Applying the Principals of Stage Magic to the User Experience
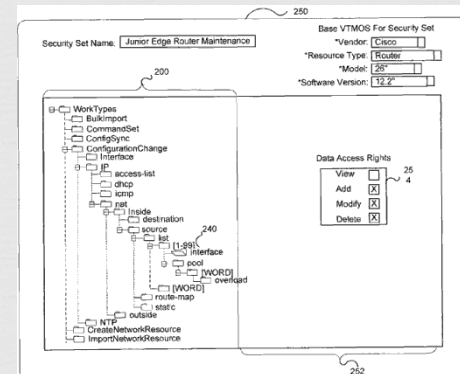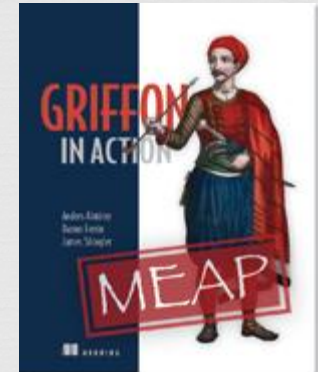
Fool me once, shame on you

Fool me again, I applaud thee

Who am I?

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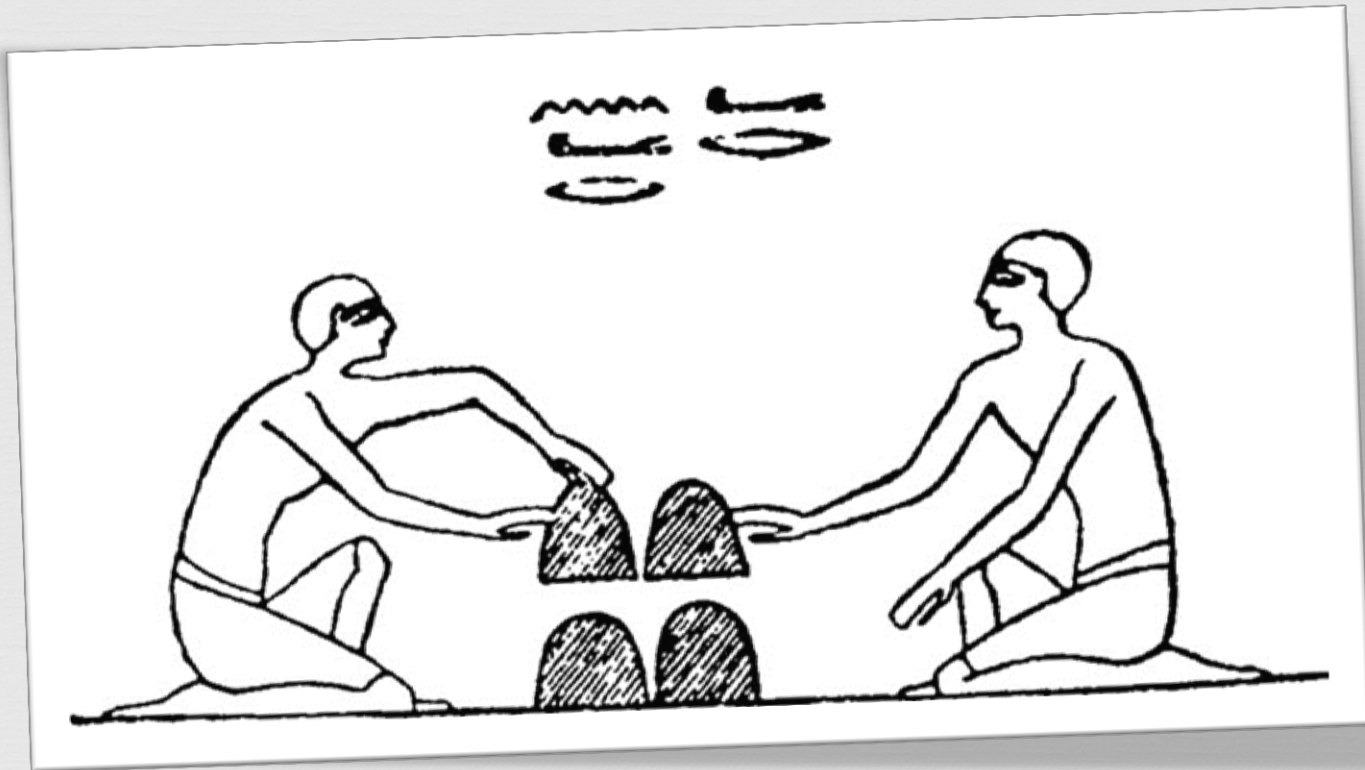- State Debate Champion
- Very Bad Amateur Magician

