

# *Designing the Experience Continuum*

Typography in the Age of the Connected Everything

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Lead UX Strategist @ Fresh Tilled Soil



Last year on this stage...



***“UX is a bullshit  
job title”***

—Er... Me.

*I'm a user  
experience strategist*



So, I'm a designer.

# *Houston, we have a problem*

wherein I steal liberally from Dr. Brené Brown



*Let's Dare Greatly*

— TOGETHER! —

*the reckoning*



# Clickbait-O-rama

TNW News ▾

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Canvas by [TwitterCounter](#)

## 5 typeface challenges in designing for next-generation interfaces



by [JASON PAMENTAL](#) ✉ — 1 Feb, 01:30pm in [DESIGN & DEV](#)

### Recommended



Welcome to an all-new The Next Web

### Most popular



Report: Facebook to start

Enter: opportunity, stage left



Enter: opportunity, stage left



# Enter: opportunity, stage left

80  
100  
120  
140



ق قدم 200

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This got me thinking

# *tripping the continuum fantastic*



# A little out of step



# A little out of step

The screenshot shows the top navigation bar of the Fitbit website. On the left is the Fitbit logo. To its right are links for 'Products', 'Experiences', 'Fun', and 'Help', each with a dropdown arrow. Further right are 'Dashboard' and 'Store'. Below this is a secondary navigation bar with 'Who we are' (highlighted), 'Meet the team', and 'Location'. The main content area has a teal background with a repeating pattern of fitness icons and the word 'MOVE'. The title 'Who We Are' is centered in white. Below it is a paragraph of text. At the bottom, there is a horizontal layout with three main sections: a dark teal text box on the left, a pink box with a lightbulb icon in the middle, and a red box with a vertical stack of icons (Fitbit logo, plus sign, bar chart, equals sign, and smiley face) on the right. A photograph of a woman running and holding a water bottle is partially visible behind the pink and red boxes.

fitbit. Products ▾ Experiences ▾ Fun ▾ Help ▾ Dashboard **Store**

Who we are Meet the team Location

## Who We Are

We're a passionate team dedicated to health and fitness who are building products that help transform people's lives. While health can be serious business, we feel it doesn't have to be. We believe you're more likely to reach your goals if you're encouraged to have fun, smile, and feel empowered along the way.

### An Idea was Born

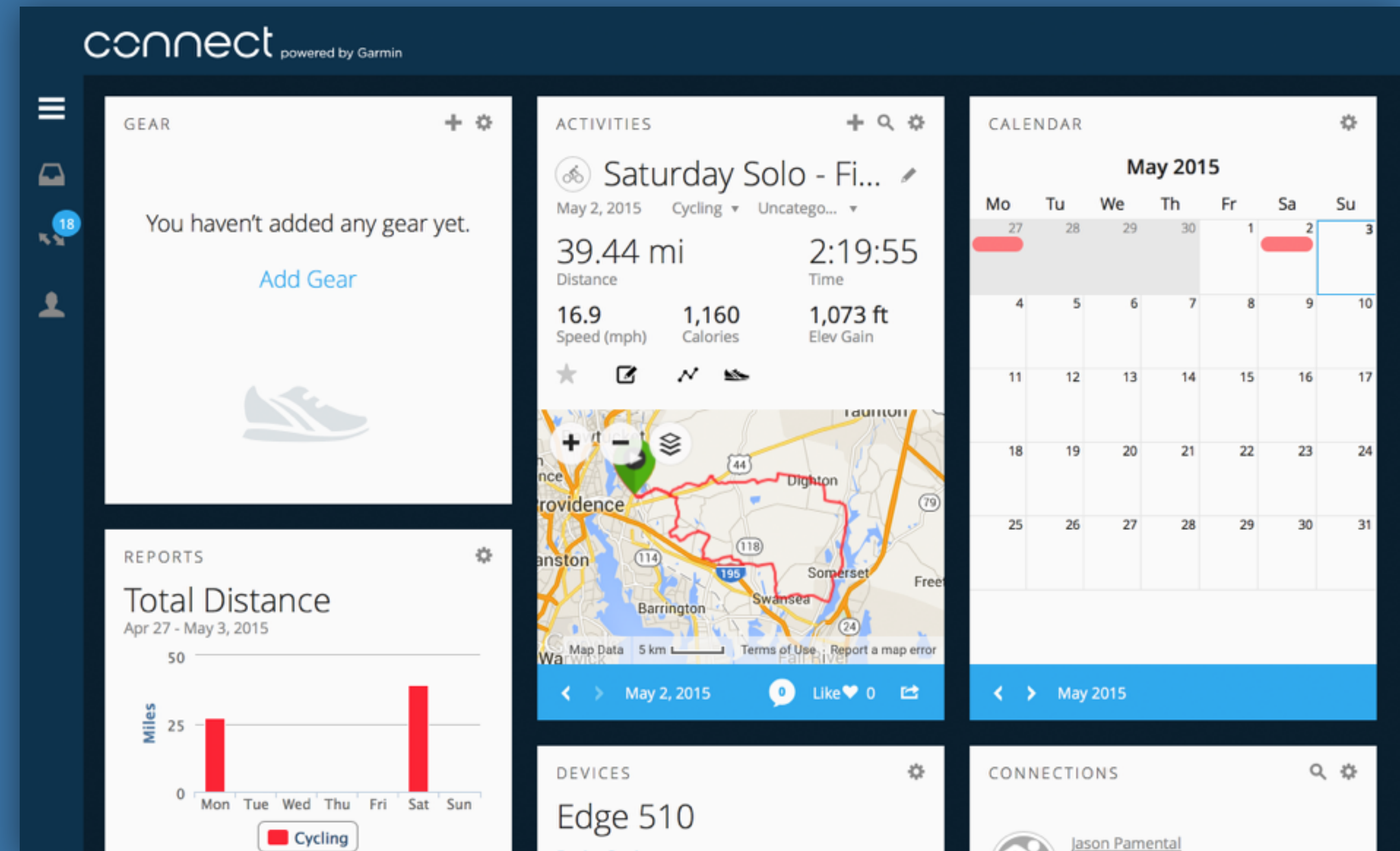
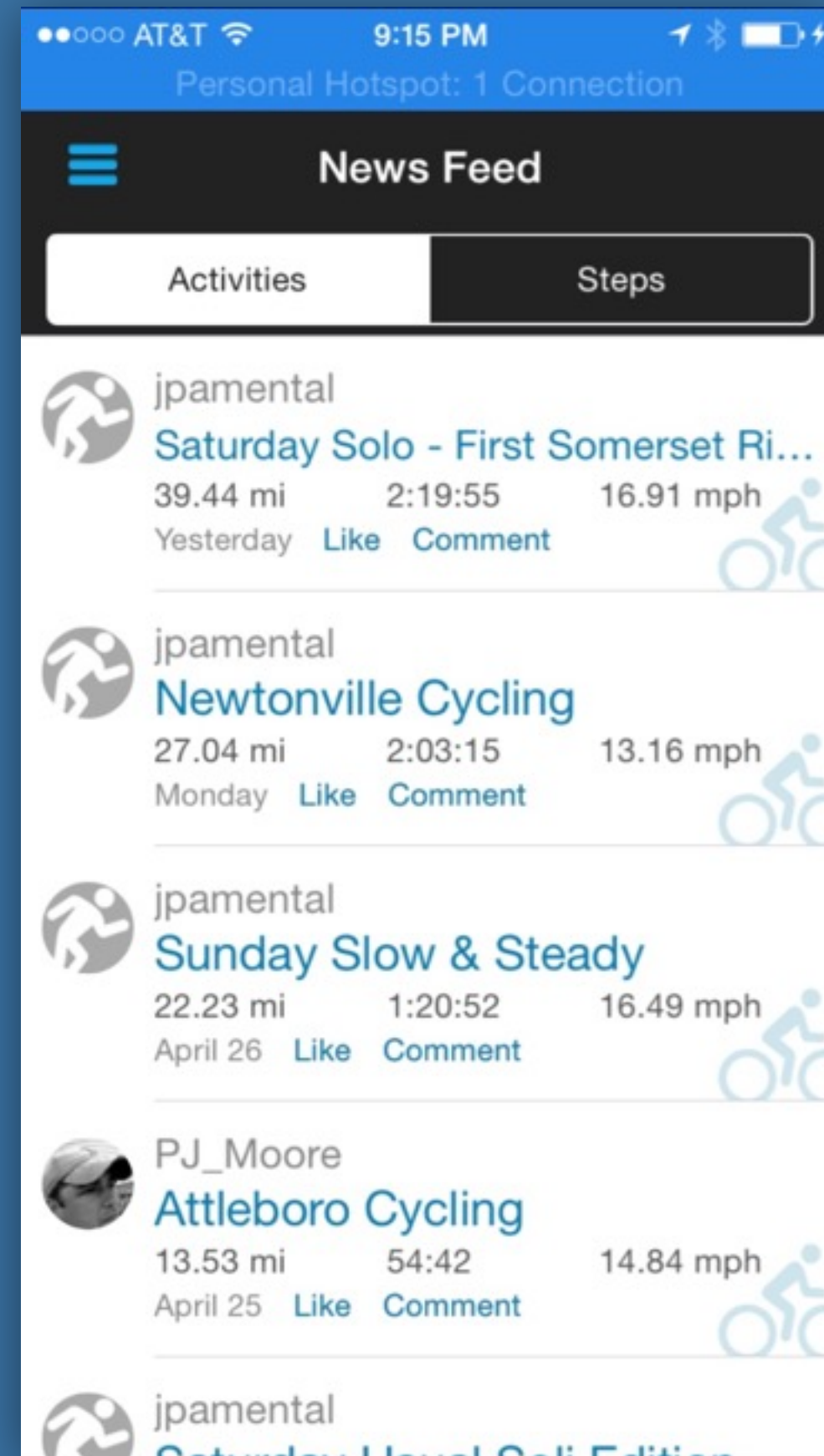
In 2007, our founders, Eric and James, realized that sensors and wireless technology had advanced to a point where they could bring amazing experiences to fitness and health. They embarked on a journey to create a wearable product that would change the way we move.

