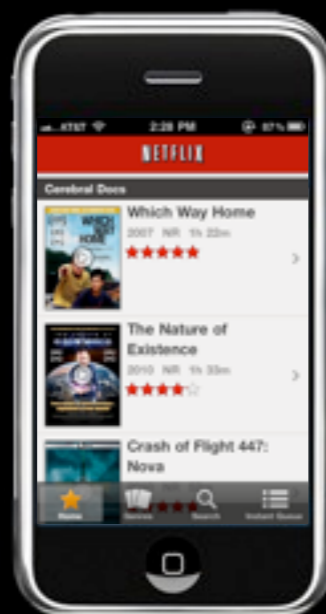
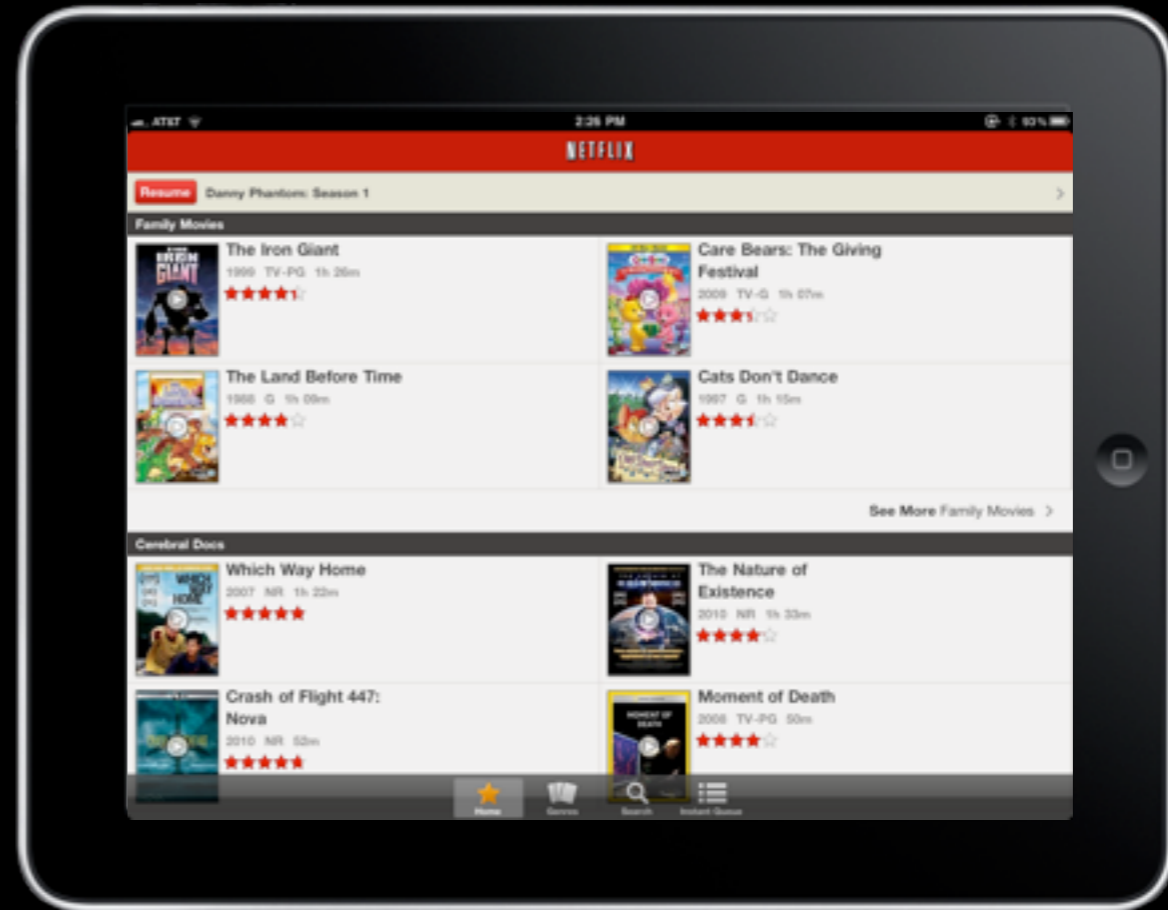




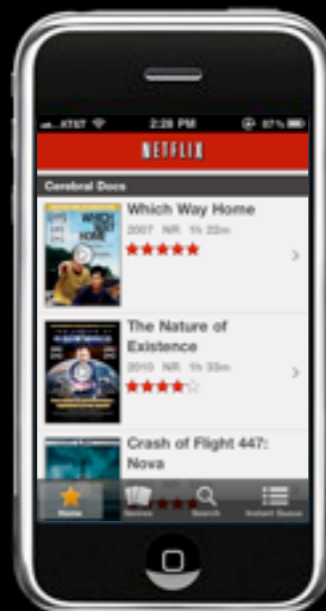
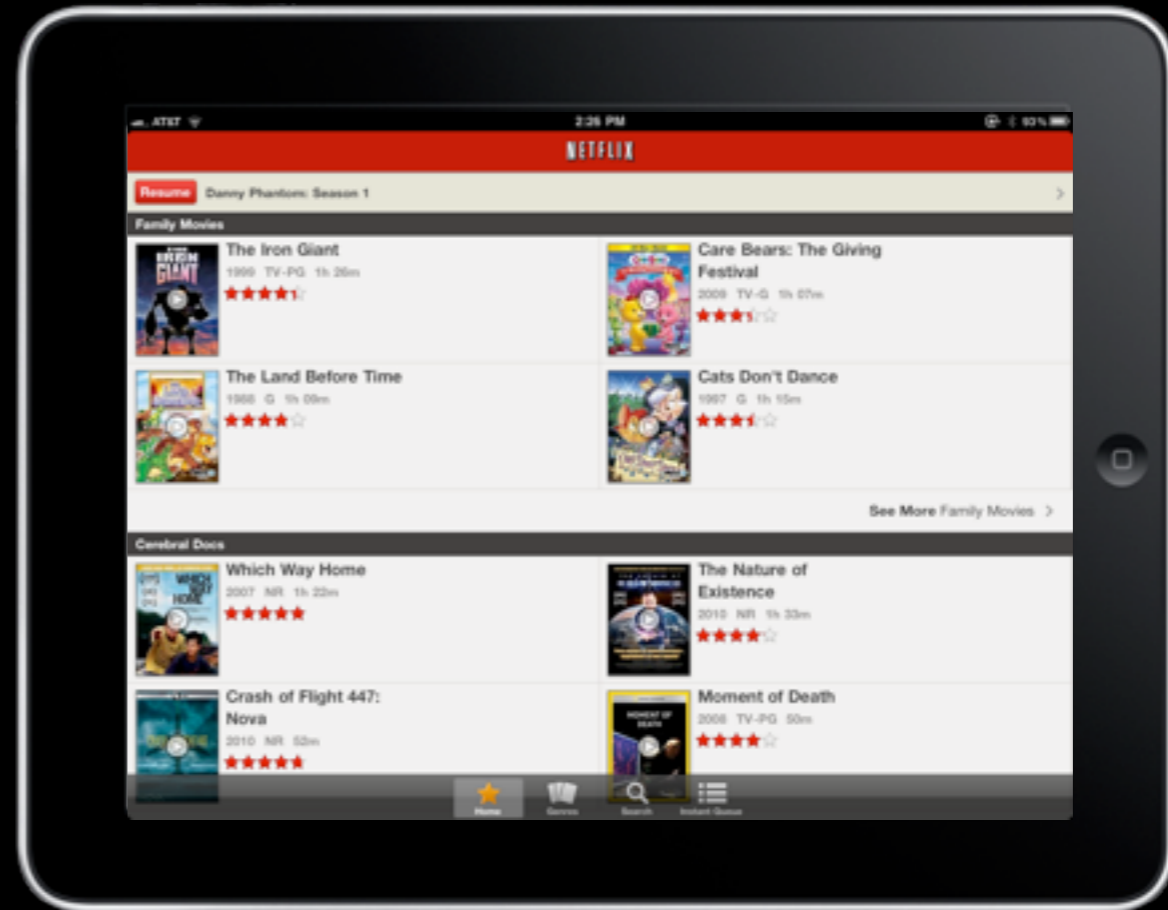
# Designing for Mice & Men

Bill Scott, Netflix

# Netflix Across Devices (in-house products)



# Netflix Across Devices (in-house products)



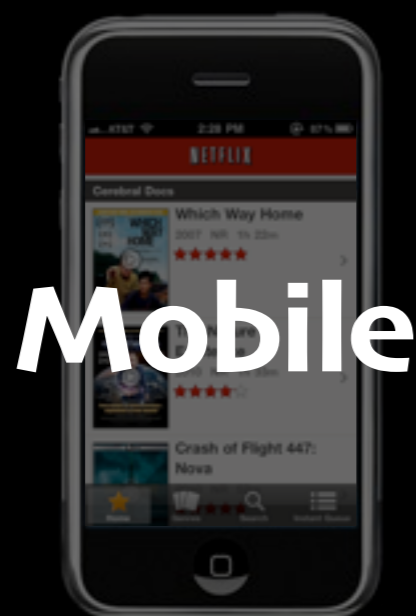
# Netflix Across Devices (in-house products)



Web



Tablet

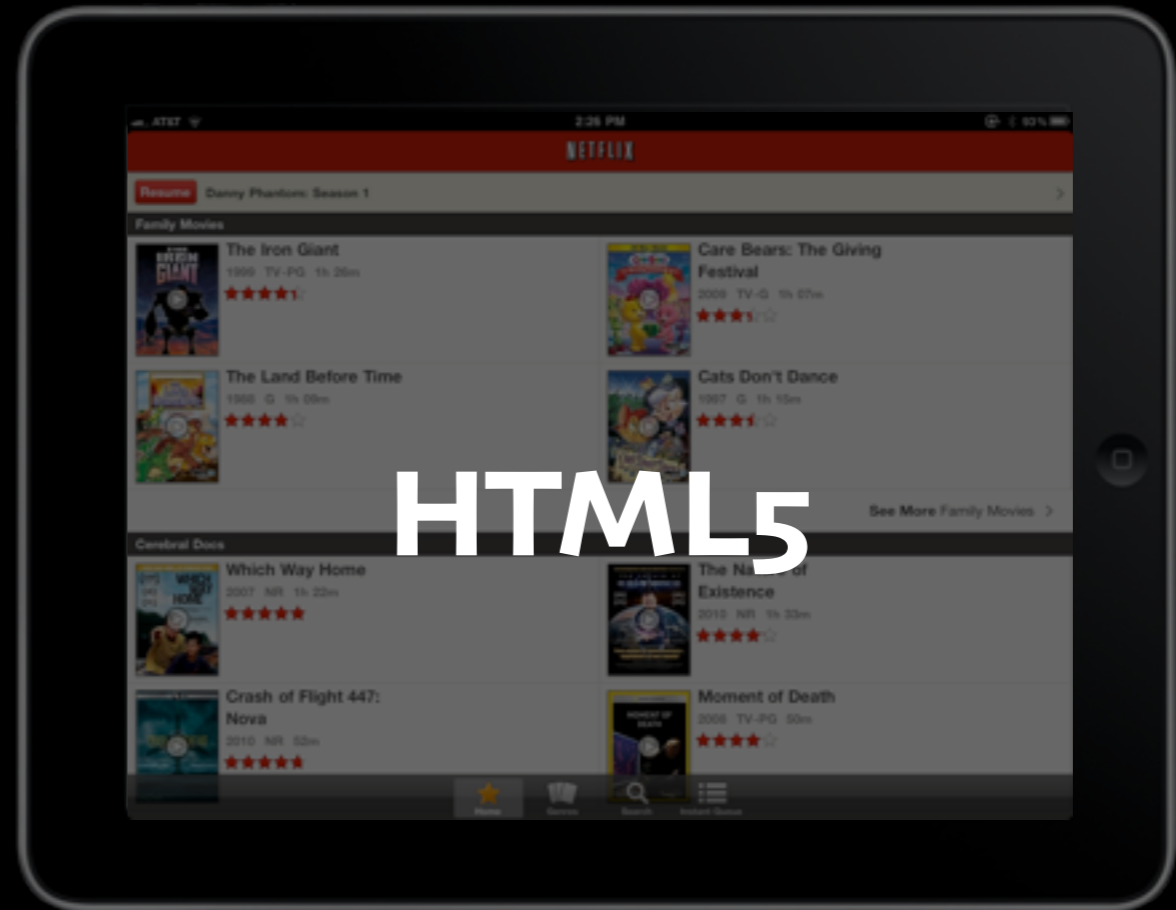


Mobile



TV

# Netflix Across Devices (in-house products)



# Common Platform Across Devices



**Why?**

# Why?

## Server-driven dynamic UI

# Why?

## Server-driven dynamic UI

# Why?

**Server-driven dynamic UI**

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

# Why?

**Server-driven dynamic UI**

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

# Why?

**Server-driven dynamic UI**

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

**Support A/B Testing**

# Why?

**Server-driven dynamic UI**

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

**Support A/B Testing**

# Why?

**Server-driven dynamic UI**

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

**Support A/B Testing**

**Learn Fast/Fail Quickly**

# Why?

**Server-driven dynamic UI**

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

**Support A/B Testing**

**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**

# Chaos (400 SKUs)

NETFLIX

Action & Adventure 02 | 50

Drama

**The Matrix: Reloaded**  
 ★★★★★ 2003 2h 18m R HD  
 After Zion -- the last outpost still under human control -- is discovered, the battle against the machines that have enslaved people in the Matrix reaches its peak, and Neo, Morpheus, Trinity and the rest of the gang must...

NETFLIX

Drama  
Independent  
New Arrivals: TV  
New Arrivals: Movies

**Pineapple Express**  
 1 of 100 | Pineapple Express | 117 mins | R  
 Select Back Add to Instant Queue Play

NETFLIX instant queue 05 | 9

**30 ROCK**  
 SEASON 1

**THE OFFICE**  
 SEASON 1

**HEROES**

**The Princess and the Frog** G  
 Walt Disney Pictures

Down in New Orleans during the fabulous Jazz Age, young Princess Tiana (voice of Anika Noni Rose) searches for true love and comes face-to-face with snooty debutante Charlotte, ancient voodoo priestess Mama Odie and the evil Dr. Facilier.

Details	Actors	Directors	Categories
Children & Family Released 2009 97 minutes ★★★★★	Anika Noni Rose Terrence Howard John Goodman Bruno Campos Keith David	Ron Clements John Musker	Children & Family Family Animation Disney

Play Rate Remove More

More like this

G-FORCE, The Princess and the Frog, The Princess and the Frog, The Princess and the Frog, The Princess and the Frog, The Princess and the Frog, The Princess and the Frog, The Princess and the Frog

NETFLIX

Instant Queue

**Caddyshack**  
 R ★★★★★

Jump to Top Refresh

© 2010 CBS Interactive

NETFLIX Instant Queue

The Adventures of Baron Munchausen

The Office: Season 1

Word Wars

Nosferatu

The Life of Birds

Liar Liar

The Devil Came on Horseback

**PG** ★★★★★  
 John Neville, Eric Idle

# Controlled Variances

NETFLIX

## Recently Watched

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

Search

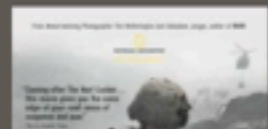


TV



✕ View more suggestions

## Emotional Movies



# Controlled Variances

NETFLIX

2 / 332

Search

## Instant Queue



### Bella

2006 PG-13 1h 31m



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

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

## Recently Watched



## Emotional Dramas

# Managing Across Platforms

# **Managing Across Platforms**

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

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

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

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(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**

# Managing Across Platforms

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# 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!)



# 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



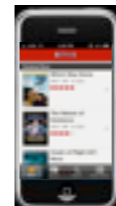
# Designing for Mice & Men



Web



TV



Mobile

## Input

**Indirect.** Pointer/keyboard

## Navigation

Controls & windows

## Posture

Stationary

## Display

Hi-Rez, large, near

## Input

**Indirect.** LRUD/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



# Designing for Mice & Men



Web



TV

## Input

**Indirect.** Pointer/keyboard

## Navigation

Controls & windows

## Posture

Stationary

## Display

Hi-Rez, large, near

## Input

**Indirect.** LRUD/OSK

## Navigation

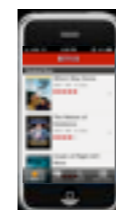
Panes

## Posture

Lean Back

## Display

Hi-Rez, far-away



Mobile



Tablet

## Input

**Direct.** Gesture/OSK

## Navigation

Panes

## Posture

On-the-go

## Display

Hi-Rez, small, near

## 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

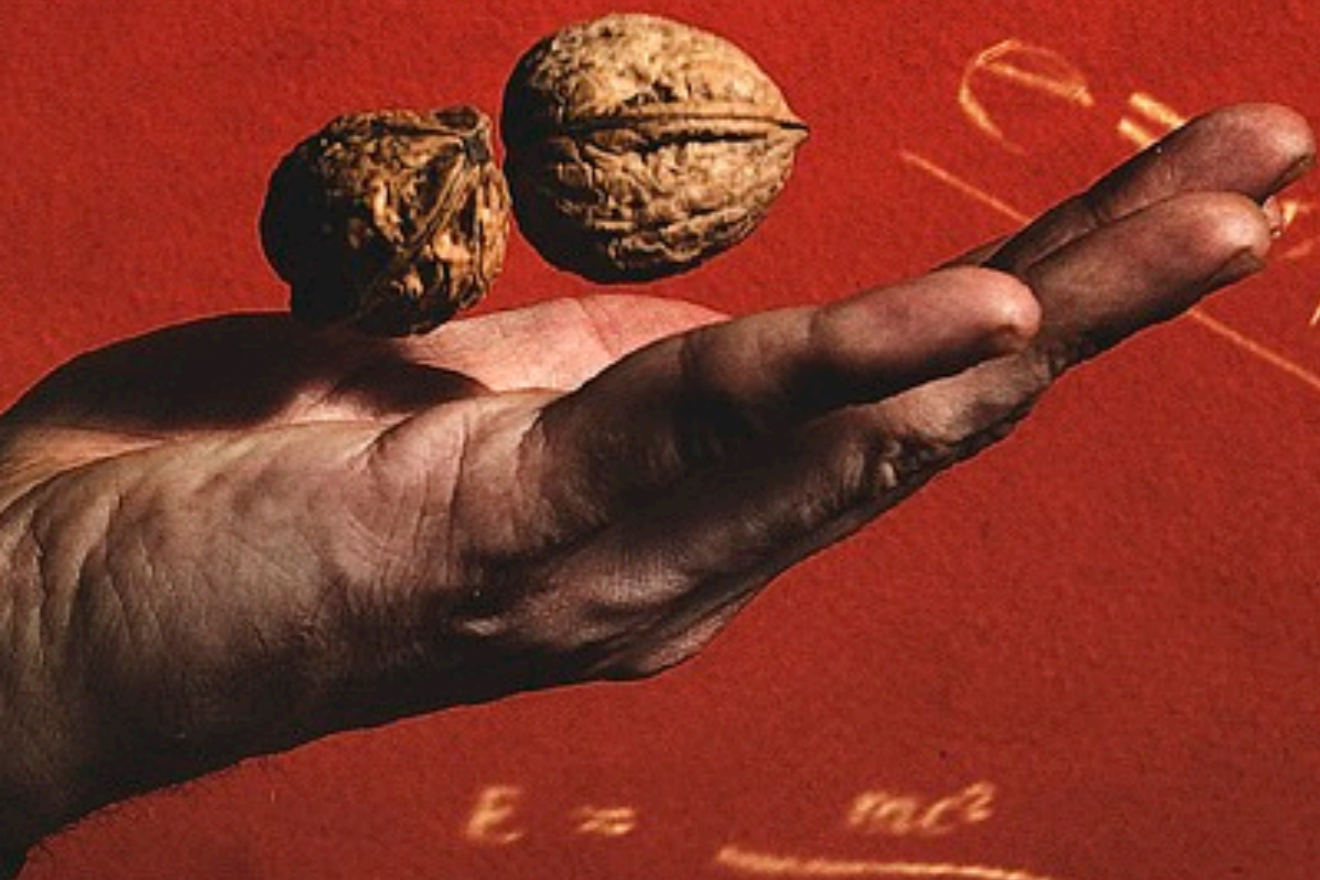
but the application of principles varies across **input, posture, navigation & display**

# Three Principles

# Three Principles

common design principles for  
multiple platform design

# #1 Get Physical



$$E = \frac{mc^2}{\sqrt{1 - \frac{v^2}{c^2}}}$$

# 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

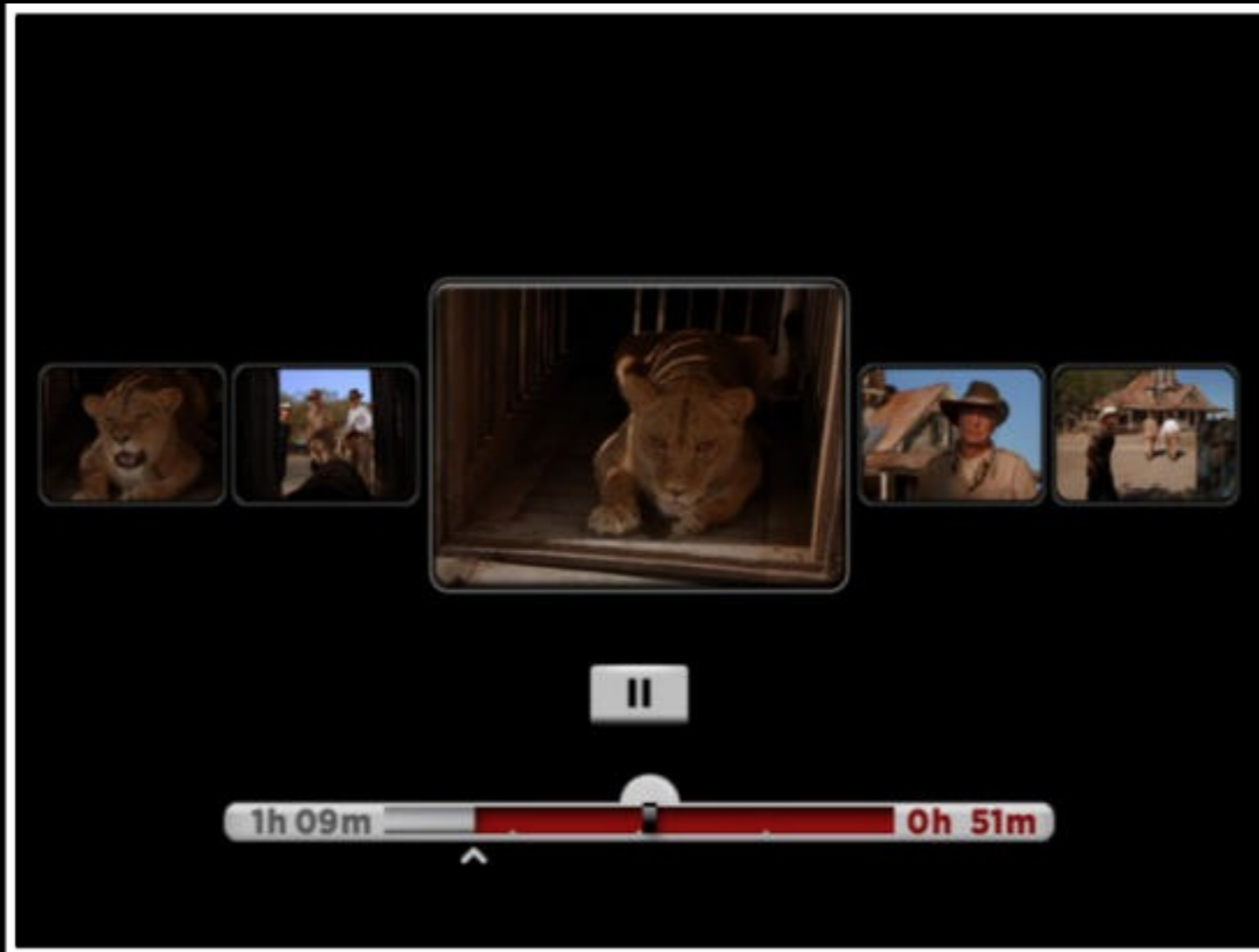
Whenever possible, add a realistic, physical dimension to your application.

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.

