



# Designing for Mice & Men

Bill Scott, Netflix

# Netflix Across Devices (in-house products)

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This screenshot shows the Netflix mobile application running on an iPhone. The interface is similar to the desktop version, displaying movie recommendations and reviews. The screen shows a list of movies under the 'Family Movies' category, including 'The Iron Giant', 'Care Bears: The Giving Festival', 'The Land Before Time', and 'Cats Don't Dance'. Each movie entry includes a thumbnail, title, year, rating, and a 'See More Family Movies' link.

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# Netflix Across Devices (in-house products)



Web

This screenshot shows the Netflix website interface. At the top, there's a navigation bar with links for 'Watch Instantly', 'Browse DVDs', 'Your Queue', and 'Suggestions For You'. Below this is a search bar and a genre filter section. The main content area features a 'Top Picks for Bill' section with movie thumbnails like '12 Monkeys' and 'The Iron Giant'. Below this are sections for 'Imaginative Sci-Fi & Fantasy on Blu-ray' and 'Critically-acclaimed Cerebral Father-Son Movies', each with movie thumbnails and 'Add' buttons. The bottom of the page shows a footer with links for 'Quiz Show', 'In the Bedroom', 'World's Greatest Dad', and 'The Lion in Winter'.



Tablet

This screenshot shows the Netflix app running on a tablet. The interface is similar to the website, with a 'Family Movies' section at the top showing 'The Iron Giant' and 'Care Bears: The Giving Festival'. Below this are sections for 'Cerebral Docs' and 'Emotional Dramas'. Each movie entry includes a thumbnail, title, year, rating, and runtime. The bottom of the screen shows standard navigation icons for the app.



Mobile

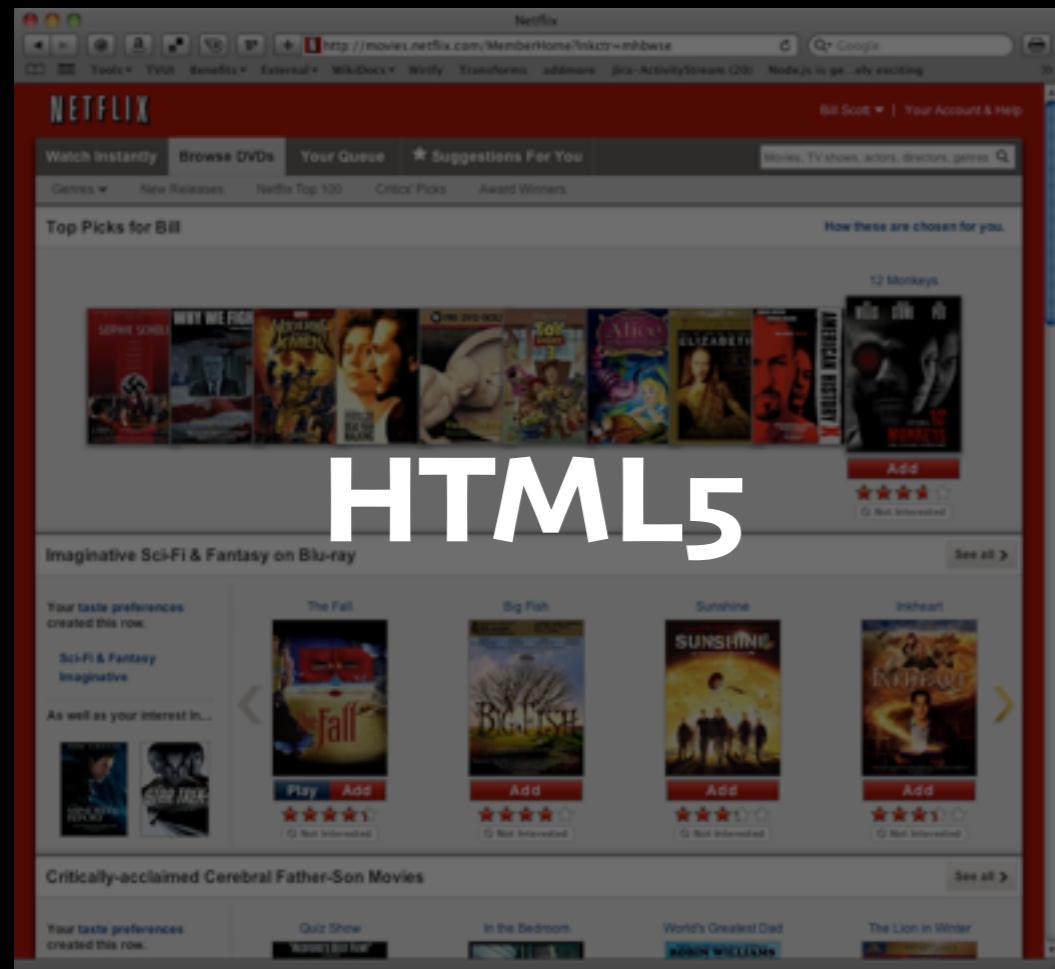
This screenshot shows the Netflix app on a mobile phone. It displays the same 'Family Movies' and 'Cerebral Docs' sections as the tablet version. The layout is optimized for a smaller screen, with movie thumbnails and titles clearly visible.



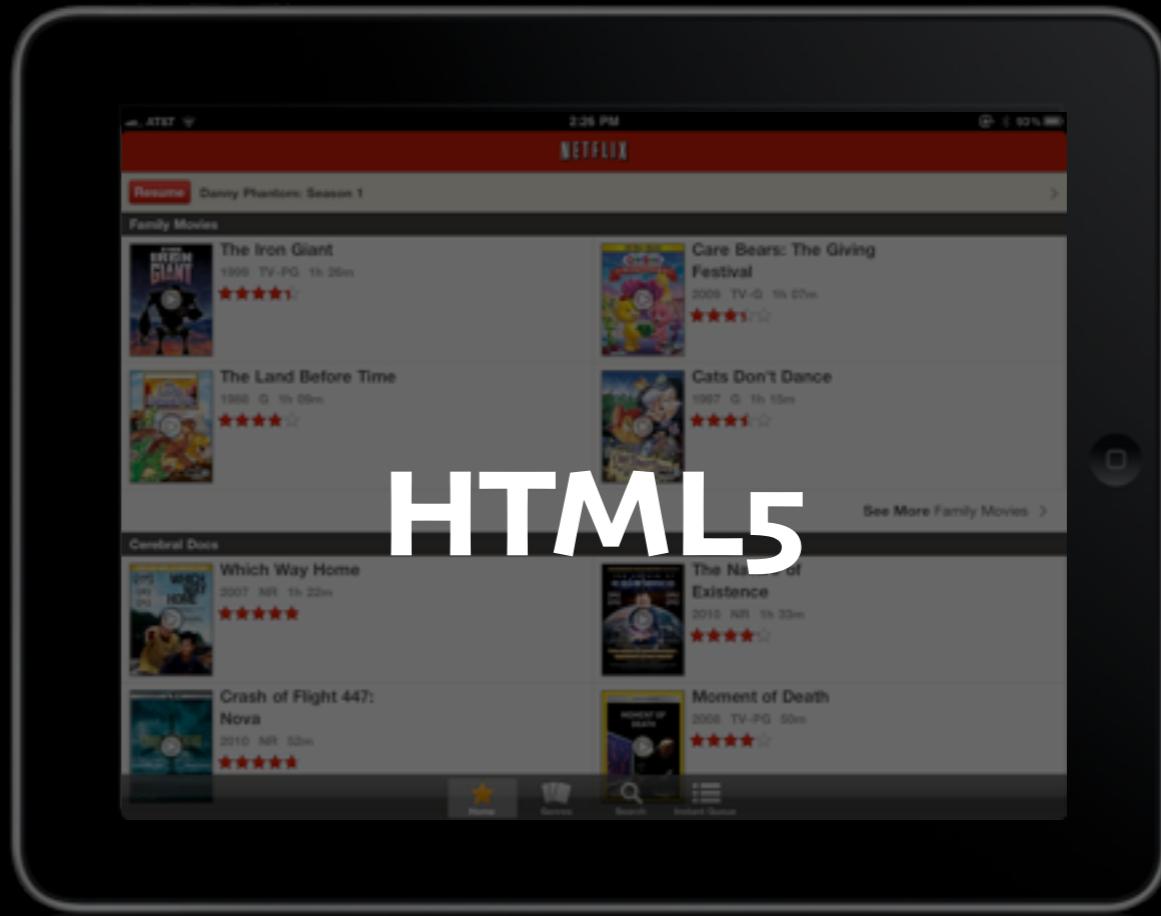
TV

This screenshot shows the Netflix app on a television screen, running on a Sony Bravia TV. The interface is identical to the other devices, with the 'Instant Queue' showing 'Bella' and 'Centurion', and the 'Recently Watched' section showing 'Alice in Wonderland' and 'Danny Phantom'. The bottom of the screen shows the TV's own navigation buttons.

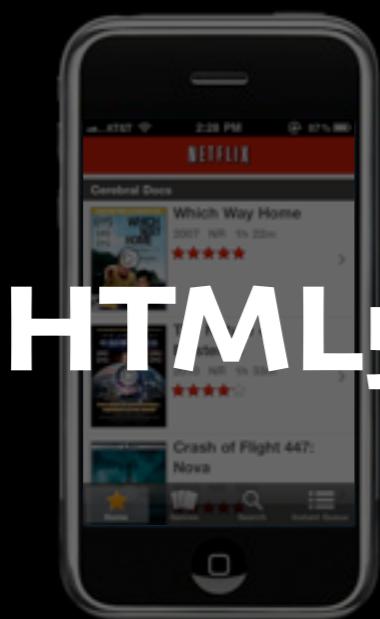
# Netflix Across Devices (in-house products)



HTML5



HTML5



HTML5



HTML5

# Common Platform Across Devices



Web Browser



iOS Webkit



iOS Webkit



QT Webkit &  
Skia Webkit

# Why?

# Why?

## **Server-driven dynamic UI**

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**Web-style release vs CE firmware updates**

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**Support A/B Testing**

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**Support A/B Testing**

**Learn Fast/Fail Quickly**

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**Learn Fast/Fail Quickly**

# Why?

**Server-driven dynamic UI**

**Web-style release vs CE firmware updates**

**Support A/B Testing**

**Learn Fast/Fail Quickly**

**Chaos Otherwise**



# Controlled Variances

**NETFLIX**

**Recently Watched**

**Suggestions for You**

**New Arrivals**

**Genres**

**Instant Queue**

**Search**

**TV**

**Emotional Movies**

[MORE](#)

[View more suggestions](#)

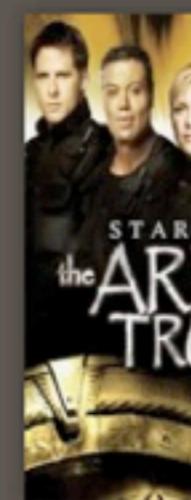
# Controlled Variances



2 / 332

△ Search

## Instant Queue



Bella

2006 PG-13 1h 31m



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

## Recently Watched



Cast:

Eduardo Verástegui,  
Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez  
Monteverde

## Emotional Dramas

# Managing Across Platforms

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**We chose a portability layer (html5)**

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

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We chose a portability layer (html5)

However, we vary the user experience across platforms  
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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

## Display

Hi-Rez, large, near



# Designing for Mice & Men



**Web**

## **Input**

**Indirect.** Pointer/keyboard

## **Navigation**

Controls & windows

## **Posture**

Stationary

## **Display**

Hi-Rez, large, near



**TV**

## **Input**

**Indirect.** LRUD/OSK

## **Navigation**

Panes

## **Posture**

Lean Back

## **Display**

Hi-Rez, far-away



# Designing for Mice & Men



**Web**

## **Input**

**Indirect.** Pointer/keyboard

## **Navigation**

Controls & windows

## **Posture**

Stationary

## **Display**

Hi-Rez, large, near



**TV**

## **Input**

**Indirect.** LRUD/OSK

## **Navigation**

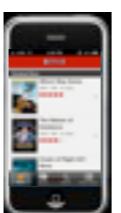
Panes

## **Posture**

Lean Back

## **Display**

Hi-Rez, far-away



**Mobile**

## **Input**

**Direct.** Gesture/OSK

## **Navigation**

Panes

## **Posture**

On-the-go

## **Display**

Hi-Rez, small, near



# Designing for Mice & Men



**Web**

## **Input**

**Indirect.** Pointer/keyboard

## **Navigation**

Controls & windows

## **Posture**

Stationary

## **Display**

Hi-Rez, large, near



**TV**

## **Input**

**Indirect.** LRUD/OSK

## **Navigation**

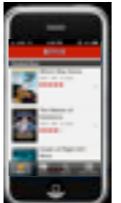
Panes

## **Posture**

Lean Back

## **Display**

Hi-Rez, far-away



**Mobile**

## **Input**

**Direct.** Gesture/OSK

## **Navigation**

Panes

## **Posture**

On-the-go

## **Display**

Hi-Rez, small, near



**Tablet**

## **Input**

**Direct.** Gesture/OSK

## **Navigation**

Panes

## **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

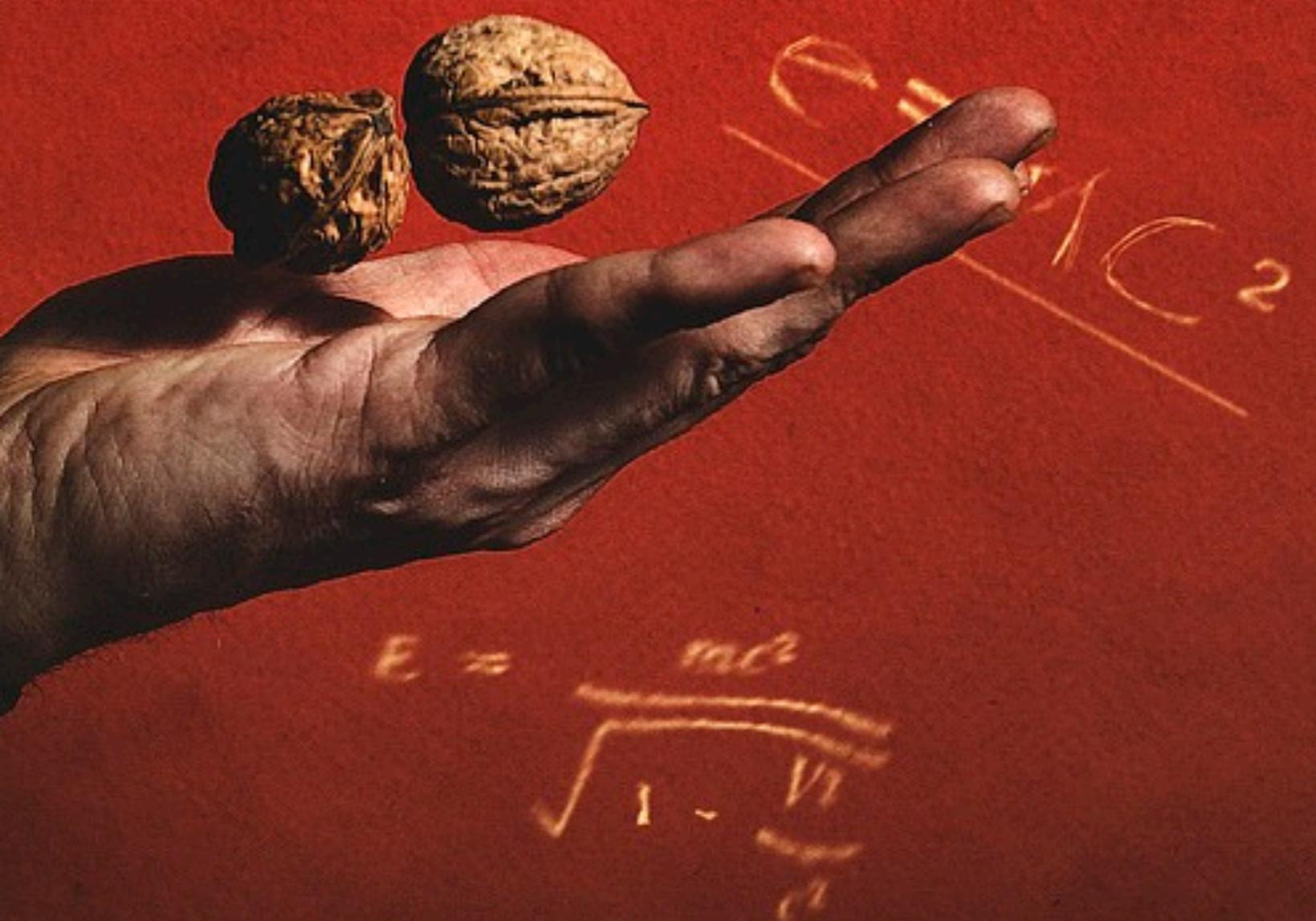
but the application of principles  
varies across **input, posture,  
navigation & display**

# Three Principles

# Three Principles

common design principles for  
multiple platform design

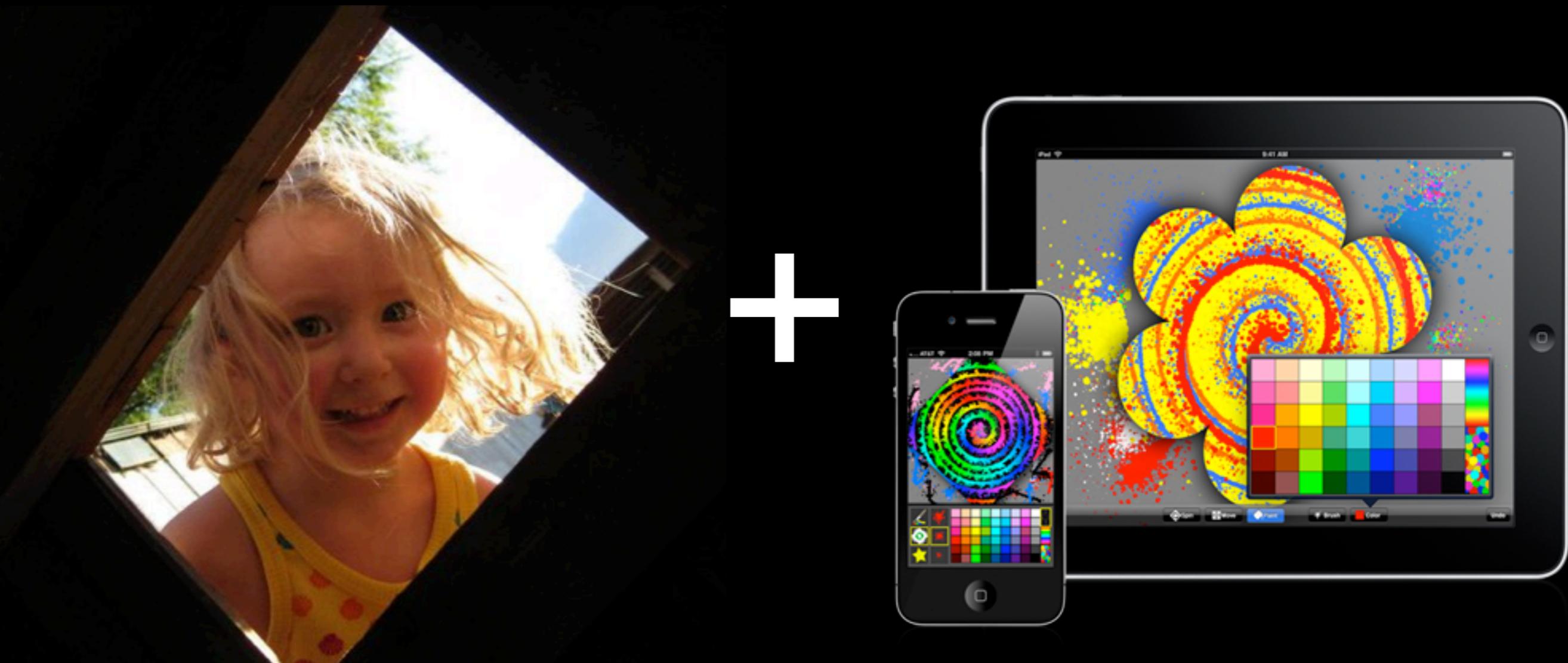
# #1 Get Physical



# The Illusion of Physicality



# The Illusion of Physicality



# The Illusion of Physicality



**“Finger painting”**

**“Paint on Paper”**

**“My finger is out of Purple!?”**

# Design for Physicality

# Design for Physicality

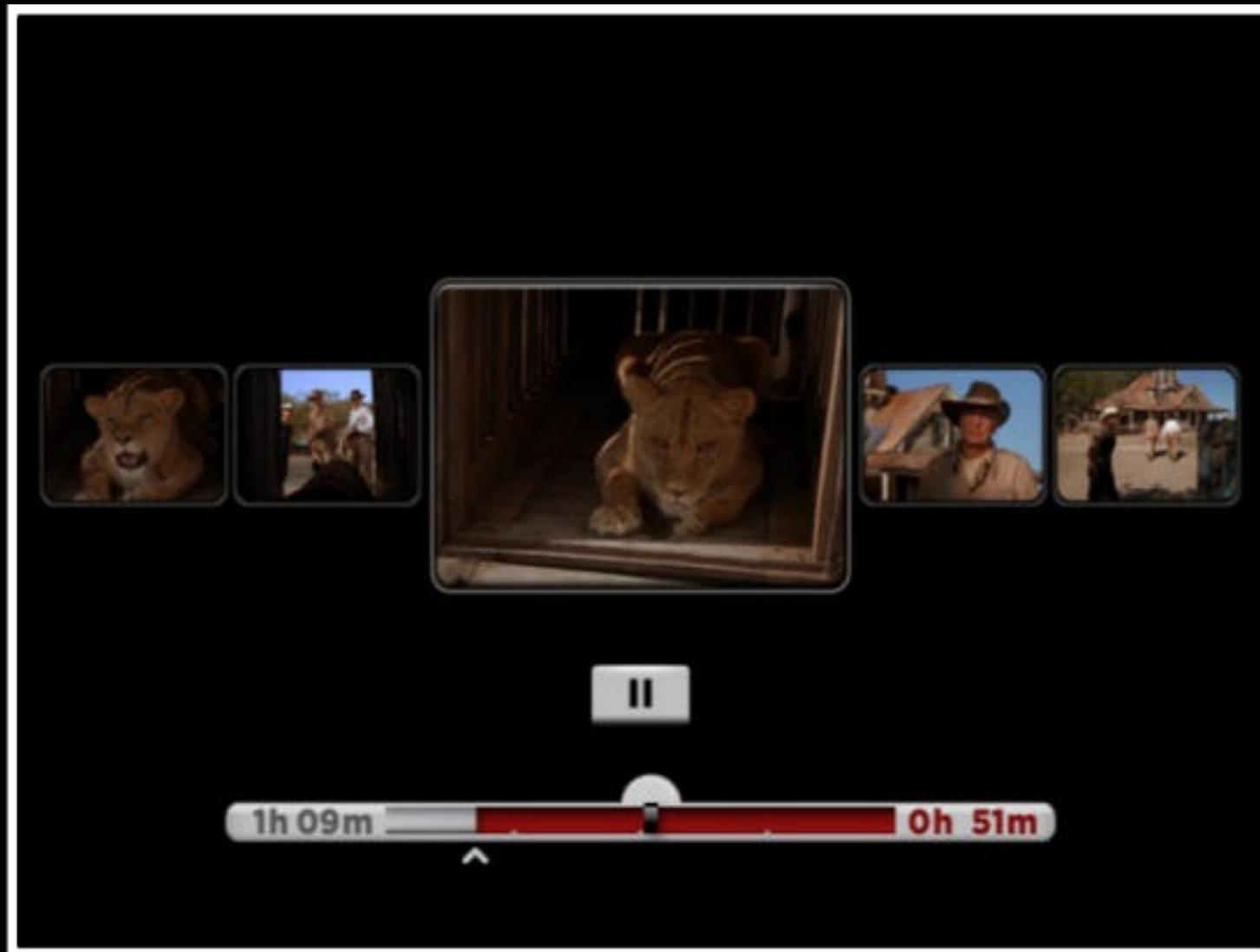
Whenever possible, add a realistic, physical dimension to your application.

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.

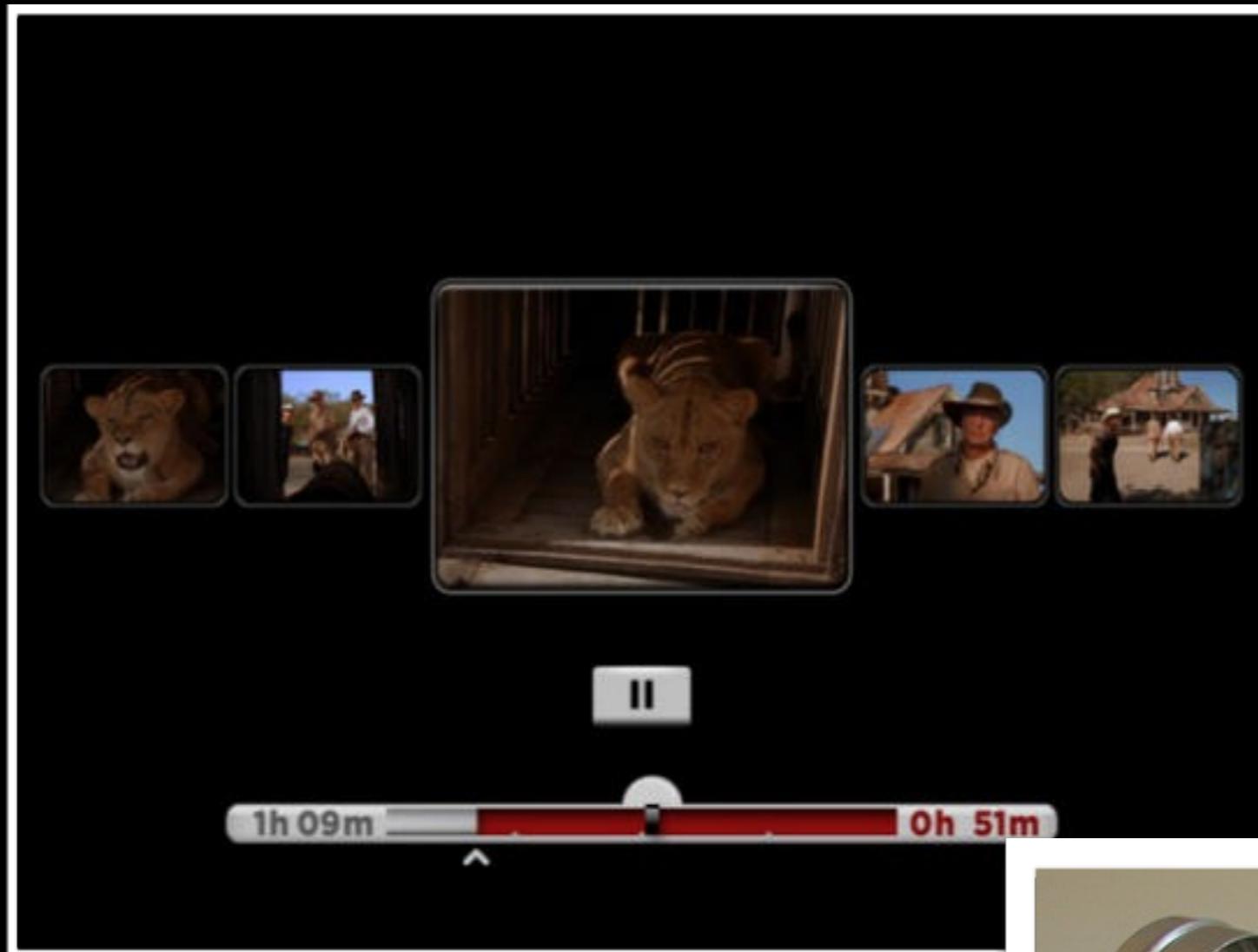
- Apple HIG

Use Metaphors  
to Embody  
Physicality

# Physicality as Metaphor



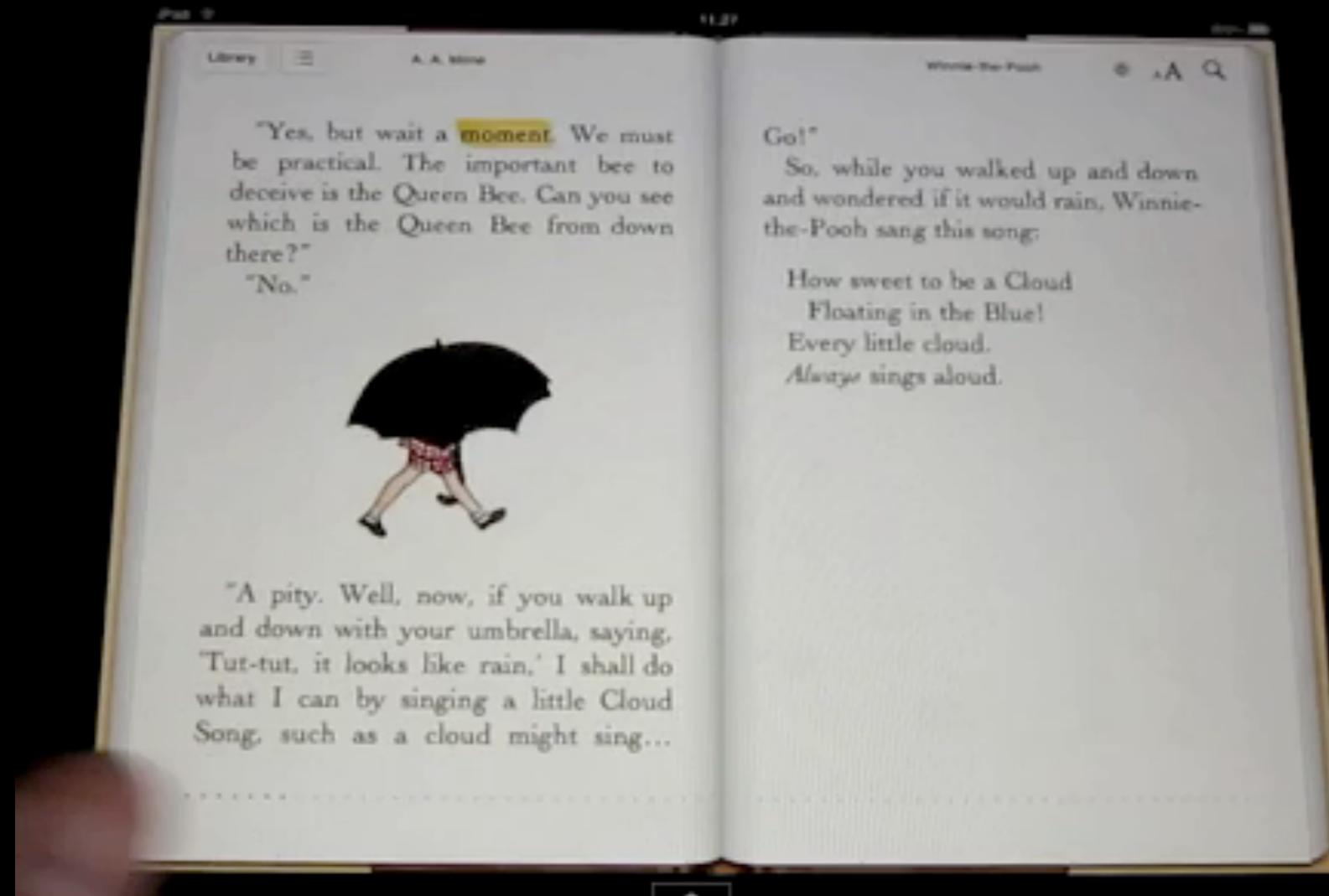
# Physicality as Metaphor



Film Strip

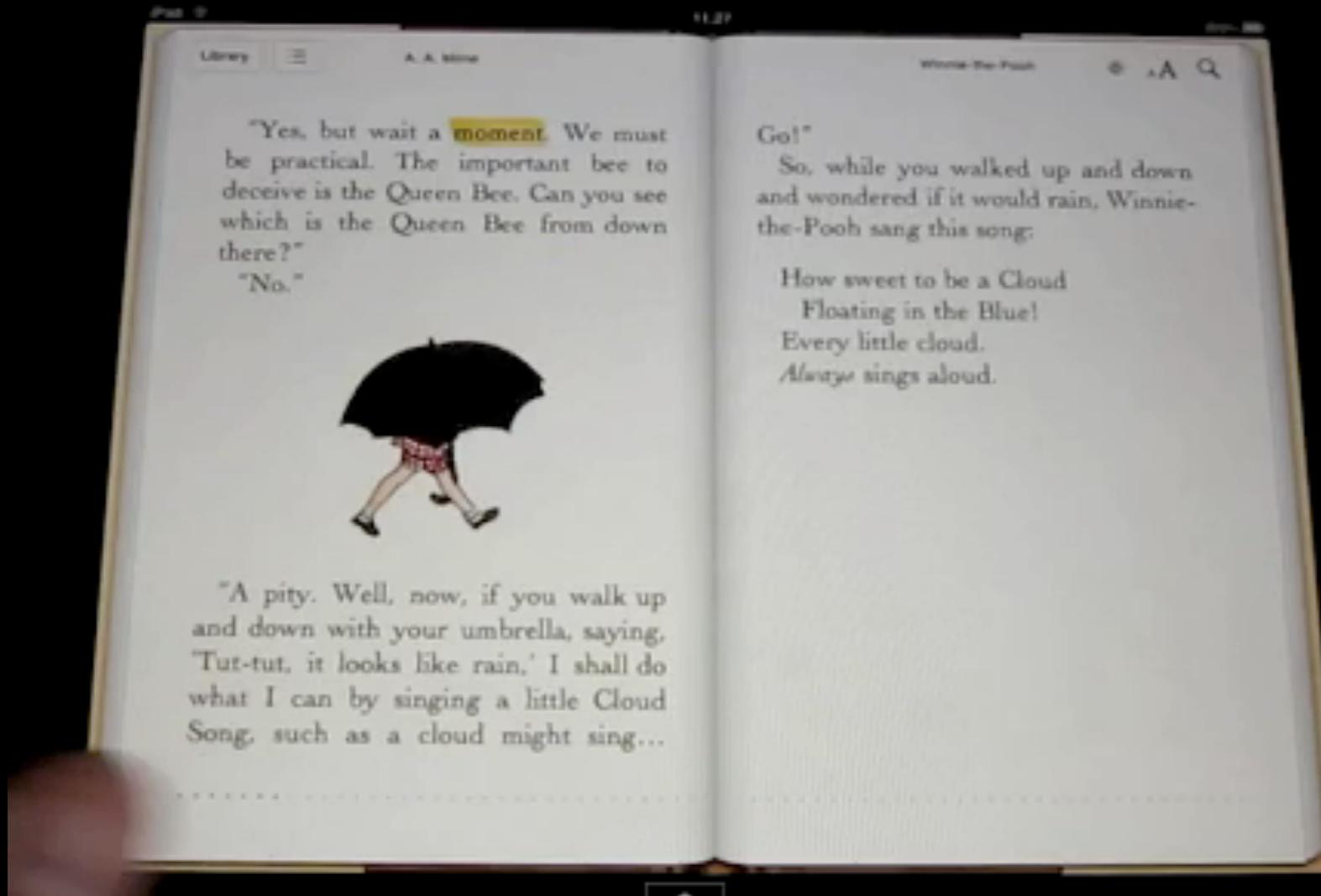


# Physicality as Metaphor



# Book

# Physicality as Metaphor

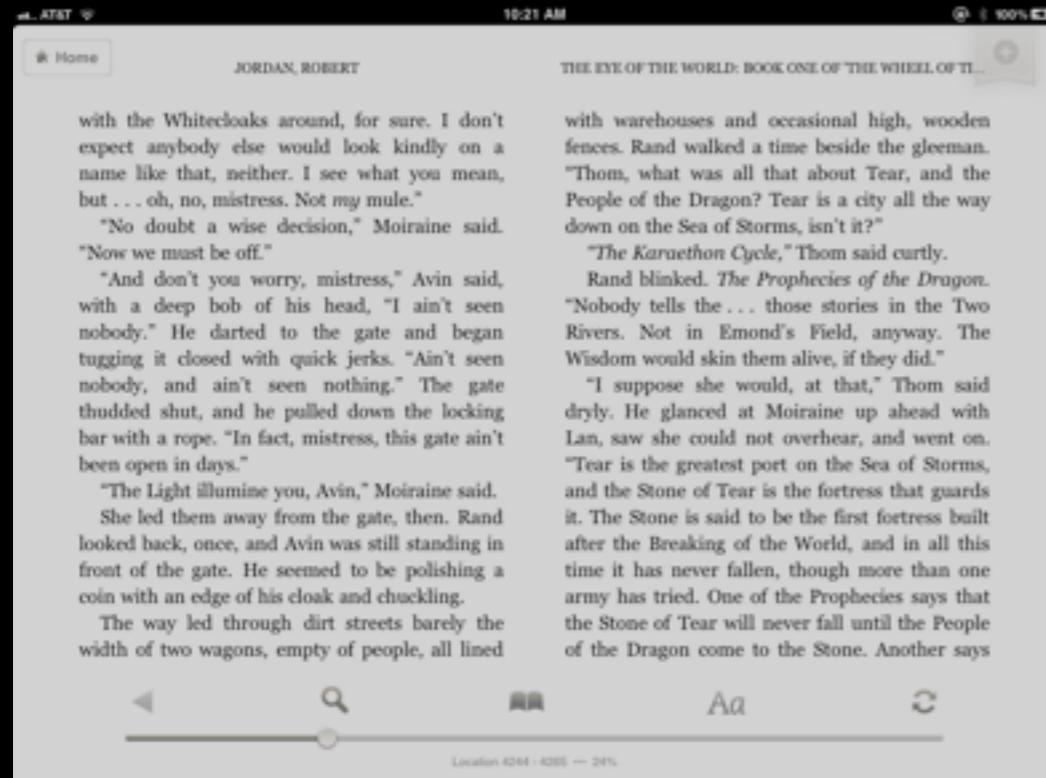


Book

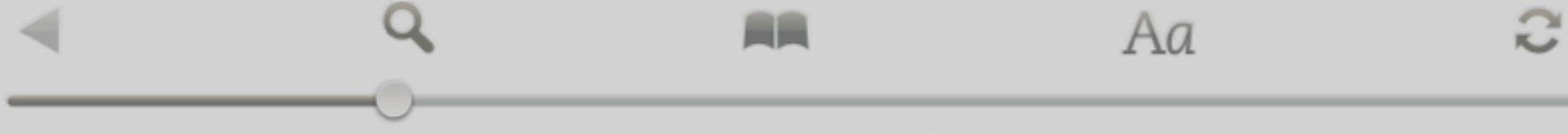
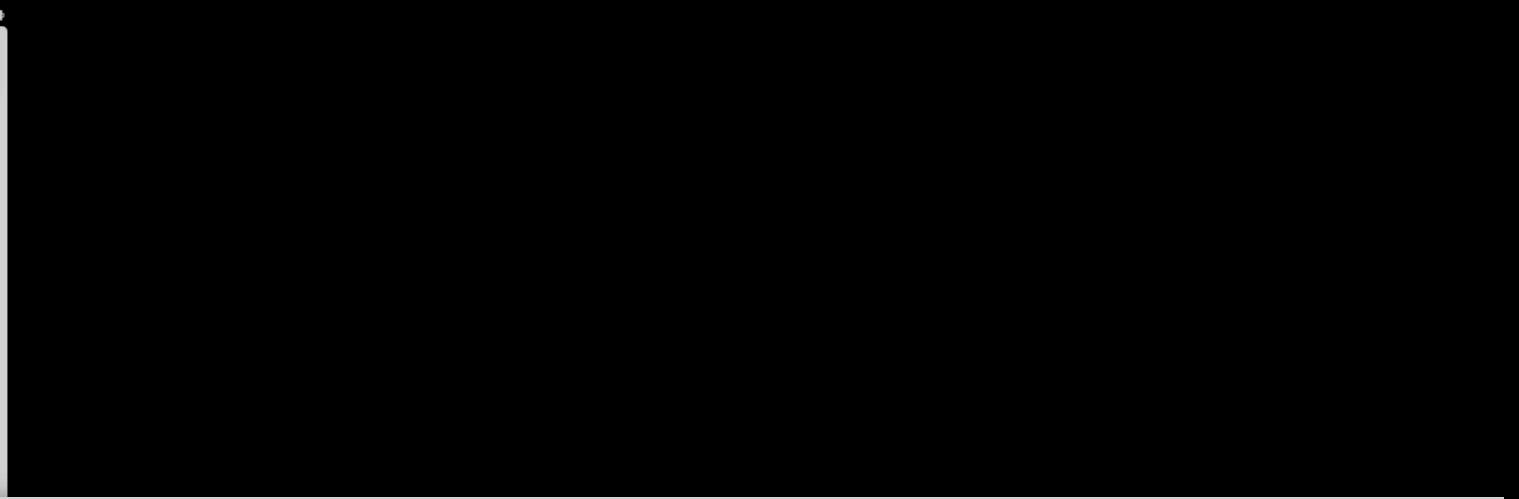
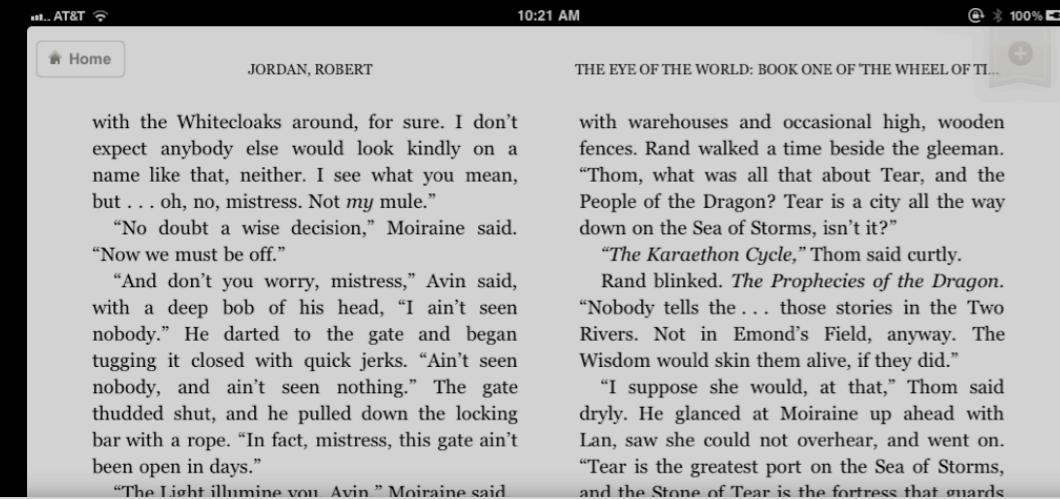
“Books have pages”

