

Session 5 Responsiveness

1



Be Responsive

2

Use Invitations to Create Responsiveness

3

DUSTIN CURTIS

PREV NEXT

Hello average person,

You should follow me on Twitter.

A quick study
exploring the power
language has on
clickthrough rates.

July 14, 2009

I spend a lot of time thinking about how to improve
user experiences. Sometimes, I take my ideas and
create experiments to get hard data about how users
behave in the real world.

During the past few months, I
have been performing an
experiment on this site.

4

PERMUTATION	CLICKTHROUGH
"I'm on <u>Twitter</u> ."	4.70%
"Follow me on <u>twitter</u> ."	7.31%
"You should follow me on <u>twitter</u> ."	10.09%
"You should follow me on twitter <u>here</u> ."	12.81%

Use a clear call to action.

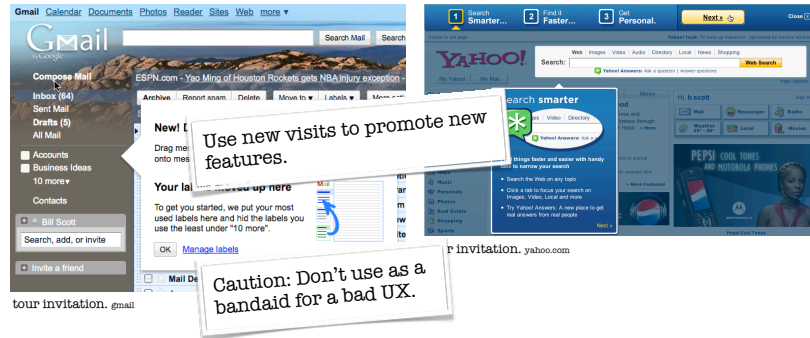
http://dustincurtis.com/images/twitter/green_spill.jpg

5

The screenshot shows the Google+ homepage. At the top, there's a search bar with the text "Search Google+" and a magnifying glass icon. Below the search bar, there's a large graphic of many colorful arrows (red, orange, yellow, green, blue) pointing towards the center. In the center of these arrows is a red circle with a white plus sign and the text "+You". To the right of the arrows, there's a sign-in prompt that says "Join Google+", "Just sign in with your Google account to start using the new parts of Google.", and a "Sign in" button. Below the sign-in prompt, it says "You need to have a Google account to join Google+. Don't have one? Create an account". At the bottom of the page, there's a navigation bar with the text "Search Images Videos".

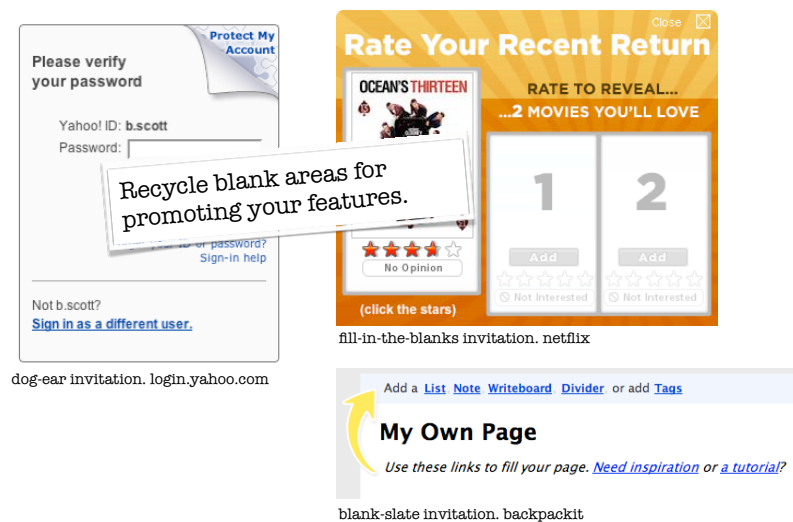
6

Opening Invitations



7

Rewards as Invitations



8

Invitational Prompts



What are you doing right now?

facebook.com

Use questions or commands to prompt for input.

delicious Home Bookmarks People Tags



Bill Scott's Bookmarks

Bookmarks | Network | Tags | Subscriptions | Inbox (1 new)