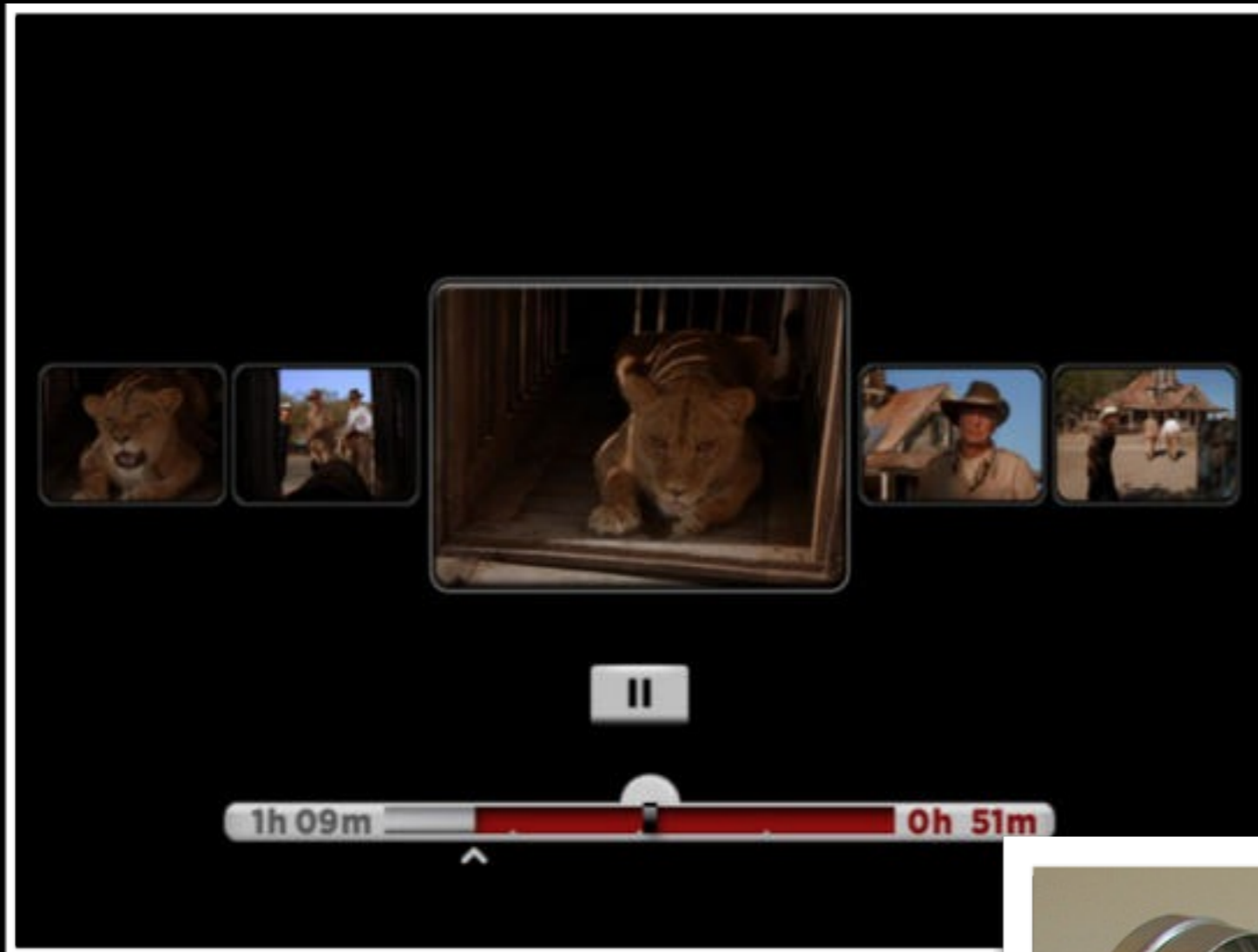
- Apple HIG

**Use Metaphors**  
**to Embody**  
**Physicality**

# Physicality as Metaphor



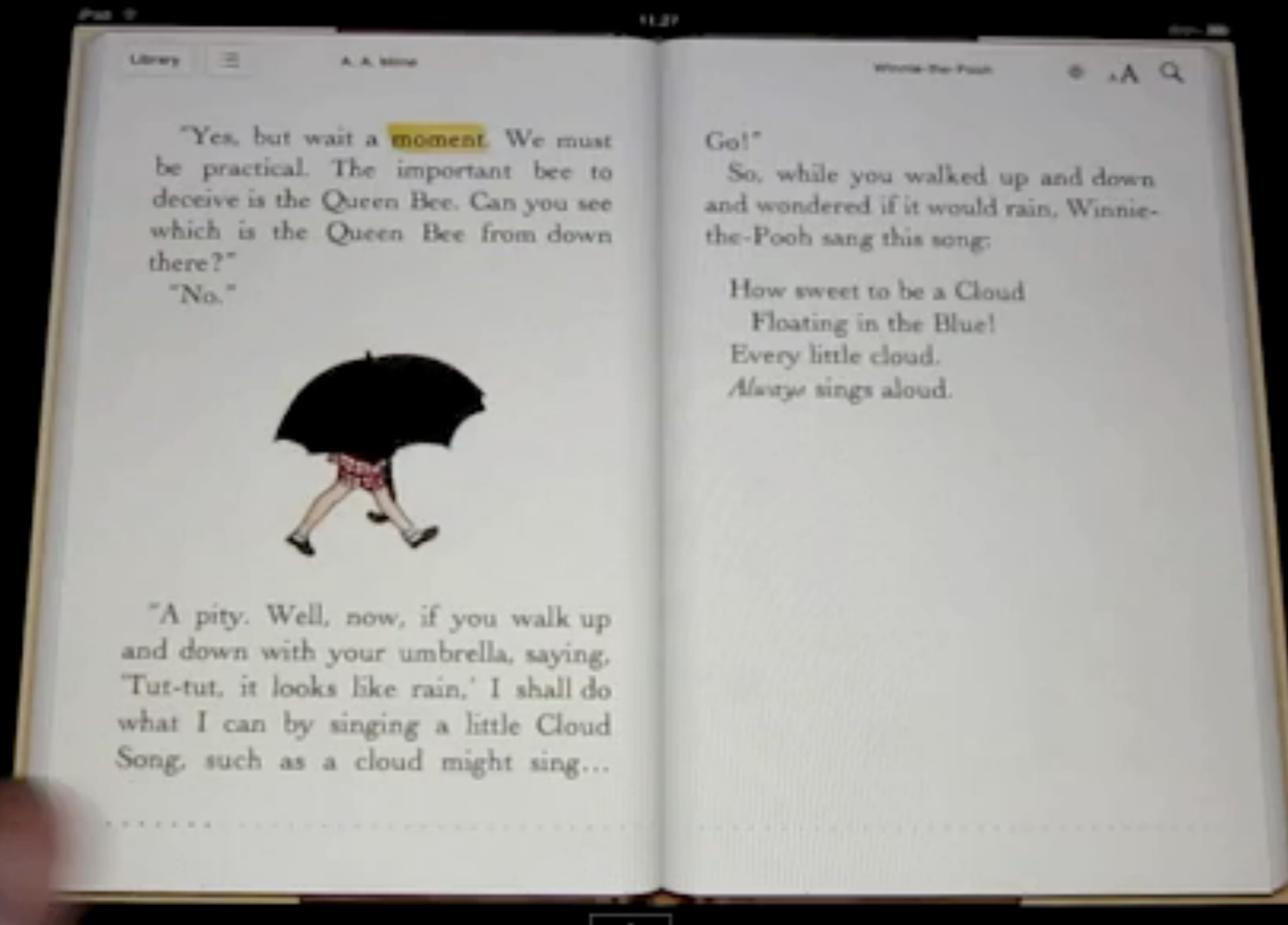
# Physicality as Metaphor



**Film Strip**

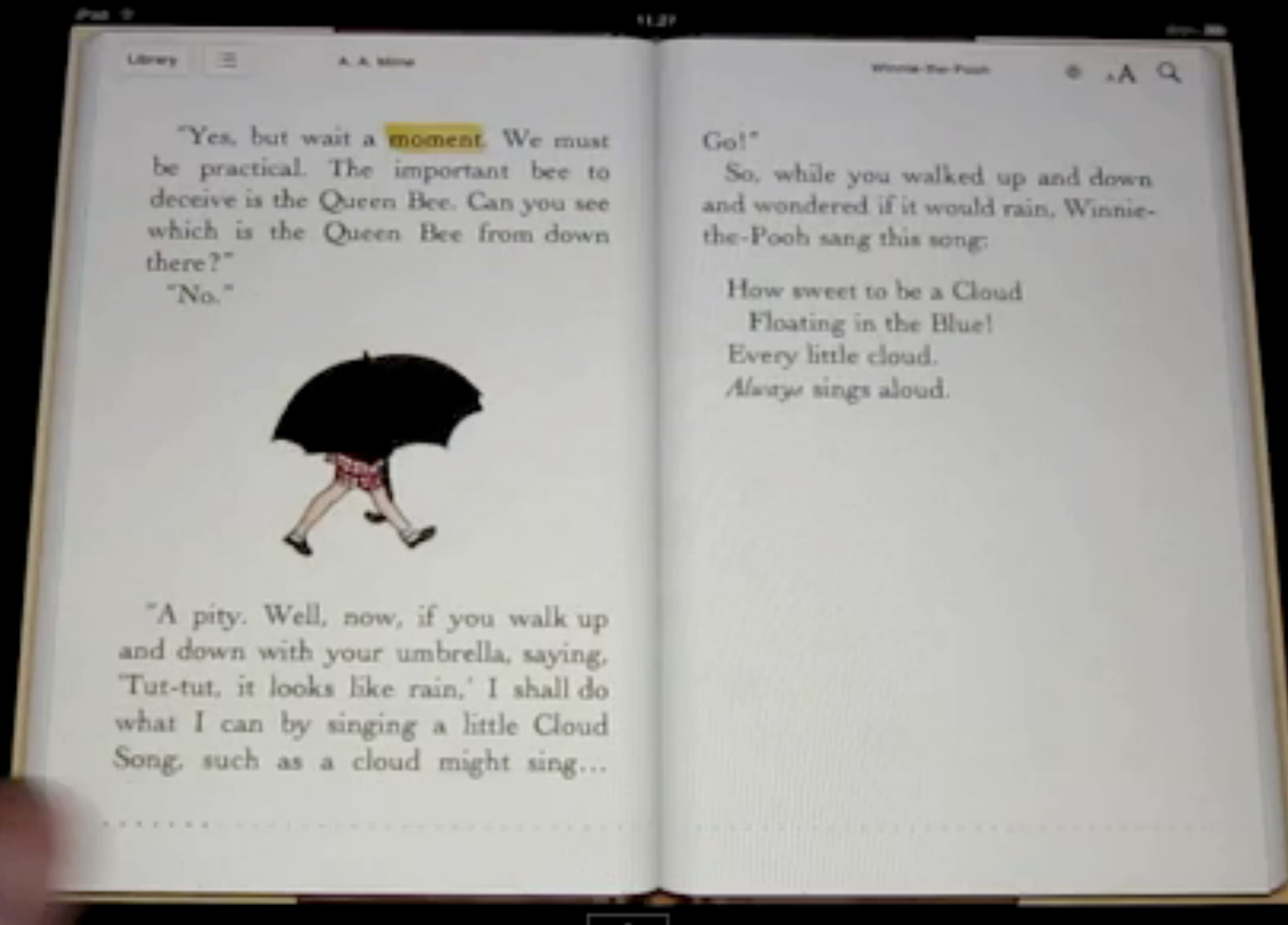


# Physicality as Metaphor



Book

# Physicality as Metaphor

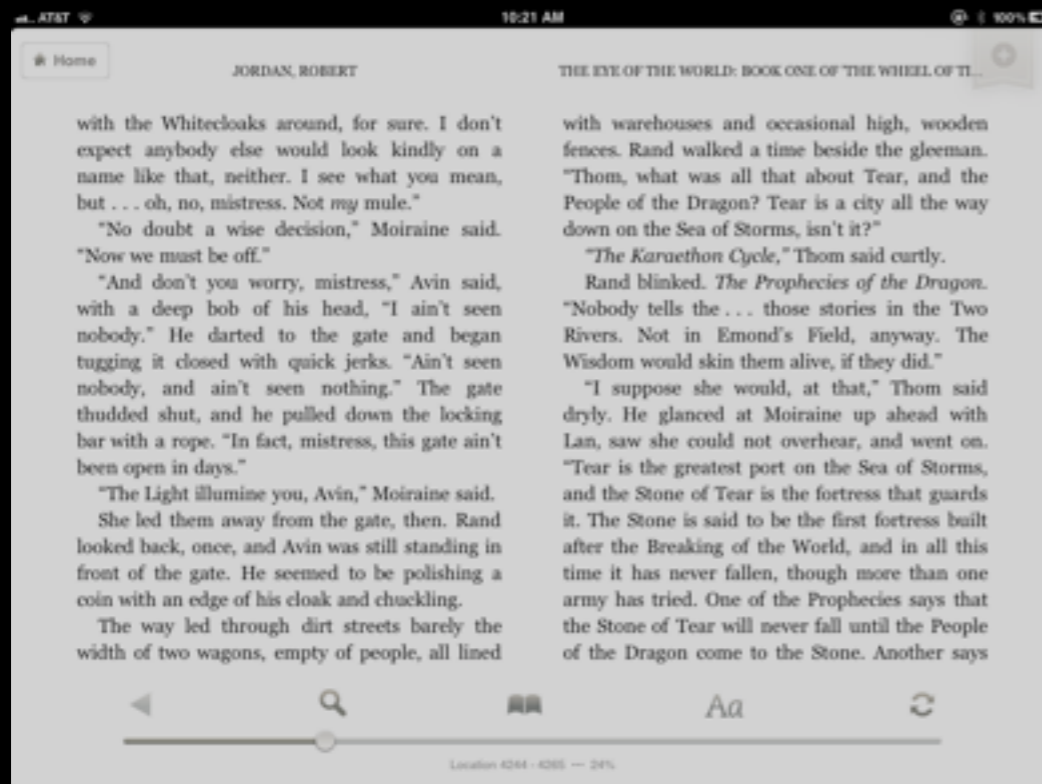


Book

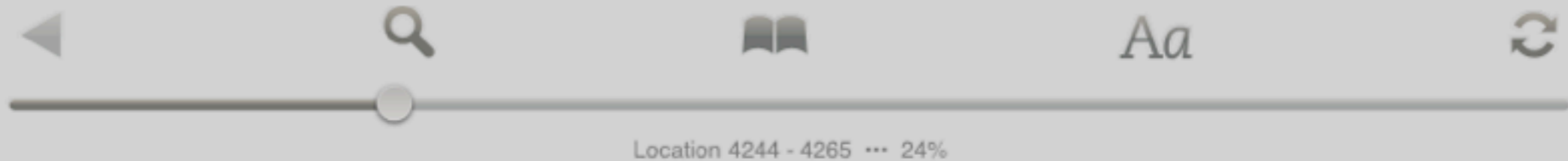
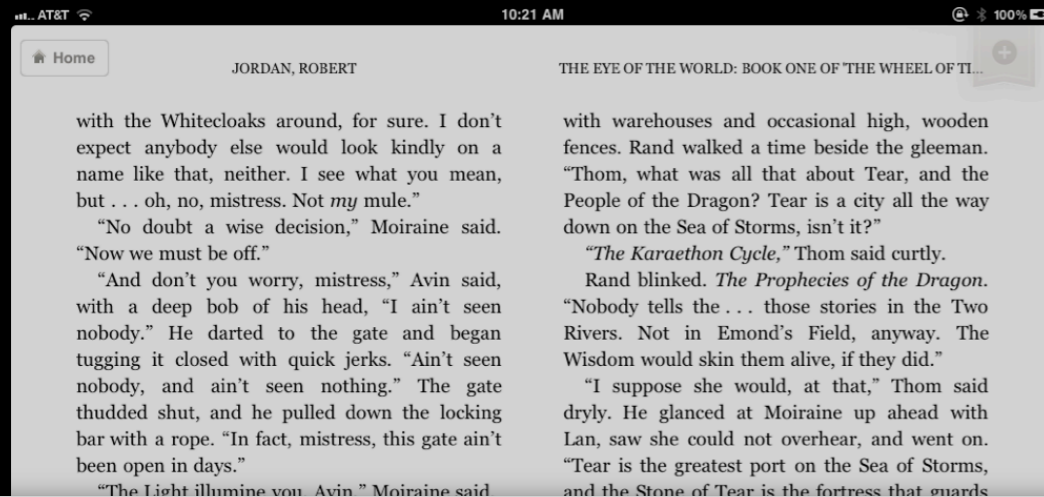
"Books have pages"

"Pages turn"

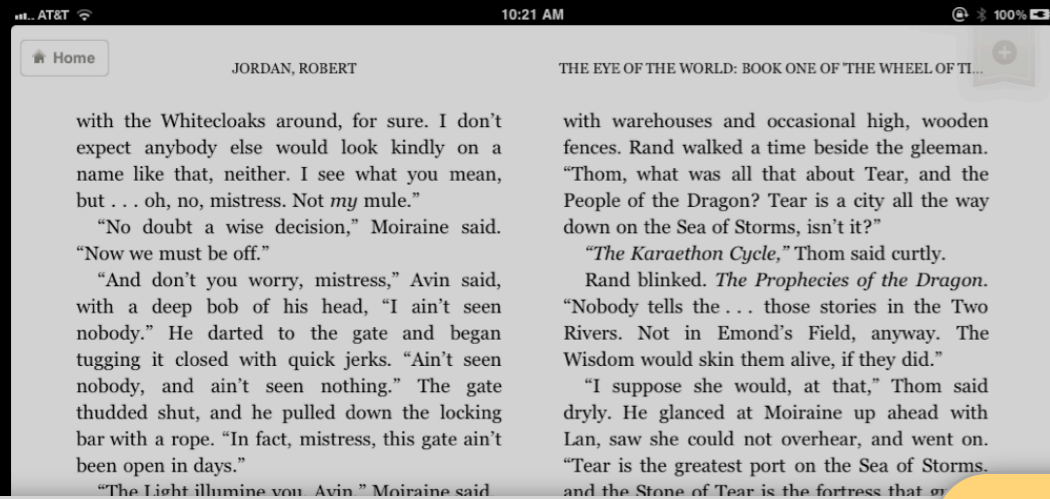
# Anti-Pattern: Broken Metaphor



# Anti-Pattern: Broken Metaphor



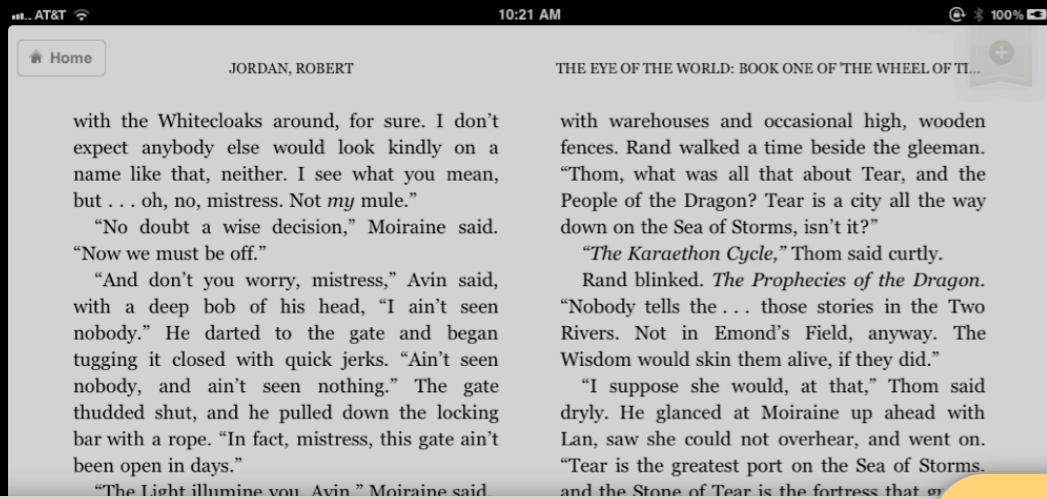
# Anti-Pattern: Broken Metaphor



Location??

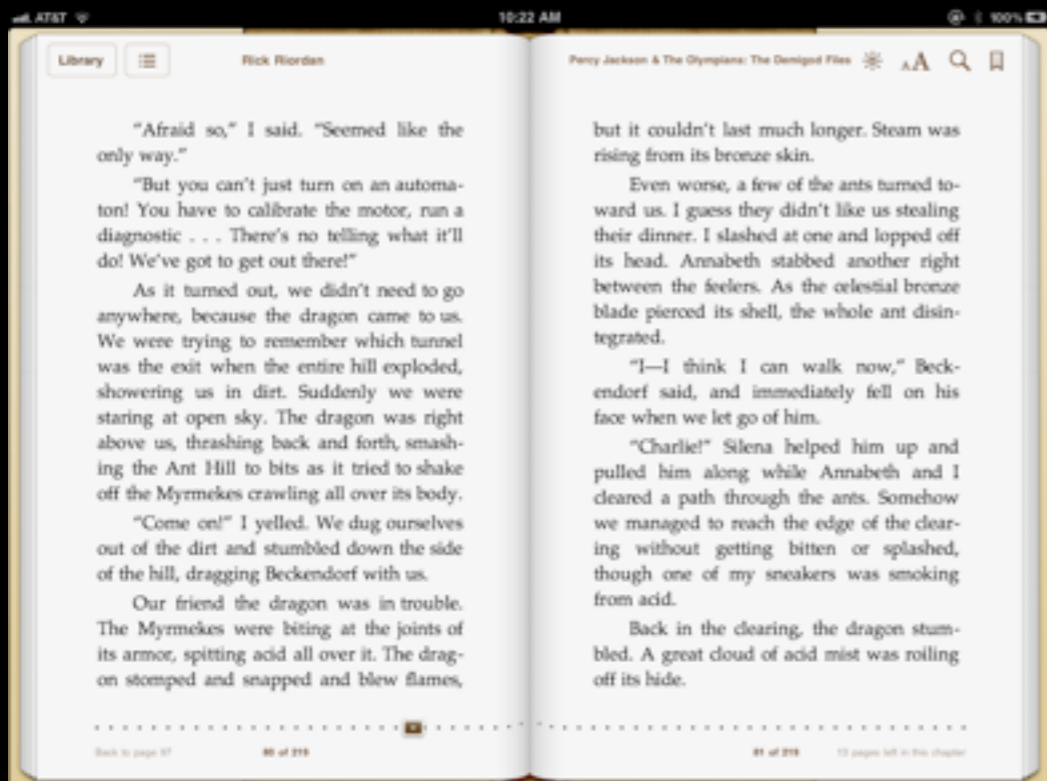
Location 4244 - 4265 ... 24%

# Anti-Pattern: Broken Metaphor

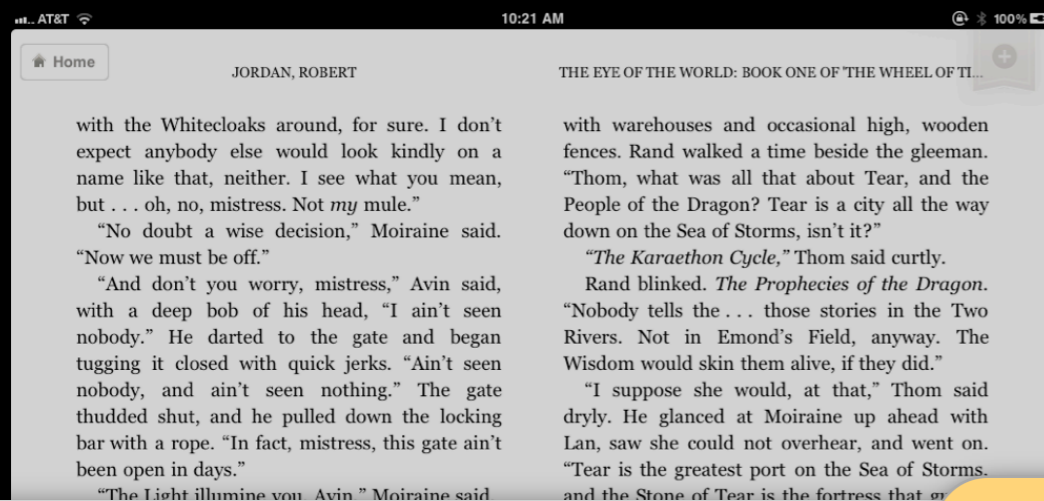


Location??

Location 4244 - 4265 --- 24%

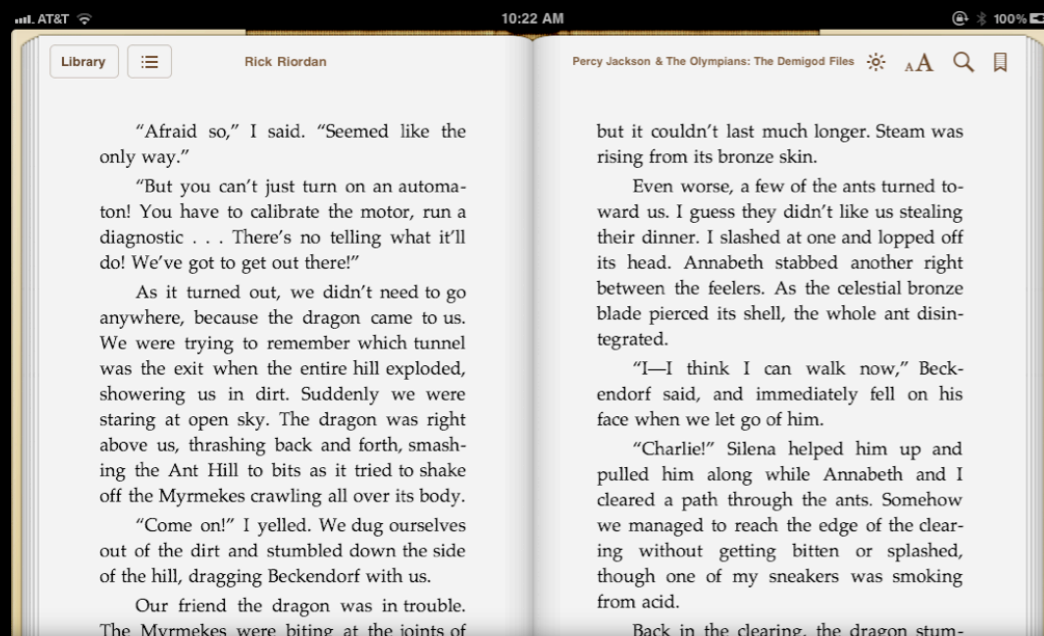


# Anti-Pattern: Broken Metaphor



Location??

Location 4244 - 4265 ... 24%



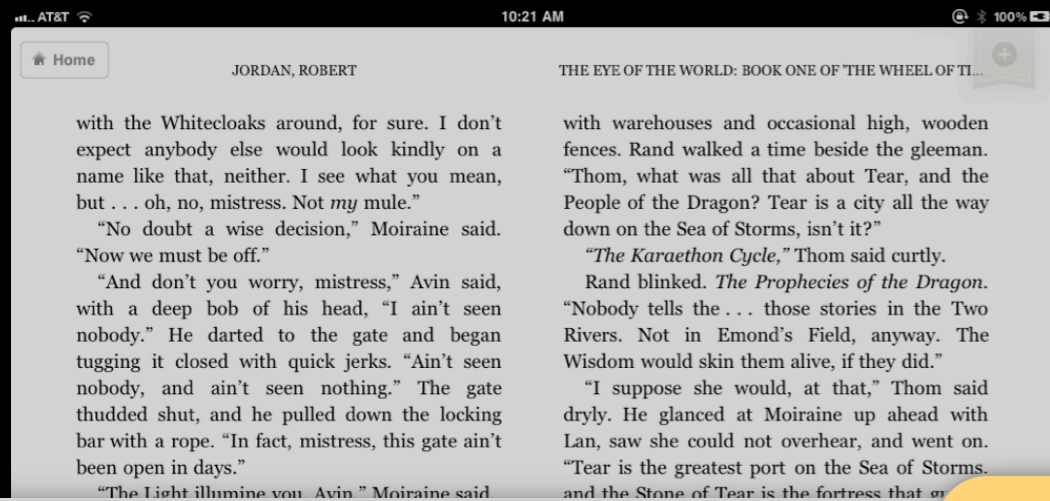
Back to page 97

80 of 219

81 of 219

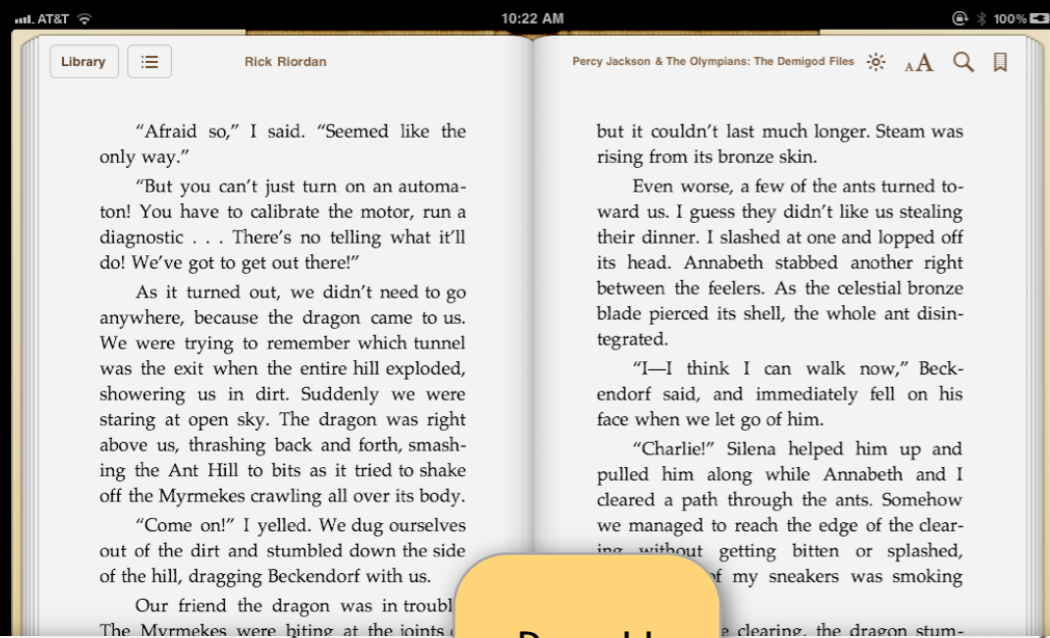
13 pages left in this chapter

# Anti-Pattern: Broken Metaphor



Location??

Location 4244 - 4265 ... 24%



Page!!

"Books have pages"

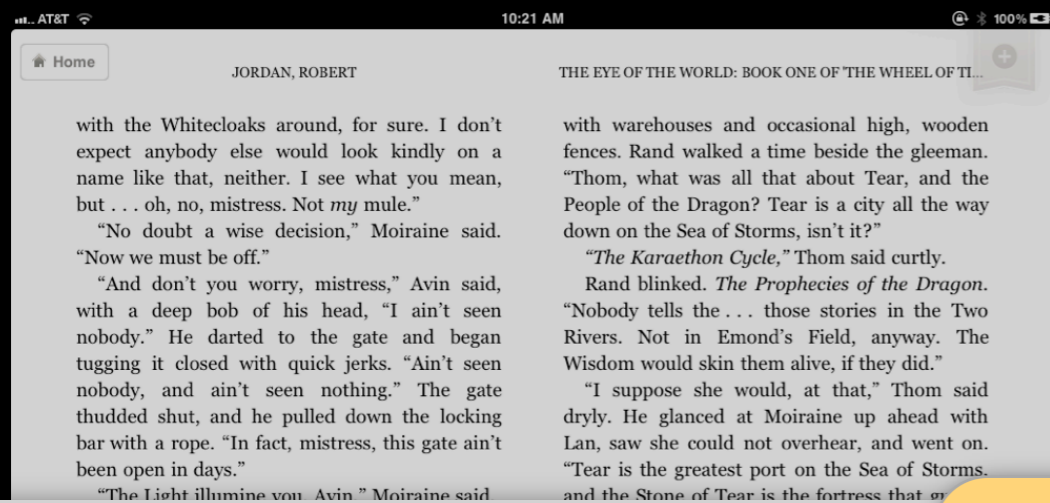
Back to page 97

80 of 219

81 of 219

13 pages left in this chapter

# Anti-Pattern: Broken Metaphor

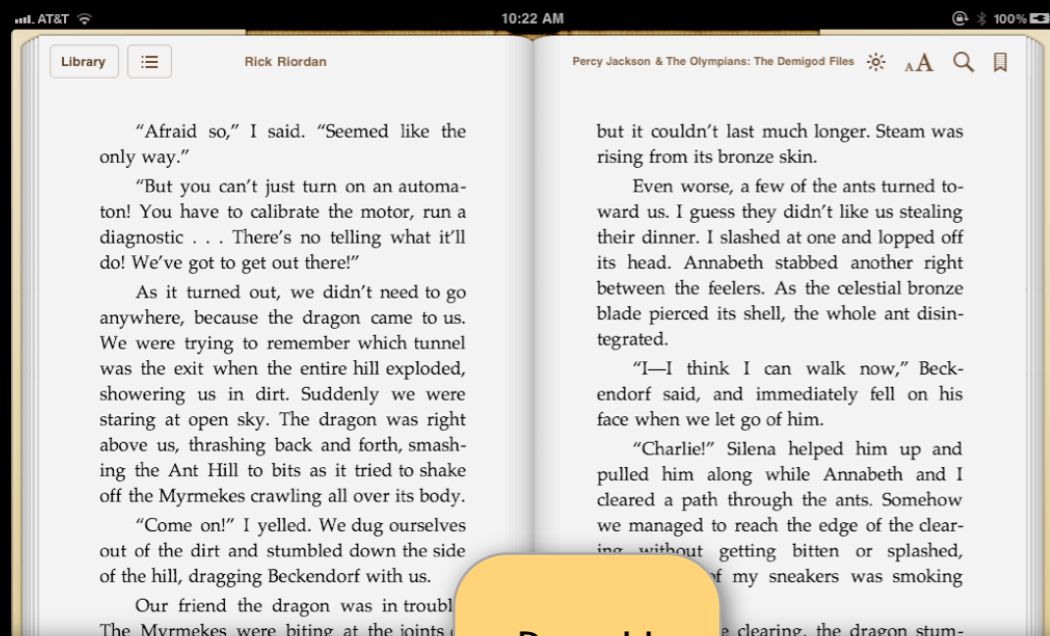


Location??

Location 4244 - 4265 ... 24%

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

"Books have pages"



Page!!

