



Designing for Mice & Men*

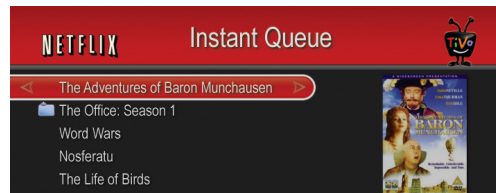
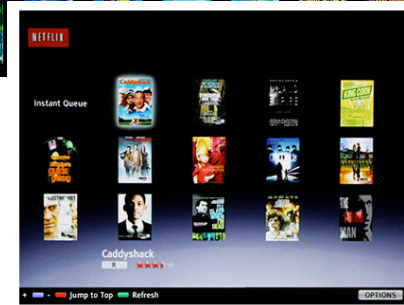
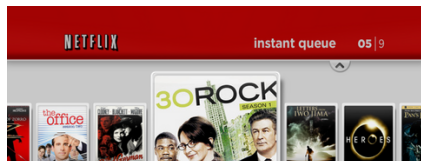
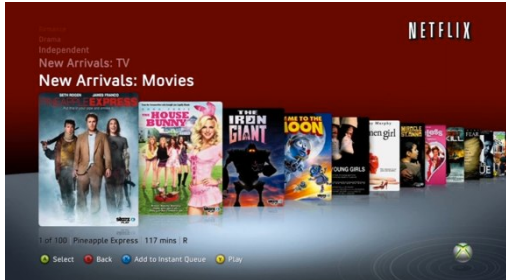
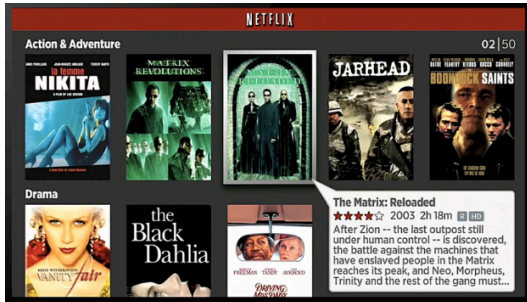
Bill Scott, Netflix



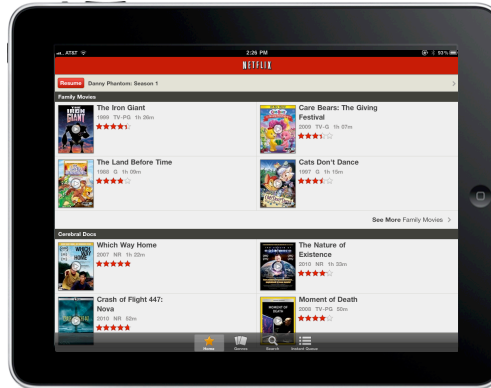
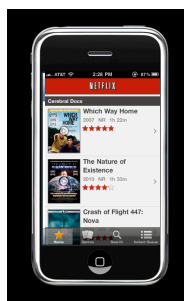
Designing for Mice & Men*

Bill Scott, Netflix

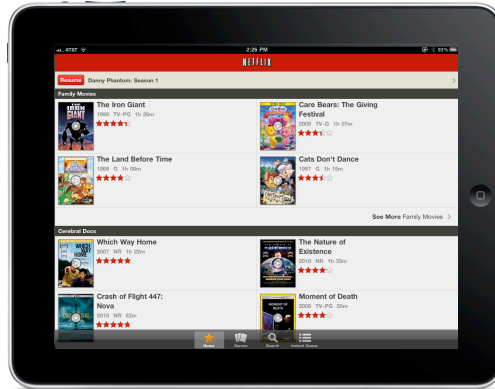
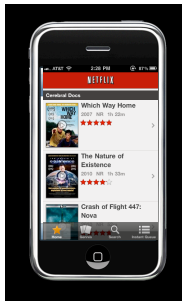
Current Experience Chaos (400 SKUs)



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?

Why do we want to own the experience?

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

Why do we want to own the experience?

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

We love server-driven, testable, dynamic UIs

Why do we want to own the experience?

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

We love server-driven, testable, dynamic UIs

We like agile Web better than rigid CE firmware process

Why do we want to own the experience?

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

We love server-driven, testable, dynamic UIs

We like agile Web better than rigid CE firmware process

We value "Learn Fast/Fail Quickly"

Why do we want to own the experience?

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

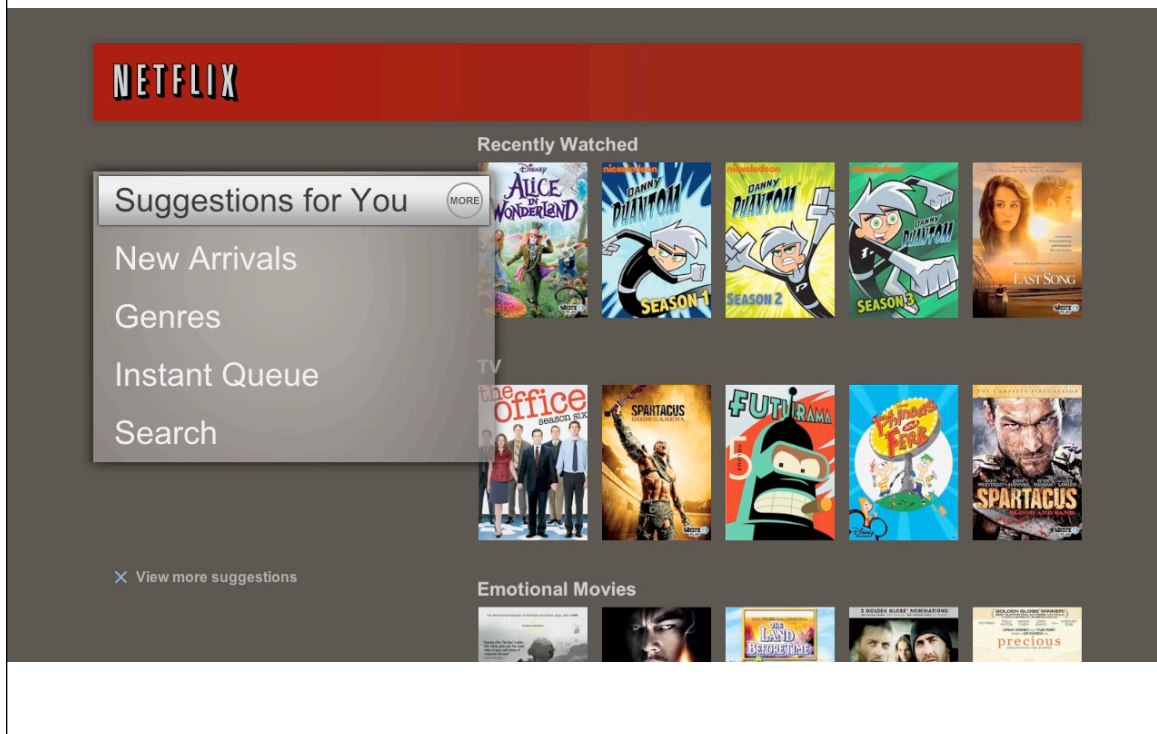
We love server-driven, testable, dynamic UIs

We like agile Web better than rigid CE firmware process

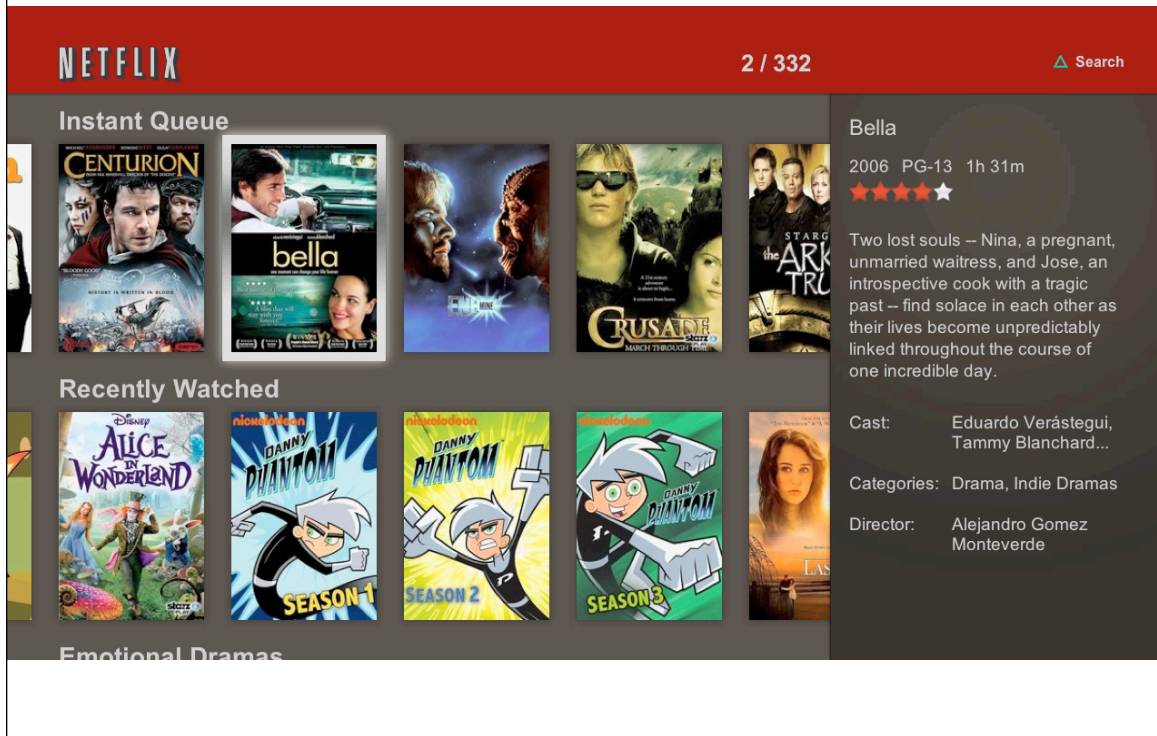
We value "Learn Fast/Fail Quickly"

The reality is any other path is chaos

Initial HTML5 Experience: PS3 - "Special"



Alternate HTML5 Experience: PS3 - "Plus"



Designing Across Platforms

Designing Across Platforms

We chose a portability layer (html5, css3, JS)

Designing Across Platforms

We chose a portability layer (html5, css3, JS)

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

Designing Across Platforms

We chose a portability layer (html5, css3, JS)

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

Designing Across Platforms

We chose a portability layer (html5, css3, JS)

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

Input

Indirect.

Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Working

Display

Hi-Rez

Large,

Near



TV
10' UI

Input

Indirect.

LRUD/OSK

Navigation

Panes

Posture

Lean Back

Relaxing

Display

Hi-Rez

Large

Far-away

Designing for Mice & Men



Web

Input
Indirect.
Pointer/keyboard

Navigation
Controls & windows

Posture
Stationary
Working

Display
Hi-Rez
Large,
Near



TV
10' UI

Input
Indirect.
LRUD/OSK

Navigation
Panes

Posture
Lean Back
Relaxing

Display
Hi-Rez
Large
Far-away



Mobile

Input
Direct.
Gesture/OSK

Navigation
Panes

Posture
On-the-go
In Hand

Display
Hi-Rez
Small
Near

Designing for Mice & Men



Web

Input
Indirect.
Pointer/keyboard

Navigation
Controls & windows

Posture
Stationary
Working

Display
Hi-Rez
Large,
Near



TV
10' UI

Input
Indirect.
LRUD/OSK

Navigation
Panes

Posture
Lean Back
Relaxing

Display
Hi-Rez
Large
Far-away



Mobile

Input
Direct.
Gesture/OSK

Navigation
Panes

Posture
On-the-go
In Hand

Display
Hi-Rez
Small
Near



Tablet

Input
Direct.
Gesture/OSK

Navigation
Panes & Slideouts

Posture
On-the-go
Lean back
Shared

Display
Hi-Rez
Medium,
Near



So what's common?

design principles

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

but the application of principles varies across

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

Three Principles

Three Principles

common design principles for
multiple platform design

A hand holding two walnuts against a red background with faint mathematical formulas. The formulas include $\frac{d^2y}{dt^2} = -\frac{GM}{r^2}$, $\frac{d^2x}{dt^2} = -\frac{GM}{r^2}$, $E = mc^2$, and $\sqrt{1 - \frac{v^2}{c^2}}$.

#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.

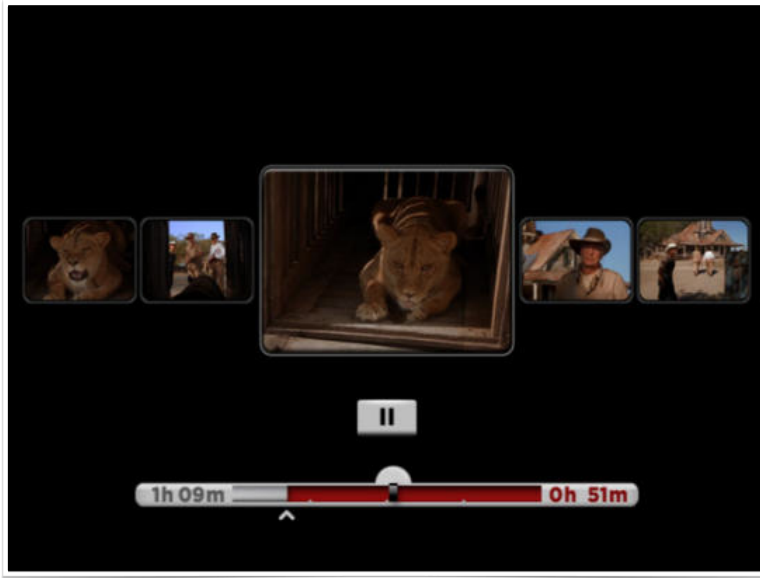
Design for Physicality

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

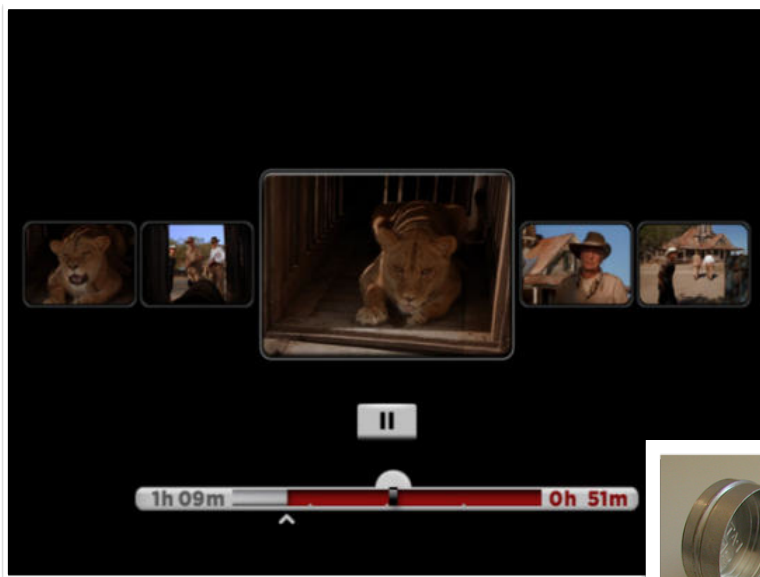
- Apple HIG

**Use Metaphors
to Embody
Physicality**

Physicality as Metaphor



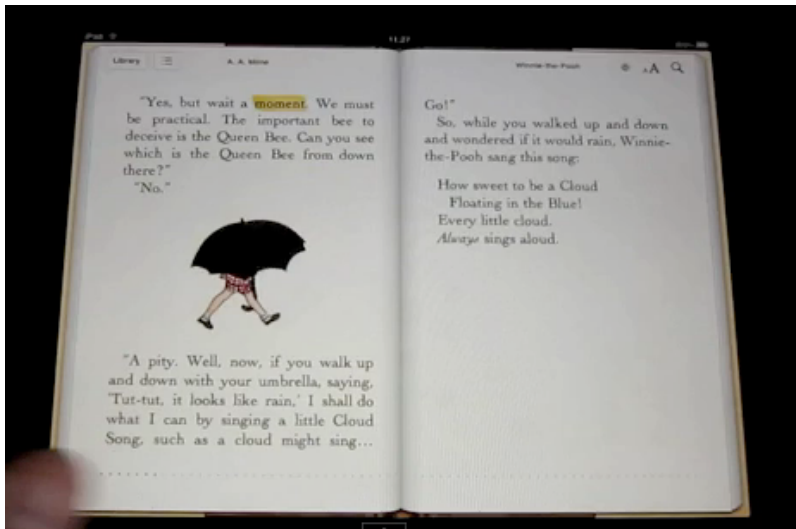
Physicality as Metaphor



Film Strip

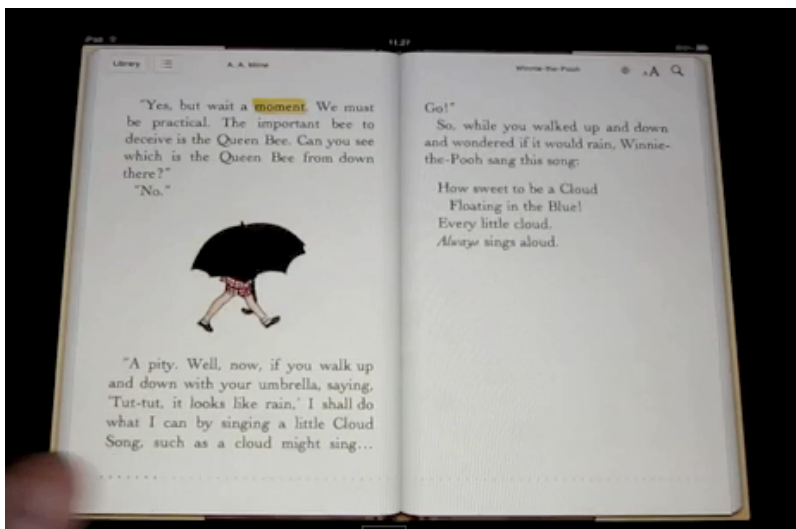


Physicality as Metaphor



book

Physicality as Metaphor

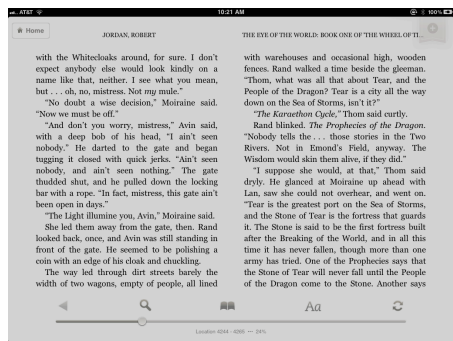


book

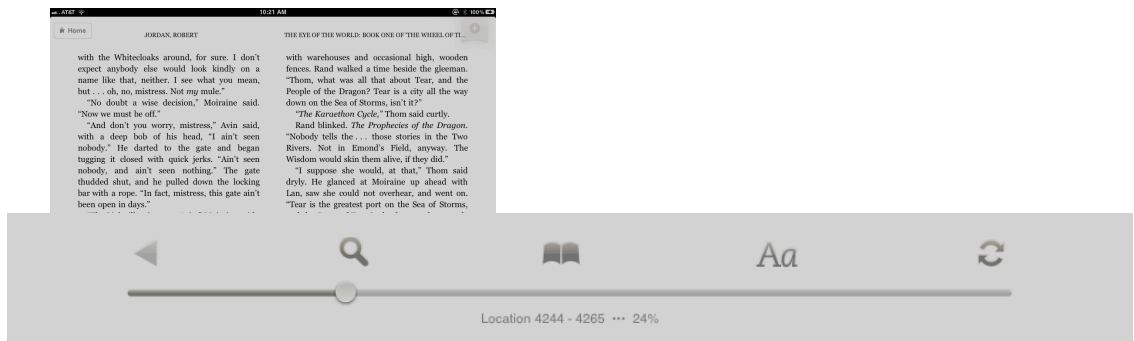
"Books have pages"

