



Designing multi-device experiences

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Reference : Levin,M. 2014. Designing Multi-Device Experiences, First ed., Canada: O'ReillyMedia, Inc.

We have entered a multi-device world

1.75 Billion
smartphones users
worldwide in 2014

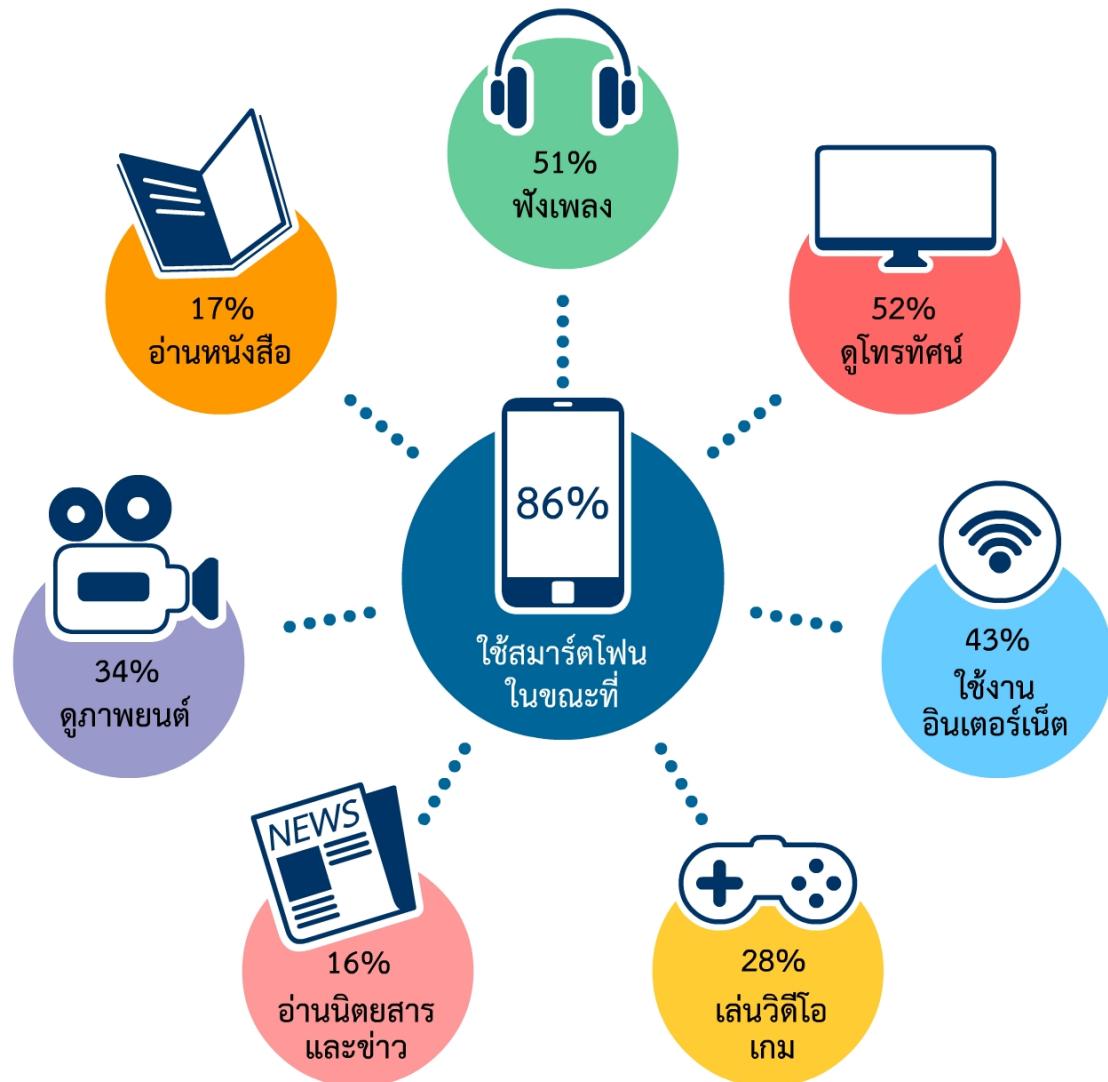
6 Connected
devices owned on
average by tablet
owners

