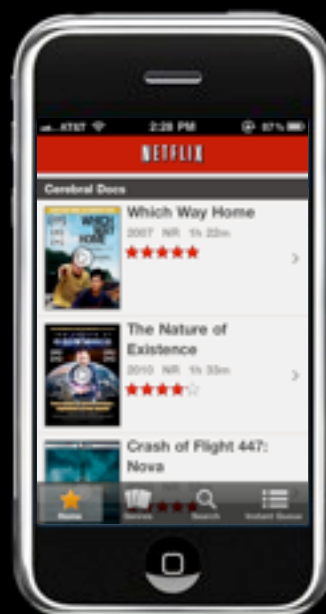
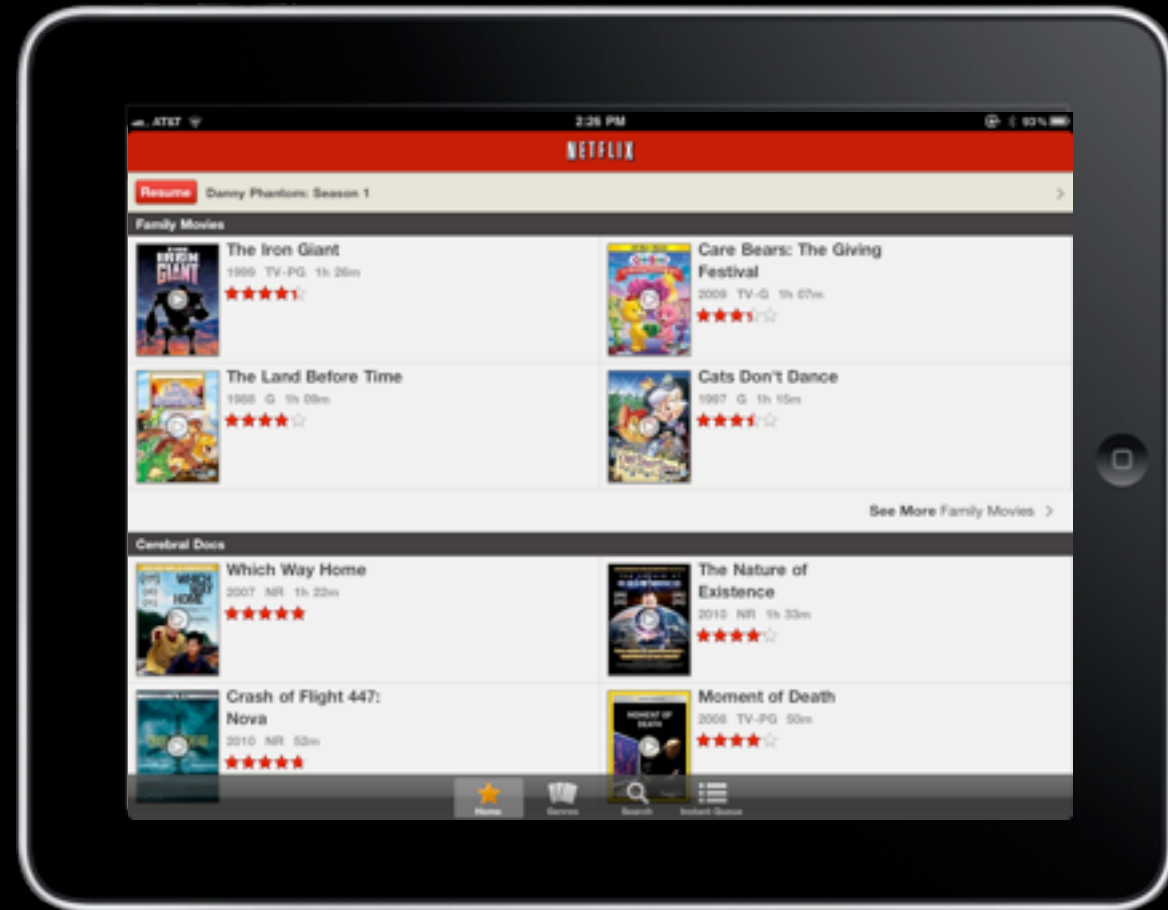




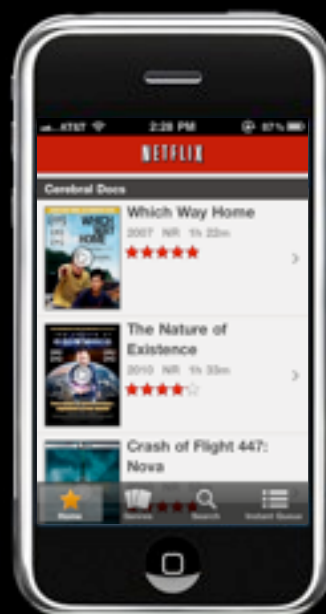
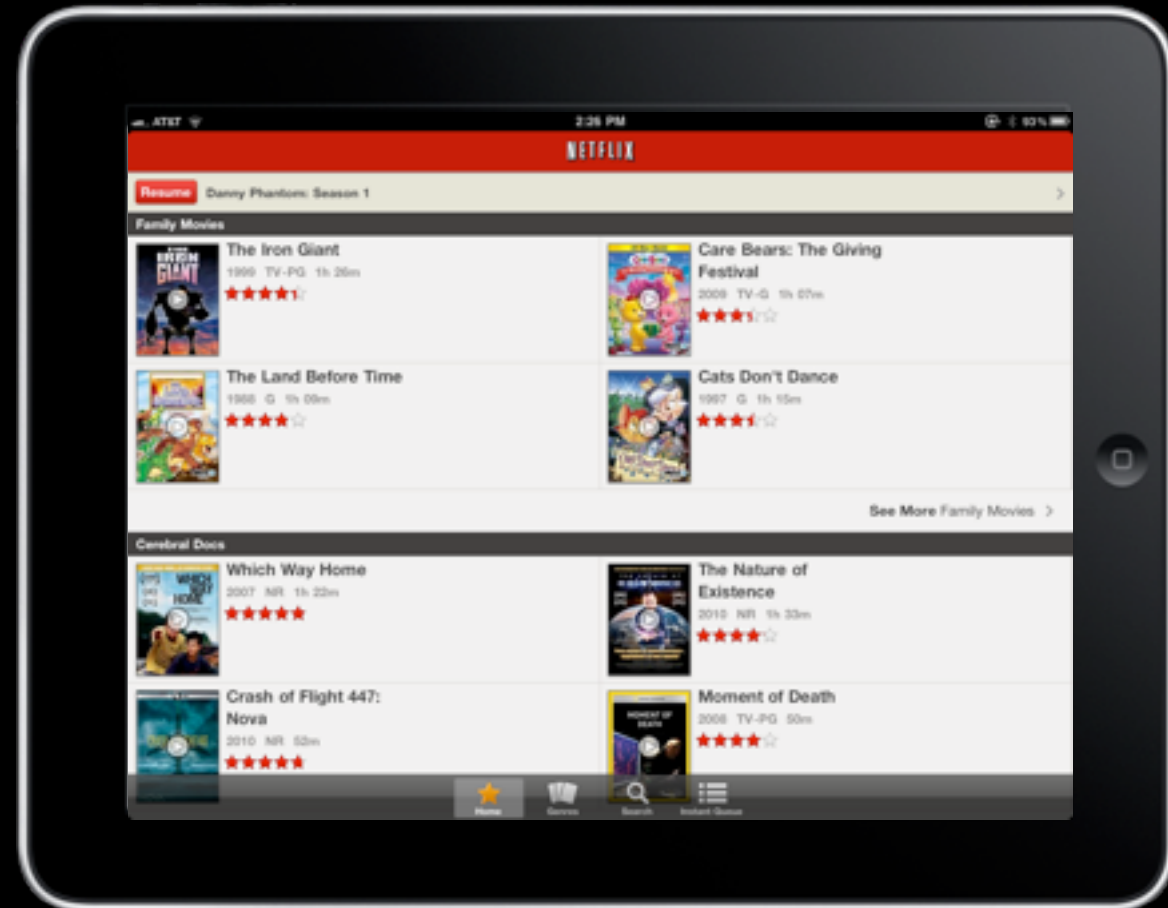
Designing for Mice & Men

Bill Scott, Netflix

Netflix Across Devices (in-house products)



Netflix Across Devices (in-house products)



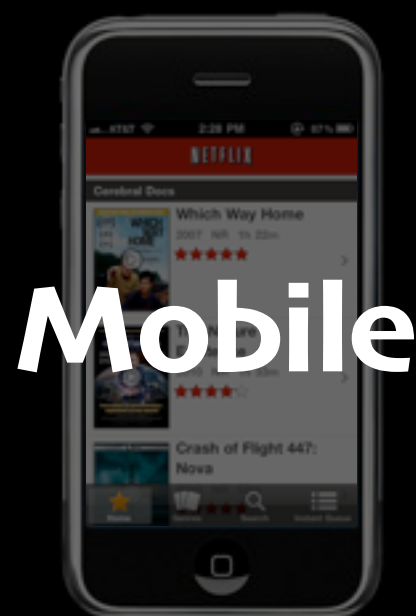
Netflix Across Devices (in-house products)



Web



Tablet

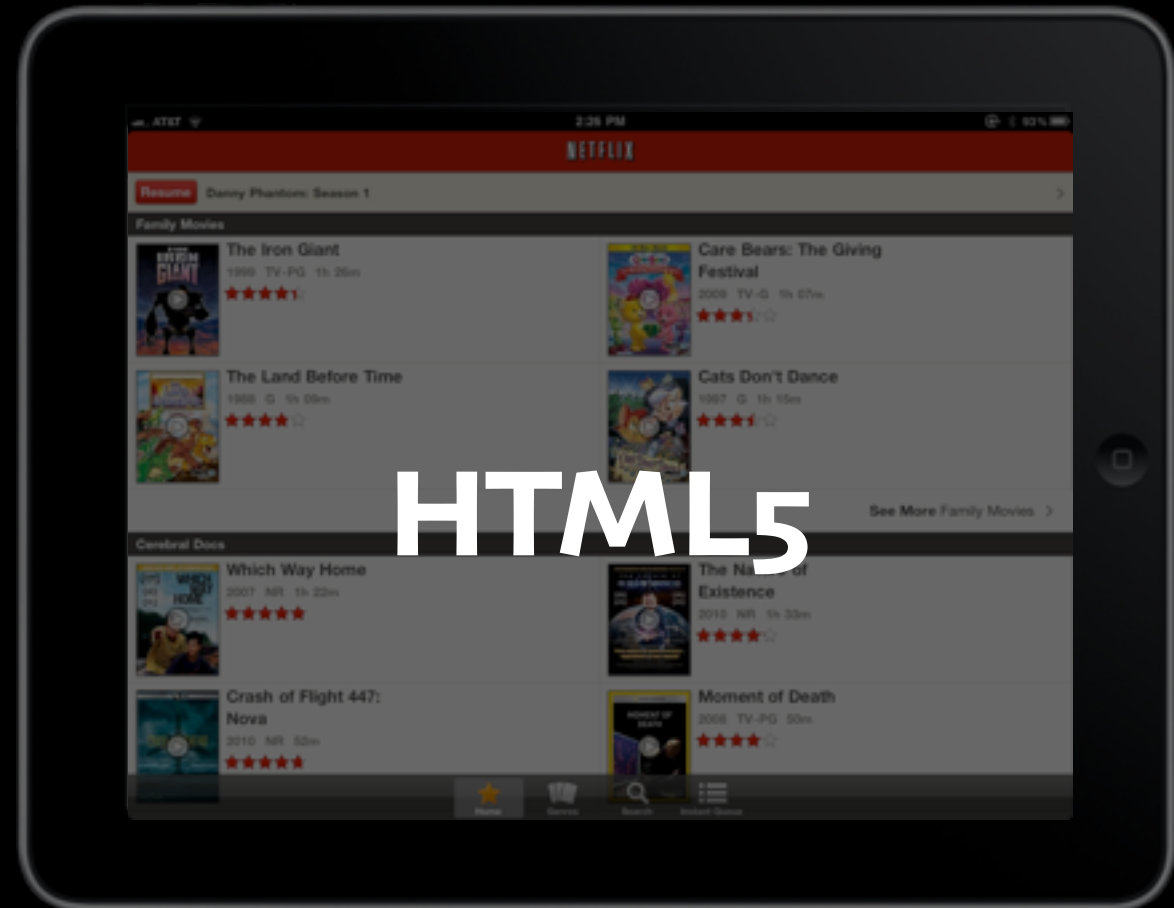


Mobile



TV

Netflix Across Devices (in-house products)



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

Drama

NIKITA

MATRIX REOLUTIONS

JARHEAD

BOONDOCK SAINTS

the Black Dahlia

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

HOUSE BUNNY

IRON GIANT

COME TO THE MOON

YOUNG GIRLS

men girl

going

FEAR

DOE

1 of 100 | Pineapple Express | 117 mins | R

Select Back Add to Instant Queue Play

NETFLIX

instant queue 05 | 9

30 ROCK

the office

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

THE PRINCESS DIAMANTINE

THE BULLY

CHICKEN LITTLE

STUART LITTLE 3

GARFIELD'S PET FOSTER

LET ME TO THE MOON

NETFLIX

Instant Queue

Caddyshack
R ★★★★★

Jump to Top Refresh

OPTIONS

© 2010 CBS Interactive

NETFLIX

Instant Queue

The Adventures of Baron Munchausen

The Office: Season 1

Word Wars

Nosferatu

The Life of Birds

Liar Liar

The Devil Came on Horseback

PG ★★★★★

John Neville, Eric Idle

Controlled Variances

NETFLIX

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

Search

Recently Watched

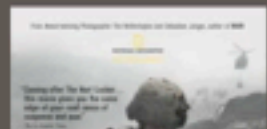


TV



✕ View more suggestions

Emotional Movies



Controlled Variances

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

Managing Across Platforms

Managing Across Platforms

We chose a portability layer (html5)

Managing Across Platforms

We chose a portability layer (html5)

Managing Across Platforms

We chose a portability layer (html5)

**However, we vary the user experience across platforms
(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)**

Managing Across Platforms

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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

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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



TV

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near

Input

Indirect. LRUD/OSK

Navigation

Panes

Posture

Lean Back

Display

Hi-Rez, far-away



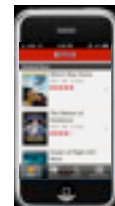
Designing for Mice & Men



Web



TV



Mobile

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near

Input

Indirect. LRUD/OSK

Navigation

Panes

Posture

Lean Back

Display

Hi-Rez, far-away

Input

Direct. Gesture/OSK

Navigation

Panes

Posture

On-the-go

Display

Hi-Rez, small, near



Designing for Mice & Men



Web



TV

Input

Indirect. Pointer/keyboard

Navigation

Controls & windows

Posture

Stationary

Display

Hi-Rez, large, near

Input

Indirect. LRUD/OSK

Navigation

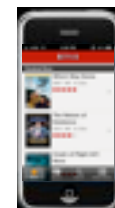
Panes

Posture

Lean Back

Display

Hi-Rez, far-away



Mobile



Tablet

Input

Direct. Gesture/OSK

Navigation

Panes

Posture

On-the-go

Display

Hi-Rez, small, near

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

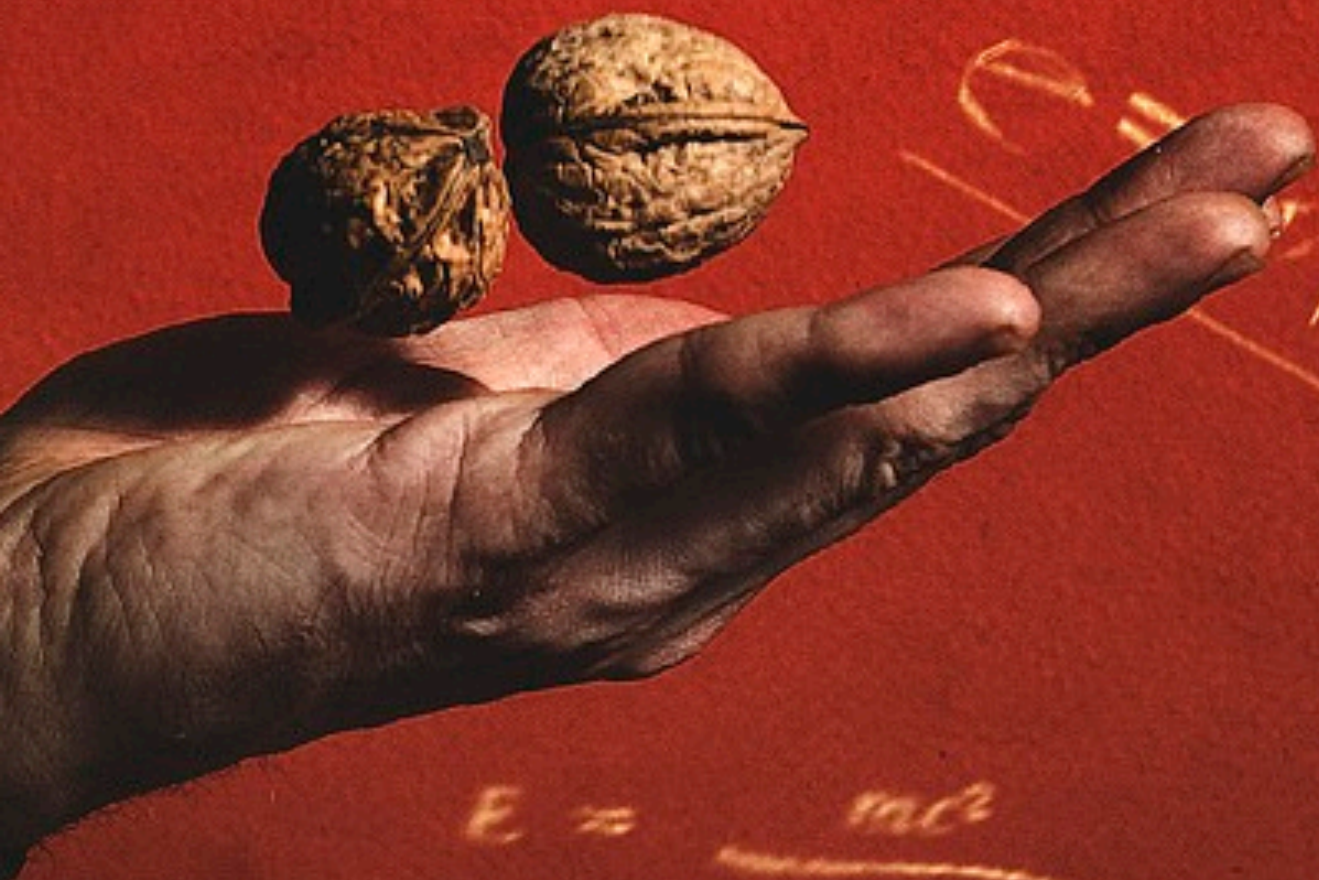
but the application of principles varies across **input, posture, navigation & display**

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

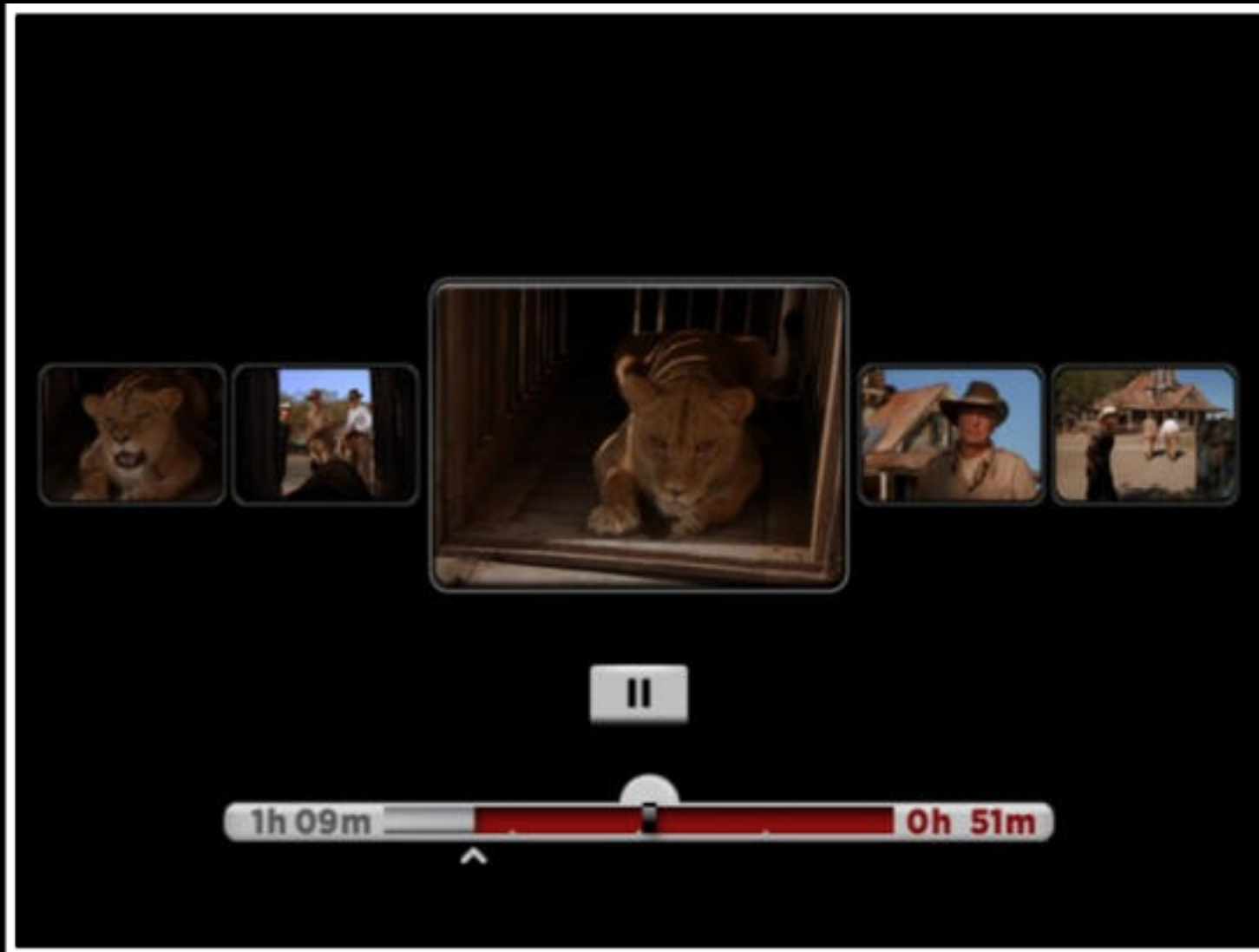
Whenever possible, add a realistic, physical dimension to your application.

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.

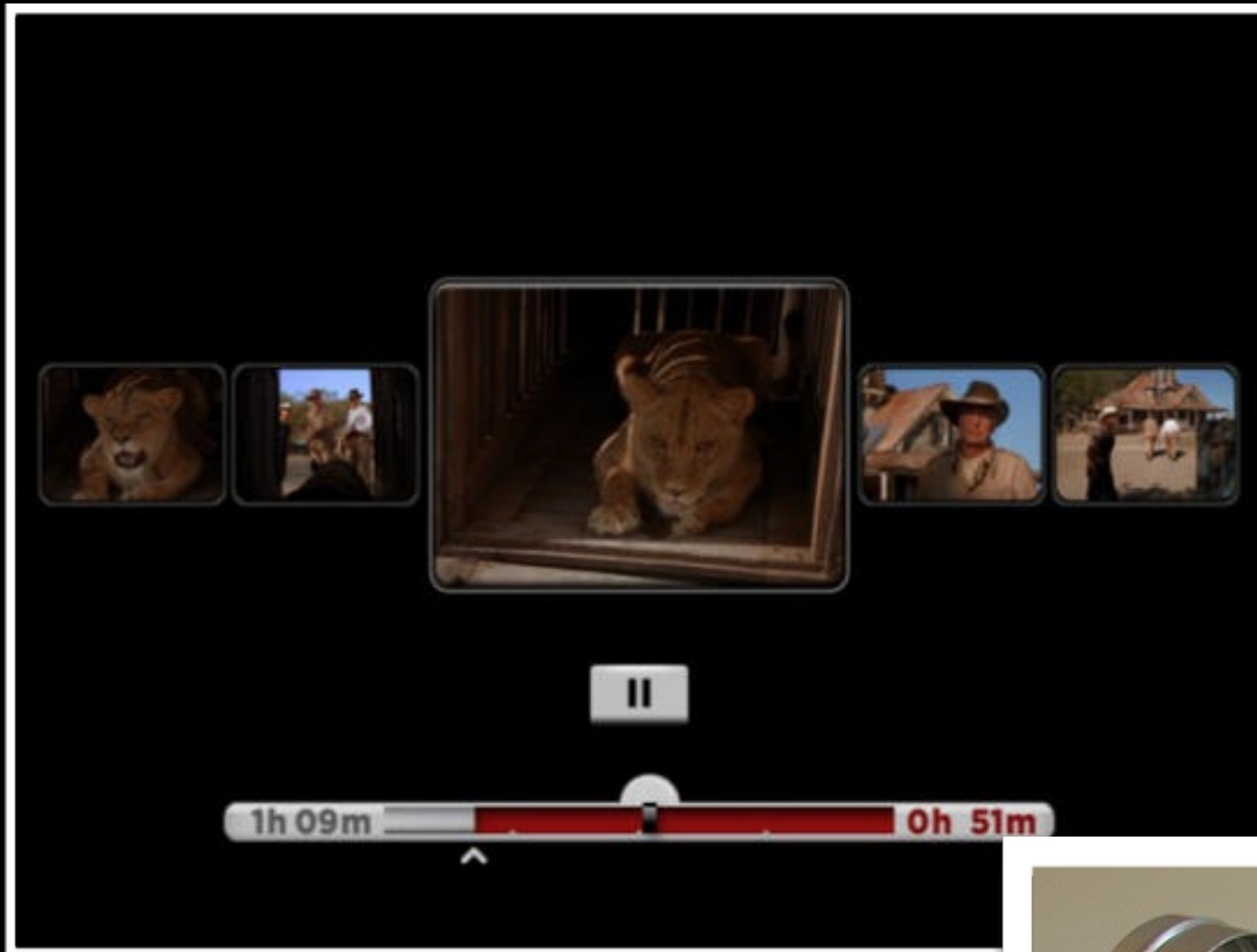
- Apple HIG

Use Metaphors
to Embody
Physicality

Physicality as Metaphor



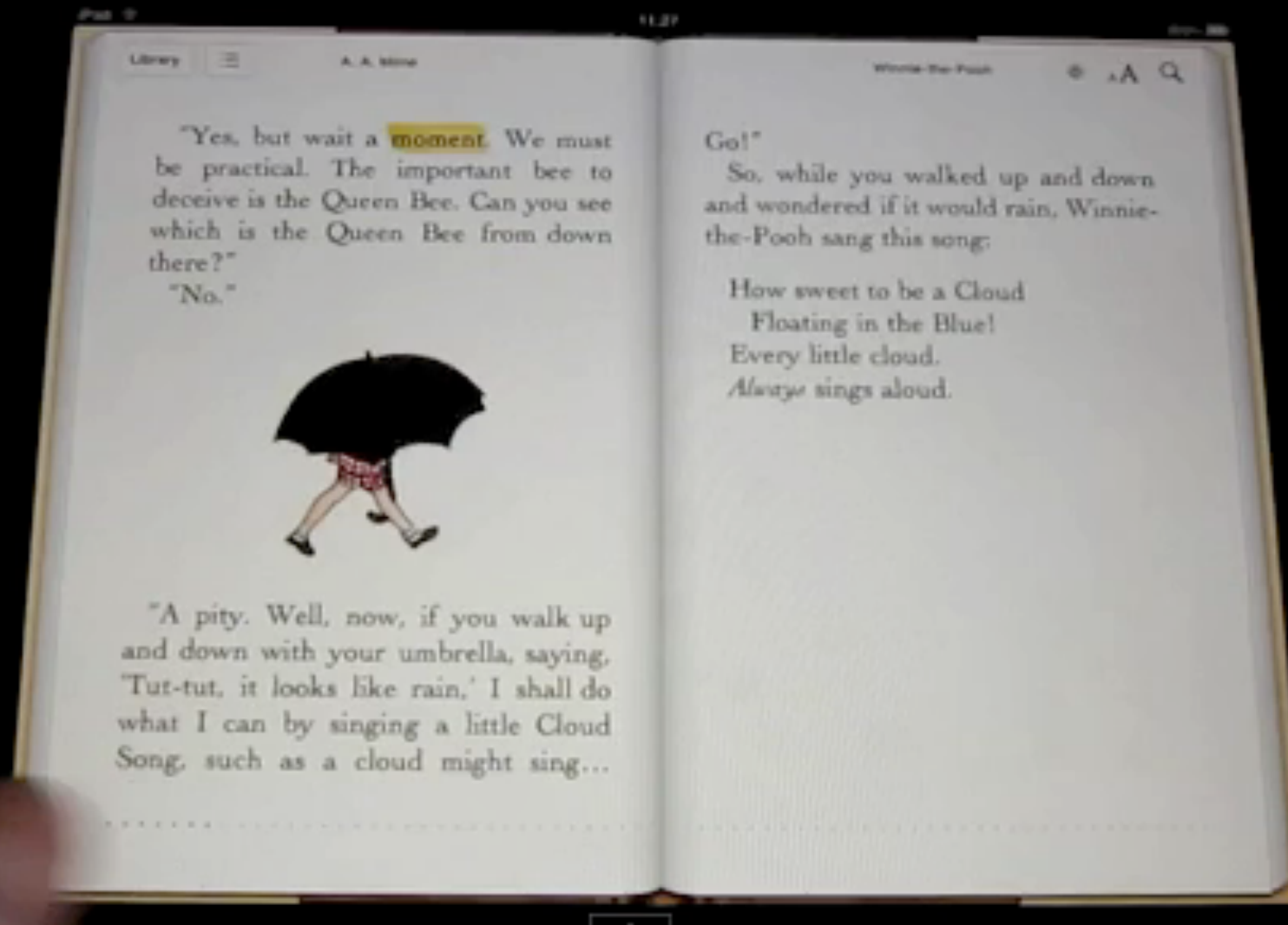
Physicality as Metaphor



Film Strip

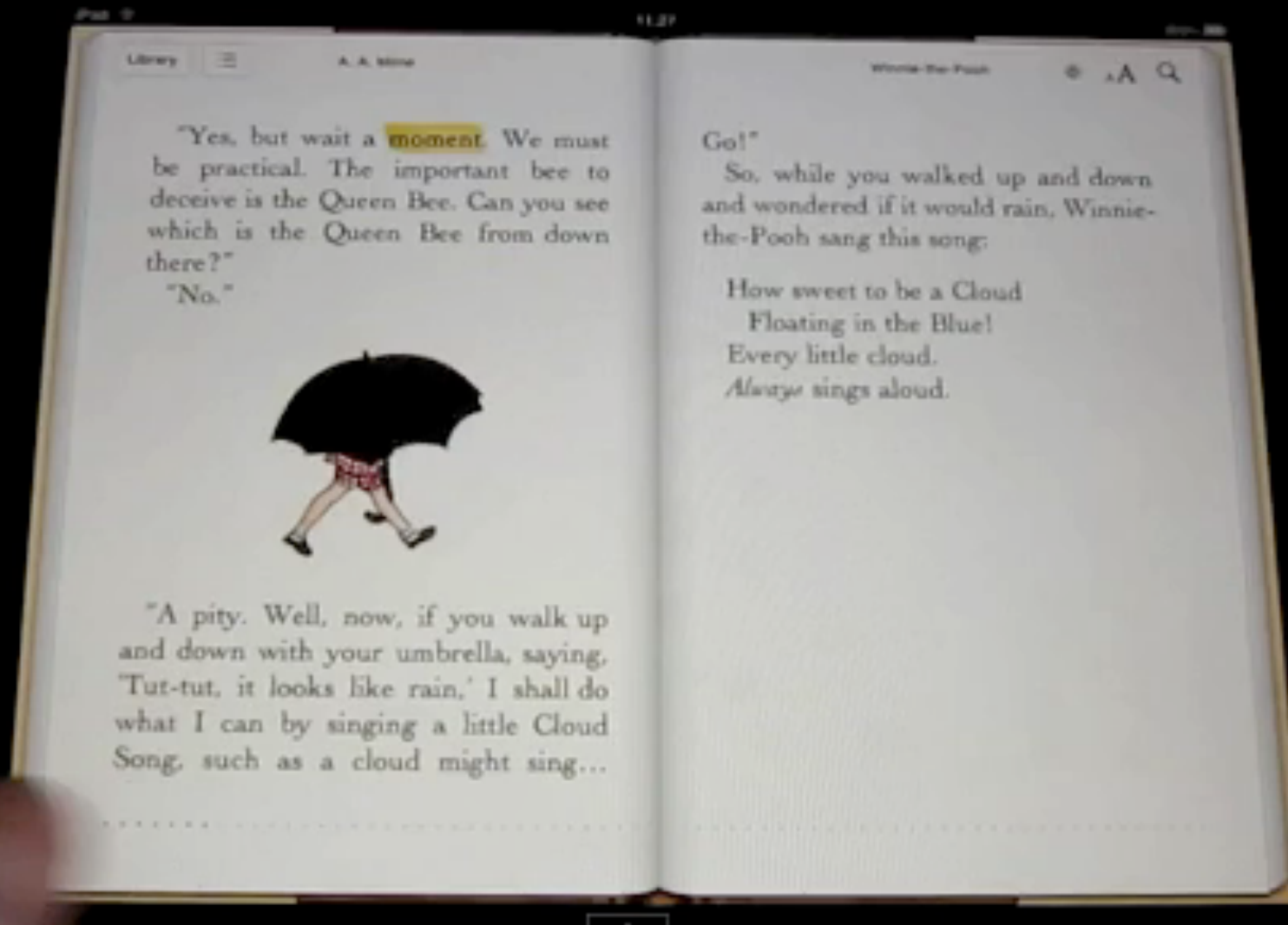


Physicality as Metaphor



Book

Physicality as Metaphor

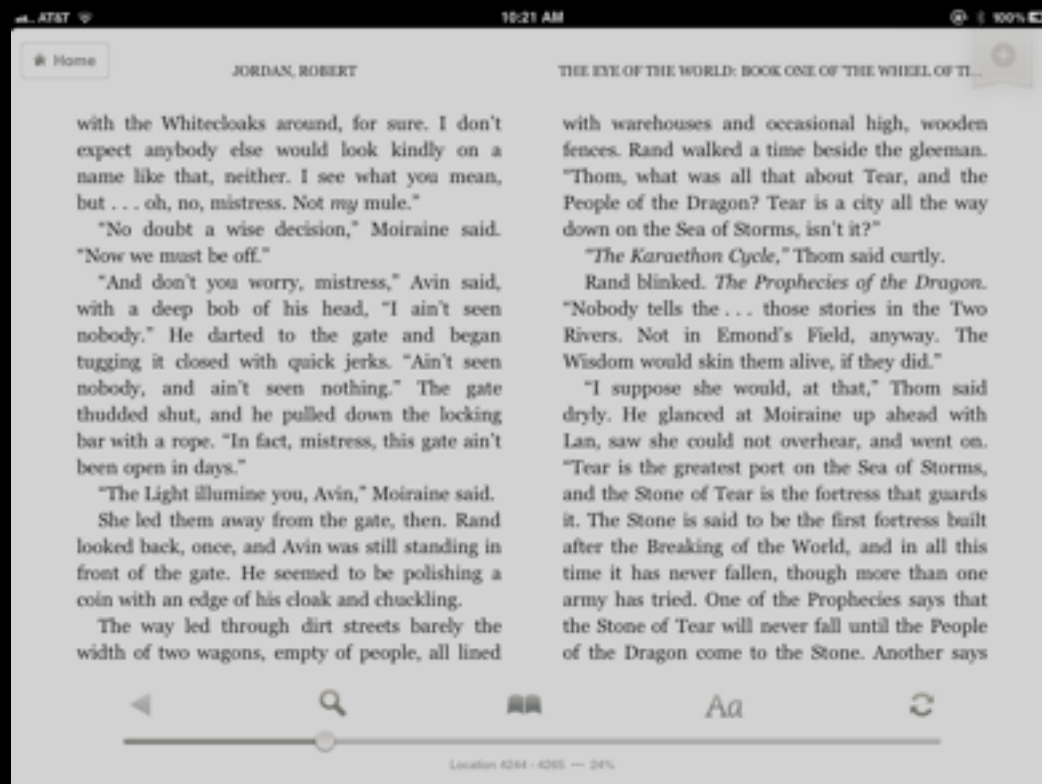


Book

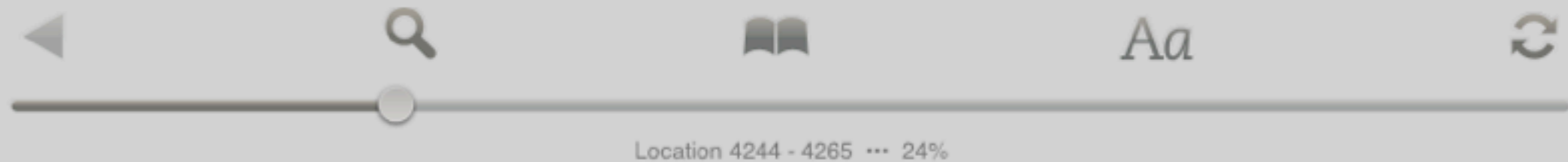
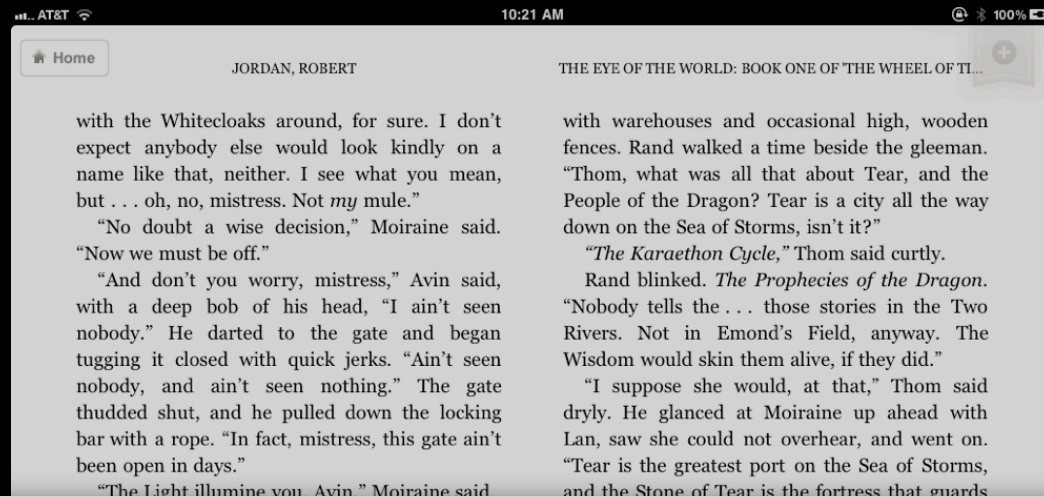
“Books have pages”

