

Applying the Principals of Stage Magic to the User Experience

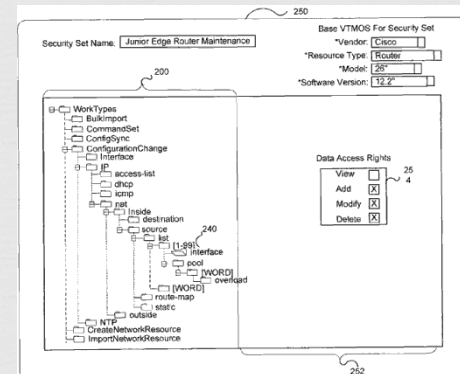
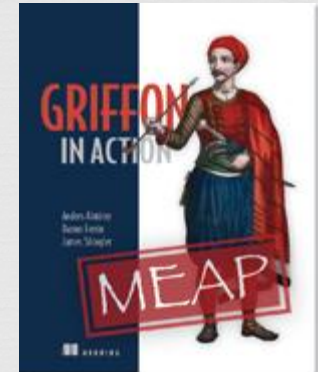


Fool me once, shame on you
Fool me again, I applaud thee

Who am I?



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

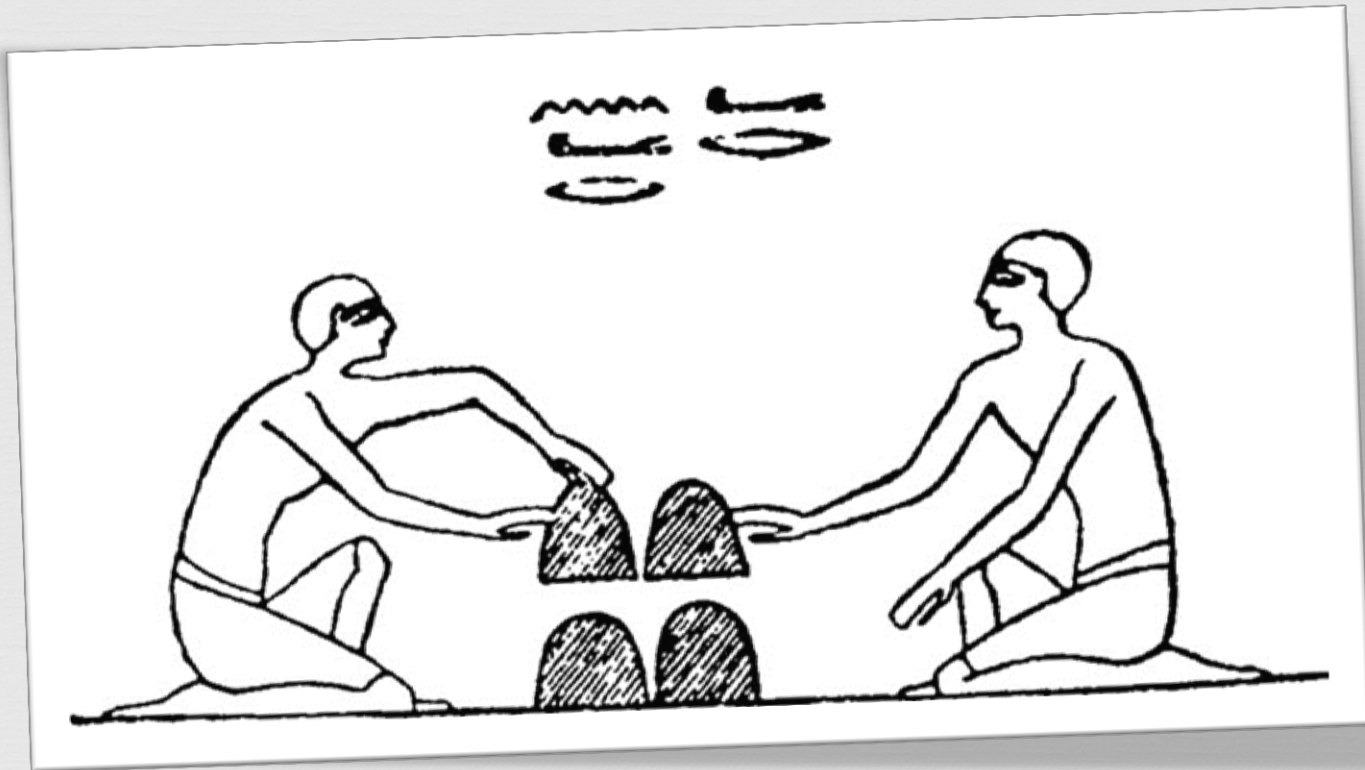


What is Stage Magic?



