

Designing Rich Interactive Experiences

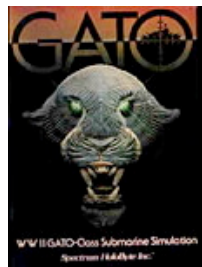
Bill Scott

Sr. Director Web Development
PayPal

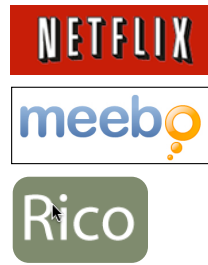
User Interface Sixteen

November 7, 2011
Boston, MA

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PayPal



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Today's Agenda

8:30 Session 1 - Interactivity

9:00 Exercise - Interesting Moments

9:15 Session 2 - Flow

9:45 Exercise - Flow

10:15 Break

10:30 Session 3 - Application & Page Patterns

11:45 Lunch

1:00 Session 4 - Physicality & Direct Input

2:00 Exercise

2:15 Session 5 - Responsiveness, Animation & Invitations

3:15 Break

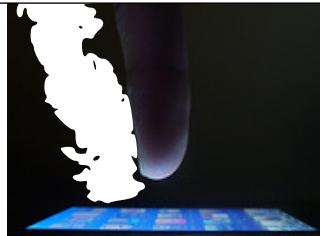
3:45 Session 6 - Bringing Design to Life

4:30 Discussion/Exercise

5:00 Final Q&A

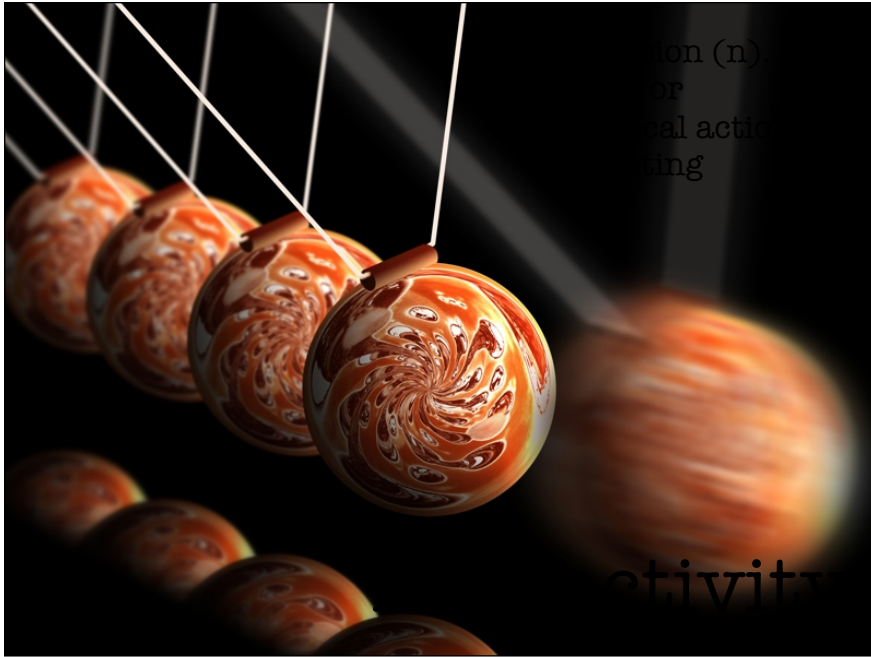
4:45. Discussion/Q&A

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Session 1 Interactivity

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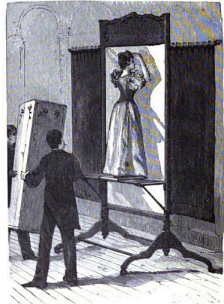


Chris Crawford
Interactive Storytelling

interactivity.
cyclic process
between two or more
active agents in
which each agent
alternatively listens,
thinks, and speaks.

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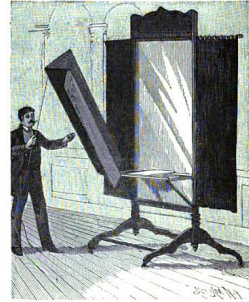
This is an Illusion



REVEALING THE LADY.

Magic is both in the details and in the performance.

- Daniel Fitzkee



THE LADY HAS VANISHED.

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The User Illusion



David Smith (Xerox) dubbed the Xerox Star interface the user illusion
- Alan Kay

<http://www.asktog.com/papers/magic.html>

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Simple Illusion

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Events...