24 Billion wireless
connected devices in
2020

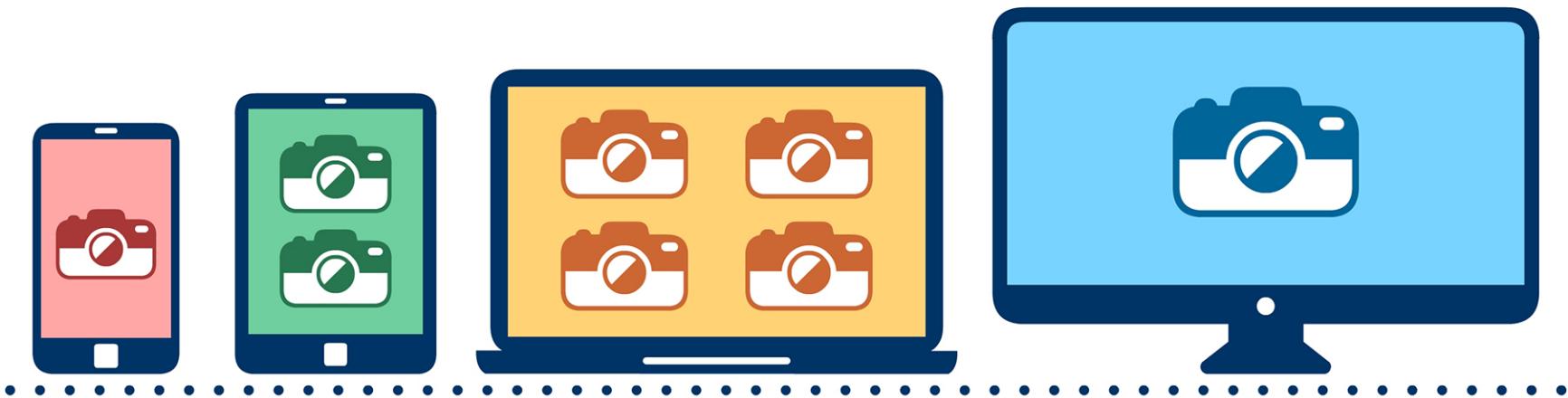
86% use mobile
devices while
watching TV & using
other media

