

# Distributed Experiences

Multi-Device Strategy

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## Distributed Experiences in Multi-Device Ecosystem

### A key goal is to create a “unified” service experience

Devices have outgrown one-size-fits-all design. Distributed designs do not mean “consistent” ones. Different functions feel appropriate in different contexts and on different devices. One-off design solution does not provide the flexibility and scalability in a fast-growing multi-device world.

### True distribution is not duplication

Distribution is the system by which designers deliver the right things at the right place at the right time. Forced extension of a web paradigm to mobile devices won't work: there are important differences between devices: (1) screen's resolution, (2) viewing distance, and (3) control methods.

### Context is everything

Effective distributed experiences must accommodate the appropriate depth, features and interface components into one fluid experience spanning a variety of devices and contexts.

### Continuity is the new consistency

Experiences must be selectively adapted only where they are relevant, and flow together across a series of devices and contexts. Groups of devices (constraints), people (behavioral), services (functions) and spaces (environmental) interacting together to support one another.

## Design for Mobile Devices

### Tailor the experience

Native or customized UIs have the authority to answer how a device should be used, and where it fits among other devices.

### Capitalize on connections

Mobile devices and their applications must take advantage of their ability to elevate other device experiences by adding companion or continuous interactions.

### Invest in the hero experience

Don't try to be everything to everyone. Aim to be remembered.

## How Do We Help Multiple Devices Work Better Together Rather Than Coexist?

Success depends on understanding how users will approach and utilize a particular device. Just having a website, mobile app and television widget does not qualify as having created a distributed experience. To be truly distributed, these experiences must be adapted to the unique contexts that individual devices introduce.



### PC/Mac

Promise productivity and effectiveness (task execution or completion)

Provide deeper control than other devices

Confined to a desktop



### Smart Phones

Promise efficiency (quickly checking in or making real-time updates)

Support the most immediate tasks with streamlined functions

Confined to a pocket

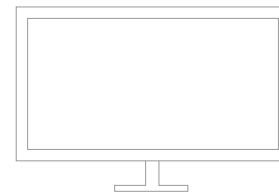


### Tablets

Promise richest portable experiences (by enabling users to take content to new places)

A new class of device that excel where the computer doesn't belong and the phone doesn't perform

Ambient exposures in living spaces (continually invite users to engage)



### Television

The central convergence point of media - where media is most readily consumed

Provide most rich and engaging experience

Confined to a living room