Back to page 97

80 of 219

81 of 219

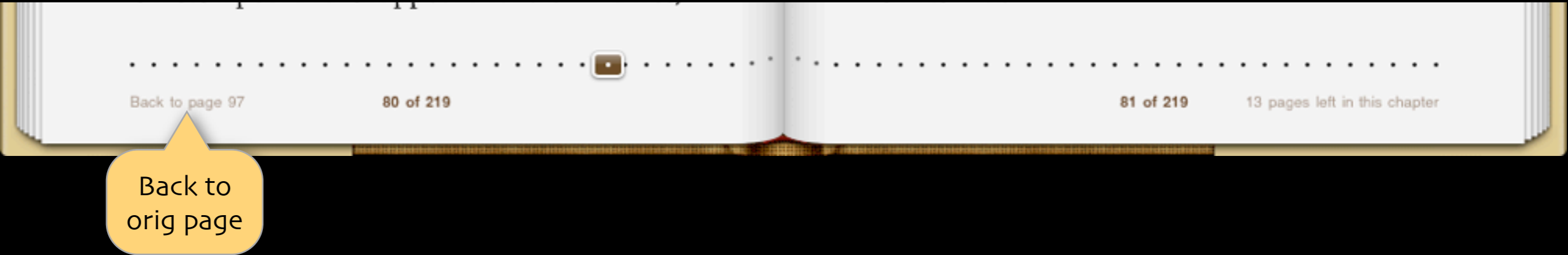
13 pages left in this chapter

**Break the Metaphor with Magic**

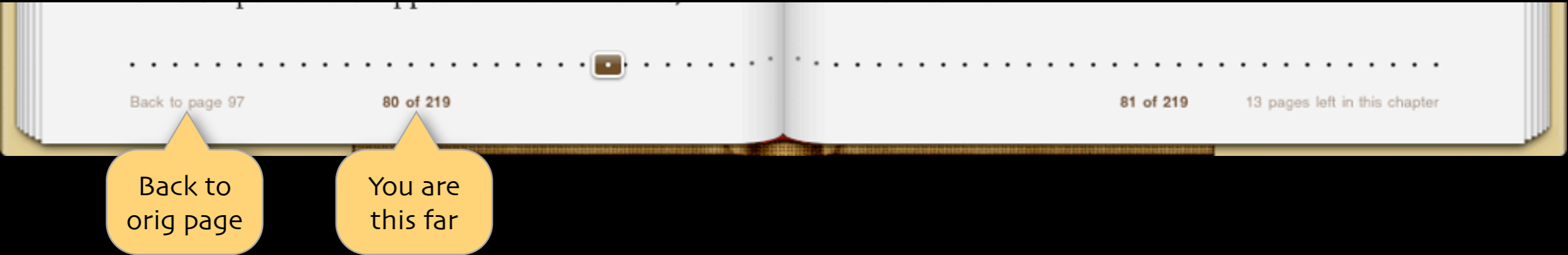
# Break the Metaphor with Magic



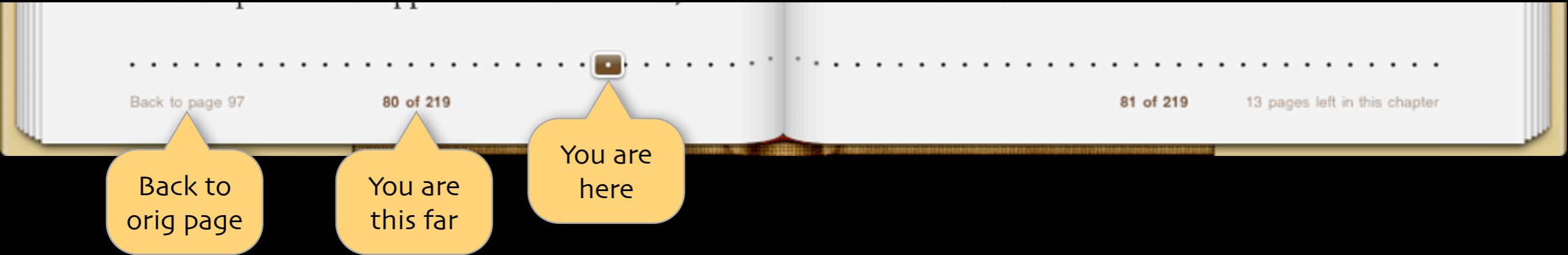
# Break the Metaphor with Magic



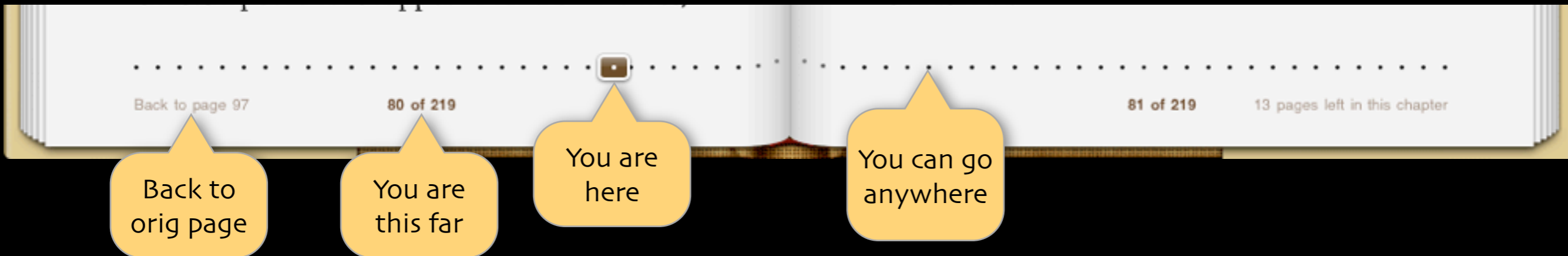
# Break the Metaphor with Magic



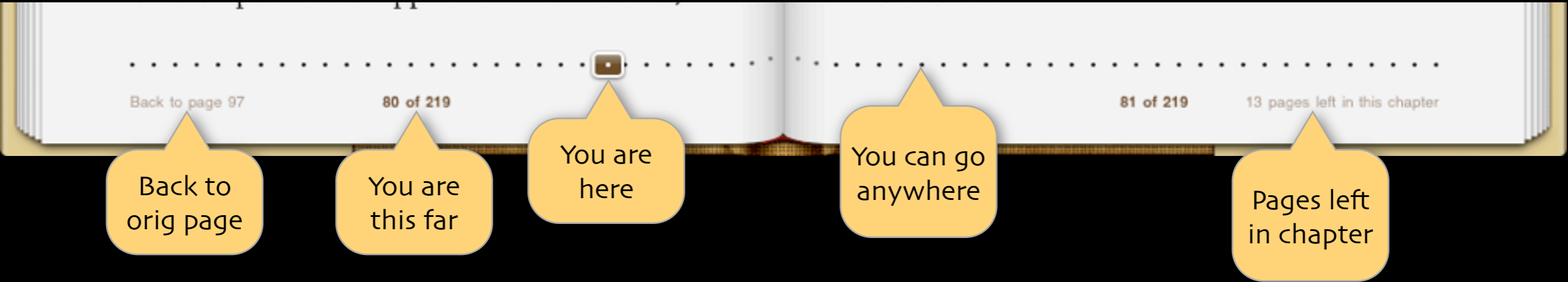
# Break the Metaphor with Magic



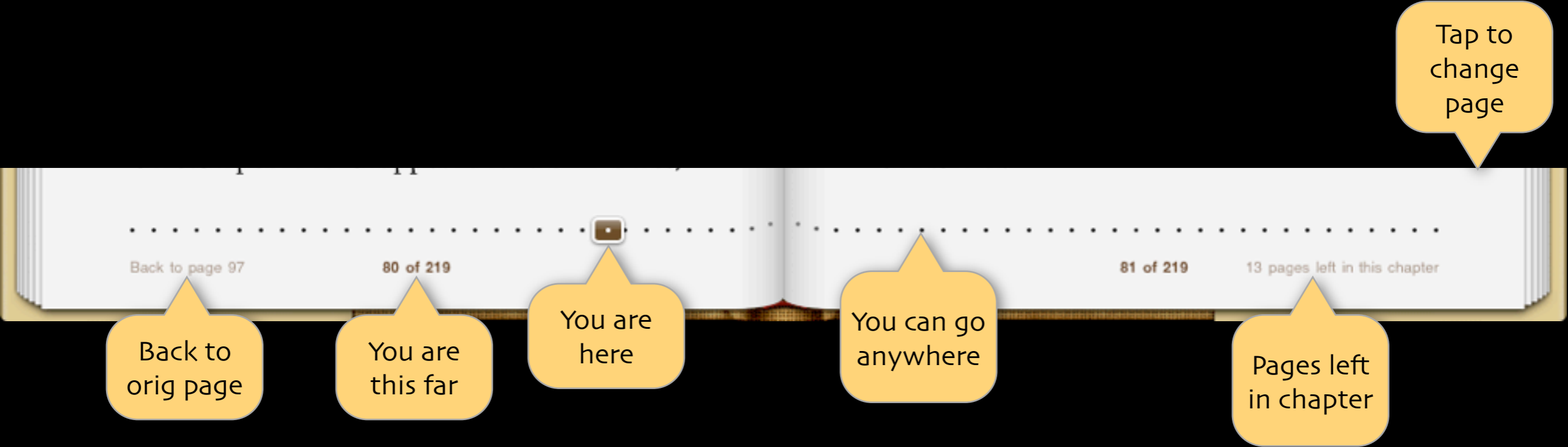
# Break the Metaphor with Magic



# Break the Metaphor with Magic



# Break the Metaphor with Magic



# Break the Metaphor with Magic

Tap to  
change  
page

Back to page 97

80 of 219

You are  
here

You can go  
anywhere

81 of 219

13 pages left in this chapter

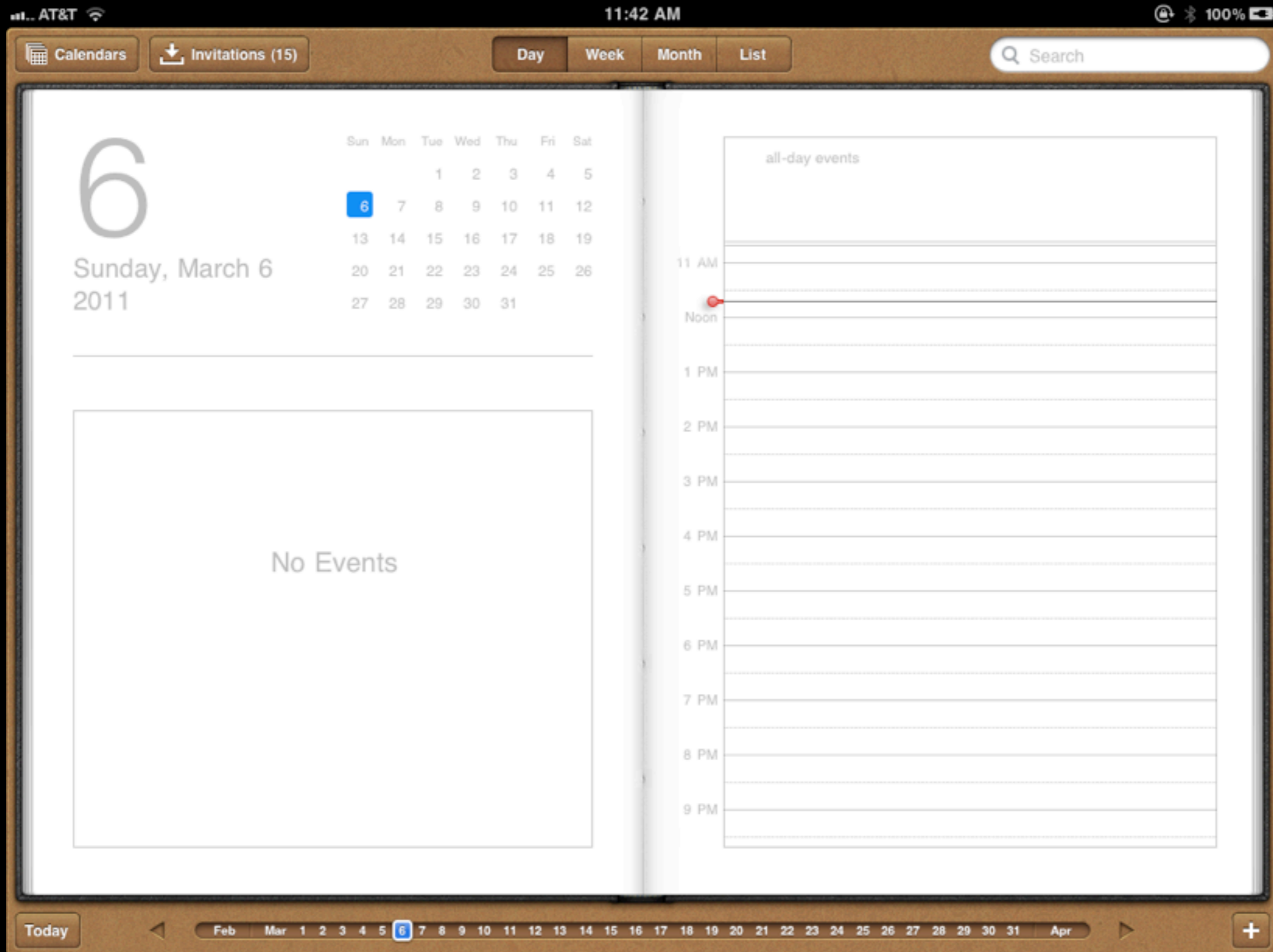
Back to  
orig page

You are  
this far

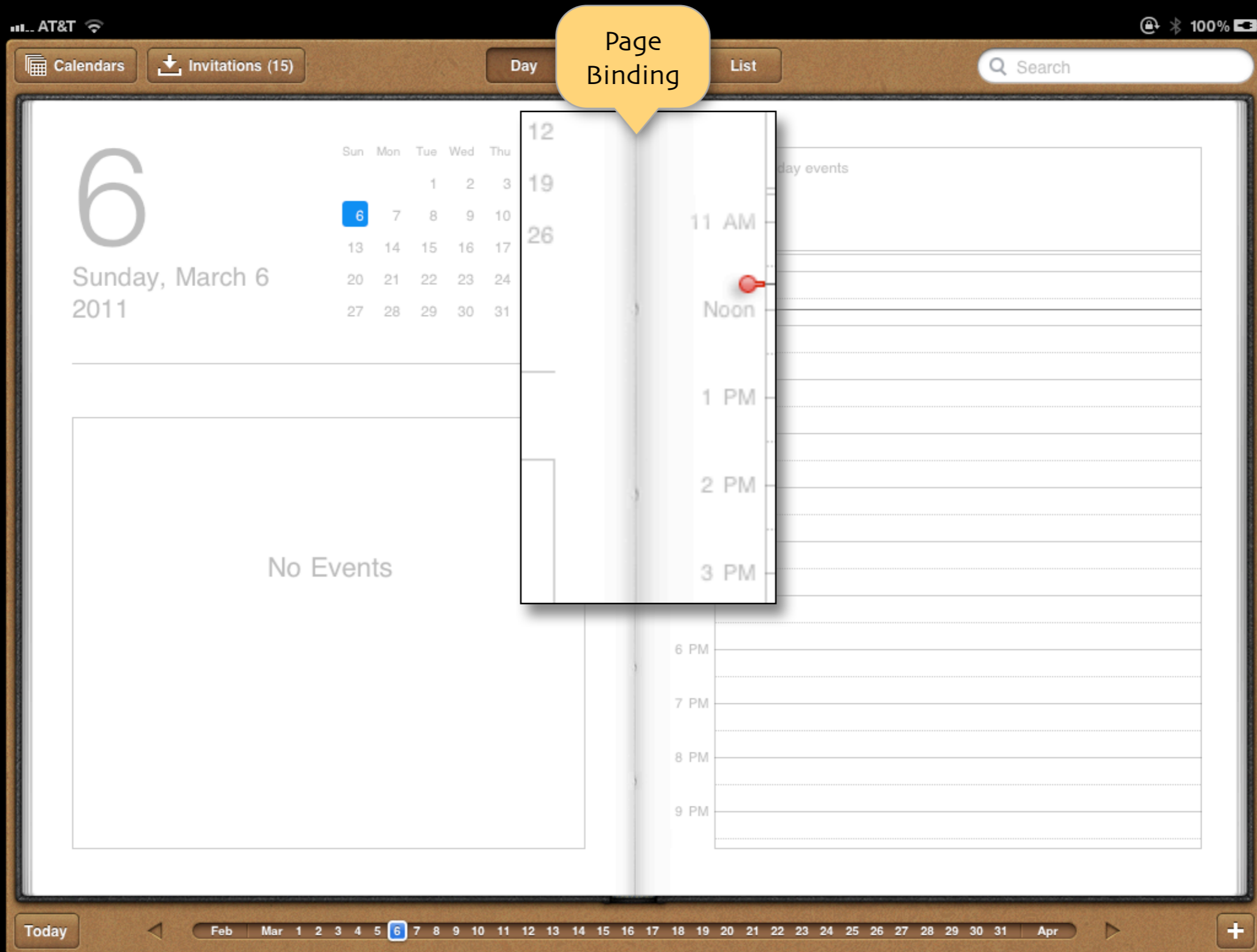
Pages left  
in chapter

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

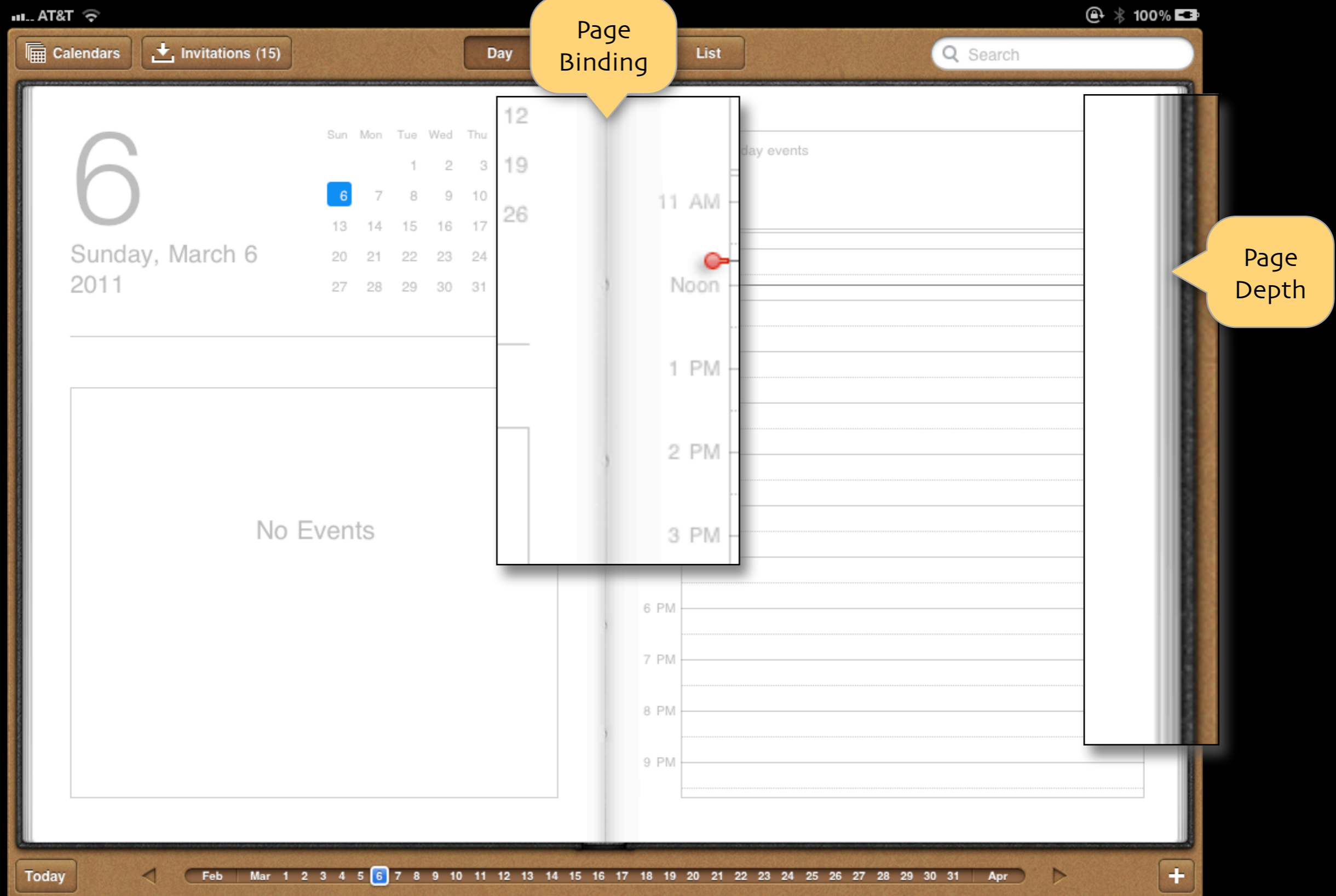
# To Flick or not to Flick



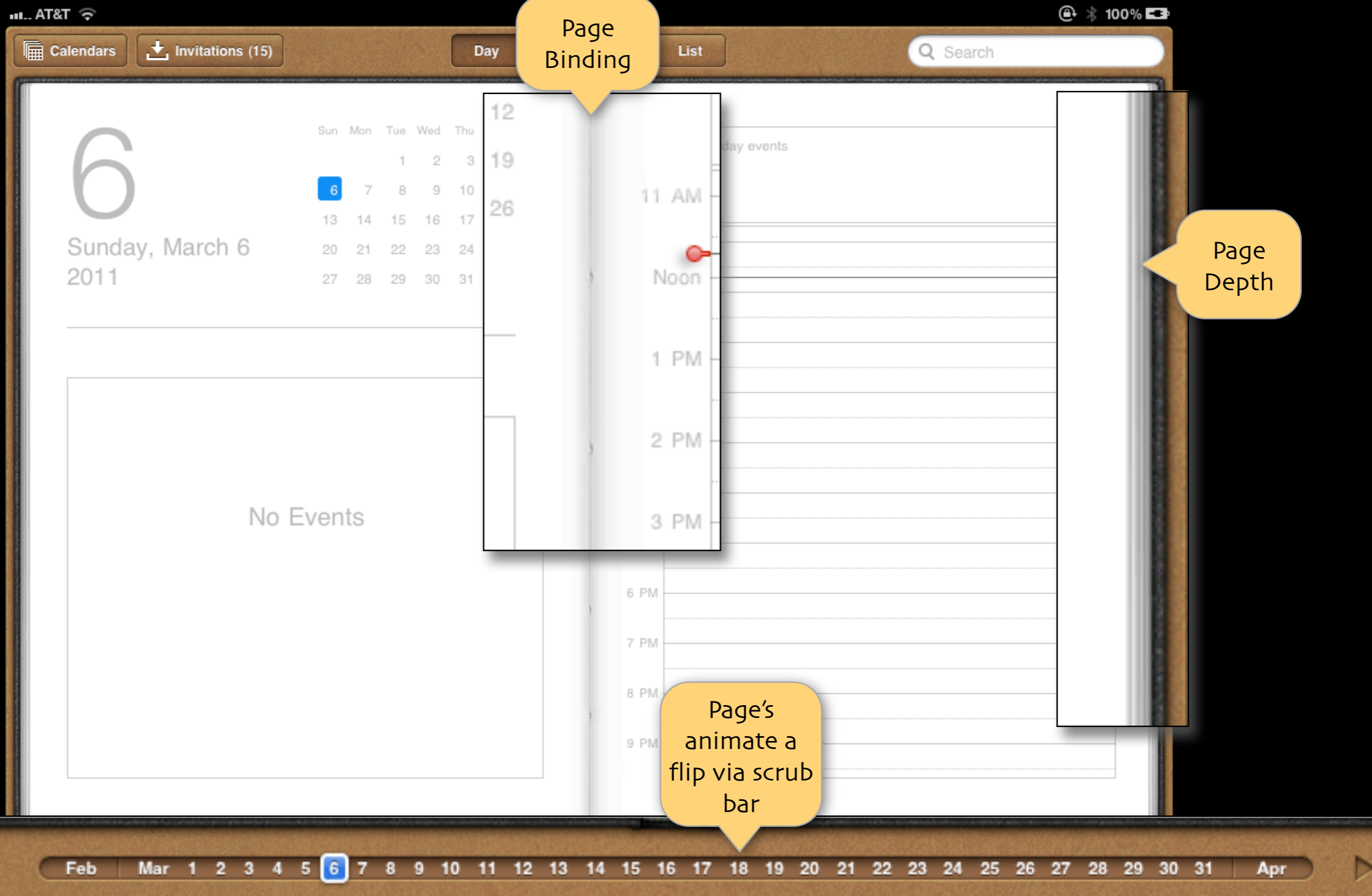
# To Flick or not to Flick



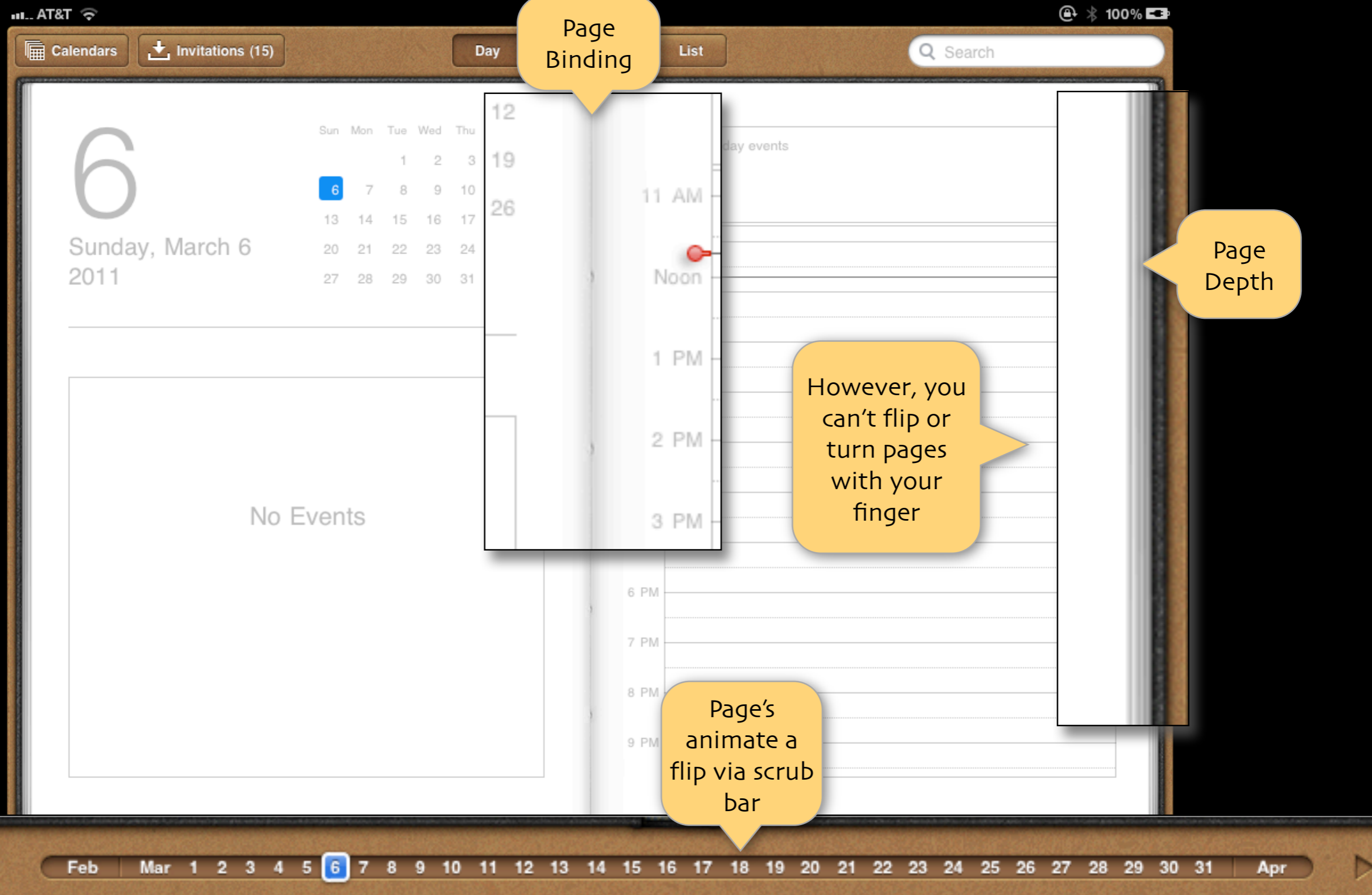
# To Flick or not to Flick



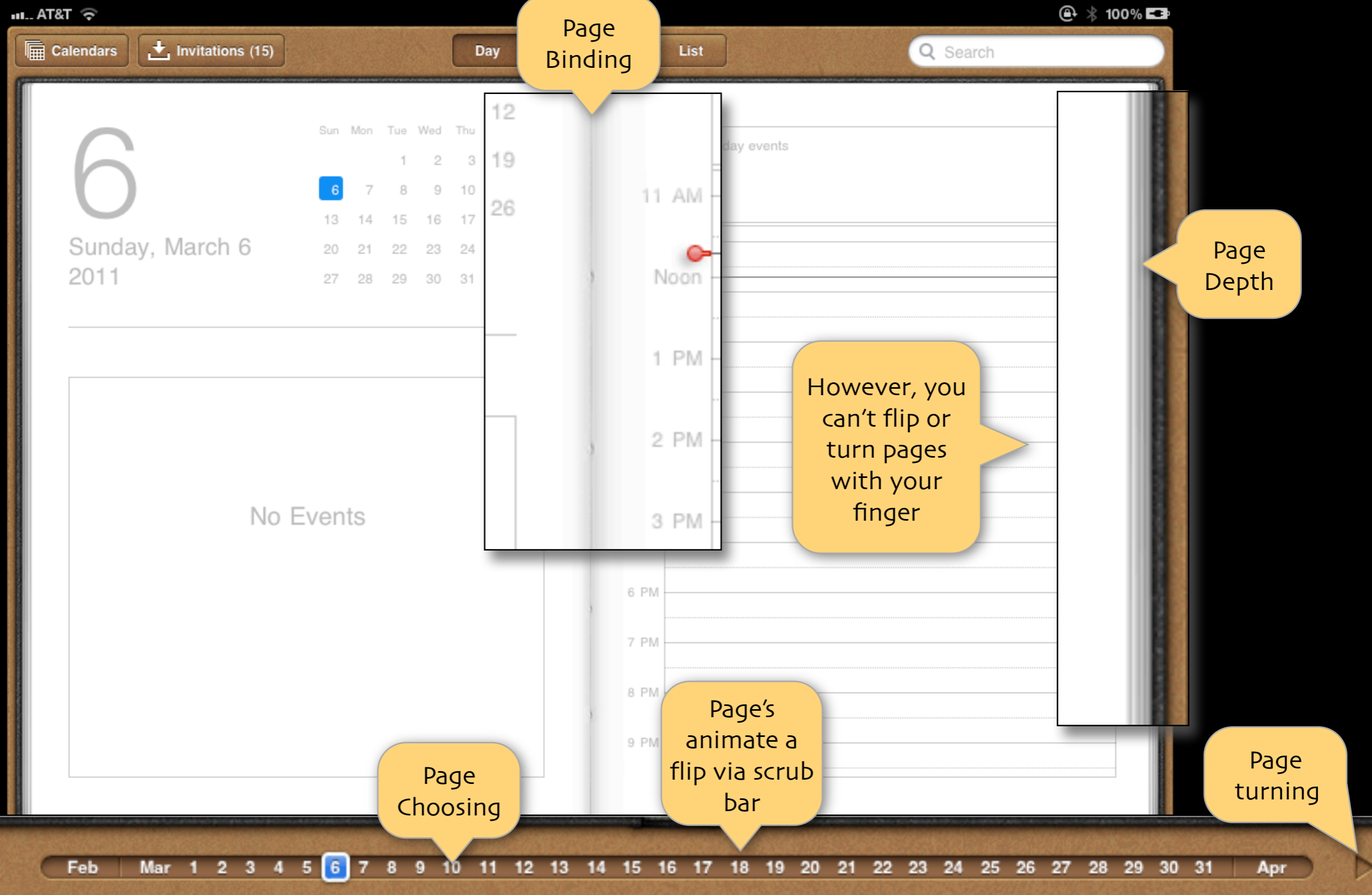
# To Flick or not to Flick



# To Flick or not to Flick



# To Flick or not to Flick



**Use Directness**  
**to Simulate**  
**Physicality**

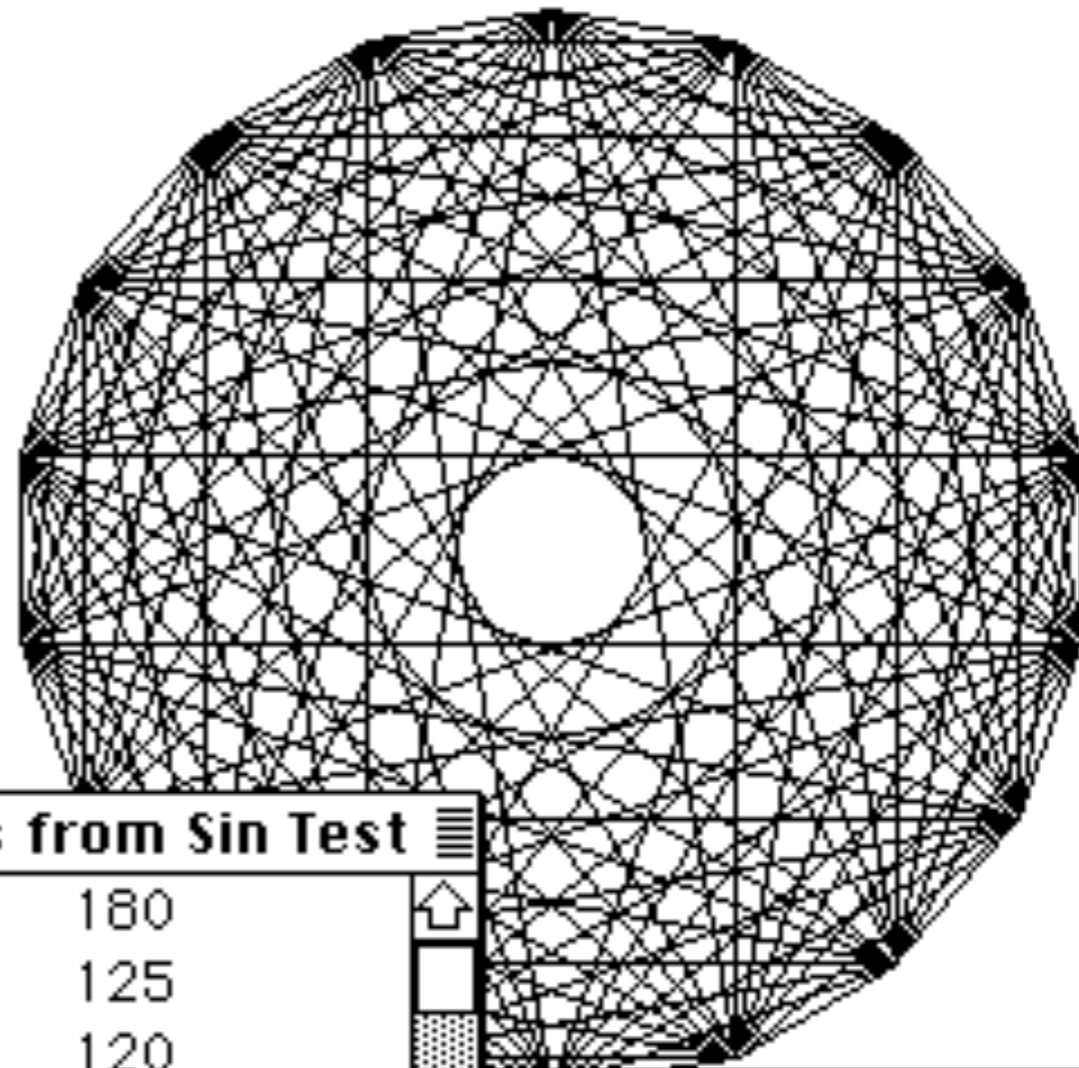
# Text of Sin Test

```

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

b	18
t	3

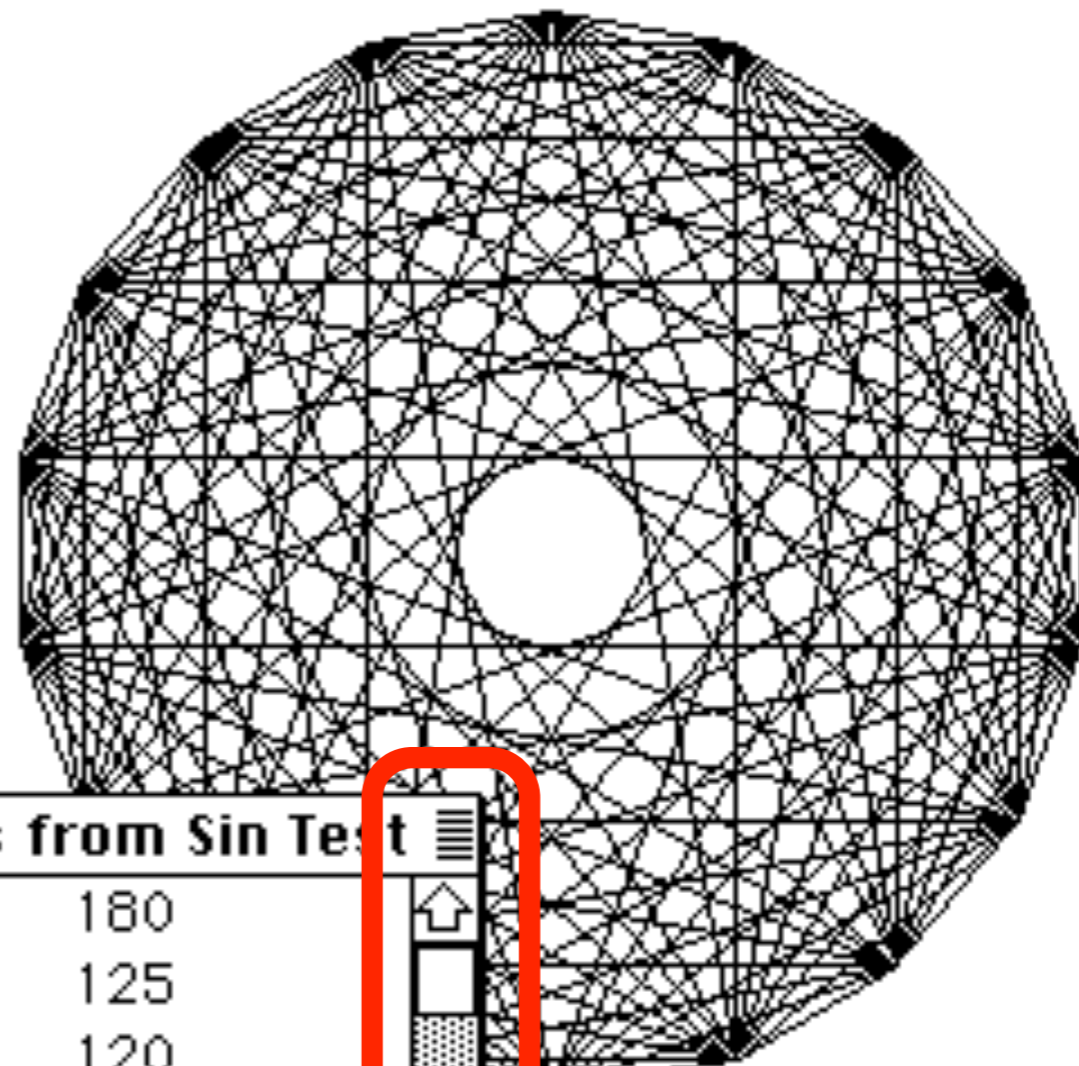
# Text of Sin Test

```

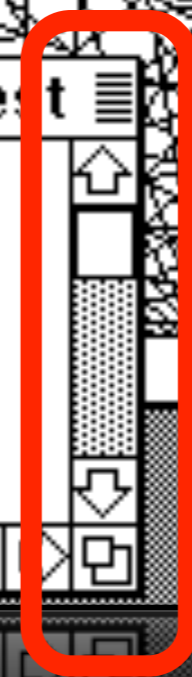
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  y%(a) = y0+r*cos(an)
next a
dlim = p/2-1
for d = 1 to dlim
  for j = 1 to p
    j1 =j + d
    if j1 > p then j1
    plot x%(j),y%(j);x
  next j
next d
next f
loop
end

