DESIGNING FOR TODAY'S WEB

LUKE WROBLEWSKI
UIUC WEBMASTER FORUM, APRIL 2009

LUKEW INTERFACE DESIGNS | YAHOO!

Luke Wroblewski

Yahoo! Inc.
- Senior Director, Product Ideation & Design

LukeW Interface Designs
- Principal & Founder

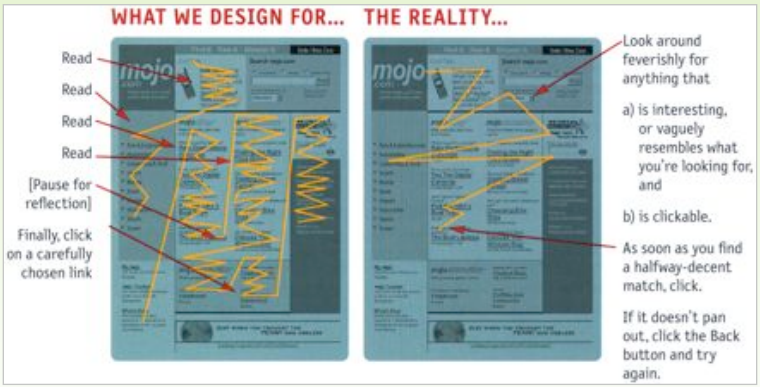
Author
- Web Form Design: Filling in the Blanks (Rosenfeld Media
- Functioning Form: Web applications, product strategy, & interface design articles
- Site-Seeing: A Visual Approach to Web Usability (Wiley & Sons)

Previously
- eBay Inc., Lead Designer
- University of Illinois, Instructor
- NCSA, Senior Designer

http://www.lukew.com

How We Use the Web

"Look around feverishly for anything that is interesting or vaguely resembles what you are looking for, and is clickable." -Steve Krug



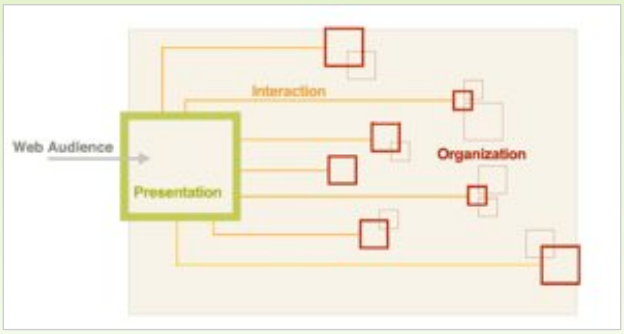
-Steve Krug, Don't Make Me Think: A Common Sense Approach to Web Usability

LUKEW INTERFACE DESIGNS

3

Squidoo Eye-tracking study (by etre)

Design Considerations

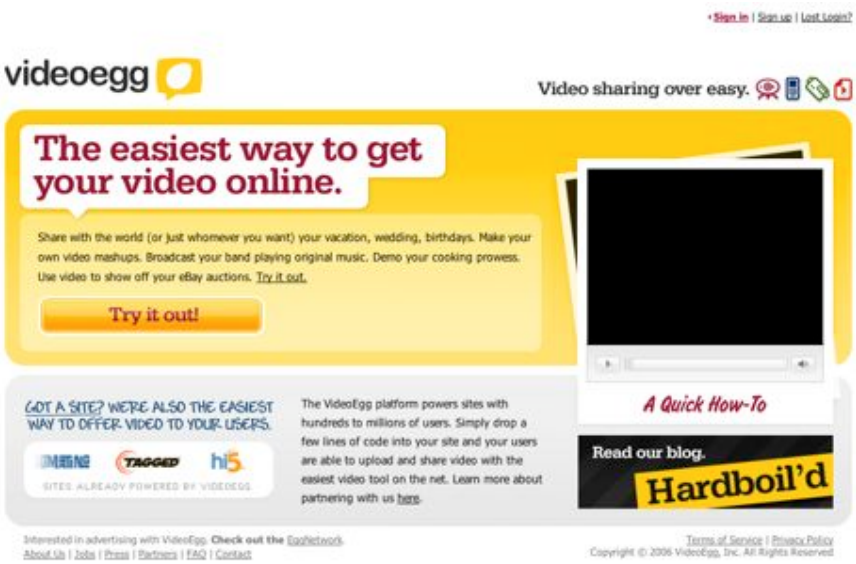


Luke Wroblewski, Site-Seeing: A Visual Approach to Web Usability

- Presentation: How your application appears to your audience
- Interaction: How your application behaves in response to user actions
- Organization: The structure of your application

The End Goal

- Quickly Communicate
  - What is this? Usefulness
  - How do I use it? Usability
  - Why should I care? Desirability



SO WHAT IS DIFFERENT ABOUT TODAY'S WEB?

LUKEW INTERFACE DESIGNS

8

RECENT SHIFTS

LOCOMOTION → SERVICES

PAGES → RICH INTERACTIONS

SITES → CONTENT NETWORKS

WEBMASTERS → EVERYONE

LUKEW INTERFACE DESIGNS

RECENT SHIFTS

LOCOMOTION → SERVICES

PAGES → RICH INTERACTIONS

SITES → CONTENT NETWORKS

WEBMASTERS → EVERYONE

LUKEW INTERFACE DESIGNS

WAYS WE INTERACT WITH THE WORLD:

- Locomotion
- Conversation
- Manipulation

-TERRY WINOGRAD, STANFORD

LUKEW INTERFACE DESIGNS

Web Transitions

1. **Locomotion to digital representations of physical entities**
   - Directories & portals, Yahoo!
   - Company sites & brochure-ware
2. **Digital manipulation of physical goods**
   - E-commerce everywhere
   - Amazon, eBay
3. **Digital services**
   - Enable conversation & manipulation
   - Productivity, Self Expression, Entertainment, Information