“Pages turn”

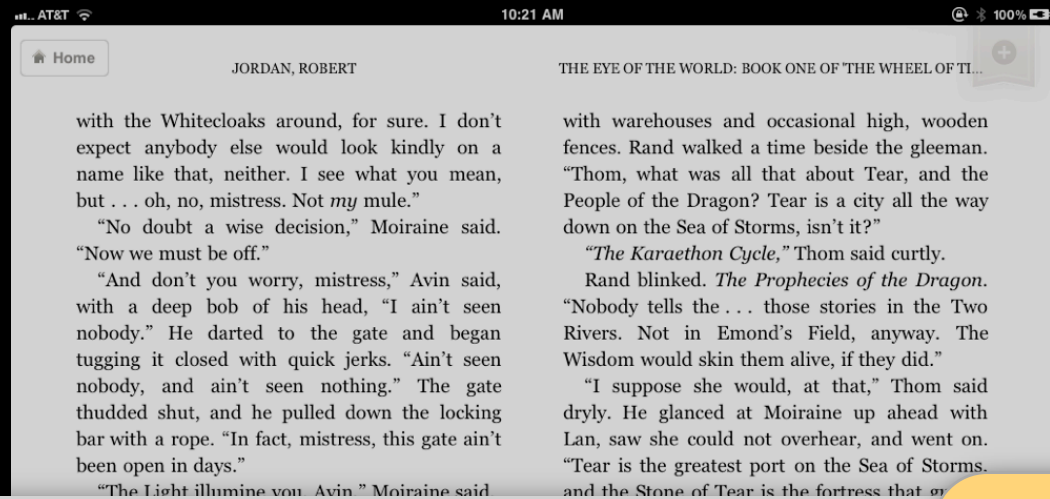
Anti-Pattern: Broken Metaphor



Anti-Pattern: Broken Metaphor



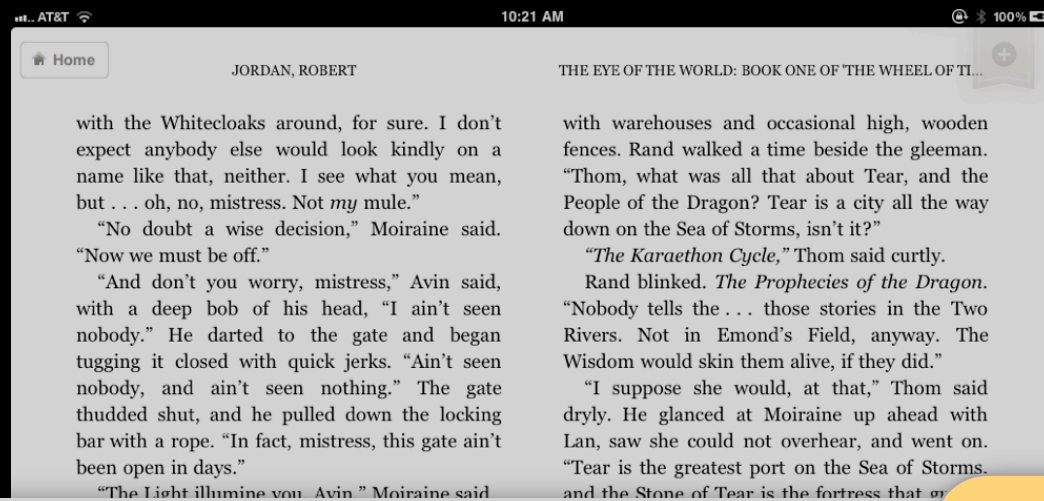
Anti-Pattern: Broken Metaphor



Location??

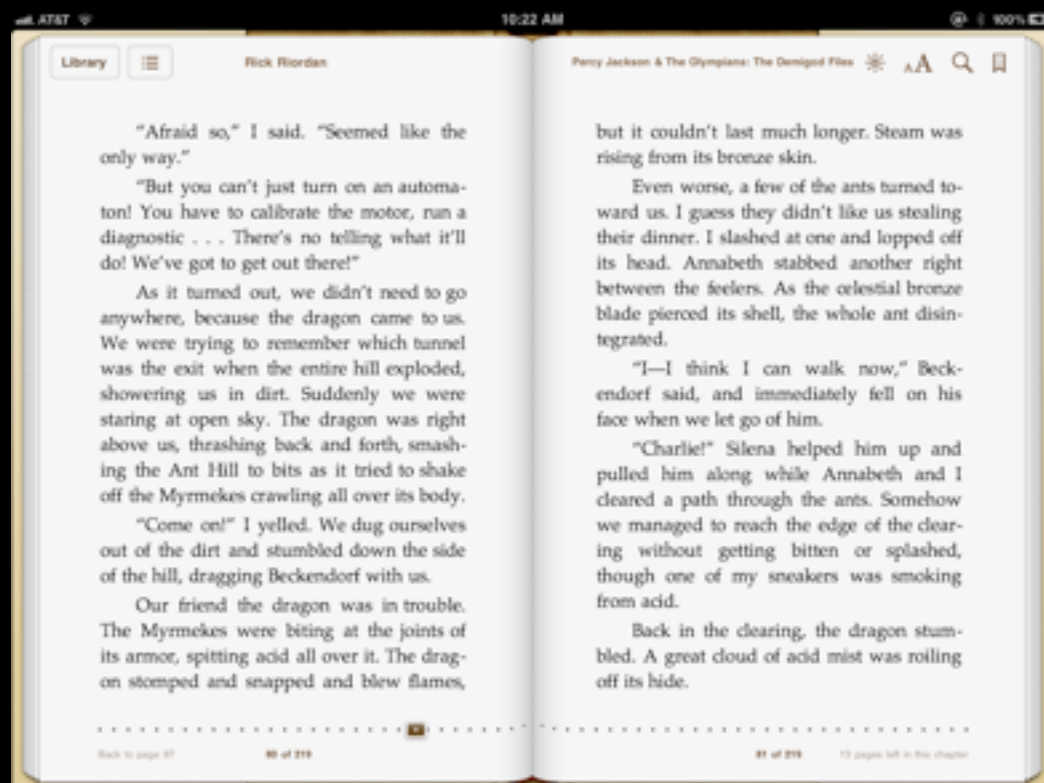
Location 4244 - 4265 ... 24%

Anti-Pattern: Broken Metaphor

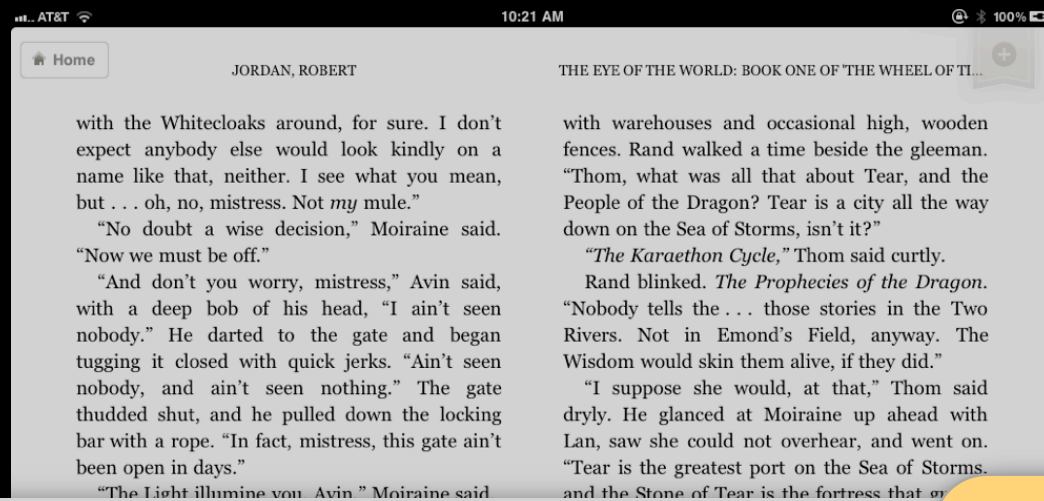


Location??

Location 4244 - 4265 ... 24%

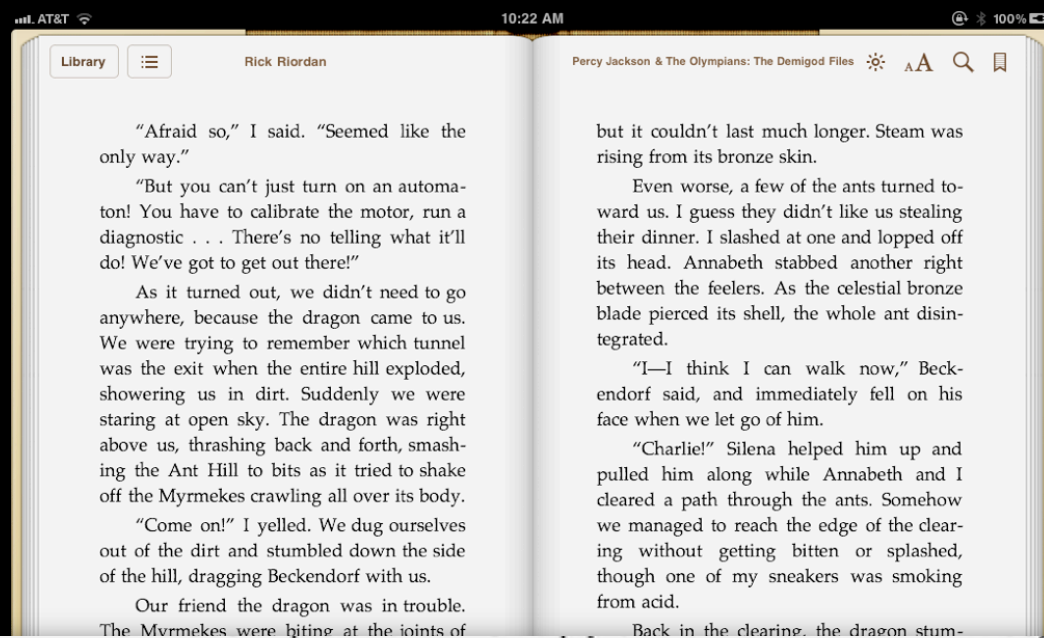


Anti-Pattern: Broken Metaphor



Location??

Location 4244 - 4265 ... 24%



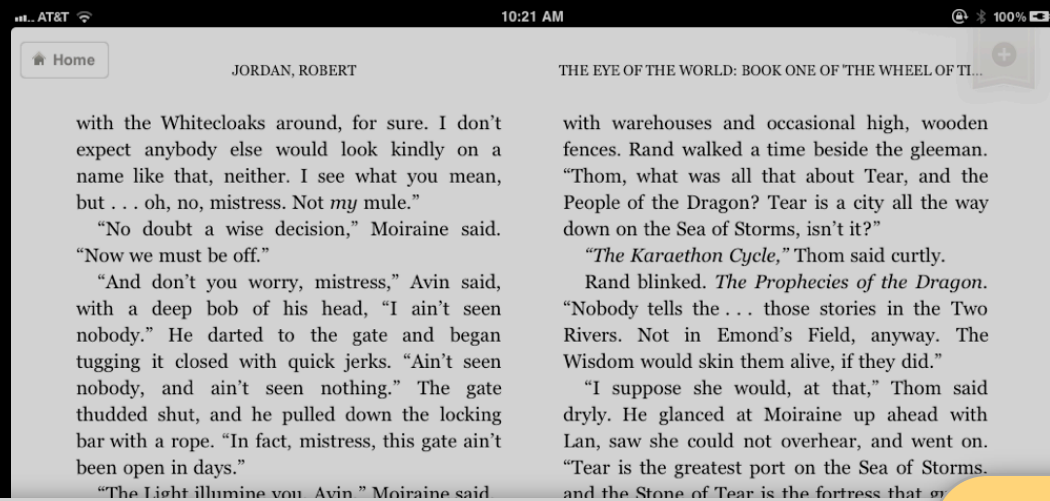
Back to page 97

80 of 219

81 of 219

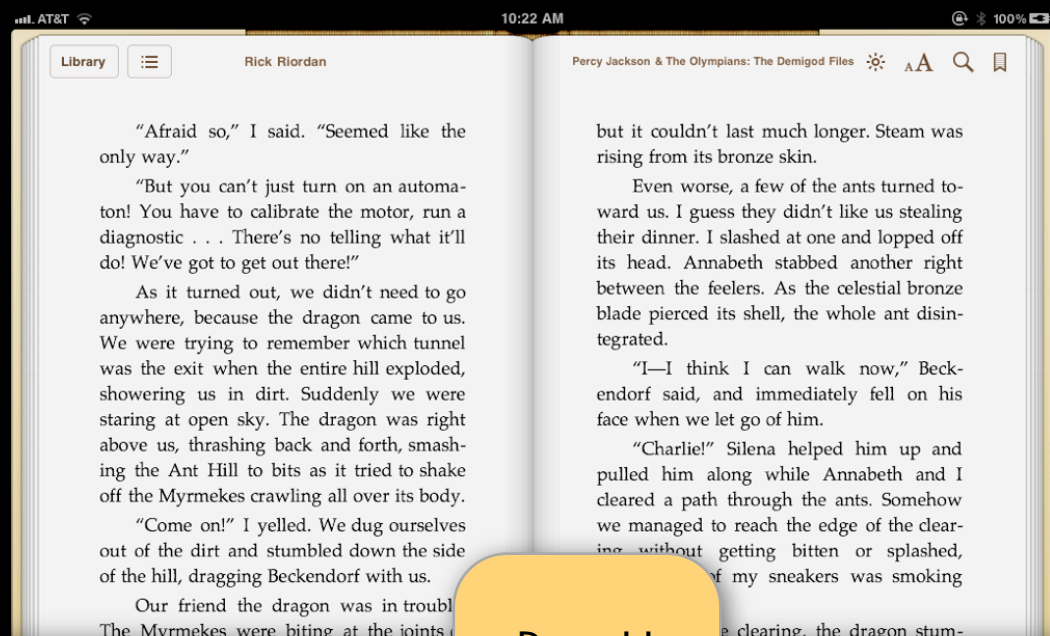
13 pages left in this chapter

Anti-Pattern: Broken Metaphor



Location??

Location 4244 - 4265 ... 24%



Page!!

“Books have pages”

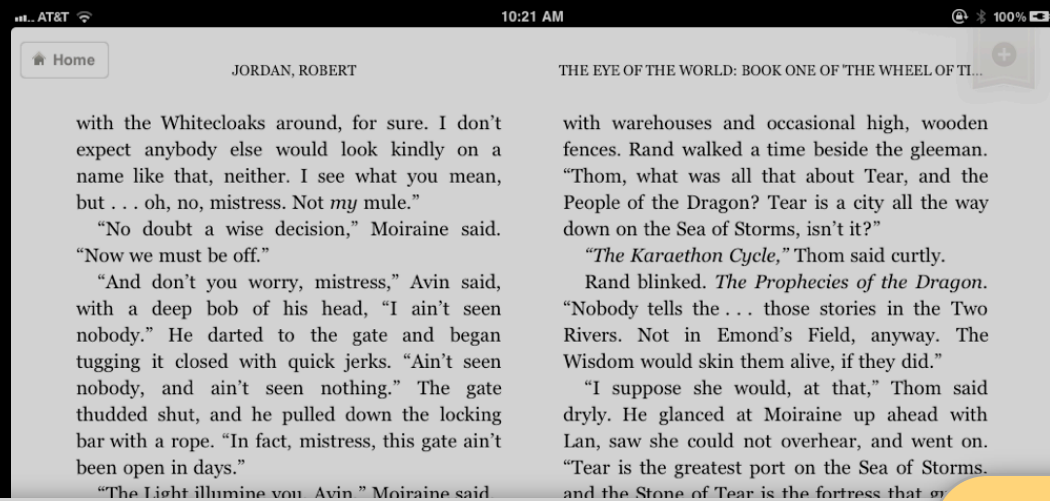
Back to page 97

80 of 219

81 of 219

13 pages left in this chapter

Anti-Pattern: Broken Metaphor

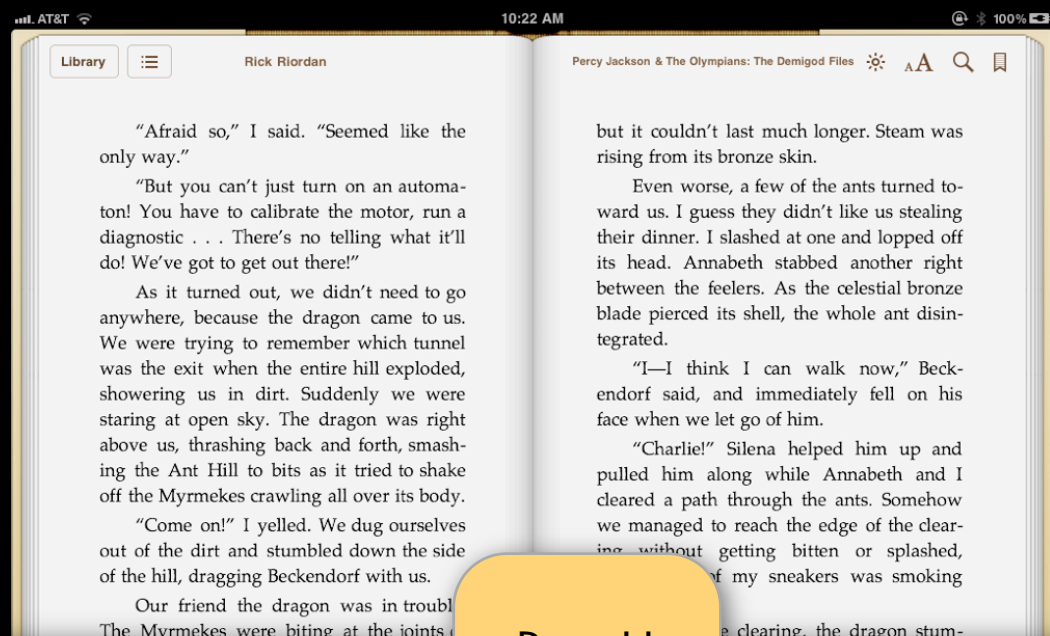


Location??

Location 4244 - 4265 ... 24%

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

"Books have pages"



Page!!

