

# Patterns

Opportunities for Native Apps  
Vibha Bamba, UX

grabbing  
something for  
balance is  
**instinctive**

hanging a  
jacket to claim  
a chair comes  
through social  
learning


# Co-Opting

we make use of opportunities  
present in our current surroundings

# Co-Opting




involves using both instincts and social learning with a focus on our own personality.



We all remember that first cup of coffee; it tasted terrible. It was too hot, too bitter and too sweet but it o...

 **Harvard University** @Harvard

Drinking coffee this morning? A new discovery points to the six genes that play a role in your java consumption

<http://hvrld.me/Cn02y>

2h    6h

 2 References 

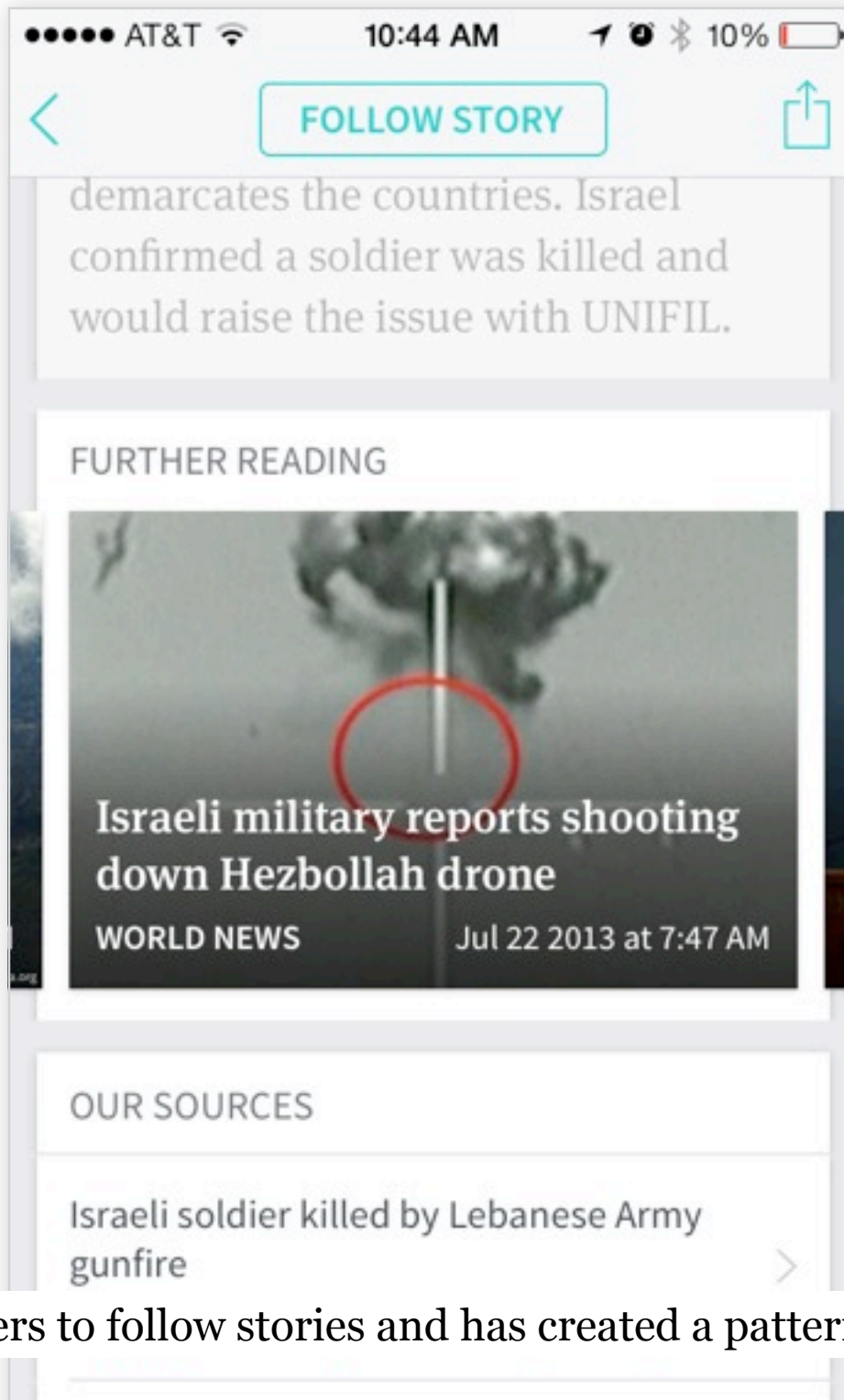
**Associated Press**

- DNA linked to how much coffee you drink

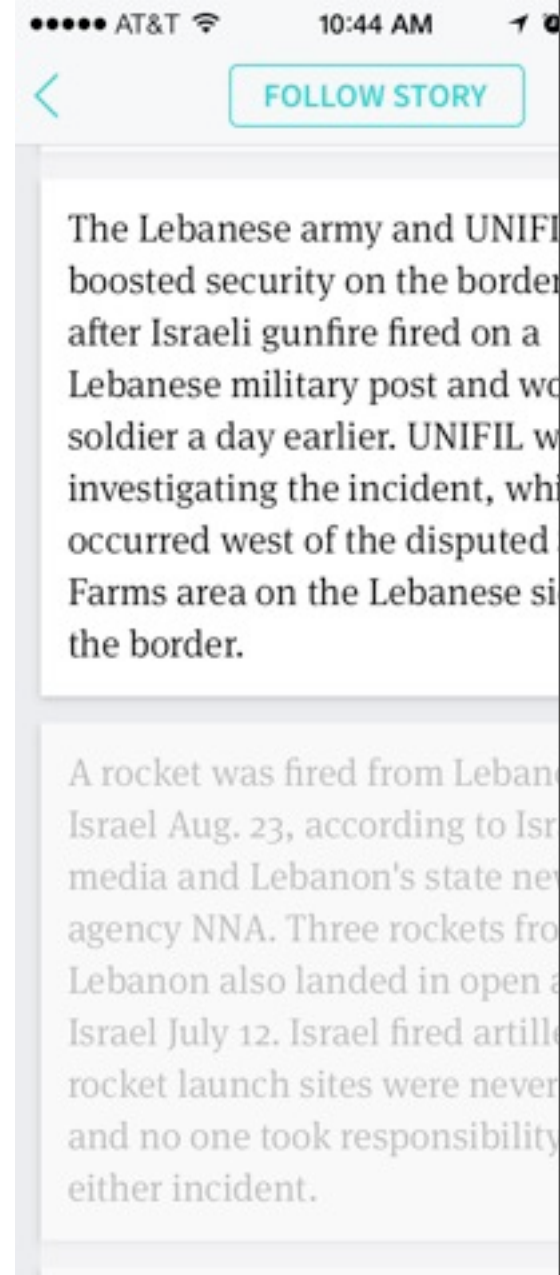
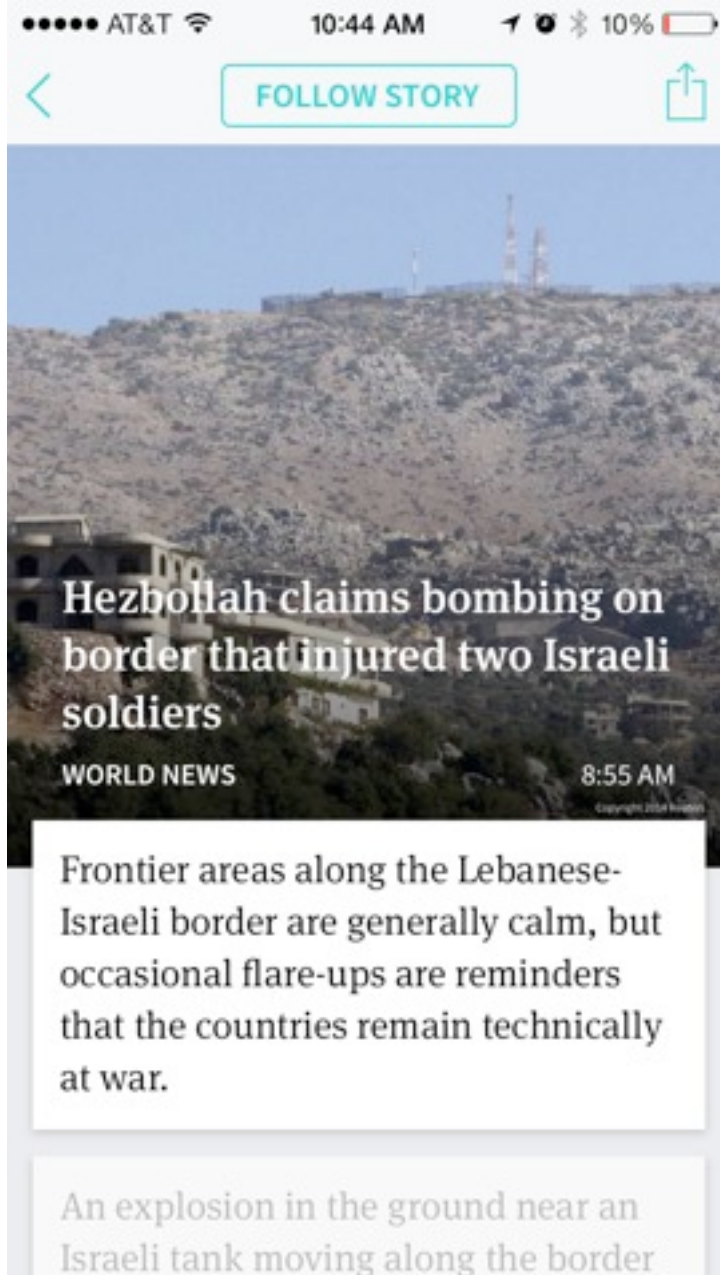
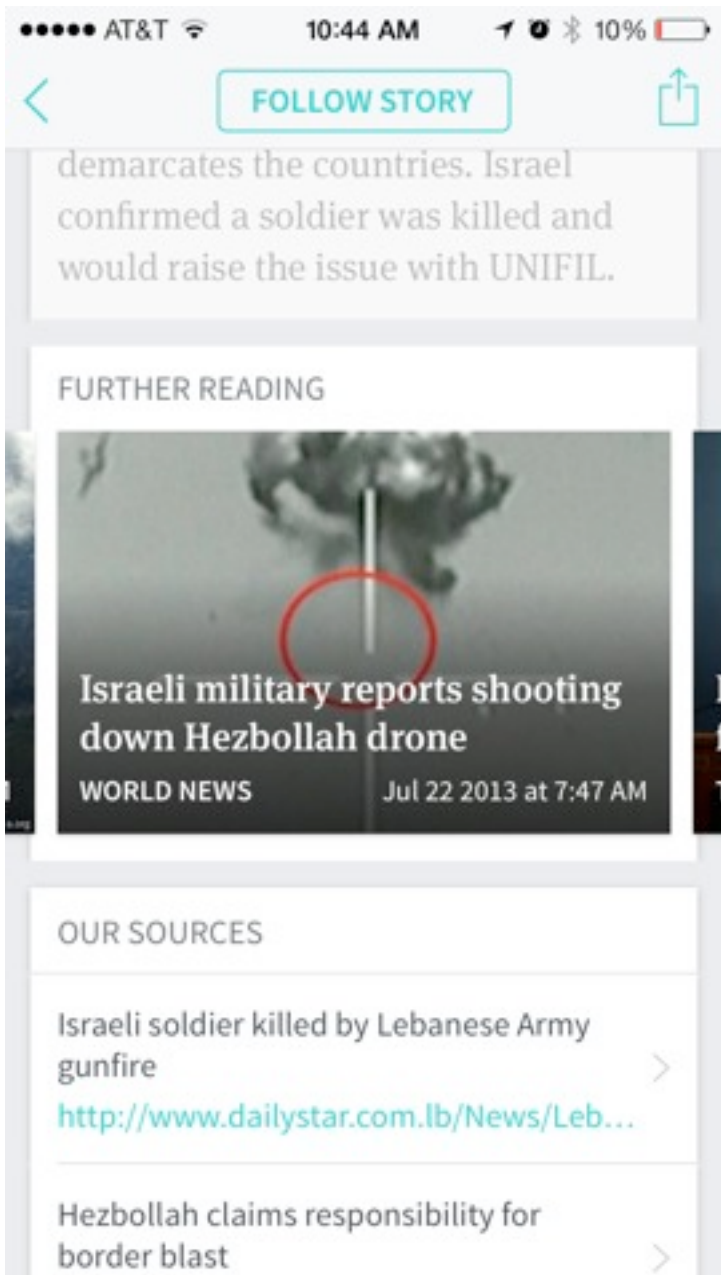
**The Canadian Press**

