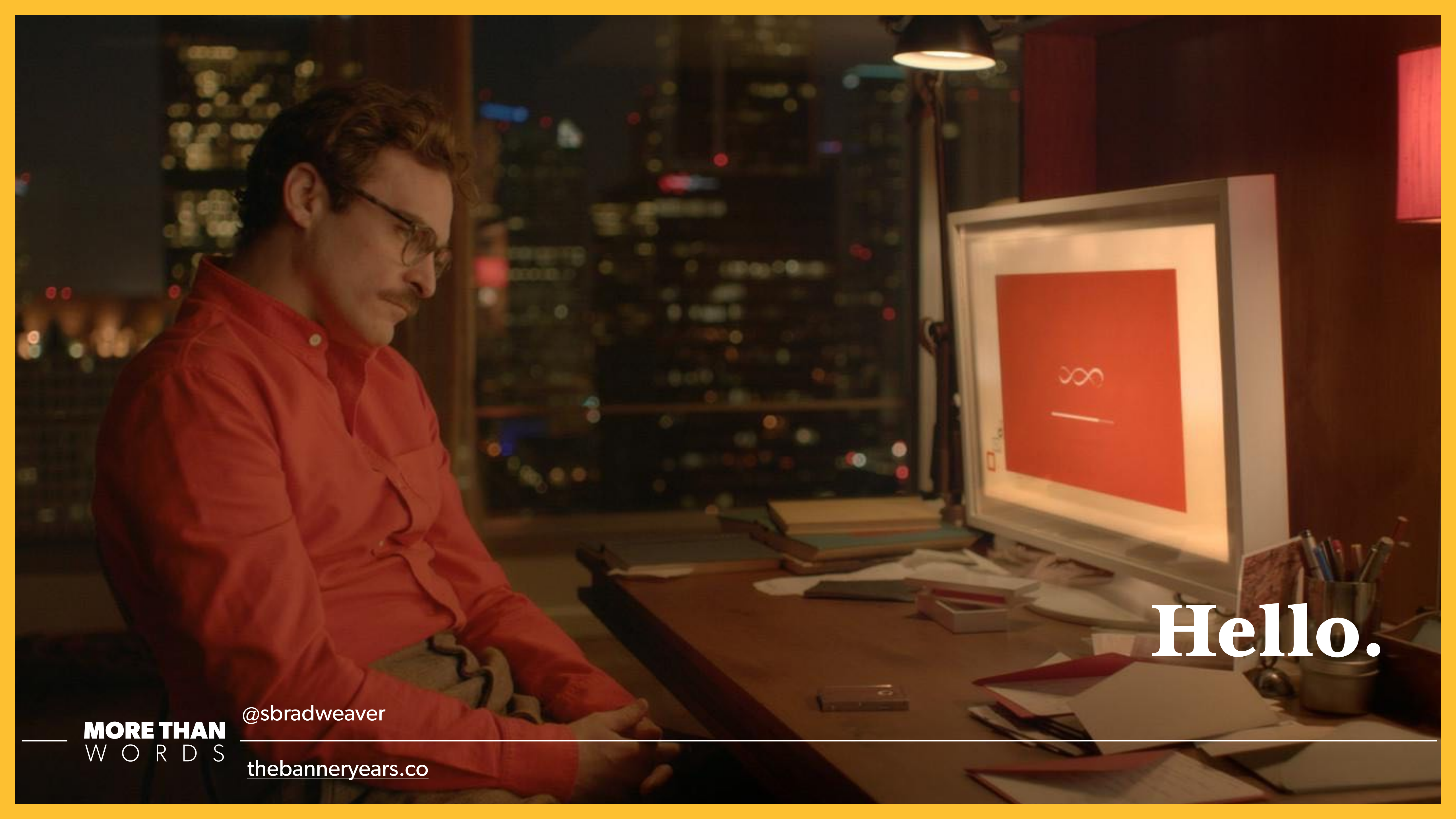


MORE THAN WORDS





Hello.

