Google™
10

Beyond Design:

Creating positive user experiences

Matt Shobe (Google)
John Zeratsky (YouTube)

May 19, 2010

bit.ly/techtalks-beyonddesign

View live notes and ask questions about this session on Google Wave.

User Experience Design

Google™ 10 I/O

User Experience

Google™ 10 I/O

Principle

1) Be fast

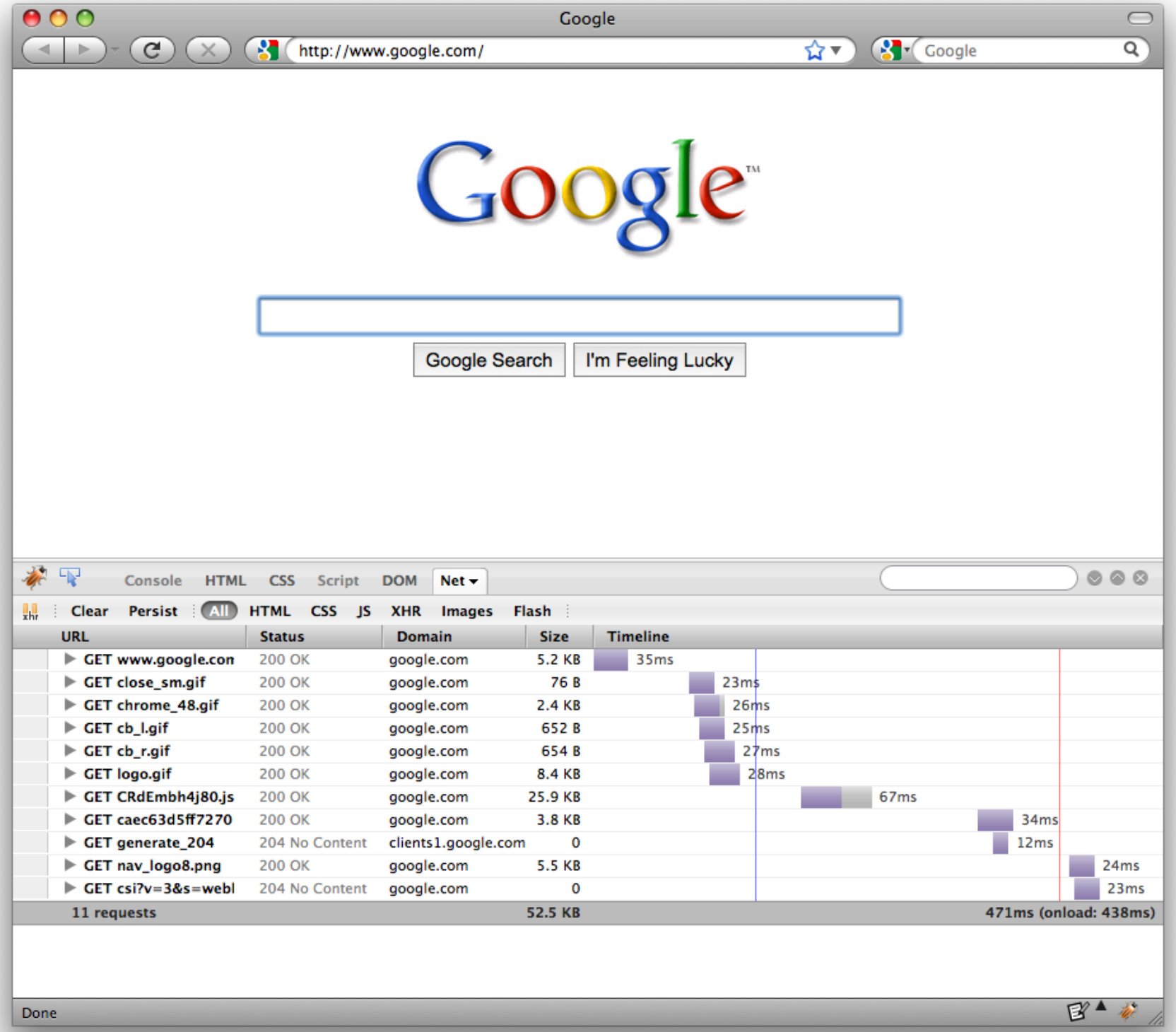
Tip

Focus on latency

Mozilla optimized their download page and shaved 2.2 seconds off the average page-load time.

Download conversions improved by 15.4%

http://bit.ly/moz-speed


Google
http://www.google.com/
Google
Google
Google Search
I'm Feeling Lucky
Console
HTML
CSS
Script
DOM
Net
Clear
Persist
All
HTML
CSS
JS
XHR
Images
Flash
URL
Status
Domain
Size
Timeline
GET www.google.con 200 OK google.com 5.2 KB 35ms
GET close_sm.gif 200 OK google.com 76 B 23ms
GET chrome_48.gif 200 OK google.com 2.4 KB 26ms
GET cb_l.gif 200 OK google.com 652 B 25ms
GET cb_r.gif 200 OK google.com 654 B 27ms
GET logo.gif 200 OK google.com 8.4 KB 28ms
GET CRdEmbh4j80.js 200 OK google.com 25.9 KB 67ms
GET caec63d5ff7270 200 OK google.com 3.8 KB 34ms
GET generate_204 204 No Content clients1.google.com 0 12ms
GET nav_logo8.png 200 OK google.com 5.5 KB 24ms
GET csi?v=3&s=webl 204 No Content google.com 0 23ms
11 requests
52.5 KB
471ms (onload: 438ms)
Done

Pagetest

http://www.webpagetest.org

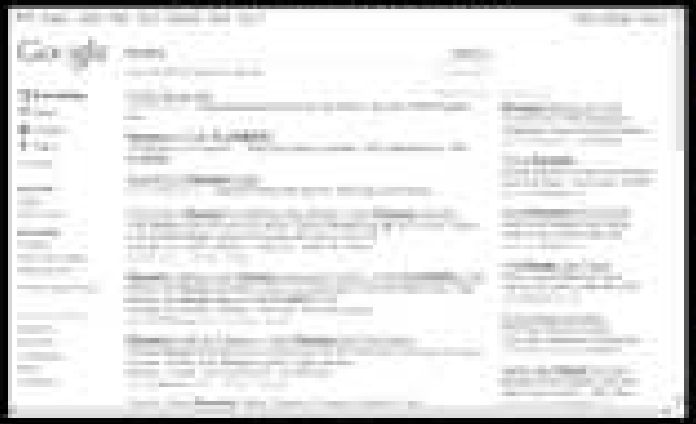
Page Speed

http://code.google.com/speed/page-speed

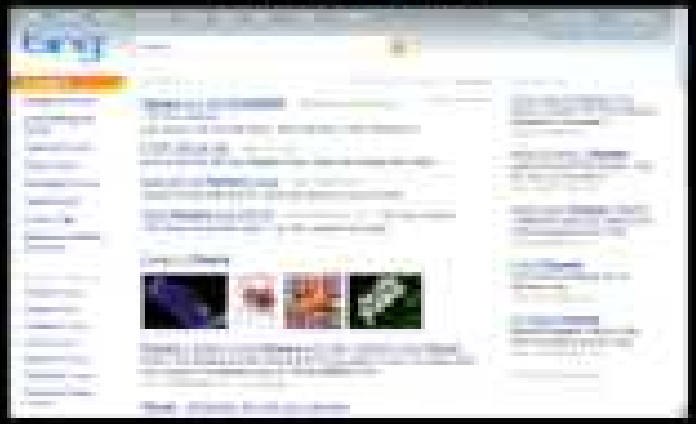
Yahoo! YSlow

http://developer.yahoo.com/yslow

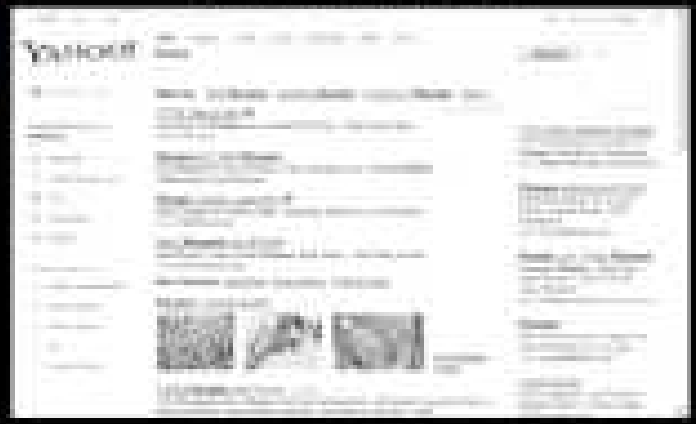
Google Search



Bing Search



Yahoo Search



2.8

“Speed is the most important feature. If your application is slow, people won’t use it. I see this more with mainstream users than I do with power users. I think that power users sometimes have a bit of sympathetic eye to the challenges of building really fast web apps, and maybe they’re willing to live with it, but when I look at my wife and kids, they’re my mainstream view of the world. If something is slow, they’re just gone.”