Site: <http://looksgoodworkswell.blogspot.com>

See more bookmarks in Popular, Recent, or

Keep the visuals simple

billwscott Type a tag

02 JAN 09 21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooTools)
EDIT | DELETE

delicious.com

9

Inviting Interaction

hover invitation. ymovies

My Grade:

A
B+ B B-
C
D
F

[write a review](#)

hover & tool invitation. backpackit

Lists

☐ Remove this item

Add item or [Pin item to existing list](#)

[Make a new list](#)

Front Grounds

ADD NOTE SEND TO GROUP ADD TO SET THIS STEPS PRINTS & MORE

Aid discoverability with hover invitations.



tooltip, hover & cursor invitation. slskroom

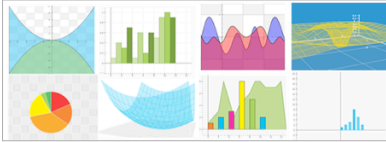
10

Inviting Interaction

Rich Data Visualization Tools. I've included the first three to whet your appetite.

Ajax.org

Ajax.org Platform is a pure javascript application framework for creating real-time collaborative applications that run in the browser.



AnyChart

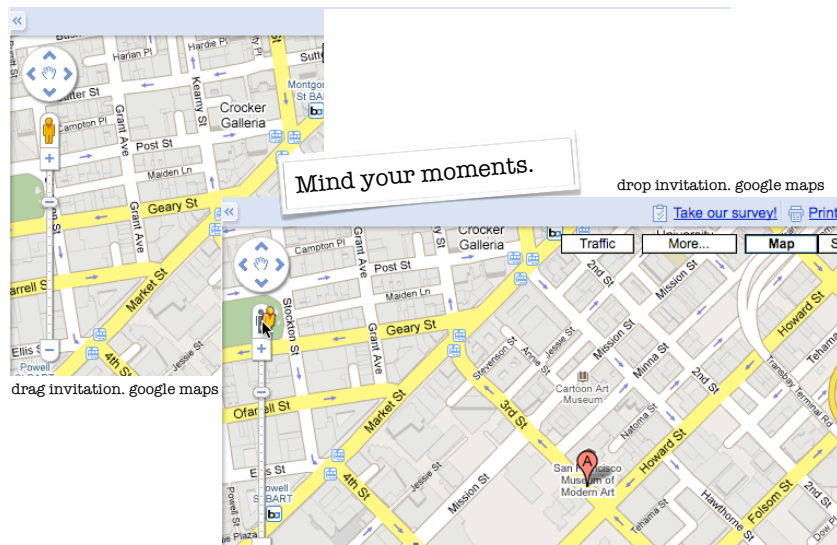
AnyChart is a flexible Flash based solution that allows you to create interactive and great looking flash charts.