Page load. Mouse hover. Mouse down. Drag initiated. Drag leaves original location. Drag re-enters original location. Drag re-enters original location. Drag enters valid target. Drag exits valid target. Drag enters specific invalid target. Drag is over no specific target. Drag hovers over valid target. Drag hovers over invalid target. Drop accepted. Drop rejected. Drop on parent container.

16+

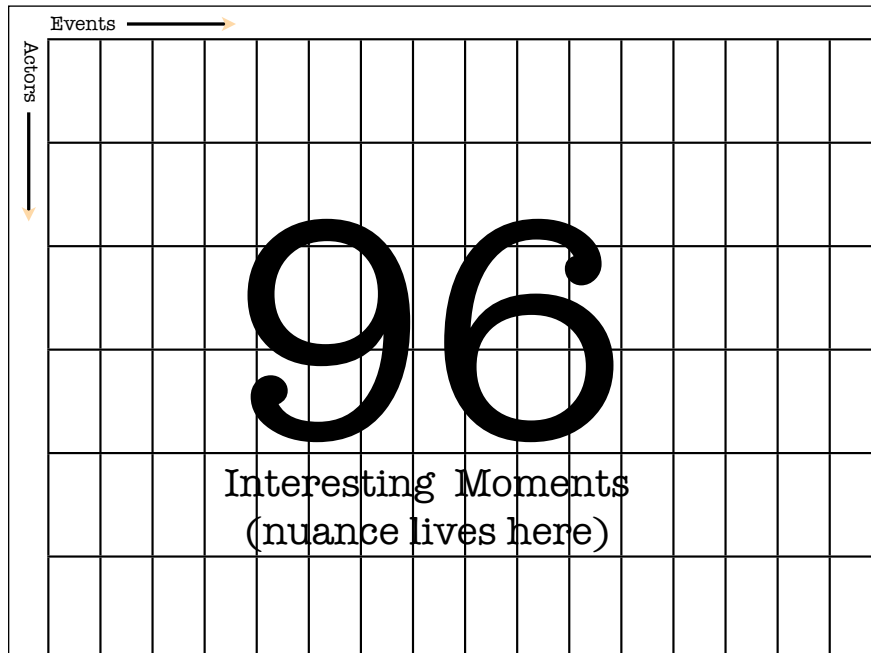
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Actors...

Page. Cursor. Tool Tip. Drag
Object. Drag Object's Parent
Container. Drop Target.

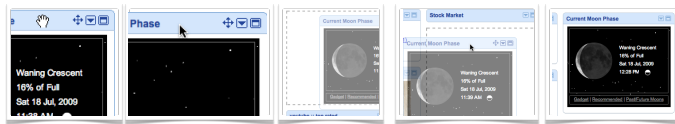
6+

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Interesting Moments



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Module is shown as a gray, thick, dashed outline.		Dragged module removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Planned engagement

Planned moments of rest

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interesting moments.
opportunities for
engaging with the user
throughout an
interaction.

the moments that
create the illusion.

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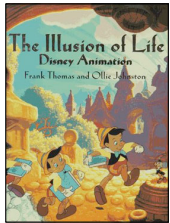
Interesting Moments



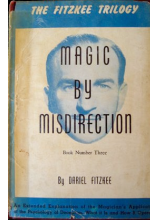
Frescoes & stained glass have been telling stories for a long time. panes tell the moments of a story



“Juxtaposed pictorial & other images in deliberate sequence.” panels tell the moments of a story



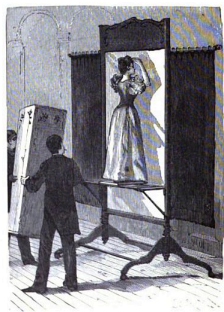
The masters of animation called it the “Illusion of Life”. cells tell the moments of a story



Magic hangs in the balance of the “delicacy of the illusion”. the performance overshadows the moments of a story

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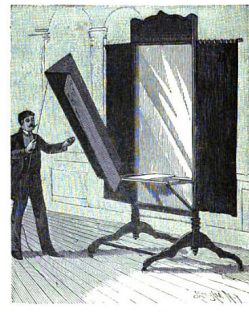
Delicacy of an Illusion



RECKENING THE LADY.



THE DISAPPEARANCE EXPLAINED.

