Winning Proportions and Frictionless Navigation

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Director of User Experience, Technocrat
UX Australia 2013 Conference

A Simple Premise

Frictionless navigation is about optimal **location**, **proportion** and **clarity**.

Do our navigation design choices make sense for today's devices?

Question whether we've accumulated baggage along our amazing journey of device evolution?

Remind ourselves how long standing real world navigation and proportion principles apply to the digital world we all shape.

Let’s Get Started…

Rapid fire look over the next 17 minutes at real world examples, digital examples symptomatic of legacy device baggage and some proposed solutions.

Diversity Timeline

1990s

- Resolutions device specific
- CRTs commonplace
- Computers - 1024x768
- TV - PAL / NTSC
- Phones - Infancy

2000s

- Resolutions skyrocket
- LCDs overtook market
- Computers - 1600x1300+
- Notebooks - 1280x800 to 1366x768 wide screens
- TV - SD to HD 1980x1080P
- Smart Phones - 320x480

2010s

- Any device, any resolution
- LCDs exclusively
- Retina displays, high pixel density
- Computers - 1080P+ Touch
- Notebooks - 1080P+ Touch
- Tablets - 1080P+ Touch
- TV - HD 1080P+ Motion
- Phones - 1080P+ Touch

Three distinct points in the evolution.

Where We're At

Samsung F8000 75" LED TV
Sprawling Across Your Living Room Wall

=

Dell XPS 12 - 12" Screen
Comfortably In Your Notebook Sleeve

=

Samsung Galaxy S4 - 5" Screen
In Palm of Your Hand

They're all 1980x1080 and touch or motion enabled!

The Future?

(psssttt, it's already here)

Oculus Rift - Virtual Reality Reboot - 1080P+3D+Motion Tracking
Take that, Lawnmower Man!

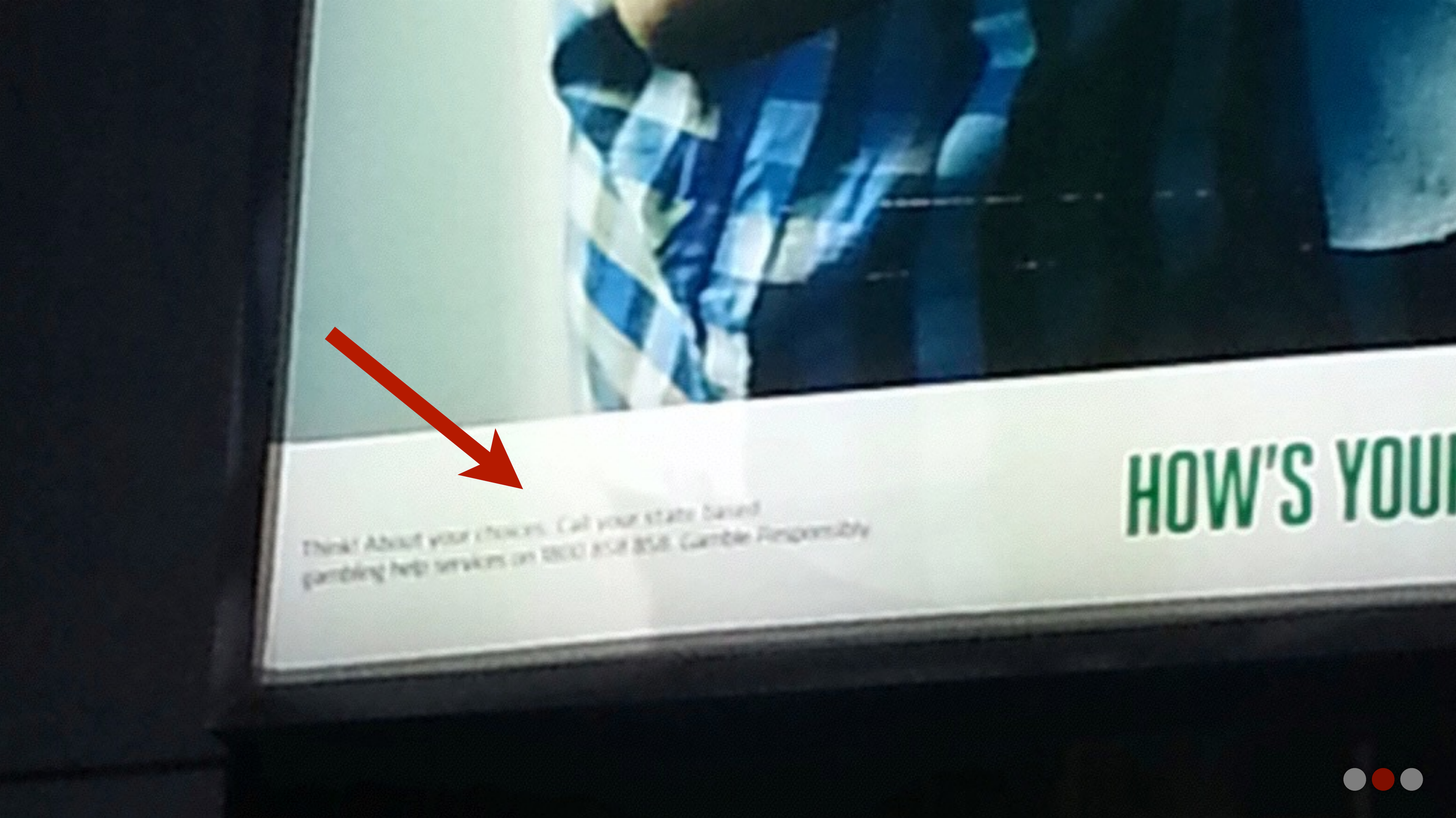
LG Quad HD AH-IPS LCD 5.5inch
2560x1440 538ppi
Smartphone Display

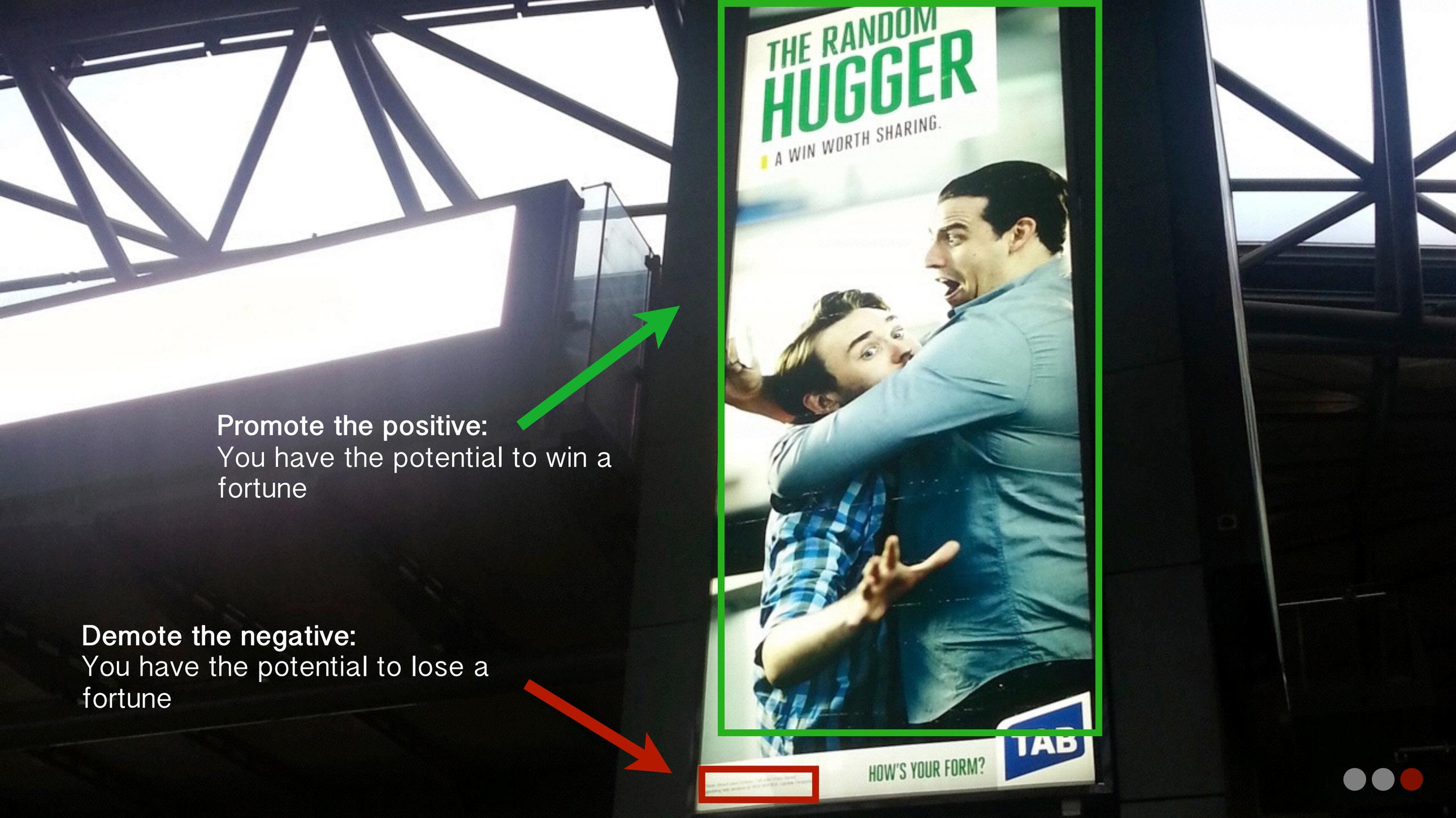
REAL WORLD examples

Proportion Working As Desired

(Spoiler alert, it’s marketing basics 101)

Conveys two critical messages about winning and losing.


HOW'S YOUR



Promote the positive:
You have the potential to win a fortune

Demote the negative:
You have the potential to lose a fortune

Frosted Confetti Cupcake Flavoured Pop-Tarts

YUM!

How can I justify this ridiculous purchase?

