





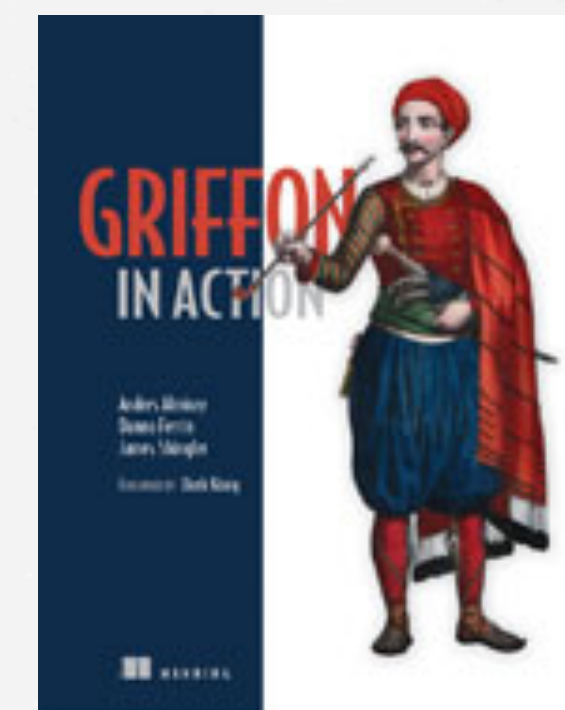
Creating a Magical User Experience

But the mind, not the eye, sees.
The mind, not the ear, hears.
The mind, not the fingers, feels.
So it is with all of the senses.



Who Am I?

- ✧ Danno Ferrin
- ✧ Husband/Father
- ✧ Software Developer by Trade
- ✧ Open Source Contributor
- ✧ Interested in Magic
- ✧ ***Not*** a Magician



Who do I Work For

- ✱ Intelligent Software Solutions

- ✱ WebTAS

- ✱ CIDNE

- ✱ HQ in Colorado Springs, CO

- ✱ Denver, Hampton VA, DC, Rome NY, Boston, Tampa

- ✱ Yes, we are Hiring. <http://www.issinc.com/careers>



Why Magic?



Trick

Cups and Balls

What is in a Word?

- UX User Experience
- UI User Interface
- *UI User Illusion*

What is in a Word?