LUKEW INTERFACE DESIGNS

12

KNOW YOUR CORE

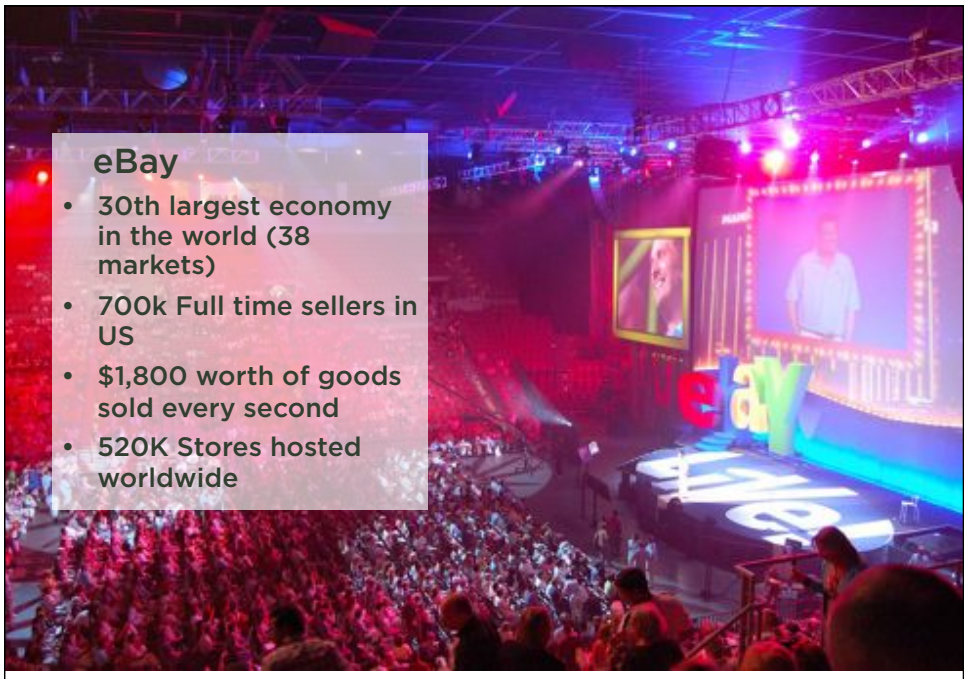
DEFINE YOURSELF

FOCUS ON THE CORE

BUILD OUTWARD

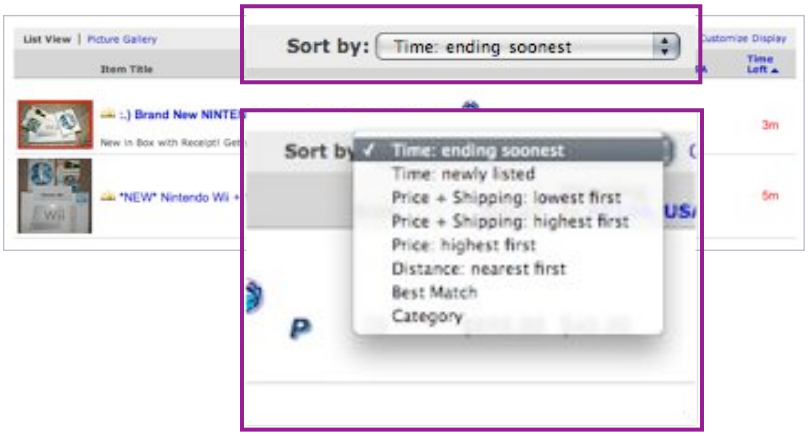
eBay

"eBay's original vision was to create the world's first global economic democracy"
-Pierre Omidyar

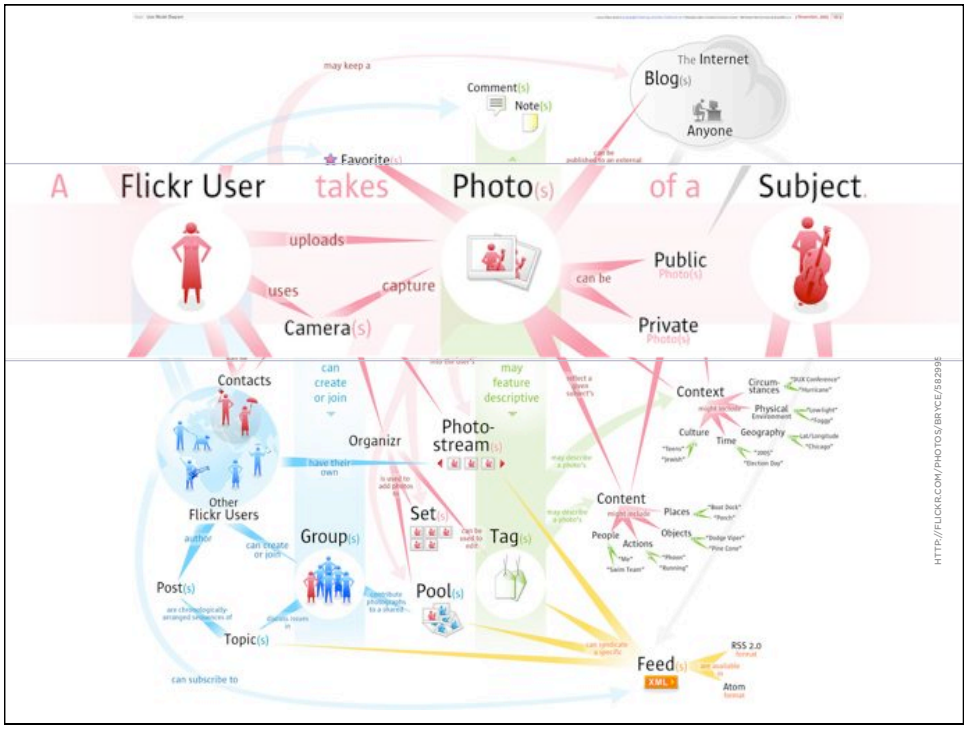


eBay: the Core

Level playing field



When we made the move to the one-click Digg, activity went through the roof. It was just insane! Just the ease of the one-click and you're done made all the difference in the world."-Kevin Rose