— Fred Wilson (Union Square Ventures)
http://bit.ly/fred-speed

Tip

Provide shortcuts

New Order

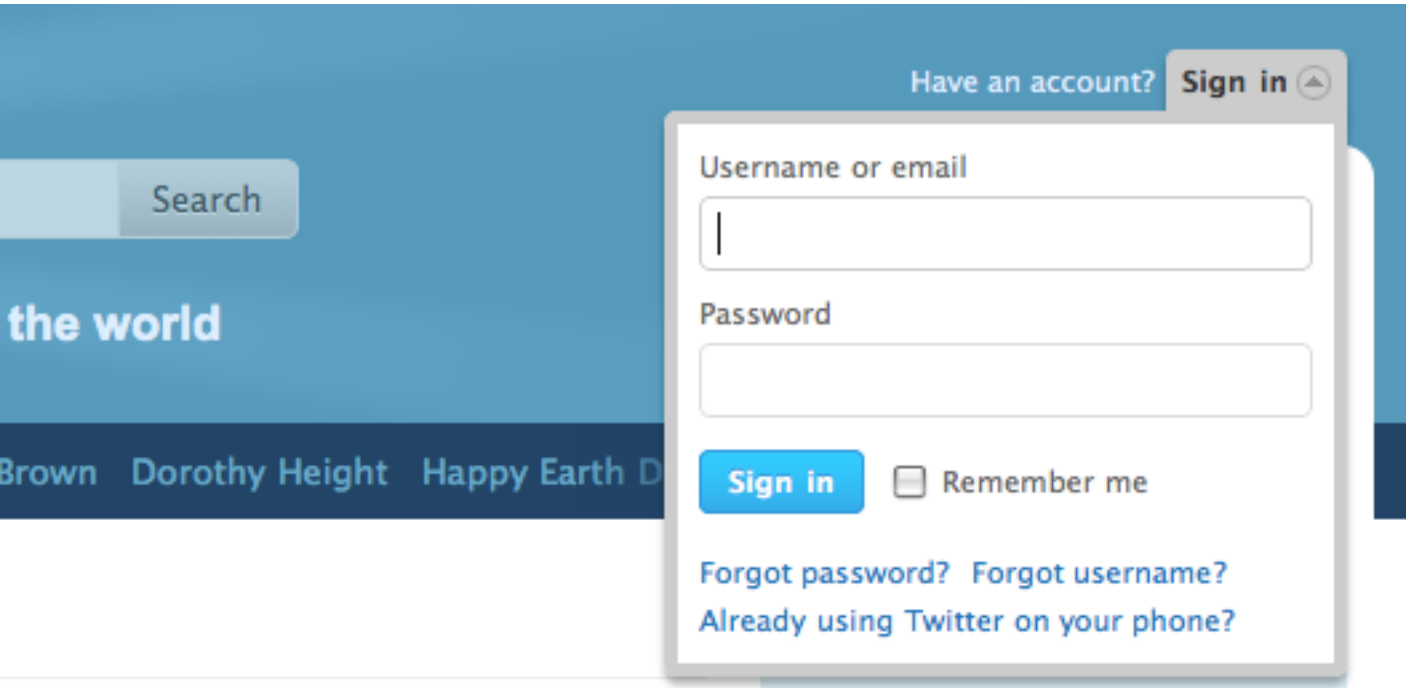
Order name

Company

Salesperson

Trafficker

Round Trip
One Way
Multi-City
Web Sp
From: sea
Where from?
Departing:
4/30/2010
To: sfo ord ewr
Where to?
Returning:
4/30/2010



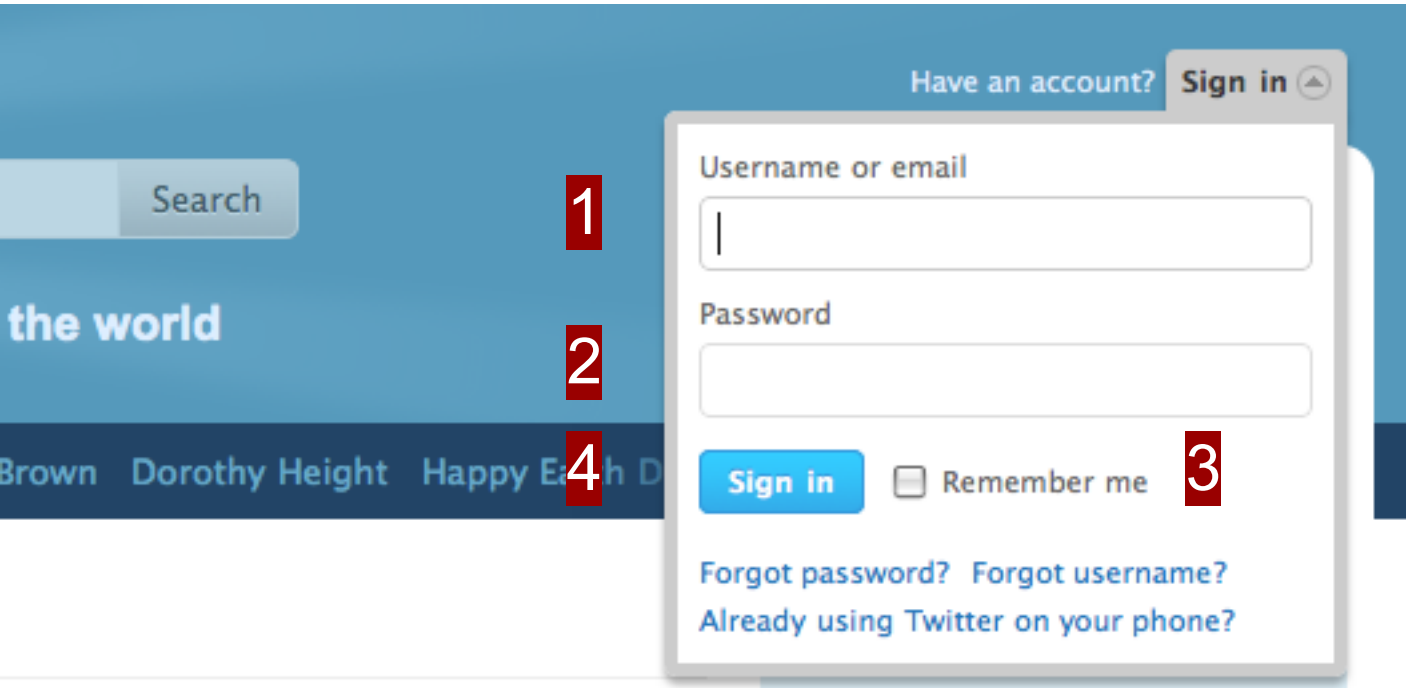
ember, use things – NOT people. Love
-Unknown #TLS

ppiest people do not necessarily have
simply appreciate the things they have"
sesapik

taping Le grand Journal in Paris then

Customize Twitter by choosing who to follow. Then see tweets from those folks as soon as they're posted.

Using Twitter for a business? Check out **Twitter 101**



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sesapik

taping Le grand Journal in Paris then

Customize Twitter by choosing who to follow. Then see tweets from those folks as soon as they're posted.

Using Twitter for a business? Check out **Twitter 101**

http://www.flickr.com/photos/48625620@N00/4506559104/

http://www.flickr.com/photos/soyunterrorista/2575545487/

Amazon Frustration-Free Package™

Traditional Retail Package

http://www.flickr.com/photos/daryl_mitchell/3389353498/

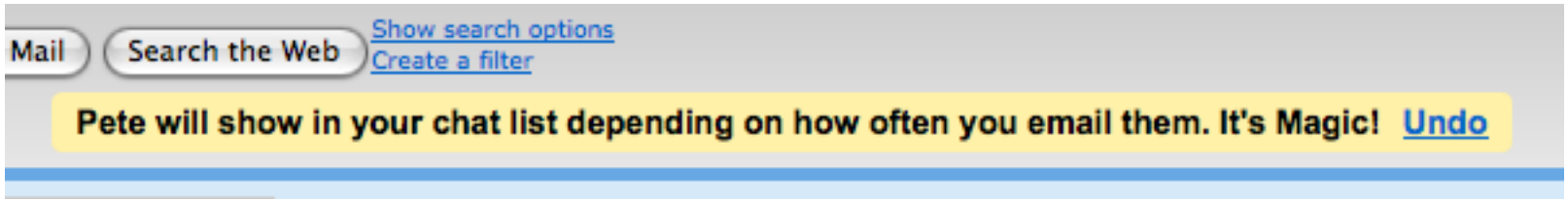
Principle

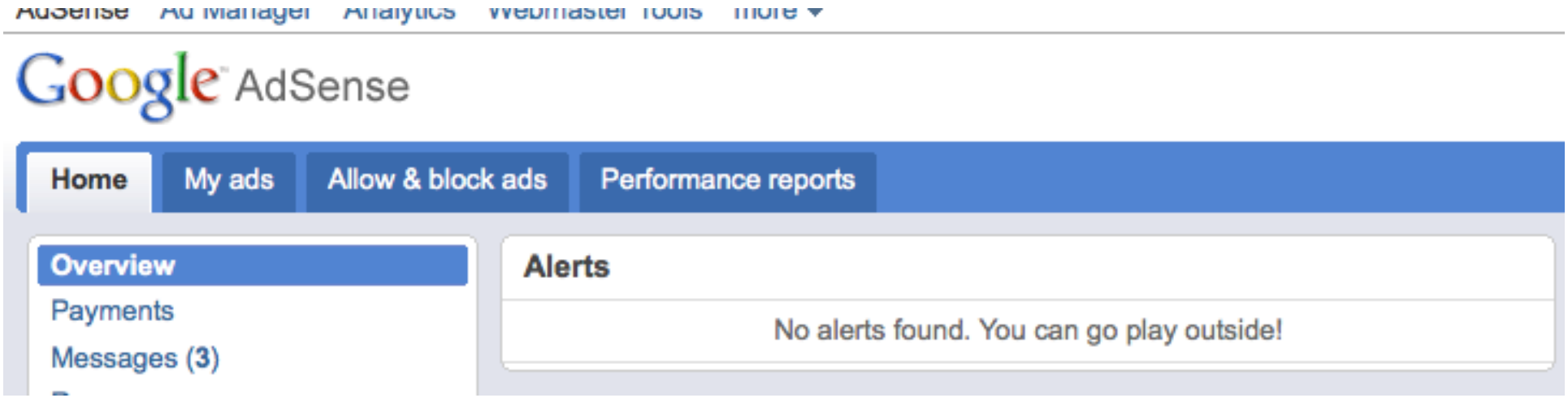
2) Be yourself

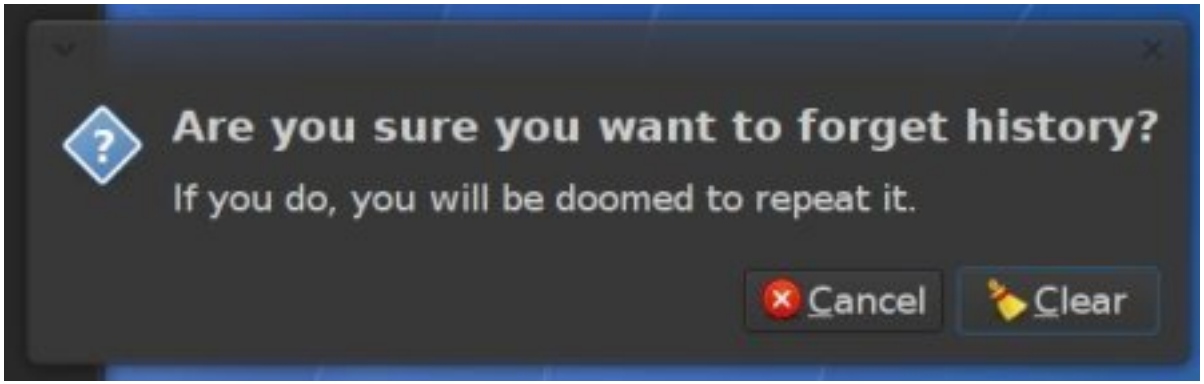
Sorry, that page isn't actually here.

