

Context is king

Crafting smarter, adaptive
digital products today

@nickvanderlinde

MIRABEAU | ✱



@nickvanderlinde

Principal interaction designer

MIRABEAU | 

**We are thinkers, designers,
technologists, illustrators,
copywriters and makers**

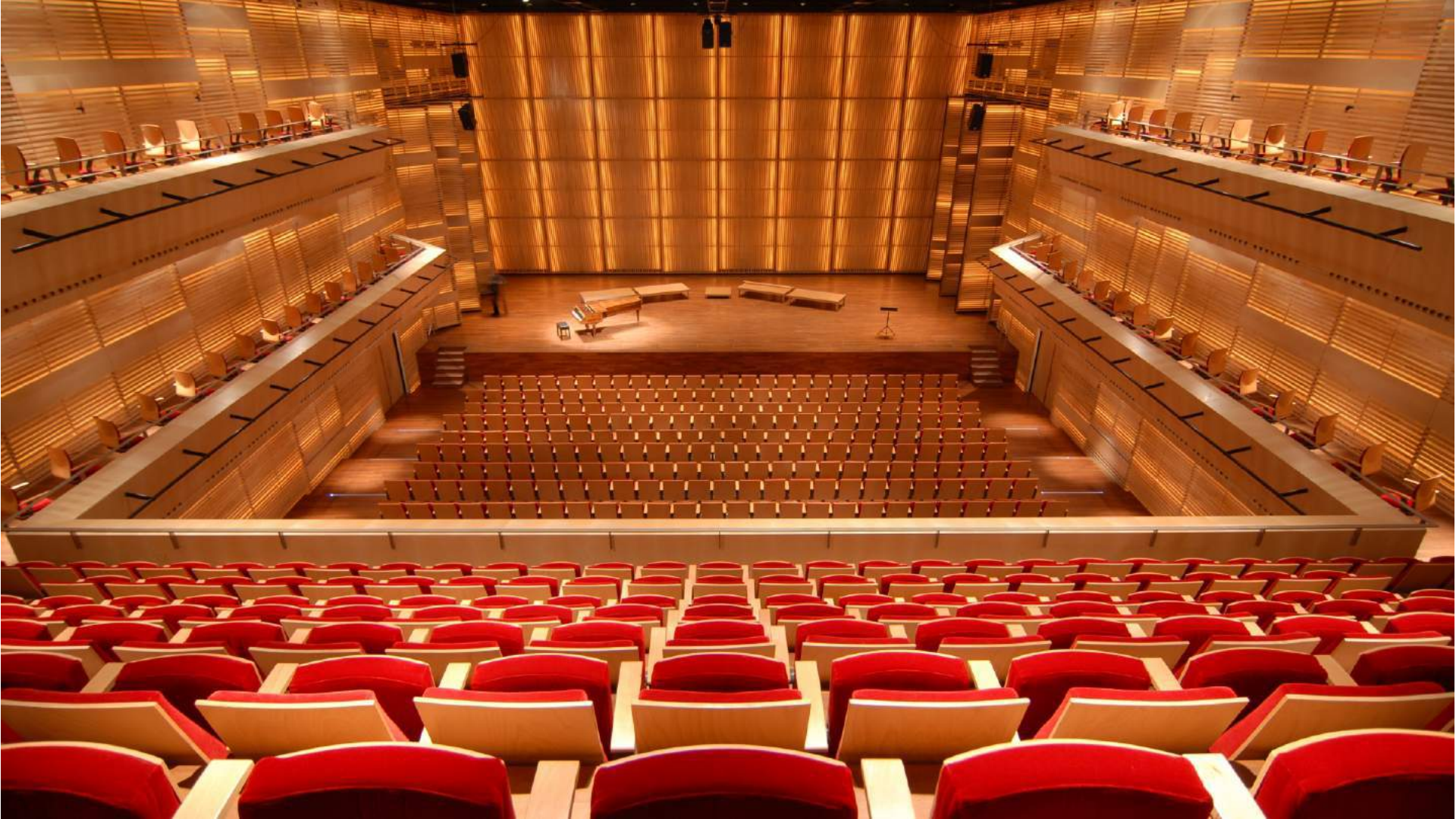


Today's subject:
context

Good design considers context











The good news:

Emerging web technology
allows us to (largely)
automate that manual part



“The design goal is to find ways to use data, prior behavior and business logic to have things happen automatically, or as close to automatic as we can get.”

— Aaron Shapiro (CEO, Huge inc.)

Good design considers context

Great design adapts to context

Less work for our users!

(Also: more work for us!)

Context on the web today

Google

All Images Videos Shopping News More Search tools

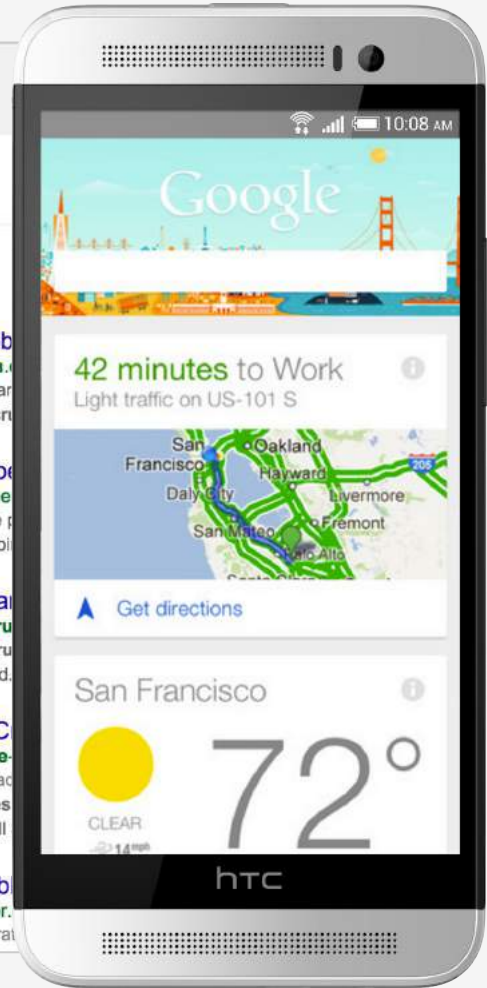
About 74.200.000 results (0,45 seconds)

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 Royal Caribbean International offers amazing cruise deals to some of the most sought-after destinations in the world. Explore Europe, experience Australia, bask ...
 Find A Cruise - Ships - My Cruises - Radiance of the Seas

Caribbean Cruises - Carnival Cruise Lines
www.carnival.com/cruise-to/caribbean-cruises.aspx
 Make your next vacation a Carnival Caribbean cruise. With 3-8 day cruises to the best ports in the Caribbean, book your Caribbean cruise on Carnival now!
 Belize - Cruise To Cozumel Mexico - Grand Cayman - Mahogany Bay

Caribbean Cruise – Caribbean Cruises - Princess Cruises
www.princess.com/learn/cruise-destinations/caribbean-cruises/
 Treat yourself to a tropical paradise adventure aboard a Caribbean cruise. Get ready to relax on an Eastern, Western or Southern Caribbean Princess cruise ...

Caribbean Cruises - Holland America Line
www.hollandamerica.com/cruise-destinations/caribbean-cruises
 Book an unforgettable Caribbean cruise from Holland America Line to your very own tropical paradise.
 Eastern Caribbean Cruises - View Itineraries - Southern Caribbean Cruises





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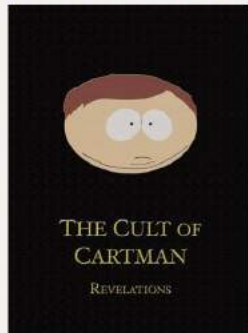
VacationsToGo.com

Ads by Google

Controversial Dysfunctional Family TV comedies

See all >

South Park: The Cult of Cartman

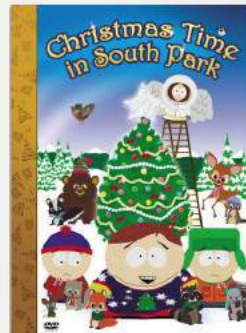


Play



Not Interested

Christmas Time in South Park



Play



Not Interested

South Park: The Hits: Vol. 1



Play



Not Interested

South Park: Spook-Tacular!



Play



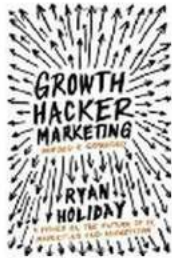
Not Interested



Your Recently Viewed Items and Featured Recommendations

Inspired by your browsing history

Page 2 of 9 | [Start over](#)



Growth Hacker Marketing:
A Primer on the Future...

› Ryan Holiday

★★★★☆ 37

Paperback

£8.99



About Face: The Essentials
of...

› Alan Cooper

★★★★★ 3

Paperback

£23.11



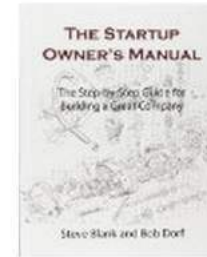
Venture Deals: Be Smarter
Than Your...

Dick Costolo

★★★★★ 4

Hardcover

£30.59



The Startup Owner's
Manual: The...

› Steve Blank

★★★★☆ 22

Hardcover

£24.05



- Andy Fenstermaker
- News Feed
- Messages
- FensePost
- BrandQuery, LLC
- KSVR 91.7 FM, Co...
- Events 9+
- Jim Fenstermaker K...
- MVpeeps 1
- See More...
- Andreanna Wilson
- Christopher B. Bloom
- Ian Butler
- Jeremy Ryan
- Jodie Buller
- Jordan Michelman
- Lance Kirkman
- Nate Prudhon
- Rachel Ratner
- Wayne Leeloy

Search for people, places and things

Update Status **Add Photos/Video**

What's on your mind?

Christopher B. Bloom
 A stack of these pancakes could probably end world hunger. And cause World Diabetes. At the same time. <http://www.closetcooking.com/2013/03/bacon-guinness-chocolate-pancakes-with.html>



Bacon Guinness Chocolate Pancakes with a Frothy Whipped Cream Head and

This recipe appears in the Game Day Party Food eCookbook along with 19 more of the tastiest snacks on Closet Cooking and 5 all new drool inducing treats!

WWW.CLOSETCOOKING.COM

4 minutes ago · Portland, OR

Like Comment Share

James Proestos perfect for bacon scotch thursday
 3 minutes ago via mobile · Like · 2

Sam Mills Bacon scotch Thursday? That sounds amazing.
 a few seconds ago · Like

Write a comment...

