

Web 3 Fall 2013

With the awesome Jamie Kosoy

Or Leviteh | Final Presentation | Dec 11, 2013

AKA “Oh my god I got ruby to work on my computer”.

Installing Ruby on Rails



Computers and you

<http://www.computersnyou.com/2673/2013/10/install-ruby-rails-macos-x-mavericks-10-9-mysql-step-step/>



Terminal



Terminal

Ruby
1.8.7



Terminal



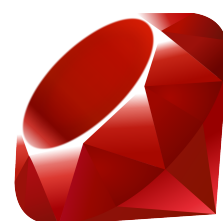
Ruby
1.8.7



HomeBrew



Terminal



Ruby
1.8.7



HomeBrew



MySQL



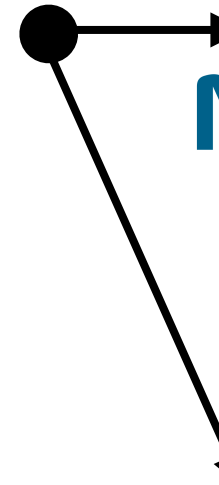
Terminal



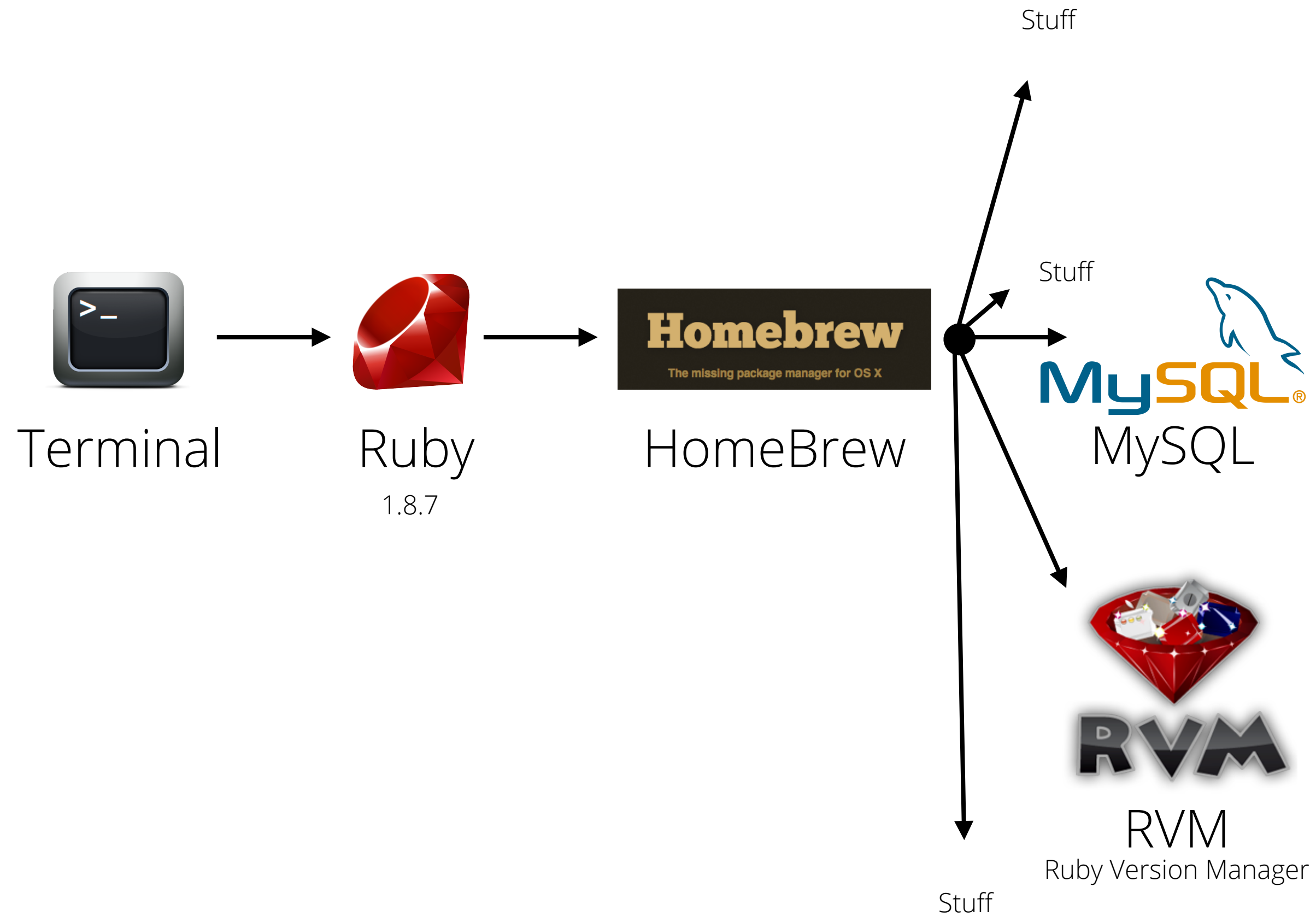
Ruby
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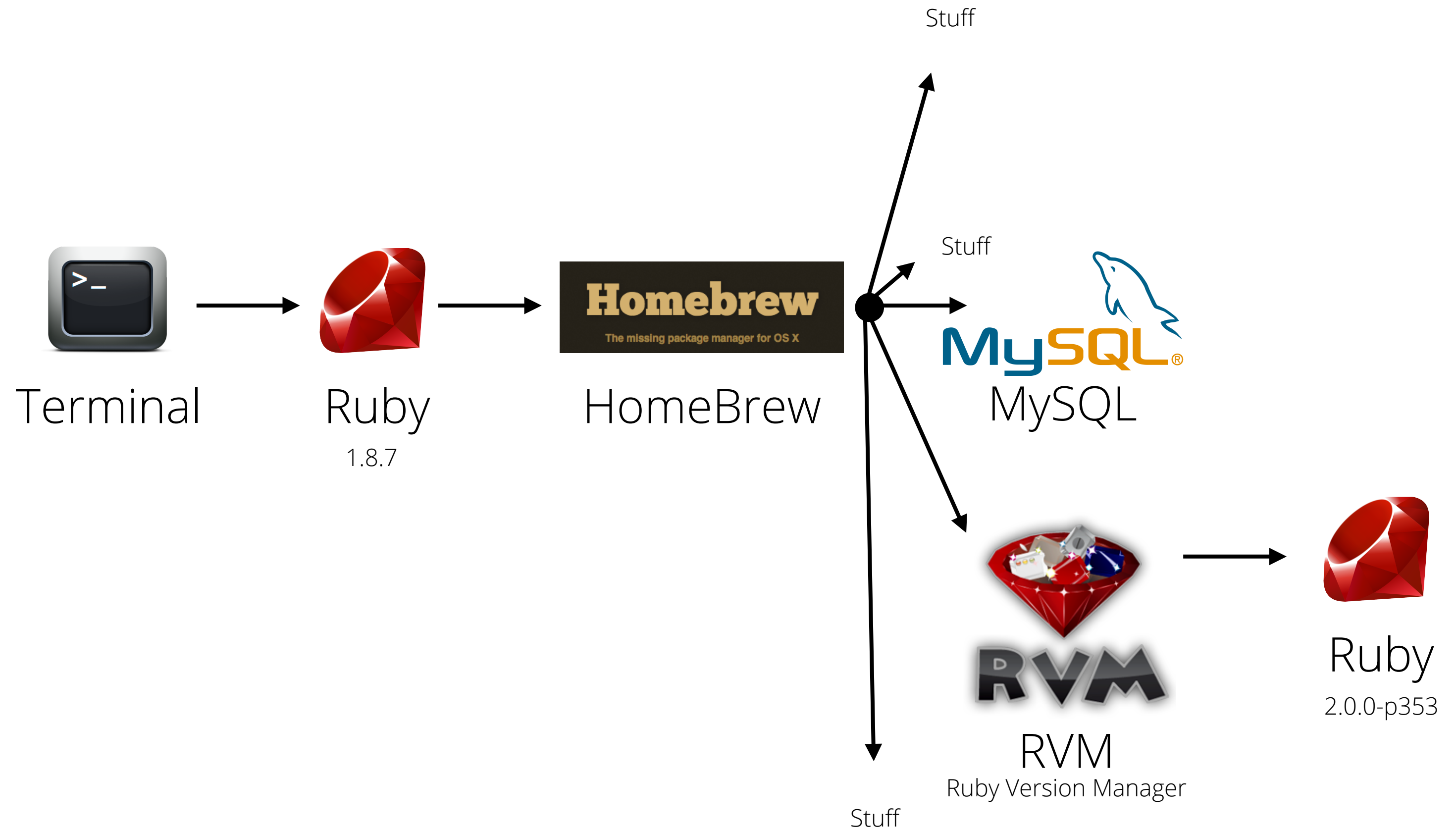


