

I have been designing interfaces for 20 years - and have seen the internet grow dynamically from humble beginnings through to dotcom boom and bust...and now the mobile app economy. I currently work for Nokia in Berlin in the Location and Commerce team.

<http://darrylfeldman.com>

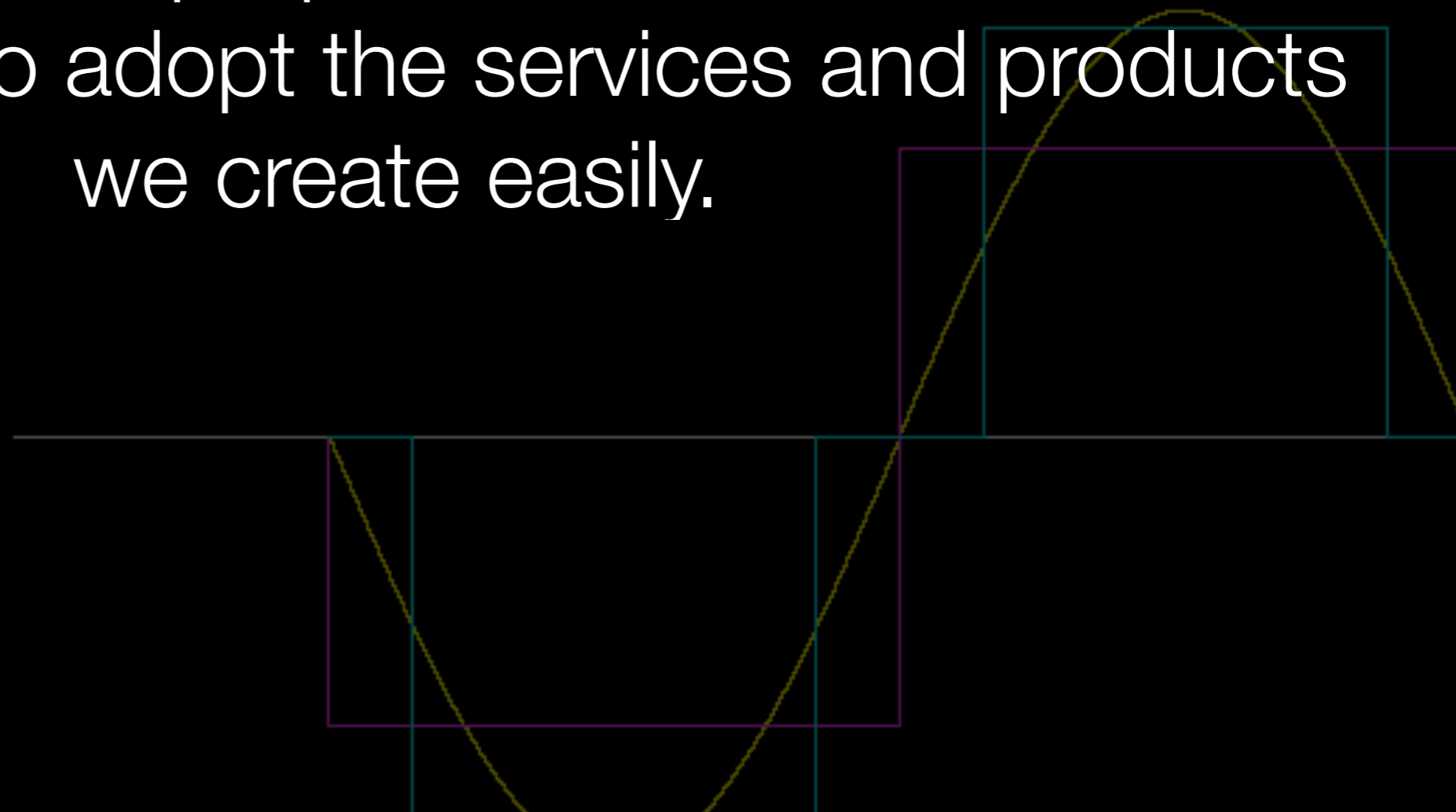


Designing

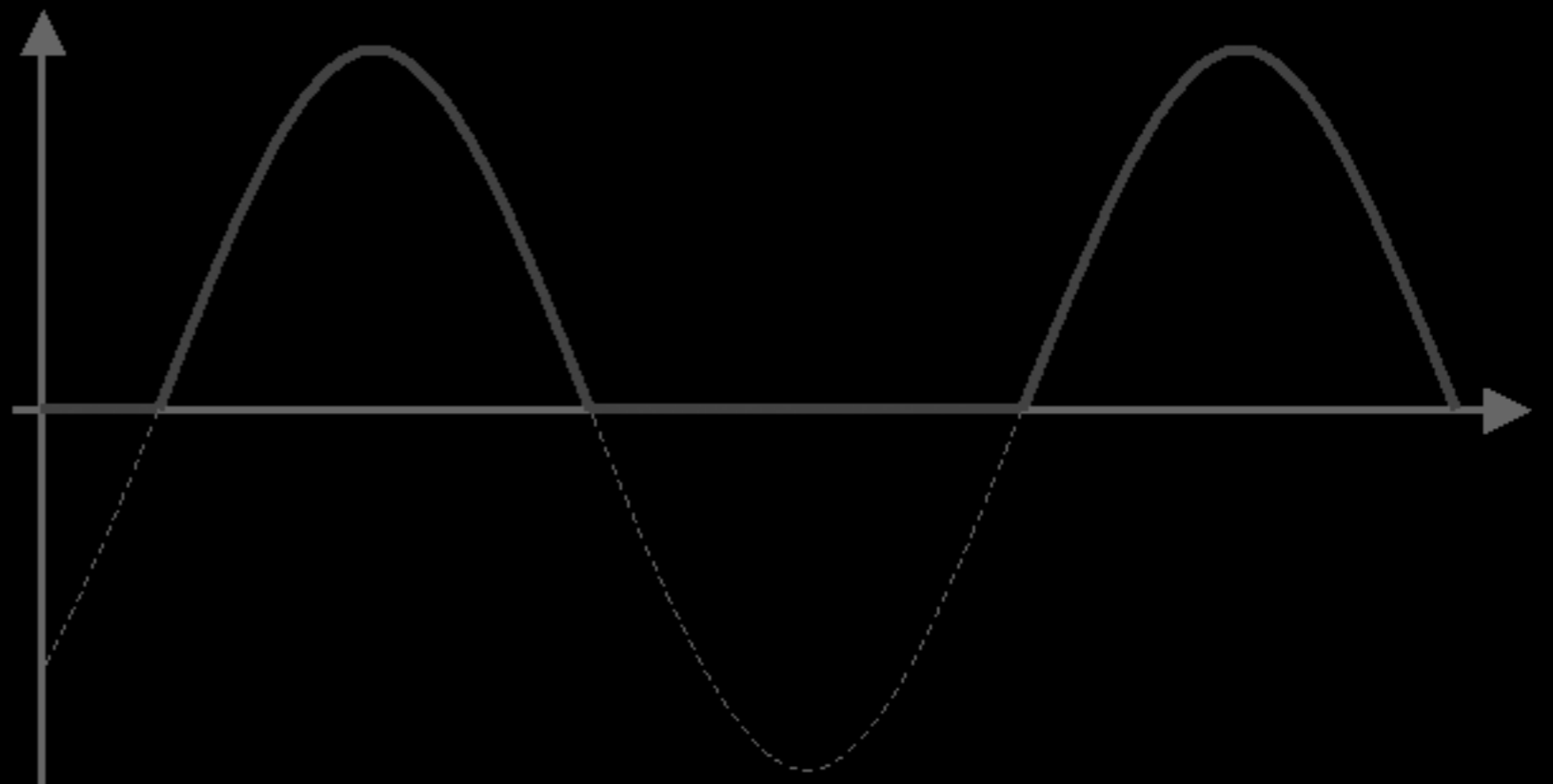
Micro
experiences.