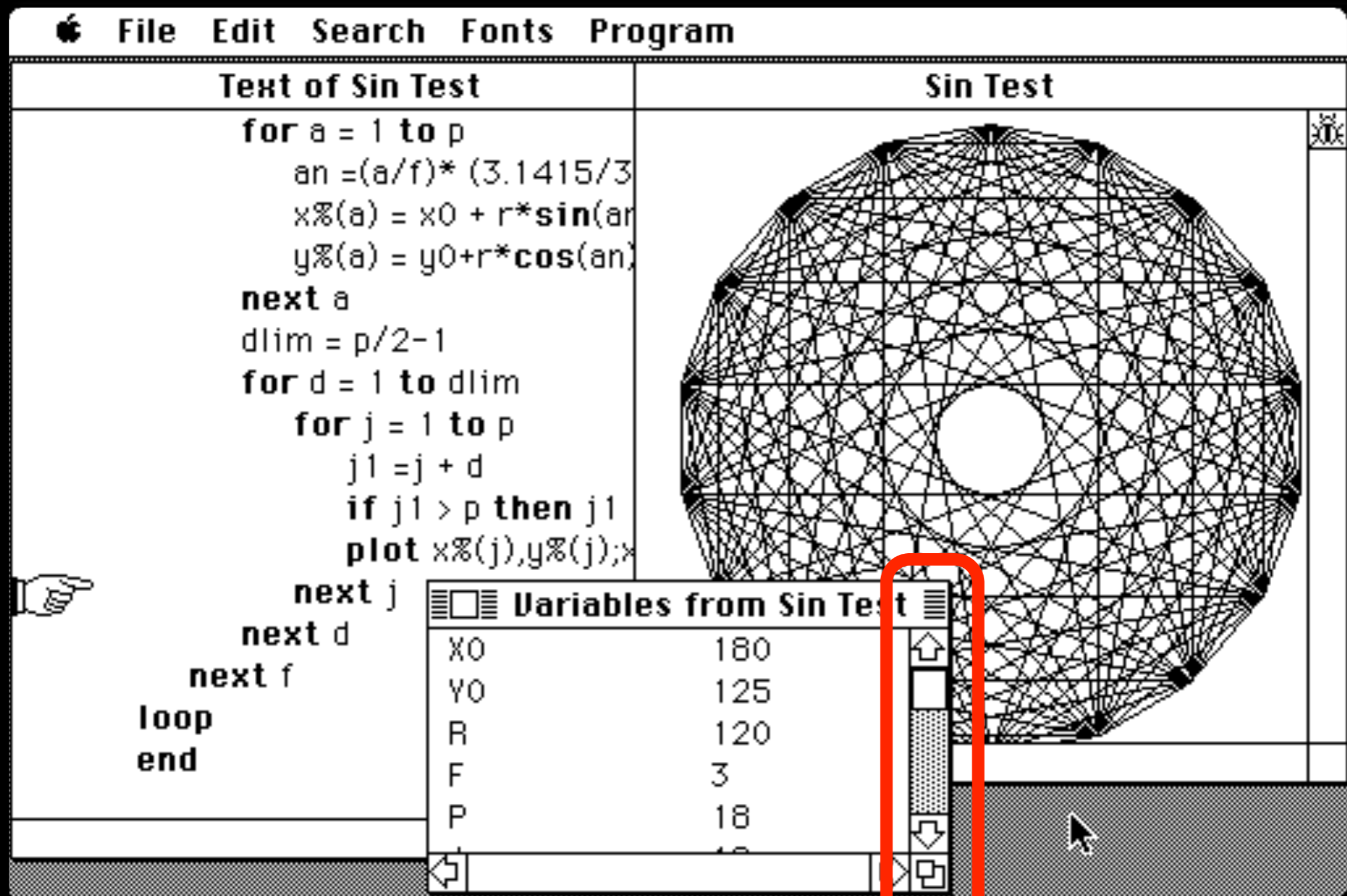
```

# Sin Test



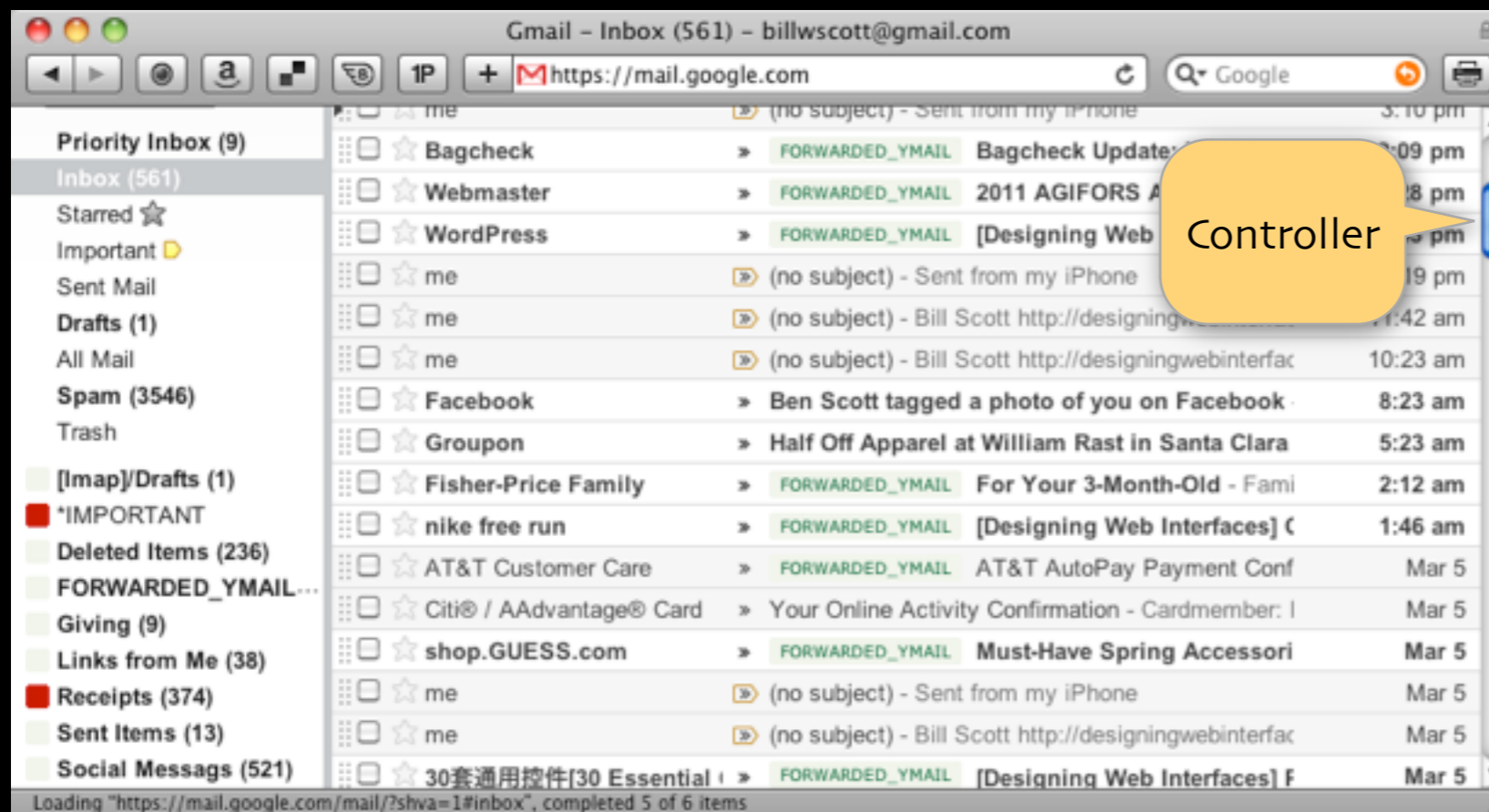
Variables from Sin Test	
X0	180
Y0	125
R	120
F	3
P	18





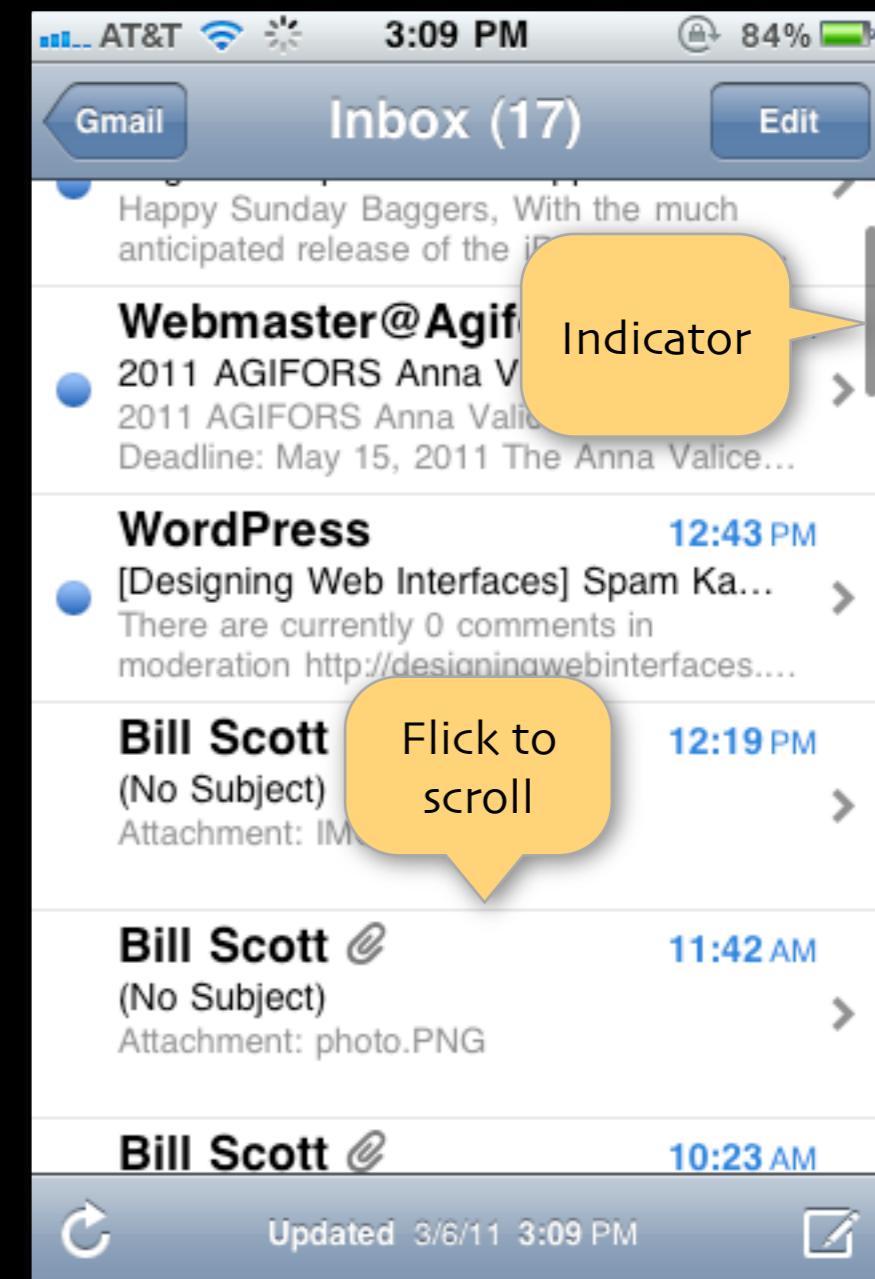
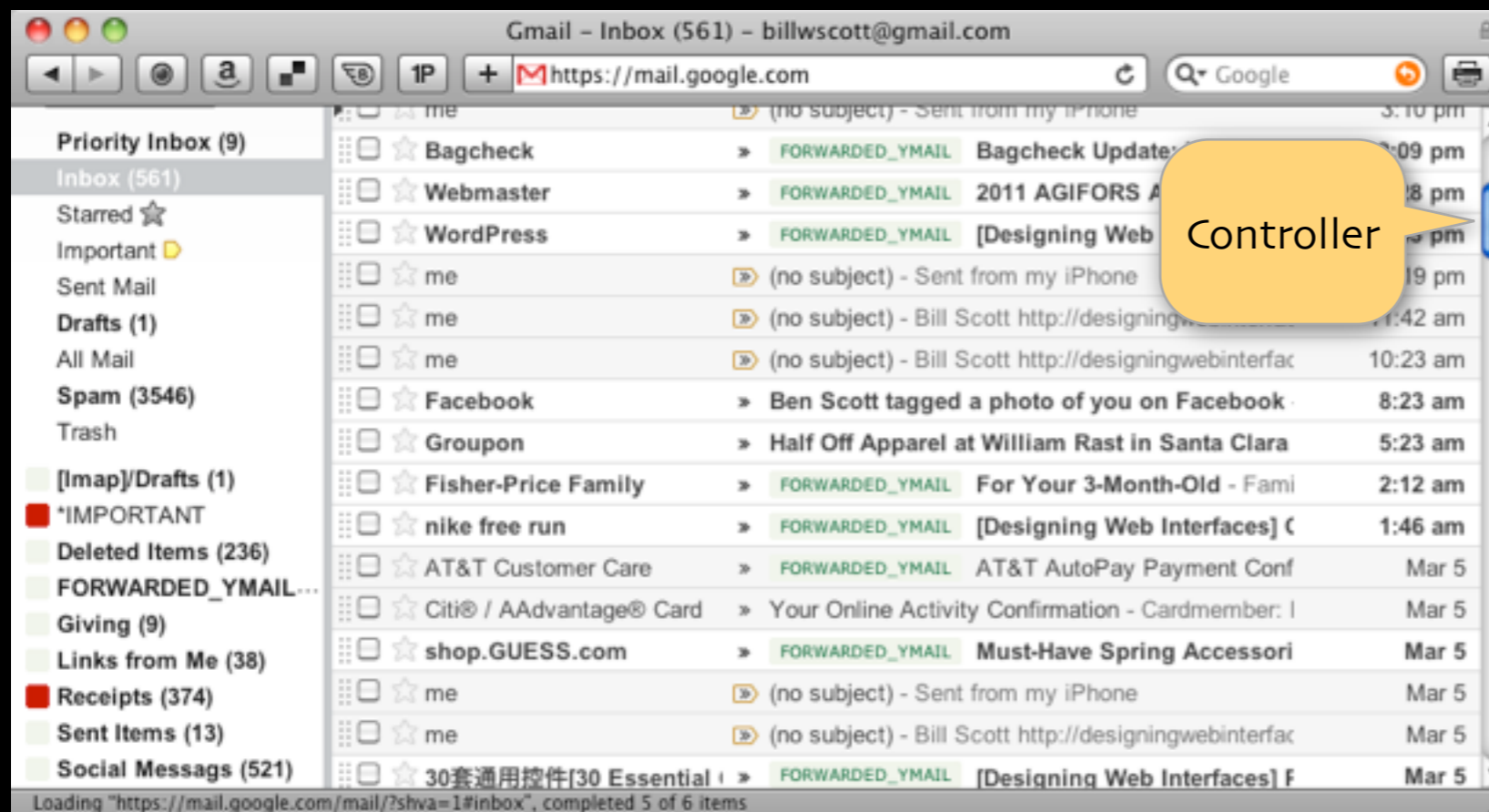
in 1984, this was physicality - the scrollbar

# 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



Home Locator

SEARCH AREA



Select an Area

**FILTERS**

Price Range: 75K - 5M

Bedrooms: 1 - 5


Bathrooms: 1 - 5

Minimum Footage: 500

Amenities: Pool, Walk-in Closets, Laundry, Fireplace

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	968	3	1	1
\$215,000	7788	2	1	1
\$270,000	912	2	2	2
\$390,000	953	2	2	1
\$345,000	1099	2	4	1
\$5,000,000	3458	6	3	1
\$171,000	1335	4	2	2
\$2,390,000	2688	3	4	2
\$821,000	1318	3	3	1
\$884,000	1438	3	3	2
\$715,000	1158	3	2	1
\$817,000	1118	2	2	1
\$981,000	1378	4	3	1
\$450,000	1018	2	2	1
\$135,000	1100	4	2	2




Property Information Pictures

**DESP. VERA FRUSTRER HERE**


You have 1 properties in your favorites

# Anti-Pattern: Mismatched Metaphor



Home Locator

SEARCH AREA



Select an Area

**FILTERS**

Price Range: 75K - 5M


Bedrooms: Any 2 or more

Minimum Footage: 500

Amenities: Pool Walk-in Closets Laundry Fireplace

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	968	3	1	1
\$215,900	7760	2	1	1
\$270,000	912	2	2	2
\$390,000	953	2	2	1
\$345,000	1099	2	4	1
\$5,000,000	3459	6	3	1
\$171,000	1335	4	2	2
\$2,390,000	2680	3	6	2
\$821,000	1318	3	3	1
\$884,000	1439	3	3	2
\$715,000	1159	3	2	1
\$617,000	1119	2	2	1
\$981,000	1379	4	3	1
\$450,000	1019	2	2	1
\$435,000	1100	4	2	2



Property Information Pictures

**DESP. VENDOR FRUSTRATED HERE**

You have 1 properties in your favorites

# Anti-Pattern: Mismatched Metaphor

The screenshot shows a web application titled "Home Locator" with a search interface. The interface includes a search bar, a map of North America, and a table of properties. The table has columns for Price, Sq. Ft., Bedrooms, Baths, and Stories. A red heart icon is next to the first two rows of the table, indicating they are favorites. A blue banner at the bottom of the table says "DESP. VERN FAVORITEN HIER" and "You have 2 properties in your favorites".

**Home Locator**

SEARCH HERE

North America

— Select an Area —

**FILTERS**

Price Range: 75K - 5M

Bedrooms: 1 - 5

Baths: 1 - 5

Stories: 1 - 5

Minimum Footage: 500

Amenities: Pool, Walk-in Closets, Laundry, Fireplace

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	968	3	1	1
\$215,000	7780	2	1	1
\$270,000	912	2	2	2
\$390,000	953	2	2	1
\$345,000	1099	2	4	1
\$5,000,000	3459	6	3	1
\$921,000	1319	3	3	1
\$886,000	1459	3	3	2
\$716,000	1189	3	2	1
\$617,000	1119	2	2	1
\$861,000	1379	4	3	1
\$490,000	1019	2	2	1
\$935,000	1339	4	2	2
\$935,000	1332	4	2	2

DESP. VERN FAVORITEN HIER  
You have 2 properties in your favorites

[illegible]


anti-pattern: artificial construct

[illegible]

# WatchThisNext


Drag n' Drop DVD Recommendations

[Start Over](#)
[Contact Us](#)



Prokofiev - Ivan the Terrible / Mukhamedov, Bessmertnova, Taranda, Zhuraitis, Bolshoi Ballet

[Find out more](#)



The Rainmaker


[Find out more](#)

Drag the DVDs into the boxes below

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

**Loved It**

Or show me more like this.



City Heat

[Find out more](#)

**Haven't Seen It**

Or I'm not interested in it.

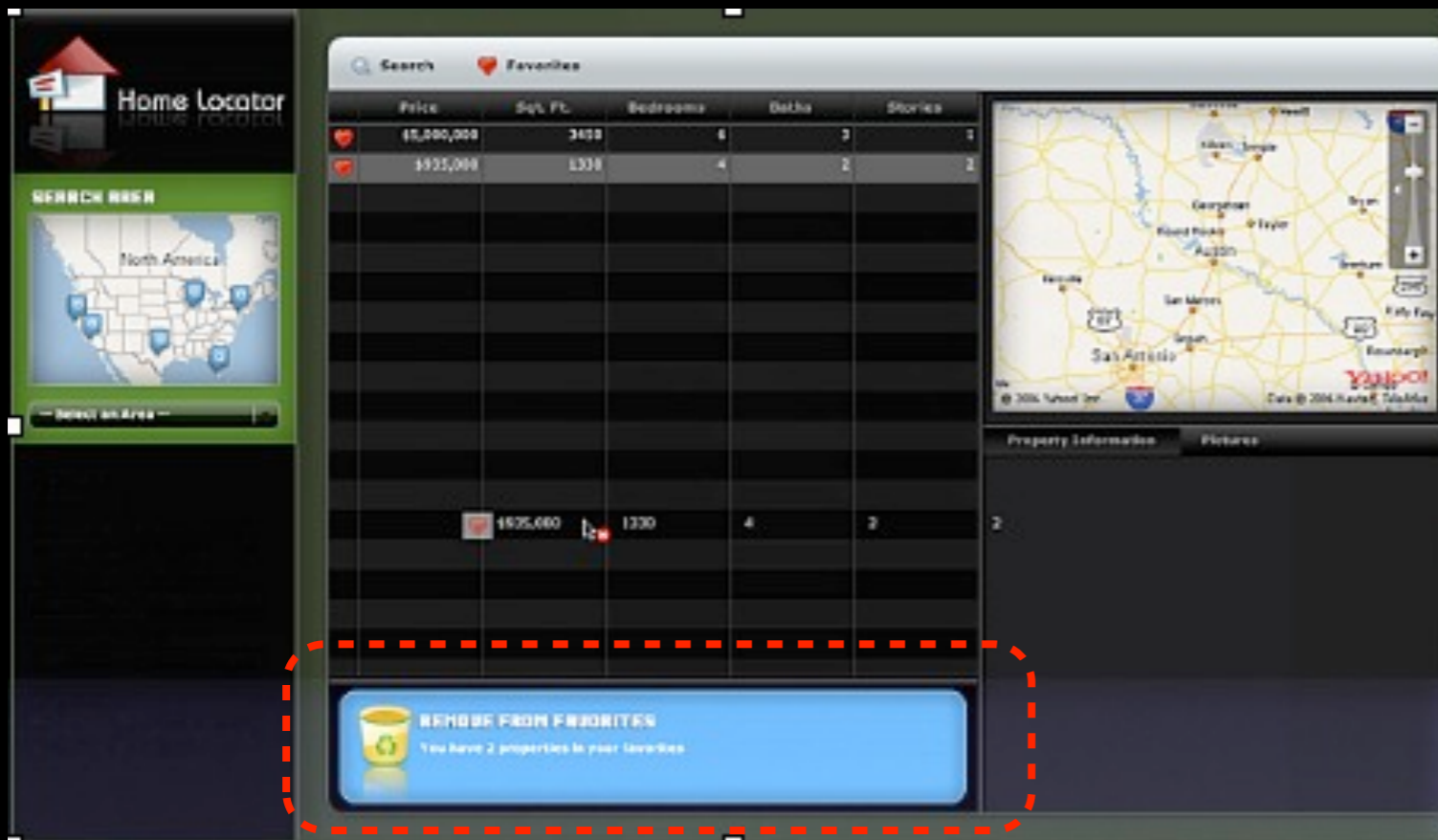
Mean Creek

[Find out more](#)

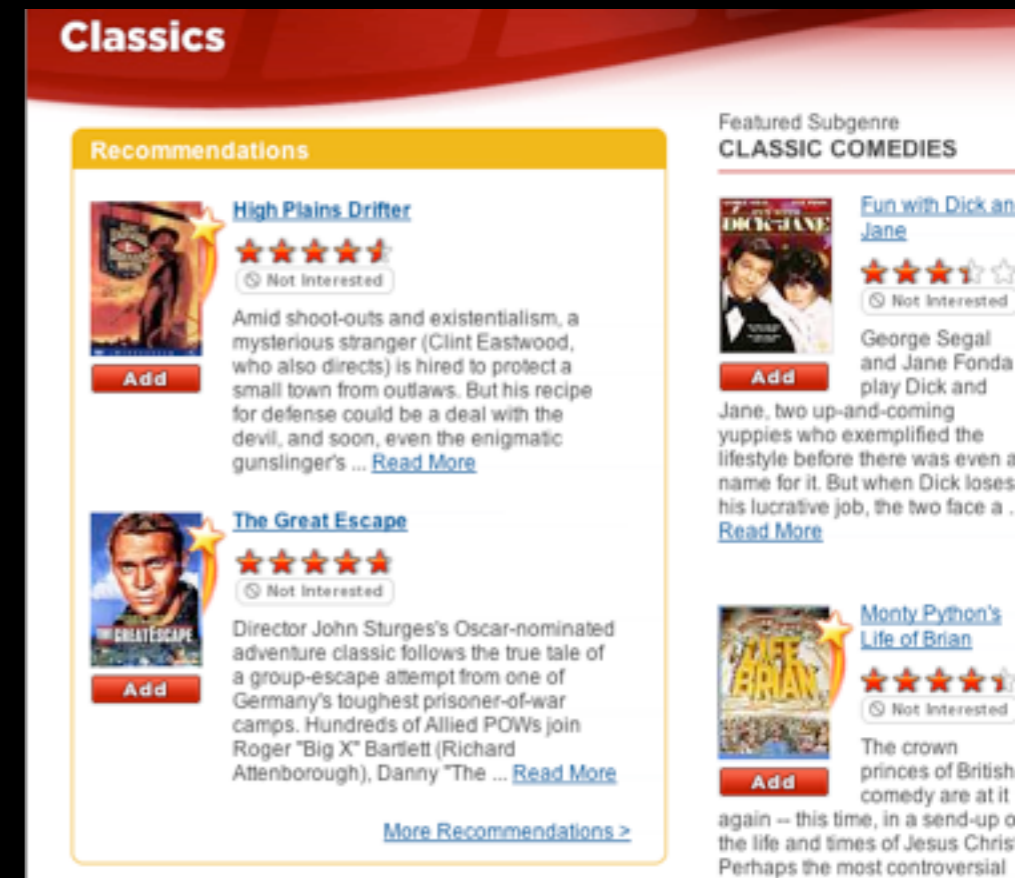
**Loathed It**

Or don't show me DVDs like this.

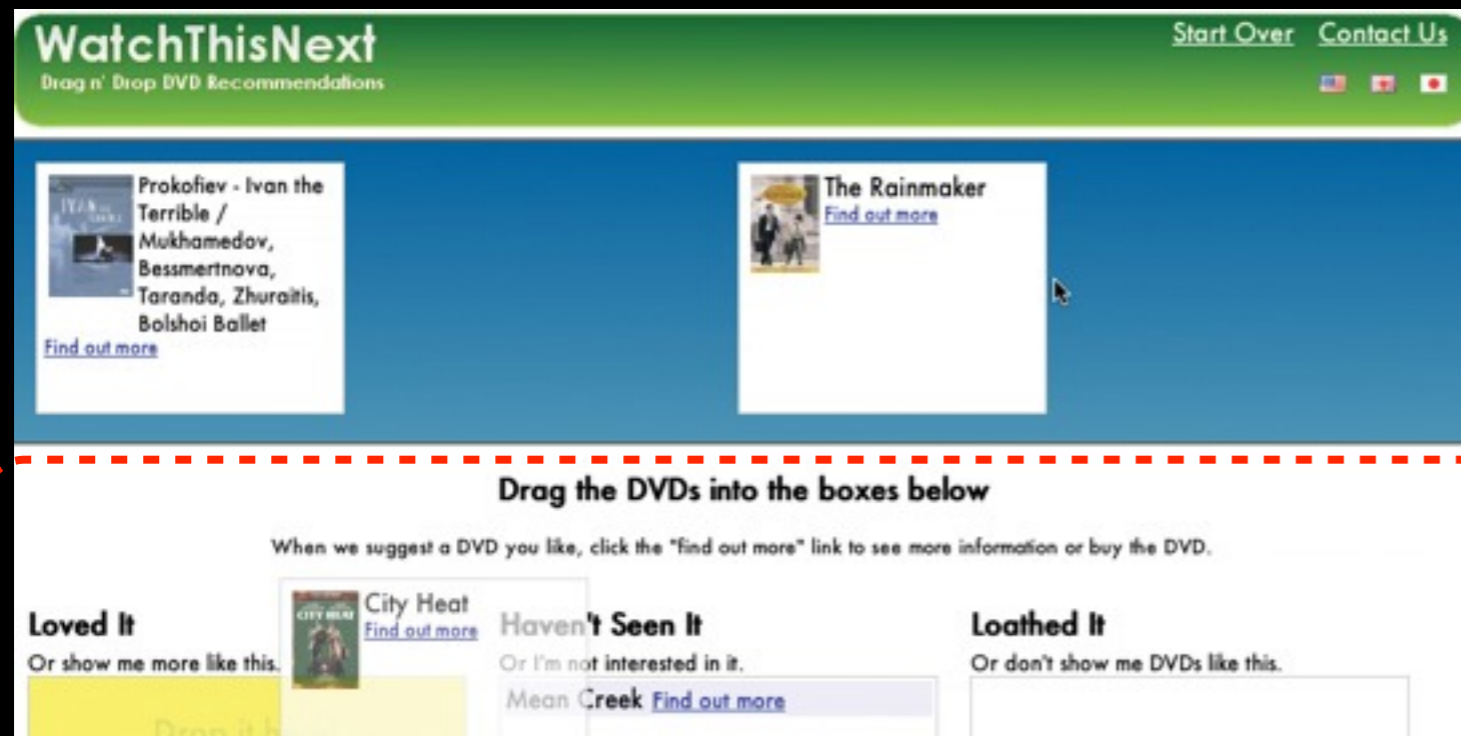
# Anti-Pattern: Mismatched Metaphor



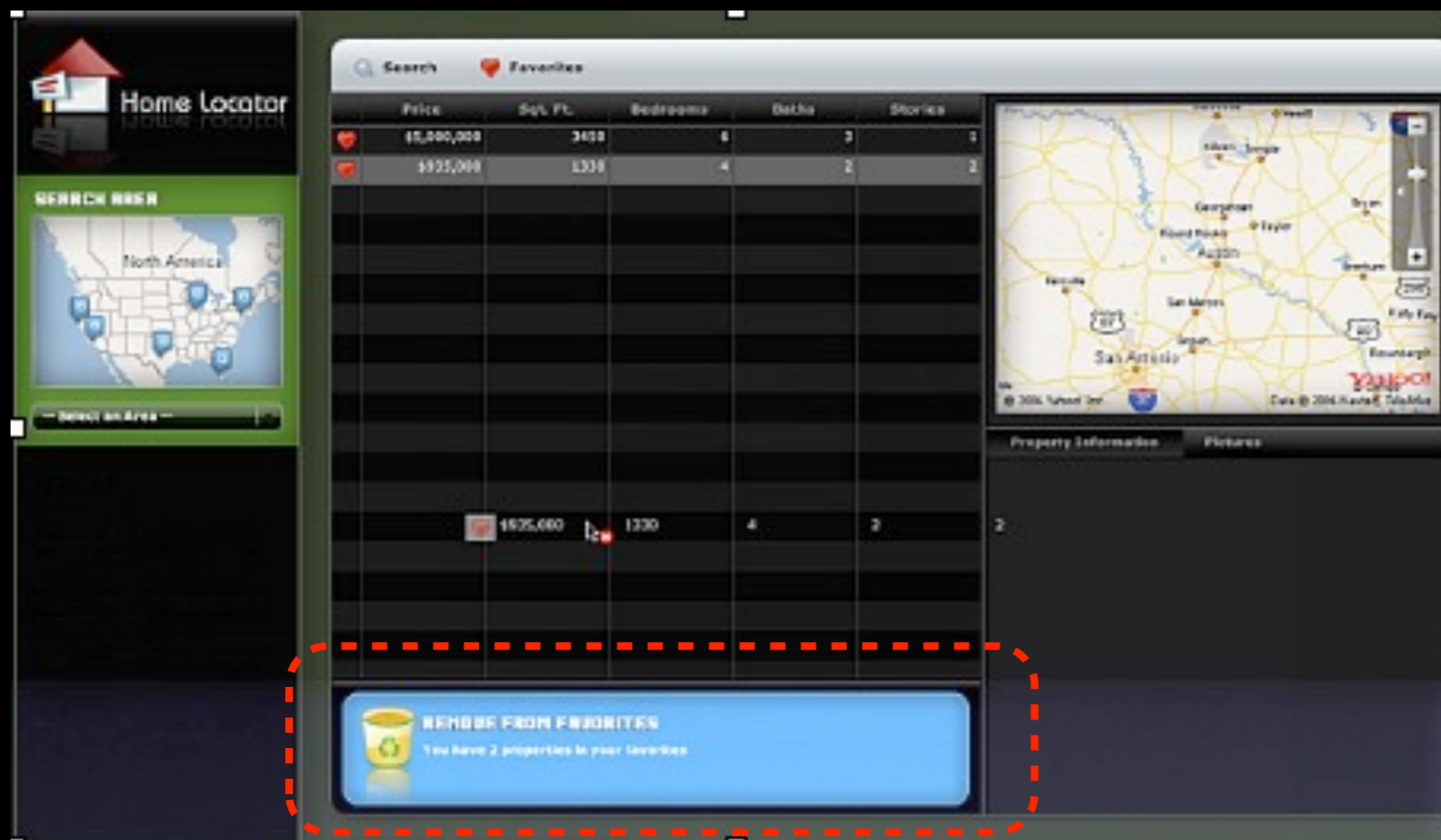
anti-pattern: artificial construct



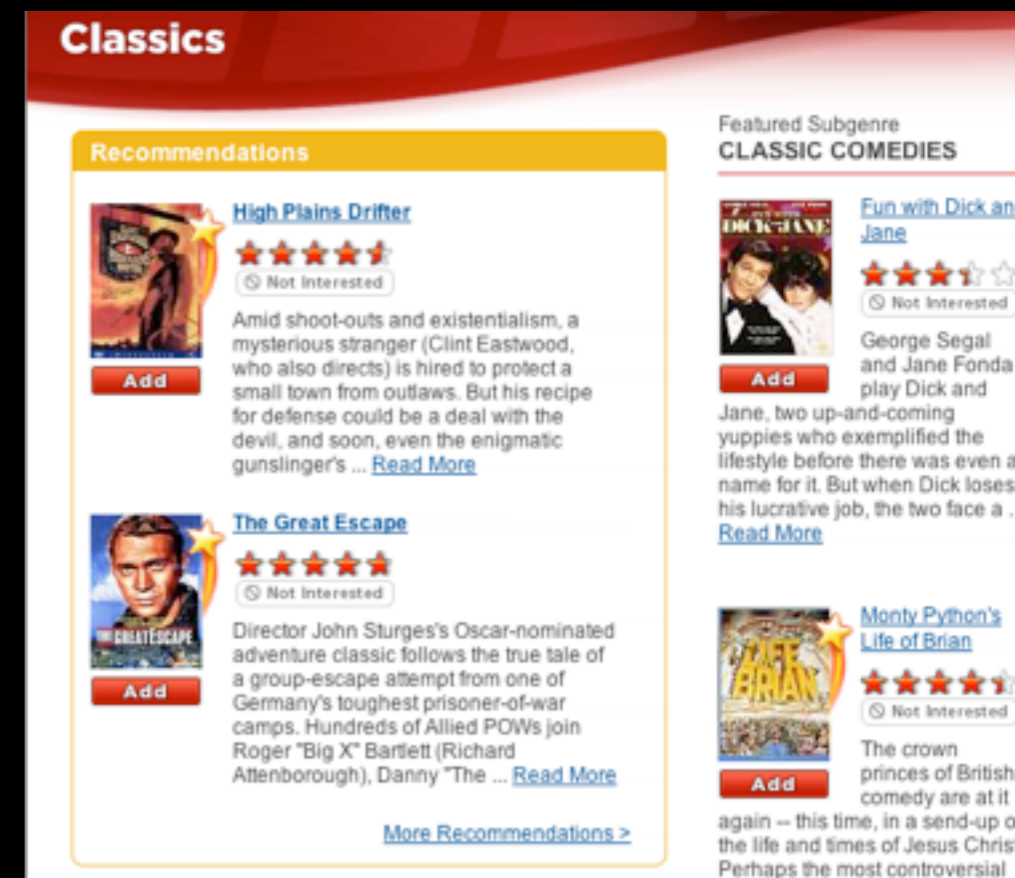
netflix. rate an object. KISS.



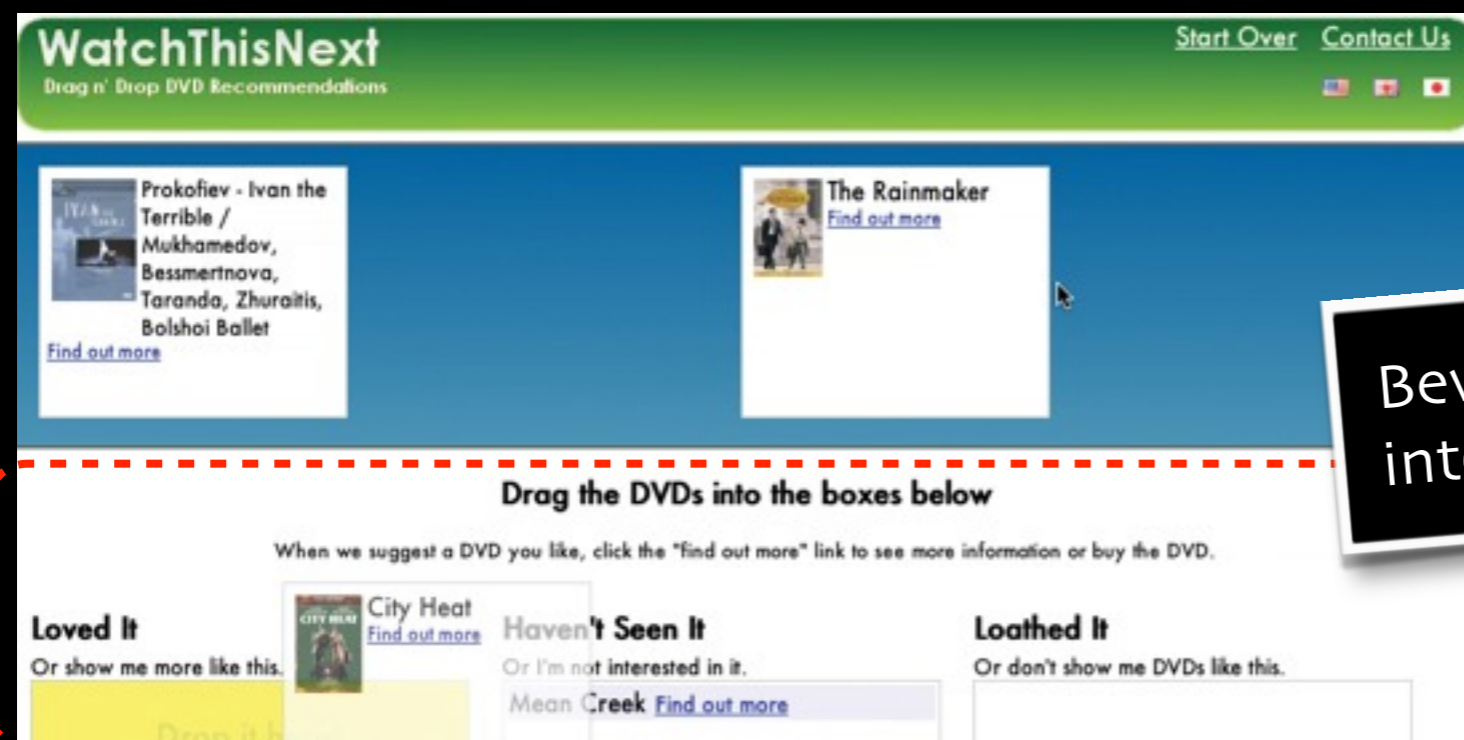
# Anti-Pattern: Mismatched Metaphor



anti-pattern: artificial construct



netflix. rate an object. KISS.



Beware of constructing artificial visual interfaces to support drag and drop

# 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

# Physicality Across Platforms

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

# Physicality Across Platforms

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

# Physicality Across Platforms

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

MORE

New Arrivals

Genres

Instant Queue

Search



TV



✕ View more suggestions

## Emotional Movies



# "Special" Experience

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

NETFLIX

## Recently Watched

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

Search

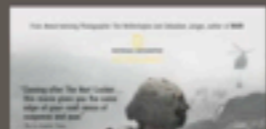


TV



✕ View more suggestions

## Emotional Movies



# "Plus" Experience

NETFLIX

2 / 332

Search

## Instant Queue



### Bella

2006 PG-13 1h 31m



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

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

