Session 2
Flow

1

flow

2

Exploratorium Exhibit

3

Spot the differences

4

Now try again...

5

Hub & Spoke

Hagen-Rivers Report. http://www.uie.com/articles/rivers_interview/

shift away from paging paradigm
eliminate unnecessary navigation

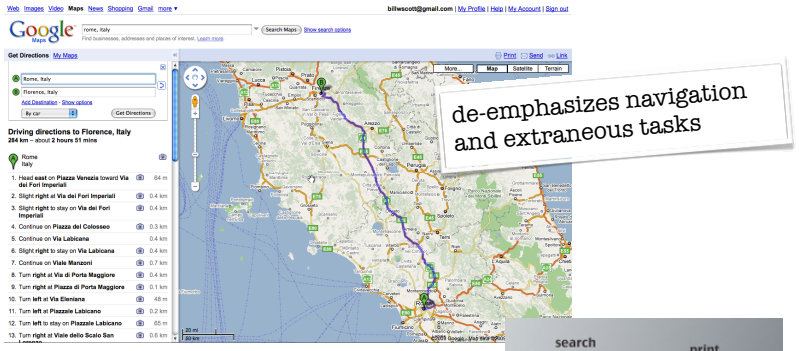
map screen flow directly to user tasks one-screen-per-goal philosophy

6

Reduce Page Switching to Maintain Flow

7

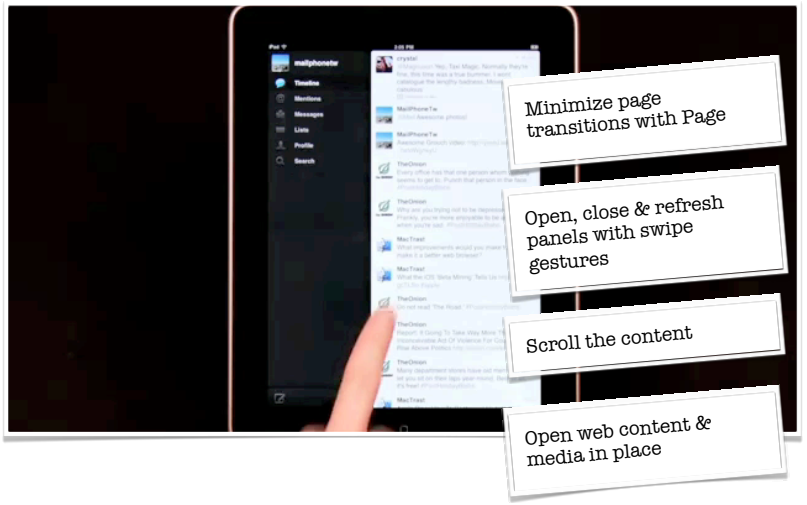
Single Page Interaction



de-emphasizes navigation and extraneous tasks

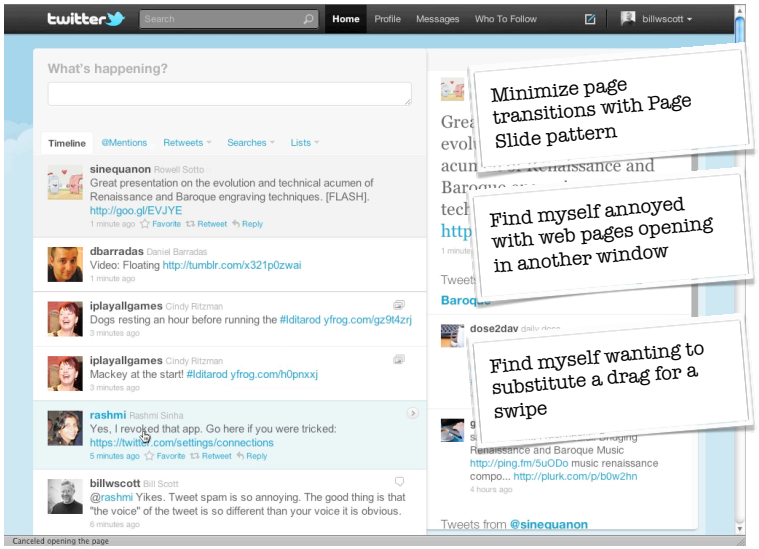
8

Twitter as iPad App



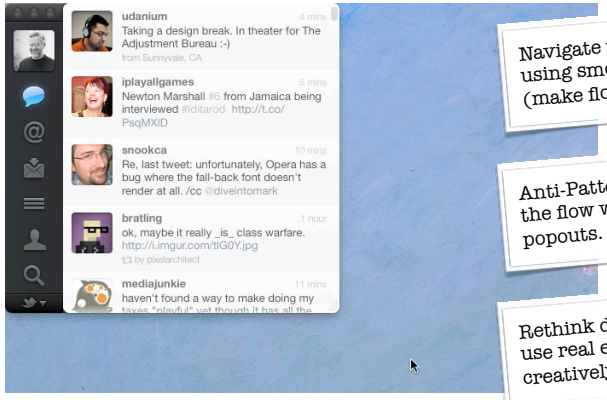
9

Twitter as Web App



10

Twitter as Mac App



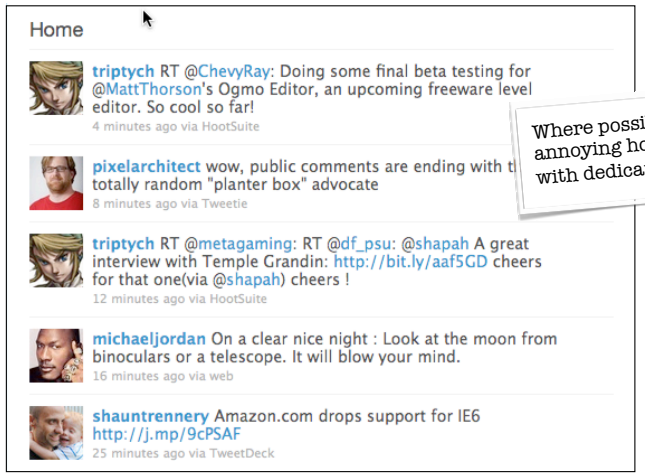
Navigate to other areas using smooth transitions (make flow visible)