Back to page 97

80 of 219

81 of 219

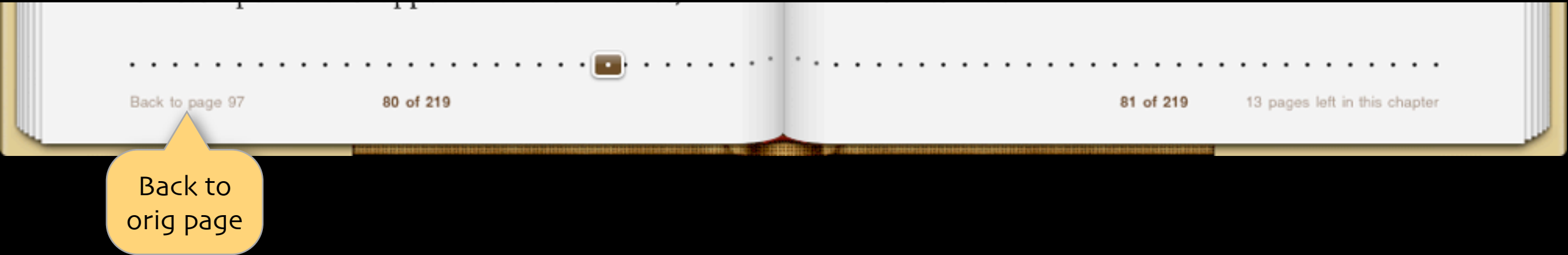
13 pages left in this chapter

Break the Metaphor with Magic

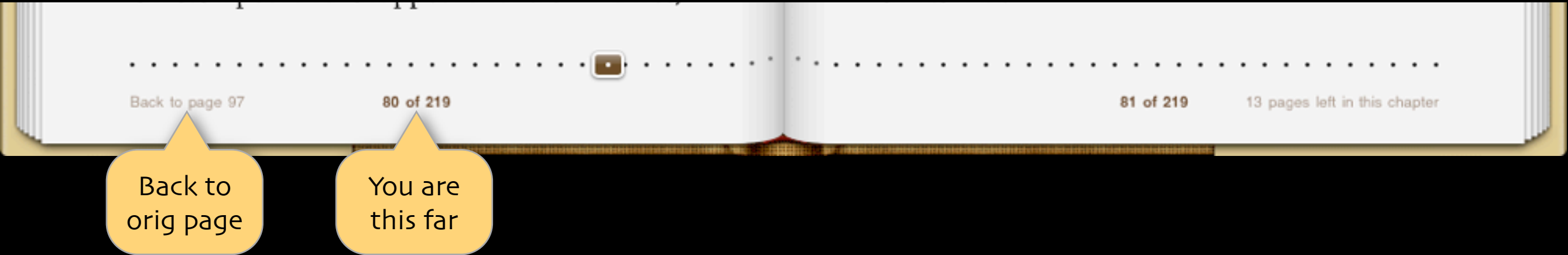
Break the Metaphor with Magic



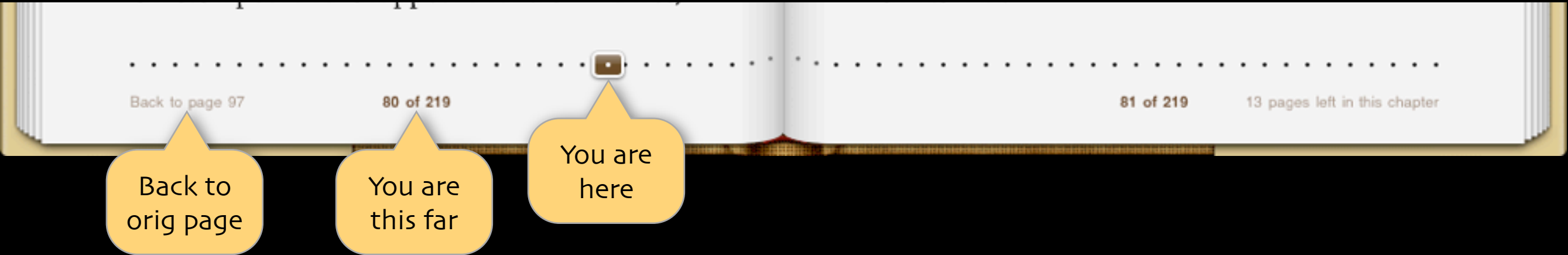
Break the Metaphor with Magic



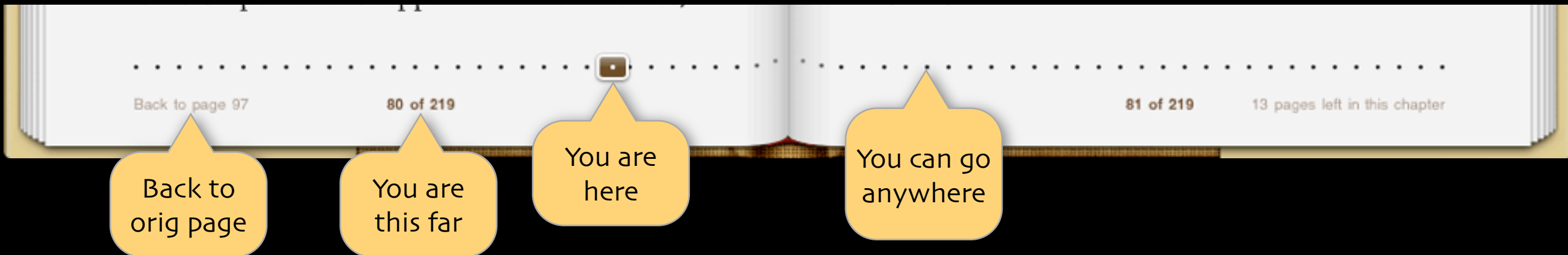
Break the Metaphor with Magic



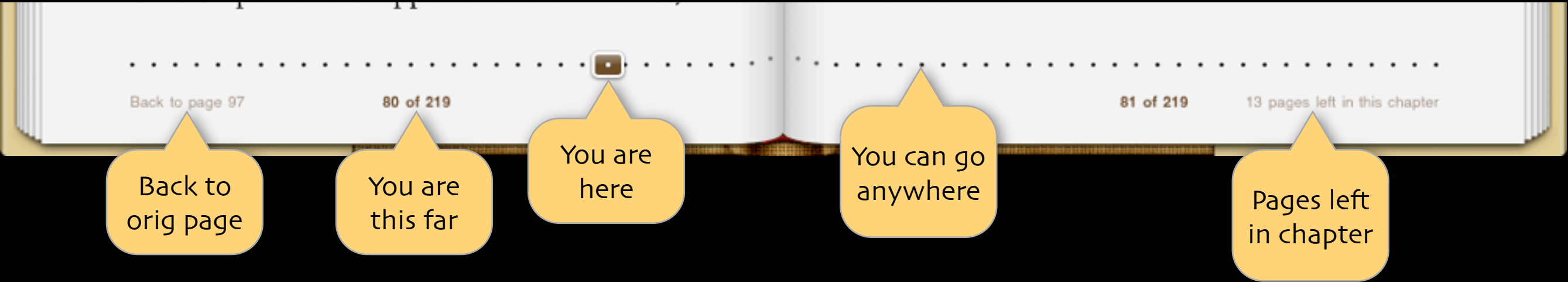
Break the Metaphor with Magic



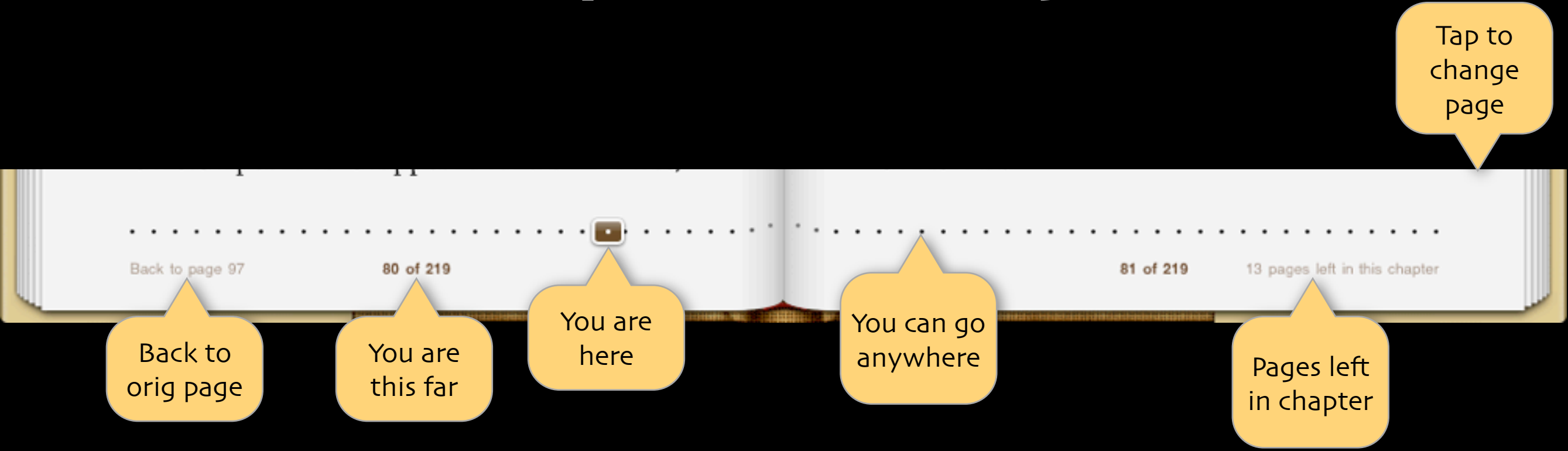
Break the Metaphor with Magic



Break the Metaphor with Magic



Break the Metaphor with Magic



Break the Metaphor with Magic

Tap to
change
page

Back to page 97

80 of 219

You are
here

You can go
anywhere

81 of 219

13 pages left in this chapter

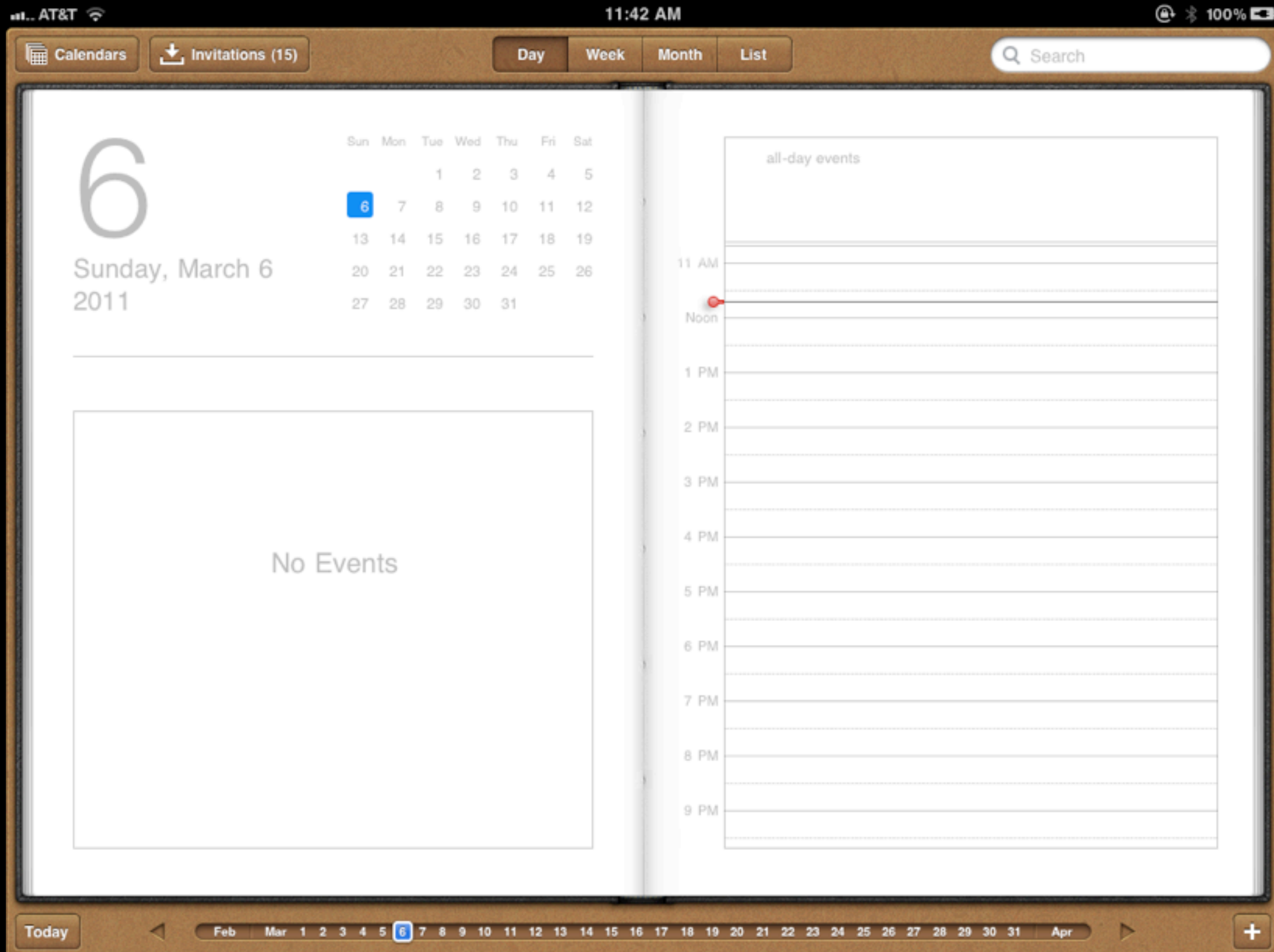
Back to
orig page

You are
this far

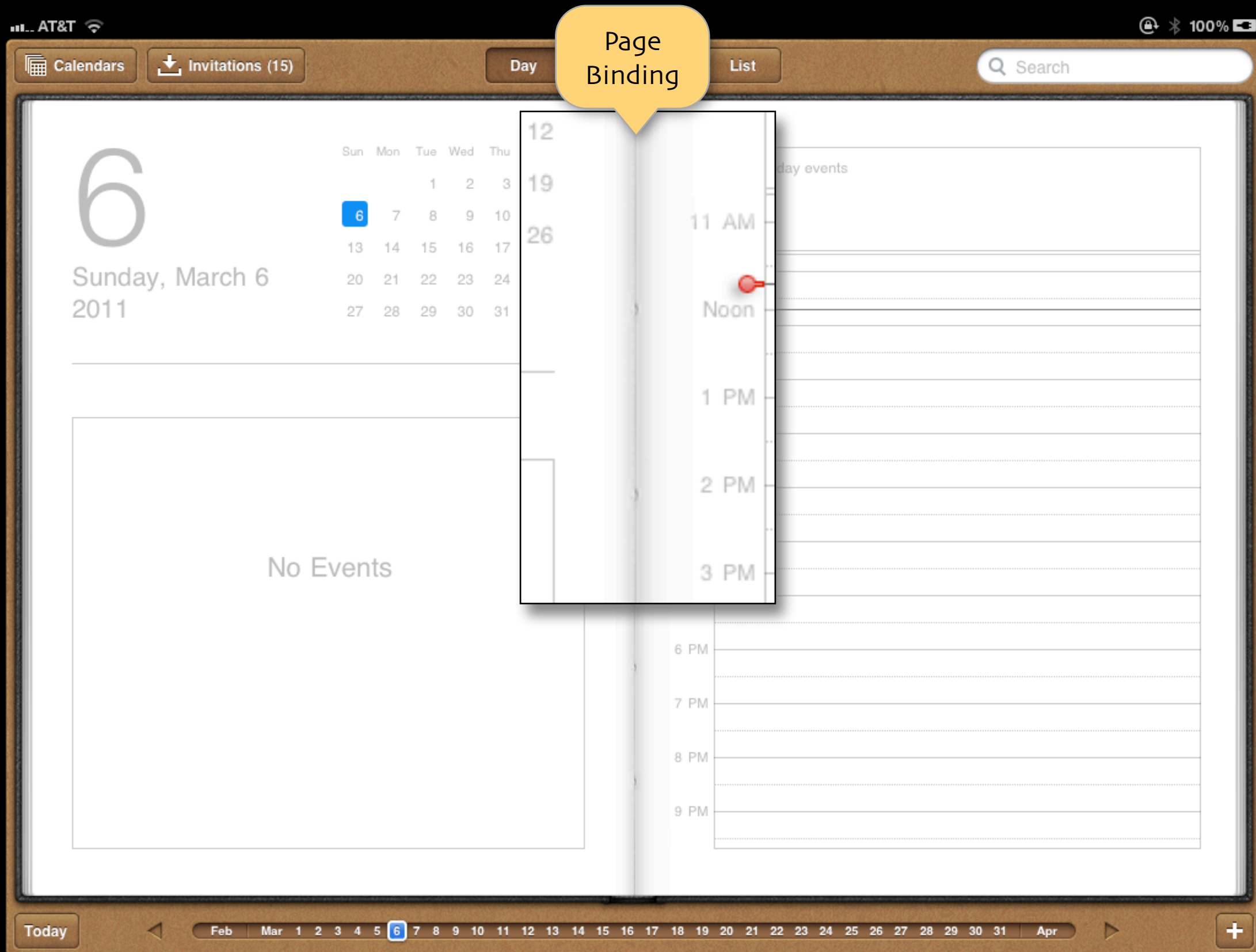
Pages left
in chapter

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

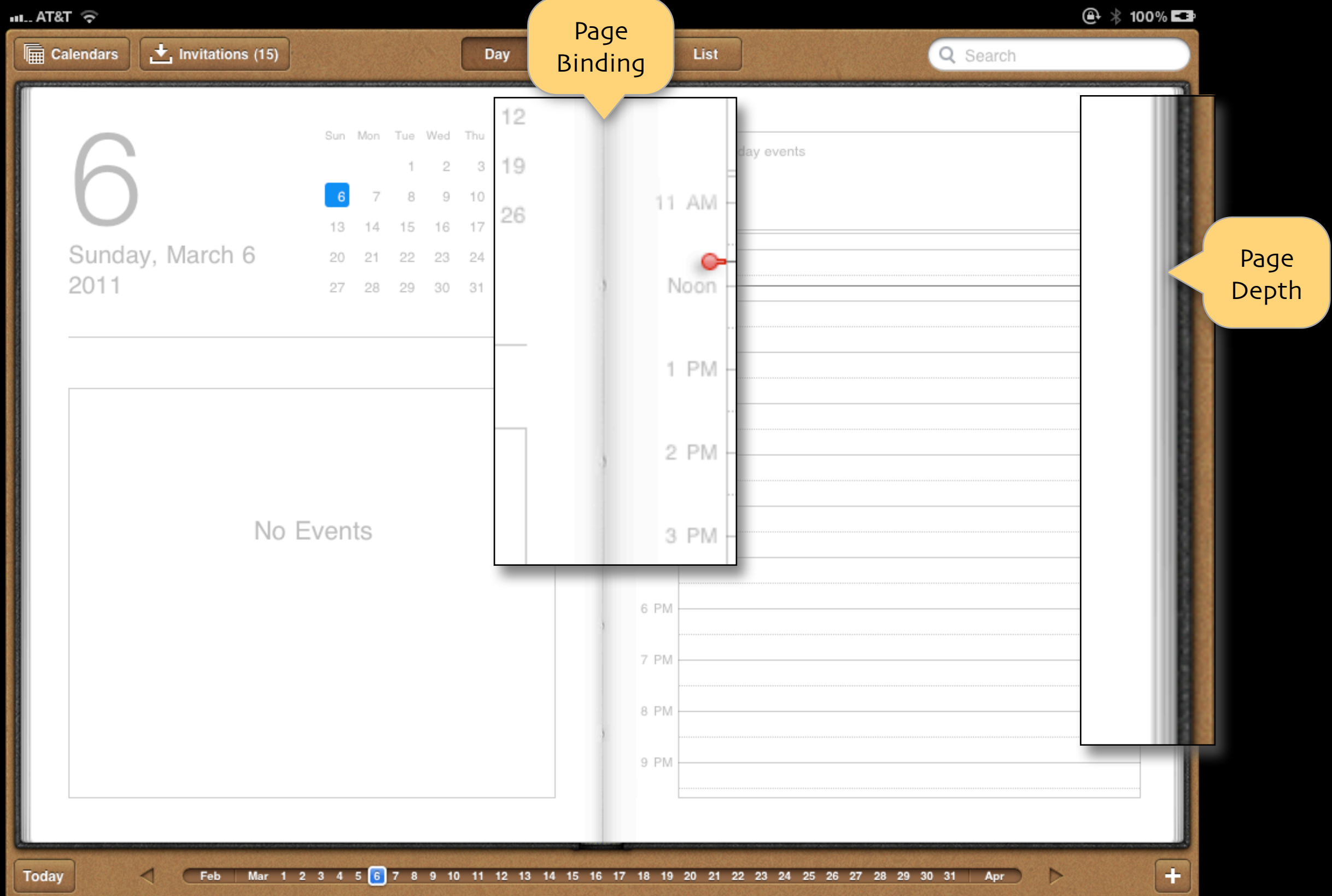
To Flick or not to Flick



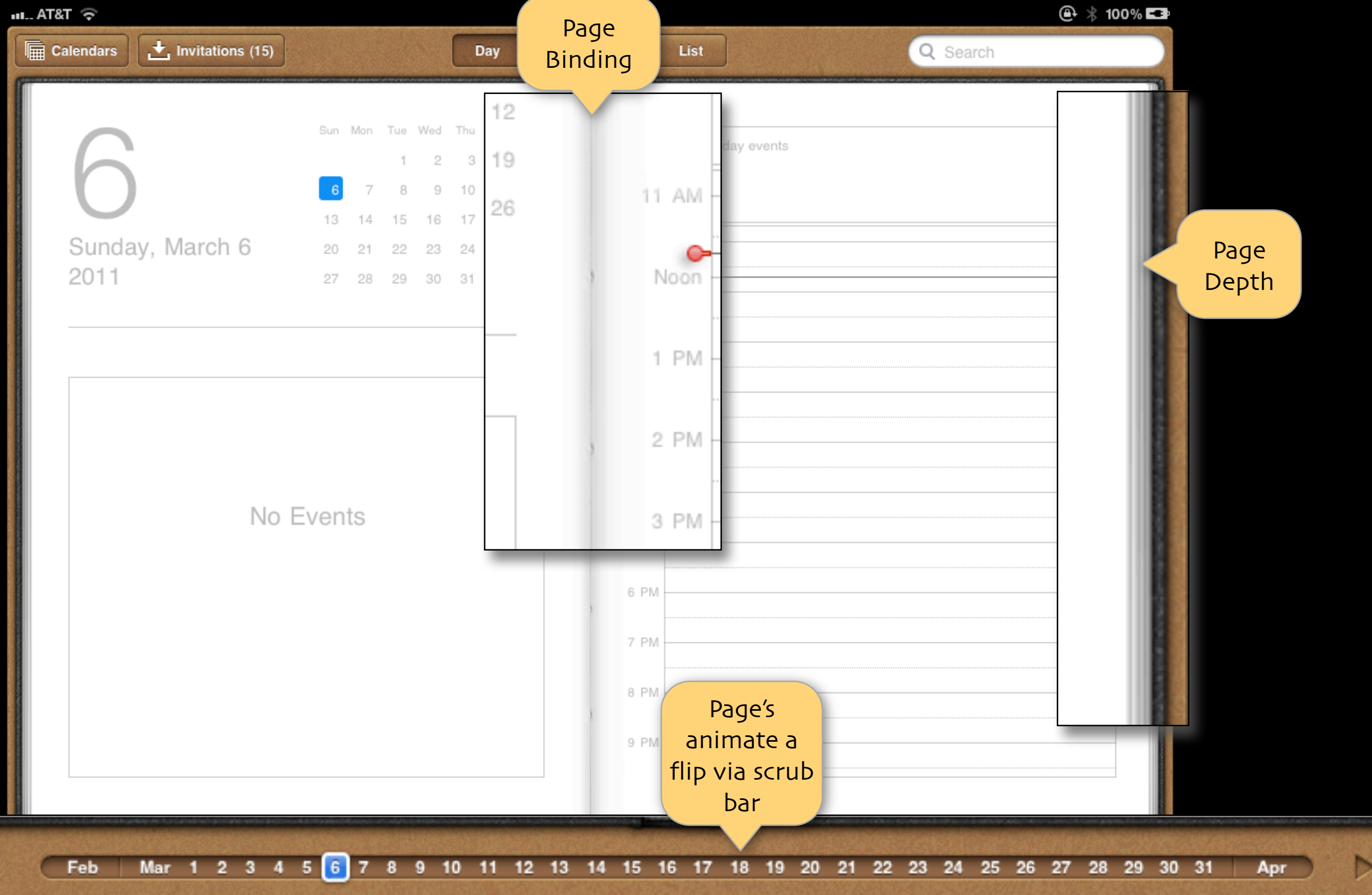
To Flick or not to Flick



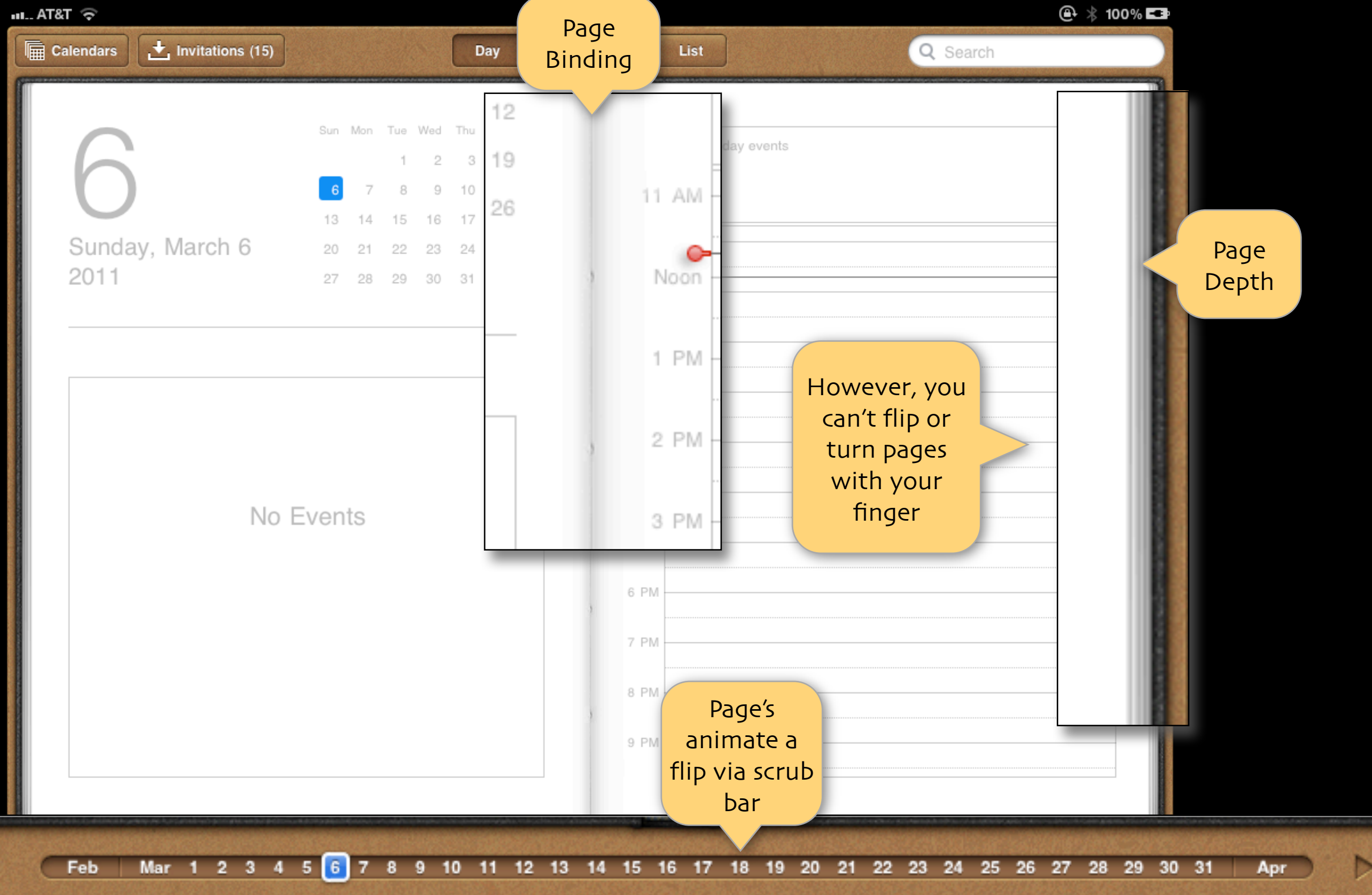
To Flick or not to Flick



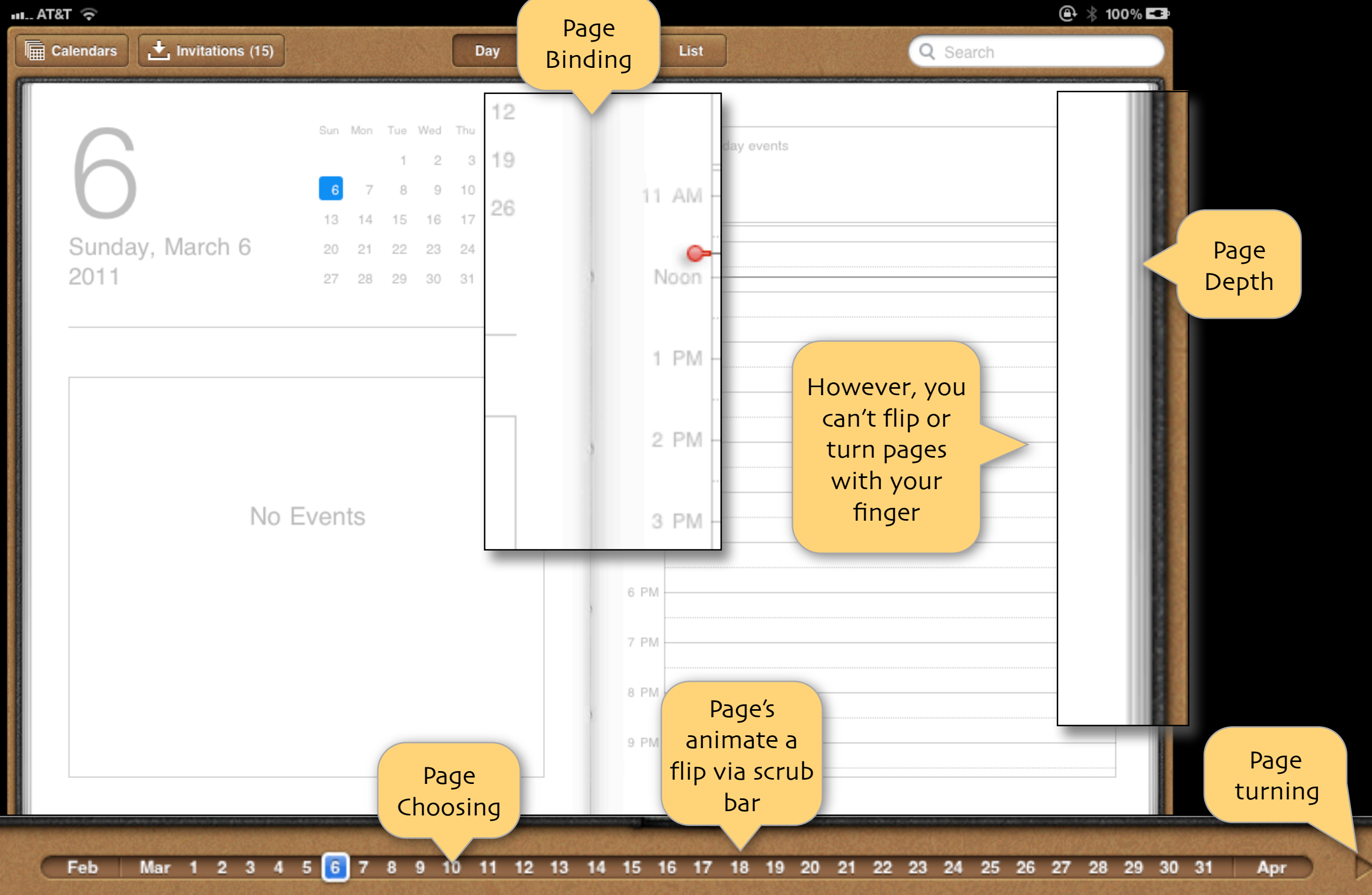
To Flick or not to Flick



To Flick or not to Flick



To Flick or not to Flick



Use Directness
to Simulate
Physicality

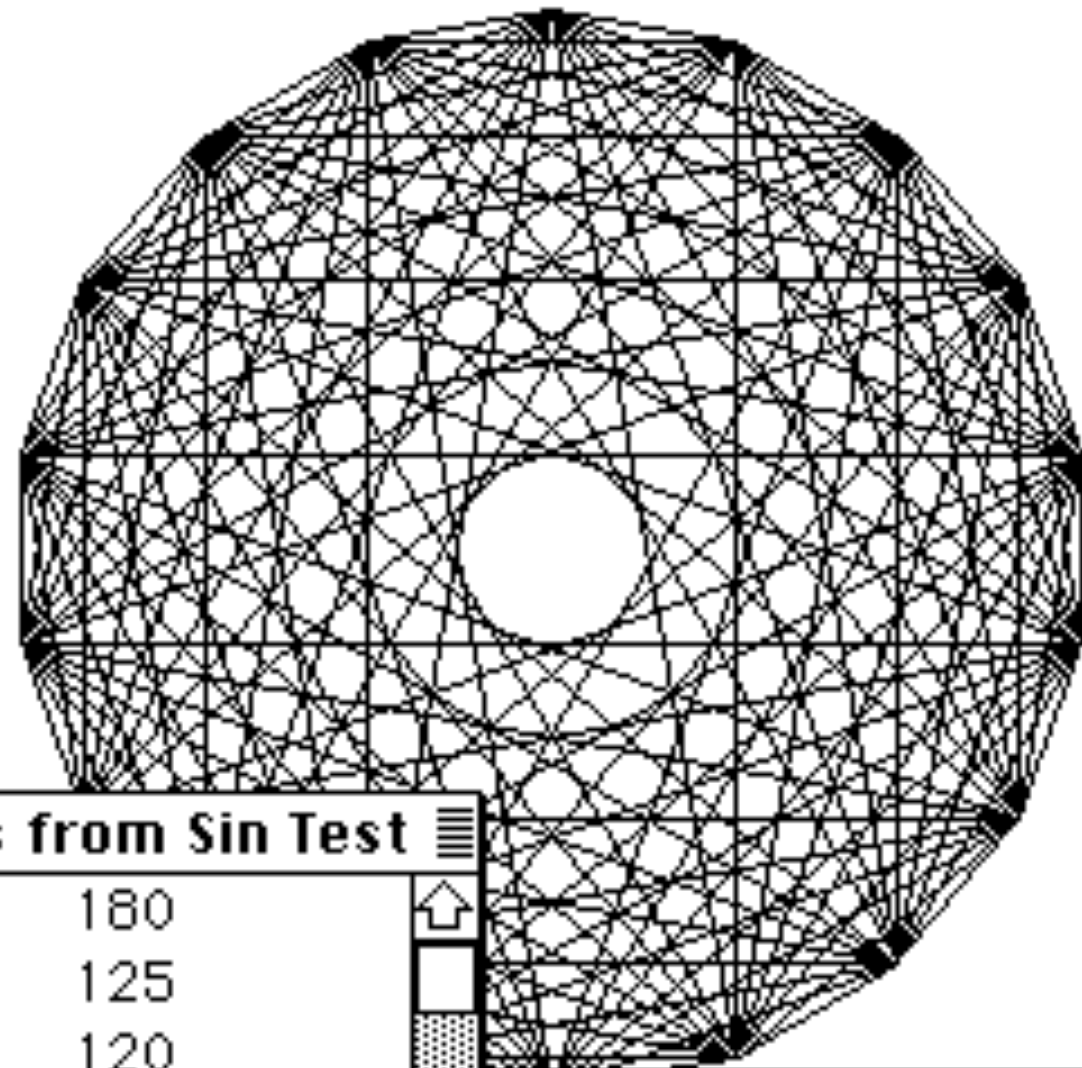
Text of Sin Test

```

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

	18
b	18
t	3

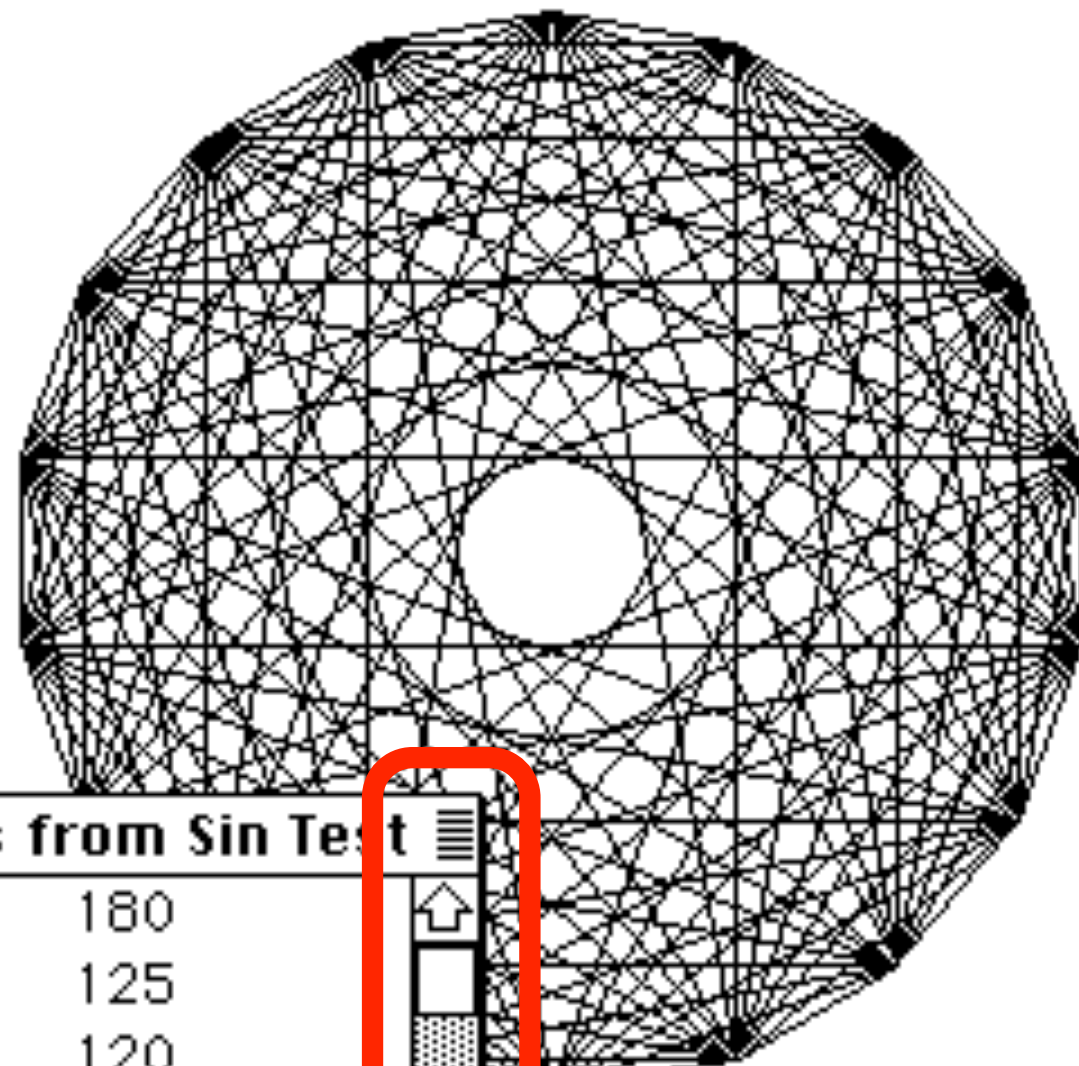
Text of Sin Test

```

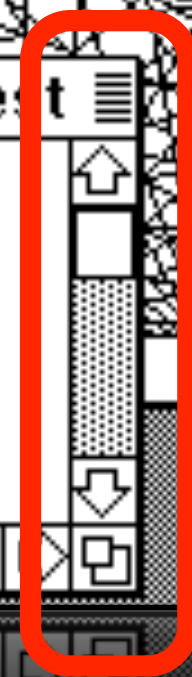
for a = 1 to p
  an =(a/f)* (3.1415/3
  x%(a) = x0 + r*sin(an)
  y%(a) = y0+r*cos(an)
next a
dlim = p/2-1
for d = 1 to dlim
  for j = 1 to p
    j1 =j + d
    if j1 > p then j1
    plot x%(j),y%(j);x
  next j
next d
next f
loop
end

