



Designing for Mice & Men*

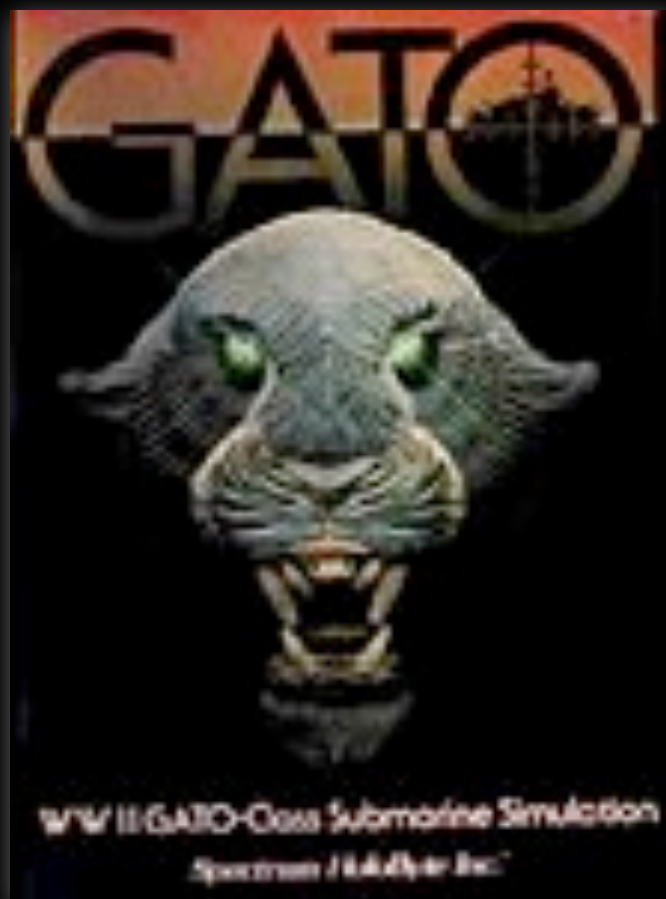
Bill Scott, PayPal



***and women too!**

Designing for Mice & Men*

Bill Scott, PayPal



From DVDs by Mail & Website



To Streaming on 100's of Devices

Netfilx Ready Devices

From: May 2008

To: May 2010

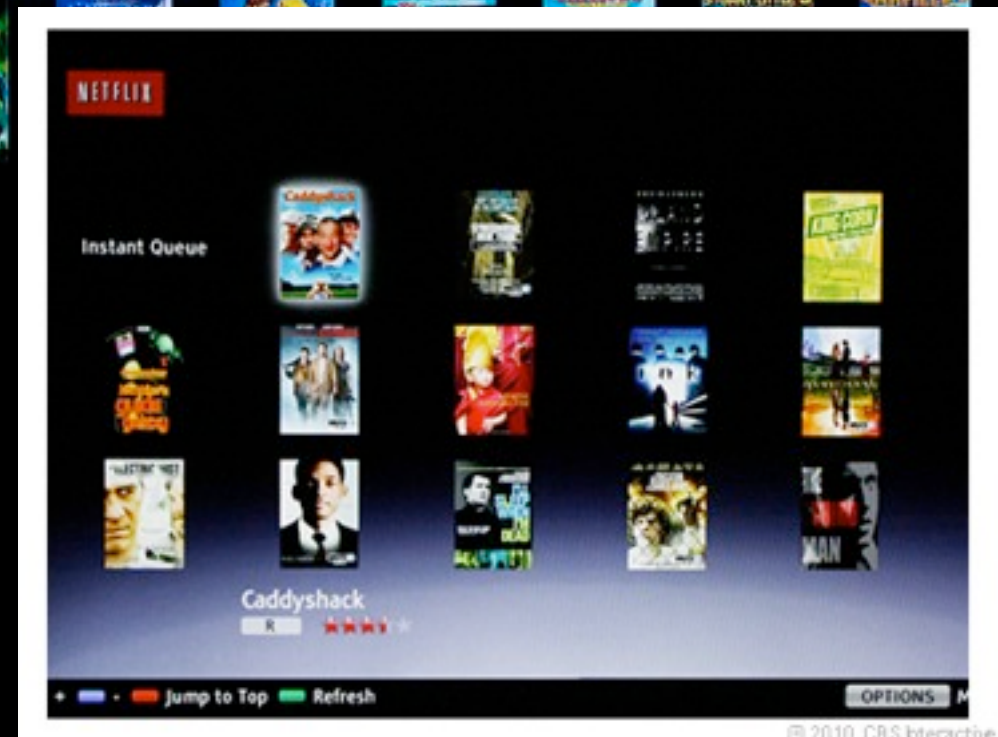
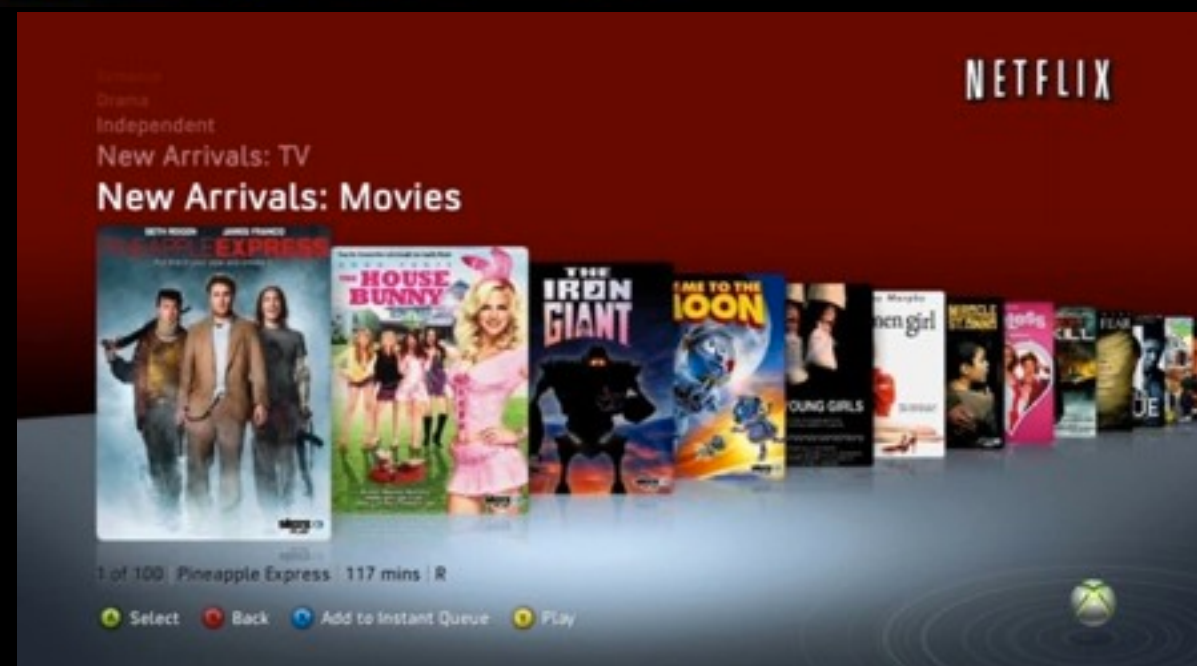
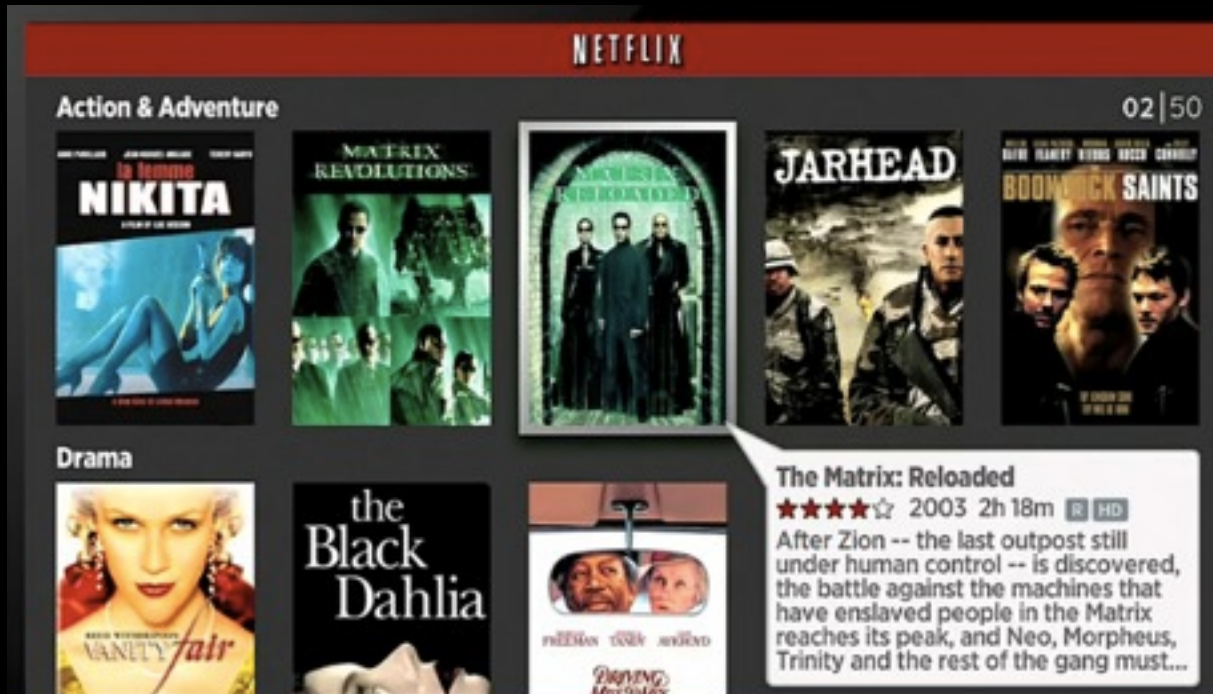
Instant streaming ready

NETFLIX

The collage features a variety of electronic devices and streaming players, including:

- Roku Netflix Player by Roku
- Microsoft Xbox 360
- SONY PlayStation 3
- Nintendo Wii
- Apple iPad
- LG
- Samsung
- VIZIO
- PHILIPS

Led to Experience Explosion (400 SKUs)



It is Better to “Own” the Experience

Netflix...

It is Better to “Own” the Experience

Netflix...

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

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Lives by server-driven, testable, dynamic UIs

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Believes agile is better than rigid firmware process

It is Better to “Own” the Experience

Netflix...

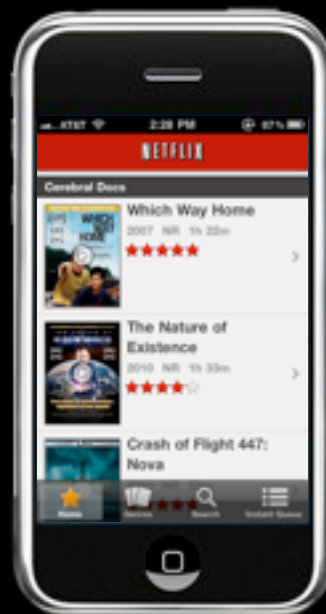
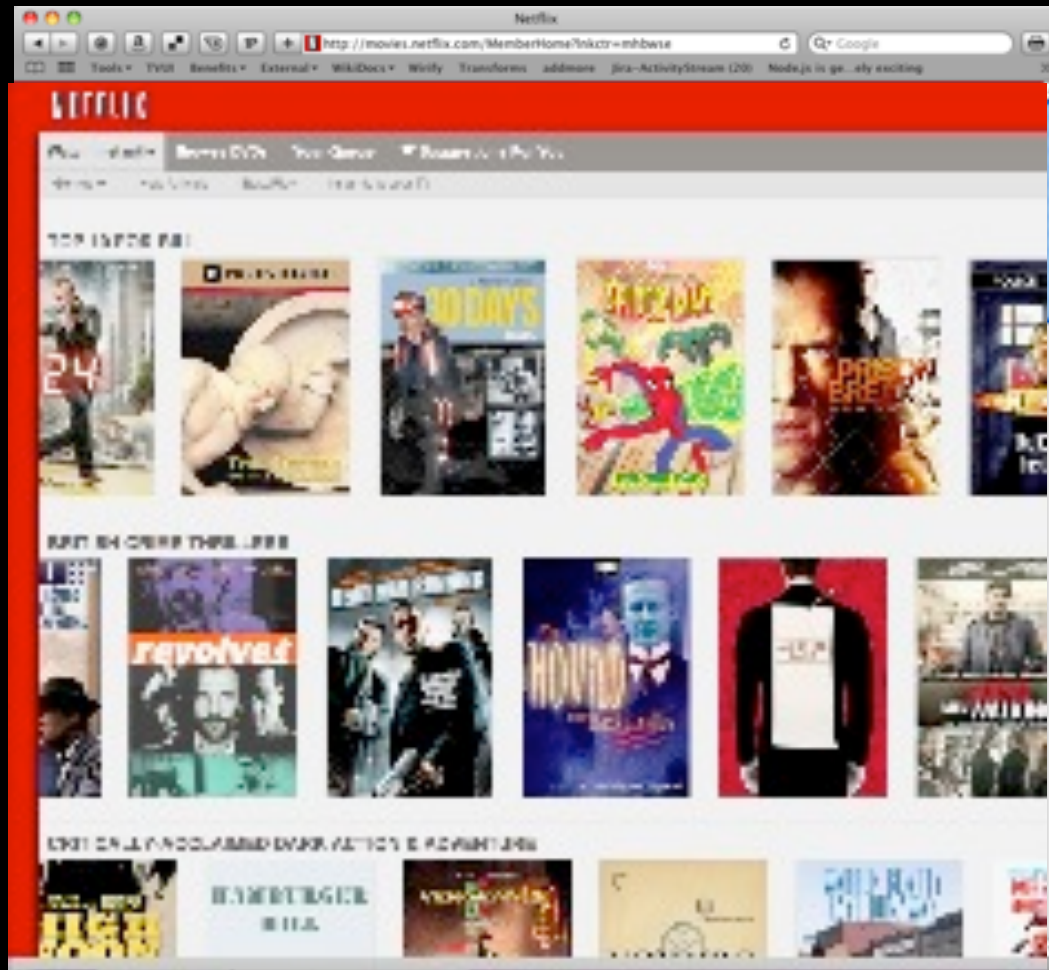
Is known for valuing UX -- can't do it if you don't own it

Lives by server-driven, testable, dynamic UIs

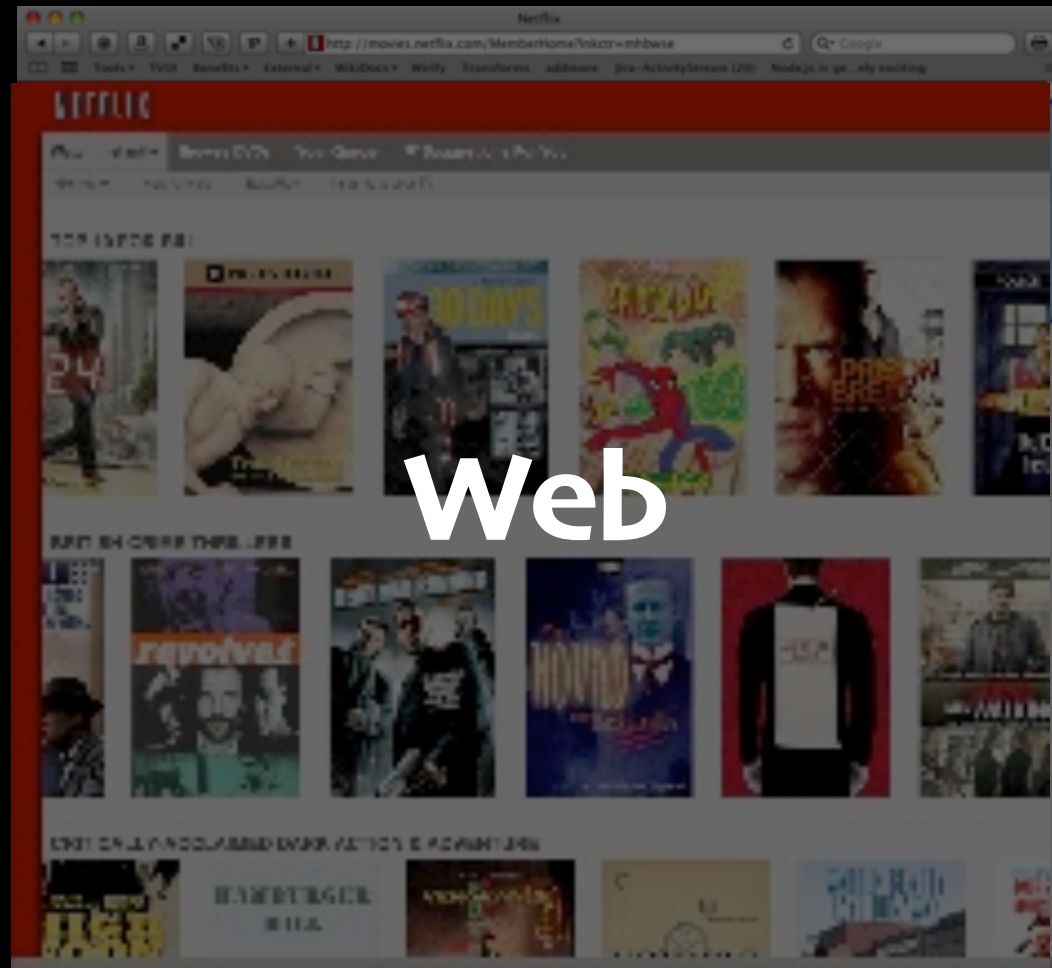
Believes agile is better than rigid firmware process

Values “Learn Fast/Fail Quickly”

Netflix "Owned" Experience Across Devices



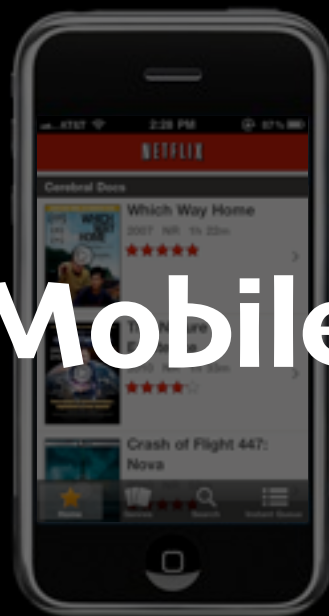
Netflix "Owned" Experience Across Devices



Web



Tablet

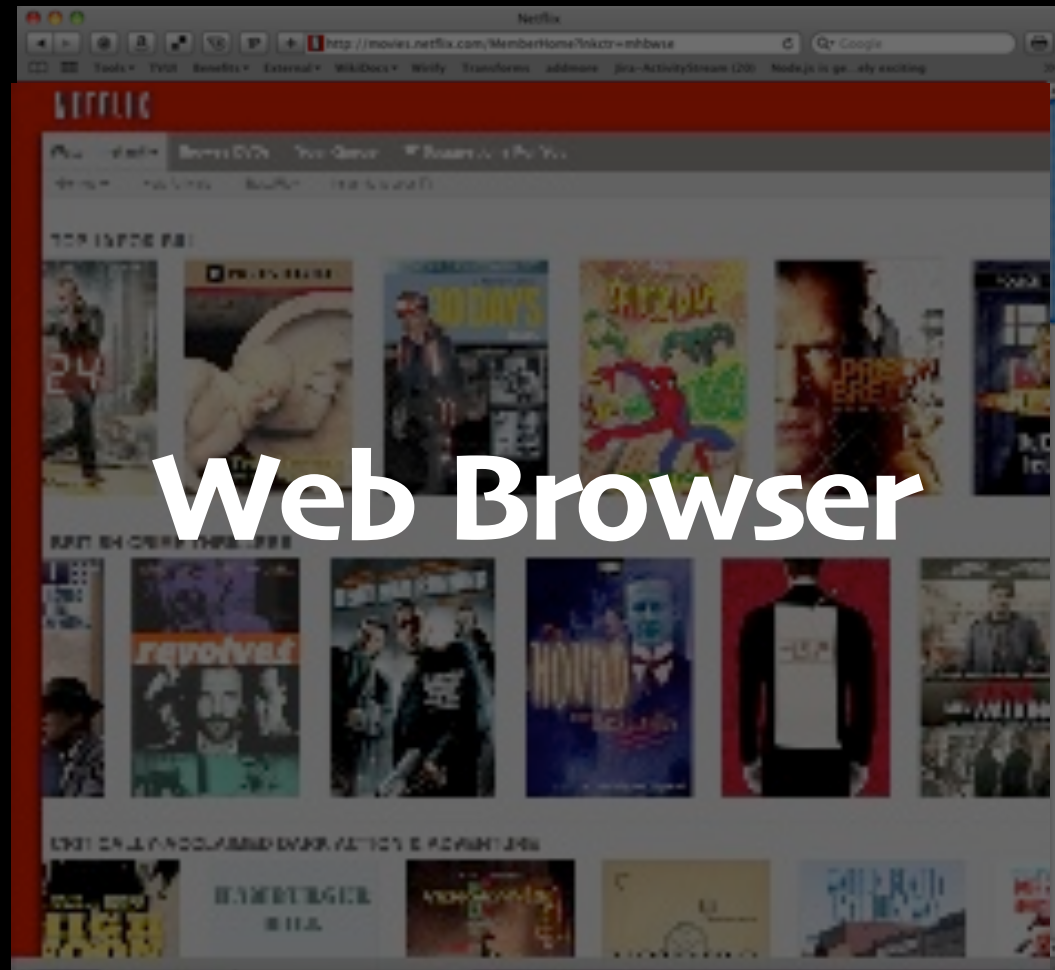


Mobile

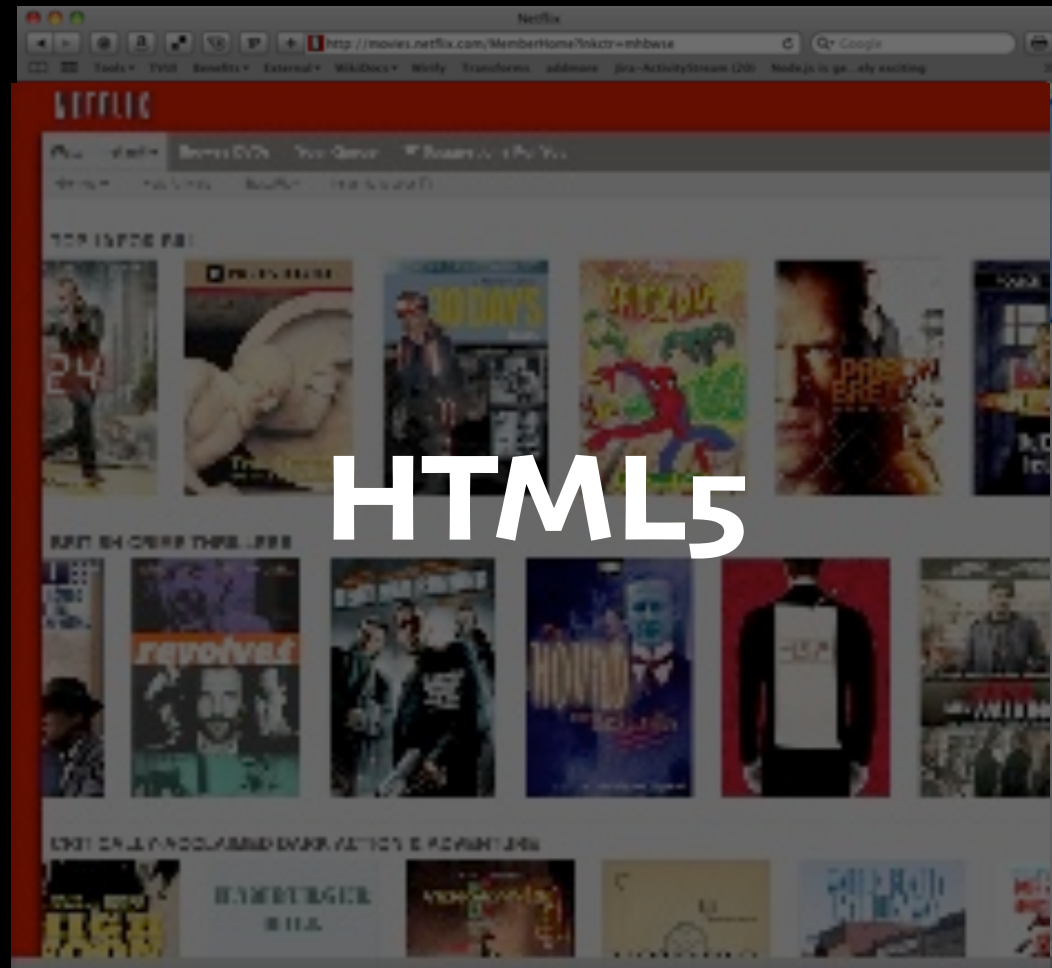


TV

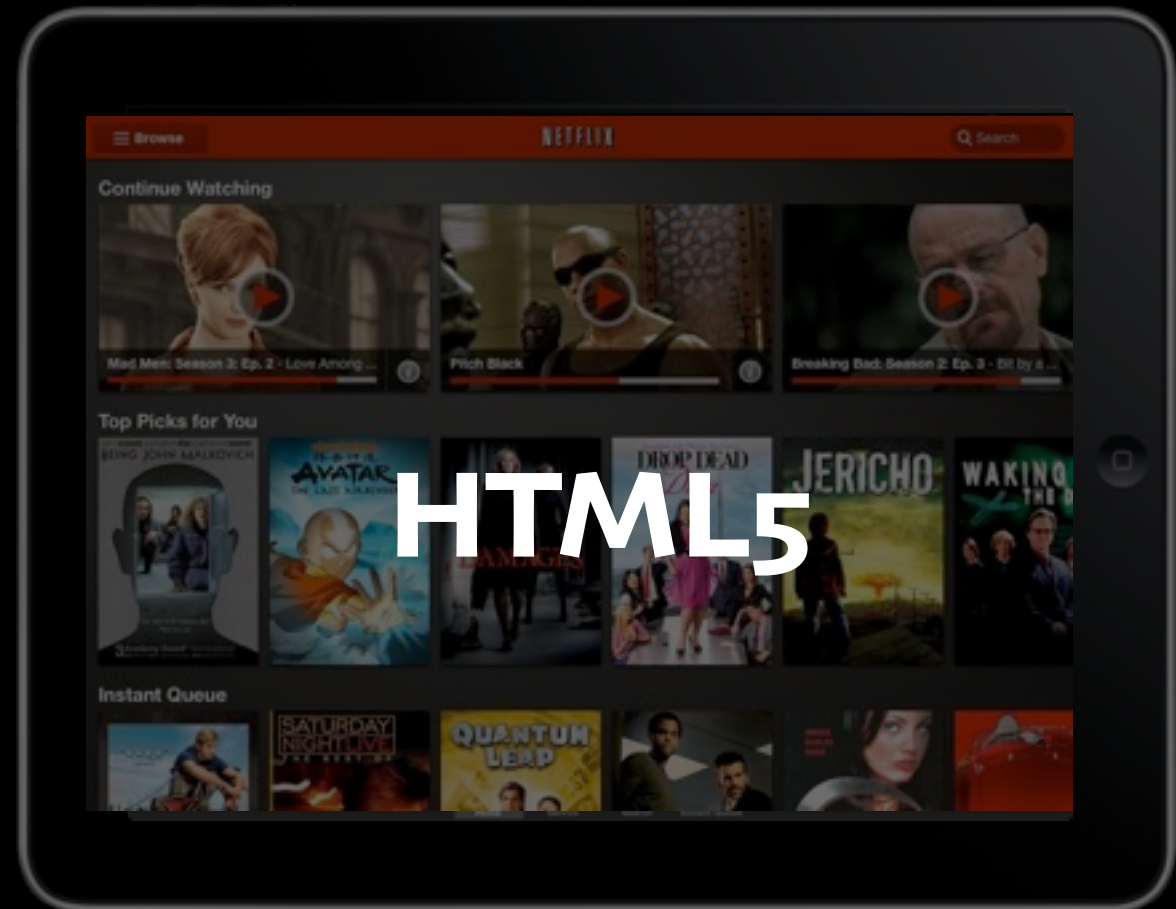
Netflix “Owned” Experience Across Devices



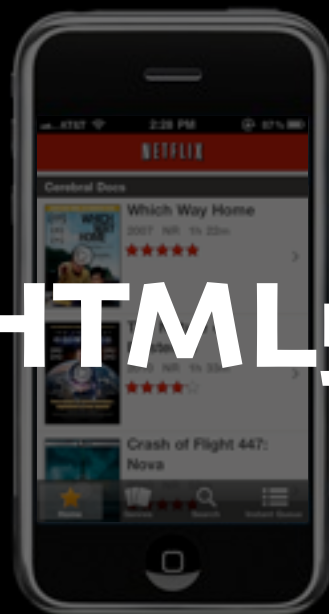
Netflix "Owned" Experience Across Devices



HTML5



HTML5



HTML5



HTML5

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?



