

# The Times They Are A-changin'

**Sofia Svanteson, Founder & CEO**

ocean observations™

# About Ocean

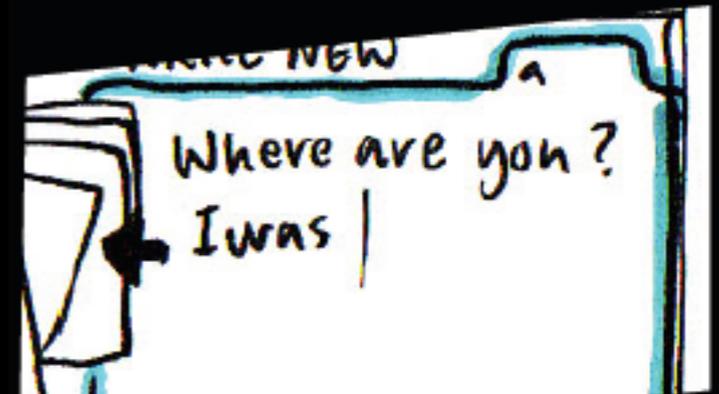
Founded in 2001, Stockholm, Sweden

Consultancy focusing on Interaction Design, Graphic Design, Industrial Design & Sound Design for mobile products and services

Across time zones and cultures

We have had the joy of working with companies like Hutchison 3, Samsung, O2, Skype, KDDI, Dagens Nyheter and Huawei.

Currently designing our first iPhone application for a US client :)



# Mobile GUIs. What's going on?

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# The big picture rather than the details

Prada phone by LG

For a long time, mobile GUIs have been obsessed with details and the notion that every pixel counts and has to be utilized.



Croix from Samsung taking on a simplistic approach.

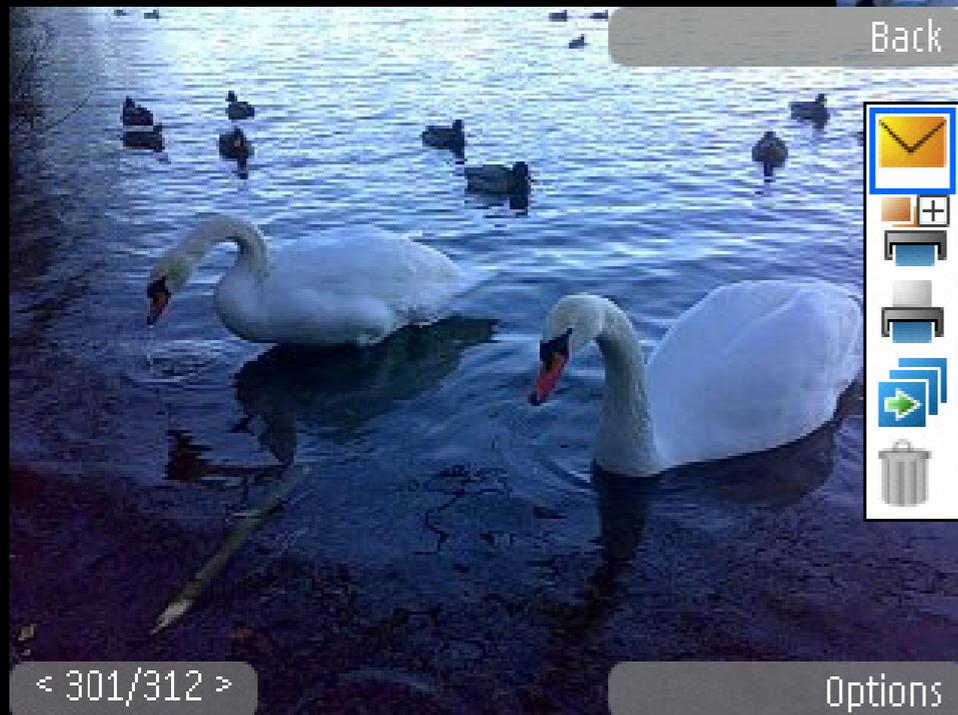
# It's moving Scotty!

Motion design is becoming a powerful tool for creating both better information flow and delivering a higher emotional value to the end user.



# Now you see it, now you don't

One trend that we believe that we have only seen the beginning of is to minimize display clutter by showing information only when it is needed, heads up display (HUD) style.



