

# User eXperience 2010

**metro**

ДИЗАЙН ПЛАТФОРМЫ WINDOWS PHONE 7



КОНСТАНТИН КИЧИНСКИЙ

metro

ИСТОЧНИКИ ВДОХНОВЕНИЯ

TRANSPORTATION  
GRAPHICS  
& PICTOGRAMS



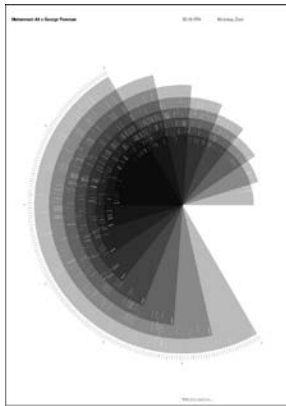


**The 04:44 Theory**

00:00 03:33 09:09 15:15  
 00:12 03:45 10:10 16:16  
 01:01 04:04 11:11 17:17  
**04:44**  
 01:11 04:56 12:12 18:18  
 01:23 05:05 12:34 19:19  
 02:02 05:55 13:11 20:20  
 02:22 06:06 13:13 21:21  
 02:34 07:07 14:14 22:22  
 03:03 08:08 14:22 23:23



Crate  
& Barrel  
Crate&E  
& Barrel



**Opernhaus Zürich**

Sonntag, 14. Mai 1967, 20 Uhr, Neubesetzung

**Maurice Ravel**  
Die spanische Stunde

**Daphnis und Chloe**

Musikalische Fiktion  
Christian Winding  
Inszenierung: Günther Schmitt  
Solisten:  
Günther Schweizer-Saxophon  
Karlheinz Frensch-Bass

Sollt' sich von Überlebe  
von Michael Förg  
Musik: Michael Förg  
Daphnis: Christian Winding  
Chloe: Christian Winding  
Musikalische Fiktion  
Solisten:  
Günther Schweizer-Saxophon  
Karlheinz Frensch-Bass  
Daphnis: Michael Förg  
Chloe: Christian Winding

**Opernhaus Zürich**  
Internationale  
Juni-Festwochen 1967

Opernhaus Zürich  
Internationale  
Juni-Festwochen 1967

Opernhaus Zürich  
Internationale  
Juni-Festwochen 1967



Neen Manifesto: Manifesto del Neen:

**Miltos A Few Things I Know About Che Conosco About**  
**Alcune Cose Manetas Circa il Neen.**

**A SPECTRE IS HAUNTING EUROPE: THE BEAUTY OF SPEED.**

THE BEAUTY OF SPEED.

WWW.SAVE DARRUR.ORG

Meet the cast:

**A B C D**  
**E F G H I J K**  
**L M N O P**  
**Q R S T U V**  
**W X Y Z**

Now see the movie:

**Helvetica**

A documentary film by Gary Hustwit

**Executive Producer:** Gary Hustwit  
**Producer:** [unreadable]  
**Director of Photography:** [unreadable]  
**Editor:** [unreadable]  
**Music:** [unreadable]  
**Production Office:** [unreadable]  
**Special Thanks:** [unreadable]

musica viva  
 hans anton  
 rosbaud  
 fietz  
 marcel mihalovici  
 igor stravinsky  
 roberto gerhard

**PICTOGRAM & ICON GRAPHICS**

**2**

**20052005**  
**20052005**  
**20052005**

**d t c**

**d t p**

**VB61**  
**STILL DEAF?**  
**DARFUR!**  
**DEATH!**  
**STILL**  
**VB61**

WANESSA BEECHOFF SUDAN PERFORMANCE PESCHIERA DI RIALTO/VENEZIA JUNE 08 2007 19-22 HRS WWW.SAVE DARRUR.ORG

metro

ПРИМЕРЫ





Search



Settings Help

collection marketplace social  
music videos podcasts channels

Gddy292odod

Inbox (2) Cart (10)



