

JOE JOHNSTON

Director of UX

Director of R&D

Universal Mind

universalmind.com

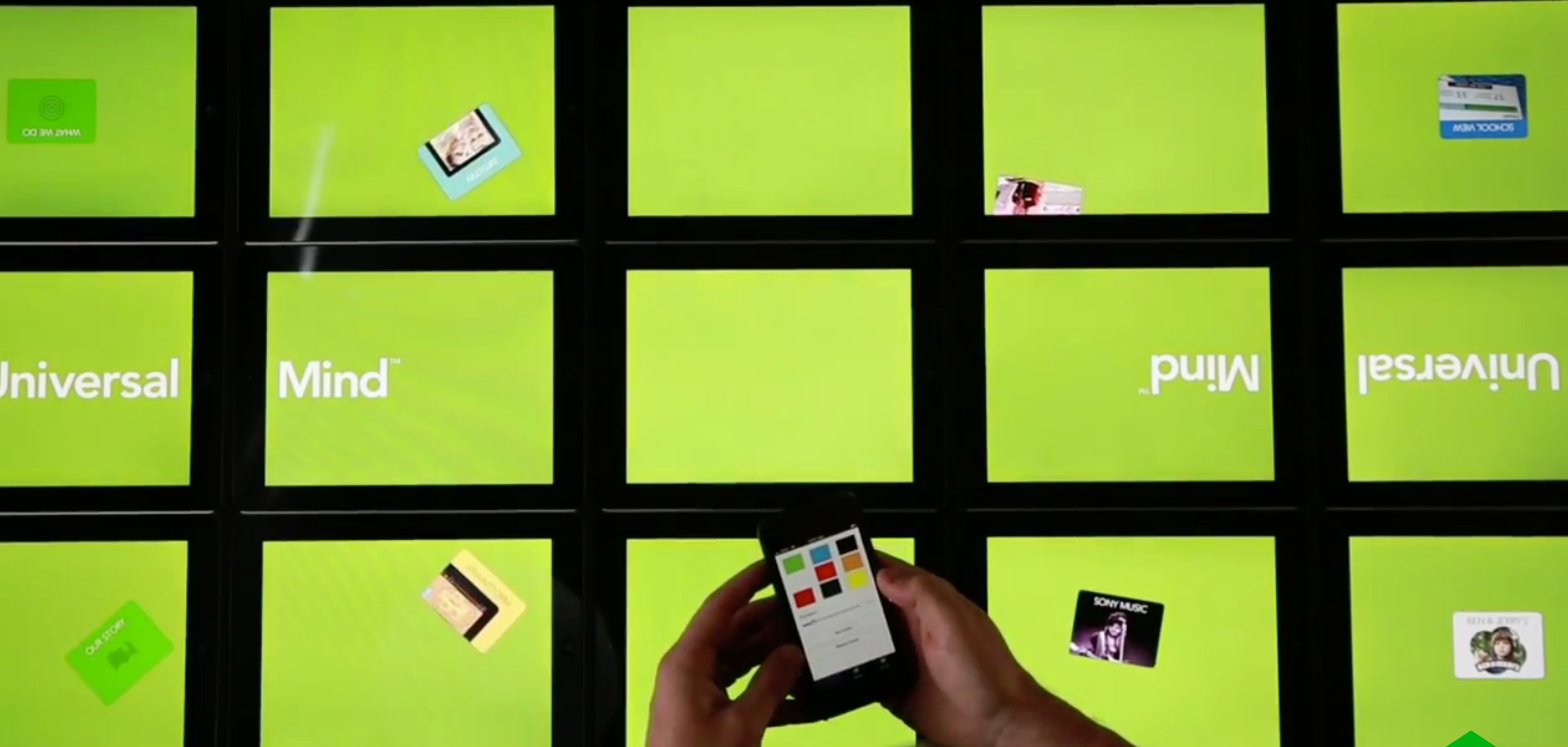
joe.johnston@universalmind.com

@merhl

I like candy.

YEAH THAT'S A BLACKBERRY PLAYBOOK, REMEMBER
THOSE THINGS.





IPAD TABLE



CONTEXTUAL DESIGN

WHAT IS IT?

Broadly, context can be defined as 'the interrelated conditions in which something exists or occurs'



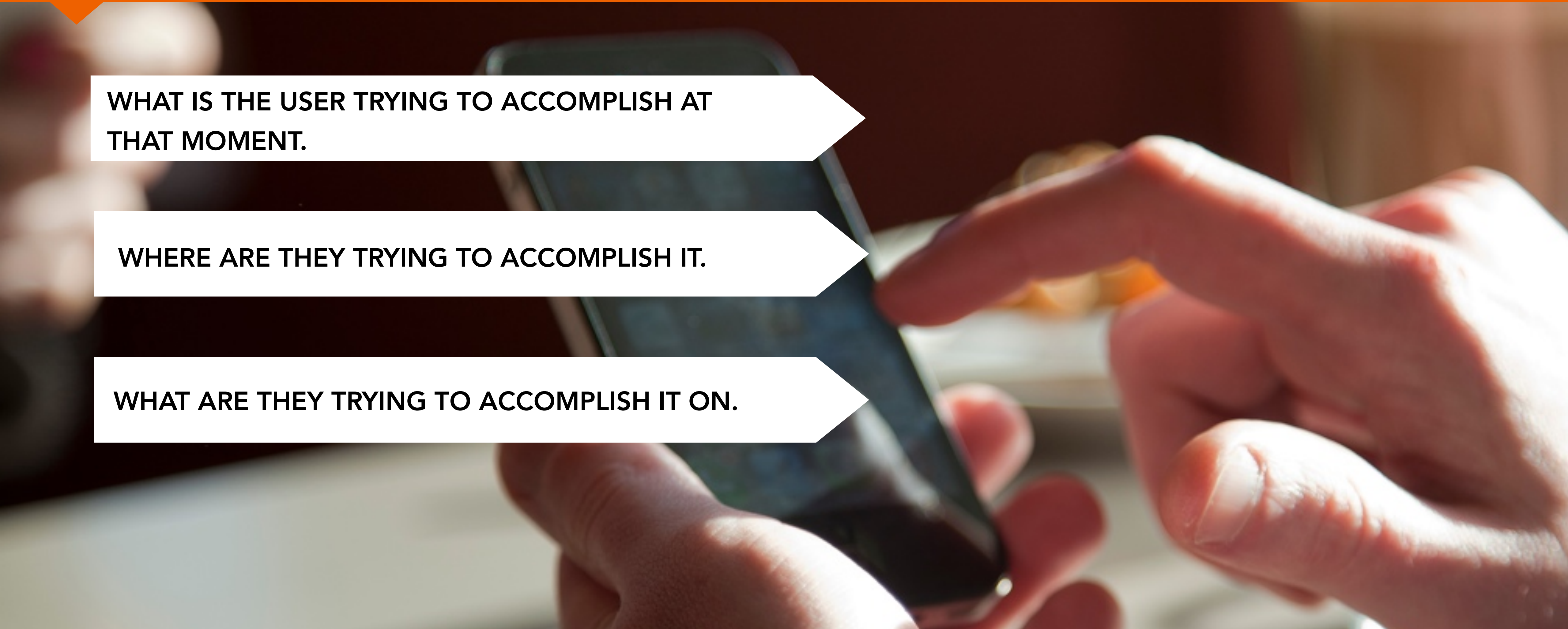
**WHAT THE HELL DOES THAT
MEAN?**

3 KEY THINGS MAKE UP CONTEXTUAL DESIGN

WHAT IS THE USER TRYING TO ACCOMPLISH AT
THAT MOMENT.

WHERE ARE THEY TRYING TO ACCOMPLISH IT.

WHAT ARE THEY TRYING TO ACCOMPLISH IT ON.





MOBILE FIRST

The back story, how did we get here.



