

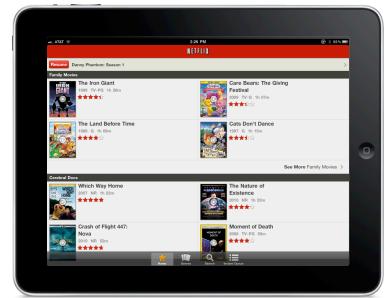


Designing for Mice & Men

Bill Scott, Netflix

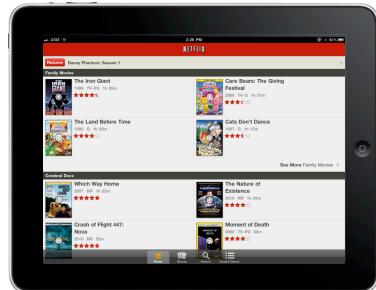
1

Netflix Across Devices (in-house products)



2

Netflix Across Devices (in-house products)



3

Netflix Across Devices (in-house products)

Web

Tablet

Mobile

TV

3

Netflix Across Devices (in-house products)

HTML5

HTML5

HTML5

HTML5

4

Common Platform Across Devices

Web Browser

iOS Webkit

iOS Webkit

**QT Webkit &
Skia Webkit**

5

Why?

6

Why?

Server-driven dynamic UI

6

Why?

Server-driven dynamic UI

6

Why?

Server-driven dynamic UI

Web-style release vs CE firmware updates

6

Why?

Server-driven dynamic UI

Web-style release vs CE firmware updates

6

Why?

Server-driven dynamic UI

Web-style release vs CE firmware updates

Support A/B Testing

6

Why?

Server-driven dynamic UI

Web-style release vs CE firmware updates

Support A/B Testing

6

Why?

Server-driven dynamic UI

Web-style release vs CE firmware updates

Support A/B Testing

Learn Fast/Fail Quickly

6

Why?

Server-driven dynamic UI

Web-style release vs CE firmware updates

Support A/B Testing

Learn Fast/Fail Quickly

6

Why?

Server-driven dynamic UI

Web-style release vs CE firmware updates

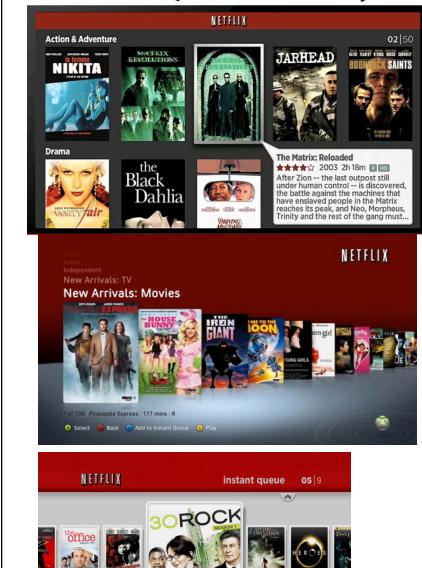
Support A/B Testing

Learn Fast/Fail Quickly

Chaos Otherwise

6

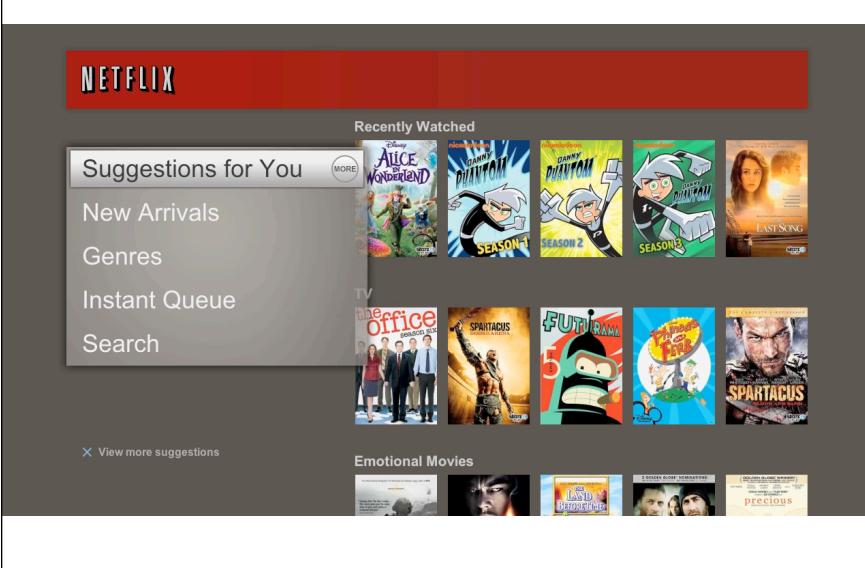
Chaos (400 SKUs)



The Netflix interface is cluttered with multiple movie cards and lists. A 'More like this' section is overlaid on the main content. A detailed movie card for 'The Princess and the Frog' is shown, listing cast, crew, and ratings. Another movie card for 'The Matrix Reloaded' is partially visible below it. The overall layout is disorganized and lacks a clear visual hierarchy.

7

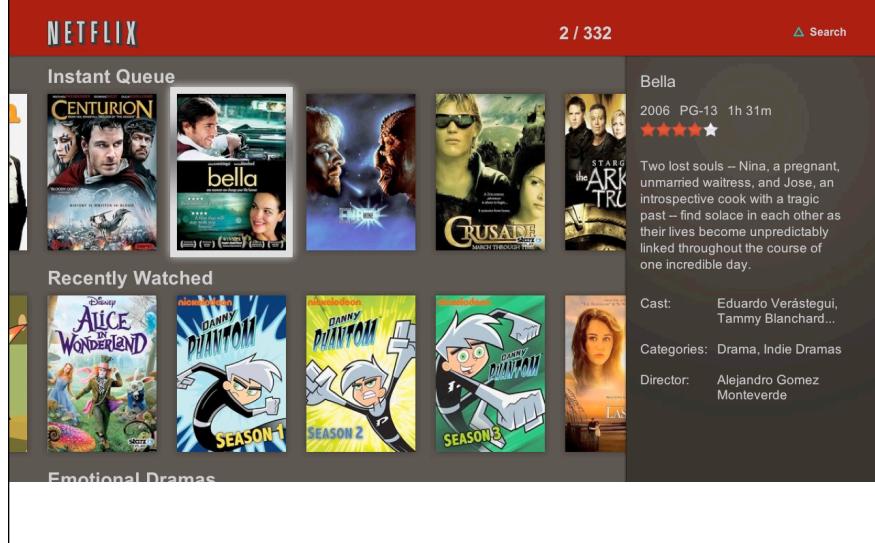
Controlled Variances



The Netflix interface is clean and organized. The 'Recently Watched' section is at the top. Below it is a 'Suggestions for You' section with a 'MORE' button. The main content area features a grid of movie and TV show cards. A 'TV' category is visible, showing 'the Office' and other shows. A 'Search' bar is at the bottom left. The overall layout is clean and focused on the user's content.

8

Controlled Variances



The screenshot shows a Netflix search results page for the movie 'Bella'. The search bar at the top right shows 'Search' and the page number '2 / 332'. The main content area displays the movie 'Bella' (2006, PG-13, 1h 31m) with a 4-star rating. The plot summary reads: '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.' Below the movie details, there are sections for 'Instant Queue' (showing 'CENTURION', 'bella', 'BLOW', 'CRUSADE', and 'STAND THE ARK TRUE'), 'Recently Watched' (showing 'ALICE in Wonderland', 'DANNY PHANTOM SEASON 1', 'DANNY PHANTOM SEASON 2', 'DANNY PHANTOM SEASON 3', and 'LAS'), and a 'Emotional Dramas' section. The bottom of the page has a footer with the number '9'.

9

Managing Across Platforms

10

Managing Across Platforms

We chose a portability layer (html5)

10

Managing Across Platforms

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**However, we vary the user experience across platforms
(web, tv, mobile, tablet)**

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We chose a portability layer (html5)

**However, we vary the user experience across platforms
(web, tv, mobile, tablet)**

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

10

Managing Across Platforms

We chose a portability layer (html5)

**However, we vary the user experience across platforms
(web, tv, mobile, tablet)**

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

10

Managing Across Platforms

We chose a portability layer (html5)

However, we vary the user experience across platforms
(web, tv, mobile, tablet)

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

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

10



Designing for Mice & Men

11



Designing for Mice & Men



Web

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near

11



Designing for Mice & Men



Web



TV

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near

11



Designing for Mice & Men



Web



TV



Mobile

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near

Input

Indirect. LRUUD/OSK

Navigation

Panes

Posture

Lean Back

Display

Hi-Rez, far-away

Input

Direct. Gesture/OSK

Navigation

Panes

Posture

On-the-go

Display

Hi-Rez, small, near

11



Designing for Mice & Men



Web



TV



Mobile



Tablet

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near

Input

Indirect. LRUUD/OSK

Navigation

Panes

Posture

Lean Back

Display

Hi-Rez, far-away

Input

Direct. Gesture/OSK

Navigation

Panes

Posture

On-the-go

Display

Hi-Rez, small, near

11



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**

12

Three Principles

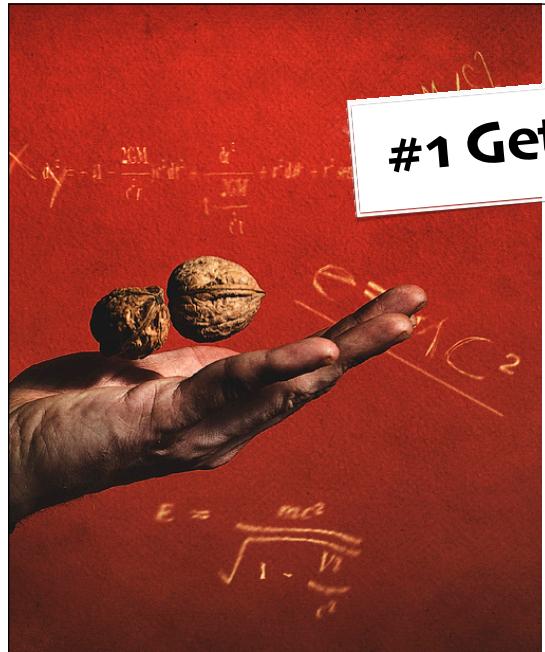
13

Three Principles

common design principles for
multiple platform design

13

#1 Get Physical



14

The Illusion of Physicality



15

The Illusion of Physicality



15

The Illusion of Physicality



“Finger painting”

“Paint on Paper”

“My finger is out of Purple!?”

15

Design for Physicality

16

Design for Physicality

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

The more true to life your application looks and behaves, the easier it is for people to understand how it works and the more they enjoy using it.

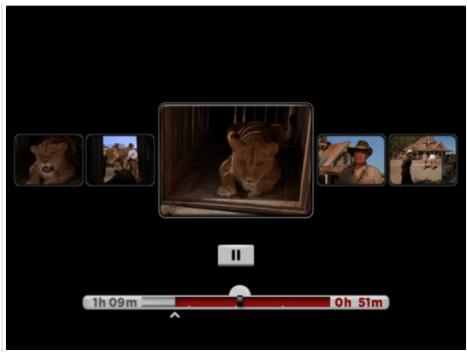
- Apple HIG

16

**Use Metaphors
to Embody
Physicality**

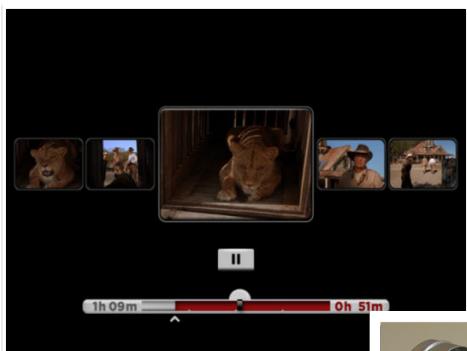
17

Physicality as Metaphor



18

Physicality as Metaphor

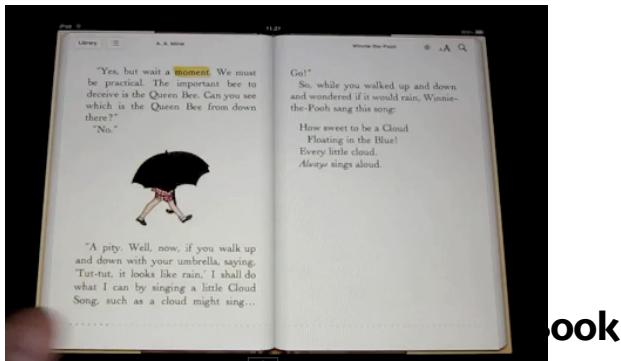


Film Strip



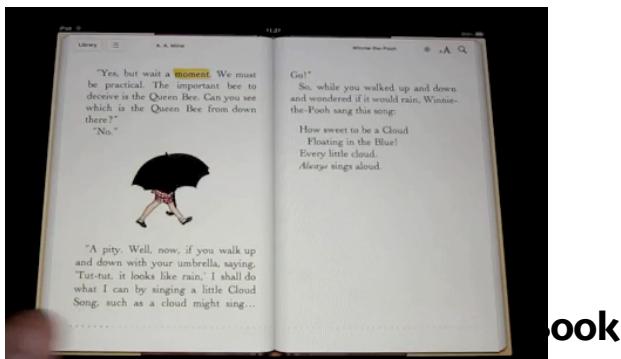
18

Physicality as Metaphor



19

Physicality as Metaphor

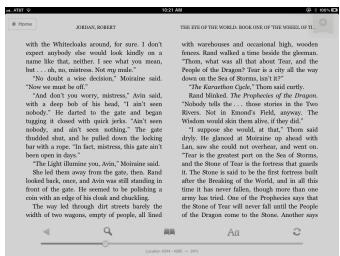


“Books have pages”