We need to create mobile experiences that do not overwhelm or perplex our customers and to enable them to adopt the services and products we create easily.



We need to go beyond UI simplification and architect from the ground up experiences that are small but beautifully formed.



We need to understand how the small experiences come together to form the narratives that shape our lives and the way we interact with technology.



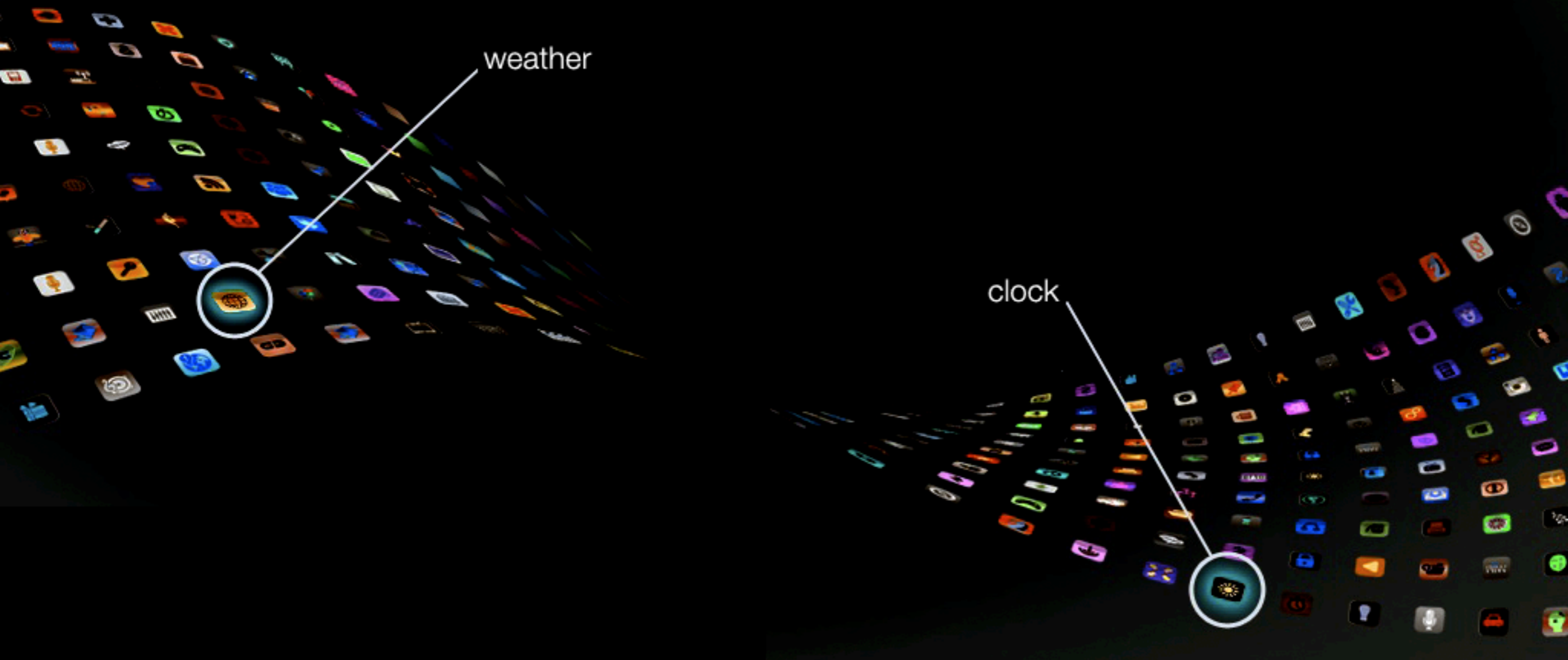
We need 'Microexperiences'.

