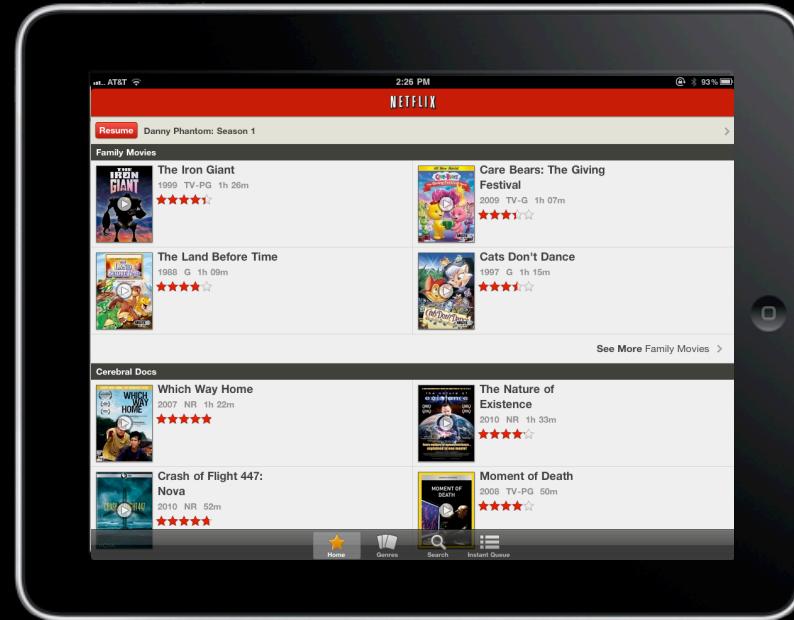
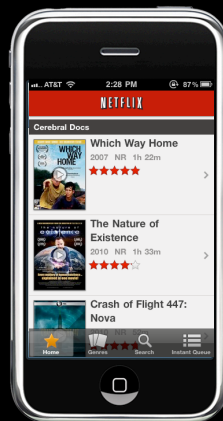




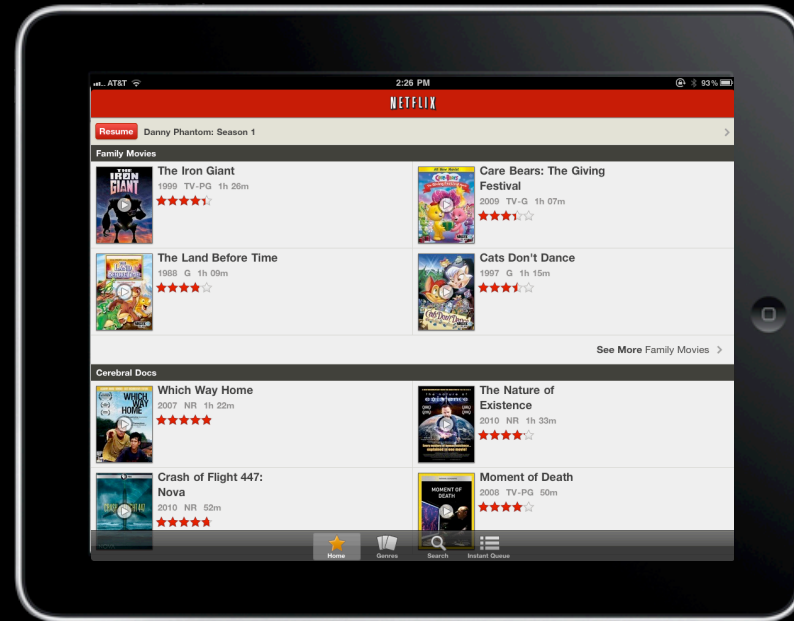
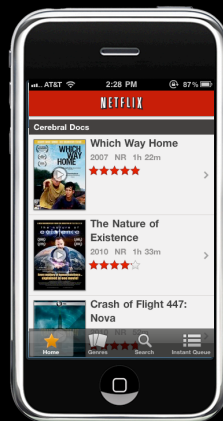
Designing for Mice & Men

Bill Scott, Netflix

Netflix Across Devices (in-house products)



Netflix Across Devices (in-house products)



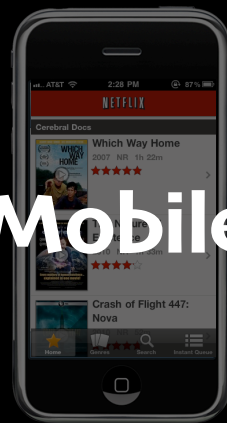
Netflix Across Devices (in-house products)



Web



Tablet

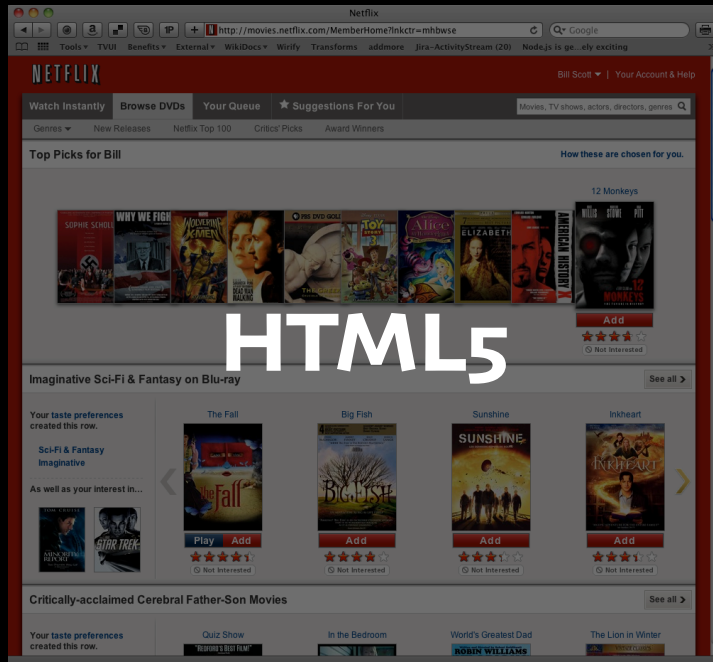


Mobile

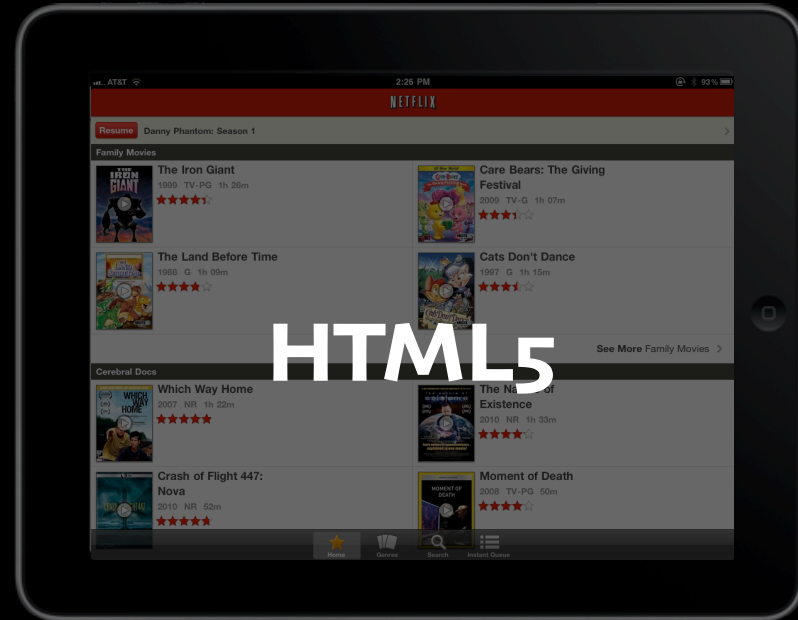


TV

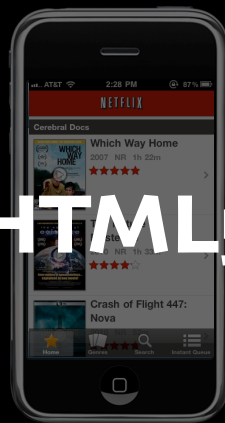
Netflix Across Devices (in-house products)



HTML5



HTML5



HTML5



HTML5

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

NIKITA

MATRIX REVOLUTIONS

MATRIX IS RELOADED

JARHEAD

BOONOCK SAINTS

Drama

the Black Dahlia

the VANITY FAIR

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

1 of 100 | Pineapple Express 117 mins | R

Select Back Add to Instant Queue Play

NETFLIX instant queue 05|9

the office

30 ROCK

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
Children & Family
Released 2009
97 minutes
★★★★☆

Actors
Anika Noni Rose
Terrence Howard
John Goodman
Bruno Campos
Keith David

Directors
Ron Clements
John Musker

Categories
Children & Family
Family Animation
Disney

Play Rate Remove More

More like this

G-FORCE

MONUMENTS MEN

THE PRINCESS AND THE FROG

antBULLY

STUART LITTLE 3

GARFIELD'S REVENGE

THE DO DO DO MOON

NETFLIX

Instant Queue

Caddyshack

R ★★★★★

Jump to Top Refresh

OPTIONS

NETFLIX Instant Queue

The Adventures of Baron Munchausen

The Office: Season 1

Word Wars

Nosferatu

The Life of Birds

Liar Liar

PG ★★★★★

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



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

Managing Across Platforms

Managing Across Platforms

We chose a portability layer (html5)

Managing Across Platforms

We chose a portability layer (html5)

Managing Across Platforms

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

Managing Across Platforms

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(web, tv, mobile, tablet)**

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**

Managing Across Platforms

We chose a portability layer (html5)

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

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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

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near



TV

Input

Indirect. LRUD/OSK

Navigation

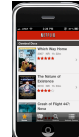
Panes

Posture

Lean Back

Display

Hi-Rez, far-away



Mobile

Input

Direct. Gesture/OSK

Navigation

Panes

Posture

On-the-go

Display

Hi-Rez, small, near



Designing for Mice & Men



Web

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near



TV

Input

Indirect. LRUD/OSK

Navigation

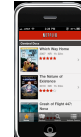
Panes

Posture

Lean Back

Display

Hi-Rez, far-away



Mobile

Input

Direct. Gesture/OSK

Navigation

Panes

Posture

On-the-go

Display

Hi-Rez, small, near



Tablet

Input

Direct. Gesture/OSK

Navigation

Panes

Posture

On-the-go, lean back shared

Display

Hi-Rez, medium, near



So what's common?

design principles

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

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

Three Principles

Three Principles

common design principles for
multiple platform design

#1 Get Physical



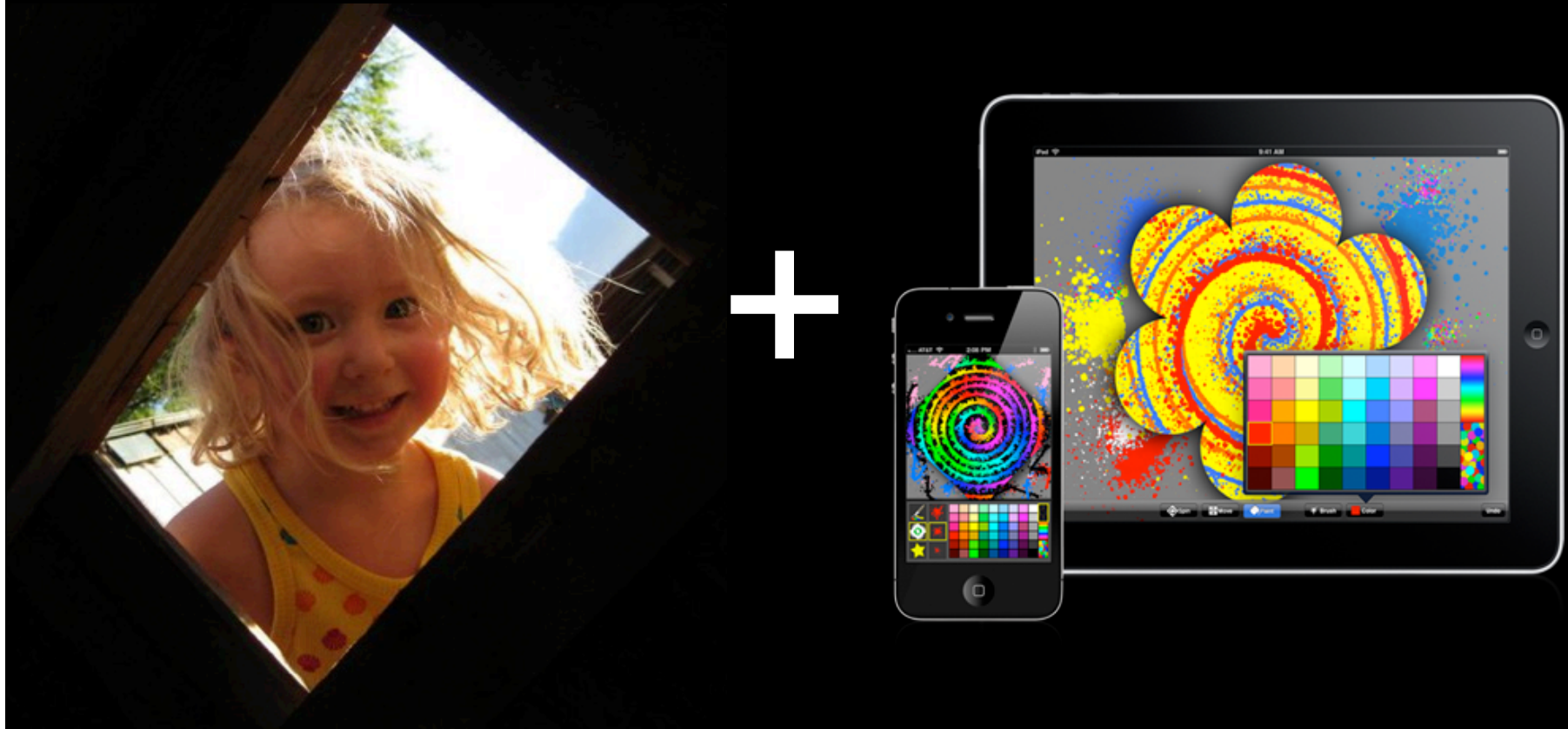
The Illusion of Physicality



The Illusion of Physicality



The Illusion of Physicality



“Finger painting”

“Paint on Paper”

“My finger is out of Purple!?”

Design for Physicality

Design for Physicality

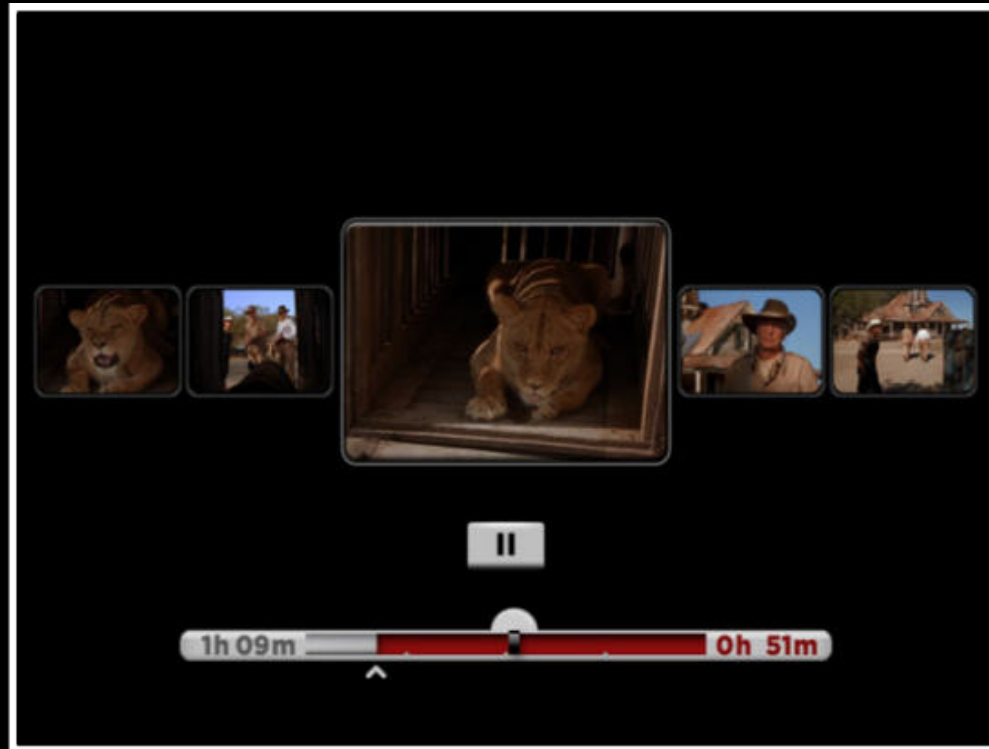
Whenever possible, add a realistic, physical dimension to your application.

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

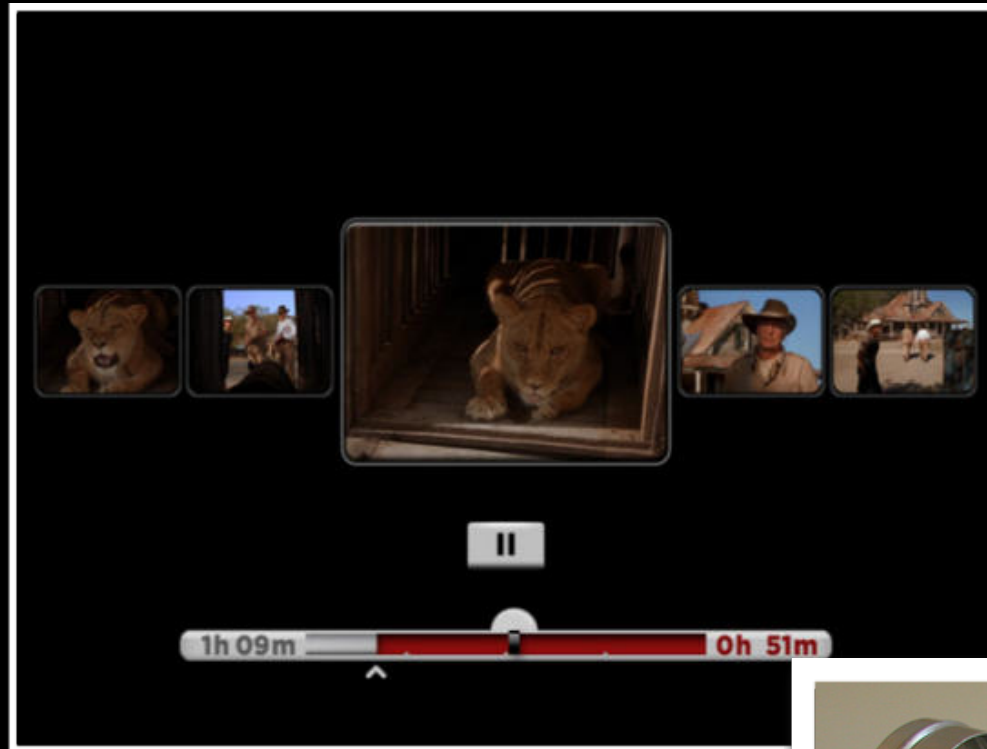
- Apple HIG

Use Metaphors to Embody Physicality

Physicality as Metaphor



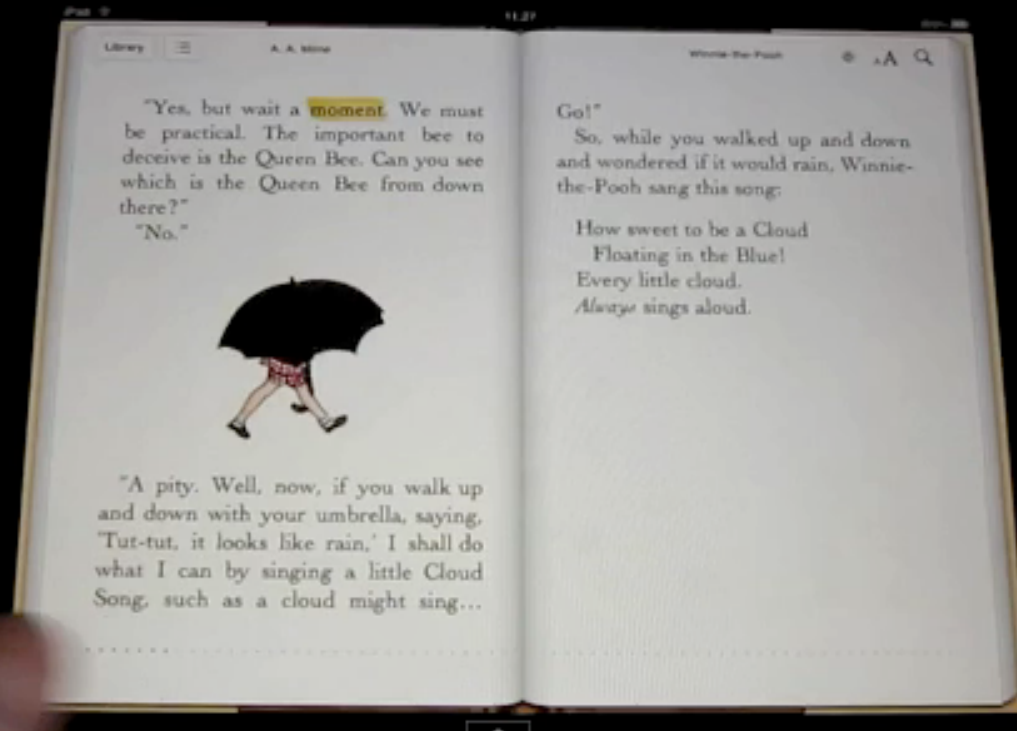
Physicality as Metaphor



Film Strip

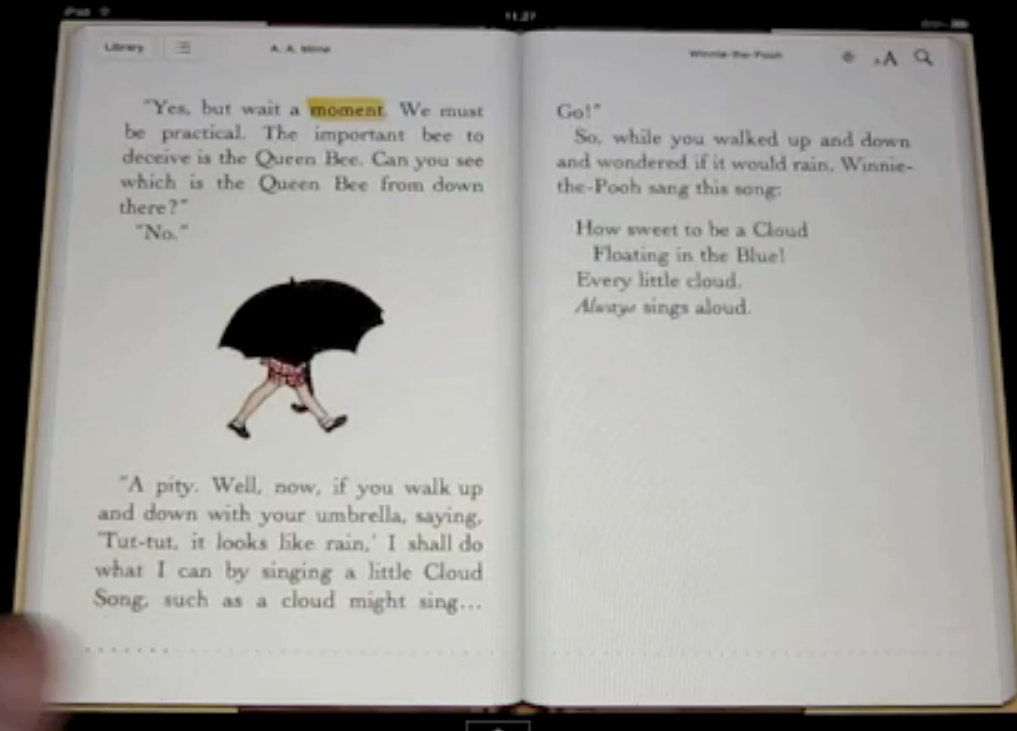


Physicality as Metaphor



Book

Physicality as Metaphor

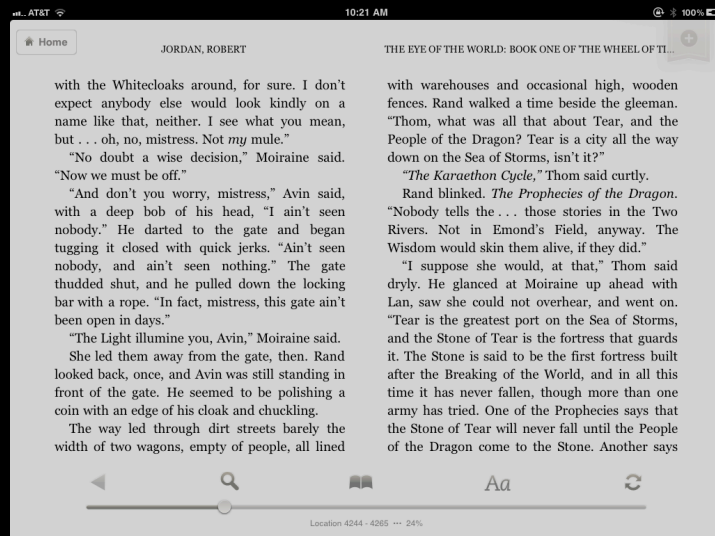


Book

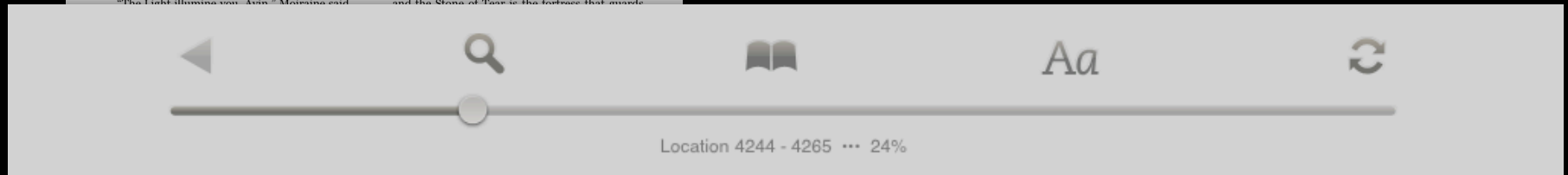
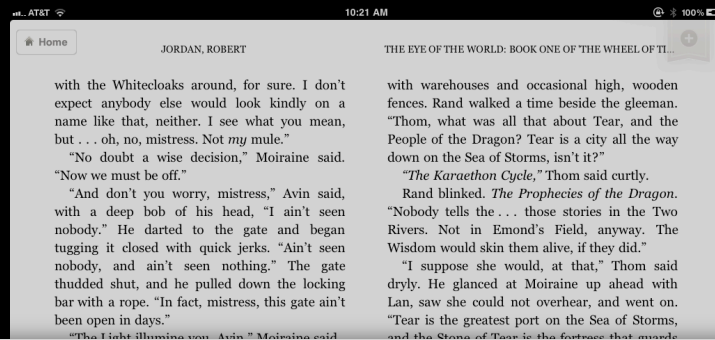
"Books have pages"