What is Stage Magic?

StrangeLoop 2011

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

Consider the Stage and the Audience

The Magic Castle, Hollywood California

Three Stages

ೞClose-up Gallery   ೞPhone

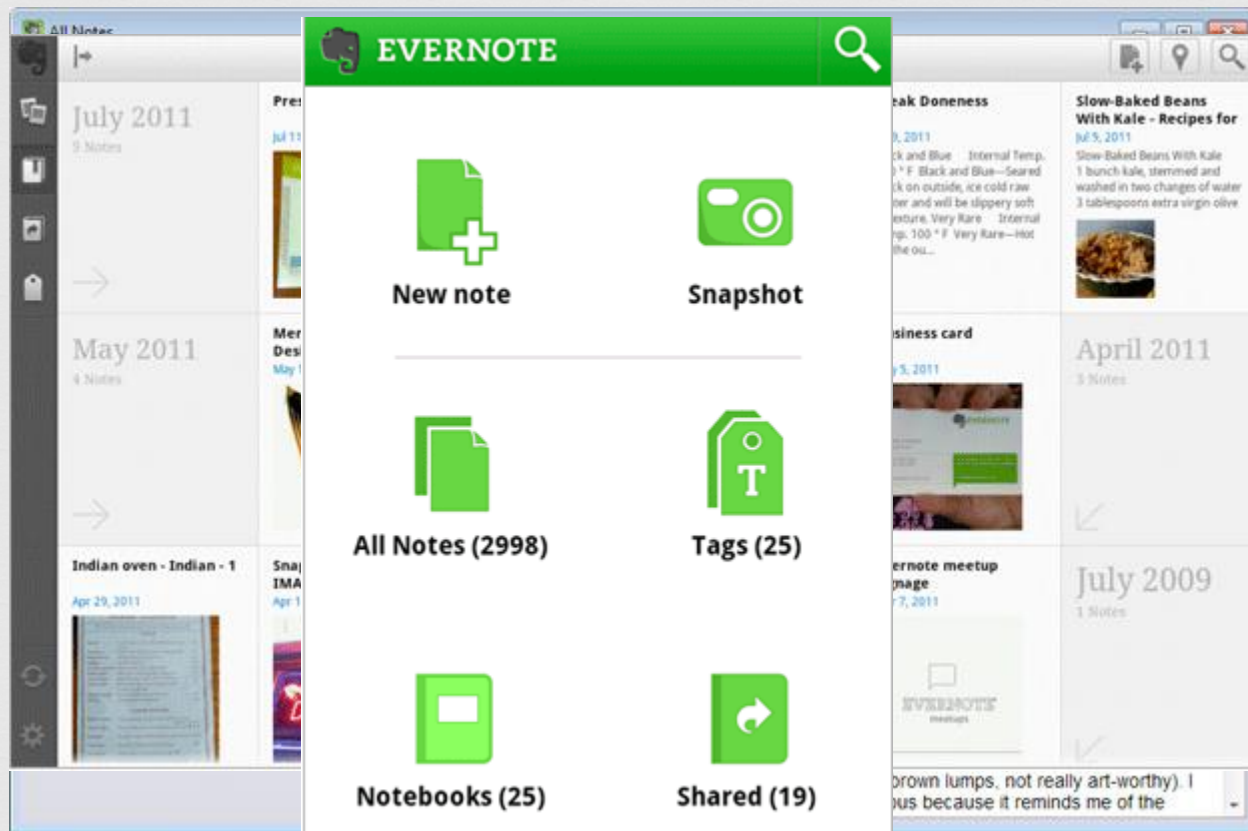ೞParlor of Prestidigitation   ೞiPad / Tablet

ೞPalace of Mystery   ೞDesktop

Evernote

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Practice Practice Practice

Practice until you have it perfect.