Why?



life on the go

Smartphones enable us to live life in constant motion, this brings demanding design requirements and the need to make experiences snackable.



overload

24 x 7 access to content and millions of apps to choose from leads to information burnout and increases the need to simplify and reduce overload.



size

Devices keep getting smaller, embedded systems require a smaller software footprint and lightweight UI's that are optimised for microexperiences.



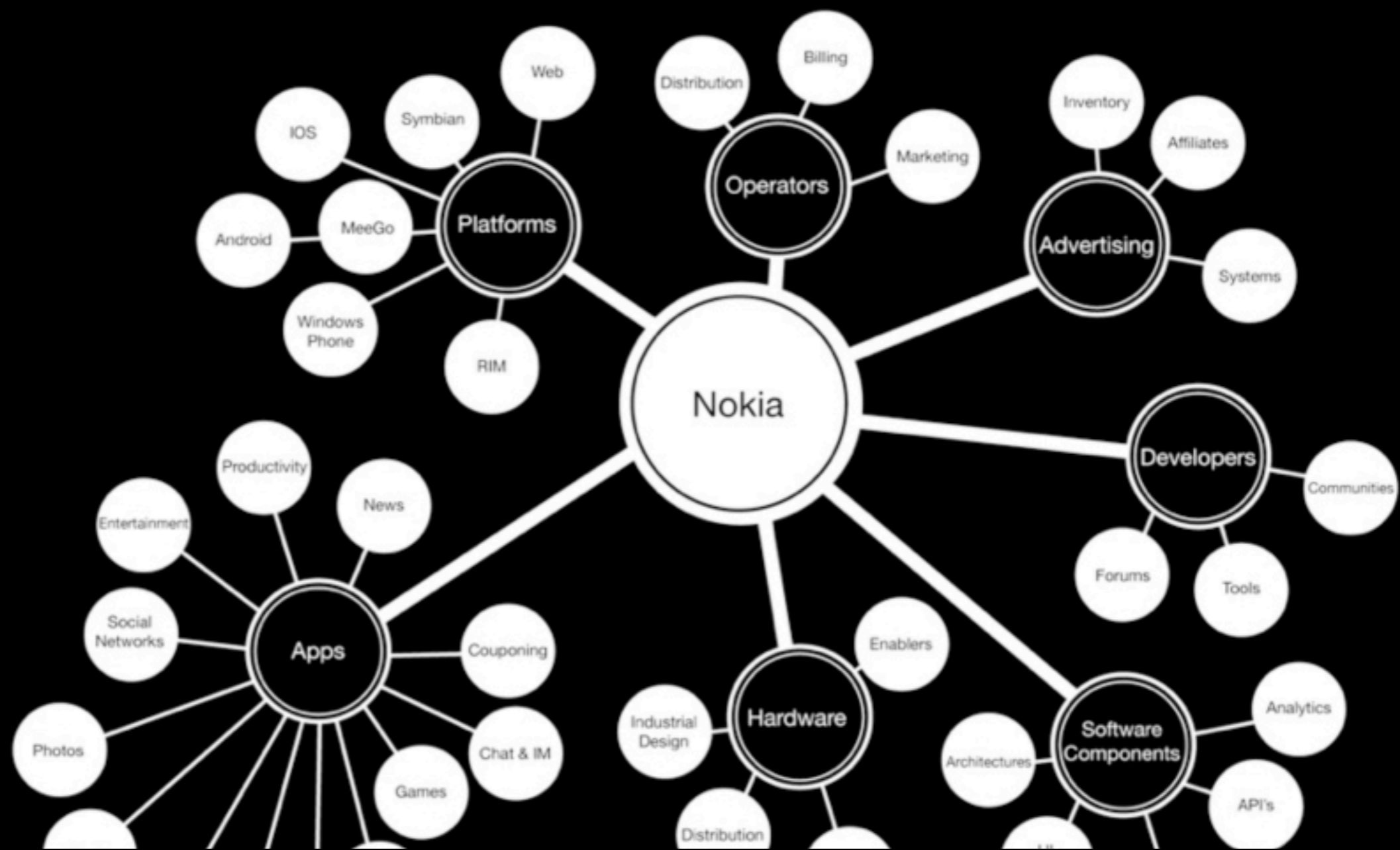
connectivity

We all own a family of devices and want services that scale across form factors and work together to provide an holistic experience.



the cloud

Moving processing and data storage away from hardware and into the cloud means devices can be less powerful but still useful and relevant.



ecosystems

We are all active participants of hardware/software ecosystems that leverage the strengths of multiple players into a cohesive value chain that all parties benefit from.

