



# Designing for Mice & Men\*

Bill Scott, Netflix



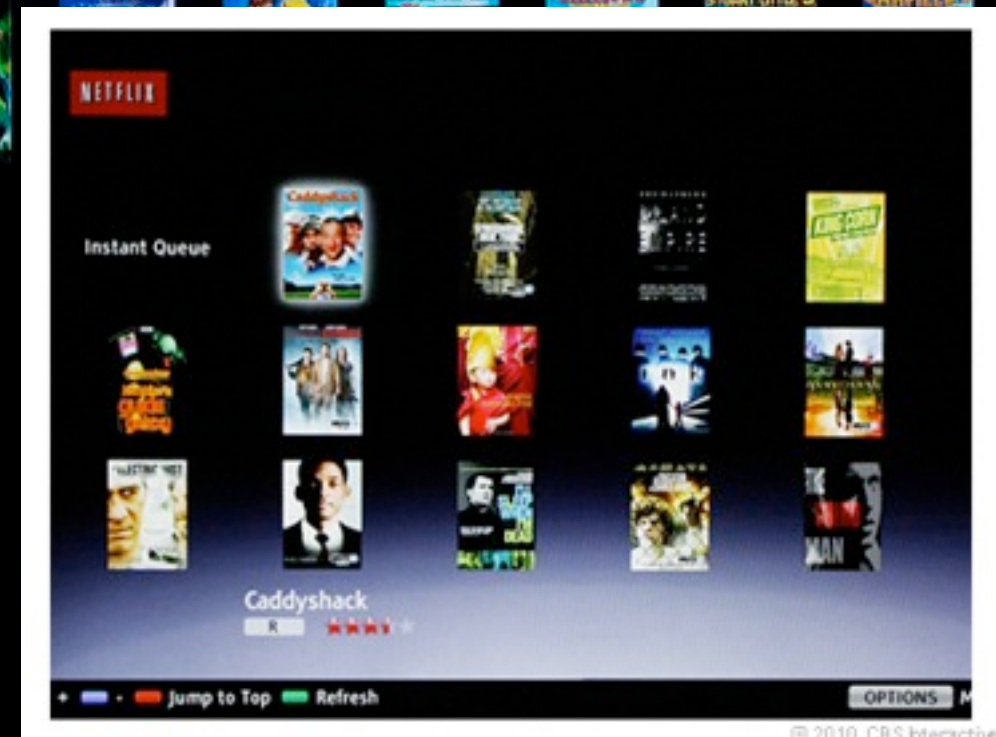
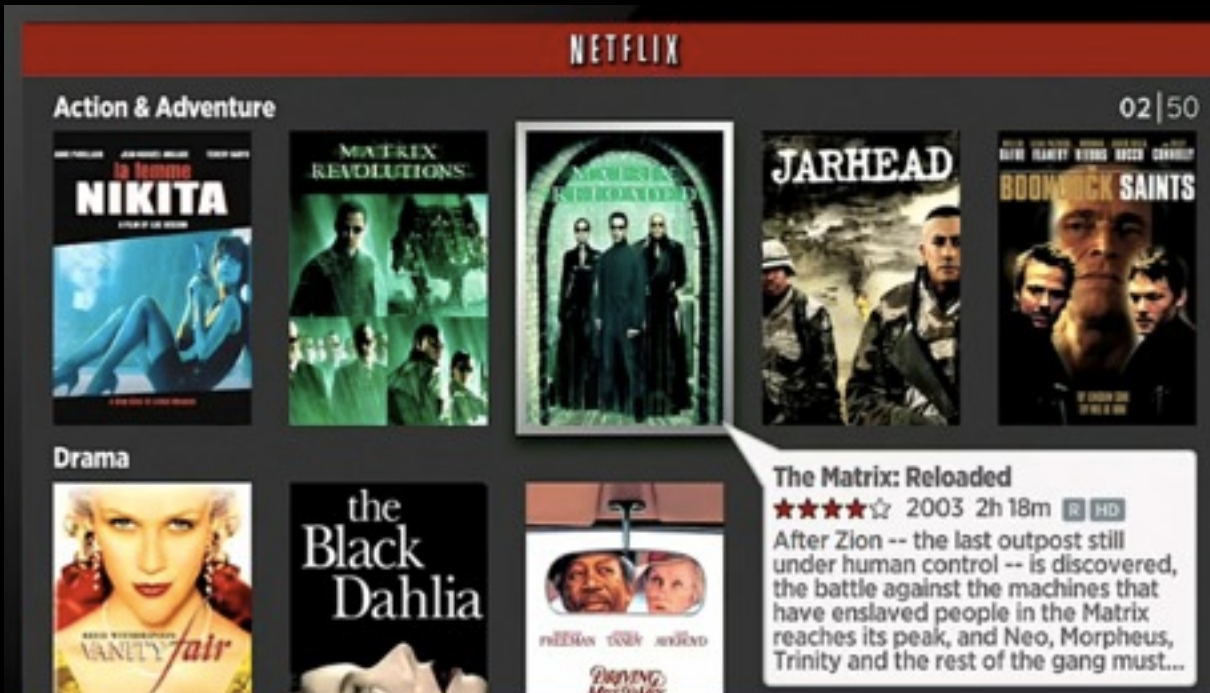
**Designing for Mice & Men\***

**\*and women too!**

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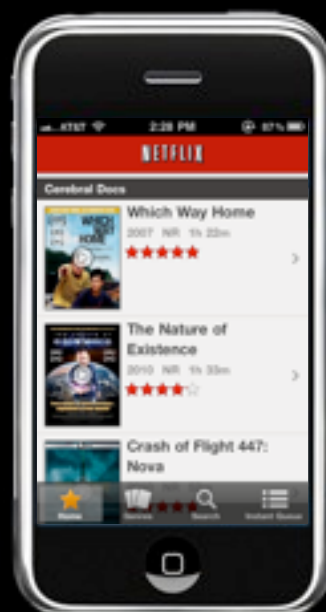
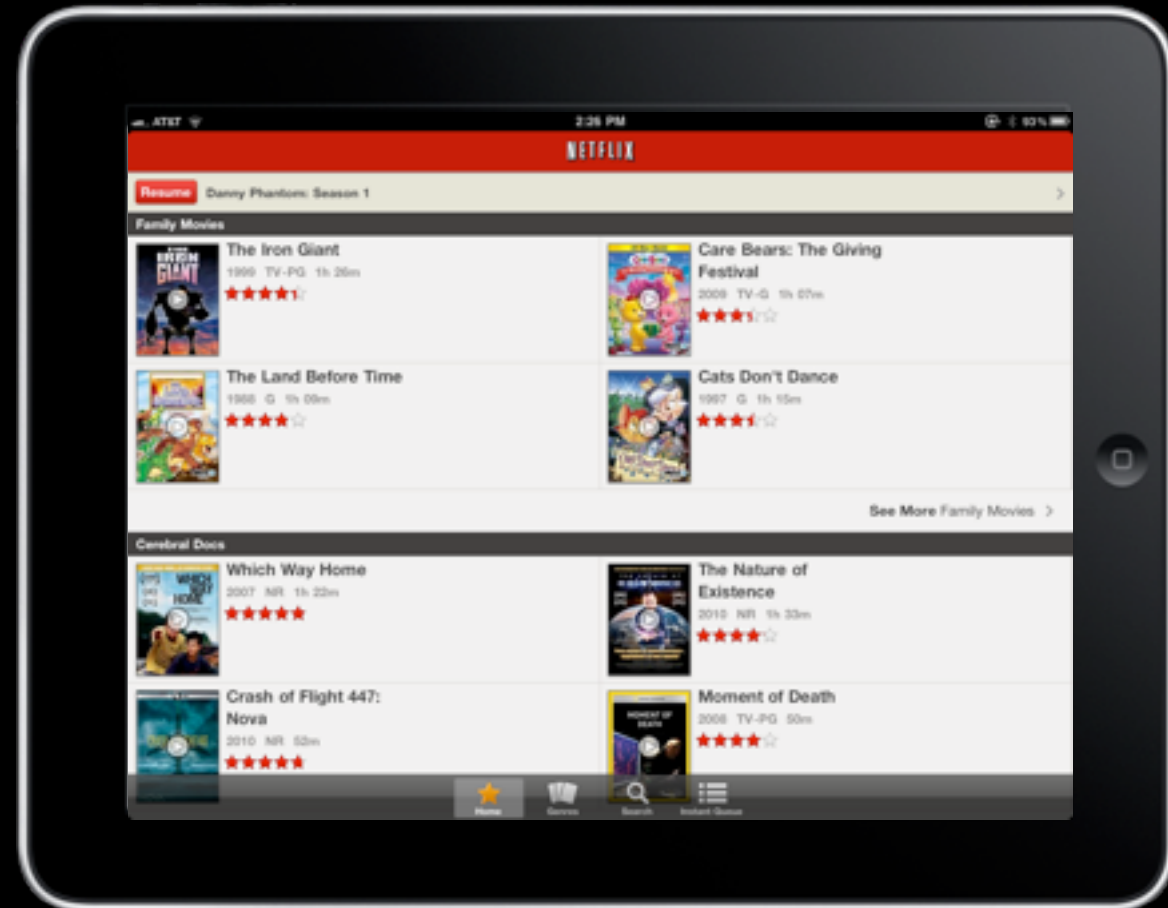


# Current Experience Chaos (400 SKUs)



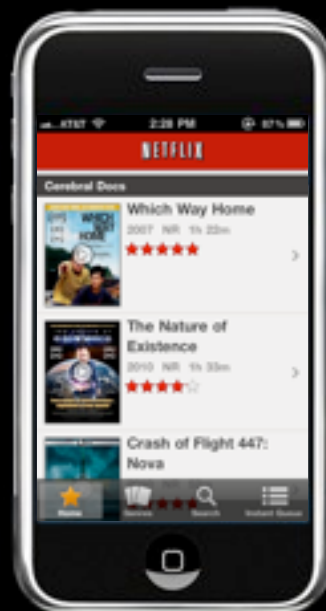
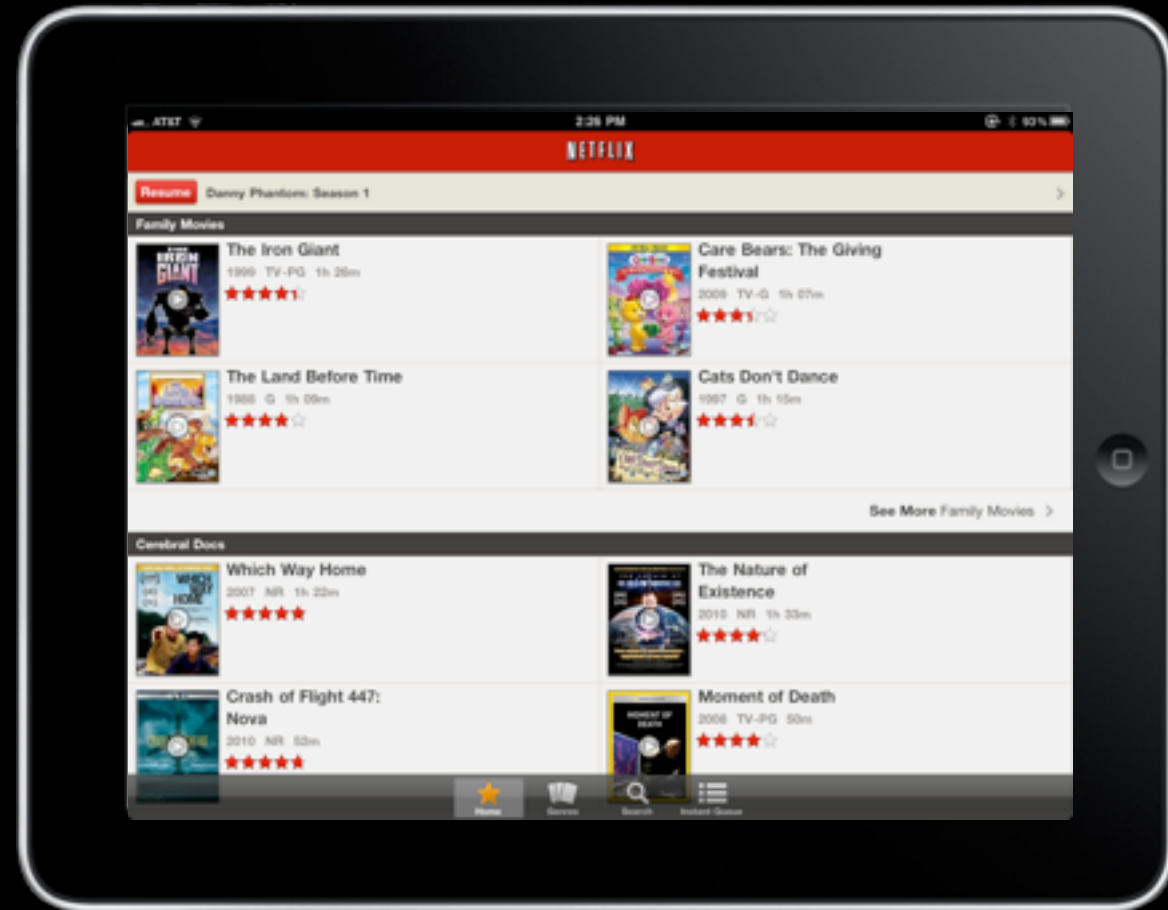


# Netflix Owned Experience Across Devices





# Netflix Owned Experience Across Devices





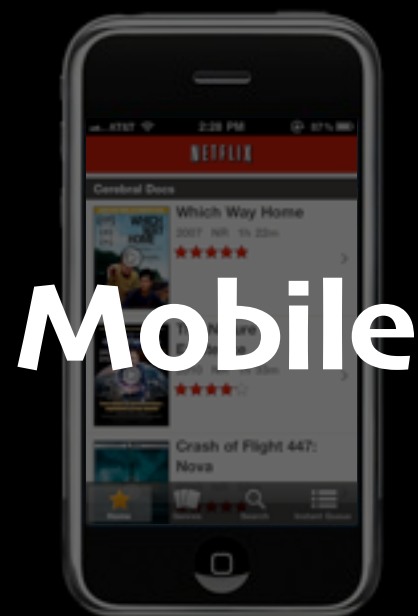
# Netflix Owned Experience Across Devices



Web



Tablet



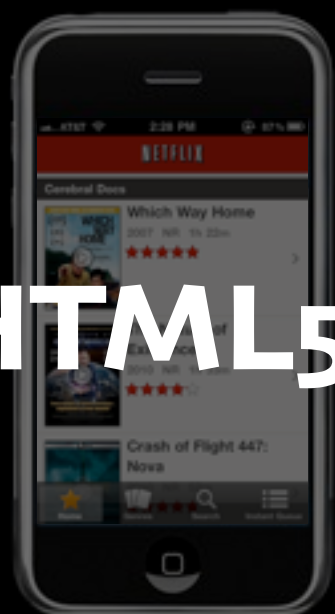
Mobile



TV



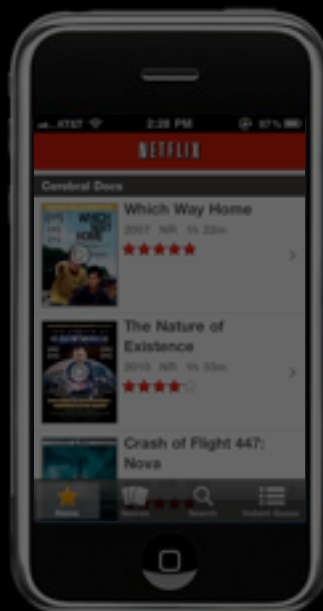
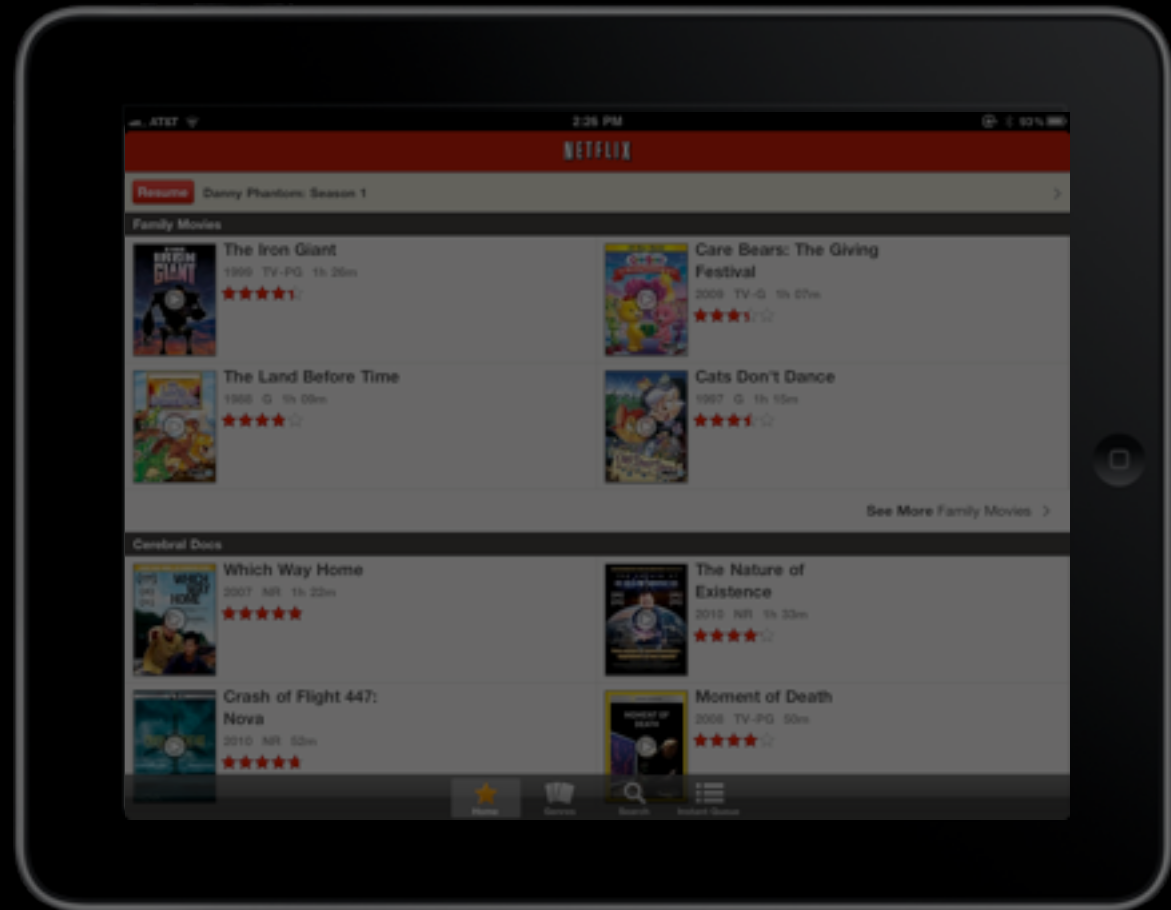
# Netflix Owned Experience Across Devices



\* term used in the popular sense :-)

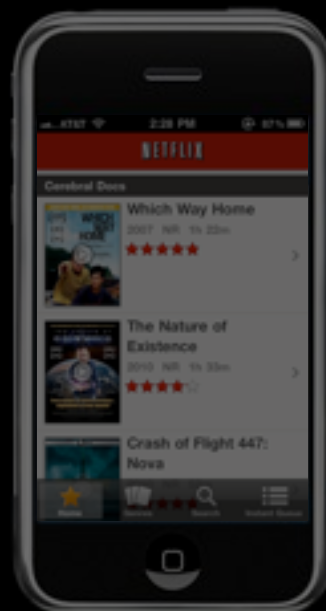
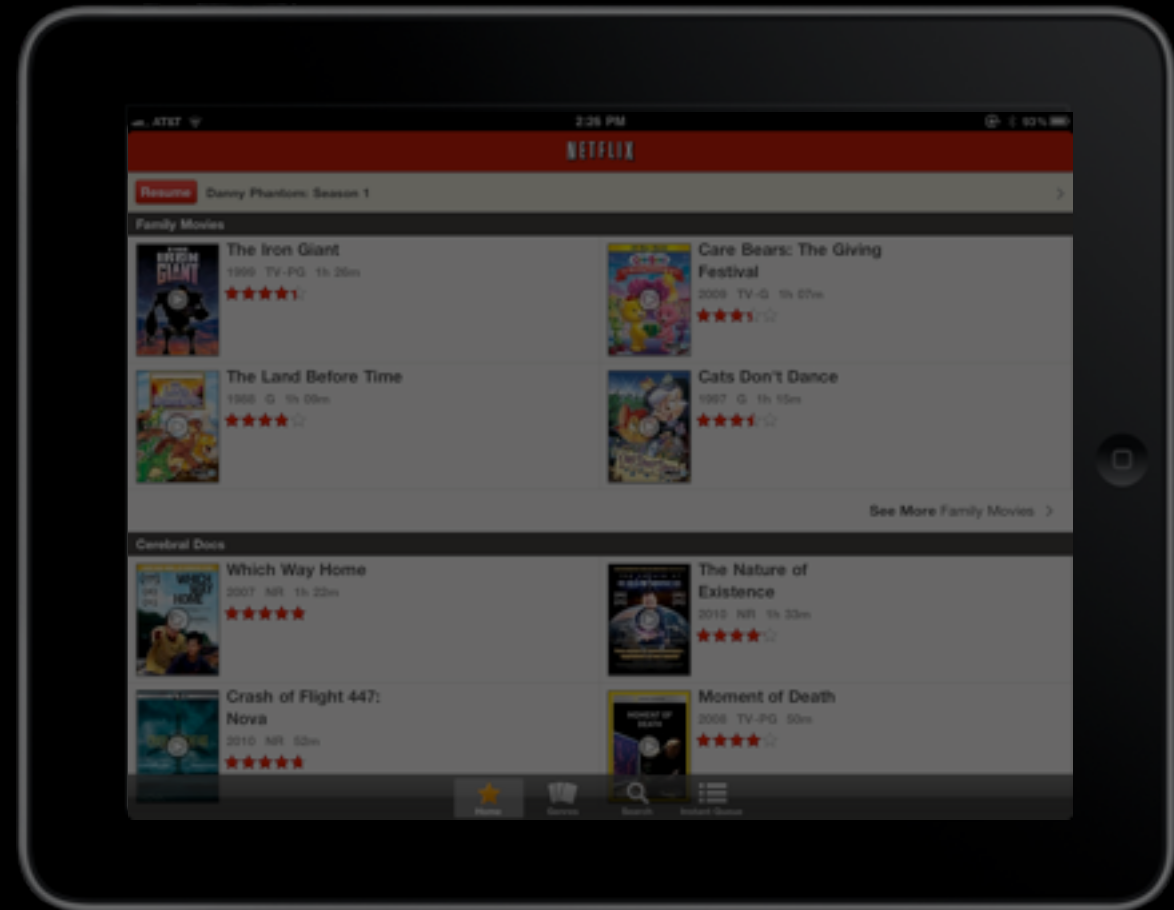


# Netflix Owned Experience Across Devices

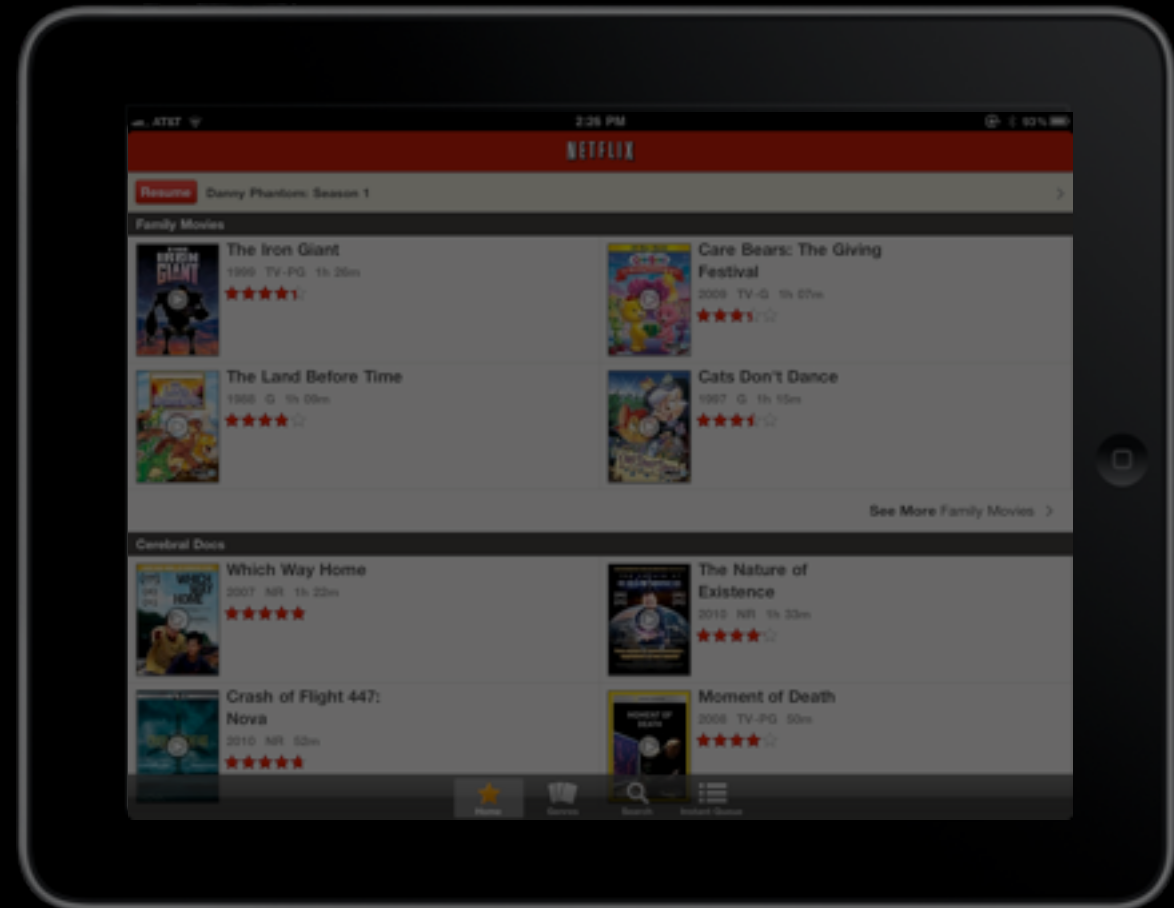




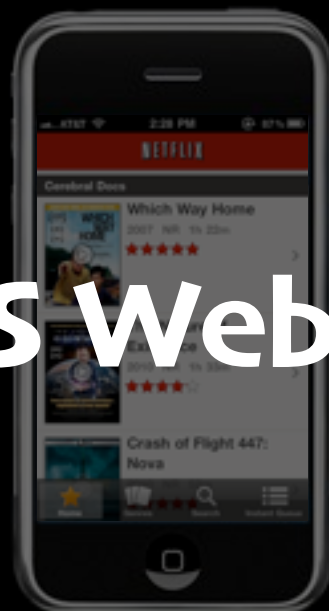
# Netflix Owned Experience Across Devices