“Pages turn”

# Anti-Pattern: Broken Metaphor

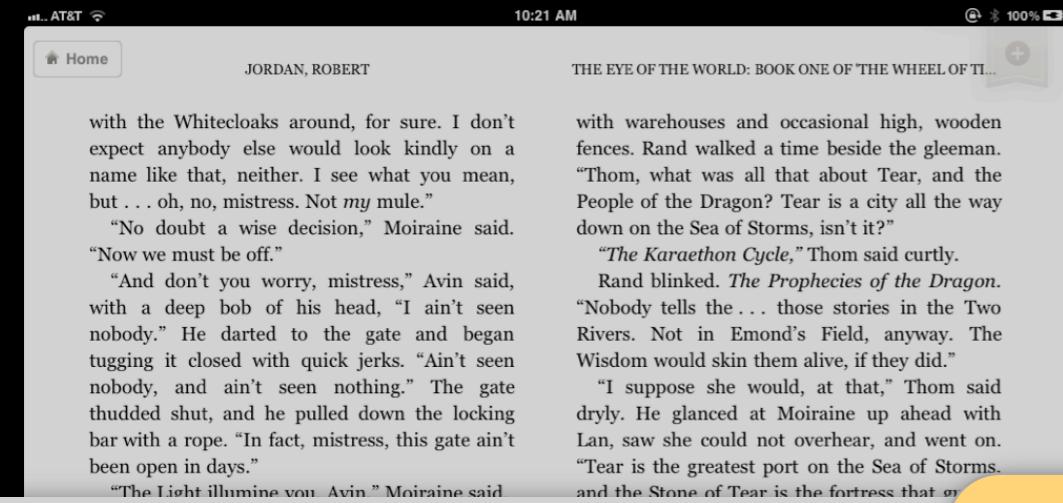


# Anti-Pattern: Broken Metaphor



Location 4244 - 4265 ... 24%

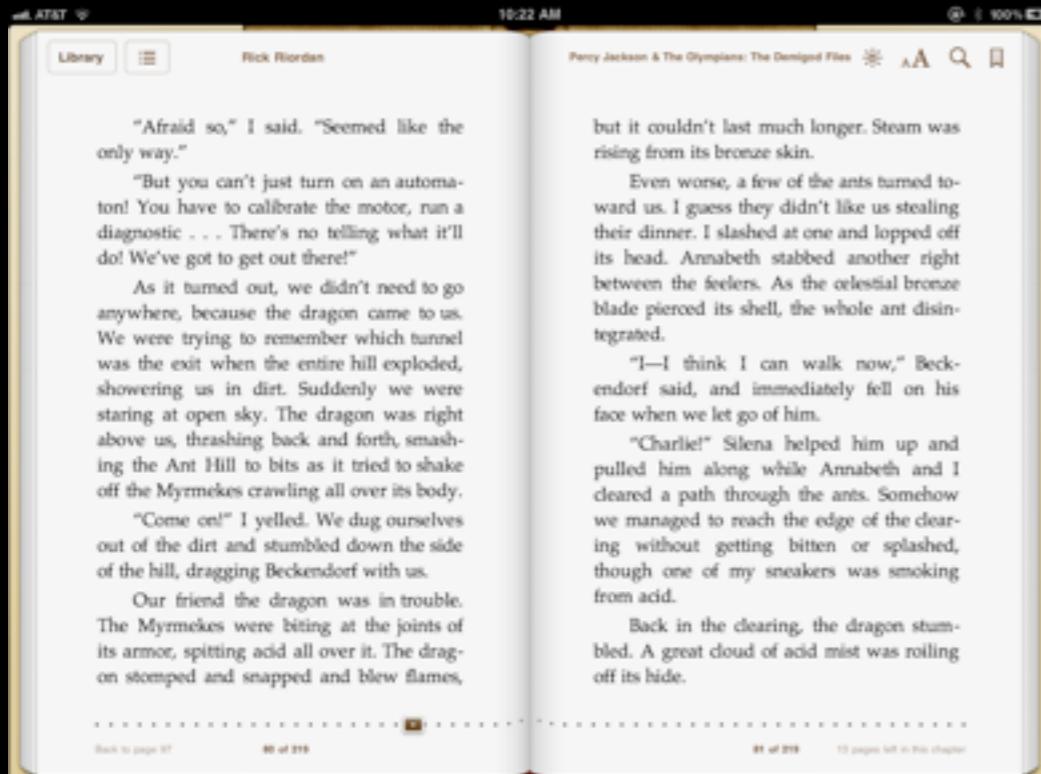
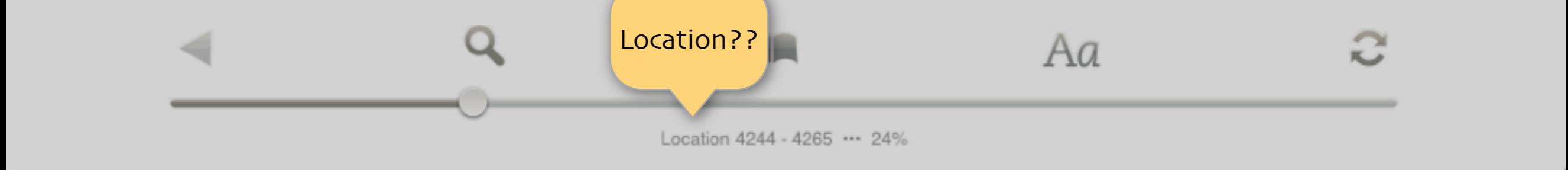
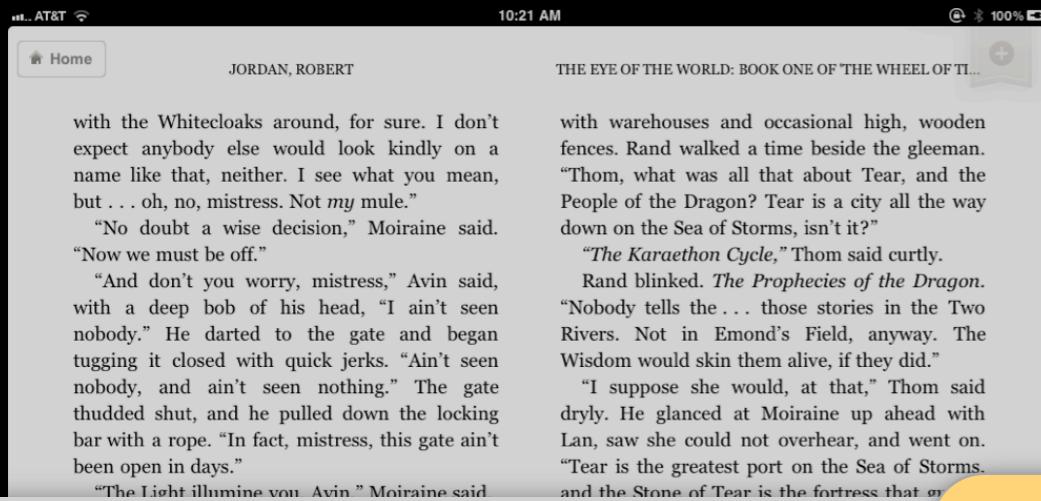
# Anti-Pattern: Broken Metaphor



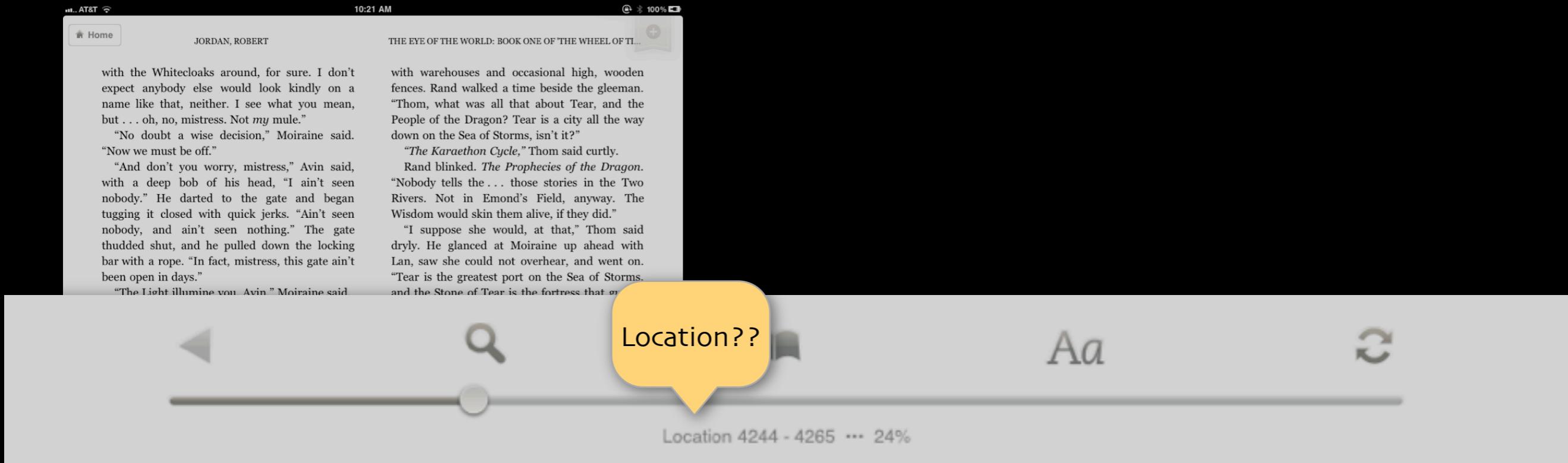
Location??

Location 4244 - 4265 ... 24%

# Anti-Pattern: Broken Metaphor



# Anti-Pattern: Broken Metaphor



AT&T 10:21 AM 100% THE EYE OF THE WORLD: BOOK ONE OF 'THE WHEEL OF TIME'

Home JORDAN, ROBERT

with the Whitecloaks around, for sure. I don't expect anybody else would look kindly on a name like that, neither. I see what you mean, but . . . oh, no, mistress. Not *my* mule."

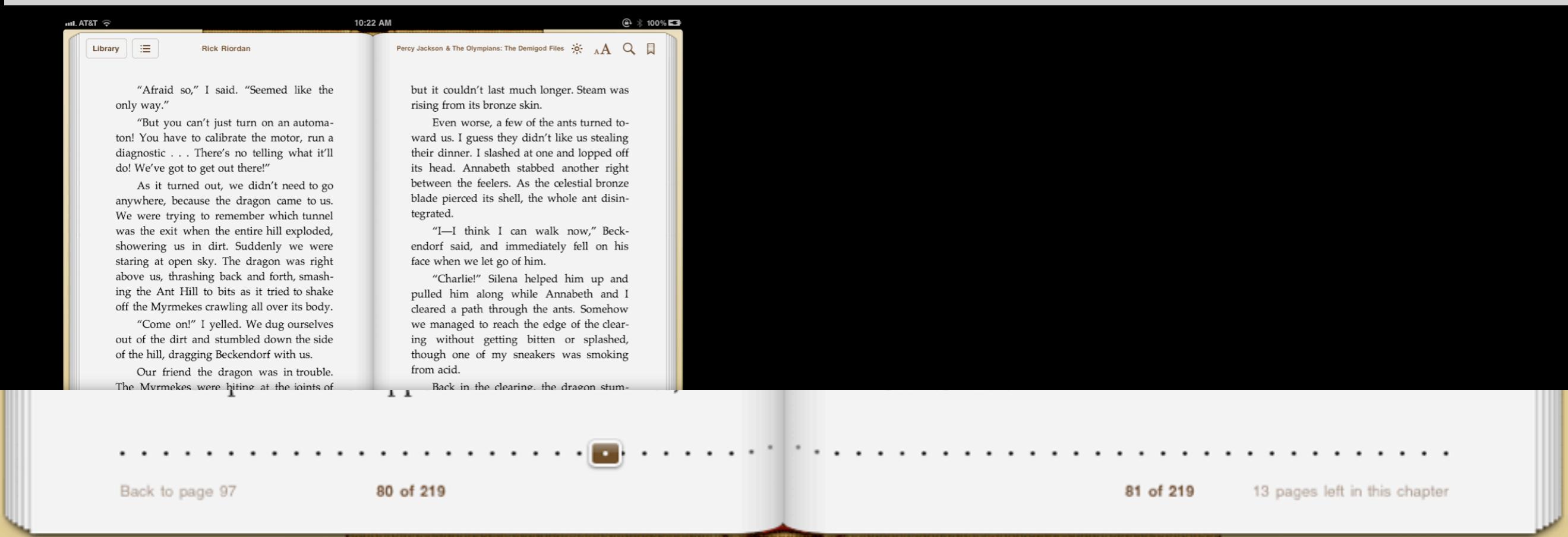
"No doubt a wise decision," Moiraine said. "Now we must be off."

"And don't you worry, mistress," Avin said, with a deep bob of his head, "I ain't seen nobody." He darted to the gate and began tugging it closed with quick jerks. "Ain't seen nobody, and ain't seen nothing." The gate thudded shut, and he pulled down the locking bar with a rope. "In fact, mistress, this gate ain't been open in days."

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

Location??

Location 4244 - 4265 ... 24%



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

Library Rick Riordan

"Afraid so," I said. "Seemed like the only way."

"But you can't just turn on an automaton! You have to calibrate the motor, run a diagnostic . . . There's no telling what it'll do! We've got to get out there!"

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

"Come on!" I yelled. We dug ourselves out of the dirt and stumbled down the side of the hill, dragging Beckendorf with us.

Our friend the dragon was in trouble. The Myrmekes were biting at the joints of

but it couldn't last much longer. Steam was rising from its bronze skin.

Even worse, a few of the ants turned toward us. I guess they didn't like us stealing their dinner. I slashed at one and lopped off its head. Annabeth stabbed another right between the feelers. As the celestial bronze blade pierced its shell, the whole ant disintegrated.

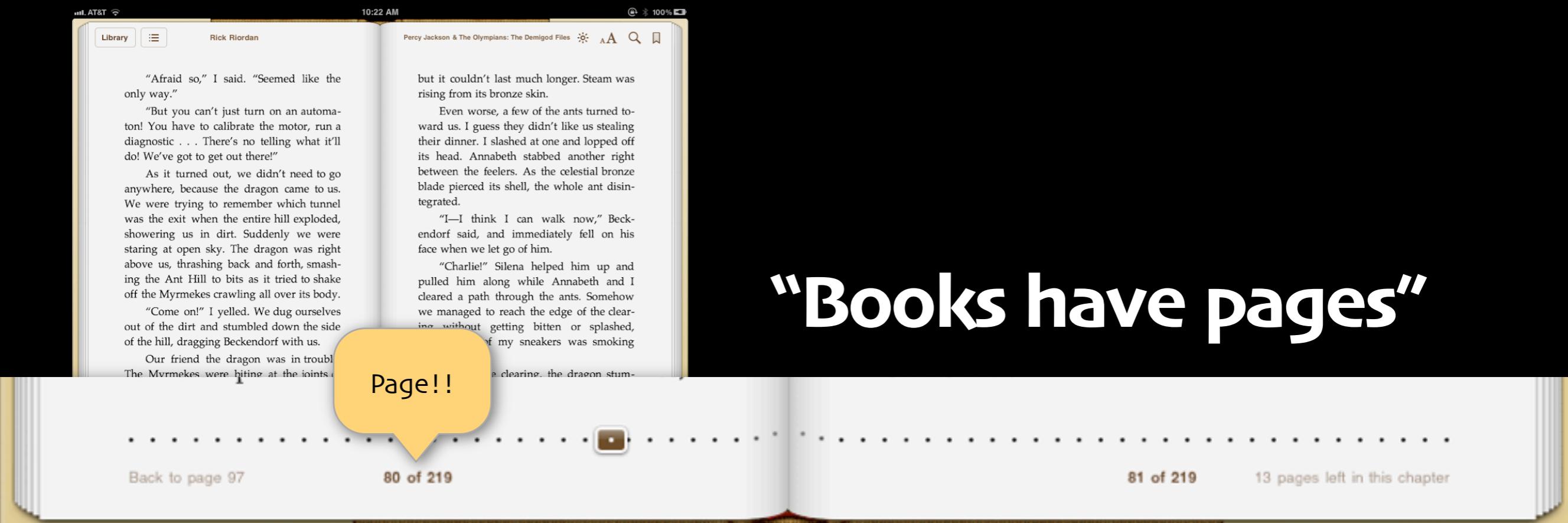
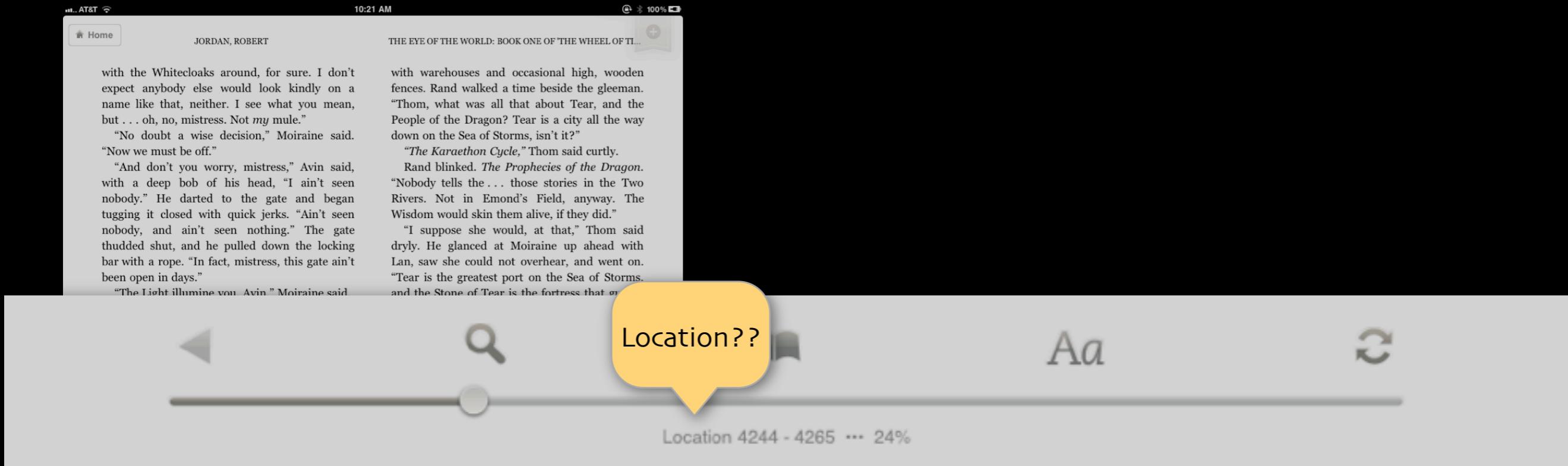
"I—I think I can walk now," Beckendorf said, and immediately fell on his face when we let go of him.

"Charlie!" Silena helped him up and pulled him along while Annabeth and I cleared a path through the ants. Somehow we managed to reach the edge of the clearing without getting bitten or splashed, though one of my sneakers was smoking from acid.

Back in the clearing, the dragon stum...

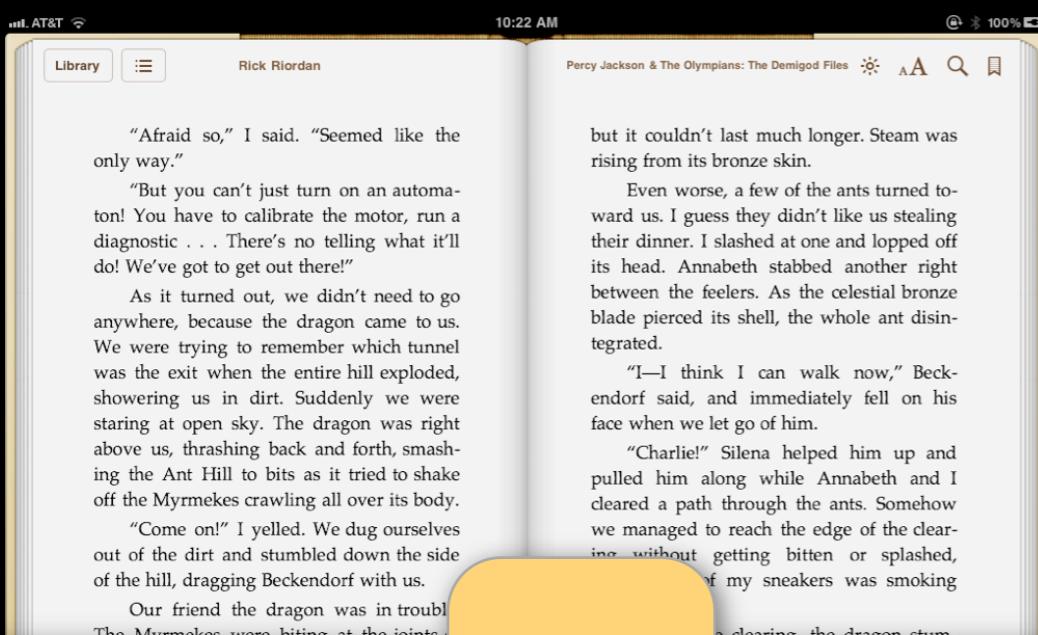
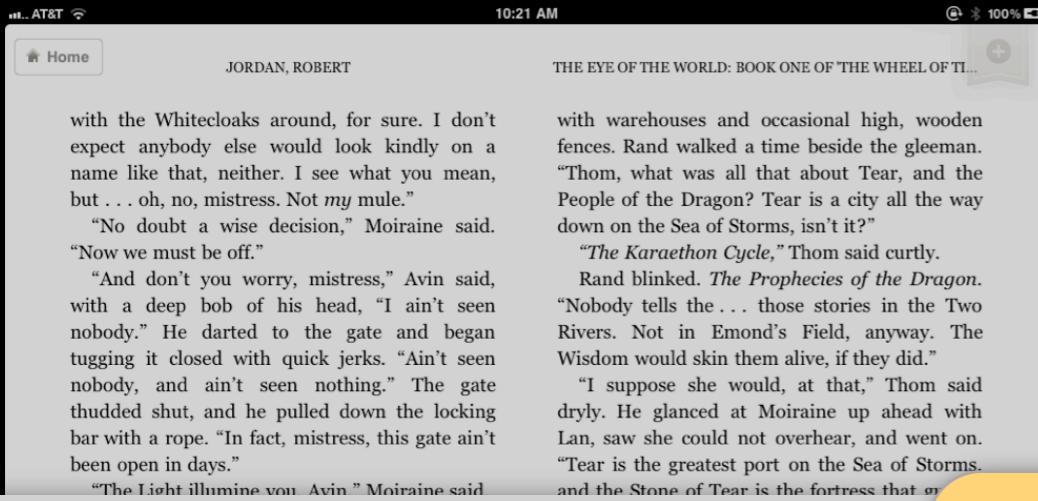
Back to page 97 80 of 219 81 of 219 13 pages left in this chapter

# Anti-Pattern: Broken Metaphor



**“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"**

# Break the Metaphor with Magic

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Back to page 97

80 of 219

81 of 219

13 pages left in this chapter

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Back to page 97

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13 pages left in this chapter

