

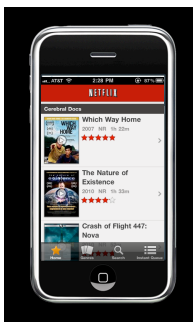
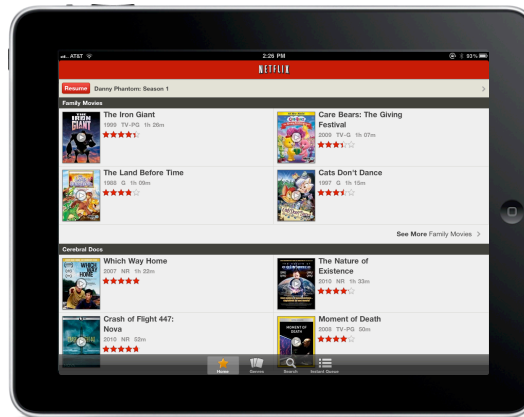


Designing for Mice & Men

Bill Scott, Netflix

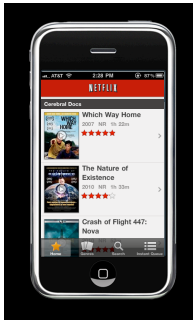
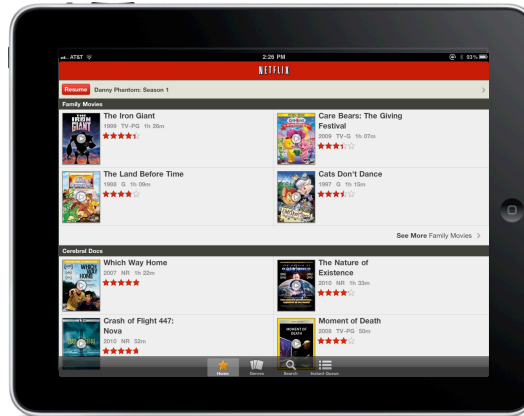
1

Netflix Across Devices (in-house products)



2

Netflix Across Devices (in-house products)



3

Netflix Across Devices (in-house products)

Web

Tablet

Mobile

TV

3

Netflix Across Devices (in-house products)

HTML5

HTML5

HTML5

HTML5

4

Common Platform Across Devices

Web Browser

iOS Webkit

iOS Webkit

**QT Webkit &
Skia Webkit**

5

Why?

6

Why?

Server-driven dynamic UI

6

Why?

Server-driven dynamic UI

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Server-driven dynamic UI

Web-style release vs CE firmware updates

Why?

Server-driven dynamic UI

Web-style release vs CE firmware updates

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Web-style release vs CE firmware updates

Support A/B Testing

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Server-driven dynamic UI

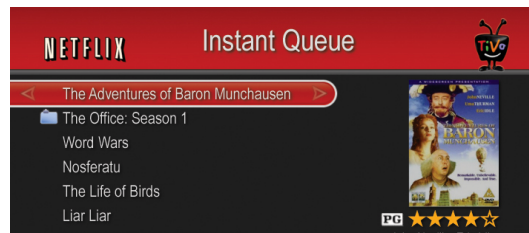
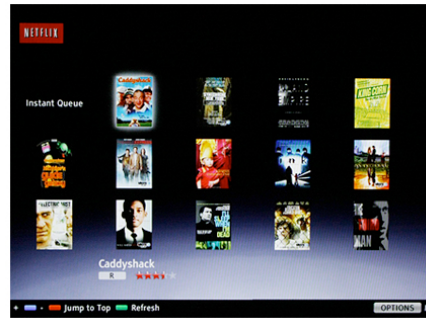
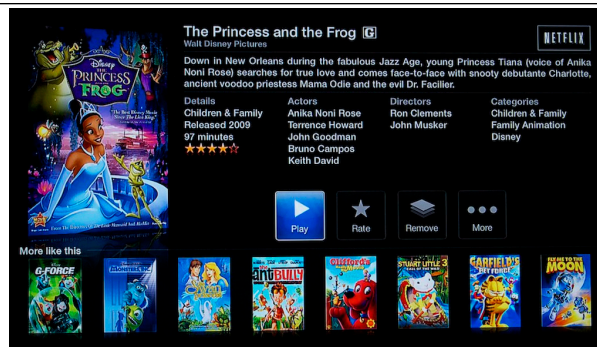
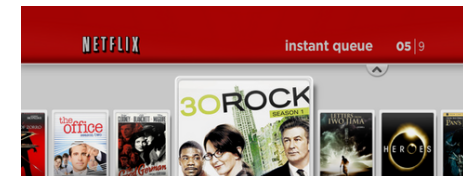
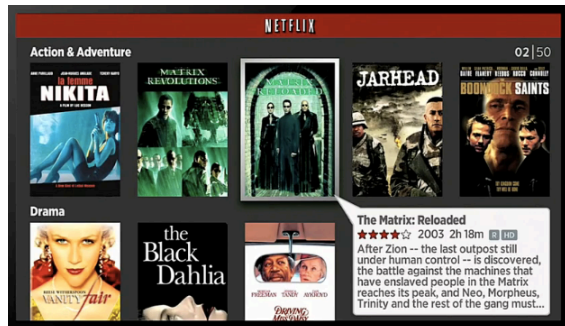
Web-style release vs CE firmware updates

Support A/B Testing

Learn Fast/Fail Quickly

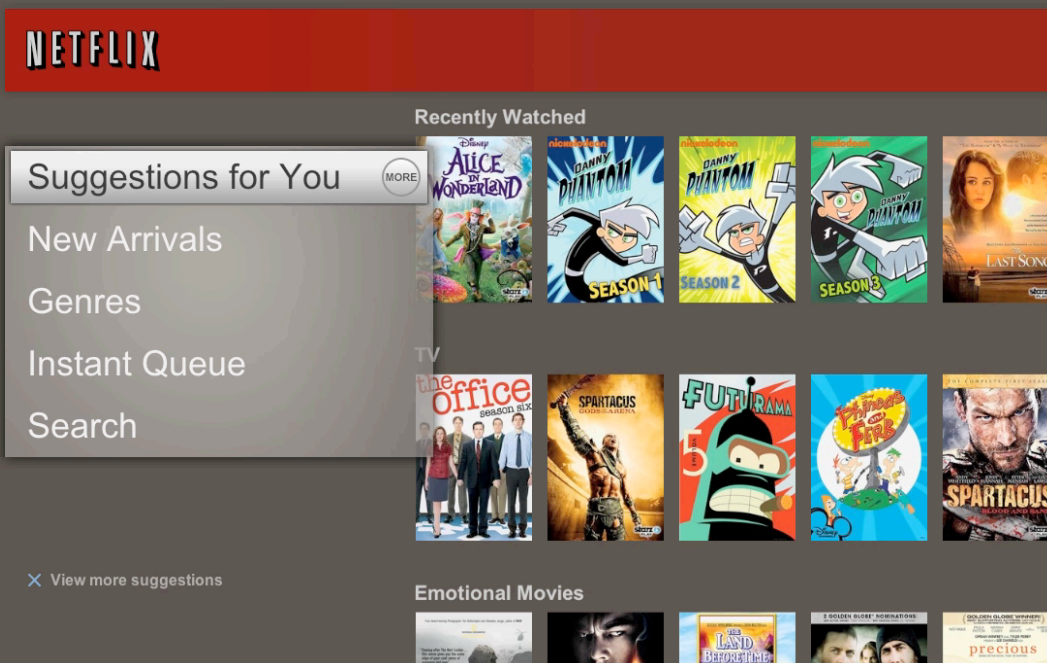
Chaos Otherwise

Chaos (400 SKUs)



7

Controlled Variances



8






Controlled Variances

NETFLIX






2 / 332

Search

Instant Queue



Recently Watched



Emotional Dramas

Bella

2006 PG-13 1h 31m

★★★★☆

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

Cast:

Eduardo Verástegui,
Tammy Blanchard...

Categories:

Drama, Indie Dramas

Director:

Alejandro Gomez
Monteverde

9

Managing Across Platforms

10

Managing Across Platforms

We chose a portability layer (html5)

10

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

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**We design for user posture, input capabilities,
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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!)

10



Designing for Mice & Men

11



Designing for Mice & Men



Web

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near

11



Designing for Mice & Men



Web

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

11



Designing for Mice & Men



Web

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

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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

11



Designing for Mice & Men



Web

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Indirect. Pointer/keyboard

Navigation

Controls & windows

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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

11



So what's common?

design principles

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

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

12

Three Principles

13

Three Principles

common design principles for
multiple platform design

13

A hand holding two walnuts against a red background with faint mathematical formulas. The formulas include $E = mc^2$, $\frac{d^2x}{dt^2} = -\frac{2GM}{r^3}x$, and $\frac{d^2y}{dt^2} = -\frac{2GM}{r^3}y$.

#1 Get Physical

14

The Illusion of Physicality



15

The Illusion of Physicality



+



15

The Illusion of Physicality



+



“Finger painting”

“Paint on Paper”

“My finger is out of Purple!?”

15

Design for Physicality

16

Design for Physicality

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

16

Design for Physicality

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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.

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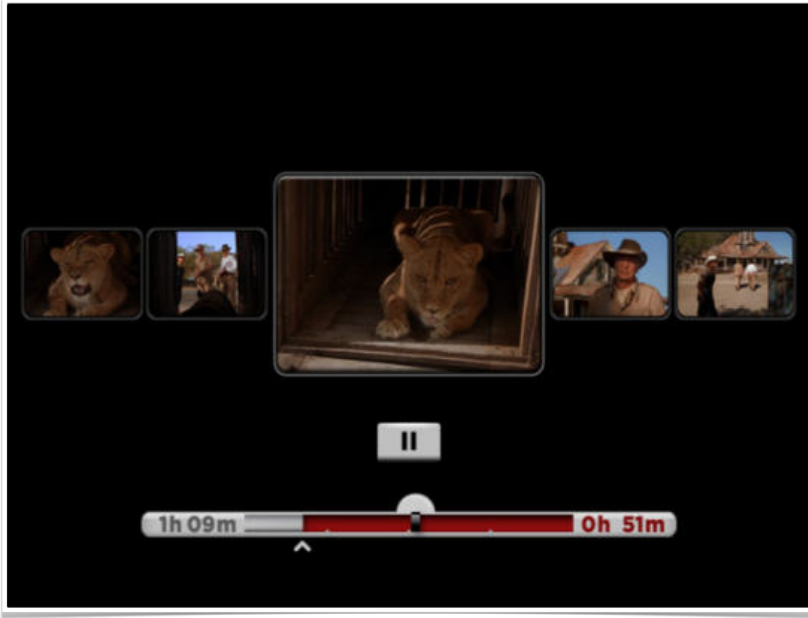
- Apple HIG

16

Use Metaphors to Embody Physicality

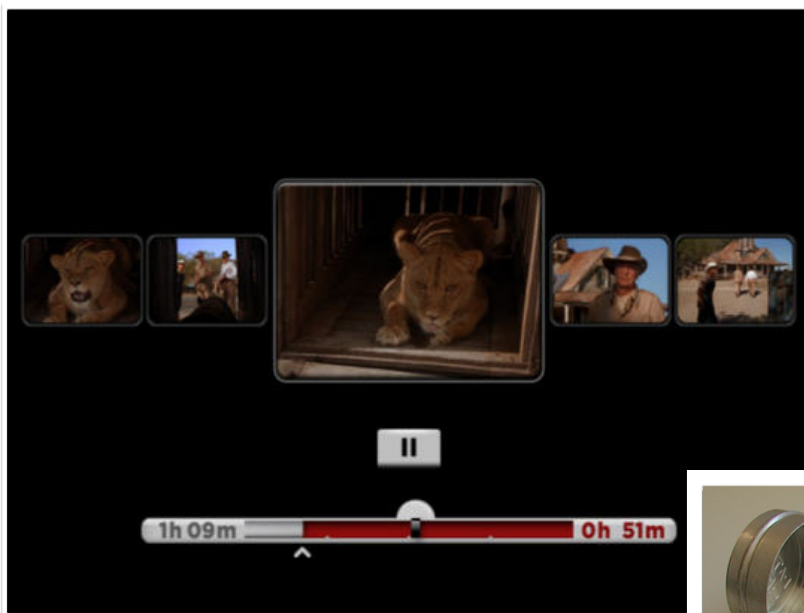
17

Physicality as Metaphor



18

Physicality as Metaphor

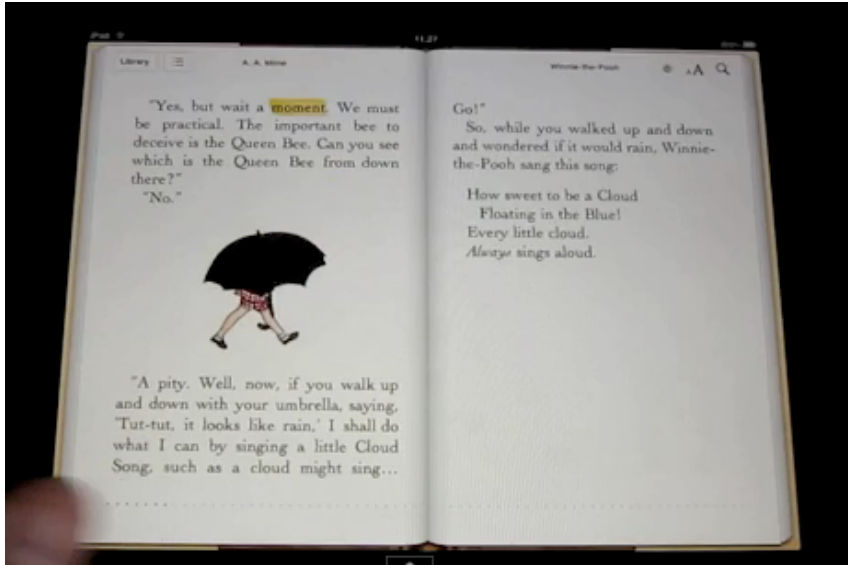


Film Strip



18

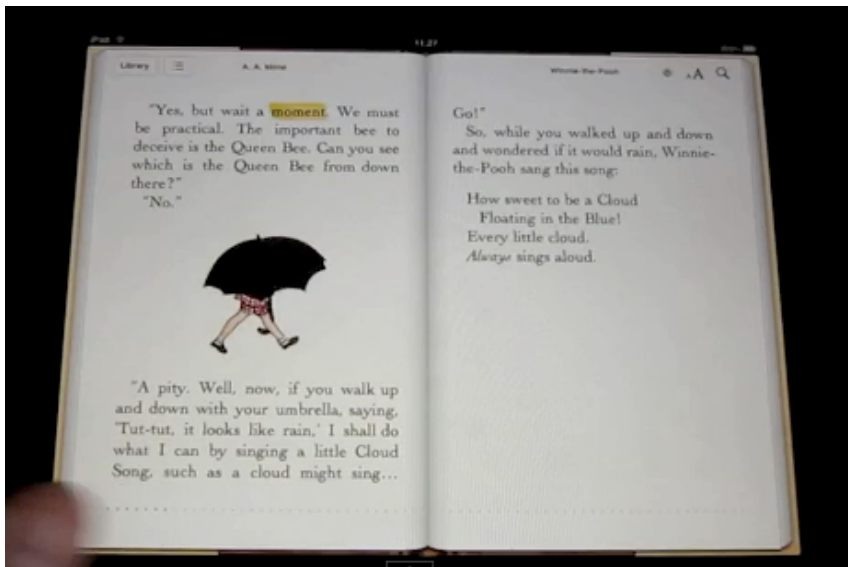
Physicality as Metaphor



ook

19

Physicality as Metaphor



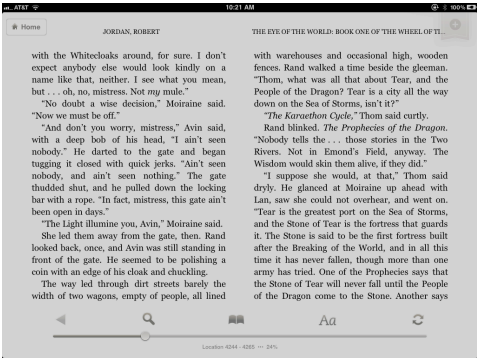
ook

"Books have pages"

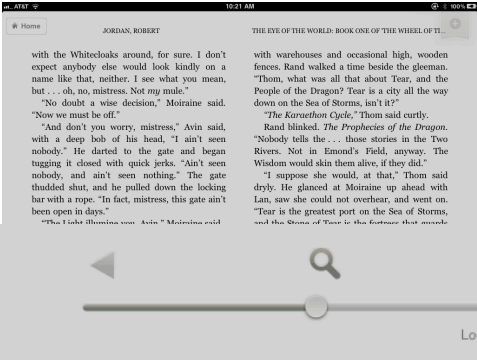
"Pages turn"

19

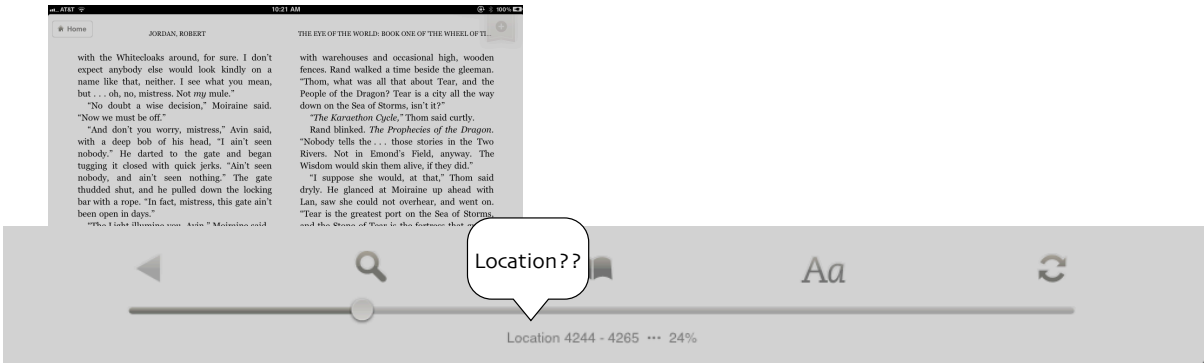
Anti-Pattern: Broken Metaphor



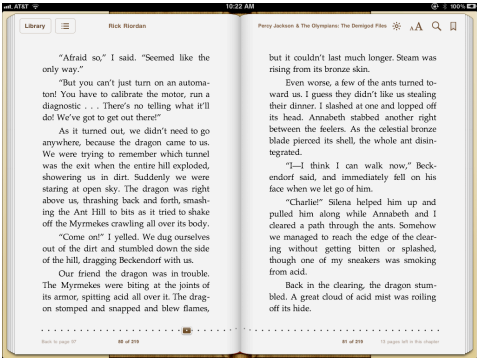
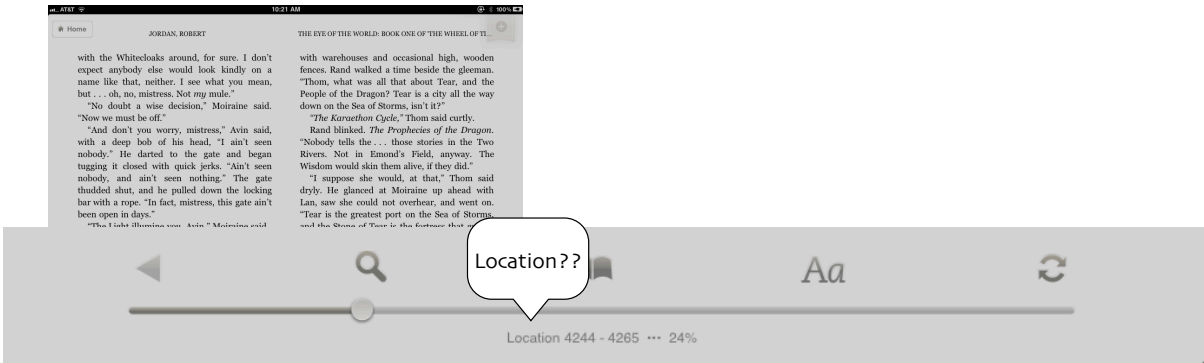
Anti-Pattern: Broken Metaphor