RESPONSIVE WEB DESIGN

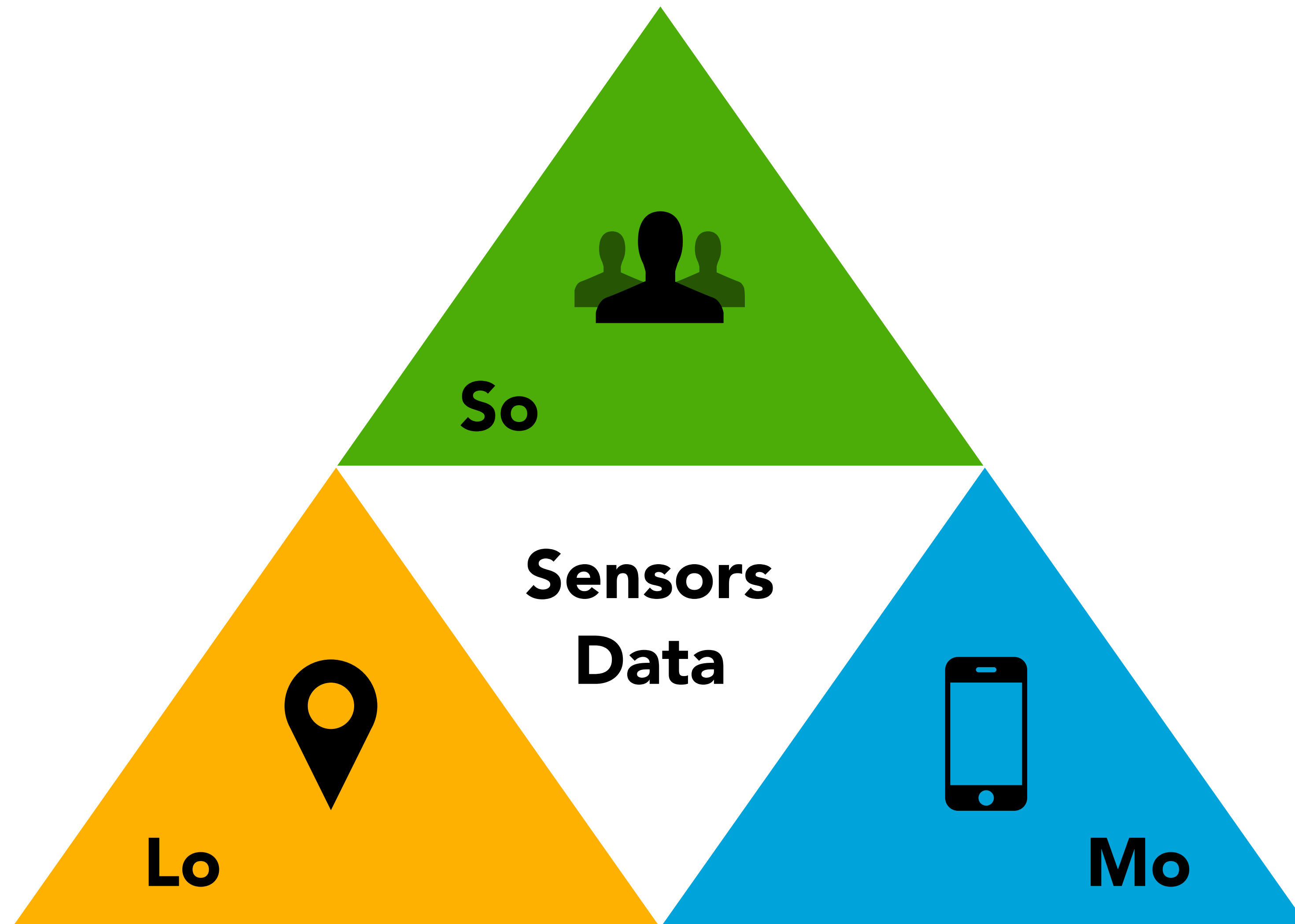


CONTEXTUAL DESIGN



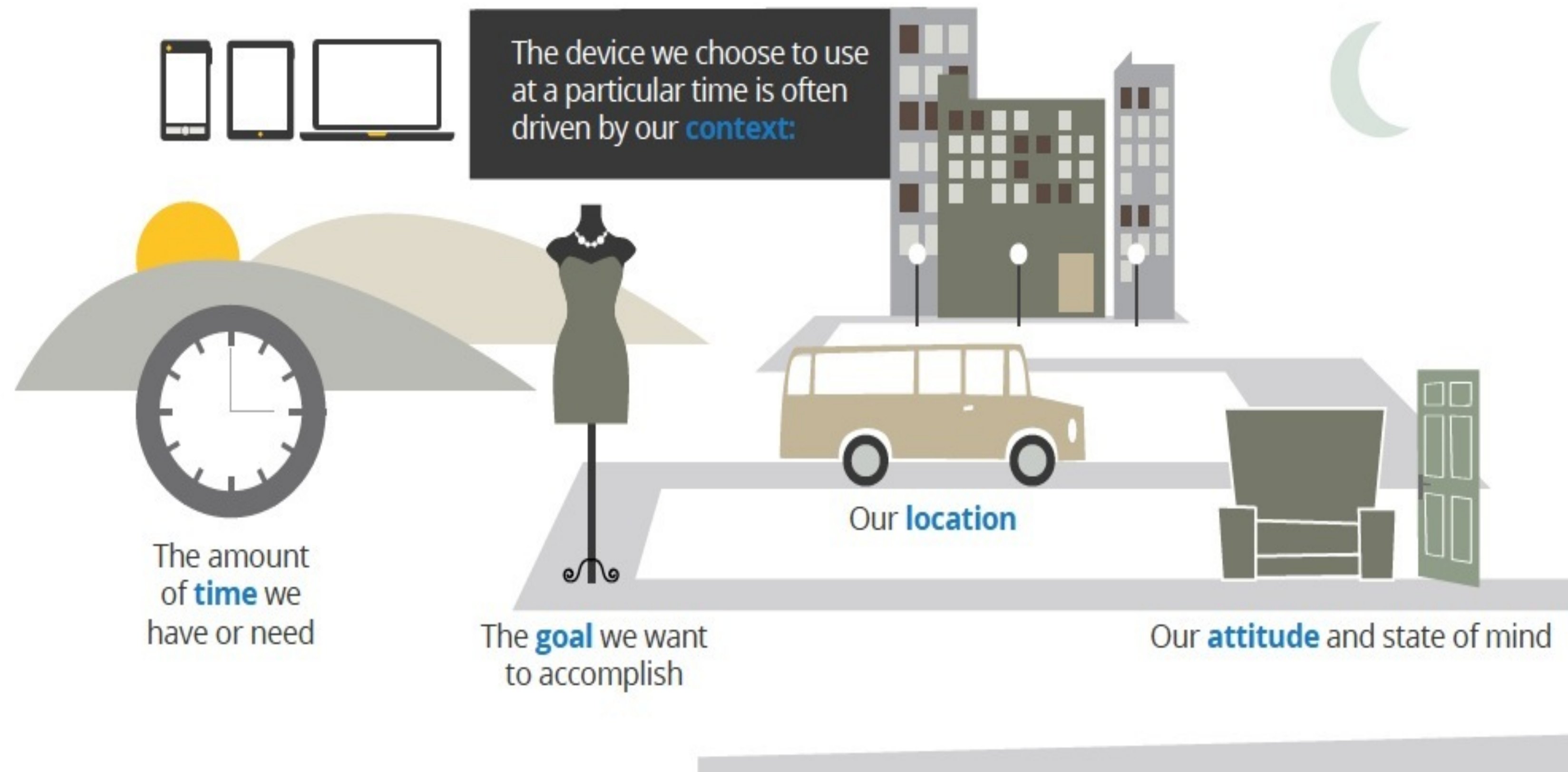
sidebar... SoLoMo!