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

Rethink desktop apps to use real estate more creatively

11

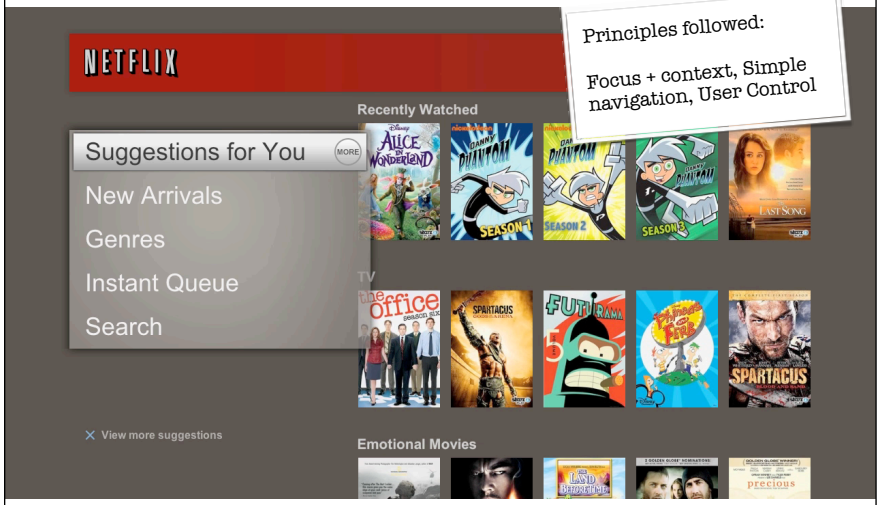
Vs Hover & Cover



Where possible replace annoying hover details with dedicated detail panes

12

“Special” Experience

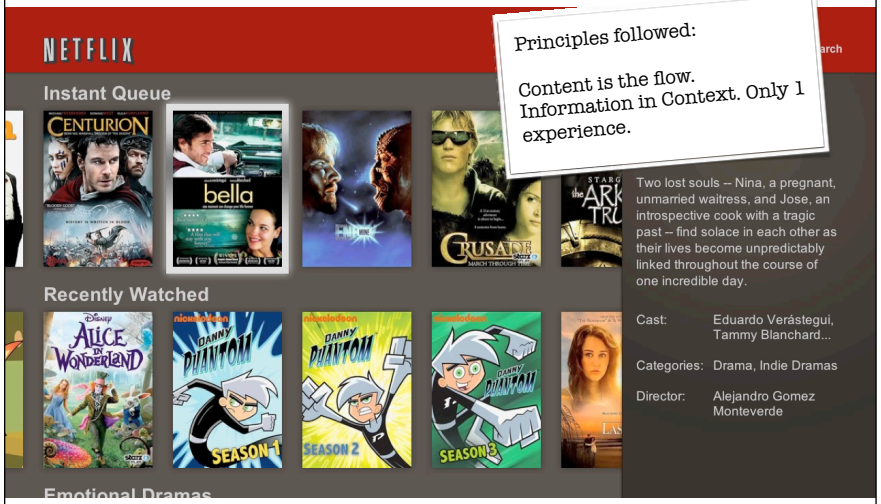


Principles followed:

Focus + context, Simple navigation, User Control

13

“Plus” Experience

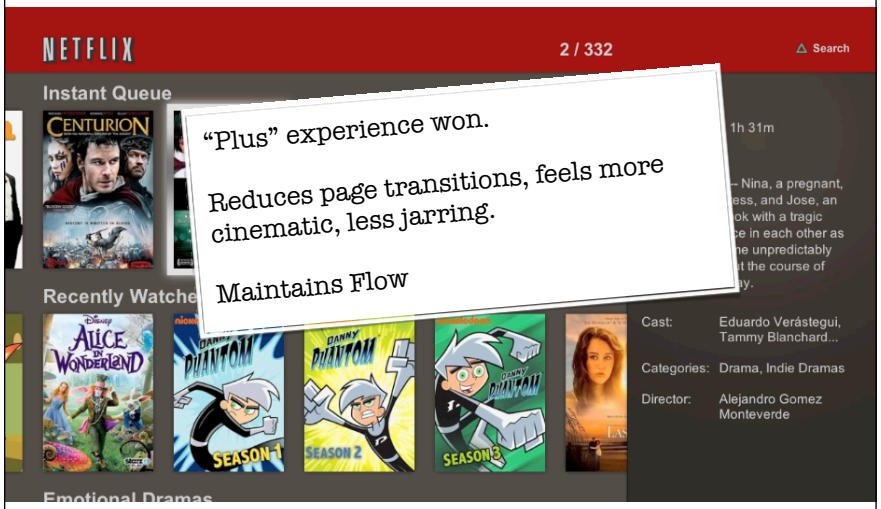


Principles followed:

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

14

Which Won?



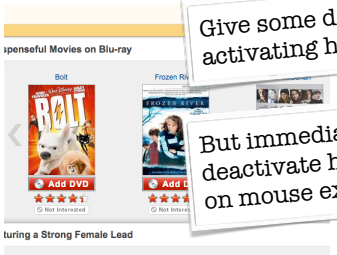
"Plus" experience won.

Reduces page transitions, feels more cinematic, less jarring.

Maintains Flow

15

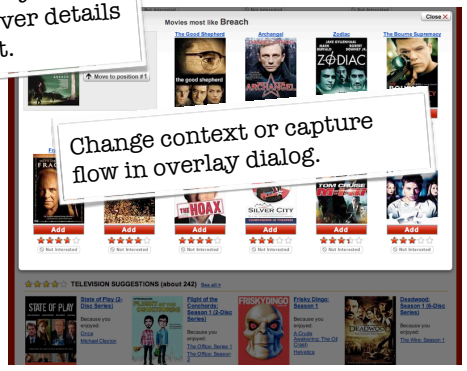
Overlays



hover details. netflix.com

Give some delay before activating hover details.