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 above a horizontal line.

Consider the Stage and the Audience

The Magic Castle, Hollywood California



StrangeLoop 2011

Three Stages



Close-up Gallery

Phone

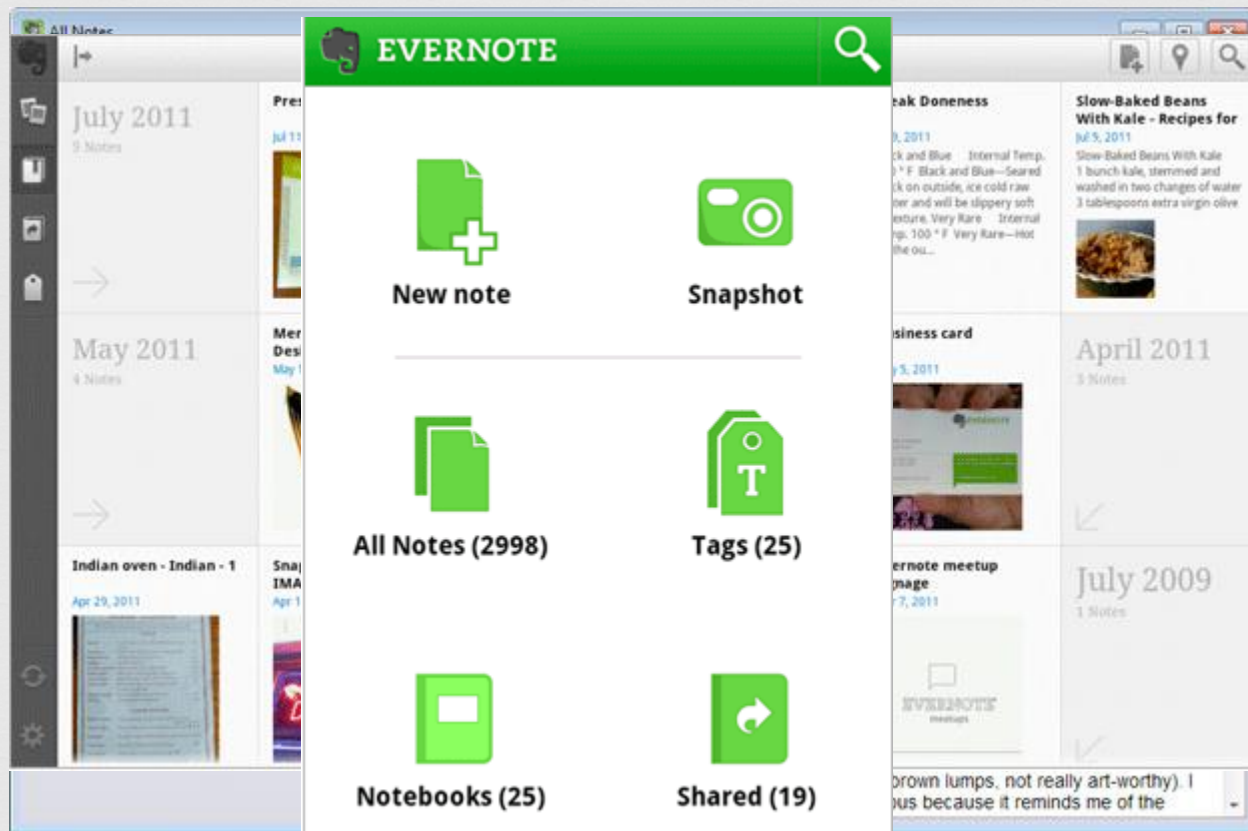
Parlor of
Prestidigitation

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

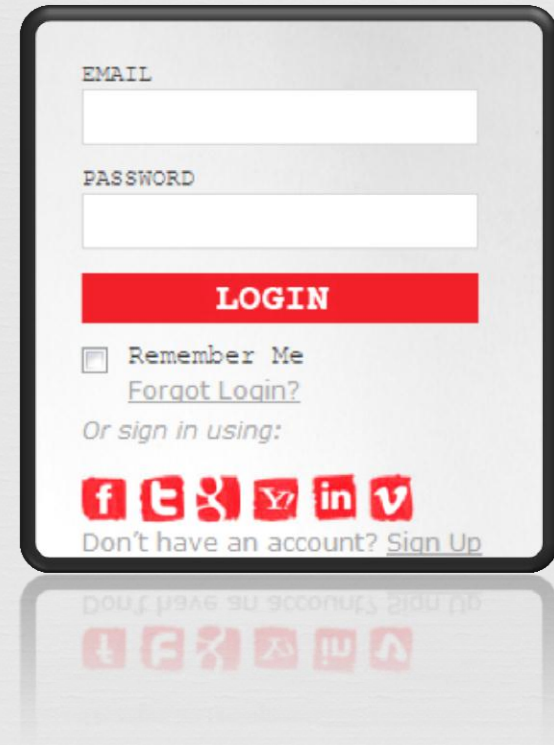


StrangeLoop 2011

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

StrangeLoop 2011

Perform



StrangeLoop 2011

Patter and Showmanship

The presentation is as important as the content.