“Pages turn”

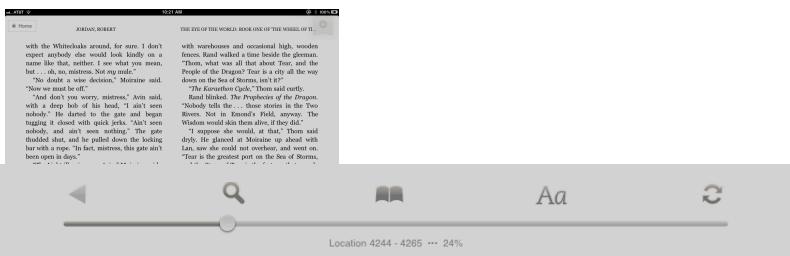
19

Anti-Pattern: Broken Metaphor



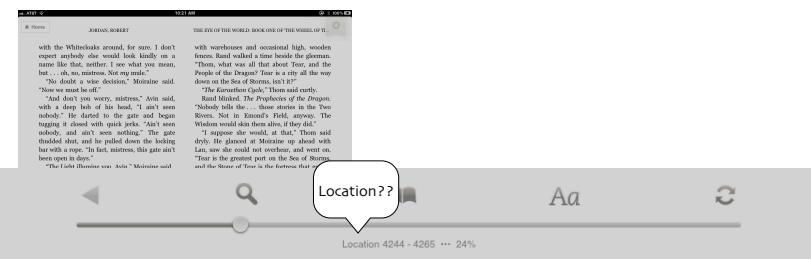
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Anti-Pattern: Broken Metaphor



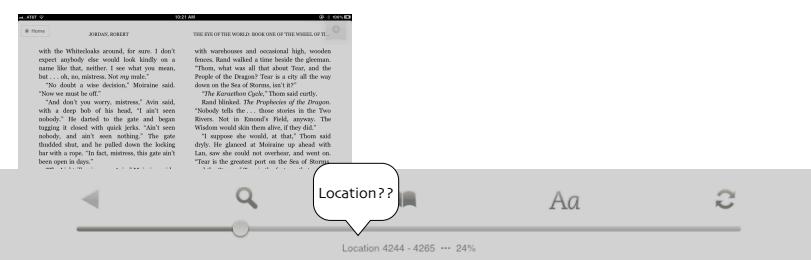
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Anti-Pattern: Broken Metaphor

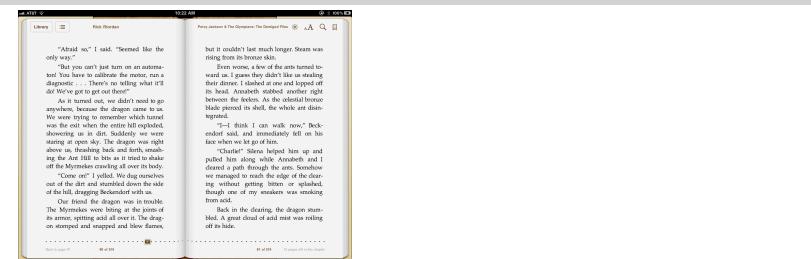


20

Anti-Pattern: Broken Metaphor



20



20

Anti-Pattern: Broken Metaphor



20

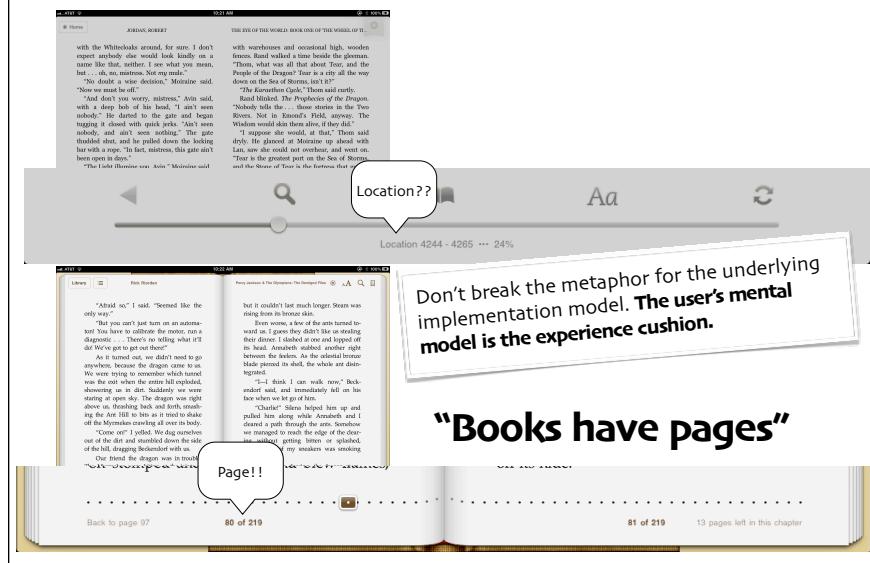
Anti-Pattern: Broken Metaphor



20

"Books have pages"

Anti-Pattern: Broken Metaphor



Don't break the metaphor for the underlying implementation model. **The user's mental model is the experience cushion.**

"Books have pages"

20

Break the Metaphor with Magic

21

Break the Metaphor with Magic



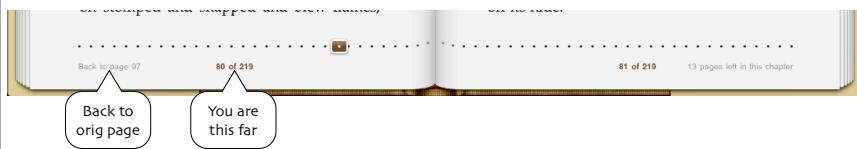
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Break the Metaphor with Magic



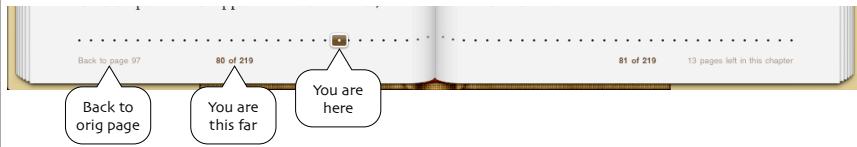
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Break the Metaphor with Magic



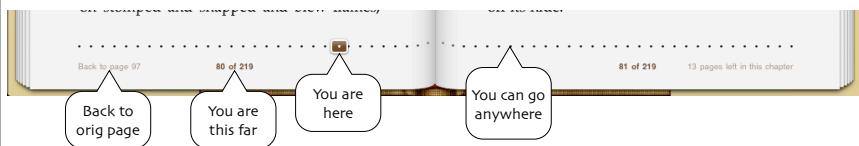
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Break the Metaphor with Magic



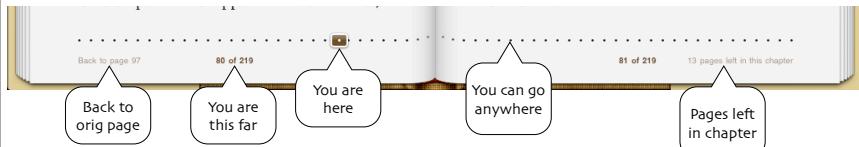
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Break the Metaphor with Magic



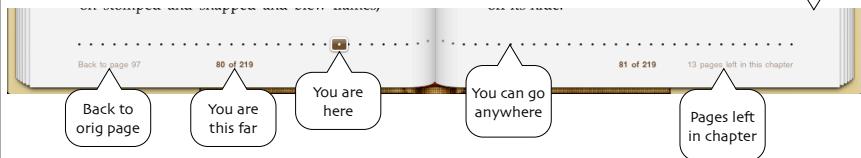
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Break the Metaphor with Magic



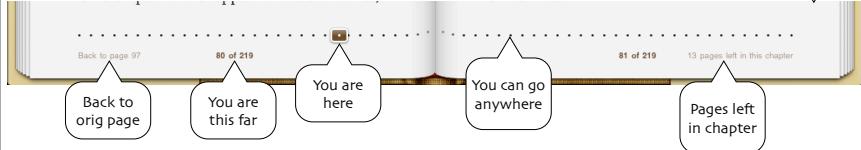
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Break the Metaphor with Magic



21

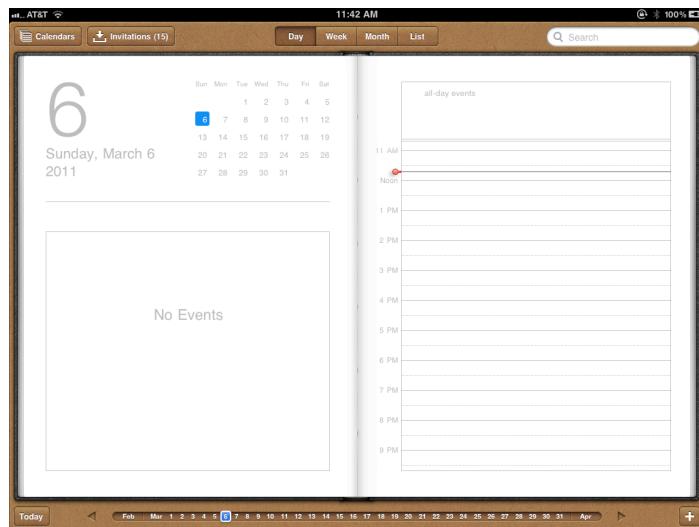
Break the Metaphor with Magic



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

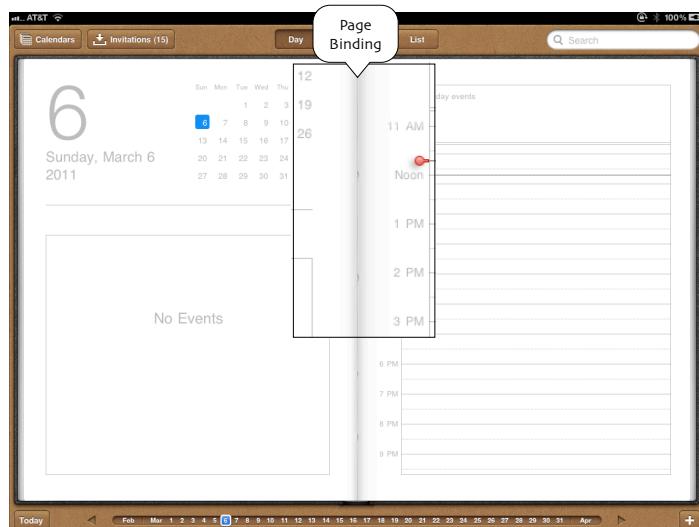
21

To Flick or not to Flick



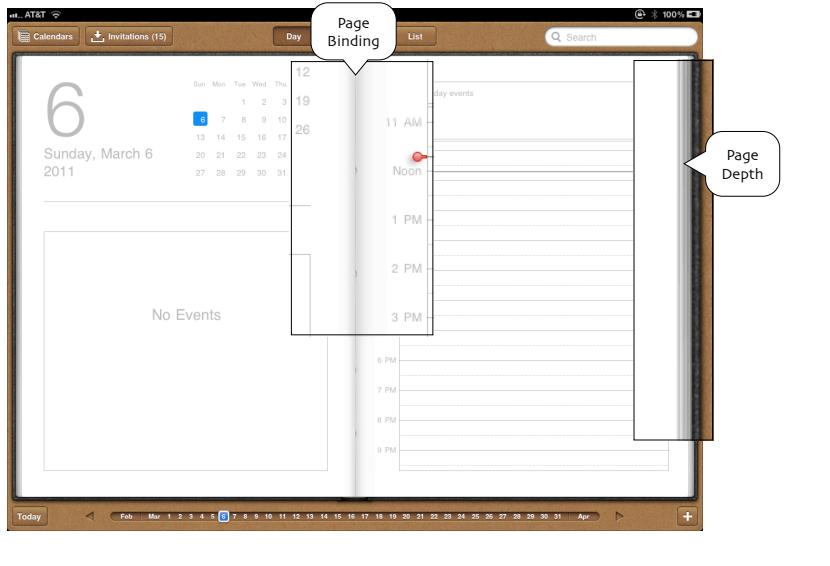
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To Flick or not to Flick



