

# Applying the Principals of Stage Magic to the User Experience

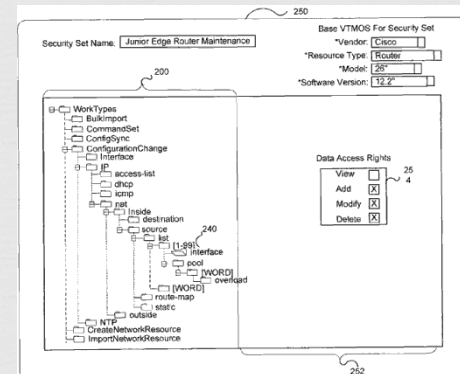
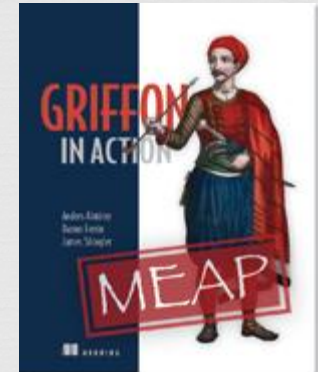


Fool me once, shame on you  
Fool me again, I applaud thee

# Who am I?



- ❧ Danno Ferrin
- ❧ Husband / Father
- ❧ Software Developer
- ❧ Open Source Developer
- ❧ Book Author
- ❧ Patent Holder
- ❧ State Debate Champion
- ❧ Very Bad Amateur Magician



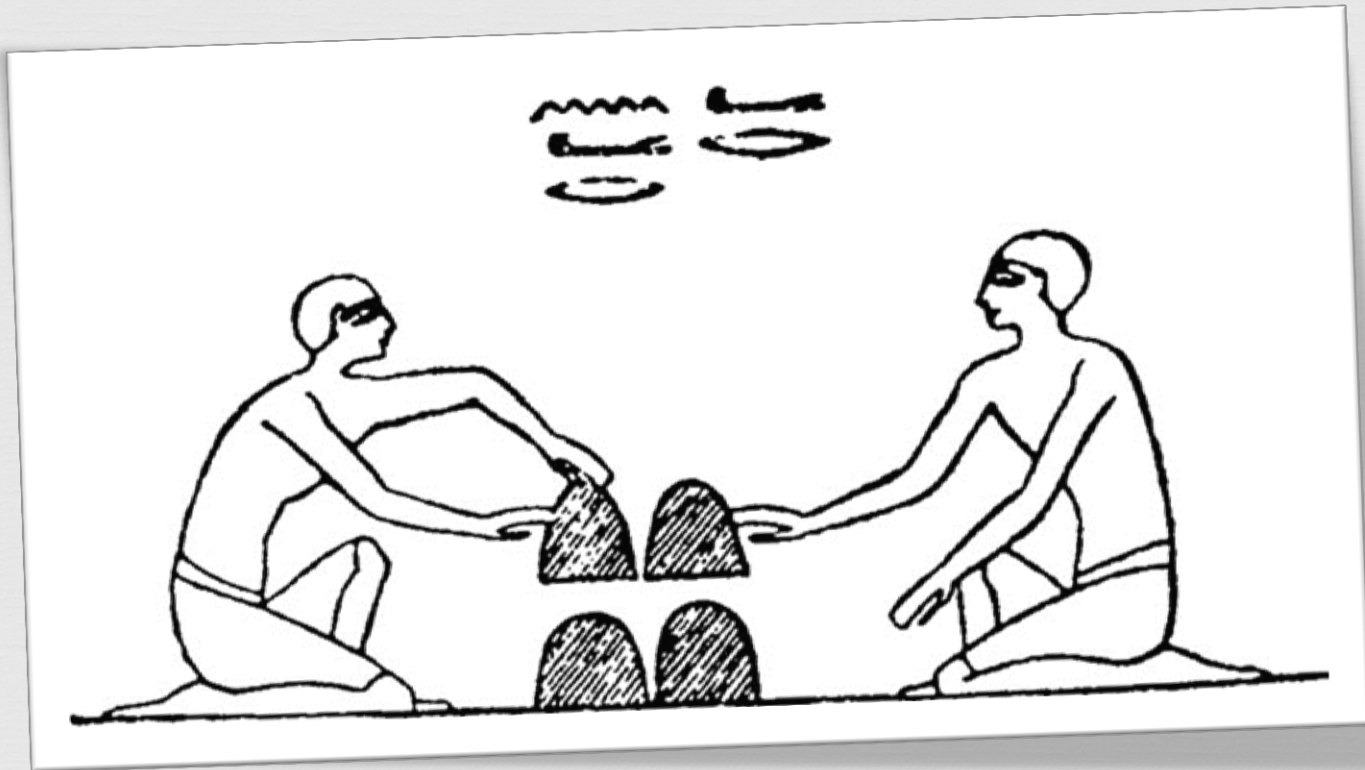
# What is Stage Magic?