N-series phone with, and without, softkey labels and toolbar icons.

Changing volume in Mac OS X, an icon shows for a brief moment.



In the iPhone, no scrollbars are visible until the user starts scrolling.

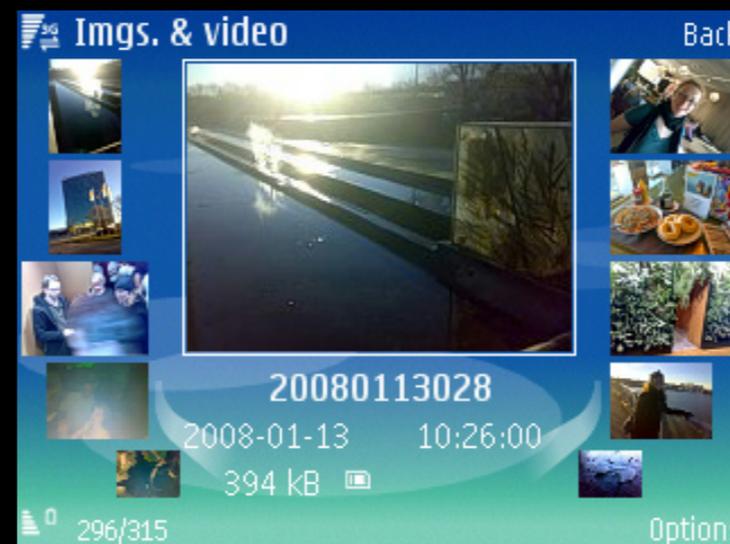
# The death of the dumb icon

There is a very clear movement away from representing things as static icons that always look the same. Breathe life into GUIs and stop wasting the users time.



Icons in iPhone notifies the user regarding unread messages, number of missed calls, and what date it is.

Where available, HTC Touch displays contact images instead of the default contact icon.



Instead of presenting photos as a list of filenames preceded by a default photo icon, the Nokia N73 displays the photos themselves



# Is that fog I see in your main menu?

Volumetric effects for real-time simulations of e.g. lighting effects, blur, varied depth-of-field, fluids, airy materials has been all the rage in the gaming industry for a while. And gamers have phones too.

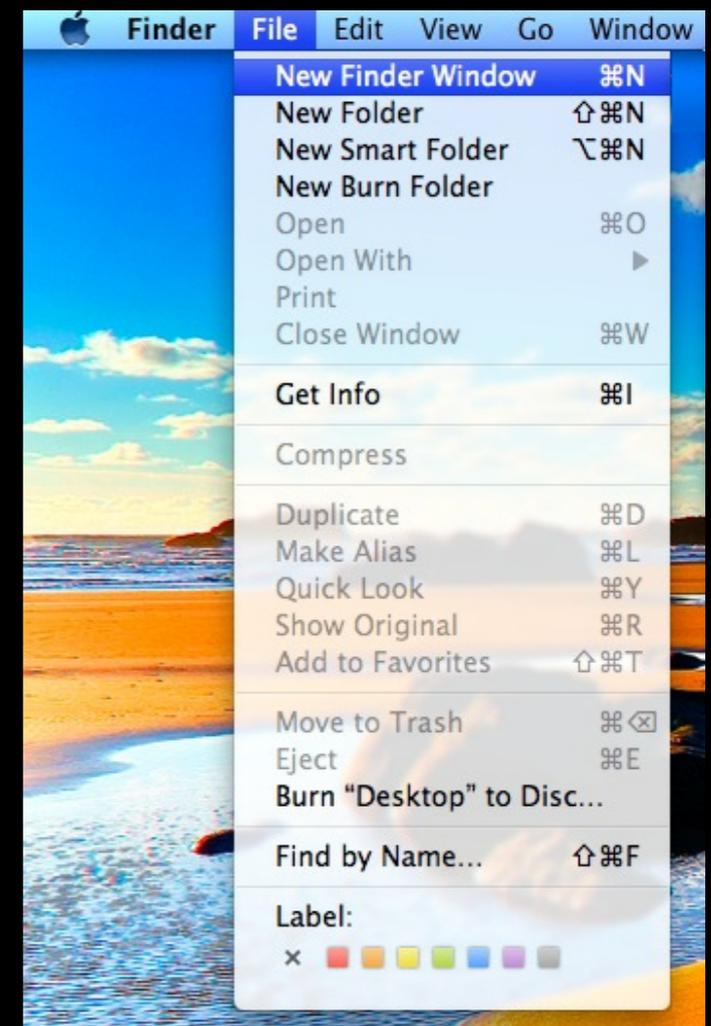
Halo 3 is a game that uses depth-of-field to enhance the experience.