Lightbulb icon

Fitbit logo + Bar chart icon = Smiley face icon



# A wayfinding icon lost its voice



# A wayfinding icon lost its voice



# guides.

## Lifetime Maps<sup>1</sup>

Businesses open and close, new roads are built. Be confident that your routes reflect current map data. Enjoy free downloadable map updates for the useful life of your navigator.

## Garmin Real Vision™

Thanks to Garmin Real Vision™, hard-to-read house numbers are a thing of the past. When approaching select destinations, your nüviCam LMTHD display will switch to camera view and a bright arrow will point to where you want to go.



FREE  
LIFETIME  
MAPS



# Garmin® nüviCam™ LMTHD Guides, Alerts and Records with Built-in Dash Cam and Premium Driver-Assist Features

## Release Date:

Thursday, April 23, 2015 6:00 am CDT

## Terms:

[Automotive](#) [1] [Featured Releases](#) [2]

## Dateline City:

OLATHE, Kan.

OLATHE, Kan.--(BUSINESS WIRE [3])--Garmin International Inc., a unit of Garmin Ltd. (NASDAQ: GRMN), today announced **nüviCam LMTHD**, the first portable navigation device (PND) to feature a built-in dash cam and advanced alerts to enhance driver awareness on the road. Thanks to the integrated dash cam that continuously records and automatically saves files on impact, the nüviCam offers the protection of having an eyewitness that records exactly where and when events occurred.

One of the most comprehensive PNDs to ever hit the roads, the nüviCam offers the latest in premium driver-assist features typically found only in luxury vehicles. For example, **Forward Collision Warning**<sup>1</sup> alerts drivers if they're driving too close to the car ahead; **Lane Departure Warning**<sup>1</sup> alerts will appear and sound if the driver drifts off the road or into oncoming traffic; and **Garmin Real Vision**<sup>™</sup> takes the guess work out of deciphering hard-to-see house numbers by displaying the camera view along with a bright arrow to direct drivers where to go when approaching select destinations.

"The nüviCam LMTHD goes beyond helping drivers get from Point A to Point B," said Dan Bartel, Garmin vice president of worldwide sales. "The intuitive driver-assist features not only lessen the stress of getting you to your destination, but the nüviCam also provides peace of mind in knowing that your commute is being recorded and can be referenced should you need it."

The nüviCam features a 6-inch pinch-to-zoom glass display with a high-definition dash cam built in to the back of the device. When powered on, the integrated dash cam continuously records on the included microSD card, and if an incident occurs, the device's Incident Detection will automatically save files on impact. GPS records exactly where and when events occur, and drivers can play back the video on the device or watch later from a computer. There's also a Snapshot feature on the nüviCam that allows drivers to capture still images in or outside of the vehicle if desired. The included magnetic mount enables the device to be easily and quickly secured or removed from the vehicle.

Other navigation features offered with safety and convenience in mind include voice-activated navigation that allows drivers to speak commands to the device while their hands stay safely on the wheel, and Bluetooth® wireless technology for hands-free calling (requires Bluetooth-enabled smartphone sold separately). [Smartphone Link](#) [4], a free mobile app that connects nüviCam with a compatible iPhone® or Android™ smartphone, can also provide real-time data services<sup>2</sup>, such as live weather radar, to the navigator. Drivers can even pair the nüviCam with the Garmin BC™ 30 Wireless Backup Camera (sold separately) to see what's behind their vehicle when they reverse.

To make sure drivers never miss a turn, the nüviCam utilizes Active Lane Guidance, which uses a combination of voice prompts and visual cues to prepare users to drive through an exit or interchange with confidence. Up Ahead appears

# Model S 70D

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# Model S

Premium Electric Sedan



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DOME

AMBIENT

LOCK

UNLOCK



DRL

FOG

HEADLIGHTS

OFF

PARKING

ON

AUTO

CHARGE PORT

TRUNK

## Related updates

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### Dual Motor Model S and Autopilot

October 10, 2014

By The Tesla Motors Team



# Autopilot

Autopilot combines a forward looking camera, radar, and 360 degree sonar sensors with real time traffic updates to automatically drive Model S on the open road and in dense stop and go traffic. Changing lanes becomes as simple as a tap of the turn signal. When you arrive at your destination, Model S will both detect a parking spot and automatically park itself.

