

Interface Design for Web Apps

FOWA Miami, 2008

» Dan Rubin
Sidebar Creative

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Interface Design for Web Apps

Why are we here?

Why are
you here?

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[http://superfluousbanter.org/
workshops/2008/fowa-miami](http://superfluousbanter.org/workshops/2008/fowa-miami)

(the slides will be here later)

How are web “apps” different from web “sites”?

Frequency of use.

web apps are more likely to be used regularly, and in many cases receive almost constant use throughout the day by users.

Commitment.

web apps are more likely to require registration/account creation, which increases the time and information commitment required from users...

Commitment.

...which therefore requires you to convince users that it's *worth* their time to make that commitment before they ever use your app.

Content.

while many web sites provide content to users, a web app is more likely to contain almost entirely user-generated content...

Content.

...and as such, a web app's usefulness is more likely to increase over time; conversely, an app without content is much less useful at the beginning.

Content.

“Content” in this case can be text, stats, users, photos, maps, ideas — any combination of elements that creates value for the user.

Interaction.

web sites can be passive — they can provide information without requiring any direct interaction from the user...

Interaction.

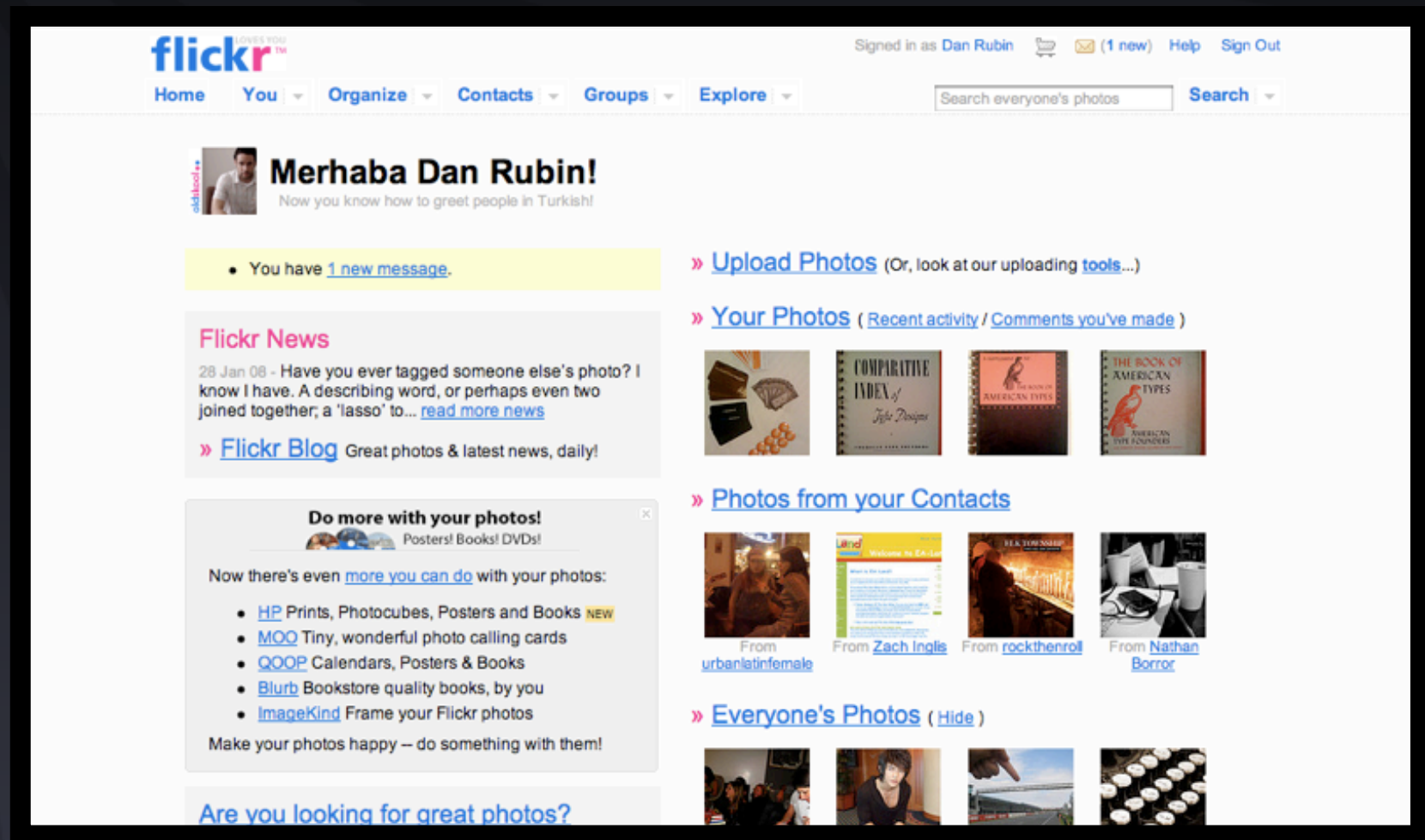
...however, web apps are more likely to be active — to require the active participation of the user in order to perform certain functions.