Web

Input
Indirect.
Pointer/keyboard

Navigation
Controls & windows

Posture
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Display
Hi-Rez
Large,
Near



**TV
10' UI**

Input
Indirect.
LRUD/OSK

Navigation
Panels

Posture
Lean Back
Relaxing

Display
Hi-Rez
Large
Far-away

What Differs Across Devices?



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**TV
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Hi-Rez
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Far-away



Mobile

Input
Direct.
Gesture/OSK

Navigation
Panels

Posture
On-the-go
In Hand

Display
Hi-Rez
Small
Near

What Differs Across Devices?



Web

Input
Indirect.
Pointer/keyboard

Navigation
Controls & windows

Posture
Stationary
Working

Display
Hi-Rez
Large,
Near



**TV
10' UI**

Input
Indirect.
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Panes

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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

Netflix's Strategy for Multi-Device

Netflix's Strategy for Multi-Device

Chose a portability layer (html5, css3, JS)

Netflix's Strategy for Multi-Device

Chose a portability layer (html5, css3, JS)

Yet design for each constraint:

Netflix's Strategy for Multi-Device

Chose a portability layer (html5, css3, JS)

Yet design for each constraint:

user posture

Netflix's Strategy for Multi-Device

Chose a portability layer (html5, css3, JS)

Yet design for each constraint:

user posture

input capabilities

Netflix's Strategy for Multi-Device

Chose a portability layer (html5, css3, JS)

Yet design for each constraint:

user posture

input capabilities

navigation styles

Netflix's Strategy for Multi-Device

Chose a portability layer (html5, css3, JS)

Yet design for each constraint:

user posture

input capabilities

navigation styles

display capabilities

Netflix's Strategy for Multi-Device

Chose a portability layer (html5, css3, JS)

Yet design for each constraint:

user posture

input capabilities

navigation styles

display capabilities

Two PS3 Experiences: "SPECIAL"

NETFLIX

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

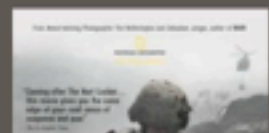
Search

Recently Watched



✕ View more suggestions

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.

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched



Emotional Dramas



So what's common?

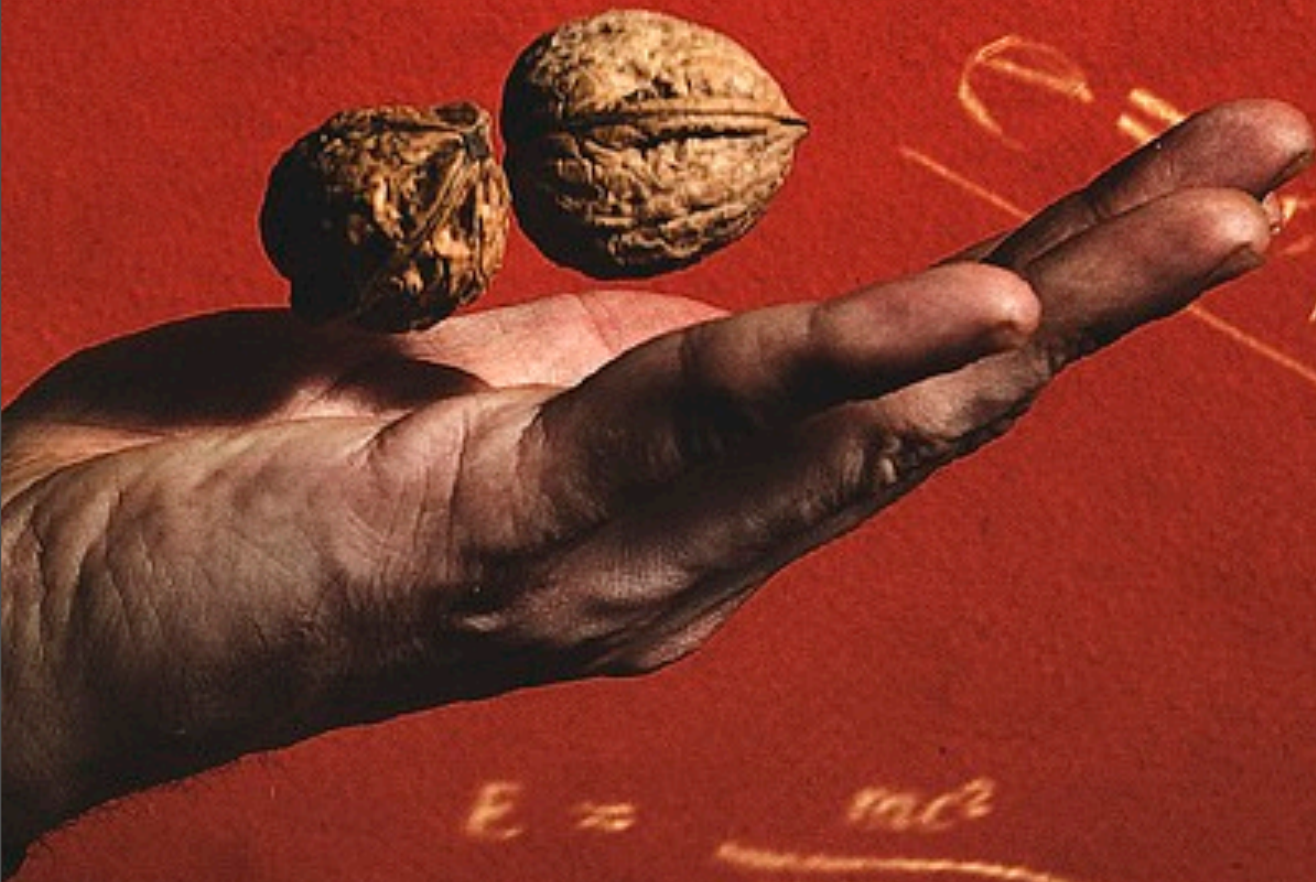
design principles

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

Design for Physicality

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



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!

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

Cancel X





A happy

User...

You can enjoy a lot of excellent features at your home...

- * Entire rooms and furniture
- * Decorations that you can change
- * Doors that lead where you want
- * Programs--even Windows 95 programs

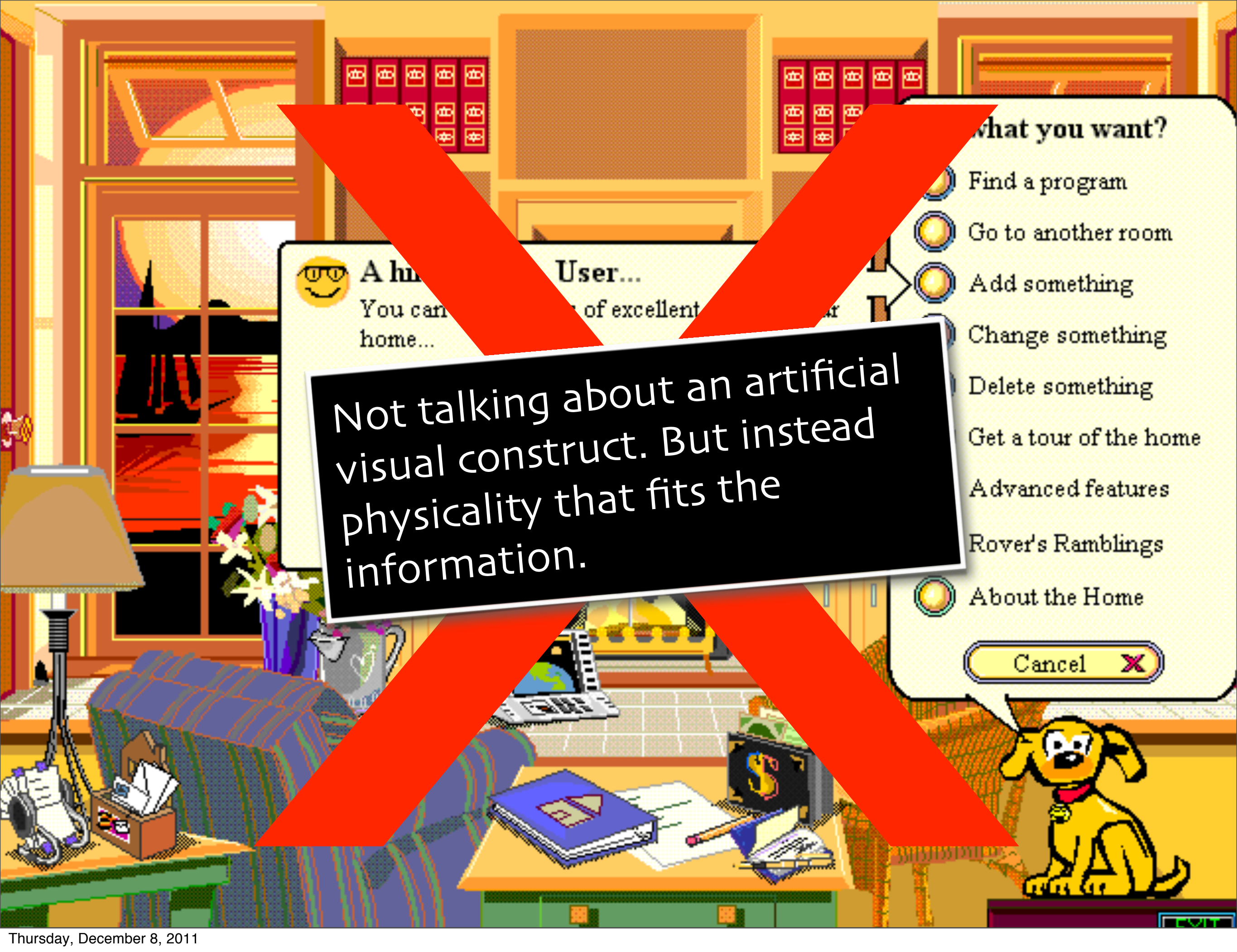
Just click on "Start" and then "Explore!"

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

Cancel X





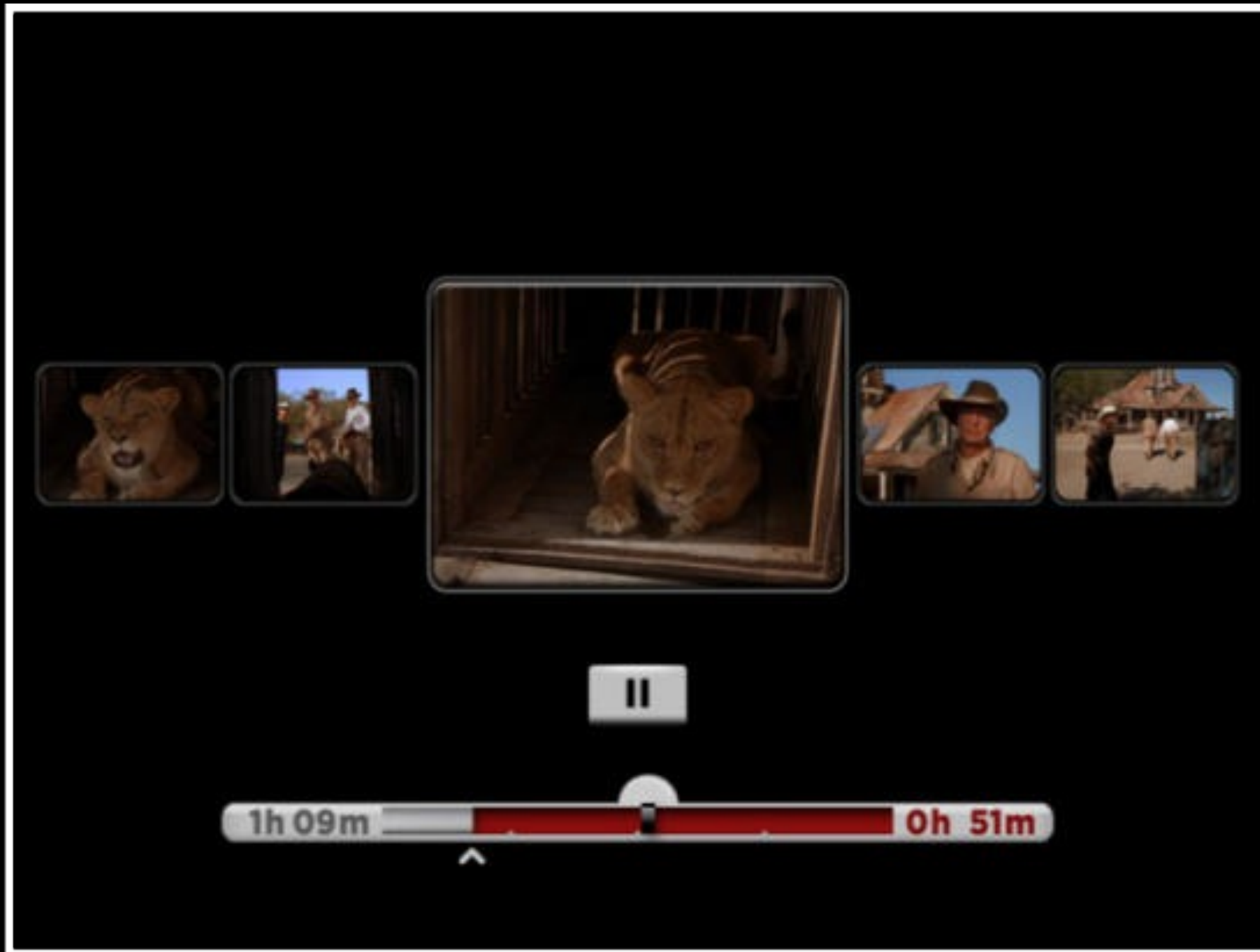
Not talking about an artificial visual construct. But instead physicality that fits the information.

What you want?

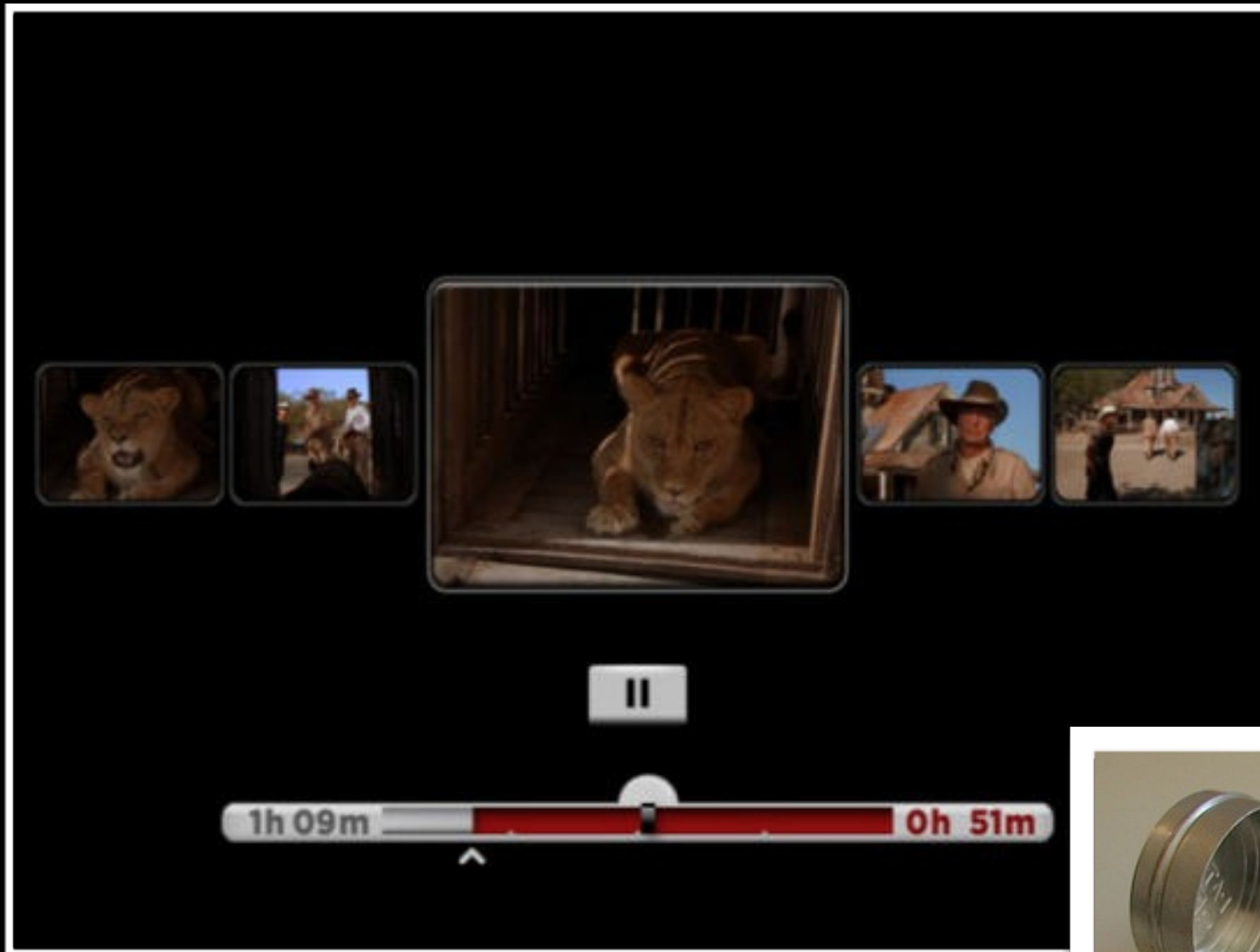
- ☐ Find a program
- ☐ Go to another room
- ☐ Add something
- ☐ Change something
- ☐ Delete something
- ☐ Get a tour of the home
- ☐ Advanced features
- ☐ Rover's Ramblings
- ☒ About the Home

Cancel X

Physicality as Metaphor



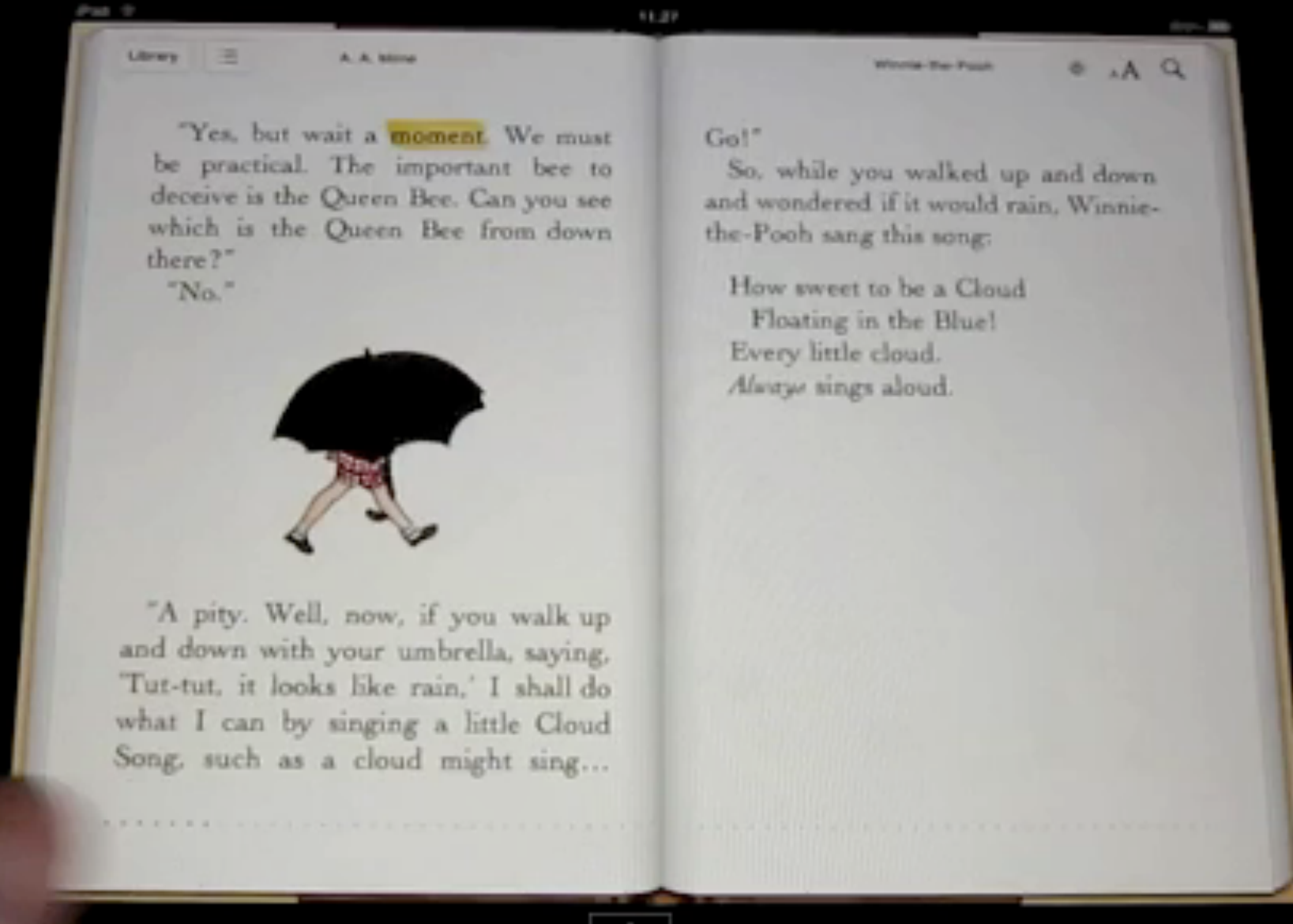
Physicality as Metaphor



Film Strip

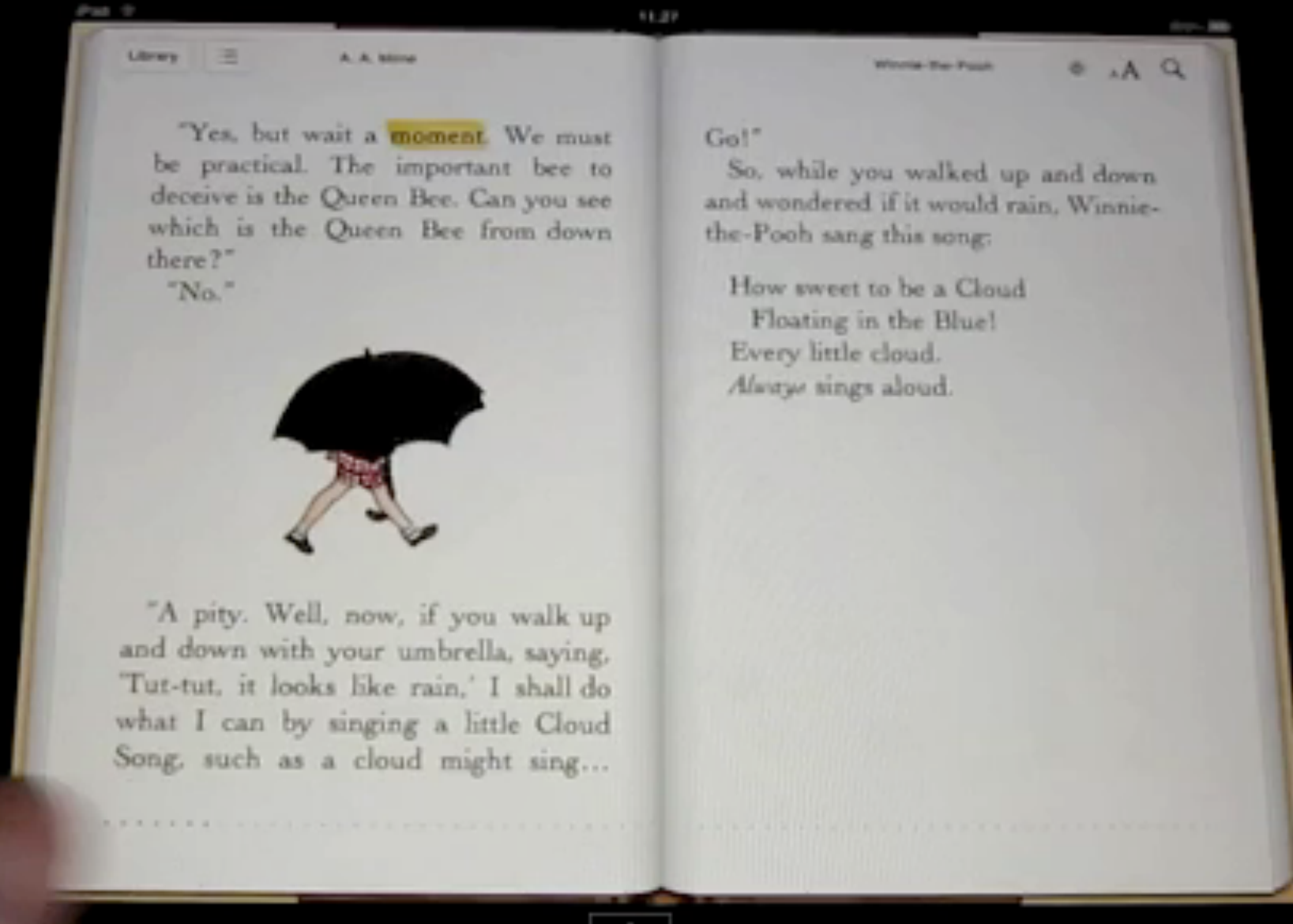


Physicality as Metaphor



Book

Physicality as Metaphor

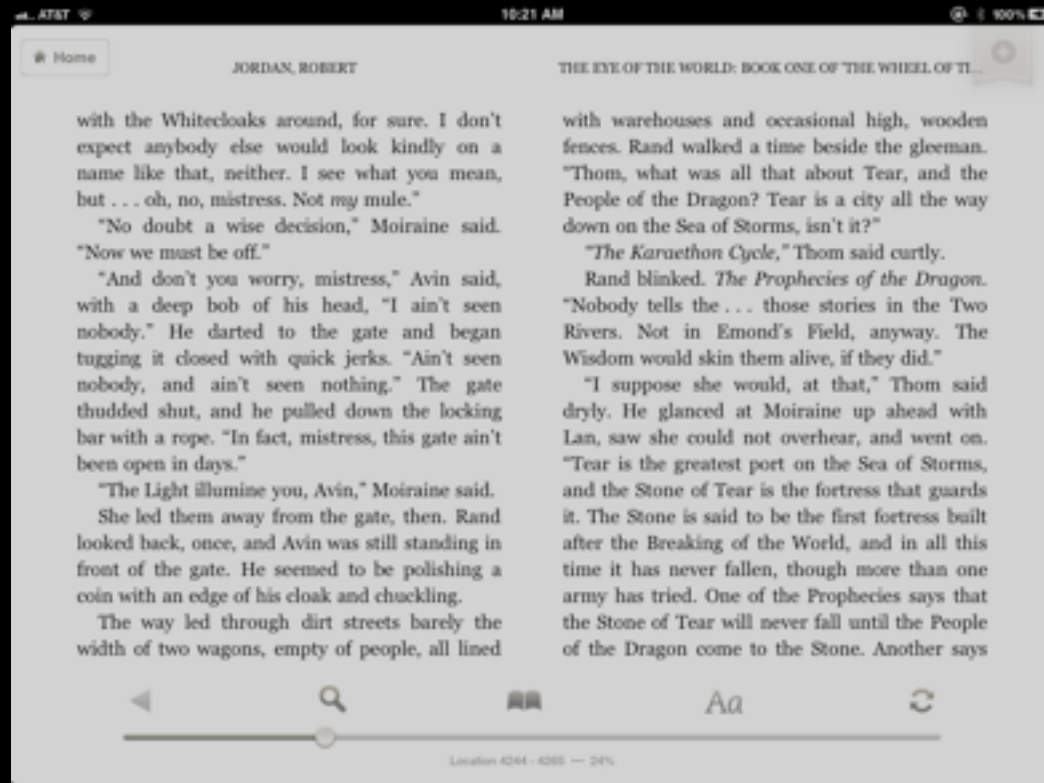


Book

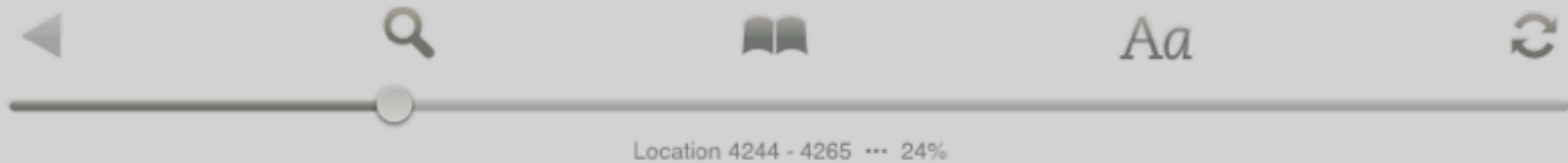
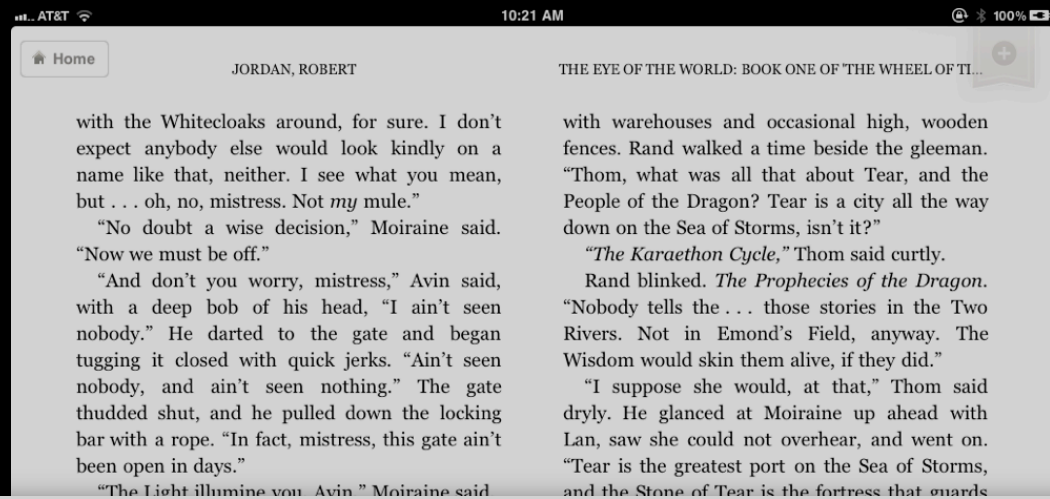
"Books have pages"

