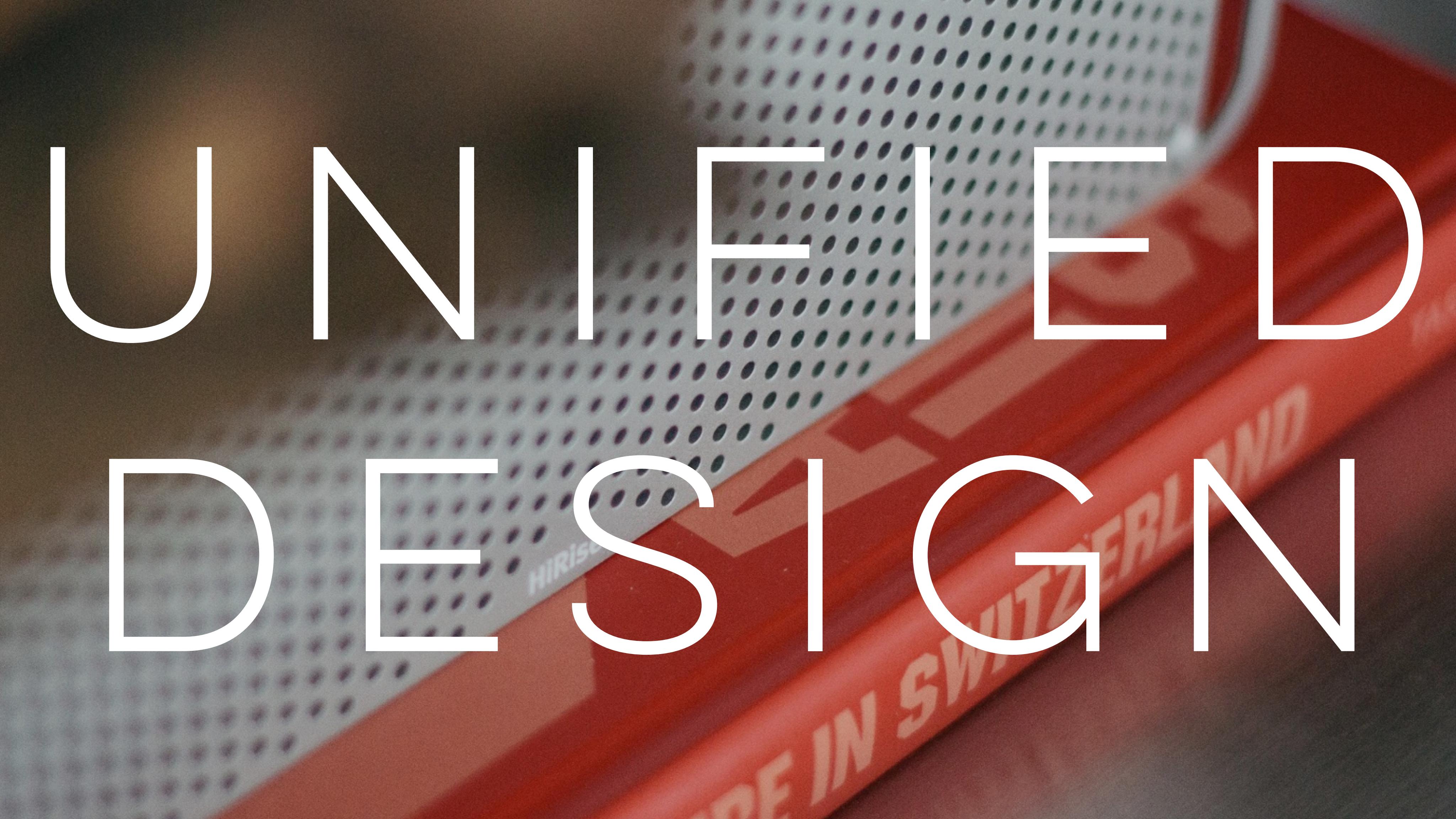


UNIFIED  
DESIGN





**LC** Linear  
Compressor



-83  
83  
REFRESH

ICE TYPE

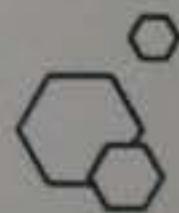
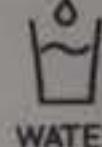
FREEZER

REFRIGERATOR

ICE / ENERGY  
PLUS / SAVING

LIGHT / FILTER

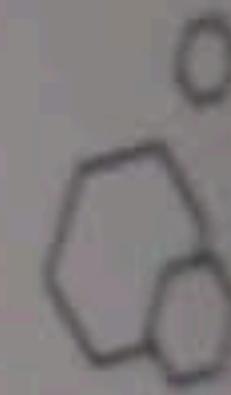
ALARM / LOCK



3



WATER



# INTUITION

The degree to which users successfully navigate new, unfamiliar experiences **based** on knowledge acquired in previous experiences.





Telegraph.co.uk/video

[youtu.be/POukYf\\_xvgc](https://youtu.be/POukYf_xvgc)

# which of these is “TV”?



The best interface is  
the one within reach.

2017



# “Mobile”



WATCH



IPHONE 2G



IPHONE 4



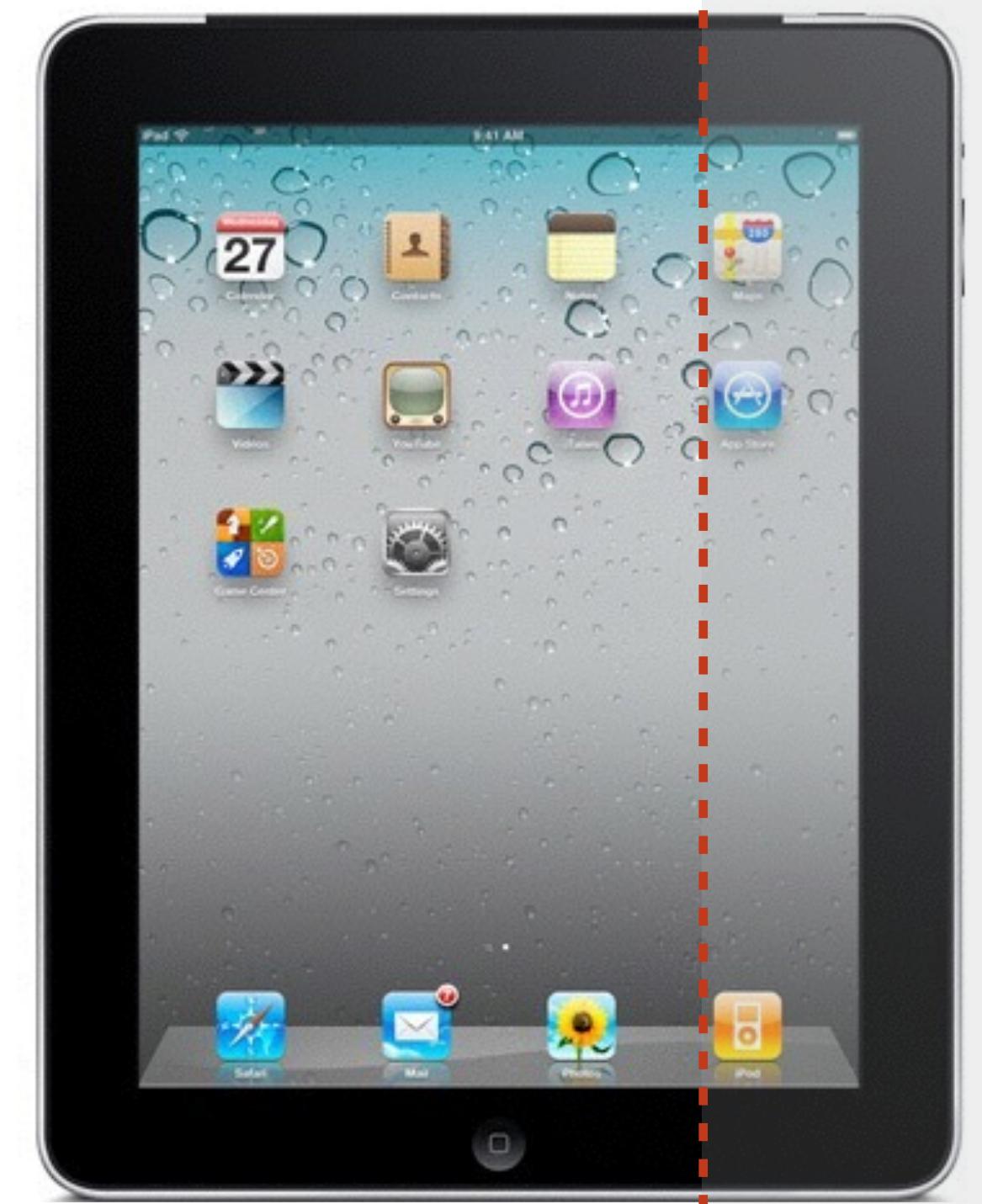
IPHONE 5



IPHONE 6+



IPAD MINI



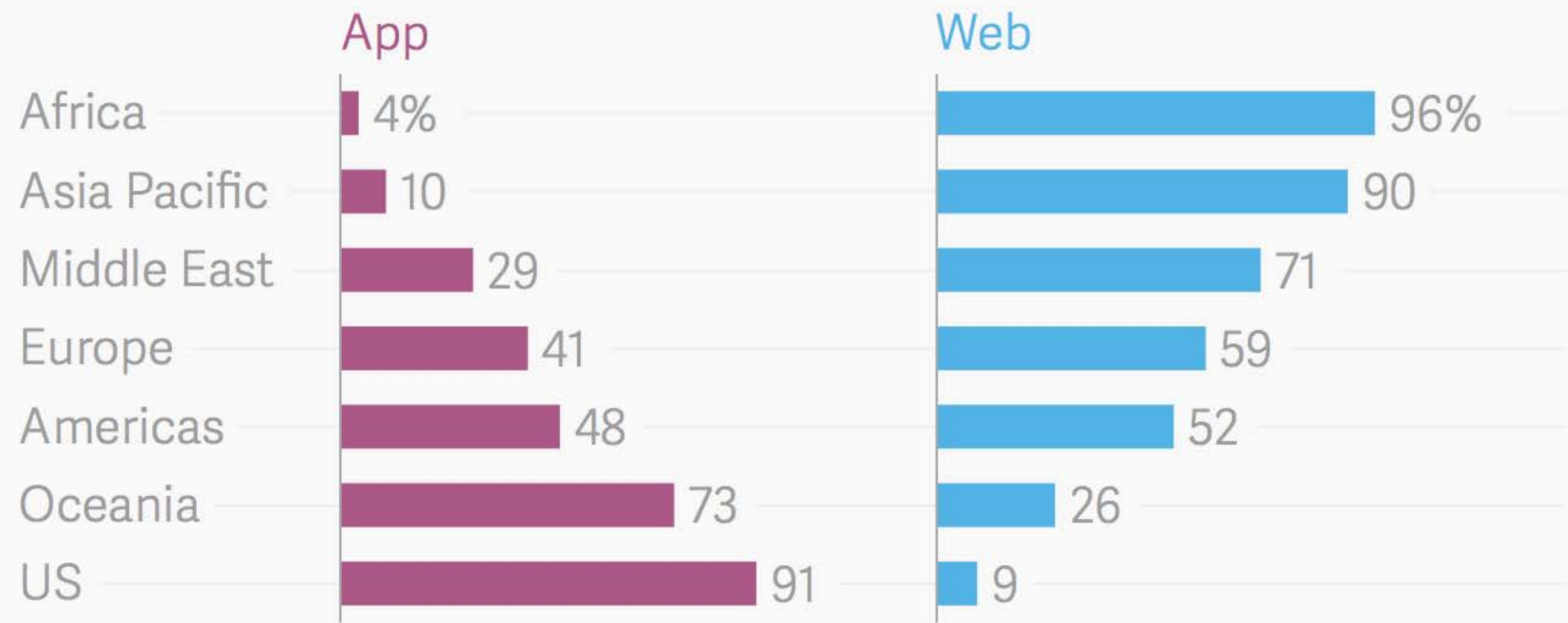
IPAD 1

# “Tablet”

RWD

SCREEN  
SIZE BE  
LIKE

## Mobile impressions by region



△ T L △ S | Data: Opera Mediaworks

Share



**Greg Hoy**

@hoyboy



Following

The CNN iOS app is so bad, I took the unprecedented steps of deleting it and reinstalling it just so I could delete it again.

RETWEETS

94

FAVORITES

42



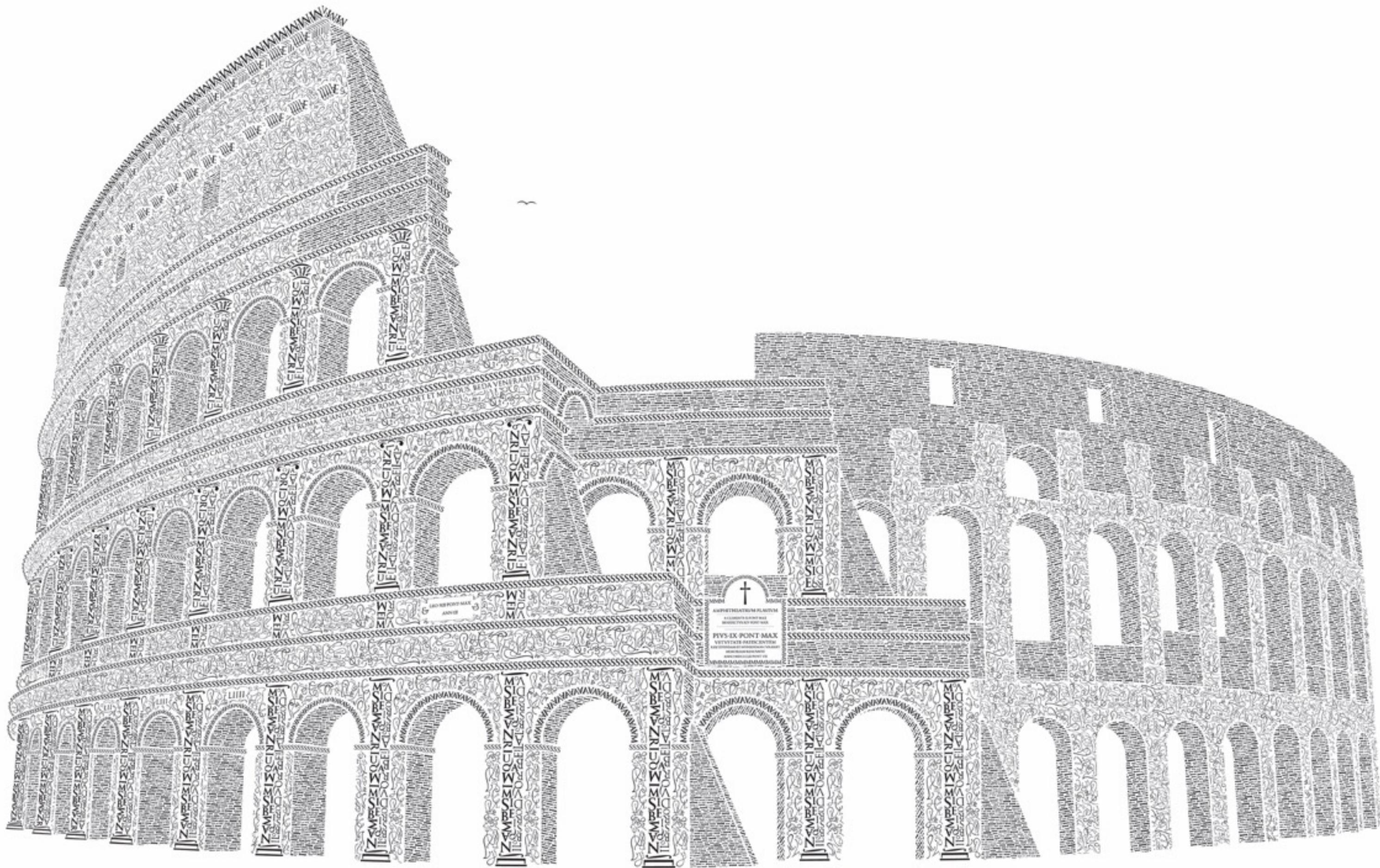
9:28 AM - 5 Apr 2013



...