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Brad Weaver

Designer/UX/Writer

The Banner Years

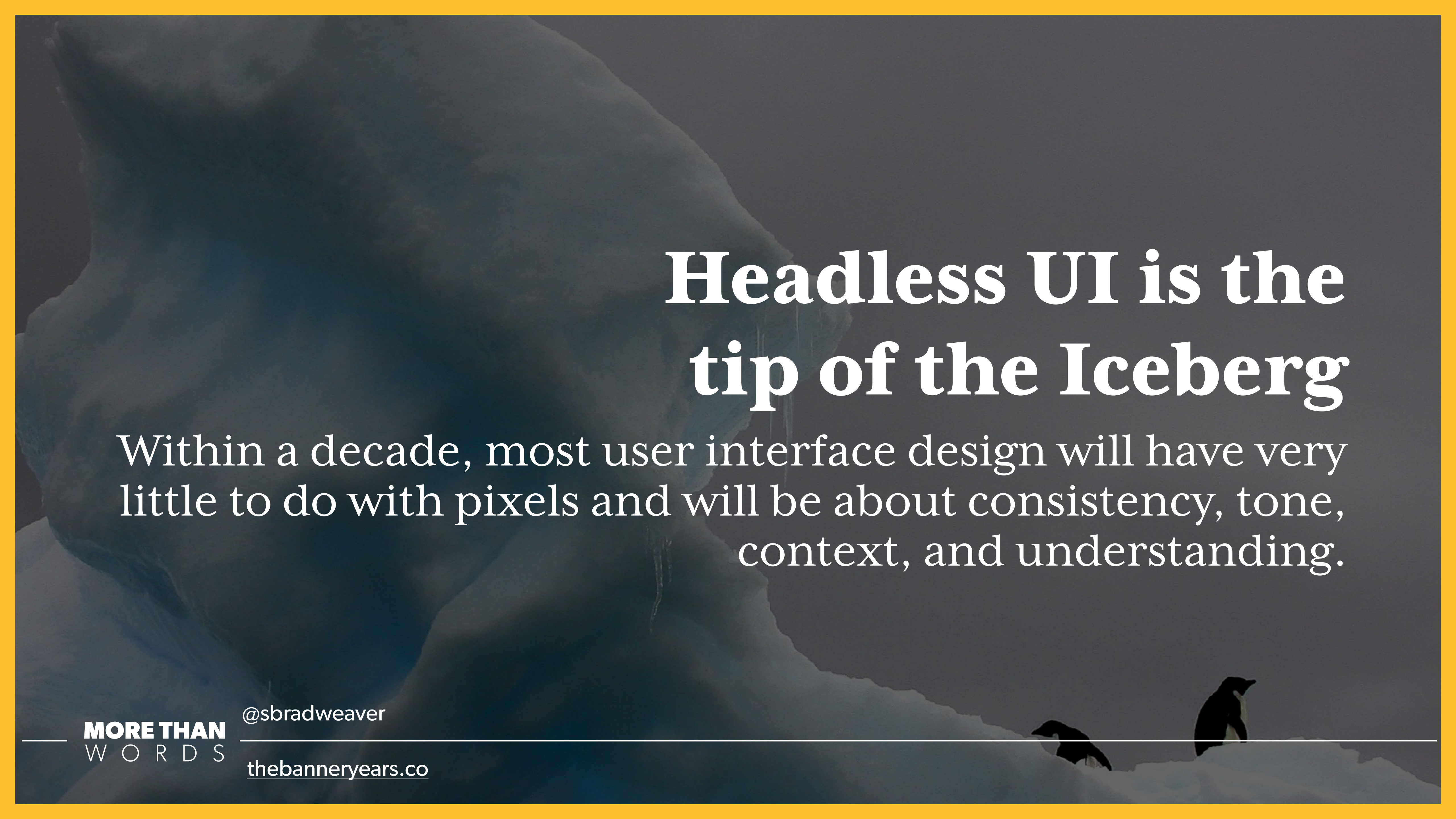
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Content is far more than words
soon, content will be the designed user experience

A large, dark iceberg floats in a dark, cold sea. The tip of the iceberg is visible above the water, while the vast, jagged mass of the iceberg is submerged below. In the bottom right corner, two penguins are visible on a small ice floe. The entire image is framed by a thick yellow border.