The address you asked for didn't work for some reason. Here are some possible reasons why:

1. We have a bad link and you were unlucky enough to click it.
2. You may have typed the page address incorrectly.
3. This web server is bonkers right now.


Mail
Search the Web
Show search options
Create a filter
Pete will show in your chat list depending on how often you email them. It's Magic!
Undo


AdSense
Ad Manager
Analytics
Webmaster Tools
more
Google AdSense
Home
My ads
Allow & block ads
Performance reports
Overview
Payments
Messages (3)
Alerts
No alerts found. You can go play outside!

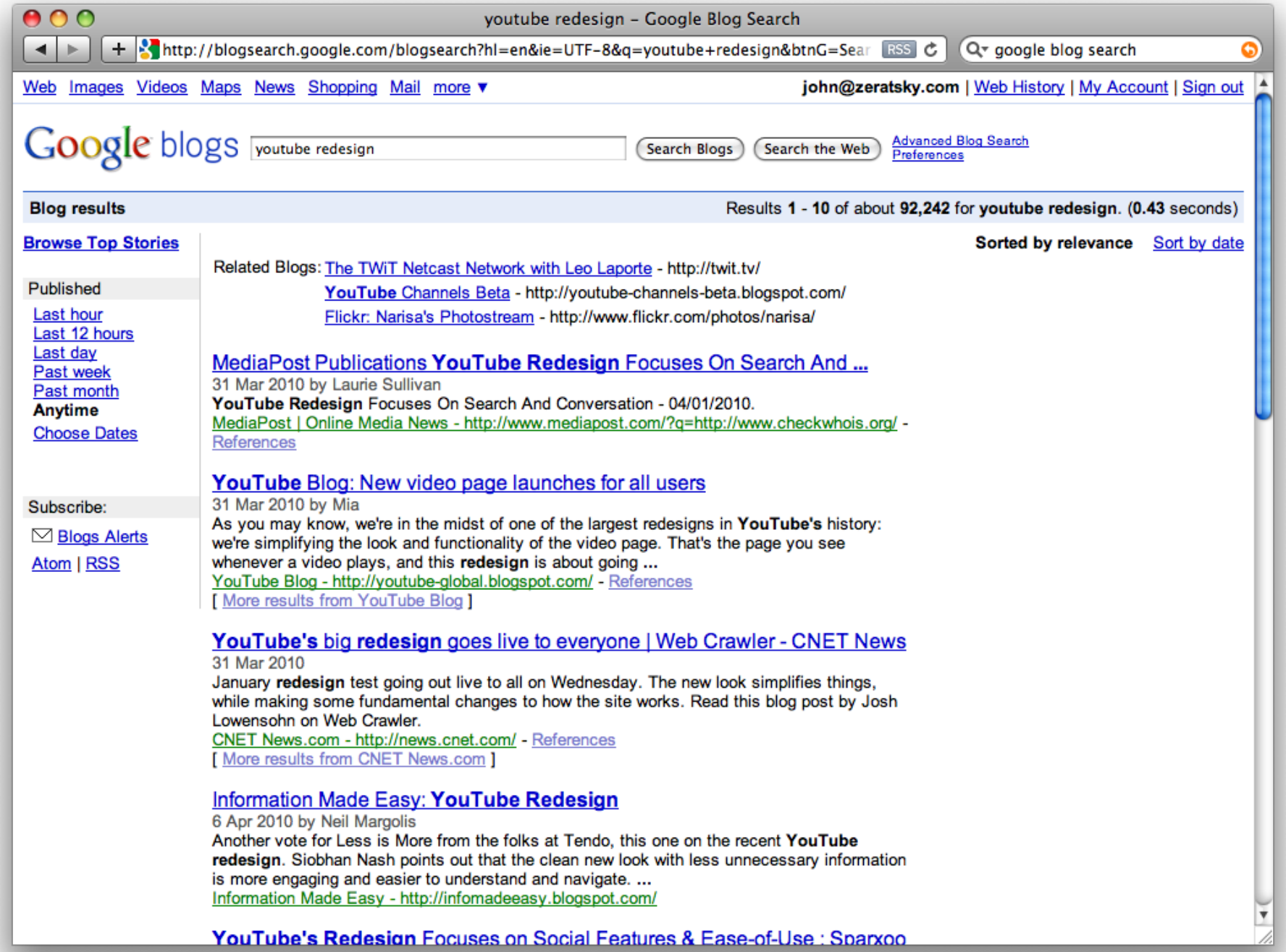

Are you sure you want to forget history?
If you do, you will be doomed to repeat it.
Cancel
Clear

