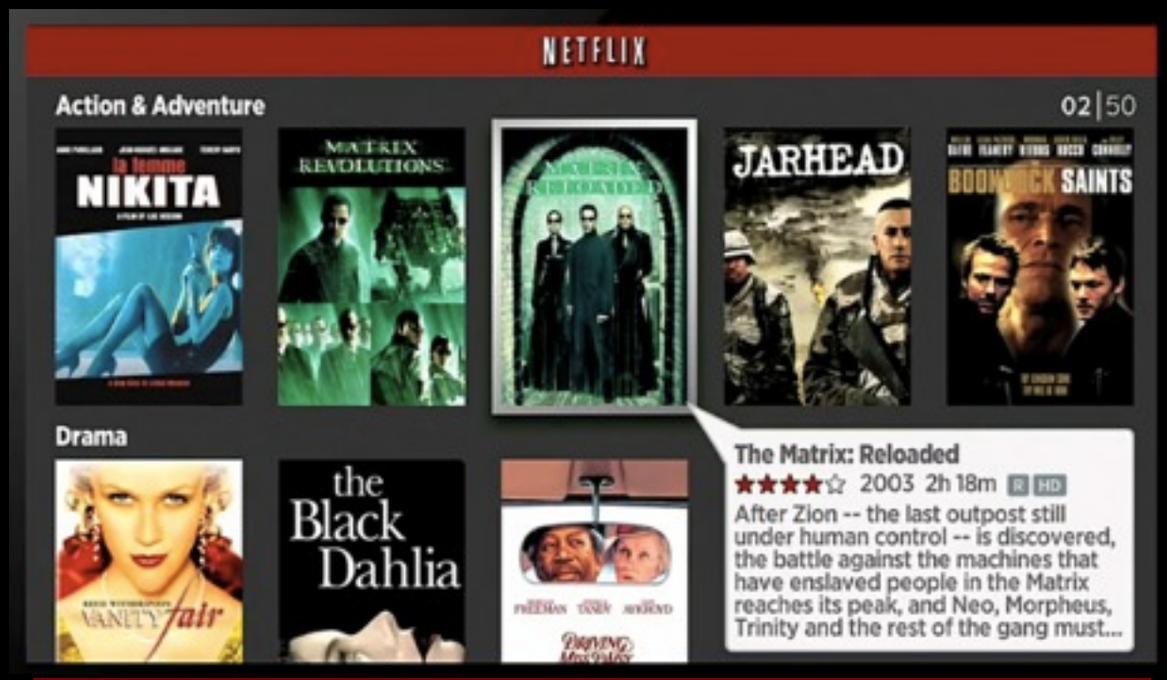
Designing for Mice & Men+

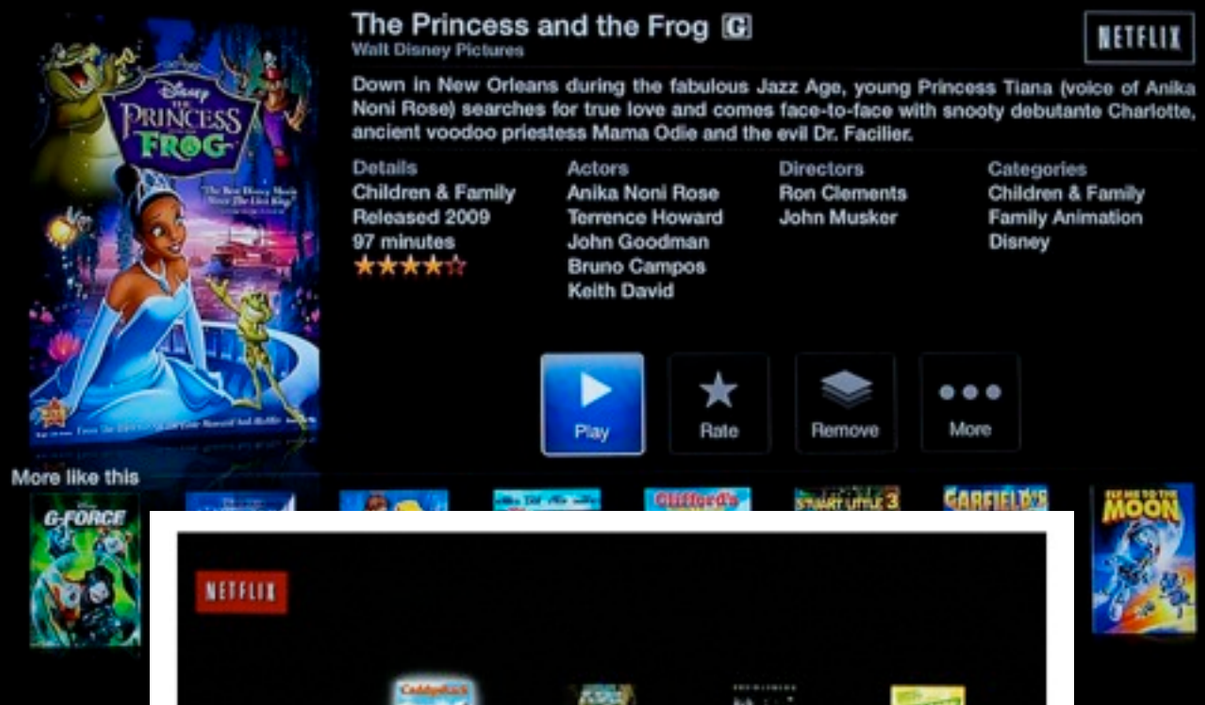
Bill Scott, Netflix

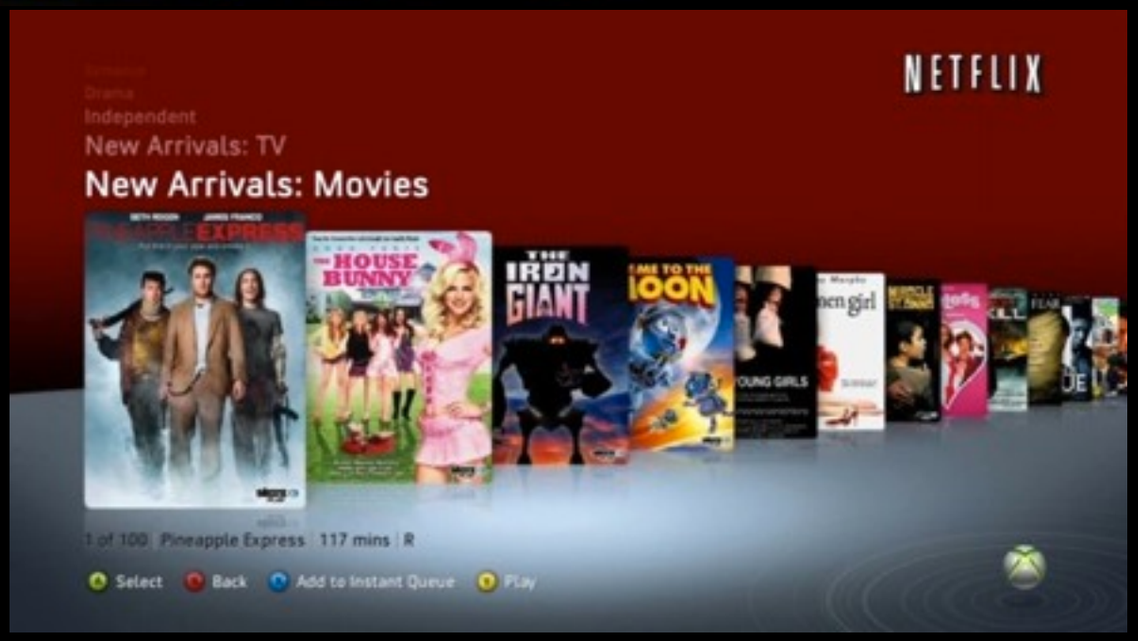
Designing for Mice & Men*

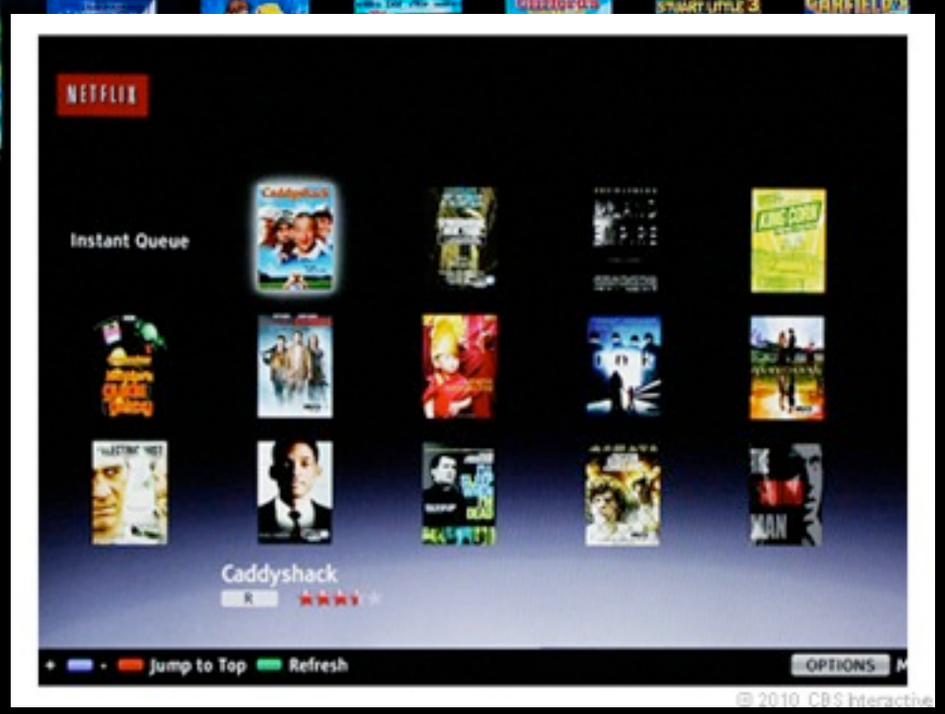
Bill Scott, Netflix

Current Experience Chaos (400 SKUs)

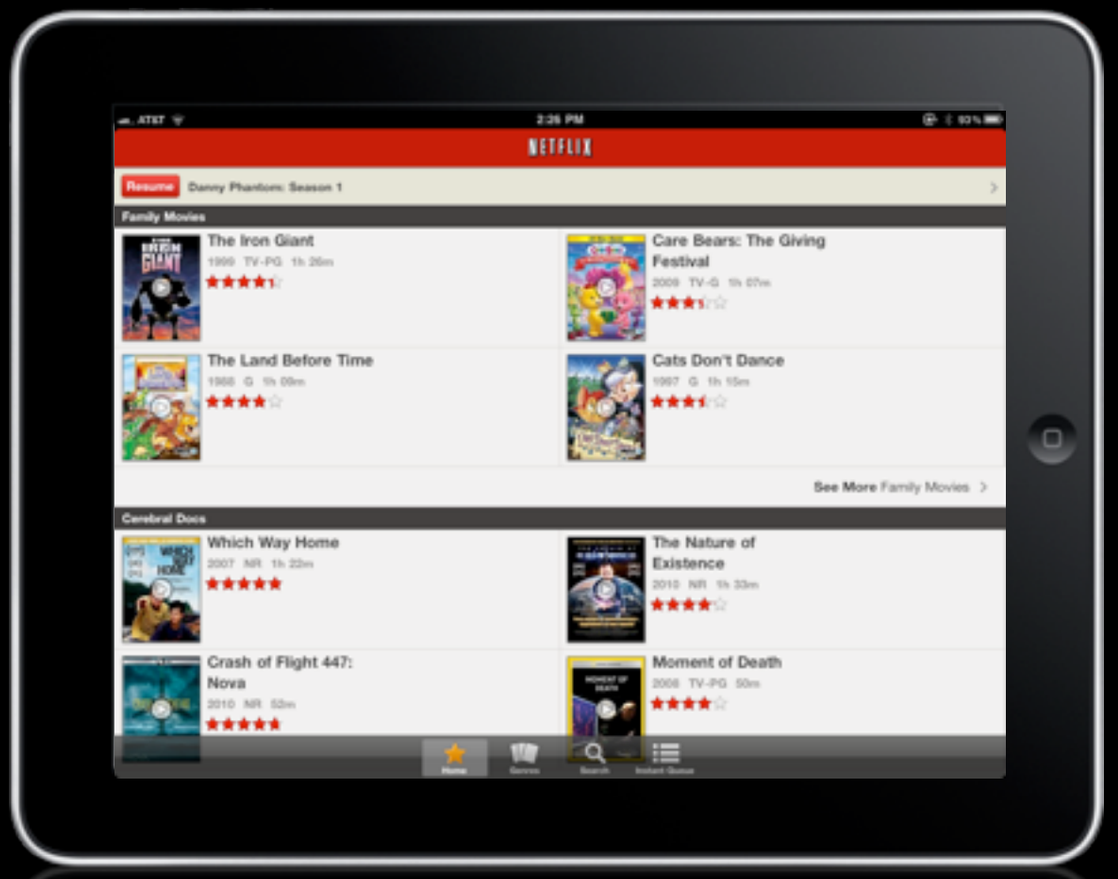


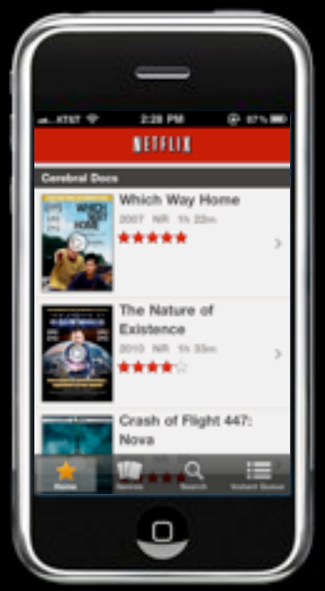






Netflix Owned Experience Across Devices





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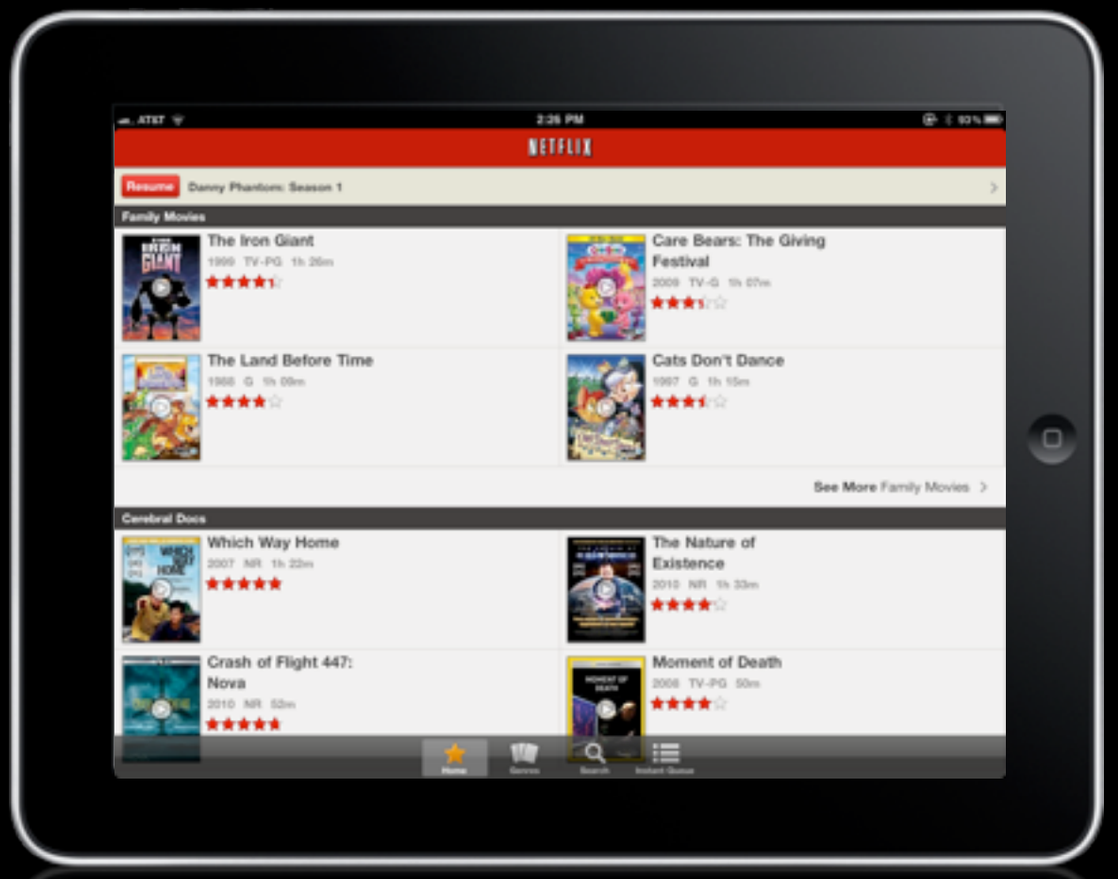
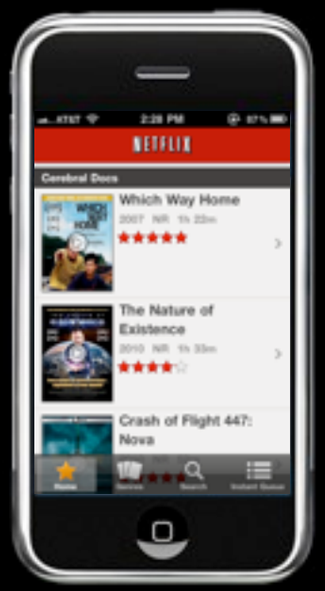
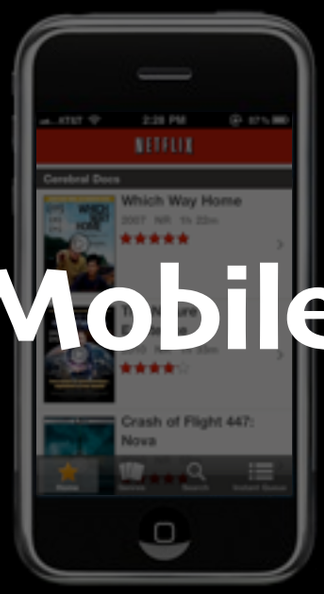




Netflix Owned Experience Across Devices

Web

Tablet



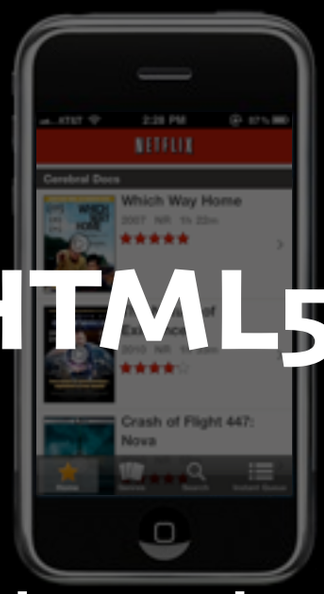
Mobile

TV

Netflix Owned Experience Across Devices

HTML5*

HTML5*



HTML5*

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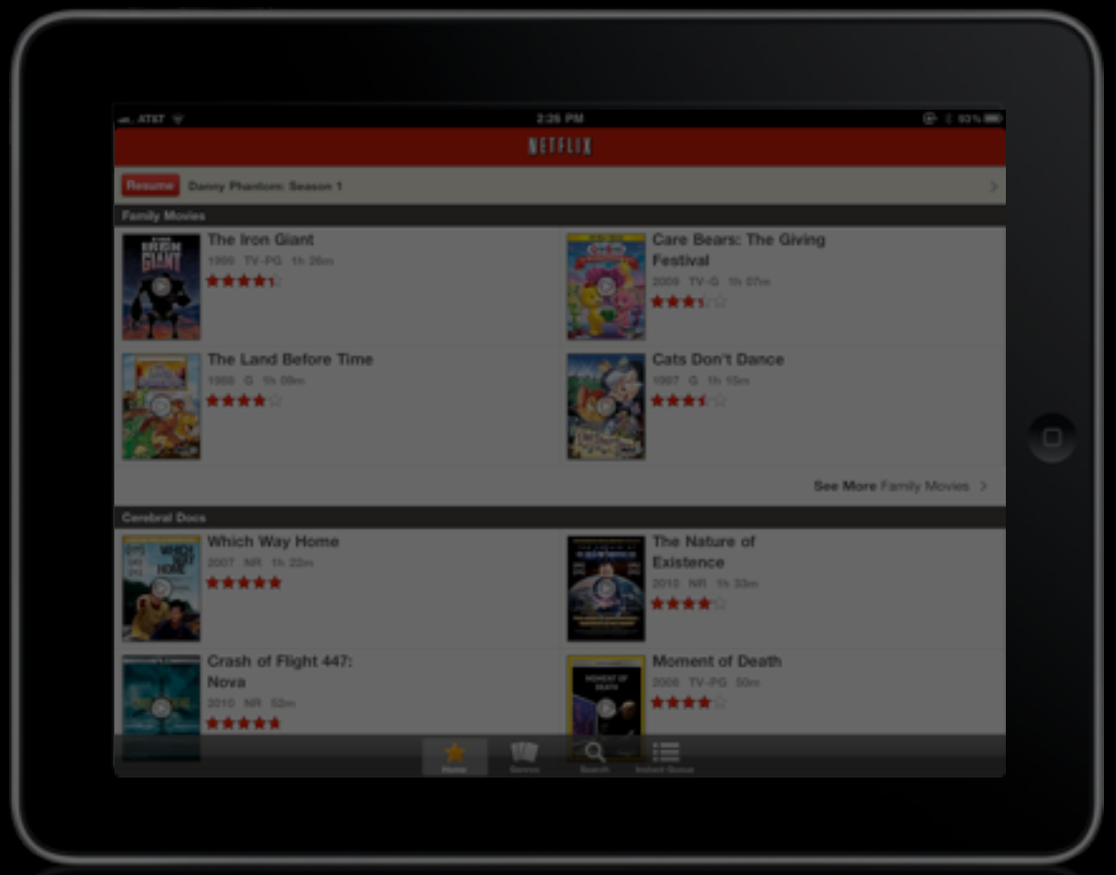
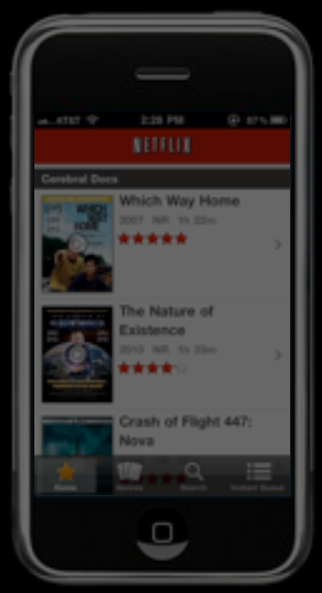
* term used in the popular sense :-)

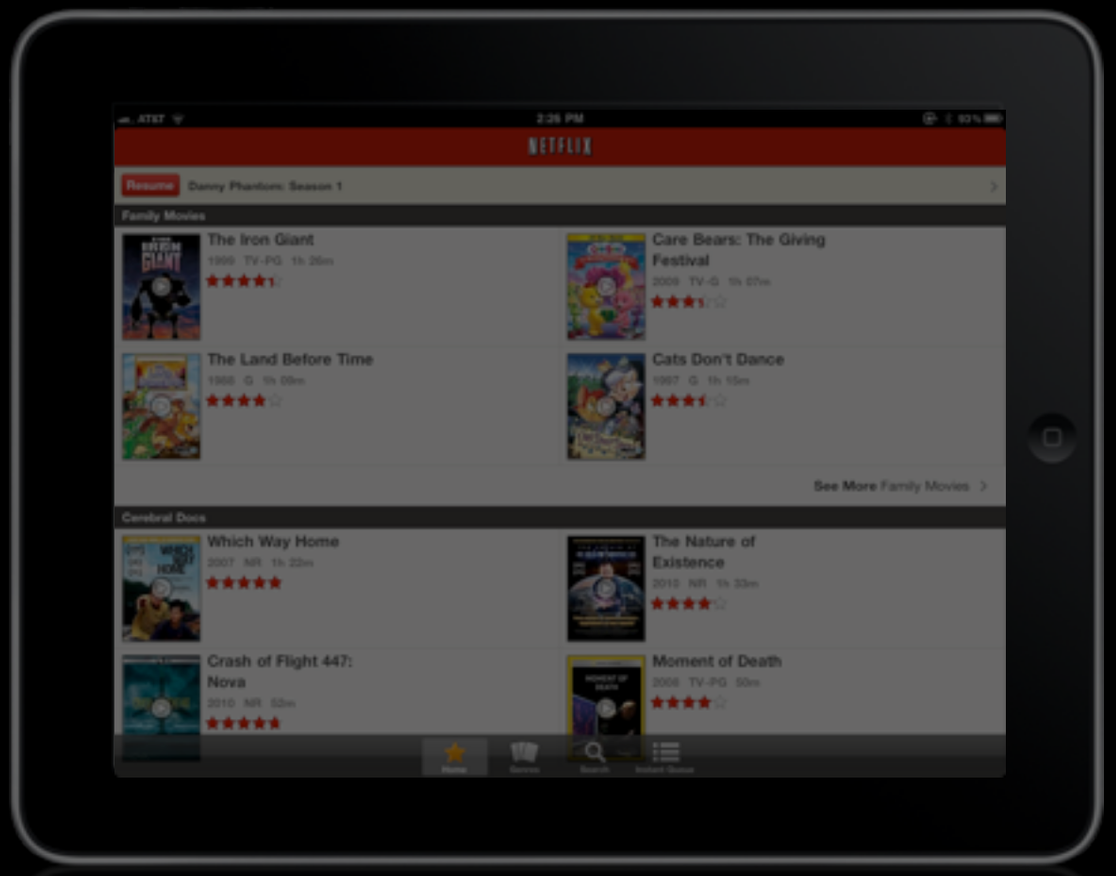
Netflix Owned Experience Across Devices

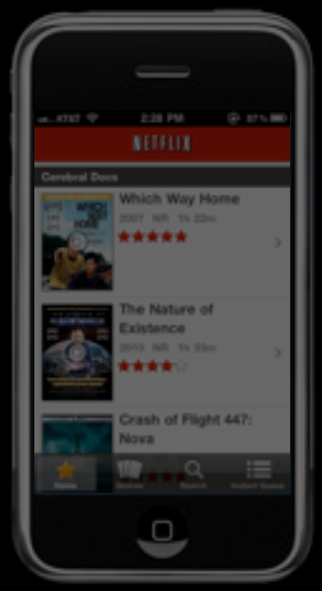




Netflix Owned Experience Across Devices

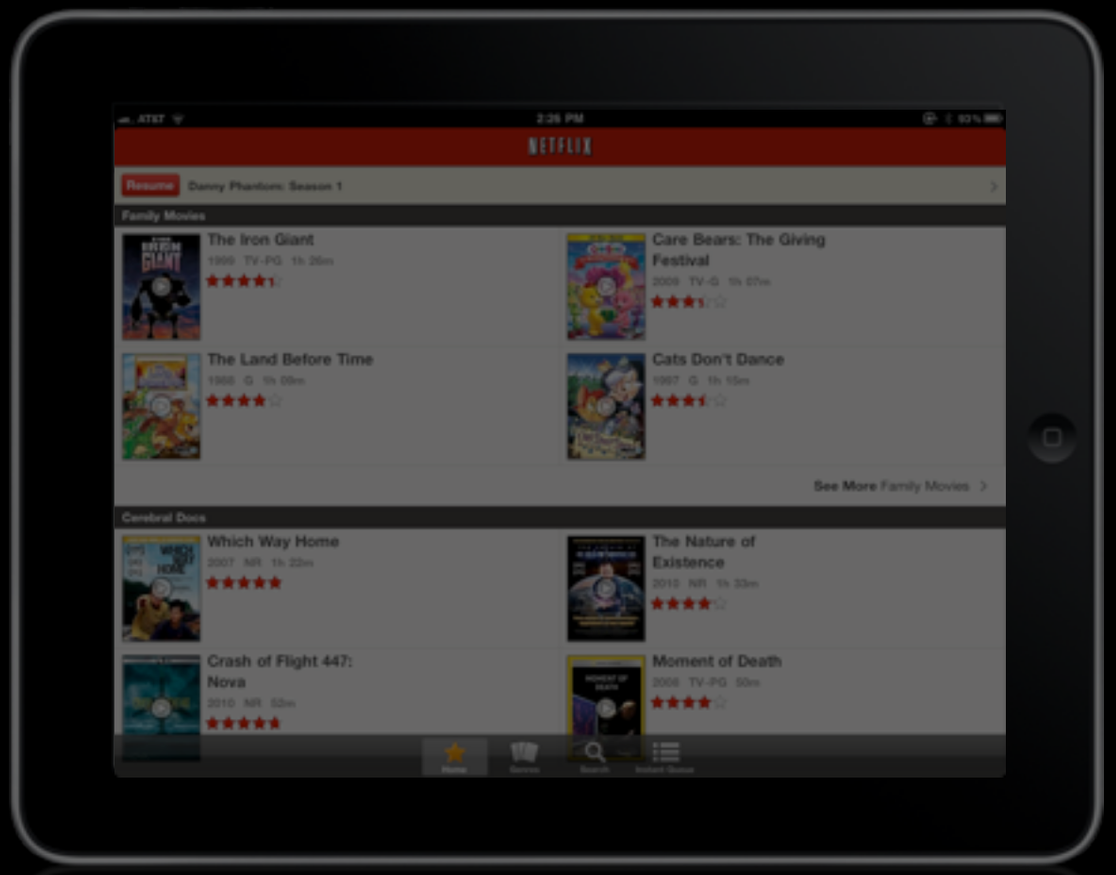
Web Browser





Netflix Owned Experience Across Devices

Web Browser



iOS Webkit

Netflix Owned Experience Across Devices

Web Browser

iOS Webkit

iOS Webkit

Netflix Owned Experience Across Devices

Web Browser

iOS Webkit

iOS Webkit

QT Webkit &
Skia Webkit

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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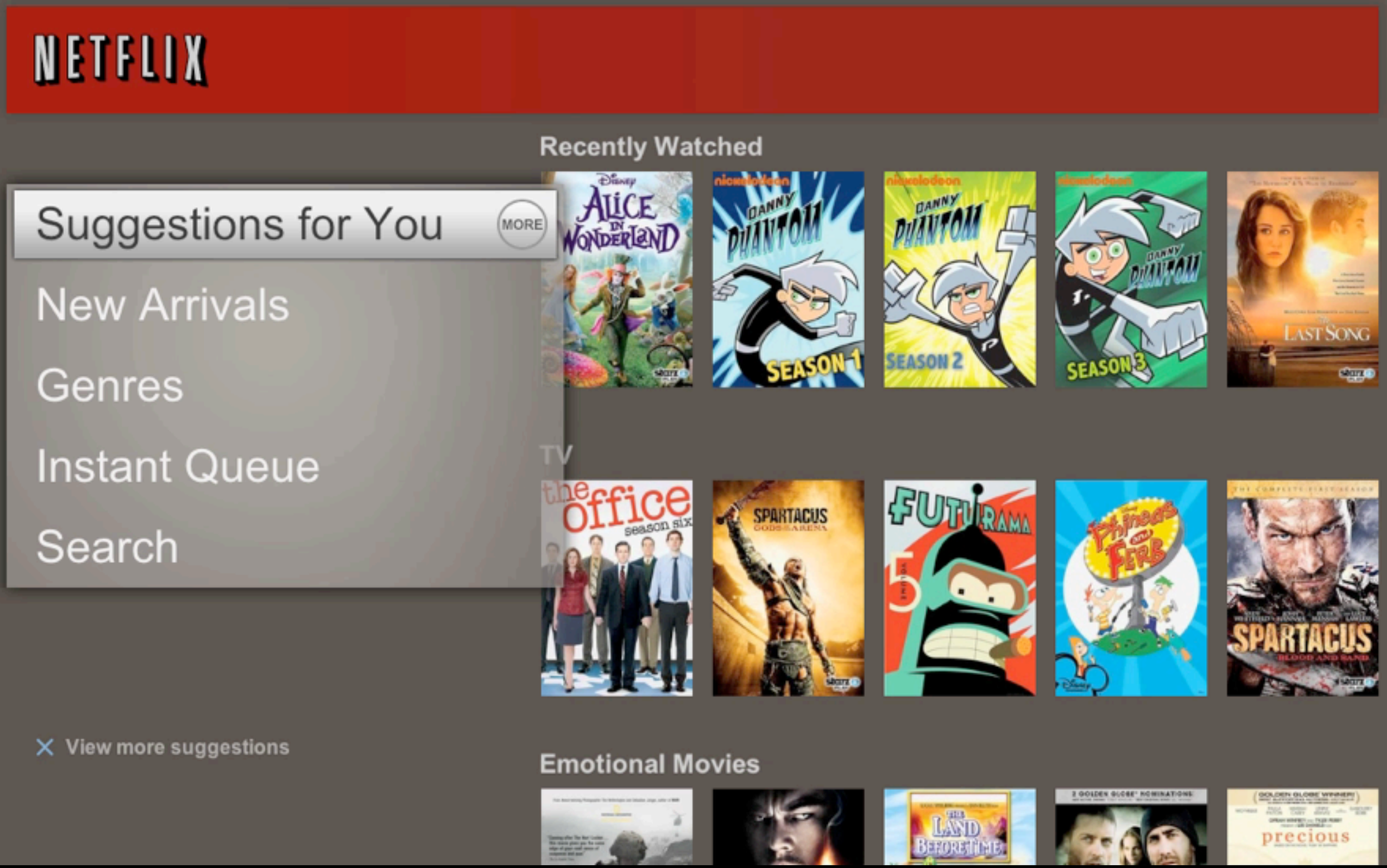
The reality is any other path is chaos