- News Feed**
- All Friends 20+
 - Following 20+

- Brandon Bosch** got engaged to **Katie Ann Elliott**
- Matt Adams** and 1 other
- 7 events** this week
- 1 request** from Jonathan Schuller
- 2 other app requests**
- Erich Cannon** poked you

PEOPLE YOU MAY KNOW See All

Robert Cammock
 Friends with Cammock Family **Add Friend**

SPONSORED Create an Ad

HubSpot
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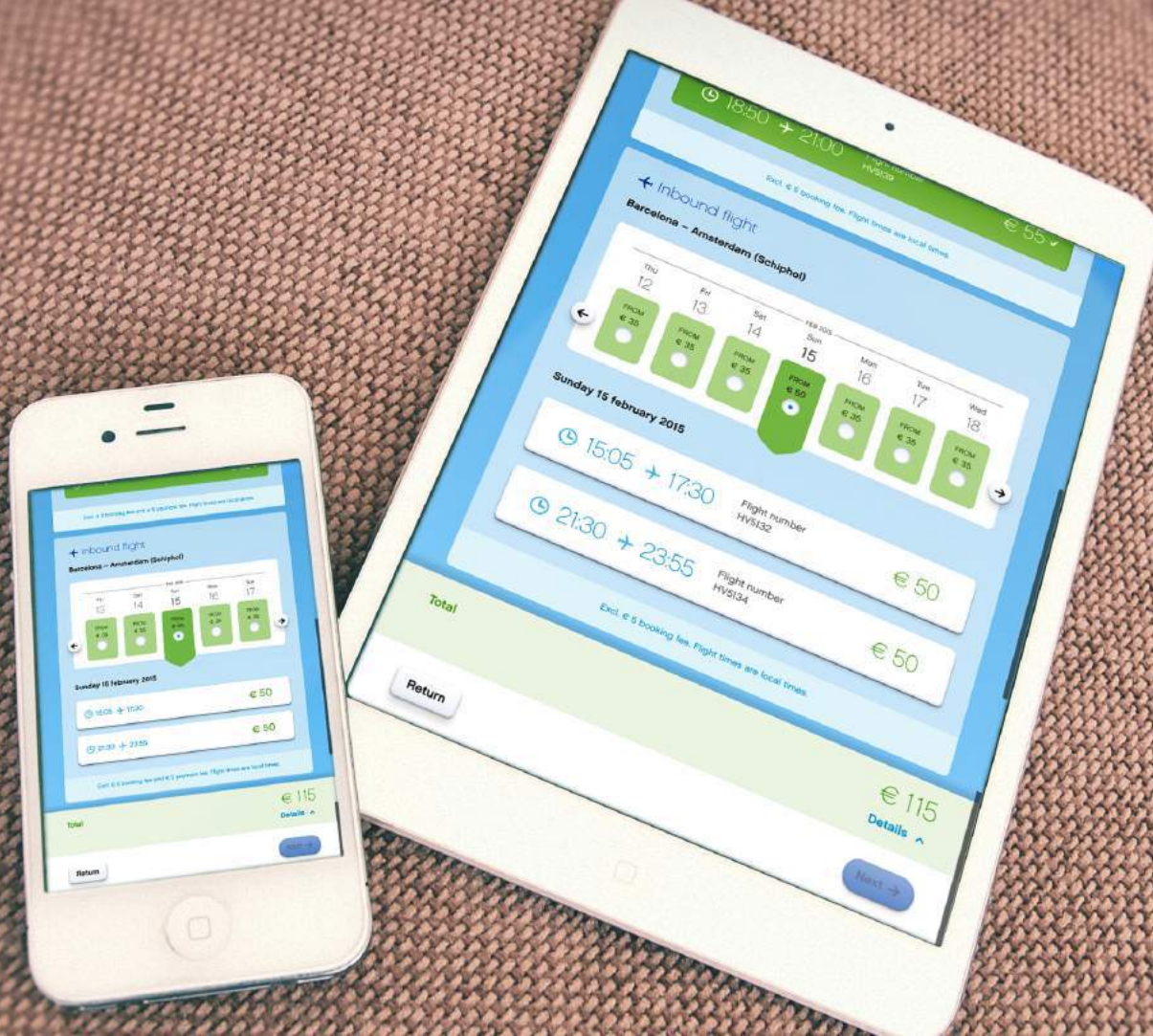
Free ebook: How to Master Facebook Marketing in 10 Days

Today, it's mostly big tech companies
that (try) to make use of context.

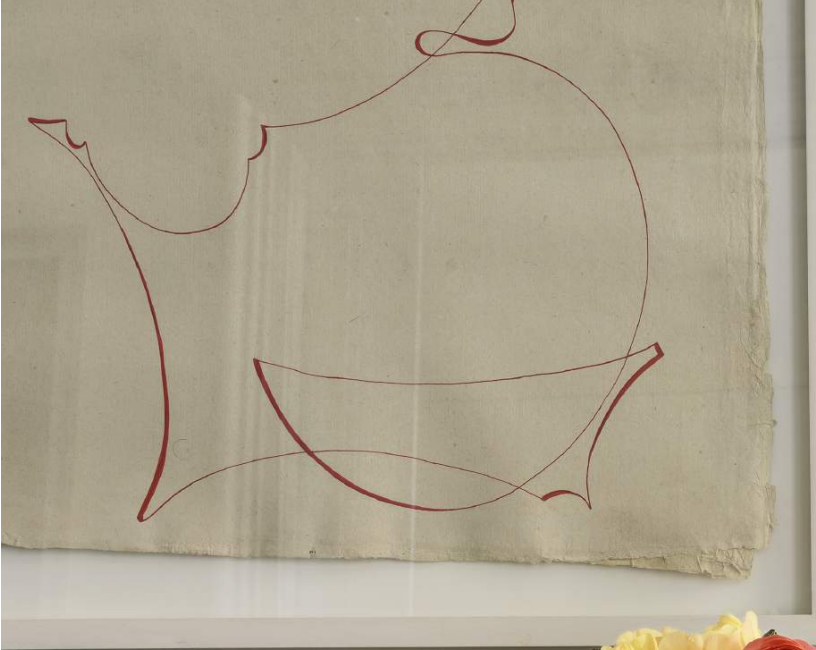


Different kinds of context

Screen context



Proximity context





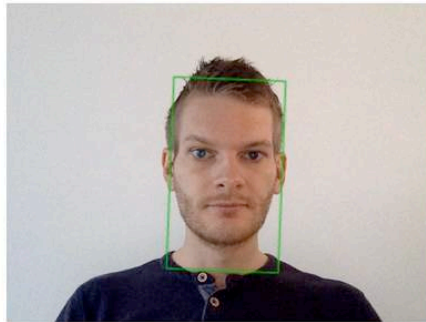
Breakpoints

Onload

Realtime

Realtime Simple

24.6px Lorem ipsum dolor sit amet, consectetur adipisicing* elit, sed do eiusmod* tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Status : Tracking face

Reload Face Detection

Width: 84

ratio: 3.8095238095238093

Root size: 12.3px

Environmental context



News & Updates



Filters

CAI X

Boeing 747-400 X

USA X

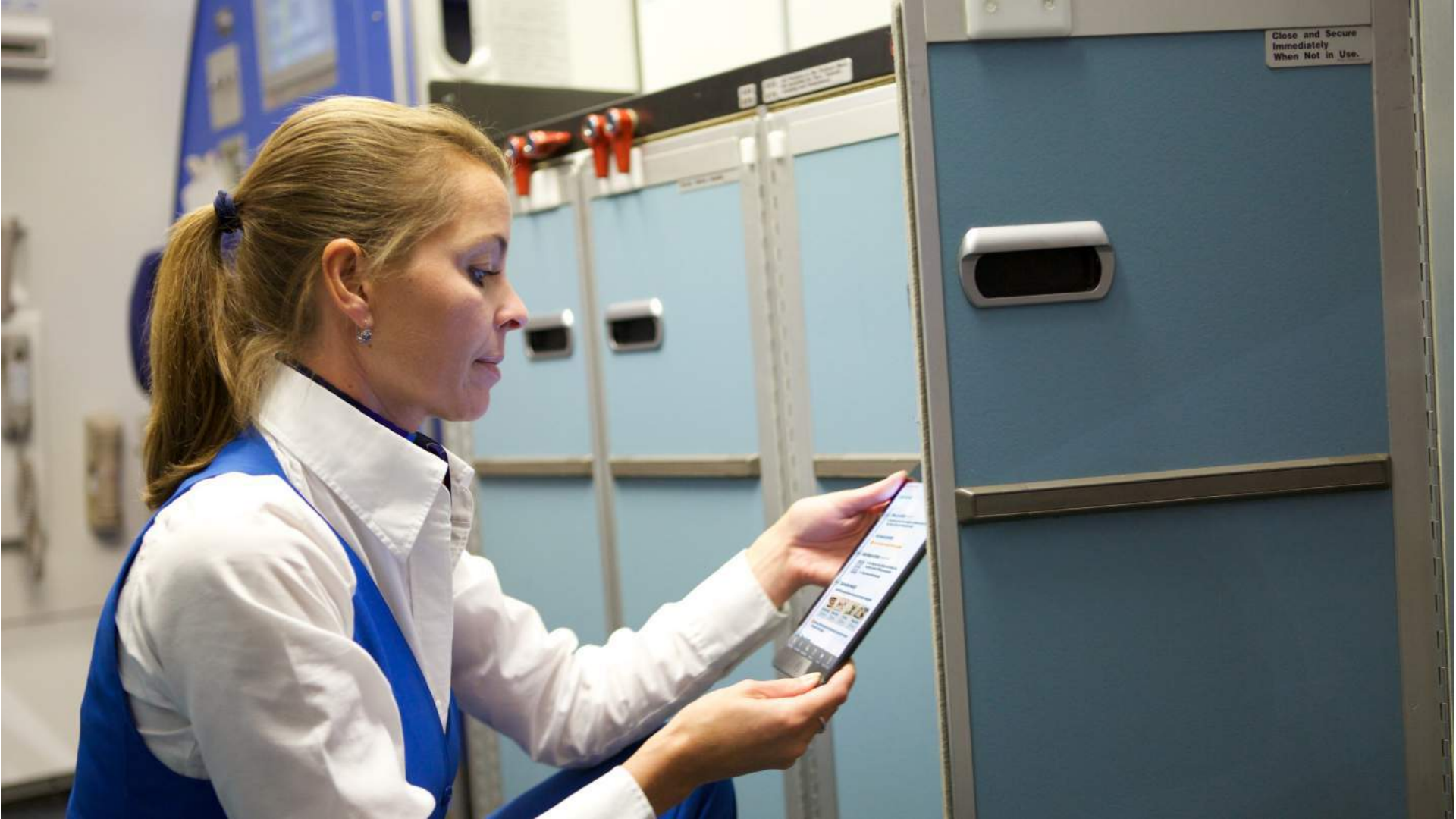
Rituals wordt Zenology

Met ingang van 1 mei worden de toiletartikelen van Rituals, zowel in de Economy Class als in de World Business Class, vervangen door toiletartikelen van het merk Zenology.

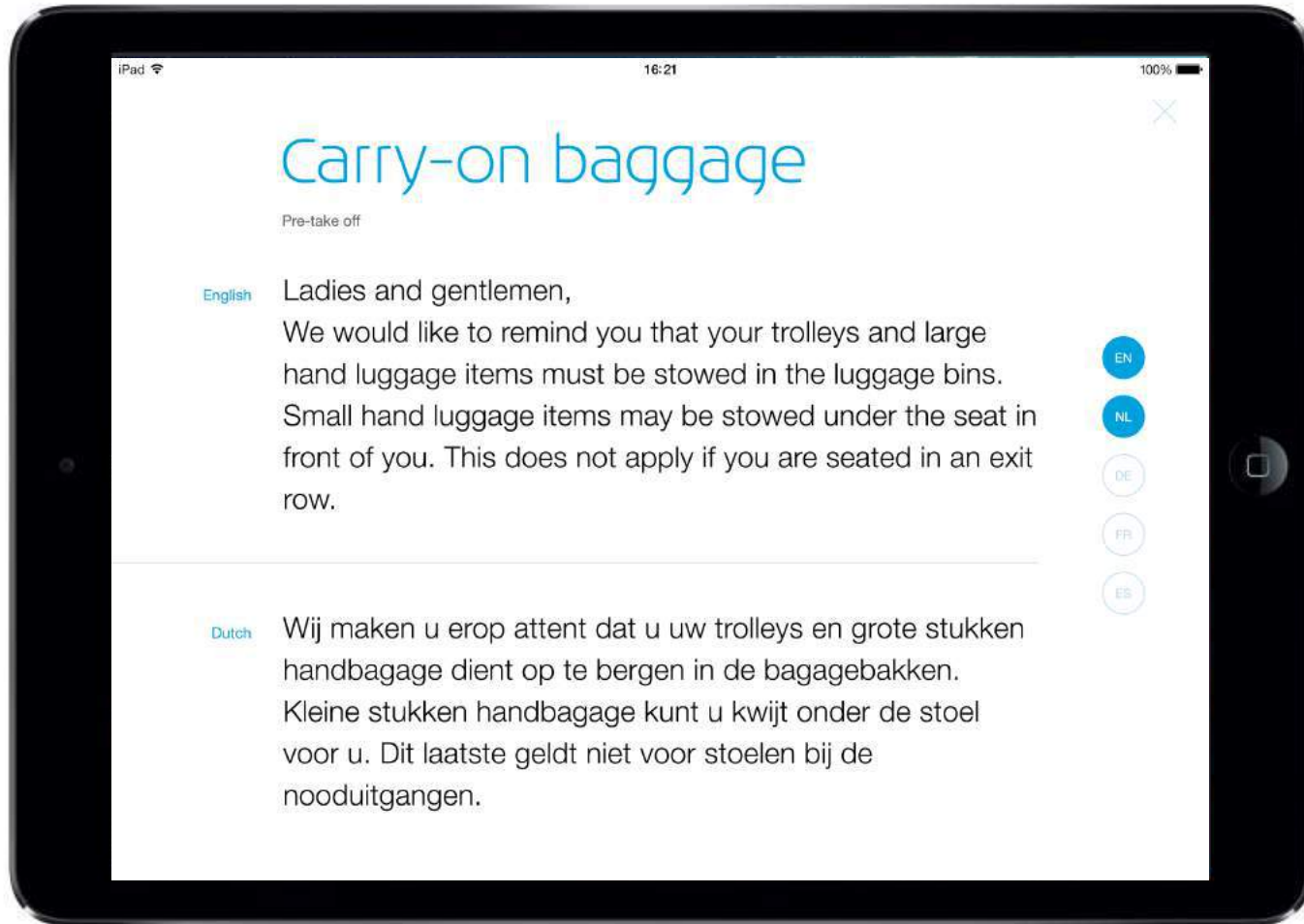
In Economy Class wordt de bestaande zeep vervangen door een foaming hand wash met Mandarin Green Tea geur.