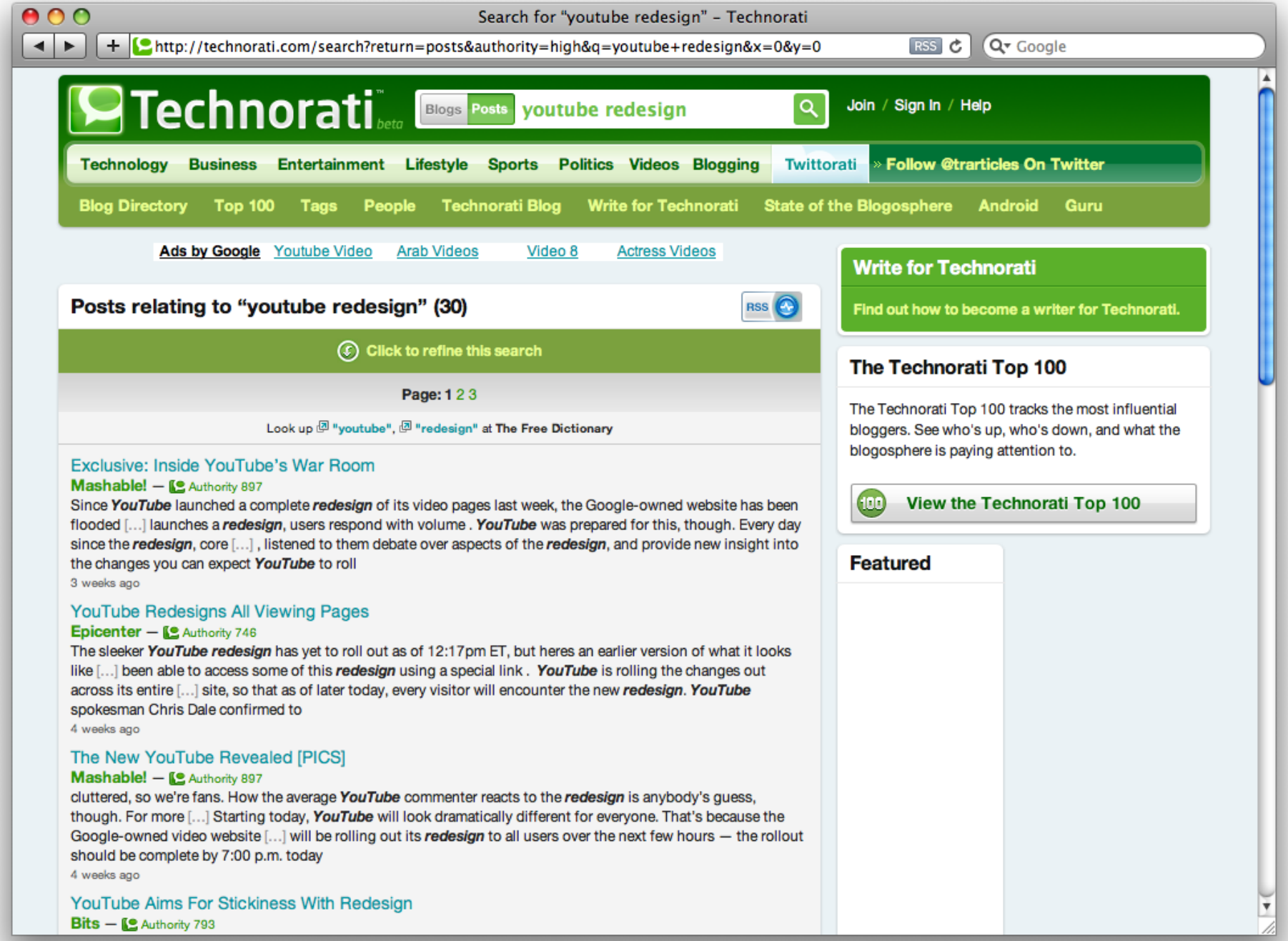
Principle

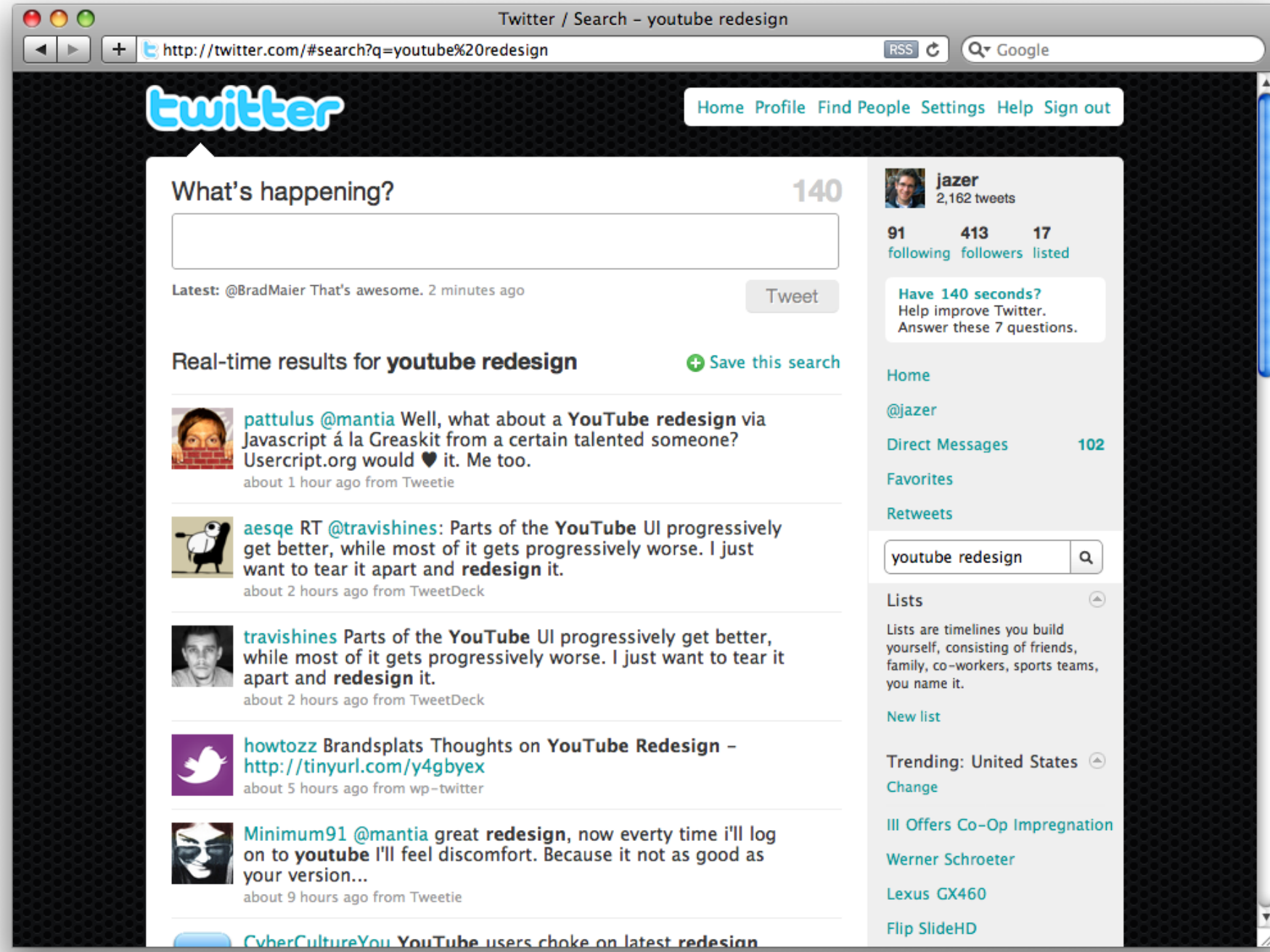
3) Engage in conversations

Tip

Listen to what people are saying


youtube redesign - Google Blog Search
http://blogsearch.google.com/blogsearch?hl=en&ie=UTF-8&q=youtube+redesign&btnG=Sear
google blog search
Web Images Videos Maps News Shopping Mail more ▼
john@zeratsky.com | Web History | My Account | Sign out
Google blogs
youtube redesign
Search Blogs
Search the Web
Advanced Blog Search
Preferences
Blog results
Results 1 - 10 of about 92,242 for youtube redesign. (0.43 seconds)
Browse Top Stories
Published
Last hour
Last 12 hours
Last day
Past week
Past month
Anytime
Choose Dates
Subscribe:
Blogs Alerts
Atom | RSS
Sorted by relevance
Sort by date
Related Blogs: The TWiT Netcast Network with Leo Laporte - http://twit.tv/
YouTube Channels Beta - http://youtube-channels-beta.blogspot.com/
Flickr: Narisa's Photostream - http://www.flickr.com/photos/narisa/
MediaPost Publications YouTube Redesign Focuses On Search And ...
31 Mar 2010 by Laurie Sullivan
YouTube Redesign Focuses On Search And Conversation - 04/01/2010.
MediaPost | Online Media News - http://www.mediapost.com/?q=http://www.checkwhois.org/ - References
YouTube Blog: New video page launches for all users
31 Mar 2010 by Mia
As you may know, we're in the midst of one of the largest redesigns in YouTube's history: we're simplifying the look and functionality of the video page. That's the page you see whenever a video plays, and this redesign is about going ...
YouTube Blog - http://youtube-global.blogspot.com/ - References
[More results from YouTube Blog]
YouTube's big redesign goes live to everyone | Web Crawler - CNET News
31 Mar 2010
January redesign test going out live to all on Wednesday. The new look simplifies things, while making some fundamental changes to how the site works. Read this blog post by Josh Lowensohn on Web Crawler.
CNET News.com - http://news.cnet.com/ - References
[More results from CNET News.com]
Information Made Easy: YouTube Redesign
6 Apr 2010 by Neil Margolis
Another vote for Less is More from the folks at Tendo, this one on the recent YouTube redesign. Siobhan Nash points out that the clean new look with less unnecessary information is more engaging and easier to understand and navigate. ...
Information Made Easy - http://infomadeeasy.blogspot.com/
YouTube's Redesign Focuses on Social Features & Ease-of-Use : Sparxoo


Search for "youtube redesign" - Technorati
http://technorati.com/search?return=posts&authority=high&q=youtube+redesign&x=0&y=0
Google
Technorati beta
Blogs Posts youtube redesign
Join / Sign In / Help
Technology Business Entertainment Lifestyle Sports Politics Videos Blogging Twittorati » Follow @trarticles On Twitter
Blog Directory Top 100 Tags People Technorati Blog Write for Technorati State of the Blogosphere Android Guru
Ads by Google Youtube Video Arab Videos Video 8 Actress Videos
Posts relating to "youtube redesign" (30)
RSS
Click to refine this search
Page: 1 2 3
Look up "youtube", "redesign" at The Free Dictionary
Exclusive: Inside YouTube's War Room
Mashable! — Authority 897
Since YouTube launched a complete redesign of its video pages last week, the Google-owned website has been flooded [...] launches a redesign, users respond with volume . YouTube was prepared for this, though. Every day since the redesign, core [...] , listened to them debate over aspects of the redesign, and provide new insight into the changes you can expect YouTube to roll
3 weeks ago
YouTube Redesigns All Viewing Pages
Epicenter — Authority 746
The sleeker YouTube redesign has yet to roll out as of 12:17pm ET, but heres an earlier version of what it looks like [...] been able to access some of this redesign using a special link . YouTube is rolling the changes out across its entire [...] site, so that as of later today, every visitor will encounter the new redesign. YouTube spokesman Chris Dale confirmed to
4 weeks ago
The New YouTube Revealed [PICS]
Mashable! — Authority 897
cluttered, so we're fans. How the average YouTube commenter reacts to the redesign is anybody's guess, though. For more [...] Starting today, YouTube will look dramatically different for everyone. That's because the Google-owned video website [...] will be rolling out its redesign to all users over the next few hours — the rollout should be complete by 7:00 p.m. today
4 weeks ago
YouTube Aims For Stickiness With Redesign
Bits — Authority 793
Write for Technorati
Find out how to become a writer for Technorati.
The Technorati Top 100
The Technorati Top 100 tracks the most influential bloggers. See who's up, who's down, and what the blogosphere is paying attention to.
View the Technorati Top 100
Featured


Twitter / Search - youtube redesign
http://twitter.com/#search?q=youtube%20redesign
RSS
Google
twitter
Home Profile Find People Settings Help Sign out
What's happening?
140
Latest: @BradMaier That's awesome. 2 minutes ago
Tweet
Real-time results for youtube redesign
Save this search
pattulus @mantia Well, what about a YouTube redesign via Javascript á la Greaskit from a certain talented someone? Usercript.org would ♥ it. Me too.
about 1 hour ago from Tweetie
aesqe RT @travishines: Parts of the YouTube UI progressively get better, while most of it gets progressively worse. I just want to tear it apart and redesign it.
about 2 hours ago from TweetDeck
travishines Parts of the YouTube UI progressively get better, while most of it gets progressively worse. I just want to tear it apart and redesign it.
about 2 hours ago from TweetDeck
howtozz Brandsplats Thoughts on YouTube Redesign - http://tinyurl.com/y4gbyex
about 5 hours ago from wp-twitter
Minimum91 @mantia great redesign, now everty time i'll log on to youtube I'll feel discomfort. Because it not as good as your version...
about 9 hours ago from Tweetie
CyberCultureYou YouTube users choke on latest redesign
jazer
2,162 tweets
91 following
413 followers
17 listed
Have 140 seconds?
Help improve Twitter.
Answer these 7 questions.
Home
@jazer
Direct Messages 102
Favorites
Retweets
youtube redesign
Lists
Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.
New list
Trending: United States
Change
III Offers Co-Op Impregnation
Werner Schroeter
Lexus GX460
Flip SlideHD

Tip

Respond with honesty and humility

“Companies react to mistakes in two ways — either you can create lists of rules and regulations, or you can work hard to make sure everybody “gets” the culture and let people be more entrepreneurial. We prefer the latter approach because it’s a lot more fun if it works. It's also far more stressful when it doesn’t. **We are very quick to promote our own success around here when we sign deals and work with great customers, so we have to look ourselves in the eye and challenge ourselves when we screw up.**

If you were one of the 90 folks that received an unsolicited email from us last night, mea culpa. I know a bunch of you personally, which makes it all the more amusing…not amusing like a *New Yorker* cartoon, but rather, amusing as in ‘not funny.’”

— Dick Costolo (FeedBurner CEO then, Twitter COO now)
http://bit.ly/costolo-respond