"Pages turn"

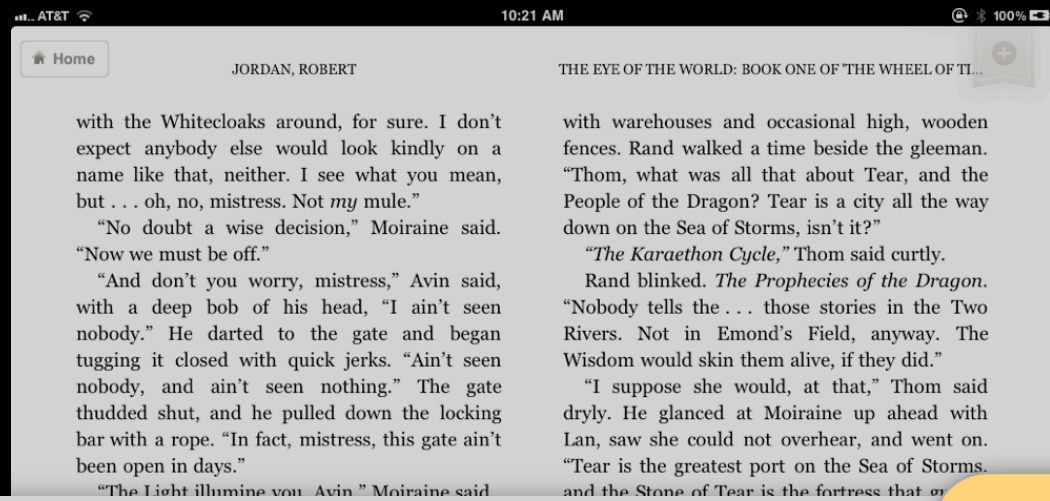
Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



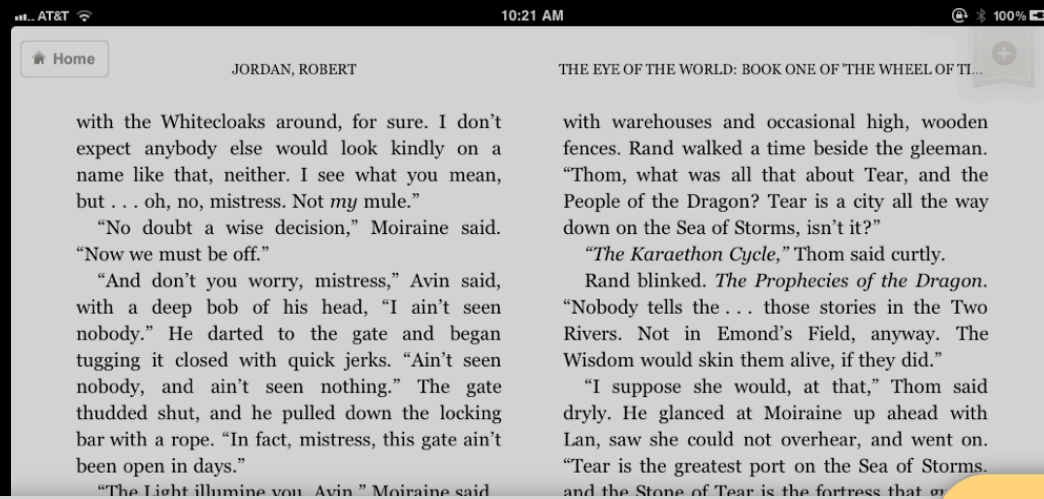
Anti-Pattern: Broken Metaphor



Location??

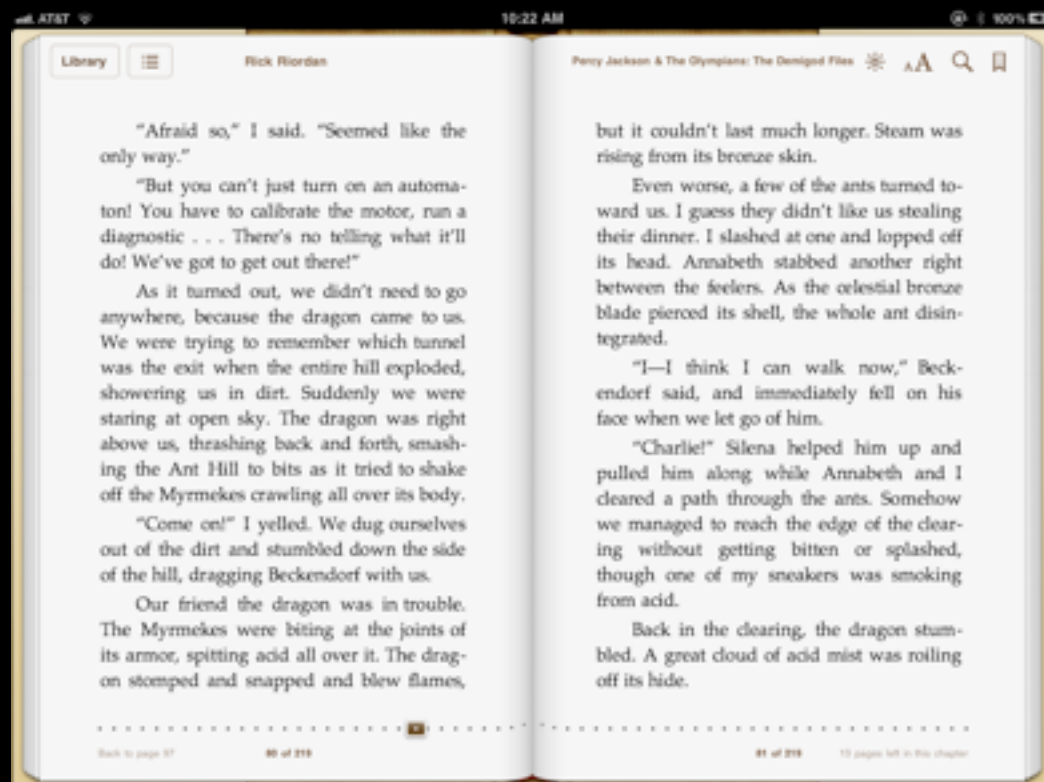
Location 4244 - 4265 ... 24%

Anti-Pattern: Broken Metaphor

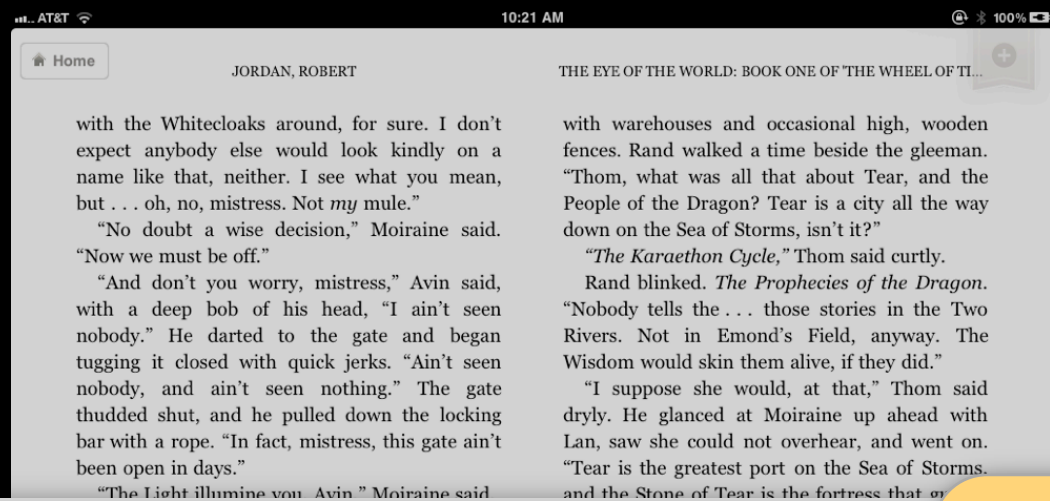


Location??

Location 4244 - 4265 ... 24%

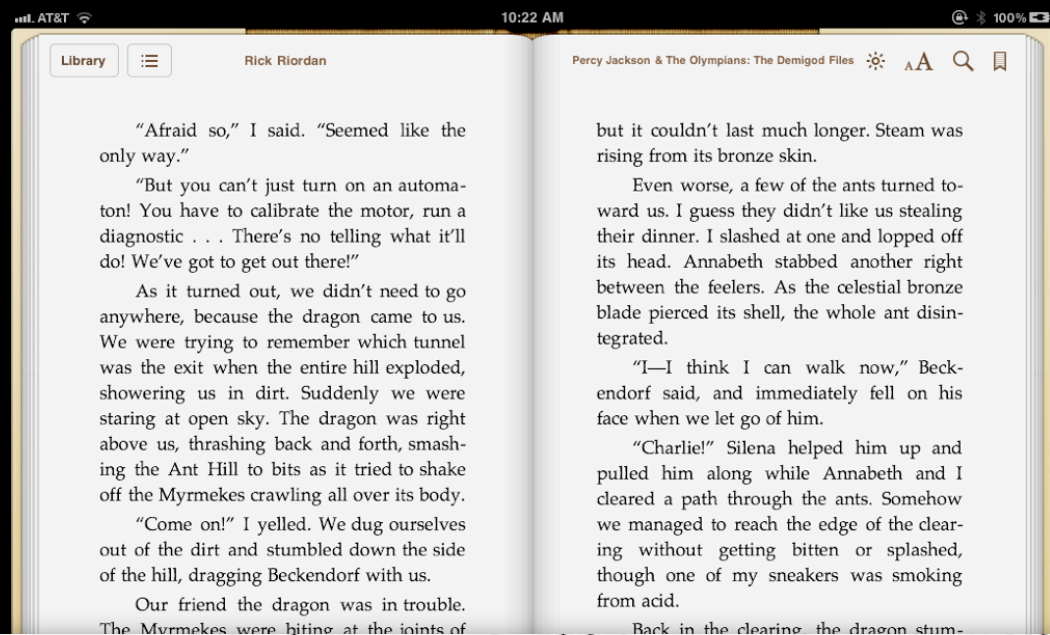


Anti-Pattern: Broken Metaphor



Location??

Location 4244 - 4265 ... 24%



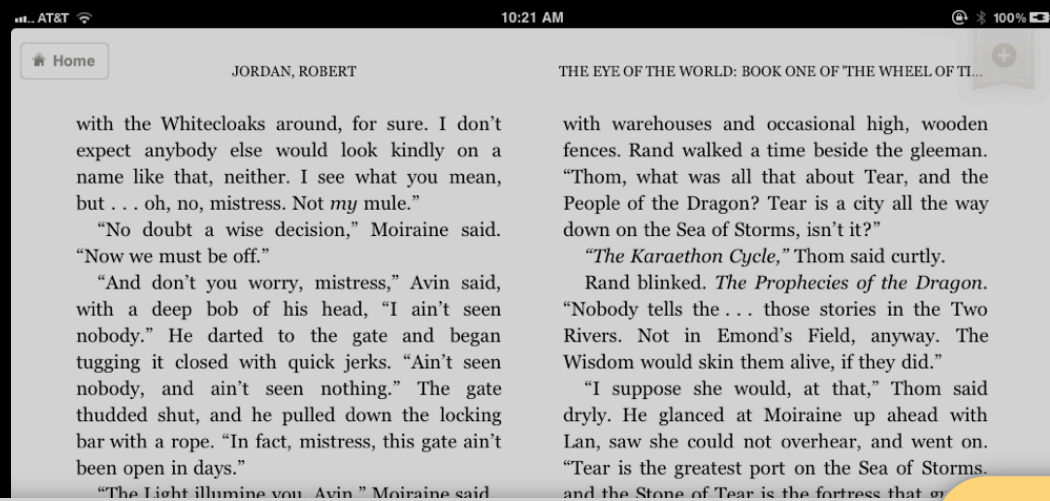
Back to page 97

80 of 219

81 of 219

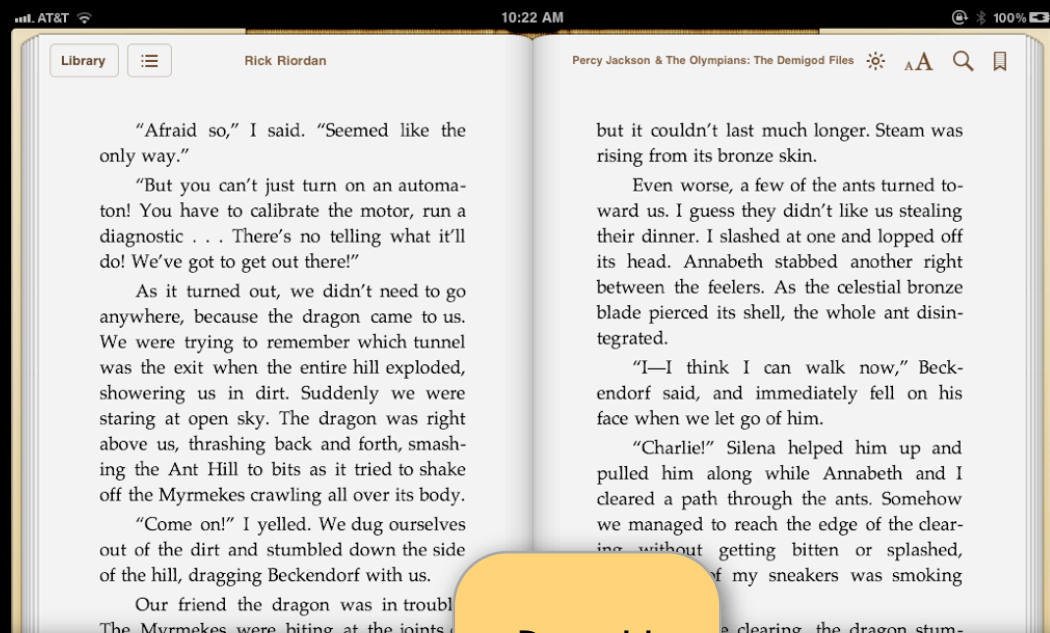
13 pages left in this chapter

Anti-Pattern: Broken Metaphor



Location??

Location 4244 - 4265 ... 24%



Page!!

"Books have pages"

Back to page 97

80 of 219

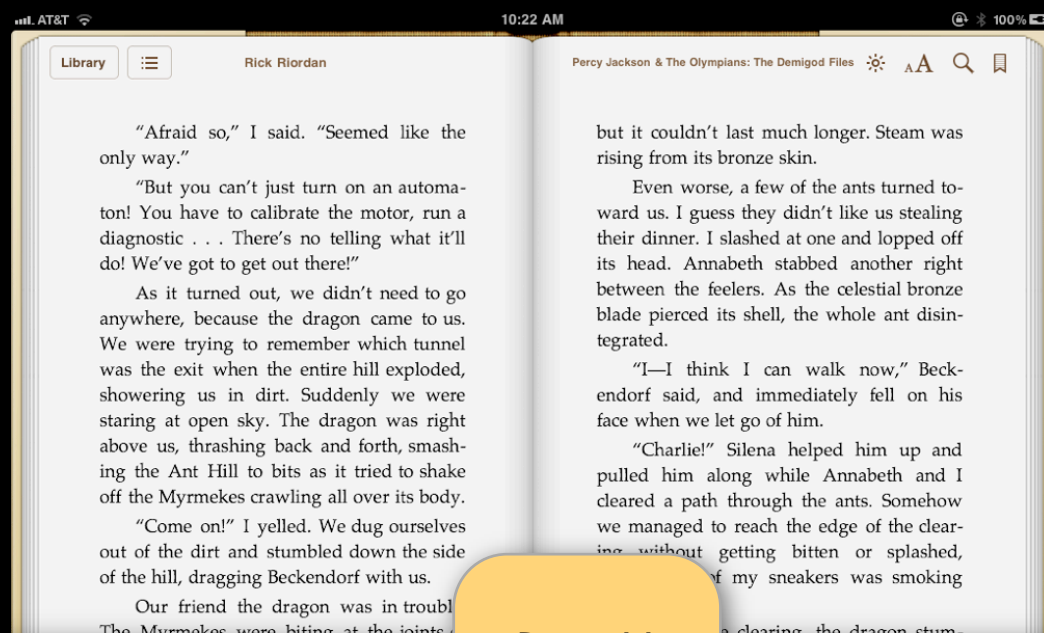
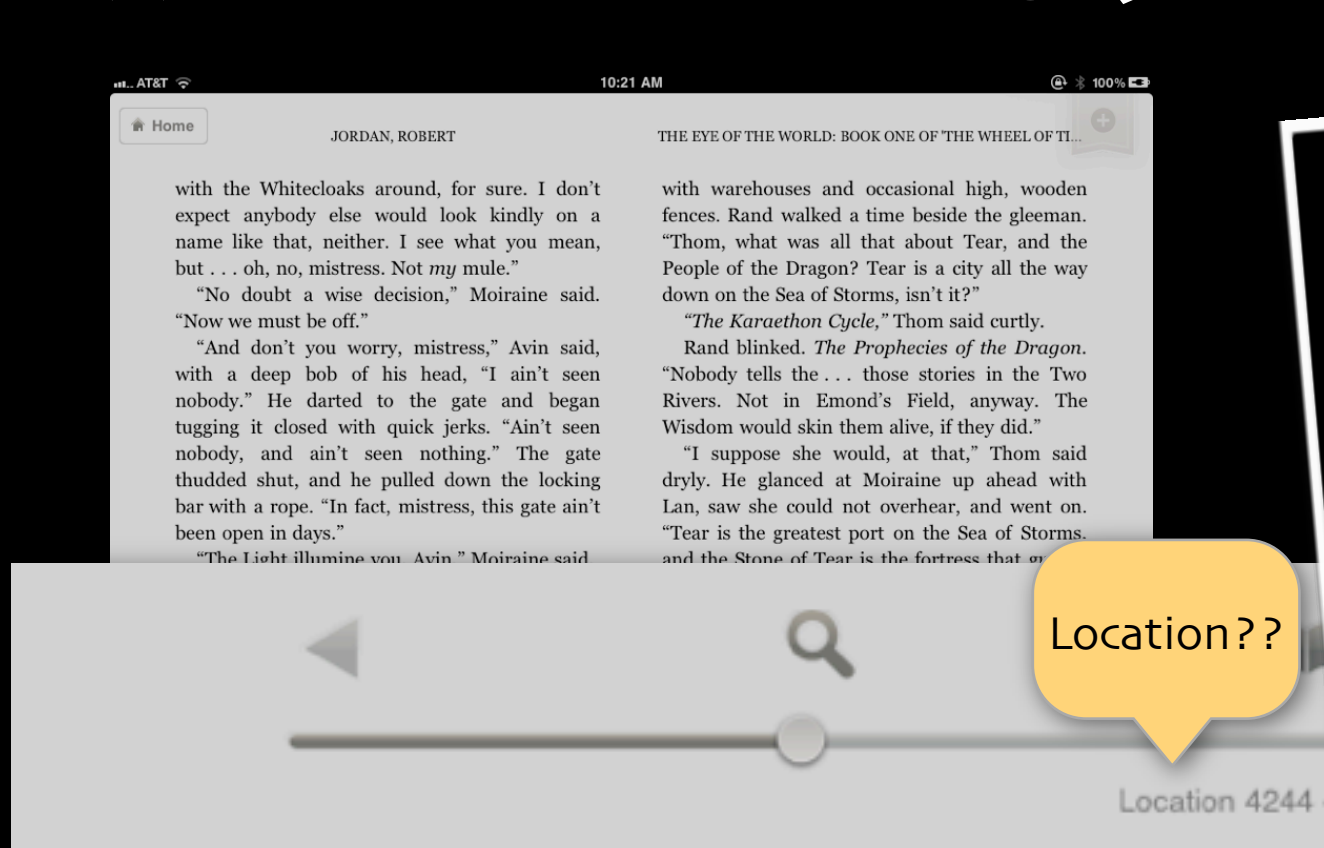
81 of 219

13 pages left in this chapter

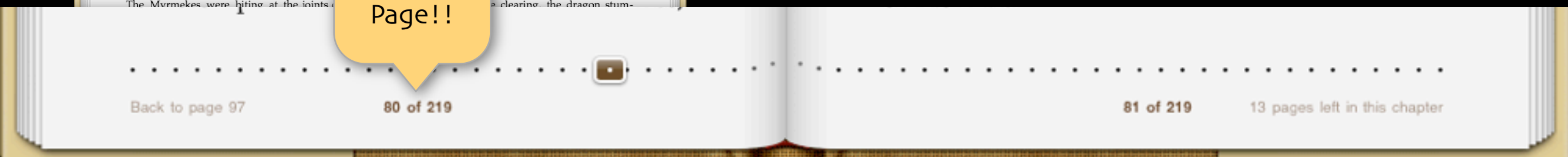
Anti-Pattern: Broken Metaphor

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

The user's mental model is the experience cushion.



"Books have pages"