Speciale actie voor passagiers en crew
Passagiers krijgen door middel van een kortingscode 10% korting als zij Zenology producten bestellen op www.zenology.eu. De code is KLM10. Deze code staat ook vermeld op de verpakking van de pillow spray.









Behavioural context

WELCOME HOME






Rent unique places to stay from local hosts in 190+ countries.

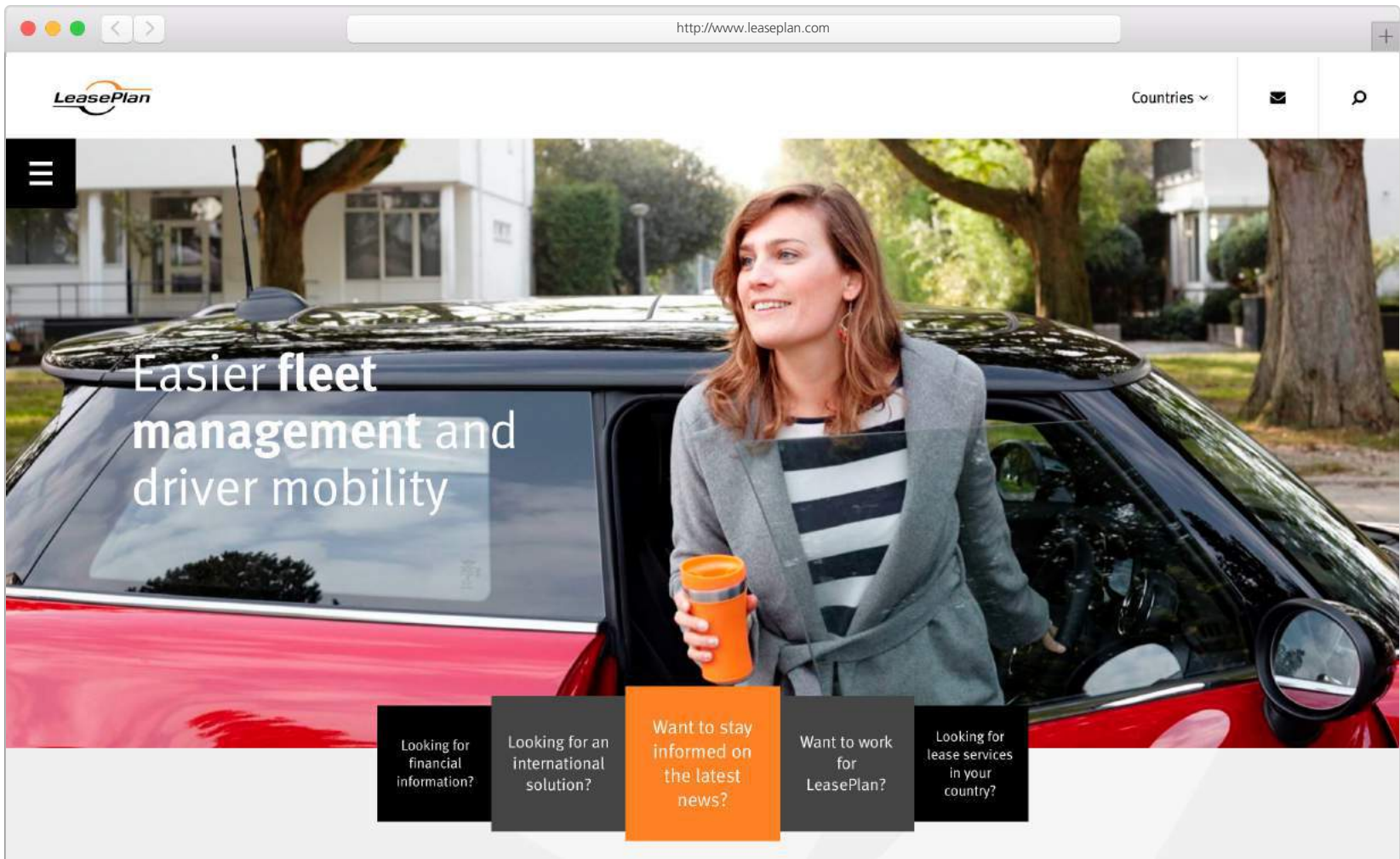
How It Works

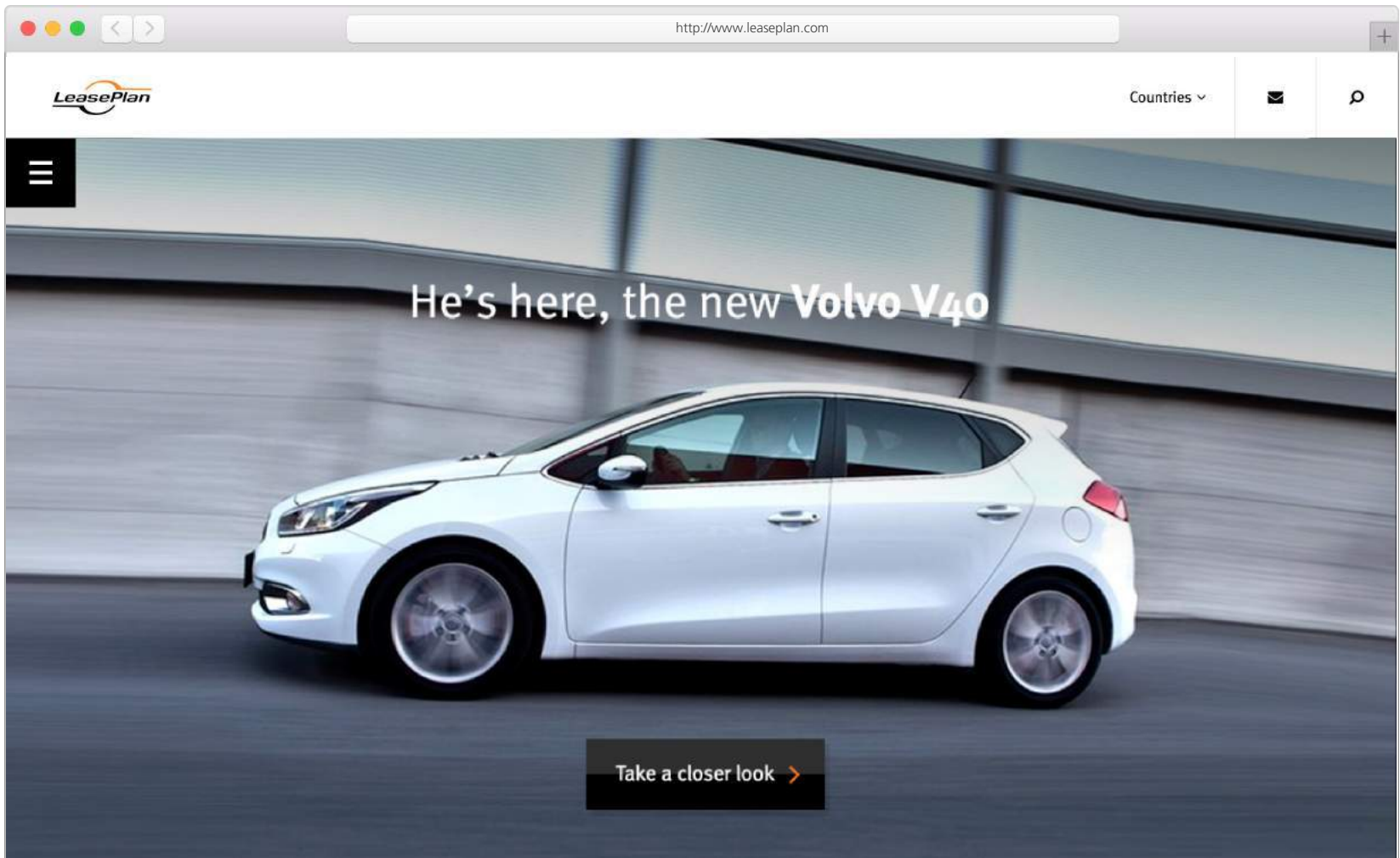
Where do you want to go?	Check In	Check Out	1 Guest ▾	Search
--------------------------	----------	-----------	-----------	--------