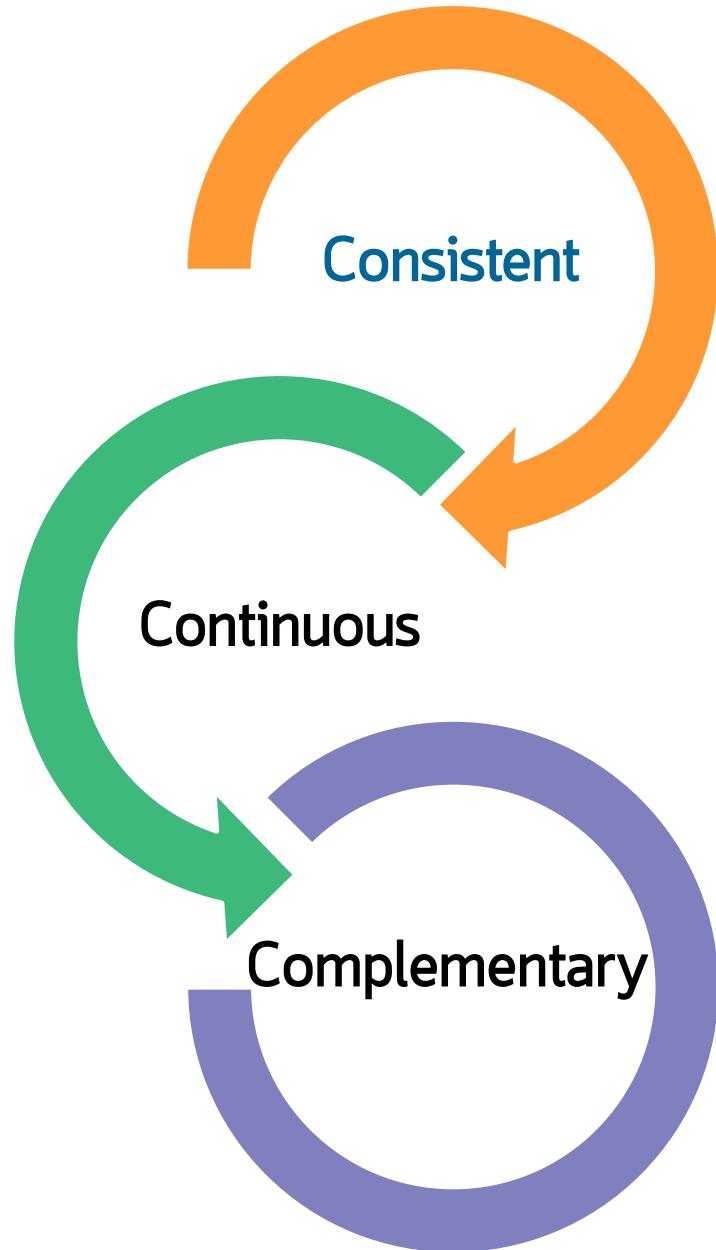
225 billion app
downloads
worldwide in 2016

90% move between
the 4 core devices
to accomplish a goal



Meet the core family (aka, ecosystem)