# typestructures.com

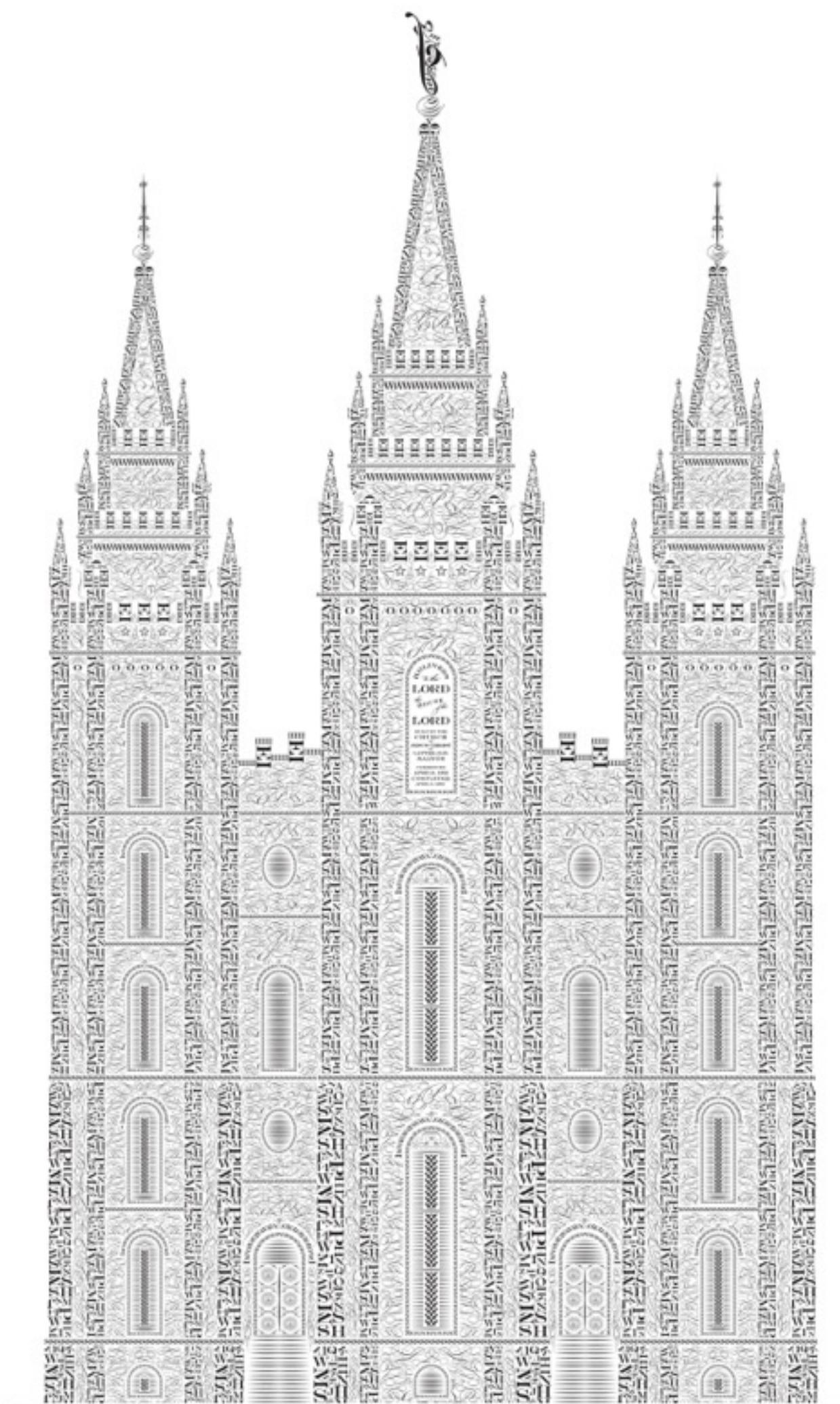
# САНАНАНД



COLOSSEO · AMPHITHEATRUM FLAVIUM · ROMA

TYPEFACES: GOUDY TRAJAN, BENBO PRO, M. GIOVAMBATTISTA PALATINO

CAMERON MOLL 2010



SALT LAKE TEMPLE - SALT LAKE CITY - UNITED STATES

Typicons: Richmon Script Pro, Engrosser MT, Epic

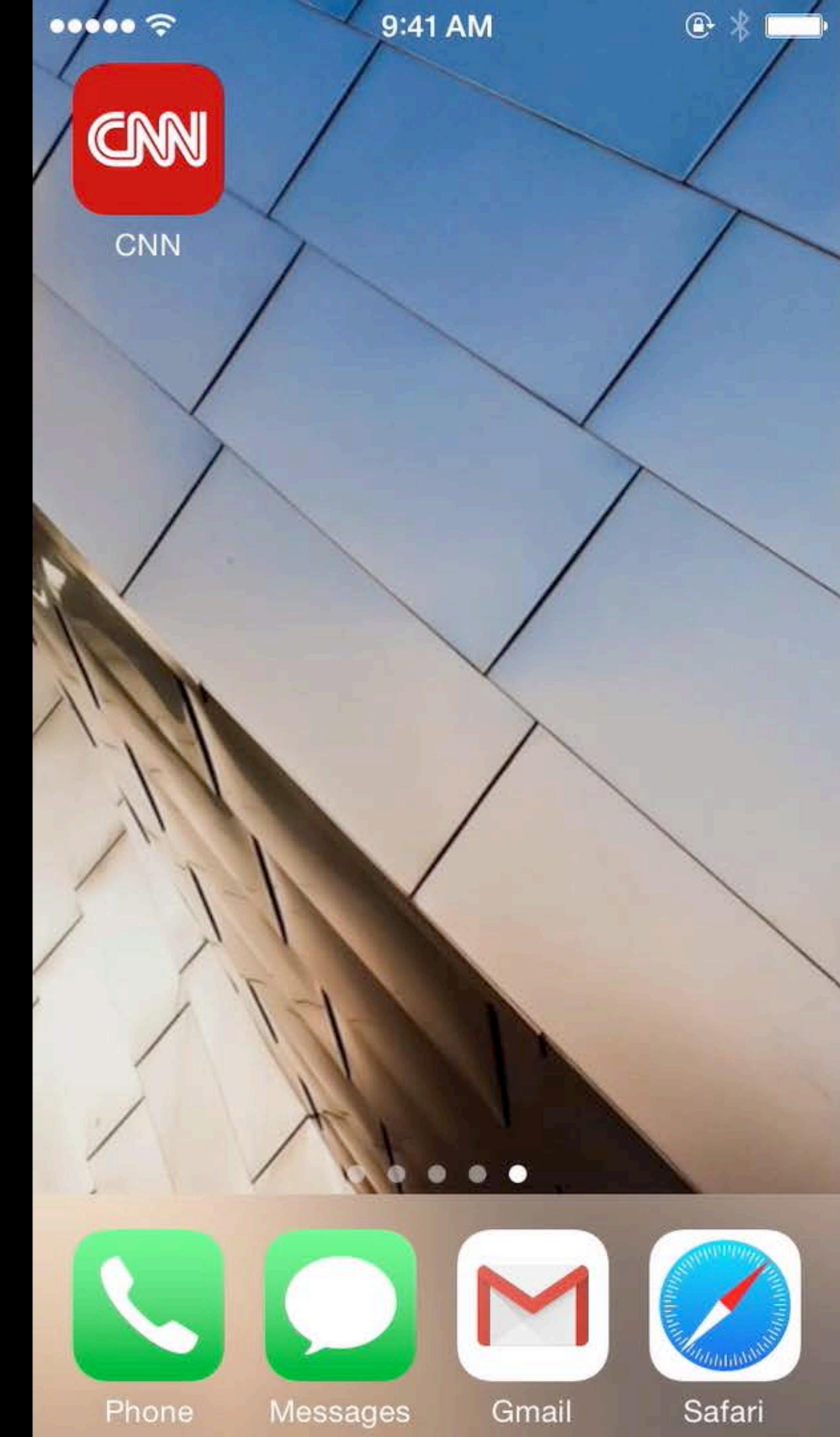
[typestructures.com](http://typestructures.com)



# E • BROOKLYN BRIDGE •

Type: Antique Condensed, Fette Gotisch, HTF Didot

CAMERON MOLL 2013





9:41 AM



Play "This is CNN" audio on application launch

Audio is OFF



You can change this at any time in "Settings"

Done



**Justin Palmer**

@Caged



Follow

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

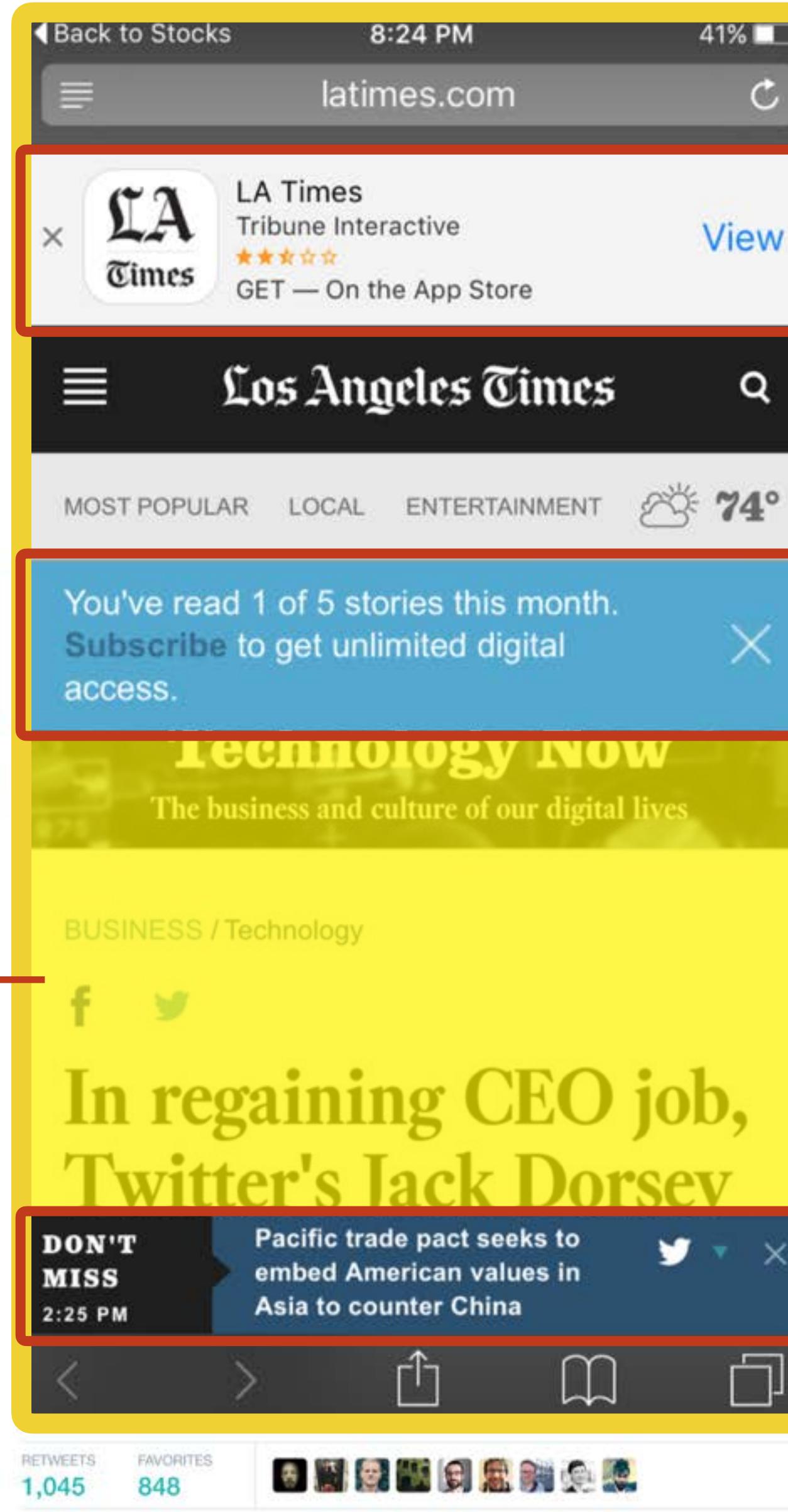


**YARRRRon Schoen**  
@Yarcom



Following

The publishing industry in one screenshot.