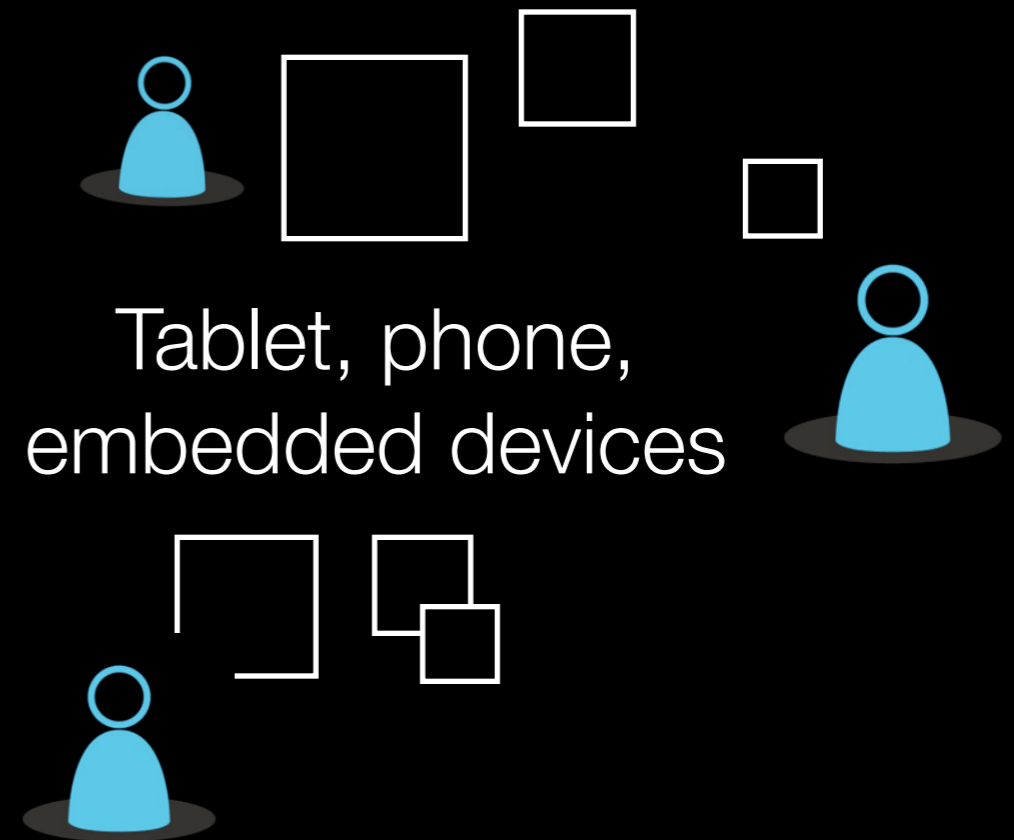
So what is a
Microexperience?