# Ancient Cups and Balls?

Wall Painting of Beni Hasan Tomb #15  
Circa 2500 BCE



# Stage Magic is a Theatrical Experience

The Magician's art is not limited to the stage.



# What's in a Word



UX User Experience

UI User Interface

UI User *Illusion*



# Prepare

---

A decorative flourish, resembling a stylized '3' or a calligraphic flourish, is positioned below the word 'Prepare' and centered on a horizontal line.

# Consider the Stage and the Audience

The Magic Castle, Hollywood California



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# Three Stages



Close-up Gallery

Phone

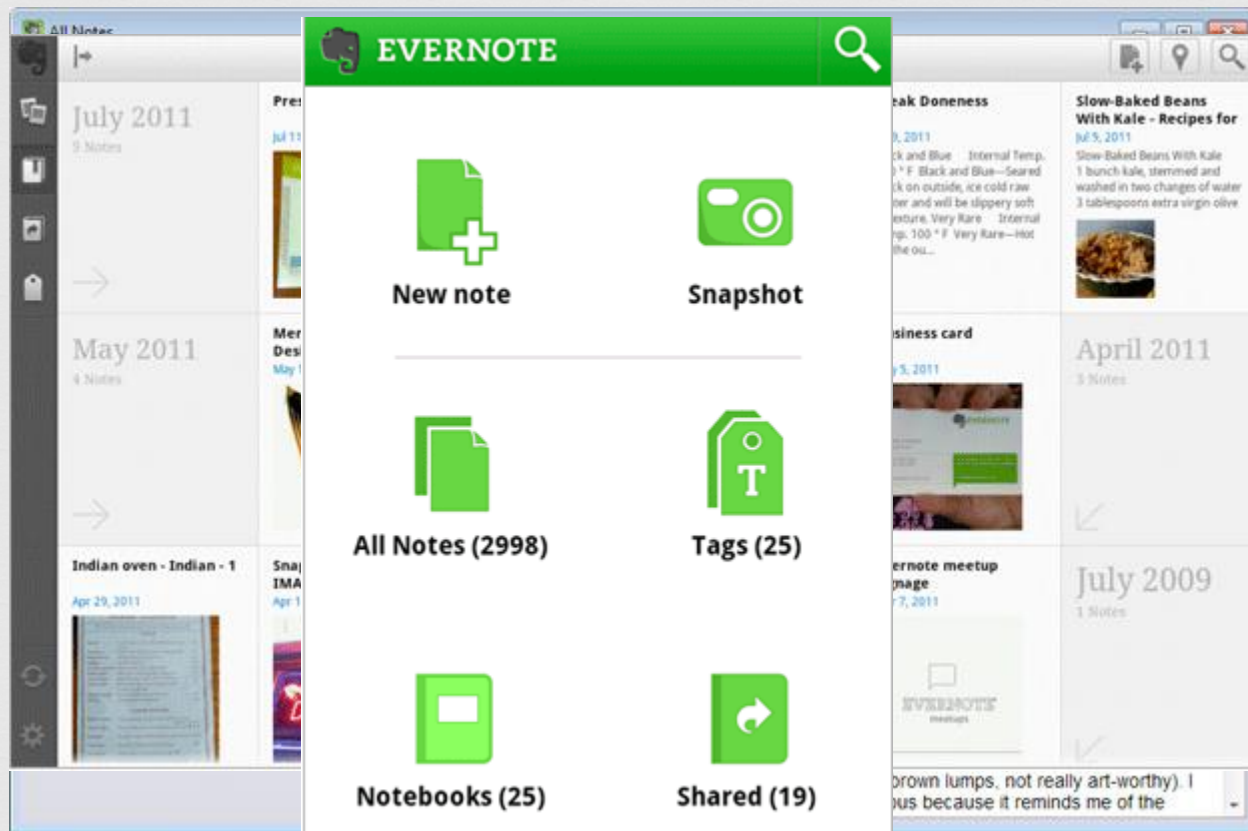
Parlor of  
Prestidigitation

iPad / Tablet

Palace of Mystery

Desktop

# Evernote



# Practice Practice Practice

Practice until you have it perfect.  
Then practice some more.





# Testing and



- ❧ Storyboard
- ❧ Automated Testing
- ❧ Internal Testing
- ❧ Private Beta Tests
- ❧ Public Beta Tests
- ❧ Re-work as needed

# Overcome Objections Before They Arise

Phoenix Wright, Ace Attorney

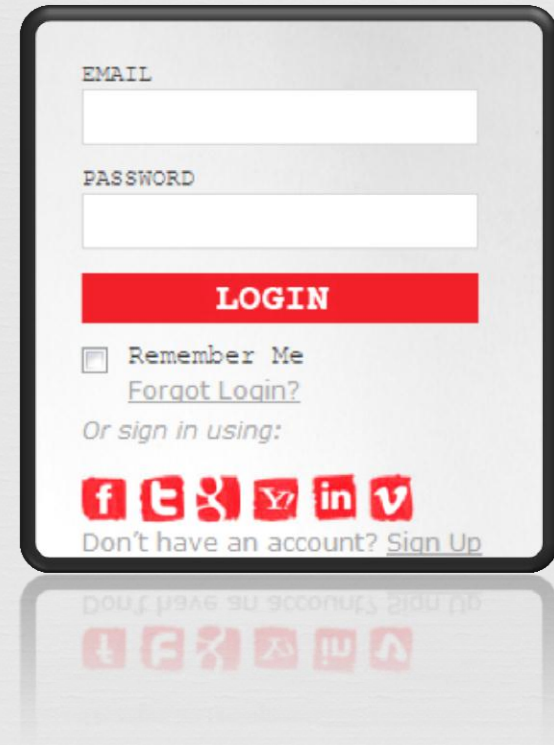


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# Logins



- ❧ Yet Another Account
- ❧ Yet Another Password
- ❧ Use Third Party Authentication
  - ❧ Google
  - ❧ Twitter
  - ❧ Facebook
  - ❧ Etc.

