



## Designing for Mice & Men<sup>\*</sup>

Bill Scott, Netflix



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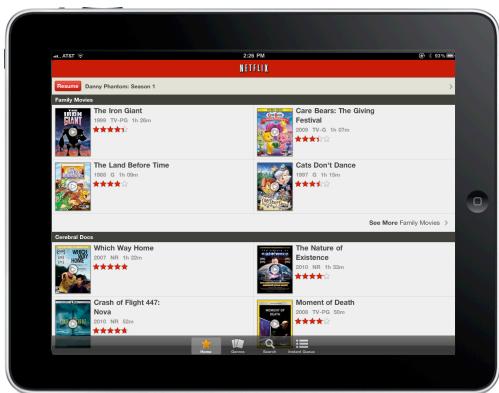
Bill Scott, Netflix

## Current Experience Chaos (400 SKUs)

The image is a collage of screenshots from the Netflix website and mobile application. At the top left, the 'Action & Adventure' section shows movie posters for 'Nikita', 'Revolution', 'Jarhead', and 'Boondock Saints'. To the right, a movie detail page for 'The Princess and the Frog' is shown, featuring a large poster, a summary, and a cast list. Below these, the 'Drama' section displays 'Vannen's Fair' and 'The Black Dahlia'. The 'New Arrivals: TV' and 'New Arrivals: Movies' sections are also visible, showing a grid of recent releases. In the center, a screenshot of the Netflix mobile app on an iPhone shows the 'Instant Queue' with several movie thumbnails. At the bottom, a screenshot of the Netflix mobile app on an iPad shows the 'Instant Queue' with titles like 'The Adventures of Baron Munchausen', 'The Office: Season 1', 'Word Wars', 'Nosferatu', and 'The Life of Birds'. The Netflix logo is consistently visible in the top right corner of each screenshot.

## Netflix “Owned” Experience Across Devices

# Netflix Across Devices (in-house products)



# Netflix Across Devices (in-house products)

Web

Tablet

Mobile

TV

## Netflix Across Devices (in-house products)

**HTML5**

**HTML5**

**HTML5**

**HTML5**

## Common Platform Across Devices

**Web Browser**

**iOS Webkit**

**iOS Webkit**

**QT Webkit &  
Skia Webkit**

## **Why do we want to own the experience?**

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We like agile Web better than rigid CE firmware process

We value "Learn Fast/Fail Quickly"

The reality is any other path is chaos

# Initial HTML5 Experience: PS3 - "Special"

NETFLIX

Recently Watched

Suggestions for You

MORE

A row of four movie and TV show covers. From left to right: 'Alice in Wonderland' (Disney), 'Danny Phantom' (Season 1), 'Danny Phantom' (Season 2), 'Danny Phantom' (Season 3), and 'Last Song'.

New Arrivals

Genres

Instant Queue

Search

TV

A row of four TV show covers. From left to right: 'The Office' (Season 6), 'Spartacus: God of Vengeance', 'Futurama', and 'Spartacus' (Theatrical Release).

[View more suggestions](#)

Emotional Movies

A row of five movie covers. From left to right: 'The Missing', 'The Land Before Time', '3 Golden Globes: Admiradores', 'Precious', and 'Goldeer: Glorie Wanneer...'. The fifth cover is partially visible.

## Alternate HTML5 Experience: PS3 - "Plus"

# Alternate HTML5 Experience: PS3 - “Plus”

2 / 332

△ Search

## Instant Queue



## Recently Watched



**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

## Emotional Dramas

## **Designing Across Platforms**

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We design for user posture, input capabilities, navigation styles and display capabilities

## **Designing Across Platforms**

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

We design for user posture, input capabilities, navigation styles and display capabilities

Try to embrace the constraints (design for mobile first!)

## **Designing for Mice & Men**

# Designing for Mice & Men



Web

Input

**Indirect.**

Pointer/keyboard

Navigation

**Controls & windows**

Posture

**Stationary**

Working

Display

**Hi-Rez**

Large,

Near

# Designing for Mice & Men



Web



TV  
10' UI

Input

**Indirect.**

Pointer/keyboard

Input

**Indirect.**

LRUD/OSK

Navigation

**Controls & windows**

Navigation

**Panes**

Posture

**Stationary**

Working

Posture

**Lean Back**

Relaxing

Display

**Hi-Rez**

Large,

Near

Display

**Hi-Rez**

Large

Far-away

# Designing for Mice & Men

 Web	 TV 10' UI	 Mobile
Input <b>Indirect.</b> Pointer/keyboard	Input <b>Indirect.</b> LRUD/OSK	Input <b>Direct.</b> Gesture/OSK
Navigation <b>Controls &amp; windows</b>	Navigation <b>Panes</b>	Navigation <b>Panes</b>
Posture <b>Stationary</b> Working	Posture <b>Lean Back</b> Relaxing	Posture <b>On-the-go</b> In Hand
Display <b>Hi-Rez</b> Large, Near	Display <b>Hi-Rez</b> Large Far-away	Display <b>Hi-Rez</b> Small Near

# Designing for Mice & Men

 Web	 TV 10' UI	 Mobile	 Tablet
Input <b>Indirect.</b> Pointer/keyboard	Input <b>Indirect.</b> LRUD/OSK	Input <b>Direct.</b> Gesture/OSK	Input <b>Direct.</b> Gesture/OSK
Navigation <b>Controls &amp; windows</b>	Navigation <b>Panes</b>	Navigation <b>Panes</b>	Navigation <b>Panes &amp; Slideouts</b>
Posture <b>Stationary</b> Working	Posture <b>Lean Back</b> Relaxing	Posture <b>On-the-go</b> In Hand	Posture <b>On-the-go</b> Lean back Shared
Display <b>Hi-Rez</b> Large, Near	Display <b>Hi-Rez</b> Large Far-away	Display <b>Hi-Rez</b> Small Near	Display <b>Hi-Rez</b> Medium, Near



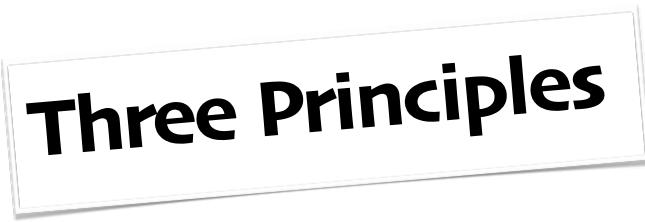
## So what's common?

### **design principles**

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

but the application of principles varies across

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

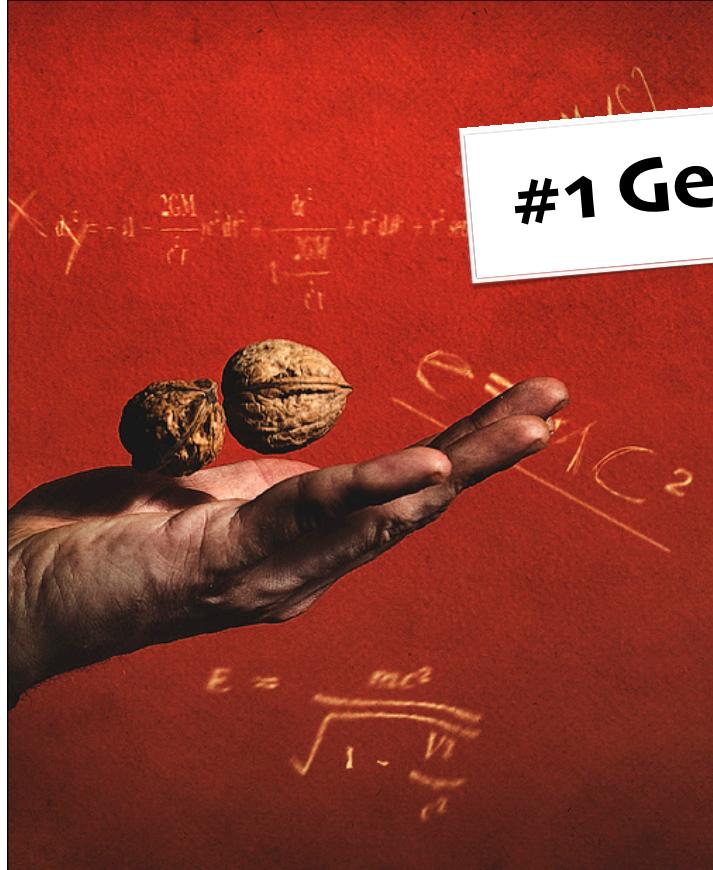


## Three Principles

# Three Principles

common design principles for  
multiple platform design

## #1 Get Physical



# The Illusion of Physicality



# The Illusion of Physicality



## Design for Physicality

## Design for Physicality

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

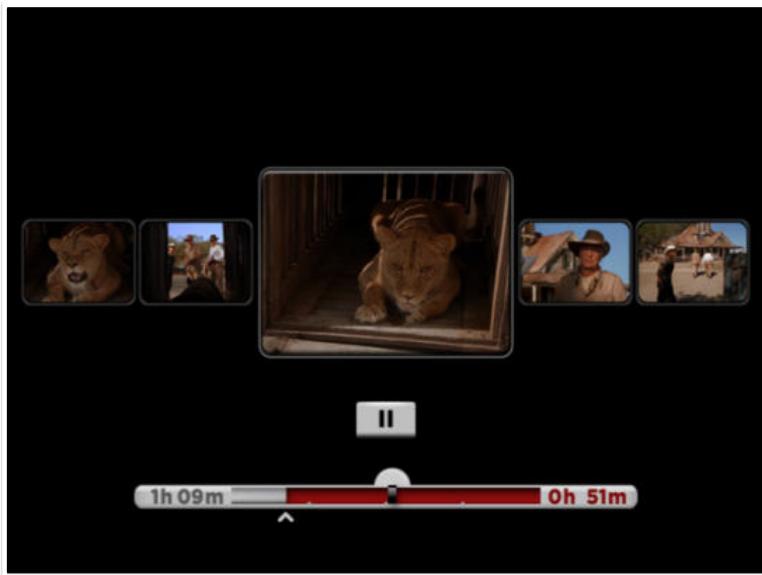
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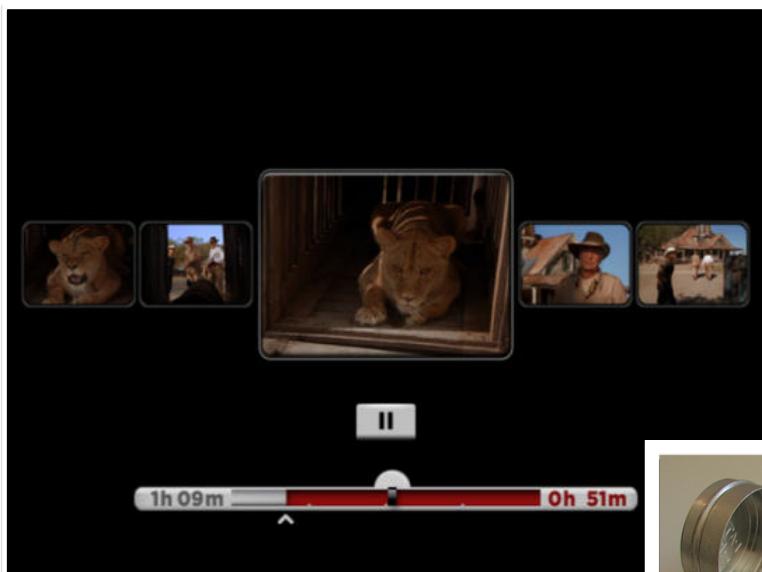
- Apple HIG

**Use Metaphors  
to Embody  
Physicality**

## Physicality as Metaphor



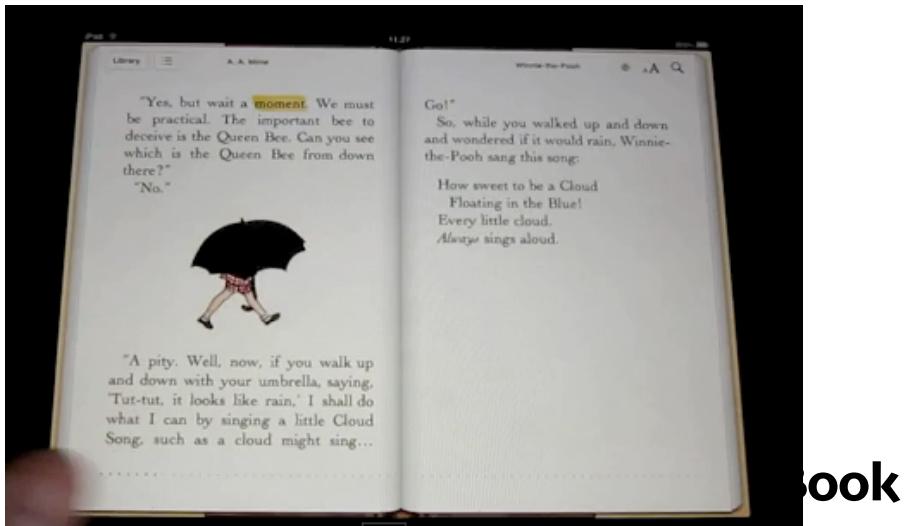
## Physicality as Metaphor



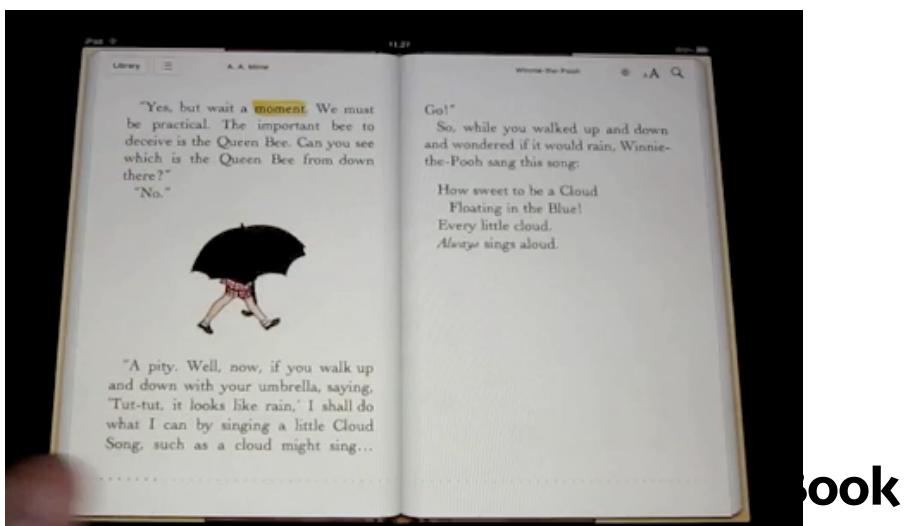
Film Strip



# Physicality as Metaphor



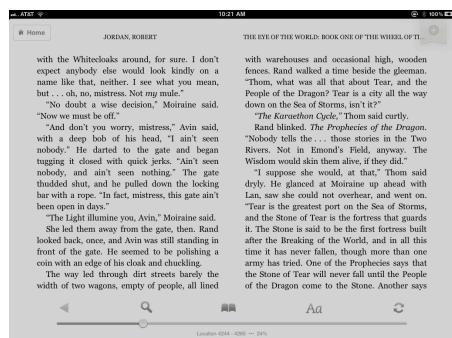
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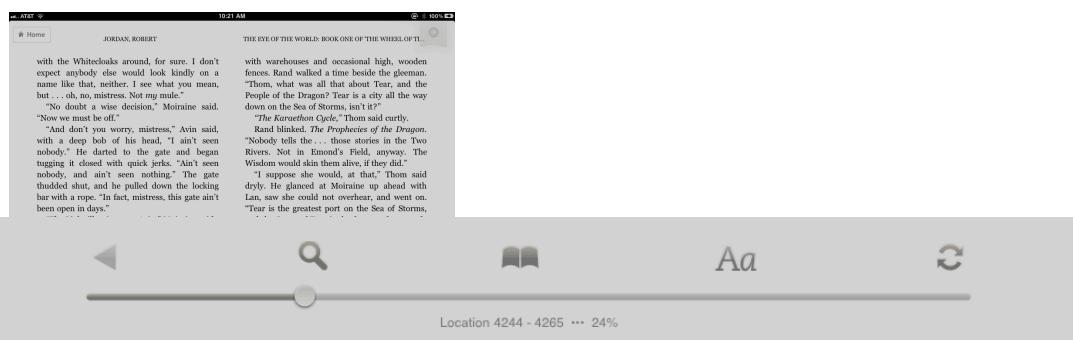
**"Books have pages"**