"Pages turn"

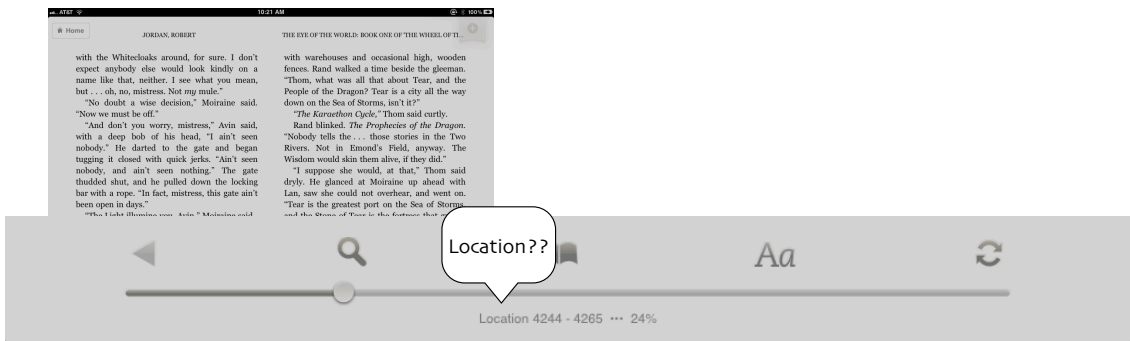
Anti-Pattern: Broken Metaphor



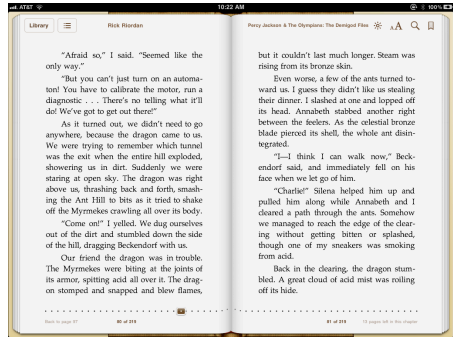
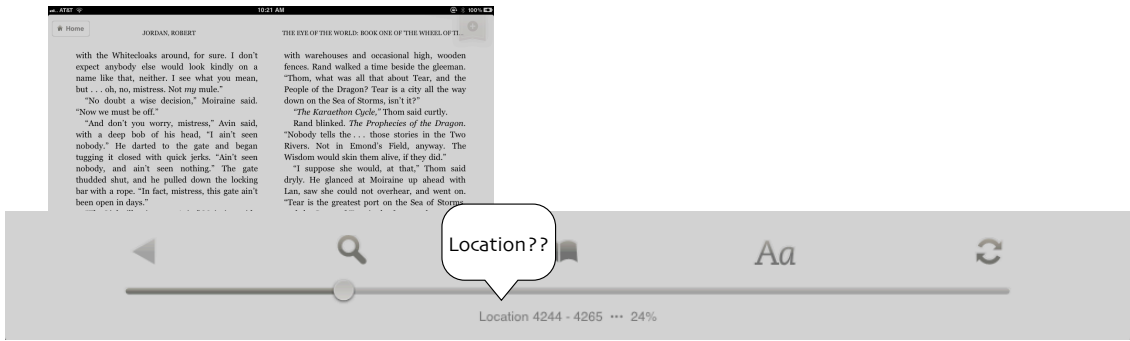
Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor

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

The user's mental model is the experience cushion.

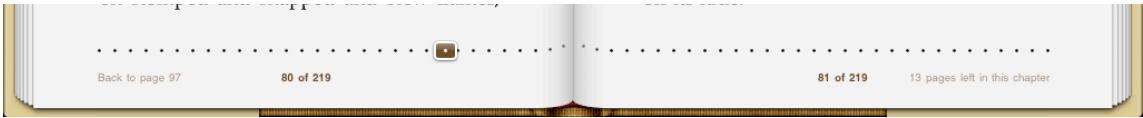
"Books have pages"

Location??

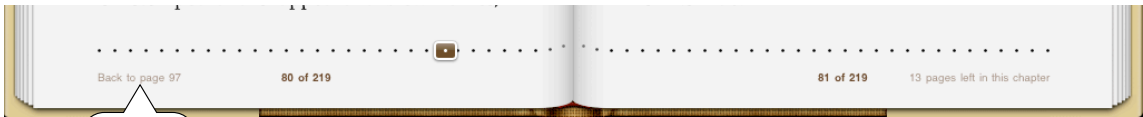
Page!!

Break the Metaphor with Magic

Break the Metaphor with Magic

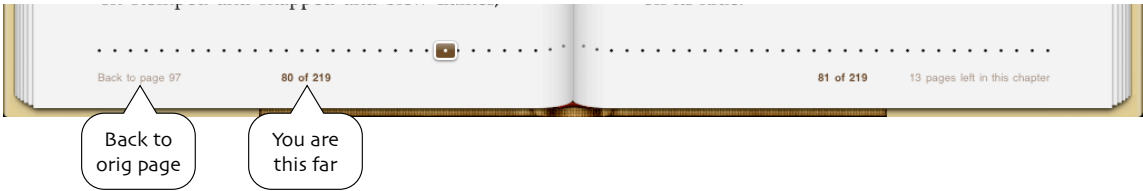


Break the Metaphor with Magic

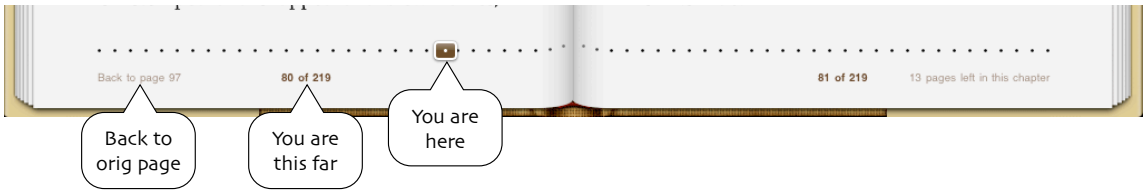


Back to
orig page

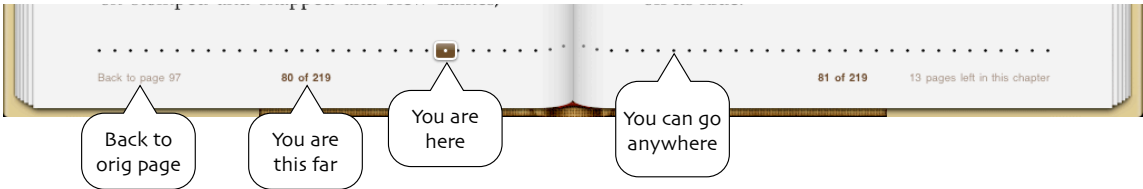
Break the Metaphor with Magic



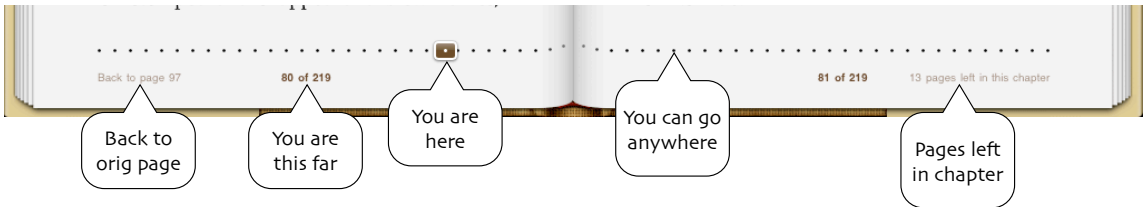
Break the Metaphor with Magic



Break the Metaphor with Magic

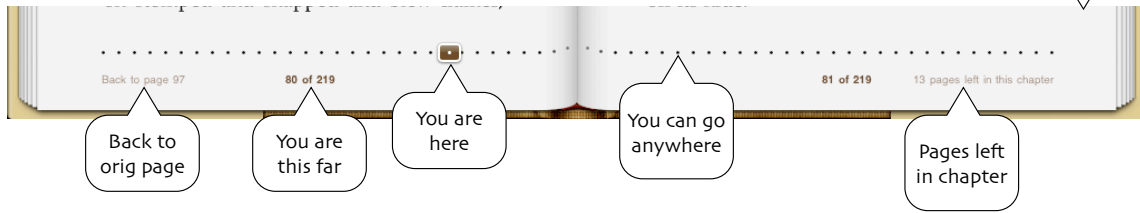


Break the Metaphor with Magic



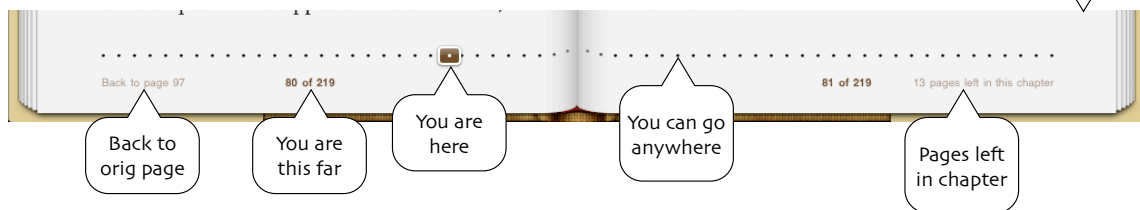
Break the Metaphor with Magic

Tap to
change
page



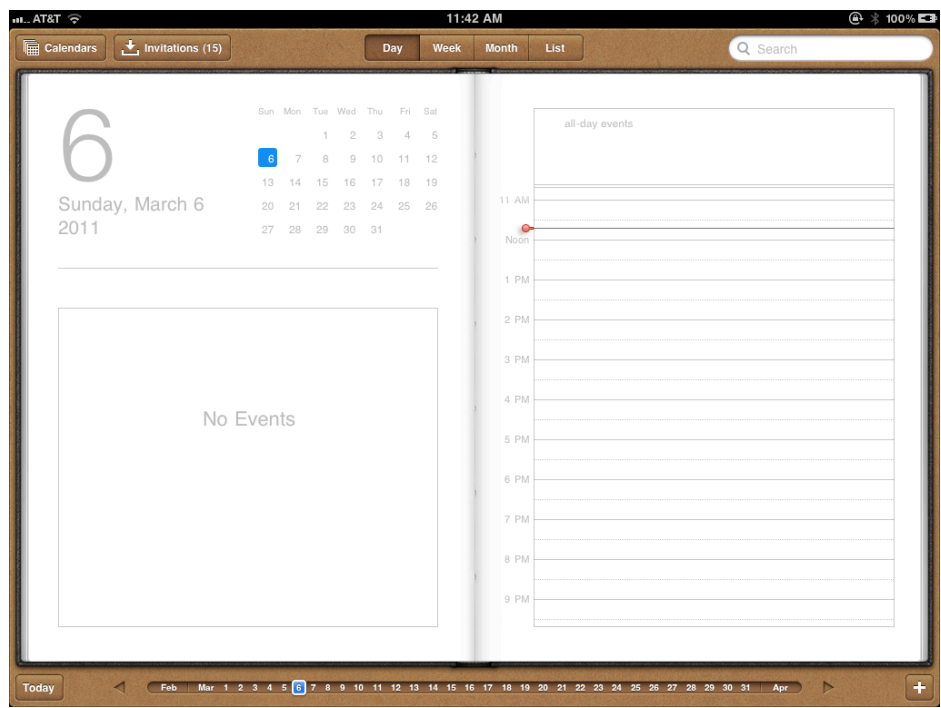
Break the Metaphor with Magic

Tap to
change
page

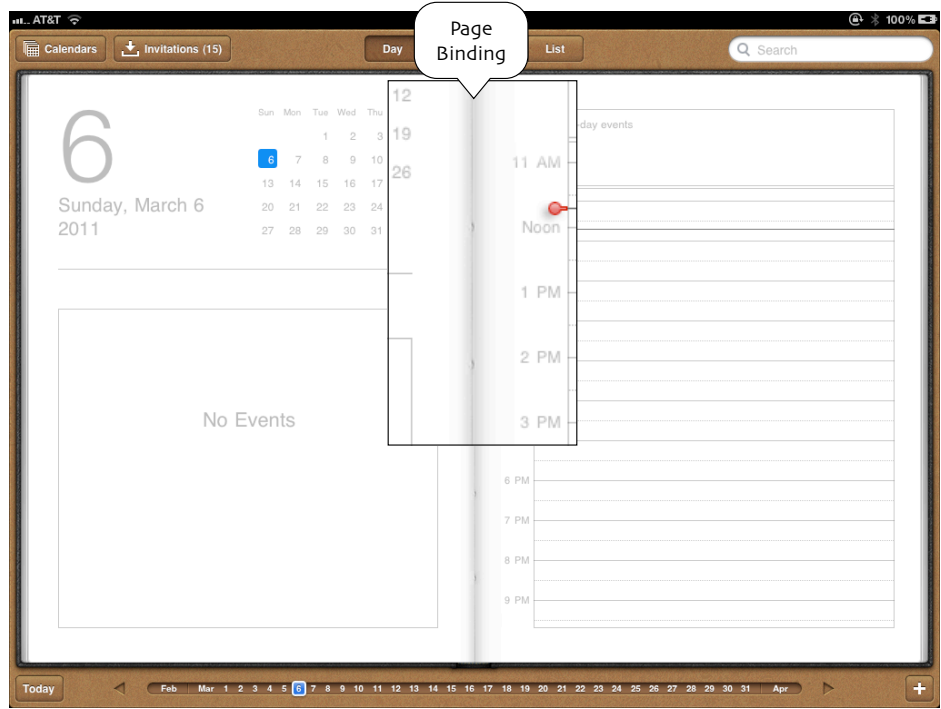


Strict physicality is hard work.
Use magic to simplify the real
world.