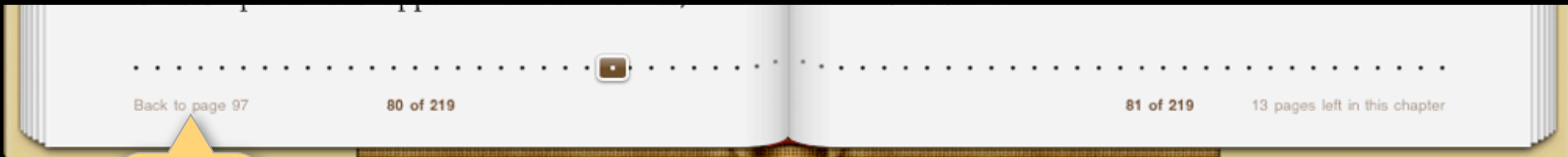


Break the Metaphor with Magic

Break the Metaphor with Magic



Break the Metaphor with Magic



Back to
orig page

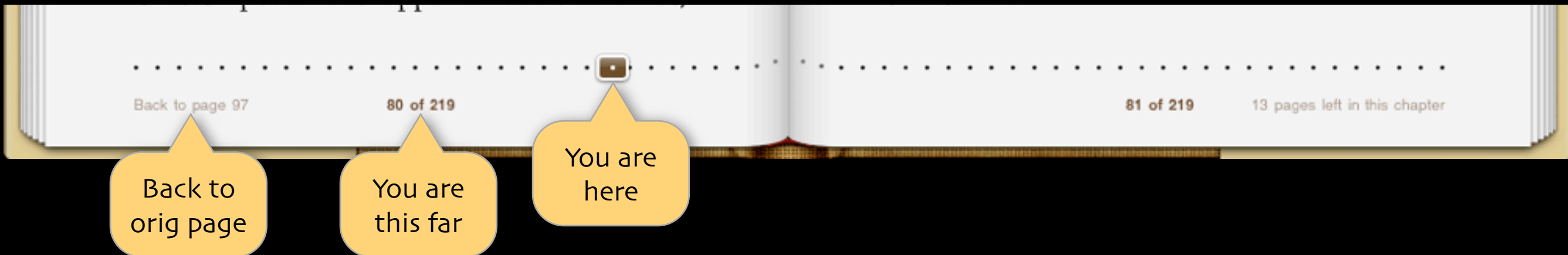
Break the Metaphor with Magic



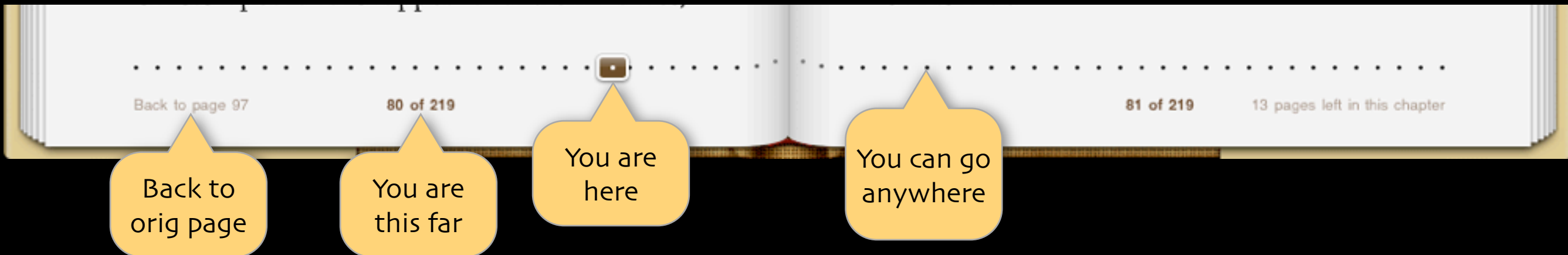
Back to
orig page

You are
this far

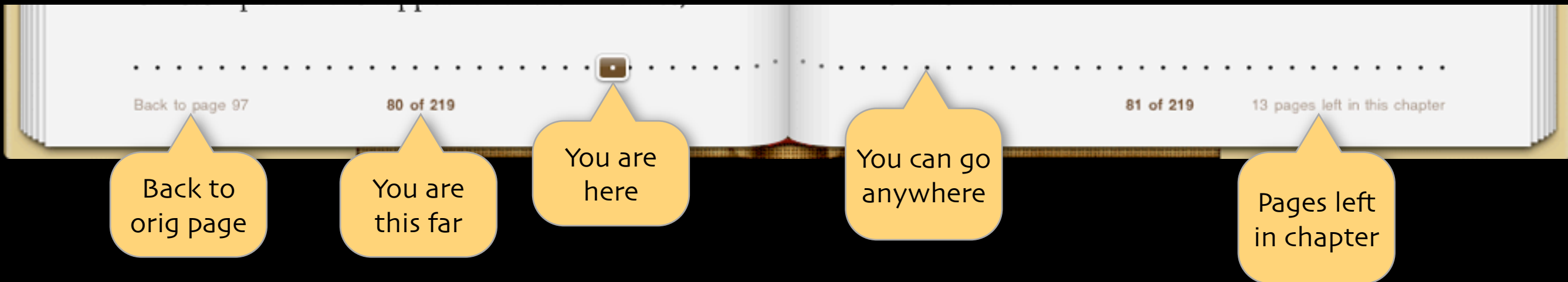
Break the Metaphor with Magic



Break the Metaphor with Magic



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

You are
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81 of 219

13 pages left in this chapter

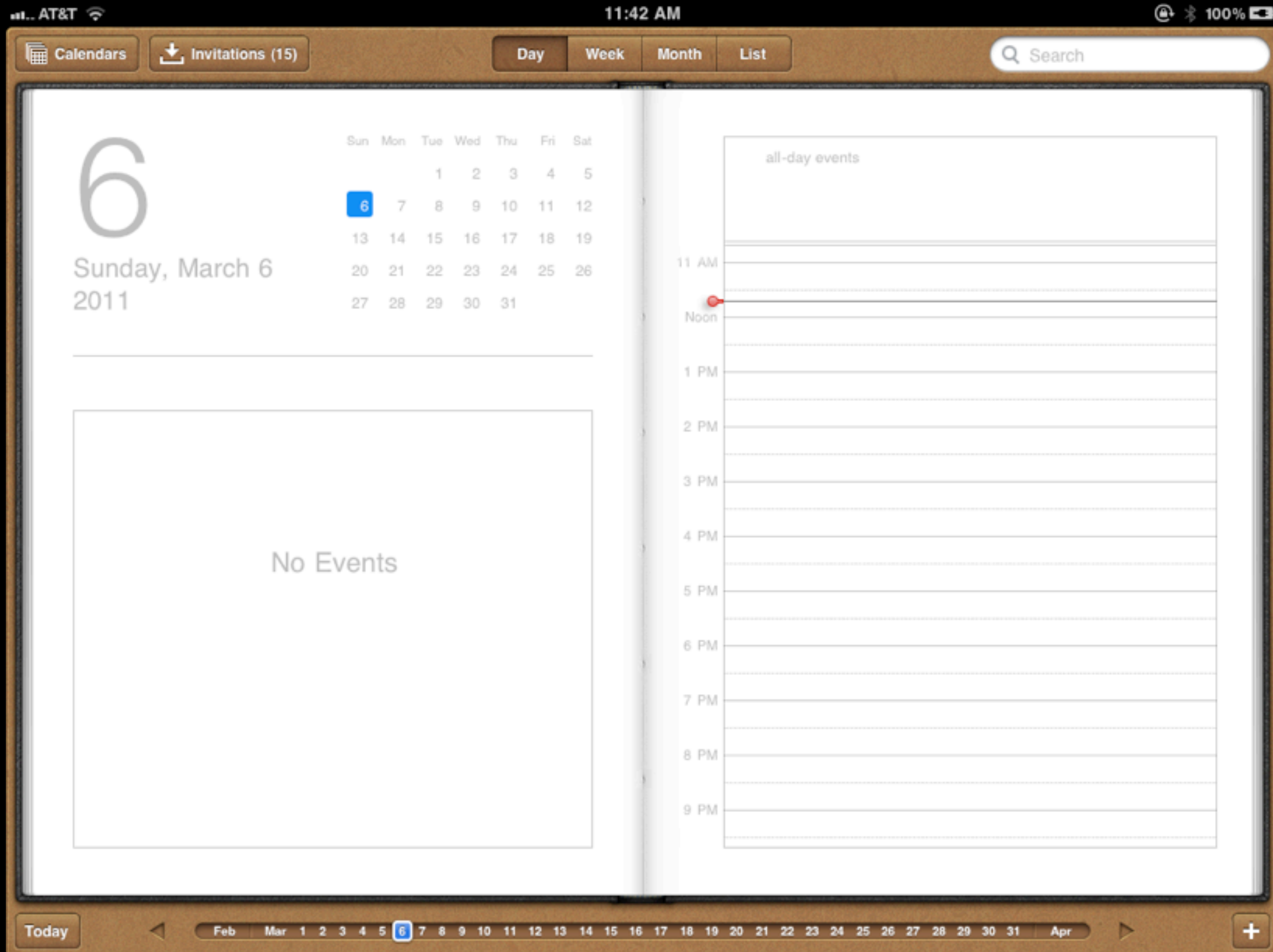
Back to
orig page

You are
this far

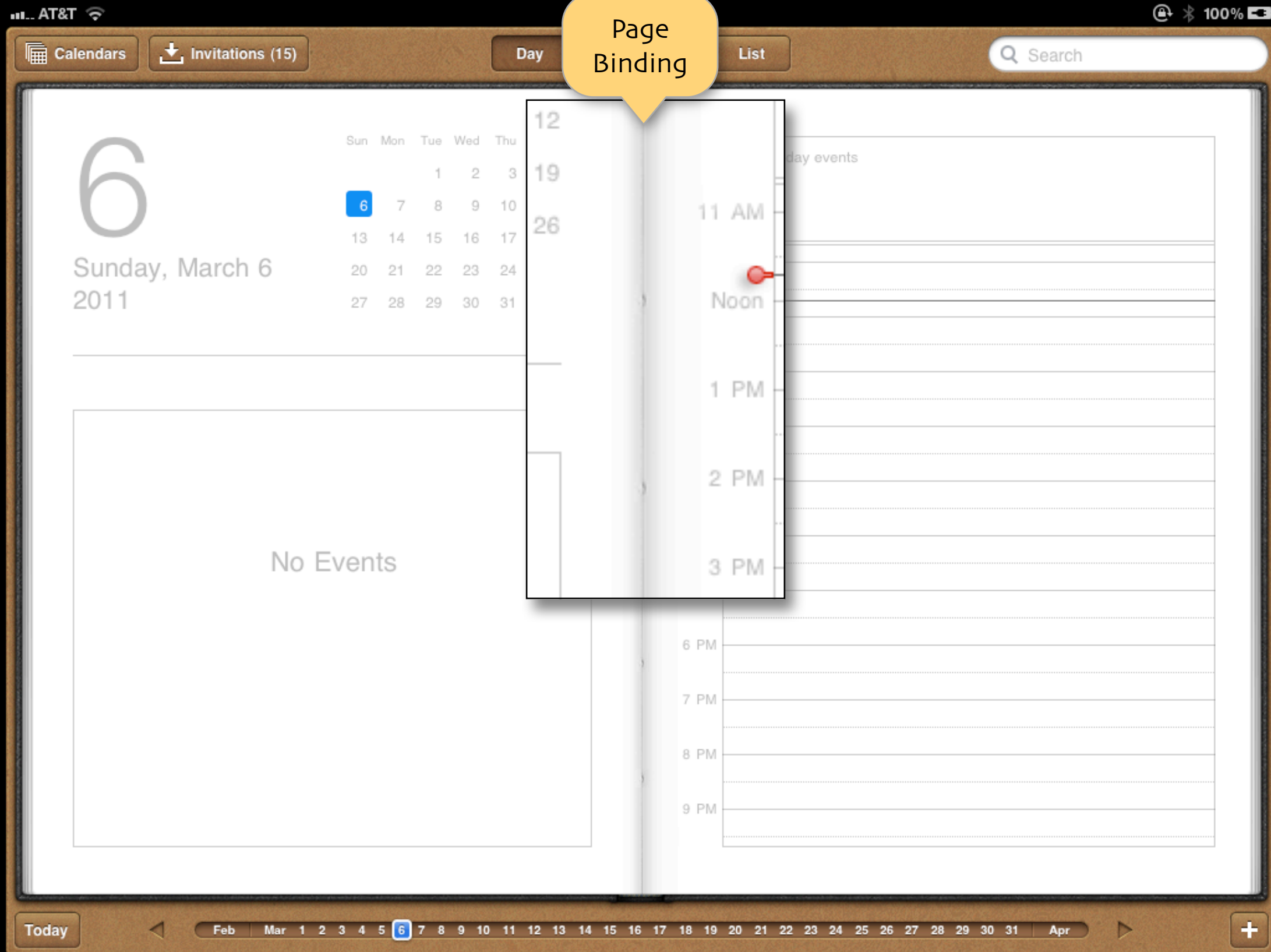
Pages left
in chapter

Strict physicality is hard work.
Use magic to simplify the real
world.

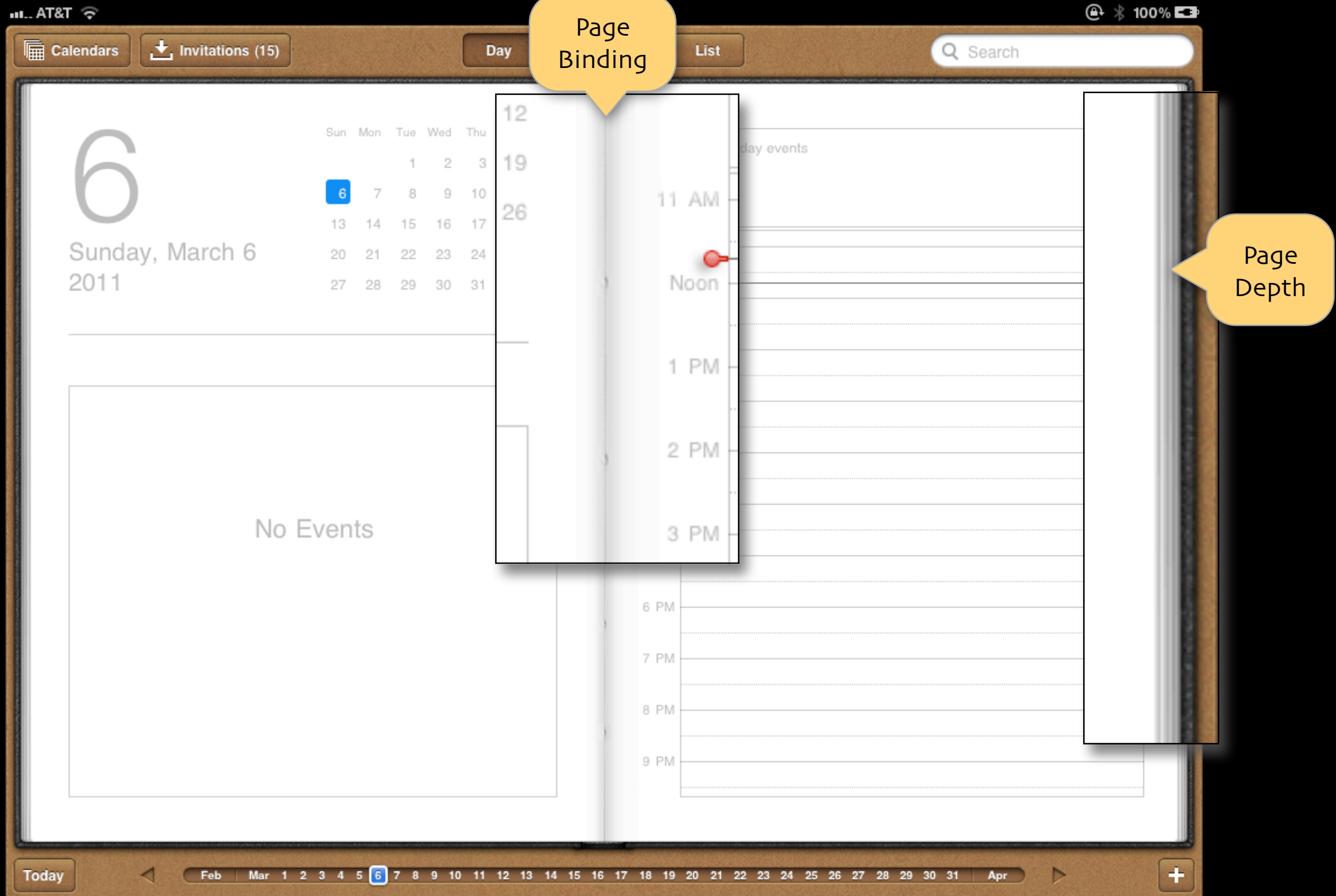
To Flick or not to Flick (iOS4)



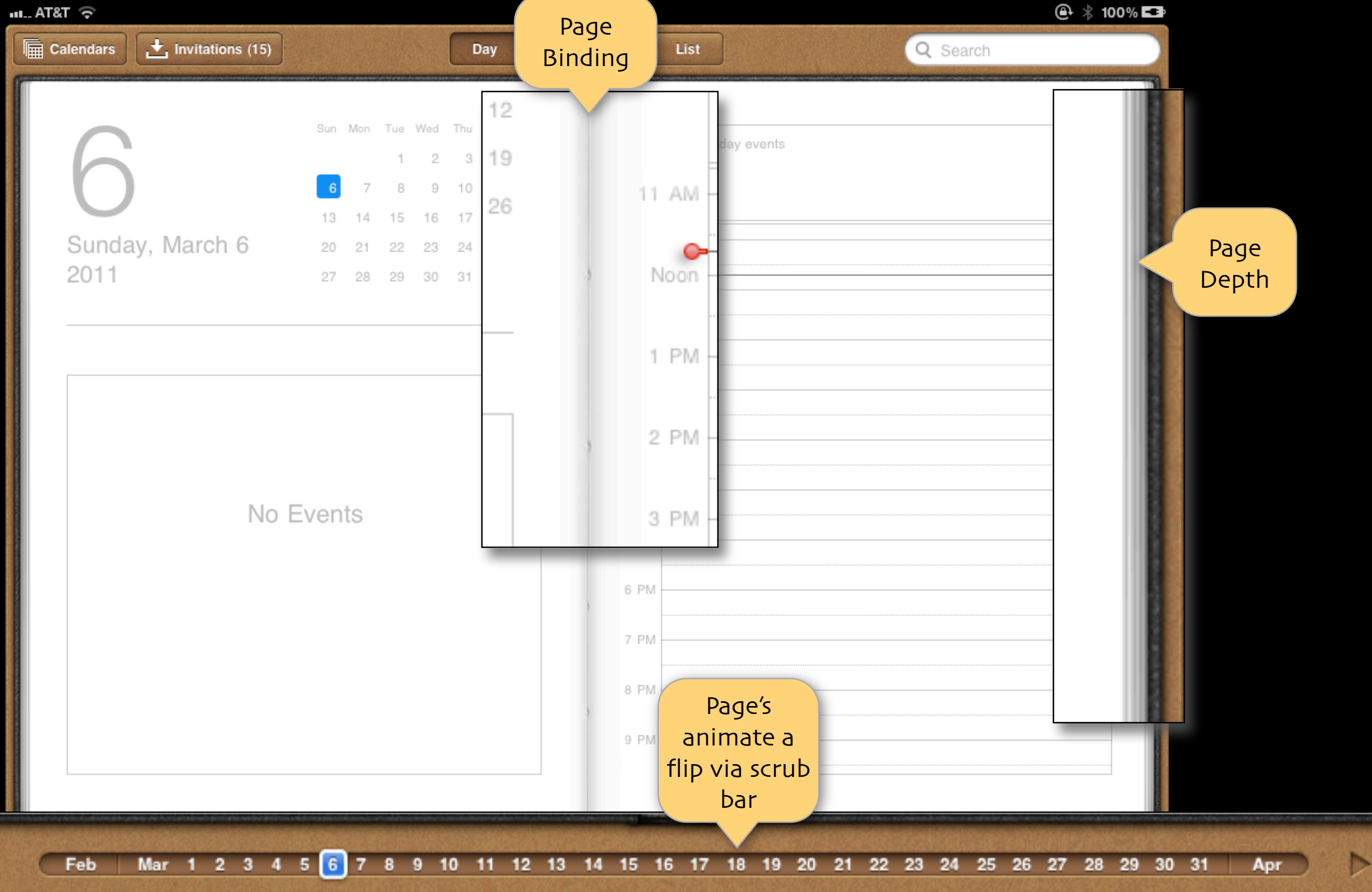
To Flick or not to Flick (iOS4)



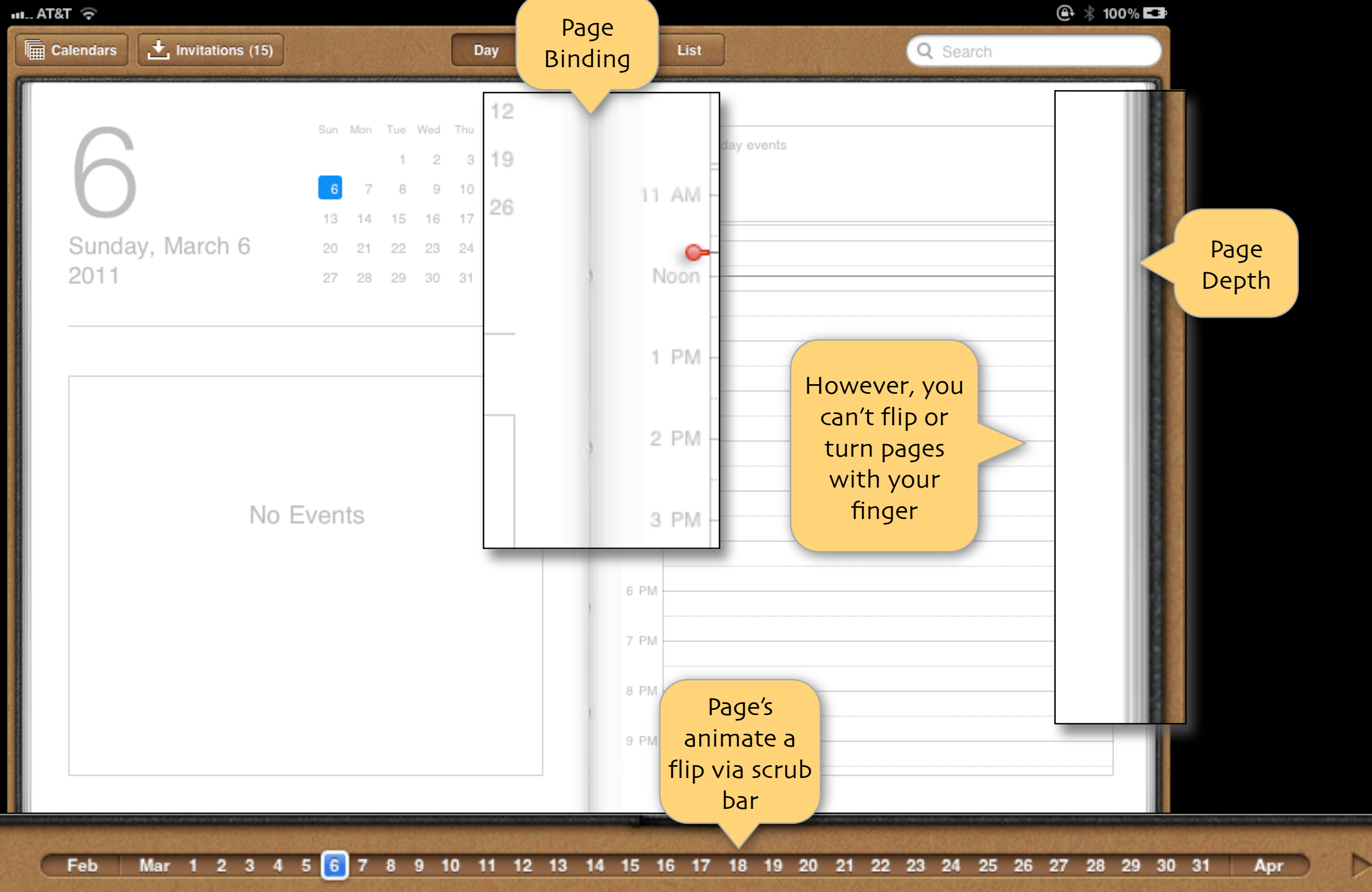
To Flick or not to Flick (iOS4)



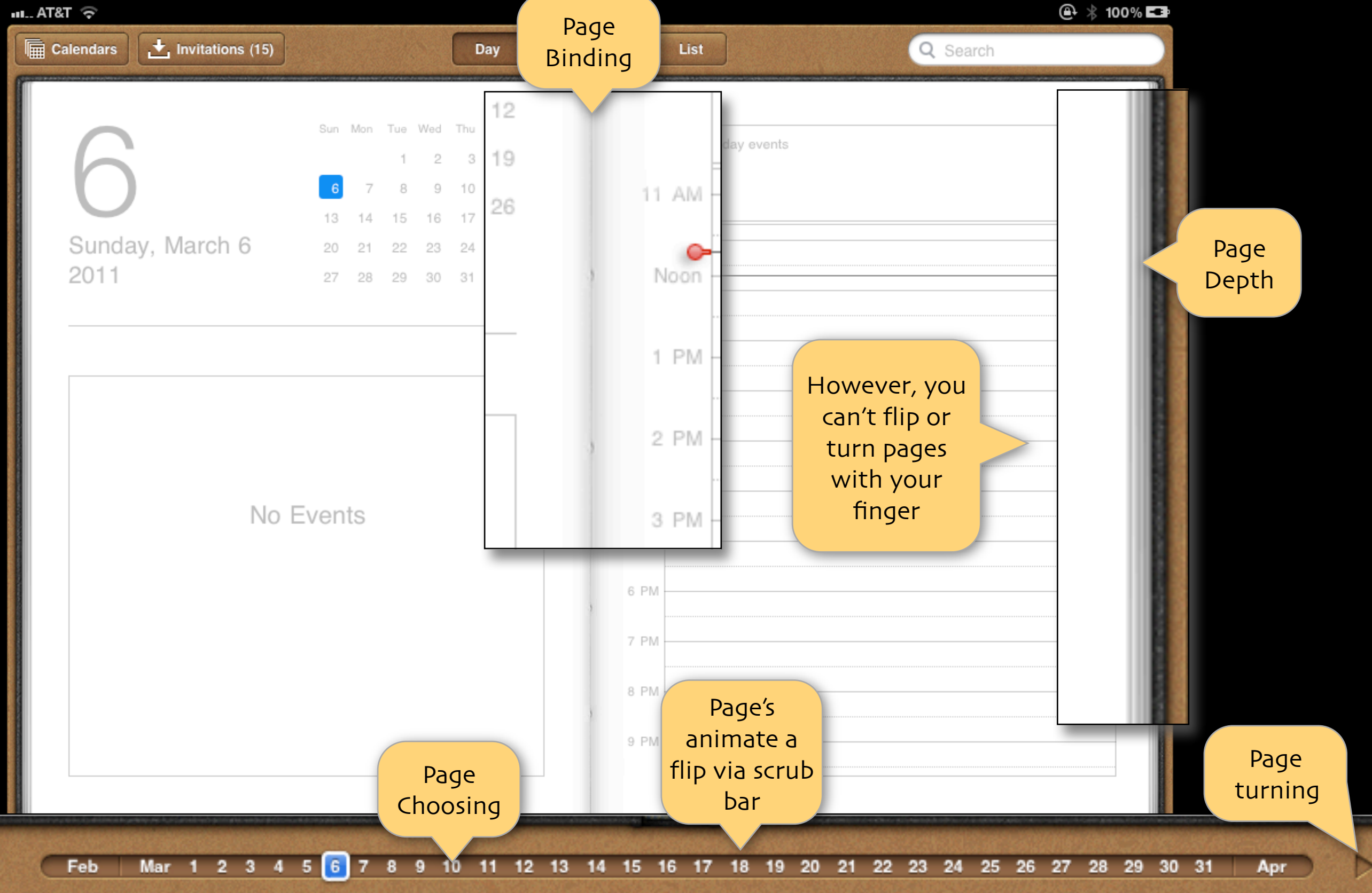
To Flick or not to Flick (iOS4)



To Flick or not to Flick (iOS4)

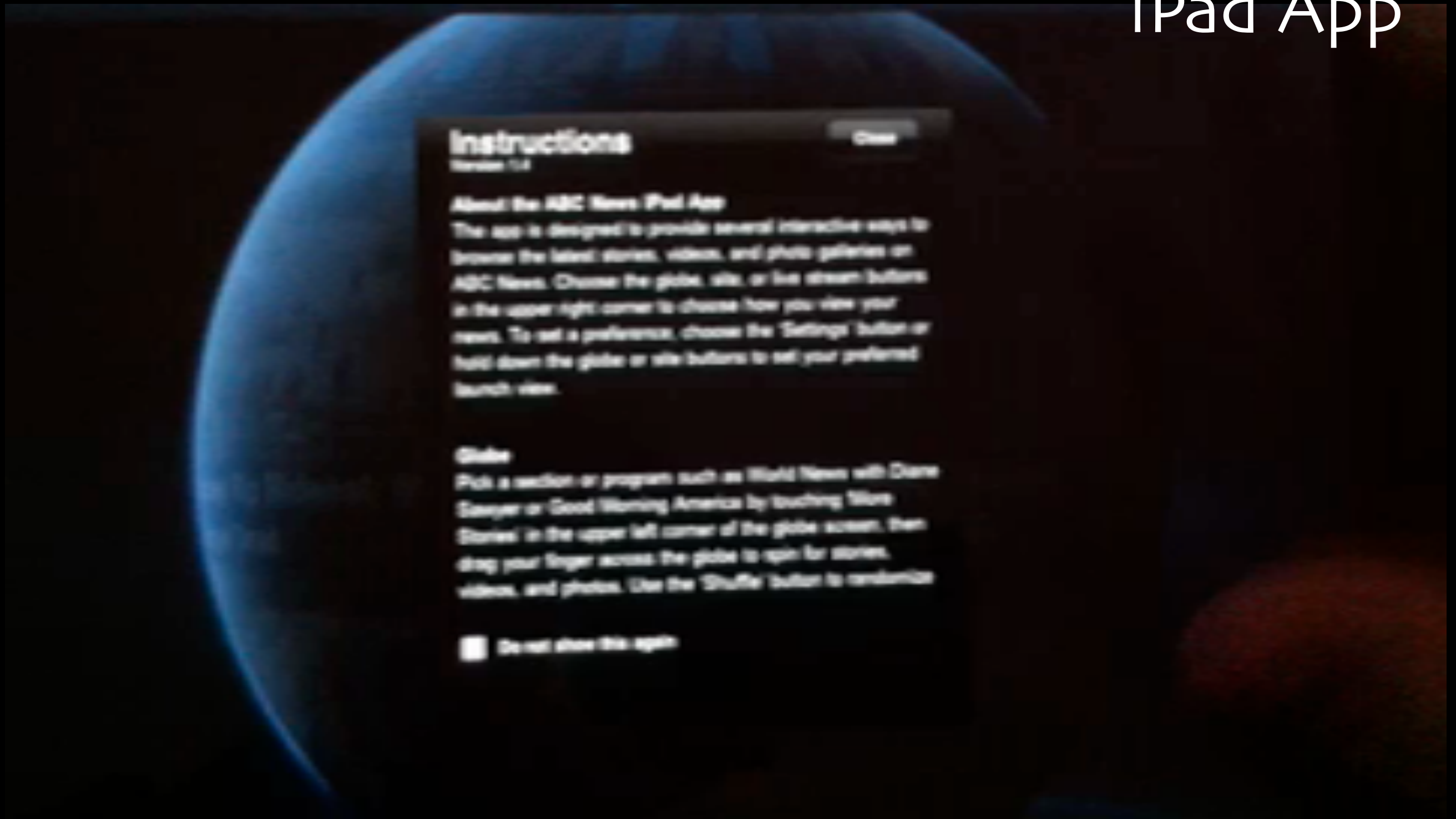


To Flick or not to Flick (iOS4)



Then we have this!

ABC News iPad App



(Metaphors Gone Wild)

Simply Content.

Simply Content.

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.