Initial HTML5 Experience: PS3 - "Special"



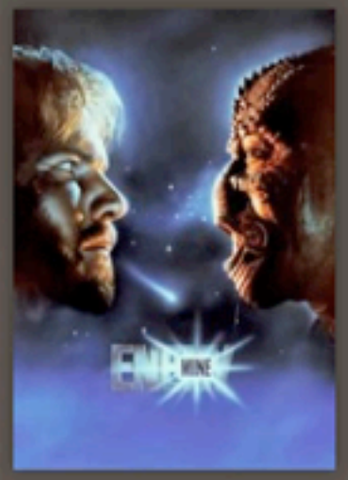
Alternate HTML5 Experience: PS3 - "Plus"

NETFLIX

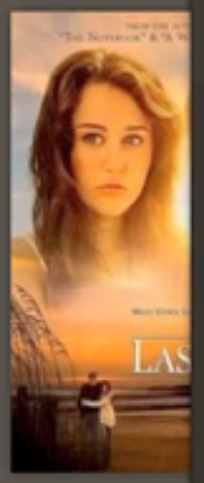
2 / 332

△ Search

Instant Queue



Recently Watched



Emotional Dramas

Bella

2006 PG-13 1h 31m

★★★★½

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

Designing Across Platforms

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

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

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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

TV
10’ UI

Input
Indirect.
Pointer/keyboard

Input
Indirect.
LRUD/OSK

Navigation
Controls & windows

Navigation
Panes

Posture
Stationary
Working

Posture
Lean Back
Relaxing

Display
Hi-Rez
Large,
Near

Display
Hi-Rez
Large
Far-away

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Display
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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

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Navigation
Controls & windows

Posture
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Working

Display
Hi-Rez
Large,
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TV
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Navigation
Panes

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

Tablet

Input
Direct.
Gesture/OSK

Navigation
Panes & 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.

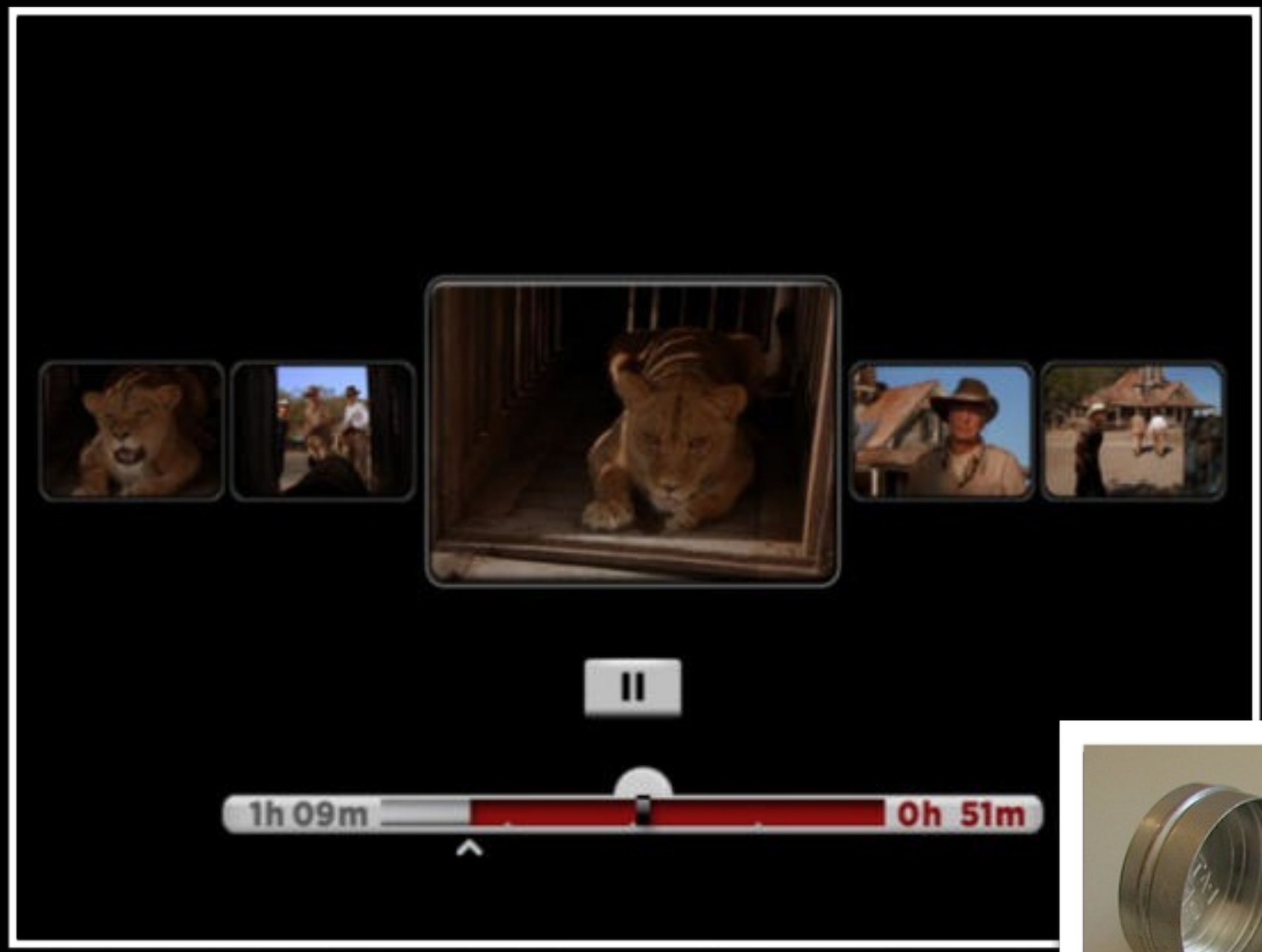
Design for Physicality

> Whenever possible, add a realistic, physical dimension to your application.
>
> - Apple HIG

Use Metaphors to Embody Physicality

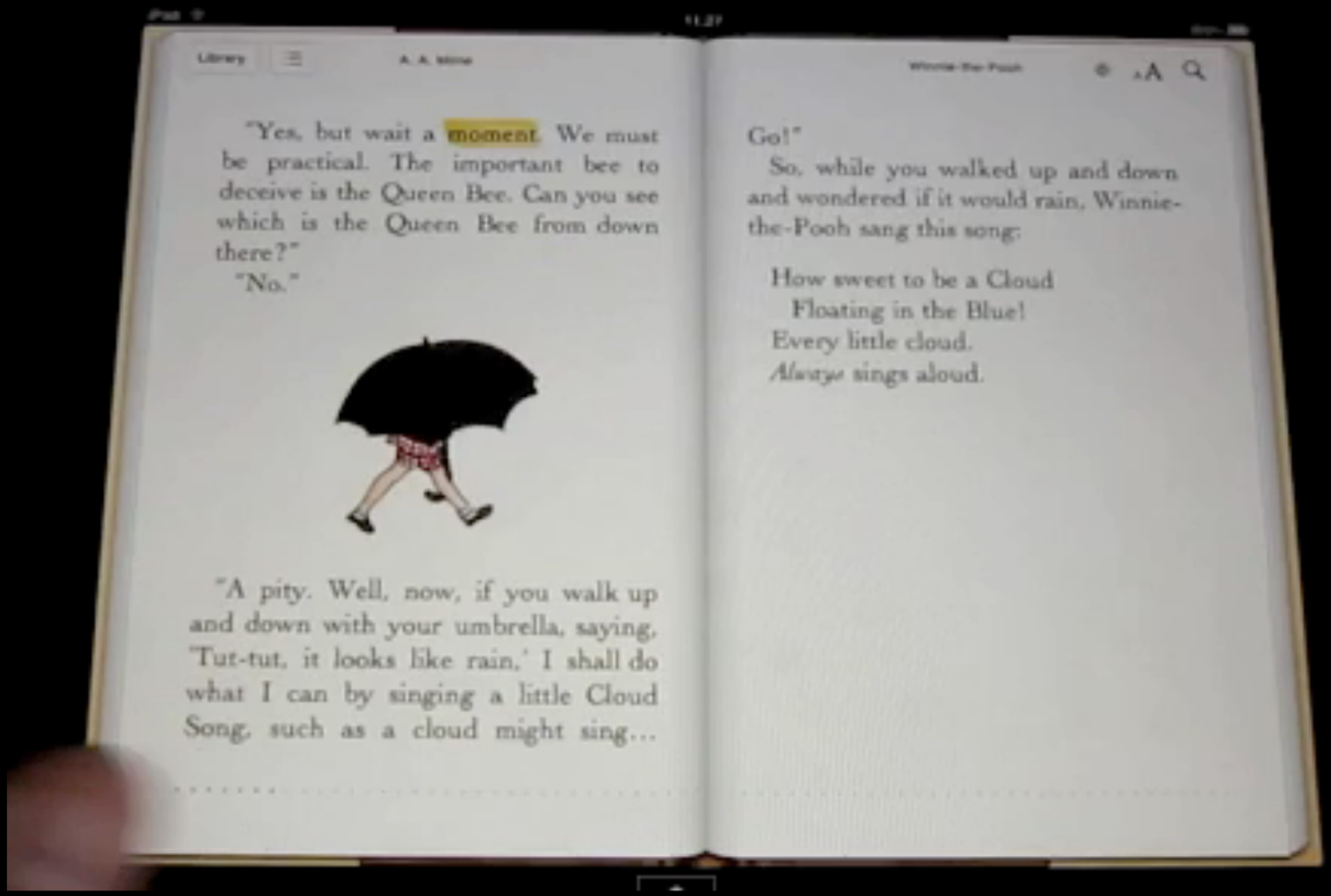
Physicality as Metaphor

Physicality as Metaphor



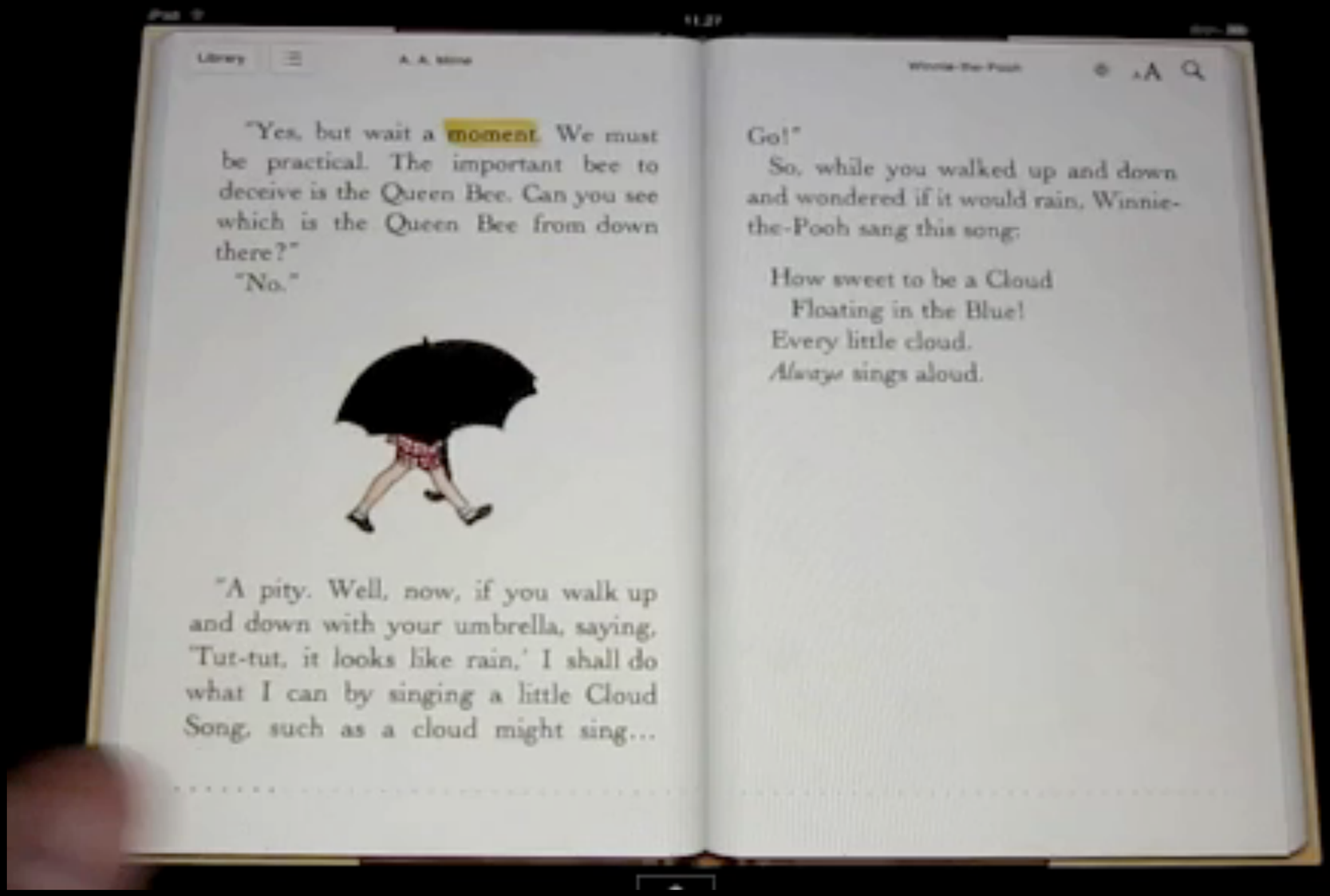
Film Strip

Physicality as Metaphor



Book

Physicality as Metaphor

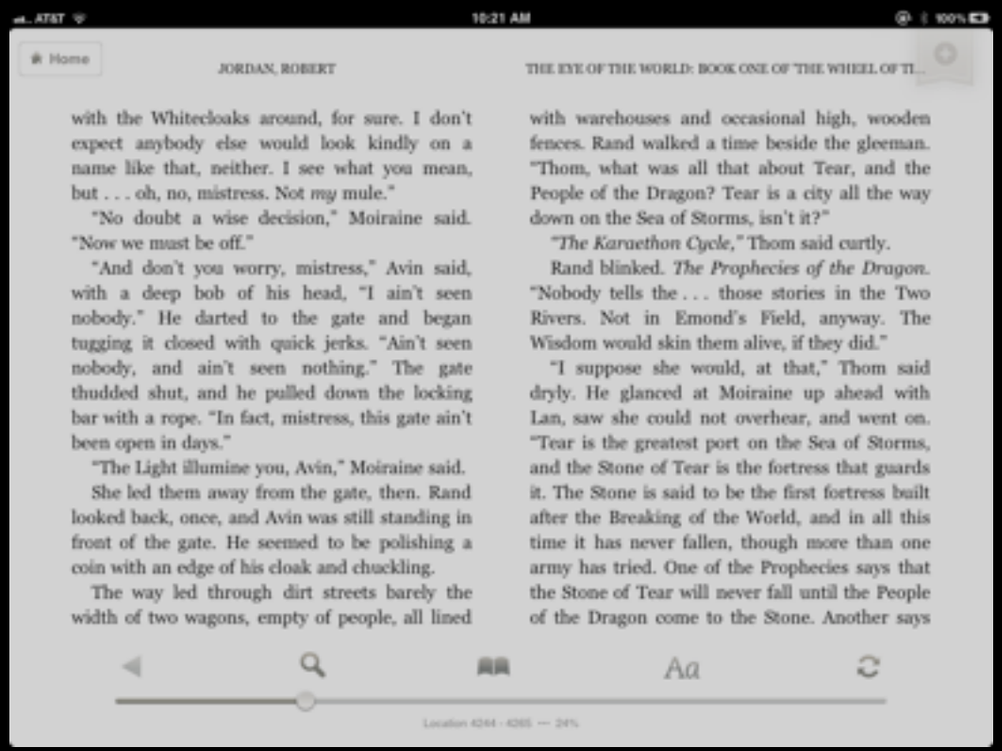


Book

"Books have pages"

"Pages turn"

Anti-Pattern: Broken Metaphor



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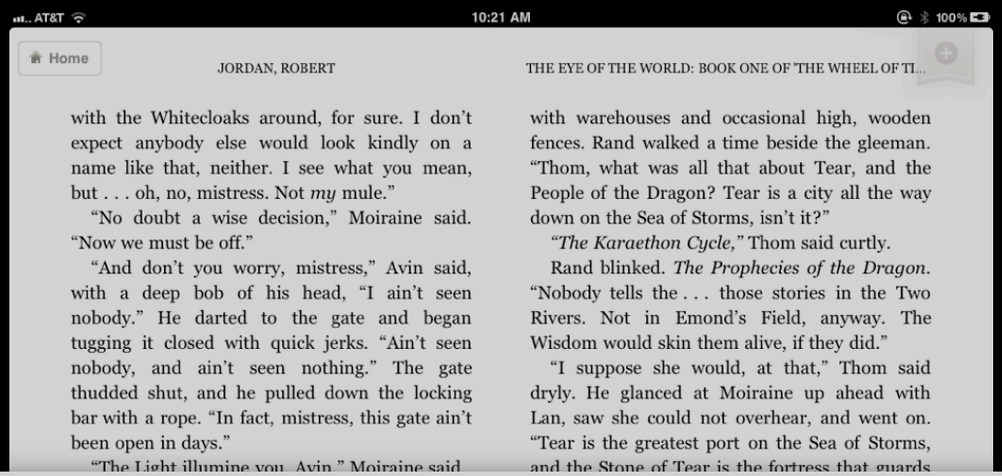

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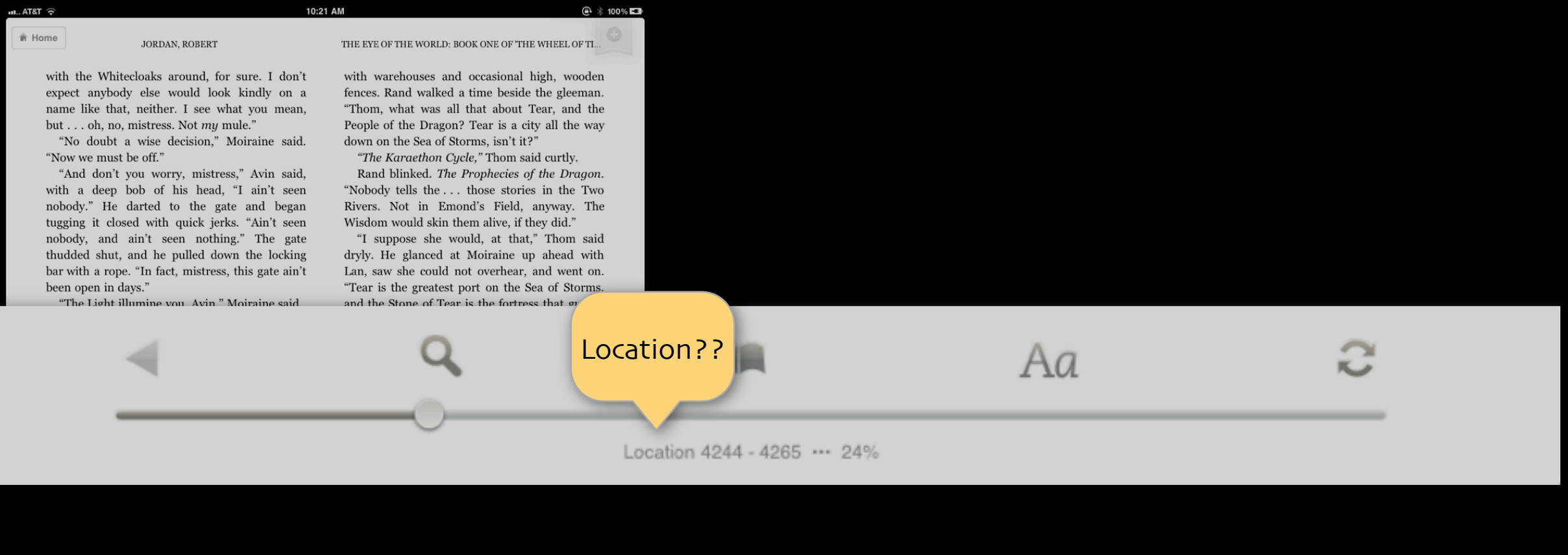

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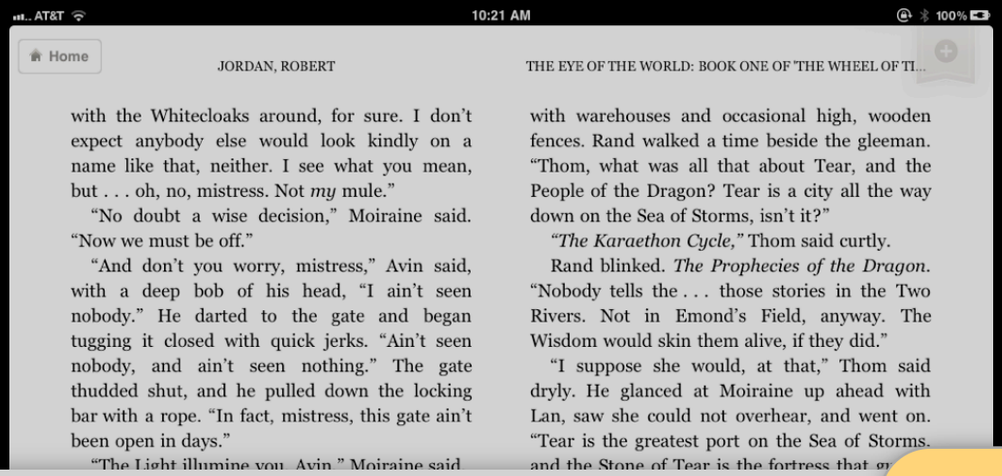

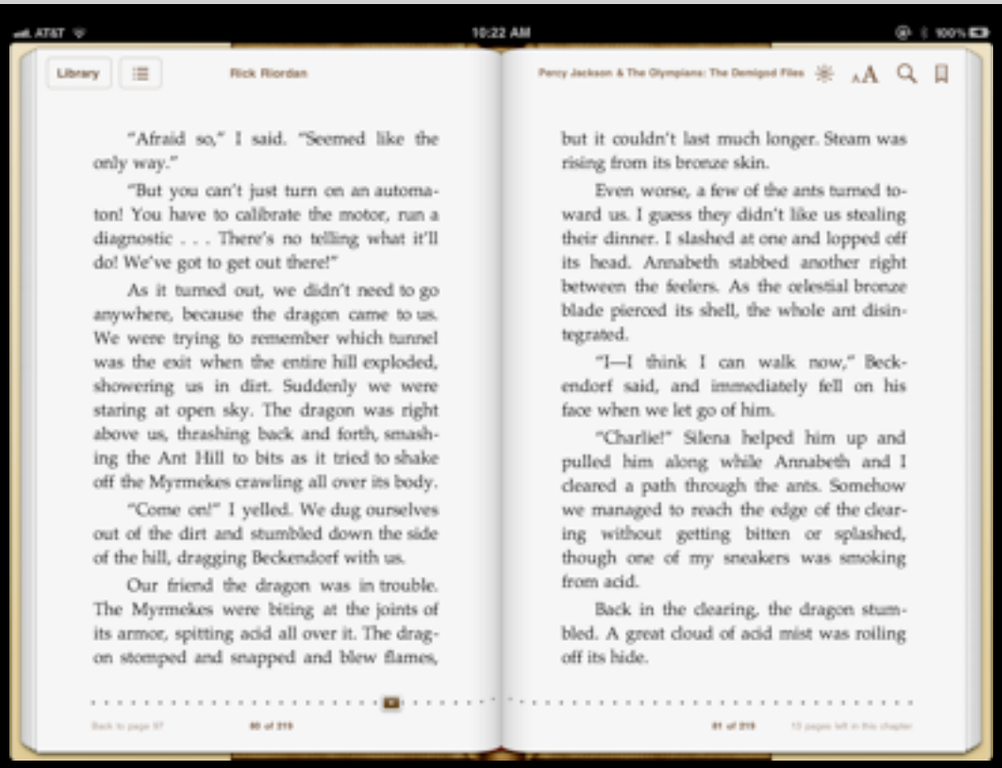

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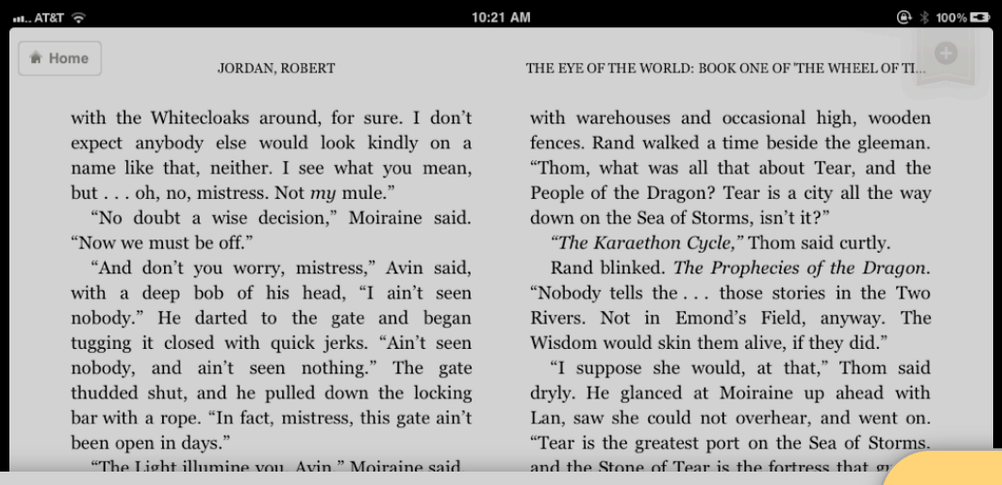