But immediately deactivate hover details on mouse exit.

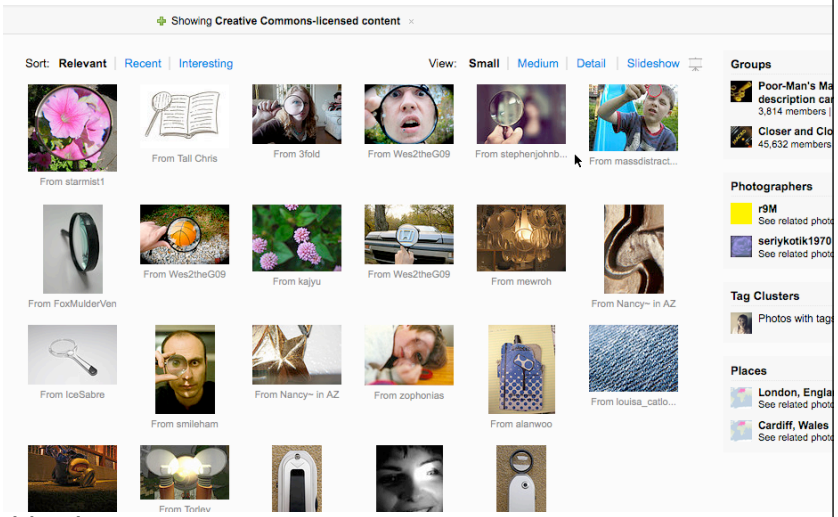


Change context or capture flow in overlay dialog.

hover dialog. netflix.com

16

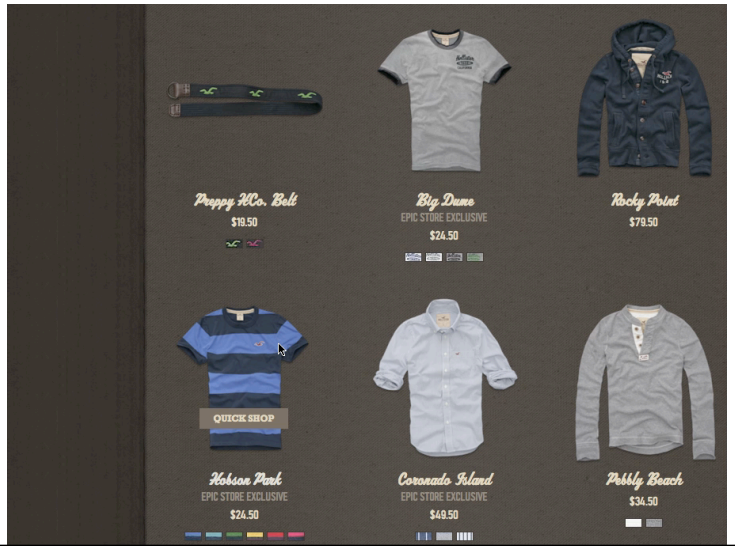
Look Ahead Moments



click overlay. flickr

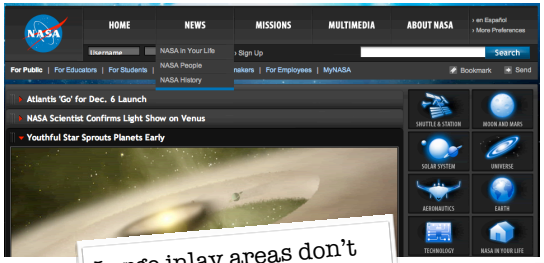
17

Quick Look



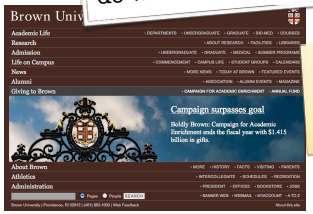
18

Inlays



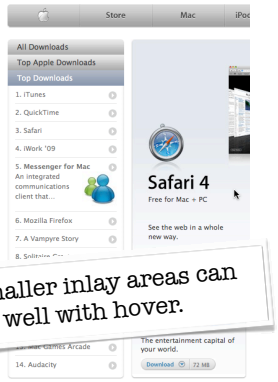
hover activ

Large inlay areas don't do well with hover.



Anti-Pattern
Needless Fanfare

hover activated accordian. brown.edu



Smaller inlay areas can do well with hover.

hover activated accordian. apple.com

19

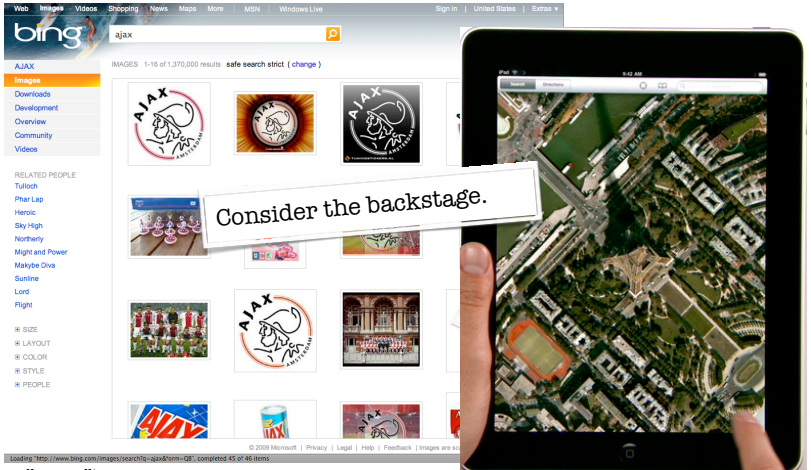
Inlays for Context

Use inlays for strong contextual association.