Standard equipment safety features are constantly monitoring stop signs, traffic signals and pedestrians, as well as for unintentional lane changes.

Autopilot features are progressively enabled over time with software updates. The current software version is **6.2**, adding automatic emergency braking and blind spot warning.



*there is no 'print' or 'web' identity*

There is only *your* identity.

*now how about that 'user  
experience' thing?*

VOLUME



INFO



Sports



Weather



Stocks



Fuel



Vehicle Monitor



Eco Monitor



Maintenance



Subaru

HOME



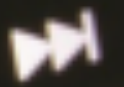
PHONE



APPS



INFO



SEEK TRACK



HD Radio

67

5:24 PM

A/C AUTO



OUT TEMP 72



MODE

FRONT



MAX A/C

00:00:00<sup>00</sup>

Speed

0.0 km  
h

Heart Rate

-----  
b  
p  
m

Time of Day

8:52<sup>P</sup><sub>M</sub>

Distance

0<sub>m</sub>



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*the rumble*

*curiosity is a shit-starter*

# Great typefaces

 **cloud.typography**

 Adobe Typekit

**EMIGRE**  
FONTS

 **FONT  
DECK**

**Monotype**

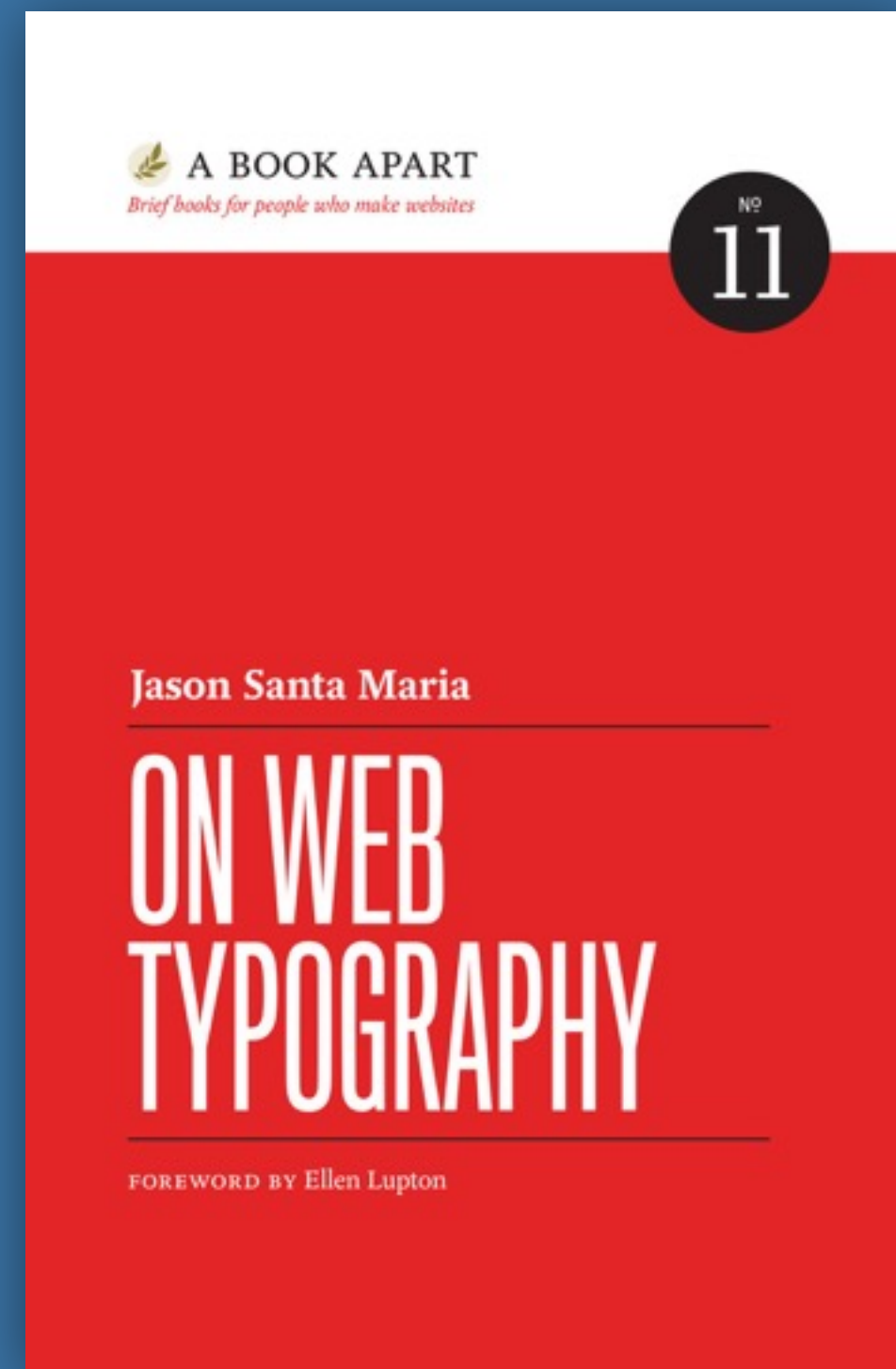
Font *Shop*

**<Webtype>**

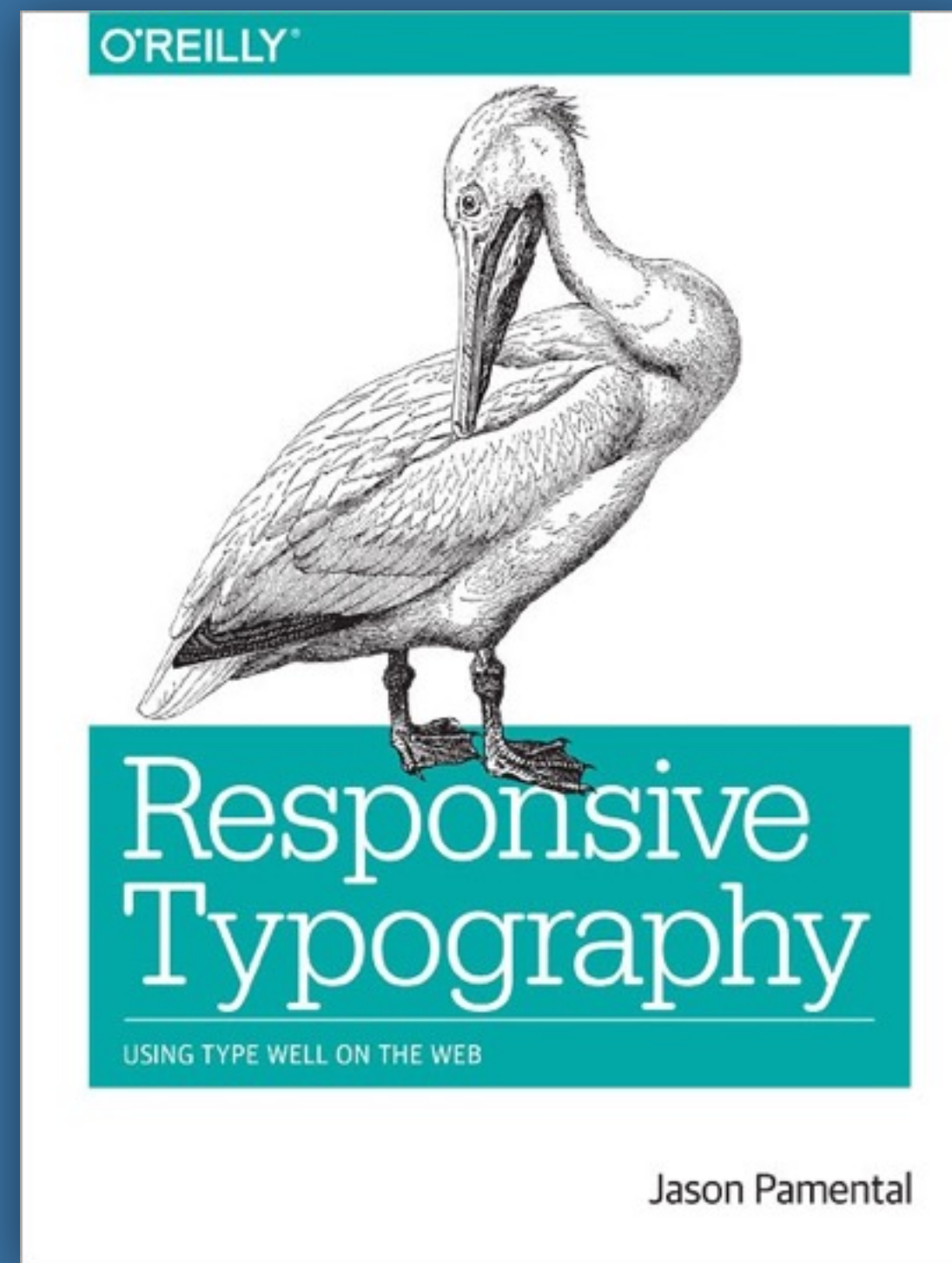
*MyFonts*



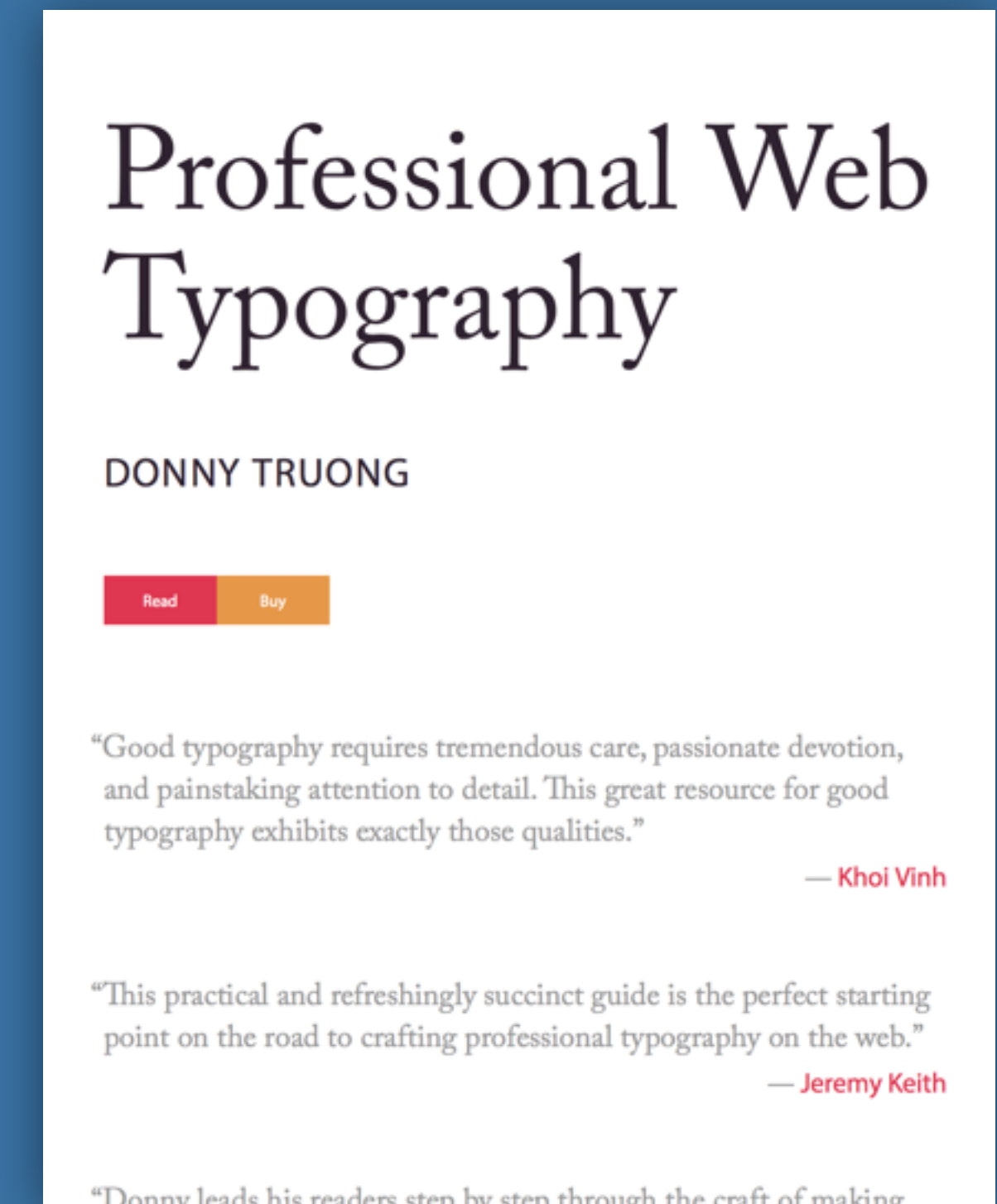
# Great typography: a few books



[abookapart.com](http://abookapart.com)



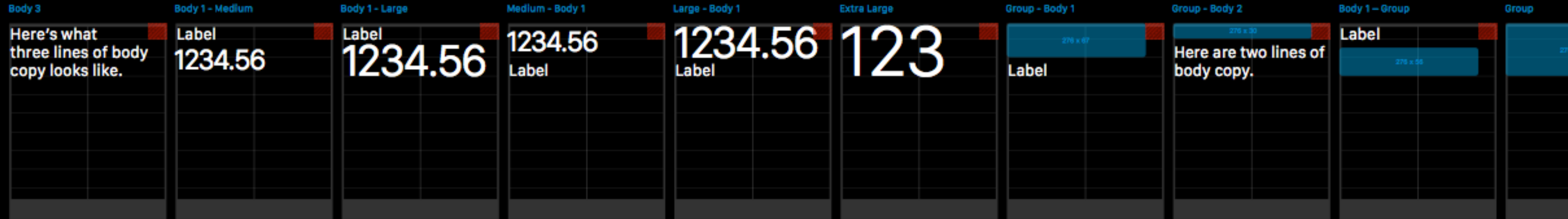
[rwt.io/rwtbook](http://rwt.io/rwtbook)



