

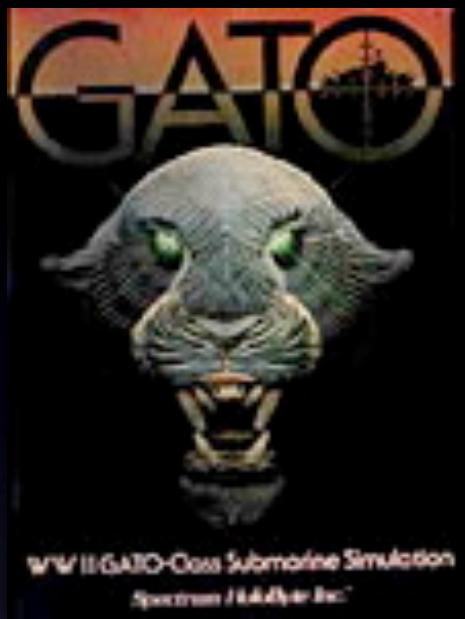
Designing the Rich Web Experience

Principles and patterns for rich interaction design on the web

Bill Scott
Director, UI Engineering
netflix.com
b.scott@yahoo.com



background



background

RICO A JAVASCRIPT SEARCH

Search in Images Search in Video Search in News

Search term: Beach in Florida

Results: 41 of over 100,000 results

Flowers in India

Starwars!

Flowers 45

Flowers in India

City Star Flowers cleanup

Check out the Alternative to Paging!

Current Conditions

Georgetown, TX (78626)

77°F

Partly

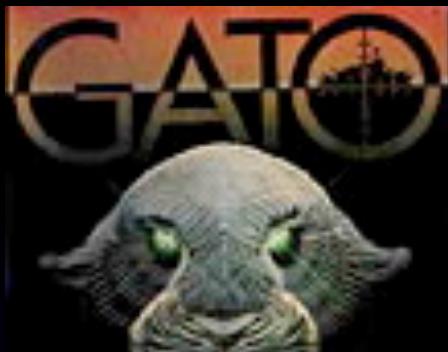
Humidity: 20%
Temperature: 77°F
Wind: From SE at 6 mph
Dewpoint: 57°F
Heat Index: 87°F

See Rico in Action!

background



background



Rico JavaScript for Rich Internet Applications

An open-source JavaScript library for creating rich Internet applications. Rico provides full Ajax support, management and a cinematic effects library.

BACKGROUND
Rico is a Spanish word meaning rich. The goal of Rico is to provide a rich experience for web sites using Ajax technology.

Rico is just one small part of a larger effort at Sabre Airline Solutions to create a suite of rich Internet components, behaviors and effects for the web application space.

The library is a fully object-oriented JavaScript library. Recently we refactored the library to extend the excellent `prototype.js` effort from the Ruby on Rails folks.

OPEN SOURCE
Rico is provide free and open-source (Apache 2.0 License) for either your personal or commercial use. [Sabre Airline Solutions](#) retains the copyright on the Rico code produced at Sabre.

BROWSER SUPPORT
Rico has been tested on IE 5.5, IE 6, Firefox 1.0x/Win, Camino/Mac, Firefox 1.0x/Mac. Currently there is no Safari or Mac IE 5.2 support. Support will be provided in a near future release for Safari.

AJAX SUPPORT
Ajax is the term that describes a set of web techniques for creating interactive web applications. The key ingredients is the JavaScript object. Rico provides a very simple interface for request handlers as well as HTML element objects as Ajax response objects. Multiple objects may be updated as the result of a single request.

Want to get started learning? Check out our [two Ajax tutorials](#) on the Rico website.

DRAG AND DROP
Desktop applications have long used drag and drop interfaces to simplify user interaction. Rico provides a very simple interface for enabling you to support drag and drop. Just register any JavaScript object as a dragable and an handler handles the rest.

CINEMATIC EFFECTS
When actions are no longer occurring just required to clue the user on what has transpired. Rico provides several cinematic effects and transitions can communicate change in a more dramatic way.

BEHAVIORS
Take some raw HTML and sprinkle in some Rico you can get an [Accordion](#) component. Just nest some DIVs and with one an accordion. And the latest behavior is to connect an HTML table up to a stream of automatically called during table scrolling. The result is now HTML tables can hold an unlimited amount of data scrolled into view on the fly as needed! More behaviors are planned.

Developer Network Home [Help](#) Site Search [Search](#)

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

USER NEEDS TO

- NAVIGATE
 - Breadcrumbs
 - Faceted Navigation
 - Fly-out Menus
 - Horizontal Bar
 - Hub and Spoke
 - Left Navigation
 - Tabs
 - Module Tabs
 - Navigation Tabs
- EXPLORE DATA
 - Auto Complete
 - Calendar Picker
 - Pagination
 - Item Pagination
 - Search Pagination
- ORGANIZE DATA
- GIVE FEEDBACK
 - Ratings & Reviews
 - Architecture Review
 - Rating an Object
 - Writing a Review
- PERFORMANCE ACTION
- CUSTOMIZE
 - Drag and Drop
 - Drag and Drop Modules
 - Drag and Drop Objects
 - In Page Editing
 - Sliders
- APPLICATION NEEDS TO

Welcome
Welcome to the Yahoo! Design Pattern Library. We are very happy to be sharing our library with the design and development community. This is our first drop of what we hope to be a monthly release cycle for the publication of patterns. In many cases we have bundled the patterns with pointers to related code from the [Yahoo! User Interface Code Library](#). We hope this is a useful resource and look forward to your [feedback](#).

What's a Pattern?
A pattern describes an optimal solution to a common problem within a specific context.

Recent Patterns

Scratchpad
Ask Yahoo
Scratchpad

Projects(3)

National Mapping - Fab Facts, Landforms
<http://www.ga.gov.au/education/fab-facts-landforms>

Geography: Landfor...

Object Pagination
The user needs to view items from a potentially set of sorted data that will not be easy to display on a single page.

Rating an Object
A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.

Writing a Review
User wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating.

Results Page:
1 2 3 4 > Next

Search Pagination
The user needs to view a set of search results ranked by relevance that is too large to easily display within a single page.

Rating a Product
Average Rating (24)
Read 20 reviews

Module Tabs
The user needs to navigate through one or more stacked panes of content without refreshing the page.

Navigation Tabs
The user needs to navigate through a site to locate content and features and have clear indication of their current location in the site.

Drag and Drop Modules
The user needs to re-arrange the layout of modules on a web page directly with the mouse.

Drag and Drop Objects

Search Pagination

Rating an Object

Writing a Review

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developer.yahoo.com/ypatterns

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Yahoo! Developer Network > Design Pattern Library

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- GROUP RELATED ITEMS
- ORGANIZE SCREEN/PAGE

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Recent Patterns

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The user needs to enter an item into a text box which could be ambiguous or hard to remember and therefore has the potential to be mis-typed.

Breadcrumbs
User needs to navigate potentially large quantities of information efficiently, without becoming lost.

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The user needs to re-arrange the layout of modules on a web page directly with the mouse.

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developer.yahoo.com/ypatterns

Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

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 - Navigation Tabs

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- Calendar Picker
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 - Item Pagination
 - Search Pagination

ORGANIZE DATA

GIVE FEEDBACK

- Ratings & Reviews**
 - Architecture Review
 - Rating an Object
 - Writing a Review

PERFORM ACTION

CUSTOMIZE

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 - Drag and Drop Modules
 - Drag and Drop Objects
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APPLICATION NEEDS TO

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Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library > Ratings and Reviews

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Site Search Search

Ratings and Reviews

Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library > Ratings and Reviews > Rating An Object

Problem Summary

User wants to leave an opinion or Quick opinions can be captured in Reviews.

Solution Patterns

1.Target Elements (T1 - T5)
2.Review Elements (R1 - R9)

Architecture of a Review

A product or website needs to present ratings and reviews with a variety of informational elements.

EXAMPLE:

Restaurant
Alma St
Menlo Park, CA 94025
Cross Street:
Between Alma Ln and Ravenswood Ave

Average Rating (7)
Read 7 reviews
Average
Write a Review

Play

Rate a restaurant on [Yahoo! Local](#)

Use When

- A user wants to leave an opinion quickly.
- Use in combination with reviews for richer experience.
- Use to quickly tap into the existing "community" of a product.
- Rating are collected together to present an average rating of an object from the collective user set.

Solution

- Show clickable items (most often used are stars) that light up on rollover to infer clickability.

Developer Network Home Help Site Search Search

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Yahoo! Developer Network > Design Pattern Library > Ratings and Reviews > Rating An Object

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- Rating are collected together to present an average rating of an object from the collective user set.

Solution

- Show clickable items (most often used are stars) that light up on rollover to infer clickability.

QUICK JUMP

- [Solution](#)
- [Rationale](#)
- [Accessibility](#)

RELATED PATTERNS

- [Ratings and Reviews](#)
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AS USED ON YAHOO!

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Grade 1, 2, 3
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Grade 4
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17



Arkyscience

Grade 4, 5, 6
Science

22


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Home

Explore

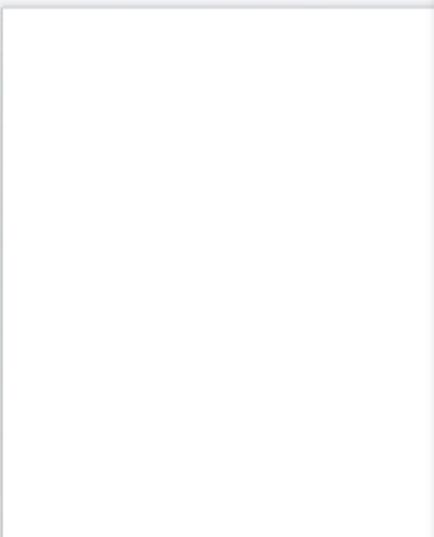
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How to

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Social Studies

★ 12 Teachers like

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The Civil War Home Page

Gobbler Bookmark it! +Scuttle Linker Linker-Gallery naveenr thanix yperformance.yahoo.... civil war

The Civil War Home Page
Dedicated to the participants, both North and South, in the great American Civil War 1861 - 1865

Recommend A New Link
Do you have a Civil War related web site or a site to recommend?
[Submit Your Link](#)

Links Database
Our Links Database has thousands of Civil War related links. Enter your Search Term or Select from a Predefined Category.

Enter Search Term

Abolition & Slavery
Associations
Battles
Documents
General Interest
Letters & Diaries
People
Photos
Reenacting
Shops & Dealers
Unit Information

Photos Database
Our Photos Database has over 1,100 of Civil War related pictures, images and Cartes de Visite (CDV) photographs. Enter your Search Term or Select from a Predefined Category.

Welcome!
Welcome to the Civil War Home Page, one of the largest and most comprehensive collections of Civil War related material available on the Internet.


[Click to view full size](#)

View Civil War Battle Maps

- [1. Battle of Antietam](#) (large file 2,482k)
- [2. Battle of Gettysburg](#) (large file 2,130k)
- [3. Battle of Fredericksburg](#) (large file 1,776k)
- [4. Battle of Shiloh](#) (large file 638k)
- [5. Andersonville Prison](#) (large file 1,582k)

Most Requested Pages

- [1. Sullivan Ballou's Letter to his Wife](#)
- [2. The Gettysburg Address - Abraham Lincoln](#)
- [3. Timeline of Events Leading to the Civil War](#)
- [4. Women and the Civil War - Duke University](#)
- [5. Virginia Military Institute Archives](#)

Most Requested Research Pages

- [1. Union Troops Furnished and Deaths](#)
- [2. Official Records - Joshua Lawrence Chamberlain, Gettysburg Report](#)
- [3. North American Slave Narratives](#)
- [4. Results of 1860 Census](#)
- [5. Ordinances of Secession of the 13 Confederate States of America](#)

Official Records
Battle Reports from the Official Records of the Union and Confederate Armies written by the Commanding Generals

Fredericksburg
- Ambrose Burnside

Gettysburg
- Joshua Lawrence Chamberlain
- Robert E. Lee
- James Longstreet

Bull Run/Manassas
- Thomas "Stonewall" Jackson
- Irvin McDowell

Antietam / Sharpsburg
- Robert E. Lee
- George McClellan

Shiloh / Pittsburg Landing
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Dyer's Compendium
State and Territory Detailed Union Regimental Histories
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Michael M

Grade 4
Science/Mathematics

20



Nancy P

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Arkyscience

Grade 4, 5, 6
Science

22



Protoscript is a simplified scripting language for creating Ajax style prototypes for the Web. With Protoscript it's easy to bring interface elements to life. Simply connect them to behaviors and events to create complex interactions.

Here's an example that fades & removes the image when the user clicks on it. (It's live, so go ahead and try it!)



```
$proto('img#avatar', {
  Click: {},
  onClick: {
    Fade: {
      opacity: {to: 0},
      onComplete: {Close: {}}
    }
  }
});
```

The protoscript above says: *for an image with id **avatar**, fade it out when the user clicks on it and hide it when the fade completes.*

Protoscript is for prototyping. It's simple syntax makes it easy to sprinkle behaviors onto any web page.

Easy to query for interface elements
Uses jQuery. Plug-in architecture allows different selector plugins.

Simple to express complex dependent behaviors
Just nest behaviors within behaviors or callbacks.

Add new behaviors & events with plug-in architecture
Uses YUI library. Can be extended to use other Ajax frameworks.

Browse DVDs

Watch Instantly

Your Queue

Movies You'll 

Community

DVD Sale \$5.99

Movies, actors, directors

Search

Home

Genres

New Releases

Previews

Netflix Top 100

Critics' Picks

Award Winners

Movies For You

Bill, the following movies were chosen based on your interest in:
[The Truman Show](#)
[My Big Fat Greek Wedding](#)
[The Office: Season 3 \(4-Disc Series\)](#)



The Majestic



Set in the 1950s, this romantic drama is reminiscent of Frank Capra's classic films.

Screenwriter Peter

Appleton (Jim Carrey) is on the verge of ... [Read More](#)

[Add](#)

Under the Tuscan Sun



In this movie loosely based on Frances Mayes's best-selling memoir of the same title, Diane Lane stars as Frances, a newly divorced American writer ... [Read More](#)

[Add](#)

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Comedy
Documentary
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Thrillers

Other Genres:

All Genres
Anime & Animation
Blu-ray
Children & Family
Faith & Spirituality
Foreign
Gay & Lesbian
HD DVD
Independent
Music & Musicals
Romance
Special Interest
Sports & Fitness
Television

Guides:

Member Favorites
Easter Eggs
[... >](#)

Surf's Up

[Add](#)

Not Interested

Black Book

[Add](#)

Not Interested

Hot Fuzz

[Add](#)

Not Interested

[Planet Earth: The Complete Collection \(5-Disc Series\)](#)

[The Office](#)[The Hoax](#)[Blades of Glory](#)[The Wedding Singer](#)

Browse
DVDsWatch
InstantlyYour
QueueMovies
You'll 

Community

DVD Sale
\$5.99

Movies, actors, directo

Search

Home | Genres | New Releases | Previews | Netflix Top 100 | Critics' Picks | Award Winners

7,000,000
Netflix subscribers

55,000,000
DVDs in inventory

90,000
DVD titles

1.6 million
shipped on average daily

95%
of inventory shipped each quarter

5,000
Instant Watching titles

2 billion+
user ratings

2 million
movies rated daily by users

100+
shipping points

BROWSE**Favorite Genres: (Edit)**

Action & Adventure
 Classics
 Comedy
 Documentary
 Drama
 Sci-Fi & Fantasy
 Thrillers

Genres:

All Genres
 Anime & Animation
 Blu-ray
 Children & Family
 Faith & Spirituality
 Foreign
 Gay & Lesbian
 HD DVD
 Independent
 Music & Musicals
 Romance
 Special Interest
 Sports & Fitness
 Television

Guides:

Member Favorites
 Easter Eggs
6

surfacing vocabulary

A large, gnarled Joshua tree with many green, spiky branches against a clear blue sky.

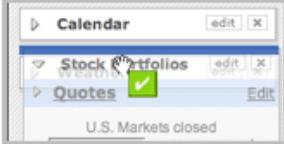
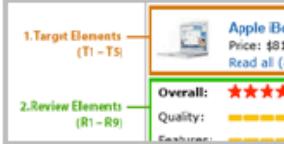
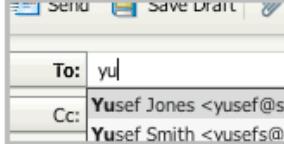
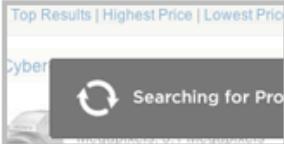
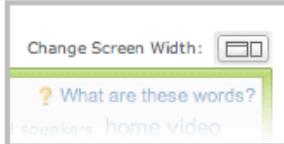
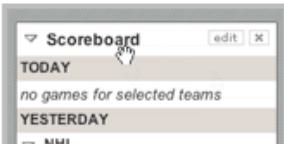
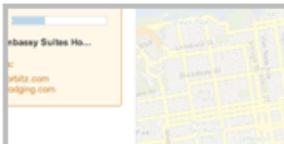
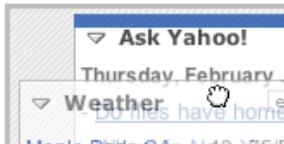
surfacing vocabulary

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Design Pattern Library

Yahoo! Developer Network > [Design Pattern Library](#) > Patterns from A to Z

Patterns from A to Z

| | | | |
|--|--|--|--|
|  <p>Alphanumeric Filter Links The user needs the ability to look up information alphabetically within a large data set.</p> |  <p>Animate Transition The designer needs to communicate that an object is changing its spatial relationship within the page.</p> |  <p>Architecture of a Review A product or website needs to present ratings and reviews with a variety of informational elements.</p> |  <p>Auto Complete The user needs to enter an item into a text box which could be ambiguous or hard to remember and therefore has the potential to be mis-typed.</p> |
|  <p>Breadcrumbs User needs to navigate potentially large quantities of information efficiently, without becoming lost.</p> |  <p>Brighten Transition Designer wants to make a previously dimmed object a point of focus by making the object bright again.</p> |  <p>Calendar Picker User wants to find or submit a particular piece of information based on a date or between a date range.</p> |  <p>Collapse Transition The designer needs to communicate that an object is no longer of primary importance, yet wants to keep it available in a smaller form.</p> |
|  <p>Cross Fade Transition Designer wants to communicate that a new view of an object is replacing the previous view.</p> |  <p>Cursor Invitation Designer needs to cue the user that an object can be interacted with.</p> |  <p>Dim Transition Designer needs to communicate that an object is of secondary importance.</p> |  <p>Drag and Drop Modules The user needs to re-arrange the layout of modules on a web page directly with the mouse.</p> |

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Design Pattern Library

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Patterns from A to Z

| 0-9 | A B C D E F G H I J K L M |
|--|--|
| | |
| Alphanumeric Filter Links The user needs the ability to look up information alphabetically within a large data set. | Animate Transition The designer needs to communicate that an object is changing its spatial relationship within the page. |
| | |
| Breadcrumbs User needs to navigate potentially large quantities of information efficiently, without becoming lost. | Brighten Transition Designer wants to make a previously dimmed object a point of focus by making the object bright again. |
| | |
| Cross Fade Transition Designer wants to communicate that a new view of an object is replacing the previous view. | Cursor Invitation Designer needs to cue the user that an object can be interacted with. |
| | |
| Dim Transition Designer needs to communicate that an object is of secondary importance. | Drop Invitation Designer needs to indicate valid candidate drop sites during a drag and drop operation. |
| | |
| Expand Transition Designer needs to show the detail of an object in its context or reveal a previously collapsed object. | Expand Transition Designer needs to show the detail of an object in its context or reveal a previously collapsed object. |
| | |
| Fade In Transition Designer needs to communicate that an object is being added to the page or application. | Fade Out Transition Designer needs to communicate that an object is going away. |
| | |
| Hover Invitation Designer needs to cue the user about what will happen when the mouse is clicked on the hovered object. | Item Pagination The user needs to view data items from a potentially large set of sorted data that will not be easy to display within a single page. |
| | |
| Page Grids For consistent use of common page elements, page width, division of space, ad usage and code base. | Rating an Object A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in. |
| | |
| Slide Transition The designer wants to bring new content into the page and would like to | Search Pagination The user needs to view a set of search results ranked by relevance that is too large to easily display within a single page. |
| | |
| Spotlight Transition Designer needs to call attention to where a data value or content has | Self Healing Transition Designer wants to show that an object has been removed from a list of objects. |
| | |
| Tool Tip Invitation Designer needs to cue the user about what will happen if they click the mouse on | Writing a Review User wants to share her opinion with others about an object (place, person, thing) |

rich patterns

Drag and Drop. Drag and Drop Modules. In Page Editing. In Page Custom Editing. Direct State Editing. Grid Cell Editing. Inline Custom Editing. Inline Tag Editing. Popup Custom Editing. Slide-out Custom Editing. Inline Text Editing. Persistent Portals. Inline Reordering. Indication. Busy Indication. Cursor Busy. In Context Busy. In Context Progress. Inline Status. Auto Complete. Balloon Error Tip. Deferred Content Loading. Dynamic Goal. Narrowing Choices. Refining Search. Live Search. Dynamic Filter. Invitation. Cursor Invitation. Drop Invitation. Tool Tip Invitation. Hover Invitation. Detail Zoom. Opacity Focus. Configurable Module - Faceplate. Configurable Module - Flip It. Configurable Module - Inline Configure. Configurable Module - Slide Out Drawer. Slide Out. Flip. Opacity Fade. Endless Scrolling. Expandable Paging Boundary. Fresh Content. Hover Detail. In Place Drill Down. Inline Assistant. Inline Validation. Validate Then Suggest. On Demand Refresh. Periodic Refresh. Resizable Modules. Scrolling Modules. Auto Save. In Context Tools. Remembered Collection. Remembered Preferences. Auto Form Fill. Rating an Object. Transition. Brighten Transition. Cross Fade Transition. Dim Transition. Expand Transition. Fade In Transition. Fade Out Transition. Flip Transition. Move Transition. Self-Healing Transition. Collapse Transition. Slide Transition. Rich Internet Object. Available. Selected.

classic model. rich model.