## Recently Watched



## Emotional Dramas

# "Plus" Experience

NETFLIX

## Instant Queue



2006 PG-13 1h 31m



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## Recently Watched



## Emotional Dramas

# Which Won?

# Which Won?

NETFLIX

2 / 332

Search

## Instant Queue



### Bella

2006 PG-13 1h 31m



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

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## Recently Watched



## Emotional Dramas

# Which Won?

"Plus" experience.  
Maintains Flow

NETFLIX

2 / 332

Search

## Instant Queue



## Recently Watched



## Emotional Dramas

### Bella

2006 PG-13 1h 31m



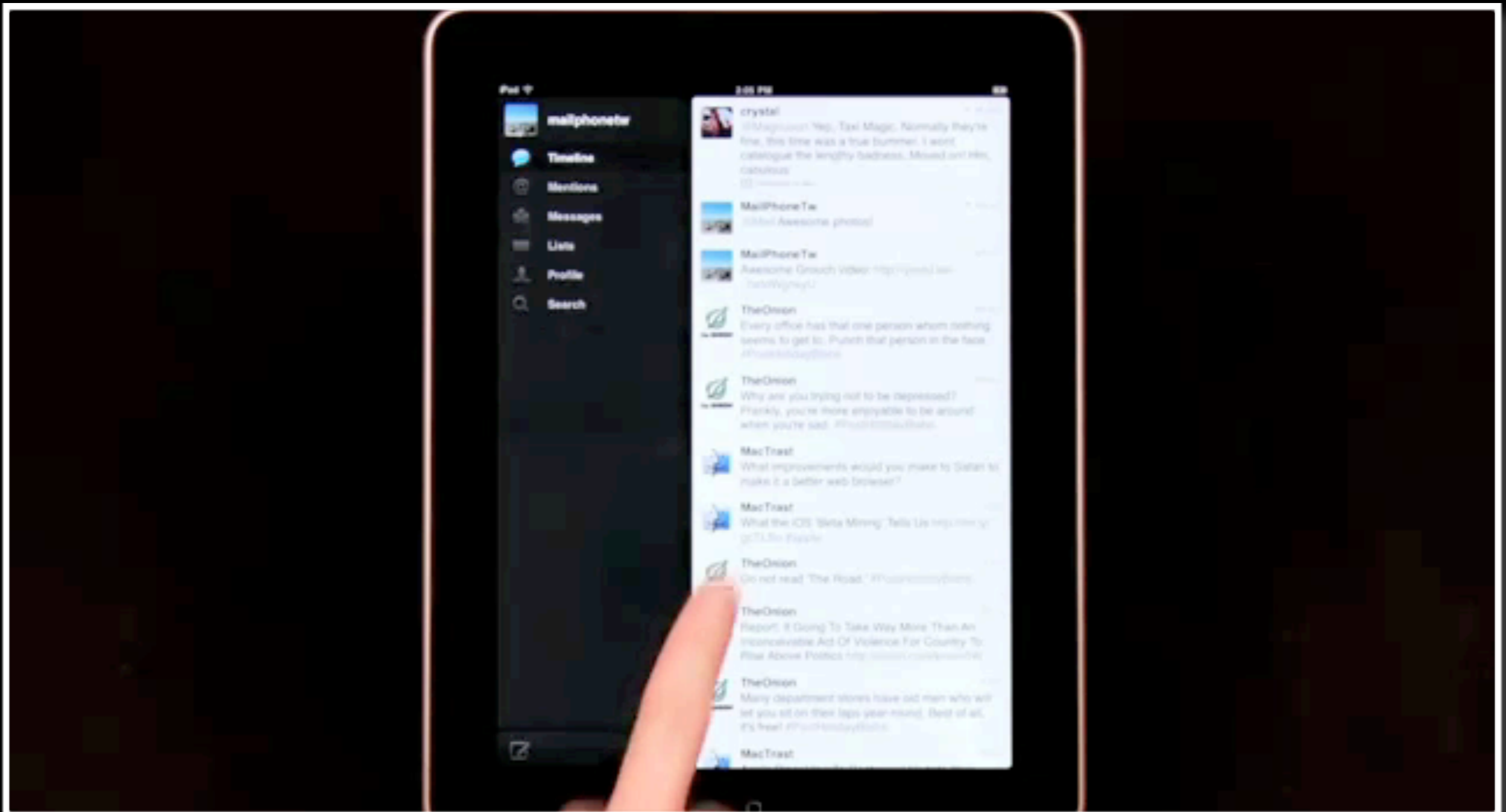
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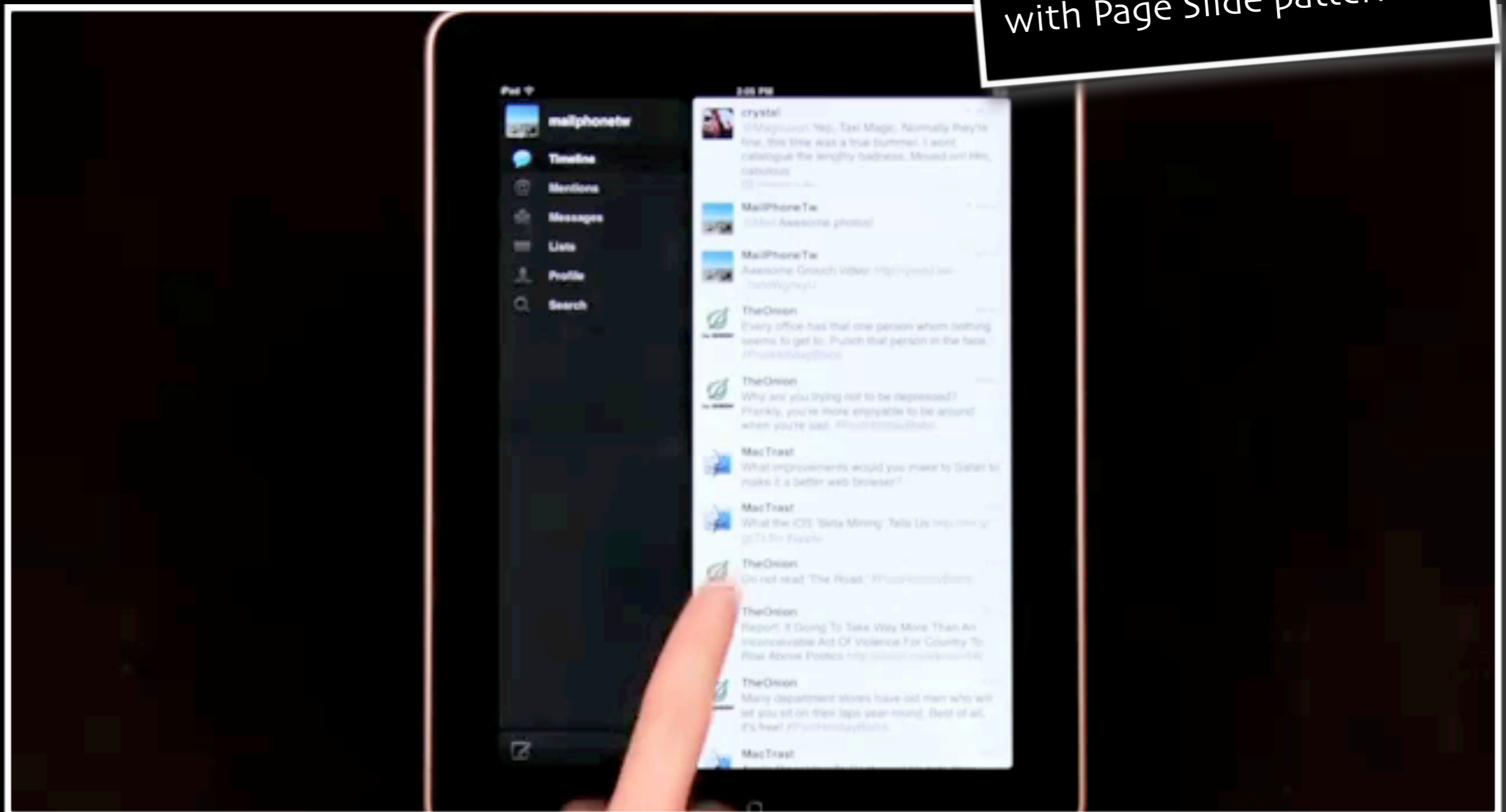
Director: Alejandro Gomez Monteverde

# Twitter as iPad App



# Twitter as iPad App

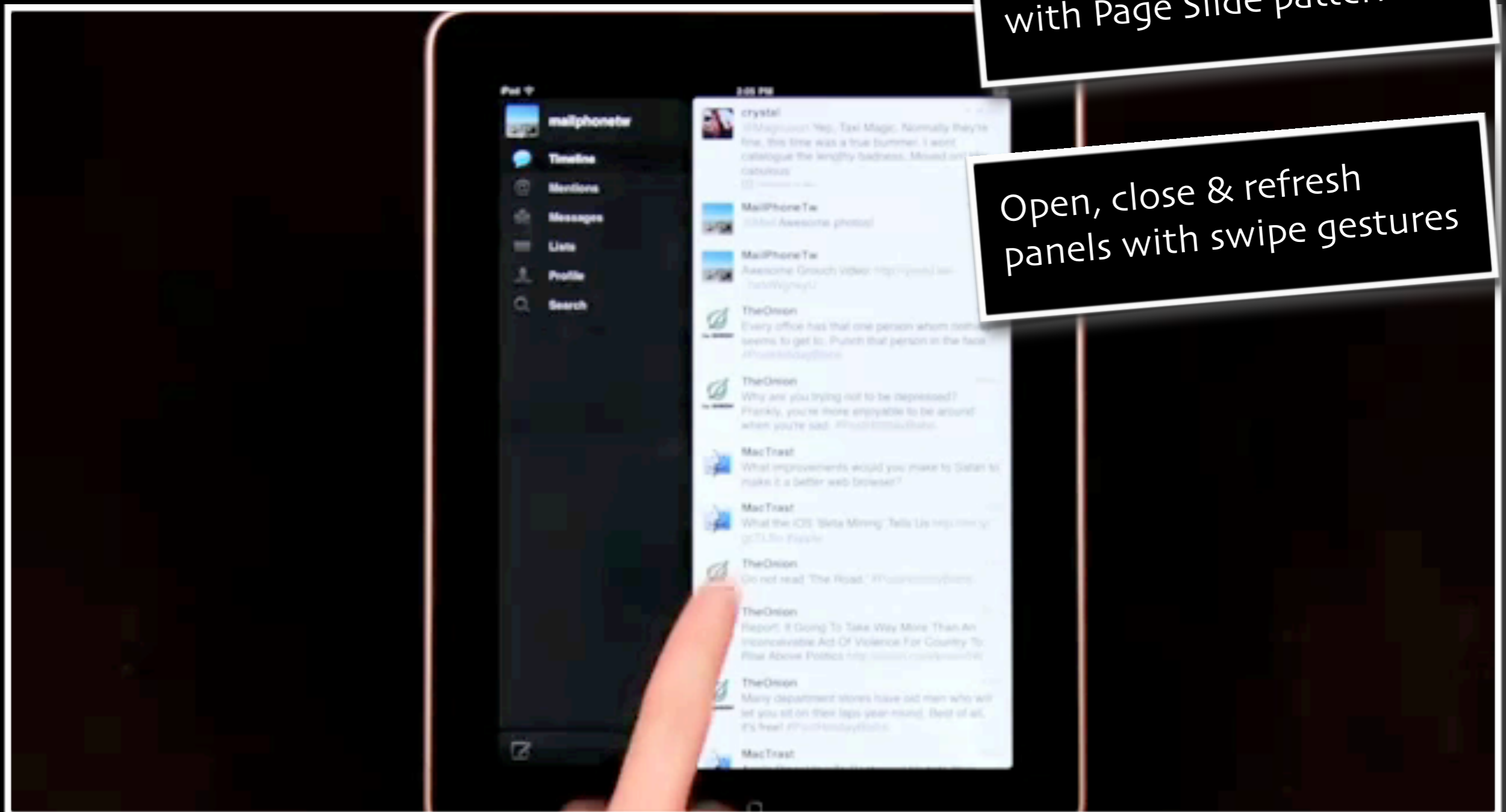
Minimize page transitions  
with Page Slide pattern



# Twitter as iPad App

Minimize page transitions  
with Page Slide pattern

Open, close & refresh  
panels with swipe gestures

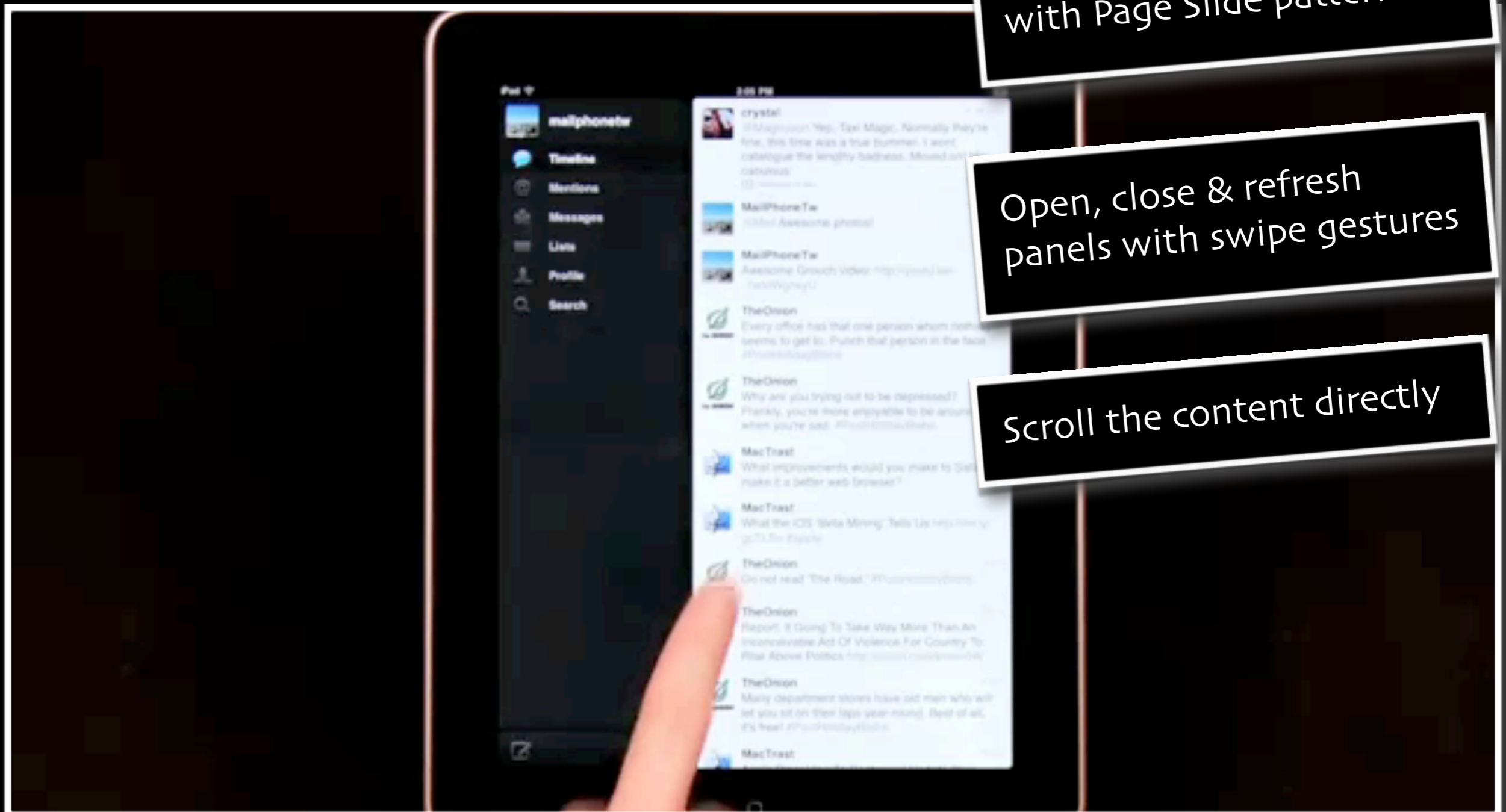


# Twitter as iPad App

Minimize page transitions with Page Slide pattern

Open, close & refresh panels with swipe gestures

Scroll the content directly



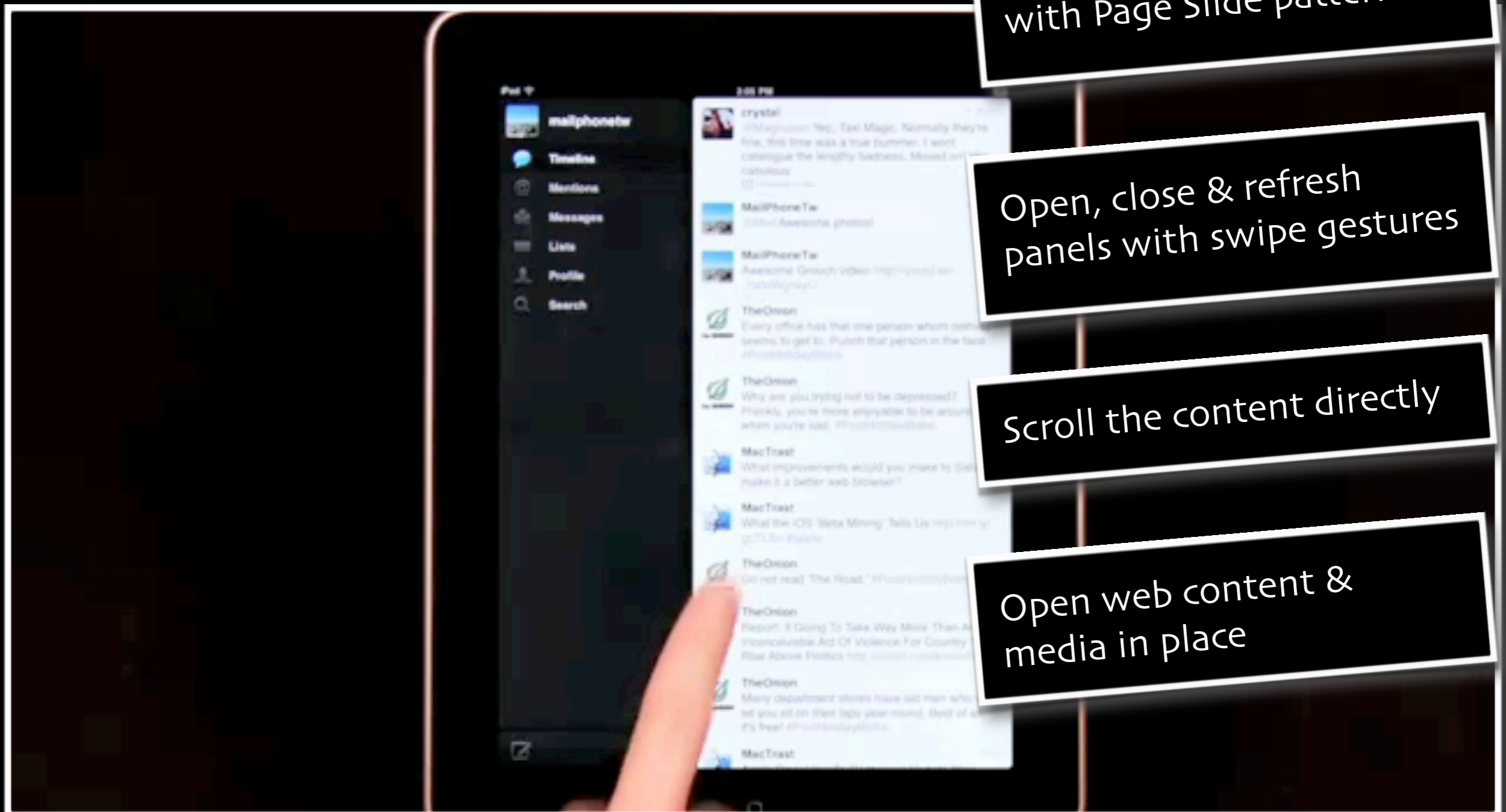
# Twitter as iPad App

Minimize page transitions with Page Slide pattern

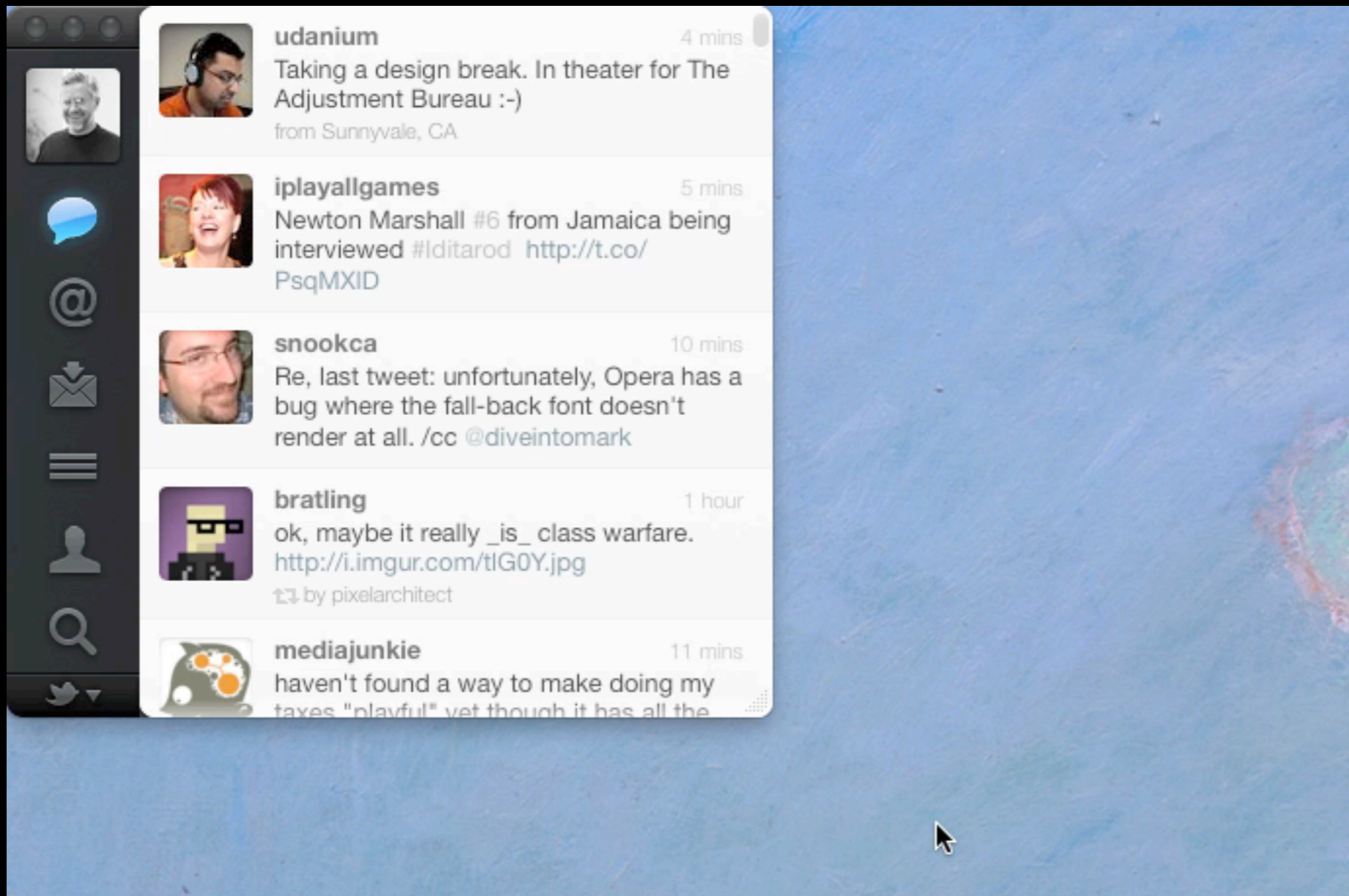
Open, close & refresh panels with swipe gestures

Scroll the content directly

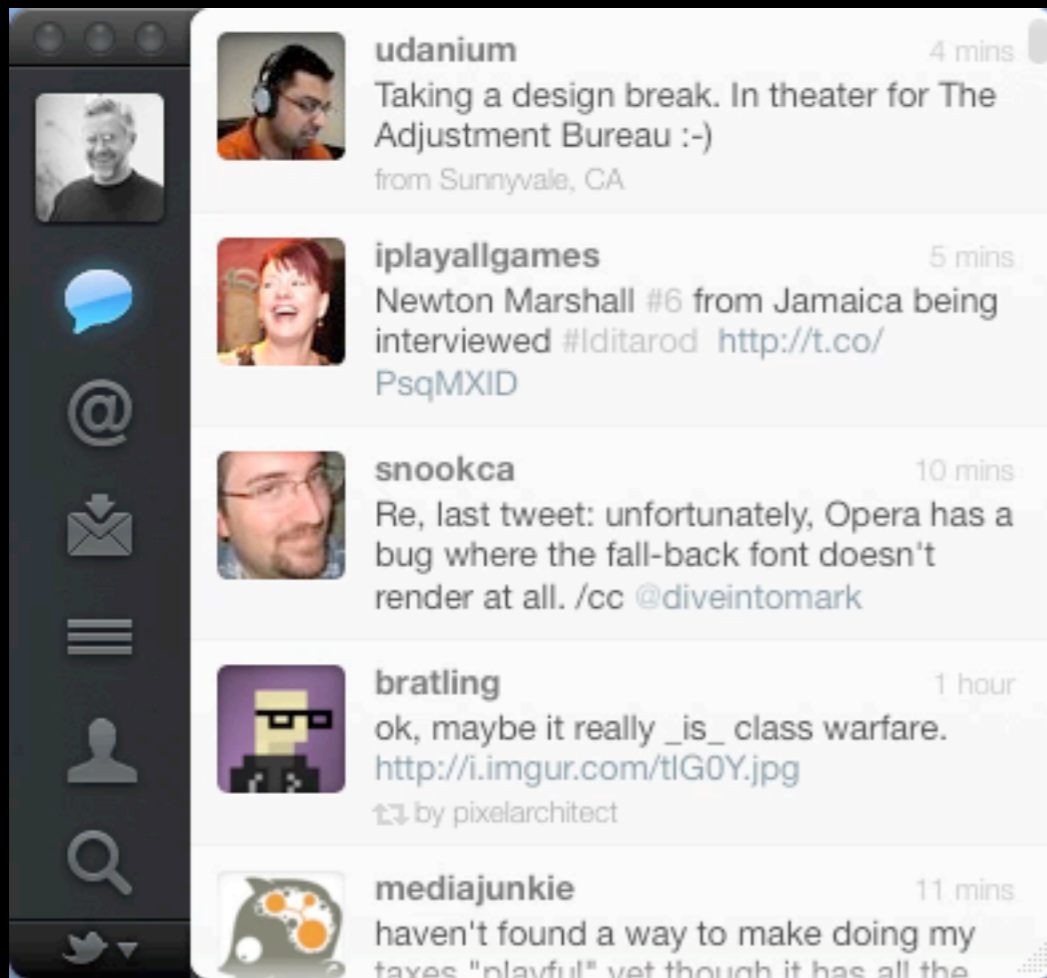
Open web content & media in place



# Twitter as Mac App

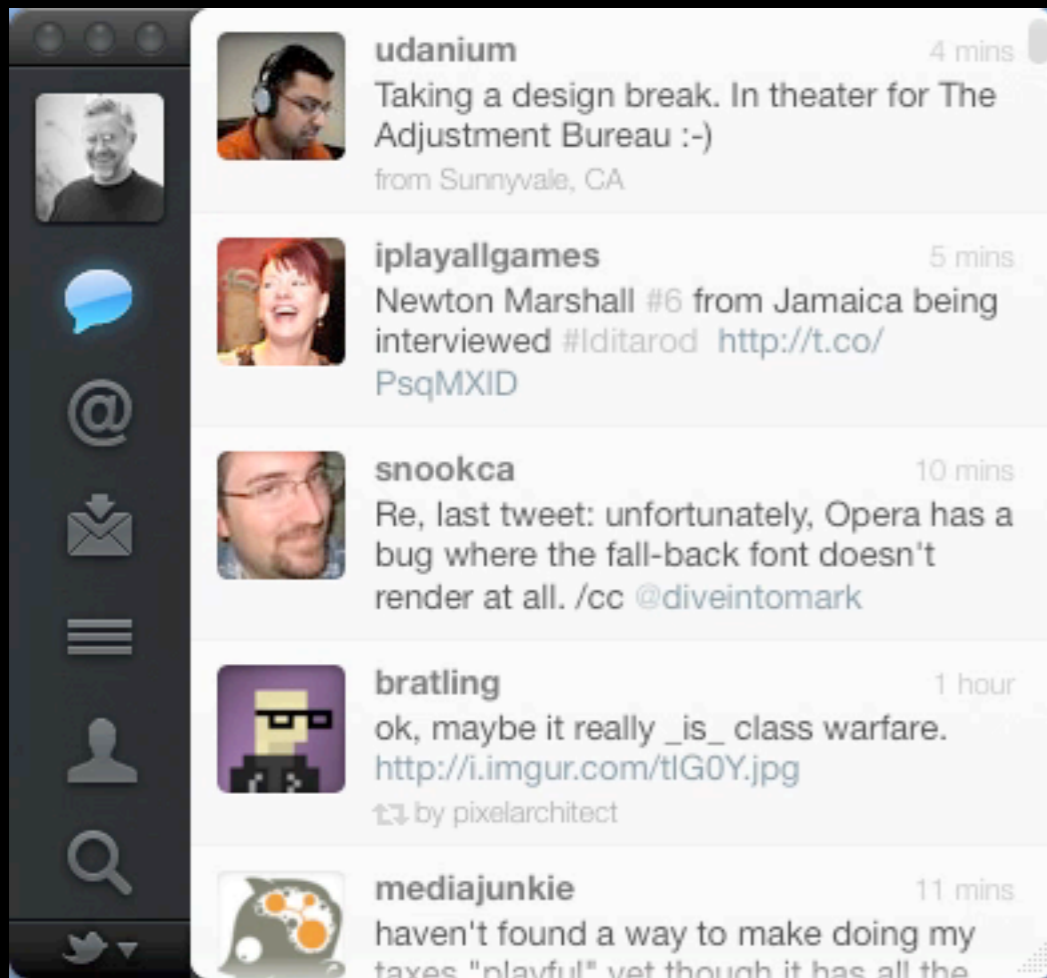


# Twitter as Mac App



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

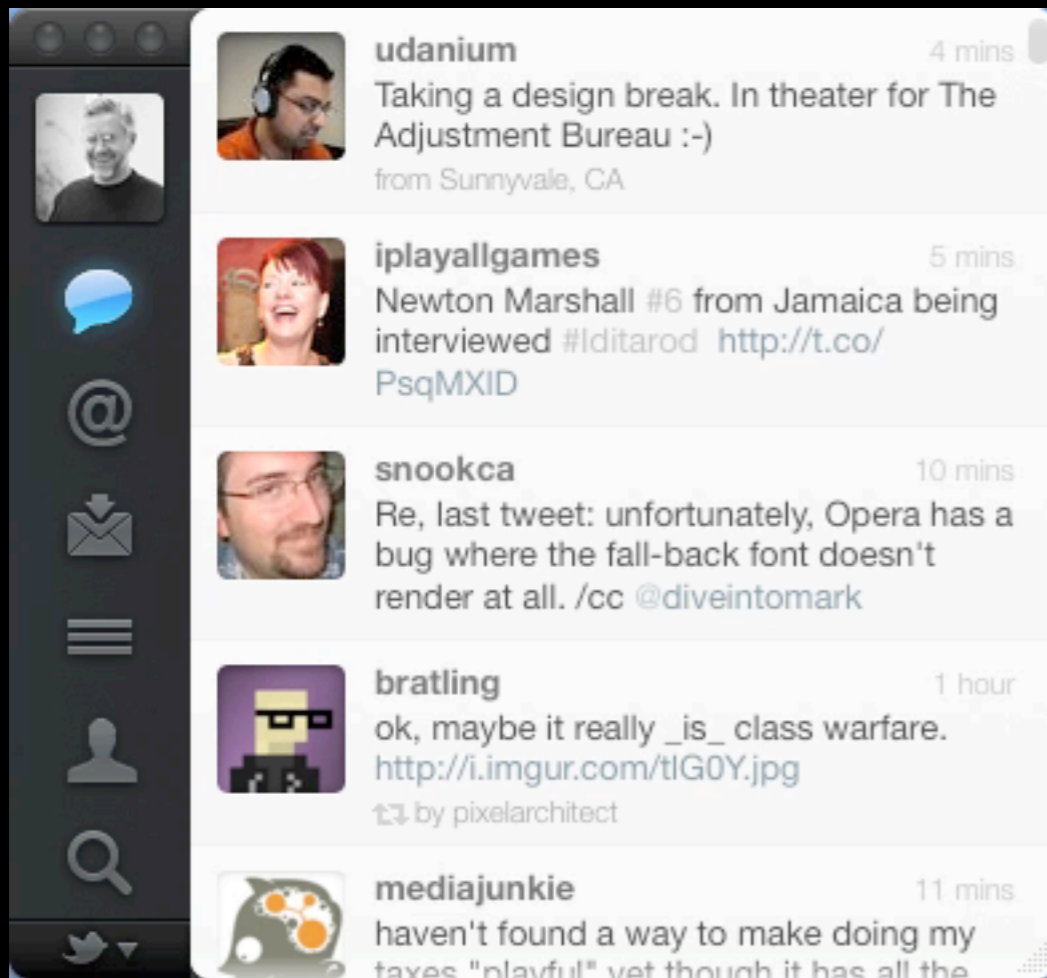
# Twitter as Mac App



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

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

# Twitter as Mac App



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

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

Rethink desktop apps to  
use real estate more  
creatively

# Twitter as Web App

The screenshot displays the Twitter web application interface. At the top, there is a navigation bar with the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The user's name, billwscott, is visible in the top right corner.

The main content area is divided into two columns. The left column shows a timeline of tweets. The right column shows a detailed view of a tweet from @sinequanon.

**Timeline:**

- 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/x321p0zwei> 1 minute ago
- iplayallgames** Cindy Ritzman: Dogs resting an hour before running the #lditarod [yfrog.com/gz9t4zrj](http://yfrog.com/gz9t4zrj) 3 minutes ago
- iplayallgames** Cindy Ritzman: Mackey at the start! #lditarod [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

**Tweet Detail View (from @sinequanon):**

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.redgag.com/c-ljglid> #music #renaissance #composers 4 hours ago

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

Tweets from **@sinequanon**

Canceled opening the page

# Twitter as Web App

The screenshot displays the Twitter web application interface. At the top, there's a navigation bar with the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The user 'billwscott' is logged in. The main content area is divided into two columns. The left column shows a 'What's happening?' section with a text input field and a timeline of tweets. The right column shows search results for 'Renaissance and Baroque'. A black callout box with white text is overlaid on the right side, stating 'Minimize page transitions with Page Slide pattern'. At the bottom left, a status bar indicates 'Canceled opening the page'.

twitter  Home Profile Messages Who To Follow billwscott

What's happening?

Timeline @Mentions Retweets Searches Lists

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

**dbarradas** Daniel Barradas  
Video: Floating <http://tumblr.com/x321p0zwei>  
1 minute ago

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

**iplayallgames** Cindy Ritzman  
Mackey at the start! #lditarod [yfrog.com/h0pnxxj](http://yfrog.com/h0pnxxj)  
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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

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

Tweets containing Renaissance and Baroque

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

Minimize page transitions with Page Slide pattern

Canceled opening the page