Nvidia APX



Mac OS X Leopard uses both transparency and blur in the menus.



# Not so idle anymore

The idle screen has traditionally mostly been used for displaying a pretty wallpaper. It's about time to use it for something meaningful.



Orange Windows phone with shortcut features.



HTC Touch idle screen showing today's events as well as current weather, updated over the air automatically.



Third party applications such as Skype can be present on the Windows Mobile



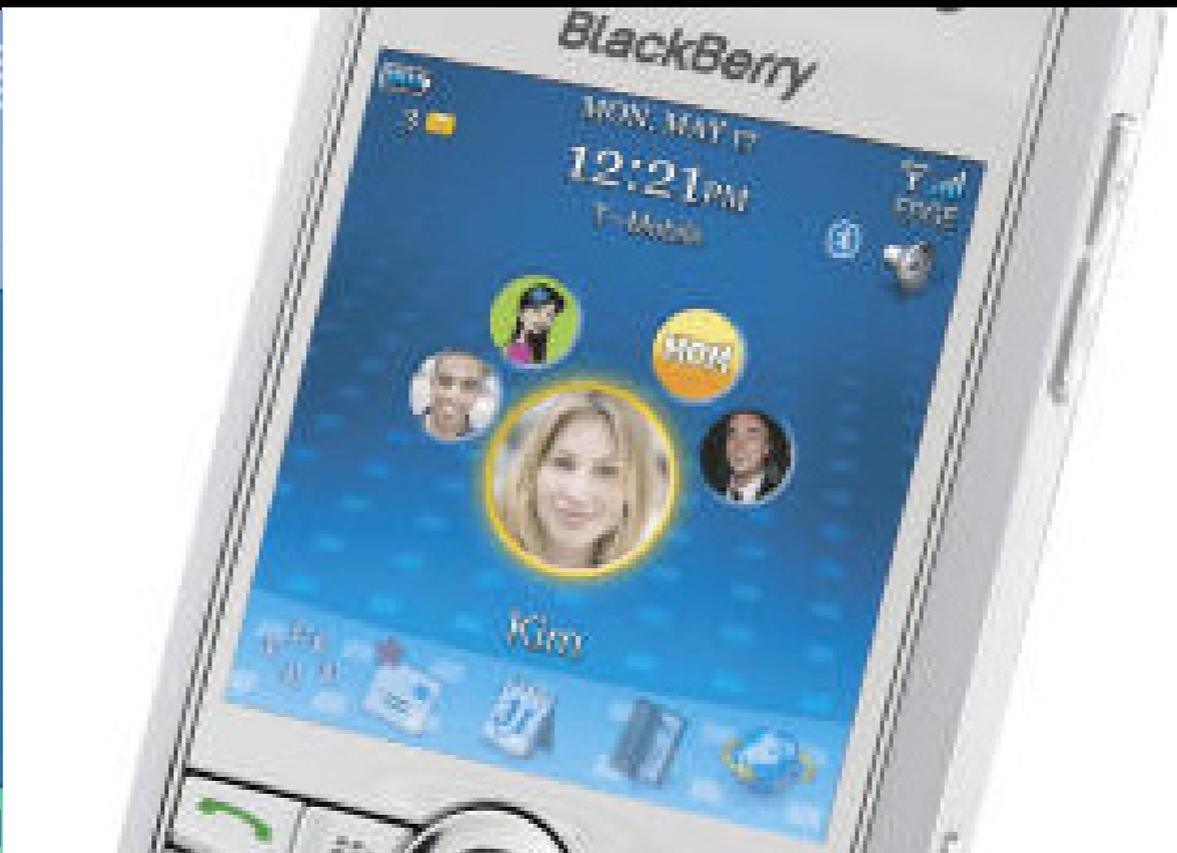
The Motorola SCREEN3 technology displays news, sports, weather info and more on the idle screen