PACKAGING DESIGN FOR WEB APPLICATIONS

MEANINGFUL SHOUTING

BACK OF PACK

UNPACKING EXPERIENCE

LUKEW INTERFACE DESIGNS

MEANINGFUL SHOUTING

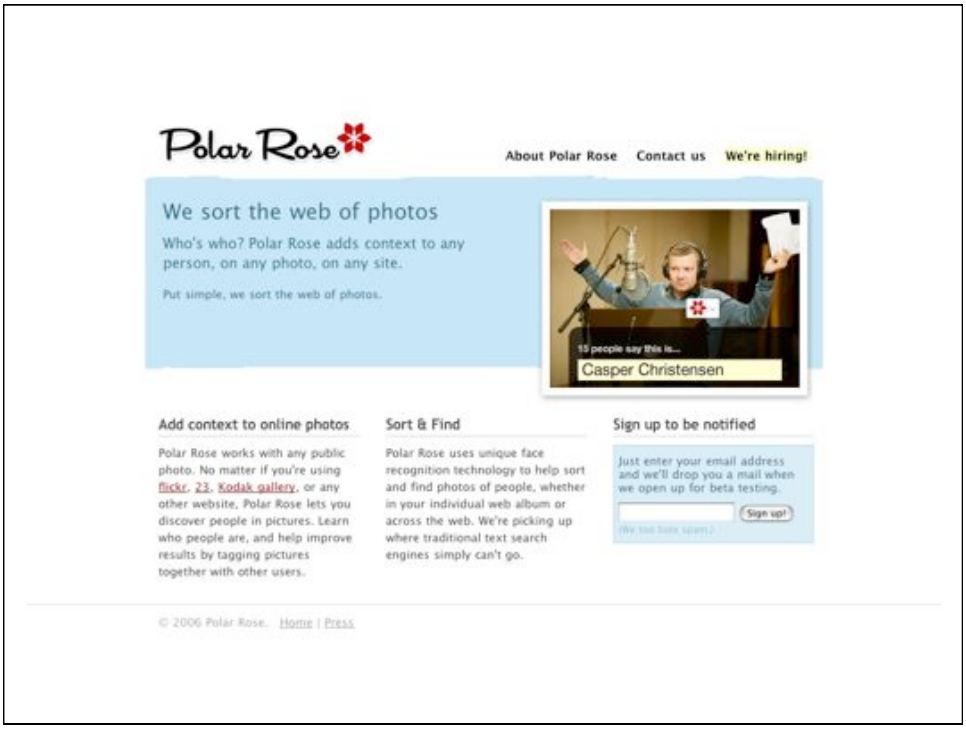
DIFFERENTIATE

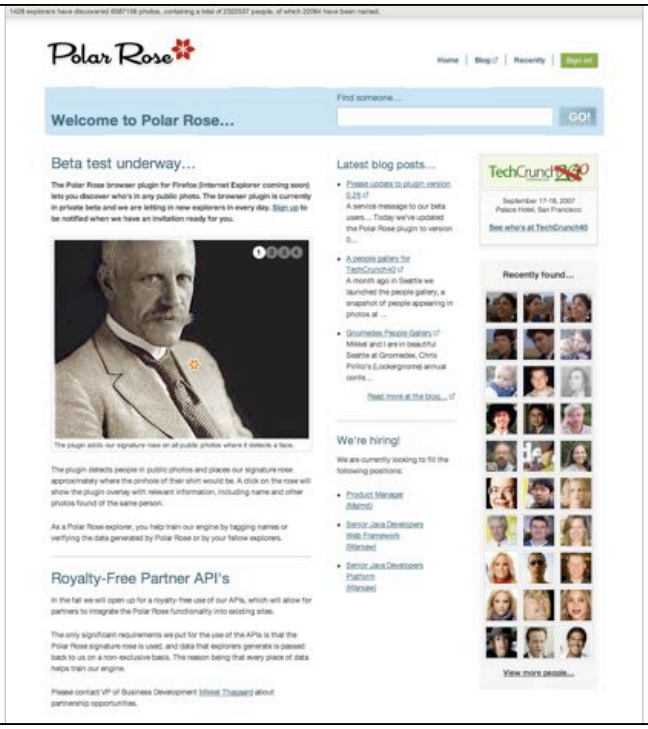
ATTRACT

EMBODY THE BRAND

LUKEW INTERFACE DESIGNS

Wiki software providers

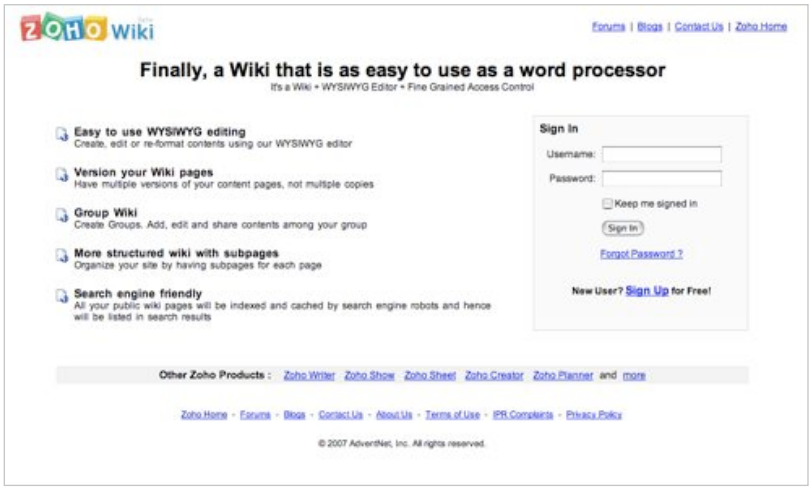




BACK OF PACK

SUPPORT THE STORY

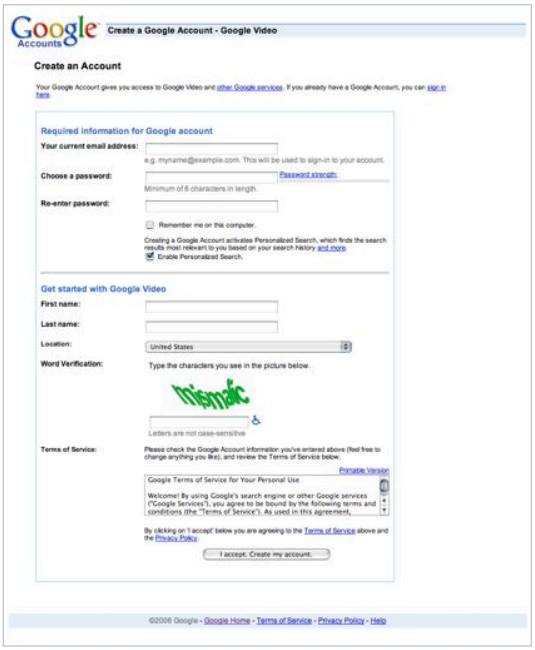
OUTLINE BENEFITS & FEATURES


ZOHO Wiki
Forums | Blogs | Contact Us | Zoho Home
Finally, a Wiki that is as easy to use as a word processor
It's a Wiki + WYSIWYG Editor + Fine Grained Access Control
Easy to use WYSIWYG editing
Create, edit or re-format contents using our WYSIWYG editor
Version your Wiki pages
Have multiple versions of your content pages, not multiple copies
Group Wiki
Create Groups. Add, edit and share contents among your group
More structured wiki with subpages
Organize your site by having subpages for each page
Search engine friendly
All your public wiki pages will be indexed and cached by search engine robots and hence will be listed in search results
Sign In
Username:
Password:
Keep me signed in
Sign In
Forgot Password ?
New User? Sign Up for Free!
Other Zoho Products : Zoho Writer Zoho Show Zoho Sheet Zoho Creator Zoho Planner and more
Zoho Home - Forums - Blogs - Contact Us - About Us - Terms of Use - IPR Complaints - Privacy Policy
© 2007 AdventNet, Inc. All rights reserved.

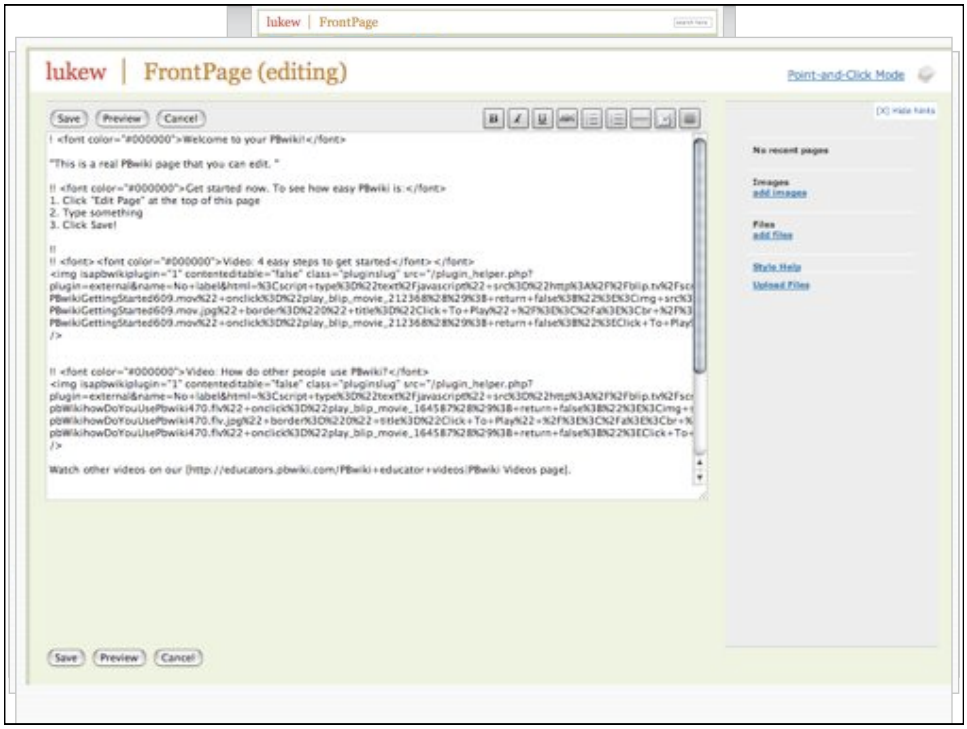
1 Search Smarter...
2 Find it Faster...
3 Get Personal.
Discover Yahoo!
Close
YAHOO!
Search:
Web Search
Get personal
Hi, Stephen
Mail 4 New
Messenger
Radio
From
Subject
Cindy Peery
Re: Payroll Taxes
Plans tonight
Your own Personal Assistant - a quick, at-a-glance view of what's happening in your world.
Stay in touch with friends, starting email and instant messages from here
Listen to your favorite artists with LAUNCHcast radio
Enjoy instant updates on local weather, traffic, and events
Discover Yahoo! »
Check your mail status: Sign In
Free mail: Sign Up
Mail
Messenger
Radio
Weather
Local
Movies
All Yahoo! Services