A mockup of a login form with a black border and a reflection below it. The form contains fields for 'EMAIL' and 'PASSWORD', a red 'LOGIN' button, a 'Remember Me' checkbox, a 'Forgot Login?' link, and social media icons for Facebook, Twitter, Google+, YouTube, LinkedIn, and Vimeo. At the bottom, it says 'Don't have an account? Sign Up'.



# Shipping and Payment



- ⌘ When will I get it?
- ⌘ And I wait to get a deal too!

  
[Compare](#)

**Apple® - MacBook® Air / Intel® Core™ i5 Processor / 11.6" Display / 4GB Memory / 128GB Flash Storage**  
Model: MC969LL/A | SKU: 3109047

- **ENERGY STAR** Qualified
- Mac OS X Lion
- Special features: Bluetooth; or
- Note: DVD/CD drive not include

★★★★★ 4.9 of 5 (9 review)

[Check Shipping & Availability](#)

**Shipping and Availability** ✕

Shipping: Usually ships in 2-5 business days

[Estimate Arrival Time >](#)

Store Pickup: Coming Soon

**Our Price:**

[See price in cart>](#)  
~~Price: \$1,199.99~~

- [Save \\$20 on Smart Surfing: See How](#)
- [Save \\$20 on Office Home 2011: See How](#)

 **ADD TO CART**

Check Shipping & Availability

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# Perform



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# Patter and Showmanship

The presentation is as important as the content.