**"Pages turn"**

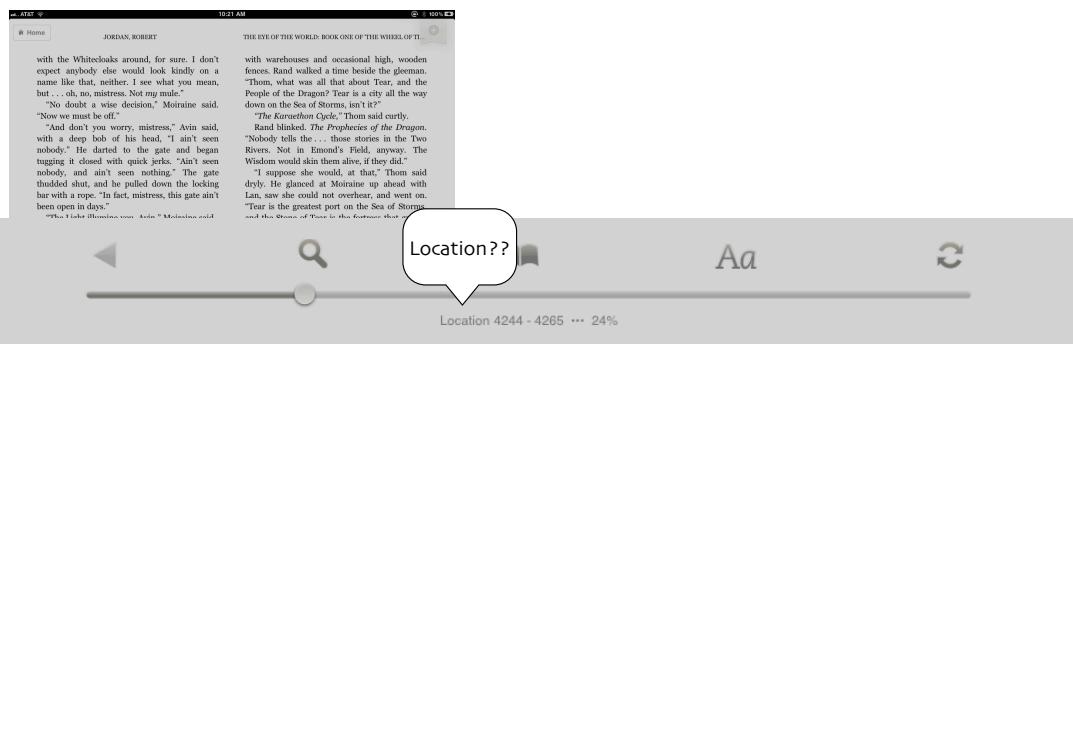
# Anti-Pattern: Broken Metaphor



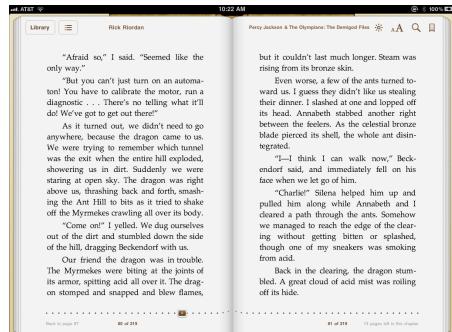
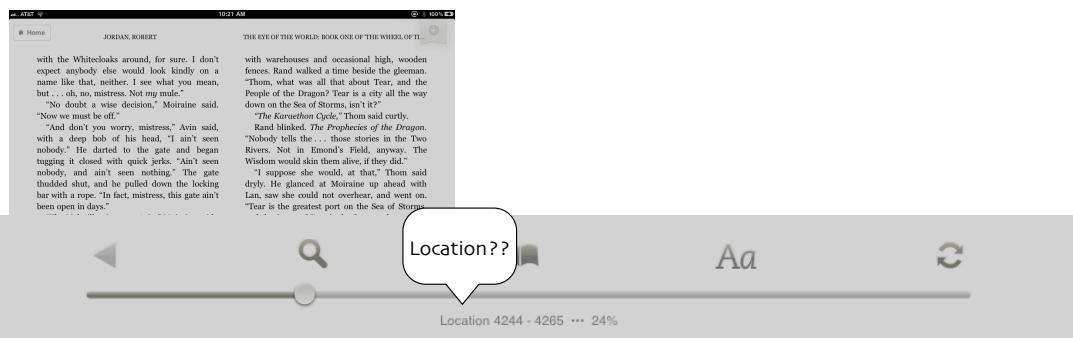
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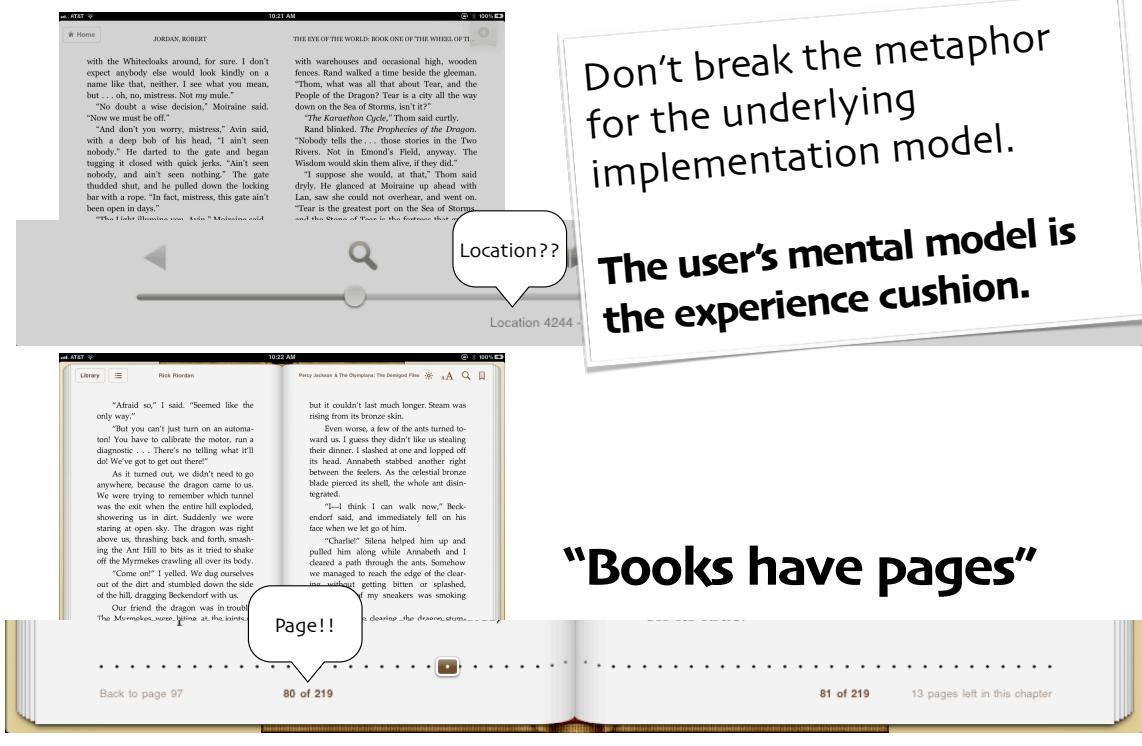
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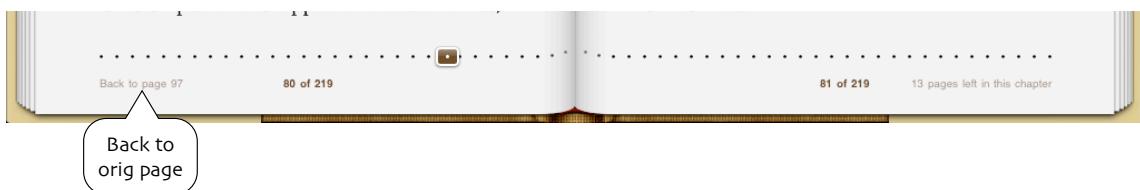


# Break the Metaphor with Magic

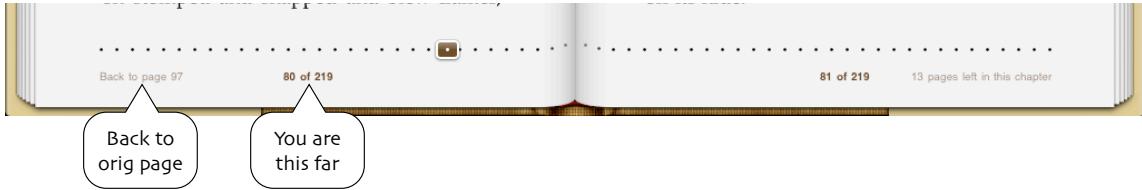
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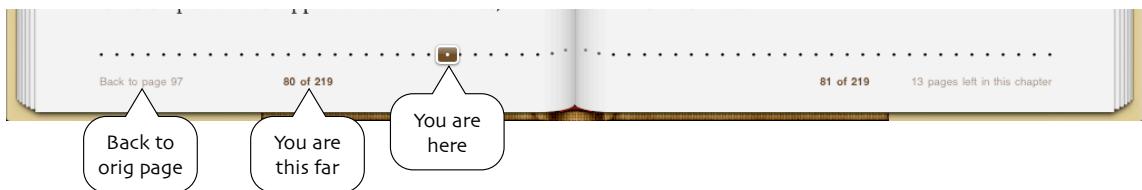
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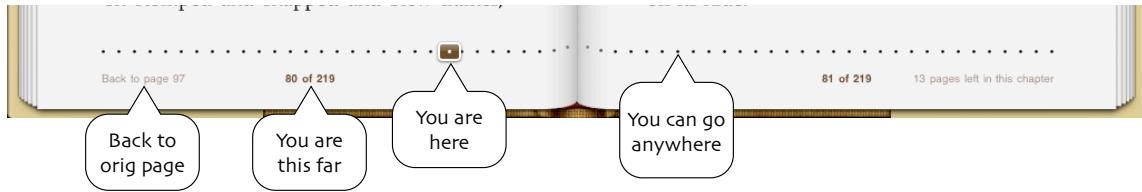
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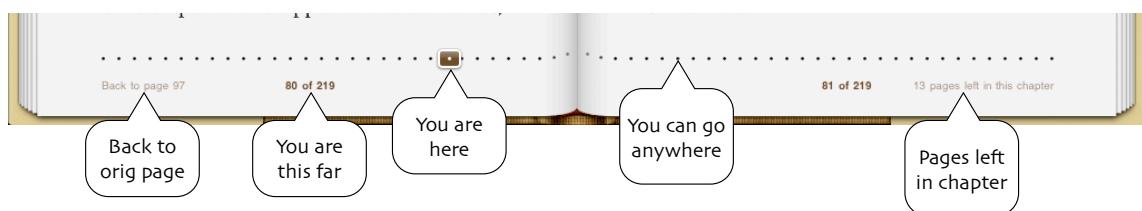
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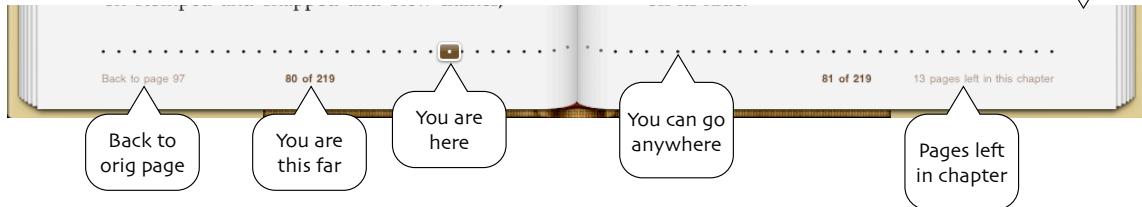


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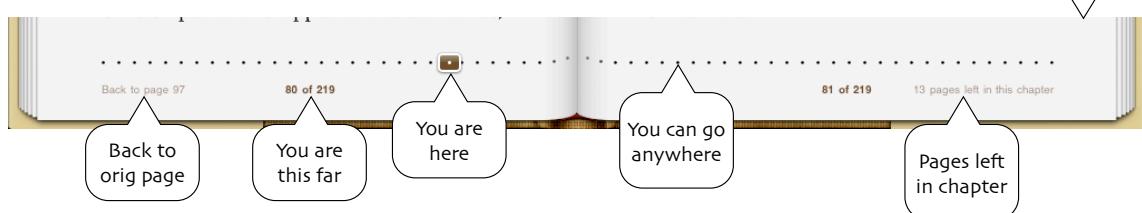
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Tap to  
change  
page



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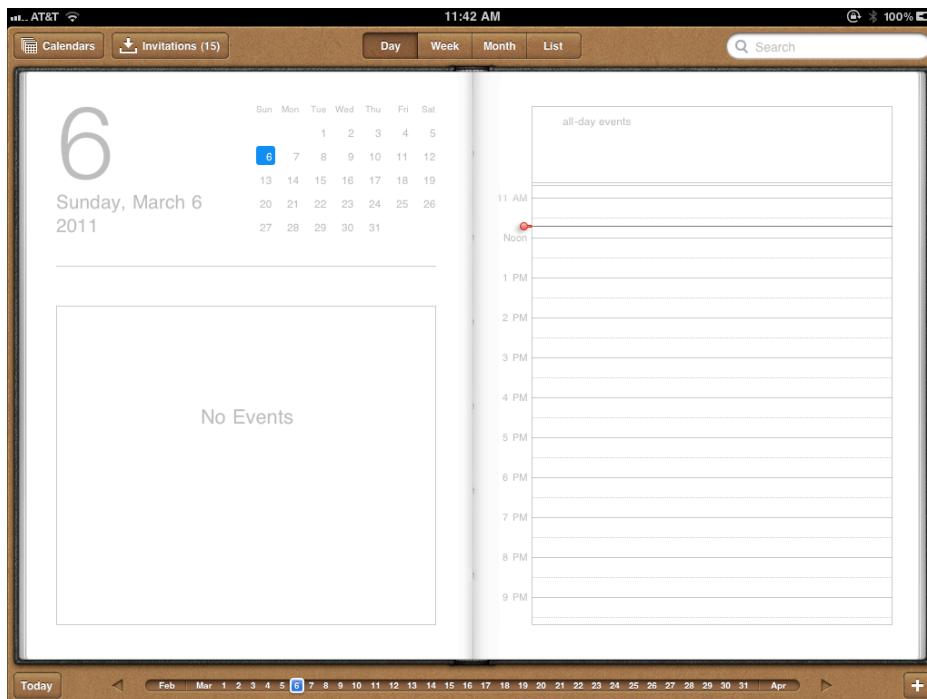
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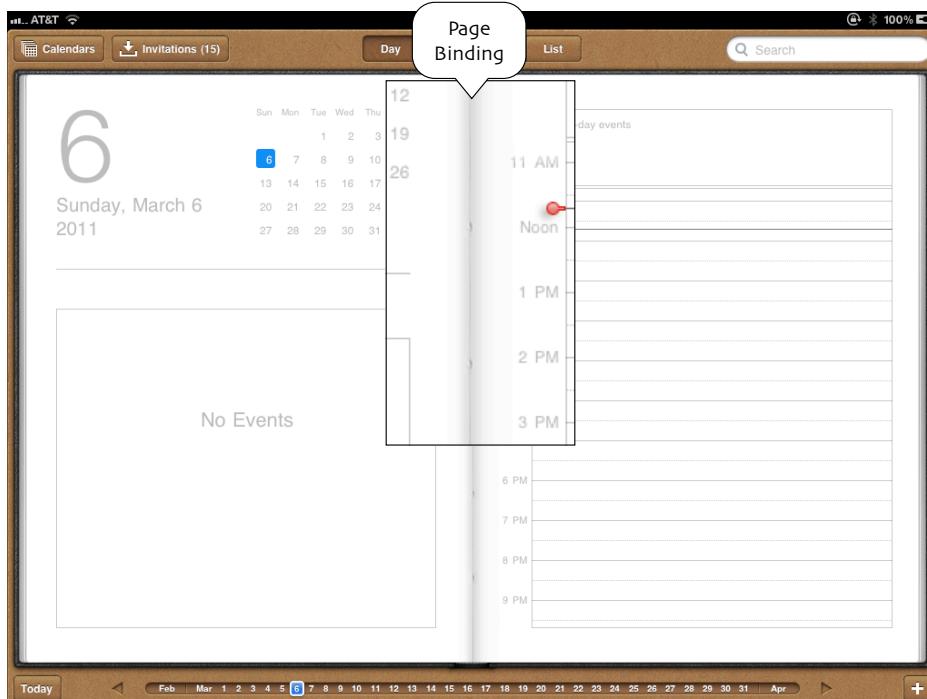
Strict physicality is hard work.

Use magic to simplify the real  
world.