Birdhouse
A NOTEPAD FOR TWITTER
available on the APP STORE
DOWNLOAD
HOME
@BIRDHOUSEAPP ON TWITTER
Capture your ideas, sav
for later, publish when
FEATURES
Manage and publish from multiple Twitter accounts.
Unpublish the bad ones just as easily.
Back everything up through email.
YouTube

UNPACKING
EXPERIENCE
LUKEW
INTERFACE DESIGNS
PHOTOS FROM FLICKR USERS KATIELIPS, PEALCO, AND *NATHAN
30



Gradual Engagement



COMPARE THAT EXPERIENCE TO...

5 Million Profiles in 5 Months

Distribution: Be where **they** are

- App Platforms
- Mobile
- Desktop
- Ambient Devices
- Embeddable Badges
- Browser Plug-ins & Boomarklets

LUKEW INTERFACE DESIGNS

LOCOMOTION → SERVICES

- Know your core
  - Define Yourself
  - Focus on the Core
  - Build Outward
- Packaging design for Web applications
  - Meaningful shouting
  - Back of pack messaging
  - Impactful unpacking experiences
- Distribution
  - Be where they are
  - Be context aware

LUKEW INTERFACE DESIGNS

RECENT SHIFTS

LOCOMOTION → SERVICES

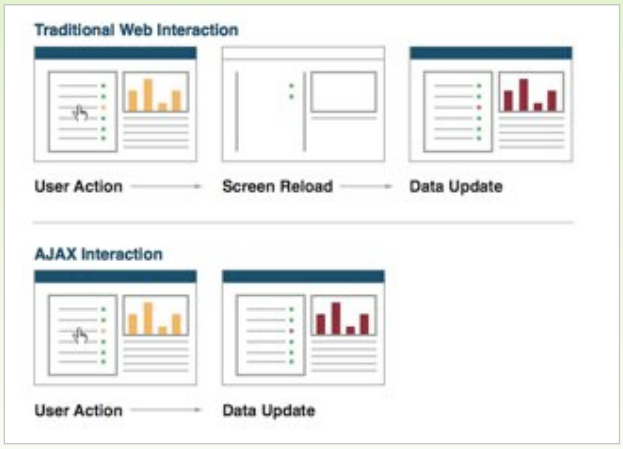
PAGES → RICH INTERACTIONS

SITES → CONTENT NETWORKS

WEBMASTERS → EVERYONE

LUKEW INTERFACE DESIGNS

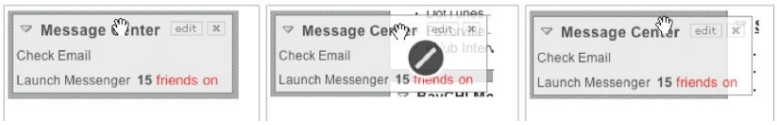
Ajax Interface Design



BILL SCOTT, DESIGNING FOR AJAX

Drag and Drop. Drag and Drop Modules. In Page Editing. In Page Custom Editing. Direct State Editing. Grid Cell Editing. Inline Custom Editing. Inline Tag Editing. Popup Custom Editing. Slide-out Custom Editing. Inline Text Editing. Persistent Portals. Inline Reordering. Indication. Busy Indication. Cursor Busy. In Context Busy. In Context Progress. Inline Status. Auto Complete. Balloon Error Tip. Deferred Content Loading. Dynamic Goal. Narrowing Choices. Refining Search. Live Search. Dynamic Filter. Invitation. Cursor Invitation. Drop Invitation. Tool Tip Invitation. Hover Invitation. Detail Zoom. Opacity Focus. Configurable Module - Faceplate. Configurable Module - Flip It. Configurable Module - Inline Configure. Configurable Module - Slide Out Drawer. Slide Out. Flip. Opacity Fade. Endless Scrolling. Expandable Paging Boundary. Fresh Content. Hover Detail. In Place Drill Down. Inline Assistant. Inline Validation. Validate Then Suggest. On Demand Refresh. Periodic Refresh. Resizable Modules. Scrolling Modules. Auto Save. In Context Tools. Remembered Collection. Remembered Preferences. Auto Form Fill. Rating an Object. Transition. Brighten Transition. Cross Fade Transition. Dim Transition. Expand Transition. Fade In Transition. Fade Out Transition. Flip Transition. Move Transition. Self-Healing Transition. Collapse Transition. Slide Transition. Rich Internet Object. Available. Selected.

BILL SCOTT, DESIGNING FOR AJAX



INVITATION

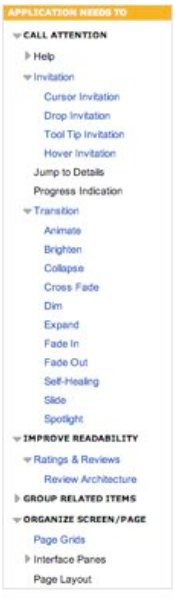
TRANSITION

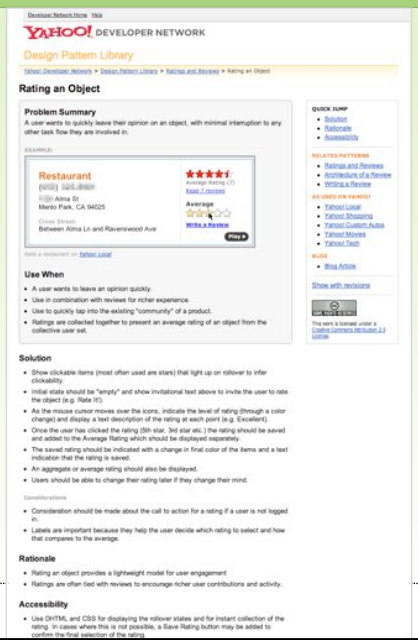
FEEDBACK

DESIGN PATTERNS

- Repeatable design solutions to common problems
- Work "positively" for specific problems in specific contexts
- Capture best practices that solve real user needs
- Between principles & guidelines
- A design vocabulary

SHARING BEST PRACTICES





- Title
- Problem (situation)
- Use When (constraints)
- Solution
- Why (rationale)
- How (to apply)
- Examples
- Related Patterns
- Accessibility
- Code Samples

Gathered from a survey of popular Web design pattern resources: Van Duyne, Landay, Welie, Tidwell, Lasko

PAGES → RICH INTERACTIONS

- Design principles
  - Invitation: communicate potential
  - Transition: illustrate manipulation
  - Feedback: success, progress, errors
- Leverage design patterns