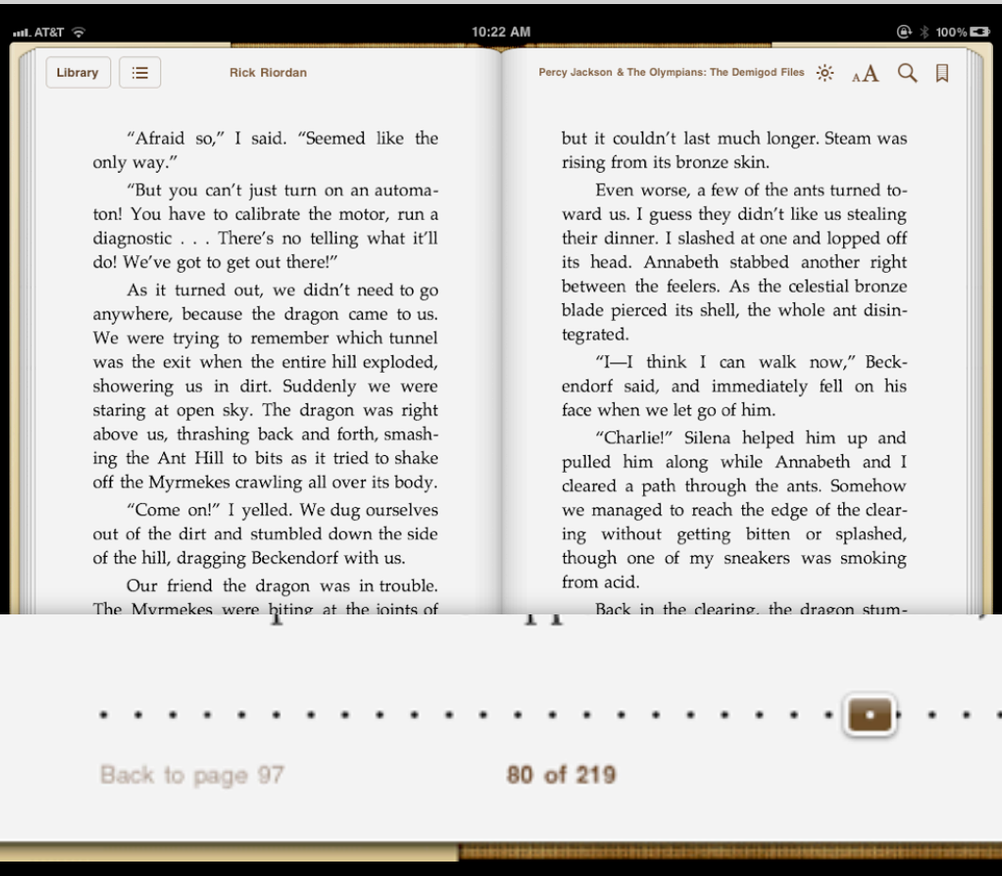

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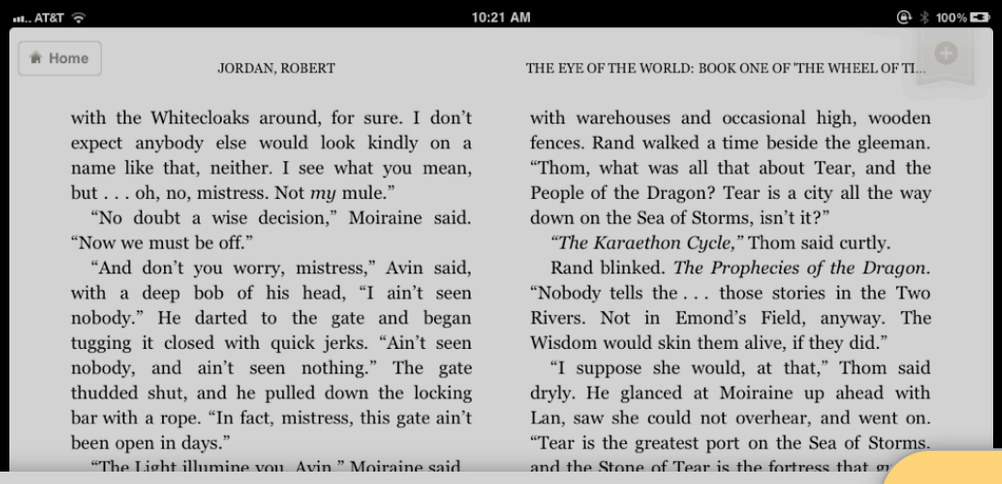

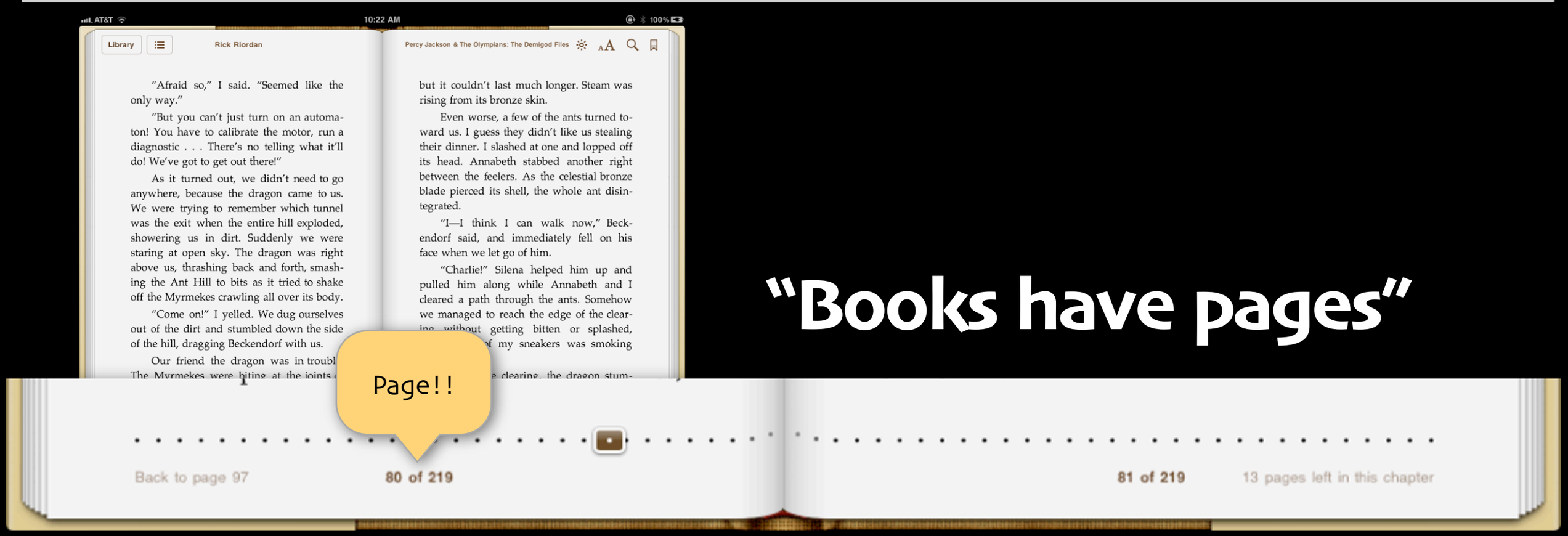

"Books have pages"

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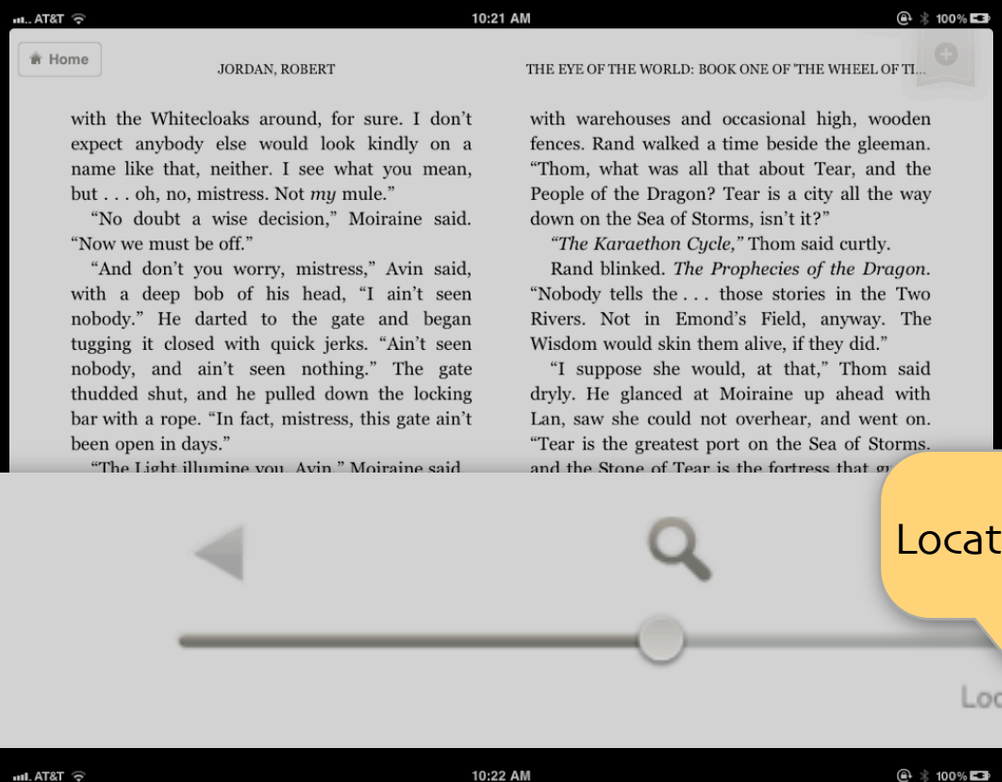
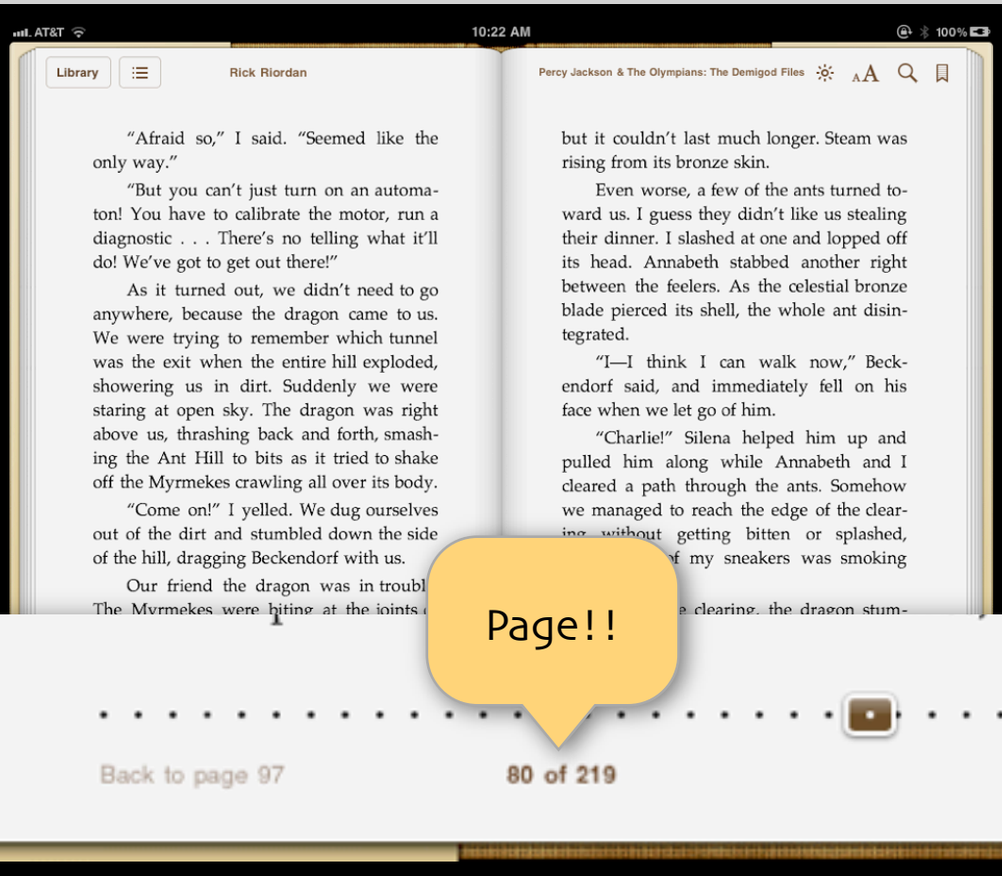


Don't break the metaphor for the underlying implementation model.

The user's mental model is the experience cushion.



"Books have pages"

Break the Metaphor with Magic

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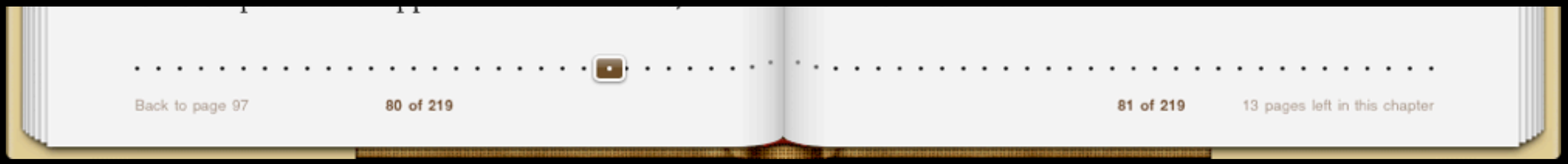

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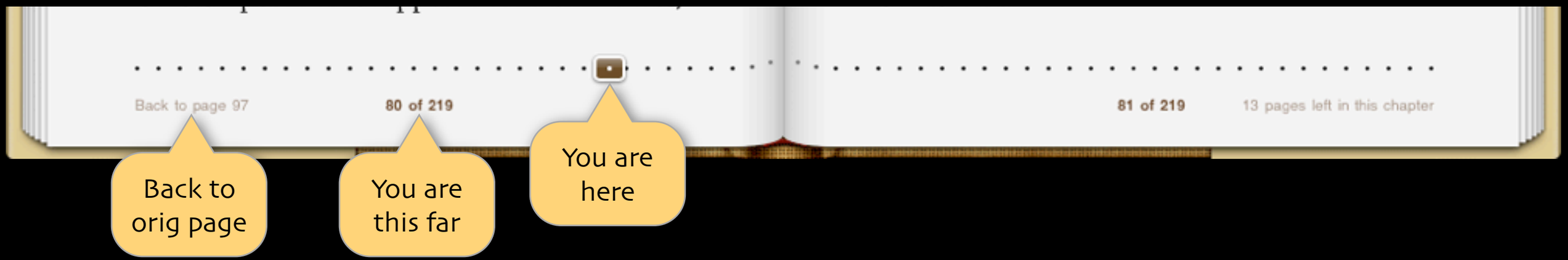

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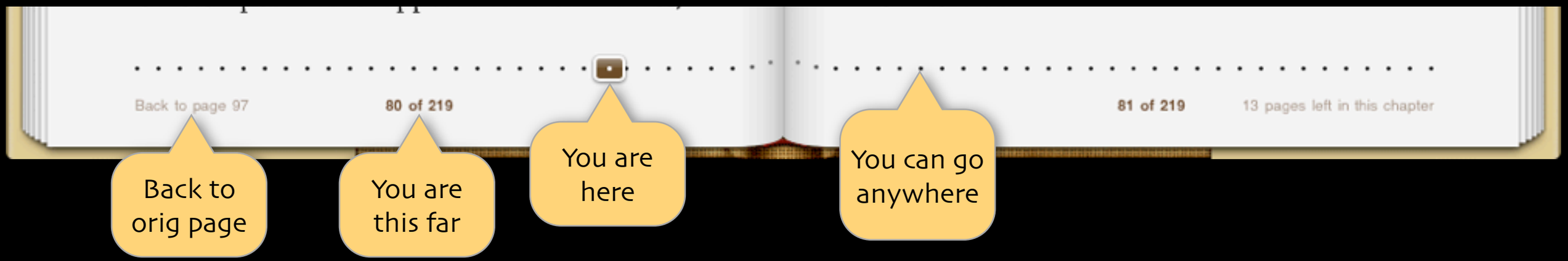

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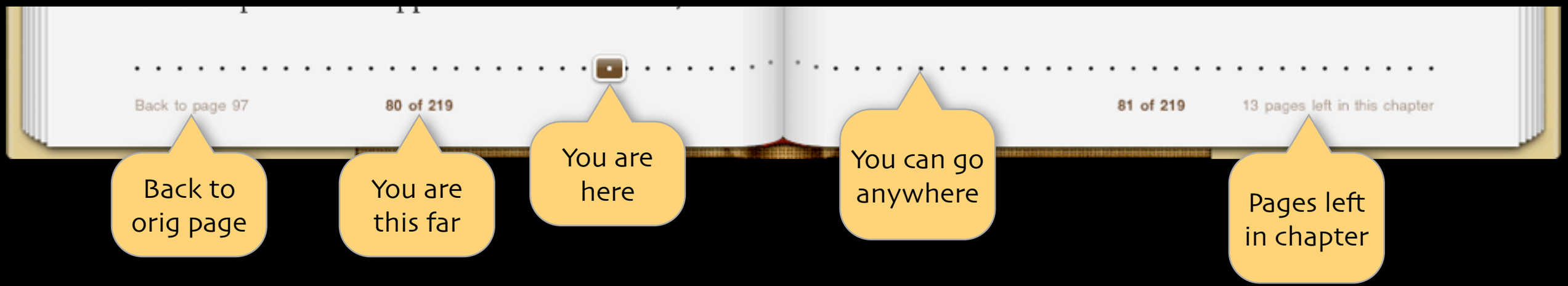

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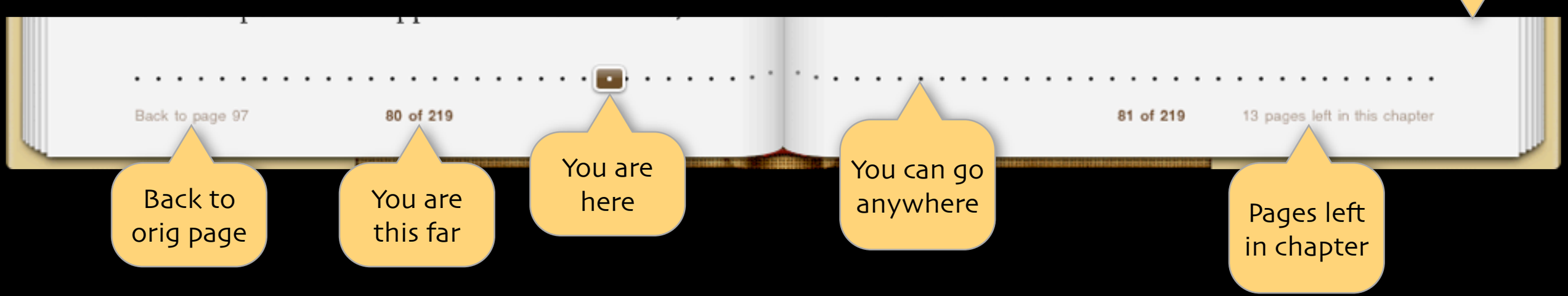

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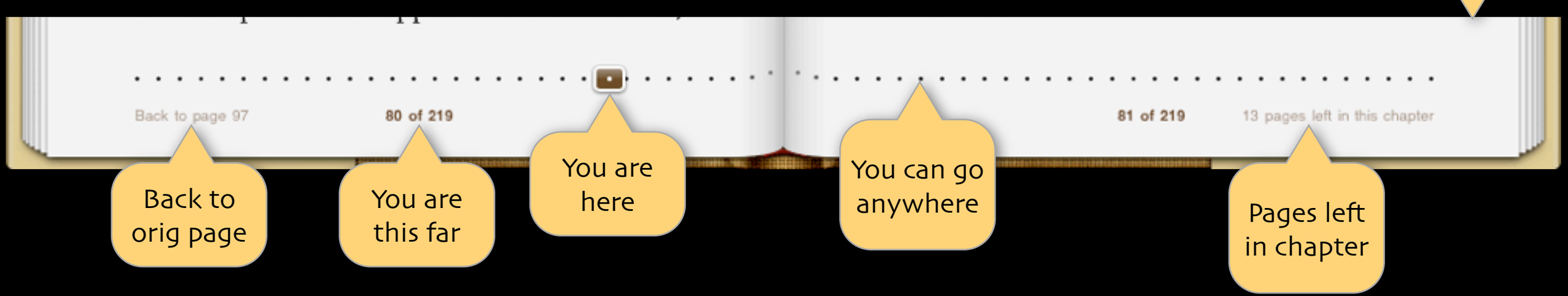
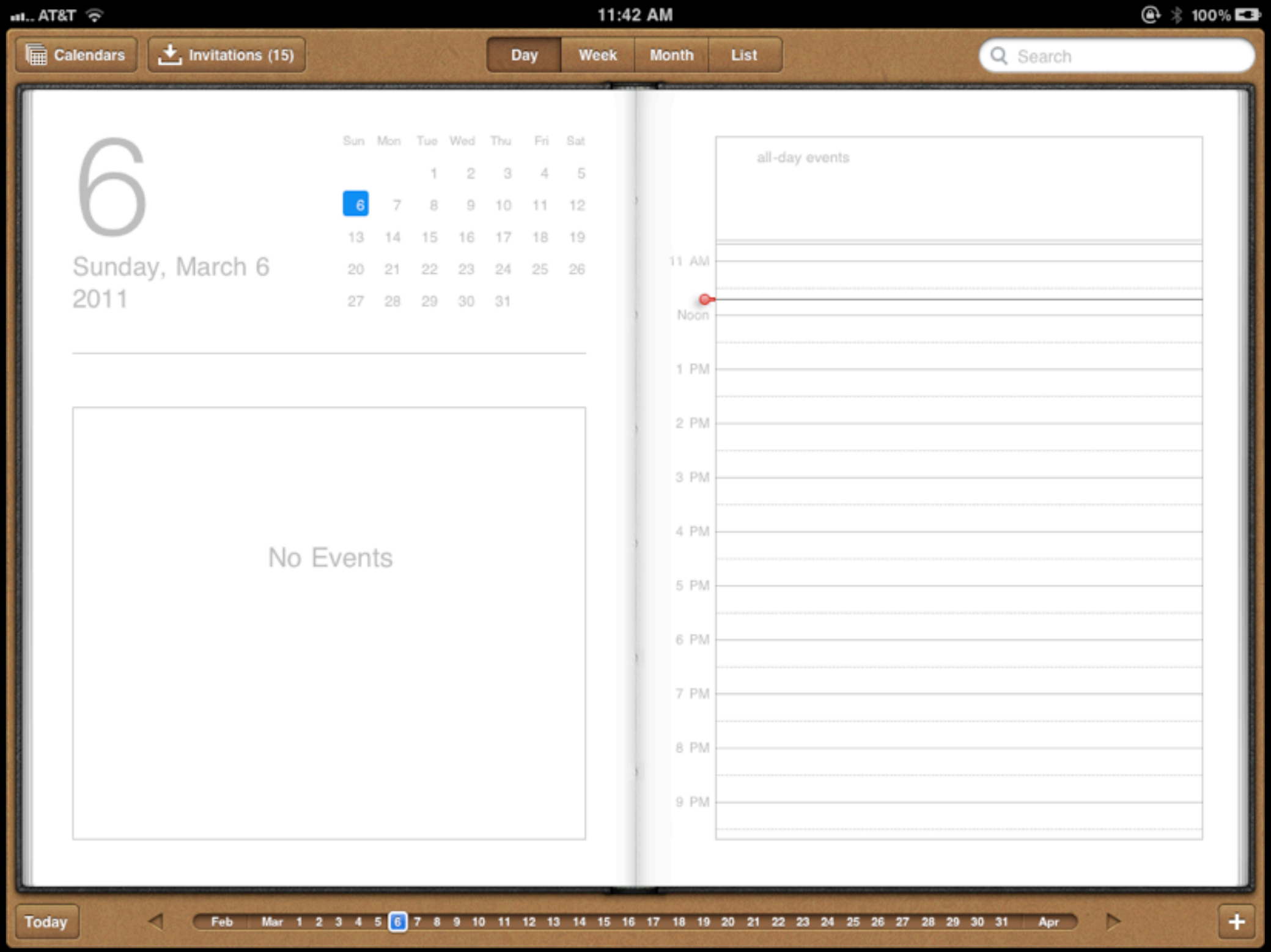


Strict physicality is hard work.

Use magic to simplify the real world.

To Flick or not to Flick



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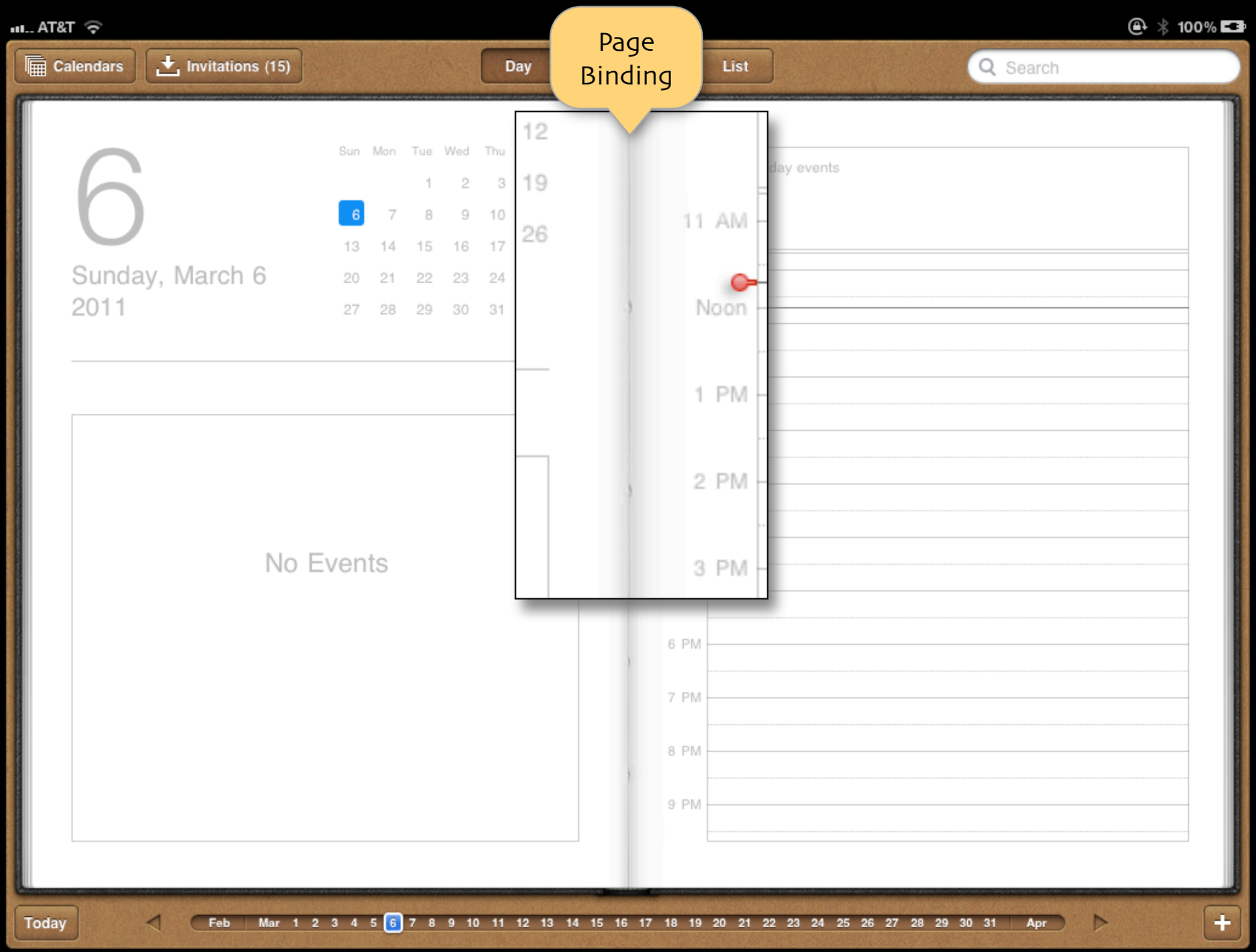

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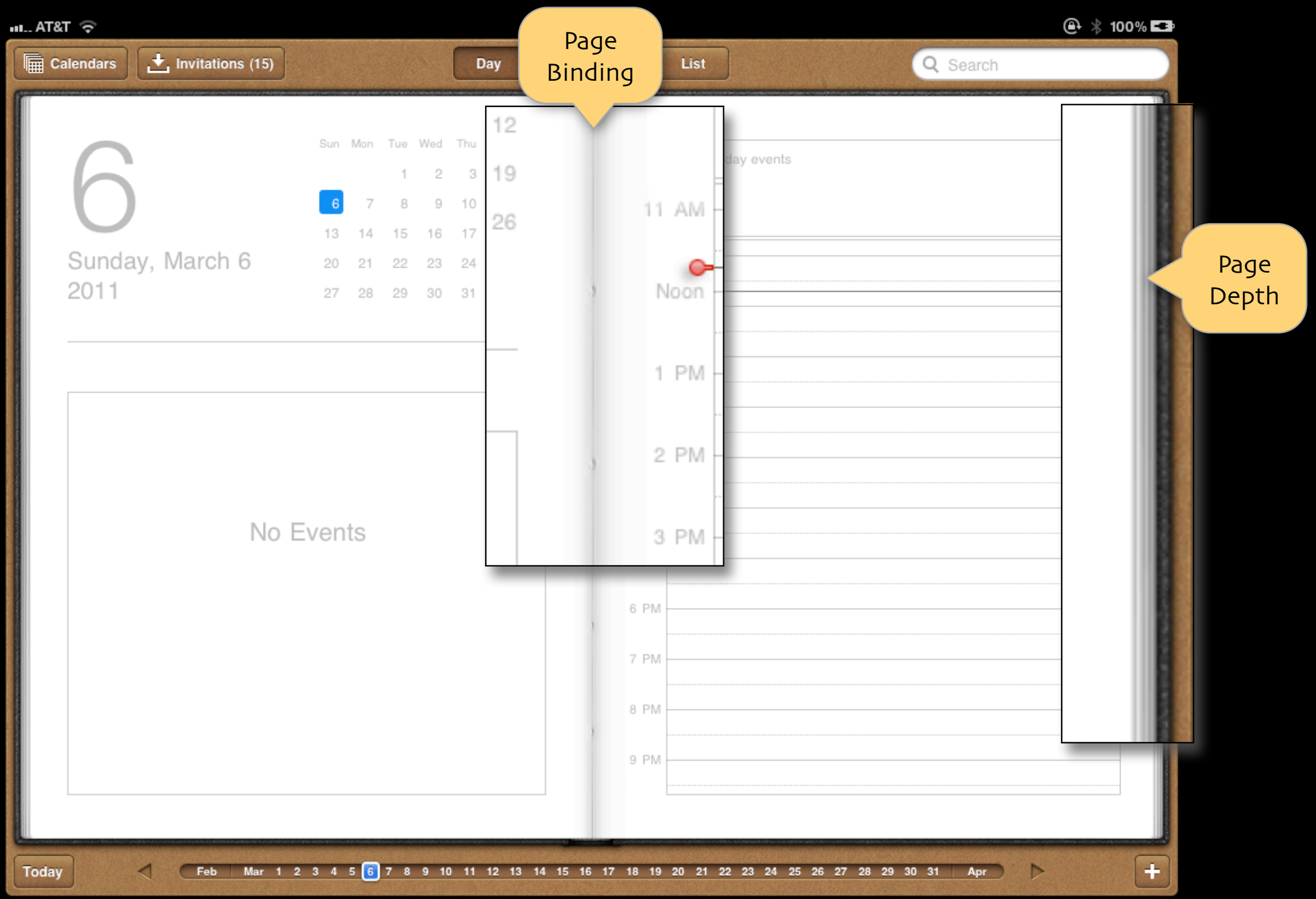