# Twitter as Web App

The image shows a screenshot of the Twitter web application interface. The top navigation bar includes the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The user's name, billwscott, is visible in the top right corner. The main content area is titled "What's happening?" and displays a timeline of tweets. The tweets are from various users, including sinequanon, dbarradas, iplayallgames, rashmi, and billwscott. The tweets contain text, links, and images. Two black callout boxes with white text are overlaid on the right side of the interface. The first callout box says "Minimize page transitions with Page Slide pattern" and the second callout box says "Find myself annoyed with web pages opening in another window". At the bottom of the interface, there is a status bar that says "Canceled opening the page".

twitter

Search

Home Profile Messages Who To Follow

billwscott

What's happening?

Timeline @Mentions Retweets Searches Lists

**sinequanon** Rowell Sotto  
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<http://goo.gl/EVJYE>  
1 minute ago

Tweets from **@sinequanon**

Minimize page transitions with Page Slide pattern

Find myself annoyed with web pages opening in another window

Canceled opening the page

# Twitter as Web App

The image shows a screenshot of the Twitter web application interface. The top navigation bar includes the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The user's name, billwscott, is visible in the top right corner. The main content area displays a timeline of tweets. Three callout boxes are overlaid on the right side of the interface, highlighting specific UI issues:

- Minimize page transitions with Page Slide pattern**: This callout points to the transition between tweets, suggesting a more fluid navigation pattern.
- Find myself annoyed with web pages opening in another window**: This callout points to a tweet containing a link, highlighting the frustration of external links opening in new browser windows.
- Find myself wanting to substitute a drag for a swipe**: This callout points to a tweet, suggesting a more intuitive gesture-based interaction for navigating through content.

The tweets visible in the timeline include:


- 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).
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- 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).

At the bottom of the screen, a status bar indicates "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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 **shauntrennery** Amazon.com drops support for IE6  
<http://j.mp/9cPSAF>  
25 minutes ago via TweetDeck

My Yahoo! Hi, Bill

MY FAVORITES + Add

-  View Yahoo! Sites
-  Yahoo! Mail
-  Ajaxian
-  Autos
-  eBay
-  Facebook
-  Finance (Dow Jones ↓)
-  Games
-  HotJobs
-  Maps
-  Messenger
-  Movies
-  Sports
-  Updates (6)
-  Weather (58°F)

RECOMMENDED

-  Deal Of The Day
-  Answers

TODAY - July 22, 2009

POPULAR SEARCHES

1. Fred Dur
2. Hell's Kito



Facebook Settings



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


# Vs Hover & Cover


Where possible replace annoying hover details with dedicated detail panes


Home

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 **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

My Yahoo! Hi, Bill

MY FAVORITES + Add

- View Yahoo! Sites
- Yahoo! Mail
- Ajaxian
- Autos
- eBay
- Facebook
- Finance (Dow Jones)
- Games
- HotJobs
- Maps
- Messenger
- Movies
- Sports
- Updates (6)
- Weather (58°F)

RECOMMENDED

- Deal Of The Day
- Answers

TODAY - July 22, 2009

Facebook Settings

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

**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



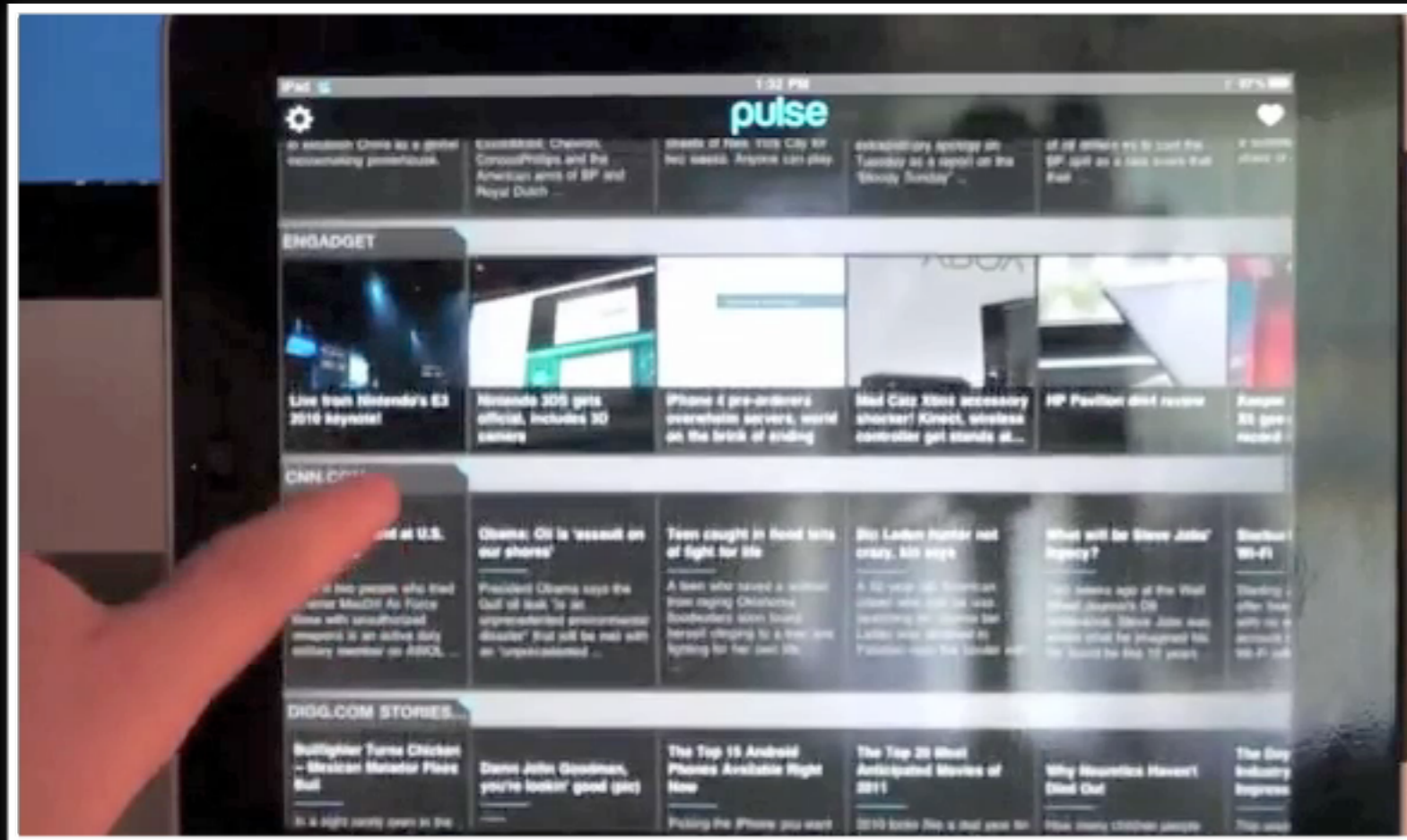
Three types of iPhone navigation: Flat, Tab, Tree  
- Jeff Clark (Tapworthy)



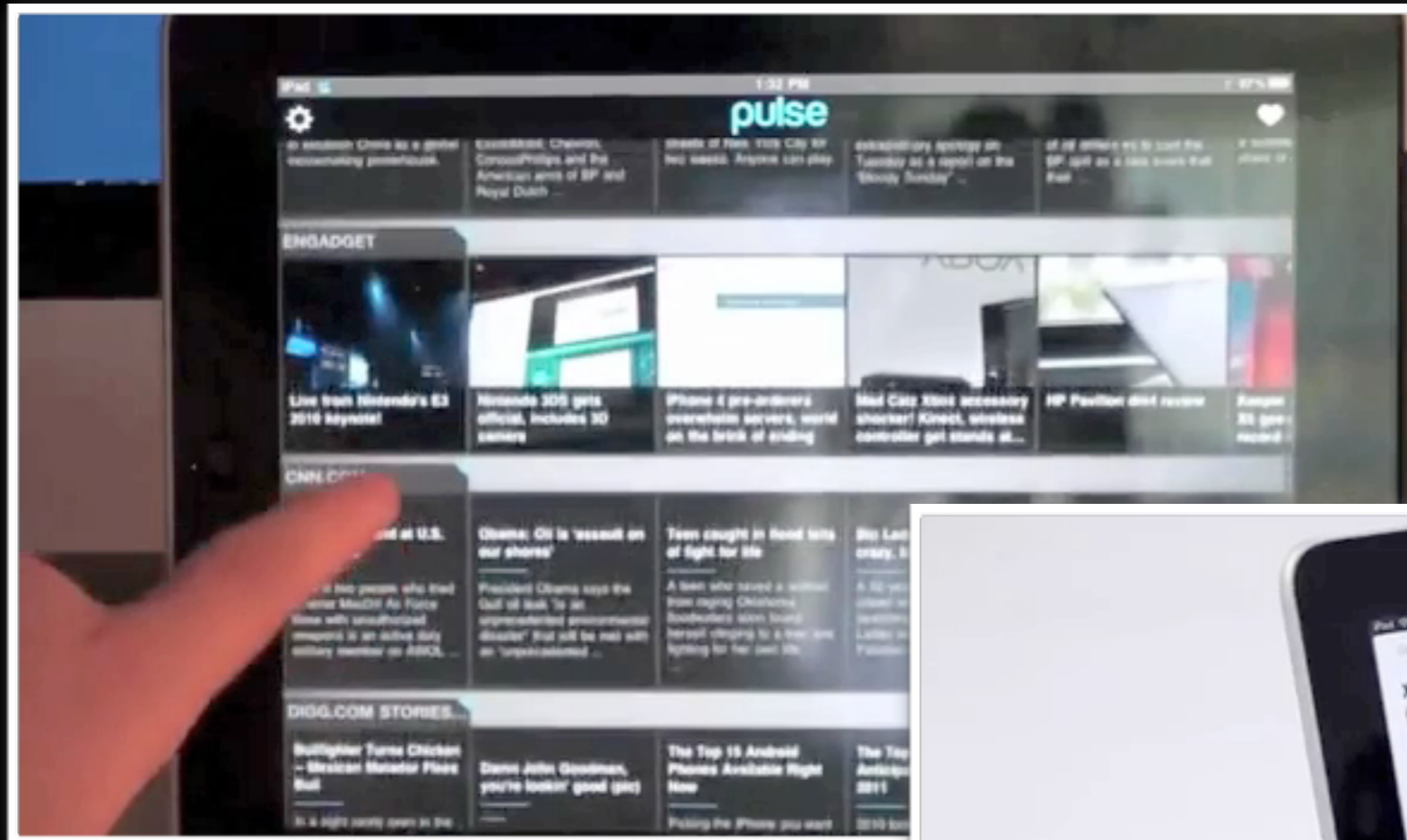
Gowalla: Tab + Flat  
- Jeff Clark (Tapworthy)

Source: Tapworthy by Josh Clark

# Pulse & Flipboard iPad Apps



# Pulse & Flipboard iPad Apps



# Maintaining Flow Across Platforms

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

# Maintaining Flow Across Platforms

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

# Maintaining Flow Across Platforms

	Navigation	Paging	Scrolling
Web	Page, Tab, Back Button	<div>When page content changes or step by step flow</div> <div>Avoid too many page changes</div>	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	<div>Swiping through pages</div> <div>Avoid too many page changes</div>	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	<div>When page content changes or step by step flow</div> <div>Avoid too many page changes</div>	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	<div>Swiping through pages</div> <div>Avoid too many page changes</div>	Short scrolling or for Sliding content	Nice way to bring in more in-page content
TV	Flat, Tab, Tree, Master/Detail	When page content changes or step by step flow	Avoid	Avoid

# Maintaining Flow Across Platforms

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



**#3 Be Responsive**

**Use Transitions/  
Animations  
to Create  
Responsiveness**