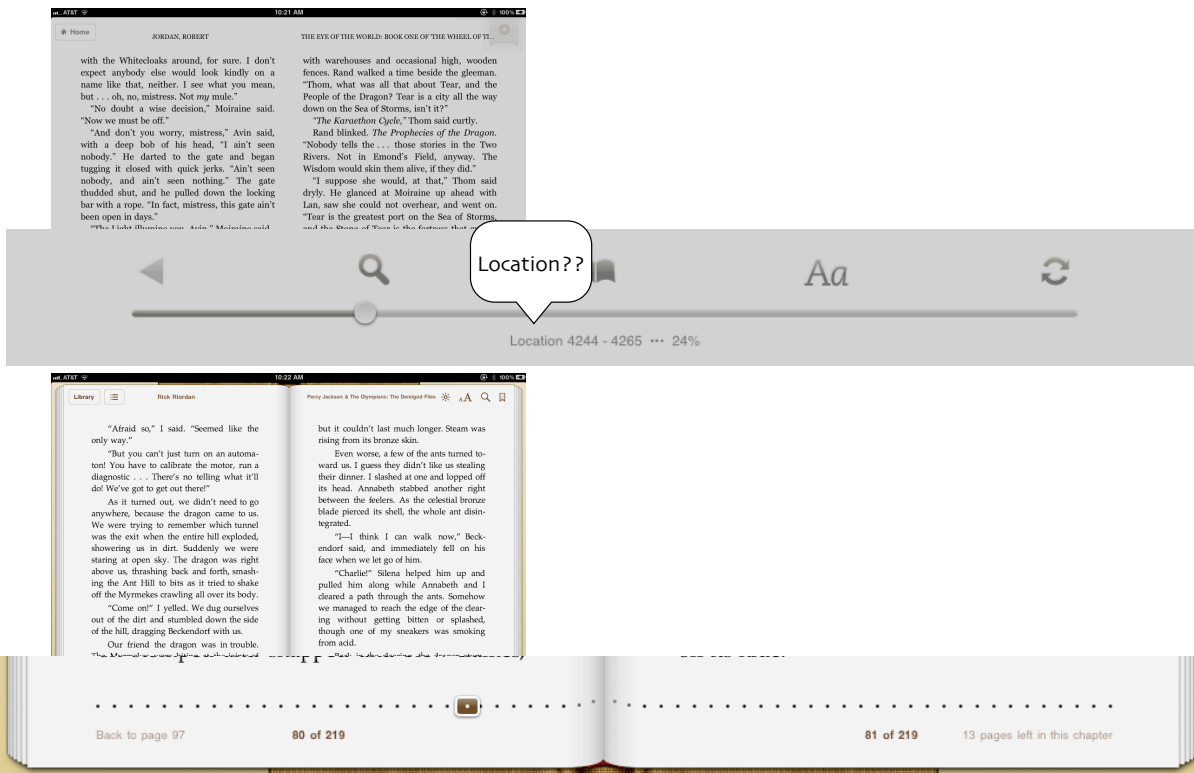
Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



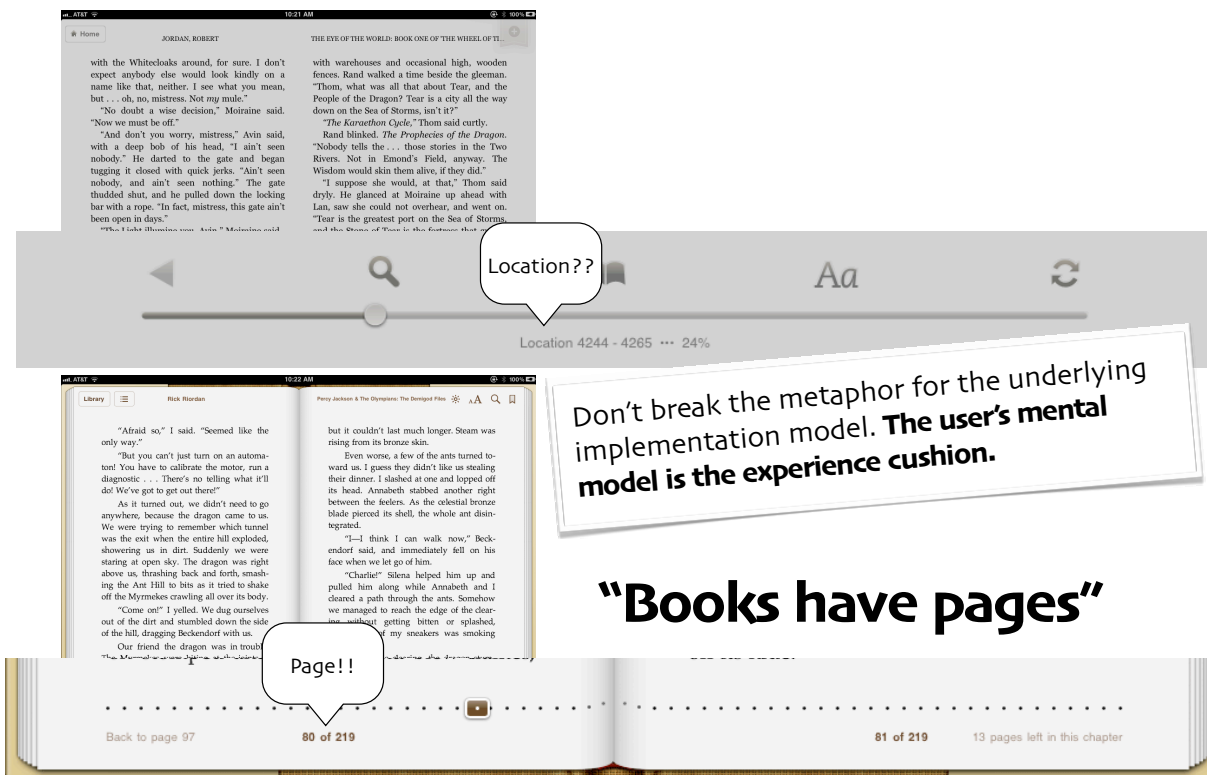
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Anti-Pattern: Broken Metaphor



20

Anti-Pattern: Broken Metaphor

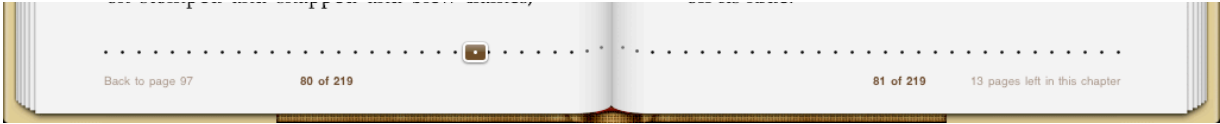


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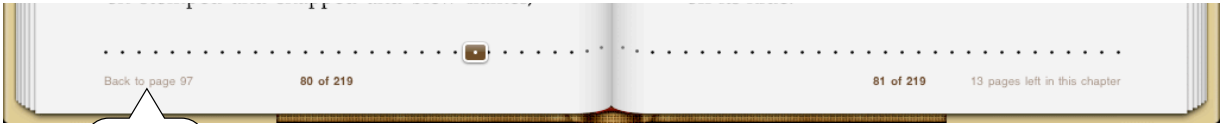
Break the Metaphor with Magic

21

Break the Metaphor with Magic

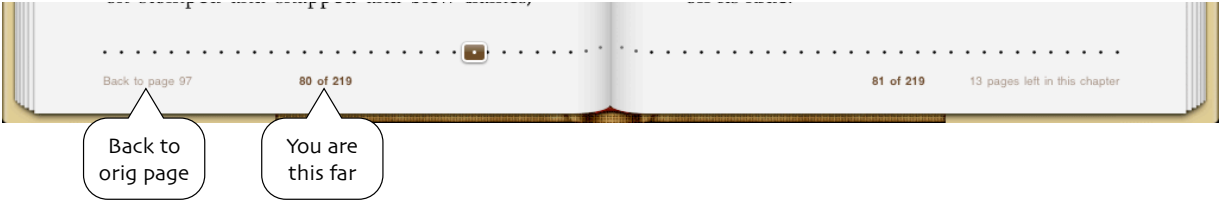


Break the Metaphor with Magic

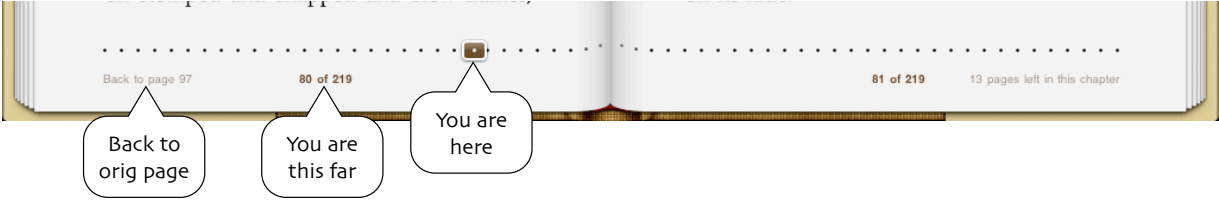


Back to
orig page

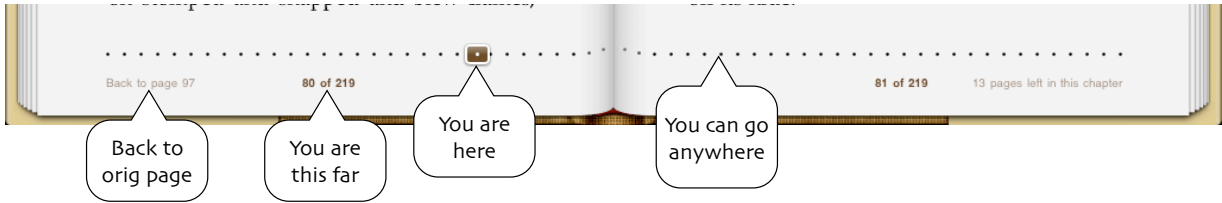
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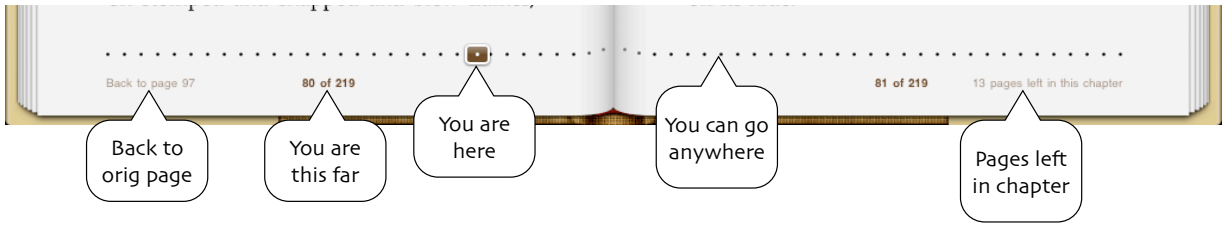
Break the Metaphor with Magic



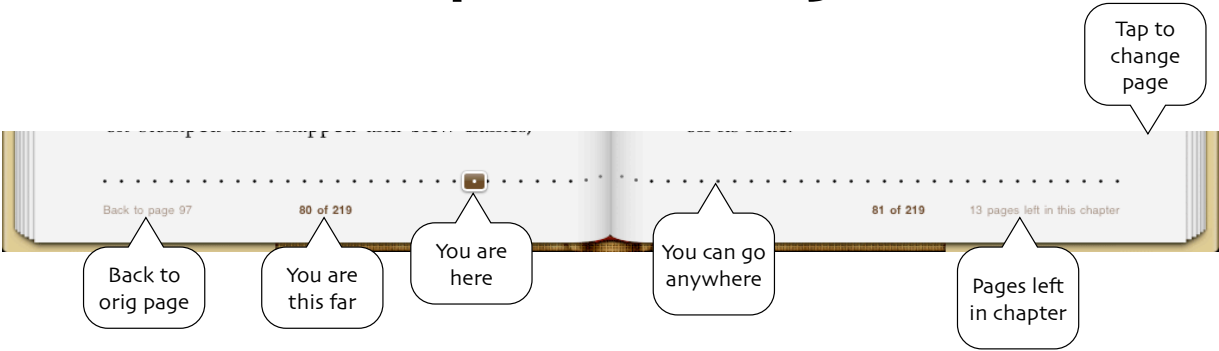
Break the Metaphor with Magic



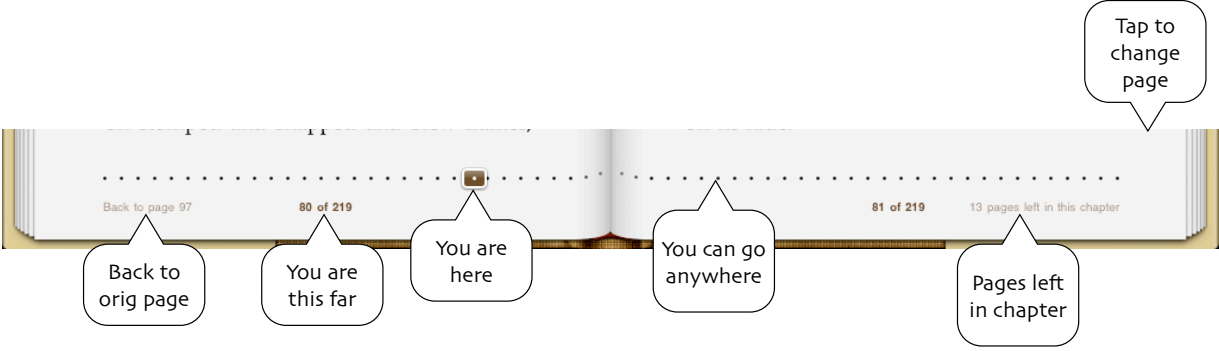
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Break the Metaphor with Magic

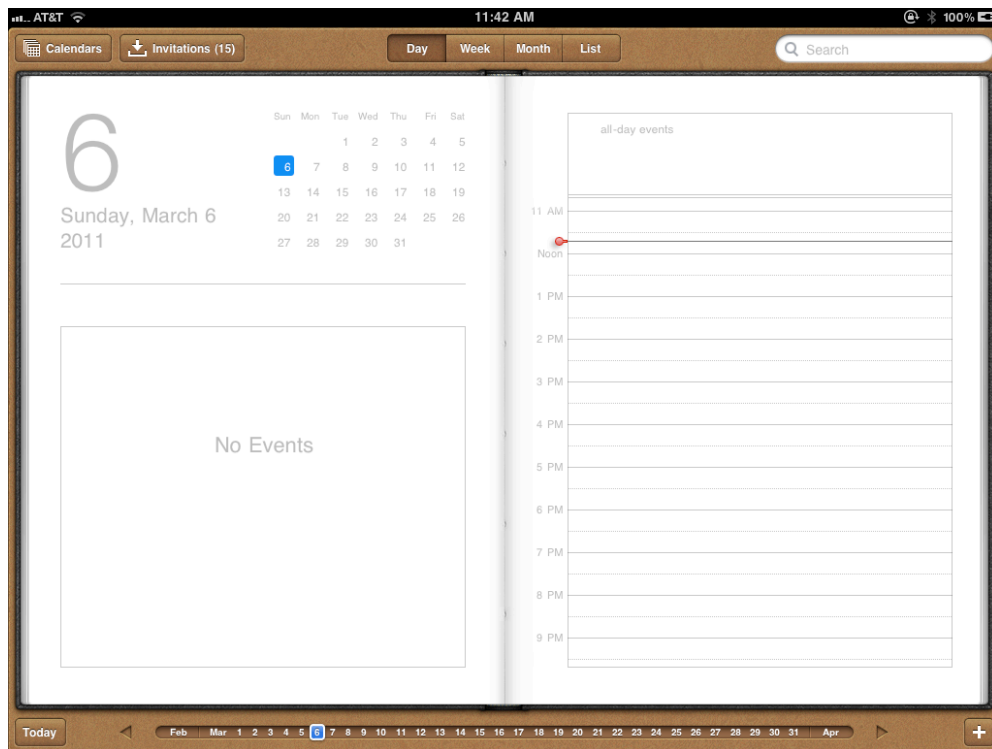


Break the Metaphor with Magic



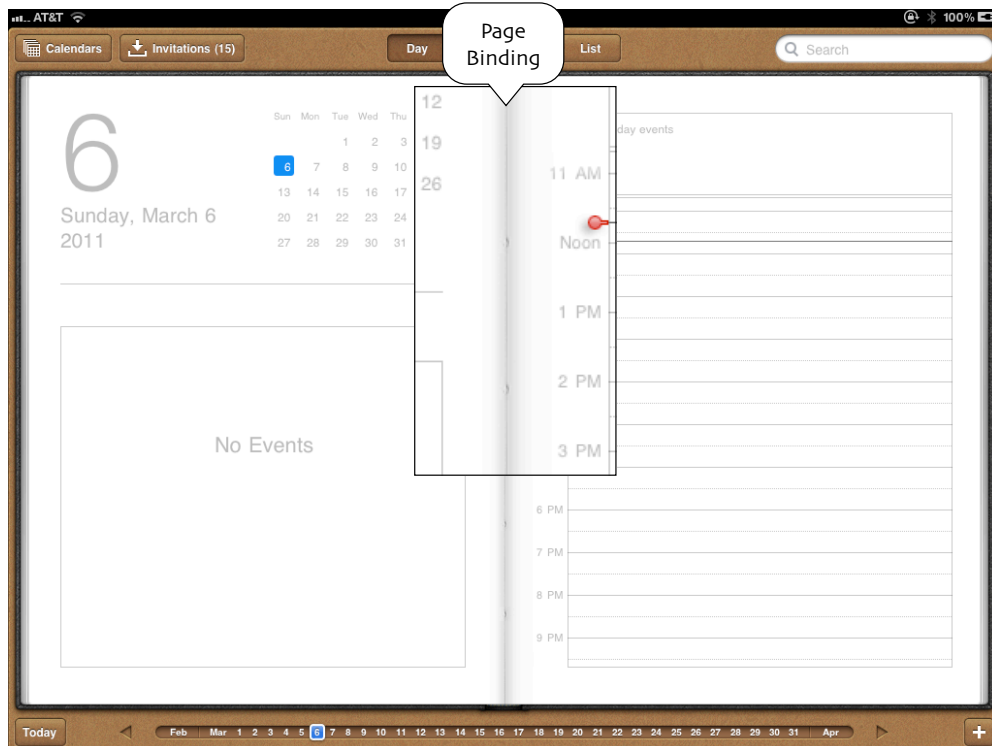
Strict physicality is hard work. Use magic to simplify the real world.