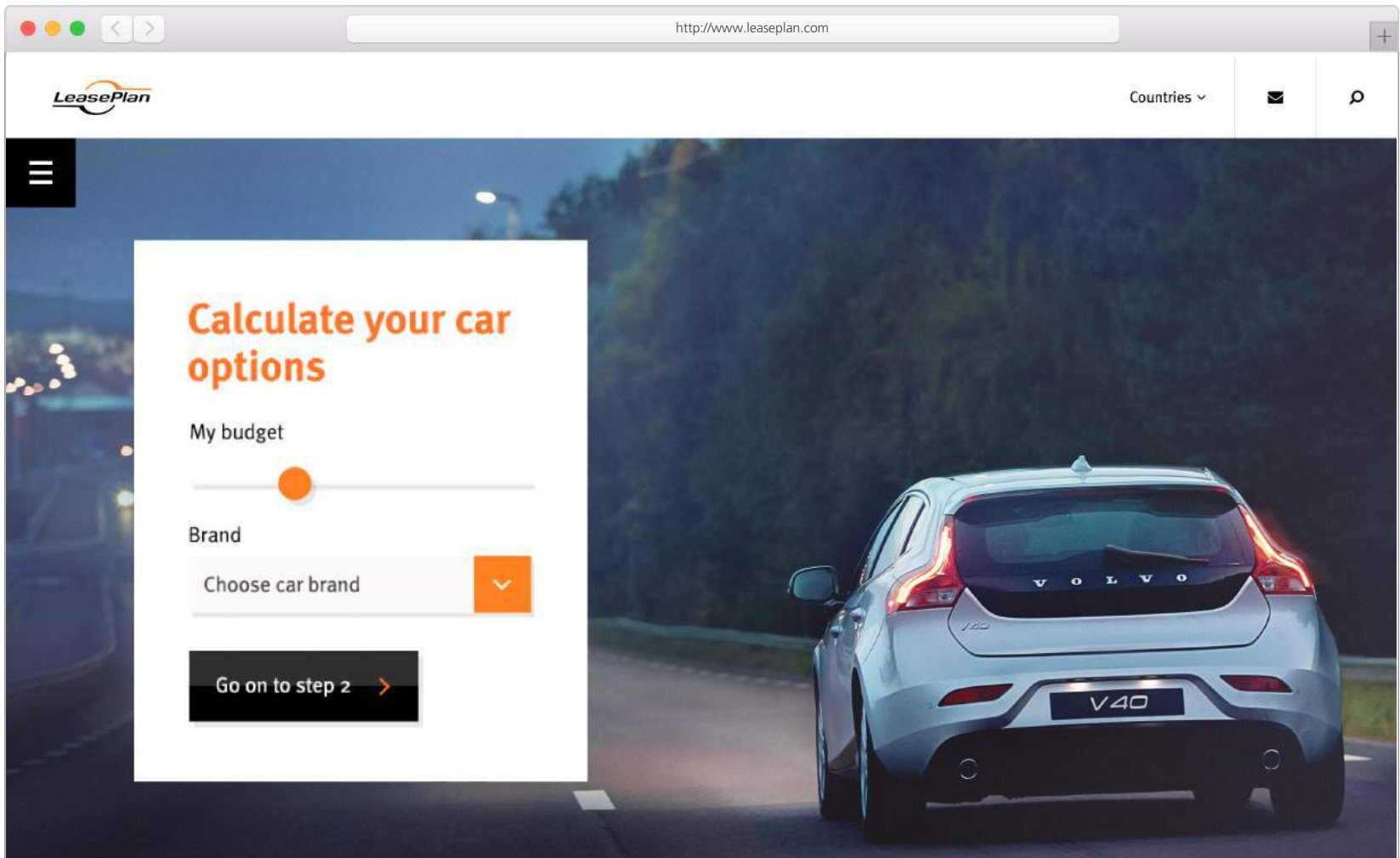


Hosting opens up a world of opportunity

Where do you want to go?	Check In	Check Out	1 Guest	Search
 bologna italy	10/1/2015	— 10/7/2015	2 Guests	
 Florence italy	10/2/2015	— 10/6/2015	2 Guests	
 Rome Italy	10/1/2015	— 10/6/2015	2 Guests	
 New York NY			1 Guest	
 France			3 Guests	







Design system



New tools and platforms



Adobe Management Cloud

EPISERVER

Episerver Digital Experience Cloud



Sitecore Experience Platform

A practical guide to designing for context

1

2

3

4

**Think big,
start small**

Quantitative research

- **Surveys**
- **A/B tests**
- **Remote tests**
- **Analytics**

Helps to discover what is happening with a product or service



Qualitative research

- **Focus groups**
- **Interviews**
- **Participatory design**
- **Usability tests**

Tells you why that is happening, and catch underlying problems

Mapping research insights to the customer journey

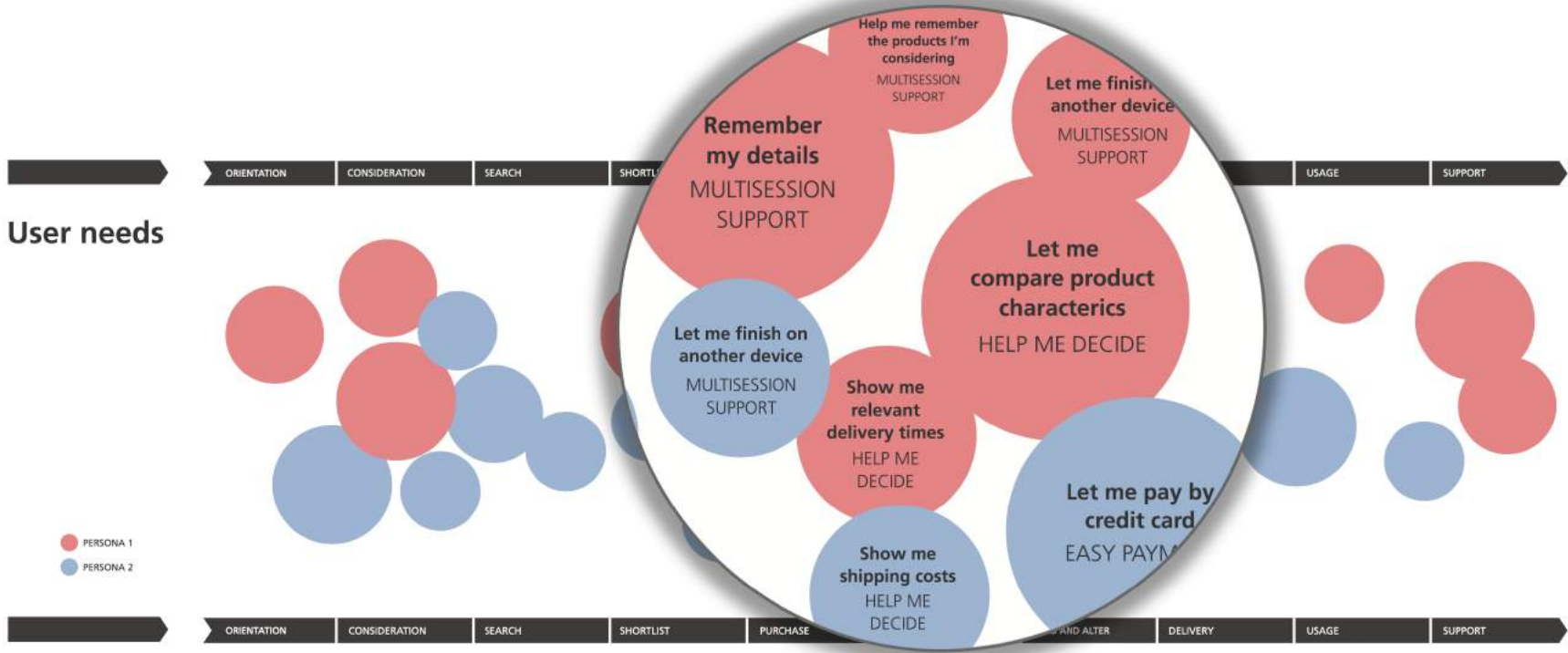
ORIENTATION

CONSIDERATION

SEARCH

PURCHASE

User needs

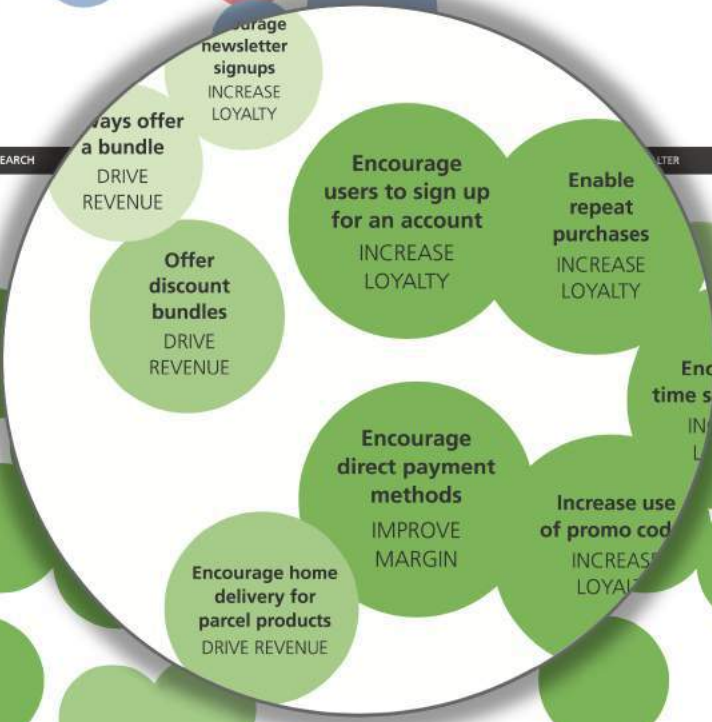
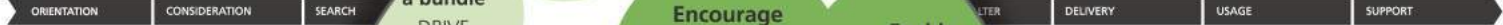


Business goals



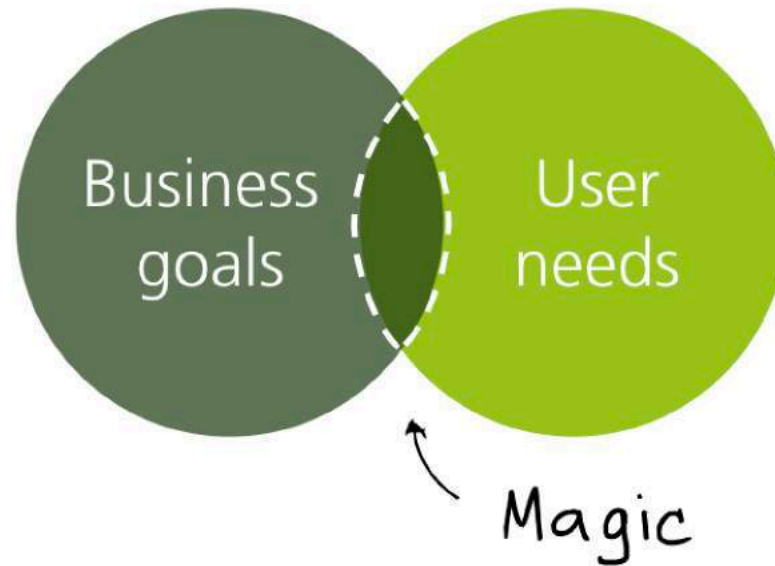
● PERSONA 1
● PERSONA 2

Business goals



● PRIMARY THEME
● SECONDARY THEME
● TERTIARY THEME

The best ideas emerge at the intersection of user needs and business goals



**“The trick to making
progress is picking the
right problem to solve”**

— Jeff Hawkins

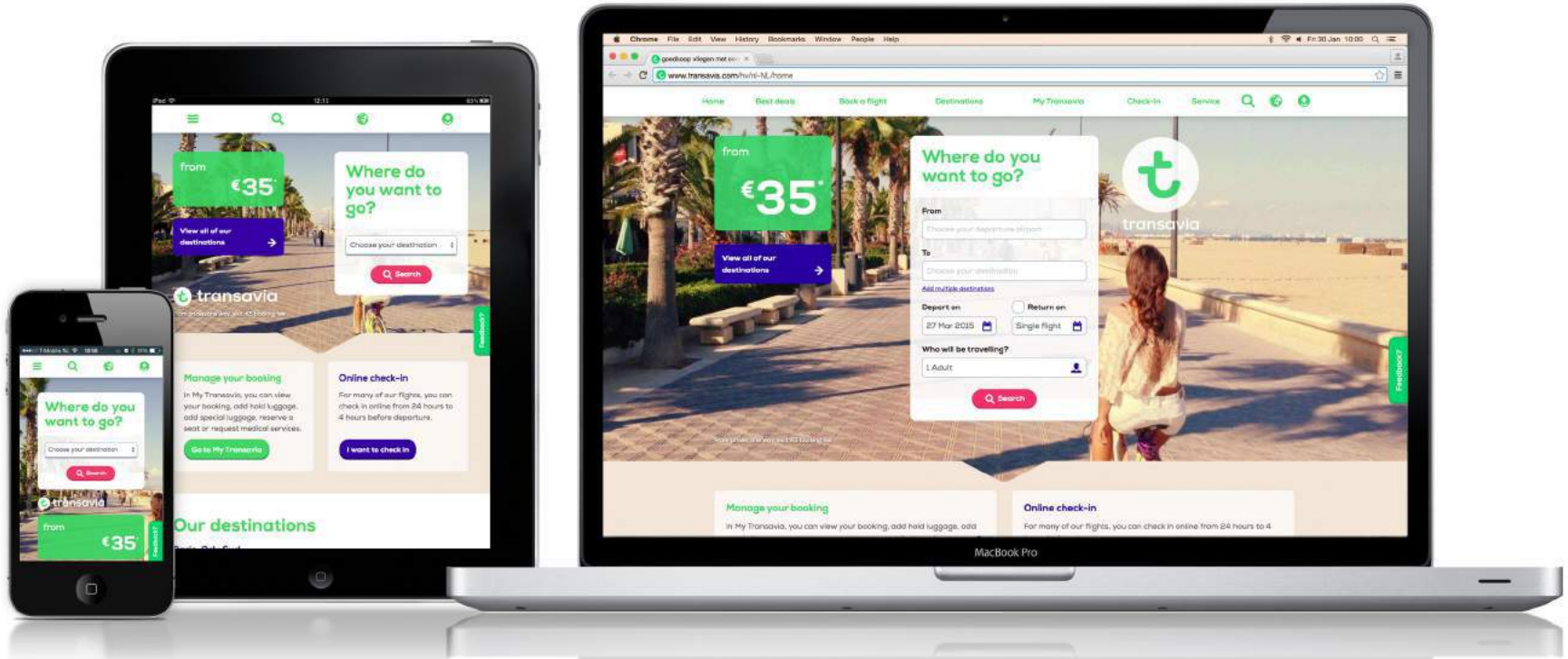
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4