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched



Emotional Dramas

Strategy

Use Directness to Simulate Physicality

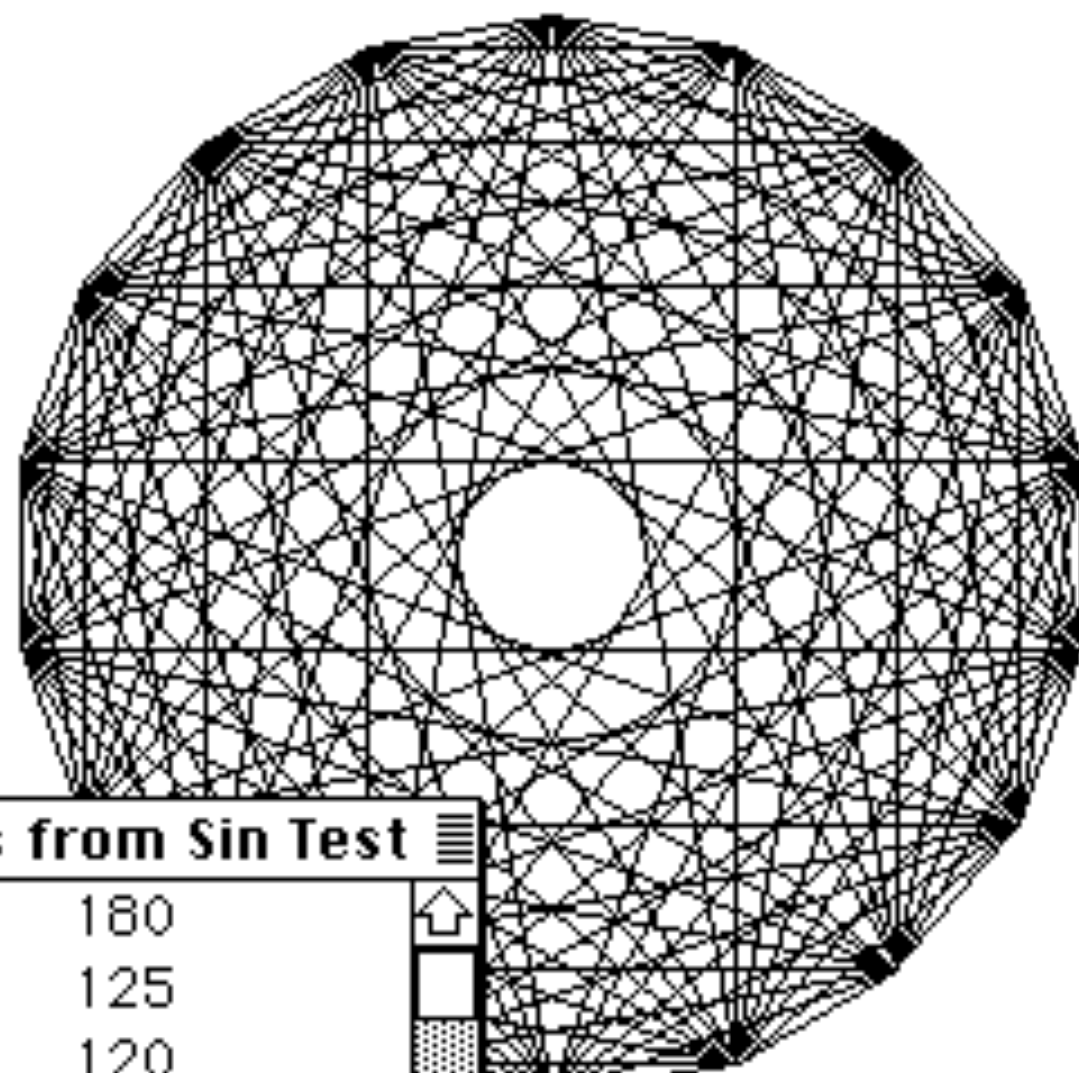
Text of Sin Test

```

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 |

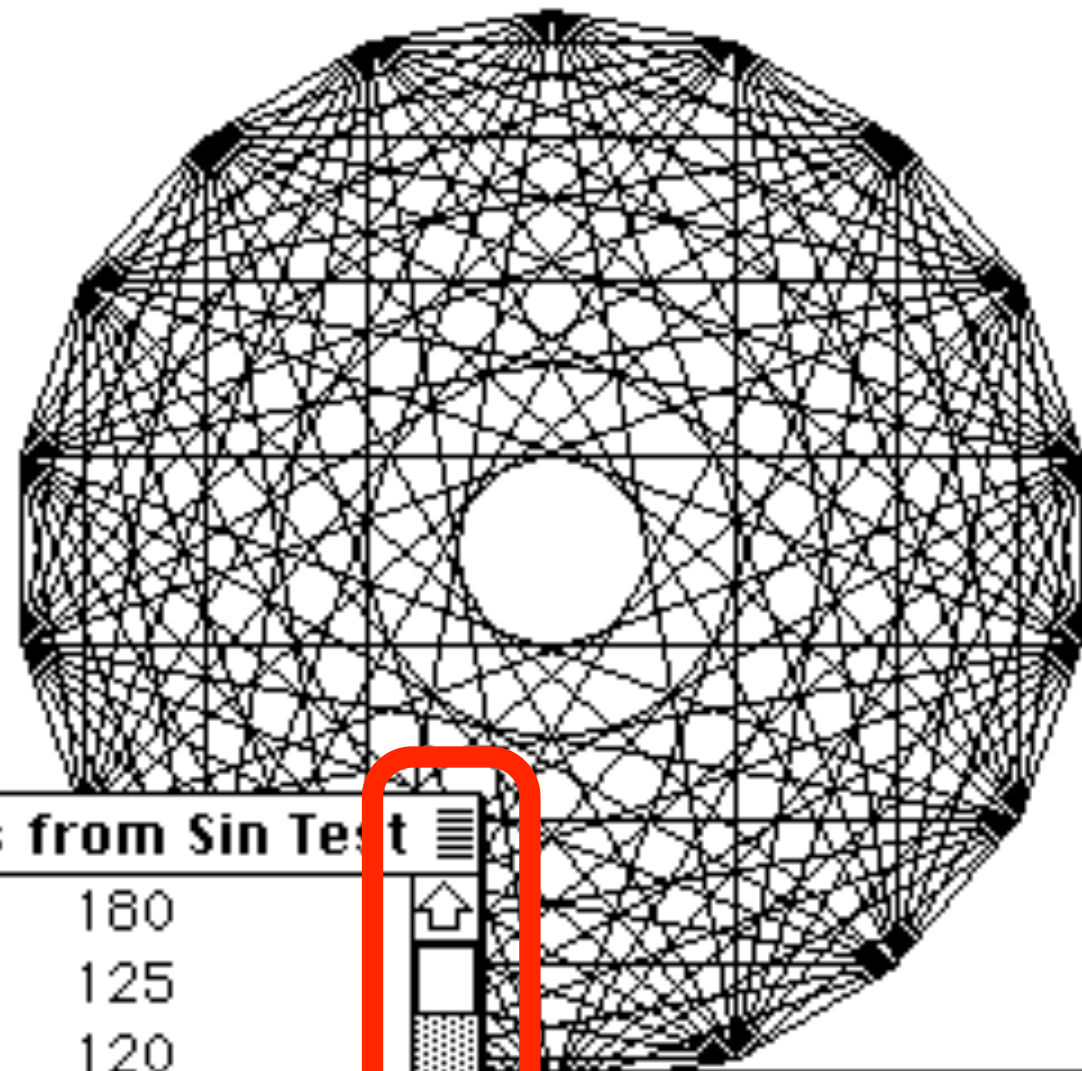
Text of Sin Test

```

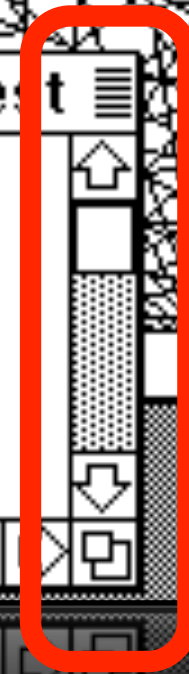
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loop
end