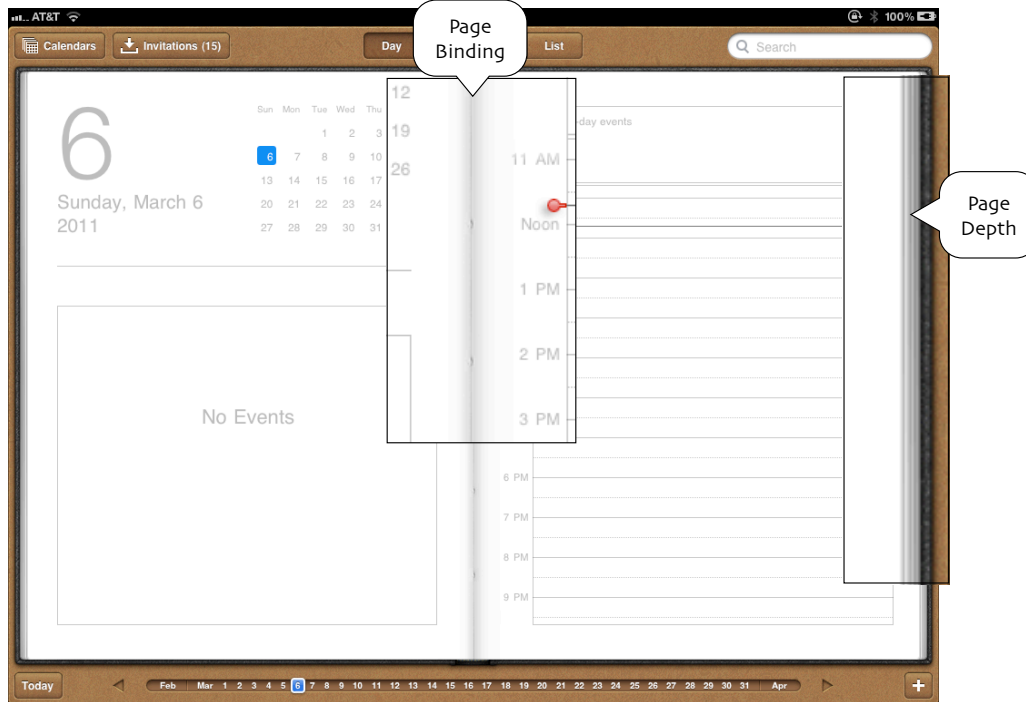
To Flick or not to Flick



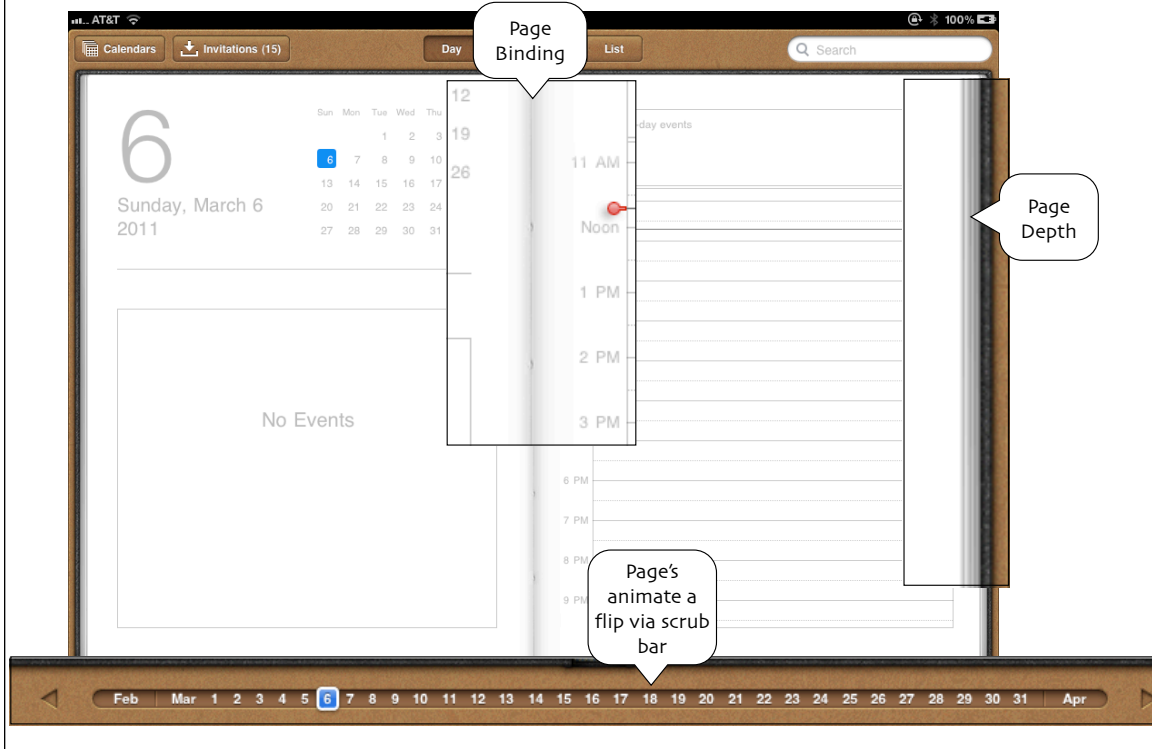
To Flick or not to Flick



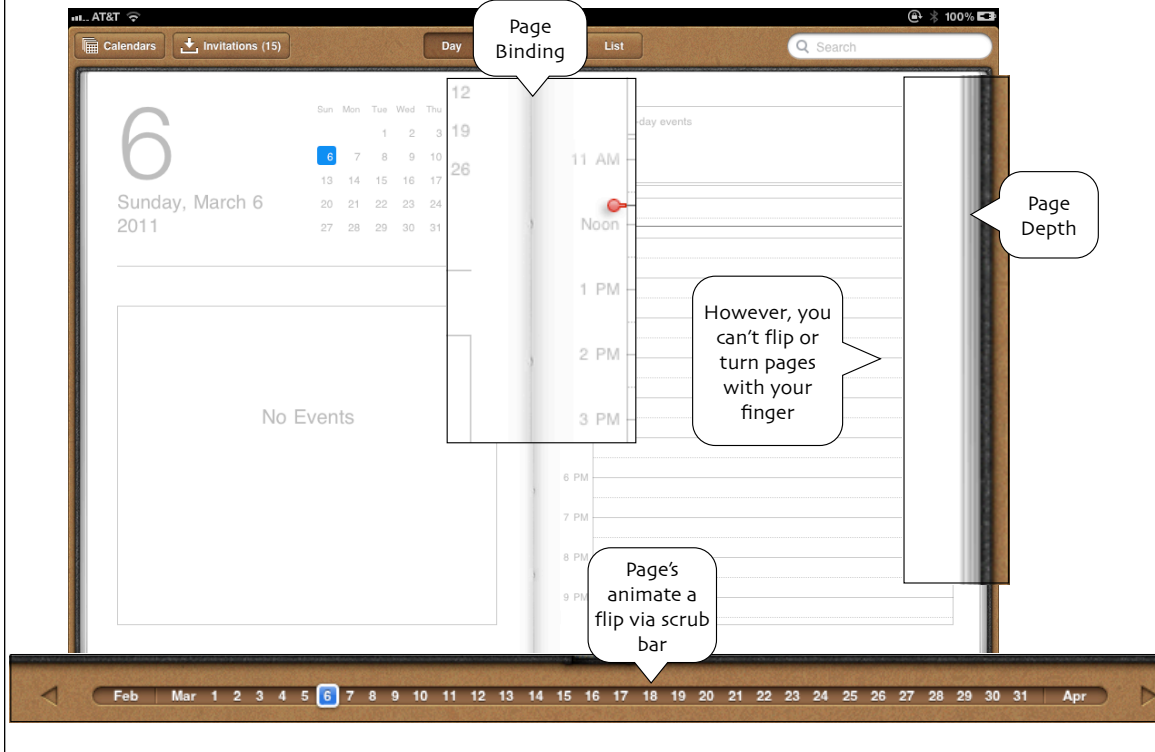
To Flick or not to Flick



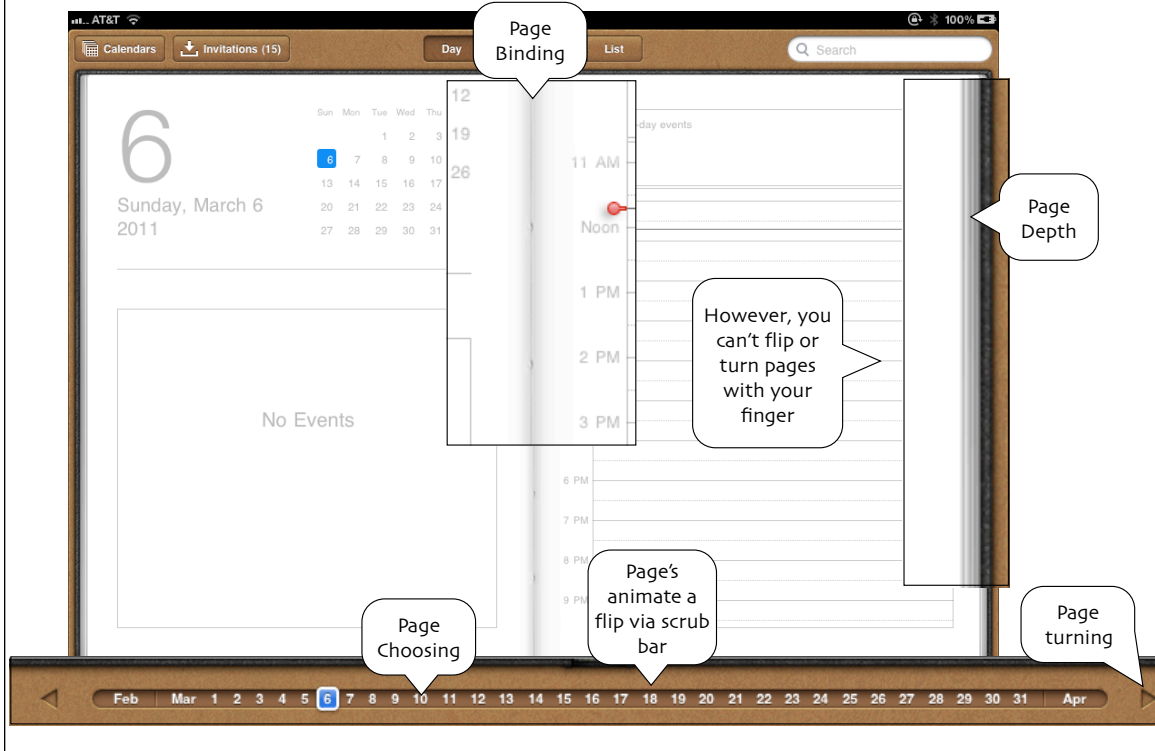
To Flick or not to Flick



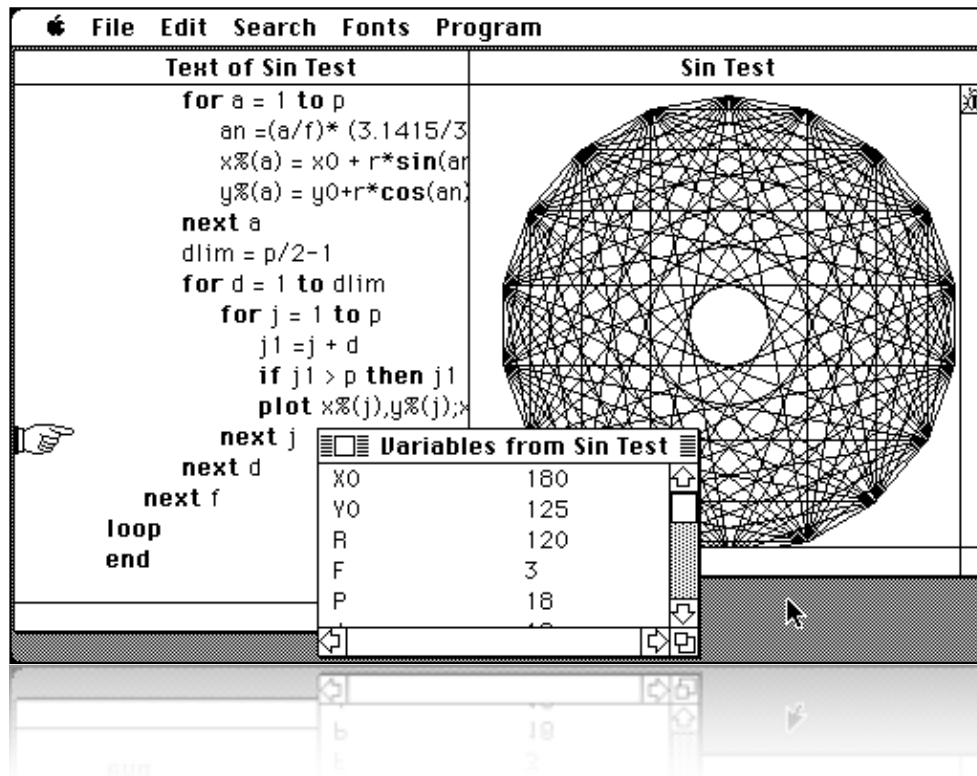
To Flick or not to Flick

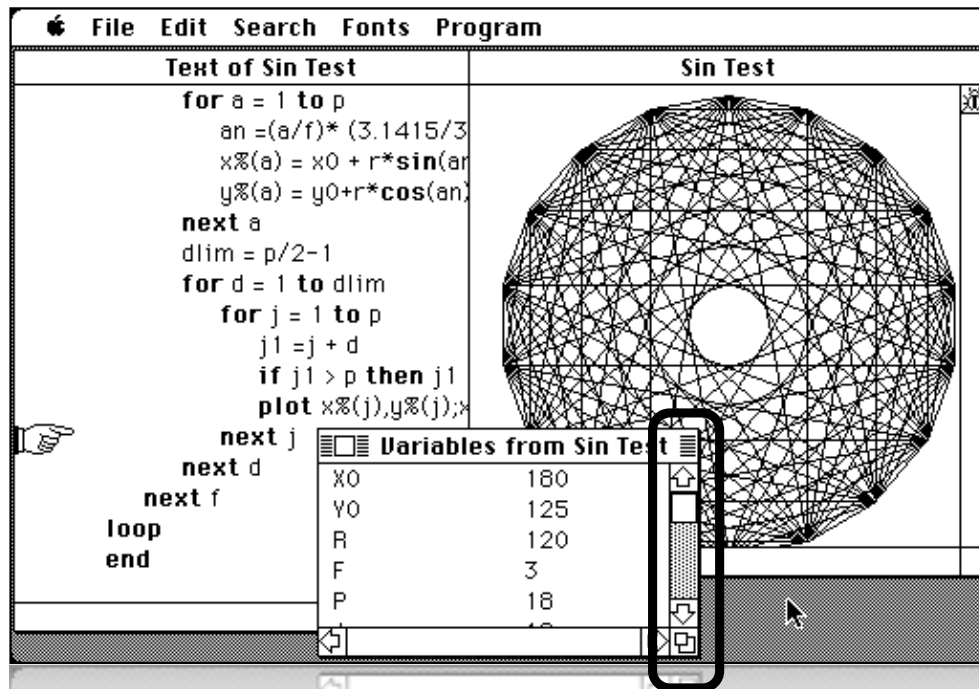
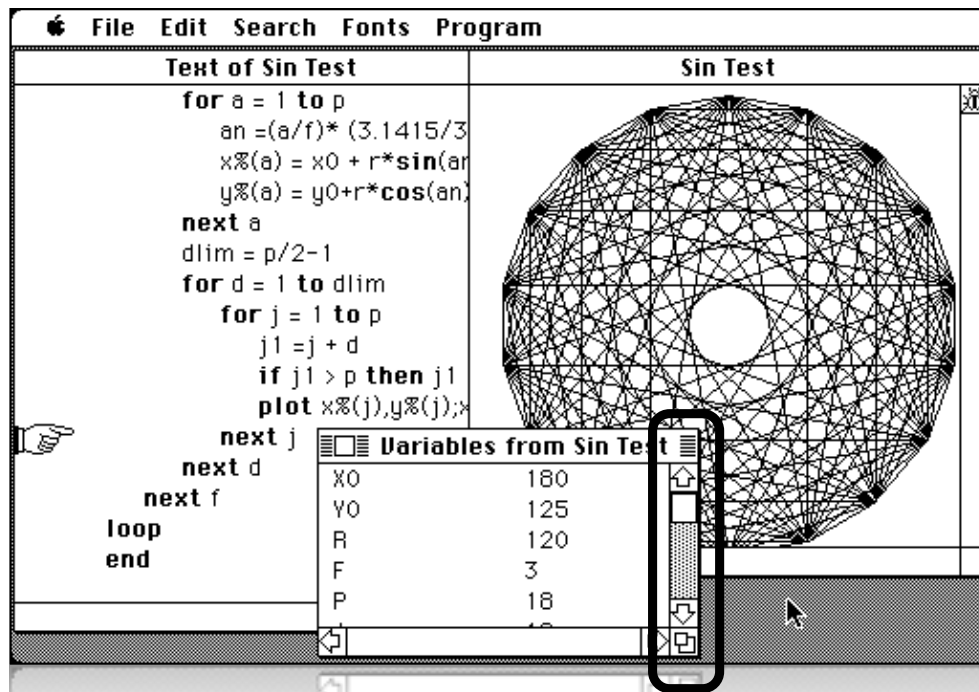


To Flick or not to Flick



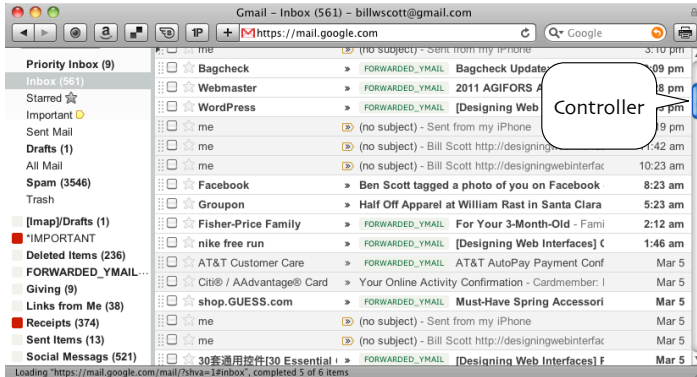
Use Directness to Simulate Physicality





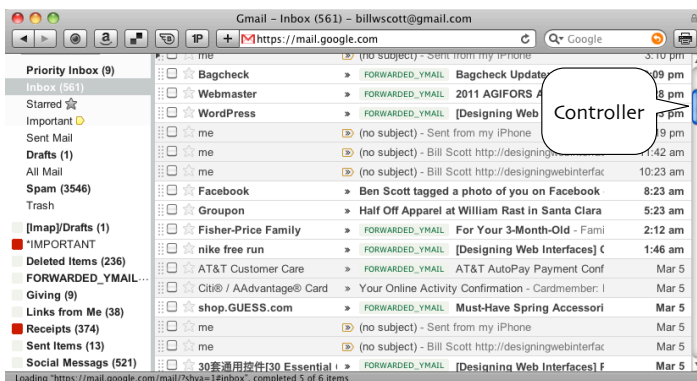
in 1984, this was physicality - the scrollbar

Scrollbar Evolution

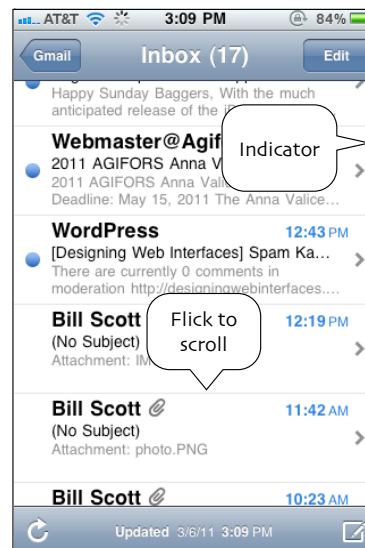


Scrollbar Evolution

From Controller to Indicator Content is scrolled instead of scrollbar



Thumbwheel is an evolution as well



It must feel real



It must feel real



Make sure event
handling is consistent

It must feel real



Make sure event handling is consistent

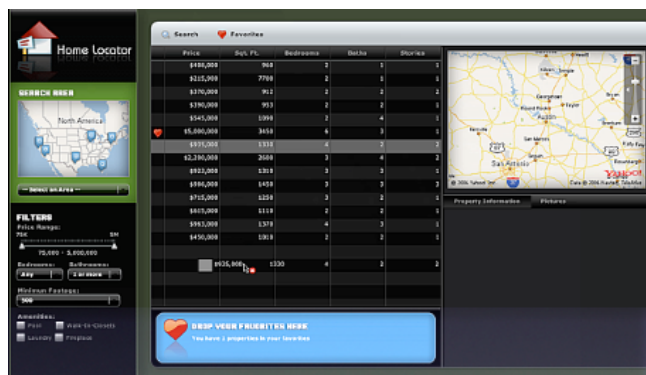
Remember fingers are fat. Real estate is limited