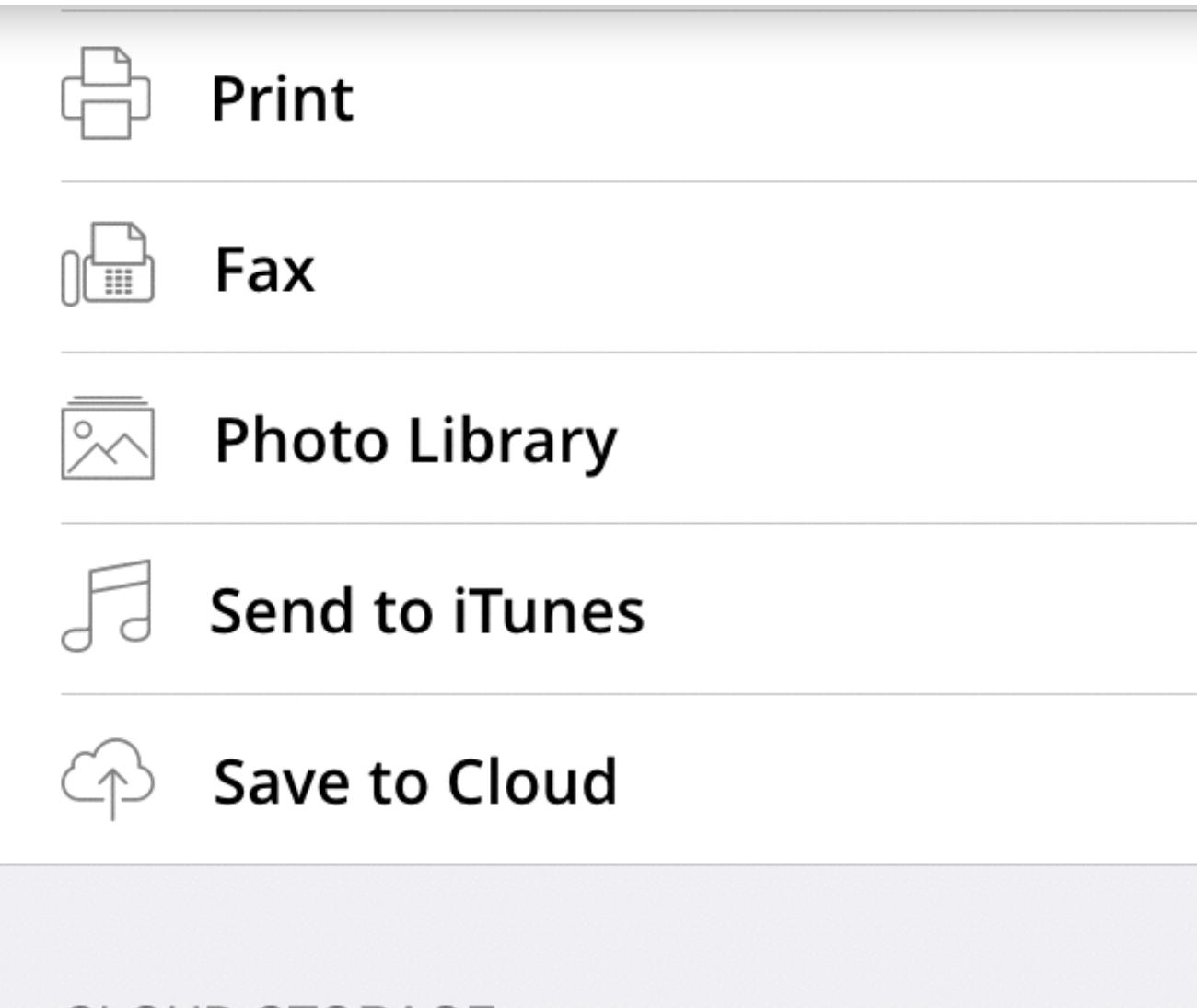
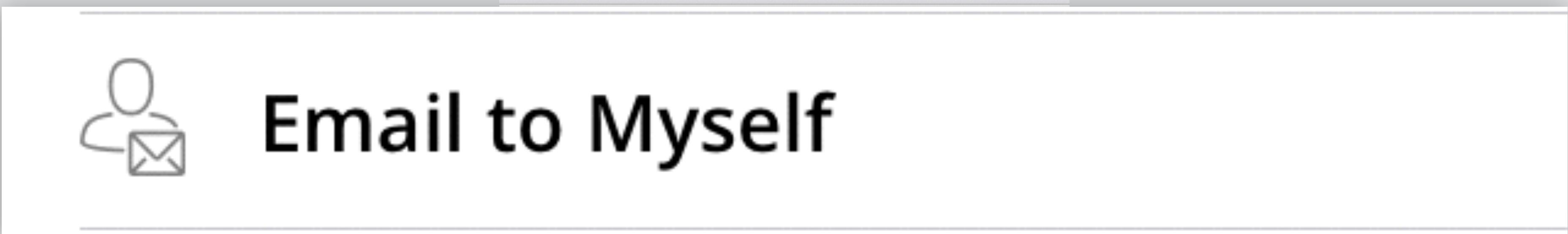
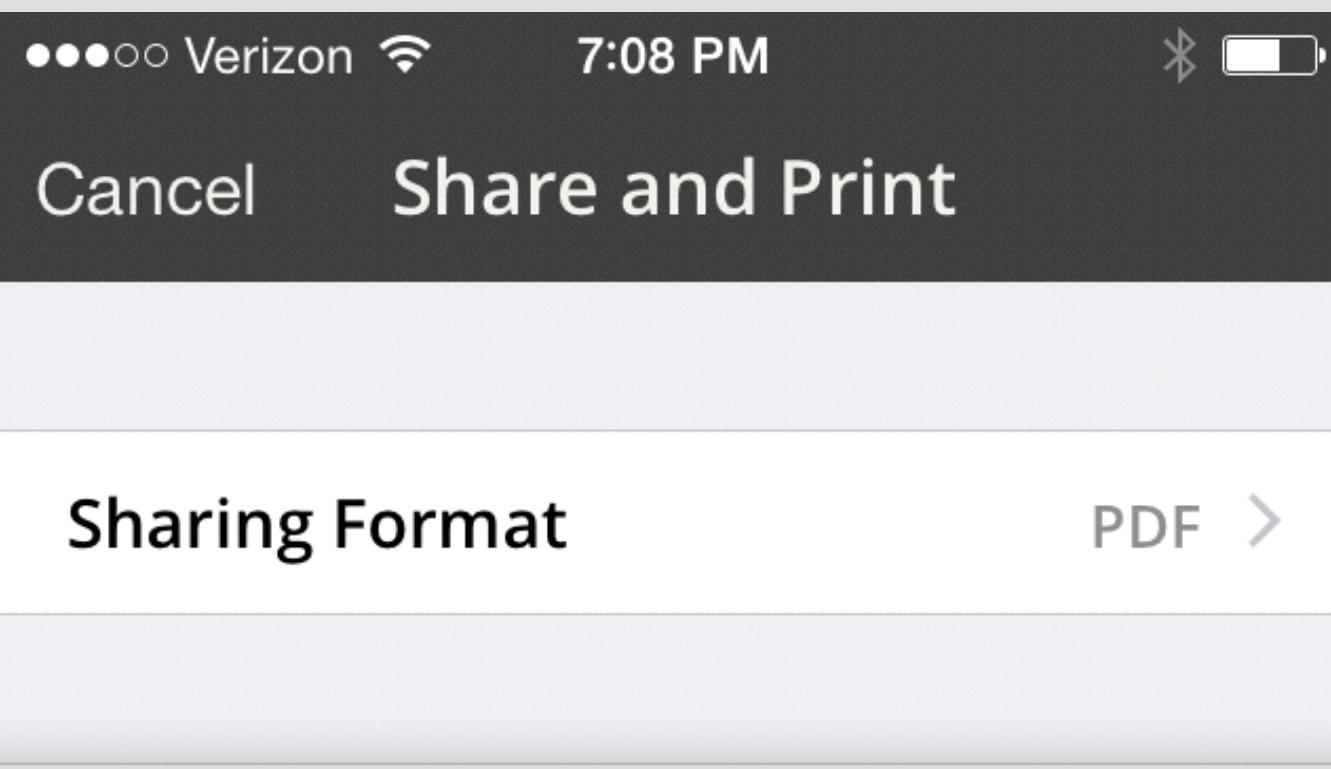
2005

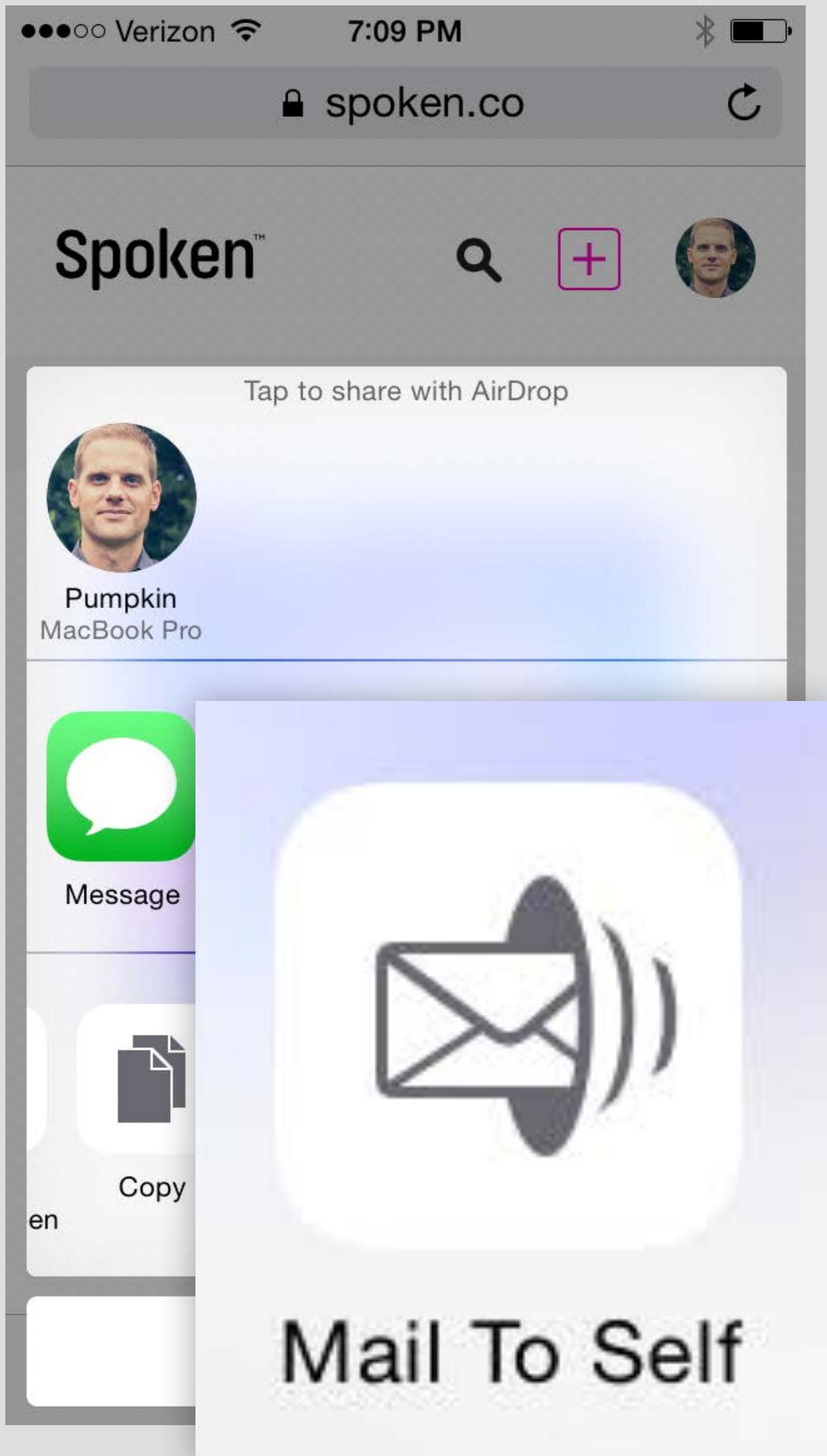


Luca Bruno / AP

49% of multi-screen users  
email themselves a link  
for continuing an activity  
on another device.

Source: Google (d.pr/QBEp)





mailto: self.com



Responsive web  
design ends where  
the browser ends.



“MOBILE”

NOUN?

SAMSUNG



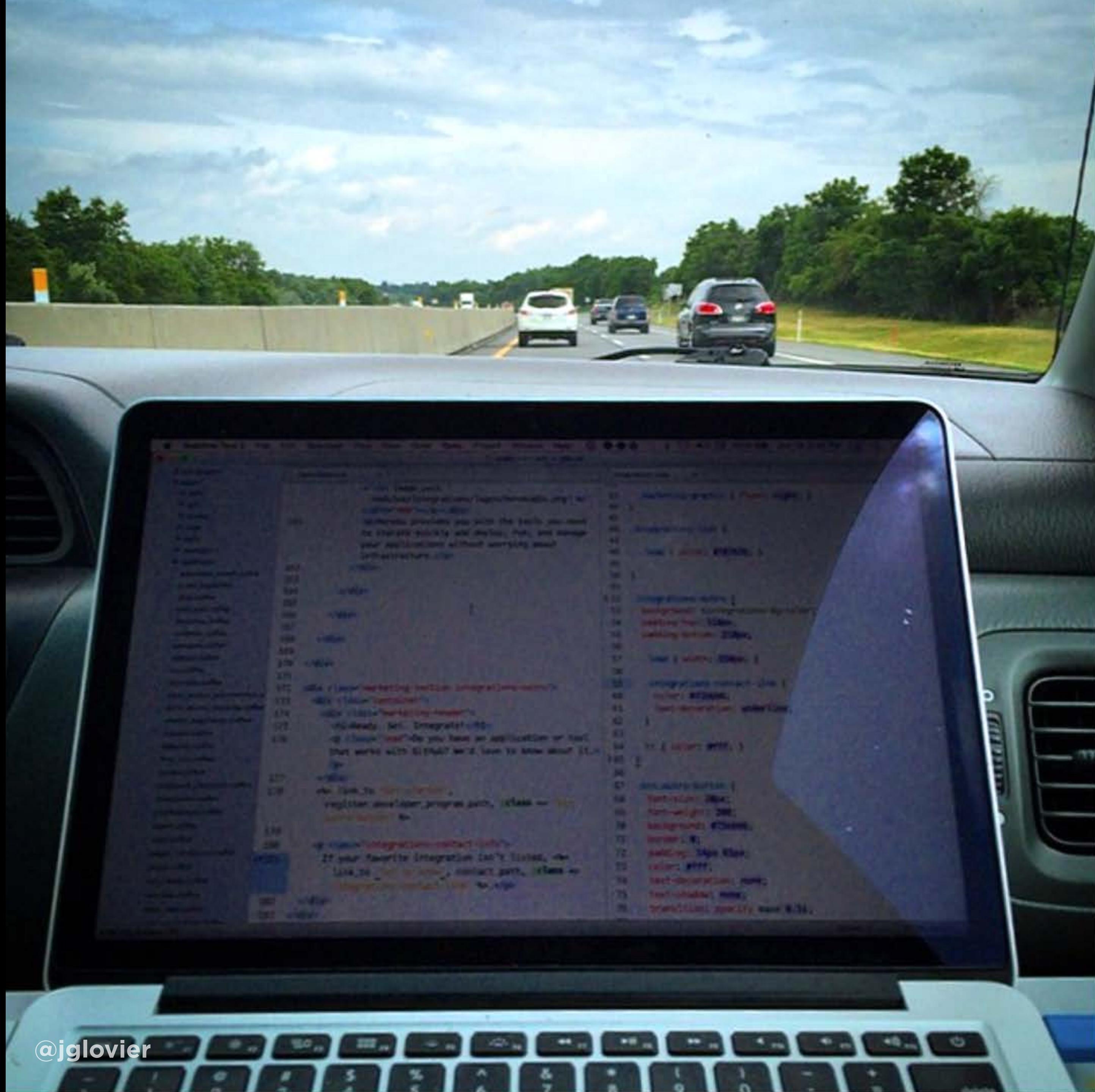




VERB?







@jglovier



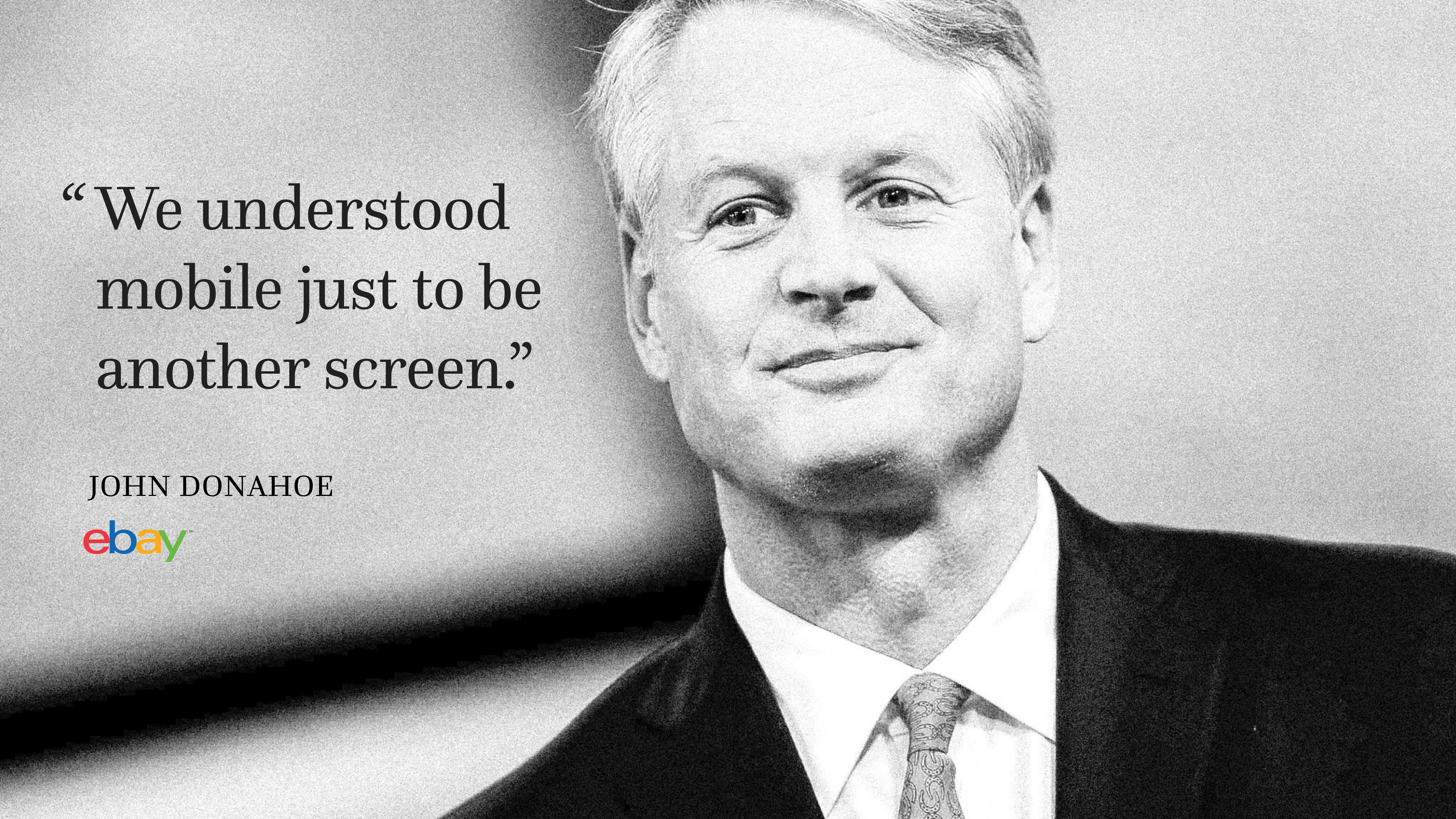
A D U E C T I V E ?