My Profile



Photo

Name

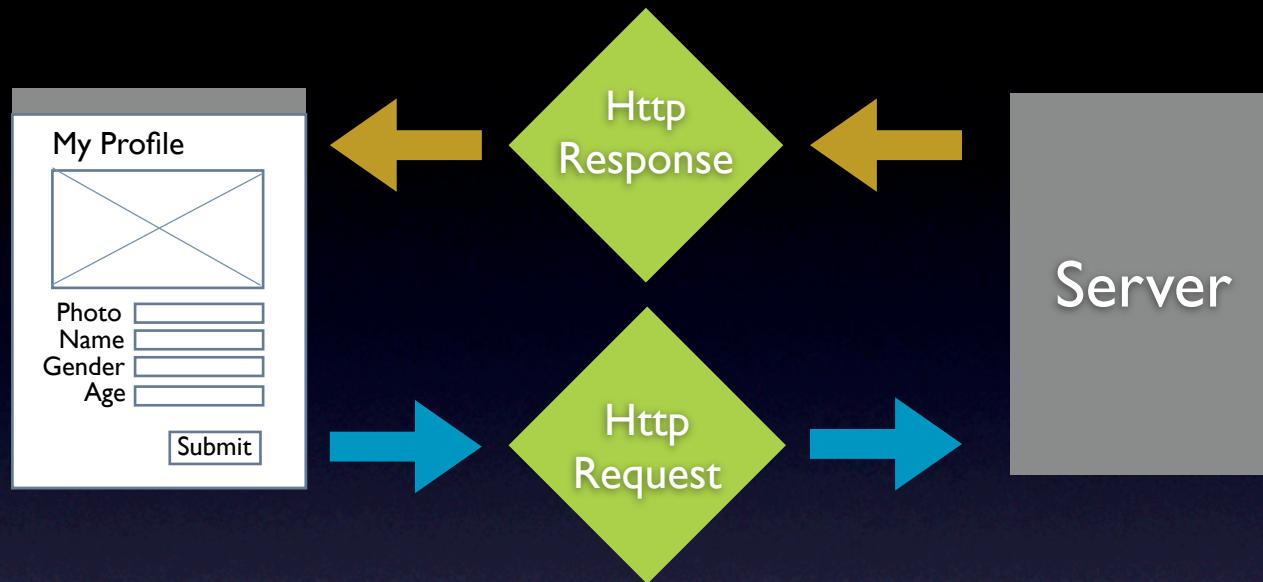
Gender

Age

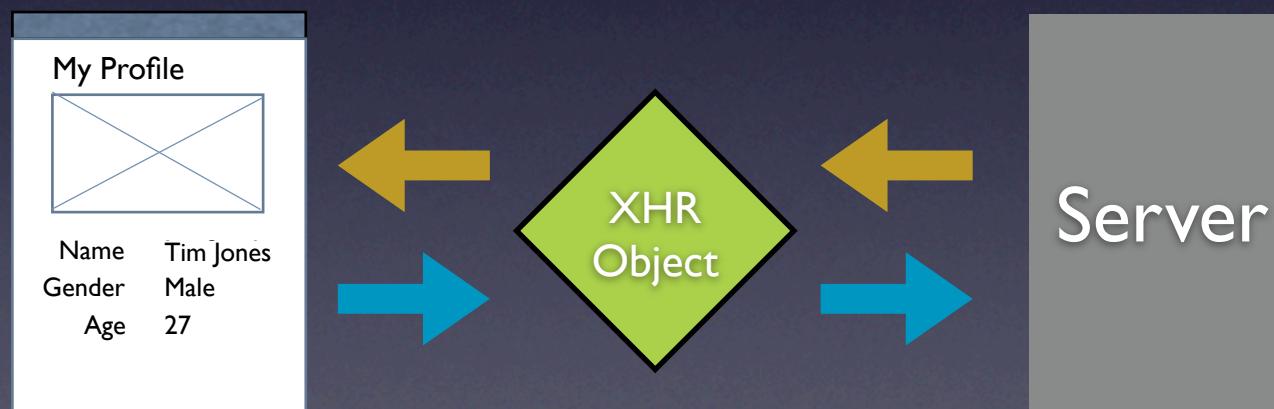
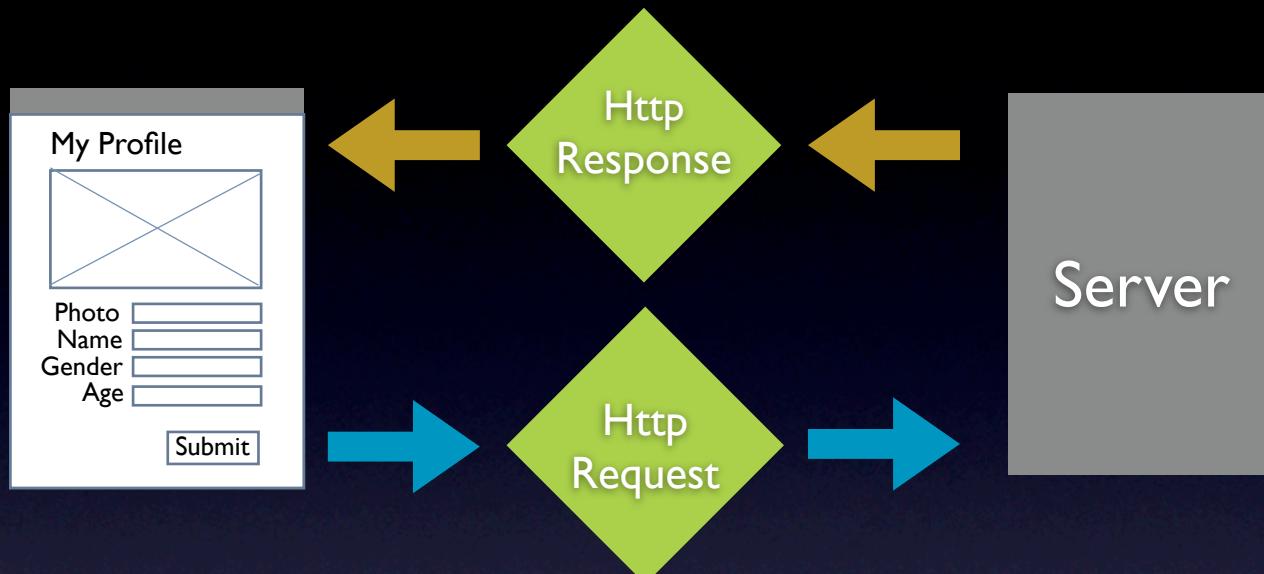
classic model. rich model.



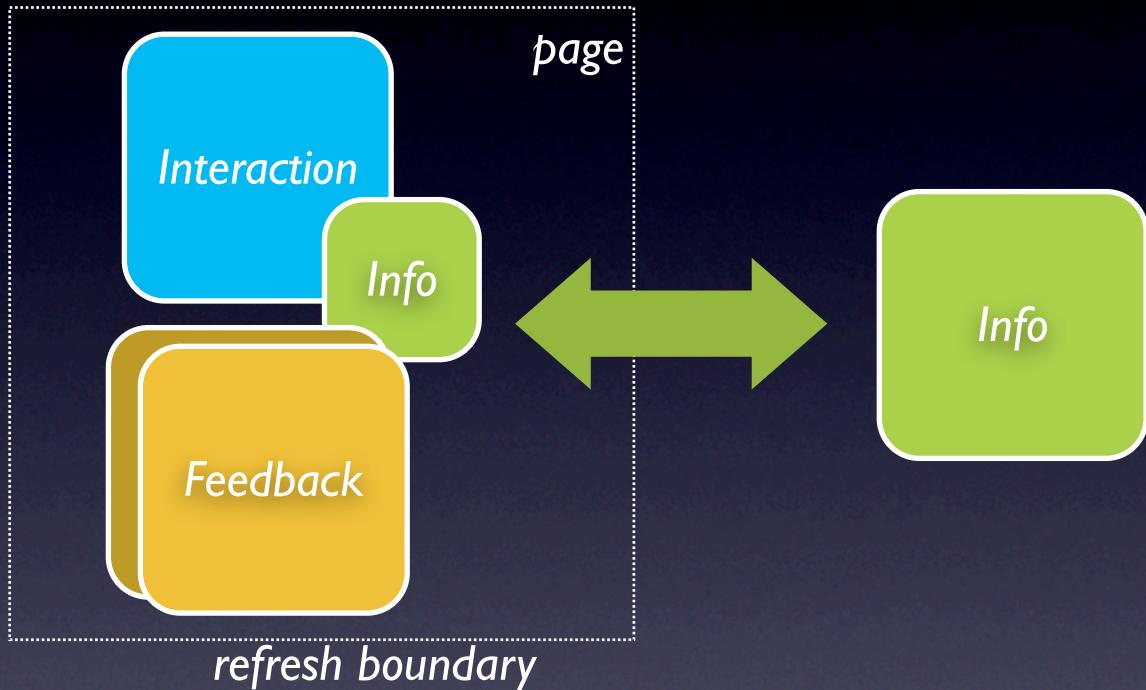
classic model. rich model.



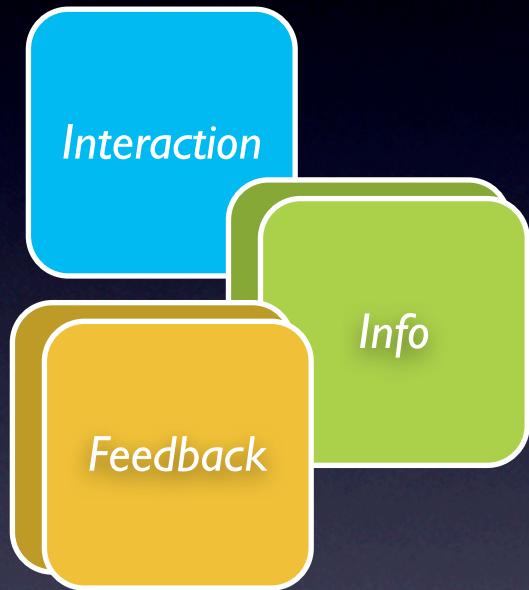
classic model. rich model.



interaction. feedback. information.



interaction + feedback + information = richness



interaction + feedback + information = richness



Interaction

Feedback

Info

design principles for richness

Interaction

Feedback

Info

interaction principles

principle. make it direct.

principle. make it direct.



pattern. in-page action.

principle. make it direct.



pattern. in-page action.

The screenshot shows the Yahoo! homepage with a 'Web' search bar and a search results section. The main area is a grid of content blocks. A block titled 'eHub' is selected, indicated by a grey border. Other blocks include 'Scoreboard', 'BayCHI Monthly Program Events', 'Personal Technology News', 'Message Center', 'Travelocity - SFO-DFW', and 'Travelocity - SJC - DFW, HNL, LAX, SAN'. Each block has an 'edit' and 'x' button. A 'Select Page' dropdown is visible at the top right. The bottom left shows a 'Best Fare Tracker' for flights from Wichita, KS, and a 'Maps' section for travel planning.

pattern. drag & drop.

principle. make it direct.



pattern. in-page action.

Category: [Web](#) [Images](#) [Video](#) [Local](#) [News](#) [Shopping](#)

Search: [Yahoo Search](#) [Advanced](#) [My Web](#)

Wed, Aug 2, 02:19 pm [See the most popular vehicles on Yahoo! Autos](#)

[Select Page:](#)

[Add Content](#) [Change Layout](#) [Change Colors](#)

Weather [edit](#) [x](#)

Dallas, TX 80...100 F [Dallas, TX](#)

Denton, TX 78...101 F [Denton, TX](#)

Sunnyvale, CA 57...79 F [Sunnyvale, CA](#)

Boulder Creek, CA 53...80 F [Boulder Creek, CA](#)

Gilroy, CA 56...86 F [Gilroy, CA](#)

San Jose, CA 59...82 F [San Jose, CA](#)

[Search](#) [search by Zip Code or City](#)

Scoreboard [edit](#) [x](#)

TODAY

MLB [edit](#) [x](#)

Texas vs. Minnesota 10 2 [Texas](#) [Minnesota](#)

YESTERDAY

MLB [edit](#) [x](#)

Texas vs. Minnesota 9 0 [Texas](#) [Minnesota](#)

Y! Fantasy Football '06: Where Fantasy Rules. Sign up now!

Message Center [edit](#) [x](#)

[Check Email](#)

[Launch Messenger](#) 41 friends on

Best Fare Tracker [edit](#) [x](#)

Depart: Wichita, KS [edit](#) [x](#)

San Francisco, CA \$256.00 [edit](#) [x](#)

San Jose, CA \$254.00 [edit](#) [x](#)

Depart: Kansas City, MO [edit](#) [x](#)

San Francisco, CA \$241.00 [edit](#) [x](#)

Depart: San Francisco, CA [edit](#) [x](#)

Maps [edit](#) [x](#)

Select From My Locations or Recently Used [clear recent](#)

----- My Locations -----

Or Map a New Address:

Street Address [or Airport Code](#)

City, State or a Postal Code

pattern. drag & drop.

My Saved Pages > ypatternexample

Items 1 - 4 of about 4

Sort by: [Date Saved](#) | [Title](#) | [URL](#)

[coming_soon.mov \(video/quicktime Object\)](#)

Shared at 4:49 PM PST

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Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone

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Access: Everyone

<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)

[Yahoo! Groups : scotts-pub Post Message](#)

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Note: [rich text editor for blogs](#)

Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

Access: Just me

<http://f3.corp.yahoo.com/~scotts/xpost.html>

pattern. inline editing.

principle. make it direct.



pattern. in-page action.

Category: [Web](#) [Images](#) [Video](#) [Local](#) [News](#) [Shopping](#)

Search: [Yahoo Search](#) • Advanced • My Web

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[Select Page:](#)

[+ Add Content](#) [Change Layout](#) [Change Colors](#)

Weather [edit](#) [x](#)
 Dallas, TX 80...100 F
 Denton, TX 78...101 F
 Sunnyvale, CA 57...79 F
 Boulder Creek, CA 53...80 F
 Gilroy, CA 56...86 F
 San Jose, CA 59...82 F
[Search](#) search by Zip Code or City

Scoreboard [edit](#) [x](#)
TODAY
 ▾ **MLB**
 Texas vs. Minnesota 10 E 2
YESTERDAY
 ▾ **MLB**
 Texas vs. Minnesota 9 E 0
[Y! Fantasy Football '06. Where Fantasy Rules. Sign up now!](#)

Message Center [edit](#) [x](#)
 Check Email
 Launch Messenger 41 friends on

Best Fare Tracker [edit](#) [x](#)
 Depart: Wichita, KS
 San Francisco, CA \$256.00
 San Jose, CA \$254.00
 Depart: Kansas City, MO
 San Francisco, CA \$241.00
 Depart: San Francisco, CA
 City, State or a Postal Code

Maps [edit](#) [x](#)
 Select From My Locations or Recently Used [clear recent](#)
 ----- My Locations -----
 Or Map a New Address:
 Street Address [or Airport Code](#)

eHub [edit](#) [x](#)
 MODx 1 day ago
 Qior 1 day ago
 Moodle 2 days ago
 Krugle 2 days ago
 Kartoo 2 days ago

BayCHI Monthly Program Events [edit](#) [x](#)
 2006/08/08: Monthly Program Meeting - one week ago

Personal Technology News [edit](#) [x](#)
 Norway not swayed by Apple concessions - one hour ago
 Review: Episodic video games can be fun - 3 hours ago
 Google strikes advertising deal with XM Satellite - 5 hours ago
 Google to Serve Ads to XM Radio - 6 hours ago

Travelocity - SFO-DFW [edit](#) [x](#)
 \$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%* - one hour ago

Travelocity - SJC - DFW, HNL, LAX, SAN [edit](#) [x](#)
 \$263+ Flights From San Jose to Dallas/Fort Worth - Save 30%* - 2 hours ago
 \$103+ Flights From San Jose to Los Angeles - Save 50%* - 2 hours ago
 \$378+ Flights From San Jose to Honolulu - Save 25%* - 2 hours ago

pattern. drag & drop.

Rocky Waters

[ADD NOTE](#) [SEND TO GROUP](#) [ADD TO SET](#) [BLOG THIS](#) [ALL SIZES](#) [ORDER PRINTS](#) [ROTATE](#) [DELETE](#)



My Saved Pages > ypattern

Items 1 - 4 of about 4

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 Note: rich text editor for blogs
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pattern. inline editing.

principle. make it direct.



pattern. in-page action.

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Dallas, TX 80...100 F
Denton, TX 78...101 F
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Boulder Creek, CA 53...80 F
Gilroy, CA 56...86 F
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TODAY
MLB
Texas vs. Minnesota 10 E 2
YESTERDAY
MLB
Texas vs. Minnesota 9 0

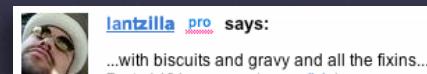
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Message Center [edit](#) [x](#)
[Check Email](#)
[Launch Messenger](#) 41 friends on

Best Fare Tracker [edit](#) [x](#)
Depart: Wichita, KS
San Francisco, CA \$256.00
San Jose, CA \$254.00
Depart: Kansas City, MO
San Francisco, CA \$241.00
Depart: San Francisco, CA

Maps [edit](#) [x](#)
Select From My Locations or Recently Used [clear recent](#)
---- My Locations ----
Or Map a New Address:
Street Address [or Airport Code](#)
City, State or a Postal Code

pattern. drag & drop.

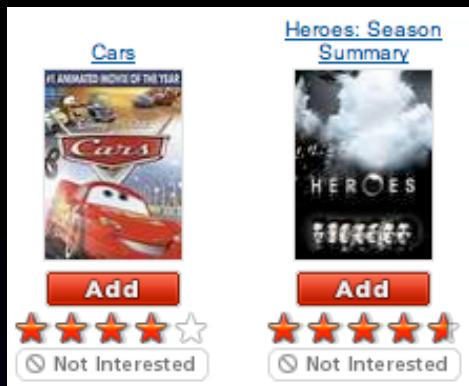


Add your comment

(Some HTML is OK.)

pattern. in-context tools.

principle. make it direct.



pattern. in-page action.

Rocky Waters

[ADD NOTE](#) [SEND TO GROUP](#) [ADD TO SET](#) [BLOG THIS](#) [ALL SIZES](#) [ORDER PRINTS](#) [ROTATE](#) [DELETE](#)



My Saved Pages > ypattern

Items 1 - 4 of about 4

[coming_soon.mov \(video/\)](#)

Shared by: Me - [Details](#) - [Edit](#)
Tags: [comment](#), [digg](#), [incontext](#), [more...](#)

Access: Everyone
<http://sjc.videos.revision3.com/di...>

[Ajaxian ? New Digg Ajax](#)

Shared by: Me - [Details](#) - [Edit](#)
Tags: [comment](#), [digg](#), [incontext](#), [more...](#)

Access: Everyone
<http://ajaxian.com/archives/new-d...>

[Yahoo! Groups : scotts-pu...](#)

Saved by: Me - [Details](#) - [Edit](#)
Note: rich text editor for blogs
Tags: [code](#), [inline edit](#), [internaly](#), [more...](#)

Access: Just me
<http://f3.corp.yahoo.com/~scotts/xpost.html>

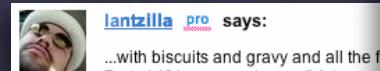
pattern. inline editing.

A screenshot of the Yahoo! Front Page. It features a navigation bar with 'Category: Web' selected. Below the navigation is a search bar and a 'Yahoo! Search' button. The main content area is divided into several modules: 'Weather' (Dallas, TX: 80..100 F, Denton, TX: 78..101 F, Sunnyvale, CA: 57..79 F, Boulder Creek, CA: 53..80 F, Gilroy, CA: 56..86 F, San Jose, CA: 59..82 F), 'Scoreboard' (MLB: Texas vs. Minnesota, Y! Fantasy Football '06), 'eHub' (eHub news items), 'BayCHI Monthly Program Events' (2006/08/08: Monthly Program Meeting), 'Personal Technology News' (Norway not swayed by Apple concessions, Review: Episodic video games can be fun, Google strikes advertising deal with XM Satellite, Google to Serve Ads to XM Radio), 'Message Center' (Check Email, Launch Messenger, 41 friends on), 'Travelocity - SFO-DFW' (\$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%), 'Travelocity - SJC - DFW, HNL, LAX, SAN' (\$263+ Flights From San Jose to Dallas/Fort Worth - Save 30%, \$103+ Flights From San Jose to Los Angeles - Save 50%, \$378+ Flights From San Jose to Honolulu - Save 25%), and 'Maps' (Depart: Wichita, KS, Depart: Kansas City, MO, Depart: San Francisco, CA). A sidebar on the right shows a user profile for 'lantzilla pro' and a comment form.

pattern. drag & drop.

Pick Up at the Store

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips



[lantzilla pro](#) says:

...with biscuits and gravy and all the fixin's
Posted 16 hours ago. ([permalink](#))

Add your comment

(Some HTML is OK.)

pattern. in-context tools.

Inline Editing

Use inline forms where possible

Use lightweight popups for ancillary information

Inline Editing

Use inline forms where possible

Use lightweight popups for ancillary information



State park near our new home in San Jose
(next to Milpitas)

SAVE OR **CANCEL**

Inline Editing

Use inline forms where possible
Use lightweight popups for ancillary information



State park near our new home in San Jose
(next to Milpitas)

SAVE OR **CANCEL**

My Saved Pages > ypatternexample

Items 1 - 4 of about 4

Sort by: Date Saved | Title | URL

[coming_soon.mov \(video/quicktime Object\)](#)

Shared by: Me - [Details](#) - [Edit](#)

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone

http://sjc.videos.revision3.com/diggnation/coming_soon.mov

Shared at 4:49 PM PST

[Email](#) - [IM](#) - [Delete](#)

[Ajaxian ? New Digg Ajax Comment System](#)

Shared by: Me - [Details](#) - [Edit](#)

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone

<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)

Shared at 4:49 PM PST

[Email](#) - [IM](#) - [Delete](#)

[Yahoo! Groups : scotts-pub Post Message](#)

Saved by: Me - [Details](#) - [Edit](#)

Note: [rich text editor for blogs](#)

Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

Access: Just me

<http://f3.corp.yahoo.com/~scotts/xpost.html>

Saved on February 16, 2006

[Email](#) - [IM](#) - [Delete](#)

Inline Editing

Use inline forms where possible
Use lightweight popups for ancillary information



State park near our new home in San Jose
(next to Milpitas)

SAVE OR **CANCEL**

Scheduled Items

Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park

[Yosemite Lodge](#) [View](#) | [Delete](#)

From \$97.00 to \$146.00 per night. [Reserve Now](#)

559-252-4848

Yosemite Natl Pk, CA 95389

United States

In the valley of Yosemite National Park

Notes: [Edit](#)

Tags: [Edit](#)

Dates: [Add](#)

Wed, Nov 23rd - Fri, Nov 25th [Edit](#)



My Saves

Items 1

[coming](#)

Shared by: Me

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone

http://sjc.fusiondivision.com/suggestion/coming_countr...