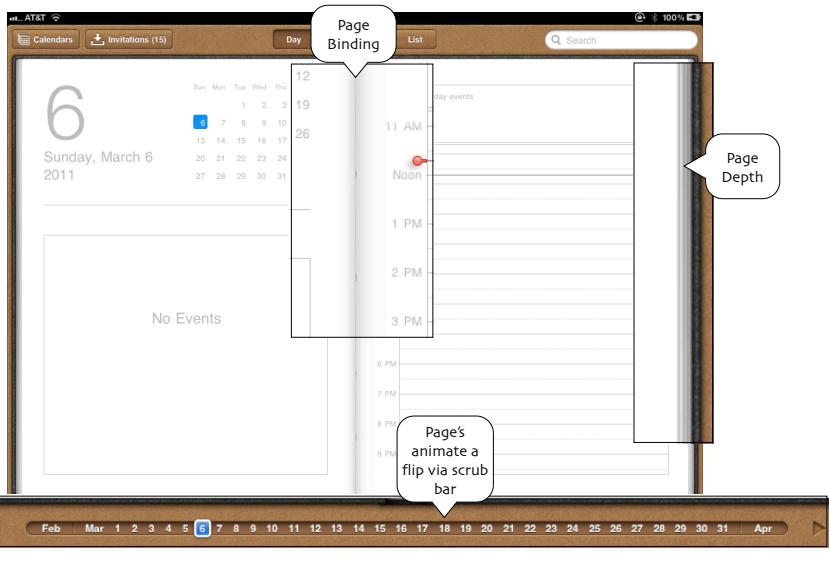
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To Flick or not to Flick



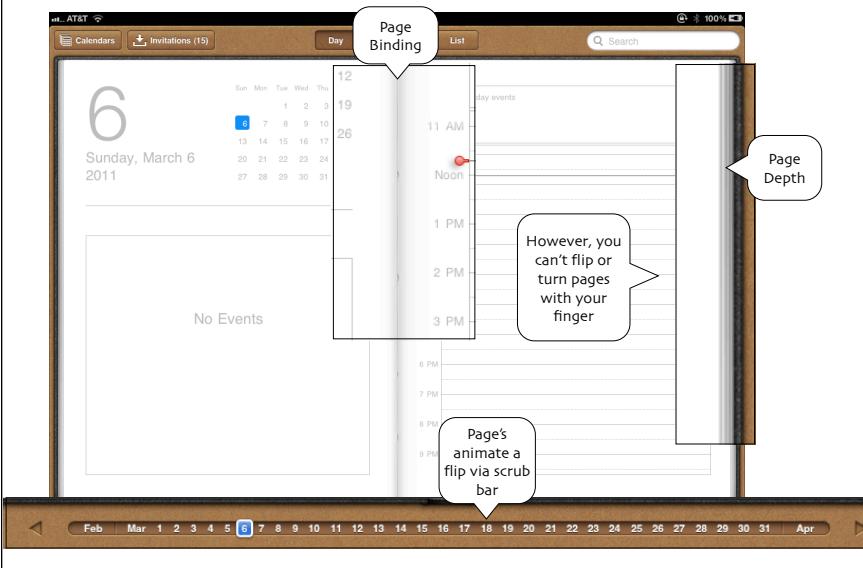
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To Flick or not to Flick



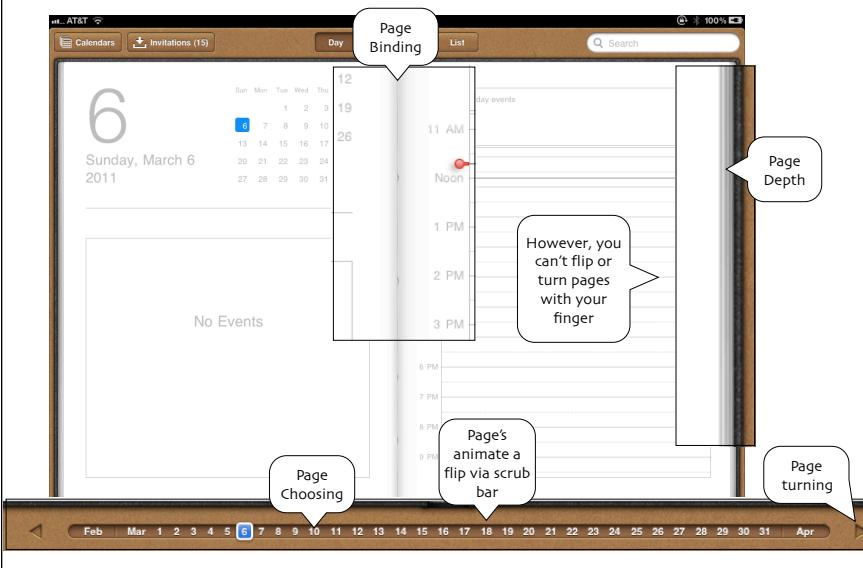
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To Flick or not to Flick



22

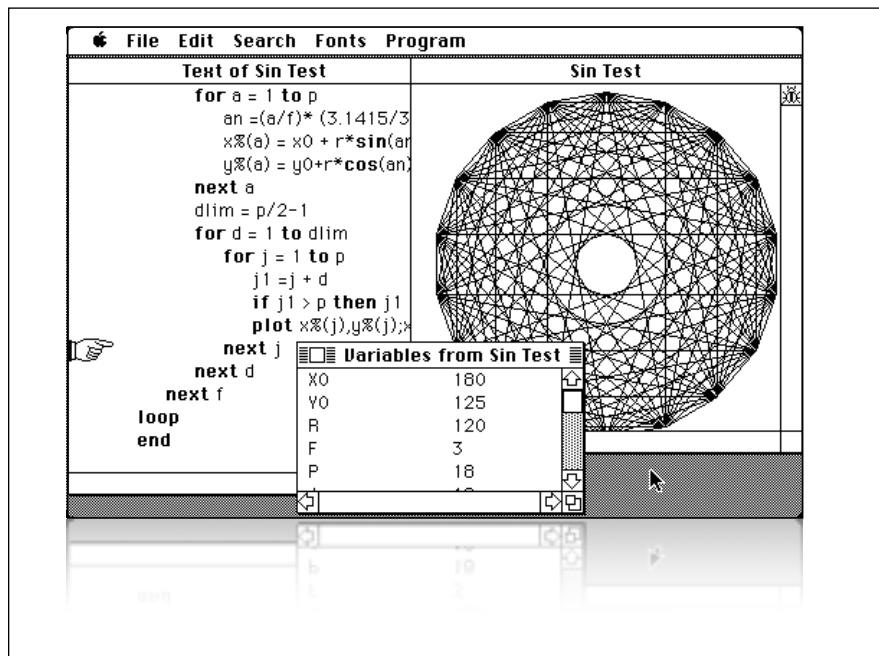
To Flick or not to Flick



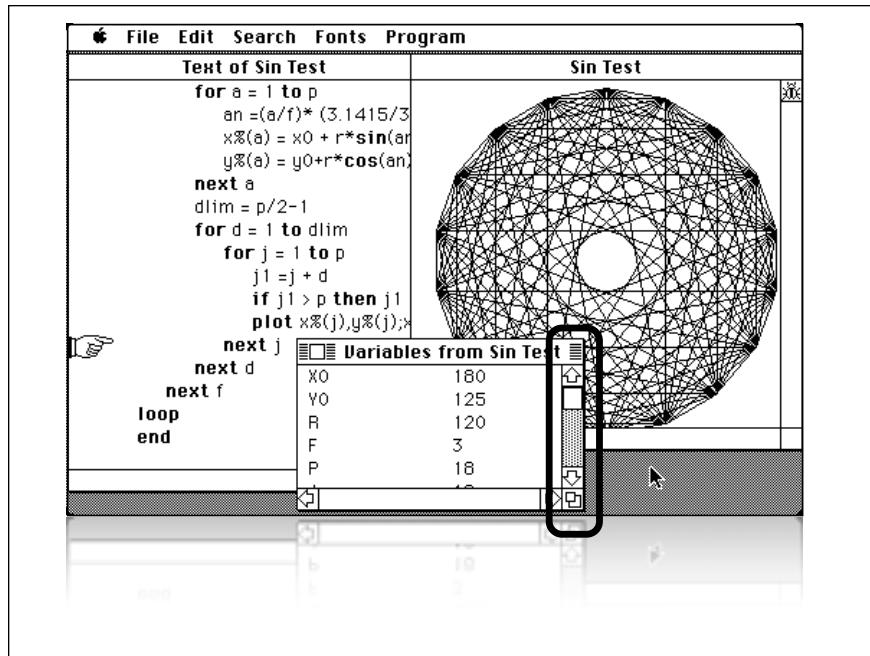
22

Use Directness to Simulate Physicality

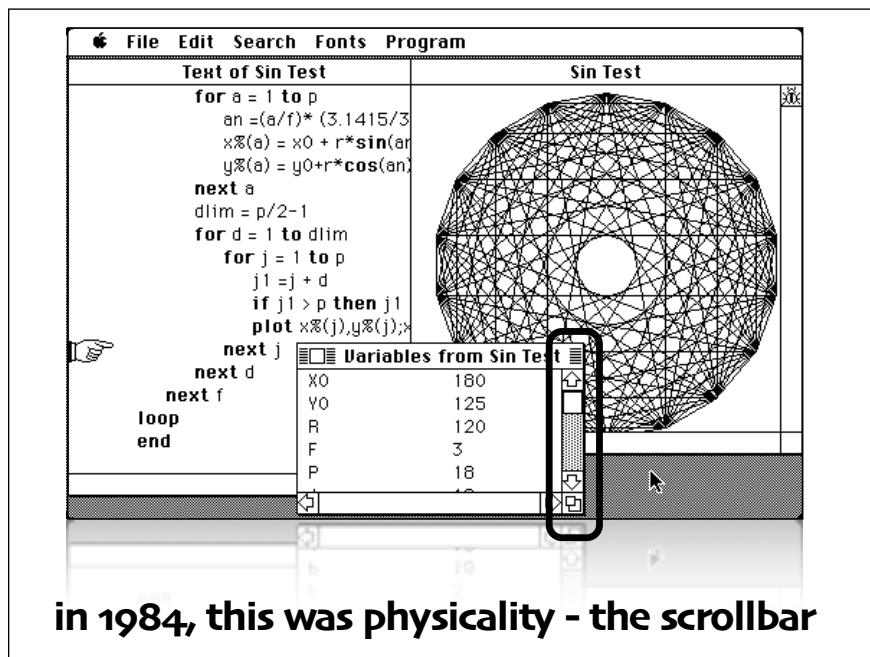
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24



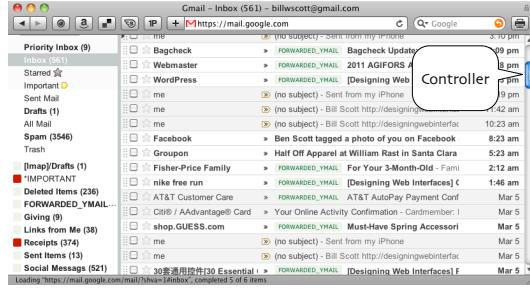
24



in 1984, this was physicality - the scrollbar

24

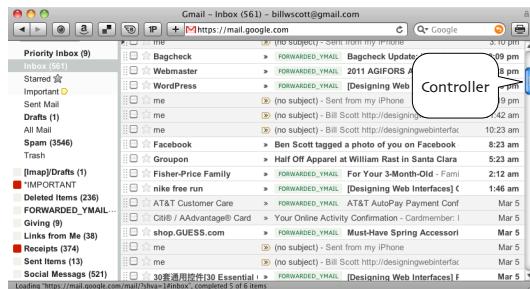
Scrollbar Evolution



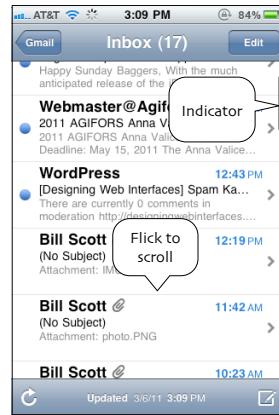
25

Scrollbar Evolution

From Controller to Indicator
Content is scrolled instead of scrollbar



Thumbwheel is an evolution as well



25

It must feel real



26

It must feel real



26

It must feel real

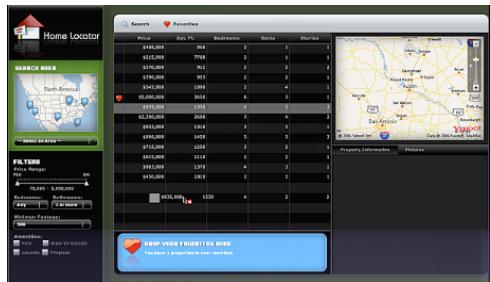


Make sure event handling is consistent

Remember fingers are fat. Real estate is limited

26

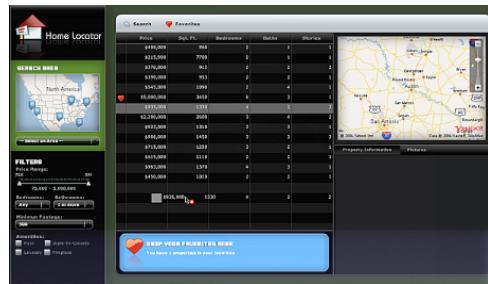
Anti-Pattern: Mismatched Metaphor



Drop

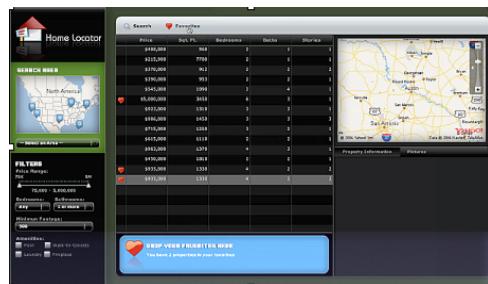
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Anti-Pattern: Mismatched Metaphor