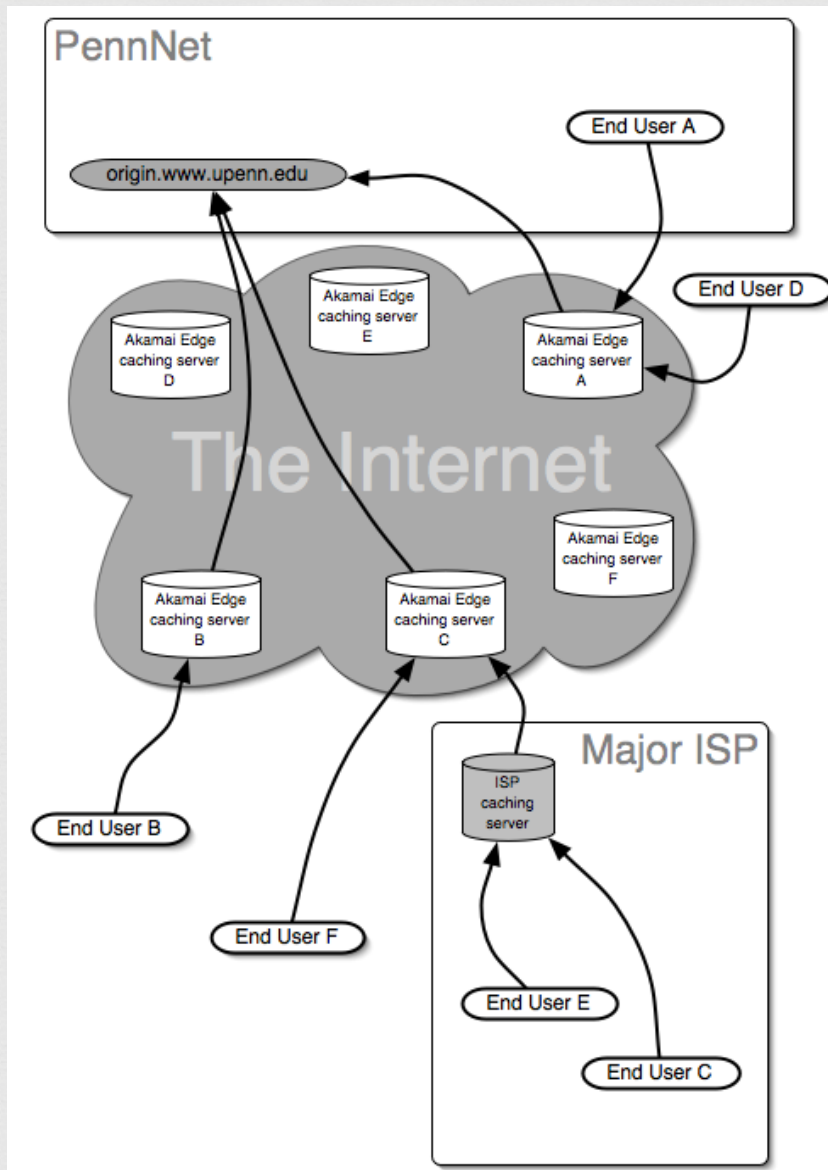
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## Patter and Showmanship

The presentation is as important as the content.





Users care  
about the  
experience,  
not the  
mechanics.

# Slight of Hand

Are you watching closely?



