DESIGNING FOR TODAY’S WEB

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

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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*
Design Considerations

- 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?
RECENT SHIFTS

LOCOMOTION → SERVICES
PAGES → RICH INTERACTIONS
SITES → CONTENT NETWORKS
WEBMASTERS → EVERYONE
WAYS WE INTERACT WITH THE WORLD:

- Locomotion
- Conversation
- Manipulation

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
Web Applications

- Hosting costs less than $10 per month
- Free open source platforms
- Development toolkits increasingly available
- Instant global audience: 2B people

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
  - 30th largest economy in the world (38 markets)
  - 700k Full time sellers in US
  - $1,800 worth of goods sold every second
  - 520K Stores hosted worldwide
eBay: the Core

Level playing field

Sort by: Time ending soonest

Sort by: Time newly listed
Price + Shipping: lowest first
Price + Shipping: highest first
Price: highest first
Distance: nearest first
Best Match
Category
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

MEANINGFUL SHOUTING
DIFFERENTIATE
ATTRACT
EMBODY THE BRAND
Wiki software providers

Polar Rose

We sort the web of photos
Who’s who? Polar Rose adds context to any person, on any photo, on any site.
Put simply, we sort the web of photos.

Add context to online photos
Polar Rose works with any public photo. No matter if you're using Flickr, ZB, Kodak Gallery, or any other website, Polar Rose lets you discover people in pictures, learn who people are, and help improve results by tagging pictures together with other users.

Sort & Find
Polar Rose uses unique face recognition technology to help sort and find photos of people, whether in your individual web album or across the web. We're picking up where traditional text search engines simply can't go.

Sign up to be notified
Just enter your email address and we'll drop you a mail when we open up for beta testing.

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Welcome to Polar Rose...

Baria text underway...

The Polar Rose.com team has been working hard on the Polar Rose.com website to bring you the latest news and features. We're always looking for ways to improve our site and make it more user-friendly for our visitors. If you have any feedback or suggestions, please feel free to contact us.

Recent blog posts...

- Recent posts from our blog can be found here.
- For more information on Polar Rose.com, please visit our homepage.

Royalty-Free Partner APIs

In the future, we plan to open up a royalty-free license of our APIs. This will allow our partners to use our technology without having to pay for a license. This is a significant step forward for the industry and we're excited to see how our partners will use the technology.

Back of Pack

Support the story outline benefits & features

LUXEW INTERFACE DESIGN
UNPACKING EXPERIENCE

PHOTOS FROM FLICKR USERS KATIELIPS, PEALCO, AND NATHAN
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 & Bookmarklets
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

RECENT SHIFTS

LOCOMOTION SERVICES
PAGES RICH INTERACTIONS
SITES CONTENT NETWORKS
WEBMASTERS EVERYONE
Ajax Interface Design

Traditional Web Interaction
User Action ➞ Screen Reload ➞ Data Update

AJAX Interaction
User Action ➞ Data Update

RECOMMEND THIS STORY
Recommend It: ★★★★★
Average: 83 votes

Fixing the Mighty Mouse
submitted by usddmac 1 day 1 hour ago (via http://mac
The Apple Mighty Mouse brings a slew of great features, but with most new Mac systems it is becoming a common annoyance for close to a year now, I have found that the scroll Ball far outweigh its quirks.
Comments: like this, great this | category: mac

Pick Up at the Store
- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

BILL SCOTT, DESIGNING FOR AJAX
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
• Title
• Problem (situation)
• Use When (constraints)
• Solution
• Why (rationale)
• How (to apply)
• Examples
• Related Patterns
• Accessibility
• Code Samples

PAGES → RICH INTERACTIONS

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

LOCOMOTION → SERVICES
PAGES → RICH INTERACTIONS
SITES → CONTENT NETWORKS
WEBMASTERS → EVERYONE

Sites
- Closed, expensive, complex, highly accurate
- Examples: management, military, hierarchies

Content Networks
- Open, inexpensive, simple, accurate enough
- Examples: friends, crowds, incidental, emergent
Atomization of Content

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

Web content increasingly lives in this.

Communication
Display Surfaces

Content Creators
Content Aggregators

Search
People come from different contexts...

What happens when they arrive?
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

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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

Snuck into Dos Reales (on university) 2 minutes before they closed. I used to eat at the one by the highway all the time! #memorylane

lukewdesign
Lukas Eder
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

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
Why Enable Community?

Value from human to human interactions

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

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

CONTENT CREATION

USER EMPOWERMENT, NOT USER FRIENDLY

VALUE CREATION
“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 Zuckerberg, 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...

Functioning Form
www.lukew.com/ff/
Drop me a note
luke@lukew.com
Twitter
@lukewdesign