artist bio videos related listeners

# JAY-Z

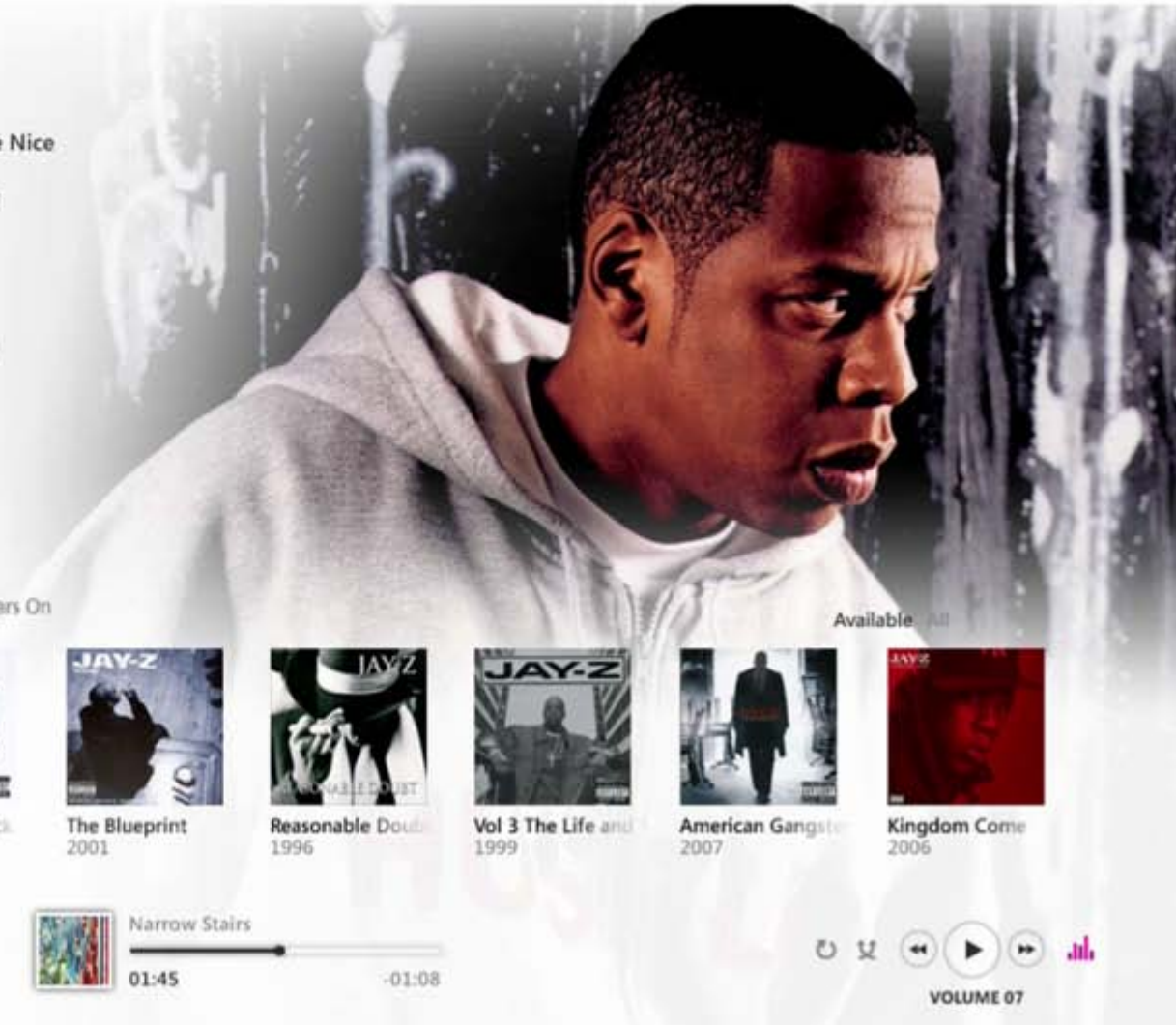
## top songs ↗

- 1 Not Ready to Make Nice  
Dixie Chicks
- 2 What Goes Around  
Justin Timberlake
- 3 It's Not Over  
Daughtry
- 4 Say It Right  
Nelly Furtado
- 5 Here  
Hellogoodbye