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# Timing Matters



Actual Speed

Perceived Effect

❧ 1/10<sup>th</sup> of a Second

❧ Direct Manipulation

❧ 1 second

❧ Uninterrupted Flow

❧ 10 seconds

❧ Keeps Attention

# Direction

Look Over There



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# Direction




- ❧ Our Brains are Evolved To Track Motion
- ❧ And to Recognize Faces

## Look Here
















# Stack Exchange



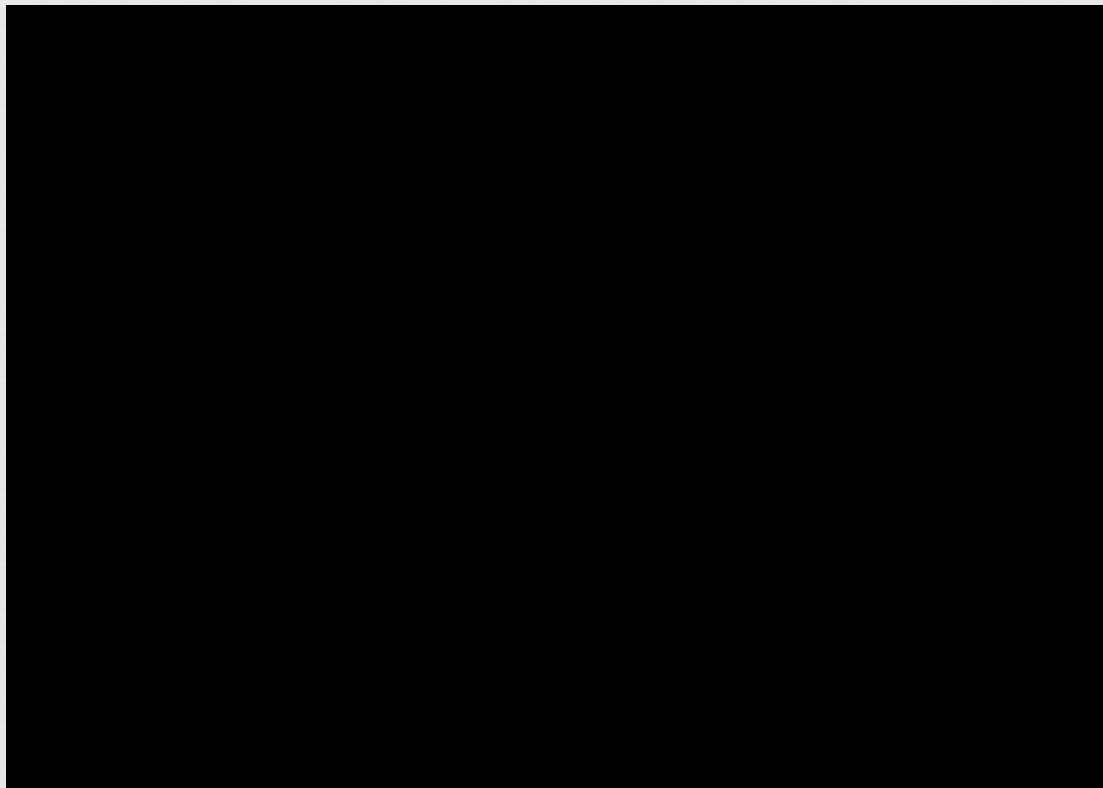
**stackoverflow** **Questions** **Tags** **Users** **Badges** **Unanswered**

**Title**

**B** *I* |     |     |   

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# Flashed Face Distortion Effect



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<http://www.perceptionweb.com/abstract.cgi?id=p6968>

# Status Lines



✧ Twitter



**puredanger** Alex Miller

I love it when my Triplt reports show everyone I know heading to St. Louis for [#strangeloop](#) :)

9 Sep

✧ Facebook



**Danno Ferrin**

Waikiki is a lot like the Las Vegas Strip next to the Beach. Except instead of casinos they have ABC stores, and instead of people handing out fliers for brothels it's fliers to shooting ranges where they provide the guns. So in Hawaii you can exercise your 2nd amendment rights as a tourist instead Nevada where you exercise your 5th amendment rights... err... umm... I mean 1st amendment rights.