Back to  
orig page

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Back to  
orig page

You are  
this far

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orig page

You are  
this far

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here

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Back to page 97

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Back to  
orig page

You are  
this far

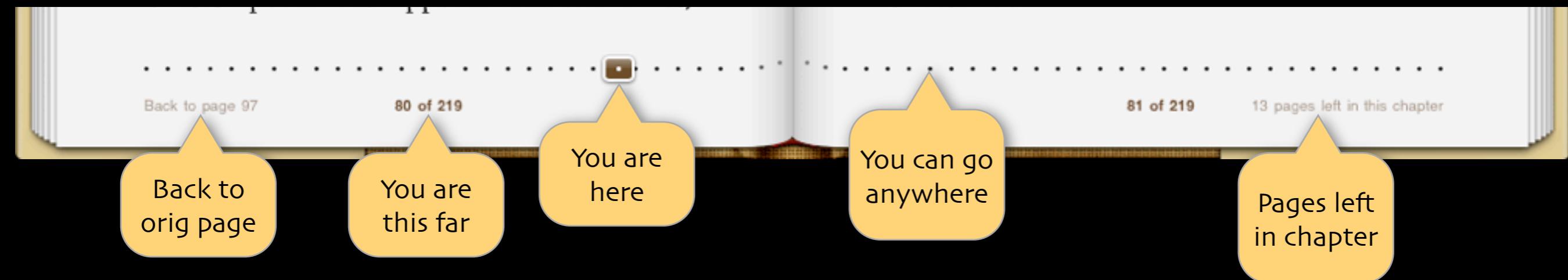
You are  
here

You can go  
anywhere

81 of 219

13 pages left in this chapter

# Break the Metaphor with Magic



# Break the Metaphor with Magic

Tap to  
change  
page

Back to page 97

80 of 219

You are  
here

Back to  
orig page

You are  
this far

You can go  
anywhere

81 of 219

13 pages left in this chapter

Pages left  
in chapter

# Break the Metaphor with Magic

Tap to  
change  
page

Back to page 97

80 of 219

Back to  
orig page

You are  
this far

You are  
here

You can go  
anywhere

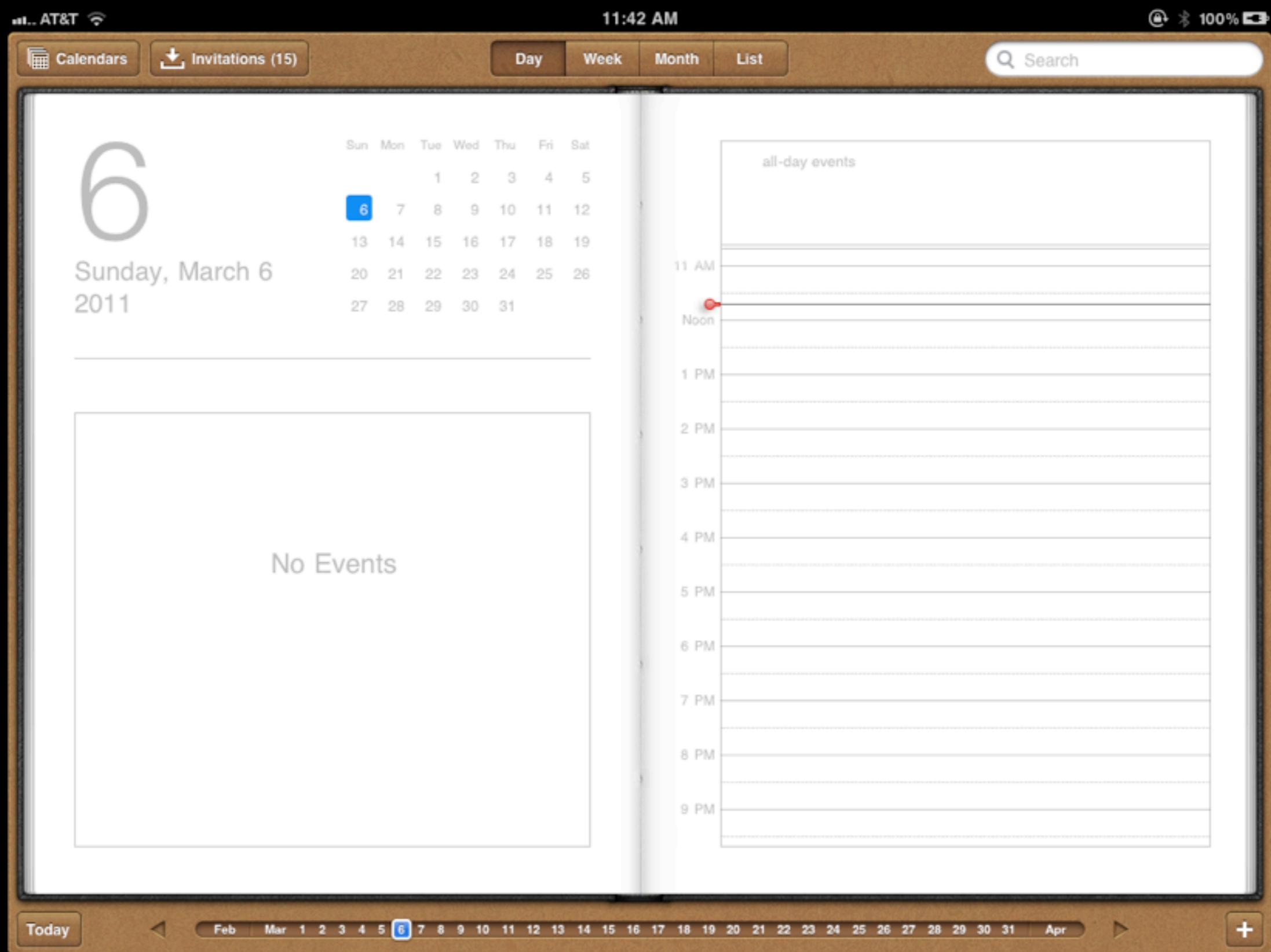
81 of 219

13 pages left in this chapter

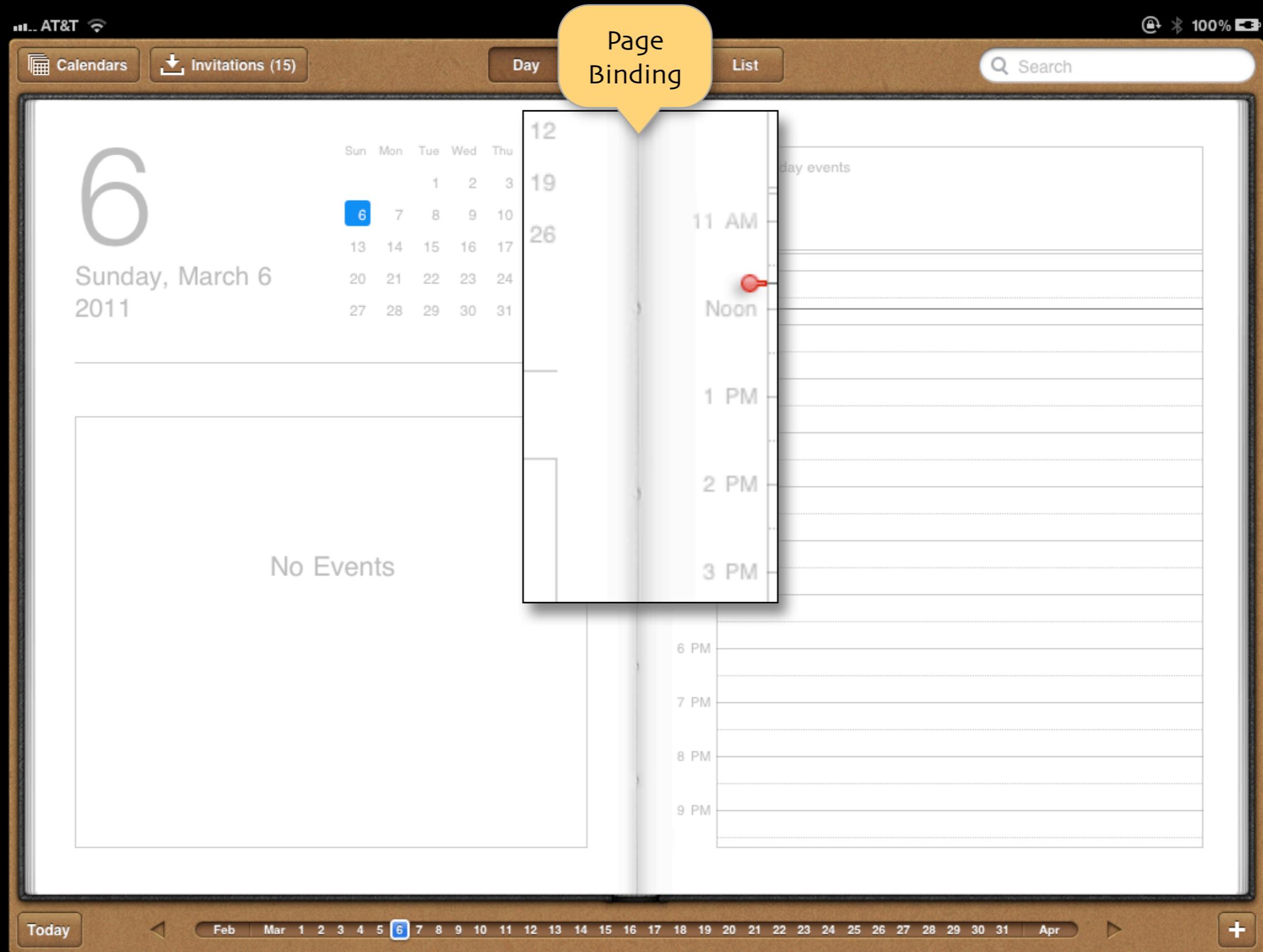
Pages left  
in chapter

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

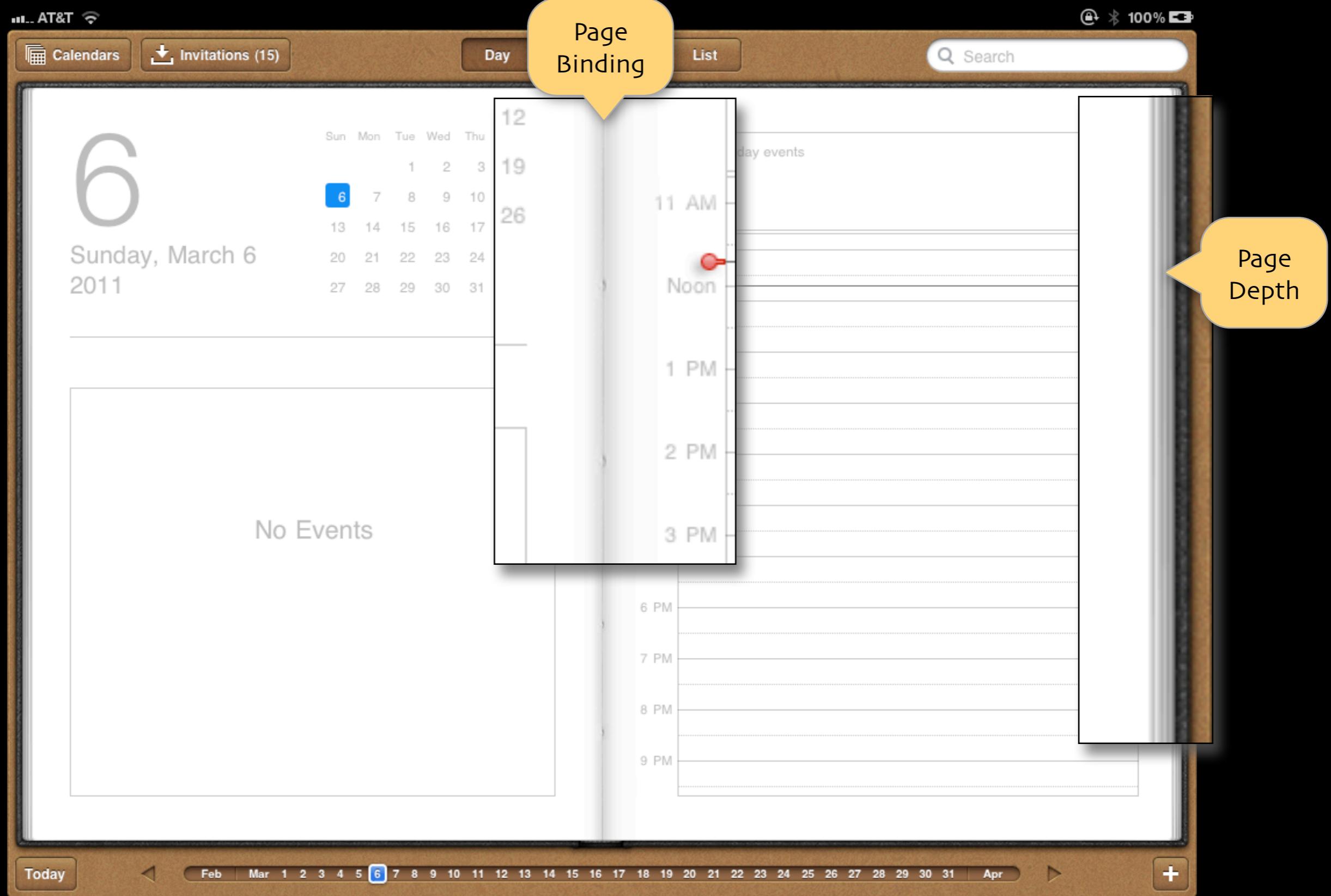
# To Flick or not to Flick



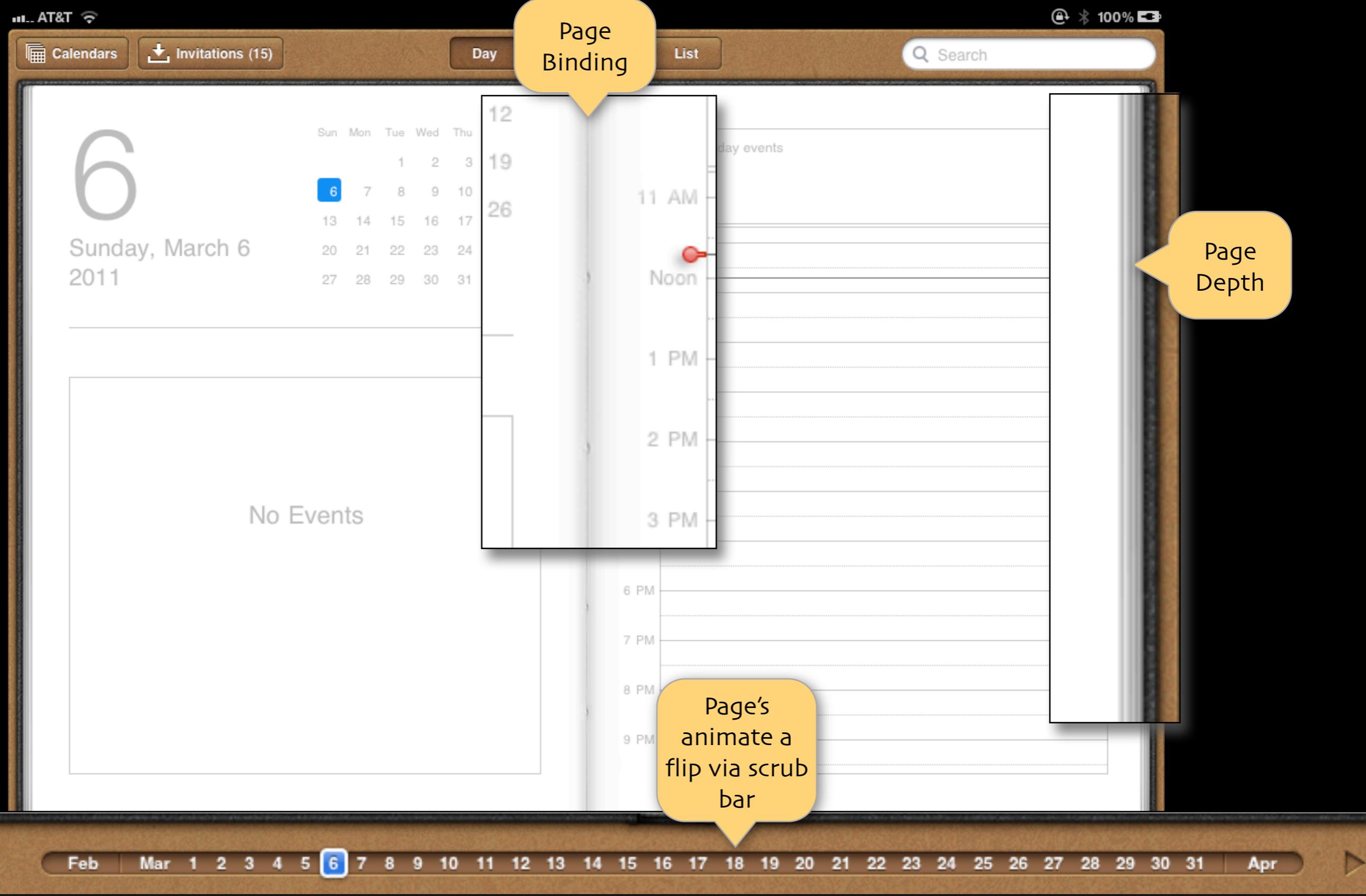
# To Flick or not to Flick



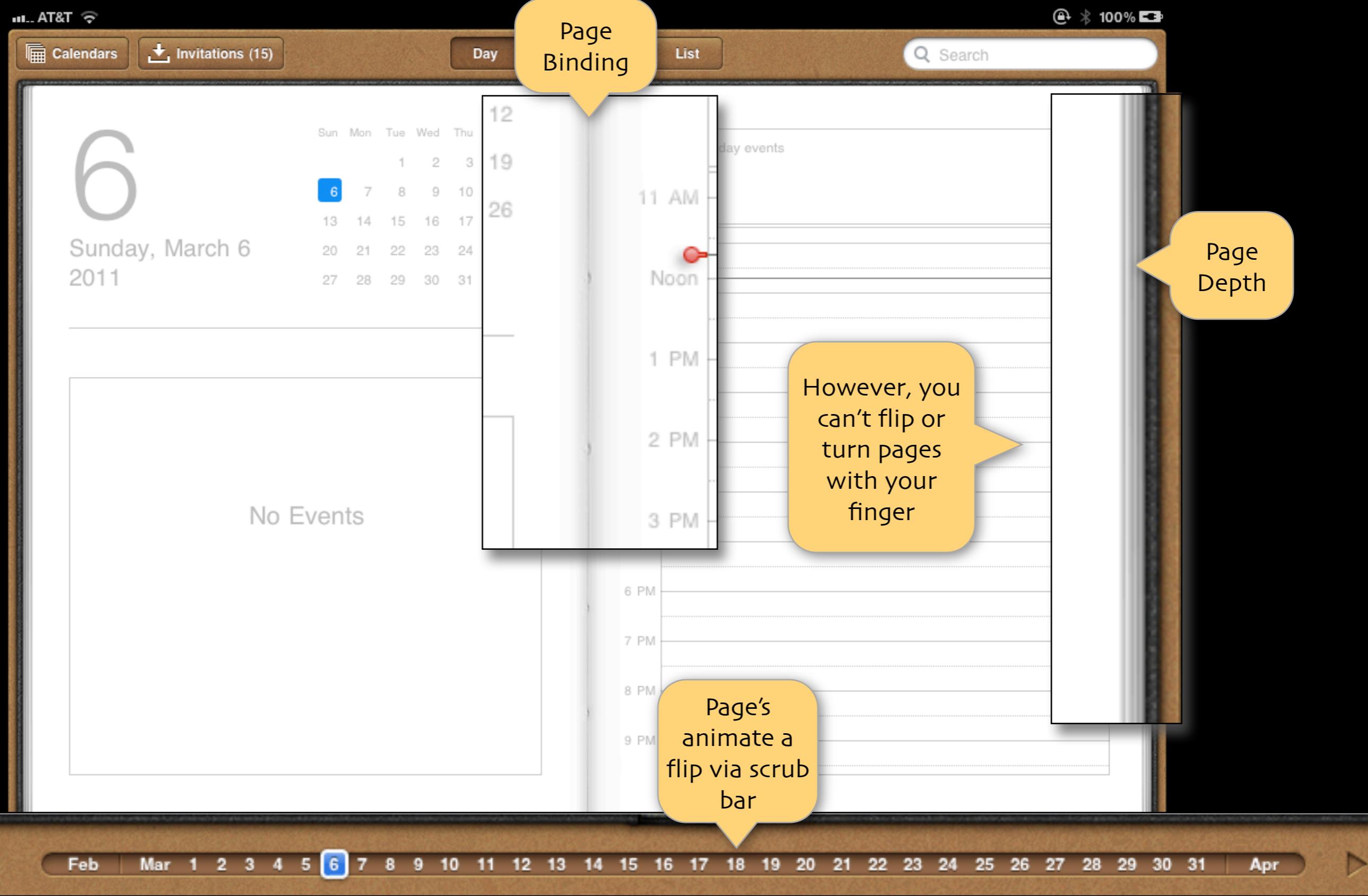
# To Flick or not to Flick



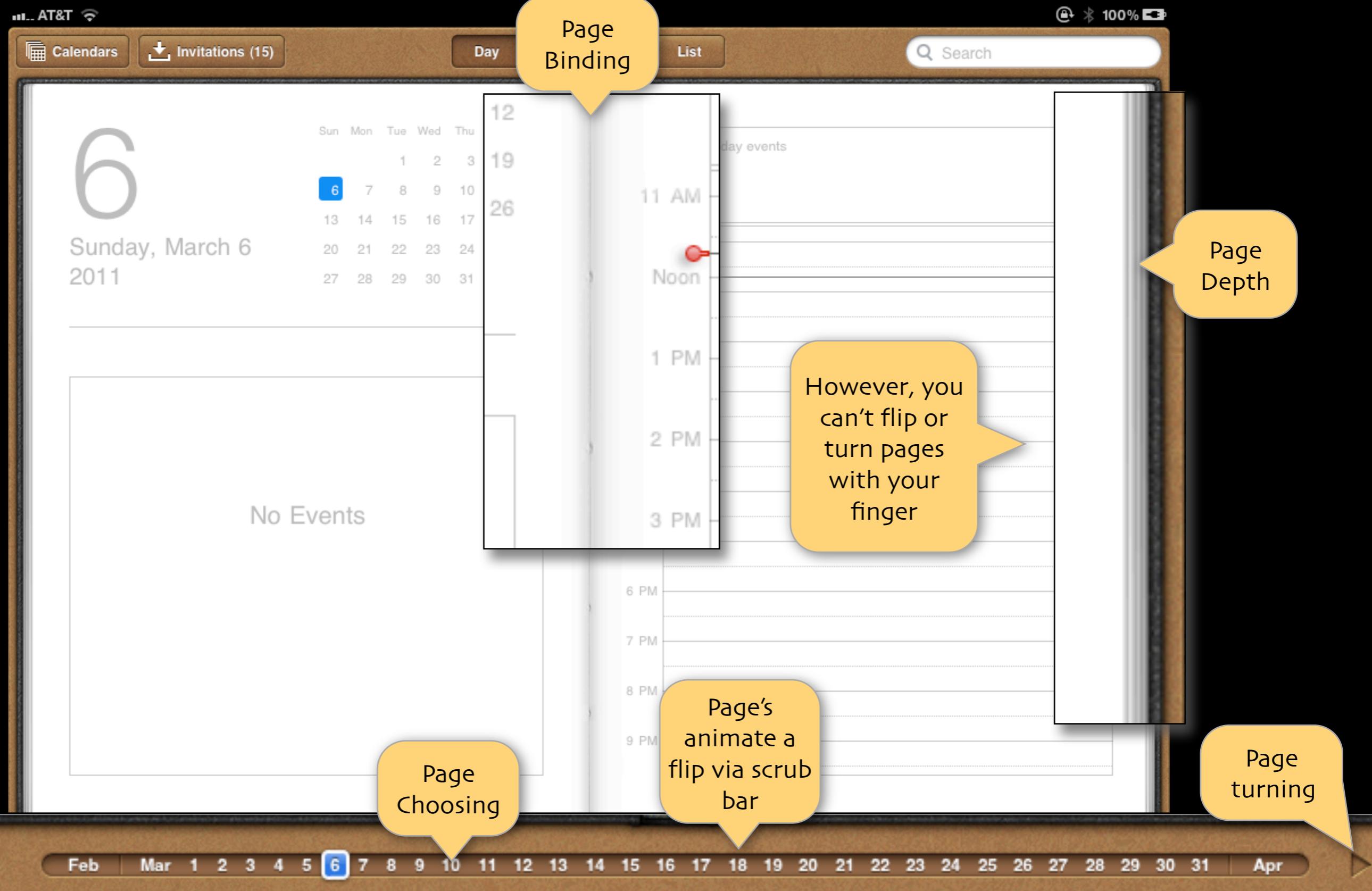
# To Flick or not to Flick



# To Flick or not to Flick



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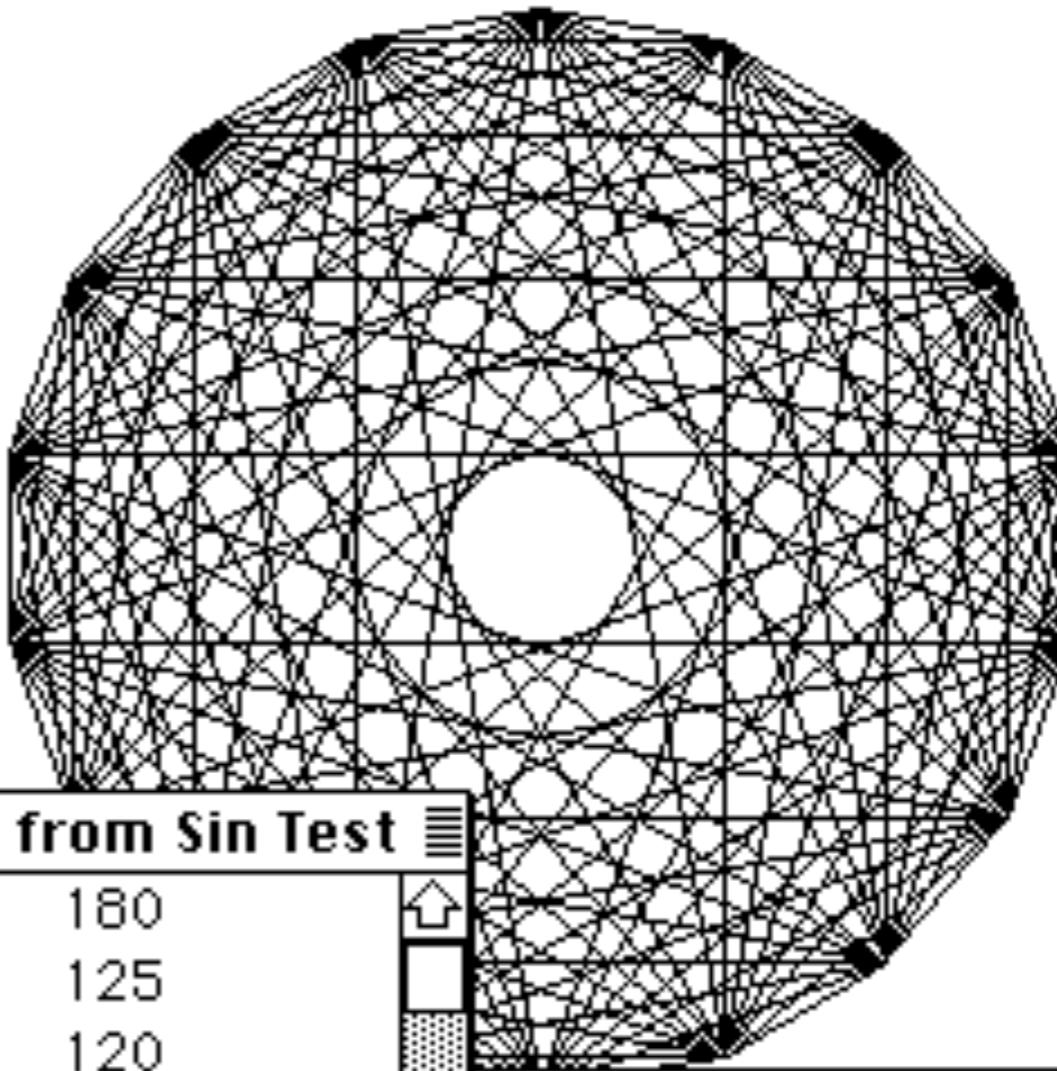


**Use Directness  
to Simulate  
Physicality**

Text of Sin Test

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

Sin Test



Variables from Sin Test

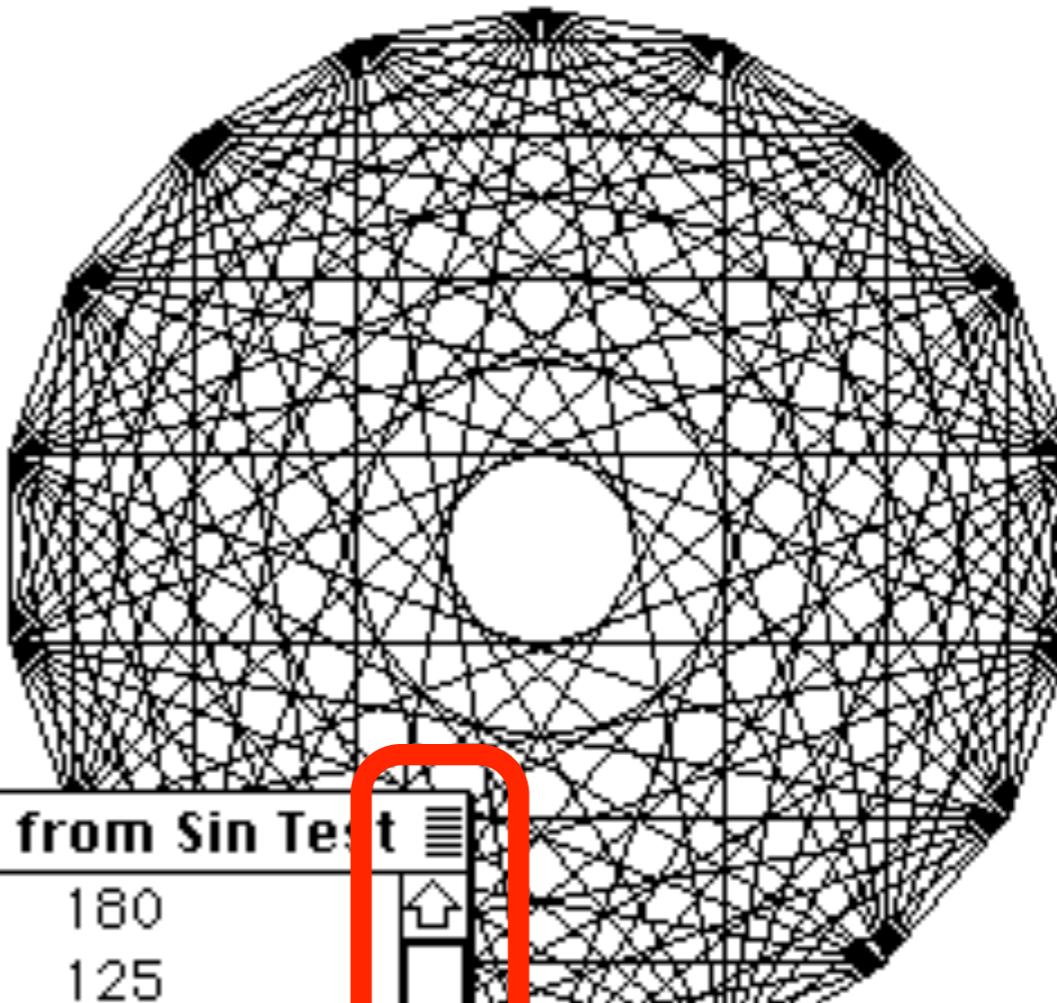
X0	180
Y0	125
R	120
F	3
P	18

END

Text of Sin Test

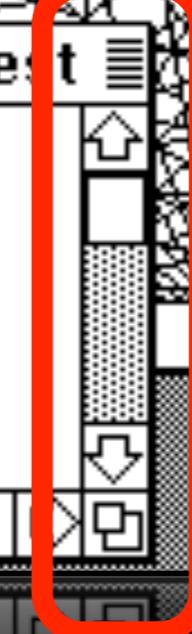
```
for a = 1 to p
    an = (a/f)*(3.1415/3
    x%(a) = x0 + r*sin(an)
    y%(a) = y0+r*cos(an)
next a
dlim = p/2-1
for d = 1 to dlim
    for j = 1 to p
        j1 = j + d
        if j1 > p then j1
        plot x%(j),y%(j);x
    next j
next d
next f
loop
end
```

Sin Test

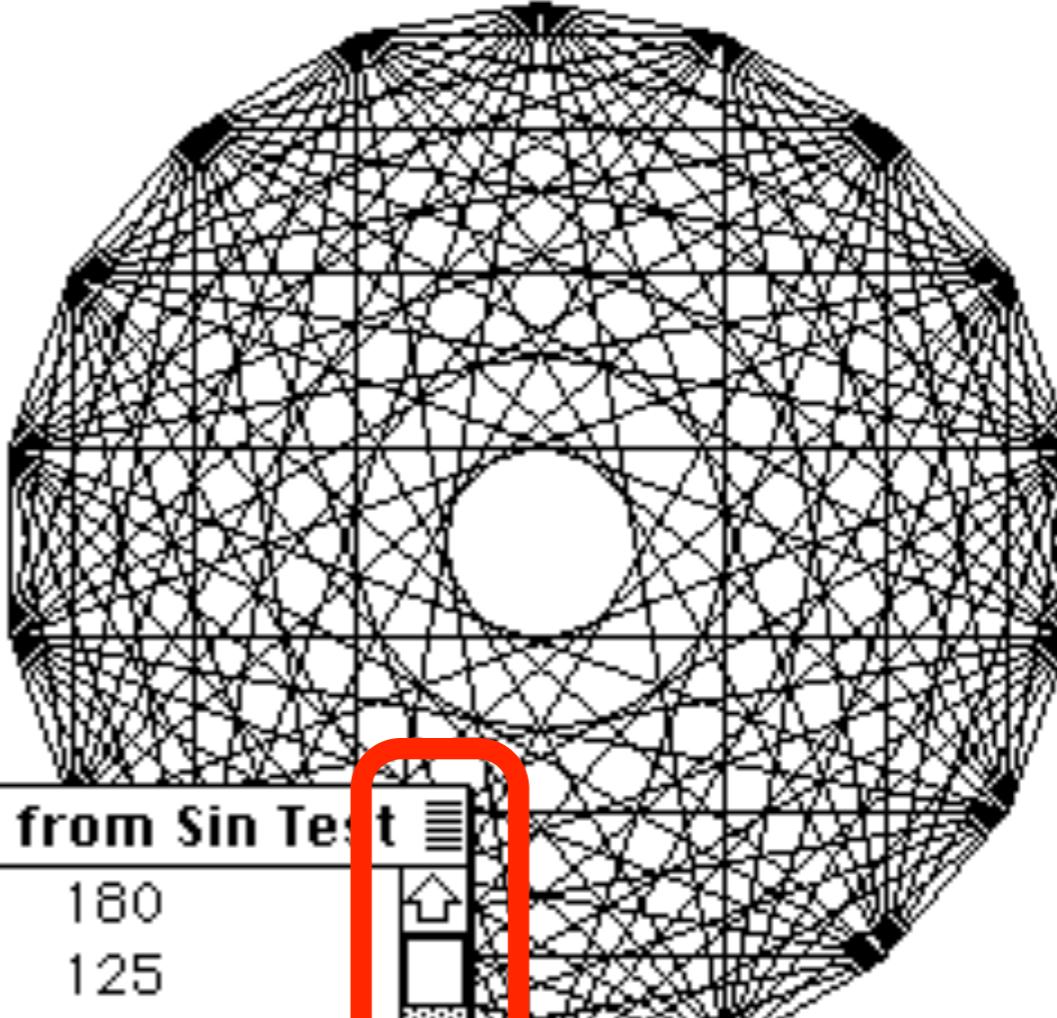


Variables from Sin Test

X0	180
Y0	125
R	120
F	3
P	18

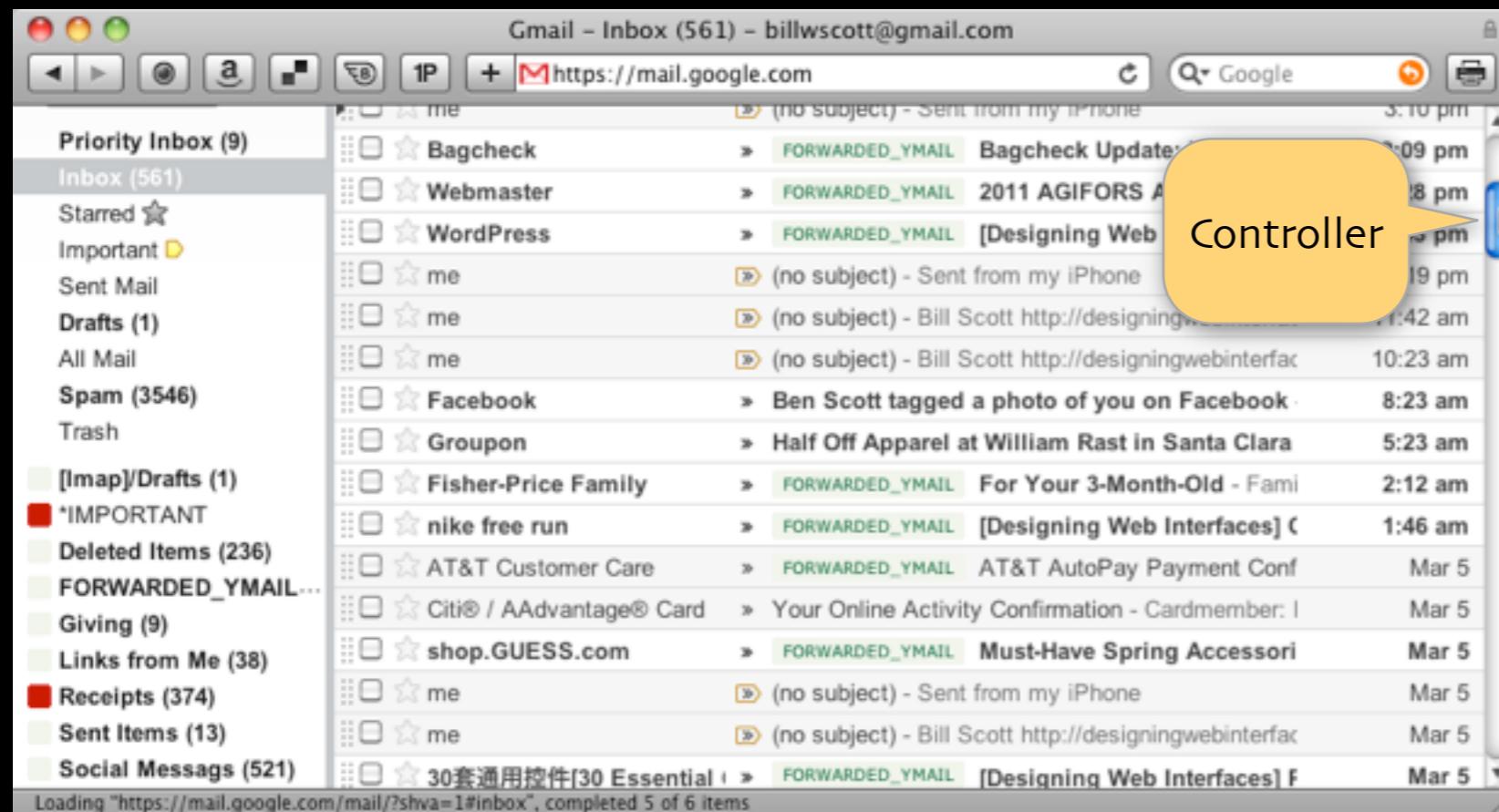


END

Text of Sin Test	Sin Test										
<pre>for a = 1 to p     an = (a/f)*(3.1415/3     x%(a) = x0 + r*sin(an)     y%(a) = y0+r*cos(an) next a dlim = p/2-1 for d = 1 to dlim     for j = 1 to p         j1 = j + d         if j1 &gt; p then j1         plot x%(j),y%(j);x     next j next d next f loop end</pre>	 <p>A 3D wireframe plot of a sphere with a grid pattern, representing the output of the 'Sin Test' program. The plot is centered on a coordinate system with a grid background.</p> <p>Variables from Sin Test</p> <table border="1"><tr><td>X0</td><td>180</td></tr><tr><td>Y0</td><td>125</td></tr><tr><td>R</td><td>120</td></tr><tr><td>F</td><td>3</td></tr><tr><td>P</td><td>18</td></tr></table>	X0	180	Y0	125	R	120	F	3	P	18
X0	180										
Y0	125										
R	120										
F	3										
P	18										

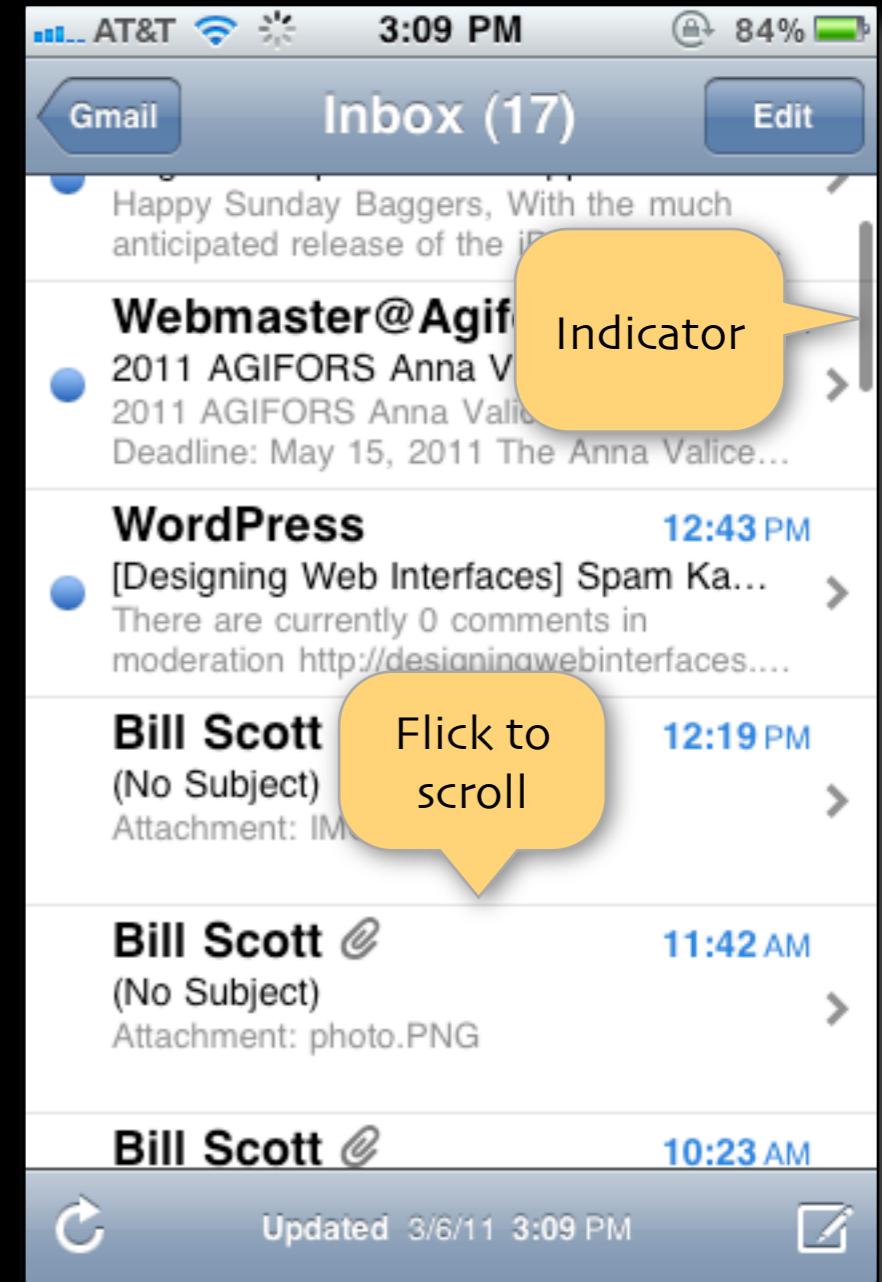
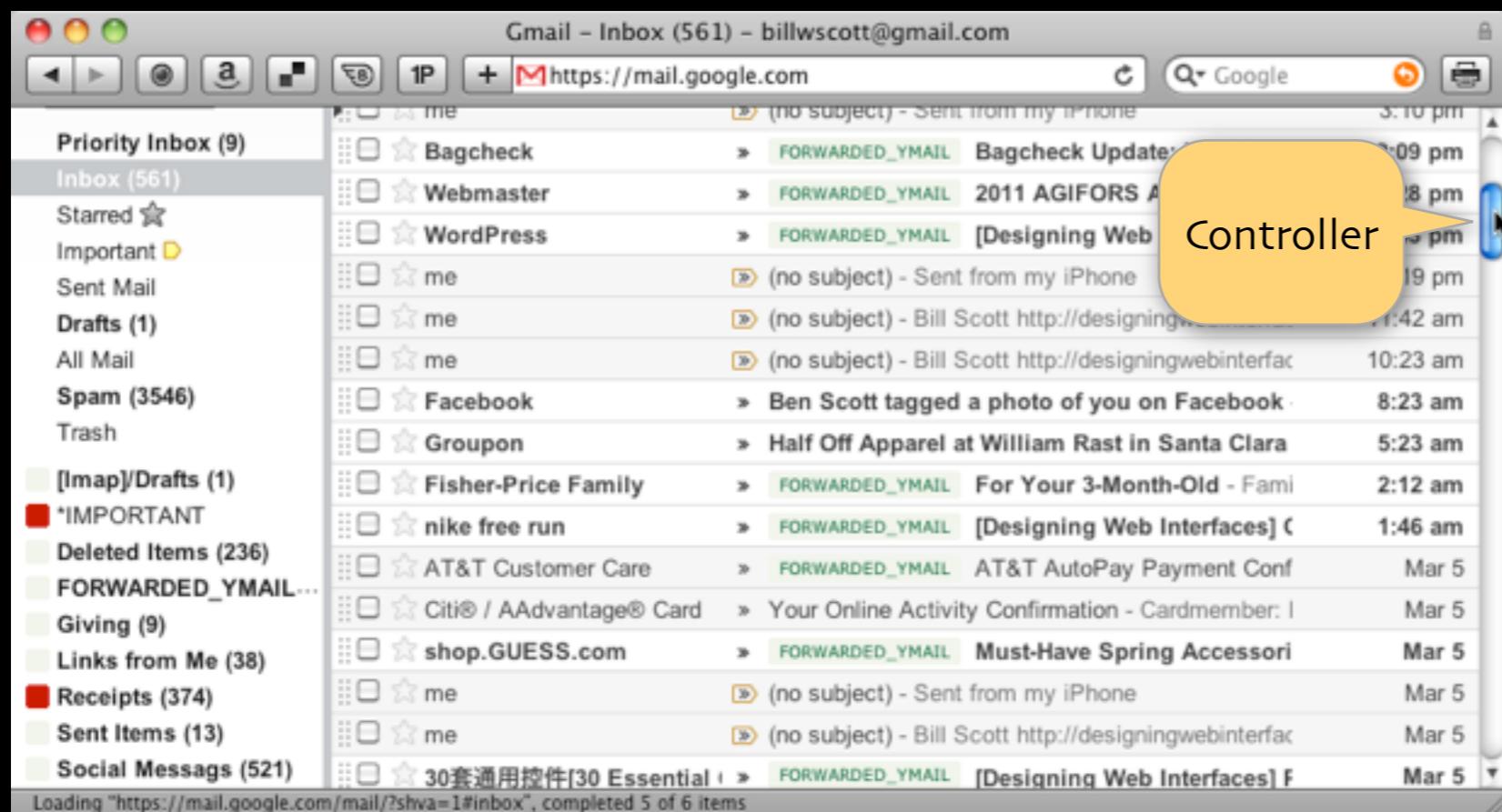
in 1984, this was physicality - the scrollbar