The integration of social networks with inherent mobile location features



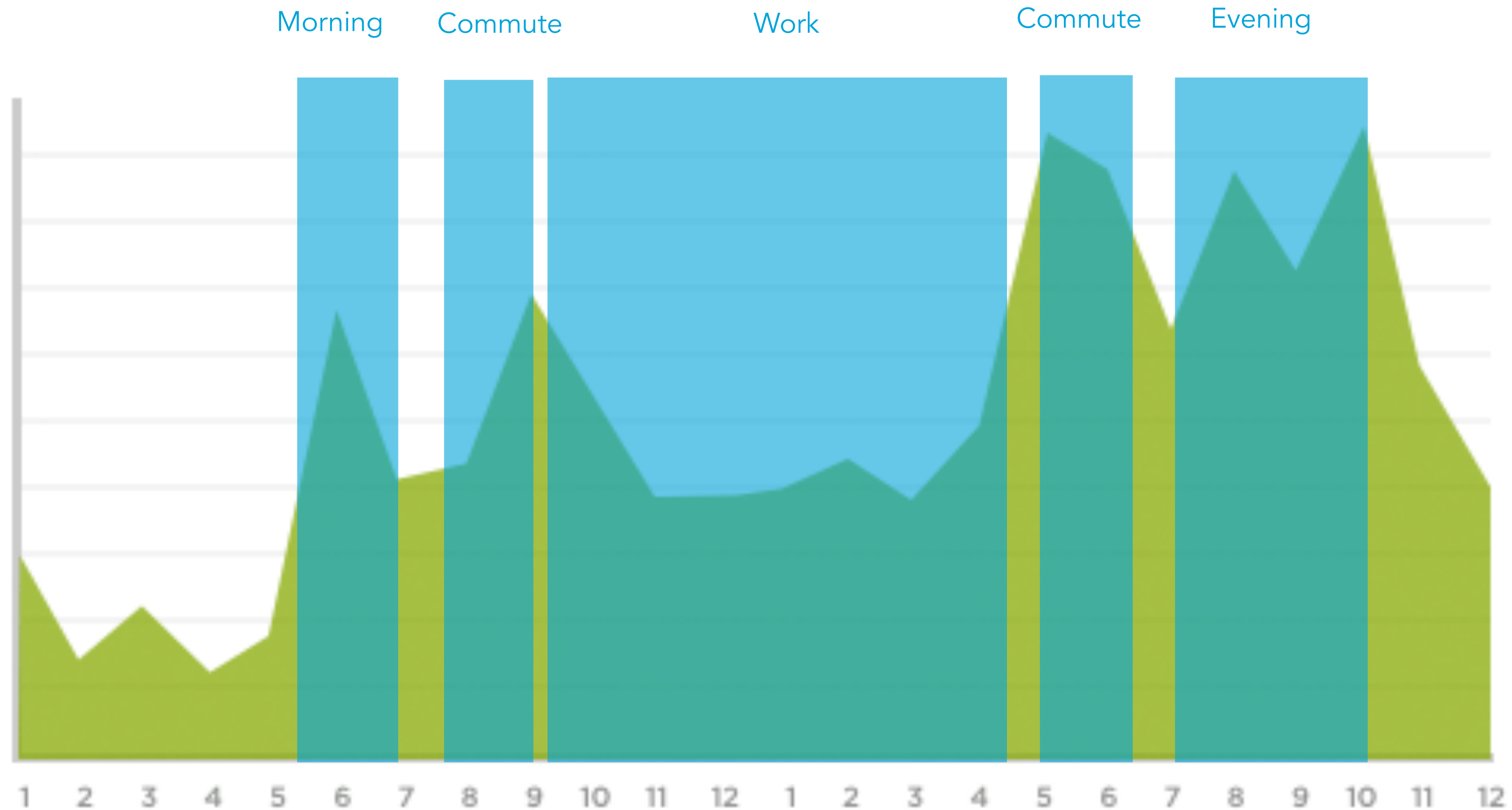
ANYTIME AND EVERYWHERE

Today consumers own multiple devices and move seamlessly between them throughout the day



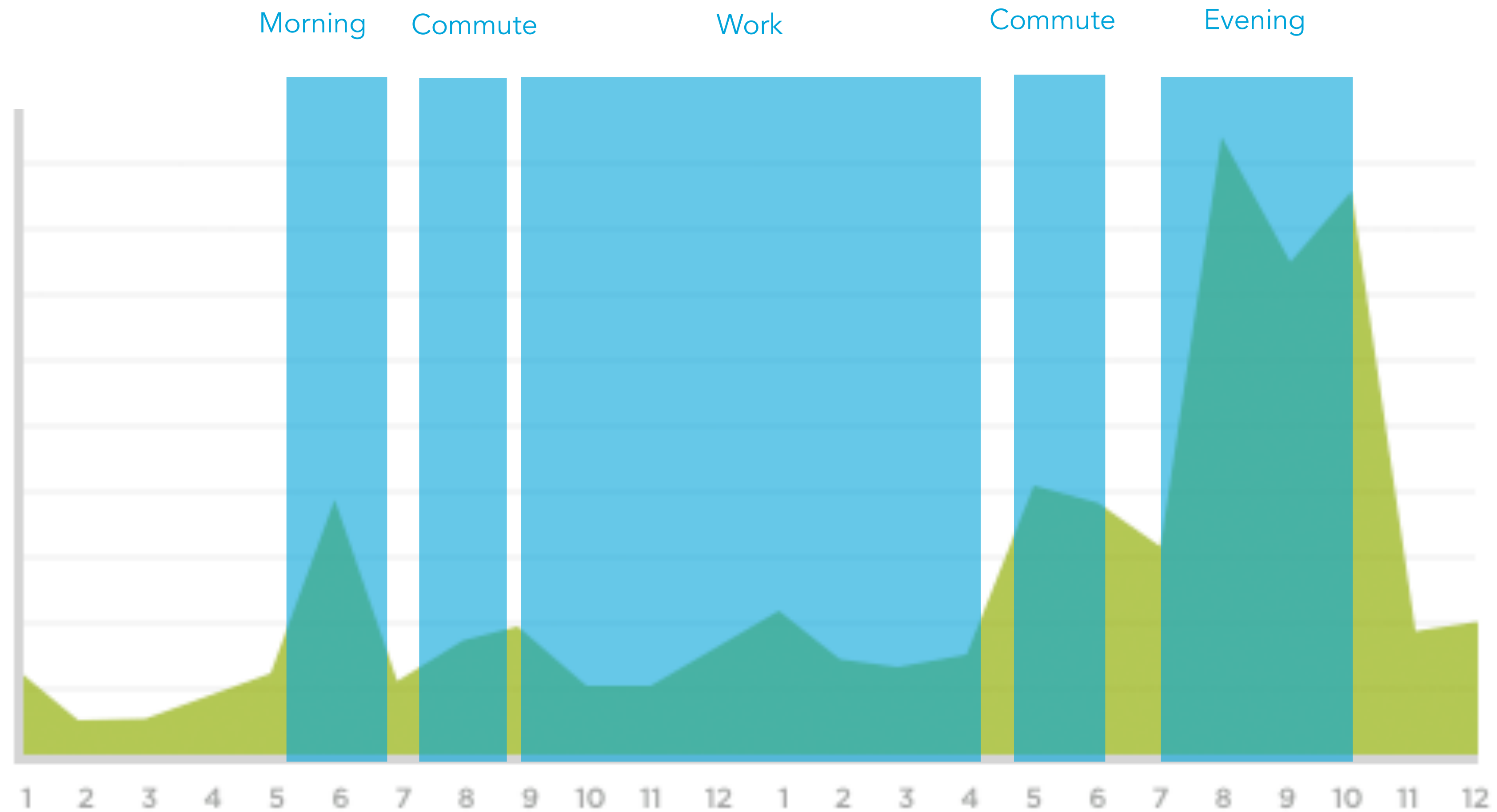
- Source: "The New Multi-screen World: Understanding Cross-platform Consumer Behavior," Google, August, 2012, http://services.google.com/fh/files/misc/multiscreenworld_final.pdf

READ IT LATER (NOW POCKET) **IPHONE** USERS



• Source: "When People Use Different Devices," Luke Wroblewski, November 22, 2011

READ IT LATER (NOW POCKET) **IPAD** USERS

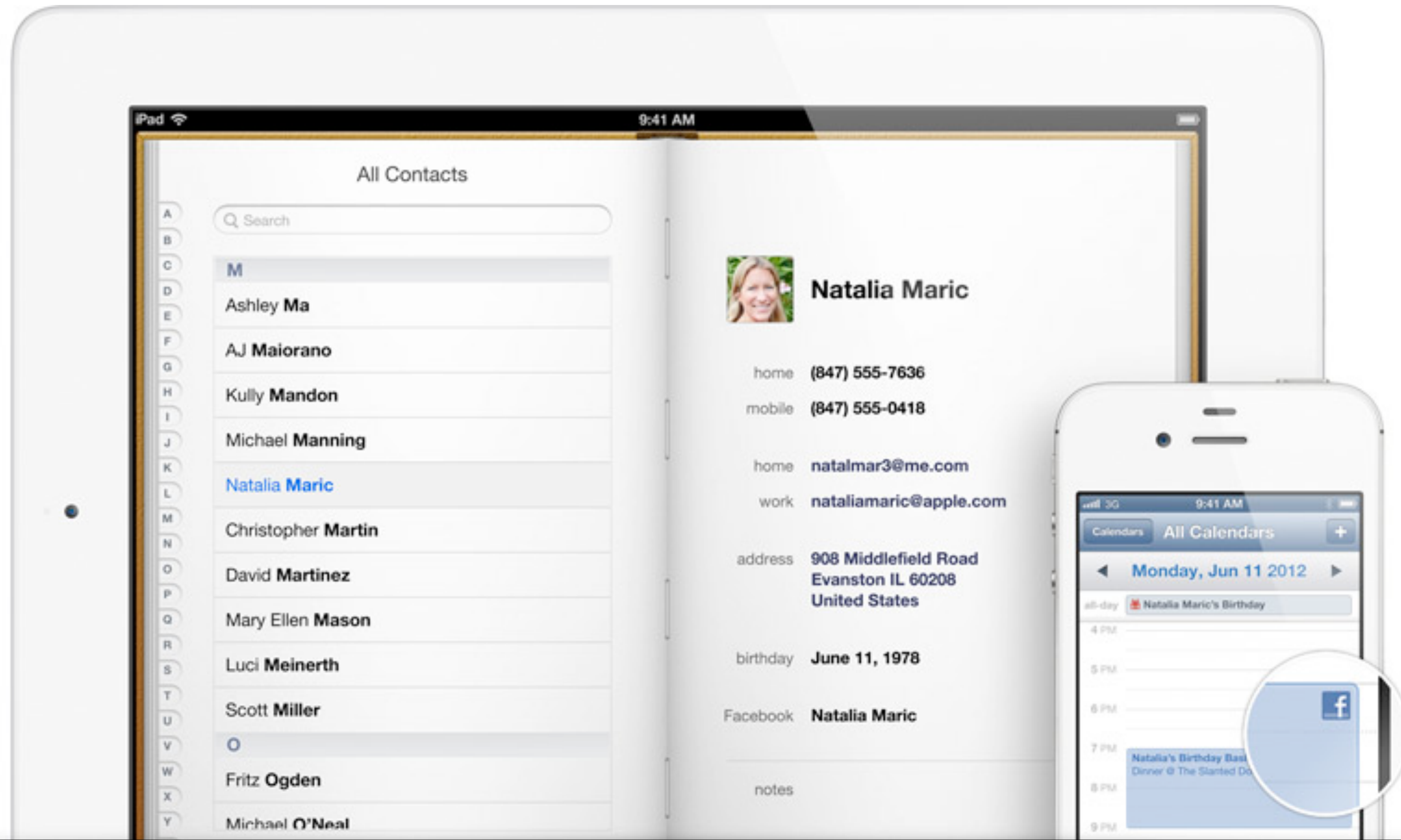


• Source: "When People Use Different Devices," Luke Wroblewski, November 22, 2011



AUDIO IS CONTEXT, SO LISTEN UP.