# All data is not created equal

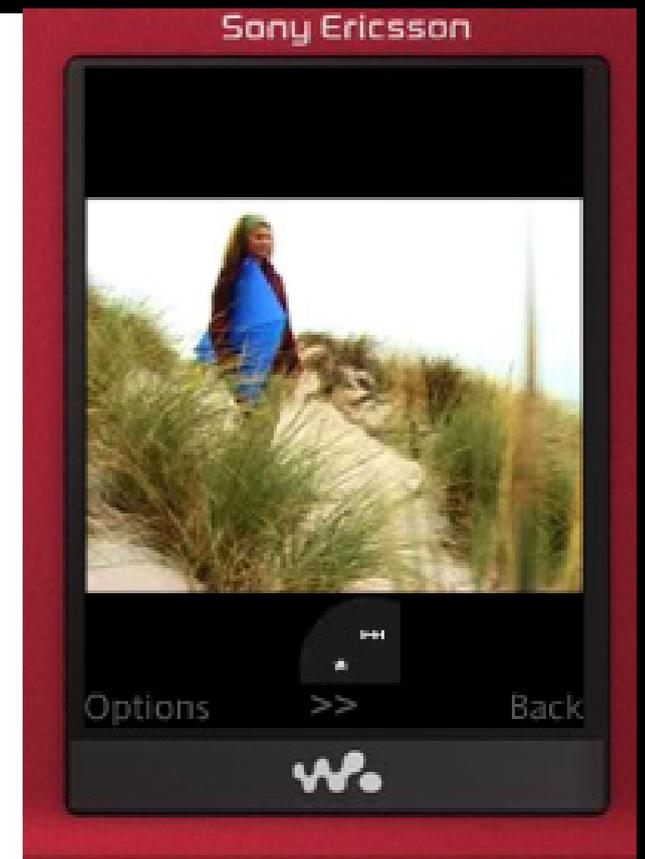
Currently, there is a rising awareness of the fact that all data in the device is not equally important to the user.



Series 60, connecting via bluetooth



T-mobile USA's service My Faves



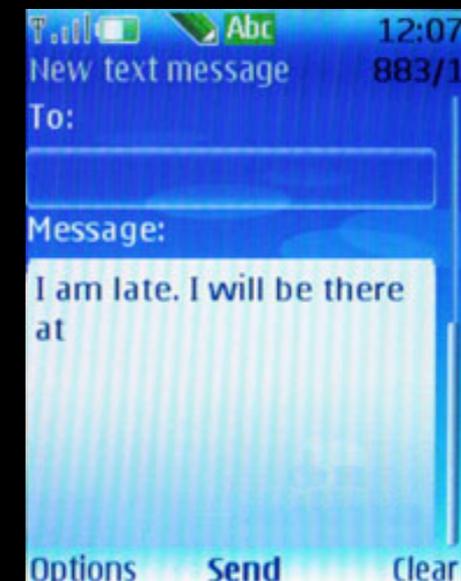
Favorite images in a Sony Ericsson phone gallery.

# Did someone say explicit?

With an increasing set of features and more advanced devices, it is necessary for the GUIs to become more and more explicit.



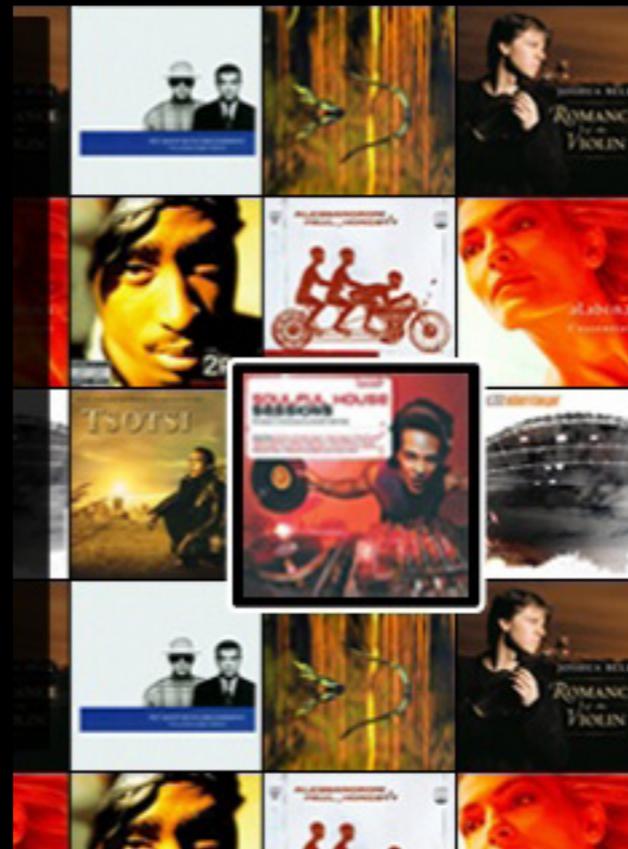
The new Sony Ericsson interaction paradigm clearly states what the joystick center action is; in this case Edit