"Pages turn"

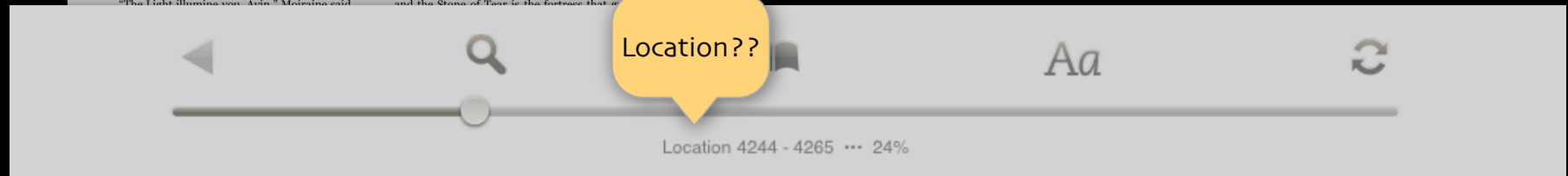
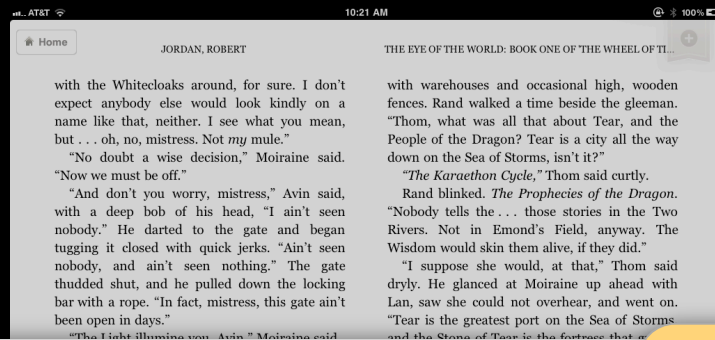
Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



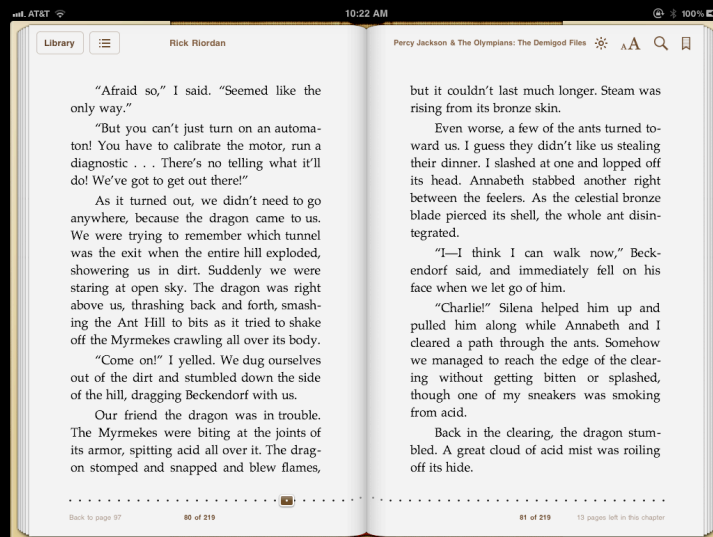
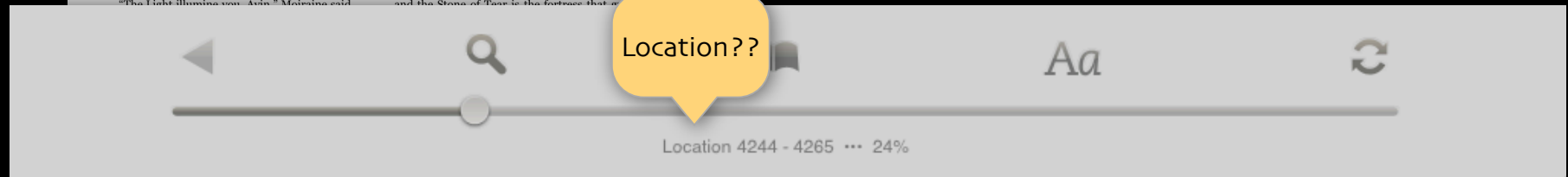
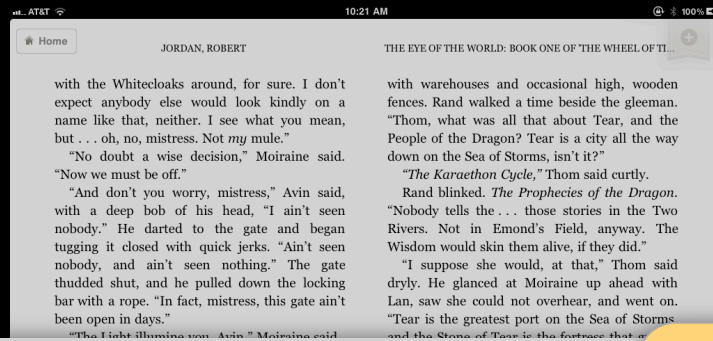
Location??

Aa

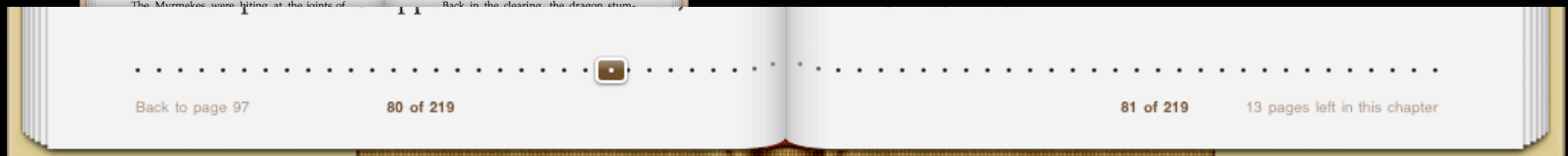
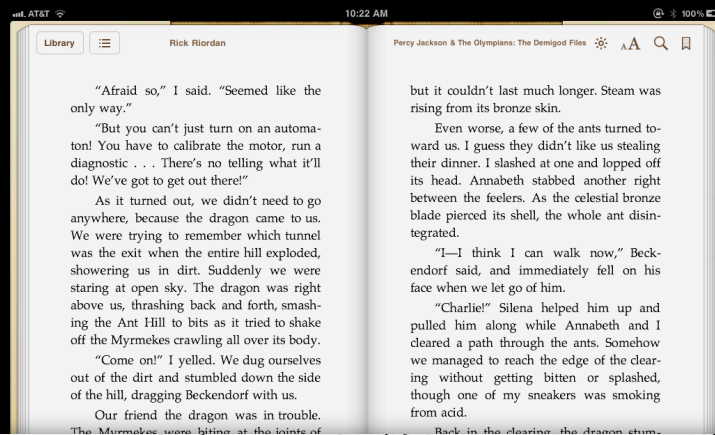
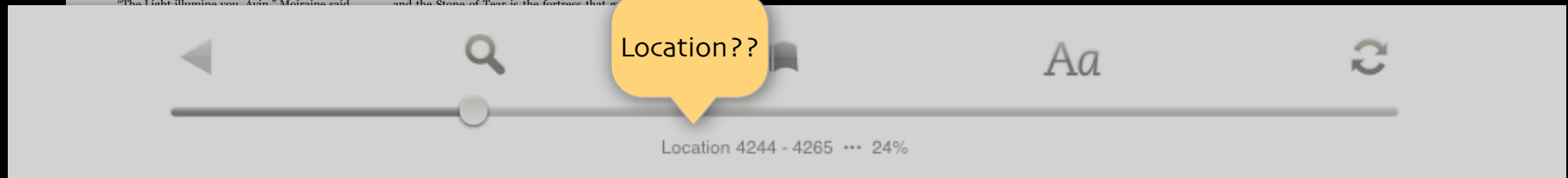
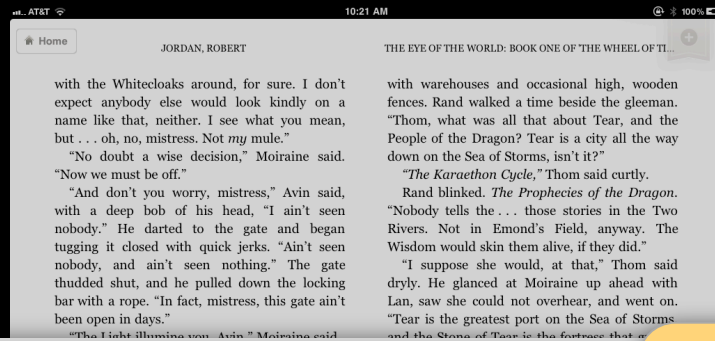


Location 4244 - 4265 ... 24%

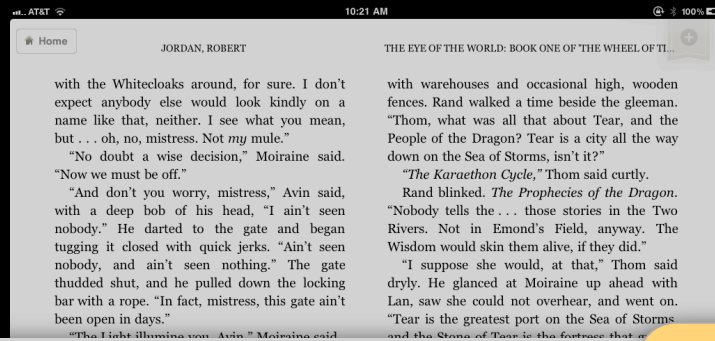
Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor

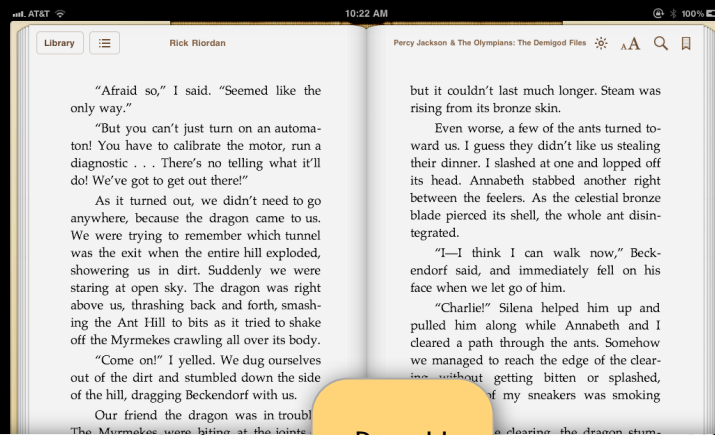


Location??

Aa

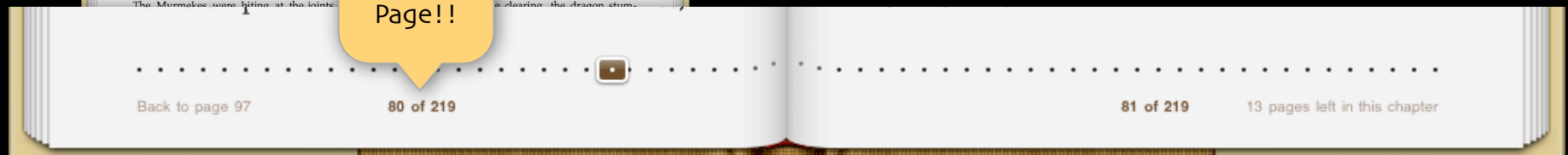


Location 4244 - 4265 ... 24%

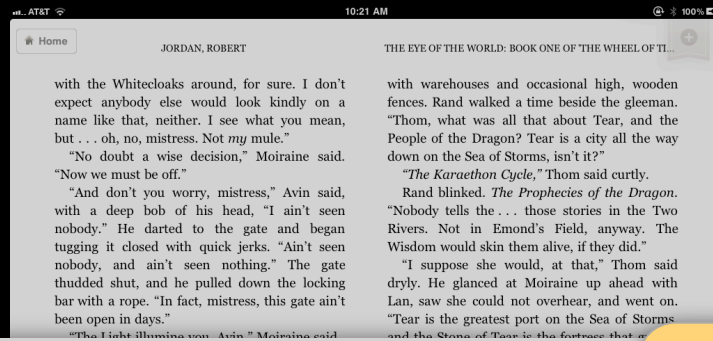


Page!!

"Books have pages"

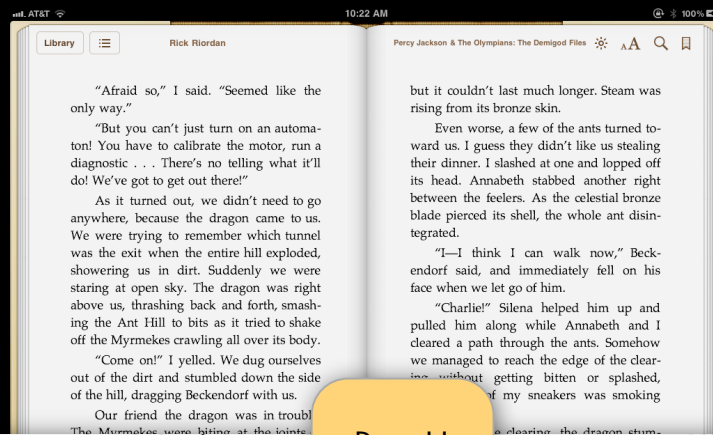


Anti-Pattern: Broken Metaphor



Location??

Location 4244 - 4265 ... 24%



Page!!

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

"Books have pages"