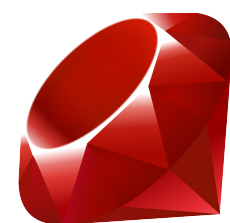
HomeBrew



RVM
Ruby Version Manager



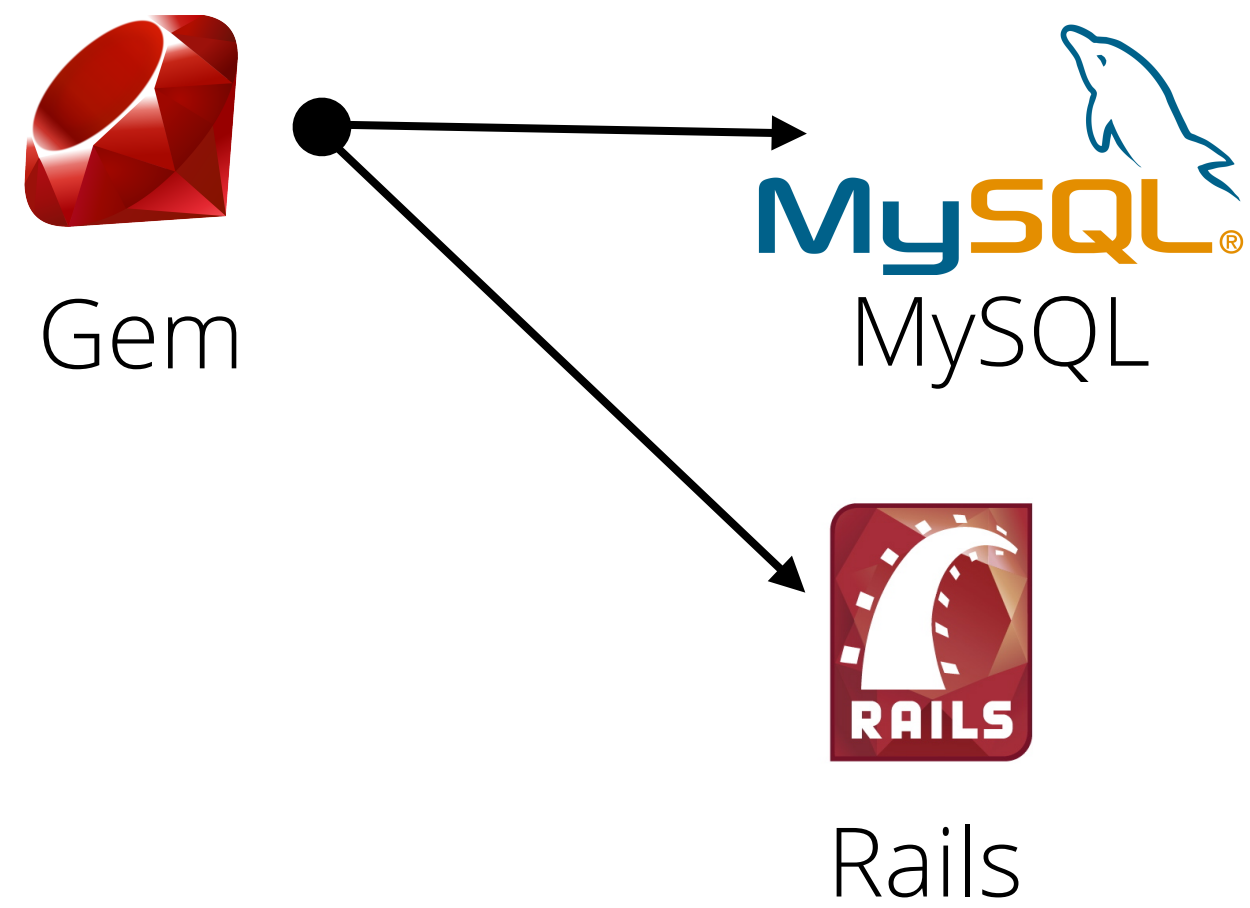


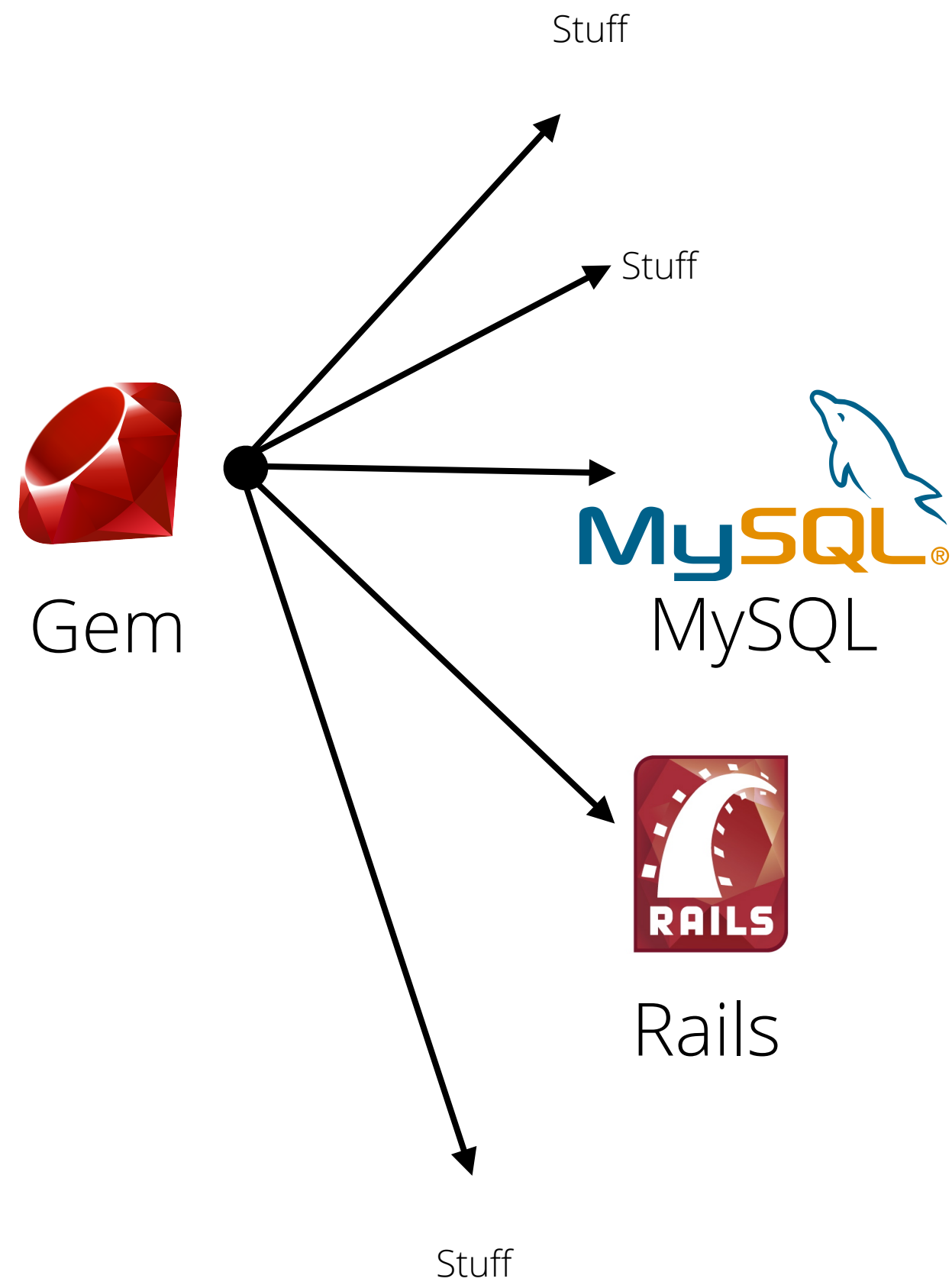


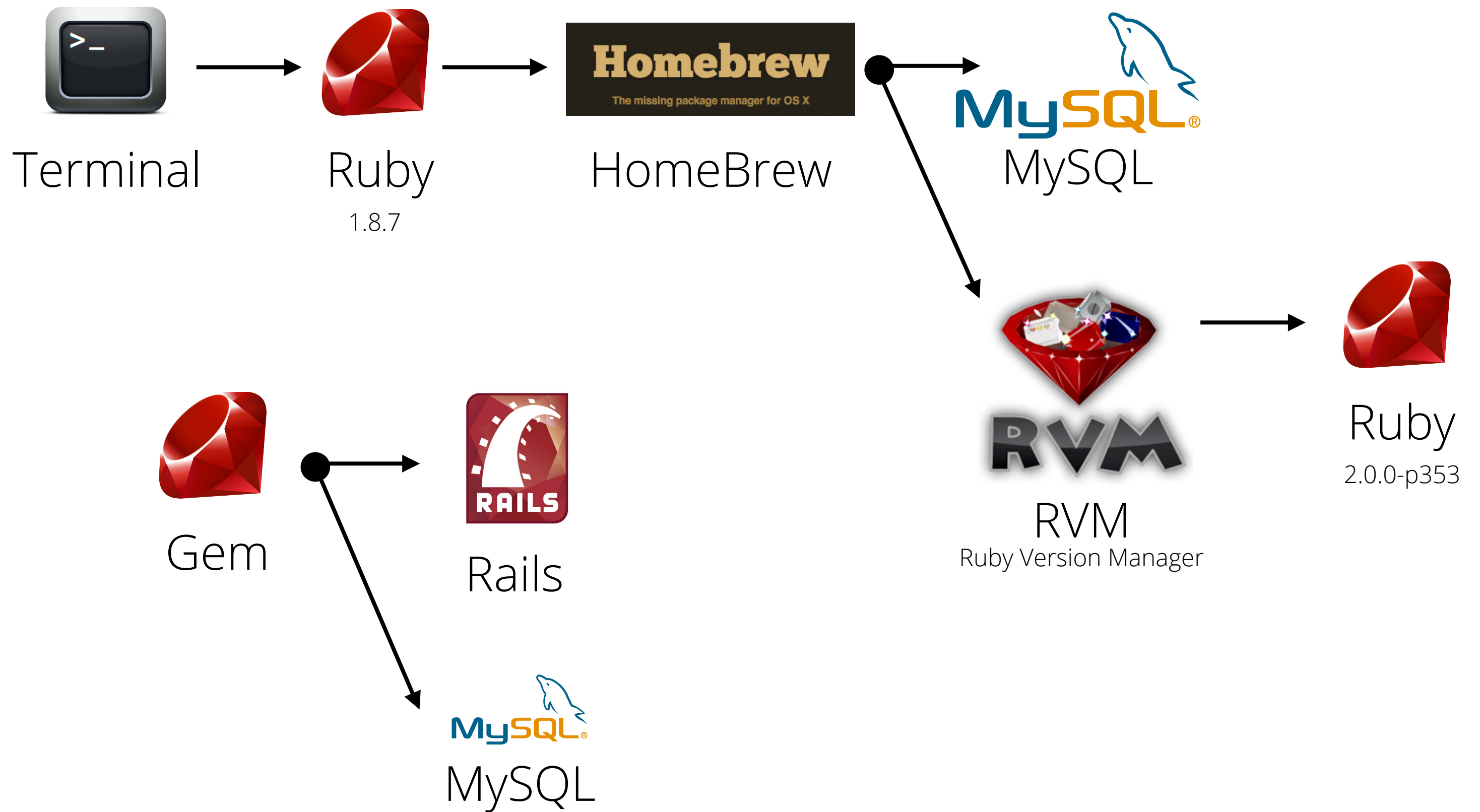
Gem



MySQL







Setup



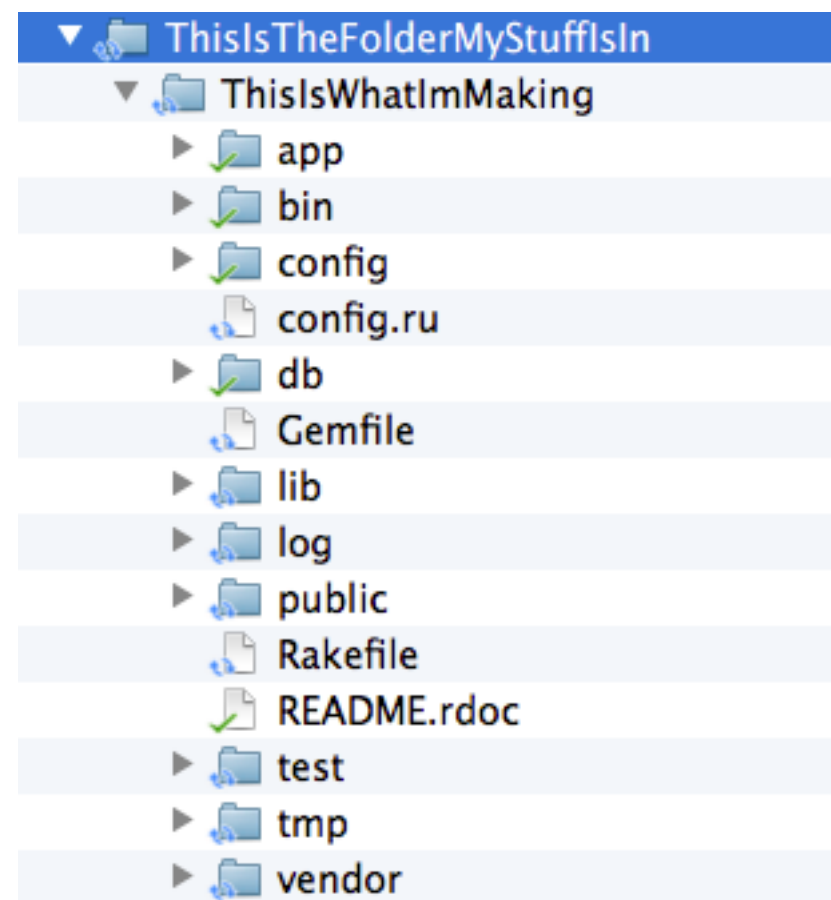
cd ThisIsTheFolderMyStuffIsIn

Last login: Tue Dec 10 16:24:21 on ttys000

Or-Leviteh:~ orleviteh\$ cd /Users/orleviteh/googledrive/Google\ Drive/a\ -parson
s\ projects/Web\ Jamie/ruby/ThisIsTheFolderMyStuffIsIn █

```
cd ThisIsTheFolderMyStuffIsIn
```

```
rails new ThisIsWhatImMaking
```




```
cd ThisIsTheFolderMyStuffIsIn
```

```
rails new ThisIsWhatImMaking
```

```
cd ThisIsWhatImMaking
```

```
Or-Leviteh:ThisIsWhatImMAking orleviteh$ cd /Users/orleviteh/googledrive/Google\ Drive/a\ -parsons\ projects/Web\ Jamie/ruby/ThisIsTheFolderMyStuffIs  
In/ThisIsWhatImMaking  