Then practice some more.

Testing and beta

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

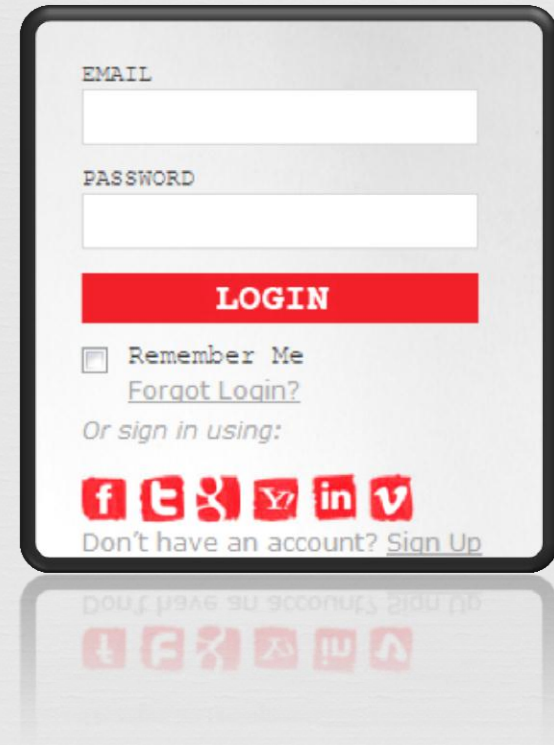# Overcome Objections Before They Arise

Phoenix Wright, Ace Attorney

Logins

ℰ Yet Another Account

ℰ Yet Another Password

ℰ Use Third Party Authentication

   ℰ Google

   ℰ Twitter

   ℰ Facebook

   ℰ Etc.

EMAIL

PASSWORD

LOGIN

☐ Remember Me

Forgot Login?

Or sign in using:

Don't have an account? Sign Up

Shipping and Payment

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

Perform

ɔ

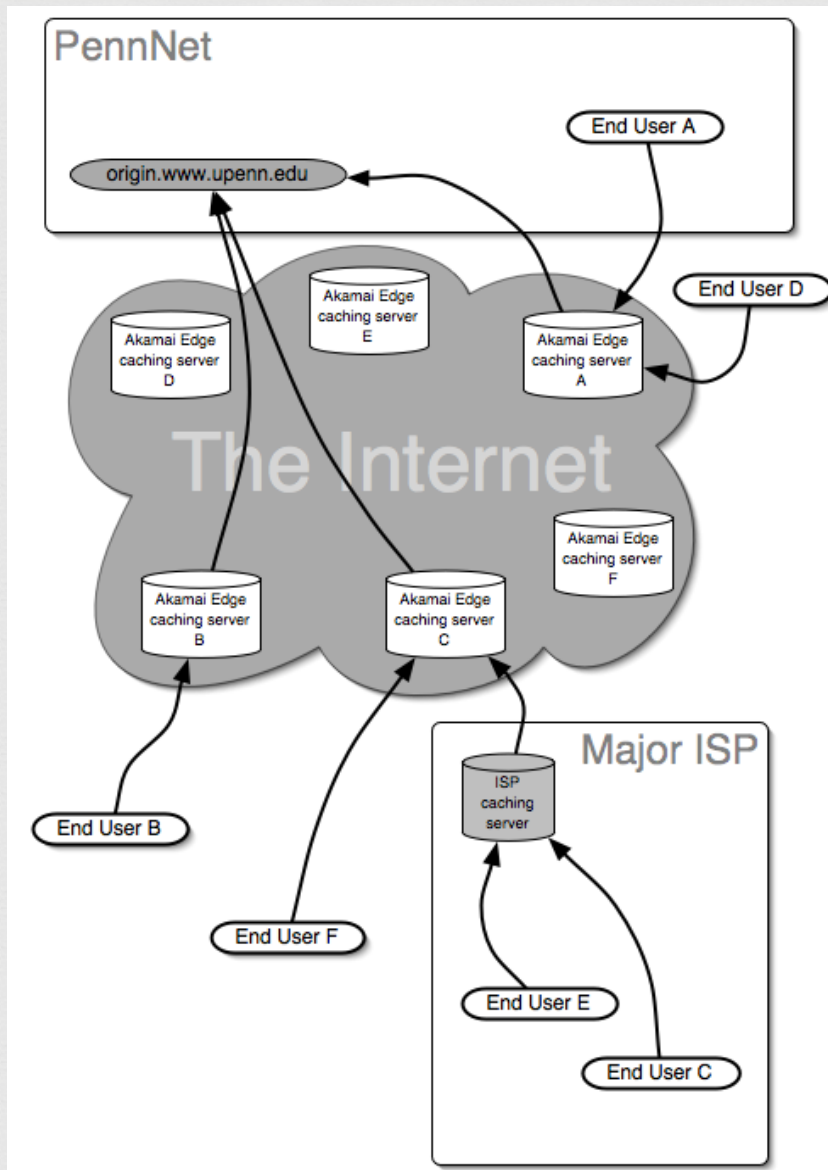# Patter and Showmanship

The presentation is as important as the content.

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?

Timing Matters

Actual Speed	Perceived Effect
❧ 1/10th of a Second	❧ Direct Manipulation
❧ 1 second	❧ Uninterrupted Flow
❧ 10 seconds	❧ Keeps Attention

Direction

Look Over There

Direction

ᔥ Our Brains are Evolved To Track Motion

ᔥ And to Recognize Faces

Look Here

# Stack Exchange

Flashed Face Distortion Effect

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http://www.perceptionweb.com/abstract.cgi?id=p6968
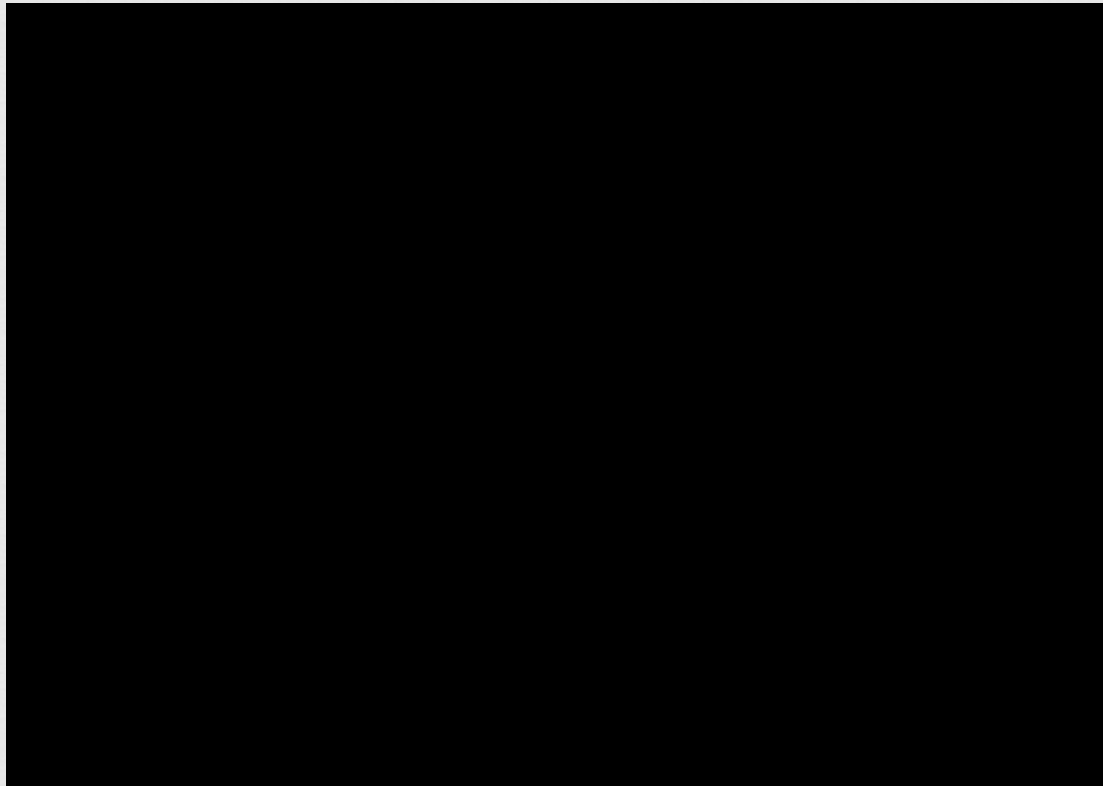
Status Lines