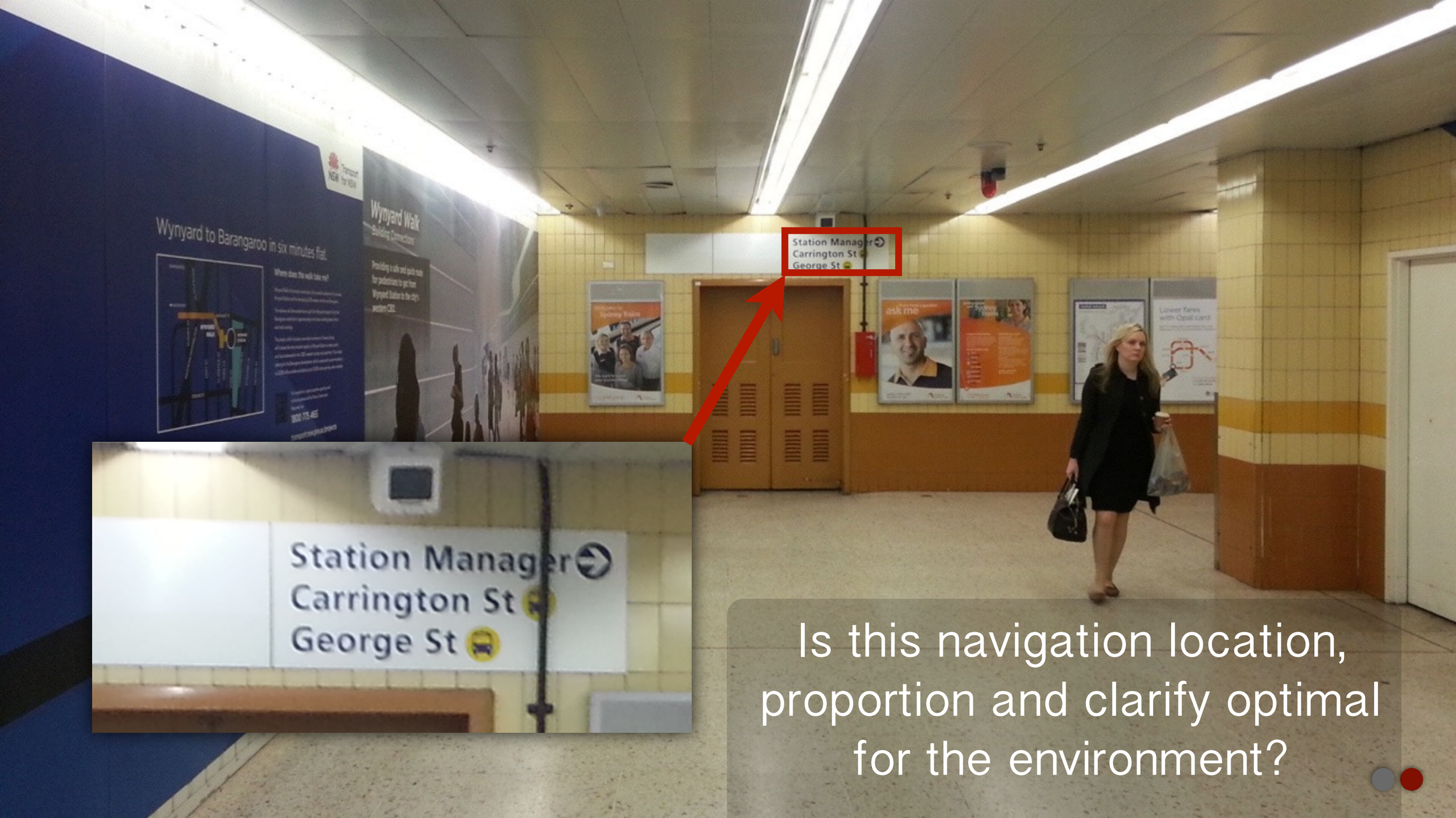
Promote the positive:
Calcium, Vitamin B, what more could a balanced diet want?

Demote the negative:
Don't worry about all the unpronounceable chemicals we've buried in microprint

Proportion Working Ineffectively

(We’ve all seen these before)

Just got off the train, now I need to get to George Street…



Is this navigation location, proportion and clarify optimal for the environment?

M1
S.E. Suburbs
Sth Melbourne
To
Melb Airport
M1
West Gate Br
Geelong
Fishermans Bend
Customer Centre
ONLY
DFO
SOUTH
WHARF

Navigation to area's largest mall and it misses proportion, location and clarity. Three strikes and it's out!

In the real world we expect large and easily locatable signage to instruct us where to go.

“Distractions lead to disaster.”
No Kidding. Too hard to absorb!
Brought to you by, the TAC (Transport Accident Commission).

DIGITAL WORLD examples

Let’s Go Shopping!

Firefox | LED TVs : Televisions - Best Buy Canada

www.bestbuy.ca/en-CA/category/led-tvs/29549.aspx?path=8dbaed4dd3e16bb05625ce0db1b411d0en01

whole screen snap shot

Français | Welcome. Please create an account or sign in. | My Account | Order Status | Customer Service

BEST BUY

Keyword or Web Code

Store Locator | Weekly Flyer | Gift Cards | Reward Zone

PRODUCTS | FEATURED BRANDS | SERVICES | DEALS & SHOPS | COMMUNITY

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Home : TV & Home Theatre : Televisions : LED TVs

Email a Friend | Print | Bookmark

Shop LED TVs

- LED TVs
- Plasma TVs
- LCD TVs
- OLED TVs
- Combo Televisions
- Commercial-Grade TVs

Narrow your results by:

Screen Size

- Less than 20 inch (2)
- 20 to 29 inch (9)
- 30 to 39 inch (20)
- 40 to 49 inch (29)
- 50 to 59 inch (33)
- 60 inch and Up (41)

Current Offers

- On Sale (49)
- As Advertised (3)
- On Clearance (2)
- In-Store (81)
- Online Only (53)

Status

- Whats New (5)

LIGHTEN UP WITH AN LED TV

Our wide selection of LED TVs use a unique backlighting system that brings your entertainment to life with better definition, finer detail, and more dynamic colours.

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Shop by size

Available online

Availability information not available

Compare

Samsung 19" 720p 60Hz LED HDTV (UN19F4000AFXZC)

Model: UN19F4000AFXZC | Web Code: 10243928

$199.99

Available online

Availability information not available

Compare

Insignia 31.5" 720p 60hz LED HDTV (NS-32D200NA14)

Model: NS-32D200NA14 | Web Code: 10237406

$199.99

Save: $20

Sale Ends: August 29, 2013

5.0

Available online

Reservable in store

Compare

Insignia 32" 720p 60Hz LED HDTV (NS-32D120A13)

Model: NS-32D120A13 | Web Code: 10212701

$218.97

3.9

Not Available Online

Reservable in store

Compare

Toshiba 23" 1080p 60Hz LED HDTV (23L1350UC)

Model: 23L1350UC | Web Code: 10244034

$219.99

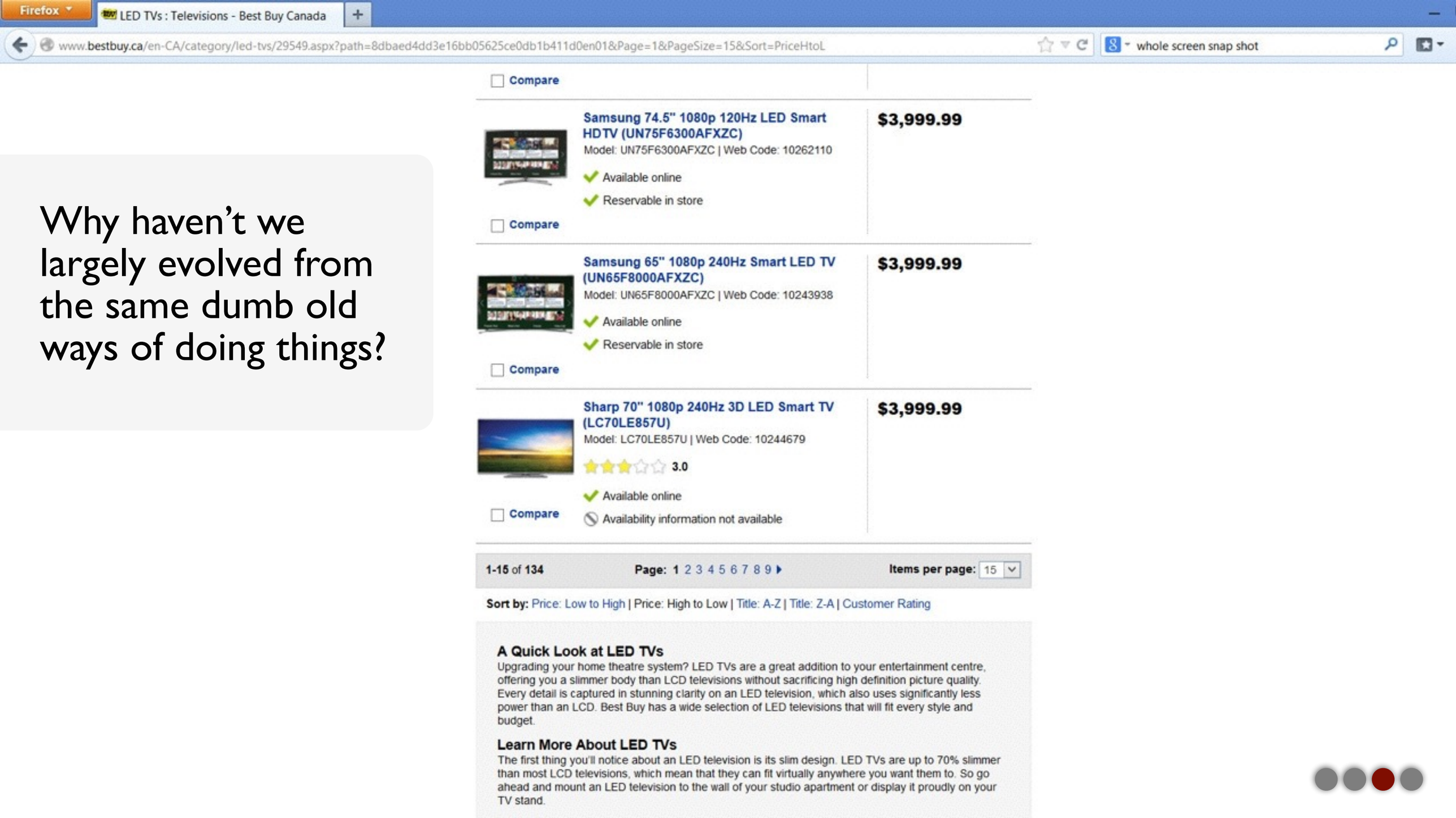
Save: $20

Sale Ends: August 29, 2013

5.0

Available online

Why haven't we largely evolved from the same dumb old ways of doing things?