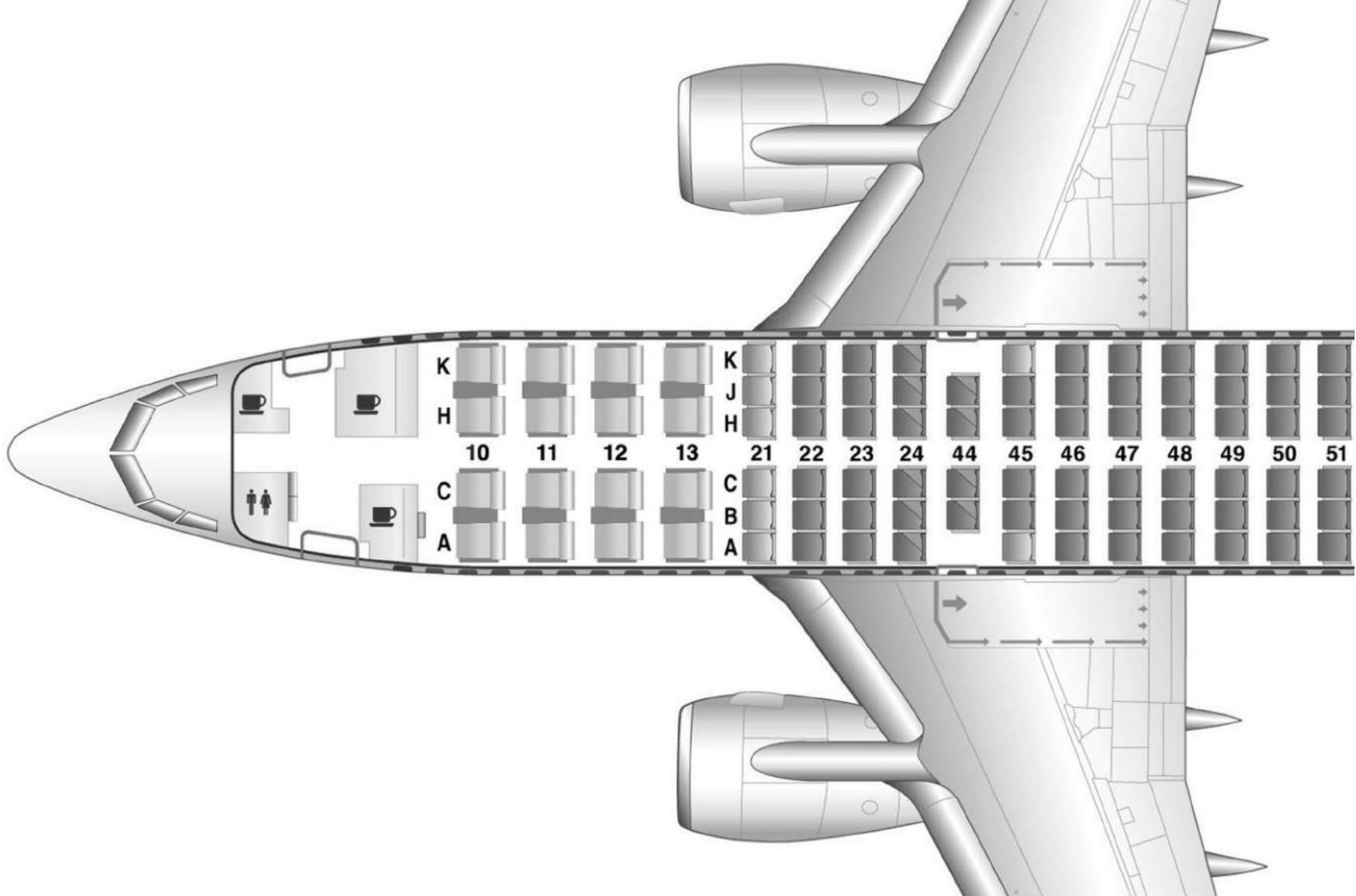
**Define
the core**







**“Help us improve the
online seat selection
user experience”**





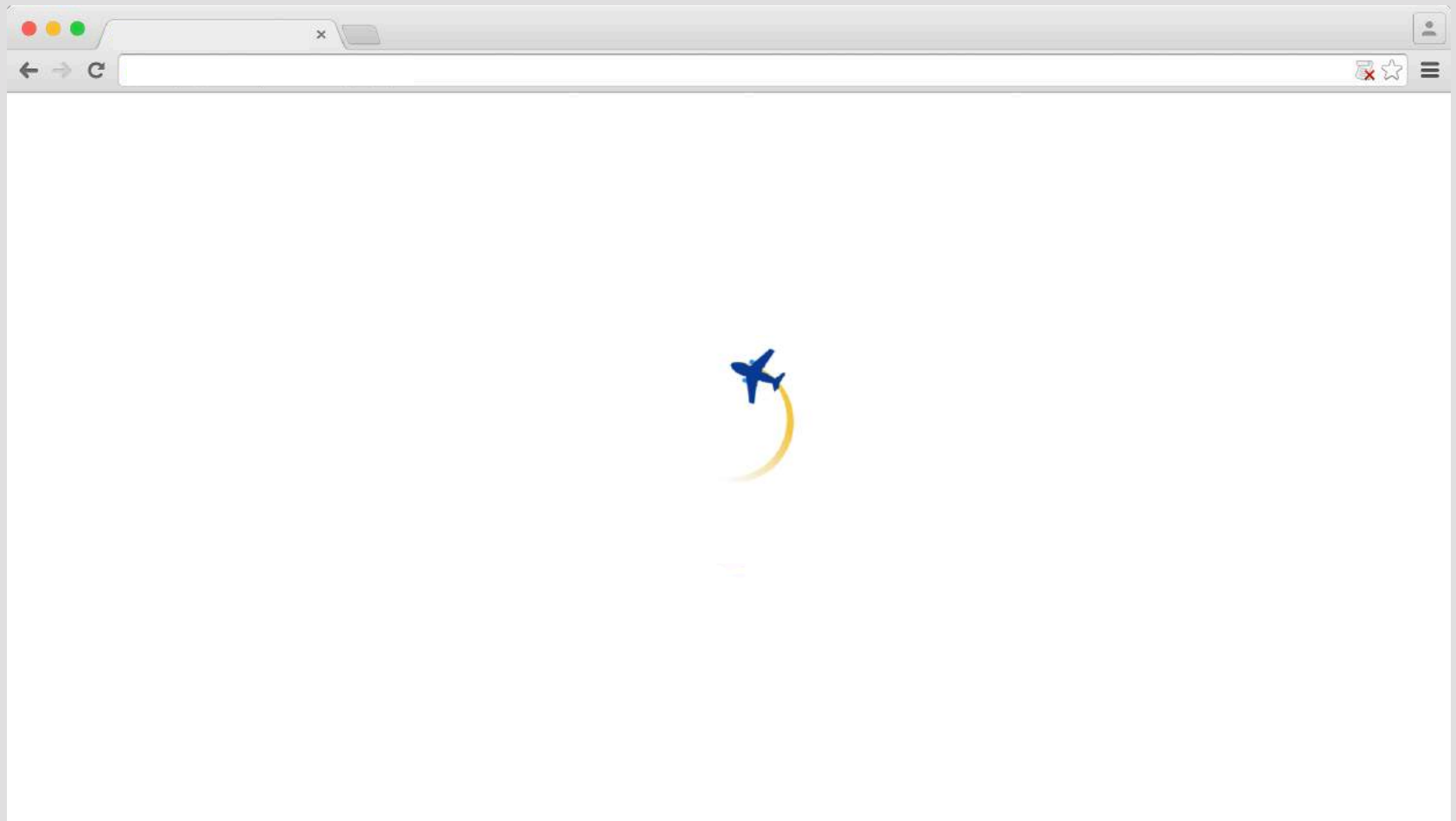
**Progressive
enhancement**
is your friend

**Progressive enhancement
means not making assumptions
about Javascript, browsers,
connectivity, screens, etc,**


We simply make things that works everywhere

In practice, that means

- Core content (text & images)
- Radiobuttons, forms, selectboxes
- A simple, accessible experience




Official Ryanair website | C x
https://www.ryanair.com/gb/en/

RYANAIR Plan a trip ▾ Manage trips ▾ Check-in myRyanair ▾ Useful info ▾  ▾




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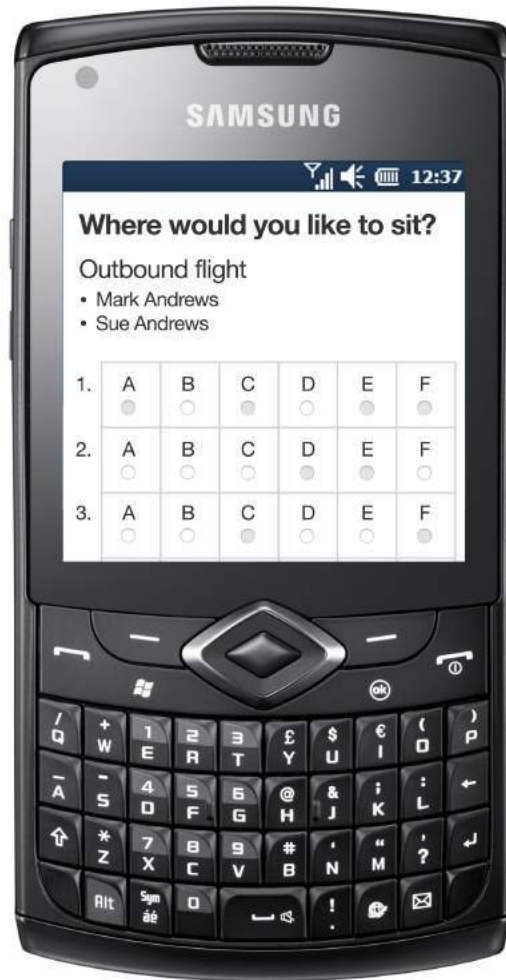
Cheap flights from Dublin

	Birmingham	€ 7.99
------------------------------------------------------------------------------------	-------------------	---------------



**Content
blockers
can (and will)
wreck your
beautiful
design**

<http://www.flickr.com/photos/johnkarakatsanis/15586600289>



Making sure your product works everywhere is incredibly liberating

It allows us to move on quickly,
and focus on the cool stuff

1

2

3

4

**“Enhance”
with context**

**Now that we have
the basics in place,
let's enhance!**

Where would you like to sit?