Let's see some
successful examples:

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Web Images Maps News Shopping Gmail more ▾ Saved Locations Sign in Help

Google Maps e.g., "10 market st, san francisco" or "hotels near lax"

Carnival Center for Performing Arts, miami, fl

Search Maps Show search options

Search the map Find businesses Get directions

Search Results My Maps

Text View Map View

Results 1-2 of about 890 for Carnival Center for Performing Arts, near Miami, FL

Categories: [Motels & Hotels](#), [Theaters Live Productions](#)

A Carnival Center for the Performing Arts - [more info](#) »
1444 Biscayne Blvd, Miami, FL
(305) 949-6722 - [3 reviews](#)

B Carnival Center for the Performing Arts - [more info](#) »
Unverified listing
1400 Biscayne Blvd, Miami, FL
(305) 365-5400

[See all 890 results for Carnival Center for Performing Arts,](#)

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No Mumbo Jumbo Just Low Prices For Ziff Opera House Carnival Events!
[www.JumboTickets.com](#)

Street View Traffic Map Satellite Terrain

It all starts
with an idea.

**Do one thing
really well.**

Example:

MyMileMarker.com

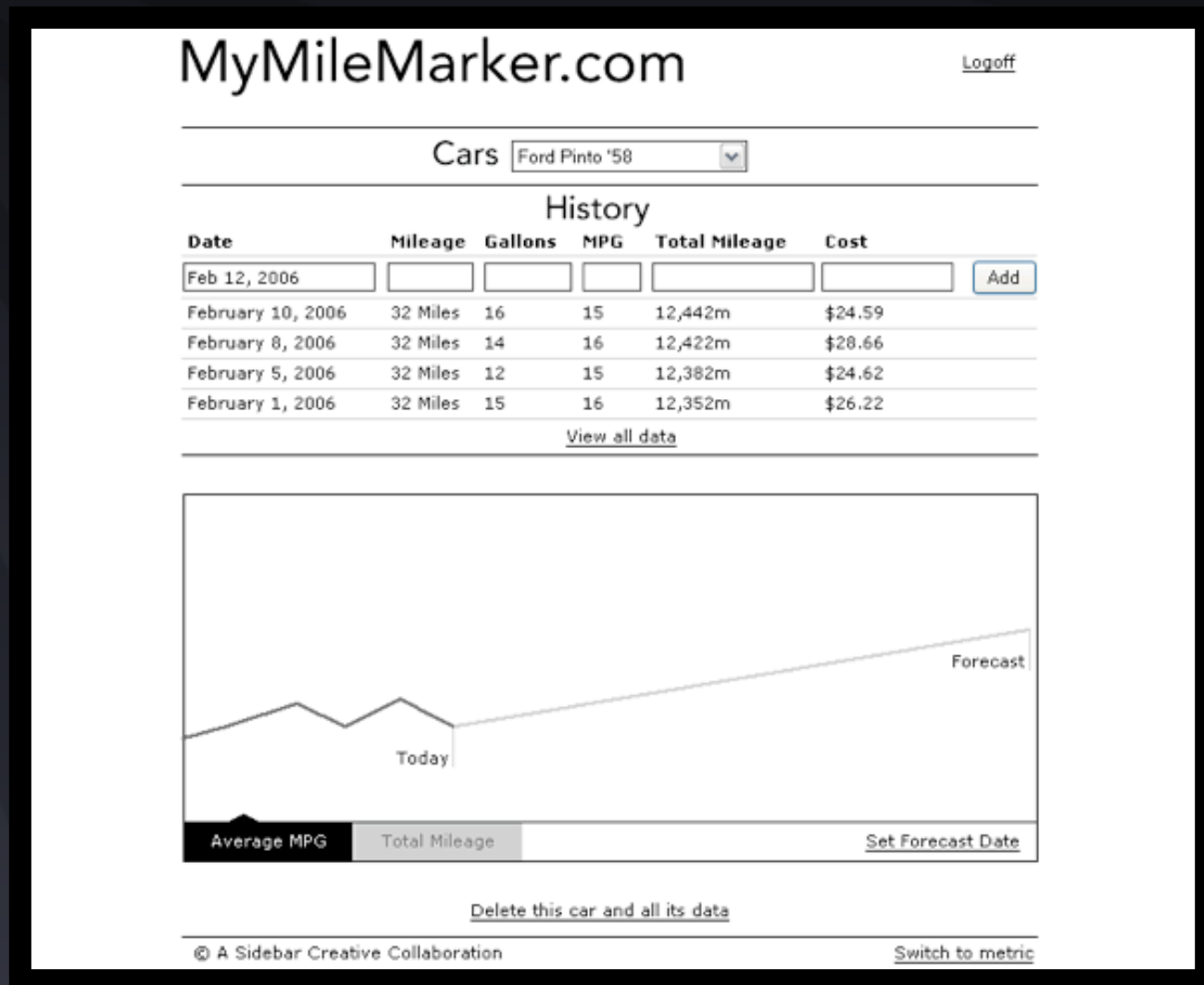
What does it do?