Back to page 97

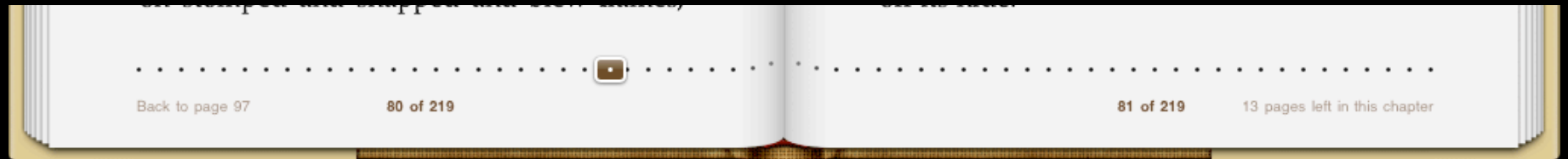
80 of 219

81 of 219

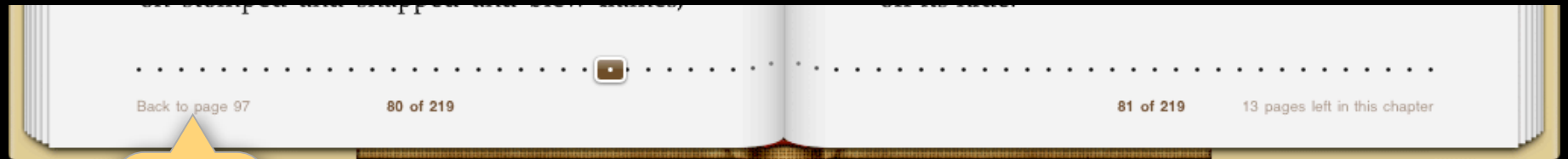
13 pages left in this chapter

Break the Metaphor with Magic

Break the Metaphor with Magic

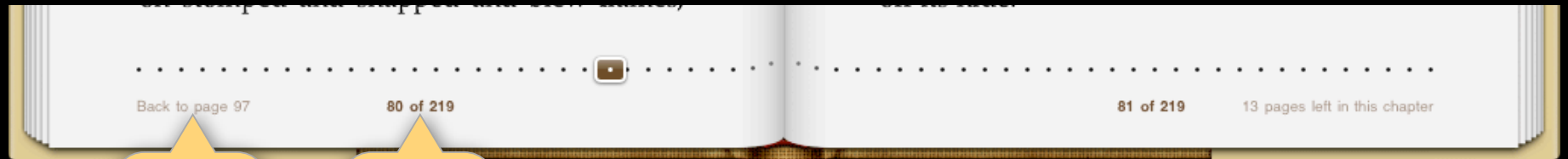


Break the Metaphor with Magic



Back to
orig page

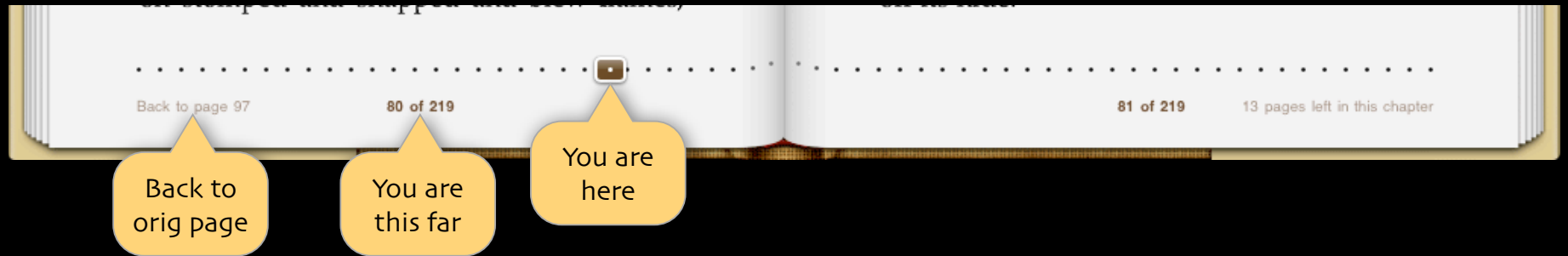
Break the Metaphor with Magic



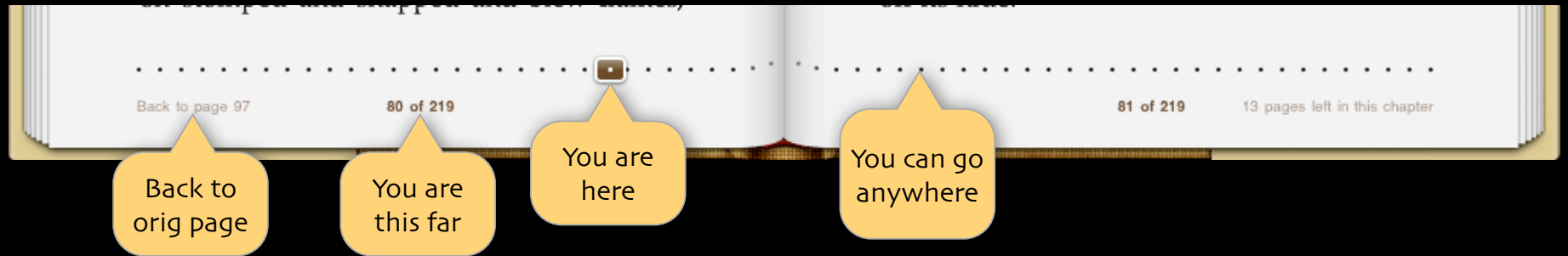
Back to
orig page

You are
this far

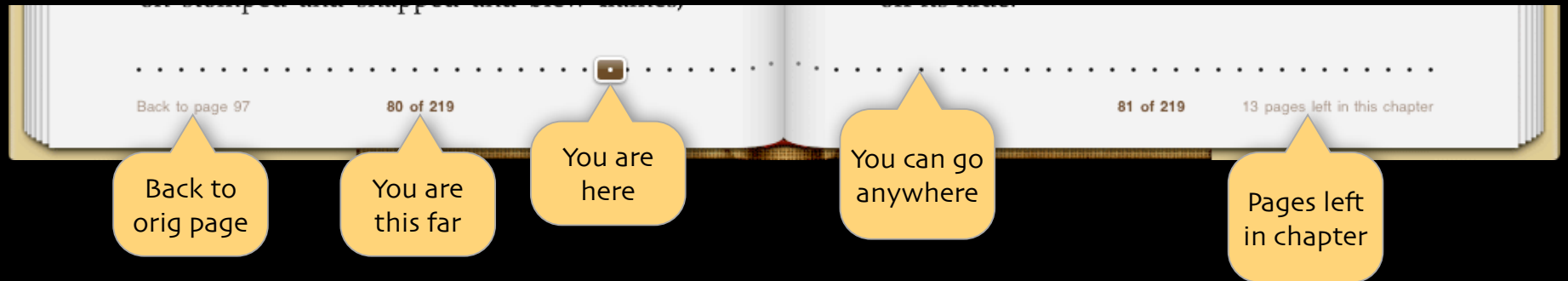
Break the Metaphor with Magic



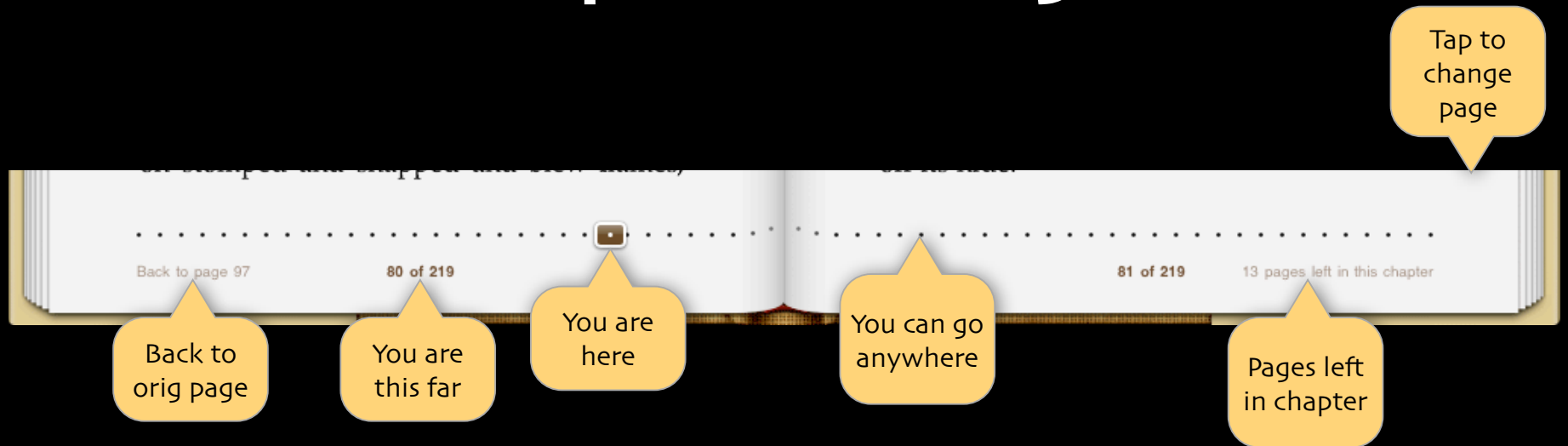
Break the Metaphor with Magic



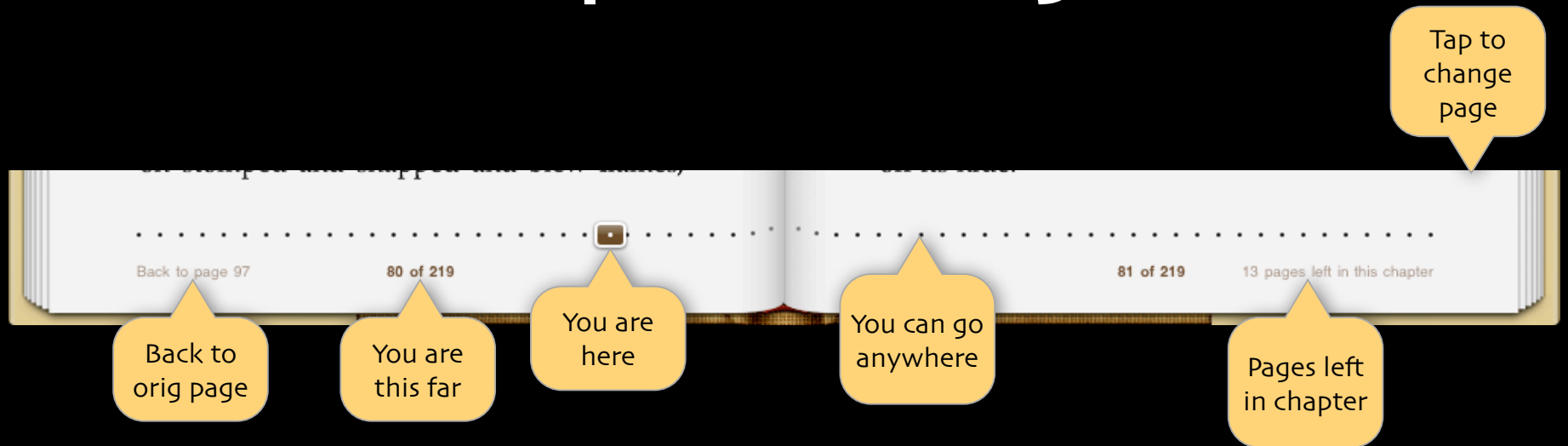
Break the Metaphor with Magic



Break the Metaphor with Magic

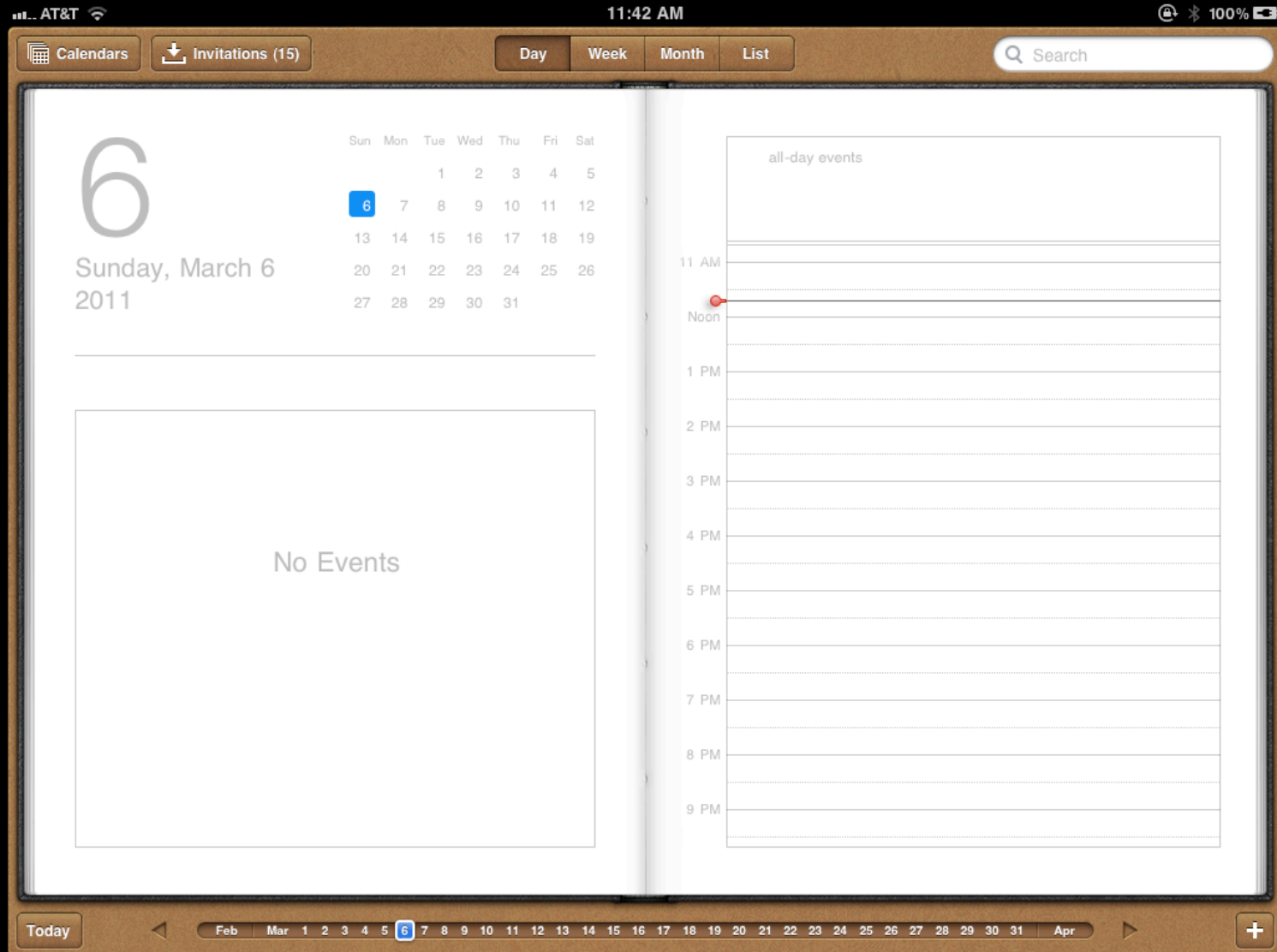


Break the Metaphor with Magic

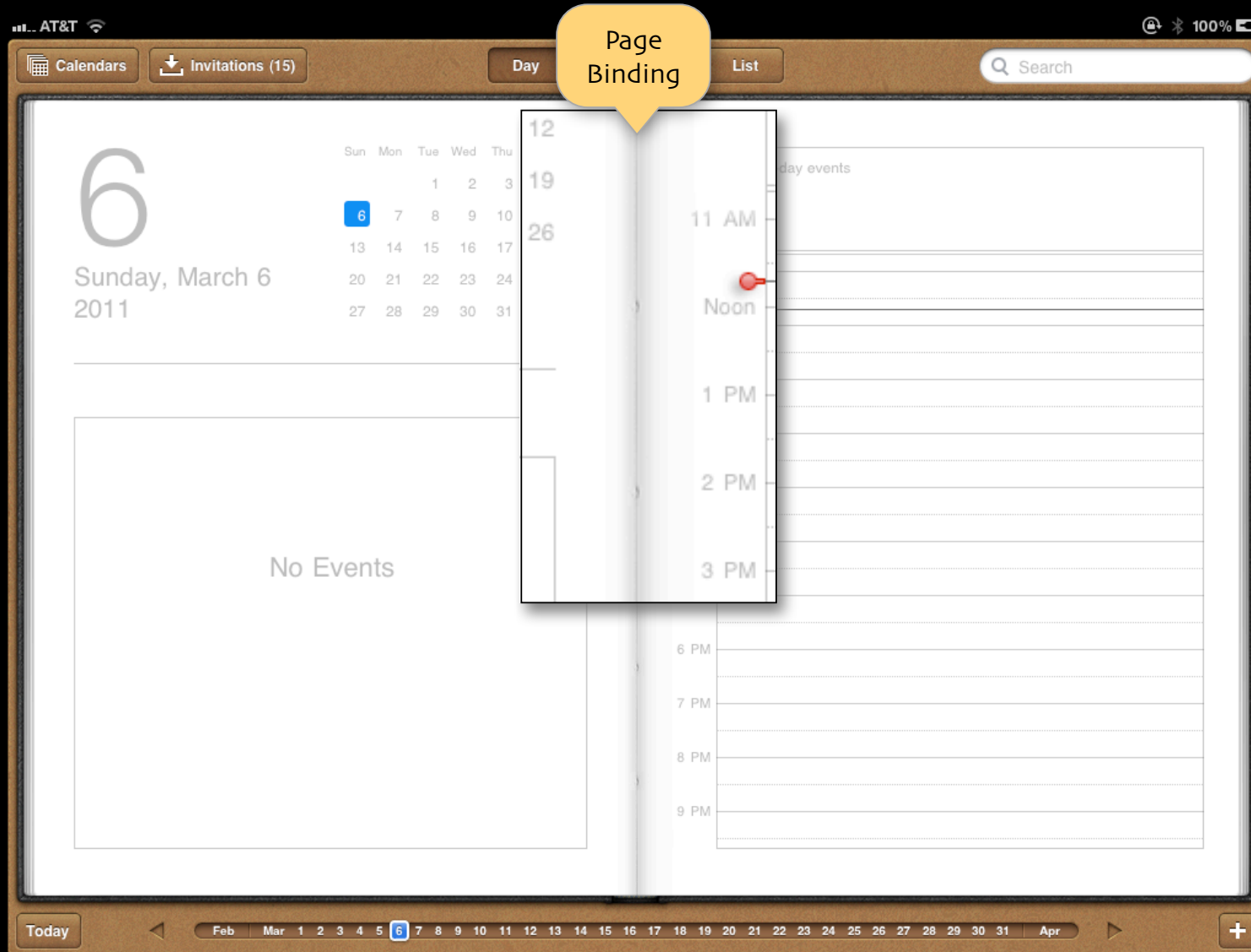


Strict physicality is hard work. Use magic to simplify the real world.

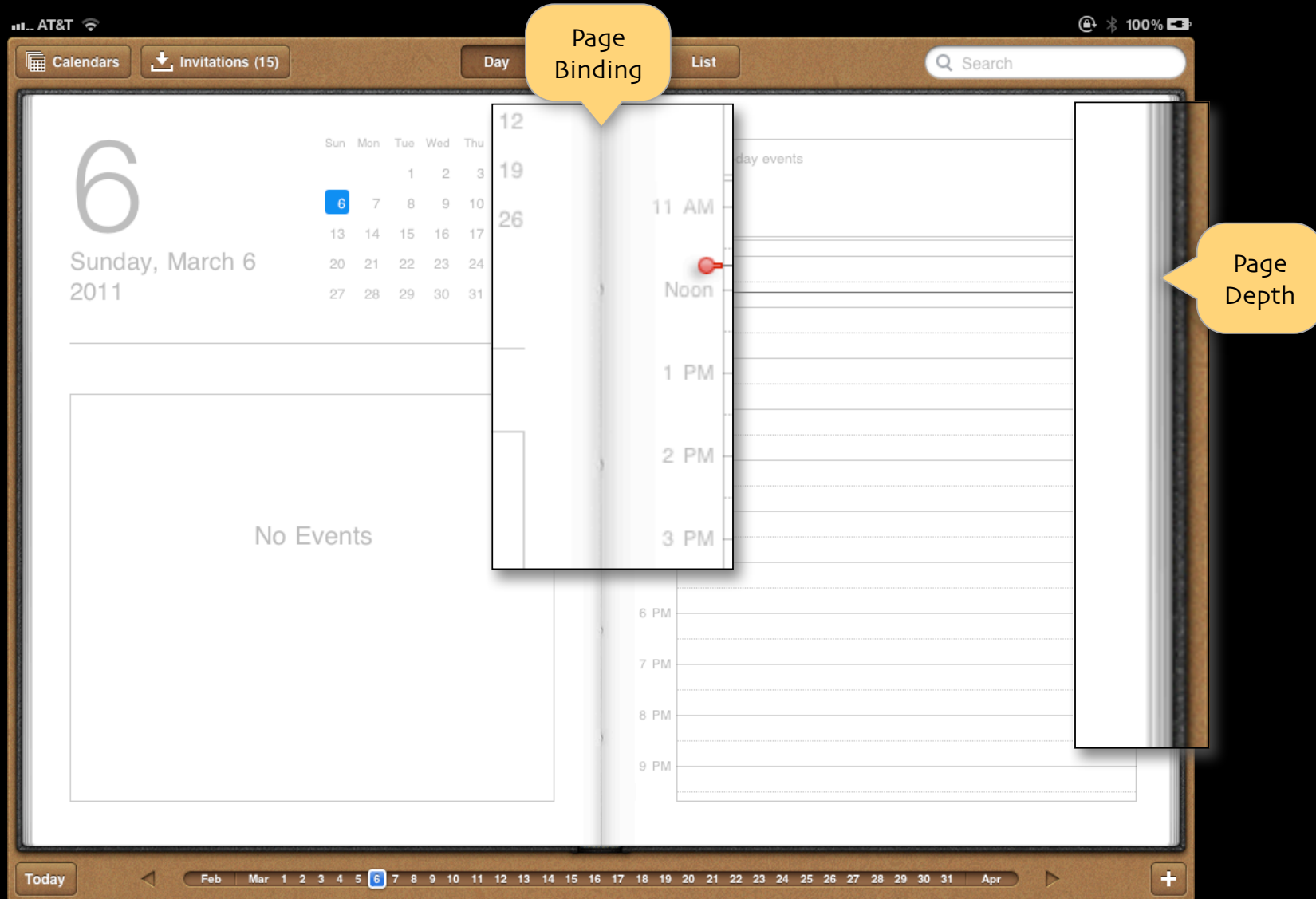
To Flick or not to Flick



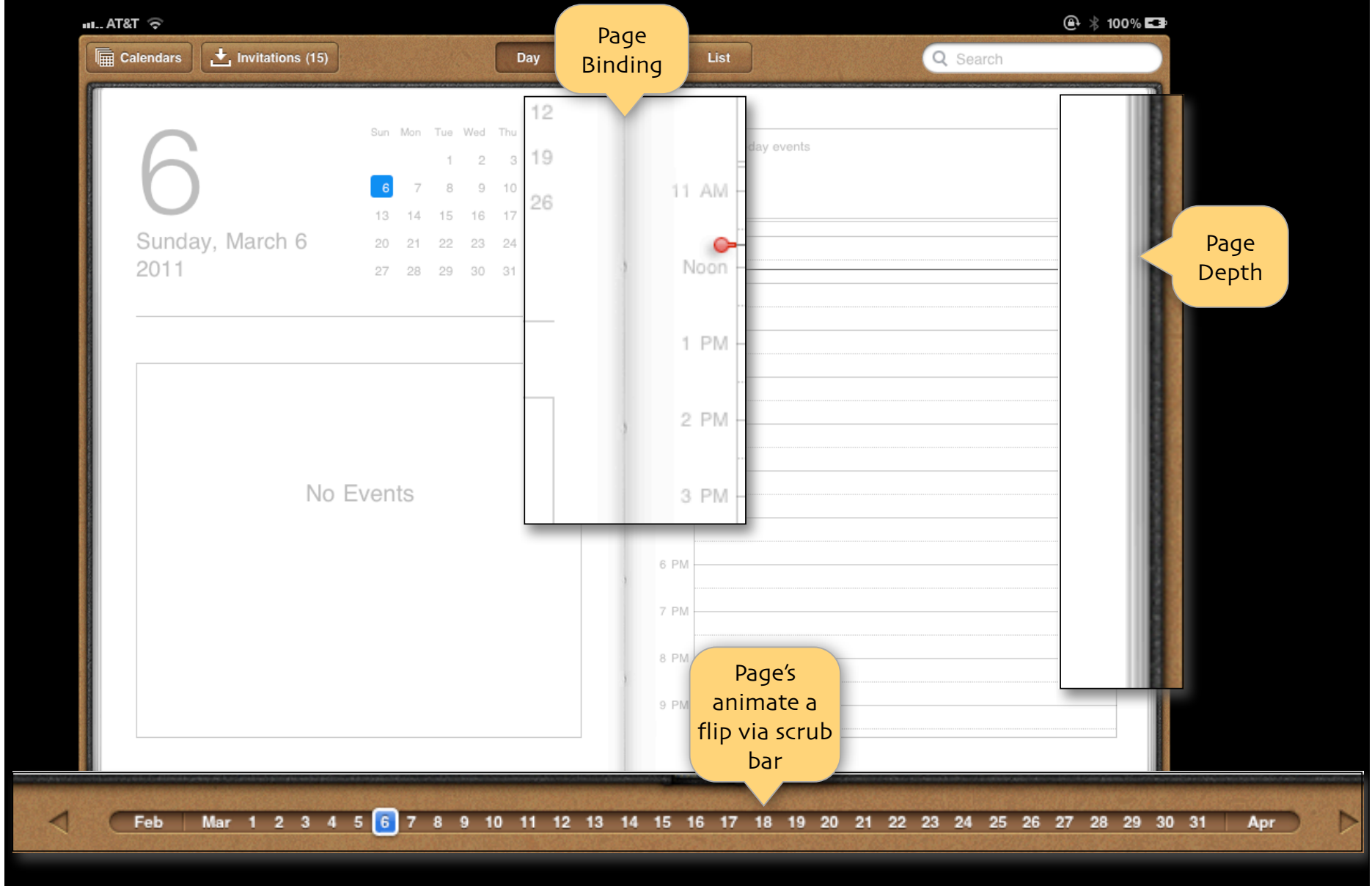
To Flick or not to Flick



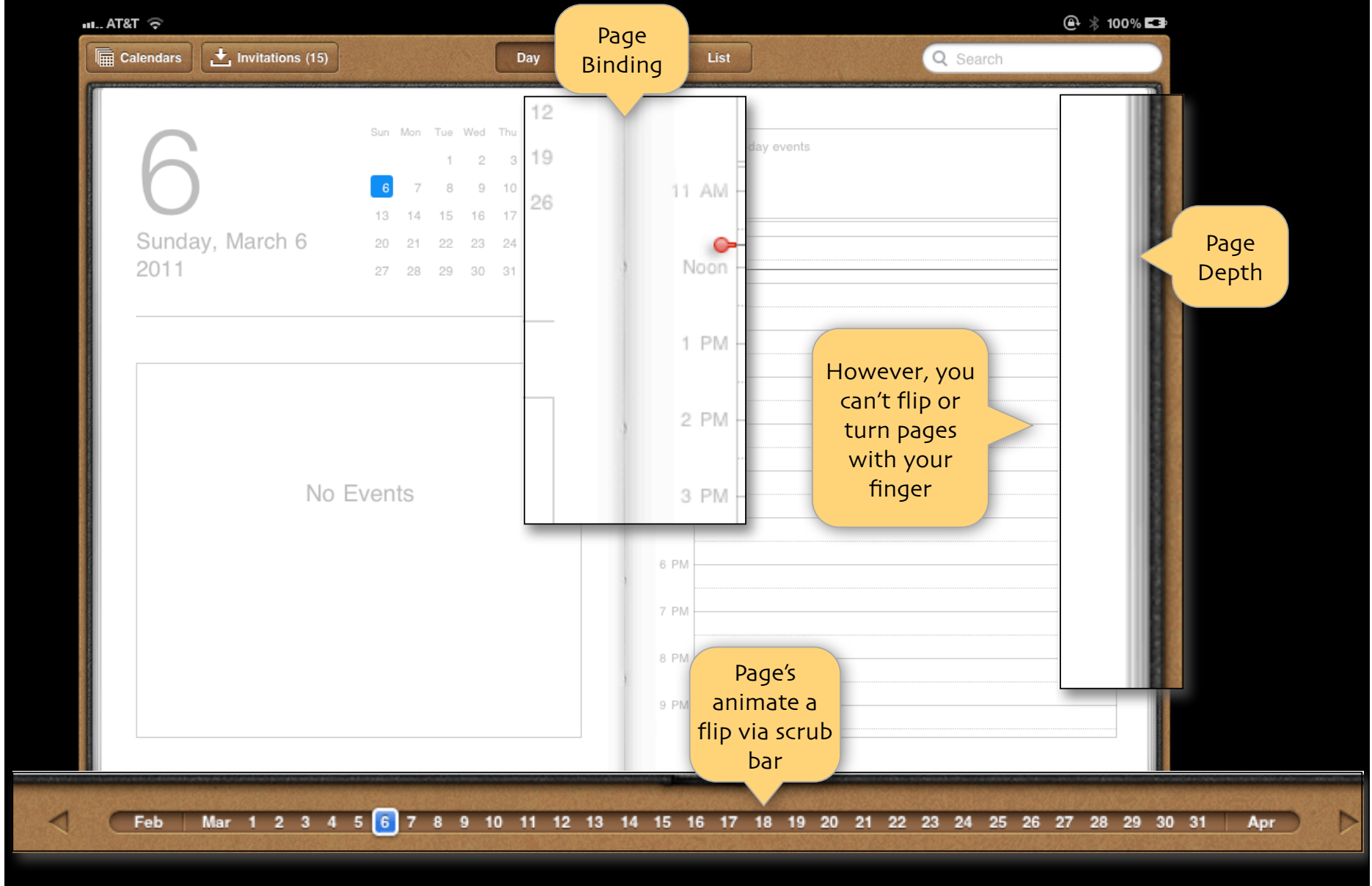
To Flick or not to Flick



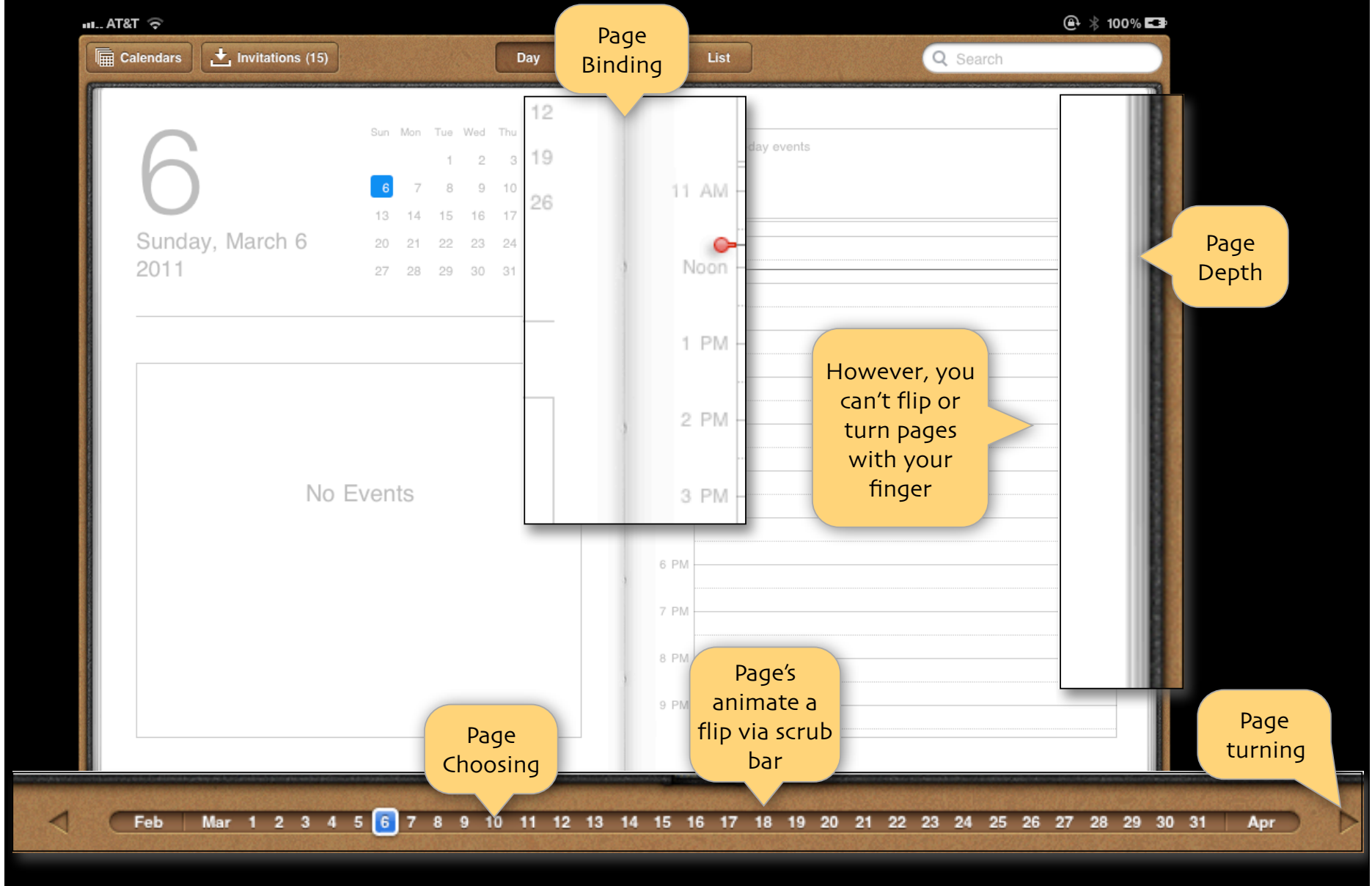
To Flick or not to Flick



To Flick or not to Flick



To Flick or not to Flick



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

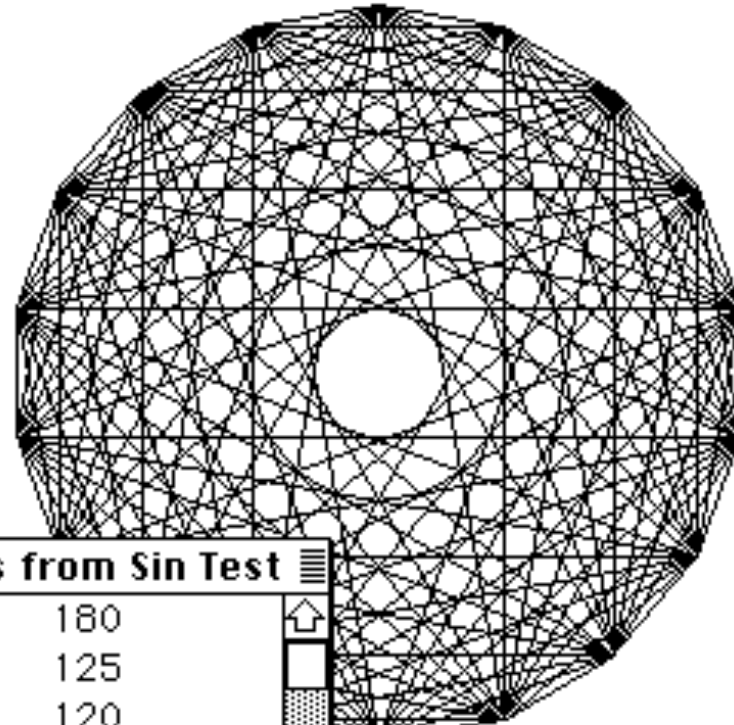
Text of Sin Test

```

for a = 1 to p
  an =(a/f)*(3.1415/3
  x%(a) = x0 + r*sin(ar
  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

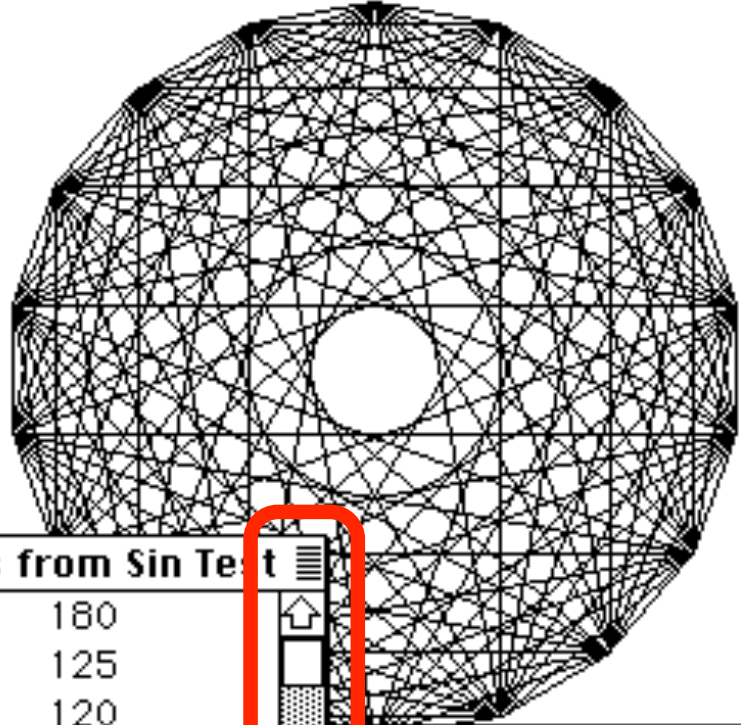
```