[Like](#) • [Comment](#) • July 23 at 1:16am

✧ LinkedIn

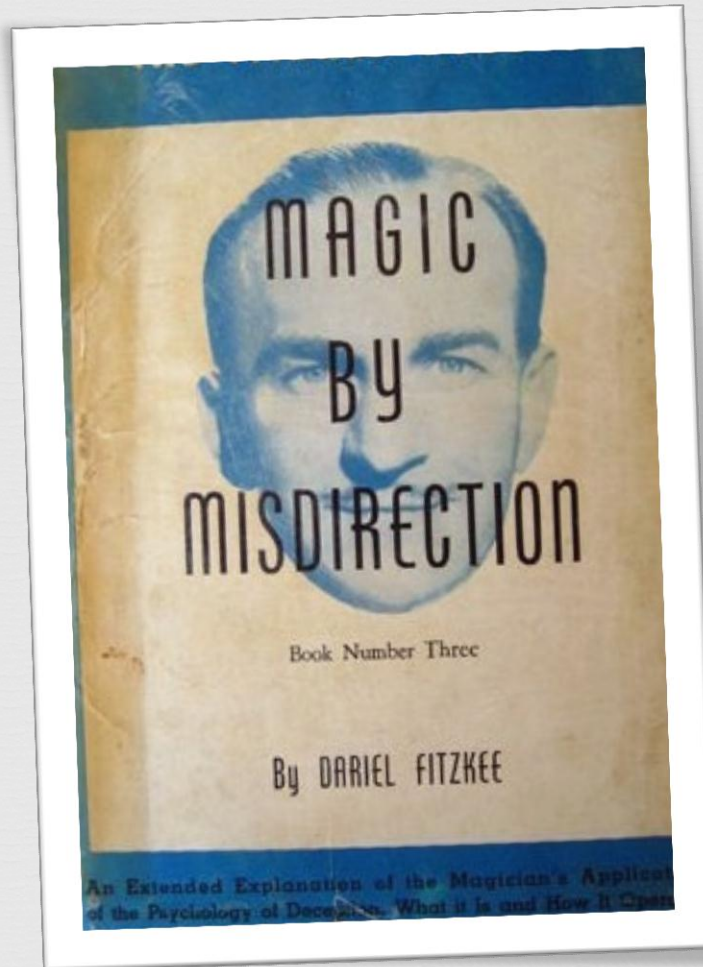


**Danno Ferrin** Hardest part of my talk at [#strangeloop](#) is picking the background for my slides. Spending hours practicing magic tricks was easy compared to this decision.

[Like](#) • [Comment](#) • [Share](#) • 2 seconds ago

# Misdirection

Strictly speaking all magic is misdirection.



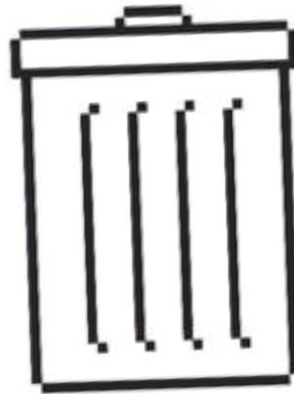
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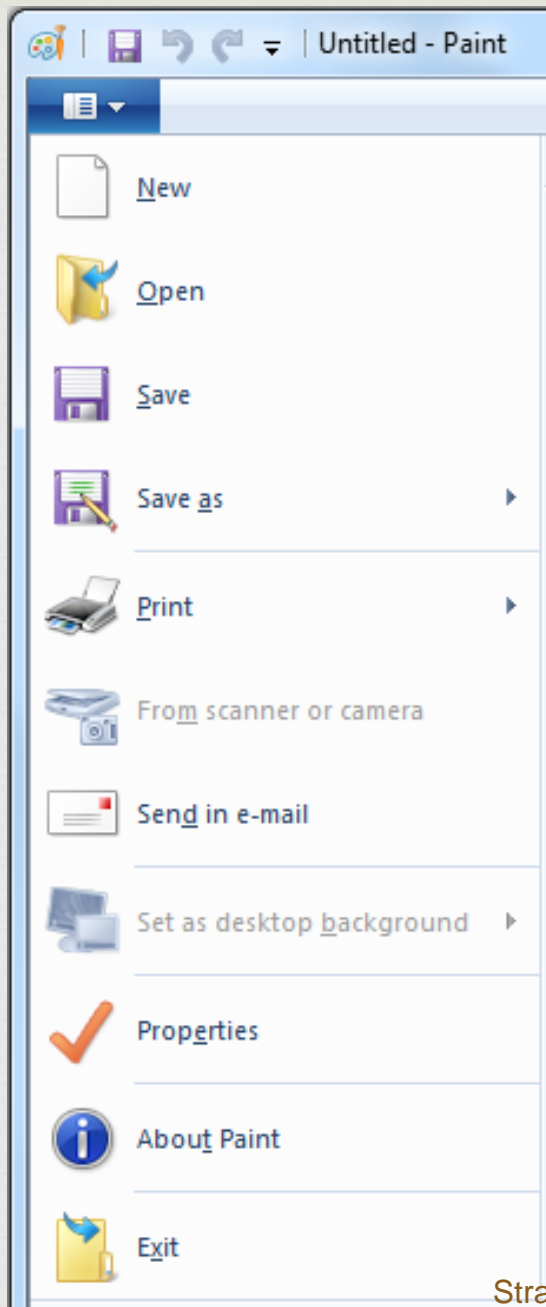