# Animation Can...

# Animation Can...

The screenshot shows the TurboTax Deluxe software interface. At the top, the TurboTax logo is on the left, and navigation tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', 'State Taxes', and 'Print & File' are on the right. Below these, a sub-navigation bar includes 'Wages & Income', 'Deductions & Credits' (which is highlighted), and 'Other Tax Situations'. On the left side, a summary box 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 link for 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, a text label '(Box 1 on your 1098)' is followed by a text input field containing the value '0.00'. A mouse cursor is positioned over the input field.

**TurboTax**  
**Deluxe**

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

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

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

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

**Enter Your Interest Paid to Some Lender**

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

(Box 1 on your 1098)

# Animation Can...

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

**TurboTax Deluxe**

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

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

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

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

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

(Box 1 on your 1098)

This is a close-up of the summary box from the previous screenshot. It shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The numbers are displayed in large, bold, red font on a dark gray background.

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

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

# Animation Can...

**TurboTax Deluxe**

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

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

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

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

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

(Box 1 on your 1098)

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

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



nbc.com

upc.com

# Animation Can...

Be really, really  
annoying

The screenshot shows the TurboTax Deluxe interface. At the top, there are navigation tabs: 'Personal Info', 'Federal Taxes' (selected), 'Federal Review', 'State Taxes', and 'Print & File'. Below these are sub-tabs: 'Wages & Income', 'Deductions & Credits' (selected), and 'Other Tax Situations'. On the left, a summary box shows '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' with a subtitle 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there is a text input field labeled '(Box 1 on your 1098)' with the value '0.00' entered.

This is a simplified, static version of the TurboTax form. It consists of a light gray background with two dark gray rectangular boxes. The top box is labeled 'Federal Tax Due' and contains the text '\$10,533' in red. The bottom box is labeled 'CA Tax Due' and contains the text '\$4,973' in red. There are no interactive elements or animations.



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

- Occam

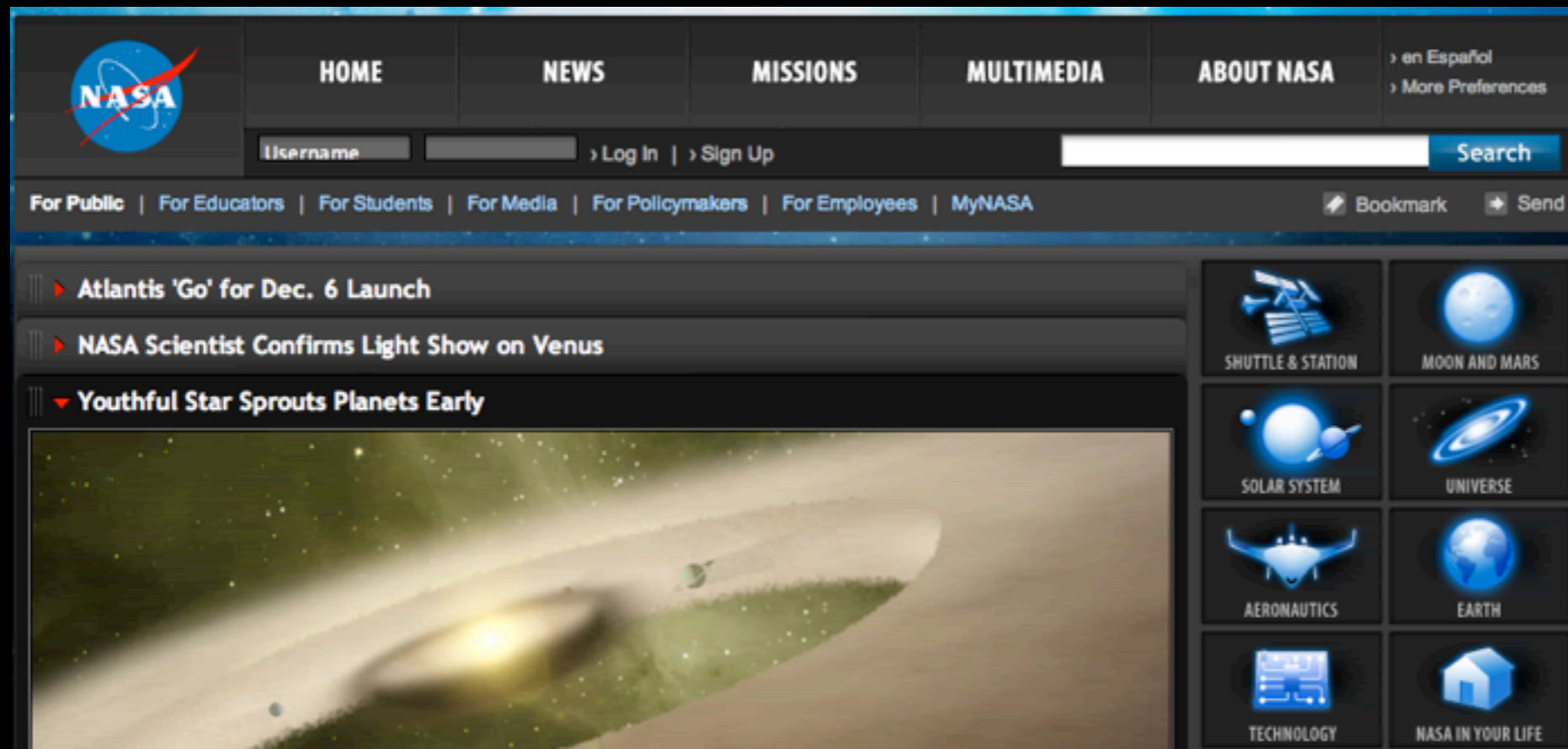
Make all visual distinctions as  
subtle as possible, but still clear  
and effective.

- Tufte "Smallest Effective Difference"

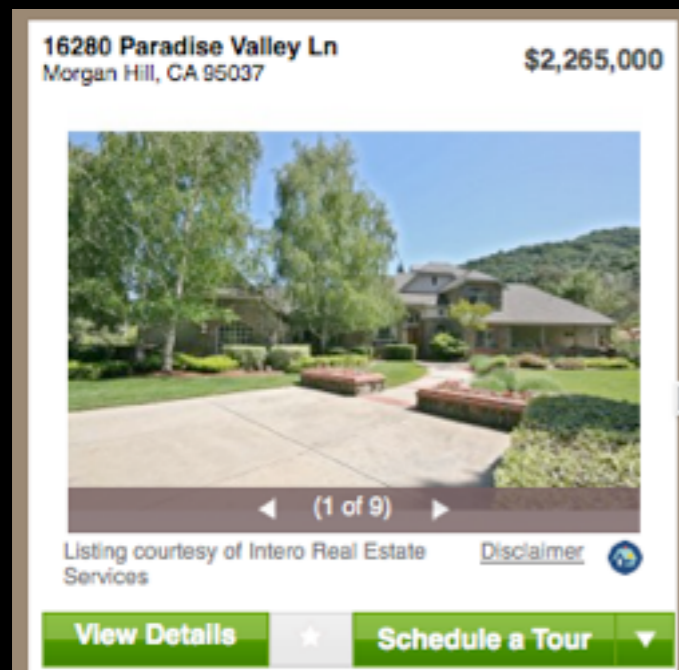
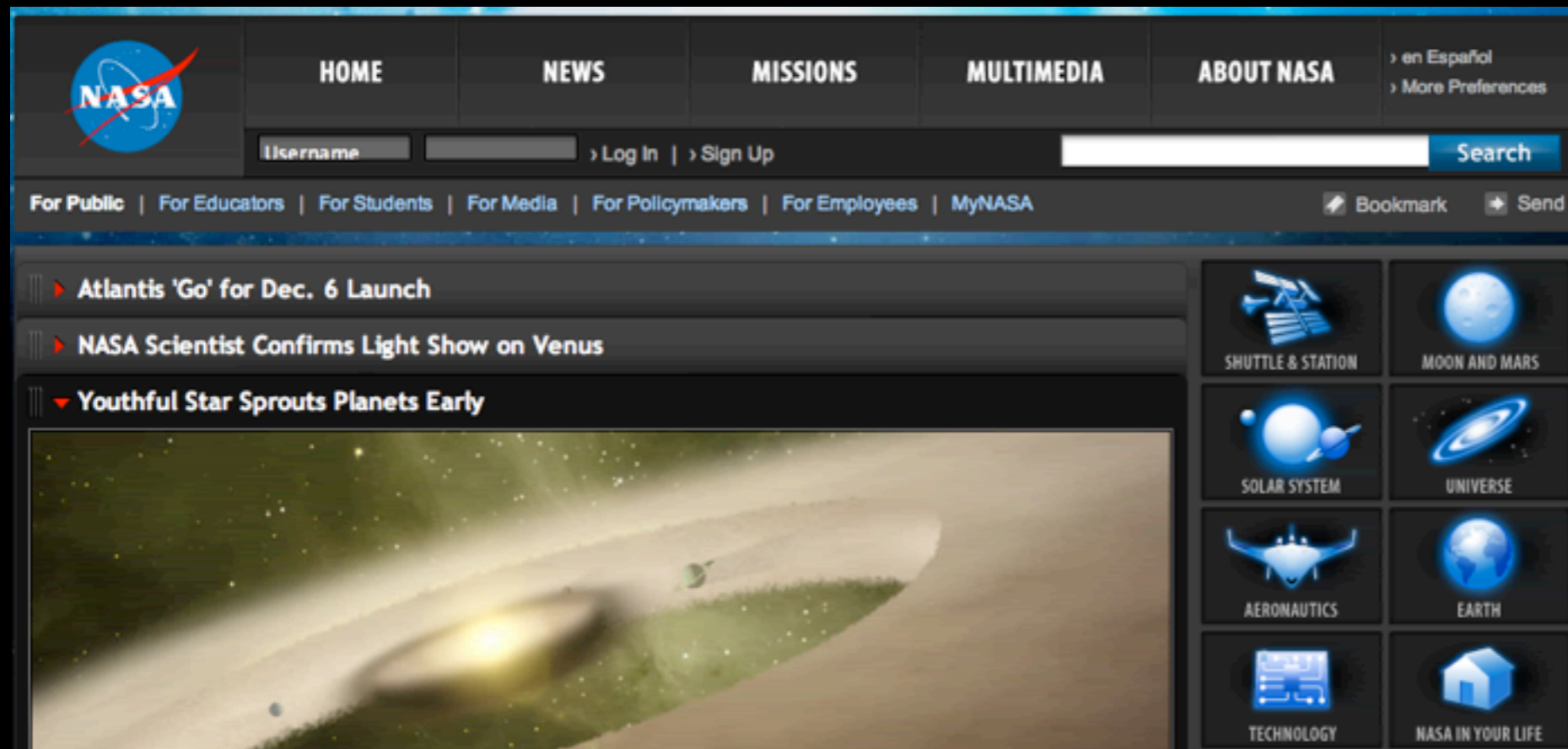
nbc.com

upc.com

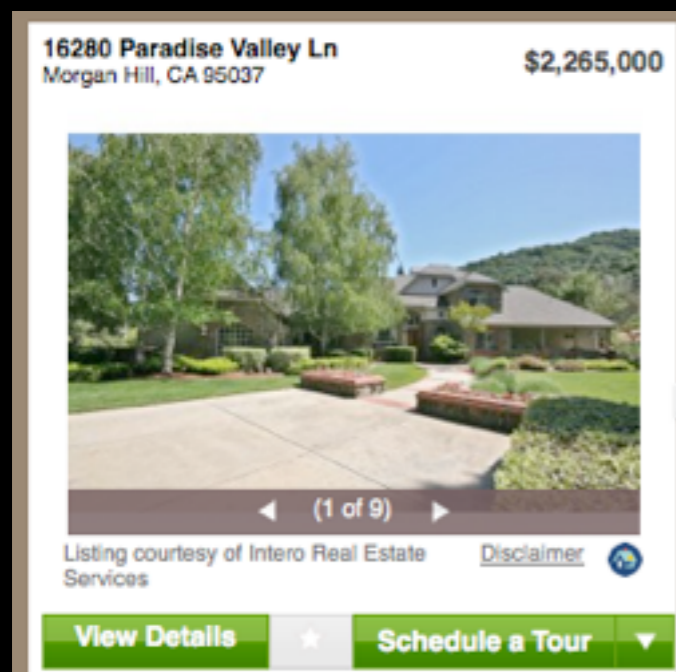
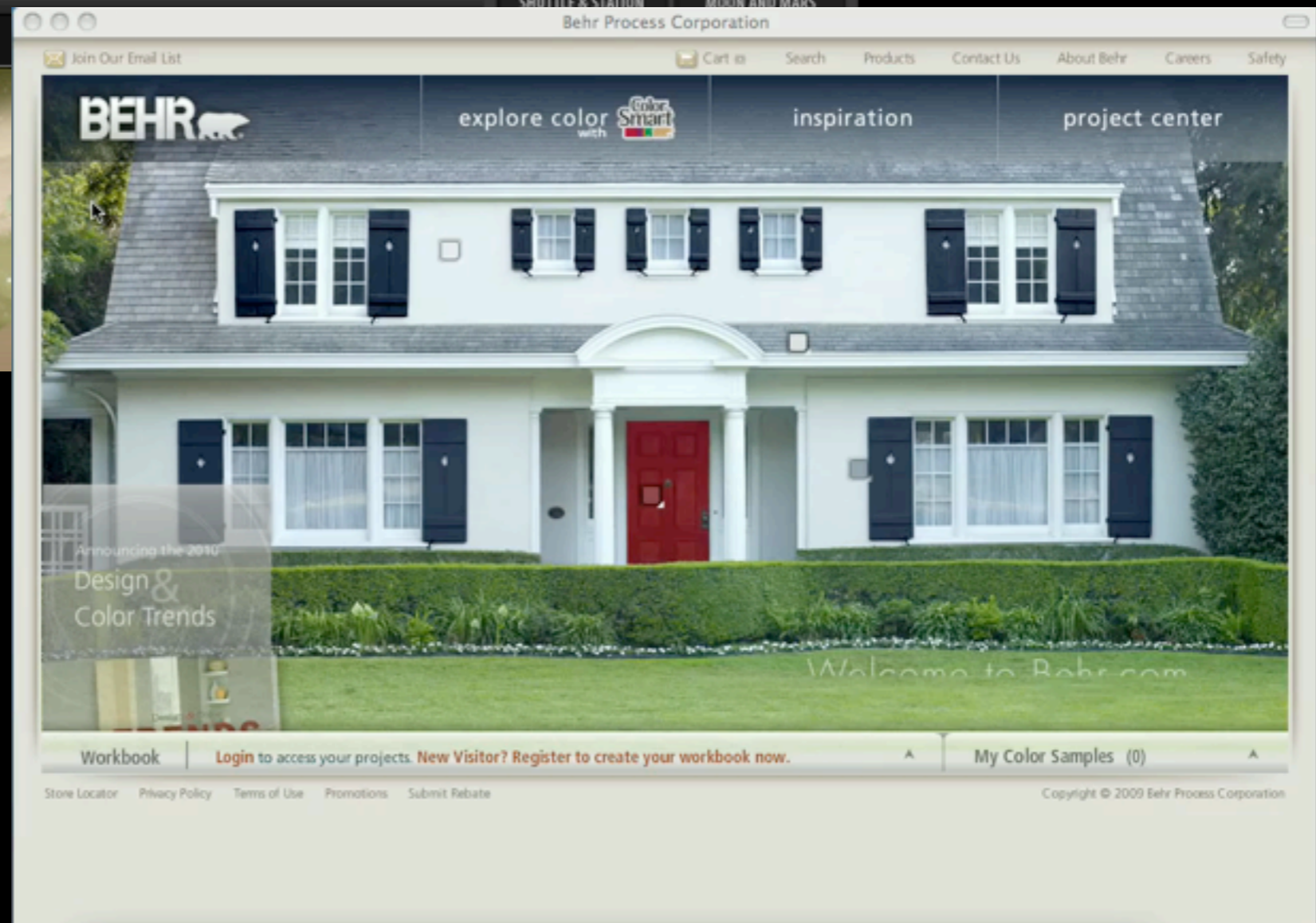
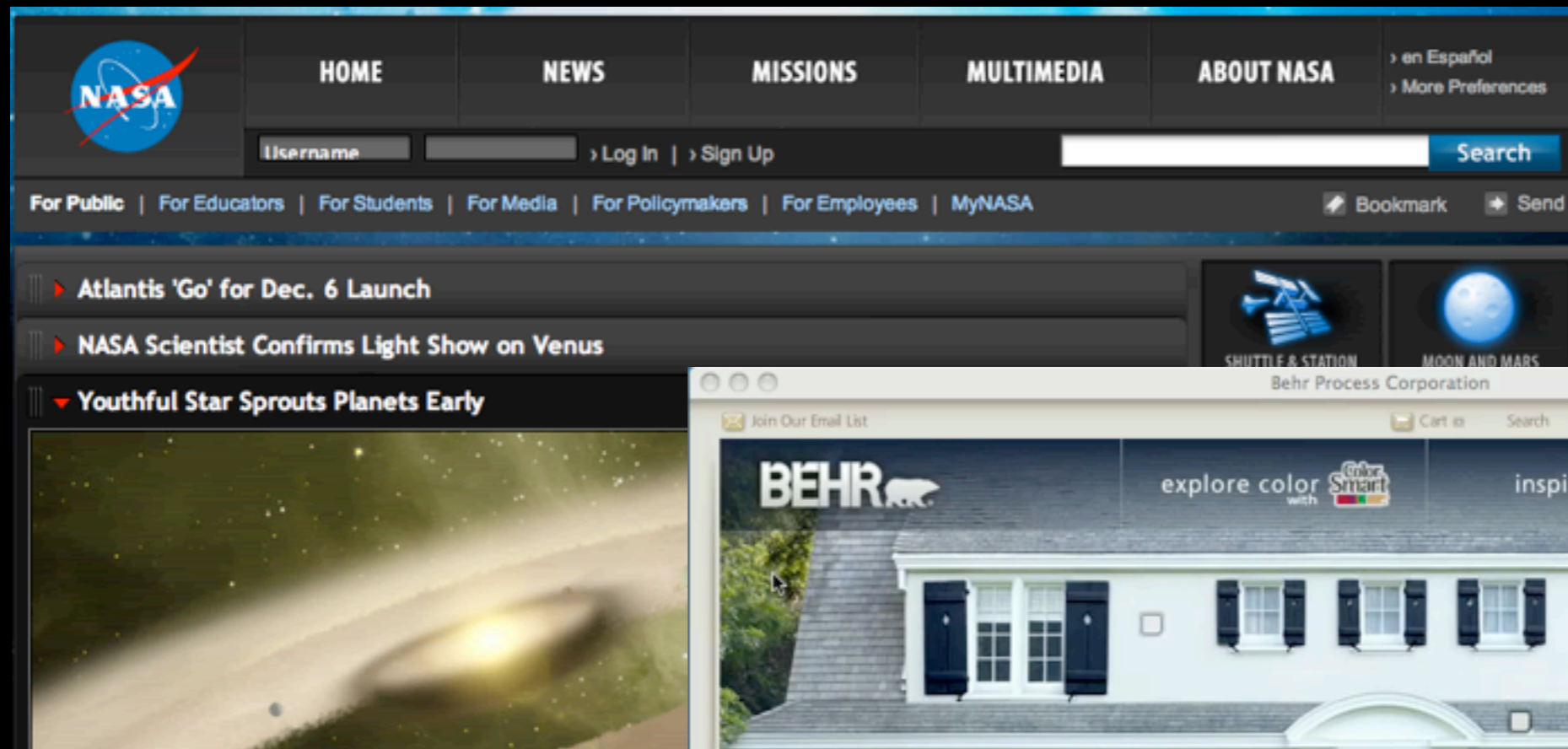
# Web Apps Seem Prone to This



# Web Apps Seem Prone to This

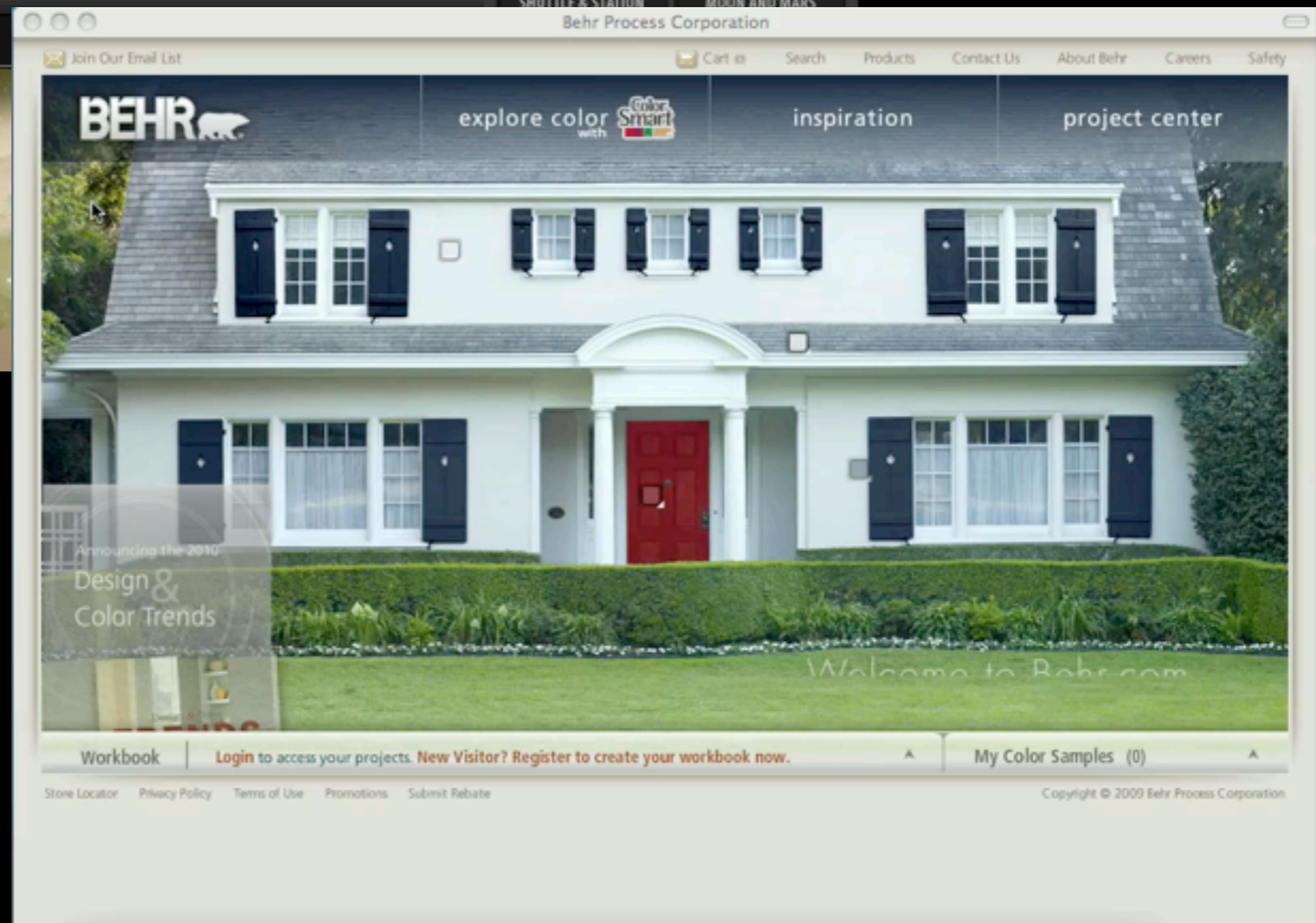
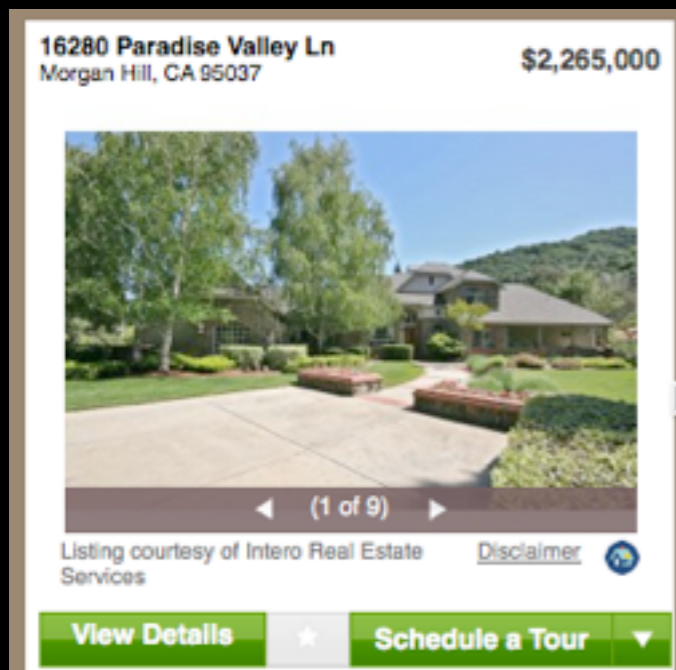
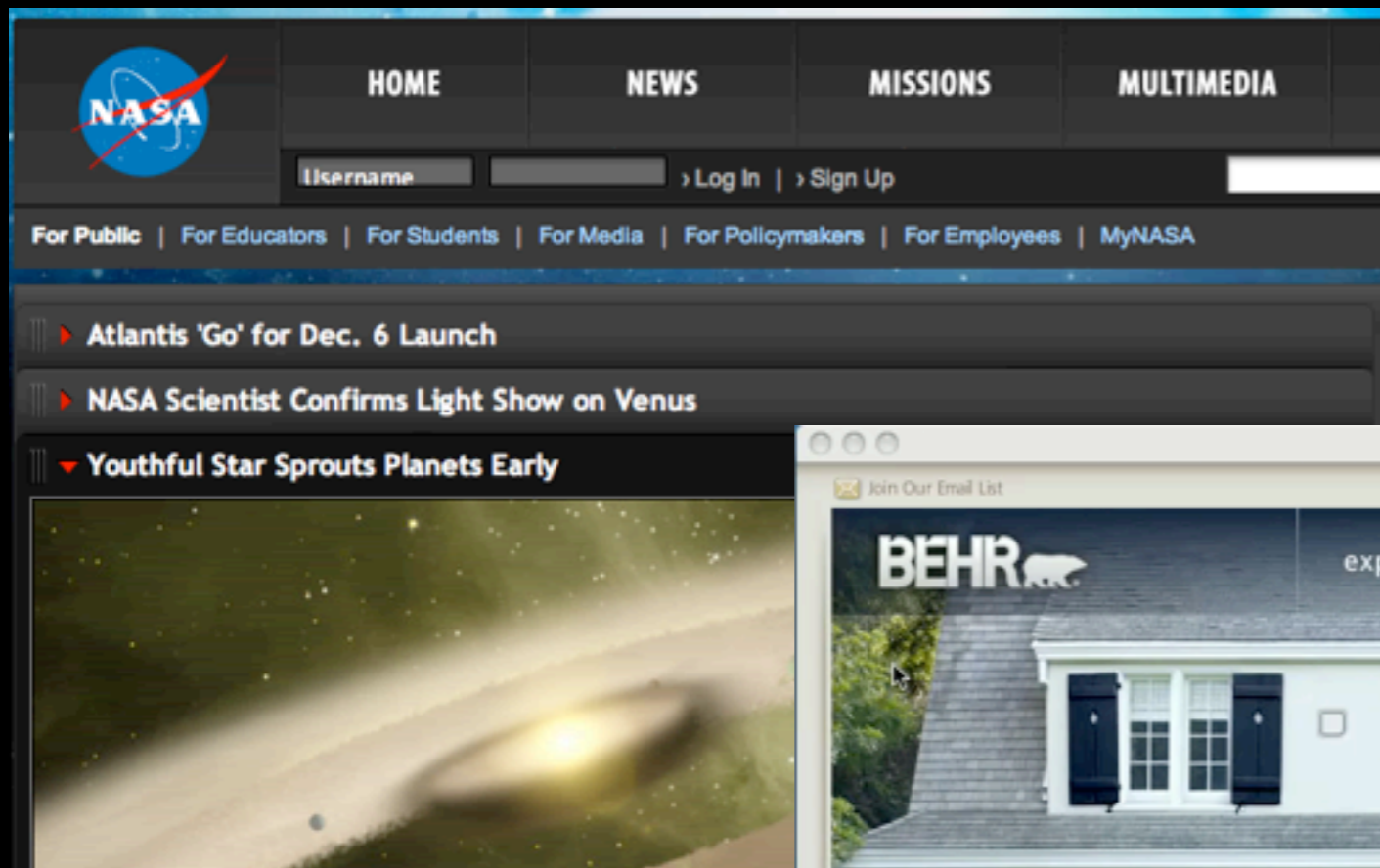


# Web Apps Seem Prone to This

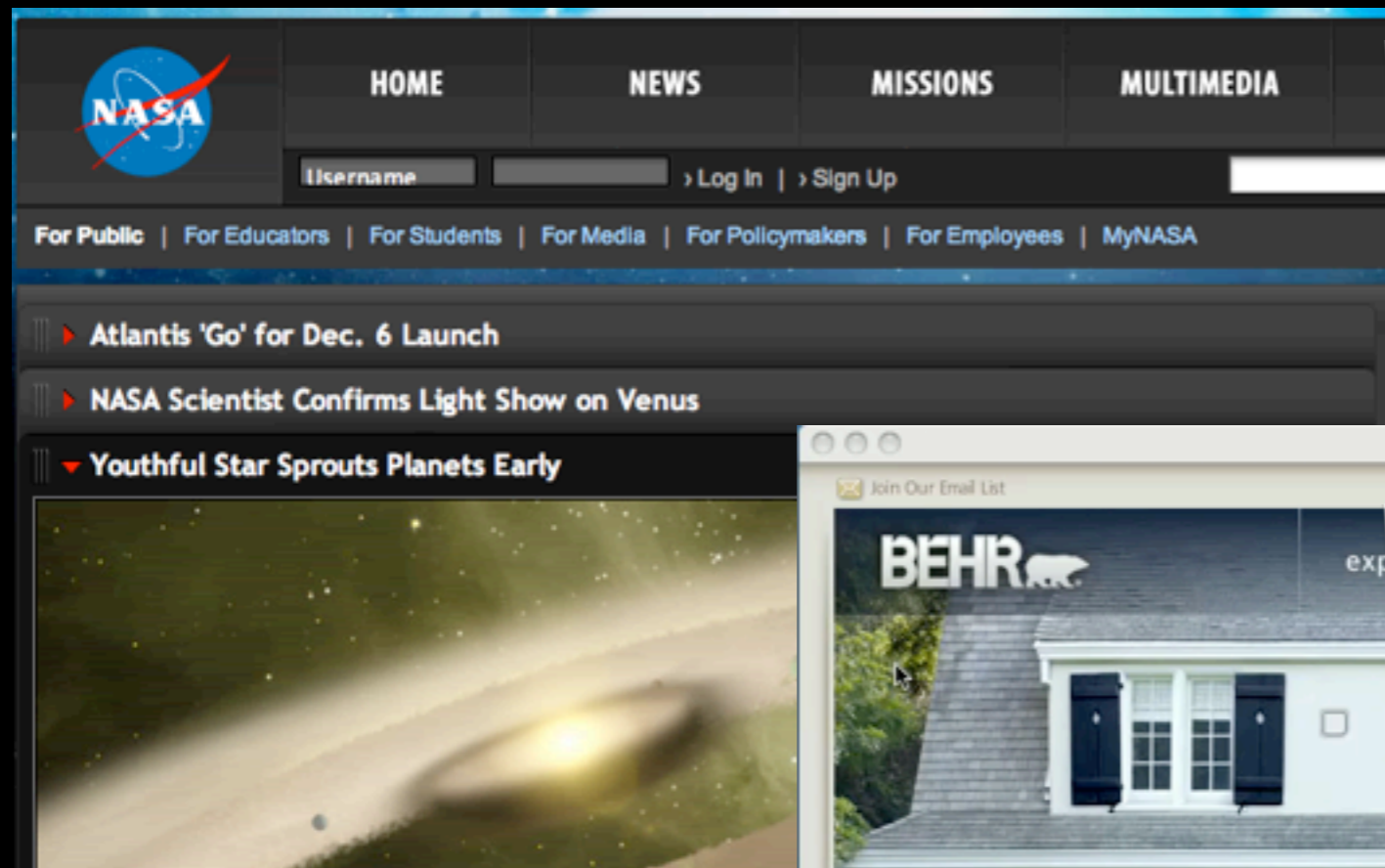


# Web Apps Seem Prone to This

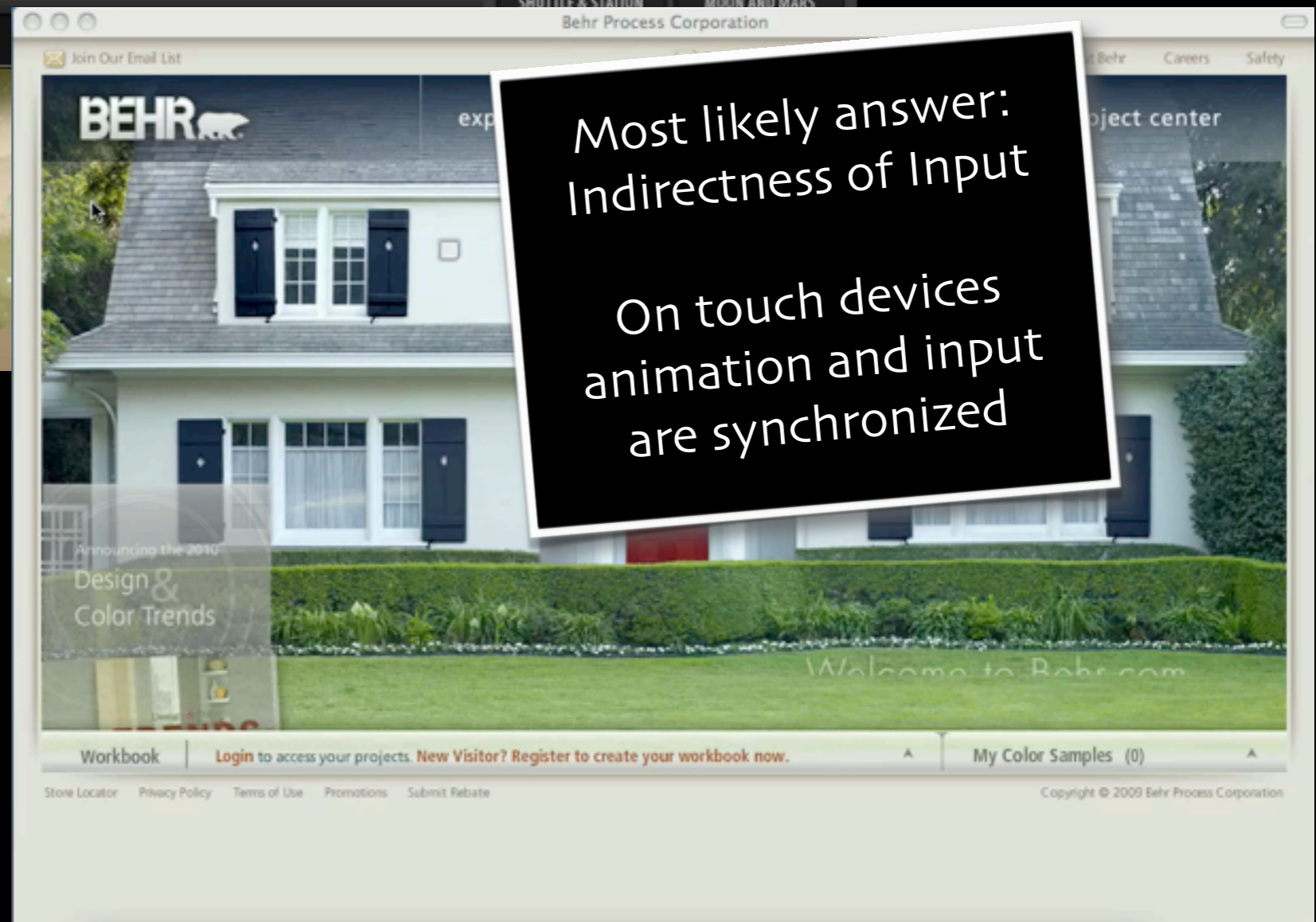
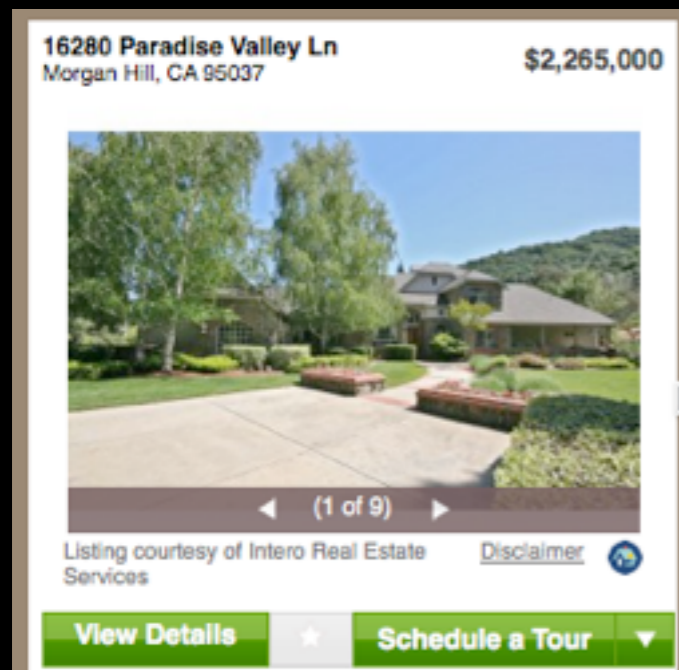
Snarky answer: Blame it on Flash :-)



# Web Apps Seem Prone to This



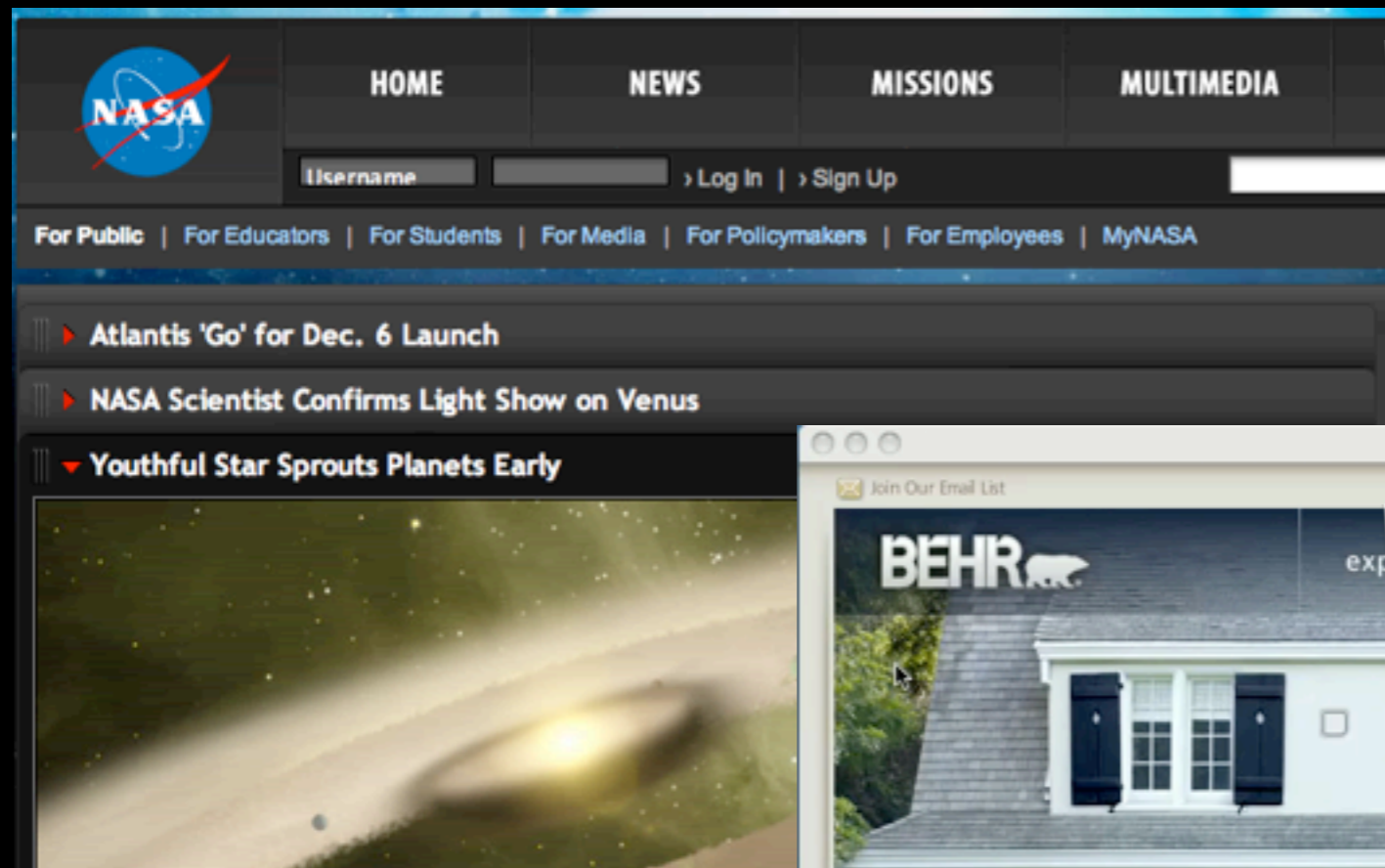
Snarky answer: Blame it on Flash :-)



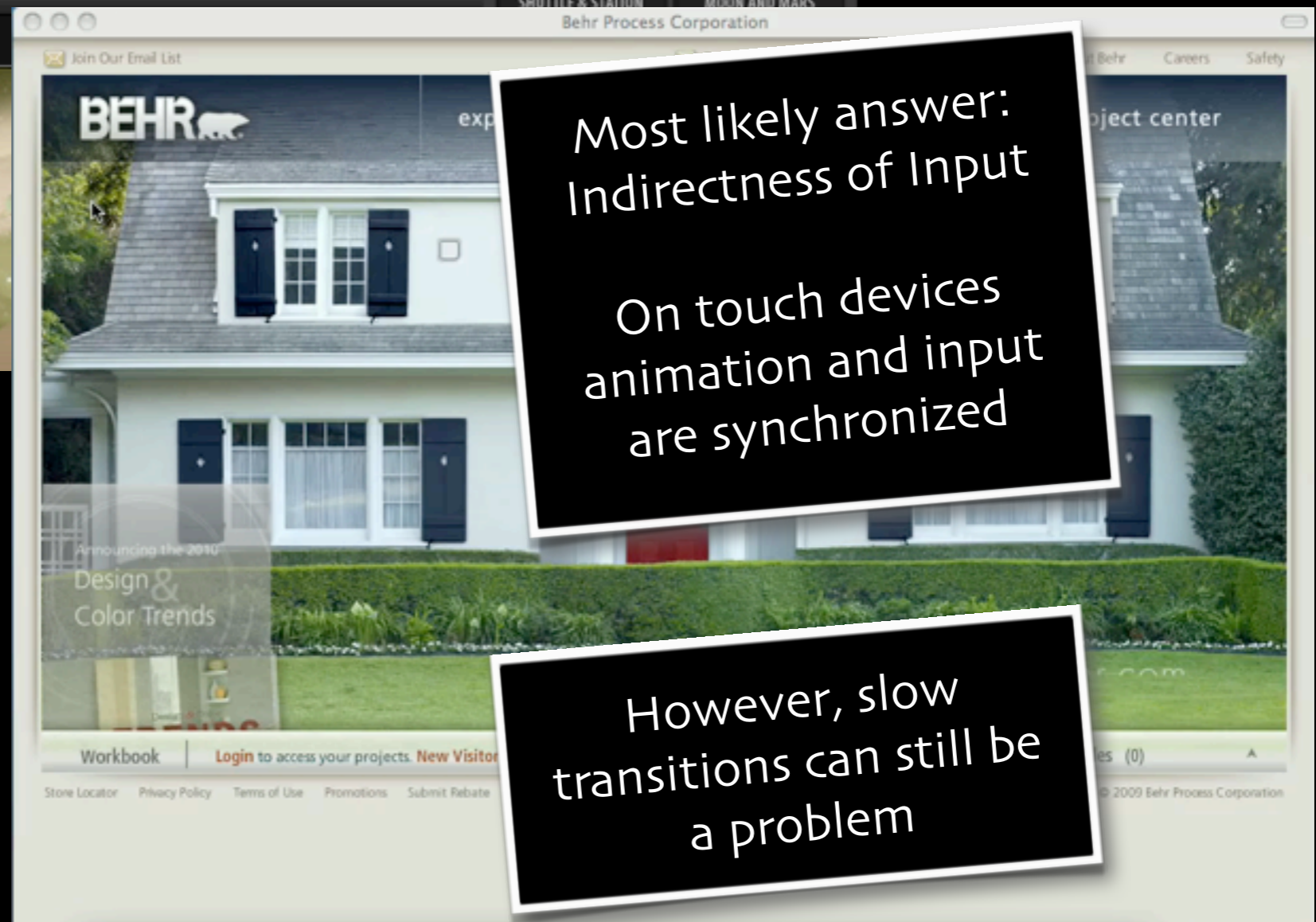
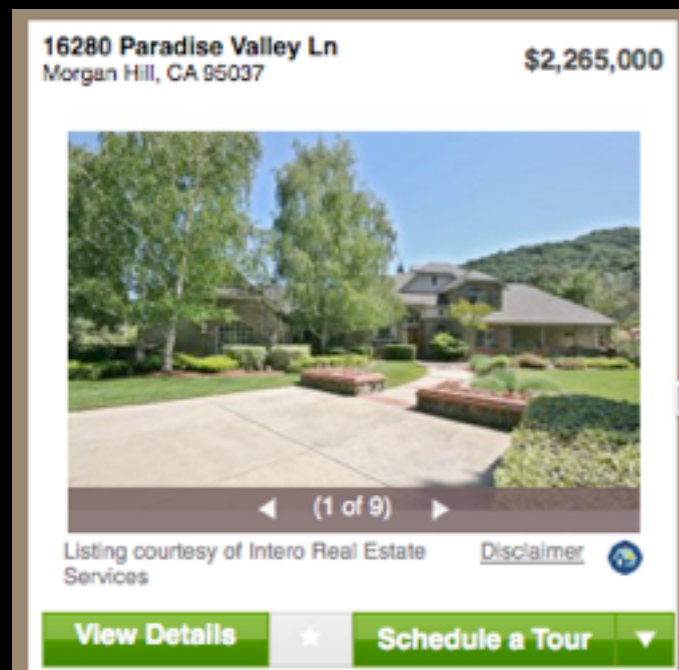
Most likely answer:  
Indirectness of Input

On touch devices  
animation and input  
are synchronized

# Web Apps Seem Prone to This



Snarky answer: Blame it on Flash :-)



Most likely answer:  
Indirectness of Input

On touch devices  
animation and input  
are synchronized

However, slow  
transitions can still be  
a problem

# Animation Can...



# Animation Can...

Reveal relationships



# Animation Can...

Reveal relationships

Improve  
responsiveness

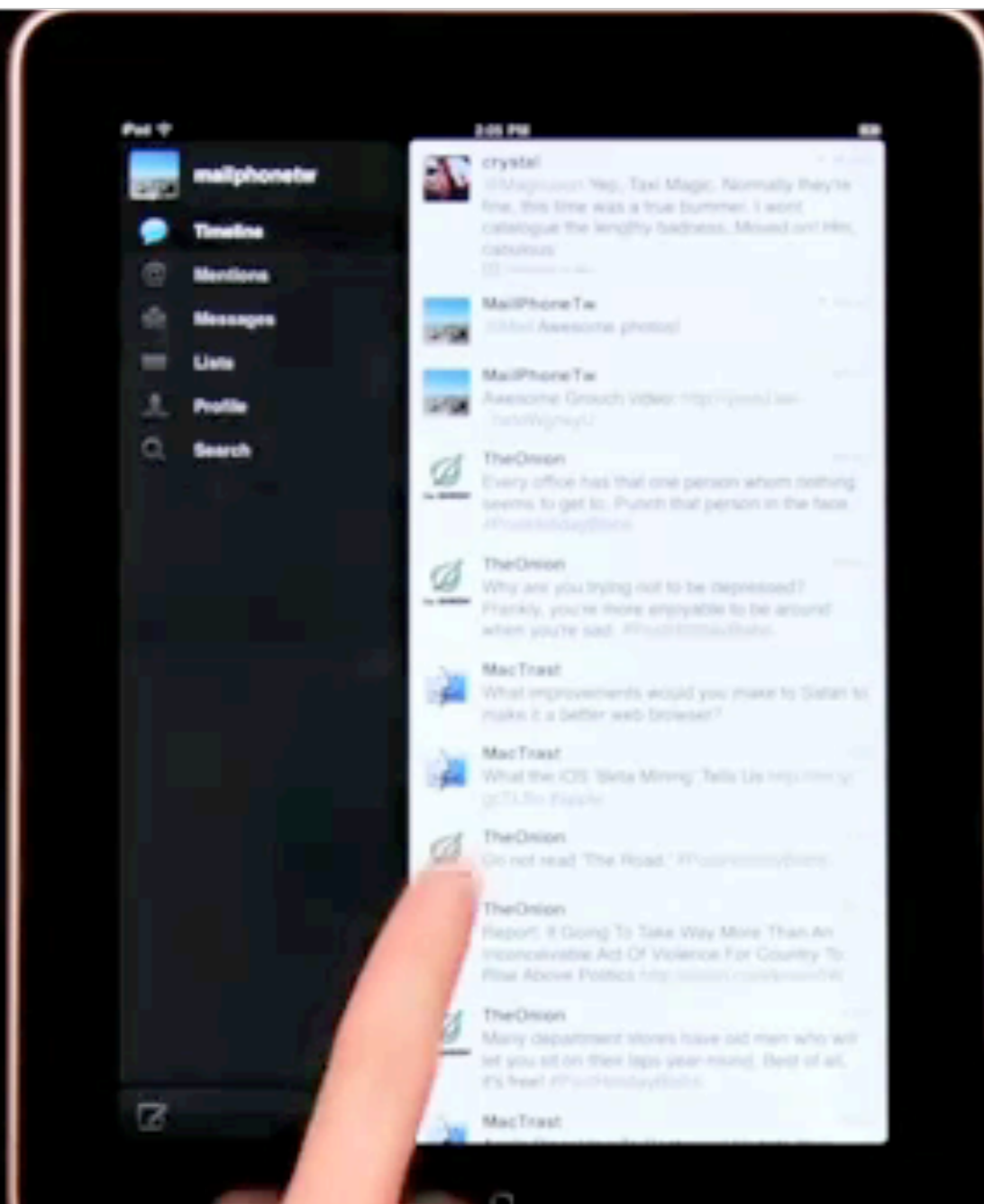


# Animation Can...

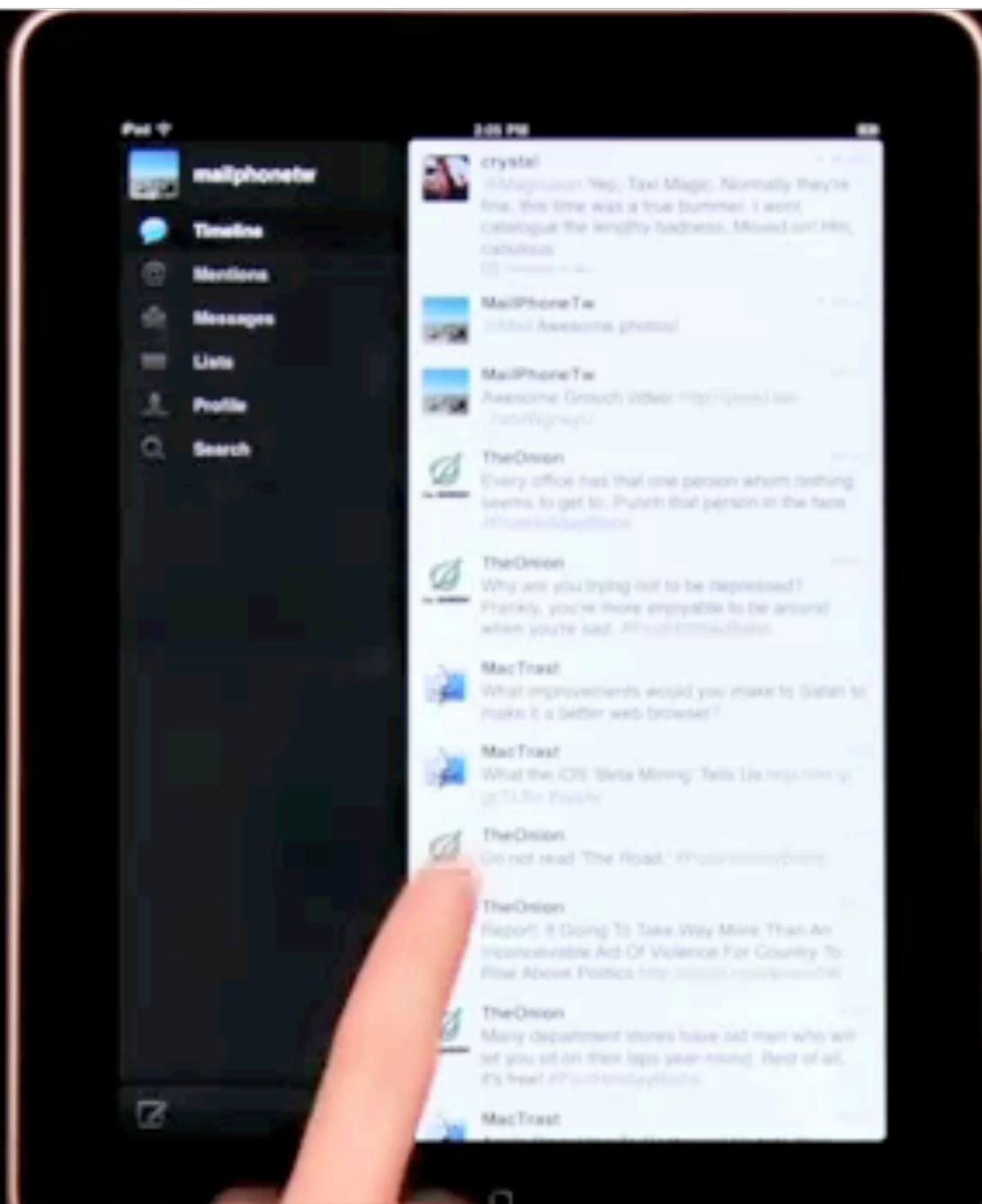
Reveal relationships

Improve  
responsiveness

Show state change