Sin Test



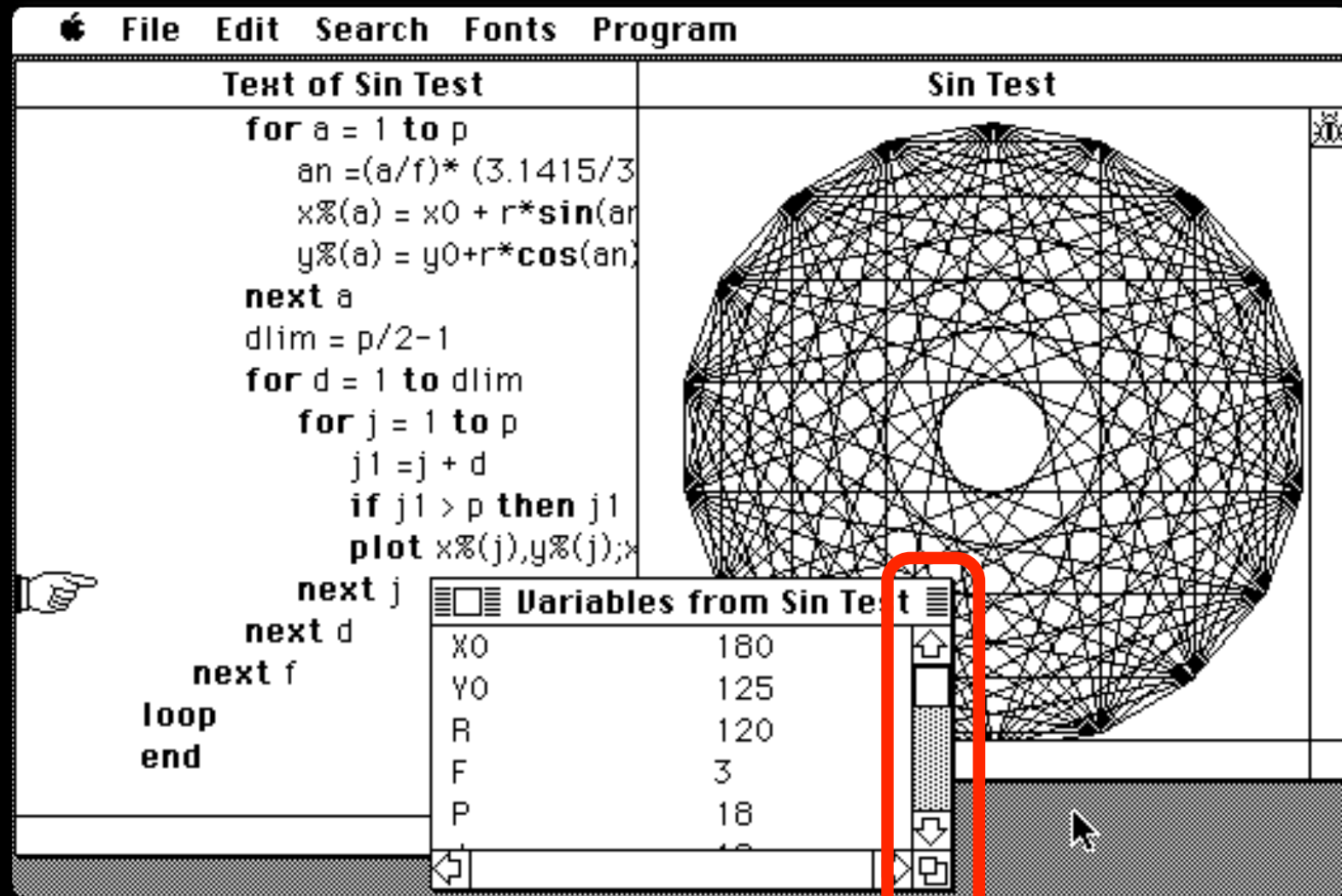
Variables from Sin Test	
X0	180
Y0	125
R	120
F	3
P	18
	18

File Edit Search Fonts Program

Text of Sin Test	Sin Test
<pre>for a = 1 to p an =(a/f)*(3.1415/3 x%(a) = x0 + r*sin(ar 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</pre>	

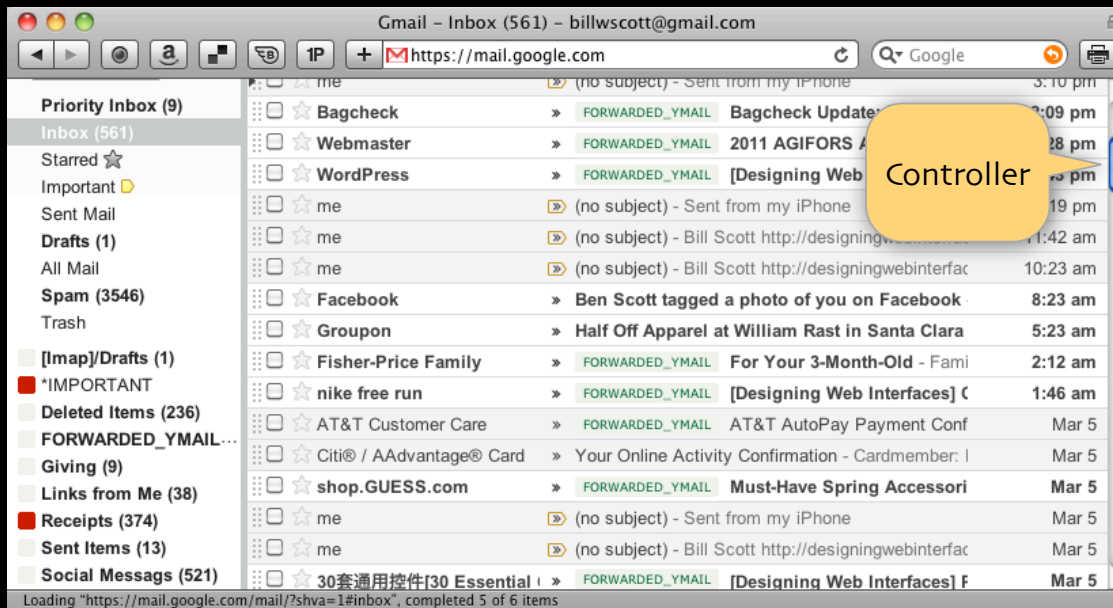
Variables from Sin Test

X0	180
Y0	125
R	120
F	3
P	18



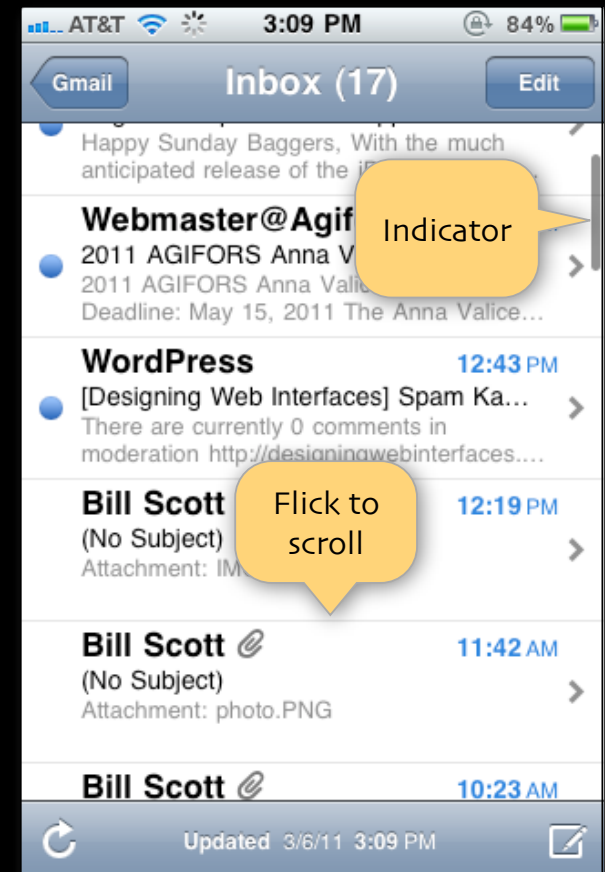
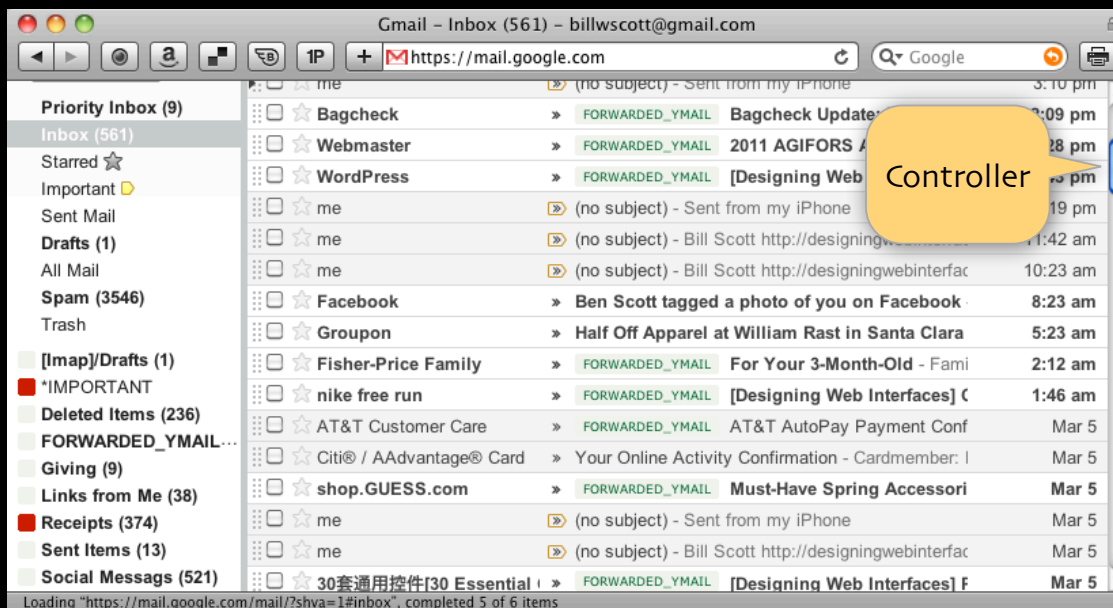
in 1984, this was physicality - the scrollbar

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

The screenshot shows a real estate website interface. On the left is a sidebar with a 'Home Locator' logo, a 'SEARCH HERE' section with a map of North America, and a 'FILTERS' section. The main area contains a table of property listings, a map of the San Antonio area, and a 'Property Information' section. A red heart icon is placed next to a property in the table, and a blue button at the bottom says 'DROP YOUR FAVORITES HERE'.

Home Locator
HOME LOCATOR

SEARCH HERE

North America

Select an Area

FILTERS

Price Range: 75K - 5M

75,000 - 5,000,000

Bedrooms: 1 to 5+
Any 1 2 3 4 5+ 6+ 7+ 8+ 9+ 10+ 11+ 12+ 13+ 14+ 15+ 16+ 17+ 18+ 19+ 20+ 21+ 22+ 23+ 24+ 25+ 26+ 27+ 28+ 29+ 30+ 31+ 32+ 33+ 34+ 35+ 36+ 37+ 38+ 39+ 40+ 41+ 42+ 43+ 44+ 45+ 46+ 47+ 48+ 49+ 50+ 51+ 52+ 53+ 54+ 55+ 56+ 57+ 58+ 59+ 60+ 61+ 62+ 63+ 64+ 65+ 66+ 67+ 68+ 69+ 70+ 71+ 72+ 73+ 74+ 75+ 76+ 77+ 78+ 79+ 80+ 81+ 82+ 83+ 84+ 85+ 86+ 87+ 88+ 89+ 90+ 91+ 92+ 93+ 94+ 95+ 96+ 97+ 98+ 99+ 100+ 101+ 102+ 103+ 104+ 105+ 106+ 107+ 108+ 109+ 110+ 111+ 112+ 113+ 114+ 115+ 116+ 117+ 118+ 119+ 120+ 121+ 122+ 123+ 124+ 125+ 126+ 127+ 128+ 129+ 130+ 131+ 132+ 133+ 134+ 135+ 136+ 137+ 138+ 139+ 140+ 141+ 142+ 143+ 144+ 145+ 146+ 147+ 148+ 149+ 150+ 151+ 152+ 153+ 154+ 155+ 156+ 157+ 158+ 159+ 160+ 161+ 162+ 163+ 164+ 165+ 166+ 167+ 168+ 169+ 170+ 171+ 172+ 173+ 174+ 175+ 176+ 177+ 178+ 179+ 180+ 181+ 182+ 183+ 184+ 185+ 186+ 187+ 188+ 189+ 190+ 191+ 192+ 193+ 194+ 195+ 196+ 197+ 198+ 199+ 200+ 201+ 202+ 203+ 204+ 205+ 206+ 207+ 208+ 209+ 210+ 211+ 212+ 213+ 214+ 215+ 216+ 217+ 218+ 219+ 220+ 221+ 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1848+ 1849+ 1850+ 1851+ 1852+ 1853+ 1854+ 1855+ 1856+ 1857+ 1858+ 1859+ 1860+ 1861+ 1862+ 1863+ 1864+ 1865+ 1866+ 1867+ 1868+ 1869+ 1870+ 1871+ 1872+ 1873+ 1874+ 1875+ 1876+ 1877+ 1878+ 1879+ 1880+ 1881+ 1882+ 1883+ 1884+ 1885+ 1886+ 1887+ 1888+ 1889+ 1890+ 1891+ 1892+ 1893+ 1894+ 1895+ 1896+ 1897+ 1898+ 1899+ 1900+ 1901+ 1902+ 1903+ 1904+ 1905+ 1906+ 1907+ 1908+ 1909+ 1910+ 1911+ 1912+ 1913+ 1914+ 1915+ 1916+ 1917+ 1918+ 1919+ 1920+ 1921+ 1922+ 1923+ 1924+ 1925+ 1926+ 1927+ 1928+ 1929+ 1930+ 1931+ 1932+ 1933+ 1934+ 1935+ 1936+ 1937+ 1938+ 1939+ 1940+ 1941+ 1942+ 1943+ 1944+ 1945+ 1946+ 1947+ 1948+ 1949+ 1950+ 1951+ 1952+ 1953+ 1954+ 1955+ 1956+ 1957+ 1958+ 1959+ 1960+ 1961+ 1962+ 1963+ 1964+ 1965+ 1966+ 1967+ 1968+ 1969+ 1970+ 1971+ 1972+ 1973+ 1974+ 1975+ 1976+ 1977+ 1978+ 1979+ 1980+ 1981+ 1982+ 1983+ 1984+ 1985+ 1986+ 1987+ 1988+ 1989+ 1990+ 1991+ 1992+ 1993+ 1994+ 1995+ 1996+ 1997+ 1998+ 1999+ 2000+ 2001+ 2002+ 2003+ 2004+ 2005+ 2006+ 2007+ 2008+ 2009+ 2010+ 2011+ 2012+ 2013+ 2014+ 2015+ 2016+ 2017+ 2018+ 2019+ 2020+ 2021+ 2022+ 2023+ 2024+ 2025+ 2026+ 2027+ 2028+ 2029+ 2030+ 2031+ 2032+ 2033+ 2034+ 2035+ 2036+ 2037+ 2038+ 2039+ 2040+ 2041+ 2042+ 2043+ 2044+ 2045+ 2046+ 2047+ 2048+ 2049+ 2050+ 2051+ 2052+ 2053+ 2054+ 2055+ 2056+ 2057+ 2058+ 2059+ 2060+ 2061+ 2062+ 2063+ 2064+ 2065+ 2066+ 2067+ 2068+ 2069+ 2070+ 2071+ 2072+ 2073+ 2074+ 2075+ 2076+ 2077+ 2078+ 2079+ 2080+ 2081+ 2082+ 2083+ 2084+ 2085+ 2086+ 2087+ 2088+ 2089+ 2090+ 2091+ 2092+ 2093+ 2094+ 2095+ 2096+ 2097+ 2098+ 2099+ 2100+ 2101+ 2102+ 2103+ 2104+ 2105+ 2106+ 2107+ 2108+ 2109+ 2110+ 2111+ 2112+ 2113+ 2114+ 2115+ 2116+ 2117+ 2118+ 2119+ 2120+ 2121+ 2122+ 2123+ 2124+ 2125+ 2126+ 2127+ 2128+ 2129+ 2130+ 2131+ 2132+ 2133+ 2134+ 2135+ 2136+ 2137+ 2138+ 2139+ 2140+ 2141+ 2142+ 2143+ 2144+ 2145+ 2146+ 2147+ 2148+ 2149+ 2150+ 2151+ 2152+ 2153+ 2154+ 2155+ 2156+ 2157+ 2158+ 2159+ 2160+ 2161+ 2162+ 2163+ 2164+ 2165+ 2166+ 2167+ 2168+ 2169+ 2170+ 2171+ 2172+ 2173+ 2174+ 2175+ 2176+ 2177+ 2178+ 2179+ 2180+ 2181+ 2182+ 2183+ 2184+ 2185+ 2186+ 2187+ 2188+ 2189+ 2190+ 2191+ 2192+ 2193+ 2194+ 2195+ 2196+ 219

Anti-Pattern: Mismatched Metaphor

The screenshot shows a real estate website interface. On the left is a sidebar with a 'Home Locator' logo, a 'SEARCH HERE' section with a map of North America, and a 'FILTERS' section. The main area contains a table of property listings, a map of the San Antonio area, and a 'Property Information' section. A red heart icon is placed next to a property in the table, and a blue button at the bottom says 'DROP YOUR FAVORITES HERE'.

Home Locator
HOME LOCATOR

SEARCH HERE

North America

Select an Area

FILTERS

Price Range: 75K - 5M

75,000 - 5,000,000

Bedrooms: 1 to 5+
Any 1 2 3 4 5+ 6+ 7+ 8+ 9+ 10+ 11+ 12+ 13+ 14+ 15+ 16+ 17+ 18+ 19+ 20+ 21+ 22+ 23+ 24+ 25+ 26+ 27+ 28+ 29+ 30+ 31+ 32+ 33+ 34+ 35+ 36+ 37+ 38+ 39+ 40+ 41+ 42+ 43+ 44+ 45+ 46+ 47+ 48+ 49+ 50+ 51+ 52+ 53+ 54+ 55+ 56+ 57+ 58+ 59+ 60+ 61+ 62+ 63+ 64+ 65+ 66+ 67+ 68+ 69+ 70+ 71+ 72+ 73+ 74+ 75+ 76+ 77+ 78+ 79+ 80+ 81+ 82+ 83+ 84+ 85+ 86+ 87+ 88+ 89+ 90+ 91+ 92+ 93+ 94+ 95+ 96+ 97+ 98+ 99+ 100+ 101+ 102+ 103+ 104+ 105+ 106+ 107+ 108+ 109+ 110+ 111+ 112+ 113+ 114+ 115+ 116+ 117+ 118+ 119+ 120+ 121+ 122+ 123+ 124+ 125+ 126+ 127+ 128+ 129+ 130+ 131+ 132+ 133+ 134+ 135+ 136+ 137+ 138+ 139+ 140+ 141+ 142+ 143+ 144+ 145+ 146+ 147+ 148+ 149+ 150+ 151+ 152+ 153+ 154+ 155+ 156+ 157+ 158+ 159+ 160+ 161+ 162+ 163+ 164+ 165+ 166+ 167+ 168+ 169+ 170+ 171+ 172+ 173+ 174+ 175+ 176+ 177+ 178+ 179+ 180+ 181+ 182+ 183+ 184+ 185+ 186+ 187+ 188+ 189+ 190+ 191+ 192+ 193+ 194+ 195+ 196+ 197+ 198+ 199+ 200+ 201+ 202+ 203+ 204+ 205+ 206+ 207+ 208+ 209+ 210+ 211+ 212+ 213+ 214+ 215+ 216+ 217+ 218+ 219+ 220+ 221+ 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822+ 823+ 824+ 825+ 826+ 827+ 828+ 829+ 830+ 831+ 832+ 833+ 834+ 835+ 836+ 837+ 838+ 839+ 840+ 841+ 842+ 843+ 844+ 845+ 846+ 847+ 848+ 849+ 850+ 851+ 852+ 853+ 854+ 855+ 856+ 857+ 858+ 859+ 860+ 861+ 862+ 863+ 864+ 865+ 866+ 867+ 868+ 869+ 870+ 871+ 872+ 873+ 874+ 875+ 876+ 877+ 878+ 879+ 880+ 881+ 882+ 883+ 884+ 885+ 886+ 887+ 888+ 889+ 890+ 891+ 892+ 893+ 894+ 895+ 896+ 897+ 898+ 899+ 900+ 901+ 902+ 903+ 904+ 905+ 906+ 907+ 908+ 909+ 910+ 911+ 912+ 913+ 914+ 915+ 916+ 917+ 918+ 919+ 920+ 921+ 922+ 923+ 924+ 925+ 926+ 927+ 928+ 929+ 930+ 931+ 932+ 933+ 934+ 935+ 936+ 937+ 938+ 939+ 940+ 941+ 942+ 943+ 944+ 945+ 946+ 947+ 948+ 949+ 950+ 951+ 952+ 953+ 954+ 955+ 956+ 957+ 958+ 959+ 960+ 961+ 962+ 963+ 964+ 965+ 966+ 967+ 968+ 969+ 970+ 971+ 972+ 973+ 974+ 975+ 976+ 977+ 978+ 979+ 980+ 981+ 982+ 983+ 984+ 985+ 986+ 987+ 988+ 989+ 990+ 991+ 992+ 993+ 994+ 995+ 996+ 997+ 998+ 999+ 1000+ 1001+ 1002+ 1003+ 1004+ 1005+ 1006+ 1007+ 1008+ 1009+ 1010+ 1011+ 1012+ 1013+ 1014+ 1015+ 1016+ 1017+ 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1516+ 1517+ 1518+ 1519+ 1520+ 1521+ 1522+ 1523+ 1524+ 1525+ 1526+ 1527+ 1528+ 1529+ 1530+ 1531+ 1532+ 1533+ 1534+ 1535+ 1536+ 1537+ 1538+ 1539+ 1540+ 1541+ 1542+ 1543+ 1544+ 1545+ 1546+ 1547+ 1548+ 1549+ 1550+ 1551+ 1552+ 1553+ 1554+ 1555+ 1556+ 1557+ 1558+ 1559+ 1560+ 1561+ 1562+ 1563+ 1564+ 1565+ 1566+ 1567+ 1568+ 1569+ 1570+ 1571+ 1572+ 1573+ 1574+ 1575+ 1576+ 1577+ 1578+ 1579+ 1580+ 1581+ 1582+ 1583+ 1584+ 1585+ 1586+ 1587+ 1588+ 1589+ 1590+ 1591+ 1592+ 1593+ 1594+ 1595+ 1596+ 1597+ 1598+ 1599+ 1600+ 1601+ 1602+ 1603+ 1604+ 1605+ 1606+ 1607+ 1608+ 1609+ 1610+ 1611+ 1612+ 1613+ 1614+ 1615+ 1616+ 1617+ 1618+ 1619+ 1620+ 1621+ 1622+ 1623+ 1624+ 1625+ 1626+ 1627+ 1628+ 1629+ 1630+ 1631+ 1632+ 1633+ 1634+ 1635+ 1636+ 1637+ 1638+ 1639+ 1640+ 1641+ 1642+ 1643+ 1644+ 1645+ 1646+ 1647+ 1648+ 1649+ 1650+ 1651+ 1652+ 1653+ 1654+ 1655+ 1656+ 1657+ 1658+ 1659+ 1660+ 1661+ 1662+ 1663+ 1664+ 1665+ 1666+ 1667+ 1668+ 1669+ 1670+ 1671+ 1672+ 1673+ 1674+ 1675+ 1676+ 1677+ 1678+ 1679+ 1680+ 1681+ 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2180+ 2181+ 2182+ 2183+ 2184+ 2185+ 2186+ 2187+ 2188+ 2189+ 2190+ 2191+ 2192+ 2193+ 2194+ 2195+ 2196+ 219

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. The map shows the United States with a red pin indicating a selected location. The filters section on the left allows users to refine their search by price range, bedrooms, and square footage. The bottom section features a blue button labeled "VIEW YOUR FAVORITES HERE" and a message stating "You have 2 properties in your favorites".