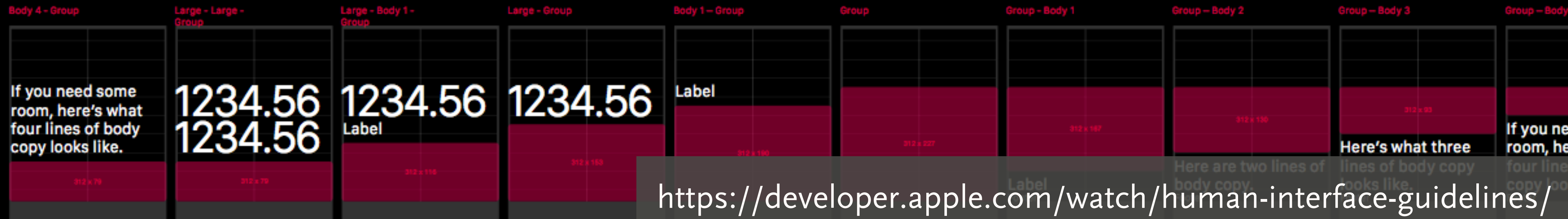
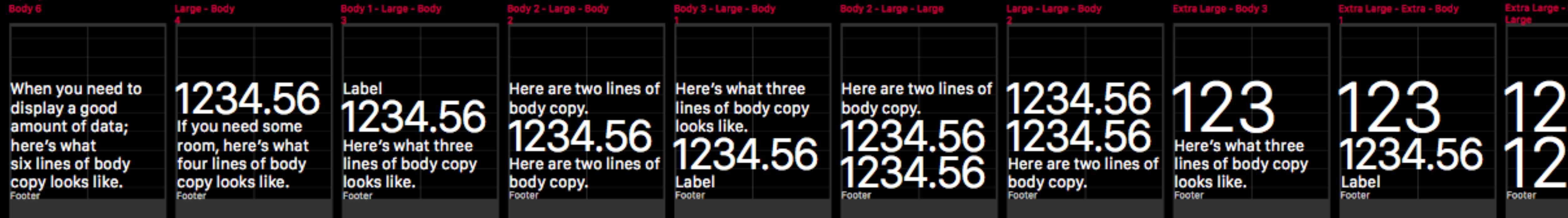
[prowebtype.com](http://prowebtype.com)

# Glance Template - 42MM Standard

## Upper

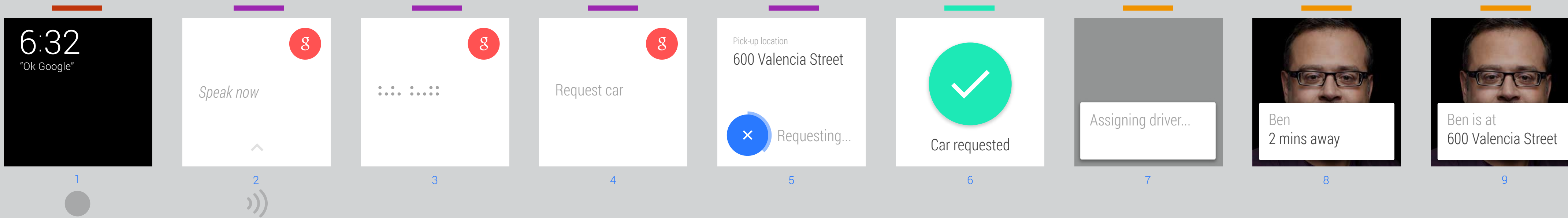


## Lower



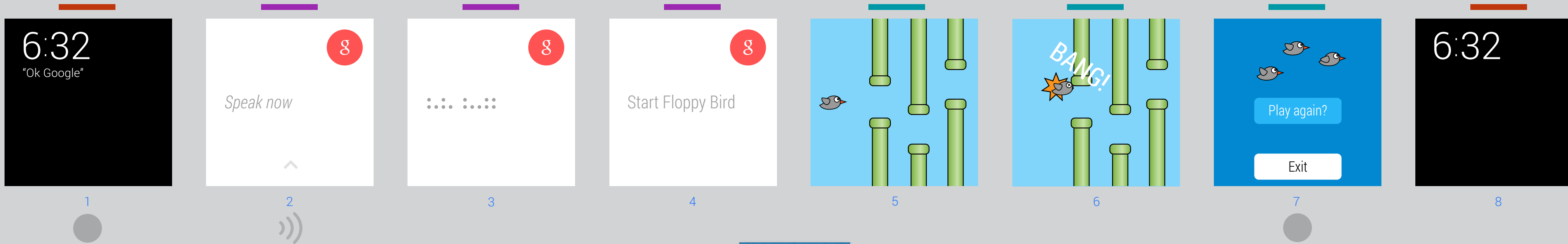
# K

In this example a voice action is used to send a request to call a taxi. Since they request may take several minutes to fully process, the user is not held indefinitely on a countdown screen. Instead, status of the request is posted as a card in the stream, with the card reposting itself with updated status when relevant.