# Netflix Owned Experience Across Devices



iOS Webkit

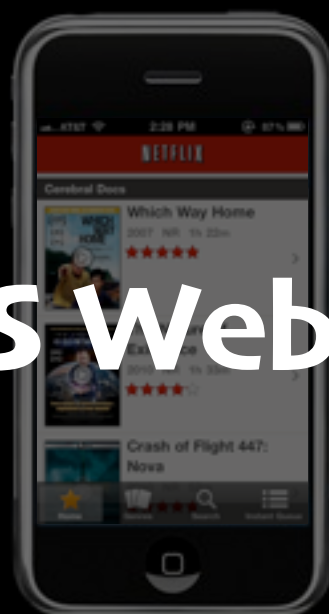




# Netflix Owned Experience Across Devices



iOS Webkit



# Netflix Owned Experience Across Devices





**Why do we want to own the experience?**

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We are known for valuing UX -- can't do it if you don't own it



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We value "Learn Fast/Fail Quickly"

# Why do we want to own the experience?

We are known for valuing UX -- can't do it if you don't own it

We love server-driven, testable, dynamic UIs

We like agile Web better than rigid CE firmware process

We value "Learn Fast/Fail Quickly"

The reality is any other path is chaos



# Initial HTML5 Experience: PS3 - "Special"

NETFLIX

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Suggestions for You

MORE

New Arrivals

Genres

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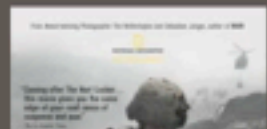


TV



✕ View more suggestions

## Emotional Movies





# Alternate HTML5 Experience: PS3 - "Plus"

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

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## Recently Watched



## Emotional Dramas

# Designing Across Platforms



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We chose a portability layer (html5, css3, JS)

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We design for user posture, input capabilities, navigation styles and display capabilities



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However, we don't use progressive enhancement since we want the freedom to experiment with different UX on different platforms

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

Working

Display

Hi-Rez

Large,

Near



# Designing for Mice & Men



Web

Input  
Indirect.  
Pointer/keyboard

Navigation  
Controls & windows

Posture  
Stationary  
Working

Display  
Hi-Rez  
Large,  
Near



TV  
10' UI

Input  
Indirect.  
LRUD/OSK

Navigation  
Panes

Posture  
Lean Back  
Relaxing

Display  
Hi-Rez  
Large  
Far-away

# Designing for Mice & Men



Web

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Navigation  
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Posture  
Lean Back  
Relaxing

Display  
Hi-Rez  
Large  
Far-away



Mobile

Input  
Direct.  
Gesture/OSK

Navigation  
Panes

Posture  
On-the-go  
In Hand

Display  
Hi-Rez  
Small  
Near

# Designing for Mice & Men



Web

Input  
Indirect.  
Pointer/keyboard

Navigation  
Controls & windows

Posture  
Stationary  
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Display  
Hi-Rez  
Large,  
Near



TV  
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Mobile

Input  
Direct.  
Gesture/OSK

Navigation  
Panels

Posture  
On-the-go  
In Hand

Display  
Hi-Rez  
Small  
Near



Tablet

Input  
Direct.  
Gesture/OSK

Navigation  
Panels & Slideouts

Posture  
On-the-go  
Lean back  
Shared

Display  
Hi-Rez  
Medium,  
Near





# What's the Same?

## **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**

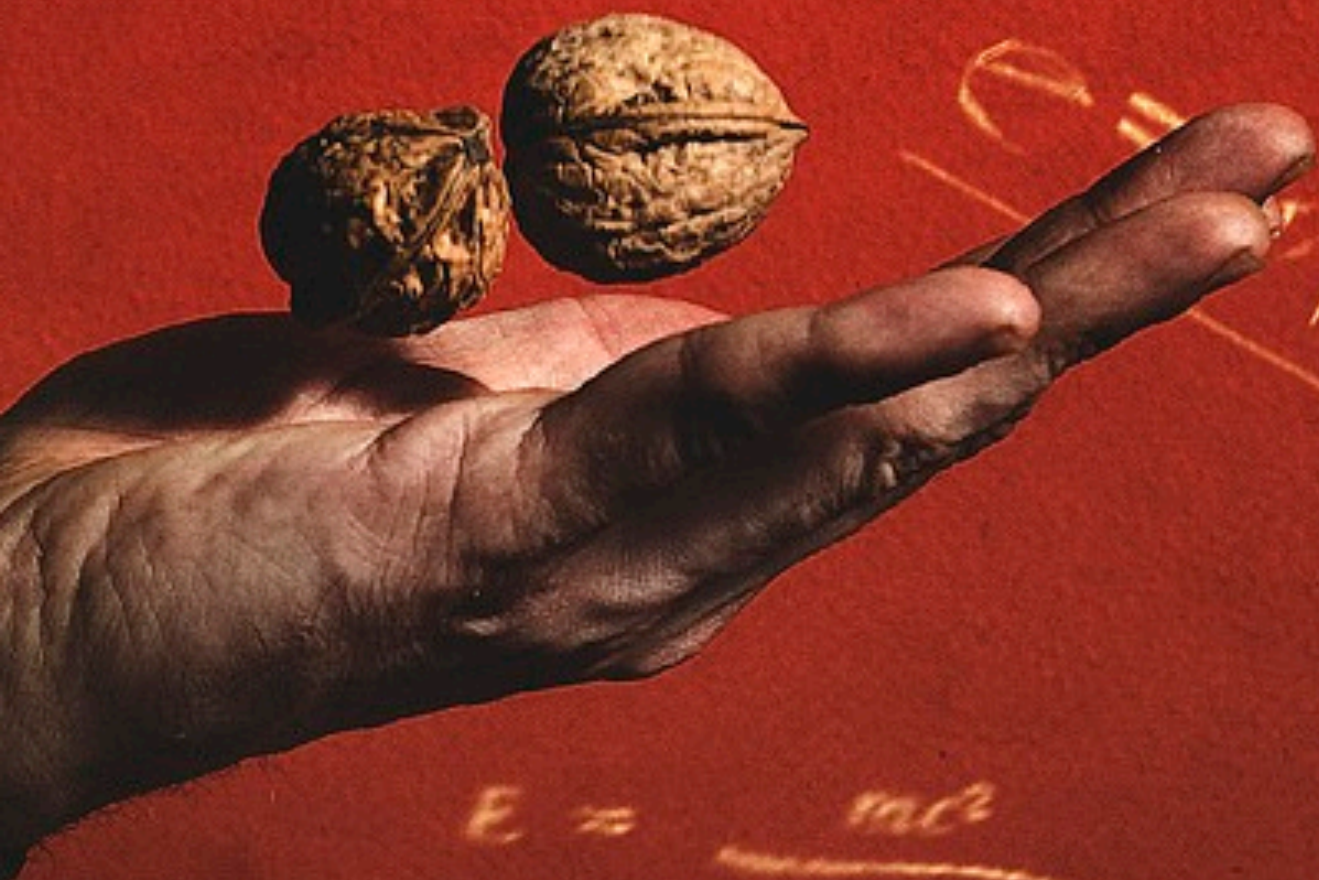
# Three Principles

# Three Principles

common design principles for  
multiple platform design



# #1 Get Physical





# The Illusion of Physicality



# The Illusion of Physicality



+



# Design for Physicality

# Design for Physicality

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



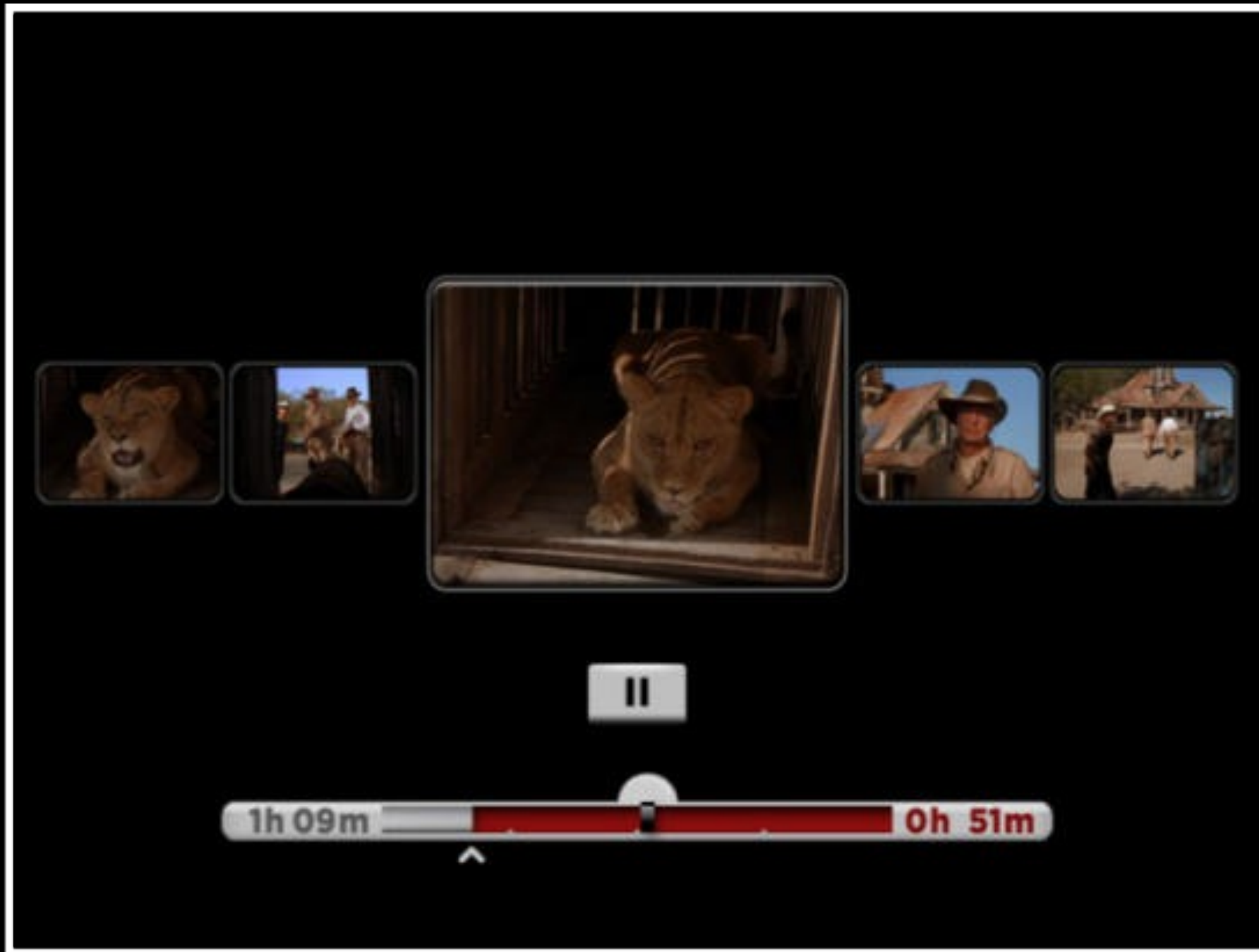
# Design for Physicality

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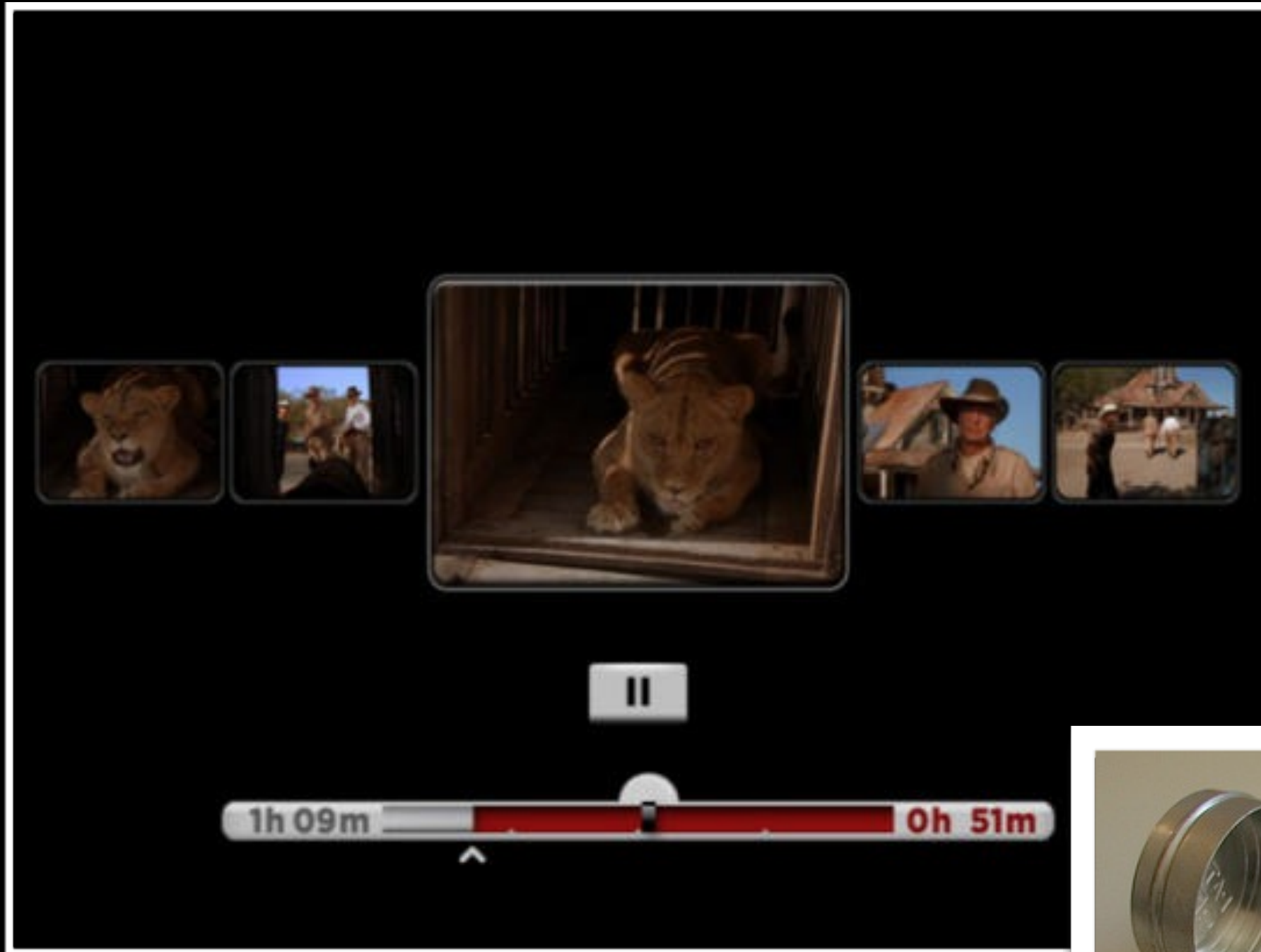
- Apple HIG

**Use Metaphors**  
**to Embody**  
**Physicality**

# Physicality as Metaphor



# Physicality as Metaphor

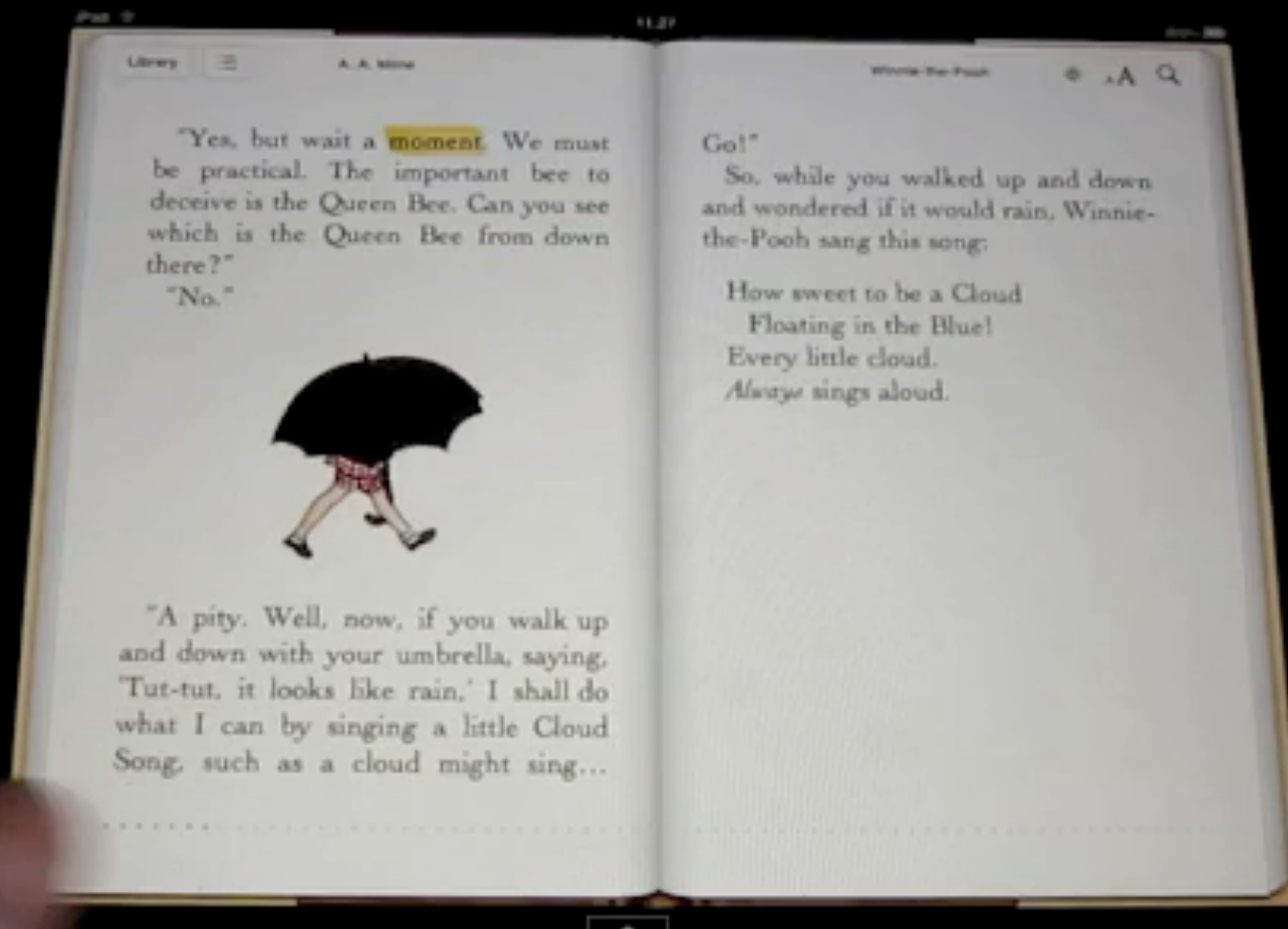


**Film Strip**



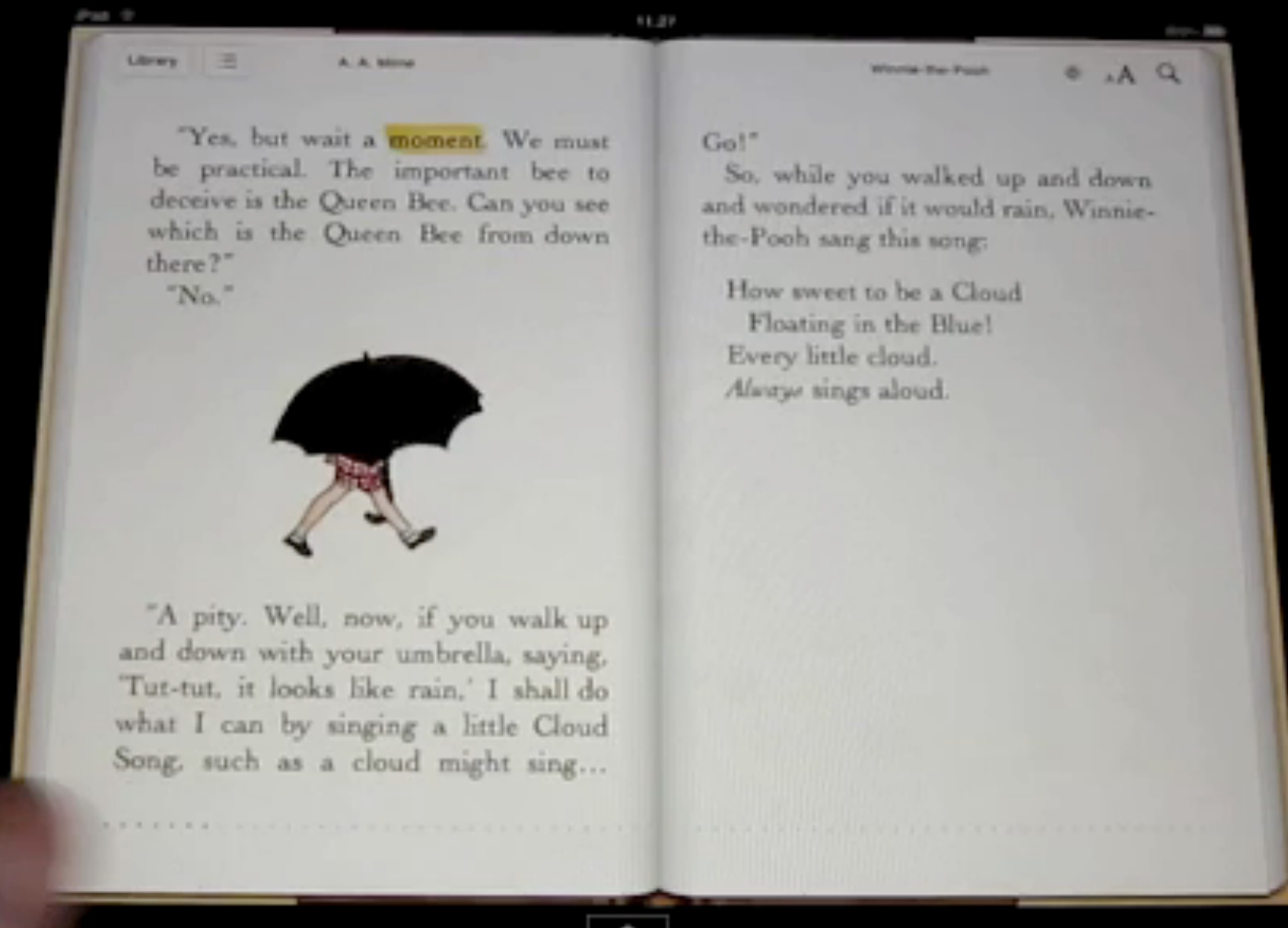


# Physicality as Metaphor



Book

# Physicality as Metaphor

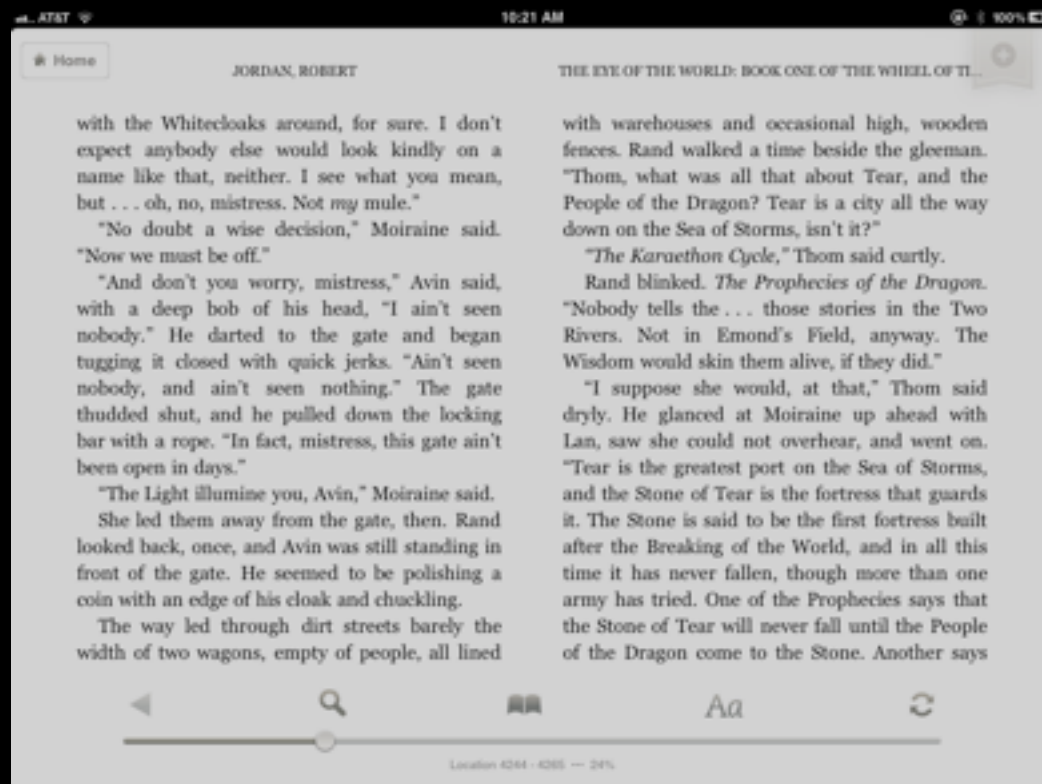


Book

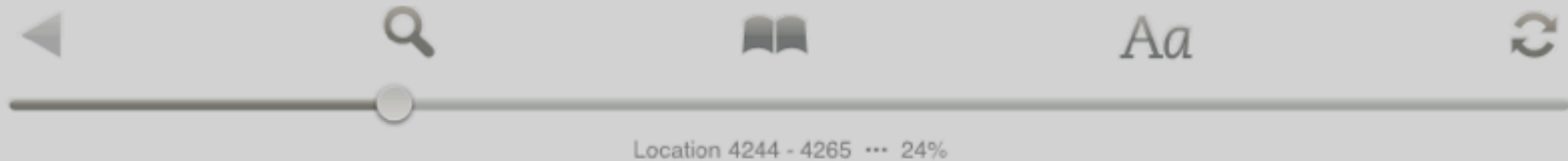
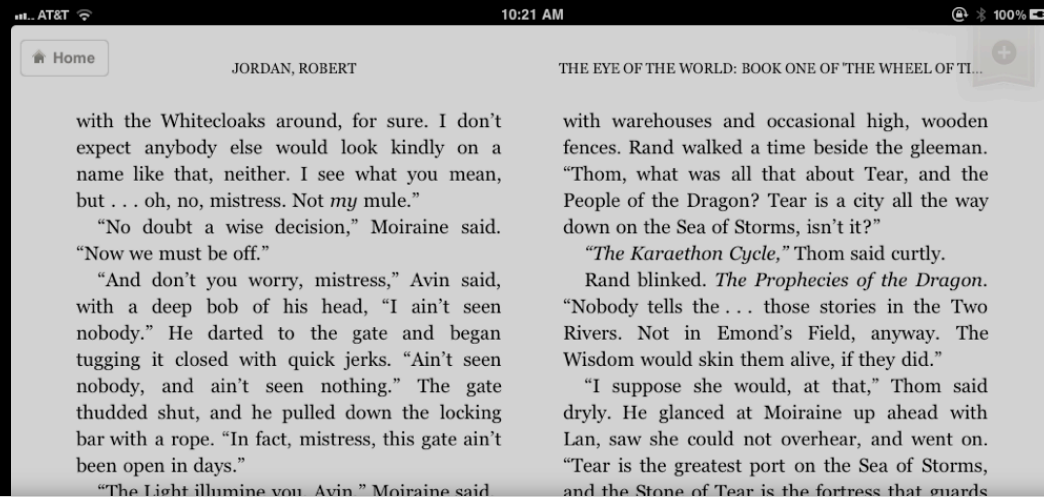
"Books have pages"