Photo Credit: d.pr/AoJa

“MOBILE”

*Which parts of speech do we mean?*



“We understood  
mobile just to be  
another screen.”

JOHN DONAHOE

**ebay**

The nouns, verbs, and  
adjectives of *all screens*  
are converging.

“SMALLER  
SCREEN”



The nouns, verbs, and  
adjectives of all ~~screens~~<sup>interfaces</sup>  
are converging.

Your audience wants  
*unified experiences.*

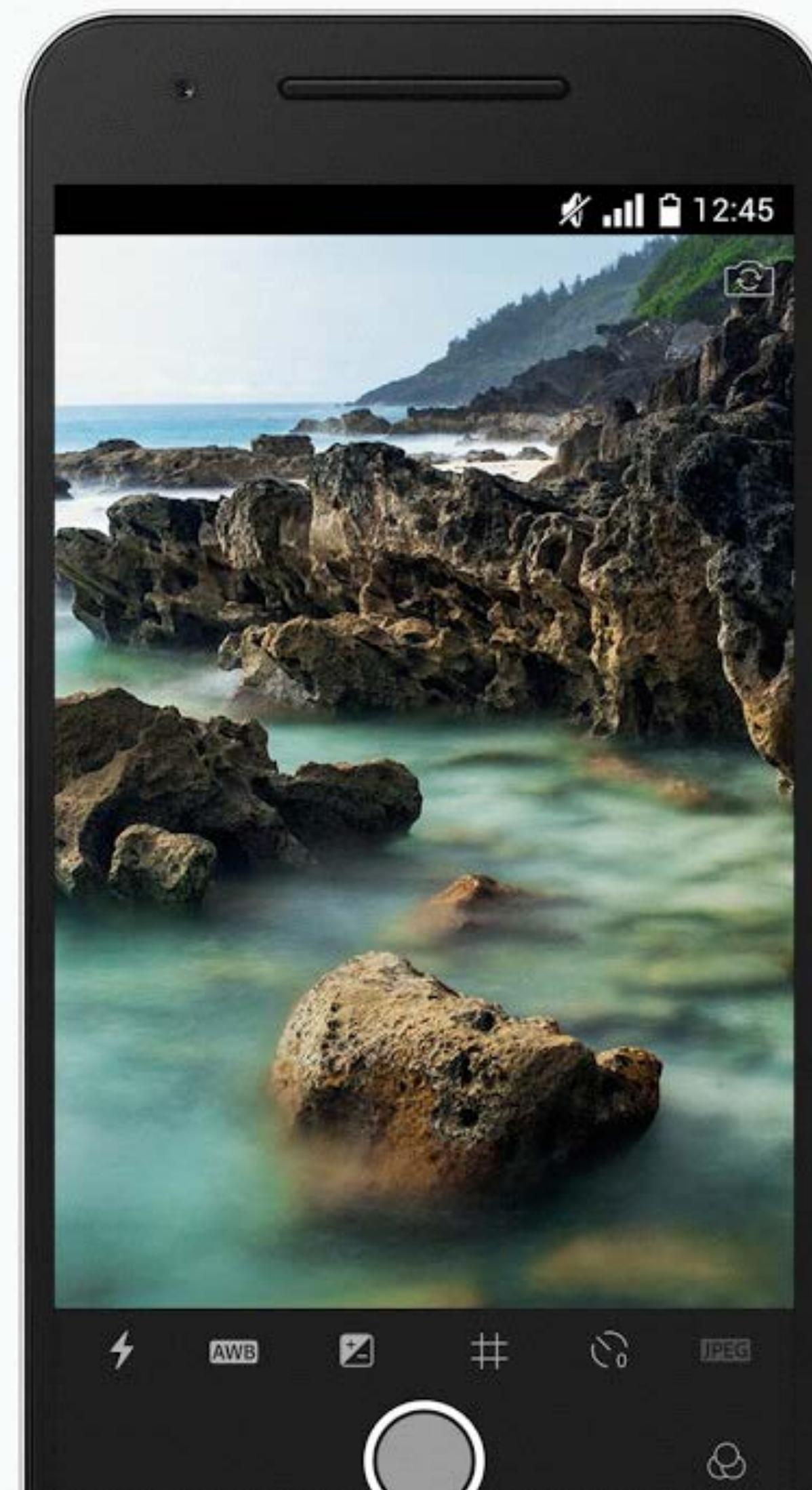
All you have to do is  
give it to them.

---

SHOOT

---

Capture amazing moments with the in-app Adobe camera.

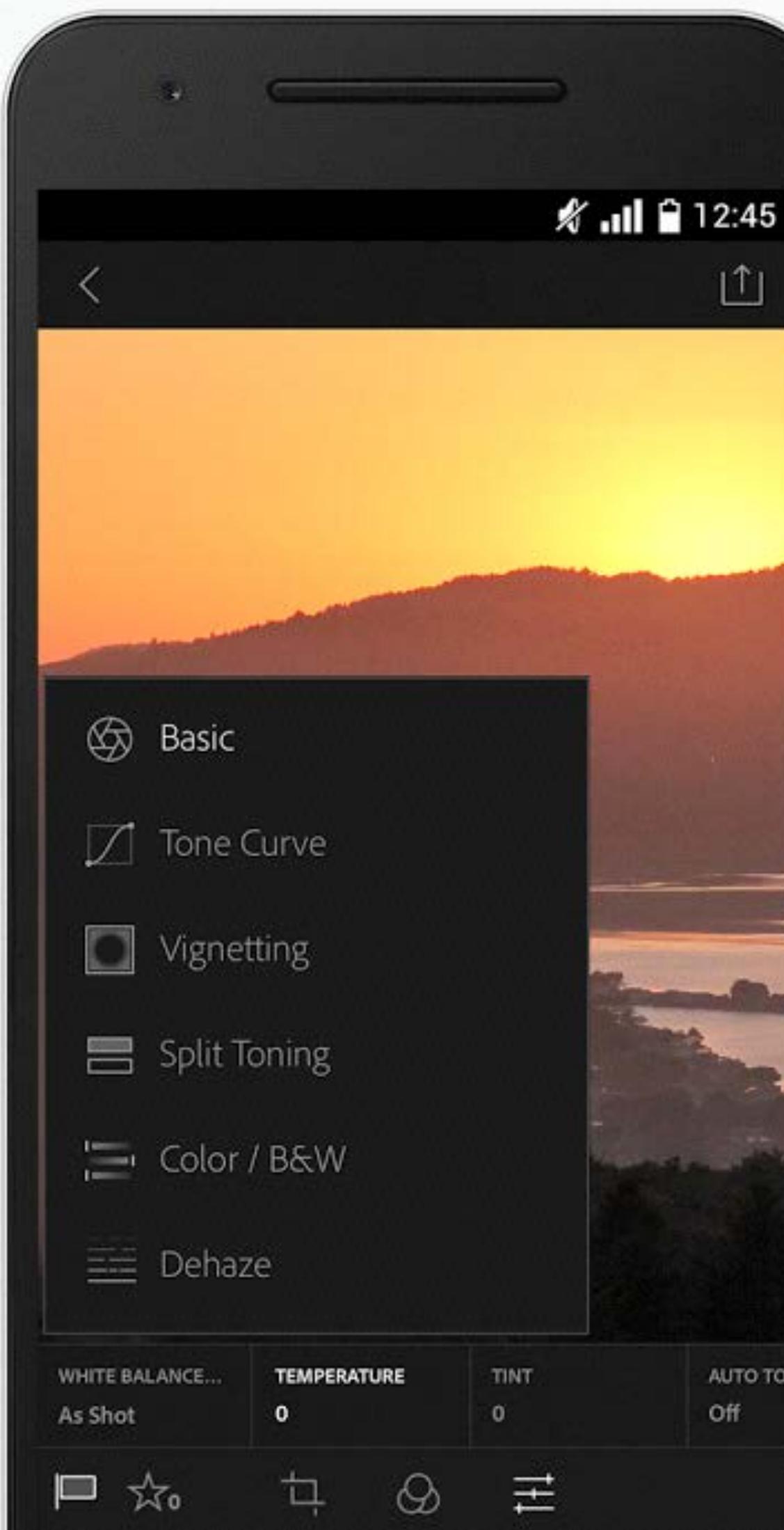


---

CONTROL

---

Get precise control of color, tone, vignettes and detail.

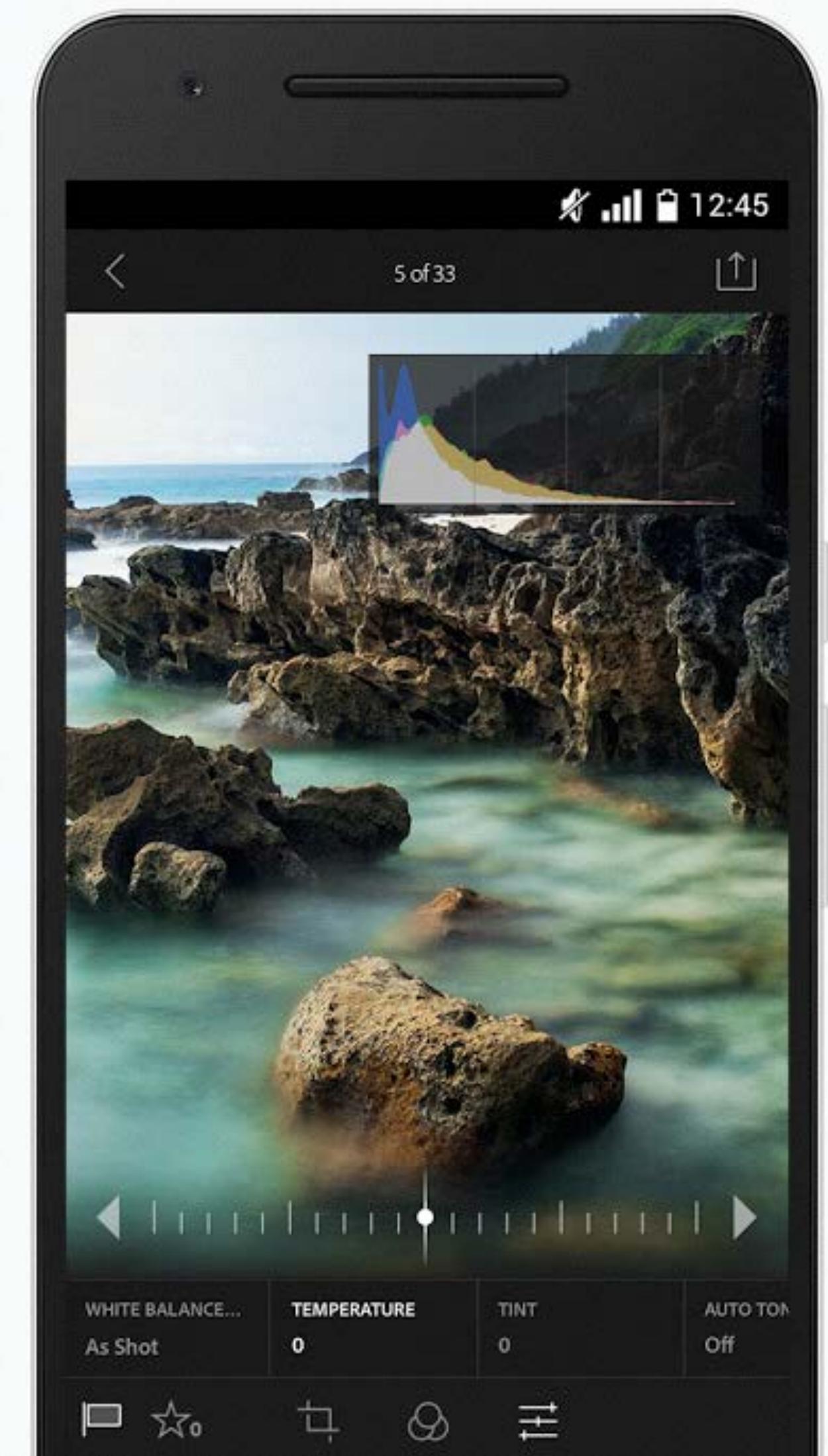


---

CRAFT

---

Craft pro-quality images with the magic of Adobe Photoshop.





**Stu Maschwitz** @5tu · Feb 27

iPhone 6s camera and @Lightroom make a pretty killer combo for capturing a stroll through ever-transforming Oakland.



7



31



**Andy Franck** @andyfranck · Feb 27

@5tu Maybe pandering to your sensibilities, but LR mobile's been pretty great since they added the vignette tool. Almost unusable before.



17



10



.@andyfranck It's still not enough for what I did to those shots. @Lightroom Mobile Desperately needs user presets and local adjustments.

NEEDS USER PRESETS AND LOCAL ADJUSTMENTS.

◀ Back to Facebook      8:35 AM      🔒 ⌂ ⚡

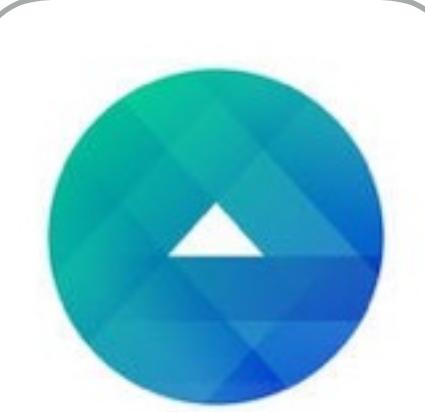
Details      Reviews      Related

Be the first of your friends to like this.       LIKE

### Ratings and Reviews

Current Version      All Versions

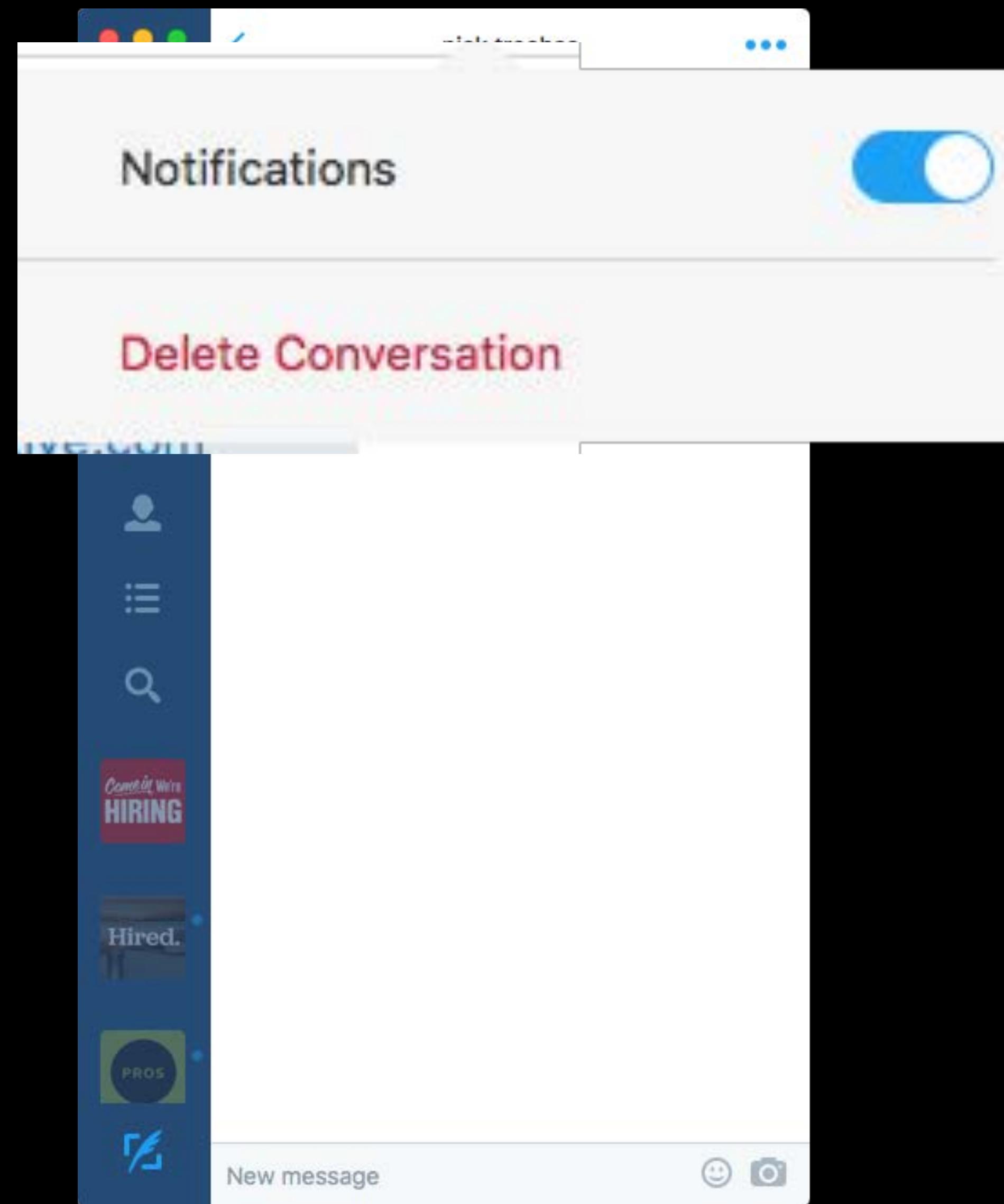
We have not received enough ratings to display an average for this app.