meebo bar

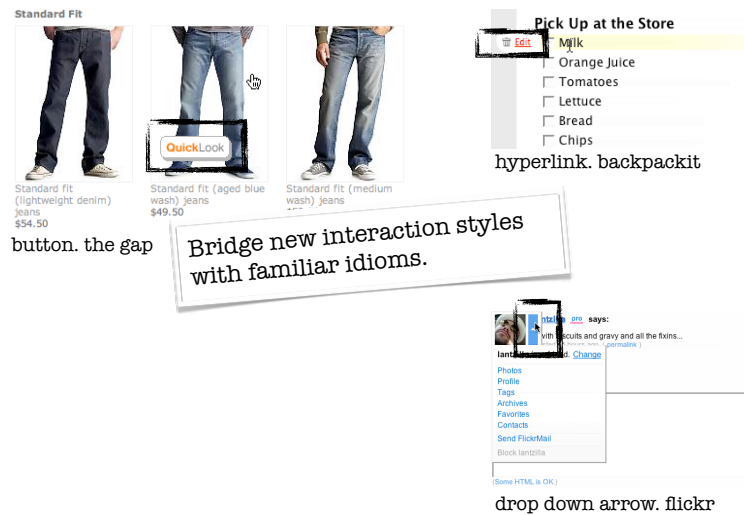
11

Continuous Invitations



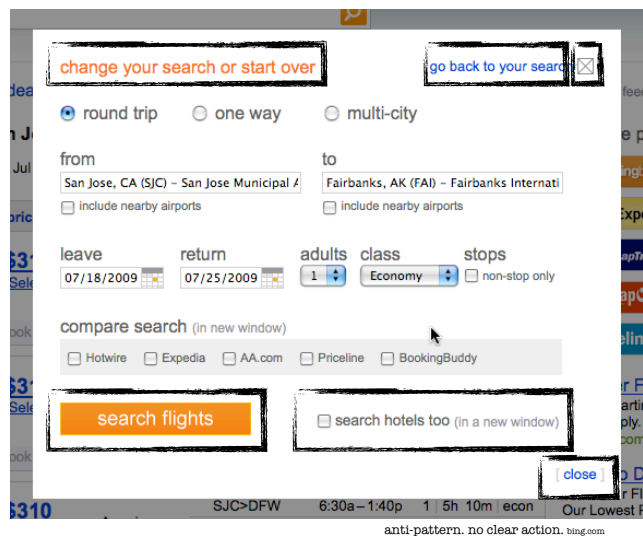
12

Familiarity in Invitations



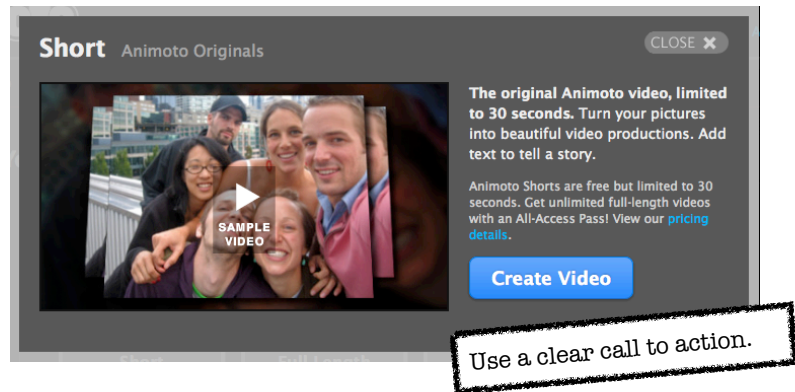
13

Call to Action Invitations



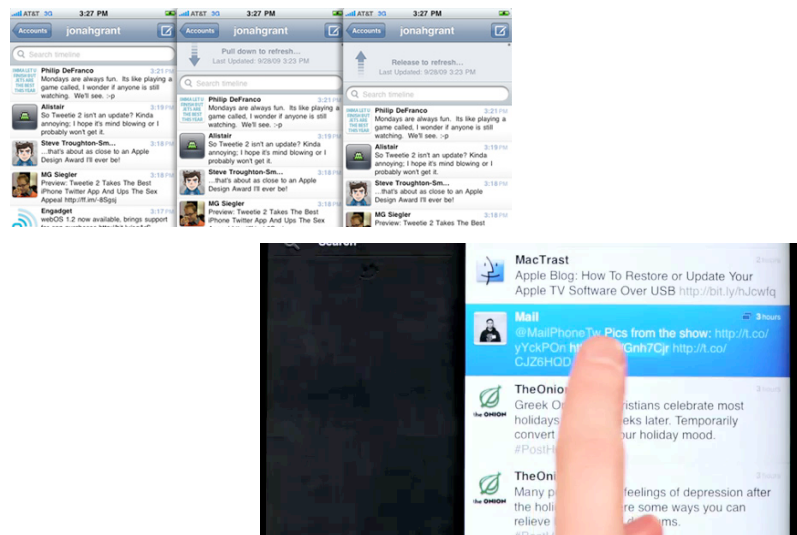
14

Call to Action Invitations



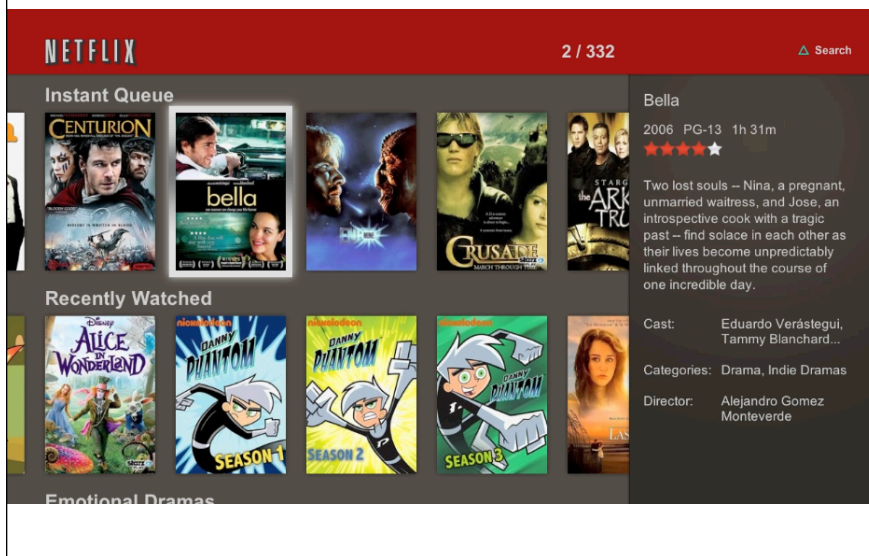
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Mobile Invitations



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Content as an Invitation



17

**Use Transitions/
Animations
to Create