Headless UI is the tip of the Iceberg

Within a decade, most user interface design will have very little to do with pixels and will be about consistency, tone, context, and understanding.



This will come from Conversational UI, Messaging, and (eventually) AI

We have to balance giving people what they want, what they need, and what's best for overall outcomes



What does this mean for UX & Content Strategy?

and what can we learn from past mistakes to
get it right this time around?



**Conversational UIs are
supposed to reduce
friction**

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The key to solving many UX problems

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**But, we have our work
cut out for us**

as User Experience professionals, we are responsible for
ushering everyone, and I mean everyone, from what they
know to what's coming *very quickly*.

Time is a flat circle



The cyclical nature of computing and technology is leading us back away from rich graphic interfaces and into textual interfaces.

A New Age of Interaction

One in which an interface may not be necessary
for quite some time, if ever again...

maybe, but probably not, but maybe.



Today Notifications

 Messages 



Alessandro Vendruscolo 43m ago
ok, l'ho capita ahaha

 FaceTime 

Mamma 15d ago
Missed Call

 App Store 

App Store 1d ago
"Dropbox" was updated

 Twitter 

Twitter 1h ago
Your contact Dee Kruse joined Twitter as @edrkruse!

Twitter 1h ago
@macstoriesnet:
Apple: Record 4 Million Pre-Orders of iPhone 6 & iPhone 6 Plus
Made in 24 Hours <http://t.co/su7XeQmmfw>

The Age of the Push & Reply

we are now leaving the age of the Pull & Ask

Graphic User Interfaces (GUIs)
may no longer be *necessary*
but that doesn't mean they will (or should) go away

The transition won't be easy and it will happen fast

once people see the value, they go in head-first.
We're getting very close.

**Any task that can be automated,
will be automated.
But should they all be?**

The march to a GUI-less society
may be a march off of a cliff.

Not all interactions should be automated

there's always going to be joy in some
tasks that take time or even waste it

A person is seen from the side, looking down at a large, disorganized stack of old records or documents. In the background, a chalkboard is visible with the word 'RECORDS' written on it. The scene is dimly lit, with a warm, yellowish light source. The overall mood is one of searching or discovery.

One Major Roadblock

we may be looping back to the exact problem that GUIs
were created to solve

Recognition Over Recall

We are better at recognizing things previously experienced than we are at recalling them from memory

We're actually limiting options with voice

Even though voice is “limitless”, starting from zero options is often worse than being limited in choices

We're the Transition Team

UX Designers are responsible for easing this transition

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Exposure vs. Learning

Recognition memory comes from exposure,
recall comes from learning

Allow Recognition Options for Infrequent Tasks

Retention for recall memory is far less than with recognition, we have to provide a “re-learning” option

Information Architecture for Voice?

Some are positing that we provide hierarchical IA for voice as an option, such as categories and sub-commands.

GUI Fallbacks

multimodal interaction can't really go away for the foreseeable future

Text & Voice are the UI of the future

so pixels won't go away....
but pixels will no longer be the driving force
behind user experiences

Pixels will be secondary

the need won't always be there, the “nice to have” or safety net will be much of what we use pixels for

But Brad, is that really true?

why yes Virginia, I'm afraid it is, and it's already
happening right under our noses.

It all starts with a message

messaging ecosystems are where the change is already
happening, for better or worse



Messaging is the Future of Interaction (for now)

***until Elon Musk figures this shit out**

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Messaging as a platform

messaging isn't just a thing you do, it's an ecosystem in which things are done for you

The voice behind messaging is critical

audience acceptance, and delight, with the writing for
messaging apps and their context will replace acceptance
and delight with GUI design

Messaging apps are not AI

We're not trying to pass the Turing test
with messaging apps... yet.