"Pages turn"

# Anti-Pattern: Broken Metaphor

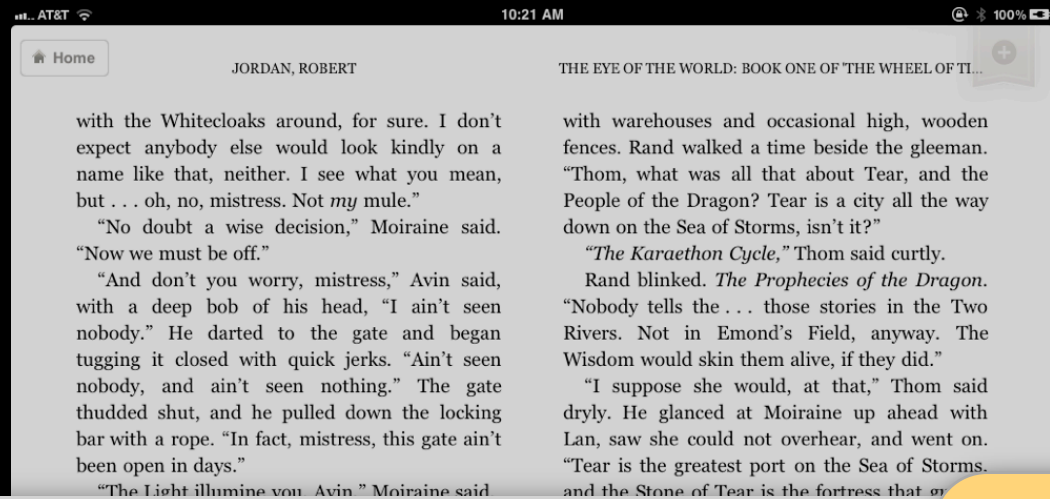


# Anti-Pattern: Broken Metaphor





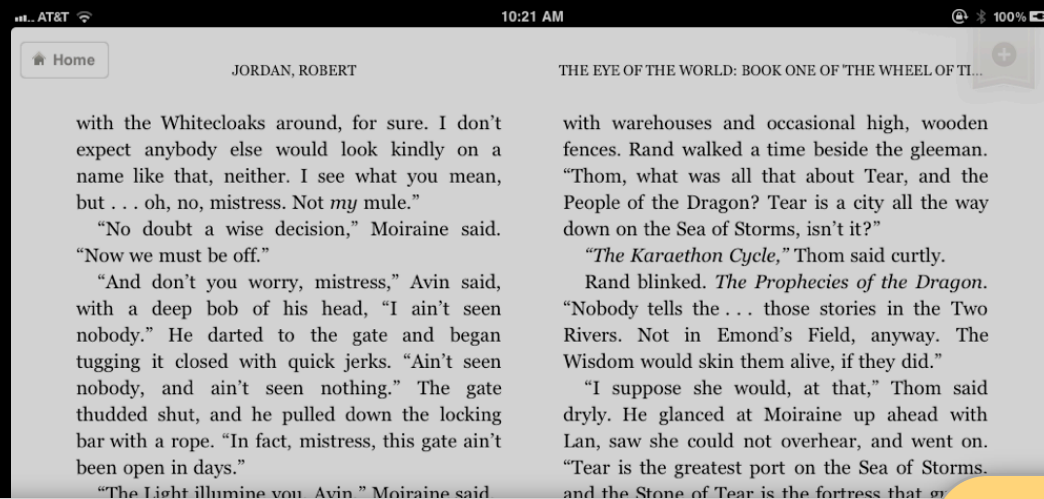
# Anti-Pattern: Broken Metaphor



Location??

Location 4244 - 4265 ... 24%

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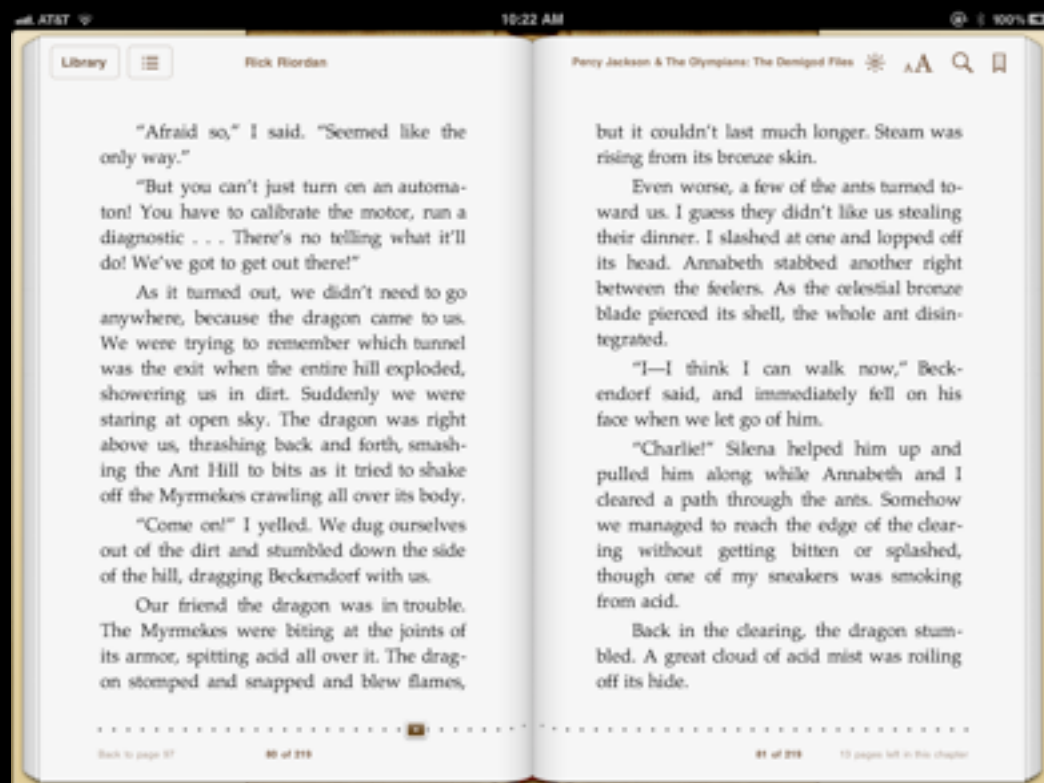


Location??

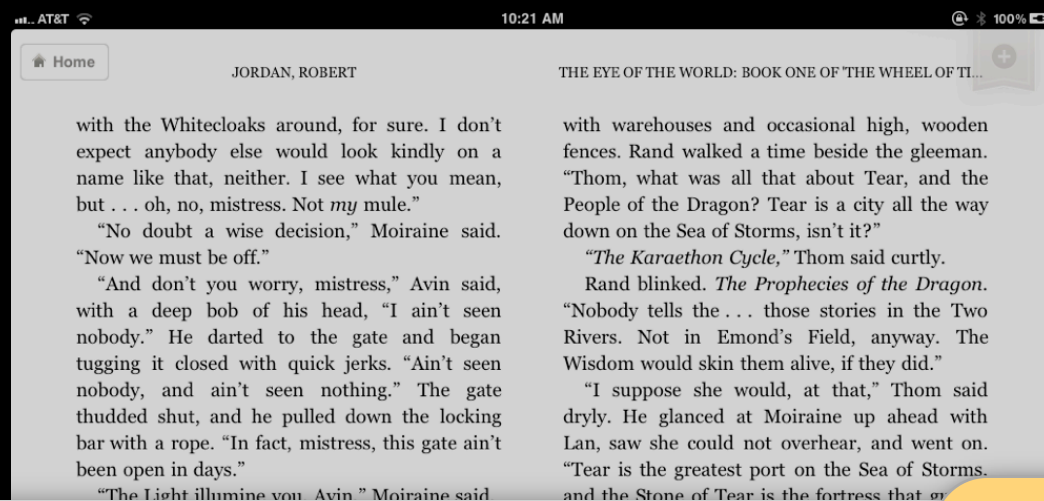
Aa



Location 4244 - 4265 ... 24%

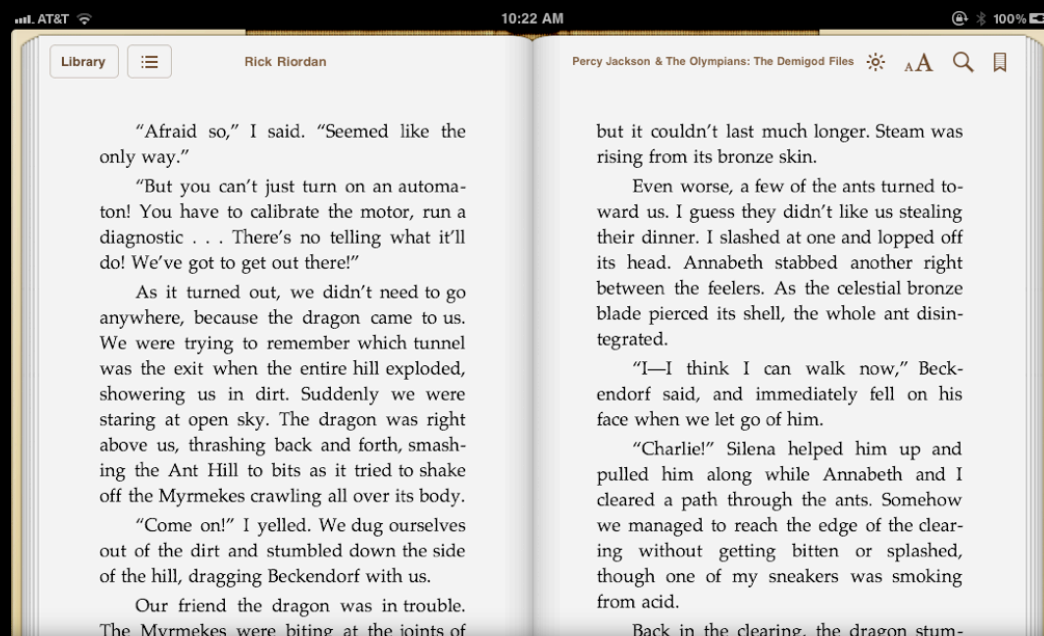


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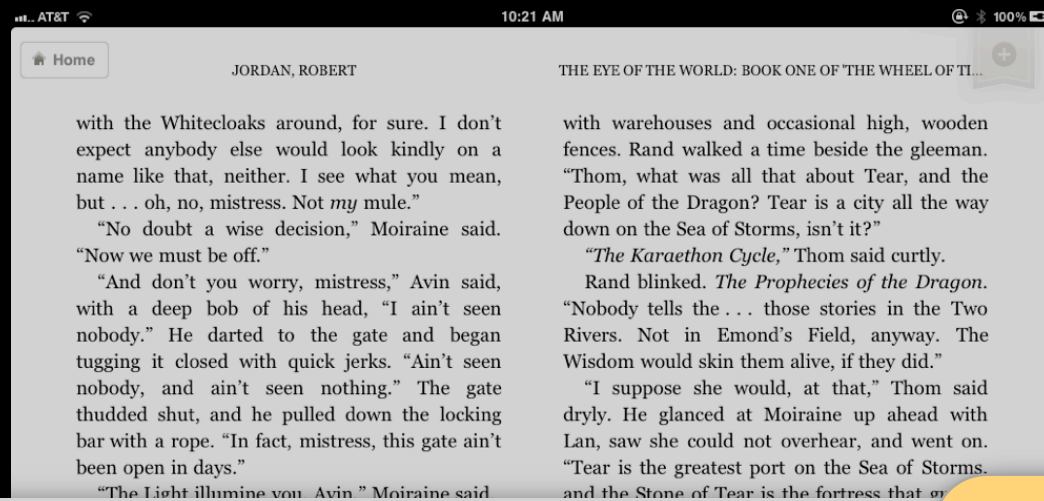
Back to page 97

80 of 219

81 of 219

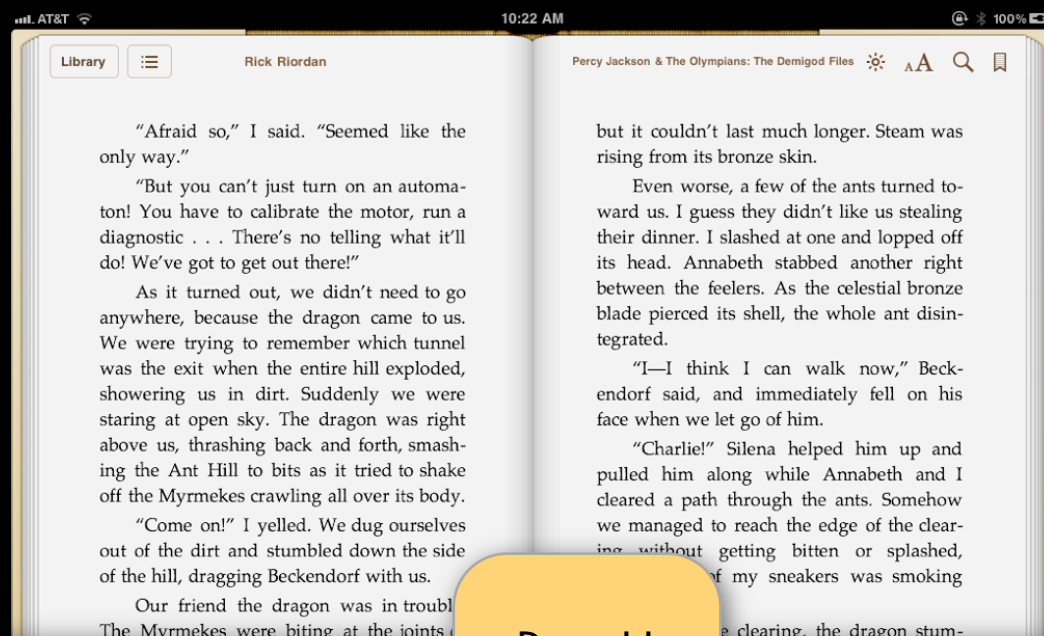
13 pages left in this chapter

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Location 4244 - 4265 ... 24%



Page!!

"Books have pages"

Back to page 97

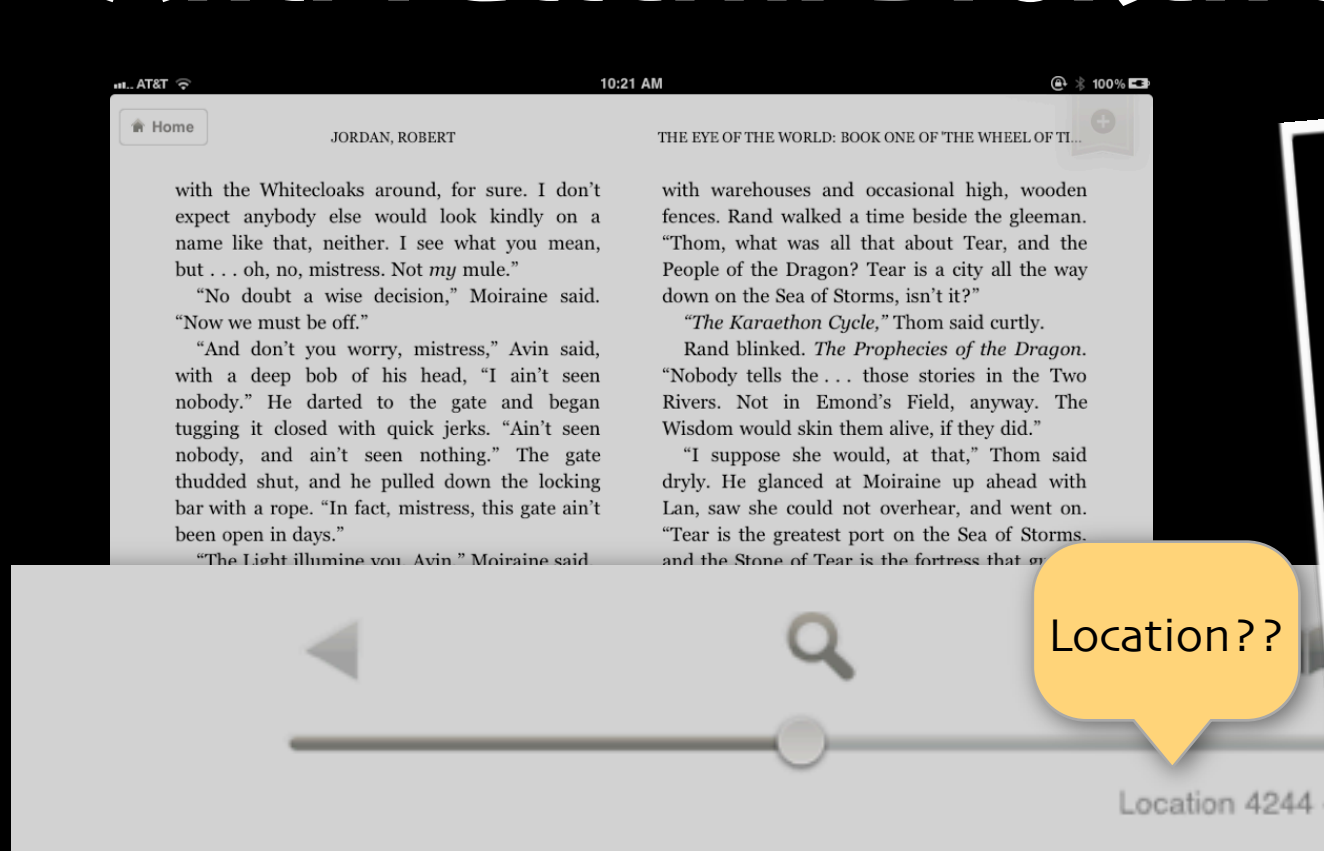
80 of 219

81 of 219

13 pages left in this chapter

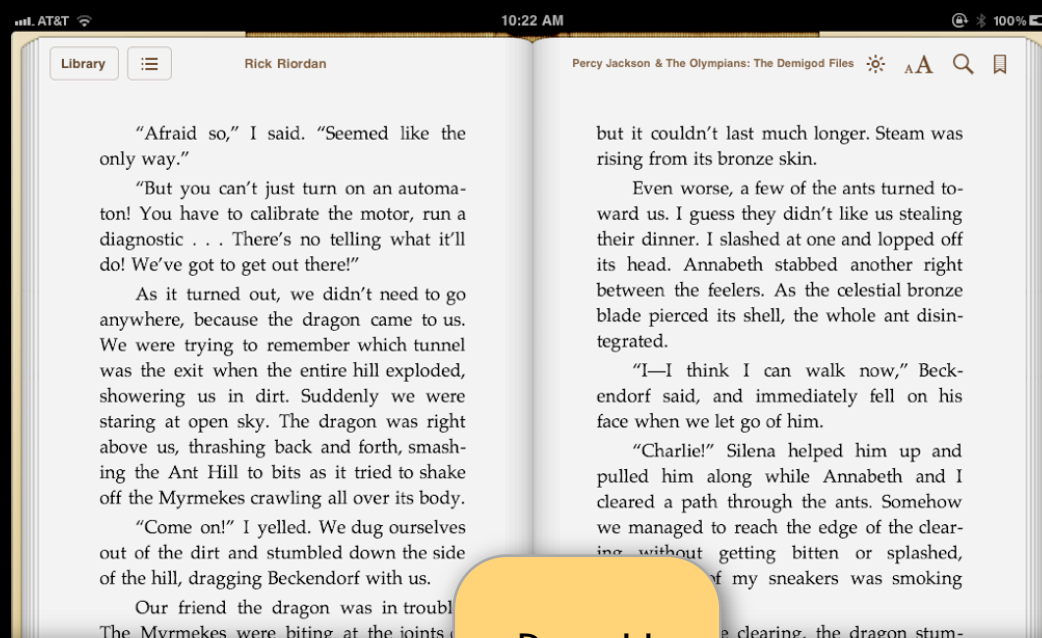


# Anti-Pattern: Broken Metaphor



Don't break the metaphor for the underlying implementation model.

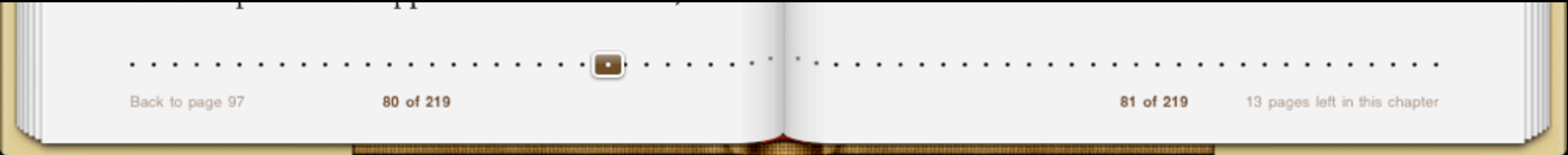
**The user's mental model is the experience cushion.**



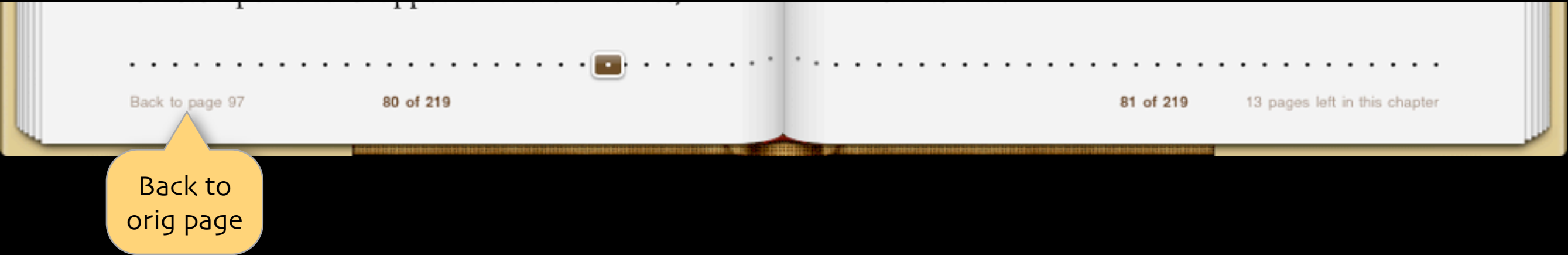
**"Books have pages"**

**Break the Metaphor with Magic**

# Break the Metaphor with Magic



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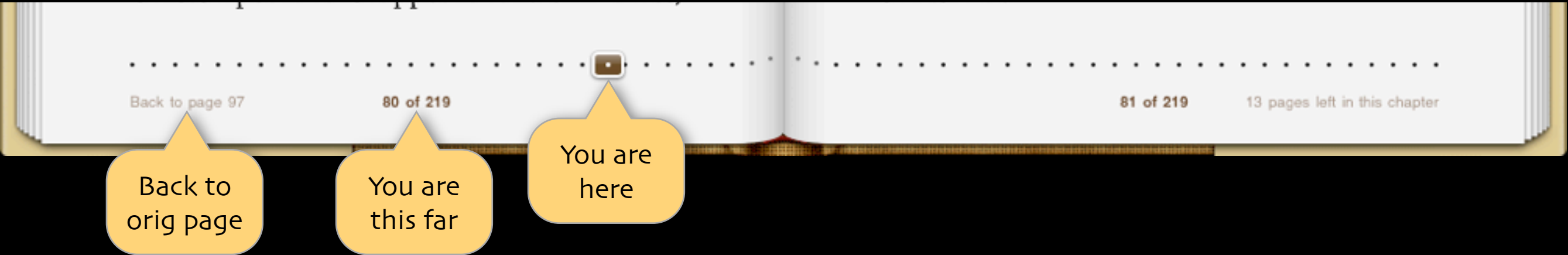




