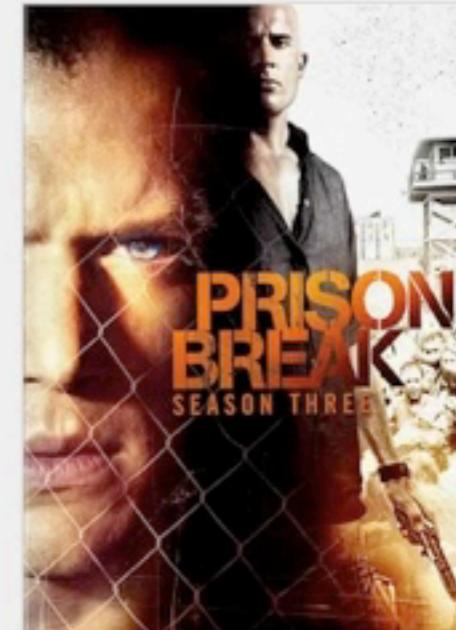
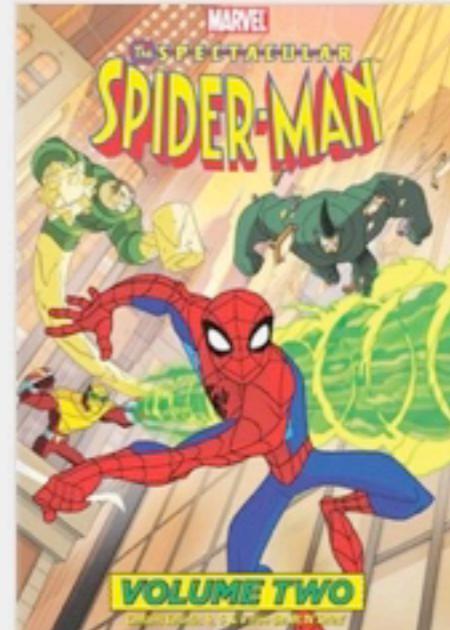
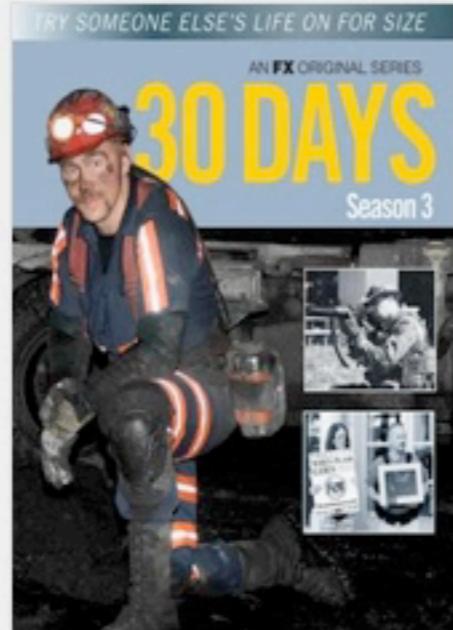
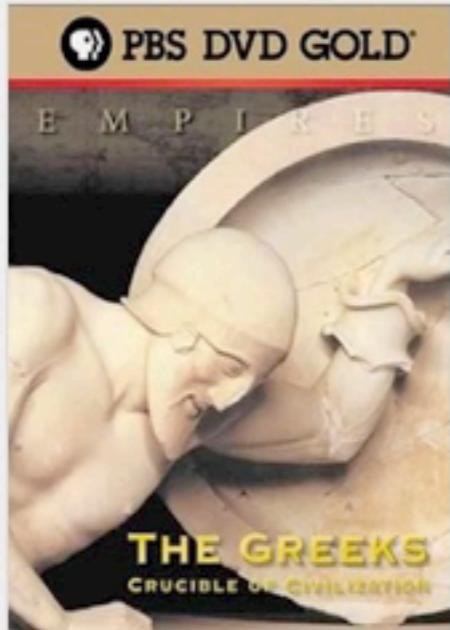
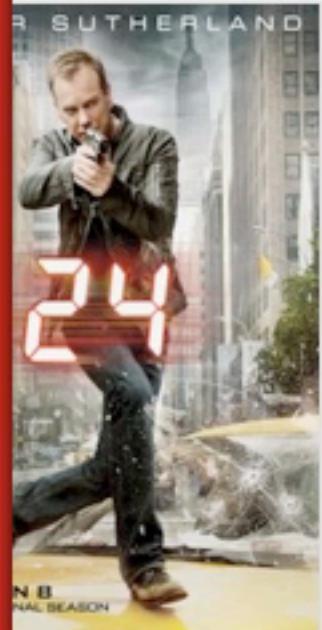
Suggestion

**2**

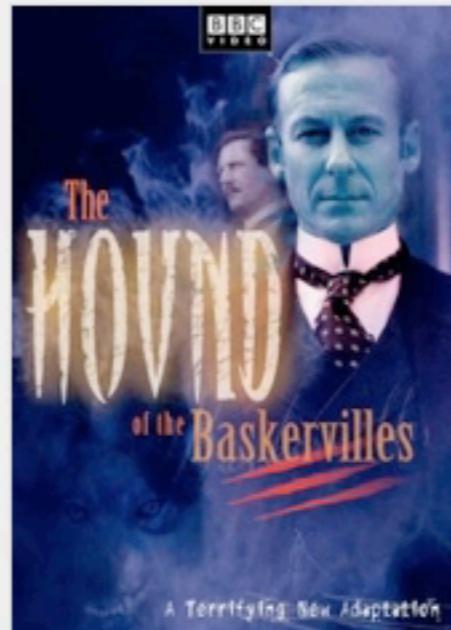
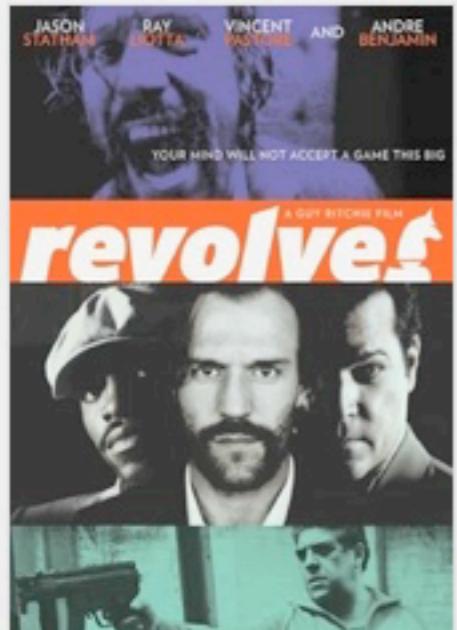
Suggestion

**3****Suspenseful Conspiracy Action & Adventure**[See all ▾](#)**Your taste preferences  
created this row.****Suspenseful  
Action & Adventure****As well as your interest in...**[24: Season 2](#)[Chain Reaction](#)[Westbound](#)[Boxer's Adventure](#)

## TOP 10 FOR BILL



## BRITISH CRIME THRILLERS



## CRITICALLY-ACCLAIMED DARK ACTION &amp; ADVENTURE

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## TOP 10 FOR BILL



## BRITISH CRIME THRILLERS



## CRITICALLY-ACCLAIMED DARK ACTION &amp; ADVENTURE



# Can Influence Website Experience



Thursday, December 8, 2011

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ian drennan



# Presentation

[billwscott.com/share/presentations/2011/bh](http://billwscott.com/share/presentations/2011/bh)

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