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www.bestbuy.ca/en-CA/category/led-tvs/29549.aspx?path=8dbaed4dd3e16bb05625ce0db1b411d0en01&Page=1&PageSize=15&Sort=PriceHtoL

whole screen snap shot

Out of

2,073,600 pixels

on a 1080p panel

Compare

Samsung 74.5" 1080p 120Hz LED Smart HDTV (UN75F6300AFXZC) — **$3,999.99**

Model: UN75F6300AFXZC | Web Code: 10262110

✔ Available online

✔ Reservable in store

Compare

Samsung 65" 1080p 240Hz Smart LED TV (UN65F8000AFXZC) — **$3,999.99**

Model: UN65F8000AFXZC | Web Code: 10243938

✔ Available online

✔ Reservable in store

Compare

Sharp 70" 1080p 240Hz 3D LED Smart TV (LC70LE857U) — **$3,999.99**

Model: LC70LE857U | Web Code: 10244679

3.0

✔ Available online

Availability information not available

Compare

8x11 pixels
(88 total, 0.004%)

camouflaged

7 pixels

136x11 pixels
(1,496 total, 0.072%)

1-15 of **134** **Page:** 1 2 3 4 5 6 7 8 9 **Items per page:** 15

Sort by: Price: Low to High | Price: High to Low | Title: A-Z | Title: Z-A | Customer Rating

A Quick Look at LED TVs

Upgrading your home theatre system? LED TVs are a great addition to your entertainment centre, offering you a slimmer body than LCD televisions without sacrificing high definition picture quality. Every detail is captured in stunning clarity on an LED television, which also uses significantly less power than an LCD. Best Buy has a wide selection of LED televisions that will fit every style and budget.

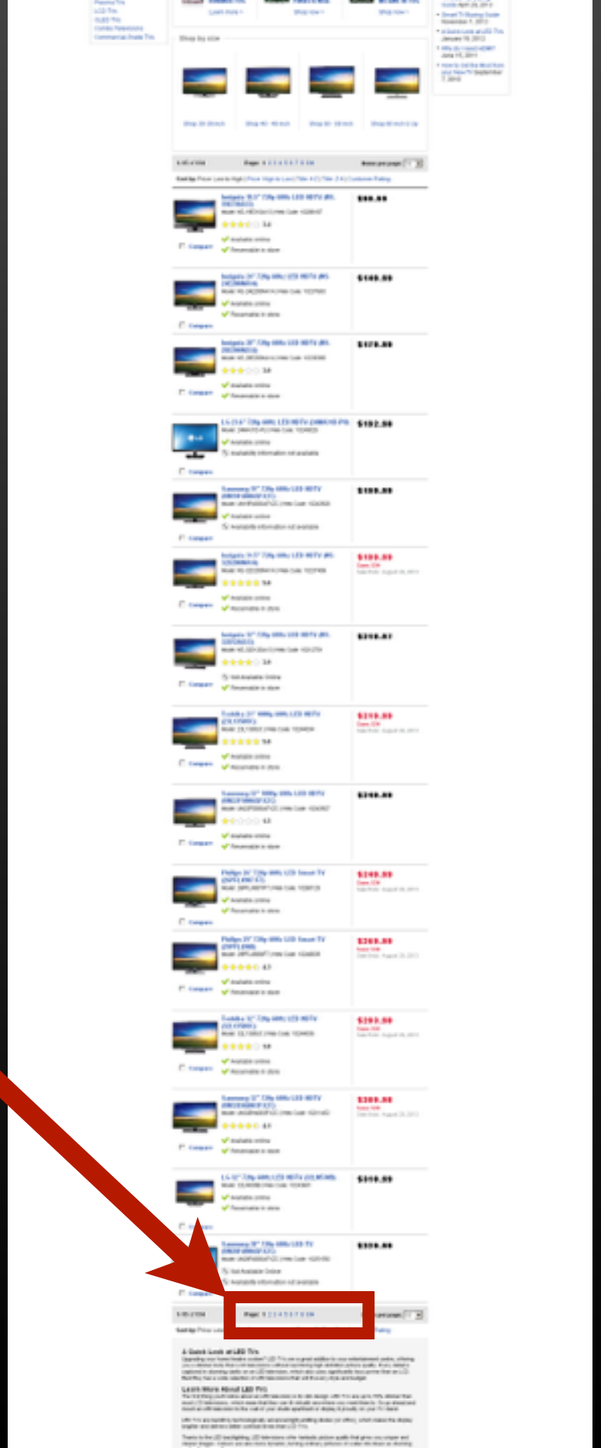
Learn More About LED TVs

The first thing you'll notice about an LED television is its slim design. LED TVs are up to 70% slimmer than most LCD televisions, which mean that they can fit virtually anywhere you want them to. So go ahead and mount an LED television to the wall of your studio apartment or display it proudly on your TV stand.

Why?

Maybe the product I want to buy is on page 2.

Why demote and camouflage such critical navigation?



Firefox | Crutchfield: Car Stereo, Speakers, Home ... | +

www.crutchfield.com | cruchfield electronics

sign in to your account | sign up for a new account | Rewards program | 0 item: $0.00 | Go to Cart

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on brilliant Samsung LED TVs

Shop

97% Of B

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www.crutchfield.com/g_300/Car-Receivers.html?tp=5684

cruchfield electronics

Kenwood KDC-352U [Factory Refurbished]

CD receiver

OUT OF STOCK

84 people say

- Pandora control with iPhone
- 13-digit display and variable-color button illumination
- 6-channel preamp outputs

Free Shipping

$89.99

Add to Cart

Fits

Compare

Pioneer DEH-2500UI

CD receiver

IN STOCK

14 people say

- Pandora control through iPhone
- red illumination
- 5-band equalizer

$ Special Offer

- Only $15 for installation gear

Free Shipping

Call to Order
1-888-955-6000

Fits

Compare

View page: 1 2 3 4 5 ... »

Research from CrutchfieldLabs℠

CD Receivers Shopping Guide

With so many in-dash CD receivers to choose from, how do you pick the right one? This article will help you ask the right questions, narrow your choices, and find the car stereo...

Steering Wheel Audio Control Adapters

If you're considering replacing your factory radio with an aftermarket receiver, adding a steering wheel control adapter lets you keep

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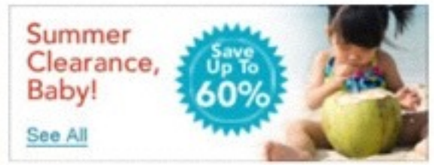


Today's Featured Categories

Tablets	Hard Drives	Notebooks	Fans

8x Optical Zoom / 2.7" LCD / SD/SDXC Memory / 720p HD Video / CCD Sensor / Intelligent IS / ISO 1600 / Low Light / SmartAuto / Eco MODE / Li-ion Battery ... more info

Compare

ADD to Cart

$3.50 (2.5%)

Was $149.99

Save $10.00 (7%)

Price Reflects $10 Instant Rebate thru 08/31/13

Canon PowerShot A2500 16 Megapixel Digital Camera - Red

[CAN A2500RD] Other Color Options Available

5x Optical Zoom / 2.7" LCD / SD/SDXC Memory / 720p HD Video / CCD Sensor / 28mm Wide-angle Lens / Digital IS / Low Light / ISO 1600 / Li-ion Battery ... more info

In Stock

$109.99

ADD to Cart

$2.75 (2.5%)

Was $119.99

Save $10.00 (8%)

Price Reflects $10 Instant Rebate thru 08/31/13

Compare

COMPARE

1 2 Next >>

Customers who viewed this section also viewed...