- User Illusion I : Lies
- User Illusion II: The Skeuomorph Incident

Maslow's Hierarchy

Self Actualization

Self Esteem

Socialization

Safety

Physiological

Application Hierarchy

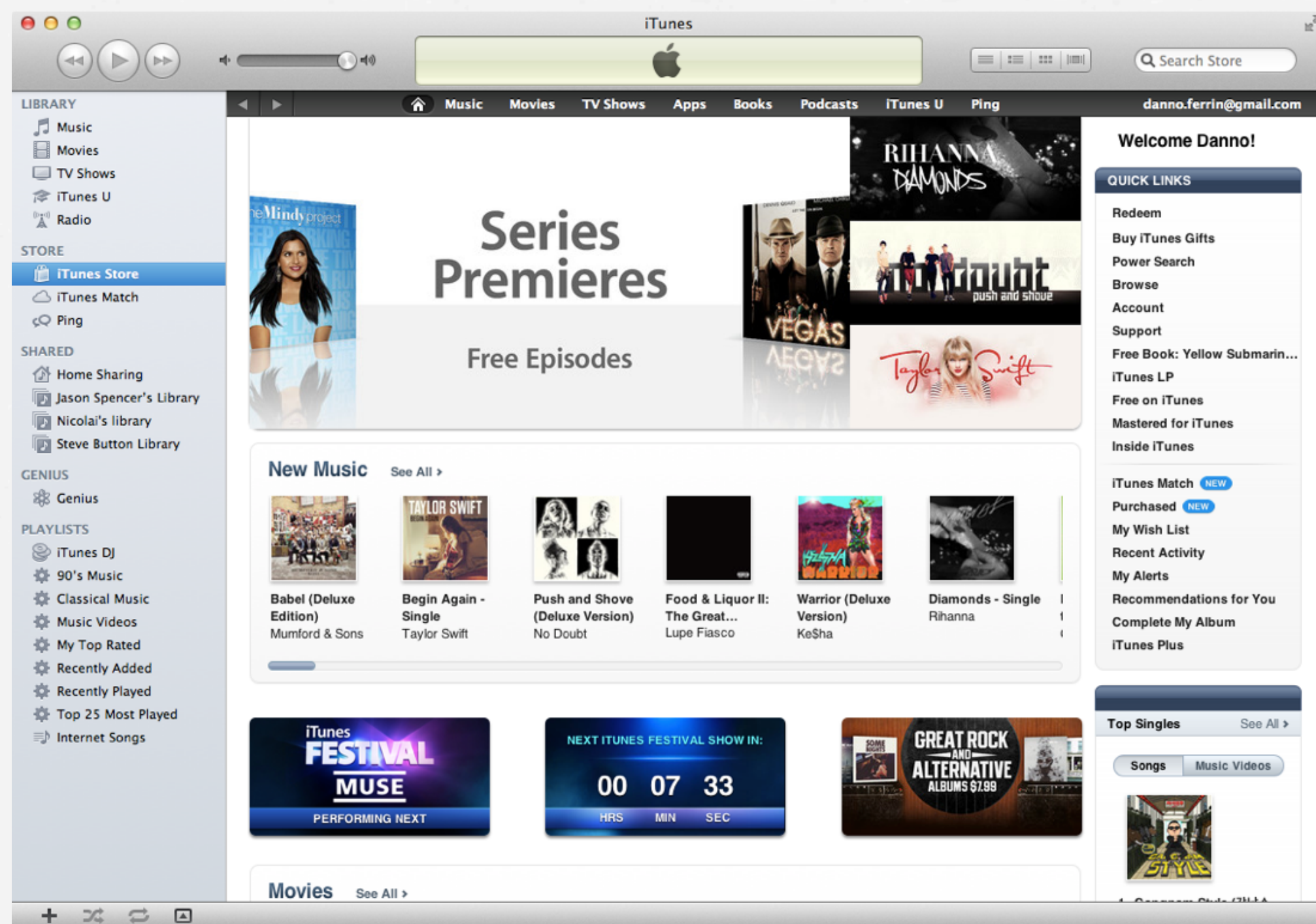




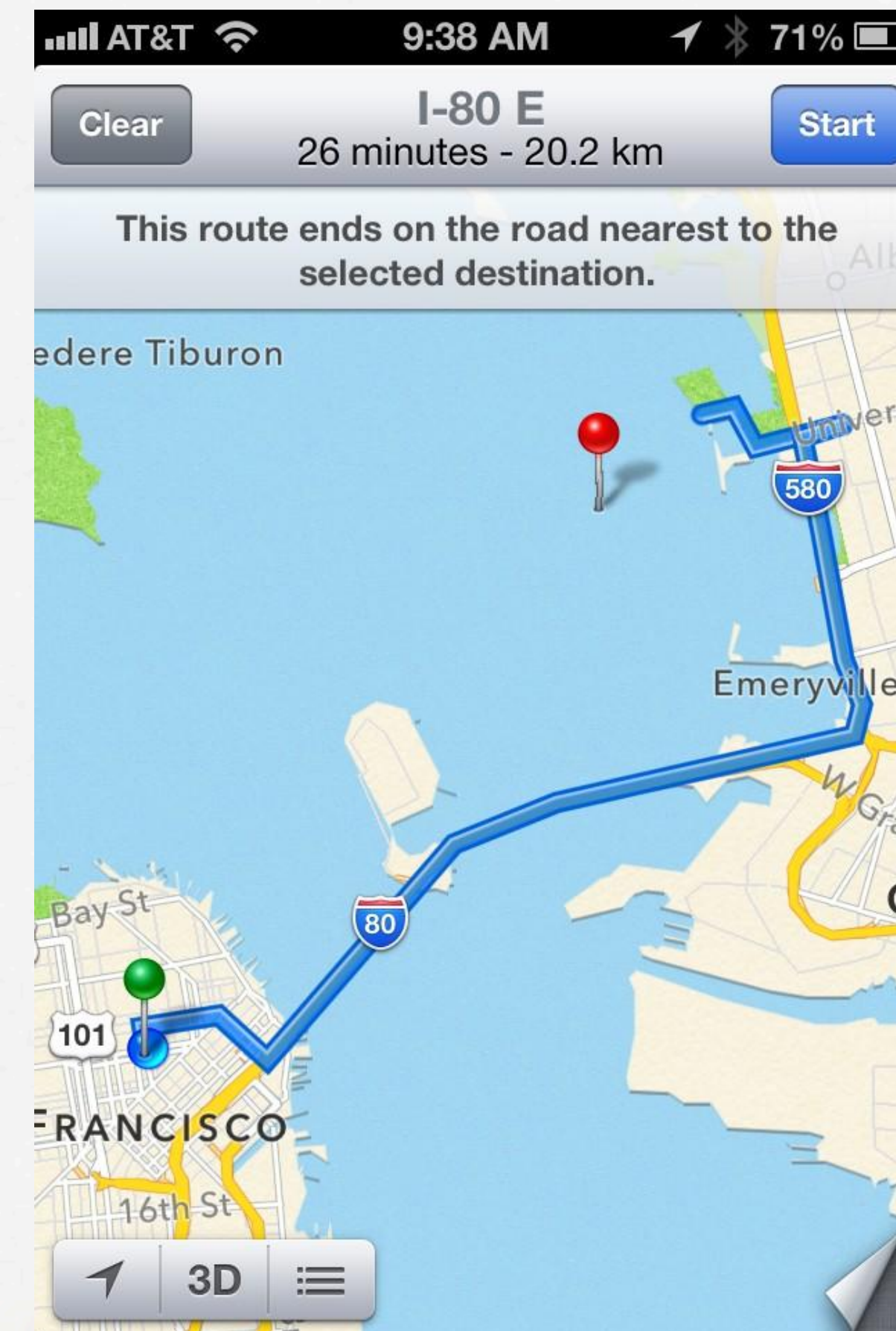
Trick

Disappearing Wand

Success is fleeting



Failure is Forever



Rules of Magic

1. Never reveal the secret of the trick to the audience.
2. Never do the same trick twice for the same audience.
3. Never let the audience see your secret preparations.

Magician's Oath

- "As a magician I promise never to reveal the secret of any illusion to a non-magician, unless that one swears to uphold the Magician's Oath in turn.

I promise never to perform any illusion for any non-magician without first practicing the effect until I can perform it well enough to maintain the illusion of magic."

Magic Circle Motto

- *indocilis privata loqui*

- ~not apt to disclose secrets~

The Suspension of Disbelief

- Samuel Taylor Coleridge
- (1772-1834)
- “Human interest and a semblance of truth”
- 1817



What's Different?



Ethics

Ethics

Ethics

Safety

Performers and Audience

Data and Identity

Integrity

Keep Secrets

Keep Secrets

Respect

Don't Steal Another
Magician's Tricks

Don't Steal

Proactivity

"This is an Illusion"

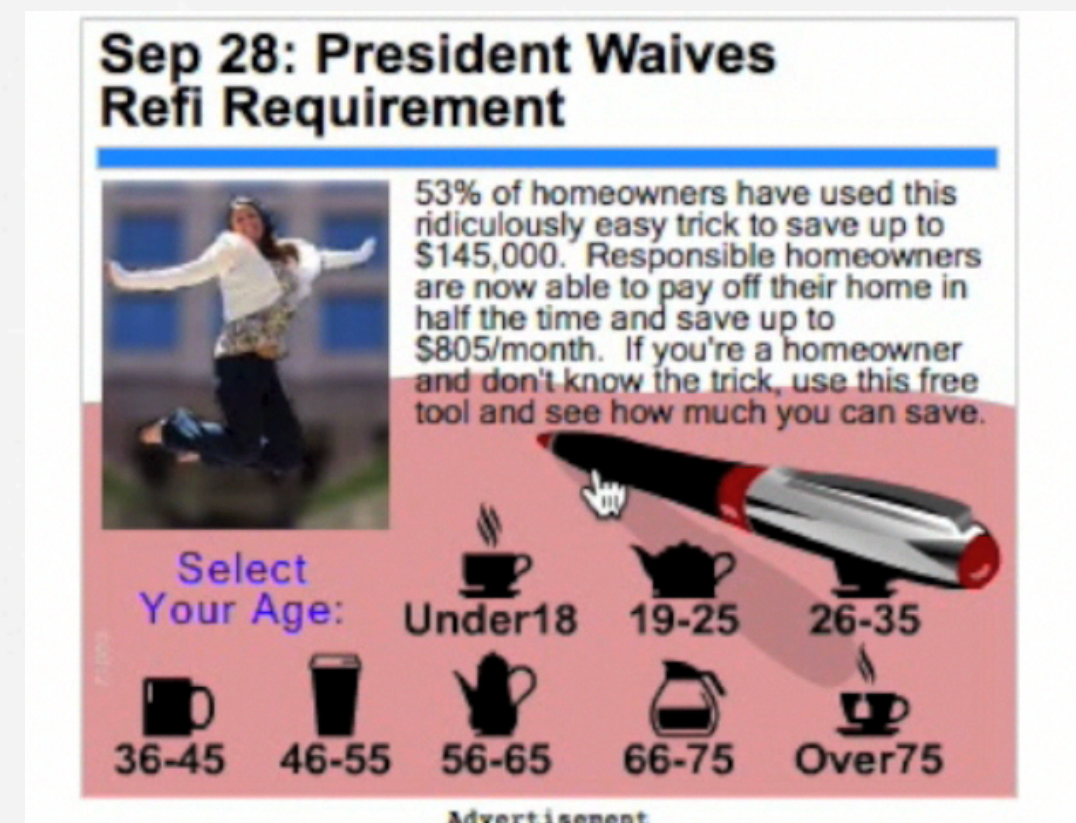
Inform the Users about
Risks and Failures



Trick

Linking Rings

Don't Be Unethical



- Did you read the content first or look at the ad first?
- Techniques of Magic are being abused here.