LUKEW INTERFACE DESIGNS

RECENT SHIFTS

LOCOMOTION → SERVICES

PAGES → RICH INTERACTIONS

SITES → CONTENT NETWORKS

WEBMASTERS → EVERYONE

LUKEW INTERFACE DESIGNS

Sites

Closed, expensive, complex, highly accurate

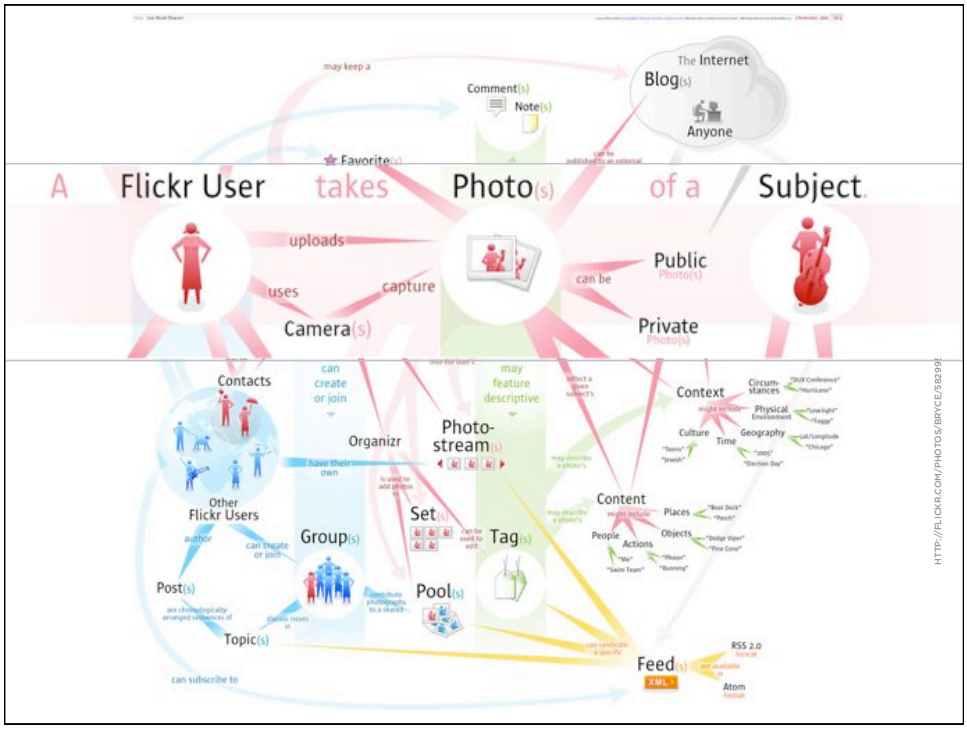
Examples: management, military, hierarchies

Content Networks

Open, inexpensive, simple, accurate enough

Examples: friends, crowds, incidental, emergent

LUKEW INTERFACE DESIGNS

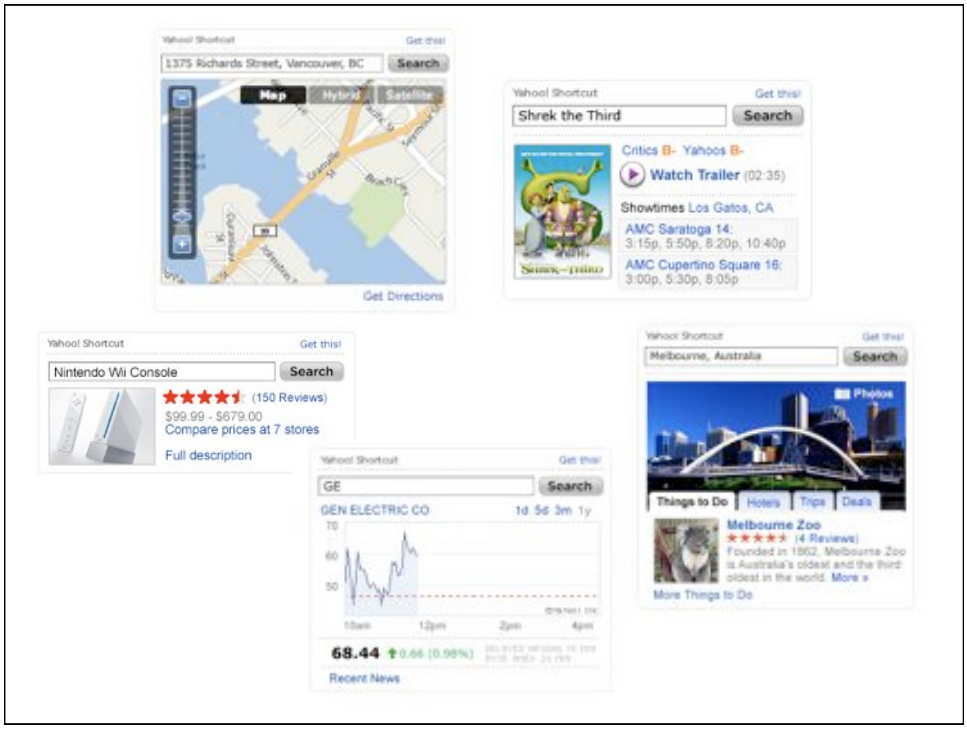


Atomization of Content

- Automatic or manual reduction
- To basic content elements
- Annotated with rich metadata (microformats, etc.)

Your Profile · Pulse · Friends · Settings · Modules · Help
LukeW
"It's a nice. I like."
Blurts
LukeW New article on Web form design: lukew.com/PSactions.asp
(blurted a moment ago)
Photos from lukew
Friends
My Stuff
The Shifting Role of Design
TV: Plotlines
My Books
WEB FORM DESIGN
LUKEW

YAHOO! SHORTCUTS
Boost your Blog!
Enhance your blog posts with Yahoo! Shortcuts.
See how it works...
WordPress
Get the Plugin
Your Blog Post
Without Yahoo! Shortcuts
Your Blog Post
With Yahoo! Shortcuts
Have HP Printer Will Travel
Flickr Photos
Maps
Financial Information
Products
Autos
News
Web Search
More shortcuts coming soon!
Convenience
As you type, we automatically find and recommend badges and photos.
Control
You decide where and how to display badges and photos.
Experience
Create elegant & engaging posts in a snap.

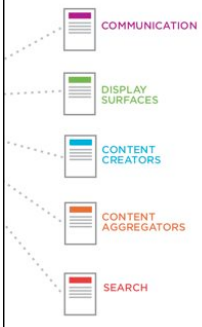

Yahoo! Shortcut
Get this!
1375 Richards Street, Vancouver, BC
Search
Map
Hybrid
Satellite
Get Directions
Yahoo! Shortcut
Get this!
Shrek the Third
Search
Critics B- Yahoos B-
Watch Trailer (02:35)
Showtimes Los Gatos, CA
AMC Saratoga 14:
3:15p, 5:50p, 8:20p, 10:40p
AMC Cupertino Square 16:
3:00p, 5:30p, 8:05p
Yahoo! Shortcut
Get this!
Nintendo Wii Console
Search
(150 Reviews)
$99.99 - $679.00
Compare prices at 7 stores
Full description
Yahoo! Shortcut
Get this!
GE
Search
GEN ELECTRIC CO
1d 5d 3m 1y
68.44
Recent News
Yahoo! Shortcut
Get this!
Melbourne, Australia
Search
Photos
Things to Do
Hotels
Trips
Deals
Melbourne Zoo
(4 Reviews)
Founded in 1862, Melbourne Zoo is Australia's oldest and the third oldest in the world. More »
More Things to Do

YAHOO!

We optimize for this.

Web content increasingly lives in this.

