ZEN & THE ART OF MOTION IN UI

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NICE TO MEET YOU!
WHY AM I HERE?

UX
How animation enhances user experience

TOOLS
Create, test, and share work with others

REDTAPE
Guide your work through approval and release
Kick it old school.
The Illusion of Life
Disney Animation
Frank Thomas and Ollie Johnston
If You Get One Thing Out of Today

ANIMATION ≠ DELIGHT
USE ANIMATION TO SOLVE UX PROBLEMS
Inform people what is happening right now.
FEEDBACK

Show the outcome of user actions.
Prompt users with subtle animation.
Let users understand where they are.
ORIENTATION

Help people parse your information hierarchy.
Stay focused on tasks instead of losing your place.
Show available and recommended actions.
Recommend gestures with animation instead of text.
AFFORDANCE

Progressively disclose interactive elements.
Simplify complex instructions and abstract concepts.
INFORMATION

Explain complex ideas with images, animation, and text.
Introduce people to your app with a story.
Special touches that set your experience apart from others.
Elegantly marry primary interaction and brand.
Use animation to express unique character.
Animation as expression of brand.

EFFICIENT

WHIMSICAL
Animation as expression of brand.

EFFICIENT

WHIMSICAL
Create a motion design style guide.

Considerations

When designing animations, consider the following:

- **Direct user attention.** How should the user’s attention should be directed? What elements and motions support that goal? How should incoming, outgoing, and shared elements be emphasized or deemphasized through the transition?
- **Connect transitions visually.** Create visual connections between transition states through color and persistent elements.
- **Use movement with precision.** Consider how moving a certain element adds clarity and delight to a transition.

Incoming material elements may expand into view, but content should only fade in. Full screen cross-fades are not desirable, but preferred over cuts.
USE ANIMATION FOR

FEEDBACK

ORIENTATION

AFFORDANCE

INFORMATION

BRAND
If You Get One More Thing Out of Today

SHOW, DON'T TELL
THE RIGHT TOOL FOR THE JOB
AFTER EFFECTS, QUARTZ, ORIGAMI
INVISION, FLINTO, POP, ETC
AXURE, PIXATE, UX-APP, ETC
POWERPOINT & KEYNOTE

WHY AM I HERE?

- UX: How animation enhances user experience
- TOOLS: Create, test, and share work with others
- BESTPRACTICE: Guide your work through approval and release
NATIVE PROTOTYPING
PHYSICAL PROTOTYPING

COLLABORATIVE

NOT SCALABLE
BY ANY MEANS NECESSARY

If You Get One More Other Thing Out of Today
GET IT BUILT
“This is great but...

... it’s going to take too long.”
“This is great but...

... we don’t have the budget.”
“This is great but...  
... the developers are maxed out.”
“This is great but...

... will it affect the bottom line?”
“This is great but...

... does anyone really care?”
WHAT’S THE TAKE AWAY?
ANIMATION ≠ DELIGHT

SHOW, DON'T TELL

OVERCOME NO
DEEPER DIVE

ANIMATION FUNDAMENTALS

https://vimeo.com/93206523
https://www.youtube.com/watch?v=tFhqEupQviU

UX MOTION PRINCIPLES

https://medium.com/@becca_u/the-principles-of-ux-choreography-69c91c2c82a
https://medium.com/@pasql/transitional-interfaces-926eb80d64e3
http://www.smashingmagazine.com/2012/10/30/motion-and-animation-a-new-mobile-ux-design-material/
http://www.google.com/design/spec/animation/authentic-motion.html
http://markgeyer.github.io/6-tips-for-meaningful-motion/#/

UX MOTION HOW-TOs

http://blog.invisionapp.com/7-tips-for-designing-awesome-gifs/
http://blog.invisionapp.com/animating-your-ui-designs-in-keynote/
http://www.slideshare.net/svetlindenkov/expanding-axure-animation

ANIMATION IN STYLE GUIDES


REFERENCE LIBRARIES & INSPIRATION

http://littlebigdetails.com/tagged/animation
http://capptivate.co/
http://www.hudsandguis.com/
http://motionographer.com/
http://instagram.com/uiuxgifs