## playlists ↗

- 1 Not Ready to Make Nice  
Dixie Chicks
- 2 What Goes Around  
Justin Timberlake
- 3 It's Not Over  
Daughtry

discover more ↗



Albums ▾ Songs

Year ▾ Most Played

Title

Appears On

Available: All



The Black Album  
2004



In My Lifetime Vol. 1  
1997



Vol 2 Hard Knock Life  
1998



The Black Album  
2004



Reasonable Doubt  
1996



Vol 3 The Black Album  
1999



American Gangster  
2007



Kingdom Come  
2006



Narrow Stairs

01:45

-01:08



VOLUME 07



THE NEW FRESH FM

94.71 HD

HD1 HD2

It's Not Me, It's You  
ULY ALLEN



Zune

Pins



FRAY

ALTERNATIVE & PUNK



VAMPYRES

107.1 HD

History



Zune

music

videos

pictures

radio

marketplace

social

internet

Zune

12:33

Zune

# games

## spotlight

Improve your Fitness skills today  
*Tips and Tricks*

Play cards this Weekend  
*Test your skills with some online play*

Music Demo available now  
*Download the free demo today*

Dance Game available for download  
*Try out your moves*

New Board Games out now  
*Try the latest tricks*

## Xbox LIVE

happy\_mum  
2356



Winning Streak Achievement



## requests



Nudge  
Puzzle Game  
Scotty21 (Scott B)



Your Turn  
Card Game  
mizcatdragon (Cathy W)



Invitation  
Music Game  
runsForFun (Kari H)

## collection

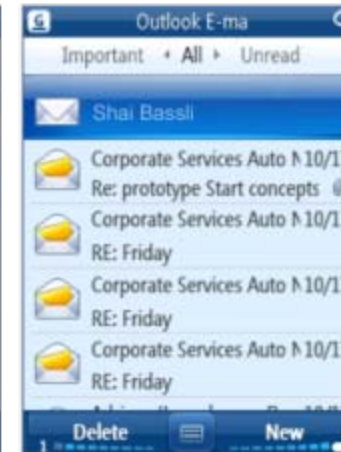
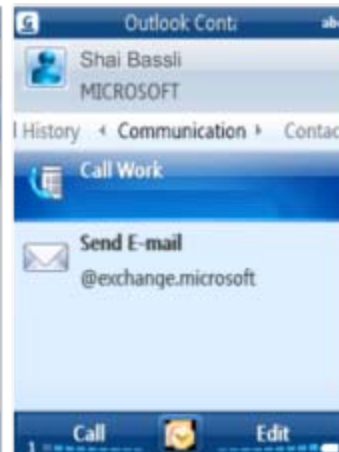
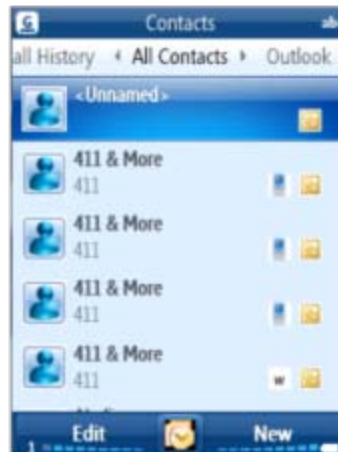
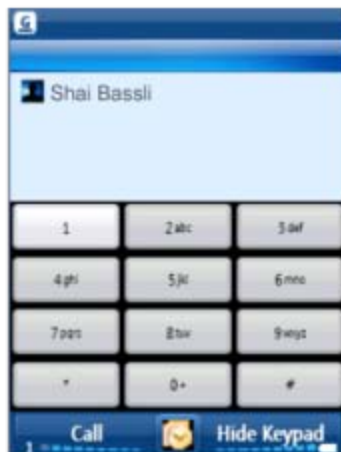
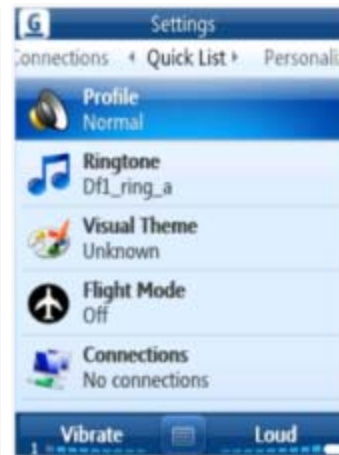


