

What is "Rich"? Why do "Rich"?

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UI 11
Cambridge, MA
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What is "Rich"? Why do "Rich"?

Dictionary

Main Entry: rich

Pronunciation: ˈrɪtʃ

Function: *adjective*

Etymology: Middle English *riche*, from Old English *rice*; akin to Old High German *rihti* rich, Old English *rice* kingdom, Old High German *rihti*, noun: all from prehistoric Germanic words borrowed from Celtic words akin to Old Irish *ri* (genitive *rig*) king -- more at [ROYAL](#)

1 : having abundant possessions and especially material wealth

2 a : having high value or quality b : well supplied or endowed <a city *rich* in traditions>

3 : magnificently impressive : **SUMPTUOUS**

4 a : vivid and deep in color <a *rich* red> b : full and mellow in tone and quality <a

rich voice> c : having a strong fragrance <*rich* perfumes>

5 : highly productive or remunerative <a *rich* mine>

6 a : having abundant plant nutrients <*rich* soil> b : highly seasoned, fatty, oily, or sweet <*rich* foods> c : high in the combustible component <a *rich* fuel mixture> d : high in some component <cholesterol-*rich* foods>

7 a : **ENTERTAINING**; *also* : **LAUGHABLE** b : **MEANINGFUL**, **SIGNIFICANT** <*rich* allusions> C : **LUSH** <*rich* meadows>

8 : pure or nearly pure <*rich* lime>

- *rich-ness* noun

synonyms **RICH**, **WEALTHY**, **AFFLUENT**, **OPULENT** mean having goods, property, and money in abundance. **RICH** implies having

more than enough to gratify normal needs or desires <became *rich* through shrewd

investing>. **WEALTHY** stresses the possession of property and intrinsically valuable things <*wealthy* landowners>. **AFFLUENT** suggests prosperity and an increasing wealth <an *affluent* society>. **OPULENT** suggests lavish expenditure and display of great wealth, more often applying to things than people <an *opulent* mansion>.

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Rich Media

Anything other than texts or graphics done through a network connection.

- Sound
- Animation
- Video
- 3-D

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Rich Interactivity Desktop

Simply the addition of rich media within interactive applications

- Menu Fly-outs
- Windows opening and closing
- "Genie effects"

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Richening the Internet

- Java
- ActiveX
- Flash
- VRML
- Real
- Windows Media

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Broadmoor



[Help](#)

Click buttons below to select check-in date, check-out date, rooms, adults and children.

September 2006 - October 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				


Check-in:
 Check-out:
 Adults: Rooms:
 Children: (10 and under)

Legend - click for details

- Available Date
- Selected Date
- Unavailable Date
- Check-out only

Choose a room below and availability will be displayed on the calendar.

	Total (all room nights)
Superior South	US\$1290.00
Superior Main	US\$1290.00
Intermediate Main	US\$1130.00
Intermediate West	US\$1130.00
Standard	US\$970.00
Suite	US\$2185.00




Each room has luxurious, modern furnishings including an intimate seating area with overstuffed chair and ottoman. All rooms

[View General Terms & Conditions](#)

Complete form, click "Finish Reservation" & complete your reservation.

Check-in:
 Check-out:
 Room Type: Standard
 Nights: Rooms:
 Adults: Children:
 Amount:

David	Malouf
*Address	
*City	*State/Province
*Country	*Postal Code
*Email	
*Phone	Fax
	
*Cardholder	*Expiration (MMYY)
*Card Number	
Arrival Information	
Comments/Requests	

* Fields with an asterisk are required
 Include me in future email campaigns

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Making of THE Rich Internet Application (RIA)

- Give credit, where credit is due ...
 - Macromedia (today Adobe) coined the term "Rich Internet Application" to describe the growing trend of adding media richness (more motion internal to a single page view) due to the creation of applications using their product Flash MX.