To Flick or not to Flick



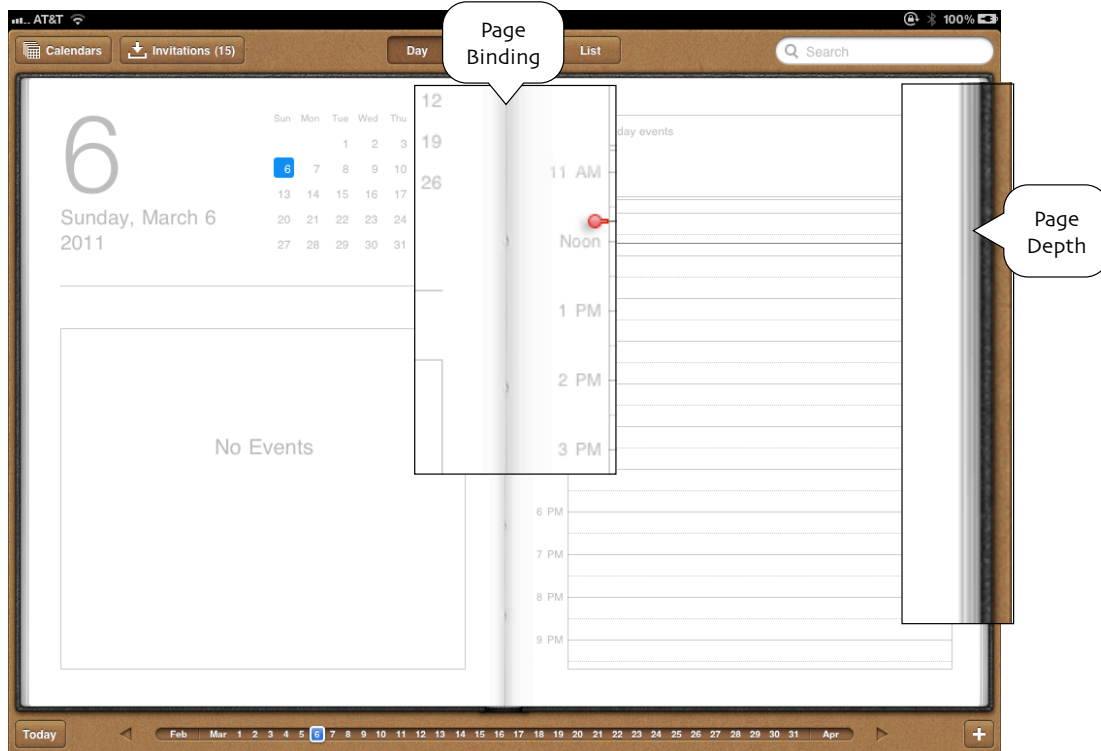
22

To Flick or not to Flick



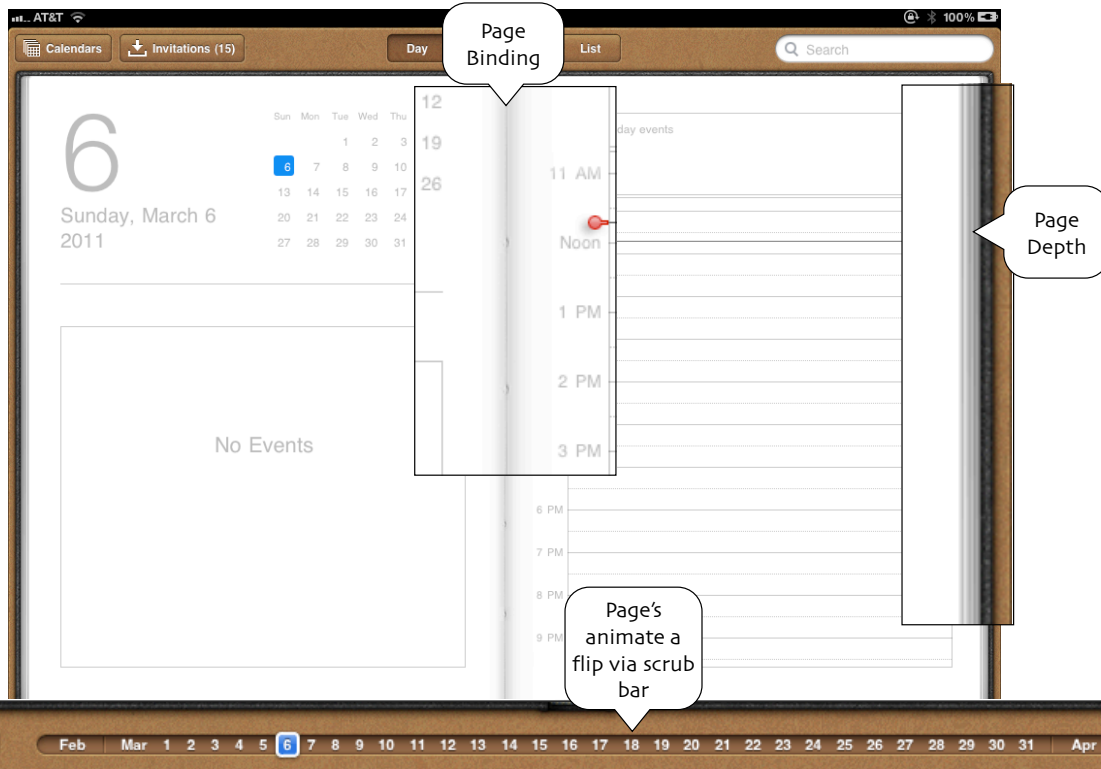
22

To Flick or not to Flick



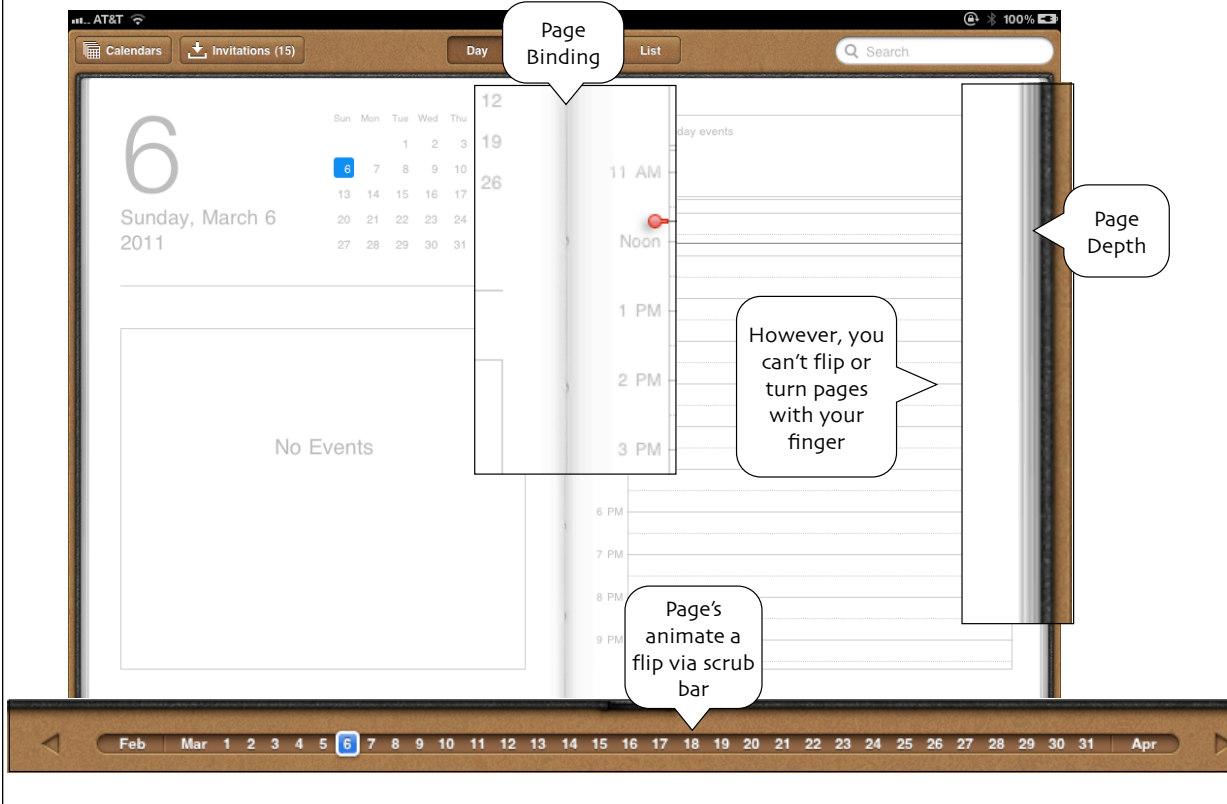
22

To Flick or not to Flick



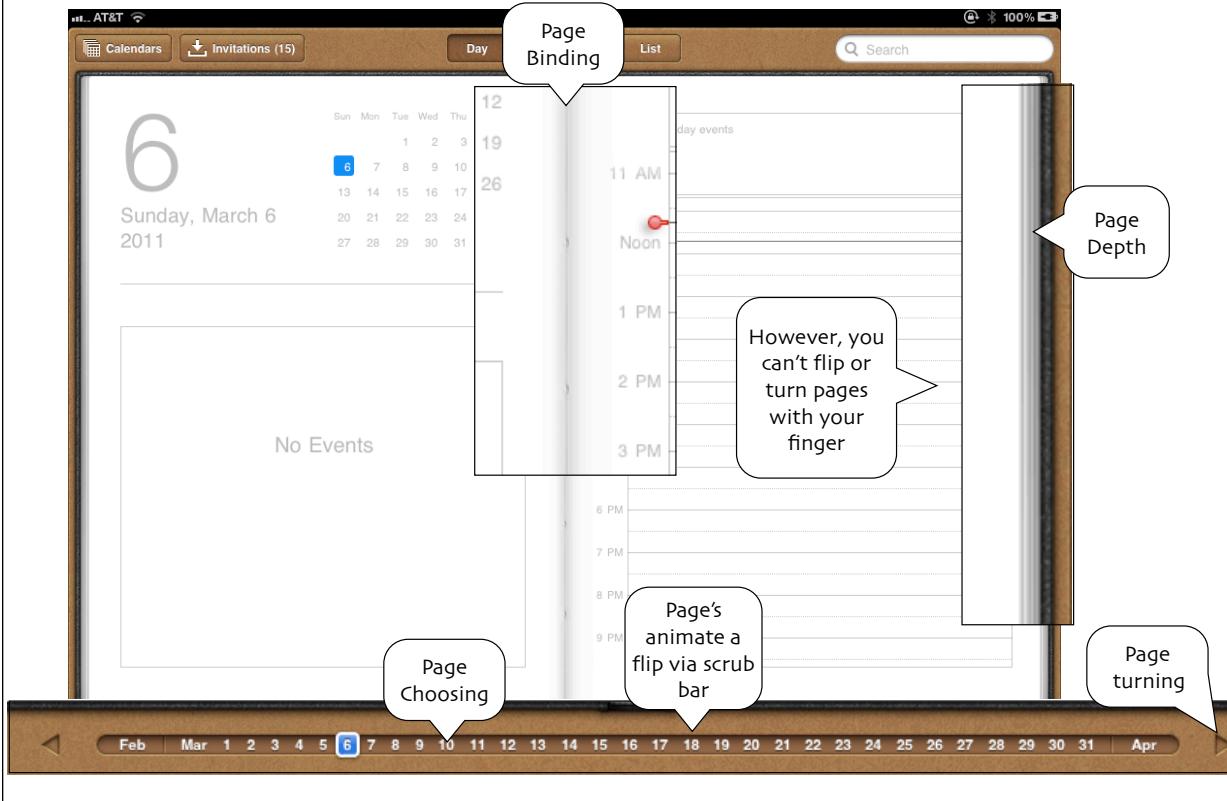
22

To Flick or not to Flick



22

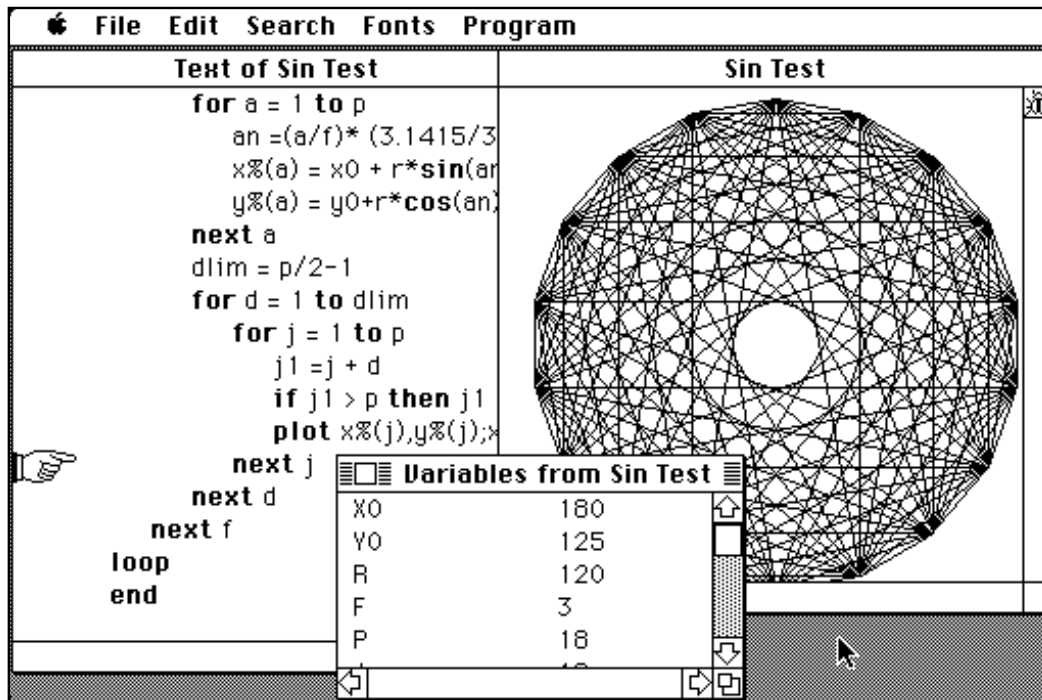
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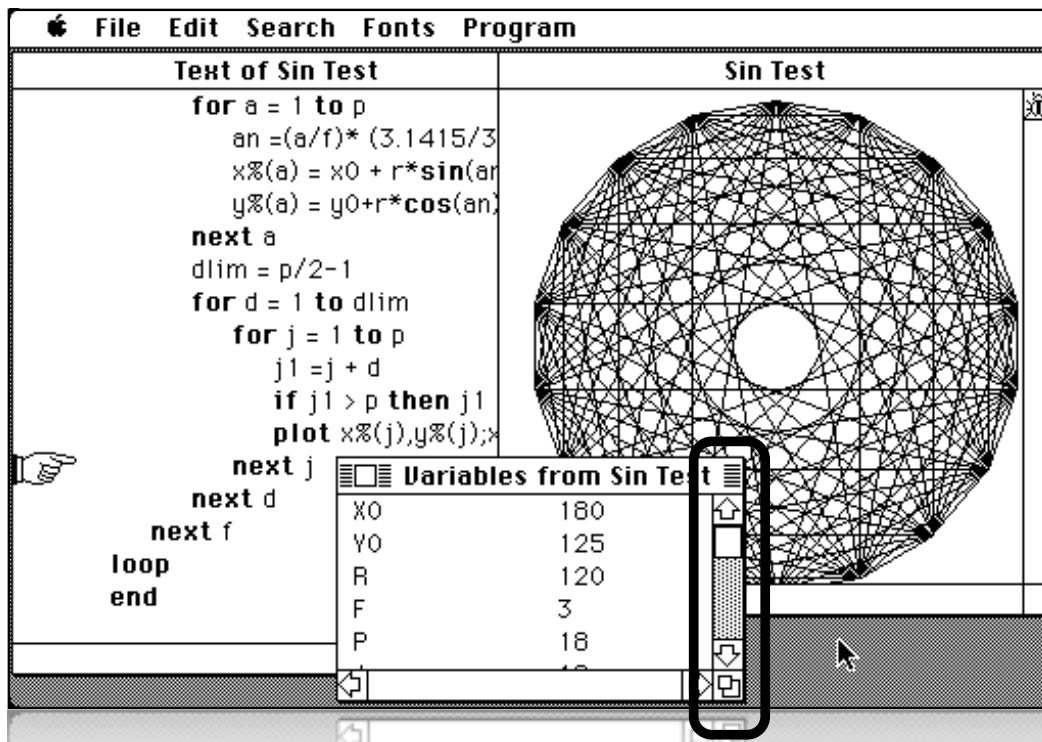
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Use Directness to Simulate Physicality

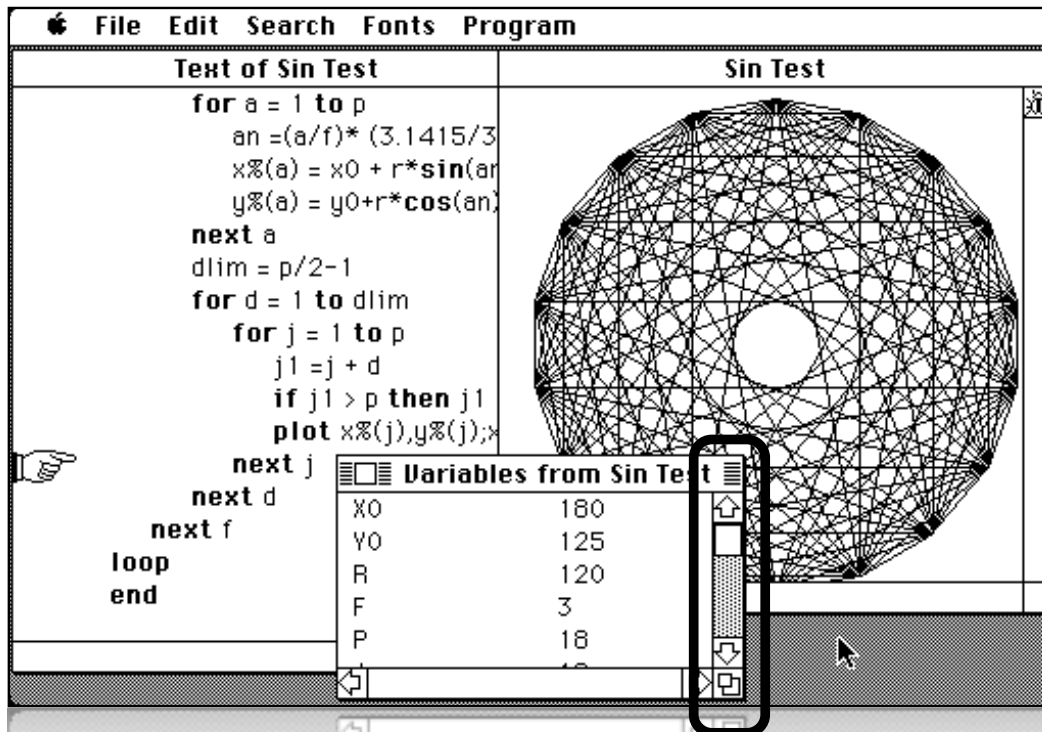
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24



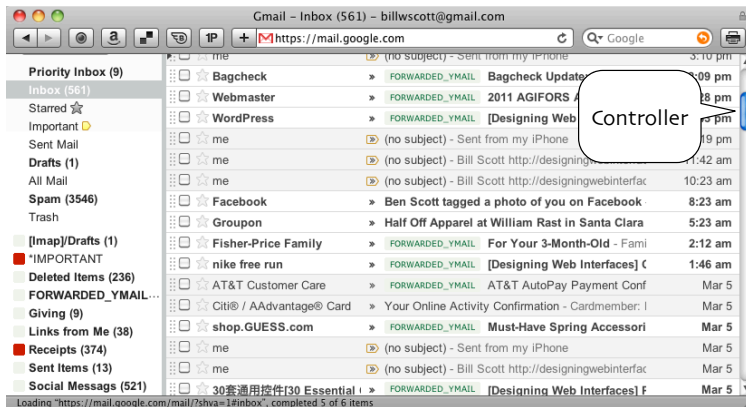
24



in 1984, this was physicality - the scrollbar

24

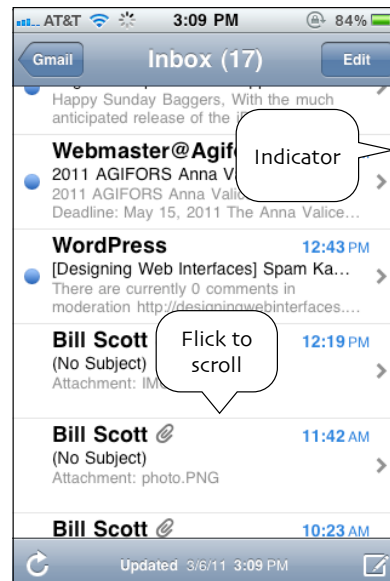
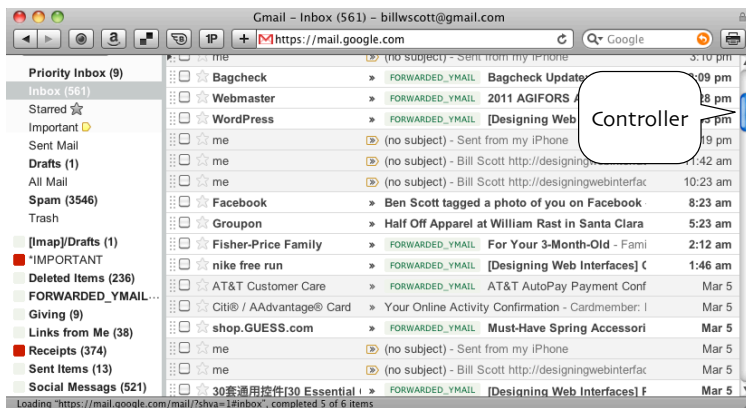
Scrollbar Evolution



25

Scrollbar Evolution

From Controller to Indicator Content is scrolled instead of scrollbar



Thumbwheel is an evolution as well

25

It must feel real



26

It must feel real



Make sure event
handling is consistent

26

It must feel real



Make sure event handling is consistent

Remember fingers are fat. Real estate is limited

26

It must feel real

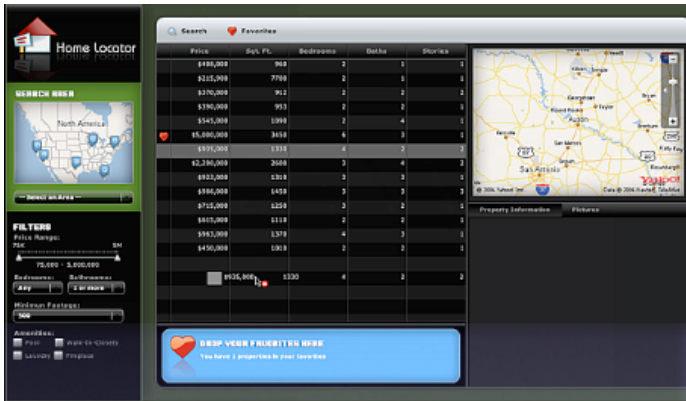


Make sure event handling is consistent

Remember fingers are fat. Real estate is limited

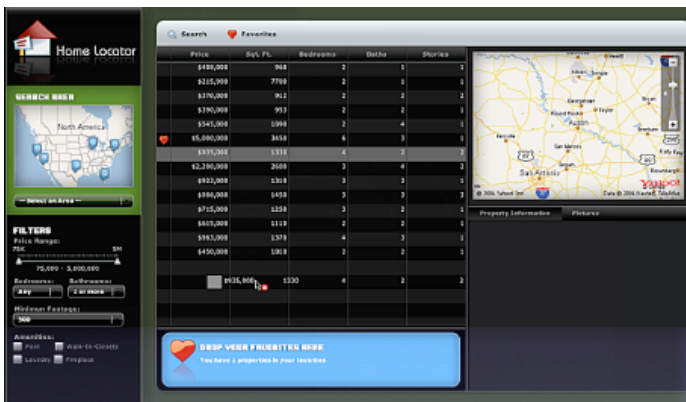
26

Anti-Pattern: Mismatched Metaphor



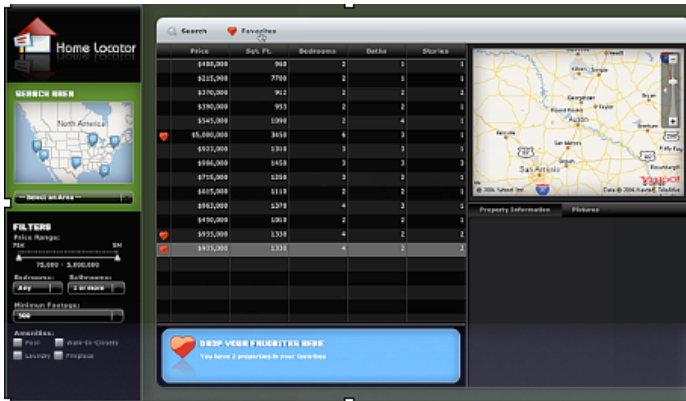
27

Anti-Pattern: Mismatched Metaphor



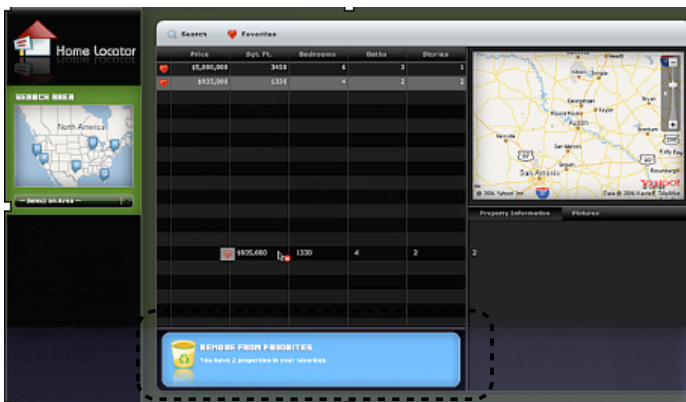
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Anti-Pattern: Mismatched Metaphor