It must feel real

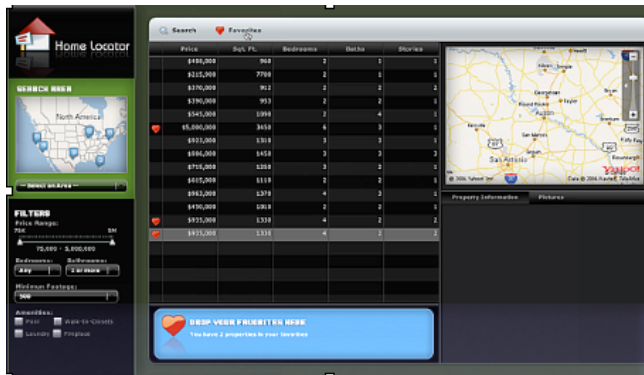


Make sure event handling is consistent

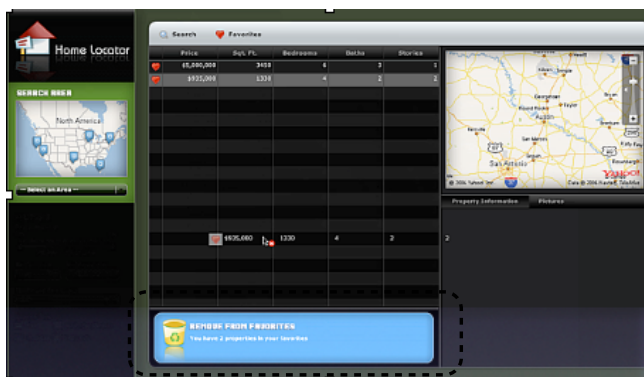
Remember fingers are fat. Real estate is limited

[illegible]

Anti-Pattern: Mismatched Metaphor

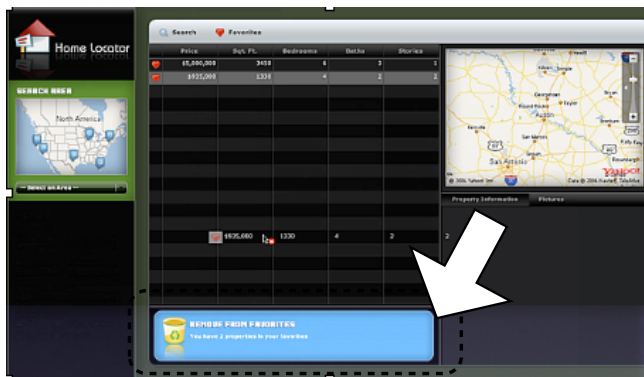


Anti-Pattern: Mismatched Metaphor



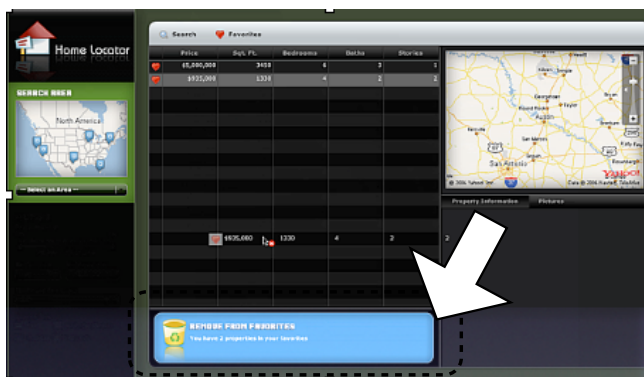
anti-pattern: artificial construct

Anti-Pattern: Mismatched Metaphor

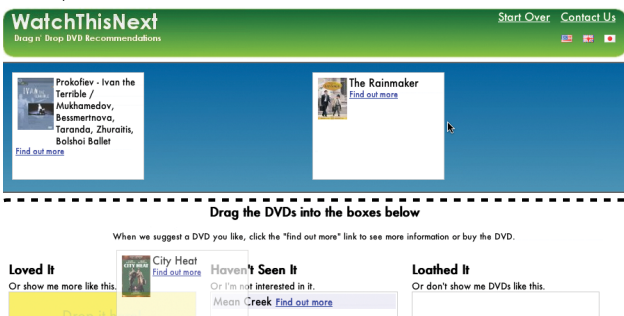


anti-pattern: artificial construct

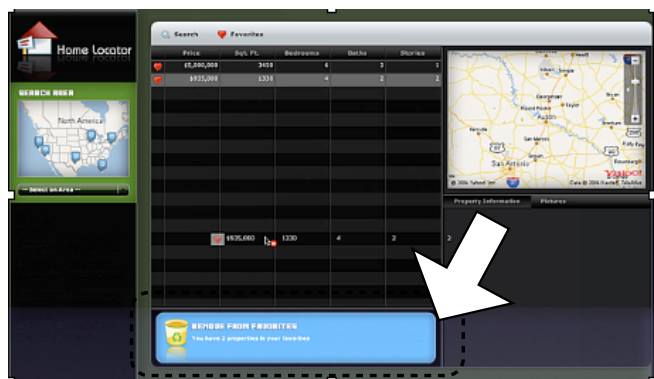
Anti-Pattern: Mismatched Metaphor



anti-pattern: artificial construct



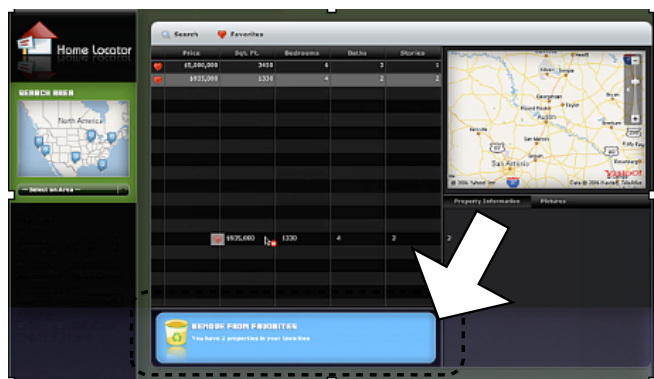
Anti-Pattern: Mismatched Metaphor



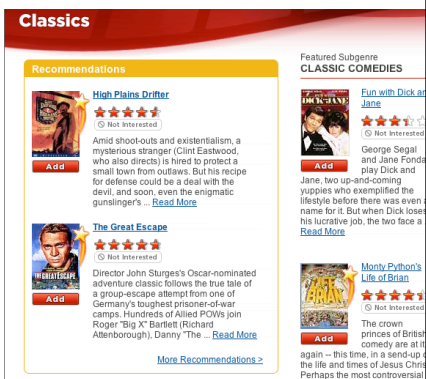
anti-pattern: artificial construct



Anti-Pattern: Mismatched Metaphor

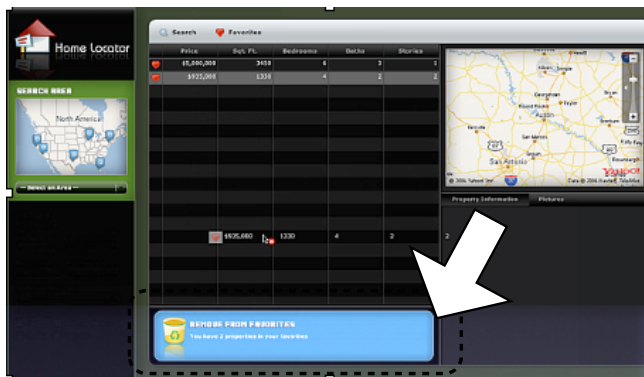


anti-pattern: artificial construct

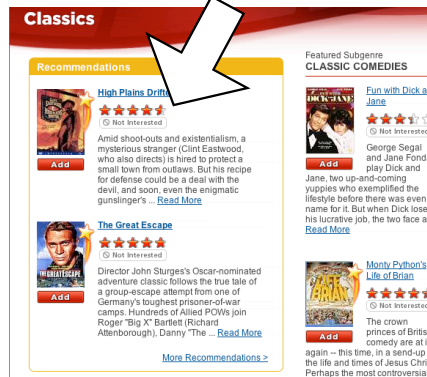
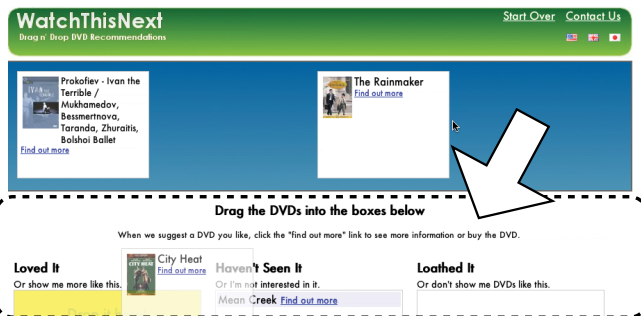


netflix. rate an object. KISS.

Anti-Pattern: Mismatched Metaphor

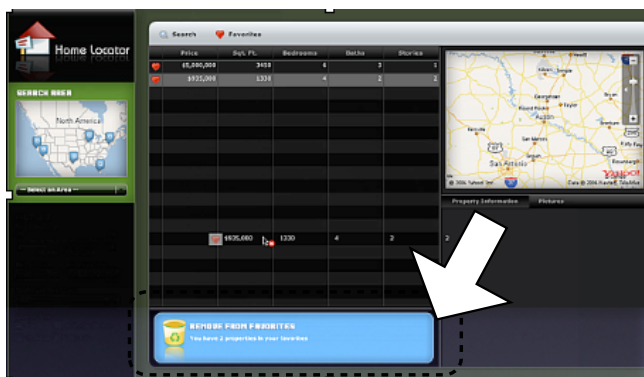


anti-pattern: artificial construct

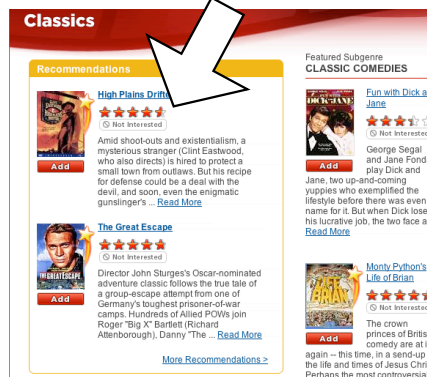
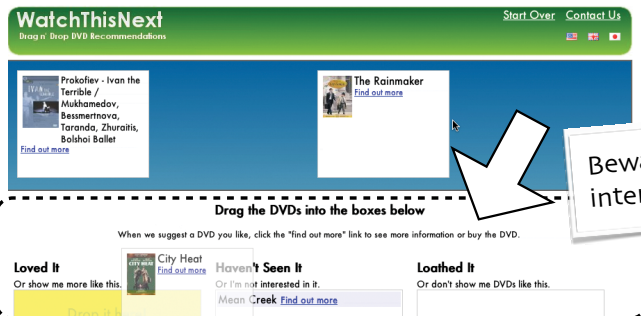


netflix. rate an object. KISS.

Anti-Pattern: Mismatched Metaphor



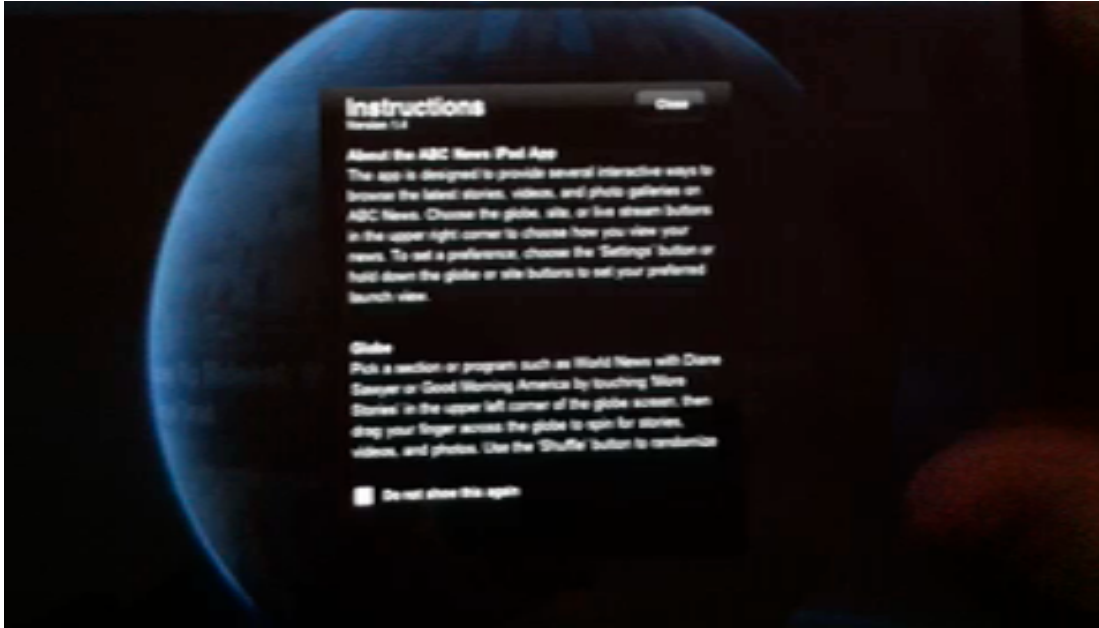
anti-pattern: artificial construct



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 discontinuous.

Reduce Page Switching to Maintain Flow

“Special” Experience

NETFLIX

Recently Watched

Suggestions for You

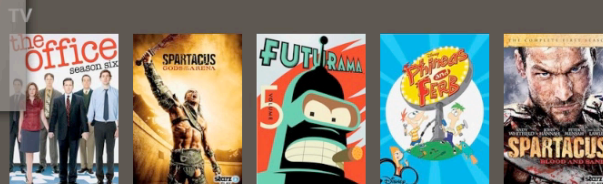
MORE

New Arrivals

Genres

Instant Queue

Search



✕ View more suggestions

Emotional Movies



"Special" Experience

Principles followed:

Focus + context, Simple navigation, User Control

NETFLIX

Suggestions for You

MORE

New Arrivals

Genres

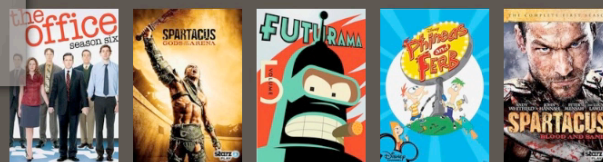
Instant Queue

Search

Recently Watched



TV



X View more suggestions

Emotional Movies



"Plus" Experience

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

"Plus" Experience

Principles followed:

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

NETFLIX

Search

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

Which Won?

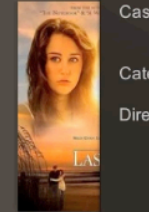




Which Won?

NETFLIX2 / 332Search

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

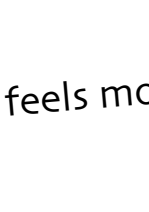
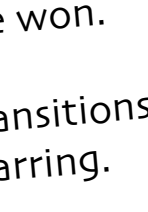
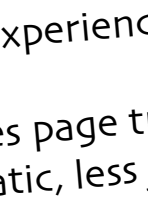
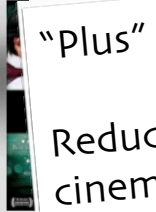

Director:

Alejandro Gomez
Monteverde

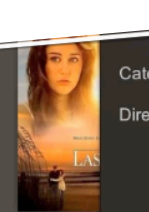




Which Won?

NETFLIX2 / 332Search

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:

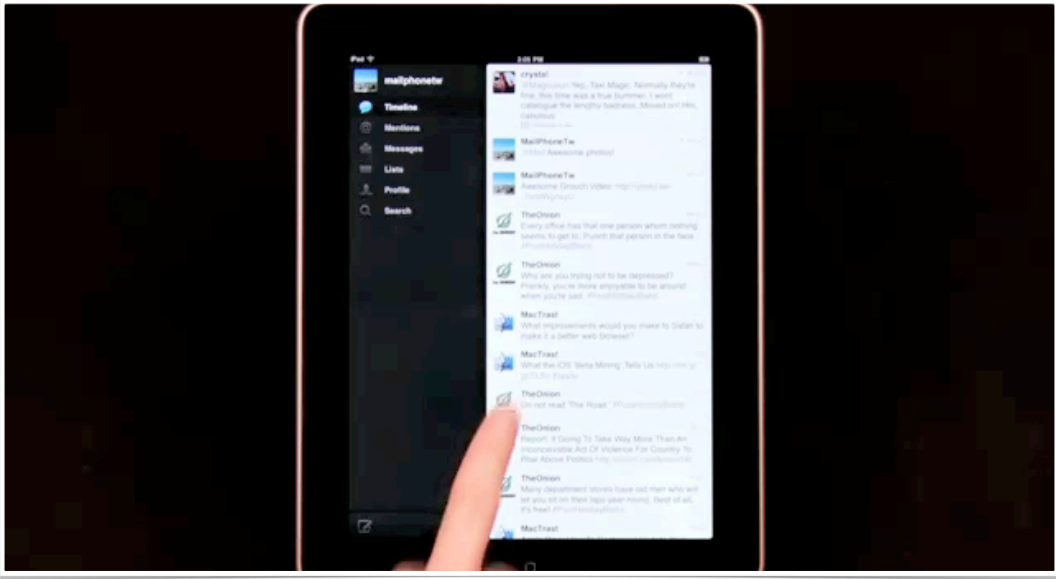
Alejandro Gomez
Monteverde

“Plus” experience won.