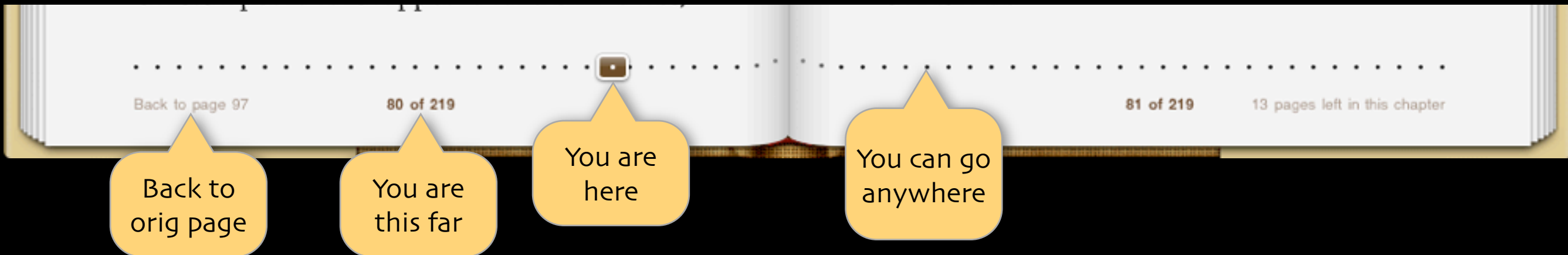
# Break the Metaphor with Magic



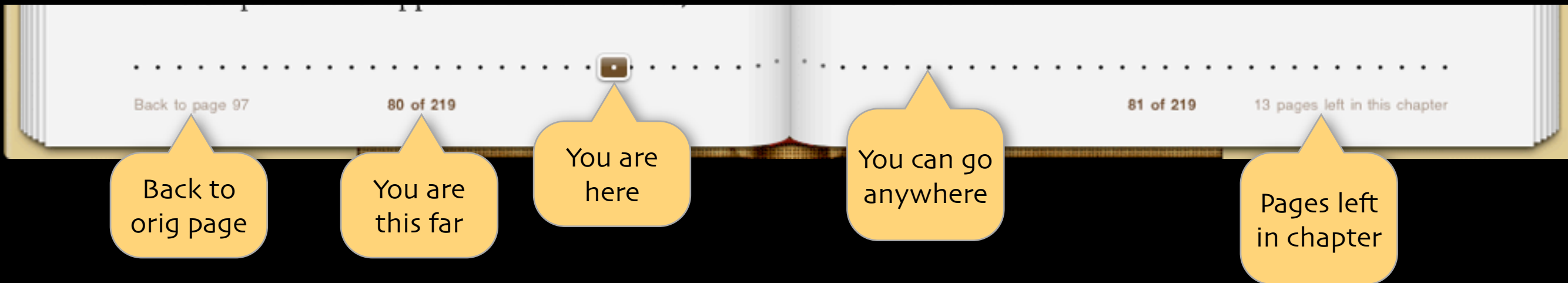
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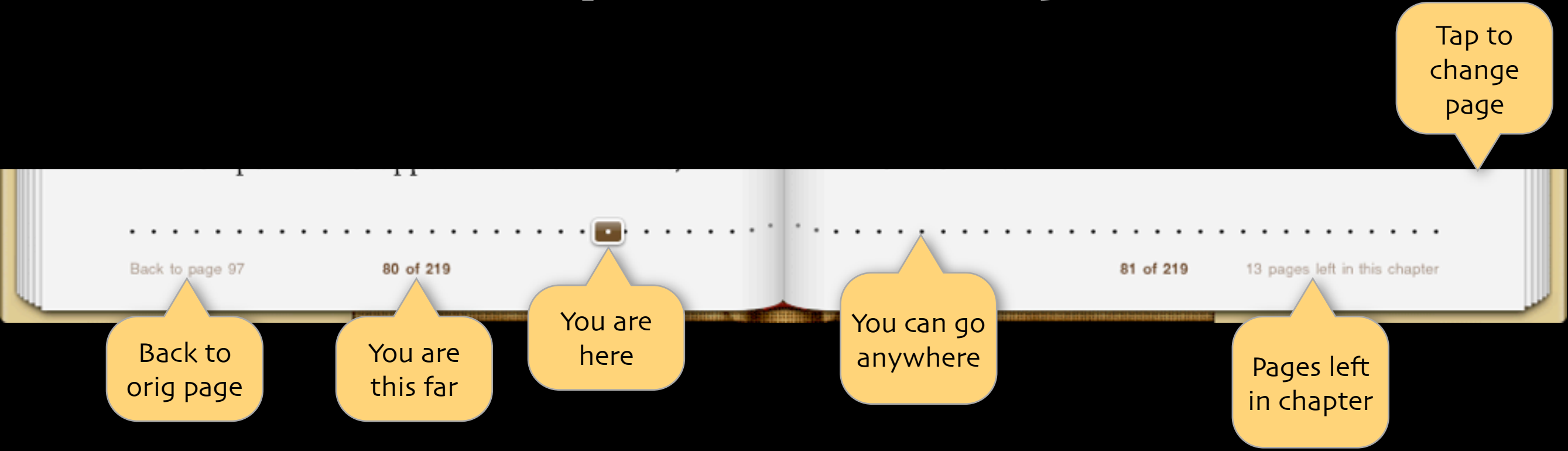
# Break the Metaphor with Magic



# 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

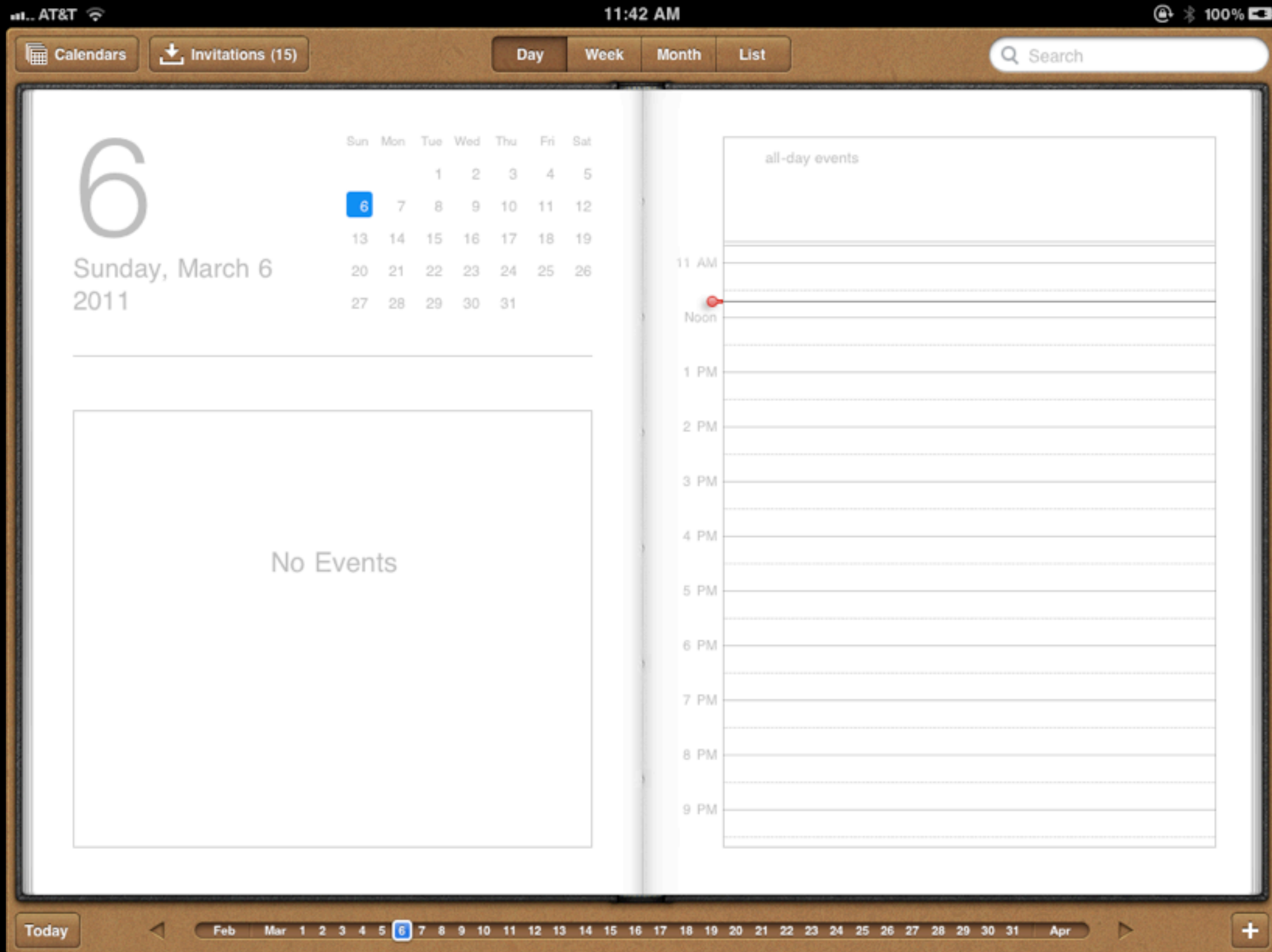
Back to  
orig page

You are  
this far

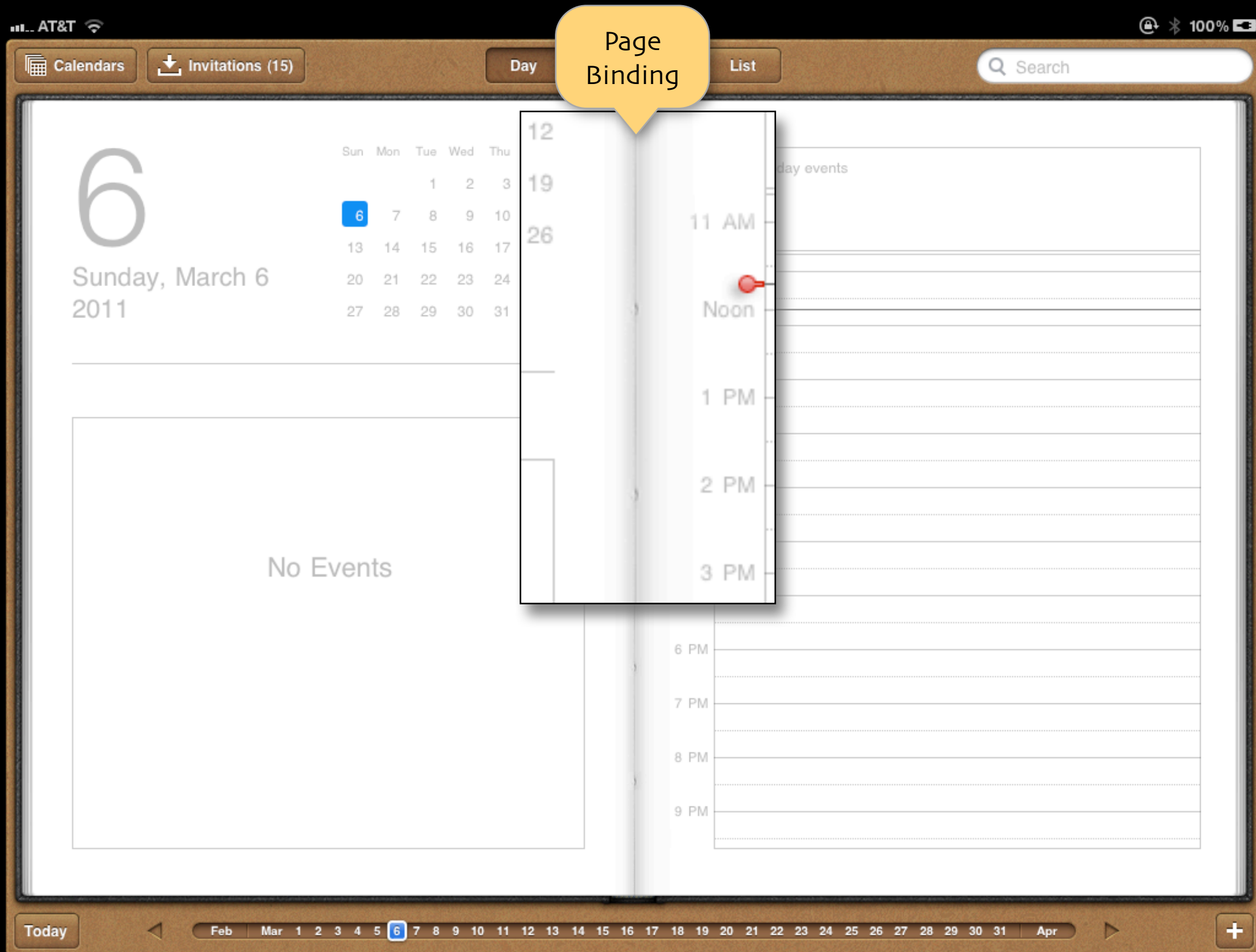
Pages left  
in chapter

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

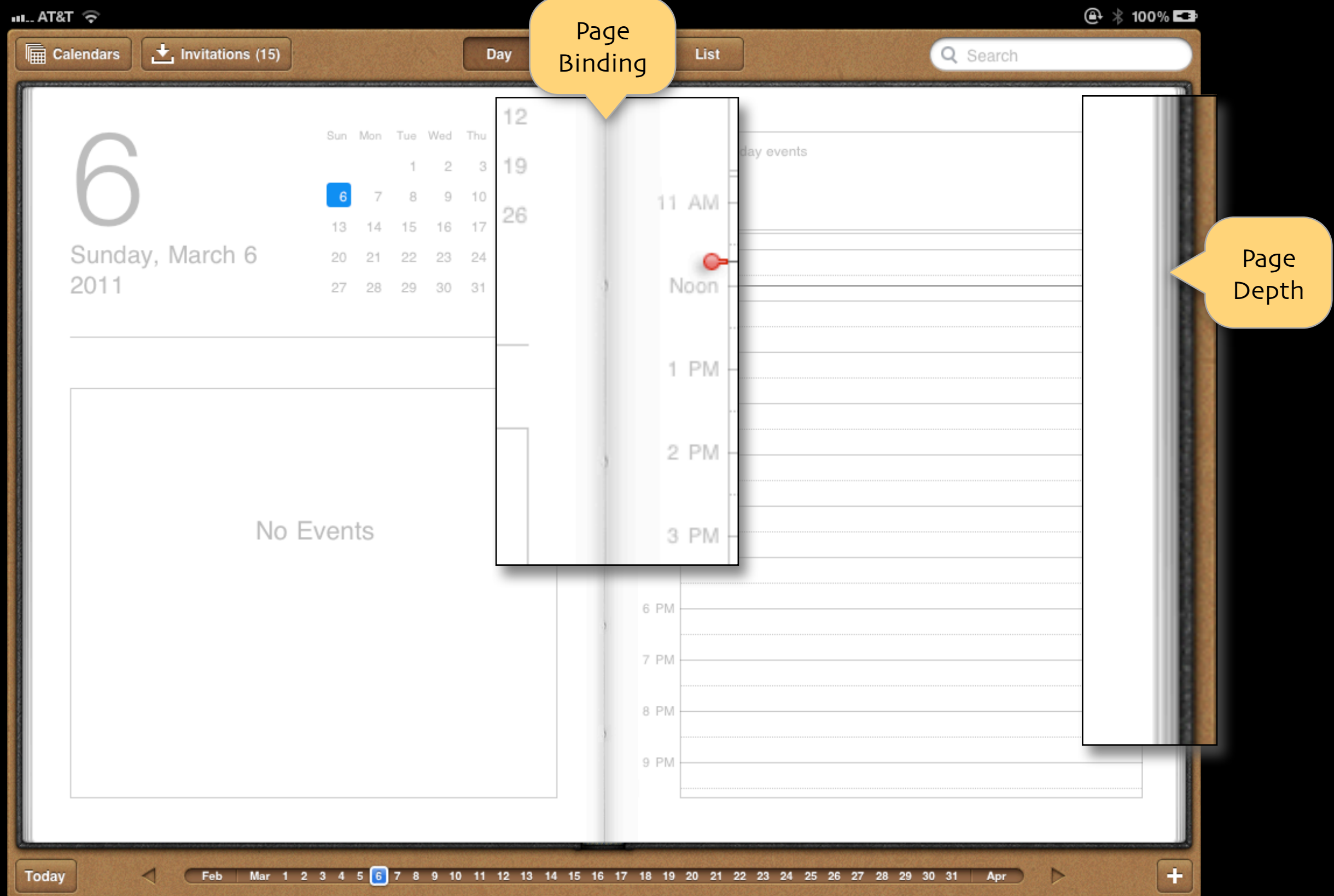
# To Flick or not to Flick



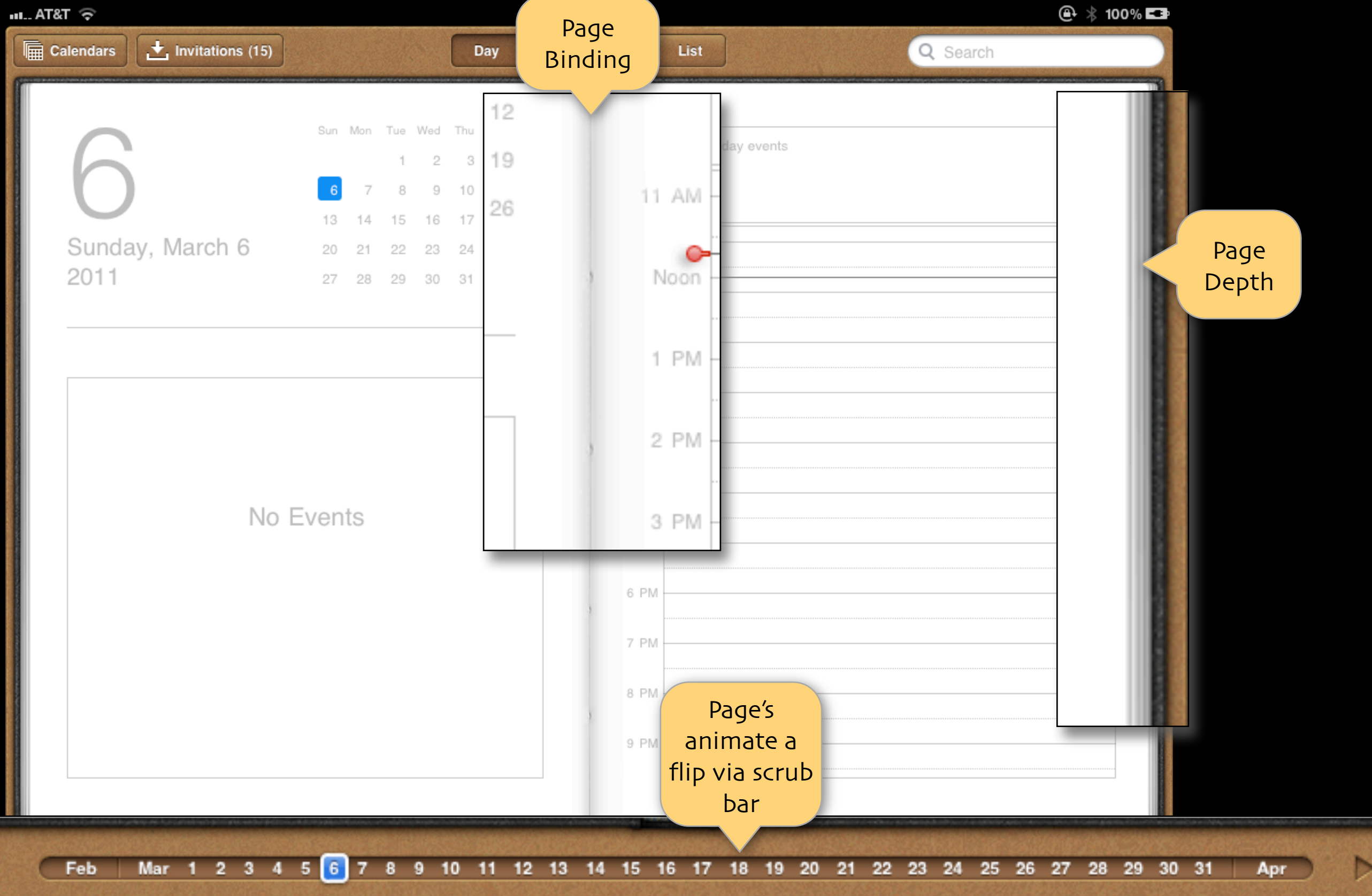
# To Flick or not to Flick



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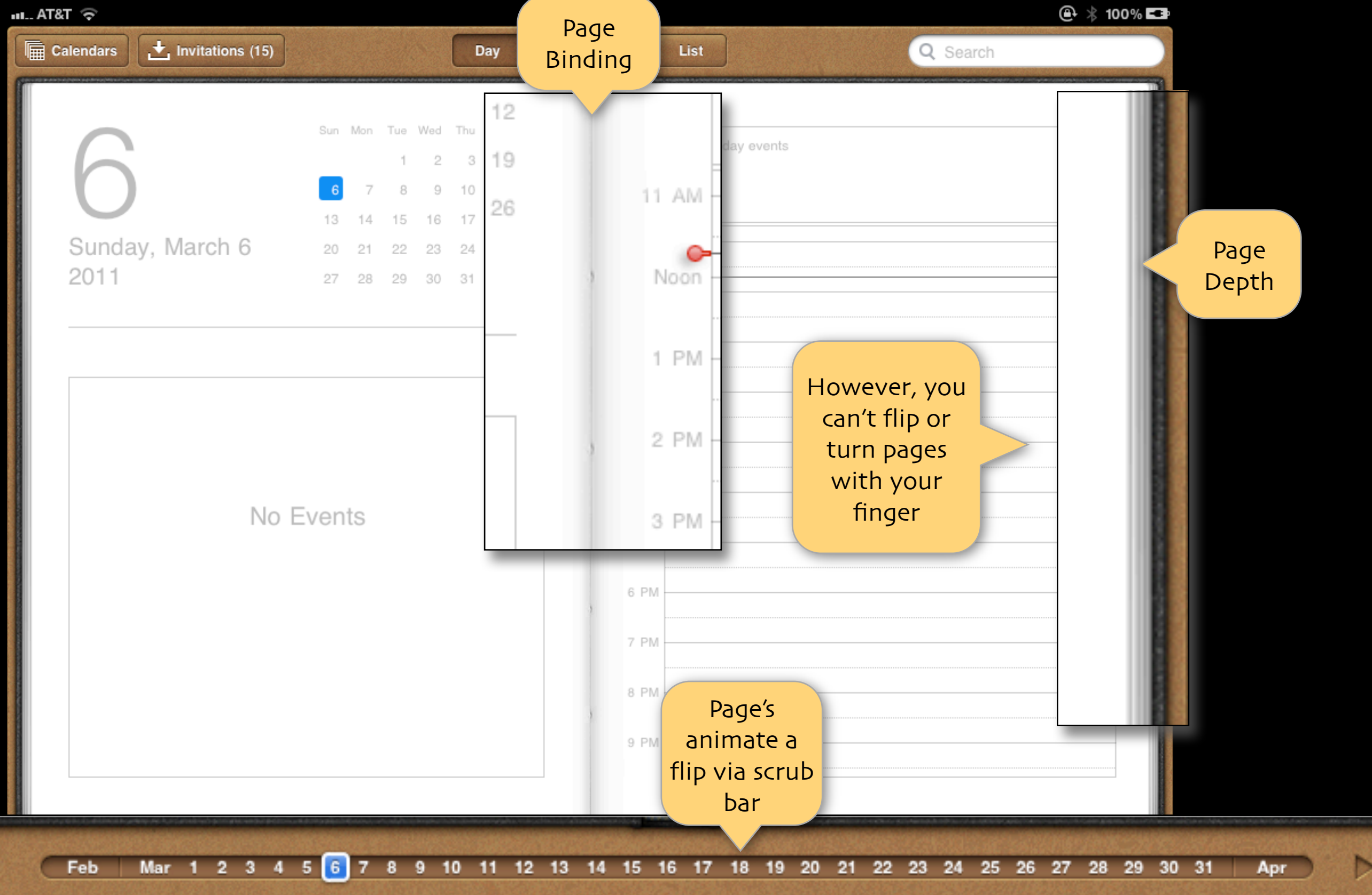


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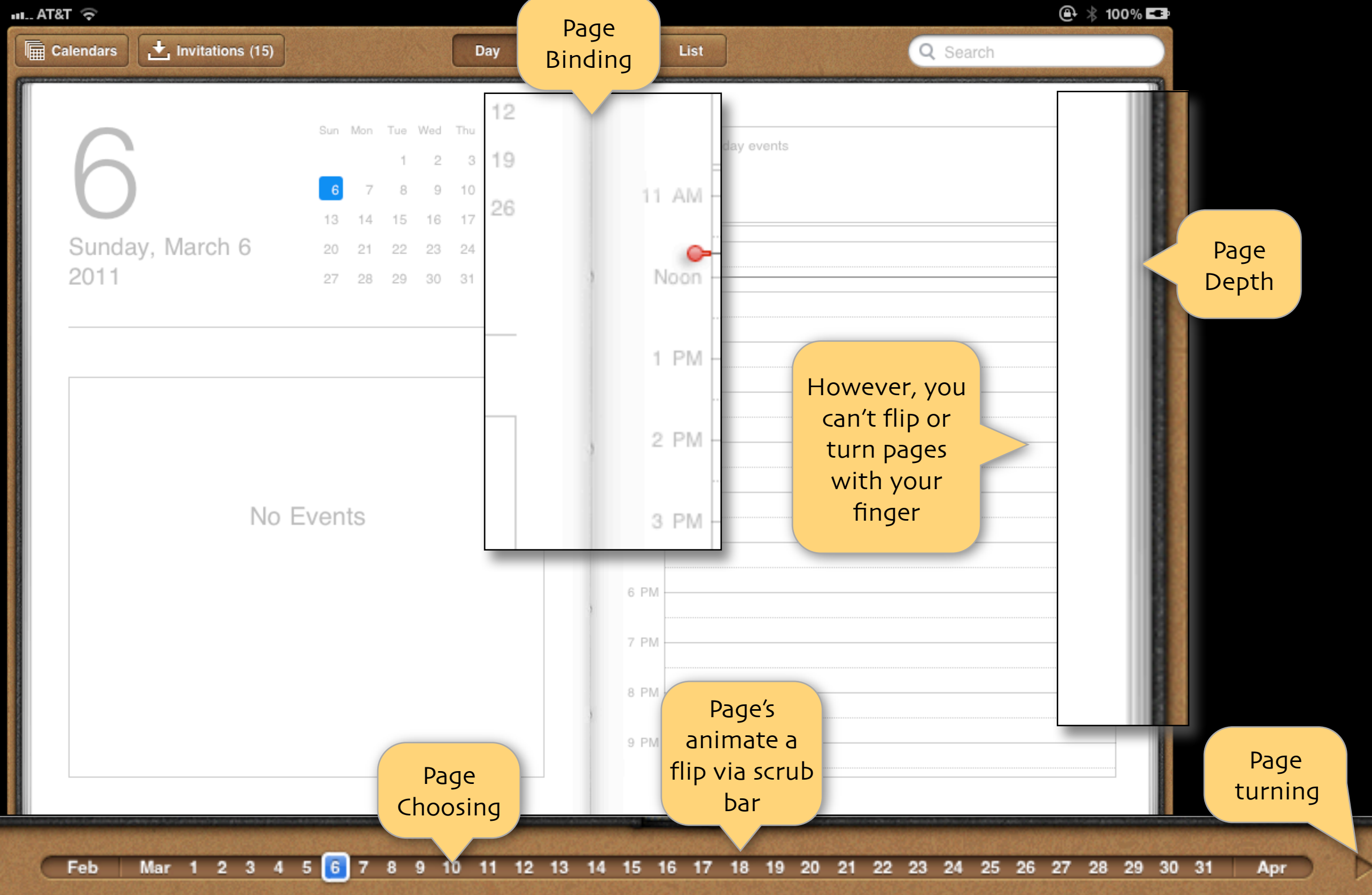