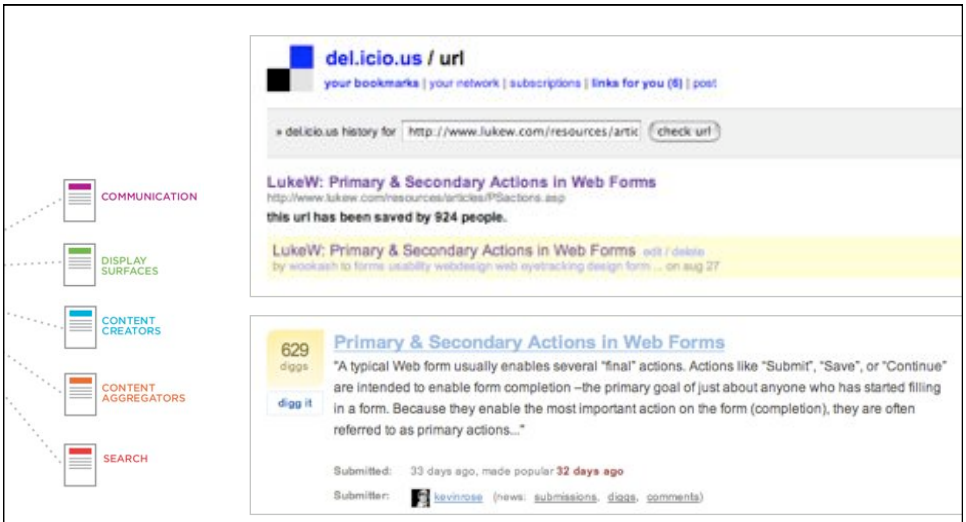
LUKEW INTERFACE DESIGNS



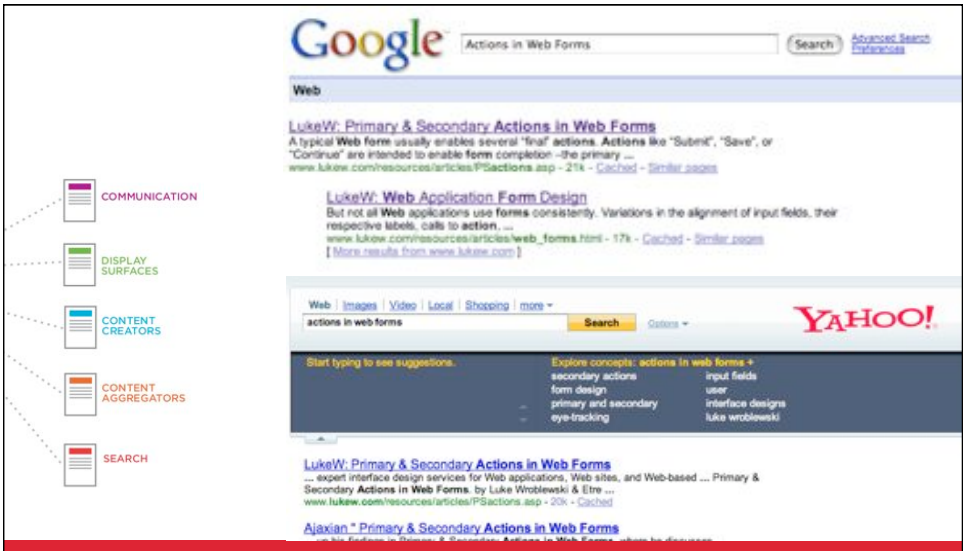
Communication

Display Surfaces

Content Creators



Content Aggregators

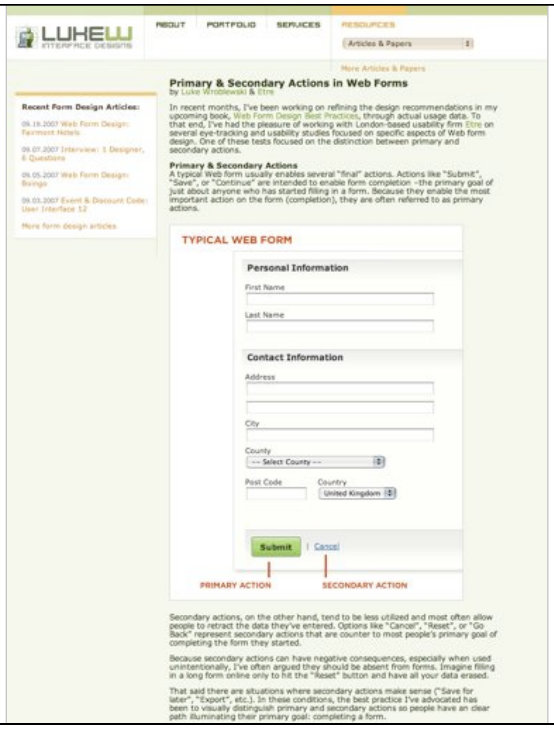


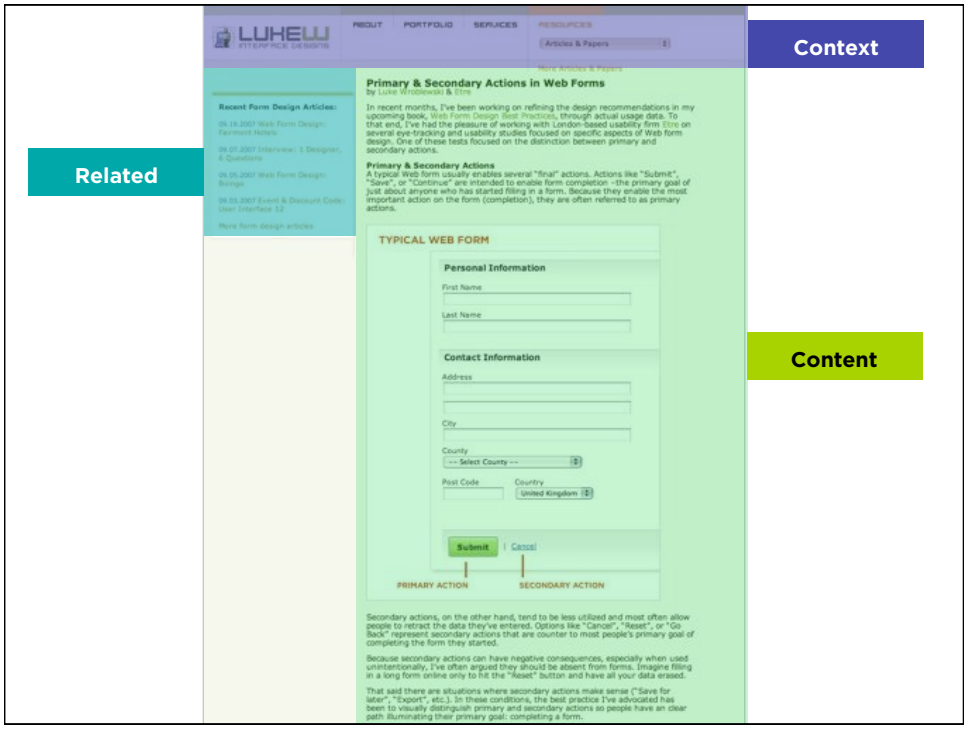
Search

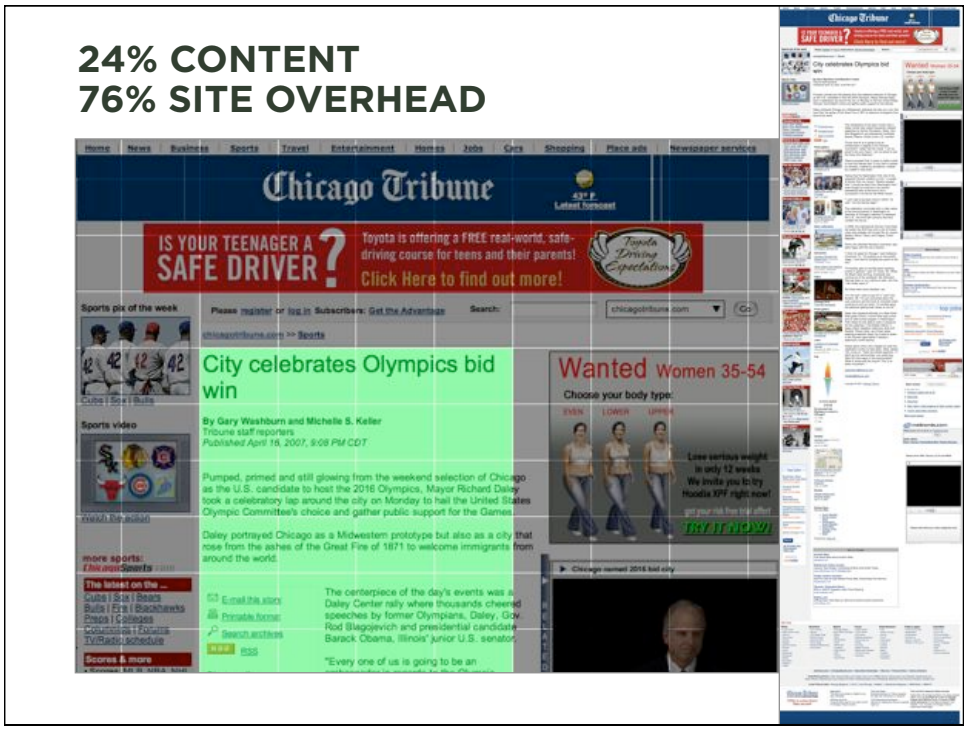
People come from different contexts...

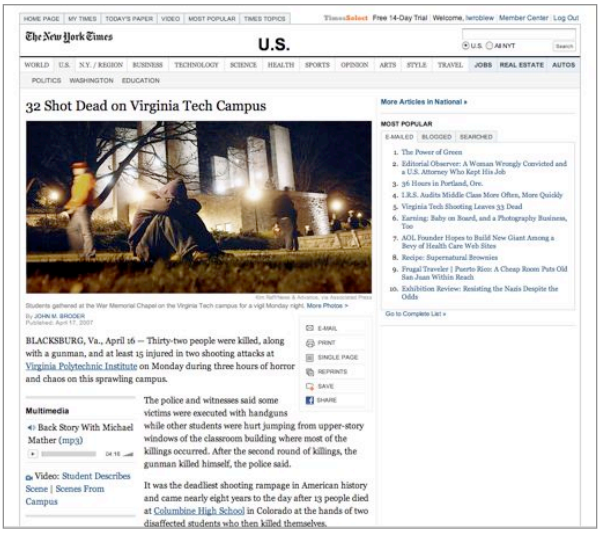
What happens when they arrive?

LUKEW INTERFACE DESIGNS




Related
Context
Content
Primary & Secondary Actions in Web Forms
TYPICAL WEB FORM
Personal Information
Contact Information
Submit
PRIMARY ACTION
SECONDARY ACTION


24% CONTENT
76% SITE OVERHEAD
Chicago Tribune
IS YOUR TEENAGER A SAFE DRIVER?
Toyota is offering a FREE real-world, safe-driving course for teens and their parents!
Click Here to find out more!
City celebrates Olympics bid win
Wanted Women 35-54
Choose your body type:



SITES → CONTENT NETWORKS

- **Atomization of content**
  - Think in terms of structured objects & metadata
  - For both creation and use
- **Content design**
  - Primary focus on primary content
  - Secondary focus on related and relevant content & actions
  - If expectations are met, people are open to more

RECENT SHIFTS

LOCOMOTION → SERVICES

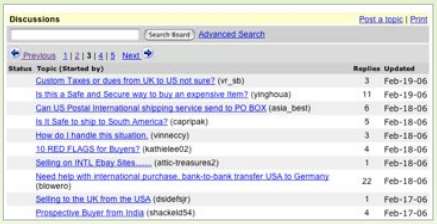
PAGES → RICH INTERACTIONS