YOUR CALENDAR IS CONTEXT.



LOCATION IS CONTEXT.



RT @andrewmaier: .@gem_ray I wish the iPhone dictionary was location aware so it'd pick up street names.

THE LIVING ROOM IS CONTEXT.

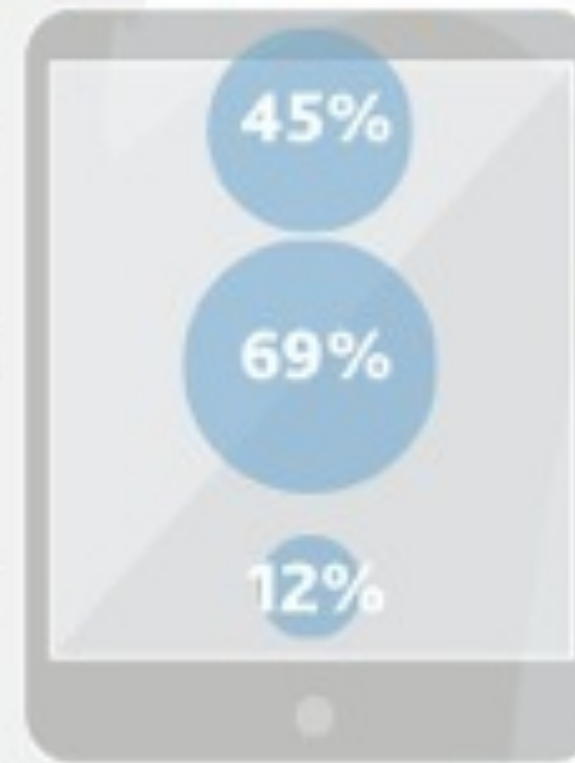
SIMULTANEOUS TV AND TABLET USAGE³

Q4 2011

At least once a day

At least several times per week

Never



ACTIVITIES WHILE WATCHING TV

	General Population*	13-17	18-34	35-54	55+	GENDER	
						MALE	FEMALE
Checked email site during the program	61%	52%	58%	65%	65%	58%	64%
Checking sport score	34%	34%	36%	34%	32%	44%	24%
Looked up coupons or deals related to an advertisement I saw on TV	22%	22%	29%	21%	14%	21%	24%
Looked up information related to the TV program I was watching	37%	37%	36%	38%	34%	39%	34%
Looked up product information for an advertisement I saw on TV	27%	29%	28%	27%	22%	25%	28%
Visited a Social Networking site during the program	47%	62%	50%	47%	33%	44%	50%

* Tablet Owners aged 13+

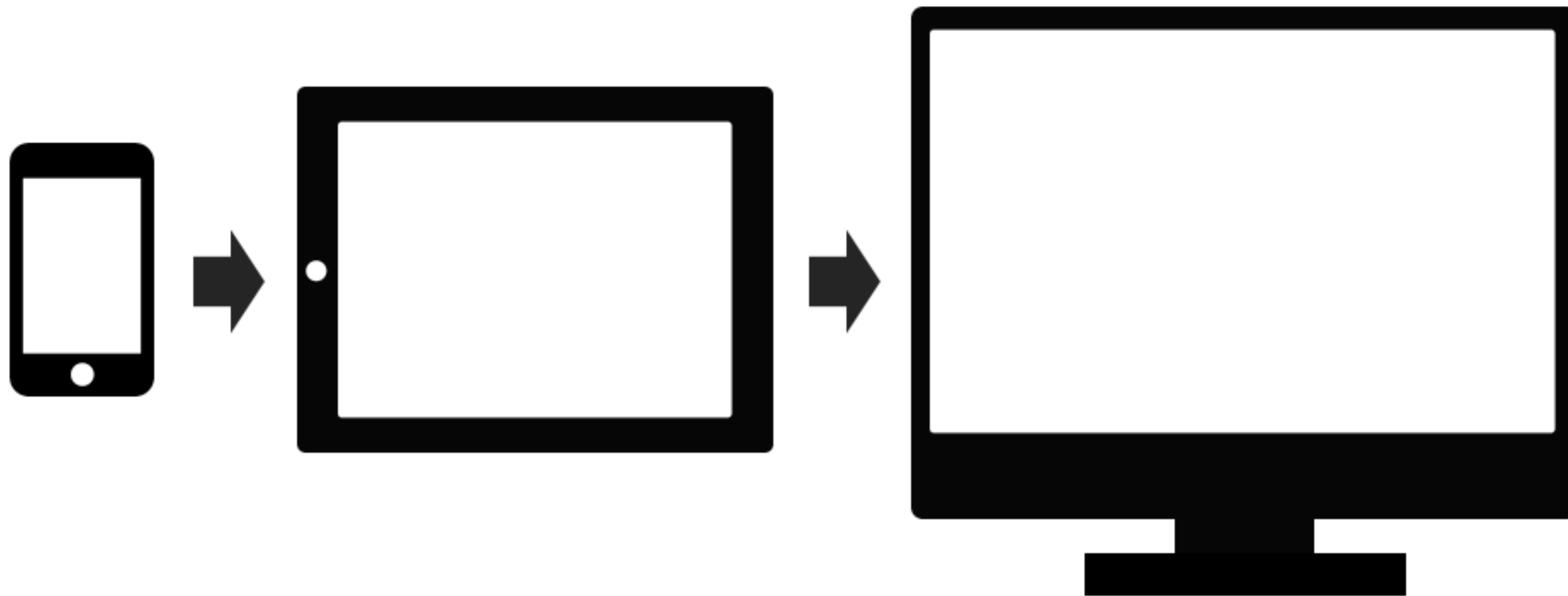
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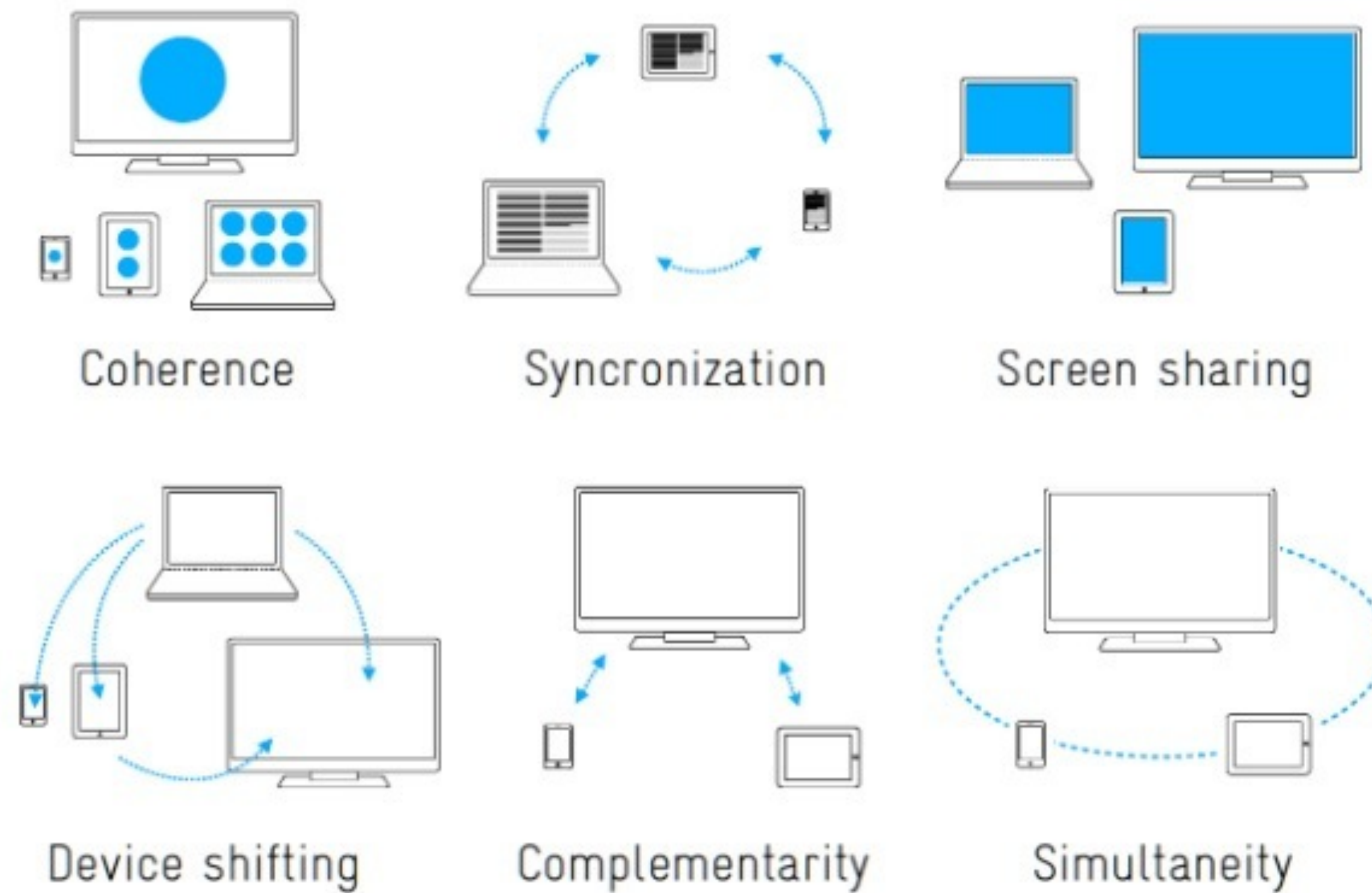


DEVICE IS CONTEXT.