# Scrollbar Evolution



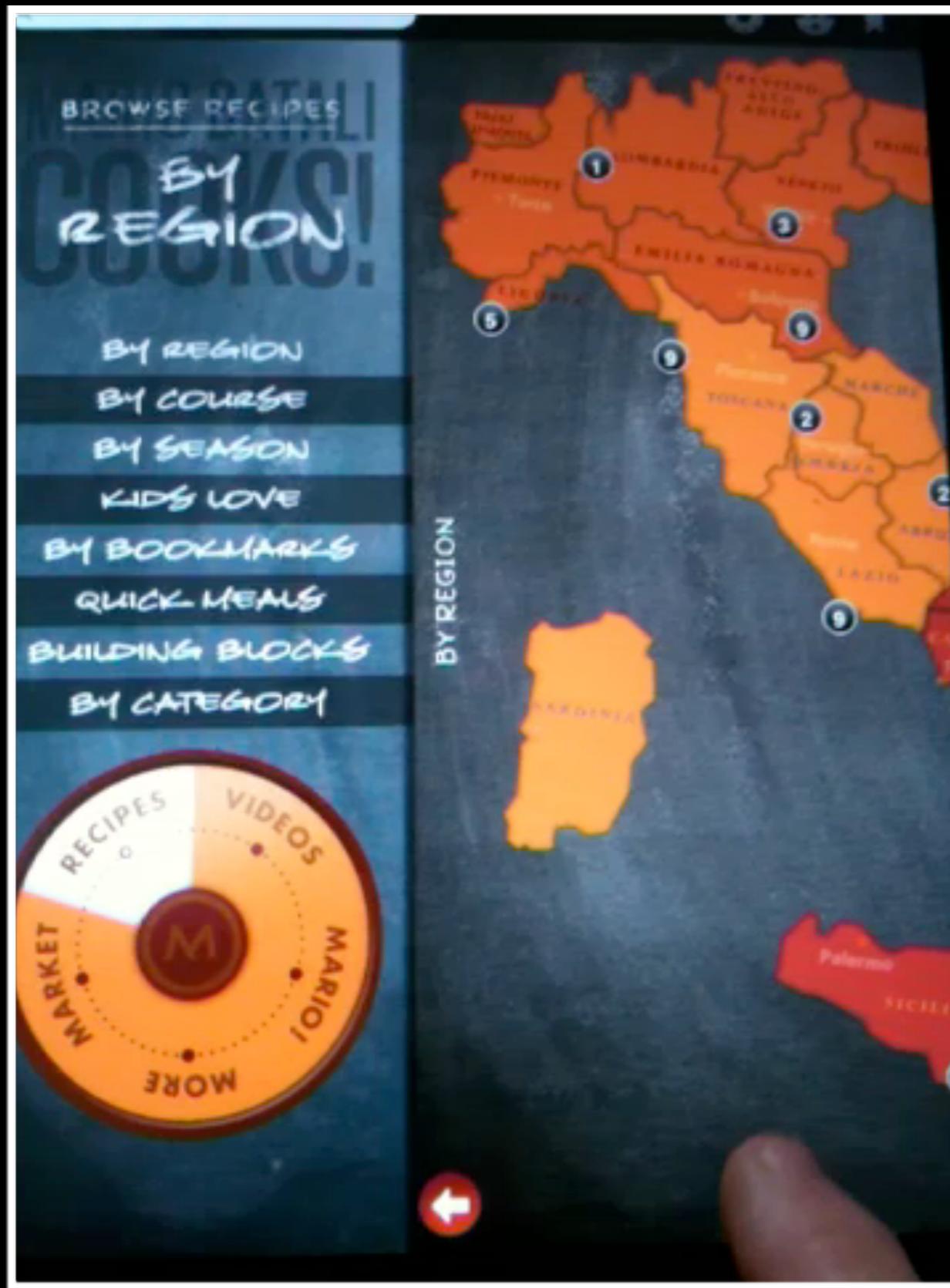
# Scrollbar Evolution

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

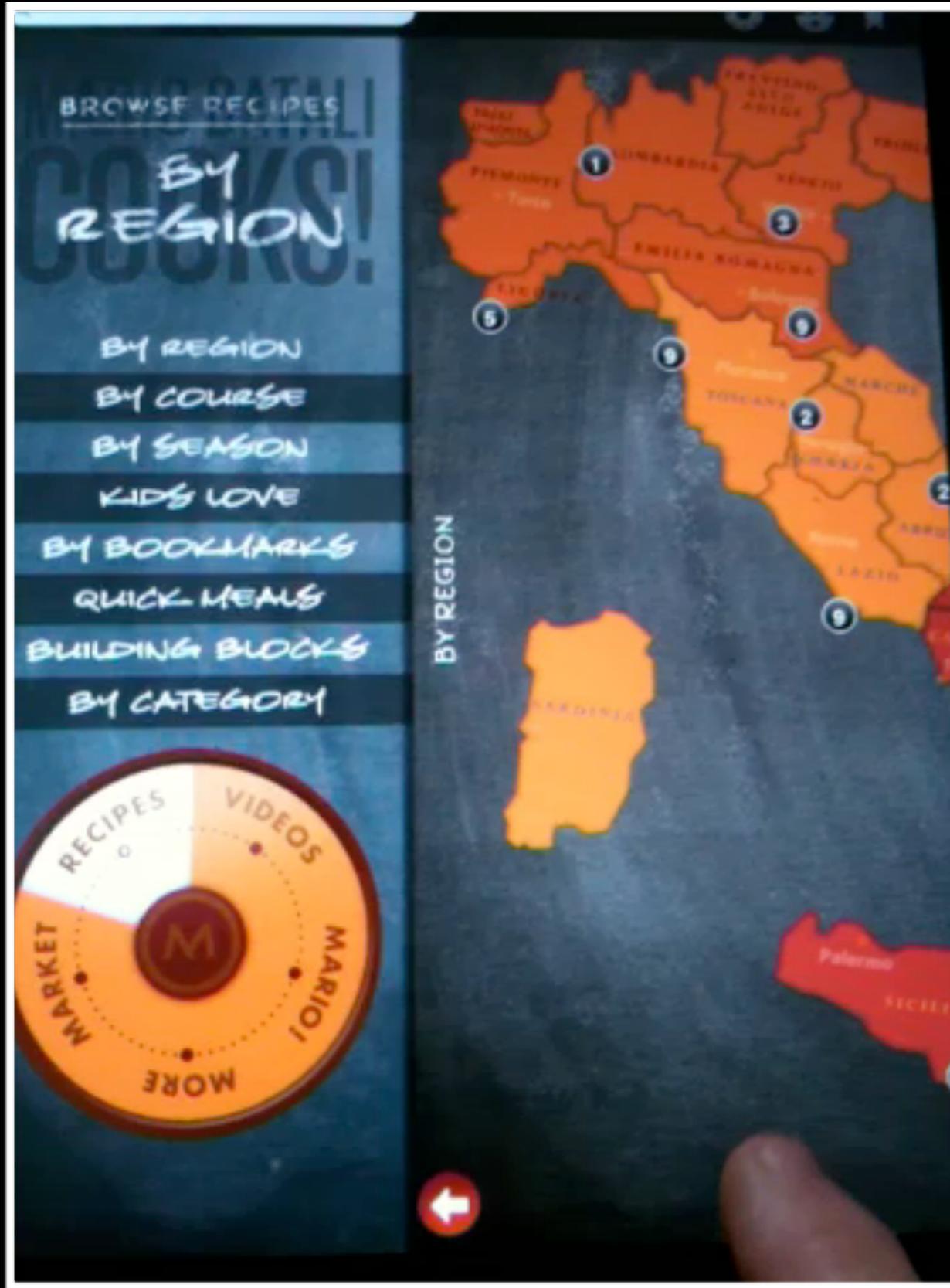


**Thumbwheel** is an evolution as well

# It must feel real

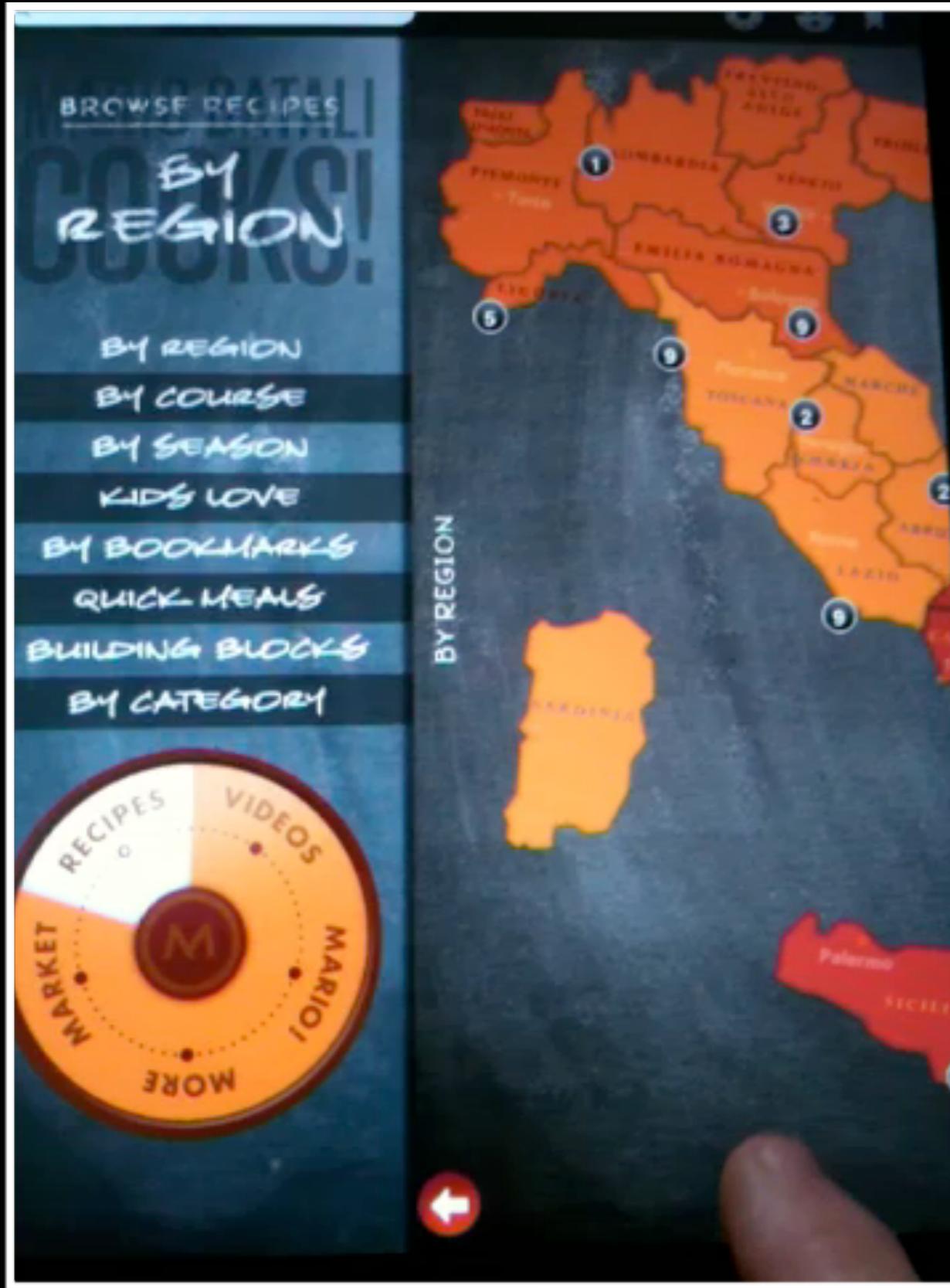


# It must feel real



Make sure event  
handling is consistent

# It must feel real



Make sure event handling is consistent

Remember fingers are fat. Real estate is limited

# Anti-Pattern: Mismatched Metaphor

The screenshot shows a web-based real estate search interface. At the top, there is a navigation bar with 'Search' and 'Favorites' buttons. The main area is divided into several sections:

- SEARCH AREA:** A map of North America with several blue location markers. Below the map is a dropdown menu labeled 'Select an Area'.
- FILTERS:** A section with the following controls:
  - Price Range: A slider from \$10K to \$1M, with a midpoint at \$500K.
  - Bedrooms: A dropdown menu showing 'Any' and '2 bedrooms'.
  - Minimum Price: A dropdown menu showing '\$60K'.
  - Availability: A dropdown menu showing 'For Sale' and 'For Rent'.
- PROPERTY LIST:** A table showing a list of properties with the following columns: Price, Sq. Ft., Bedrooms, Bath, and Stories. The table contains 15 rows of data, with the 16th row being a summary row for a property priced at \$1935,800.
- MAP:** A map of the San Antonio, Texas area, showing streets and neighborhoods. A red dot marks the location of the property listed in the table.
- FOOTER:** A blue call-to-action button with the text 'DROP YOUR FAVORITES HERE' and a note 'You have 2 properties in your favorites.'

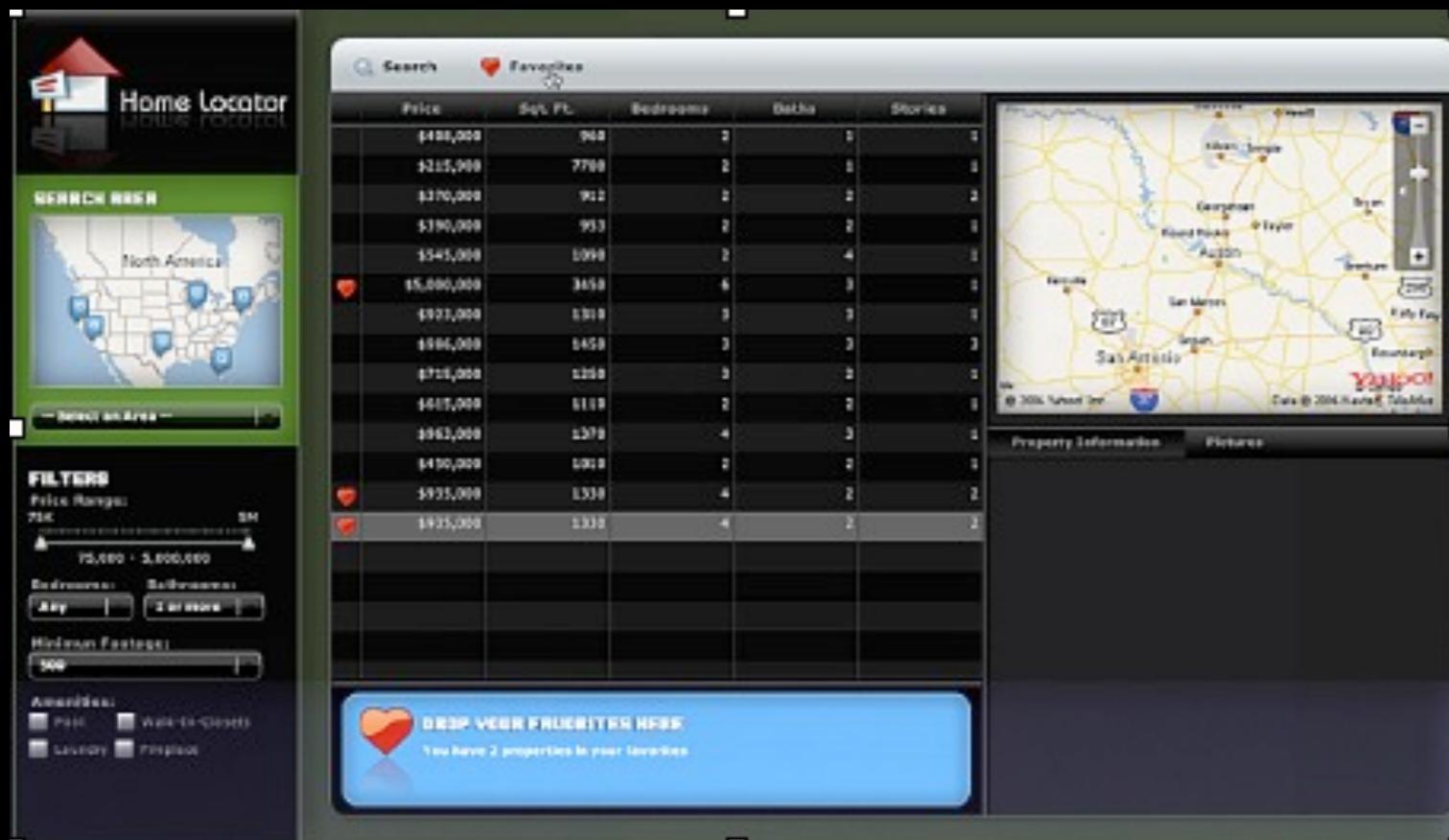
# Anti-Pattern: Mismatched Metaphor

The screenshot shows a web-based real estate search application. The interface includes a sidebar with a map of North America and a 'SEARCH AREA' dropdown. The main area has a 'FILTERS' sidebar with options for Price Range (75K to 5,000,000), Bed/Bath (Any, 2+ bedrooms), and Minimum Price (500). The main content area displays a table of properties with columns: Price, Sq. Ft., Bedrooms, Bath, and Stories. A 'Favorites' button is at the top right of the table. A map of the San Antonio area is shown on the right, with a red dot indicating a specific property location. A blue callout box at the bottom right encourages users to 'DROP YOUR FAVORITES HERE'.

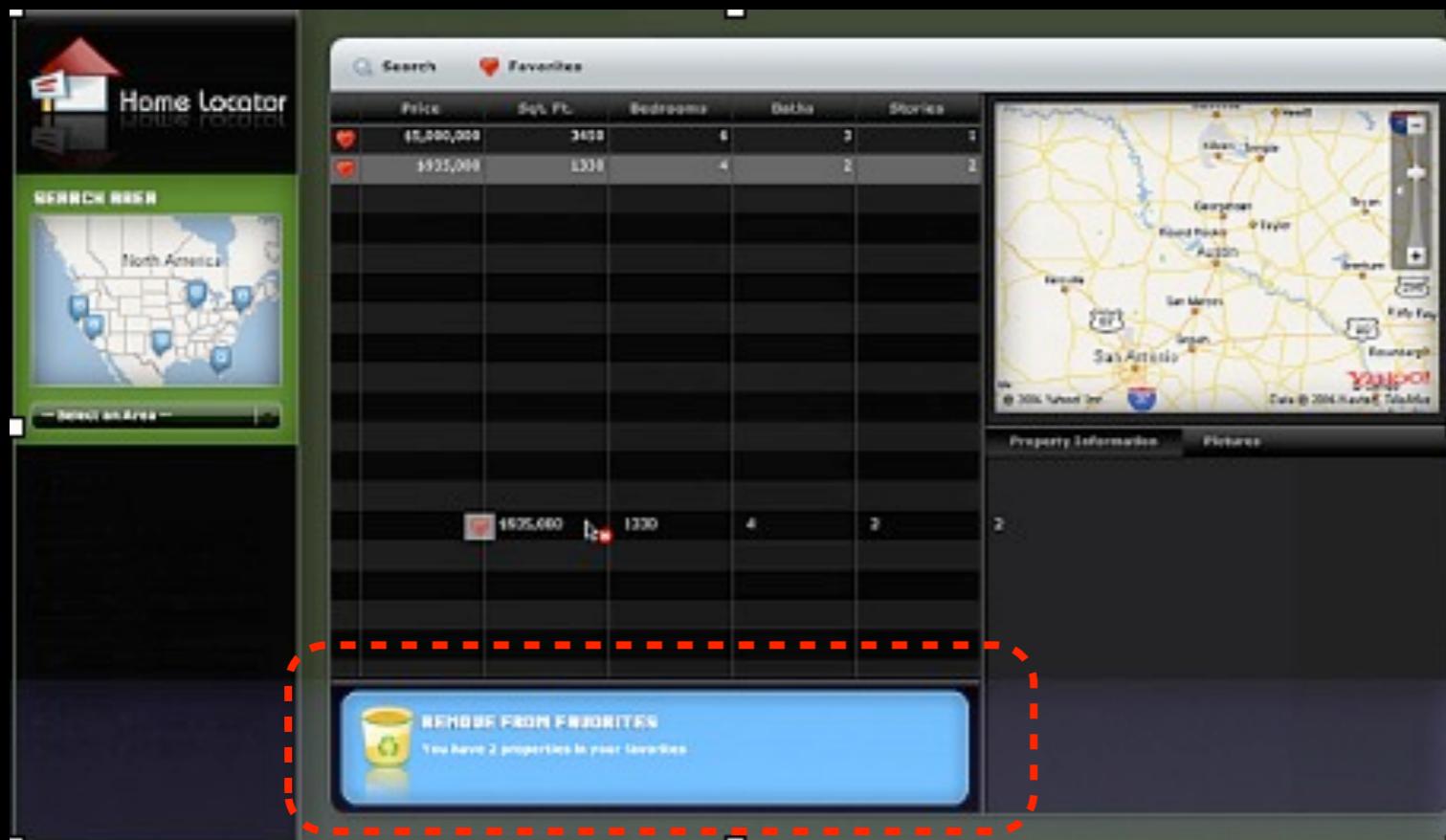
Price	Sq. Ft.	Bedrooms	Bath	Stories
\$485,000	948	2	2	2
\$225,000	7788	2	2	2
\$270,000	912	2	2	2
\$190,000	933	2	2	2
\$145,000	1090	2	4	2
15,000,000	3458	6	3	2
1931,000	1313	4	2	2
12,390,000	2689	3	4	2
\$123,000	1313	3	2	2
\$186,000	1458	3	2	2
\$715,000	1258	3	2	2
\$403,000	1118	2	2	2
\$163,000	1378	4	3	2
\$450,000	1018	2	2	2
1635,000	1300	4	2	2

**Drop your favorites here**  
You have 2 properties in your favorites.

# Anti-Pattern: Mismatched Metaphor

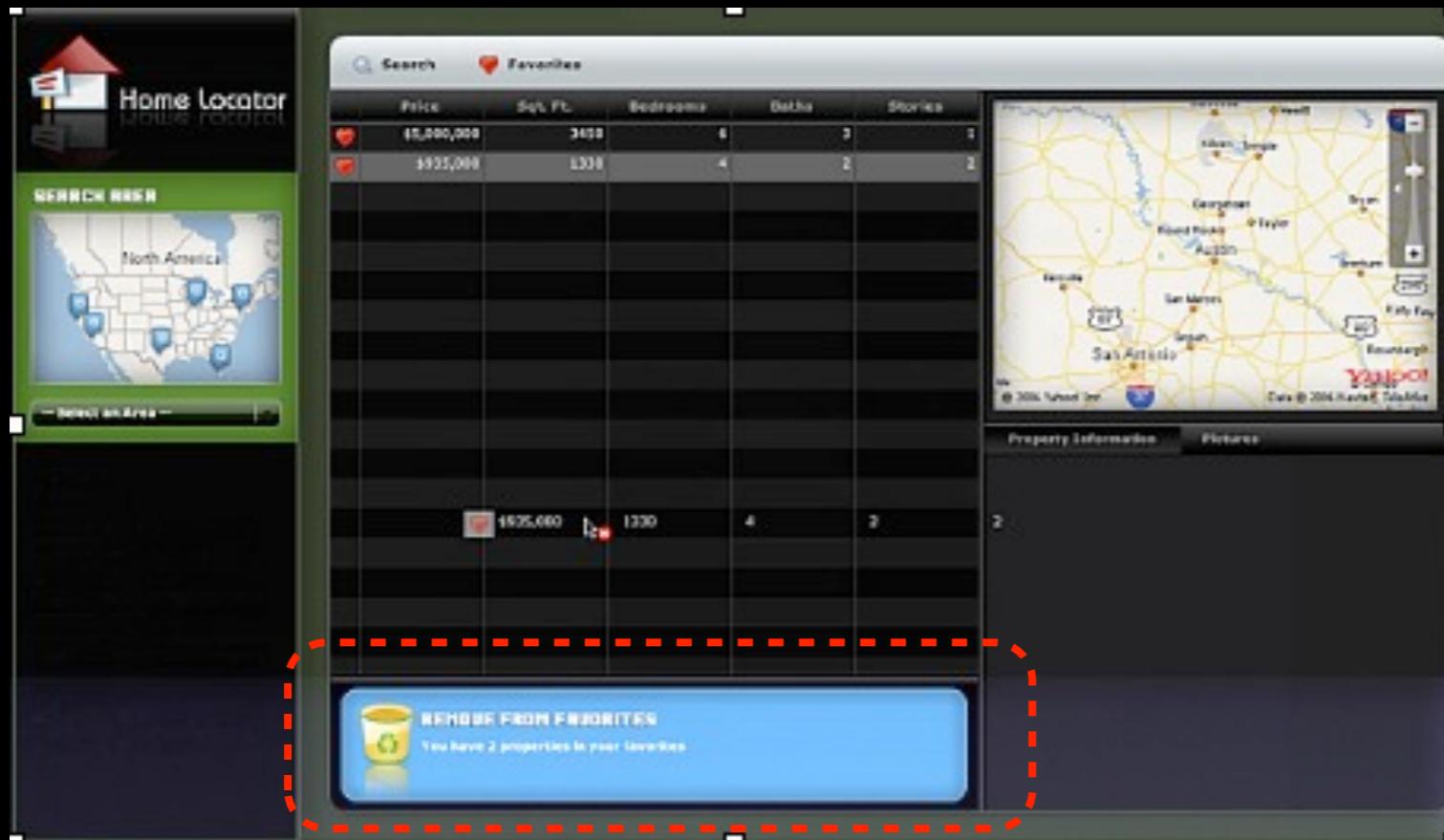


# Anti-Pattern: Mismatched Metaphor

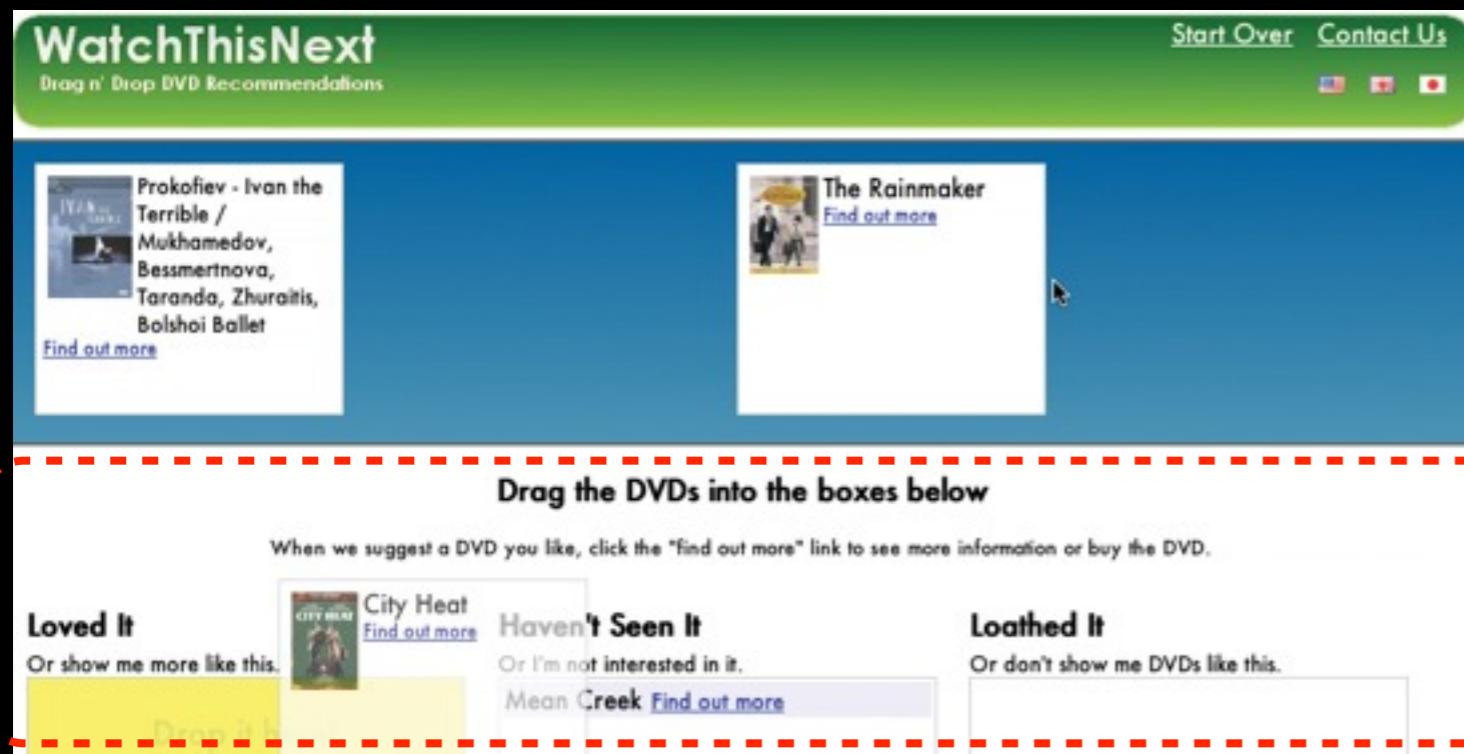


anti-pattern: **artificial construct**

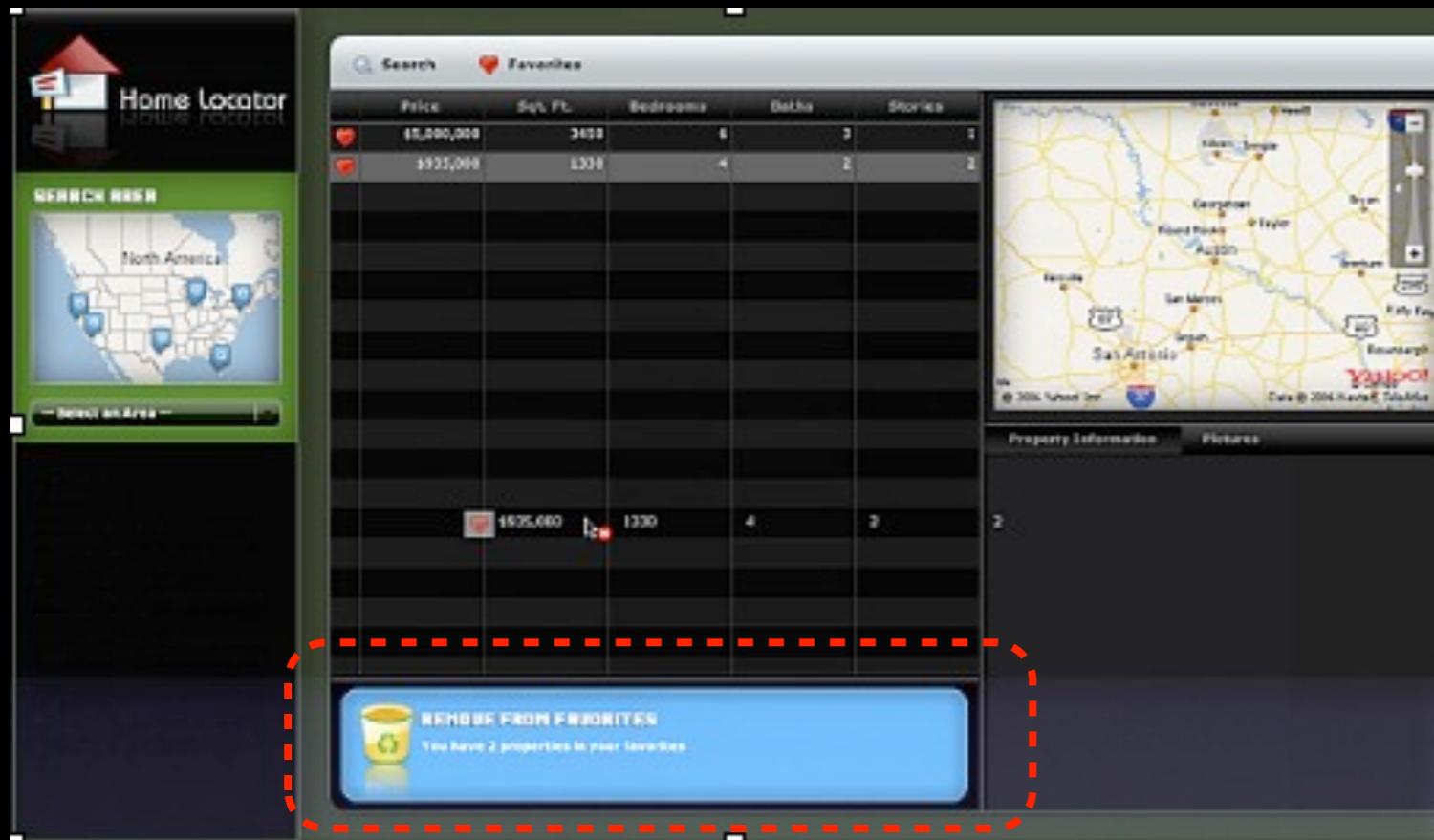
# Anti-Pattern: Mismatched Metaphor



anti-pattern: **artificial construct**

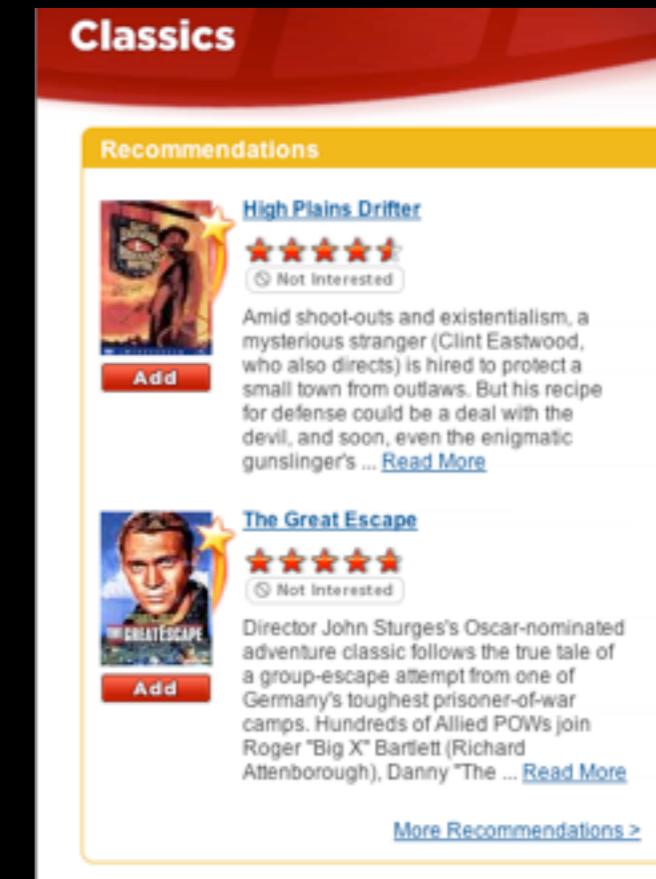


# Anti-Pattern: Mismatched Metaphor



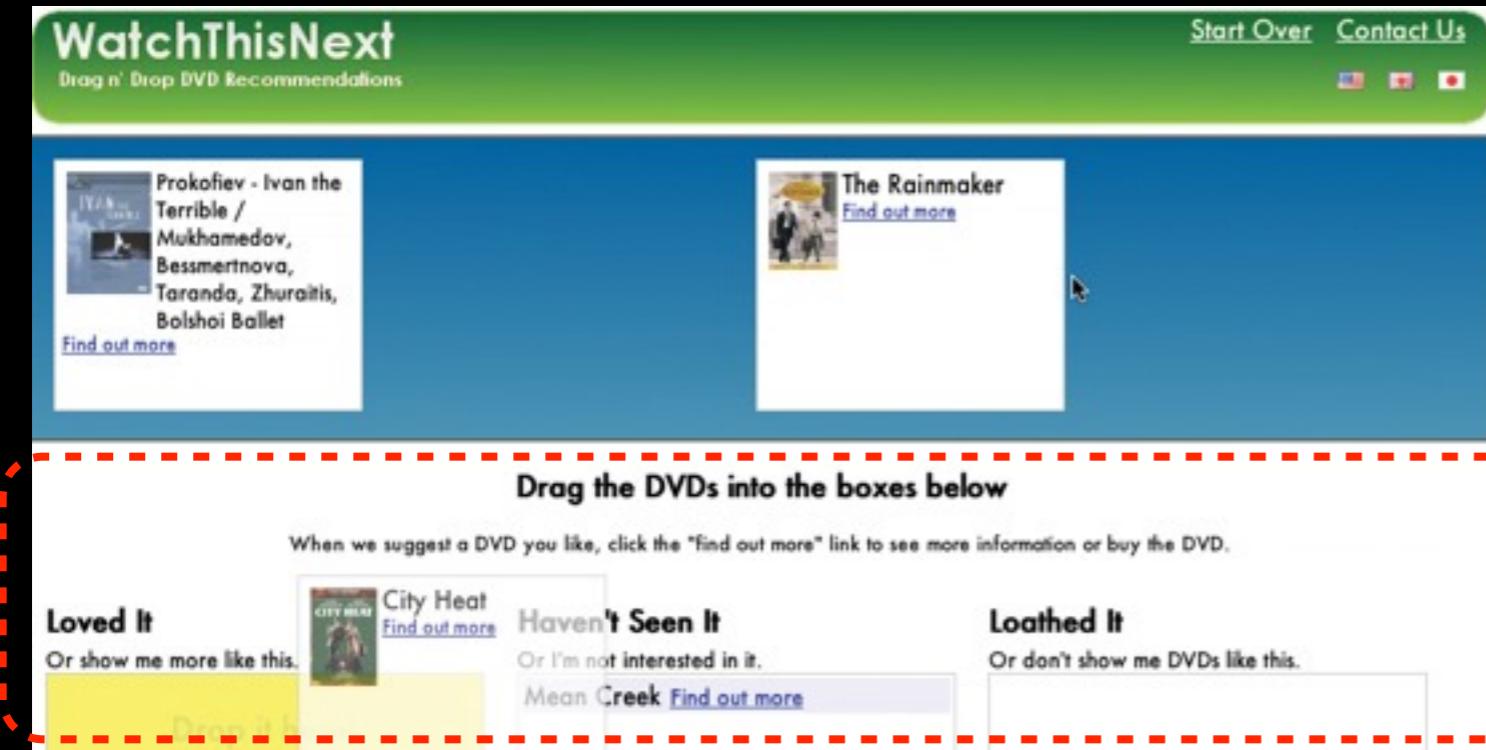
A screenshot of a real estate search interface. On the left, there's a map of North America with several blue markers. In the center, a table lists properties with columns for Price, Sq. Ft., Bedrooms, Bath, and Stories. One row is highlighted with a red heart icon. At the bottom of the page, a red dashed box highlights a blue button labeled 'REMOVE FROM FAVORITES' with the subtext 'You have 2 properties in your favorites'.

anti-pattern: artificial construct



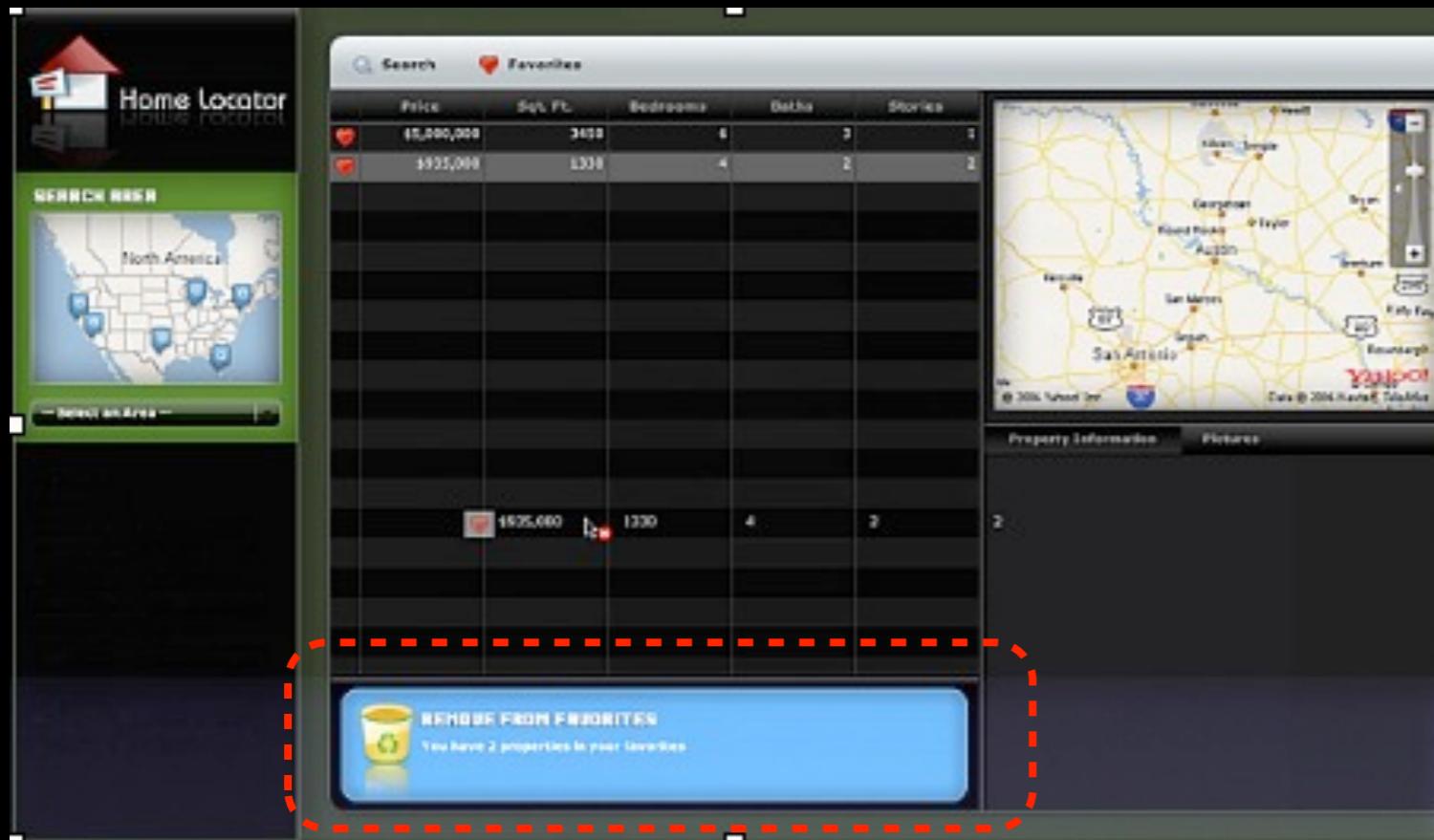
A screenshot of a movie recommendation page titled 'Classics'. It features a 'Recommendations' section with two movie cards: 'High Plains Drifter' and 'The Great Escape'. Each card includes a star rating, an 'Add' button, and a 'Read More' link. The page has a red header and a red sidebar on the right.

netflix. rate an object. KISS.