App Store Cust...  
Write a Review  
1. Easy Ad Ma...  
 CleverK - Dec 2, 2015  
Facebook Ads

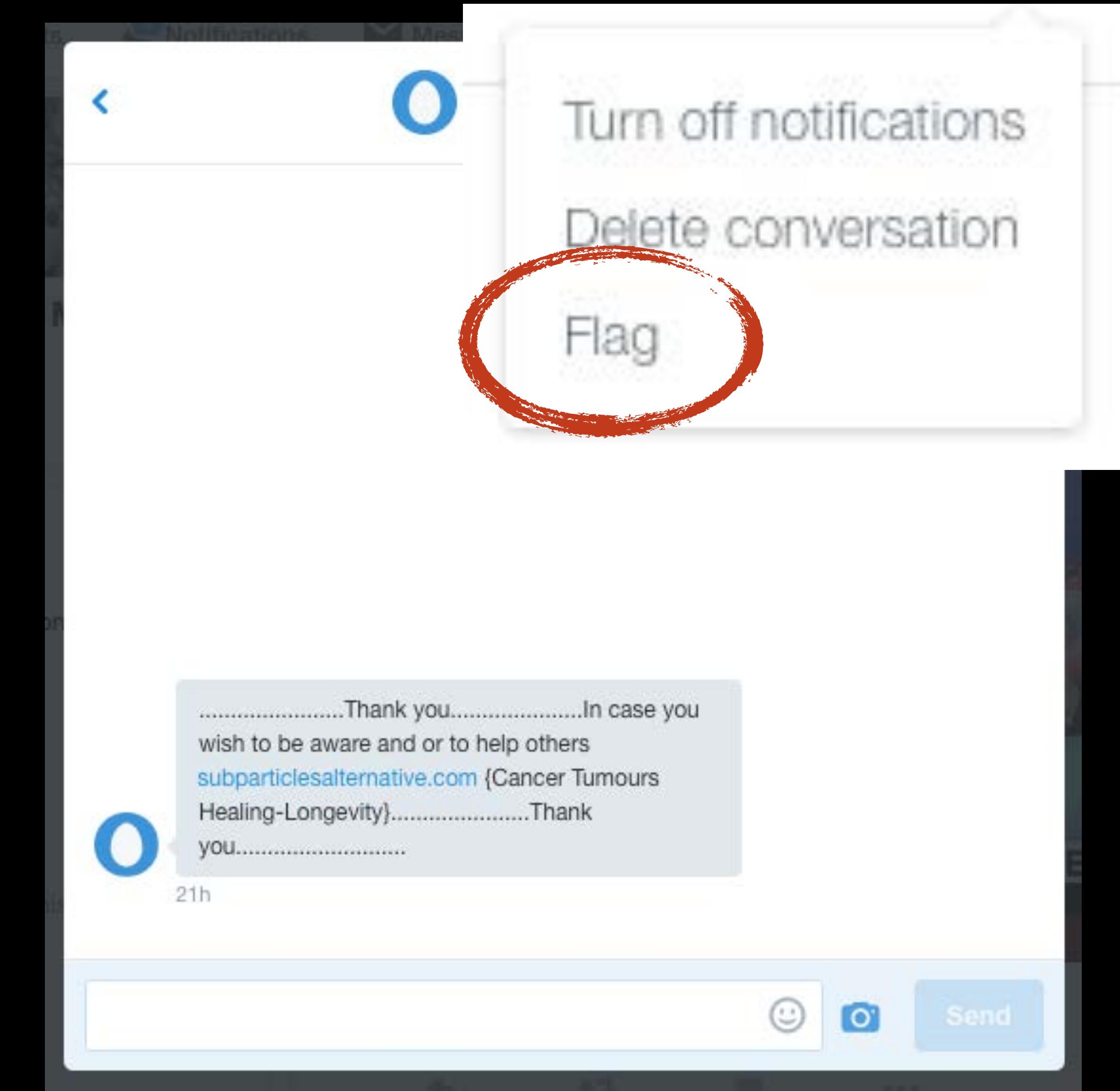
## 2. Mobile app

★★★★★ Hate false advertisers - Dec 6, 2015

Everything I have tried to do can only be done from a desktop: this app isn't helpful



OS X App



Browser

# RWD



RESPONSIVE DESIGN

**UD**

UNIFIED DESIGN

# UNIFIED DESIGN

Crafting a unified, cohesive experience regardless of where the experience begins, continues, and ends.

# ANNOUNCING TICKETLESS TRAVEL ONLINE!

Reservations

TRY ME!

SOUTHWEST AIRLINES  
FUN PACK VACATIONS



\$ 79.00

Frequent  
Flyer Program

Flight  
Schedule



HERB KELLEHER  
President & CEO

NEWS



**SOUTHWEST  
AIRLINES®**

MAIL



1. Form *and* Function
2. Data Symmetry

FUNCTION > FORM

*Right?*

Coca-Cola



FUNCTION and FORM



**Amazon Shopping Cart**

Items to buy now

7:58 AM | Go

Hello, Cameron Moll | Your Account | Your Prime | Cart (2) | Wish List

Spring Outlet Event | Overstock, markdowns, and more | Shop now

Shop by Department | Search All | Go

**Cart**

2 items to buy now

Price	Quantity
\$90.88	1

You save: \$11 (35%)

Subtotal (2 items): \$142.86

Estimate your shipping and tax

This order contains a gift

**Proceed to Checkout**

**Cart**

2 items to buy now

Price	Quantity
\$90.88	1

You save: \$11 (35%)

Subtotal = \$142.86

**Items saved for later**

- New IKEA MICKE Computer Desk Workstation \$118.00
- Copland: Appalachian Spring (Suite); Short Symphony (Symphony No. 2); Quiet City \$4.09

Move to cart | Delete

Save for later | Delete

**Cart**

2 items to buy now

Price	Quantity
\$90.88	1

You save: \$11 (35%)

Subtotal = \$142.86

**Items saved for later**

- New IKEA MICKE Computer Desk Workstation

Move to cart | Delete

Save for later | Delete

Subtotal = \$142.86

Home | Search | Cart (2) | Wish List | More

Shop Baby

**Google**

Gmail ▾

**COMPOSE**

**Inbox (424)**

- Sent Mail
- Drafts (202)
- Spam (315)
- Trash
- Circles
- .Needs Action
- [Mailbox] (1)
- Clients - Publix
- Glasses
- Jan2011
- Receipts (Biz)
- Temp
- Unroll.me
- More ▾

You are invisible.  
Go visible

CordeValle Golf Resort - www.CordeValle...

Jeff

**William Channer**  
Hey Cameron, I'd like to invite Jeff...

**William Channer**  
Don't worry, found him!

**Cameron Moll** <email@cameron...>  
to William

Oh, great! (Just sitting down for e...

Click here to Reply or Forward

Verizon LTE

7:47 AM

Inbox 424

This is an automated email, please don't r...

Mike, Cameron 8 Monday

Code as Craft talk / Visiting Etsy  
Yup, Skype sounds perfect. I'm 'authentic...

Oliver Lindberg Monday

charity: water  
Hi Cameron, Can you do me a favour? Yo...

Customer Service at Stic. Monday

Order 54372 received.  
Dear Cameron Moll, Thank you for shopp...

Cameron Moll via Big Car. Monday

[Onelets] Testing  
From: Cameron Moll (cameron@authentic...

Cameron, Rick, Charles 5 Monday

Speakers for Oct 13  
Certainly appropriate topics for each of th...

Mike, Cameron 2 Monday

(no subject)  
Oh boy. This Saturday just got really busy. ...

William, Cameron 3 Monday

Jeff  
Oh, great! (Just sitting down for email now...)

Ann Lyman Monday

Cole's letter October 7, 2013  
Goedemorgen vrienden en familie, Alles is ...

Mark Albers Sunday

Team Moen - update  
Hi Team The kids played a great first game...

iTunes Store Sunday

Your receipt No.148061122855  
Billed To: email@cameronmoll.com Camer...

CrashPlan Sunday

Purchase Receipt (1001402531)  
CrashPlan My Account | Support Thank y...

Share

Why this ad?

ion  
Receive  
Upgrade!

n Firm  
ng Websites  
999.

Is  
opping Is  
& The Best  
ne.com

lesale  
n stock  
Apparel

Reply

Reply all

Forward



Gmail ‘app’ on a Nokia 6680 (in 2007!)

DATA SYMMETRY

# More than 40 percent of all online U.S. users start an activity on one device and finish on another.

[clickz.com/clickz/news/2333087/switching-between-devices-normal-for-40-of-us-web-users-facebook-study](http://clickz.com/clickz/news/2333087/switching-between-devices-normal-for-40-of-us-web-users-facebook-study)



Search



cameronmoll



## MAIN

Browse

Activity

Radio

## YOUR MUSIC

Songs

New Playlist



Superstar

Diana Krall



## ALBUM

## Wallflower (Deluxe Edition)

By Diana Krall • 2015 • 16 songs, 59 min

PAUSE

SAVED

...

## # SONG

1 ✓ California Dreamin'

3:17

2 ✓ Desperado

3:32

3 ✓ Superstar

4:17

4 ✓ Alone Again (Naturally) - Michael Bublé

3:51

5 ✓ Wallflower - Blake Mills

3:06

6 ✓ If I Take You Home Tonight

3:53

7 ✓ I Can't Tell You Why

3:40

8 ✓ Sorry Seems To Be The Hardest Word

4:11

9 ✓ Operator (That's Not The Way It Feels)

3:42

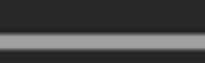
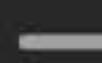
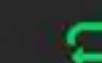


0:04



4:17

LYRICS



\* Order before 1pm PST for FREE Next Business Day shipping on all Clothing. [Learn More](#)

24/7 Customer Service (800) 927-7671 | Help | Live Help | Hello, Cameron | Logout | My Account | My Favorites

**Zappos.com** POWERED by SERVICE®

Shoes, Clothing, Bags, etc. **SEARCH**

SEARCH BY: Size, Narrow Shoes, Wide Shoes, Popular Searches

**END-OF-SEASON CLEARANCE** ▶ SHOP NOW

**FREE SHIPPING AND FREE RETURNS** 365-DAYS A YEAR

MY CART

SHOES CLOTHING BAGS & HANDBAGS AT HOME BEAUTY ACCESSORIES SHOP BY... WOMEN'S MEN'S KIDS' ALL DEPARTMENTS ▾

ALPHABETICAL BRAND INDEX # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

You have 2 items in your shopping cart

Buying from Zappos.com is safe. Your order will be processed on our secure servers.

**CONTINUE SHOPPING** Not Your Shopping Cart? Remove Items and Logout

**PROCEED TO CHECKOUT** OR **EXPRESS CHECKOUT**

365-DAY RETURNS  
**FREE SHIPPING BOTH WAYS**  
24/7 CUSTOMER SERVICE CALL 800-927-7671  
[LEARN MORE](#)

CURRENTLY IN YOUR SHOPPING CART

YOUR ITEMS	ITEM PRICE	QUANTITY	PRICE
 Converse Chuck Taylor® All Star® Core Ox SKU: #108000 COLOR: BLACK SIZE: MEN'S 11 WIDTH: MEDIUM	\$50.00		
 Nike Air Max Compete TR SKU: #8110235 COLOR: WHITE/BLACK/ANTHRACITE/METALLIC SILVER SIZE: 11 WIDTH: D - MEDIUM	\$85.00		

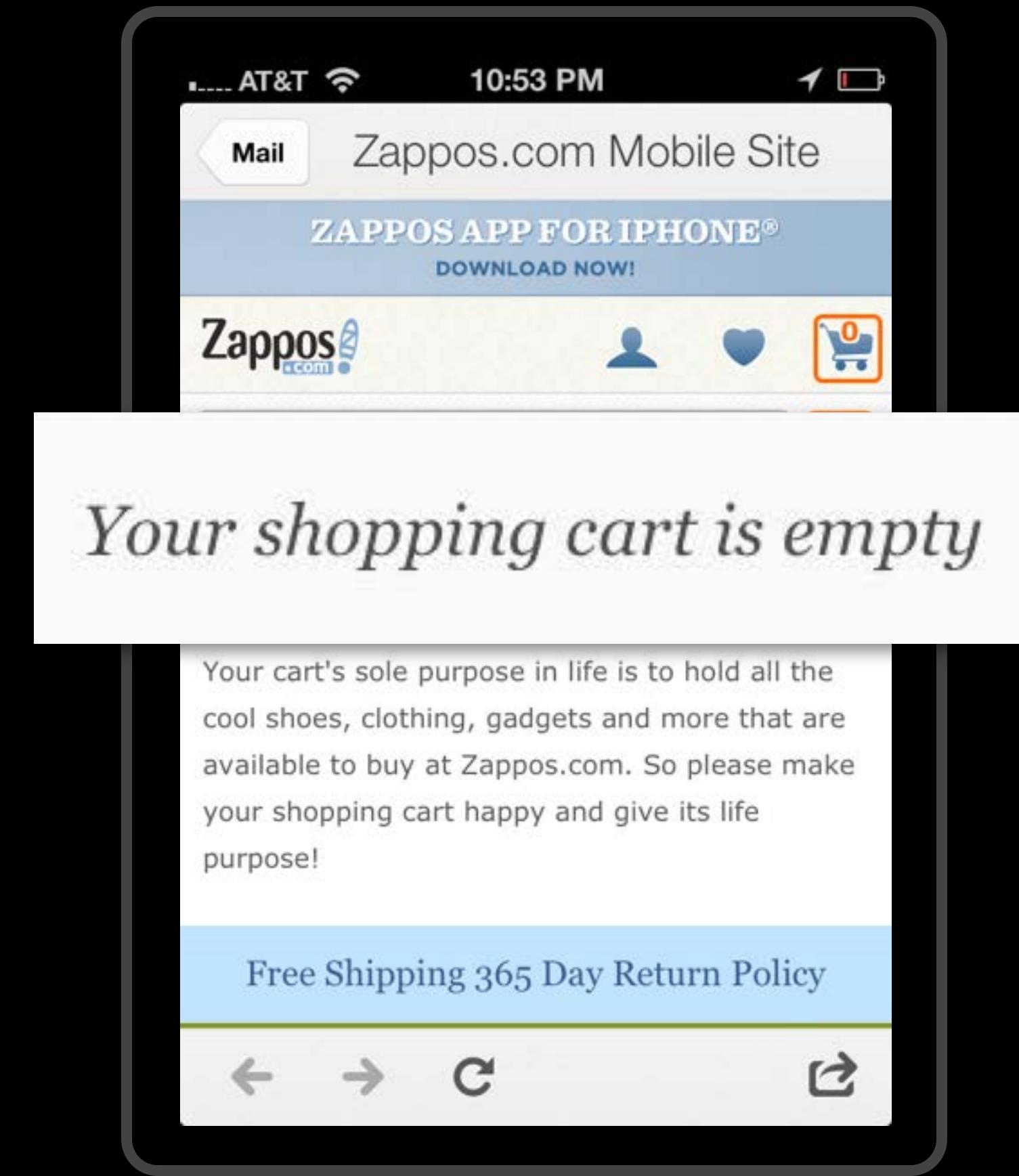
AT&T 8:21 PM m.zappos.com/cart

Zappos.com

Your shopping cart is empty

Your cart's sole purpose in life is to hold all the cool shoes, clothing, gadgets and more that are available to buy at Zappos.com. So please make your shopping cart happy and give its life purpose!