Tip

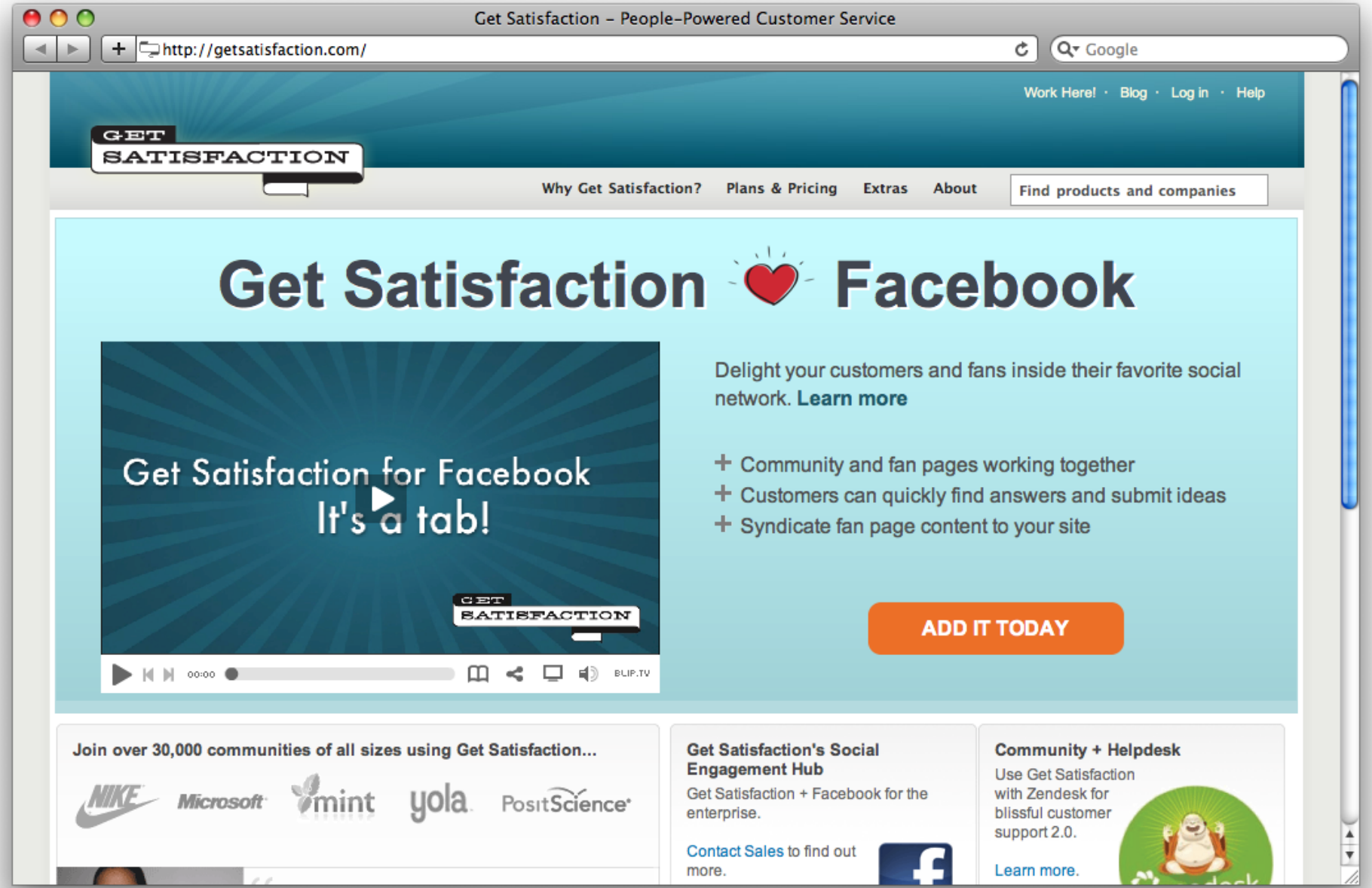
Surprise your users

tec
©2005 FeedBurner
TM

Google™
Open Source Programs Office

Tip

Provide your own support


Get Satisfaction – People-Powered Customer Service
http://getsatisfaction.com/
Google
Work Here! · Blog · Log in · Help
GET SATISFACTION
Why Get Satisfaction? Plans & Pricing Extras About
Find products and companies
Get Satisfaction Facebook
Get Satisfaction for Facebook
It's a tab!
Delight your customers and fans inside their favorite social network. Learn more
+ Community and fan pages working together
+ Customers can quickly find answers and submit ideas
+ Syndicate fan page content to your site
ADD IT TODAY
Join over 30,000 communities of all sizes using Get Satisfaction...
NIKE
Microsoft
mint
yola
PositScience
Get Satisfaction's Social Engagement Hub
Get Satisfaction + Facebook for the enterprise.
Contact Sales to find out more.
Community + Helpdesk
Use Get Satisfaction with Zendesk for blissful customer support 2.0.
Learn more.

Principle

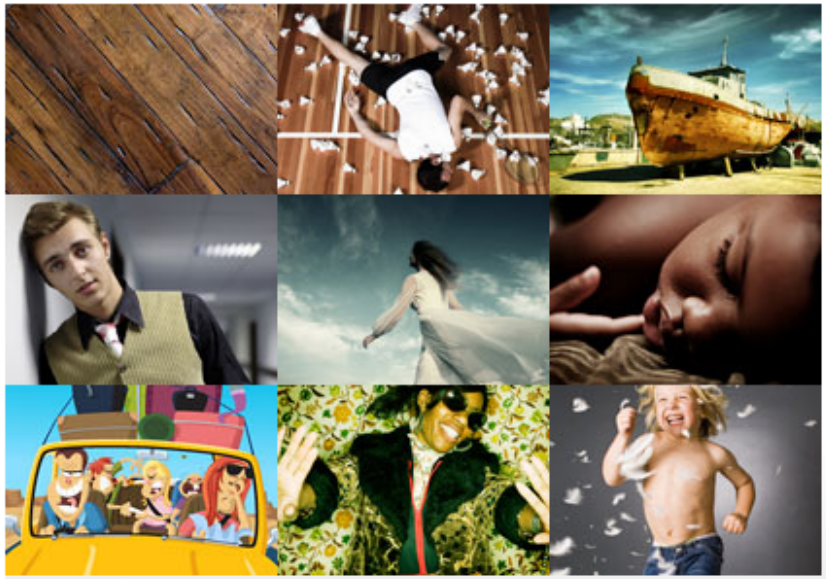
4) Be willing to give up control

Stock Photography: Search Royalty Free Images & Photos

http://www.istockphoto.com/index.php

iStockphoto

Not a member? Sign up | Login | English



iStock now has 4,845,000 royalty-free stock files. Browse recent.

Search for photos, illustrations, video & audio

SEARCH

Buy royalty-free files for as low as:

$1	$3	$6	$12	$18	$21
X small	small	medium	large	X large	XX large

Photos | Illustrations | Video | Audio *Now selling!*

Subscriptions: Choose a one-year plan for as low as:

$108/mo	$295/mo	$561/mo
10 credits/day	30 credits/day	60 credits/day

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2. Search for royalty-free stock photography, vector illustrations, stock video footage, audio tracks and Flash® files.
3. Buy stock with iStock credits then download the files you need. Purchase Pay-as-you-go credits or customize a Subscription.

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Sell stock | Buy stock

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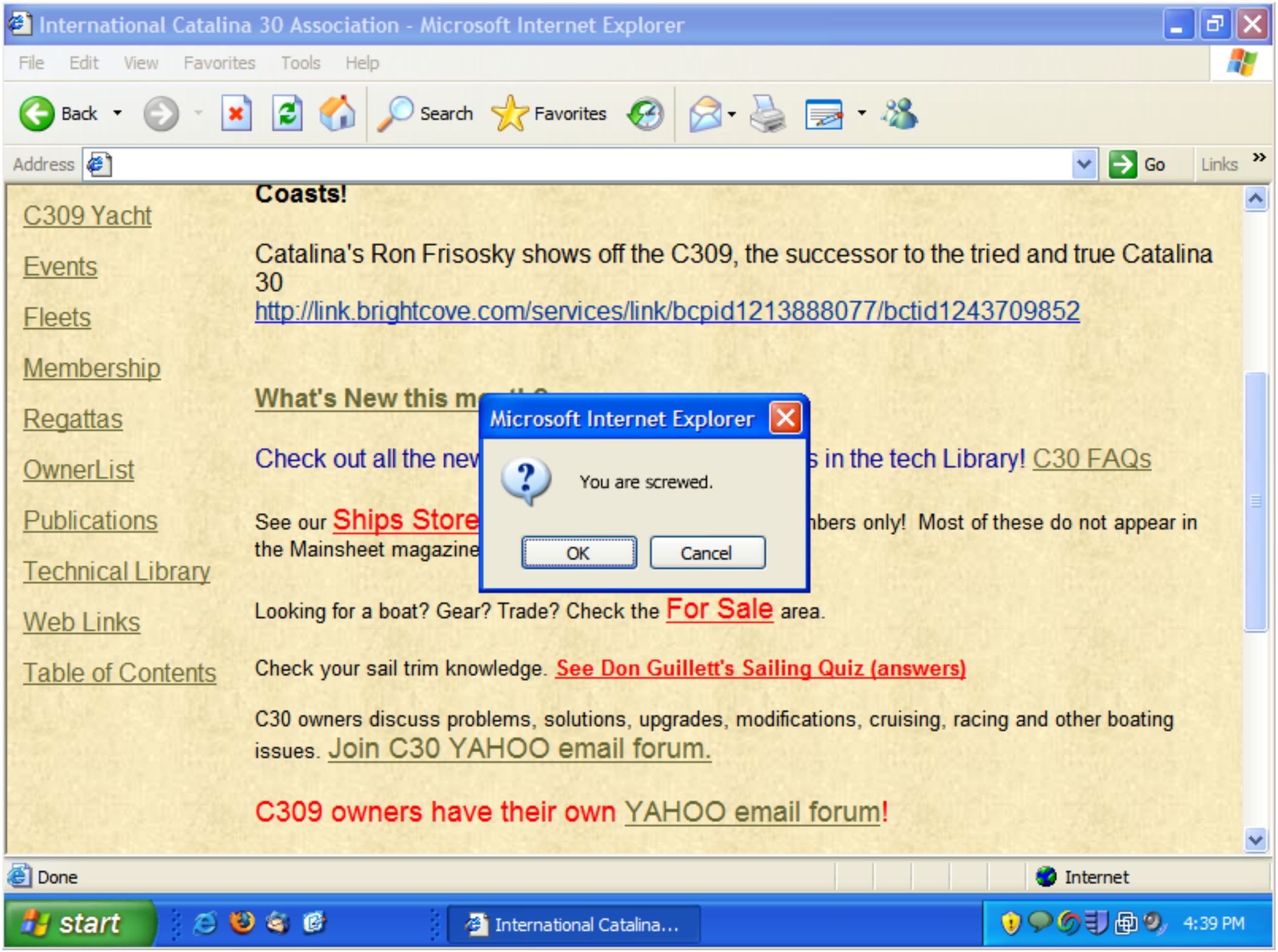
Done

Principle

5) Be polite


International Catalina 30 Association - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites
Address
Go Links
C309 Yacht
Events
Fleets
Membership
Regattas
OwnerList
Publications
Technical Library
Web Links
Table of Contents
Coasts!
Catalina's Ron Frisosky shows off the C309, the successor to the tried and true Catalina 30
http://link.brightcove.com/services/link/bcpid1213888077/bctid1243709852
What's New this m
Check out all the new
s in the tech Library! C30 FAQs
See our Ships Store
nbers only! Most of these do not appear in the Mainsheet magazine
Looking for a boat? Gear? Trade? Check the For Sale area.
Check your sail trim knowledge. See Don Guillett's Sailing Quiz (answers)
C30 owners discuss problems, solutions, upgrades, modifications, cruising, racing and other boating issues. Join C30 YAHOO email forum.
C309 owners have their own YAHOO email forum!
Microsoft Internet Explorer
You are screwed.
OK
Cancel
Done
Internet
start
International Catalina...
4:39 PM