inlay only. roost.com

20

Behind the Scenes Moments

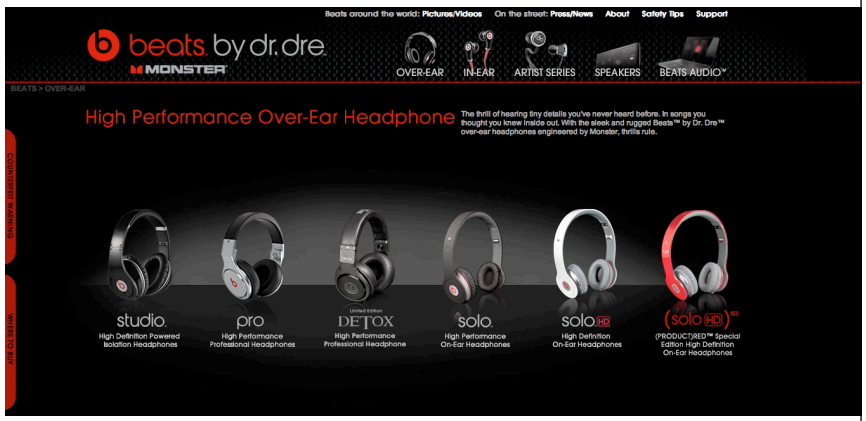


endless scrolling. bing.com

page curl. iPad Maps

21

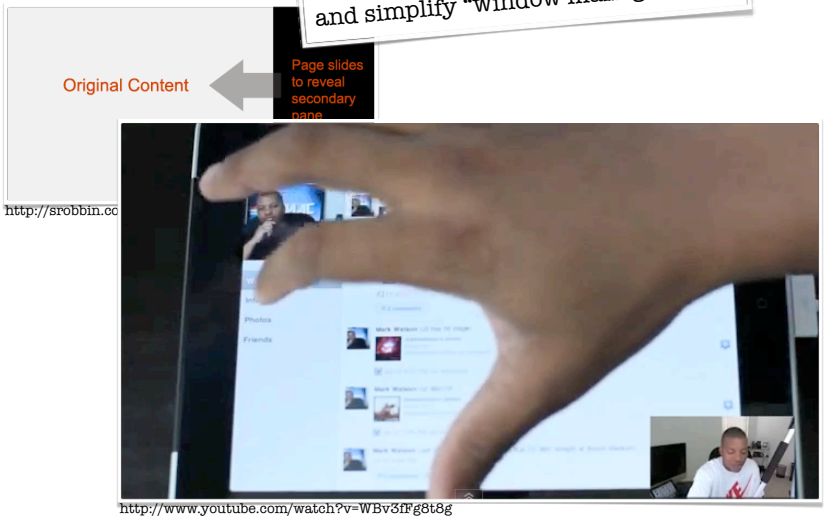
Larger Canvas



22

Page Slide

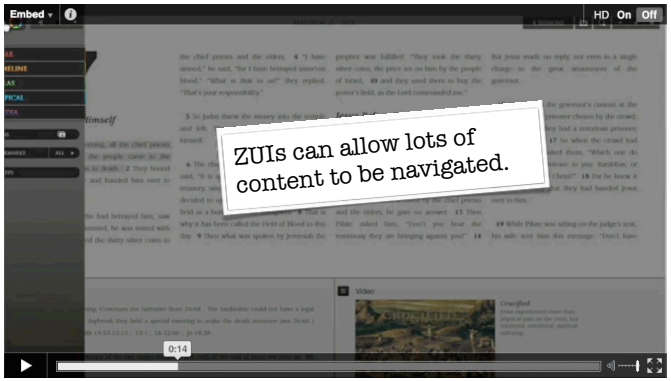
Page Slides extend the real estate and simplify "window management"



http://srobbin.cc

http://www.youtube.com/watch?v=WBv3fFg8t8g

ZUI



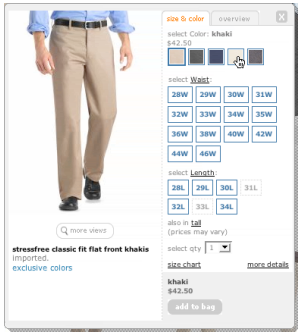
globible. **zui**

Use Page Transitions to Break Flow

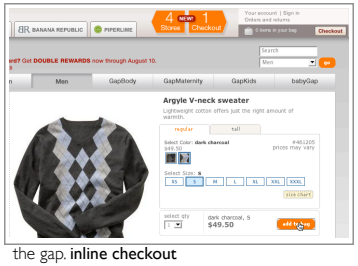
Idiotic Moments

anti-pattern. idiot box. yahoo! photos

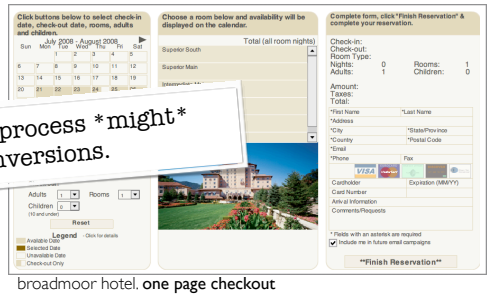
Process Flows



the gap. **inline assistant**



the gap. **inline checkout**



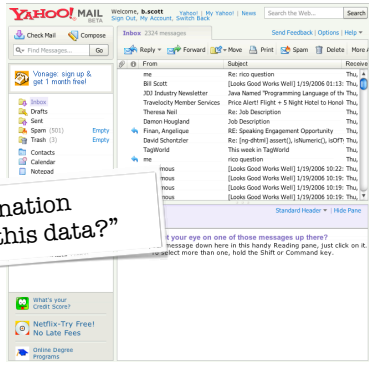
broadmoor hotel. **one page checkout**

Single page process *might* improve conversions.