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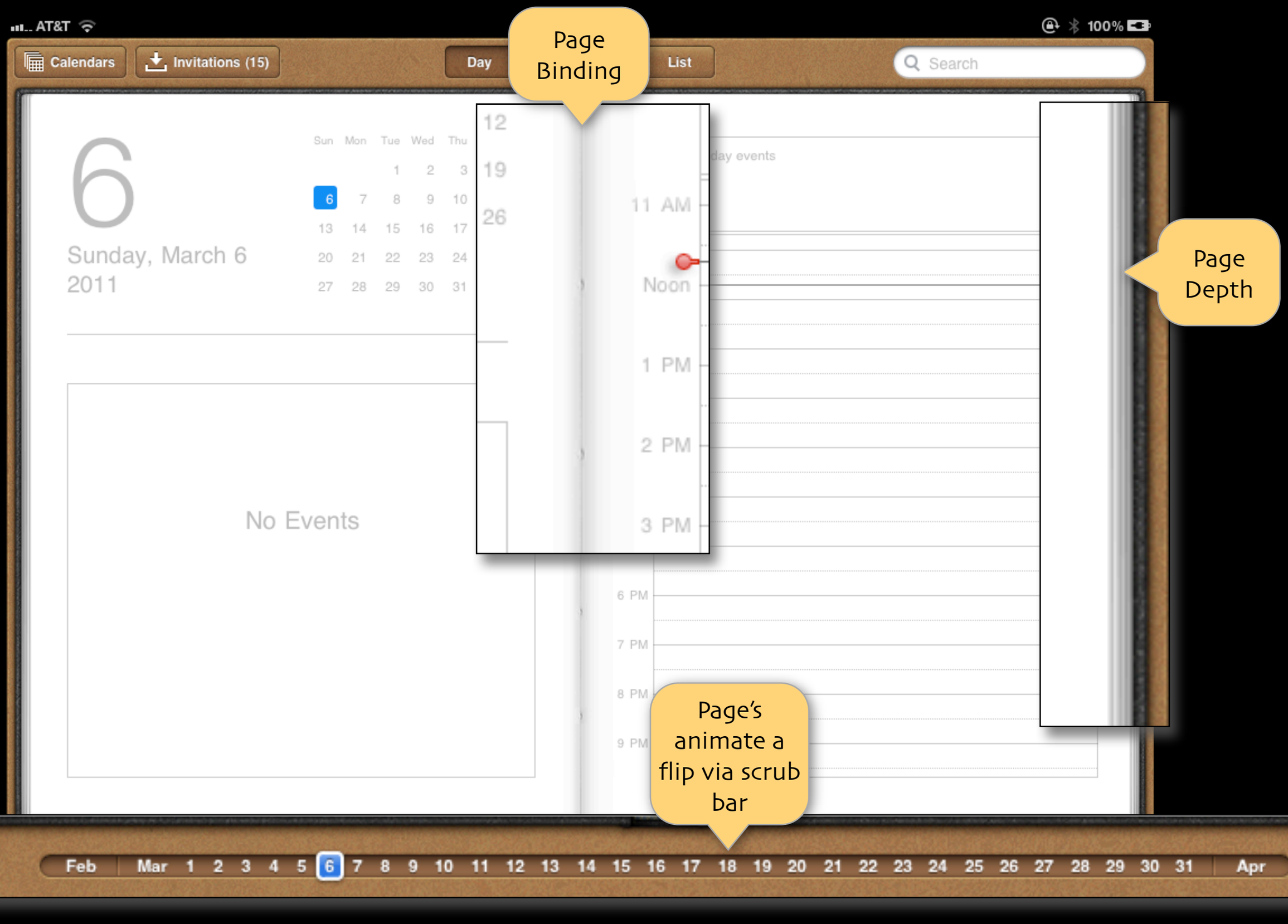

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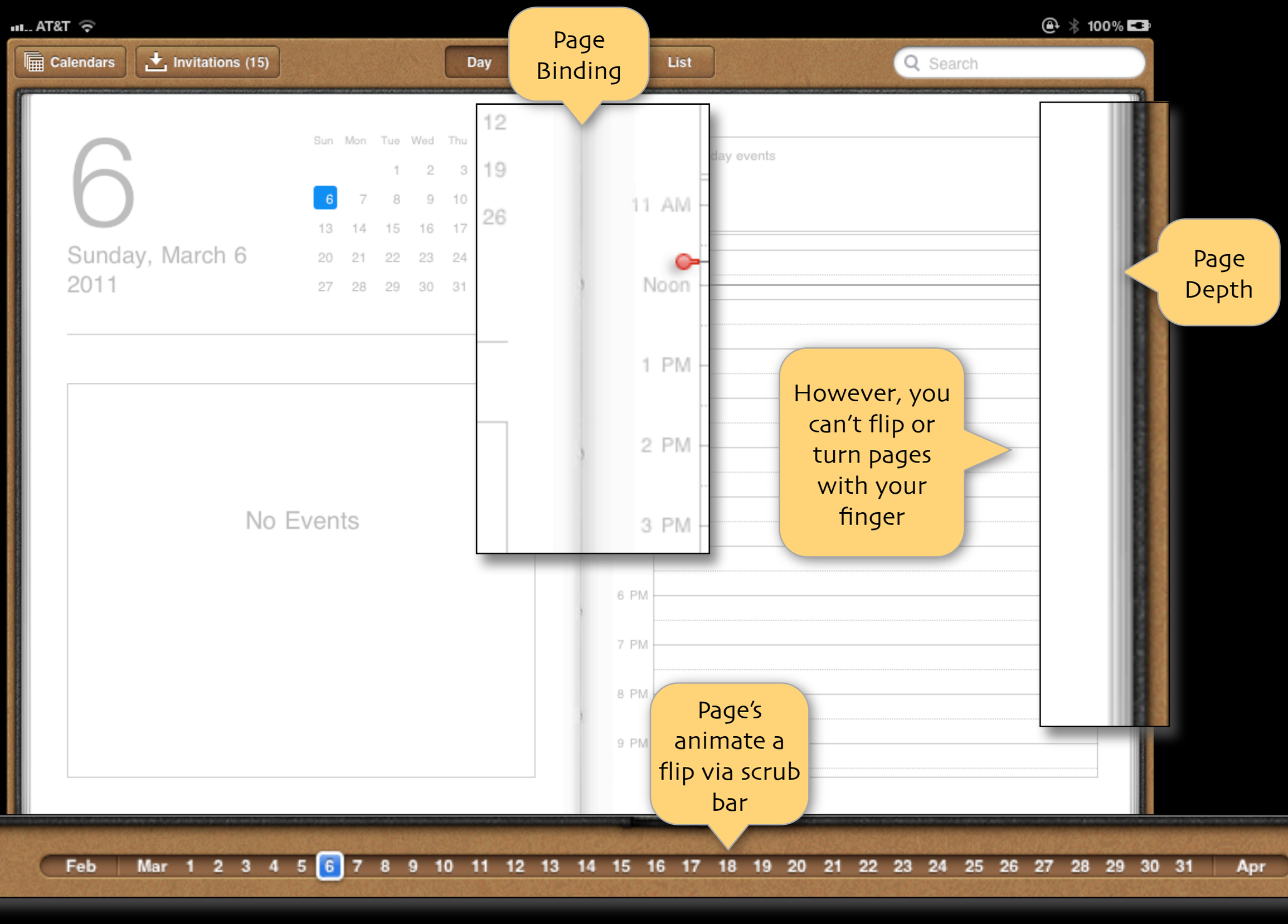
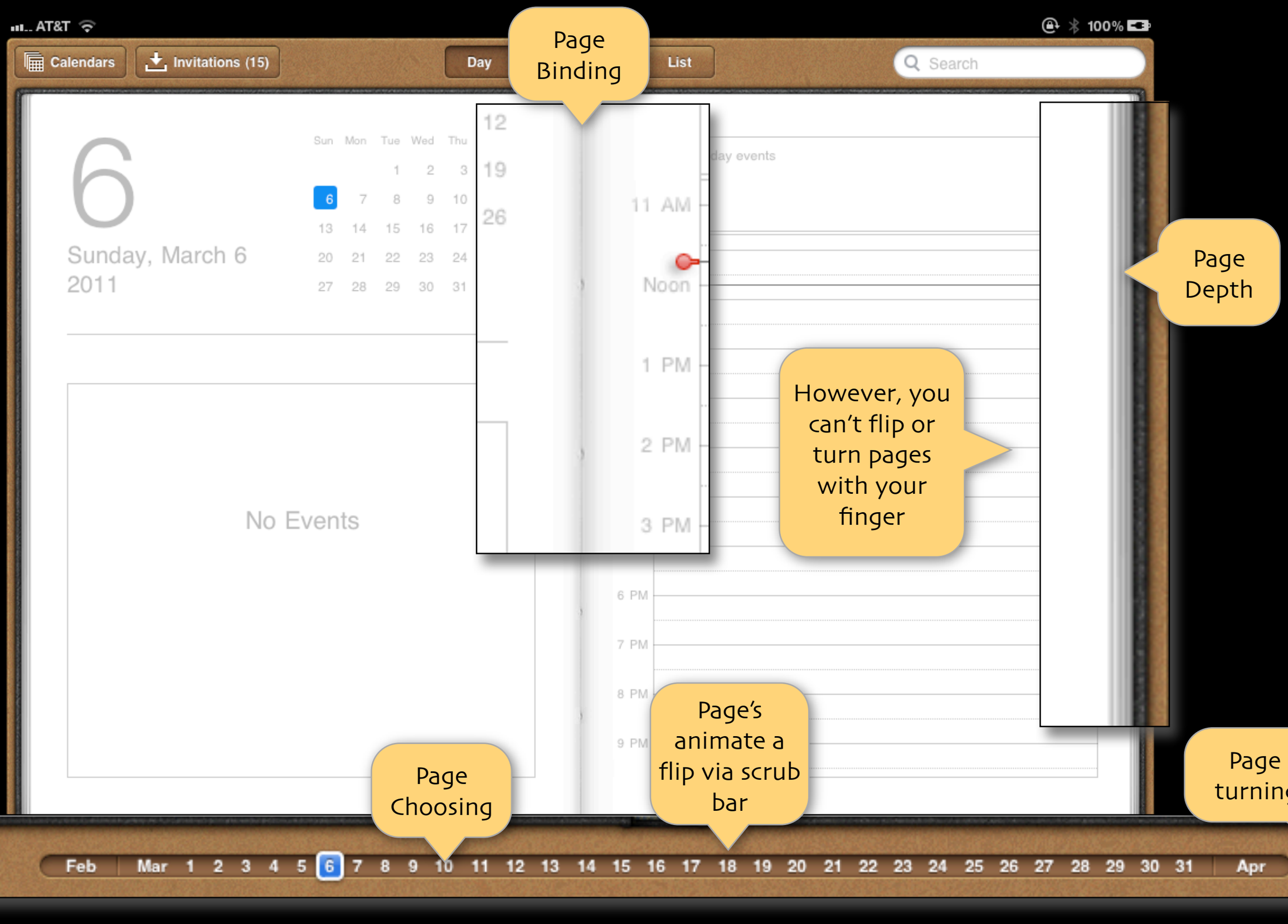
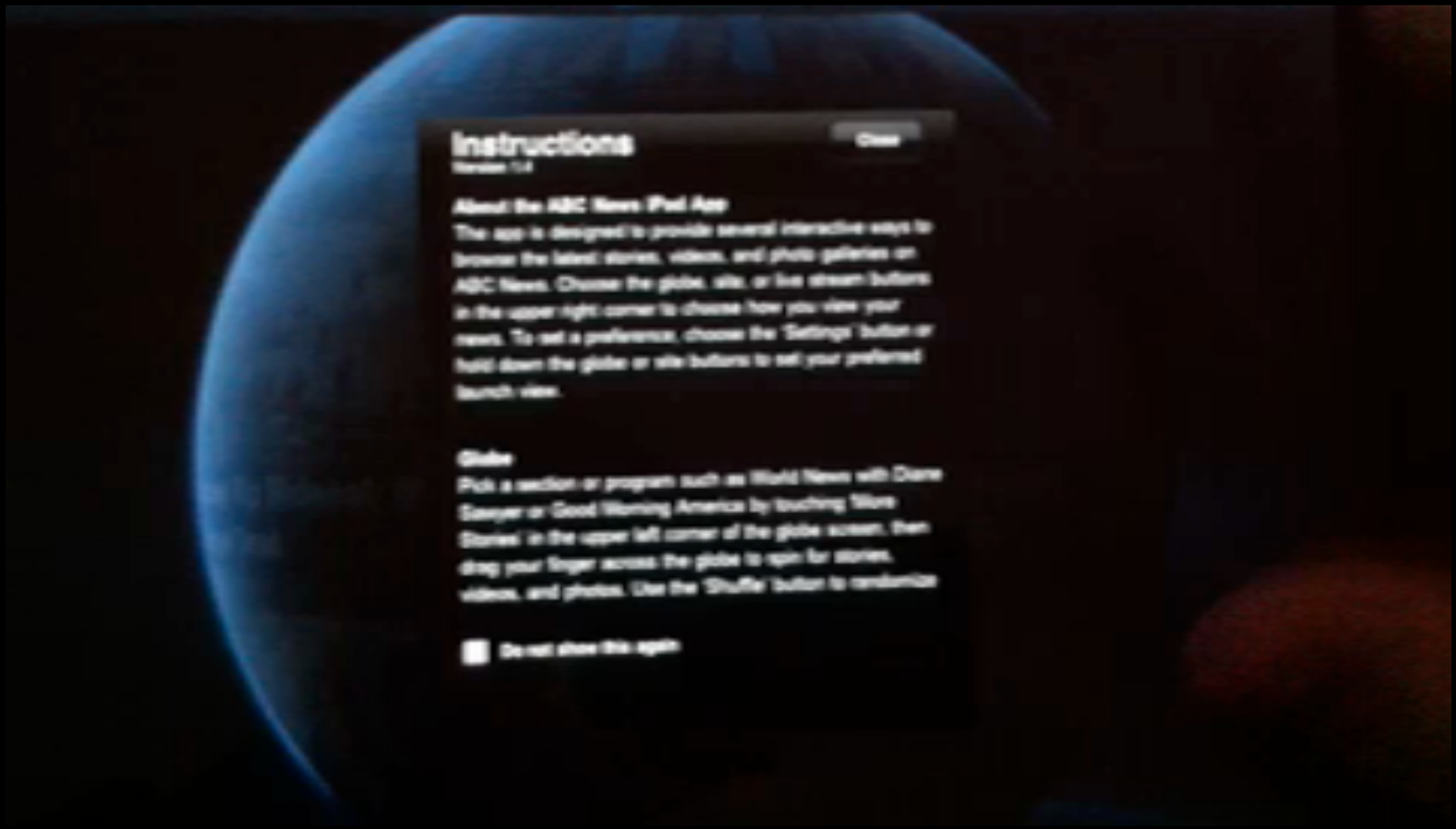


To Flick or not to Flick

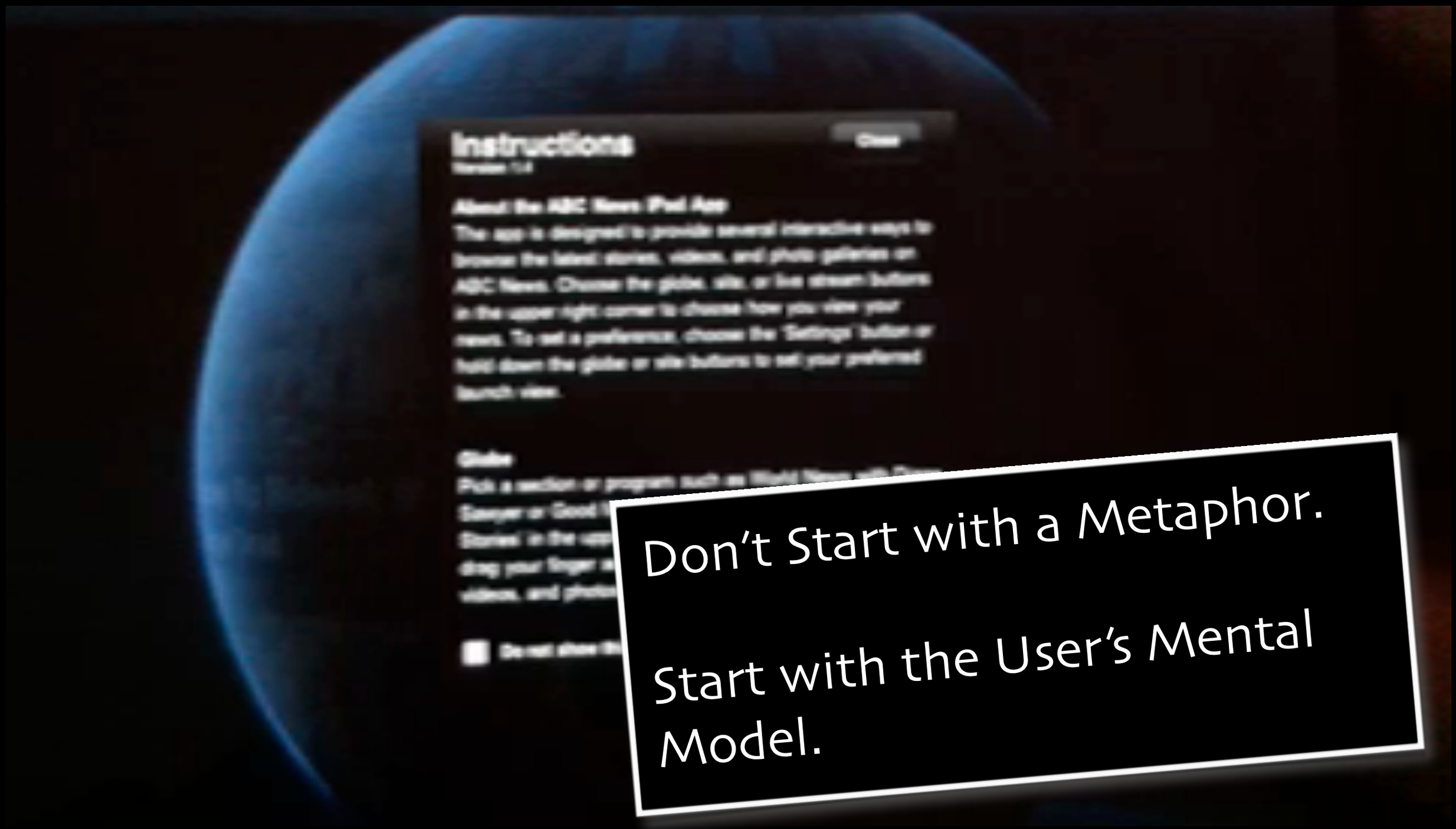


Anti-Pattern: Mismatched Metaphor



(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 discontiguous.

Reduce Page Switching to Maintain Flow

"Special" Experience

NETFLIX

Suggestions for You MORE

New Arrivals

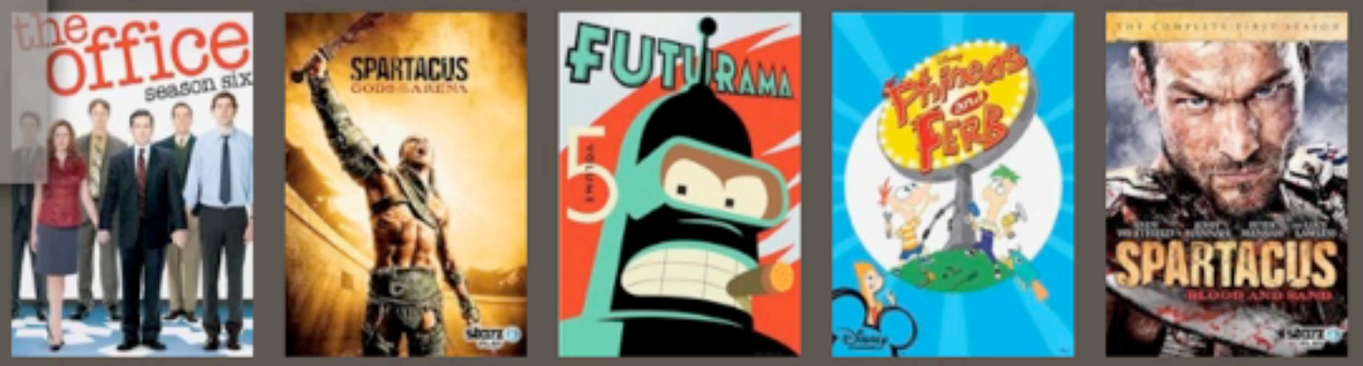
Genres

Instant Queue

Search

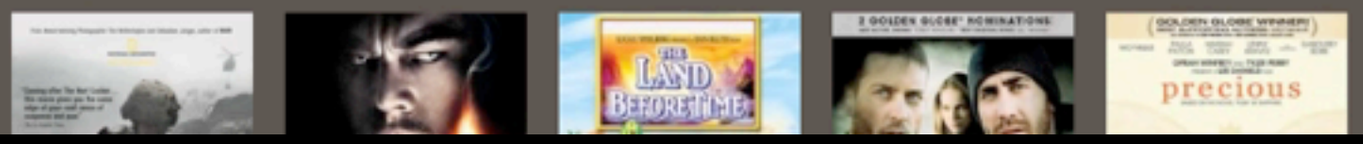
Recently Watched

TV



✕ View more suggestions

Emotional Movies



"Special" Experience

Principles followed:

Focus + context, Simple navigation, User Control

NETFLIX

Suggestions for You MORE

New Arrivals

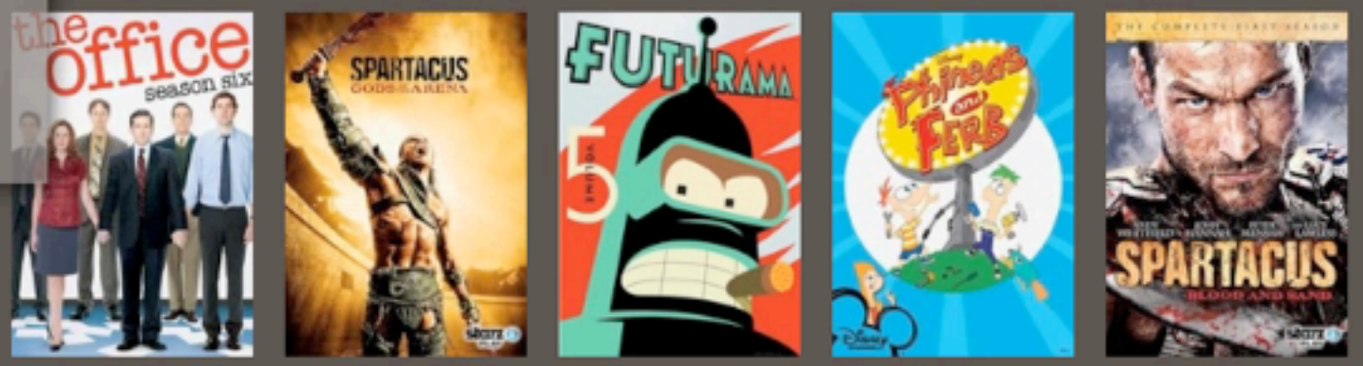
Genres

Instant Queue

Search

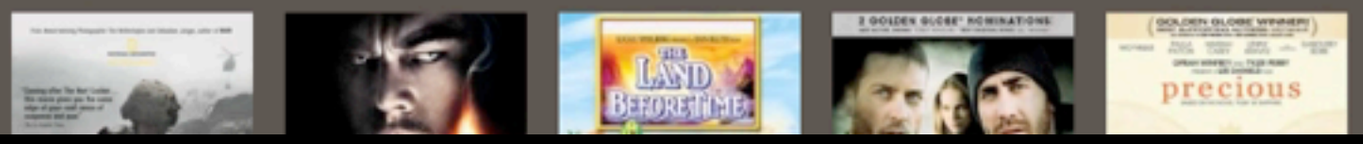
Recently Watched

TV



View more suggestions

Emotional Movies



"Plus" Experience

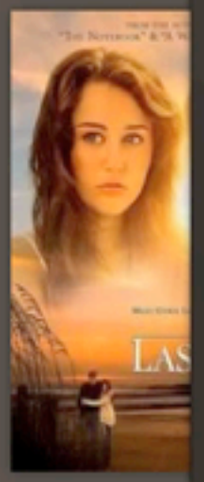
NETFLIX

2 / 332

△ Search

Instant Queue

Recently Watched



Emotional Dramas

Bella

2006 PG-13 1h 31m

★★★★½

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

"Plus" Experience

Principles followed:

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

NETFLIX

△ Search

Instant Queue

2006 PG-13 1h 31m

★★★★☆

Two lost souls -- Nina, a pregnant, unmarried waitress, and Jose, an introspective cook with a tragic past -- find solace in each other as their lives become unpredictably linked throughout the course of one incredible day.

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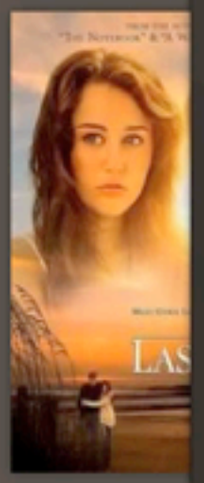

Emotional Dramas

Which Won?

Which Won?

NETFLIX

2 / 332

△ Search

Instant Queue

Recently Watched

Emotional Dramas

Bella

2006 PG-13 1h 31m

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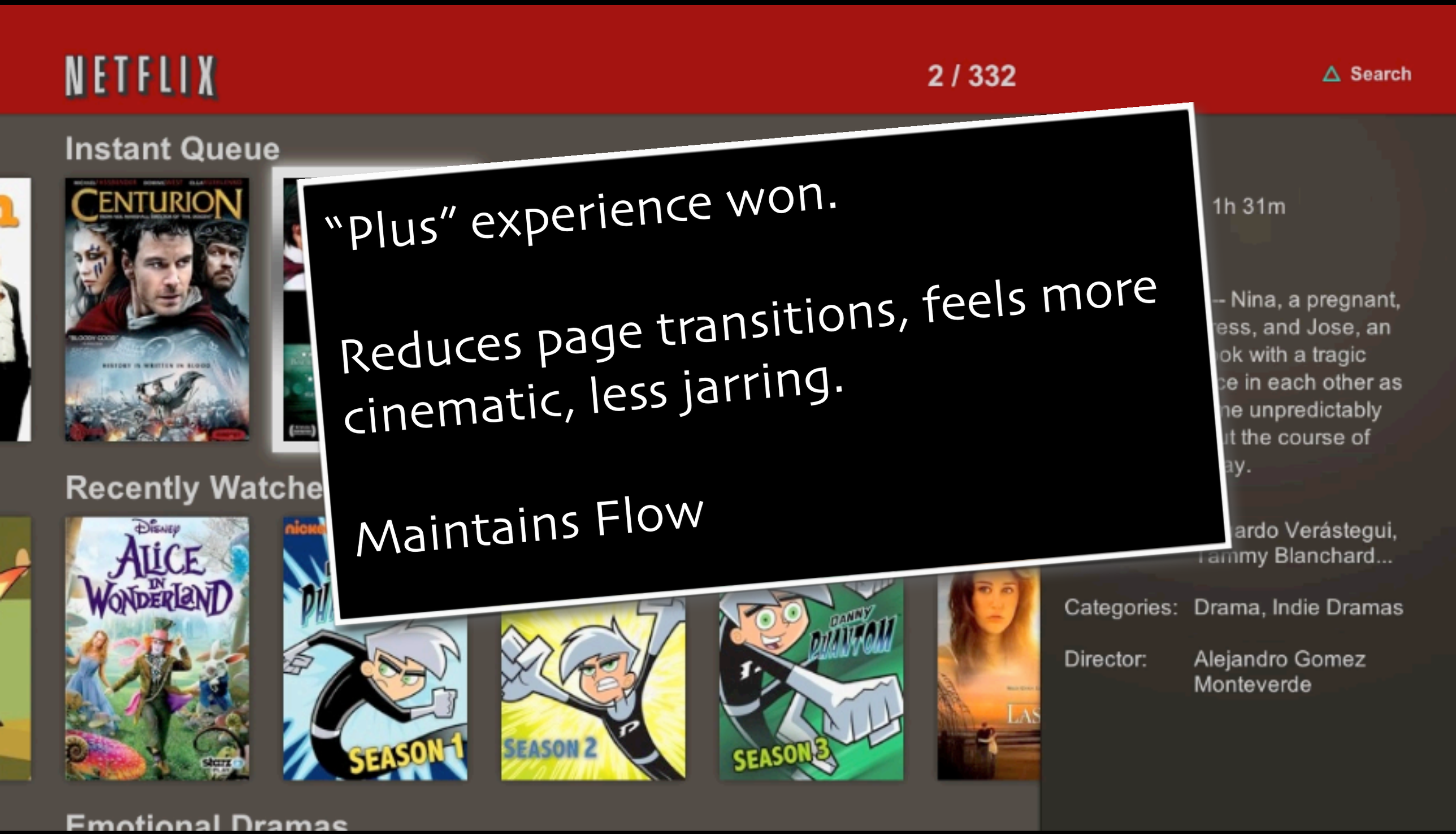


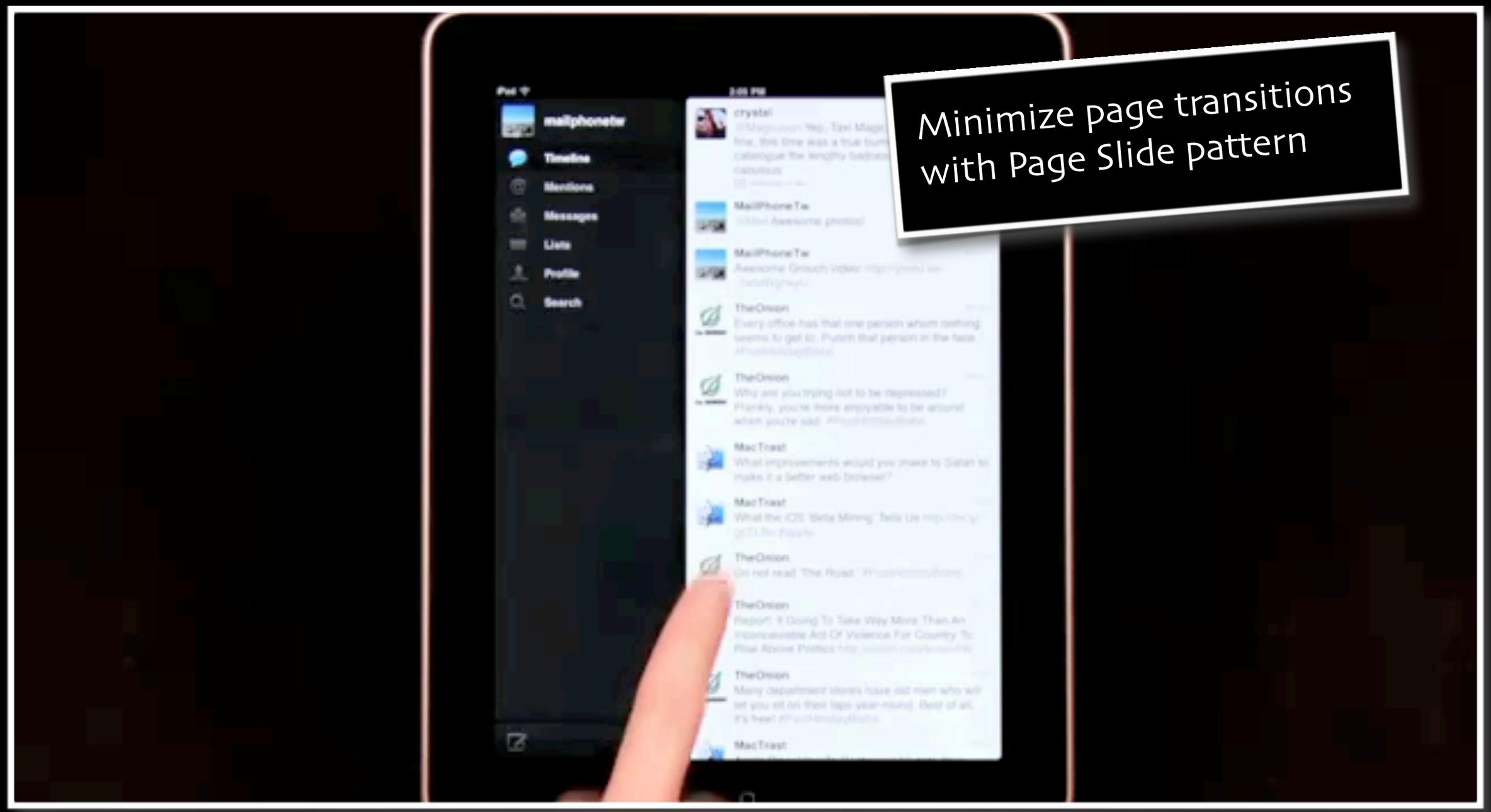
"Plus" experience won.