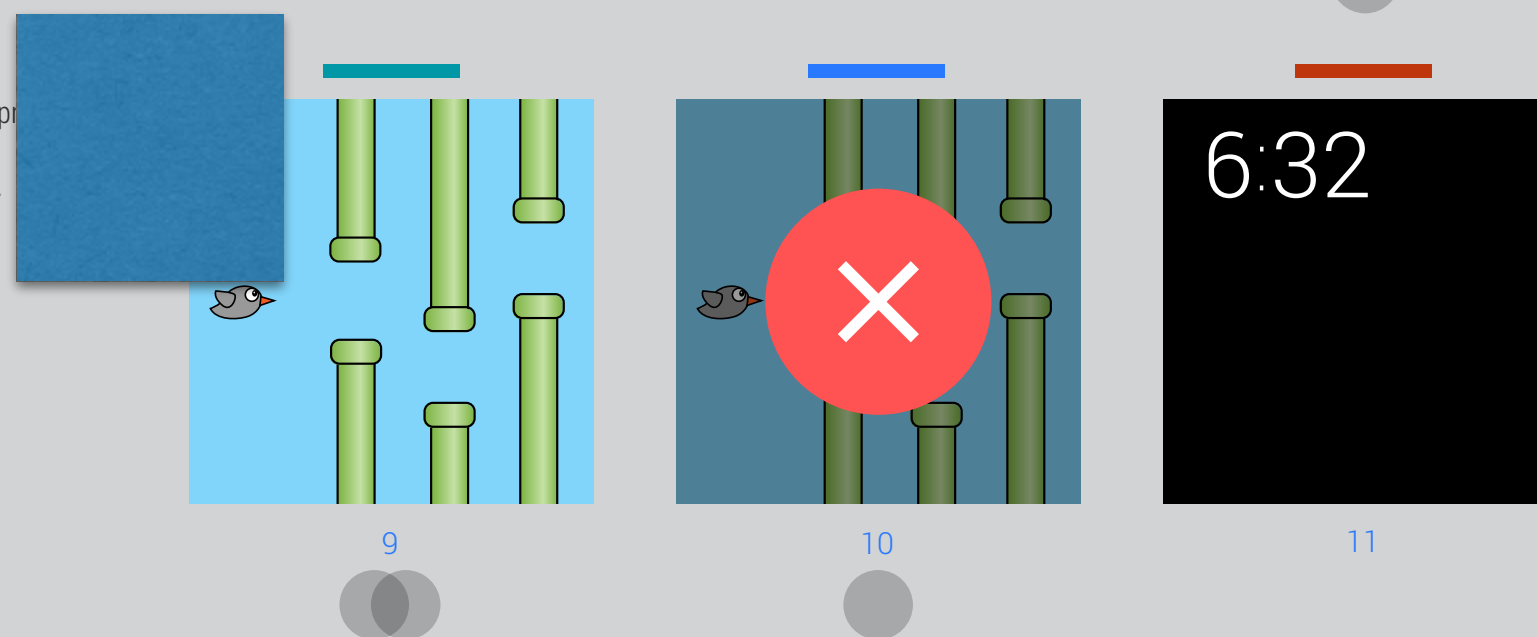


# L

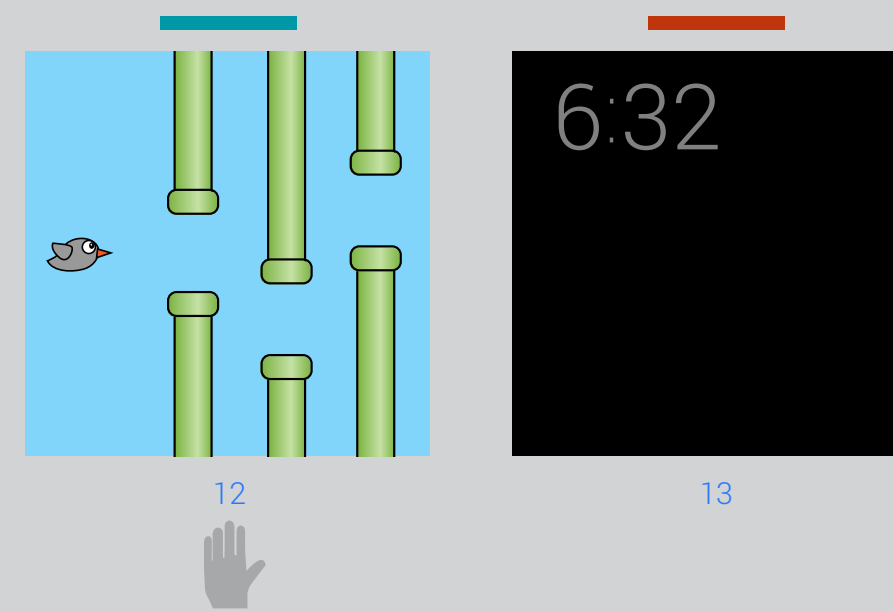
Full screen apps can be launched by touch or voice. In cases where a full screen app can not reasonably auto-quit on task completion, you should show an option to quit at logical breakpoints in the interaction flow, for example at the end of a level in a game.



All apps must reserve long-press anywhere on the screen for displaying an option to quit.



At any time, covering the screen with a palm will quit any open app, return to the home state, and enter ambient mode.



Full screen apps that don't require swipe gestures for their interactions should also allow themselves to be quit by swiping them away.



Apple CarPlay  
The best iPhone experience  
on four wheels.



<https://www.apple.com/ios/carplay/>

# Android Auto





Crossover Dr.

0.1 mi



Sarah Wilkinson

New Message • Messenger



Ali Connors

New Message • Hangouts



***the revolution***

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MEDIA & TECHNOLOGY  
PERFORMING ARTS  
SOCIAL RESEARCH**

ACADEMICS

ABOUT

ADMISSION

EVENTS

NEWS

SOCIAL



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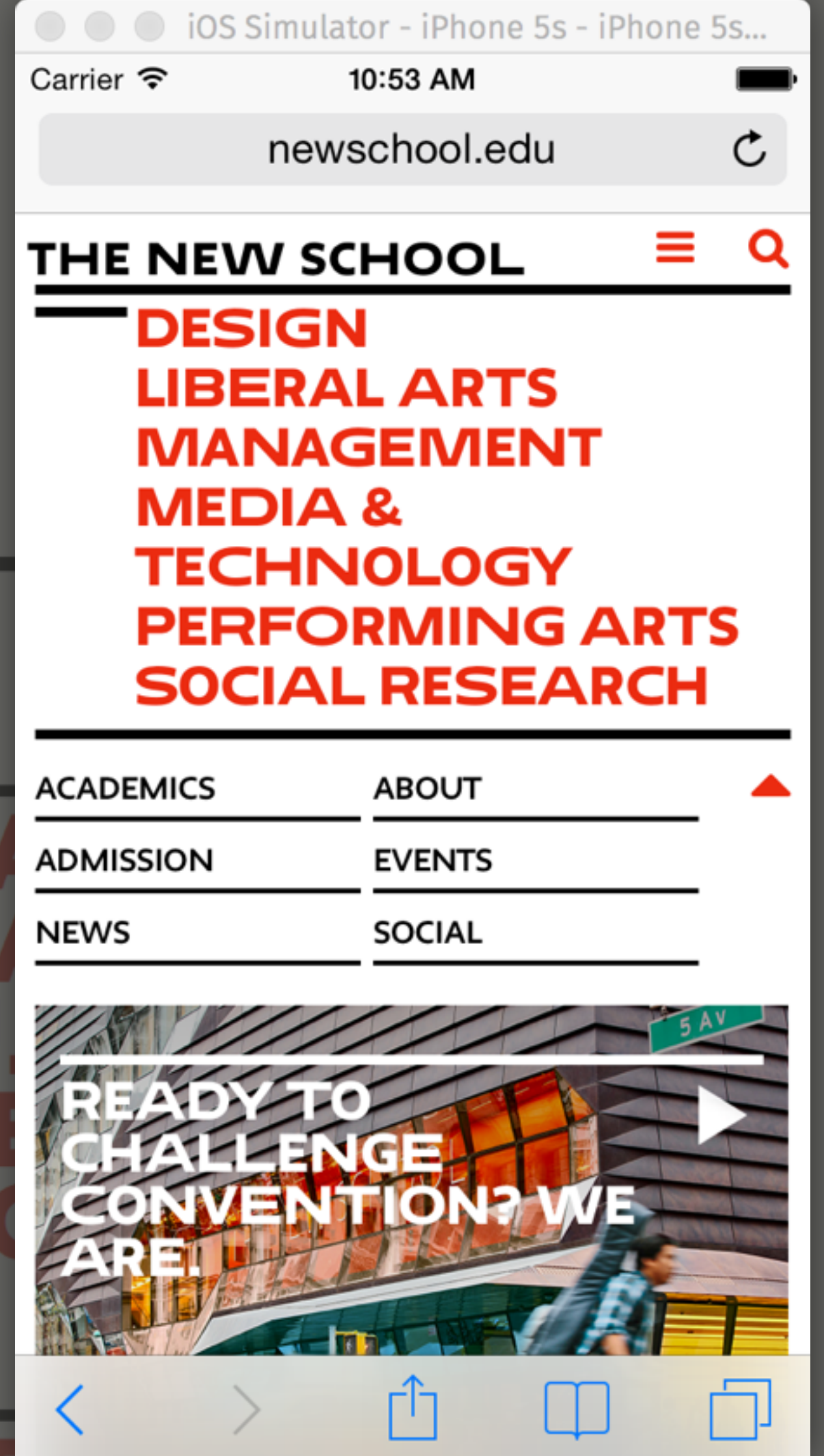
ADMISSION

EVENTS

NEWS

SOCIAL

READY TO CHALLENGE  
CONVENTION? WE ARE.