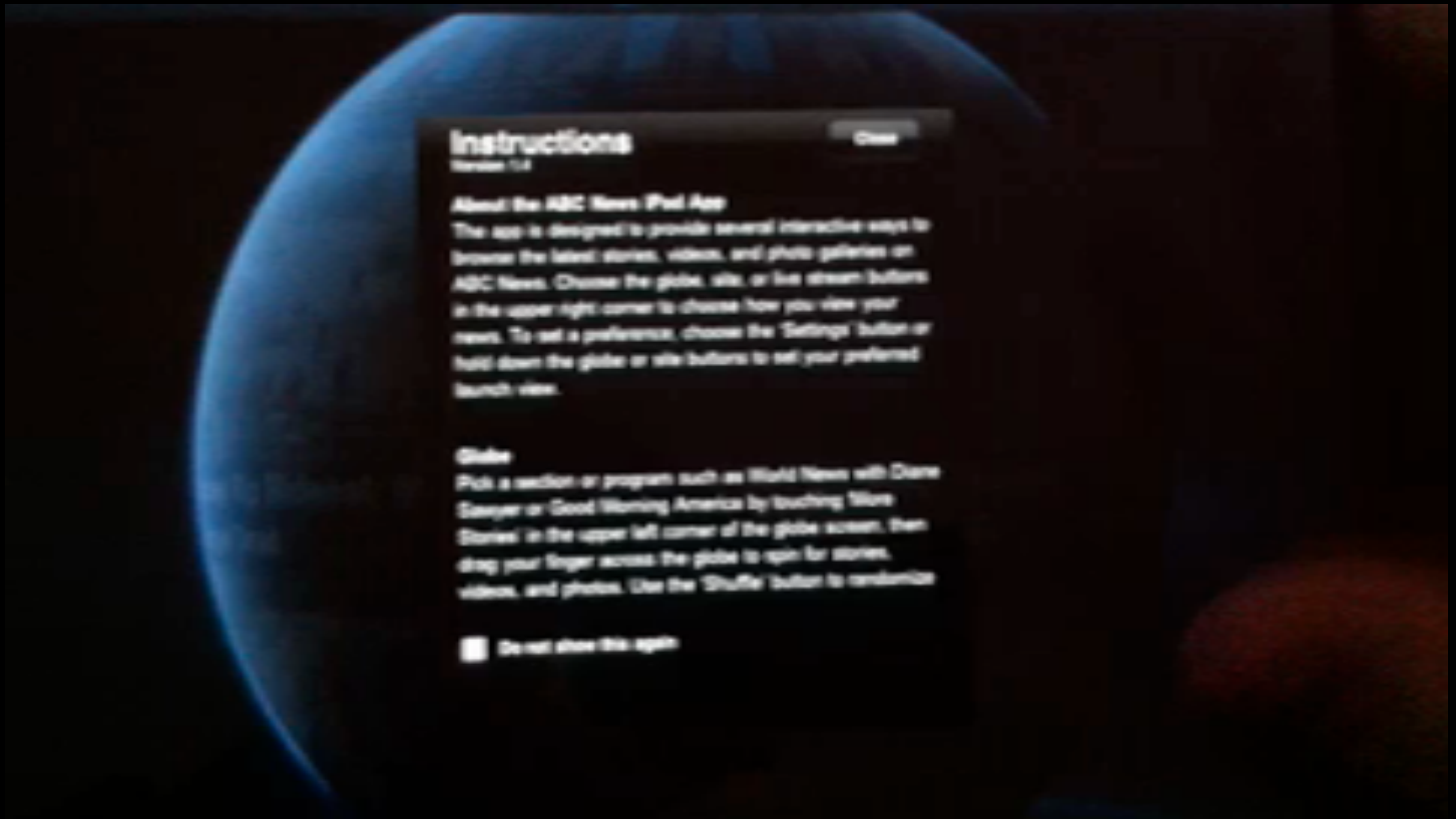
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# Anti-Pattern: Mismatched Metaphor



(Metaphors Gone Wild)

# Anti-Pattern: Mismatched Metaphor



(Metaphors Gone Wild)





**#2 Maintain Flow**



**Watch for the difference between frames**



**Watch for the difference between frames**





**Try again without the “refresh”**



Try again without the “refresh”





# Change Blindness



# Change Blindness

The brain cannot see a change happening to an element that it has not yet stored - Wikipedia

In other words, it doesn't expect the world to be discontinuous.

**Reduce Page  
Switching  
to Maintain Flow**

# "Special" Experience

NETFLIX

## Recently Watched

Suggestions for You

MORE

New Arrivals

Genres

Instant Queue

Search

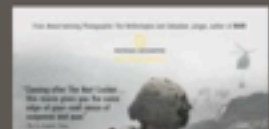


TV



✕ 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

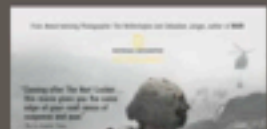


TV



✕ 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

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## Emotional Dramas



# "Plus" Experience

NETFLIX

## Instant Queue



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## Emotional Dramas

# Which Won?



# Which Won?

NETFLIX

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Search

## Instant Queue



### Bella

2006 PG-13 1h 31m



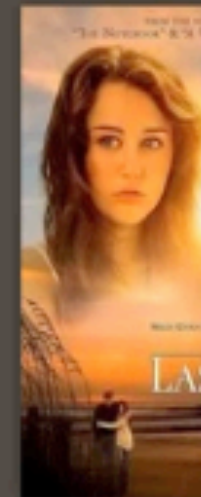
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## Recently Watched



## Emotional Dramas



# Which Won?

NETFLIX

2 / 332

Search

## Instant Queue



## Recently Watched



## Emotional Dramas



"Plus" experience won.  
Reduces page transitions, feels more cinematic, less jarring.

Maintains Flow

1h 31m

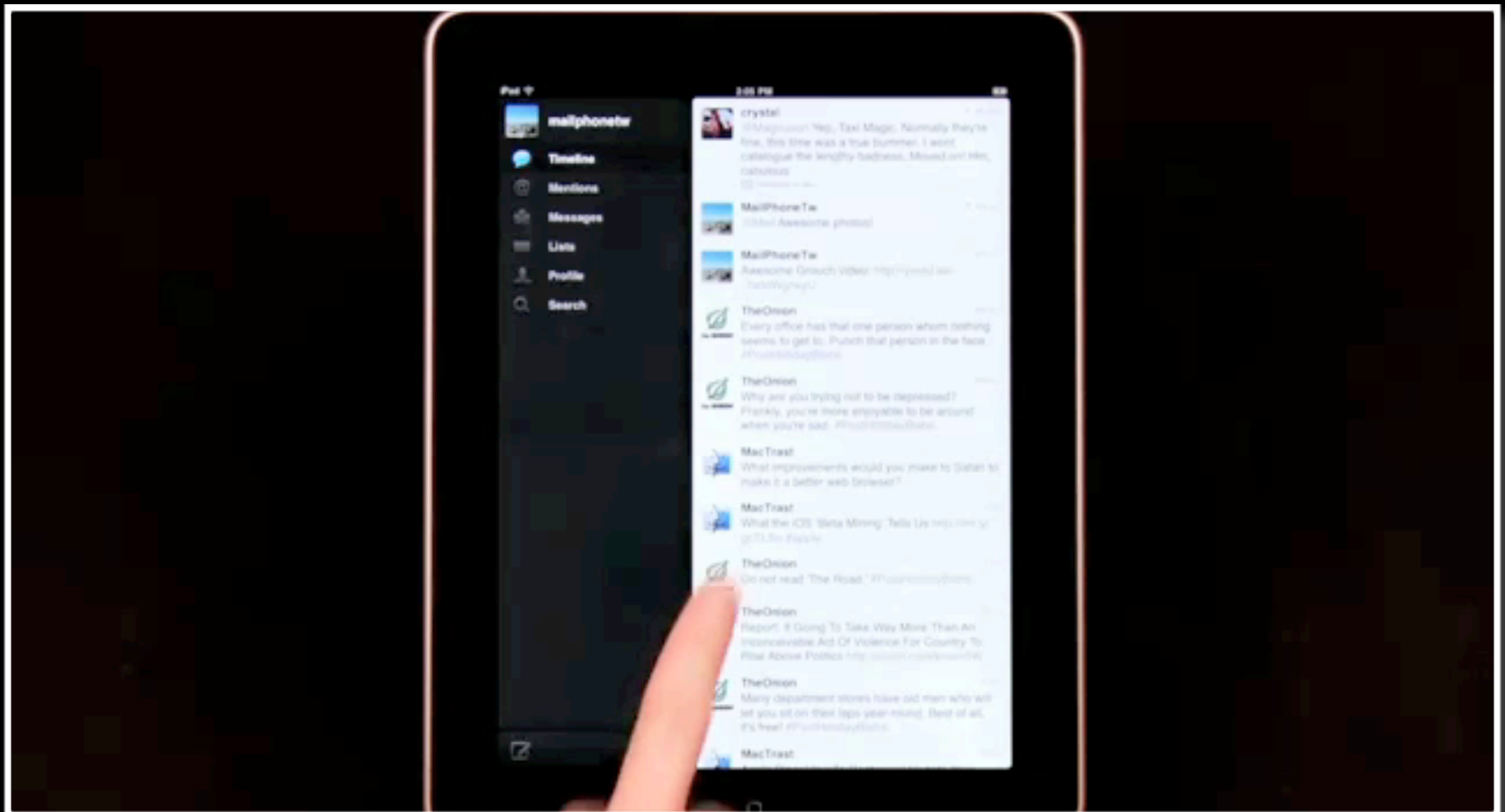
— Nina, a pregnant,   
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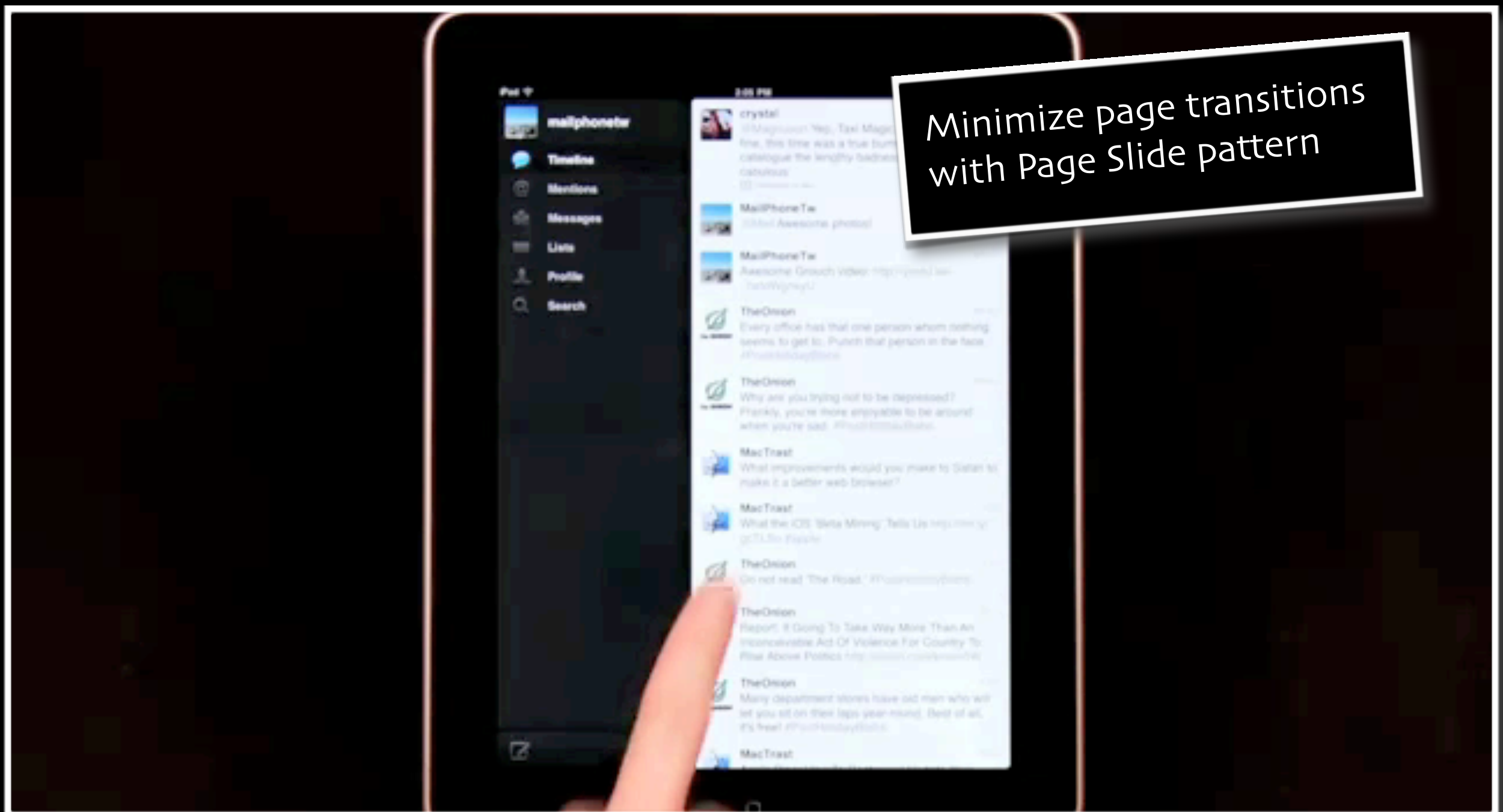
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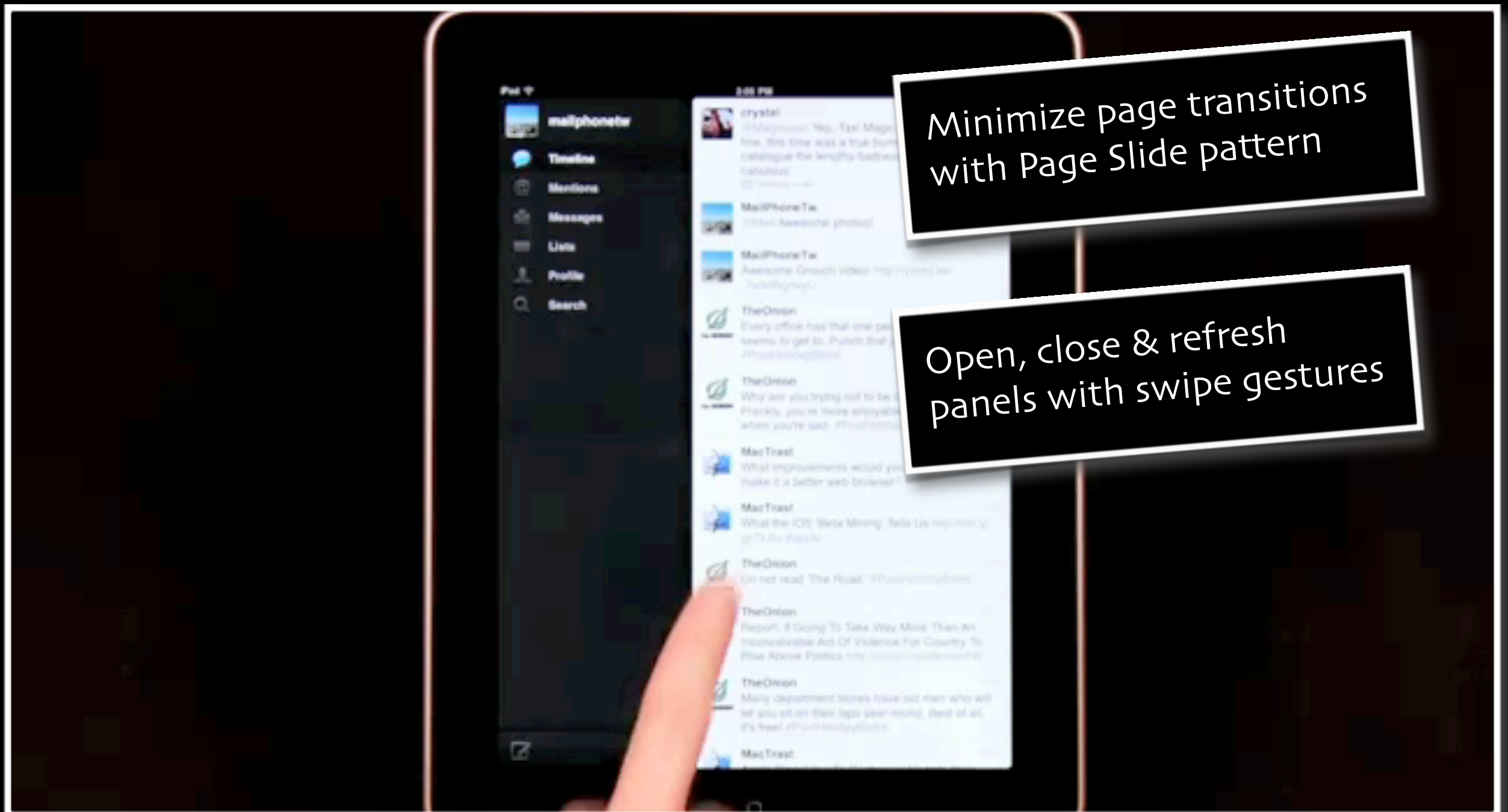
# Twitter as iPad App