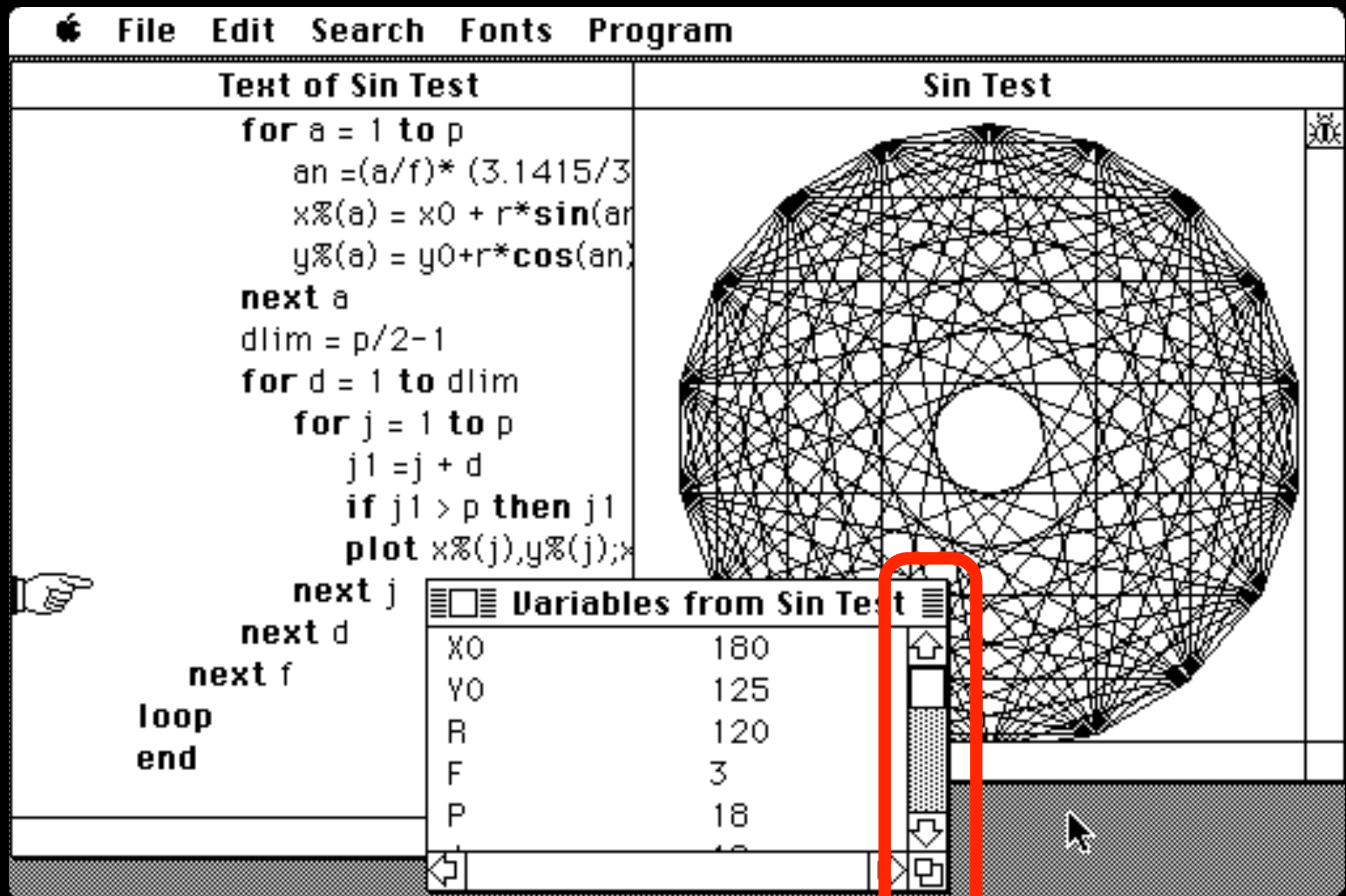
```

Sin Test



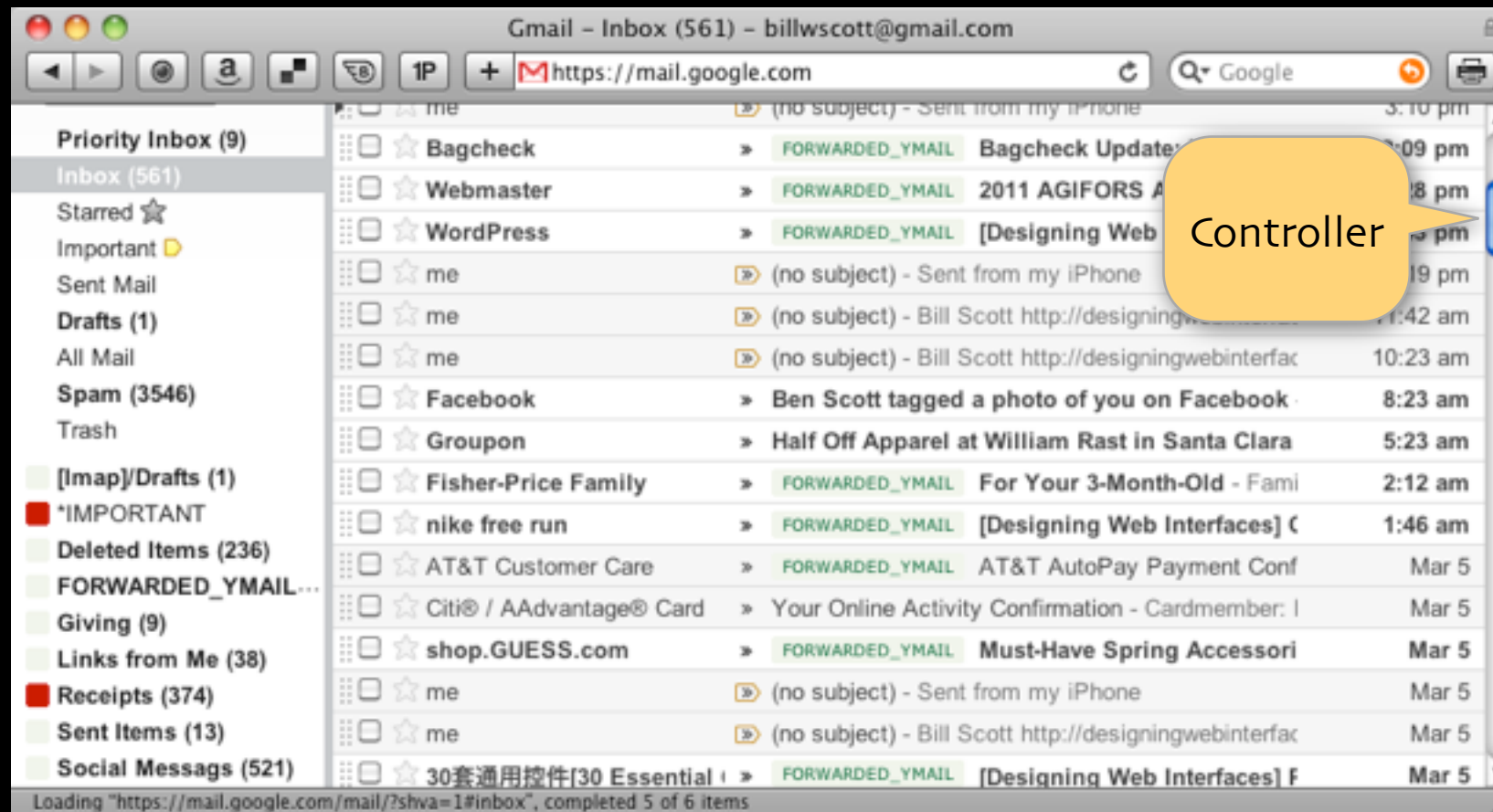
| Variables from Sin Test | |
|-------------------------|-----|
| X0 | 180 |
| Y0 | 125 |
| R | 120 |
| F | 3 |
| P | 18 |





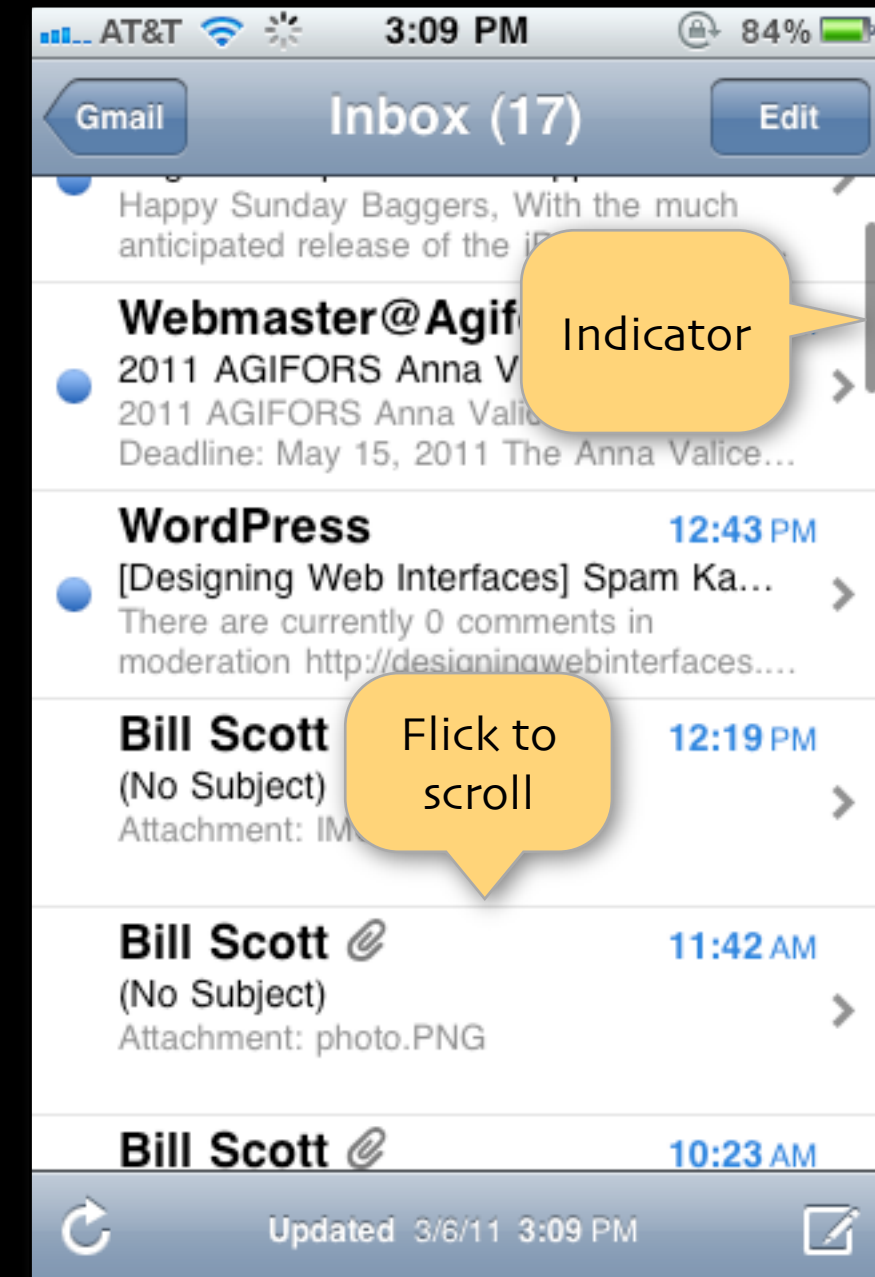
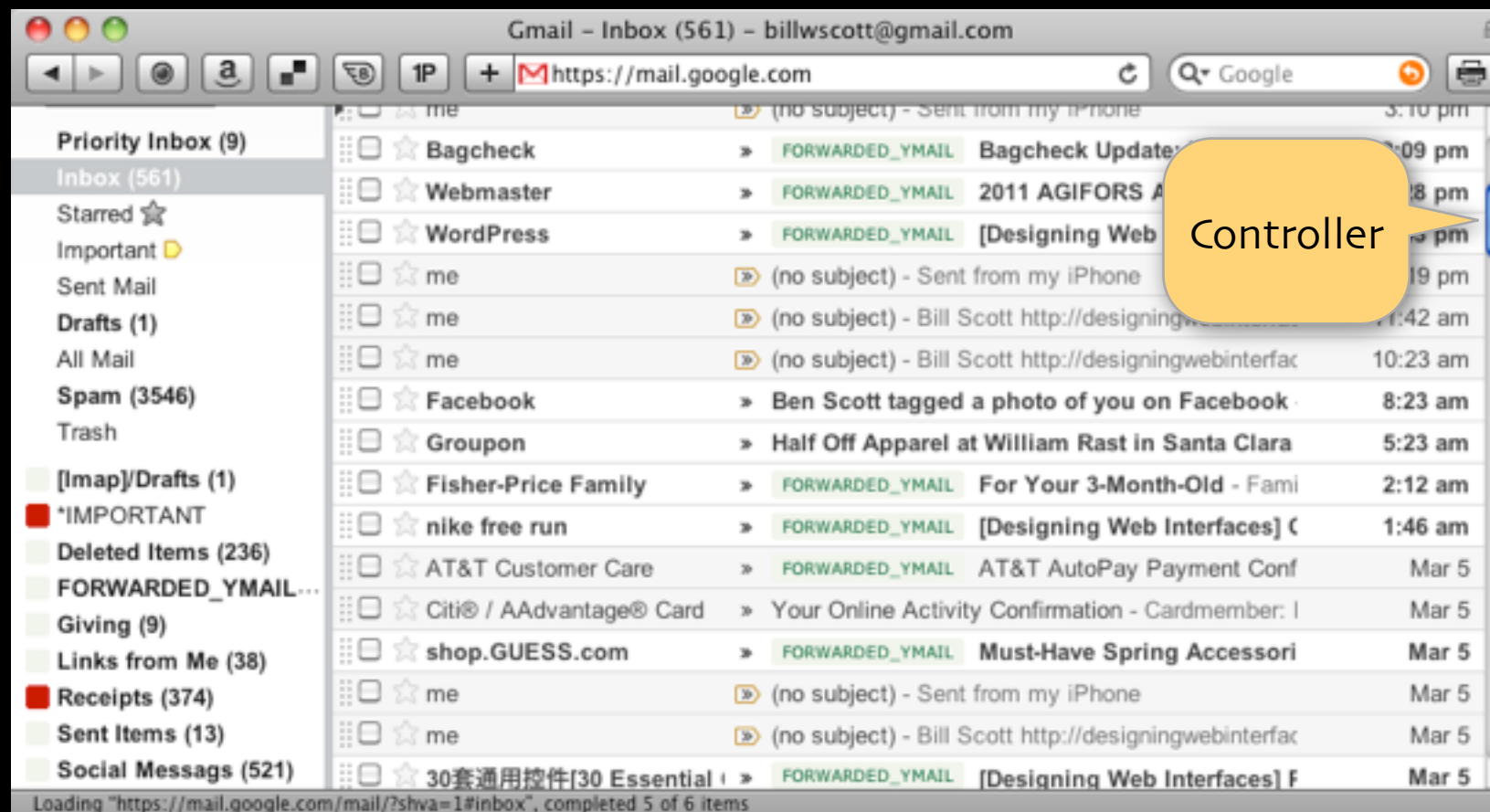
in 1984, this was physicality - the scrollbar

Scrollbar Evolution



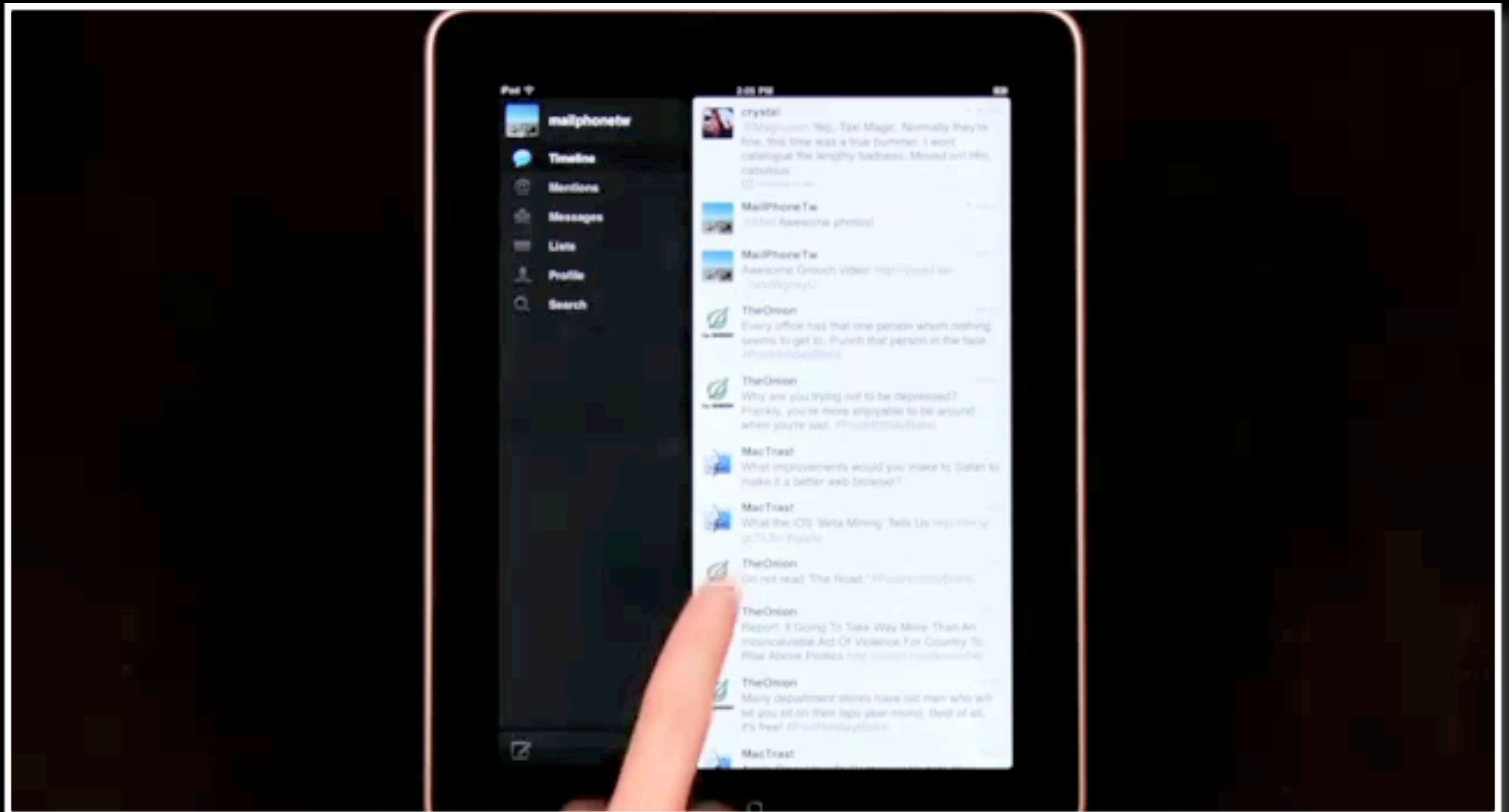
Scrollbar Evolution

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 discontinuous.

Strategy

Reduce Page Switching to Maintain Flow

"Special" Experience

NETFLIX

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

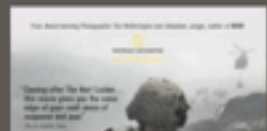
Search

Recently Watched



✕ View more suggestions

Emotional Movies



"Special" Experience

Principles followed:
Focus + context, Simple
navigation, User Control

NETFLIX

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

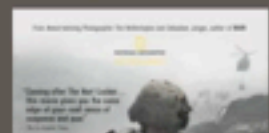
Search

Recently Watched



✕ View more suggestions

Emotional Movies



"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.

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Recently Watched



Emotional Dramas

"Plus" Experience

NETFLIX

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.

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched



Emotional Dramas

Principles followed:
Content is the flow.
Information in Context.
Only 1 experience.

Search

Which Won?

Which Won?

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.

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched



Emotional Dramas

Which Won?

NETFLIX

2 / 332

Search

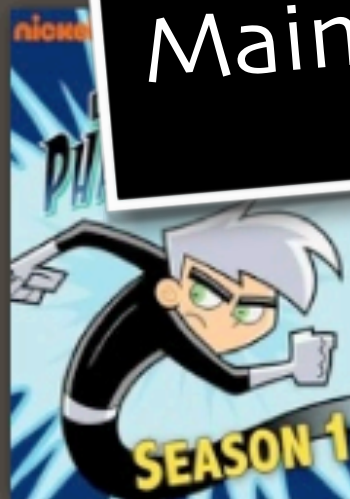
Instant Queue



Recently Watched



Emotional Dramas



"Plus" experience won.
Reduces page transitions, feels more cinematic, less jarring.
Maintains Flow

1h 31m

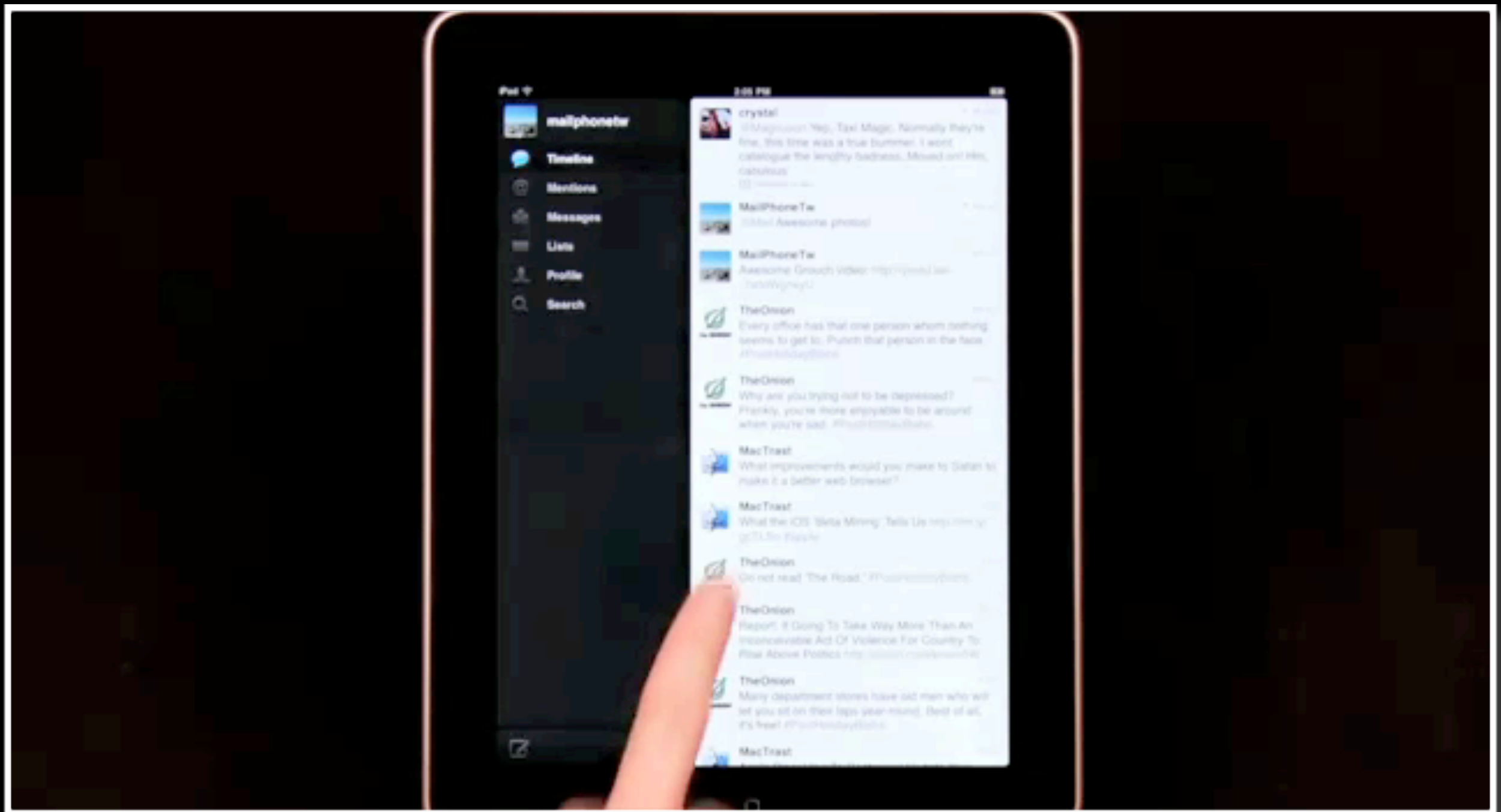
-- Nina, a pregnant, mess, and Jose, an ok with a tragic ce in each other as ne unpredictably at the course of ay.

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Categories: Drama, Indie Dramas

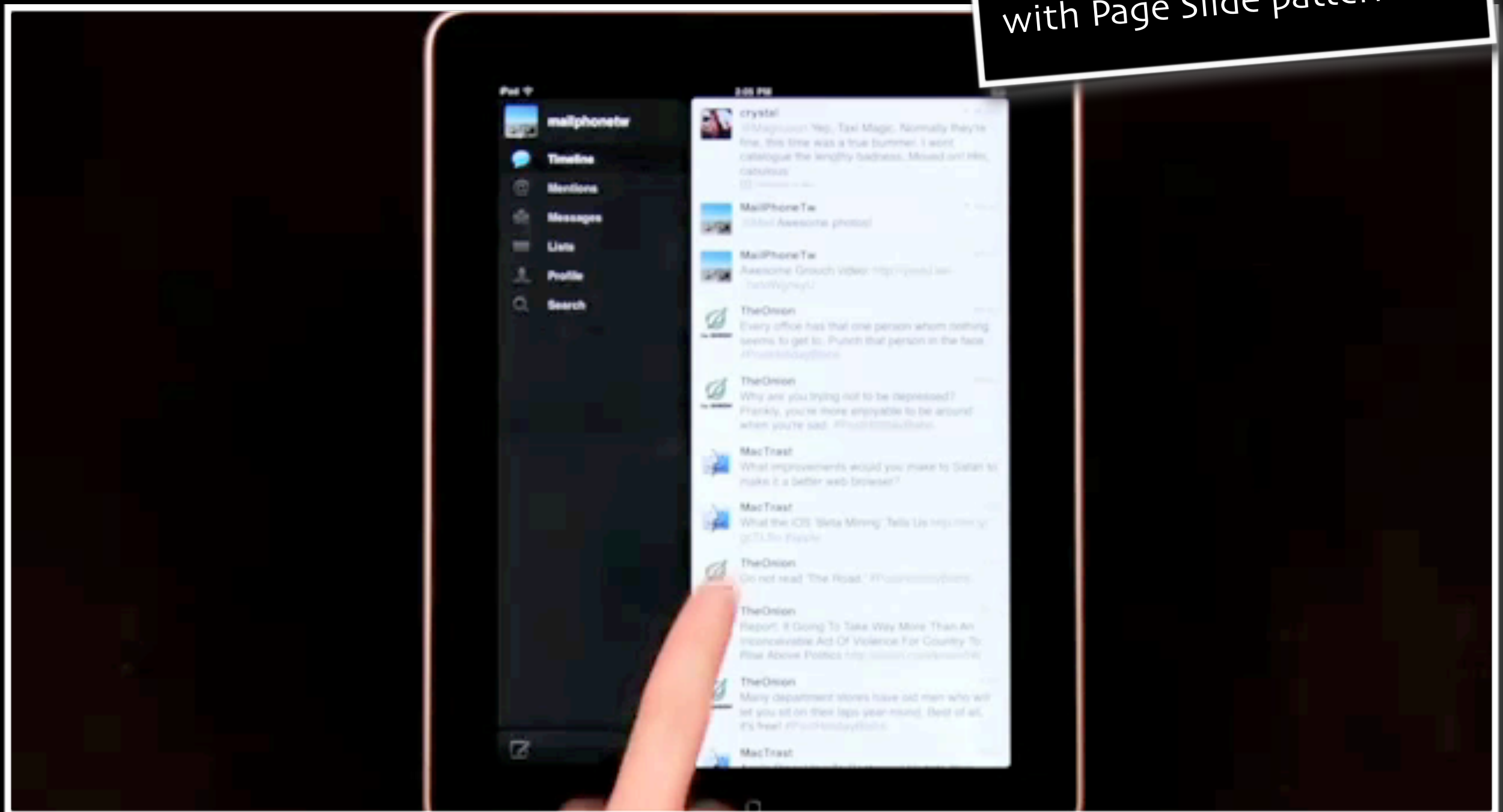
Director: Alejandro Gomez Monteverde

Twitter as iPad App



Twitter as iPad App

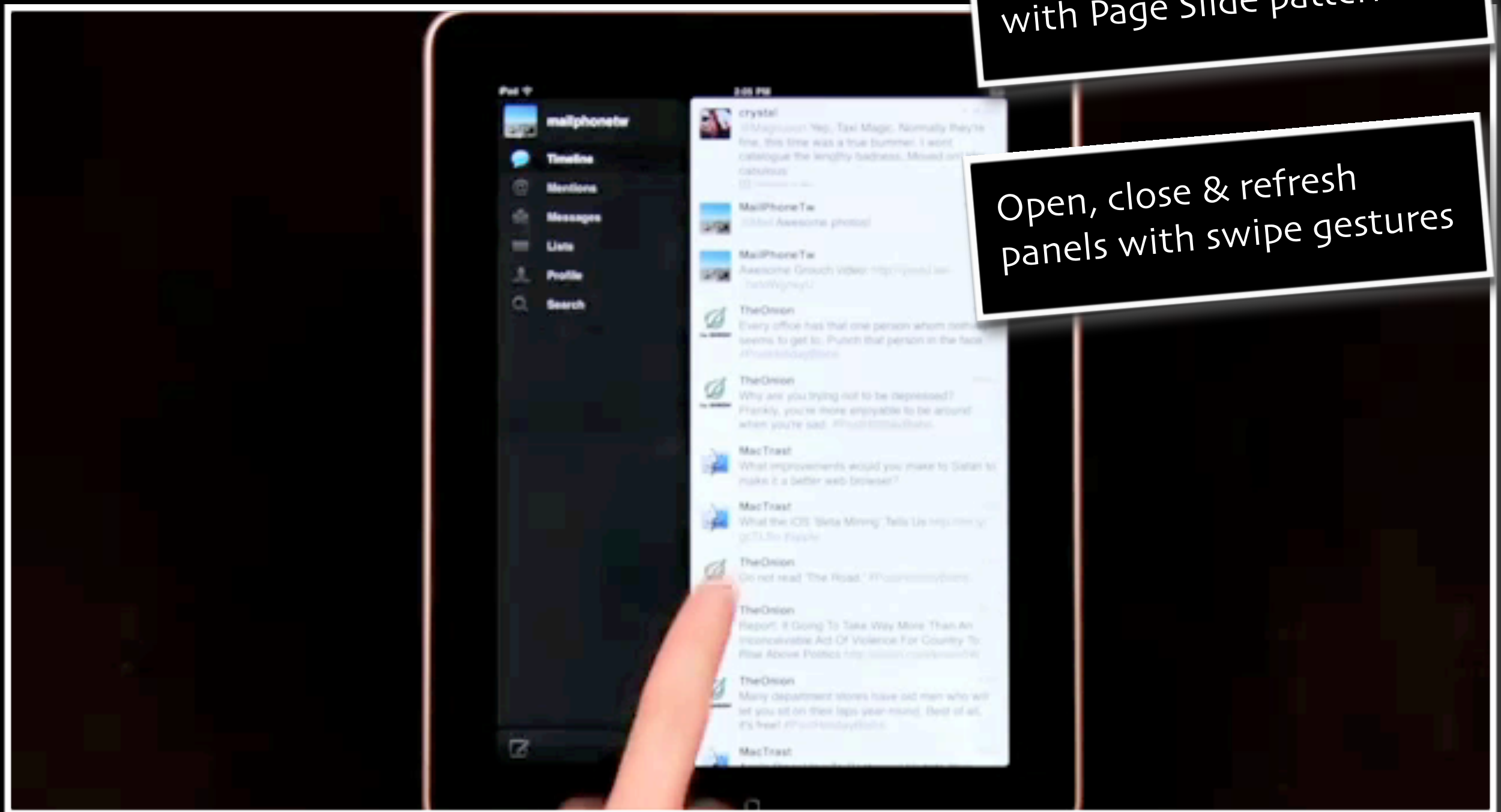
Minimize page transitions
with Page Slide pattern



Twitter as iPad App

Minimize page transitions
with Page Slide pattern

Open, close & refresh
panels with swipe gestures

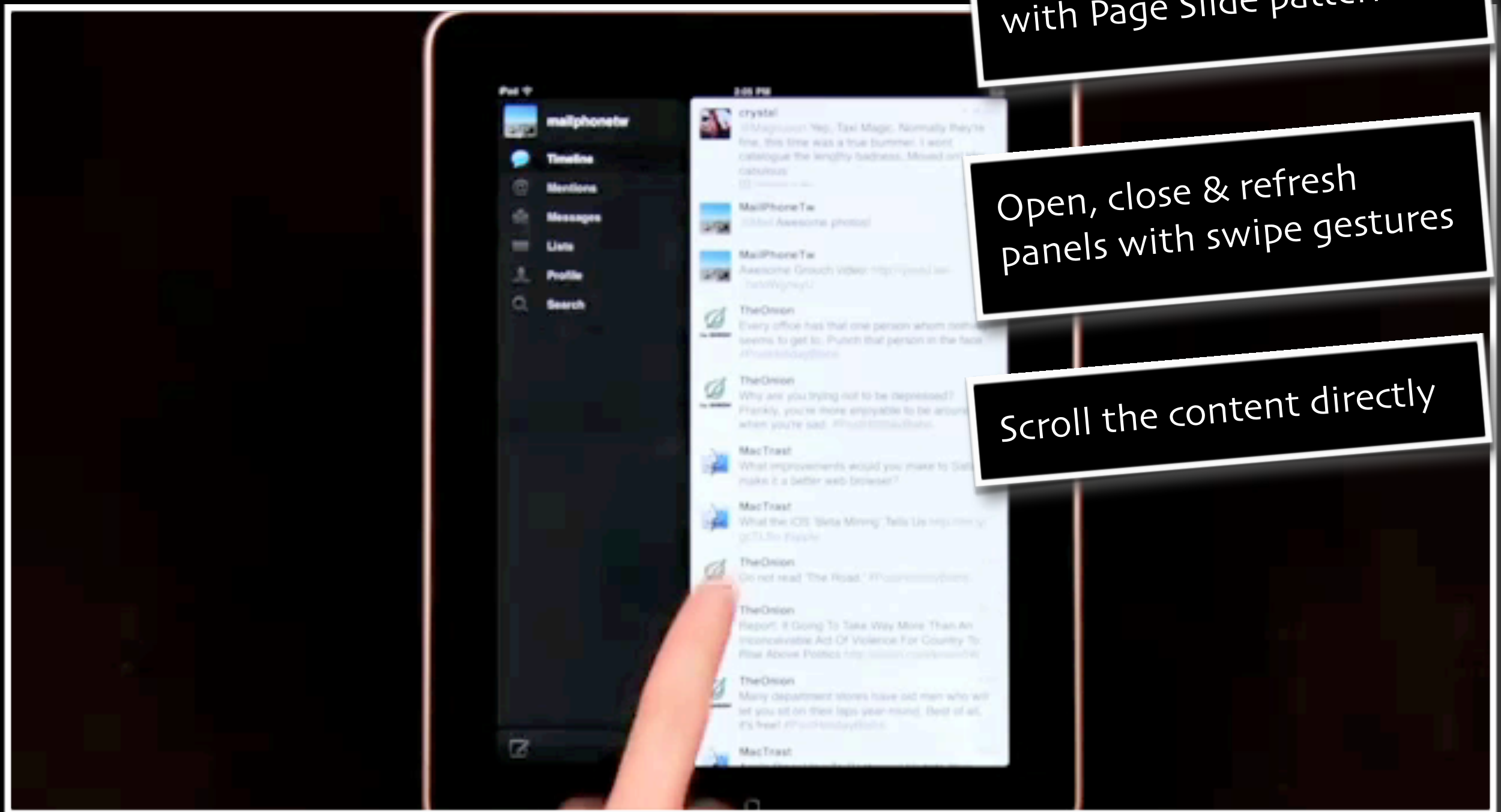


Twitter as iPad App

Minimize page transitions
with Page Slide pattern

Open, close & refresh
panels with swipe gestures

Scroll the content directly



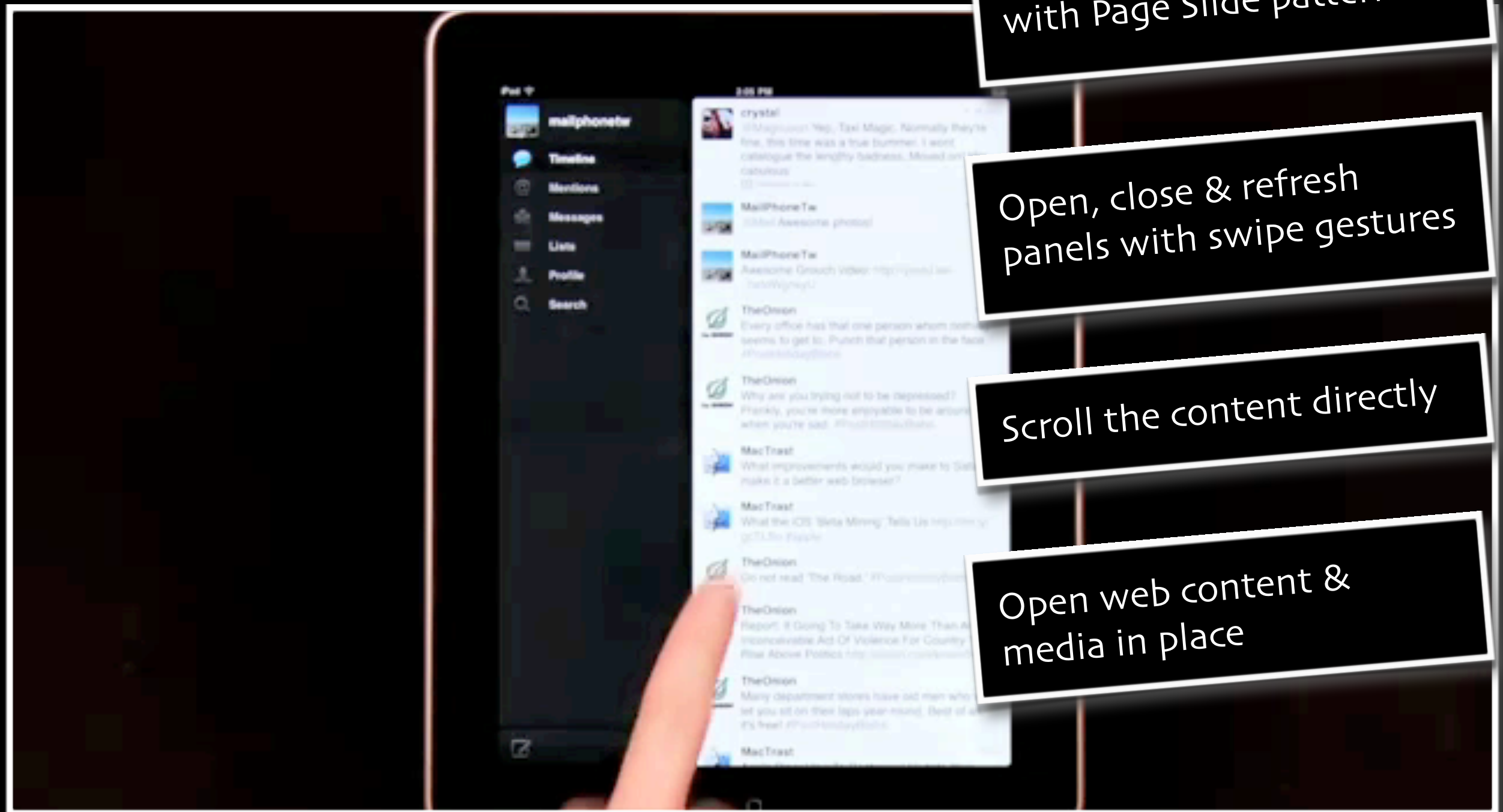
Twitter as iPad App

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

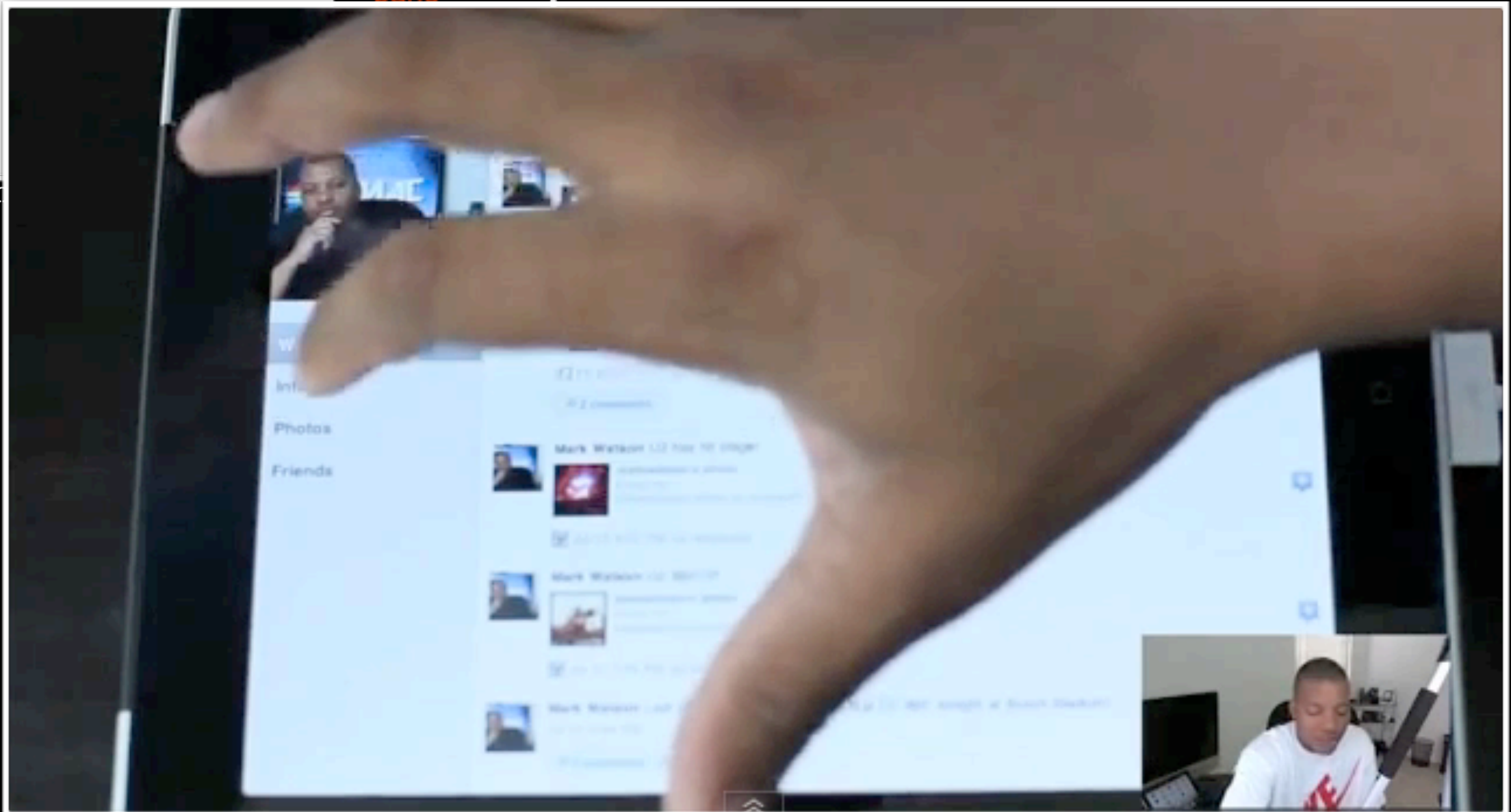
Page Slide extends the real estate and simplifies "window management"

Original Content



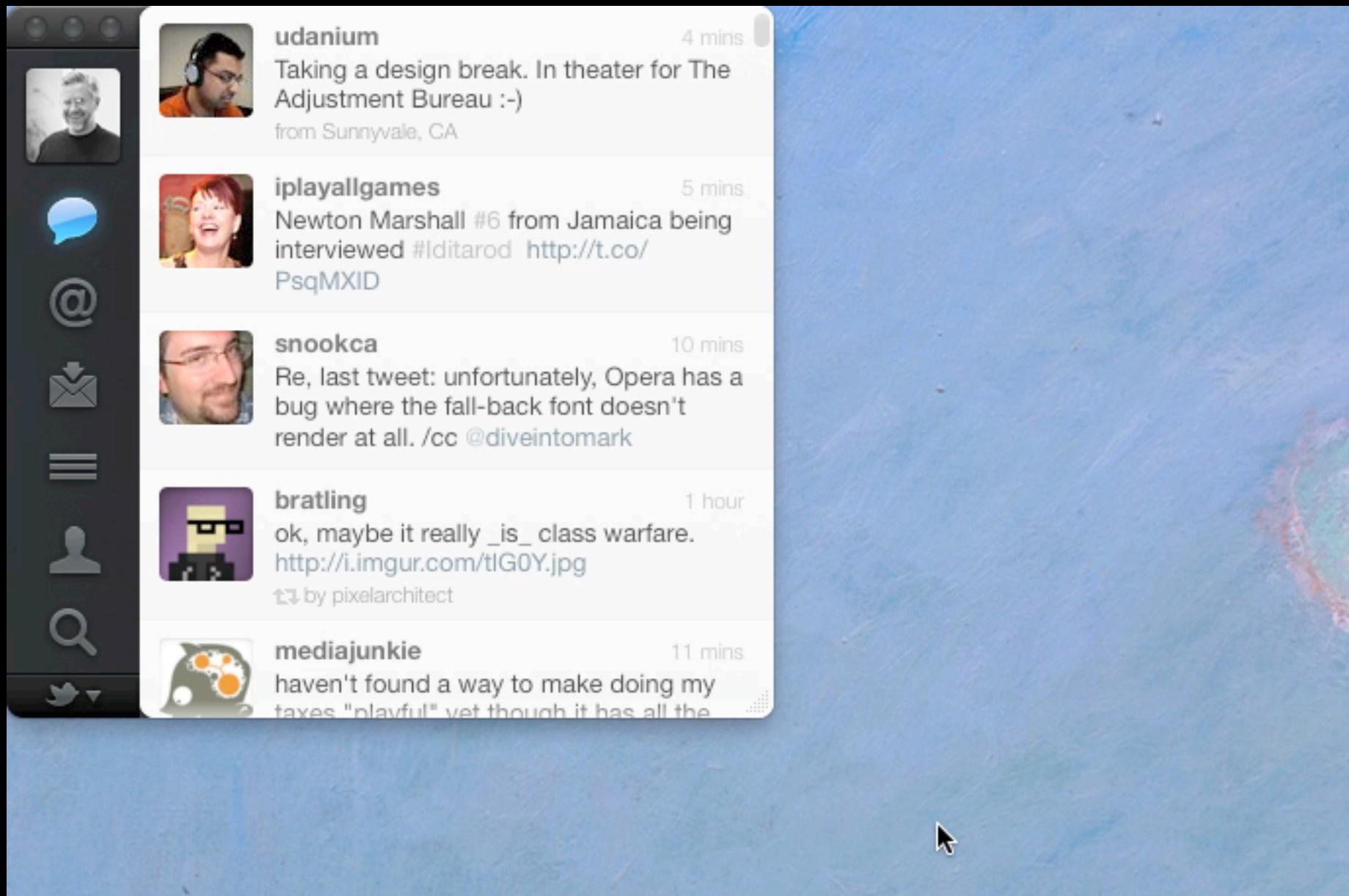
Page slides to reveal secondary pane

<http://srobbin.com>

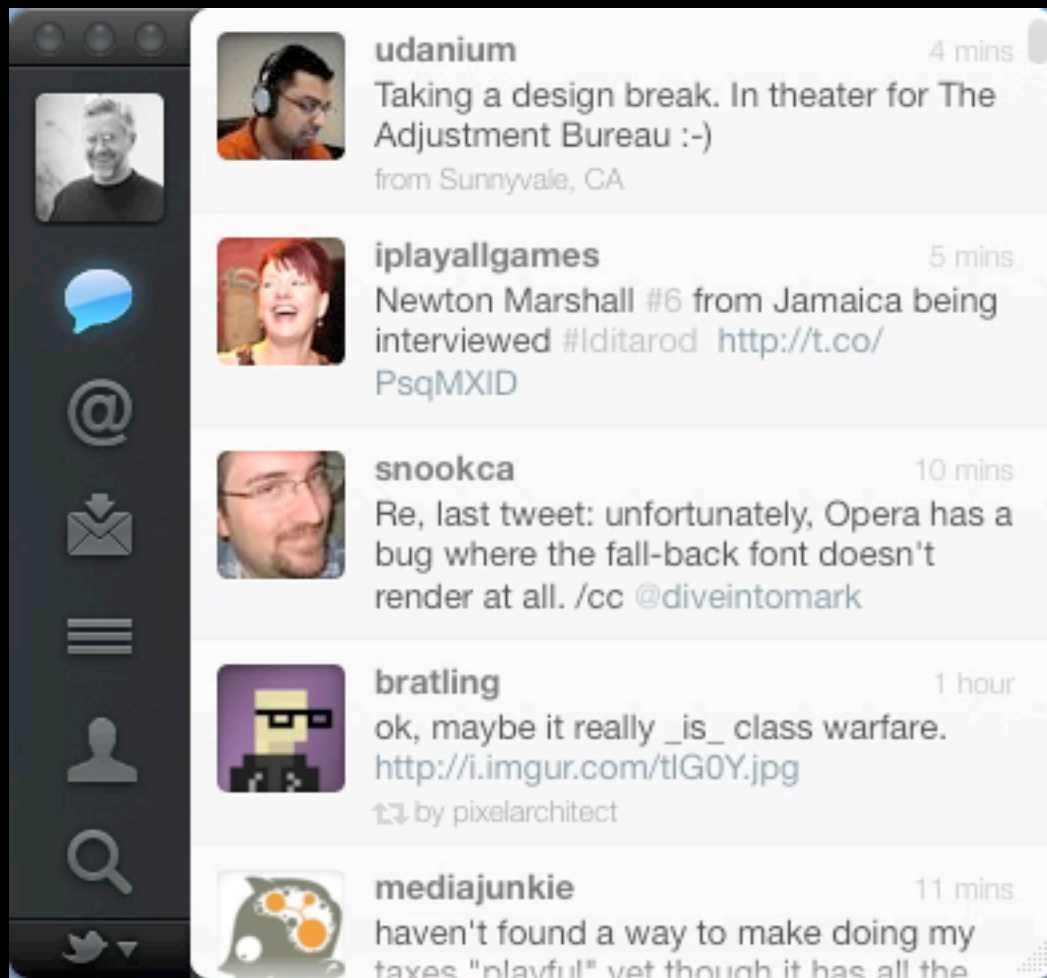


<http://www.youtube.com/watch?v=WBv3fFg8t8g>

Twitter as Desktop Mac App



Twitter as Desktop Mac App



Rethink desktop apps to
use real estate more
creatively

Twitter as Web App

The screenshot shows the Twitter web application interface. At the top is a dark navigation bar with the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The user 'billwscott' is logged in. The main content area is split into two columns. The left column, titled 'What's happening?', shows a timeline of tweets. The right column shows a detailed view of a tweet from @sinequanon. A status bar at the bottom indicates 'Canceled opening the page'.

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 ☆ Favorite ↻ Retweet ↩ Reply

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

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

iplayallgames Cindy Ritzman
Mackey at the start! 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 ☆ Favorite ↻ Retweet ↩ Reply

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

close X

@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 ☆ Favorite ↻ Retweet ↩ Reply

Tweets containing **Renaissance and Baroque**

dose2day daily dose
Girolamo Frescobaldi: Bridging Renaissance and Baroque Music
<http://www.redgag.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

The screenshot shows the Twitter web application interface. At the top is a navigation bar with the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The user 'billwscott' is logged in. The main content area is titled 'What's happening?' and shows a timeline of tweets. The tweets are from users like sinequanon, dbarradas, iplayallgames, rashmi, and billwscott. A callout box with a black background and white text is overlaid on the right side of the timeline, stating 'Minimize page transitions with Page Slide pattern'. The sidebar on the right shows search results for 'Renaissance and Baroque'.

twitter 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>
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dbarradas Daniel Barradas
Video: Floating <http://tumblr.com/x321p0zwai>