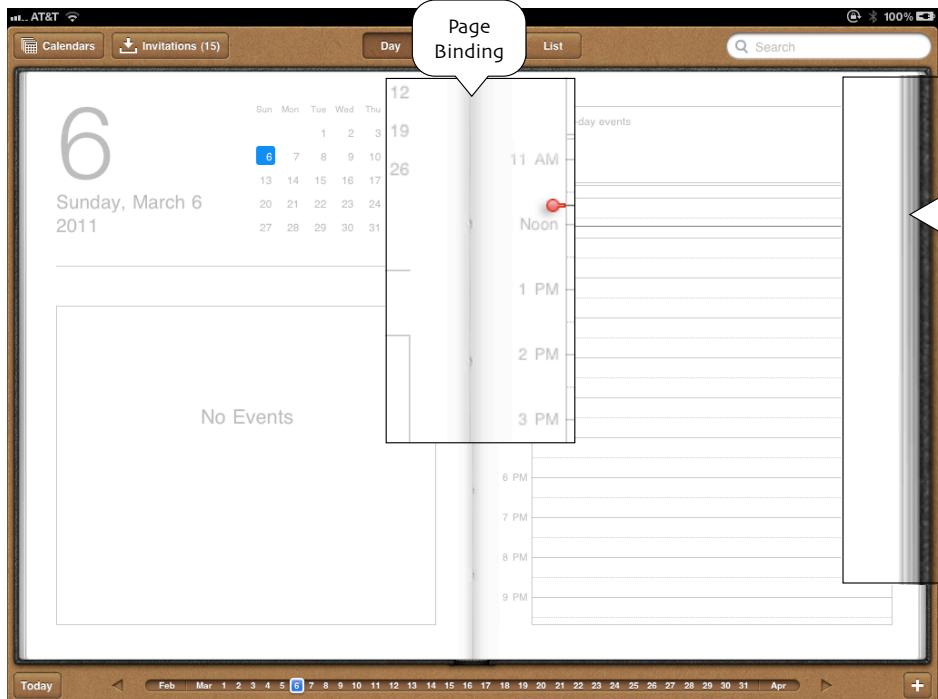
## To Flick or not to Flick



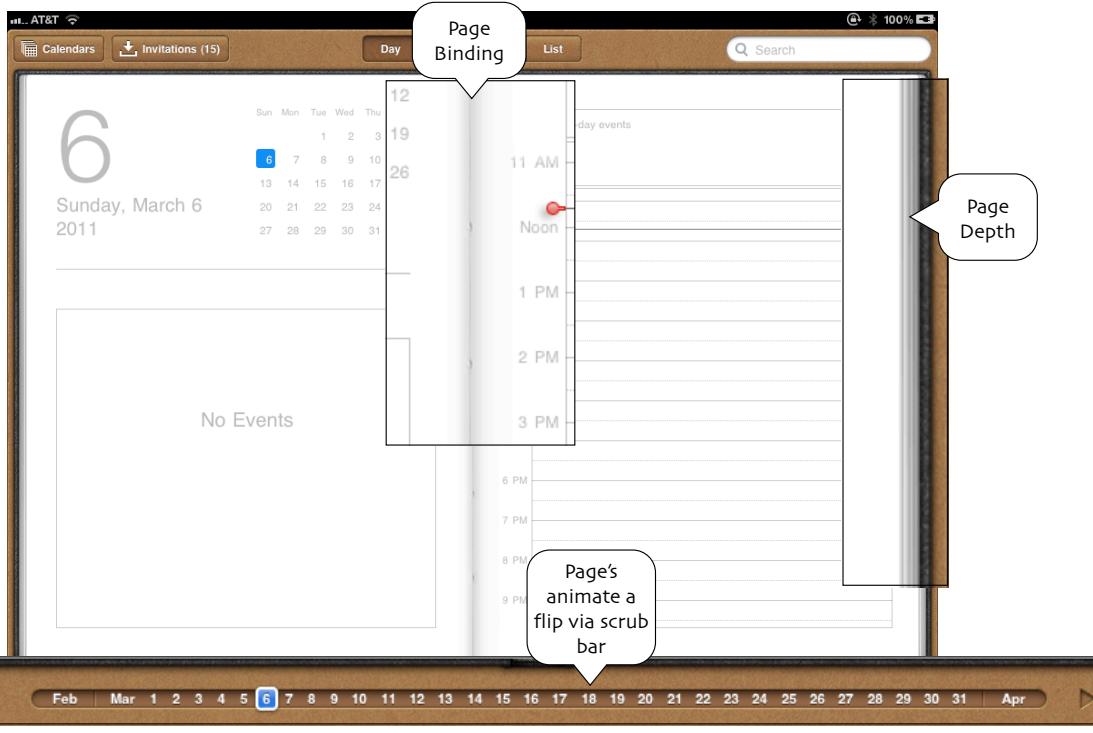
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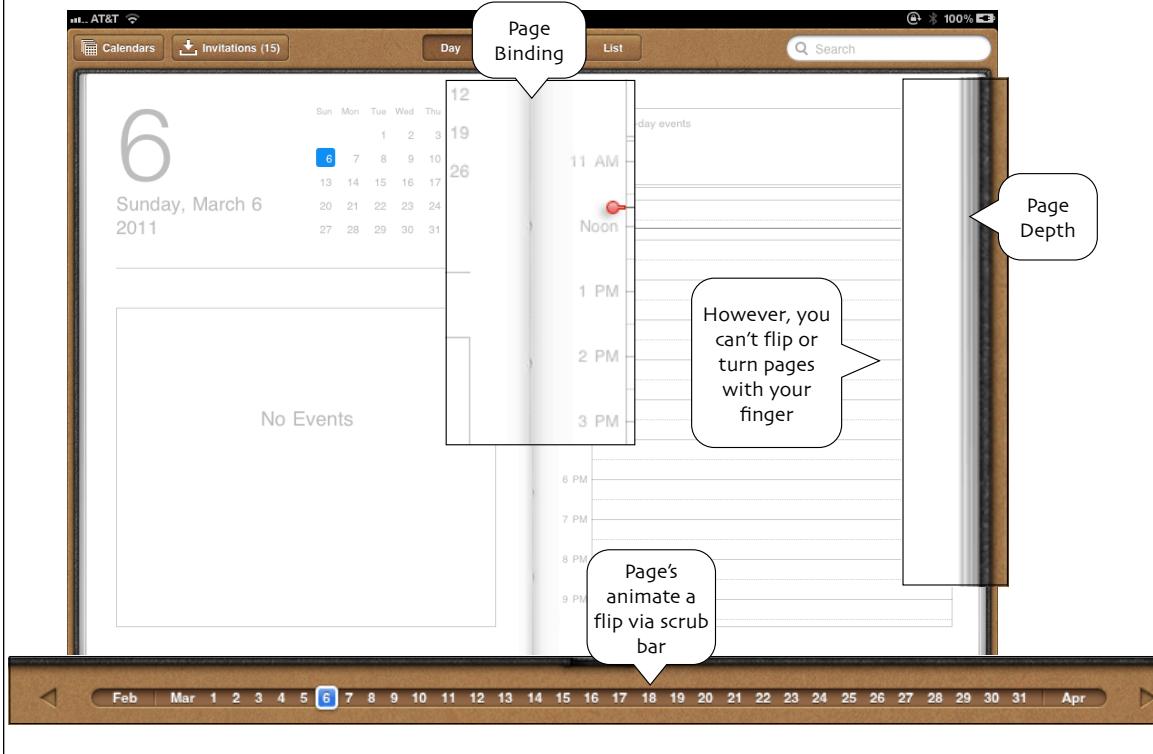
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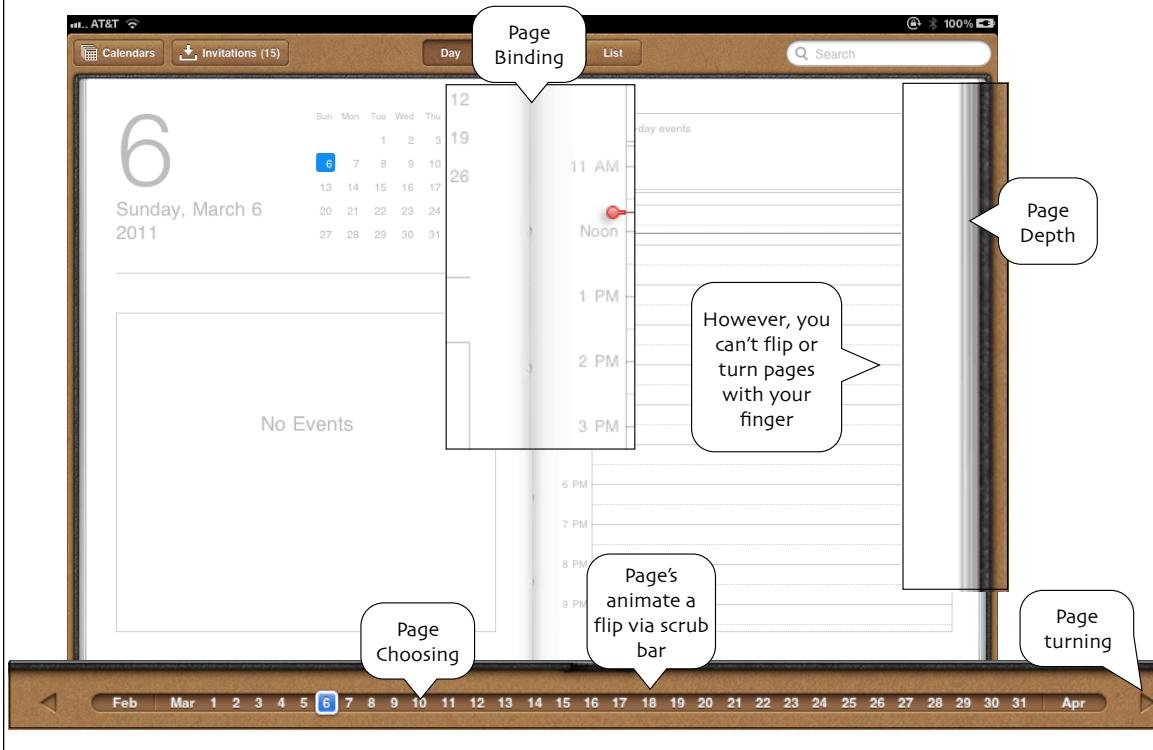
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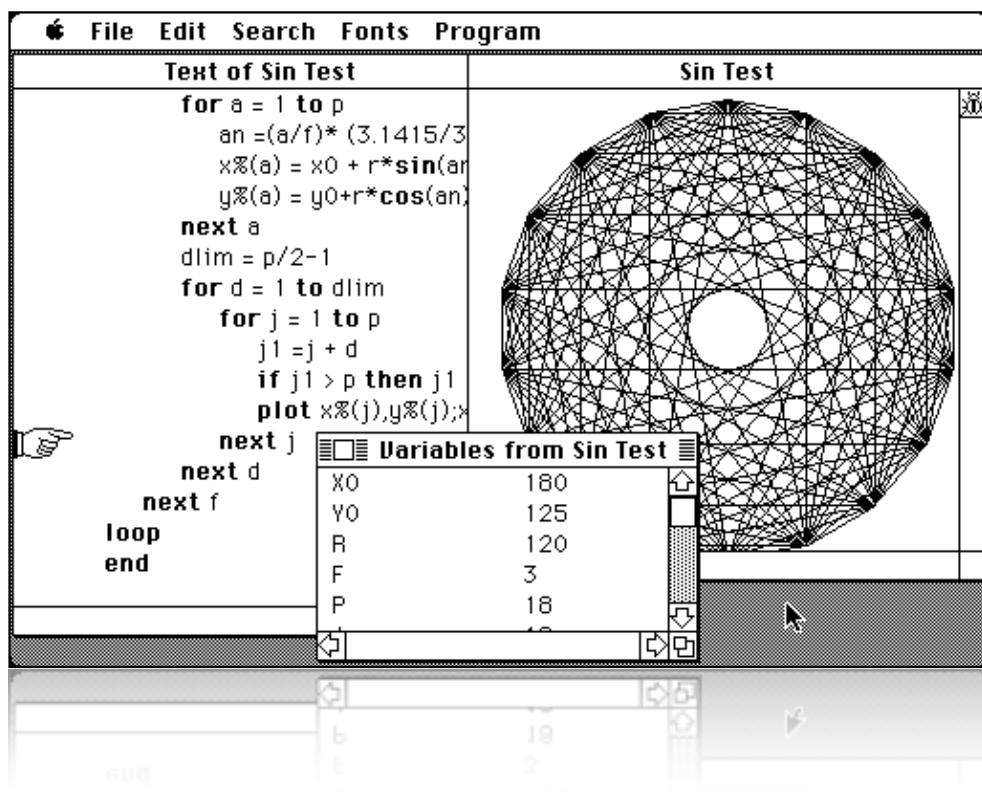
## To Flick or not to Flick



## To Flick or not to Flick



# Use Directness to Simulate Physicality

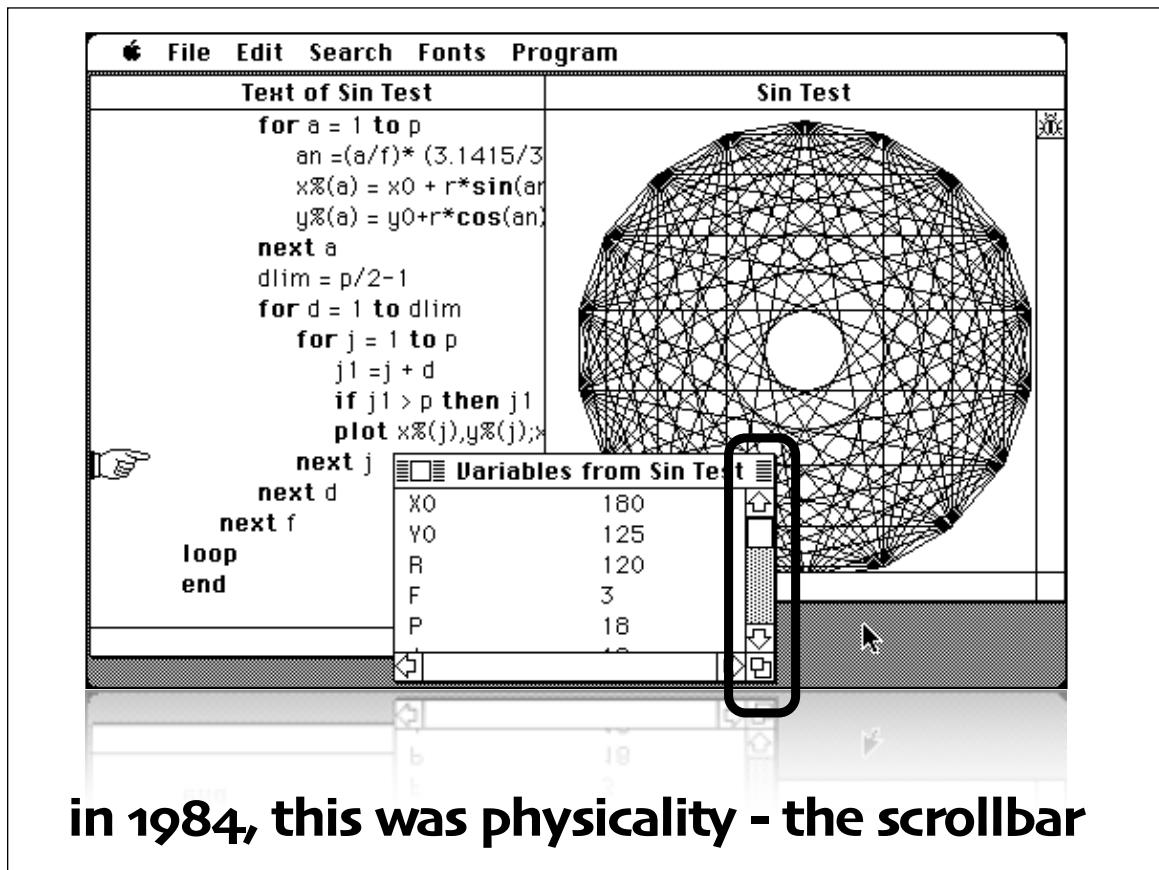
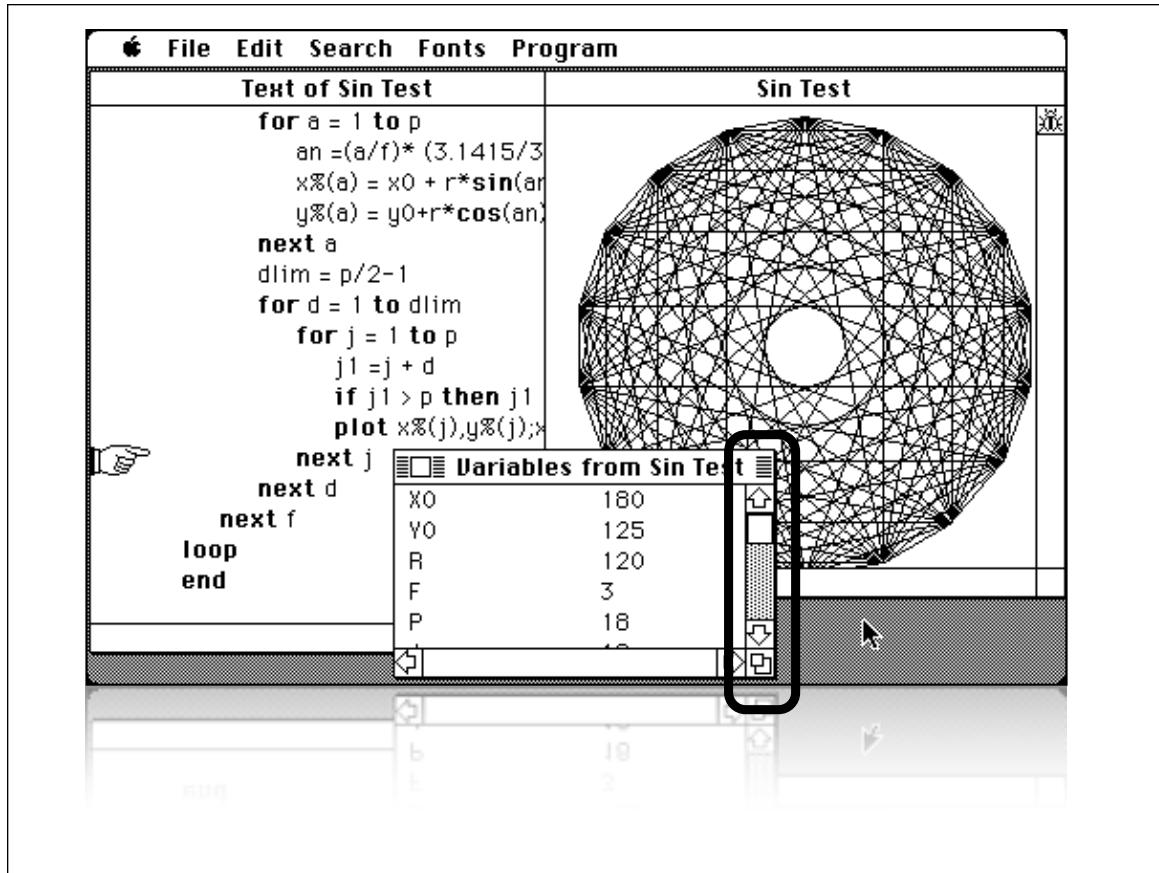


The image shows a software application window with the following components:

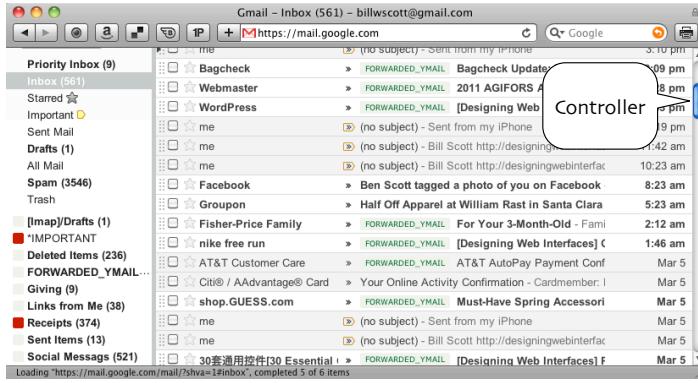
- Menu Bar:** File, Edit, Search, Fonts, Program
- Text Editor:** "Text of Sin Test" containing the following pseudocode:

```
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
```
- Plot Area:** "Sin Test" showing a complex, fractal-like circular pattern.
- Variables Table:** "Variables from Sin Test" listing the following values:

X0	180
Y0	125
R	120
F	3
P	18
- Bottom Bar:** A toolbar with various icons.