Nokia series 40 phones also display all three soft key labels

# Flat is fat

Moving away from deep hierarchical interfaces into a smoother experience of browsing and spatial navigation.

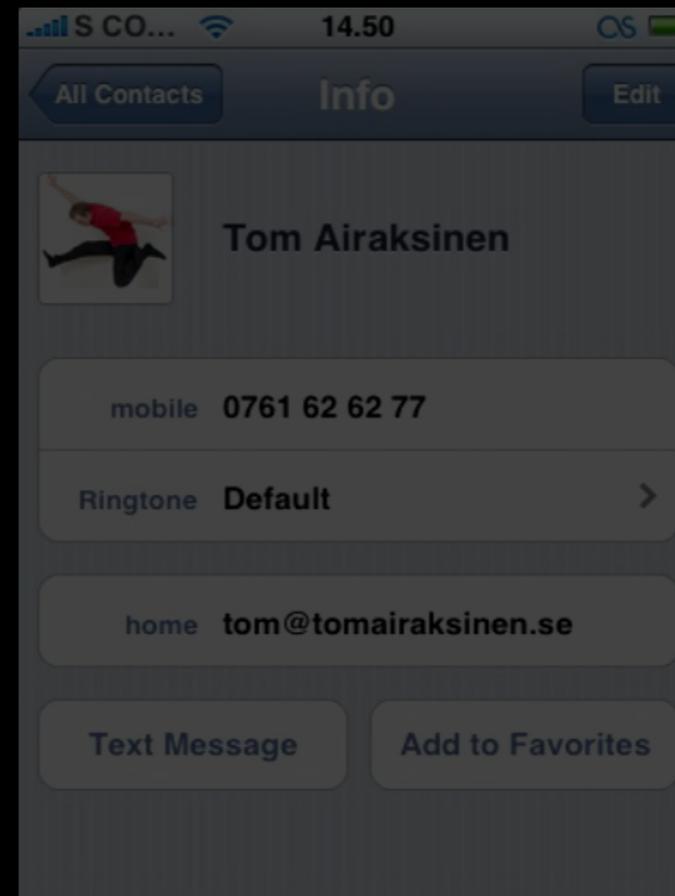
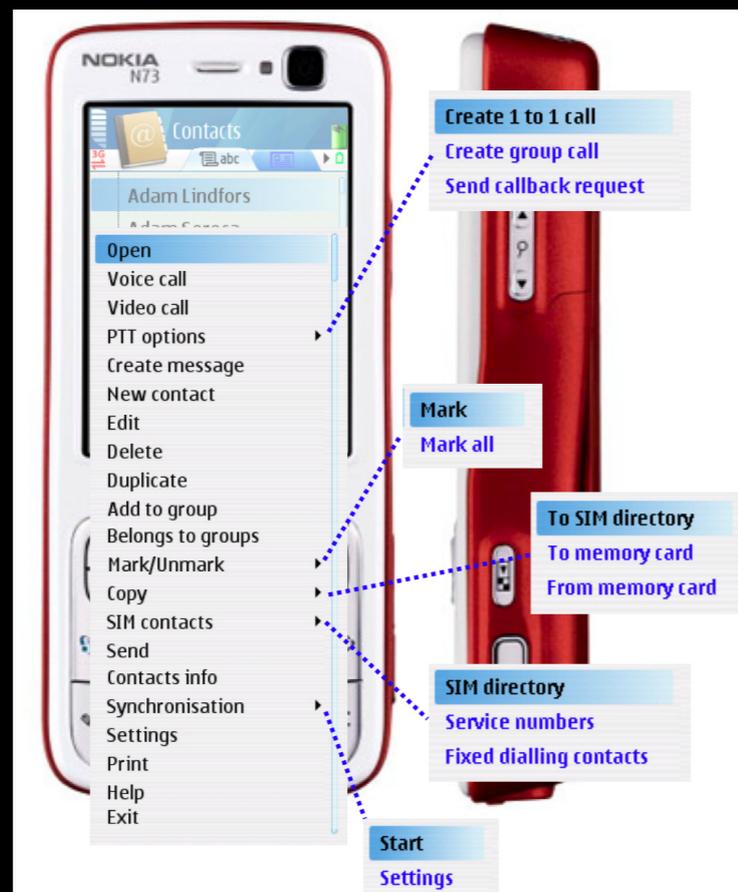