Home Locator

SEARCH HERE

North America

Select an Area

FILTERS

Price Range: 75K - 5M

Bedrooms: Any | 2 or more

Sq. Ft.: 500

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

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	960	2	0	0
\$315,000	7700	2	0	0
\$170,000	912	2	2	2
\$190,000	953	2	2	0
\$545,000	1999	2	4	0
\$5,000,000	3450	6	3	0
\$971,000	1310	3	3	1
\$886,000	1450	3	3	3
\$718,000	1380	3	2	0
\$617,000	1110	2	2	0
\$863,000	1370	4	3	0
\$450,000	1300	2	2	0
\$971,000	1330	4	2	2
\$971,000	1330	4	2	2

VIEW YOUR FAVORITES HERE

You have 2 properties in your favorites

[illegible]

anti-pattern: **artificial construct**

The screenshot shows the Home Locator website. On the left, there's a 'Home Locator' logo and a 'SEARCH AREA' section with a map of North America. The main content area has a search bar and a table of property listings. The table has columns for Price, Sq. Ft., Bedrooms, Baths, and Stories. Two properties are listed: one for \$5,990,000 and another for \$935,000. A red heart icon indicates a favorite. A red dashed box highlights a 'REMOVE FROM FAVORITES' button at the bottom of the table. On the right, there's a map of North America and a 'Property Information' section.

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$5,990,000	3410	6	3	3
\$935,000	1330	4	2	2

REMOVE FROM FAVORITES
You have 2 properties in your favorites.

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

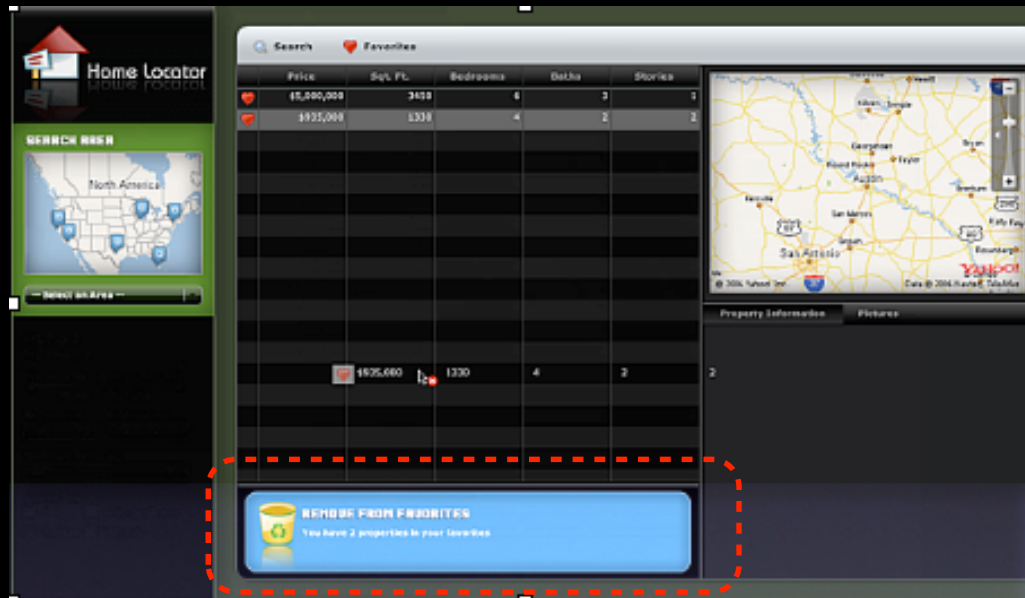
Or I'm not interested in it.

Mean Creek [Find out more](#)

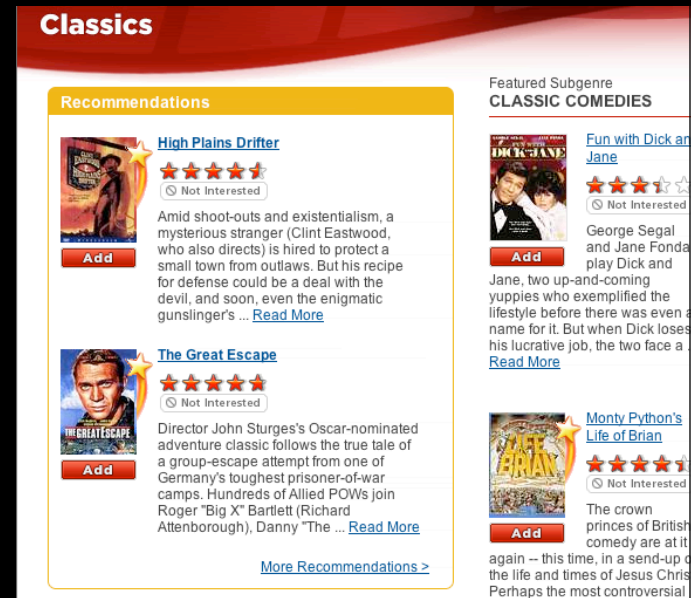
Loathed It

Or don't show me DVDs like this.

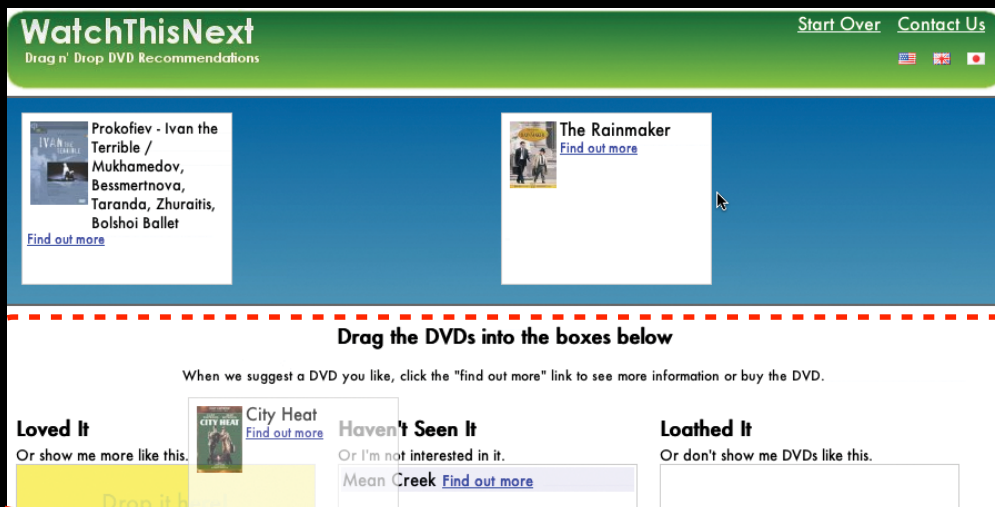
Anti-Pattern: Mismatched Metaphor



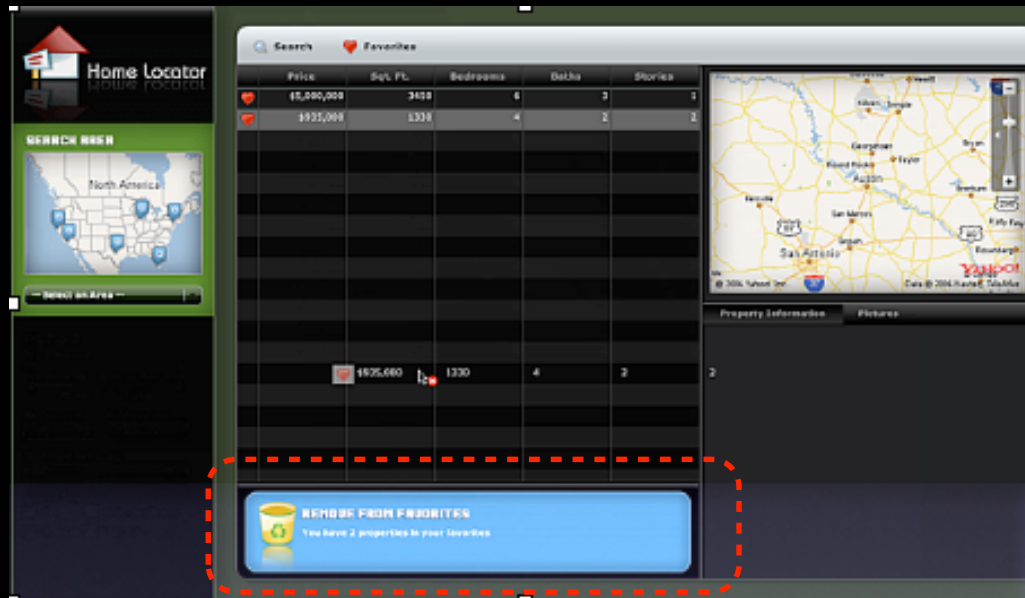
anti-pattern: artificial construct



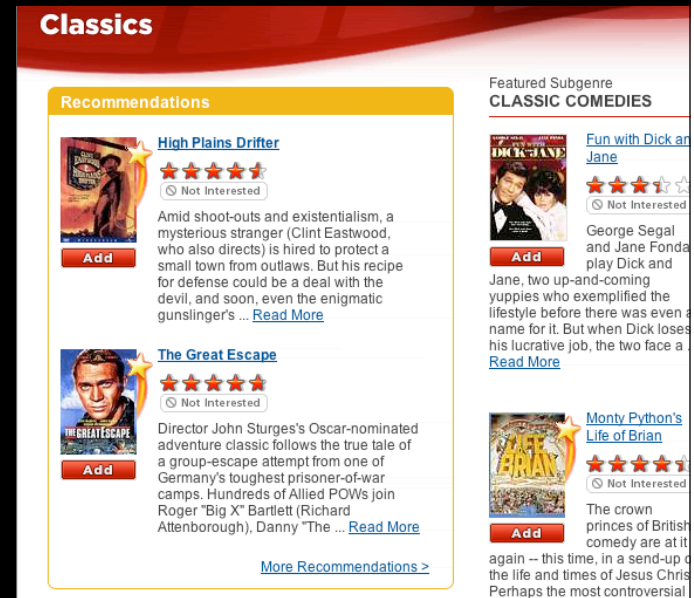
netflix. rate an object. KISS.



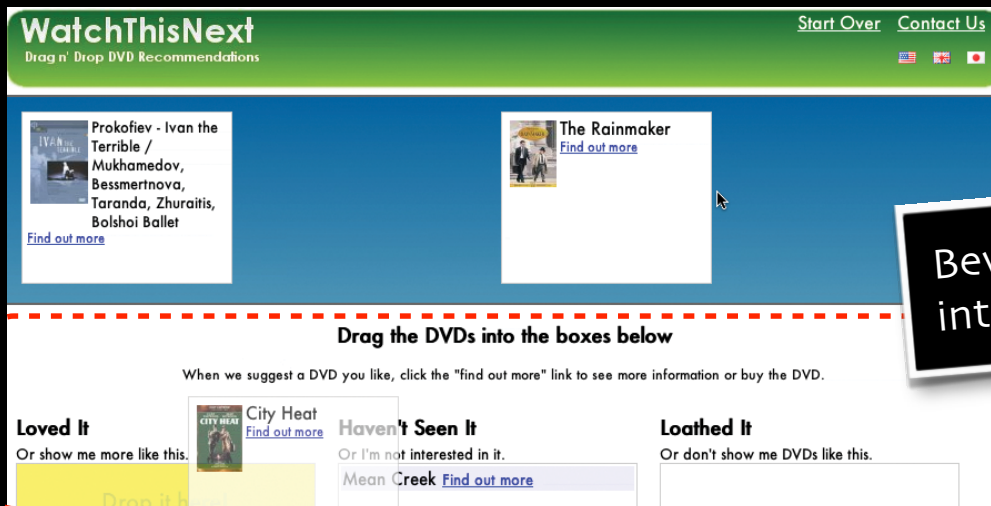
Anti-Pattern: Mismatched Metaphor



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	Pointer Indirect Fine-grained (pixel)	Stationary (can support sovereign apps)
Tablet	Finger Direct Course-grained (finger)	On-the-go (Single Purpose Apps)
Mobile	Finger Direct Course-grained (finger)	On-the-go (Single Purpose Apps)
TV	Remote Control Indirect Course-grained (1 object at a time)	Leisure (supports consumption, media apps)

Physicality Across Platforms

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

Physicality Across Platforms

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



#2 Maintain Flow

Exploratorium Exhibit



Spot the differences

Spot the differences



Now try again...

Now try again...



Now try again...

Change blindness



**Reduce Page
Switching
to Maintain Flow**

"Special" Experience

NETFLIX

Recently Watched

Suggestions for You

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

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Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched



Emotional Dramas

Principles followed:

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

Search

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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Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched



Emotional Dramas

Which Won?

"Plus" experience.
Maintains Flow

NETFLIX

27,332

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

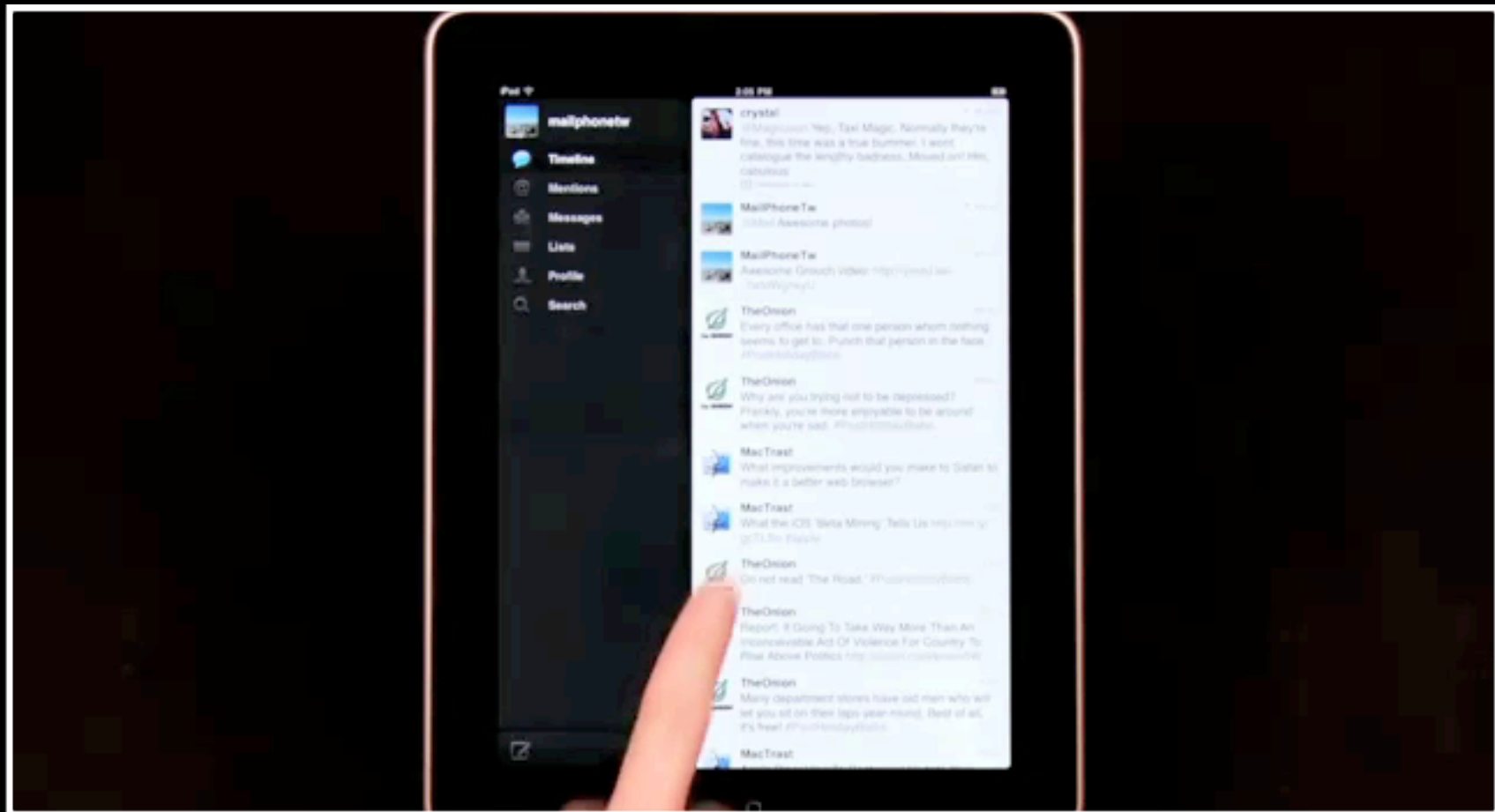
Director: Alejandro Gomez Monteverde

Recently Watched



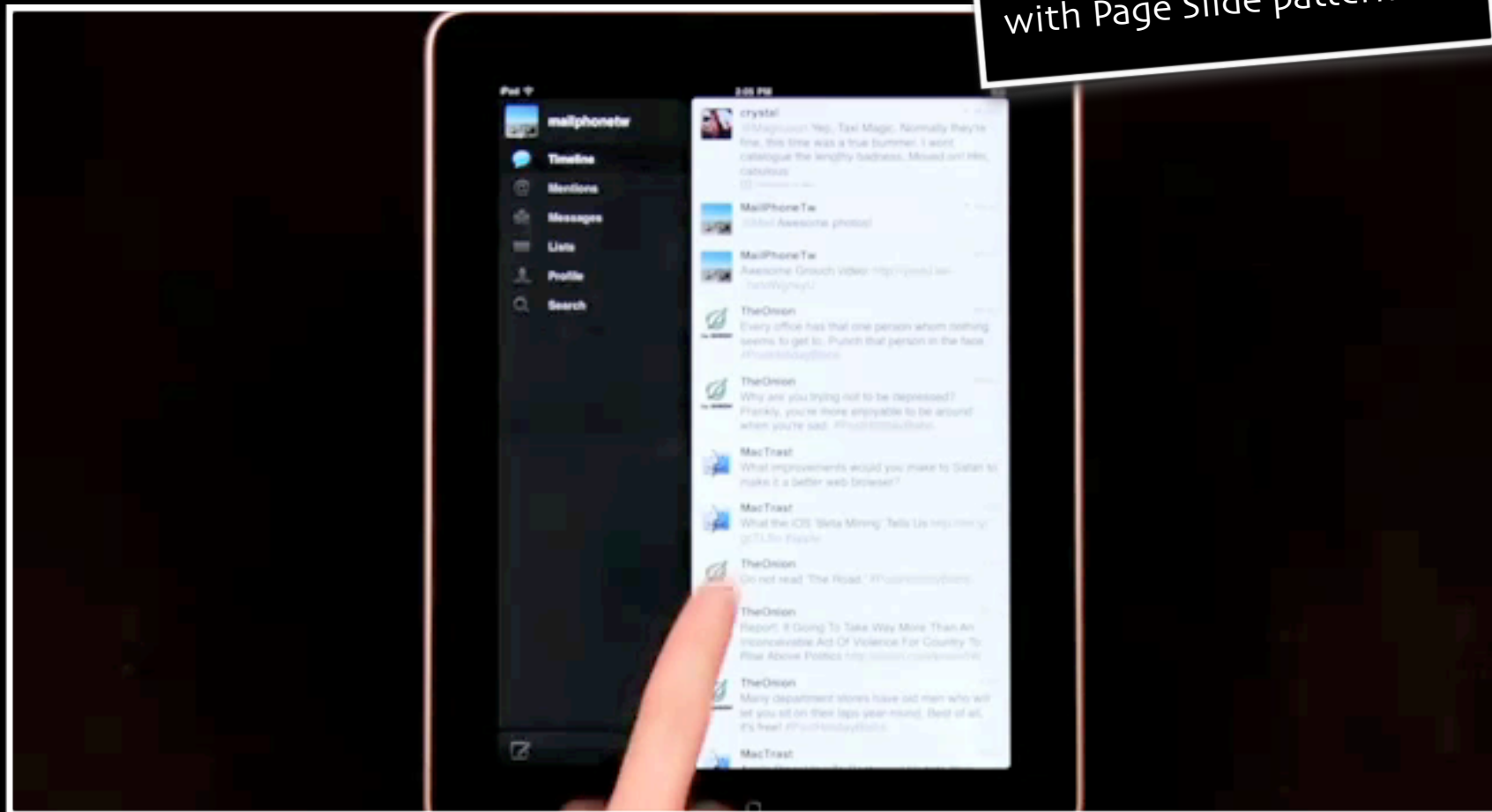
Emotional Dramas

Twitter as iPad App



Twitter as iPad App

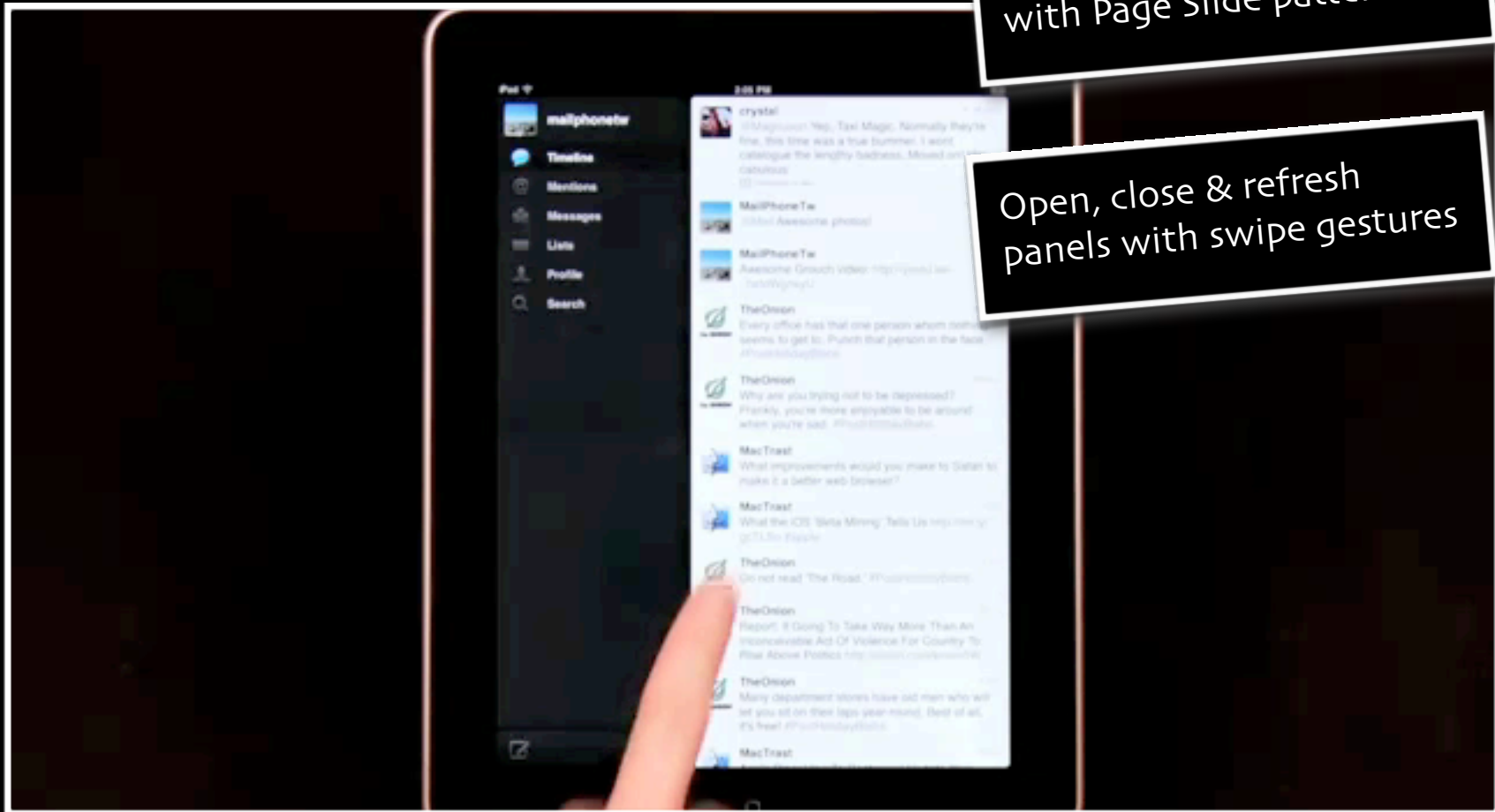
Minimize page transitions
with Page Slide pattern