Tip

Make it easy to get started

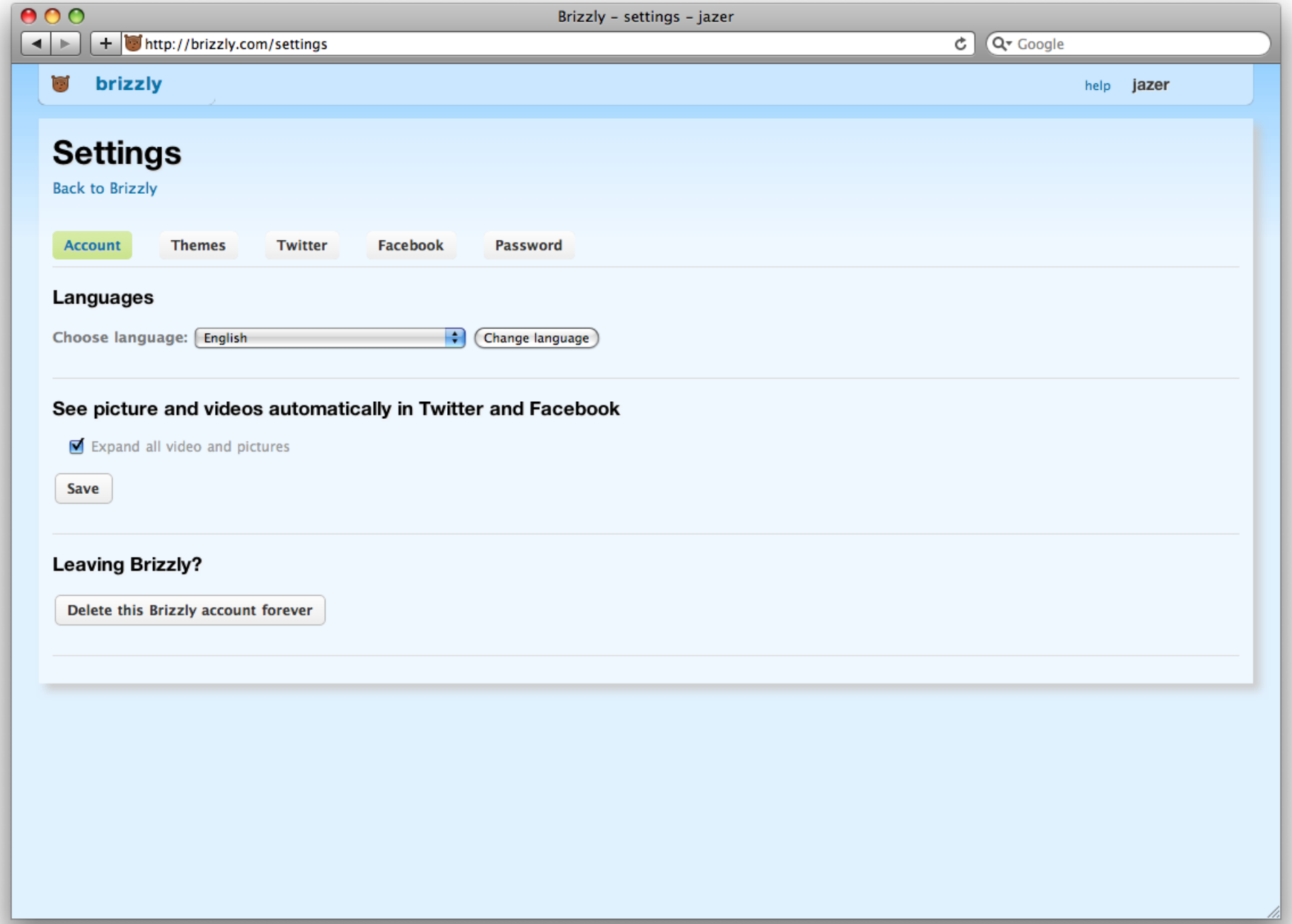
plans@tripit.com

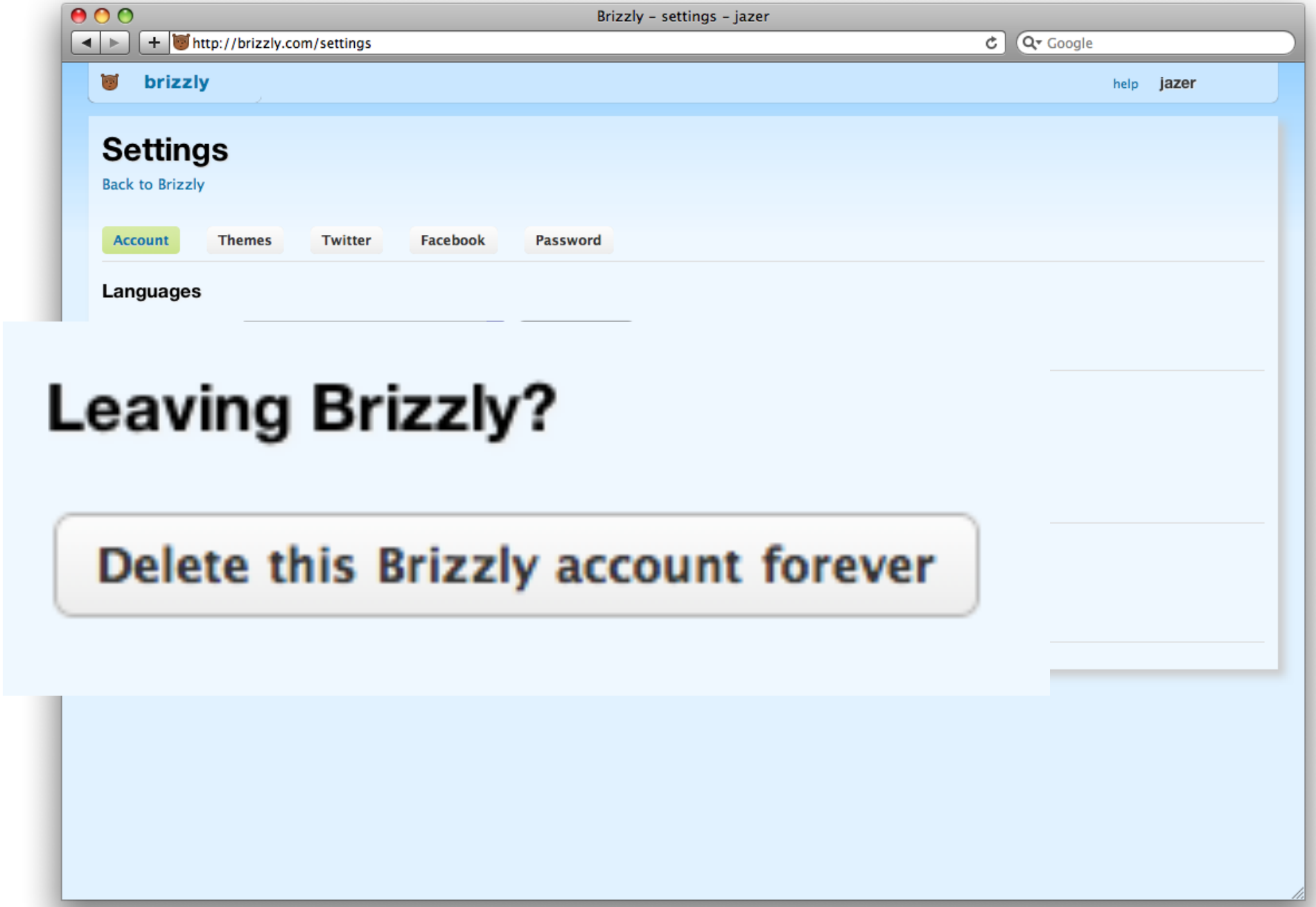
Sign in with OpenID
What is OpenID?
Sign in