Or-Leviteh:ThisIsWhatImMaking orleviteh$ █
```

```
cd ThisIsTheFolderMyStuffIsIn
```

```
rails new ThisIsWhatImMaking
```

```
cd ThisIsWhatImMaking
```

```
rails server
```

```
Or-Leviteh:ThisIsTheFolderMyStuffIsIn orleviteh$ rails server
```

Usage:

```
rails new APP_PATH [options]
```

Options:

-r, [--ruby=PATH]	# Path to the Ruby binary of your choice # Default: /Users/orleviteh/.rvm/rubies/ruby-2.0.0-p353/bin/ruby
-m, [--template=TEMPLATE]	# Path to some application template (can be a filesystem path or URL)
[--skip-gemfile]	# Don't create a Gemfile
-B, [--skip-bundle]	# Don't run bundle install
-G, [--skip-git]	# Skip .gitignore file
[--skip-keeps]	# Skip source control .keep files
-O, [--skip-active-record]	# Skip Active Record files
-S, [--skip-sprockets]	# Skip Sprockets files
-d, [--database=DATABASE]	# Preconfigure for selected database (options: mysql/oracle/postgresql/sqlite3/frontbase/ibm_db/sqlserver/jdbcmysql/ jdbcsqlite3/jdbcpostgresql/jdbc)
	# Default: sqlite3
-j, [--javascript=JAVASCRIPT]	# Preconfigure for selected JavaScript library
	# Default: jquery
-J, [--skip-javascript]	# Skip JavaScript files
[--dev]	# Setup the application with Gemfile pointing to your Rails checkout
[--edge]	# Setup the application with Gemfile pointing to Rails repository
-T, [--skip-test-unit]	# Skip Test::Unit files
[--rc=RC]	# Path to file containing extra configuration options for rails command
[--no-rc]	# Skip loading of extra configuration options from .railsrc file

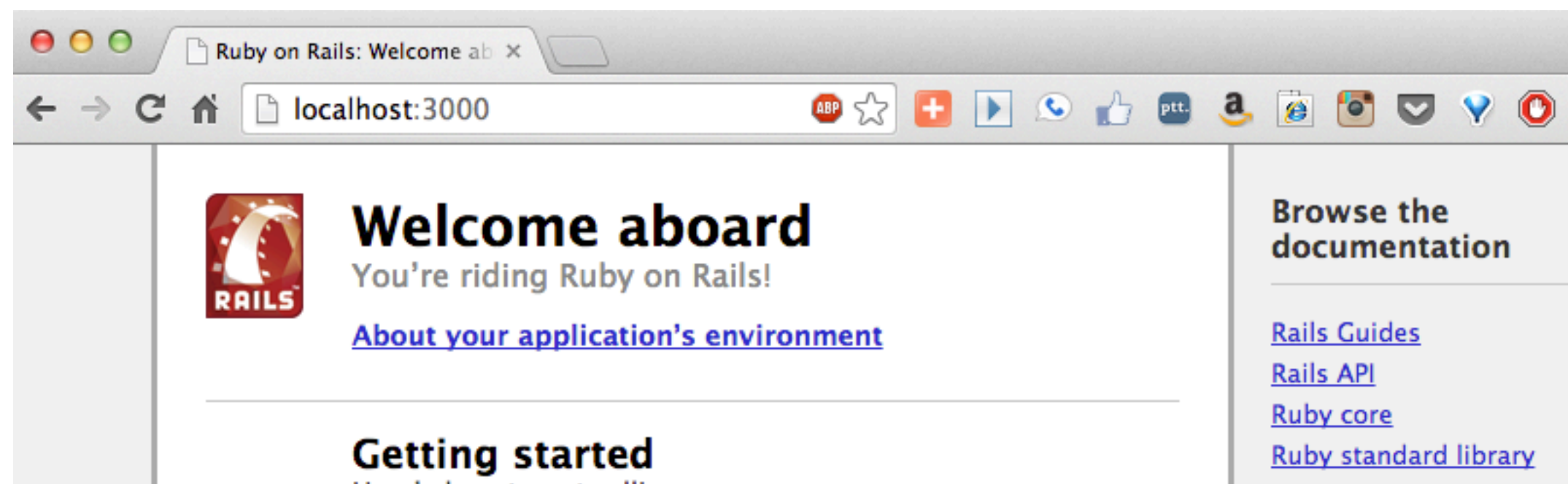
```
cd ThisIsTheFolderMyStuffIsIn
```

```
rails new ThisIsWhatImMaking
```

```
cd ThisIsWhatImMaking
```

```
rails server
```

```
http://localhost:3000/
```