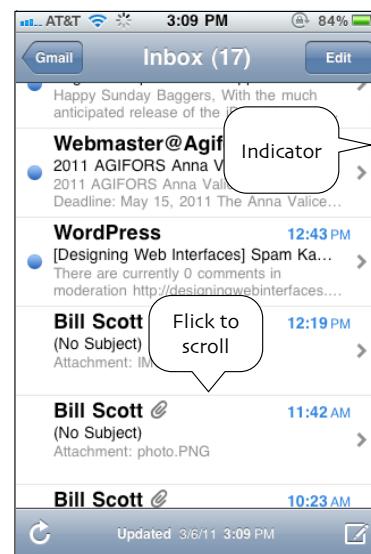
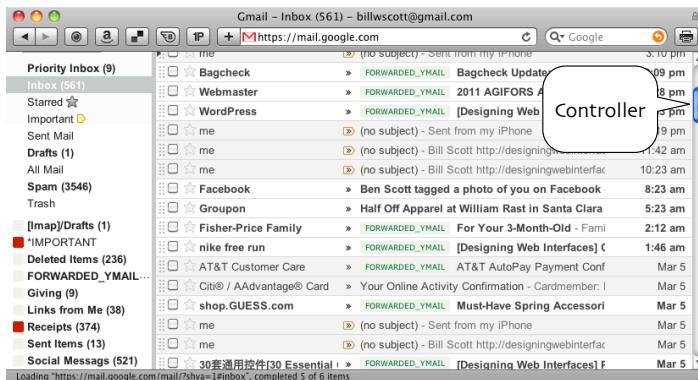


# Scrollbar Evolution



# Scrollbar Evolution

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



**Thumbwheel is an evolution as well**

## It must feel real



## It must feel real



## It must feel real



Make sure event handling is consistent

Remember fingers are fat. Real estate is limited

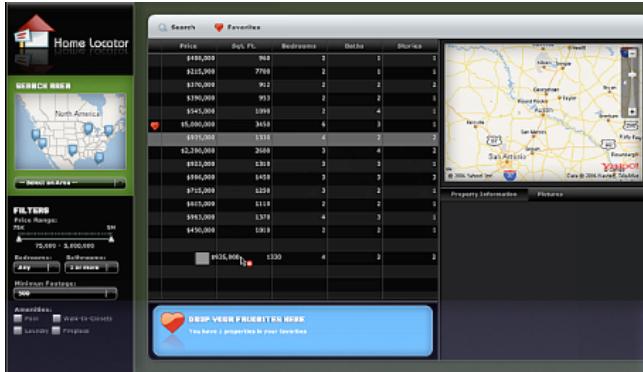
## It must feel real



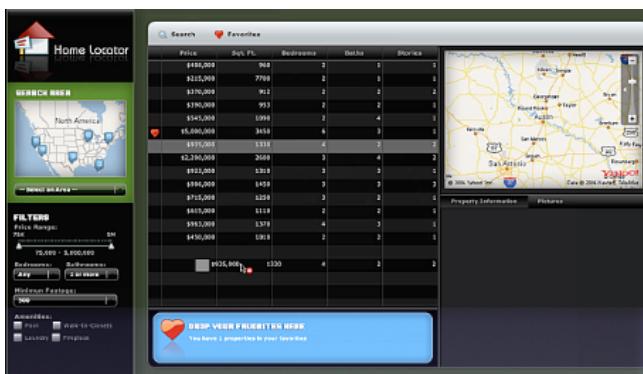
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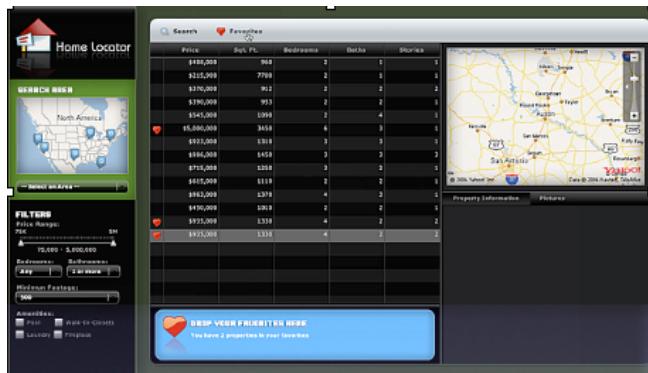
## Anti-Pattern: Mismatched Metaphor



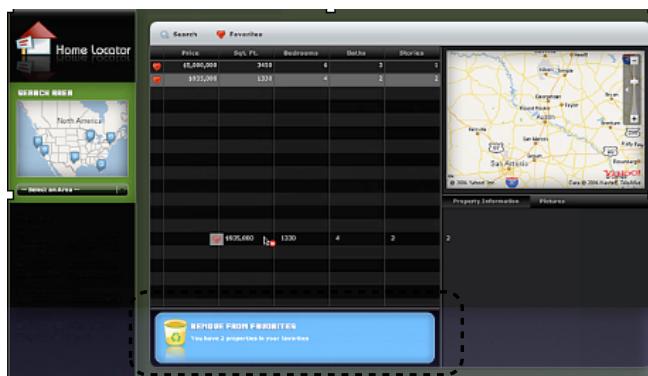
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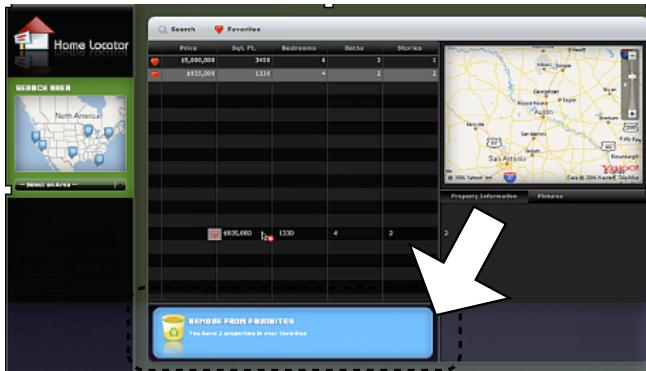


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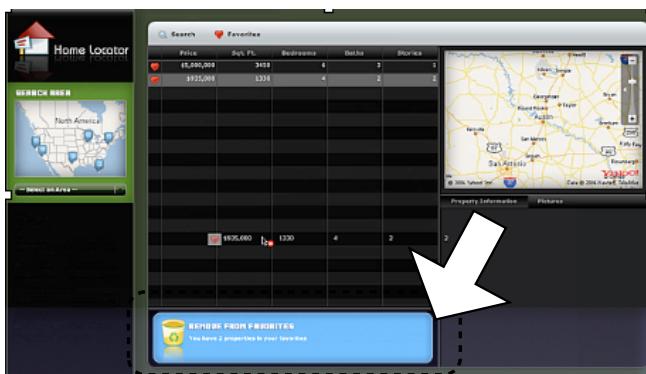
anti-pattern: **artificial construct**

## Anti-Pattern: Mismatched Metaphor



anti-pattern: **artificial construct**

## Anti-Pattern: Mismatched Metaphor



anti-pattern: **artificial construct**



Drag the DVDs into the boxes below

When we suggest a DVD you like, click the "find out more" link to see more information or buy the DVD.

Loved It

City Heat

haven't Seen It

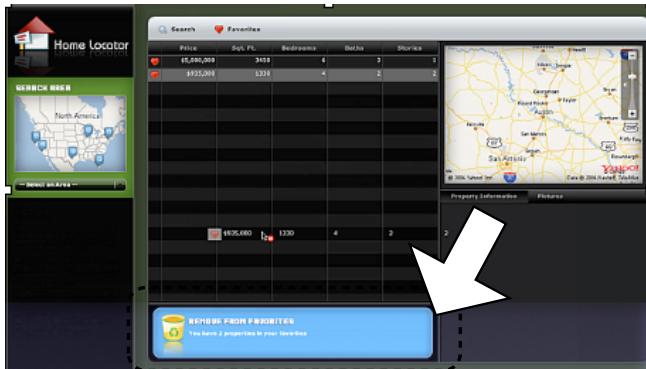
Or I'm not interested in it.

Mean Creek

Loathed It

Or don't show me DVDs like this.

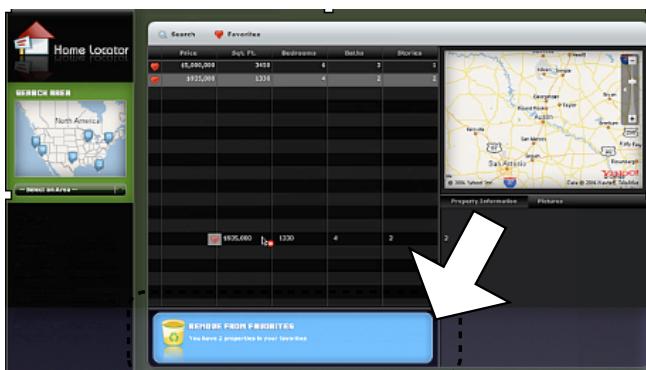
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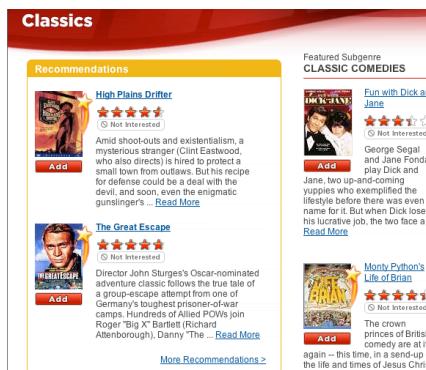
anti-pattern: artificial construct



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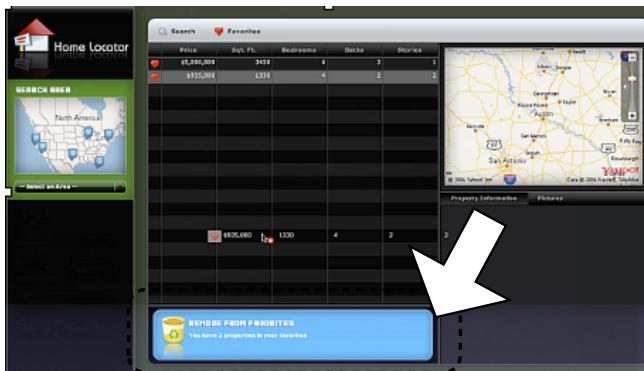


anti-pattern: artificial construct

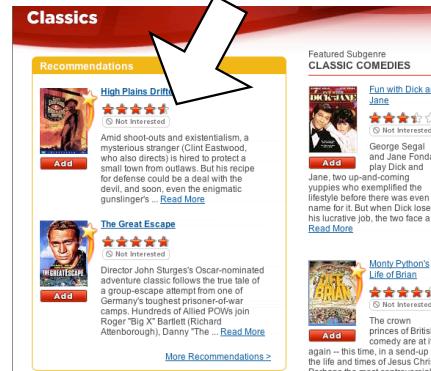


netflix. rate an object. KISS.

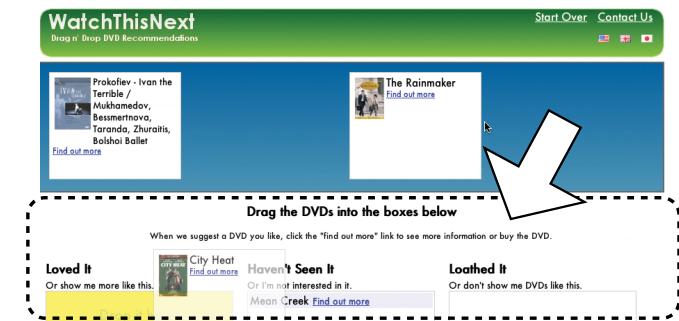
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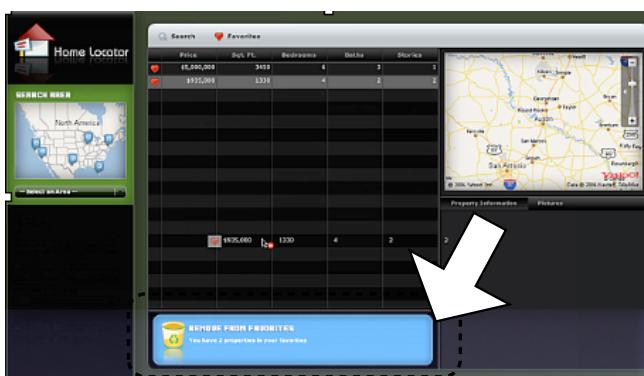
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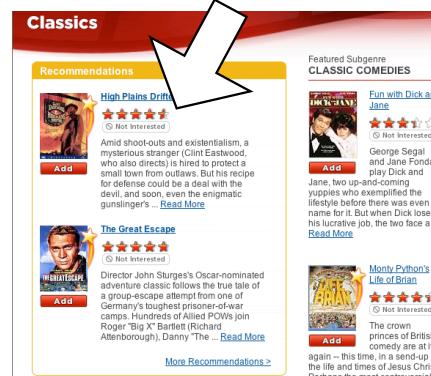
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# Anti-Pattern: Mismatched Metaphor



anti-pattern: artificial construct

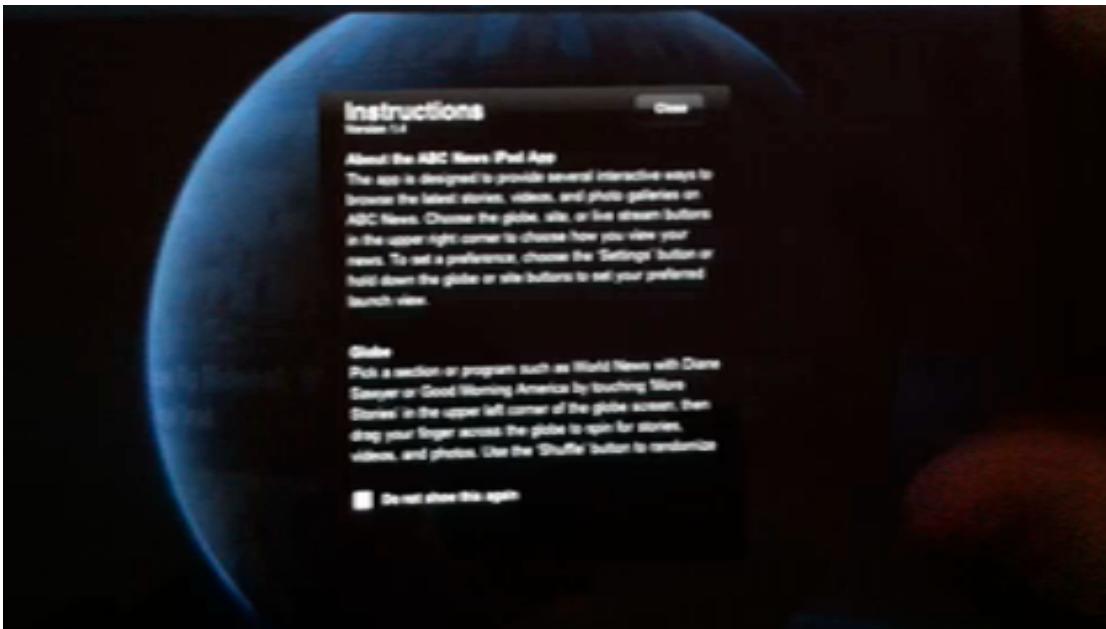


netflix. rate an object. KISS.



Beware of constructing artificial visual interfaces to support drag and drop

## Anti-Pattern: Mismatched Metaphor



(Metaphors Gone Wild)

## How Fat is Your Input?

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

\* Josh Clark's recommendation - Tapworthy

# Physicality Across Platforms

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

# Physicality Across Platforms

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

# Physicality Across Platforms

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

# Physicality Across Platforms

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



**#2 Maintain Flow**

**Spot the differences**

## Spot the differences



Now try again...

**Now try again...**



**Now try again...**

Change blindness



## Change Blindness

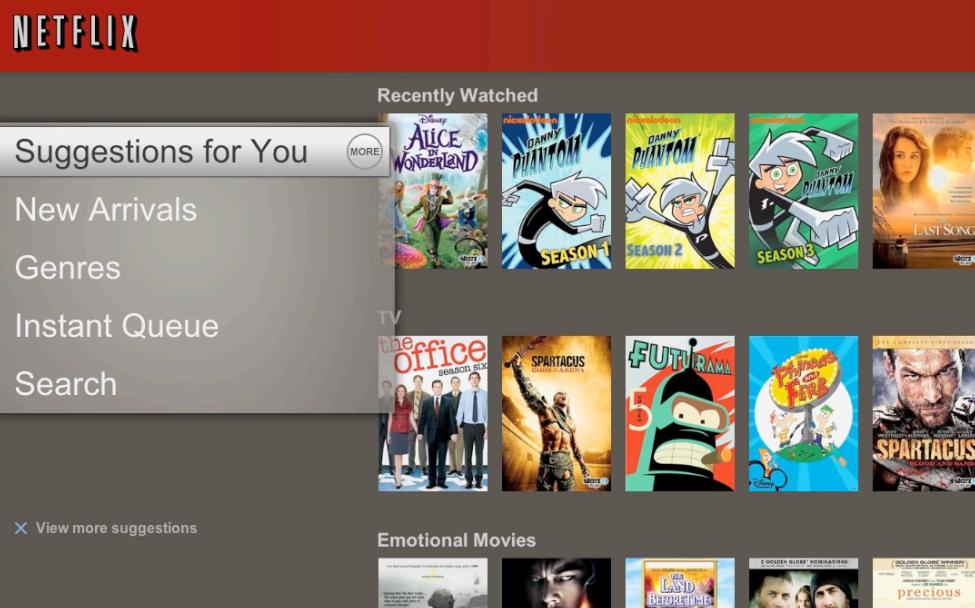
## Change Blindness

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

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

# Reduce Page Switching to Maintain Flow

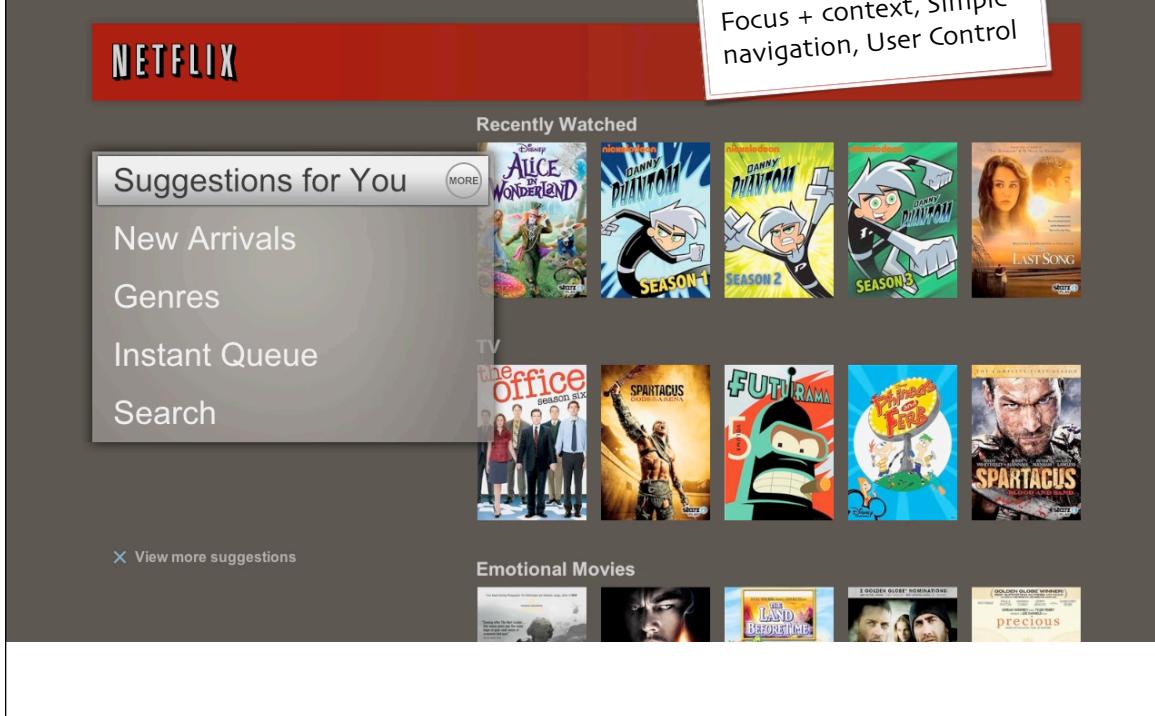
## “Special” Experience



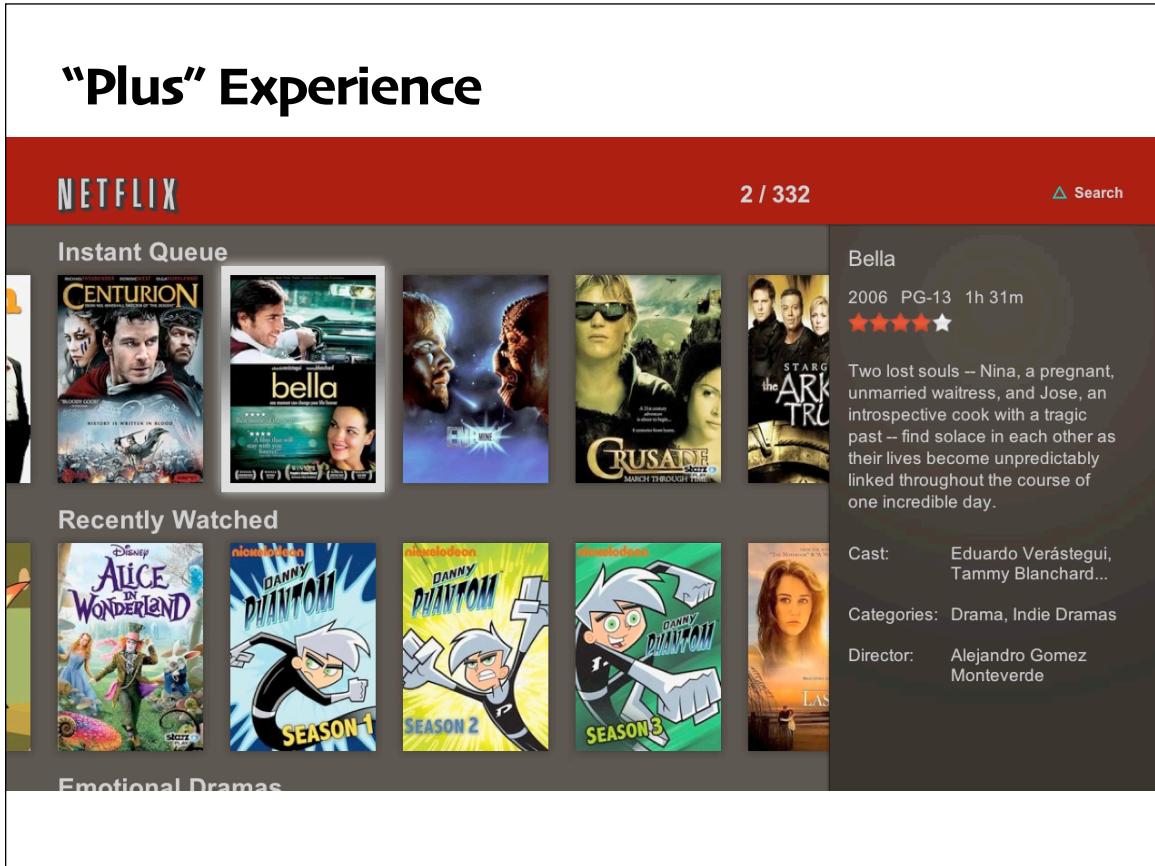
## “Special” Experience

Principles followed:

Focus + context, Simple navigation, User Control



## “Plus” Experience



# "Plus" Experience

Principles followed:

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

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

**Alice in Wonderland**

**DANNY PHANTOM** SEASON 1

**DANNY PHANTOM** SEASON 2

**DANNY PHANTOM** SEASON 3

**L.A.**

Emotional Dramas

## 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...

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Recently Watched



Emotional Dramas

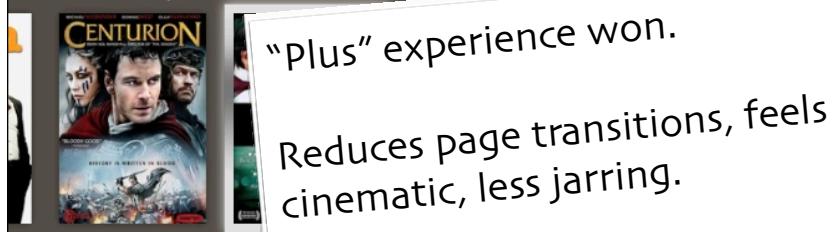
# Which Won?

NETFLIX

2 / 332

△ Search

Instant Queue



“Plus” experience won.

Reduces page transitions, feels more cinematic, less jarring.

Maintains Flow

1h 31m

– 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



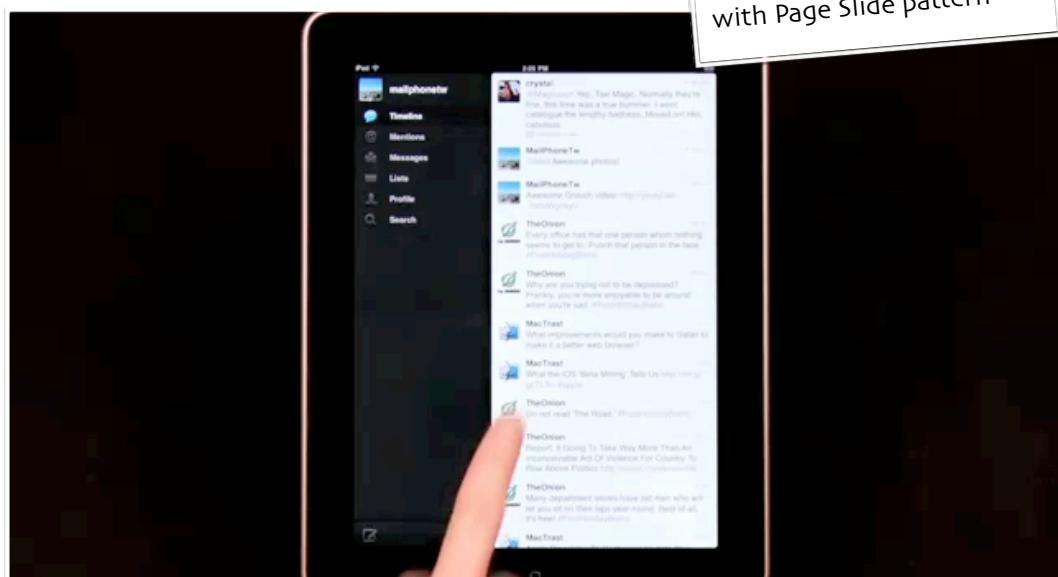
Emotional Dramas

## Twitter as iPad App

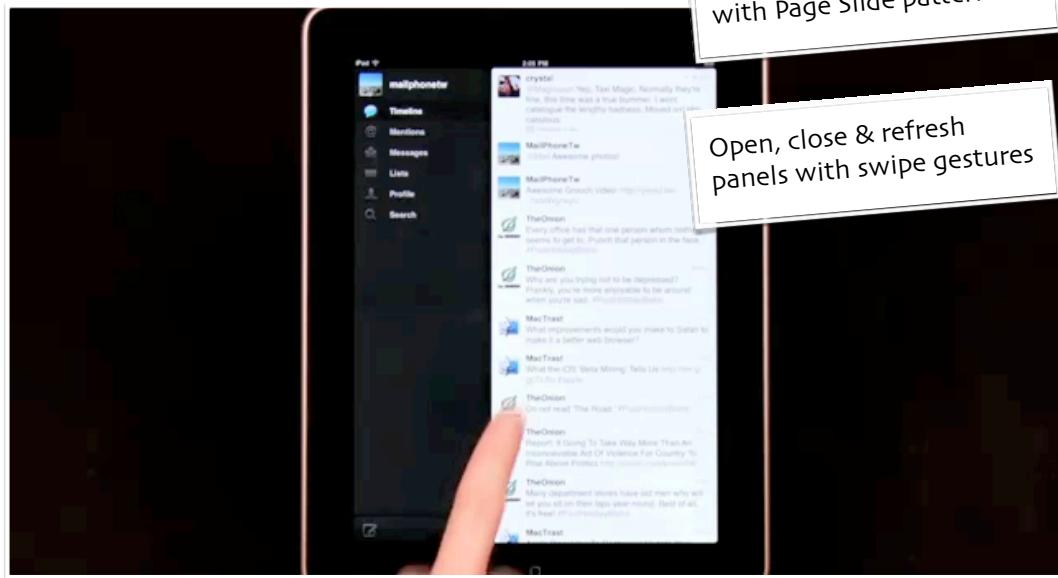


## Twitter as iPad App

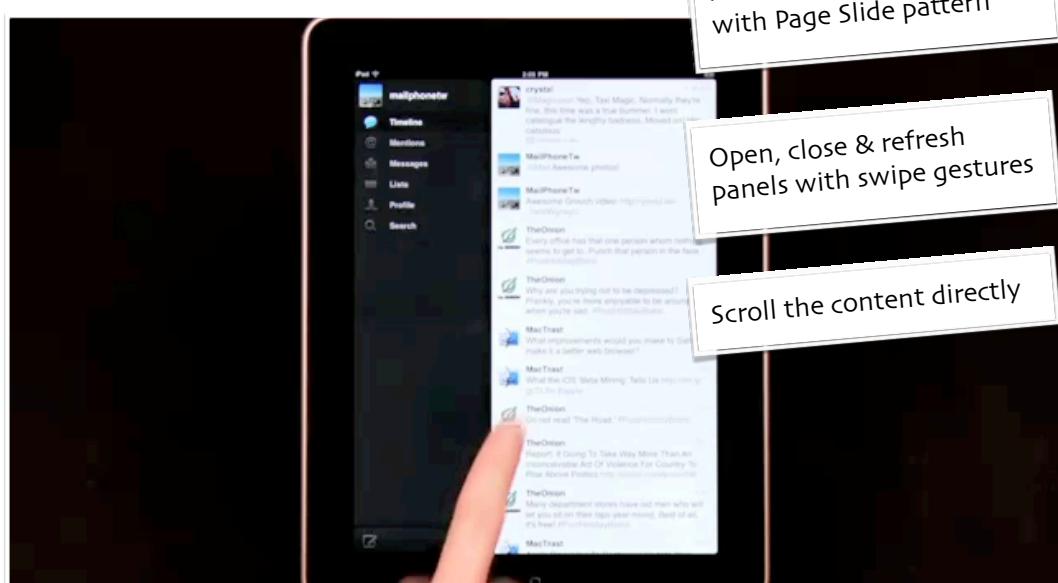
Minimize page transitions  
with Page Slide pattern



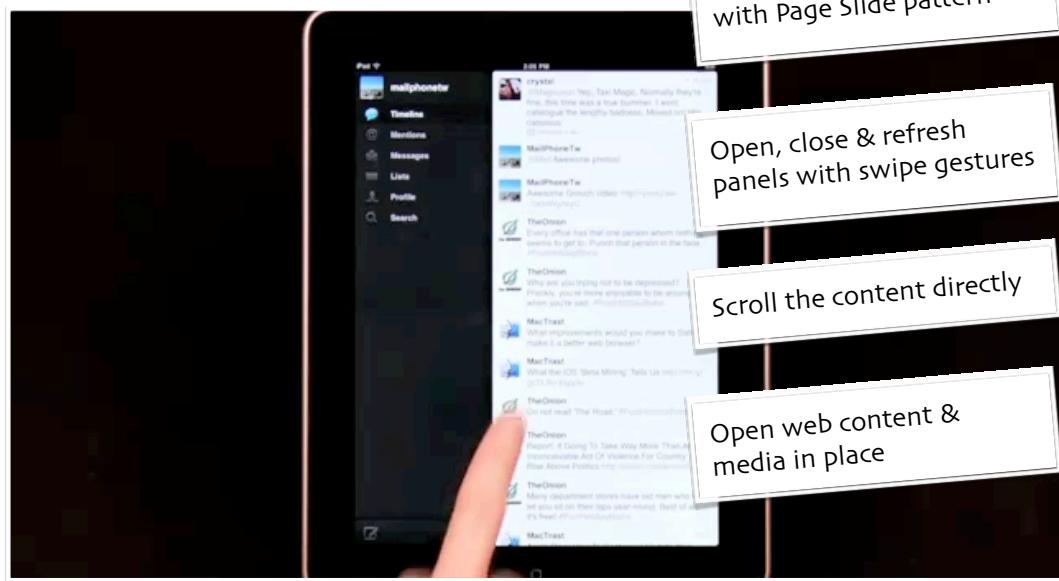
## Twitter as iPad App



## Twitter as iPad App



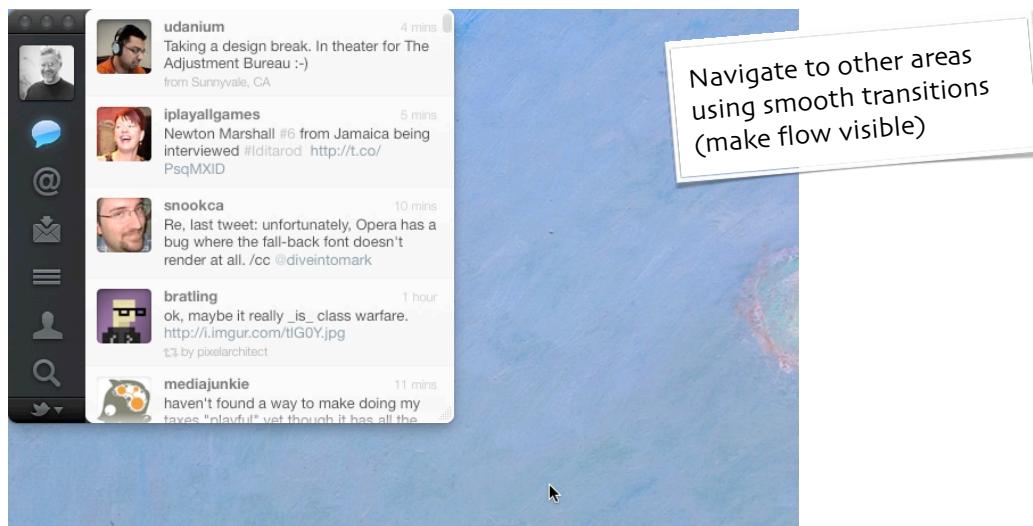
## Twitter as iPad App



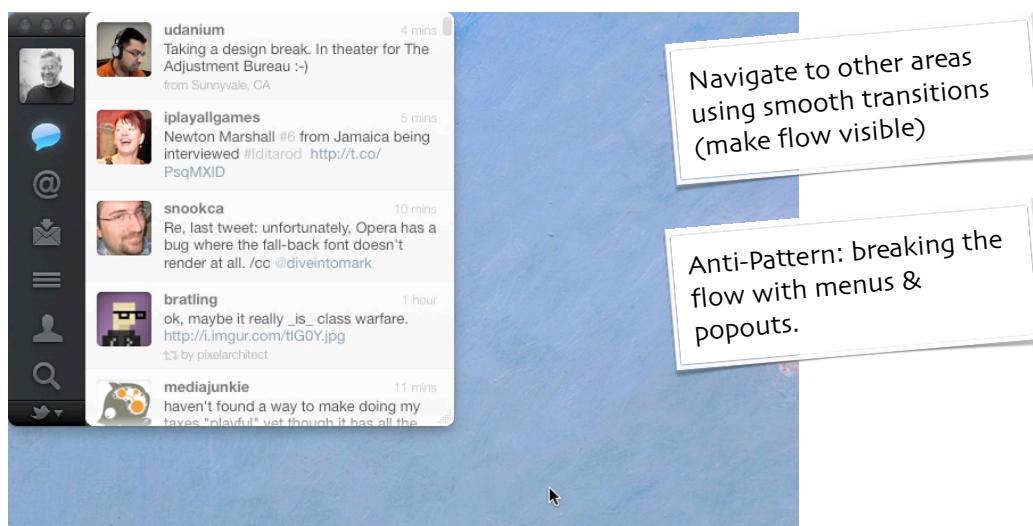
## Twitter as Mac App



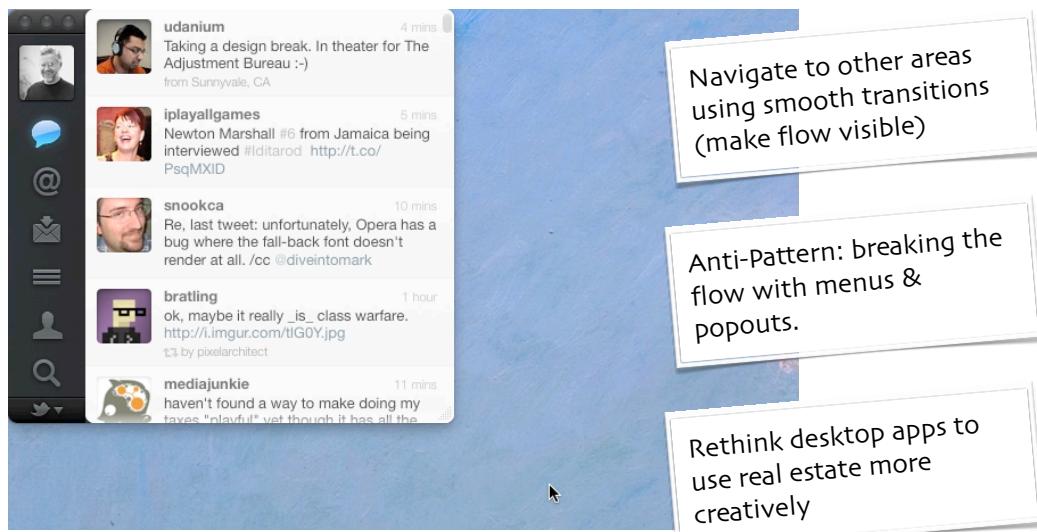
## Twitter as Mac App



## Twitter as Mac App

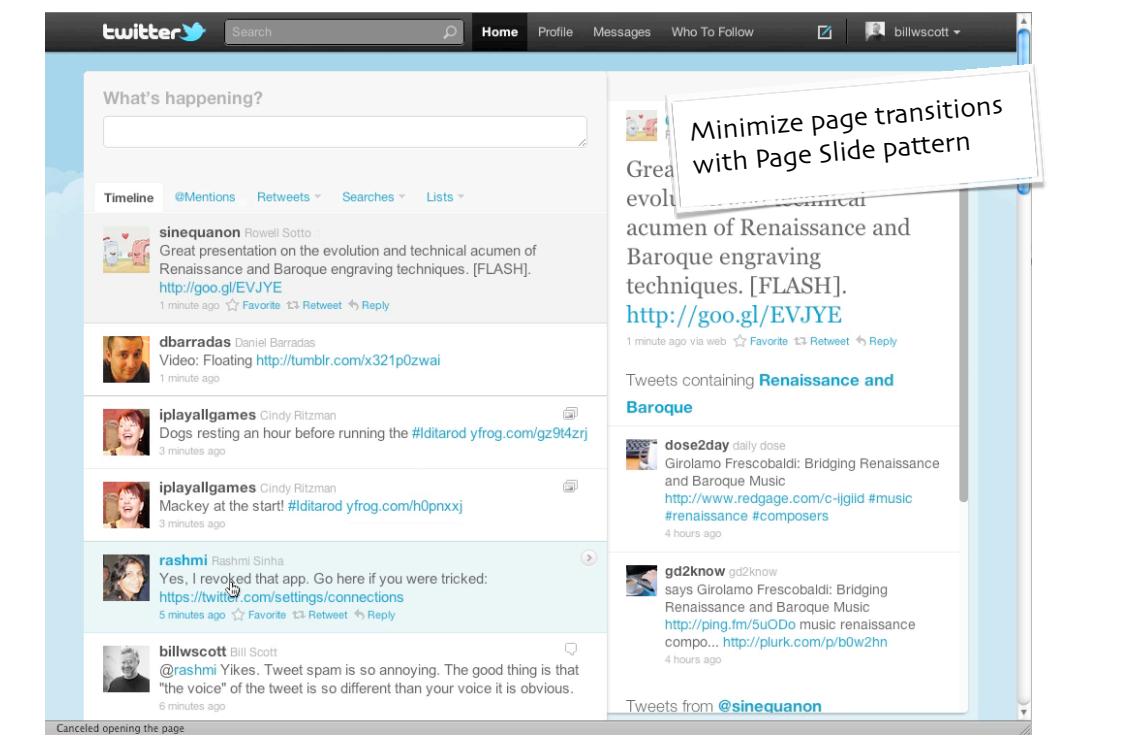


## Twitter as Mac App



## Twitter as Web App

# Twitter as Web App



What's happening?