# Simulation

*verb*

to give or assume the appearance or effect of  
often with the intent to deceive





# Skeuomorph

*noun*

an ornament or design on an object copied from a form of the object when made from another material or by other techniques, as an imitation metal rivet mark found on handles of prehistoric pottery.



## iBook

Skeuomorphic interface encourages natural page flipping

# Misdirection – Dissimulation

*verb*

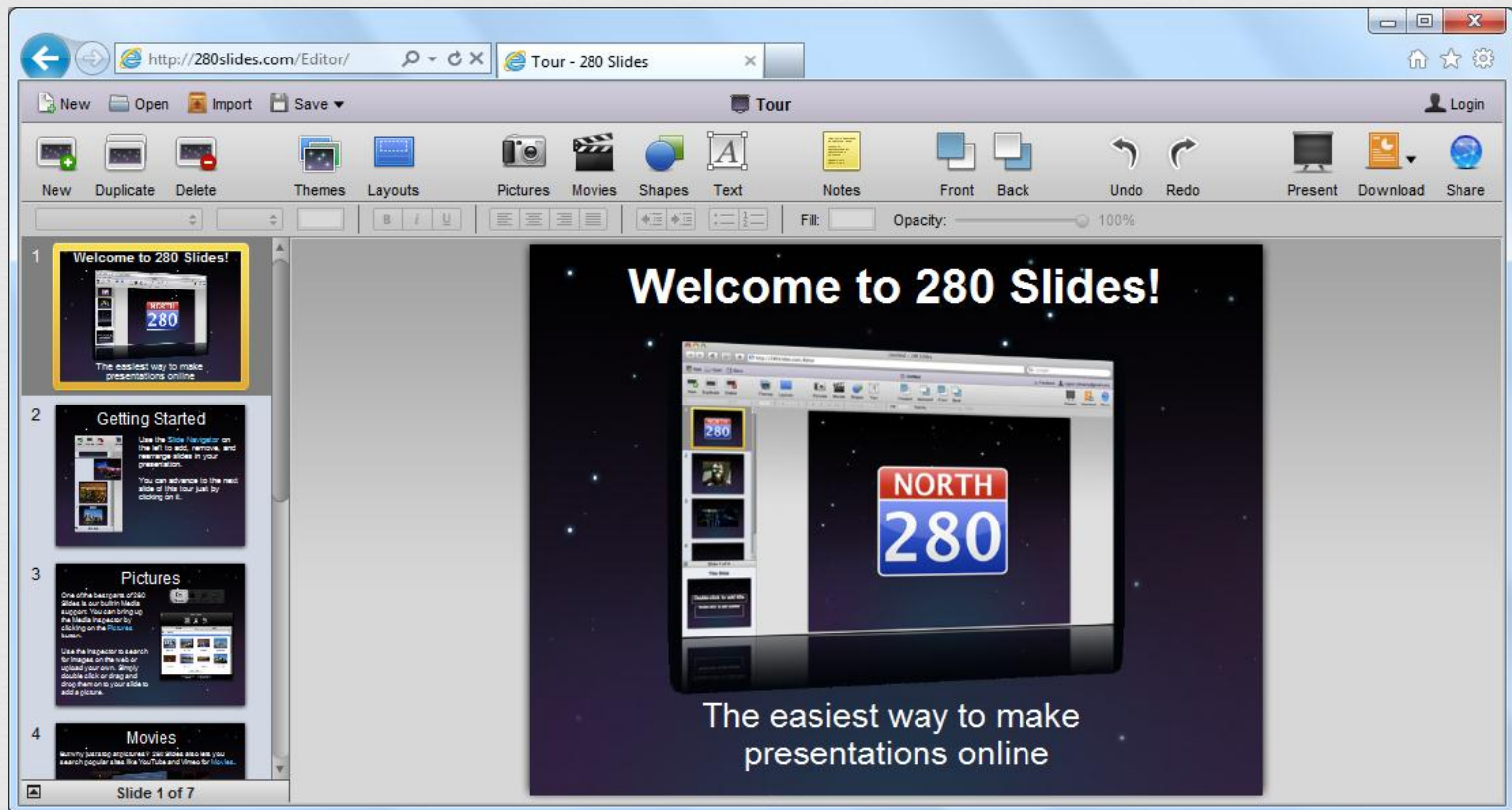
to hide under a false appearance



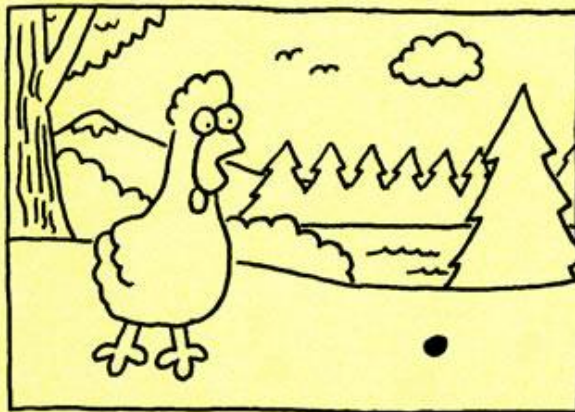
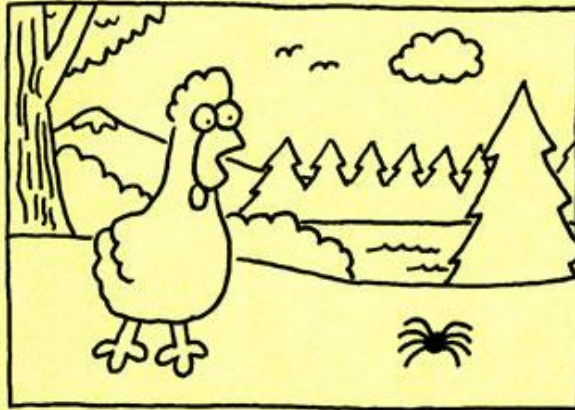
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# 280 Slides



SPOT THE 8 DIFFERENCES  
BETWEEN THESE TWO PICTURES



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[www.savagechickens.com](http://www.savagechickens.com)

Attention to Detail

# Misdirection – Anticipation

Wait for it...



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# Facebook

A screenshot of the Facebook 'Find Friends' interface. The top navigation bar is dark blue with the 'facebook' logo, icons for friends, messages, and a search bar. The main content area is white. The 'Find Friends' section has a blue header with a person