But who (or what) is behind that message is what's in flux

the intelligence behind intelligent assistants is messy,
muddy, and confusing for most... and may stay like that
for quite a while

Unbundling is rising rapidly

it's not a play to own your device home screen,
it's to own your convenience.

Contextual Experiences

User Experiences, and by proxy content engagement,
that's completely reliant on context.

Preferences, Context, & Convenience

The heart of contextual experiences

Threading

It keeps you on the line, and on the hook

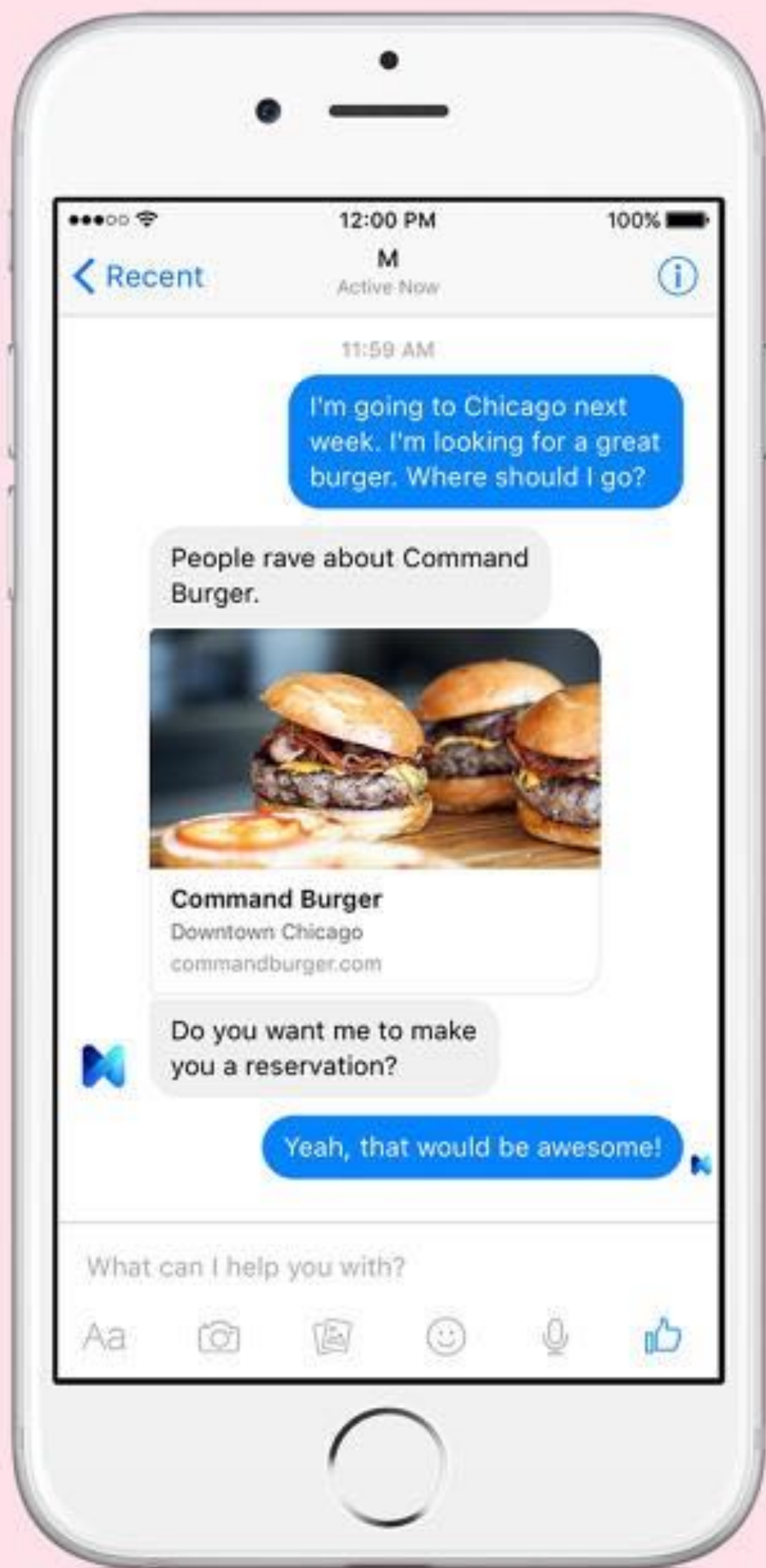
The New Economy

pennies add up *fast*

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Threading is
conversational and
captivating
and hella convenient

We're no longer just asking direct questions

We're being told by our applications what we need to
know based on our history, preferences, and
environment

**And we're being told
everywhere we are**

We're now being told what we want and need based on preferences, environment, location, and other contexts in order to provide convenience.

Ecosystem Reliance is a concern

if your preferences and history doesn't cross systems, how
do you know what to do to re-learn or re-train the new
system?

Consistent output is more important than consistent input

make the app provide context by being consistent, this will help with recognition

EVERY CHOICE OF PHRASING AND
SPELLING AND TONE AND TIMING
CARRIES COUNTLESS SIGNALS AND
CONTEXTS AND SUBTEXTS AND MORE,
AND EVERY LISTENER INTERPRETS
THOSE SIGNALS IN THEIR OWN WAY.
LANGUAGE ISN'T A FORMAL SYSTEM.
LANGUAGE IS GLORIOUS CHAOS.



[@xkcd.com](https://xkcd.com)

The challenge with messaging is tone & intent

Getting machines to communicate
with proper tone and intent, while
sounding genuine and human, is
no easy task.

“AI needs and IA”

- Peter Morville

But, do you all remember IE6?