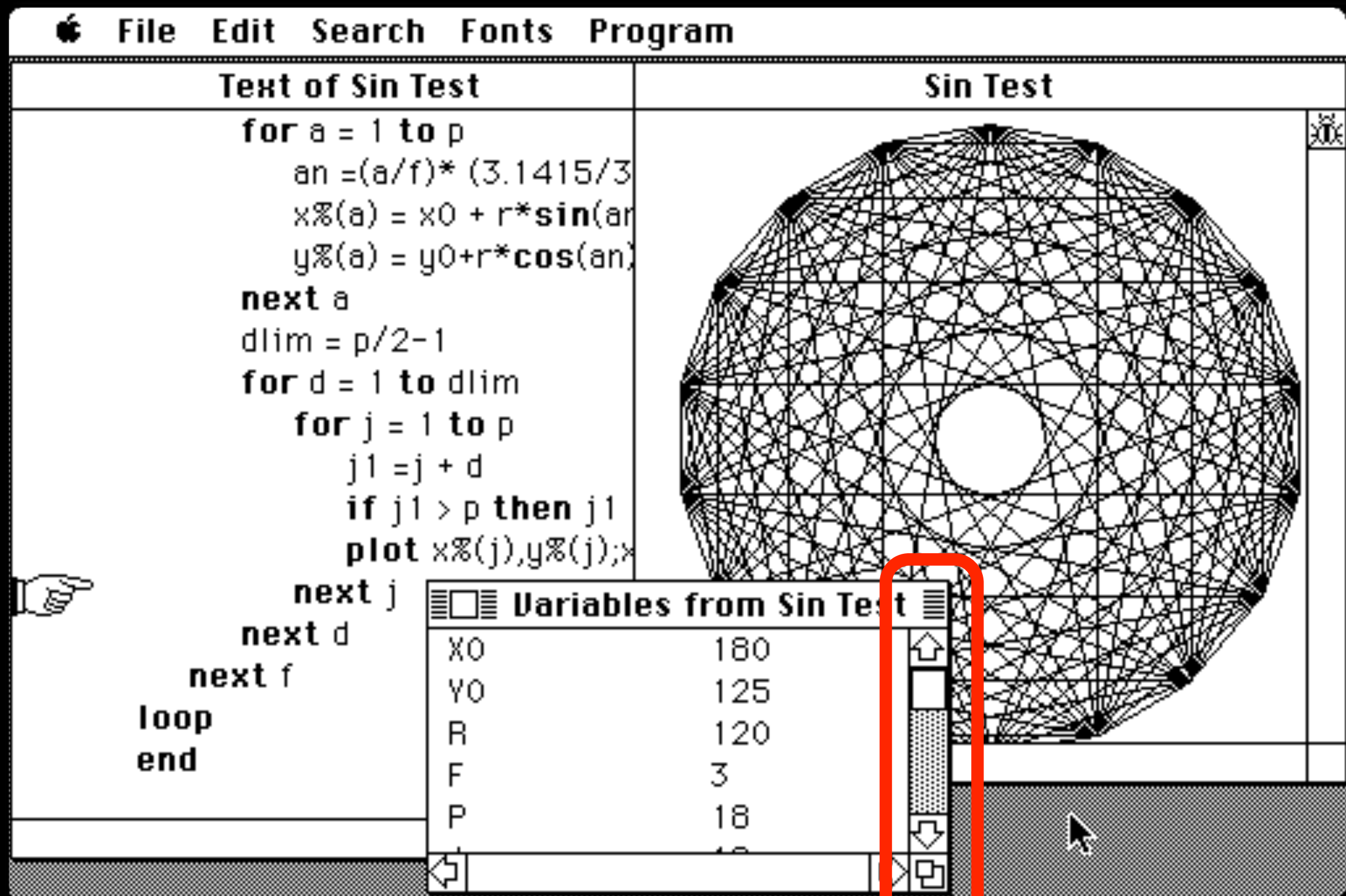
```

Sin Test



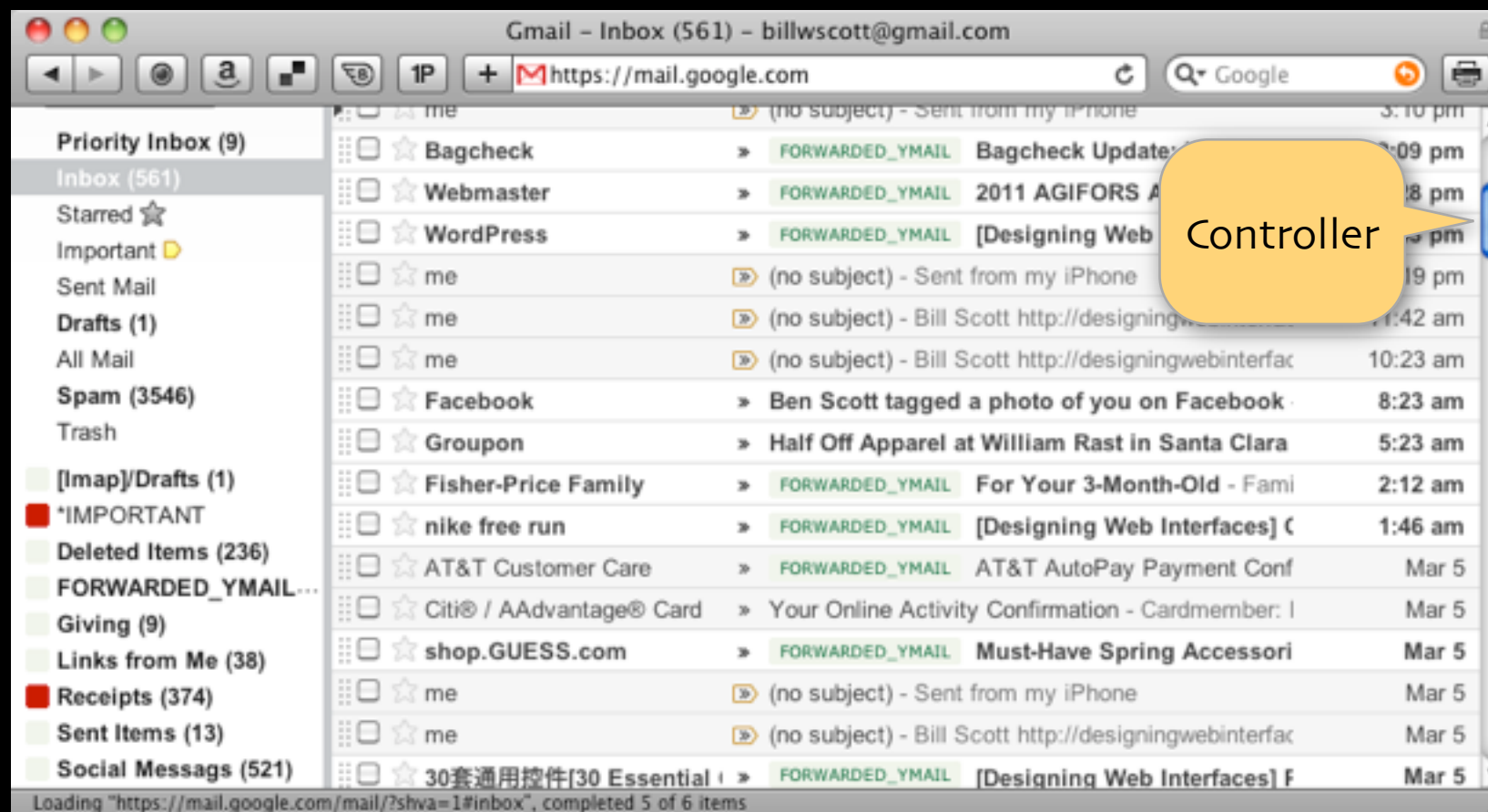
Variables from Sin Test	
X0	180
Y0	125
R	120
F	3
P	18





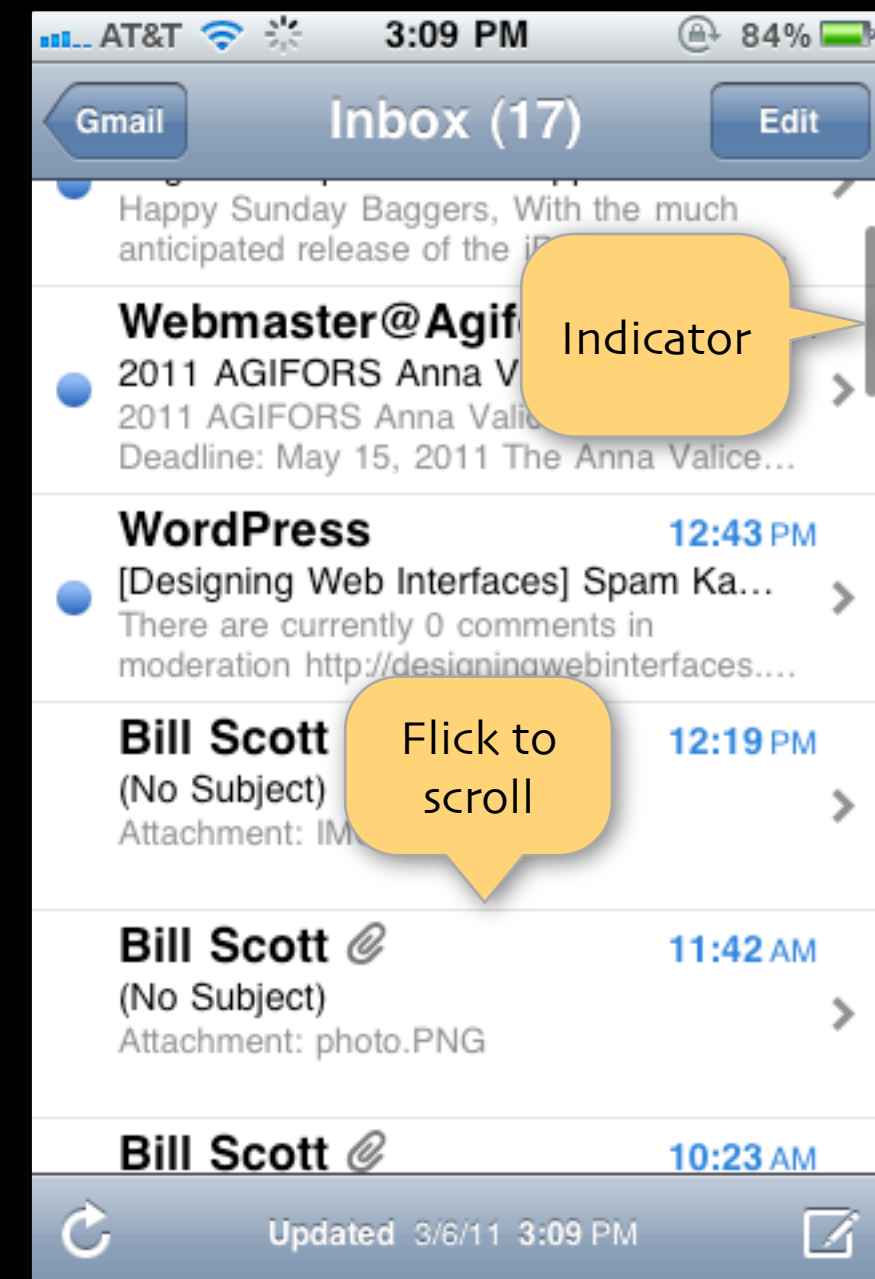
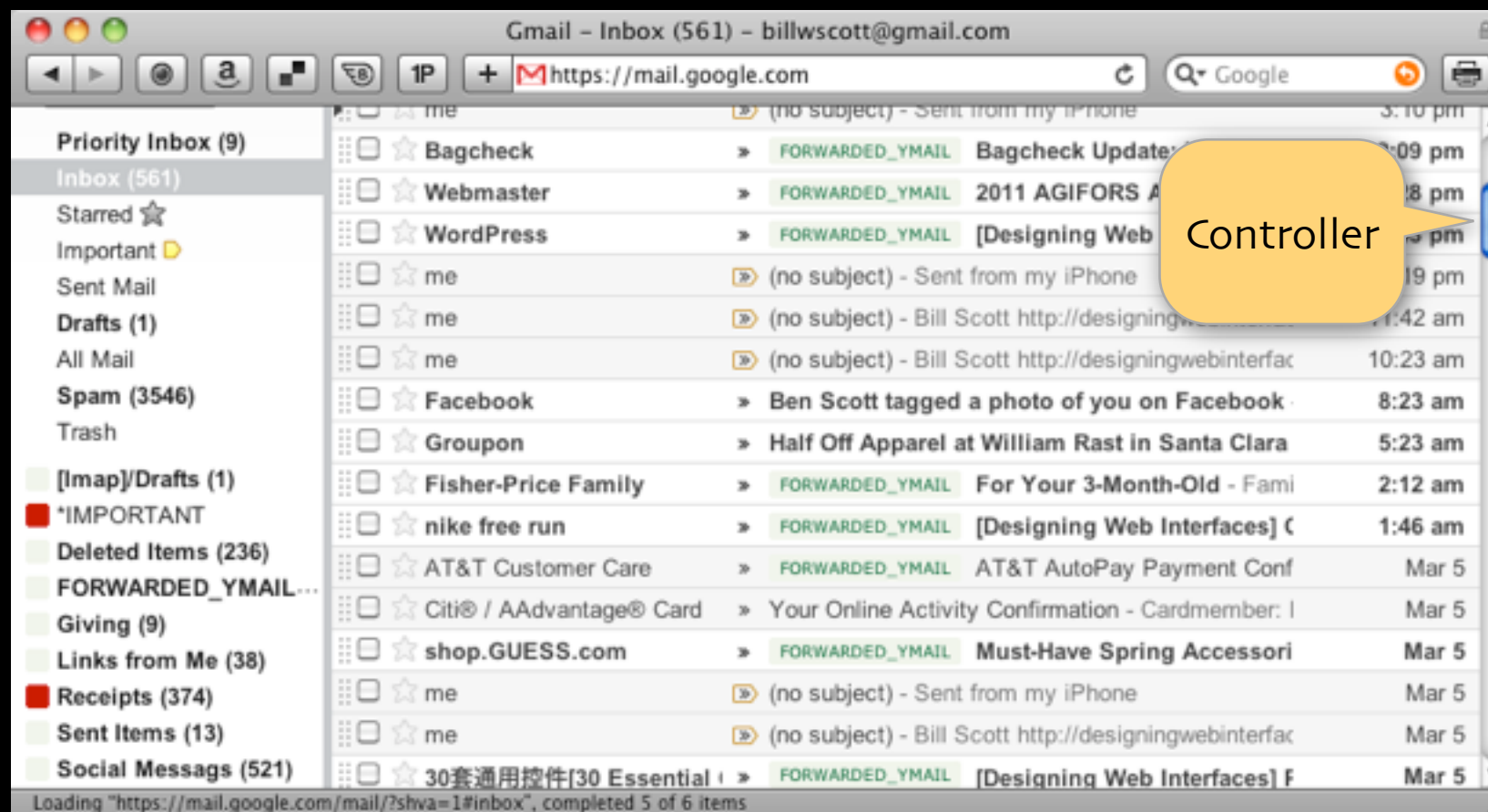
in 1984, this was physicality - the scrollbar

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



Home Locator

SEARCH AREA



Select an Area

FILTERS

Price Range: 75K - 5M


Bedrooms: Any Bedrooms: 2 or more

Minimum Footage: 500

Amenities: Pool Walk-In Closets Laundry Fireplace

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	968	3	1	1
\$215,000	7760	2	1	1
\$270,000	912	2	2	2
\$390,000	953	2	2	1
\$345,000	1099	2	4	1
\$5,000,000	3459	6	3	1
\$171,000	1335	4	2	2
\$2,390,000	2680	3	4	2
\$821,000	1318	3	3	1
\$884,000	1439	3	3	2
\$715,000	1159	3	2	1
\$617,000	1119	2	2	1
\$981,000	1379	4	3	1
\$450,000	1019	2	2	1
\$435,000	1100	4	2	2



Property Information Pictures

DEEP VEEN FAVORITES HERE

You have 1 properties in your favorites

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. A red heart icon is next to the first row in the table. Below the table, there is a blue button that says "DEEP VEEN FRUEBTER HERE" and "You have 1 properties in your favorites".

Home Locator

SEARCH AREA

North America

— Select an Area —

FILTERS

Price Range: 75K - 5M

Bedrooms: 1 - 5

Baths: 1 - 5

Stories: 1 - 5

Minimum Footage: 500

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

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	968	3	1	1
\$215,000	778	2	1	1
\$270,000	912	2	2	2
\$390,000	953	2	2	1
\$345,000	1099	2	4	1
\$5,000,000	3459	6	3	1
\$171,000	1335	4	2	2
\$2,390,000	2689	3	4	2
\$821,000	1319	3	3	1
\$884,000	1439	3	3	2
\$715,000	1159	3	2	1
\$617,000	1119	2	2	1
\$981,000	1379	4	3	1
\$450,000	1019	2	2	1

DEEP VEEN FRUEBTER HERE

You have 1 properties in your favorites

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. A red heart icon is next to the first two rows of the table, indicating they are favorites. The map shows the United States with a red pin in the Southwest. The filter section on the left includes options for Price Range, Bedrooms, and Baths. The bottom of the interface features a blue banner with a red heart icon and the text "DESP. VERN FAVORITEN HIER" and "You have 2 properties in your favorites".

Home Locator

SEARCH HERE

North America

— Select an Area —

FILTERS

Price Range: 75K - 5M

75,000 - 5,000,000

Bedrooms: 1 - 5

Baths: 1 - 5

Minimum Footage: 500

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

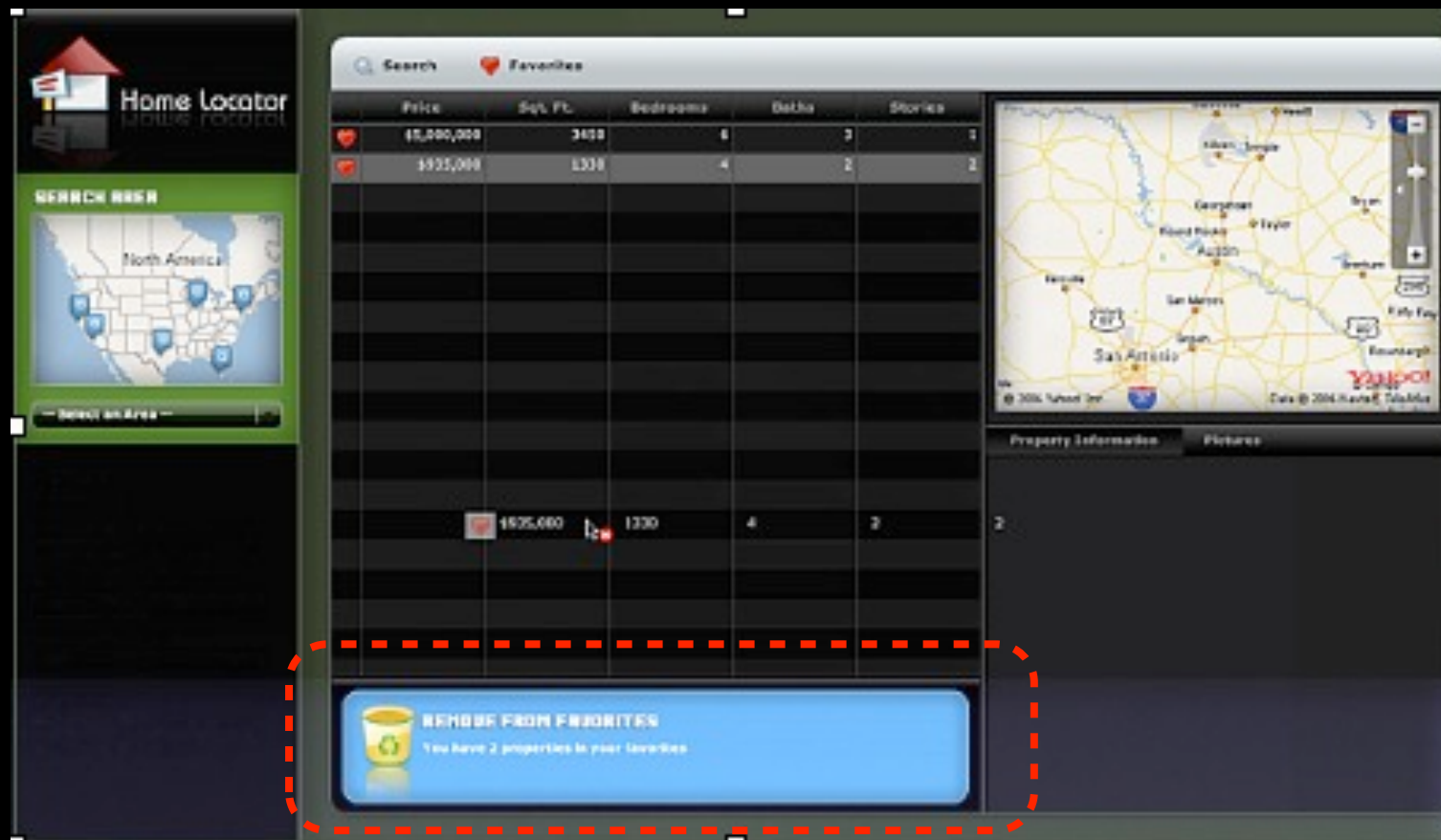
Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	968	3	1	1
\$215,000	778	2	1	1
\$270,000	912	2	2	2
\$390,000	953	2	2	1
\$345,000	1099	2	4	1
\$5,000,000	3459	6	3	1
\$921,000	1319	3	3	1
\$886,000	1459	3	3	2
\$716,000	1189	3	2	1
\$617,000	1119	2	2	1
\$861,000	1379	4	3	1
\$490,000	1019	2	2	1
\$935,000	1339	4	2	2
\$935,000	1332	4	2	2

DESP. VERN FAVORITEN HIER
You have 2 properties in your favorites

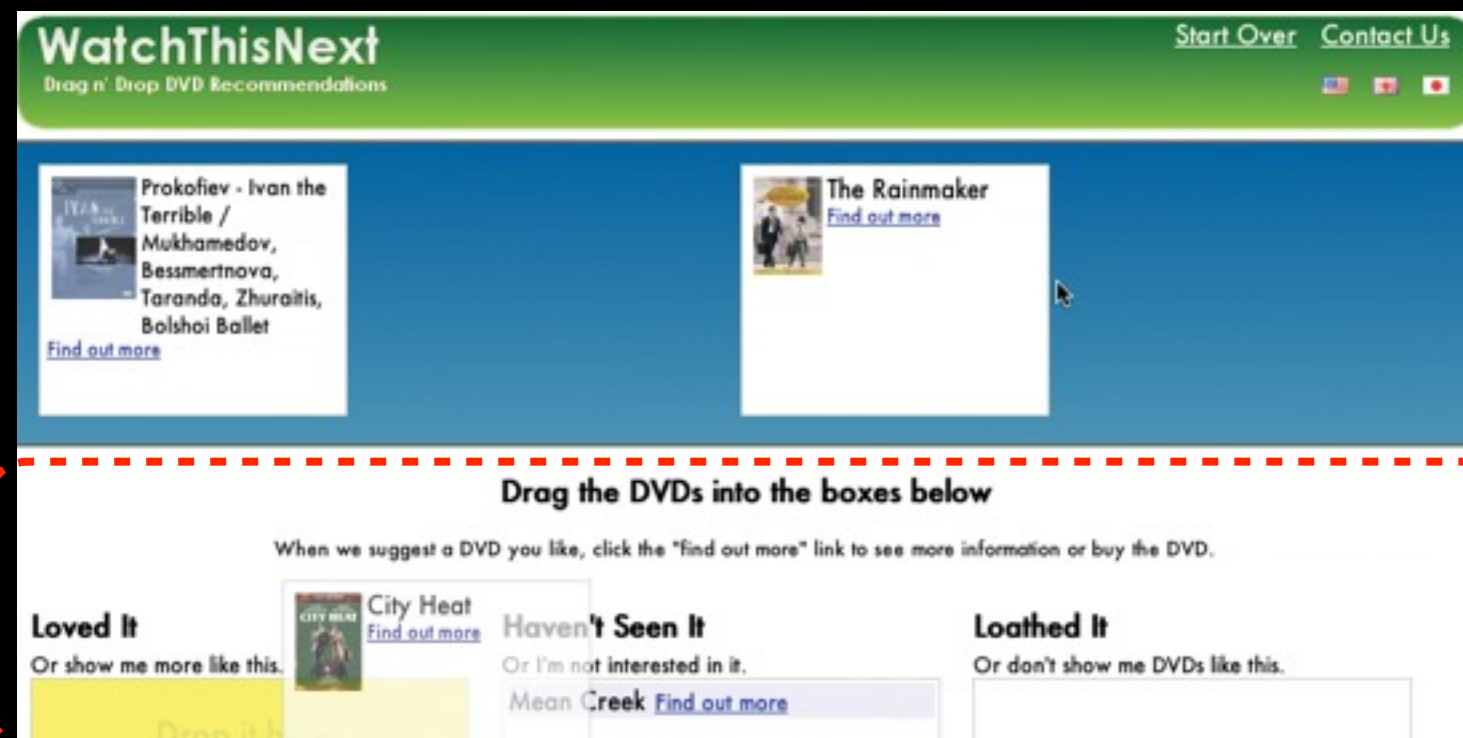
[illegible]

anti-pattern: artificial construct

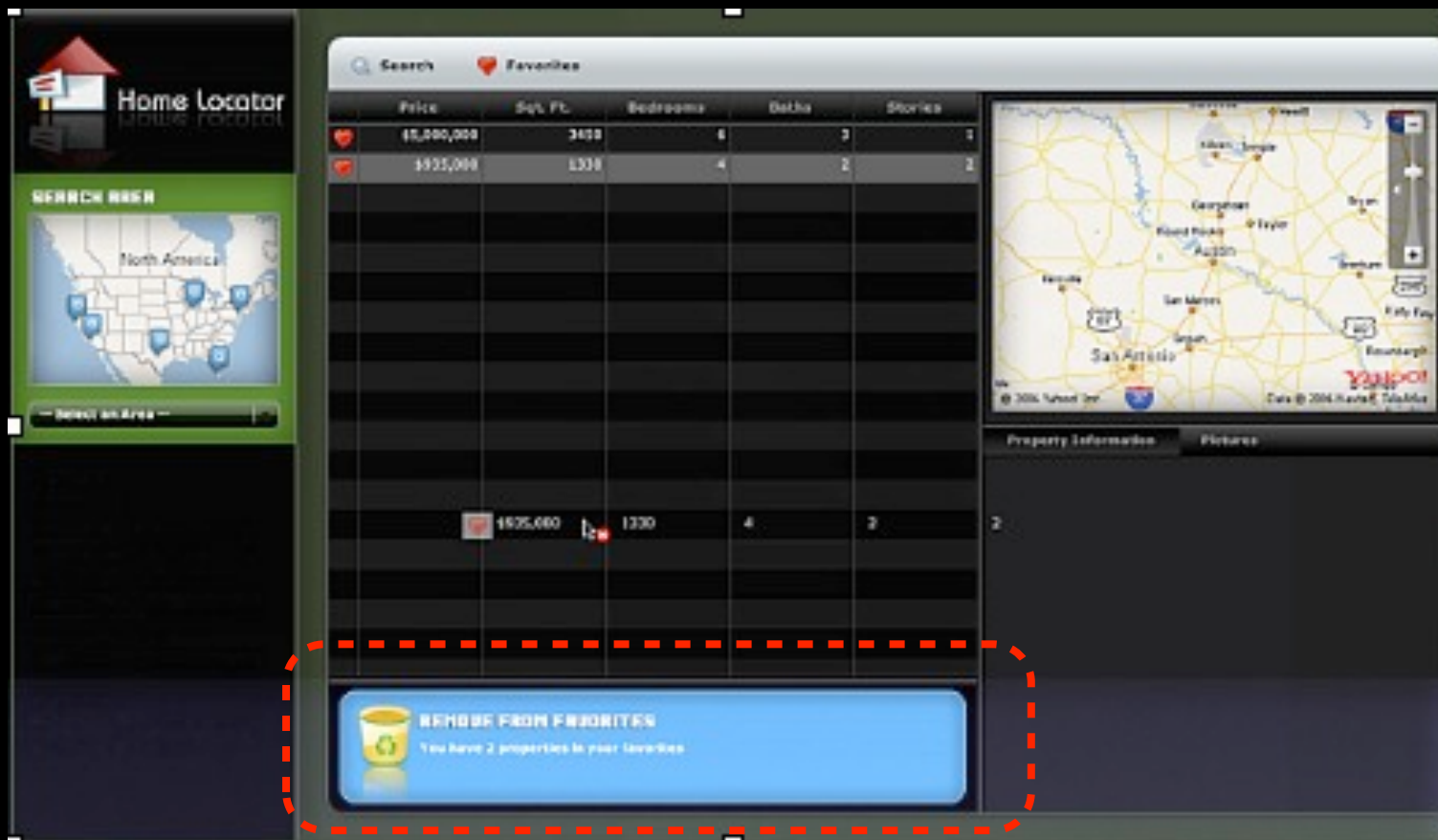
Anti-Pattern: Mismatched Metaphor



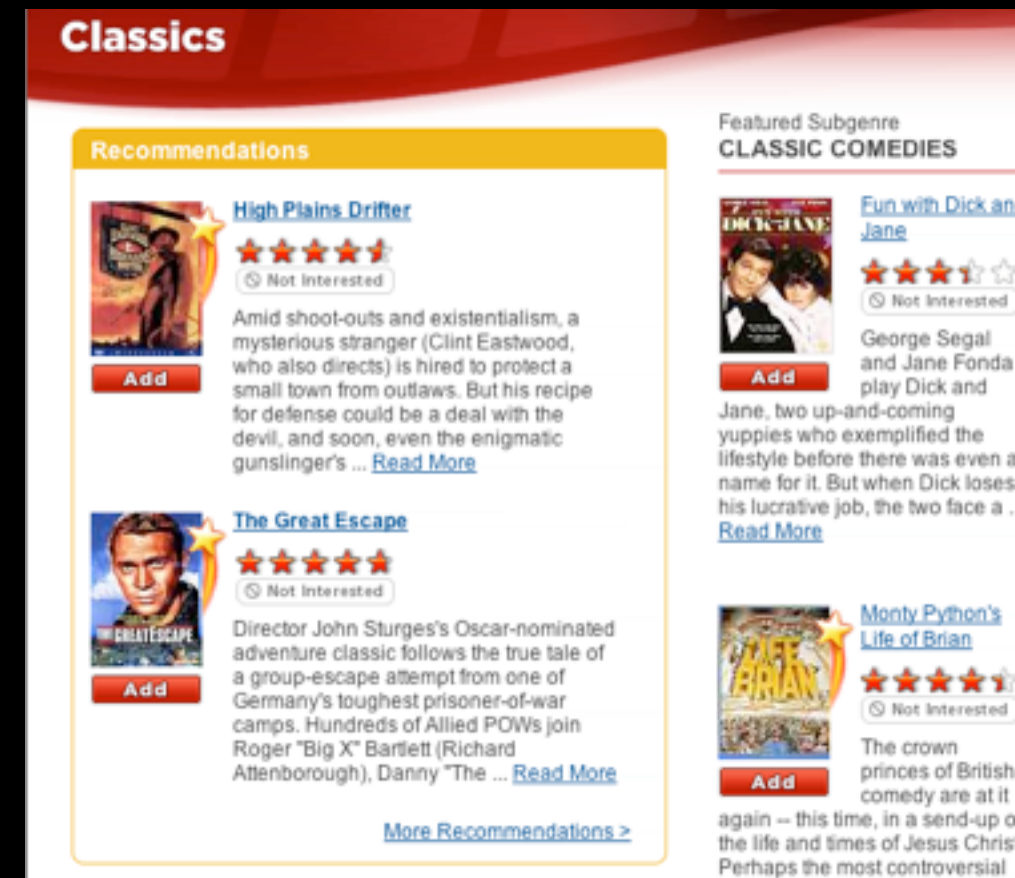
anti-pattern: artificial construct



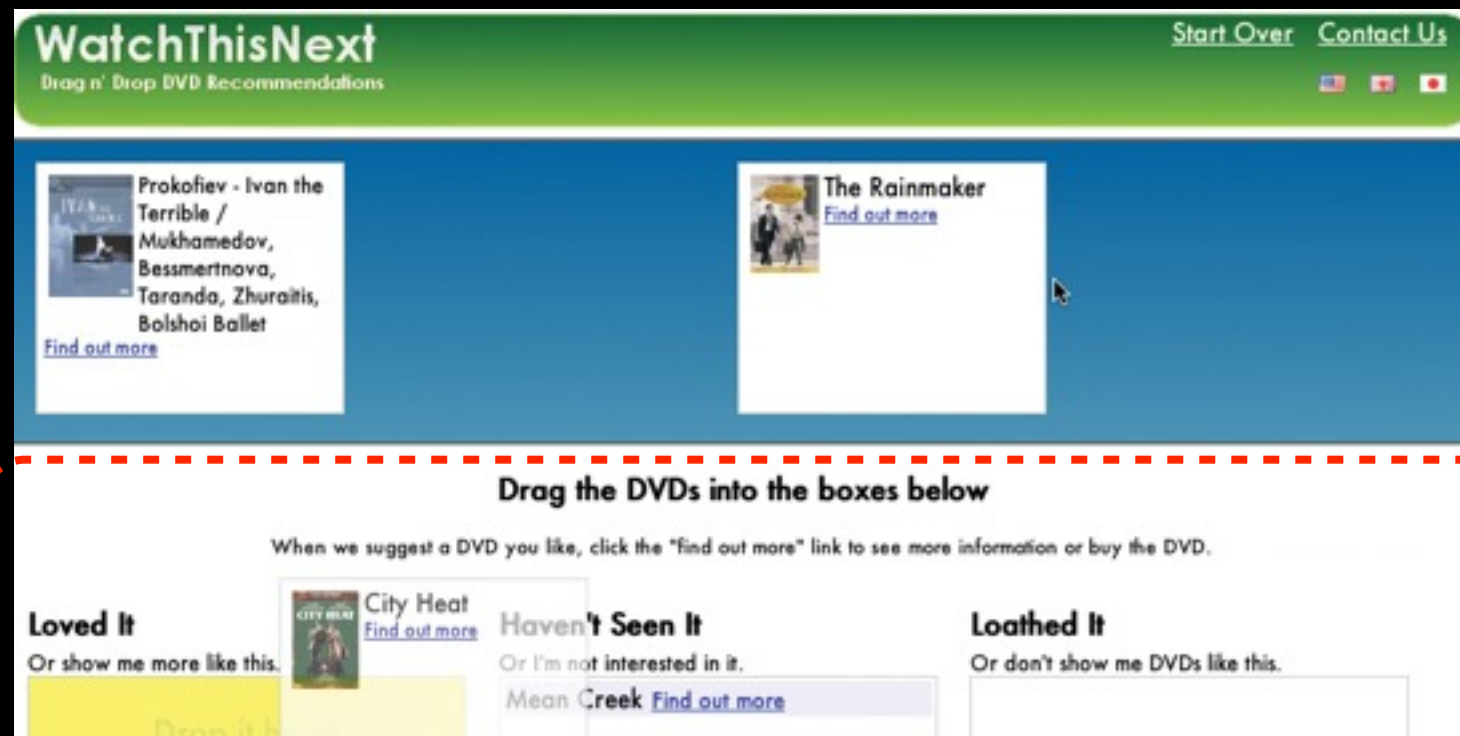
Anti-Pattern: Mismatched Metaphor



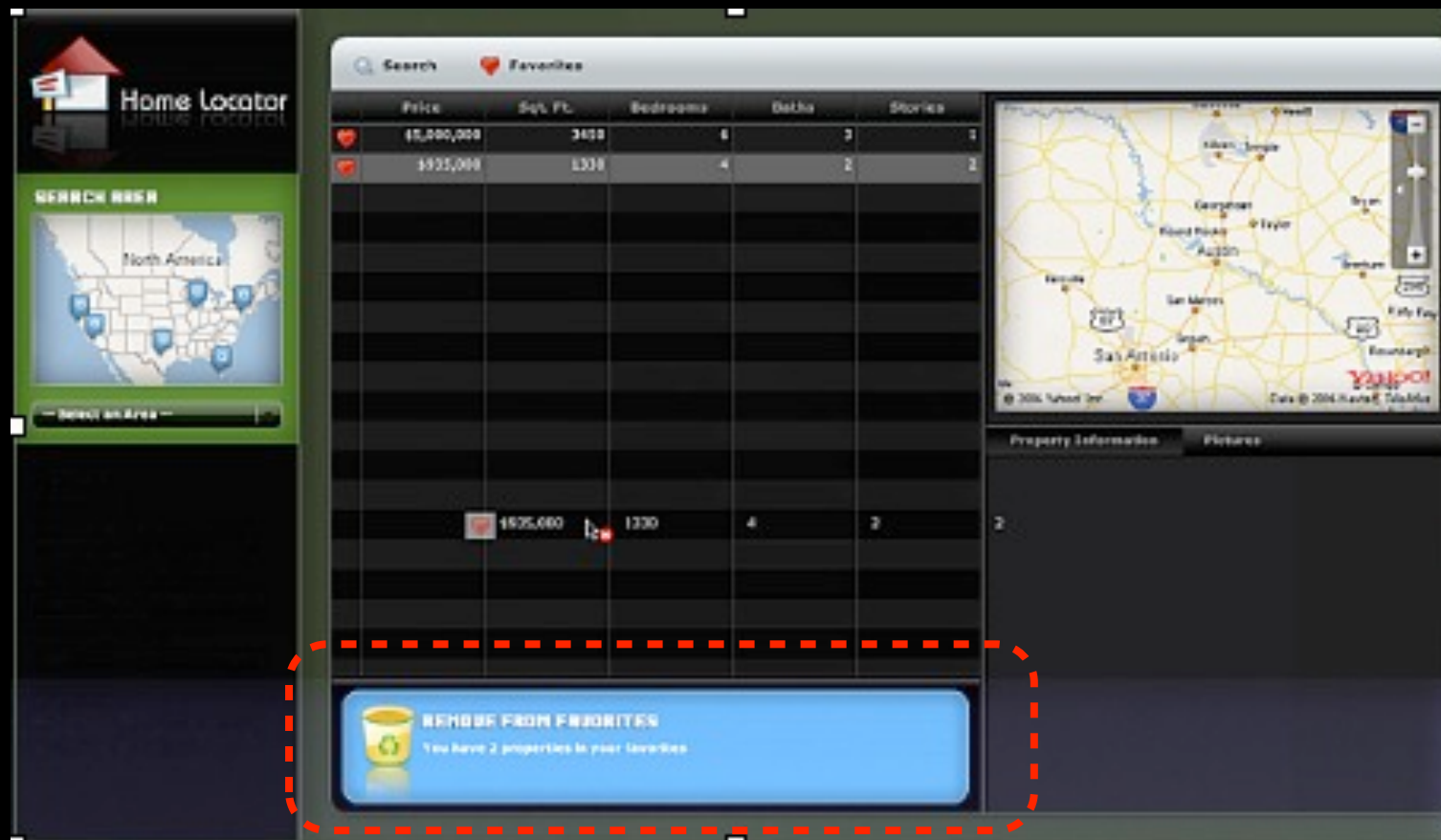
anti-pattern: artificial construct



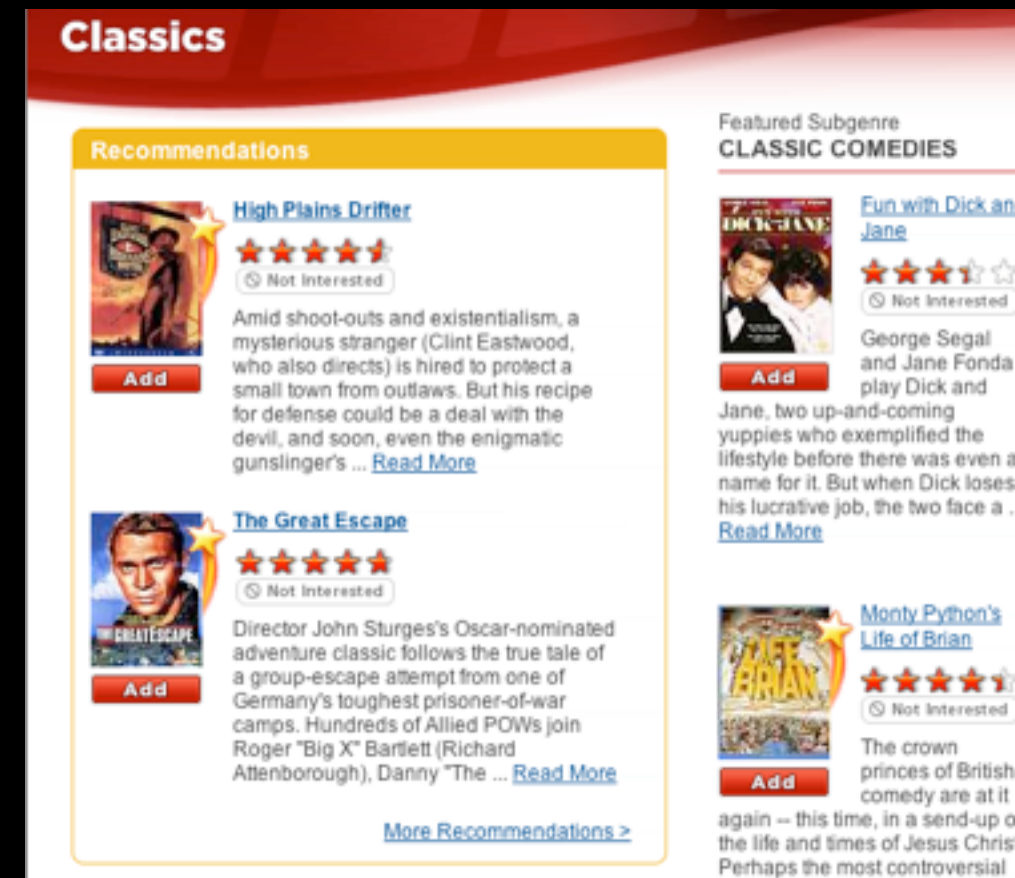
netflix. rate an object. KISS.