[Tunnel View](#)

+1 209 372 1000

Wawona Rd

Yosemite National Park, CA 95389

United States

This breathtaking and spectacular sight is located on Highway 41 just north of Wawona, and just south of the Valley Floor. This popular spot is the most photographed view of the valley. It received [...](#)



[Ajaxian ? New Digg Ajax Comment System](#)

Shared at 4:49 PM PST

[Email](#) - [IM](#) - [Delete](#)

Shared by: Me - [Details](#) - [Edit](#)

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone

<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)

[Yahoo! Groups : scotts-pub Post Message](#)

Saved on February 16, 2006

[Email](#) - [IM](#) - [Delete](#)

Shared by: Me - [Details](#) - [Edit](#)

Note: [rich text editor for blogs](#)

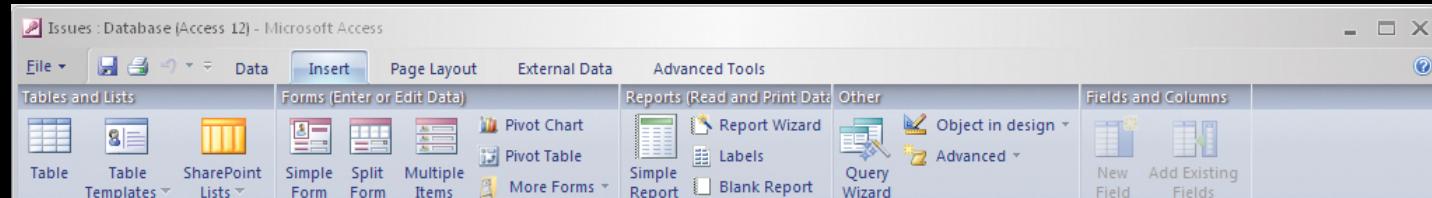
Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

Access: Just me

<http://f3.corp.yahoo.com/~scotts/xpost.html>

In-context tools

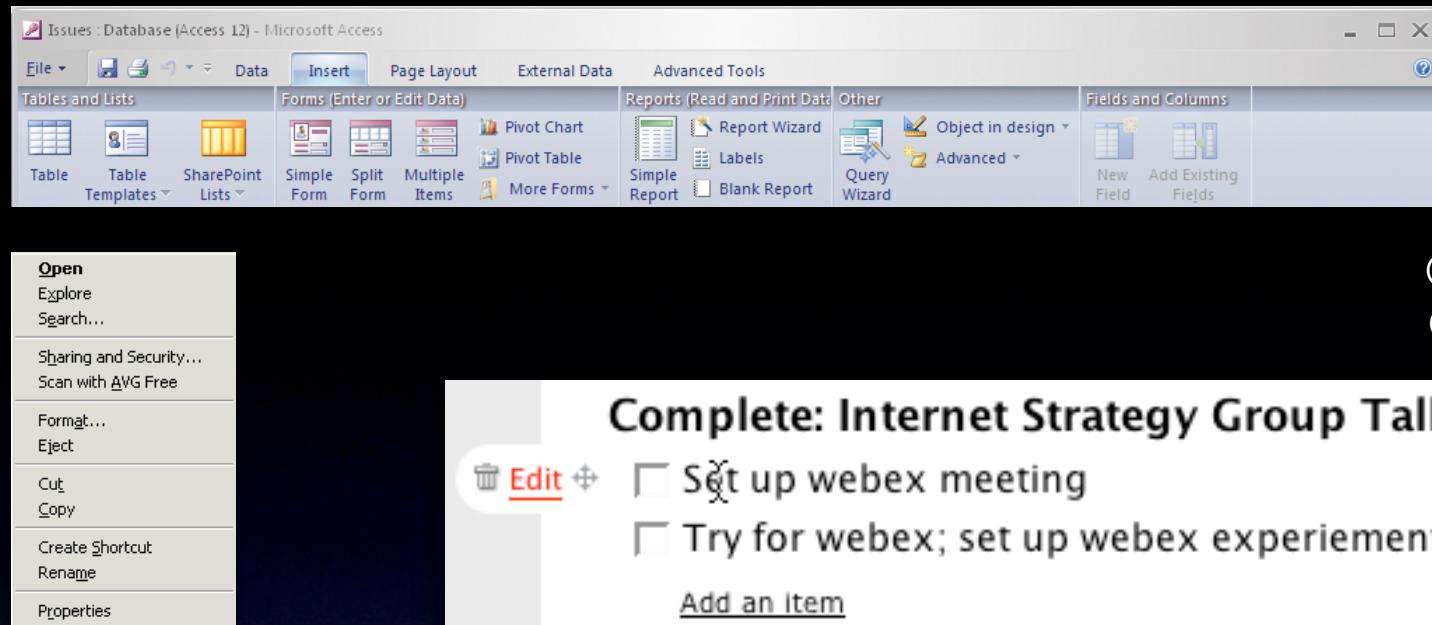
Same as context menus
Only good for single objects
Can actually slow you down



make it direct

In-context tools

Same as context menus
Only good for single objects
Can actually slow you down



make it direct

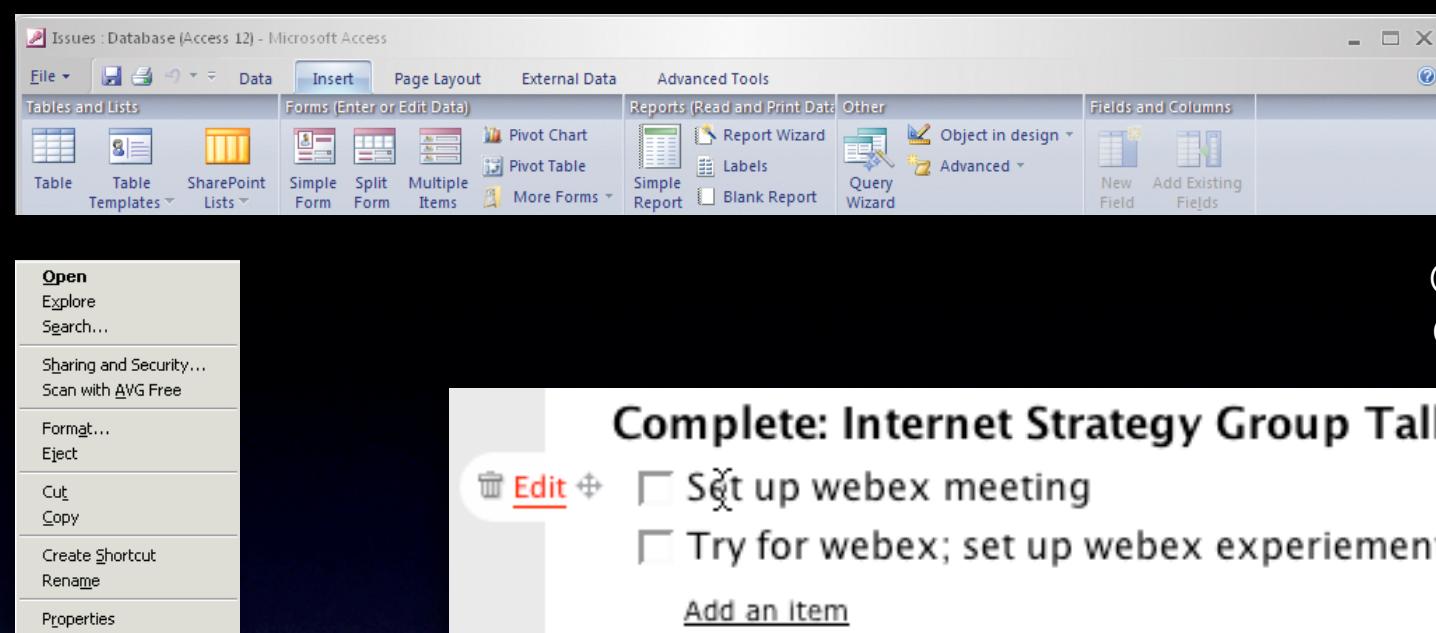
In-context tools

Same as context menus
Only good for single objects
Can actually slow you down

Complete: Internet Strategy Group Talk - Webcast - Sep. 14 (Th)

[Edit](#) Set up webex meeting
 Try for webex; set up webex experiment

[Add an item](#)



In-context tools

Same as context menus

Only good for single objects

Can actually slow you down

Complete: Internet Strategy Group Talk – Webcast – Sep. 14 (Th)

[Edit](#)

Set up webex meeting

Try for webex; set up webex experiment

[Add an item](#)



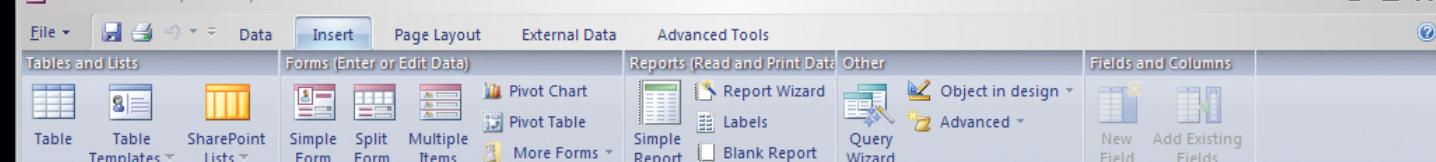
[Ianzilla pro](#) says:

...with biscuits and gravy and all the fixins...

Posted 16 hours ago. ([permalink](#))

Add your comment

(Some HTML is OK.)



make it direct

In-context tools

Same as context menus

Only good for single objects

Can actually slow you down



Complete: Internet Strategy Group Talk – Webcast – Sep. 14 (Th)

[Edit](#) [Set up webex meeting](#)
 [Try for webex; set up webex experiment](#)

[Add an item](#)

[Iantzilla pro](#) says:
...with biscuits and gravy and all the fixins...
Posted 16 hours ago. ([permalink](#))

Add your comment

(Some HTML is OK.)

Pick Up at the Store

Milk
 Orange Juice
 Tomatoes
 Lettuce
 Bread
 Chips

[Add Item](#)

[Make a new list](#) [Reorder lists](#)

[Remove from sidebar](#), [Delete this page](#), [Email me this page](#)
[Send email to this page: miles12betty@billwscott.backpackit.co](#)

[Changes](#) [Help](#) [Text Formatting](#) [Weblog](#) [Forum](#) [Privacy](#)

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs

make it direct

The screenshot shows a web application titled "WatchThisNext" with the subtitle "Drag n' Drop DVD Recommendations". The interface is divided into several sections:

- Header:** "WatchThisNext" and "Drag n' Drop DVD Recommendations".
- Top Right:** "Start Over" and "Contact Us" buttons, and language selection icons (US, UK, Japan).
- Movie Recommendations:** Three cards are displayed:
 - Mean Creek**: "Find out more".
 - Prokofiev - Ivan the Terrible / Mukhamedov, Bessmertnova, Taranda, Zhuraitis, Bolshoi Ballet**: "Find out more".
 - City Heat**: "Find out more".
- Instruction:** "Drag the DVDs into the boxes below".
- Information:** "When we suggest a DVD you like, click the "find out more" link to see more information or buy the DVD."
- Feedback Categories:**
 - Loved It**: "Or show me more like this." (with a large empty box).
 - Haven't Seen It**: "Or I'm not interested in it." (with a large empty box).
 - Loathed It**: "Or don't show me DVDs like this." (with a large empty box).

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs

make it direct

WatchThisNext
Drag n' Drop DVD Recommendations

Start Over Contact Us

Mean Creek
[Find out more](#)

Prokofiev - Ivan the Terrible /
Mukhamedov, Bessmertnova,
Taranda, Zhuraitis,
Bolshoi Ballet
[Find out more](#)

City Heat
[Find out more](#)

The Rainmaker
[Find out more](#)

Drag the DVDs into the boxes below

When we suggest a DVD you like, click the "find out more" link to see more information or buy the DVD.

Loved It
Or show me more like this.

Haven't Seen It
Or I'm not interested in it.

Loathed It
Or don't show me DVDs like this.

Classics

Recommendations



High Plains Drifter



Not Interested

Amid shoot-outs and existentialism, a mysterious stranger (Clint Eastwood, who also directs) is hired to protect a small town from outlaws. But his recipe for defense could be a deal with the devil, and soon, even the enigmatic gunslinger's ... [Read More](#)



The Great Escape



Not Interested

Director John Sturges's Oscar-nominated adventure classic follows the true tale of a group-escape attempt from one of Germany's toughest prisoner-of-war camps. Hundreds of Allied POWs join Roger "Big X" Bartlett (Richard Attenborough), Danny "The ... [Read More](#)

[More Recommendations >](#)

Featured Subgenre
CLASSIC COMEDIES



[Fun with Dick and Jane](#)



Not Interested

George Segal and Jane Fonda play Dick and Jane, two up-and-coming yuppies who exemplified the lifestyle before there was even a name for it. But when Dick loses his lucrative job, the two face a ... [Read More](#)



[Monty Python's Life of Brian](#)



Not Interested

The crown princes of British comedy are at it again -- this time, in a send-up of the life and times of Jesus Christ. Perhaps the most controversial

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs
Good for layout changes/re-organizing

Pick Up at the Store

- DRAG** Chips
- DRAG** Milk
- DRAG** Bread
- DRAG** Orange Juice2
- DRAG** Tomatoes
- DRAG** Lettuce

make it direct

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs
Good for layout changes/re-organizing

Pick Up at the Store

- DRAG** Chips
- DRAG** Milk
- DRAG** Bread
- DRAG** Orange Juice2
- DRAG** Tomatoes
- DRAG** Lettuce

- What is spam?
- Can I transfer my message credits?
- How do I delete my HandyPay account?
- What if I didn't receive my full message package?
- I need to contact customer care regarding the Compose Text Message service.

make it direct

Use Drag & Drop where appropriate

Not for simply setting an attribute
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Pick Up at the Store

- DRAG** Chips
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make it direct

DVDs in Your Queue

[Update Your Queue](#)

| Priority | Movie Title | Star Rating | MPAA | Genre | Availability | Remove | Move to Top |
|----------|---|-------------|------|------------|--------------|--------------------------|-------------|
| 1 | SCTV Network 90: Vol. 2: Disc 1 | | NR | Television | Now | <input type="checkbox"/> | |
| 2 | SCTV Network 90: Vol. 2: Disc 3 | | NR | Television | Now | <input type="checkbox"/> | |
| 3 | SCTV Network 90: Vol. 2: Disc 4 | | NR | Television | Now | <input type="checkbox"/> | |
| 4 | The Truman Show | | PG | Comedy | Now | <input type="checkbox"/> | |
| 5 | SCTV Network 90: Vol. 2: Disc 5 | | NR | Television | Now | <input type="checkbox"/> | |
| 6 | Take the Money and Run | | R | Comedy | Now | <input type="checkbox"/> | |
| 7 | The Gathering Storm | | NR | Drama | Now | <input type="checkbox"/> | |

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs
Good for layout changes/re-organizing

Pick Up at the Store

- DRAG Chips
- DRAG Milk
- DRAG Bread
- DRAG Orange Juice2
- DRAG Tomatoes
- DRAG Lettuce

- What is spam?
- Can I transfer my message credits?
- How do I delete my HandyPay account?
- What if I didn't receive my full message package?
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DVDs in Your Queue

Update Your Queue

| Priority | Movie Title | Star Rating | MPAA | Genre | Availability | Remove | Move to Top |
|----------|---|---|------|------------|--------------|--------------------------|---|
| 1 | SCTV Network 90: Vol. 2: Disc 1 |  | NR | Television | Now | <input type="checkbox"/> |  |
| 2 | SCTV Network 90: Vol. 2: Disc 3 |  | NR | Television | Now | <input type="checkbox"/> |  |
| 3 | SCTV Network 90: Vol. 2: Disc 4 |  | NR | Television | Now | <input type="checkbox"/> |  |
| 4 | The Truman Show |  | PG | Comedy | Now | <input type="checkbox"/> |  |
| 5 | SCTV Network 90: Vol. 2: Disc 5 |  | NR | Television | Now | <input type="checkbox"/> |  |
| 6 | Take the Money and Run |  | R | Comedy | Now | <input type="checkbox"/> |  |
| 7 | The Gathering Storm |  | NR | Drama | Now | <input type="checkbox"/> |  |

make it direct

YouTube Explorer



Search Videos

Featured Videos



New Rococo, Dvd Trailer
runtime: 01:14



A Message From Batman



Real Sushi
runtime: 00:3

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs
Good for layout changes/re-organizing



Hawaiian Volcano Observatory

Kilauea

Mauna Loa

Earthquakes

Other Volcanoes

Volcanic Hazards

Types
• Lava
Zones

About HVO



Volcanic Hazards

When Lava Enters the Sea: Growth & Collapse of Lava Deltas



Photograph by C. Heliker on November 12, 1992.

Only four days old, this fan-shaped lava delta (center of image) extends about 200 m into the ocean on the southeast coast of Kilauea Volcano, Hawai'i. The diffuse plume of white steam at the leading edge of the delta indicates that several small lava flows are pouring into the ocean. Countless deltas have formed

YAHOO! GOBBLER™

Projects (8)

Geography: Land...

Only four days old, this fan-shaped lava delta (center of image) extends...

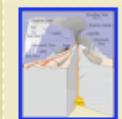
[gobble this web page](#)

Birds' Nests

As waves splash over the advancing

[gobble this web page](#)

Scratchpad



[gobble this web page](#)

[Return to Y! Teachers](#)

make it direct

Use Drag & Drop where appropriate

Not for simply setting an attribute
Don't construct artificial visual constructs
Good for layout changes/re-organizing

Good for grabbing items

Drag and Drop Modules - Interesting Moments Grid

| Currently on beta.my.yahoo.com | | ID: Bill Scott & Eric Miraglia | | Date: Nov-09 | | | | |
|--------------------------------|--|--|--|--|--|--|--|--|
| Cursor | Mouse Hover | Mouse Down | Drag Initiated | Drag Over Valid Target | Drag Over Invalid Target | Drag Over Parent Container | Drop Accepted | Drop Rejected |
| Tool Tip | CSS Move cursor | Normal Cursor | Normal Cursor |
| Drag Object | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> |
| Drop Target | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> | <p>Message Center <small>edit x</small> Check Email Launch Messenger 15 friends on</p> |

Take care of the interesting moments

Drag and Drop Modules - Interesting Moments Grid

ID: Bill Scott & Eric Miraglia

Date:

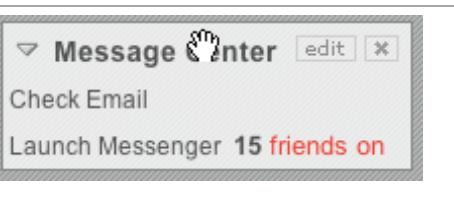
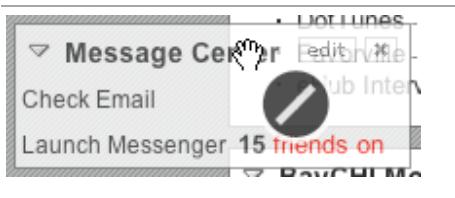
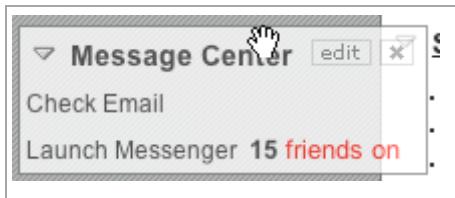
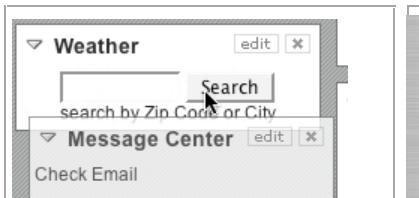
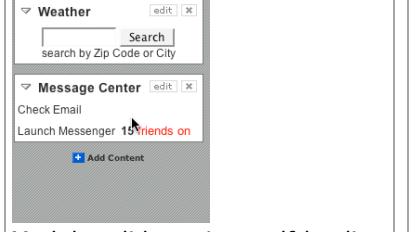
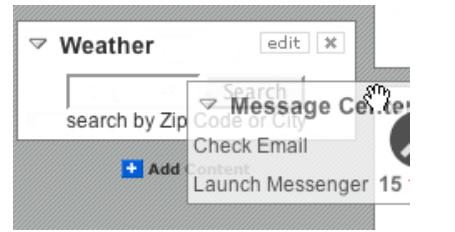
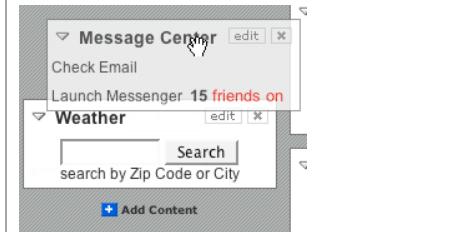
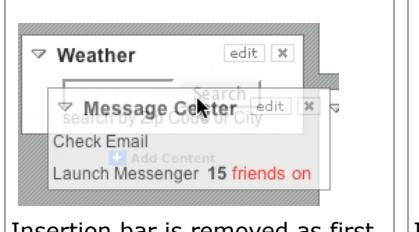
Initiated

Drag Over
Valid Target

Drag Over
Invalid Target

Drag Over
Parent Container

Drop
Accepted

| | Drag Over Valid Target | Drag Over Invalid Target | Drag Over Parent Container | Drop Accepted |
|--|--|---|--|--|
| |  CSS Move cursor |  CSS Move cursor |  CSS Move cursor |  Normal Cursor |
| | Reduced Opacity | Reduced Opacity & Invalid Badge | Reduced Opacity | Modules animates into the area just below insertion bar |
| |  Message Center Check Email Launch Messenger 15 friends on |  Message Center Check Email Launch Messenger 15 friends on |  Message Center Check Email Launch Messenger 15 friends on |  Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on |
| | | | | Module comes to rest in new area |
| | | | |  Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on |
| | | | | Modules slide up in a self-healing transition to close hole |
| |  Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on |  Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on |  Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on |  Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on |
| | | | | Insertion bar is removed as first |

principle. keep a light footprint.

principle. keep a light footprint.

pattern. in page action.

282 diggs

[Fixing the Mighty Mouse](#)

 submitted by [usedmac](#) 1 day 1 hour ago (via <http://mac>)

[digg it](#)

The Apple Mighty Mouse brings a slew of great features with most new Mac systems it is becoming a common one for close to a year now, I have found that the use of the Scroll Ball far outweighs its quirks.

 [60 comments](#) | [blog this](#) | [email this](#) | category: [apple](#) |

principle. keep a light footprint.

pattern. in page action.

282 digs

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[dig it](#)

The Apple Mighty Mouse brings a slew of great features with most new Mac systems it is becoming a common choice for others. found that the use

Key to digg's early success - Kevin Rose

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282
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[60 comments](#) | [blog this](#) | [email this](#) | category: [apple](#) |

0 items in [my bag](#) [checkout](#)

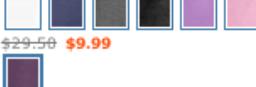
Pique polo
only at [gap.com](#)

[overview](#) [you'll also like](#)

Soft cotton pique knit.
Short-sleeved, button neckline.
• Need large quantities? Click for [Corporate Apparel](#)
• 100% Cotton. Machine wash. imported.

[regular](#) [tall](#)

Buy More and Save #346927
select Color: **royal grape** prices may vary
\$29.50 **Buy 2 or more, \$25.00 each**



\$29.50 **\$9.99**

select Size:
XS S M L XL XXL XXXL
[size chart](#)

Quantity: **1** royal grape **\$29.50 \$9.99** [add to bag](#)

pattern. remembered collections.

principle. keep a light footprint.

pattern. in page action.

282
digg
[digg it](#)

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[60 comments](#) | [blog this](#) | [email this](#) | category: [apple](#) |

0 items in [my bag](#) [checkout](#)

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5 stars **Not Interested**
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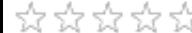
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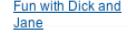
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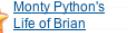
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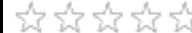
\$29.50 **\$9.99**


select Size:
XS **S** **M** **L** **XL** **XXL** **XXXL**
[size chart](#)

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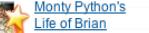
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|----------|
| A |
| B |
| C |
| D |
| F |

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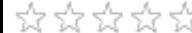
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select Size:
[XS](#) [S](#) [M](#) [L](#) [XL](#) [XXL](#) [XXXL](#)
[size chart](#)

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pattern. remembered collections.

pattern. rating an object.

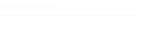
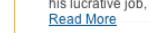
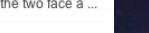
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A
B
C
D
F

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Total rating: -16  

keep a light footprint

Remove the “pain points”

Shorten the path

Keep actions immediate and light

Use hover, blur, focus; avoid heavy events

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Fun with Dick and Jane



3 stars Not Interested

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★★★★★
 Not Interested
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★★★★★
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[Add](#)

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keep a light footprint

Design for engagement

Use invitations & feedback

Treat it like an impusle aisle

Do it in context

Design for engagement

Use invitations & feedback
Treat it like an impulse aisle
Do it in context

The image shows two examples of user interface design for engagement:

- The Critics:** B- 14 reviews
- Yahoo! Users:** B+ 13199 ratings
- My Grade:** Rate this Movie! Select grade to the right. Write a review.

The "My Grade" section includes a color-coded scale from A (orange) to F (blue) with corresponding buttons for each grade.

A product detail page for men's khaki pants. The page includes:

- Image:** A model wearing the pants.
- Color Selection:** "select Color: khaki" with a color swatch and a "size & color" button.
- Price:** \$42.50
- Waist Selection:** "select Waist" with options: 28W, 29W, 30W, 31W, 32W, 33W, 34W, 35W, 36W, 38W, 40W, 42W, 44W, 46W. The 32W option is highlighted.
- Length Selection:** "select Length" with options: 28L, 29L, 30L, 31L, 32L, 33L, 34L. The 32L option is highlighted.
- Other Options:** "also in tall (prices may vary)", "select qty" (set to 1), "size chart", "more details", and "add to bag".
- Product Description:** stressfree classic fit flat front khakis. Imported. exclusive colors.

keep a light footprint

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You can edit every part of the listing directly by clicking on it. The print preview shows you how the printed listing will look in the Fundgrub newspaper. Click on 'Continue', if all the fields marked * have been completed and you like the listing.