27

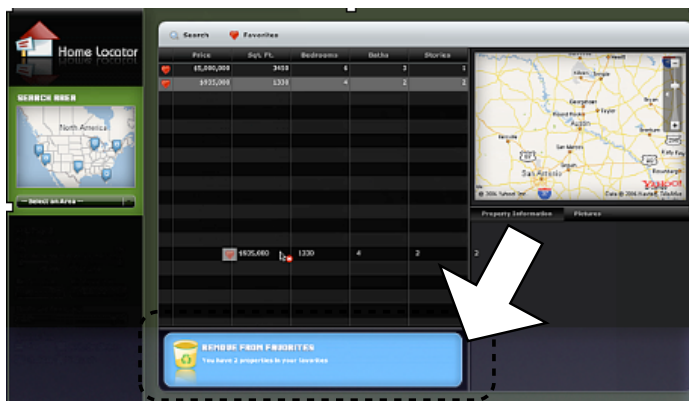
Anti-Pattern: Mismatched Metaphor



anti-pattern: **artificial construct**

27

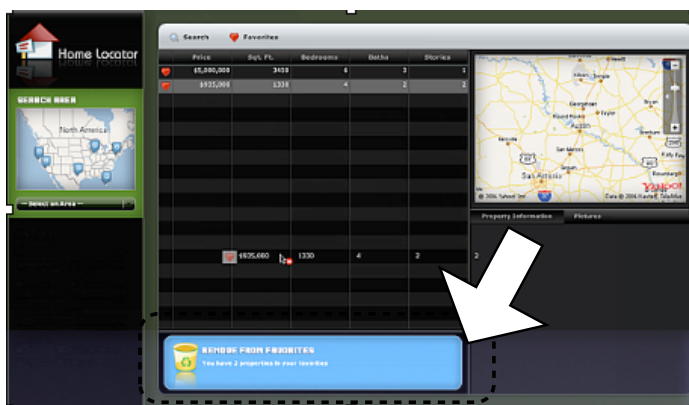
Anti-Pattern: Mismatched Metaphor



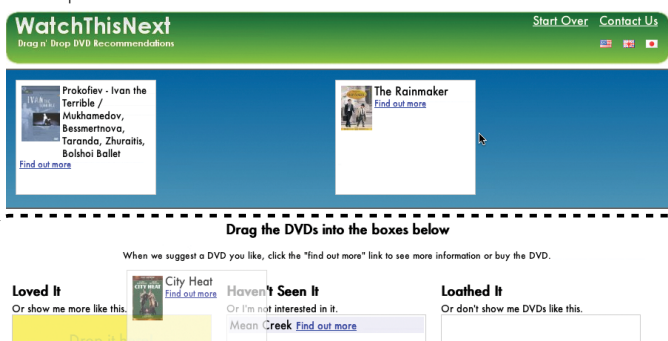
anti-pattern: artificial construct

27

Anti-Pattern: Mismatched Metaphor

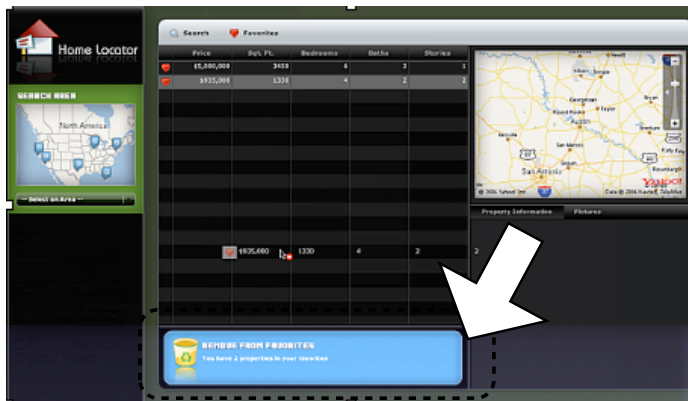


anti-pattern: artificial construct

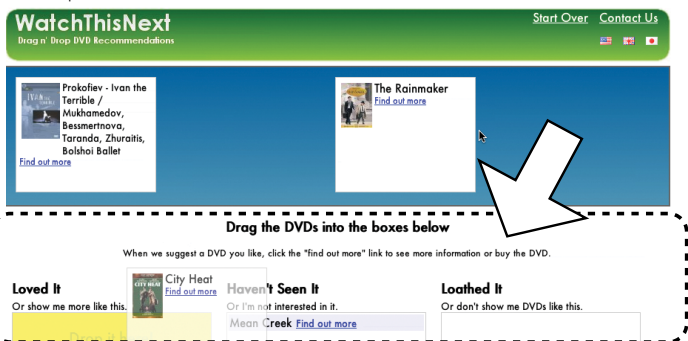


27

Anti-Pattern: Mismatched Metaphor

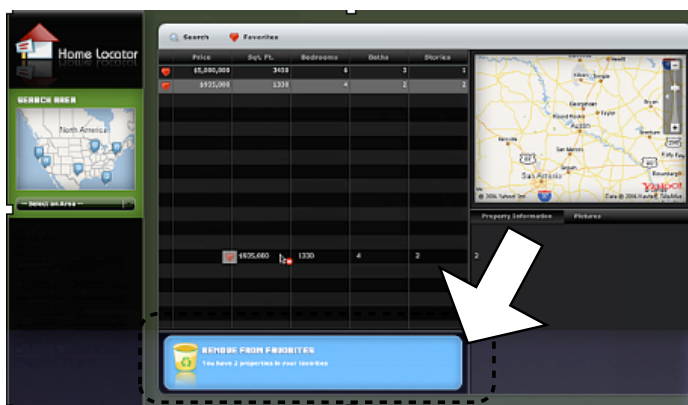


anti-pattern: artificial construct

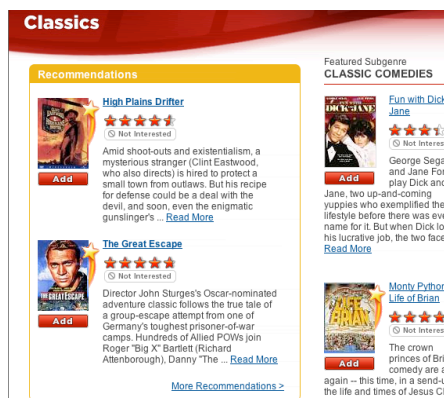


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Anti-Pattern: Mismatched Metaphor



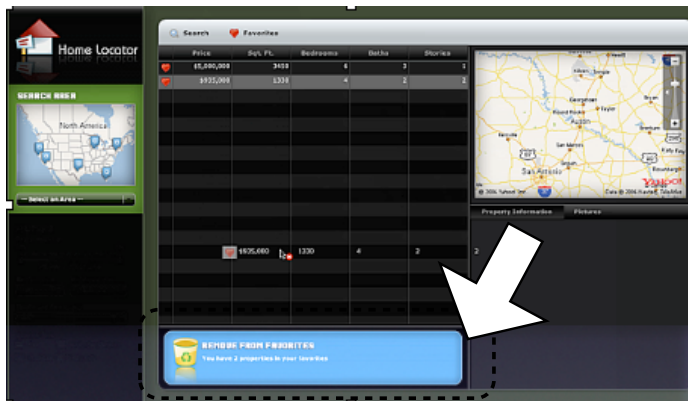
anti-pattern: artificial construct



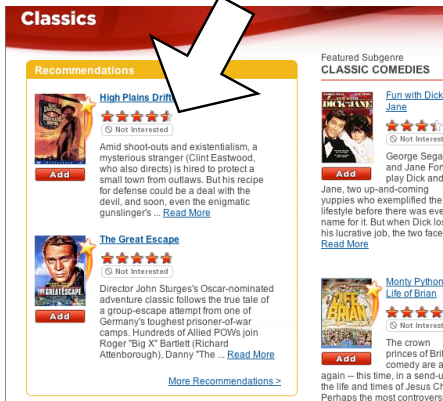
netflix. rate an object. KISS.

27

Anti-Pattern: Mismatched Metaphor



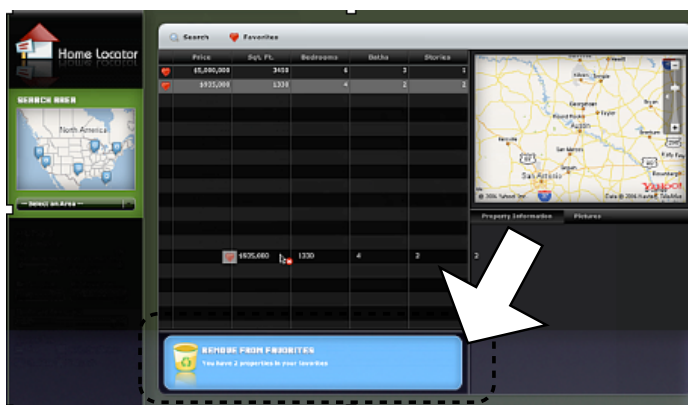
anti-pattern: artificial construct



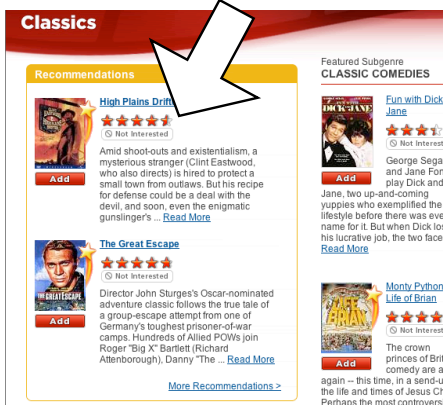
netflix. rate an object. KISS.

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Anti-Pattern: Mismatched Metaphor



anti-pattern: artificial construct

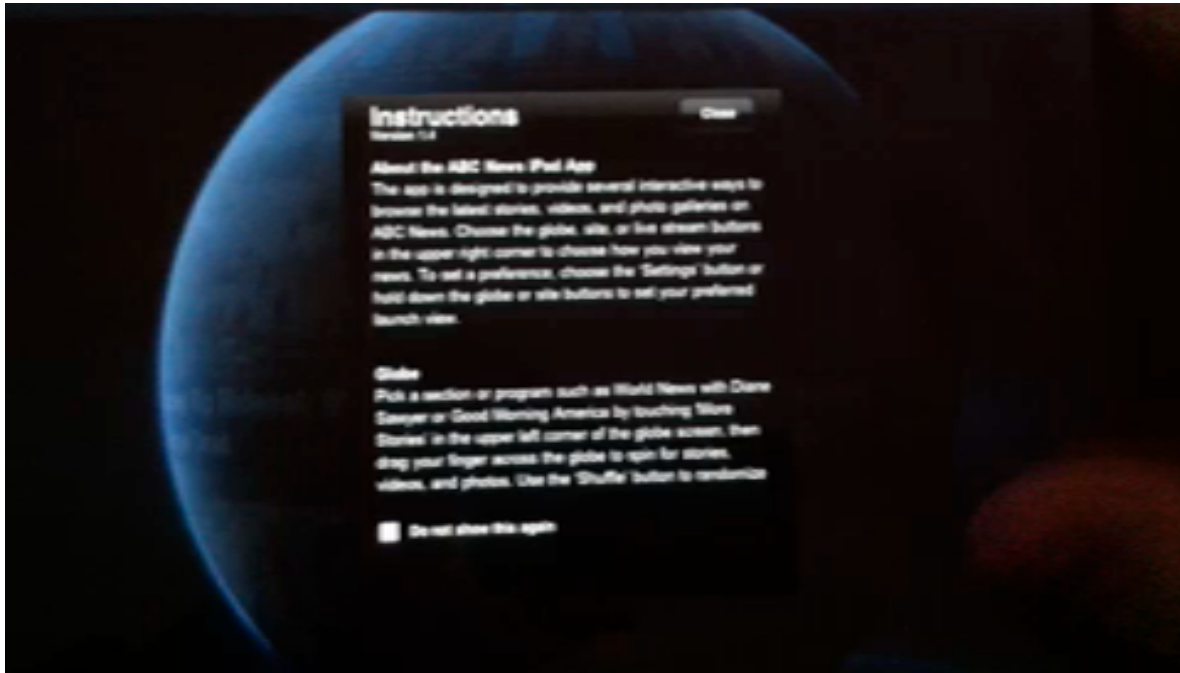


netflix. rate an object. KISS.

Beware of constructing artificial visual interfaces to support drag and drop

27

Anti-Pattern: Mismatched Metaphor



(Metaphors Gone Wild)

28

How Fat is Your Input?

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

* Josh Clark's recommendation - Tapworthy

29

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)

30

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)

30

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

30

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

30



#2 Maintain Flow

31



Exploratorium Exhibit

32

Spot the differences

33

Spot the differences



33

Now try again...

34

Now try again...



34

Now try again...

Change blindness

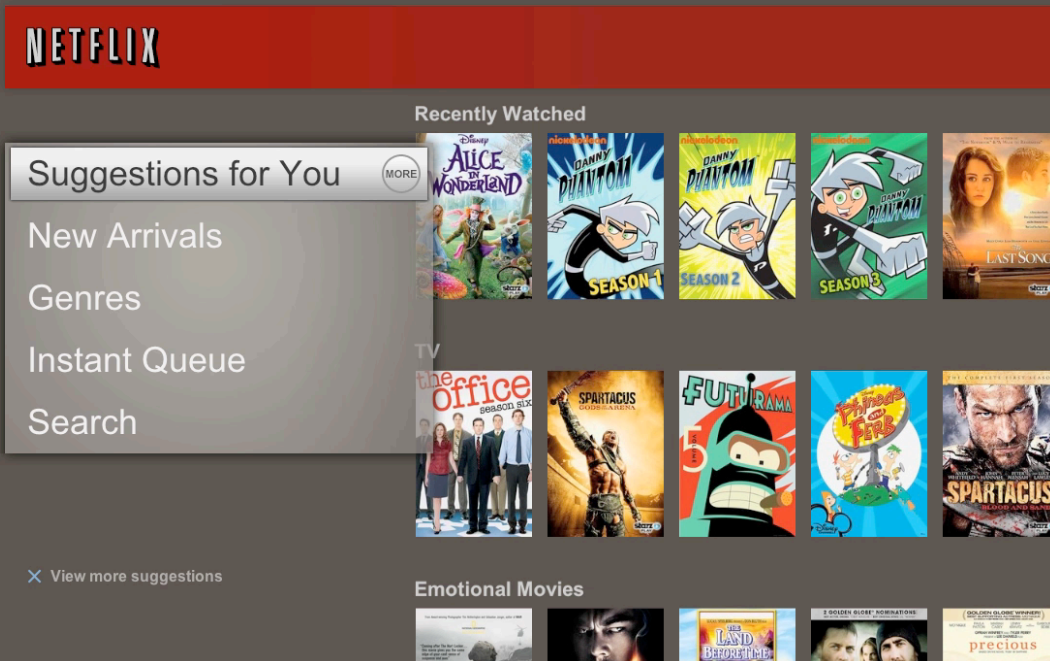


34

**Reduce Page
Switching
to Maintain Flow**

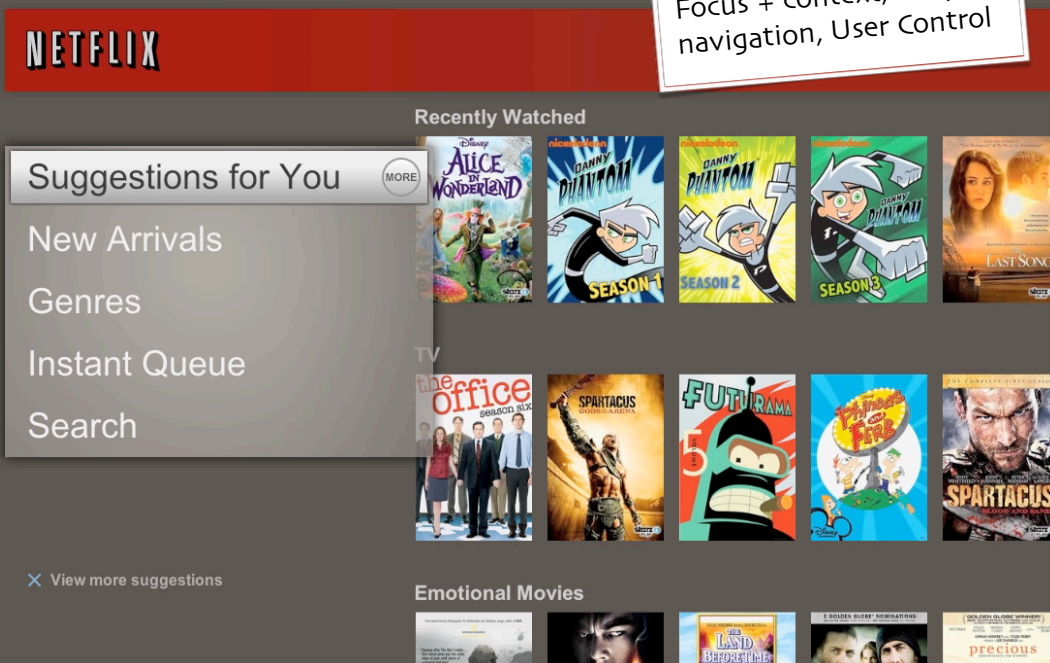
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"Special" Experience



36

"Special" Experience



36






"Plus" Experience

NETFLIX






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Emotional Dramas

Bella

2006 PG-13 1h 31m

★★★★★

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

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

37






"Plus" Experience

NETFLIX






Principles followed:
Content is the flow.
Information in Context.
Only 1 experience.

Search

Instant Queue



Recently Watched



Emotional Dramas

Bella

2006 PG-13 1h 31m

★★★★★

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

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

37

Which Won?

38


Which Won?


NETFLIX


2 / 332


Search


Instant Queue
















Recently Watched











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...