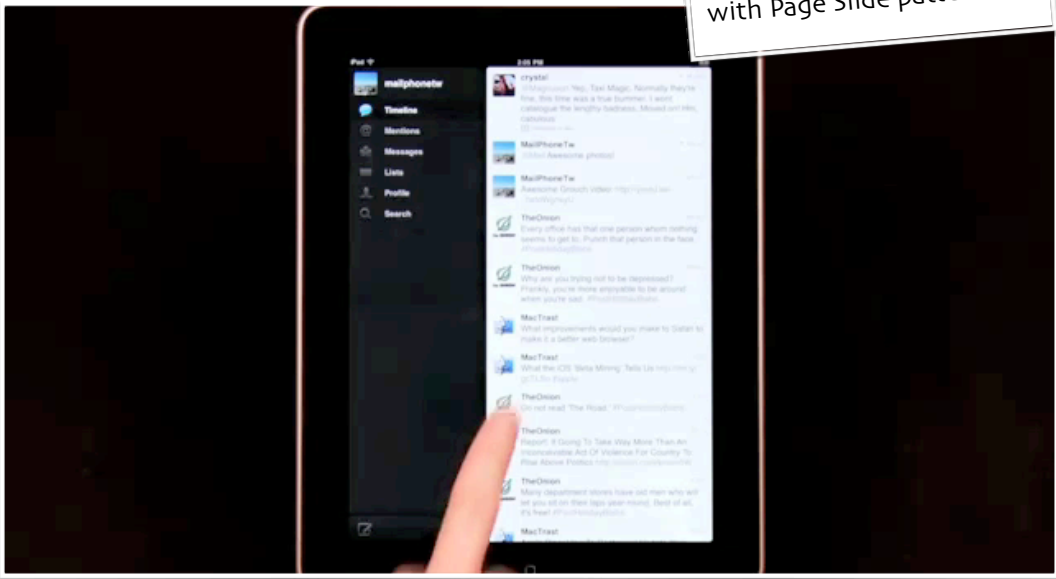
Reduces page transitions, feels more cinematic, less jarring.

Maintains Flow

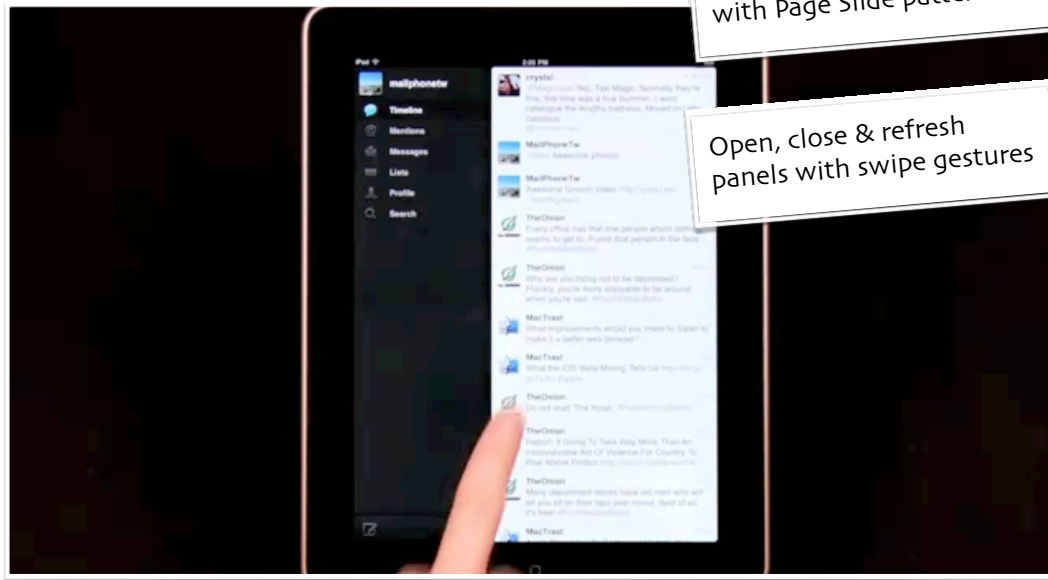
Twitter as iPad App



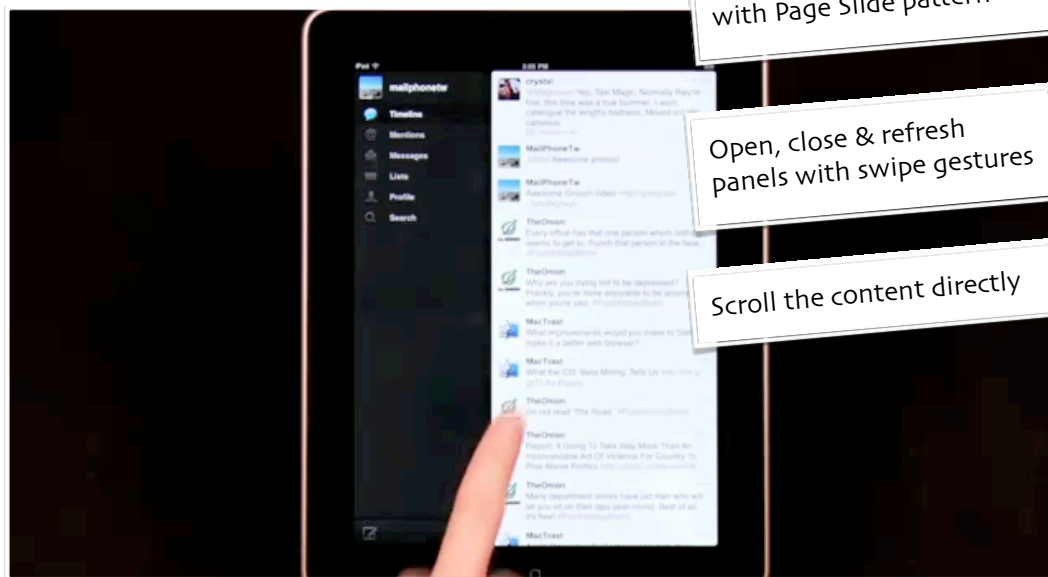
Twitter as iPad App



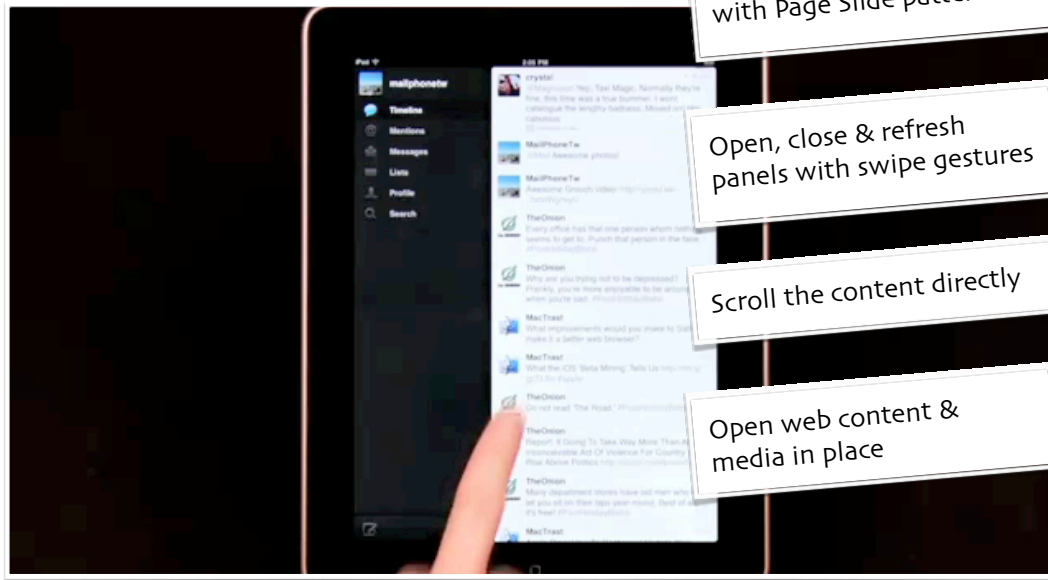
Twitter as iPad App



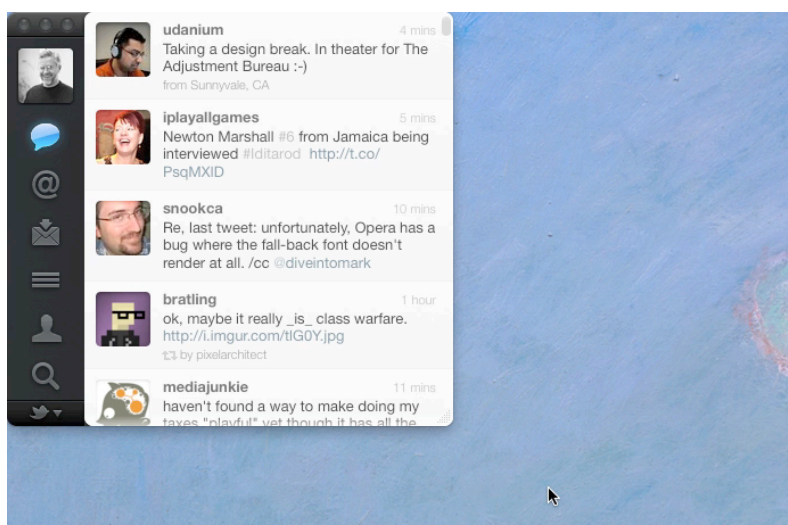
Twitter as iPad App



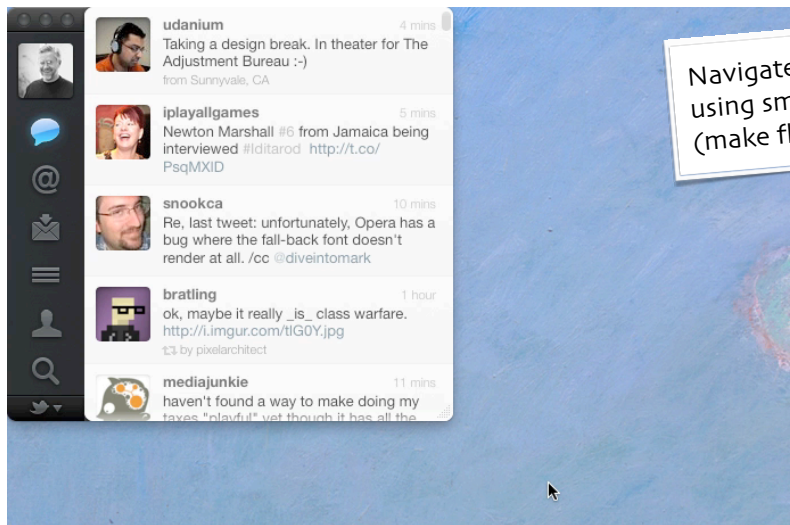
Twitter as iPad App



Twitter as Mac App

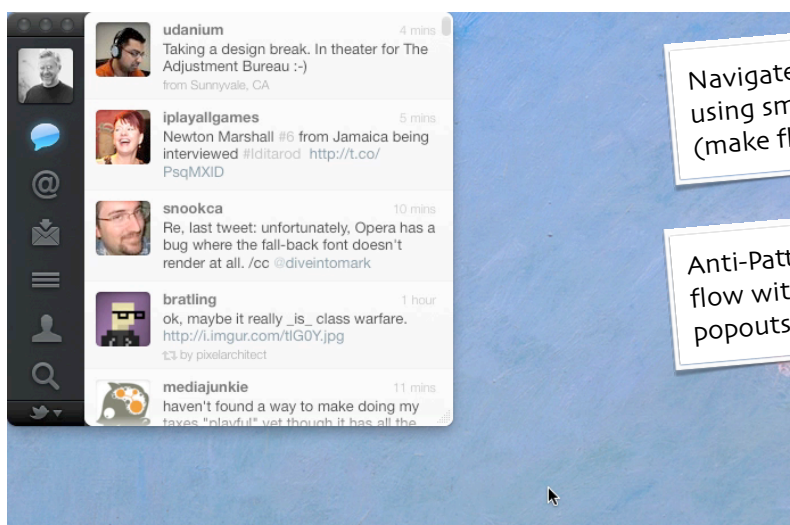


Twitter as Mac App



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

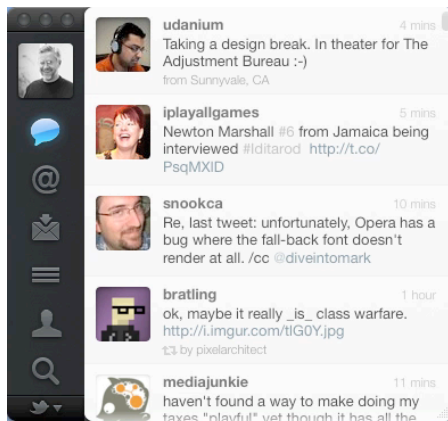
Twitter as Mac App



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

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

Twitter as Mac App

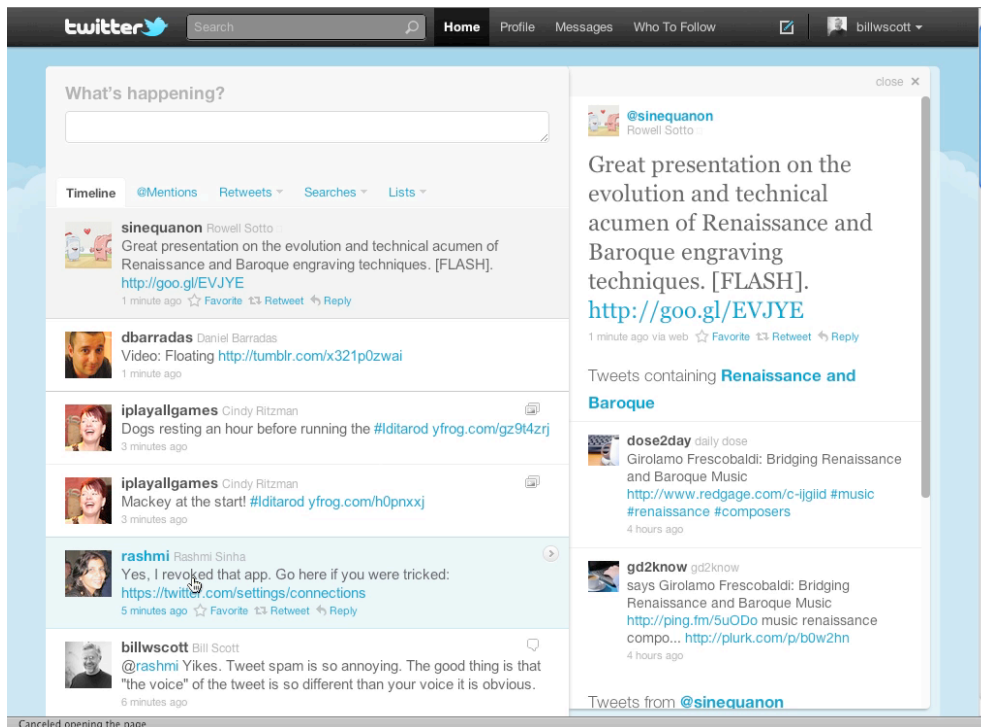


Navigate to other areas using smooth transitions (make flow visible)

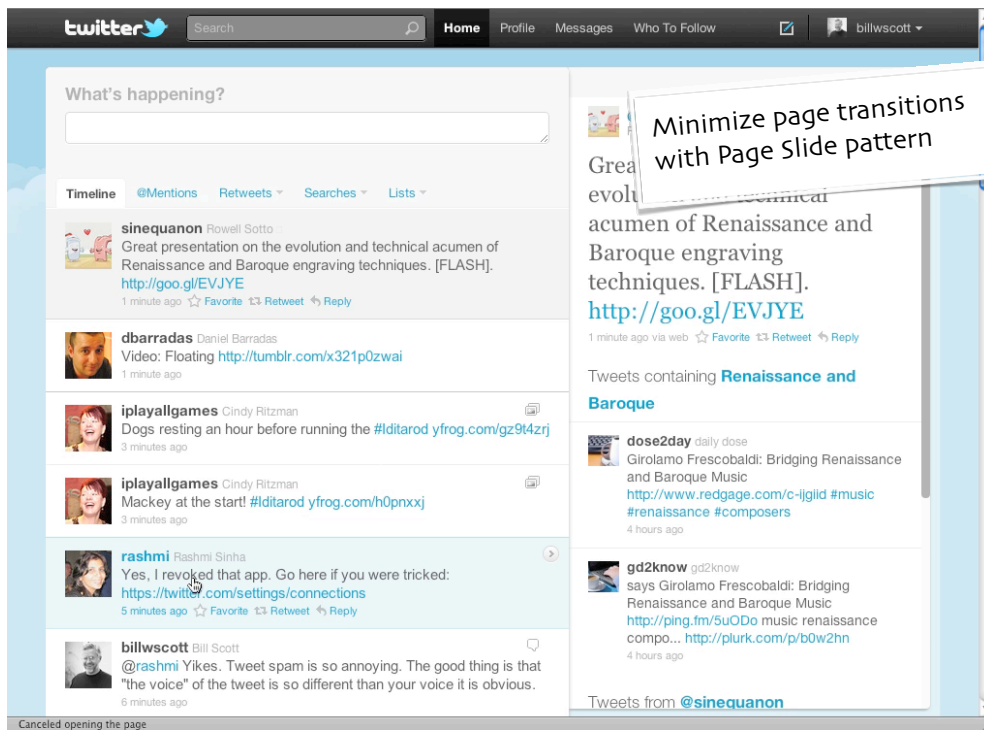
Anti-Pattern: breaking the flow with menus & popouts.