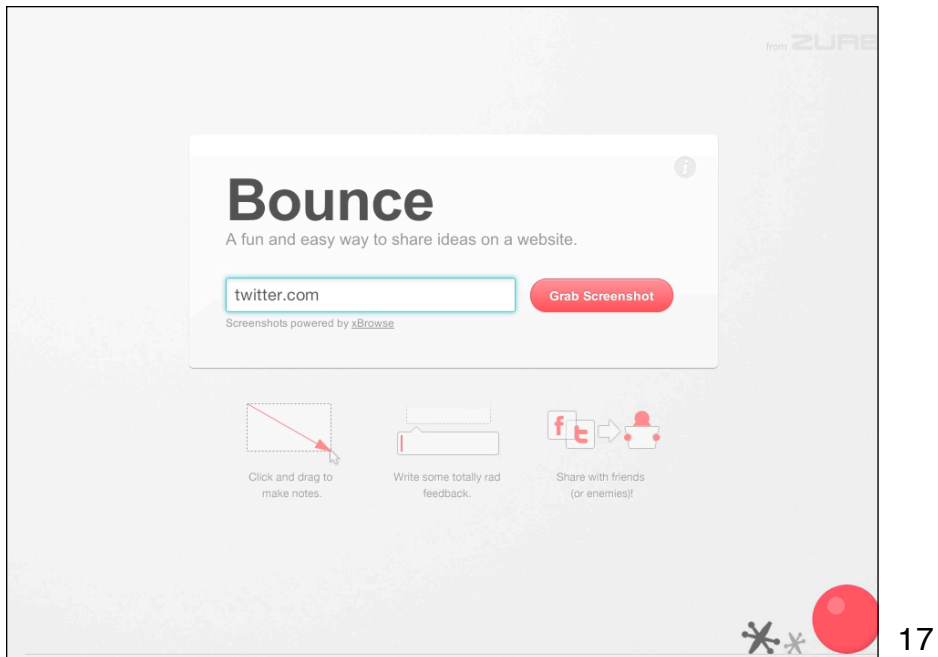


THE LADY HAS VANISHED.

The slightest mistake would destroy an illusion. Each moment matters.

Key principle for effective illusions: attention to detail
-Fitzkee

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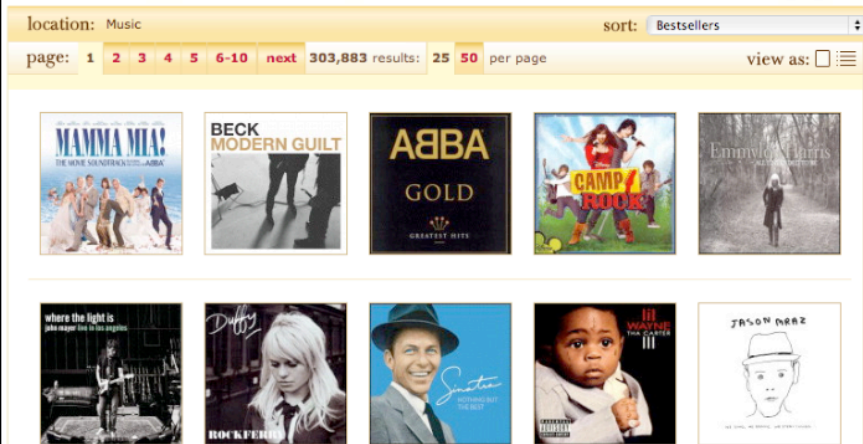


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ZURB						
	Mouse hover inactive annotation	Mouse hover off inactive annotation	Click inactive annotation	Click off inactive annotation with text	Click off inactive annotation without text	Mouse hover active annotation
The entire annotation					Removed	
Mouse cursor	Pointer		Move			Move
Shadow			Shown	Hidden		
Overlay border			Active state shown by dashed line	Inactive state shown by solid line		
Resize nubs			Shown	Hidden		
Number						
Note bubble	Shown	Hidden	Shown	Hidden		
Note text	Shown		Hidden			
Note textarea	Hidden		Shown			
OK button	Hidden		Shown			

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Delicacy Broken



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Exercise

<http://bit.ly/ui16-bws-ex-1>

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Fill in Interesting Moments
Grid at

<http://bit.ly/ui16-bws-ex-1>

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Mapping Interesting Moments

Go to twitter.com

Create an interesting moments grid for twitter.com

Couple of good choices:

- A tweet's interesting moments
- The twitter stream's interesting moments

How many moments did you find?

Did you find yourself questioning any of the decisions about what to do?

Discover any bugs?

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