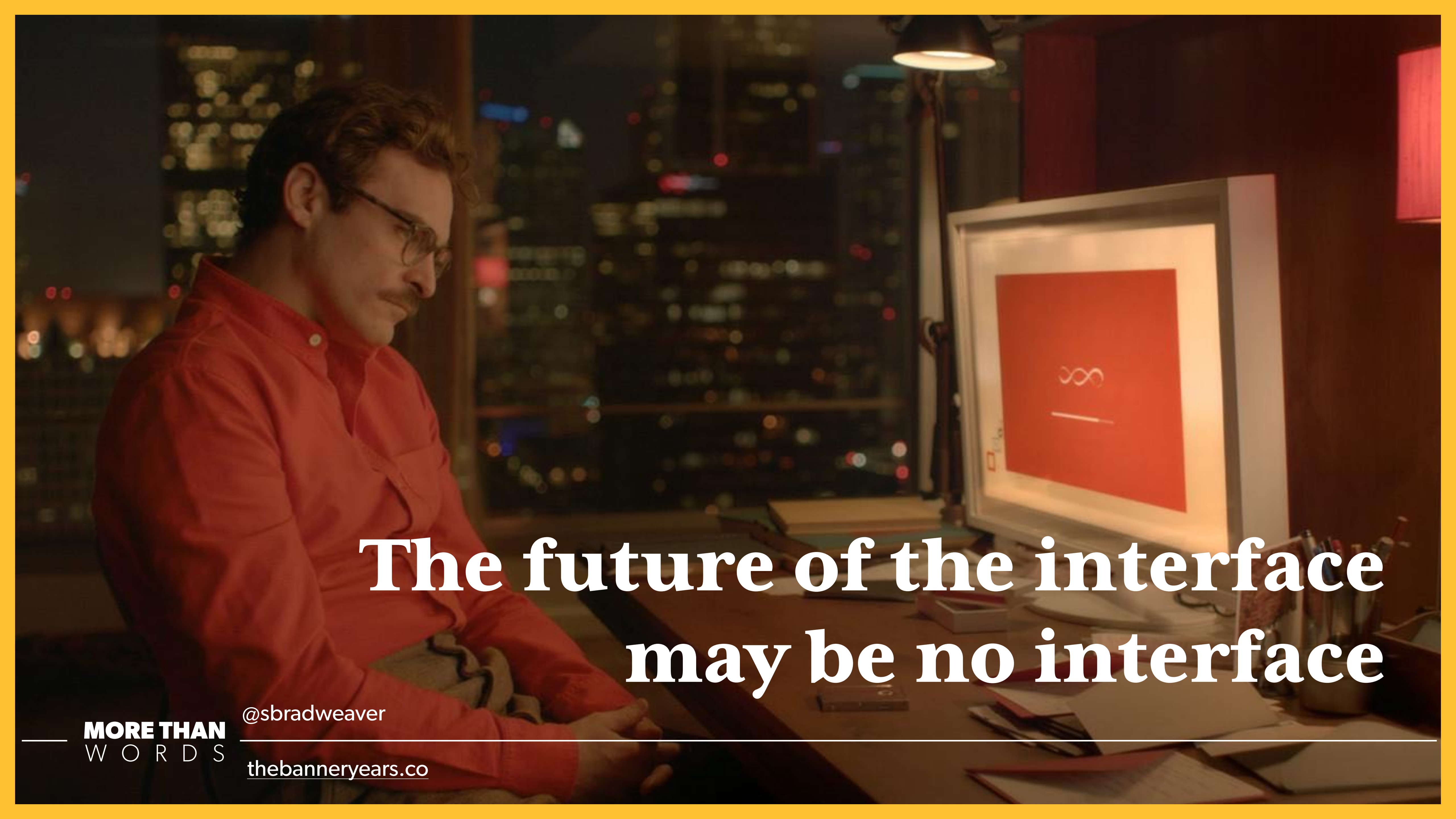
yeah, I'm not betting on all of these companies getting
along with our data and how we interact with it.

How 'bout you?

**So we may get a less than
desirable experience for the sake
of progress**

messaging and bots depend on structure and context,
they're not AI. They need help.

**So let's make the best of what's
probably going to happen**