Get more games in the marketplace

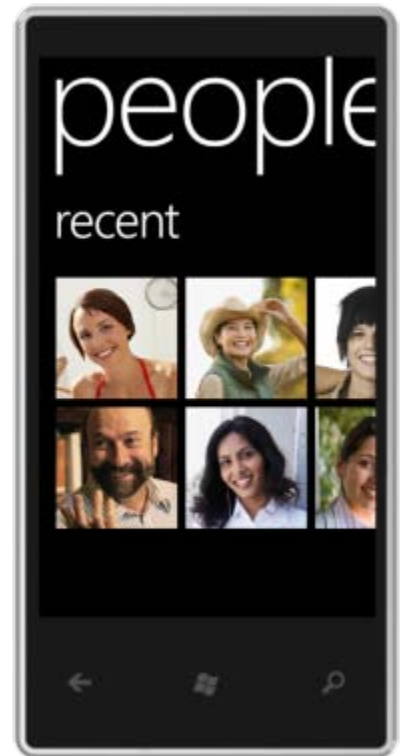
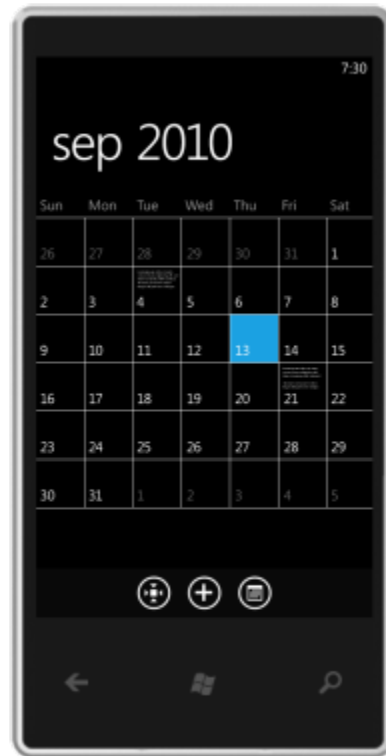
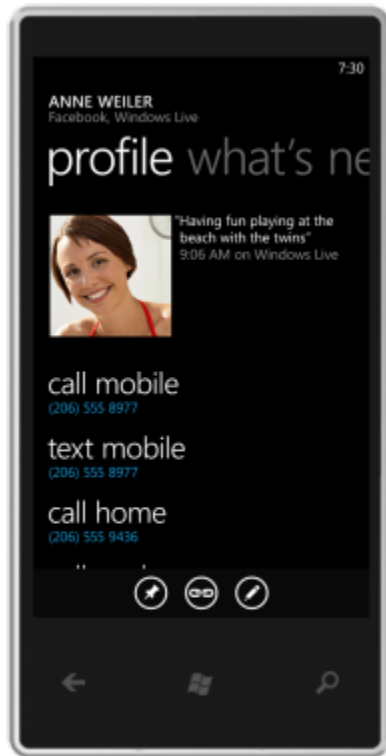
phone

НАСТОЯЩЕЕ И БУДУЩЕЕ

# User eXperience <sup>Ru</sup> 2010



# User eXperience <sup>Ru</sup> 2010



# ПРИНЦИПЫ

ПРОСТЫЕ ИДЕИ, ПОЗВОЛЯЮЩИЕ  
МЕТРО РАБОТАТЬ

- ↘ Легкость и простота
- ↘ Типографика
- ↘ Движение
- ↘ Контент прежде всего
- ↘ Честность

# Легкость и простота

- Фокус на основных задачах
- Делать больше меньшими средствами
- Нацеленное сокращение ненужных элементов
- Использование свободного пространства



# Типографика

- Четкий и красивый текст
- Открытый и понятный информационный дизайн
- Чувствительность к толщине, размеру и балансу тестовых элементов