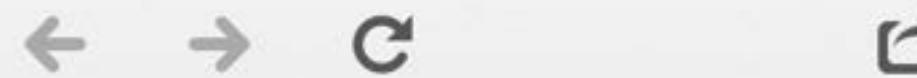
Free Shipping 365 Day Return Policy



*Your shopping cart is empty*

Your cart's sole purpose in life is to hold all the cool shoes, clothing, gadgets and more that are available to buy at Zappos.com. So please make your shopping cart happy and give its life purpose!

Free Shipping 365 Day Return Policy



●●○○ Verizon 10:39 AM

Edit Cart Gift Codes

Salomon Sense Mantra 2  
SIZE: 11  
WIDTH: D - Medium \$110.00

SUBTOTAL (1 ITEM): \$110.00  
DISCOUNTS: -\$0.00  
SHIPPING: ⓘ \$0.00  
ESTIMATED TAX: ⓘ \$7.70  
GRAND TOTAL: \$117.70

EXPRESS CHECKOUT

Home Cart Search My Account More

App

●●○○ Verizon 10:39 AM

secure-m.zappos.com

Zappos.com

Shoes, Clothing, Bags, etc.

You have 1 items in your shopping cart.

Salomon Sense Mantra 2  
SKU: 8234581  
COLOR: GRANNY GREEN/GREY DENIM/DEEP BLUE  
SIZE: 11  
WIDTH: D - MEDIUM

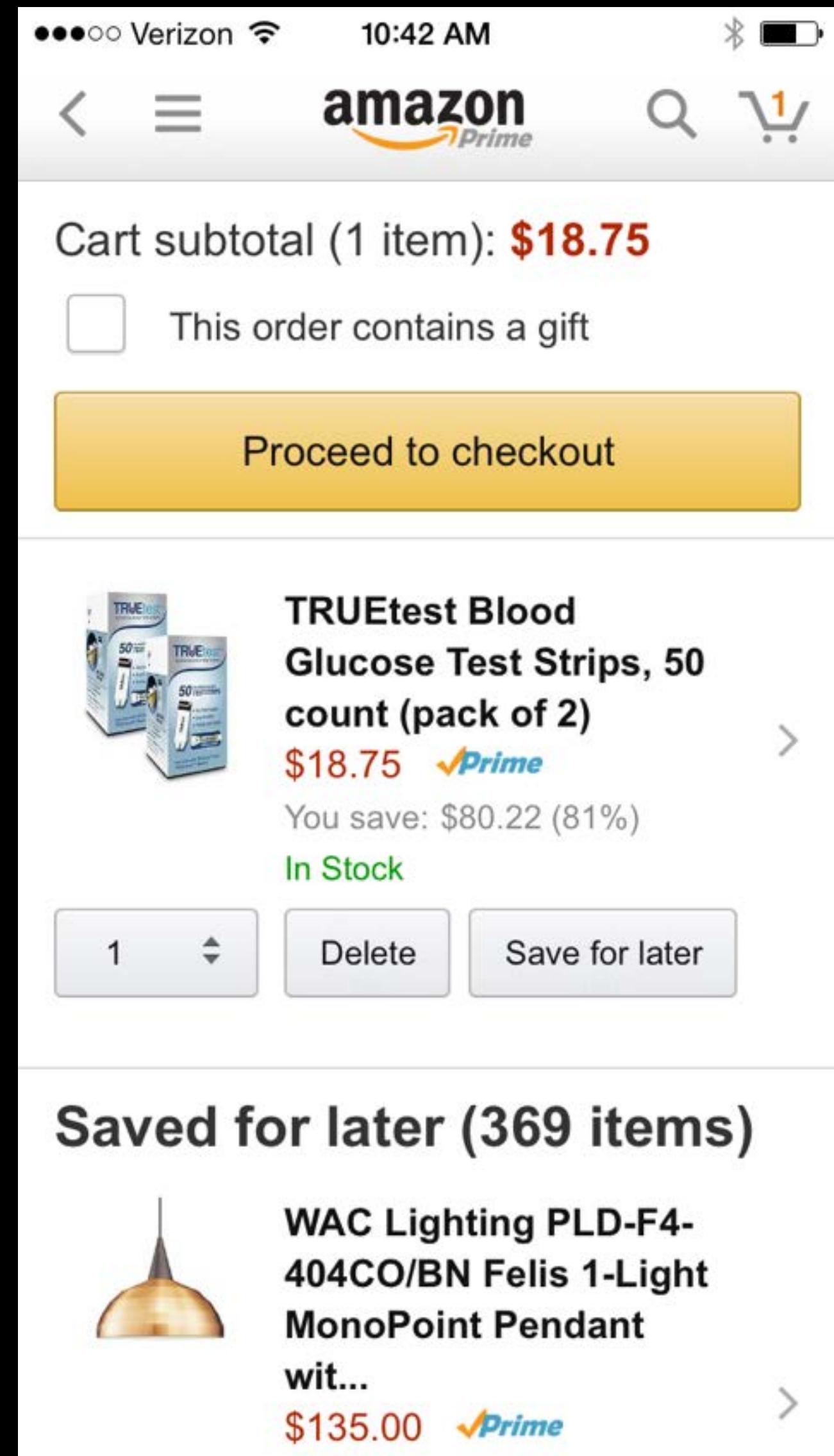
(1 x \$110.00)  
**\$110.00**

SUBTOTAL (1 ITEM): \$110.00  
GROUND SHIPPING: FREE  
TAX: \$---  
+ ADD GIFT CODE

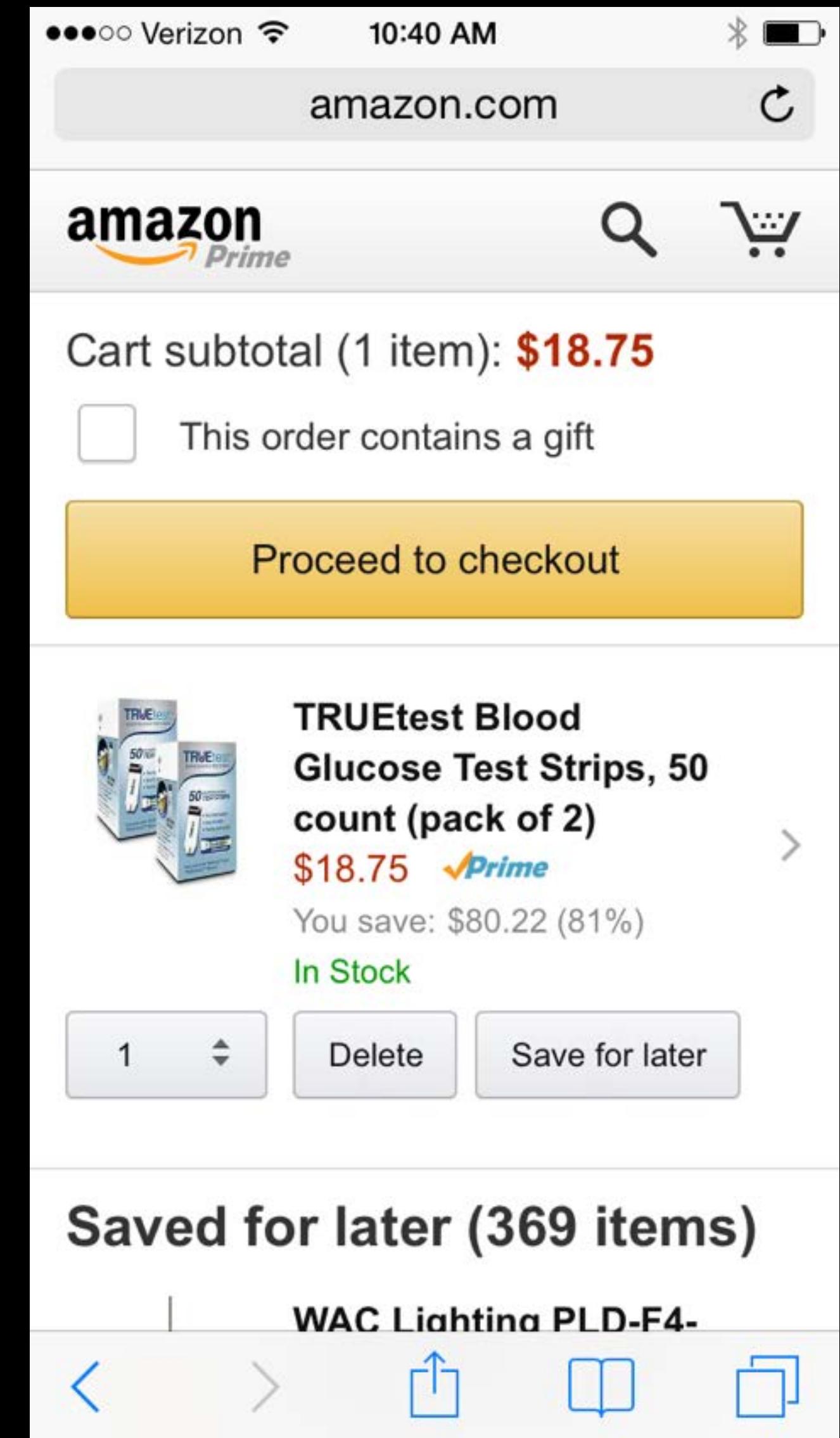
**Grand Total:** \$110.00

< > ⌂ ⌄ ⌅

Browser



App



Browser



**BEST  
PRACTICES**

Unify your internet  
presence, not just  
your web presence.

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

# iPhone 6s

The only thing that's changed is everything.

[Learn more >](#) [Watch the film ▶](#)

# #mobilefirst

...but begin with the core

Treat every facet of  
the user experience as  
a contributor to unity.

[Features](#)[Pricing](#)[Support](#)[Blog](#)[More](#)[Sign Up Free](#)[Log In](#)

## Freddie

Freddie is our mascot. We don't use him in combination with our logo. Freddie always faces right. Feel free to use winking Freddie for extra personality.

Please don't dress Freddie up (e.g. hats, sweat bands, earrings).



Freddie

[Download eps, jpg, or png](#)

Winking Freddie

[Download eps, jpg, or png](#)

Bro Freddie

Not cool, bro!

Branding is autocratic.

Unified Design  
is duocratic.

Unified Design is  
the next frontier  
of branding.

Consider using web  
views when developing  
your native app.

“You’re already using web apps  
in native wrappers without even  
noticing it.... Web vs. native  
doesn’t matter anymore.”

[ignco.de/628](http://ignco.de/628)

Slack

#twitter

3 Search

September 25th

Jeffrey Zeldman @zeldman  
@authenticjobs Wowie wow wow!

**twitter** BOT 2:33 PM   
<https://twitter.com/refreshdetroit/status/647494216470368256>

Refresh Detroit @refreshdetroit  
RT @sazzy: Speaking of which, if you're looking for new hires, @authenticjobs has 60% off all listings today only! <https://pbs.twimg.com/media/CPwpFnHWgAEGhwH.jpg> (34KB) ▾



Authentic Jobs

cameronmoll

CHANNELS

# bananastand  
# general  
**#twitter**   
#commits  
Create a channel...

DIRECT MESSAGES

slackbot  
adam  
myles

PRIVATE GROUPS

New private group...  
+ Invite People

+

Unify actions, not  
just content.

“Sync verbs, not  
just nouns.”

Josh Clark

 Suzanne Myles

# grow Authentic Jobs, the real website and was nev

ten.

My oldest son was five at the time. He's now driving a car.

Ten years feels like forever in internet terms. I have profound gratitude for those ten years, despite the reality that running a business is tough. I mean \*really\* tough sometimes. There are still nights where I lose sleep worrying about competitive threats or marketing challenges or

But then I'm reminded of all the good things from those ten years that I enjoyed. So many happy memories, so many great people, so many others. So many

## th Myles, Suzanne, Ad

find hires. So many dollars (+\$100k of them) that our company and its

debar on my  
mpany, officially

Store session data in  
the cloud, not locally.

Hi Authentic Jobs,

I have a job listing in my cart. However, when my boss tried to pay for it, he can't see it.

We're using the same login.

Replace ‘click’ with  
tap or press.



## Password Reset



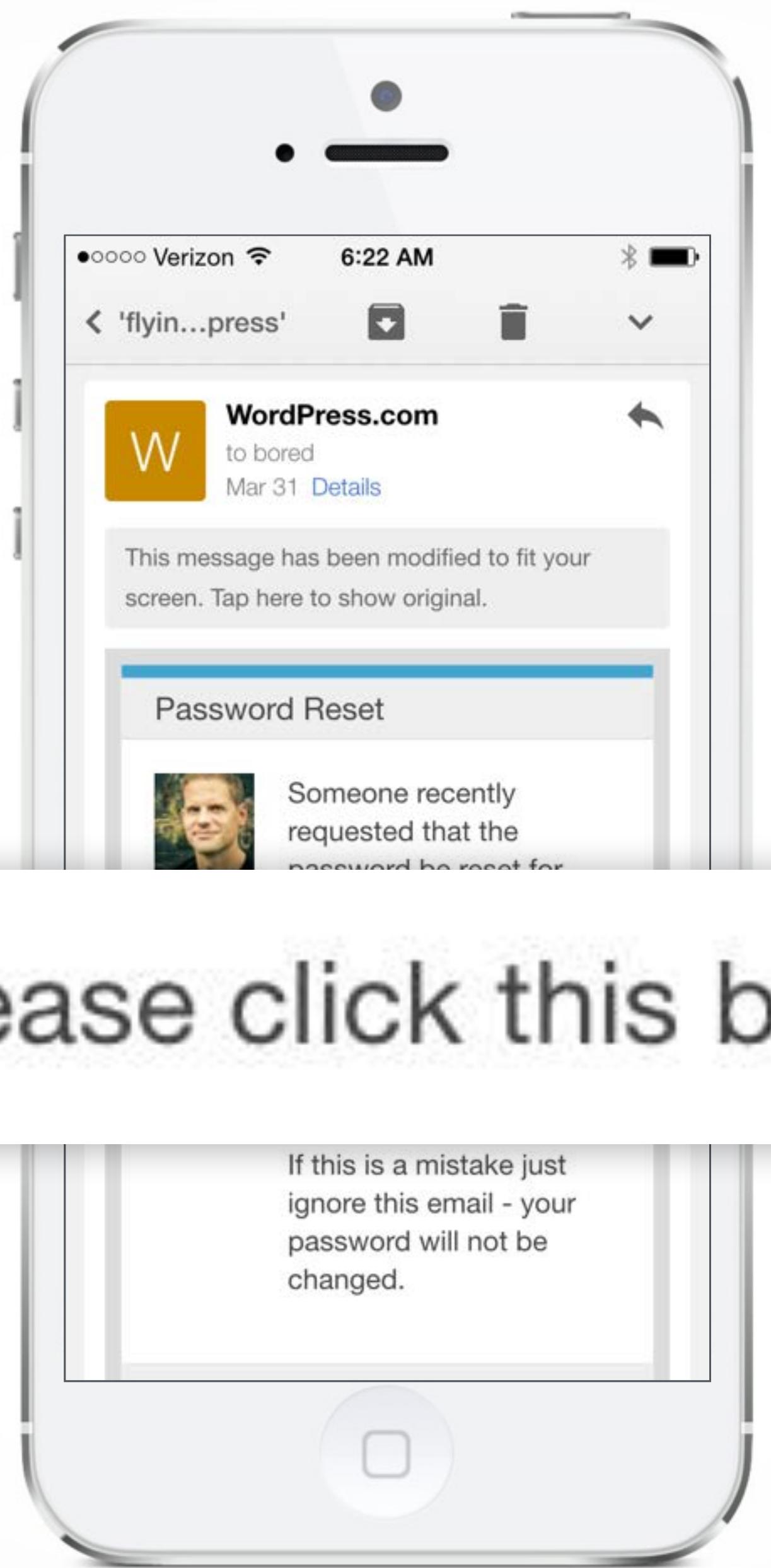
Someone recently requested that the password be reset for

**please click this button:**

If this is a mistake just ignore this email - your password will not be changed.