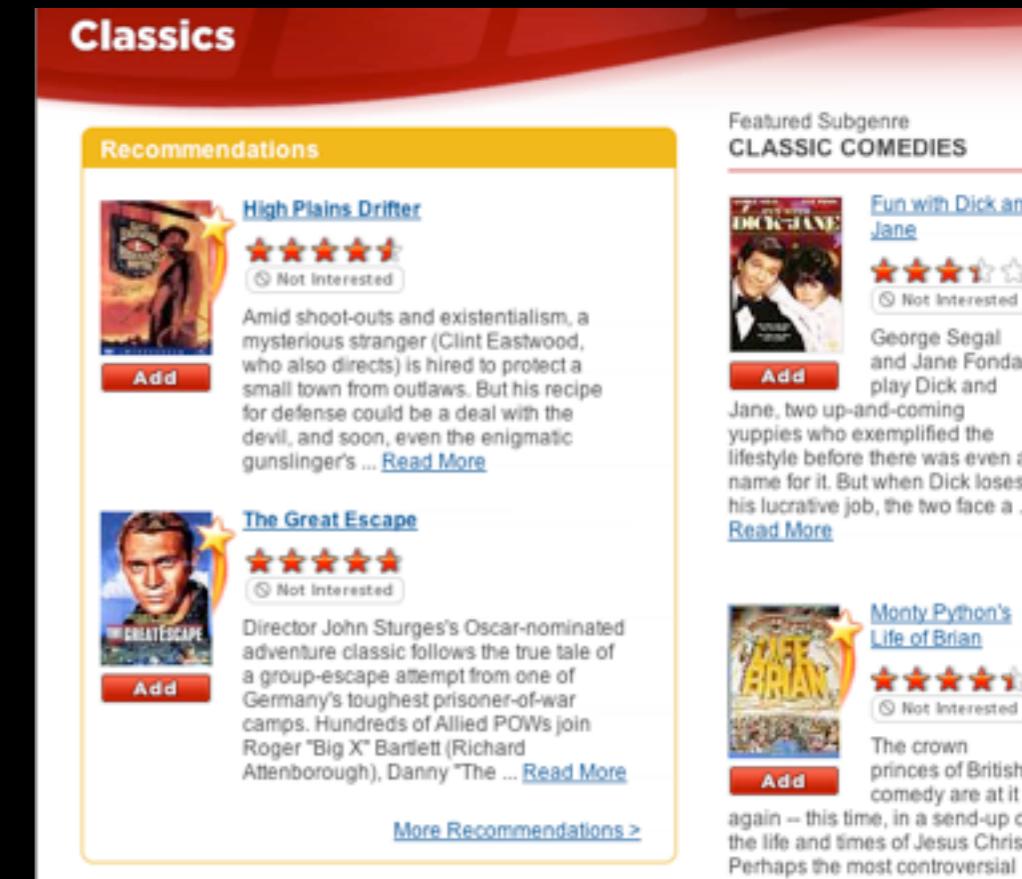
A screenshot of a DVD recommendation interface titled 'WatchThisNext'. It features a 'Drag n' Drop DVD Recommendations' section with a green header. Below it, a movie card for 'The Rainmaker' is shown. At the bottom, there are three categories: 'Loved It', 'Haven't Seen It', and 'Loathed It', each with a 'Find out more' link. A red dashed box highlights the 'Find out more' link for 'The Rainmaker'.

# Anti-Pattern: Mismatched Metaphor



A screenshot of a real estate search interface. On the left, there's a map of North America with several blue location markers. The main area shows a table of property listings. A specific listing for a house in San Jose, CA, is highlighted with a red dashed box. Below the table, a blue button with a trash icon and the text 'REMOVE FROM FAVORITES' is also highlighted with a red dashed box. The text 'You have 2 properties in your favorites.' is visible below the button.

anti-pattern: artificial construct



A screenshot of a movie recommendation interface. The top navigation bar says 'Classics'. Below it, a section titled 'Recommendations' lists two movies: 'High Plains Drifter' and 'The Great Escape', each with a small thumbnail, a 5-star rating, and a 'Not Interested' button. At the bottom of the recommendations section, a blue button labeled 'More Recommendations >' is highlighted with a red dashed box.

netflix. rate an object. KISS.



A screenshot of a DVD recommendation interface. At the top, it says 'WatchThisNext' and 'Drag n' Drop DVD Recommendations'. Below that, a movie suggestion 'The Rainmaker' is shown with a 'Find out more' link. A large red dashed box highlights the instruction 'Drag the DVDs into the boxes below' in the center of the page. At the bottom, there are three categories: 'Loved It', 'Haven't Seen It', and 'Loathed It', each with a small movie thumbnail and a 'Find out more' link.

Beware of constructing artificial visual interfaces to support drag and drop

# How Fat is Your Input?

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

\* Joe Clark's recommendation - Tapworthy

# Physicality Across Platforms

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

# 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

# Exploratorium Exhibit



# Spot the differences

# Spot the differences



**Now try again...**

Now try again...



# Now try again...

Change blindness



**Reduce Page  
Switching  
to Maintain Flow**

# “Special” Experience

**NETFLIX**

**Recently Watched**

**Suggestions for You**

**New Arrivals**

**Genres**

**Instant Queue**

**Search**

**TV**

**Emotional Movies**

**MORE**

# “Special” Experience

Principles followed:

Focus + context, Simple navigation, User Control

The image shows a screenshot of the Netflix mobile application. At the top, the Netflix logo is visible. Below it, a red bar contains the text "Suggestions for You". To the right of this bar is a "MORE" button. The main content area is divided into several sections:

- Recently Watched:** A row of five movie and TV show posters. From left to right: "Alice in Wonderland" (Disney), "Danny Phantom" (Season 1), "Danny Phantom" (Season 2), "Danny Phantom" (Season 3), and "The Last Song".
- New Arrivals:** A section showing a grid of movie and TV show posters, including "The Office" (Season Six), "Spartacus: Gods of the Arena", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand".
- Genres:** A section showing a grid of movie and TV show posters, including "The Hurt Locker", "The Last Song", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand".
- Instant Queue:** A section showing a grid of movie and TV show posters, including "The Hurt Locker", "The Last Song", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand".
- Search:** A section showing a grid of movie and TV show posters, including "The Hurt Locker", "The Last Song", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand".

At the bottom of the screen, there is a button labeled "View more suggestions" with a "X" icon. The overall design is clean and modern, with a focus on user interaction and content discovery.

# “Plus” Experience

NETFLIX

2 / 332

△ Search

Instant Queue



Bella

2006 PG-13 1h 31m

★★★★★

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

Recently Watched



Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

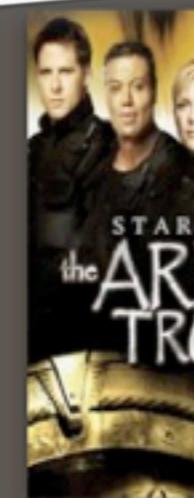
Director: Alejandro Gomez Monteverde

Emotional Dramas

# “Plus” Experience



## Instant Queue

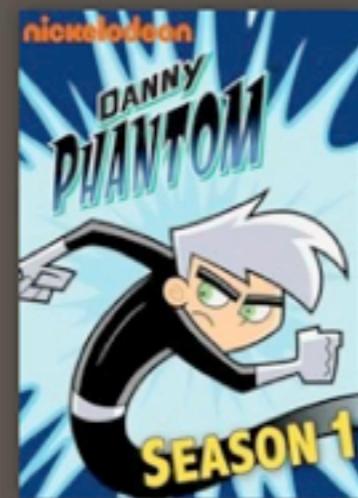


2006 PG-13 1h 31m



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

## Recently Watched



Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

## Emotional Dramas

Principles followed:

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

△ Search

# Which Won?

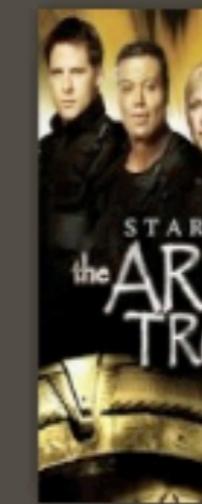
# Which Won?



2 / 332

△ Search

## Instant Queue



Bella

2006 PG-13 1h 31m



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

## Recently Watched



Cast:

Eduardo Verástegui,  
Tammy Blanchard...

Categories: Drama, Indie Dramas

Director:

Alejandro Gomez  
Monteverde

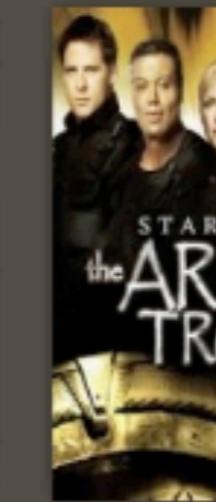
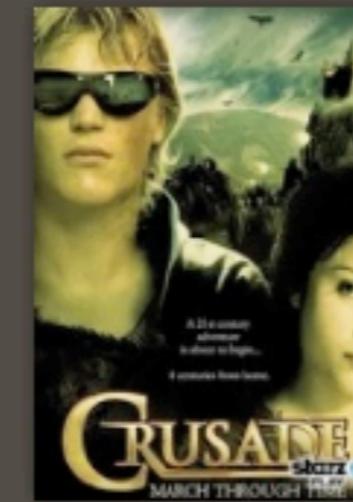
## Emotional Dramas

# Which Won?



△ Search

## Instant Queue



## Recently Watched



## Emotional Dramas

"Plus" experience.

Maintains Flow

2 / 332

### 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:

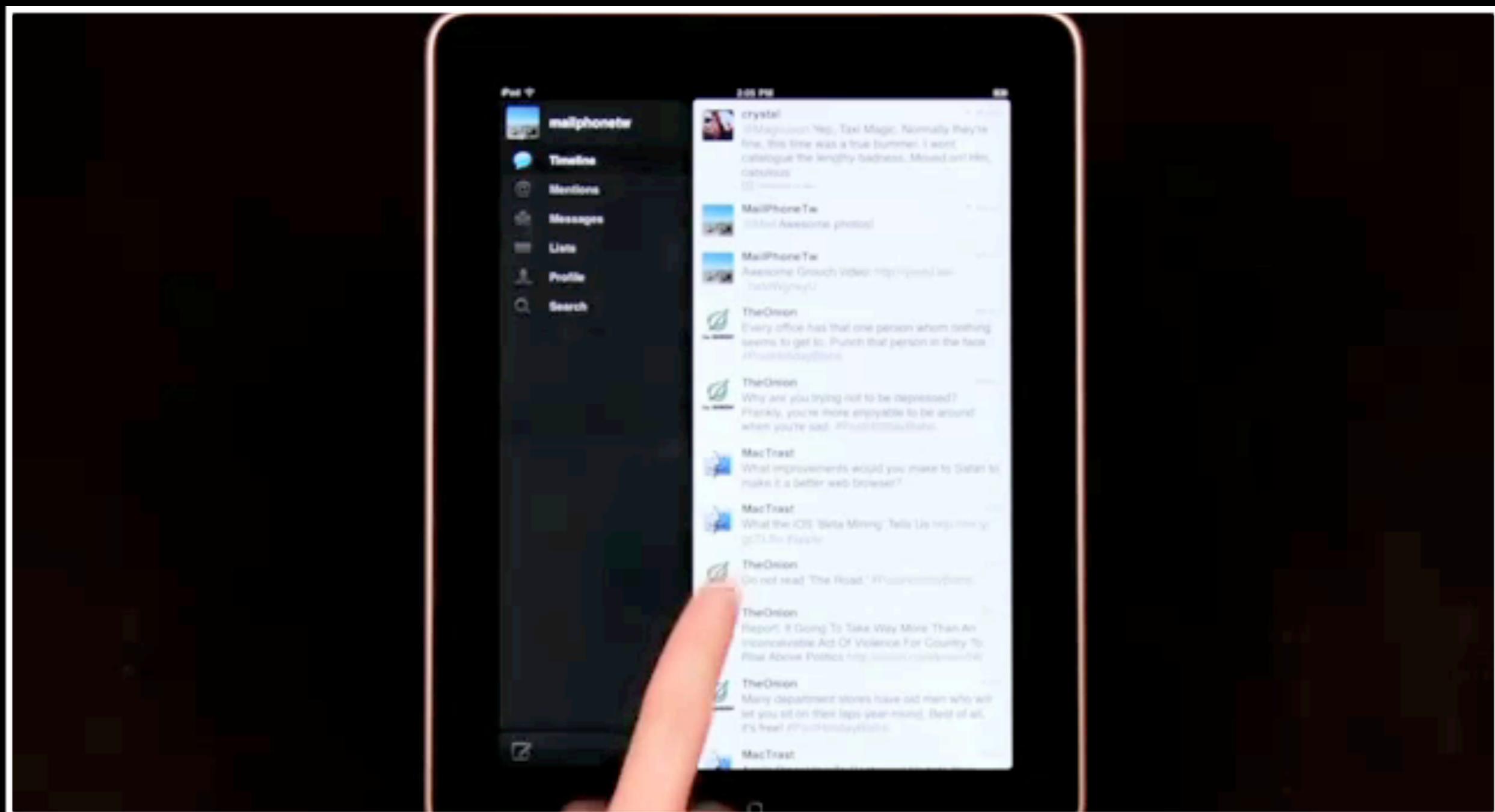
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Tammy Blanchard...

Categories: Drama, Indie Dramas

Director:

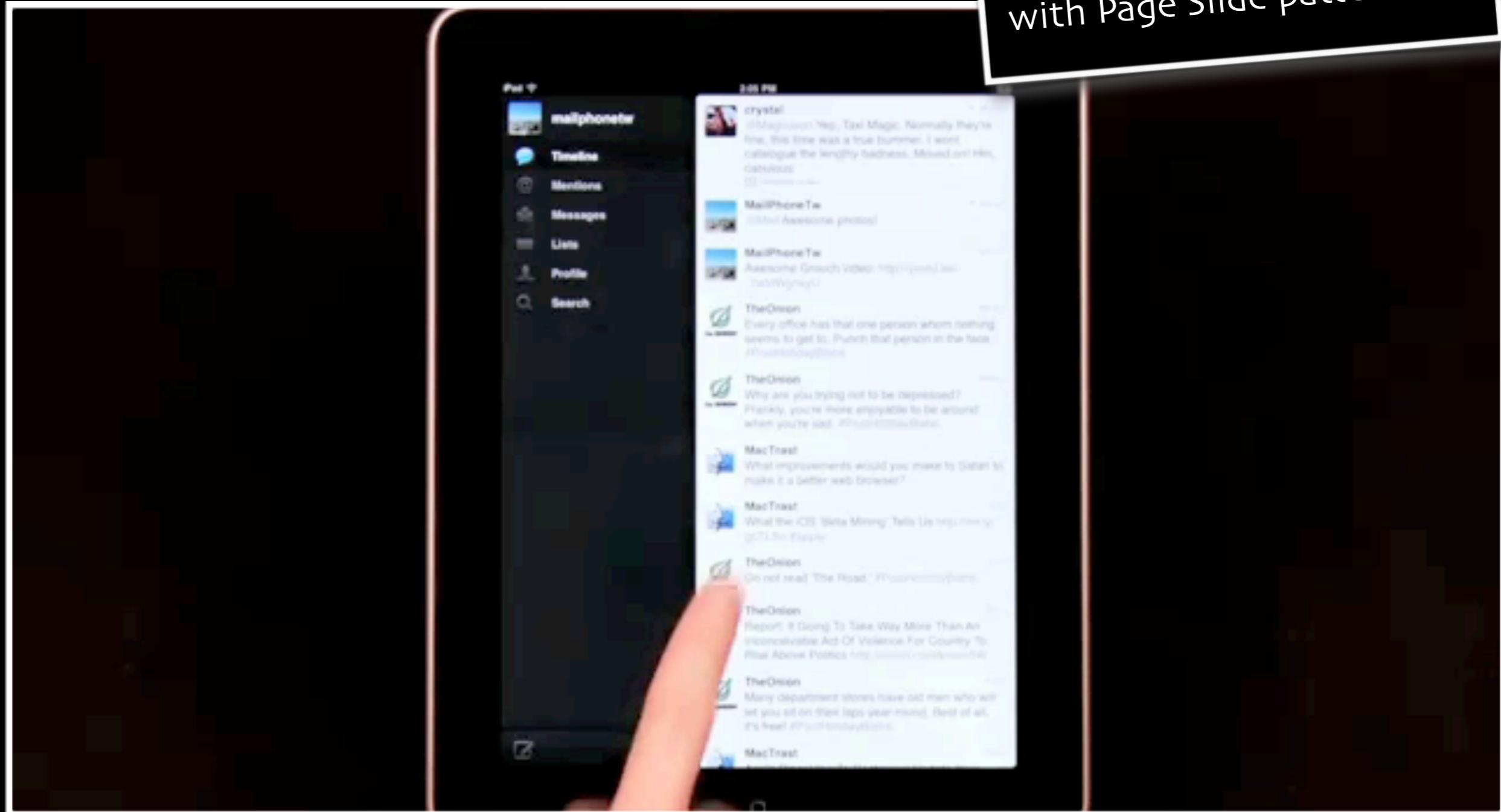
Alejandro Gomez  
Monteverde

# Twitter as iPad App

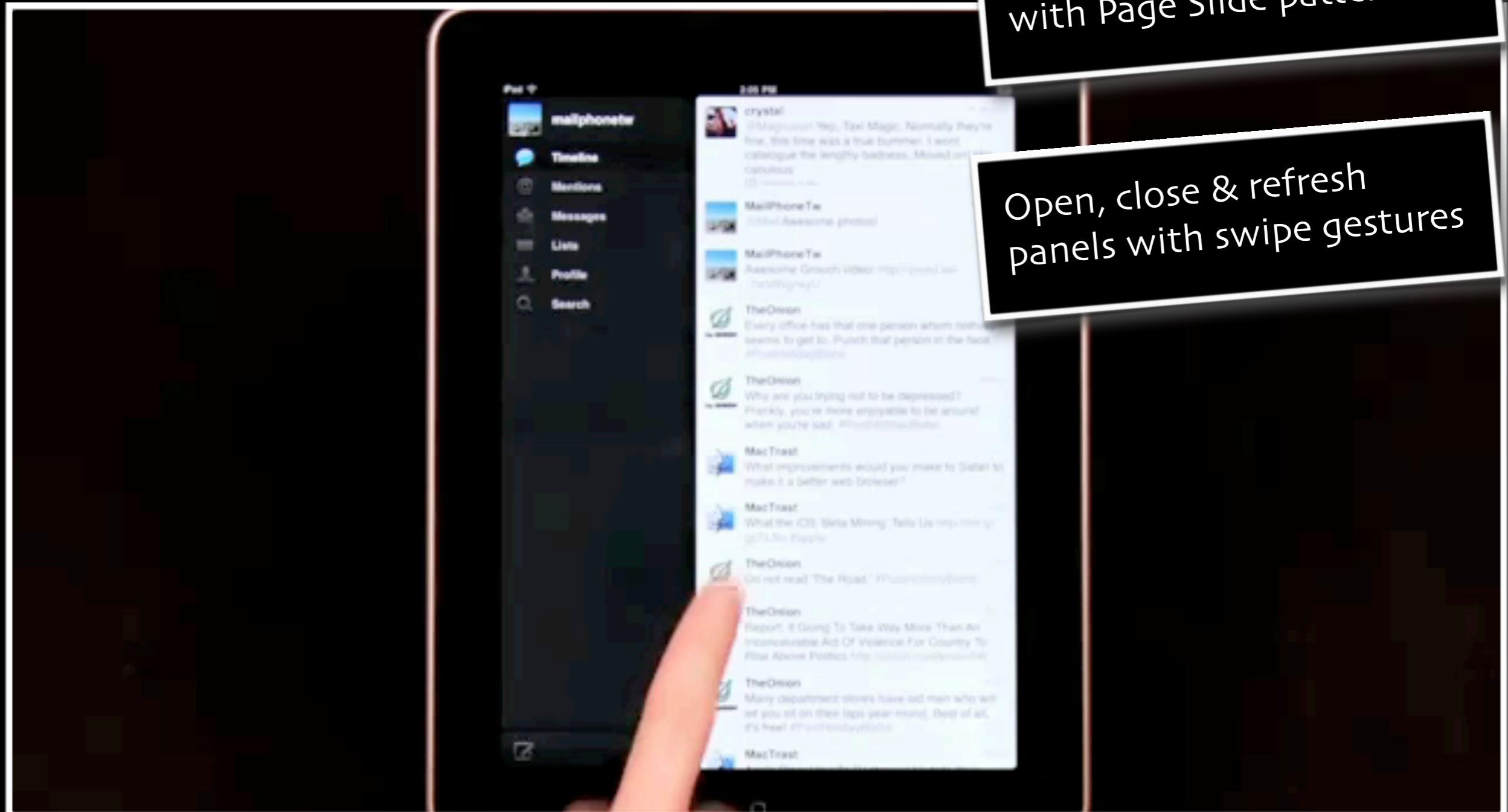


# Twitter as iPad App

Minimize page transitions  
with Page Slide pattern



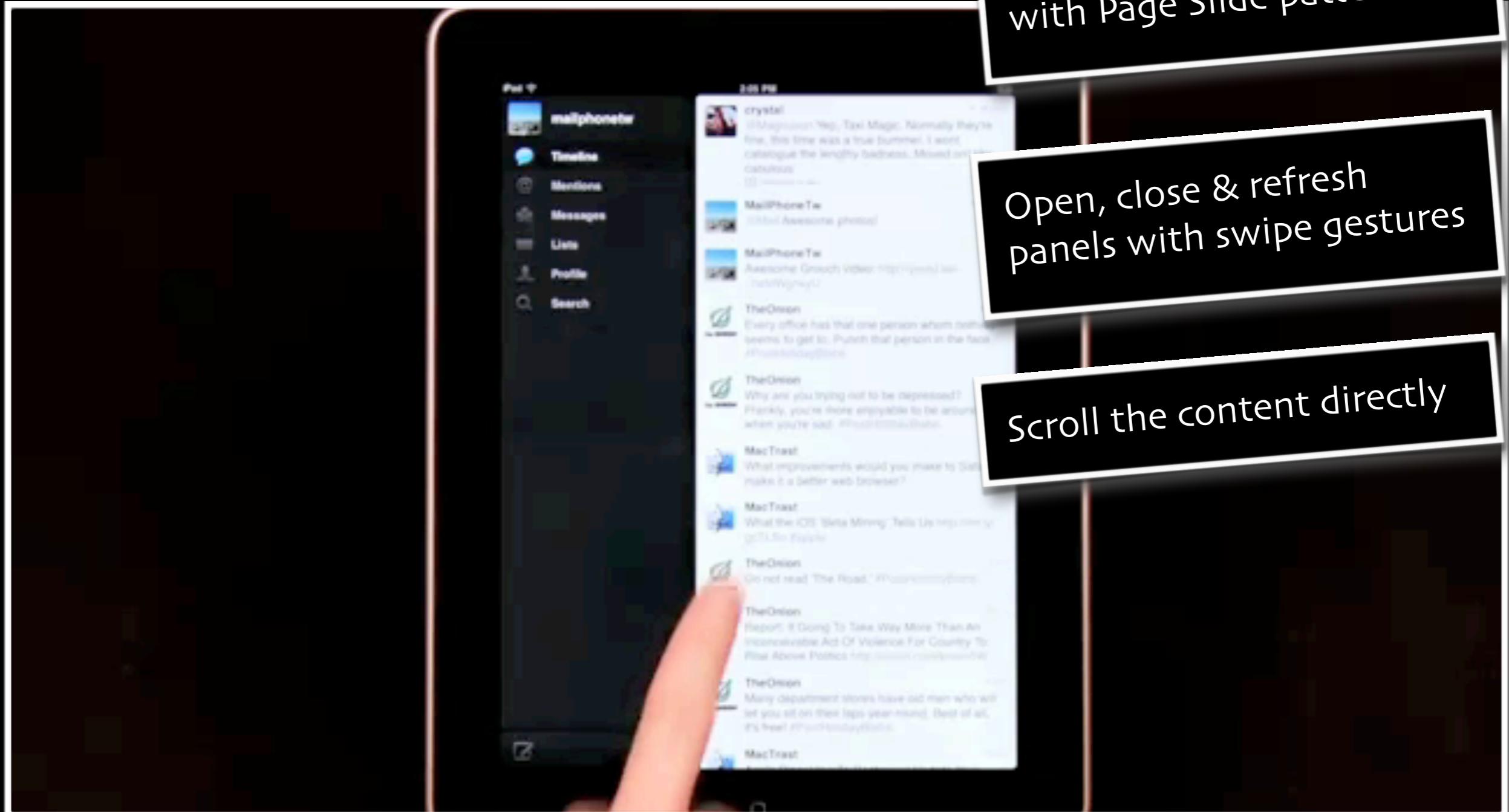
# Twitter as iPad App



Minimize page transitions  
with Page Slide pattern

Open, close & refresh  
panels with swipe gestures

# Twitter as iPad App

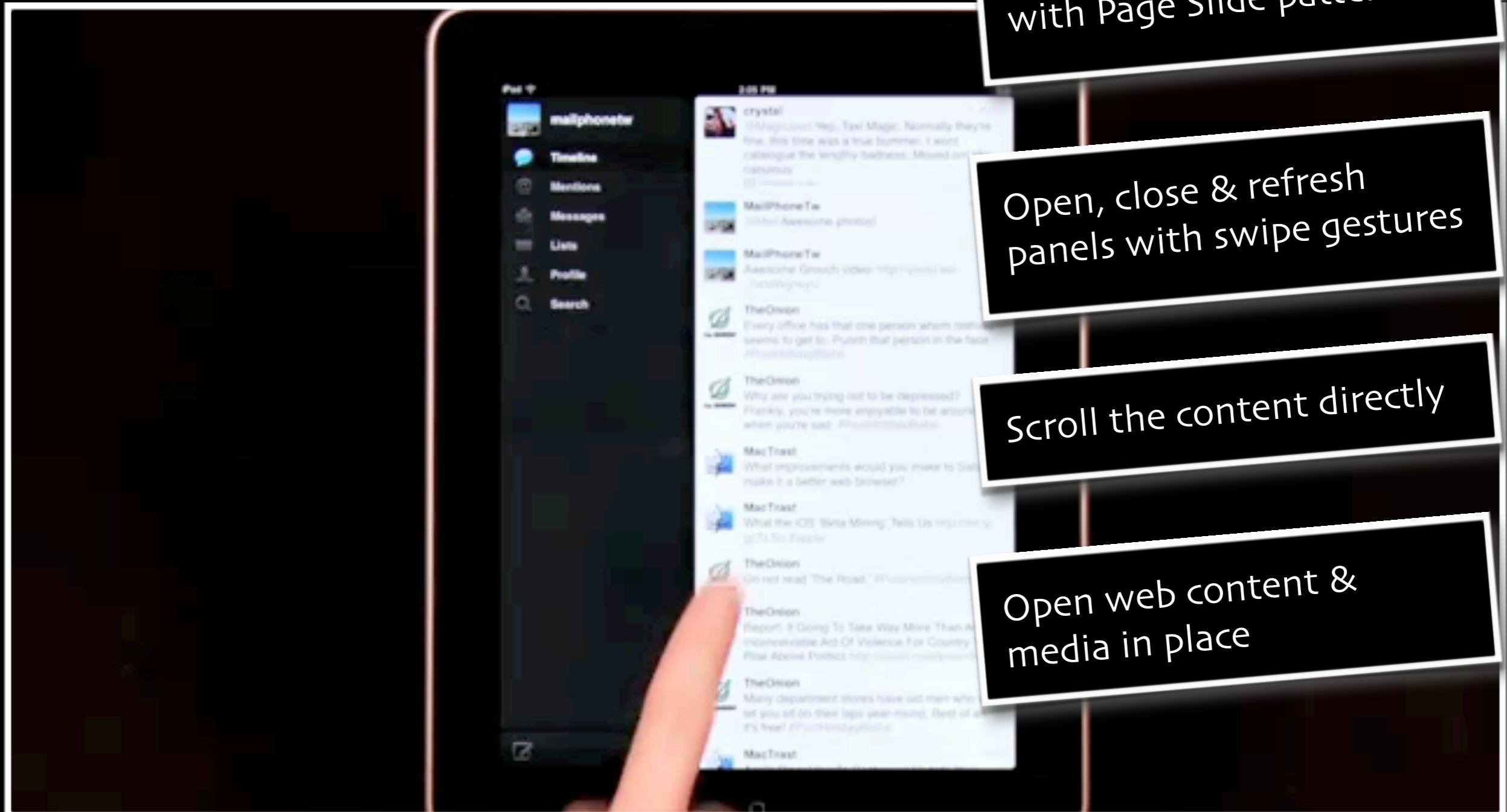


Minimize page transitions  
with Page Slide pattern

Open, close & refresh  
panels with swipe gestures

Scroll the content directly

# Twitter as iPad App



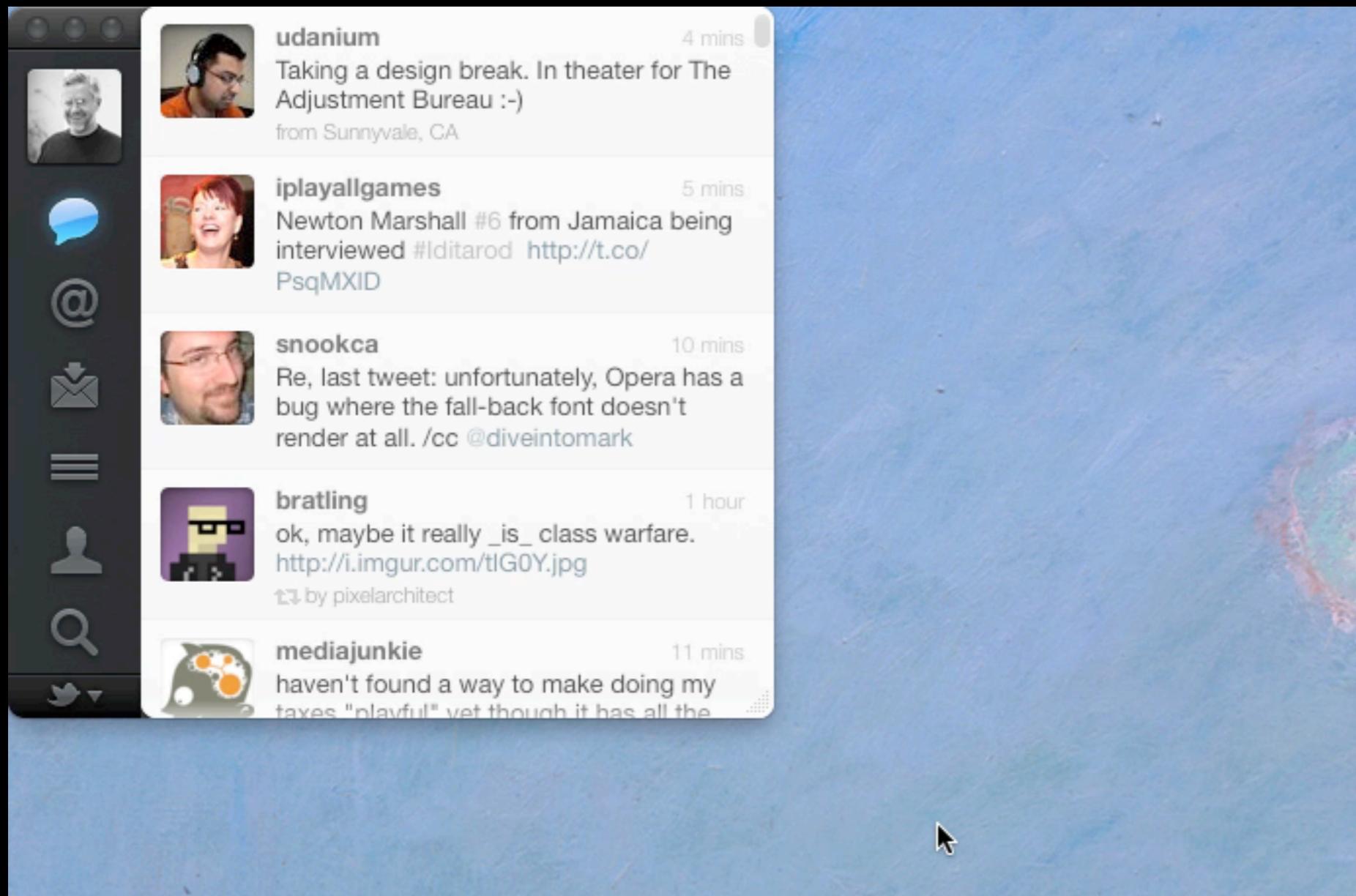
Minimize page transitions  
with Page Slide pattern

Open, close & refresh  
panels with swipe gestures

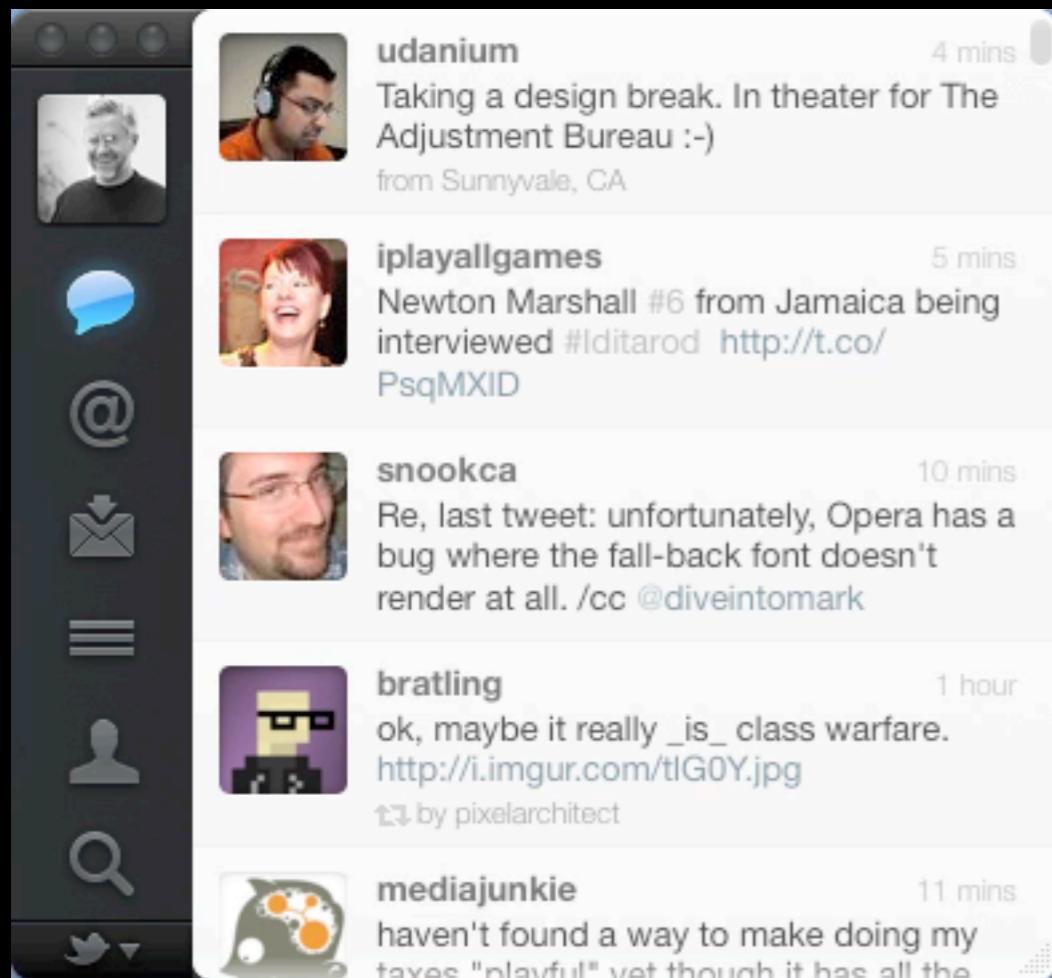
Scroll the content directly

Open web content &  
media in place

# Twitter as Mac App

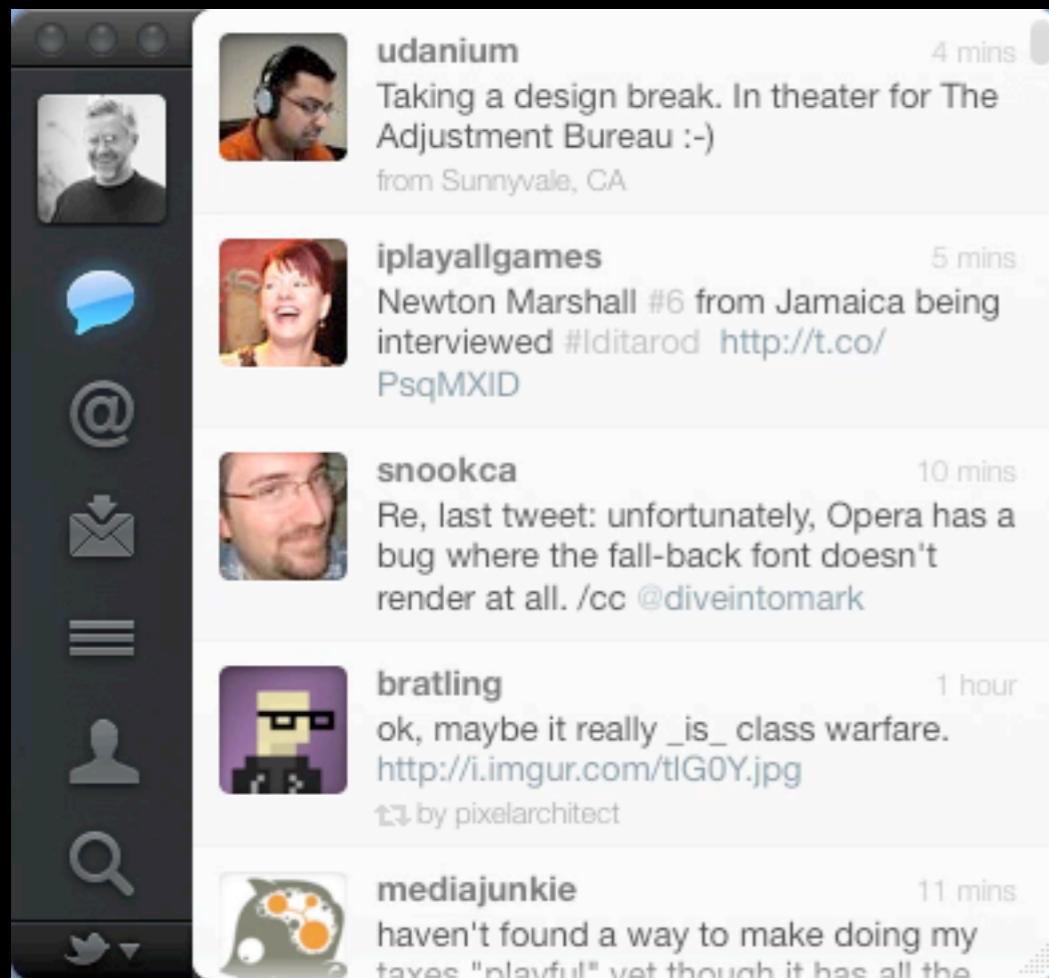


# Twitter as Mac App



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

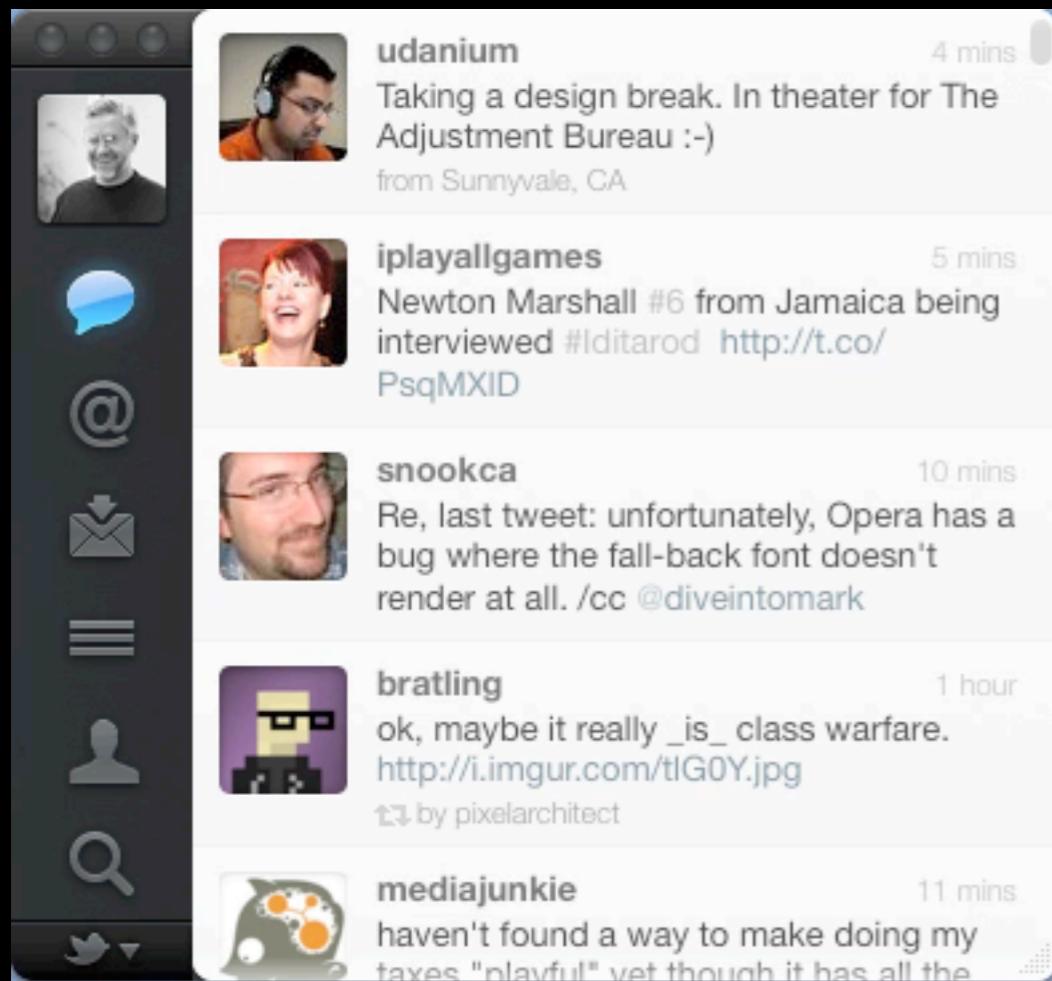
# Twitter as Mac App



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

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

# Twitter as Mac App



Navigation 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  Search  Home Profile Messages Who To Follow  billwscott 

What's happening?