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Rules of Magic

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Consider Your Audience

3 Kinds of Users

Mike

Hellen

Metallica

Heart

Merlin

Hermione



3 Kinds of Users

Random User

Rock Star

Genius



3 Kinds of Users

Muggle

Squib

Wizard/Witch

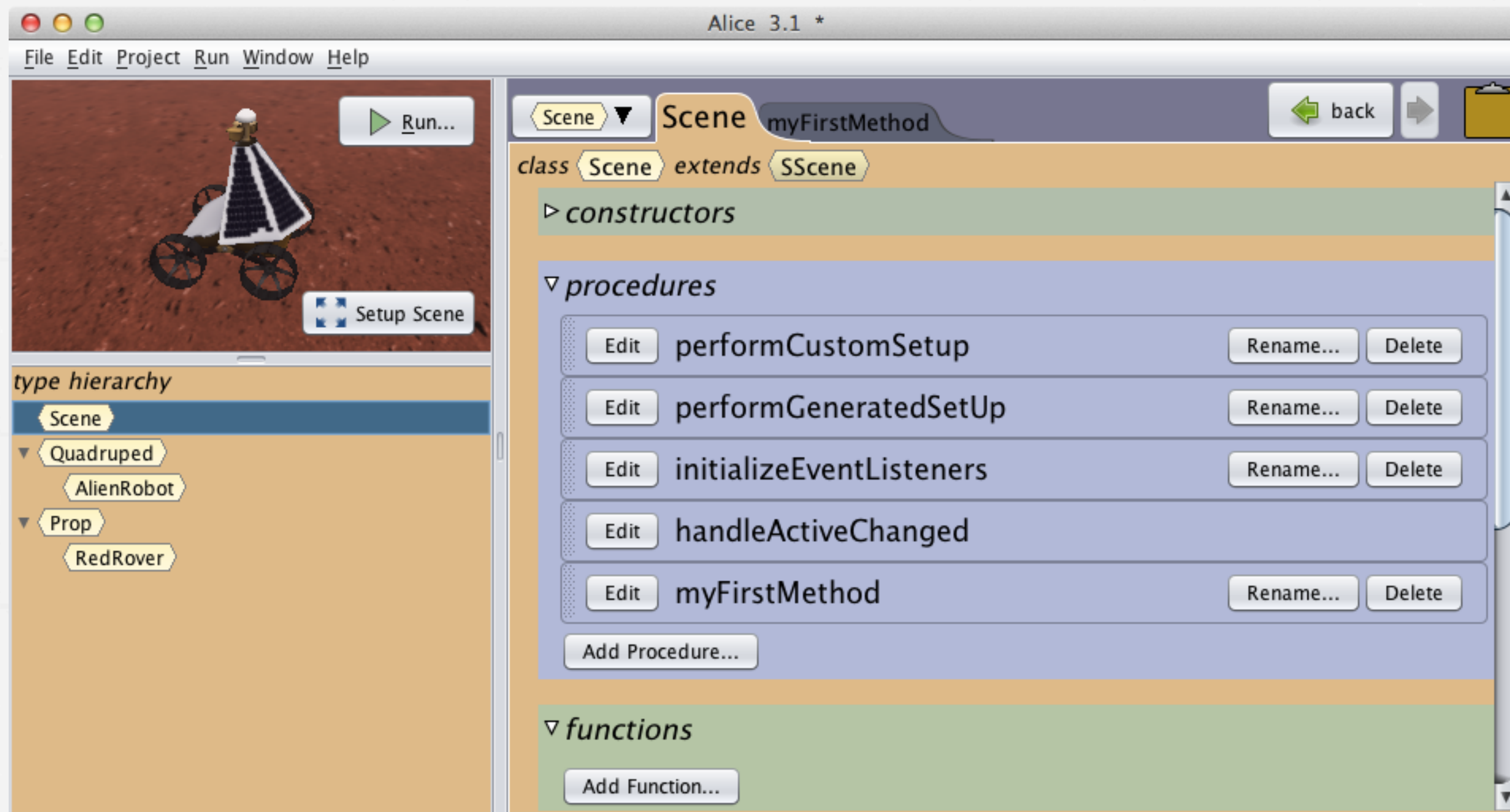


3 Kinds of Users

Don't Know the Trick

Know the Trick

Can Do the Trick



CreateJfxNative.groovy - [Griffon-javafx-plugin] - griffon-javafx-plugin - [~/git/github/deanriverson/griffon-javafx...

Griffon:griffon-javafx-plugin

griffon-javafx-plugin scripts CreateJfxNative.groovy

Project

- resources
- views
- idea
- lib
- scripts
 - _Create.groovy
 - _Events.groovy
 - _Install.groovy
 - _Prepare.groovy
 - _Uninstall.groovy
 - CreateJfxNative.groovy

Ant Build

Maven Projects

Kotlin

JetGradle

Changes: Local Log

Filter: Q Branch: All User: All

Comment	Author	Date
Last Week		
master origin/master HEAD	Danno Ferrin	12 Aug 2012 10
reduce verbosity and remove	Danno Ferrin	12 Aug 2012 10
master origin/master origin/HEAD HEAD		
Description: improve mac icon creation.		
- use defined icon		
- set icon on volume as well		
Contained in master, origin/master		

6: TODO Version Control 9: Changes

Event Log

99:68 UTF-8 Git: master 196M of 791M

```
92
93 ant.deploy(width: argsMap['applet-width'] ?: 480,
94           height: argsMap['applet-height'] ?: 640,
95           outdir: "$distDir/jfxnative/",
96           nativeBundles: 'all',
97           //verbose: "true",
98           outfile: "${griffon.util.GriffonNameUtils.getNaturalName(griffon)}")
99
100 fxant.application(refid: 'fxApplication')
101
102 fxant.resources {
```



```
groovyfx — vim — 80x24
* @author jimclarke
* @author Dierk Koenig added the default delegate
*/
public class GroovyFX extends Application {
    public static Closure closure;

    @Override
    public void start(Stage primaryStage) throws Exception {
        try {
            closure.setDelegate(new SceneGraphBuilder(primaryStage));
            InvokerHelper.invokeClosure(closure, new Object[] { this });
        } catch (RuntimeException re) {
            re.printStackTrace();
            throw re;
        }
    }

    /**
     * @param buildMe The code that is to be built in the context of a SceneGrap
     hBuilder for the primary
     *             stage and started
     */
    public static void start(Closure buildMe) {
:

```


The Magic Castle





Leverage your Stage

Stages for Magic

✱ Close-up Gallery

✱ Web Application

✱ Parlor of Prestidigitation

✱ Desktop Application

✱ Palace of Mystery

✱ Embedded Device

Stages for Magic

✱ Web Application

✱ Load Code Every Time

✱ Desktop Application

✱ Install Code

✱ Embedded Device

✱ On the Chips

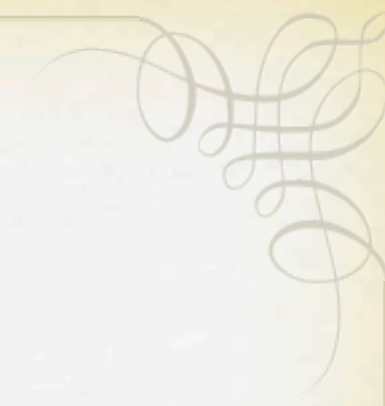
Video Stages



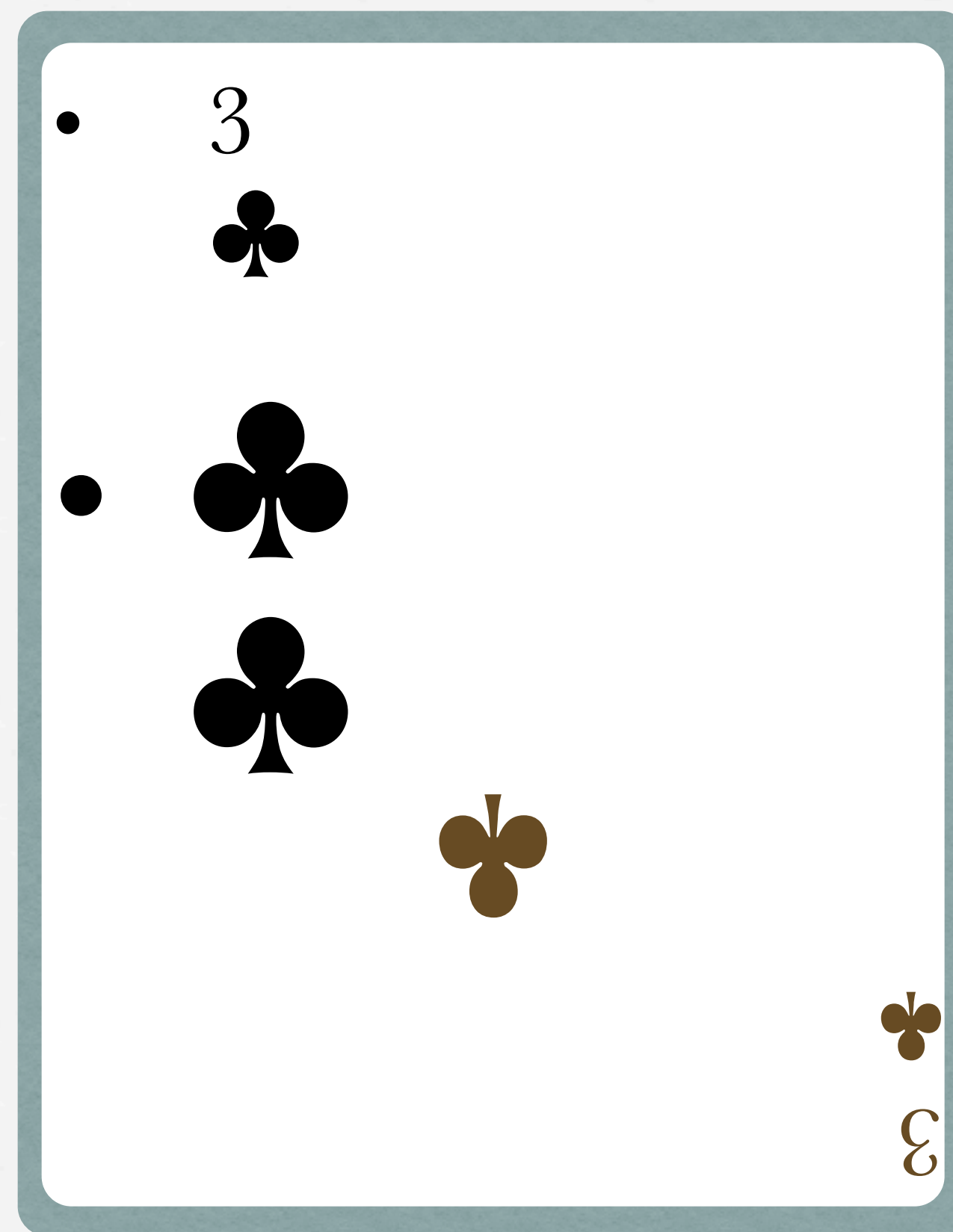


Trick

Forcing a Card



Three of Clubs





Suggestion and the Illusion of Choice

Choice As illusion



Choice as illusion

- If there are two or more ways to do something, and one of those ways can result in a catastrophe, then someone will do it.
 - Murphy's Law,
as originally stated.