Responsiveness**

18



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Needless Fanfare

TurboTax Deluxe

Personal Info Federal Taxes Federal Review State Taxes

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)

anti-pattern, needless fanfare, macintosh turbo tax

Federal Tax Due

\$10,533

CA Tax Due

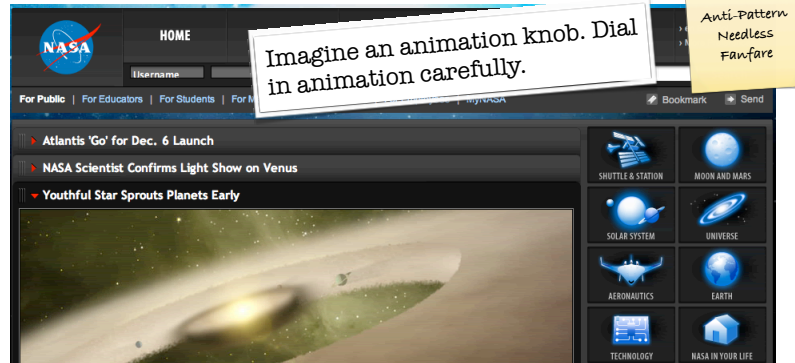
\$4,973

again in slow-motion...



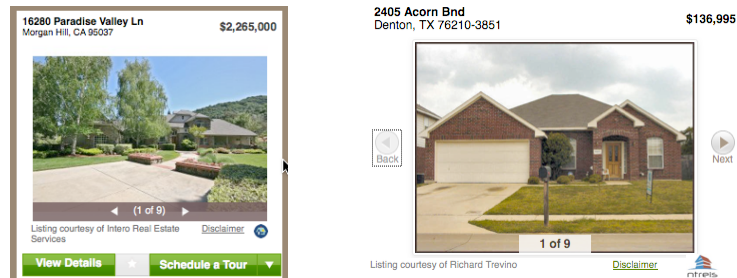
20

Unnecessary Animations



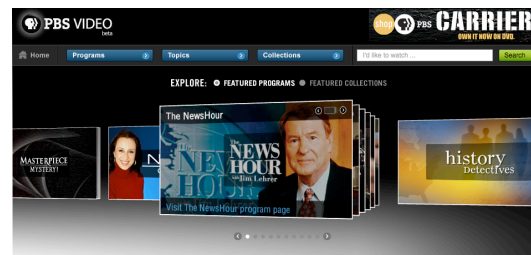
anti-pattern. needless fanfare. nasa.gov