PA  
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SO

REGISTER  
NOW FOR





10:09

Sunset 7:10PM  
9HRS 1MIN  
Cupertino, CA

14:59 7:00 00:46

53° F



Elon



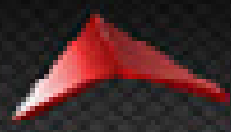
3G

12:53 pm

PASS AIRBAG OFF



Media



Nav



Calendar



Energy



Web



Camera



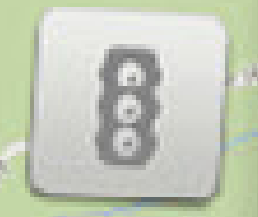
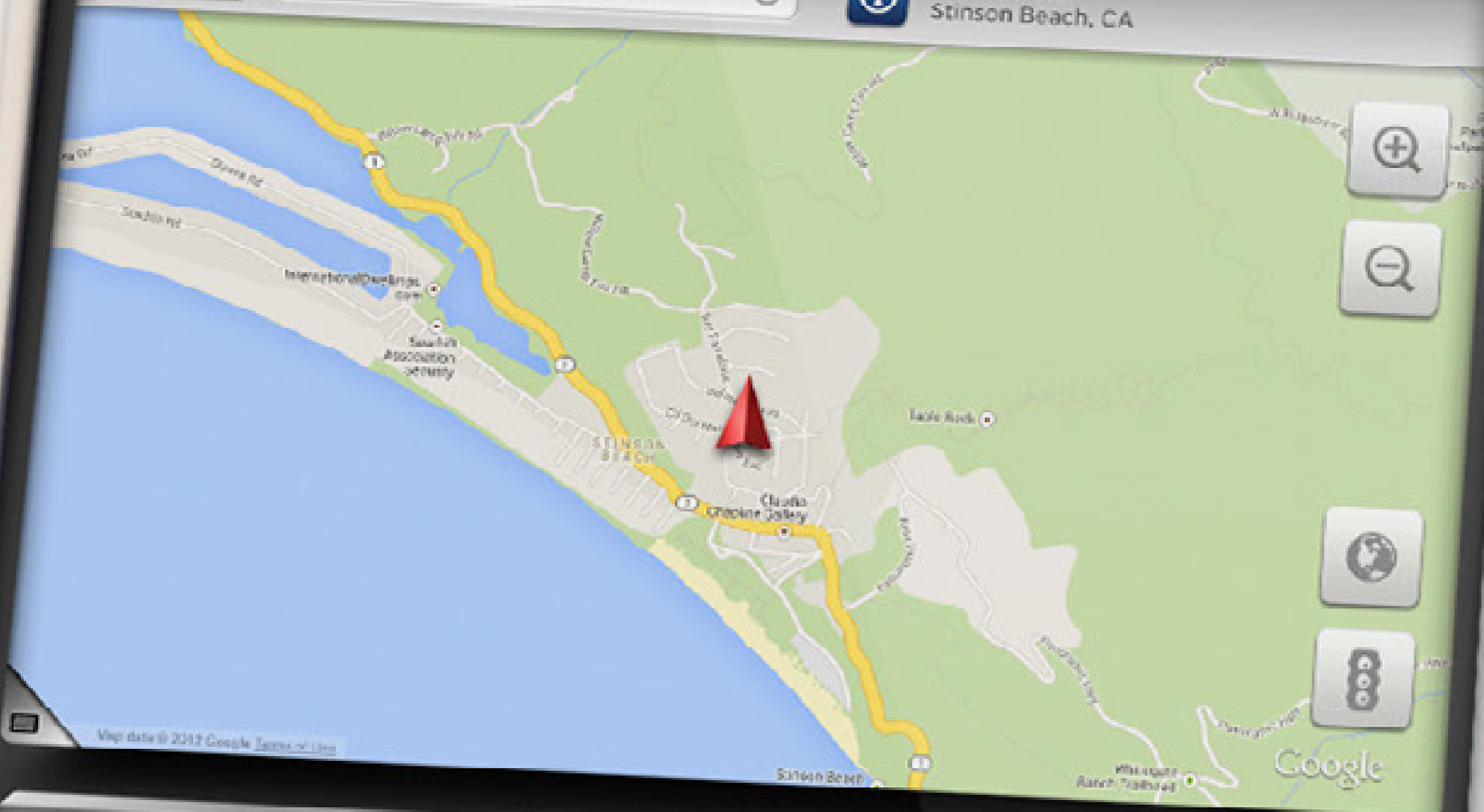
Phone

PLACES

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Calle del Mar  
Stinson Beach, CA