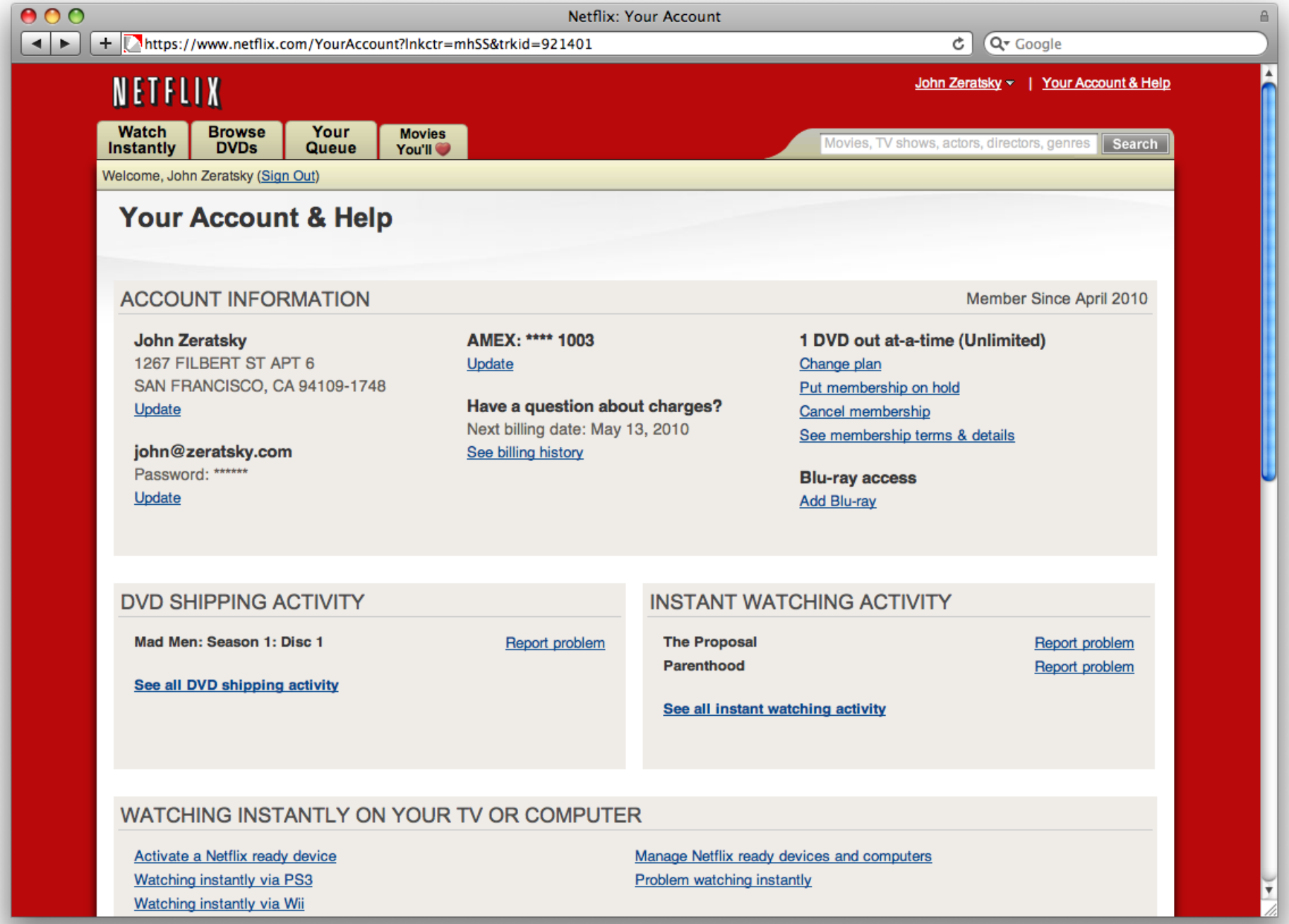
Tip

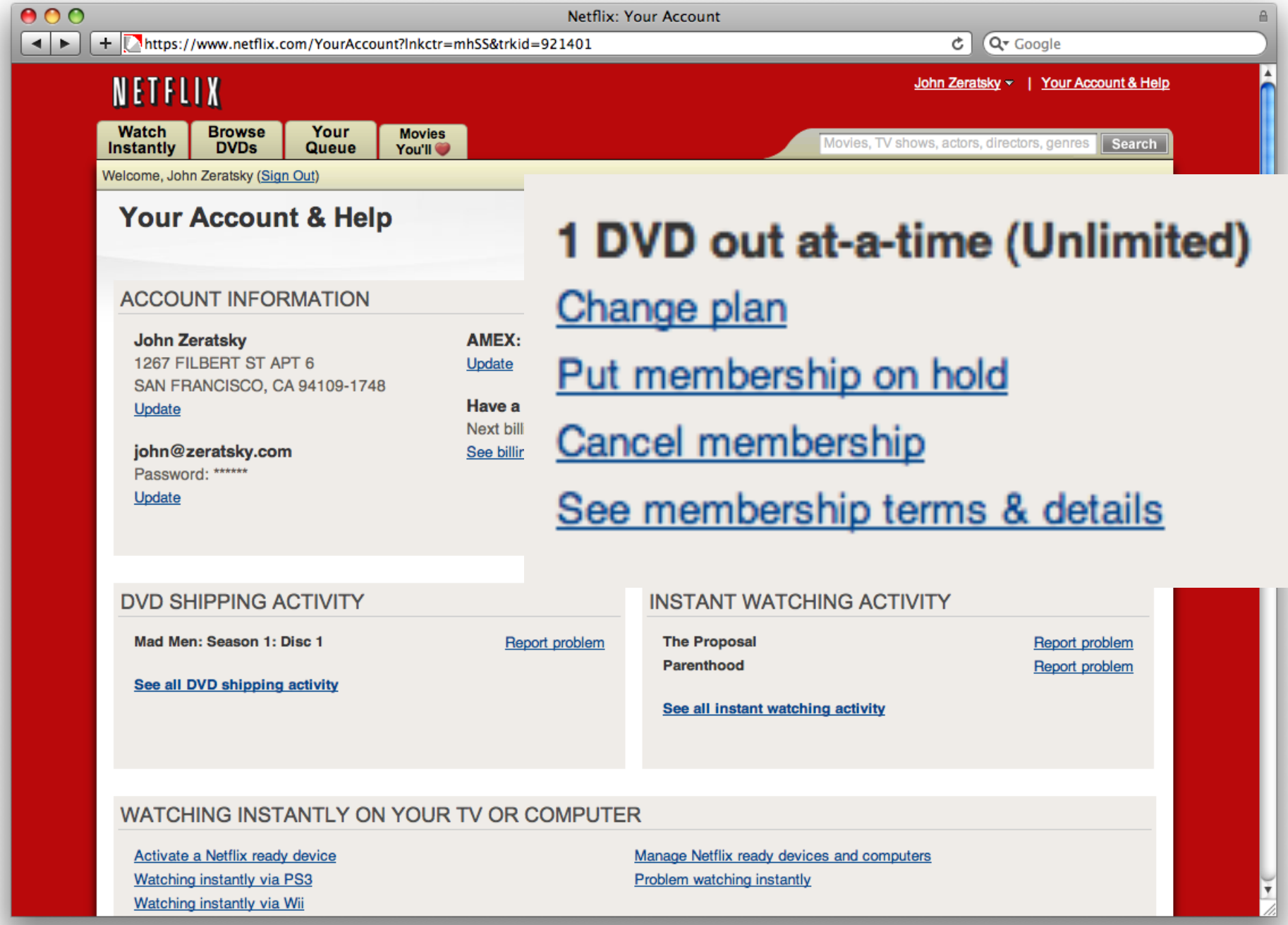
Offer a way out

Save Changes
or cancel and don't save


Brizzly – settings – jazer
http://brizzly.com/settings
Google
brizzly
help
jazer
Settings
Back to Brizzly
Account
Themes
Twitter
Facebook
Password
Languages
Choose language:
English
Change language
See picture and videos automatically in Twitter and Facebook
Expand all video and pictures
Save
Leaving Brizzly?
Delete this Brizzly account forever


Brizzly – settings – jazer
http://brizzly.com/settings
Google
brizzly
help
jazer
Settings
Back to Brizzly
Account
Themes
Twitter
Facebook
Password
Languages
Leaving Brizzly?
Delete this Brizzly account forever


Netflix: Your Account
https://www.netflix.com/YourAccount?lnkctr=mhSS&trkid=921401
Google
NETFLIX
John Zeratsky | Your Account & Help
Watch Instantly
Browse DVDs
Your Queue
Movies You'll
Movies, TV shows, actors, directors, genres
Search
Welcome, John Zeratsky (Sign Out)
Your Account & Help
ACCOUNT INFORMATION
Member Since April 2010
John Zeratsky
1267 FILBERT ST APT 6
SAN FRANCISCO, CA 94109-1748
Update
john@zeratsky.com
Password: ******
Update
AMEX: **** 1003
Update
Have a question about charges?
Next billing date: May 13, 2010
See billing history
1 DVD out at-a-time (Unlimited)
Change plan
Put membership on hold
Cancel membership
See membership terms & details
Blu-ray access
Add Blu-ray
DVD SHIPPING ACTIVITY
Mad Men: Season 1: Disc 1
Report problem
See all DVD shipping activity
INSTANT WATCHING ACTIVITY
The Proposal
Report problem
Parenthood
Report problem
See all instant watching activity
WATCHING INSTANTLY ON YOUR TV OR COMPUTER
Activate a Netflix ready device
Watching instantly via PS3
Watching instantly via Wii
Manage Netflix ready devices and computers
Problem watching instantly


Netflix: Your Account
https://www.netflix.com/YourAccount?lnkctr=mhSS&trkid=921401
Google
NETFLIX
John Zeratsky | Your Account & Help
Watch Instantly
Browse DVDs
Your Queue
Movies You'll
Movies, TV shows, actors, directors, genres
Search
Welcome, John Zeratsky (Sign Out)
Your Account & Help
1 DVD out at-a-time (Unlimited)
Change plan
Put membership on hold
Cancel membership
See membership terms & details
ACCOUNT INFORMATION
John Zeratsky
1267 FILBERT ST APT 6
SAN FRANCISCO, CA 94109-1748
Update
john@zeratsky.com
Password: ******
Update
AMEX:
Update
Have a
Next bill
See billir
DVD SHIPPING ACTIVITY
Mad Men: Season 1: Disc 1
Report problem
See all DVD shipping activity
INSTANT WATCHING ACTIVITY
The Proposal
Report problem
Parenthood
Report problem
See all instant watching activity
WATCHING INSTANTLY ON YOUR TV OR COMPUTER
Activate a Netflix ready device
Watching instantly via PS3
Watching instantly via Wii
Manage Netflix ready devices and computers
Problem watching instantly

Netflix: Cancel Membership

https://www.netflix.com/SubscriptionCancel?lnkctr=yas_cancel&trkid=496625

Google

NETFLIX

John Zeratsky | Your Account & Help

Watch Instantly | Browse DVDs | Your Queue | Movies You'll ♥

Movies, TV shows, actors, directors, genres Search

Welcome, John Zeratsky

Your Account

Cancel Membership

1 Please note:

- Return outstanding DVDs within 7 days of cancelling to avoid charges to your credit card.
- Cancellation will be effective immediately - no refunds for partial months.
- Instant streaming on your computer or via any Netflix ready device will no longer be available.

2 Before you go, have you considered?

- **Save some money with a different plan** — Try cheaper plan »

  We offer plans starting from $4.99 a month.

- **Pause billing with an account hold** — Start account hold »

  Stop DVD delivery and instant streaming. Keep ratings, adding movies and seeing previews.

3 Still want to cancel?

- Re-start your Netflix membership anytime.
- We will send an email confirmation of your cancellation.

☐ I accept and understand the terms of cancellation and want to cancel my account.

Complete Cancellation

Back to Your Account

Netflix: Cancel Membership

https://www.netflix.com/SubscriptionCancel?lnkctr=yas_cancel&trkid=496625

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NETFLIX

John Zeratsky | Your Account & Help

Watch Instantly | Browse DVDs | Your Queue | Movies You'll

Movies, TV shows, actors, directors, genres Search

Welcome, John Zeratsky

Your Account

Cancel Membership

1 Please note:

- Return outstanding DVDs within 7 days of cancelling to avoid charges to your credit card.
- Cancellation will be effective immediately - no refunds for partial months.
- Instant streaming on your computer or via any Netflix ready device will no longer be available.

2 Before you go, have you considered?

- **Save some money with a different plan** — Try cheaper plan »

  We offer plans starting from $4.99 a month.