Rethink desktop apps to use real estate more creatively

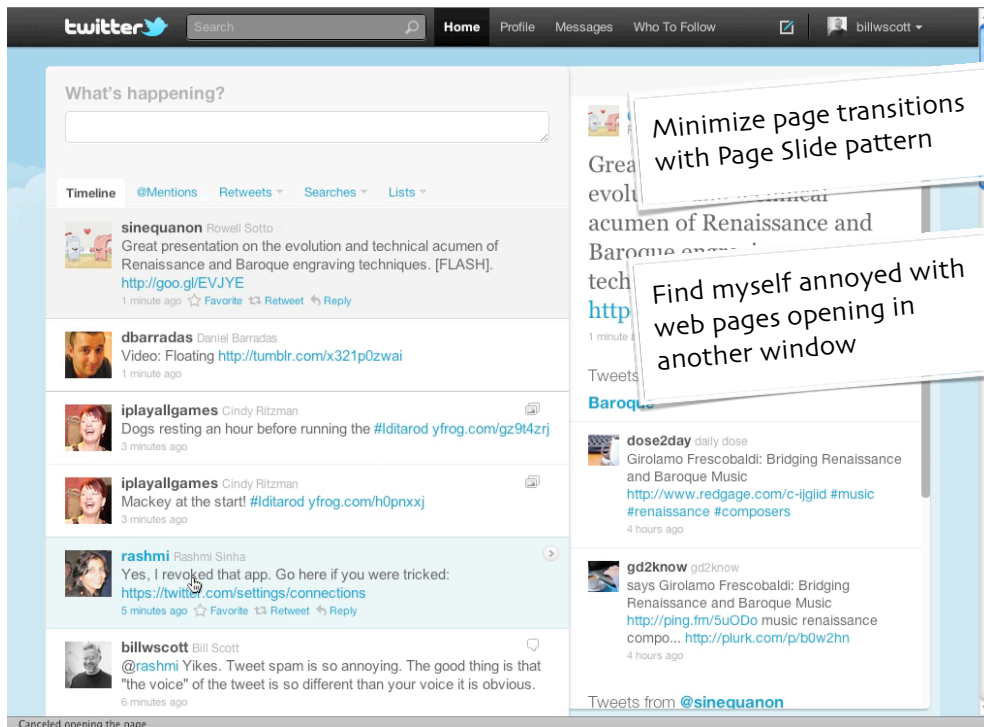
Twitter as Web App



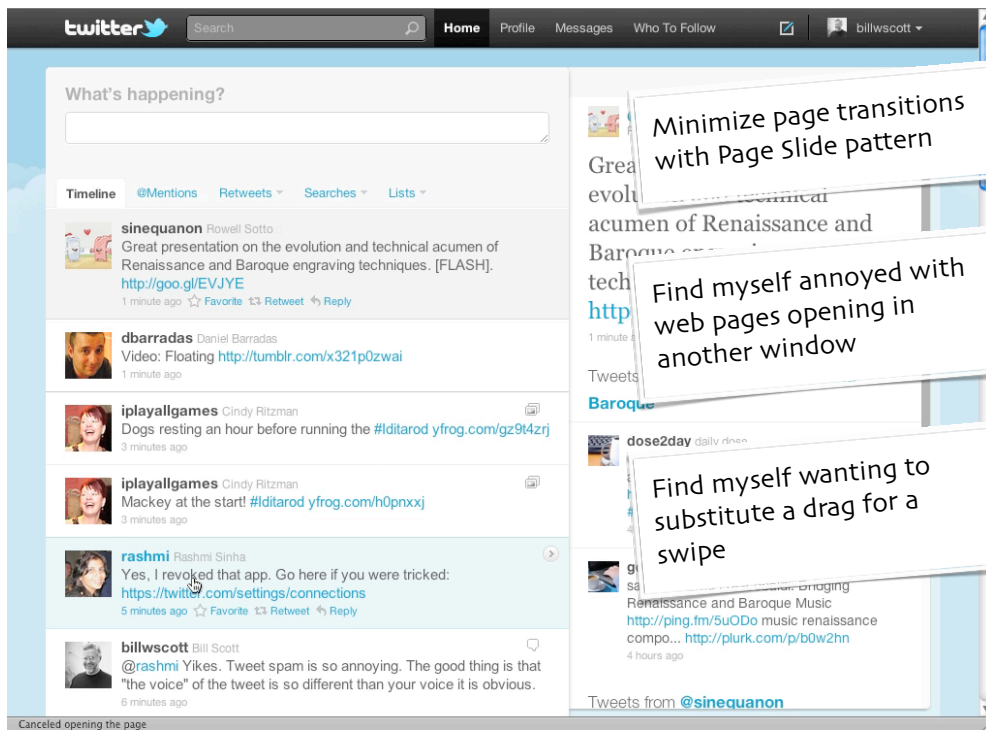
Twitter as Web App



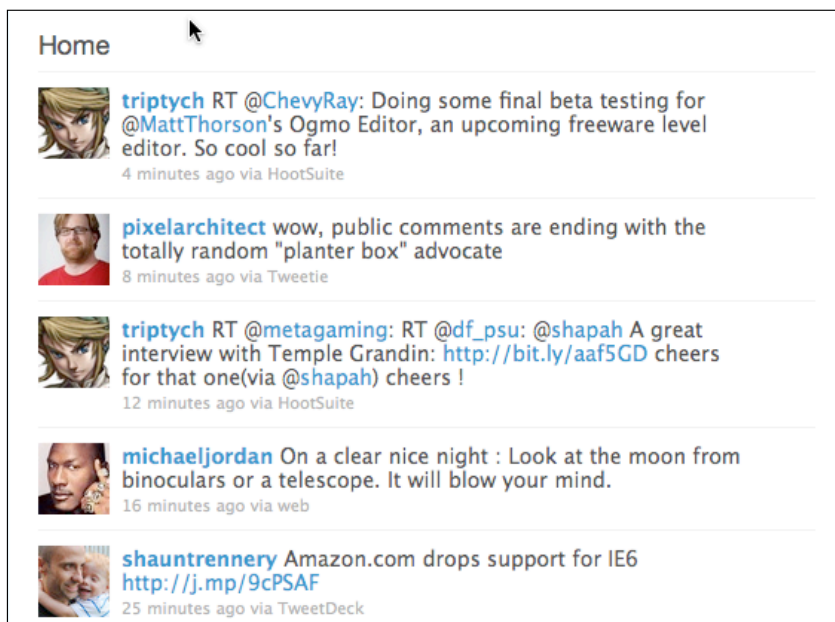
Twitter as Web App



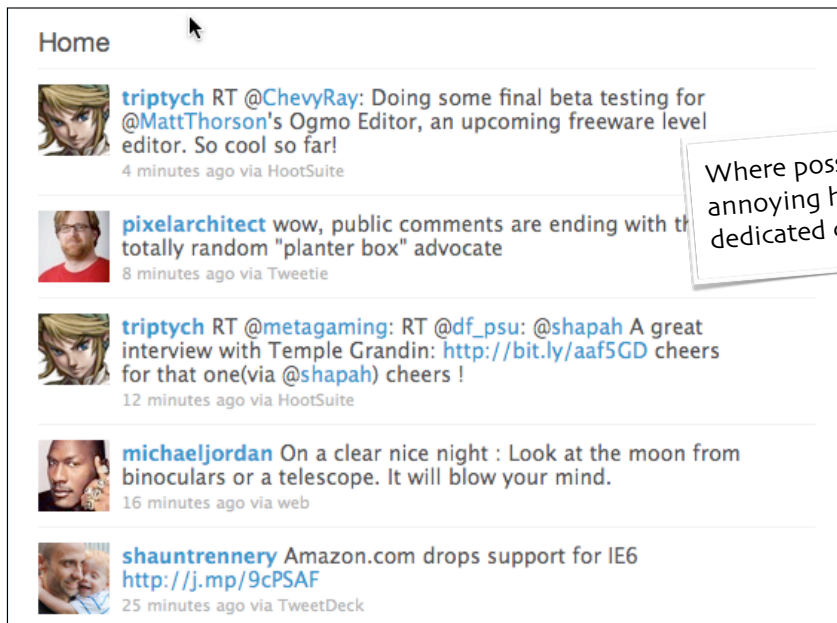
Twitter as Web App



Vs Hover & Cover



Vs Hover & Cover



**Keep Navigation
Simple
to Maintain Flow**

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)

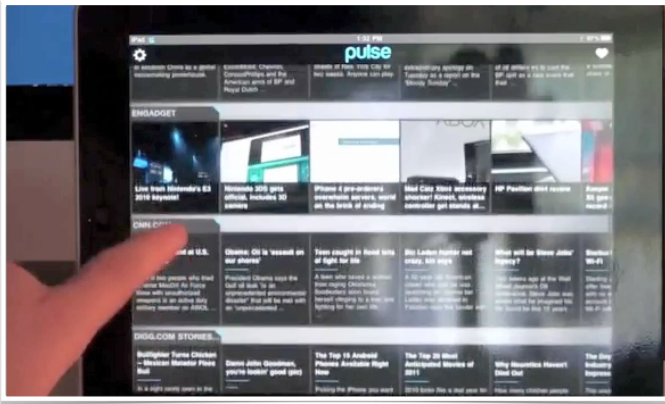


Gowalla: Tab + Flat

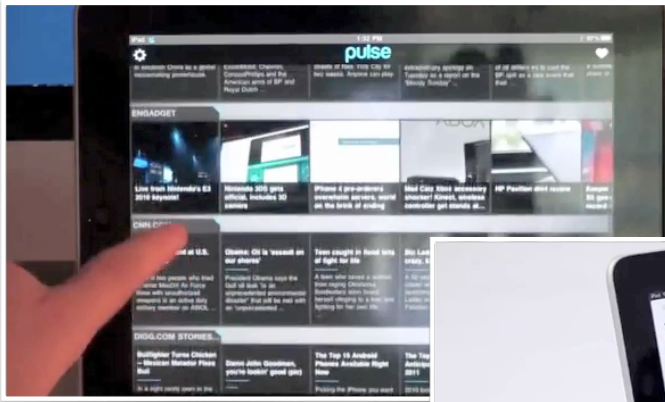
- Josh Clark (Tapworthy)

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...

TurboTax
Deluxe

Personal Info

Federal Taxes

Federal Review

State Taxes

Print & File

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

Wages & Income

Deductions & Credits

Other Tax Situations

Enter Your Interest Paid to Some Lender

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

(Box 1 on your 1098)

0.00

Animation Can...

TurboTax
Deluxe

Personal Info

Federal Taxes

Federal Review

State Taxes

Print & File

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

Wages & Income

Deductions & Credits

Other Tax Situations

Enter Your Interest Paid to Some Lender

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

(Box 1 on your 1098)

0.00

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

Animation Can...

TurboTax Deluxe

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

Federal Tax Due: **\$10,533**
CA Tax Due: **\$4,973**

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

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

Federal Tax Due
\$10,533
CA Tax Due
\$4,973



Animation Can...

Be really, really annoying

TurboTax Deluxe

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

Federal Tax Due: **\$10,533**
CA Tax Due: **\$4,973**

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

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

Federal Tax Due
\$10,533
CA Tax Due
\$4,973



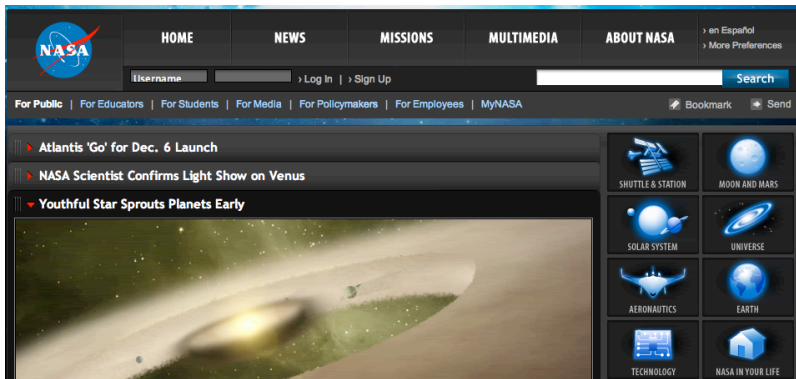
What can be done with less is done in vain with more.

- Occam

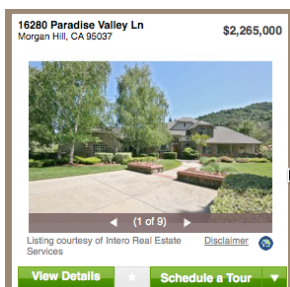
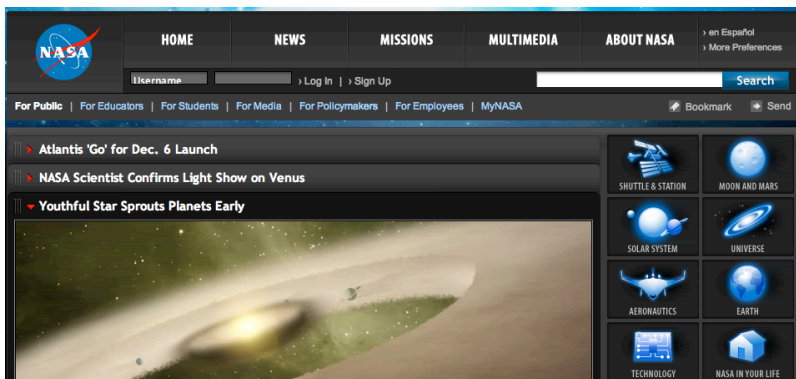
Make all visual distinctions as subtle as possible, but still clear and effective.

- Tufte "Smallest Effective Difference"