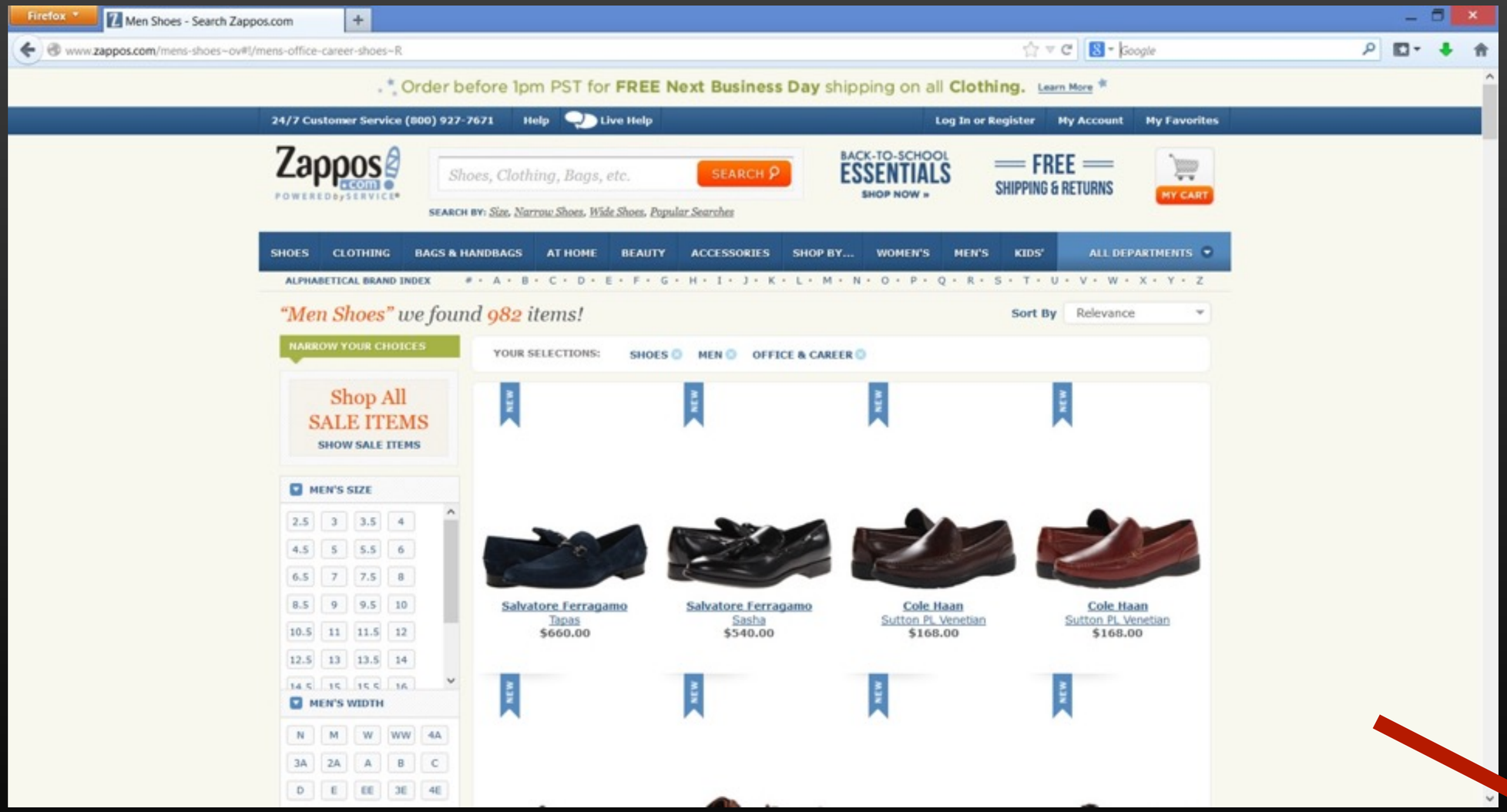
Cases

Vidpro TL-35 Top-Load DSLR Camera-Case Large

$24.99

Feedback
Win $100 Gift Card

This store is by far the greatest store for a college student to get all his/her supplies from!! I attend BMCC and purchased data recorders, software, printers at J&R they were the friendliest product educated and easy on the wallet!! I will continue to be a loyal J&R customer well beyond graduation!! Keep up the good work J&R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WOMEN'S
MEN'S
KIDS'
ALL DEPARTMENTS
ALPHABETICAL BRAND INDEX
"Men Shoes" we found 982 items!
Sort By
Relevance
NARROW YOUR CHOICES
YOUR SELECTIONS:
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OFFICE & CAREER
Shop All SALE ITEMS
SHOW SALE ITEMS
MEN'S SIZE
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4E
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Salvatore Ferragamo
Sasha
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Sutton PL Venetian
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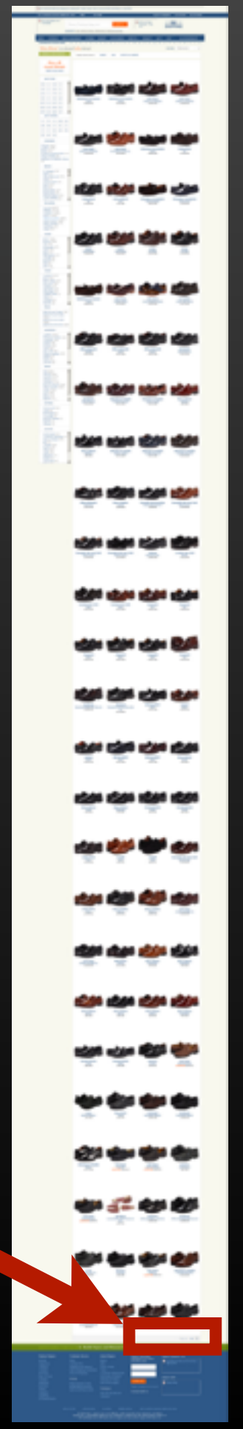
Cole Haan
Sutton PL Venetian
$168.00



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womens clothes

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Home > Clothing > Tops

REFINE BY

SIZE

- UK 6
- UK 8
- UK 10
- UK 12
- UK 14
- UK 16
- UK 18
- XS
- S
- M
- S/M
- M/L
- L
- Age L+
- Age M+
- Age S+

COLOUR

- Black
- Brown
- Green
- Orange
- Red
- Yellow
- Blue
- Cream
- Grey
- Pink
- White

PRICE IN GBP

£6 - £60

STYLE TYPE

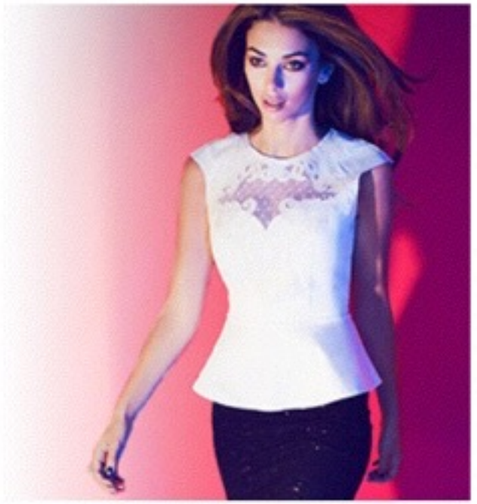
BRAND

SLEEVE LENGTH

TOPS

For effortless style opt for on-trend separates. Choose from special occasion blouses to casual cool tees. Updating your look couldn't be easier!

Blouses > Going Out Tops >
Knitwear > View All >



SORT BY: Most Popular

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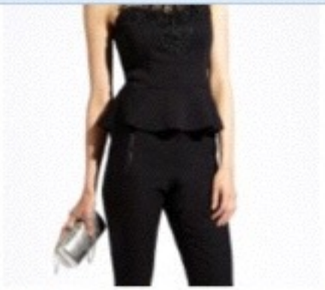
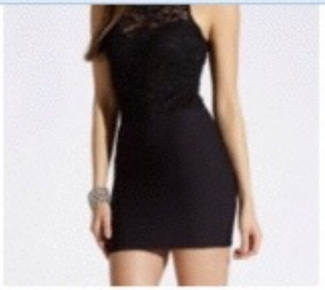


Lipsy Lace Peplum Top
£40.00
MORE COLOURS



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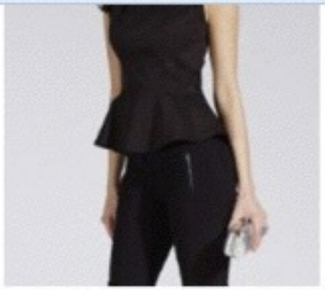
£32.00
MORE COLOURS

Lipsy Lace V Neck Top
£38.00



Lipsy Flower Shoulder Peplum Top
£45.00
MORE COLOURS

Lipsy Structured Peplum Top
£45.00

A Postcard From Brighton Loose Printed Top
£60.00

A Postcard From Brighton Lace Bord Vest Top
£30.00

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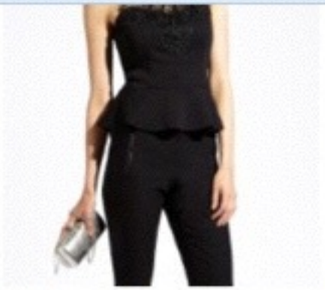

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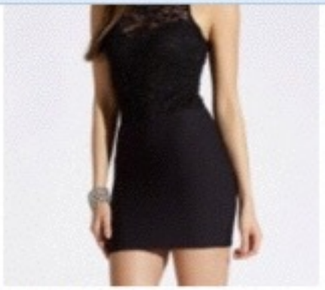
£40.00
MORE COLOURS



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MORE COLOURS

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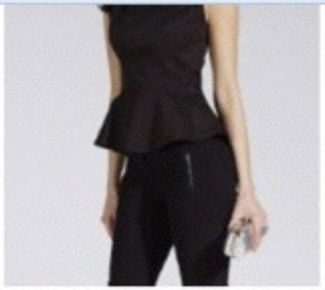