- **Pause billing with an account hold** — Start account hold »

  Stop DVD delivery and instant streaming. Keep ratings, adding movies and seeing previews

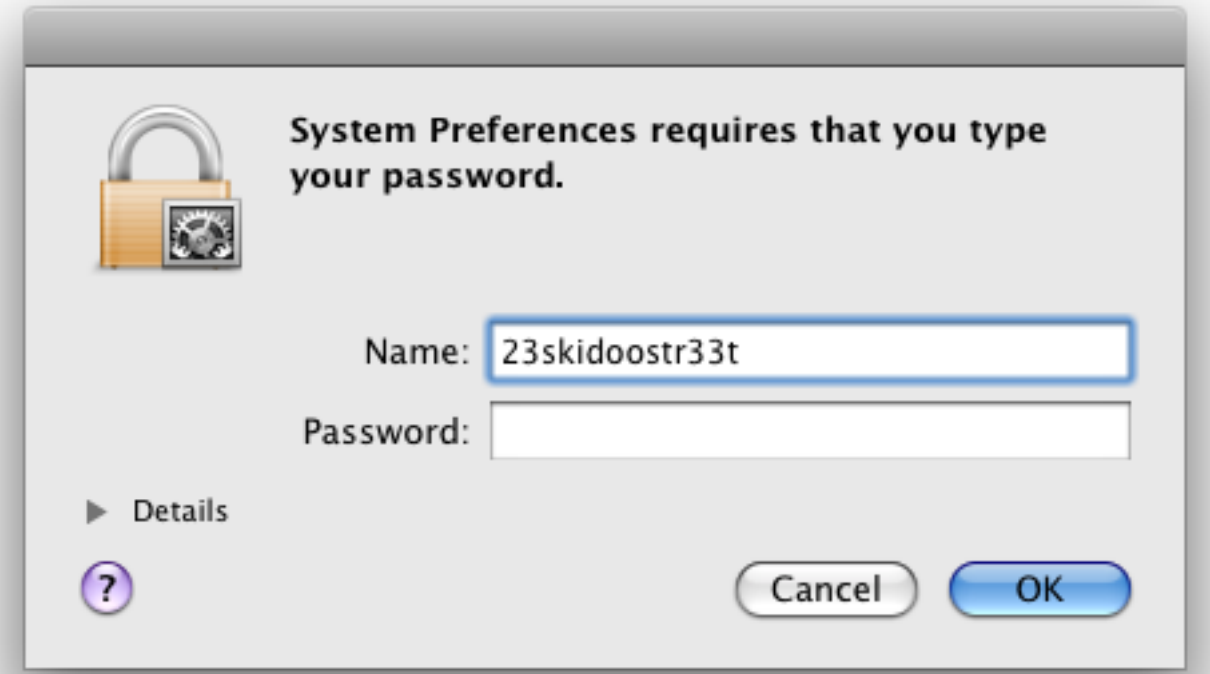
3 Still want to cancel?

- Re-start your Netflix membership anytime.
- We will send an email confirmation of your cancellation.

our Account

Principle

6) Prepare for failure


System Preferences requires that you type your password.
Name:
23skidoostr33t
Password:
Details
Cancel
OK

1 (312) 555-1212

http://www.mywebsite.com/

VISA 4388-5752-1234-5678

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Europe faces prolonged air chaos

European air traffic controllers say flights will be disrupted into the weekend by ash spewing from a volcano in Iceland.

- Volcano ash: Your stories
- UK planes grounded

OTHER TOP STORIES

- Ex-Blackwater president charged
- Thai leader in security reshuffle
- Al-Qaeda frees Italians in Mali
- China jails 'rape case' activists
- Iran's ex-leader 'banned from travel'
- UN praises Tanzania refugee move

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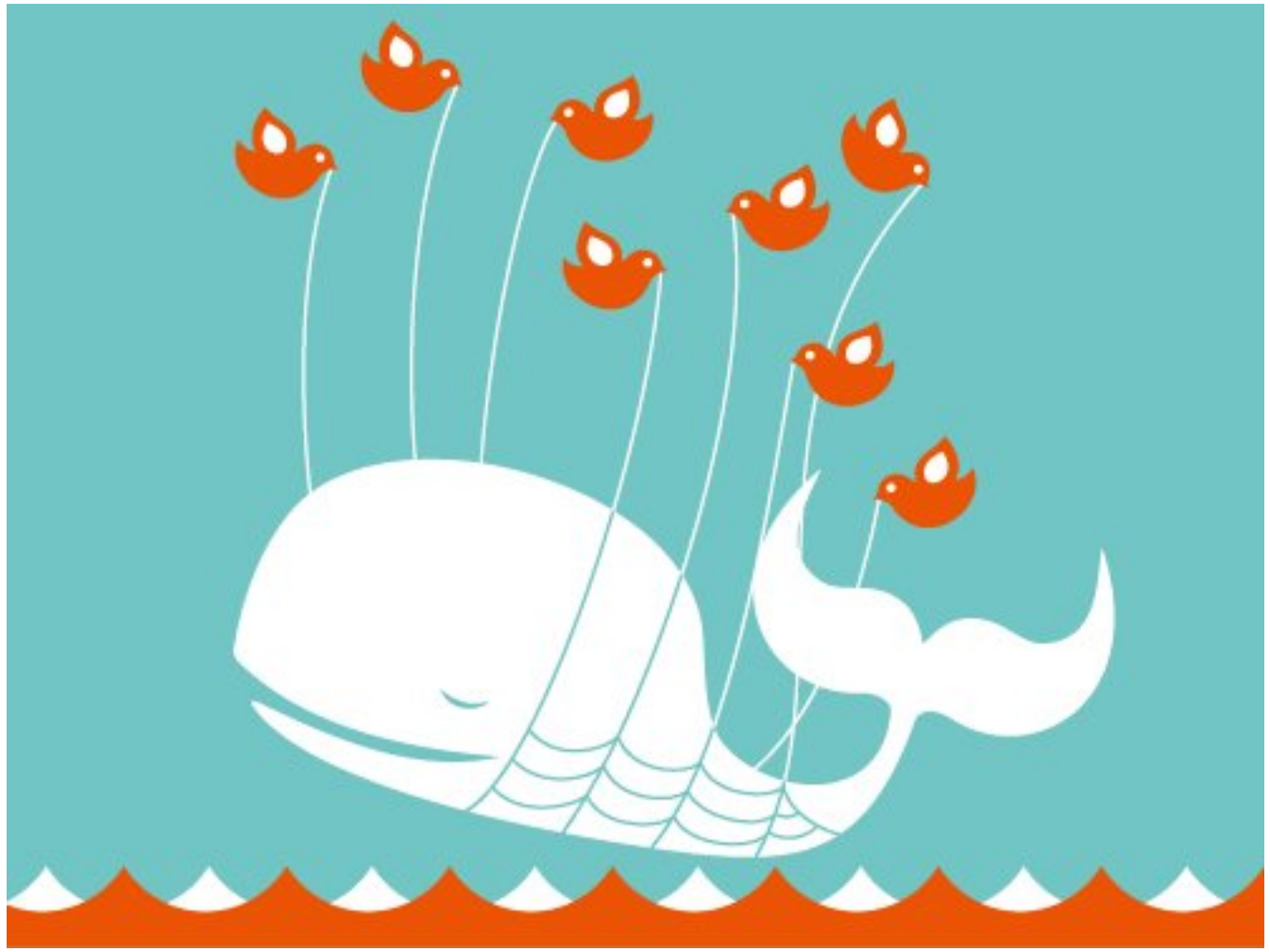
China quake toll 'passes 1,000'
The number of people killed by a devastating earthquake in China's Qinghai province rises to 1,144, say officials.

OTHER TOP STORIES

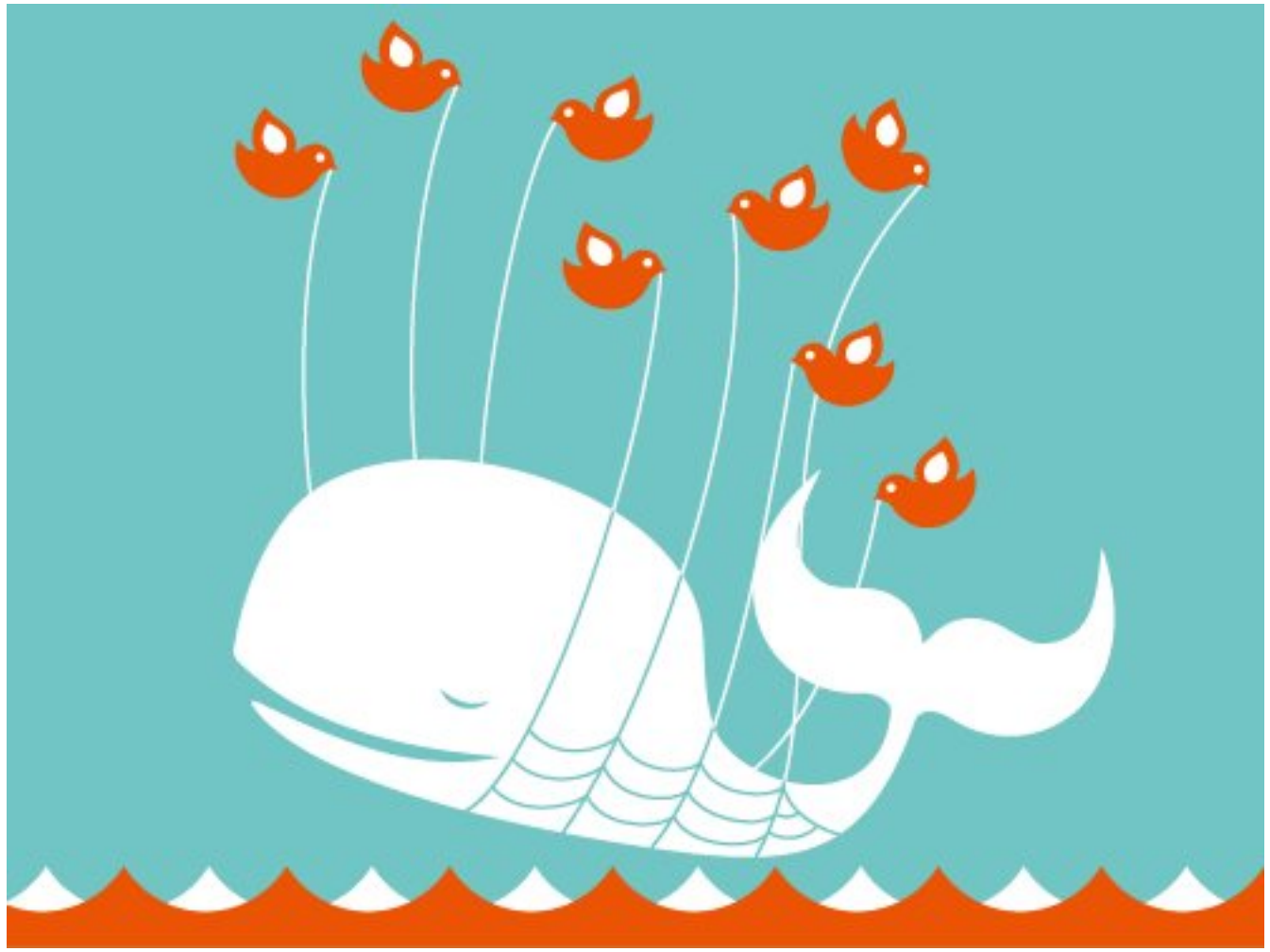
Ex-Blackwater president charged
The former president of the US private security firm, Blackwater Worldwide, and four other former workers are indicted on federal weapons charges.

Thai leader in security reshuffle



Principle

7) Be reliable



Principles

1) Be fast
2) Be yourself
3) Engage in conversations
4) Be willing to give up control
5) Be polite
6) Prepare for failure
7) Be reliable

Thank you! Questions?

Matt Shobe (Google)
John Zeratsky (YouTube)

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