

Designing for Windows Phone

7

Floor Mesters

User Experience

Consultant

Microsoft

Agenda

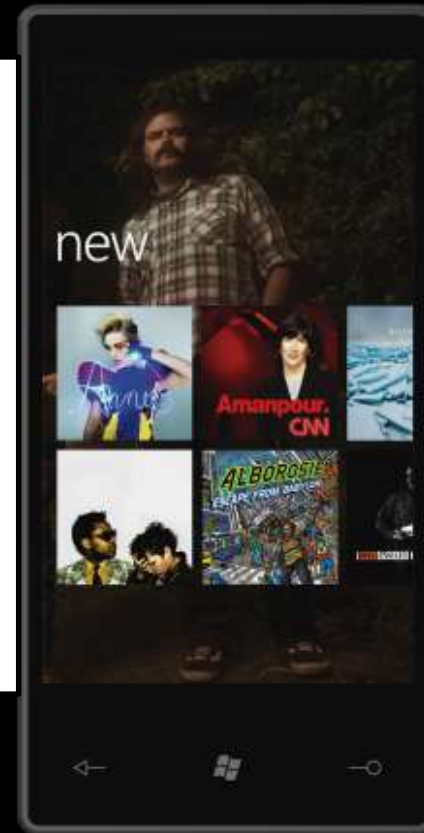
- Metro
- Design principles
- Apps
- Dutch traveler

 Integrated Experiences

 Smart Design

Integrated Experiences

PEOPLE
OFFICE
PICTURES
MUSIC+VIDEO
MARKETPLACE
GAMES



People

people

recent

all

what's new

Victor Stehmann
Windows Live
Updated his status 23 minutes ago
"Taking the grandkids to the zoo."

Shai Bassli
Facebook
Wrote on Luis Alverca's wall
"Thank you for showing me around town yesterday. I really like the new downtown area and that wine bar."

Anat Kerry
Facebook
Wrote on Alicia Thornber's wall
"Mean waves today! I cannot believe how many people were at the beach! Let's go again sometime. Meet you"

Amy Alberts

Dave Alexander

Luis Alverca

Heading to the gym now"

2

5

Metro



Some design challenges

- Resolution
- Touch
- Amount of content
- Context
- Orientation



800 or 480

480 or 320

Metro Design Principles

Clean, Light, Open, Fast

Celebrate Typography

Alive in Motion

Content, Not Chrome

Authentically Digital

nfinity

home

- voice
- tv
- internet

messages

popular

- cablecast
System upgraded to nfinity...
- jenny p.
Watching Glee!
- mike a.
Dude! The Pacific is awesome...
- cablecast
Cablecast statement ready...
- cablecast tech
In route, be there in 15 min...



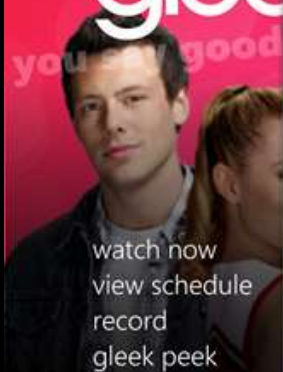
LINEUP 12:38

all movies sports

	sat, apr 24	12:30 pm	1:00 pm
ch1	1	On Demand	On Demand
wbbm	2	PGA Tour Golf	
wqbo	3	Muchachitas Come Tu	
wmaq	5	Jake and the Dragon	Paid Programming...
wcui	6	Malcom & Eddie	Martin
wls	7	Mary Talks Money	Motion
wpwt	8	M*A*S*H	American Chopper
wgn	9	Yu-Gi-Oh!	Storm Stories
	10		



glee



watch now
view schedule
record
gleek peek

nfinity

gleeks

Sarah
"I don't know why you say goodbye.
I say hello." So happy to have...

Kendra
Yeah, glee is back! I saw them on
tour and it was incredible...