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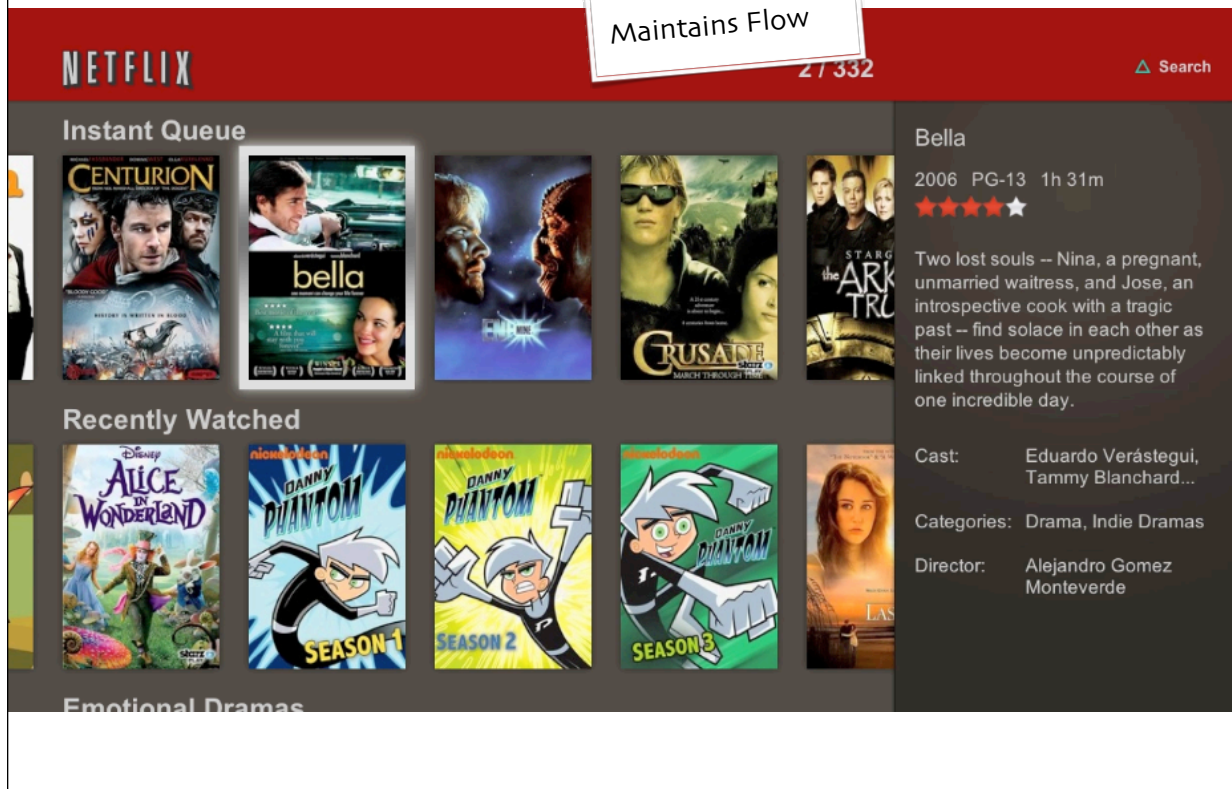
Director: Alejandro Gomez Monteverde

Emotional Dramas

38

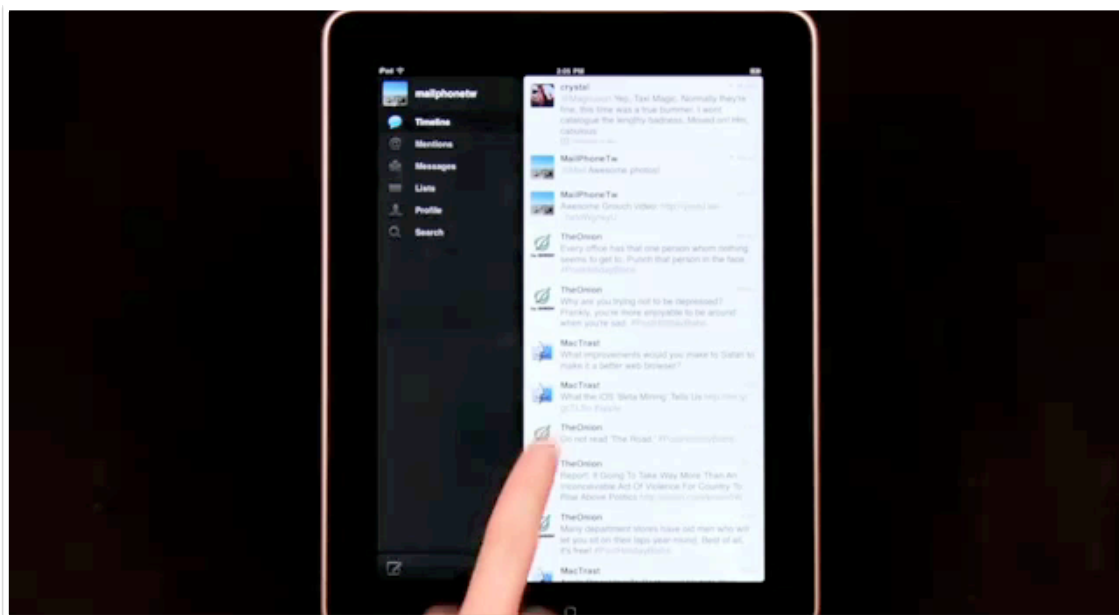
Which Won?

"Plus" experience.
Maintains Flow



38

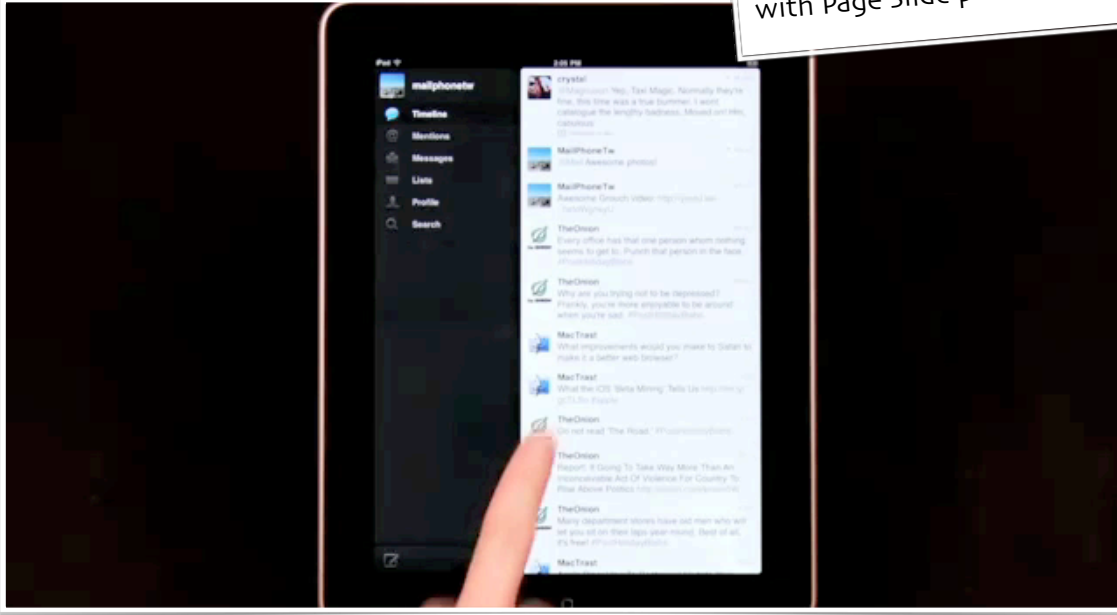
Twitter as iPad App



39

Twitter as iPad App

Minimize page transitions
with Page Slide pattern

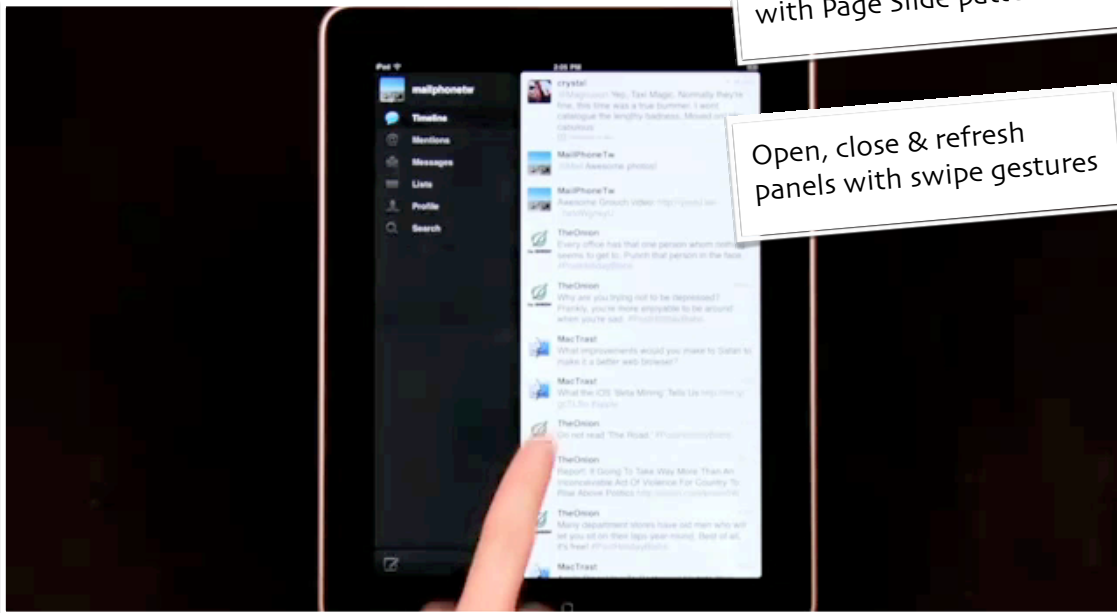


39

Twitter as iPad App

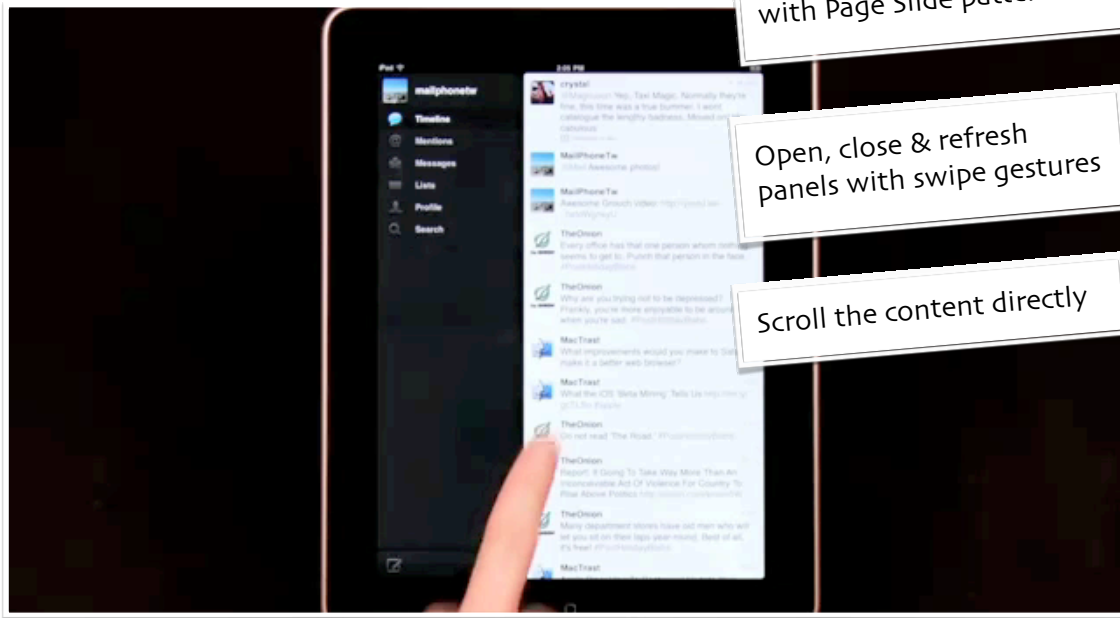
Minimize page transitions
with Page Slide pattern

Open, close & refresh
panels with swipe gestures



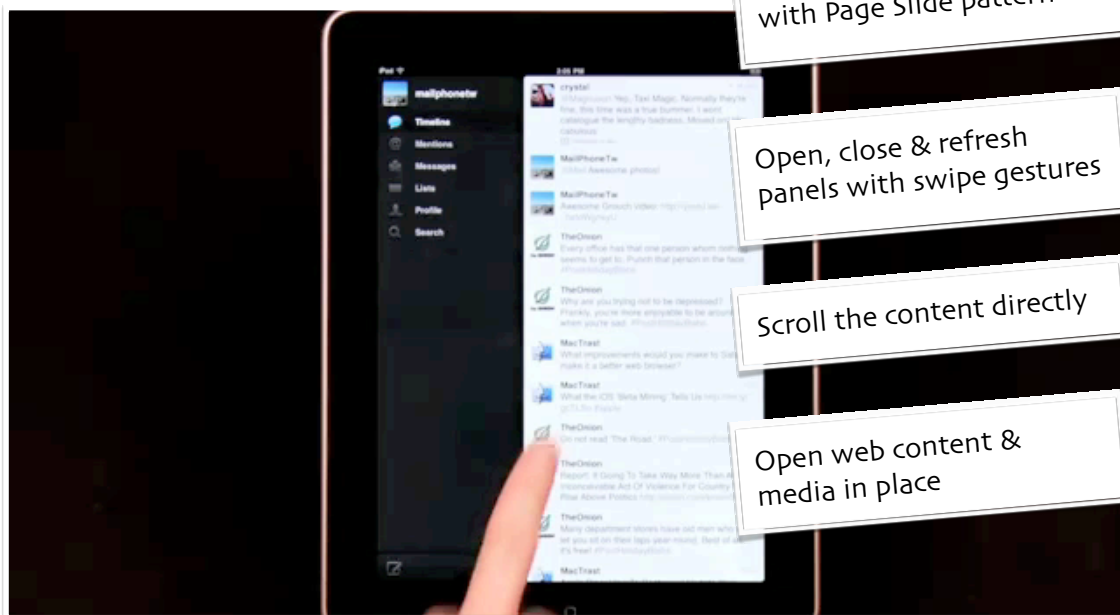
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Twitter as iPad App



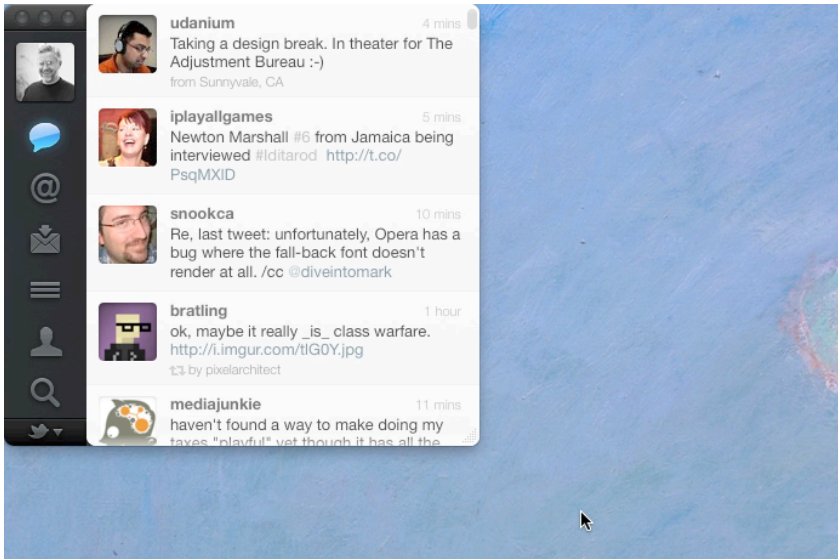
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Twitter as iPad App



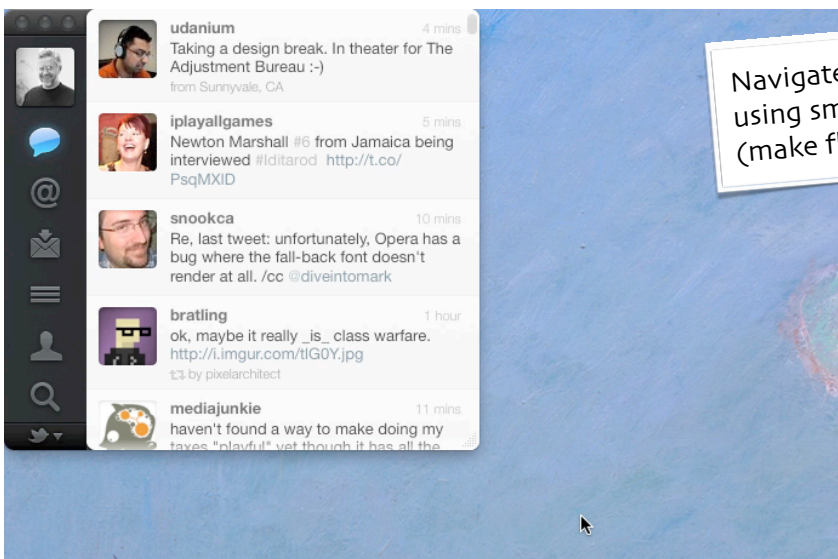
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Twitter as Mac App



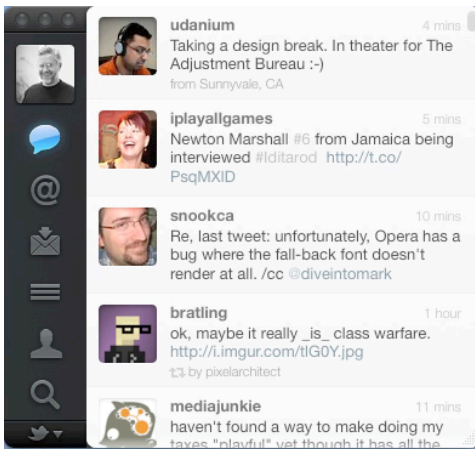
40

Twitter as Mac App



40

Twitter as Mac App

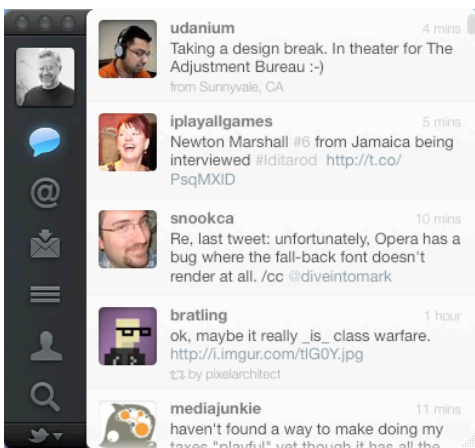


Navigate to other areas
using smooth transitions
(make flow visible)

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

40

Twitter as Mac App



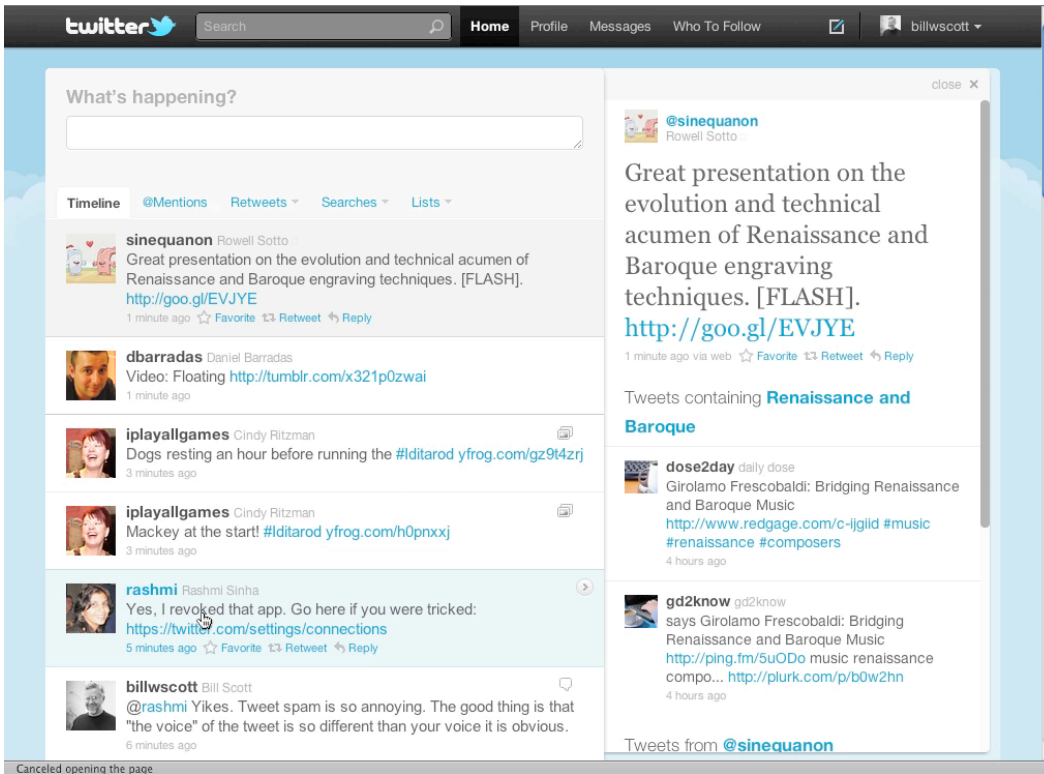
Navigate to other areas
using smooth transitions
(make flow visible)