Timeline @Mentions Retweets Searches Lists

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

**dbarradas** Daniel Barradas  
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 ☆ 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

Canceled opening the page

Minimize page transitions with Page Slide pattern

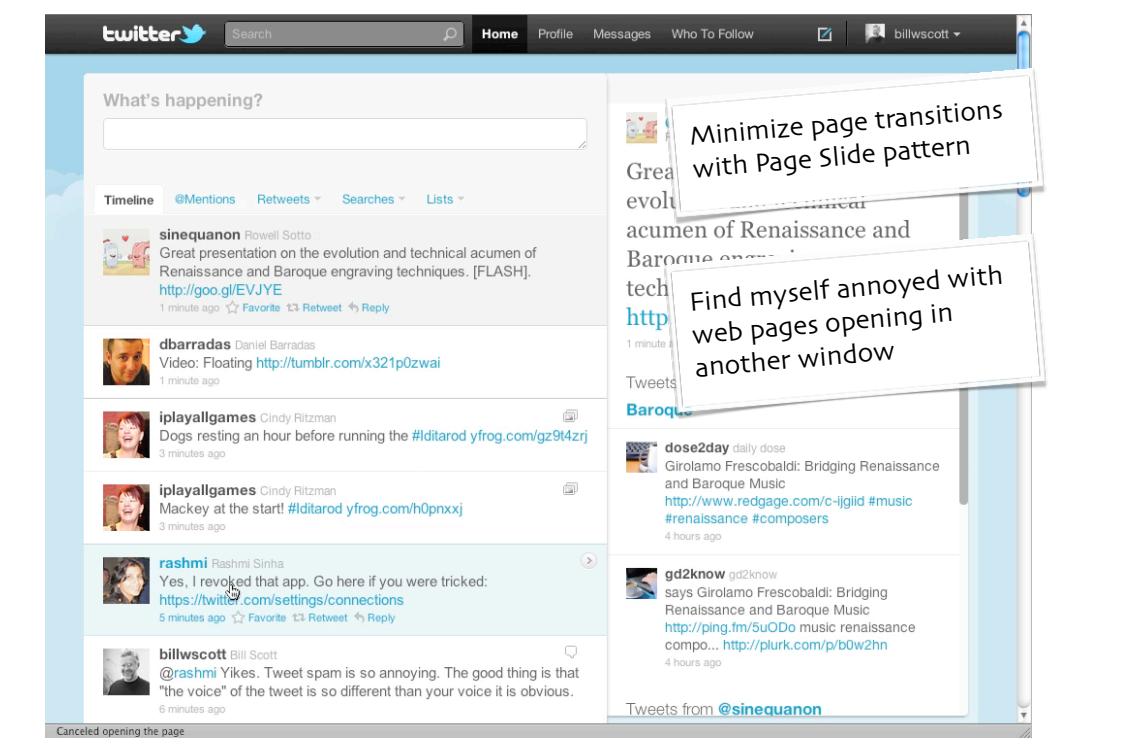
Tweets containing Renaissance and Baroque

**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

# Twitter as Web App



What's happening?

Timeline @Mentions Retweets Searches Lists

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

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Video: Floating <http://tumblr.com/x321p0zwai>  
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Mackey at the start! #iditarod [yfrog.com/h0pnxxj](http://yfrog.com/h0pnxxj)  
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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

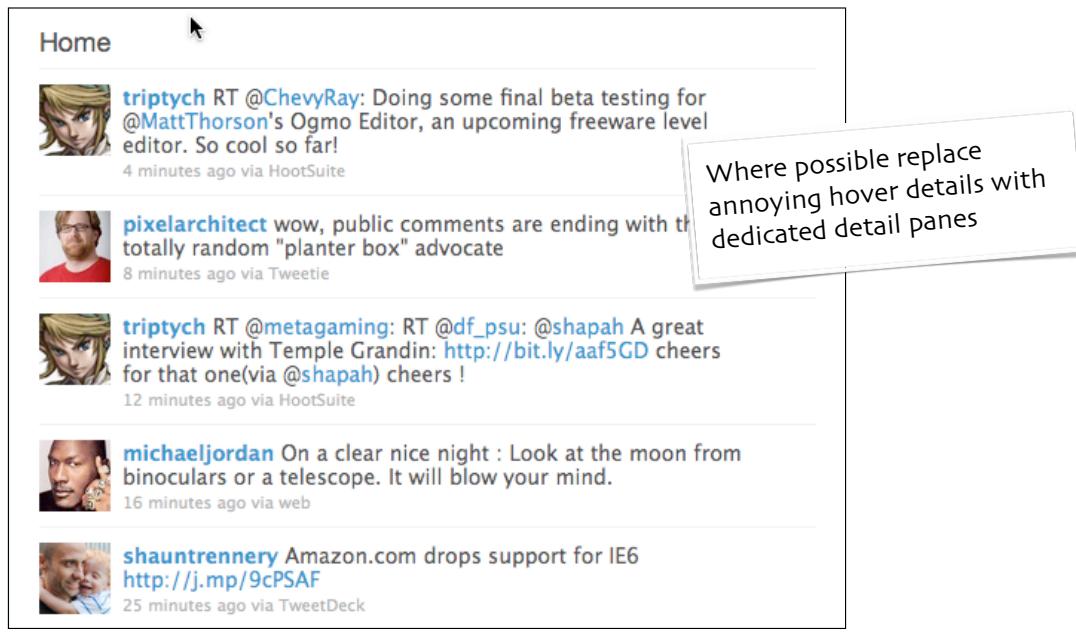
# Twitter as Web App

The screenshot shows the Twitter web interface. The top navigation bar includes 'Search', 'Home', 'Profile', 'Messages', 'Who To Follow', and a user icon for 'billwscott'. The main area is titled 'What's happening?' and shows a timeline of tweets from various users. A sidebar on the right contains three pinned tweets with large, semi-transparent callout boxes overlaid. The first pinned tweet is from 'sinequanon' with the text: 'Minimize page transitions with Page Slide pattern. Great evolution of acumen of Renaissance and Baroque engraving techniques. [FLASH]. http://goo.gl/EVJYE'. The second pinned tweet is from 'dbarradas' with the text: 'Find myself annoyed with http://tumblr.com/x321p0zwai'. The third pinned tweet is from 'dose2day' with the text: 'Find myself wanting to substitute a drag for a swipe'.

# Vs Hover & Cover

The screenshot shows the Twitter web interface with a 'Home' header. The main area displays a timeline of tweets from various users. The tweets are presented in a standard list format with user avatars, names, and tweet content. The interface is clean and minimalist compared to the one above.

## Vs Hover & Cover



Home

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

 **pixelarchitect** wow, public comments are ending with 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

Where possible replace annoying hover details with dedicated detail panes

Keep Navigation  
Simple  
to Maintain Flow

# Mobile Navigation

## Mobile Navigation



# Mobile Navigation



Three types of iPhone navigation: Flat, Tab, Tree  
- Josh Clark (Tapworthy)

# Mobile Navigation



Three types of iPhone navigation: Flat, Tab, Tree  
- Josh Clark (Tapworthy)



Gowalla: Tab + Flat  
- Josh Clark (Tapworthy)

Source: Tapworthy by Josh Clark

## Pulse & Flipboard iPad Apps



## Pulse & Flipboard iPad Apps



# Maintaining Flow Across Platforms

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

# Maintaining Flow Across Platforms

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

# Maintaining Flow Across Platforms

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

# Maintaining Flow Across Platforms

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

# Maintaining Flow Across Platforms

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



**#3 Be Responsive**

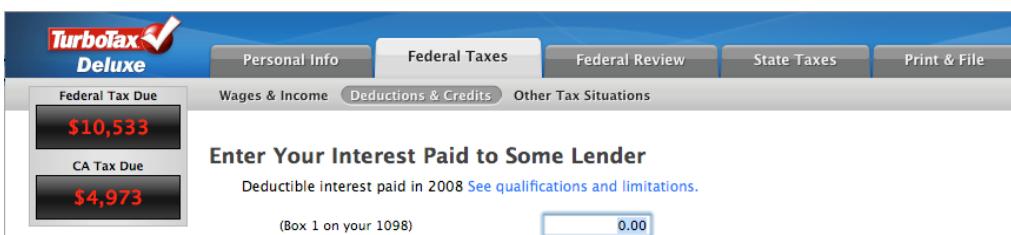
# **Use Transitions/ Animations to Create Responsiveness**

**Animation Can...**

## Animation Can...



## Animation Can...



## Animation Can...



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

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

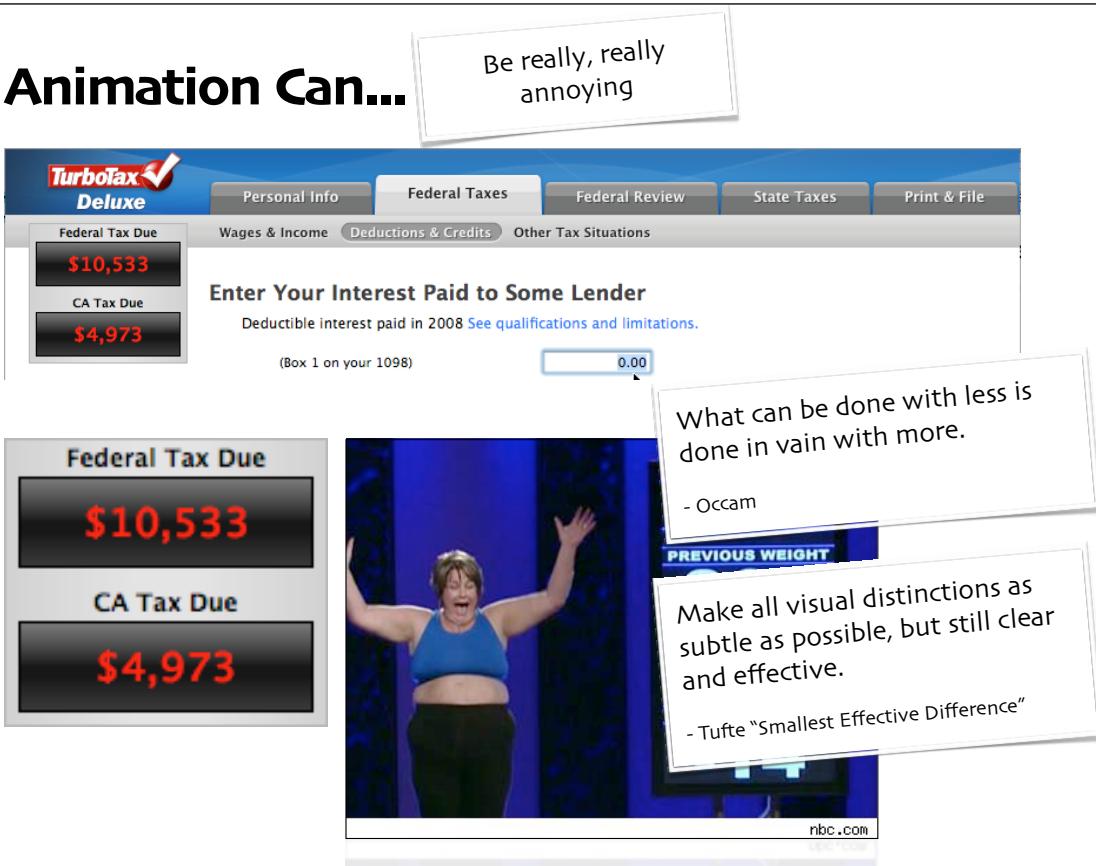
Enter Your Interest Paid to Some Lender  
Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

CATHY  
PREVIOUS WEIGHT  
**263**  
CURRENT WEIGHT  
**249**  
DIFFERENCE  
**-14**

nbc.com

## Animation Can...



Be really, really annoying

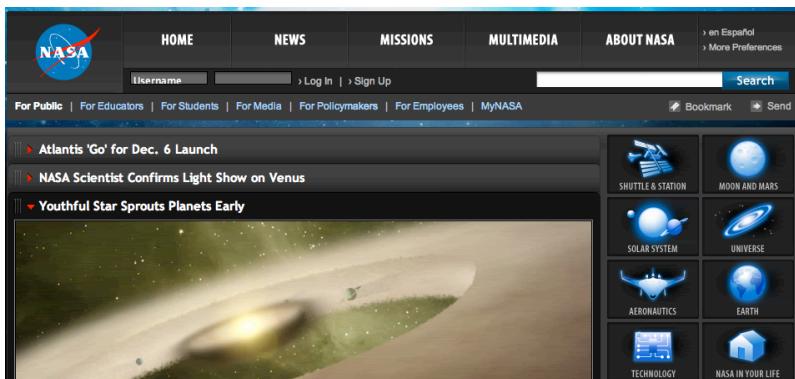
What can be done with less is done in vain with more.  
- Occam

PREVIOUS WEIGHT

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

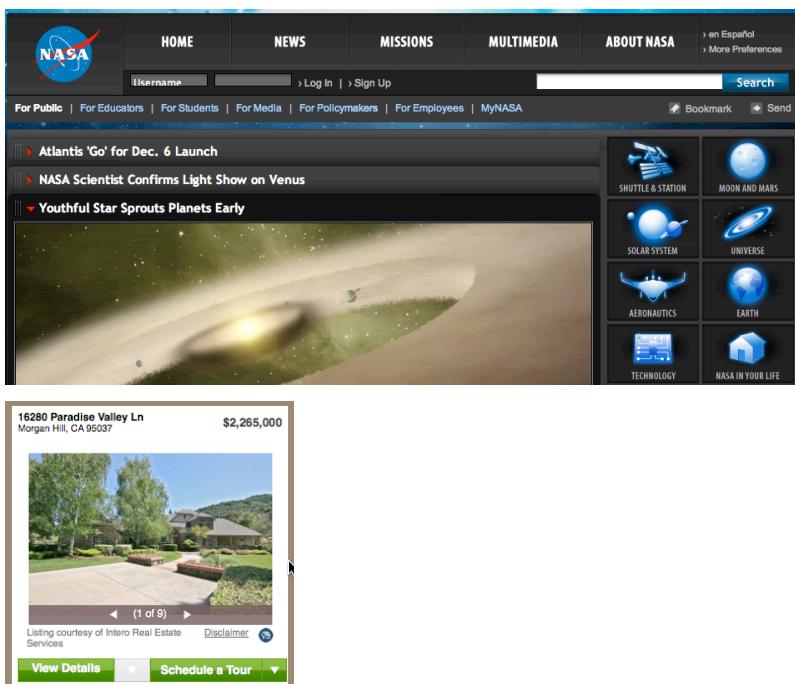
nbc.com

# Web Apps Seem Prone to This



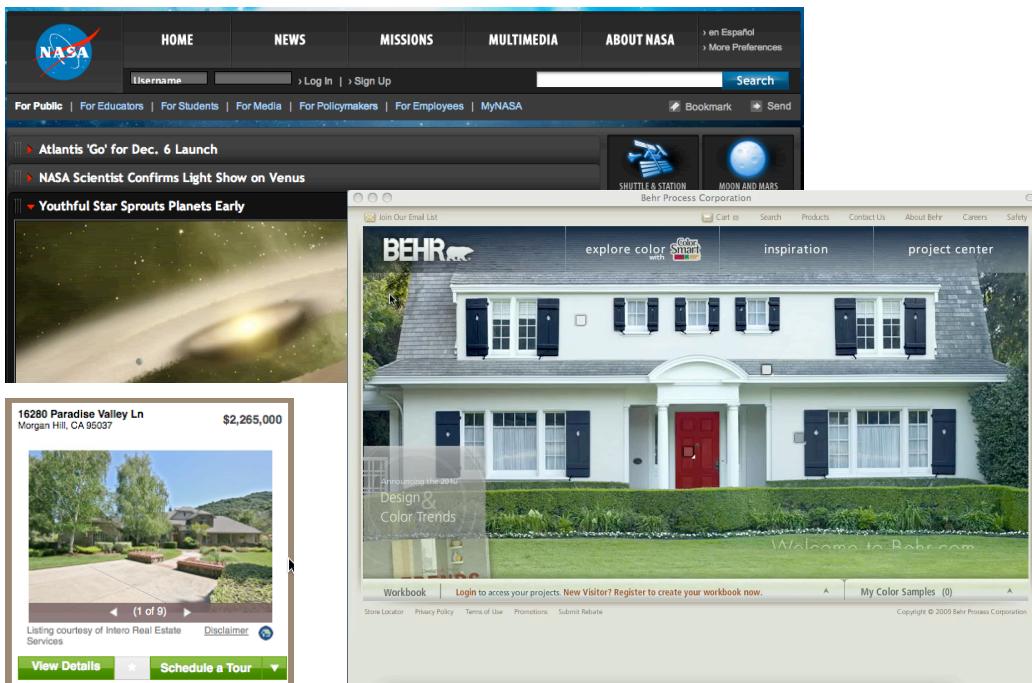
The screenshot shows the official NASA website homepage. At the top, there is a navigation bar with links for HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA. Below the navigation bar is a search bar with a "Search" button. A banner at the top features a headline: "► Atlantis 'Go' for Dec. 6 Launch", "► NASA Scientist Confirms Light Show on Venus", and "▼ Youthful Star Sprouts Planets Early". To the right of the banner is a grid of nine icons representing different NASA programs: SHUTTLE & STATION, MOON AND MARS, SOLAR SYSTEM, UNIVERSE, AERONAUTICS, EARTH, TECHNOLOGY, and NASA IN YOUR LIFE. The main content area below the banner contains a large image of a celestial body with a bright light source, likely a star or planet.