# Animation Can...



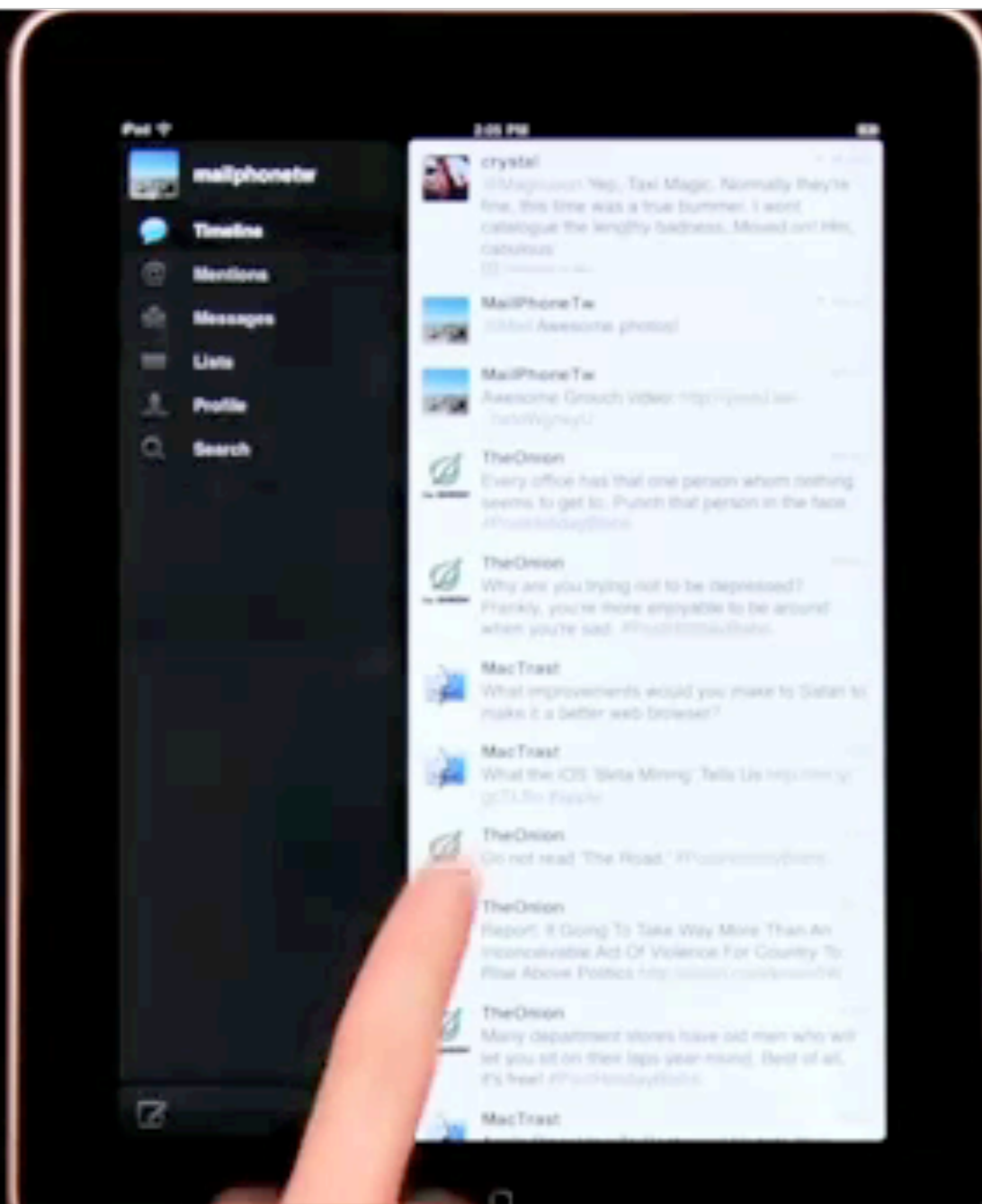
Reveal relationships

Improve  
responsiveness

Show state change

Focus attention

# Animation Can...



Reveal relationships

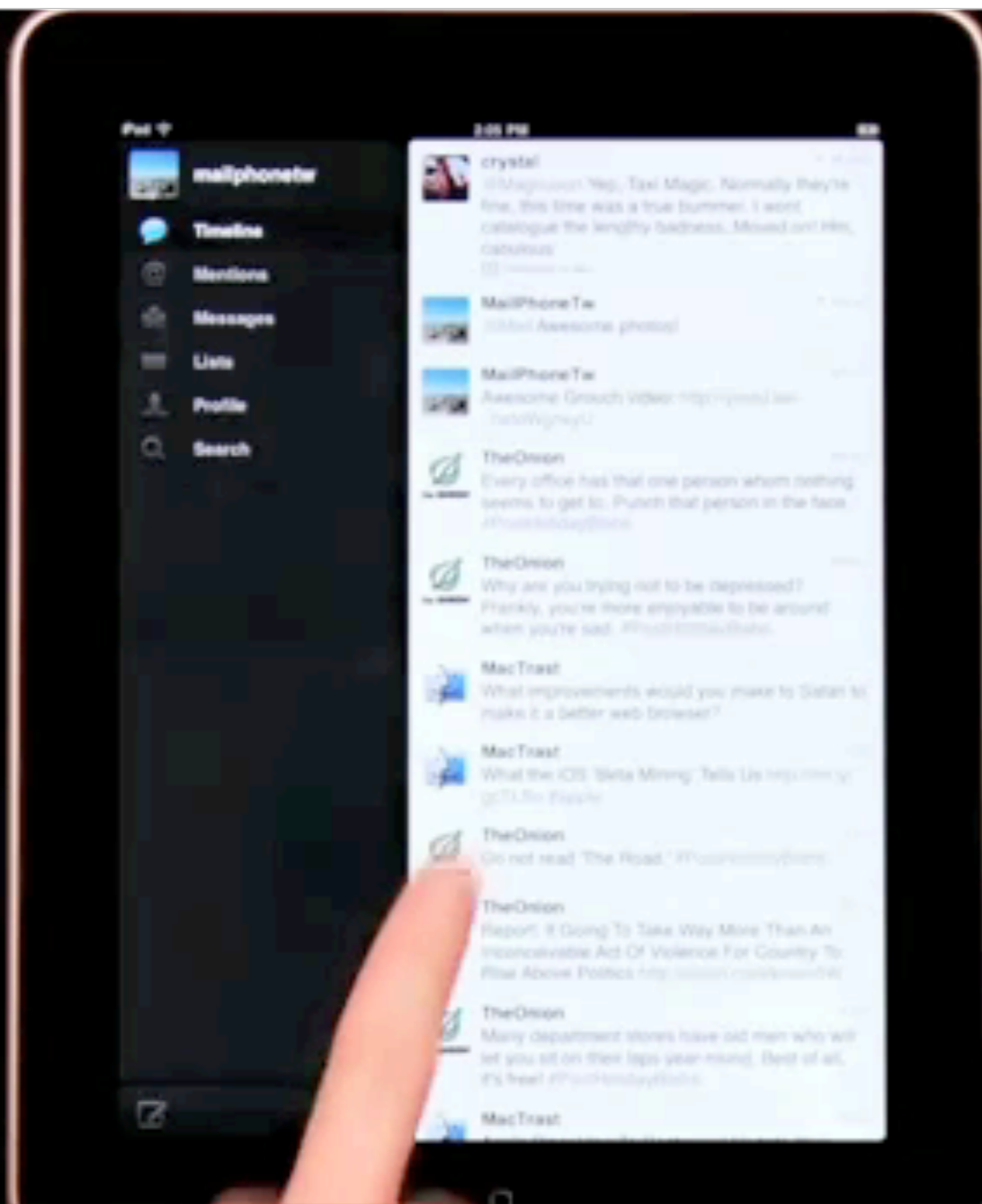
Improve  
responsiveness

Show state change

Focus attention

Create delight

# Animation Can...



Reveal relationships

Improve  
responsiveness

Show state change

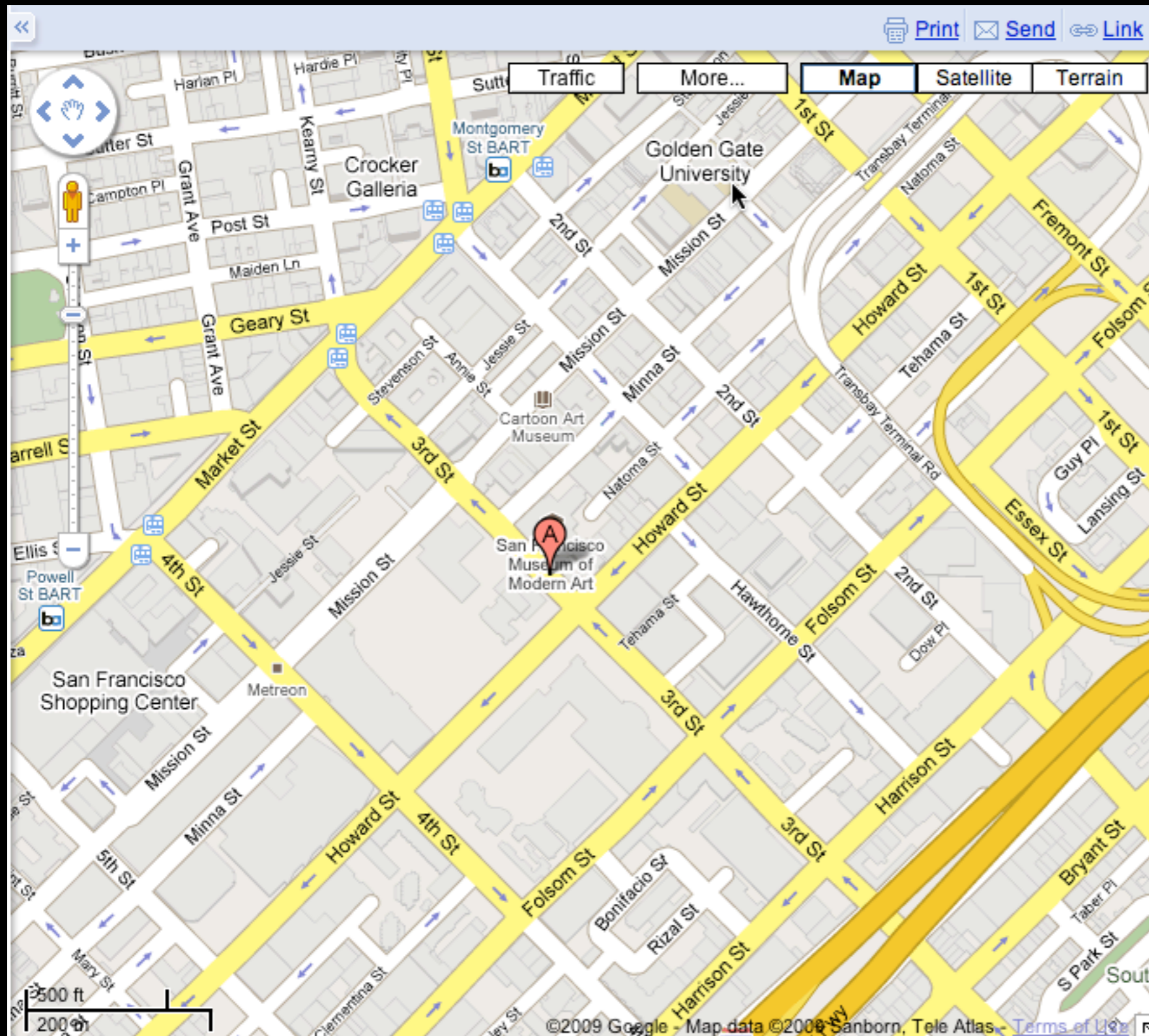
Focus attention

Create delight

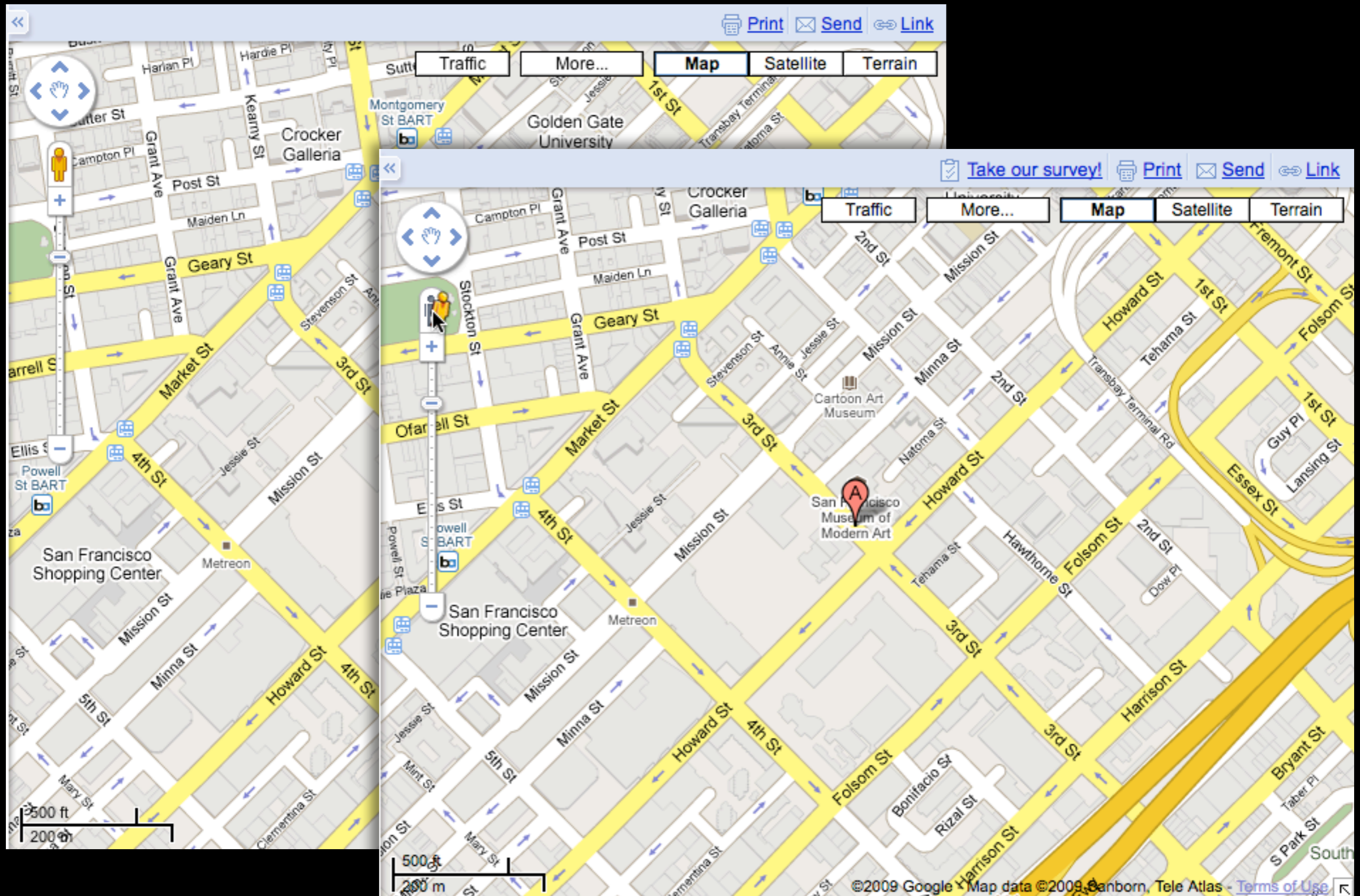
Simulate physicality

**Use Invitations**  
**to Create**  
**Responsiveness**

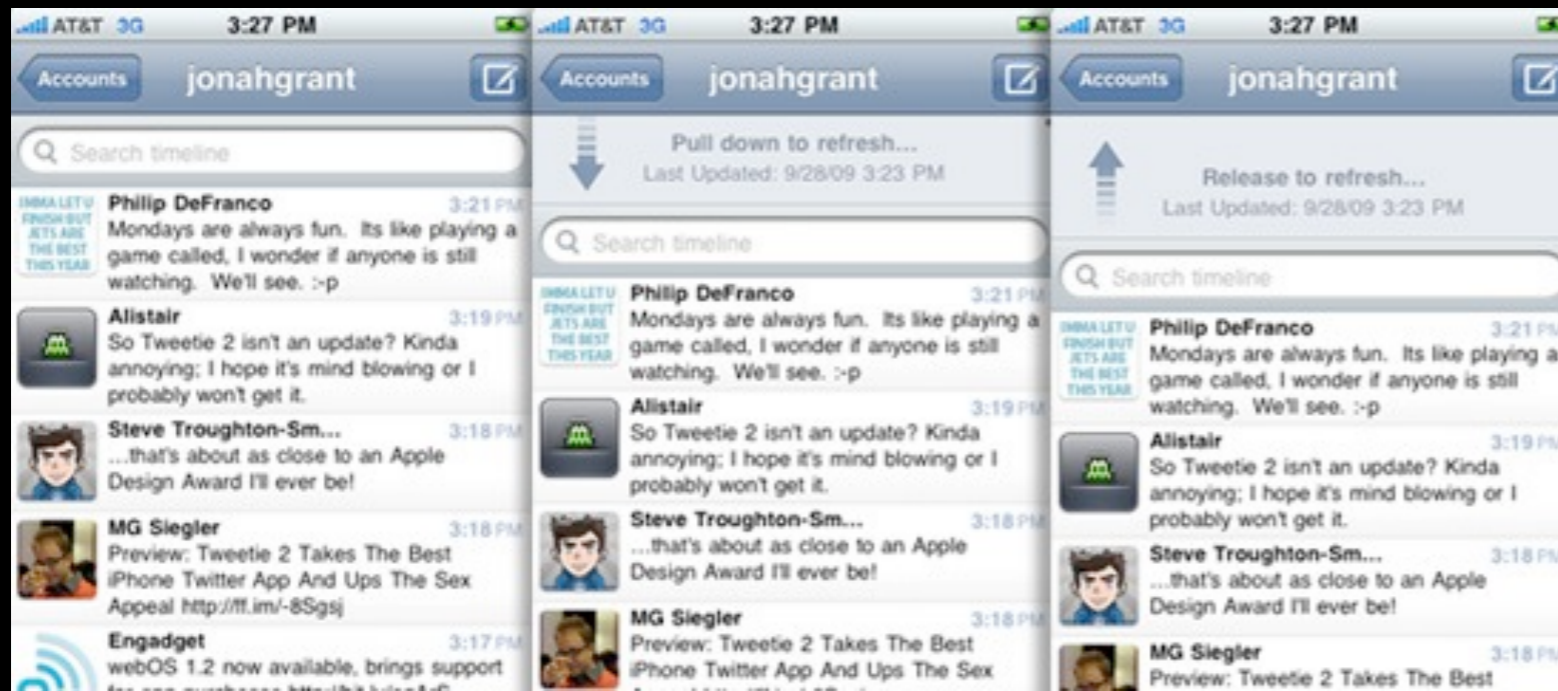
# Just in Time Invitations at Drag Moments



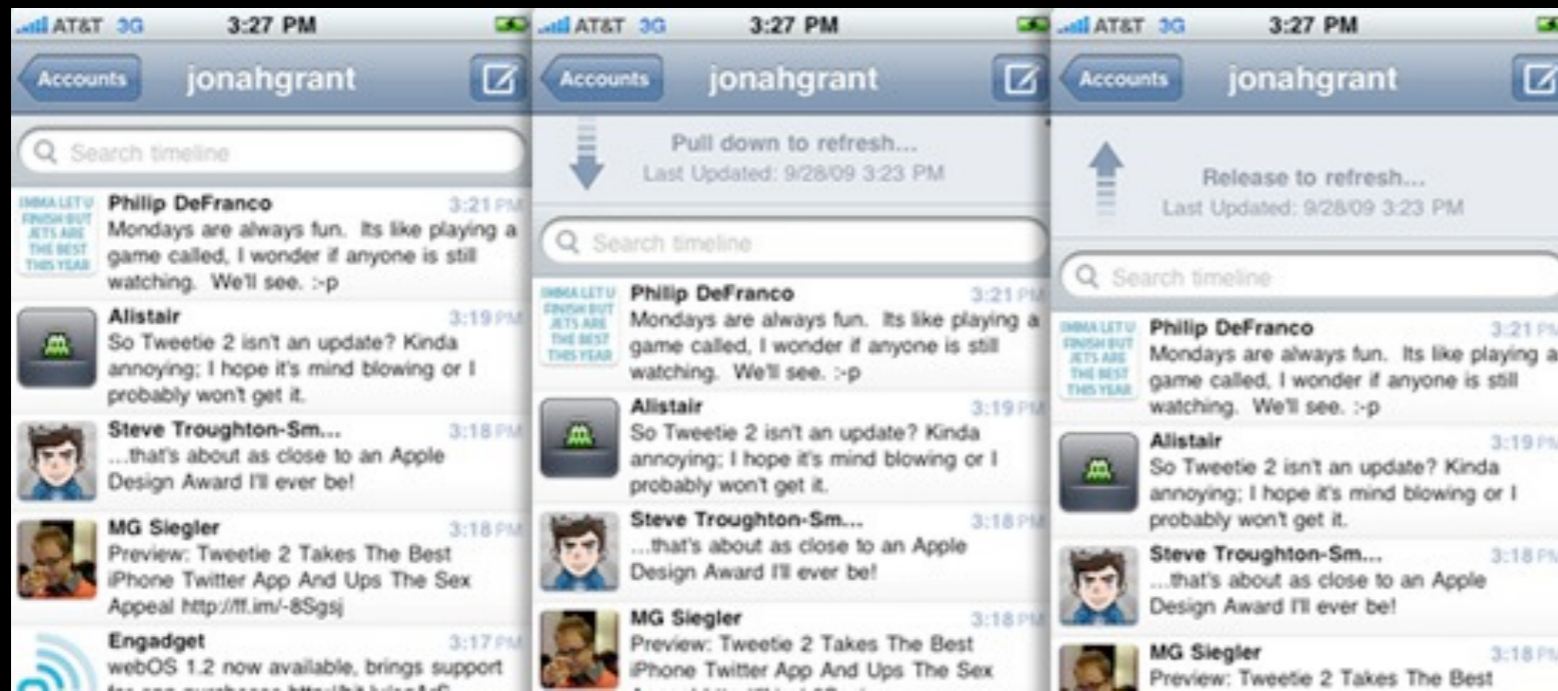
# Just in Time Invitations at Drag Moments



# 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

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

1

Add

★ ★ ★ ★ ☆

Not Interested

2


Add

★ ★ ★ ★ ☆

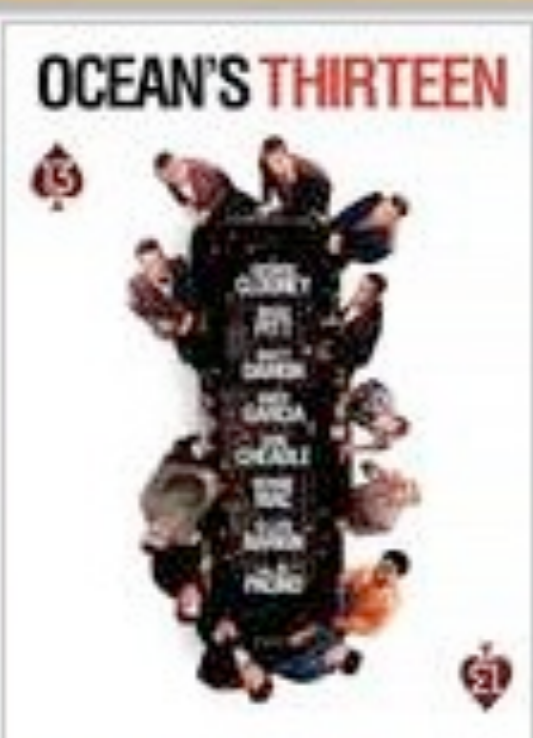
Not Interested

(click the stars)

# Invitations at Reward Moments

Close 

## Rate Your Recent Return



**OCEAN'S THIRTEEN**

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

1 2

Add Add

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

Not Interested Not Interested

(click the stars)

Major source of  
obtaining ratings

**Be Snappy**

**to**

**Be Responsive**

# Performance is Not Always a Given

NETFLIX

## Recently Watched

Suggestions for You

MORE

New Arrivals

Genres

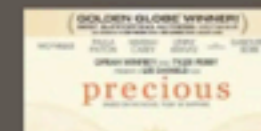
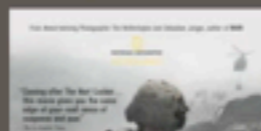
Instant Queue

Search



✕ View more suggestions

## Emotional Movies



# Performance is Not Always a Given

NETFLIX

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

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

Search

Recently Watched



TV



✕ View more suggestions

Emotional Movies



# Performance is Not Always a Given

NETFLIX

Recently Watched

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

Search

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

✕ View more suggestions

Emotional Movies

# Responsiveness Across platforms

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

# Responsiveness Across platforms

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

# Responsiveness Across platforms

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

# Responsiveness Across platforms

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

# TV Experiences...

# TV Experiences...

NETFLIX

2 / 332

Search

## Instant Queue



### Bella

2006 PG-13 1h 31m



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

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

## Recently Watched



## Emotional Dramas

Watch Instantly

Browse DVDs

Your Queue

★ Suggestions For You

Movies, TV shows, actors, directors, genres 🔍

Genres ▾

New Arrivals

Starz Play

Instantly to your TV

## You recently watched:

[See all](#)

Danny Phantom: Ssn 2: Reality Tr ...



Play Next

Heroes: Ssn 1: Homecoming



Resume

2m 43m

Alice in Wonderland



Resume

0m 108m

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

Rate *Heroes:*  
*Season 1*

Haven't Seen It

Suggestion

1

Suggestion

2

Suggestion

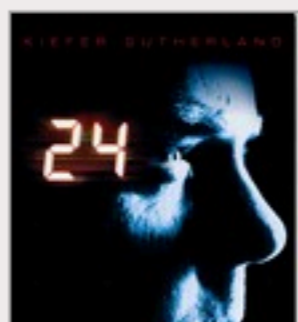
3

## Suspenseful Conspiracy Action &amp; Adventure

[See all >](#)Your taste preferences  
created this row.Suspenseful  
Action & Adventure

As well as your interest in...

24: Season 2



Chain Reaction



Westbound



Boxer's Adventure



Watch Instantly

Browse DVDs

Your Queue

★ Suggestions For You

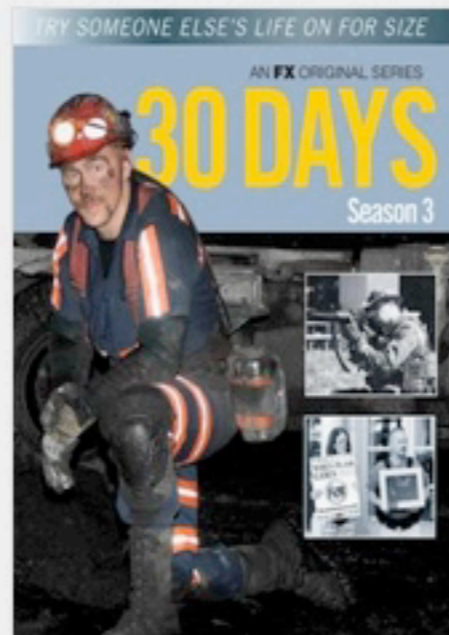
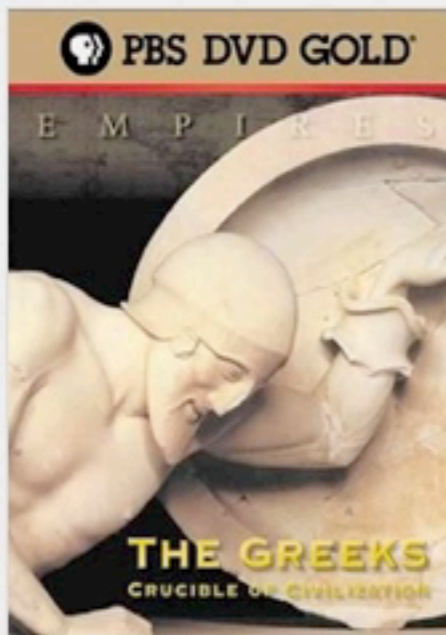
Genres ▼

New Arrivals

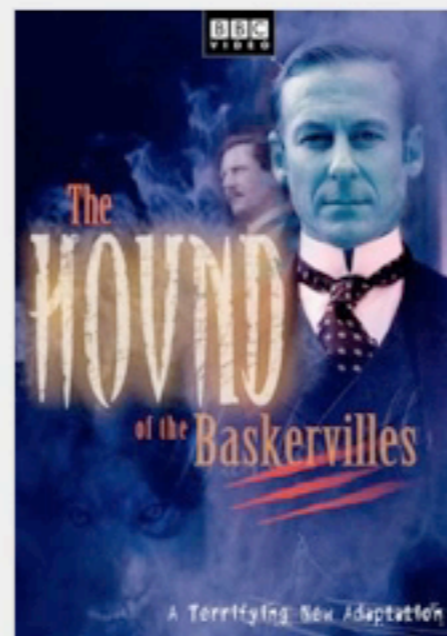
Starz Play

Instantly to your TV

## TOP 10 FOR BILL



## BRITISH CRIME THRILLERS



## CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE

[Watch Instantly](#) [Browse DVDs](#) [Your Queue](#) [★ Suggestions For You](#)Movies, TV shows, actors, directors, genres [Genres ▾](#) [New Arrivals](#) [Starz Play](#) [Instantly to your TV](#)

## TOP 10 FOR BILL



## BRITISH CRIME THRILLERS



## CRITICALLY-ACCLAIMED DARK ACTION &amp; ADVENTURE



# Can Influence Website Experience



## Presentation

[billwscott.com/share/presentations/2011/salesforce](http://billwscott.com/share/presentations/2011/salesforce)

## Blogs

<http://looksgoodworkswell.com>

<http://designingwebinterfaces.com>

## Follow me on twitter!

@billwscott



## Book

<http://designingwebinterfaces.com>

## Video

<http://oreil.ly/dwivideo>

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[http://www.flickr.com/photos/tim\\_d/29529584/sizes/l/](http://www.flickr.com/photos/tim_d/29529584/sizes/l/)

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

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

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

<http://creativecommons.org/ns>