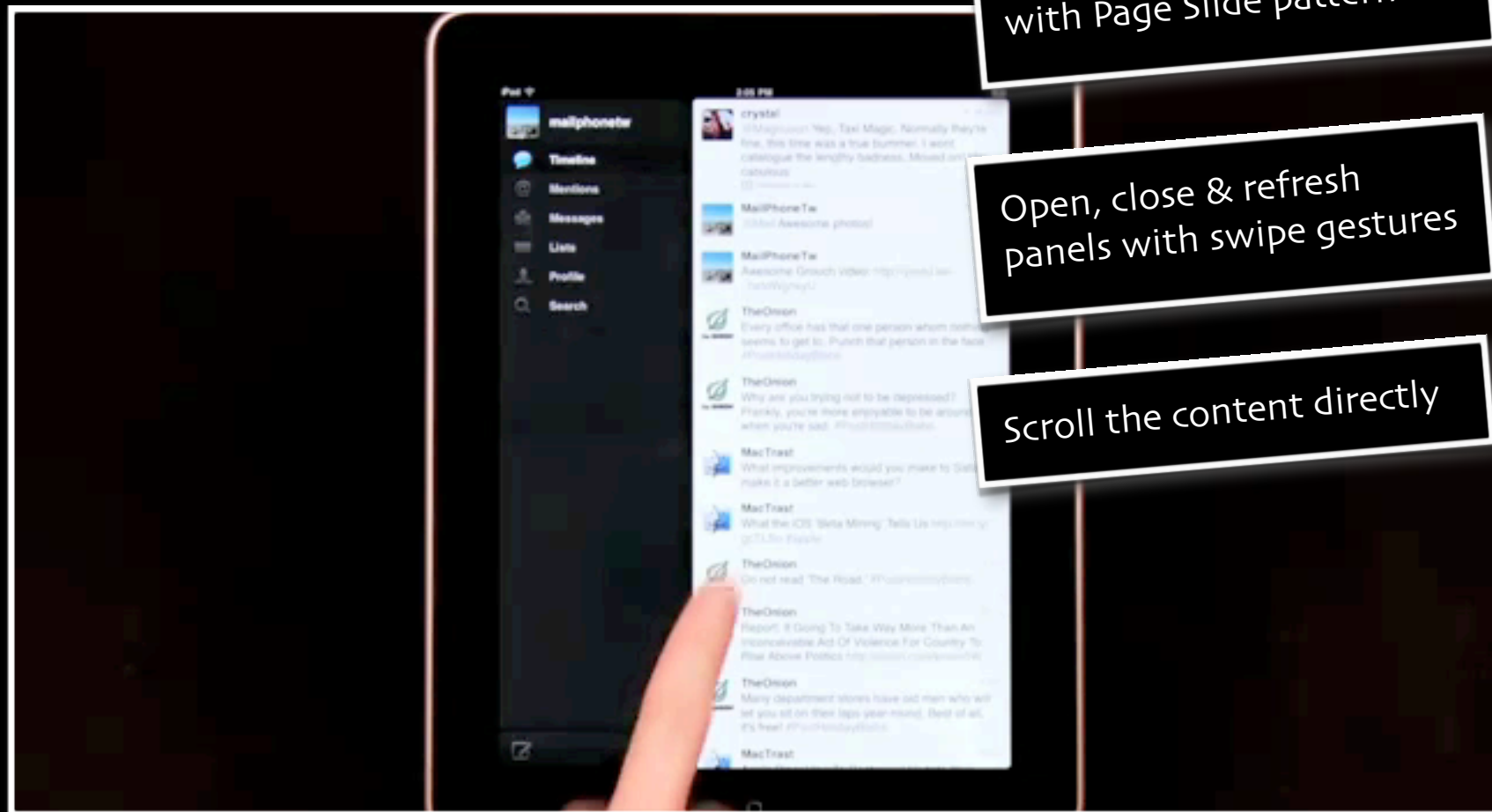
Twitter as iPad App

Minimize page transitions with Page Slide pattern

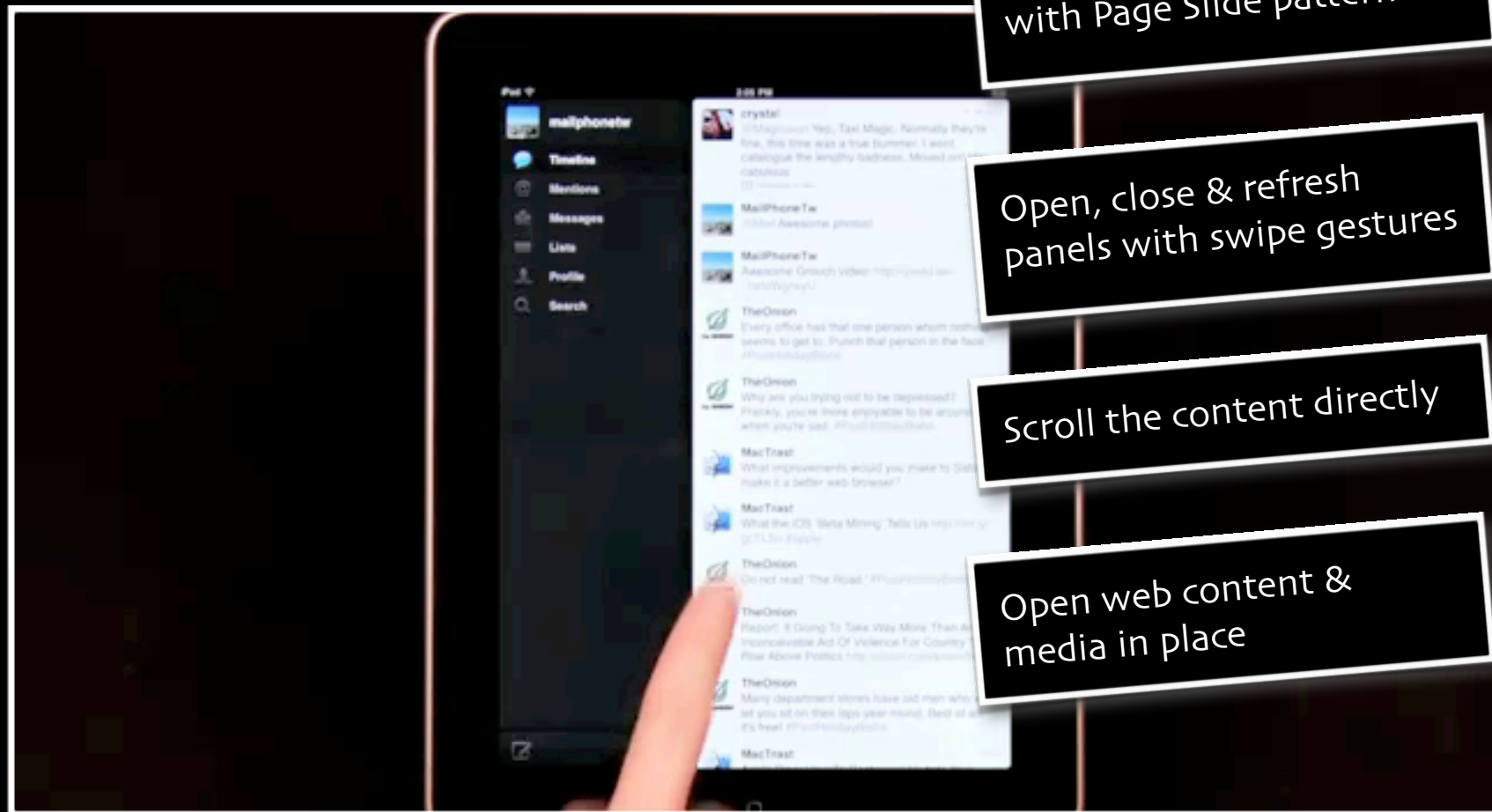
Open, close & refresh panels with swipe gestures



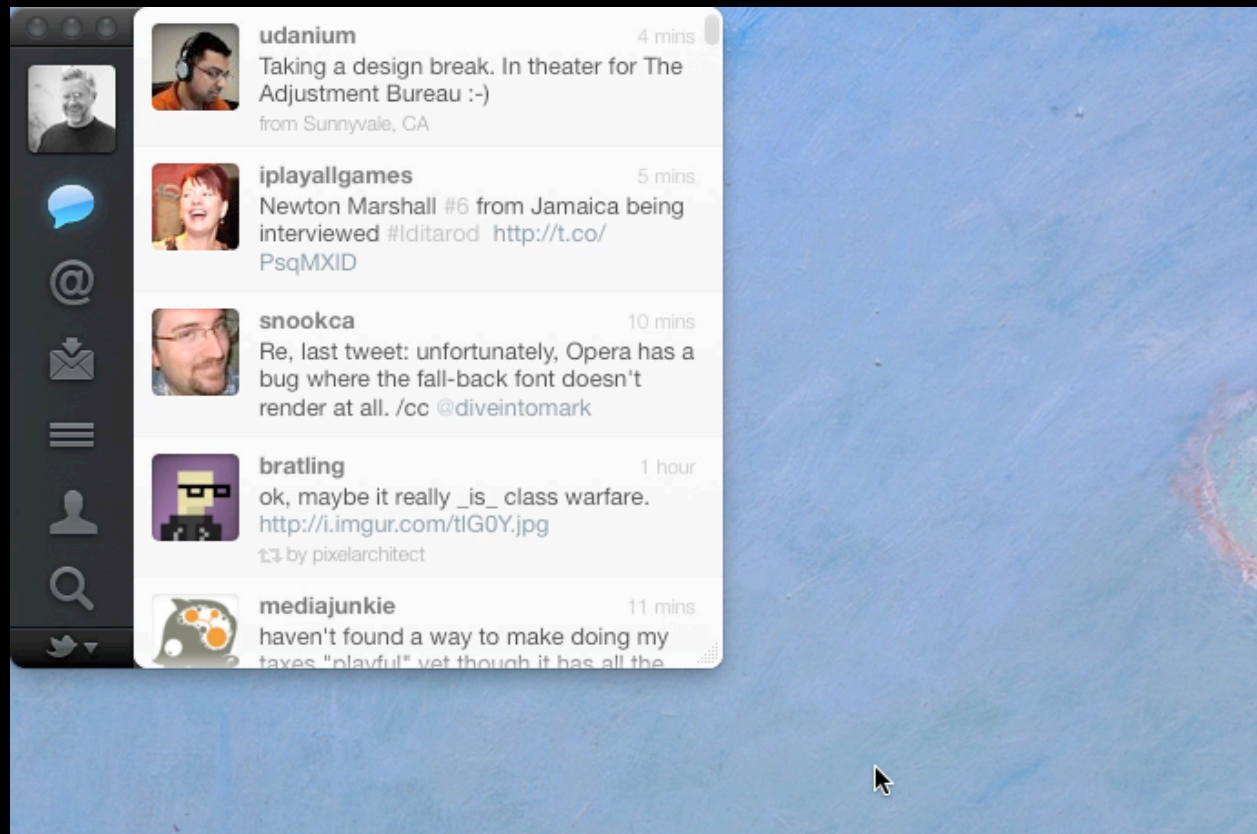
Twitter as iPad App



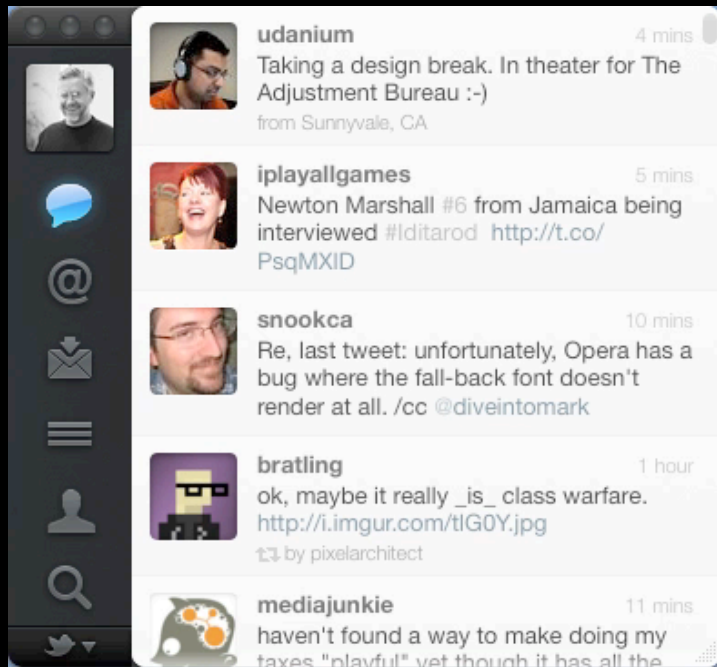
Twitter as iPad App



Twitter as Mac App

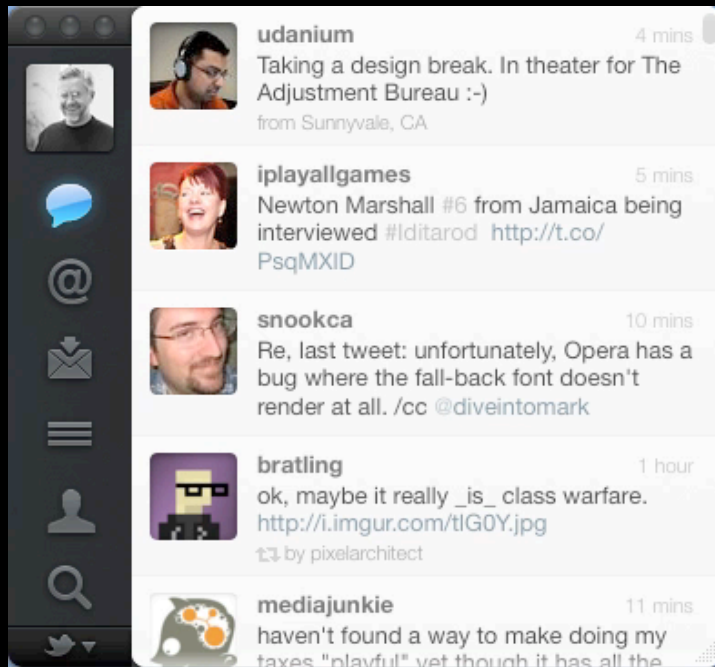


Twitter as Mac App



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

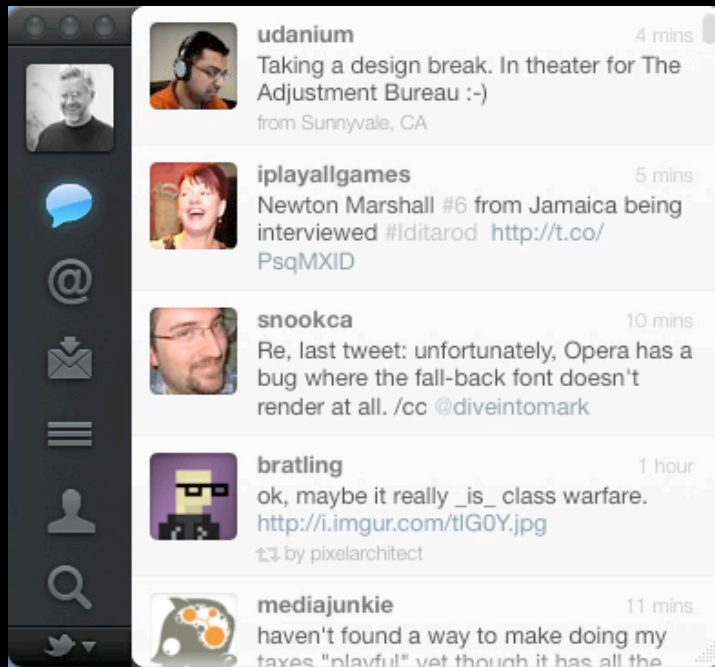
Twitter as Mac App



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 displays a modal window for a specific tweet.

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/x321p0zwai> (1 minute ago)
- iplayallgames** Cindy Ritzman: Dogs resting an hour before running the #lditarod yfrog.com/gz9t4zrj (3 minutes ago)
- iplayallgames** Cindy Ritzman: Mackey at the start! #lditarod 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 Modal (from @sinequanon):

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

Tweets containing **Renaissance and Baroque**

- dose2day** daily dose: Girolamo Frescobaldi: Bridging Renaissance and Baroque Music <http://www.redgage.com/c-ijgiid> #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 shows the Twitter web interface with a dark header bar containing the Twitter logo, a search bar, and navigation links: Home, Profile, Messages, Who To Follow, and a user profile for billwscott. The main content area is titled 'What's happening?' and features a text input field. Below this is a navigation bar with tabs: Timeline, @Mentions, Retweets, Searches, and Lists. The timeline displays several tweets from users like sinequanon, dbarradas, iplayallgames, rashmi, and billwscott. A callout box with a black background and white text is overlaid on the right side of the timeline, stating: 'Minimize page transitions with Page Slide pattern'. The callout box is tilted and has a white border. The tweets on the right side of the timeline are partially obscured by the callout box. The bottom of the page shows a status bar with the text '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/x321p0zwai>
1 minute ago

iplayallgames Cindy Ritzman
Dogs resting an hour before running the #lditarod yfrog.com/gz9t4zrj
3 minutes ago

iplayallgames Cindy Ritzman
Mackey at the start! #lditarod yfrog.com/h0pnxxj
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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 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 presentation on the evolution and 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-ijgiid> #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 screenshot shows the Twitter web interface from the perspective of user 'billwscott'. The top navigation bar includes the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The main content area is titled 'What's happening?' and displays a timeline of tweets. Two black callout boxes with white text are overlaid on the right side of the interface. The first callout points to a tweet by 'sinequanon' and says 'Minimize page transitions with Page Slide pattern'. The second callout points to a tweet by 'dose2day' and says 'Find myself annoyed with web pages opening in another window'. At the bottom of the page, 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/x321p0zwai>
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6 minutes ago

Minimize page transitions with Page Slide pattern

Find myself annoyed with web pages opening in another window

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

Tweets from @sinequanon

dose2day daily dose
Girolamo Frescobaldi: Bridging Renaissance and Baroque Music
<http://www.redgag.com/c-ijgiid> #music #renaissance #composers
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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

Canceled opening the page

Twitter as Web App


The image shows a screenshot of the Twitter web interface from around 2010. The interface includes a top navigation bar with the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The main content area is titled "What's happening?" and displays a timeline of tweets. The tweets are from users like sinequanon, dbarradas, iplayallgames, rashmi, and billwscott. The interface is annotated with three black boxes containing white text:


- Minimize page transitions with Page Slide pattern** (pointing to the top navigation bar)
- Find myself annoyed with web pages opening in another window** (pointing to a tweet link)
- Find myself wanting to substitute a drag for a swipe** (pointing to a tweet link)


At the bottom of the page, there is a status bar that says "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

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



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16 minutes ago via web



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

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

 **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
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16 minutes ago via web

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

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

**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)

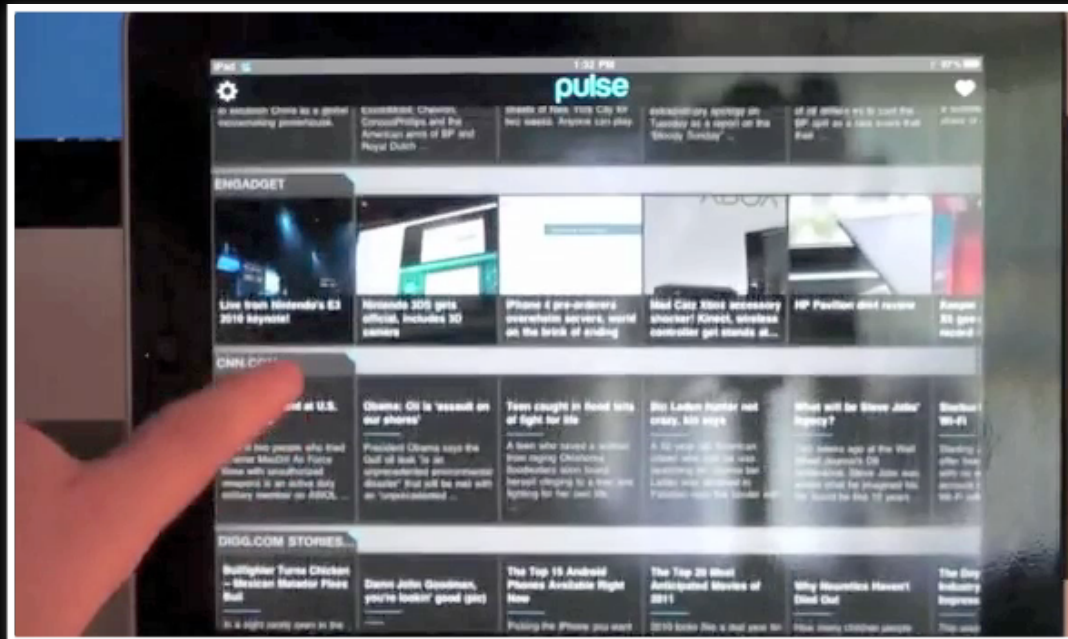


Gowalla: Tab + Flat

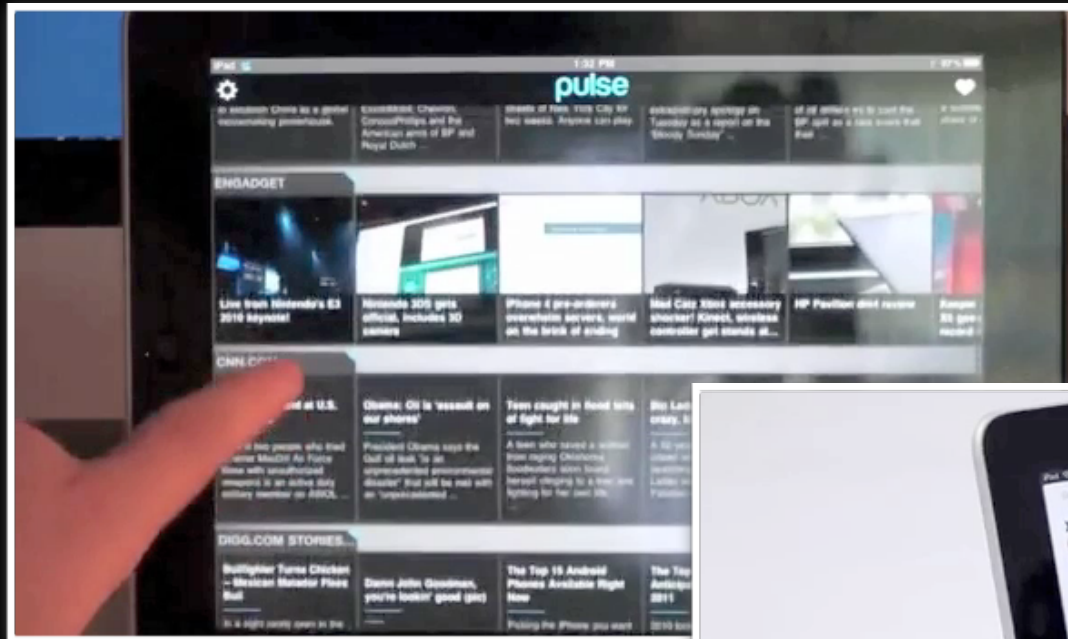
- Jeff Clark (Tapworthy)

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	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

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 interface. At the top, there's a navigation bar with buttons for 'Personal Info', 'Federal Taxes' (which is highlighted), 'Federal Review', 'State Taxes', and 'Print & File'. Below this, a sub-navigation bar includes 'Wages & Income', 'Deductions & Credits' (highlighted), and 'Other Tax Situations'. On the left side, there are two boxes showing tax amounts: 'Federal Tax Due' at \$10,533 and 'CA Tax Due' at \$4,973. The main content area is titled 'Enter Your Interest Paid to Some Lender' and includes a link for 'See qualifications and limitations.' Below this, there's a text prompt '(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)

Animation Can...

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 area is titled 'Enter Your Interest Paid to Some Lender' with a sub-instruction '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 '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)

A close-up of the tax due summary box. It has a light gray background. At the top, it says 'Federal Tax Due' in blue. Below that is a dark gray box with the red text '\$10,533'. Underneath that is 'CA Tax Due' in blue, followed by another dark gray box with the red text '\$4,973'.

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

Animation Can...

The screenshot shows the TurboTax Deluxe interface. At the top, there are tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', 'State Taxes', and 'Print & File'. Below these, there are sub-tabs for 'Wages & Income', 'Deductions & Credits', and 'Other Tax Situations'. On the left, a sidebar shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main area is titled 'Enter Your Interest Paid to Some Lender' and includes a text input field for 'Deductible interest paid in 2008' with a value of 0.00. A note below the field says '(Box 1 on your 1098)'.

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)

A close-up of the tax due amounts from the TurboTax interface. It shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973, both in large red font on a dark background.

Federal Tax Due
\$10,533

CA Tax Due
\$4,973



nbc.com

upc.com

Animation Can...

Be really, really
annoying

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



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

- Occam

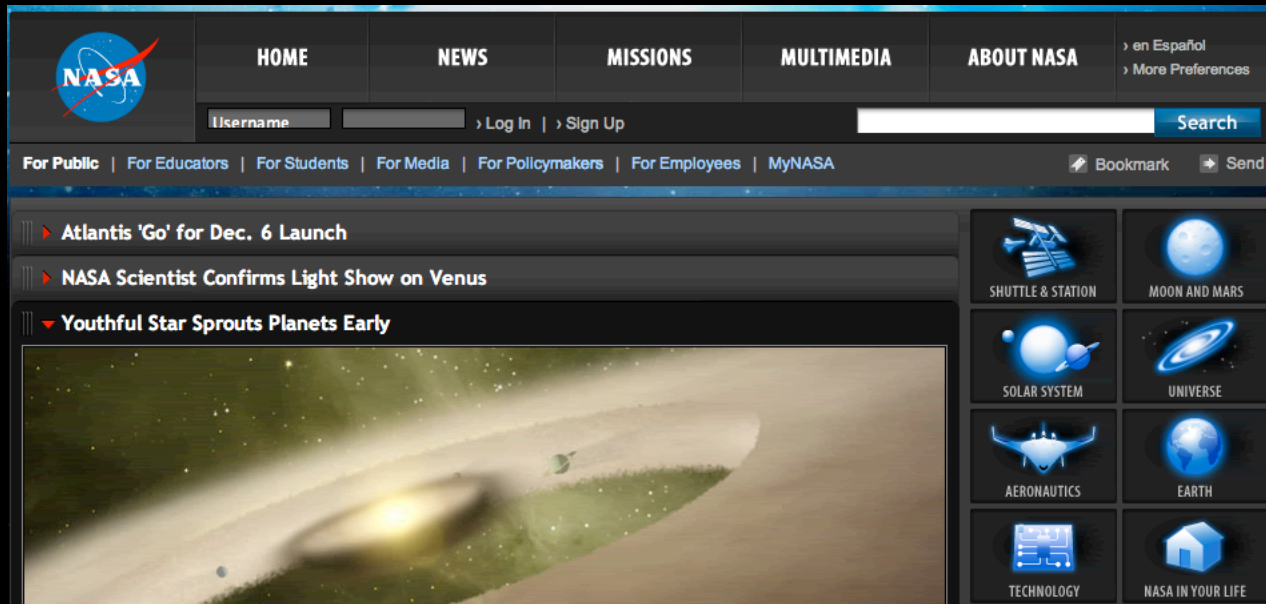
Make all visual distinctions as
subtle as possible, but still clear
and effective.