# Twitter as iPad App

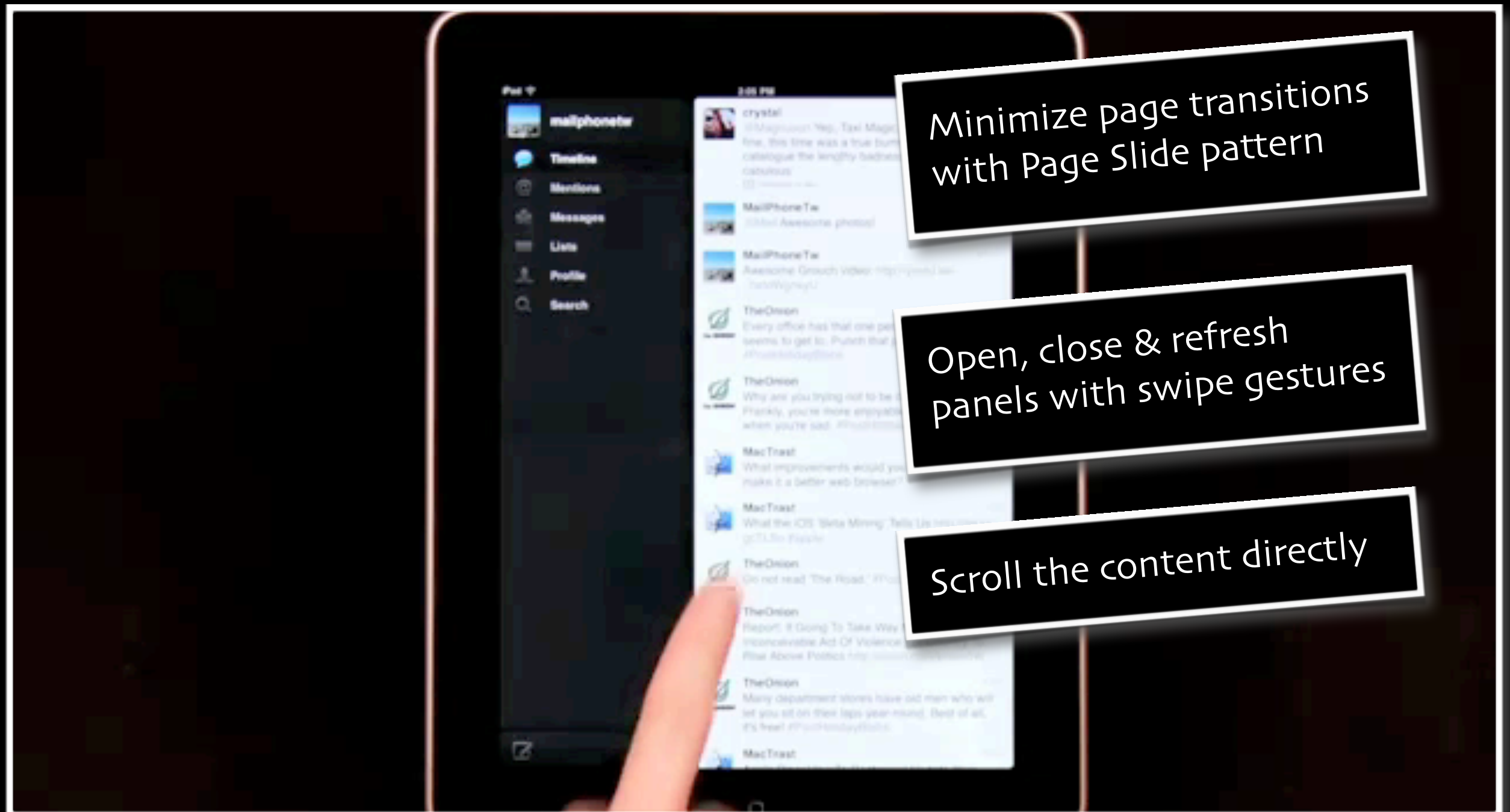


# Twitter as iPad App

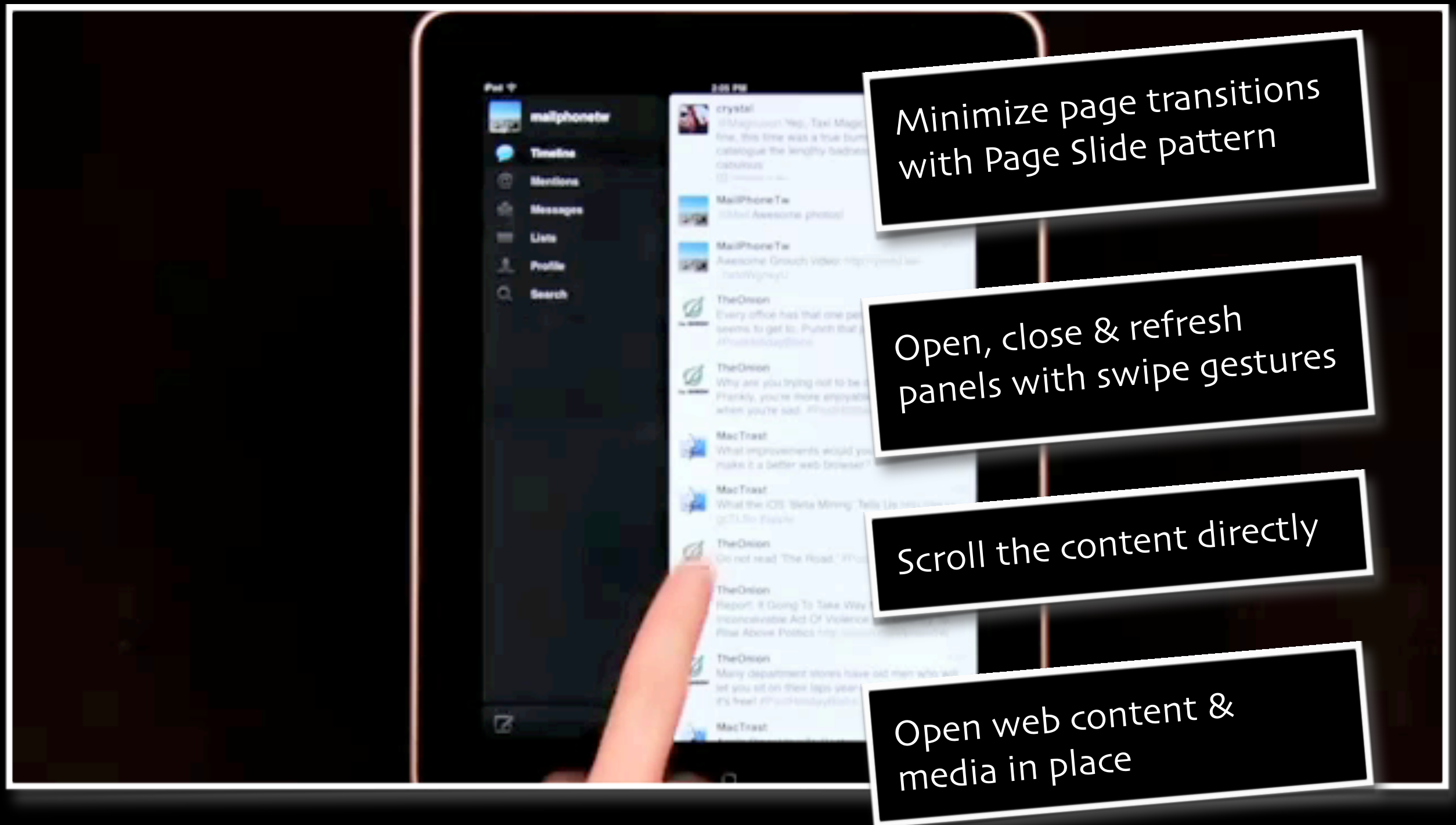




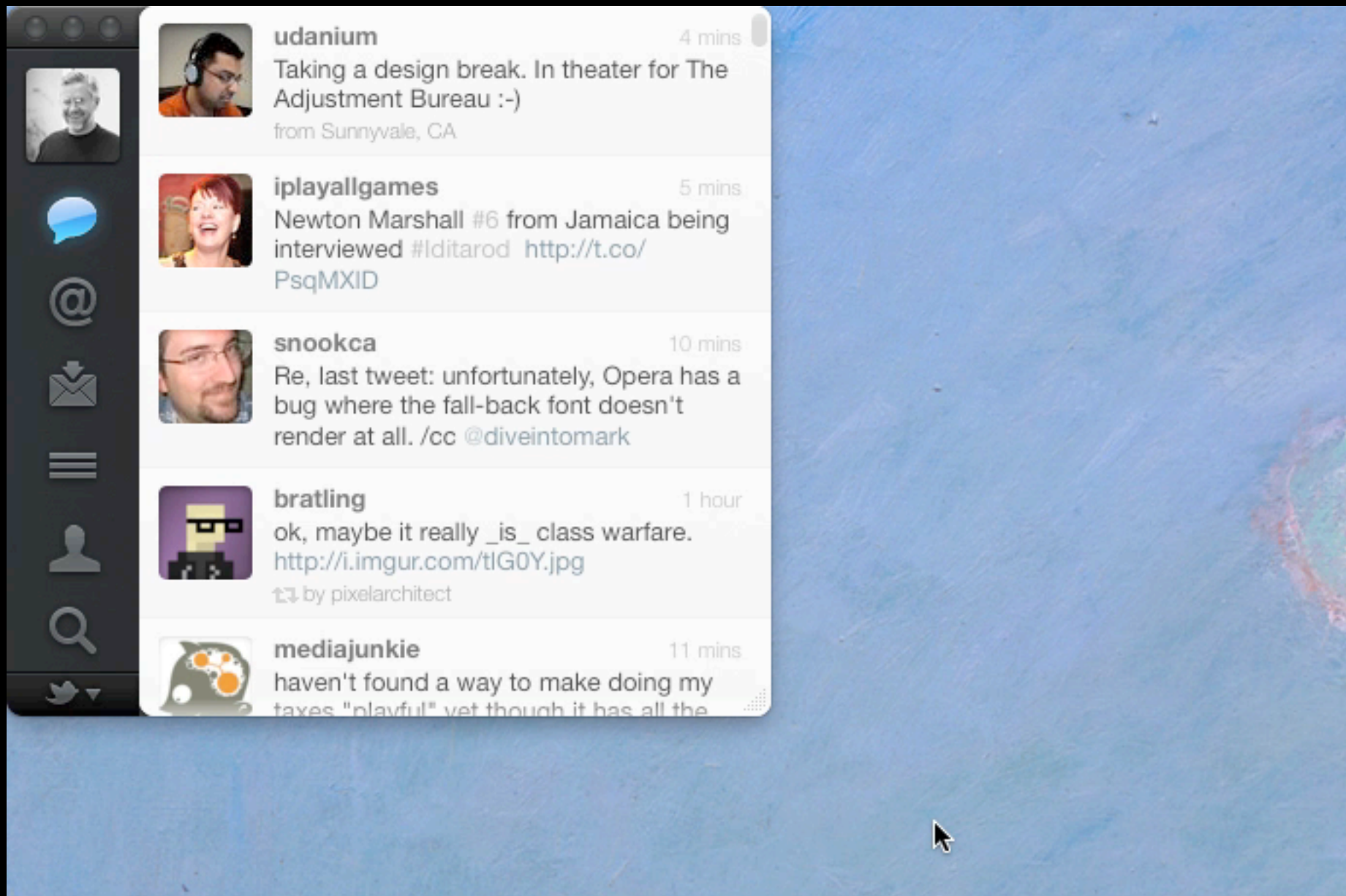
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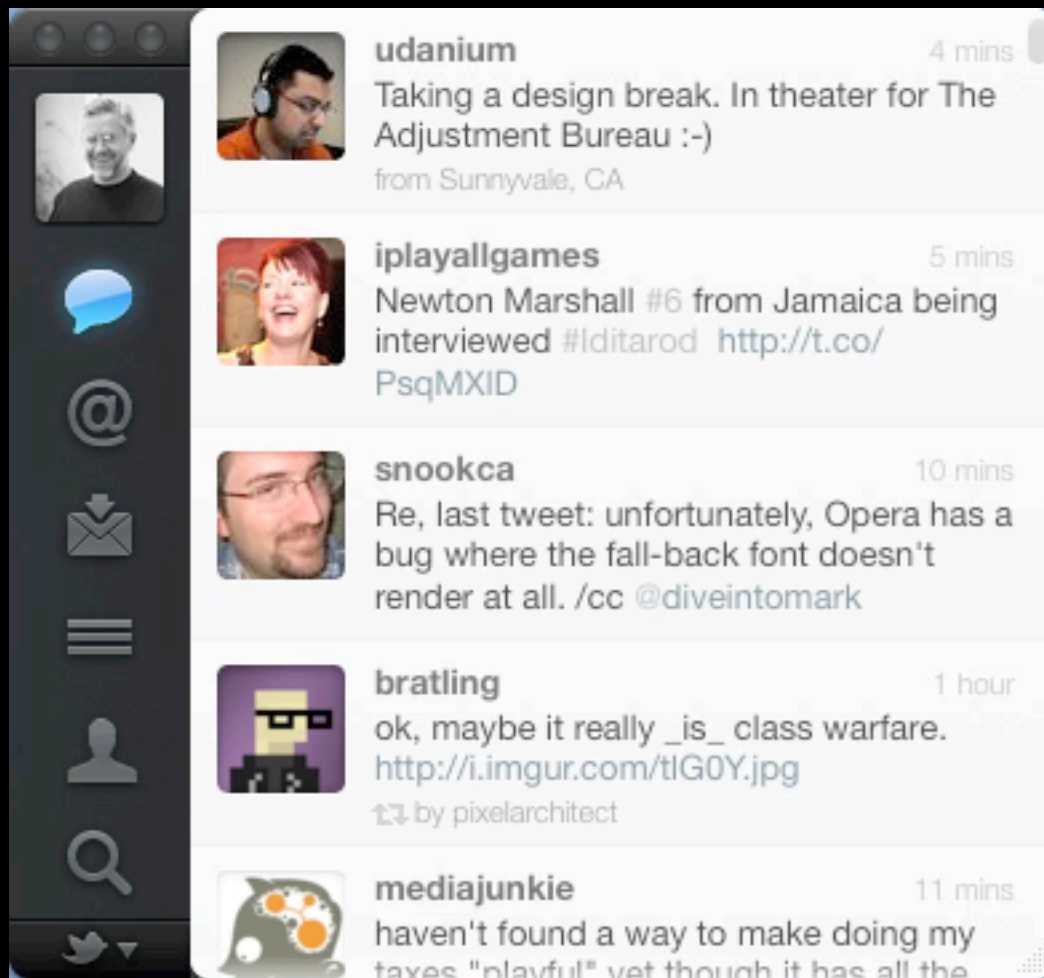


# Twitter as Mac App... How to tweet?





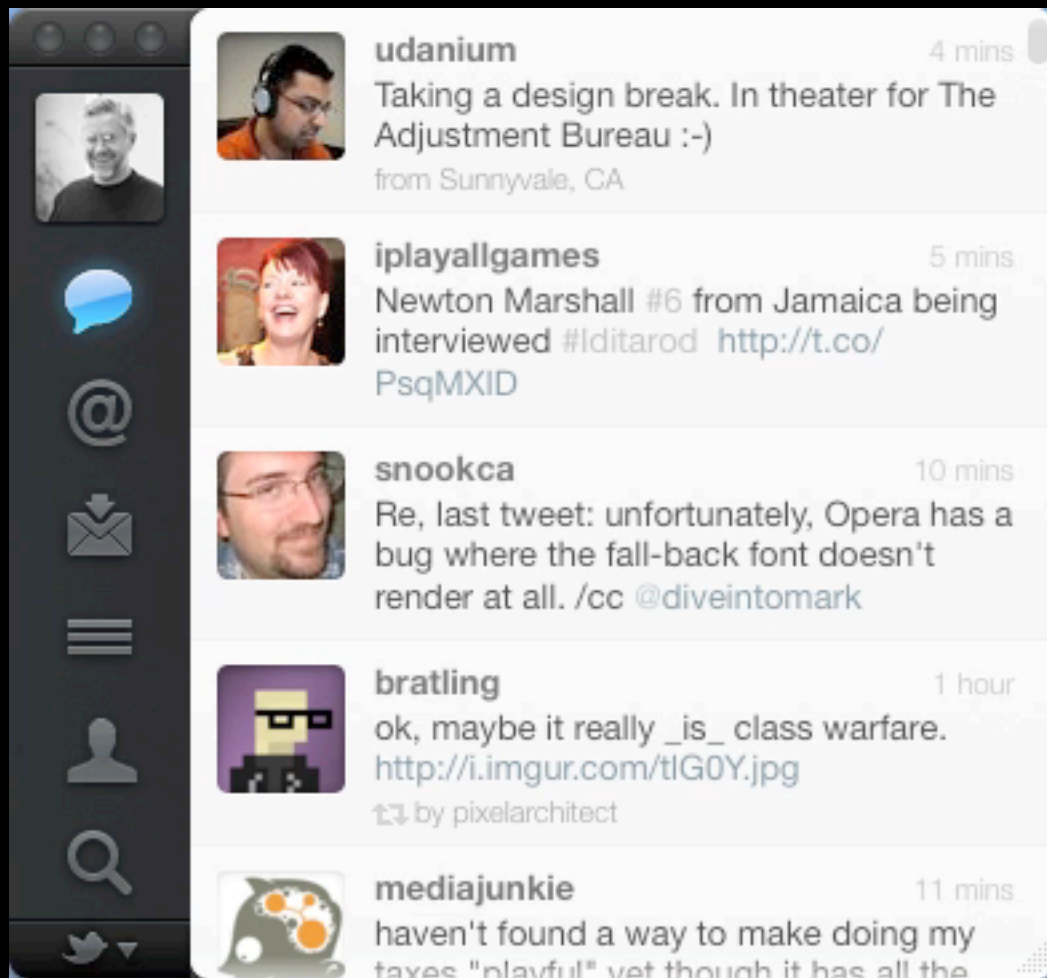
# Twitter as Mac App... How to tweet?



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



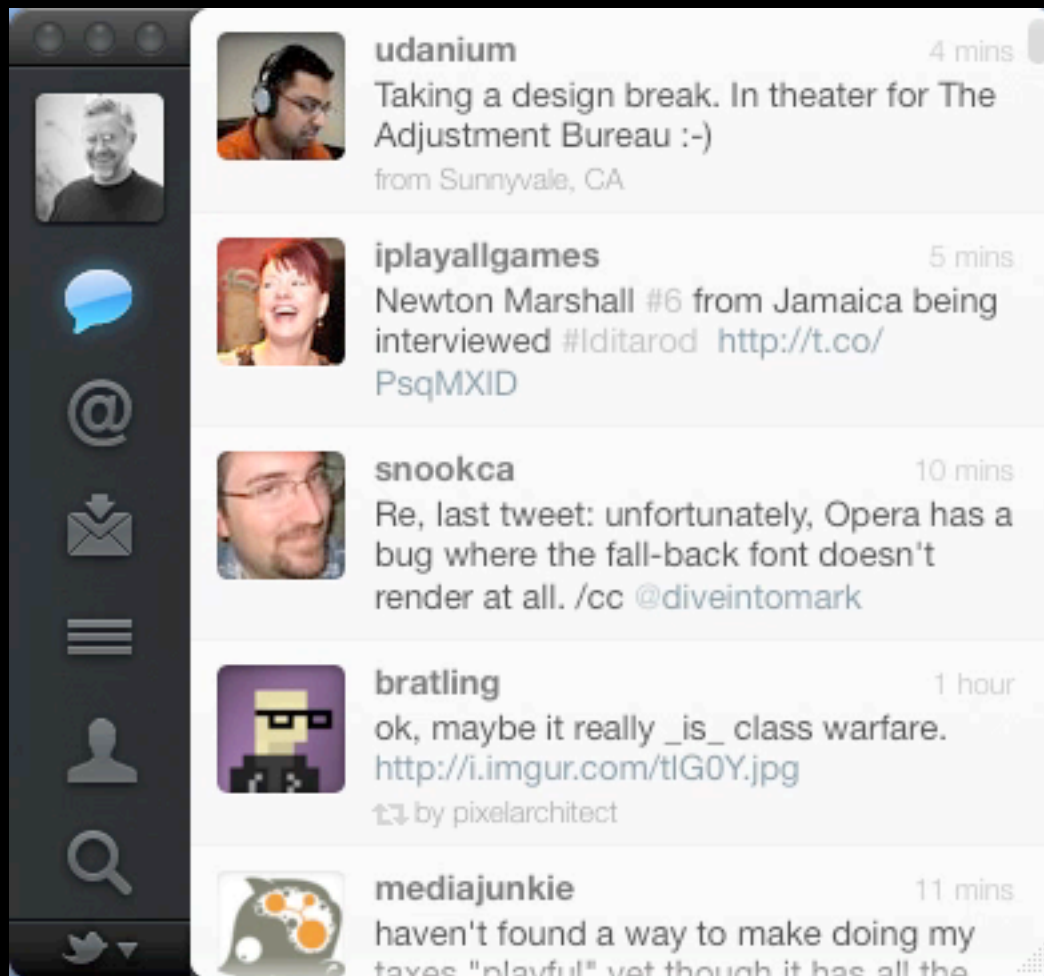
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Anti-Pattern: breaking the  
flow with menus &  
popouts.

# Twitter as Mac App... How to tweet?



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

Anti-Pattern: breaking the  
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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](http://yfrog.com/gz9t4zrj) 3 minutes ago
- iplayallgames** Cindy Ritzman: Mackey at the start! #lditarod [yfrog.com/h0pnxxj](http://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 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, including a tweet from sinequanon about Renaissance and Baroque engraving techniques, a video from dbarradas, and a tweet from iplayallgames about dogs. The right column shows search results for the terms 'Renaissance and Baroque', featuring tweets from dose2day and gd2know about Girolamo Frescobaldi. A black callout box with white text is overlaid on the right side of the image, stating: 'Minimize page transitions with Page Slide pattern'. At the bottom left, a status bar indicates 'Canceled opening the page'.

twitter

Search

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/x321p0zwei>  
1 minute ago

**iplayallgames** Cindy Ritzman  
Dogs resting an hour before running the #lditarod [yfrog.com/gz9t4zrj](http://yfrog.com/gz9t4zrj)  
3 minutes ago

**iplayallgames** Cindy Ritzman  
Mackey at the start! #lditarod [yfrog.com/h0pnxxj](http://yfrog.com/h0pnxxj)  
3 minutes ago

**rashmi** Rashmi Sinha  
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<https://twitter.com/settings/connections>  
5 minutes ago ☆ Favorite ↻ Retweet ↩ Reply

**billwscott** Bill Scott  
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6 minutes ago

Great evolution of 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-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**

Minimize page transitions with Page Slide pattern

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 'billwscott' is logged in. The main content area 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 about Renaissance and Baroque engraving techniques. The second callout points to a tweet about a video of a floating object. A third callout points to a tweet about a revoked app. The bottom of the interface 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].  
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Tweets from @sinequanon

Minimize page transitions with Page Slide pattern

Find myself annoyed with web pages opening in another window

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, suggesting a more fluid navigation pattern.
- Find myself annoyed with web pages opening in another window**: This callout points to a tweet containing a link, highlighting the frustration of external links opening in new browser windows.
- Find myself wanting to substitute a drag for a swipe**: This callout points to a tweet, suggesting a more intuitive gesture-based interaction for navigating through content.

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>" (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](http://yfrog.com/gz9t4zrj)" (3 minutes ago)
- iplayallgames** (Cindy Ritzman): "Mackey at the start! #lditarod [yfrog.com/h0pnxxj](http://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)

At the bottom of the screen, a status bar indicates "Canceled opening the page".

# Previous Twitter Web... 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

# Previous Twitter Web... 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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16 minutes ago via web



**shauntrennery** Amazon.com drops support for IE6 <http://j.mp/9cPSAF>

25 minutes ago via TweetDeck

Where possible replace annoying hover popups with dedicated detail panes





**#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 a link to 'See qualifications and limitations.' Below this, a text label '(Box 1 on your 1098)' is followed by 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

upc.com

# 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 displayed in large red numbers on a dark background.



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

- Occam

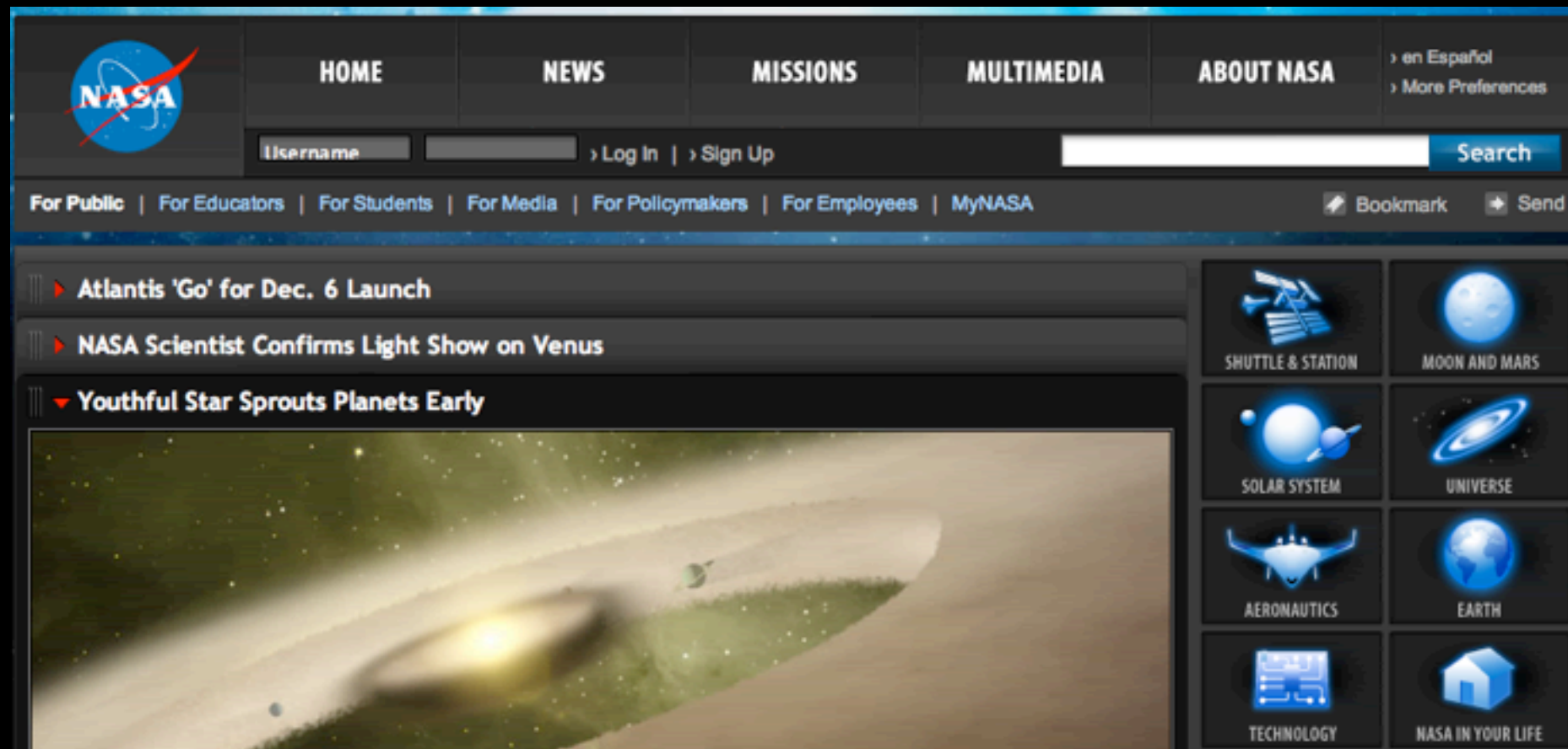
Make all visual distinctions as  
subtle as possible, but still clear  
and effective.

- Tufte "Smallest Effective Difference"

nbc.com

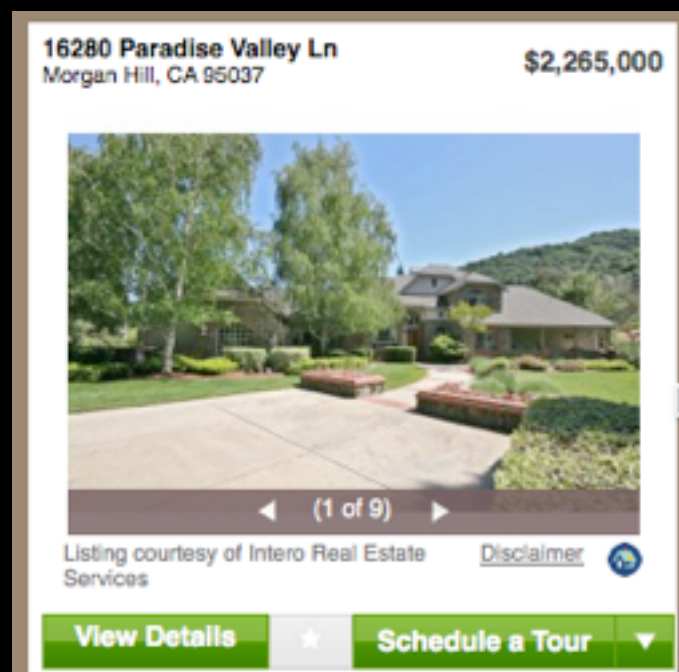
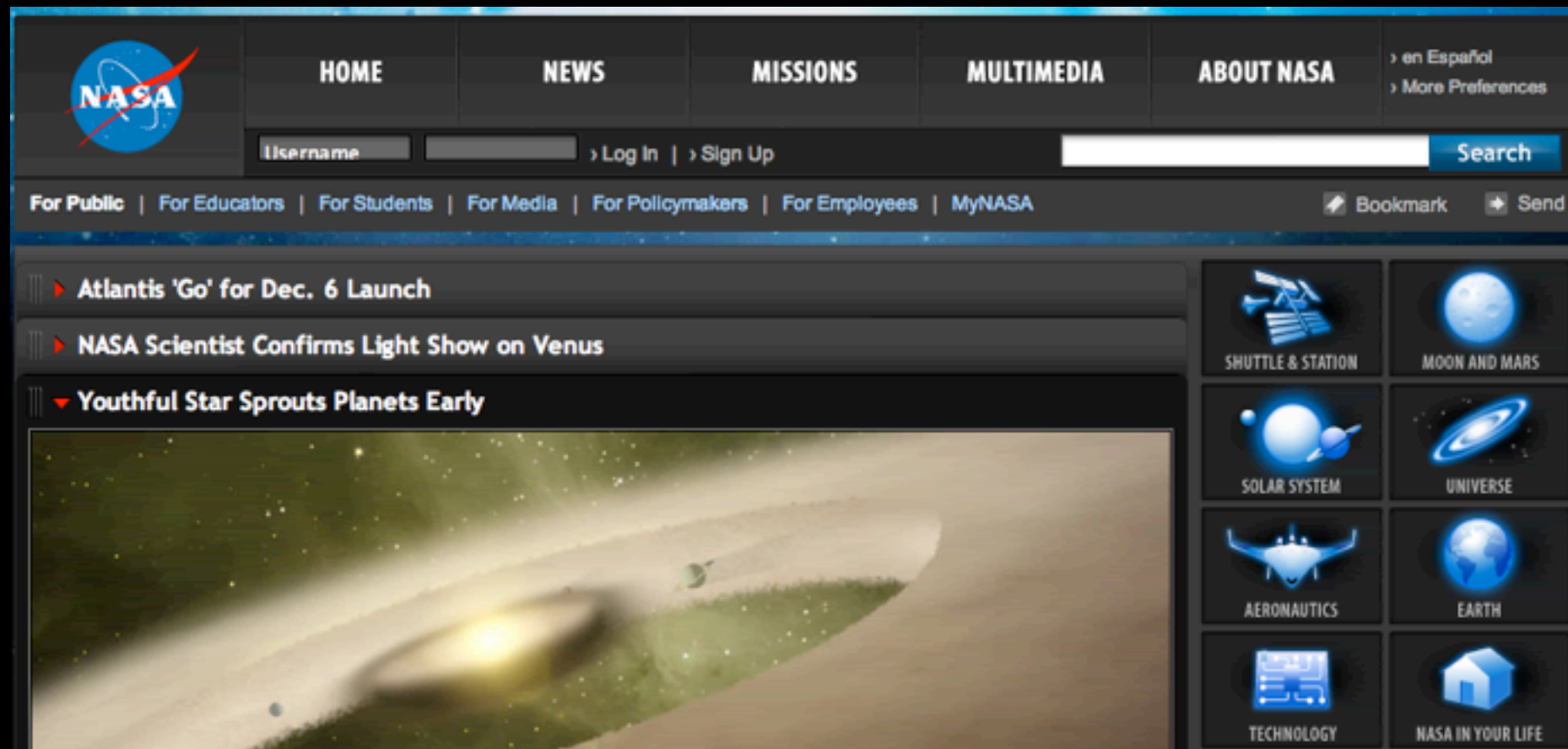
upc.com