**Trouble clicking?** Copy and paste this URL into your browser:

<https://en.wordpress.com/wp-login.php?action=rp&key=vZw99OjRxOhdn0nbhAcE&login=cameronmoll>



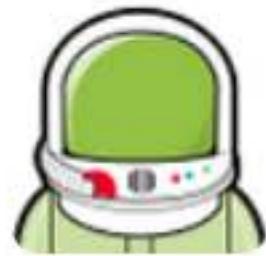
please click this button:

If this is a mistake just  
ignore this email - your  
password will not be  
changed.

Replace ‘mobile’ with  
small, smallish, etc.



Eliminate big  
screen bloat.



Luke Wroblewski

@lukew



Following

OH (opening a laptop & firing up Web browser): "Oh screw this. The mobile version is so much easier."

RETWEETS

51

FAVORITES

87



9:47 PM - 2 Oct 2015



...



[authenticjobs.com](http://authenticjobs.com)

Authentic Jobs ~ Full-time

www.authenticjobs.com/#

**authentic jobs** since 2005

ALL JOBS POST A JOB PRICING ABOUT US OUR GUARANTEE Contact Us Sign In

ALL JOBS (choose a category...) Remote jobs Live search...

Full-time  Contract  Freelance  Internship

**WEB DESIGNER / DEVELOPER**  
Toll Brothers, Inc. Join one of the region's top workplaces!

Software Engineer, Web  
Belly Belly is the country's largest digital loyalty platform.

Back-End Developer  
Crush + Lovely We make digital products to improve people's lives.

iOS Developer  
Crush + Lovely We make digital products to improve people's lives.

Front-End Developer  
Crush + Lovely We make digital products to improve people's lives.

Remote Rockstar Developer  
Clevertech Well-built, beautifully designed, web applications

Web Software Engineer  
SpinGo SpinGo Event Engine Anywhere

Senior Front End Developer  
Mapleton Hill Media A .NET DEVELOPMENT & WEB DESIGN FIRM Boulder, CO

Full-time NEW

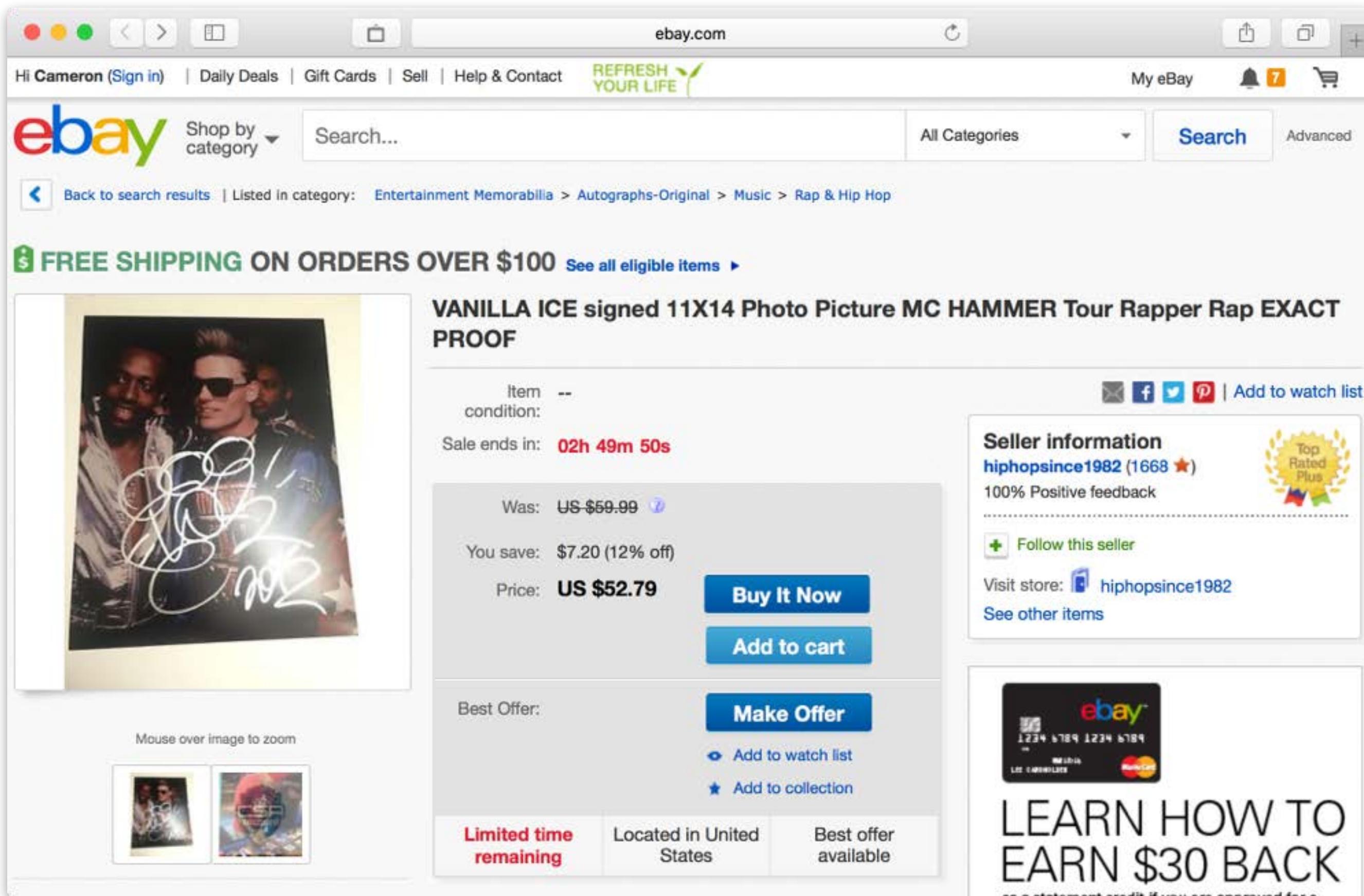
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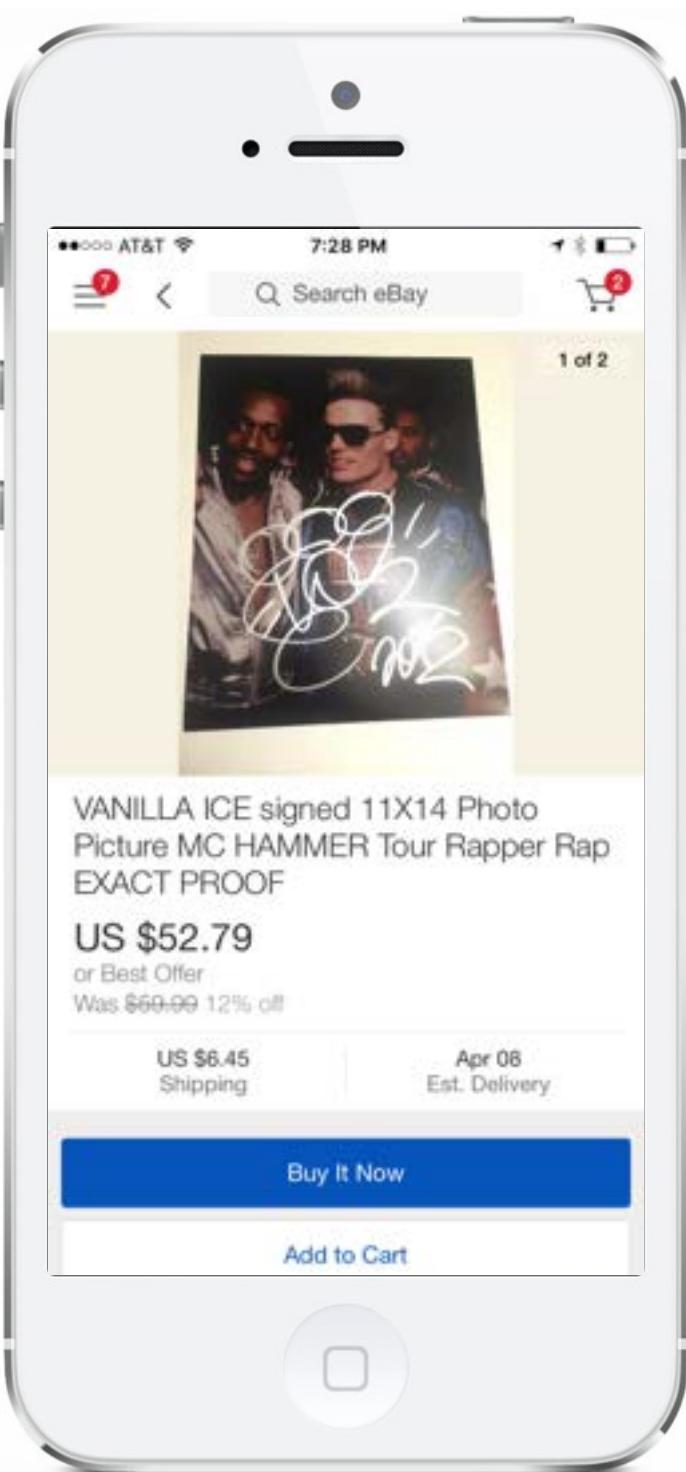
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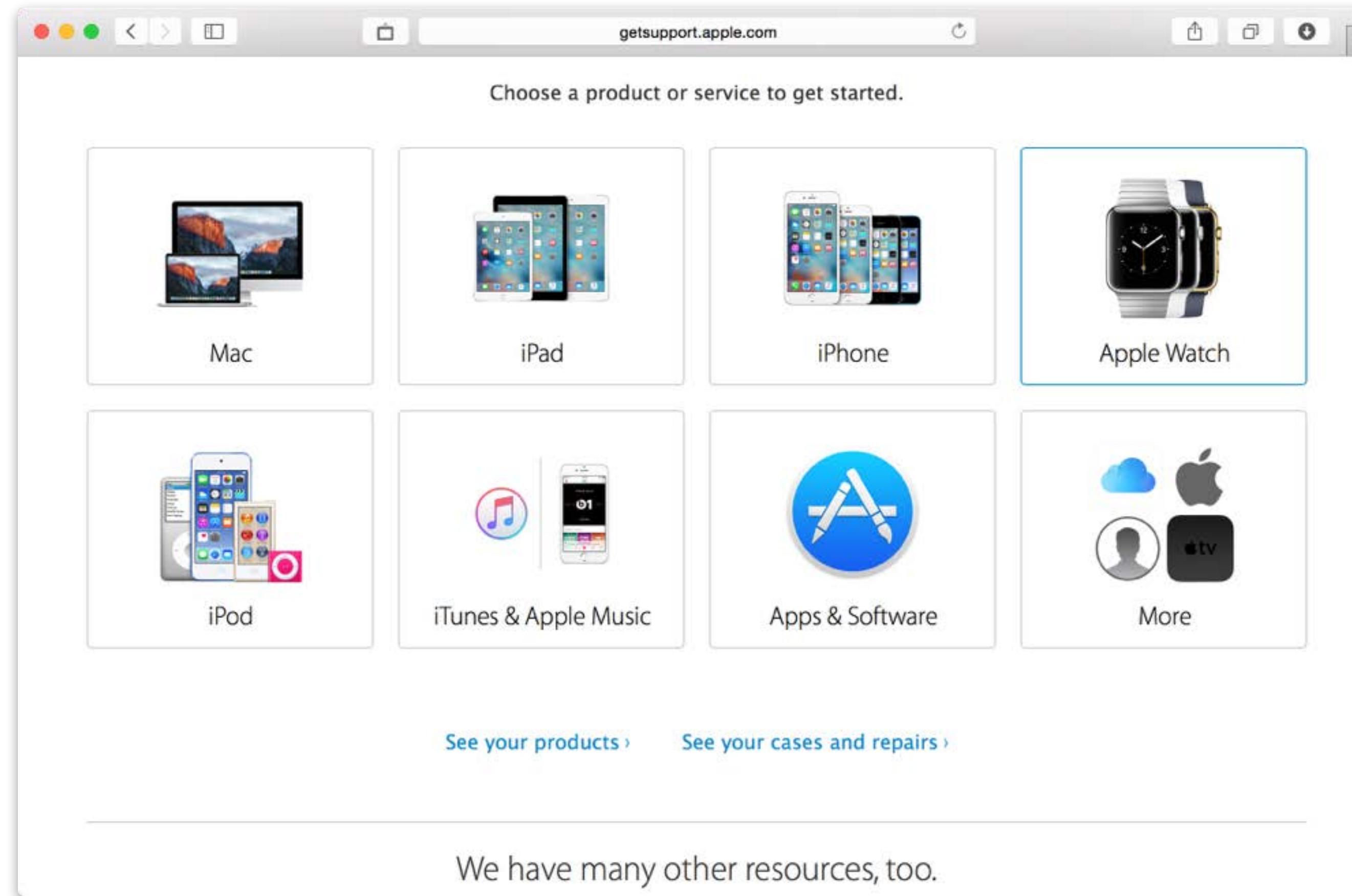