Choice as Illusion

- ✱ Limit the choices a user can make
- ✱ Prepare for every possible choice
- ✱ Tailor choices to your audience

Muggle Git

The screenshot displays the Muggle Git web interface. At the top right, the user 'shemnon' is logged in, with a 'LOG OUT' link. The interface is divided into three main sections: a left sidebar, a central repository list, and a right-hand details pane.

Left Sidebar:

- local**: A button labeled 'repositories' with a computer icon.
- github**: A list of user avatars and names: 'shemnon', 'griffon', 'groovyfx-project', and 'Insubstantial'.

Central Repository List:

A search bar labeled 'FILTER REPOSITORIES' is at the top. Below it, a list of repositories is shown, each with a pin icon and a right-pointing arrow:

- groovyfx-project/groovyfx
- Insustantial/insustantial
- shemnon/DeckControl
- epublib
- shemnon/Golem
- gpomodoro
- griffon-talk
- kotlin
- phonegap

Right-hand Details Pane:

The pane shows the 'README.md' file for the selected repository. It contains the following text:

Build instructions

Download JavaFX from <http://javafx.com> and follow the install instructions.

Building with Gradle

- Set your environment variable JAVAFX_HOME to the directory that contains rt/lib/jfxrt.jar.
- cd groovyfx
- gradlew build

To run any specific demo, e.g. the AccordionDemo, you can just call

```
gradlew AccordionDemo
```

To see an executable overview of all build tasks including all demos

Squib Git

The screenshot displays the IntelliJ IDEA IDE interface for a project named 'groovyfx'. The top toolbar shows various development actions. The 'Project' view on the left shows the project structure, including 'buildSrc', 'grails-doc', 'lib', 'nbproject', 'src', and 'demo'. The 'demo' folder contains 'groovy' and 'structure' subfolders. The 'Changes' tab is active, showing a list of commits. A context menu is open over the commit history, with options like 'Cherry-pick', 'Create Patch...', 'Checkout Revision', 'New Branch', 'New Tag', 'Copy Hash', 'Show Graph', 'Find Commit', 'Highlight subgraph', 'Highlight...', 'Mark', 'Branch', 'User', 'Structure', and 'Refresh'. The 'Branch' menu is expanded, showing 'All', '*master', 'Local', and 'Remote'. The 'Remote' menu is also expanded, showing 'origin/HEAD', 'origin/groovyfx0.2.x', and 'origin/master'. The 'Commit History' table lists the following commits:

Date	Comment	Author	Date
16 Jul 2012 10:10 A	Merge pull request #7 from shemnon/master	Dean Iverson	16 Jul 2012 10:10 A
15 Jul 2012 9:56 PM	FXML - add fx:id attributes to the resolution. FXIDs resolve first	Danno Ferrin	15 Jul 2012 9:56 PM
13 Jul 2012 7:59 AM	UberShelf Demo... first 14 demos	Danno Ferrin	13 Jul 2012 7:59 AM
2 Jul 2012 7:41 PM	FXML - reference attributes by CSS id directly in the node closure (cherry-picked from commit 55b54fe)	Danno Ferrin	2 Jul 2012 7:41 PM
30 Jun 2012 9:38 PM	Fix binding property of parent node	JimClarke5	30 Jun 2012 9:38 PM
30 Jun 2012 9:37 PM	Fix binding property of parent node	JimClarke5	30 Jun 2012 9:37 PM
30 Jun 2012 8:55 PM	Add Platform.exit()	JimClarke5	30 Jun 2012 8:55 PM
30 Jun 2012 8:36 PM	Change to use GroovyFX.start, as JavaFX fails	JimClarke5	30 Jun 2012 8:36 PM
30 Jun 2012 7:25 PM	Merge pull request #6 from shemnon/c45b3	JimClarke5	30 Jun 2012 7:25 PM
30 Jun 2012 1:49 PM	FXML demo broken (a) file location (b) contain	Danno Ferrin	30 Jun 2012 1:49 PM
12 Jun 2012 3:43 AM	Upgrade to Gradle 1.0.	Russel Winder	12 Jun 2012 3:43 AM

The 'Commit' details section shows the following information:

- Hash: b40dba627b416100ae3e35152cb6
- Author: Danno Ferrin (danno.ferrin@shemnon.com)
- Committer: Danno Ferrin (danno.ferrin@shemnon.com)
- Description: FXML - reference attributes by CSS id directly in the node closure (cherry-picked from commit 55b54fe)
- Contained in branches: groovyfx_0.2.x, master, origin/groovyfx_0.2.x, origin/master

The 'Structure' view on the right shows the project structure, including 'groovyfx' (4 files), 'demo' (3 files), 'groovy' (1 file), 'resources' (2 files), and 'main/groovy/groovyfx/java/factory' (1 file). The 'Event Log' at the bottom shows the following events:

- 6: TODO
- Version Control
- 9: Changes

The status bar at the bottom shows '71:1/414', 'UTF-8', 'Git: master', and '189M of 791M'.

Wizard Git

```
groovyfx — bash — 80x24
commit dbb0ad730b0ed867232fe1b4d8fcb1f7ebe85f9c
Author: Dean Iverson <dean@pleasingsoftware.com>
Date: Sun Sep 2 09:50:06 2012 -0600

    Updated version to 0.4-SNAPSHOT.

commit 476d0e1706cc74c6e245f104024adfe01efd358d
Author: Dean Iverson <dean@pleasingsoftware.com>
Date: Sun Sep 2 09:40:46 2012 -0600

    Updated version to 0.3 (dropped SNAPSHOT), added source and target compatibi

commit 6015e8a038f12732ae4d97b25c182e30abdb457f
Author: Danno Ferrin <danno.ferrin@shemnon.com>
Date: Fri Aug 3 23:05:12 2012 -0600

    Require JavaFX version 2.2 (of some sort) to compile

commit 52aa0eadbb5821243d260f6a014bf5c44f6b337d
Author: Russel Winder <russel@winder.org.uk>
Date: Wed Aug 1 17:57:13 2012 +0100

    Upgrade to Gradle 1.1.
Alnilam:groovyfx shemnon$ git reset --hard dbb0ad7
```