**DON'T REMOVE CONTENT,
PROGRESSIVELY ENHANCE IT.**



Precious, a studio based in Hamburg, Germany published a collection of additional multiscreen categories and scenarios to help understand and define strategies for the multiscreen world.



• Source: <http://uxmag.com/articles/designing-for-context-the-multiscreen-ecosystem>

MULTI-SCREEN CONTEXT

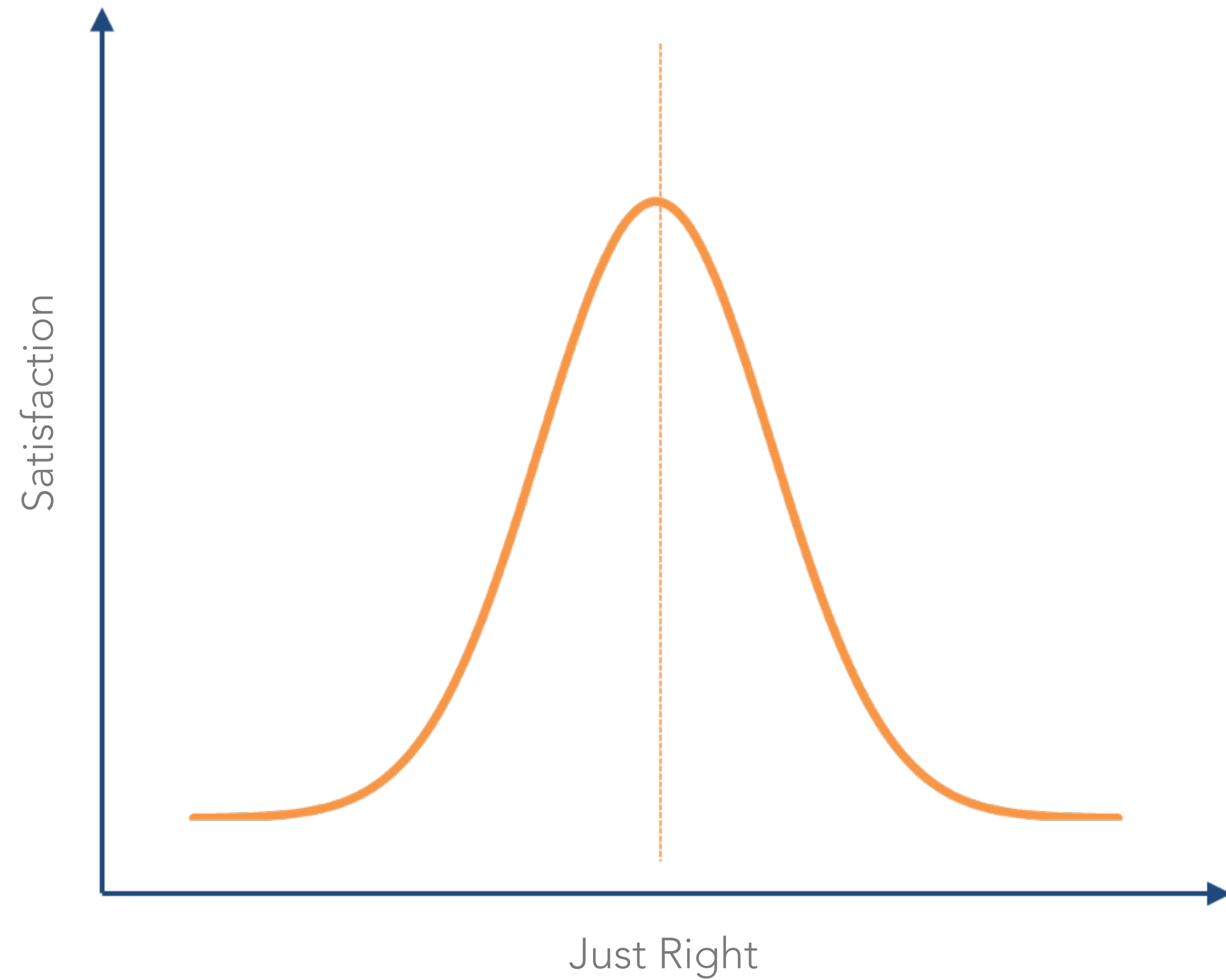
MOBILE ≠ LOW DOWNLOAD SPEED

CONTEXT ≠ INTENT

BIG MOTHER ≠ BIG BROTHER

A FEW THINGS TO REMEMBER

THE GOLDBLOCKS PRINCIPLE

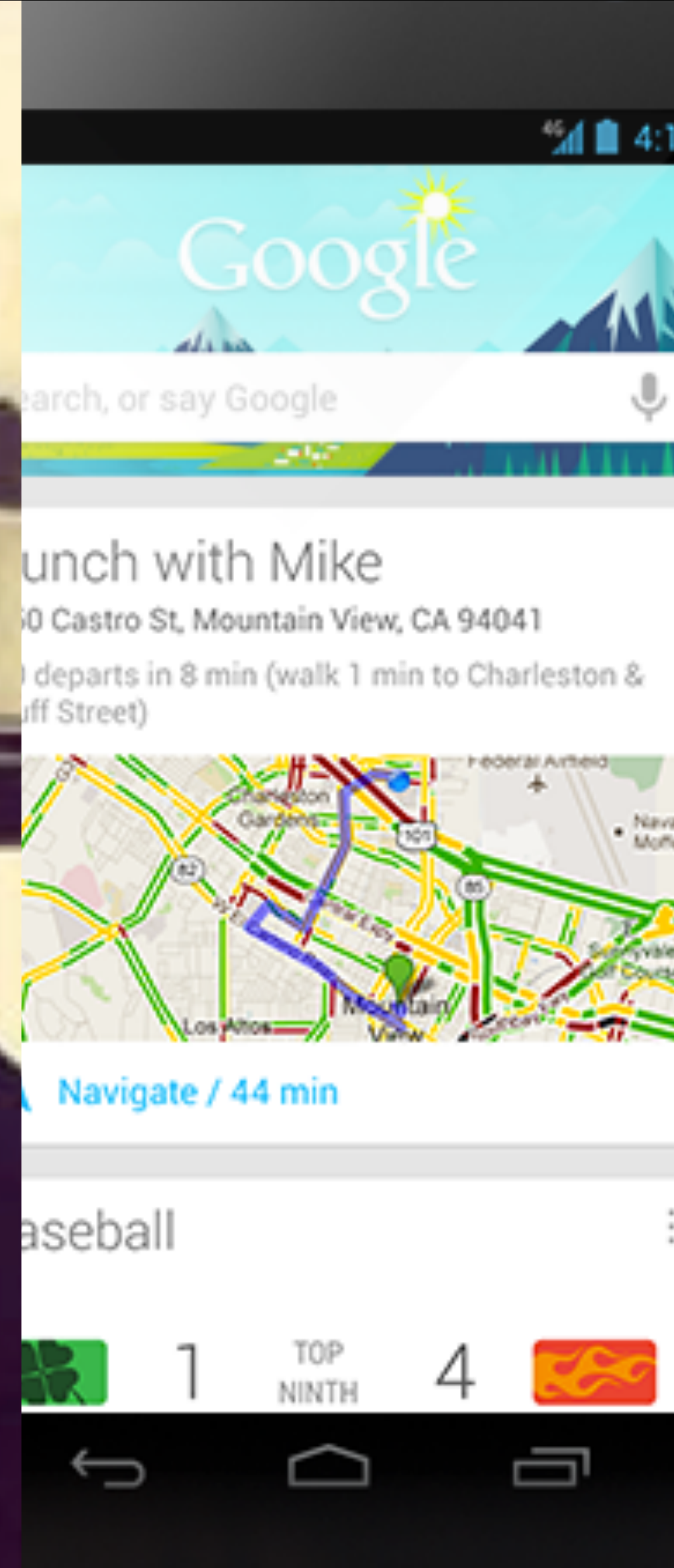
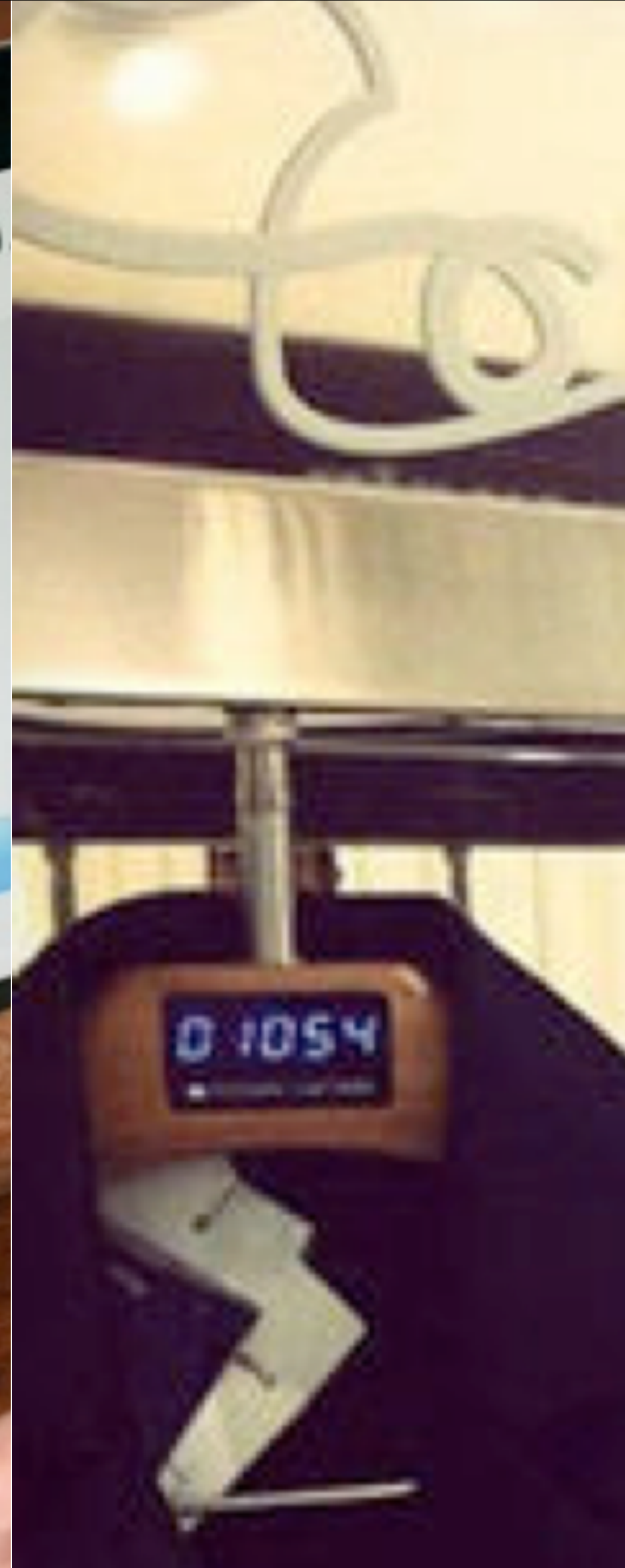
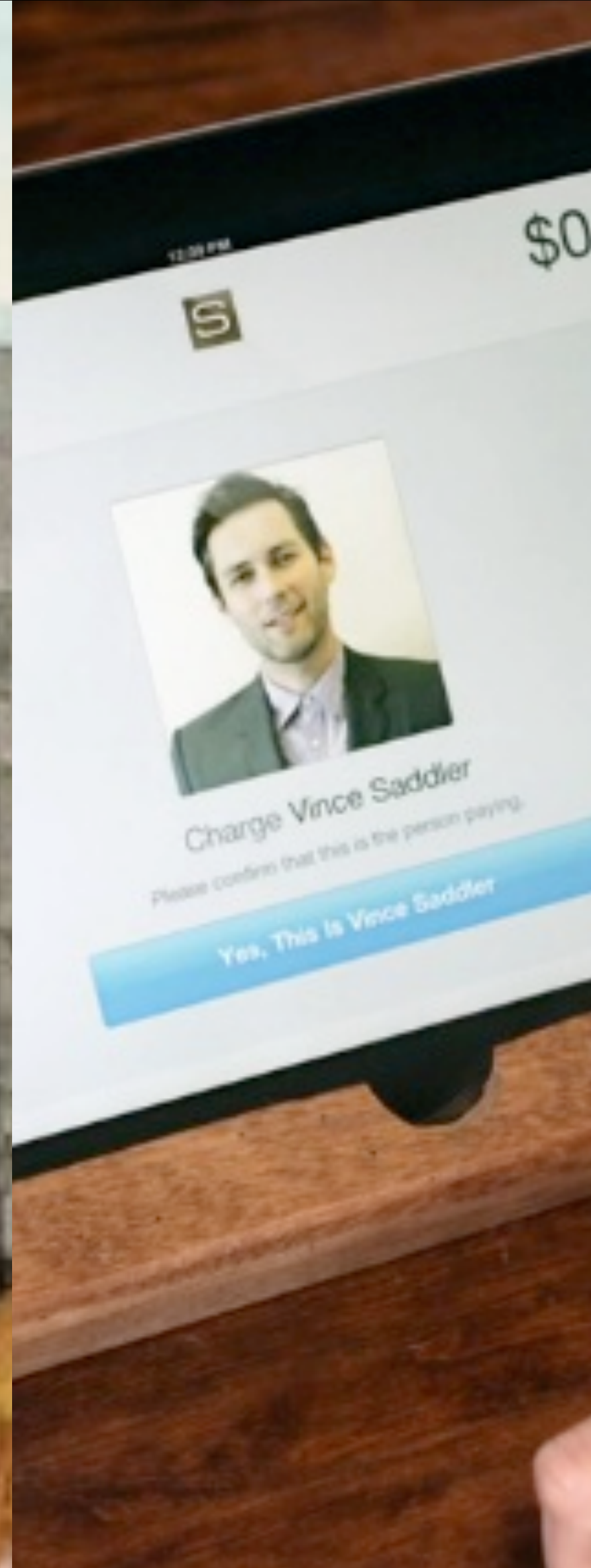


• Source: http://en.wikipedia.org/wiki/Goldilocks_principle

THE "JUST RIGHT" EXPERIENCE



DOGFOODING



HOW IS IT USED TODAY?