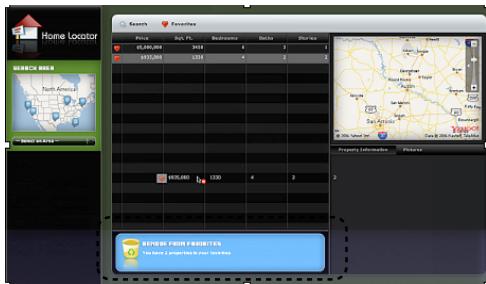
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Anti-Pattern: Mismatched Metaphor



27

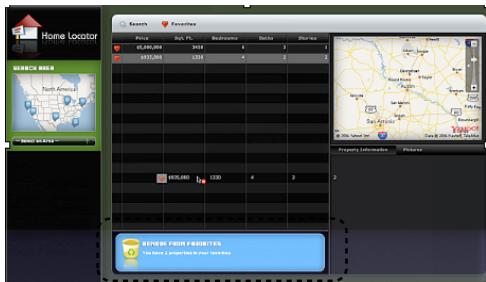
Anti-Pattern: Mismatched Metaphor



anti-pattern: artificial construct

27

Anti-Pattern: Mismatched Metaphor

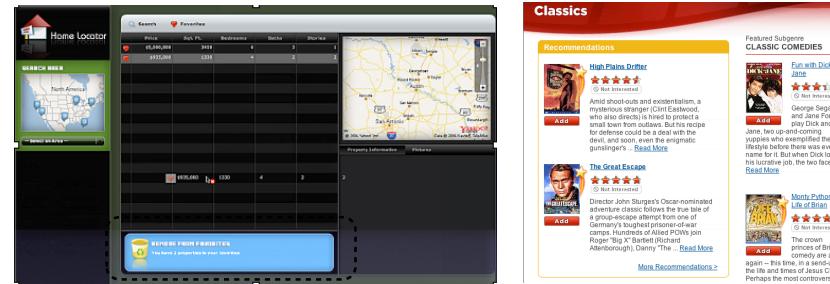


anti-pattern: artificial construct



27

Anti-Pattern: Mismatched Metaphor



anti-pattern: **artificial construct**



netflix. rate an object. KISS.

27

Anti-Pattern: Mismatched Metaphor



anti-pattern: **artificial construct**



netflix. rate an object. KISS.

27

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

* Joe Clark's recommendation - Tapworthy

28

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)

29

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)

29

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

29

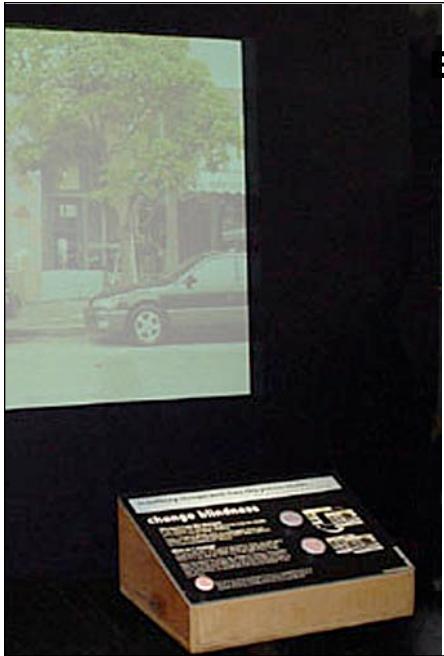
Physicality Across Platforms

	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

29



30



Exploratorium Exhibit

31

Spot the differences

32

Spot the differences



32

Now try again...

33

Now try again...



33

Now try again...

Change blindness

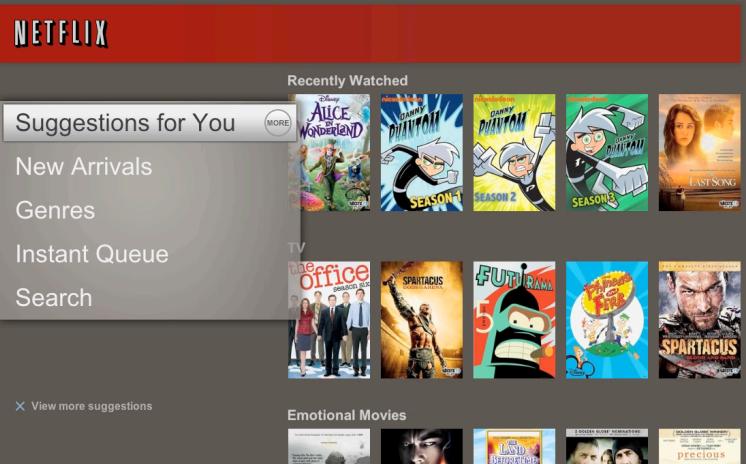


33

Reduce Page Switching to Maintain Flow

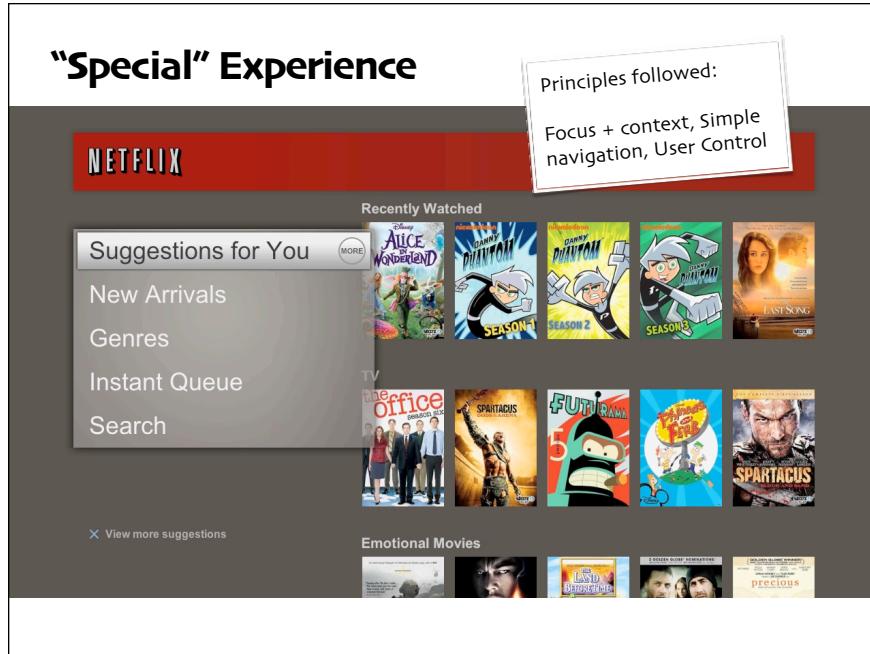
34

“Special” Experience



35

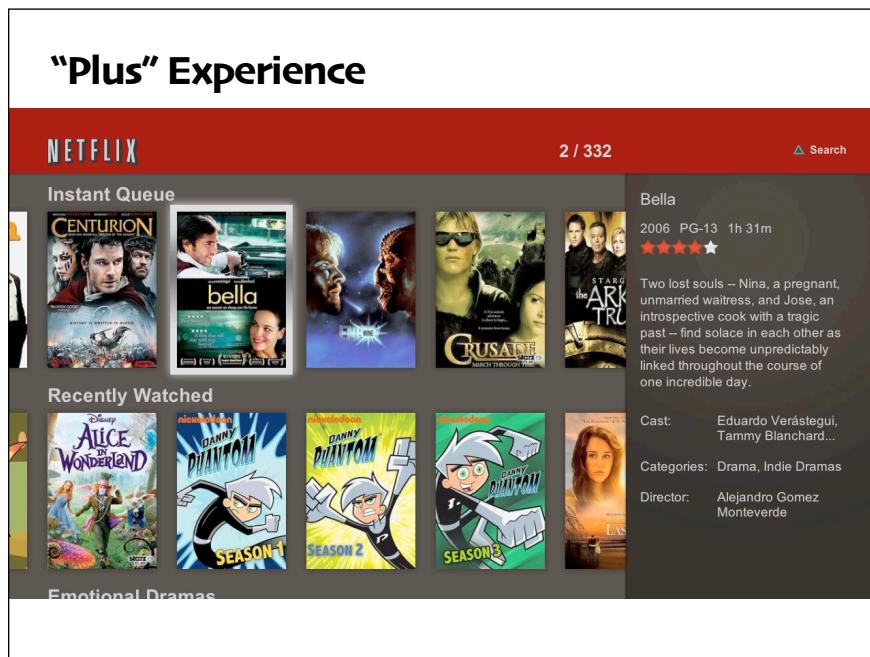
“Special” Experience



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

35

“Plus” Experience



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

36

"Plus" Experience

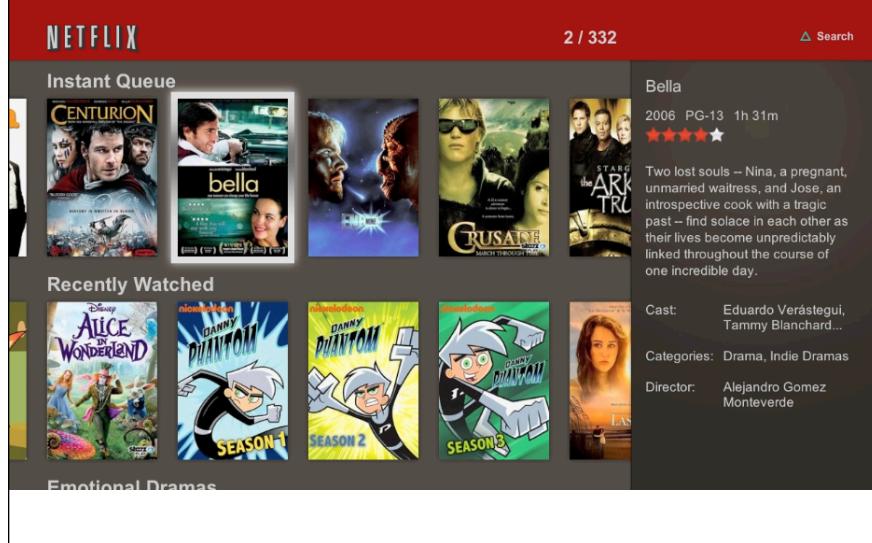
The screenshot shows the Netflix interface. On the left, under 'Recently Watched', there are thumbnails for 'Alice in Wonderland', 'The Phantom', and 'The Last Station' (Season 3). On the right, a movie detail page for 'The Last Station' is displayed. The page includes the movie title, year (2006), rating (PG-13), runtime (1h 31m), and a 4-star rating. A callout box highlights the principle: 'Content is the flow. Information in Context. Only 1 experience.' Below the movie details, there is a summary: 'Two lost souls – Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past – find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.' The cast listed is Eduardo Verástegui and Tammy Blanchard. The movie falls under the categories 'Drama, Indie Dramas' and was directed by Alejandro Gomez Monteverde.

36

Which Won?

37

Which Won?



NETFLIX

Instant Queue

2 / 332

△ Search

Bella

2006 PG-13 1h 31m

★★★★★

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

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Categories: Drama, Indie Dramas

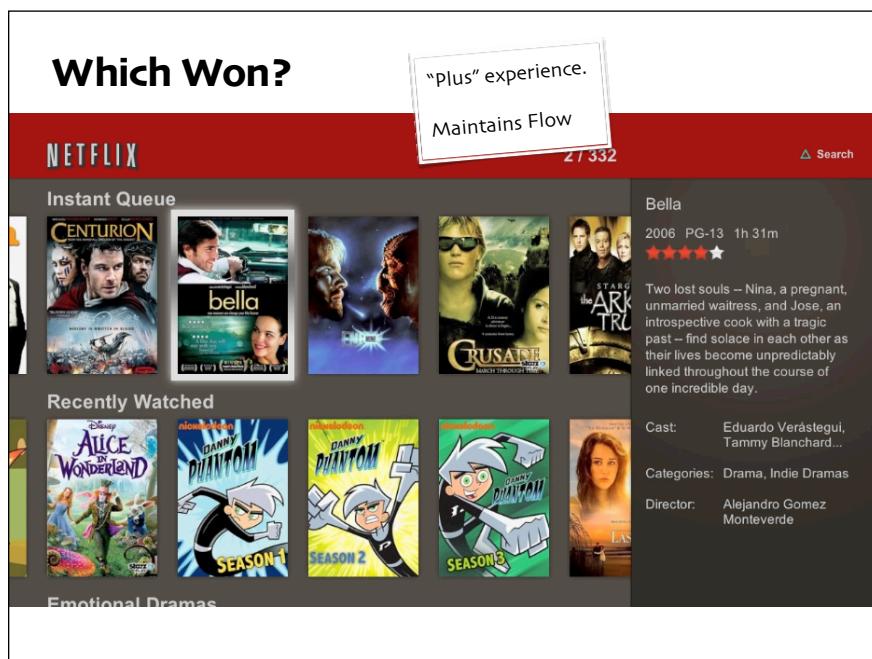
Director: Alejandro Gomez Monteverde

Recently Watched

Emotional Dramas

37

Which Won?