Twitter

puredanger Alex Miller
I love it when my TripIt 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.
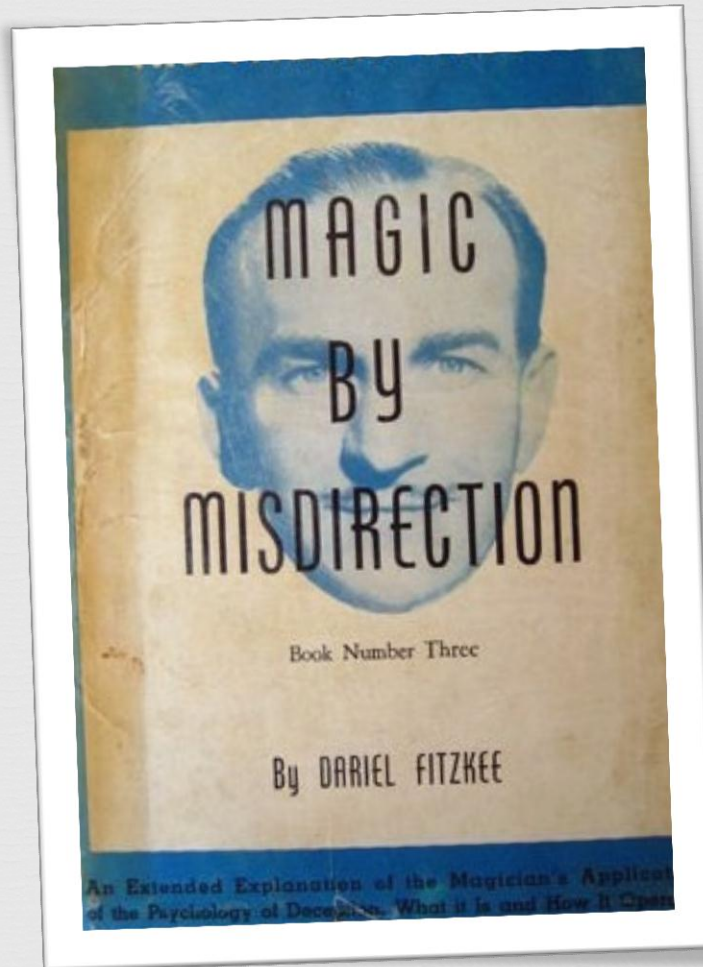Like · Comment · July 23 at 1:16am