Creating a spreadsheet



Macroexperience:
Focused, deep, end to end,
standalone, anti-social

Tweeting a message



Microexperience:
Shallow, simple,
connected, social

Berlin
Hourly

3°

WEDNESDAY		5° -3°
THURSDAY		5° -3°
FRIDAY		6° -2°
SATURDAY		7° 0°
SUNDAY		6° 0°
MONDAY		6° 0°

Updated 16/11/2011 10:02

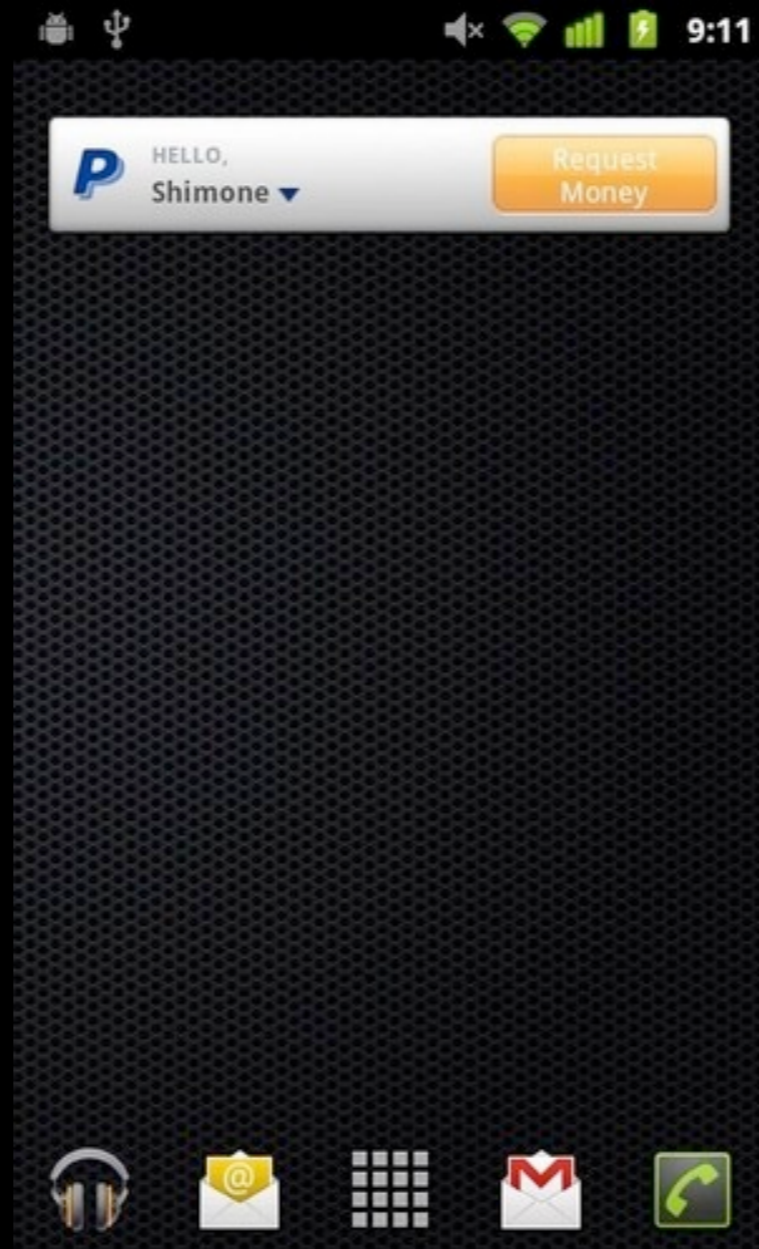
Berlin
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10:00		3°
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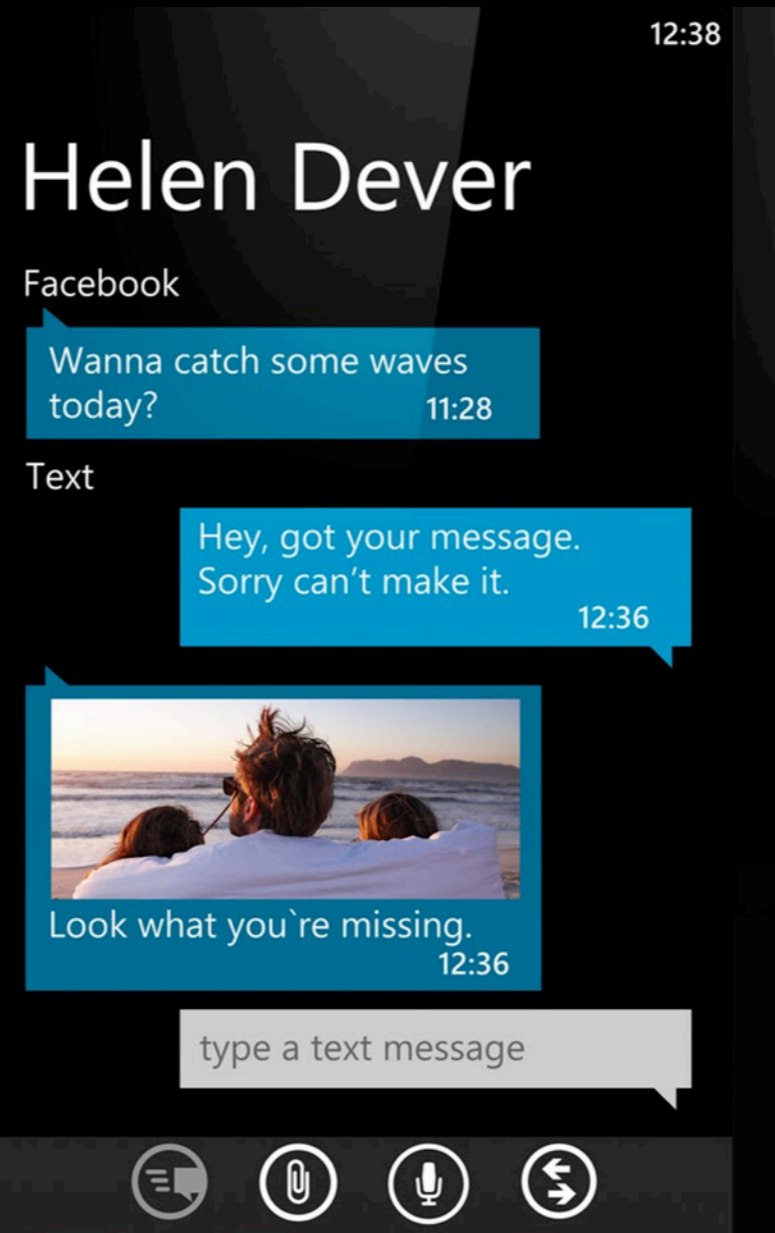
A minimalist app that does only what it should.