Reduces page transitions, feels more cinematic, less jarring.

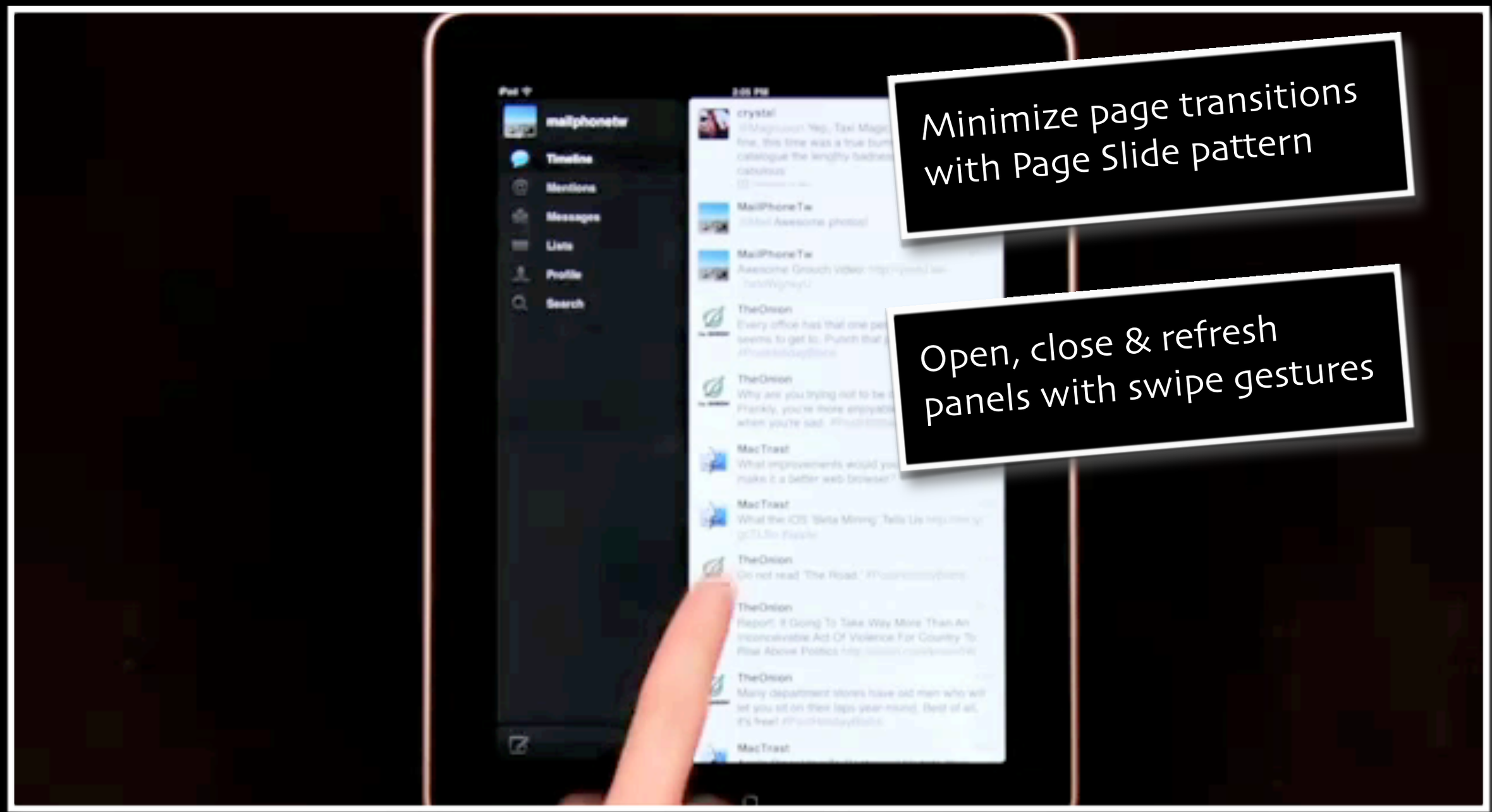
Maintains Flow

Twitter as iPad App

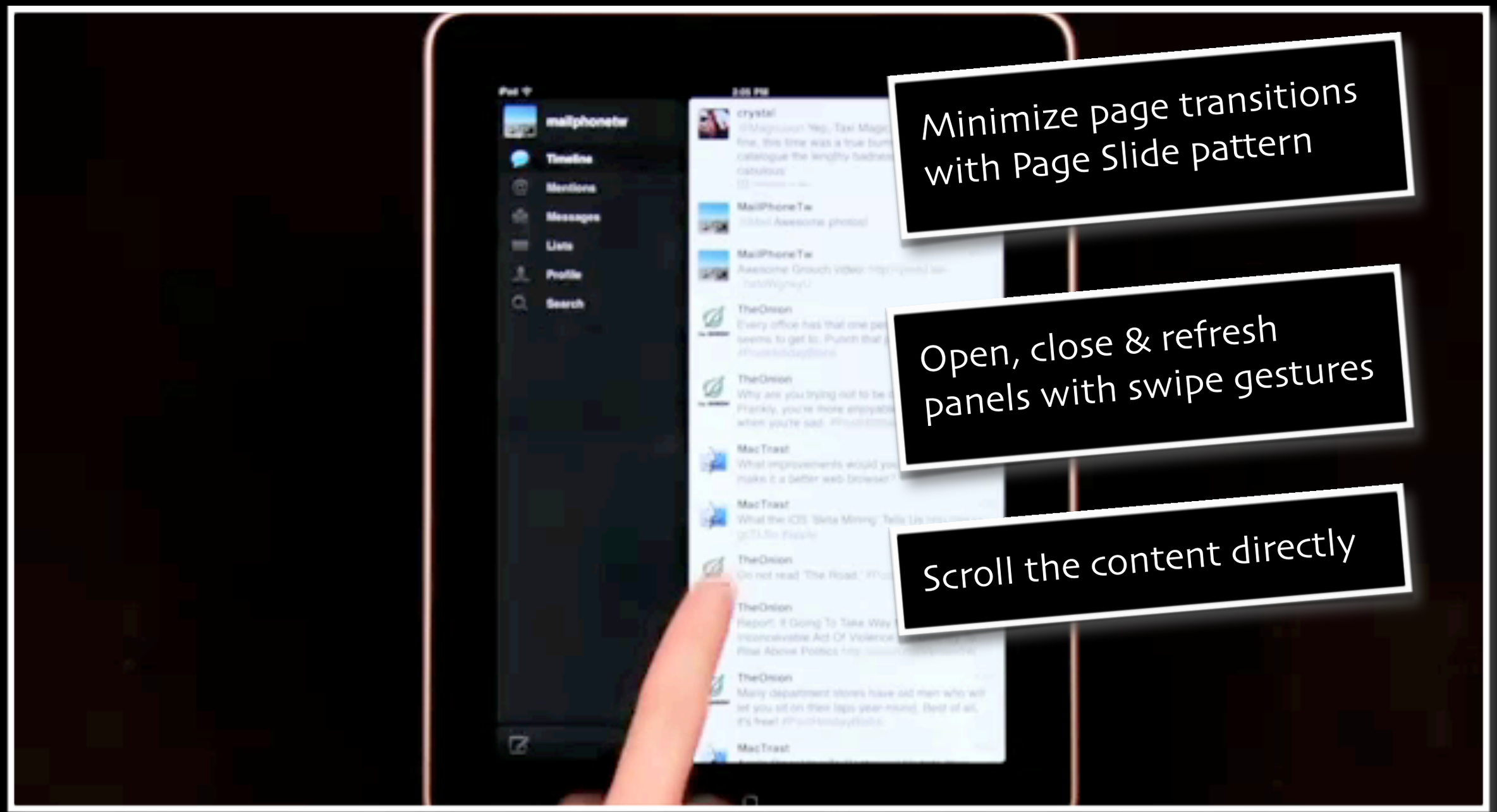
Twitter as iPad App



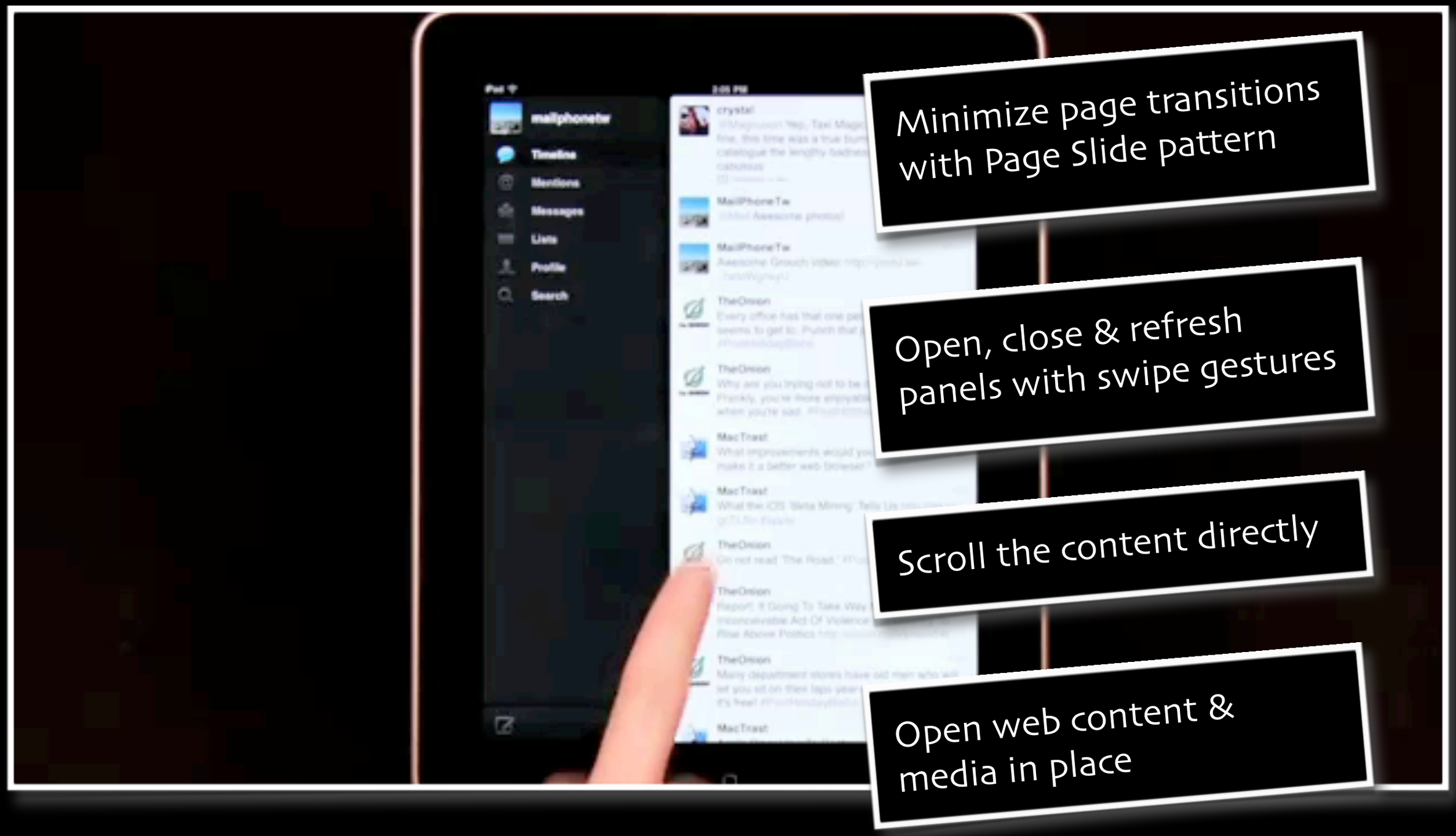
Twitter as iPad App



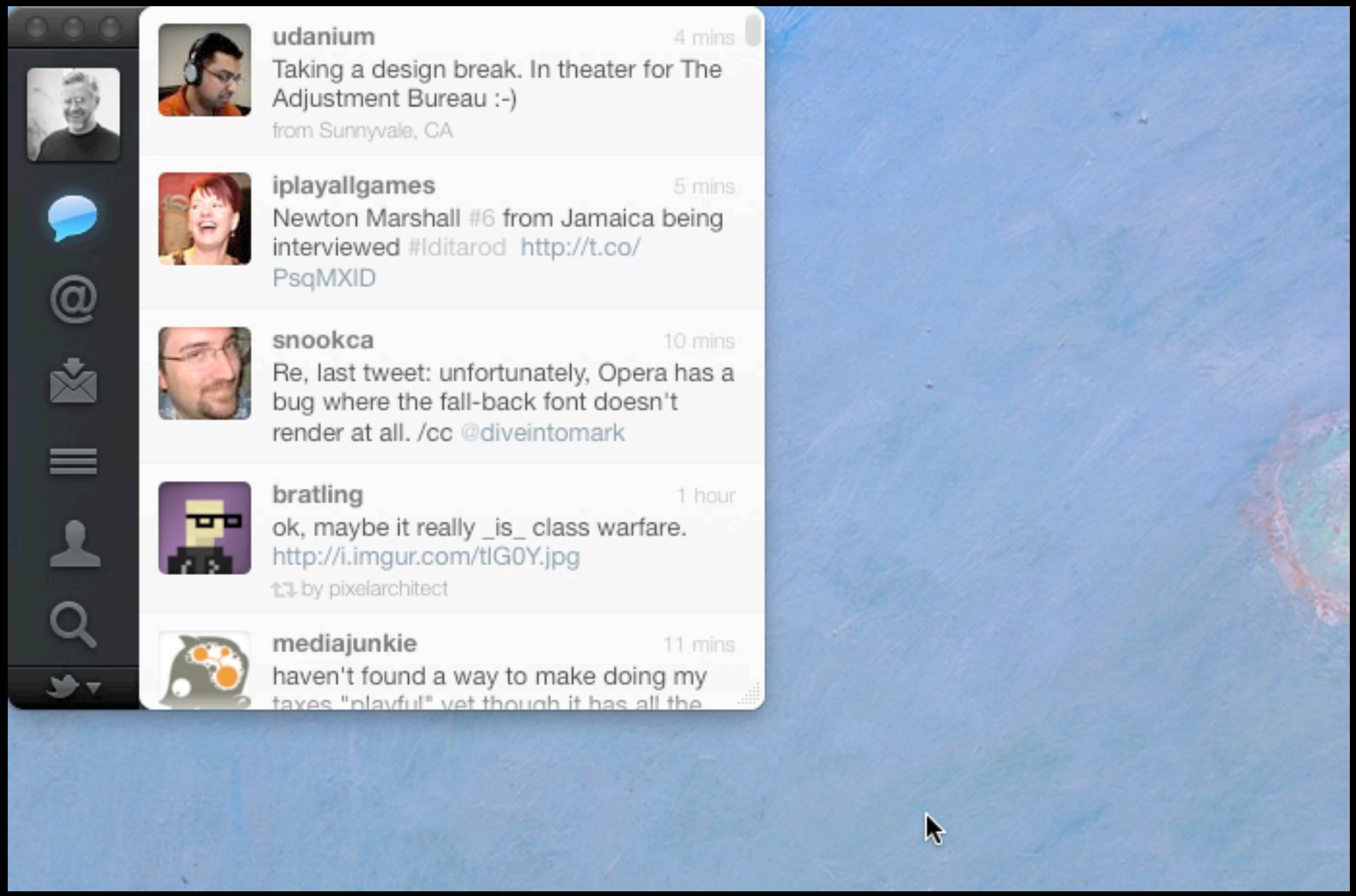
Twitter as iPad App



Twitter as iPad App



Twitter as Mac App... How to tweet?



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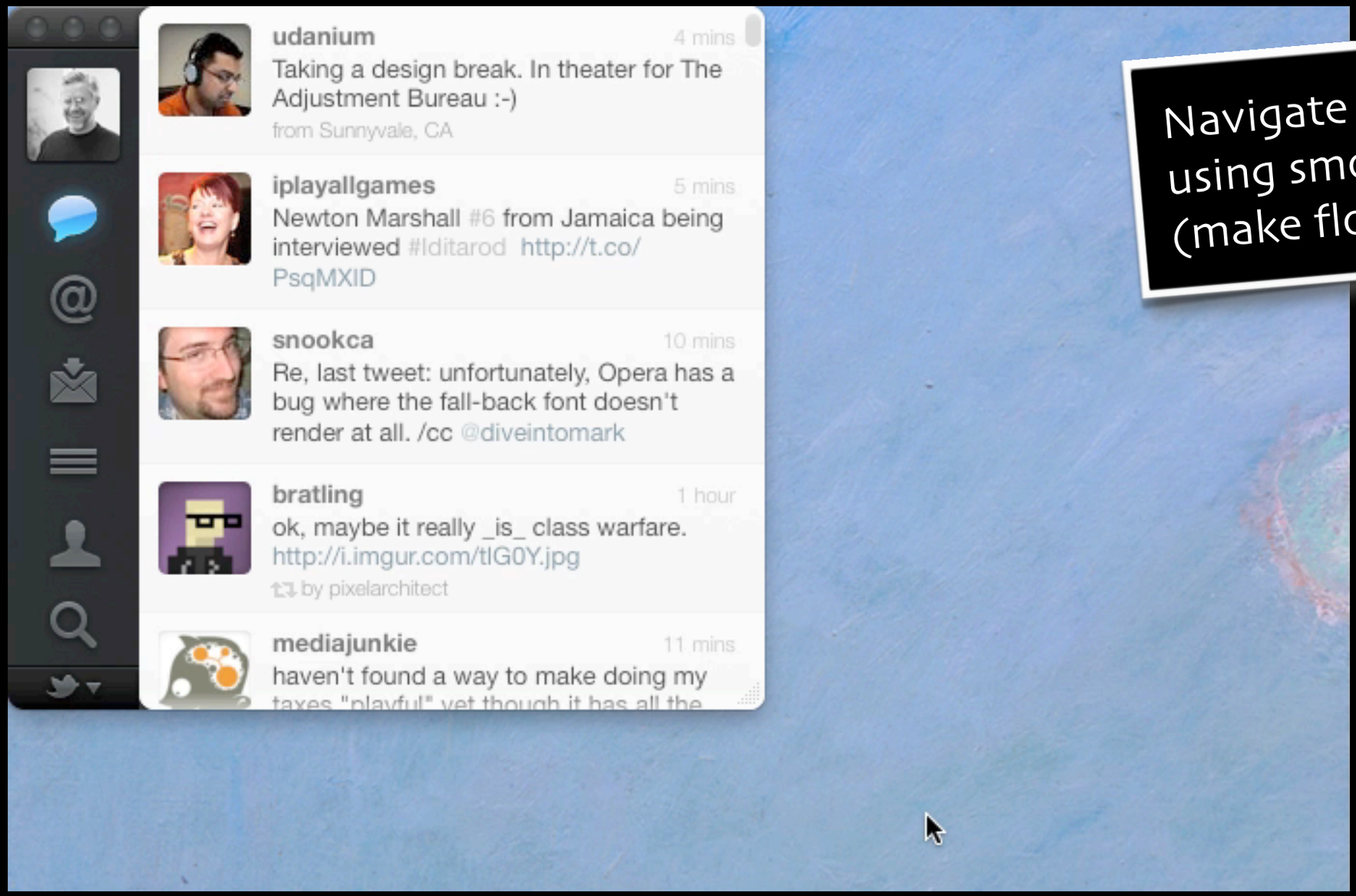
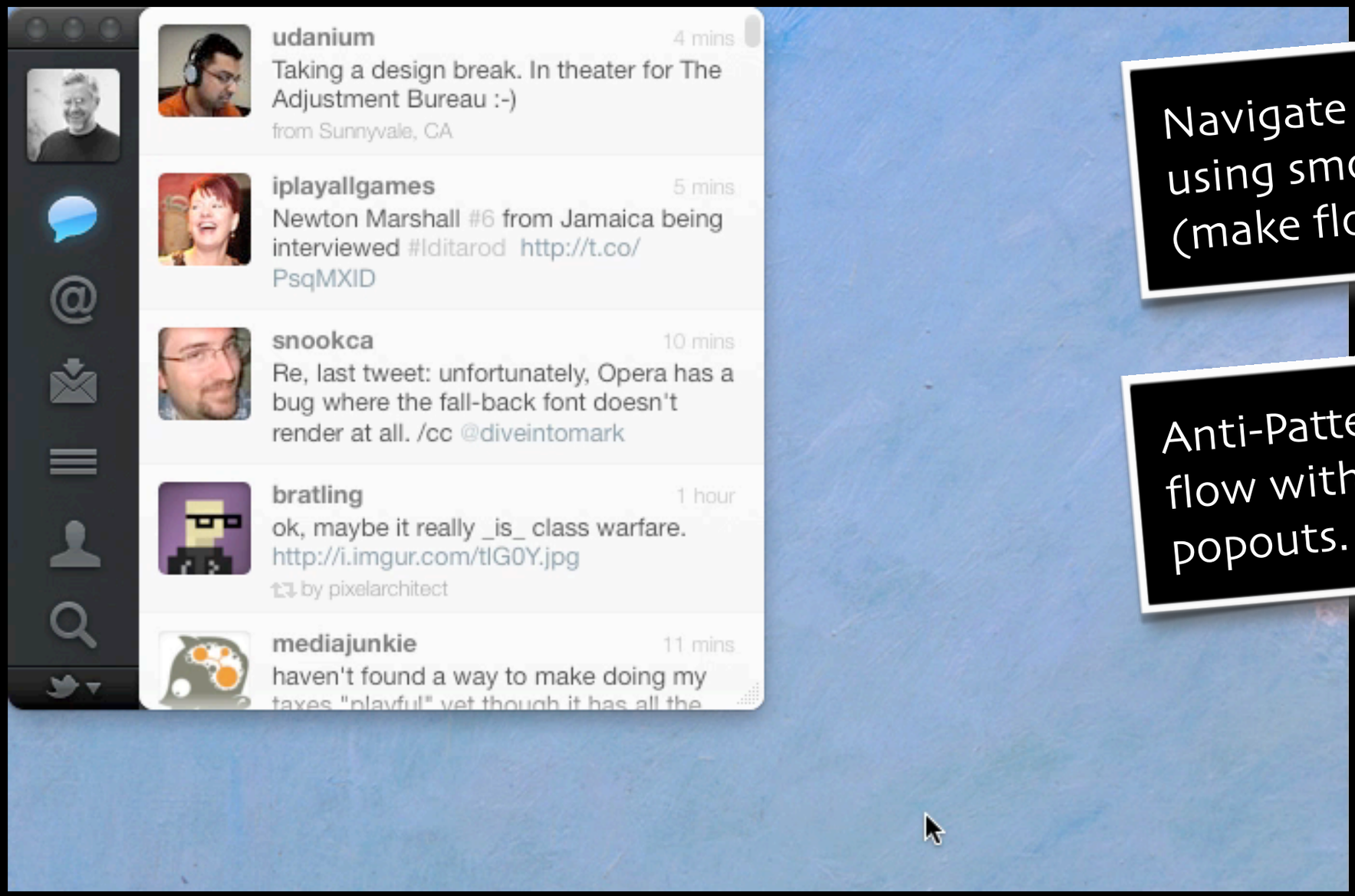


Navigate to other areas using smooth transitions (make flow visible)

Twitter as Mac App... How to tweet?



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

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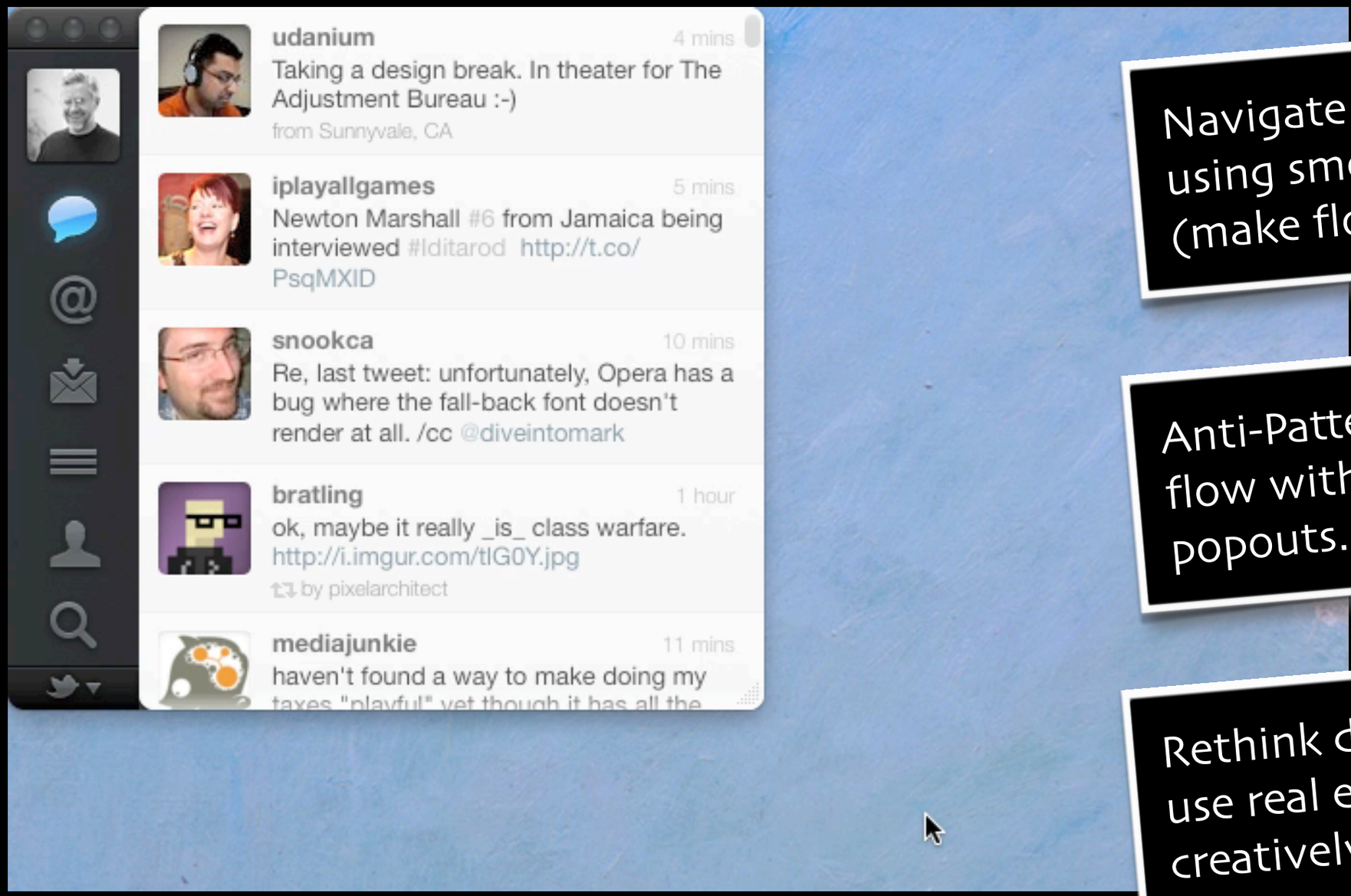
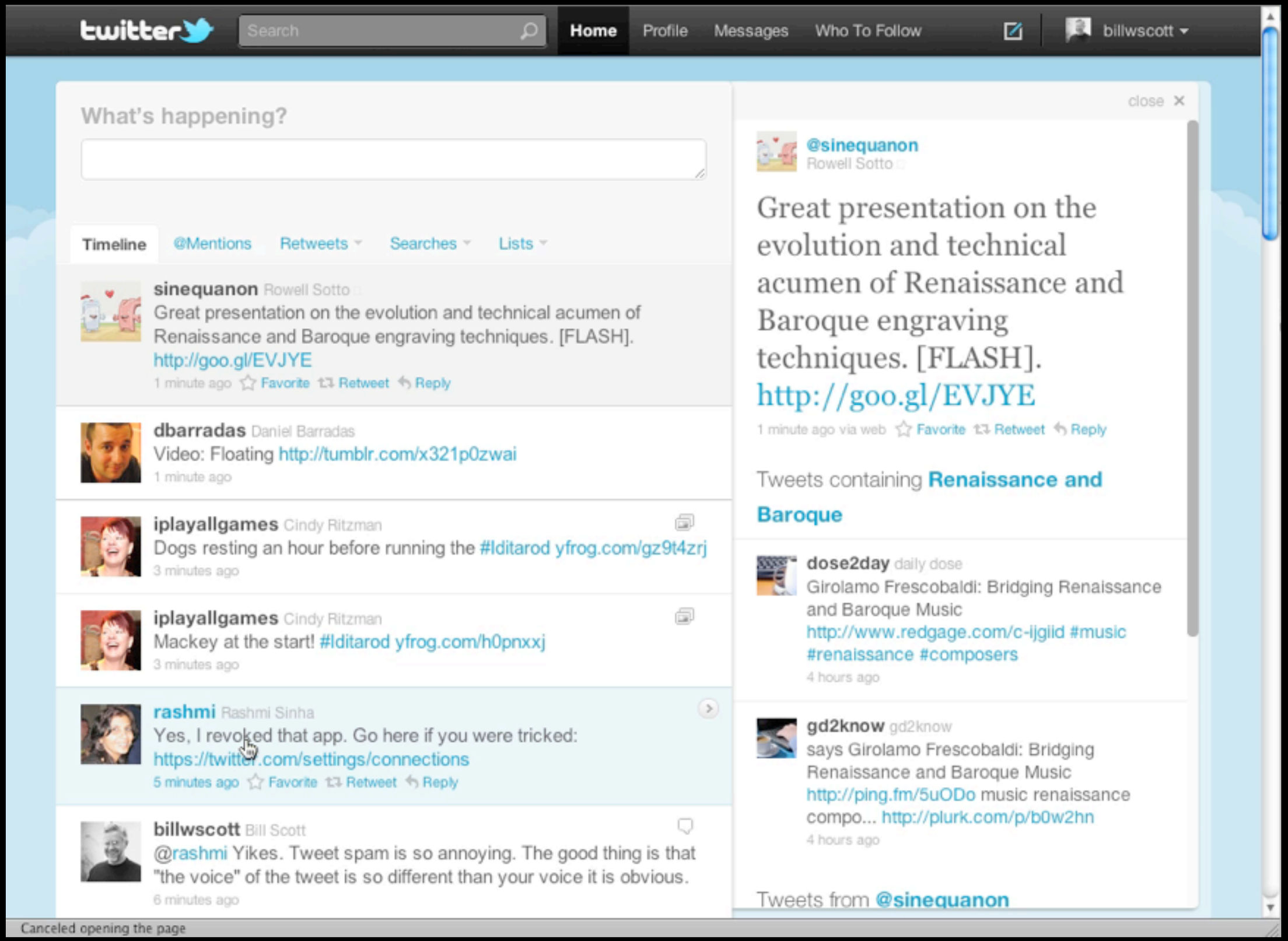