21



anti-pattern. needless fanfare. roost.com

anti-pattern. needless fanfare. roost.com



anti-pattern. needless fanfare. pbs.org

22

Unnecessary Animations



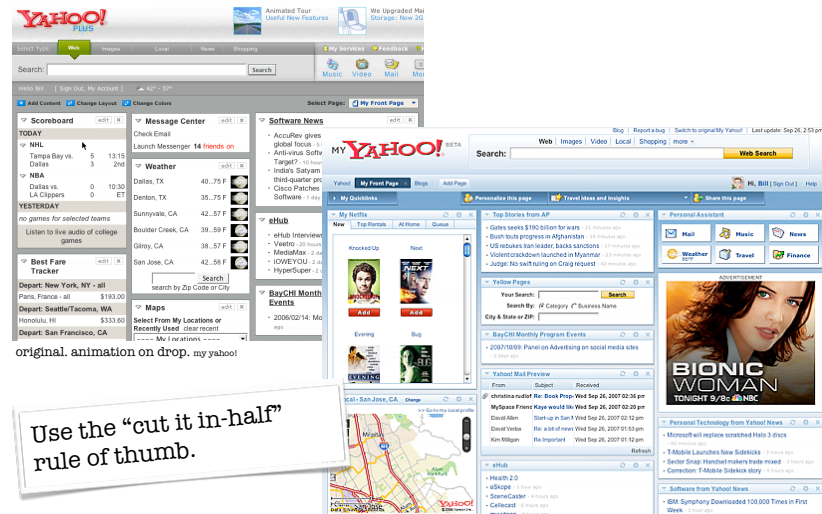
Occam: What can be done with less is done in vain with more.

Tufte: Smallest Effective Difference. Make all visual distinctions as subtle as possible, but still clear and effective.

Anti-pattern
Needless
Fanfare

anti-pattern. animation gone wild. behr paint

23



original. animation on drop. my.yahoo!

Use the "cut it in-half"
rule of thumb.

current. no animation on drop. my.yahoo!

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Reinforcement by Animation

Used car locator

[Back to Used cars homepage](#)

My search [My favourites](#)

Setup your search, enter your location and click 'search now'

1. Chosen models:

To ADD a model:

Simply click a model on the right.

Please note:

You can add more than one model to your search.

Once added:

Click the 'model image' for more options that allow you to select only specific model variations & trims.

OR

Click the 'remove' button to delete the model from your search.

2. Fine-tune your search:

3. Must haves:

4. Search type: ☒ Available stock ☐ Coming soon stock

5. Enter your postcode or location:

Model selection



£2,990 to £8,990



£4,685 to £8,995



£3,995 to £14,995



£4,995 to £27,000



£6,492 to £29,990



£6,995 to £19,995



£5,980 to £22,490



£3,995 to £7,999



£6,995 to £19,995



£12,250 to £26,990



£18,990 to £26,995



£4,295 to £37,000



£16,950 to £32,494



£6,995 to £23,490



£8,450 to £23,995



£14,290 to £27,995



£14,999 to £52,980



£12,999 to £39,990

View:

☒ All

☐ Hatchbacks

☐ Saloons

☐ Estates

☐ Coupe/Cabrio

☐ Executives

☐ MPVs

☐ 4x4s

Animation must reinforce the interaction.

25

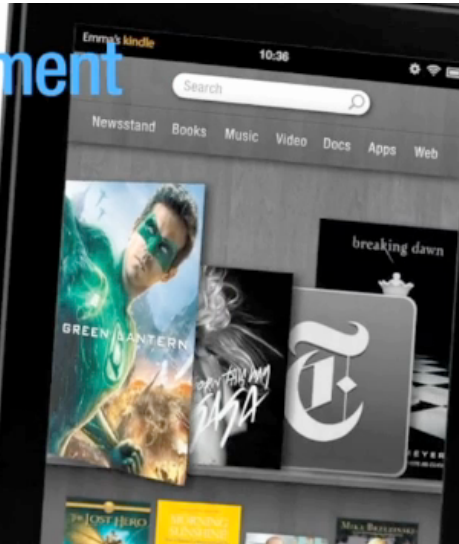
Animation Can Be Good



26

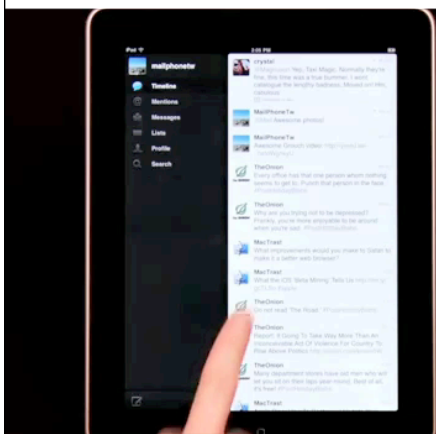
Animation Can Enhance

Entertainment



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Animation Can...