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
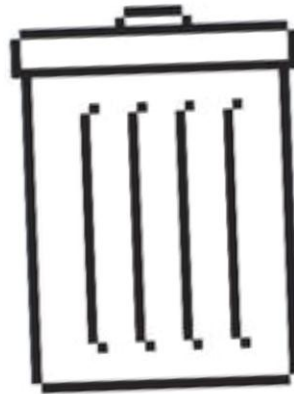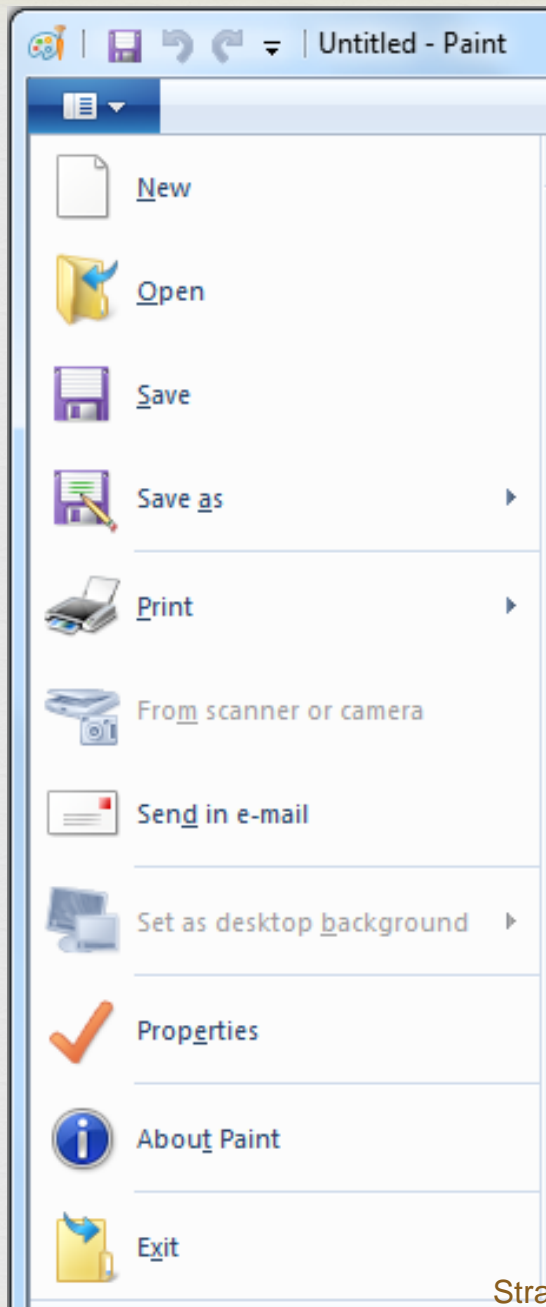
Misdirection

Strictly speaking all magic is misdirection.