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

Rethink desktop apps to
use real estate more
creatively

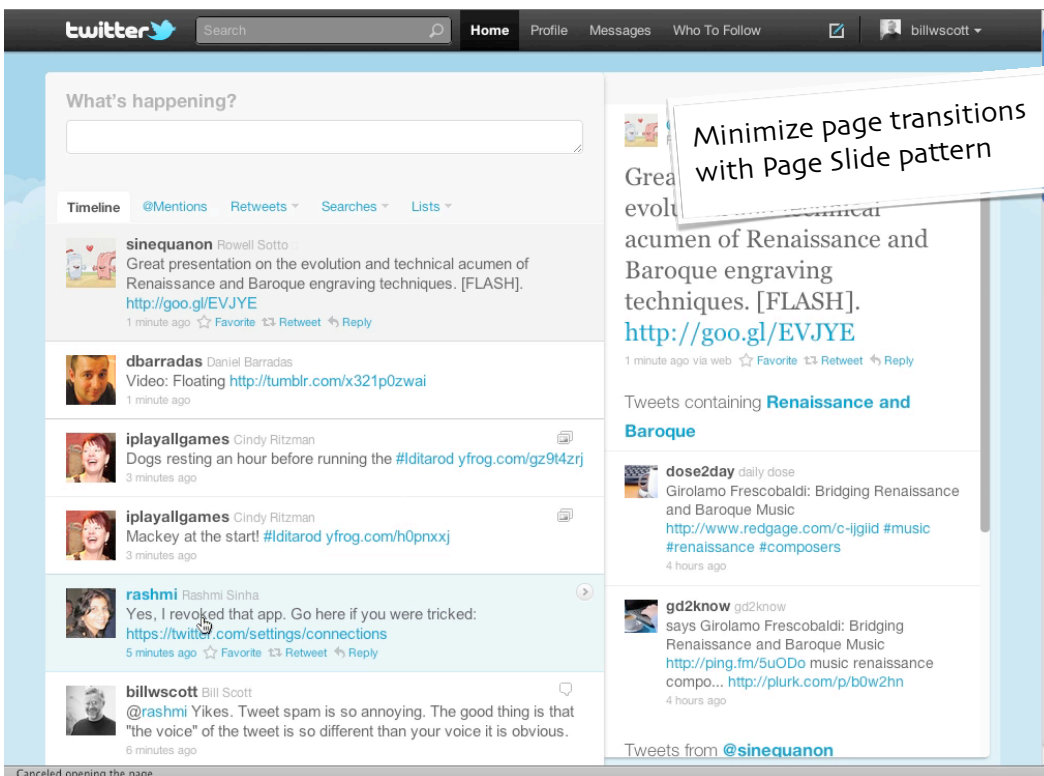
40

Twitter as Web App



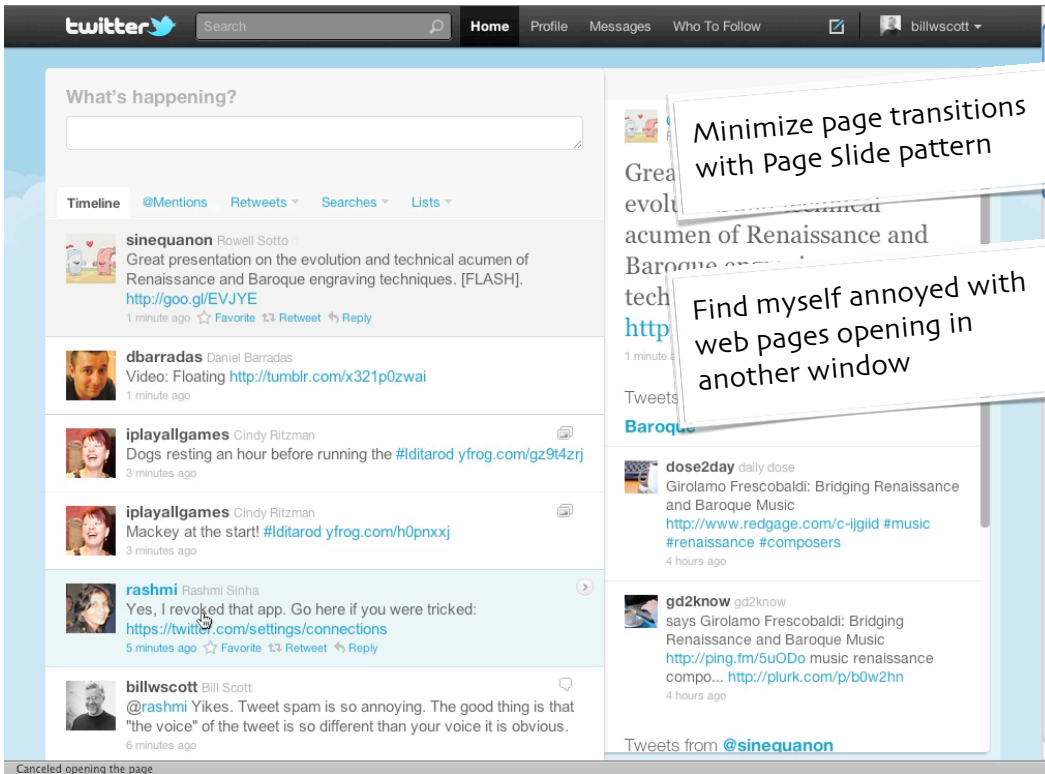
41

Twitter as Web App



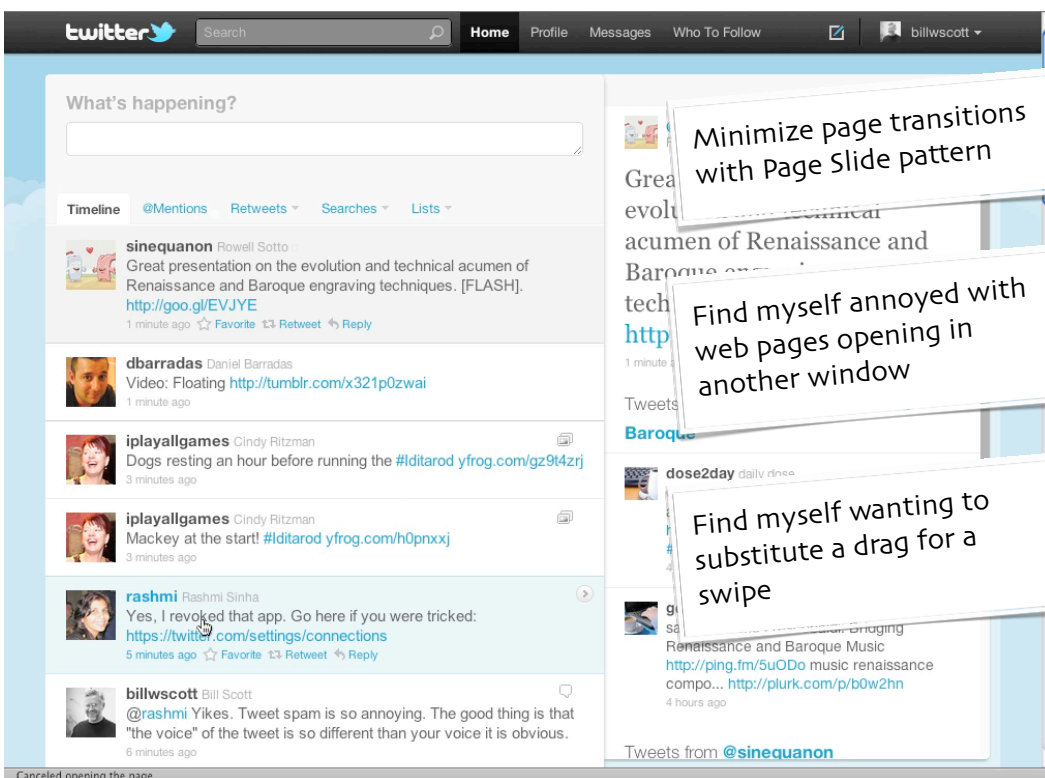
41

Twitter as Web App



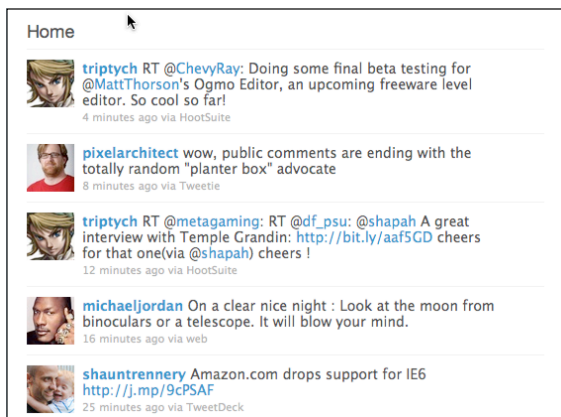
41

Twitter as Web App



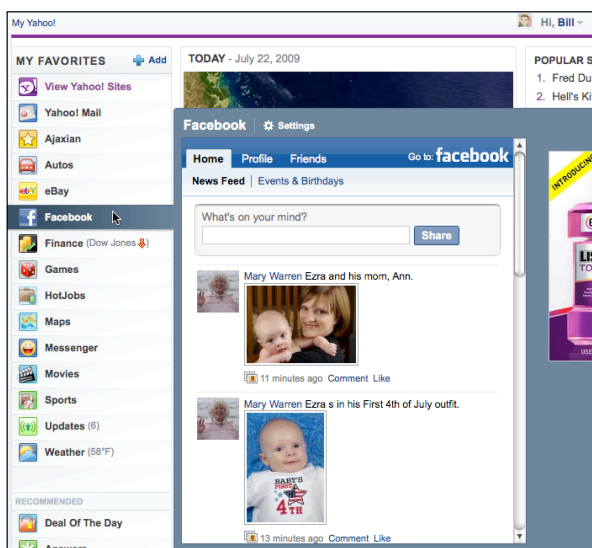
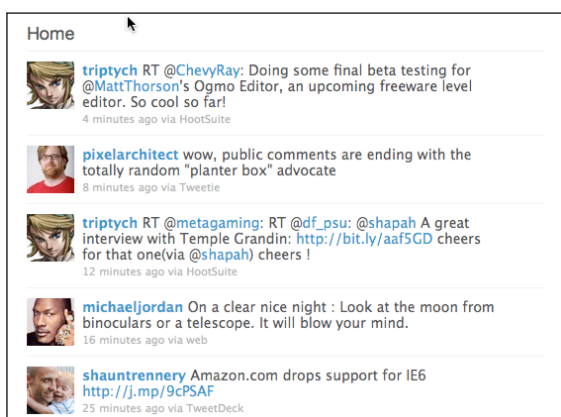
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Vs Hover & Cover



42

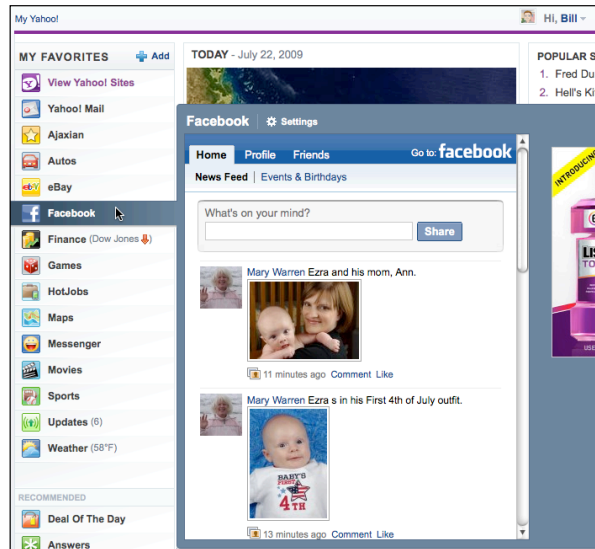
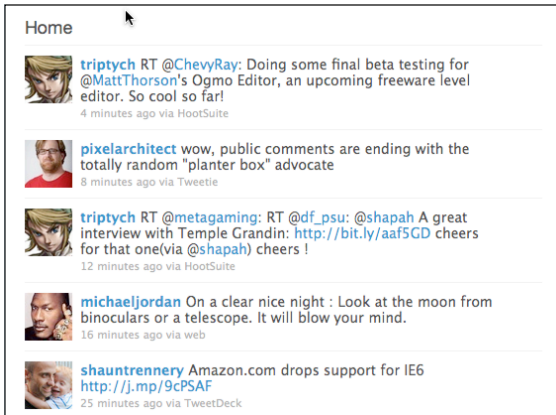
Vs Hover & Cover



42

Vs Hover & Cover

Where possible replace annoying hover details with dedicated detail panes



42

Keep Navigation Simple to Maintain Flow

43

Mobile Navigation

44

Mobile Navigation



44

Mobile Navigation

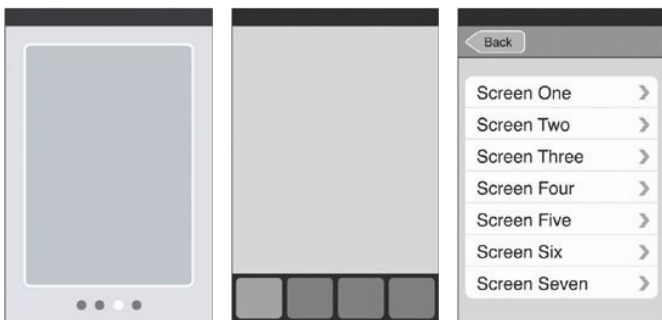


Three types of iPhone navigation: Flat, Tab, Tree

- Josh Clark (Tapworthy)

44

Mobile Navigation



Three types of iPhone navigation: Flat, Tab, Tree

- Josh Clark (Tapworthy)



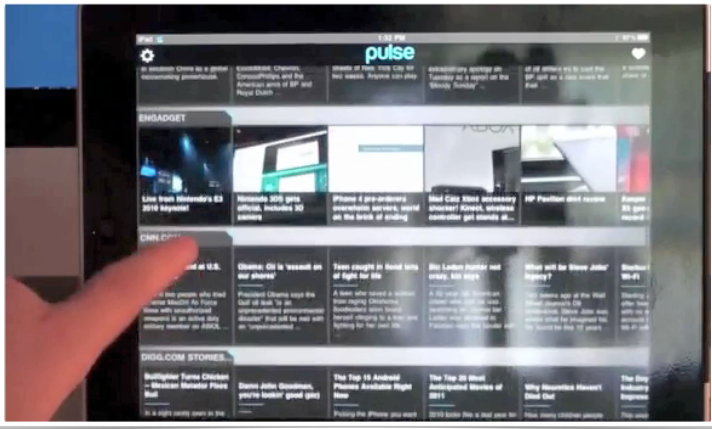
Gowalla: Tab + Flat

- Josh Clark (Tapworthy)

Source: Tapworthy by Josh Clark

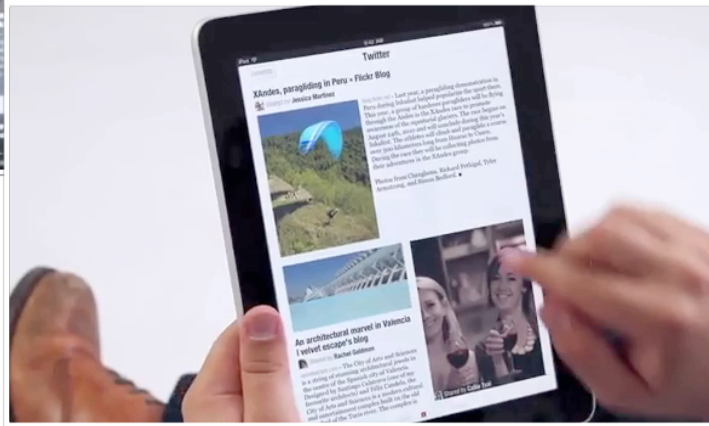
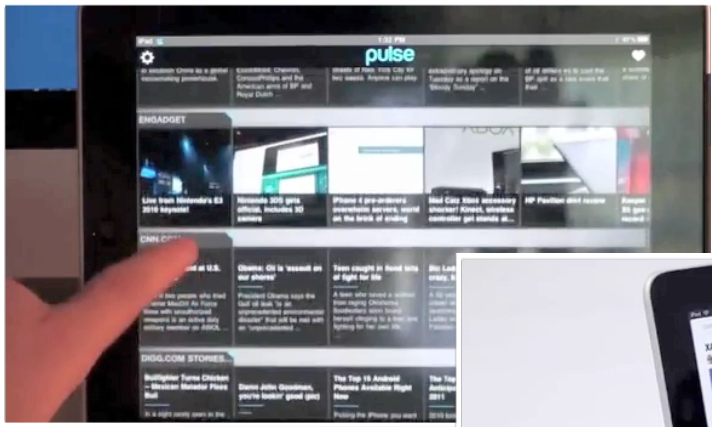
44

Pulse & Flipboard iPad Apps



45

Pulse & Flipboard iPad Apps



45

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

46

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

46

Maintaining Flow Across Platforms

	Navigation	Paging	Scrolling
Web	Page, Tab, Back Button	When page content changes or step by step flow Avoid too many page changes	Better than paging (easier on web than on touch)
Mobile	Flat, Tab & Tree. 1 level back.	For content, steps in flow	Question scrolling, prefer Flat
Tablet	Flat, Tab, Master/Detail. 1 level-back	Swiping through pages Avoid too many page changes	Short scrolling or for Sliding content
TV	Flat, Tab, Tree, Master/Detail	When page content changes or step by step flow	Avoid

46

Maintaining Flow Across Platforms

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

46

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

46



#3 Be Responsive

47

Use Transitions/ Animations to Create Responsiveness

48

Animation Can...

49

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)

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

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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...

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



49

Animation Can...

Be really, really annoying

TurboTax Deluxe

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

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

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

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

(Box 1 on your 1098)

Federal Tax Due
\$10,533

CA Tax Due
\$4,973



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

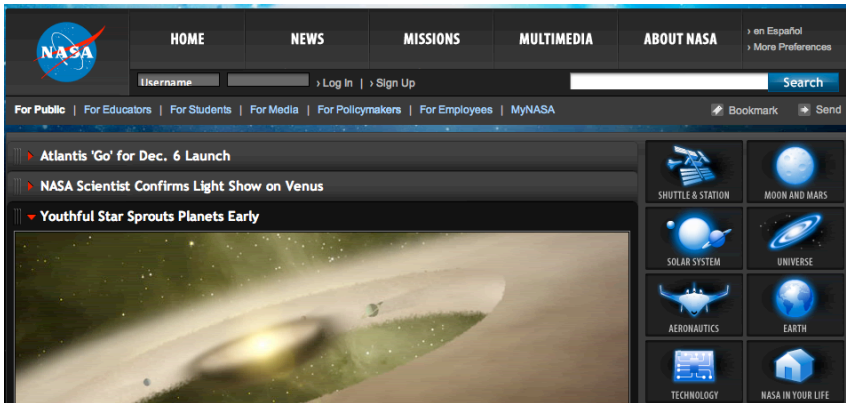
- Occam

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

- Tufte "Smallest Effective Difference"

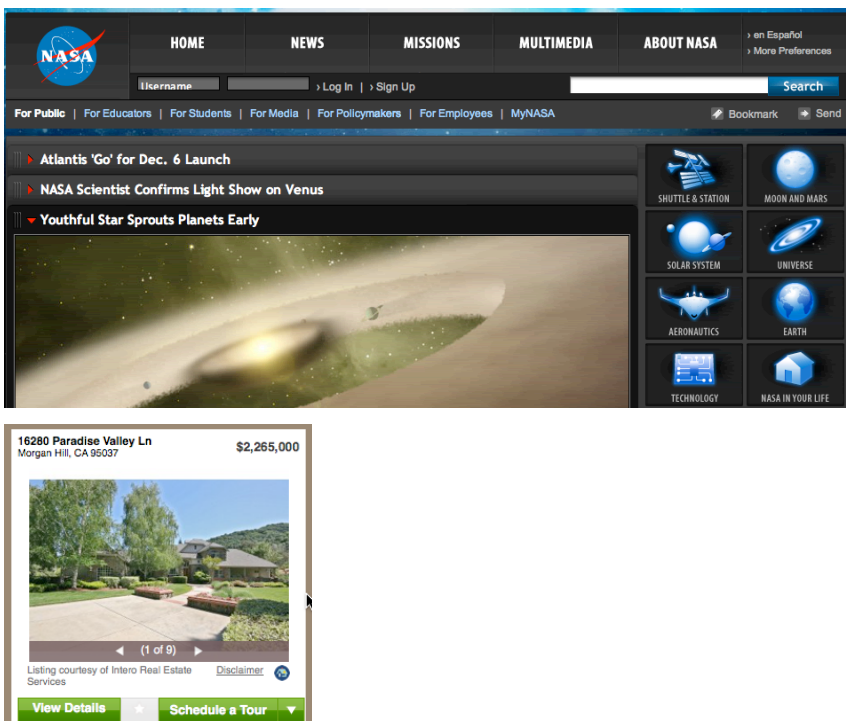
49

Web Apps Seem Prone to This



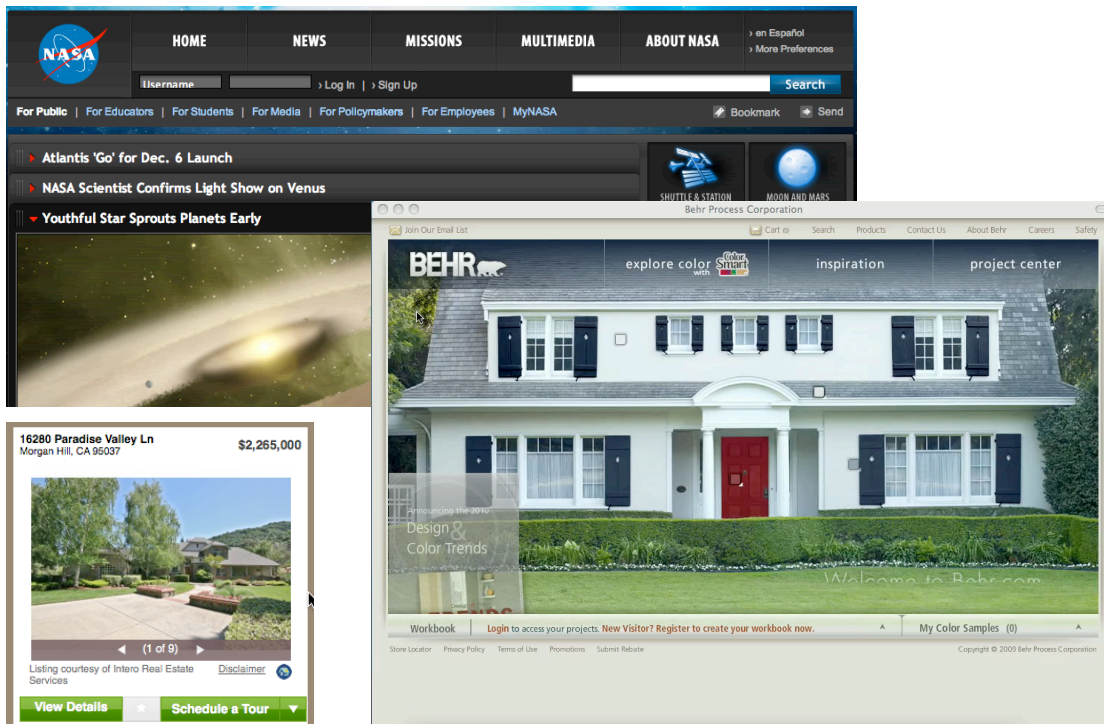
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Web Apps Seem Prone to This