Reserve a seat

Want to make sure your group is seated together or do you prefer some extra legroom? Reserve your seat right now! This is optional, of course.

✈️ Outbound flight

Mark Andrews

Sue Andrews

✈️ Inbound flight

[Select a seat for this flight.](#)



You are now running on reserve battery power.

You need to plug the power adapter into your computer and into a power outlet. If you don't, your computer will go to sleep in a few minutes to preserve the contents of its memory.

OK



Seat with extra legroom
€ 15.00



Standard seat
€ 4.00



Unavailable

Amsterdam (Schiphol) 1 October 2015



Barcelona 3 October 2015



[Details](#)

Total amount

€ 326

Next →



Book a flight

Where would you like to sit?

Reserve a seat

Want to make sure your group is seated together or do you prefer some extra legroom? Reserve your seat right now! This is optional, of course.

✈️ Outbound flight




Mark Andrews

Sue Andrews

✈️ Inbound flight

[Select a seat for this flight.](#)



- 
Seat with extra legroom
€ 15,00
- 
Standard seat
€ 4,00
- 
Unavailable

Can I use

? Settings

CSS

- ::first-letter CSS pseudo-element selector
- ::placeholder CSS pseudo-element
- ::selection CSS pseudo-element
- @font-face Web fonts
- Blending of HTML/SVG elements
- calc() as CSS unit value
- 2.1 selectors
- all property
- Animation
- background-attachment
- background-blend-mode
- background-position edge offsets
- box-decoration-break
- clip-path property
- Counter Styles
- Counters
- currentColor value
- Device Adaptation
- element() function
- Exclusions Level 1
- Feature Queries
- Filter Effects

HTML5

- Audio element
- Audio Tracks
- Autofocus attribute
- Canvas (basic support)
- Canvas blend modes
- classList (DOMTokenList)
- Color input type
- contenteditable attribute (basic support)
- Custom Elements
- Custom protocol handling
- Datalist element
- dataset & data-* attributes
- Date and time input types
- Details & Summary elements
- Dialog element
- disabled attribute of the fieldset element
- Download attribute
- Drag and Drop
- Email, telephone & URL input types
- Form attribute
- Form validation
- getElementsByClassName

SVG

- Inline SVG in HTML5
- SVG (basic support)
- SVG effects for HTML
- SVG favicons
- SVG filters
- SVG fonts
- SVG fragment identifiers
- SVG in CSS backgrounds
- SVG in HTML img element
- SVG SMIL animation
- **All SVG features**

JS API

- Ambient Light API
- Arrow functions
- Base64 encoding and decoding
- Battery Status API
- Beacon API
- Blob constructing
- Blob URLs
- BroadcastChannel

Can I use battery status ? [Settings](#)

1 result found

Battery Status API - CR

Global 44.99% + 16.52% = 61.51%
 unprefixed: 44.99% + 16.39% = 61.37%
 Netherlands 40.61% + 9.78% = 50.39%
 unprefixed: 40.61% + 9.73% = 50.34%

Method to provide information about the battery status of the hosting device.

Current aligned Usage relative Show all

IE	Edge *	Firefox	Chrome	Safari	Opera	iOS Safari *	Opera Mini *	Android Browser *	Chrome for Android
8			31					4.1	
9		38	43					4.3	
10		39	44			7.1		4.4.4	
11	12	40	45	8	31	8.4	8	44	44
	13	41	46	9	32	9			
		42	47		33				
		43	48						

Notes Known issues (0) Resources (5) Feedback

Current MS Edge status: Under Consideration

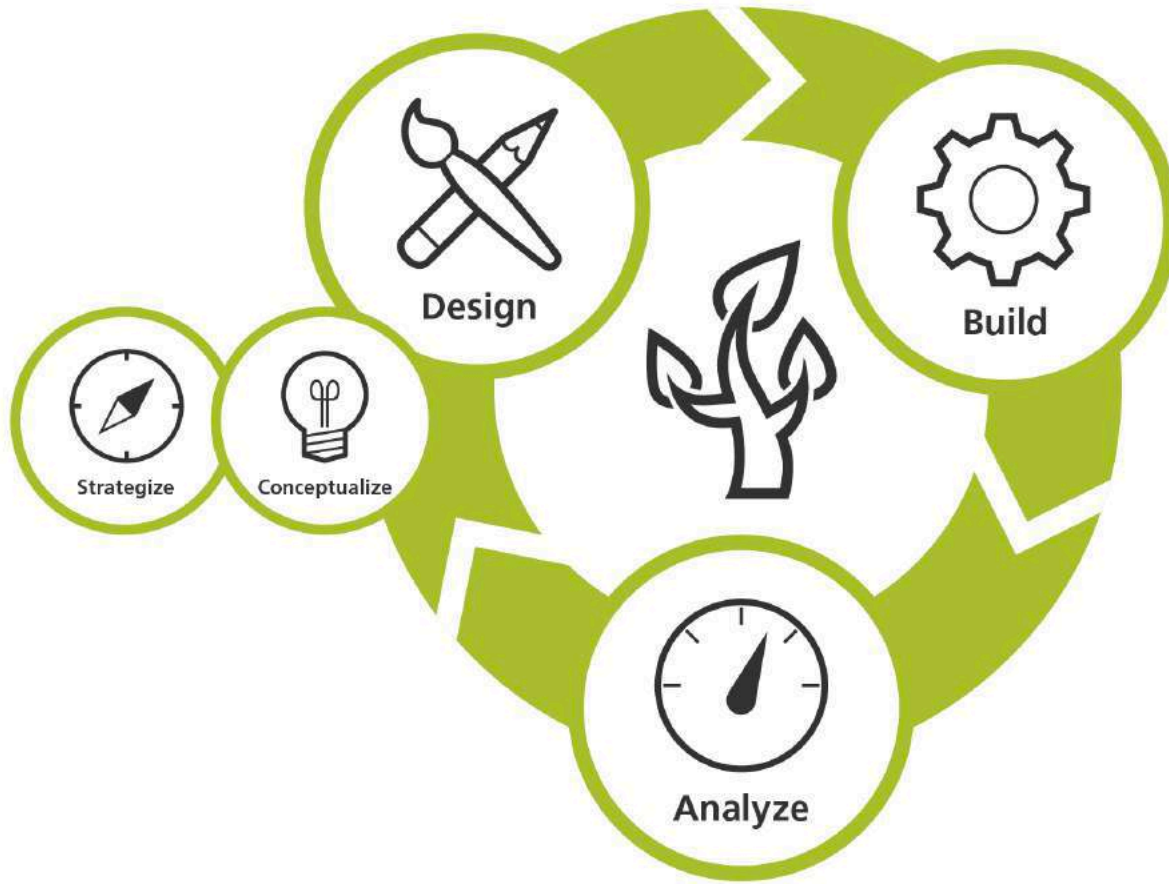
1

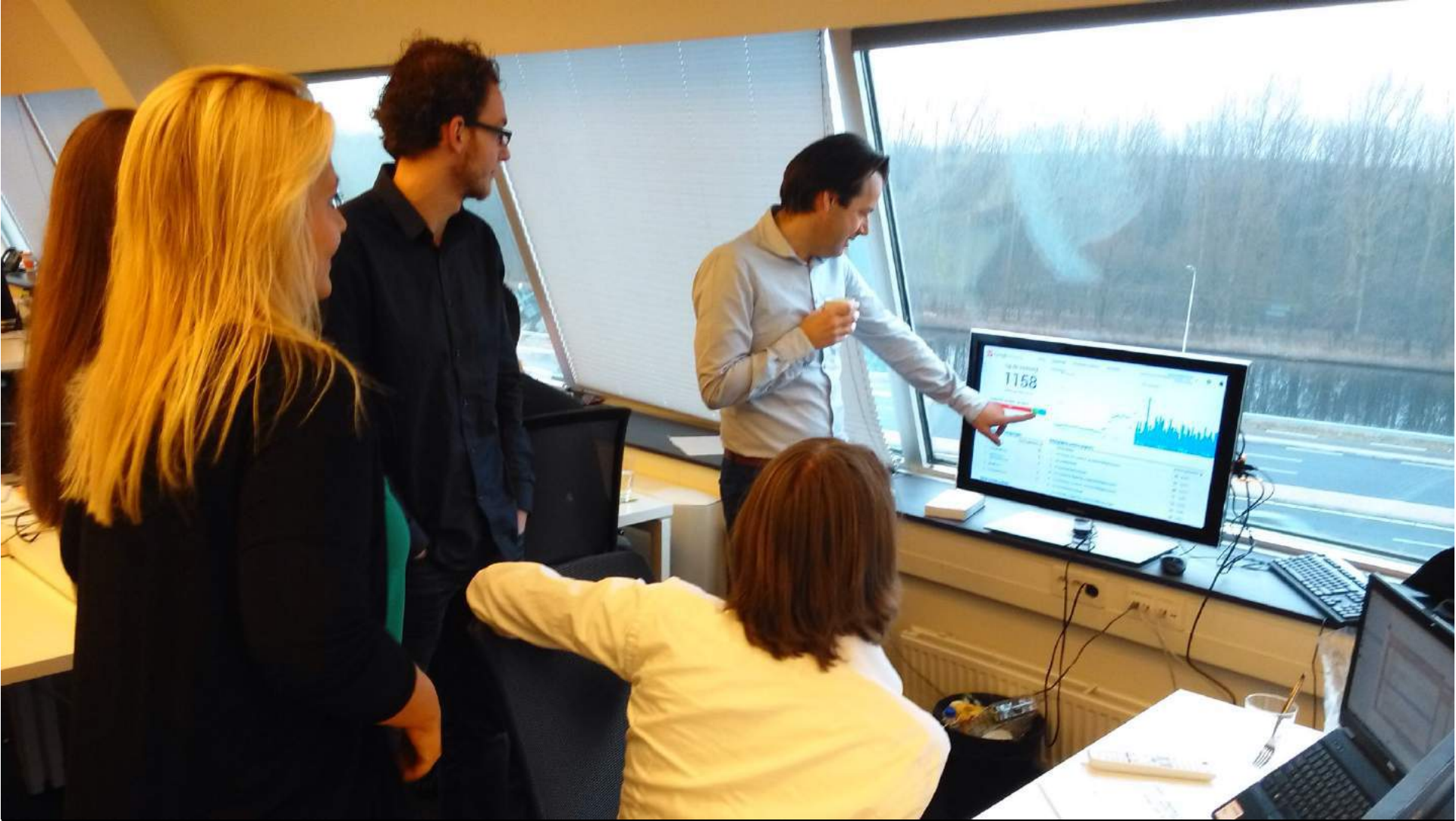
2

3

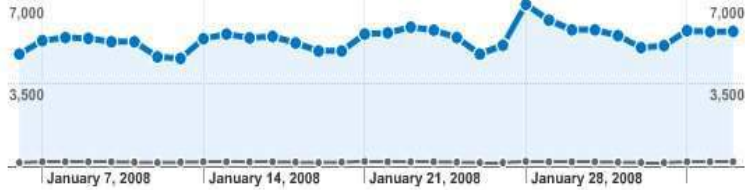
4

**Test early
and keep
improving**





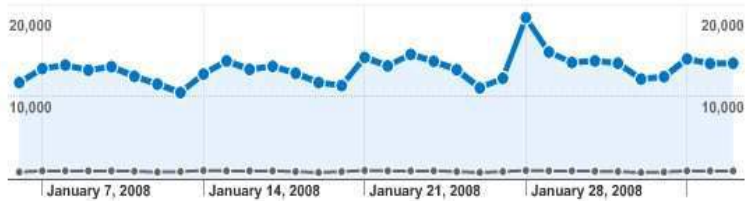
Comparing: Apparel sites of similar size [Open category list](#)



155,555 Visits

Benchmark: 5,555 (+2,700.27%)

Also see the [All Traffic Sources](#) report for additional analysis of this metric.