- Java genes: Huge study identifies genetic influences over how much coffee people drink

yahoo combines twitter and wikipedia widgets



circa gets users to follow stories and has created a pattern for snippets

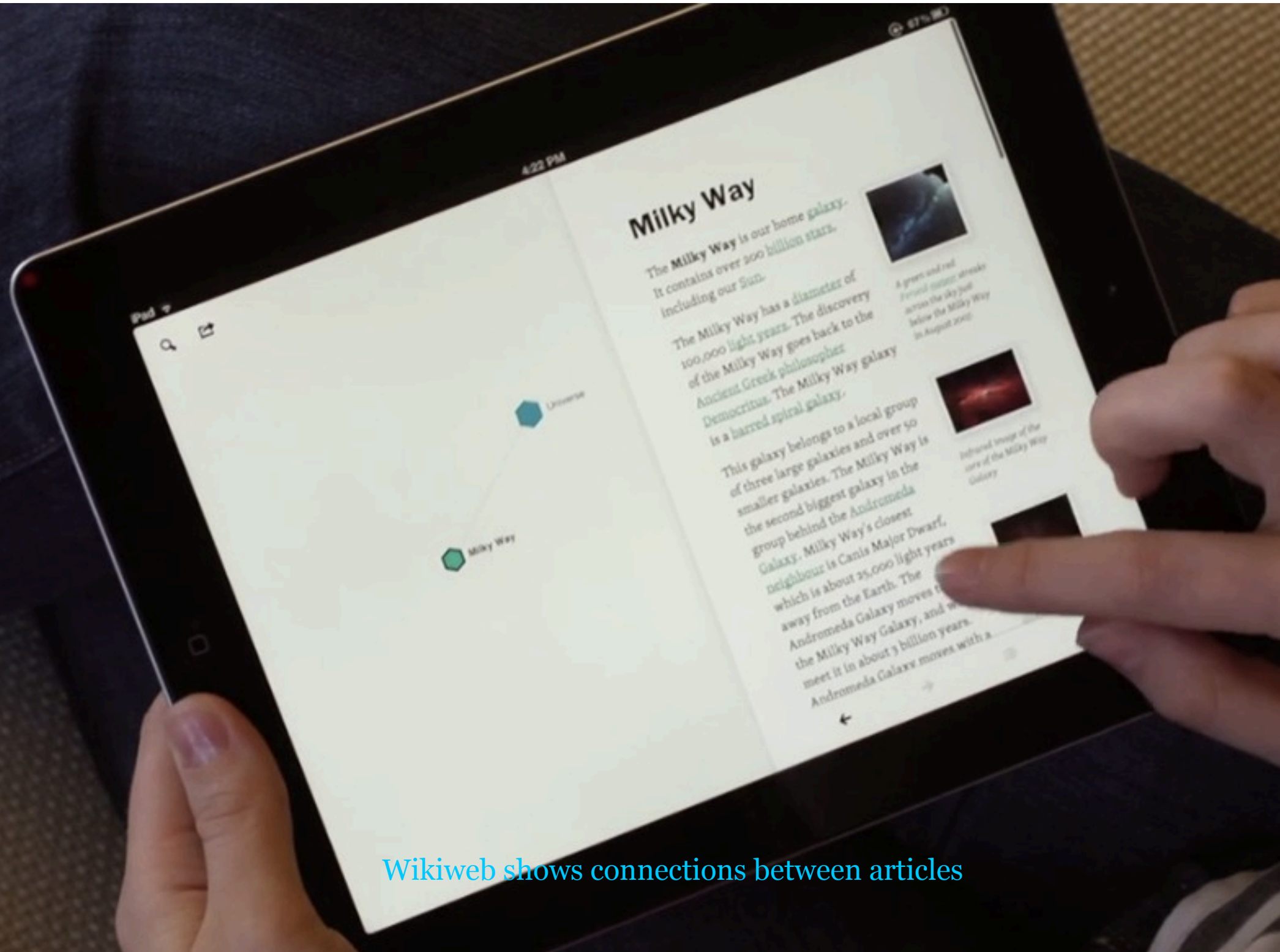


the same content format is reused in many different ways





Wikiweb collapses infoboxes to create a clean solid structure. It is considered a good app for reading wikipedia. (See App Store Ratings)



4:22 PM

iPad

# Milky Way

The Milky Way is our home galaxy. It contains over 200 billion stars, including our Sun.

The Milky Way has a diameter of 100,000 light years. The discovery of the Milky Way goes back to the Ancient Greek philosopher Democritus. The Milky Way galaxy is a barred spiral galaxy.

This galaxy belongs to a local group of three large galaxies and over 50 smaller galaxies. The Milky Way is the second biggest galaxy in the group behind the Andromeda Galaxy. Milky Way's closest neighbour is Canis Major Dwarf, which is about 25,000 light years away from the Earth. The Andromeda Galaxy moves towards the Milky Way Galaxy, and will meet it in about 3 billion years. Andromeda Galaxy moves with a