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Detailed description

Additional pictures

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Use invitations & feedback
Treat it like an impulse aisle
Do it in context

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Select grade to the right
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| |
|---|
| A |
| B |
| C |
| D |
| F |



size & color **overview**

select Color: khaki \$42.50

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select Waist:

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select Length:

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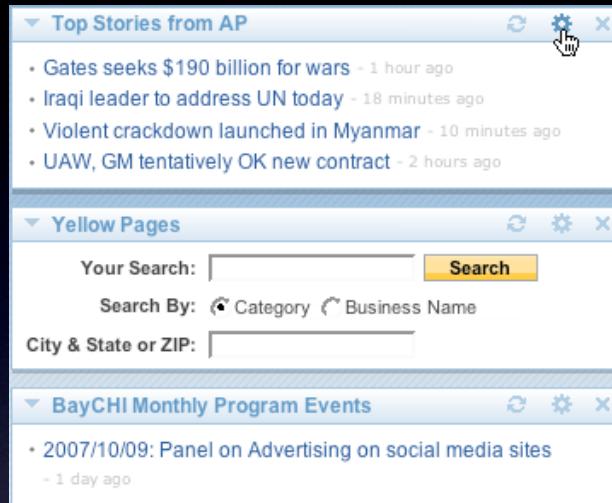
also in tall (prices may vary)

select qty

[size chart](#) [more details](#)

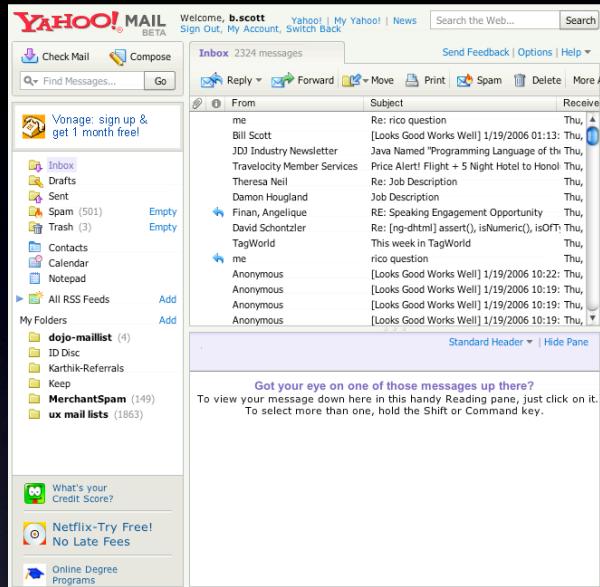
khaki \$42.50

principle. cross borders reluctantly.

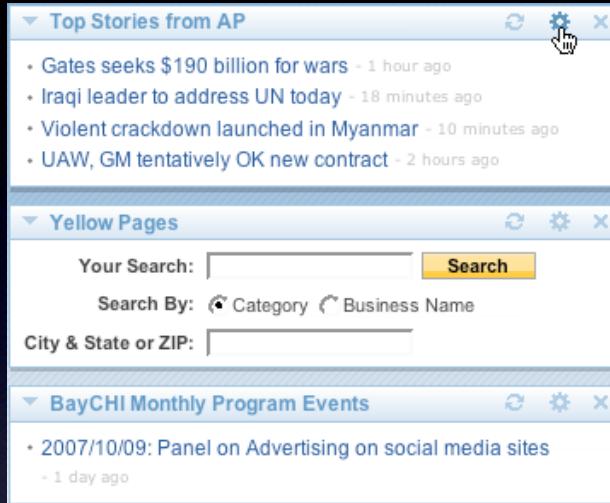


principle. cross borders reluctantly.

pattern. on-demand scrolling.

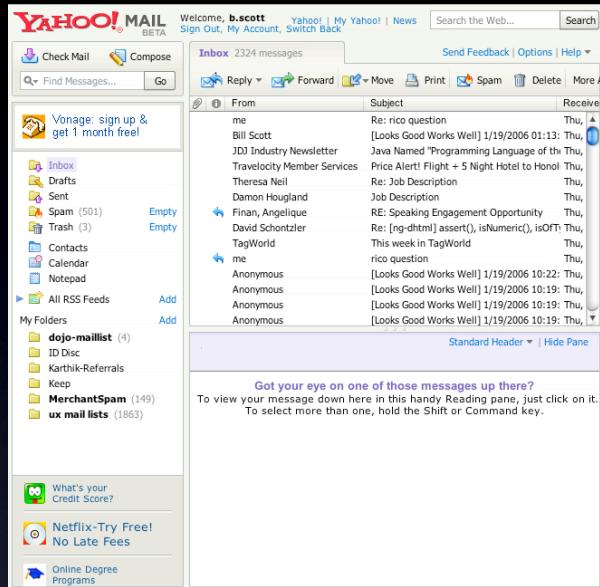


pattern. in-context expand.

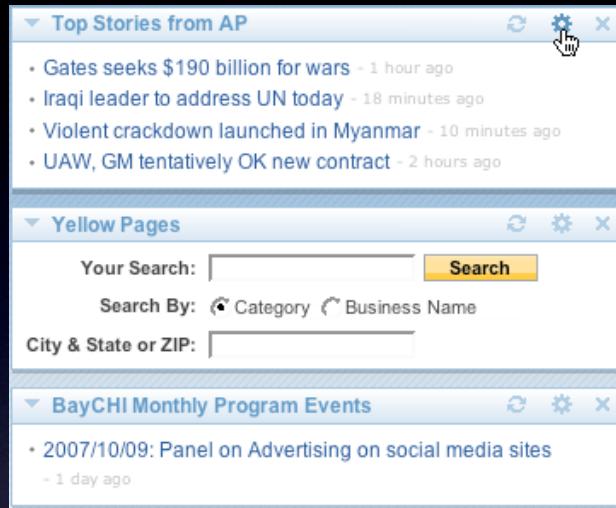


principle. cross borders reluctantly.

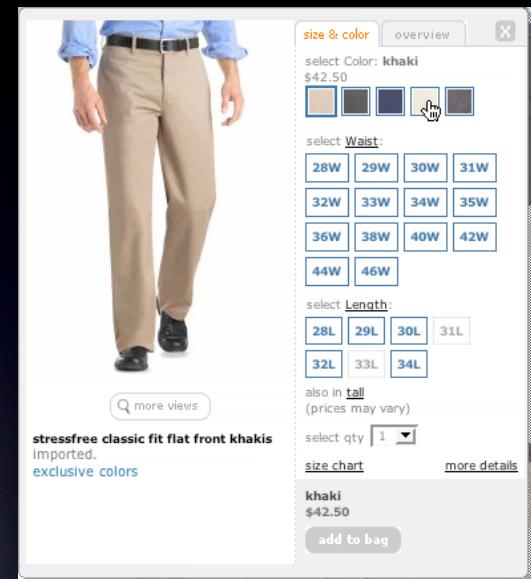
pattern. on-demand scrolling.



pattern. in-context expand.

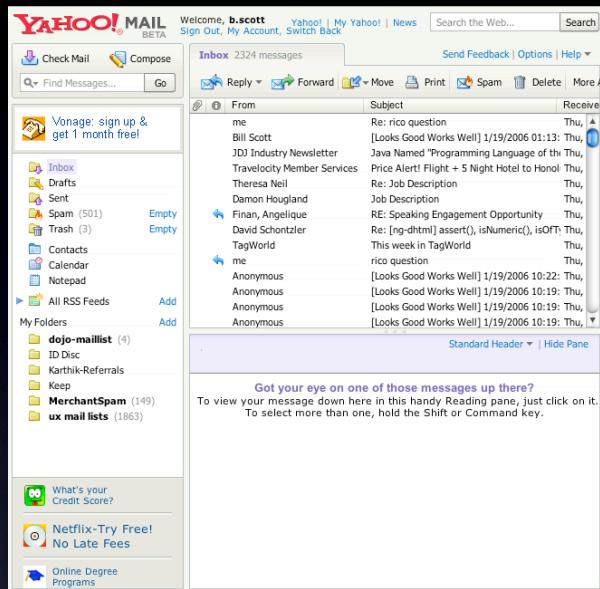


pattern. inline assistant.



principle. cross borders reluctantly.

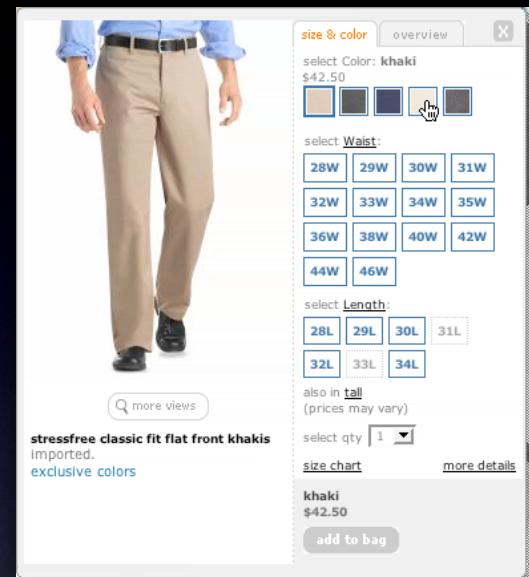
pattern. on-demand scrolling.



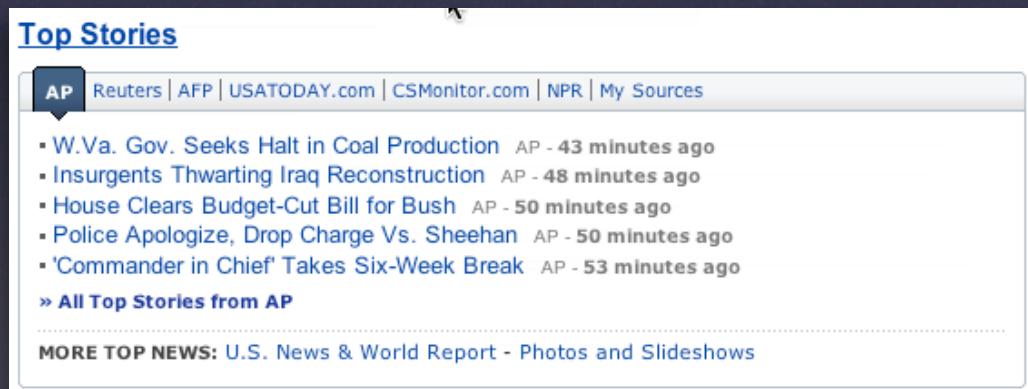
pattern. in-context expand.



pattern. inline assistant.



pattern. hover details.



principle. cross borders reluctantly.

pattern. on-demand scrolling.

This screenshot shows the Yahoo! Mail inbox. The interface includes a sidebar with account information and a main pane displaying a list of 2324 messages. A tooltip at the bottom of the list says: "Got your eye on one of those messages up there? To view your message down here in this handy reading pane, just click on it. To select more than one, hold the Shift or Command key." This illustrates the 'on-demand scrolling' pattern, where users can scroll through a large list of items and only specific items are loaded into memory.

pattern. in-context expand.

This screenshot shows a web browser window with three tabs: "Top Stories from AP", "Yellow Pages", and "BayCHI Monthly Program Events". The "Top Stories from AP" tab is active, displaying a list of news items. Clicking on one of these items expands the content into a larger view within the same tab, demonstrating the "in-context expand" pattern.

pattern. inline assistant.

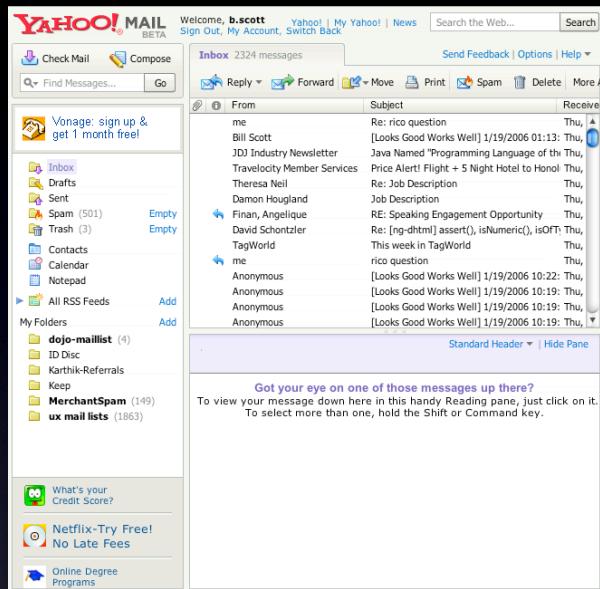
This screenshot shows a product page for men's khaki pants. On the right side, there is an "inline assistant" box with sections for "size & color", "select Color: khaki", "select Waist: 28W", "select Length: 28L", and "select qty: 1". The pants are shown in a thumbnail view, and the "stressfree classic fit flat front khakis" are described as "Imported. exclusive colors". This illustrates the "inline assistant" pattern, where users can quickly select options without leaving the main content area.

pattern. hover details.

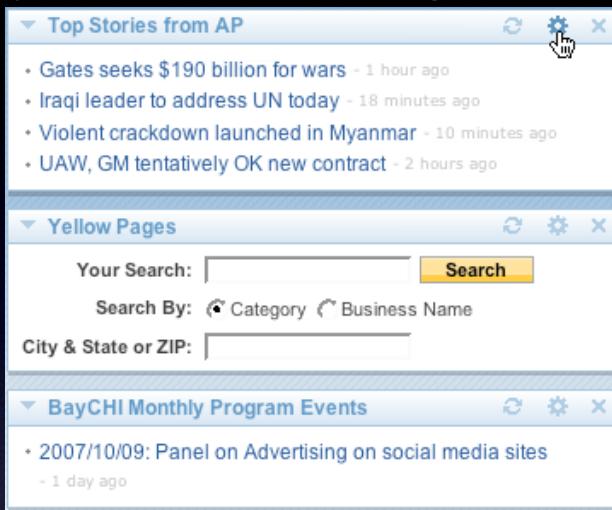
This screenshot shows the MarketWatch website. A tooltip is displayed over a news headline about Dow Jones record highs. The tooltip contains detailed financial data, including the Dow Jones Industrial Average closing at 11,711.49 with a gain of +42.10 and +0.4%. It also includes a chart showing the Dow Jones Industrial Average closing at 11,707.89 with a gain of +38.50 and +0.33%. The tooltip is a classic example of the "hover details" pattern, providing users with additional context when they pause over specific data points.

principle. cross borders reluctantly.

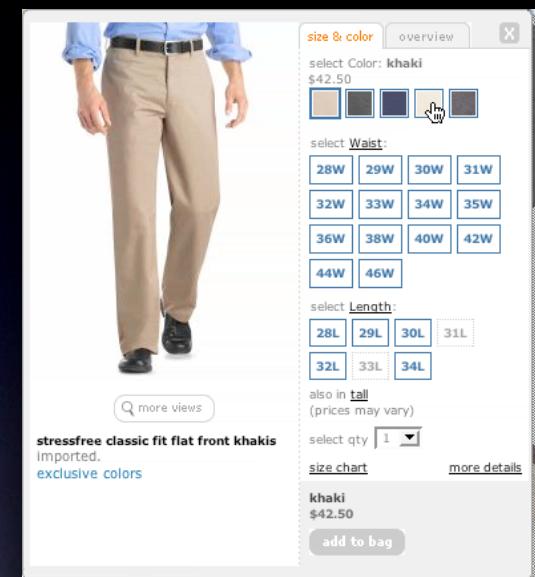
pattern. on-demand scrolling.



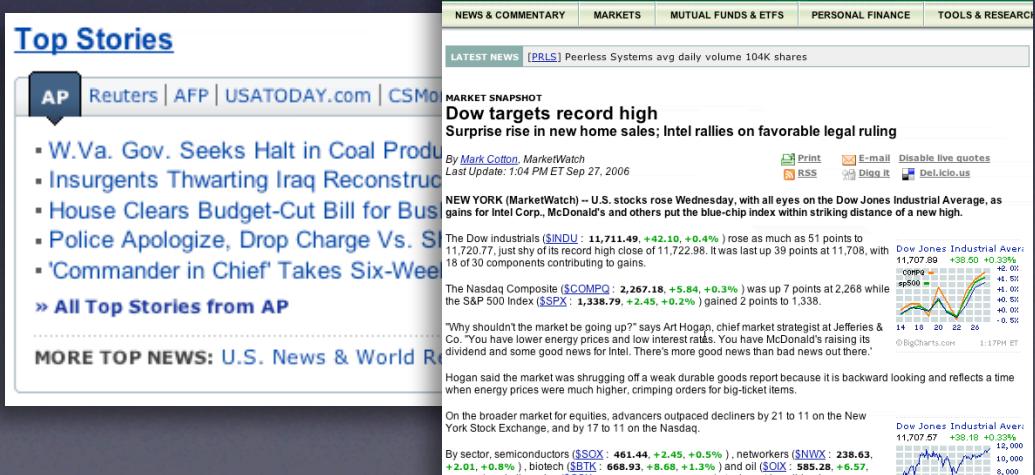
pattern. in-context expand.



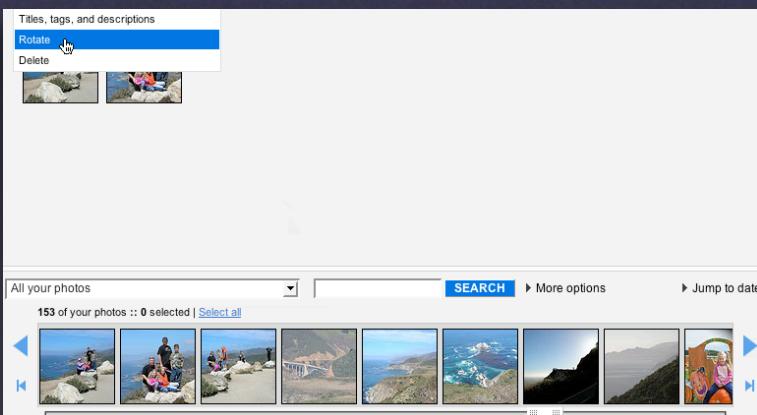
pattern. inline assistant.



pattern. hover details.



pattern. lightweight popup + lightbox.



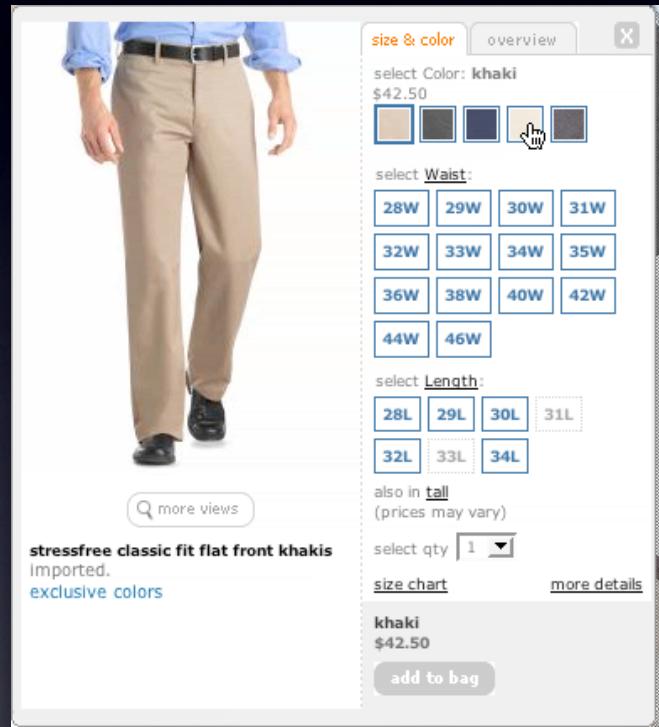
cross borders reluctantly

Rethink process flows

It's the user's mental model, not the page model
Every page jump is a mental speed bump
But some things are still step-by-step

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Every page jump is a mental speed bump
But some things are still step-by-step

The image consists of two side-by-side screenshots of an e-commerce website. The left screenshot shows a product page for 'stressfree classic fit flat front khakis'. It features a large image of a man in khaki pants, a color selection section with a 'khaki' button highlighted, a waist size selection section with '32W' highlighted, a length selection section with '32L' highlighted, and a quantity selection section with '1' highlighted. The right screenshot shows a 'My Account' page with a 'checkout' button, a promotional image for 'DWR RESISTANT TECHNOLOGY', and a product detail section for 'DRESS PANTS'.

Product Page (Left):

- stressfree classic fit flat front khakis
- Imported.
- exclusive colors

My Account Page (Right):

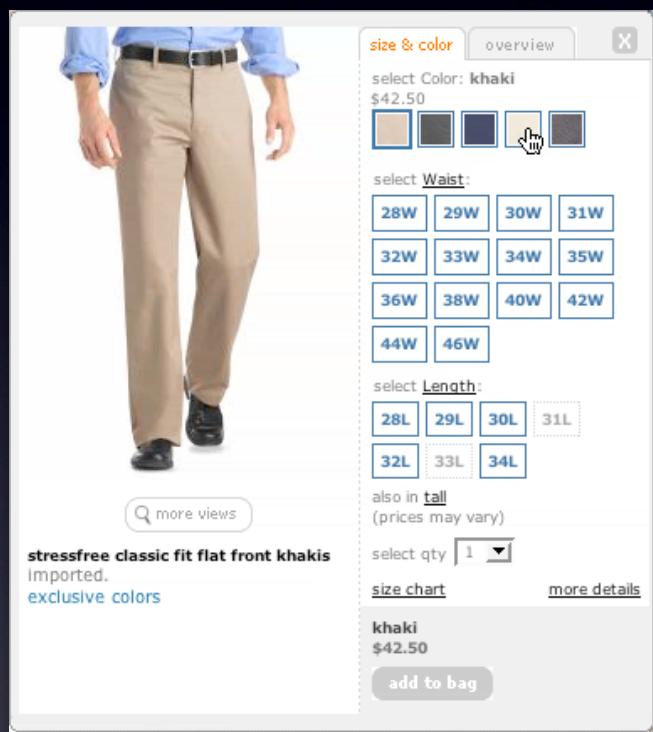
- My Account
- See Order Status
- Sign In
- 2 items in [my bag](#)
- [checkout](#)

DRESS PANTS Product Detail:

- Experience the craftsmanship and premium fabrics of quality cotton and wool blends.

Rethink process flows

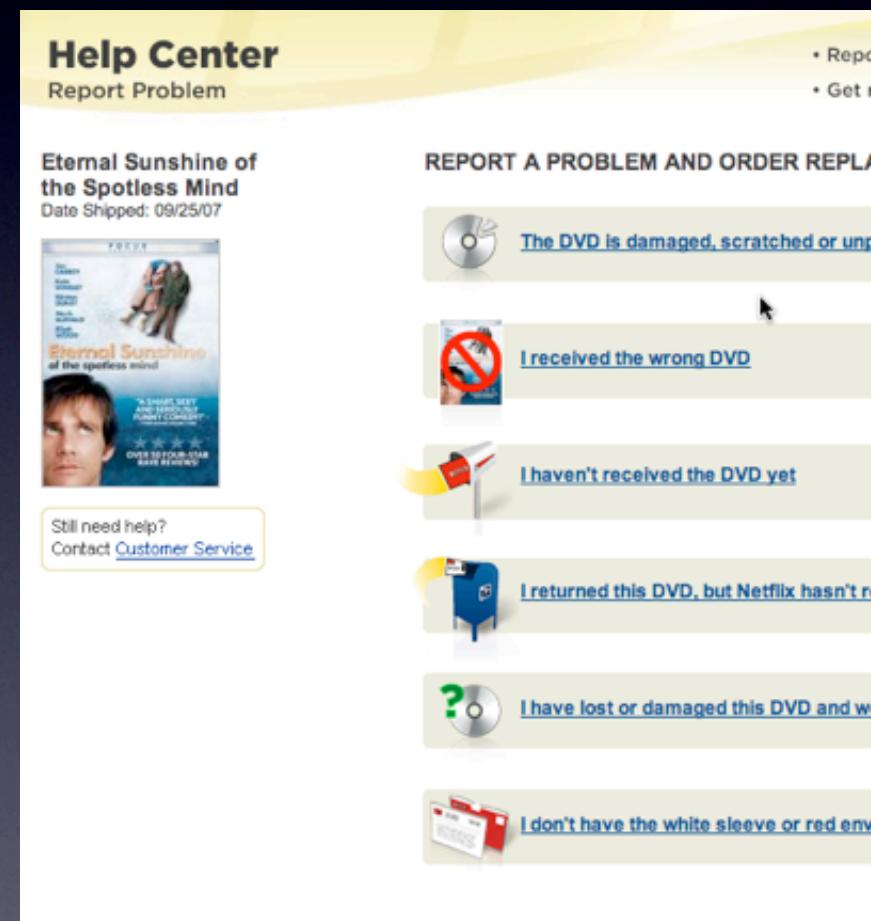
It's the user's mental model, not the page model
Every page jump is a mental speed bump
But some things are still step-by-step



A screenshot of a product detail page for "stressfree classic fit flat front khakis". The page features a large image of a man wearing the pants. To the right is a sidebar with a "size & color" section. It shows a color swatch for "khaki" with a cursor over it, and a list of sizes: 28W, 29W, 30W, 31W, 32W, 33W, 34W, 35W, 36W, 38W, 40W, 42W, 44W, 46W. Below this is a section for "select Length" with options: 28L, 29L, 30L, 31L, 32L, 33L, 34L. A note says "also in tall (prices may vary)". A "select qty" dropdown is set to 1. At the bottom are "size chart" and "more details" links, and a "add to bag" button.