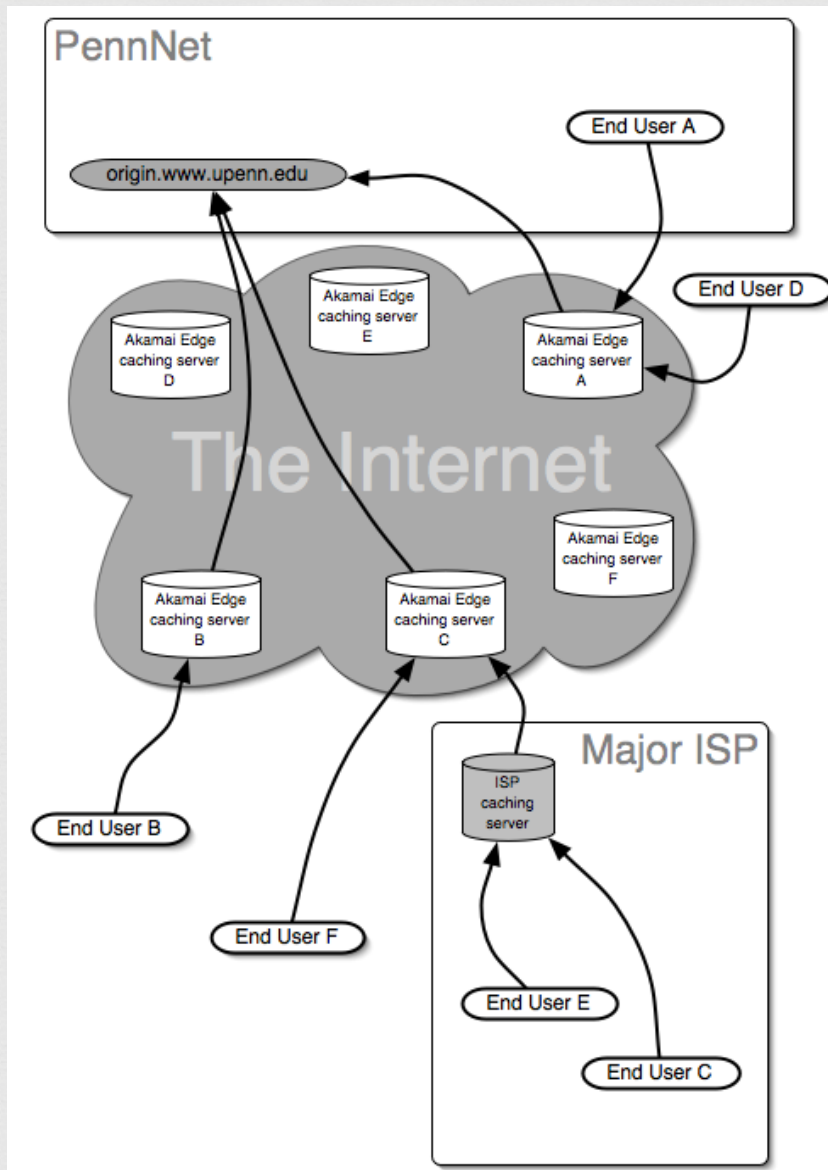


StrangeLoop 2011

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?



StrangeLoop 2011

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



StrangeLoop 2011

Direction




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