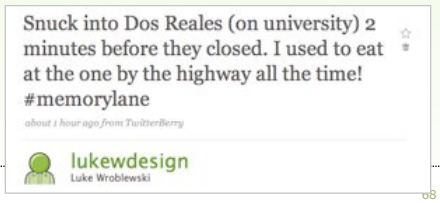
SITES → CONTENT NETWORKS

WEBMASTERS → EVERYONE

Community

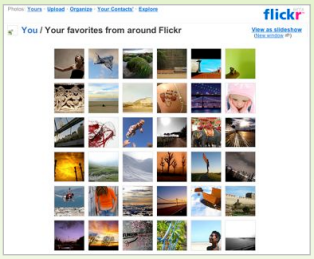
- In 1999...
  - Discussion boards, email newsletters
- In 2006...
  - Tags, ratings, reviews, comments, trackbacks, RSS, sharing (email, IM), distribution, blogs, wikis
- In 2009...
  - News feeds, status updates, social networks
- Always...
  - People united by shared interests or goals





What makes up a community?

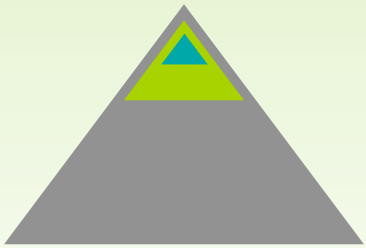
- **Great products create community**
  - Great actions (useful features & functions)
  - Great interest (compelling content)
- **Social Behaviors**
  - Reputation & Identity
  - One to One, One to many, many to many communication
  - Sequences, Rituals, Groups



LUKEW INTERFACE DESIGNS

Who's In a Community?

- **Yahoo! Groups Example**
- **Creators**
  - **1%** of the user population might start a group (or a thread within a group)
- **Synthesizers**
  - **10%** of the user population might participate actively, and actually author content whether starting a thread or responding to a thread-in-progress
- **Consumers**
  - **100%** of the user population benefits from the activities of the above groups



LUKEW INTERFACE DESIGNS

* Bradley Horowitz, Yahoo! Research

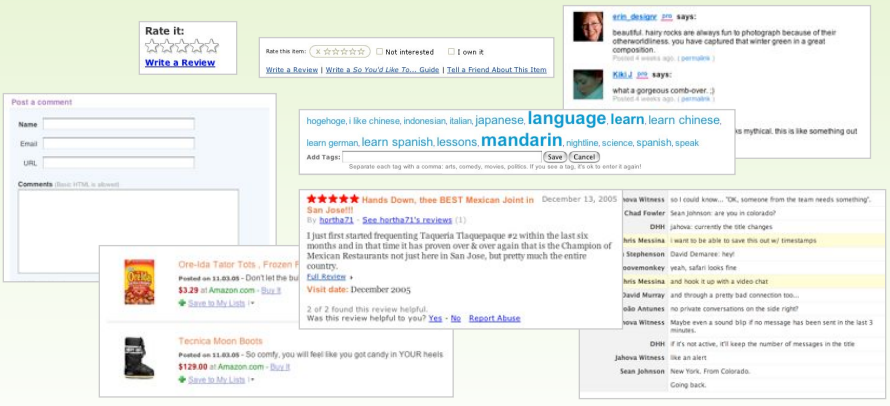
Why Enable Community?