let's bring order to the chaos



**The future of the interface
may be no interface**

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Replace the subjective instead of the objective first

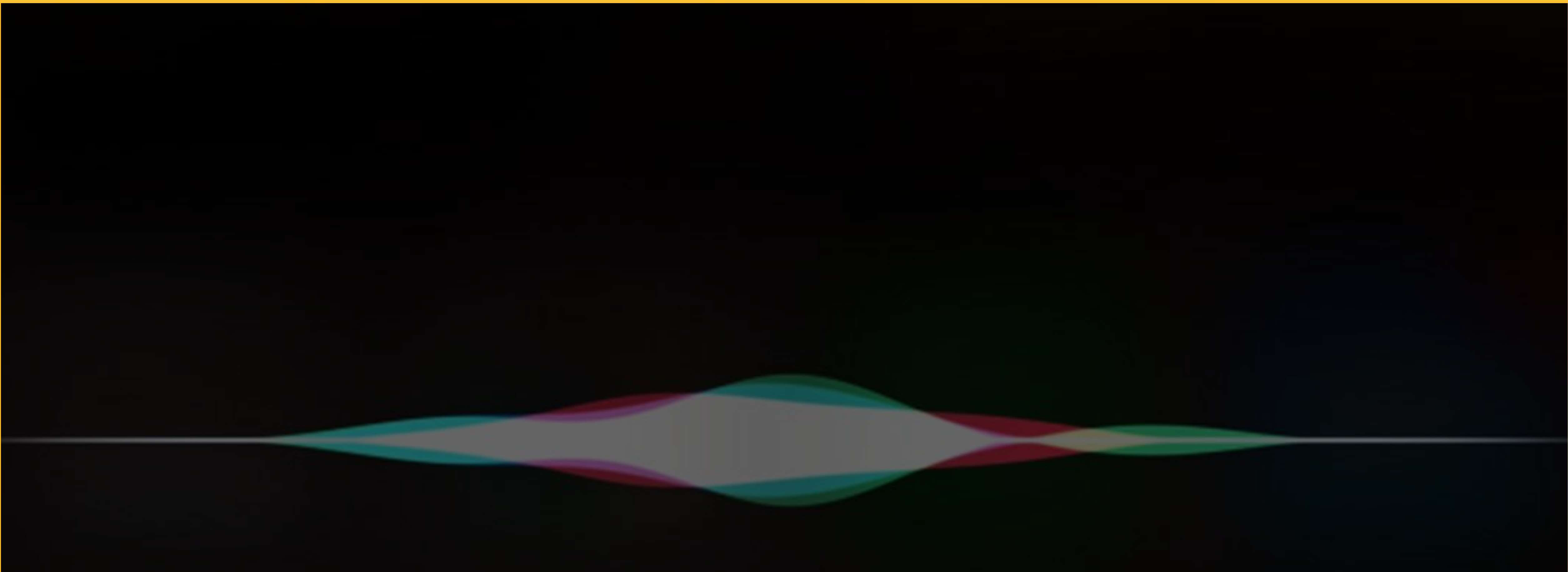
the best early use cases for Headless UI
will be to replace subjective decisions rather than
objective search and input