Look Here














Stack Exchange



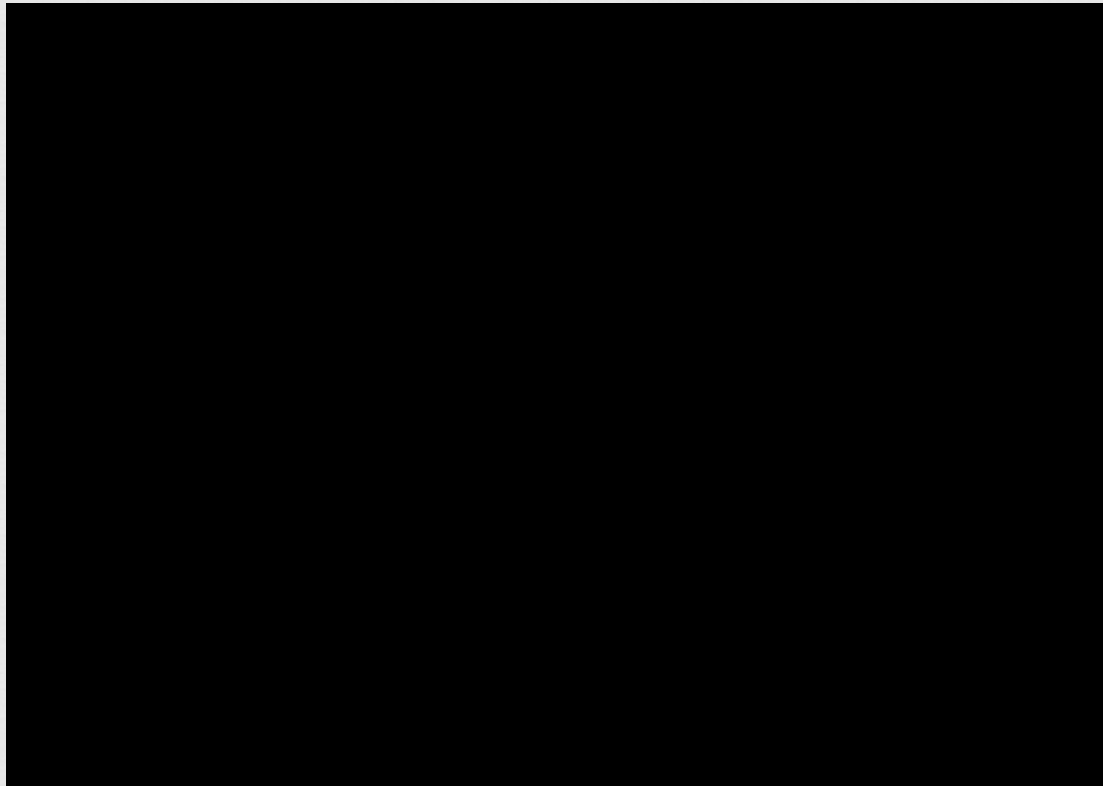
stackoverflow **Questions** **Tags** **Users** **Badges** **Unanswered**

Title

B *I* |     |     |   

[Links](#) [Images](#) [Styling/Headers](#) [Lists](#) [Blockquotes](#) [Code](#) [HTML](#) [advanced help »](#)