Reveal relationships

Improve responsiveness

Show state change

Focus attention

Create delight

Simulate physicality

28

Be Lively to Be Responsive

29


Late Night Comedies

[Not Interested](#) [See All >](#)

Based on your interest in
[National Lampoon's Pledge This!](#)
[The Stoned Age](#)
[Team America: World Police](#)

Set this genre
Late Night Comedies
☐ ☒ Sometimes watch


[Humboldt County](#)



[Add](#)

★★★★★
[Not Interested](#)


[Revenge of the Nerds: Panty Raid Edition](#)



[Add](#)

★★★★★
[Not Interested](#)


[The Onion Movie](#)



[Add](#)

★★★★★
[Not Interested](#)

[A Dirty Shame](#)



[Add](#)

★★★★★
[Not Interested](#)

experiment on home page

NETFLIX

Bill Scott - | [Your Account](#) | [Buy / Redeem Gift](#) | [help](#)

[Browse DVDs](#) [Watch Instantly](#) [Your Queue](#) [Movies You'll ♡](#)


Suggestions (1435) | [Rate Movies](#) | [Taste Preferences](#) | [Movies You've Rated \(808\)](#)

[Rate Movies you've seen to discover movies you'll love](#)

Rating Movies In [All Genres](#)


RATED MOVIES 608

[Miss Congeniality](#)




[Add](#)

[Big Momma's House](#)




[Add](#)

[Hitch](#)



[Add](#)

[Taxi Driver](#)

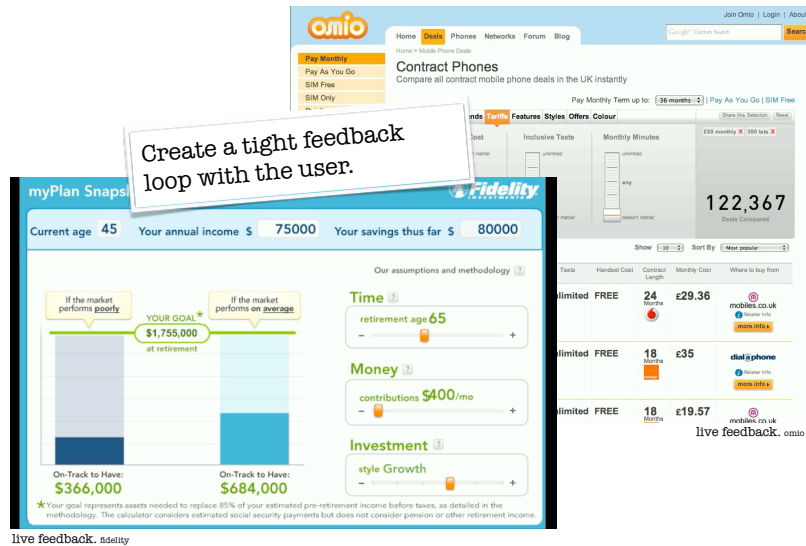


[Add](#)

dedicated area

30

Feedback Loop



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Narrow to a Goal



32

Use Previews

The screenshot shows the Volkswagen Beetle configurator interface. On the left, there's a sidebar with sections: "New Beetle" (Starts at \$18,290*), "Overview", "Gallery", "Features" (listing things like 180-hp engine, 170 mpg, etc.), "Build", and "Shopping Tools". The main area displays a 3D model of a black Beetle. To its right is a color selection palette with "exterior" and "interior" options. Below the car model is a "Click and Drag the Car or Split View" button. A callout box with the text "Use live previews." points to the car model. On the right side of the interface, there's a "Trailer" section with "Standard" and "Large" buttons, and a "for your iPod" section with "480p", "720p", and "1080p" buttons. At the bottom, there's a "live suggest. apple search" section.

live preview. volkswagen car configurator

Use live previews.

live suggest. apple search

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Lively Forms

The screenshot shows the Yahoo! Small Business domain name search form. The form has a "Find a domain name:" label, a text input field containing "www.billsportfolio.com", and a "Search" button. Below the input field, there's a hint "(ex. widgetdesigns.com)". A callout box with the text "Prevent errors beforehand with live forms." points to the search results area. The search results show "Required information for Google account" and "Your current email address: someone@somewhere.com". Below this, there's a "Choose a password:" section with a text input field and a "Password strength" link. The password strength is indicated as "Too short" and "Minimum of 6 characters in length."

