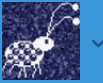




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Search Stories...



</> Embed



Justin Palmer

@Caged



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How to browse the mobile web:
Navigate to site
Close modal popup (if you can)
Decline native app offer

AEASEA 2016 - Unified Design

Notes from Cameron Moll's presentation on moving design past Responsive into a unified experience regardless of the technology being used. Presented at An Event Apart Seattle 2016.

by  Anne Gibson a year ago



Anne Gibson

@perpendicularme

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Next up: Unified Design by [@cameronmoll](#) #AEASEA

5:34 PM - 5 Apr 2016



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Starting with a story about how a fridge that looks like a soda dispenser soaks the user by breaking mental models #AEASEA

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“They want stories. They’re dying for them.” Kevin Spacey explains why labels of TV and movies no longer apply.

[#AEASEA](#)

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Kevin spacey lays it out: youtu.be/POukYf_xvgc

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The best interface is the one within reach. (YES. THANK YOU.)
[#AEASEA](#)

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2007 [@cameronmoll](#) wrote a book “mobile web design”, pre-iphone. Was easier to draw the lines between “mobile” & “tablet”
[#AEASEA](#)

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The need for responsive web design is worldwide; mobile impressions are web-based in most continents [#AEASEA](#)


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How to browse the mobile web:
Navigate to site
Close modal popup (if you can)
Decline native app offer
Close top banner
Close bottom banner

📍 Pearl District, Portland



RETWEETS
1,386

FAVORITES
786



3:45 PM - 21 Apr 2015



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Shoutout to [@caged](#) by [@cameronmoll](#) #aeasea

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49% of multi-screen users email themselves a link to continue an activity on another device #AEASEA

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[MailtoSelf.com](http://mailtoself.com) is an iOS extension that will make mailing stuff to yourself easier #AEASEA

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Mail to Self
A simple iOS extension to mail notes to yourself from any app.
mailtoself.com



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Responsive Web Design ends where the browser ends. How do we make the concepts of RWD extend to apps, etc.? #AEASEA

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What do we mean when we say “mobile”? Huge phones, touchscreen laptops, ChromeOS all blur the lines #AEASEA

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When are we mobile? On a train? In the passenger seat of a car w/a laptop? Sitting at our desks at work? #AEASEA

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77% of “mobile” searches happen at home or work #AEASEA

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Why is facial recognition only available on “mobile” devices and not on my laptop? #AEASEA

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Your audience wants unified experiences. All you have to do is give it to them. #AEASEA

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Adobe: people are dying to use Lightroom on their mobile phones. #AEASEA

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Jessica Tate
@missjessicatate

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The reality of our "standard" mobile and tablet sizes. #aeasea

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Responsive Design in general - adapting to and responding to many environments - we start talking about unified design

#AEASEA

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Unified design: a consistent experience regardless of where the experience begins, continues, and ends. #AEASEA

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Jay Wintermeyer

@jaywintermeyer

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Let users perform the same actions and tasks on all devices and platforms. @cameronmoll #aeasea #unifieddesign

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  2  1



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Form and function - we usually think function over form. A lack of unified form might lead to jarring experience #AEASEA

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Function and form are equally important. Coca Cola bottle. Amazon's cart. Gmail stacking messages. #AEASEA

6:04 PM - 5 Apr 2016



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[Authenticjobs.com](#) tries to make sure that anything available on a large screen is available on a small screen too [#AEASEA](#)

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Moving from one device to another on Zappos used to not carry over the objects in the cart, even if you signed in. Fixed now [#AEASEA](#)

6:09 PM - 5 Apr 2016



Zappos
@FormerlyZappos

Follow

[@perpendicularme](#) We thought it would make it so much easier! We hope you are lovin it! *MS

6:16 PM - 5 Apr 2016



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Best practices:

1. Unify your internet presence, not just your web presence. (Include apps!) [#AEASEA](#)

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Maybe it's not just mobile first, but unity first. Core experience first might even be a better way to say it. [#AEASEA](#)

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2. Treat every facet of the user experience as a contributor to unity. Human to human communication everywhere [#AEASEA](#)

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Branding is the origin of unity, but it's autocratic - one way activity. Unified design is duocratic- partnership with consumer [#AEASEA](#)

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Unified design is the next frontier of branding, recognizes that consumers may bring devices/experiences we don't expect [#AEASEA](#)

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3. Consider using web views when developing your native app.
ignco.de/628 has a good article to go with this [#AEASEA](#)

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Consider is important. It may not be appropriate for
performance reasons, etc. [#AEASEA](#)

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4. Unify actions, not just content. If you can do it from one
device, you should be able to do it from all devices [#AEASEA](#)

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Store session data in the cloud, not locally. If you store it locally
it doesn't transfer to other locations [#AEASEA](#)

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6. Replace “click” with “tap” or “press” (or point or select or activate) [#AEASEA](#)

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7. Replace the word “mobile” with “small”, “smallish”, etc. so we don’t carry the cognitive baggage of what “mobile” means [#AEASEA](#)

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8. Eliminate big screen bloat. It’s OK to trim things on mobile — AND on the desktop. [#AEASEA](#)

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If you want a Genius Bar appointment on the large screen, takes 7 taps. On the Apple Store app, one tap. [#AEASEA](#)

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The best interface **is** the one within reach. The best UX assumes the interface is the one within reach #AEASEA

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