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Google



Browse

Now Playing



Today's Hit Radio

Montana Single



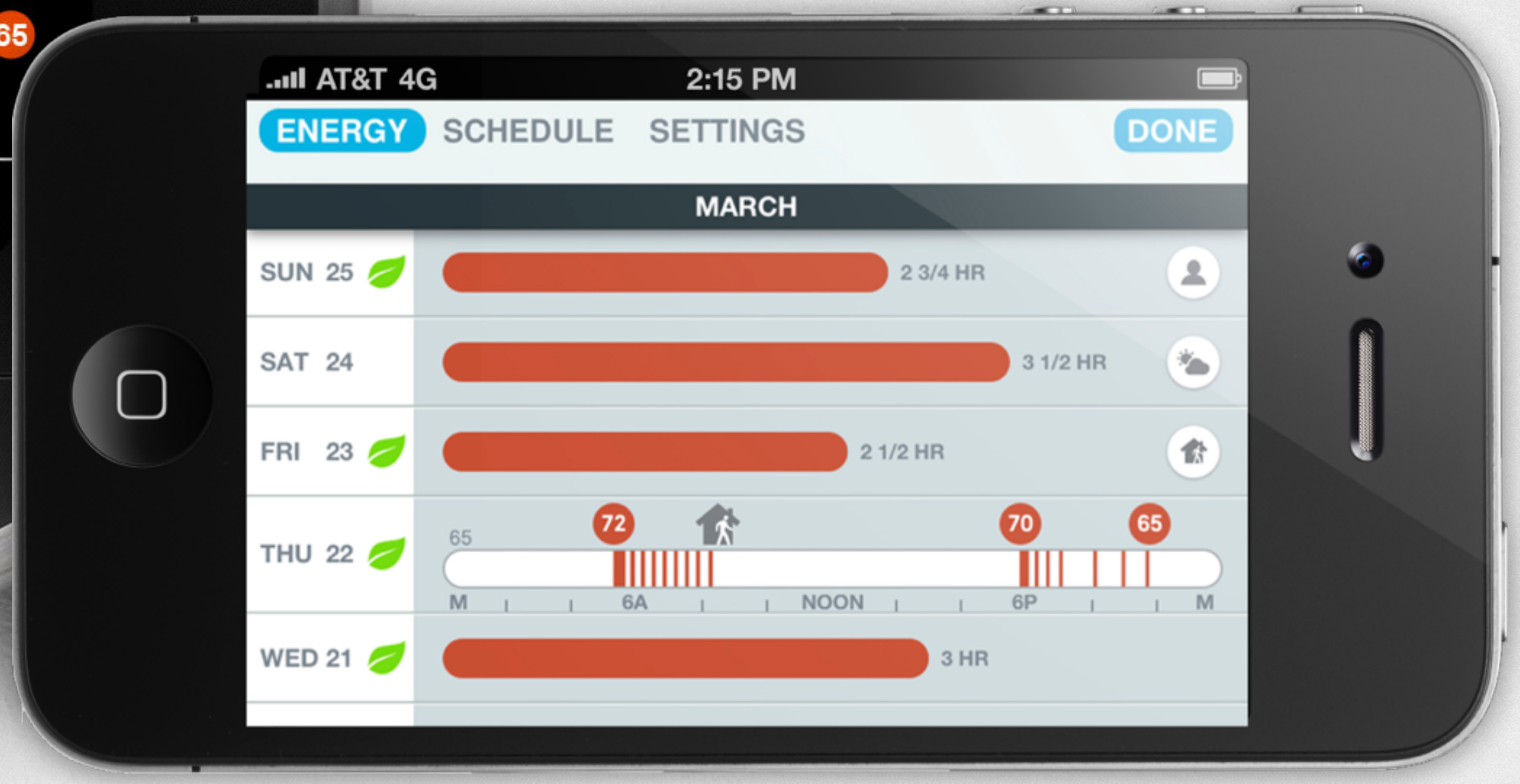
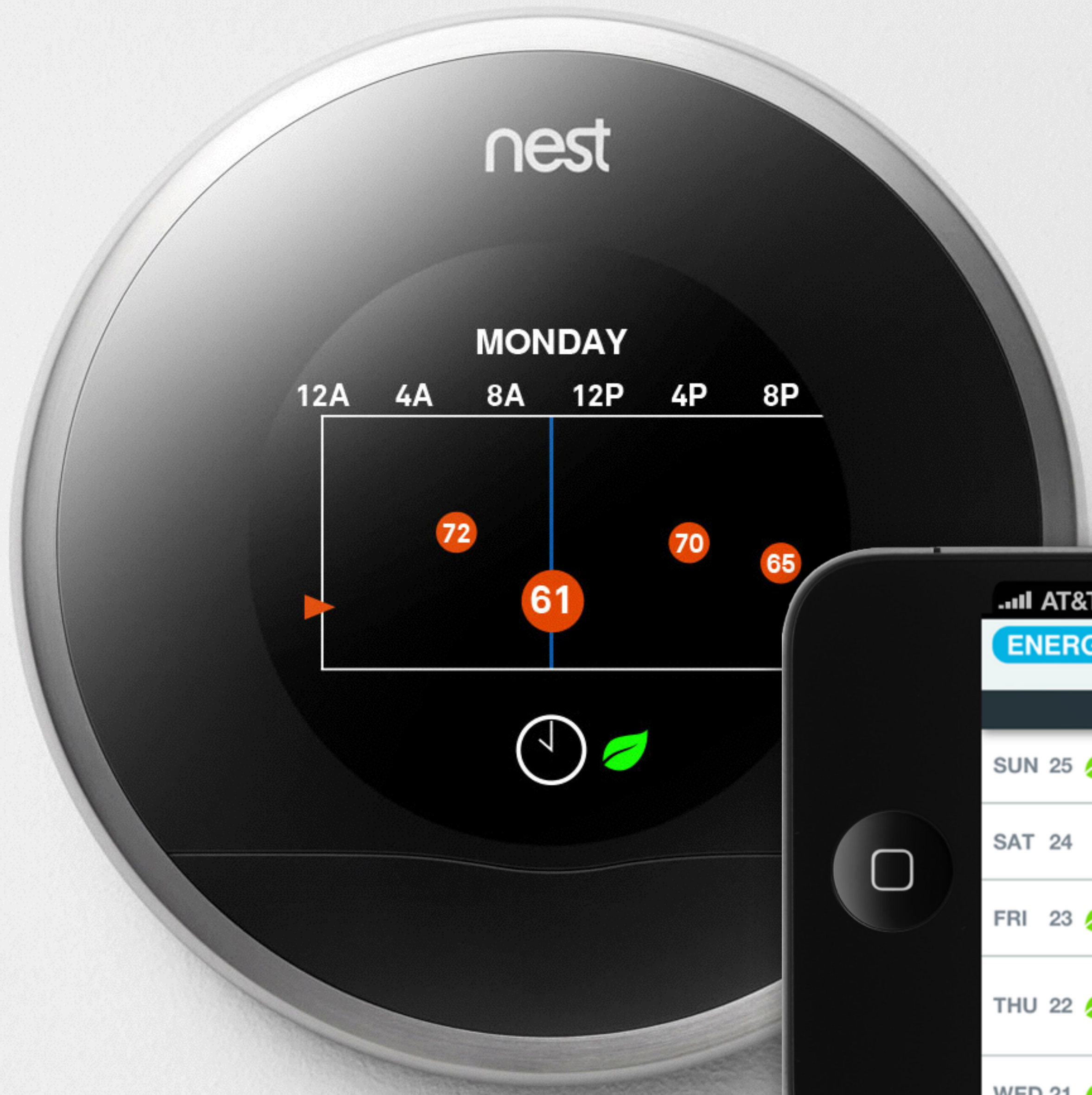
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WHITE PAPER

# Energy Savings from the Nest Learning Thermostat: Energy Bill Analysis Results

*Nest is committed to being an industry leader in measuring and sharing energy savings results. This white paper is one in a continuing series of such empirical reports. The results reported here are averages across broad populations and are not intended as an estimate of savings that any specific user will obtain. Actual savings will vary with a number of factors including occupancy and behavior patterns, energy use, utility rates, and weather. Savings numbers are not a guarantee*

***‘brand’ is what they say about you  
when you’re not in the room***



*good ‘user experience’ is the result  
of thorough research, reasoned design  
and beautiful execution*

*typography is the thread*

tilled so

**fresh tilled soil**

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**@jppamental**

**480 Pleasant Street, Suite A310**

**Watertown, MA 02472**

**480  
Wate**

**bloody brilliant experience design**

*Everything is Design*

tilled so

fresh tilled soil

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Watertown, MA 02472

bloody brilliant experience design

*Everything is ~~Design~~ User Experience*

*Repeat after me*

One brand. One identity. One continuum.

*thank you*

Get in touch!

Jason Pamental | @jpamental | jason@freshtilledsoil.com

Slides: [slideshare.net/jpamental](https://slideshare.net/jpamental)

# Resources

- 5 Typeface Challenges (TNW Article): <http://bit.ly/jphowlive1>
- Monotype Spark: <http://spark.monotype.com>
- Web font services: [fontdeck.com](http://fontdeck.com), [fonts.com](http://fonts.com), [typography.com/cloud](http://typography.com/cloud), [typekit.com](http://typekit.com), [webtype.com](http://webtype.com), [fontshop.com](http://fontshop.com), [myfonts.com](http://myfonts.com), [emigre.com](http://emigre.com)
- My talk on Life of `<p>`  
video: <https://youtu.be/4ggOmfBtWRM>  
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- New School: [newschool.edu](http://newschool.edu)
- Jason Santa Maria's archived site: <http://bit.ly/jphowlive2>
- Responsive Typography (O'Reilly: [bit.ly/rwtbook](http://bit.ly/rwtbook))