27

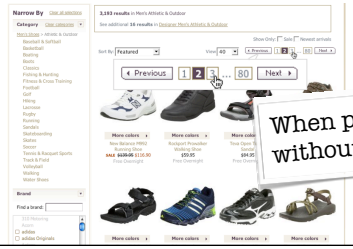
Pagination

mlslistings. **pagination**



y! mail. **on-demand scrolling**

Ask "Is pagination natural for this data?"



endless.com **seamless paging**

When possible page without a refresh.

28

Nav Bars: Extend the moment

P. thesixtyone.com

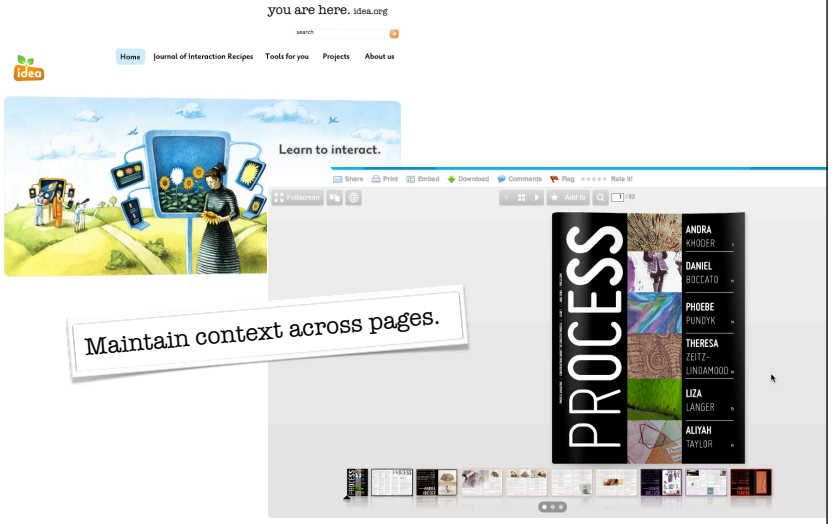
Maintain context across pages.

nav status bar. facebook.com

nav status bar. digg.com

Seamless Context

you are here. idea.org



Maintain context across pages.

seamless paging. magcloud

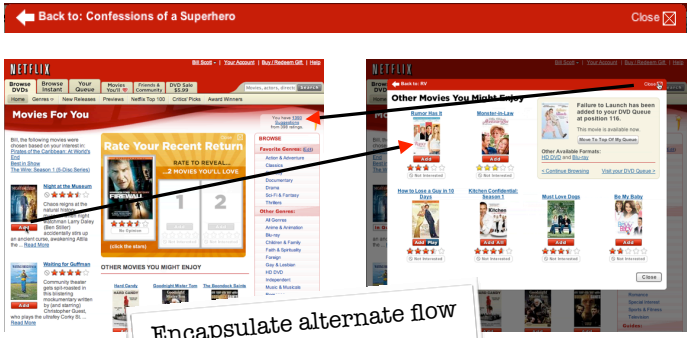
Keep Navigation Simple to Maintain Flow

31

Keeping Context

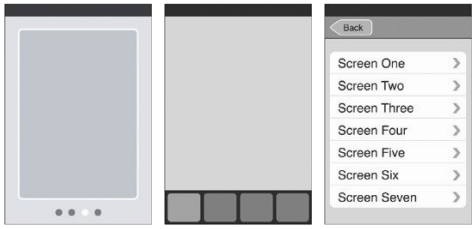
32

Overlays Capture Moments



Encapsulate alternate flow in overlay.

Mobile Navigation



Three types of iPhone navigation: Flat, Tab, Tree

Gowalla: Tab + Flat

- Josh Clark (Tapworthy)

Source: Tapworthy by Josh Clark

Pulse & Flipboard iPad Apps

35

Exercise

(30 minutes)

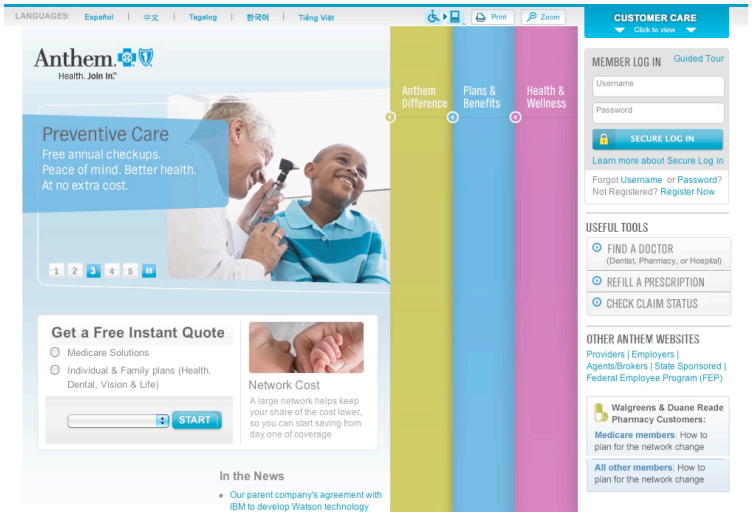
36

Three Examples at:

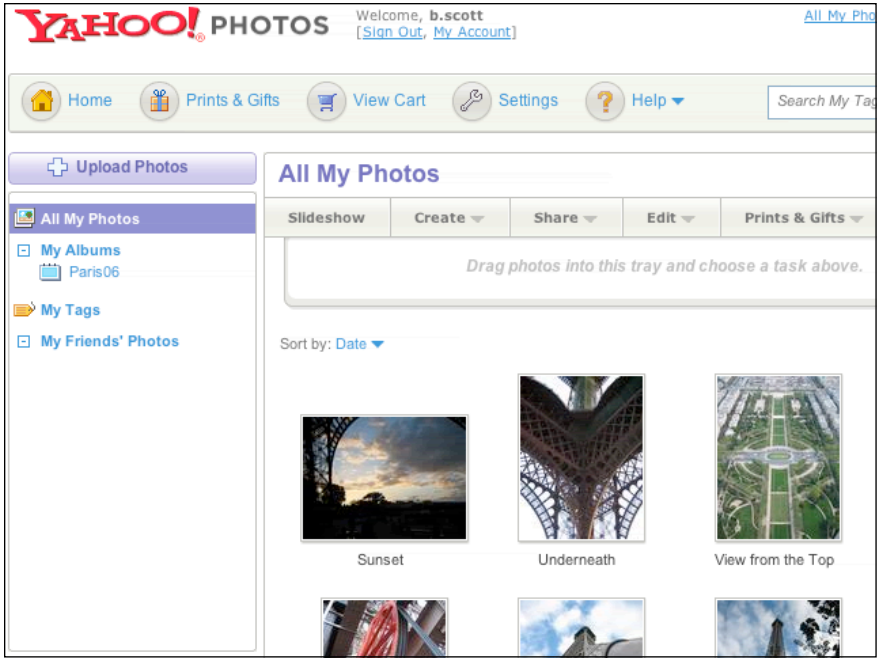
http://bit.ly/ui16-bws-ex-2

37

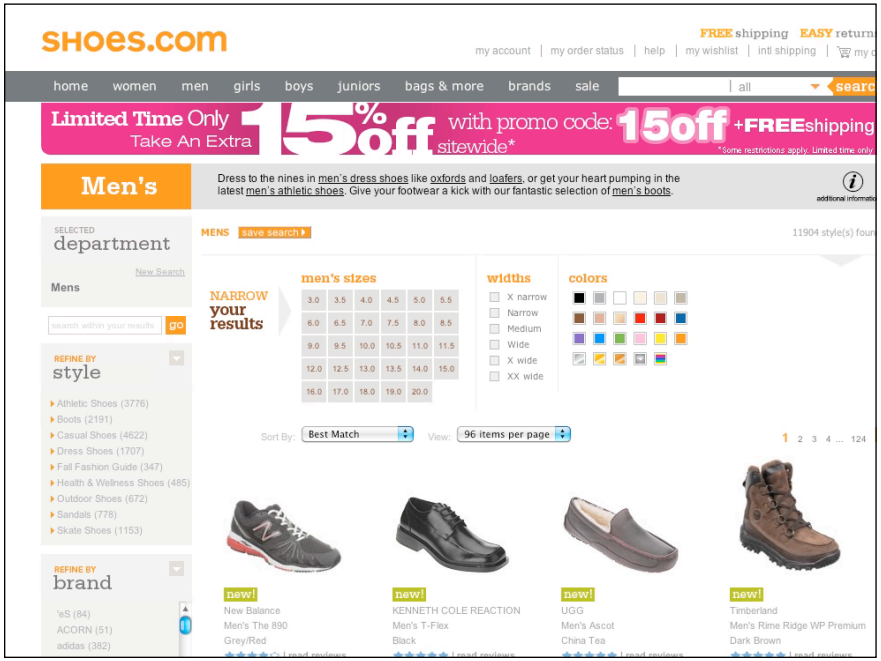
Anthem Blue Cross



38


YAHOO! PHOTOS
Welcome, b.scott
[Sign Out, My Account]
Home
Prints & Gifts
View Cart
Settings
Help
Upload Photos
All My Photos
My Albums
Paris06
My Tags
My Friends' Photos
Slideshow
Create
Share
Edit
Prints & Gifts
Drag photos into this tray and choose a task above.
Sort by: Date
Sunset
Underneath
View from the Top

39

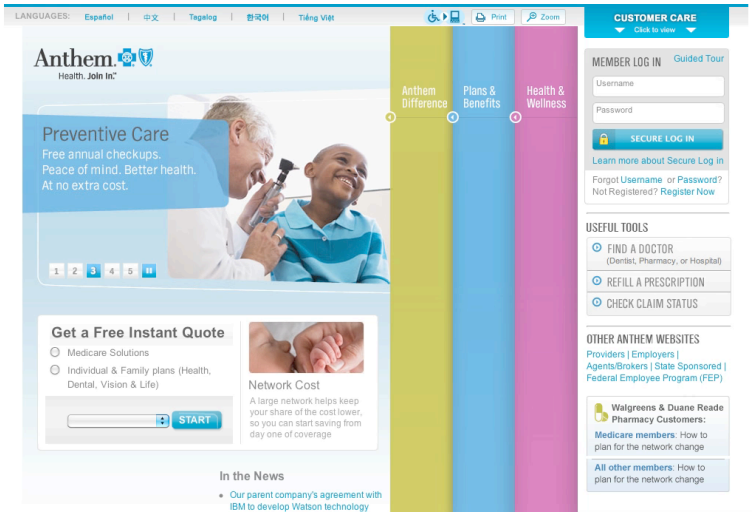

SHOES.COM
FREE shipping EASY return
my account | my order status | help | my wishlist | intl shipping
home women men girls boys juniors bags & more brands sale
Limited Time Only Take An Extra 15% off with promo code: 15off +FREEshipping sitewide*
Men's
Dress to the nines in men's dress shoes like oxfords and loafers, or get your heart pumping in the latest men's athletic shoes. Give your footwear a kick with our fantastic selection of men's boots.
SELECTED department
Mens
REFINE BY style
Athletic Shoes (3776)
Boots (2191)
Casual Shoes (4622)
Dress Shoes (1707)
Fall Fashion Guide (347)
Health & Wellness Shoes (485)
Outdoor Shoes (672)
Sandals (778)
Skate Shoes (1153)
REFINE BY brand
MENS save search
11904 style(s) found
men's sizes
widths
colors
NARROW your results
X narrow
Narrow
Medium
Wide
X wide
XX wide
Sort By: Best Match
View: 96 items per page
new!
New Balance
Men's The 890
Grey/Red
new!
KENNETH COLE REACTION
Men's T-Flex
Black
new!
UGG
Men's Ascot
China Tea
new!
Timberland
Men's Rime Ridge WP Premium
Dark Brown