NETFLIX

Instant Queue

2 / 332

△ Search

Bella

2006 PG-13 1h 31m

★★★★★

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

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched

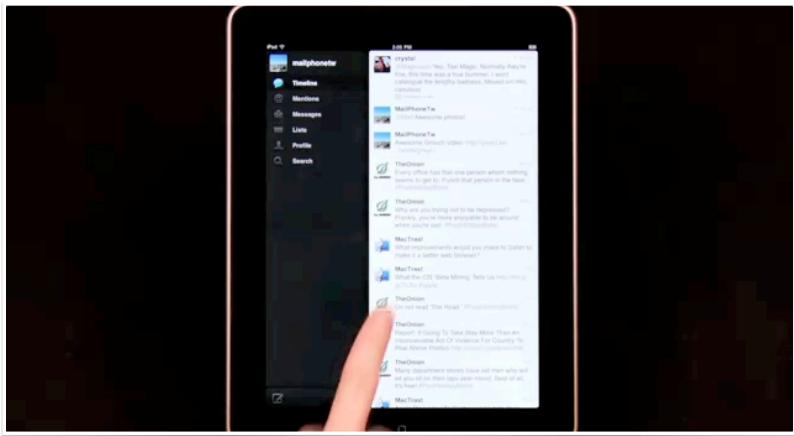
Emotional Dramas

"plus" experience.