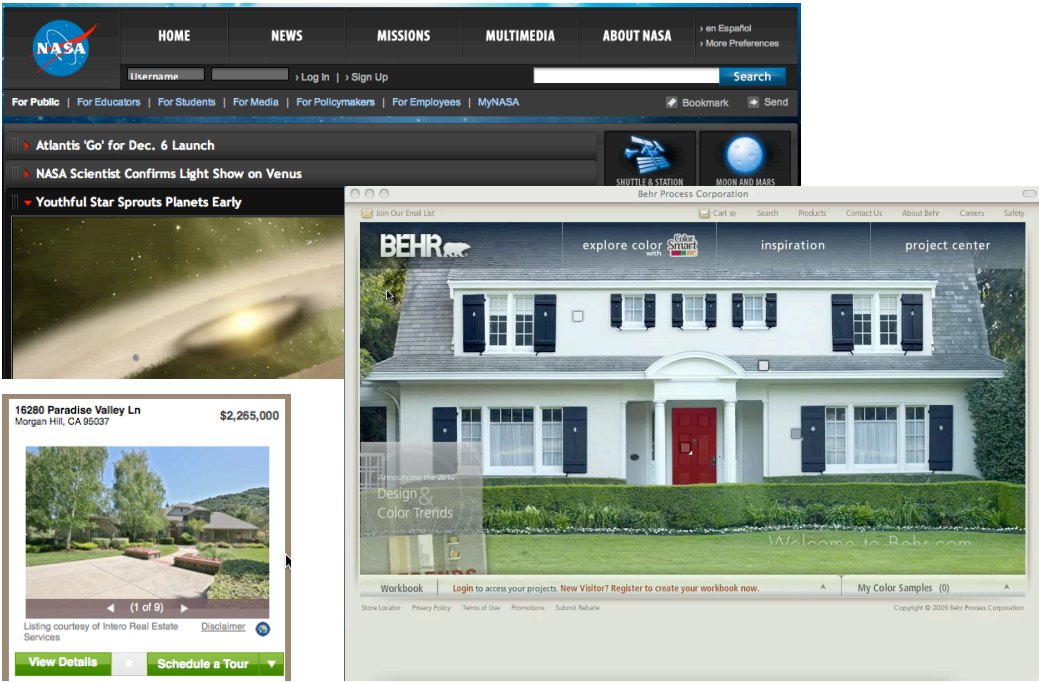
Web Apps Seem Prone to This



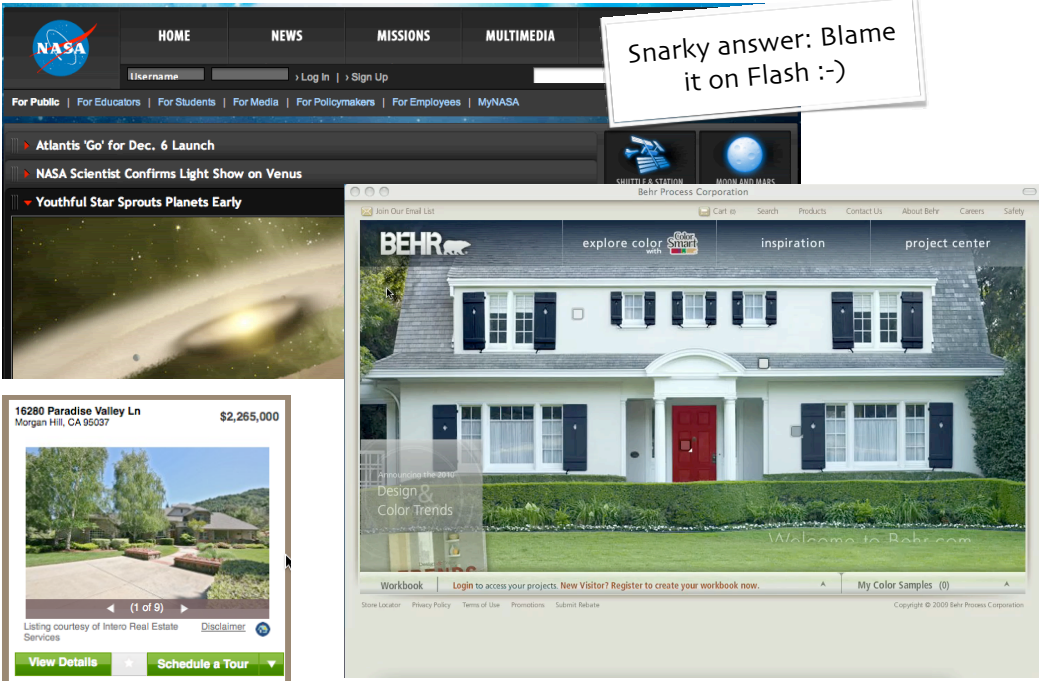
Web Apps Seem Prone to This



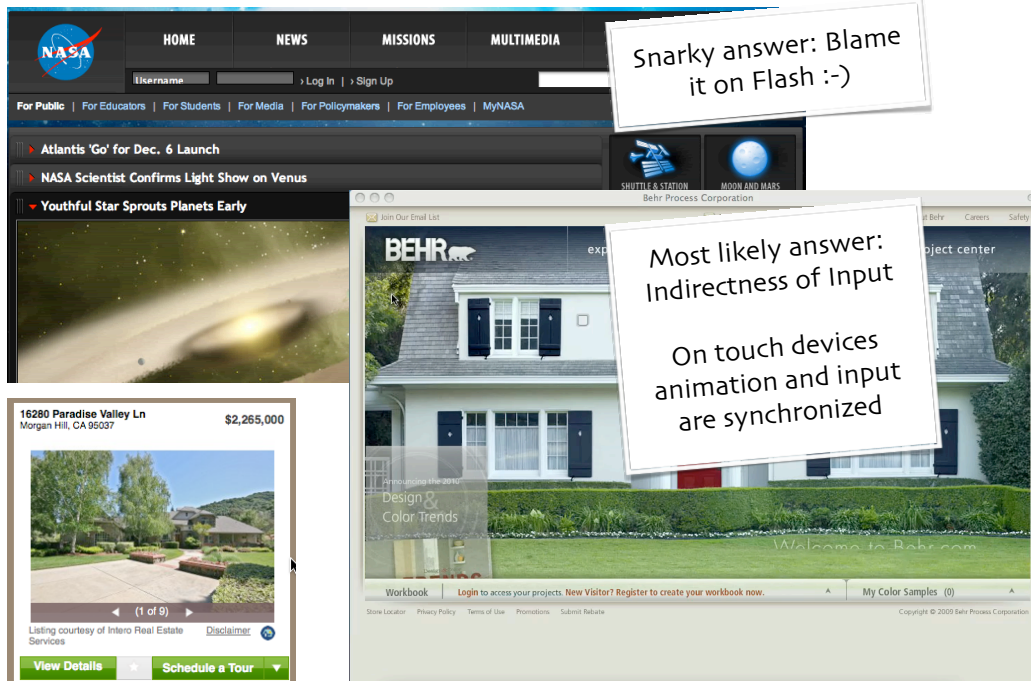
Web Apps Seem Prone to This



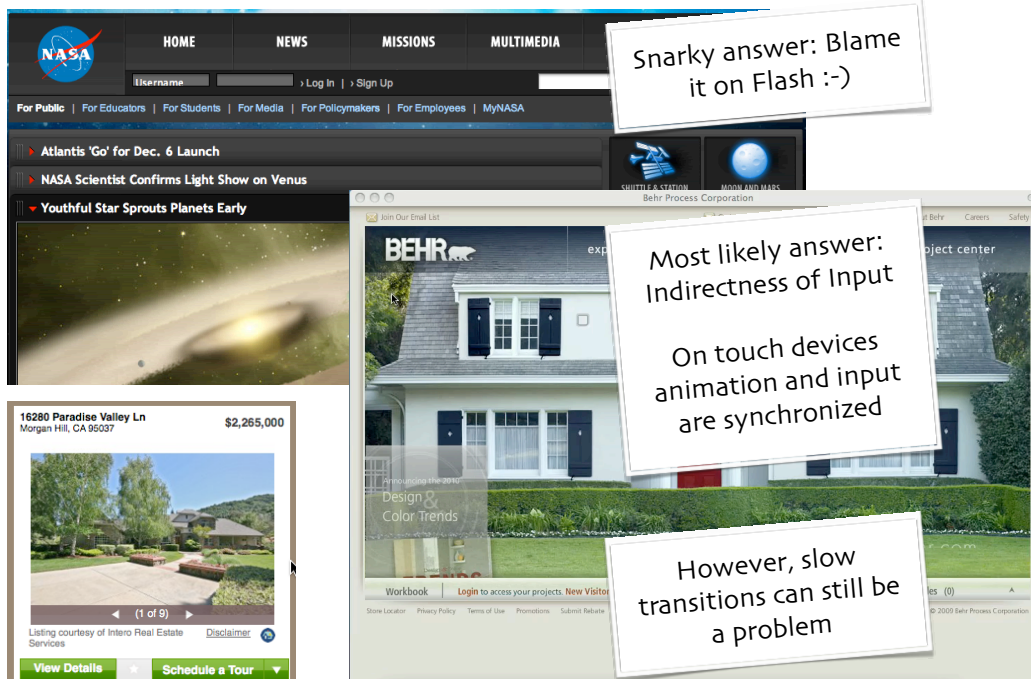
Web Apps Seem Prone to This



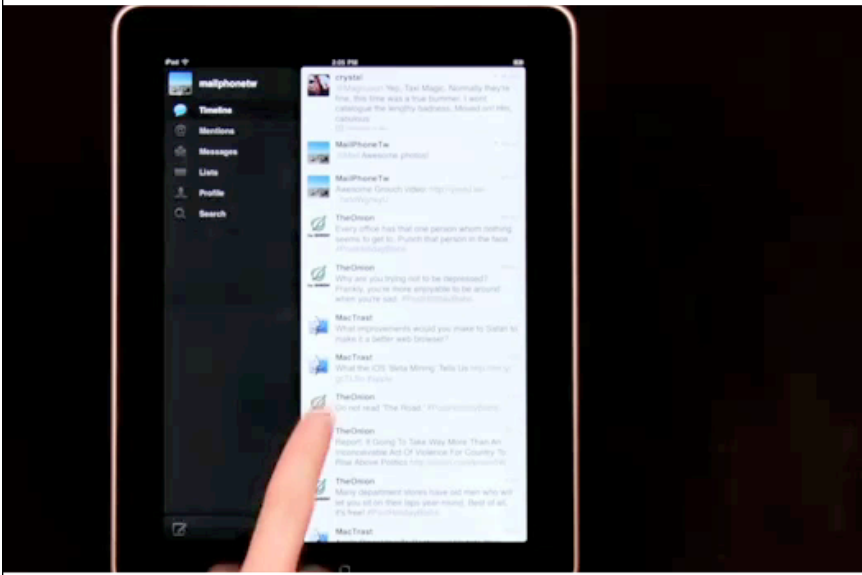
Web Apps Seem Prone to This



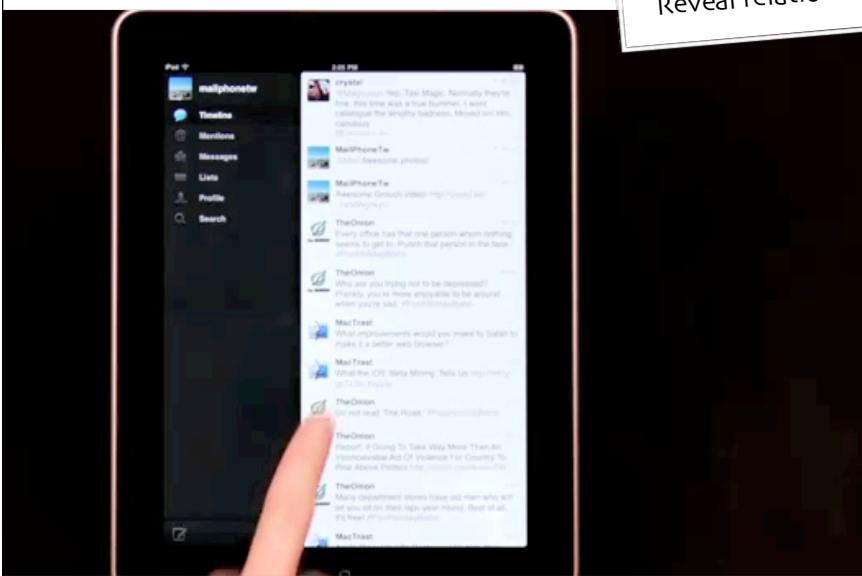
Web Apps Seem Prone to This



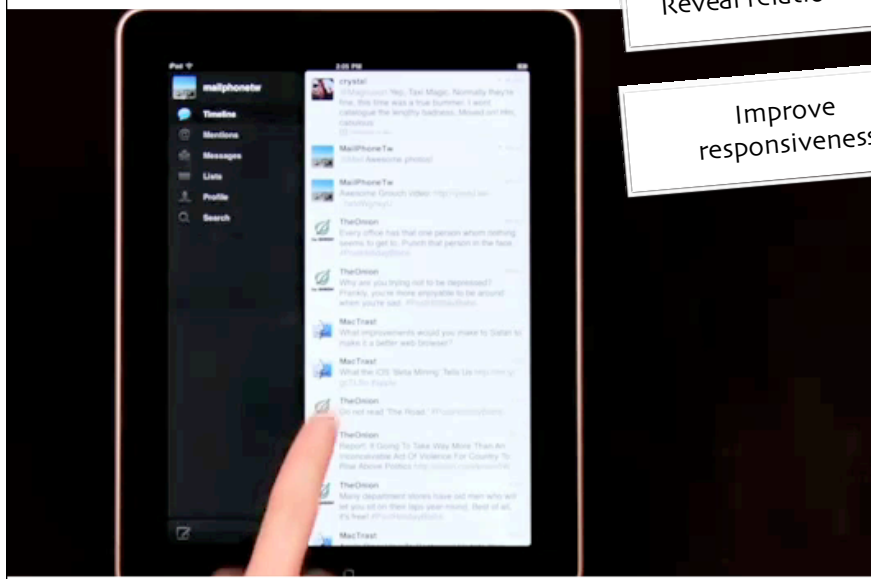
Animation Can...



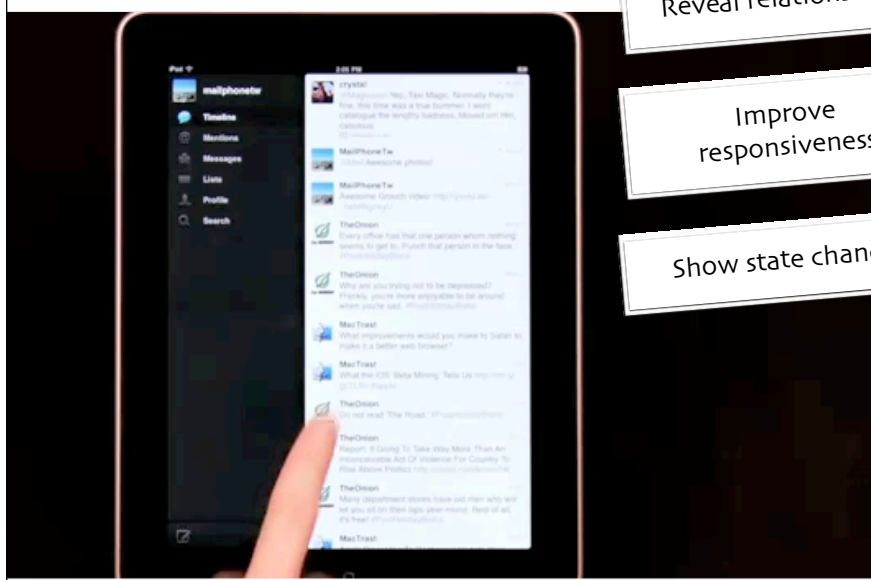
Animation Can...



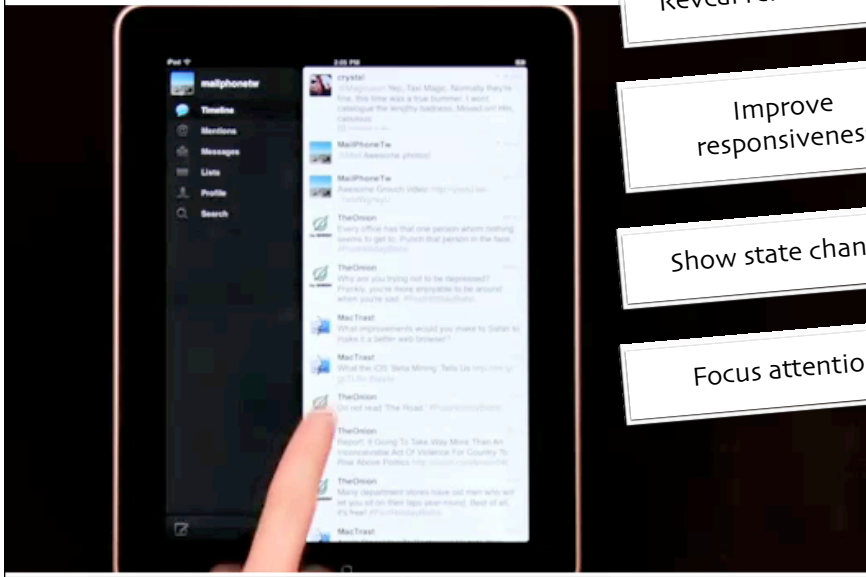
Animation Can...



Animation Can...



Animation Can...



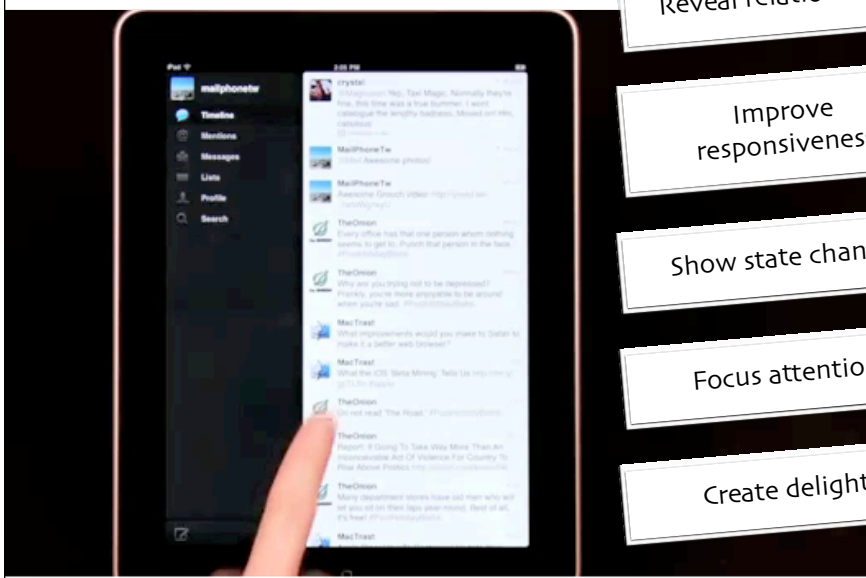
Reveal relationships

Improve responsiveness

Show state change

Focus attention

Animation Can...



Reveal relationships

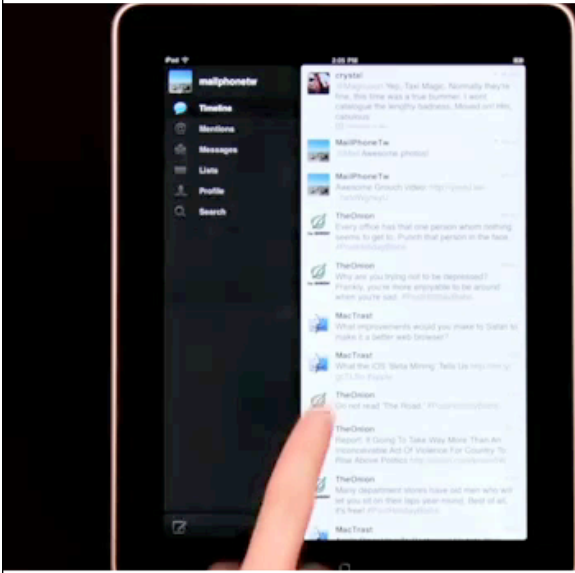
Improve responsiveness

Show state change

Focus attention

Create delight

Animation Can...



Reveal relationships

Improve responsiveness

Show state change

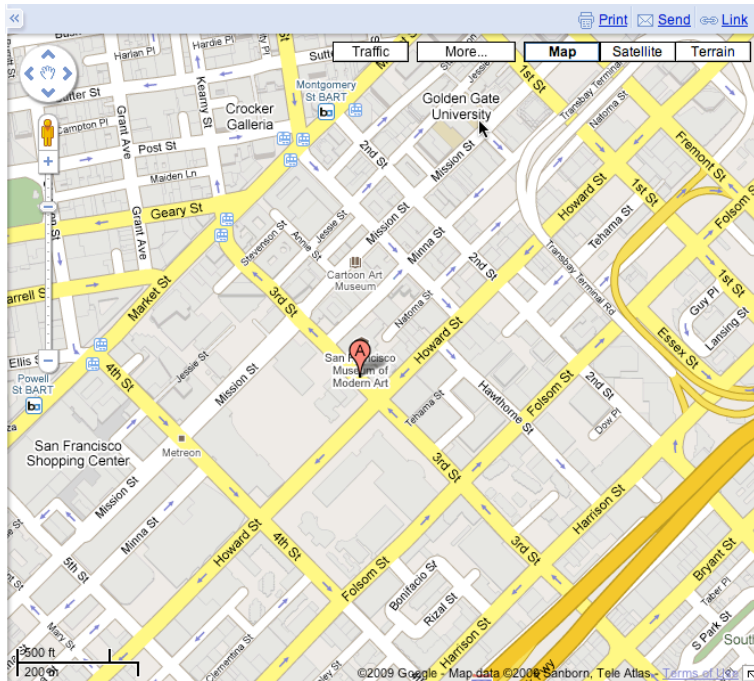
Focus attention

Create delight

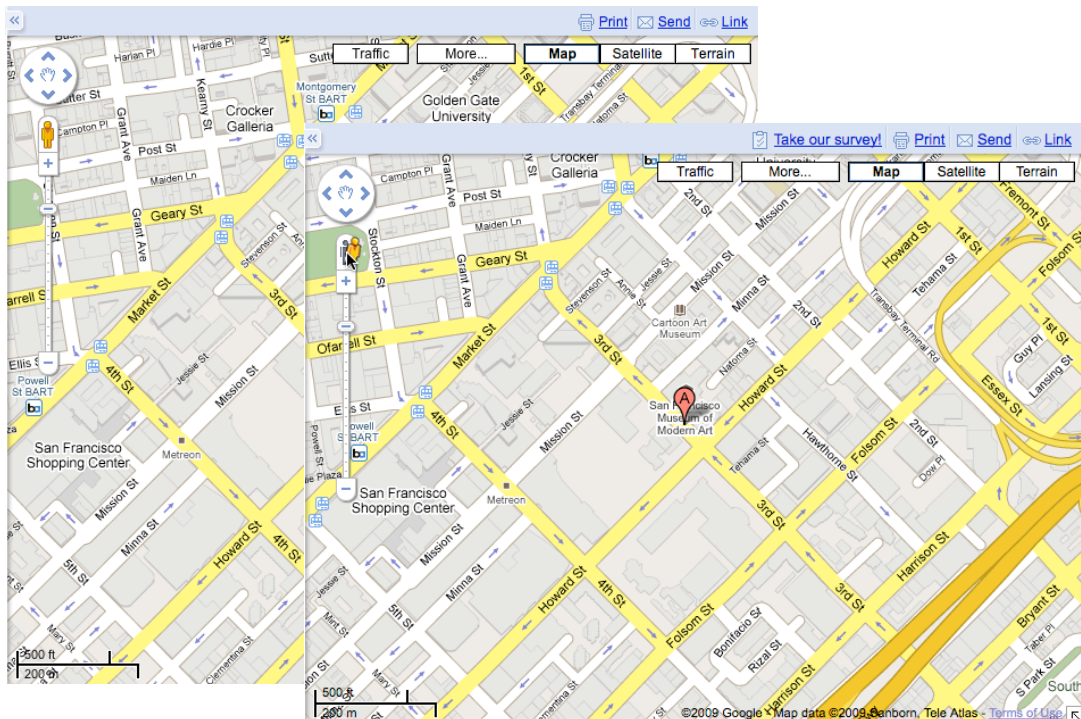
Simulate physicality

Use Invitations to Create Responsiveness

Just in Time Invitations at Drag Moments



Just in Time Invitations at Drag Moments




Invitations at Reward Moments

Invitations at Reward Moments

Close

OCEAN'S THIRTEEN



★

★

★

★

★

No Opinion

(click the stars)

RATE TO REVEAL...