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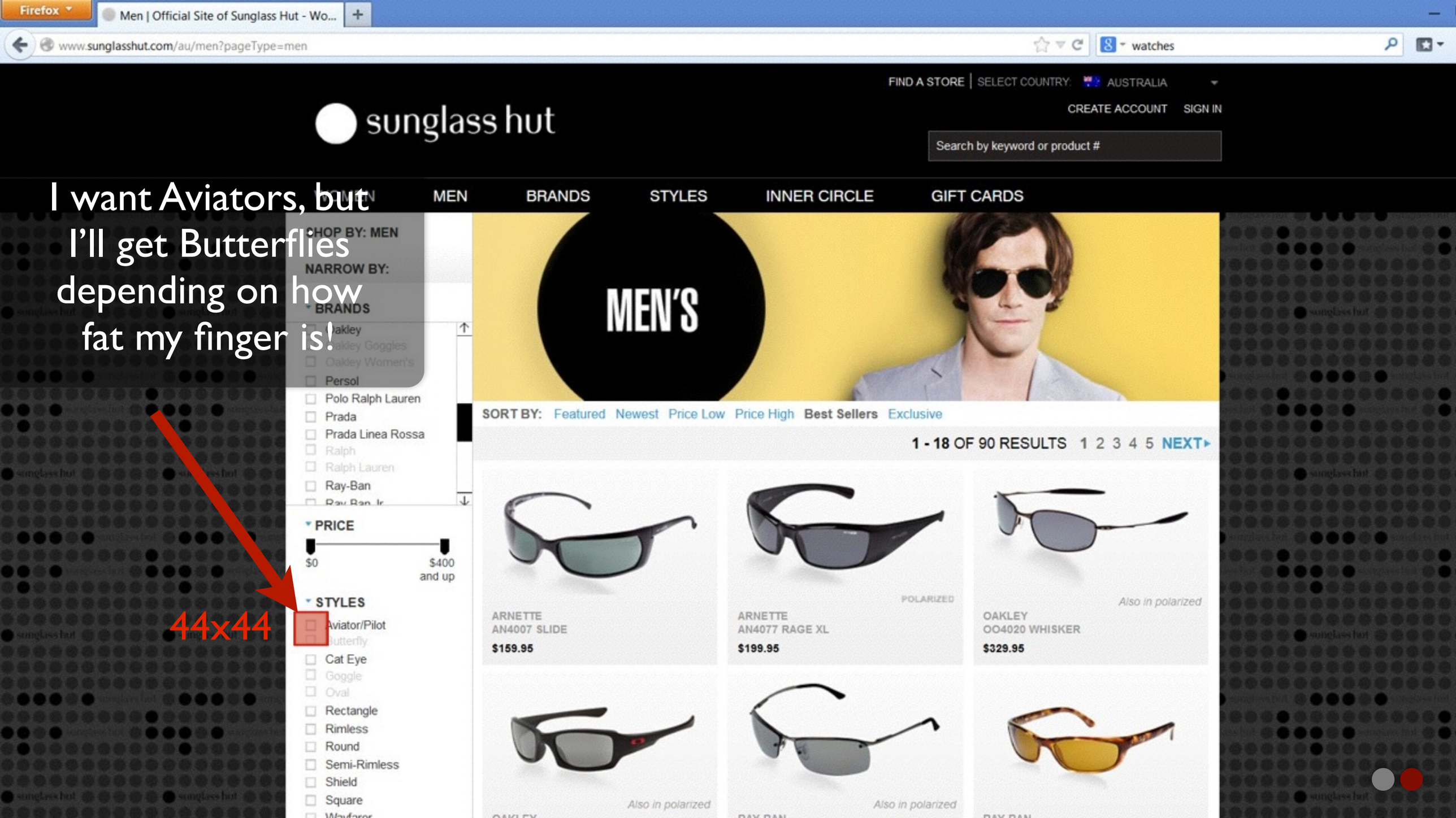
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Search by keyword or product #
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I want Aviators, but I'll get Butterflies depending on how fat my finger is!
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OAKLEY
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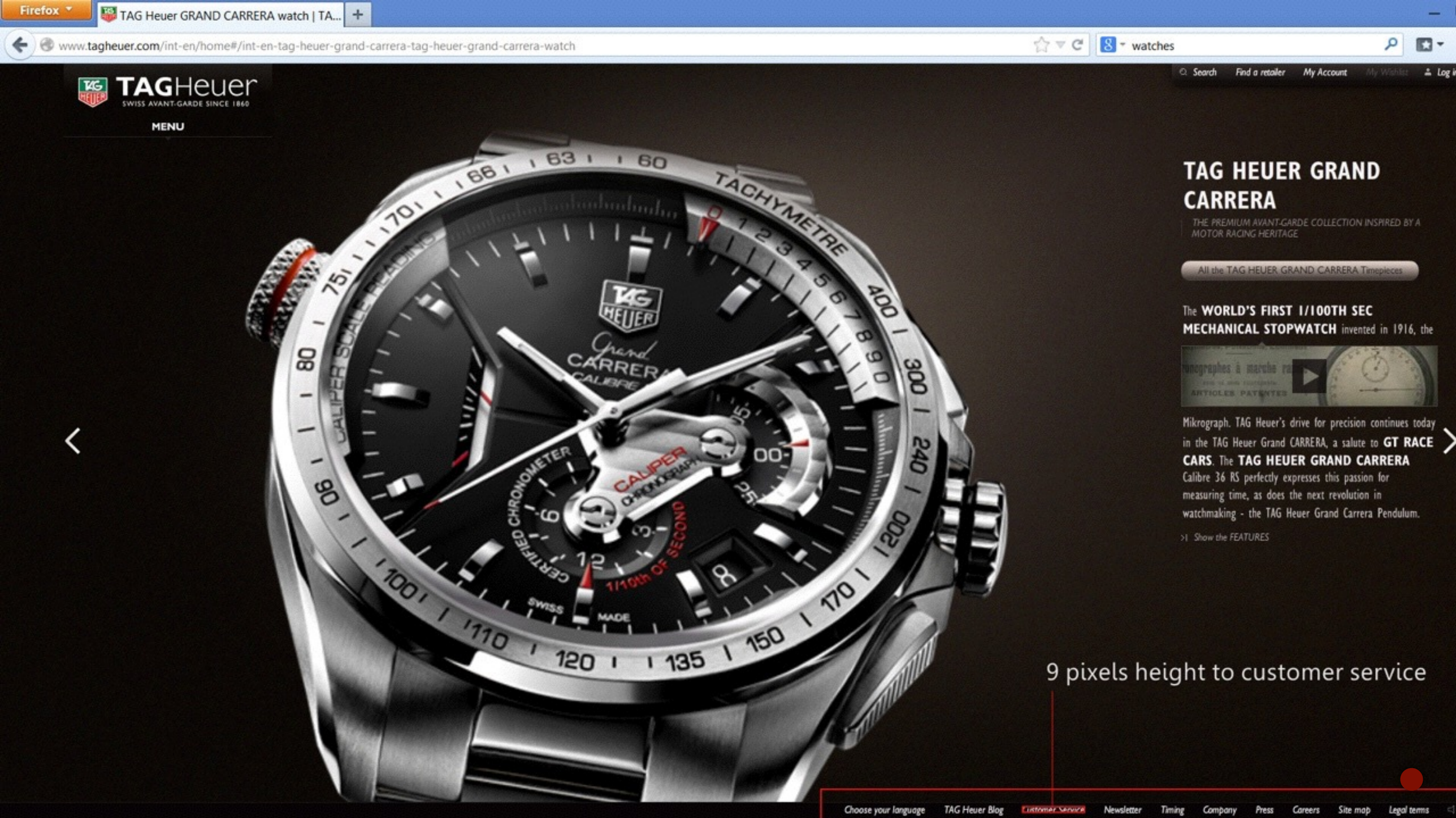
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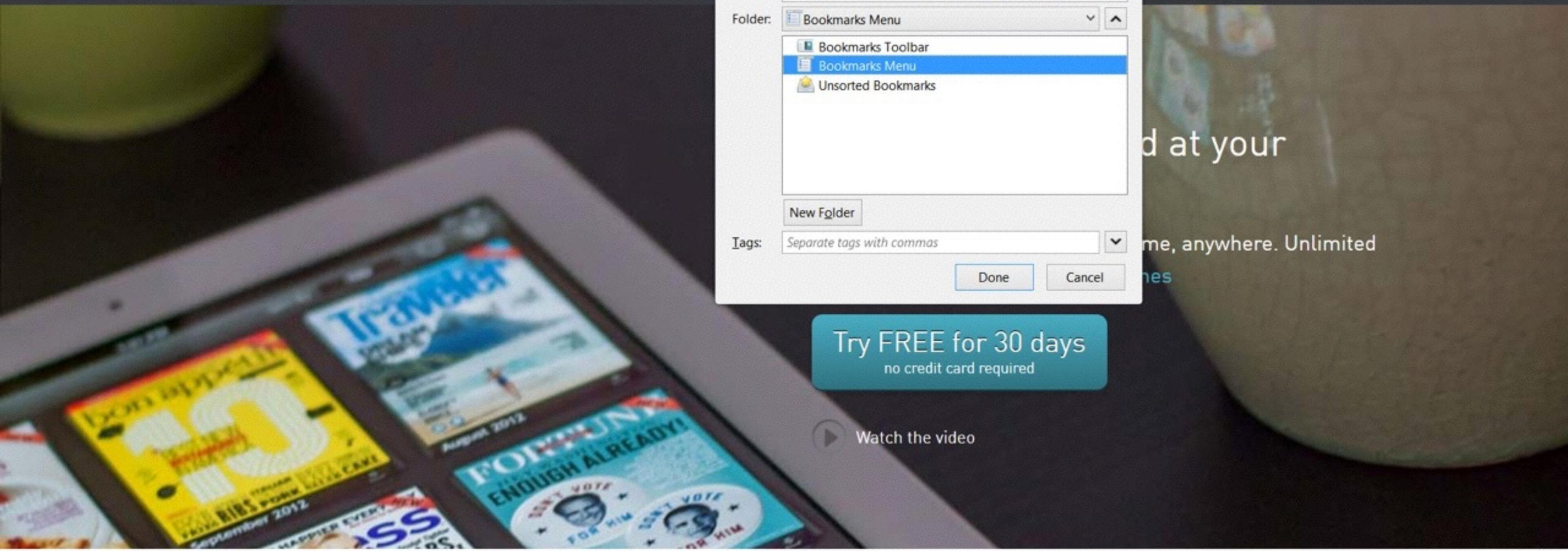

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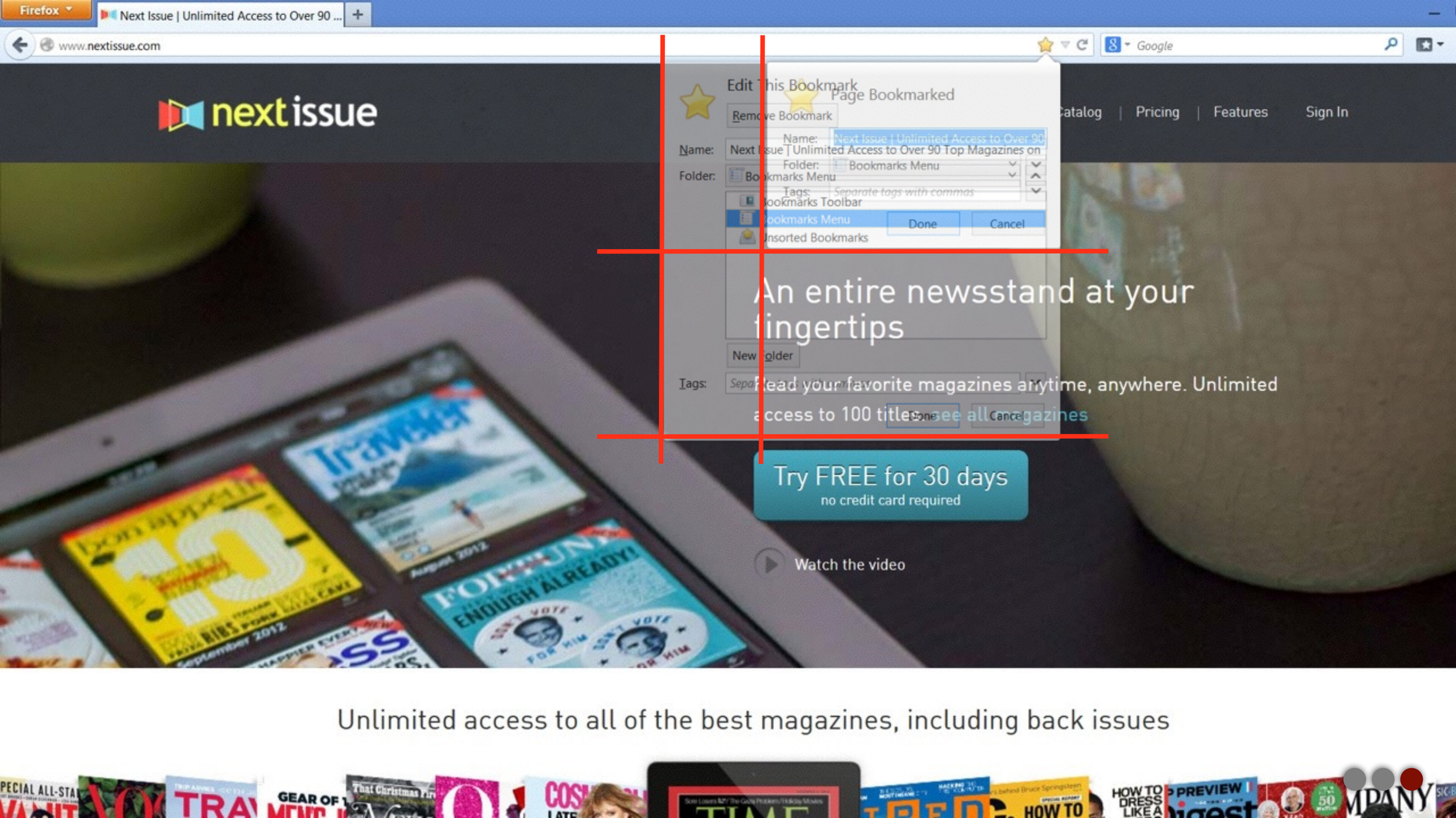
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Update (1)