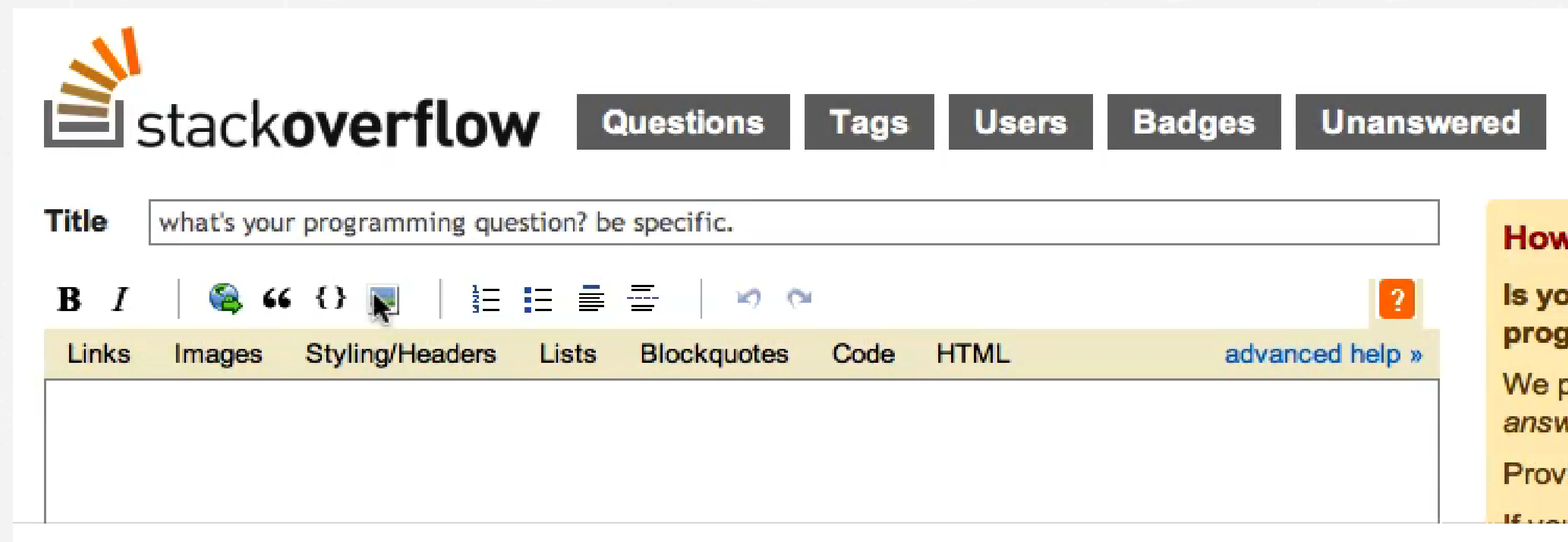

Direction

Work With Instinct

- ✱ Our Brains Still Work on Instinct
 - ✱ Track Motion in the Periphery
 - ✱ Prioritizing Facial Recognition
- ✱ Needed for Survival
 - ✱ Identifying Threats -- Fast
 - ✱ Identifying Friends and Foes -- Fast

Motion

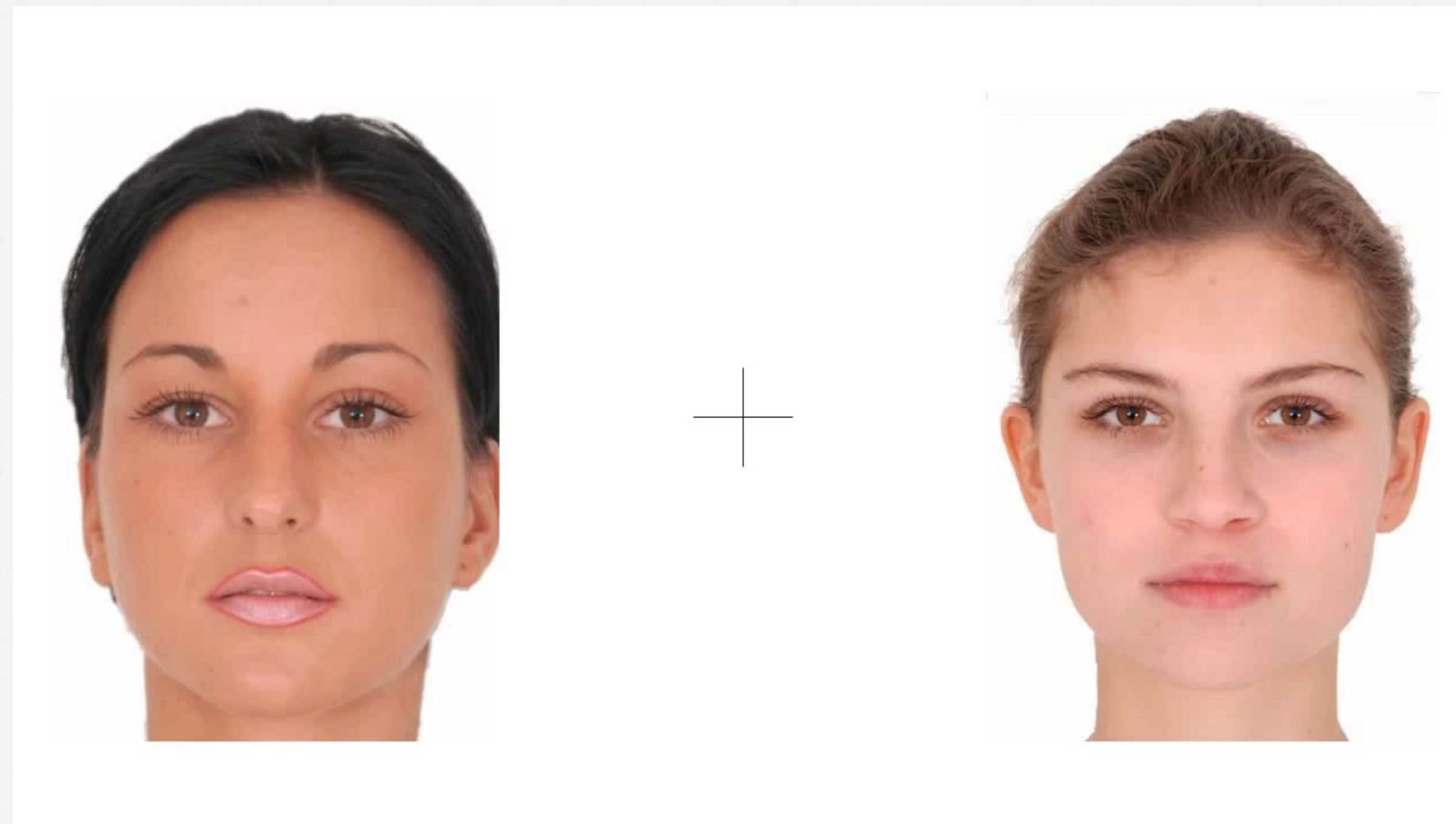
- Our Attention is Drawn to Motion in the Periphery



- via littlebigdetails.com

Faces

- Our Brains Prioritize Processing Faces



- <http://www.perceptionweb.com/abstract.cgi?id=p6968>

Comments



Danno Ferrin will be attending [JavaOne San Francisco](#) on September 30 - October 4, 2012.

[Like](#) • [Comment](#) • 6 days ago



Danno Ferrin @shemnon

7s

Airfare - \$500. Pearl Jam Tickets - \$1795. Doing magic tricks and calling it "User Experience" - priceless.

oracleus.activeevents.com/connect/session... #JavaOne

[Expand](#)



Danno Ferrin is about to leave on a trip to San Francisco, CA., via [Tripl](#)

[Like](#) • [Comment](#) • 3 days ago



Danno Ferrin shared a link.
July 5



No flags were actually burned in the performance of this trick, and that's the point.



Penn & Teller - Patriotism

Penn & Teller's flag burning trick

Danno Ferrin's Reviews > Griffon in Action



Griffon in Action

by [Andres Almiray](#), [Danno Ferrin](#), [James Shingler](#)



Danno Ferrin's review



Aug 18, 12





If you buy the dead tree version it comes with an e-book code. Useful when you are stuck in a meeting hacking code.

My rating:




[add to my books](#)

[like](#) [flag](#)