...2 MOVIES YOU'LL LOVE

1

Add

★

★

★

★

★

Not Interested

2

Add

★

★

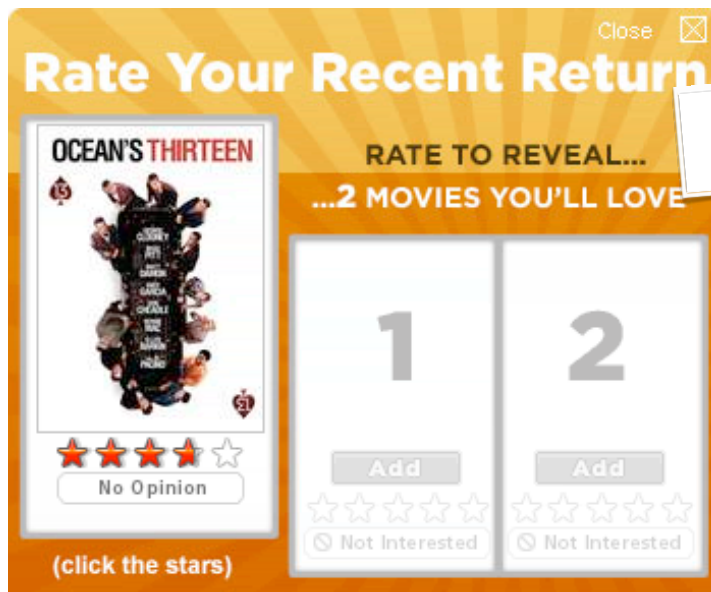
★

★

★

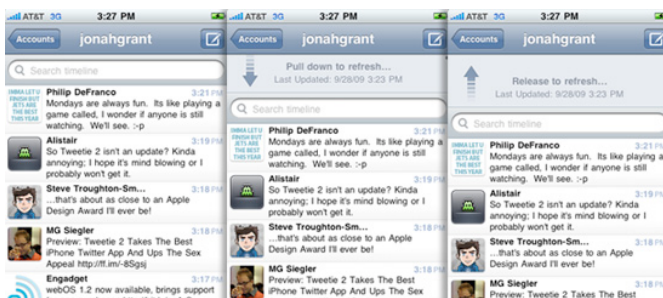
Not Interested

Invitations at Reward Moments

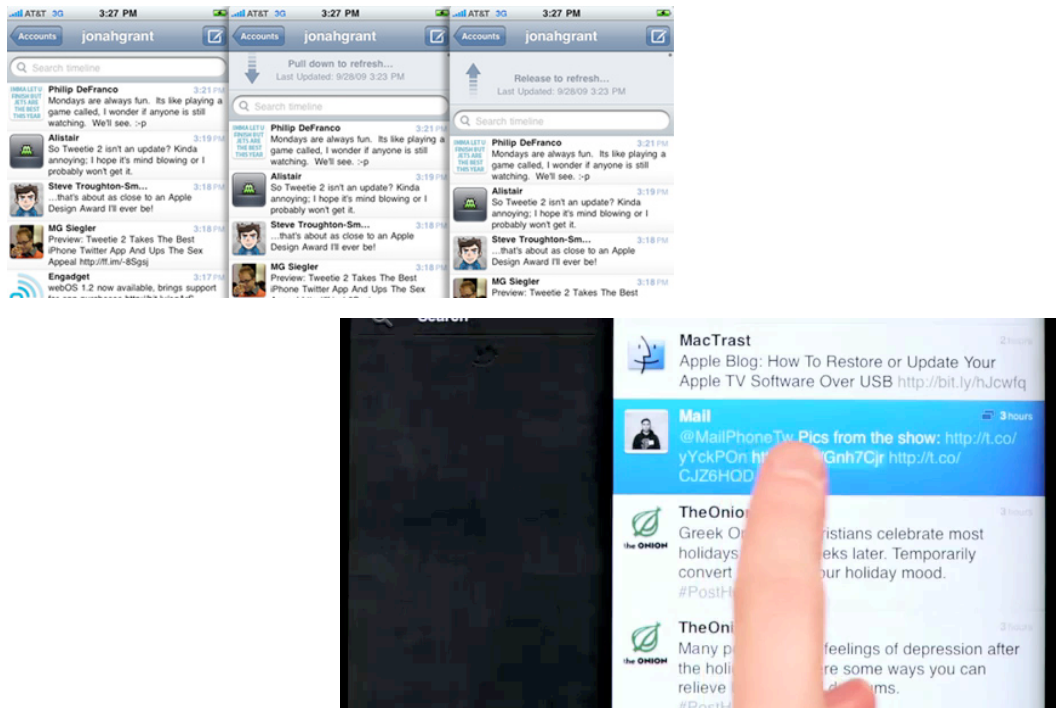


Major source of
obtaining ratings

Mobile Invitations at Touch-Hold Moments








Mobile Invitations at Touch-Hold Moments








Content as an Invitation

Content as an Invitation

NETFLIX2 / 332Search

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.

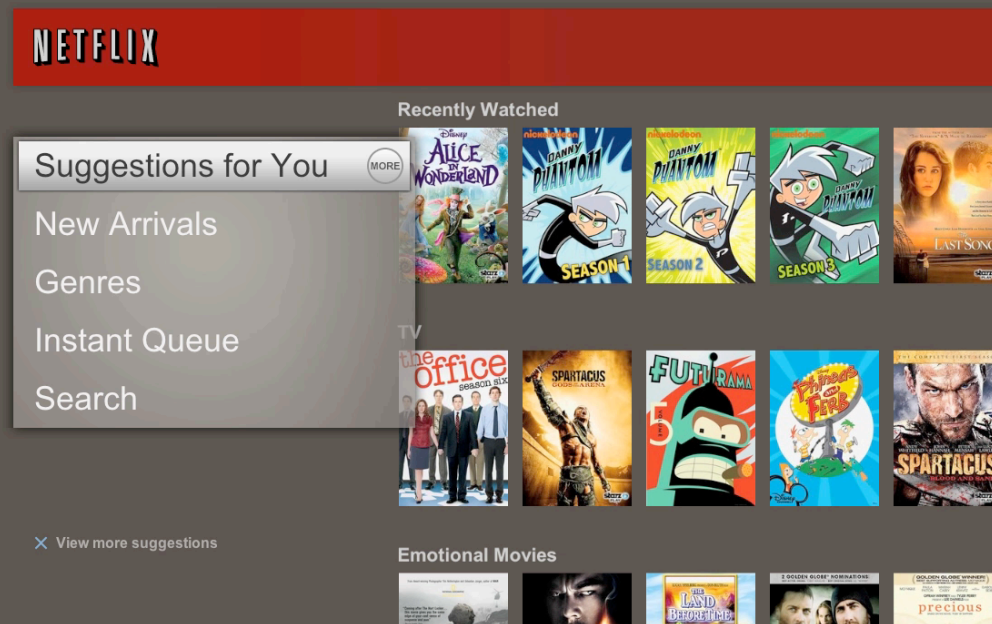
Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

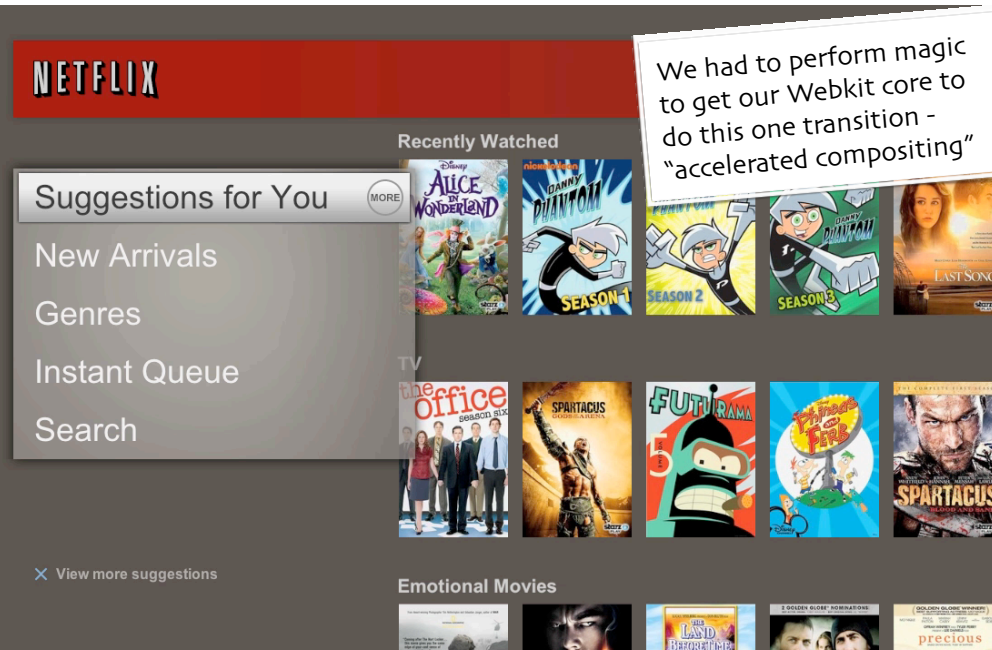
Director: Alejandro Gomez Monteverde

**Be Snappy
to
Be Responsive**

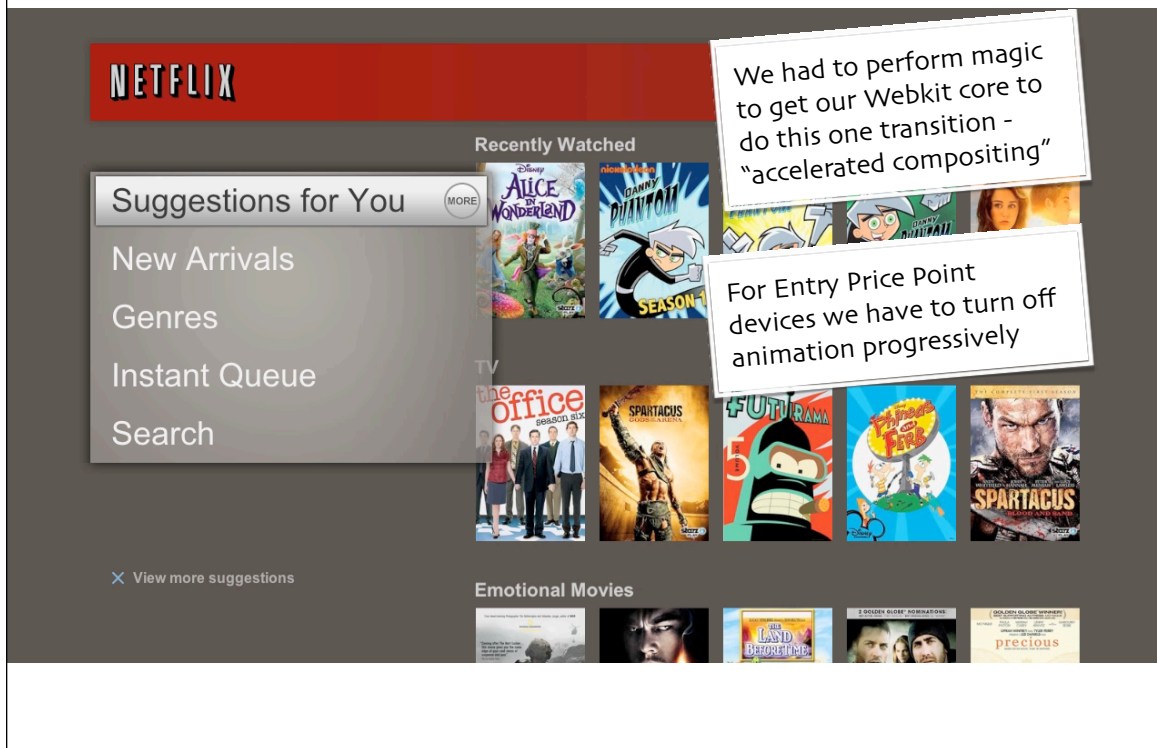
Performance is Not Always a Given



Performance is Not Always a Given



Performance is Not Always a Given



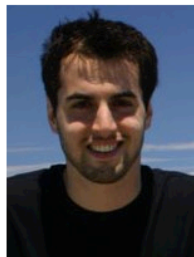
Advances in HTML5

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

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

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

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



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

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

What's Scrollability?

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

Arnulfo Heriberto Hao

Elbert Murray Heartsill

Responsiveness Across platforms

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

Responsiveness Across platforms

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

Responsiveness Across platforms

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

Responsiveness Across platforms

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

TV Experiences...

TV Experiences...

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

NETFLIX

Bill Scott | Your Account & Help

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:

Danny Phantom: Ssn 2: Reality Tr ...

★★★★★

Play Next

Heroes: Ssn 1: Homecoming

★★★★★

Resume

2m 43m

Alice in Wonderland

★★★★★

Resume

0m 108m

See all

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

HEROES

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

NETFLIX

Watch Instantly

Browse DVDs

Your Queue

★ Suggestions For You

Genres

New Arrivals

Starz Play

Instantly to your TV

TOP 10 FOR BILL

24

THE GREEKS

30 DAYS

SPIDER-MAN

PRISON BREAK

DOCTOR WHO

BRITISH CRIME THRILLERS

HOUND OF THE BASKERVILLES

REVOLVERS

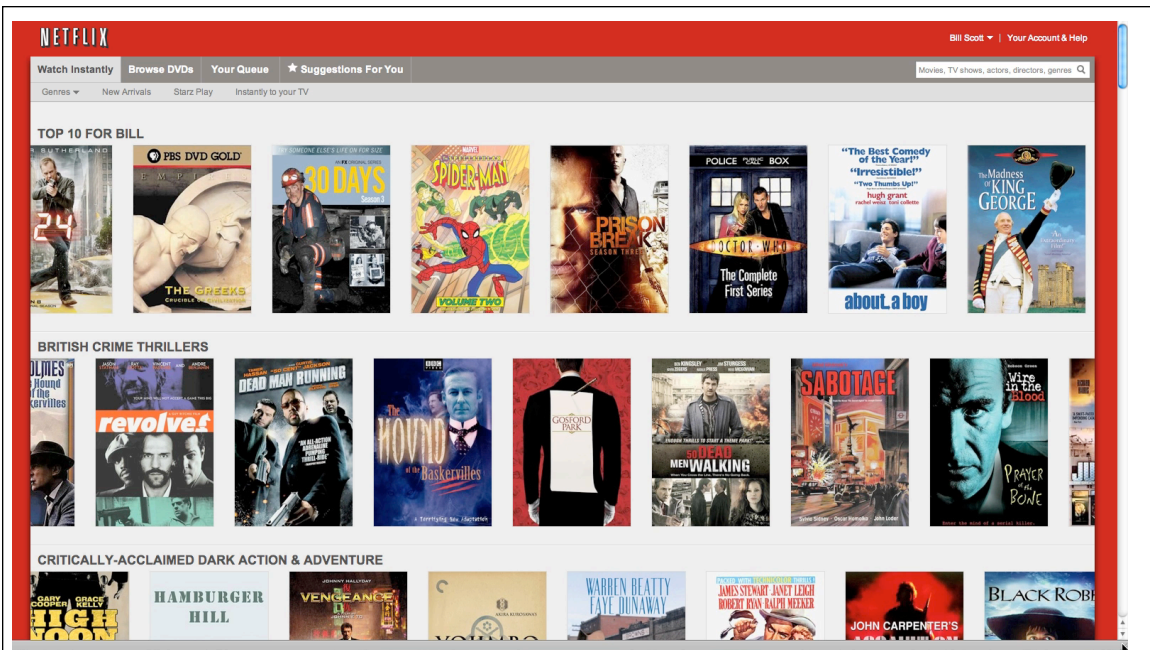
DEAD MAN RUNNING

THE HOUND OF THE BASKERVILLES

GOSFORD PARK

50 DEAD MEN WALKING

CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE



Can Influence Website Experience





Presentation

billwscott.com/share/presentations/2011/dfmm

Blogs

<http://looksgoodworkswell.com>

<http://designingwebinterfaces.com>

Follow me on twitter!

@billwscott



Book

<http://designingwebinterfaces.com>

Video

<http://oreil.ly/dwivideo>

Picture Credits (Creative Commons)

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

<http://www.flickr.com/photos/lalegranegra/4722576618/>

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>