Segoe WP Regular

abcdefghijklmnopqrstuvwxy1234567890  
ABCDEFGHIJKLMNopQRSTUVWXYZ

Segoe WP Bold

abcdefghijklmnopqrstuvwxy1234567890  
ABCDEFGHIJKLMNopQRSTUVWXYZ

Segoe WP Semi-bold

abcdefghijklmnopqrstuvwxy1234567890  
ABCDEFGHIJKLMNopQRSTUVWXYZ

Segoe WP Semi-light

abcdefghijklmnopqrstuvwxy1234567890  
ABCDEFGHIJKLMNopQRSTUVWXYZ

Segoe WP Black

abcdefghijklmnopqrstuvwxy1234567890  
ABCDEFGHIJKLMNopQRSTUVWXYZ

# Движение

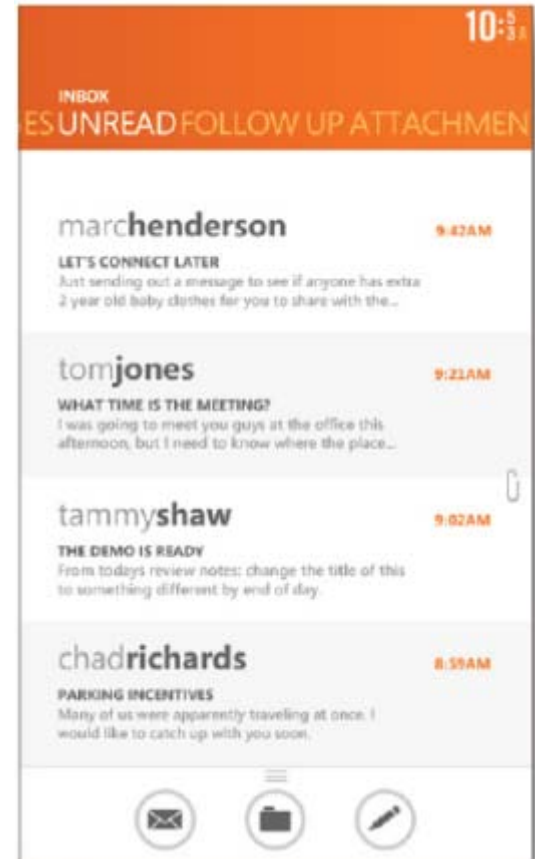
- Отзывчивый и живой
- Системный подход
- Контекст улучшает удобство
- Переходы между элементами UI также важны, как дизайн самих элементов
- Чувство размера и глубины

# Контент прежде всего

- Приоритет контента, а не оформления
- Сокращение визуальных элементов, не являющихся контентом
- Контент — часть UI
- Прямое взаимодействие с контентом

# Честность

- Дизайн для форм-фактора
- Цифровой дизайн
- UI не пытается быть тем, чем он не является
- Прямое изложение



# Мы хотим, чтобы люди говорили

↳ Это свежий и чистый дизайн

↳ Это просто

↳ Это красиво — я хочу его

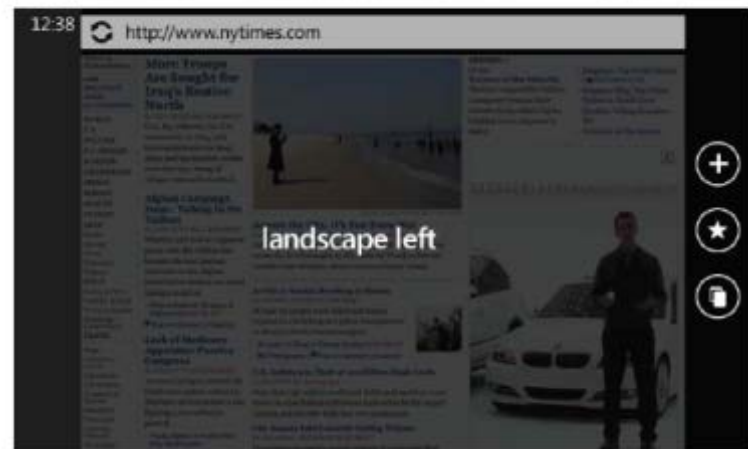
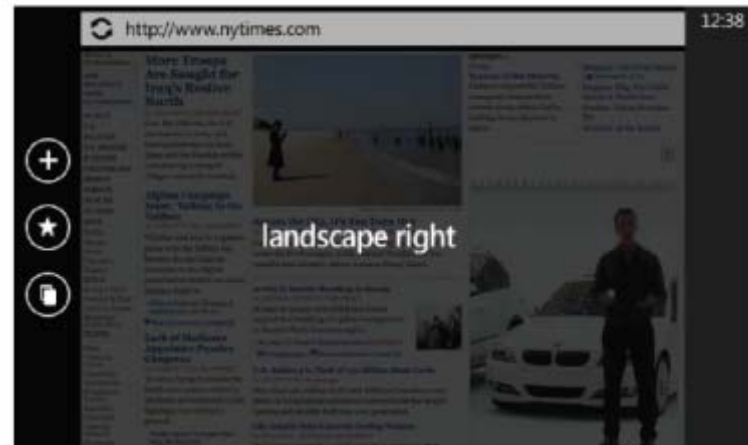
↳ Кажется, это новый Microsoft

