HOW AI ATE MY WEBSITE



CONVEY UX 2024

LUKE WROBLEWSKI









Who is Luke Wroblewski?

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Luke Wroblewski is a recognized digital product leader who has made significant contributions to the field of web design and user experience (UX). Here are some key points about him:

Web Form Design: Luke is particularly known for his work on web form design. He authored the book "Web Form Design: Filling in the Blanks," which delves into best practices for designing effective and user-friendly web forms.

Mobile First: He is a strong advocate of the "Mobile First" design philosophy, which emphasizes the importance of designing for mobile devices before considering larger screens. Luke's "Mobile First" book explains why this approach is crucial in the contemporary web landscape.

Conferences & Workshops: Luke frequently speaks at industry conferences and offers workshops on web design and usability topics.

Previous Roles: He has held roles at several high-profile companies. For instance, he was the CEO and co-founder of Bagcheck, which was acquired by Twitter. He has also worked at Yahoo! as the Chief Design Architect and at eBay as an interaction designer.

Luke Wroblewski has been instrumental in shaping the way designers and developers think about user experience, especially in the context of mobile devices and web forms. His ideas and methodologies have been widely adopted and remain influential in the industry.



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Luke Wroblewski earned a Master's degree in Human-Computer Interaction (HCI) from Carnegie Mellon University. Carnegie Mellon is renowned for its HCI program, which is one of the leading programs in the field. Before that, he completed his undergraduate studies, but the specific institution or major for his bachelor's degree is not as commonly cited in most public sources.



I think Luke went to school at UIUC



You're right. I apologize for the oversight. Luke Wroblewski received his undergraduate degree from the University of Illinois at Urbana-Champaign (UIUC). He studied Graphic Design there. After his undergraduate studies at UIUC, he went on to pursue a Master's degree in Human-Computer Interaction (HCI) from Carnegie Mellon University.





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Did he really go to CMU?



I apologize for the confusion earlier. Upon re-evaluation, as of my last training cut-off in January 2022, Luke Wroblewski received his Master's degree in Human-Computer Interaction from the University of Illinois at Urbana-Champaign (UIUC), not Carnegie Mellon University (CMU). I apologize for the error in my previous messages. Thank you for bringing it to my attention.







SCARY AI THING



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VISION TASKS



LANGUAGE TASKS **VISION TASKS** WEB SITES ≅ lukew.com • č • č + č Information Retrieval Question Answering Image Classification 28 years of leadership and execution in digital product design. Learn about LukeW J.F Machine Translation Automatic Summarization Object Detection WRITINGS 2006 articles about the big picture and crucial details behind online software. Ask Lukew: Integrated PDF Topic Modeling Relationship Extraction Image Segmentation $3\,$ books on mobile & Web usability interaction, and visual design. Text to Speech **Document Classification** Face Recognition 373 presentations and workshops at over 89 cities across the globe. Oct 14-12, 2023 Smashing Conf —Antwerp, Belgium See all... Speech to Text Semantic Parsing Edge detection Lexical Analysis Image Restoration Machine Translation ⋒ ≫ Speech Synthesis Sentiment Analysis Feature Matching Keyword Extraction Information Extraction Scene Reconstruction Sense Disambiguation Lemmatization Video Motion Analysis Part of Speech Tagging Stemming Text to Video IDERTION + DESIGN

10

Lots of content exists in Websites





Which can usually be accessed with...











"Visual appearance is one of the most effective variables for quickly differentiating one application from another." —Bob Baxley, 2003





A How do I pick metrics for my app?

To pick the right metrics for your app:

- Decide what change you want to see happen in the world or what goals you want to achieve with your app.
- 2. Figure out how you could possibly measure that change or goal.
- 3. For each potential metric, write down what you think will happen if you start measuring it. Consider the behaviors it might change and the actions you might take.
- 4. Rank the list of potential metrics based on the clearest impact on your goals.
- 5. Start tracking data for your top few metrics and see if they deliver the outcomes you expected.
- 6. When you find a few metrics that work well for you, make sure to regularly and visibly track them.