Store

Spotlight

Dr. Seuss books on sale
Great limited-time deals

Photo Editor
Free ★★★★☆

HealthVault
Free ★★★★½

XE Currency
Free ★★★★☆

Disney Infinity: Action!
Free ★★★☆☆

Top paid

Top free

New Releases

Dell picks ›

Free Online Games for Dell
★★½☆☆ Games
Free

AccuWeather for Dell
★★★☆☆ News & Weather
Free

StumbleUpon for Dell
★★★★★ Social
Free

CookBook for Dell
★★★★☆ Food & Dining
Free

Booking.com for Dell
☆☆☆☆☆ Travel
Free

YouSendIt for Dell
★★★★★ Productivity
Free

Games ›

PAC-MAN Cha
$9.99 ★★★

Speed Tunnel
$1.49 ☆☆☆

I know Windows said I had updates,
but where are they?

Store

Update (1)

Spotlight

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HealthVault
Free ★★★★½

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StumbleUpon for Dell
★★★★★ Social
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★★★★☆ Food & Dining
Free

Booking.com for Dell
☆☆☆☆☆ Travel
Free

YouSendIt for Dell
★★★★★ Productivity
Free

Games ›

PAC-MAN Cha
$9.99 ★★★

Speed Tunnel
$1.49 ☆☆☆

Store

You have 6 updates! Update All Review

Spotlight

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Great limited-time deals

Photo Editor
Free ★★★★☆

HealthVault
Free ★★★★½

XE Currency
Free ★★★★☆

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★★★☆☆ News & Weather
Free

StumbleUpon for Dell
★★★★★ Social
Free

CookBook for Dell
★★★★☆ Food & Dining
Free

Booking.com for Dell
☆☆☆☆☆ Travel
Free

YouSendIt for Dell
★★★★★ Productivity
Free

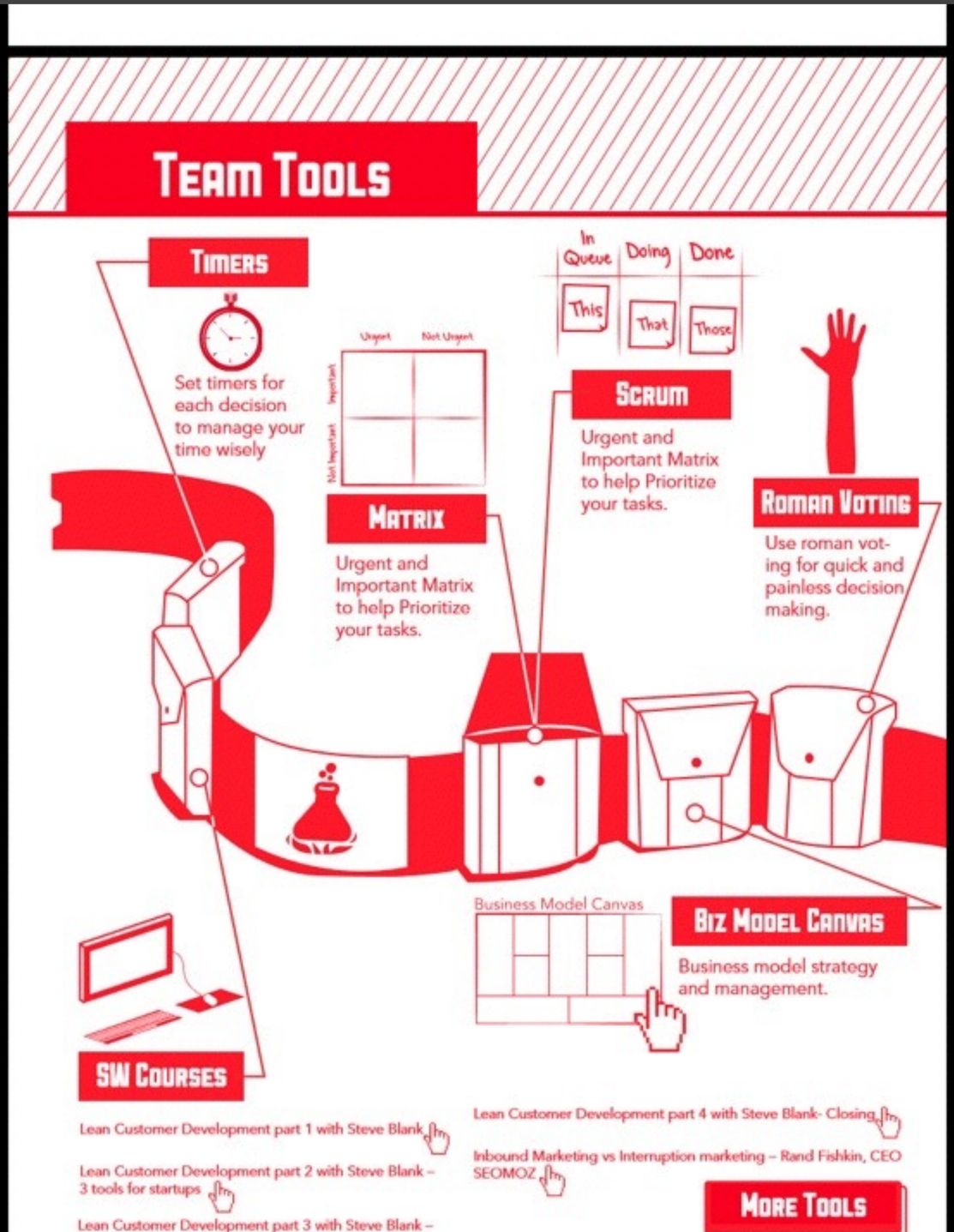
Games ›

PAC-MAN Cha
$9.99 ★★★

Speed Tunnel
$1.49 ☆☆☆

I need to print this document...

I could have swore I bought and installed a printer the other day...