# Web Apps Seem Prone to This

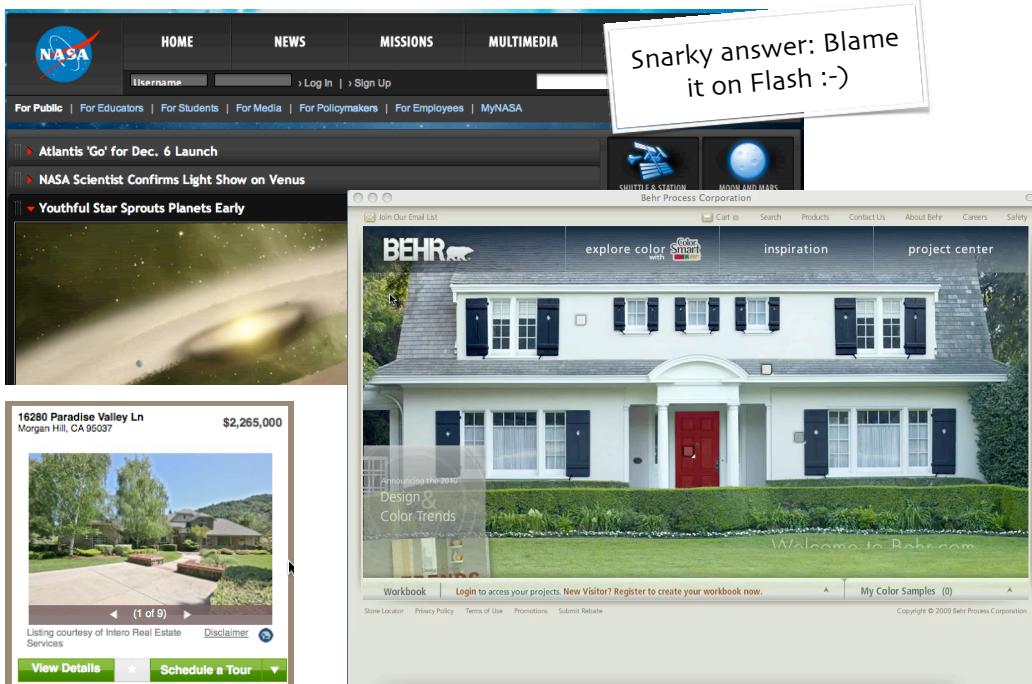


This screenshot is identical to the one above, showing the NASA homepage. However, it includes a real estate overlay at the bottom. The overlay displays a property listing for "16280 Paradise Valley Ln, Morgan Hill, CA 95037" with a price of "\$2,265,000". Below the address is a large image of a modern house with a well-maintained lawn and landscaping. A navigation bar at the bottom of the overlay shows "(1 of 9)" with arrows for viewing more images. At the very bottom, there is a footer with links for "View Details" and "Schedule a Tour".

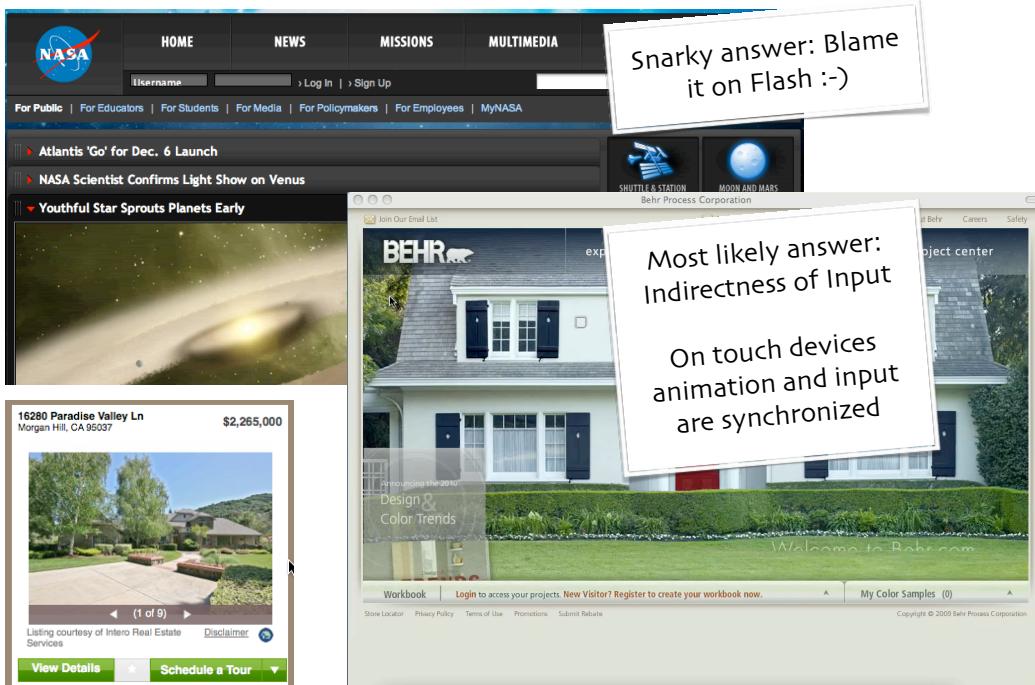
# Web Apps Seem Prone to This



# Web Apps Seem Prone to This



# Web Apps Seem Prone to This

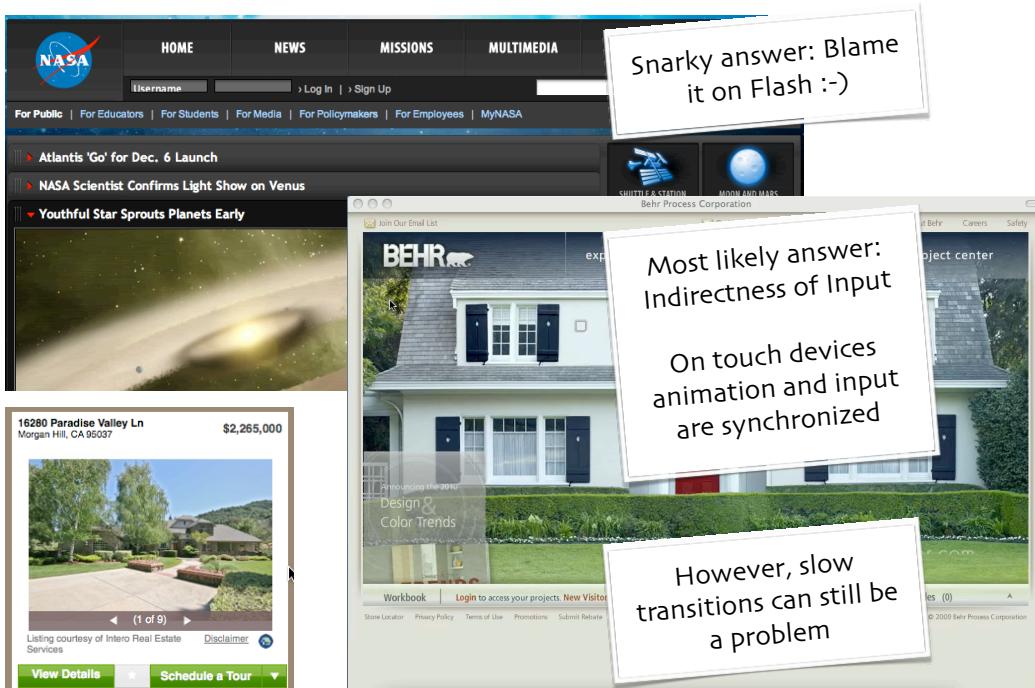


Snarky answer: Blame it on Flash :-)

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

However, slow  
transitions can still be  
a problem

# 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

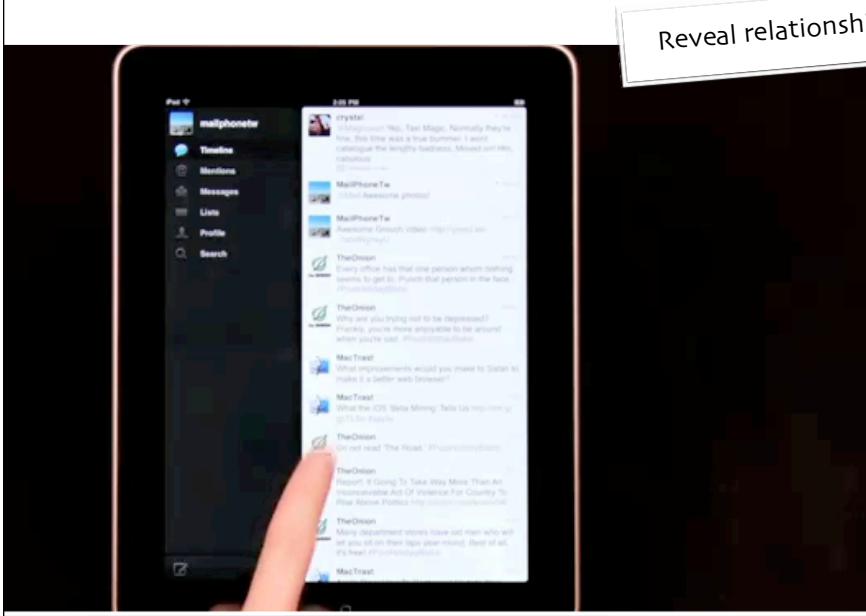
However, slow  
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## Animation Can...

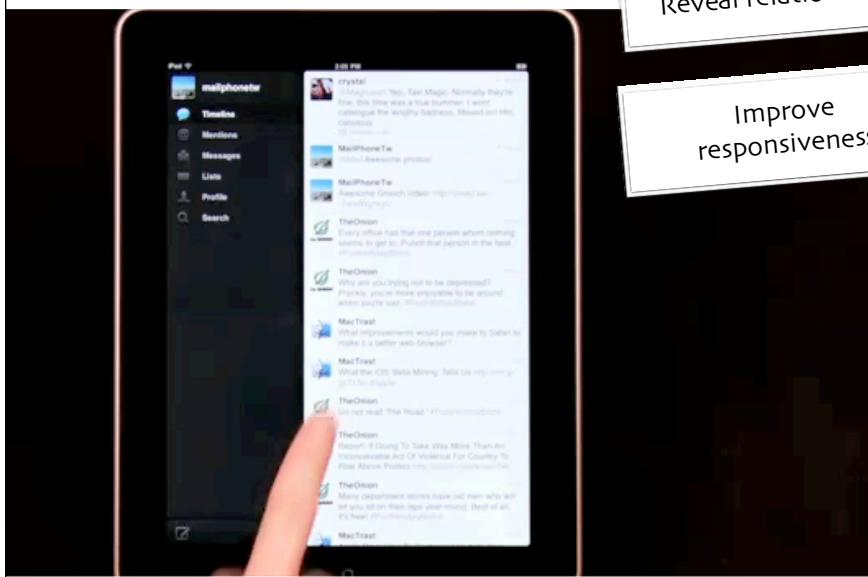


## Animation Can...

Reveal relationships



## Animation Can...



Reveal relationships

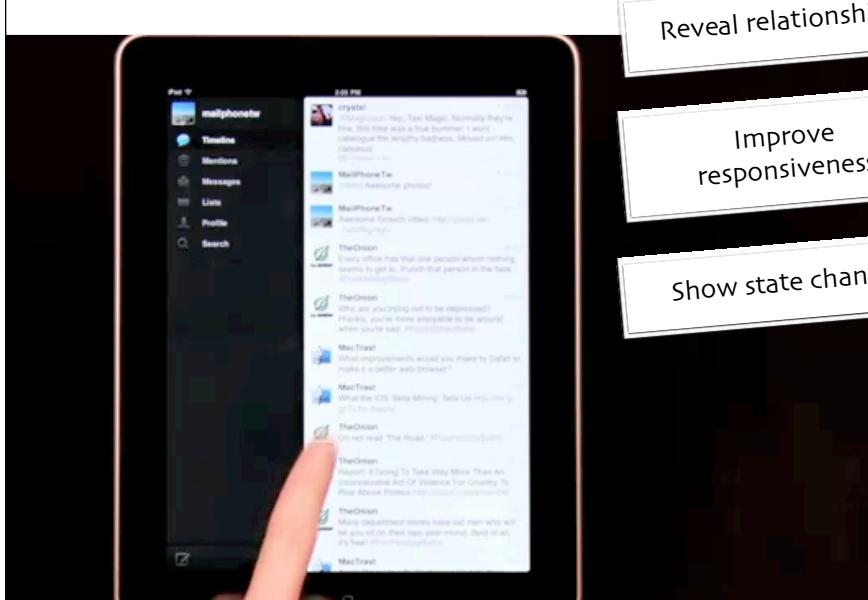
Improve responsiveness

Reveal relationships

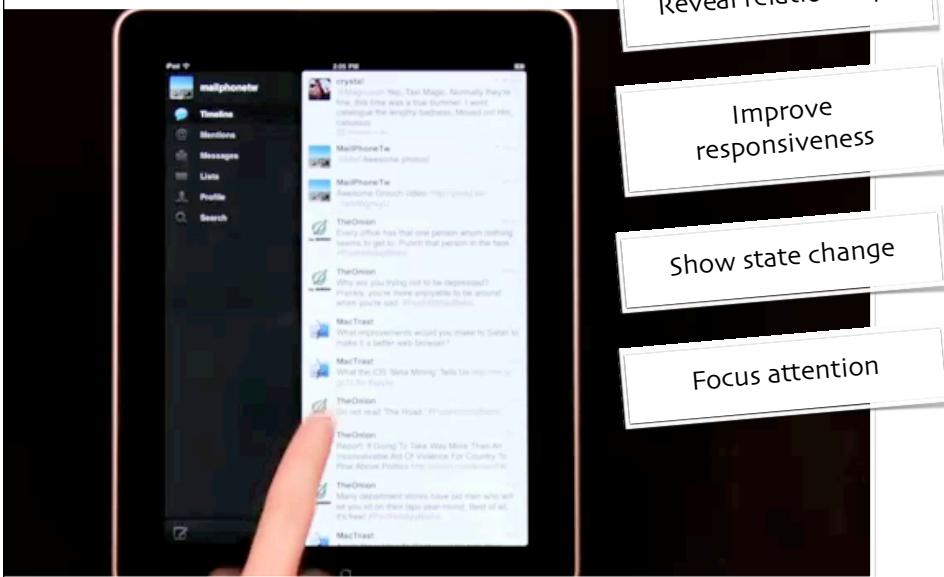
Improve responsiveness

Show state change

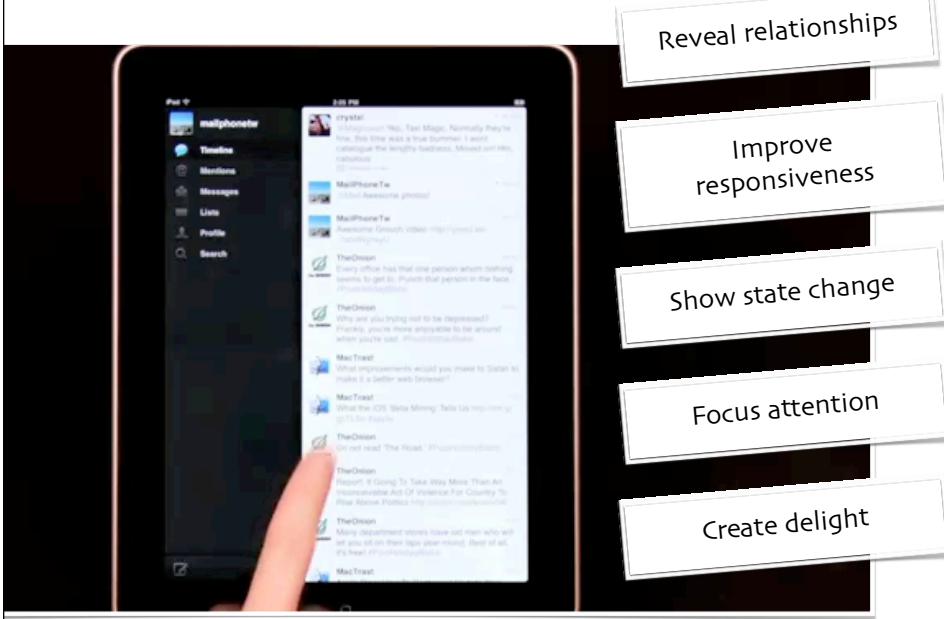
## Animation Can...



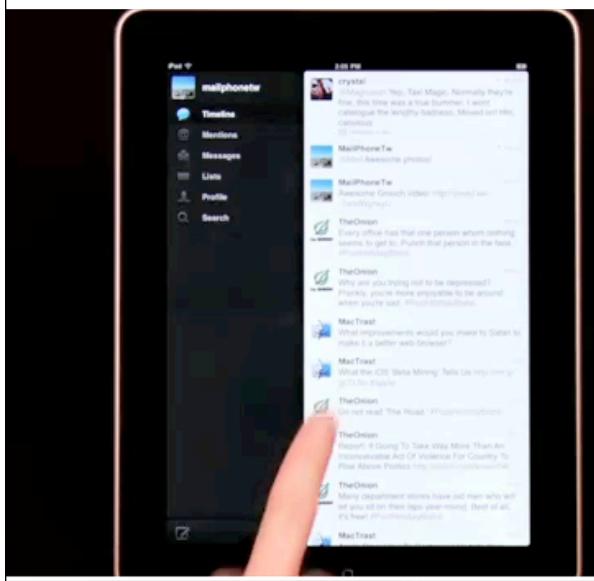
## Animation Can...



## Animation Can...



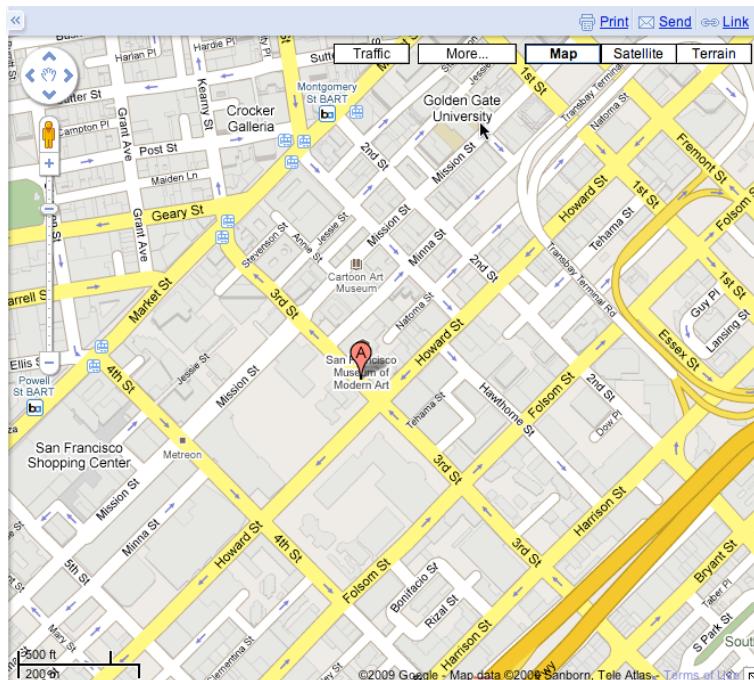
## Animation Can...