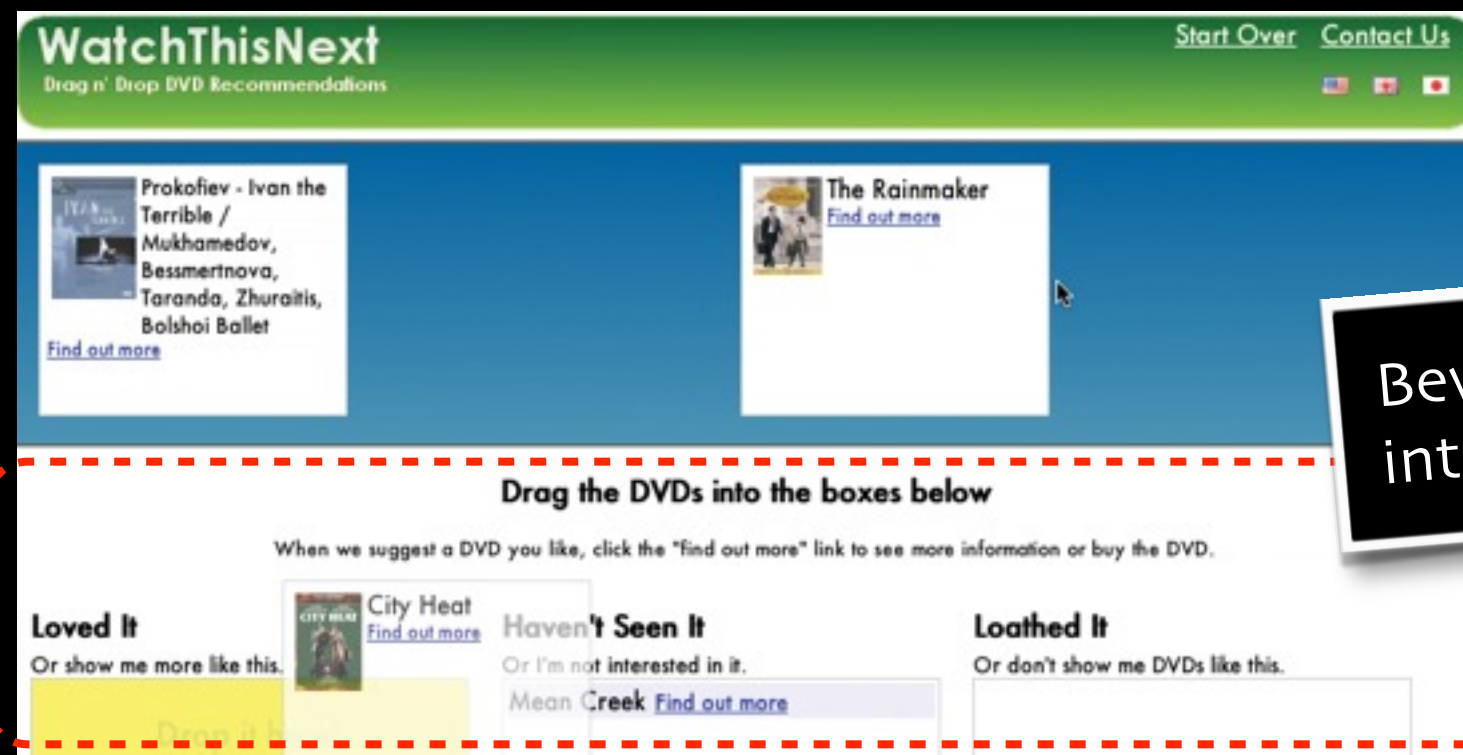
Anti-Pattern: Mismatched Metaphor



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

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

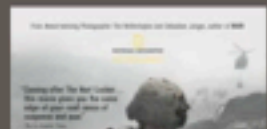


TV



✕ 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

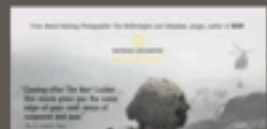


TV



✕ 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

Instant Queue



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Recently Watched



Emotional Dramas

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.

Cast: Eduardo Verástegui, Tammy Blanchard...

Categories: Drama, Indie Dramas

Director: Alejandro Gomez Monteverde

Recently Watched



Emotional Dramas

Which Won?

"Plus" experience.
Maintains Flow

NETFLIX

21332

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

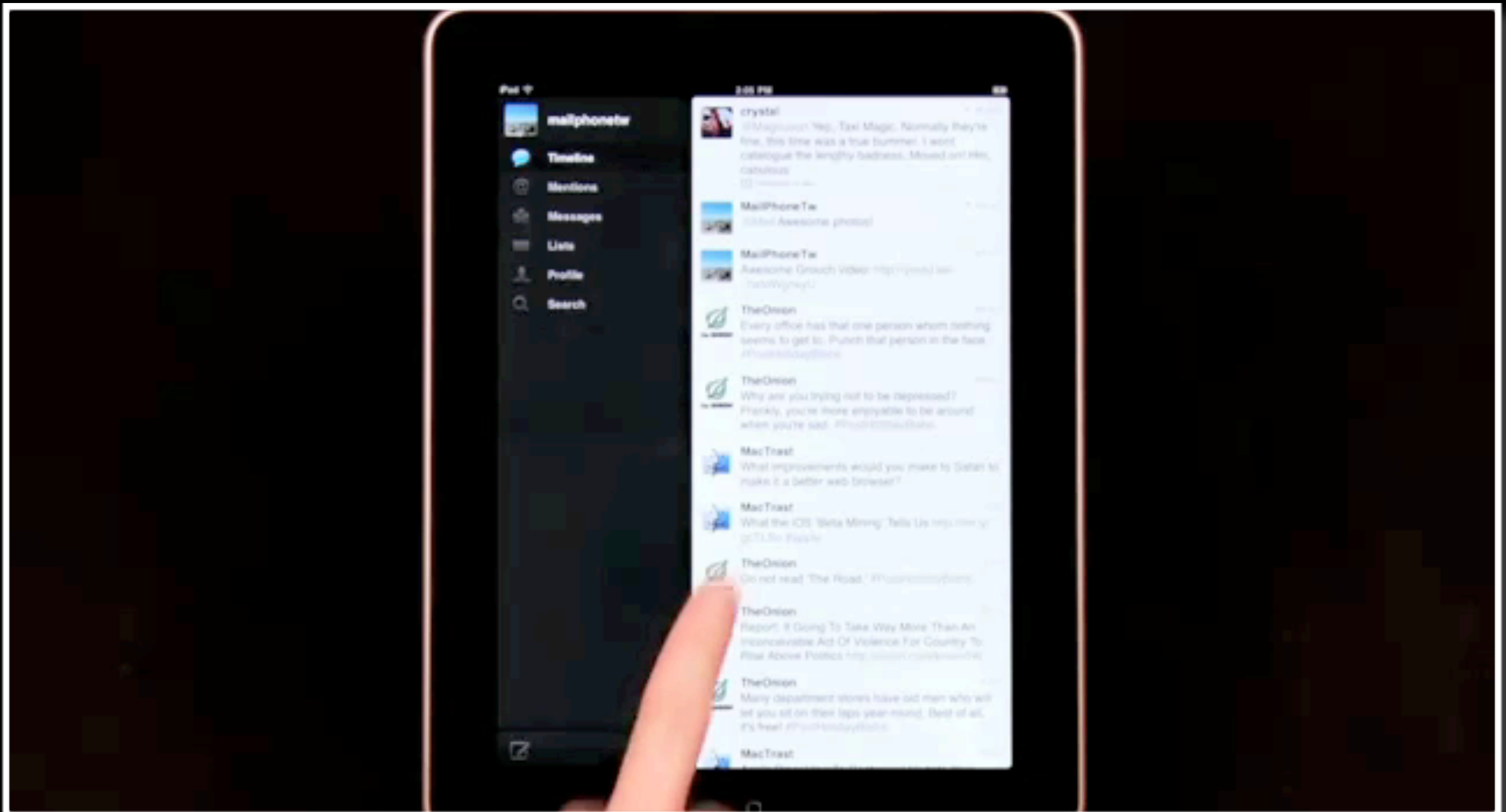
Director: Alejandro Gomez Monteverde

Recently Watched



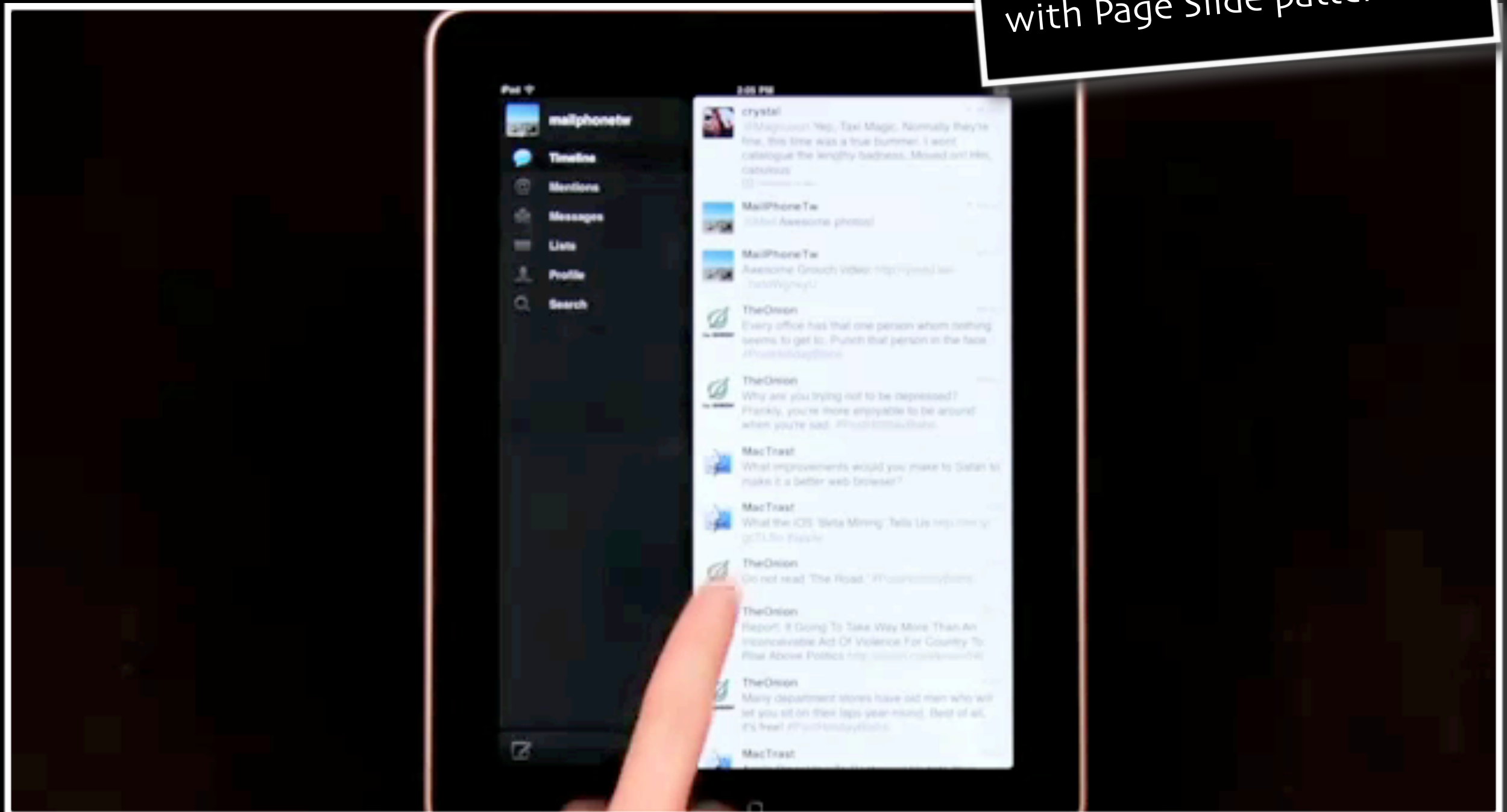
Emotional Dramas

Twitter as iPad App



Twitter as iPad App

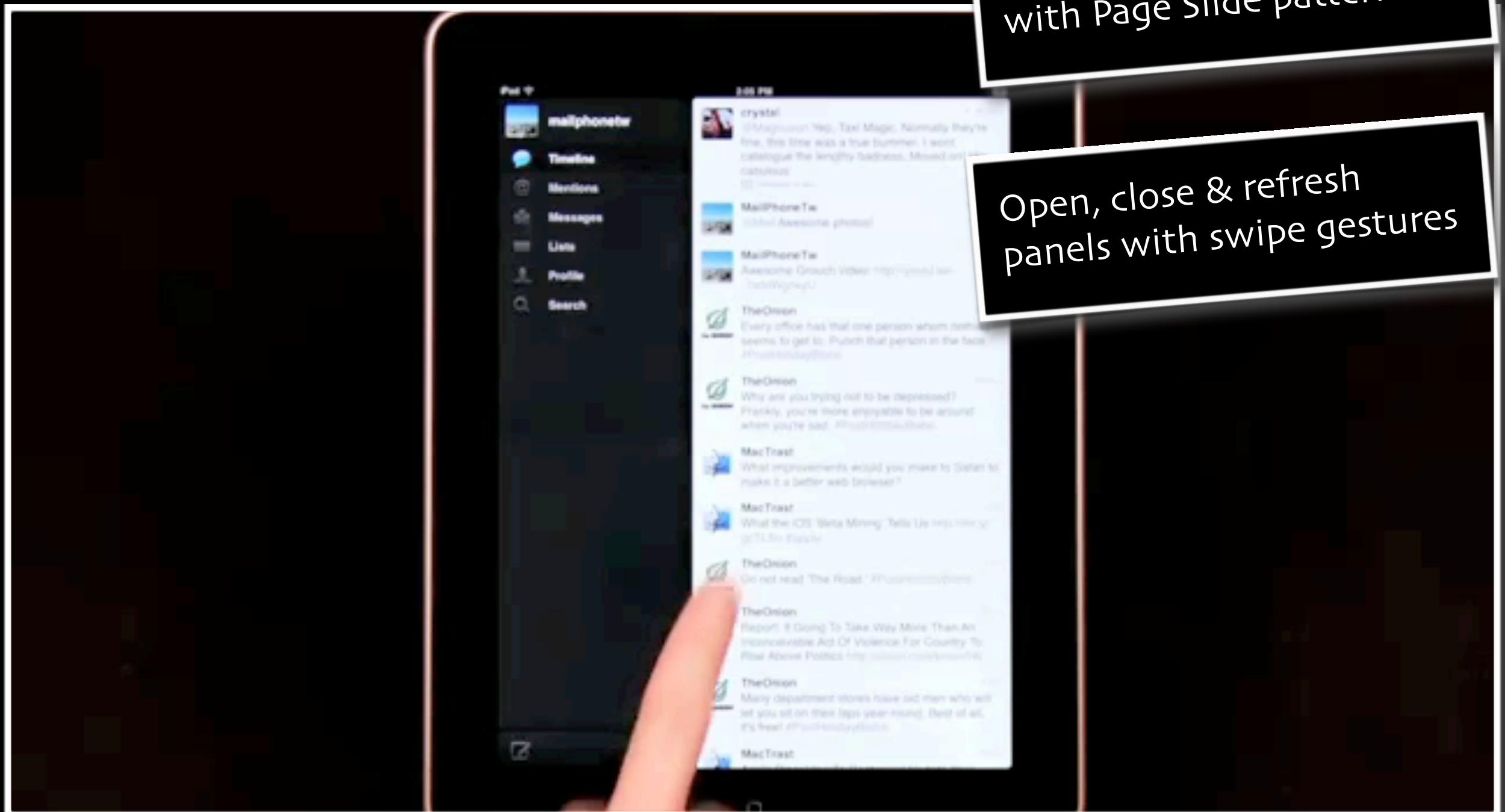
Minimize page transitions
with Page Slide pattern



Twitter as iPad App

Minimize page transitions with Page Slide pattern

Open, close & refresh panels with swipe gestures

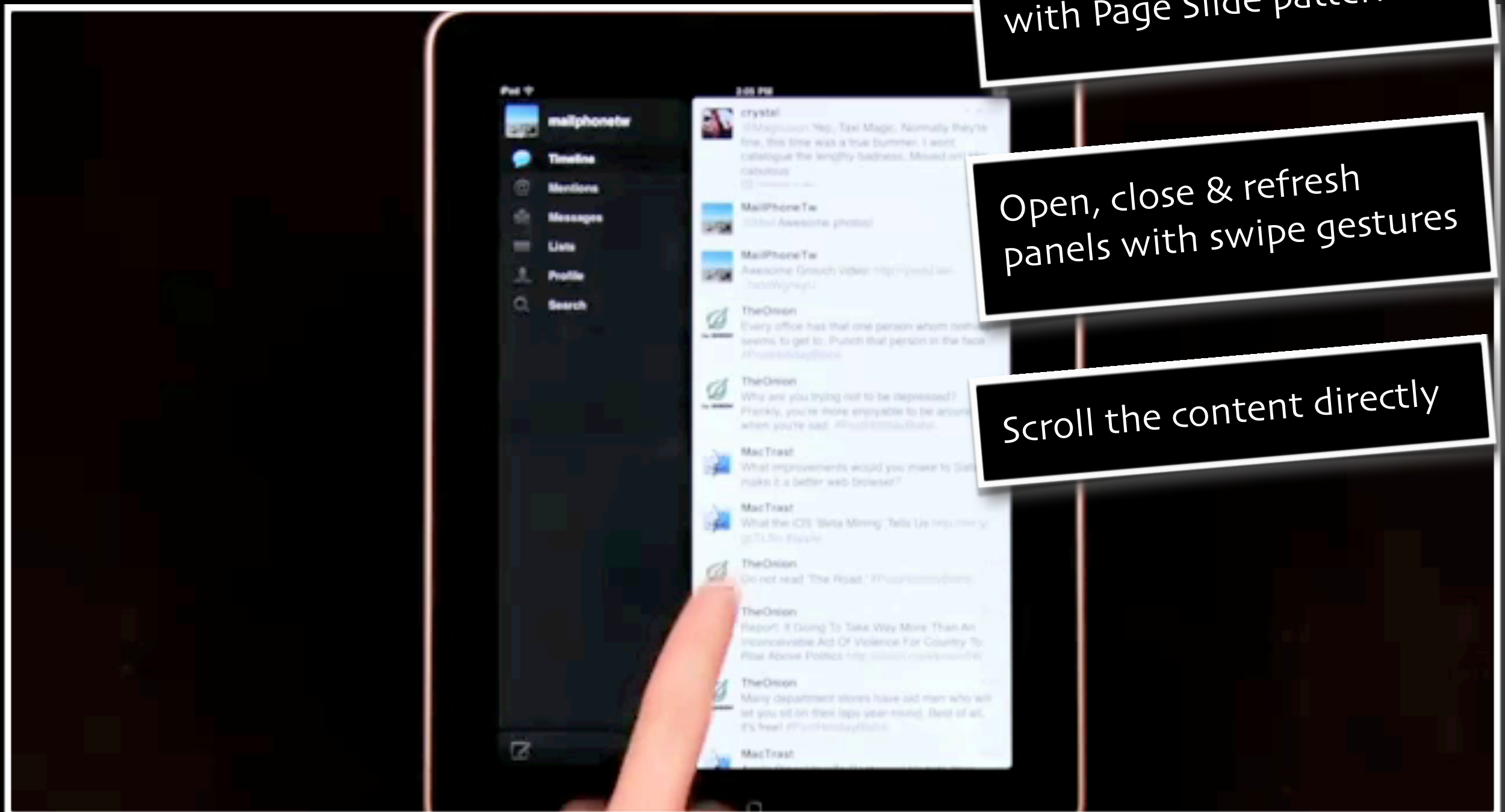


Twitter as iPad App

Minimize page transitions with Page Slide pattern

Open, close & refresh panels with swipe gestures

Scroll the content directly



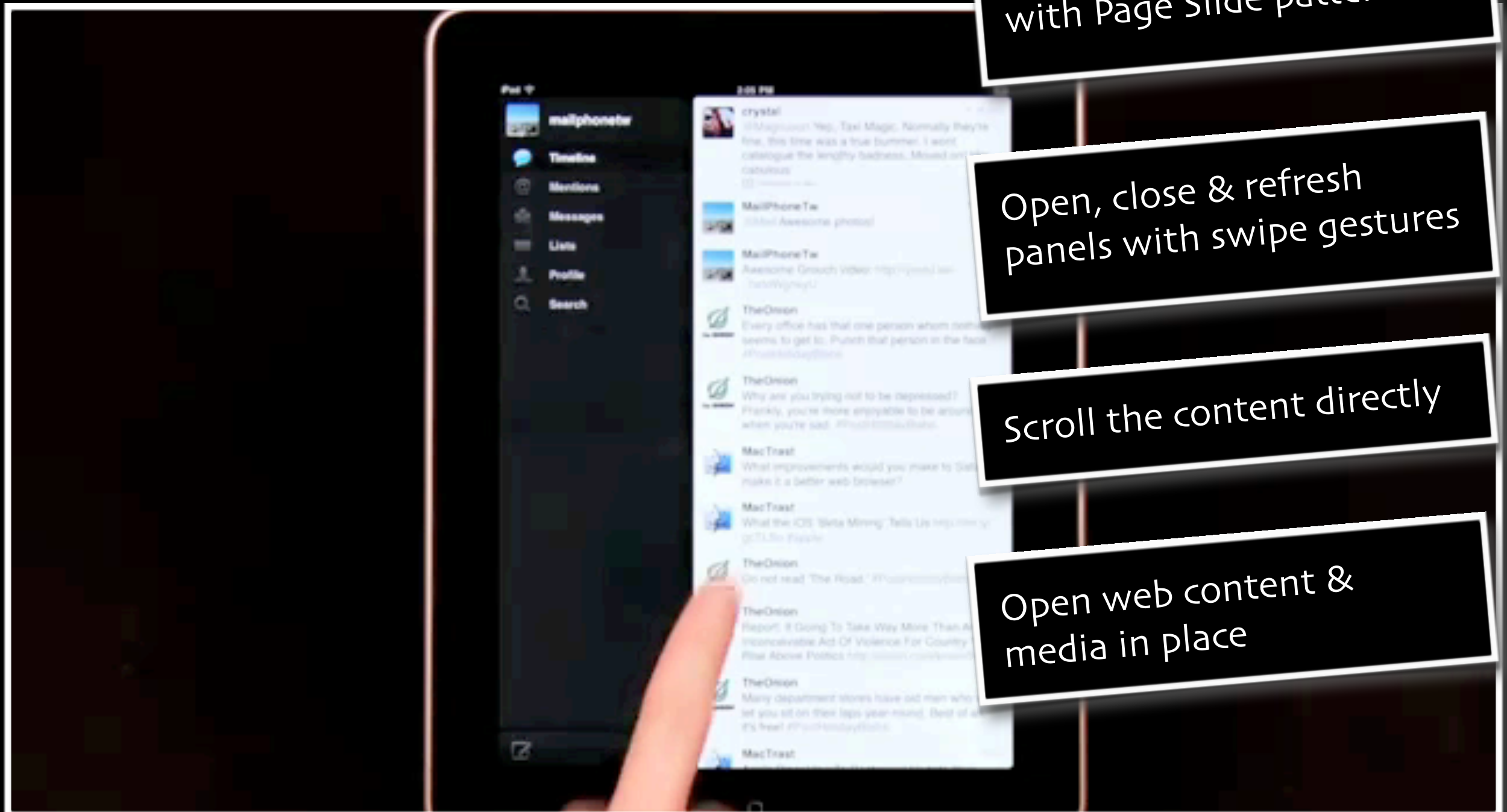
Twitter as iPad App

Minimize page transitions with Page Slide pattern

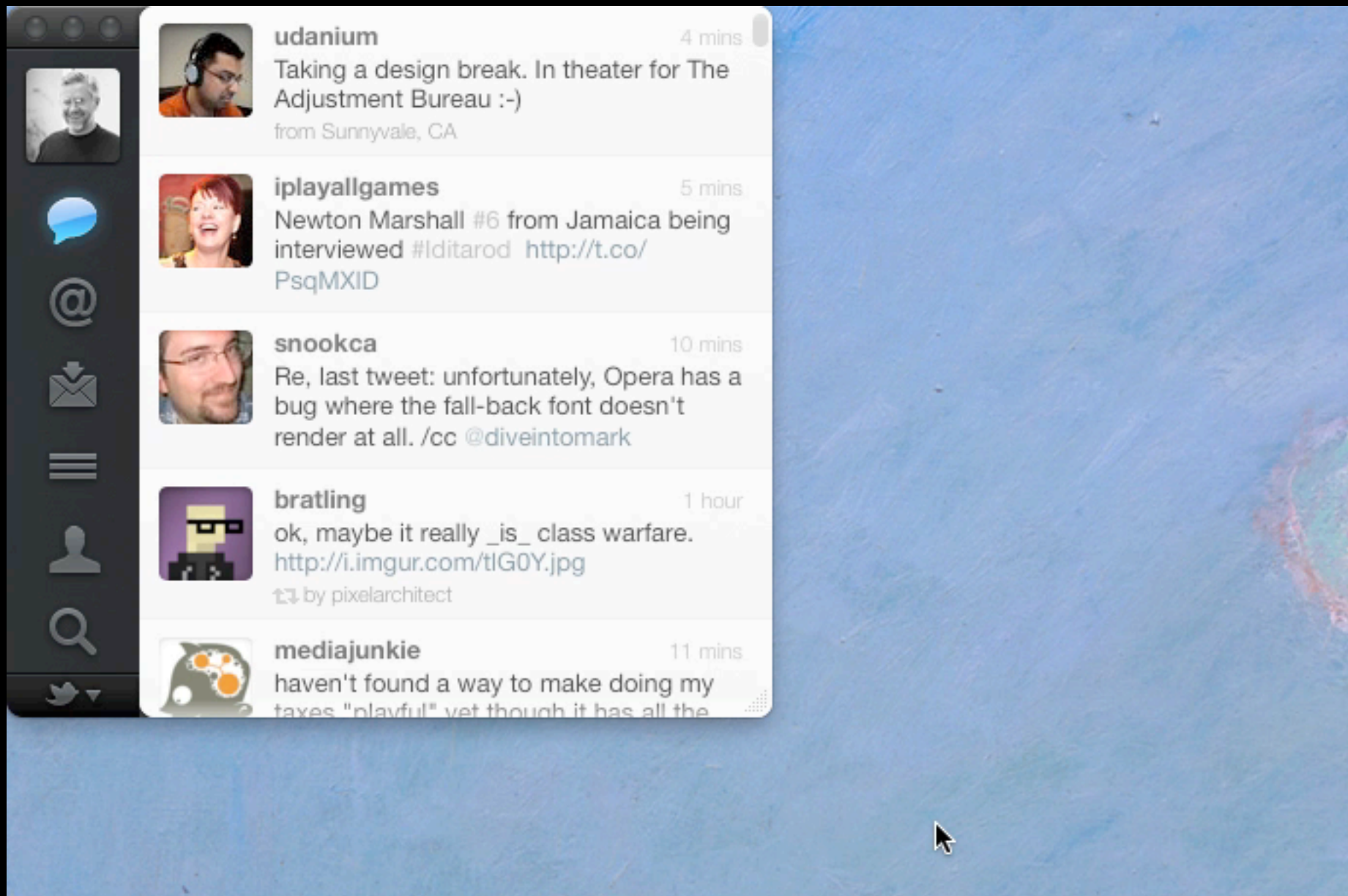
Open, close & refresh panels with swipe gestures

Scroll the content directly

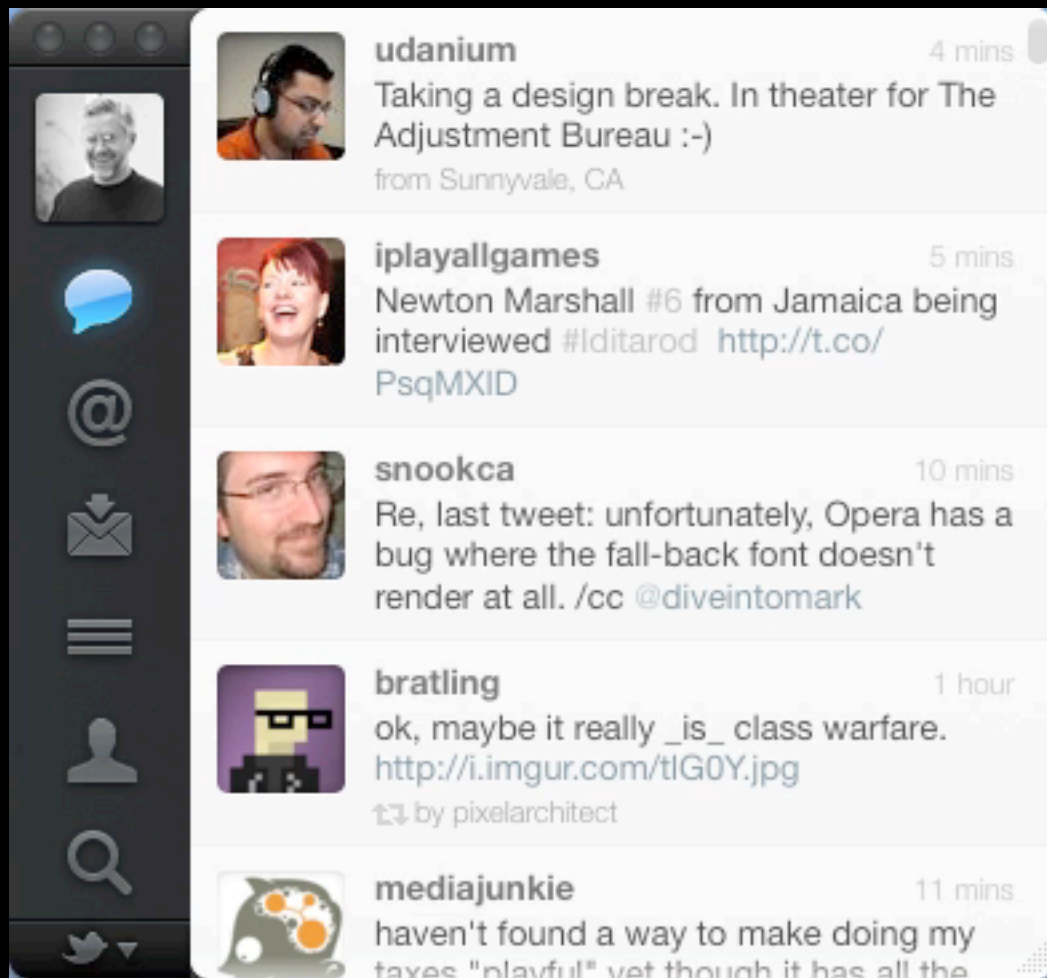
Open web content & media in place



Twitter as Mac App

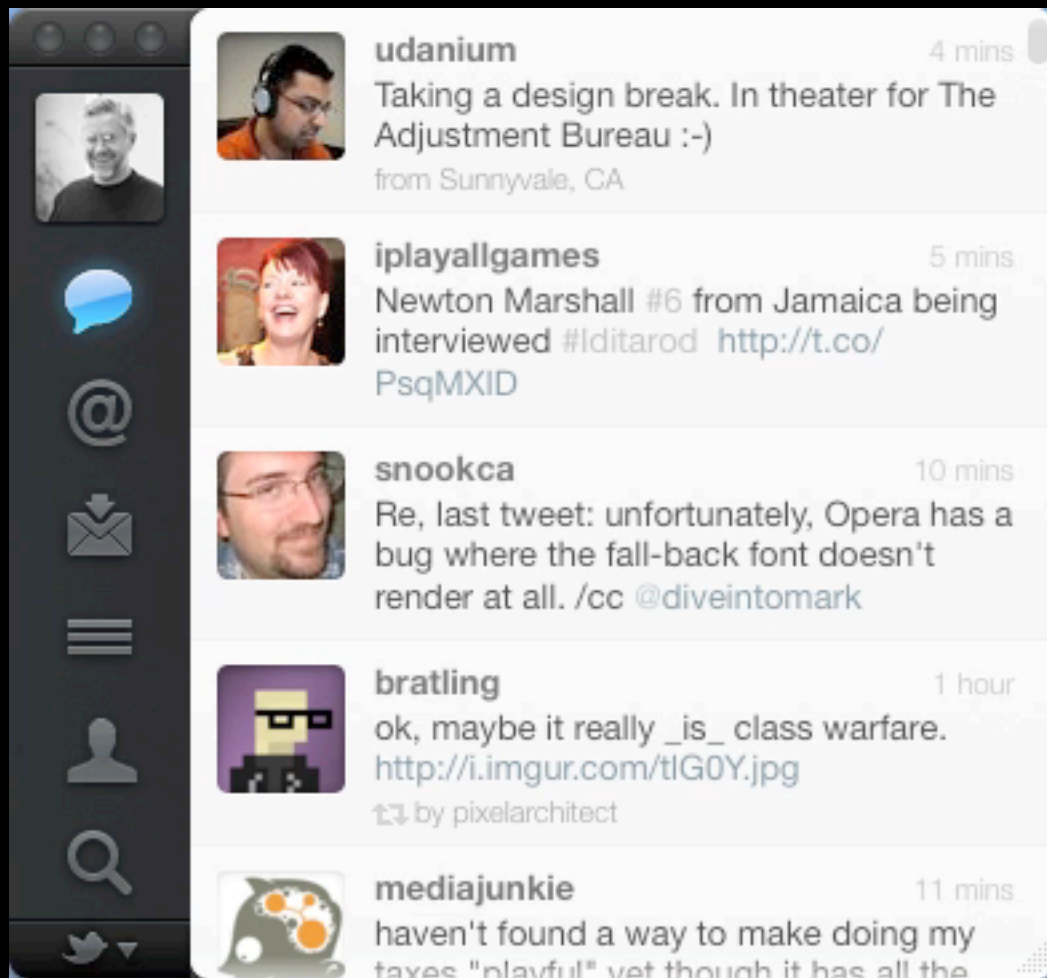


Twitter as Mac App



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

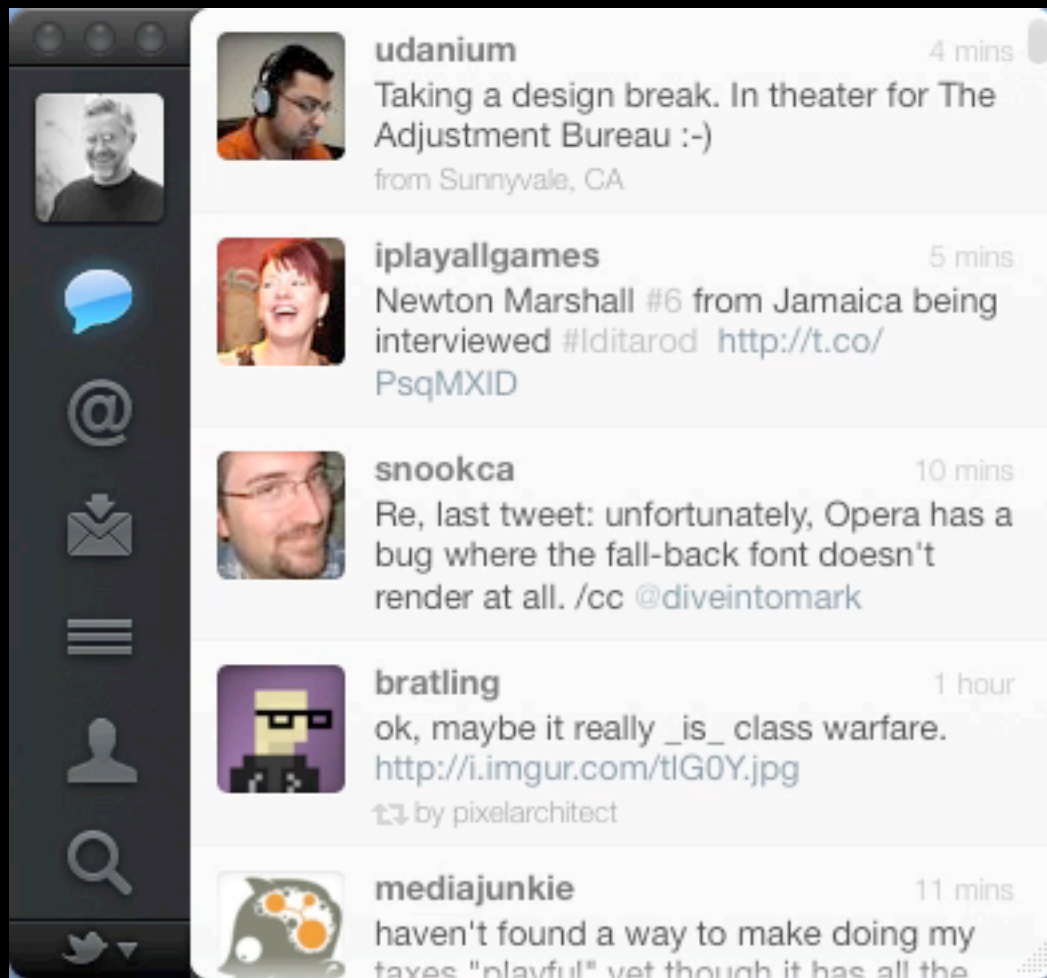
Twitter as Mac App



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 shows a detailed view of a tweet from @sinequanon.

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/x321p0zwei> 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 Detail View (from @sinequanon):

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

Tweets containing **Renaissance and Baroque**

dose2day daily dose: Girolamo Frescobaldi: Bridging Renaissance and Baroque Music <http://www.redgag.com/c-ljglid> #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 image shows a screenshot of the Twitter web application interface. The top navigation bar includes 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 shows search results for the query "Renaissance and Baroque".

A callout box with a black background and white text is overlaid on the right side of the image, stating: "Minimize page transitions with Page Slide pattern".

Timeline Tweets:

- 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/x321p0zwei> 1 minute ago
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- 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

Search Results (Tweets containing Renaissance and Baroque):

- dose2day** daily dose: Girolamo Frescobaldi: Bridging Renaissance and Baroque Music <http://www.redgag.com/c-ljglid> #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 image shows a screenshot of the Twitter web application interface. The top navigation bar includes 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 displays a timeline of tweets. Two annotations are overlaid on the right side of the interface:

- Minimize page transitions with Page Slide pattern**: This annotation points to the transition between tweets in the timeline.
- Find myself annoyed with web pages opening in another window**: This annotation points to a tweet by @rashmi that includes a link to a settings page.

The timeline shows several tweets, including one from @sinequanon about Renaissance and Baroque engraving techniques, and another from @billwscott replying to @rashmi about tweet spam. A status bar at the bottom indicates "Canceled opening the page".

Twitter as Web App

The image shows a screenshot of the Twitter web application interface. The top navigation bar includes 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 displays a timeline of tweets. Three callout boxes are overlaid on the right side of the interface, highlighting specific UI issues:

- Minimize page transitions with Page Slide pattern**: This callout points to the transition between tweets.
- Find myself annoyed with web pages opening in another window**: This callout points to a tweet containing a link that opens in a new window.
- Find myself wanting to substitute a drag for a swipe**: This callout points to a tweet containing a link that opens in a new window.


The tweets visible in the timeline include:


- sinequanon** Rowell Sotto: Great presentation on the evolution and technical acumen of Renaissance and Baroque engraving techniques. [FLASH]. <http://goo.gl/EVJYE>
- dbarradas** Daniel Barradas: Video: Floating <http://tumblr.com/x321p0zwai>
- iplayallgames** Cindy Ritzman: Dogs resting an hour before running the #lditarod yfrog.com/gz9t4zrj
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- 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.


At the bottom of the page, a message reads: "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


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 **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

- Fred Dur
- 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

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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

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



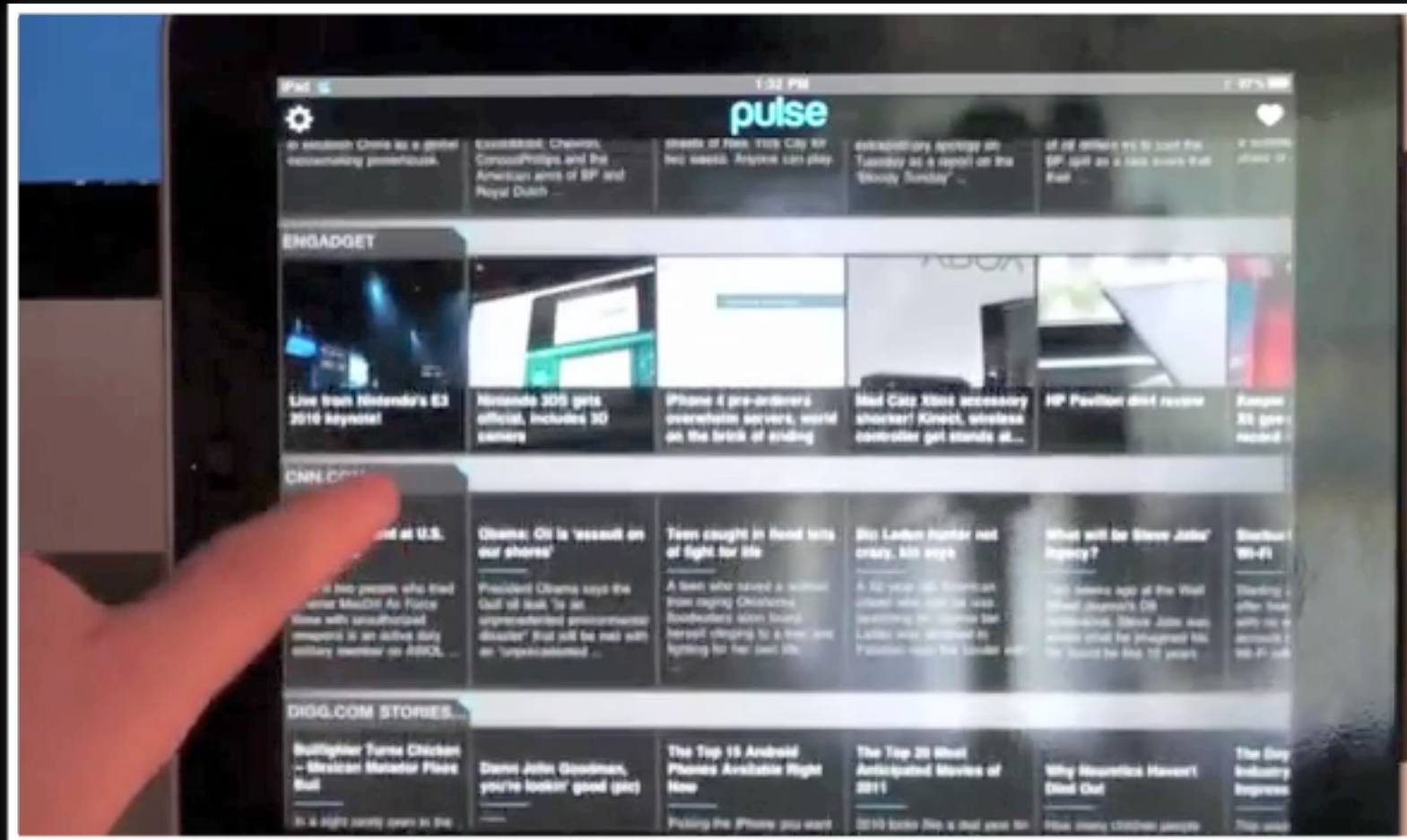
Three types of iPhone navigation: Flat, Tab, Tree
- Jeff Clark (Tapworthy)



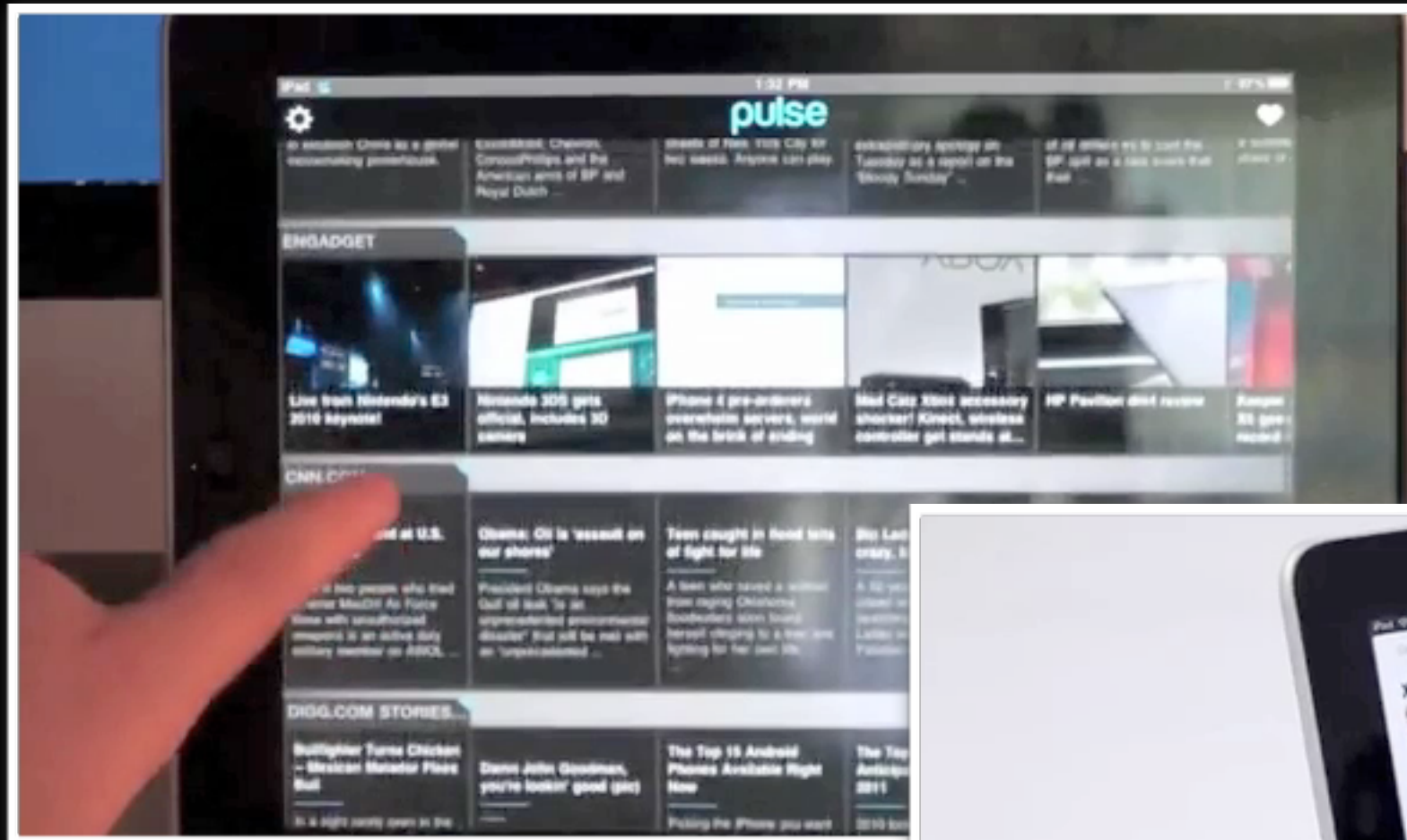
Gowalla: Tab + Flat
- Jeff Clark (Tapworthy)

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

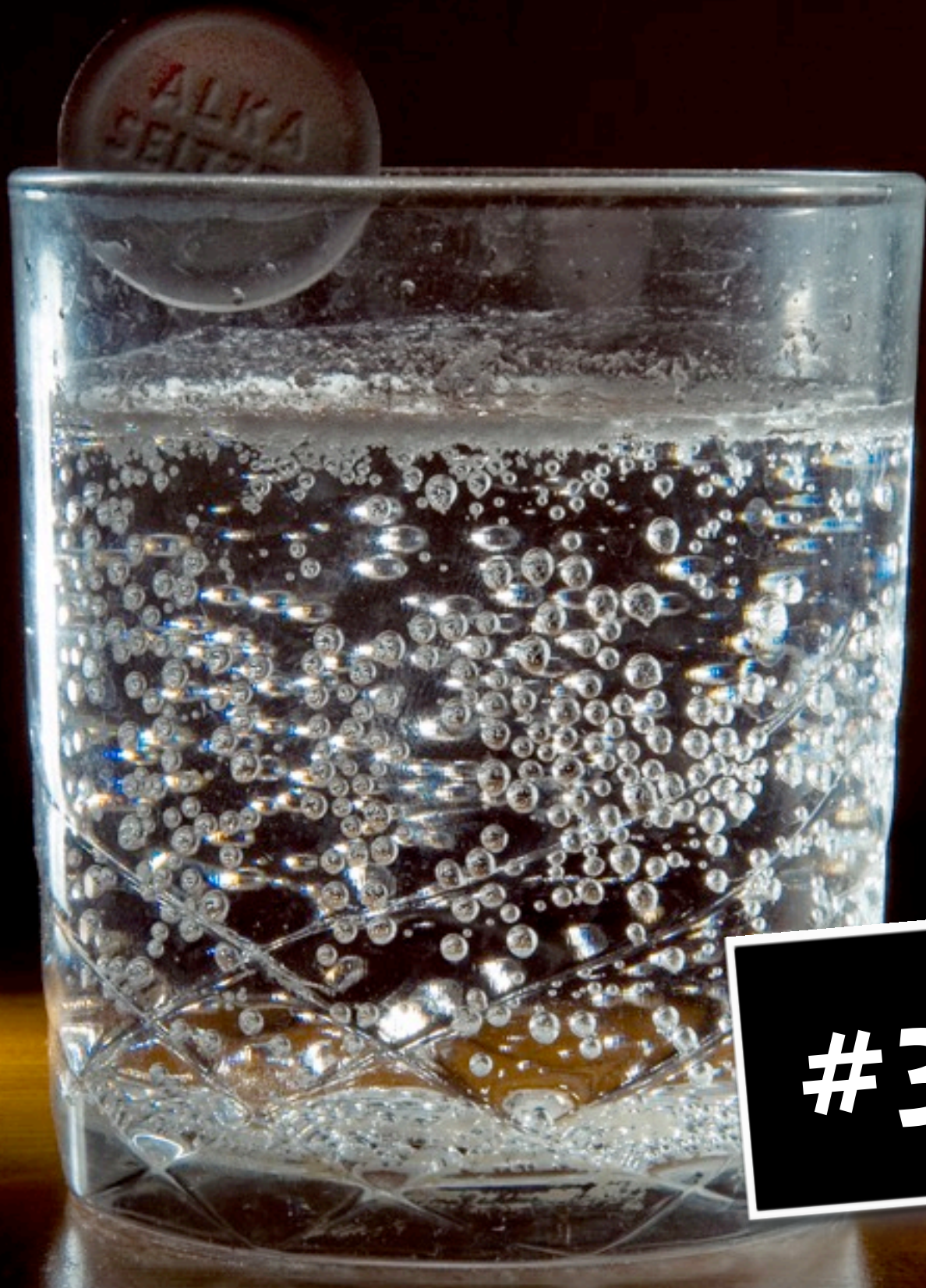
	Navigation	Paging	Scrolling
Web	Page, Tab, Back Button	<div>When page content changes or step by step flow</div> <div>Avoid too many page changes</div>	Better than paging (easier on web than on touch)
Mobile	Flat, Tab & Tree. 1 level back.	For content, steps in flow	Question scrolling, prefer Flat
Tablet	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	<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)	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	<div>Swiping through pages</div> <div>Avoid too many page changes</div>	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 software interface. At the top, the TurboTax logo is on the left, and navigation tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', 'State Taxes', and 'Print & File' are on the right. Below the navigation tabs, there are sub-tabs for 'Wages & Income', 'Deductions & Credits', and 