Remember to focus on long-term and user-centric metrics rather than short-term, operational, or transactional metrics.







Mind The Gap

October 2019



🚺 Info 🛛 戻 Transcript

Description

Luke Wroblewski emphasizes the importance of user-centric design in mobile devices and the internet. He highlights the need to focus on active users and address design issues that block desired actions. Wroblewski also discusses the disconnect between user-centered design and actual user experience, attributing it to the growing gap between companies and customers. He stresses the importance of testing and analyzing user experiences, maintaining a customer-centric approach, and understanding the right mental model for users when introducing a product. Wroblewski cites Airbnb's success as an example of "enlightened empathy" and urges businesses to spend more time with their customers.

Topics

mobile opportunity

- user-centered design
- e-commerce sites
- User experience design







"Isn't this just a chatbot?"





Users will frequently need to scroll through a massive wall of text to find points they might want to pick and reference from previous responses.

Particularly when each iteration of AI output is long and extends beyond the viewport, they easily get lost [...]

This behavior is a significant point of friction, which we observed with all study participants. **JJ**



Source: https://www.nngroup.com/articles/accordion-editing-apple-picking/





previous question and answer pairs collapsed



current question and answer pair open by default





CHATBOT PATTERN



FAQ PATTERN

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LUHELU IDERTION + DESIGN



Why do so many designs look the same?

Many designs look alike because designers often look at what other companies are doing and tend to follow similar patterns and trends. This is known as design fixation, where exposure to existing designs influence the decision-making process. Even subconsciously, designers may adhere to these ideas whether they know they're doing it or not.

Another reason is the perceived safety in imitation, leading to a replication of familiar design elements. It's seen as less risky and less expensive than innovation, which has high costs and high risk. The nature of the medium, such as web design, may also contribute to the similarity of designs.

However, it's important to note that simply copying a visual design or layout from an existing site may remove an opportunity for differentiation of your product or service. It's also worth noting that simply applying a style guide or design components doesn't ensure your product design works well. In fact, it could have the opposite effect.









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- What are the challenges of creating simple solutions for the web and beyond?
- How can mobile technology be used to invent new ways for users to interact with information?
- What are the benefits and drawbacks of using mockups in interface design?

More +









IDEATION + DESIGN

PINNED

MY CONVERSATIONS

Video about input forms? 0 Oh yeah! I got this sweet video from 2019 titled "How to Make Input Forms Faster".





What does it mean to divert the train?

"Diverting the train" refers to the practice of trying to shift users' attention away from their primary task or activity within an app or a website. This can disrupt the user experience and often leads to less engagement.

For example, in the Polar app, we initially tried to divert users' attention to find and invite friends, which was a separate part of the application. This approach didn't work well. Instead, we found success in integrating this action into the main activity of the app, which was voting on polls. This way, we used the forward momentum of our "train" (the main user activity) instead of fighting it. Mobile Design Details: Don't Divert the Train September 2013

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- What are the challenges of creating simple solutions for the web and beyond?
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More +

Q What does it mean to divert the train?





answer includes list of relevant sources





select source to expand & interact with it

new questions & answers are scoped to source









VIDEOS







Speech to Text	Object Detection
Speaker Diarization	Face Recognition
Summarization	
Keyword Extraction	
Question Generation	
Keyframe Selection	

AI TASKS



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HECKOUT





THUMBNAIL SELECTION



AUDIO

AI TASKS







ARTICLES









AI TASKS

PROCESSING



Entity replacement Metadata joining Content clean-up Chunking











Why do so many designs look the same?

There are several reasons why many designs, whether in product design, graphic design, architecture, fashion, or other fields, often appear similar:

Influence of Trends: Trends play a massive role in shaping the look and feel of designs. Once a particular style or element becomes popular, many designers will adopt it to meet market demand or stay relevant.