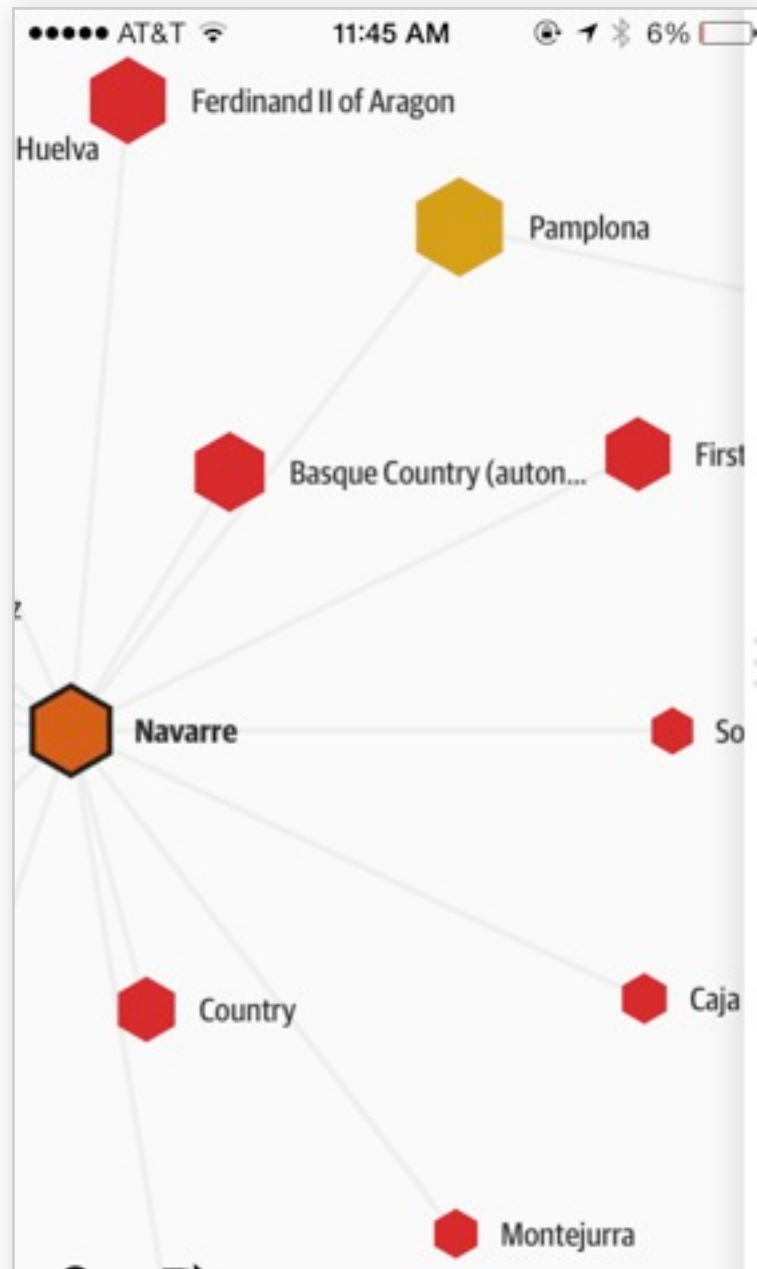
A green and red filament stretches across the sky just below the Milky Way in August 2006.



Infrared image of the core of the Milky Way Galaxy



Wikiweb shows connections between articles



AT&T 11:45 AM 6%

# Navarre

"Navarrese" redirects here. For the extinct Romance language, see [Navarro-Aragonese](#).

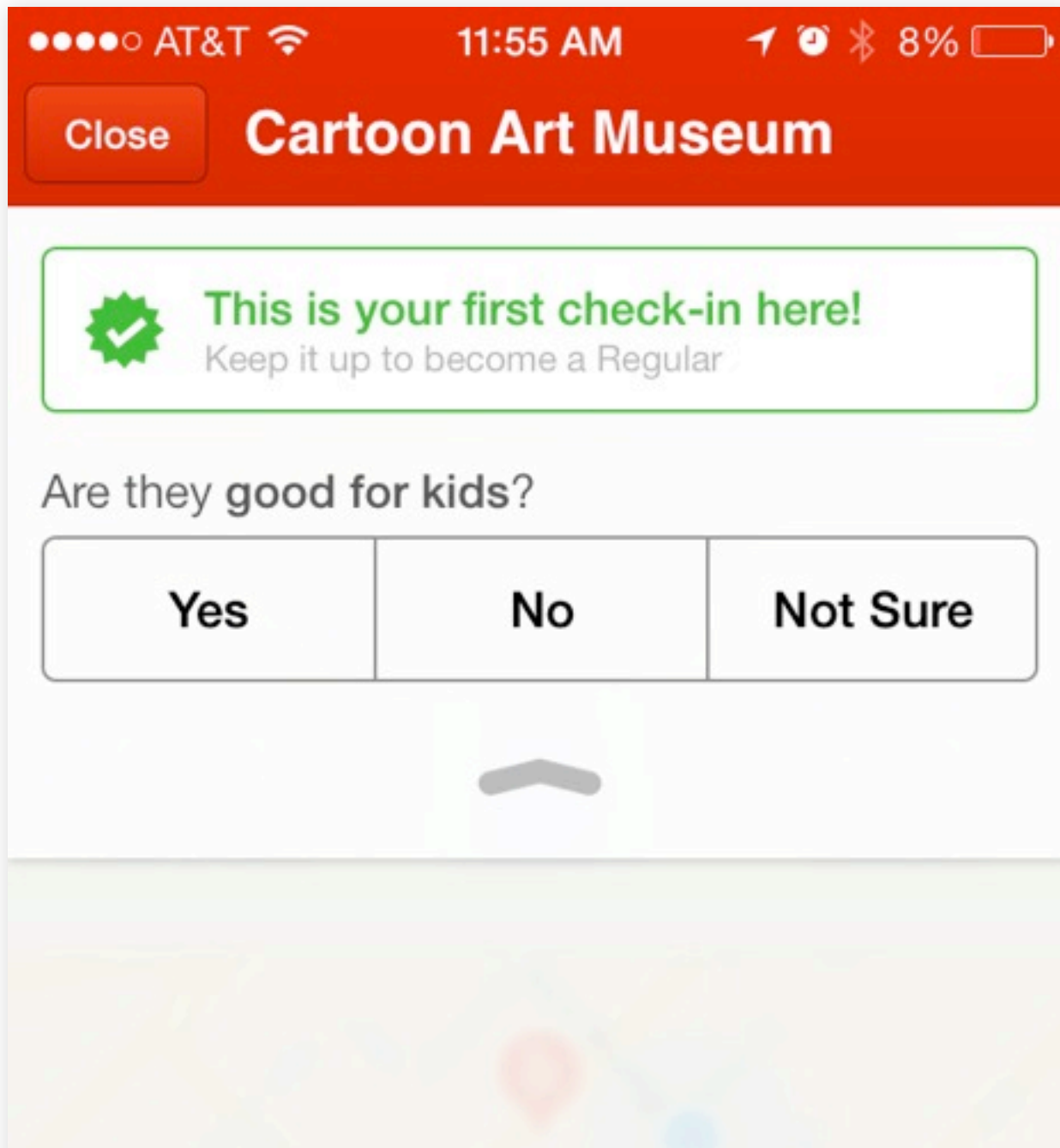
"Navarra" redirects here. For the wine region, see [Navarra \(DO\)](#). For other uses, see [Navarre \(disambiguation\)](#).