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
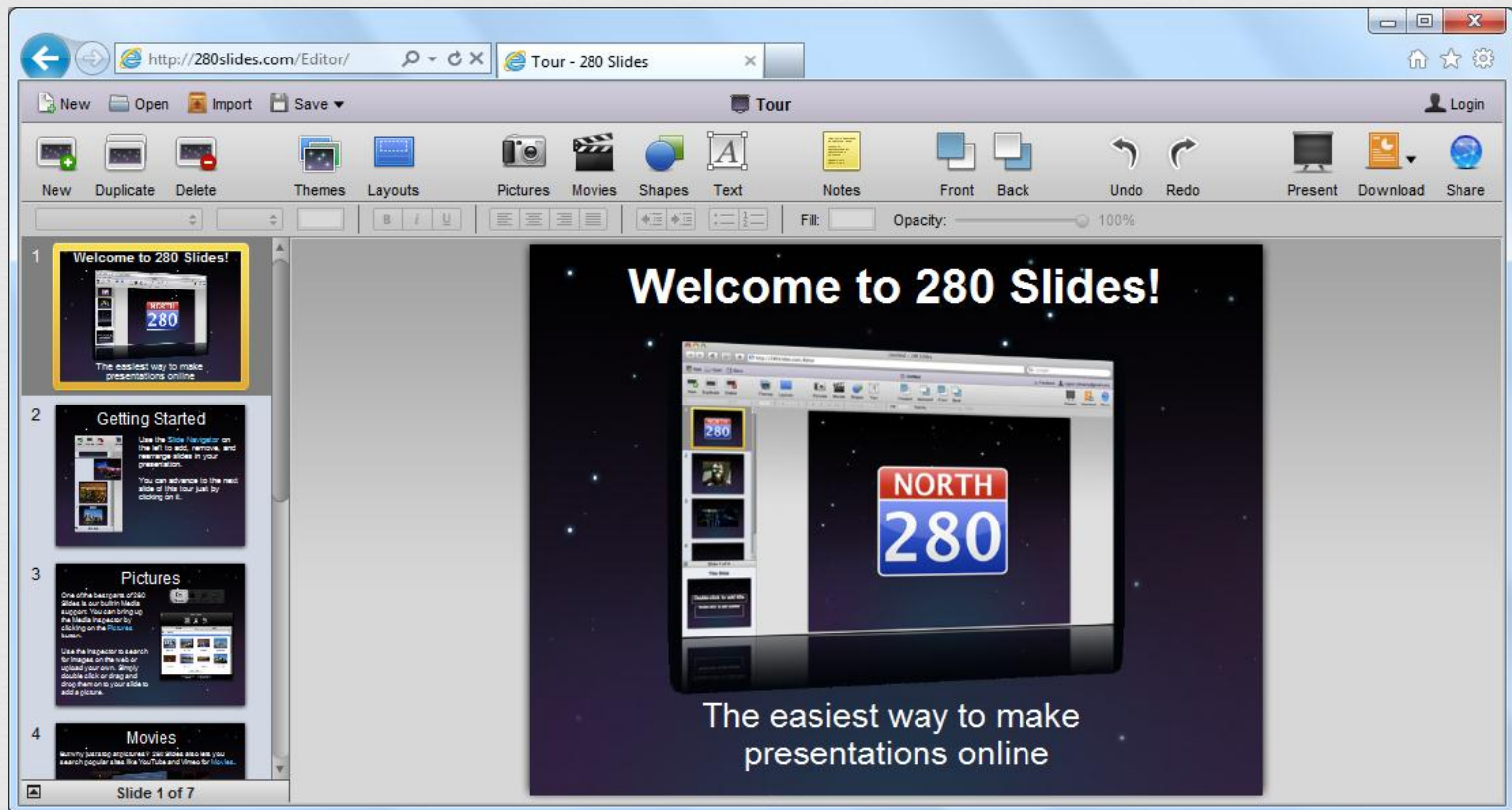
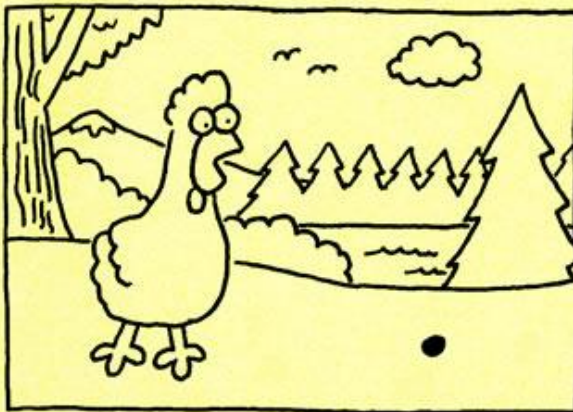# Misdirection – Dissimulation
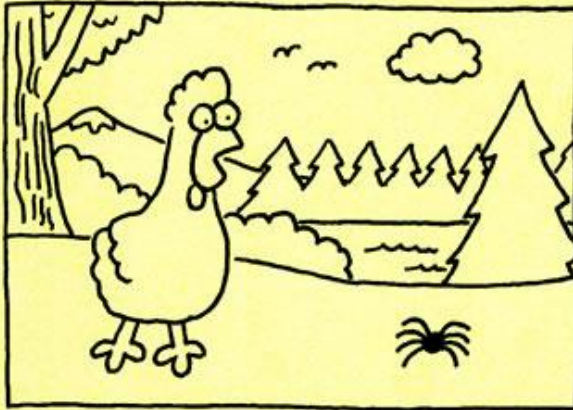
verb

to hide under a false appearance

280 Slides

Attention to Detail

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Misdirection – Anticipation

Wait for it…

Facebook

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

All Magic is Misdirection

ℭ

ℭ Consider the Stage and the Audience

ℭ Practice Practice Practice

ℭ Overcome Objections Before They Arise

ℭ Patter and Showmanship

ℭ Sleight of Hand

ℭ Direction

ℭ Simulation

ℭ Dissimulation

ℭ Anticipation

Thank You!

Applying the Principals of Stage Magic to the User Experience

@shemnon

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