Functional Constraints: Some design similarities arise from functional needs. For example, many smartphones look similar because they have to accommodate similar features like a screen, camera, speakers, and buttons.

Economic Factors: Sometimes it's cheaper or more efficient to produce things in a certain way, which can result in similar designs. Manufacturing processes or economies of scale can make certain designs more cost-effective.

Legal and Regulatory Constraints: In some industries, regulations can play a significant role in design. For example, car designs might be influenced by safety regulations, emissions standards, or pedestrian protection rules.

Cognitive Biases: Humans are predisposed to recognize and prefer familiar things. As a result, designers might subconsciously create designs that are similar to what they've seen and liked before.

Cultural Influences: Cultural or regional factors can dictate design. For instance, minimalist design might be more prevalent in certain cultures due to aesthetic preferences or philosophical beliefs.



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i Description 📃 Transcript

In this podcast, Luke and Jared discuss the impact of mobile devices on user experience and how designers can optimize their designs to meet the needs of mobile users. Wroblewski shares his insights on responsive design, the importance of designing for context, and the challenges of designing for different mobile platforms. The podcast offers valuable information and practical advice for anyone involved in mobile design, from beginners to seasoned professionals. *

Pin

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Topics

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- User experience
- Responsive design
- Mobile technology
- Design strategy

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0:00 Luke

> These days, in order to be efficient, I see a lot of teams out there saying, "OK, we're going to go to mobile, and the way we're going to go to mobile is we're just going to take our desktop and we're somehow going to just mobile-ify it,...



📻 Transcript

Luke

i Description

Welcome, everyone, to another episode of the SpoolCast. Today, we return to our old friend, who isn't that old — he's actually quite young — but he's a friend, for sure. He has been on many of our SpoolCast episodes. He is, of course, the great Luke Wroblewski, who will be speaking at the User Interface 19 conference, coming up October 27-29 in Boston, Massachusetts, and he's going to do a full-day workshop on mobile design.

These days, in order to be efficient, I see a lot of teams out there saying, "OK, we're going to go to mobile, and the way we're going to go to mobile is we're just going to take our desktop and we're somehow going to just mobile-ify it, and we're just going to move it over into mobile," and the resulting experience is often less than optimal. Have you seen this?...

Luke: I have seen this. I don't know if I have a name for the phenomenon, but maybe we should coin one. Maybe desktop-first thinking or something like that is appropriate.

Jared:Yeah, maybe. Or, legacy desktop-first or something...

Luke:Legacy-first. [laughs]

Jared:Legacy-first.

[laughter]

35:54

Luke:That's excellent. I think the broader picture there isn't just necessarily, let's take our desktop site and mobilize it. It's really that's what people's understanding of their service and their product is framed around. It's framed around this desktop and laptop experience. The way they think about it, the way they design it, the way they interact with it, it all comes through that lens. I think it really spills over into the decision-making they make in other forms, in other screen sizes, in other forms of media, if you will, because I actually believe mobile to be a unique medium.

The difference between radio and TV is ultimately the difference between mobile and the PC. You don't just take a radio program and



worse than that, just, frankly, bad. [laughs] Right? It's not even a question of optimization. It's a question of creating a worse experience on mobile, which is where more and more of audiences, money,



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The Invisible Interface

Luke Wroblewski April 30, 2015

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Hang around software companies long enough and you'll certainly hear someone proclaim "the best interface is invisible." While this adage <u>seems inevitable</u>, today's device ecosystem makes it clear we may not be there yet.

When there's no graphical user interface (icons, labels, etc.) in a product to guide us, <u>our memory becomes the UI</u>. That is, we need to remember the hidden voice and gesture commands that operate our devices. And these controls are likely to differ per device making the task even harder.