UX

ПРОЕКТИРОВАНИЕ ВЗАИМОДЕЙСТВИЯ



800x480px





NEW



ADD



MINUS



CHECK



VIDEO



CAMERA



E-MAIL



SETTINGS



CLOSE



CANCEL



SYNC



REFRESH



FAVORITES



ADD TO FAVORITES



DOWNLOAD



UPLOAD



QUESTION MARK



EXCLAMATION



BACK



NEXT



SHARE



EDIT



OVERFLOW DOTS



SEARCH



DELETE



SAVE



FOLDER



PLAY



PAUSE



PREVIOUS/REWIND



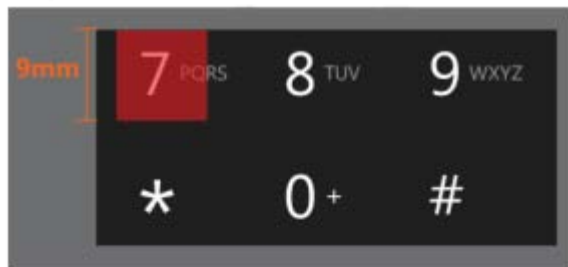
NEXT/FASTFORWARD

The image shows two side-by-side email inbox interfaces. The left interface is a standard list view, and the right interface is a card-based view. Annotations are present on the right interface: 'frame control' at the top right, 'page control' below it, and 'content' to the right of the email cards. Both interfaces show a list of five emails from Phyllis Harris, Nancy Anderson, Roland Hofmann, Morten Rassmussen, and Mark Sargent. The right interface has a 'content' label next to the email cards, indicating that the content is contained within the card's frame.

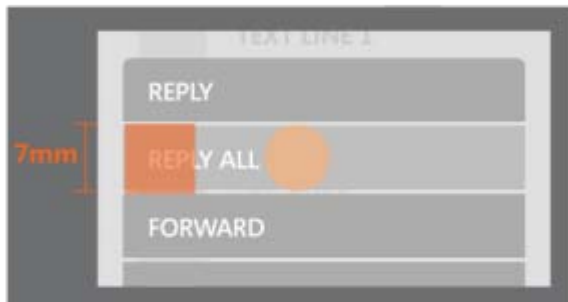
Sender	Time	Subject	Preview	Actions
Phyllis Harris	2:04a	Did you have fun on your trip?	It's so awesome that you got a chance to	Reply, Reply All, Forward
Nancy Anderson	10:12p	The supply room seems to be missing a	Okay, who's the funny guy that thought it	Reply, Reply All, Forward
Roland Hofmann	10:47p	Where are we going for lunch today? Se	I vote for Kaname!	Reply, Reply All, Forward, More
Morten Rassmussen	Wed	I'm going to need those documents on	Please send them over when they're read	Reply, Reply All, Forward, More
Mark Sargent	08/09	Did you have fun on your trip?		Reply, Reply All, Forward, More



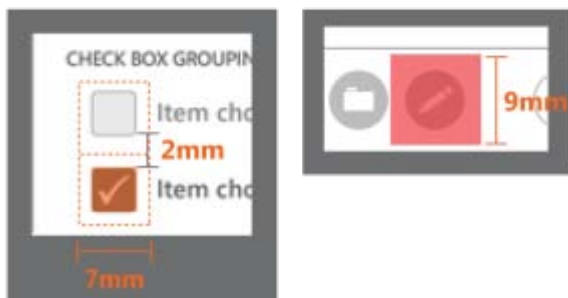
# Пальчики



Рекомендуемый размер цели: 9mm



Минимальный размер цели: 7mm



Минимальное расстояние между элементами: 2mm

Визуальный размер составляет 60-100% от размера цели

# Hub`ы или Single-Page Apps

**sailing**

**conditions**

Puget Sound  
SE Wind  
**15 kt.**

open sea buoys

Cape Elizabeth	#46041	ENE
Halibut Bank	#46042	N
West Point	#46043	NE
Smith Island	#46044	ENE

tides

Port Townsend 44.1° F

**route**  
Latitude 37°, 48 M north

**destination**

points of interest

- 1 Point Defiance**  
1300 1st Ave, Tacoma, WA  
0.1 mile ★★★★★
- 2 West Marine**  
1400 E Prospect St, Tacoma, WA  
0.1 mile ★★★★★
- 3 Port Ludlow Resort**  
1218 3rd Ave, Port-Ludlow, WA  
0.2 miles ★★★★★
- 4 Bangor Naval Base**  
1300 1st Ave, Bremerton, WA  
0.3 miles ★★★★★