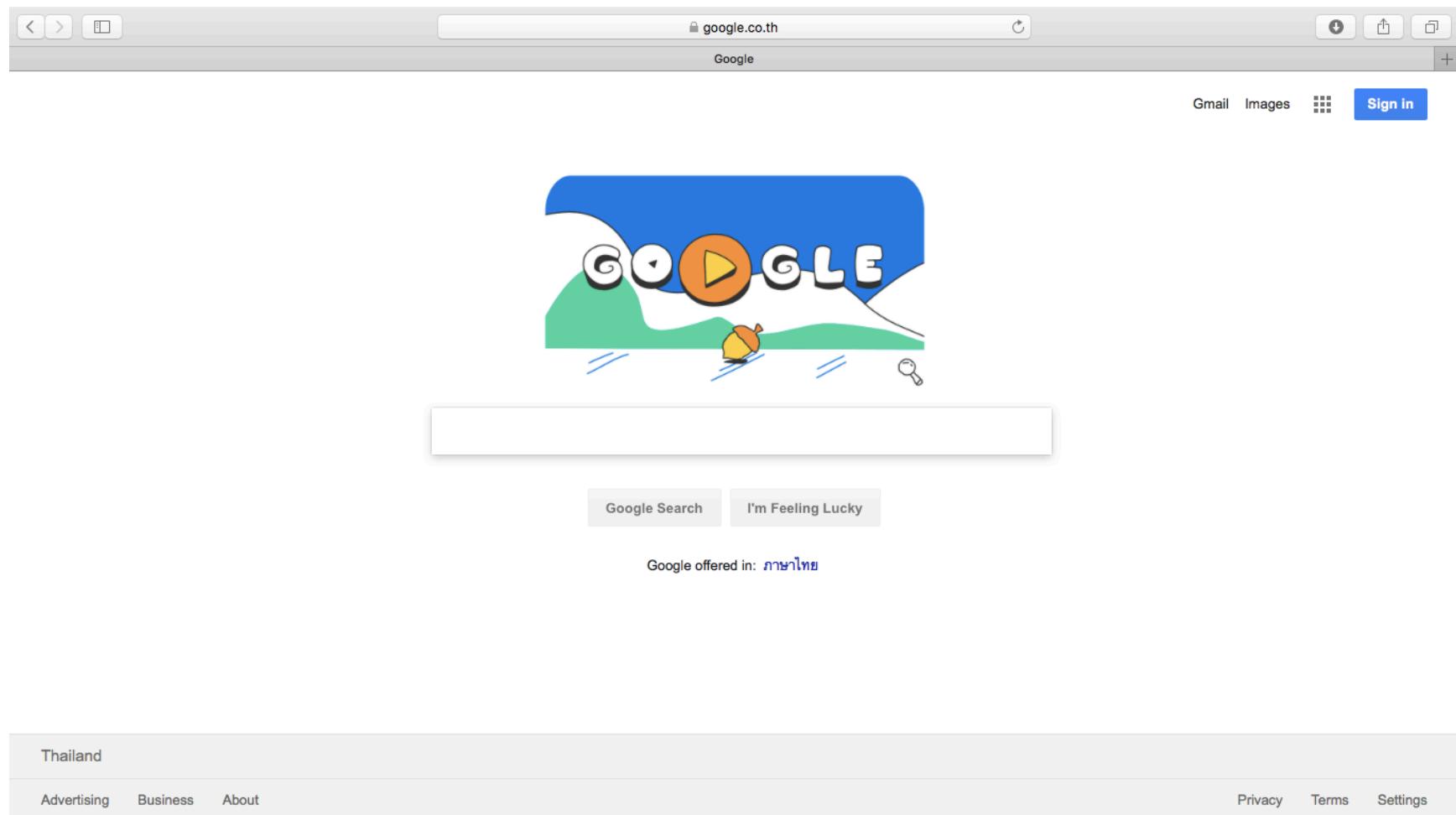


Consistent Experience

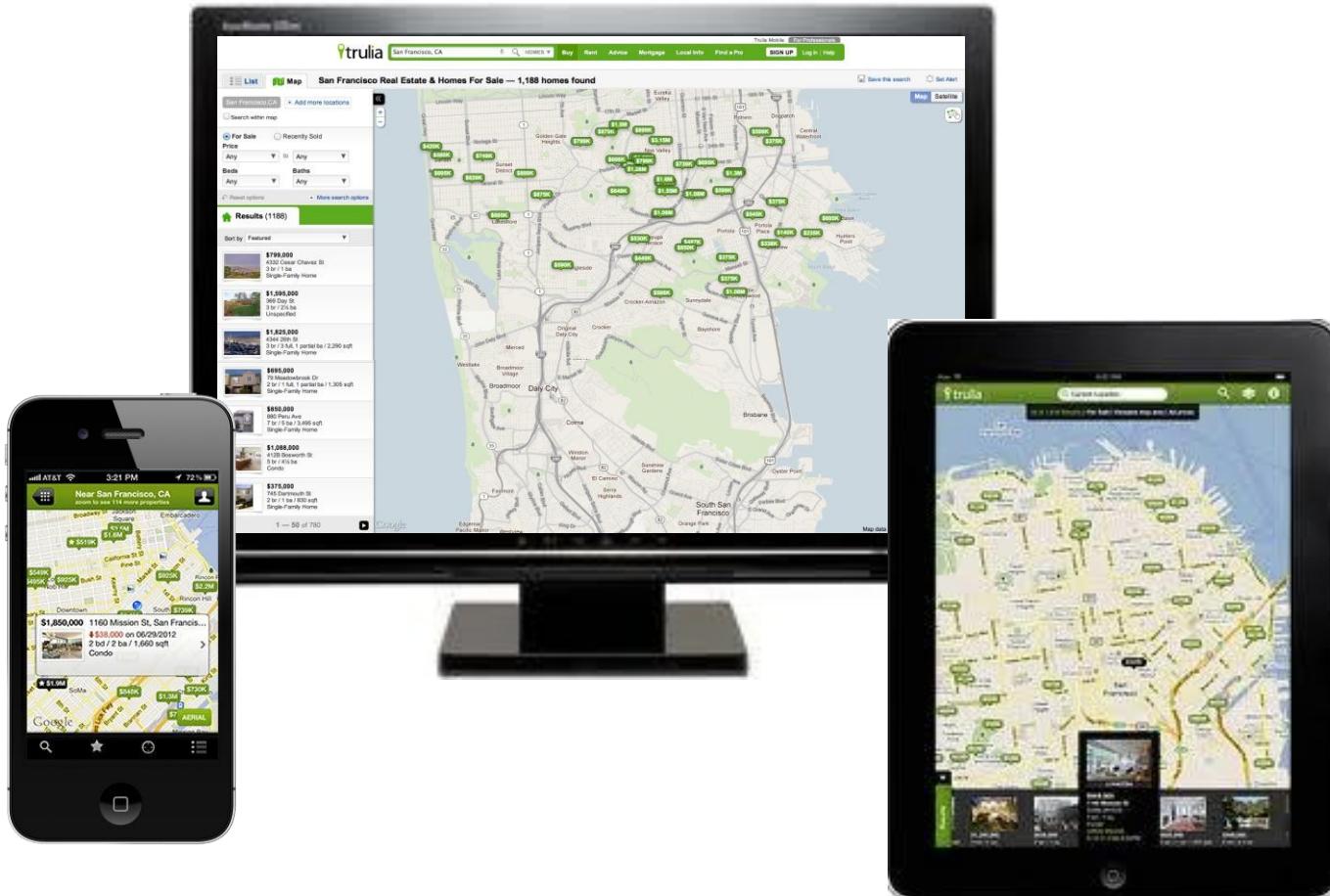


- Experience is replicated across different devices in terms of content, flow, structure & core feature set
- Some adjustments are made to accommodate device-specific properties (Mainly - Screen size & Interaction model)

Consistent Experience/Google



Consistent Experience/Trulia

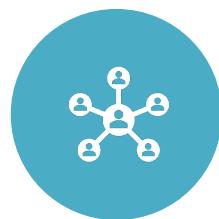


Consistent Experience/Hulu Plus



Consistent experience provides access to *everything, anywhere, anytime*

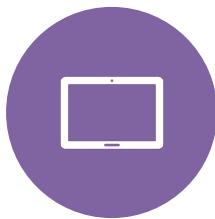
But overlooks:



Context



Best (available)
device

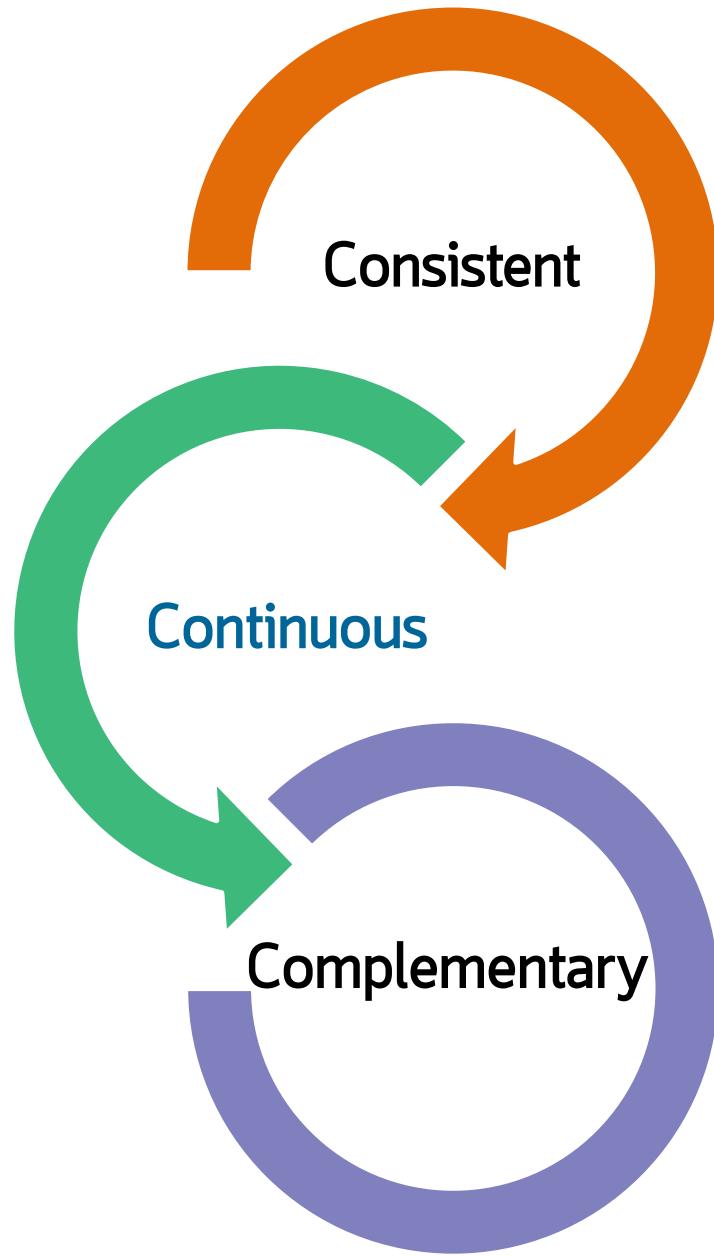


Multi-device
relationships

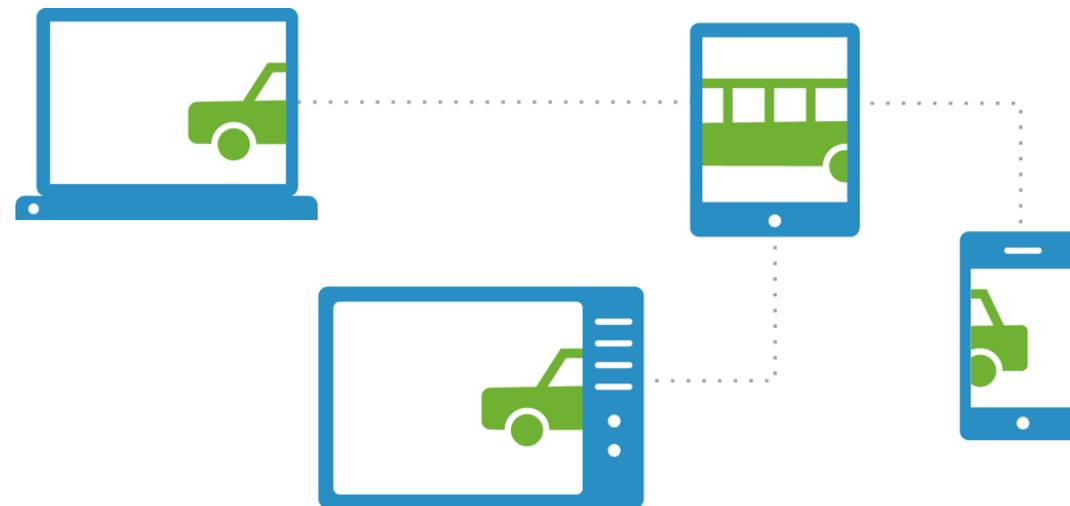


Scaling to a
connected world (IoT)