Maintains Flow

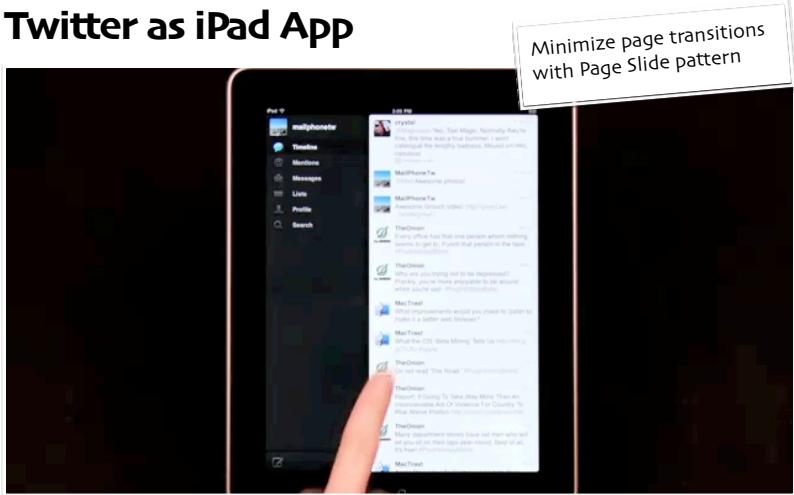
37

Twitter as iPad App



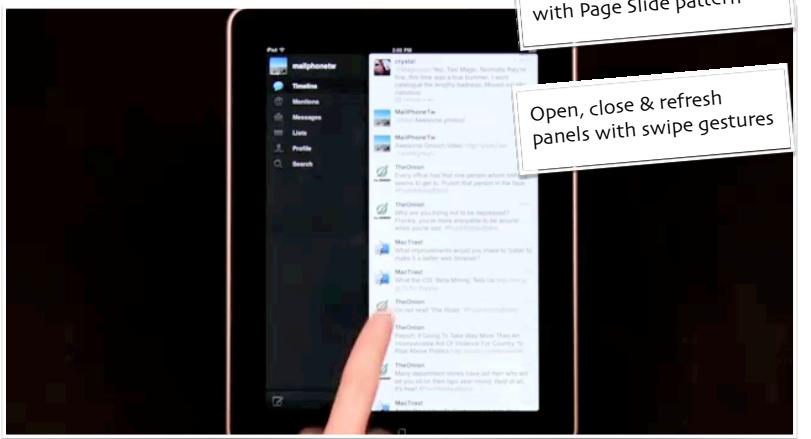
38

Twitter as iPad App



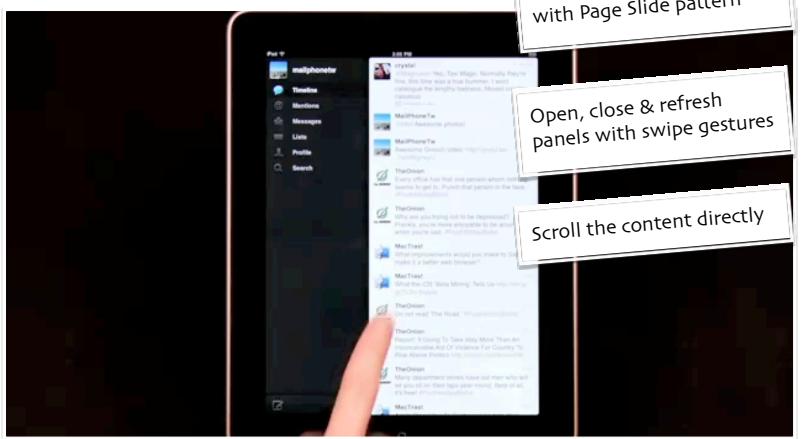
38

Twitter as iPad App



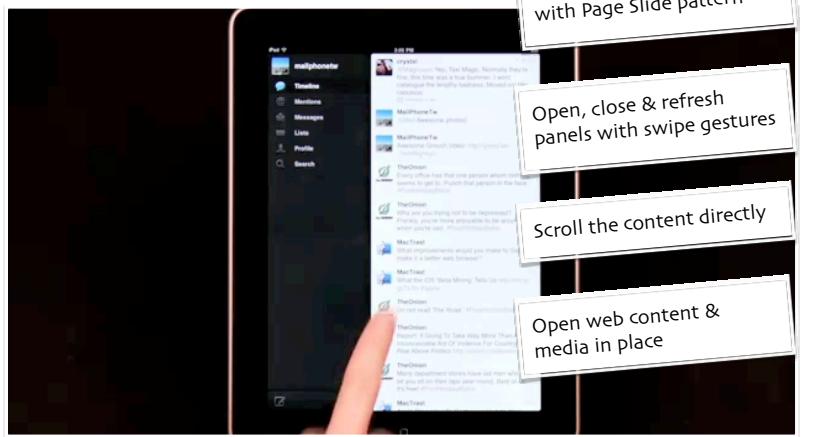
38

Twitter as iPad App



38

Twitter as iPad App



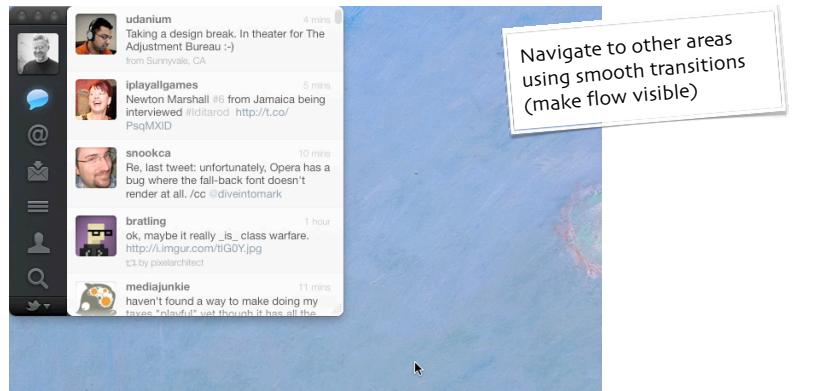
38

Twitter as Mac App



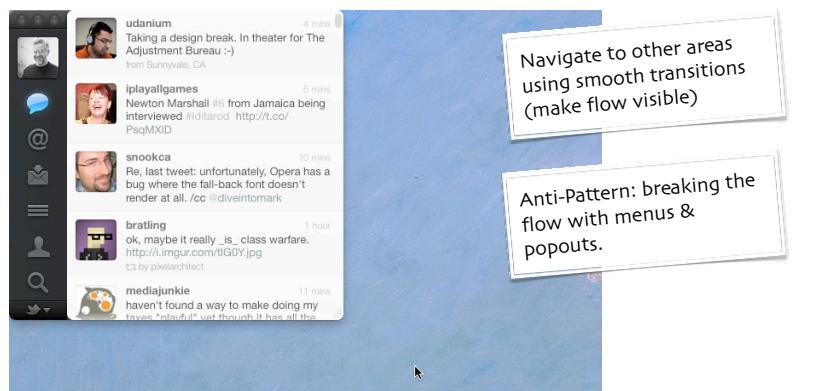
39

Twitter as Mac App



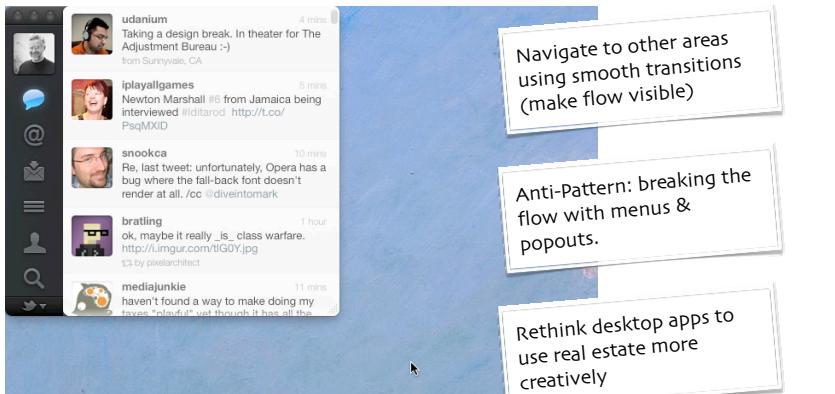
39

Twitter as Mac App



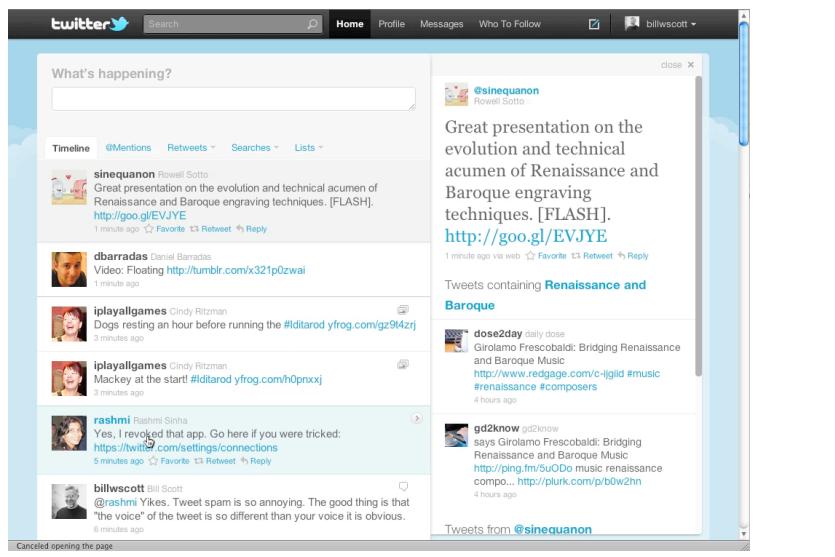
39

Twitter as Mac App



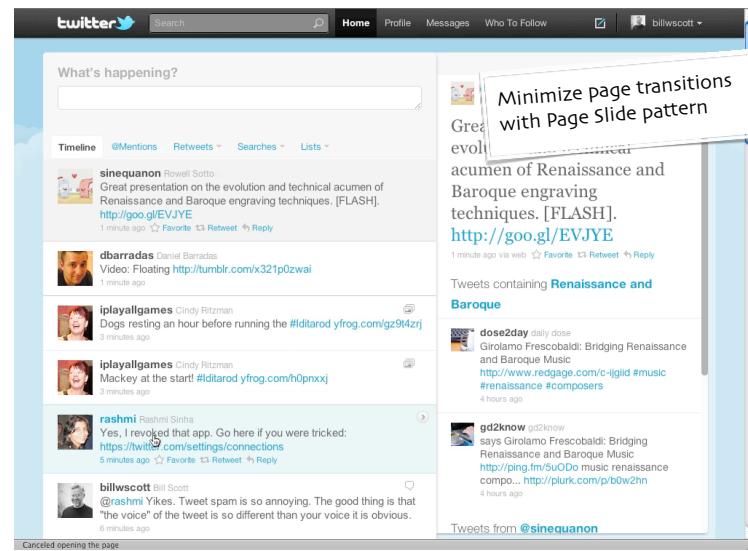
39

Twitter as Web App



40

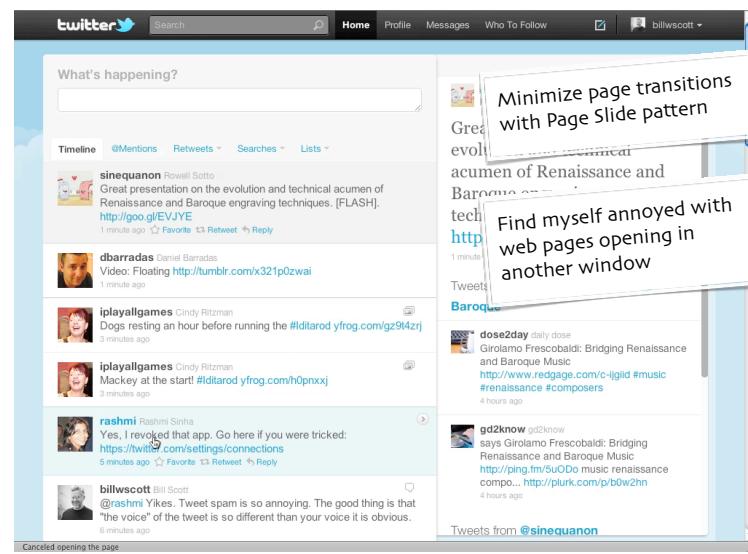
Twitter as Web App



The screenshot shows the Twitter homepage with a floating window overlay. The window has a white background and a semi-transparent blue border. It contains the text: "Minimize page transitions with Page Slide pattern". Below this, there is a list of tweets from users sinequanon, dbarradas, iplayallgames, iplayallgames, rashmi, and billwscott. The interface includes a search bar, navigation links (Home, Profile, Messages, Who To Follow), and a user dropdown for billwscott.

40

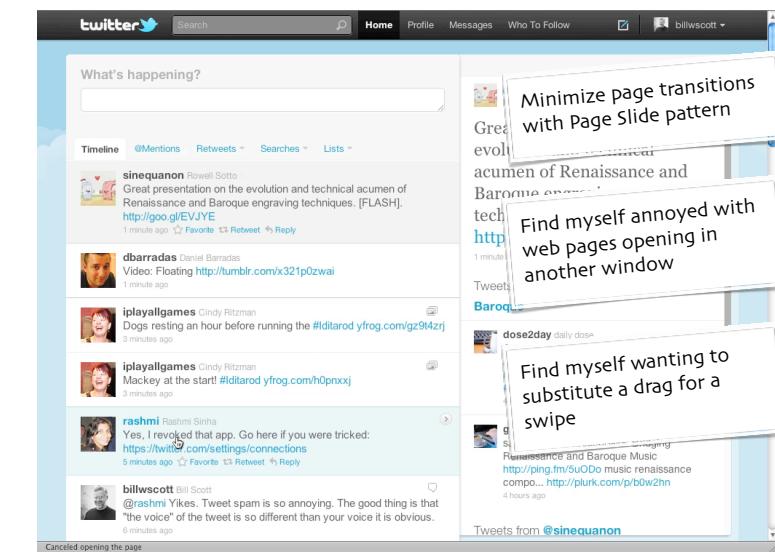
Twitter as Web App



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40

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/EVJY>
1 minute ago

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

ipplayallgames Cindy Ritzman
Dogs resting an hour before running the #Iditarod yfrog.com/gz9f4zr
1 minute ago

ipplayallgames Cindy Ritzman
Blackey at the start! #Iditarod yfrog.com/h0pnxj
1 minute ago

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

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

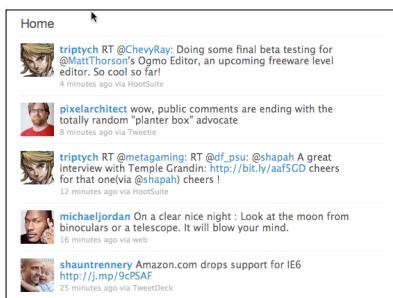
Tweets from @sinequanon

Cancelled opening the page

Minimize page transitions with Page Slide pattern

40

Vs Hover & Cover



Home

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

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

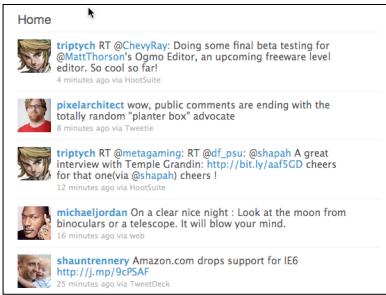
triptych RT @metagaming: RT @lf_psu: @shapah A great interview with Temple Grandin: <http://bit.ly/aaF5GD> cheers for that one! via @shapah! cheers!
12 minutes ago via HootSuite

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

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

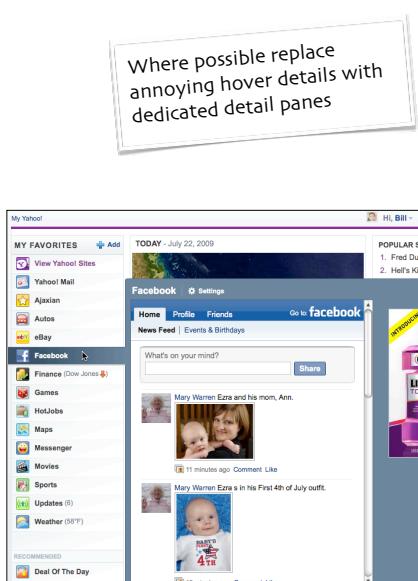
41

Vs Hover & Cover



41

Vs Hover & Cover



41

**Keep Navigation
Simple
to Maintain Flow**

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Mobile Navigation

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Mobile Navigation



43

Mobile Navigation



43

Mobile Navigation



Three types of iPhone
navigation: Flat, Tab, Tree

- Jeff Clark (Tapworthy)



Source: Tapworthy by Josh Clark

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Pulse & Flipboard iPad Apps



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Pulse & Flipboard iPad Apps



44

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

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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

45

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

45

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

45

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

45



#3 Be Responsive

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**Use Transitions/
Animations
to Create
Responsiveness**

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Animation Can...

48

Animation Can...

The screenshot shows the TurboTax Deluxe software interface. The top navigation bar includes tabs for Personal Info, Federal Taxes (which is selected and highlighted in blue), Federal Review, State Taxes, and Print & File. Below the tabs, a sub-menu bar shows Wages & Income, Deductions & Credits, and Other Tax Situations. On the left, a sidebar displays 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main content area is titled 'Enter Your Interest Paid to Some Lender' and includes a note: 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, a text input field is labeled '(Box 1 on your 1098)' and contains the value '0.00'.

48

Animation Can...

TurboTax Deluxe

Personal Info Federal Taxes Federal Review State Taxes Print & File

Federal Tax Due \$10,533

CA Tax Due \$4,973

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

(Box 1 on your 1098)

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

48

Animation Can...

TurboTax Deluxe

Personal Info Federal Taxes Federal Review State Taxes Print & File

Federal Tax Due \$10,533

CA Tax Due \$4,973

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

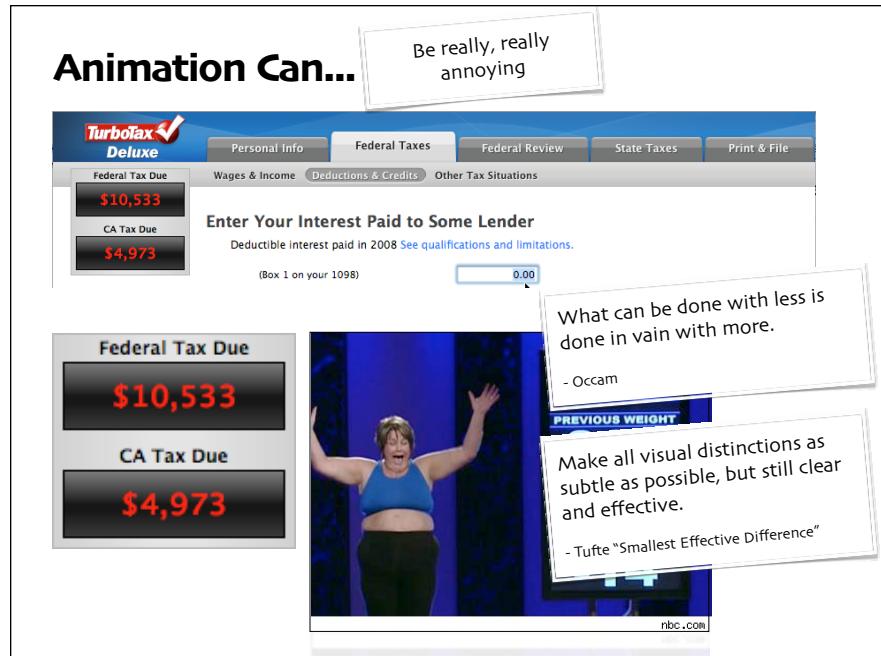
(Box 1 on your 1098)

Federal Tax Due
\$10,533

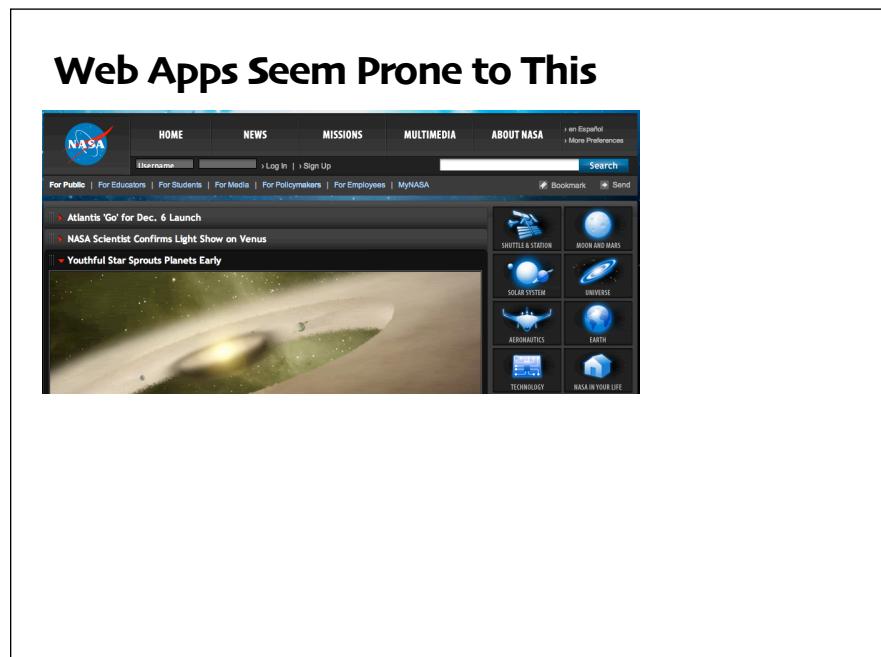
CA Tax Due
\$4,973



48

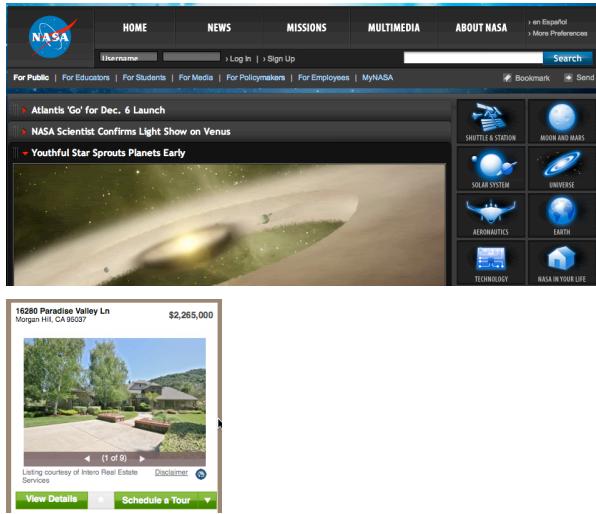


48



49

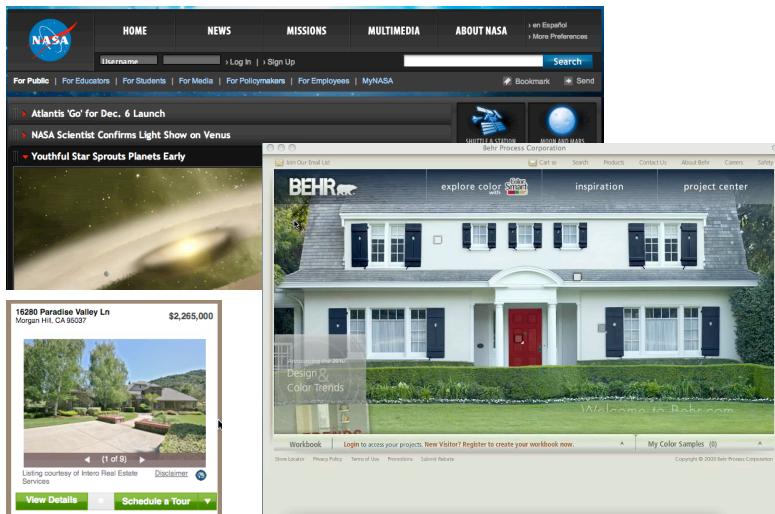
Web Apps Seem Prone to This



The screenshot shows the NASA homepage with a navigation bar at the top. Below the navigation, there is a news feed with items like 'Atlantis 'Go' for Dec. 6 Launch' and 'NASA Scientist Confirms Light Show on Venus'. On the right, there is a sidebar with links to 'SHUTTLE & STATION', 'MOON AND MARS', 'SOLAR SYSTEM', 'UNIVERSE', 'AERONAUTICS', 'EARTH', 'TECHNOLOGY', and 'NASA IN YOUR LIFE'. At the bottom left, there is a real estate listing for a house at '16280 Paradise Valley Ln, Morgan Hill, CA 95037' with a price of '\$2,265,000'. The listing includes a thumbnail image of the house and a 'View Details' button.