**alerts**

puget sound advisories

- Grays Harbor Bar
- Waters of Strait of Juan de Fuca
- Central U.S. waters of Strait of Juan de Fuca
- East Entrance of Strait of Juan de Fuca
- Northern inland waters San Juan Islands
- Admiralty Inlet
- Puget Sound and Hood Canal
- Cape Rattier to James Island, out 20 nm
- James Island to Point Grenville, out 20 nm
- Point Grenville to Cape Shoalwater, out 20 nm
- Cape Rattier to James Island 20 to 60 nm
- James Island to Point Grenville 20 to 60 nm

CONTOSO

12:38

weather almana

Las Vegas, NV  
March 15th, 2010

**75°**  
Sunny & clear

Location (City, State or ZIP)

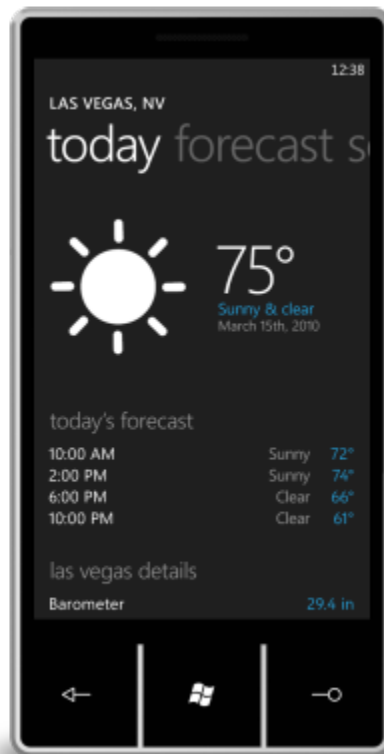
Current location

Sun	Mon	Tue	Wed	Thu	Fri	Sat
☁	☁	☁	☁	☁	☁	☁
56°	58°	63°	61°	54°	55°	59°
51°	49°	51°	48°	39°	43°	45°