Find a domain name:

www.billsportfolio.com Search

(ex. widgetdesigns.com)

live forms. yahoo! small business

Prevent errors beforehand with live forms.

Required information for Google account

Your current email address: someone@somewhere.com

e.g. myname@example.com. This will be your username and sign-in.

Choose a password: Minimum of 6 characters in length. Password strength: Too short

live forms. google account creation

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Lively Forms

KAYAK™ Search with us, book with them.™

Flights | **Hotels** | **Cars** | **Deals** | **Best**

Reduce user effort by
autocompleting correctly.

☒ Round-trip
 ☐ One-way
 ☐ Multi-city

From

☒ Show Nearby Airports

To

☒ Show Nearby Airports

Leave **Time** **Return** **Time**
 2/15/2006 Anytime 2/22/2006 Anytime

Travelers **Cabin**
 1 Economy

☐ Prefer Nonstop

for [hundreds of airlines](#).

auto complete, kayak

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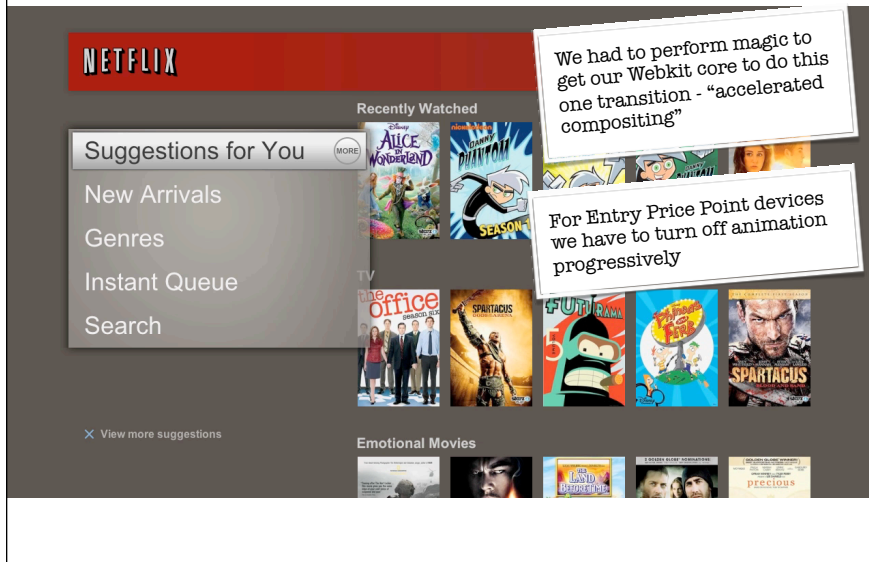
Interactivity

yahoo! finance

farecast.com

36

Performance is Not Always a Given



The screenshot shows the Netflix homepage interface. At the top is the red Netflix logo. Below it is a 'Suggestions for You' sidebar with options: 'New Arrivals', 'Genres', 'Instant Queue', and 'Search'. The main content area features 'Recently Watched' (with 'Alice in Wonderland' and 'Phantom' visible), 'TV' (with 'The Office', 'Spartacus', 'Futurama', and 'Spartacus' visible), and 'Emotional Movies' (with 'The Land Before Time', 'The Land Before Time', 'The Land Before Time', and 'Precious' visible). Two callout boxes are overlaid on the right side of the interface:

- Top callout: "We had to perform magic to get our Webkit core to do this one transition - 'accelerated compositing'"
- Bottom callout: "For Entry Price Point devices we have to turn off animation progressively"

At the bottom left of the interface, there is a link: "X View more suggestions".

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Break

(30 minutes)

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