3 TAPS

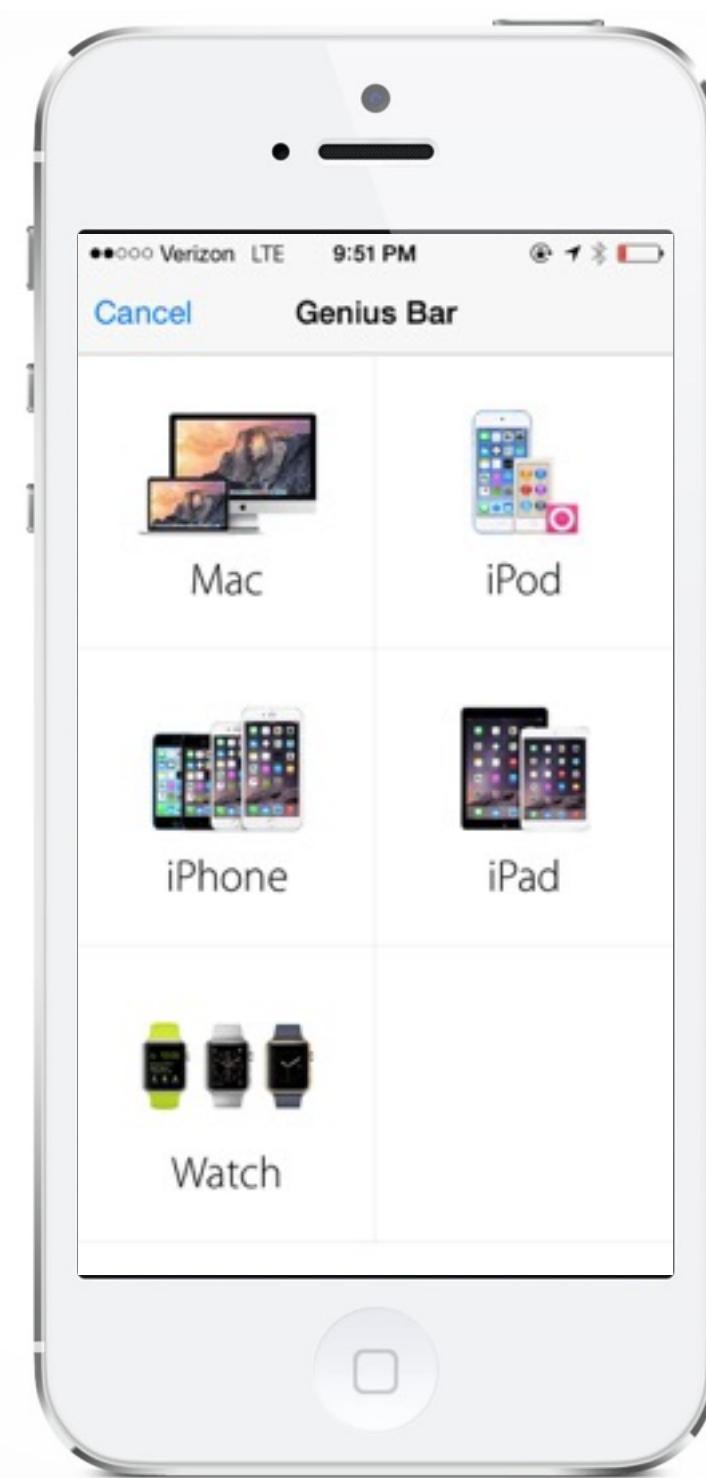


1 TAP

# GENIUS BAR RESERVATION



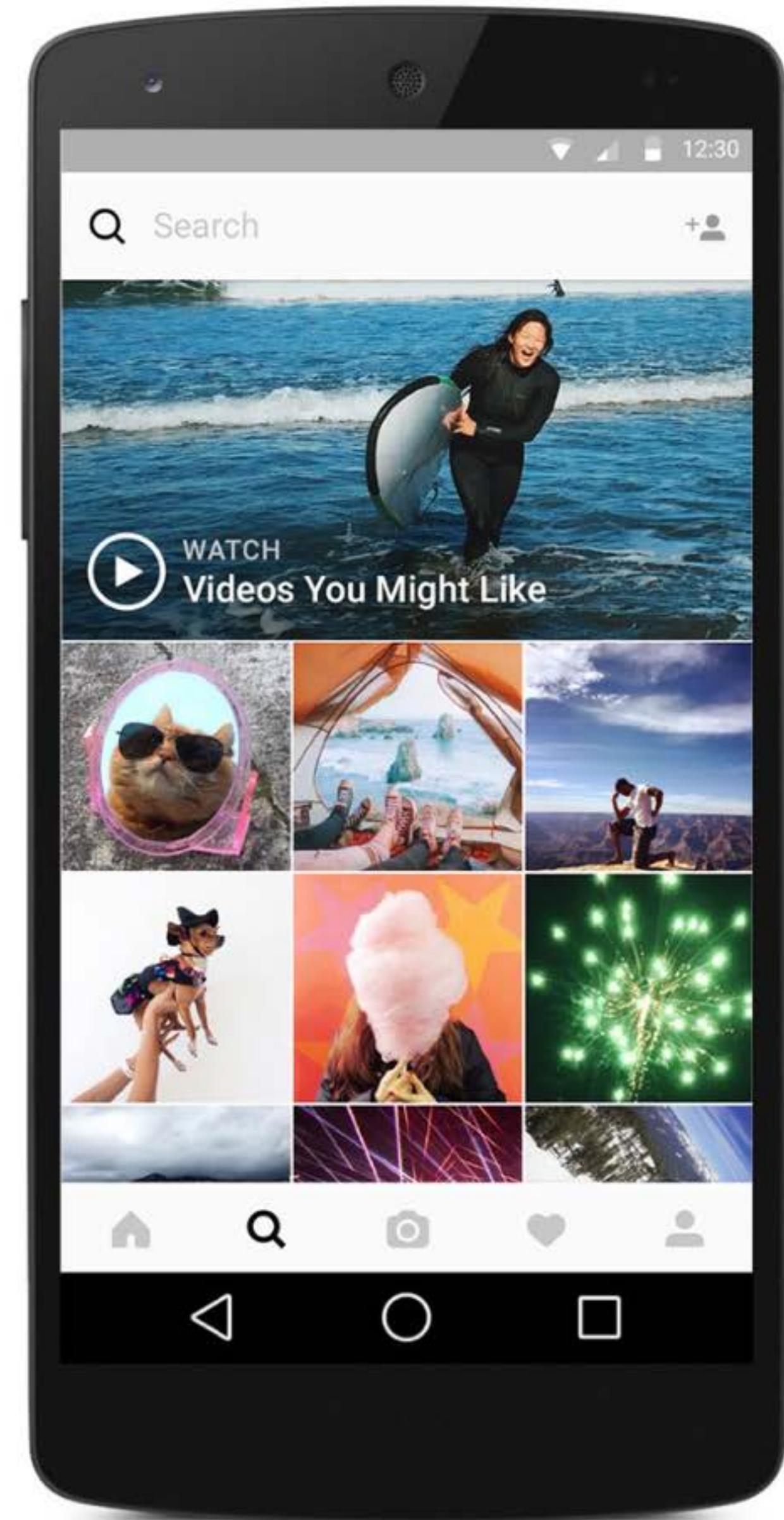
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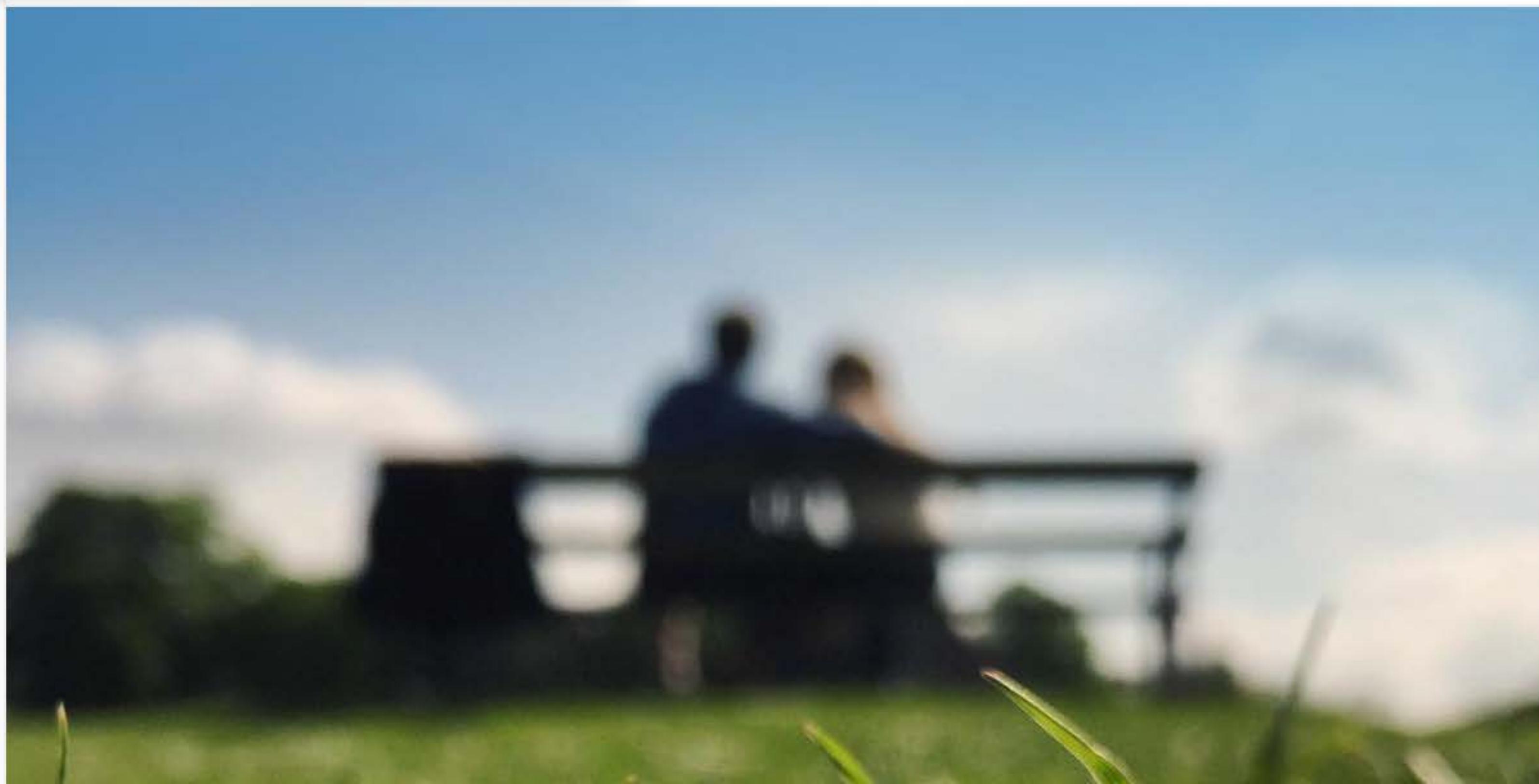
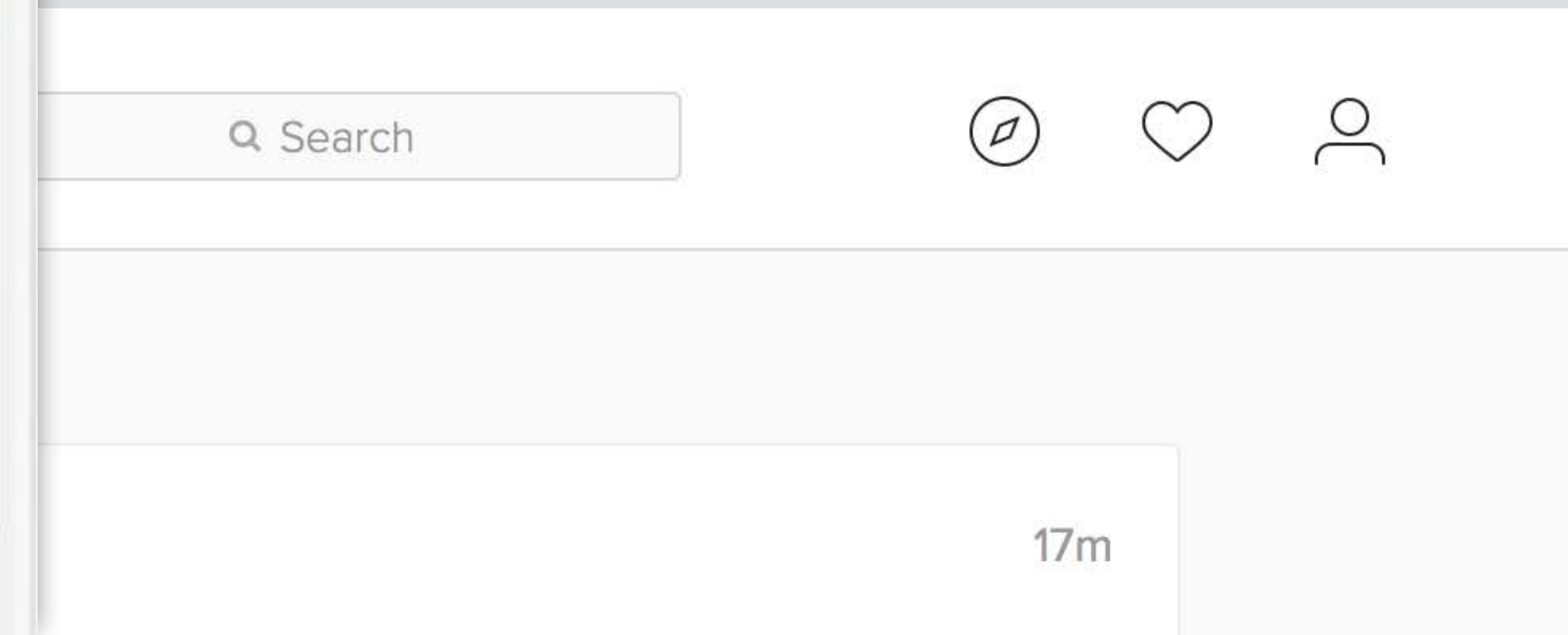
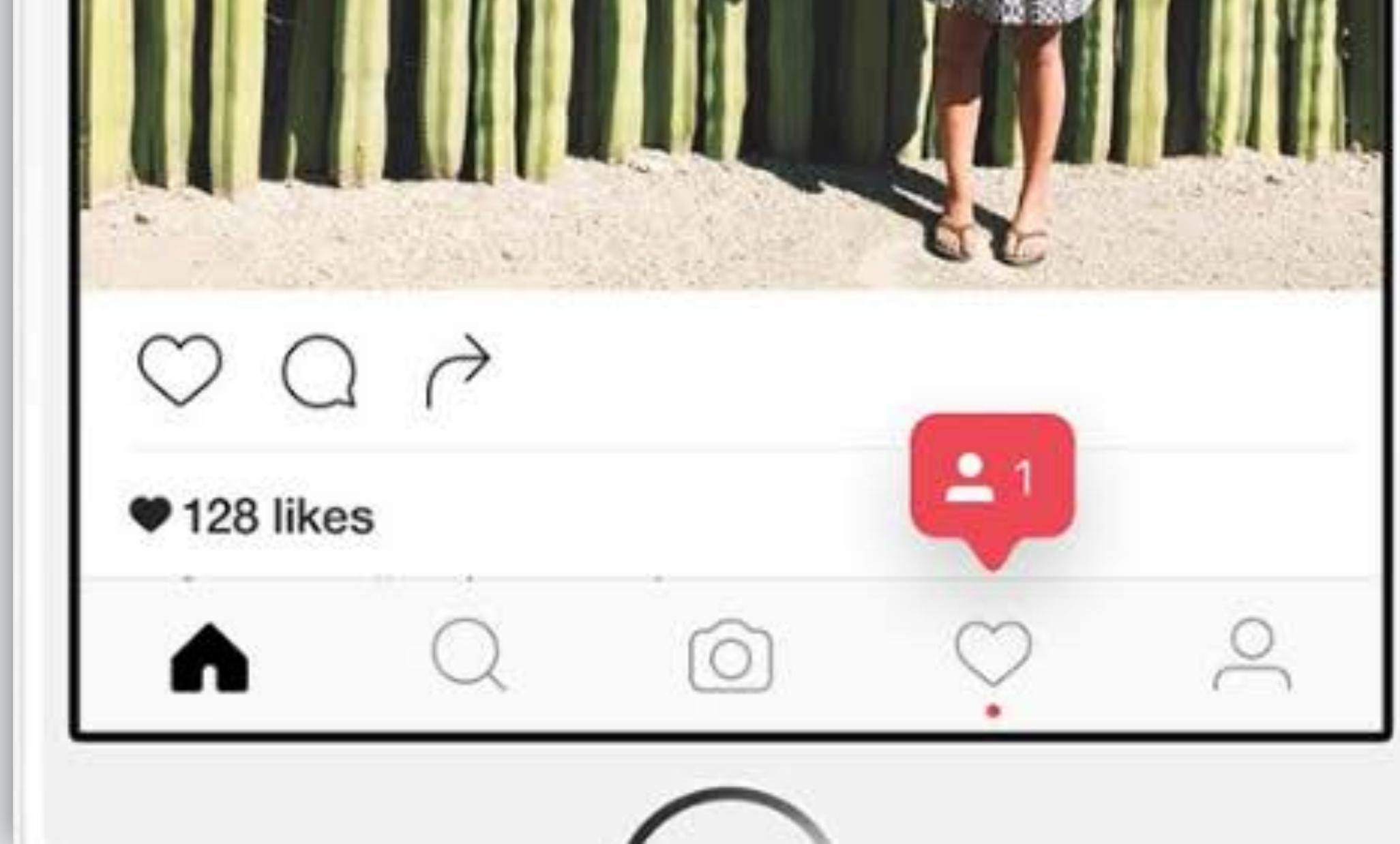


1 TAP

Product unity?  
Platform unity?  
Both are important.







The best interface is  
the one within reach.

The best user  
experience assumes  
every interface is the  
one within reach.



THANK  
YOU

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