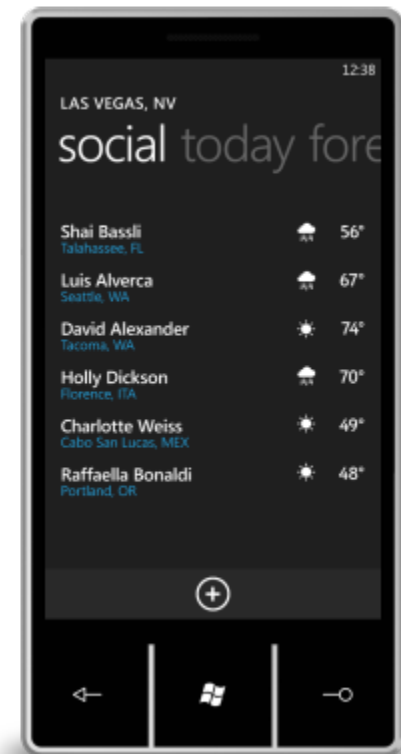
# Пример: Weather



Personal



Relevant



Connected

# Применение стиля



# ИНСТРУМЕНТЫ

VISUAL STUDIO, EXPRESSION STUDIO

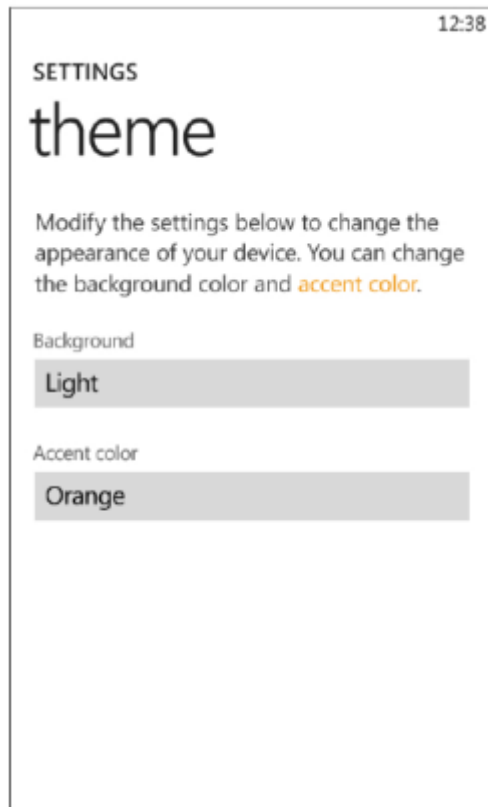


Microsoft®  
Visual Studio®

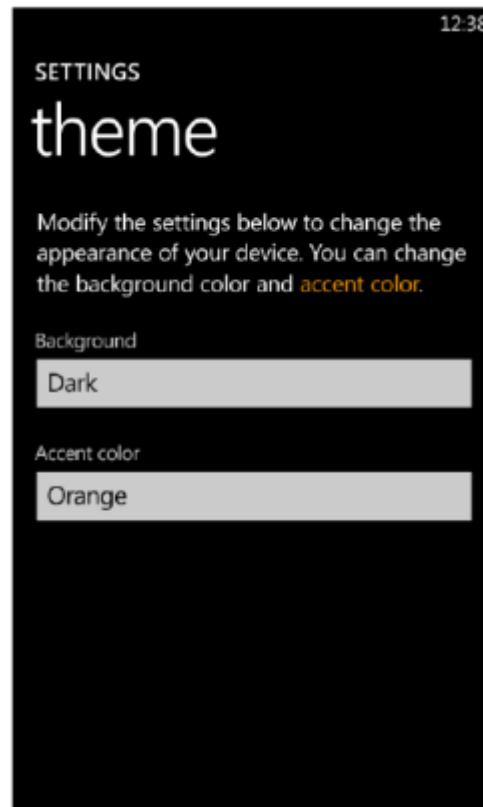
Microsoft®  
Expression Blend® 4

xaml

# СТИЛИ И ТЕМЫ



СВЕТЛАЯ



ТЕМНАЯ



АКЦЕНТЫ

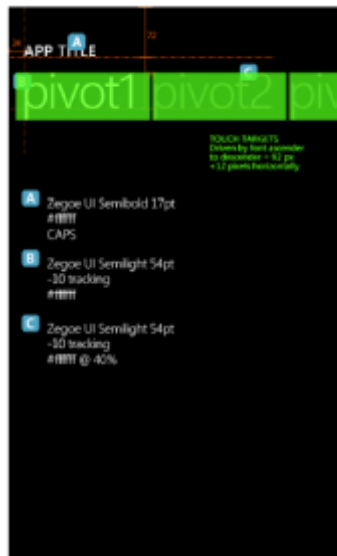
- ↘ Встроенные контролы автоматически используют выбранную тему.
- ↘ Ваше приложение также может ориентироваться на выбранную пользователем тему.

# КОНТРОЛЫ

ДЕМОНСТРАЦИЯ

# Pivot

- ↘ Разные представления данных.
- ↘ Связанная информация.



# Панорама

- ↘ Хорошо использовать для хабов.
- ↘ Раскрытие дополнительного контента.





# прототипирование

SKETCHFLOW

# ресурсы и ссылки

# Windows Phone

## UI Design and Interaction Guide for Windows Phone 7



7

<http://developer.windowsphone.com/windows-phone-7/>

## panorama backgrounds

Panorama background images are optional. If you use one, it should be selected with care to ensure that it does not degrade the ability of the user to discriminate touch targets from the image.

This control is not shipped as a part of the Windows Phone Developer Tools. The templates and instructions are provided as-is to avoid designers and developers to match, visually and in interaction, a similar control that appears in Windows Phone OS 7.0.

→ COMMON CONTROLS | PANORAMA BACKGROUNDS | OVERVIEW



# Design Templates for Windows Phone 7



- ↘ Легкость и простота
- ↘ Типографика
- ↘ Движение
- ↘ Контент прежде всего
- ↘ Честность

# User eXperience 2010

metro.

ДИЗАЙН ПЛАТФОРМЫ WINDOWS PHONE 7



КОНСТАНТИН **КИЧИНСКИЙ**

Academic Developer Evangelist  
Microsoft Russia

[konkich@microsoft.com](mailto:konkich@microsoft.com)

[kichinsky@twitter.com](https://twitter.com/kichinsky)

[blogs.msnd.com/kichinsky](http://blogs.msnd.com/kichinsky)

q&a