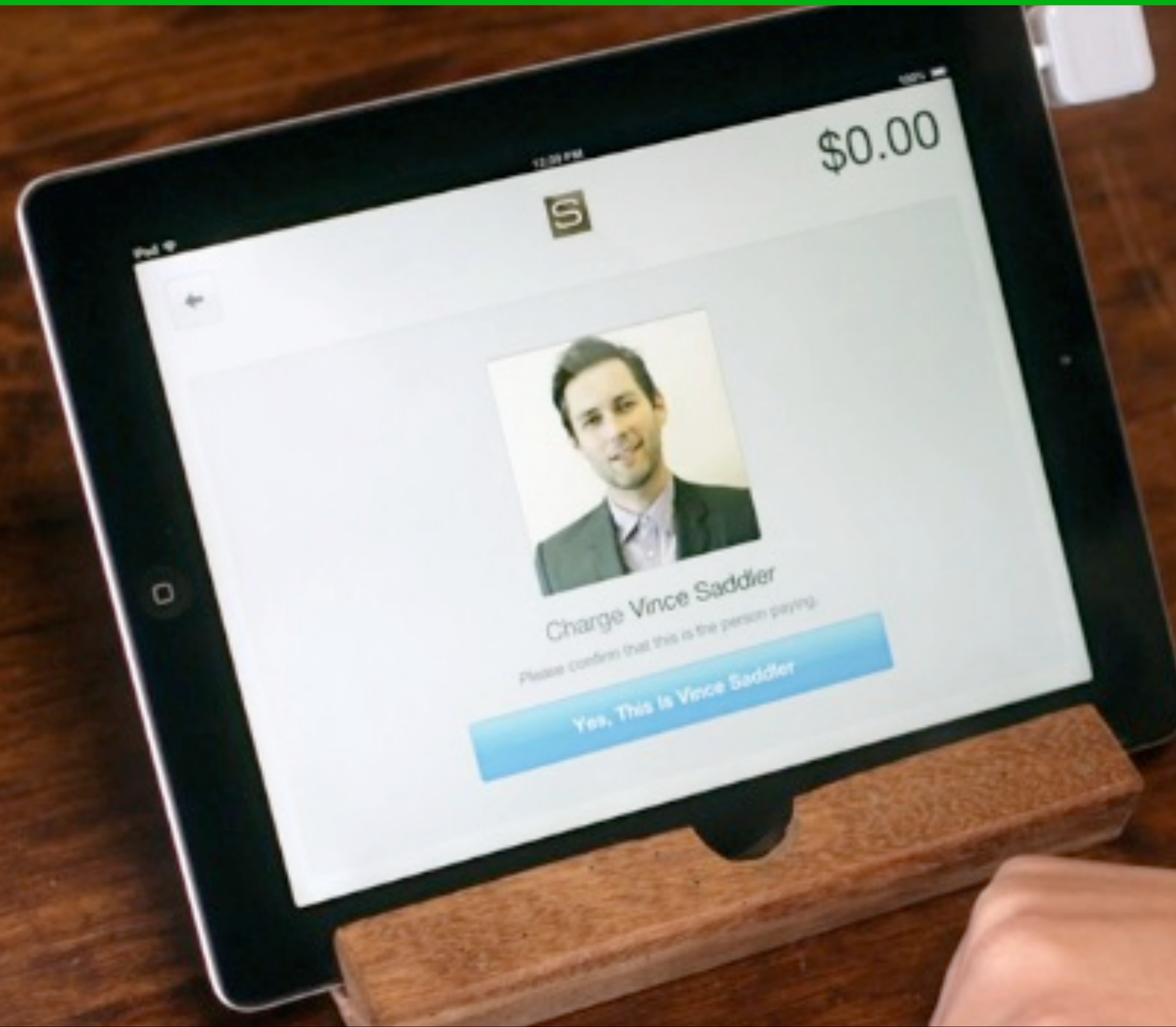
BABY CARROTS APP

In it, you play as a helmeted dude, riding a rocket-powered shopping cart that's REALLY powered by baby carrots.



PAY WITH SQUARE

Geo Based payment



FASHION LIKE

Fashion retailer C&A in Europe started a new initiative called Fashion Like allows people to 'like' certain items of clothing on the company's Facebook page, and these clicks are collected and displayed on the relevant clothes rack in real-time.



GOOGLE NOW

An intelligent personal assistant developed by Google. It passively delivers information to the user that it predicts they will want, based on their search habits.

Flights

Pacifica Airlines
flight 2340

Status: **Delayed** / Wed, June 27, 2012

Depart San Francisco
SFO 7:09pm (sched. 5:20pm)
Terminal 4, Gate A3

Arrive Taipei
TPE 10:32pm