- Tufte "Smallest Effective Difference"

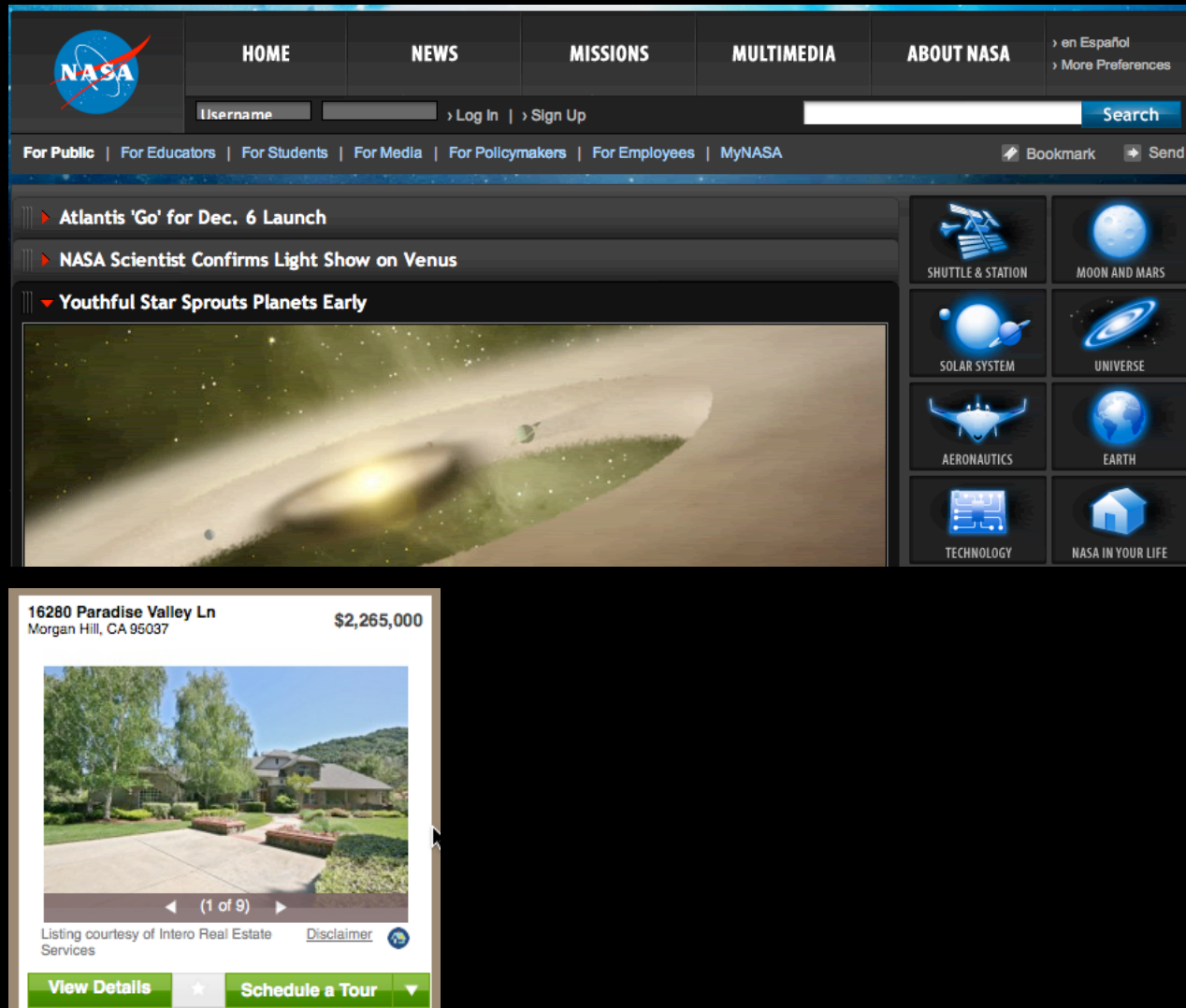
nbc.com

upc.com

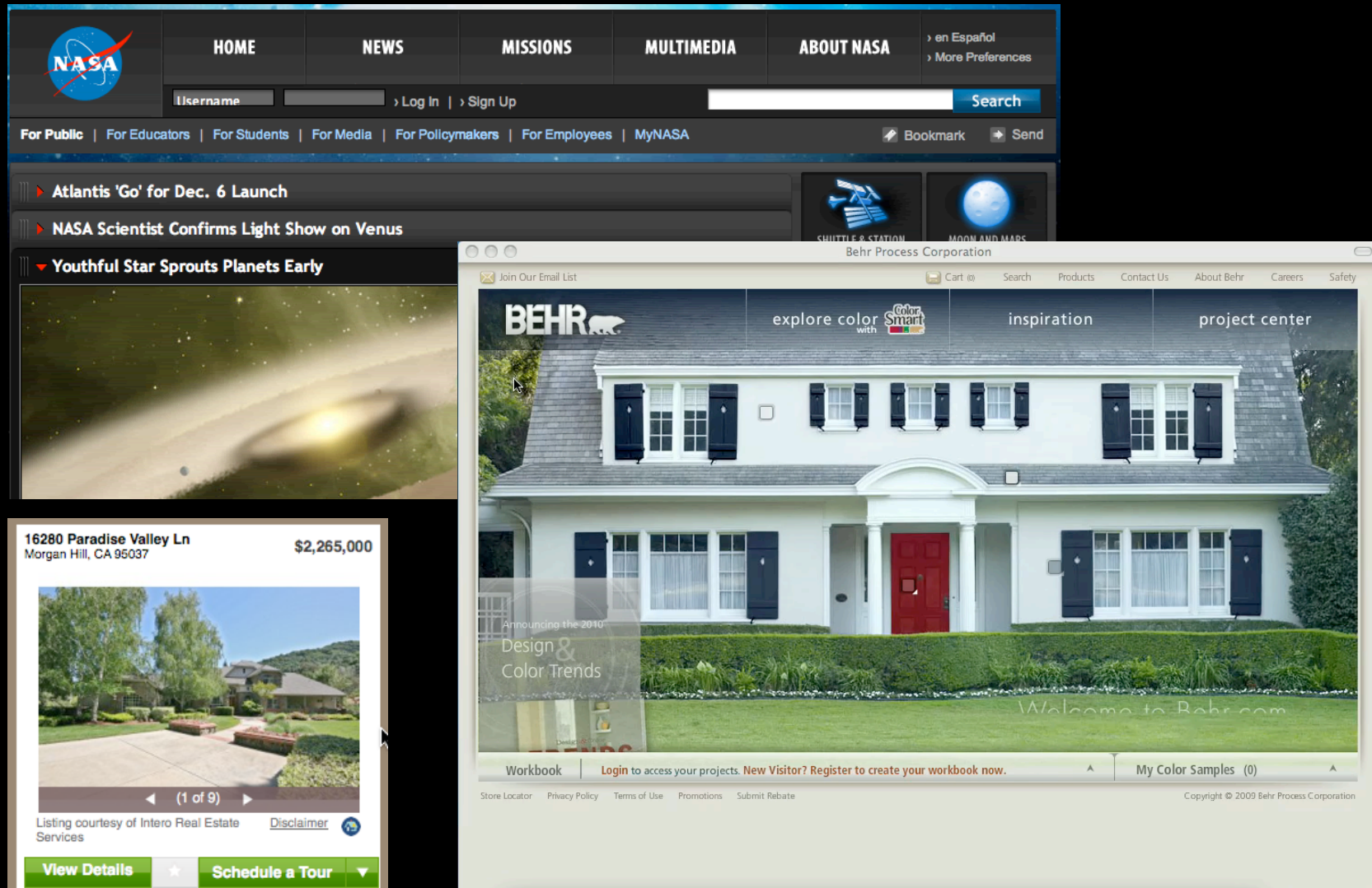
Web Apps Seem Prone to This



Web Apps Seem Prone to This

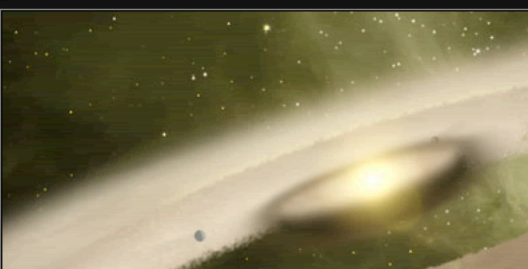


Web Apps Seem Prone to This



Web Apps Seem Prone to This

Snarky answer: Blame it on Flash :-)



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

Listing courtesy of Intero Real Estate Services

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BEHR explore color with ColorSmart inspiration project center

Announcing the 2010 Design & Color Trends

Workbook Login to access your projects. New Visitor? Register to create your workbook now. My Color Samples (0)

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Web Apps Seem Prone to This

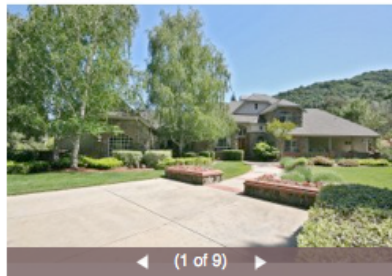


Snarky answer: Blame it on Flash :-)

- ▶ Atlantis 'Go' for Dec. 6 Launch
- ▶ NASA Scientist Confirms Light Show on Venus
- ▶ Youthful Star Sprouts Planets Early



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

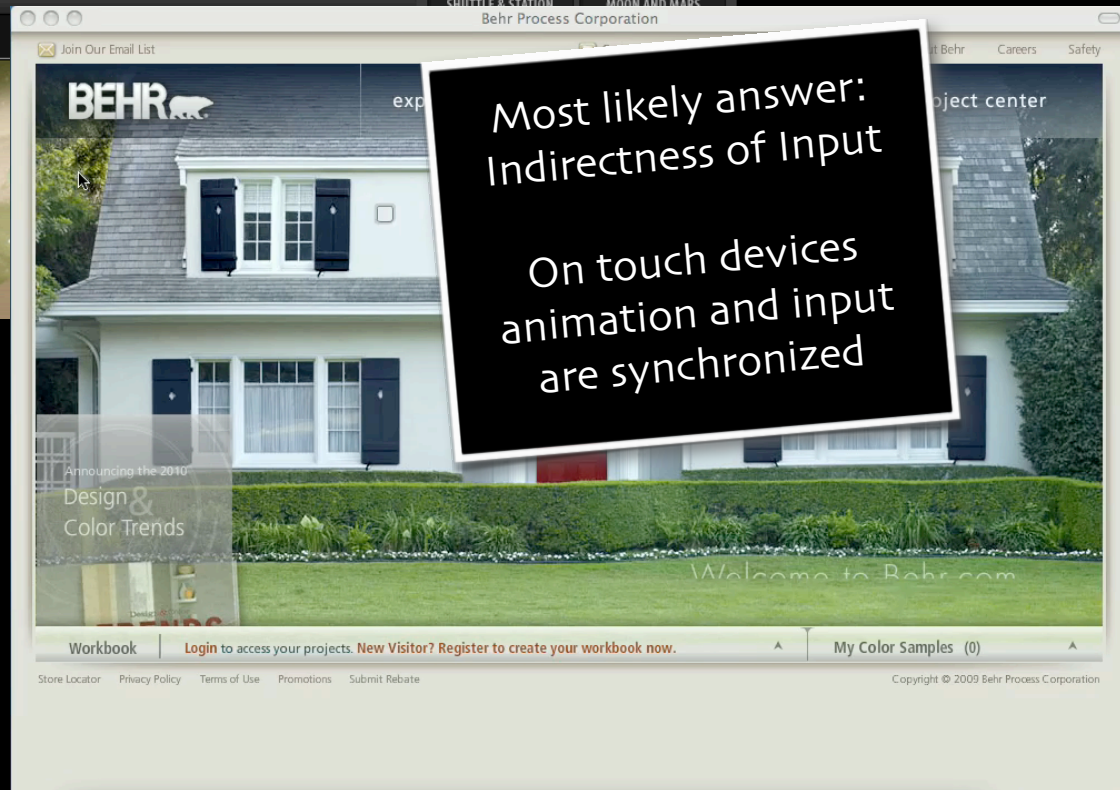


Listing courtesy of Intero Real Estate Services

[Disclaimer](#)

[View Details](#)

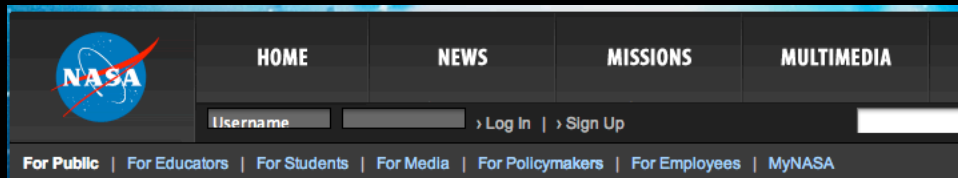
[Schedule a Tour](#)



Most likely answer:
Indirectness of Input

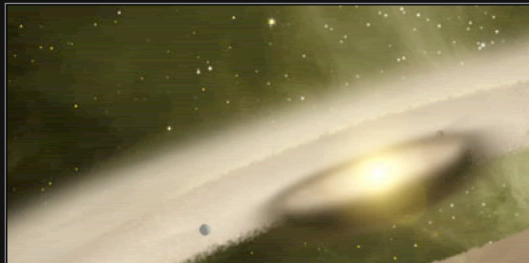
On touch devices
animation and input
are synchronized

Web Apps Seem Prone to This

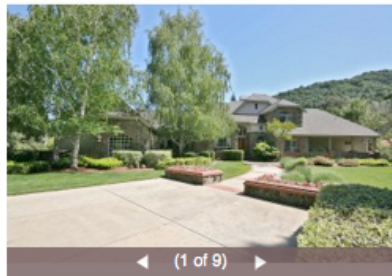


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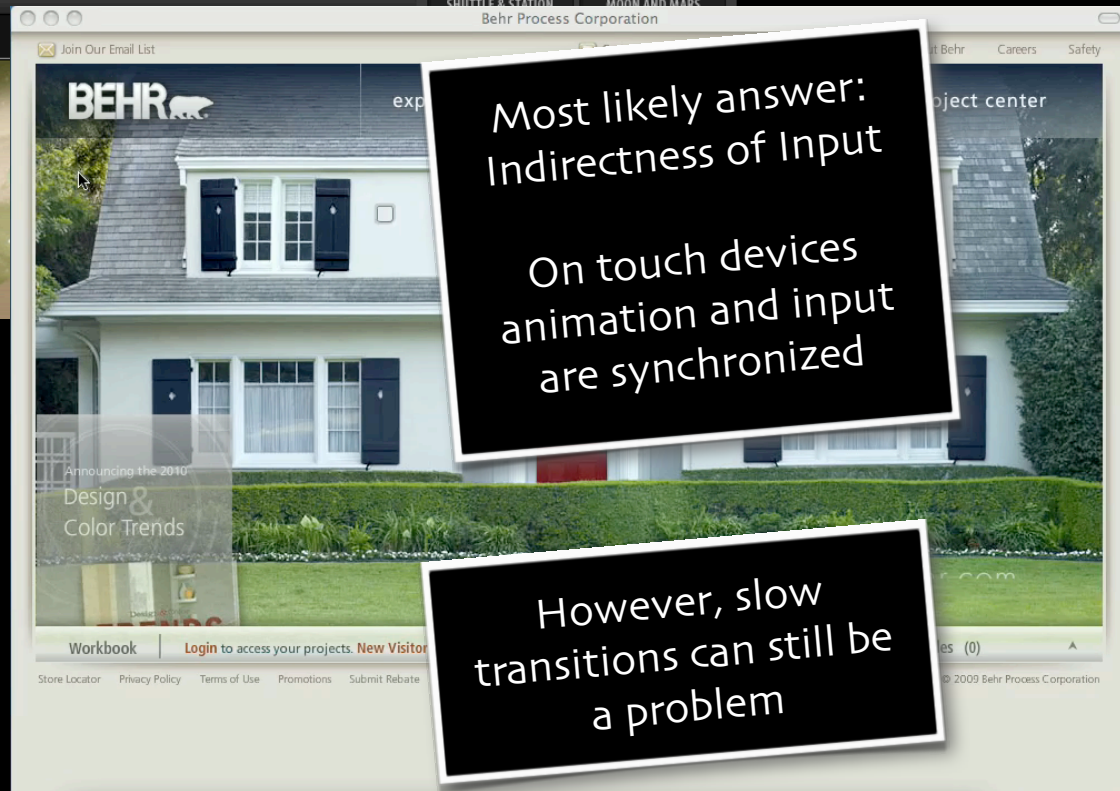
16280 Paradise Valley Ln
Morgan Hill, CA 95037 \$2,265,000



Listing courtesy of Intero Real Estate Services [Disclaimer](#)

[View Details](#)

[Schedule a Tour](#)



Most likely answer:
Indirectness of Input

On touch devices
animation and input
are synchronized

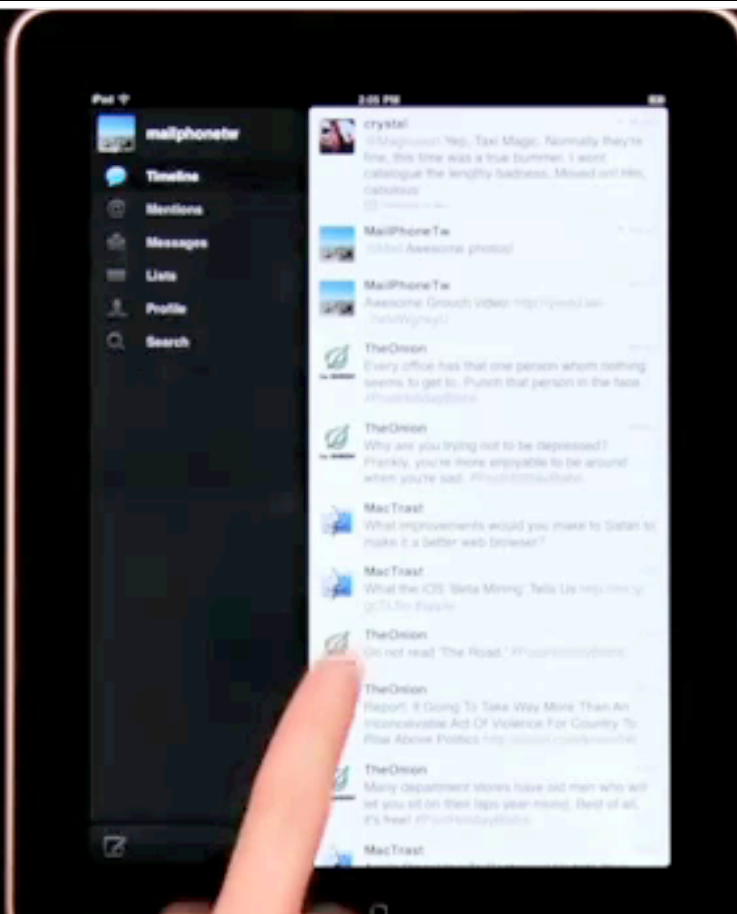
However, slow
transitions can still be
a problem

Animation Can...



Animation Can...

Reveal relationships



Animation Can...

Reveal relationships

Improve
responsiveness

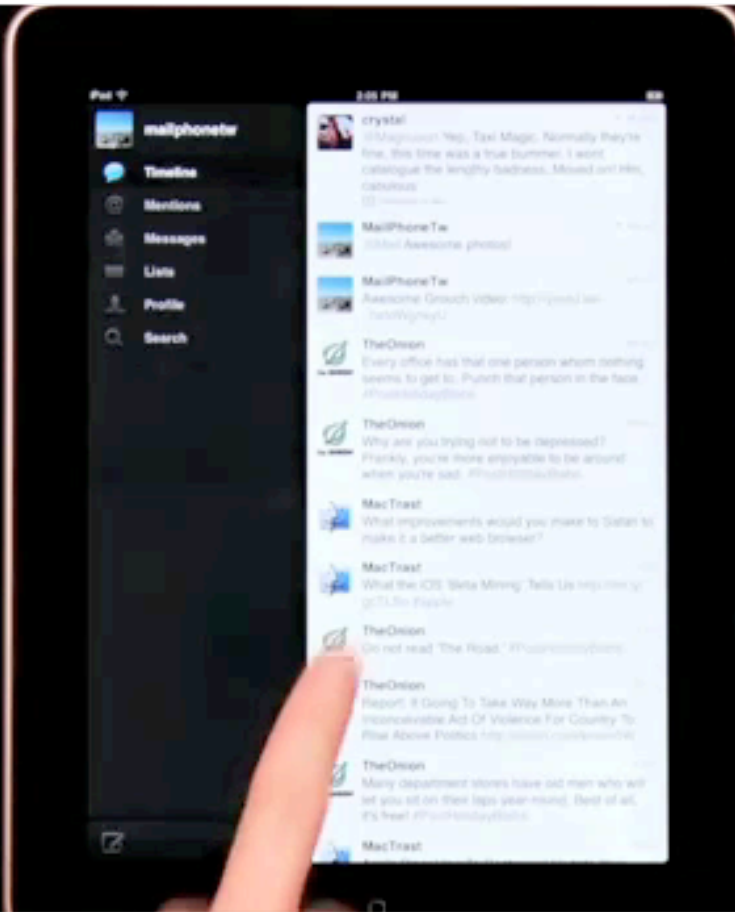


Animation Can...

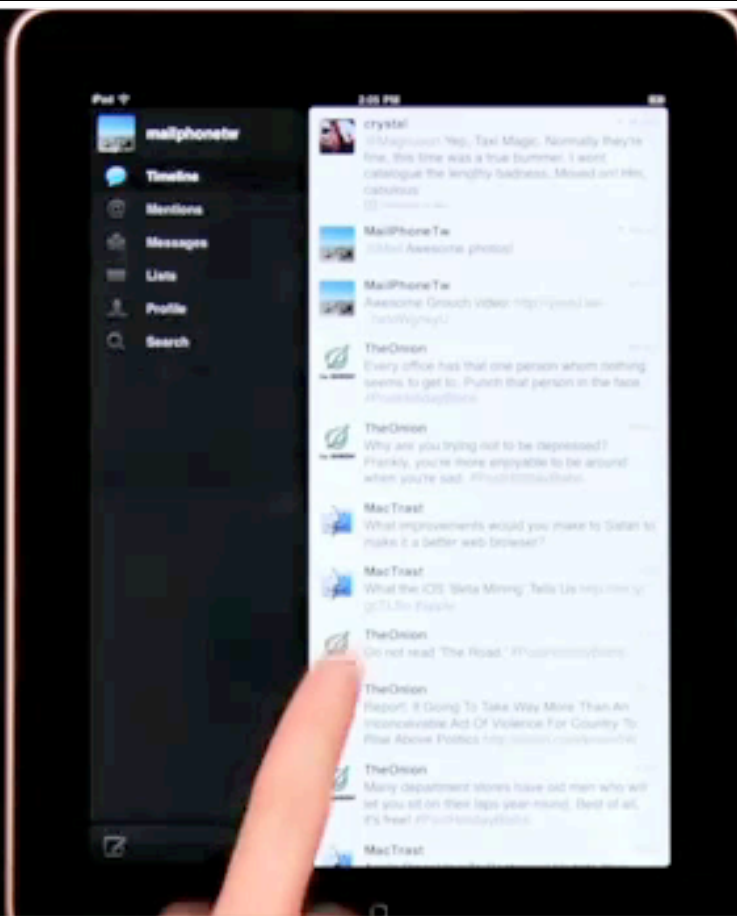
Reveal relationships

Improve
responsiveness

Show state change



Animation Can...