**Navarre** (English /nəˈvɑːr/; Spanish: *Navarra*; Basque: *Nafarroa*), officially the **Chartered Community of Navarre** (Spanish: *Comunidad Foral de Navarra* [komuniˈðað foˈral de naˈβara]; Basque: *Nafarroako Foru Komunitatea* [naˈfaroako foru komunitatea]), is an **autonomous community** in northern Spain, bordering the [Basque Country](#), [La Rioja](#), and [Aragon](#) in Spain and [Aquitaine](#) in [France](#). The capital city is [Pamplona](#) (or *Iruña* in Basque)



AT&T 12:23 PM 6%

There is more value in staying and reading here if there is learning presented beyond a long form narrative.



Once you check in, Yelp presents 5 easy questions before providing a low barrier to entry task such as adding a photo if you have never written a review before.



# Events in the Life of Benjamin Franklin

Vertex42.com

Born in Boston  
(1/17/1706)



Moves to  
London

Opens Printing office in  
PA



Elected Pres. of Amer.  
Phil. Society

Appointed  
Postmaster  
of Phil. PA

Book on Electricity  
Published in London



Treaty of Alliance with  
France



Sees Montgolfier  
Brothers 1st to Fly in  
Balloon

Dies in Phil. PA  
(4/17/1790)

1700 1710 1720 1730 1740 1750 1760 1770 1780 1790 1800

Apprentices  
at Printing  
Shop



Poor Richard:  
An Almanack



Famous Kite  
Experiment



Delegate to Constitutional  
Convention

Treaty of Peace with  
Great Britain



Declaration of  
Independence

Timeline created using the Timeline Template by Vertex42.com

Learning can be supported in many ways and at different paces - visual, timelines, content mashup based on a users attention span and screen size.

# Attention on a small screen

If **you dont know** what you want me to focus on, then I don't know what to focus on. **What do we expect a reader to do once they get their basic 'what is this' question answered.**

This isn't manipulation, its choreography, which can be used for the immense benefit of the user because we can curate the content experience for all kinds of learners.

Search News

Search Web

News Home

- U.S.
- World
- Politics
- Tech
- Science
- Health
- Odd News
- Local
- Dear Abby
- Comics
- ABC News
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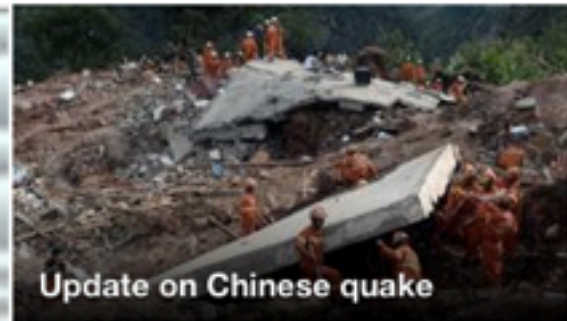


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Panetta's stinging words for former boss Obama

The former CIA director has harshly critiques the President. [Read More »](#)



Update on Chinese quake



Police impersonator confronts the exact wrong person

All News Yahoo Originals abc News AP Reuters



Finance minister warns Russia can't afford military spending plan

By Lidia Kelly MOSCOW (Reuters) - Russia's finance minister said on Tuesday the country could no longer afford a multi-billion-dollar revamp of the armed forces  
Reuters

Bad News for Insurance Agents, Good for California

If you are currently insured, have no DUI's, and drive less than 50 miles per day, you may be paying too much for auto insurance. Find out now.

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Horror footage of Bianchi Formula One crash emerges