# Web Apps Seem Prone to This

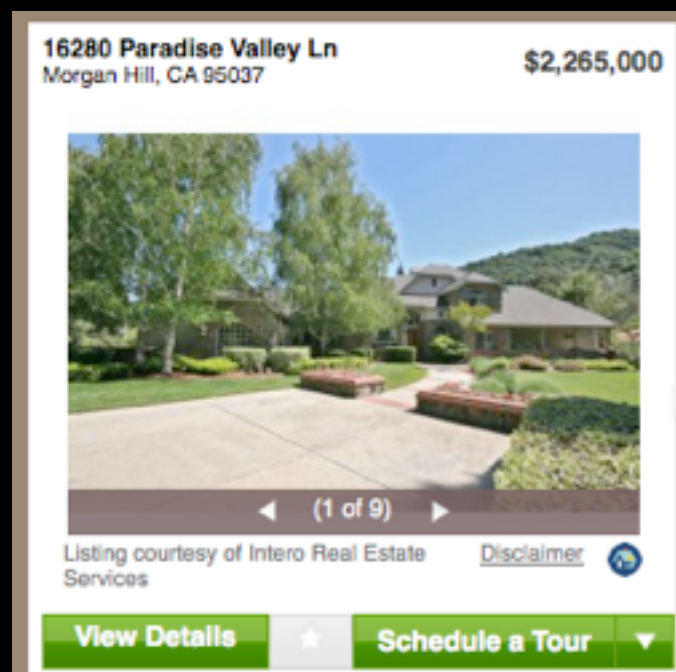
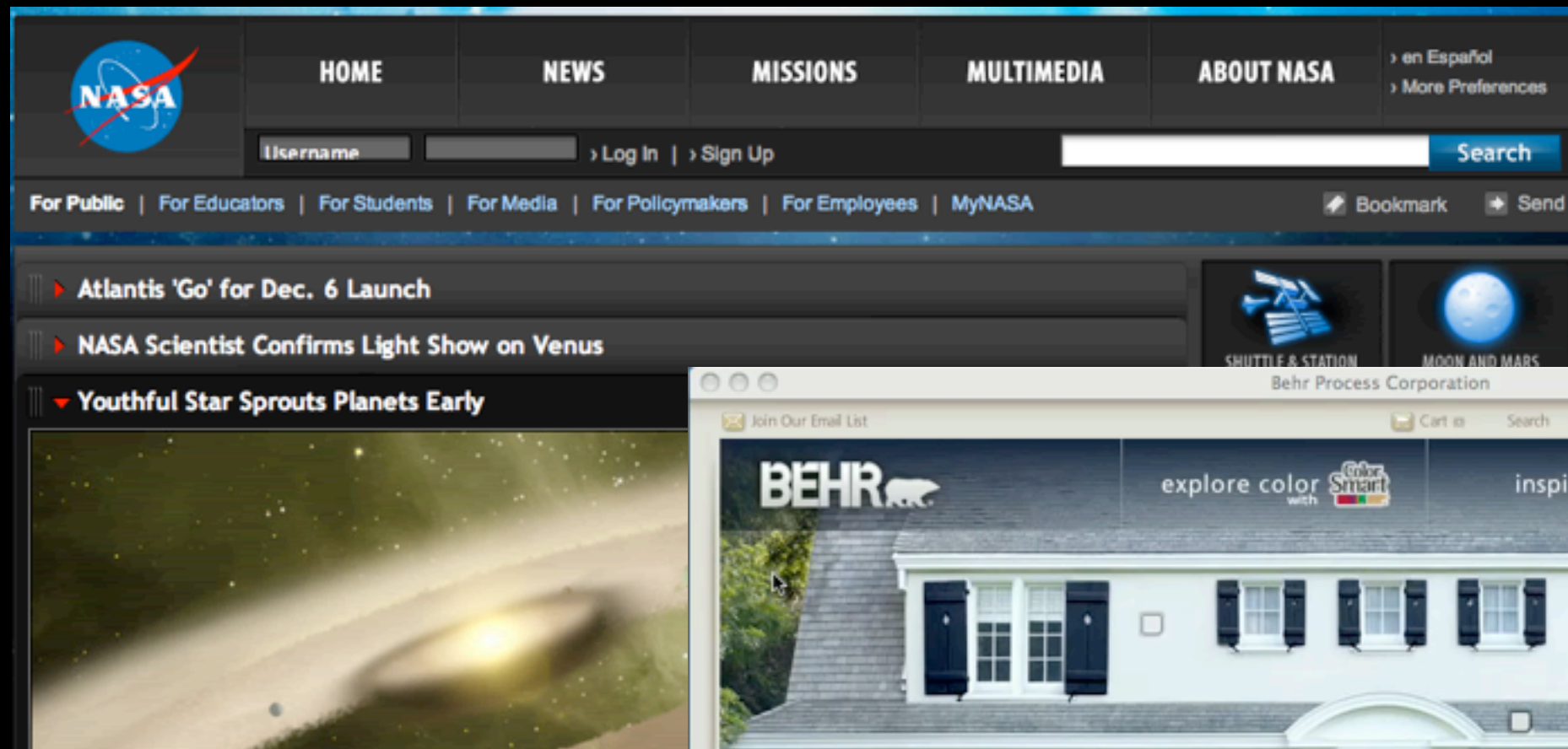




# Web Apps Seem Prone to This



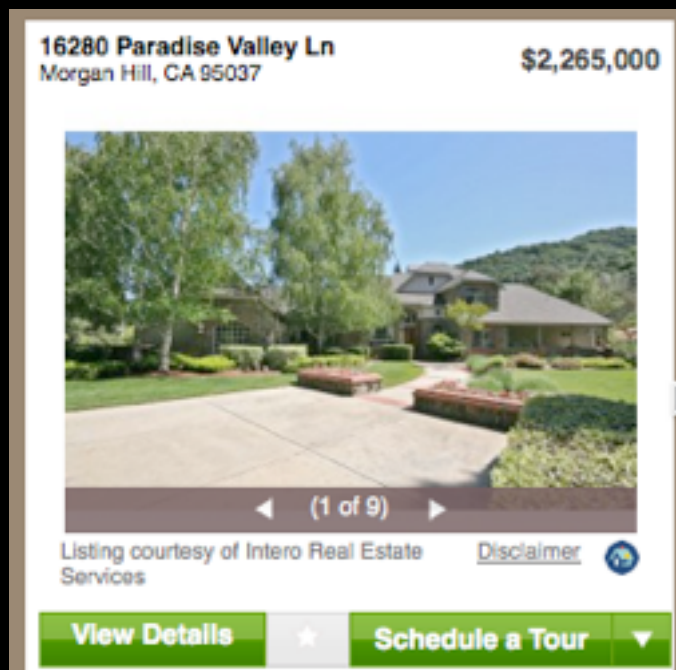
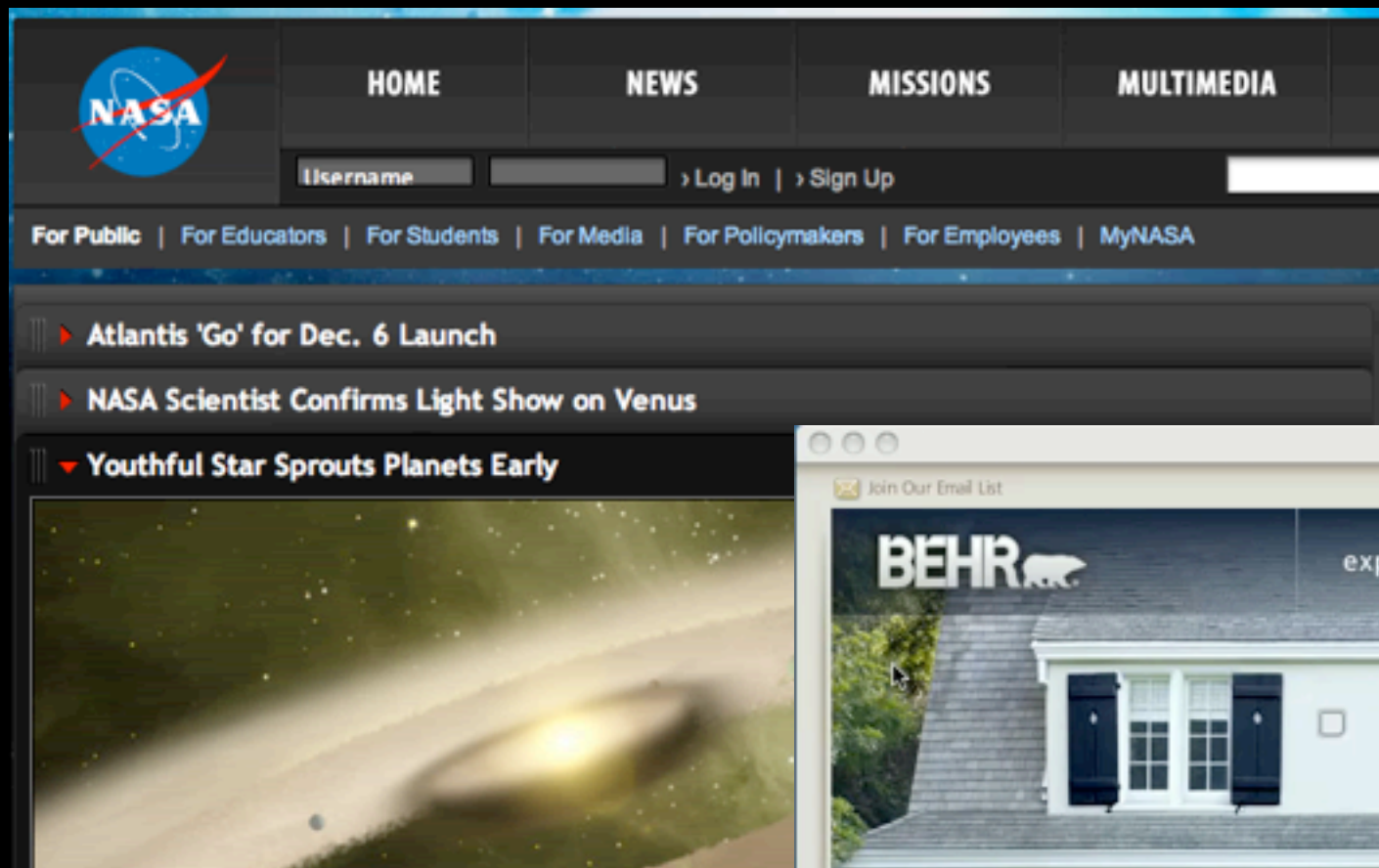
# Web Apps Seem Prone to This





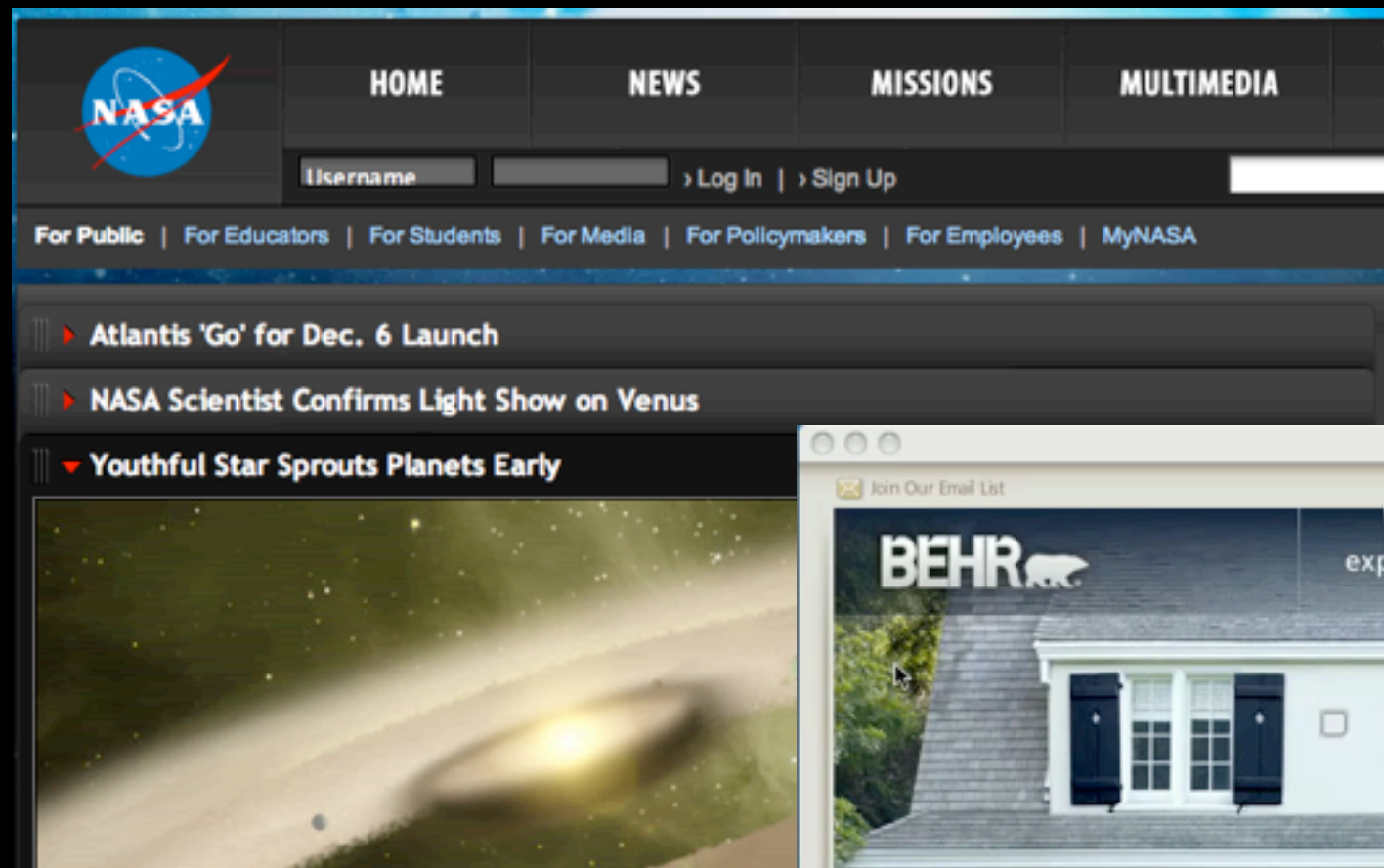
# Web Apps Seem Prone to This

Snarky answer: Blame it on Flash :-)

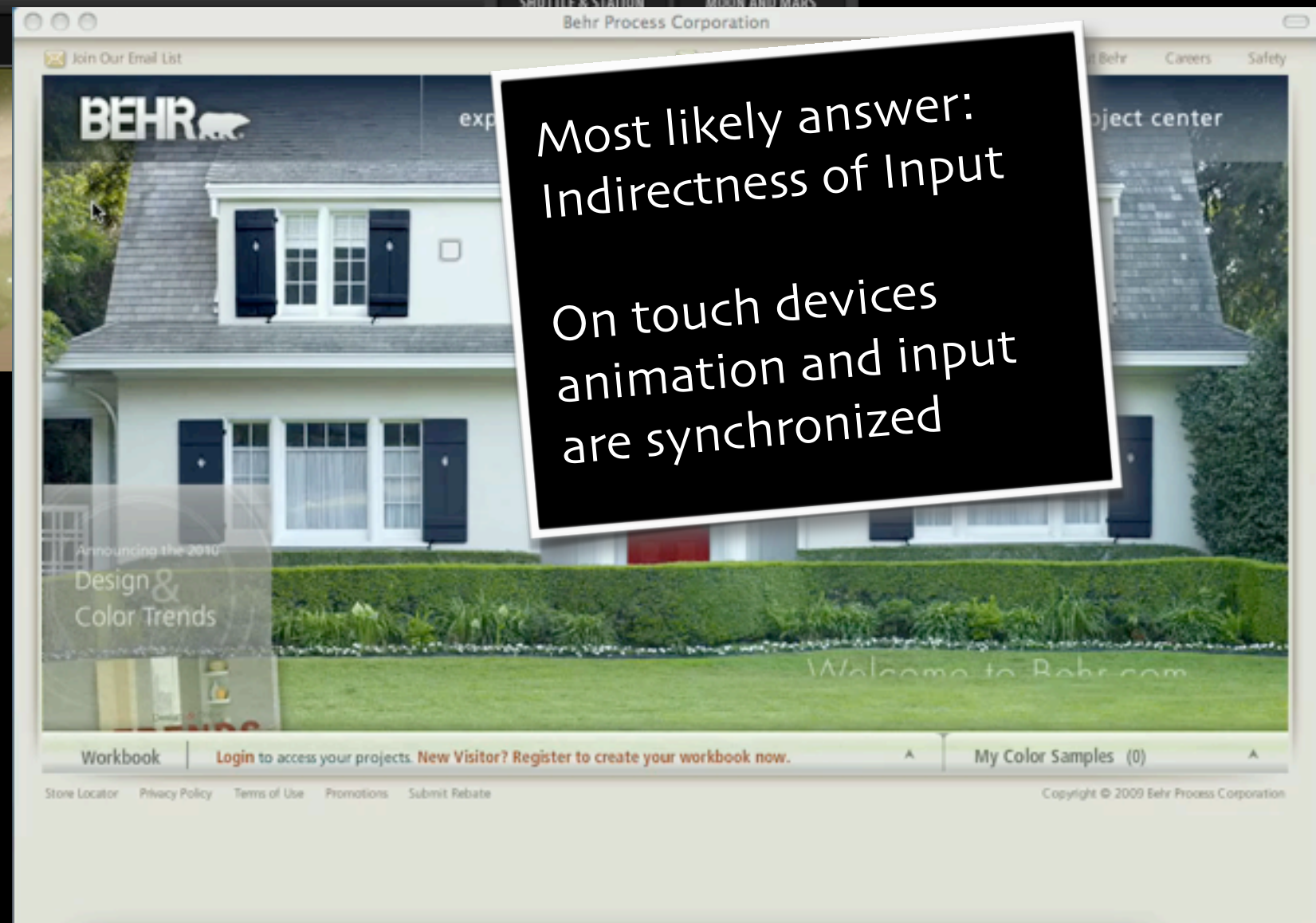
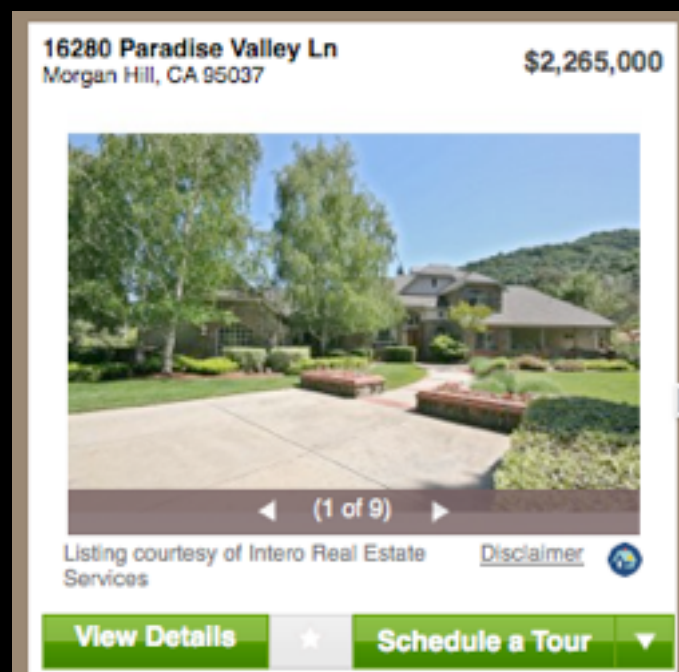




# Web Apps Seem Prone to This



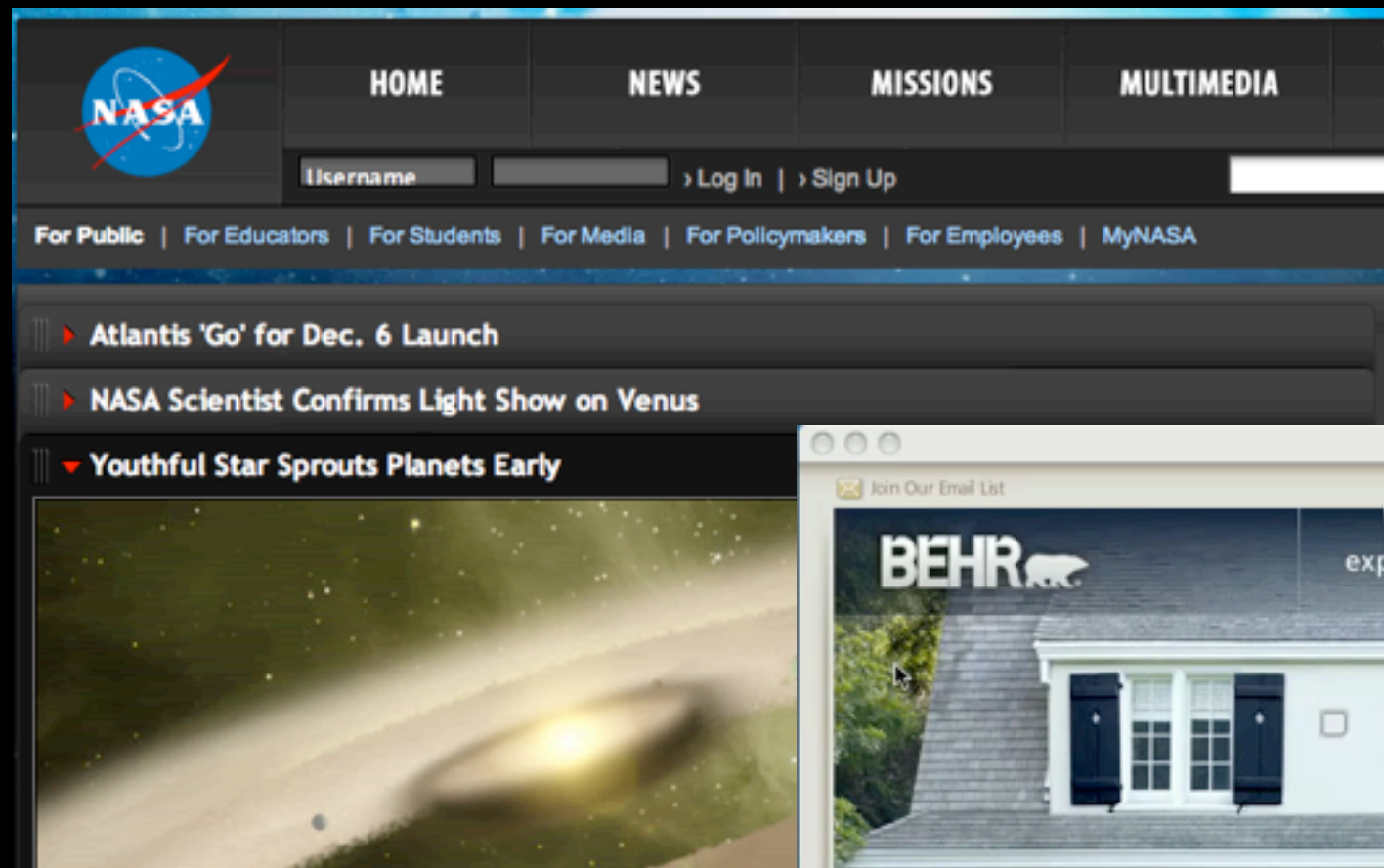
Snarky answer: Blame it on Flash :-)



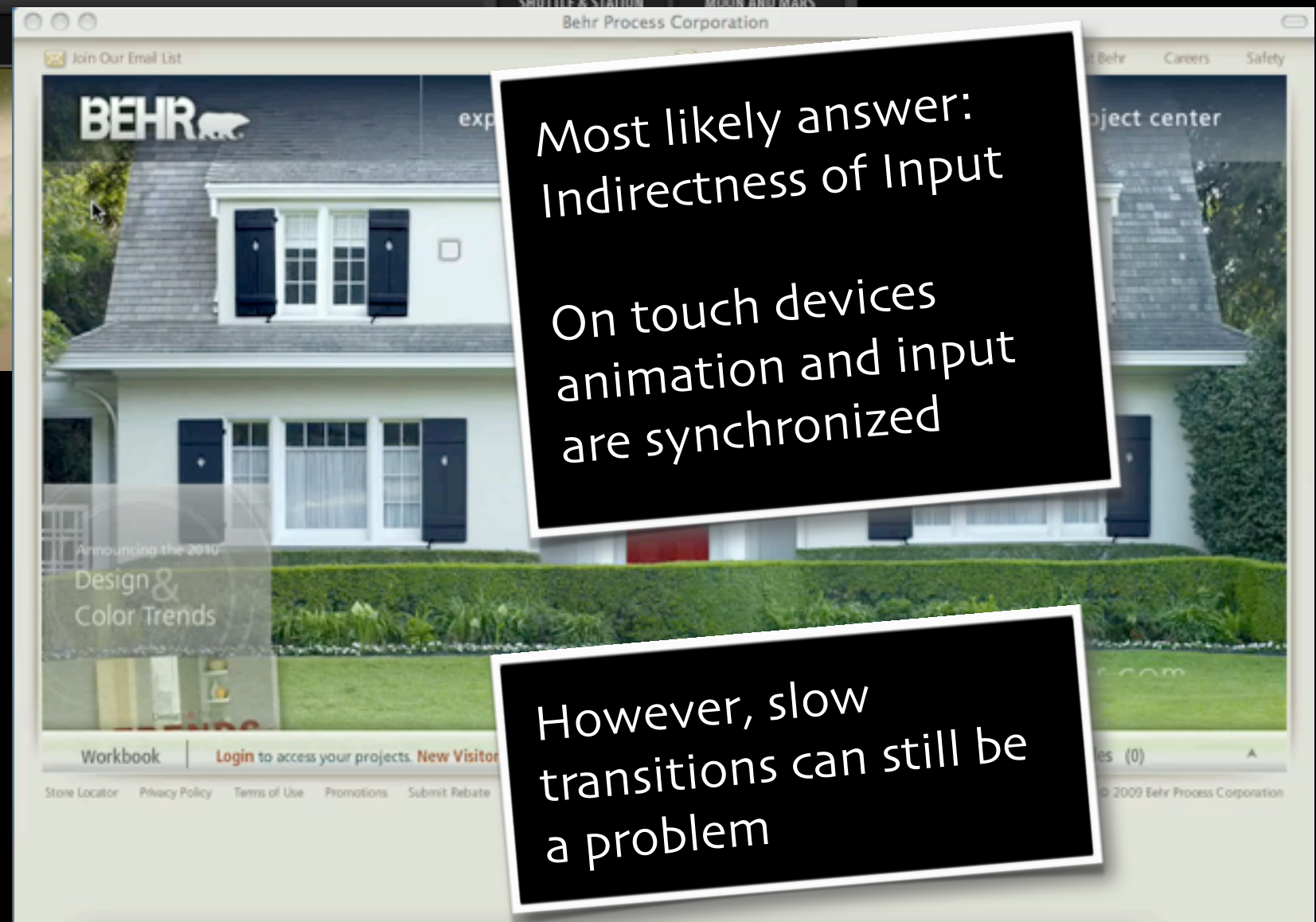
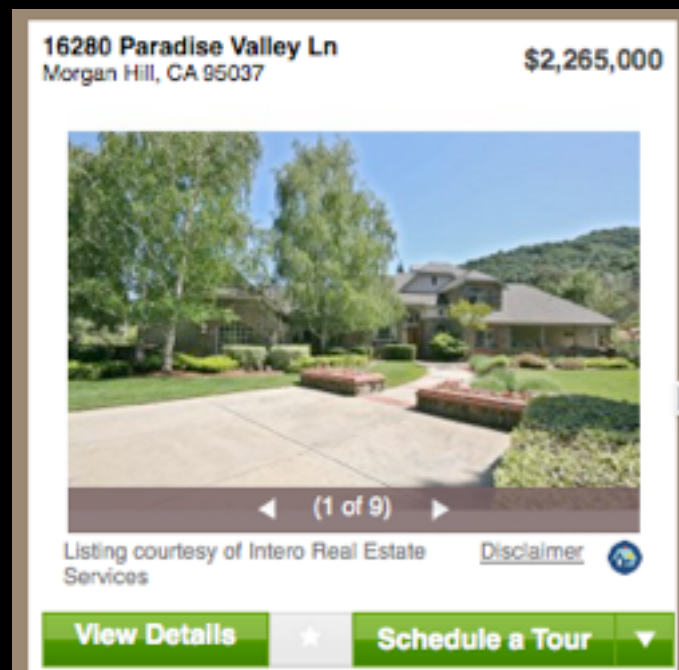
Most likely answer:  
Indirectness of Input  
On touch devices  
animation and input  
are synchronized