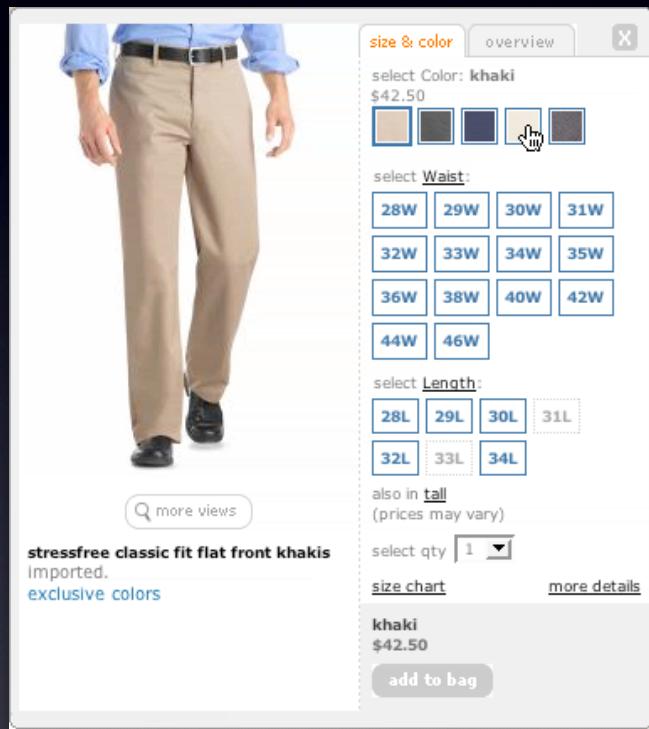
A screenshot of a shopping cart and account summary page. At the top is a "My Account" section with "See Order Status" and "Sign In" links. Below is a "checkout" button. The main area shows a "RESISTANT TECHNOLOGY" section with an image of a person wearing dark dress pants. To the right is a "DRESS PANTS" section with the text: "Experience the craftsmanship and premium fabrics of quality cotton and wool blends." At the bottom is a "more details" link.



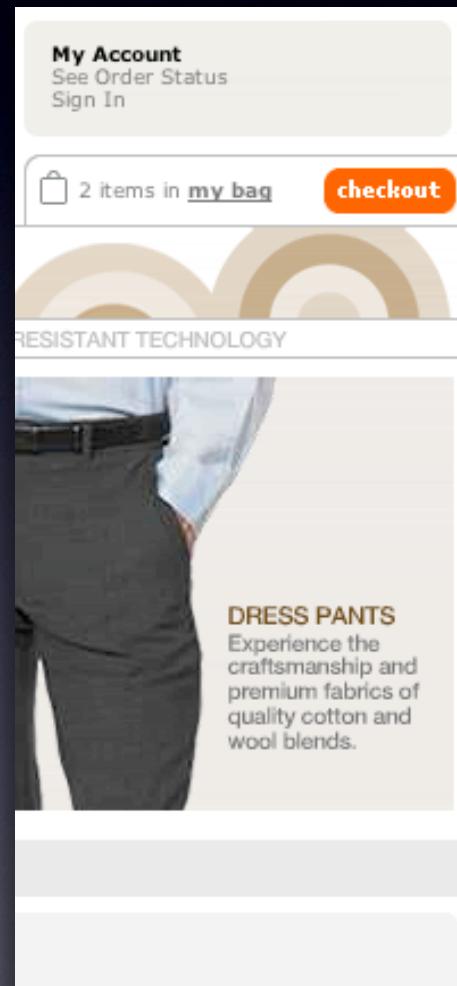
A screenshot of a help center page. At the top is a "Help Center" section with a "Report Problem" link. Below is a "REPORT A PROBLEM AND ORDER REPLACEMENT" section. It shows a "DVD" icon with the text "The DVD is damaged, scratched or unplayable". Below are five items with icons and text: 1. "I received the wrong DVD" (DVD icon with a red slash). 2. "I haven't received the DVD yet" (megaphone icon). 3. "I returned this DVD, but Netflix hasn't received it" (envelope icon). 4. "I have lost or damaged this DVD and want a replacement" (DVD icon with a question mark). 5. "I don't have the white sleeve or red envelope for my DVD" (DVD icon with a red envelope icon). At the bottom is a "Still need help? Contact Customer Service" link.

Rethink process flows

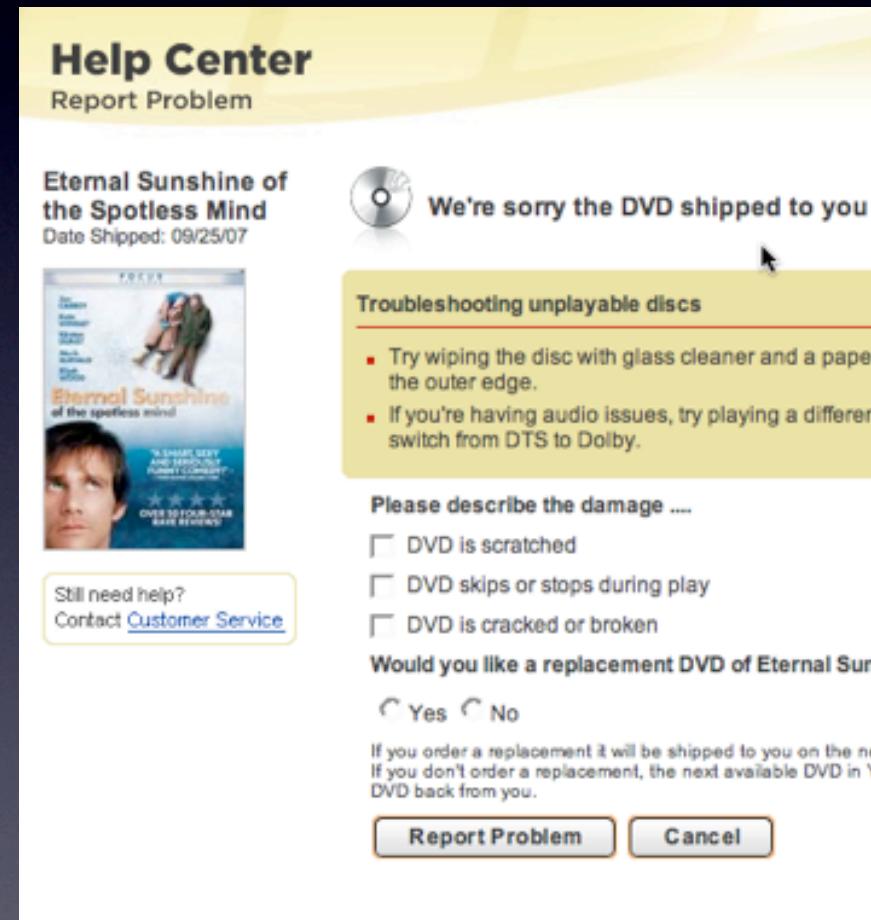
It's the user's mental model, not the page model
Every page jump is a mental speed bump
But some things are still step-by-step



A screenshot of a product detail page for "stressfree classic fit flat front khakis". The page includes a large image of a man wearing the pants, a color selection dropdown (khaki selected), a size chart for waist (28W-46W), length (28L-34L), and a quantity selector (1). The price is listed as \$42.50. A "more views" link is present, and the pants are described as "Imported" and "exclusive colors".



A screenshot of a shopping cart page titled "My Account". It shows "2 items in my bag" and a "checkout" button. The cart contains a pair of "DRESS PANTS" with a description: "Experience the craftsmanship and premium fabrics of quality cotton and wool blends." A "RESISTANT TECHNOLOGY" section is also visible.



A screenshot of a help center page titled "Help Center" and "Report Problem". It features a heading "Eternal Sunshine of the Spotless Mind" with a date "Date Shipped: 09/25/07". A DVD cover for "Eternal Sunshine of the Spotless Mind" is shown. Below it, a section titled "Troubleshooting unplayable discs" lists two items: "Try wiping the disc with glass cleaner and a paper towel along the outer edge" and "If you're having audio issues, try playing a different disc and switch from DTS to Dolby". A section "Please describe the damage ..." includes checkboxes for "DVD is scratched", "DVD skips or stops during play", and "DVD is cracked or broken". A question "Would you like a replacement DVD of Eternal Sunshine of the Spotless Mind?" has radio buttons for "Yes" and "No". At the bottom are "Report Problem" and "Cancel" buttons.

cross borders reluctantly

Re-think paging

Use scrolling for “owned” data

Watch out for dual scroll bar issue

Hybrid of paging & scrolling

cross borders reluctantly

| Photo Click for info | Price | Bd/Ba Sq Ft | Address and Area Presented By | MLS # (Click for info) | More Photos (Click for view) | Virtual Tours (Click for view) |
|---|---------------------------|----------------|---|------------------------------|---|--|
|  | \$1,750,000 Single Res | 6+, 4+ 3700 | 14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Lorenzo Valley) Schwarzbach Associates | 550701 |  MULTI |  TOUR |
|  | \$1,995,000 Single Res | 6+, 4+ 5675 | 17617 MOUNTAIN CHARLIE RD LOS GATOS, CA 95033 (Unincorporated Los Gatos Mtns) Almaden Oaks Realtors | 608215 |  MULTI | |
|  | \$2,286,000 Single Res | 5, 4+ 4800 | 20930 PANORAMA DR Los Gatos, CA 95033 (Los Gatos Mtns) Alain Pinel Realtors | 604907 |  MULTI |  TOUR |
|  | \$2,750,000 Single Res | 5, 4+ 5000 | 155 LARITA DR Ben Lomond, CA 95005 (San Lorenzo Valley) Network Alliance Real Estate | 616947 |  MULTI | |
|  | \$2,777,000 Single Res | 5, 4+ 5819 | 777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate | 616474 |  MULTI |  TOUR |

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RICO AJAX SEARCH

LiveGrid Demonstration

Powered by Yahoo Search

Select Search Category: [Web](#) [Images](#) [Videos](#)

Search Images: [Search Yahoo!](#)

Results 1 - 5 of about 1580284 for flowers

| | |
|--|--|
| | flowers 025 flowers021.jpg 110k 29Feb2004 flowers022.jpg 783k 29Feb2004 flowers023.jpg 186k http://wp.li.ru/flowers 1024x768 - jpeg fmt - 0.3MB |
| | flowers 063 flowers059.jpg 122k 29Feb2004 flowers060.jpg 134k 29Feb2004 flowers061.jpg 120k http://wp.li.ru/flowers 1024x768 - jpeg fmt - 0.1MB |
| | flowers 045 flowers041.jpg 277k 29Feb2004 flowers042.jpg 125k 29Feb2004 flowers043.jpg 744k http://wp.li.ru/flowers 1024x768 - jpeg fmt - 0.1MB |
| | flowers 076 flowers072.jpg 820k 29Feb2004 flowers073.jpg 160k 29Feb2004 flowers074.jpg 120k http://wp.li.ru/flowers 1024x768 - jpeg fmt - 0.1MB |
| | flowers 019 flowers015.jpg 781k 29Feb2004 flowers016.jpg 455k 29Feb2004 flowers017.jpg 143k http://wp.li.ru/flowers 1024x768 - jpeg fmt - 0.3MB |

cross borders reluctantly

| Photo Click for info | Price | Bd/Ba Sq Ft | Address and Area Presented By | MLS # (Click for info) | More Photos (Click for view) | Virtual Tours (Click for view) |
|-------------------------|---------------------------|----------------|---|------------------------------|---------------------------------------|---|
| | \$1,750,000 Single Res | 6+, 4+ 3700 | 14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Lorenzo Valley) Schwarzbach Associates | 550701 | MULTI | TOUR |
| | \$1,995,000 Single Res | 6+, 4+ 5675 | 17617 MOUNTAIN CHARLIE RD LOS GATOS, CA 95033 (Unincorporated Los Gatos Mtns) Almaden Oaks Realtors | 608215 | MULTI | |
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New Search

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Re-think paging

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FEATURED RECIPES



Pear Bruschetta with
Hazelnut Cream



Roasted Asparagus with
Pine Nuts



Easy Cheesy Stuffed
Chicken



Chewy Chocolate
Gingerbread Cookies

RICO AJAX SEARCH

LiveGrid Demonstration

Powered by Yahoo Search

Select Search Category: **Web** **Images** **Videos**

Search Images:

Results 1 - 5 of about 1580284 for flowers

1

| | |
|--|--|
| | flowers 025 flowers021.jpg 110k 29Feb2004 flowers022.jpg 783k 29Feb2004 flowers023.jpg 186k http://wp.li.ru/flowers 1024x768 - jpeg fmt - 0.3MB |
| | flowers 063 flowers059.jpg 122k 29Feb2004 flowers060.jpg 134k 29Feb2004 flowers061.jpg 120k http://wp.li.ru/flowers 1024x768 - jpeg fmt - 0.1MB |
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Powered by Yahoo! Search

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Search Images: [Search Yahoo!](#)

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| | flowers 019 flowers015.jpg 781k 29Feb2004 flowers016.jpg 455k 29Feb2004 flowers017.jpg 143k http://wp.li.ru/flowers 1024x768 - jpeg fmt - 0.3MB |

Re-think paging

Use scrolling for “owned” data
Watch out for dual scroll bar issue
Hybrid of paging & scrolling

FEATURED RECIPES

Pear Bruschetta with Hazelnut Cream

Roasted Asparagus with Pine Nuts

Easy Cheesy Stuffed Chicken

Chewy Chocolate Gingerbread Cookies

Lonely elephants baffled by post-Katrina life
[Scientists study gorilla habitat](#)
[Some birds stay aloft up to 10 years](#)
[Inflation soaring high](#)
[Fed wants banks to come into compliance](#)
[Life after death - Is there proof?](#)

cross borders reluctantly

Use Overlays

For more information

Replace page transition

When editing an individual, more complex item

Be symmetrical

Try not to disturb the page

cross borders reluctantly

Bill, the following movies were chosen based on your interest in:
[Animal Crackers](#)
[Something the Lord Made](#)
[X2: X-Men United](#)



[Monkey Business](#)



One of the Marx Brothers' funniest movies, the title of the film says it all as Groucho, Harpo,

Chico and Zeppo stow away on a luxury liner. Before ... [Read More](#)

[Add](#)



[Lackawanna Blues](#)

All Discs Guaranteed!

You loved it.

Now own it for just \$5.99

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[Shop now](#) for other previously viewed titles as low as \$5.99

Rate Your

Use Overlays
For more information
Replace page transition
When editing an individual, more complex item
Be symmetrical
Try not to disturb the page

cross borders reluctantly

Bill, the following movies were chosen based on your interest in:
[Animal Crackers](#)
[Something the Lord Made](#)
[X2: X-Men United](#)

All Discs Guaranteed!

You

Bill Scott | Your Account | Buy / Redeem Gift | Help

Browse Recommendations Friends Queue Buy DVDs

Movies, actors, directors, genres Search

Get Recommendations (869) Rate Movies Movies You've Rated (234)

Recommendations

Movie suggestions based on your ratings

NEW RECOMMENDATIONS

Samurai Champloo (7-Disc Series)
Add

12 Angry Men
Add

Chico and Z
luxury liner.

CLASSICS DRAMA

You Have Recommendations!
Get more recommendations by rating more movies.
Rate More Movies
You've rated 234 movies.

You have 869 Recommendations from 234 ratings.

Browse All Recommendations

Favorite Genres: (Edit)
Action & Adventure (89)
Drama (123)
Sci-Fi & Fantasy (5)
Television (84)
Thrillers (29)
Comedy (38)
Classics (223)
Documentary (72)

Other Genres:
Anime & Animation (19)
Children & Family (33)
Foreign (123)
Independent (4)
Music & Musicals (10)
Romance (10)

Helpful Tip
◀ Seen any of these movies?
★★★★★

Use Overlays

For more information
Replace page transition
When editing an individual, more complex item
Be symmetrical
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cross borders reluctantly

Bill, the following movies were chosen based on your interest in [Animal Crackers](#) [Something the Lord Made](#) [X2: X-Men United](#)

NETFLIX

[Browse](#) [Recommendations](#) [Get Recommendations \(86\)](#)

Recommend
Movie suggestions based on your interests

NEW RECOMMENDATIONS

12 Angry Men [Add](#)
Director Sidney Lumet's gripping historical drama about a jury of 12 men who must decide the fate of a man accused of fatally stabbing his father. Only one (Henry Fonda) wants to take the time to coolly deliberate ... [Read More](#)

Samurai Series [Not Interested](#) [Add All](#)
Director Satoru Kita's historical drama about a group of samurai who are forced to fight for their survival in a world where honor and duty are tested. The film is filled with intense battles, political maneuvering, and personal drama. [Read More](#)

12 Angry Men [Not Interested](#) [Add](#)
A guilty verdict means death -- but the jury's not about to let that spoil their day. Twelve men must decide the fate of an 18-year-old boy accused of fatally stabbing his father. Only one (Henry Fonda) wants to take the time to coolly deliberate ... [Read More](#)

[See All Recommendations >>](#)

CLASSICS **DRAMA**

Micah Laaker
Name: **Micah Laaker**
Networks: **Yahoo**
Silicon Valley, CA
Details: You have worked at Yahoo! since 2005.
[\[Edit details\]](#)
Status: **Micah is cruisin' for a snoozin'.**

Mahmoud Lababidi
Name: **Mahmoud Lababidi**
Networks: **Washington, DC**
UF Alum '06
George Mason Grad Student '09
Google
Details: How do you know Mahmoud Lababidi?

[Send Message](#) [Poke Mahmoud!](#) [View Friends](#) [Remove Friend](#)

Helpful Tip
◀ Seen any of these movies?

Independent (4)
Music & Musicals (10)
Romance (10)

Use Overlays

For more information
Replace page transition

When editing an individual, more complex item
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Try not to disturb the page



Home



Prints & Gifts



View Cart



Settings



Help ▾

Search My Tag

+ Upload Photos



All My Photos

□ My Albums

Paris06

My Tags

□ My Friends' Photos

All My Photos

Slideshow

Create ▾

Share ▾

Edit ▾

Prints & Gifts ▾

Drag photos into this tray and choose a task above.

Sort by: Date ▾



Sunset



Underneath



View from the Top



Friendly advice for photo sharing.



cross borders reluctantly

Use in-context expands

For editing part of a collection
Need to see surrounding context
For managing content modules

cross borders reluctantly

Schedule View Map View Expand all

+ Add Hotels | Things to do | Restaurants | Shopping | Entertainment **+** Create Item

Trip Album Add Photos »

Yosemite National Park

John Muir Vernal Falls Mist Trail Hike » [Schedule](#)

Scheduled Items

Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park

Yosemite Lodge

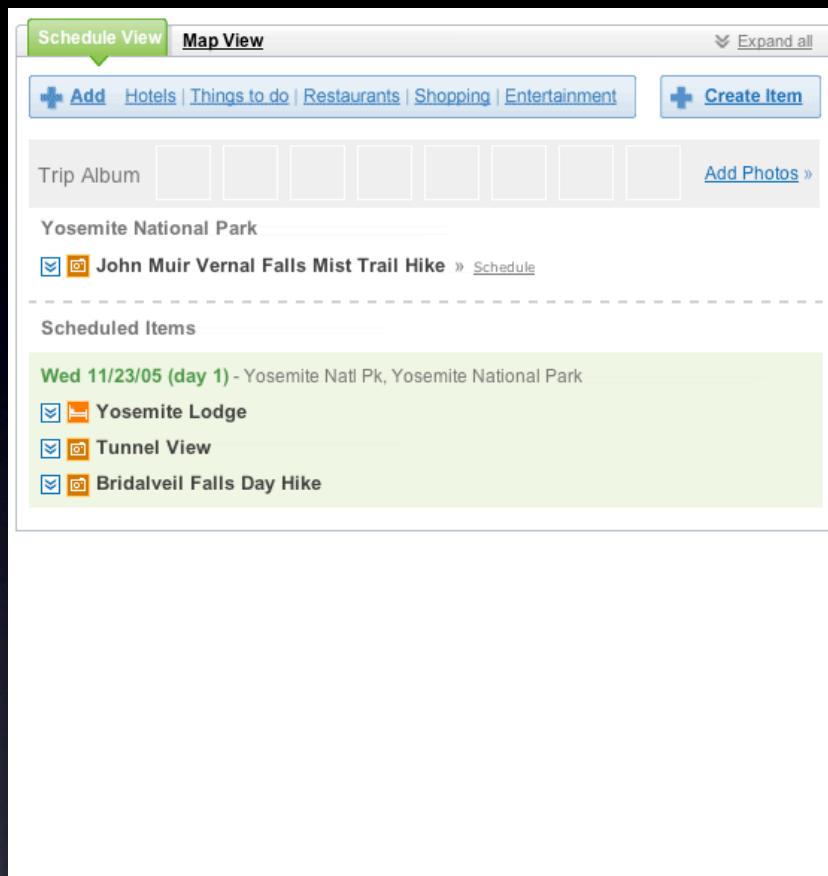
Tunnel View

Bridalveil Falls Day Hike

Use in-context expands

For editing part of a collection
Need to see surrounding context
For managing content modules

cross borders reluctantly



Schedule View Map View

Expand all

+ Add Hotels | Things to do | Restaurants | Shopping | Entertainment + Create Item

Trip Album  Add Photos »

Yosemite National Park

 John Muir Vernal Falls Mist Trail Hike » Schedule

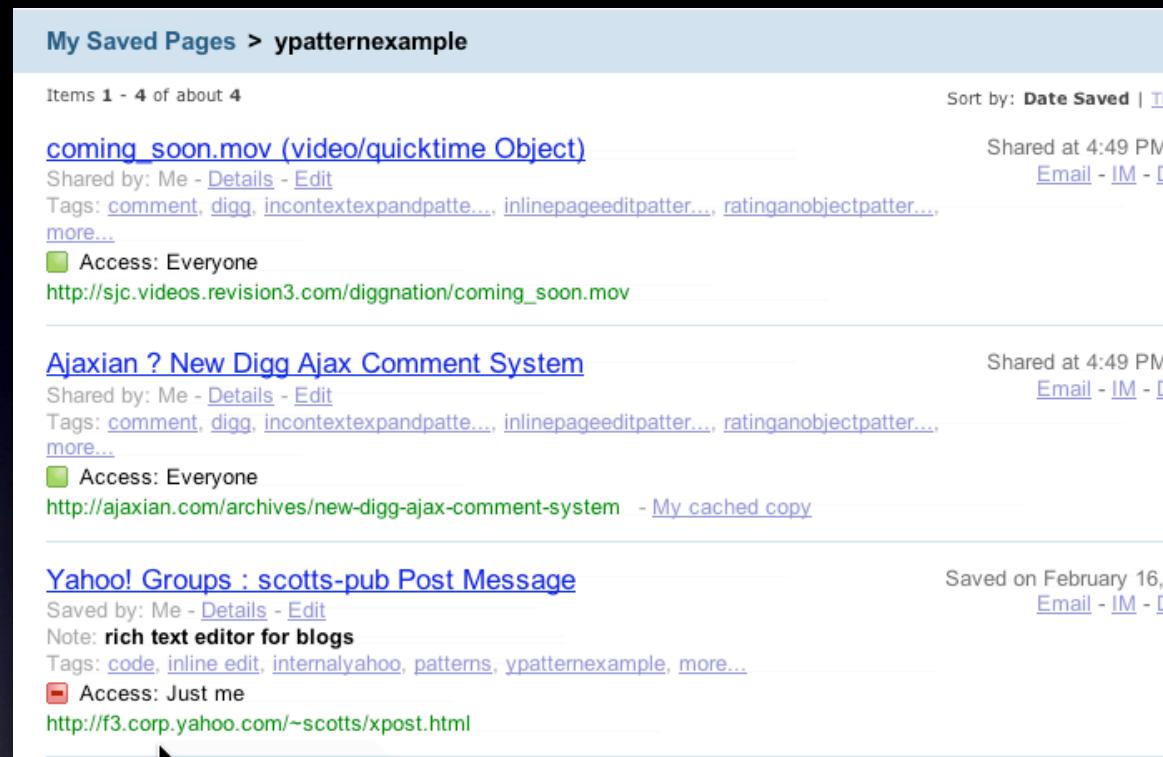
Scheduled Items

Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park

 Yosemite Lodge

 Tunnel View

 Bridalveil Falls Day Hike



My Saved Pages > ypatternexample

Sort by: Date Saved | [Title](#)