Continuous Experience

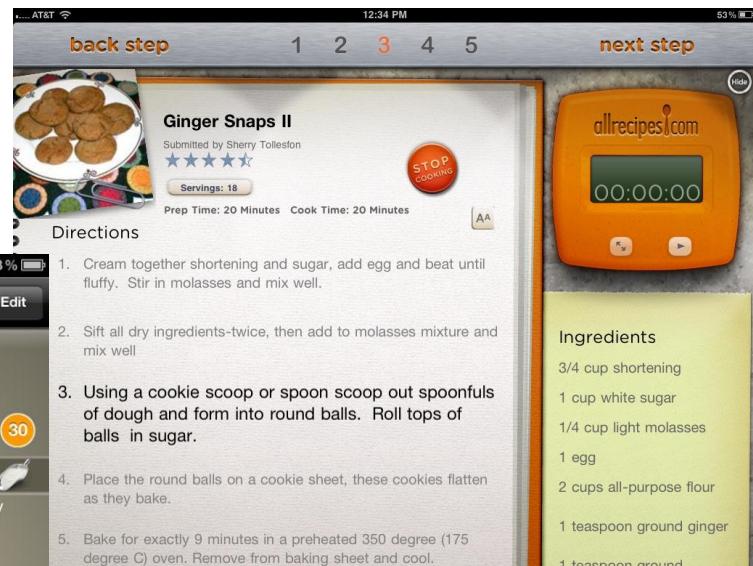


- Experience is shifted between devices
- Can be continuation of the same action, or progressing along a sequence of actions