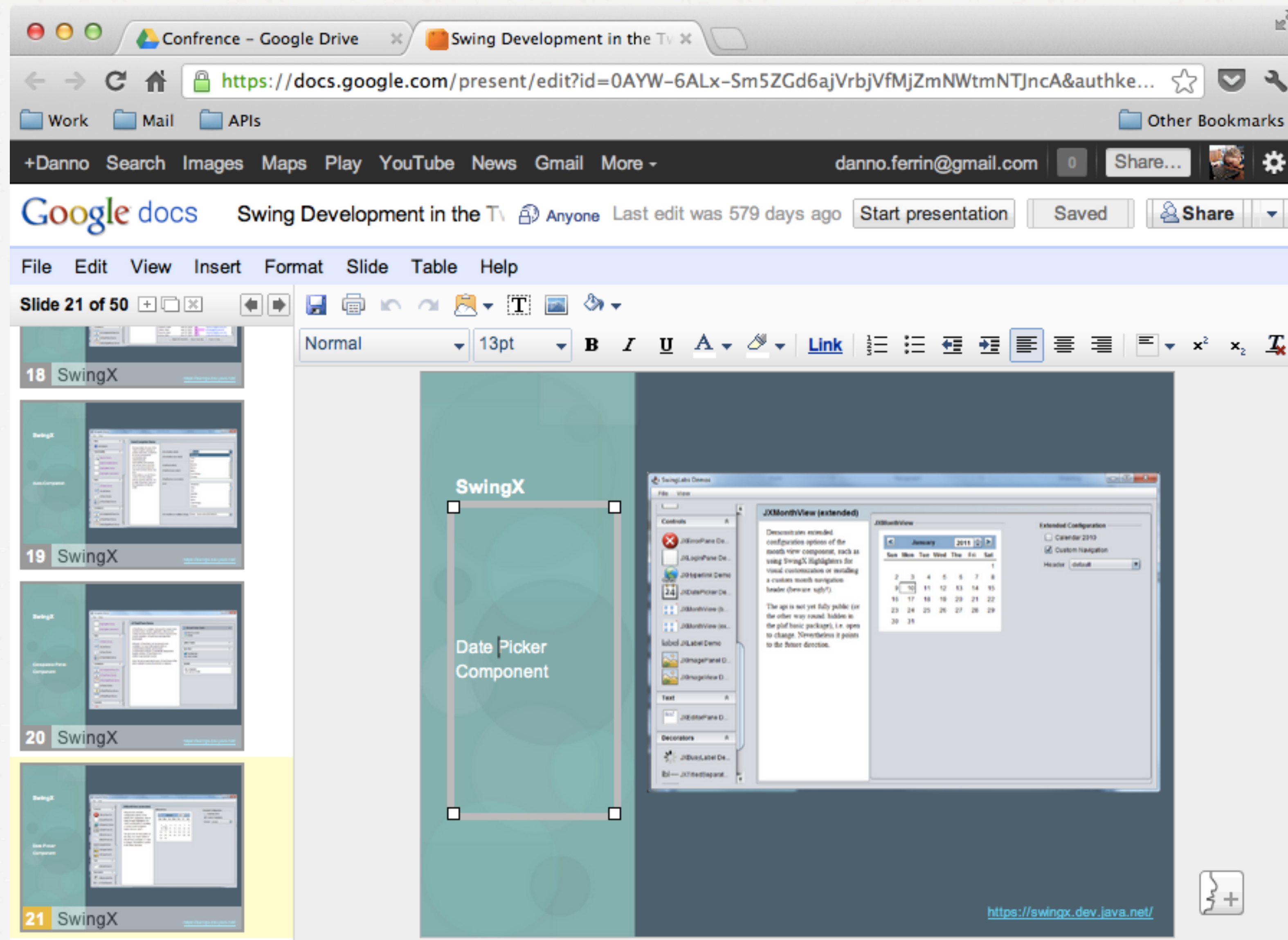
Simulation and Dissimulation

What does it mean?

- Simulate
- To model, replicate, duplicate the behavior, appearance or properties of.
- Dissimulate
- To hide or disguise by  the appearance.

- Mill or Electrical Substation?





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.



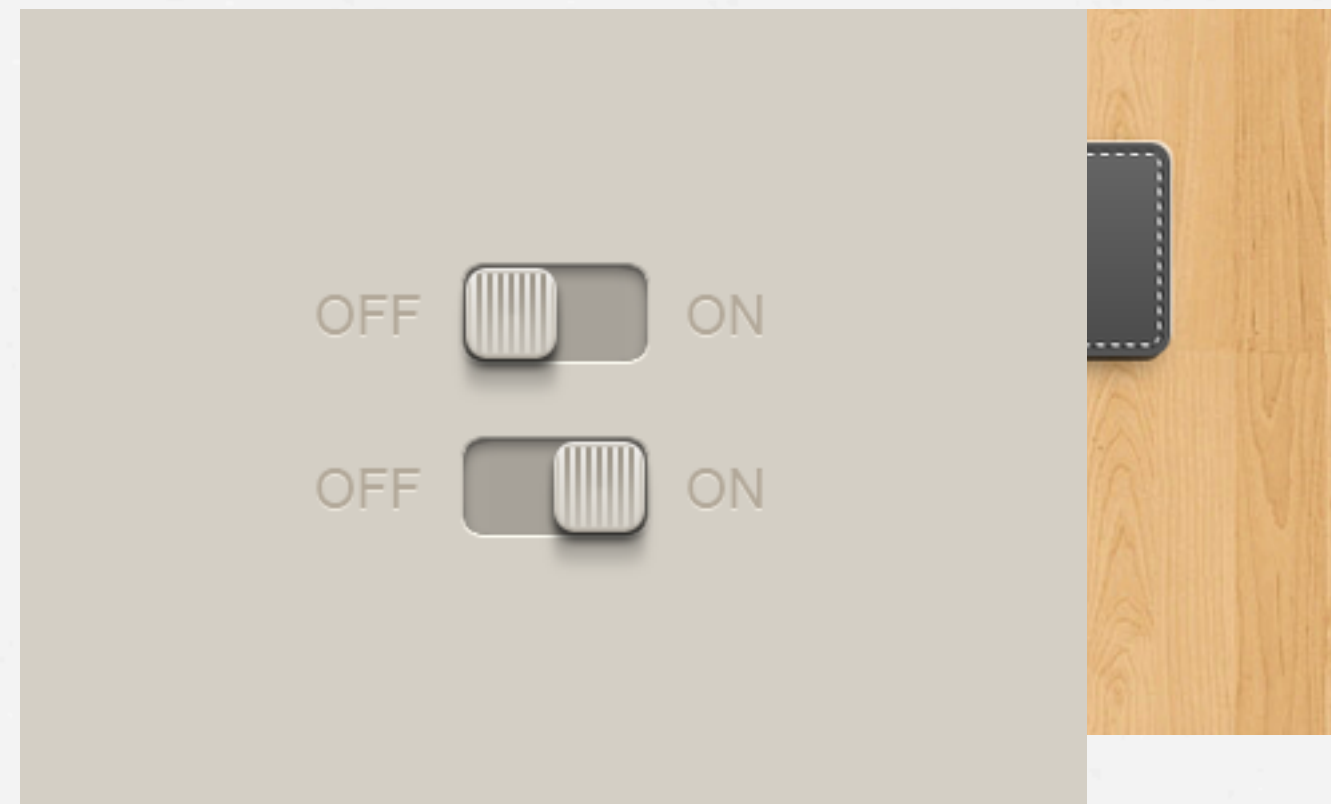
One day when he was out walking, he came to an open place in the middle of the forest, and in the middle of this place was a large oak-tree, and, from the top of the tree, there came a loud buzzing-noise.

Winnie-the-Pooh sat down at the foot of the tree, put his head between his paws and began to think.



First of all he said to himself: "That buzzing-noise means something. You don't get a buzzing-noise like that, just buzzing and buzzing, without its meaning something. If there's a buzzing-noise, somebody's making a buzzing-noise, and the only reason for making a buzzing-noise that I know of is because you're a bee."

Skeu it!



<http://skeu.it/>

[Dis]simulate interActions




Faq 'java' Questions - Stack

← → ↺ ⬆

stackoverflow.com/questions/tagged/java?sort=faq&pagesize=30

StackExchange ▾shemnon 1,691 • 5 • 18 | review | chat | meta | about | faq

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Java is an object-oriented language and runtime environment. Java programs are platform independent because the program execution is handled by a Virtual Machine called the Java VM.


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223
votes
19
answers
25k views

How to avoid Java Code in JSP-Files?

I'm new to Java EE and I know that something like the following three lines `<%= x+1 %> <%= request.getParameter("name") %> <%! counter++; %>` is an oldschool way of coding and in ...

java jsp java-ee scriptlet

asked Jul 5 '10 at 7:24
 former
1,272 • 3 • 7 • 10

312
votes
3
answers
147k views

How to use java.net.URLConnection to fire and handle HTTP requests?

This subject is pretty often asked here and the Sun Oracle tutorial is too concise about the subject. So I thought, let's post a CW question and answer about this so that it can if necessary be ...

java android httpURLConnection urlconnection


community wiki
3 revs, 2 users 100%
BalusC

408
votes
30
answers
98k views

Is Java "pass-by-reference"?