40

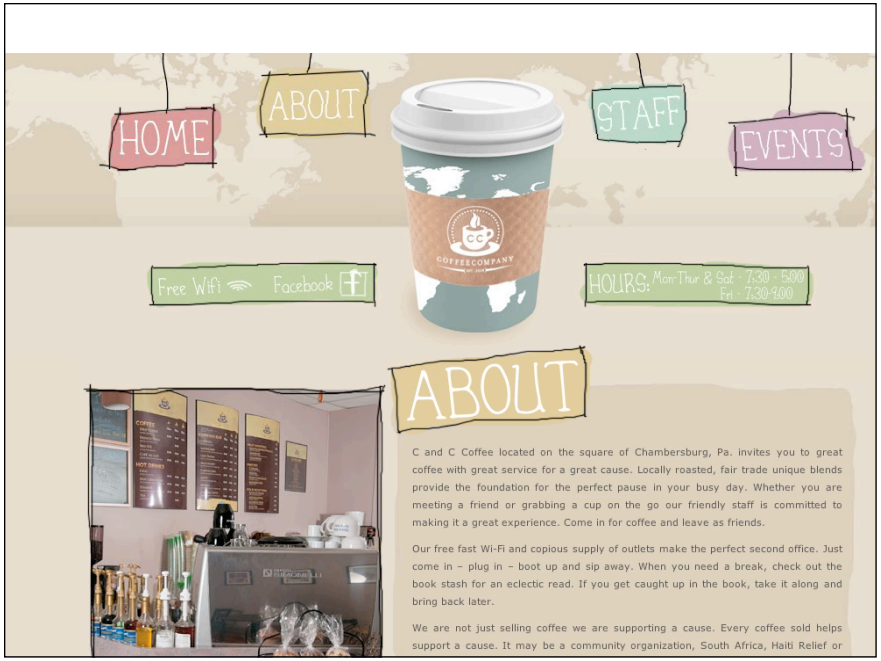
Improvements

41

Anthem Blue Cross



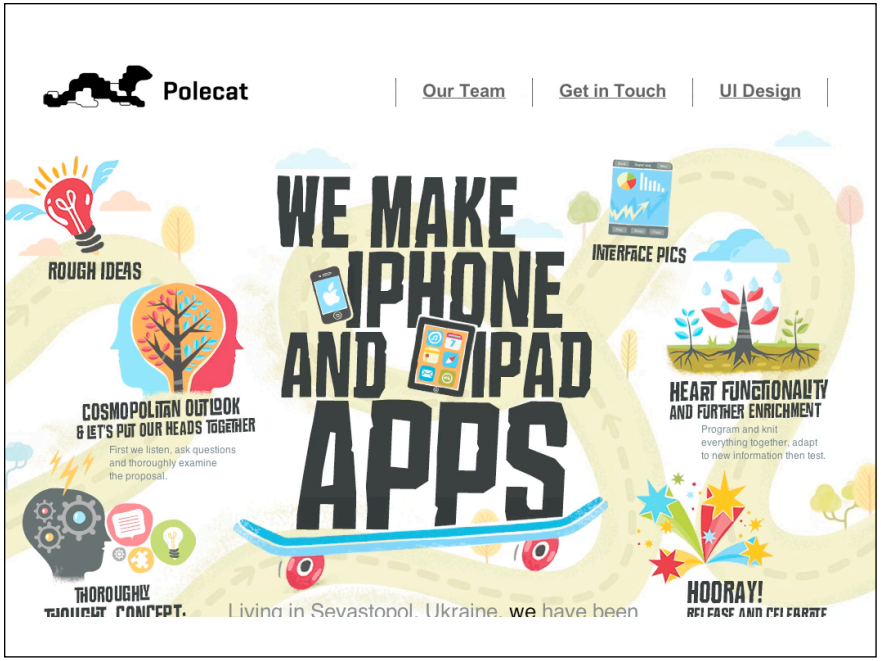
42


HOME
ABOUT
STAFF
EVENTS
Free Wifi
Facebook
HOURS: Mon-Thur & Sat - 7:30 - 5:00
Fri - 7:30-9:00
ABOUT
C and C Coffee located on the square of Chambersburg, Pa. invites you to great coffee with great service for a great cause. Locally roasted, fair trade unique blends provide the foundation for the perfect pause in your busy day. Whether you are meeting a friend or grabbing a cup on the go our friendly staff is committed to making it a great experience. Come in for coffee and leave as friends.
Our free fast Wi-Fi and copious supply of outlets make the perfect second office. Just come in – plug in – boot up and sip away. When you need a break, check out the book stash for an eclectic read. If you get caught up in the book, take it along and bring back later.
We are not just selling coffee we are supporting a cause. Every coffee sold helps support a cause. It may be a community organization, South Africa, Haiti Relief or