MyMileMarker tracks the mileage you enter after each fill-up, and measures your fuel efficiency and projects usage and costs.

Planning and wireframes

limit the features and carefully
evaluate every addition — this will
help keep the functionality simple
and straightforward.

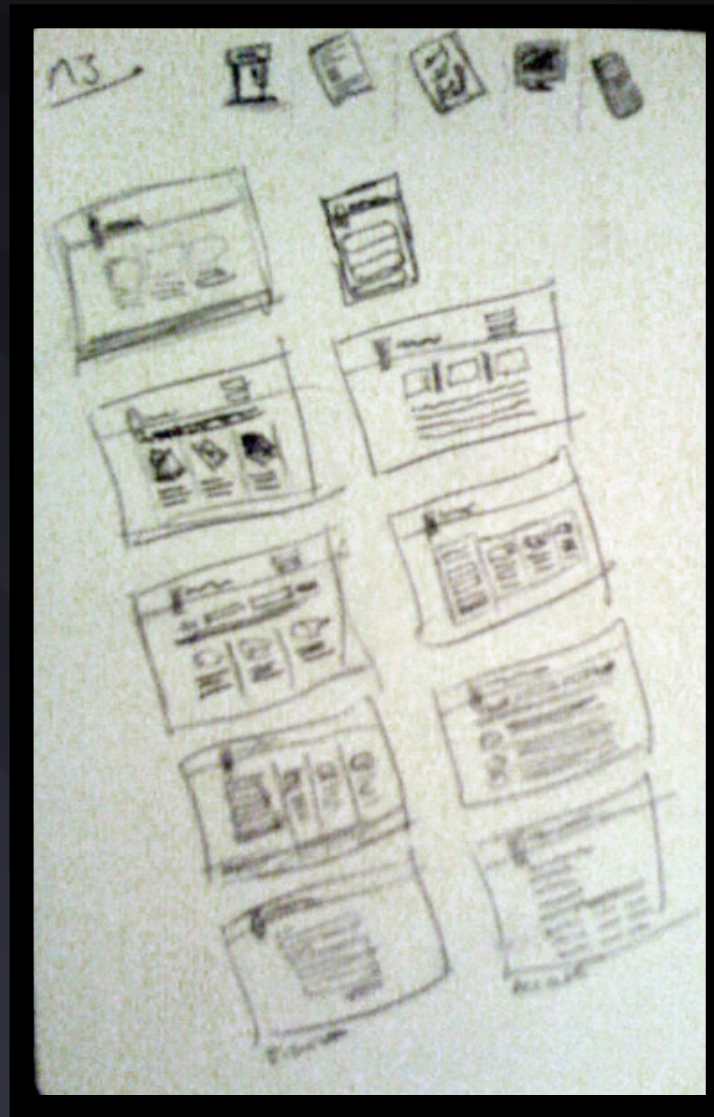
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Design

the visual design is an opportunity to get creative, but don't sacrifice ease of use for good looks — users will forgive “ugly” before “broken”.