Items 1 - 4 of about 4

Shared at 4:49 PM [Email](#) - [IM](#) - [Details](#)

[coming_soon.mov \(video/quicktime Object\)](#)

Shared by: Me - [Details](#) - [Edit](#)

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

 Access: Everyone

http://sjc.videos.revision3.com/diggnation/coming_soon.mov

Shared at 4:49 PM [Email](#) - [IM](#) - [Details](#)

[Ajaxian ? New Digg Ajax Comment System](#)

Shared by: Me - [Details](#) - [Edit](#)

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

 Access: Everyone

<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)

Saved on February 16, [Email](#) - [IM](#) - [Details](#)

[Yahoo! Groups : scotts-pub Post Message](#)

Shared by: Me - [Details](#) - [Edit](#)

Note: [rich text editor for blogs](#)

Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

 Access: Just me

<http://f3.corp.yahoo.com/~scotts/xpost.html>

Use in-context expands

For editing part of a collection
Need to see surrounding context
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cross borders reluctantly

Schedule View Map View Expand all

+ Add Hotels | Things to do | Restaurants | Shopping | Entertainment **+ Create Item**

Trip Album  [Add Photos »](#)

Yosemite National Park

  John Muir Vernal Falls Mist Trail Hike » [Schedule](#)

Scheduled Items

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Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

 Access: Everyone

<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)

Saved on February 16, [Email](#) - [IM](#) - [D](#)

[Yahoo! Groups : scotts-pub Post Message](#)

Shared by: Me - [Details](#) - [Edit](#)

Note: [rich text editor for blogs](#)

Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

 Access: Just me

<http://f3.corp.yahoo.com/~scotts/xpost.html>

Stock Market [edit](#)  

| | | |
|-----------------------------|----------|--------------------------------|
| TSG | 31.89 | -0.01 (-0.03%) |
| DJIA | 12445.52 | +28.76 (0.23%) |
| NASDAQ | 2457.20 | +3.35 (0.14%) |
| NYSE | 9140.39 | -6.81 (-0.07%) |
| S&P 500 | 1427.09 | +1.60 (0.11%) |

Delayed at least 15 minutes unless otherwise indicated. [Disclaimer](#)

Use in-context expands
For editing part of a collection
Need to see surrounding context
For managing content modules

cross borders reluctantly

Use real-estate creatively

Use slideouts

Use in-place zoom

Remember the backstage

cross borders reluctantly

Use real-estate creatively

Use slideouts

Use in-place zoom

Remember the backstage



Featured Entertainment Sports Money

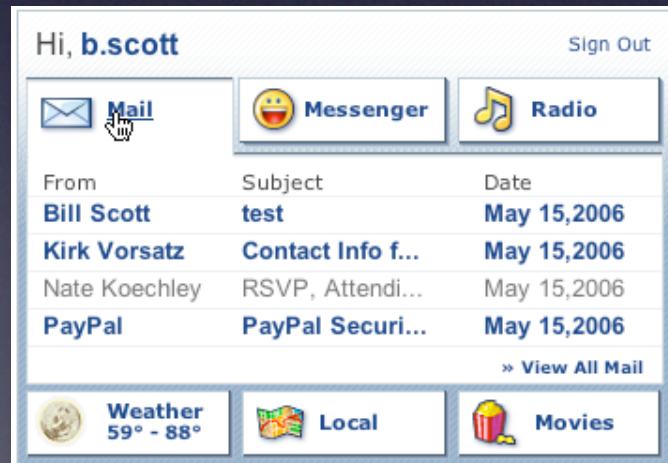
 **Animal cams gone wild**
Webcams that view pandas in action are perpetually popular, while live eagle cams are taking flight. [» More](#)

 Panda pics  Webcams
• More Yahoo! Buzz Log

 Celebrity spirits haunt Hollywood hot spots
 San Jose Sharks fans should be booed

 The wild world of animal webcams
 Four-day rain swamps New England

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Hi, **b.scott** [Sign Out](#)

 **Mail**  **Messenger**  **Radio**

| From | Subject | Date |
|---------------------|--------------------------|---------------------|
| Bill Scott | test | May 15, 2006 |
| Kirk Vorsatz | Contact Info f... | May 15, 2006 |
| Nate Koechley | RSVP, Attendi... | May 15, 2006 |
| PayPal | PayPal Securi... | May 15, 2006 |

[» View All Mail](#)

 **Weather** 59° - 88°  **Local**  **Movies**

cross borders reluctantly

Use real-estate creatively

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Use in-place zoom

Remember the backstage

Featured Entertainment Sports Money

 **Animal cams gone wild**
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[Panda pics](#) [Webcams](#)
[More Yahoo! Buzz Log](#)

 Celebrity spirits haunt Hollywood hot spots
 San Jose Sharks fans should be boozed

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| From | Subject | Date |
|---------------------|-------------------|---------------------|
| Bill Scott | test | May 15, 2006 |
| Kirk Vorsatz | Contact Info f... | May 15, 2006 |
| Nate Koechley | RSVP, Attendi... | May 15, 2006 |
| PayPal | PayPal Securi... | May 15, 2006 |

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 Weather 59° - 88°  Local  Movies

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Search:

MY YAHOO! BETA

Yahoo! My Front Page Blogs | Add Page

▶ My Quicklinks [Personalize this page](#) [Travel ideas and insights](#)

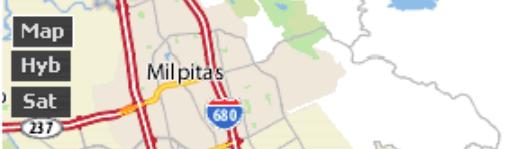
▼ My Netflix

New Top Rentals At Home Queue

Knocked Up Next
 
[Add](#) [Add](#)

Evening Bug
 
[Add](#)

▼ Local - San Jose, CA change

Map Hyb Sat
 Milpitas 680 287
[» Go to my Local profile](#)

▼ Top Stories from AP

- Gates seeks \$190 billion for wars - 1 hour ago
- Iraqi leader to address UN today - 16 minutes ago
- Violent crackdown launched in Myanmar - 25 minutes ago
- UAW, GM tentatively OK new contract - 2 hours ago

▼ Yellow Pages

Your Search: [Search](#)
Search By: Category Business Name
City & State or ZIP:

▼ BayCHI Monthly Program Events

- 2007/10/09: Panel on Advertising on social media sites - 1 day ago

▼ Yahoo Mail Preview

| From | Subject | Received |
|-----------------|---------------|---------------------------|
| David Verba | a bit of news | Wed Sep 26, 2007 09:22 am |
| Facebook | Facebook C | Wed Sep 26, 2007 09:15 am |
| 5969Van Scott | Chuck | Wed Sep 26, 2007 08:32 am |
| trina macdonald | Follow up re: | Wed Sep 26, 2007 07:29 am |
| Maike Möws | AW: AJAX in | Wed Sep 26, 2007 06:22 am |

[Refresh](#)

key principle

Interaction

prefer direct,
lightweight,
in-page interaction

Interaction

Feedback

Info

feedback principles

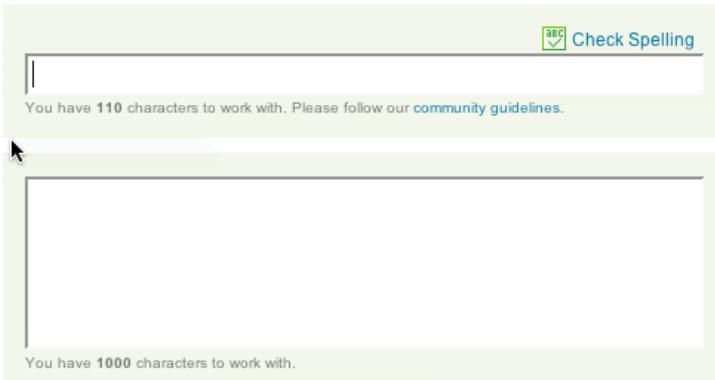
principle. give live feedback.

Ask Your Question: Enter Your Question and Check Spelling

Asking costs you 5 points. You can ask 5 more questions today.
You have 198 points. Earn more points by [answering](#) other people's questions.

1. Enter your question
Be more specific for better answers.

2. Add details (optional)
The more details you provide, the better your results will be.

A screenshot of a web-based question entry form. At the top, it says "Ask Your Question: Enter Your Question and Check Spelling". Below that, a message says "Asking costs you 5 points. You can ask 5 more questions today." and "You have 198 points. Earn more points by [answering](#) other people's questions.". The first section, "1. Enter your question", has a sub-instruction "Be more specific for better answers." and a text input field with a character count of "You have 110 characters to work with. Please follow our [community guidelines](#)." A "Check Spelling" button with a green checkmark icon is next to the input field. The second section, "2. Add details (optional)", has a sub-instruction "The more details you provide, the better your results will be." and a larger text input field with a character count of "You have 1000 characters to work with." A cursor arrow is visible on the left side of the second input field.

principle. give live feedback.

pattern. live suggest.

Ask Your Question: Enter Your Question and Check Spelling

Asking costs you 5 points. You can ask 5 more questions today.
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 [Check Spelling](#)

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2. Add details (optional)

The more details you provide, the better your results will be.

You have 1000 characters to work with.

principle. give live feedback.

pattern. live suggest.

Ask Your Question: Enter Your Question and Check Spelling

Asking costs you 5 points. You can ask 5 more questions today.
You have 198 points. Earn more points by [answering](#) other people's questions.

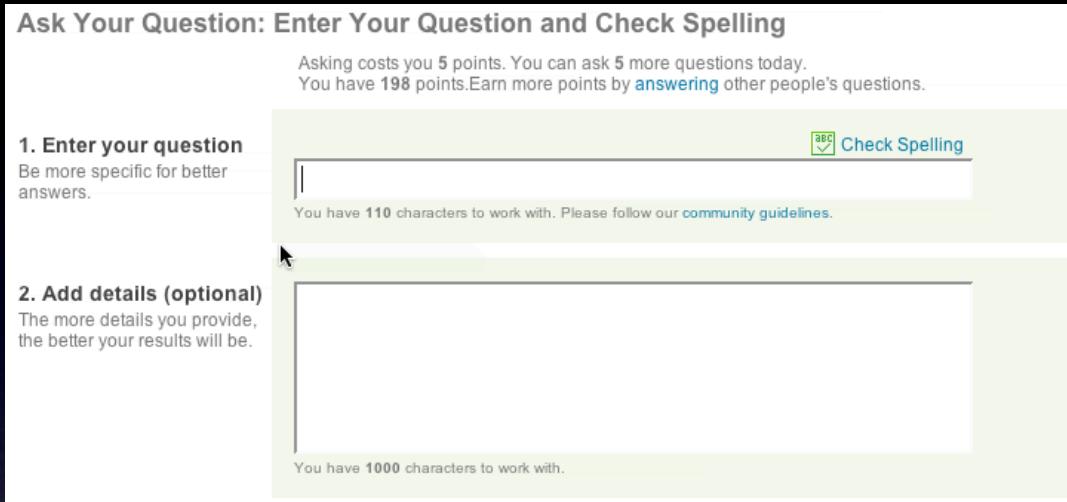
1. Enter your question
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2. Add details (optional)
The more details you provide, the better your results will be.

 [Check Spelling](#)

You have 110 characters to work with. Please follow our [community guidelines](#).

You have 1000 characters to work with.



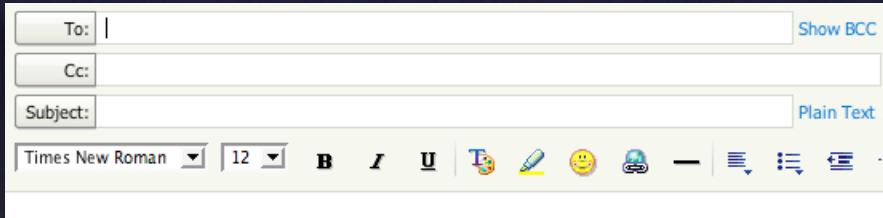
pattern. auto complete.

To: [Show BCC](#)

Cc:

Subject: [Plain Text](#)

Times New Roman 12 **B** *I* U



principle. give live feedback.

pattern. live suggest.

Ask Your Question: Enter Your Question and Check Spelling

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pattern. auto complete.

To: Show BCC

Cc:

Subject: Plain Text

Times New Roman 12 **B** *I* U                                            <img alt="

principle. give live feedback.

pattern. live suggest.

pattern. auto complete.

| | | | |
|----------|------------|--|----------|
| To: | | | Show BCC |
| Cc: | | | |
| Subject: | Plain Text | | |

Times New Roman **12** **B** **I** **U**



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Travelers

▼

Prefer Nonstop

Cabin

▼

Search multiple sites

for [hundreds of airlines](#).

pattern. periodic refresh.

Netflix Community

Millions of Members Helping You

Latest Member Reviews

(Mouse over to pause)

A movie poster for 'Bridget Jones: The Edge of Reason'. It features the main cast: Bridget Jones (Renée Zellweger), Mark Darcy (Colin Firth), and Daniel Cleaver (Patrick Marber). The poster has a purple and pink color scheme with the title 'BRIDGET JONES: THE EDGE OF REASON' prominently displayed.

Add

Bridget Jones: The Edge of Reason

A row of five stars, with the first one being purple and the others being light gray, representing a 5-star rating.

What happened to the vivid, charming, independent Bridget? The Bridg in this second movie is bumbling, paranoid, and not that bright. They have taken an incredibly charming character and turned her ...

[Read the full review](#)

JA 1493624

A small, stylized purple icon representing a user profile, showing a face and a heart.

64%

Similar to you

A movie poster for 'Godsend'. It features a man's face in a dark, dramatic setting with a red glow. The title 'GODSEND' is at the bottom.

Add

Godsend

A row of five stars, with the first two being purple and the others being light gray, representing a 3-star rating.

This movie was boring. It did not have much suspense and we only watched about 45 minutes of the movie.

ypm 1892048

A small, stylized purple icon representing a user profile, showing a face and a heart.

59%

Similar to you

A movie poster for 'Spanglish'. It features a man's face in a dark, dramatic setting with a red glow. The title 'Spanglish' is at the bottom.

Spanglish

A row of five stars, all of which are purple, representing a 5-star rating.

MS 868728

principle. give live feedback.

pattern. live suggest.

Ask Your Question: Enter Your Question and Check Spelling

Asking costs you 5 points. You can ask 5 more questions today.
You have 198 points. Earn more points by [answering](#) other people's questions.

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Be more specific for better answers.

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The more details you provide, the better your results will be.

You have 110 characters to work with. Please follow our community guidelines.

You have 1000 characters to work with.

[Check Spelling](#)

pattern. periodic refresh.

Netflix Community
Millions of Members Helping You

Latest Member Reviews (Mouse over to pause)

Bridget Jones: The Edge of Reason JA 1493624

 5  What happened to the vivid, charming, independent Bridget? The Bridg in this second movie is bumbling, paranoid, and not that bright. They have taken an incredibly charming character and turned her ... [Read the full review](#)

Godsend ypm 1892048

 3  This movie was boring. It did not have much suspense and we only watched about 45 minutes of the movie. [Read the full review](#)

Spanglish MS 868728

 3 

pattern. auto complete.

To: Show BCC

Cc:

Subject: Plain Text

Times New Roman 12 **B** *I* U             

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Round-trip One-way Multi-city

From Show Nearby Airports

Leave 2/15/2006 Time Anytime

To Show Nearby Airports

Return 2/22/2006 Time Anytime

Travelers 1 Cabin Economy

Prefer Nonstop

Search multiple sites for [hundreds of airlines](#).

pattern. busy indicator.

 Check Mail  Compose

 from: darren  Stop

principle. give live feedback.

pattern. live suggest.

pattern. auto complete.

| | | | |
|----------|--|--|----------|
| To: | | | Show BCC |
| Cc: | | | |
| Subject: | | | |

Plain Text

Times New Roman 12 **B** *I* U           



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Round-trip

One-way

Multi-city

To

Return

Time

From

Show Nearby Airports

To

Show Nearby Airports

Leave

▼

Time

▼

Return

▼

Time

▼

Travelers

▼

Cabin

▼

Prefer Nonstop

Search multiple sites for [hundreds of airlines](#).

pattern. busy indicator.

 Check Mail  Compose
 from: darren  Stop

pattern. live previews.

Find a domain name:

www.

(ex. widgetdesigns.com)

pattern. periodic refresh.

Netflix Community

Millions of Members Helping You

Latest Member Reviews

(Mouse over to pause)

A movie poster for 'Bridget Jones: The Edge of Reason' featuring the main cast: Hugh Grant, Renée Zellweger, and Jason Orange.

Add

[Bridget Jones: The Edge of Reason](#)

A row of five yellow star icons representing a 5-star rating.

What happened to the vivid, charming, independent Bridget? The Bridg in this second movie is bumbling, paranoid, and not that bright. They have taken an incredibly charming character and turned her ...

[Read the full review](#)

JA 1493624

A small, circular profile picture of a person's face.

64%

Similar to you

A movie poster for 'Godsend' featuring a man's face in a dark, dramatic setting.

Add

[Godsend](#)

A row of three yellow star icons and two gray star icons representing a 3.5-star rating.

This movie was boring. It did not have much suspense and we only watched about 45 minutes of the movie.

ypm 1892048

A small, circular profile picture of a person's face.

59%

Similar to you

A movie poster for 'Spanglish' featuring a man's face.

Add

[Spanglish](#)

MS 868728

give live feedback

Keep the goal in mind

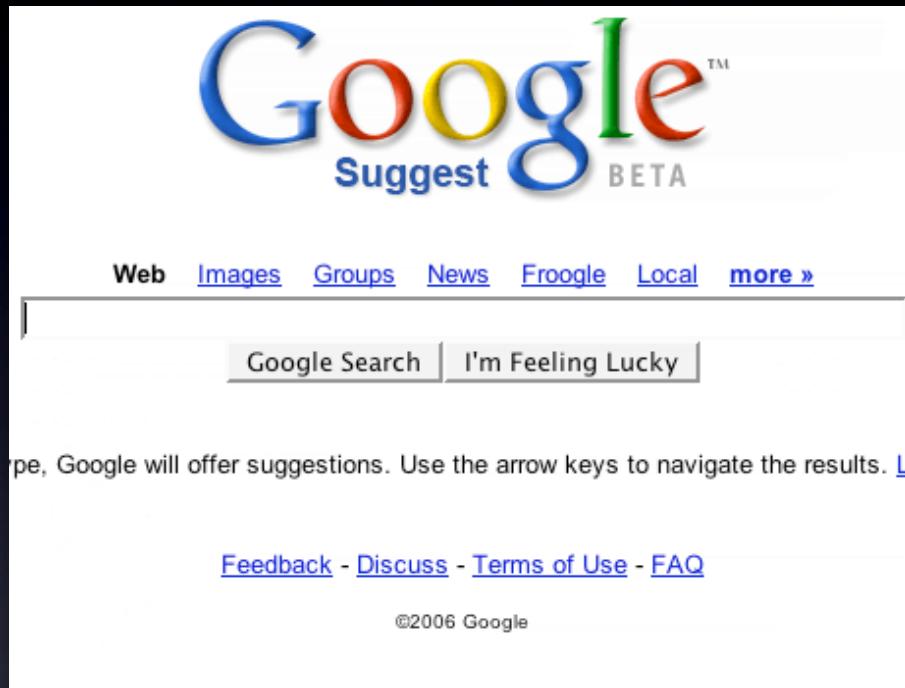
Design for relevancy

Is it narrowing or distracting

Keep the goal in mind

Design for relevancy

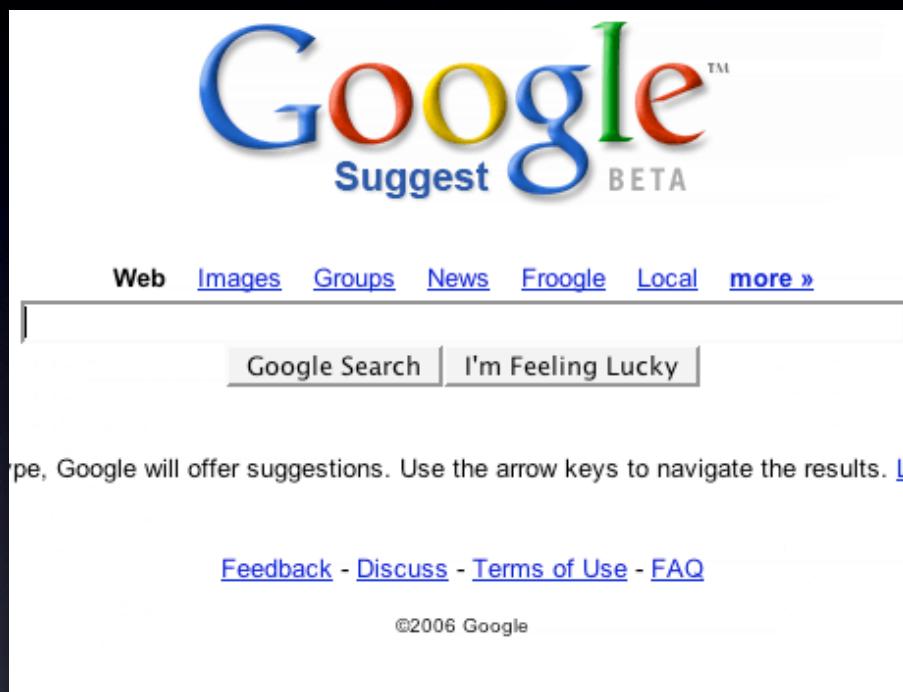
Is it narrowing or distracting



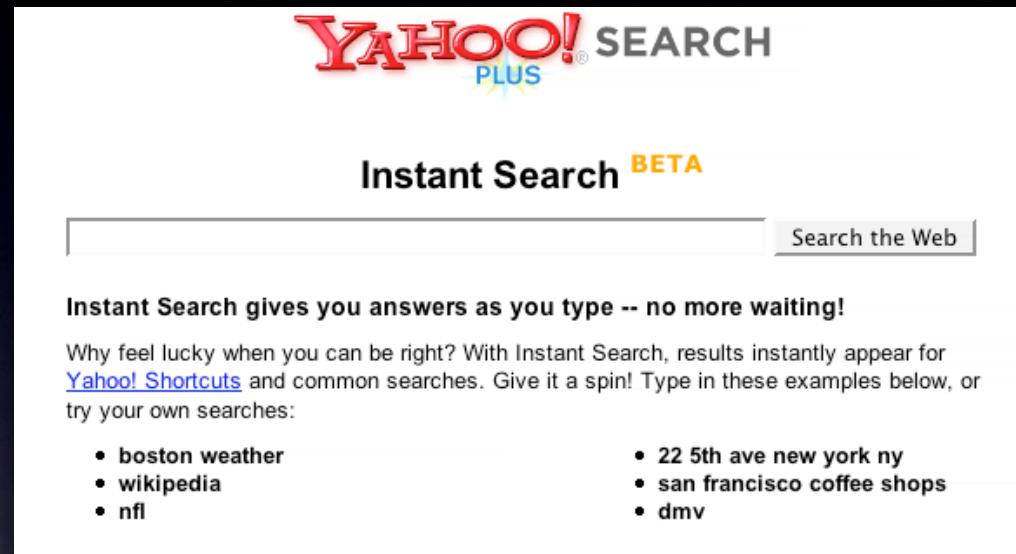
Keep the goal in mind

Design for relevancy

Is it narrowing or distracting



The screenshot shows the Google Suggest interface. At the top is the Google logo with "Suggest" and "BETA" below it. Below the logo is a horizontal menu with links: "Web", "Images", "Groups", "News", "Froogle", "Local", and "more ». A search bar contains the text "Google will offer suggestions. Use the arrow keys to navigate the results." Below the search bar are two buttons: "Google Search" and "I'm Feeling Lucky". At the bottom of the page is a footer with links: "Feedback", "Discuss", "Terms of Use", and "FAQ". The footer also includes the text "©2006 Google".