Navigate to other areas using smooth transitions (make flow visible)

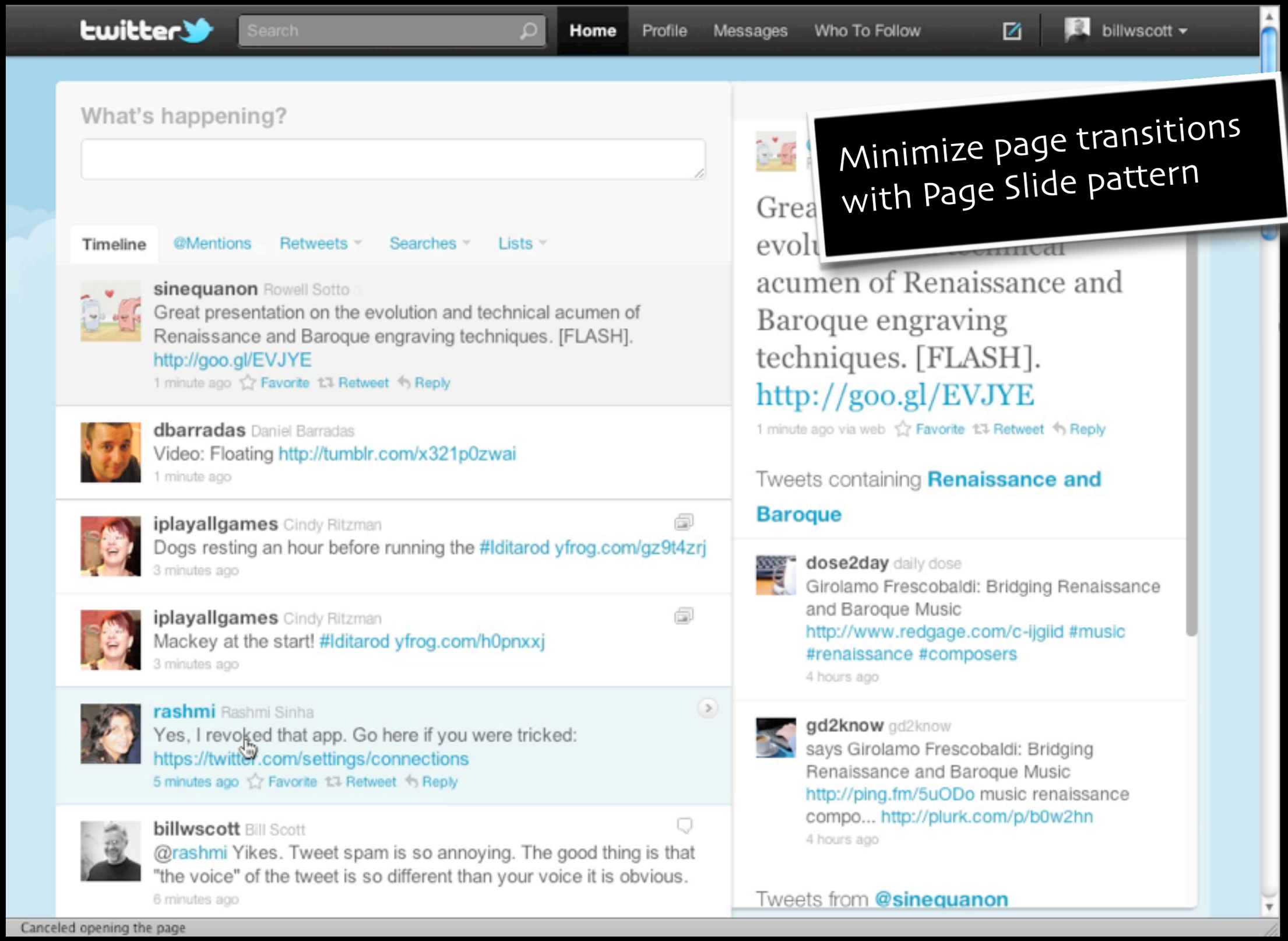
Anti-Pattern: breaking the flow with menus & popouts.

Rethink desktop apps to use real estate more creatively

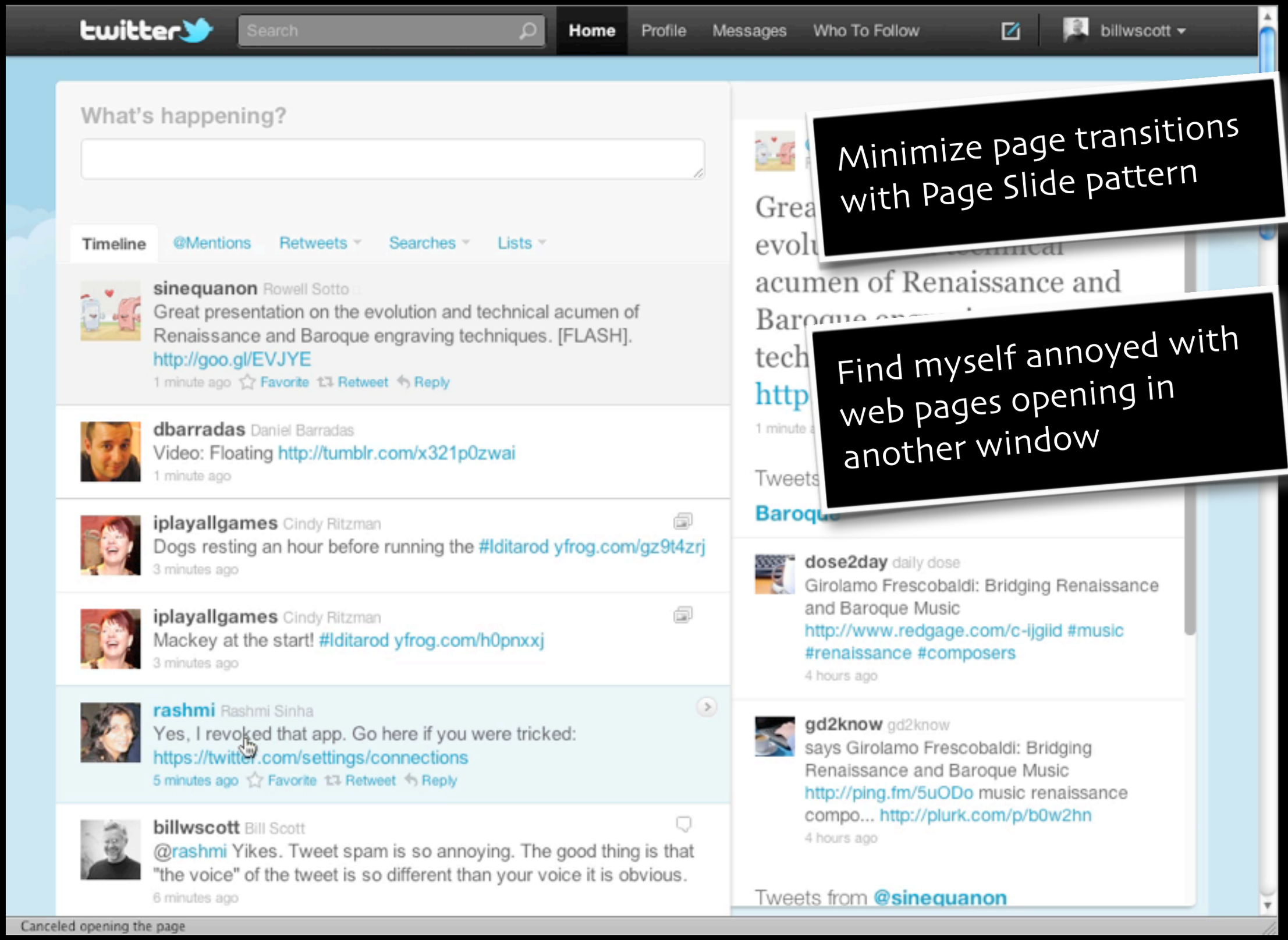
Twitter as Web App



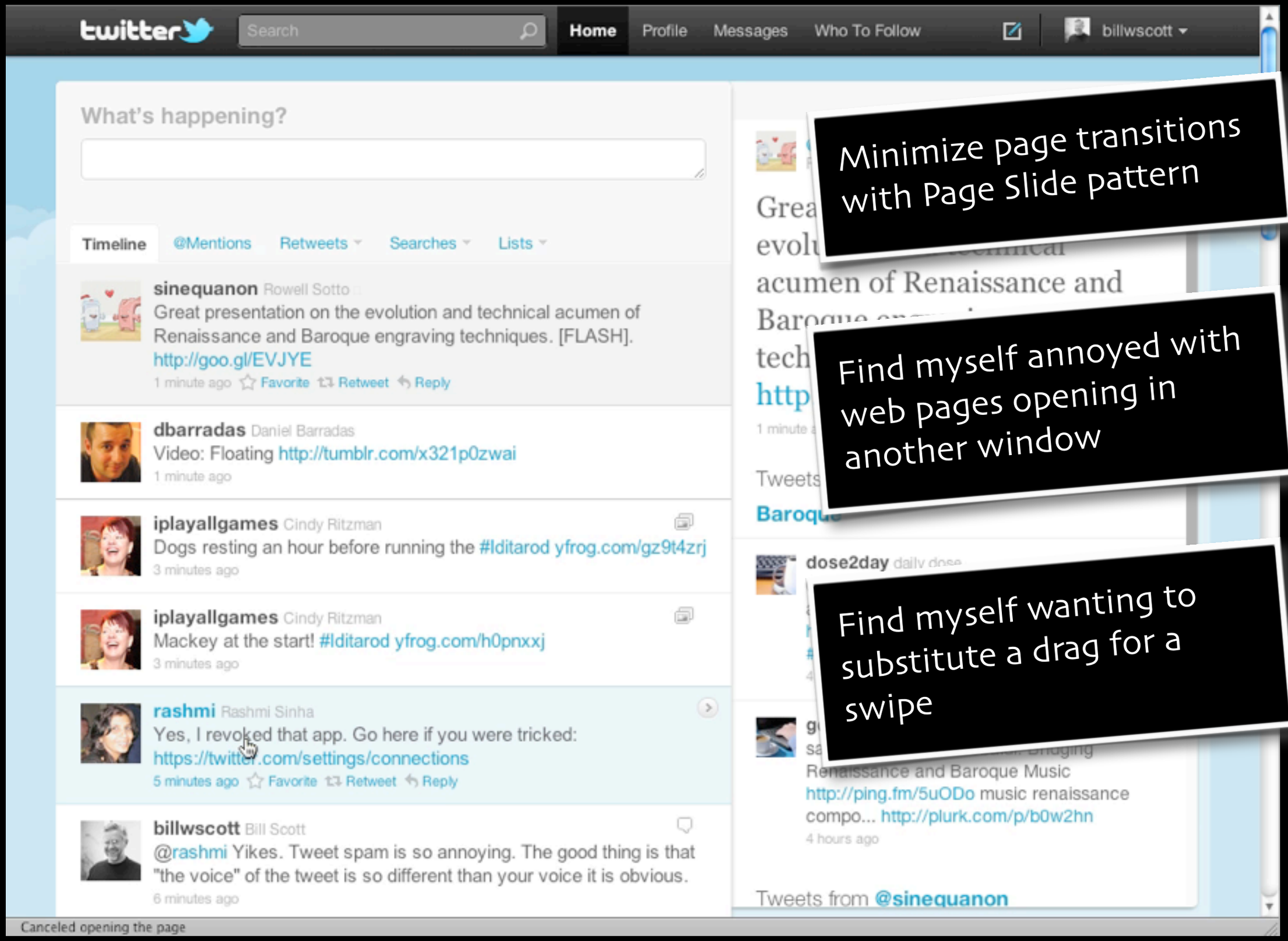
Twitter as Web App



Twitter as Web App



Twitter as Web App



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

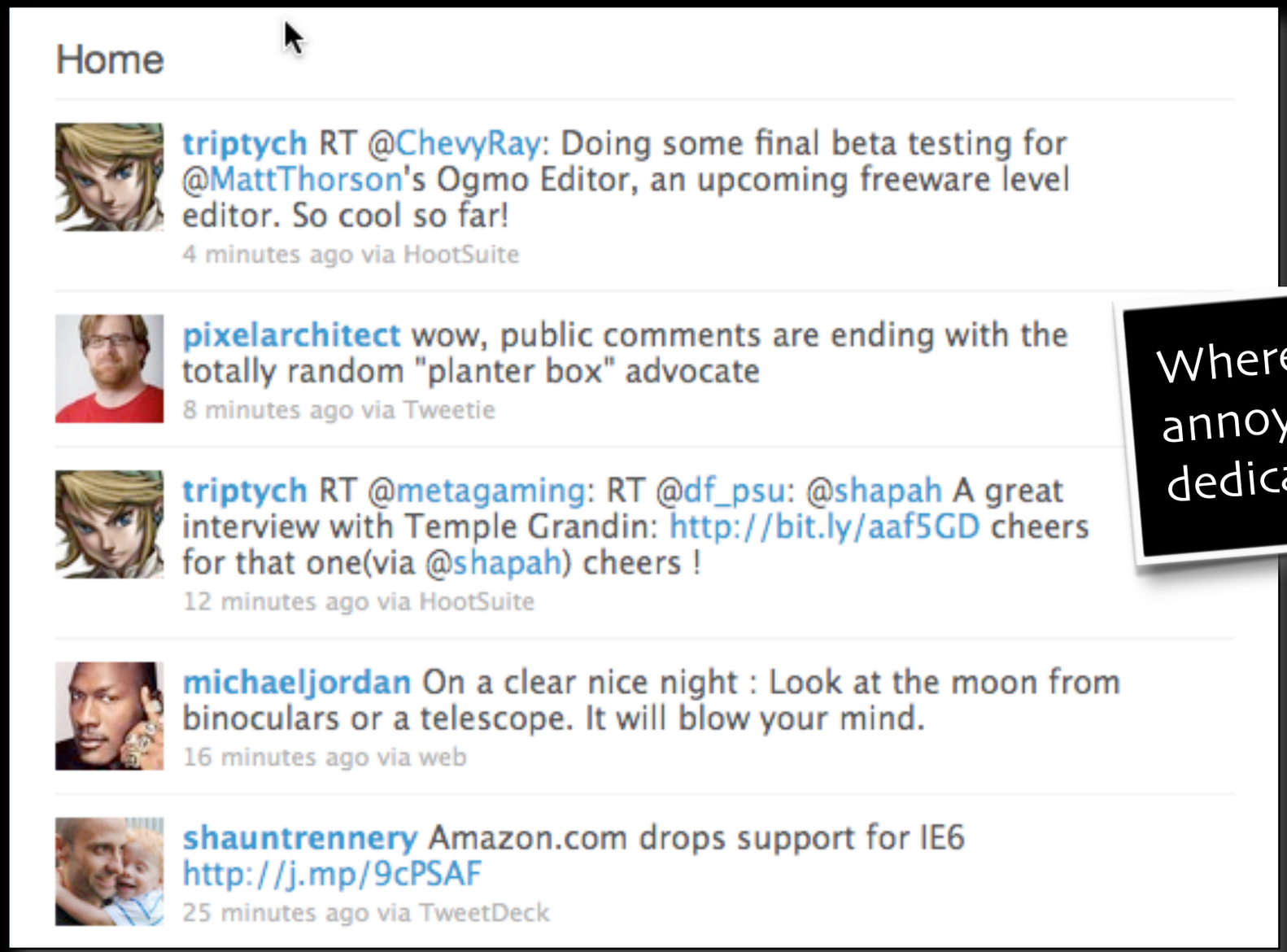
michaeljordan On a clear nice night : Look at the moon from binoculars or a telescope. It will blow your mind.

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



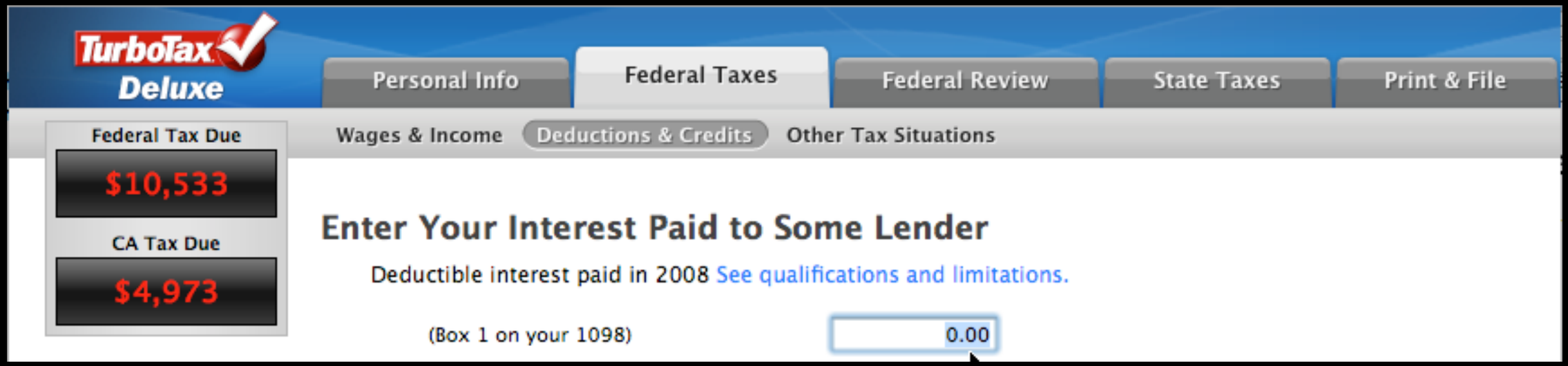
Where possible replace annoying hover popups with dedicated detail panes

#3 Be Responsive

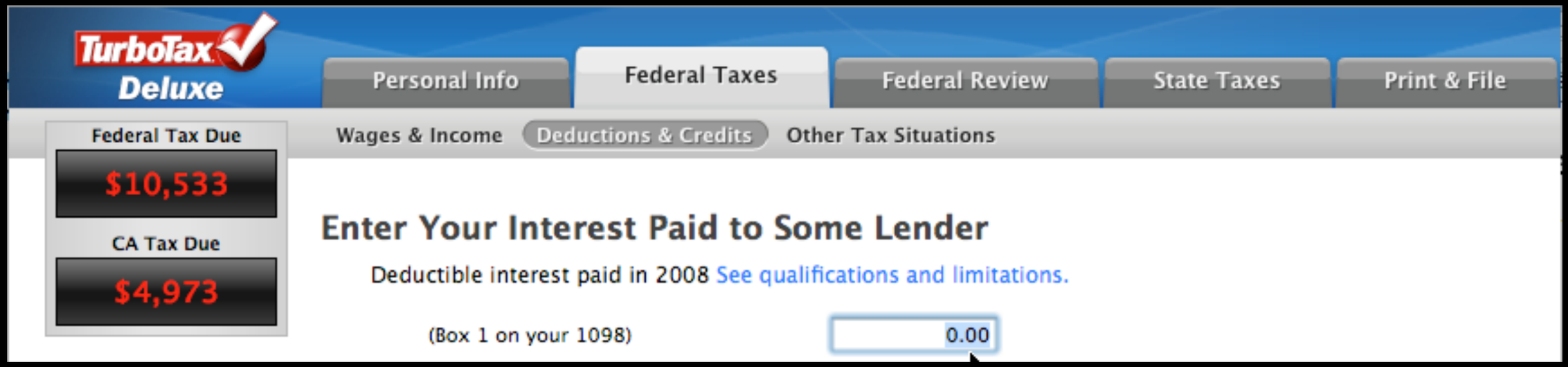
Use Transitions/ Animations to Create Responsiveness

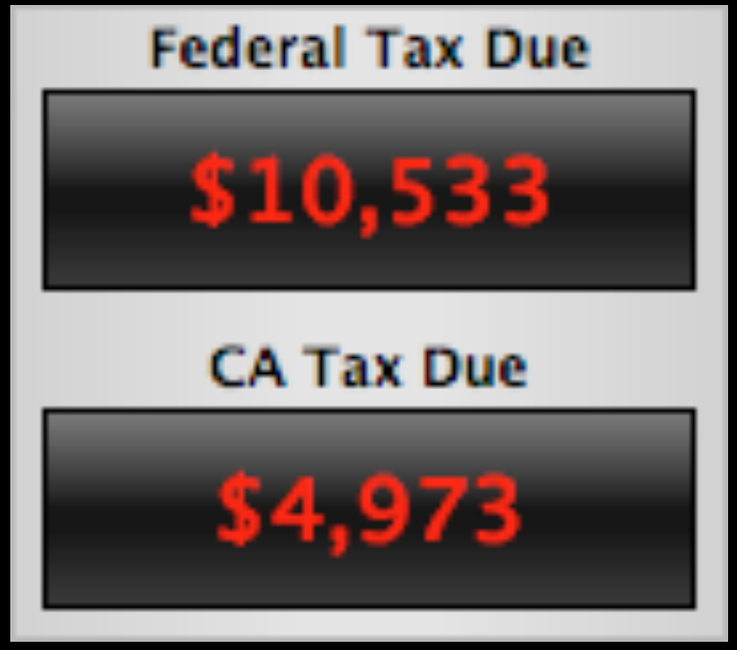
Animation Can...

Animation Can...

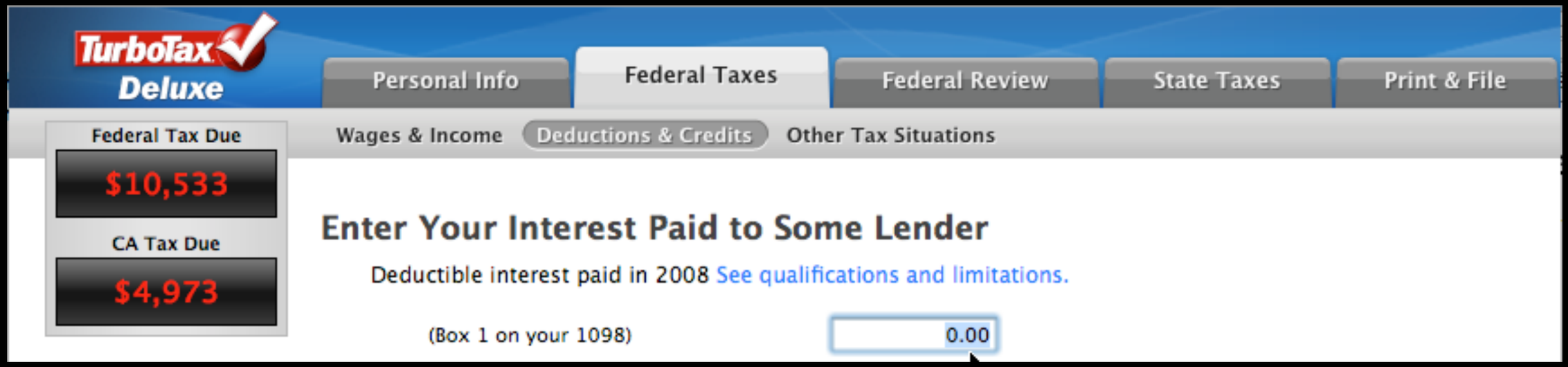


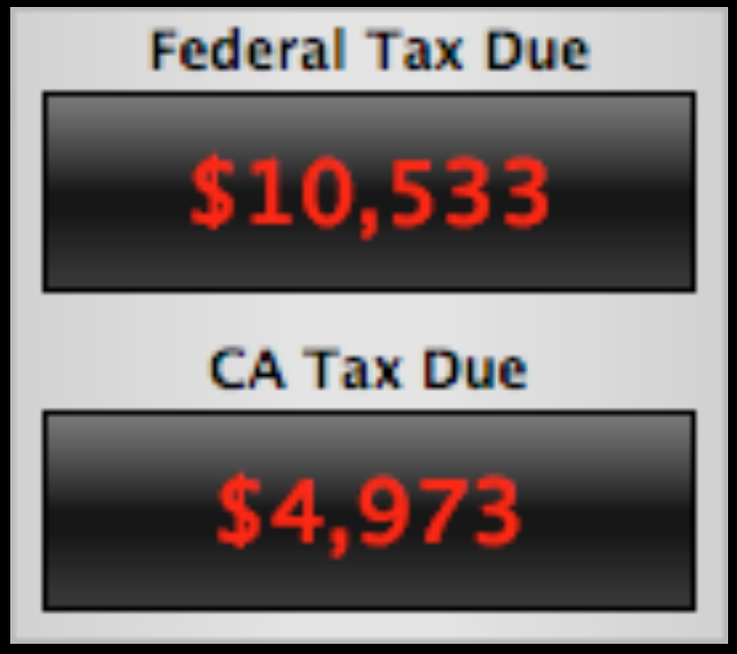
Animation Can...





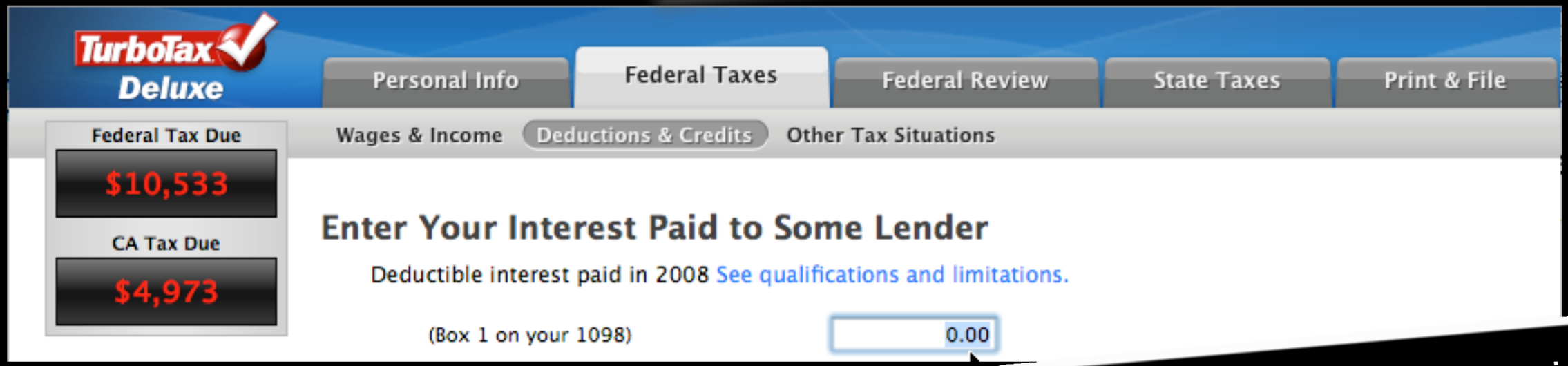
Animation Can...





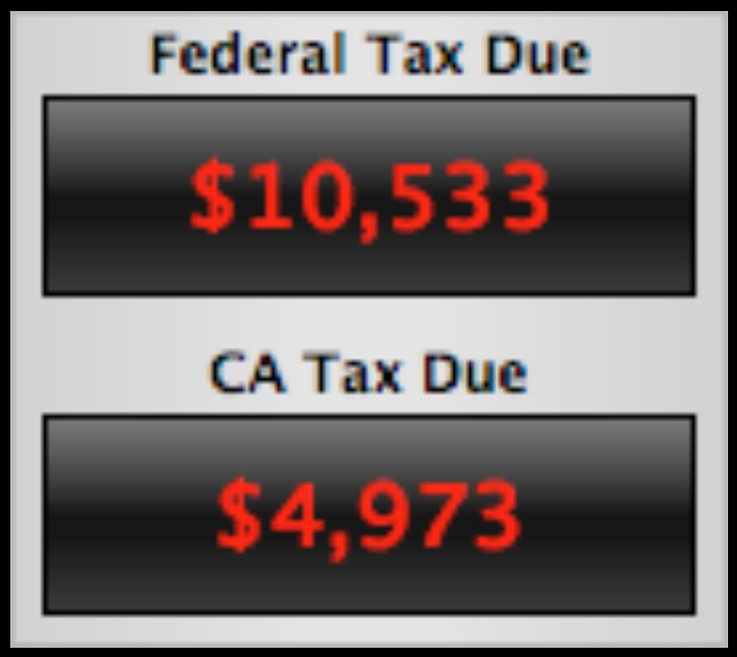
Animation Can...