I always thought Java was pass-by-reference; however I've seen a couple of blog posts (e.g. this blog) that claim it's not. I don't think I understand the distinction they're making. Could someone ...


java parameter-passing terminology pass-by-reference pass-by-value

asked Sep 2 '08 at 20:14
 user4315
2,158 • 4 • 10 • 8

StackExchange

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java | parameter-passing | terminology | pass-by-reference | pass-by-value


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user4315
2,158 • 4 • 10 • 8

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by stackoverflow

CAREERS 2.0

Software Engineer
Datalogix
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Python Programmer
Gorilla Logic
Denver, CO; Boulder, CO

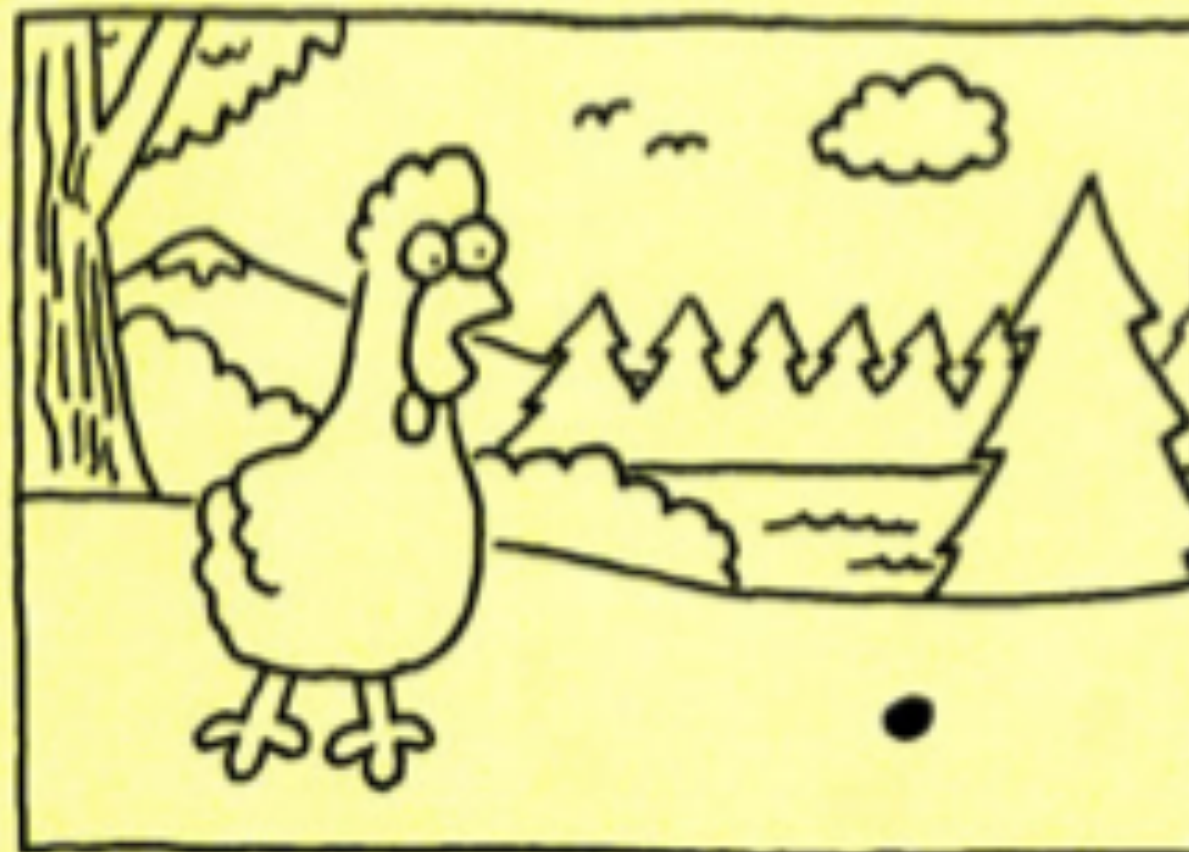
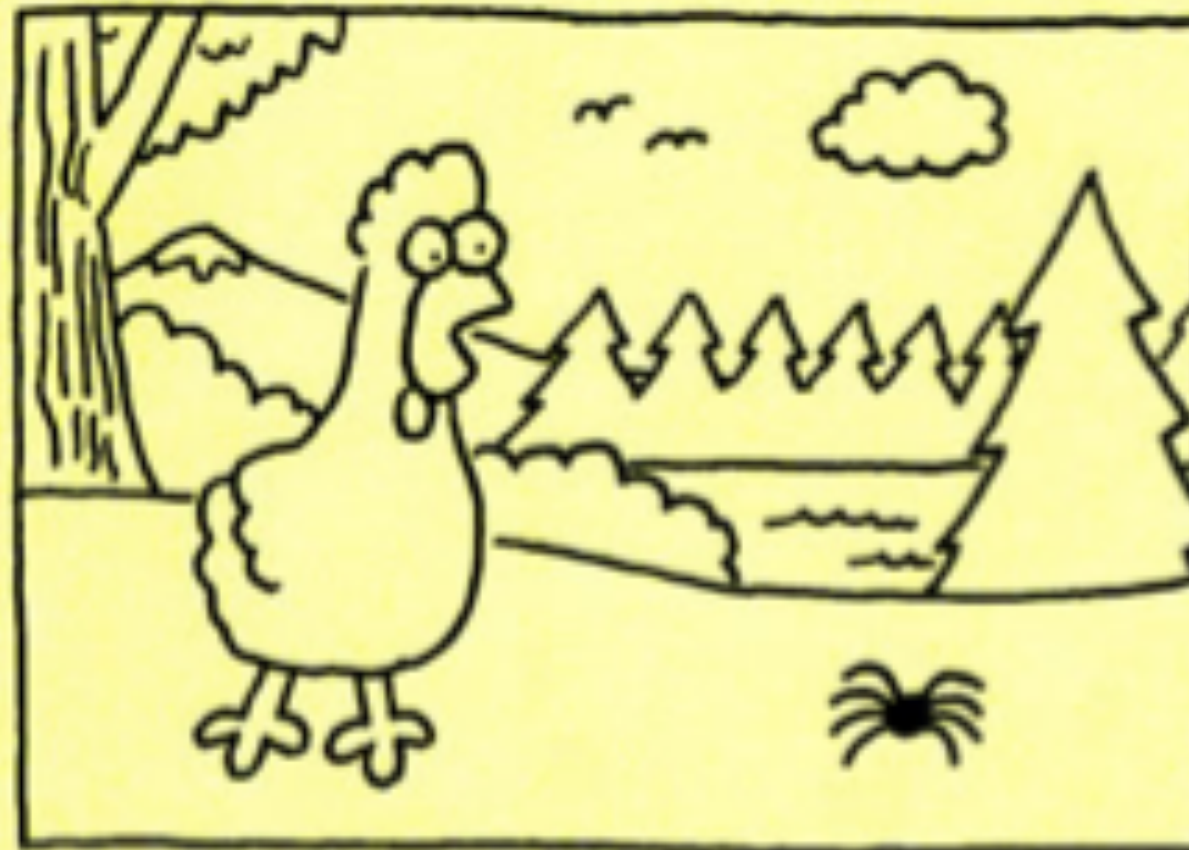


Trick

Pick a Card - Ruse Question

Context

SPOT THE 8 DIFFERENCES BETWEEN THESE TWO PICTURES



©2011 BY DOUG SAVAGE

Ratings in Context



Ratings in Context



Ratings in Context



Ratings in Context



Context

- ✱ Context operates subconsciously
- ✱ Context communicates information in ***both*** directions

Context

- `panel(gridx:1, gridy: 3, fill: VERTICAL,`
- `insets: [3,6,3,6]) {`
- `gridBagLayout()`
-
- `/* snip */`
- `label gridx:0, gridy: 2,`
`anchor:EAST,`
`insets: [3,3,3,3],`
- `'Hypotenuse:'`
- `label gridx:1, gridy: 2,`
`anchor:WEST`



Developers are
users too

Context

- `panel(gridx:1, gridy: 3, fill: VERTICAL,`
- `insets: [3,6,3,6]) {`
- `gridBagLayout()`
-
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`anchor:EAST,`
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- `'Hypotenuse:'`
- `label gridx:1, gridy: 2,`
`anchor:WEST`

Context

- label gridx:1, gridy: 2,
anchor:WEST,
- insets: [3,3,3,3],
- text: bind {
 $(\text{model.width}^2 + \text{model.height}^2)^{0.5}$ }