Flashed Face Distortion Effect



StrangeLoop 2011

<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

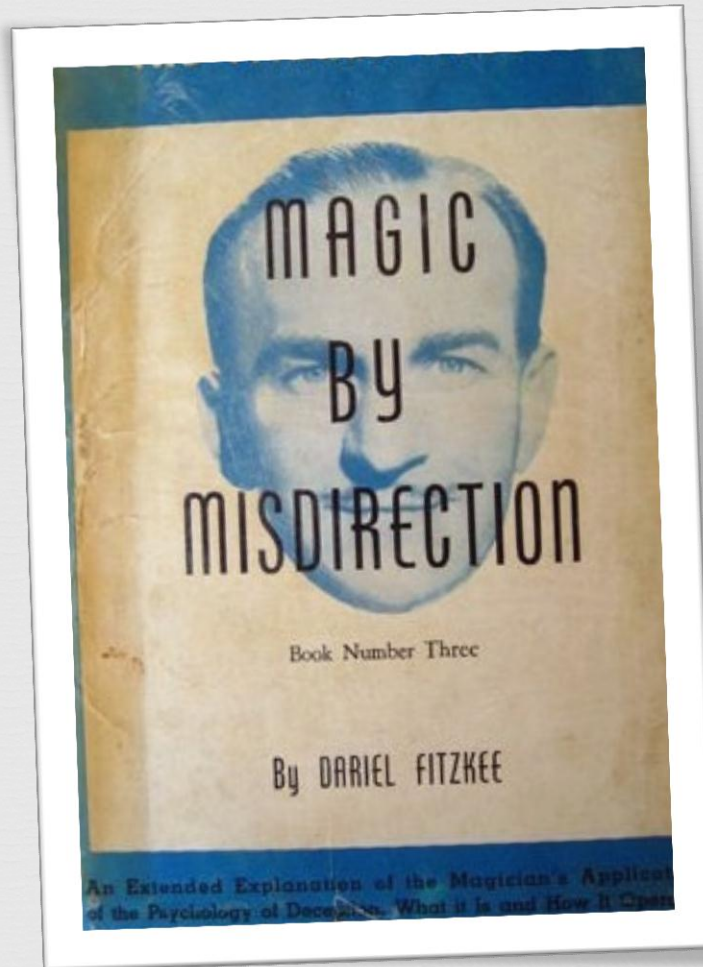


Danno Ferrin Hardest part of my talk at [#strangeloop](#) is picking the background for my slides. Spending hours practicing magic tricks was easy compared to this decision.

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

Misdirection

Strictly speaking all magic is misdirection.

