

Information overload is a design problem. Think brain-friendly.

Fluid Interaction fights information overload with Twheel, the brain-friendly Twitter client. Visualized as a rotating wheel, Twheel pulls signals out of noise based on topics, sources and popularity.

More information? No problem!

“Clutter and confusion are not attributes of information, they are failures in design. If the information is in chaos, don't start throwing out information, instead fix the design”.

-- Edward Tufte

Faced with information overload, many blame the easy target - the sheer growth of data. Multiple real-time data streams across a multitude of platforms admittedly pose challenges that didn't exist a decade or two ago. However, the amount of data is not the problem that needs solving. Usability is.

Usability is a key element in productivity, if not in the overall quality of life. Usability determines the additional value or harm of every single piece of new information coming at us. An optimal amount of data in the right place at the right time is a design issue that has little to do with the volume of source data.

Information design and data visualization are forms of art. Under the hood, there's more. The knowledge of how we perceive, interpret and interact with data is derived from cognitive science. Based on research, data can be displayed in ways that are both visually compelling and easy for brains to handle.

Data organization and personalization win over filtering

Attempts at curating online content have fallen way short of expectations. Does anyone know anyone who would really rely on Facebook to bring just the right highlights to their stream? There simply isn't an algorithm that could anticipate our interests or judge the appeal of individual pieces of information at a given time.

When there's too much data, and automated curating clearly does not work, it's time to shift focus. The key is transparent organizing and personalizing. It is important to clearly show why a particular piece of data is brought to a user's attention, and provide an easy way to change the parameters at any time.

The key decisions in usability are made early on in the R&D process. A crucial enabler is separating front-end-intelligence from the engineer-driven back-end expertise. User interface design should be driven by the combination of brain study results and touch screen technology. Increasingly, content is the user interface.

Twheel: a new way to observe, measure and analyze

Developed by Fluid Interaction, Twheel is designed to help our brains process information. The most relevant data is shown using visual pop-outs such as colors and form deviations, the formats our brain observe the fastest. Presenting text content at a fixed location on the screen minimizes gaze shifts, making Twheel significantly faster to use than traditional list-based interfaces.

Twheel pioneers the next-generation touch interface that works by maintaining contact with screen. Moving a finger towards any piece of content dynamically magnifies it, enabling easy selection and processing. Twheel does not curate or filter information, but reshapes the way data is displayed.

For content providers, Twheel opens completely new opportunities to measure and analyze how data is used. Twheel is the only user interface available that measures the time spent focused on individual pieces of content, supporting the development of content quality instead of maximizing click-throughs.

Award-winning client available on Android and iPhone (15th of June 2013)

The development of Twheel is based on long-standing cognitive research. The patented data display method is designed for the structuring of very large quantities of data, which makes Twitter an ideal example.

Twheel was first developed for Symbian as Different Tack, and awarded a winner in the Nokia Calling All Innovators competition in 2011. twheel™ (beta version) released in summer 2012 was selected to MobileBeat Innovation Competition final.

For further information, please visit www.fluid.fi www.twheel.com and www.differenttack.com .