Value from human to human **interactions**

* Images from Flickr

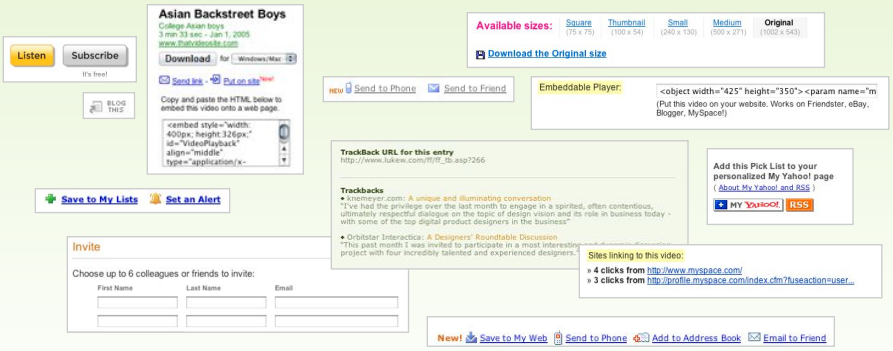
Contribution

flag **Ratings** **reviews** **favorites** **wikis** **calendars** **comments** **tags** **discussion boards** **inline chat**



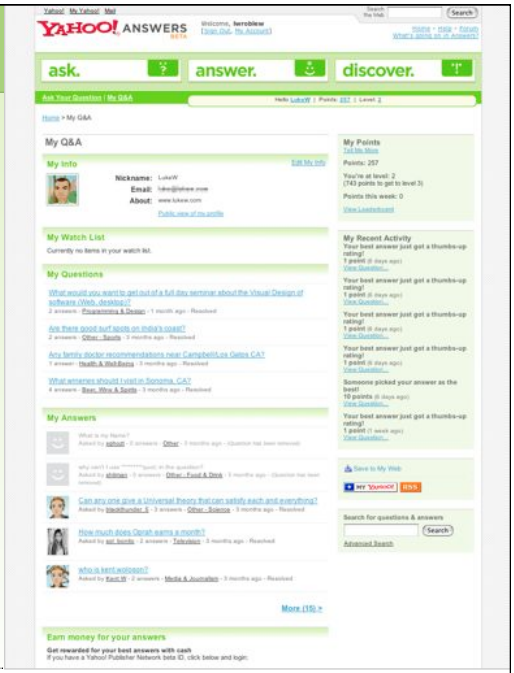
Engagement

Email to friend save to list send via IM **add to my site** download **trackbacks** add to blog **playlists** subscribe **invite**

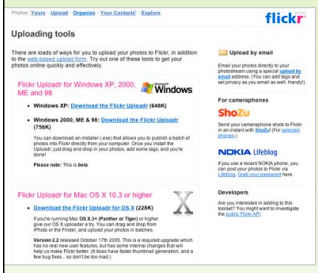


Enable Identity

- **Welcome**
  - Pay attention to people
  - Flickr, MySpace
- **Anonymity can be a death sentence**
  - Lack of accountability & reputation
- **Personal Branding**
  - Nickname
  - About/URL
  - Images
- **Accomplishments**
  - Stuff I've Done
  - Rewards
- **Social Incentive**
  - "You've got mail!"



Provide for Creators, Synthesizers, & Consumers



Creators

Synthesizers

Consumers

- CSC personality types do not easily migrate between groups
  - Scaling engagement is hard and often inappropriate
- Leverage differences to maintain balance

LUKEW INTERFACE DESIGNS

CONTENT CREATION

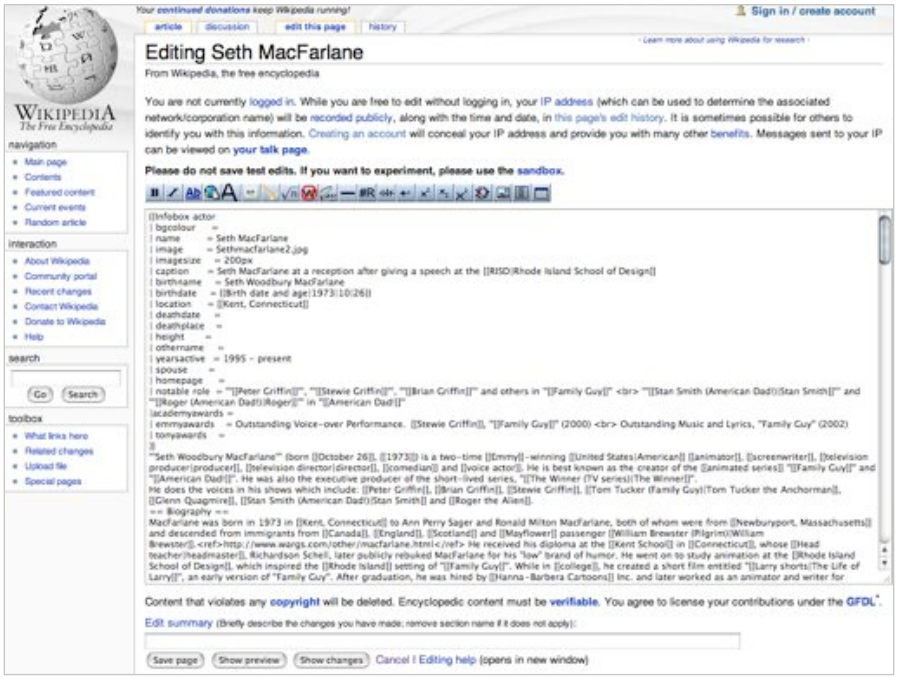
USER EMPOWERMENT, NOT USER FRIENDLY

VALUE CREATION

LUKEW INTERFACE DESIGNS

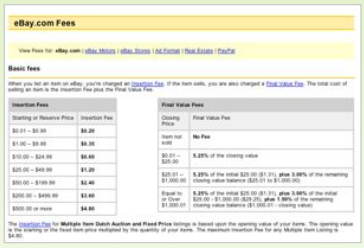
```
table table table table td, table table table table tbody
td {
background-color: transparent !important;
padding: 15px !important;
}

table table table table td font, table table table table
tbody td font {
color: aaaaaa !important;
line-height: 150% !important;
}
```

"Most user-created content is crappy. As we create better tools, we'll increase the value of the output of those tools." -Will Wright



Constraints Balance Systems

- **Quality Control**
  - Lightweight interactions = lightweight content
  - "Burying the submit button [in community Web sites] encourages fewer, but better posts." -Derek Powazek, Design for Community, 2001
- **Barriers to Entry**
  - "The best check on bad behavior is identity." -Mark Zuckerburg, Facebook Founder



WEBMASTERS → EVERYONE

- **Design considerations**
  - Enable identity
  - Provide for Creators, Synthesizers, Consumers
  - Tools for expression: easier to do the right thing, remain flexible & robust
  - Think through barriers to entry

IN SUMMARY....

Designing For Today's Web

- **Principles behind good design remain relevant**
- **Locomotion to Services**
  - Packaging Design for Web Applications
  - Know Your Core
  - Distribution: be where they are
- **Page to Rich Interactions**
  - Invitation, Transition, Feedback
  - Design Patterns
- **Sites to Content Networks**
  - Atomization of content
  - Content page design
- **Webmasters to Everyone**
  - Enable identity
  - Better content creation tools

For more information...

YAHOO!

Functioning Form
www.lukew.com/ff/

Drop me a note
luke@lukew.com

Twitter
@lukewdesign