Terminal 2, Gate 50

[▲ Navigate to SFO / 34 min](#)

No digging required.

Cards appear when they're needed most, organizing the things you need to know and freeing you up to focus on what's important to you.

Get just the right information, at just the right time.

Just swipe up, and you've got the latest information you want to see, when you want to see it.

Next appointment

Lunch with Brad @ 12pm

2368 3rd Street, San Jose, CA 94107

[Get directions / 33min](#) via 101

[Alternate route / 45min](#) via 280

Lunch with Mike

650 Castro St, Mountain View, CA 94041

40 departs in 8 min (walk 1 min to Charleston & Huff Street)

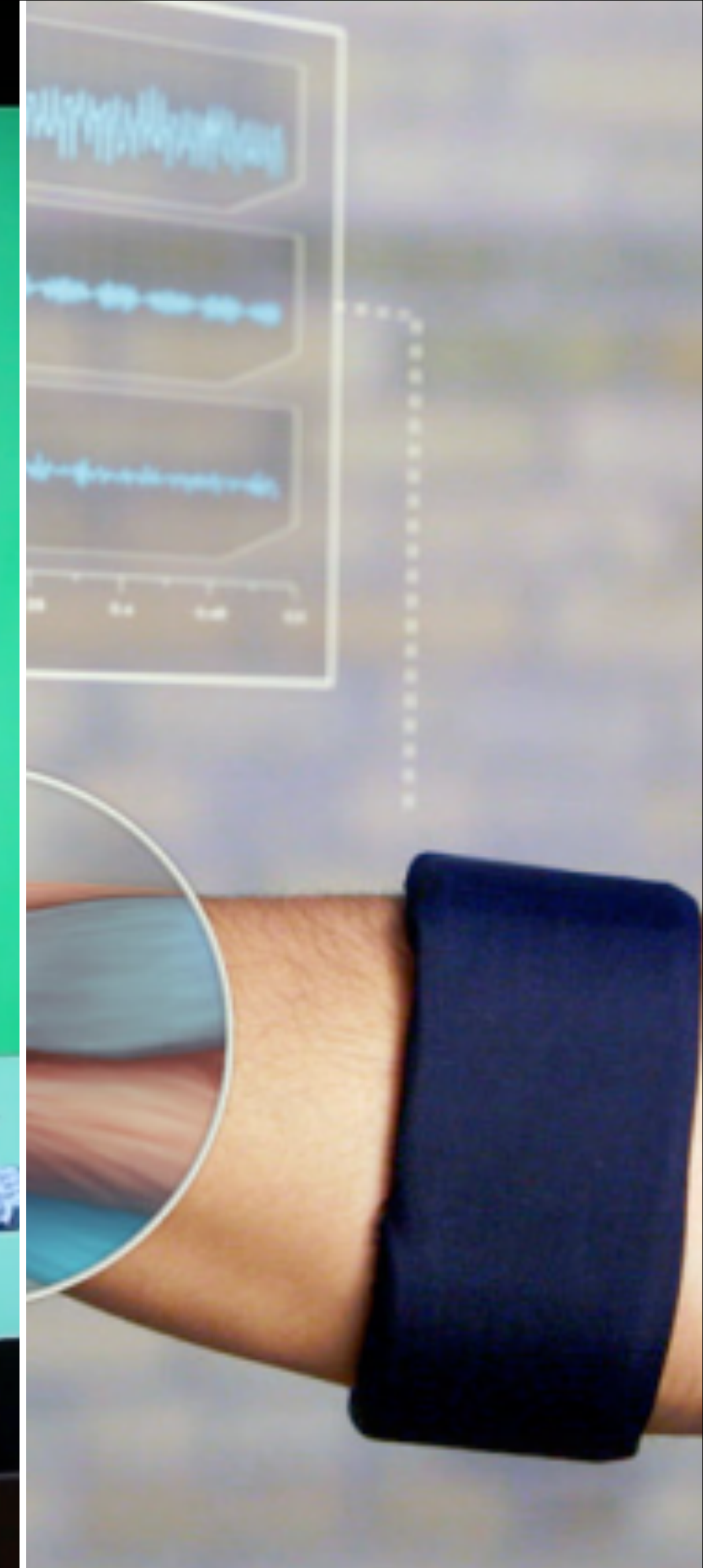
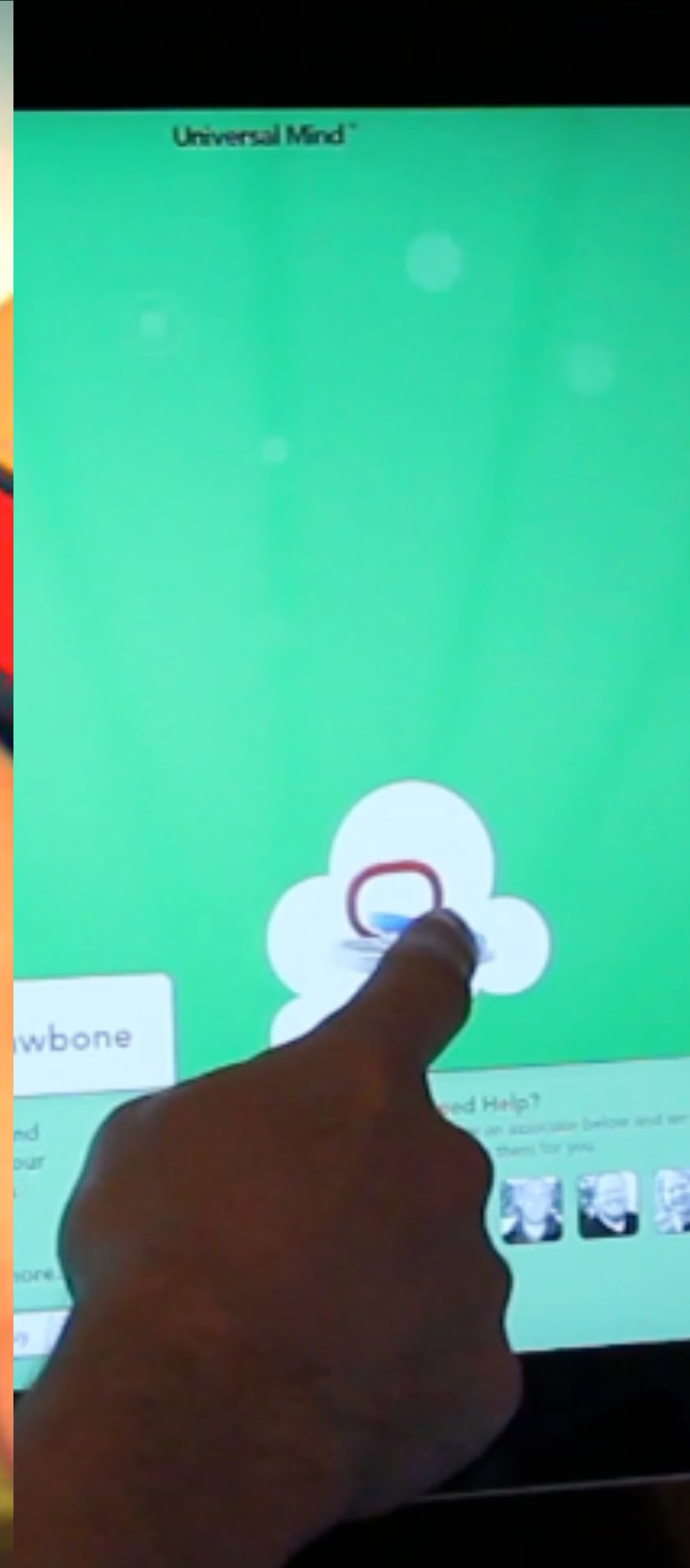
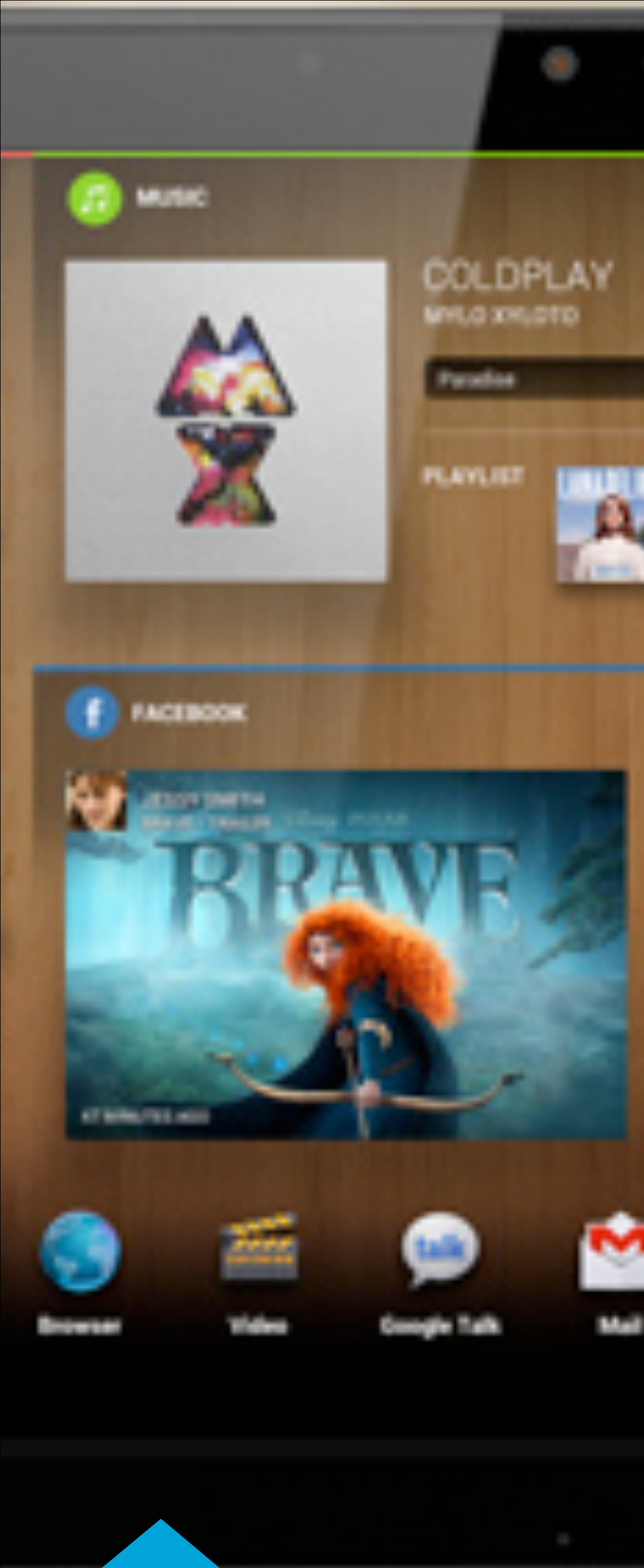
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Baseball