'Other Tax Situations'. On the left side, a summary box displays 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main content area is titled 'Enter Your Interest Paid to Some Lender' and includes the text 'Deductible interest paid in 2008 [See qualifications and limitations.](#)'. Below this, there is a label '(Box 1 on your 1098)' and a text input field containing the value '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's a navigation bar with tabs: Personal Info, Federal Taxes (selected), Federal Review, State Taxes, and Print & File. Below this, there's a sub-navigation bar with tabs: Wages & Income, Deductions & Credits (selected), and Other Tax Situations. On the left side, there's a summary box showing '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 subtitle 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there's a text input field labeled '(Box 1 on your 1098)' with the value '0.00' entered.

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)

This is a close-up of the summary box from the previous screenshot. It shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The numbers are displayed in large, bold, red font on a dark gray background.

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Animation Can...

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



nbc.com

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Animation Can...

Be really, really
annoying

The screenshot shows the TurboTax Deluxe interface. At the top, there's a navigation bar with tabs: Personal Info, Federal Taxes (selected), Federal Review, State Taxes, and Print & File. Below this, there's a sub-navigation bar with tabs: Wages & Income, Deductions & Credits (selected), and Other Tax Situations. On the left, there's a summary box showing 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main content area is titled 'Enter Your Interest Paid to Some Lender' with a subtitle 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there's a text input field labeled '(Box 1 on your 1098)' with the value '0.00' entered.

This is 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 red text on a dark background.



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

- Occam

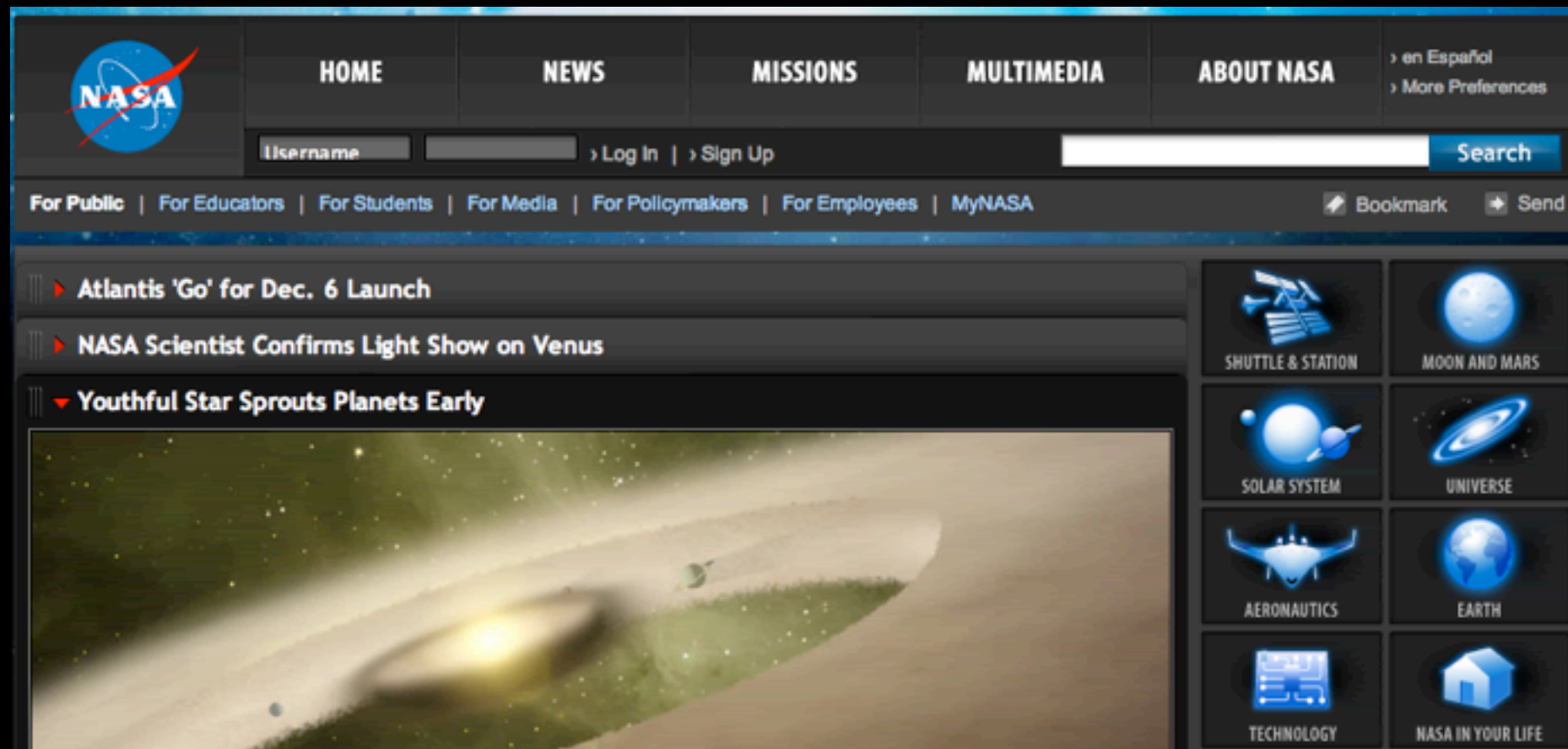
Make all visual distinctions as
subtle as possible, but still clear
and effective.

- Tufte "Smallest Effective Difference"

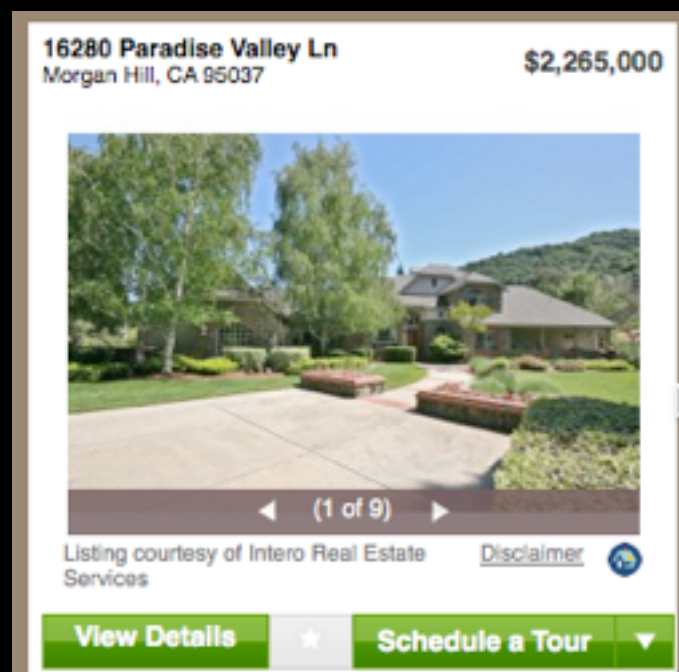
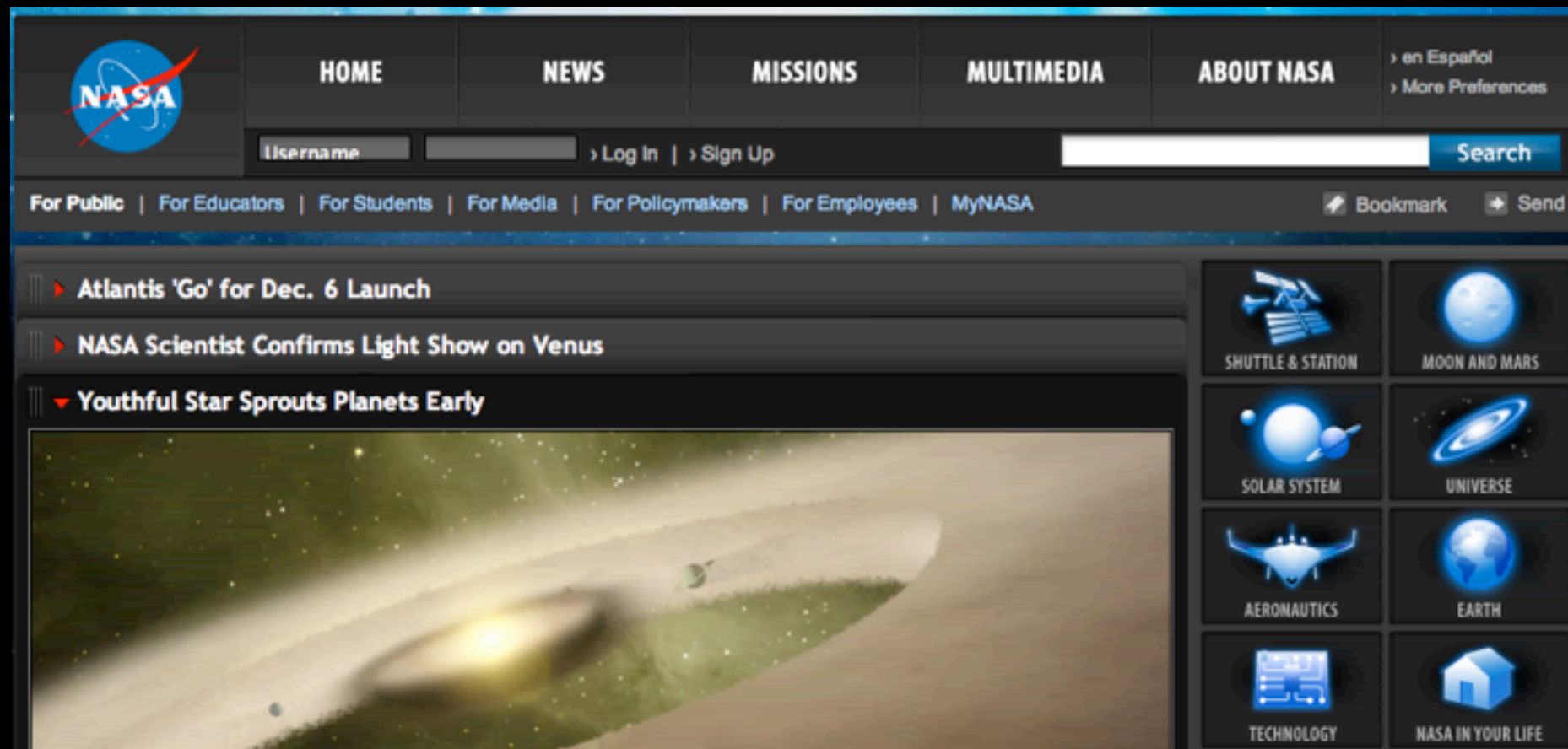
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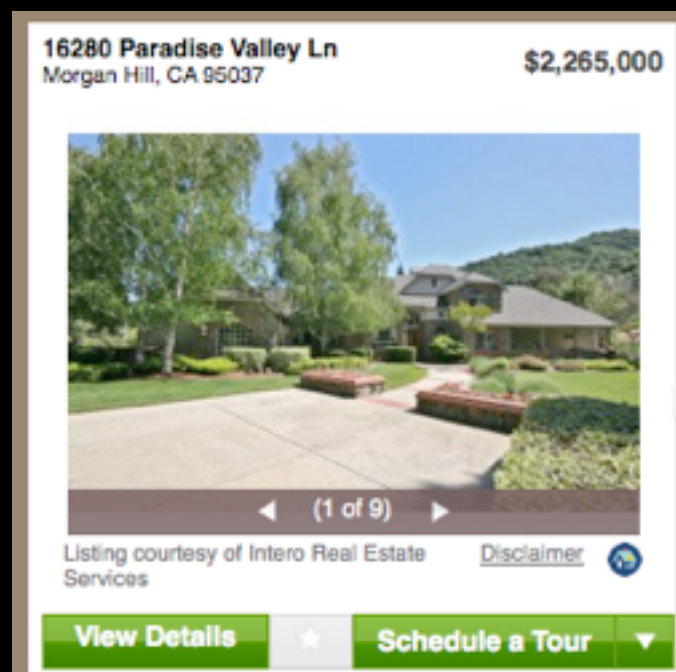
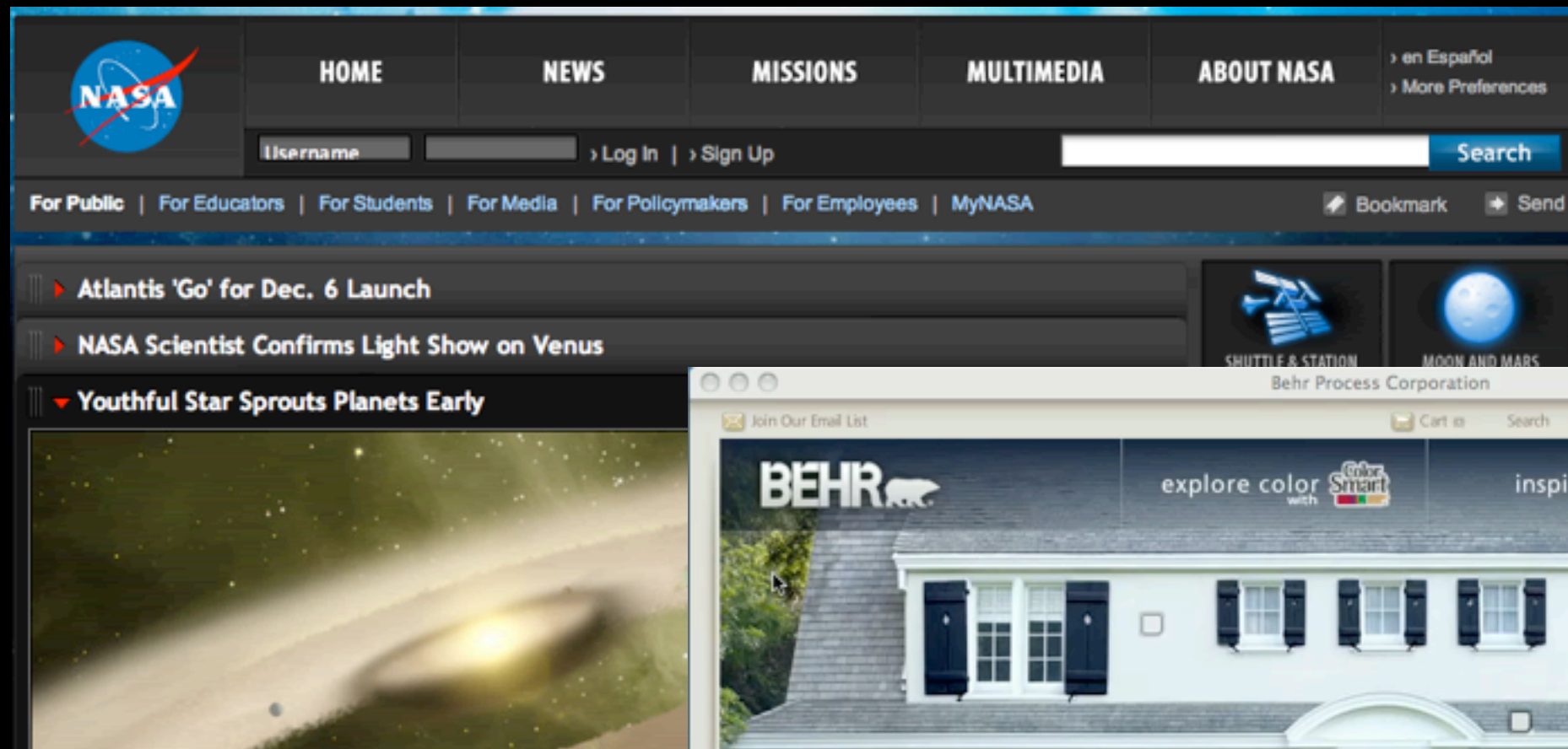
Web Apps Seem Prone to This



Web Apps Seem Prone to This

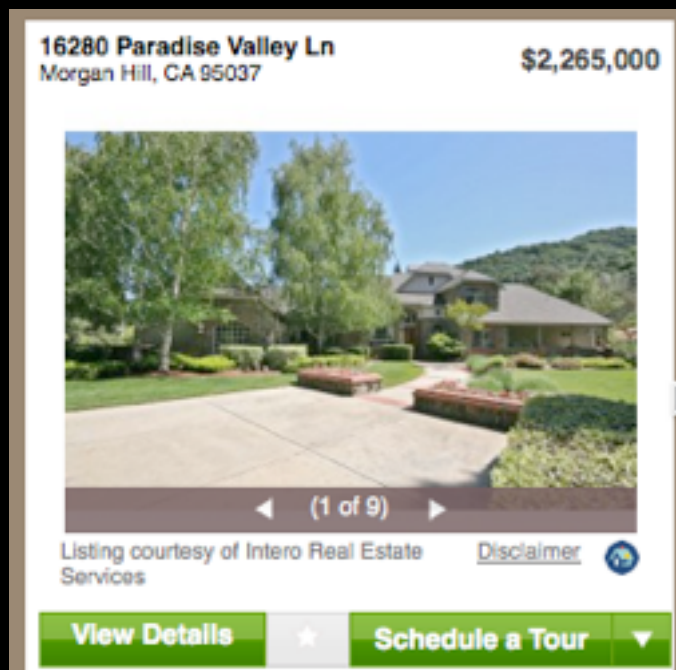
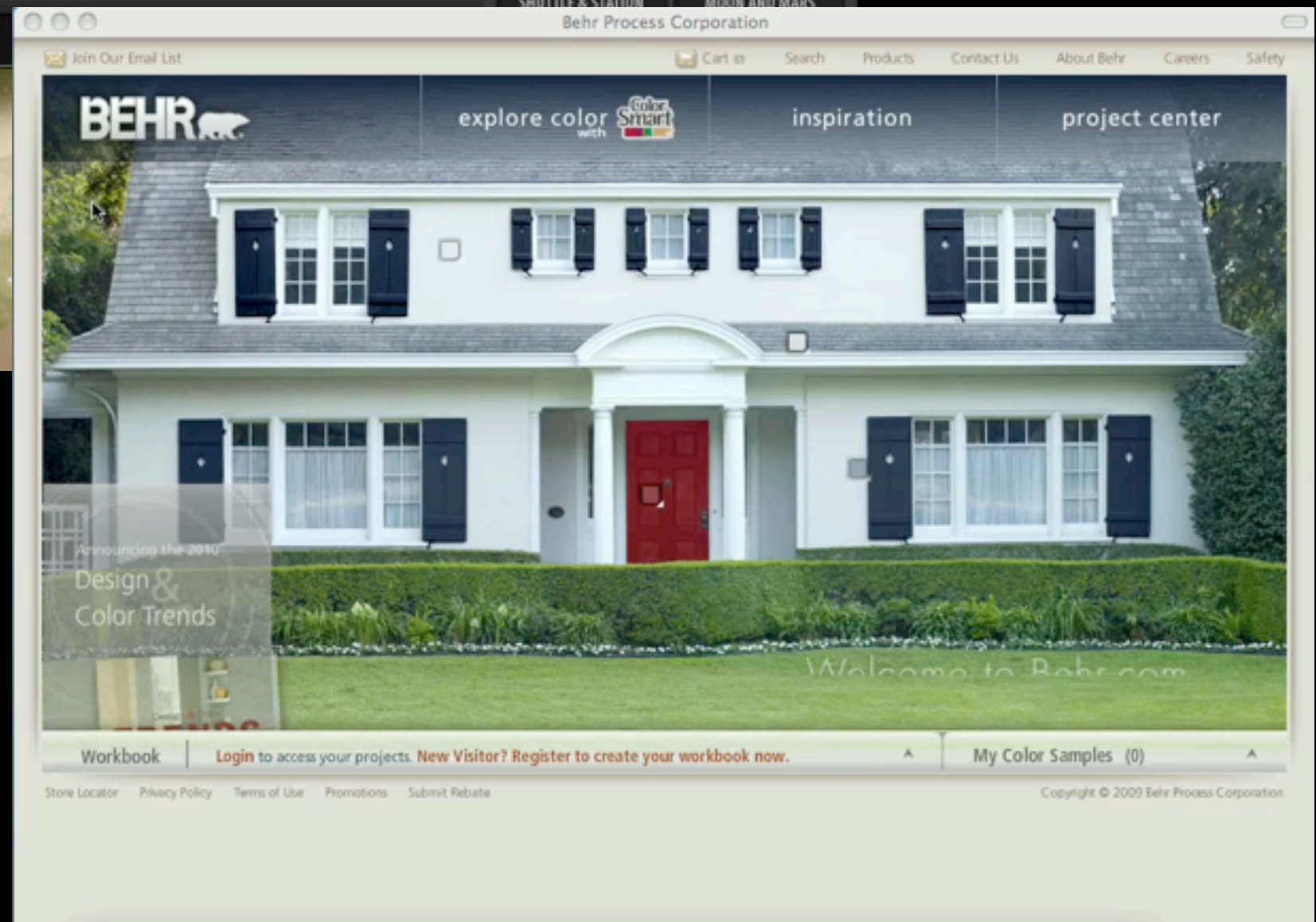
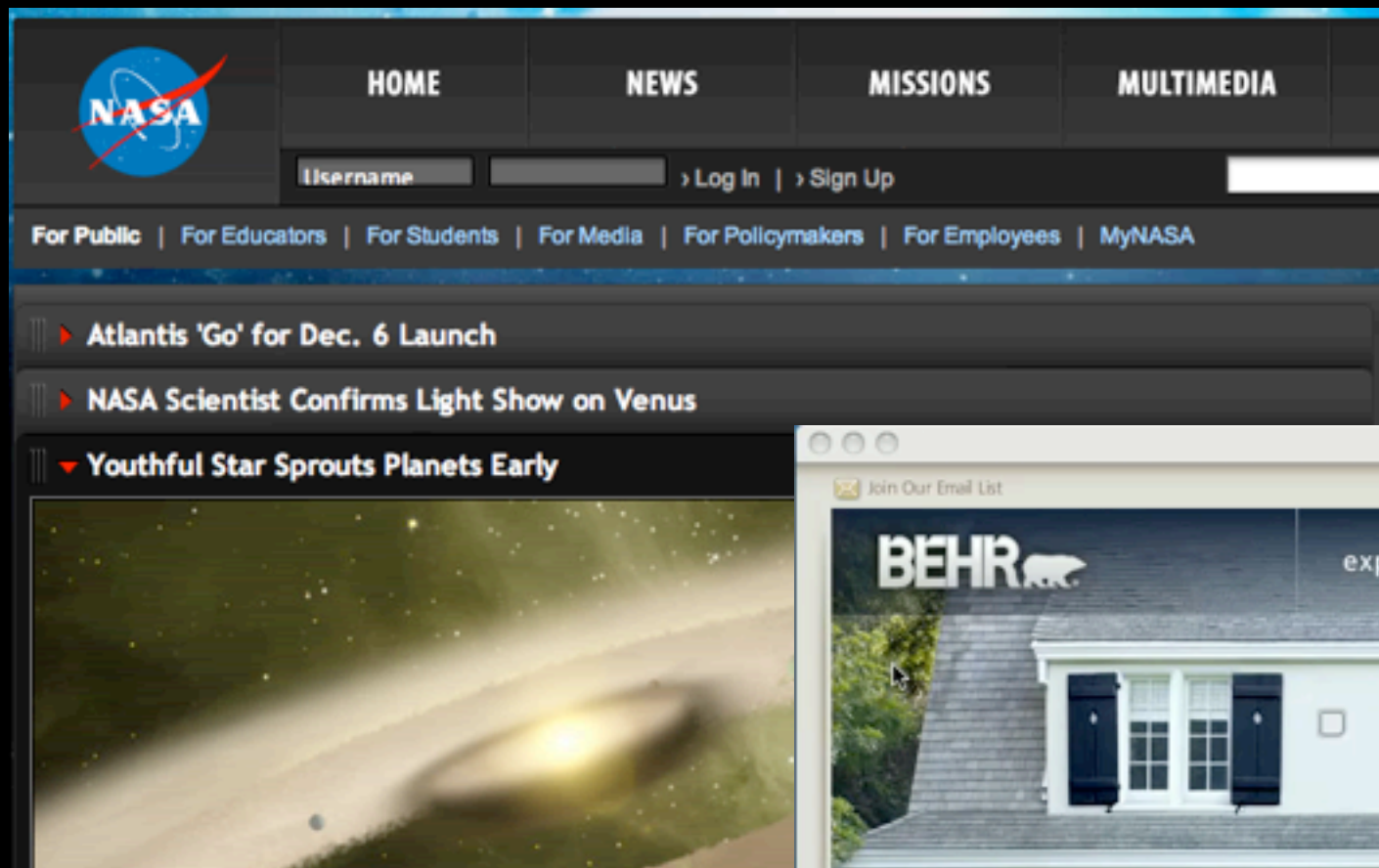


Web Apps Seem Prone to This

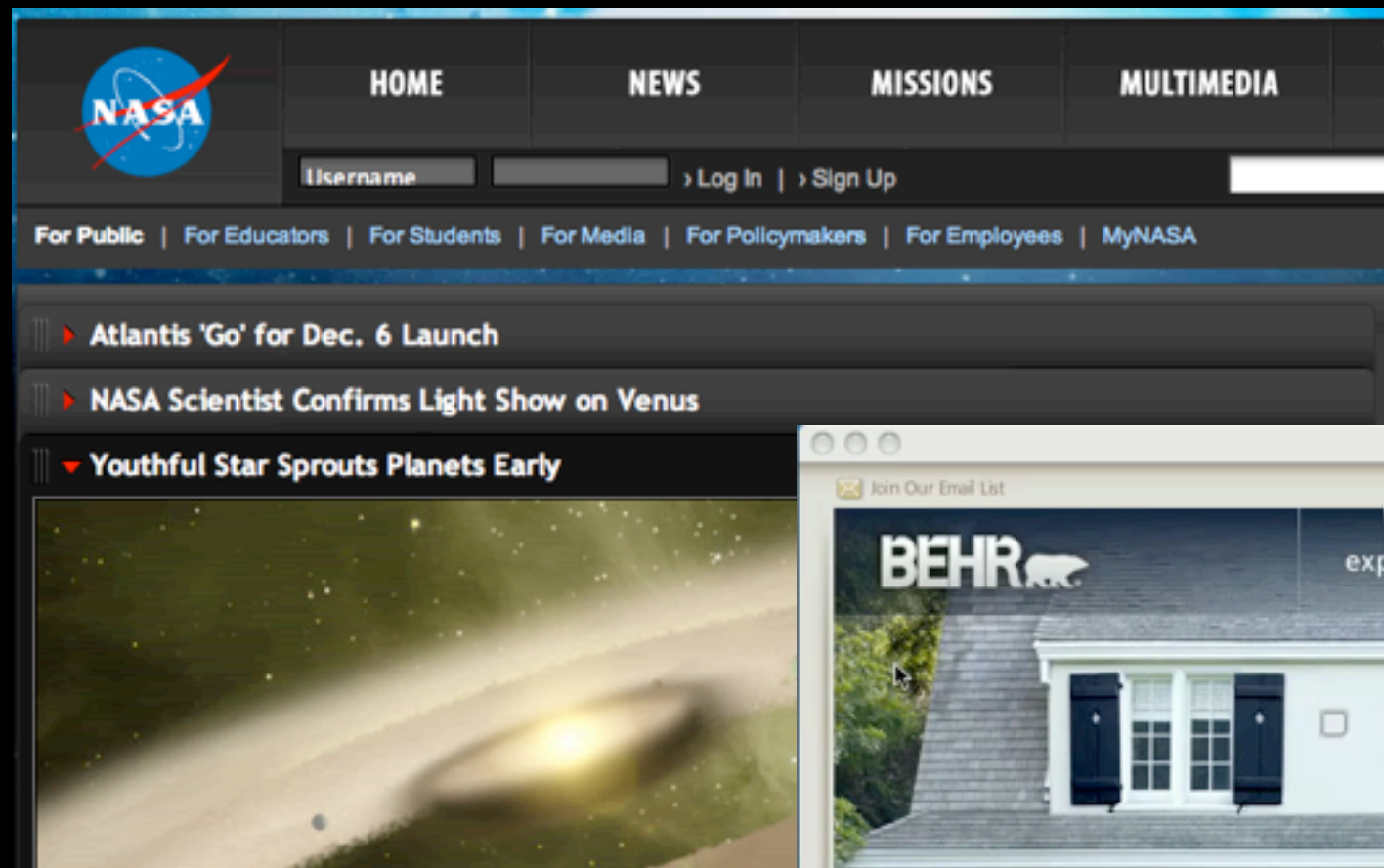


Web Apps Seem Prone to This

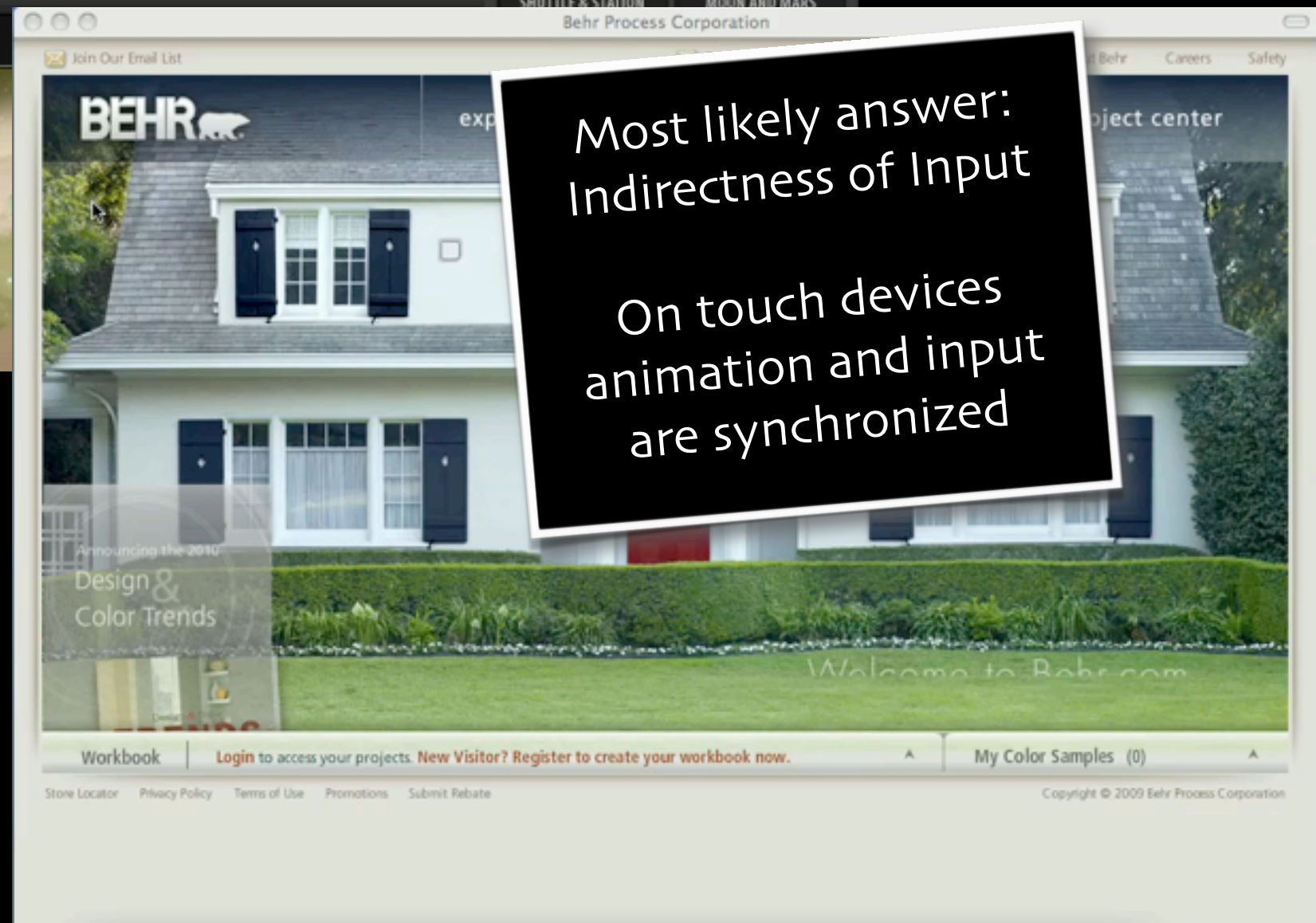
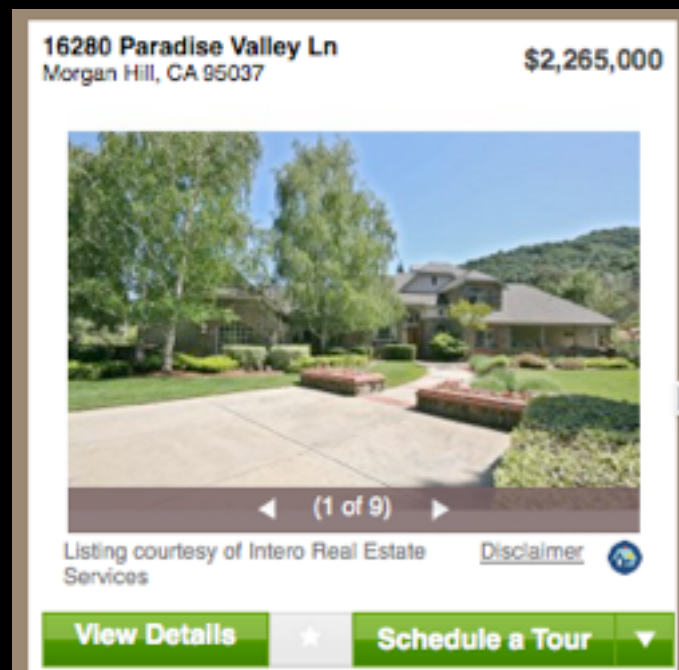
Snarky answer: Blame it on Flash :-)



Web Apps Seem Prone to This



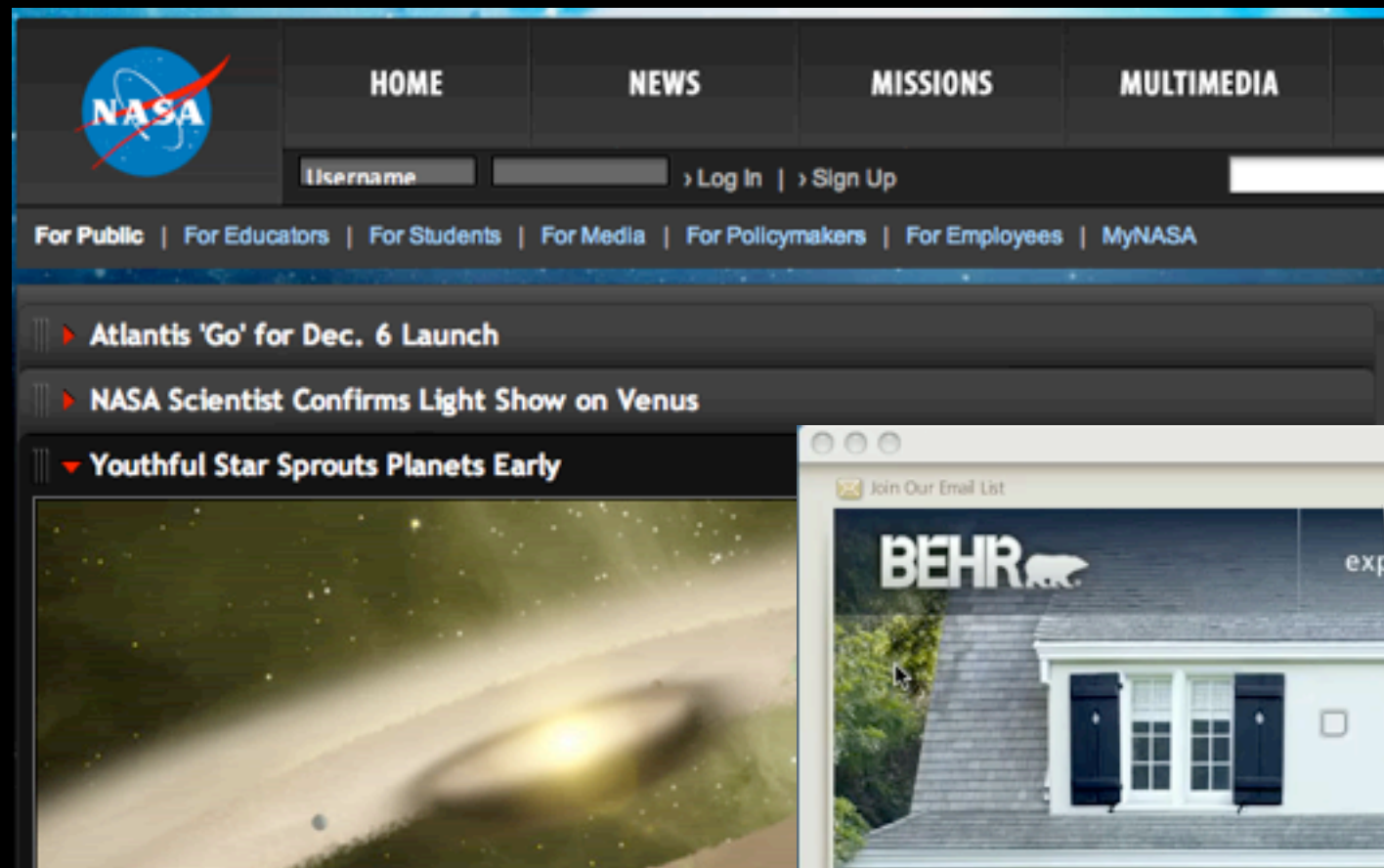
Snarky answer: Blame it on Flash :-)



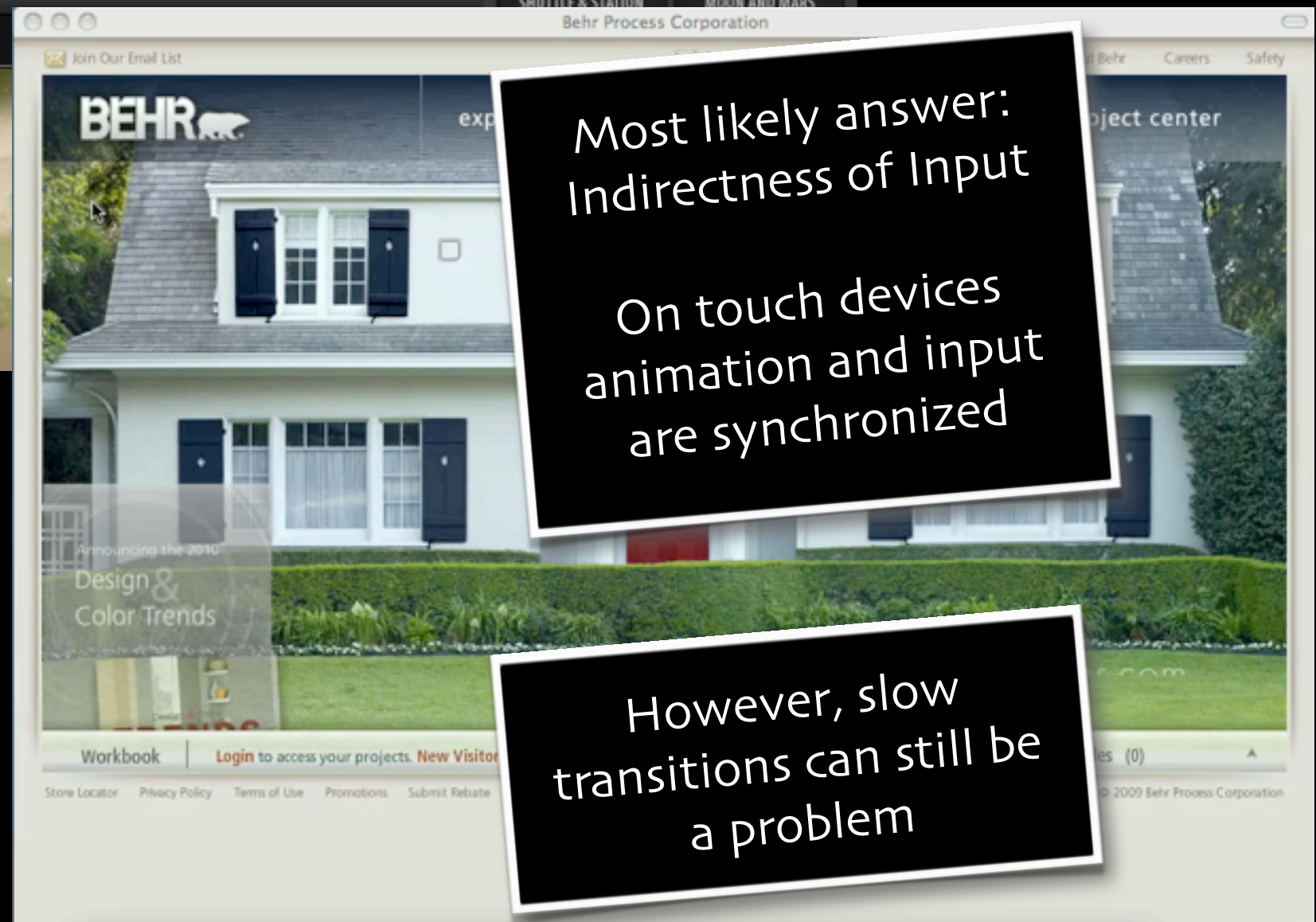
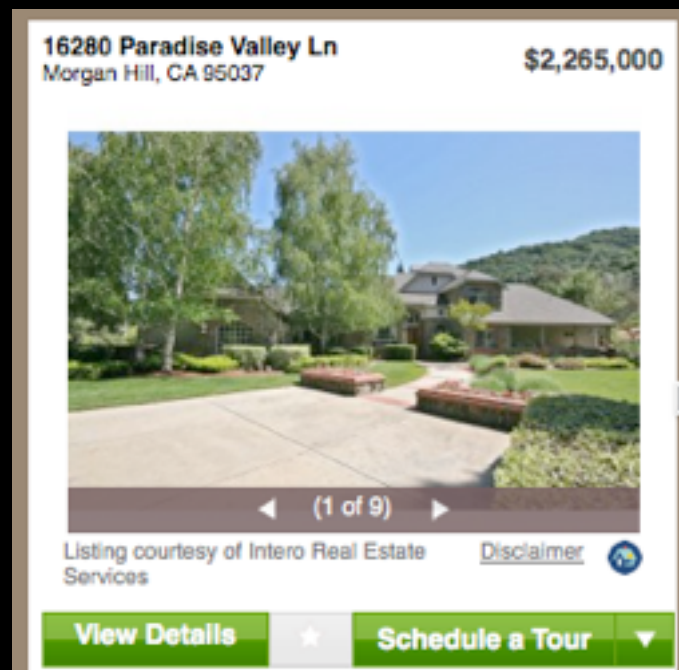
Most likely answer:
Indirectness of Input

On touch devices
animation and input
are synchronized

Web Apps Seem Prone to This



Snarky answer: Blame it on Flash :-)



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