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iplayallgames Cindy Ritzman
Dogs resting an hour before running the #lditarod yfrog.com/gz9t4zrj
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iplayallgames Cindy Ritzman
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5 minutes ago ☆ Favorite ↻ Retweet ↩ Reply

billwscott Bill Scott
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6 minutes ago

Minimize page transitions with Page Slide pattern

Great evolution of technical acumen of Renaissance and Baroque engraving techniques. [FLASH].
<http://goo.gl/EVJYE>
1 minute ago via web ☆ Favorite ↻ Retweet ↩ Reply

Tweets containing Renaissance and Baroque

dose2day daily dose
Girolamo Frescobaldi: Bridging Renaissance and Baroque Music
<http://www.redgag.com/c-ijgild> #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

The image is a screenshot of the Twitter web application interface as it appeared in late 2011. The top navigation bar includes the Twitter logo, a search field, and links for Home, Profile, Messages, and Who To Follow. The main content area is divided into two columns. The left column, titled 'What's happening?', shows a timeline of tweets. The right column displays a tweet from @sinequanon about Renaissance and Baroque engraving techniques, with a 'Tweets from @sinequanon' section below it. Two black callout boxes with white text are overlaid on the right side of the interface. The first box points to the tweet from @sinequanon and contains the text 'Minimize page transitions with Page Slide pattern'. The second box points to the tweet from @rashmi and contains the text 'Find myself annoyed with web pages opening in another window'. At the bottom left of the browser window, a status bar reads 'Canceled opening the page'.

twitter 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>
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iplayallgames Cindy Ritzman
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Great evolution of technical acumen of Renaissance and Baroque engraving techniques. [FLASH].
<http://goo.gl/EVJYE>
1 minute ago

Tweets from **@sinequanon**

Minimize page transitions with Page Slide pattern

Find myself annoyed with web pages opening in another window

Canceled opening the page

Twitter as Web App

The image shows a screenshot of the Twitter web application interface from December 2011. The interface includes a top navigation bar with the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The main content area displays a timeline of tweets. Three callout boxes are overlaid on the right side of the interface, each containing a criticism of the user interface:

- 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**

The timeline shows several tweets, including one from @sinequanon about Renaissance and Baroque engraving techniques, and another from @rashmi about revoking an app. A status bar at the bottom indicates "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



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

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16 minutes ago via web



shauntrennery Amazon.com drops support for IE6 <http://j.mp/9cPSAF>

25 minutes ago via TweetDeck

Where possible replace annoying hover details with dedicated detail panes



#3 Be Responsive

Use Transitions/ Animations to Create Responsiveness



Animation Can...

Animation Can...

The screenshot shows the TurboTax Deluxe software interface. At the top, there's a navigation bar with tabs: Personal Info, Federal Taxes (selected), Federal Review, State Taxes, and Print & File. Below this, there's a sub-navigation bar with tabs: Wages & Income, Deductions & Credits (selected), and Other Tax Situations. On the left side, there's a summary box showing 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. A large red arrow points from this summary box towards the main content area. The main content area has a heading 'Enter Your Interest Paid to Some Lender' followed by the text 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there's a label '(Box 1 on your 1098)' and a text input field containing '0.00'.

TurboTax Deluxe

Personal Info Federal Taxes Federal Review State Taxes Print & File

Wages & Income Deductions & Credits Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender

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

(Box 1 on your 1098)

Animation Can...

The screenshot shows the TurboTax Deluxe software interface. At the top, there's a navigation bar with tabs: Personal Info, Federal Taxes (selected), Federal Review, State Taxes, and Print & File. Below this, there's a sub-navigation bar with tabs: Wages & Income, Deductions & Credits (selected), and Other Tax Situations. On the left side, there's a summary box showing 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. A large red arrow points from this summary box towards the main content area. The main content area has a heading 'Enter Your Interest Paid to Some Lender' followed by the text 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there's a label '(Box 1 on your 1098)' and a text input field containing '0.00'.