Timeline @Mentions Retweets Searches Lists

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

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

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

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

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

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

 @sinequanon  
Rowell Sotto

close 

Great presentation on the evolution and technical acumen of Renaissance and Baroque engraving techniques. [FLASH]. <http://goo.gl/EVJYE>

1 minute ago via web   

Tweets containing **Renaissance and Baroque**

**dose2day** daily dose  Girolamo Frescobaldi: Bridging Renaissance and Baroque Music <http://www.redgagge.com/c-ijglid> #music #renaissance #composers  
4 hours ago

**gd2know** gd2know  says Girolamo Frescobaldi: Bridging Renaissance and Baroque Music <http://ping.fm/5uODo> music renaissance compo... <http://plurk.com/p/b0w2hn>  
4 hours ago

Tweets from **@sinequanon**

# Twitter as Web APP

twitter  Search  Home Profile Messages Who To Follow  billwscott 

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**Minimize page transitions with Page Slide pattern**

Great evolution of technical acumen of Renaissance and Baroque engraving techniques. [FLASH]. <http://goo.gl/EVJYE>  
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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**

Canceled opening the page

# Twitter as Web APP

twitter  Search  Home Profile Messages Who To Follow  billwscott 

What's happening?

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**Minimize page transitions with Page Slide pattern**

**Find myself annoyed with web pages opening in another window**

Tweets from [@sinequanon](#)

Canceled opening the page

# Twitter as Web APP

What's happening?

Timeline @Mentions Retweets Searches Lists

**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

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

**isplayallgames** 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

Minimize page transitions with Page Slide pattern

Find myself annoyed with web pages opening in another window

Find myself wanting to substitute a drag for a swipe

Tweets from [@sinequanon](#)

Canceled opening the page

# Vs Hover & Cover

Home 

---

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

---

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

---

 **triptych** RT @metagaming: RT @df\_psu: @shapah A great interview with Temple Grandin: <http://bit.ly/aaf5GD> cheers for that one(via @shapah) cheers !  
12 minutes ago via HootSuite

---

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

---

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

# Vs Hover & Cover

Home 

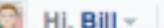
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<http://j.mp/9cPSAF>  
25 minutes ago via TweetDeck

My Yahoo! 

**MY FAVORITES**  [View Yahoo! Sites](#)  
[Yahoo! Mail](#)  
[Ajaxian](#)  
[Autos](#)  
[eBay](#)

**Facebook**  [Home](#) [Profile](#) [Friends](#) [Go to: facebook](#)

**News Feed** | [Events & Birthdays](#)

What's on your mind?  [Share](#)

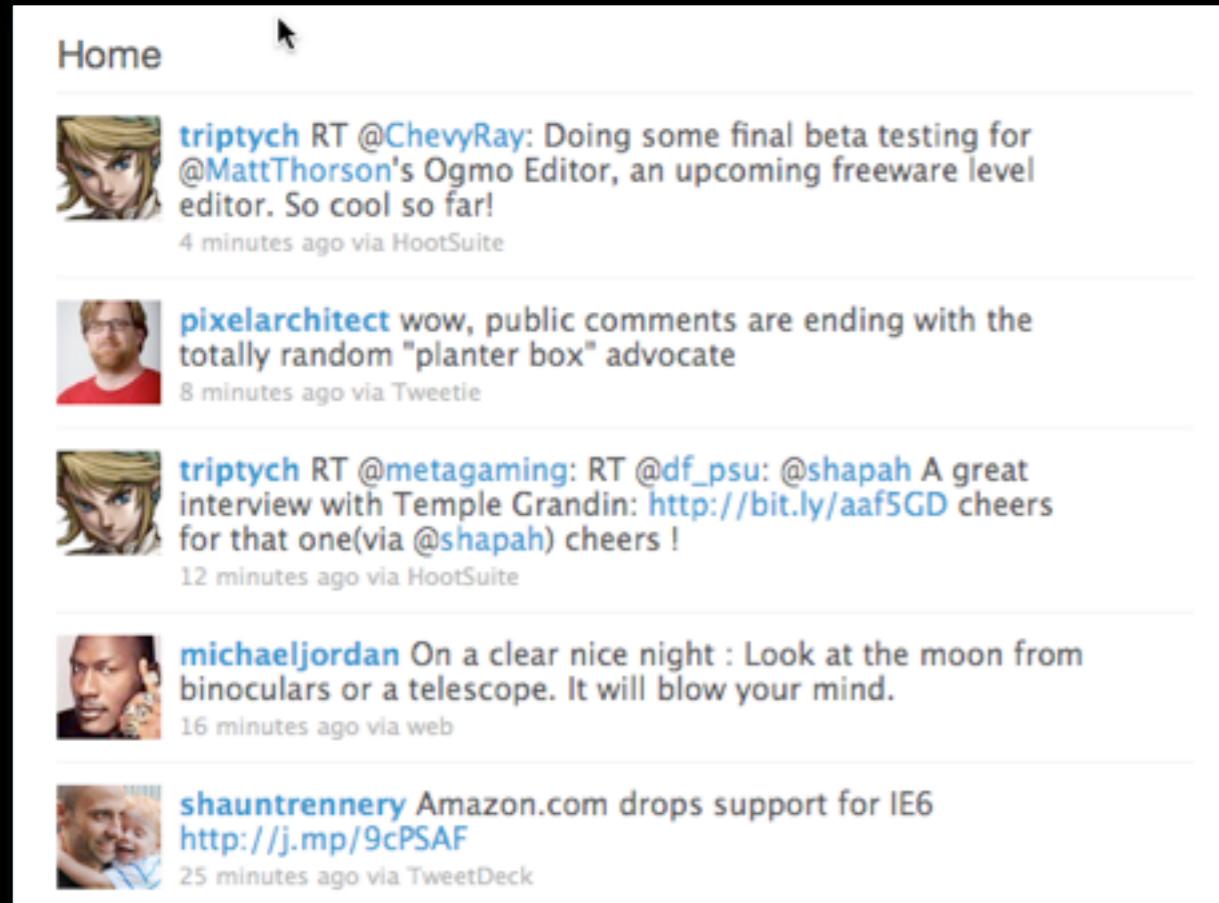
 **Mary Warren Ezra** and his mom, Ann.   
11 minutes ago [Comment](#) [Like](#)

 **Mary Warren Ezra** s in his First 4th of July outfit.   
13 minutes ago [Comment](#) [Like](#)

**POPULAR SE**  
1. Fred Dur  
2. Hell's Kit  
INTRODUCING  
LISTERINE  
TOTAL  
USE A

# 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!  
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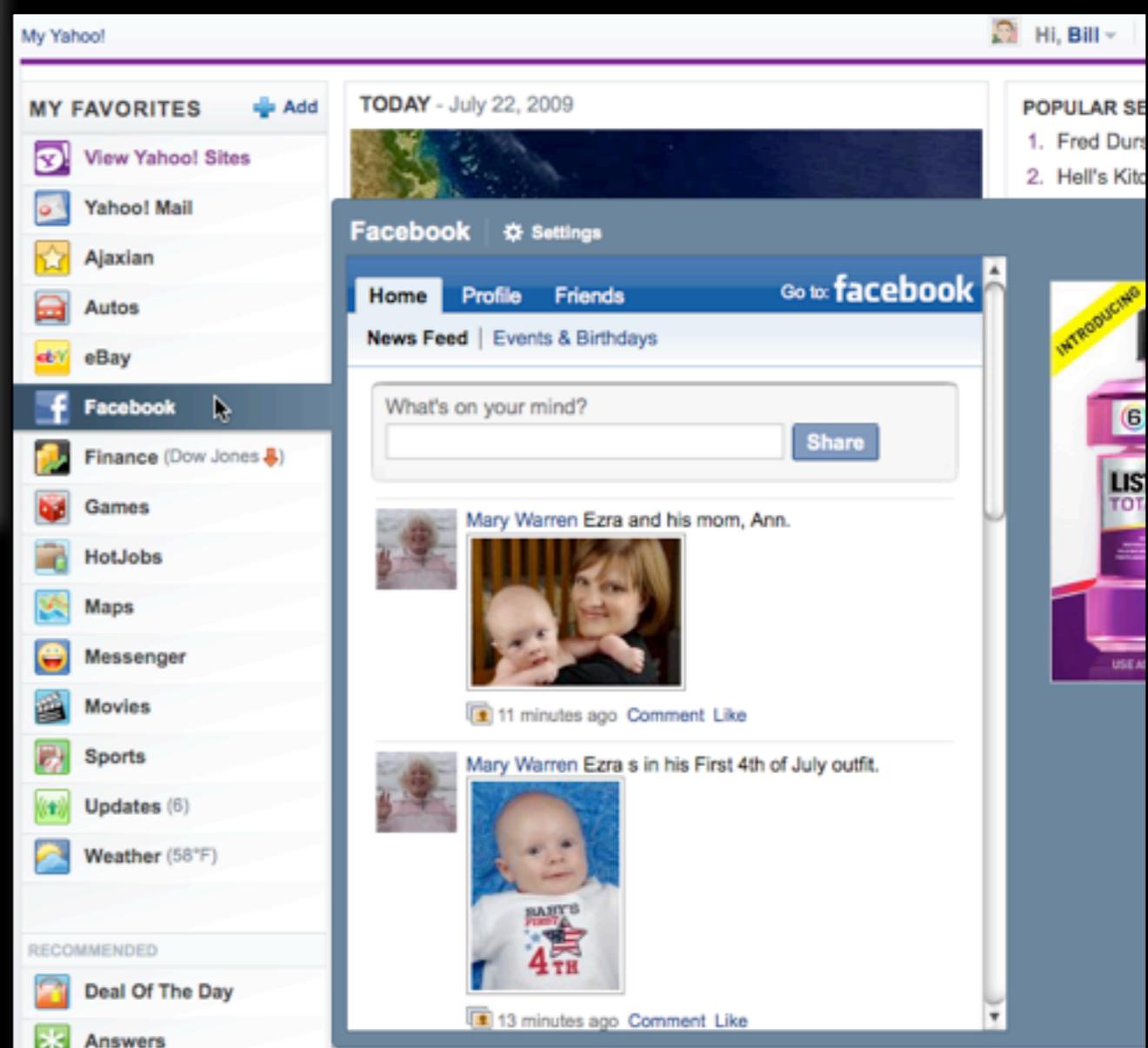
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16 minutes ago via web

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

Where possible replace annoying hover details with dedicated detail panes



My Yahoo!

Hi, Bill

MY FAVORITES

- + Add
- View Yahoo! Sites
- Yahoo! Mail
- Ajaxian
- Autos
- eBay

Facebook

TODAY - July 22, 2009

Facebook | Settings

Home | Profile | Friends | Go to: [facebook](http://facebook.com)

News Feed | Events & Birthdays

What's on your mind?

Mary Warren Ezra and his mom, Ann.

11 minutes ago Comment Like

Mary Warren Ezra s in his First 4th of July outfit.

13 minutes ago Comment Like

INTRODUCING

LISTERINE TOTAL CARE

Keep Navigation  
Simple  
to Maintain Flow

# Mobile Navigation

# Mobile Navigation



# Mobile Navigation



Three types of iPhone  
navigation: Flat, Tab, Tree

- Jeff Clark (Tapworthy)

# Mobile Navigation



Three types of iPhone navigation: Flat, Tab, Tree

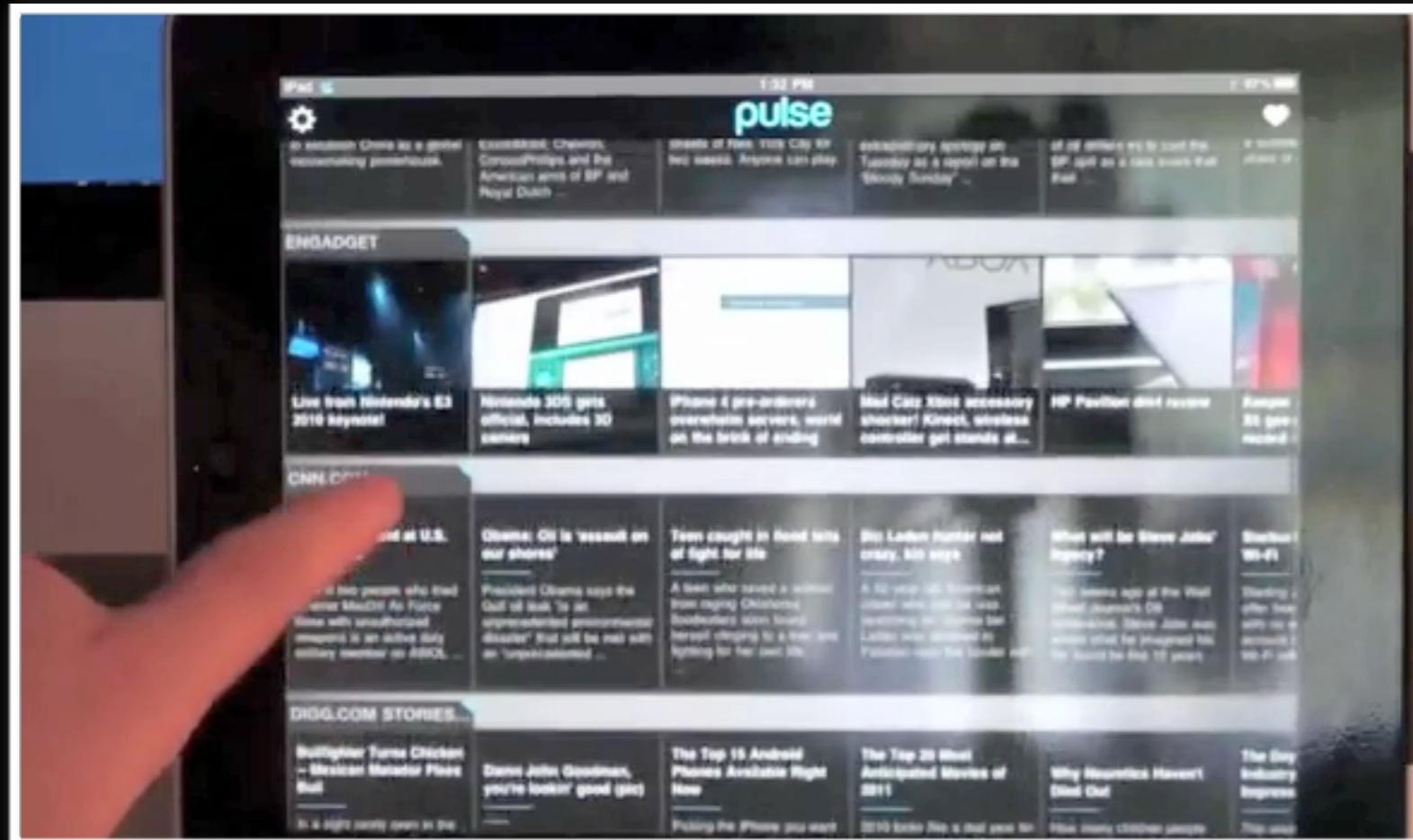
- Jeff Clark (Tapworthy)



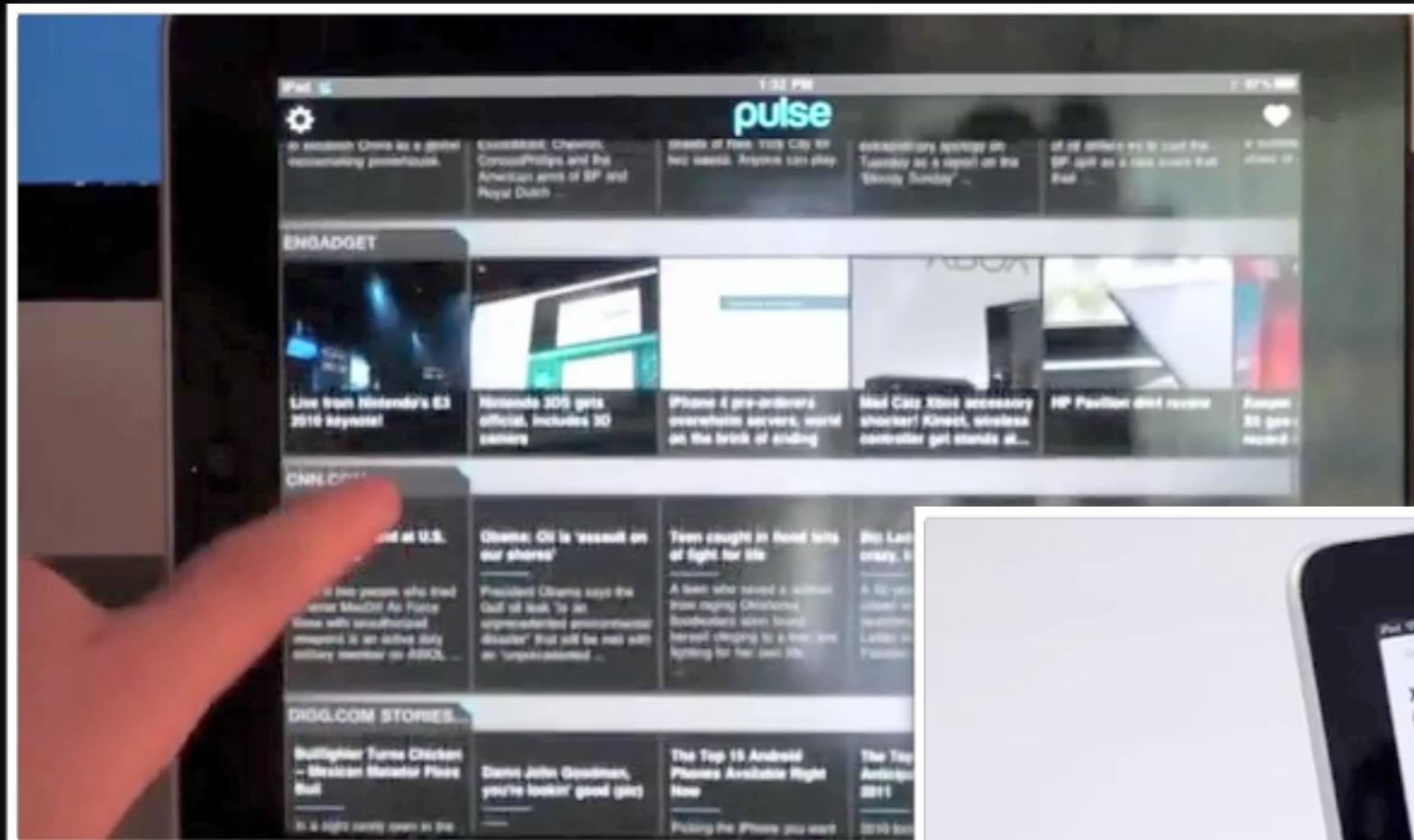
Gowalla: Tab + Flat

- Jeff Clark (Tapworthy)

# Pulse & Flipboard iPad Apps



# Pulse & Flipboard iPad Apps



# Maintaining Flow Across Platforms

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

# Maintaining Flow Across Platforms

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

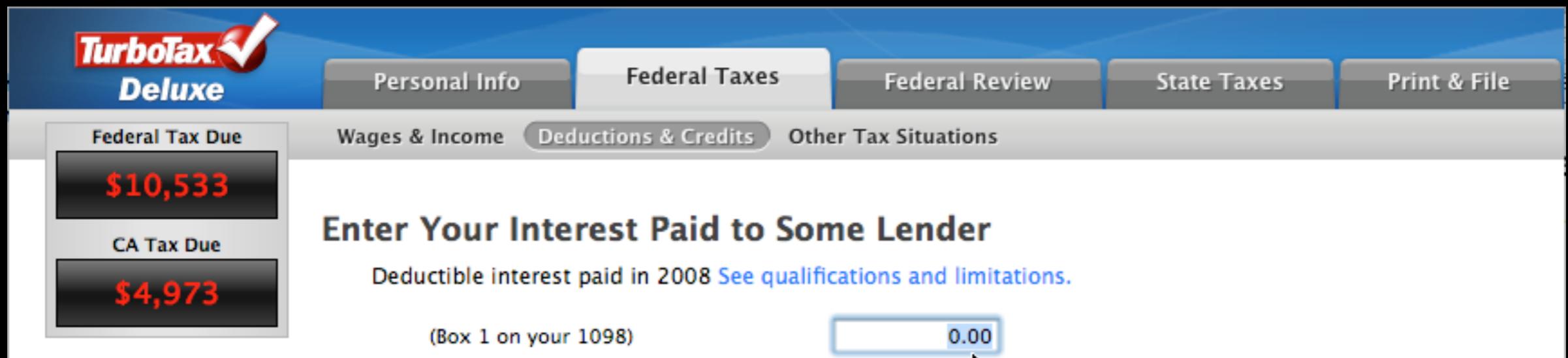


#3 Be Responsive

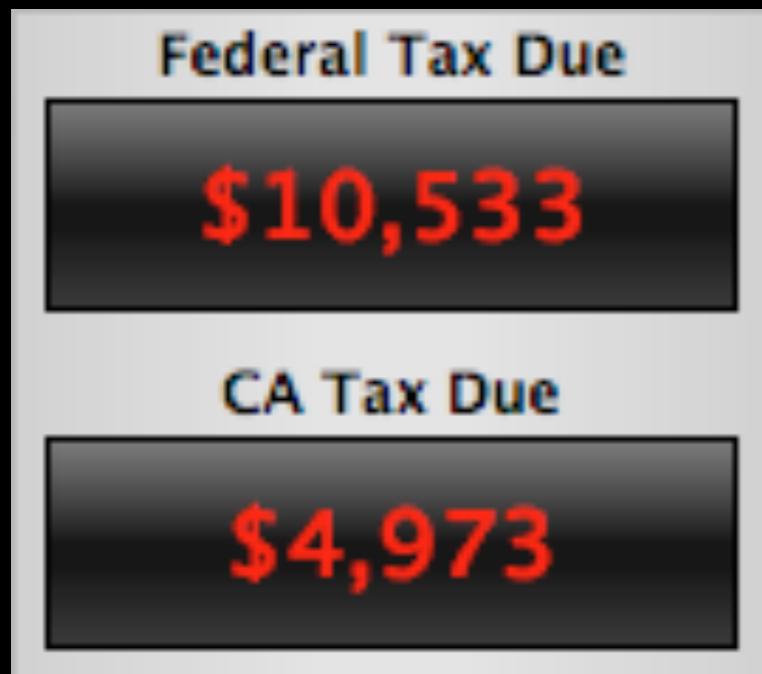
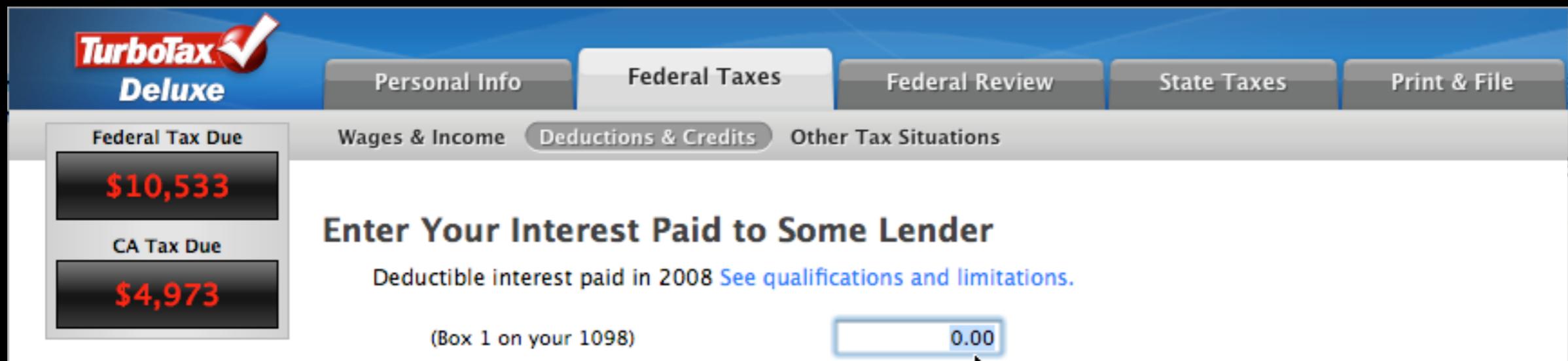
**Use Transitions/  
Animations  
to Create  
Responsiveness**

# Animation Can...

# Animation Can...



# Animation Can...



# Animation Can...

**TurboTax® Deluxe**

Personal Info    Federal Taxes    Federal Review    State Taxes    Print & File

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

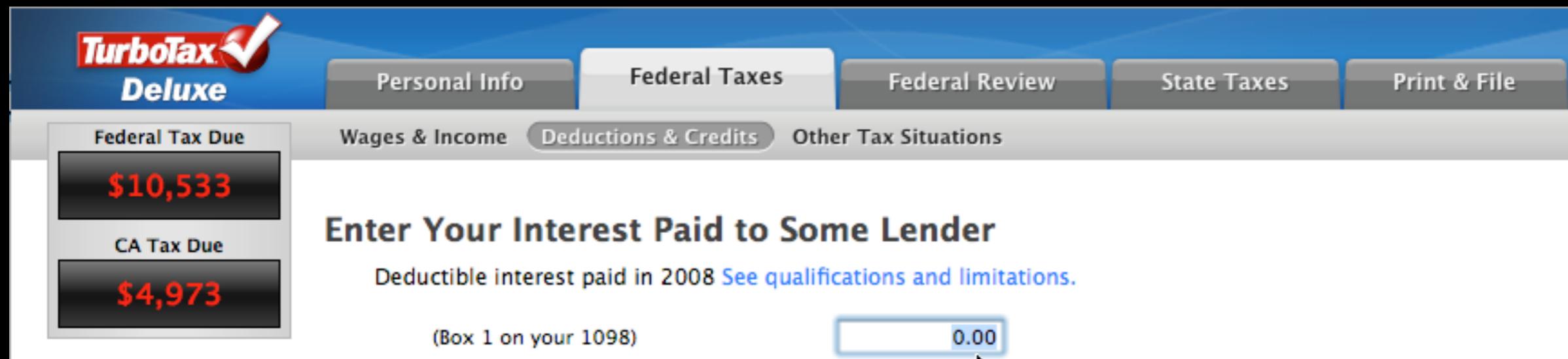
CA Tax Due: **\$4,973**

Wages & Income    Deductions & Credits    Other Tax Situations

Enter Your Interest Paid to Some Lender

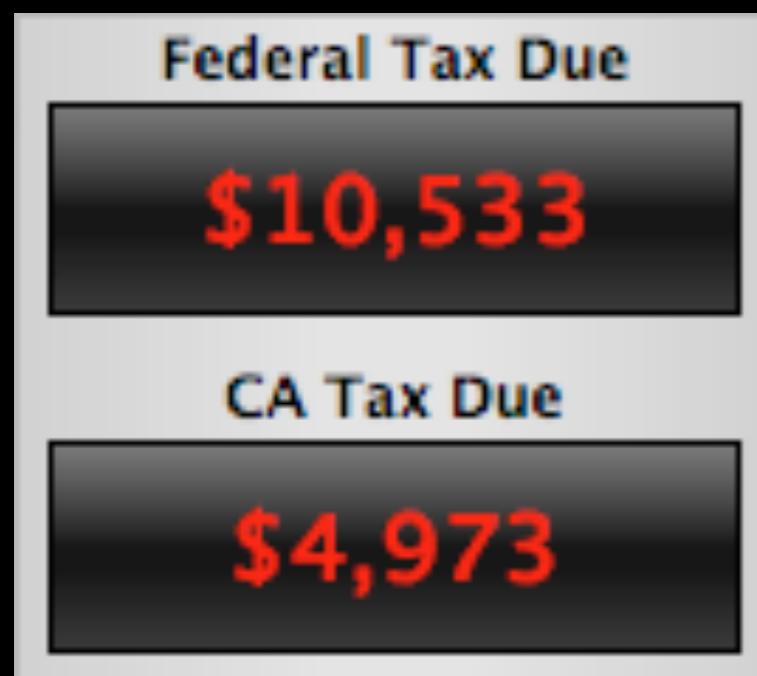
Deductible interest paid in 2008. See qualifications and limitations.

(Box 1 on your 1098)   



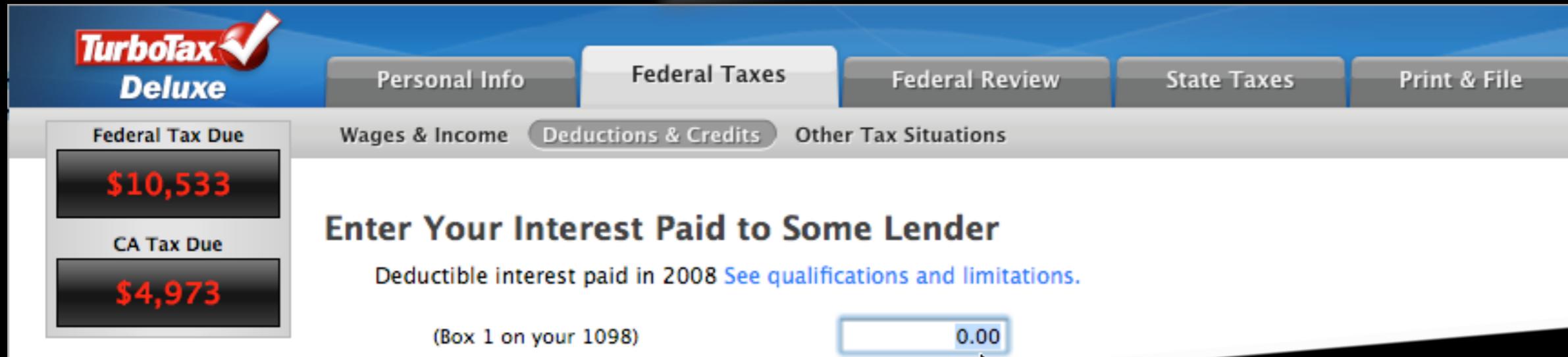
Federal Tax Due: **\$10,533**

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



# Animation Can...

Be really, really  
annoying



TurboTax Deluxe

Federal Tax Due: \$10,533

CA Tax Due: \$4,973

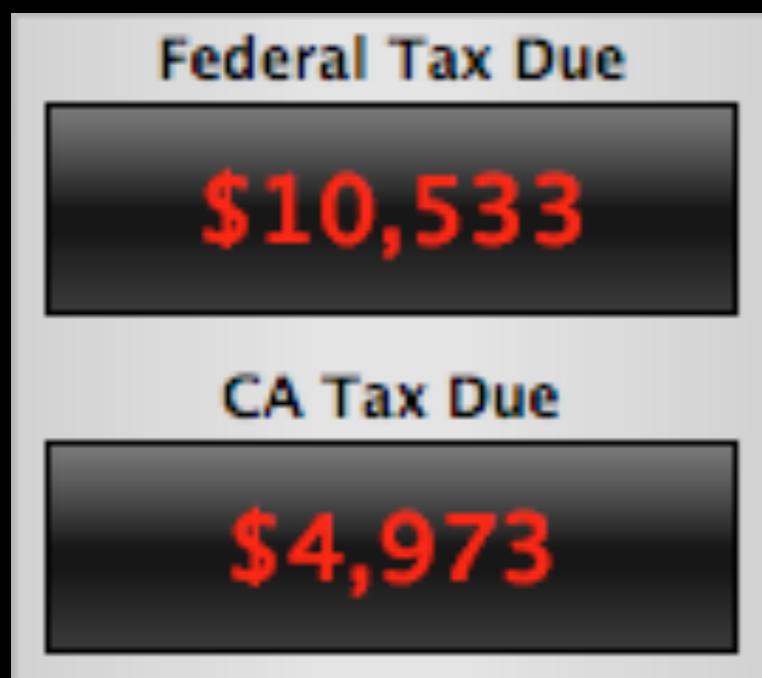
Personal Info Federal Taxes Federal Review State Taxes Print & File

Wages & Income Deductions & Credits Other Tax Situations

Enter Your Interest Paid to Some Lender

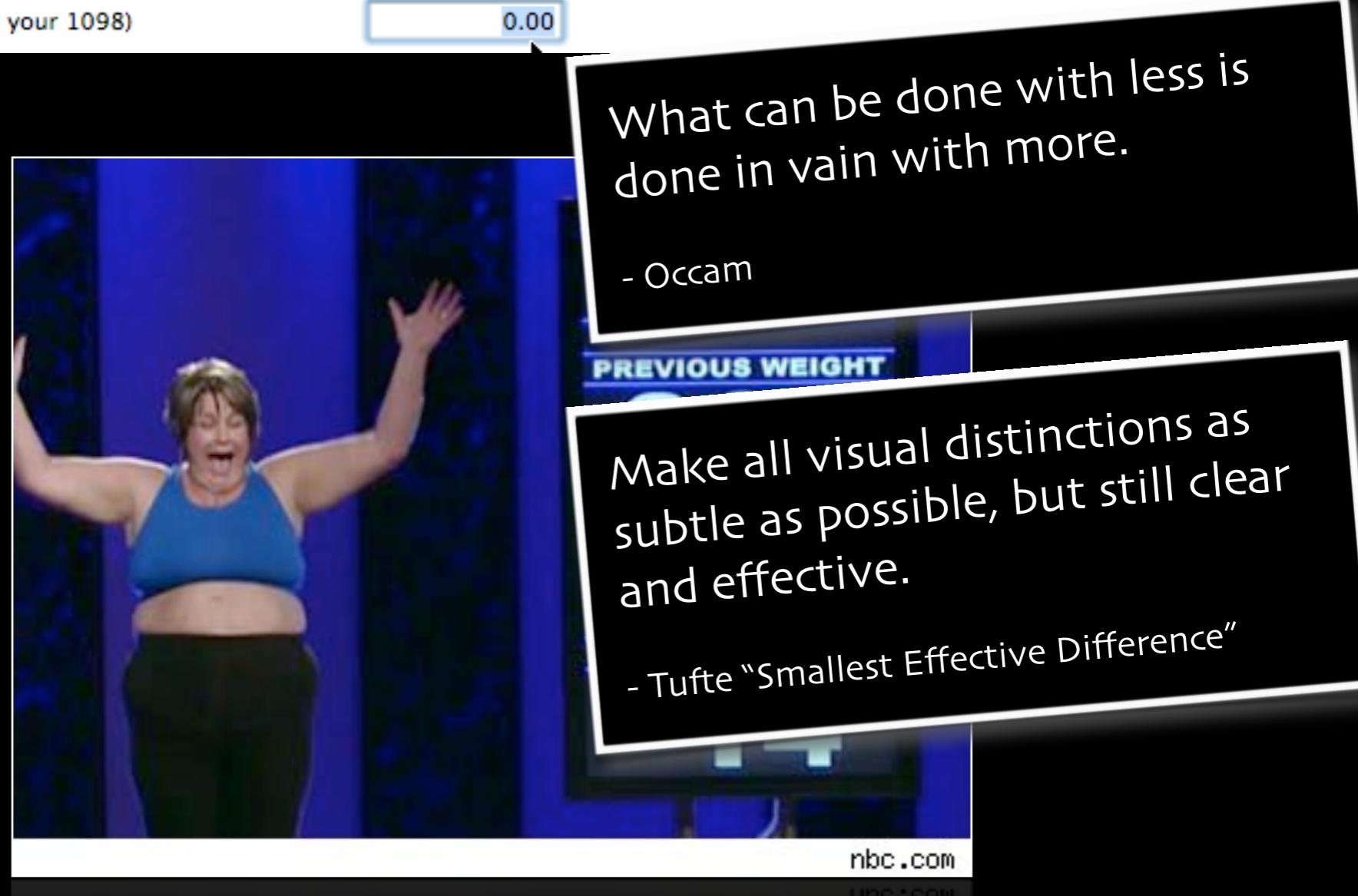
Deductible interest paid in 2008 See qualifications and limitations.