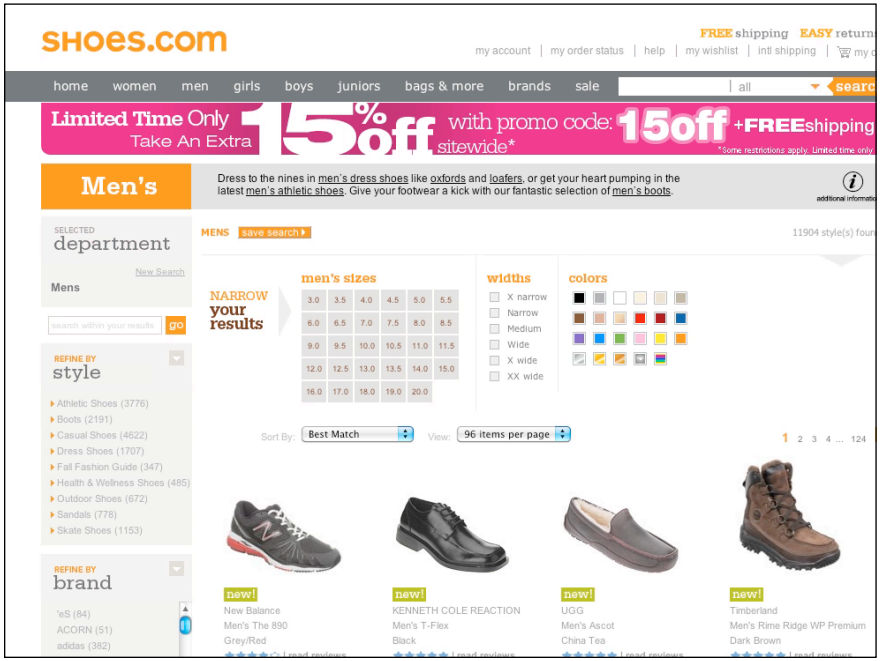
43

VS

44


Polecat
Our Team
Get in Touch
UI Design
WE MAKE IPHONE AND IPAD APPS
ROUGH IDEAS
INTERFACE PICS
COSMOPOLITAN OUTLOOK & LET'S PUT OUR HEADS TOGETHER
First we listen, ask questions and thoroughly examine the proposal.
HEART FUNCTIONALITY AND FURTHER ENRICHMENT
Program and knit everything together, adapt to new information then test.
HOORAY!
Living in Sevastopol, Ukraine, we have been

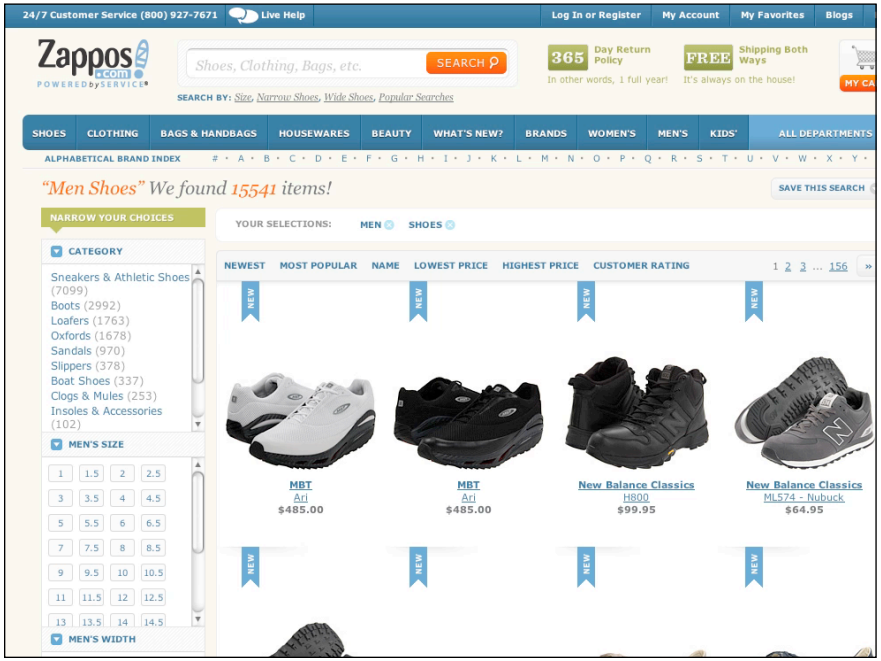
45


SHOES.COM
FREE shipping EASY return
my account | my order status | help | my wishlist | intl shipping
home women men girls boys juniors bags & more brands sale
Limited Time Only Take An Extra 15% off with promo code: 15off +FREEshipping sitewide*
Men's
Dress to the nines in men's dress shoes like oxfords and loafers, or get your heart pumping in the latest men's athletic shoes. Give your footwear a kick with our fantastic selection of men's boots.
SELECTED department
Mens
REFINE BY style
Athletic Shoes (3776)
Boots (2191)
Casual Shoes (4622)
Dress Shoes (1707)
Fall Fashion Guide (347)
Health & Wellness Shoes (485)
Outdoor Shoes (672)
Sandals (778)
Skate Shoes (1153)
REFINE BY brand
MENS save search
11904 style(s) found
men's sizes
widths
X narrow
Narrow
Medium
Wide
X wide
XX wide
colors
NARROW your results
Sort By: Best Match
View: 96 items per page
new!
New Balance
Men's The 890
Grey/Red
new!
KENNETH COLE REACTION
Men's T-Flex
Black
new!
UGG
Men's Ascot
China Tea
new!
Timberland
Men's Rime Ridge WP Premium
Dark Brown

46

VS

47


24/7 Customer Service (800) 927-7671
Live Help
Log In or Register
My Account
My Favorites
Blogs
Zappos
Shoes, Clothing, Bags, etc.
SEARCH
365 Day Return Policy
In other words, 1 full year!
FREE Shipping Both Ways
It's always on the house!
SEARCH BY: Size, Narrow Shoes, Wide Shoes, Popular Searches
SHOES
CLOTHING
BAGS & HANDBAGS
HOUSEWARES
BEAUTY
WHAT'S NEW?
BRANDS
WOMEN'S
MEN'S
KIDS'
ALL DEPARTMENTS
ALPHABETICAL BRAND INDEX
"Men Shoes" We found 15541 items!
SAVE THIS SEARCH
NARROW YOUR CHOICES
YOUR SELECTIONS:
MEN
SHOES
CATEGORY
Sneakers & Athletic Shoes (7099)
Boots (2992)
Loafers (1763)
Oxfords (1678)
Sandals (970)
Slippers (378)
Boat Shoes (337)
Clogs & Mules (253)
Insoles & Accessories (102)
MEN'S SIZE
MEN'S WIDTH
NEWEST
MOST POPULAR
NAME
LOWEST PRICE
HIGHEST PRICE
CUSTOMER RATING
1 2 3 ... 156
MBT
Ari
$485.00
MBT
Ari
$485.00
New Balance Classics
H800
$99.95
New Balance Classics
ML574 - Nubuck
$64.95

48

Break

(15 minutes)