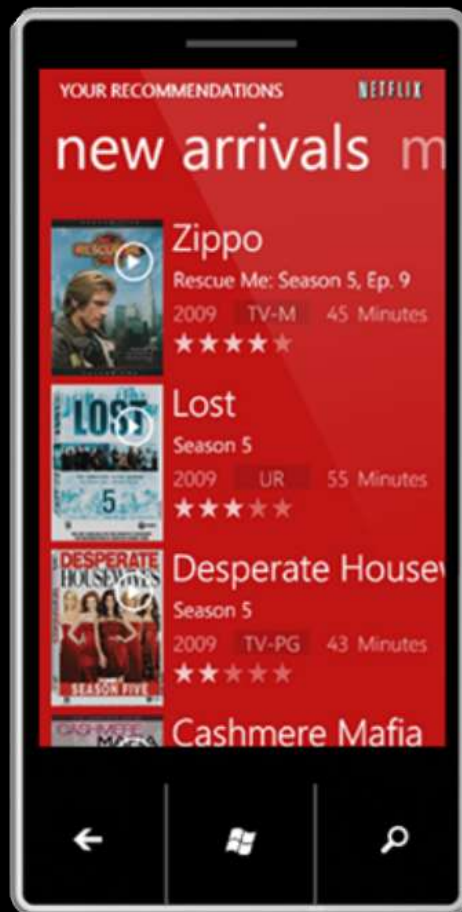
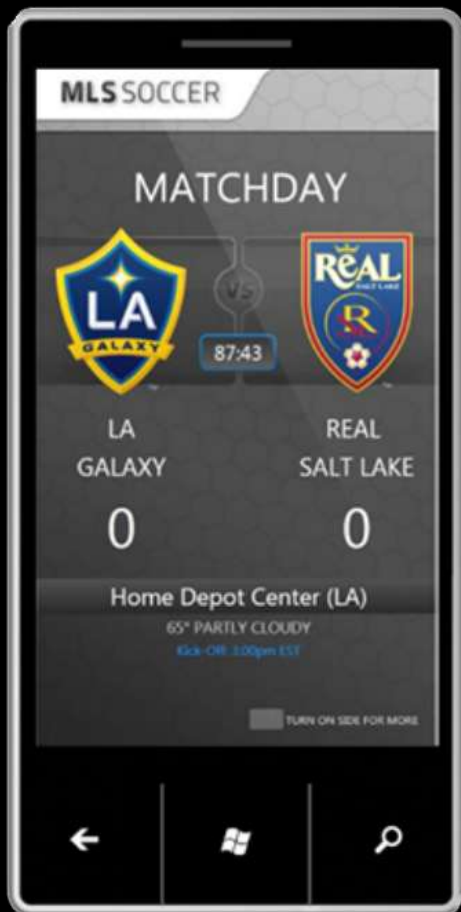
Steven
Glee is back!

Jennifer
Watch glee is back! I saw them on...



- episodes extras
- The Power of Madonna ★★★★★
 - hell-O ★★★★★
 - actionals ★★★★★
 - atress ★★★★★
 - airography ★★★★★