Blog Design



Updates	
⋮	
✉ Prototype 6	Nov 26
🗨 Interviews	
✉ Prototype 5	
🗨 Interviews	
✉ Prototype 4B	
✉ Prototype 4	
🎬 Concept Presentation	
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✉ Prototype 3	
🗨 Interviews	
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A+ User Testing	
✉ Prototype 2	
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Prototype 6

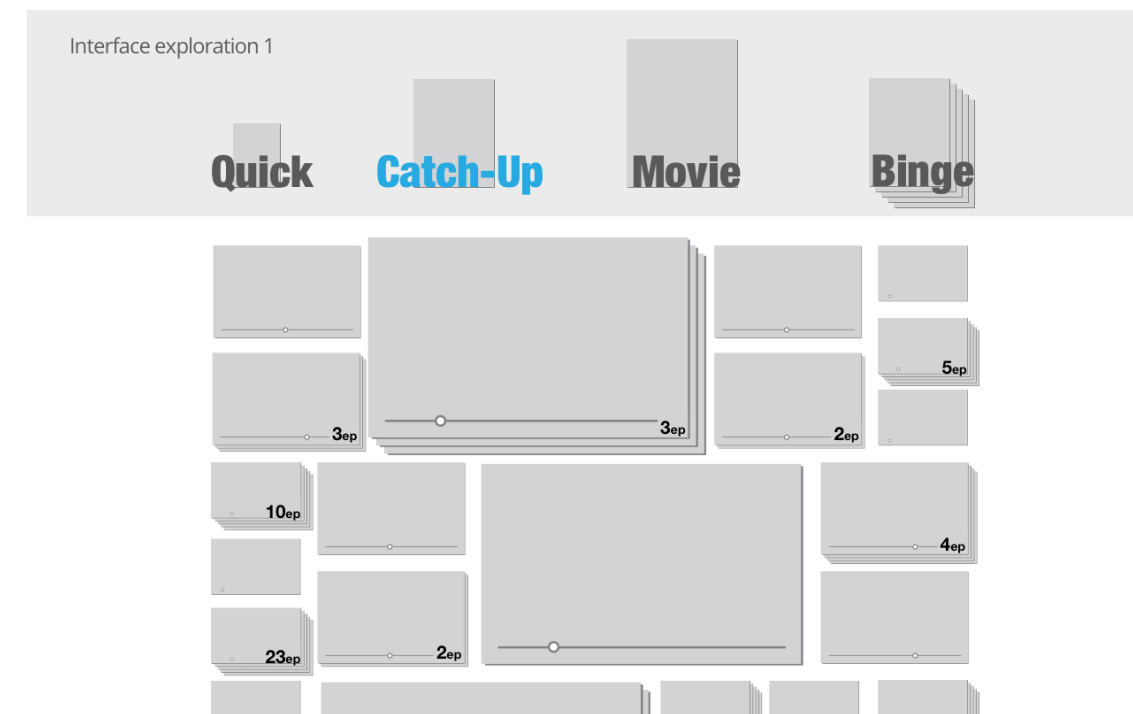
Digital freestanding user flow wires.

In this iteration I wanted to convey clearly the conclusions I got to by testing prototypes 4 and 5. I came up with a list of exciting and important features that I knew I want to include in the product and presented them through short use cases. In addition I showed two versions of interfaces that I developed from prototype 5: a web interface and a TV inter-face.

The features include:

- **First time use** and sign up, discover and search for content, get service recommendations, add new content, setup settings for each item.
- Social interaction through the service, see what your friends are watching and get recommendations, share, create easy collaborative watchlists that are automatically populated by joint content.
- TV and browser modes, difference in size, color and dynamics of control.

✉ Nov 26




















The first exploration



The second exploration

- Second screen experience, get access to information that is useful while watching; like IMDb, twitter feed and options to share.
- The exploration of the web version consisted with an interface version in which there are differently sized items to show the level of personal addiction, stacked to signify the quantity, and organised by time. The items are separated by the type of experience you are looking for: Quick, Catch Up, Movie and Binge. Each item is its own video player, already showing the title sequence or recap scenes.
- The TV version was centered around a full screen video player that plays on entry to the service. The transition between items is linear, allowing for a quick and easy interaction with any controller and device.
- I feel that at this point I need to decide what scope I will go for in terms of my thesis project. I need to decide how many versions to make and

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	Online Survey	
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	Prototype 2	
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	Concept Presentation	
	User Testing	
	Prototype 1	