**“Close enough” is going to be
close enough for quite some time**

we’re here to hand-hold and reduce friction, same old job
we’ve always had, just with a different interface: voice.

Headless UI & Digital Assistants

ecosystems won't dictate tone anymore,
context and preferences will



Digital Assistants

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Siri



Google Home

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Amazon Echo

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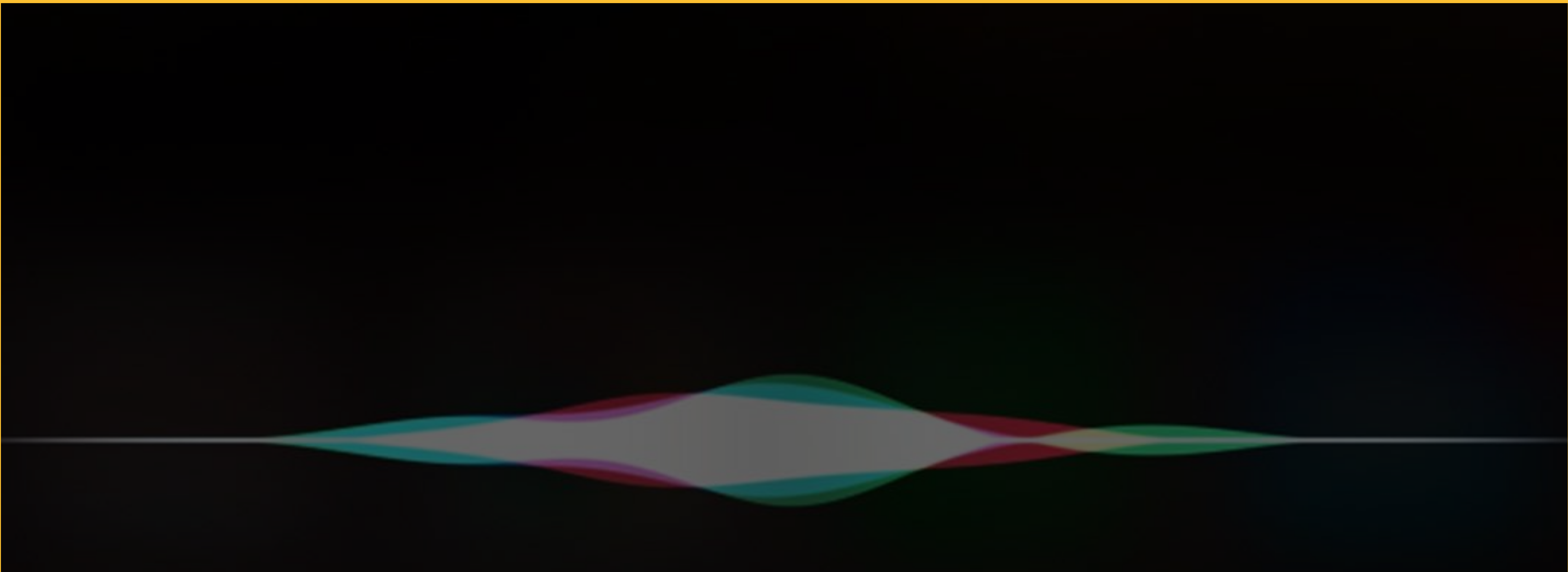
Hi, I'm Cortana.