A tiny process that contributes to huge value creation.



A focused app based on simple and singular use cases.



A small conversation that is part of a larger relationship.



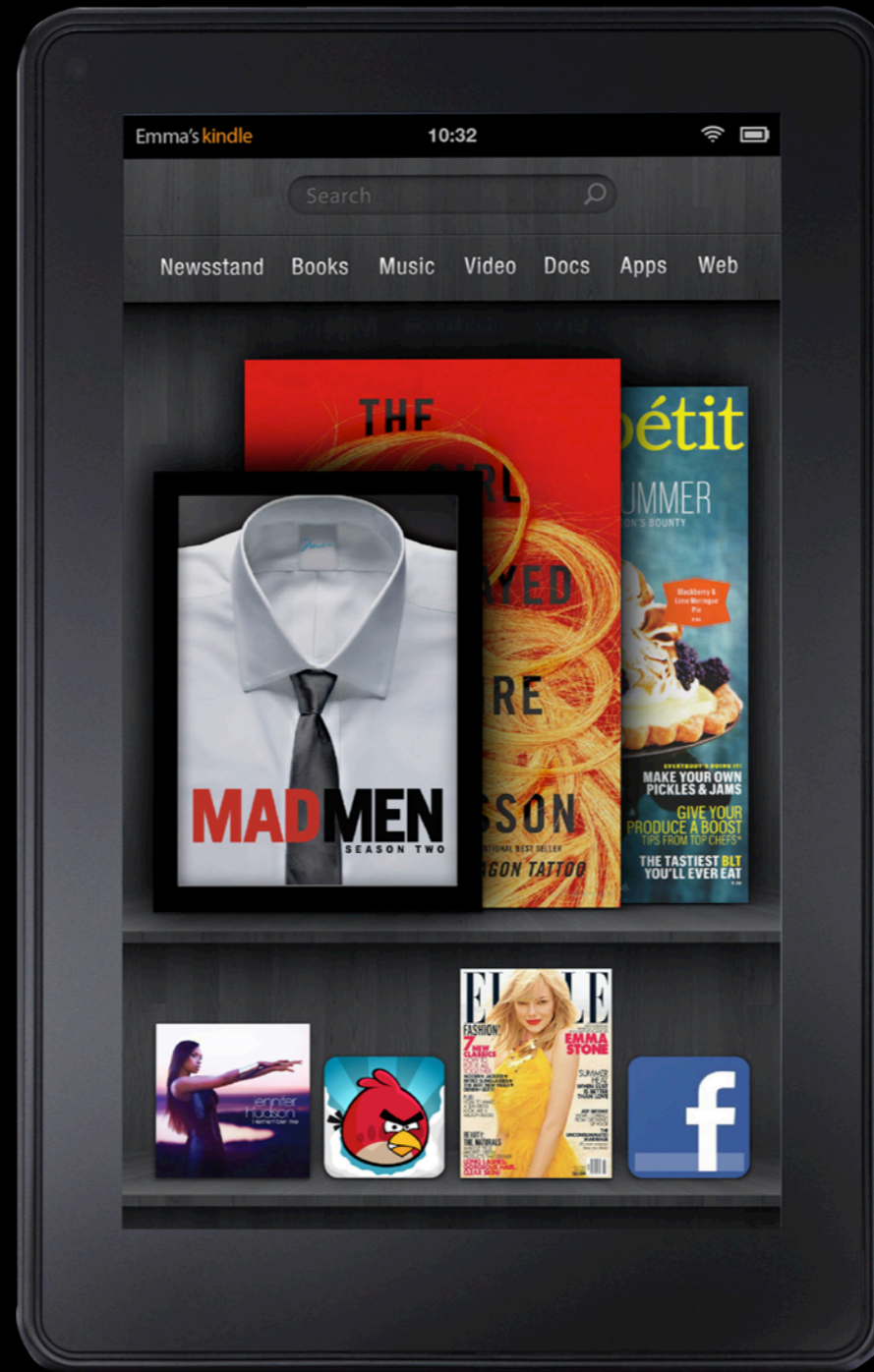
A small extension of you.



A feature that brings things together in a meaningful way.



Events and context captured and broadcast in realtime.



Snacking content on the go.

“ On May 19 remind me
it’s dad’s birthday ”

Here’s your reminder for May
19, 2012 at 9 am:

19 Saturday
May 2012

Dad’s birthday
5/19/12

Cancel

Confirm



Simple and natural interaction with less UI.

Creating Microexperiences.

Creating Microexperiences.

Join forces:

Become part of an
ecosystem

Sharpen the proposition:

Do one thing really well,
fight one battle

Strategy

Creating Microexperiences.

Use context:

Use identity, location, time to show less but more relevant info

Reduce:

Use learned patterns, content should be glanceable

Join forces:

Become part of an ecosystem

Standardise:

Design for modularity enable interfaces

Sharpen the proposition:

Do one thing really well, fight one battle

Think small:

Architect from the ground up for smallness

Strategy

Design

Creating Microexperiences.

Use context:

Use identity, location, time to show less but more relevant info

Reduce:

Use learned patterns, content should be glanceable

Join forces:

Become part of an ecosystem

Standardise:

Design for modularity enable interfaces

Push back:

Resist business pressure to release more features

Sharpen the proposition:

Do one thing really well, fight one battle

Think small:

Architect from the ground up for smallness

Agility:

Move fast, get to market and then iterate

Strategy

Design

Execution

Delight your users with the joy of simplicity and the immediate gratification of a well crafted piece of content or feature.

Go for the 'less is more' option and make sure that that piece is as good as you can deliver.