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Background

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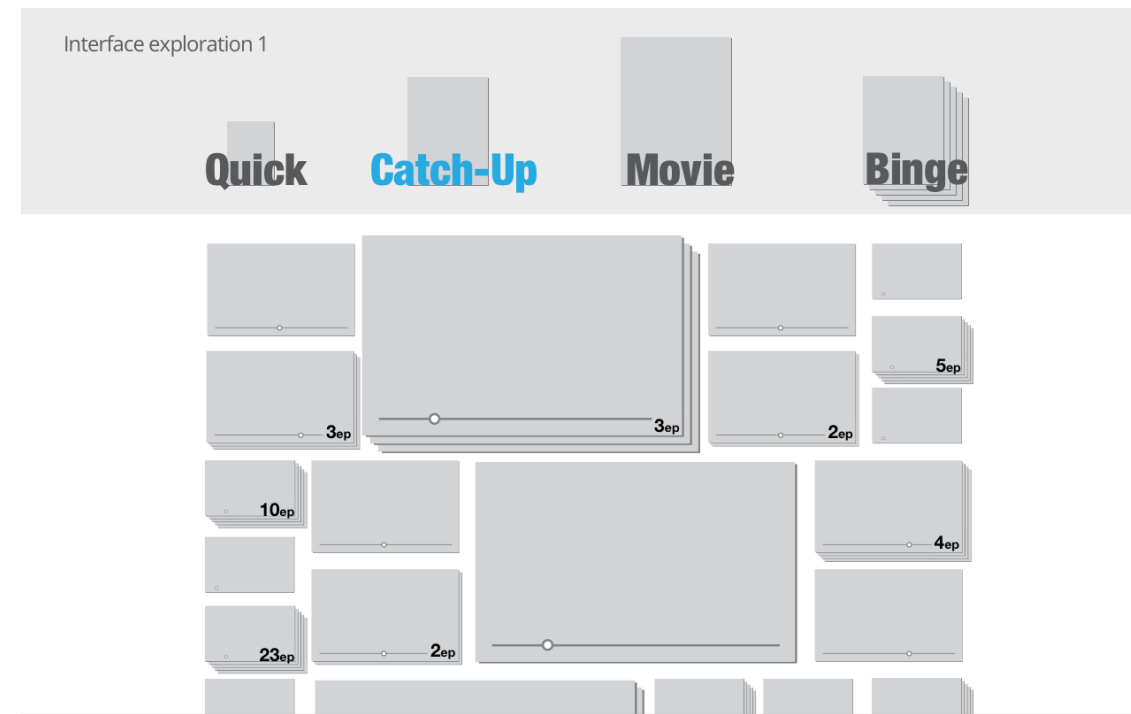
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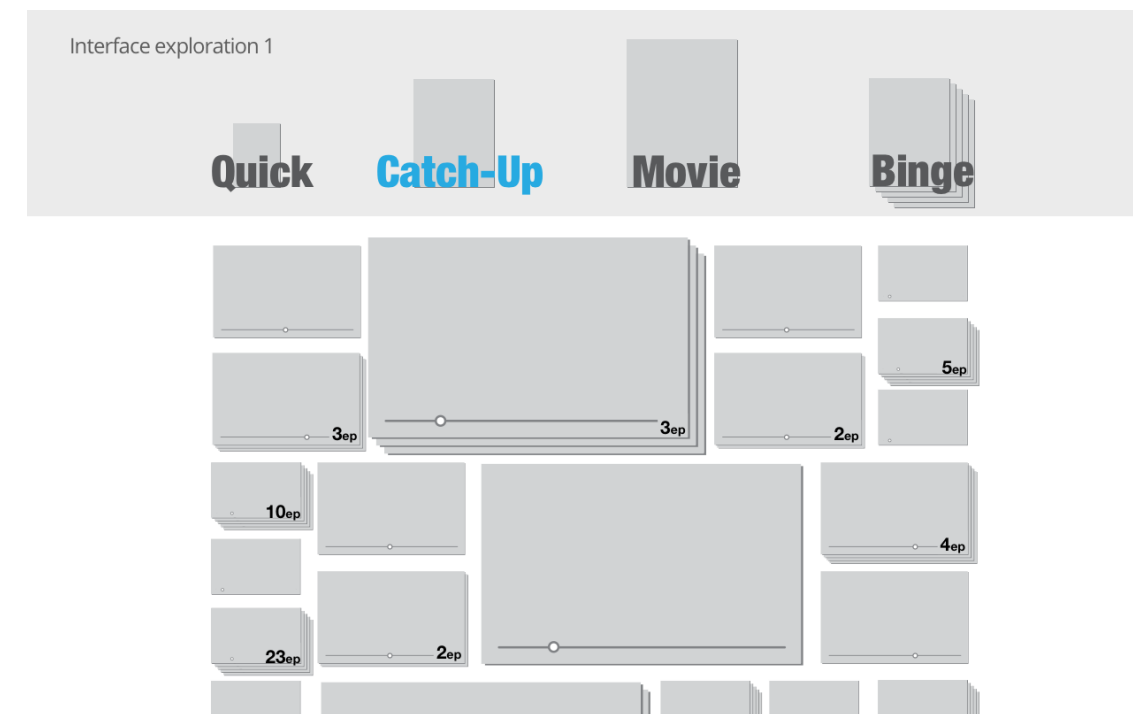