ALLRECIPES

AllRecipes is an example of a continuous multiscreen experience.





HOW WILL IT BE USED?

CHAMELEON

Chameleon is an Android Tablet Home Screen that changes to fit your lifestyle. Chameleon Home Screens can be set up based on GPS locations, WiFi networks and time ranges, allowing you to define which Home Screen is the most relevant for the situation.



ESTIMOTE BEACONS.

Simply stick the sensors in any physical place — such as your retail store — and your app users will benefit from personalized micro-location based notifications and actions when they walk in to your venue or interact with your products.

DISNEY MAGIC BANDS

MagicBands and cards are all-in-one devices that serve as your “ticket,” “room key” and more. With a MagicBand on your wrist or a card in your pocket, you’ll travel lighter throughout your vacation.



GESTURE BASED CONTENT SHARING

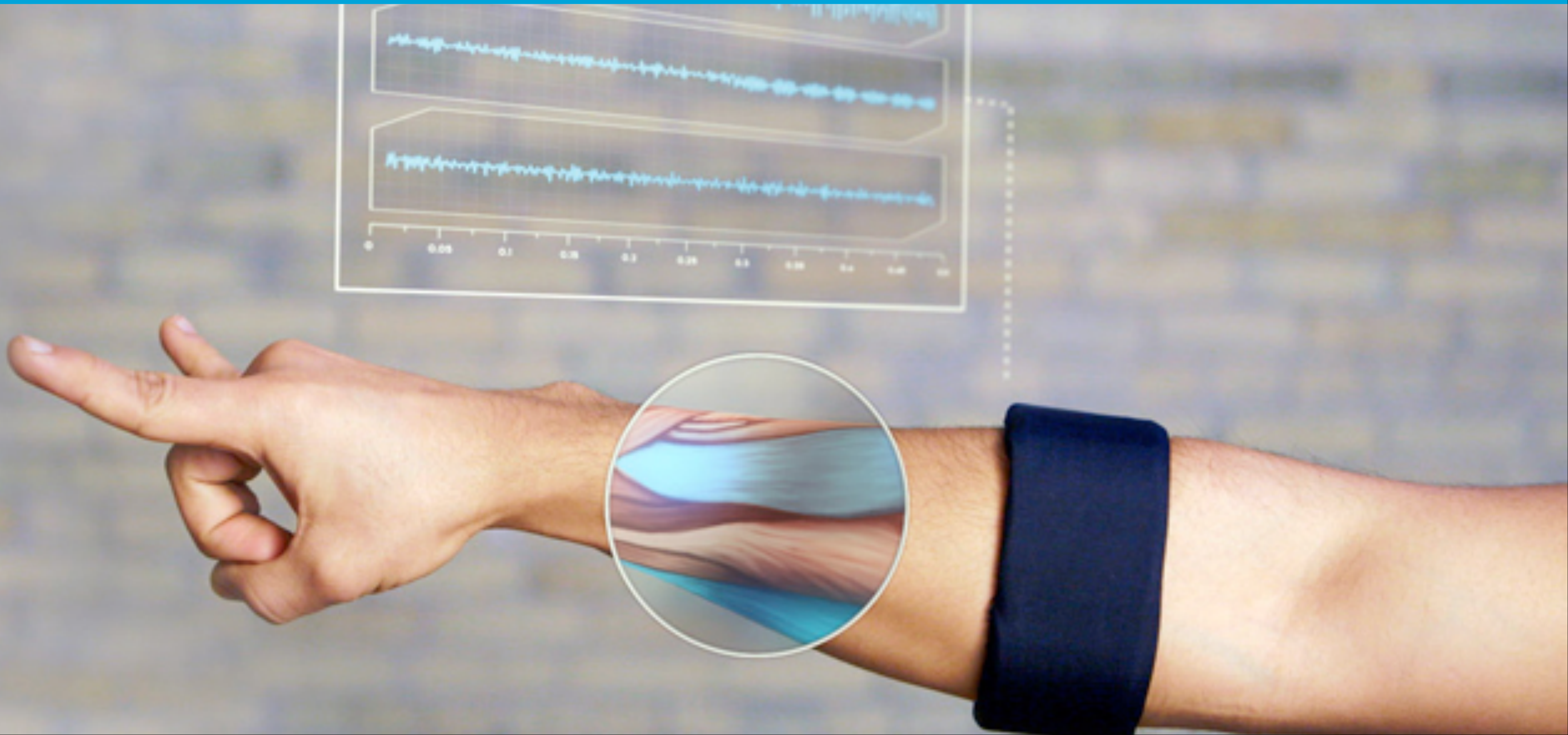
A demo that features the key interactions in a mock retail experience, showcasing an “employee-to-customer” interaction and what it could be.



MYO

MYO lets you use the electrical activity in your muscles to wirelessly control your computer, phone, and other favorite digital technologies.

With a wave of your hand, MYO will transform how you interact with your digital world.



HAPPY, HAPPY, HAPPY





thank you.

joe.johnston@universalmind.com

@merhl