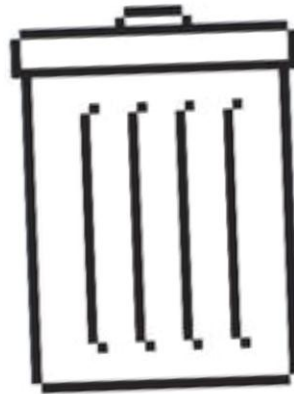


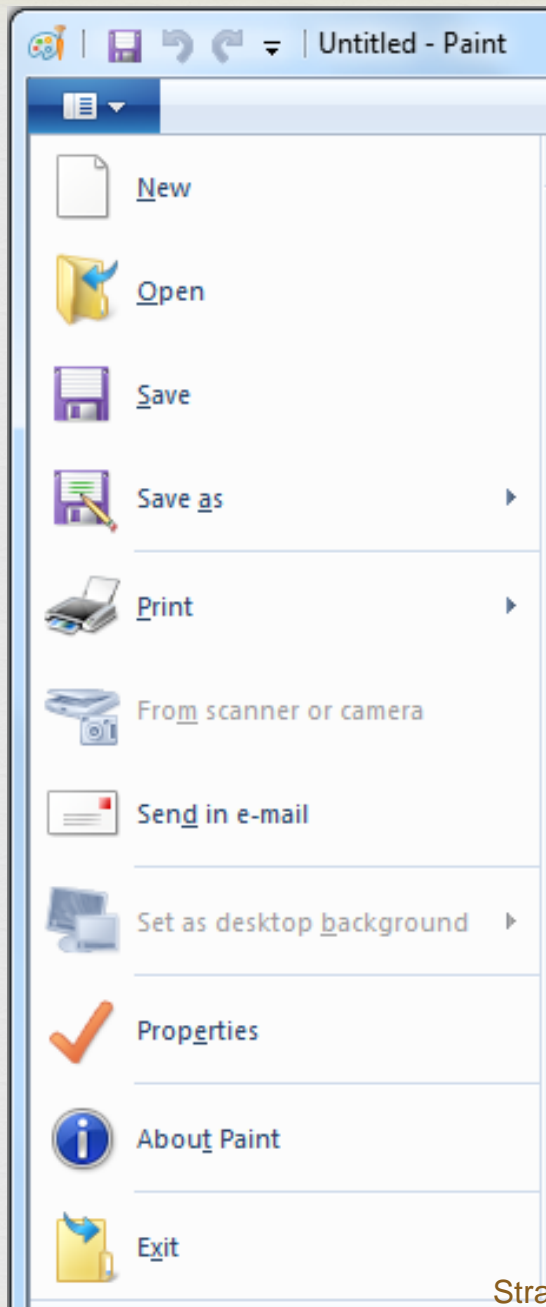
StrangeLoop 2011

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

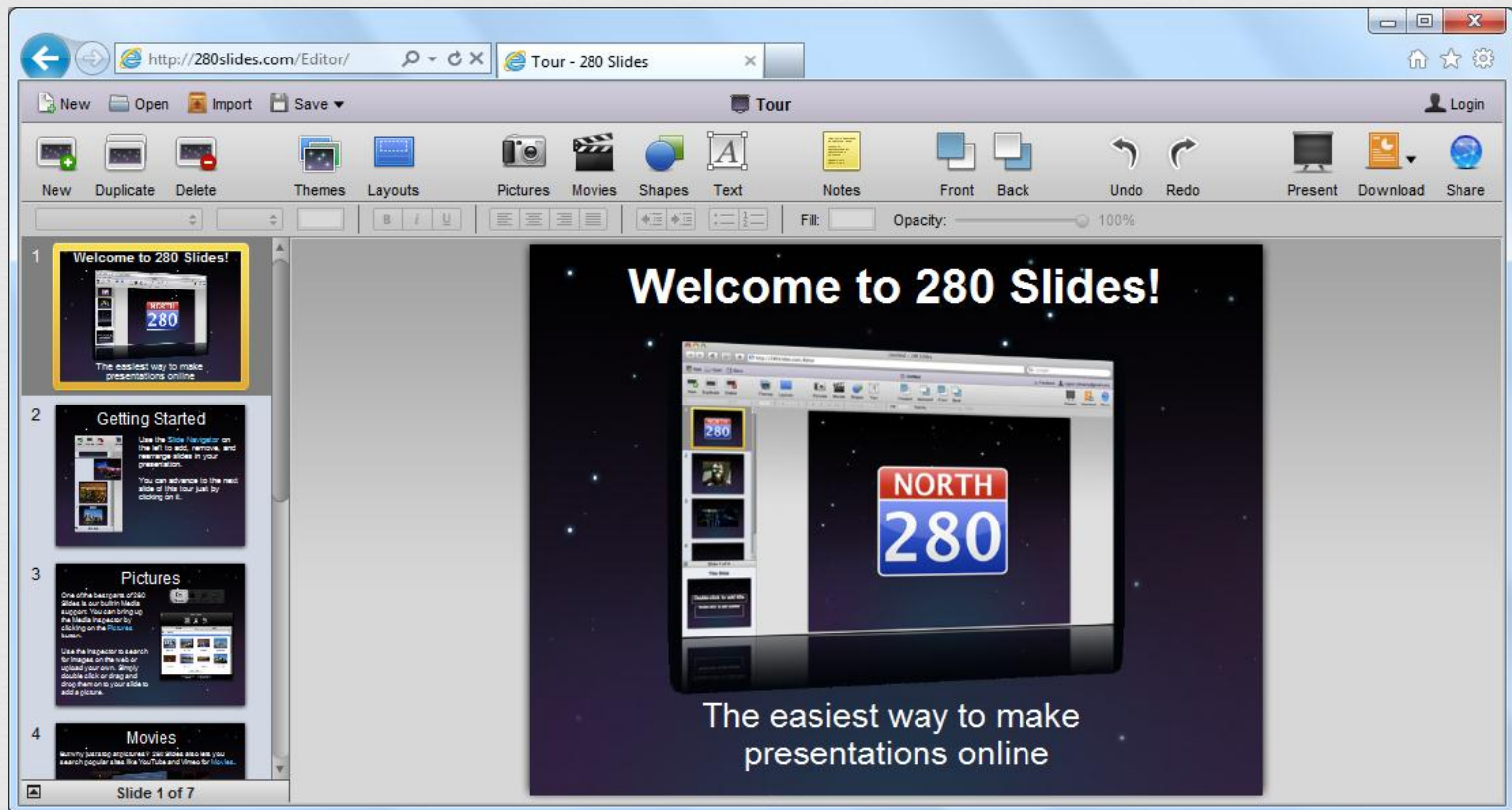
verb

to hide under a false appearance

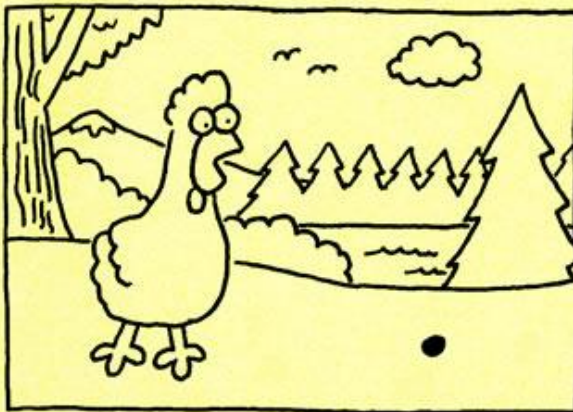
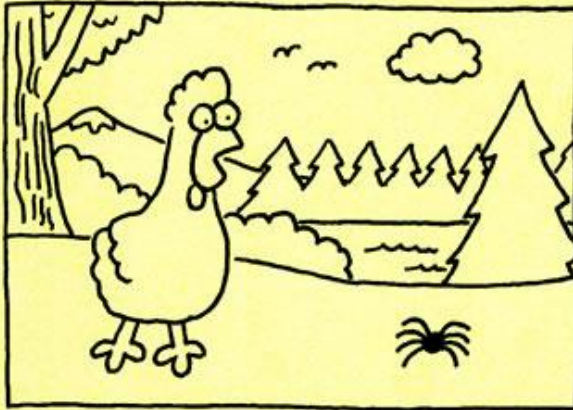


StrangeLoop 2011

280 Slides



SPOT THE 8 DIFFERENCES BETWEEN THESE TWO PICTURES



© 2011 BY DOUG SAVAGE

www.savagechickens.com

Attention to Detail

Misdirection – Anticipation

Wait for it...



StrangeLoop 2011

Facebook

A screenshot of the Facebook 'Find Friends' interface. The top navigation bar is dark blue with the 'facebook' logo, icons for people, messages, and a globe, and a search bar. Below this, the 'Find Friends' section is highlighted. A grey bar contains the text 'Add Personal Contacts as Friends' and a link to 'See how it works or manage imported contacts.' A progress bar shows three steps: 'Step 1 Find Friends' (active), 'Step 2 Add Friends', and 'Step 3 Invite Friends'. The main content area is for adding friends via AIM, featuring a yellow stick figure icon, the text 'AIM', and two input fields for 'Screen Name' and 'AIM Password'. A 'Find Friends' button is below the password field. To the right is an 'AIM' button. A lock icon and text state 'Facebook won't store your password.' At the bottom, there is a 'Windows Live Hotmail' link with an envelope icon and a 'Find Friends' link.

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



StrangeLoop 2011

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

@shemnon

+Danno Ferrin

danno.ferrin@shemnon.com

StrangeLoop 2011