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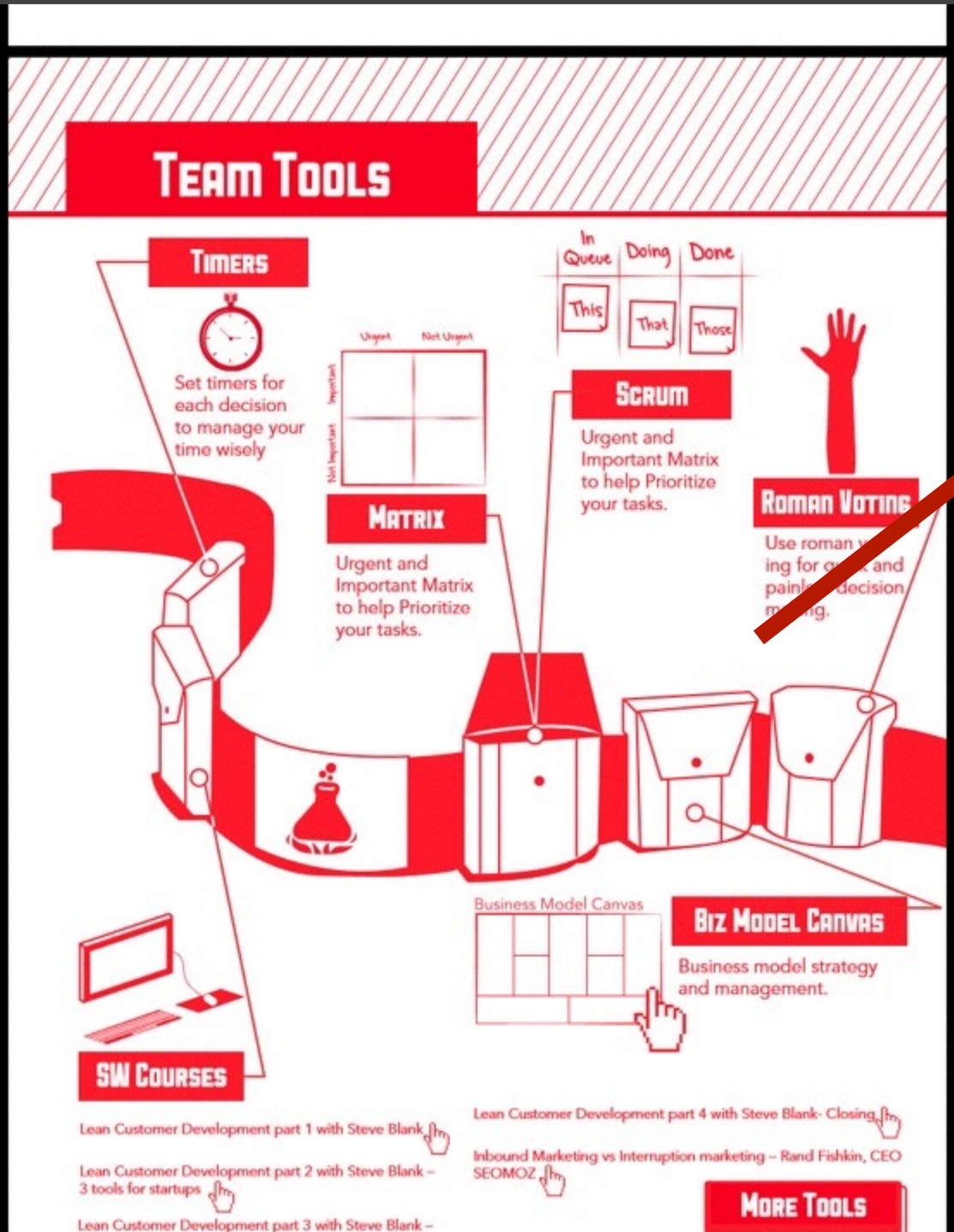
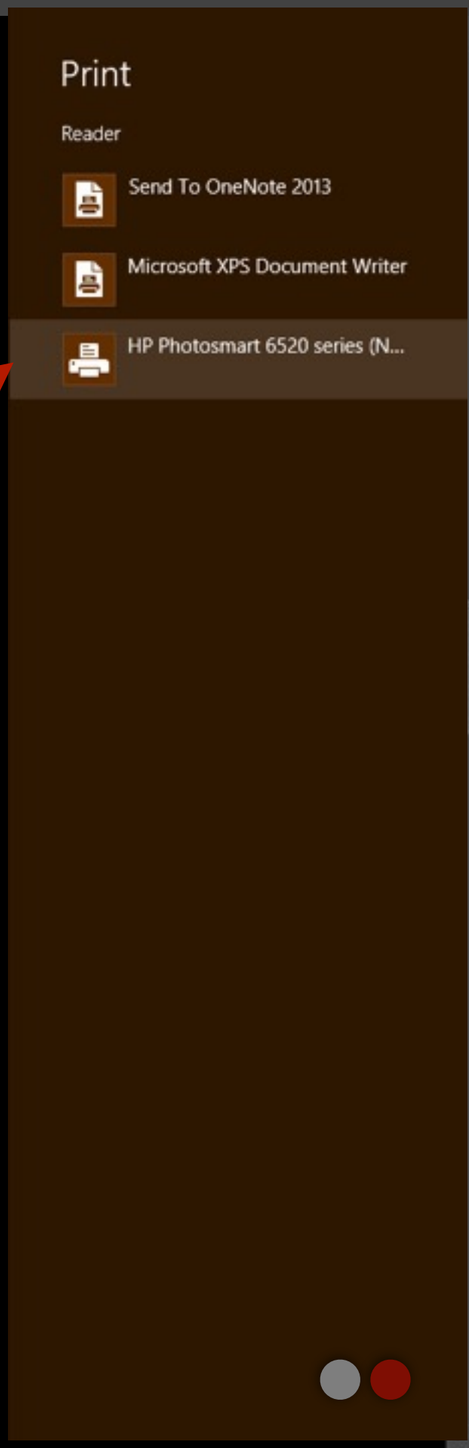
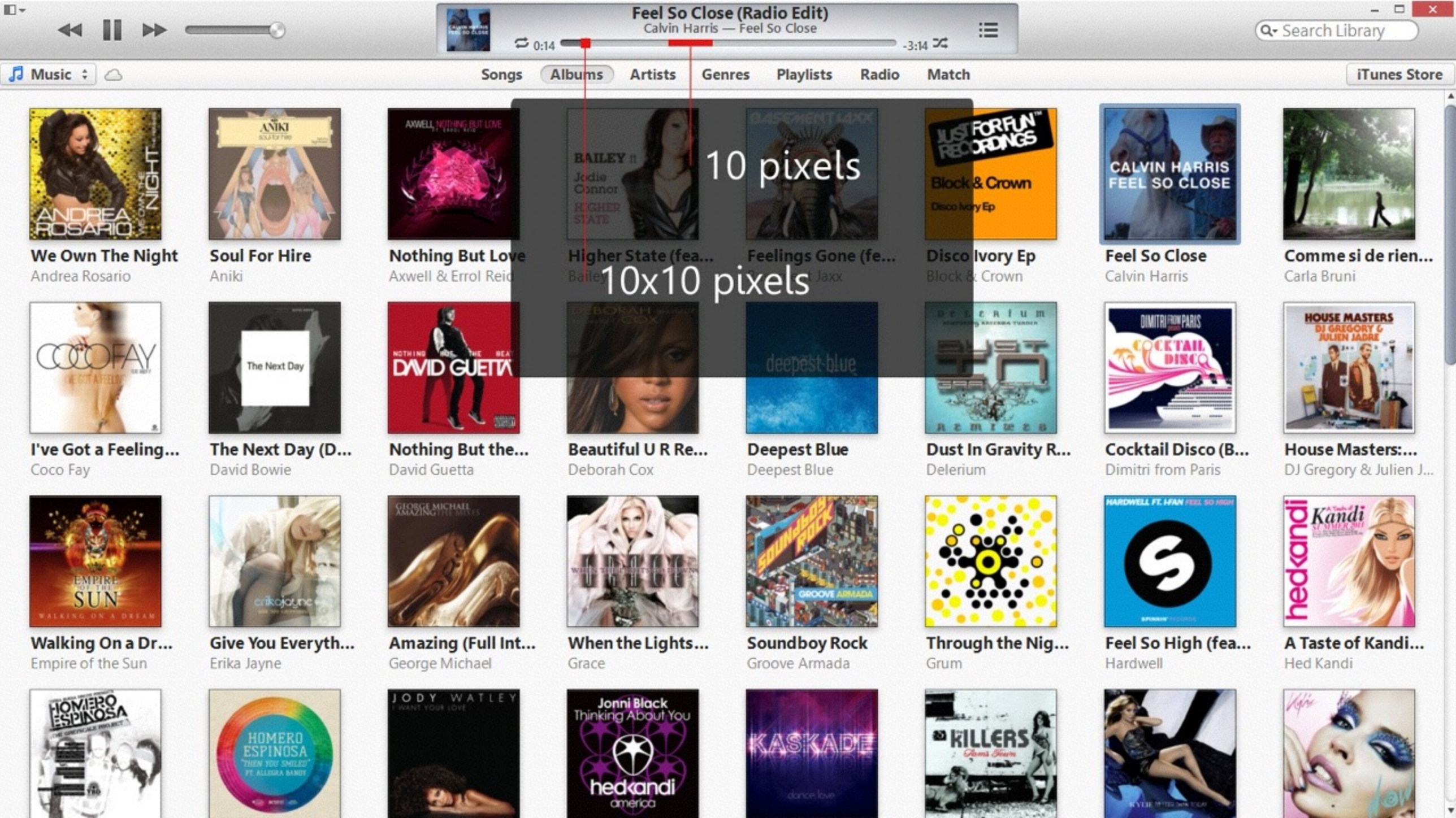
Ahhh yes,
there it is, hidden.

Where are the
smarts and
awareness to show
what I need?






Feel So Close (Radio Edit)
Calvin Harris — Feel So Close
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-3:14
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Block & Crown
Feel So Close
Calvin Harris
Comme si de rien...
Carla Bruni
I've Got a Feeling...
Coco Fay
The Next Day (D...
David Bowie
Nothing But the...
David Guetta
Beautiful U R Re...
Deborah Cox
Deepest Blue
Deepest Blue
Dust In Gravity R...
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Walking On a Dr...
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Give You Everyth...
Erika Jayne
Amazing (Full Int...
George Michael
When the Lights...
Grace
Soundboy Rock
Groove Armada
Through the Nig...
Grum
Feel So High (fea...
Hardwell
A Taste of Kandi...
Hed Kandi

SOLUTION examples

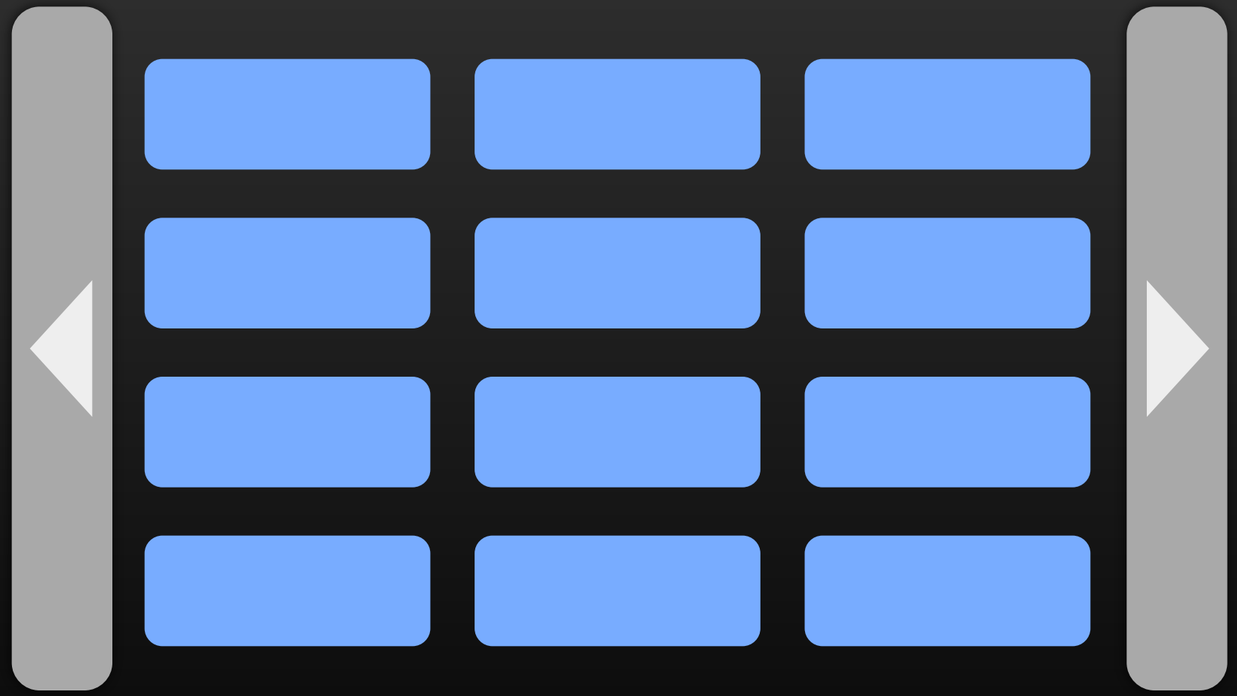
Device Awareness

Use technology to determine device specifics to adapt navigation accordingly

- Tablets should no longer get the hand me downs from desktop and mobile
- Scale size of navigation elements and buffering
- Determine appropriate input controls and increase tactile feel
- Accommodate for higher degree of possible inaccuracy
- Adjust seperation from surrounding content (avoiding camouflage effect)