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SIDEBAR NETWORK

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My Mile Marker

Snitter

Overheard.it

Already a member? Sign in over here »

you@yourdomain.com

Login »

☐ Remember me

Forgot your password? | Login with OpenID »

MILE
0

MY
milemarker


GO AHEAD,
sign up »

EMAIL ADDRESS
you@yourdomain.com

PASSWORD


Continue »

Record your miles...




Tell us whenever you fill up your vehicle with fuel, and answer a few simple questions. We'll take care of the rest.

View reports...



See charts of your distance traveled over time, and compare it to your fuel economy. All in a nice, easy-to-read format.

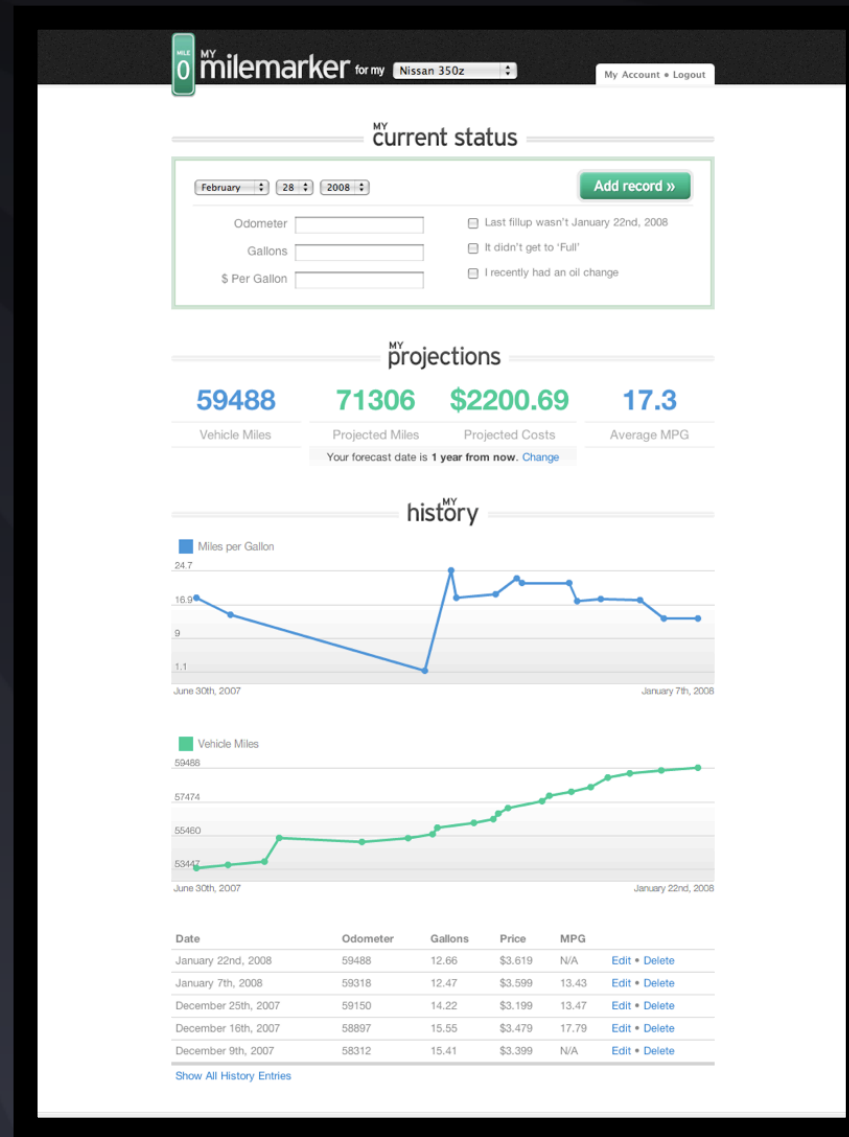
Even on the road!



Use our mobile site at mymilemarker.com/m to enter data right from your phone, or message us with [Twitter](#).

A SIDEBAR CREATIVE COLLABORATION

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Going mobile.

Does your app
need a mobile version?

Making your app mobile:

consider how and when users will access the mobile version — this will be different than how they will use your app in a browser.