Be really, really annoying



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

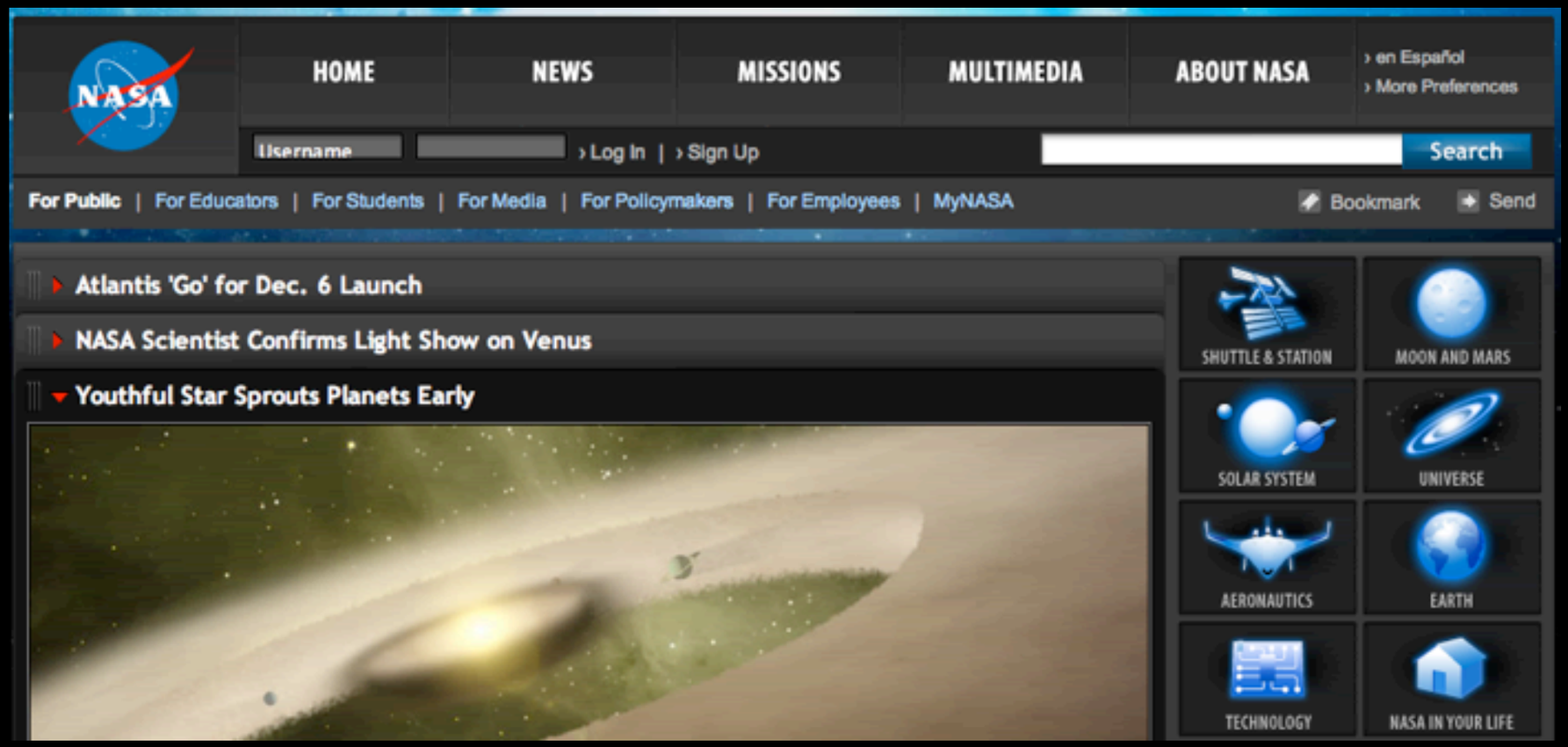
- Occam



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

- Tufte "Smallest Effective Difference"

Web Apps Seem Prone to This



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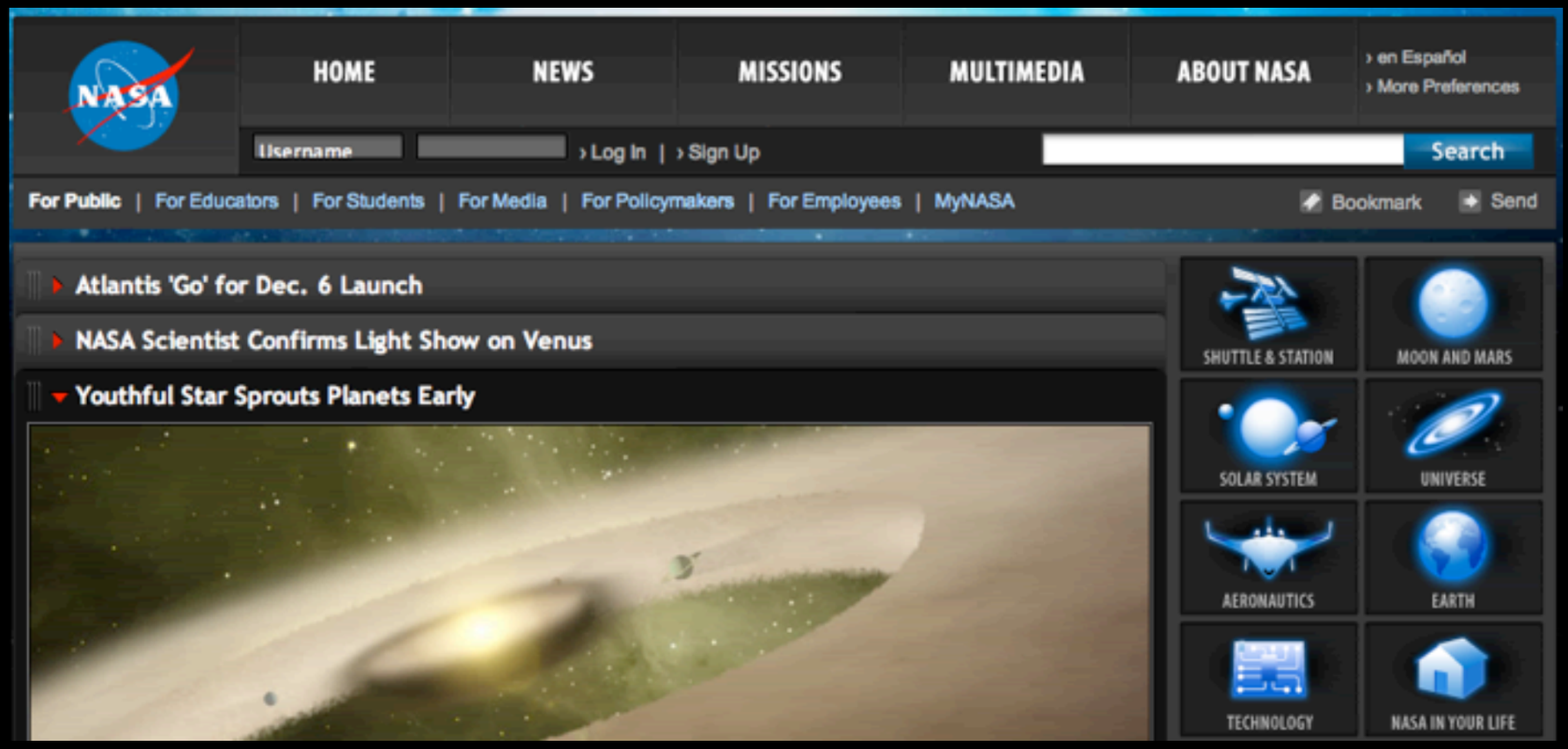

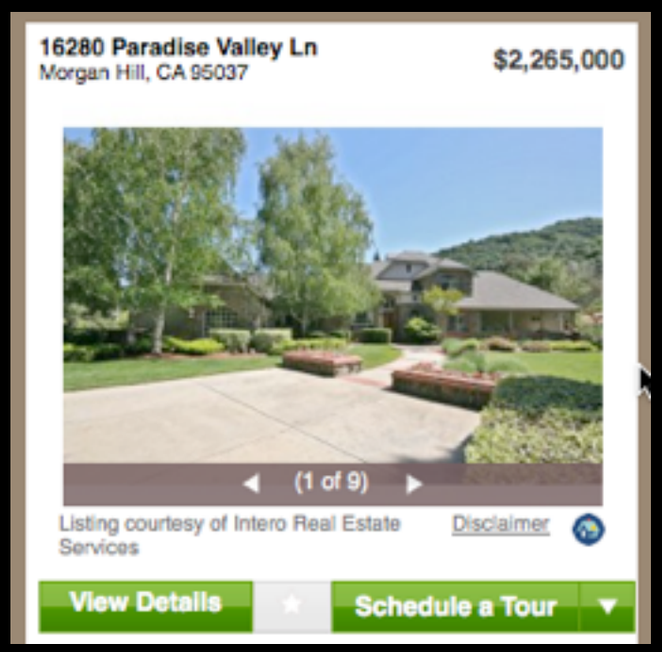

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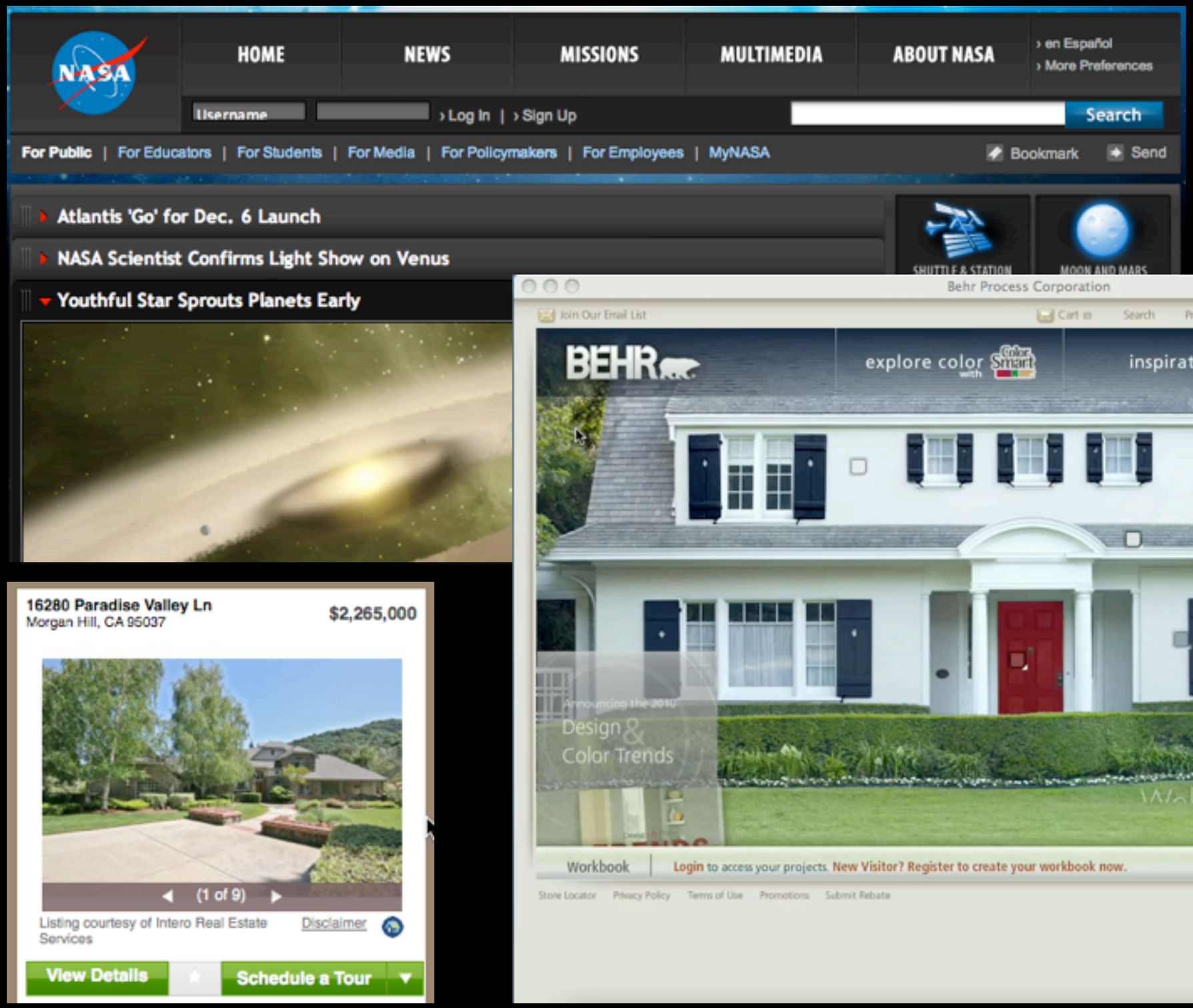
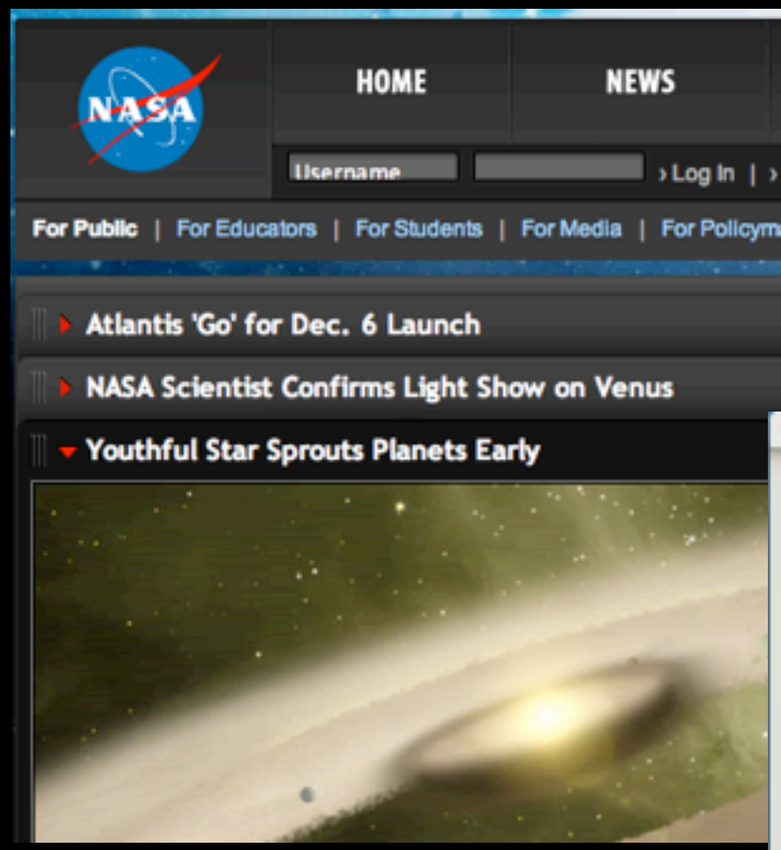
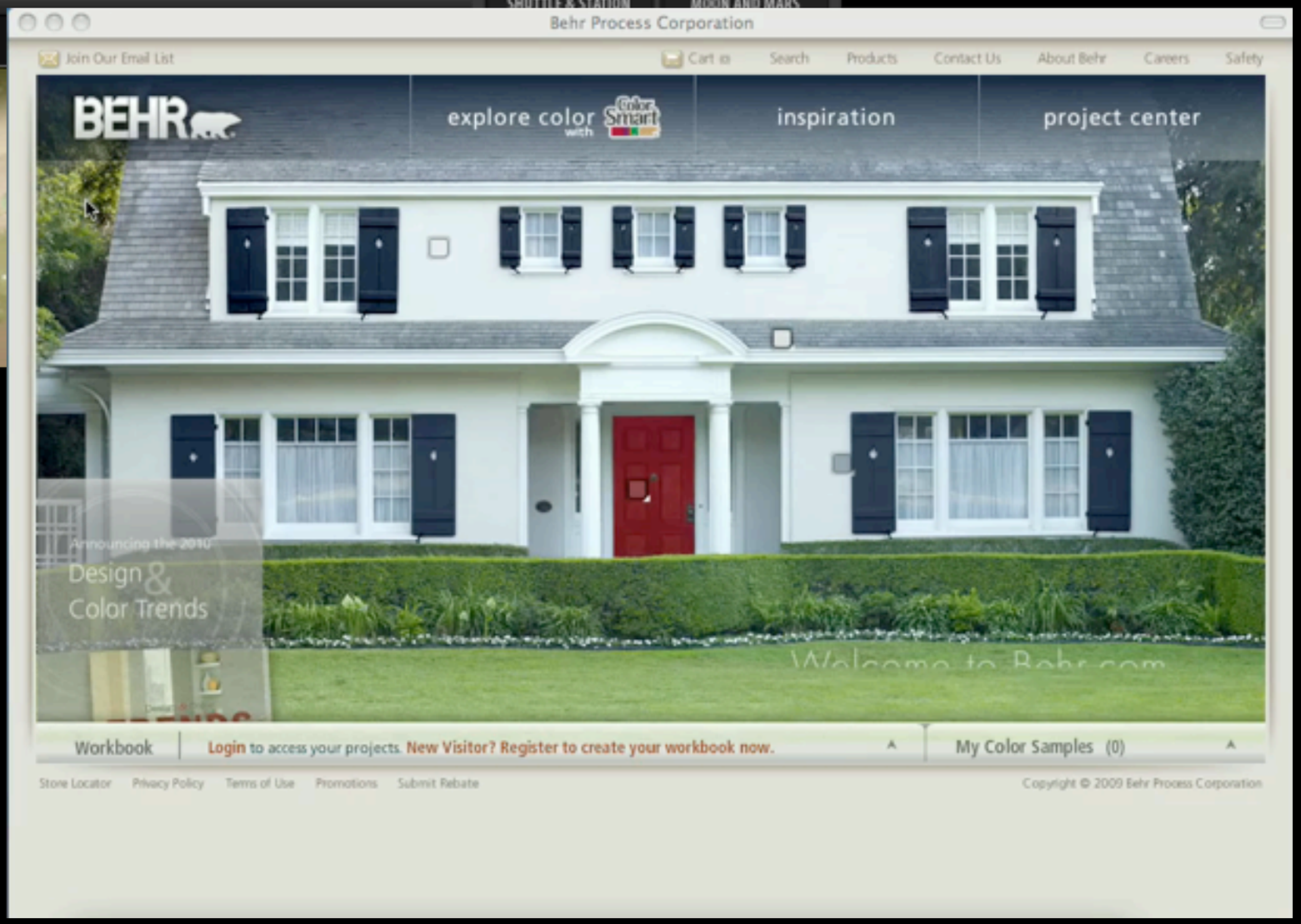
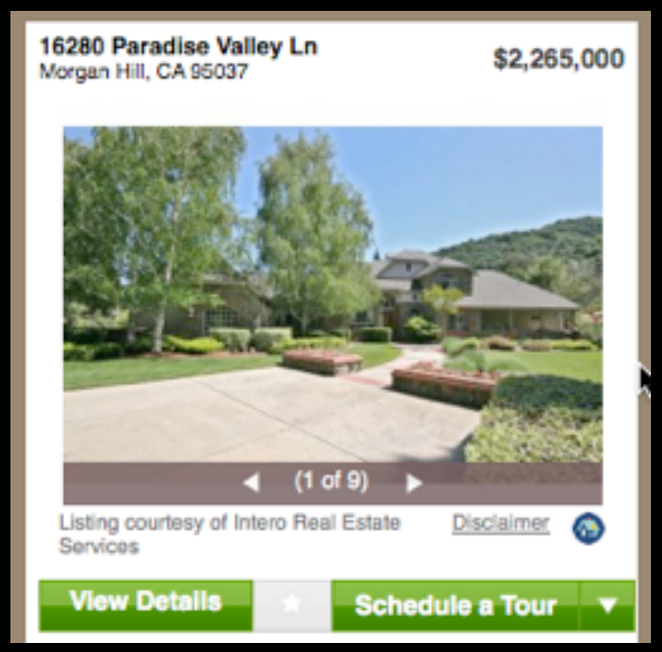


Web Apps Seem Prone to This

Snarky answer: Blame it on Flash :-)







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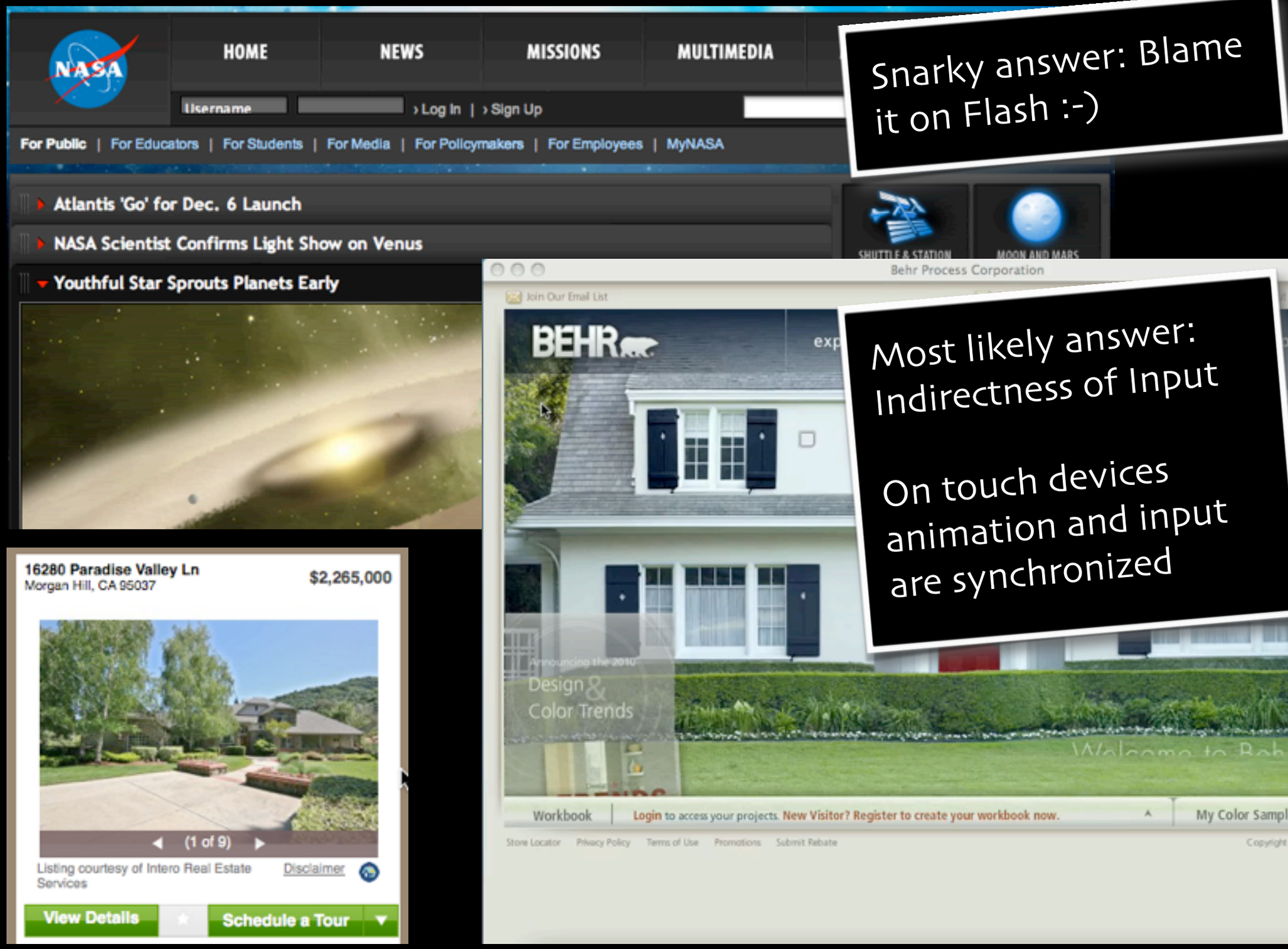

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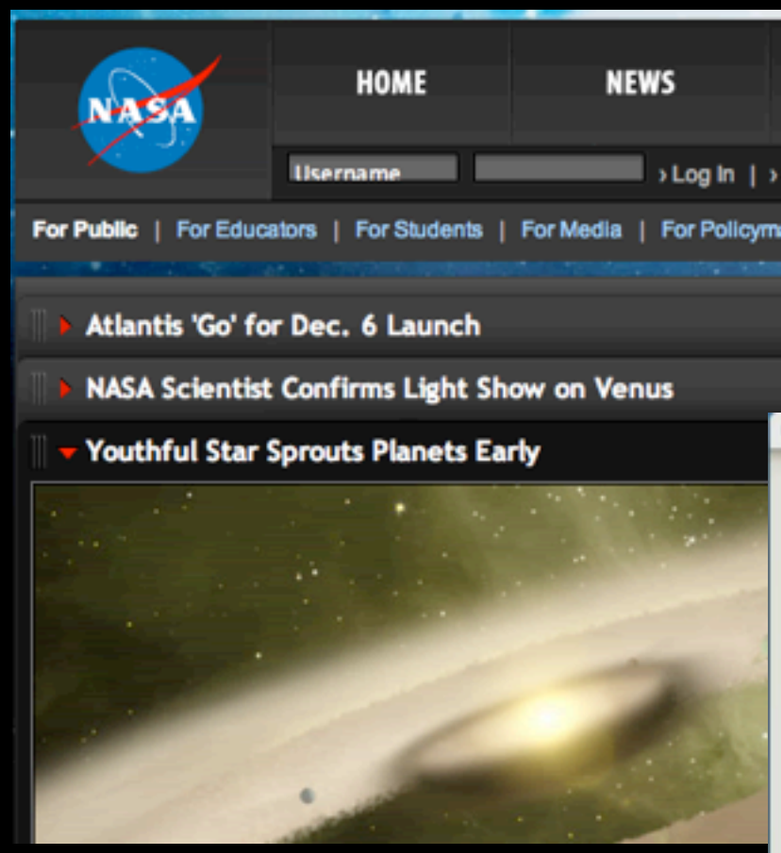

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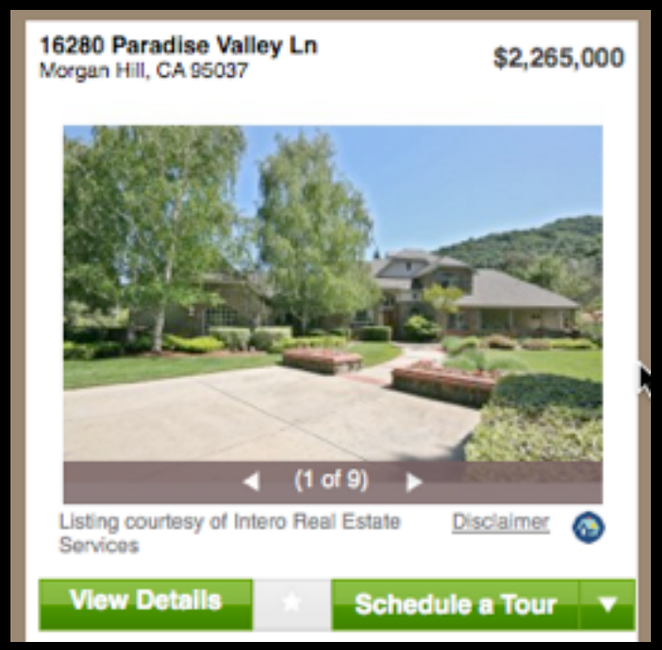
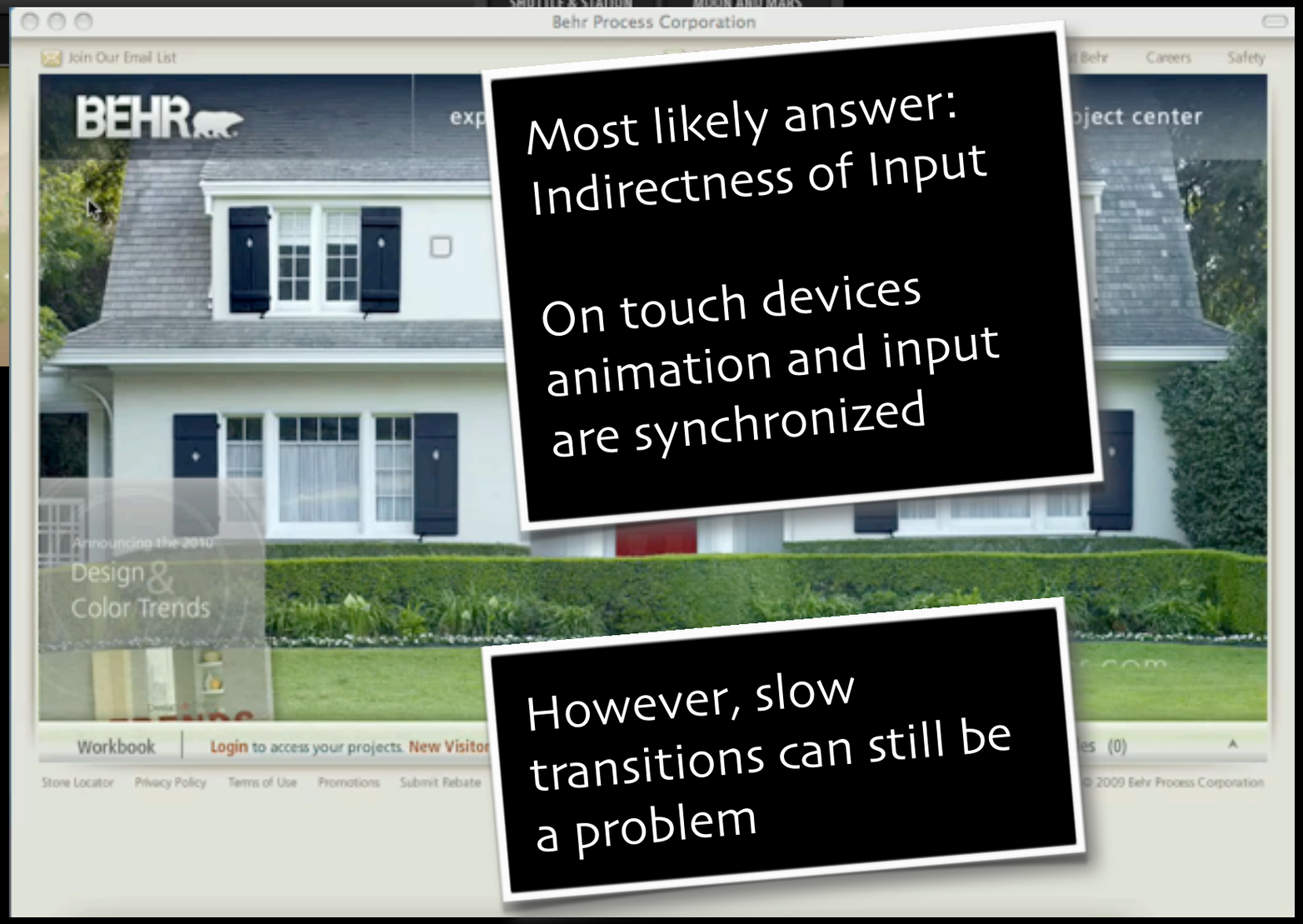