Continuous Experience/Amazon Kindle

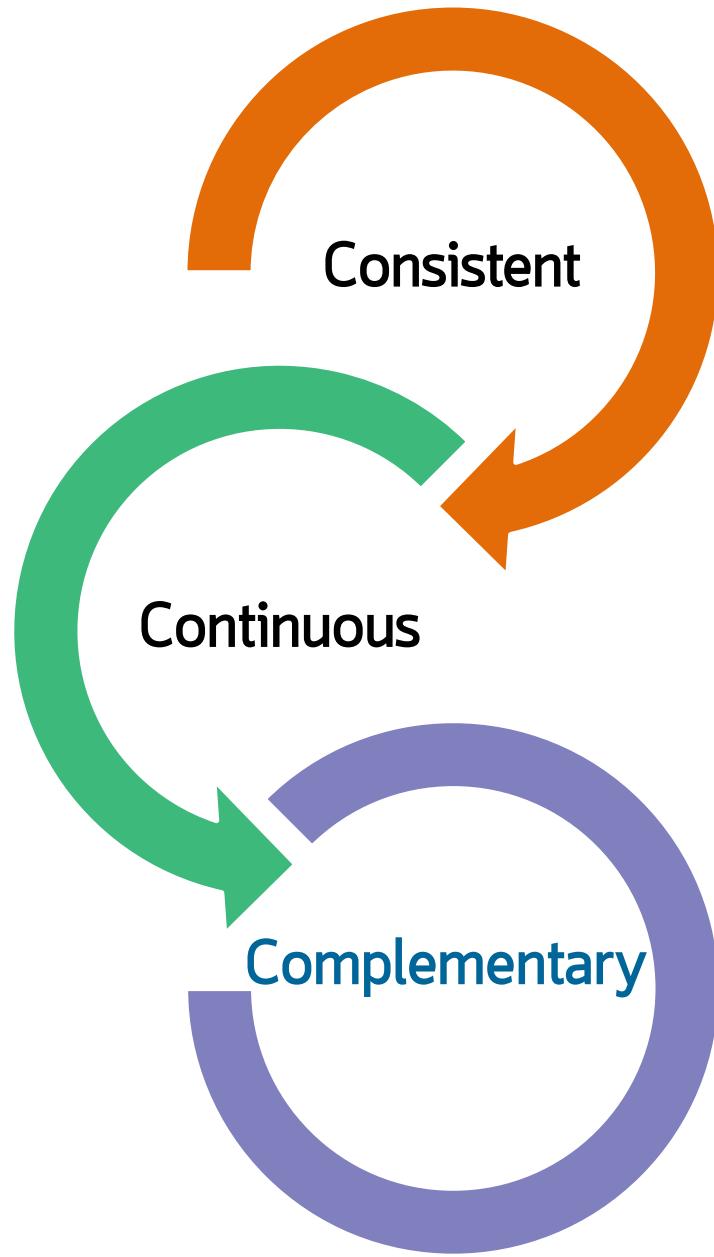


Continuous Experience/Allrecipes

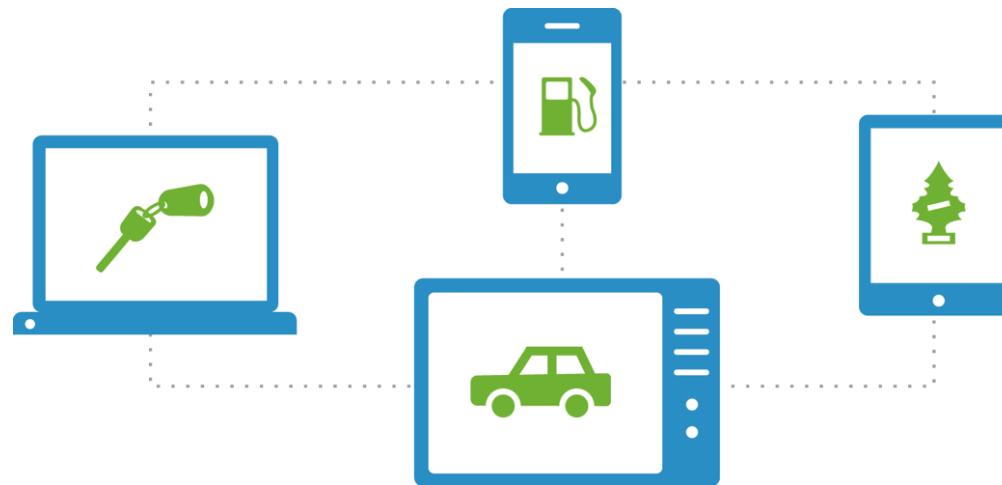


Continuous Experience/ Tesco virtual supermarket





Complementary Experience

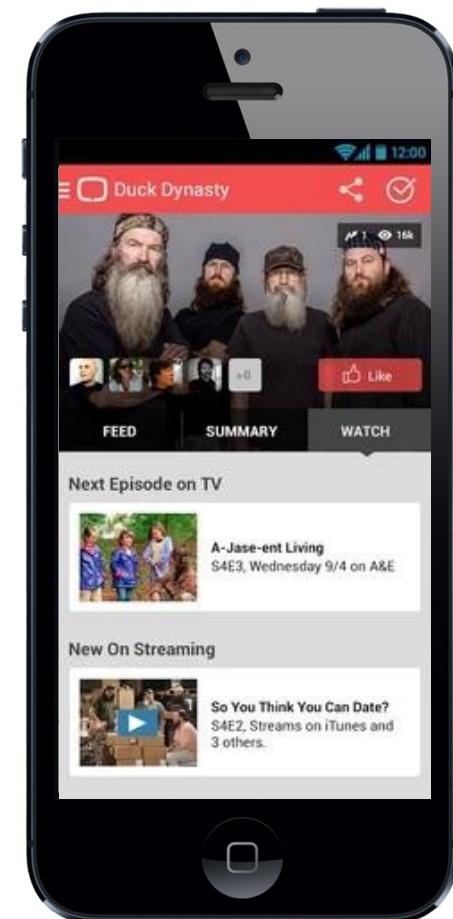


- Devices complement each other (info / functionality), creating a new type of experience as a connected group
- 2 main forms of relationship: collaboration, control

Complementary Experience/Real Racing 2



Complementary Experience/tvtag



Complementary Experience/Nest



Complementary Experience & Consistent/Nest



To summarize...

Size matters



Family matters too



Context matters most



Consistent?



Continuous?



Complementary?



Think big even if you start small



Change the world





Questions and Answers