- The simple answer:
 - Connected
 - Local
 - Intelligent
 - Moving*

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Emulating Desktop Behaviors

- | | |
|---------------------|---------------------|
| • Drag & Drop | • Non-HTML controls |
| • Menu & Tool bars | – Accordion |
| • Windows & Wizards | – Combobox |
| • Panels | – Spinner box |
| • Trees | – Sliders |
| • Form validation | • Keyboard Actions |
| | • Context Menus |

Google Spreadsheet

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Cinematic Effects: Animation for added context

- Where am I going? Where was I?
- Action completion
- Object state change
- System progress

Animation for aesthetic reasons is also viable

LaszloSystems

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What happens to our page?



"There is no [page]." -
Neo

"There is no page; only
pathways"

-- Emily Chang & Max Kiesler of
ideacodes

A page is a metaphor of a moment of uninterrupted context

Kayak

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AJAX Today (Why AJAX?)

- Thank you Jesse ...
- Legacy disappears
- Open technologies evolve and innovate
FASTER
- Security concerns in the corporate sphere

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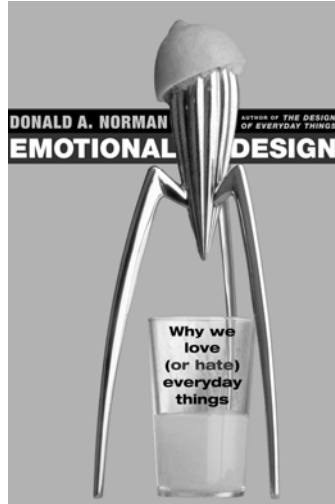
Switching Gears ...

FROM WHAT TO WHY

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Hello! Humans are Emotional



Don Norman's *Emotional Design*

Your emotional state when using a product will effect not just your enjoyment of it, but your effectiveness (at least perceptual) with it.

"Attractive Things Work Better" is the very title of the first chapter.

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Location, Location, Location

That works for real estate ...

... for UX Designers ...

Context, Context, Context

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Intuitive ?

- Creating an intuitive application is all about matching expectations of the user.
- Understanding the context of use is the best way to come as close as possible to do that.
- The **desktop** is a constant. The **Operating System** is the heart and soul of the desktop experience.

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Legacy of the Web ?

- Strong legacy with web metaphors
 - Back button (or just "history")
 - Hyperlink

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RIAs offer Hybridization

- Toyota can't have all the fun ...
- Big challenges for designers, but the end-game is worth the effort.

Yahoo Mail Beta
Flickr

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Learnability

- Understanding where I was and where I'm going.
- Having the RIGHT information at the right time, with the right supporting information.

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Security

- Using windowing enhances security
 - I know that I really didn't leave
 - I know when I'm done I'll be going back to where I started
- Security allows for more risk taking

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Managing Complexity

Discoverability

- Use scent to guide people
- Hide complexity to avoid overwhelming people with too much content
- Richness allows for fluidity and better invitations

Baby Name Wizard

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What is "Rich"? Why do "Rich"?

Power of Movement

- Sometimes contrasts in color, shape, alignment are not enough
- Moving objects catch our eyes and our mind's attention
- **Time is perception**
 - Motion (and change) = activity
 - Perception of system working if not faster, at least working for my benefit.

Yahoo! Maps (beta)

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What is "Rich"? Why do "Rich"?

Playful

- Using your hands in multiple ways
- Novelty through animation and discoverability
- Engagement leads to productivity

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Stay the Course

- The basics of UX Design doesn't change
 - humans
 - business

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The New "Rich"



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Yes, there are good issues

- Accessibility
- Interoperability
- Technology
 - Browsers
 - Devices
- Security

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Beyond the Browser

- Central (Macromedia)
- Widgets, Dashboard, Docks, Sidebars
- Extensions
 - Notebook
 - Toolbars
- The Future
 - Windows Presentation Foundation (Everywhere)

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Resources for Designers

- Learn Interaction Design
 - *Designing Interfaces* by Jennifer Tidwell
 - *Designing for Interactions* by Dan Saffer
 - *About Face 2.0* by A. Cooper & R. Reimann
 - Interaction Design Association (IxDA)
(www.ixda.org)
- Do Design Research
 - *Design Research* by Brenda Laurel
- Yahoo UI Pattern Library

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Questions ?

Resources:
Dave's Blog:
www.synapticburn.com

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