(Box 1 on your 1098) 0.00



Federal Tax Due: \$10,533

CA Tax Due: \$4,973



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

- Occam

PREVIOUS WEIGHT

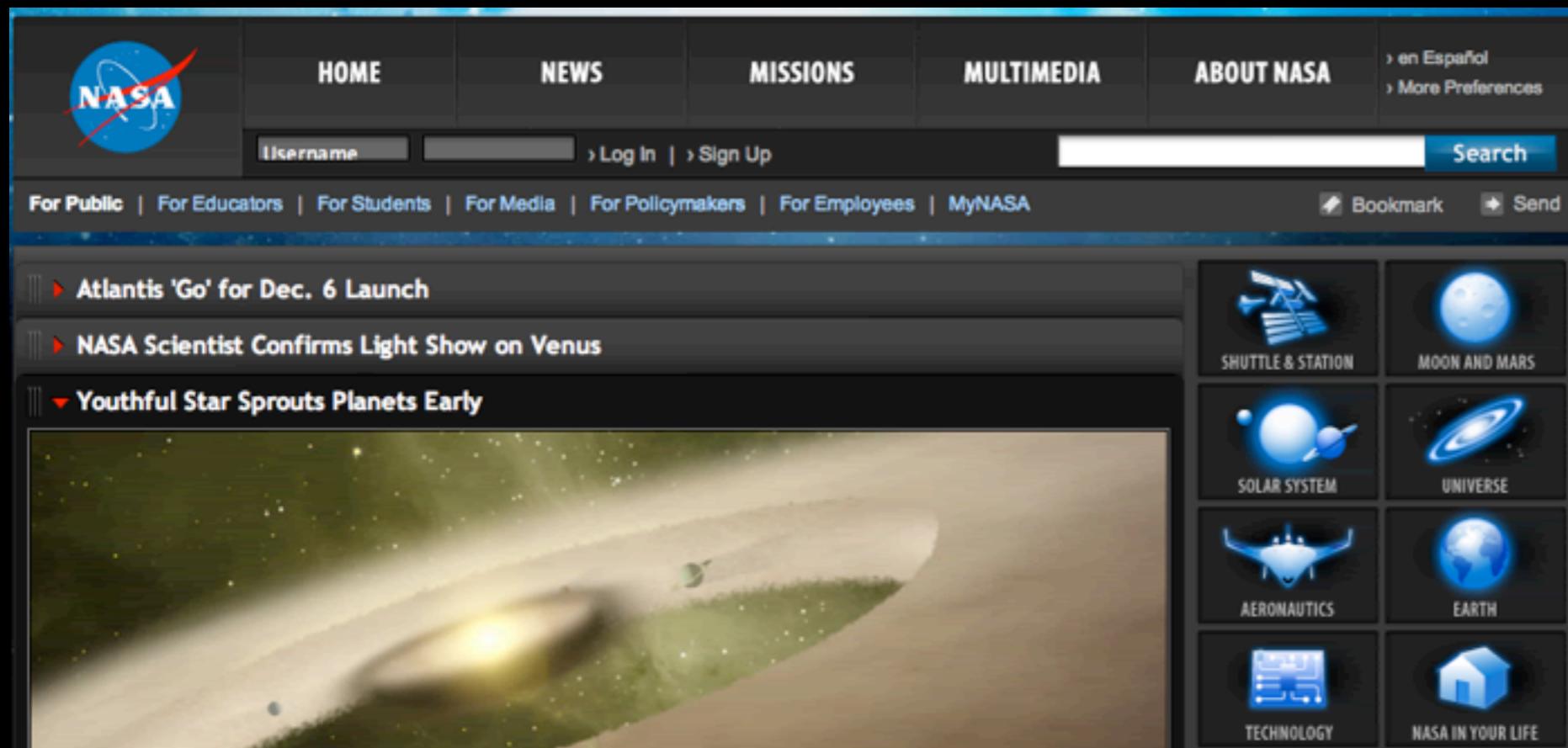
Make all visual distinctions as subtle as possible, but still clear and effective.

- Tufte "Smallest Effective Difference"

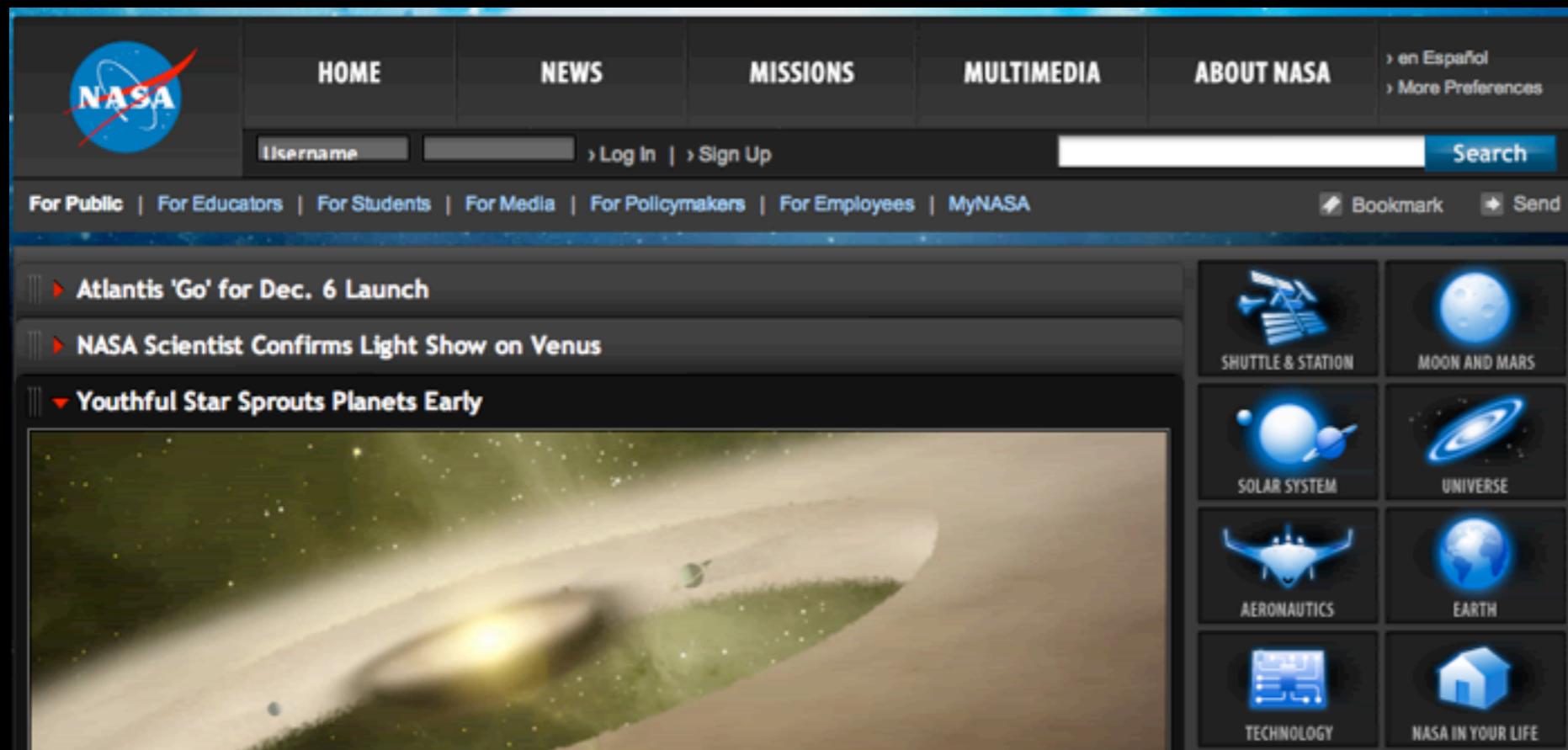
nbc.com

upc.com

# Web Apps Seem Prone to This



# Web Apps Seem Prone to This



The screenshot shows the NASA website homepage. The top navigation bar includes links for HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA, along with options for en Español and More Preferences. A search bar and user authentication links (Username, Log In, Sign Up) are also present. Below the navigation is a horizontal menu for different user groups: For Public, For Educators, For Students, For Media, For Policymakers, For Employees, and MyNASA. On the left, a sidebar lists recent news items: 'Atlantis 'Go' for Dec. 6 Launch', 'NASA Scientist Confirms Light Show on Venus', and 'Youthful Star Sprouts Planets Early'. The main content area features a large image of a comet's tail against a dark background. To the right, a grid of links to various NASA programs: SHUTTLE & STATION, MOON AND MARS, SOLAR SYSTEM, UNIVERSE, AERONAUTICS, EARTH, TECHNOLOGY, and NASA IN YOUR LIFE. At the bottom of the page, a real estate listing for a house in Morgan Hill, CA is displayed, showing a thumbnail image of the property and a call-to-action button for 'View Details'.

16280 Paradise Valley Ln  
Morgan Hill, CA 95037

\$2,265,000



(1 of 9)

Listing courtesy of Intero Real Estate Services

Disclaimer

[View Details](#) [Schedule a Tour](#)

# Web Apps Seem Prone to This

The image displays two separate web pages that have been modified with inappropriate content. The left page is a NASA website with a navigation bar for HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA. The right page is a Behr Process Corporation website for paint products.

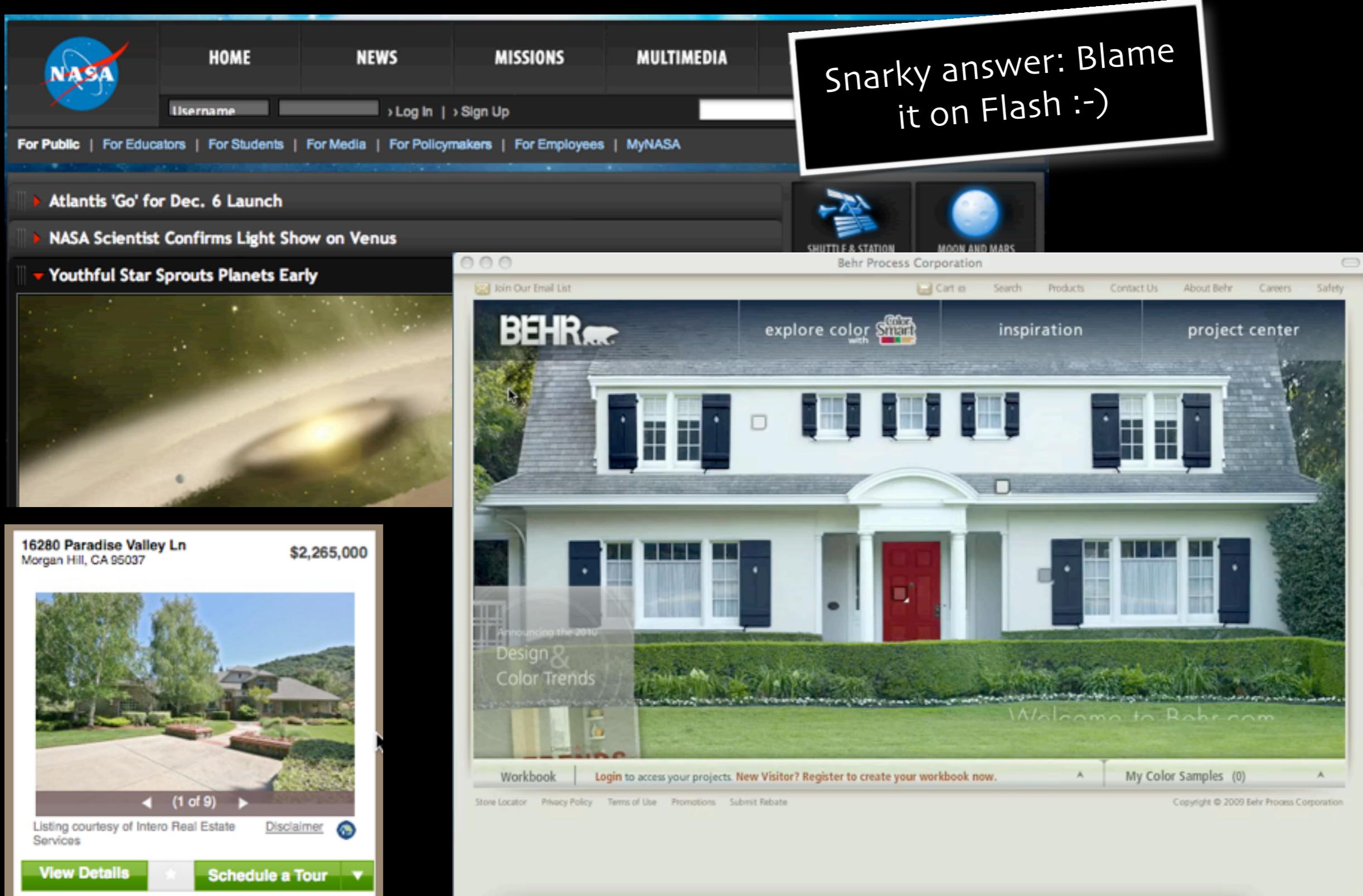
**NASA Website (Left):**

- Header: NASA logo, HOME, NEWS, MISSIONS, MULTIMEDIA, ABOUT NASA, en Espanol, More Preferences.
- Search Bar: Username, Log In, Sign Up, Search.
- Menu: For Public, For Educators, For Students, For Media, For Policymakers, For Employees, MyNASA.
- Buttons: Bookmark, Send.
- Content: Headlines: Atlantis 'Go' for Dec. 6 Launch, NASA Scientist Confirms Light Show on Venus, Youthful Star Sprouts Planets Early.
- Image: A large, blurry image of a celestial body with a bright light source.
- Text: 16280 Paradise Valley Ln, Morgan Hill, CA 95037, \$2,265,000.
- Image: A photograph of a large, modern house with a red door and dark shutters.
- Text: Listing courtesy of Intero Real Estate Services.
- Buttons: View Details, Schedule a Tour.

**Behr Process Corporation Website (Right):**

- Header: Join Our Email List, Cart (0), Search, Products, Contact Us, About Behr, Careers, Safety.
- Image: A large image of a white house with dark shutters and a red door.
- Text: BEHR, explore color with ColorSmart, inspiration, project center.
- Text: Announcing the 2010 Design & Color Trends.
- Text: Welcome to Behr.com.
- Buttons: Workbook, Login to access your projects. New Visitor? Register to create your workbook now.
- Links: Store Locator, Privacy Policy, Terms of Use, Promotions, Submit Rebate.
- Text: Copyright © 2009 Behr Process Corporation.

# Web Apps Seem Prone to This



**NASA**

HOME NEWS MISSIONS MULTIMEDIA

Username Log In | Sign Up

For Public | For Educators | For Students | For Media | For Policymakers | For Employees | MyNASA

▶ Atlantis 'Go' for Dec. 6 Launch

▶ NASA Scientist Confirms Light Show on Venus

▼ Youthful Star Sprouts Planets Early

16280 Paradise Valley Ln  
Morgan Hill, CA 95037 \$2,265,000

Announcing the 2010 Design & Color Trends

Workbook Login to access your projects. New Visitor? Register to create your workbook now.

My Color Samples (0)

Shuttle & Station Moon and Mars

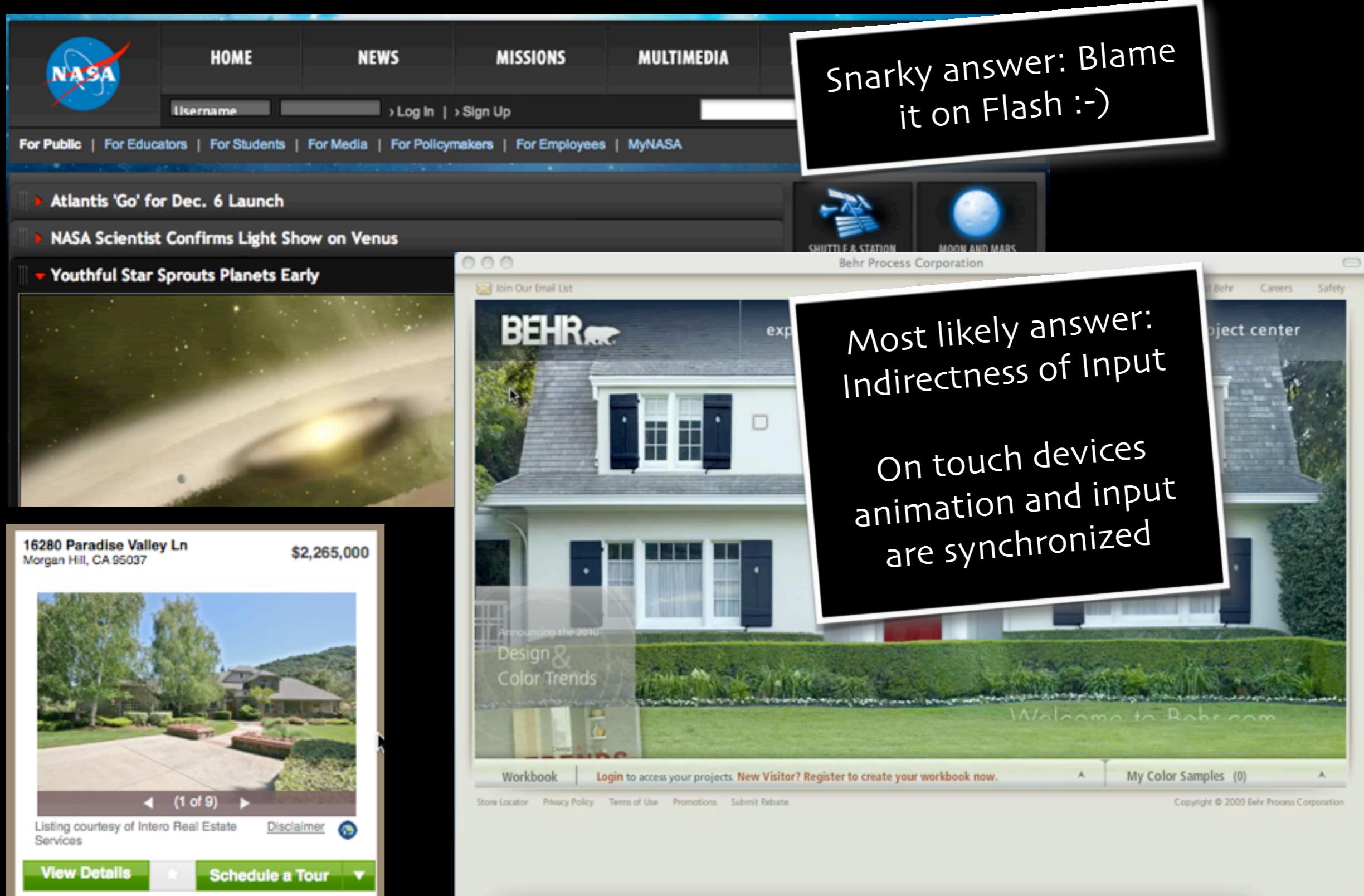
Behr Process Corporation

Join Our Email List Cart | Search Products Contact Us About Behr Careers Safety

View Details Schedule a Tour

Snarky answer: Blame it on Flash :-)

# 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**

16280 Paradise Valley Ln  
Morgan Hill, CA 95037      \$2,265,000

Listing courtesy of Intero Real Estate Services      Disclaimer

[View Details](#)   [Schedule a Tour](#)

HOME NEWS MISSIONS MULTIMEDIA

Username [Log In](#) | [Sign Up](#)

For Public | For Educators | For Students | For Media | For Policymakers | For Employees | MyNASA

► Atlantis 'Go' for Dec. 6 Launch

► NASA Scientist Confirms Light Show on Venus

▼ Youthful Star Sprouts Planets Early

SHUTTLE & STATION   MOON AND MARS

Behr Process Corporation

Join Our Email List

BEHR

exp

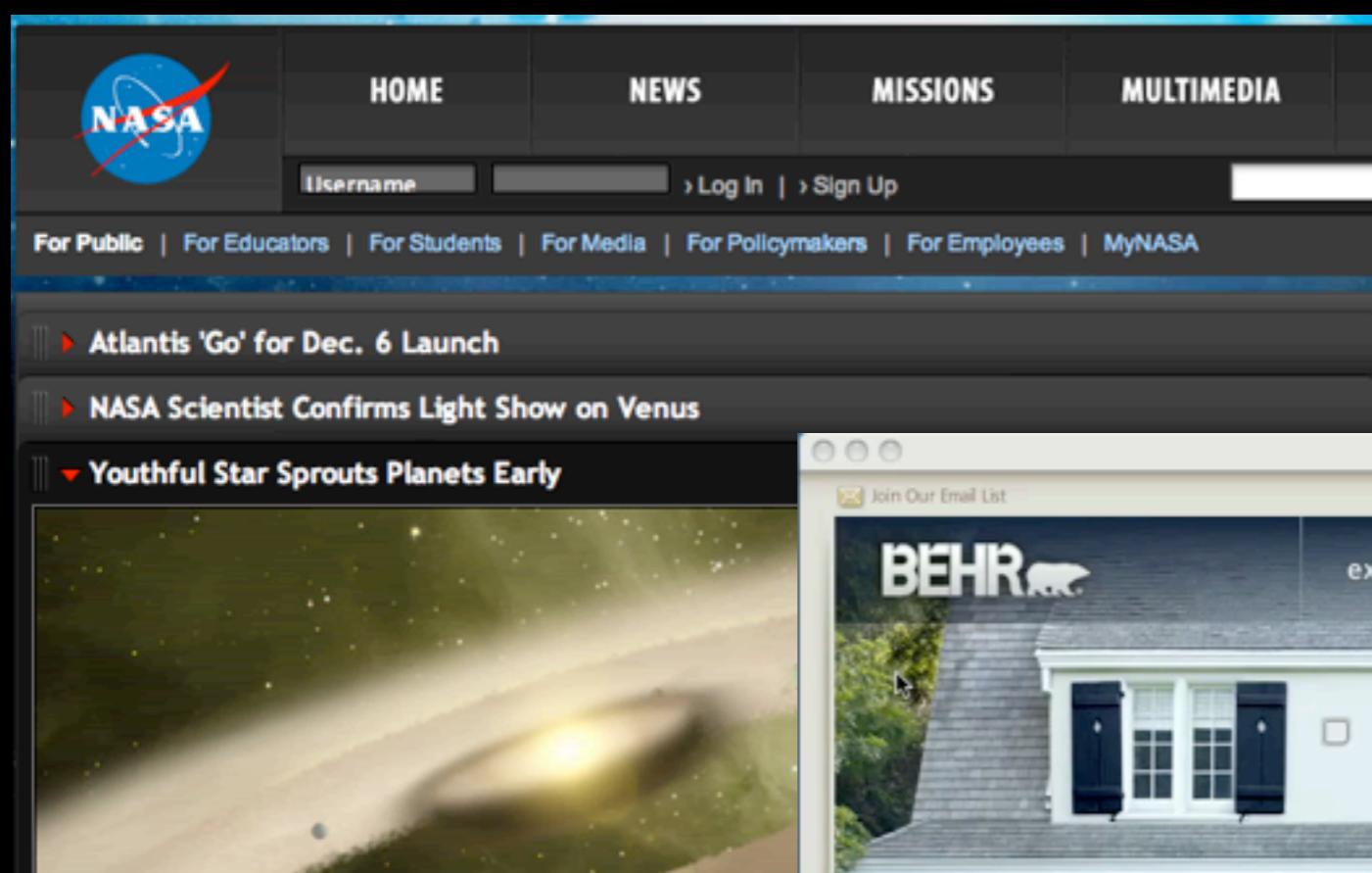
Announcing the 2010 Design & Color Trends

Workbook   [Login](#) to access your projects. [New Visitor?](#) Register to create your workbook now.

Store Locator   Privacy Policy   Terms of Use   Promotions   Submit Rebate

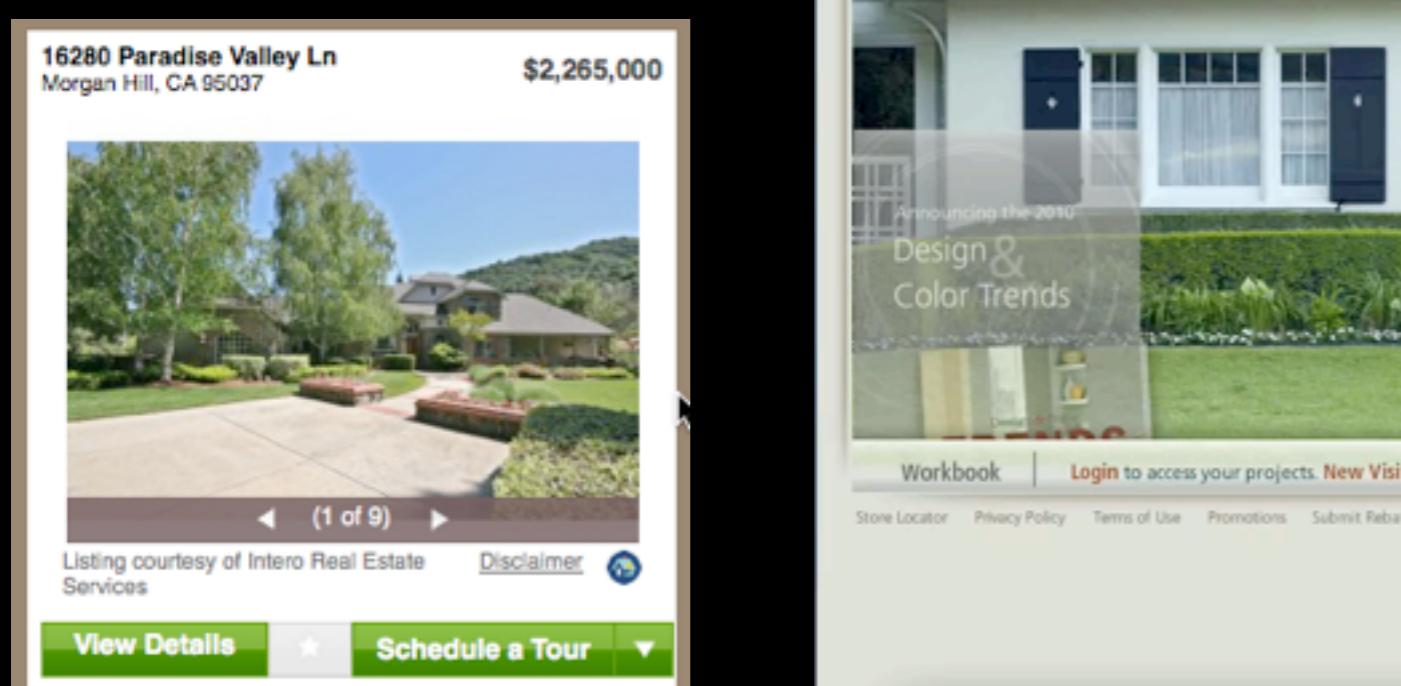
Copyright © 2009 Behr Process Corporation

# Web Apps Seem Prone to This

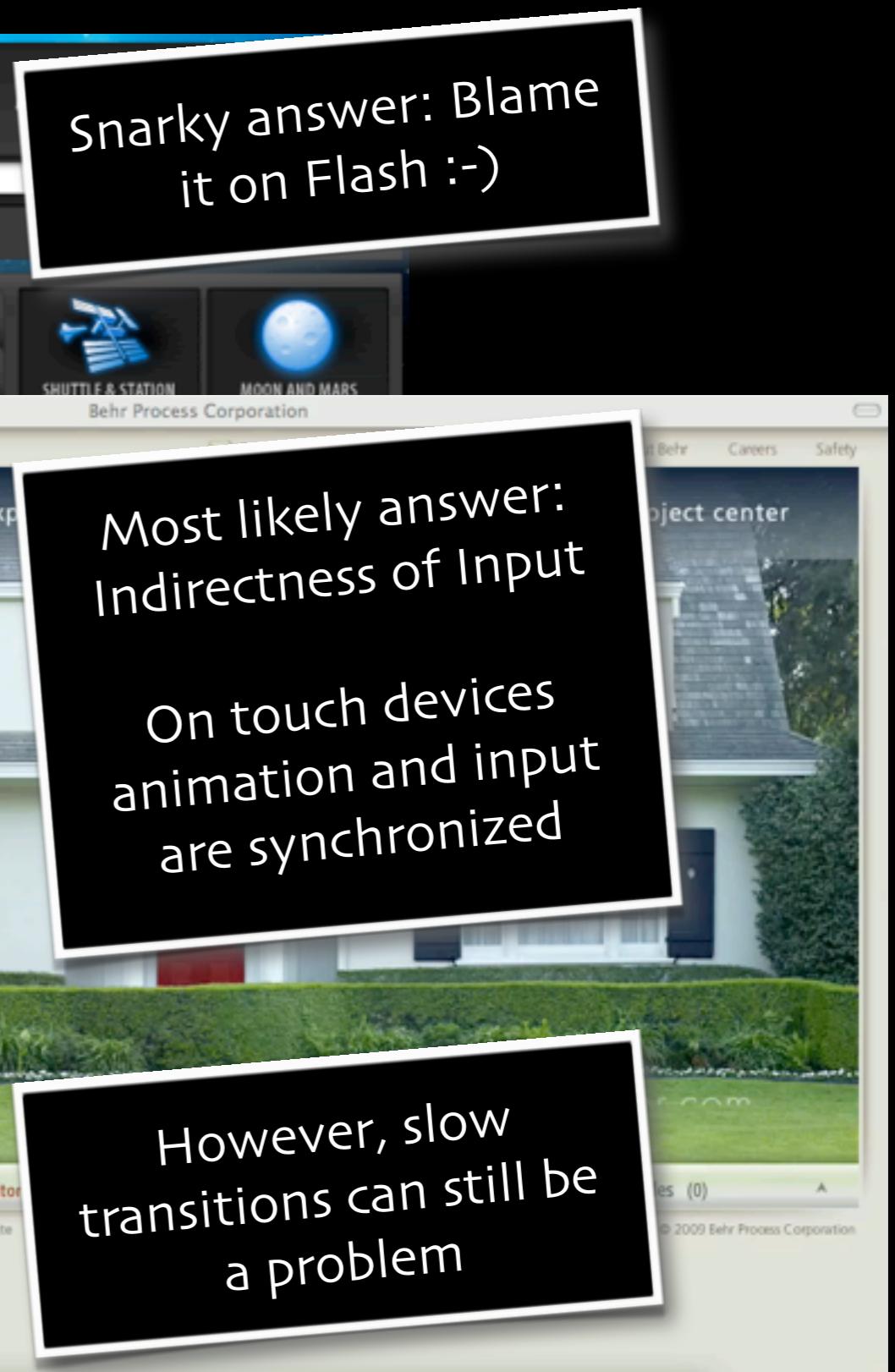


The NASA website features a prominent blurred image of a rocket launch in the background. The navigation bar includes links for HOME, NEWS, MISSIONS, and MULTIMEDIA. A sidebar on the left lists recent news items: 'Atlantis 'Go' for Dec. 6 Launch', 'NASA Scientist Confirms Light Show on Venus', and 'Youthful Star Sprouts Planets Early'. Below the news is a large image of a rocket launching.

16280 Paradise Valley Ln  
Morgan Hill, CA 95037      \$2,265,000



A real estate listing for a house at 16280 Paradise Valley Ln, Morgan Hill, CA 95037, priced at \$2,265,000. The listing includes a large image of the house, a description, and a 'View Details' button.



The BEHR website features a blurred image of a house in the background. A sidebar on the left contains links for 'Join Our Email List', 'BEHR', 'exp', 'Announcing the 2010 Design & Color Trends', 'Workbook', 'Login to access your projects. New Visitor', 'Store Locator', 'Privacy Policy', 'Terms of Use', 'Promotions', and 'Submit Rebate'. A large text box in the center says 'Snarky answer: Blame it on Flash :-)'.

Snarky answer: Blame it on Flash :-)

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

However, slow  
transitions can still be  
a problem

# Animation Can...

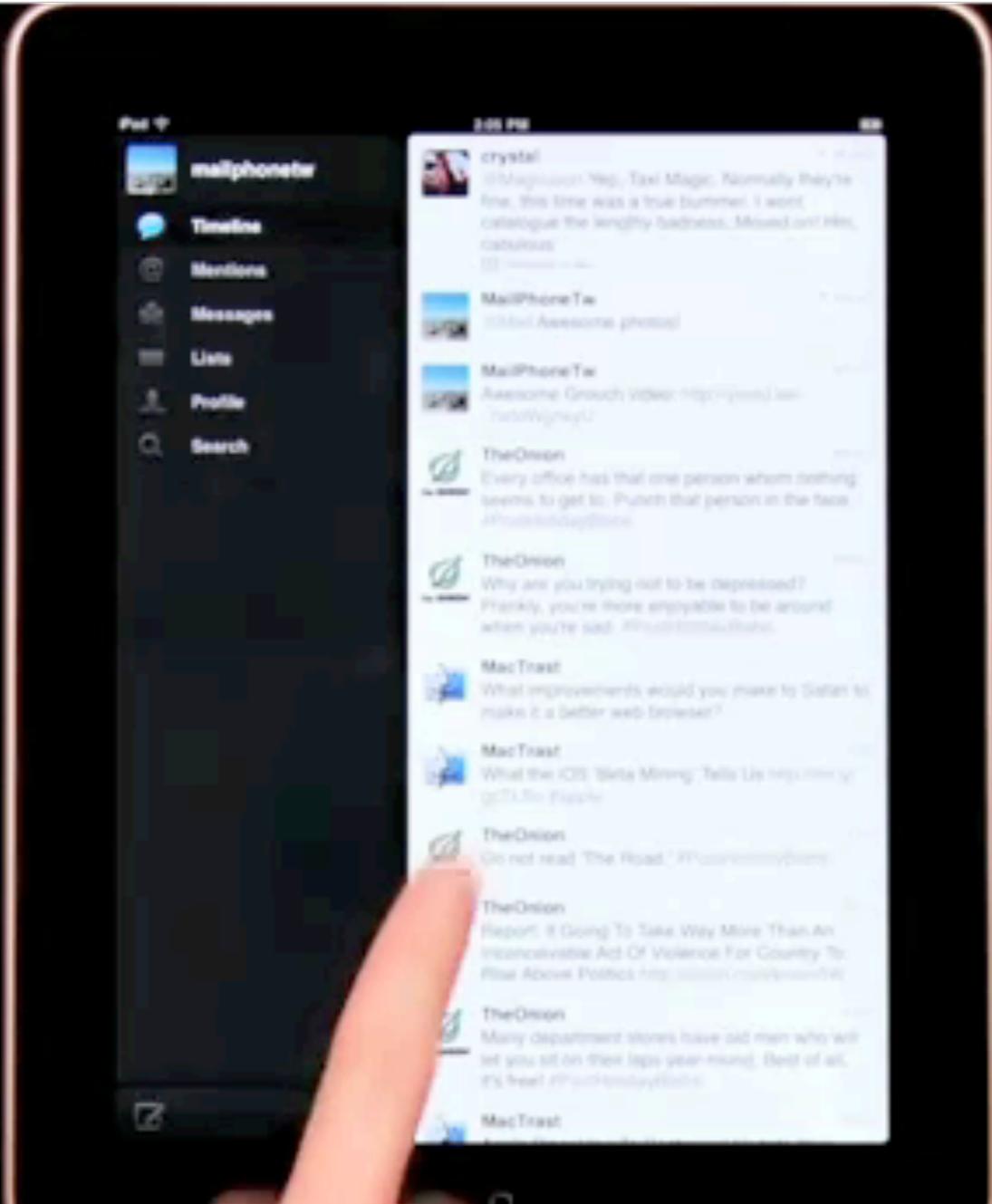


# Animation Can...

Reveal relationships



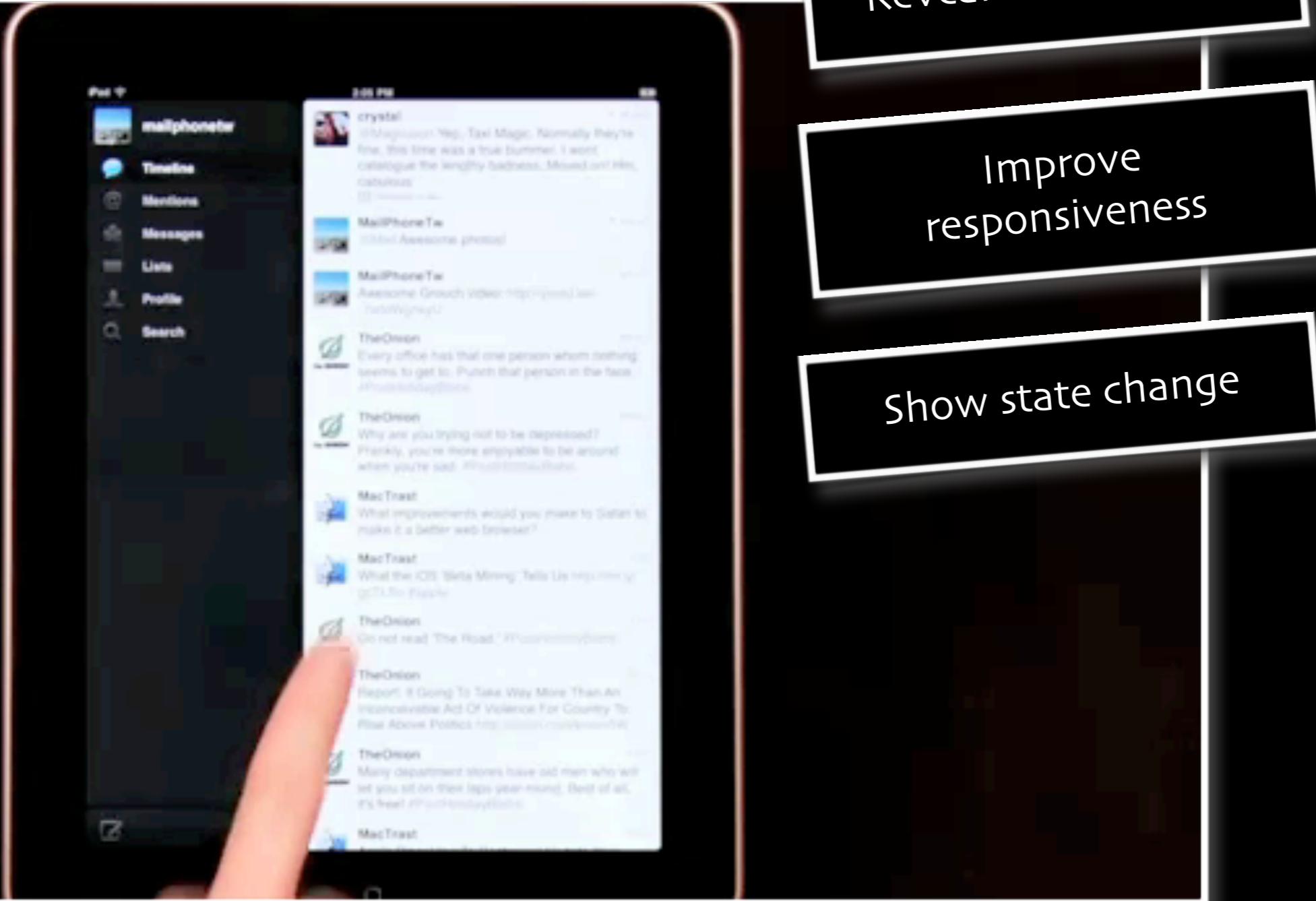
# Animation Can...