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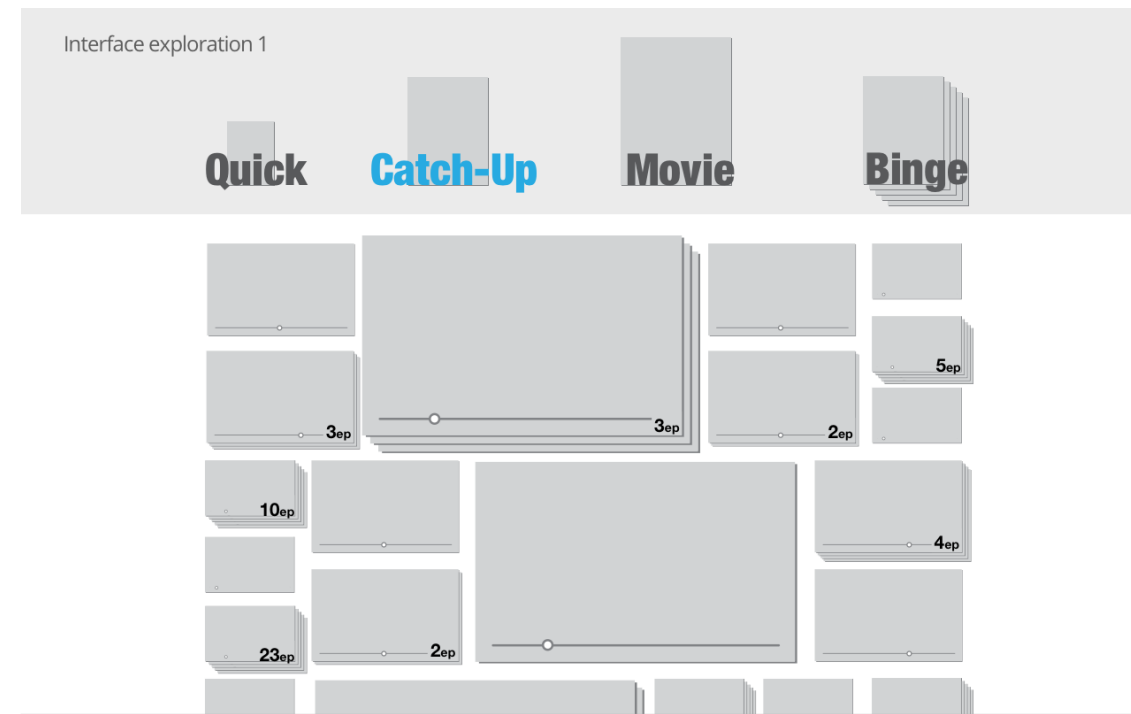
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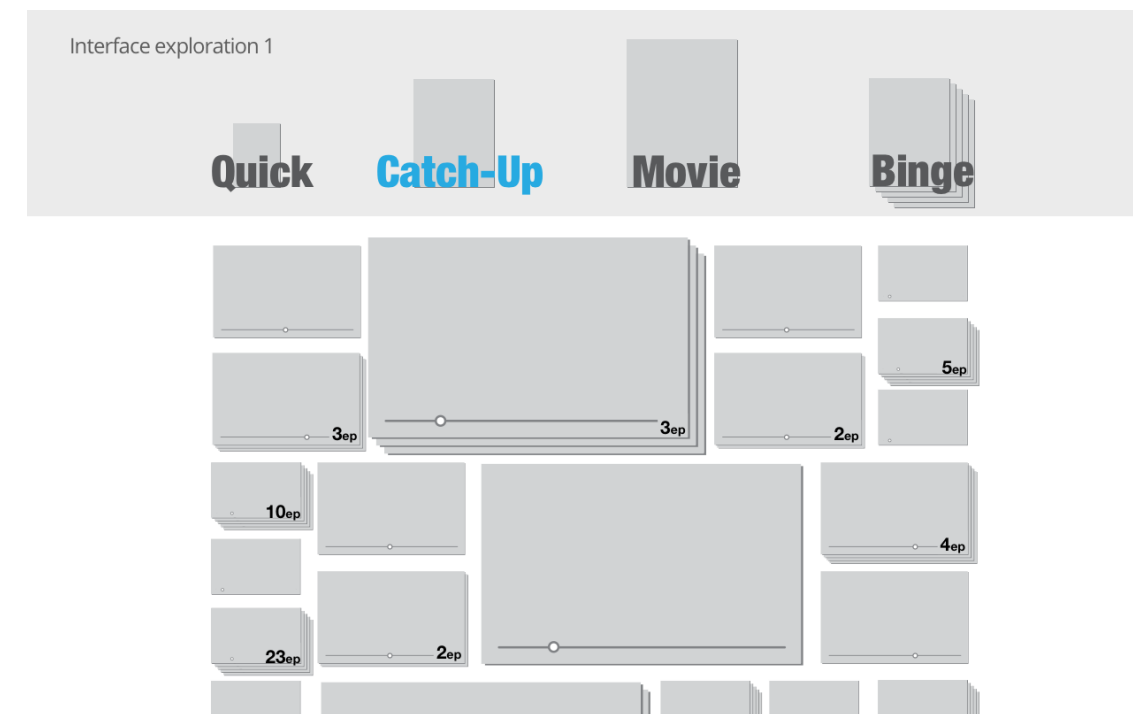
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Why is Netflix so important?