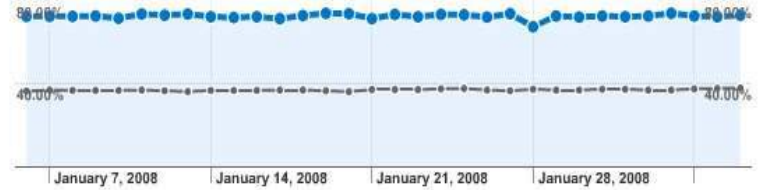


433,333 Pageviews

Benchmark: 30,000 (+1,344.44%)

Also see the [Content by Title](#) report for additional analysis of this metric.

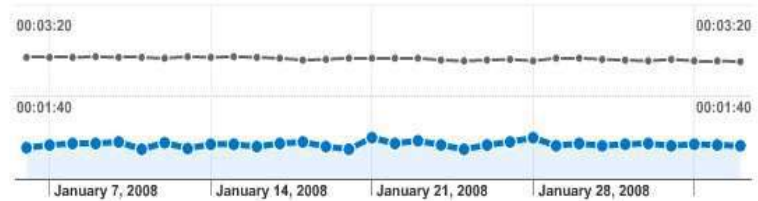
—●— Benchmark —●— Your site



72.22% Bounce Rate

Benchmark: 37.77% (+91.21%)

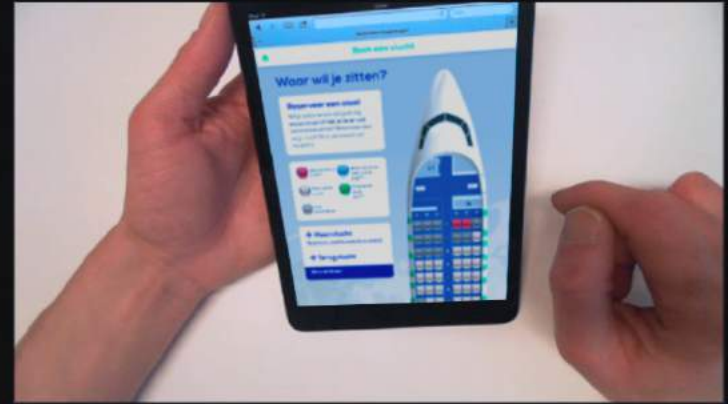
Also see the [Top Landing Pages](#) report for additional analysis of this metric.



00:00:42 Avg. Time on Site

Benchmark: 00:02:20 (-70.00%)

Also see the [Length of Visit](#) report for additional analysis of this metric.





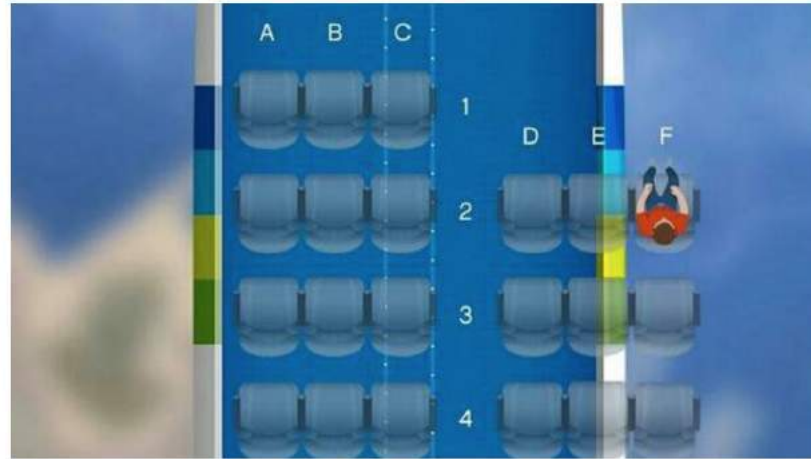
PEETERS/NICOLASMR

@peetersn



 Follow

From our friends @Transavia, CSS can kill you. Thank god, they changed the website: transavia.com



RETWEETS
2

LIKES
3



11:27 AM - 11 Sep 2015



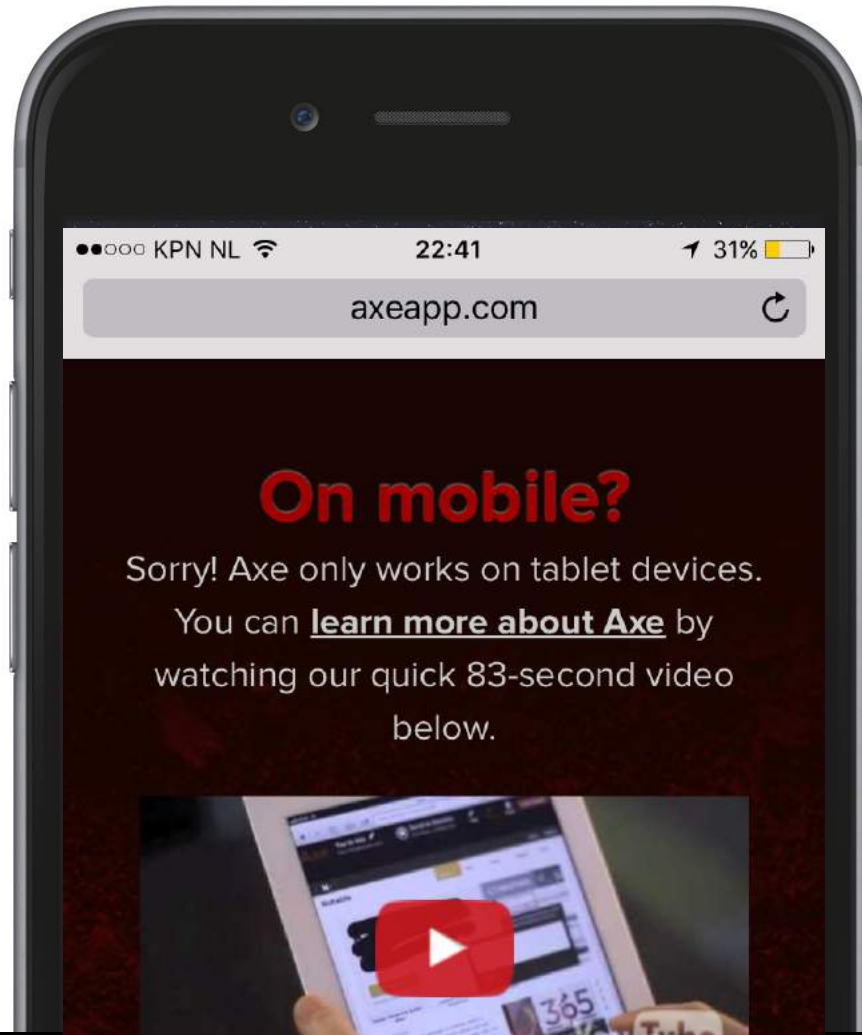
Designing for context

- 1 Think big, start small
- 2 Define the core
- 3 Enhance and polish
- 4 Test early, keep improving

Design principles for working with context

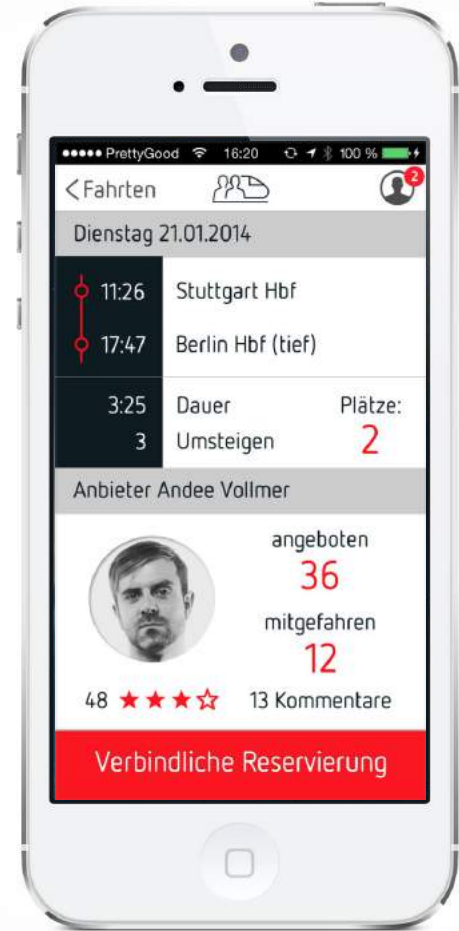
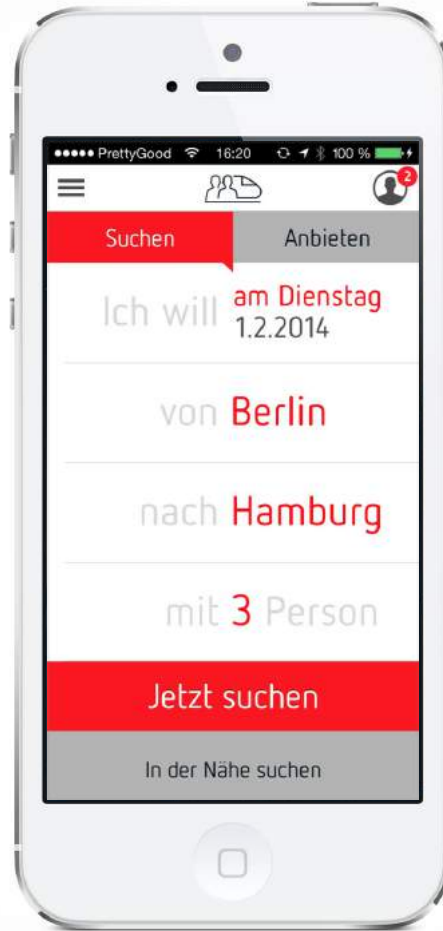
1

