



The Revolution of Transitional User Interface

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Transition effects have revolutionized web design and user interface. Co-Founder and CEO of Spokeo, Harrison Tang, has built a website from 0 to 18M unique monthly visitors. He will discuss the importance of user experience in today's product designs, as well as how transition effects stitch disparate "interfaces" together into a holistic "experience".

Outline:

- I. User Experience
 - A. What is user experience?
 - B. How to build successful user experience?
 - 1. First impressions
 - 2. User engagement
 - 3. Technical performance
 - C. What are the business impacts?
 - 1. Search engine optimization and marketing
 - 2. Social media
 - 3. Conversions and sales
- II. Transition Effects
 - A. What are transition effects?
 - 1. iPhone vs. Palm Pilot
 - 2. Google Maps vs. Old MapQuest
 - 3. Android Material Design
 - B. Why are transition effects important?
 - 1. Bridge user expectations
 - 2. Improve communication to the user
 - 3. Increase engagement and conversions
 - C. How to design smooth transitions?
 - 1. Define design objectives
 - 2. Track eyeball movements
 - 3. Minimize unnecessary change
- III. Transitional User Experience
 - A. Design for user experience, rather than user interfaces
 - B. User experience will become a key differentiator for genealogy services