# Flat is fat

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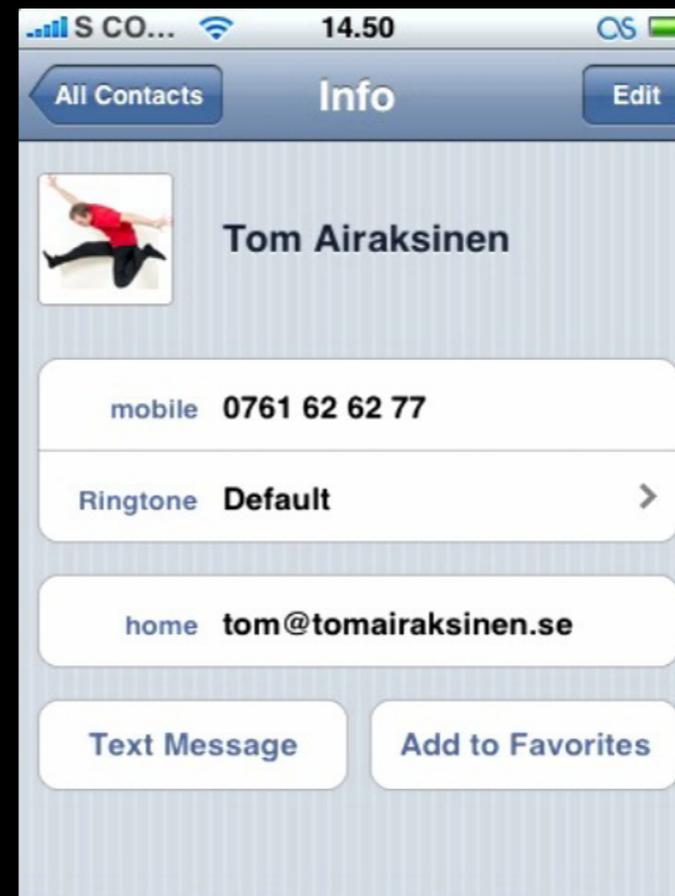
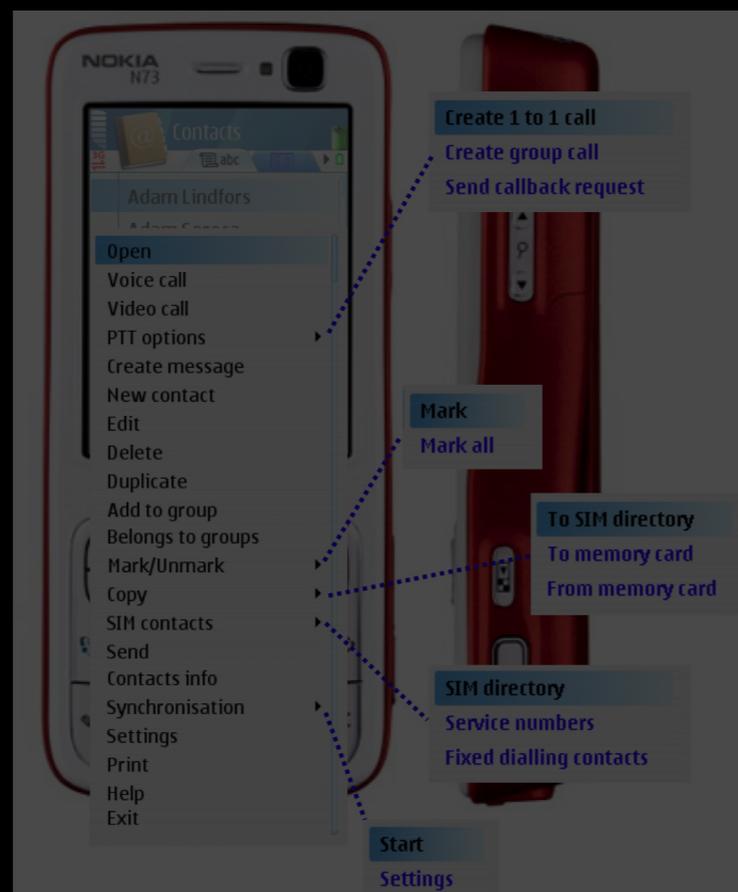
# Less is more