Delighters

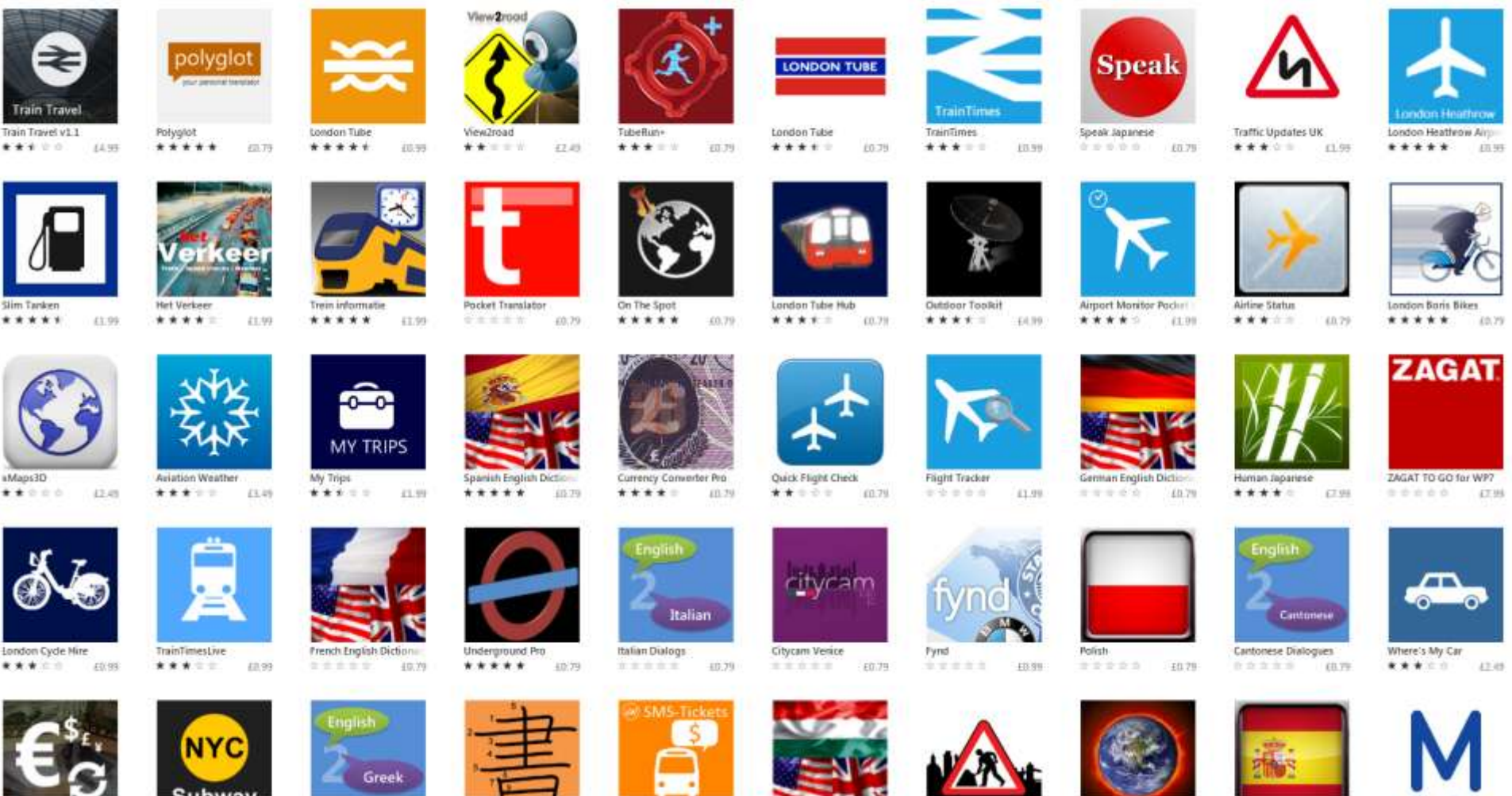
- Motion
 - Panorama, pivot, transitions
- Push notifications



Ready to make an app!

- Integrated experience
- Smart design

Marketplace apps



Dutch traveler scenarios

- Location to home (nuchter / niet meer zo nuchter)
- Location to location
- Location to appointment
- Location to fun

Hoe ver kun je gaan?

- Locatie
 - Vrienden in de buurt
 - Vrienden ontmoeten
- Reis:
 - Sorteren op: tijd, kosten, transportmiddel
- Auto
 - Parkeren / parkeerkosten
 - Flitsers
 - Kilometerstand
- Evenementen
 - Advertisment bedrijven/instellingen ect.
 - Tickets boeken
 - Vrienden uitnodigen
- Trein
 - Reis boeken
- Taxi
 - Taxi reserveren
 - Taxi doorgeven waar je bent (mail, communicator, sms)
- Vliegen
 - Vakantietrips
 - Hotel in de buurt
 - Boeken