Design Consistency

Todd Yellin VP of Product Innovation
Consistency Matters
Drives home the power of the brand

Digital companies create visual languages by using consistent branding, logos, colors & calls to action.
Drives home the power of the brand

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Consistency gives experiences more polish

Consistency sends the message that pride went into the creation of a product.
Consistency flattens the learning curve

Consistency means no surprises. A user can find the functionality they want and can be assured that an affordance does what it always does.
The biggest contribution you can make when leading design for Netflix?
"Consistency is the last refuge of the unimaginative."

Oscar Wilde Irish Writer & Poet
Consistency is a secondary concern

An uninspired product that employs consistency aspires to be consistently mediocre.
Different interaction models demand different designs

Mouse & Keyboard vs. Touch vs. LRUD. Netflix is intentionally inconsistent to deliver the best possible experience for each.
Platform consistency vs. app consistency

Adhere to Xbox’s device-level Metro design or adhere to Netflix’s latest TV design used on other devices?
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Netflix A/B tested its TV UI against many other designs.
Innovation can be hampered by consistency

“Mountain testing” at Netflix is the way we avoid becoming overly incremental. Bold multi-variable testing has increasingly become our modus operandi.
Consistency is contrary to nature, contrary to life. The only completely consistent people are dead.

Aldous Huxley
English Novelist
Consistency sets up inconsistency.

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Conclusion: Consistency takes a back seat to...

- Innovation
- Context
- Delight
Thank You

QUESTIONS???