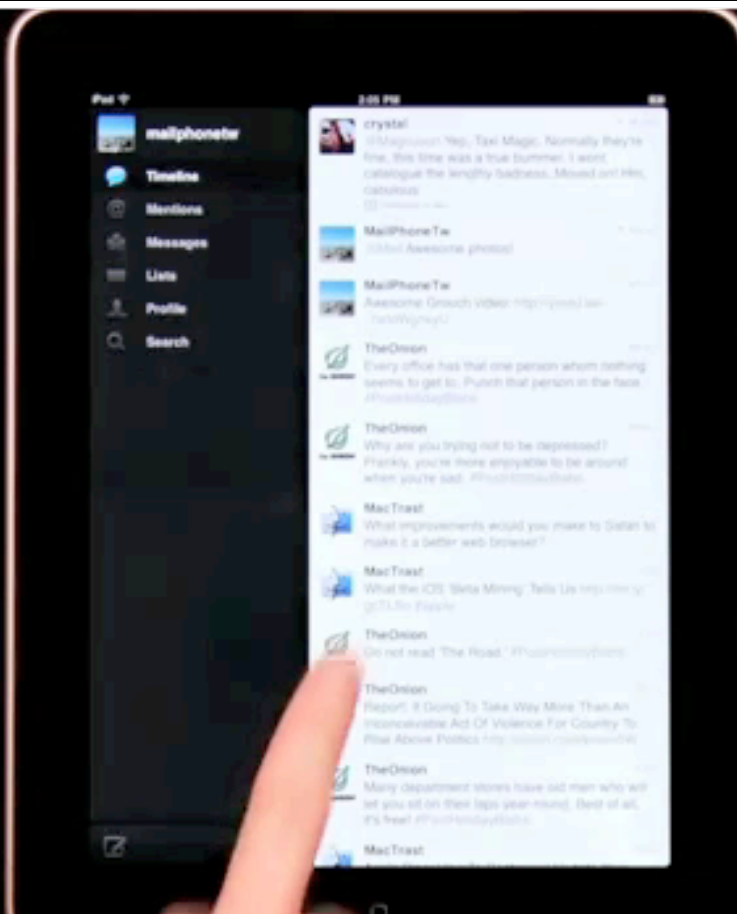
Reveal relationships

Improve
responsiveness

Show state change

Focus attention

Animation Can...



Reveal relationships

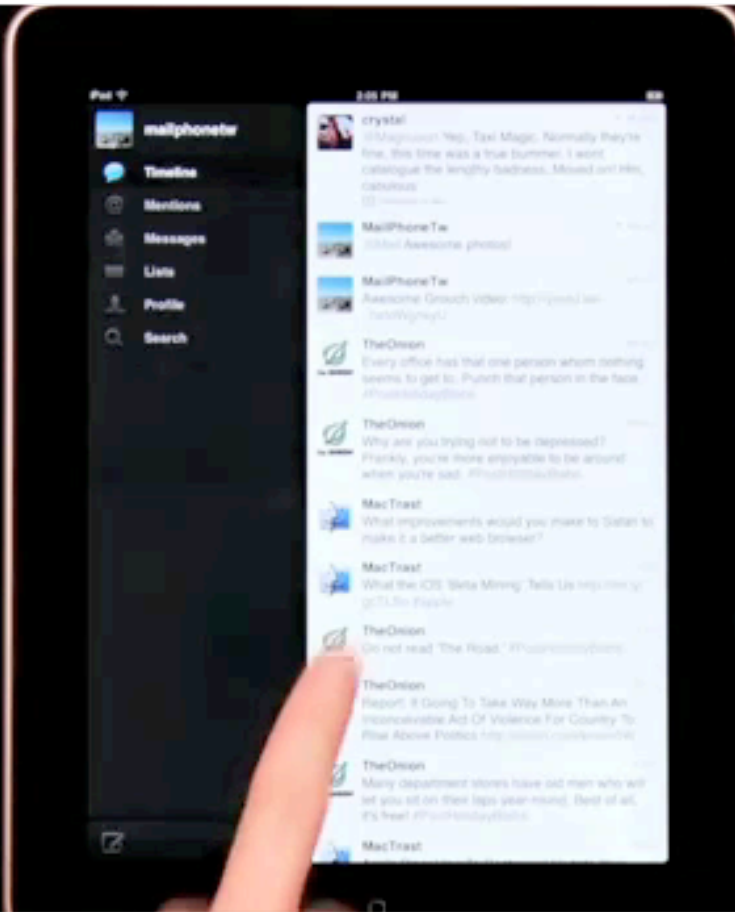
Improve
responsiveness

Show state change

Focus attention

Create delight

Animation Can...



Reveal relationships

Improve
responsiveness

Show state change

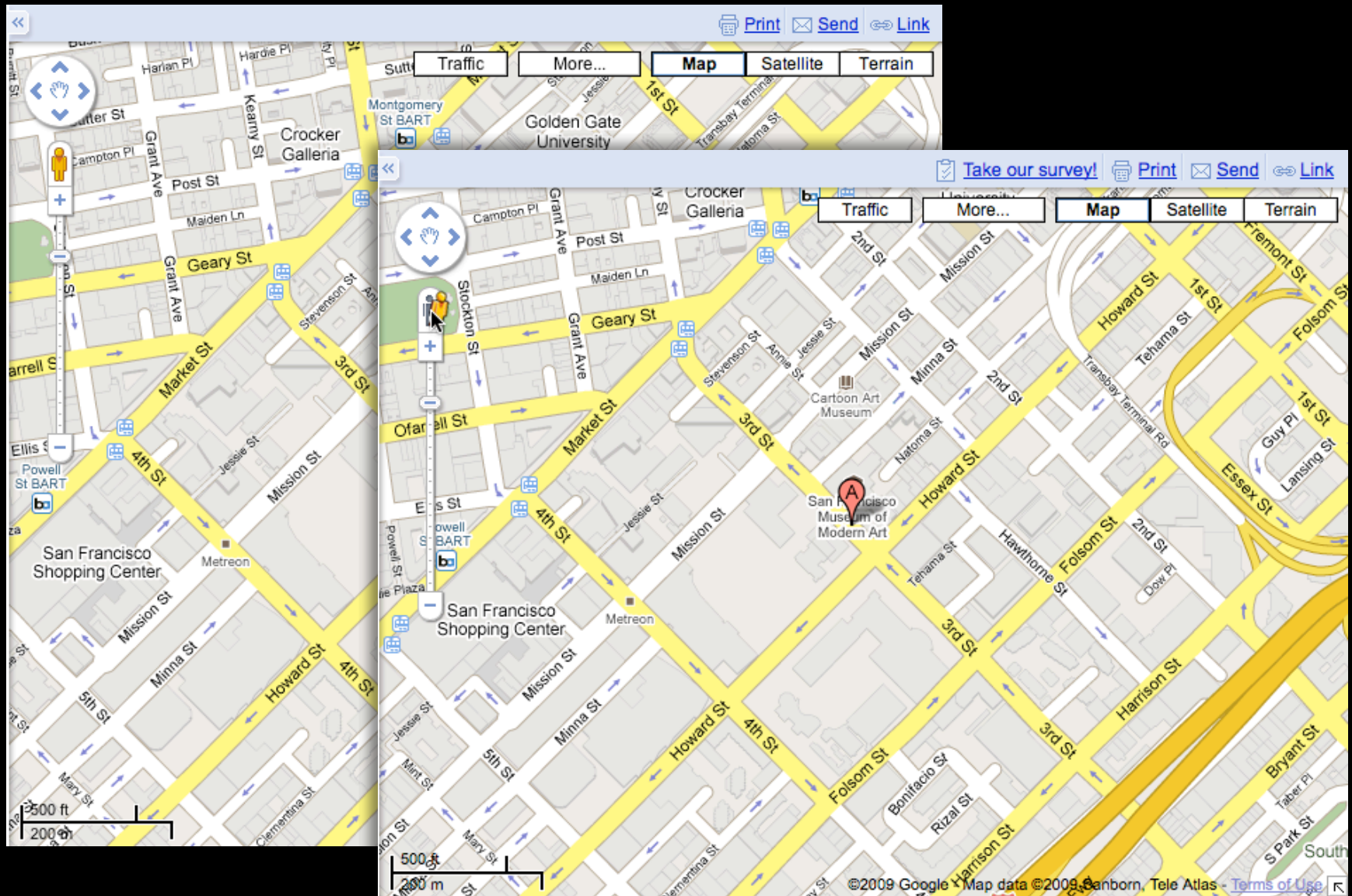
Focus attention

Create delight

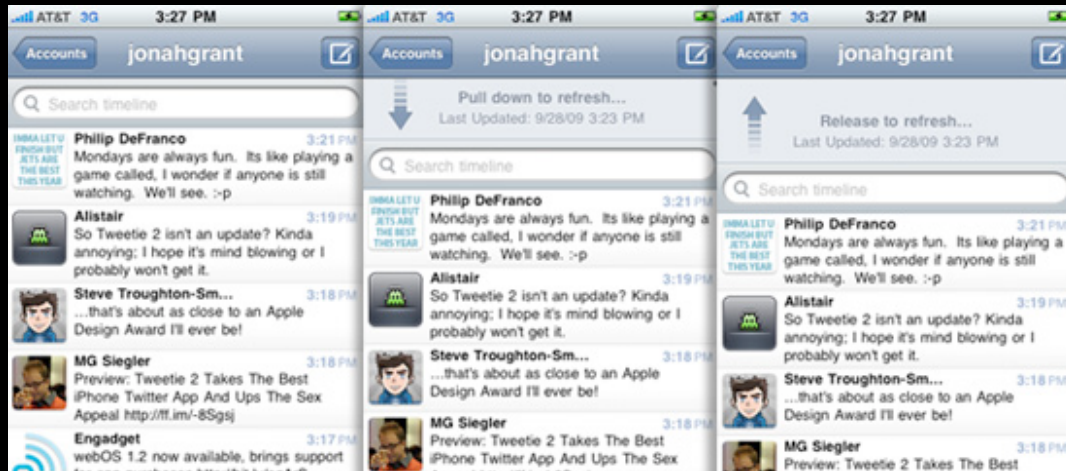
Simulate physicality

Use Invitations to Create Responsiveness

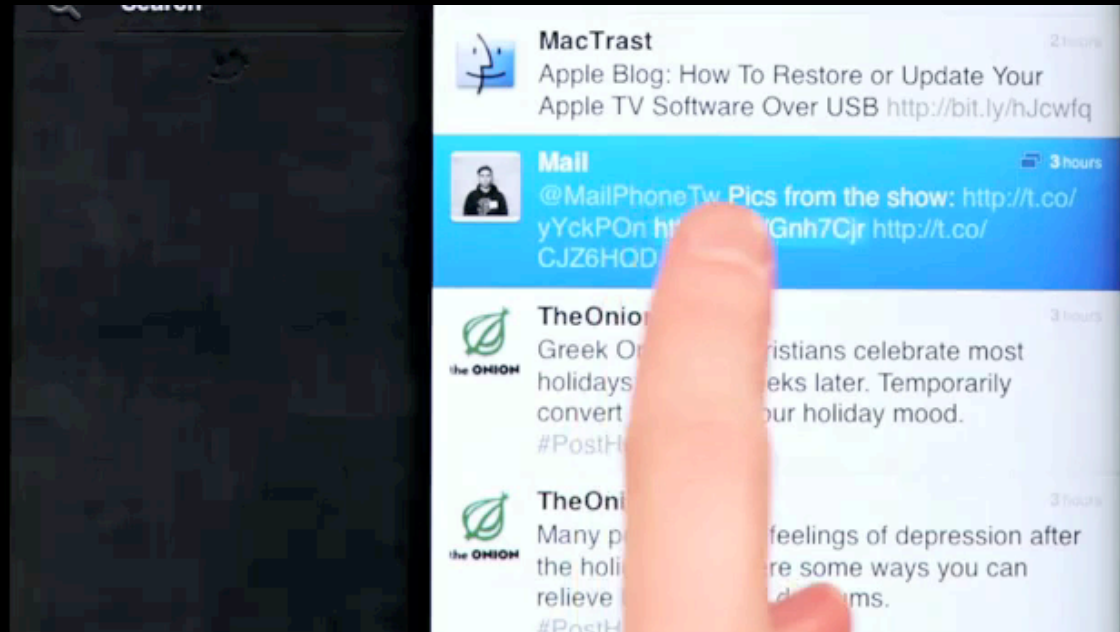
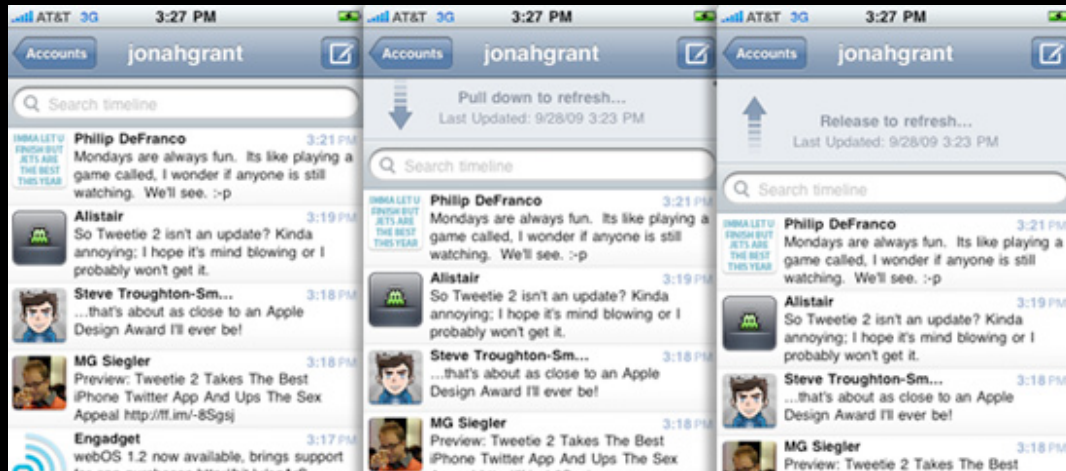
Just in Time Invitations at Drag Moments



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)

54

Invitations at Reward Moments

Close 

Rate Your Recent Return



OCEAN'S THIRTEEN

★ ★ ★ ★ ☆

No Opinion

(click the stars)

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

1

Add

★ ★ ★ ★ ☆

Not Interested

2

Add

★ ★ ★ ★ ☆

Not Interested

Major source of
obtaining ratings

Be Snappy
to
Be Responsive

Performance is Not Always a Given

NETFLIX

Recently Watched

Suggestions for You

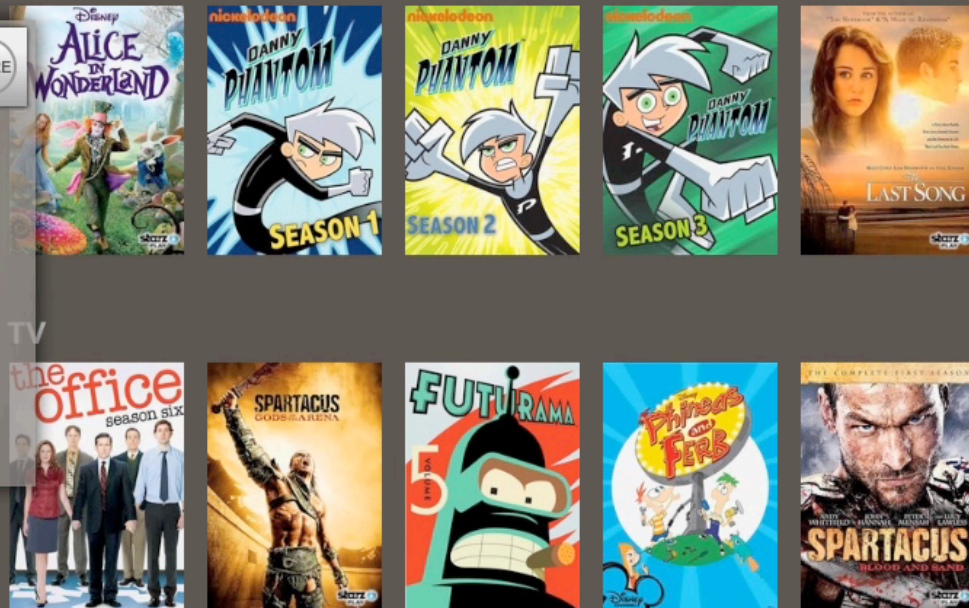
MORE

New Arrivals

Genres

Instant Queue

Search



X 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

Recently Watched

Suggestions for You

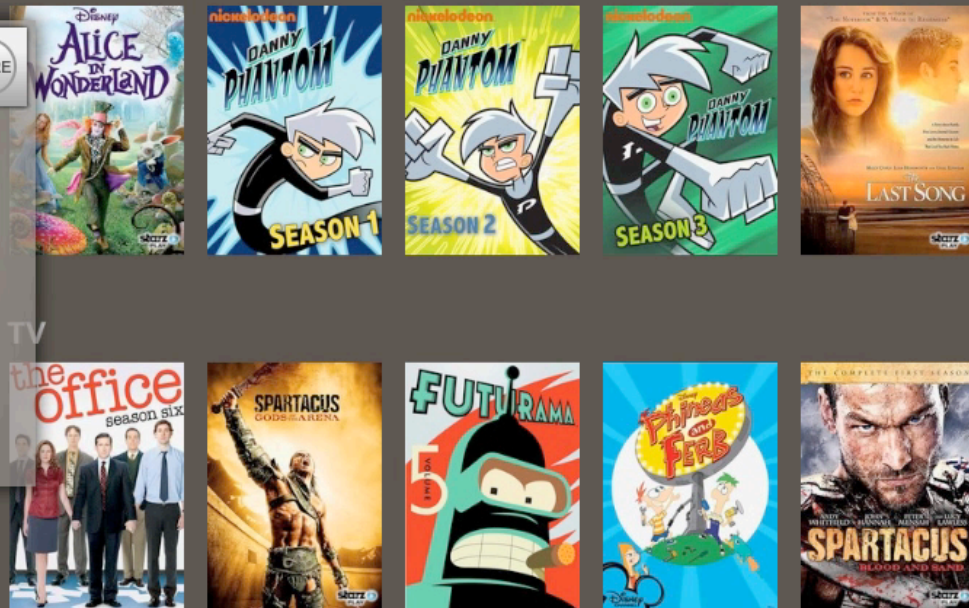
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Emotional Movies



Performance is Not Always a Given

NETFLIX

Recently Watched

Suggestions for You

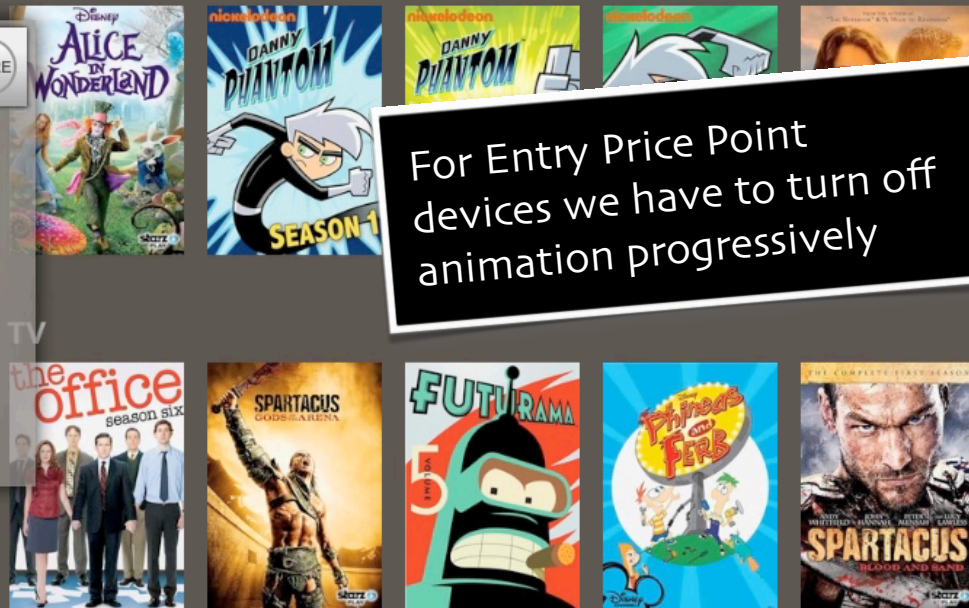
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We had to perform magic to get our Webkit core to do this one transition

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.

Recently Watched



Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Emotional Dramas

Watch Instantly

Browse DVDs

Your Queue

★ Suggestions For You

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 & Adventure

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

As well as your interest in...



24: Season 2



Chain Reaction



Westbound



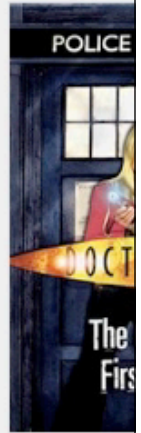
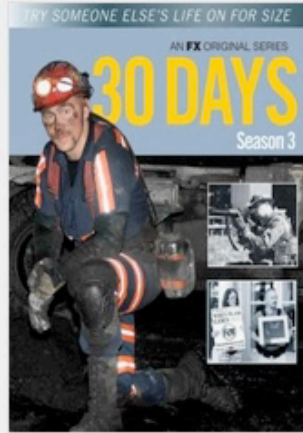
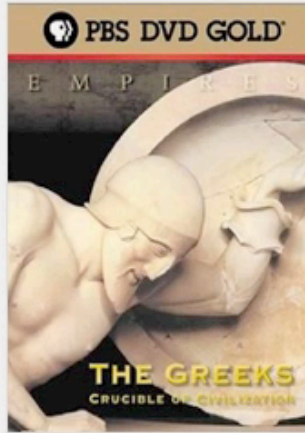
Boxer's Adventure



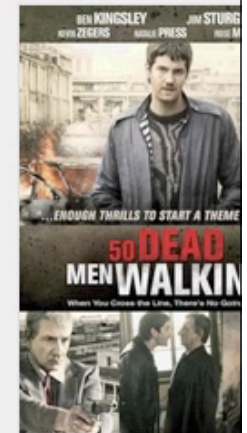
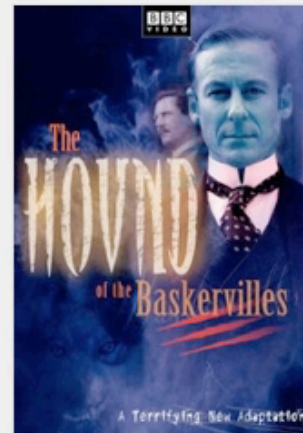
Watch Instantly Browse DVDs Your Queue ★ Suggestions For You

Genres ▼ New Arrivals Starz Play Instantly to your TV

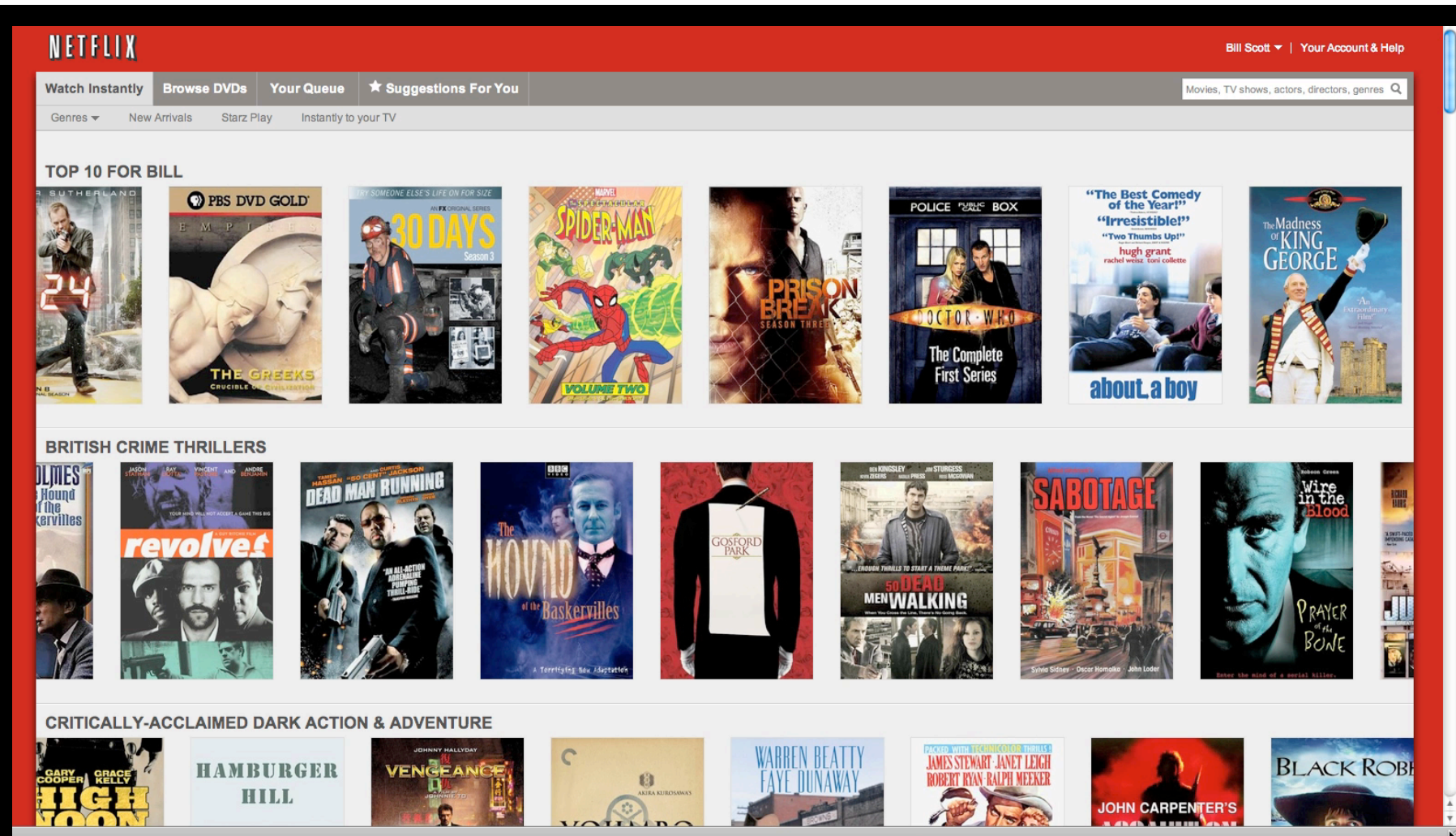
TOP 10 FOR BILL



BRITISH CRIME THRILLERS



CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE



Can Influence Website Experience



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