Developing a Great User Interface—A Netflix Case Study

How Do People Use Search Engines? Using Multiple Kinds of Data to Understand What People Do When Searching

Tuesday, December 12, 2006
7:00 to 9:30 p.m.
http://www.baychi.org/program/

PARC’s George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:

Developing a Great User Interface—
A Netflix Case Study

Sean Kane, Netflix

Netflix, the world’s leading online DVD rental service, has a long history of delivering one of the most simple and elegant user experiences on the web. This presentation will detail many of the innovative Netflix website features and how they came to be a part of the user experience. Learn about which design patterns have resonated well with users (and why) and which ones were left on the cutting room floor.

Sean Kane is the Director of User Interface Engineering at Netflix, where he leads a team of developers to create the Ajax-rich web experience for Netflix. Sean's responsibility for the Netflix UI framework has included developing several of the Ajax interactions and features on the Netflix website, in addition to guiding the UI framework architecture. During Sean’s time at Netflix, the website has been rated by independent researchers as number one in the world for customer satisfaction for two consecutive years.

Before joining Netflix in 2002, Sean worked for the Kleiner-Perkins startup Bigvine.com, AllBusiness.com, and AltaVista.

How Do People Use Search Engines? Using Multiple Kinds of Data to Understand What People Do When Searching

Daniel Russell, Google

Web search engines have a huge interest in understanding what users are trying to do. To a certain degree, this means discerning the intent of a search in the queries and patterns of behavior. Daniel Russell will talk about what is currently done to understand what users have in mind, giving examples of queries, user sessions and the use of multiple data sources.

Daniel M. Russell is a senior research scientist at Google. Most recently, Dan was a senior scientist and senior manager at the IBM Almaden Research Center in San Jose, California. He is best known for his work on establishing the basis of sensemaking theory while at Xerox PARC and developing IBM's Blueboard system (a large groupware display system). In addition to IBM and PARC, Dan has also worked in Apple's Advanced Technology Group, and taught at both Stanford and Santa Clara Universities.

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