TurboTax Deluxe

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

Wages & Income | **Deductions & Credits** | Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender

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

(Box 1 on your 1098)

Animation Can...

The screenshot shows the TurboTax Deluxe interface. At the top, there are tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', 'State Taxes', and 'Print & File'. Below these, there are sub-tabs for 'Wages & Income', 'Deductions & Credits', and 'Other Tax Situations'. On the left, a sidebar shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main area displays the title 'Enter Your Interest Paid to Some Lender' and a sub-label 'Deductible interest paid in 2008'. A text input field labeled '(Box 1 on your 1098)' contains the value '0.00'. A large red arrow points from the sidebar towards the input field.

TurboTax Deluxe

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

Wages & Income | **Deductions & Credits** | Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender

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


(Box 1 on your 1098)

A close-up of the tax due amounts from the screenshot. It shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973, both in red text on a dark background.

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Animation Can...

TurboTax 
Deluxe

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

Wages & Income | **Deductions & Credits** | Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

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...

TurboTax Deluxe

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

Wages & Income | **Deductions & Credits** | Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender
Deductible interest paid in 2008 [See qualifications and limitations.](#)
(Box 1 on your 1098)

A large red arrow points from the \$10,533 Federal Tax Due box to the text box below it.

Federal Tax Due
\$10,533

CA Tax Due
\$4,973



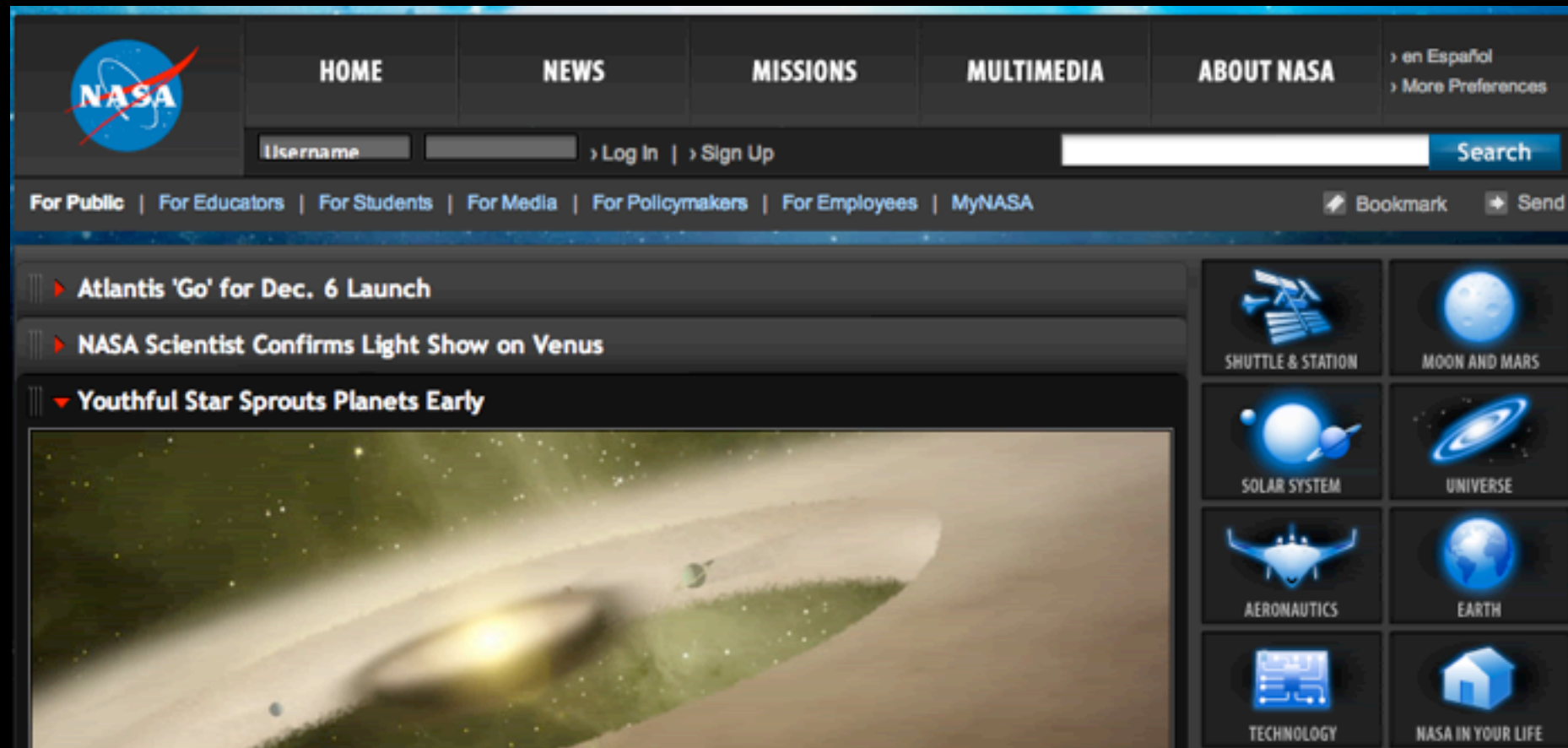
What can be done with less is done in vain with more.

- Occam

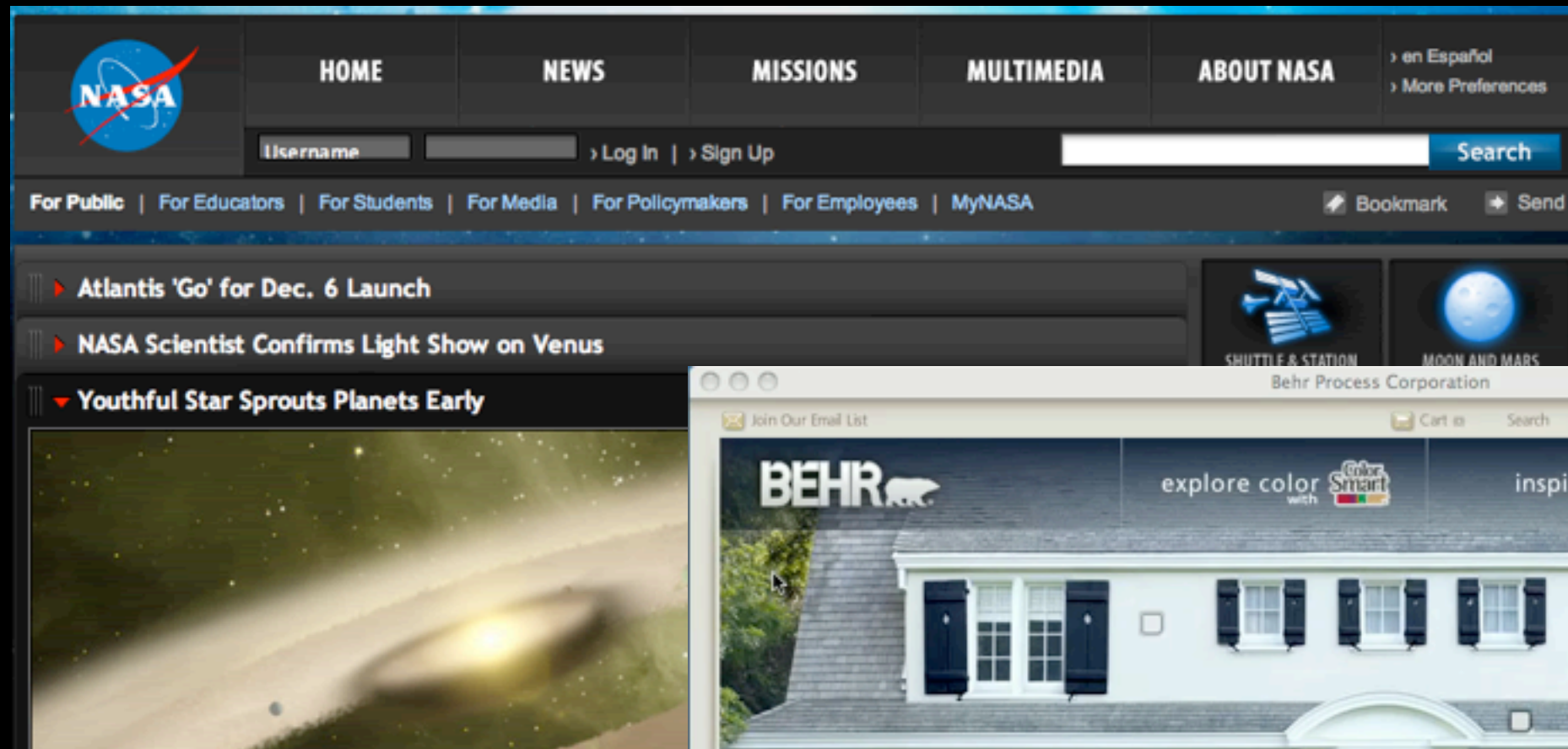
Make all visual distinctions as subtle as possible, but still clear and effective.

- Tufte "Smallest Effective Difference"

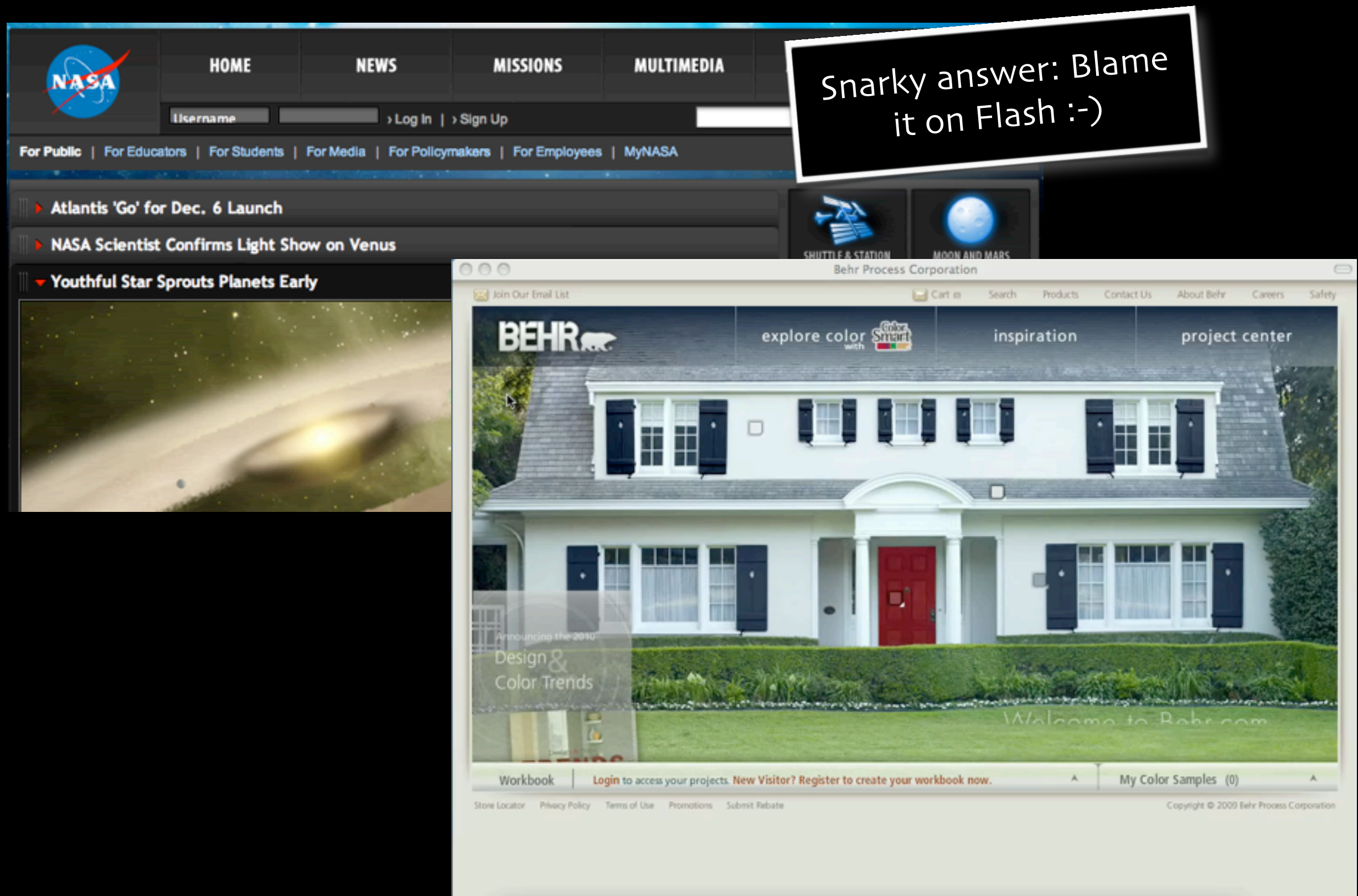
Web Apps Seem Prone to This



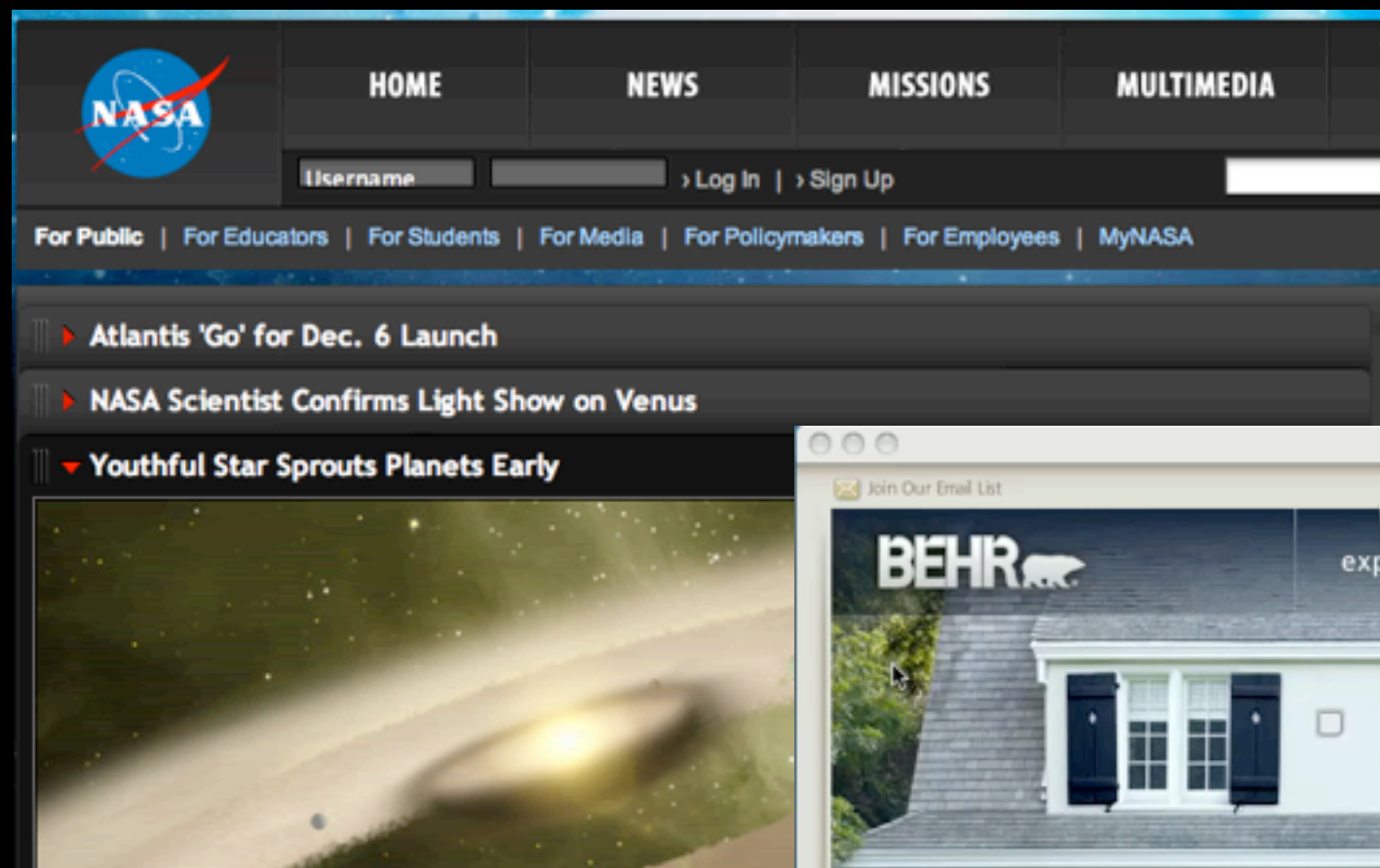
Web Apps Seem Prone to This



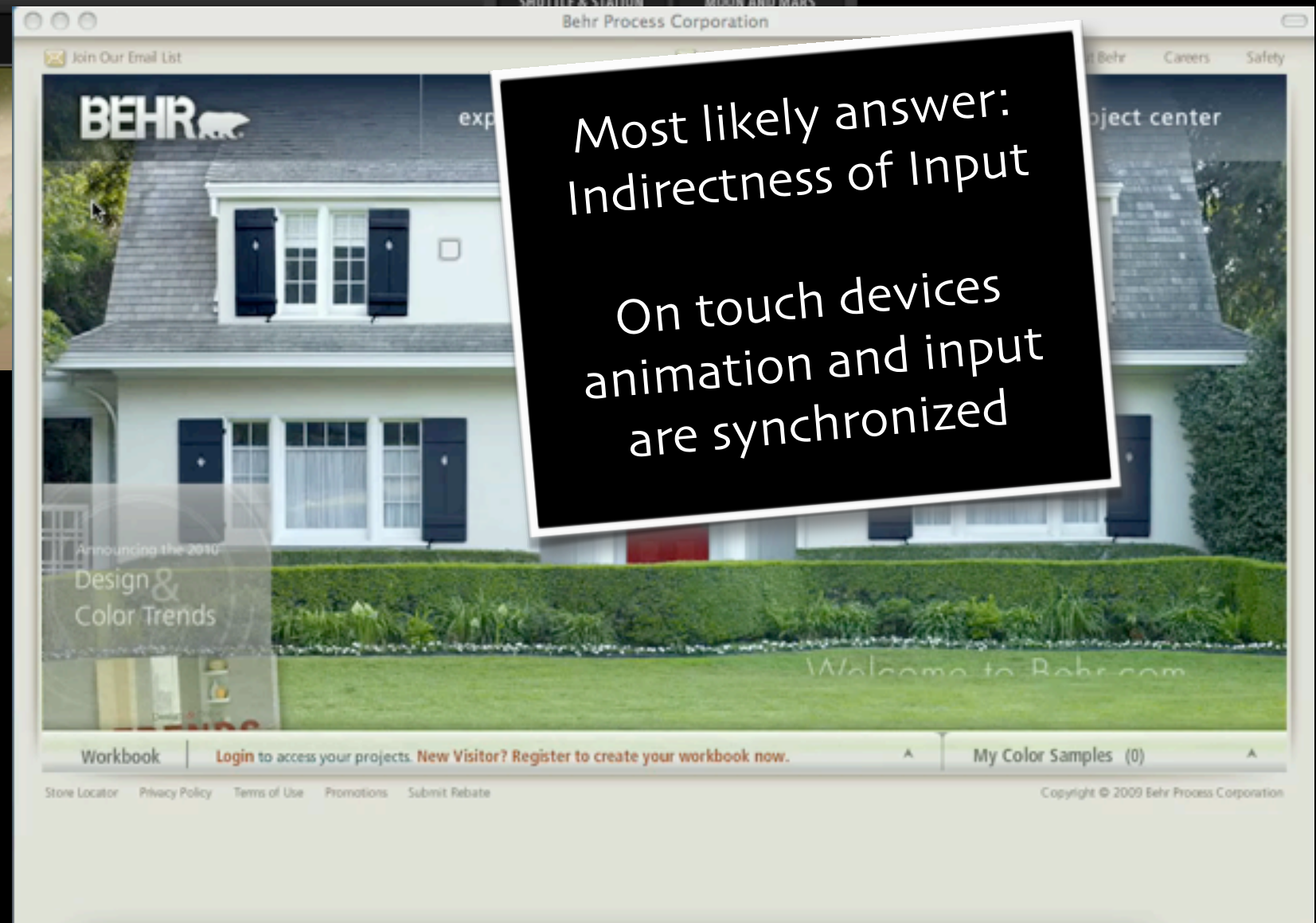
Web Apps Seem Prone to This



Web Apps Seem Prone to This



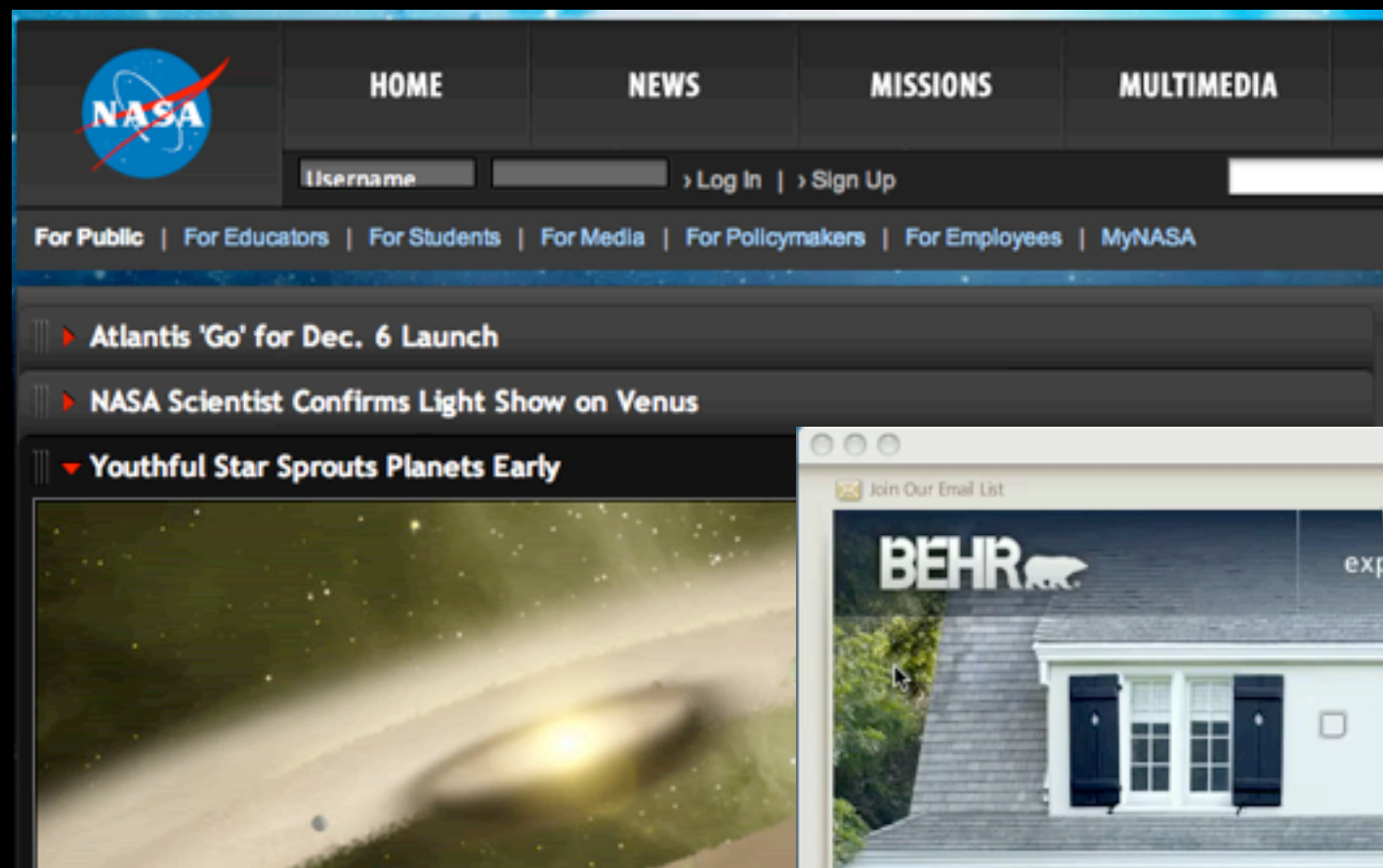
Snarky answer: Blame it on Flash :-)



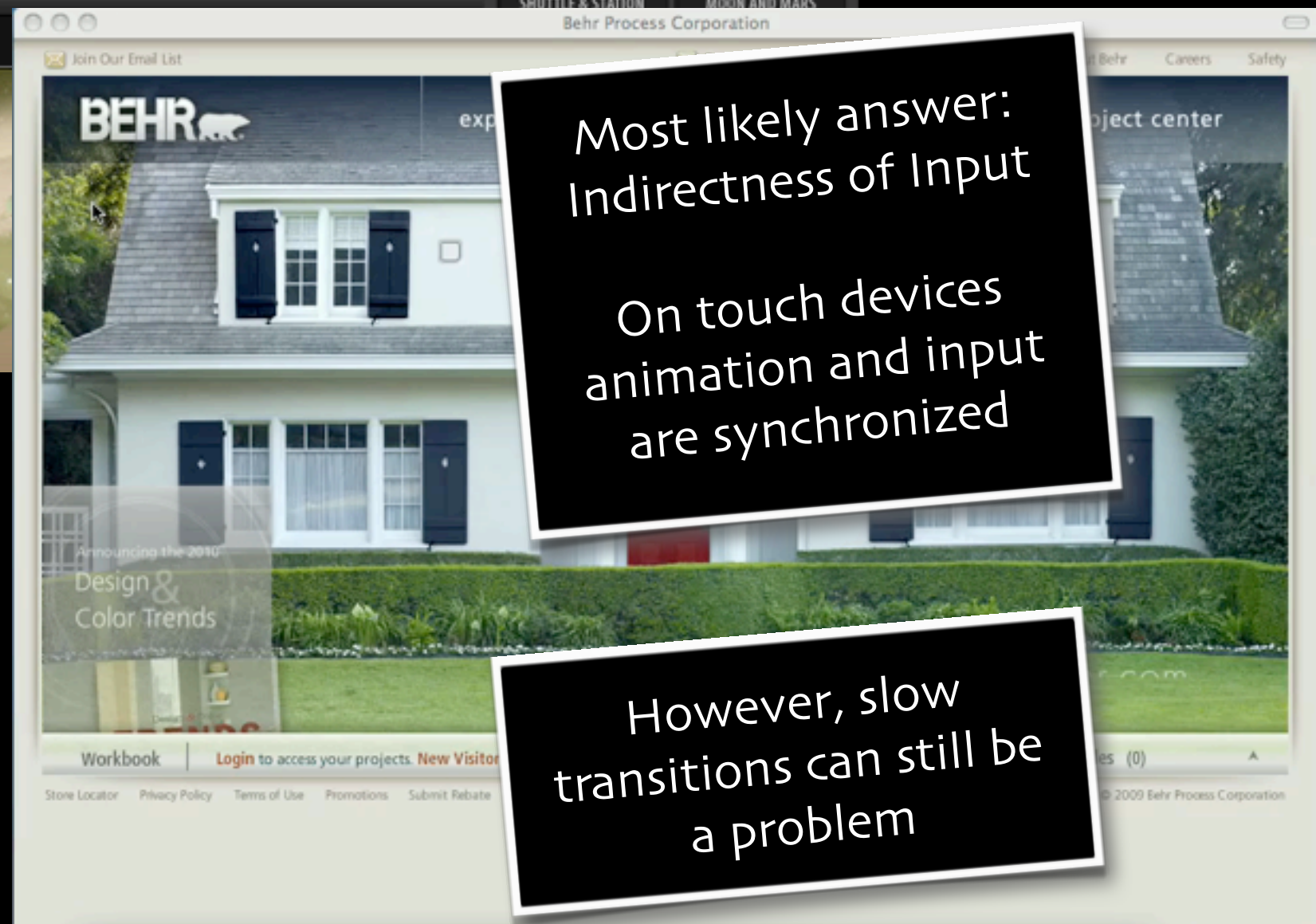
Most likely answer:
Indirectness of Input

On touch devices
animation and input
are synchronized

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

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



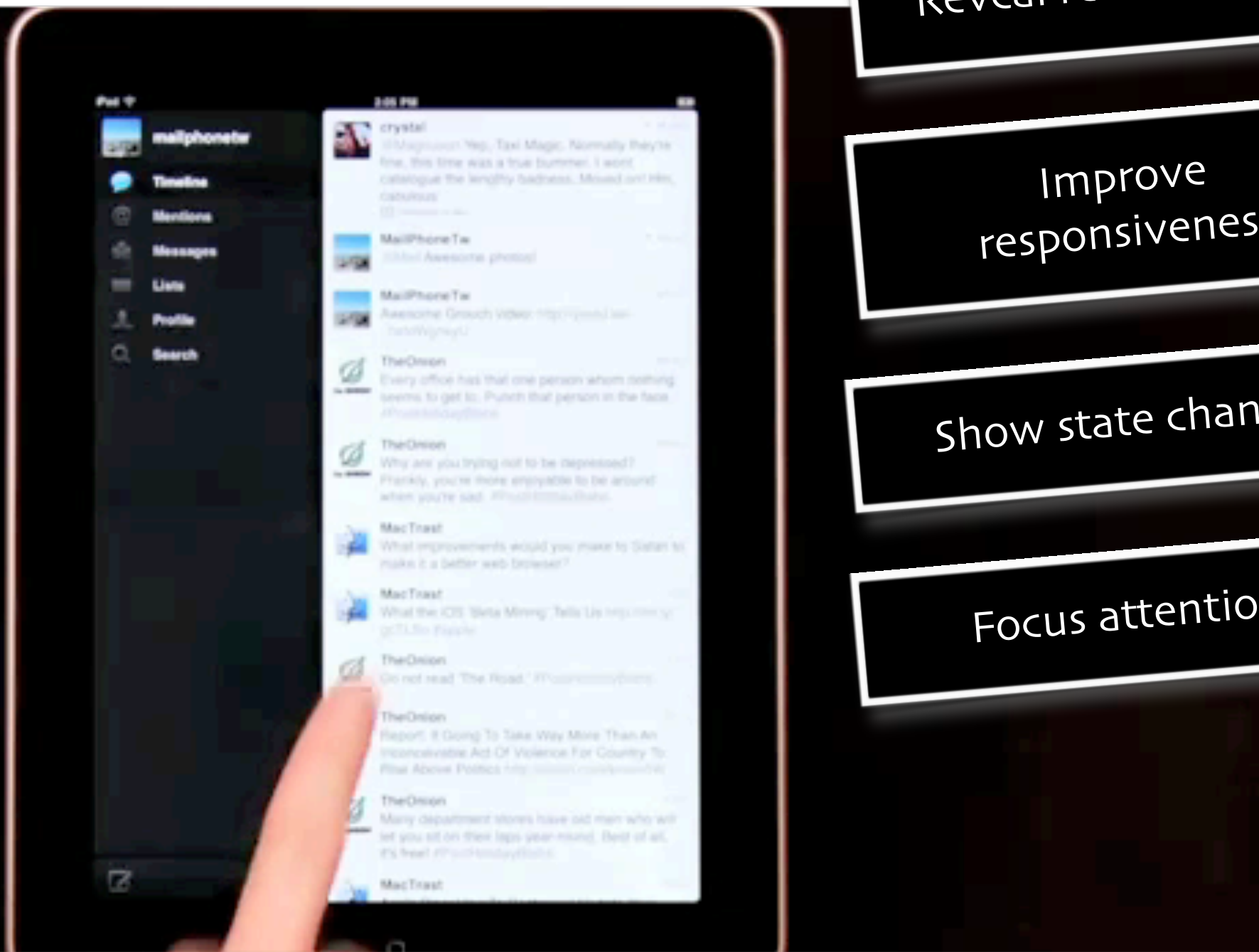
Animation Can...

Reveal relationships

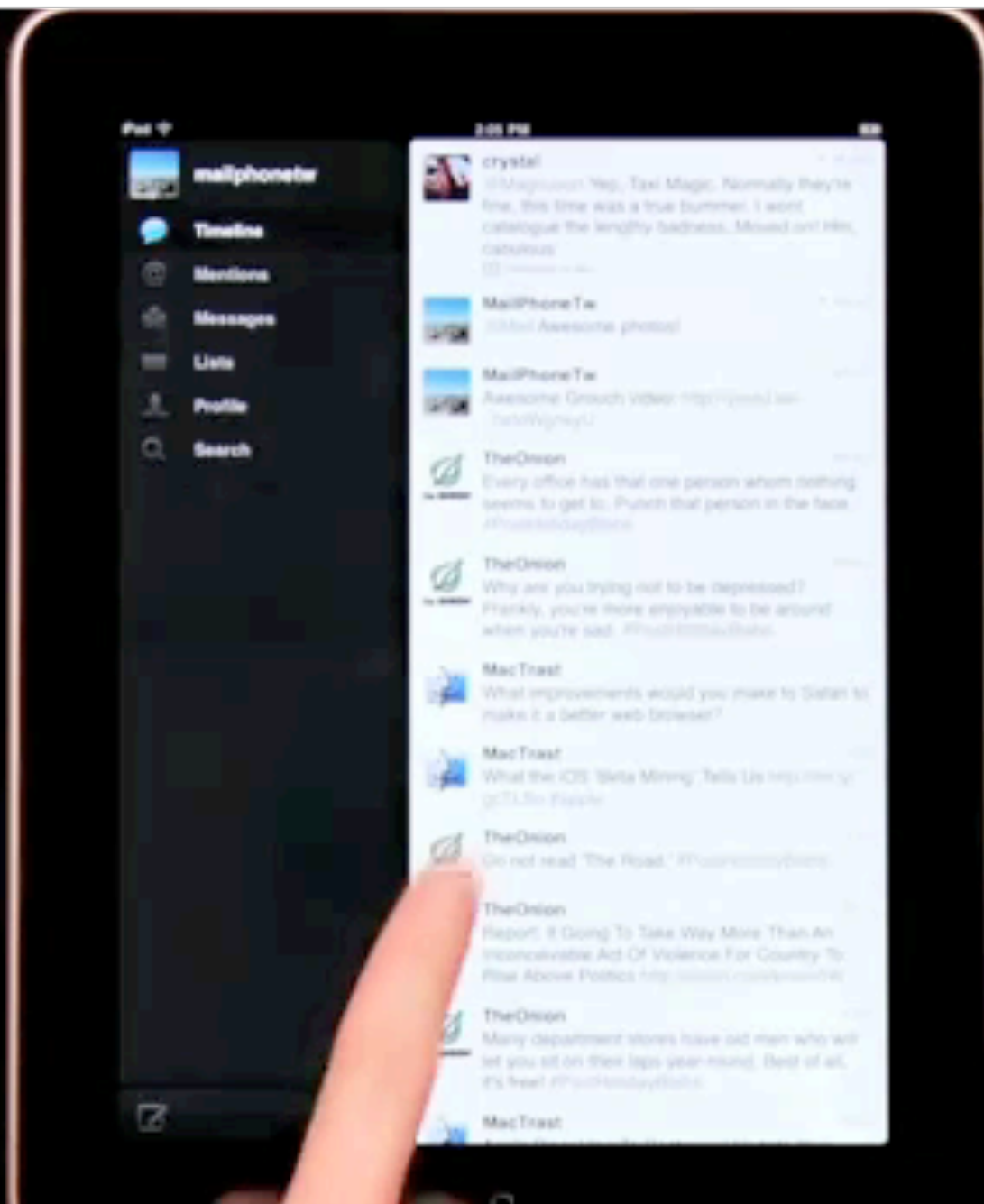
Improve
responsiveness

Show state change

Focus attention



Animation Can...



Reveal relationships

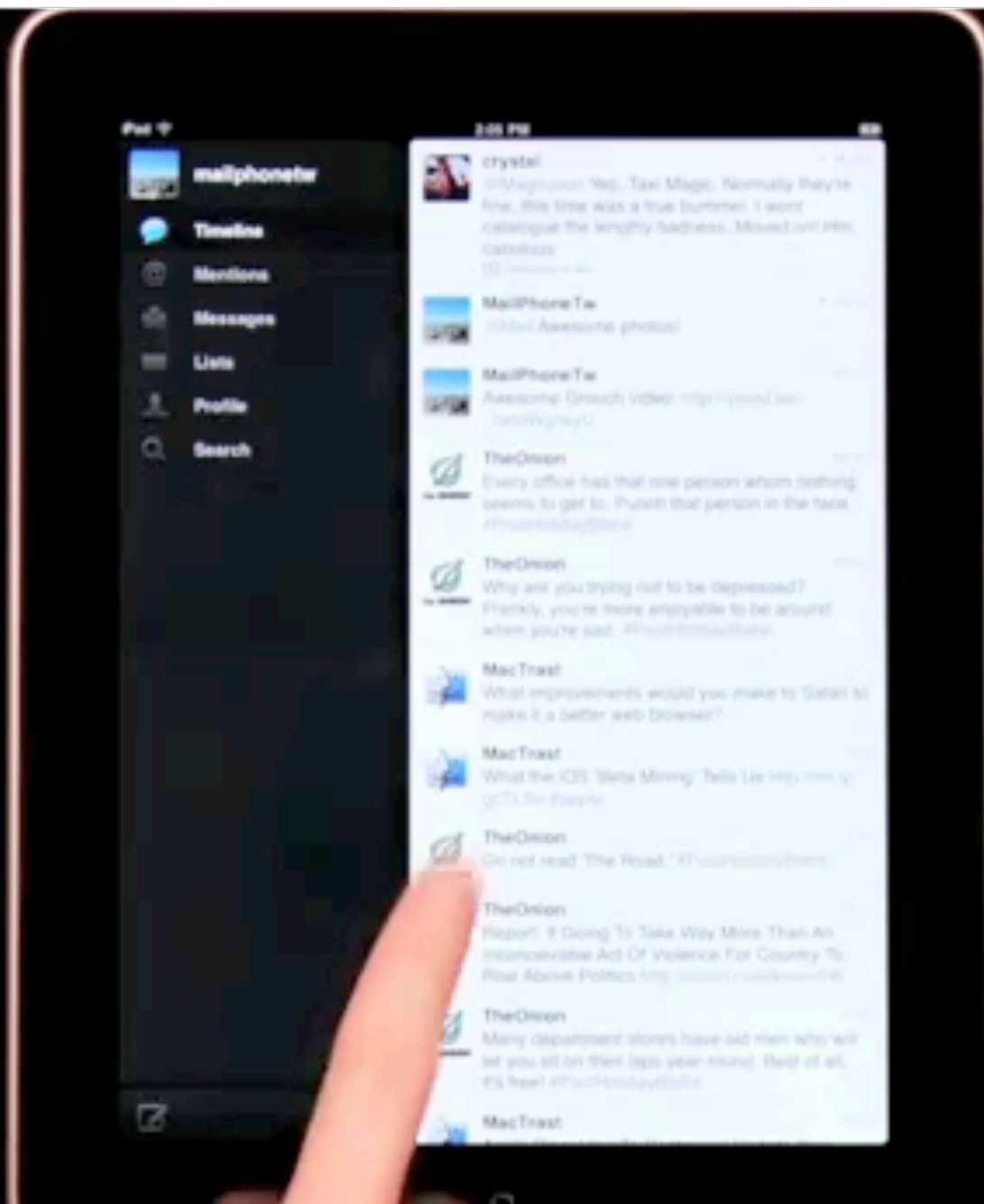
Improve
responsiveness

Show state change

Focus attention

Create delight

Animation Can...



Reveal relationships

Improve
responsiveness

Show state change

Focus attention

Create delight

Simulate physicality

TV Experiences...

TV Experiences...

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.

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched



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

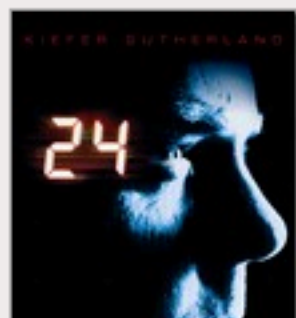
3

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



Watch Instantly

Browse DVDs

Your Queue

★ Suggestions For You

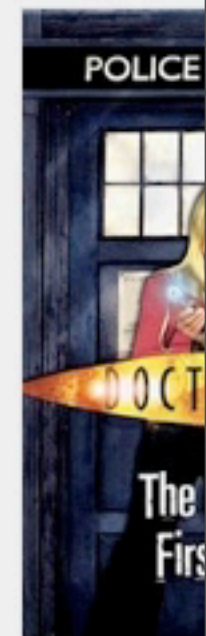
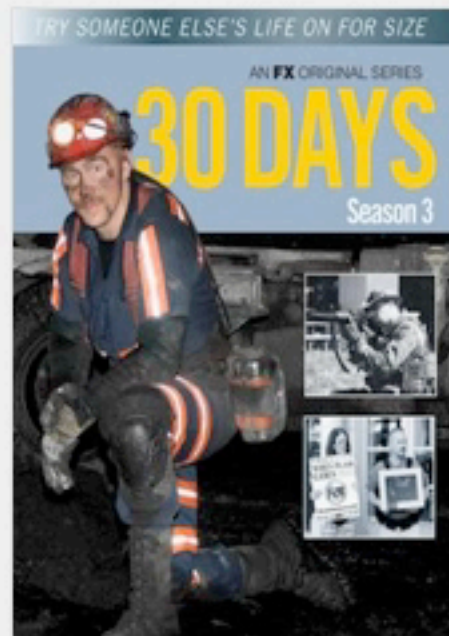
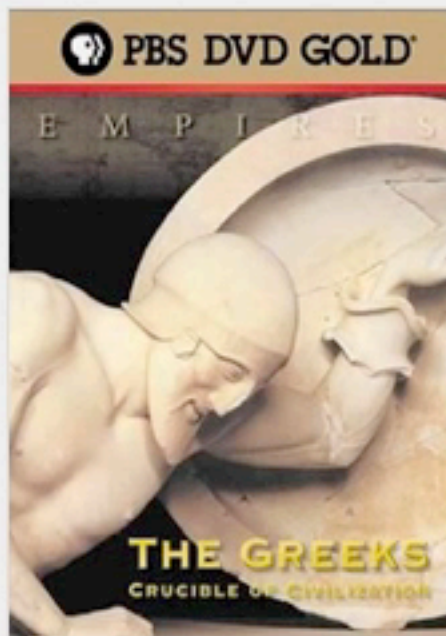
Genres ▼

New Arrivals

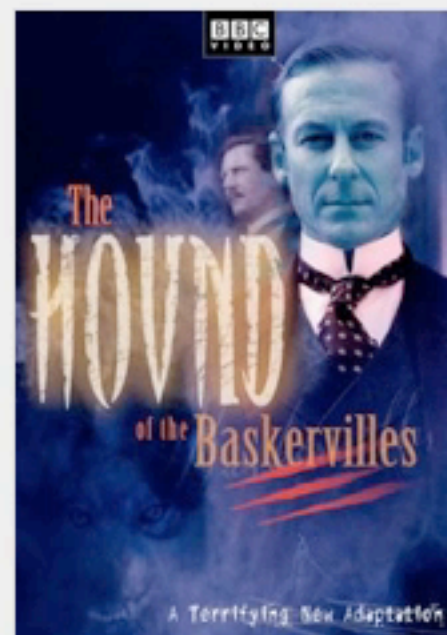
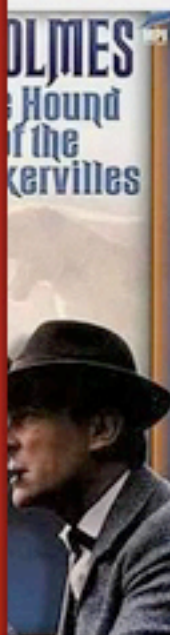
Starz Play

Instantly to your TV

TOP 10 FOR BILL

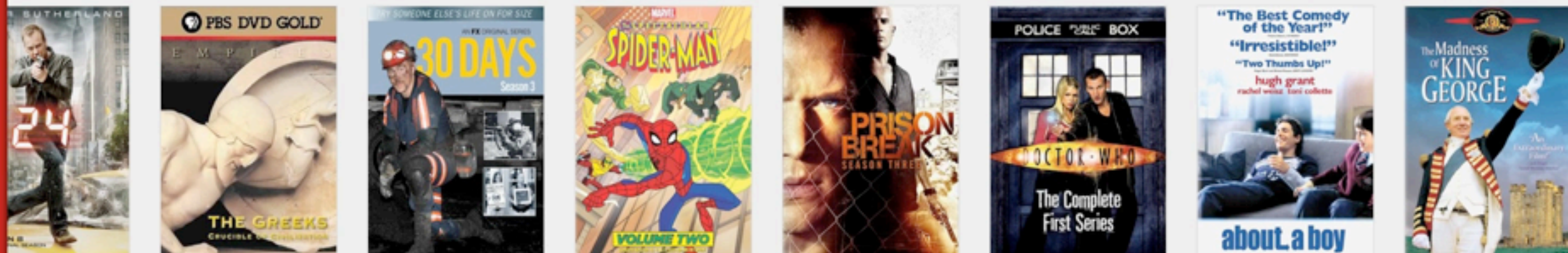


BRITISH CRIME THRILLERS

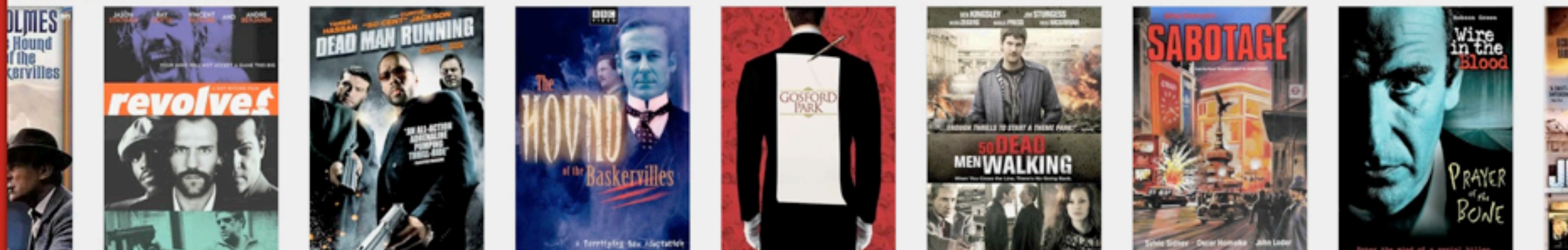


CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE

TOP 10 FOR BILL



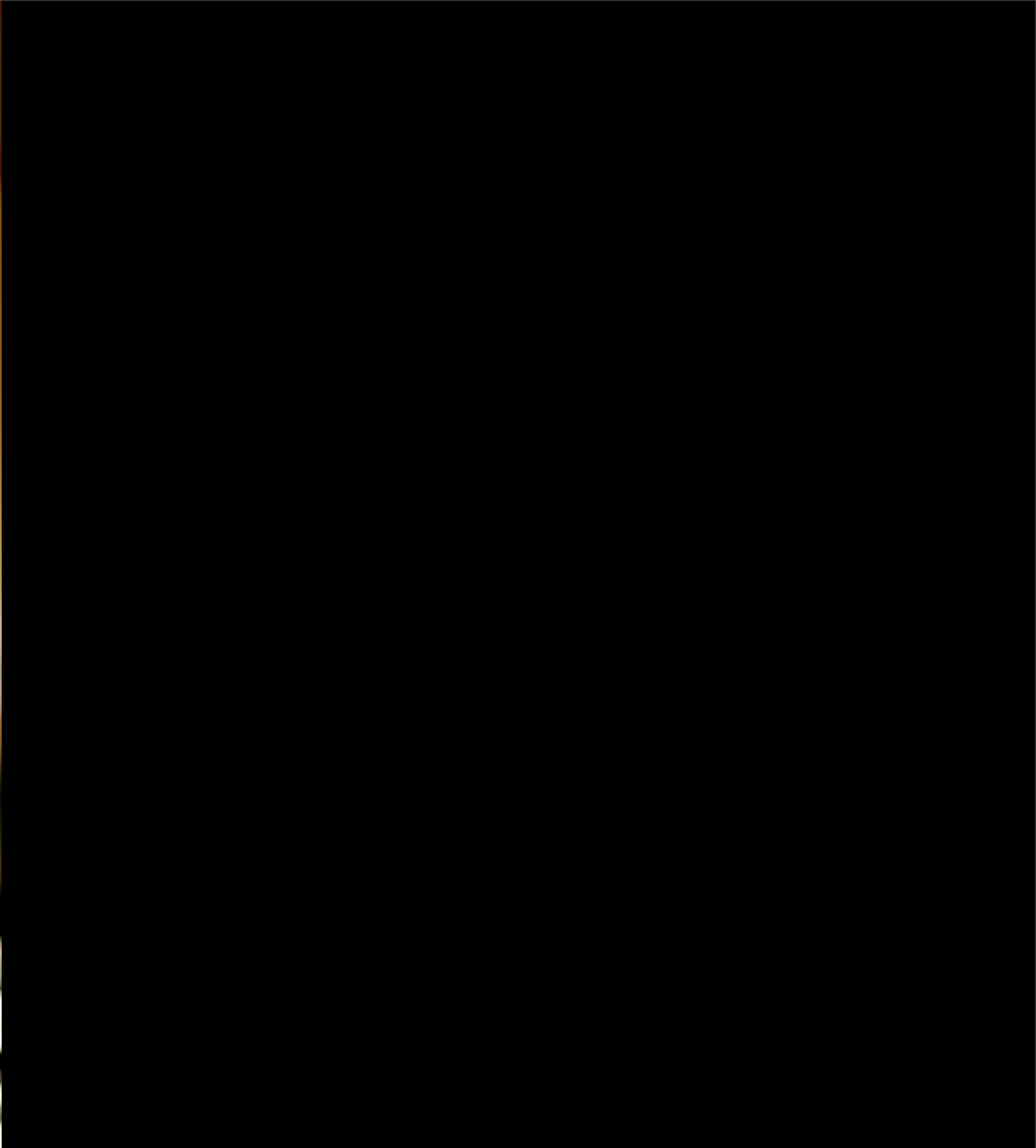
BRITISH CRIME THRILLERS



CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE



Can Influence Website Experience



Presentation

billwscott.com/share/presentations/2011/bh

Blogs

<http://looksgoodworkswell.com>

<http://designingwebinterfaces.com>

Follow me on twitter!

@billwscott



Book

<http://designingwebinterfaces.com>

Video

<http://oreil.ly/dwivideo>

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http://www.flickr.com/photos/tim_d/29529584/sizes/l/

<http://www.flickr.com/photos/miradesdunaficionat/4519236888/sizes/z/>

<http://www.flickr.com/photos/zetson/>

<http://www.flickr.com/photos/spencereholtaway/1411877351/in/photostream/>

<http://creativecommons.org/ns>

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an d
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