1 World

Biden calls Iraq PM amid resurgence of al-Qaida-linked militants

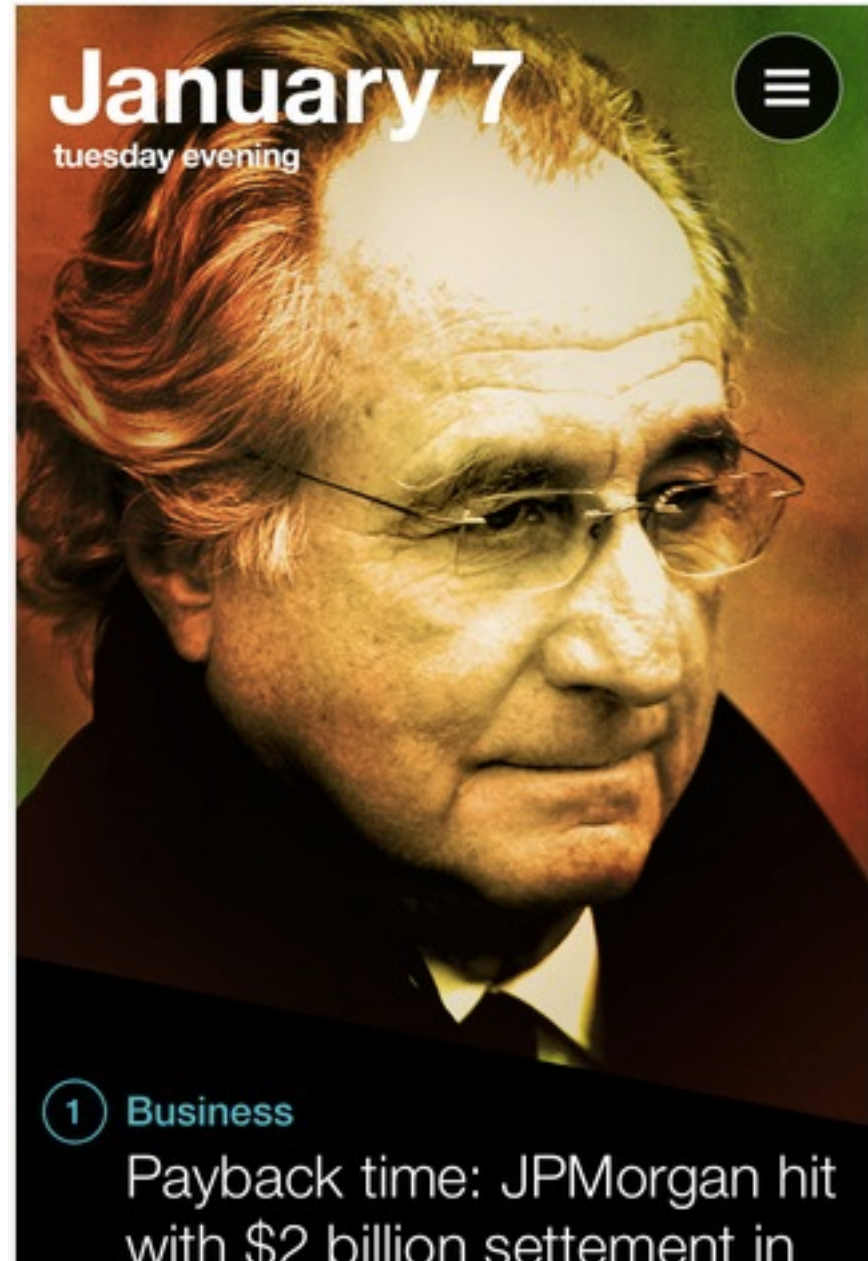
AFP, AFP News + 5 more



2 Politics