49

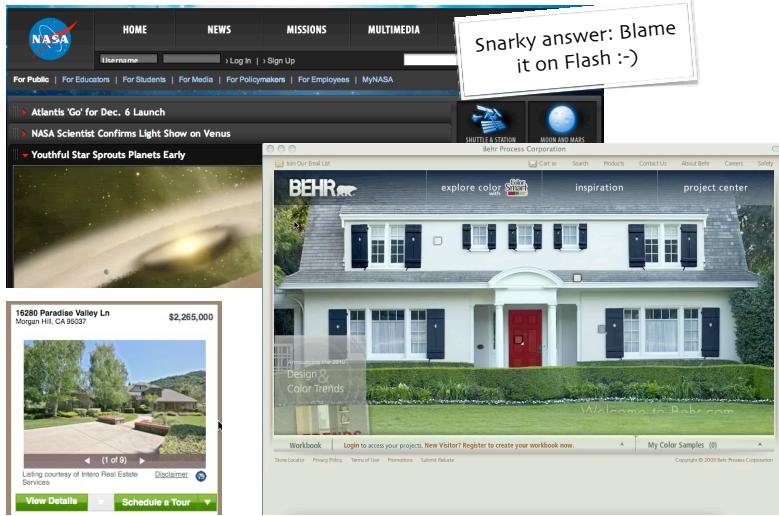
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49

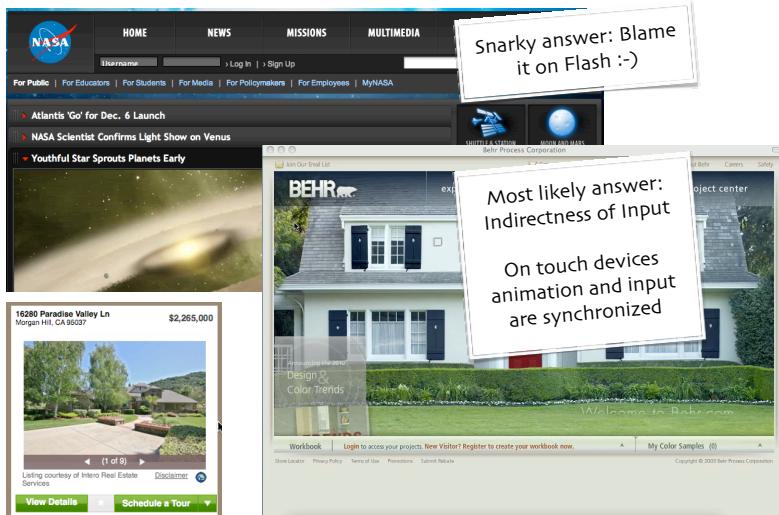
Web Apps Seem Prone to This



The image shows two side-by-side screenshots of web applications. The left screenshot is from the NASA website, featuring a news article about the 'Youthful Star Sprouts Planets Early' and a real estate listing for a house in Morgan Hill, CA. The right screenshot is from the Behr Paints website, showing a house with a red door and black shutters. A white callout box with a black border and rounded corners is overlaid on both images, containing the text 'Snarky answer: Blame it on Flash :-)'.

49

Web Apps Seem Prone to This



The image shows two side-by-side screenshots of web applications. The left screenshot is from the NASA website, featuring a news article about the 'Youthful Star Sprouts Planets Early' and a real estate listing for a house in Morgan Hill, CA. The right screenshot is from the Behr Paints website, showing a house with a red door and black shutters. A white callout box with a black border and rounded corners is overlaid on both images, containing the text 'Snarky answer: Blame it on Flash :-)' and 'Most likely answer: Indirectness of Input'. Below this, another text box contains the explanation: 'On touch devices animation and input are synchronized'.

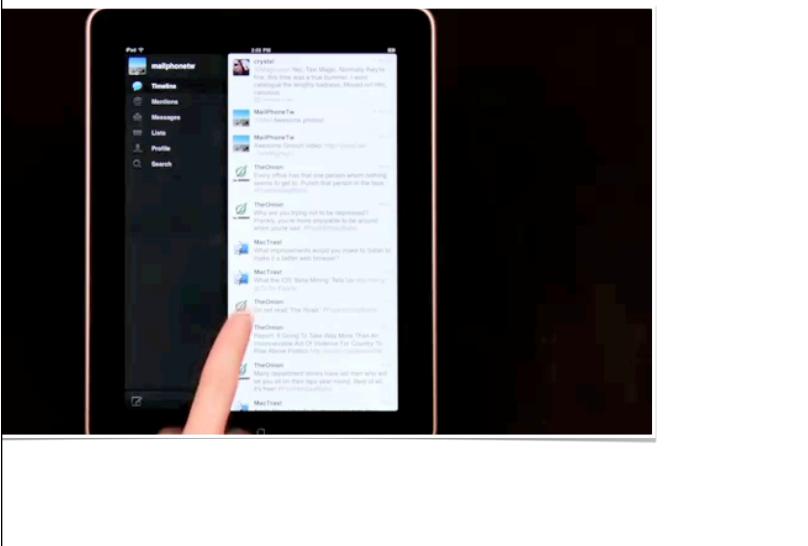
49

Web Apps Seem Prone to This



49

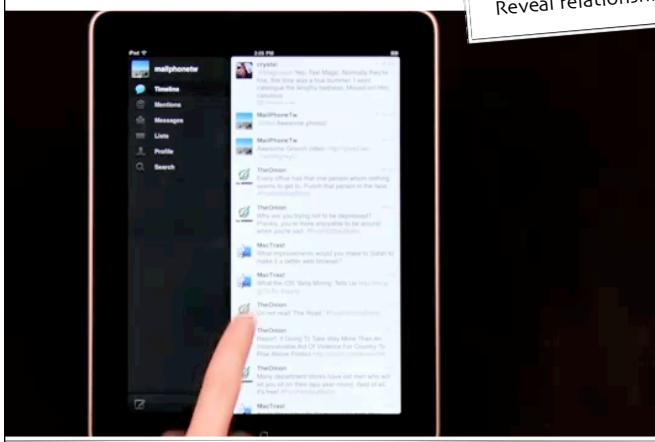
Animation Can...



50

Animation Can...

Reveal relationships



50

Animation Can...

Reveal relationships

Improve responsiveness



50

Animation Can...



50

Animation Can...



50

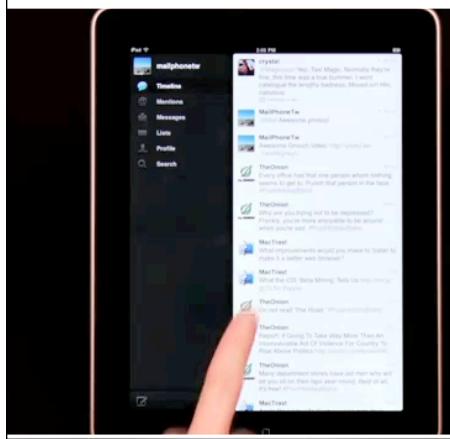
Animation Can...



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

50

Animation Can...



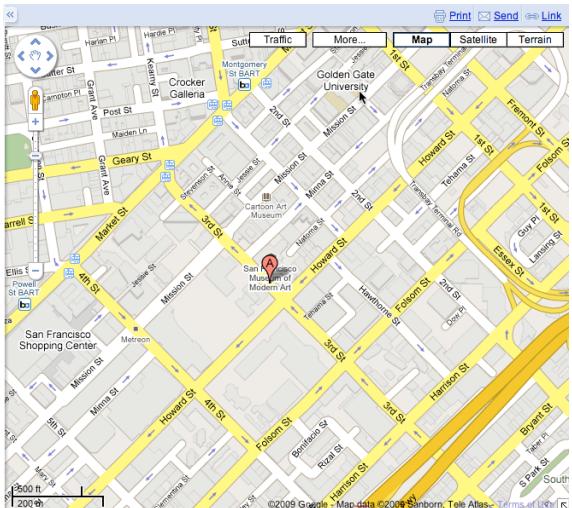
- Reveal relationships
- Improve responsiveness
- Show state change
- Focus attention
- Create delight
- Simulate physicality

50

Use Invitations to Create Responsiveness

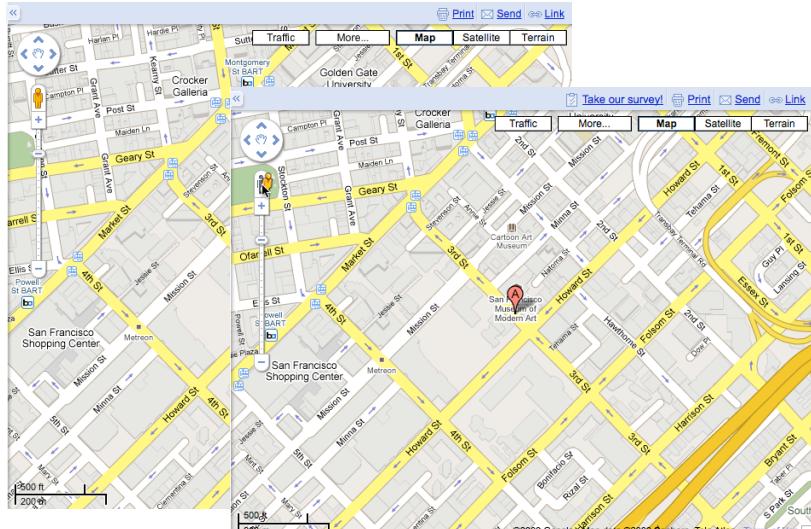
51

Just in Time Invitations at Drag Moments



52

Just in Time Invitations at Drag Moments



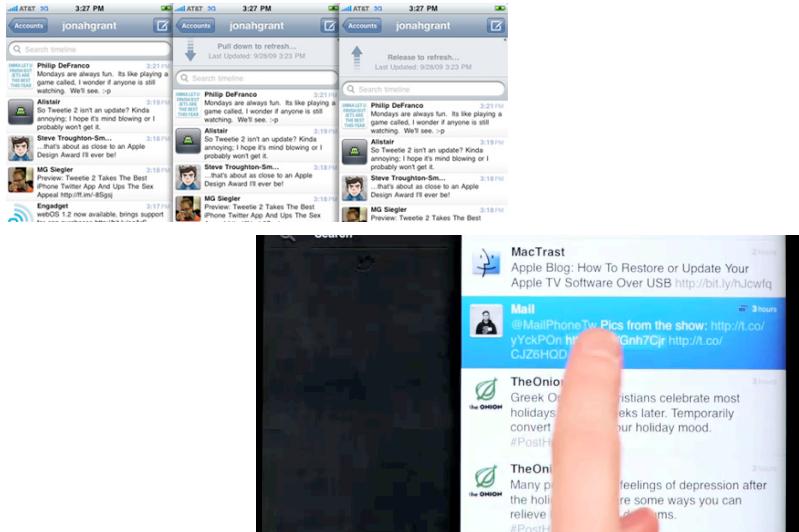
52

Invitations at Touch-Hold Moments



53

Invitations at Touch-Hold Moments

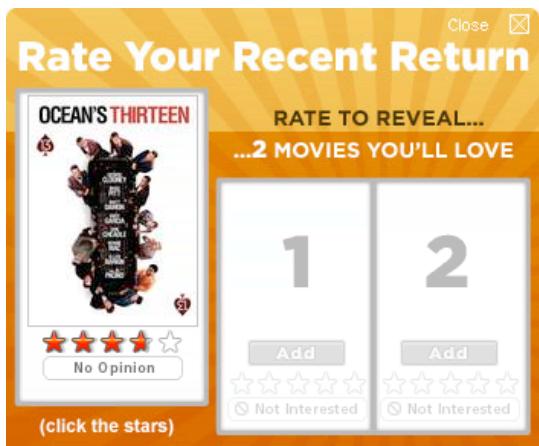


53

Invitations at Reward Moments

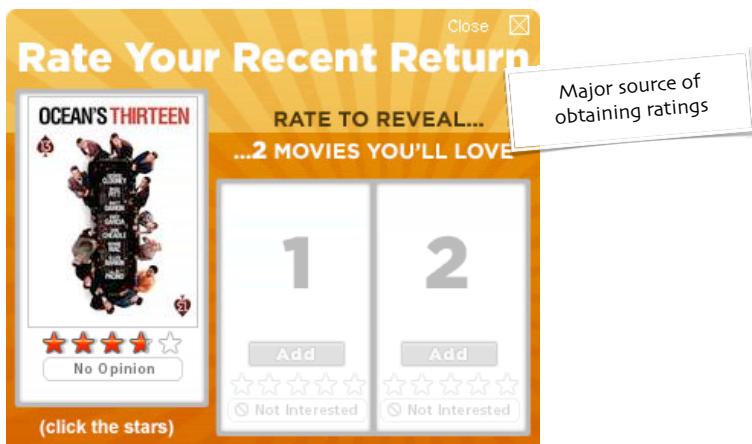
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Invitations at Reward Moments