Rethink Navigation Elements

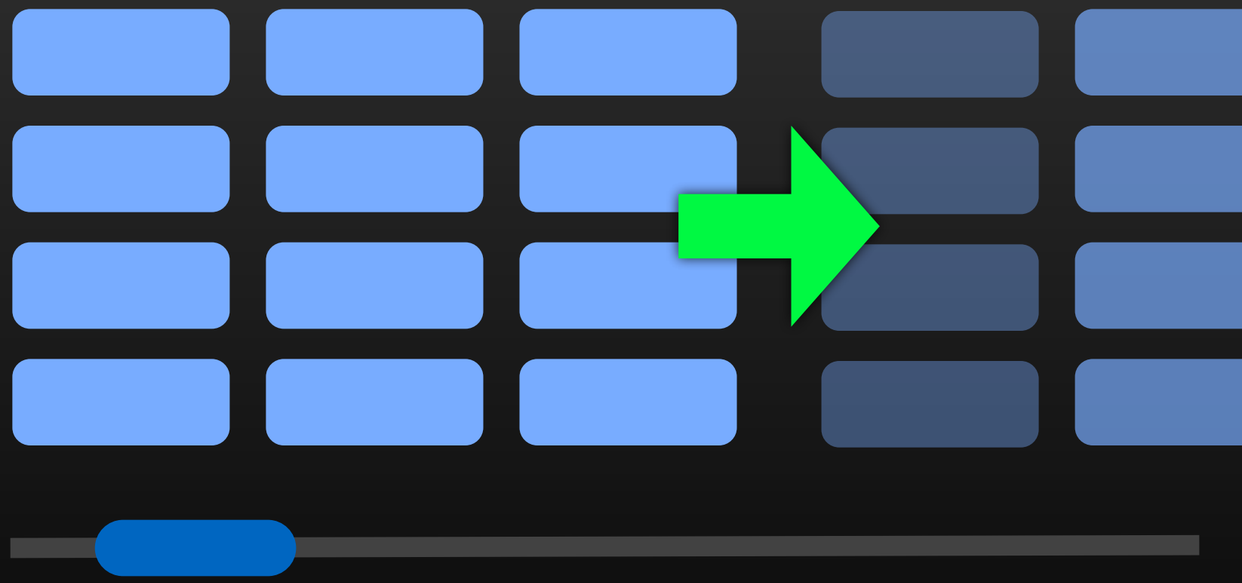
Floating Vertical Page Navigation Always present, large and easy to operate, occupies under utilised vertical space.



Rethink Navigation Elements

Swipeable Web Interface

Touch display optimised, yet still compatible with traditional displays via scroll bar, adapts to utilise full real estate



Rethink Navigation Elements

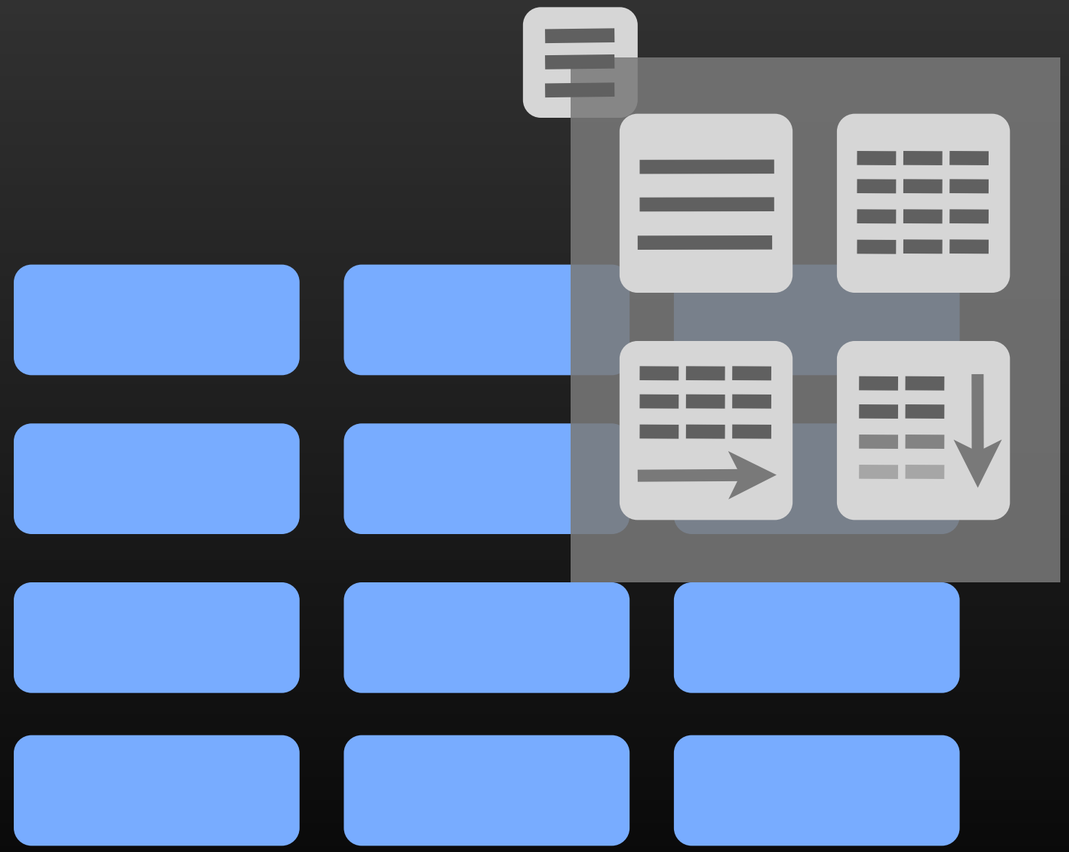
Lazy Loading

Reduces dependency on buttons, inherently a larger scope of items without clicks.

Rethink Navigation Elements

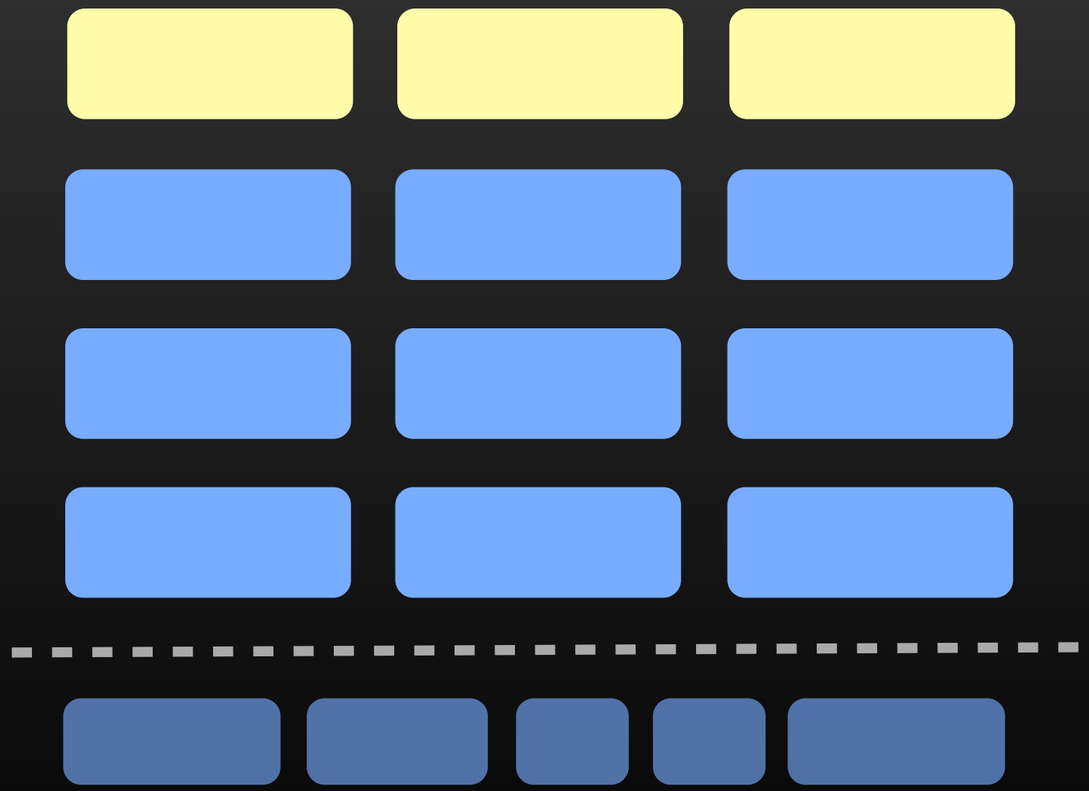
User Selectable Navigation

Why not allow user defined layout and controls via drop-down of pre-configured styles?



Intelligence Around Content

Automated Balancing
Reveal and hide navigation and item selection based on recurrent usage, total objects and prioritise high worth items.



Benefits?

- **Increased Conversion** - Customers get to the products they’re seeking without impedance
- **Decreased Bounce Rates** - Site becomes more accessible with less effort required
- **Improved Stickiness** - Discovery and digestion of more content and desire to come back for more
- **Competitive Edge** - Do what your competitors are still catching up on, gain a point of difference.

Final Word

It’s just too easy to adopt from previous generations, with a bit of rethinking and some application of technology we can reap the benefits of smarter navigation.

Responsive design is great but ensuring the individual navigation elements within those designs intelligently adapt to devices and context is crucial.

Many Thanks

Jon Deragon Director of User Experience, Technocrat

In-person Grab me during the conference

Email jonderagon@technocrat.com.au

LinkedIn www.linkedin.com/in/jonderagon

Credits

Slide 5 - Samsung Electronics, Dell

Slide 6 - Oculus VR, Inc., LG Electronics