icon. Below it is a grey box titled 'Add Personal Contacts as Friends' with a link to 'See how it works or manage imported contacts.' A progress bar shows 'Step 1 Find Friends' as the active step, followed by 'Step 2 Add Friends' and 'Step 3 Invite Friends'. The 'AIM' section features a yellow stick figure icon, input fields for 'Screen Name' and 'AIM Password', an 'AIM' button, and a 'Find Friends' button. A note states 'Facebook won't store your password.' At the bottom, there are links for 'Windows Live Hotmail' and 'Find Friends'.



# Misdirection



- ❧ Ruse
- ❧ Interpretation
- ❧ Maneuver
- ❧ Pretense
- ❧ Diversion
- ❧ Monotony
- ❧ Premature  
Consummation
- ❧ Confusion
- ❧ Suggestion

# In Closing – Two Worlds

The World of the Performer  
The World of the Performance



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# All Magic is Misdirection



- ❧ Consider the Stage and the Audience
- ❧ Practice Practice Practice
- ❧ Overcome Objections Before They Arise
- ❧ Patter and Showmanship
- ❧ Sleight of Hand
- ❧ Direction
- ❧ Simulation
- ❧ Dissimulation
- ❧ Anticipation

# Thank You!



Applying the Principals of Stage Magic to the User Experience

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