54

Invitations at Reward Moments

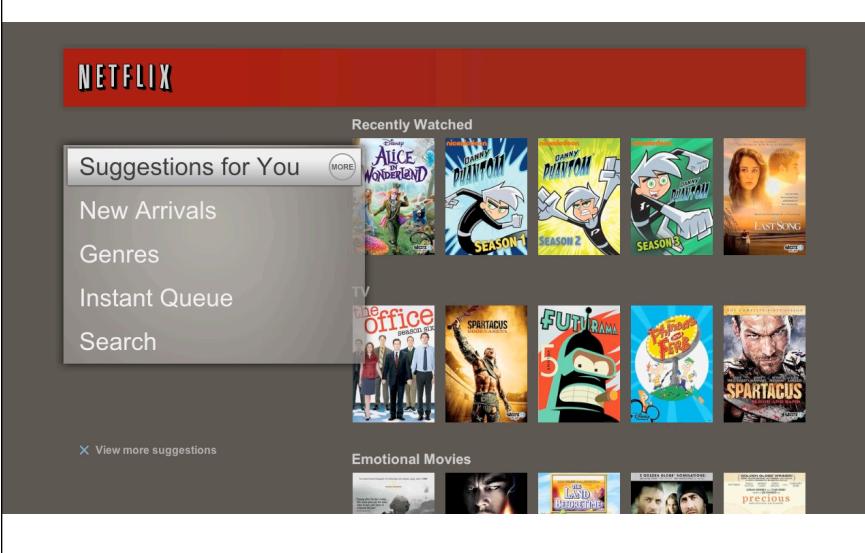


54

Be Snappy to Be Responsive

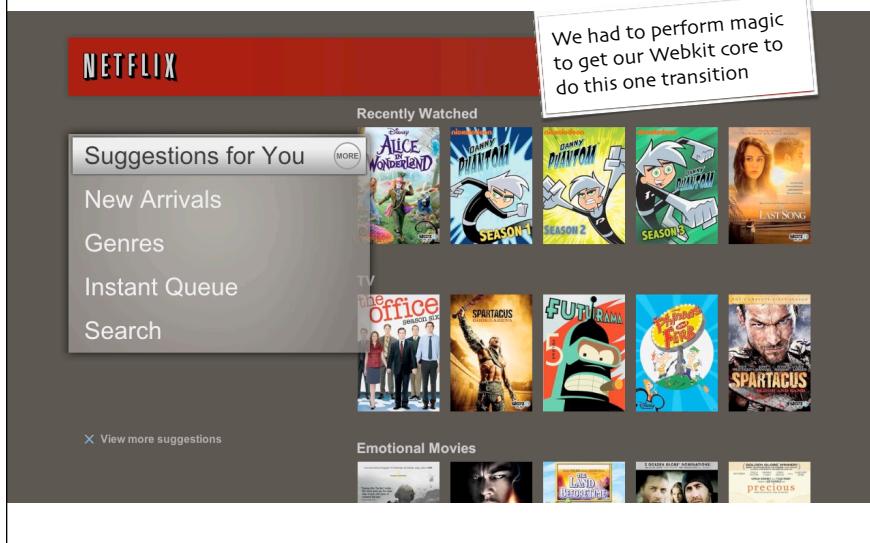
55

Performance is Not Always a Given



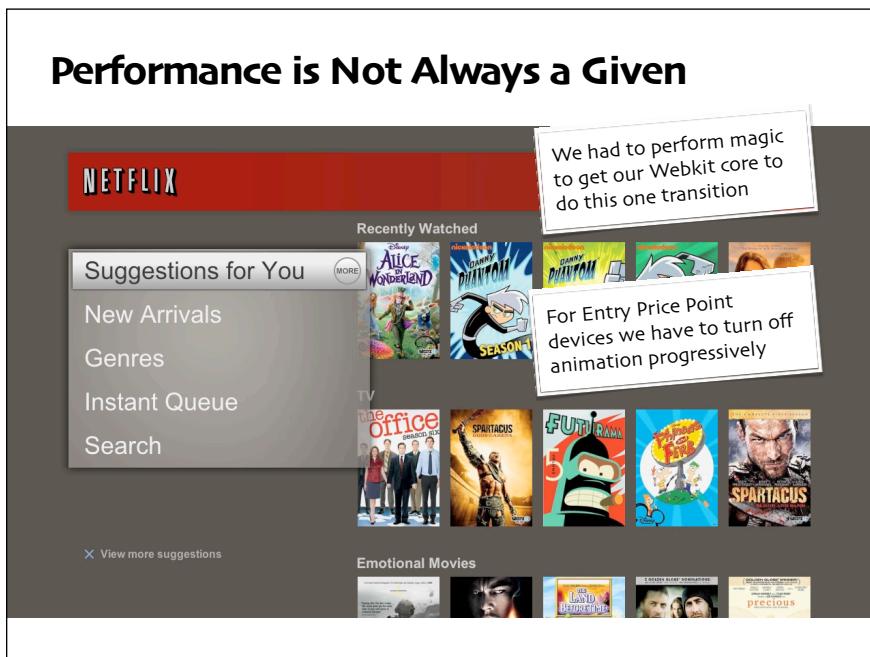
56

Performance is Not Always a Given



56

Performance is Not Always a Given



56

Responsiveness Across platforms

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

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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

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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)

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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

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TV Experiences...

58

TV Experiences...

58

NETFLIX

Bill Scott | Your Account & Help

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

Genres | New Arrivals | Starz Play | Instantly to your TV

You recently watched:

- Danny Phantom: Ssn 2: Reality Tr ...
- Heroes: Ssn 1: Homecoming
- Alice in Wonderland

Play Next

Resume 2m 43m

Resume 0m 108m

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

Rate Heroes: Season 1

Suggestion 1 Suggestion 2 Suggestion 3

Haven't Seen It

Suspenseful Conspiracy Action & Adventure

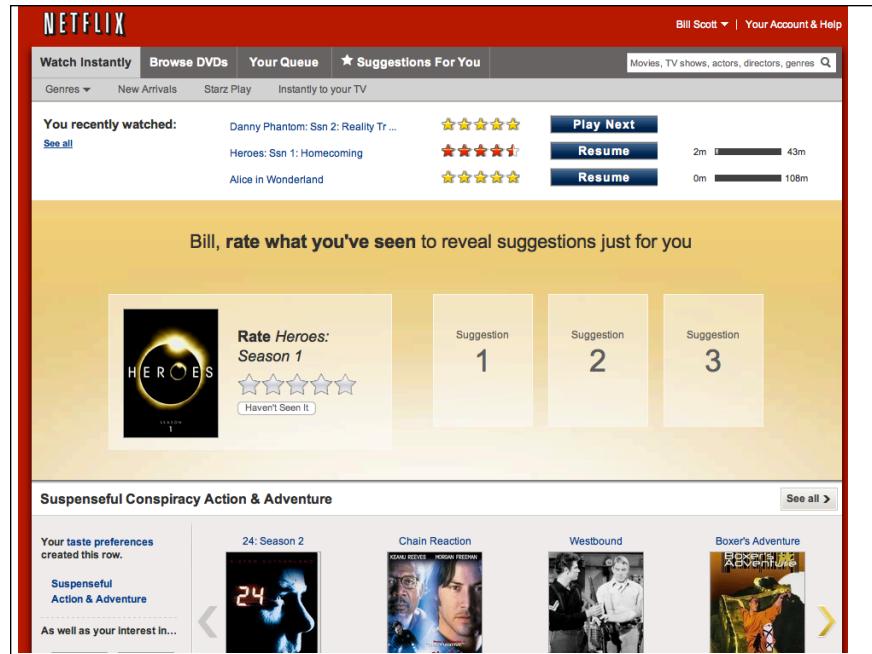
Your taste preferences created this row.

Suspenseful Action & Adventure

As well as your interest in...

24: Season 2 | Chain Reaction | Westbound | Boxer's Adventure

See all >



59

NETFLIX

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

Genres | New Arrivals | Starz Play | Instantly to your TV

TOP 10 FOR BILL



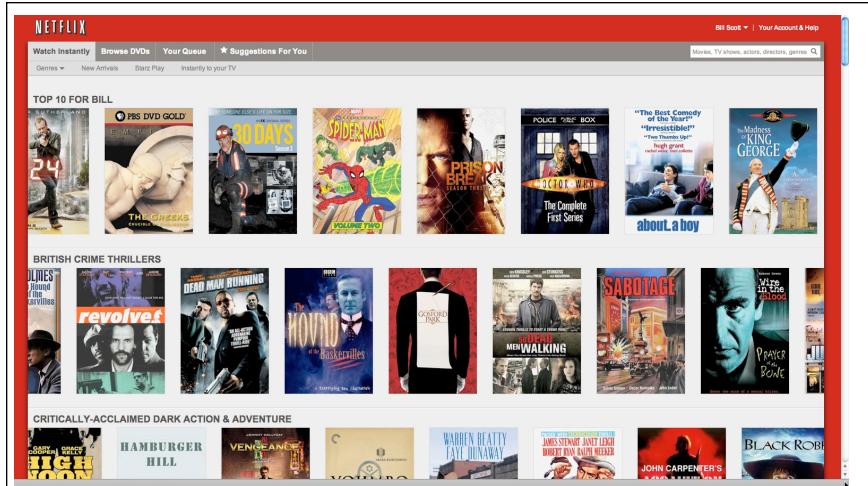
BRITISH CRIME THRILLERS



CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE

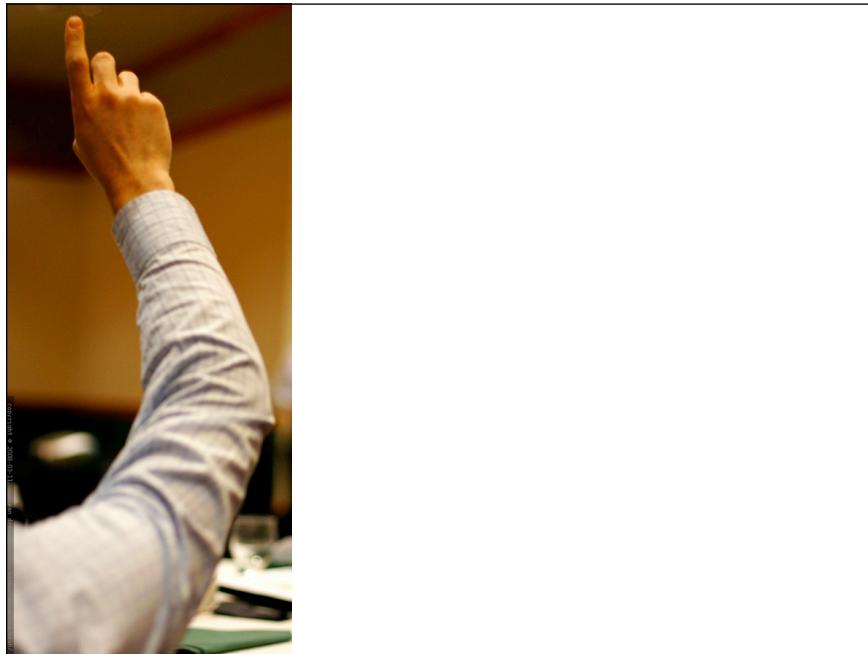


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Can Influence Website Experience

59



60



Presentation

billwscott.com/share/presentations/2011/dfmm

Blogs

<http://looksgoodworkswell.com>
<http://designingwebinterfaces.com>

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Video

<http://oreil.ly/dwivideo>

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