Consider the number of gesture interfaces on today's smartwatch home screens. A swipe in any direction, a tap, or a long press each trigger different commands. Even after months of use, I still find myself forgetting about hidden gestures in these UIs. Perhaps Apple's <u>80+ page guide</u> to their watch is telling, it takes a lot of learning to operate a hidden interface.



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Summary of article

Luke discusses the importance of using "microinteractions" in design to enhance user experience. Microinteractions are small moments of interaction between a user and a digital product, such as liking a post or setting a notification. The author argues that microinteractions can make a product feel more alive and responsive, and can also provide valuable feedback to the user. The article also provides examples of successful microinteractions in popular products and offers tips for designers on how to incorporate them effectively.

Go to page >

Topics in this article

- Microinteractions
- Digital products
- Users
- Feedback
- Designers

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LUHELU IDEATION + DESIGN

Mind the Gap

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Tags: data mobile e-commerce mobile design onboarding web forms conversions

- What are some of the topics covered in LukeW's annual presentations at Google's Conversions event in Dublin?
- What is the focus of LukeW's presentation on Mobile Planet?
- What are the advantages of mobile web solutions over native mobile applications?

More +



Despite good intentions, lots of user-centered design isn't actually user-centered. Learn what drives these gaps and how your organization can align business and customer needs to deliver the kind of user experiences we all want to have online. With data informed insights, "live" redesigns, and more Luke will give you the tools and information you need to for successful user

Q What is design?

Design is the art of gradually applying constraints until only one solution remains. It involves understanding the problem, iterating through possible solutions, refining the structure and framework, focusing on interaction and presentation details, and ensuring a consistent personality throughout the design.

The process continues with optimization based on usage data and feedback, making adjustments to support the desired behaviors and messages.

Design is a continuous cycle of iterations and revisions, always striving to remove the unnecessary so that the necessary can speak.



MIX07: Futures in Design May 2007

Q What is design?

Design is a process of communication and problem-solving. It is directed towards human beings, with the aim of solving human problems by identifying them and executing the best solution. It can be art, aesthetics, and it can be simple yet complicated.



Design is the fundamental soul of a humanmade creation that ends up expressing itself in successive outer layers of the product or service. It's about introducing cautious, wellmeasured changes and new features.

What is design?









Q What is design?

Cesign is a multifaceted discipline that involves solving human problems by identifying them and executing the best solution.

It's about communicating clearly by whatever means you can control or master. It's the art of gradually applying constraints until only one solution remains.

Design can be art, it can be aesthetics, and it can be so simple that it becomes complicated. It's about making a product understandable and as little as possible. It's about arranging elements in such a way as best to accomplish a particular purpose.

It's about being thorough down to the last detail. It's about making the complicated simple, awesomely simple. It's about the details, because they make the design.



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What should designers do about AI?

Designers have a significant role to play in the integration of AI and machine learning into product designs. They should focus on how AI can be used to enhance user experiences and solve problems worth solving. This includes understanding the capabilities of AI, such as pattern detection, recommendation, prediction, classification, clustering, and generation, and applying these capabilities to design.

Overall designers should strive to humanize technology. Emerging technologies like AI need to be made comfortable and understandable for users. This involves managing complexity for people, not dumbing things down, but solving complications on the design and development side so end users do not need to.







Q What should designers do about AI?





	input that directly instructs an Al model(s)















A How do I add AI to a product design?

There are several interaction patterns for AI that have emerged as more companies work to integrate the capabilities of powerful generative AI language and vision models into new and existing software.

Direct Instruction: This is where the primary interface affordance is an input that directly instructs an AI model(s).

Application-Specific UI with AI Assistance: Here, people can construct prompts through a combination of application-specific UI and direct model instructions.

Behind-the-Scenes Instruction: In this approach, there are no UI elements for directly controlling the output of AI models. Instead, instructions for AI models are created behind the scenes as people use application-specific UI elements.

A How do I add AI to a product design?





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