# 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 Be Good...

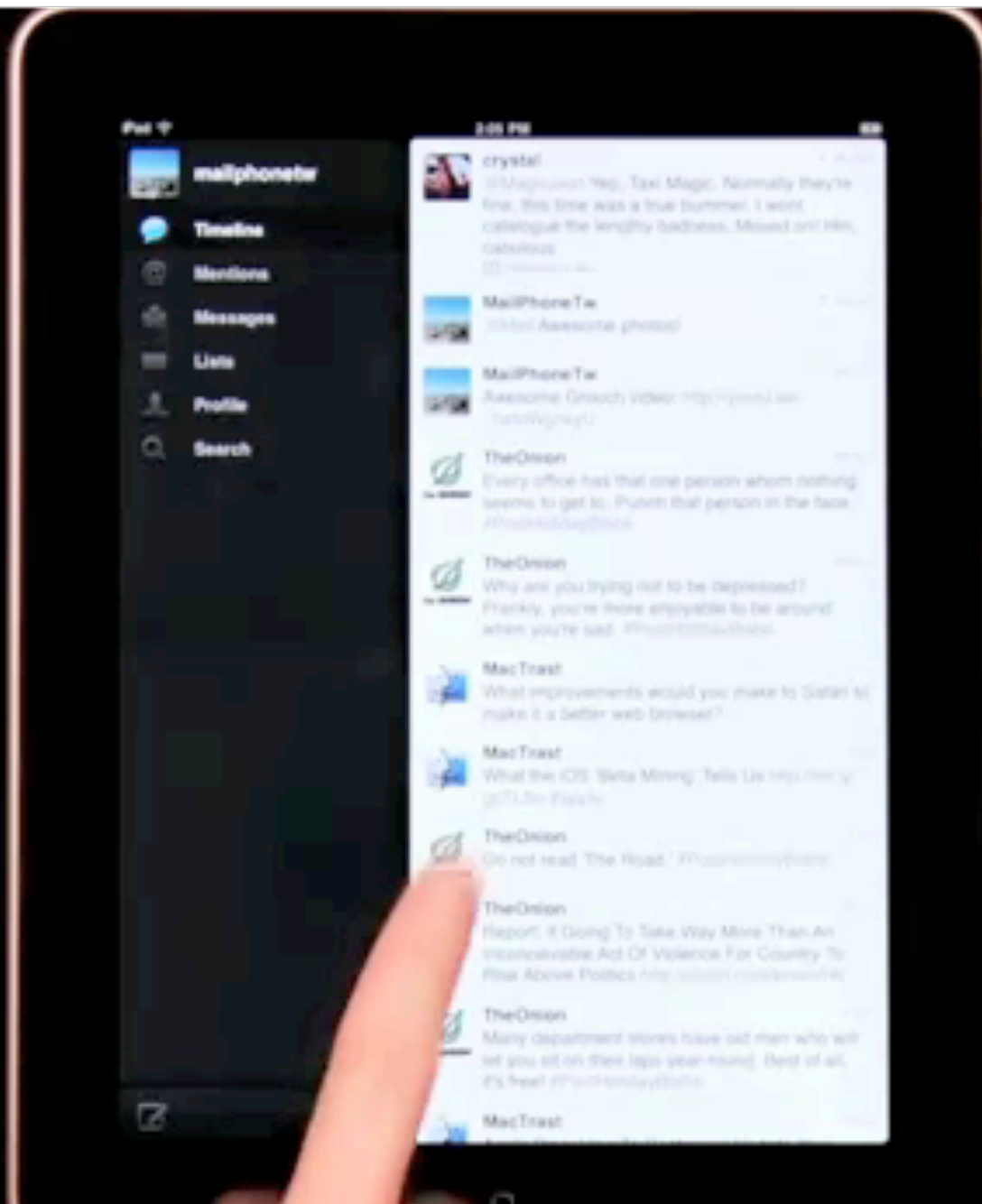


# Animation Can Be Good...

Reveal relationships



# Animation Can Be Good...

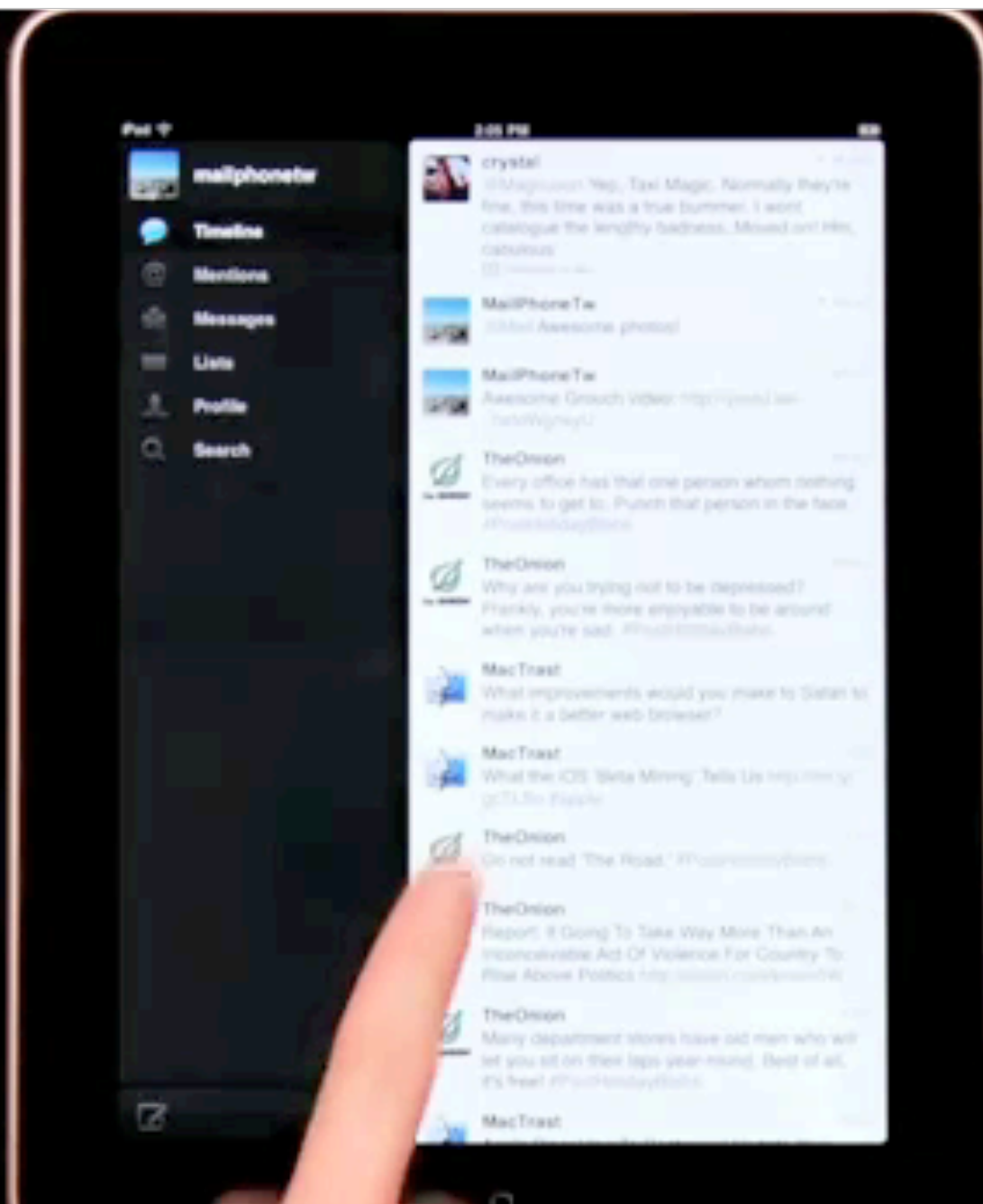


Reveal relationships

Improve  
responsiveness



# Animation Can Be Good...

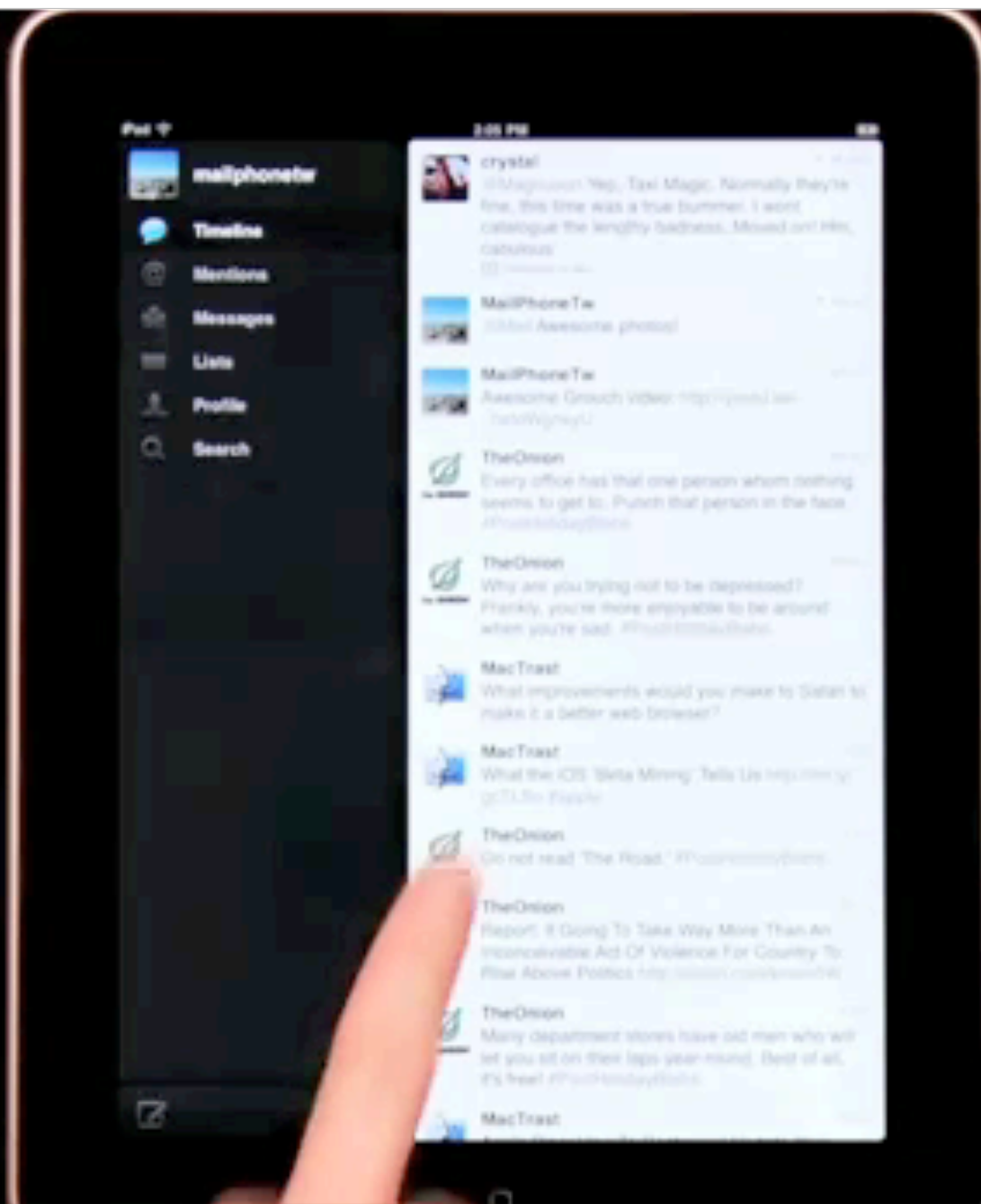


Reveal relationships

Improve  
responsiveness

Show state change

# Animation Can Be Good...



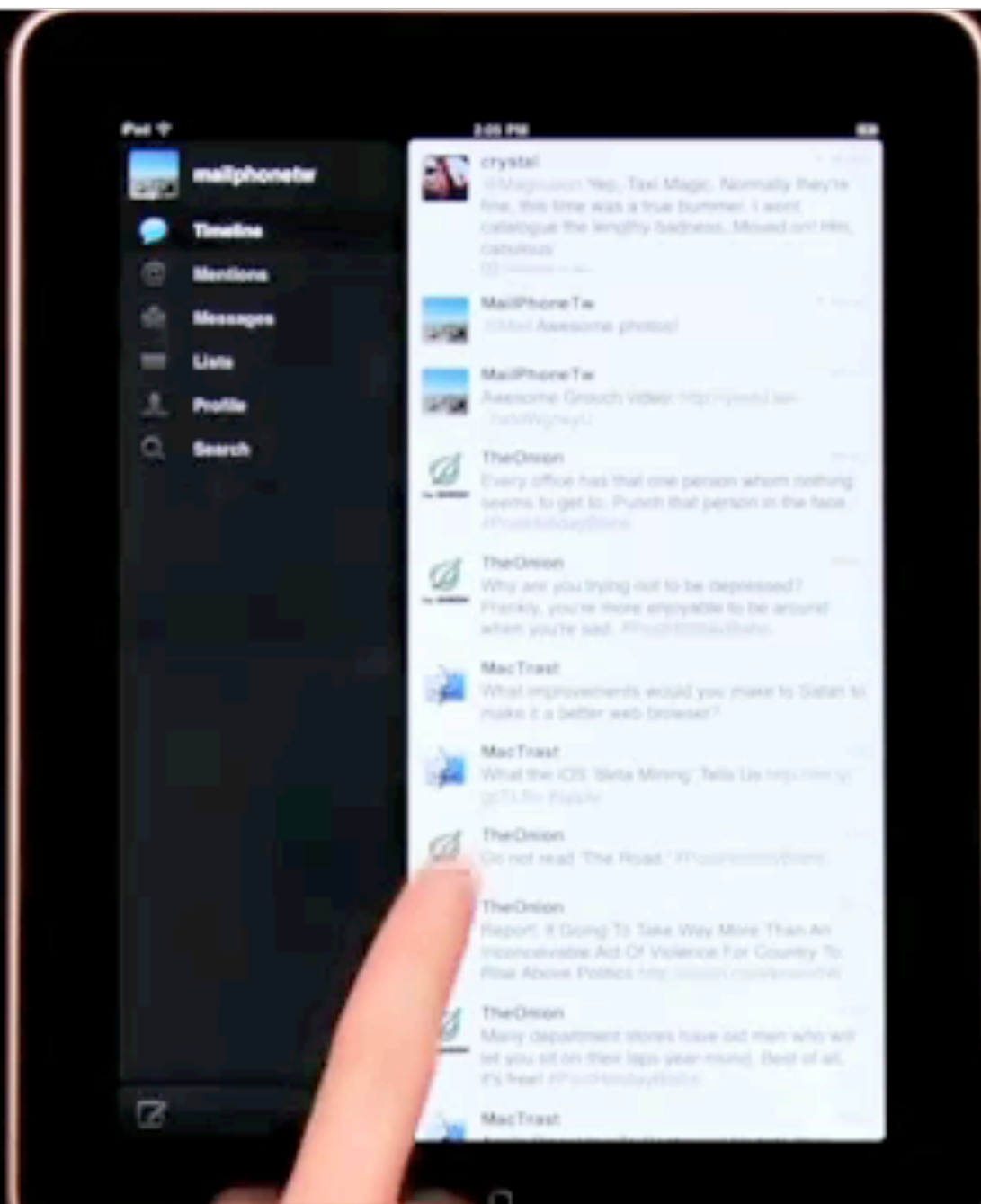
Reveal relationships

Improve  
responsiveness

Show state change

Focus attention

# Animation Can Be Good...



Reveal relationships

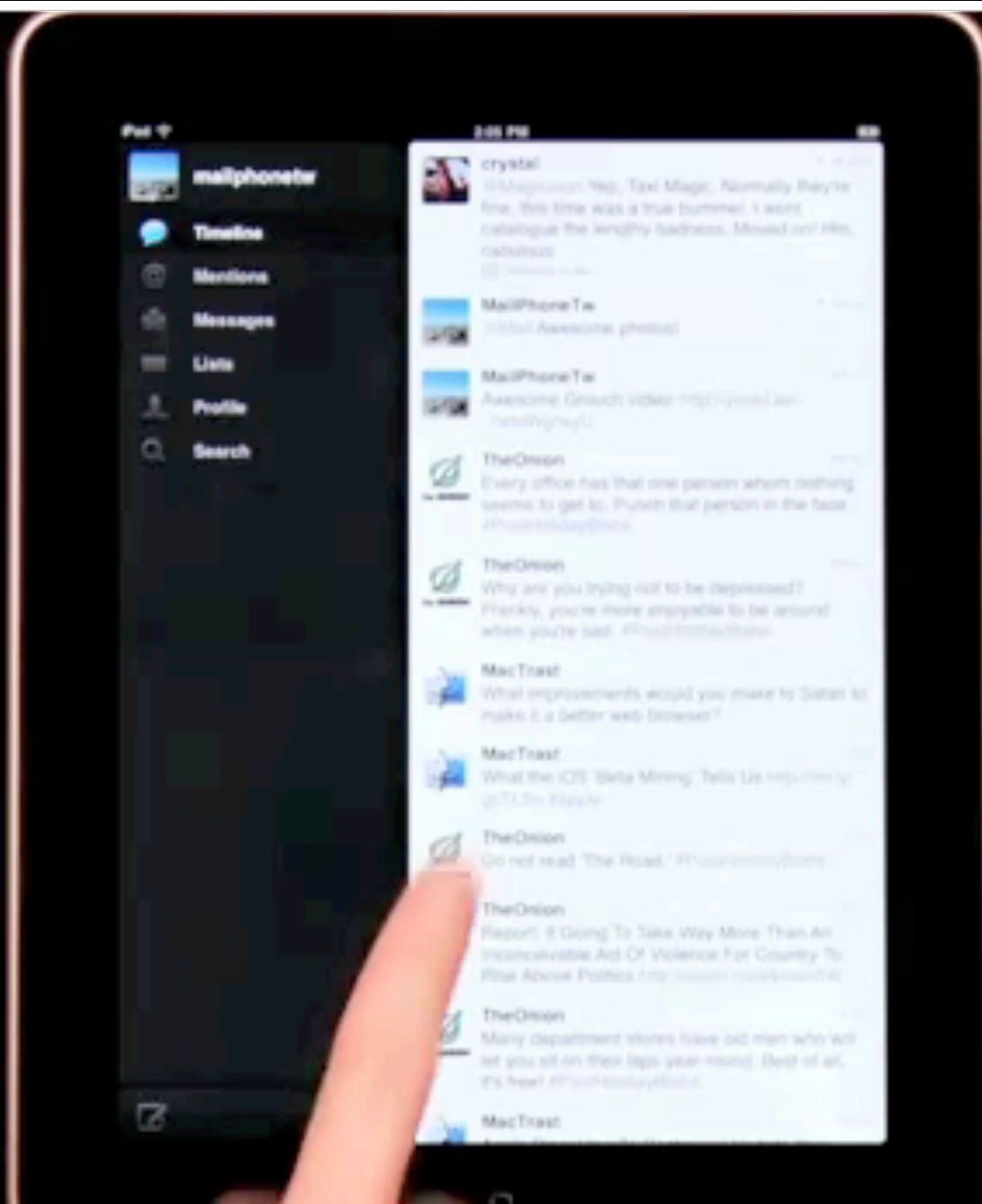
Improve  
responsiveness

Show state change

Focus attention

Create delight

# Animation Can Be Good...



Reveal relationships

Improve  
responsiveness

Show state change

Focus attention

Create delight

Simulate physicality



**Experiences on one platform (TV)...**

# Experiences on one platform (TV)...

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

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

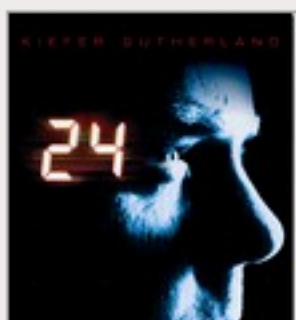
3

## Suspenseful Conspiracy Action &amp; 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

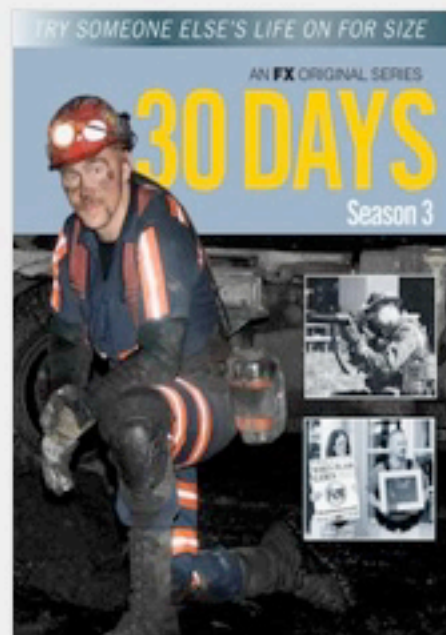
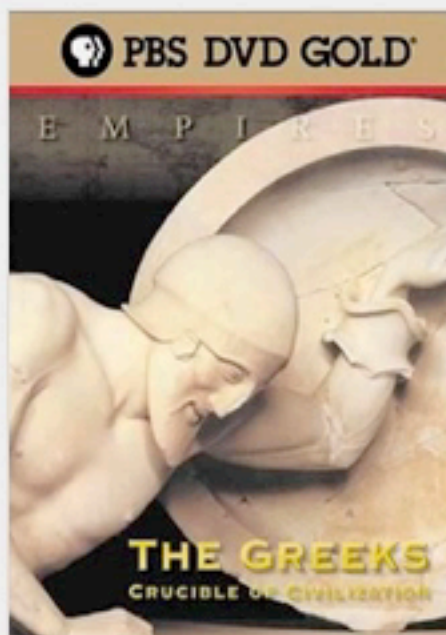
Genres ▼

New Arrivals

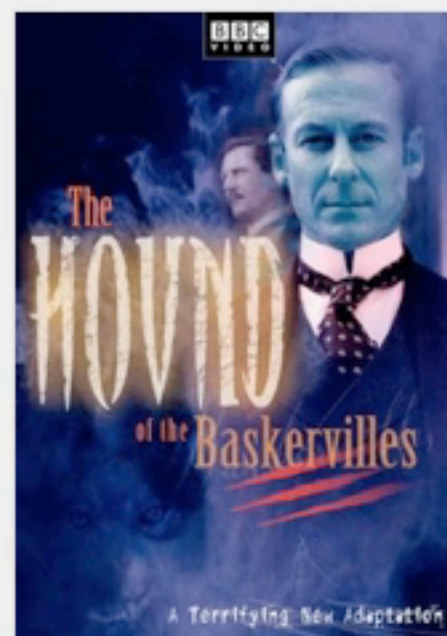
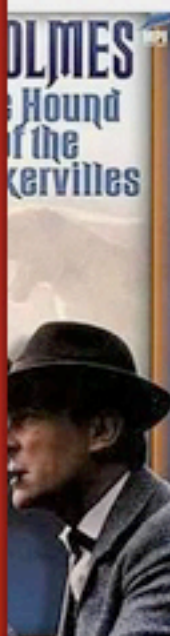
Starz Play

Instantly to your TV

## TOP 10 FOR BILL



## BRITISH CRIME THRILLERS



## CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE



Watch Instantly Browse DVDs Your Queue ★ Suggestions For You

Movies, TV shows, actors, directors, genres 🔍

Genres ▾ New Arrivals Starz Play Instantly to your TV

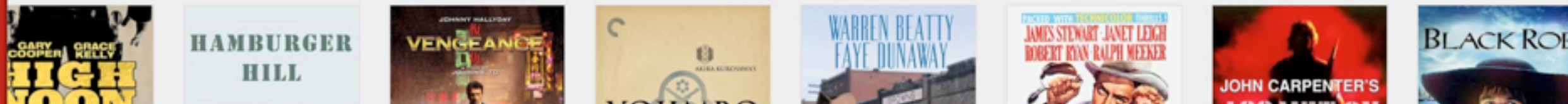
## TOP 10 FOR BILL



## BRITISH CRIME THRILLERS



## CRITICALLY-ACCLAIMED DARK ACTION &amp; ADVENTURE



# Can Influence Another Platform (Web)





## Presentation

[billwscott.com/share/presentations/2011/wv2011](http://billwscott.com/share/presentations/2011/wv2011)

## Blogs

<http://looksgoodworkswell.com>

<http://designingwebinterfaces.com>

## Follow me on twitter!

@billwscott



## Book

<http://designingwebinterfaces.com>

## Video

<http://oreil.ly/dwivideo>

## Picture Credits (Creative Commons)

<http://www.flickr.com/photos/rsms/>

<http://www.flickr.com/photos/lalegranegra/4722576618/>

[http://www.flickr.com/photos/tim\\_d/29529584/sizes/l/](http://www.flickr.com/photos/tim_d/29529584/sizes/l/)

<http://www.flickr.com/photos/miradesdunaficionat/4519236888/sizes/z/>

<http://www.flickr.com/photos/zetson/>

<http://www.flickr.com/photos/spencereholtaway/1411877351/in/photostream/>

<http://creativecommons.org/ns>