The screenshot shows the Yahoo! Instant Search interface. At the top is the Yahoo! logo with "SEARCH" and "PLUS" below it. Below the logo is the text "Instant Search BETA". To the right is a search bar with the placeholder "Search the Web". Below the search bar is the text "Instant Search gives you answers as you type -- no more waiting!". Below this text is a list of search examples: "boston weather", "wikipedia", "nfl", "22 5th ave new york ny", "san francisco coffee shops", and "dmv".

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting?

Use feedback to boost confidence

Let the user iterate where possible

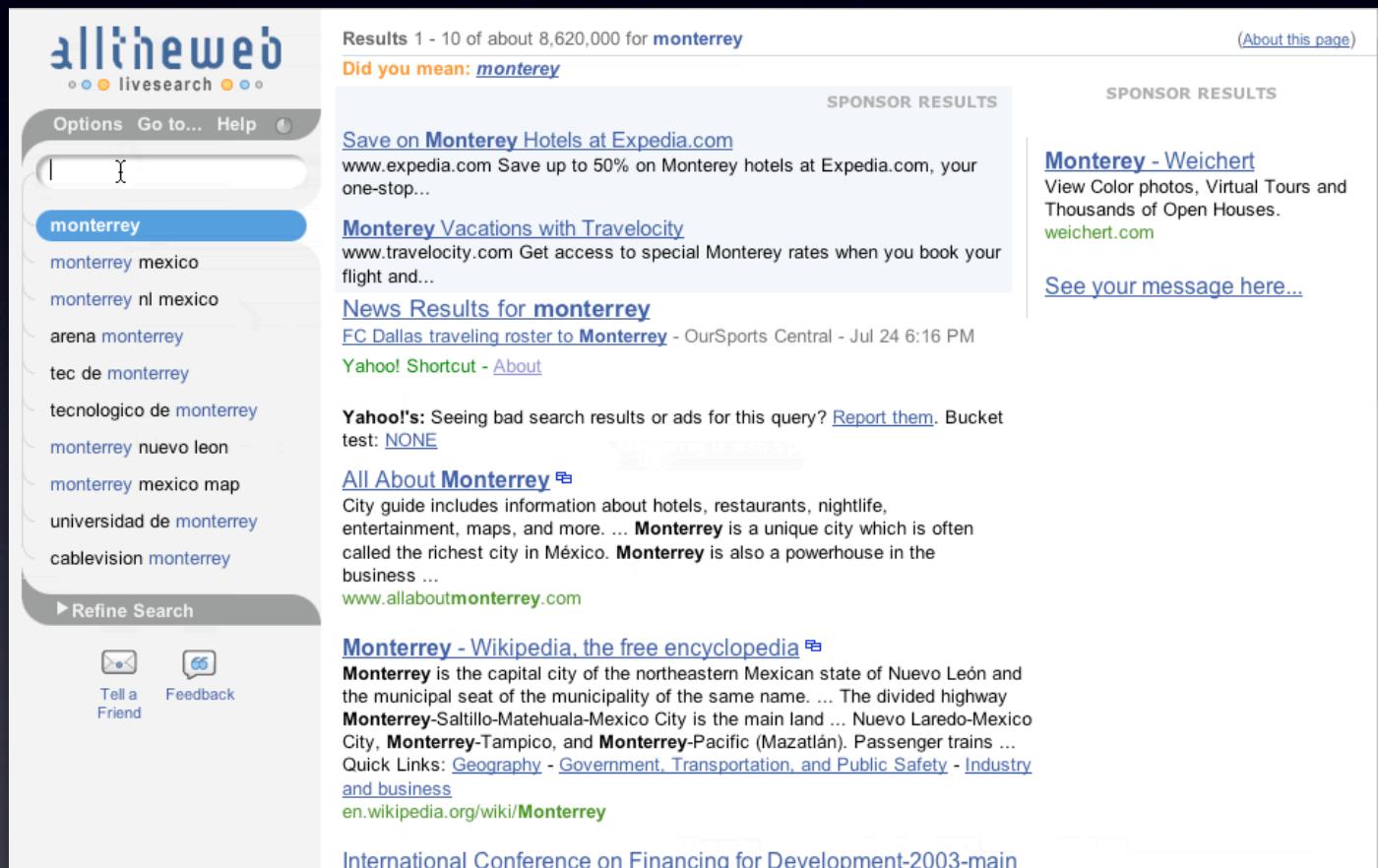
Keep the goal in mind

Design for relevancy

Is it narrowing or distracting?

Use feedback to boost confidence

Let the user iterate where possible



The screenshot shows a search results page for the query "monterrey". The search bar at the top contains "monterrey". Below the search bar is a sidebar with a list of search suggestions: "monterrey", "monterrey mexico", "monterrey nl mexico", "arena monterrey", "tec de monterrey", "tecnologico de monterrey", "monterrey nuevo leon", "monterrey mexico map", "universidad de monterrey", and "cablevision monterrey". Below the sidebar is a "Refine Search" button. The main content area displays search results. At the top of the results is a sponsored result for "Save on Monterey Hotels at Expedia.com". Below this are several organic search results: "Monterey Vacations with Travelocity", "News Results for monterrey", "All About Monterrey", and "Monterrey - Wikipedia, the free encyclopedia". The "Monterrey - Wikipedia" result is expanded, showing the first few paragraphs of the Wikipedia article. At the bottom of the page, there is a footer with links to "Tell a Friend" and "Feedback".

Results 1 - 10 of about 8,620,000 for **monterrey**
 Did you mean: [monterey](#)

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News Results for monterrey
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 Yahoo! Shortcut - [About](#)

Yahoo!'s: Seeing bad search results or ads for this query? [Report them](#). Bucket test: [NONE](#)

All About Monterrey
 City guide includes information about hotels, restaurants, nightlife, entertainment, maps, and more. ... **Monterrey** is a unique city which is often called the richest city in México. **Monterrey** is also a powerhouse in the business ...
[www.allaboutmonterrey.com](#)

Monterrey - Wikipedia, the free encyclopedia
 Monterrey is the capital city of the northeastern Mexican state of Nuevo León and the municipal seat of the municipality of the same name. ... The divided highway **Monterrey-Saltillo-Matehuala-Mexico City** is the main land ... Nuevo Laredo-Mexico City, **Monterrey-Tampico**, and **Monterrey-Pacific** (Mazatlán). Passenger trains ... Quick Links: [Geography](#) - [Government, Transportation, and Public Safety](#) - [Industry and business](#)
en.wikipedia.org/wiki/Monterrey

[International Conference on Financing for Development-2003-main](#)

[Tell a Friend](#) [Feedback](#)

give live feedback

Shape user perception

Make time pass faster

Make application feel more responsive

give live feedback

Shape user perception

Make time pass faster

Make application feel more responsive

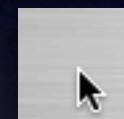
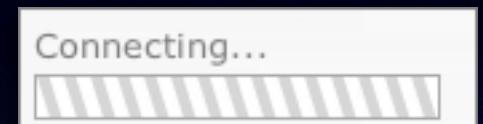


give live feedback

Shape user perception

Make time pass faster

Make application feel more responsive



Prevent errors before-hand

Ounce of preventive design worth pound of error-handling
Look before you leap
Use live-previews

Required information for Google account

Your current email address: e.g. myname@example.com. This will be your username and sign-in.

Choose a password: Minimum of 6 characters in length. Password strength: Too short

Prevent errors before-hand

Ounce of preventive design worth pound of error-handling
Look before you leap
Use live-previews

give live feedback

Find a domain name:

www.
(ex. widgetdesigns.com)

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be your username and sign-in.

Choose a password:
Minimum of 6 characters in length.

[Password strength: Too short](#)

Prevent errors before-hand

Ounce of preventive design worth pound of error-handling
Look before you leap
Use live-previews

http://levdr.nvm.com - Dressing Room

Landsend.com PERSONALIZE MY VIRTUAL MODEL MY FIT E-MAIL MY MODEL HELP

What you're wearing: Sweaters

Men's Cashmere Turtleneck Sweater
Product Details \$129.50 What's my size? Choose a color: Buy this item Remove Item

Great go together Items that go great with what you are wearing view >

Turn zoom sign in create mymodel remove outfit buy outfit

© My Virtual Model Inc., 2004. Privacy policy Terms of service My Virtual Model Experience

give live feedback

Find a domain name:

www. (ex. widgetdesigns.com)

Required information for Google account

Your current email address: e.g. myname@example.com. This will be your username and sign-in.

Choose a password: [Password strength: Too short](#) Minimum of 6 characters in length.

Prevent errors before-hand
Ounce of preventive design worth pound of error-handling
Look before you leap
Use live-previews

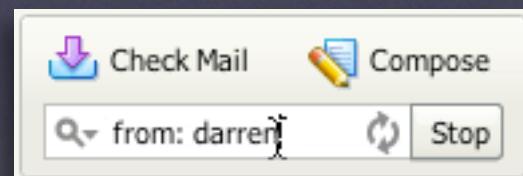
Keep feedback focused

- Avoid side-noise (peripheral distractions)
- Use laws of proximity in context feedback
- Respect feedback bandwidth

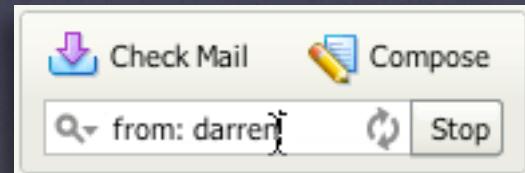
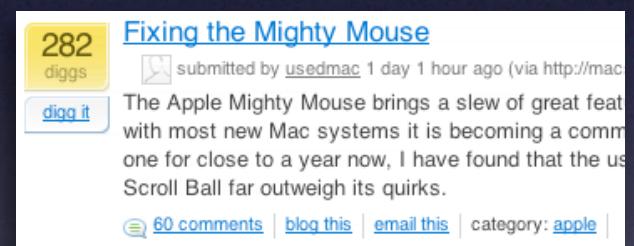
give live feedback

Keep feedback focused

Avoid side-noise (peripheral distractions)
Use laws of proximity in context feedback
Respect feedback bandwidth



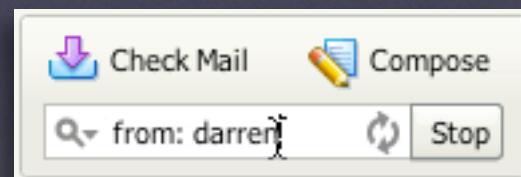
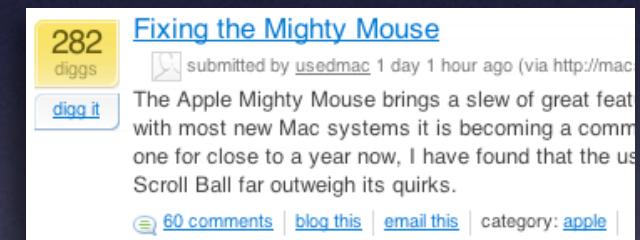
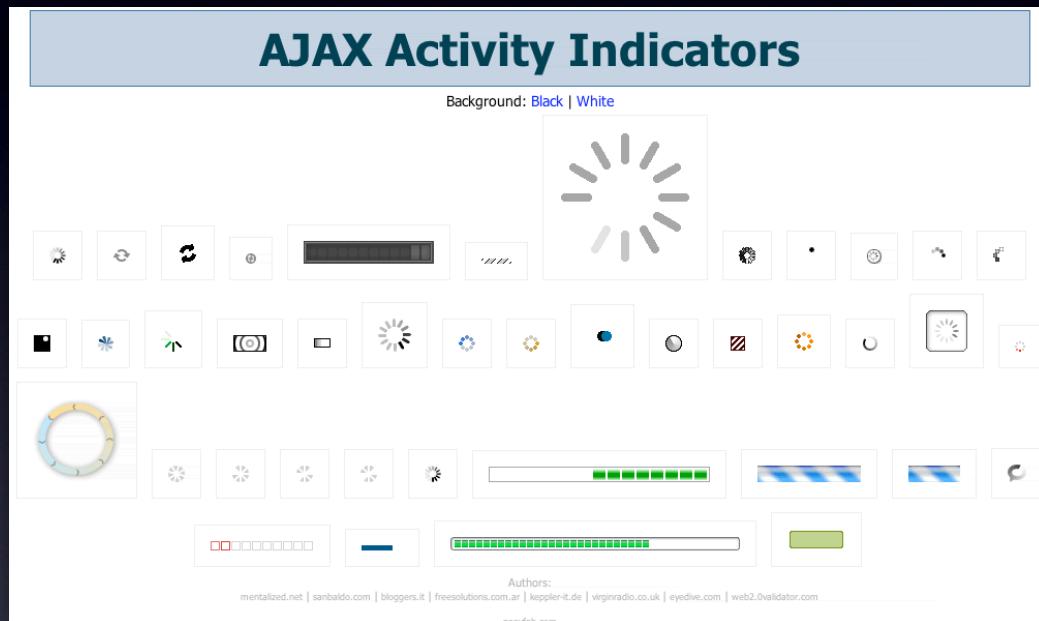
give live feedback



Keep feedback focused

- Avoid side-noise (peripheral distractions)
- Use laws of proximity in context feedback
- Respect feedback bandwidth

give live feedback



Keep feedback focused

Avoid side-noise (peripheral distractions)
Use laws of proximity in context feedback
Respect feedback bandwidth

Keep feedback focused

- Use laws of proximity in context feedback
- Respect feedback bandwidth
- Avoid side-noise (periphial distractions)
- Use nuance

give live feedback

The screenshot shows a web interface for Blueprint music. At the top, there's a navigation bar with 'Search' and 'POWERED BY LASZLO' on the left, and 'IN ASSOCIATION WITH amazon.com.' on the right. On the left side, there's a sidebar titled 'Your Recommendations:' listing several albums with their artists and prices. Each recommendation includes a small thumbnail, the album title, the artist, and the price. Below each entry are three buttons: a blue 'i' button, a grey '+ cart' button, and a grey '+ list' button. To the right of the recommendations is a vertical sidebar with three buttons: 'SHOPPING CART ::', 'WISH LIST ::', and 'CHECK OUT ::'. The main content area is a large white space.

| Album | Artist | Our Price |
|-------|--|-----------|
| | Come Away with Me Norah Jones | \$10.97 |
| | Bounce Bon Jovi | \$13.98 |
| | Up! Shania Twain | \$12.99 |
| | Buena Vista Social Club Ry Cooder | \$13.99 |
| | Lost in Space Aimee Mann | \$13.99 |
| | Sacred Love Sting | \$18.98 |
| | The Rising Bruce Springsteen | \$8.99 |
| | Nothing's in Vain Youssou N'Dour | \$18.98 |
| | Under Rug Swept Alanis Morissette | \$9.99 |
| | Midnight Radio Big Head Todd & the Monsters | \$17.98 |

Keep feedback focused

Use laws of proximity in context feedback
Respect feedback bandwidth
Avoid side-noise (peripheral distractions)
Use nuance

give live feedback

The screenshot shows a music recommendation interface. At the top, it says "POWERED BY LASZLO" and "IN ASSOCIATION WITH amazon.com". The main content area is titled "Your Recommendations:" and lists several albums with their artists, prices, and "add to cart" and "add to list" buttons. The albums listed are:

- Come Away with Me by Norah Jones, Our Price: \$10.97
- Bounce by Bon Jovi, Our Price: \$13.98
- Up! by Shania Twain, Our Price: \$12.99
- The Rising by Bruce Springsteen, Our Price: \$8.99
- Buena Vista Social Club by Ry Cooder, Our Price: \$13.99
- Nothing's in Vain by Youssou N'Dour, Our Price: \$18.98
- Lost in Space by Aimee Mann, Our Price: \$13.99
- Under Rug by Alanis Morissette, Our Price: \$13.99
- Midnight Rain by Big Head Todd, Our Price: \$13.99
- Sacred Love by Sting, Our Price: \$18.98

On the right, there is a sidebar titled "Jaldi Search India: Find Top Picks, Related Results" with a sub-instruction "Find what you seek in India by searching Web pages, Auctions, Books, Music, Electronics, E-products or News- all from same place: Top picks, related results." Below this are buttons for "SHOPPING CART ::", "WISH LIST ::", and "CHECK OUT ::". At the bottom of the sidebar, there is a search bar with the placeholder "Search" and a "Search" button. The search bar also has the text "Ajax - search results".

Keep feedback focused

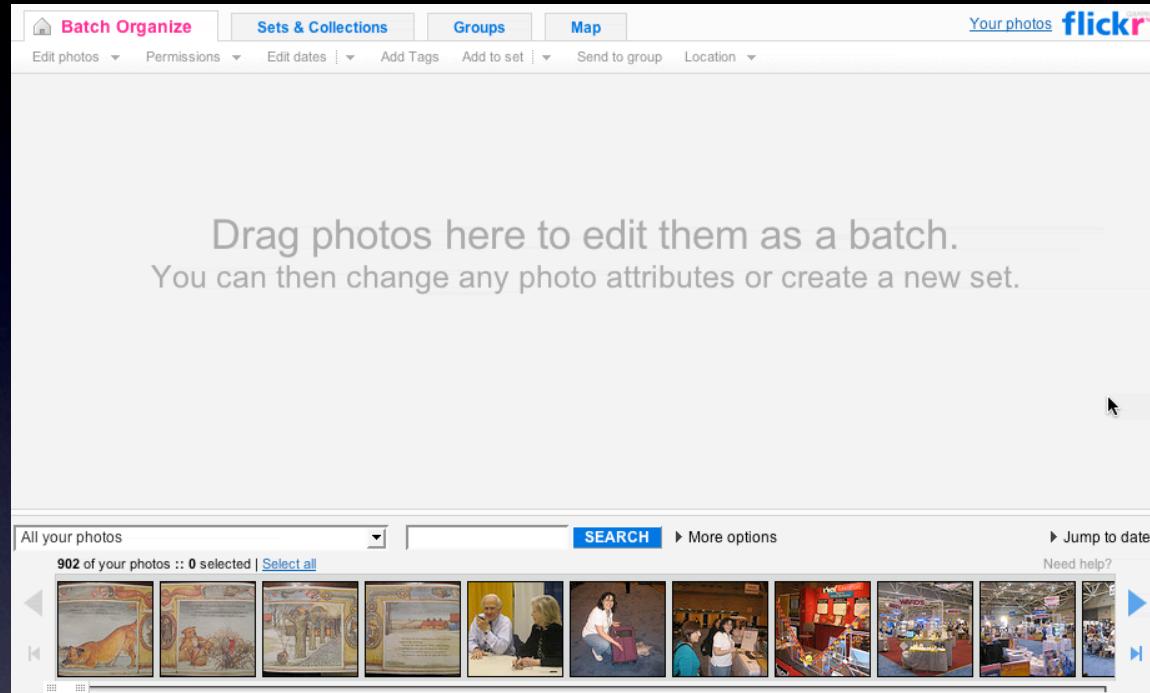
Use laws of proximity in context feedback

Respect feedback bandwidth

Avoid side-noise (peripheral distractions)

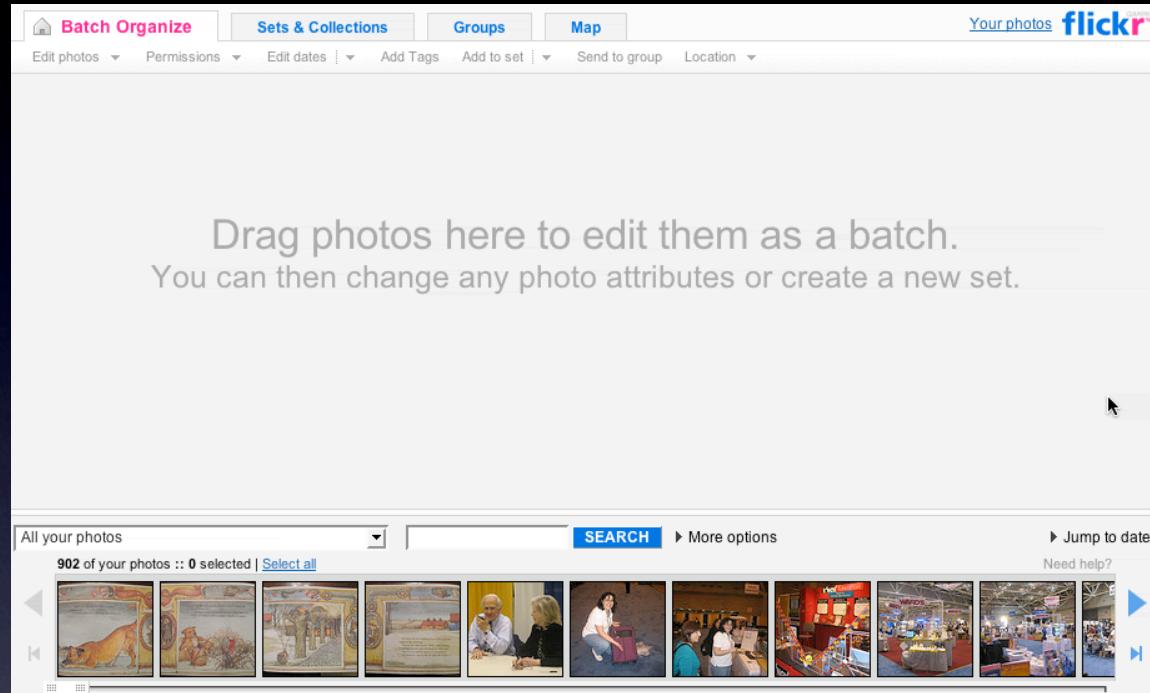
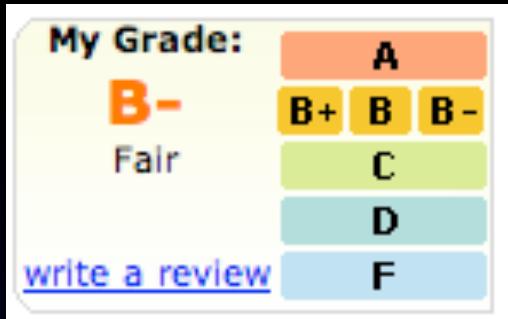
Use nuance

principle. offer an invitation.