Case study.

Why is Netflix so important?

Netflix has been consistently flexible and adaptable and hence successful. Reed Hastings formed Netflix because he got a 40\$ fine for returning a DVD too late. He decided things need to change.

Netflix was formed in 1997 as a mailing service for DVDs and today it is a media empire with the biggest supply of [streaming content online](#). Netflix has managed to stay in the game, by both playing it safe and taking a risk. The company still supplies the US with the DVD rental services it needs while constantly innovating in the online section of the service. The big recent success was Netflix's original shows, which were released to the public as full seasons. The media giant created House of Cards and Orange is the New Black and also brought back Arrested Development from its untimely demise. These were a major success because Netflix listens to their viewers. On August this year, Kevin Spacey gave the The James MacTaggart Memorial Lecture at the Guardian Edinburgh International Television Festival. In which he explained the importance of Netflix's attitude towards the new age of television:

"Clearly the success of the Netflix model, releasing the entire season of [House of Cards](#) at once, proved one thing: The audience wants the control. They want the freedom. If they want to binge as they've been doing on House of Cards and lots of other shows, we should let them binge. "

“ I can't tell you how many people have
stopped me on the street and said,
'Thank you, you sucked three days out of my life.' ”

"And through this new form of distribution, we have demonstrated that we have learned the lesson that the music industry didn't learn: Give people what they want, when they want it, in the form they want it in, at a reasonable price, and they'll more likely pay for it rather than steal it. Well, some will still steal it, but I think we can take a bite out of piracy."

It seems that Netflix is very attentive to it's viewers, giving them what they want; In this age that means immediate access to content, easily from anywhere. There is no doubt that there is much to learn from America's largest and most successful online streaming provider.



The social aspect ▾



Dec 6



Kevin Spacey

38% of americans use Netflix
According to [Nielsen](#), 2013

[Full lecture >](#)

Playing around