Reveal relationships

Improve  
responsiveness

# Animation Can...

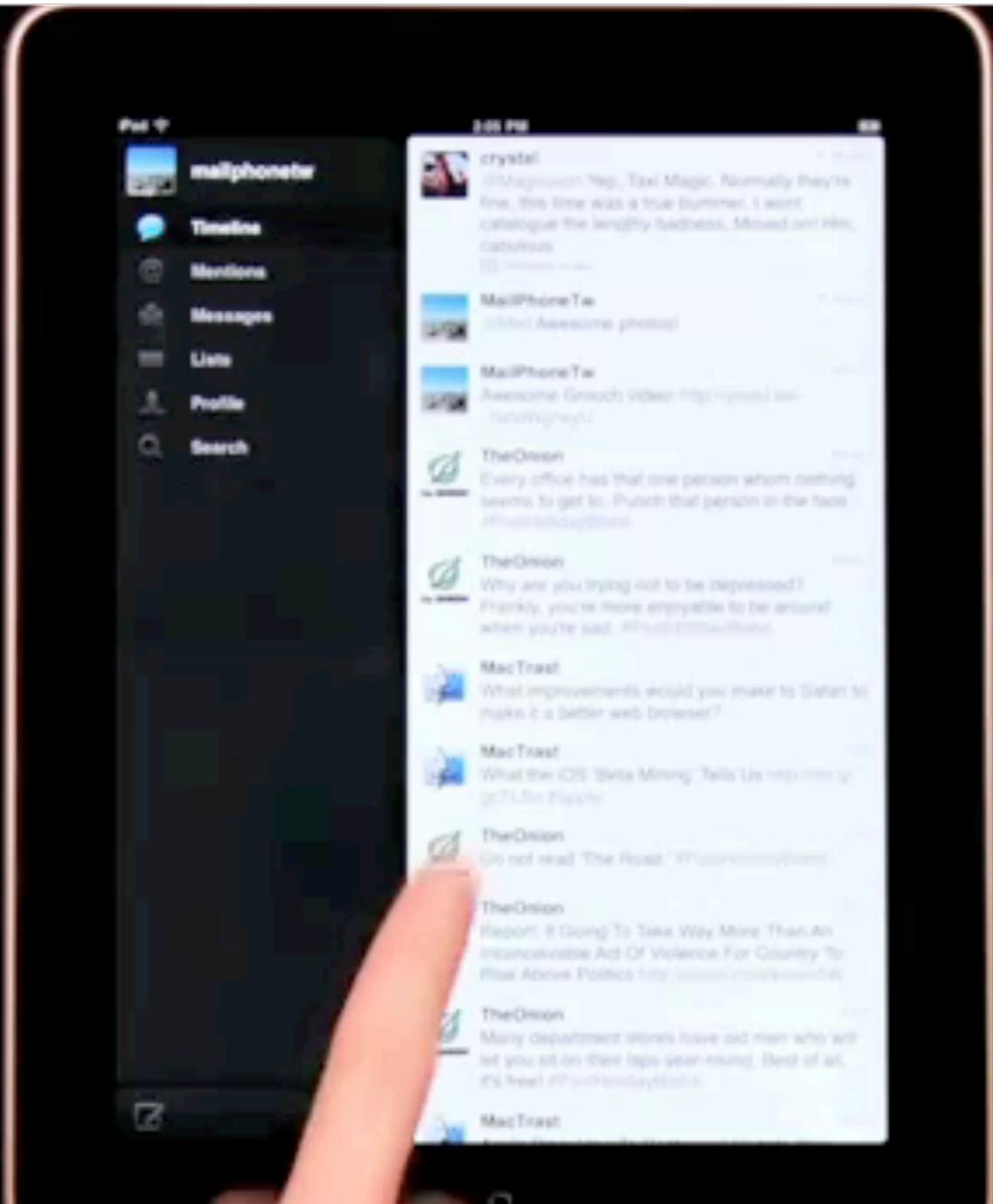


Reveal relationships

Improve responsiveness

Show state change

# Animation Can...



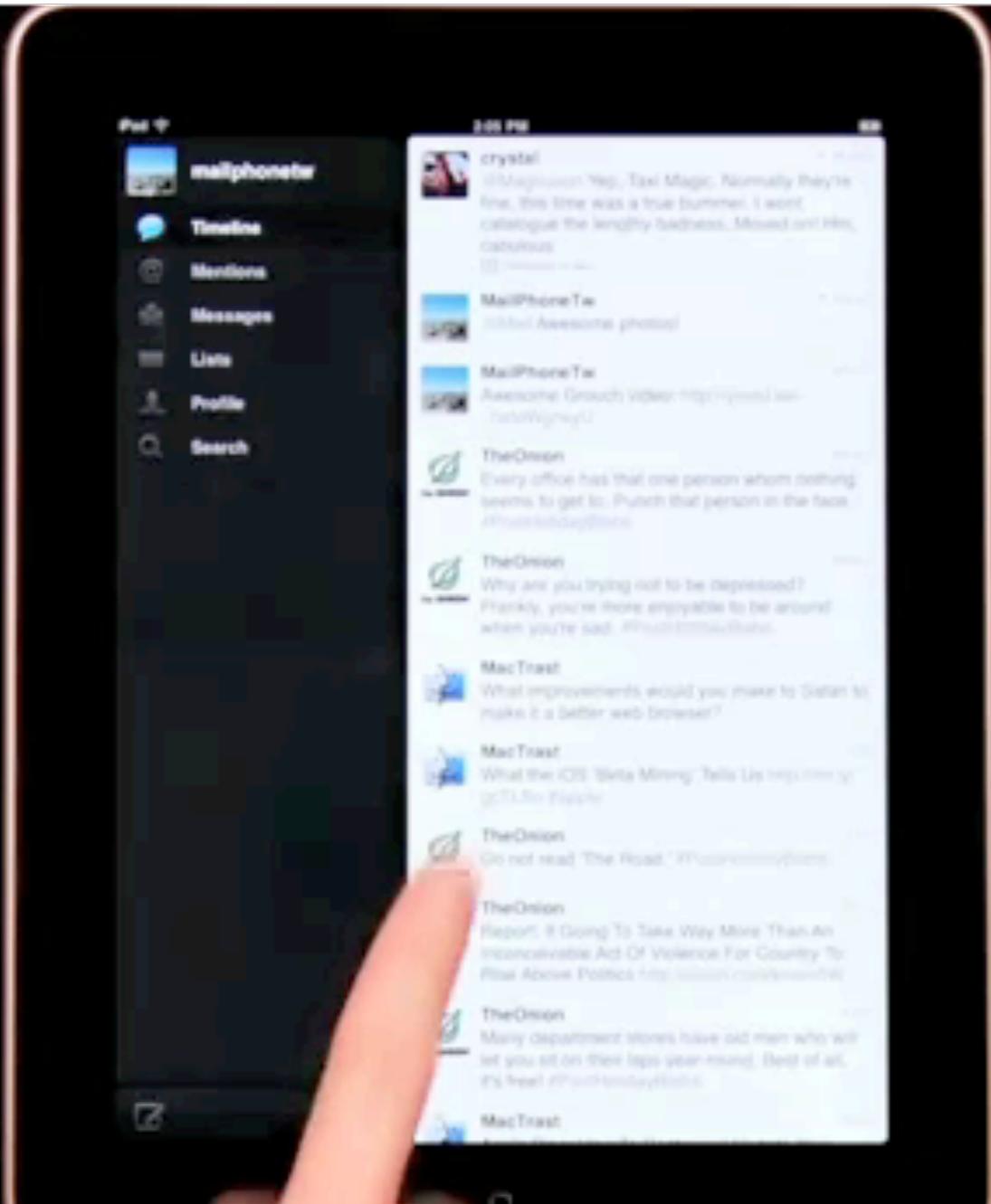
Reveal relationships

Improve responsiveness

Show state change

Focus attention

# Animation Can...



Reveal relationships

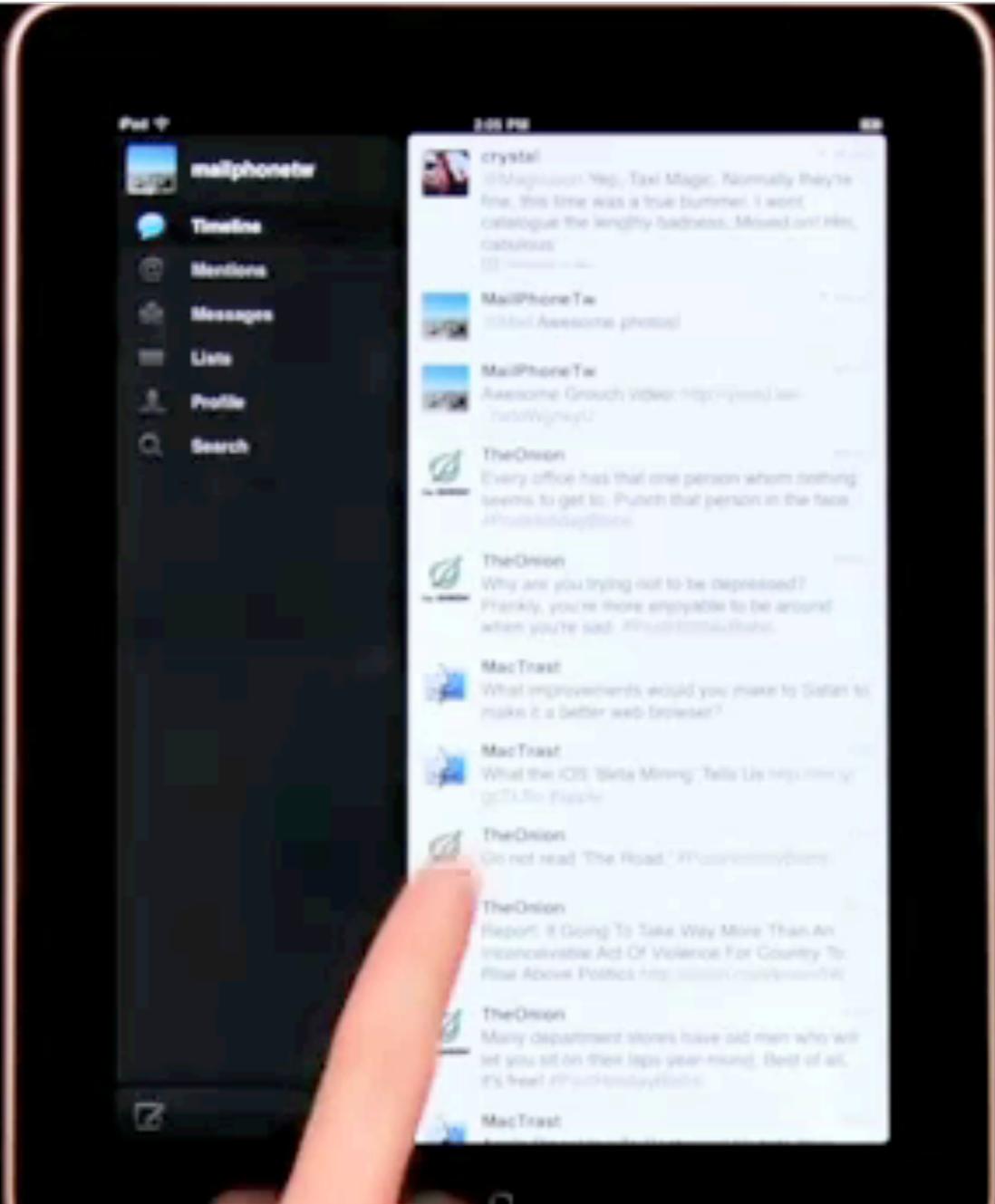
Improve responsiveness

Show state change

Focus attention

Create delight

# Animation Can...



Reveal relationships

Improve responsiveness

Show state change

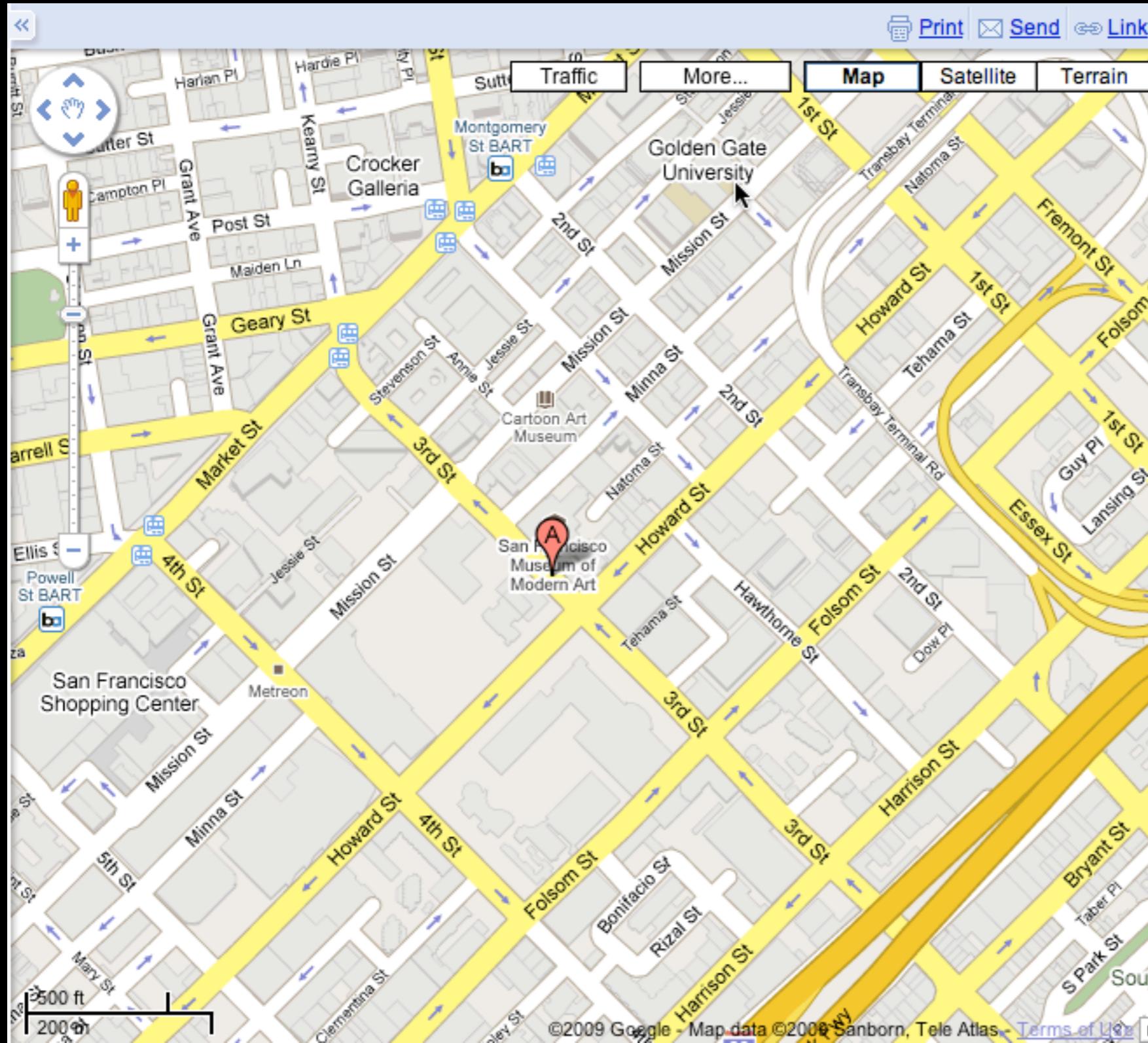
Focus attention

Create delight

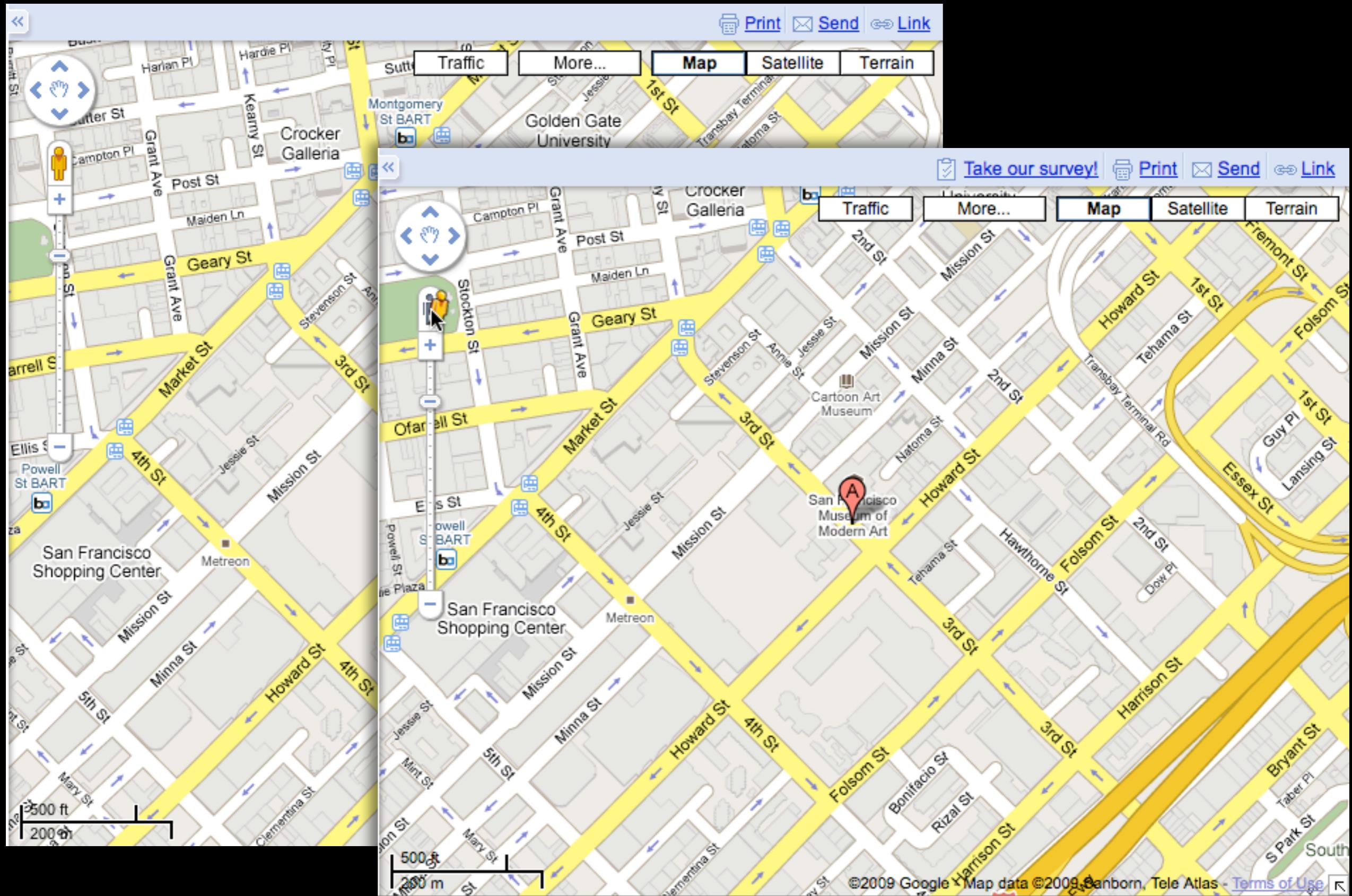
Simulate physicality

Use Invitations  
to Create  
Responsiveness

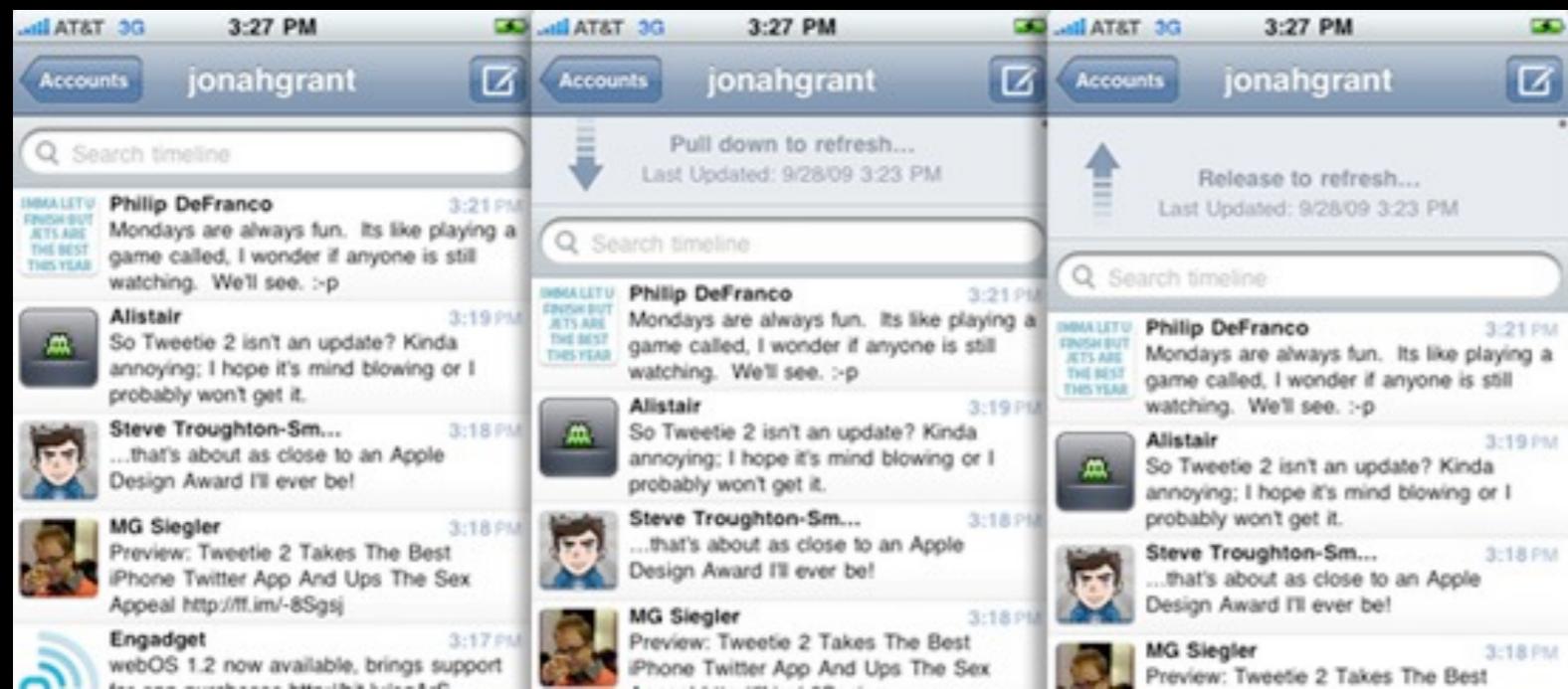
# Just in Time Invitations at Drag Moments



# Just in Time Invitations at Drag Moments



# Invitations at Touch-Hold Moments



# Invitations at Touch-Hold Moments



# Invitations at Reward Moments

# Invitations at Reward Moments

Close 

## Rate Your Recent Return

**OCEAN'S THIRTEEN**



★★★★☆

No Opinion

(click the stars)

RATE TO REVEAL...

...2 MOVIES YOU'LL LOVE

1 2

Add Add

☆☆☆☆☆

Not Interested

☆☆☆☆☆

Not Interested

# Invitations at Reward Moments

Close 

## Rate Your Recent Return

OCEAN'S THIRTEEN



RATE TO REVEAL...  
...2 MOVIES YOU'LL LOVE

1 2

Add Add

★★★★☆ No Opinion

☆☆☆☆☆ Not Interested

☆☆☆☆☆ Not Interested

(click the stars)

Major source of  
obtaining ratings

Be Snappy

to

Be Responsive

# Performance is Not Always a Given

**NETFLIX**

**Suggestions for You**

**New Arrivals**

**Genres**

**Instant Queue**

**Search**

[View more suggestions](#)

**Recently Watched**



**TV**



**Emotional Movies**



# Performance is Not Always a Given

We had to perform magic to get our Webkit core to do this one transition

The image shows a screenshot of the Netflix mobile website. At the top, the Netflix logo is visible. Below it, a red bar contains the text "Suggestions for You". To the right of this bar, there are several movie and TV show thumbnails. One specific transition between two thumbnails is highlighted with a white box, demonstrating a performance optimization. The highlighted area shows a smooth, fast transition effect. The rest of the page includes sections for "Recently Watched" (with thumbnails for "Alice in Wonderland", "Danny Phantom" seasons 1, 2, and 3, and "The Last Song"), "TV" (with thumbnails for "The Office" season 6, "Spartacus: Gods of the Arena", "Futurama", "Phineas and Ferb", and "Spartacus: Blood and Sand"), and "Emotional Movies" (with thumbnails for "The Land Before Time" and "Precious"). Navigation links like "New Arrivals", "Genres", "Instant Queue", and "Search" are also present on the left side of the main content area.

NETFLIX

Suggestions for You

Recently Watched

More

TV

Emotional Movies

View more suggestions

Recently Watched

ALICE IN WONDERLAND

DANNY PHANTOM

SEASON 1

SEASON 2

SEASON 3

LAST SONG

the office

SPARTACUS

FUTURAMA

Phineas & Ferb

SPARTACUS

View more suggestions

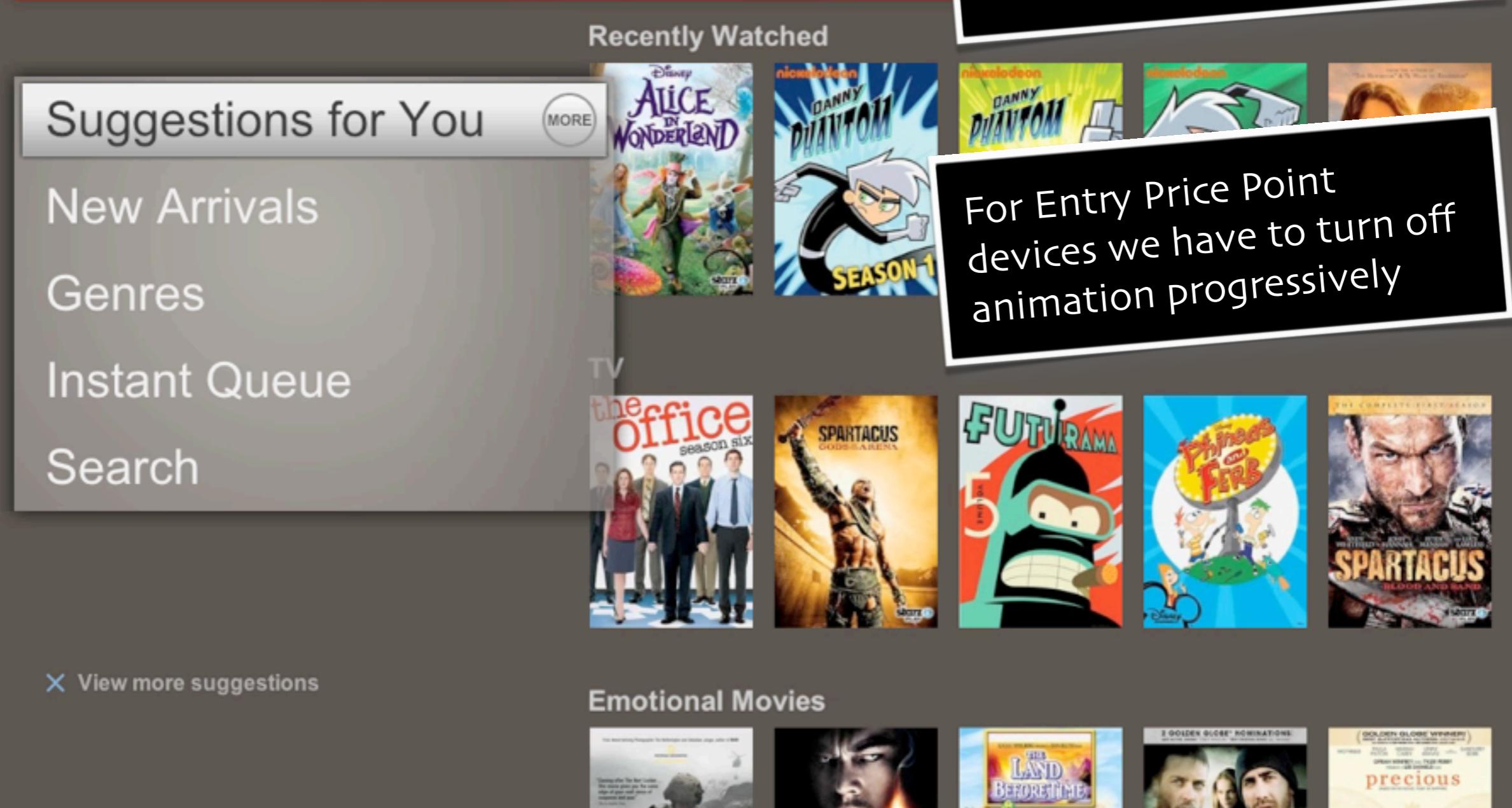
Emotional Movies

THE LAND BEFORE TIME

precious

# Performance is Not Always a Given

We had to perform magic to get our Webkit core to do this one transition



The screenshot shows the Netflix mobile website. At the top is the Netflix logo. Below it is a navigation bar with links: 'Suggestions for You', 'New Arrivals', 'Genres', 'Instant Queue', and 'Search'. To the right of these are sections for 'Recently Watched' (with thumbnails for 'Alice in Wonderland' and 'Danny Phantom Season 1'), 'TV' (with thumbnails for 'The Office Season Six', 'Spartacus: Gods of the Arena', 'Futurama', 'Phineas & Ferb', and 'Spartacus: Blood and Sand'), and 'Emotional Movies' (with thumbnails for 'The Land Before Time', 'Precious', and 'The Hurt Locker'). A 'MORE' button is located above the TV section. At the bottom left is a link 'View more suggestions' with a blue 'X' icon. A large black box with white text is overlaid on the top right, containing the quote 'We had to perform magic to get our Webkit core to do this one transition'. Another black box with white text is overlaid on the middle right, containing the quote 'For Entry Price Point devices we have to turn off animation progressively'.

NETFLIX

Suggestions for You

New Arrivals

Genres

Instant Queue

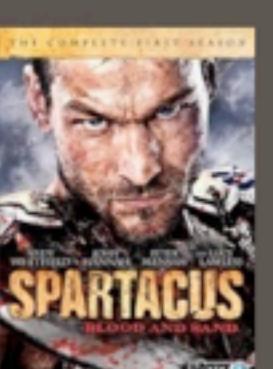
Search

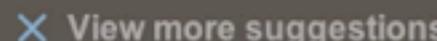
Recently Watched

MORE

TV

Emotional Movies



We had to perform magic to get our Webkit core to do this one transition

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

# Responsiveness Across platforms

	<b>Input</b>
<b>Web</b>	<b>Pointer</b> <b>Indirect</b>
<b>Tablet/ Mobile</b>	<b>Fingers</b> <b>Direct</b>
<b>TV</b>	<b>Remote</b> <b>Indirect</b>

# Responsiveness Across platforms

	<b>Input</b>	<b>Animation</b>
<b>Web</b>	<b>Pointer</b> <b>Indirect</b>	<b>Make Indirect Input Feel More Direct</b>
<b>Tablet/ Mobile</b>	<b>Fingers</b> <b>Direct</b>	<b>Make Direct Input Feel Real</b>
<b>TV</b>	<b>Remote</b> <b>Indirect</b>	<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</b> (usually once an item is selected)

# Responsiveness Across platforms

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

# TV Experiences...

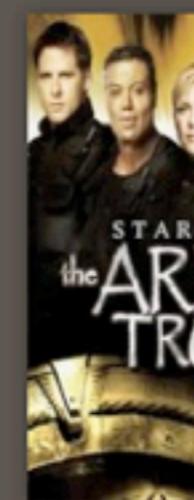
# TV Experiences...



2 / 332

△ Search

## Instant Queue



Bella

2006 PG-13 1h 31m



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

## Recently Watched



Cast:

Eduardo Verástegui,  
Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez  
Monteverde

## Emotional Dramas

[Watch Instantly](#)[Browse DVDs](#)[Your Queue](#)[★ Suggestions For You](#) [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

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

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

Suggestion

**1**

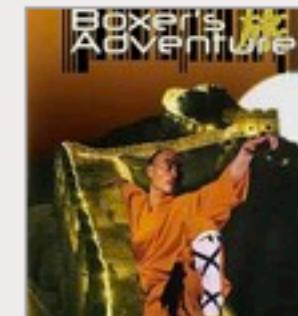
Suggestion

**2**

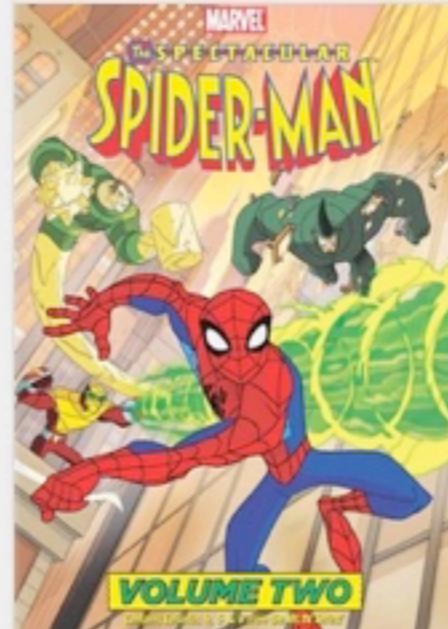
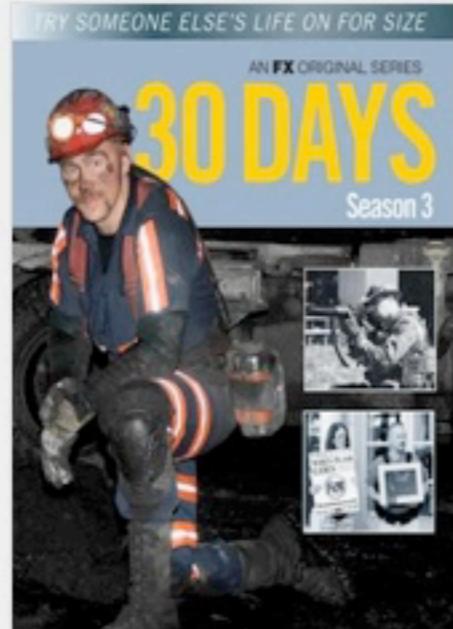
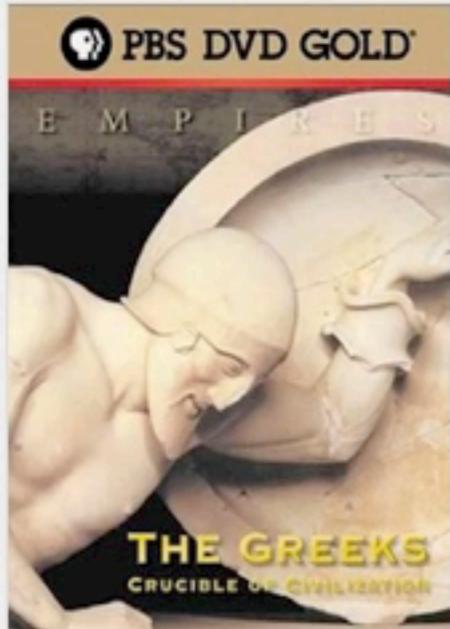
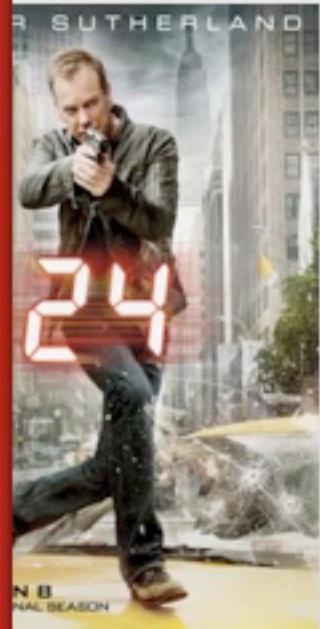
Suggestion

**3****Suspenseful Conspiracy Action & Adventure**[See all ▾](#)**Your taste preferences**  
created this row.**Suspenseful**  
**Action & Adventure**

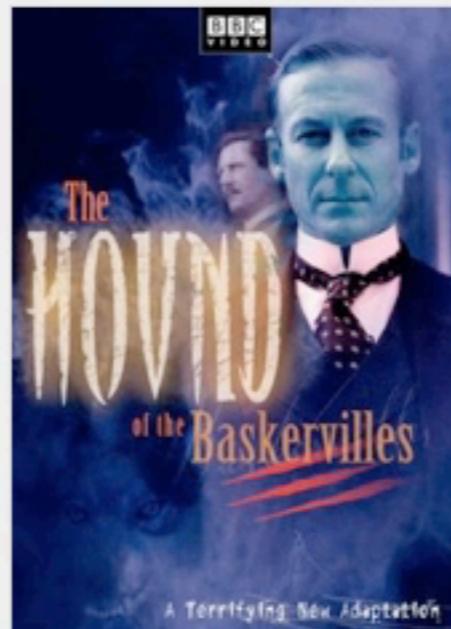
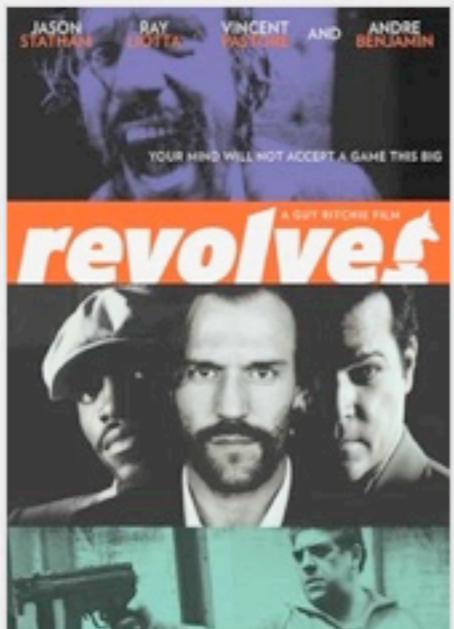
As well as your interest in...

[24: Season 2](#)[Chain Reaction](#)[Westbound](#)[Boxer's Adventure](#)

## TOP 10 FOR BILL



## BRITISH CRIME THRILLERS

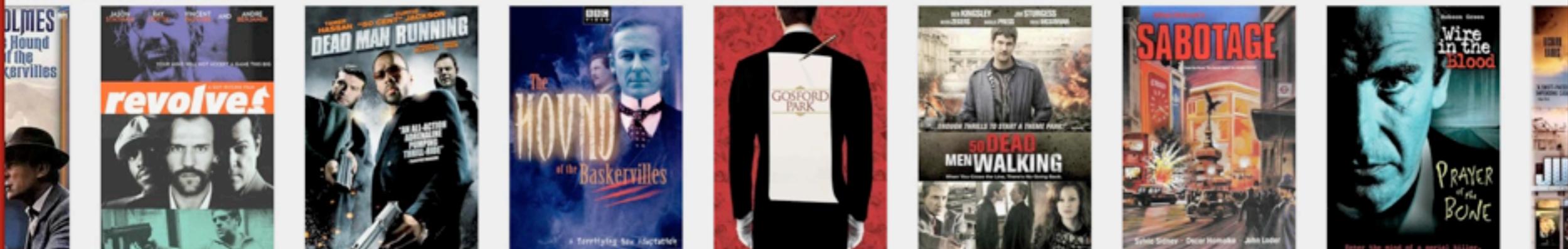


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## TOP 10 FOR BILL



## BRITISH CRIME THRILLERS



## CRITICALLY-ACCLAIMED DARK ACTION &amp; ADVENTURE



# Can Influence Website Experience





**Presentation**  
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<http://designingwebinterfaces.com>

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