Making your app mobile:

keep it simple — create a single mobile URL and use CSS to tailor the design of the mobile version to specific devices.

iPhone-specific media attribute:

```
<link media="only screen  
and (max-device-width:480px)"  
href="stylesheets/iphone.css"  
type="text/css" rel="stylesheet" />
```

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 **MY milemarker**


Nissan 350z ([Enter Data](#))

- **Current Status**
 - Miles: 56730
 - Average MPG: 19.7
- **Projections for 1 year from now**
 - Miles: 66420
 - Total Fuel Cost: \$1507.65

History

- **November 1st, 2007**
 - Miles: 56730
 - MPG: N/A
 - G: 14.86
 - Price: \$3.059
- **October 21st, 2007**
 - Miles: 56730
 - MPG: N/A
 - G: 14.86
 - Price: \$3.059

[List My Vehicles](#) [Logout](#)

 **MY milemarker**
keep track of all your miles

Nissan 350z ([Enter Data](#))

Current Status

Miles	56730
Average MPG	19.7

Projections for 1 year from now

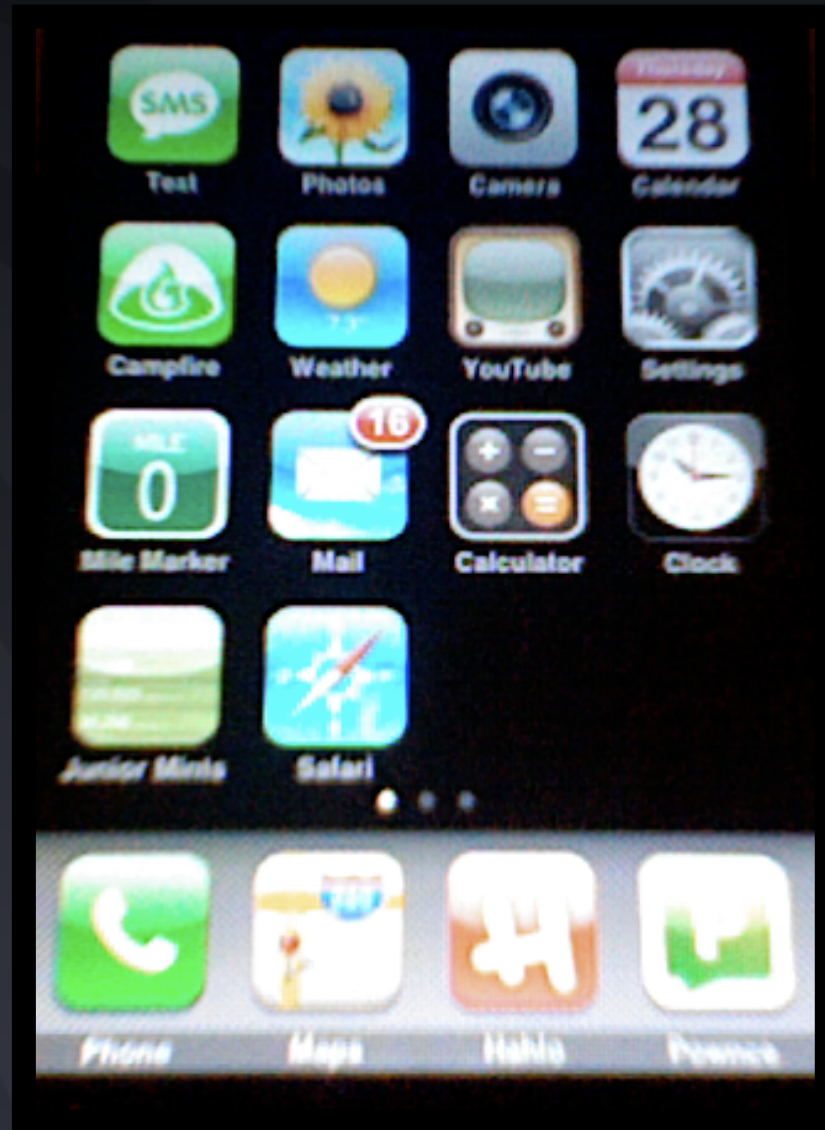
Miles	66420
Total Fuel Cost	\$1507.65

History

November 1st, 2007

Miles	56730
MPG	N/A
G	14.86

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Looking to the future:

Microformats (<http://microformats.org/>)

OAuth (<http://oauth.net/>)

OpenID (<http://openid.net/>)

Opera Dev Community (<http://dev.opera.com/>)

Mobile Safari Dev Center (<http://developer.apple.com/iphone/devcenter/>)

Social Graph API (<http://code.google.com/apis/socialgraph/>)

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