Senate showdown: Debate begins on minimum wage, unemployment

The Fiscal Times, Reuters + 2 more

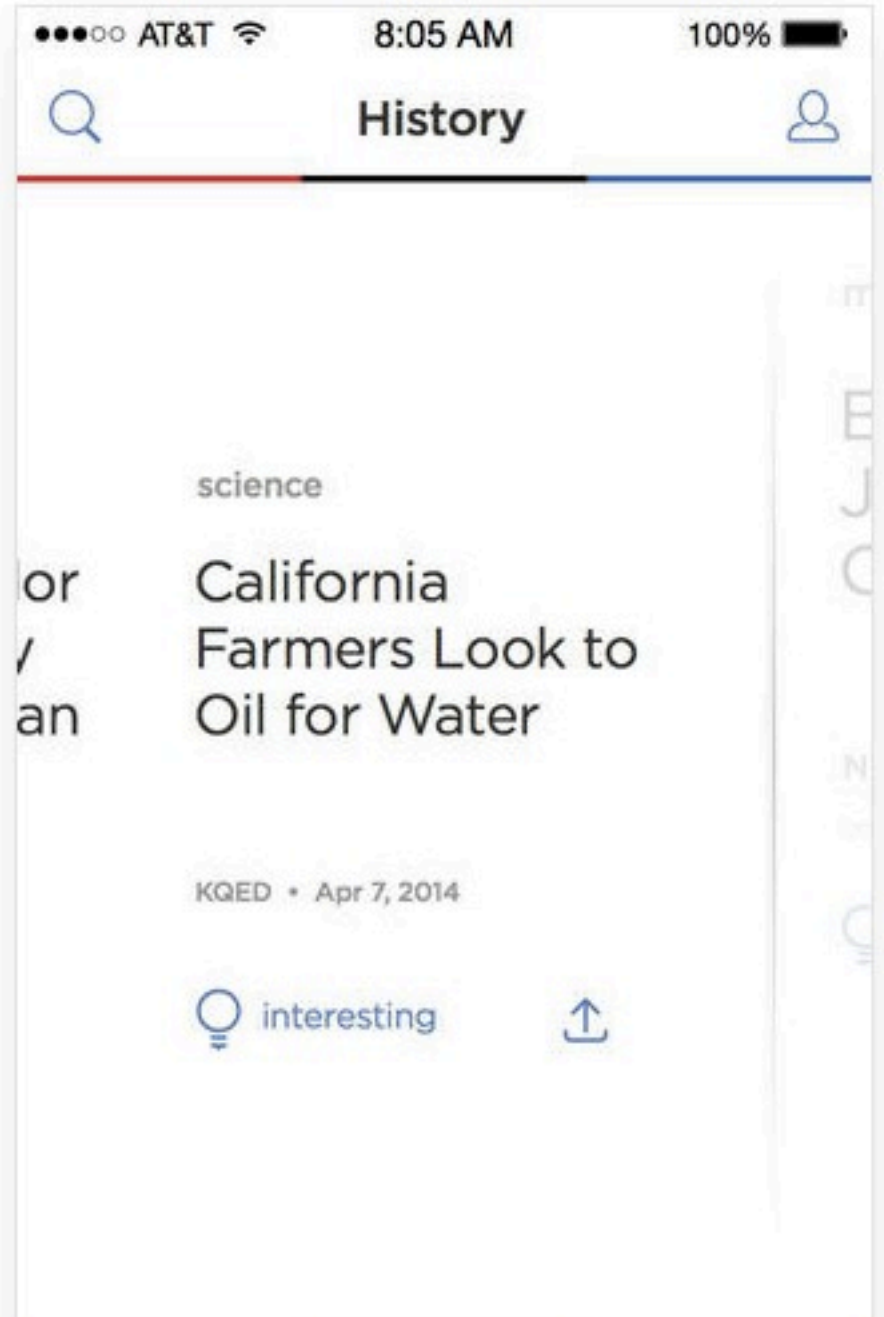
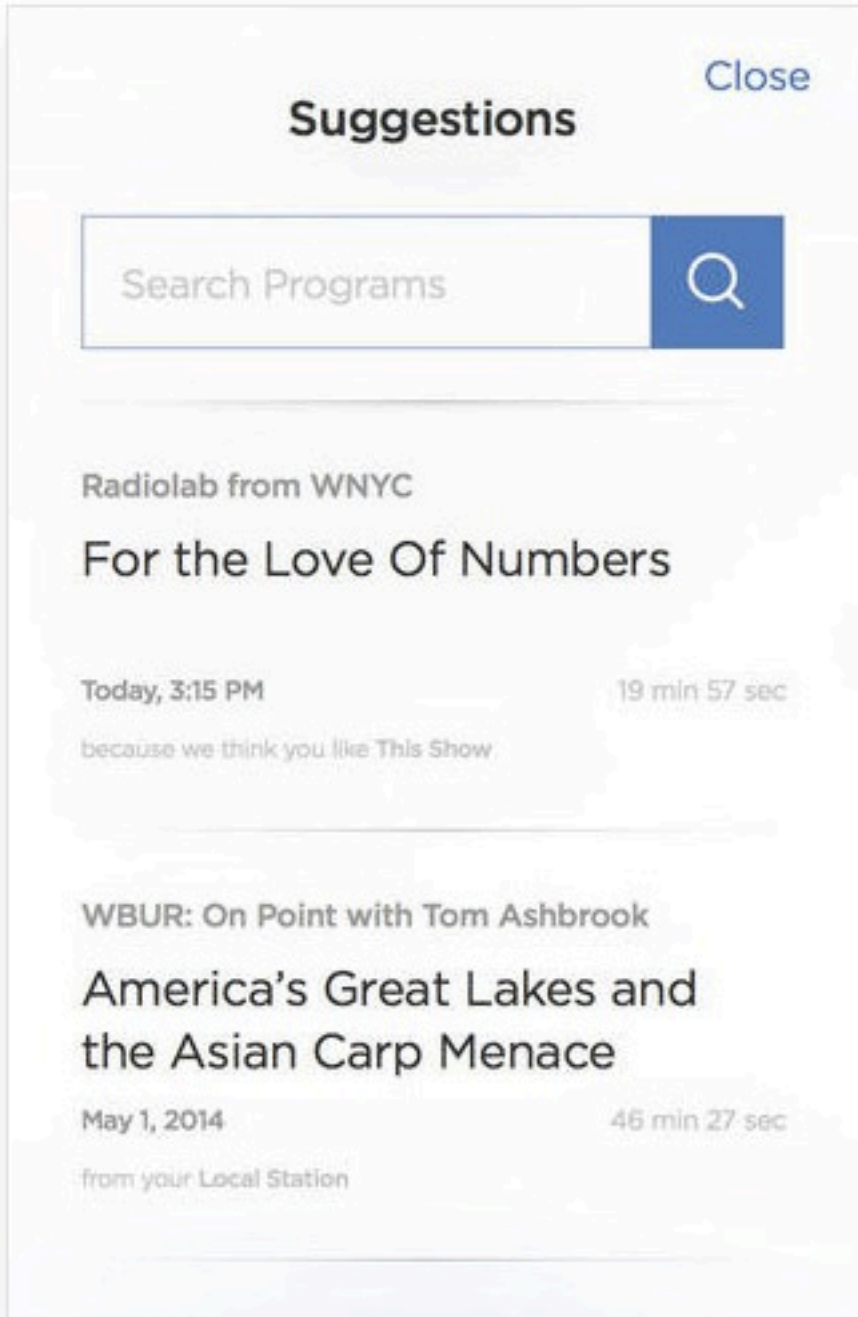