Context

- label gridx:1, gridy: 2,
anchor:WEST,
- insets: [3,3,3,3],
- text: bind {
 $(\text{model.width}^2 + \text{model.height}^2)^{0.5}$ }

Context

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Context

- panel(gridx:1, gridy: 3, fill: VERTICAL,

- insets: [3,6,3,6]) {

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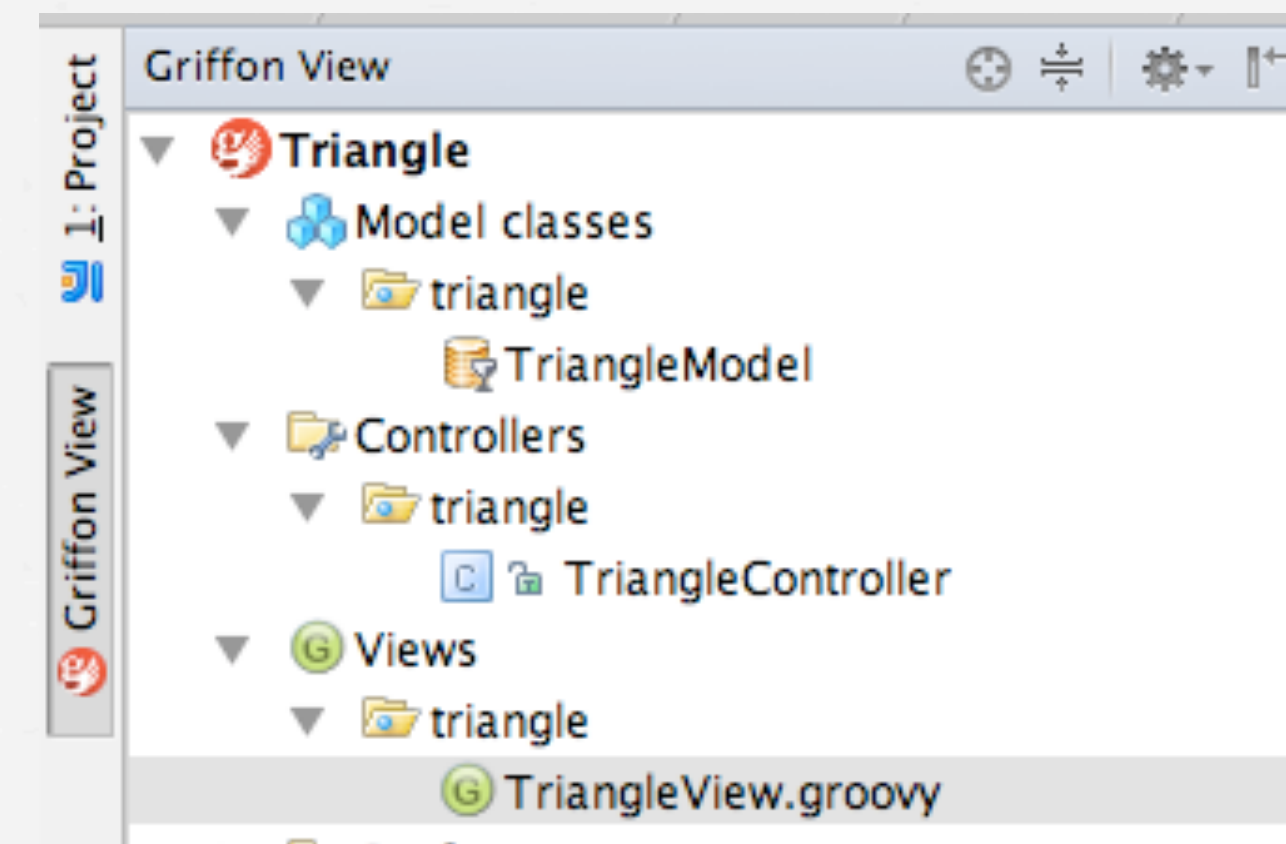
-

- /* snip */

- label gridx:0, gridy: 2,
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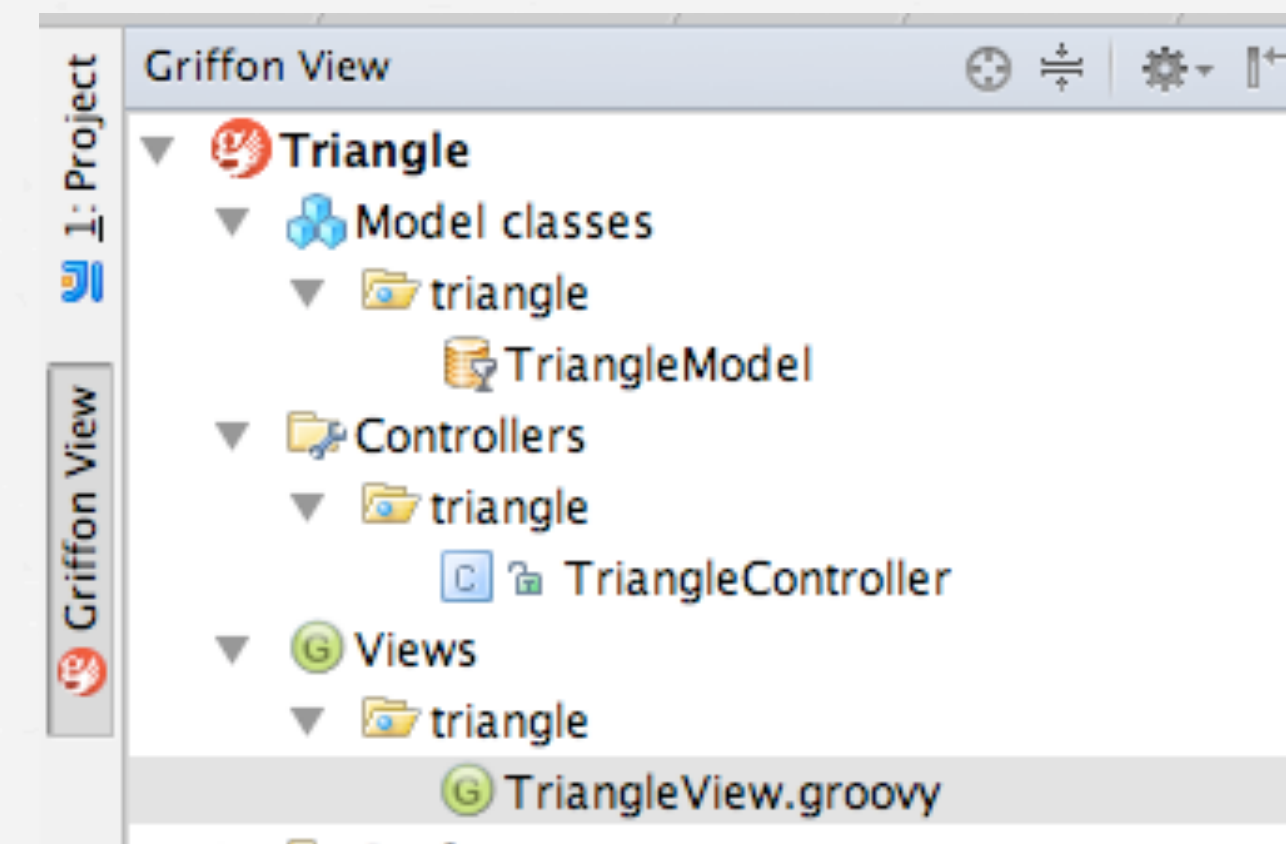
- 'Hypotenuse:'

- label gridx:1, gridy: 2,
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Context

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- insets: [3,6,3,6]) {
- gridBagLayout()
-
- /* snip */
-
- label gridx:0, gridy: 2,
anchor:EAST,
insets: [3,3,3,3],
- 'Hypotenuse:'
- label gridx:1, gridy: 2,
anchor:WEST





Trick

Appearing Cane

In Review

- ✱ Ethics
- ✱ Consider Your Audience
- ✱ Leverage your Stage
- ✱ The Illusion of Choice
- ✱ Simulation and Dissimulation
- ✱ Context



One More Thing...

Two Worlds

✱ The World of the Audience

✱ The World of the Magician





Thank You!

- Creating a Magical
User Experience

- Danno Ferrin
- @shemnon
- +Danno Ferrin