Microsoft Cortana

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Digital Assistants

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Slackbots

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Conversational UI & Chatbots

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A smartwatch with a white band is shown on a person's wrist. The watch screen displays a social media-style interface. In the center is a circular image of a person surfing on a wave. Surrounding this central image are several smaller, semi-transparent circular icons, each containing a two-letter code: SN, SO, S, BC, M, KS, KC, and JB. The background of the watch face is dark. The text "Headless" is written in a large, white, serif font, with the first part of the word obscured by the watch. The rest of the text is in a smaller, white, serif font.

**“Headless” will have
safety nets for
quite some time**
that’s a feature, not a bug



Messenger Platform

Conversational UI & Chatbots

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Messenger Platform

Conversational UI & Chatbots

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“Dropbox” was updated

 Twitter 

Twitter 1h ago

Your contact Dee Kruse joined Twitter as @edrkruse!

Notifications

Notifications & Service Workers

being helpfully intrusive

**A successful notification is one
you don't have to go to the app to
complete...**
unless that makes the most sense for what happens next

Conversational Interface Design

so how do we “design” for conversation with little to no
control over the UI?

Don't pretend to be human
if it's a bot, let them know it's a bot

Keep it simple

don't make it meander, it's not a chat, it's a conversation,
there's a difference

Stick with call and response

keep it threaded and keep it in context

Call for backup when it makes sense

teach bots to get a human on the line when it's best or
allow the user to go to a GUI

Be precise

keep the inputs (the ask) to a minimum and don't make
users repeat themselves

Never work without a net

allow users to ask to talk to a person or
go to a GUI for recognition search.
And, don't block them if they ask that at the start.

Put up rails

people don't want to guess the secret password or rub the lamp, make the input clear

Be consistent

the same principles of design apply to voice and syntax

“We need a great artificial intelligence effort to comb through our information, assess the urgency and relevance, and use a deep knowledge of who we are and what we think is important to deliver the right [information] at the right time.”

- Peter Gasston

How does this affect research?

a change of scenery is in order
(ya'll gonna have to go outside)

The lab will still be useful
at times, but it won't tell us enough

Live field testing and just in time feedback will be mission critical

we're going to have to find solid methods to find out when frustration happens and when teaching is necessary vs. alternative routes

This shit's gonna be hard ya'll

the days of the standard research methodology are sadly
coming to an end

**Psycholinguistics
may be the new big branch in
Cognitive Psychology**
we may all need a student loan before long

What's Next

where do we go from here?

Convenience will win

the most convenient way to accomplish certain tasks is
rising to the top now that we have the option, but who
will win no one knows

We have to be prepared to create great content and experiences that work across GUIs, Voice, & Messaging Interfaces
when our users do decide which they prefer, they'll get a consistent experience across the platform and we won't have to start over, again.

*hopefully



**Conversational UIs are
hopefully going to
reduce friction**

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**And be the key to solving
many UX problems**

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**But, we have our work
cut out for us**

as User Experience professionals, we are responsible for
ushering everyone, and I mean everyone, from what they
know to what's coming *very quickly*.

Q&A

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