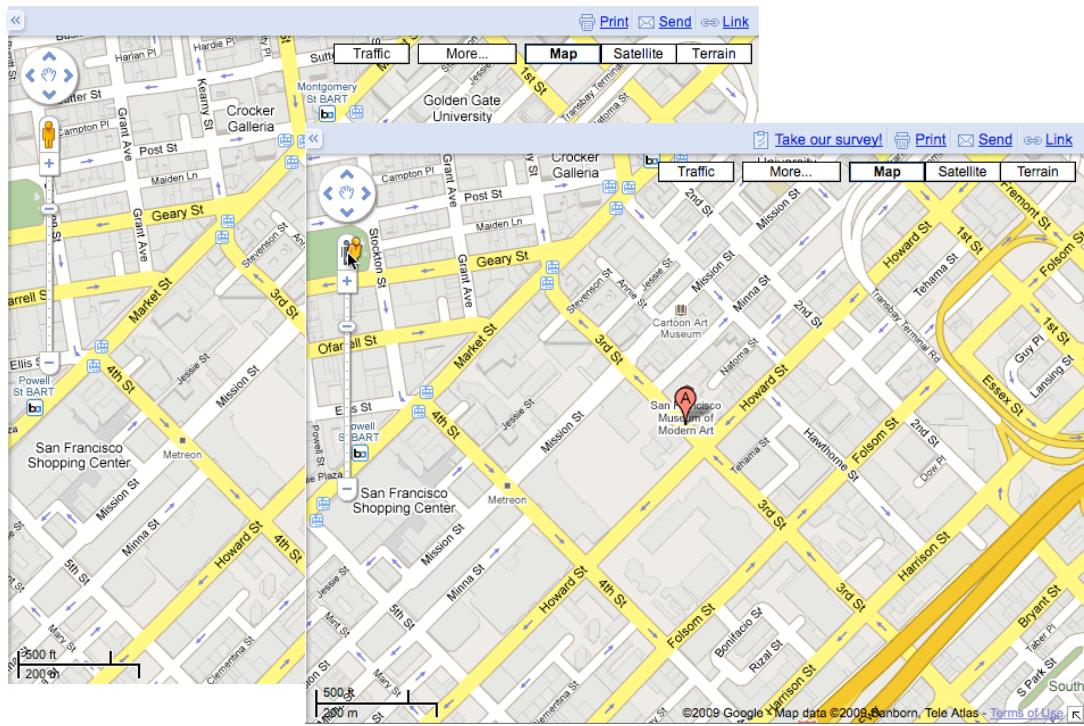
- Reveal relationships
- Improve responsiveness
- Show state change
- Focus attention
- Create delight
- Simulate physicality

**Use Invitations  
to Create  
Responsiveness**

# Just in Time Invitations at Drag Moments

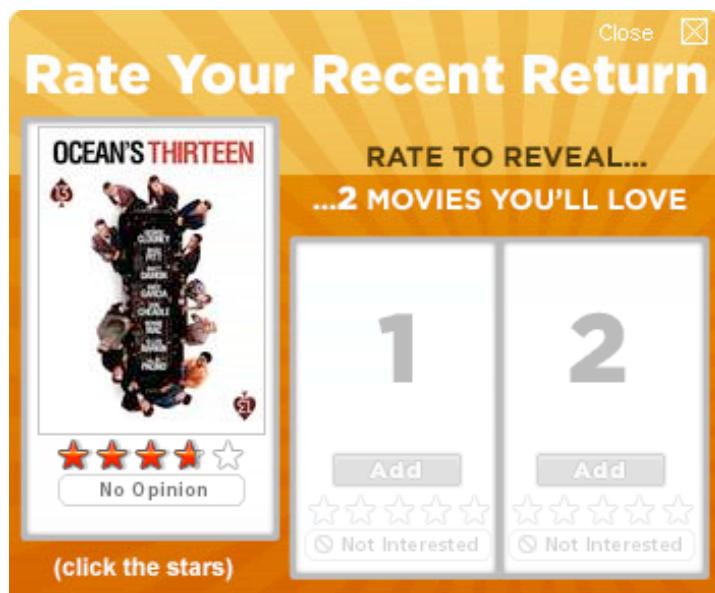


# Just in Time Invitations at Drag Moments

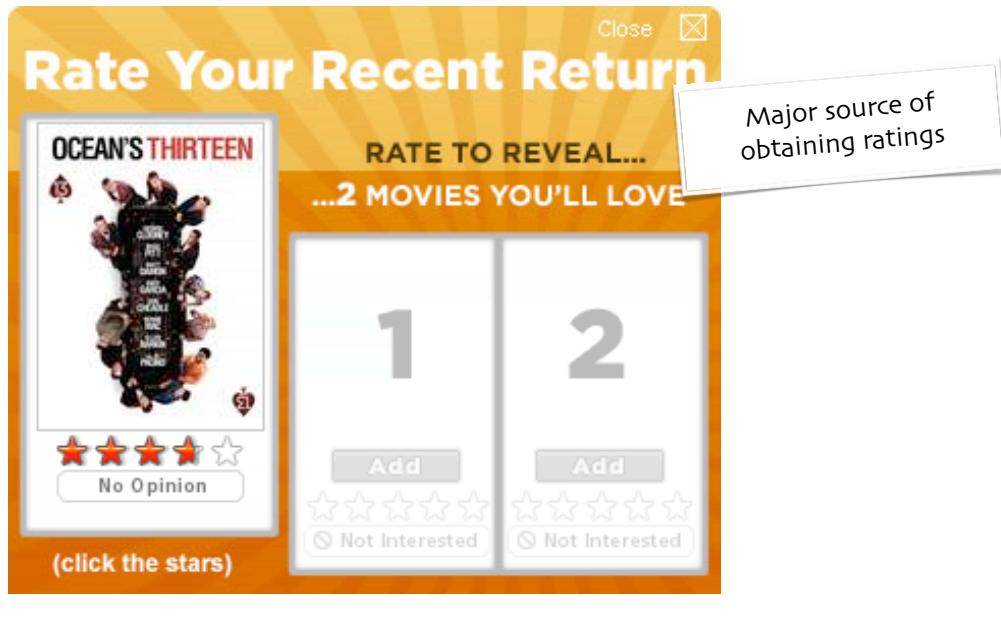


## Invitations at Reward Moments

## Invitations at Reward Moments



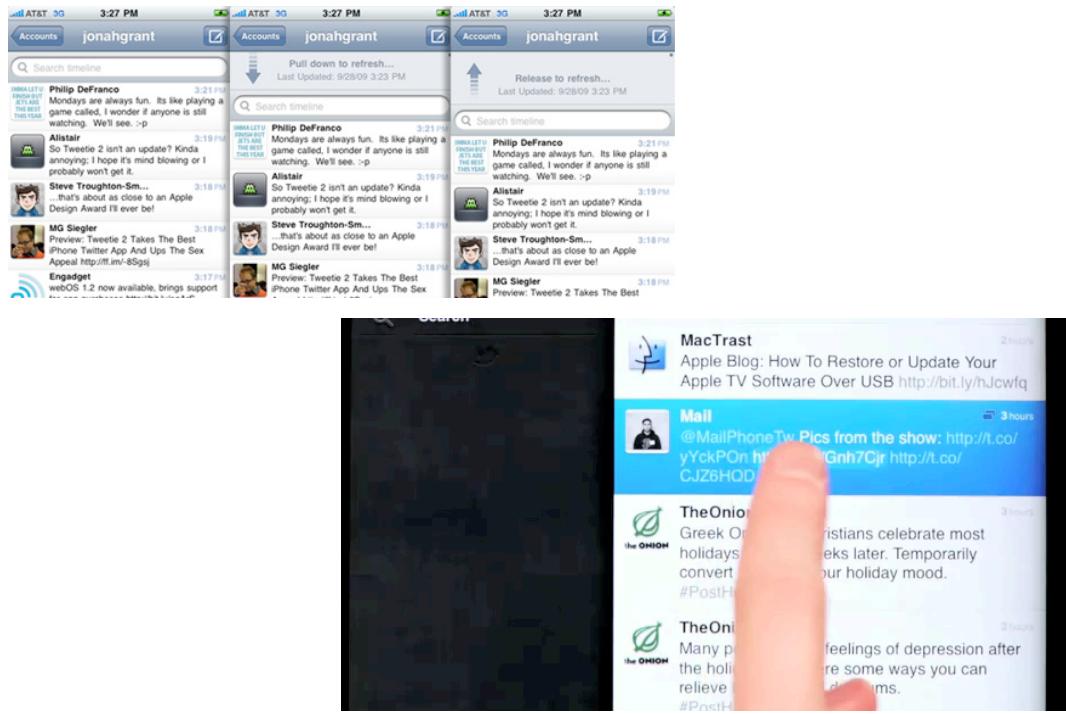
## Invitations at Reward Moments



## Mobile Invitations at Touch-Hold Moments



# Mobile Invitations at Touch-Hold Moments



## Content as an Invitation

# Content as an Invitation

NETFLIX

2 / 332

Search

Instant Queue

Recently Watched

Emotional Dramas

**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.

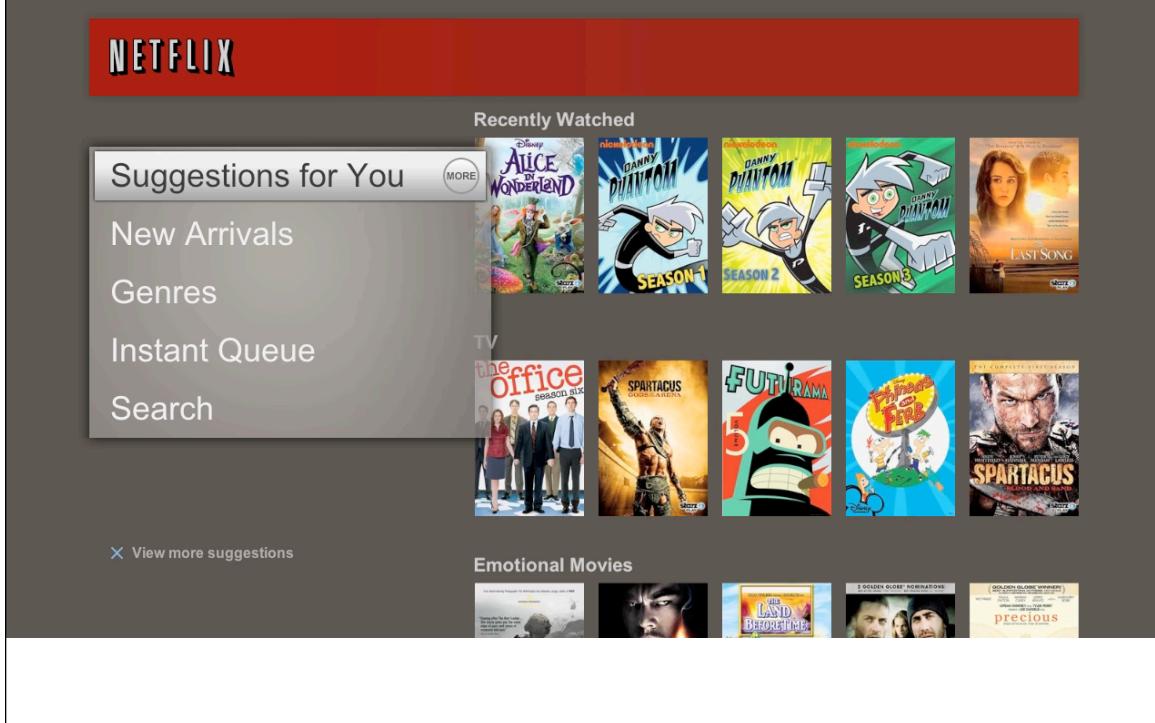
Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

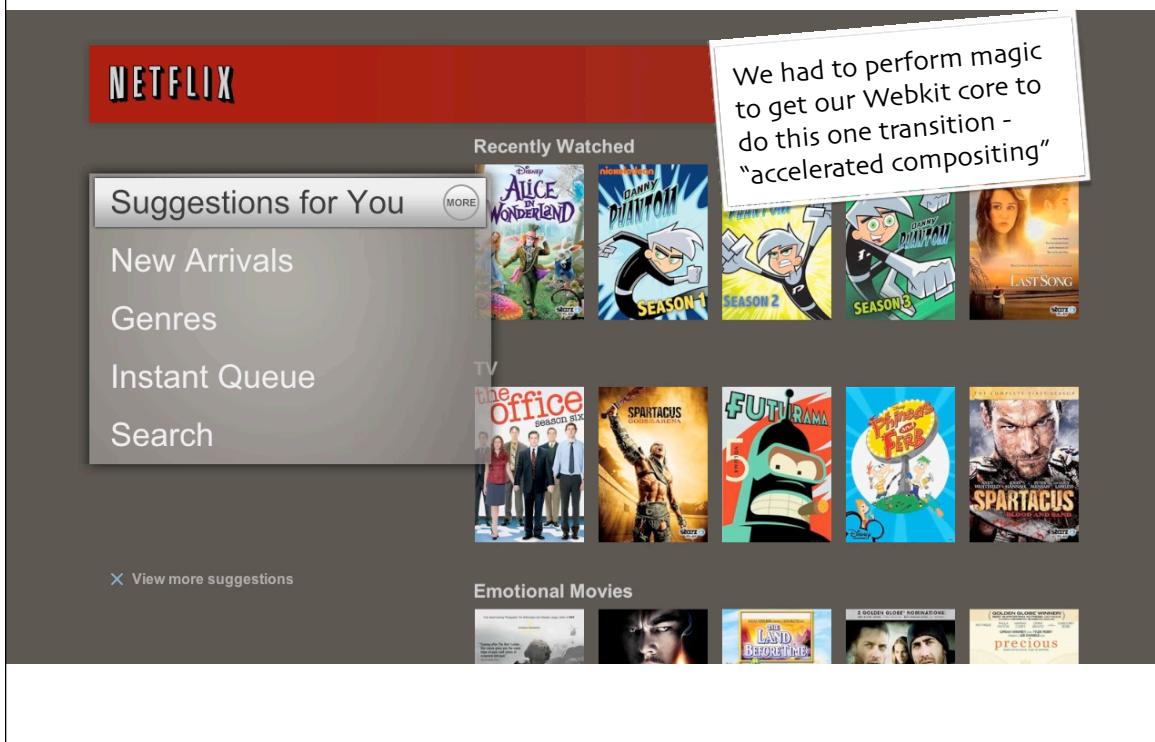
Be Snappy  
to  
Be Responsive

# Performance is Not Always a Given



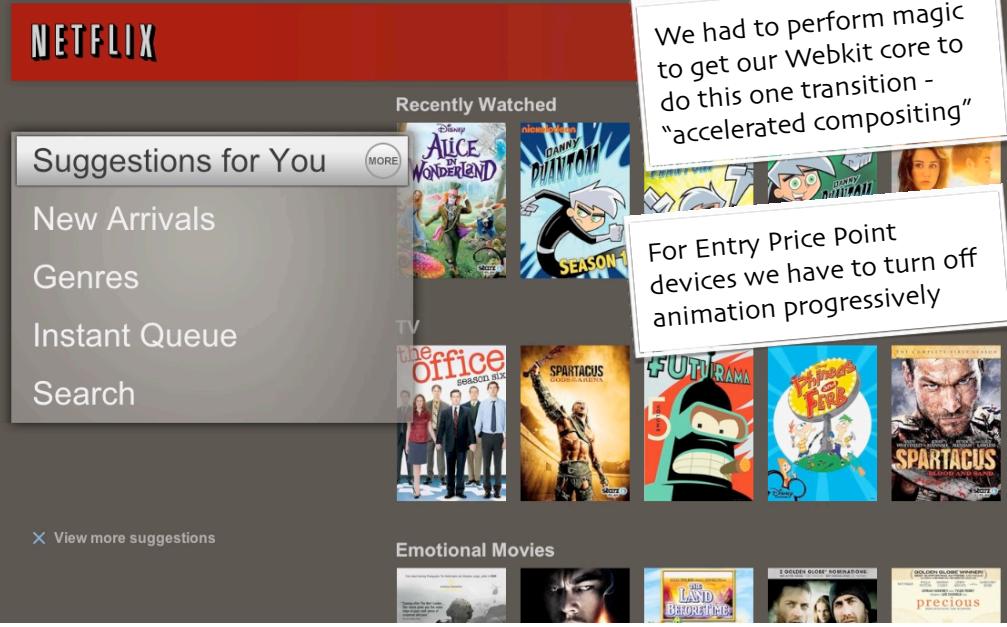
The screenshot shows the Netflix homepage. At the top is the 'NETFLIX' logo. Below it is a red bar with the text 'Recently Watched'. To the left of this bar is a sidebar with the following menu items: 'Suggestions for You' (with a 'MORE' link), 'New Arrivals', 'Genres', 'Instant Queue', and 'Search'. Below the 'Recently Watched' bar are several movie and TV show thumbnails. One thumbnail for 'Alice in Wonderland' has a 'SEASON 1' label. Another for 'Futurama' has 'SEASON 2' and 'SEASON 3' labels. Below these are thumbnails for 'The Office', 'Spartacus', 'Futurama', 'Family Guy', and 'Spartacus'. At the bottom of the sidebar is a link 'View more suggestions'. Further down the page is a section titled 'Emotional Movies' with thumbnails for 'The Office', 'Spartacus', 'Futurama', 'Family Guy', and 'Spartacus'.

# Performance is Not Always a Given



The screenshot is identical to the one above, showing the Netflix homepage with the 'Recently Watched' section and 'Suggestions for You' sidebar. A callout box is overlaid on the right side of the 'Recently Watched' bar. The callout box contains the following text: 'We had to perform magic to get our Webkit core to do this one transition - "accelerated compositing"'.

# Performance is Not Always a Given



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

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

## Advances in HTML5

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

By Sarah Perez / May 20, 2011 6:58 AM / 6 Comments

[Tweet](#) 224 [Recommend](#) 8 [Hacker News](#) [Share & Save](#)

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



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

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

#### What's Scrollability?

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

**Arnulfo Heriberto Hao**

**Elbert Murray Heartsill**

## Responsiveness Across platforms

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

## Responsiveness Across platforms

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

## Responsiveness Across platforms

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

## Responsiveness Across platforms

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

# TV Experiences...

# TV Experiences...

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2006 PG-13 1h 31m



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Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

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- MARVEL SPIDER-MAN VOLUME TWO
- PRISON BREAK SEASON THREE
- THE DOCT

**BRITISH CRIME THRILLERS**

- SHERLOCK: The Hound of the Baskervilles
- revolver
- DEAD MAN RUNNING
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