1 Business

Payback time: JPMorgan hit with \$2 billion settlement in

Yahoo news was redesigned for mobile ground up. Looks and works nothing like the desktop site.





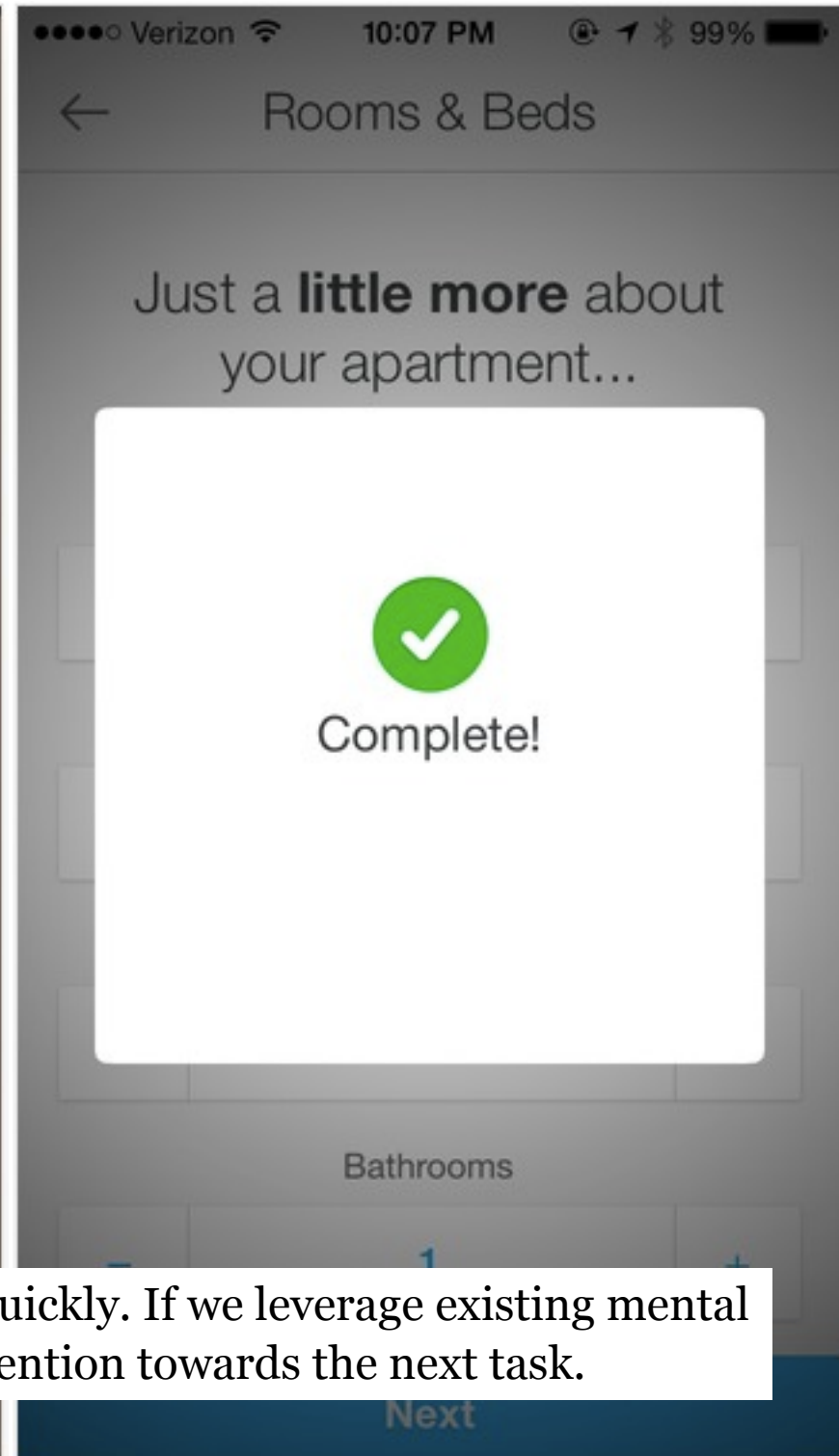
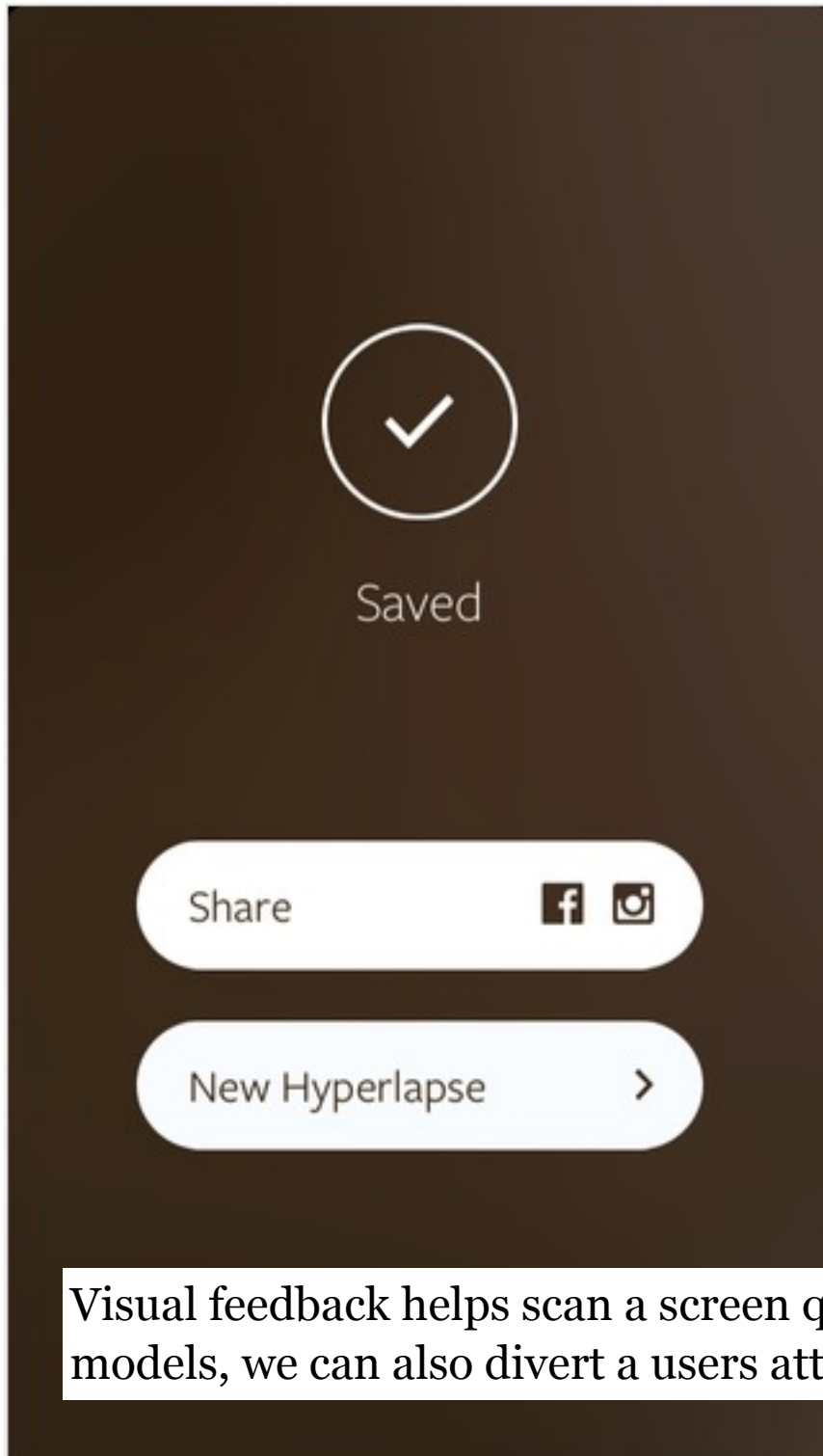
NPR One was redesigned for mobile ground up, and is much more streamlined than the desktop site.



The readers who we can engage outside the long form narrative will find value in reading on the wikipedia app, because of the various ways in which we will support learning

# Structure

Consistent structures create quick scan zones and actions for users, so they don't have to read a lot of content.  
eg. edit saved/ see other uses of this title (disambiguation)



Visual feedback helps scan a screen quickly. If we leverage existing mental models, we can also divert a users attention towards the next task.



***Anna north has 3296 tweets  
She is following 993 people  
She has 6391 followers***



Twitter could be like this....



But its actually like this, so users look for the number in the rightmost corner and hit the follow action.

1. Support learning for a quicker pace, short attention span and a small screen.

2. Leverage the social learning from other apps, so we can direct users towards repeat micro-contributions.

In order to support 1 and 2, the interface must get out of the way. Leverage common patterns so a user doesn't have to stop and resolve our interface.