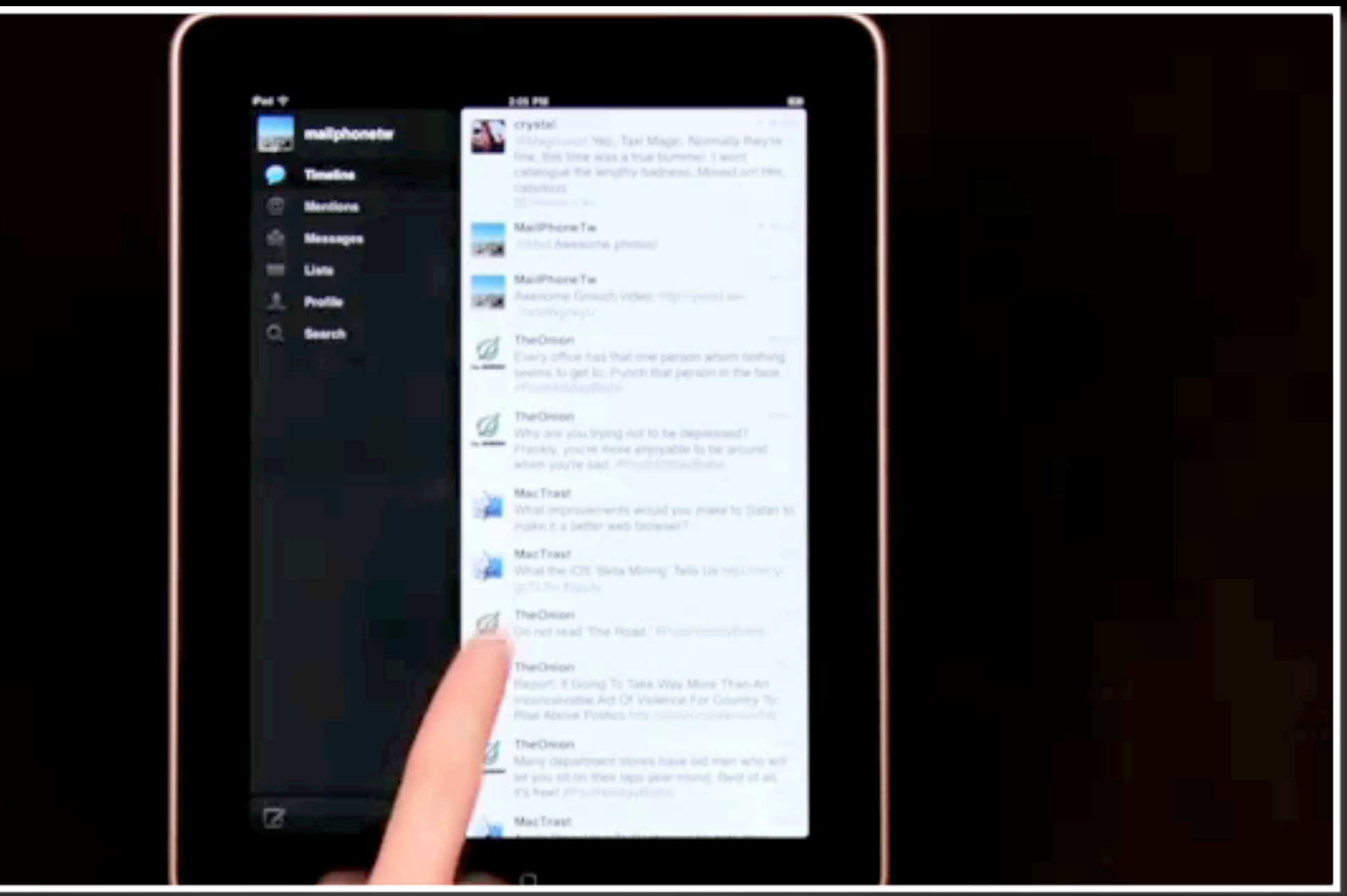


Most likely answer: Indirectness of Input

On touch devices animation and input are synchronized

However, slow transitions can still be a problem

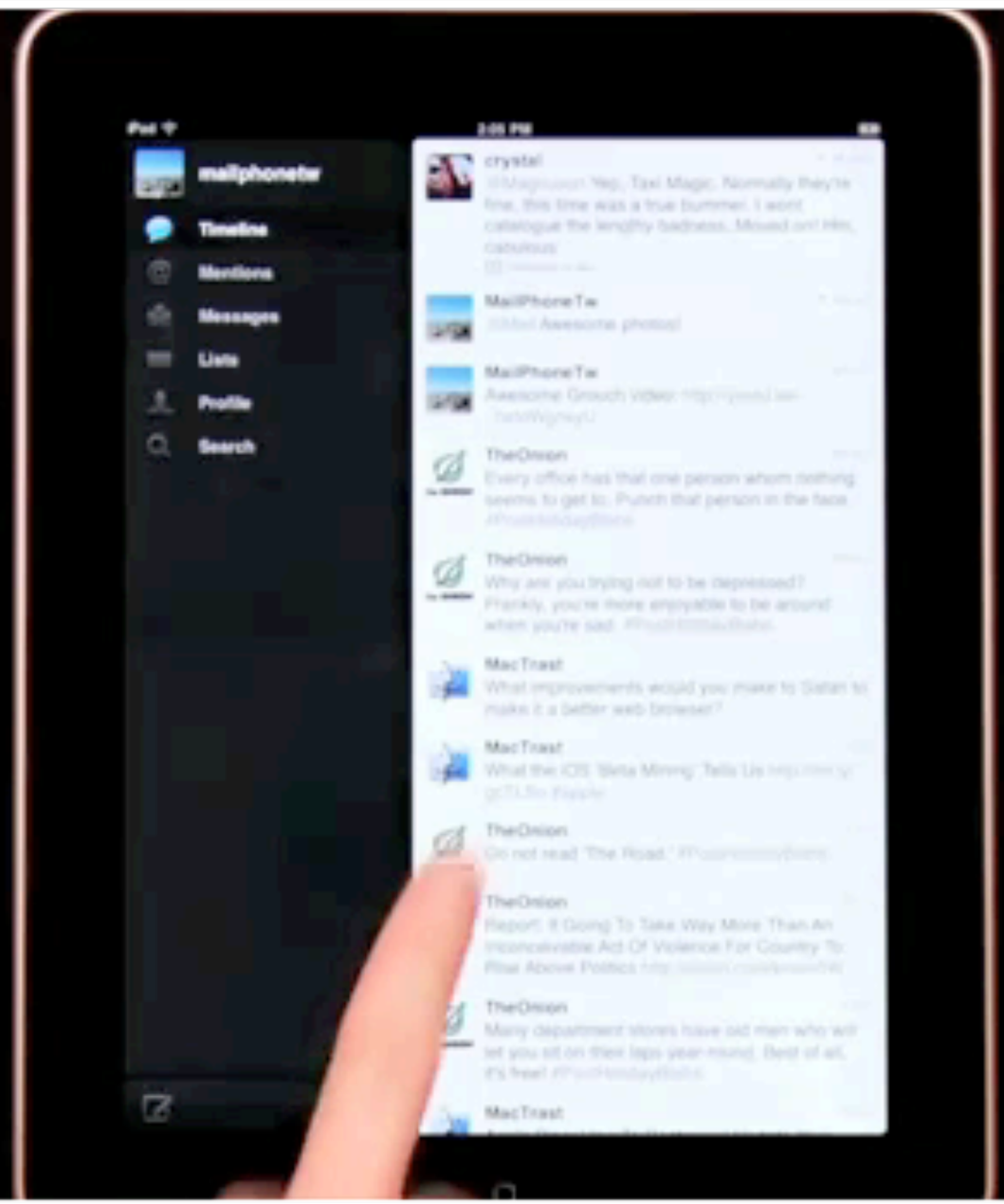
Animation Can Be Good...



Animation Can Be Good...

Reveal relationships

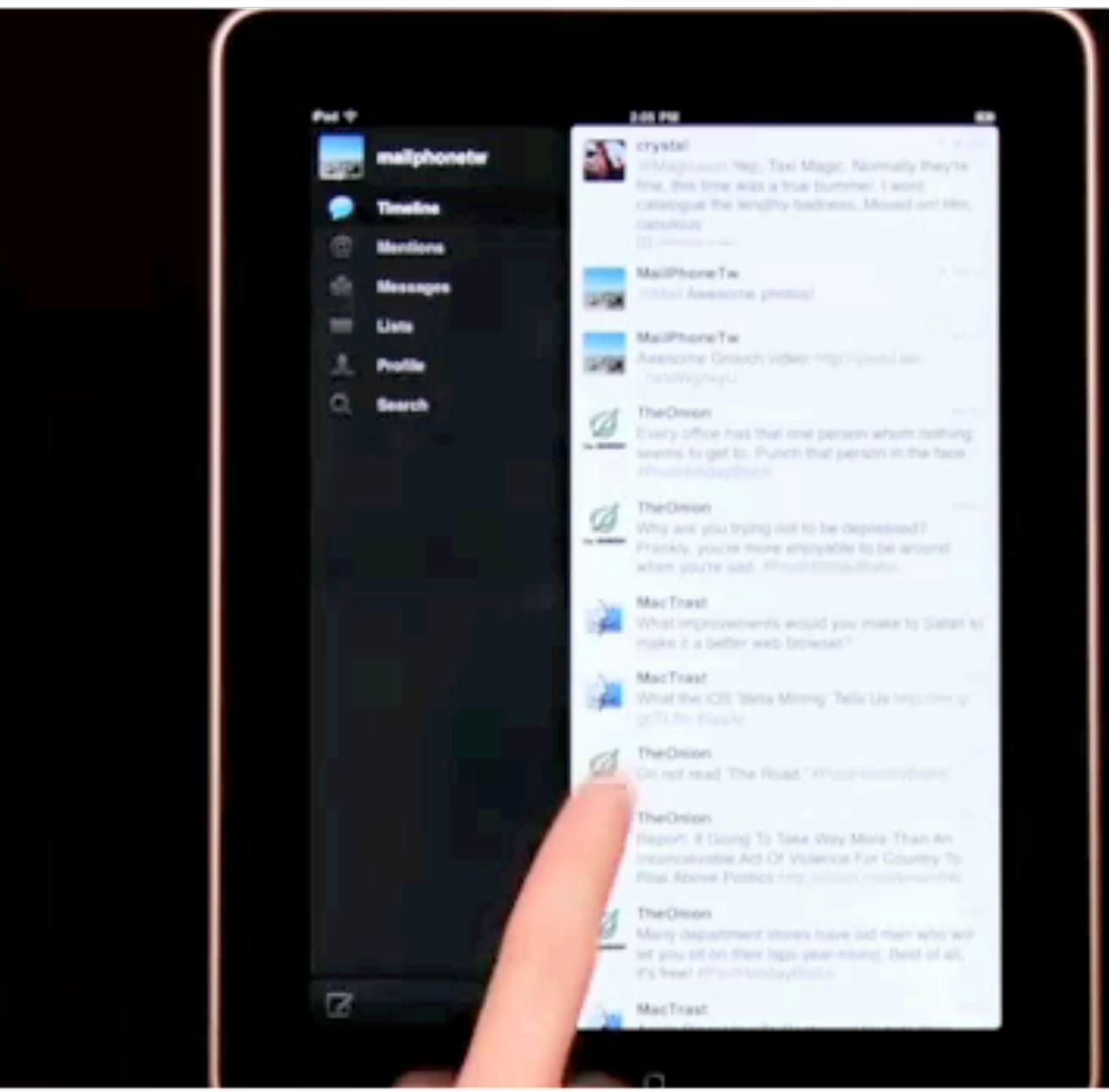
Animation Can Be Good...



Reveal relationships

Improve responsiveness

Animation Can Be Good...

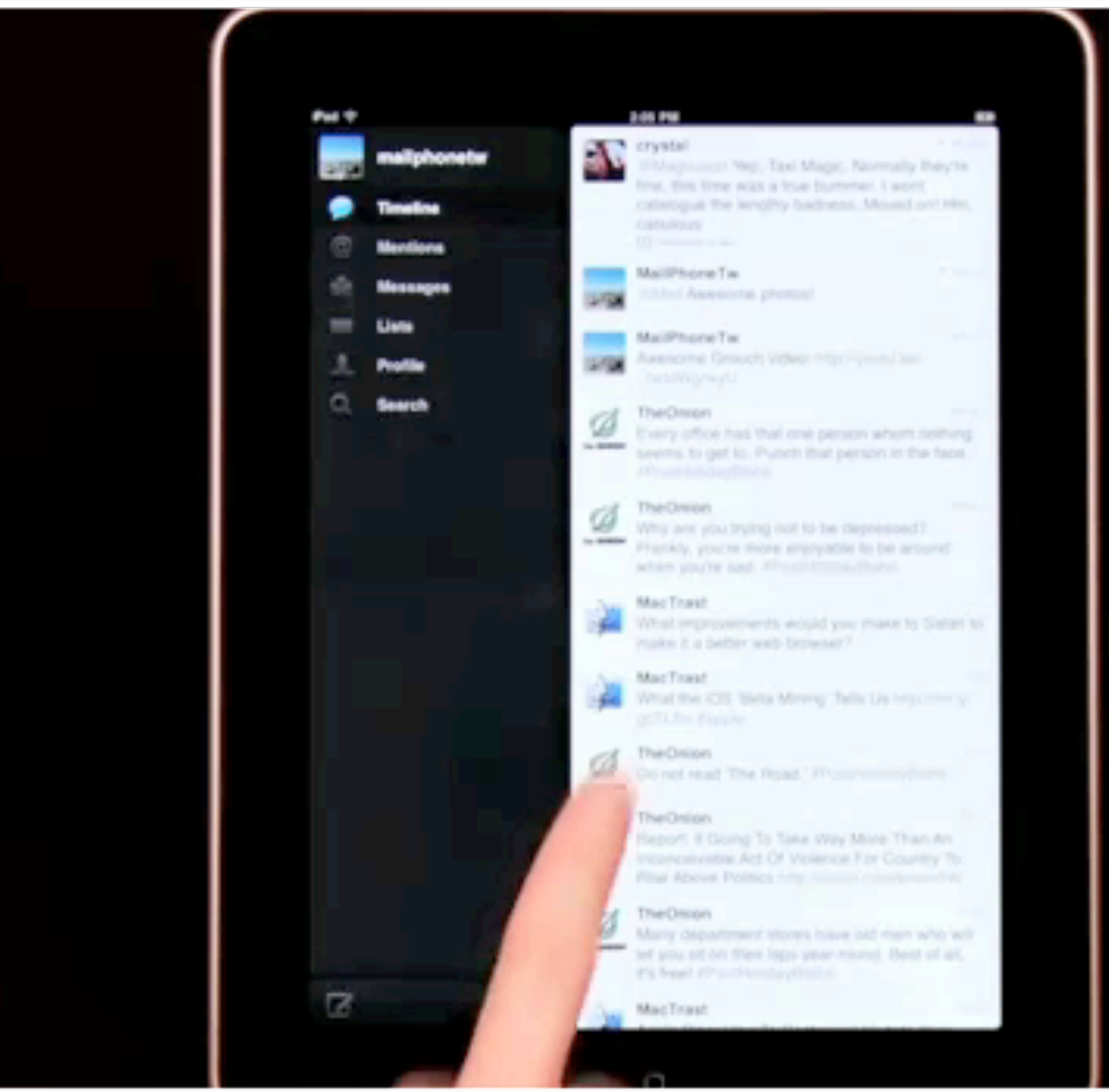


Reveal relationships

Improve responsiveness

Show state change

Animation Can Be Good...



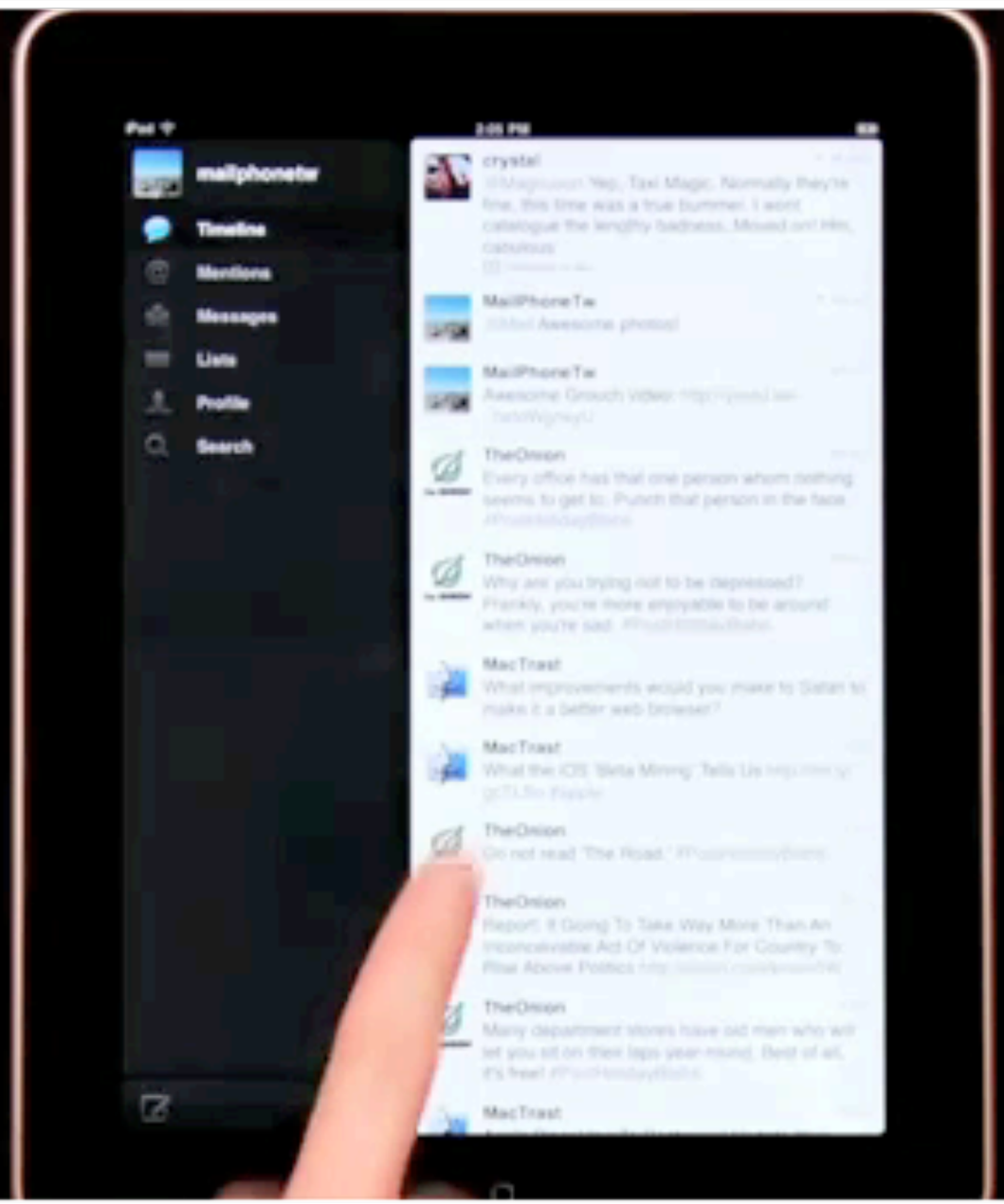
Reveal relationships

Improve responsiveness

Show state change

Focus attention

Animation Can Be Good...



Reveal relationships

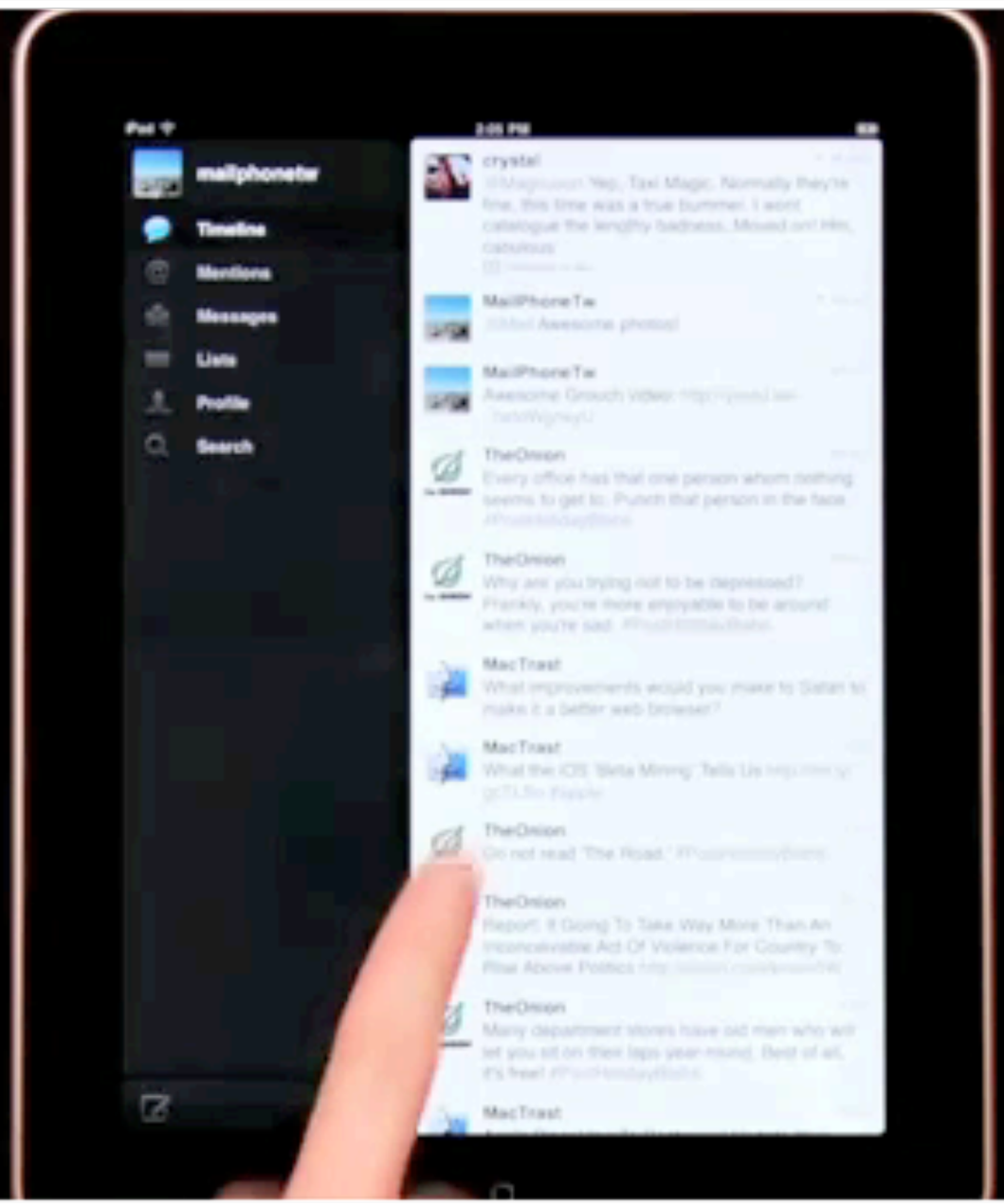
Improve responsiveness

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)...

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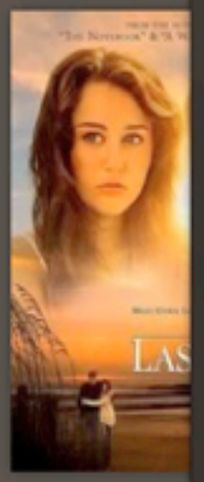

Emotional Dramas

Bella

2006 PG-13 1h 31m

★★★★½

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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Danny Phantom: Ssn 2: Reality Tr ...	★★★★★	Play Next	
Heroes: Ssn 1: Homecoming	★★★★½	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*

☆☆☆☆☆

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Suspenseful Conspiracy Action & Adventure

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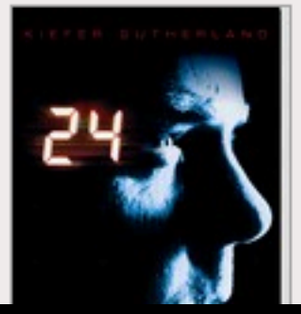
Suspenseful
Action & Adventure

As well as your interest in...

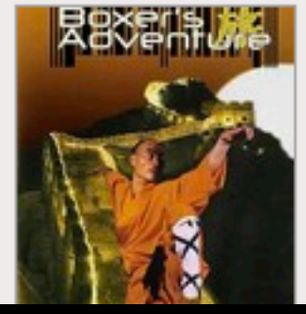
24: Season 2



Chain Reaction

Westbound

Boxer's Adventure



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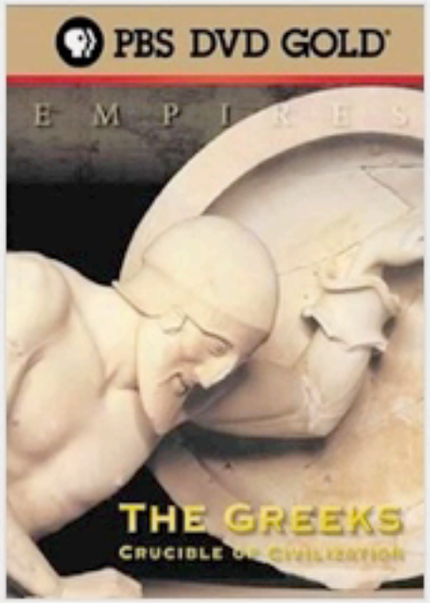

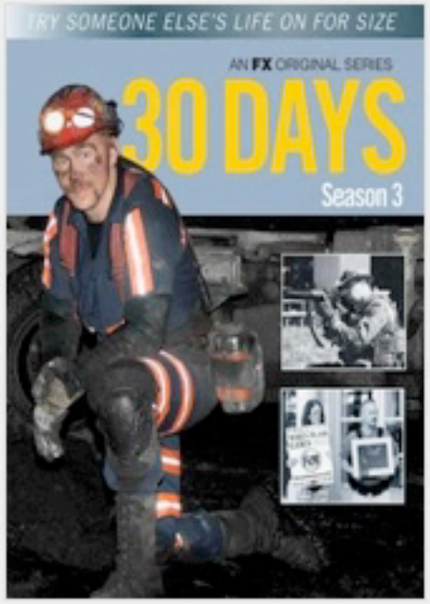

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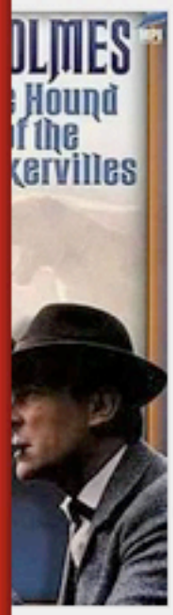
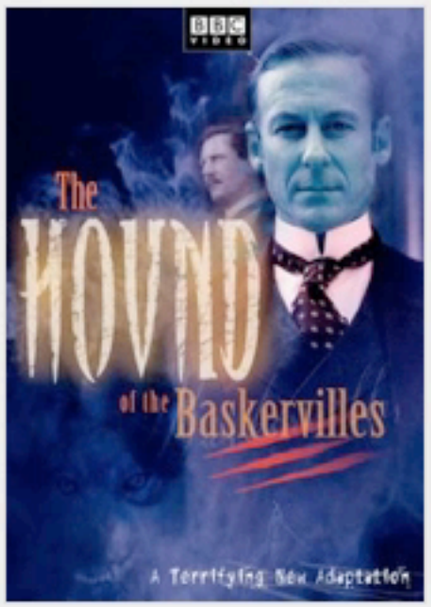
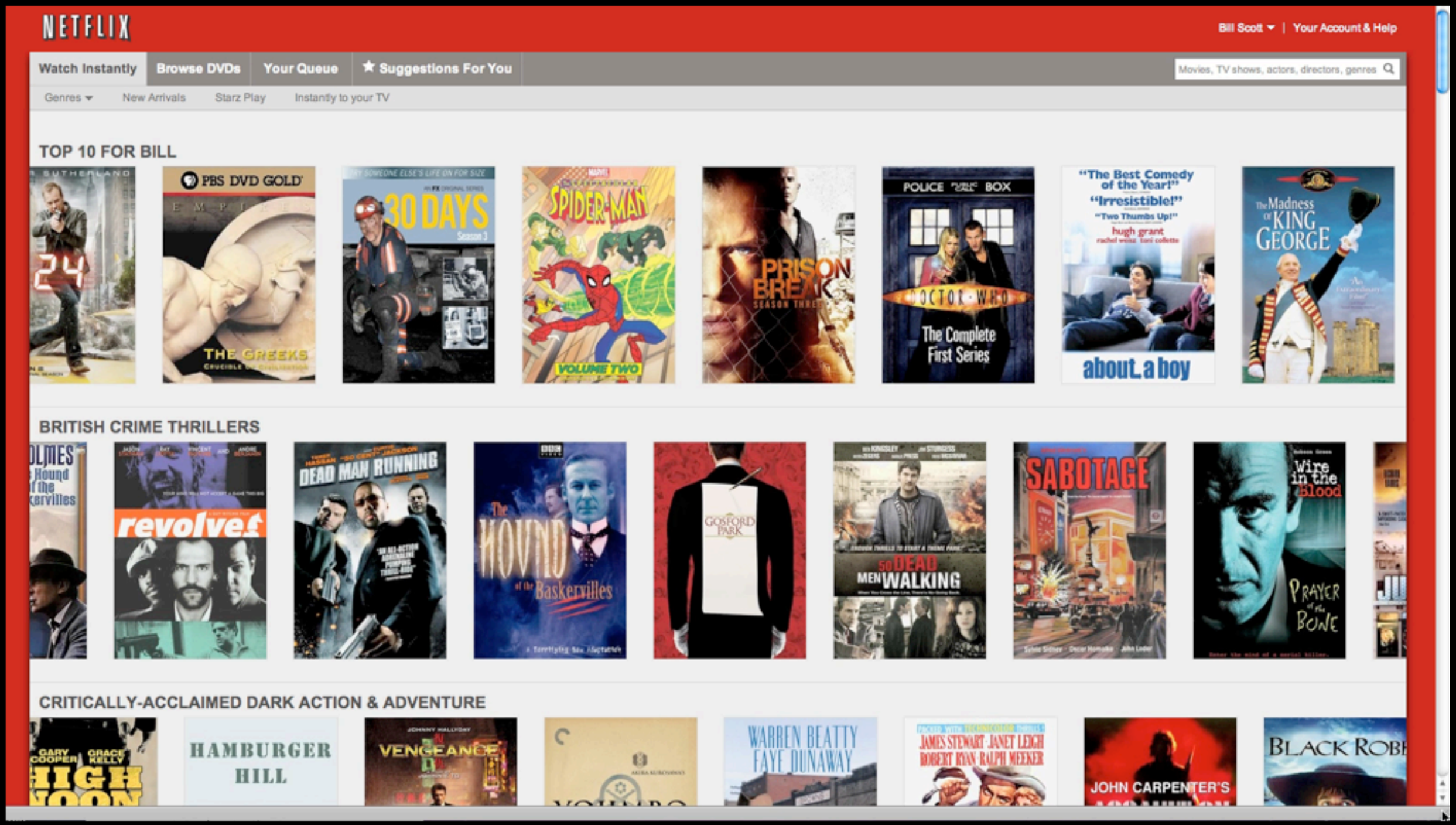




CRITICALLY-ACCLAIMED DARK ACTION & ADVENTURE



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