

WHAT IS FUTURE FRIENDLY UX DESIGN?

THE QUANTITY AND DIVERSITY OF CONNECTED DEVICES, AND THE PEOPLE THAT USE THEM, IS INCREASING. WE CAN DEAL WITH THIS EXCITING, OVERWHELMING, WORLD BY:

1. ACKNOWLEDGING AND EMBRACING UNPREDICTABILITY:
2. THINKING AND BEHAVING IN A FUTURE FRIENDLY WAY:
3. HELPING OTHERS TO DO THE SAME.

FOCUS

- MORE PEOPLE, MORE CHANNELS
 - LESS TIME, LESS ATTENTION
- RELEVANT, HIGH QUALITY, CONTENT, DELIVERED FAST.

CONTENT

- > IT COULD GO ANYWHERE
- > START WITH WELL-STRUCTURED HTML
- > PROGRESSIVE ENHANCEMENT TO LAYER ON PRESENTATION
- > PROGRESSIVE ENHANCEMENT TO LAYER ON BEHAVIOUR

DEVICES

- MAKE SOME BEST GUESSES
- HIGH-LEVEL, GOOD-ENOUGH, CLASSIFICATIONS FOR DEVICES
- PLAY TO THE STRENGTHS AND UNIQUE CAPABILITIES OF DEVICES

IT'S A MISSION

- > LONG TERM APPROACH
- > GUIDED BY PRINCIPLES