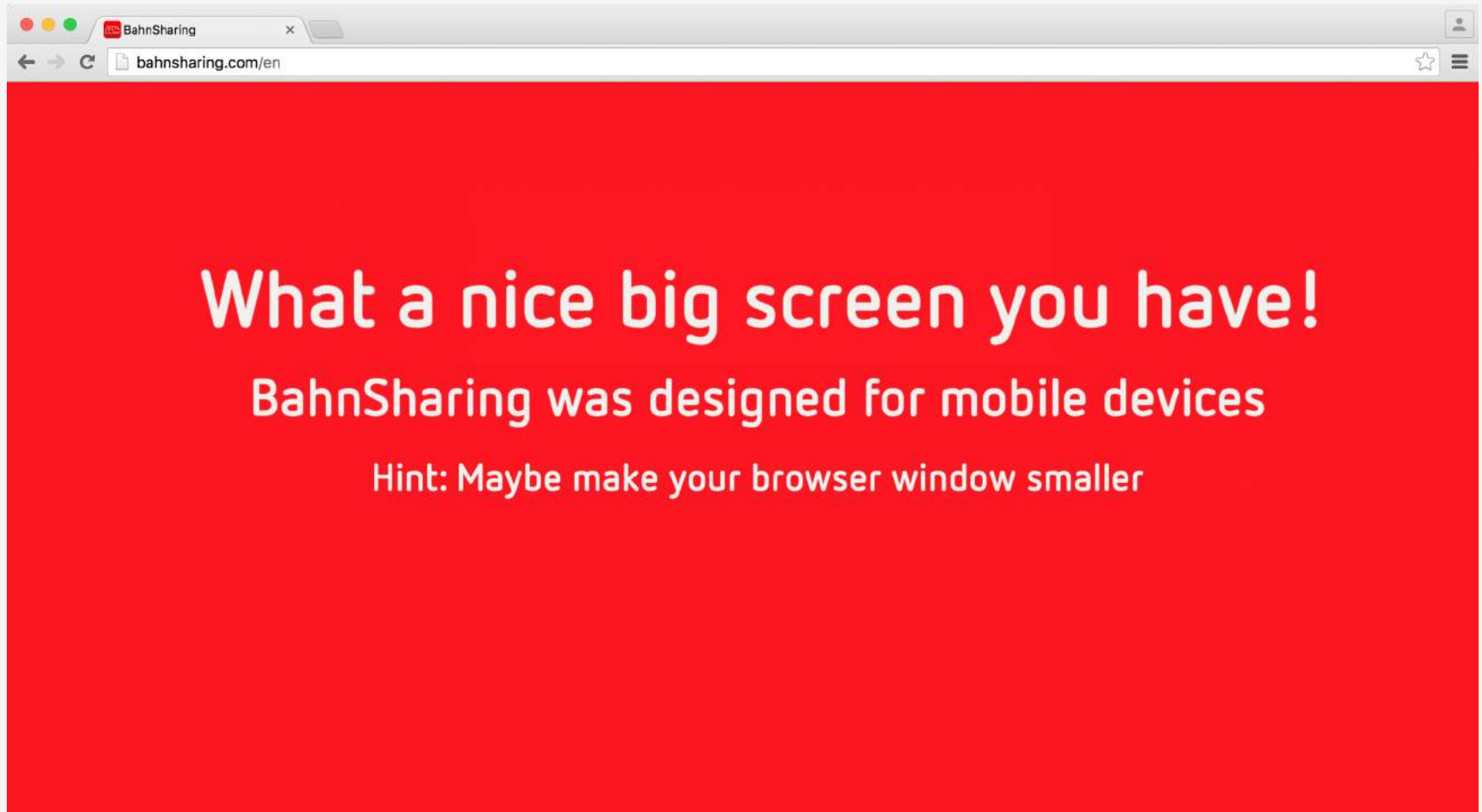
Don't take
things
away. Ever





BahnSharing





**(Re)prioritize content
and features,
don't eliminate them**

2

Always
allow
overrides

No matter how sophisticated your context model or algorithm, your assumptions will often be wrong.



Planned departure

17:15

● Delayed (+25 mins)



New York

New York  Amsterdam
KL650

Flight details 

Directions 

**Clearly show what's happening, and
allow users to overrule your
assumptions or find alternatives.**

3

Don't
get
creepy



“We may collect information on your mobile device, such as contacts, photos, or media files, your location, sensor data (e.g., about the speed of your movements, such as whether you are running, walking, or in transit).”



Chris Norris
@chrismnorr



Follow

People hate privacy violations in the name of safety.

So Spotify violates their privacy to give them slightly better song recommendations. 👉

4:18 PM - 21 Aug 2015



<http://twitter.com/chrismnorr/status/634731205104156672>



Schoenen

Sneakers

Pumps

High heels

Pumps

Sandalen

Enkellaarsjes

Laarzen

Ballerina's

Sandalen

Enkellaarsjes

Laarzen

Lage schoenen

Multjes & clogs

Slippers

Sportschoenen

Outdoorschoenen

Schoenverzorging

Pantoffels

High heels

Hoge hakken? Als jij nog edgy high heels wilt scoren, dan vind je nu de meest sexy hoge hakken bij Zalando. High heels zijn niet alleen heel sexy en aantrekkelijk, maar ook absolute eyecatchers voor de echte modetijgers. Natuurlijk zijn ze meer dan sexy. Ze zijn immers veelzijdig. We hebben high heels in neutrale kleuren zoals nude, wit en zwart. Verder kunnen high heels open of

High heels 2603 artikelen

Merk



Kleur



Prijs



Maat



Materiaal



Gelegenheid



Nieuw binnen

Schoen breedte

Neus



Sluiting



Collectie



Hakvorm



Hakhoogte



Sorteren op:

Meest populair



1

2

3

...

35



Mai Piu Senza
Enkellaarsjes met plateauzool ...

€ 129,95



Tamaris
Klassieke pumps - platinum glam

€ 49,95



SPM
LEONA - Enkellaarsjes met ho...

€ 99,95



Van Gogh Museum dimt lichten tegen verkleuring

06-12-14 22:50 uur - Bron: ANP



Het Van Gogh Museum in Amsterdam © anp

Het Van Gogh Museum in Amsterdam gaat de lichten dimmen. Dit om verdere achteruitgang van schilderijen tegen te gaan. Met name de rode kleurstof in zijn werk, gaat sterk achteruit. Dat meldden medewerkers van het museum zaterdag in het tv-programma Nieuwsuur.

Het Van Gogh Museum, de universiteit van Tilburg, de Technische Universiteit Delft, de Rijksdienst voor het Cultureel Erfgoed en het Rochester Institute for Technology in New York deden onderzoek naar de kleuren die Van Gogh gebruikte en hoe ze in de loop van de tijd



SHOWNIEUWS

- Van Gogh Museum krijgt compleet nieuwe inrichting
- SHOWNIEUWS: volledig dossier

ALLES OVER

- Van Gogh Museum
- Show
- Musea & galeries

TOP 5 MEEST GELEZEN

TOP 5 MEEST GEMAILD

- Volg de bus, tram of metro live op weg naar jouw halte
- Probleemjeugd kan al 10 jaar succesvol terecht bij Jamie Oliver's Fifteen
- Terminale oren zijn overgevoelig voor vals sentiment
- 'Werkzoekenden lijken soms slechter af dan ouderwetse lijfeigenen'
- 'Hij gaf zijn portemonnee af en sprong zo de gracht in'

zalando
Shop nu
Gratis verzending!



Het PAROOL



Crowded (2014)

from **Andrew Khosravani** PLUS 1 month ago ALL AUDIENCES

The denizens of Crowded amble through their ever-expanding habitat seemingly oblivious to their mutating landscape – while the voyeur sits back and inhales the swarming scenery.

The convivial tone veils the dystopian message of the narrative. Cranes, trains and automobiles instill a sense of constant industry

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14 Comments



Jeff Hamada PLUS 1 week ago

some really nice moments in here, great work

booooooom.com/2014/11/30/animation-crowded-andrew-khosravani-cristina-florit-gomila



Andrew Khosravani PLUS 1 week ago

Thanks Jeff, much appreciated!



Reform Studios PLUS 6 days ago

Nice technique!



Andrew Khosravani PLUS 6 days ago

zalando



2 CREDITS

Sergio Agüero

Manchester City's Sergio Agüero set for lengthy layoff with ligament injury

- Striker expected to be out for at least a month
- Manchester City will know full results on Monday or Tuesday
- [Tearful Agüero to miss Roma game](#)

Jamie Jackson

Sunday 7 December 2014 22:39 GMT

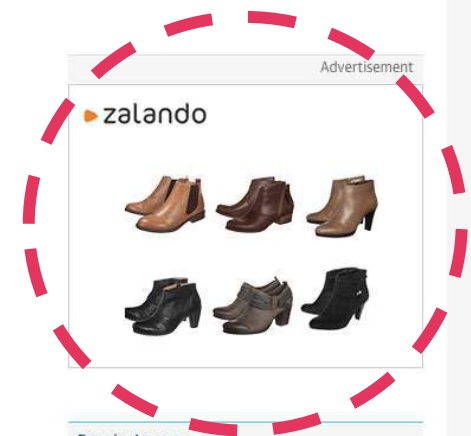


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Sergio Agüero is helped off the pitch after injuring his knee against Everton on Saturday. Photograph: Jason Cairnduff/Action Images

Sergio Agüero faces a lengthy layoff due to the knee ligament damage suffered during Saturday's 1-0 win over Everton, though [Manchester City](#) are hopeful he will be out for no longer than a month in what still represents a sizeable blow to the champions.



Premier League

Pos	Team	P	GD	Pts	Form
1	Chelsea	15	21	36	
2	Man City	15	18	33	
3	West Ham	15	8	27	
4	Southampton	14	14	26	

**The benefits to your customers must
outweigh the (potential) privacy cost**

Design principles



Don't take anything away



Allow overrides



Don't get creepy

What's next?



SAMSUNG
Built-In Appliance





66°F
Portland
PM
12:02
Wed, June 11

Refrigerator control

Freezer	Fridge
0°F	37°F

Ice type
Cubed

buy milk

Jun 9, 2014 04:24 PM

3/3



Memo



Pandora



Epicurious



Kitchen
Phone



Mirroring



Kitchen TV



AP News



Weather
Bug





12:30 PM
Lunch

Family Time tomorrow

JFK
✈
SFO

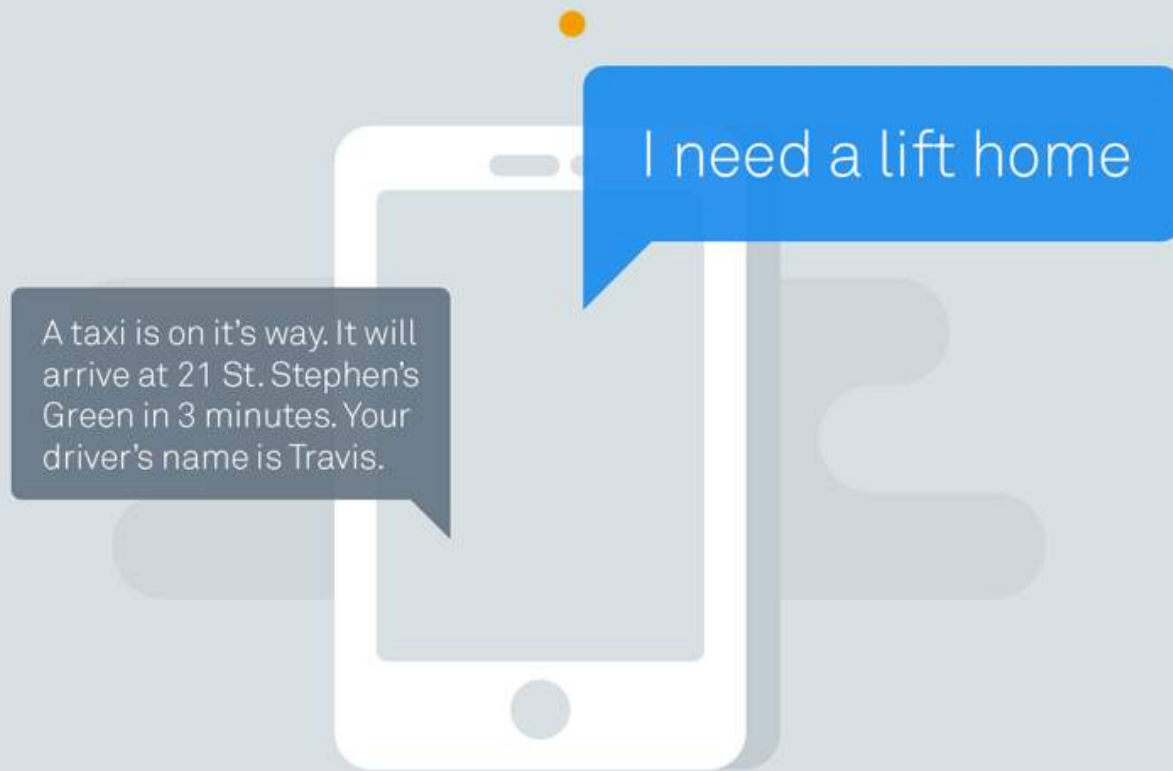
Virgin Airlines
Flight 23
10:31 AM
On Time

tomorrow

80°
60°
30°

New York

72°



<https://blog.intercom.io/design-is-a-conversation/>



**As technology blends into every aspect
of our lives, the need for digital products
to consider and adapt to context
becomes increasingly urgent**

Intel says:

200 billion

smart devices in 2020

<http://www.forbes.com/sites/jacobmorgan/2014/10/30/everything-you-need-to-know-about-the-internet-of-things/>

**Are you ready
for that future?**

Thank you!

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MIRABEAU | ✱