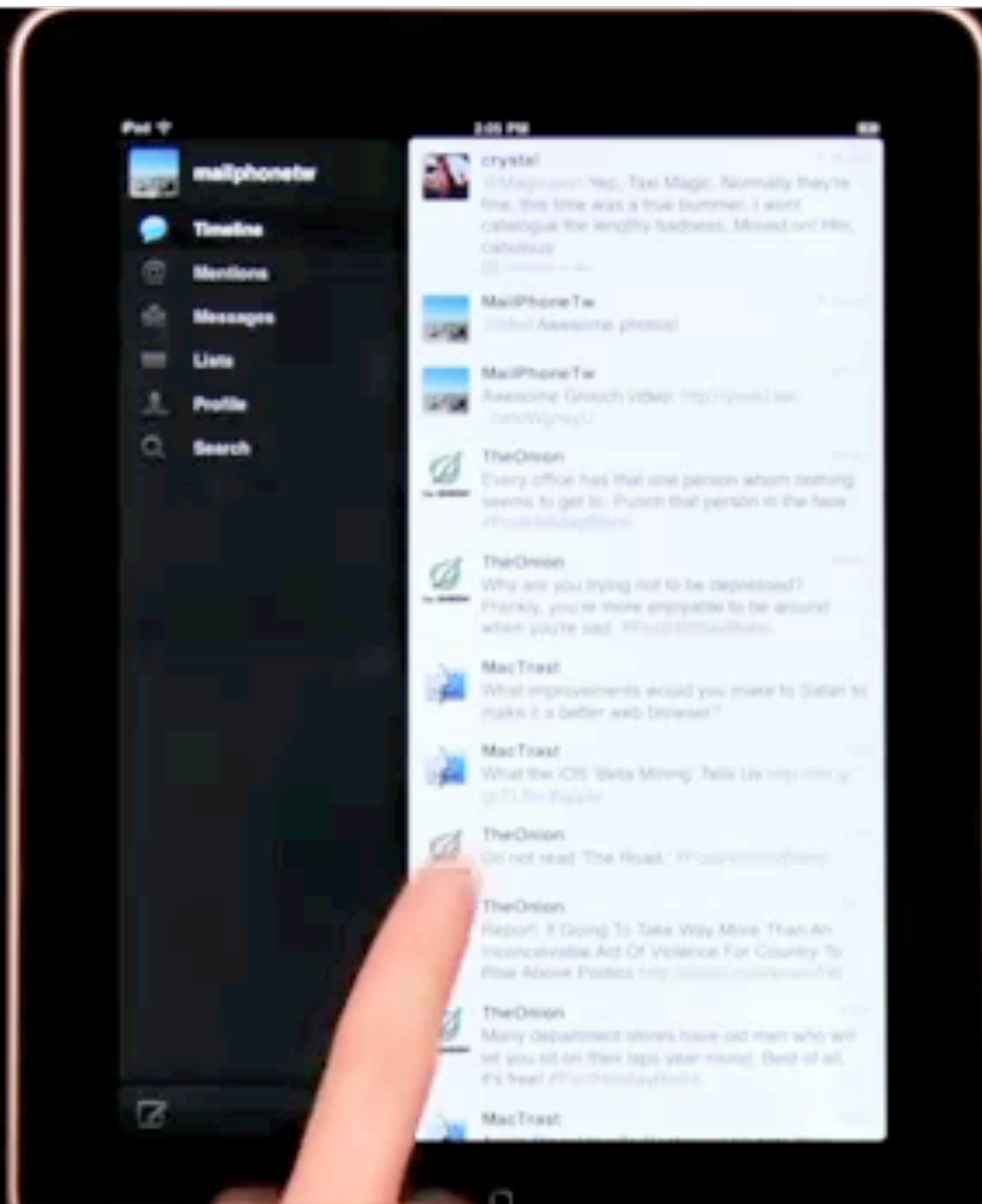


Animation Can...

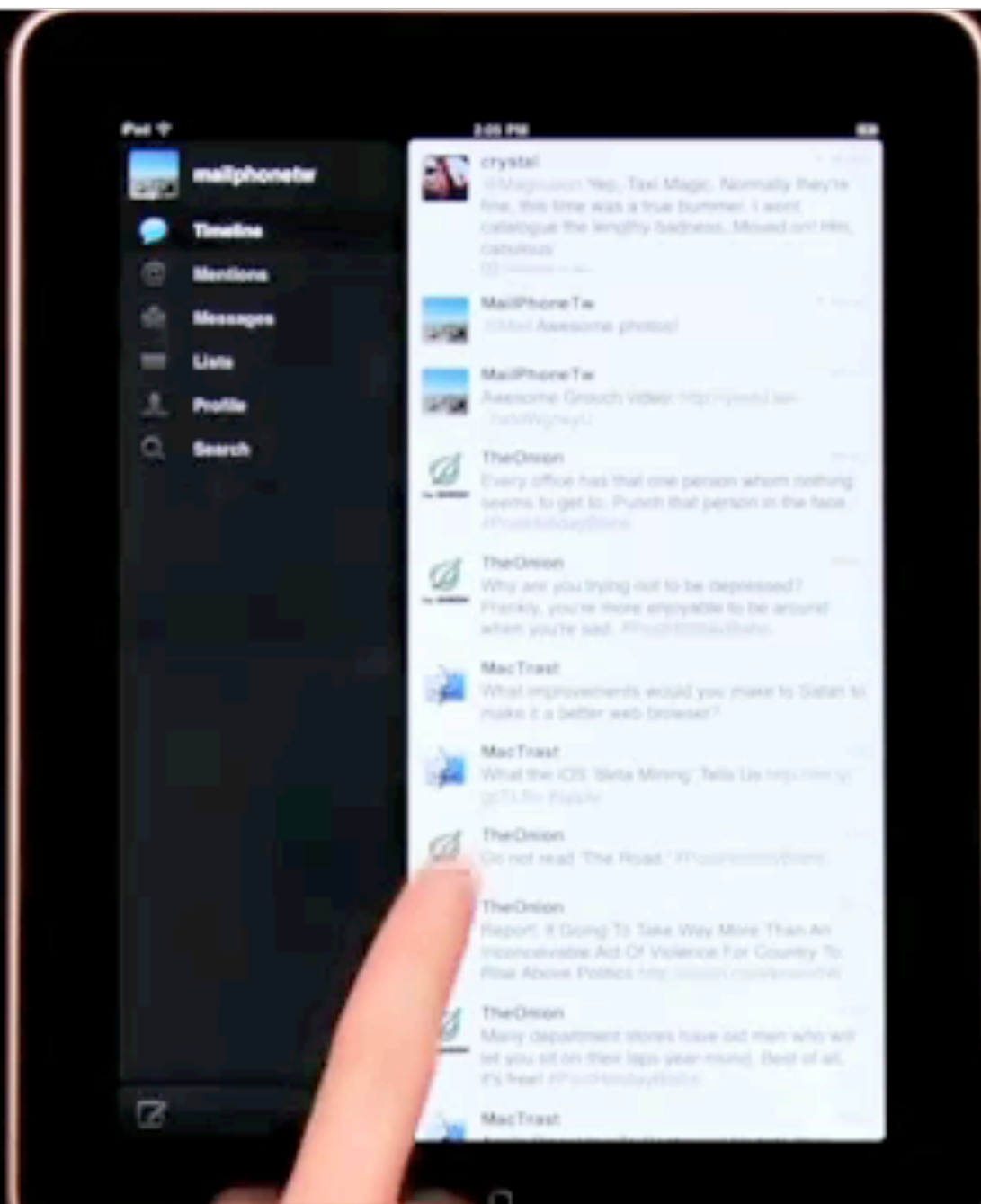
Reveal relationships

Improve
responsiveness

Show state change



Animation Can...



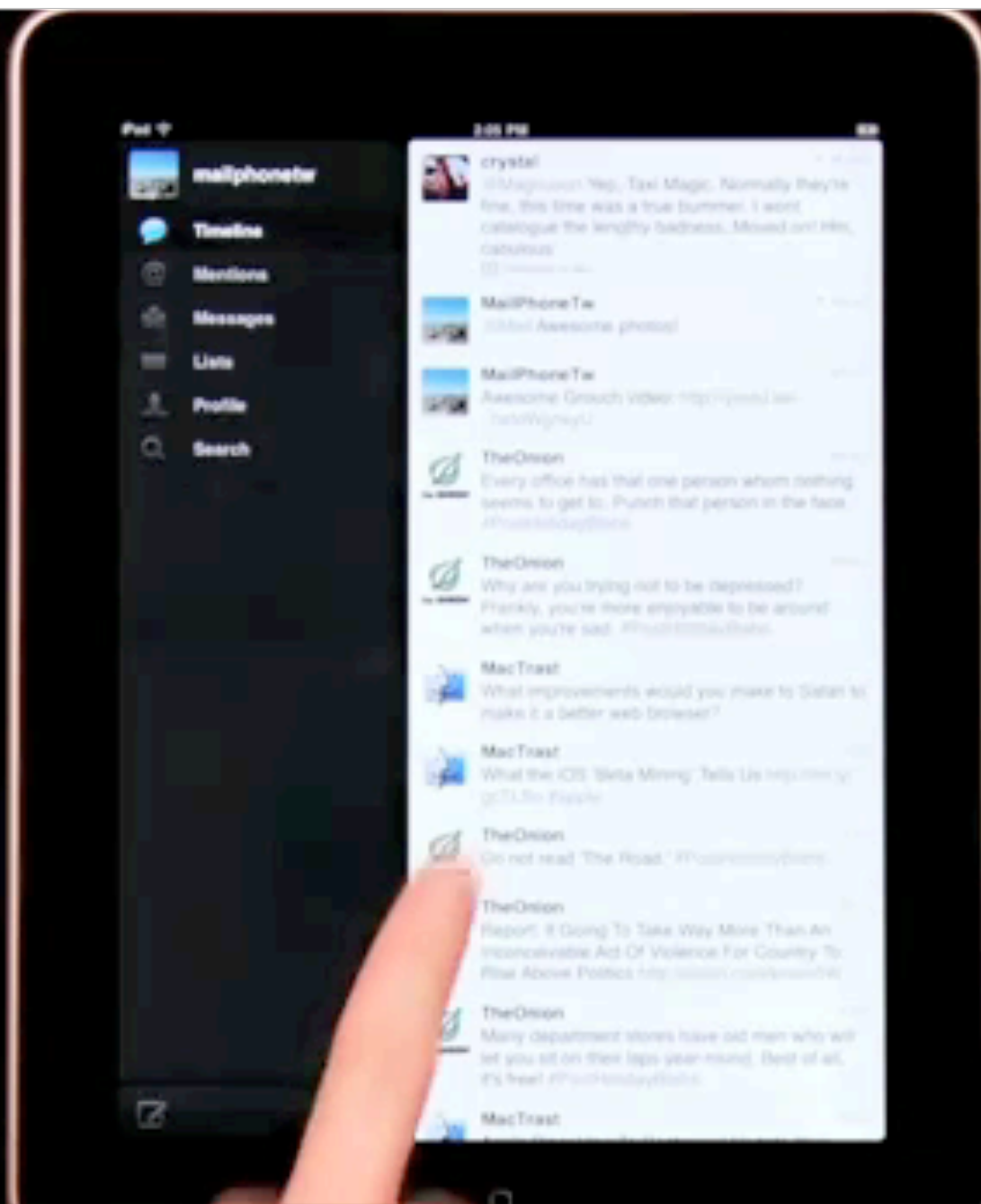
Reveal relationships

Improve
responsiveness

Show state change

Focus attention

Animation Can...



Reveal relationships

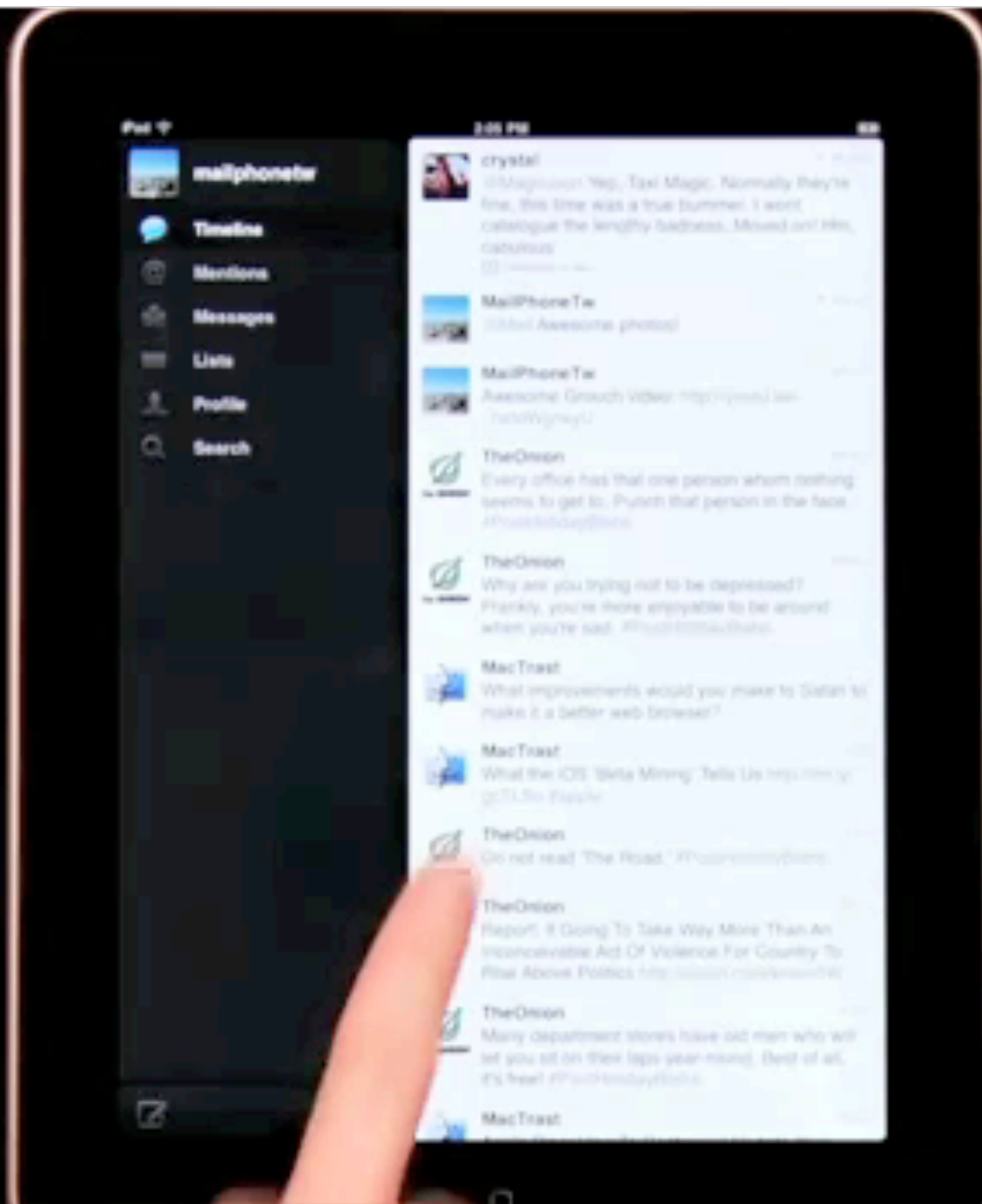
Improve
responsiveness

Show state change

Focus attention

Create delight

Animation Can...



Reveal relationships

Improve
responsiveness

Show state change

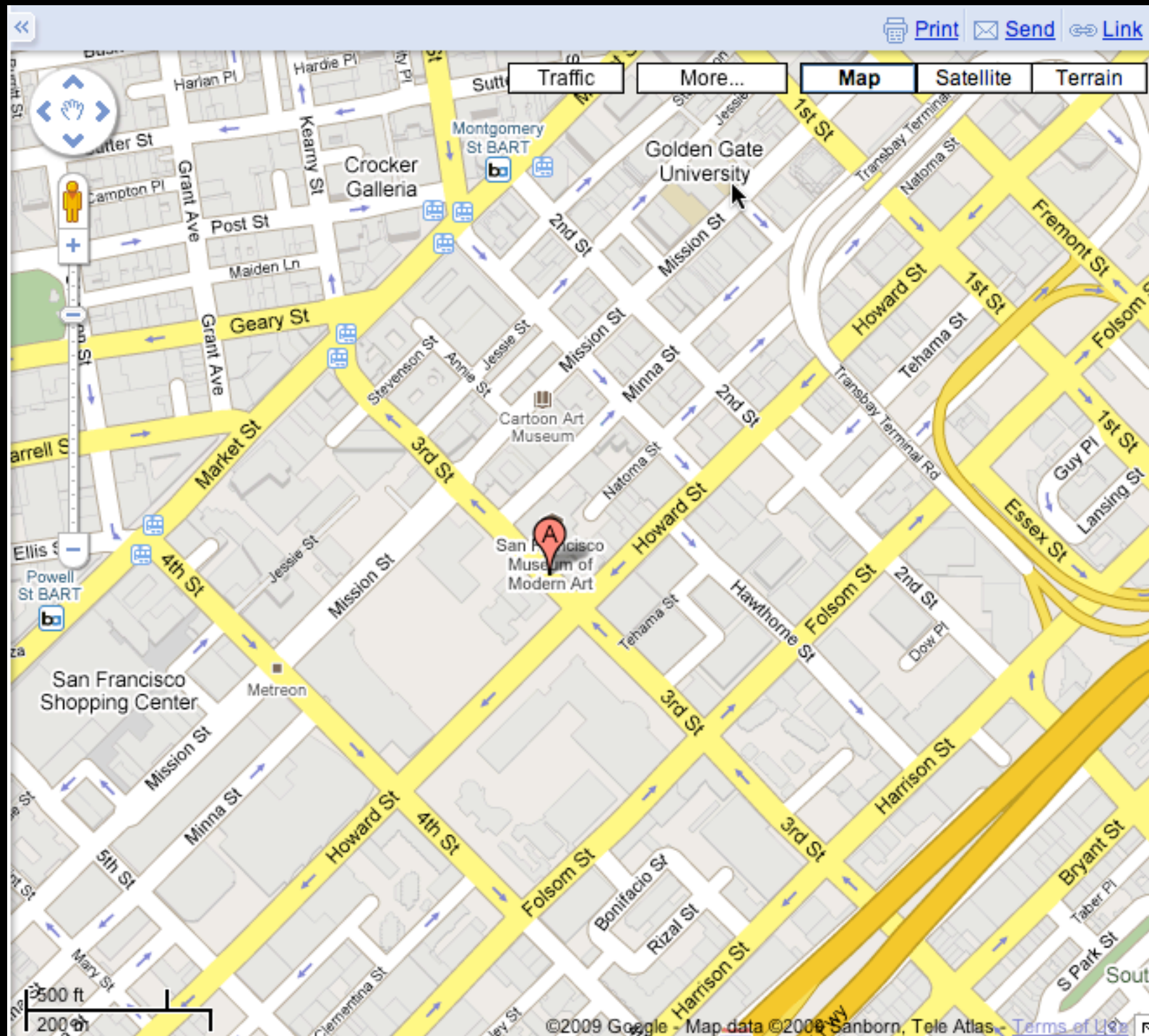
Focus attention

Create delight

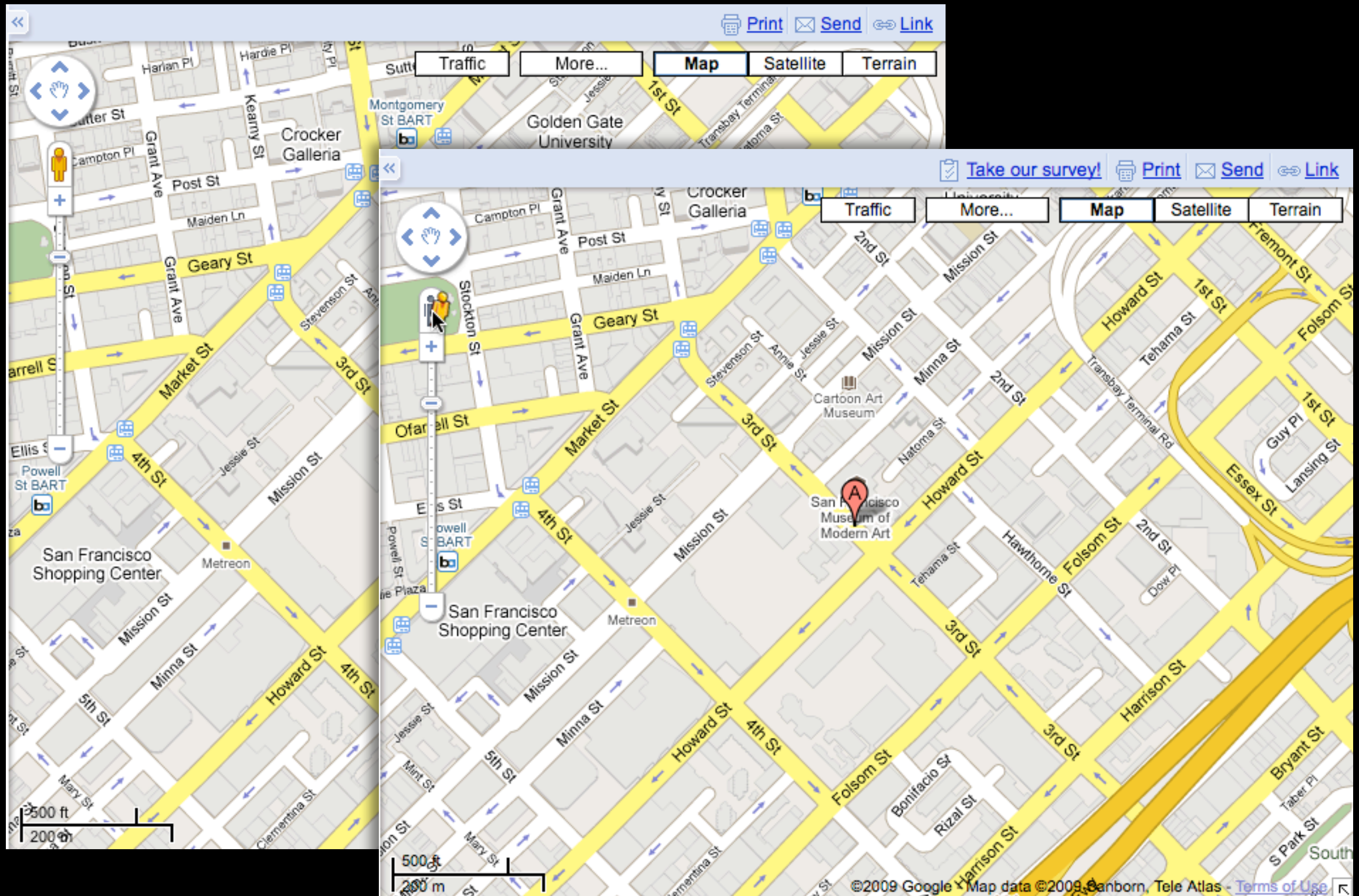
Simulate physicality

Use Invitations
to Create
Responsiveness

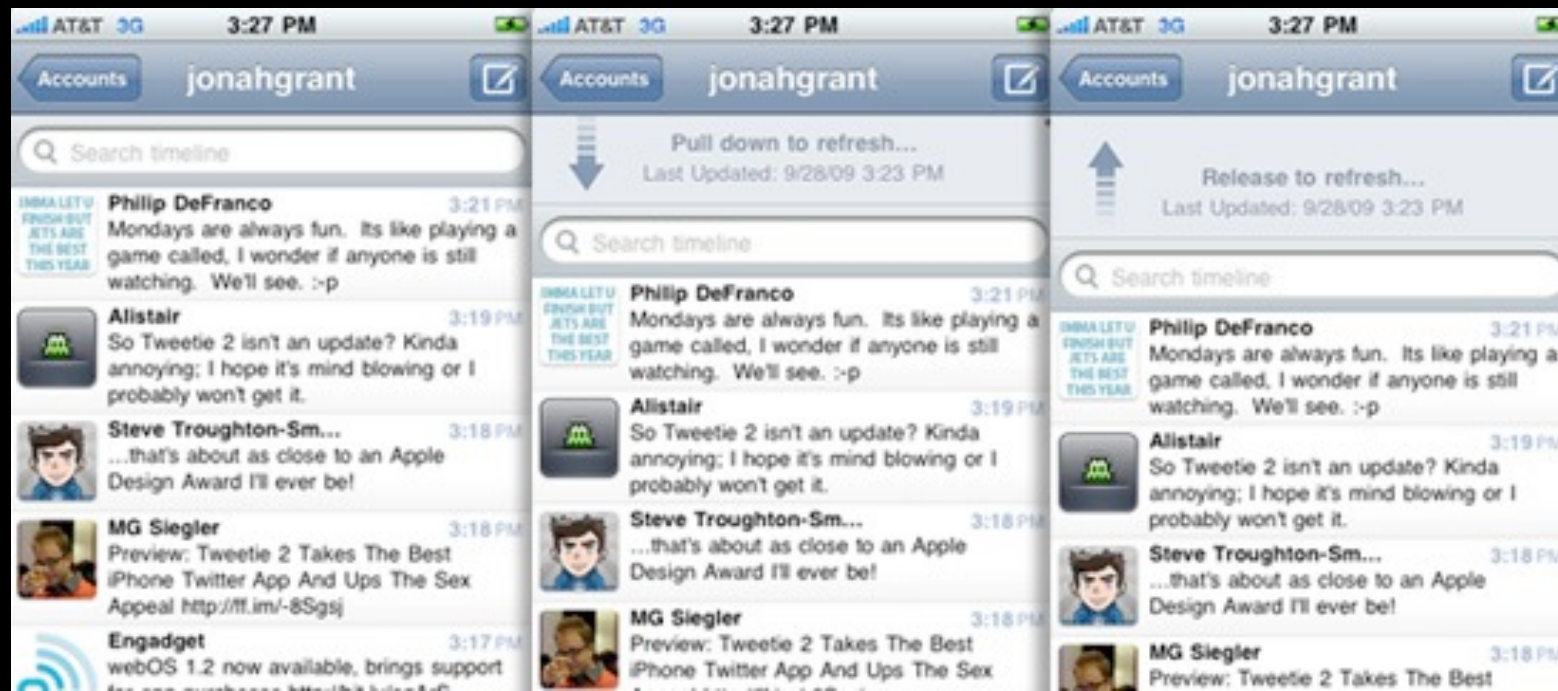
Just in Time Invitations at Drag Moments



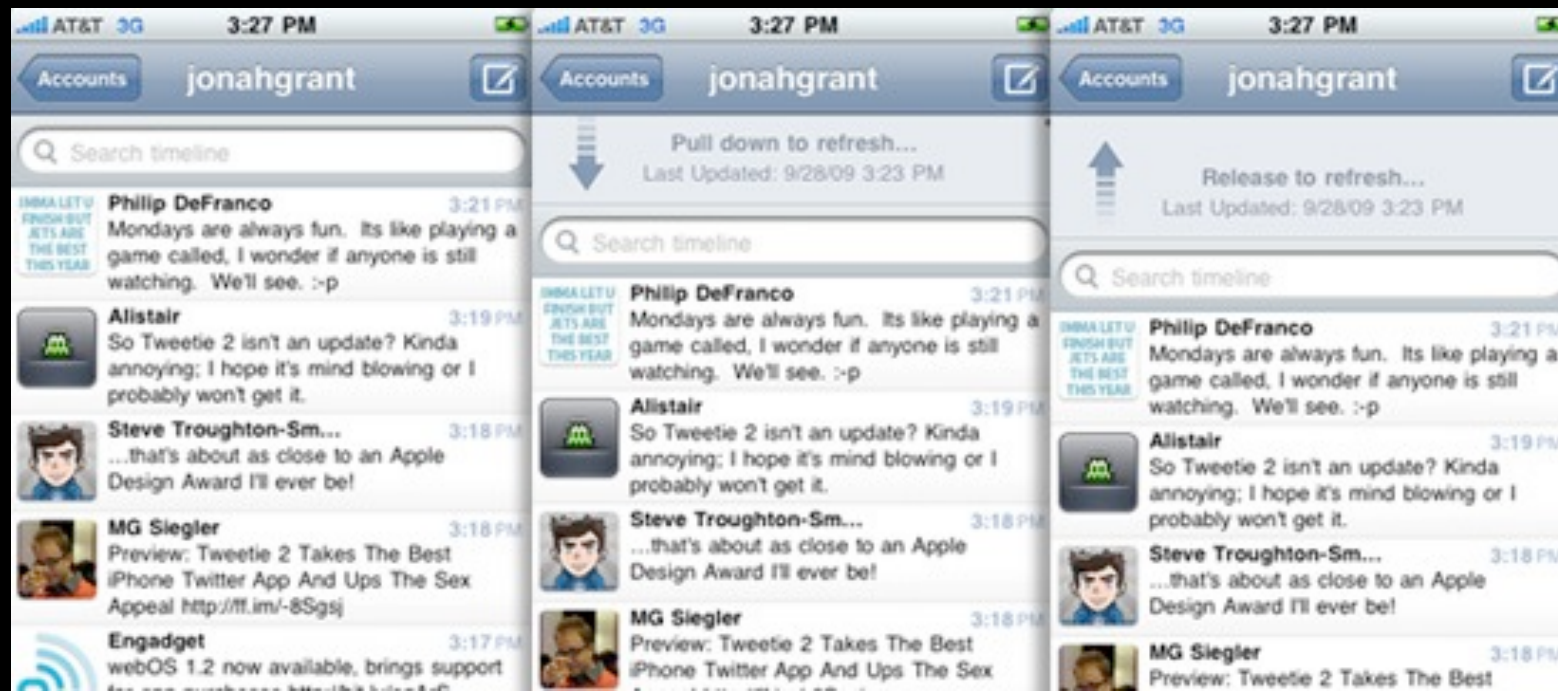
Just in Time Invitations at Drag Moments



Invitations at Touch-Hold Moments




Invitations at Touch-Hold Moments




Invitations at Reward Moments

Invitations at Reward Moments

Close 

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OCEAN'S THIRTEEN



★ ★ ★ ★ ☆
No Opinion

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

1

Add

★ ★ ★ ★ ★
Not Interested


2

Add


★ ★ ★ ★ ★
Not Interested

(click the stars)

Invitations at Reward Moments

Close 

Rate Your Recent Return



OCEAN'S THIRTEEN

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

1 2

Add Add

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

Not Interested Not Interested

(click the stars)

Major source of
obtaining ratings

Be Snappy

to

Be Responsive

Performance is Not Always a Given

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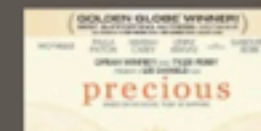
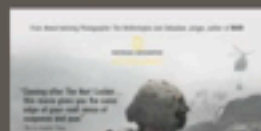
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✕ View more suggestions

Emotional Movies



Performance is Not Always a Given

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

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Emotional Movies



Performance is Not Always a Given

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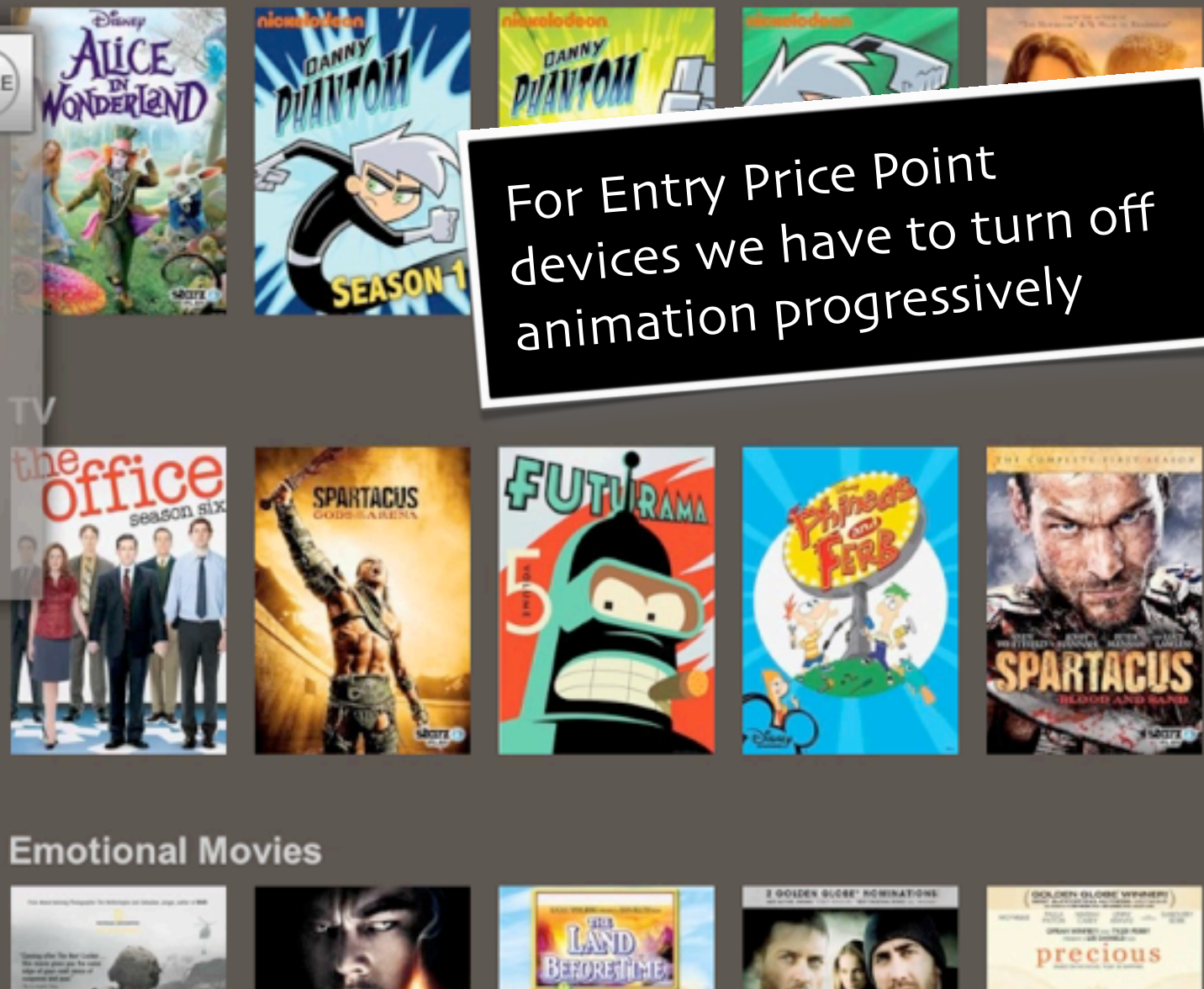
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Emotional Movies

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



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

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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

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★ 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

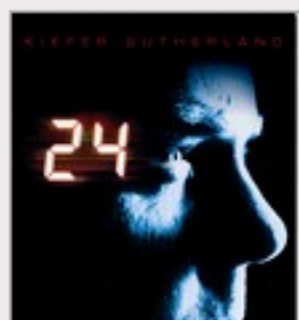
3

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



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Your Queue

★ Suggestions For You

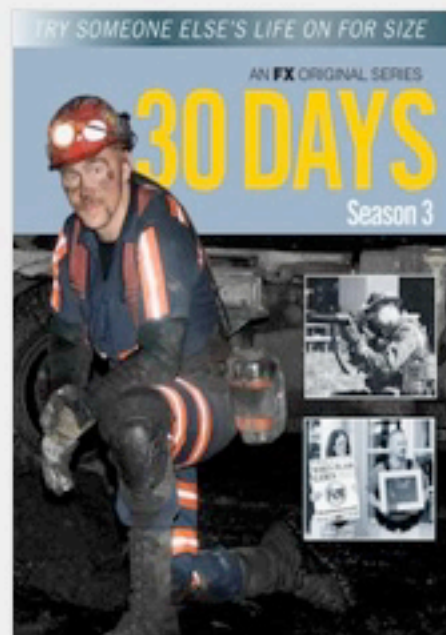
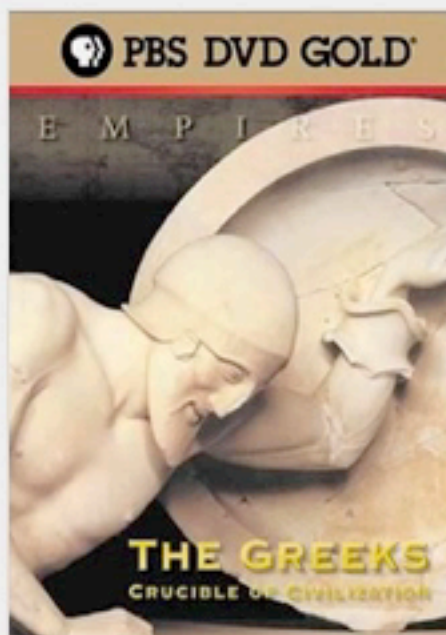
Genres ▼

New Arrivals

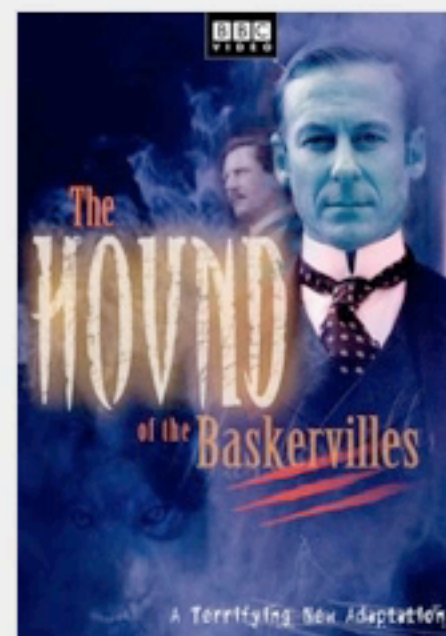
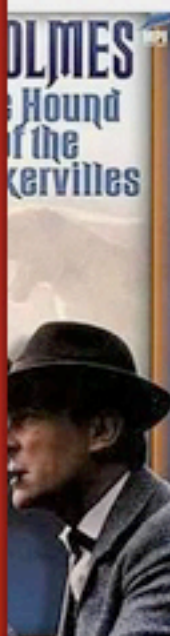
Starz Play

Instantly to your TV

TOP 10 FOR BILL



BRITISH CRIME THRILLERS



CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE

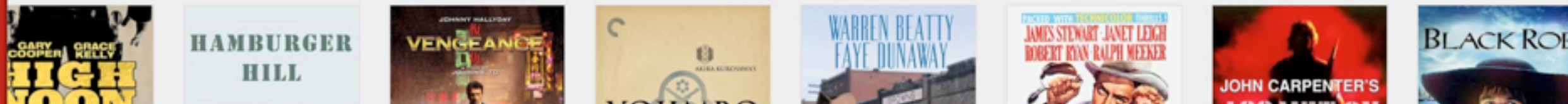
TOP 10 FOR BILL



BRITISH CRIME THRILLERS



CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE



Can Influence Website Experience



Presentation

billwscott.com/share/presentations/2011/wamtphl

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<http://designingwebinterfaces.com>

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