Removing clutter is also becoming very relevant from a pure interaction design perspective.



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# Innovation & Creativity

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# The process for innovation

Is it as easy as 1, 2, 3, 4?

# Doing it by the book



# We need to take risks

Oliver Toscani, Photographer, Benetton

To be creative you need to be insecure. You can't be creative if you are secure. Managers make sure their product is banal and stupid enough to fit a market that is called their target. The thing that is missing is courage. The courage to take risk. The one who won't take risks can't be creative. We live in the past because it is more secure.

# Don't trust the experts

Hire curious people and don't always get hung up on experience.

Involve some of the newest recruits. If you don't know any find some.

Think like a kid yourself sometimes – keep asking why?

Plug into the brains of older employees (even those that have retired).

Mix innocence with expertise (new ideas often favour youth, whilst development and execution often suit experience).

# Find the bug





# Find the bug



# Find the bug



# God is in the details



# God is in the details



Movie clip from The Bourne Identity

# God is in the details



Movie clip from The Bourne Ultimatum

# Move in the opposite way



# Avoid brainfire



Movie clip from Aliens

# Ideas are fragile

Advertising boss Charles Browe:

“An idea is fragile. It can be killed by a scornful smile or a yawn. It can be mounded down by irony and scared to death by a cold look.”

Howard Gardner, professor at Harvard

“Most cultures throughout human history have not liked creative individuals. They ignore them or kill them. It is a very efficient way of stopping creativity.”

*From The Idea Book by Fredrik Hären*

# Ideas are fragile



# Final words

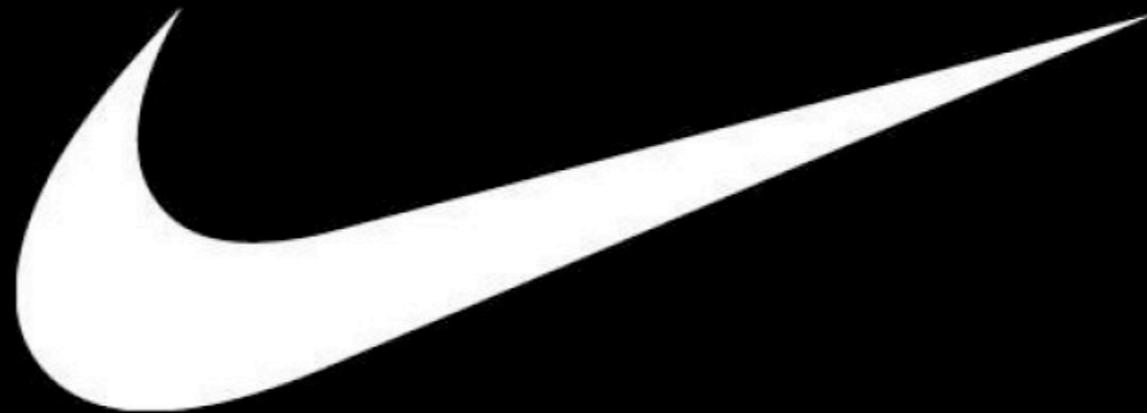
Here is to the crazy ones,  
the misfits and the troublemakers.  
The round pegs in the square holes.  
The ones who see things differently.  
They are not fond of rules and they have no respect for the status quo.

You can quote them, disagree with them, glorify or vilify them.  
But the only thing you can't do - is to ignore them.  
Because they change things.  
They push the human race forward.

And while some may see them as the crazy ones, we see genius.  
Because the people who are crazy enough to think they can change  
the world - are the ones who do.

**Think Different**  
*Apple*

**Just do it!**



# Thanks!

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