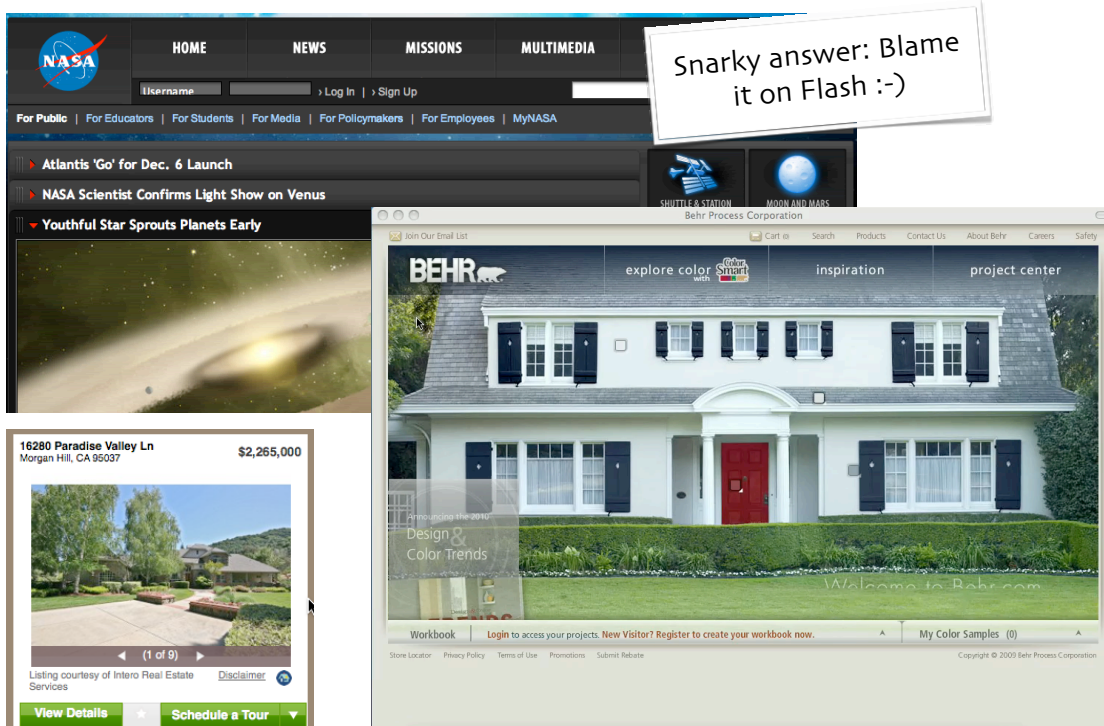
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Web Apps Seem Prone to This



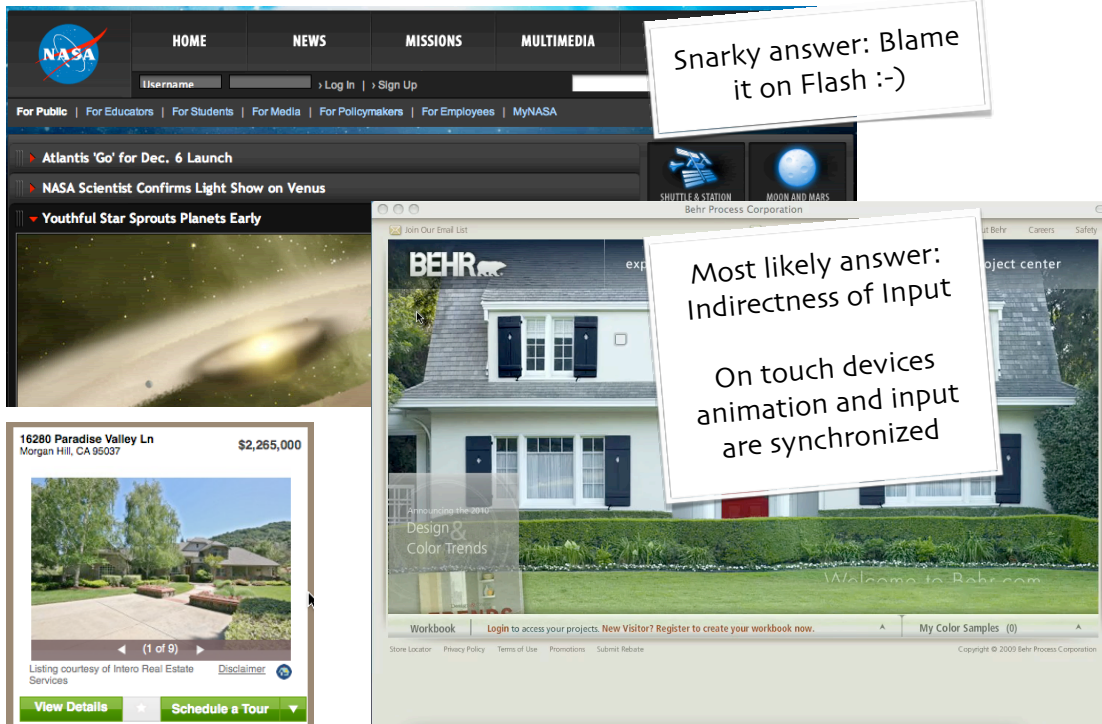
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Web Apps Seem Prone to This



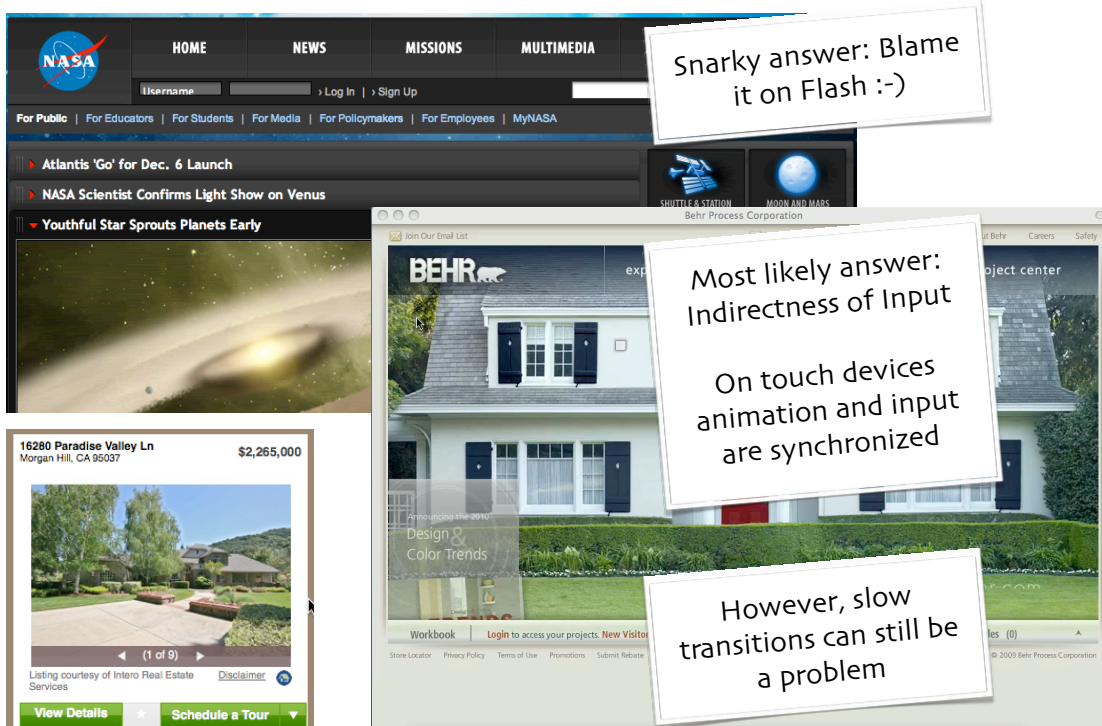
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Web Apps Seem Prone to This



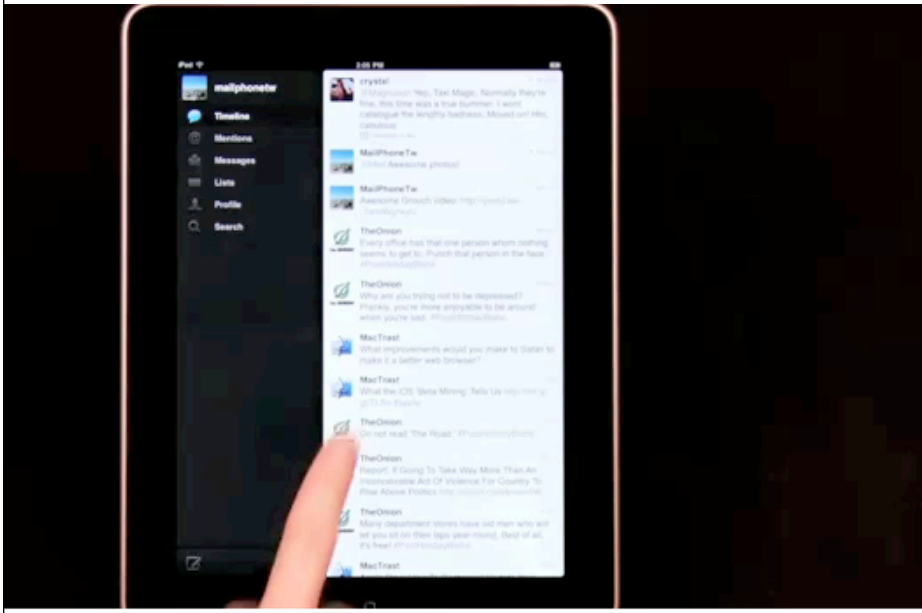
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Web Apps Seem Prone to This



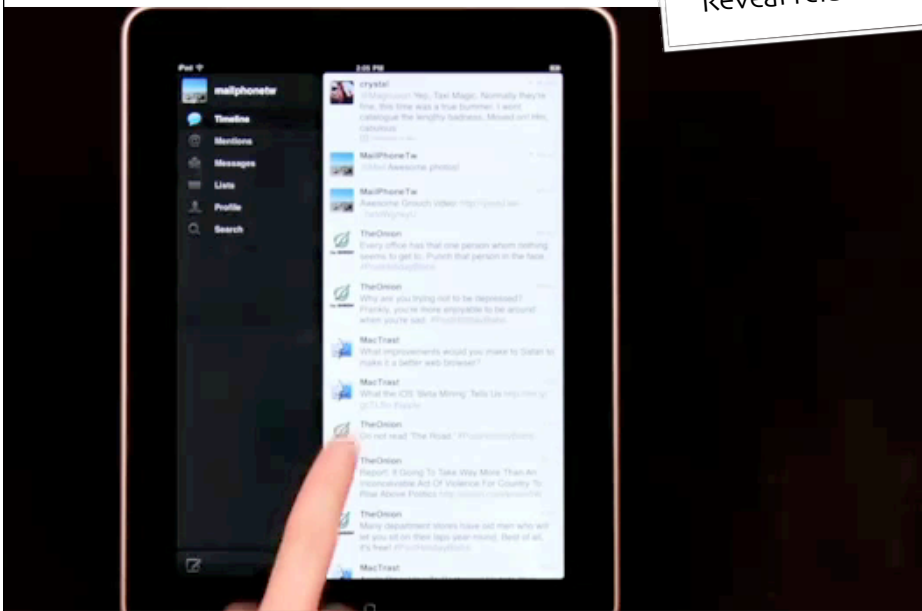
50

Animation Can...



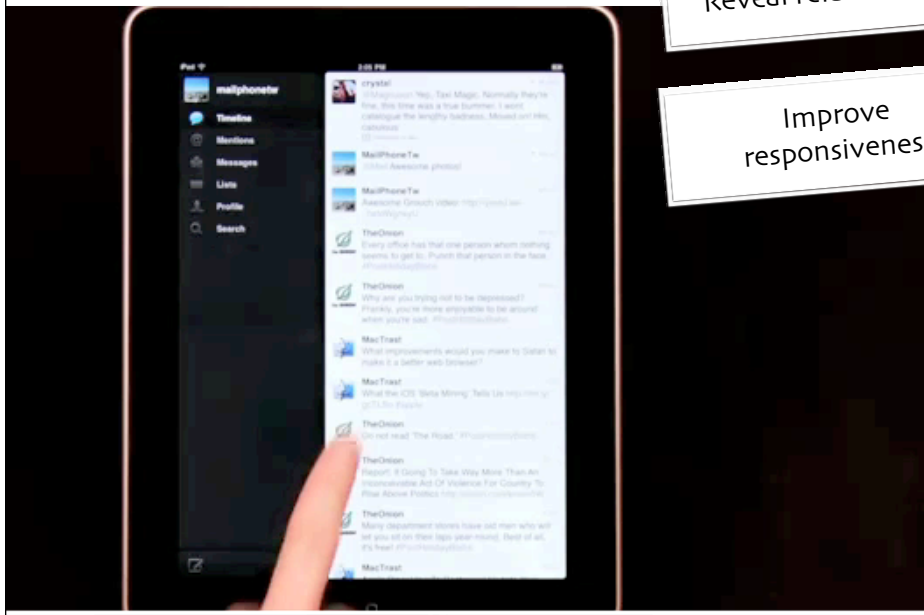
51

Animation Can...



51

Animation Can...

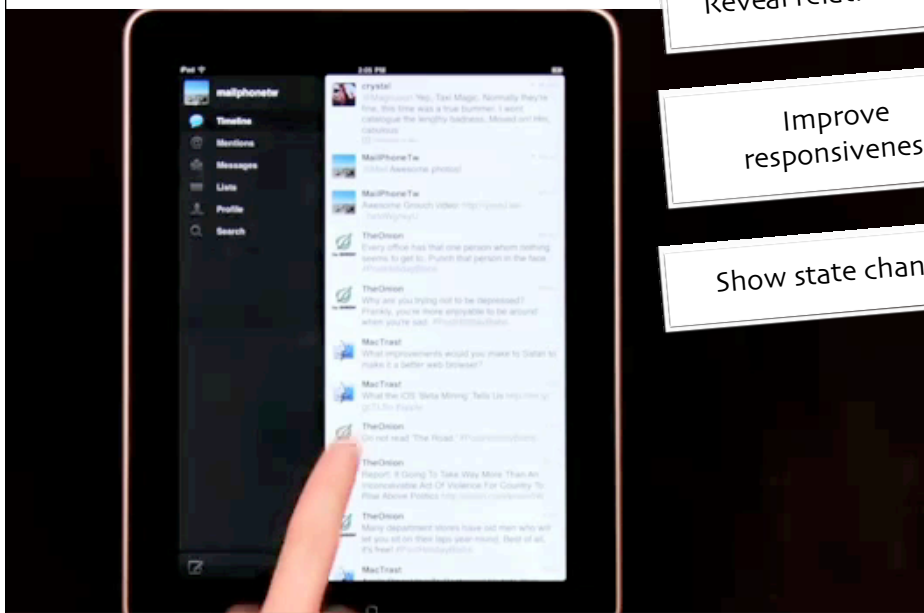


Reveal relationships

Improve
responsiveness

51

Animation Can...



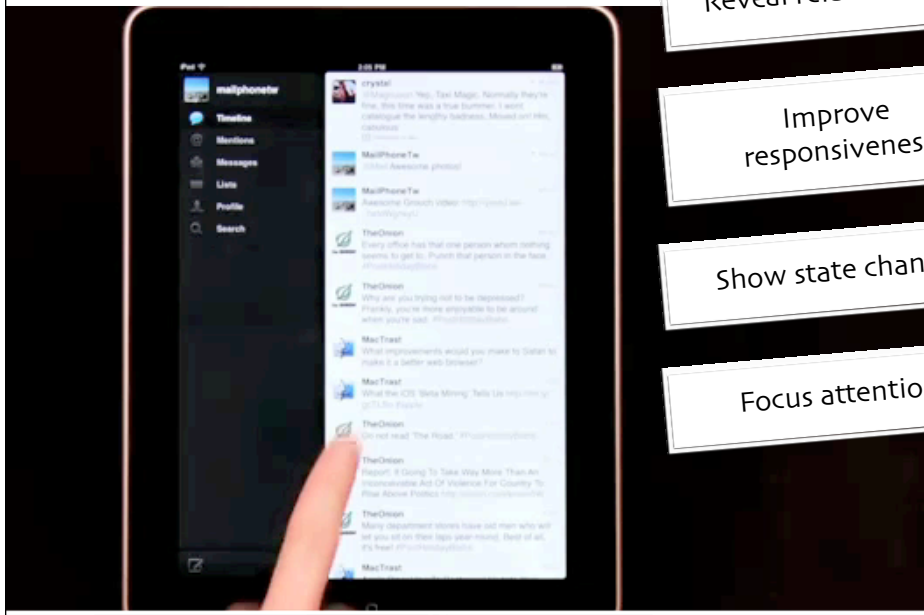
Reveal relationships

Improve
responsiveness

Show state change

51

Animation Can...



Reveal relationships

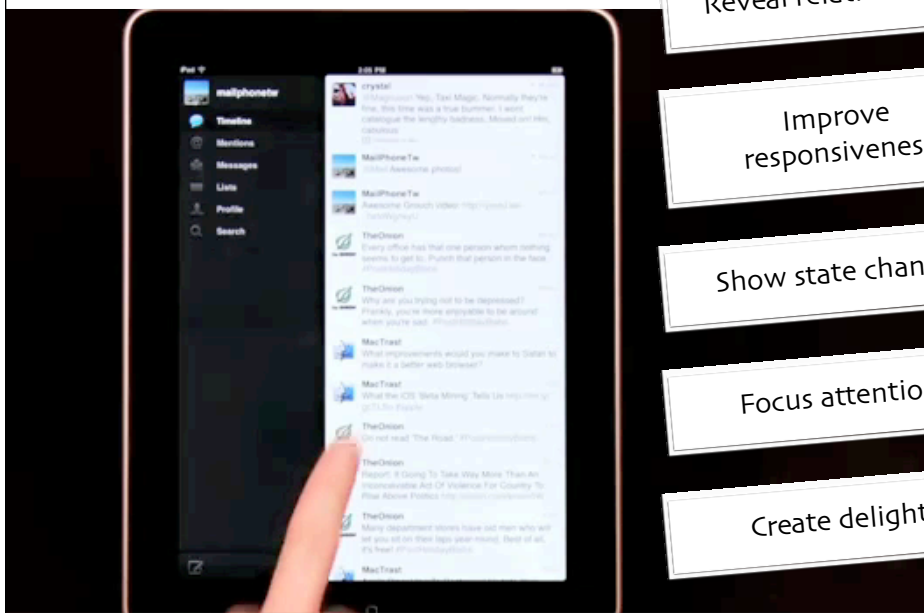
Improve
responsiveness

Show state change

Focus attention

51

Animation Can...



Reveal relationships

Improve
responsiveness

Show state change

Focus attention

Create delight

51

Animation Can...



Reveal relationships

Improve
responsiveness

Show state change

Focus attention

Create delight

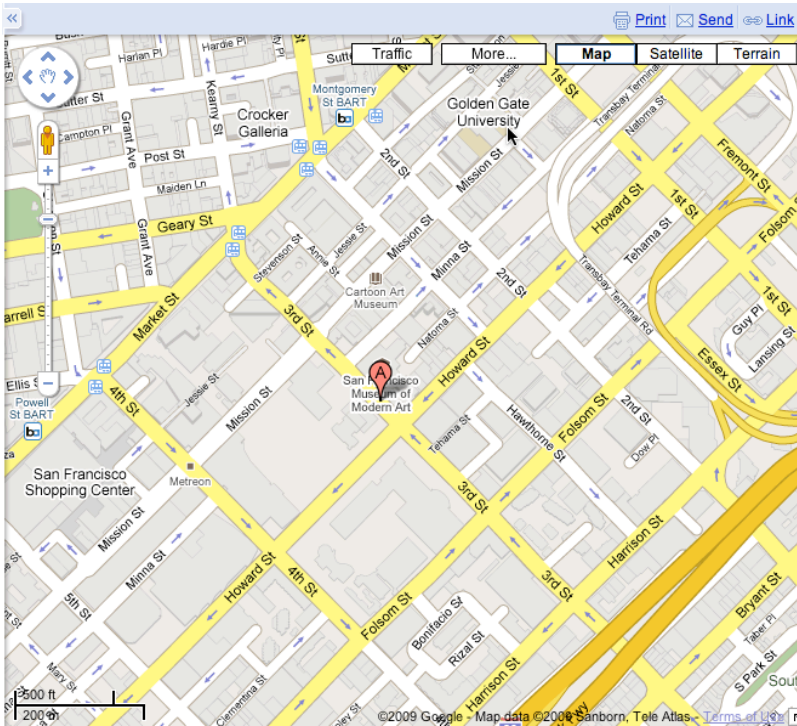
Simulate physicality

51

Use Invitations to Create Responsiveness

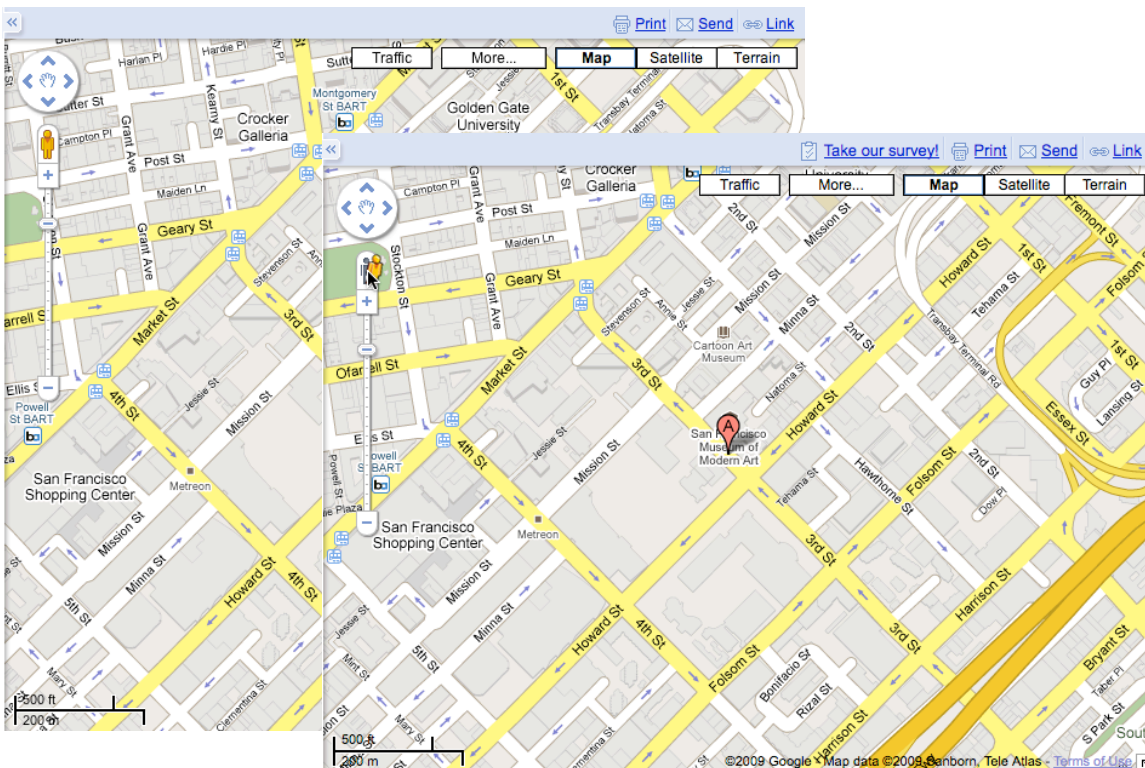
52

Just in Time Invitations at Drag Moments



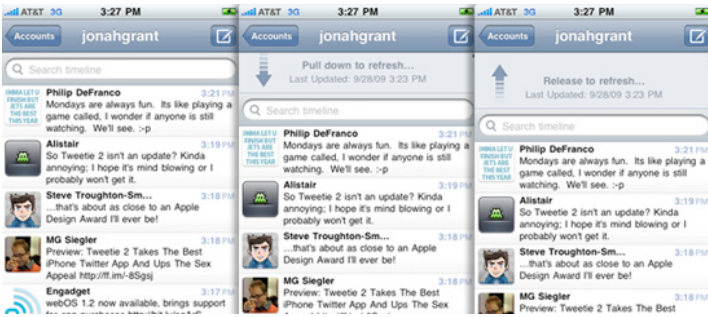
53

Just in Time Invitations at Drag Moments



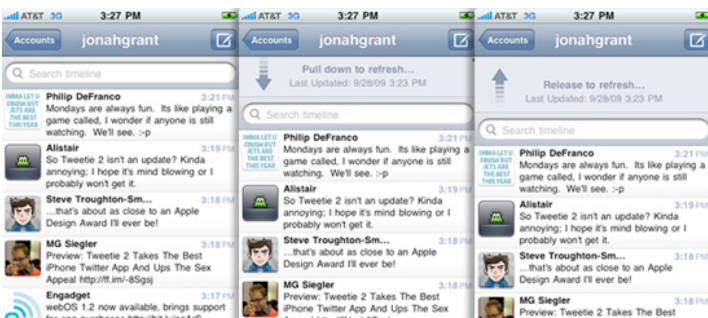
53

Invitations at Touch-Hold Moments



54

Invitations at Touch-Hold Moments

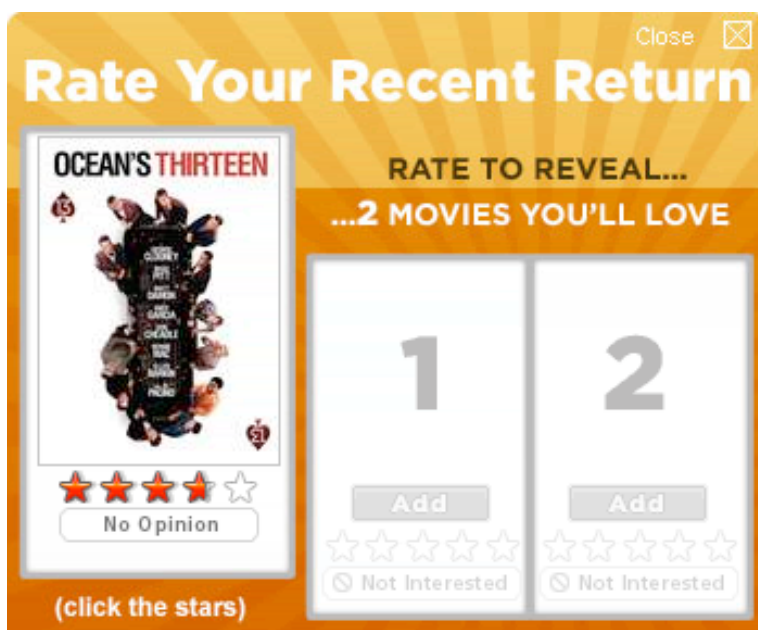


54

Invitations at Reward Moments

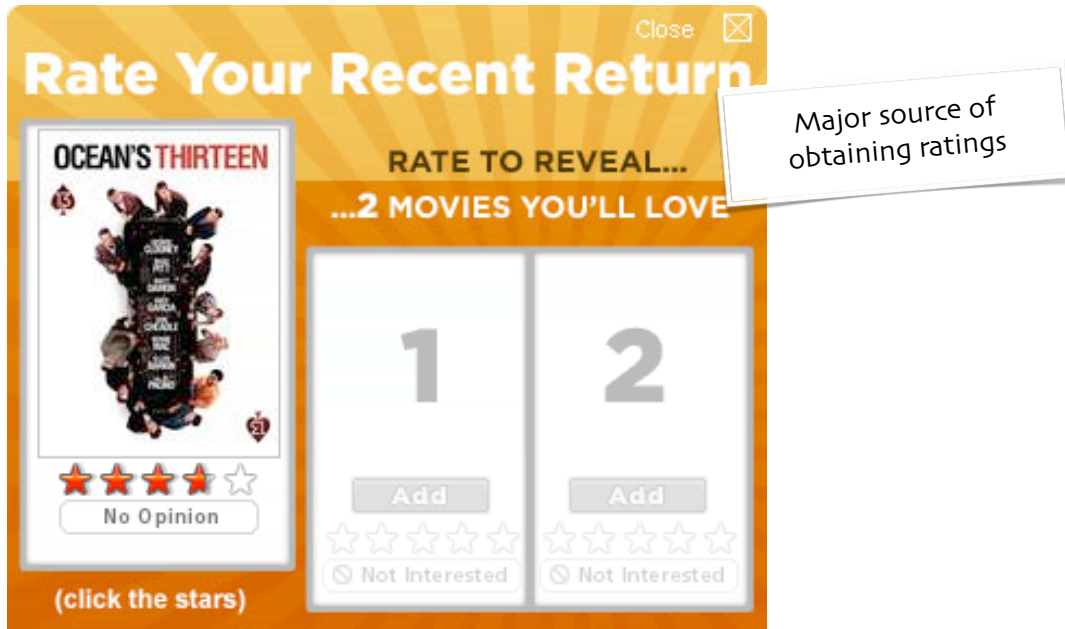
55

Invitations at Reward Moments



55

Invitations at Reward Moments



55

Information as an Invitation

56






Information as an Invitation

NETFLIX






2 / 332

Search

Instant Queue



Recently Watched



Emotional Dramas

Bella

2006 PG-13 1h 31m

★★★★☆

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

Cast:

Eduardo Verástegui,
Tammy Blanchard...

Categories:

Drama, Indie Dramas

Director:

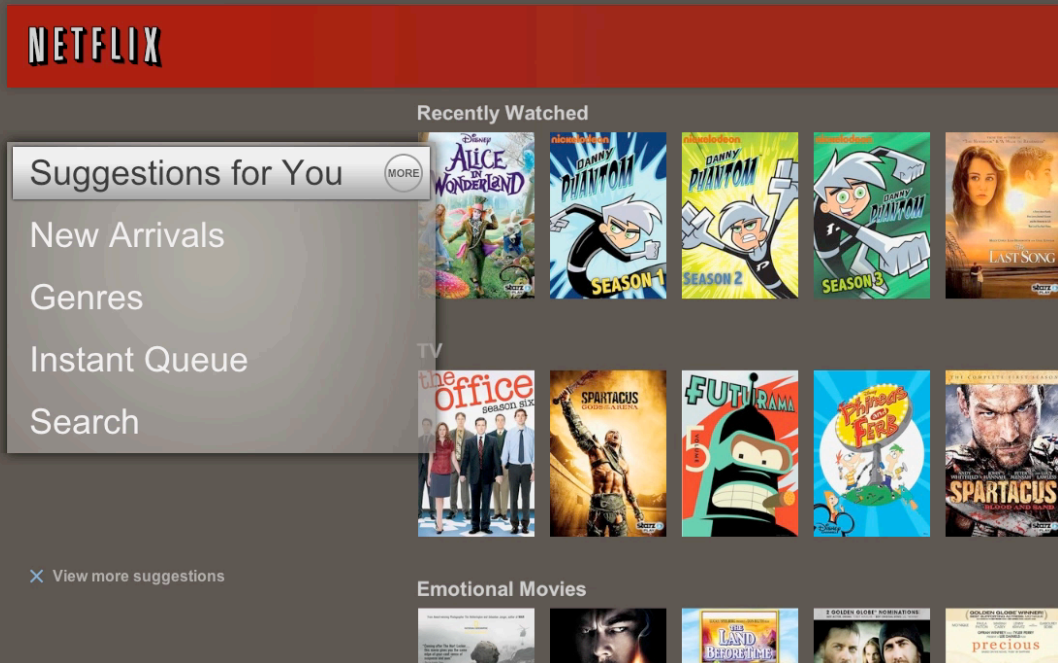
Alejandro Gomez
Monteverde

56

**Be Snappy
to
Be Responsive**

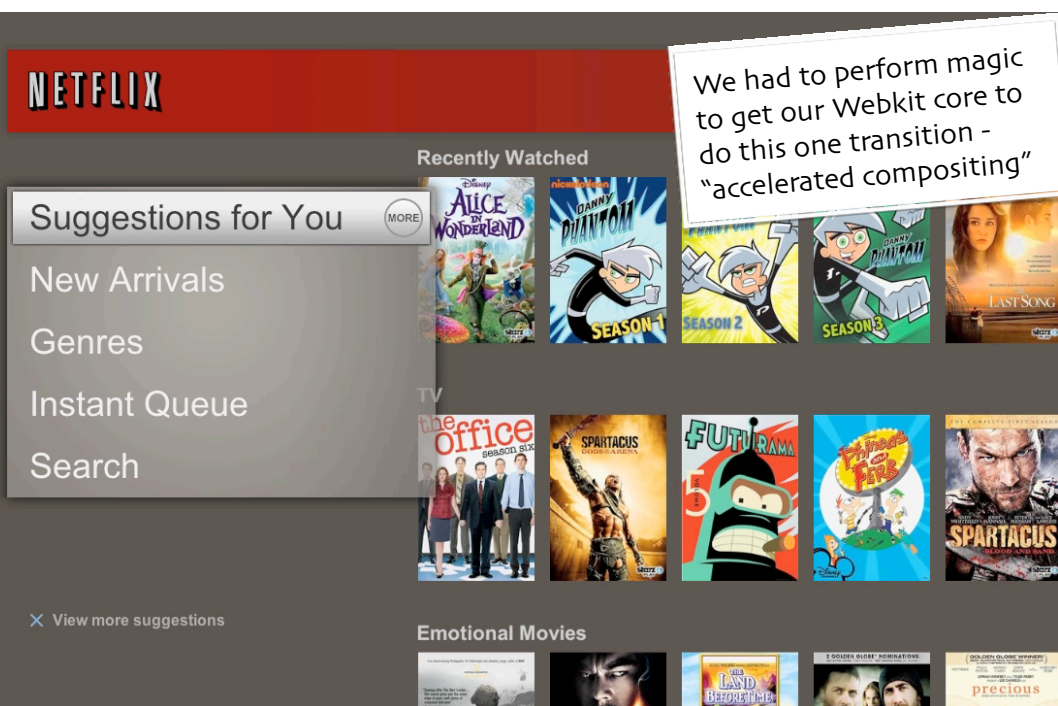
57

Performance is Not Always a Given



58

Performance is Not Always a Given



58

Performance is Not Always a Given

The image shows a screenshot of the Netflix website interface. At the top left is the Netflix logo. Below it is a 'Suggestions for You' sidebar with links to 'New Arrivals', 'Genres', 'Instant Queue', and 'Search'. The main content area features a 'Recently Watched' section with thumbnails for 'Alice in Wonderland' and 'Danny Phantom Season 1'. Below that is a 'TV' section with thumbnails for 'The Office', 'Spartacus', 'Futurama', 'Phineas and Ferb', and 'Spartacus'. At the bottom is an 'Emotional Movies' section with thumbnails for 'The Land Before Time', 'The Golden Hour', and 'Precious'. Two callout boxes are overlaid on the right side of the page. The first callout box says: 'We had to perform magic to get our Webkit core to do this one transition - "accelerated compositing"'. The second callout box says: 'For Entry Price Point devices we have to turn off animation progressively'.

58

Advances in HTML5

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

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

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

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



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

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

What's Scrollability?

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

Arnulfo Heriberto Hao

Elbert Murray Heartsill

59

Responsiveness Across platforms

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

60

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

60

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)

60

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

60

TV Experiences...

61

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

61

NETFLIX

Bill Scott | Your Account & Help

Watch Instantly

Browse DVDs

Your Queue

★ Suggestions For You

Movies, TV shows, actors, directors, genres

Genres

New Arrivals

Starz Play

Instantly to your TV

You recently watched:

Danny Phantom: Ssn 2: Reality Tr ...

★★★★★

Play Next

Heroes: Ssn 1: Homecoming

★★★★★

Resume

2m

43m

Alice in Wonderland

★★★★★

Resume

0m

108m

See all

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

HEROES

Rate Heroes: Season 1

★★★★★

Haven't Seen It

Suggestion

1

Suggestion

2

Suggestion

3

Suspenseful Conspiracy Action & Adventure

See all >

Your taste preferences created this row.

Suspenseful Action & Adventure

As well as your interest in...

24: Season 2

Chain Reaction

Westbound

Boxer's Adventure

62

NETFLIX

Watch Instantly

Browse DVDs

Your Queue

★ Suggestions For You

Genres

New Arrivals

Starz Play

Instantly to your TV

TOP 10 FOR BILL

24

PBS DVD GOLD THE GREEKS

30 DAYS

SPIDER-MAN

PRISON BREAK

POLICE

BRITISH CRIME THRILLERS

COLMES

revolver

DEAD MAN RUNNING

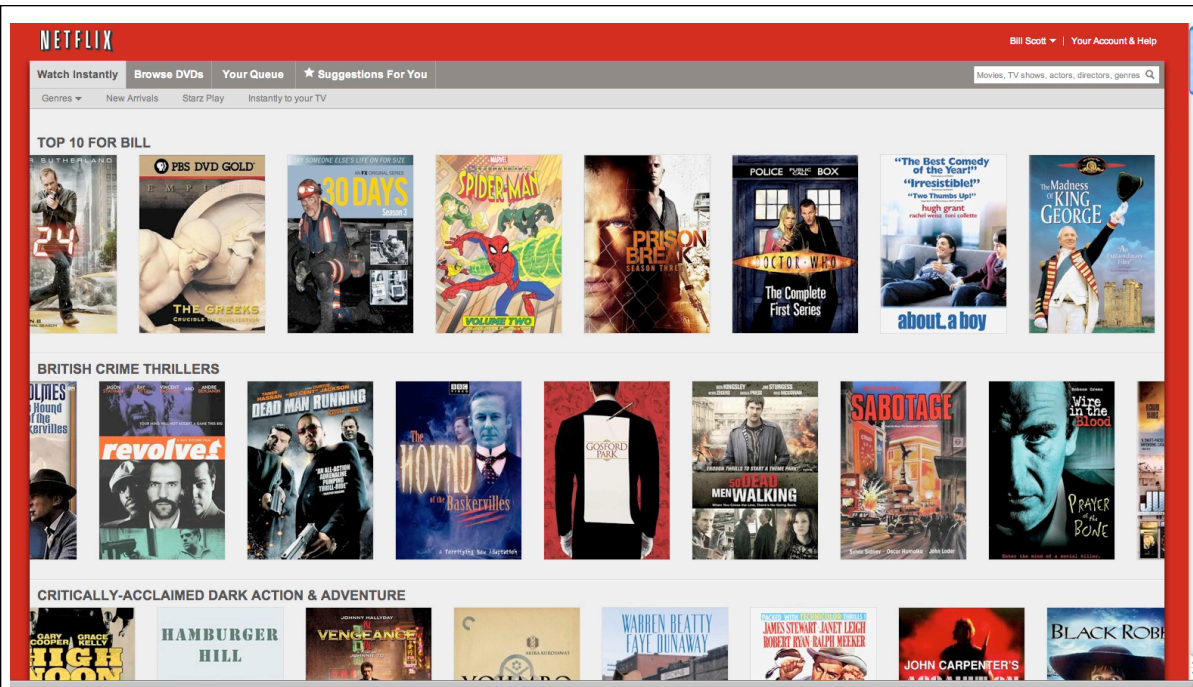
THE HOUND of the Baskervilles

GOSFORD PARK

50 DEAD MEN WALKING

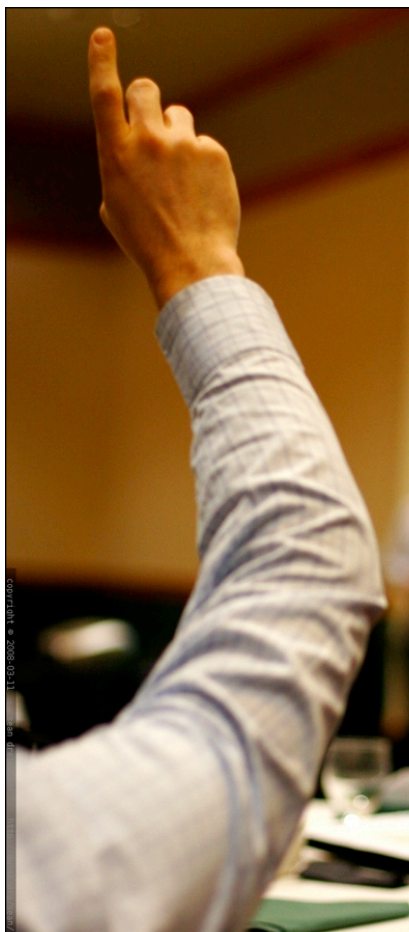
CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE

62



Can Influence Website Experience

62



63



Presentation

billwscott.com/share/presentations/2011/dfmm

Blogs

<http://looksgoodworkswell.com>

<http://designingwebinterfaces.com>

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Book

<http://designingwebinterfaces.com>

Video

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