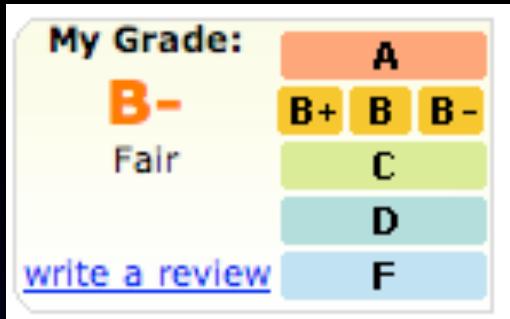
principle. offer an invitation.

pattern. **hover invitation.**

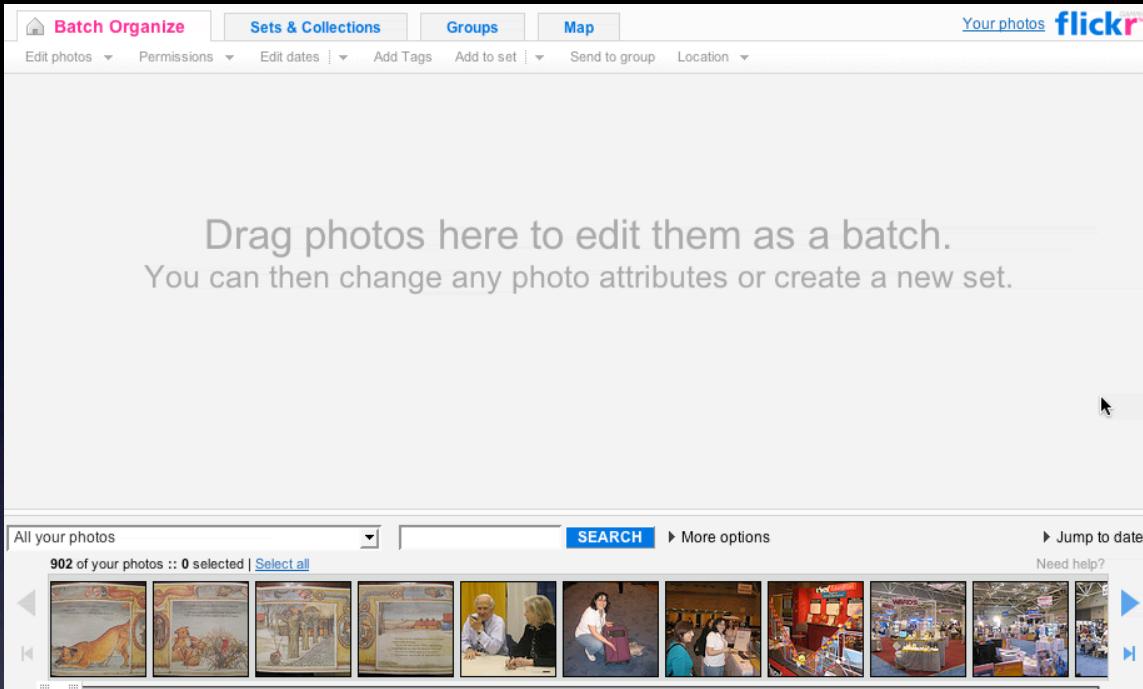


principle. offer an invitation.

pattern. **hover invitation.**



pattern. **drag invitation. drop invitation.**

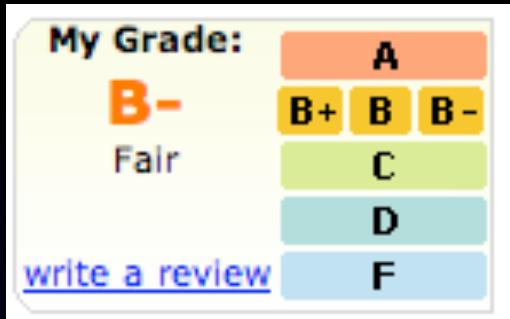


pattern. **tour invitation.**

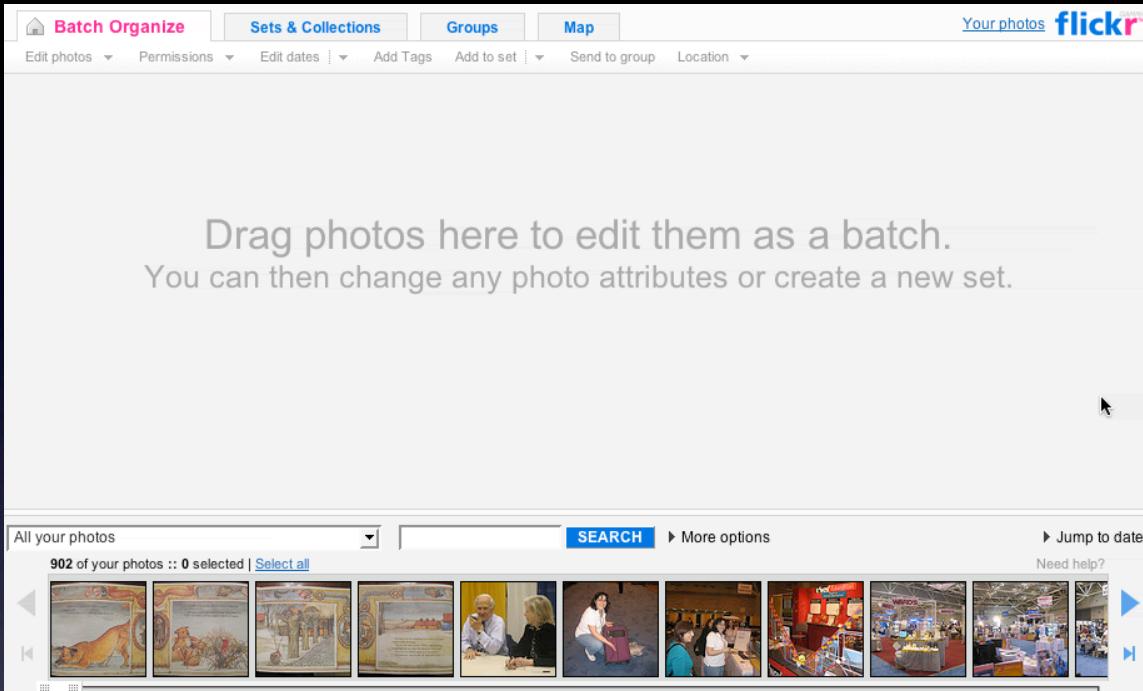


principle. offer an invitation.

pattern. **hover invitation.**



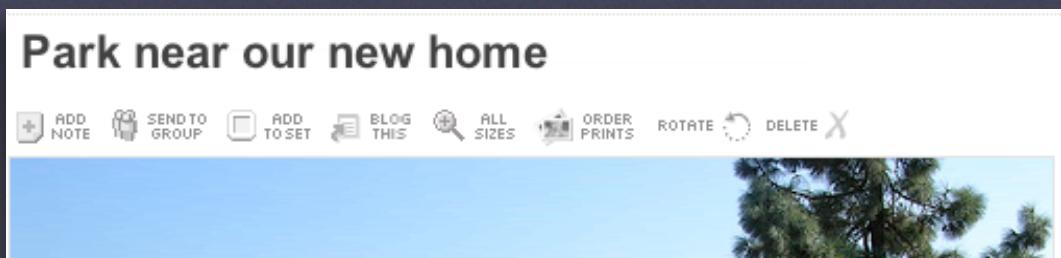
pattern. **drag invitation. drop invitation.**



pattern. **tour invitation.**



pattern. **tooltip invitation + hover invitation + cursor invitation.**

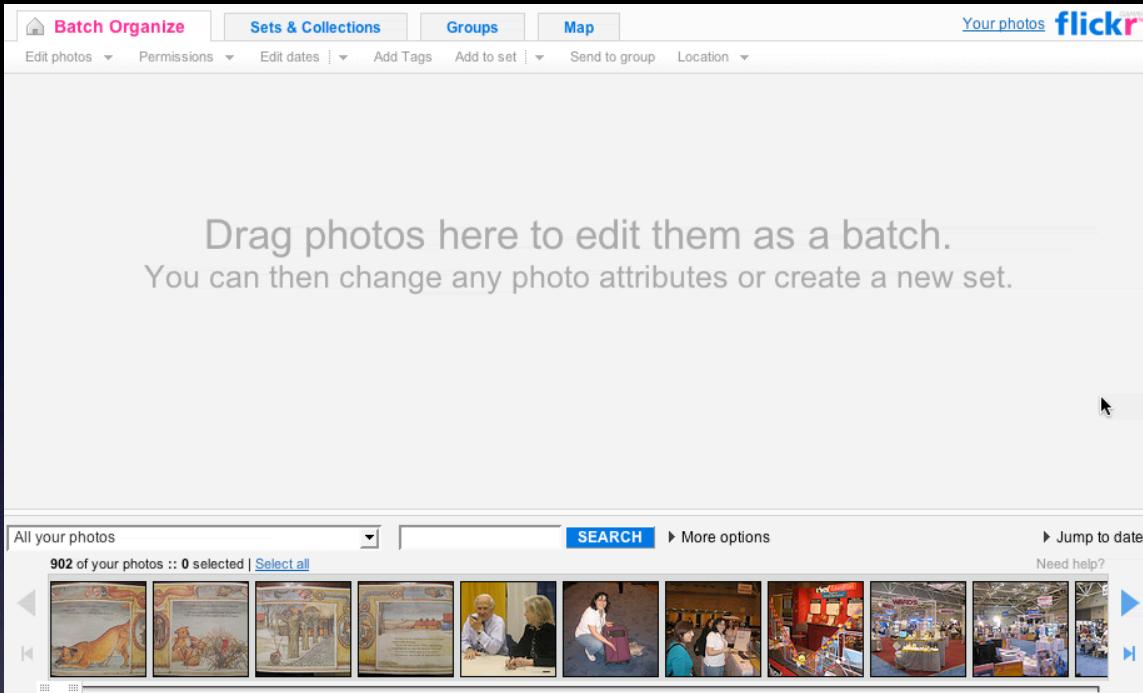


principle. offer an invitation.

pattern. **hover invitation.**



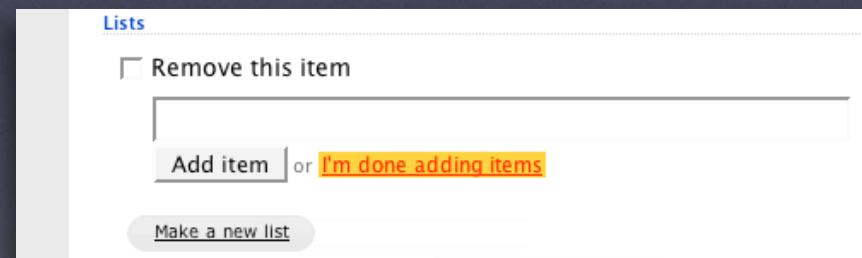
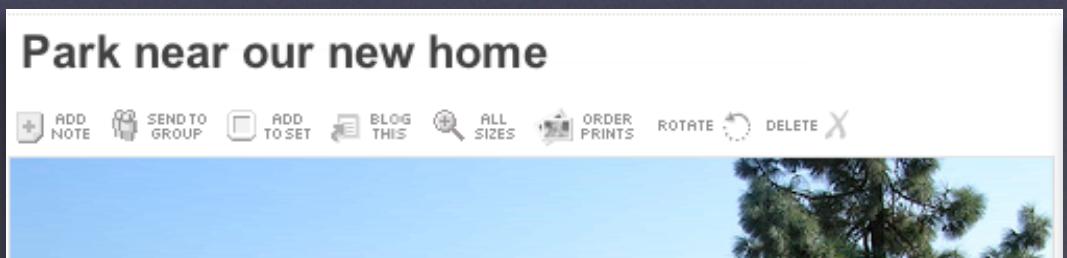
pattern. **drag invitation. drop invitation.**



pattern. **tour invitation.**



pattern. **tooltip invitation + hover invitation + cursor invitation.**



Discoverability

No easy answer
Use the hover to reveal interaction
Use the familiar to teach the new
Tours are generally a band-aid
Can't flag all interactions

Discoverability

No easy answer
Use the hover to reveal interaction
Use the familiar to teach the new
Tours are generally a band-aid
Can't flag all interactions



State park near our home in San Jose

5 photos | [Add a comment?](#)

Photos are from
22 Oct 05.

Discoverability

No easy answer
Use the hover to reveal interaction
Use the familiar to teach the new
Tours are generally a band-aid
Can't flag all interactions



State park near our home in San
Jose



Click to edit

5 photos | [Add a comment?](#)

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Discoverability

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Jose

Click to edit

5 photos | [Add a comment?](#)

Photos are from
22 Oct 05.

Lists

Remove this item

[Add item](#) or [I'm done adding items](#)

[Make a new list](#)

Discoverability

No easy answer

Use the hover to reveal interaction

Use the familiar to teach the new

Tours are generally a band-aid

Can't flag all interactions



State park near our home in San
Jose

Click to edit

5 photos | [Add a comment?](#)

Photos are from
22 Oct 05.

A screenshot of a Yahoo! search results page. The page features a blue header with tabs for 'Search Smarter...', 'Find it Faster...', and 'Get Personal.'. Below the header is a search bar with the text 'Search:'. A yellow 'Web Search' button is to the right of the search bar. The main content area shows search results for 'PEPSI COOL TONES AND MOTOROLA PHONES'. On the left, there's a sidebar with links to various Yahoo! services like Autos, Finance, and Sports. A prominent blue overlay box in the center of the page says 'Search smarter' and 'Find things faster and easier with handy tabs to narrow your search'. It lists three bullet points: 'Search the Web on any topic', 'Click a tab to focus your search on Images, Video, Local and more', and 'Try Yahoo! Answers: A new place to get real answers from real people'. At the bottom of this overlay is a 'Next >' button. The overall layout is a mix of dark and light colors with a clean, modern design.

Discoverability

No easy answer

Use the hover to reveal interaction

Use the familiar to teach the new

Tours are generally a band-aid

Can't flag all interactions



State park near our home in San
Jose

Click to edit

5 photos | [Add a comment?](#)

Photos are from
22 Oct 05.

Pick Up at the Store

| | |
|----------------------|--|
| Edit | <input type="checkbox"/> Chips |
| Edit | <input type="checkbox"/> Orange Juice2 |
| Edit | <input type="checkbox"/> Milk |
| Edit | <input type="checkbox"/> Bread |
| Edit | <input type="checkbox"/> Tomatoes |
| Edit | <input type="checkbox"/> Lettuce |

[Add Item](#) | [Reorder](#)

Lists

Remove this item

[Add item](#) or [I'm done adding items](#)

[Make a new list](#)

1 Search Smarter... 2 Find it Faster... 3 Get Personal. [Next >](#) [Close](#)

Switch to old page [Yahoo! Tech: TV tune-up makeover. Sponsored by Verizon Wireless.](#)

YAHOO! [Web](#) | [Images](#) | [Video](#) | [Audio](#) | [Directory](#) | [Local](#) | [News](#) | [Shopping](#)

Search: [Web Search](#)

[Yahoo! Answers: Ask a question | Answer questions](#)

Page Options [Close](#)

Hi, **b.scott** [Sign Out](#)

[Mail](#) [Messenger](#) [Radio](#)

[Weather](#) 59° - 88° [Local](#) [Movies](#)

Find things faster and easier with handy tabs to narrow your search

• Search the Web on any topic

• Click a tab to focus your search on Images, Video, Local and more

• Try Yahoo! Answers: A new place to get real answers from real people

[Next >](#)

PEPSI COOL TONES AND MOTOROLA PHONES

Pepsi Cool Tones

offer an invitation

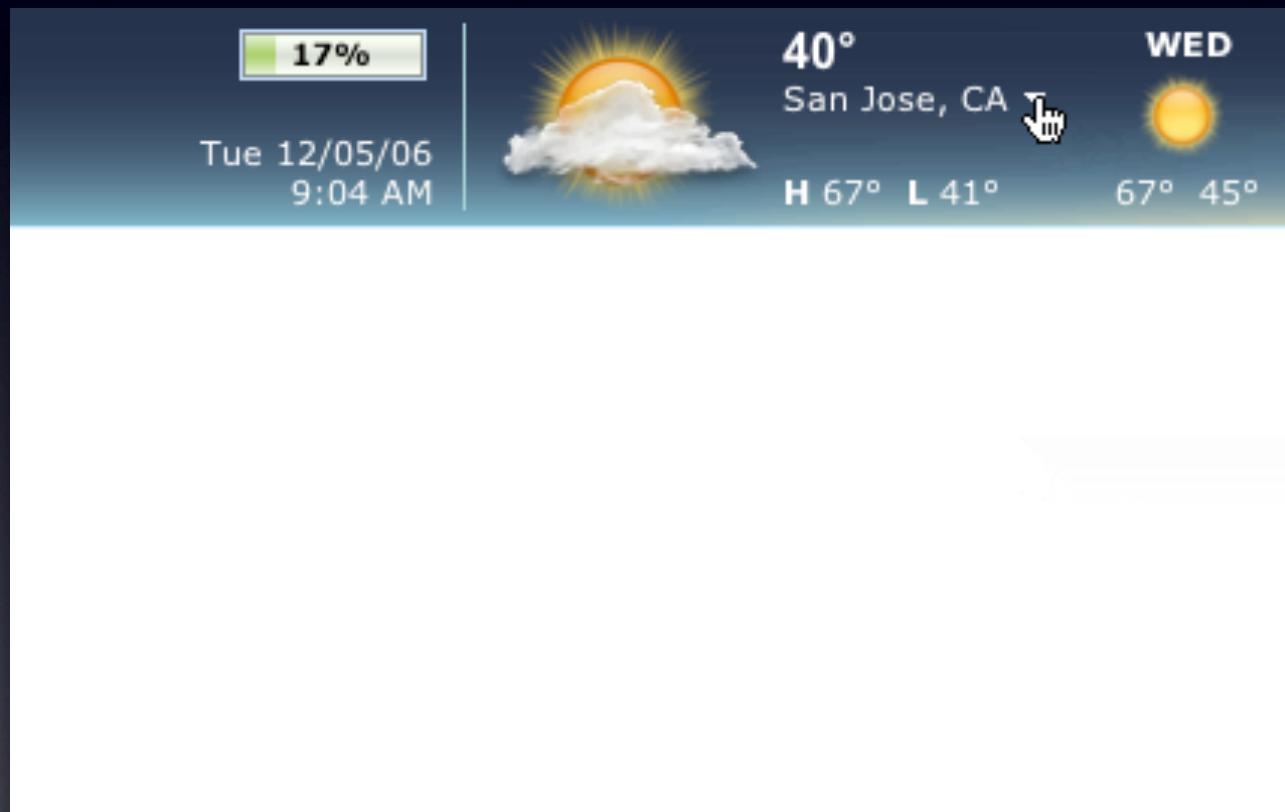
Bridge the new with the old

Hyperlinks as actions
Reveal with hovers
Drop down clues

offer an invitation

Bridge the new with the old

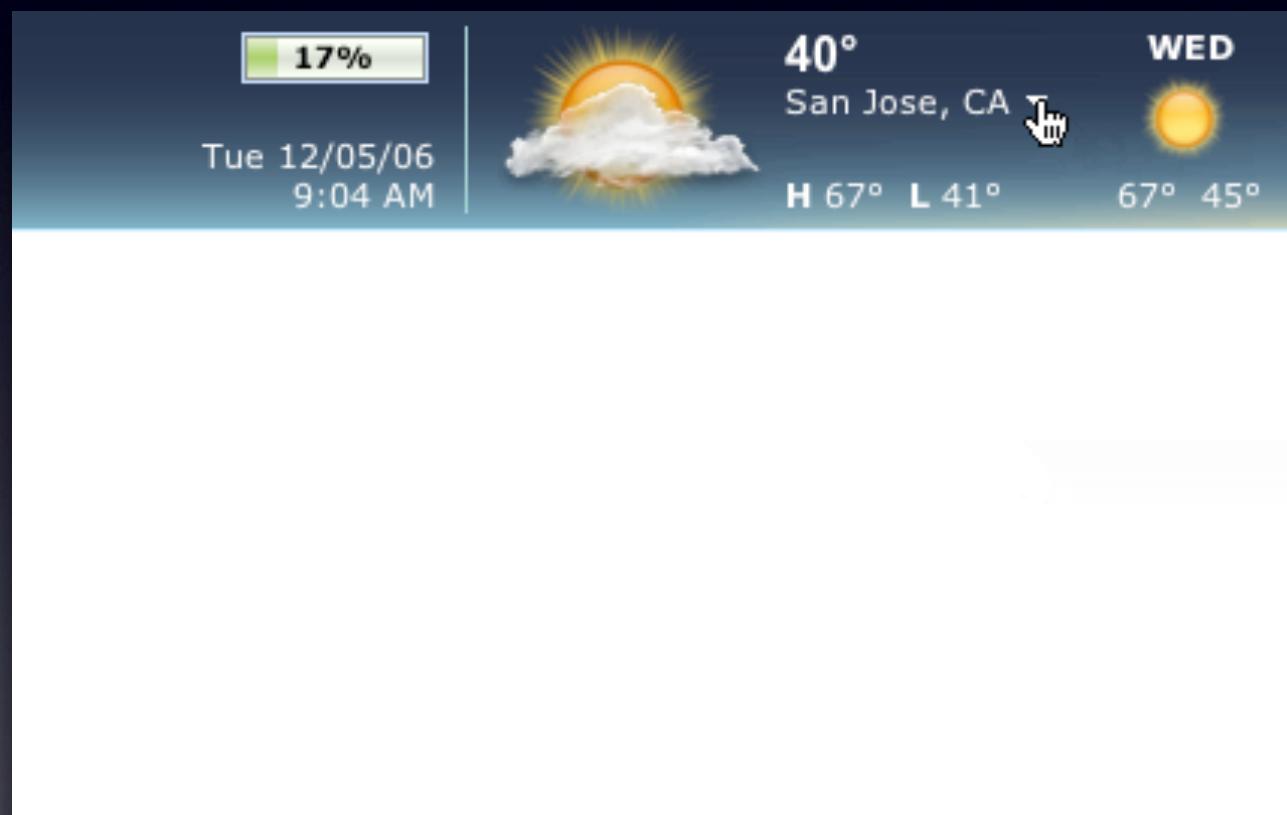
Hyperlinks as actions
Reveal with hovers
Drop down clues



offer an invitation

Bridge the new with the old

Hyperlinks as actions
Reveal with hovers
Drop down clues



Pick Up at the Store

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

offer an invitation

Bridge the new with the old

Hyperlinks as actions
Reveal with hovers
Drop down clues



17%

Tue 12/05/06 9:04 AM

40° San Jose, CA 

H 67° L 41° 67° 45°

Pick Up at the Store

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

 **Ianzilla pro** says:
...with biscuits and gravy and all the fixins...
Posted 16 hours ago. ([permalink](#))

Add your comment 

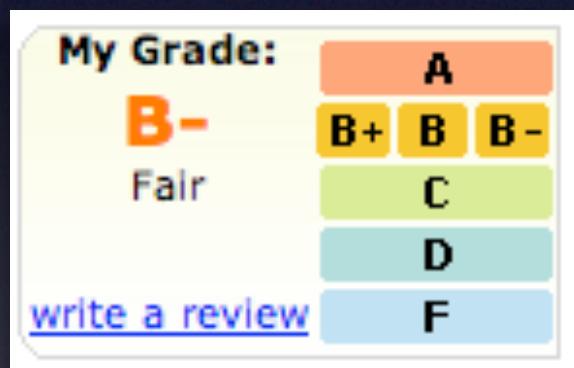
(Some HTML is OK.)

offer an invitation

Make it inviting

Treat it as a welcome mat
Use hover, cursor, tooltip, and page
Keep the noise down

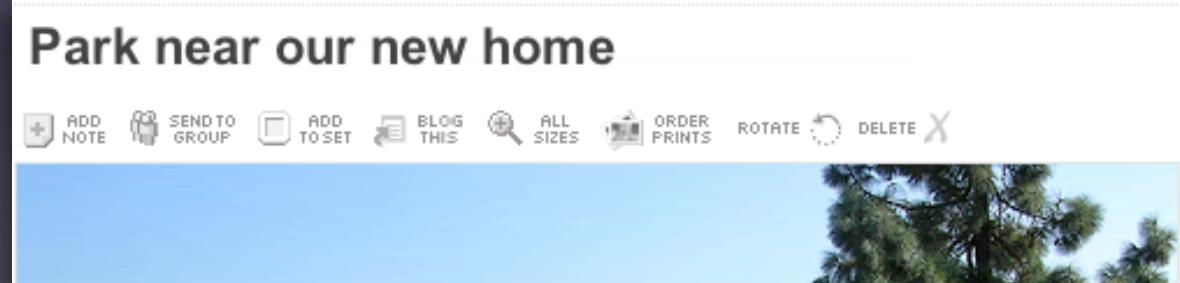
offer an invitation



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Use hover, cursor, tooltip, and page
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offer an invitation



Make it inviting
Treat it as a welcome mat
Use hover, cursor, tooltip, and page
Keep the noise down

offer an invitation



Batch Organize Your Sets

Finished? [Go home!](#) flickr

Edit photos Permissions Edit dates Add tags Add to set

All your photos 153 of your photos :: 0 selected | [Select all](#)

SEARCH More options Jump to date

Park near our new home

ADD NOTE SEND TO GROUP ADD TO SET BLOG THIS ALL SIZES ORDER PRINTS ROTATE DELETE

Make it inviting
Treat it as a welcome mat
Use hover, cursor, tooltip, and page
Keep the noise down

offer an invitation

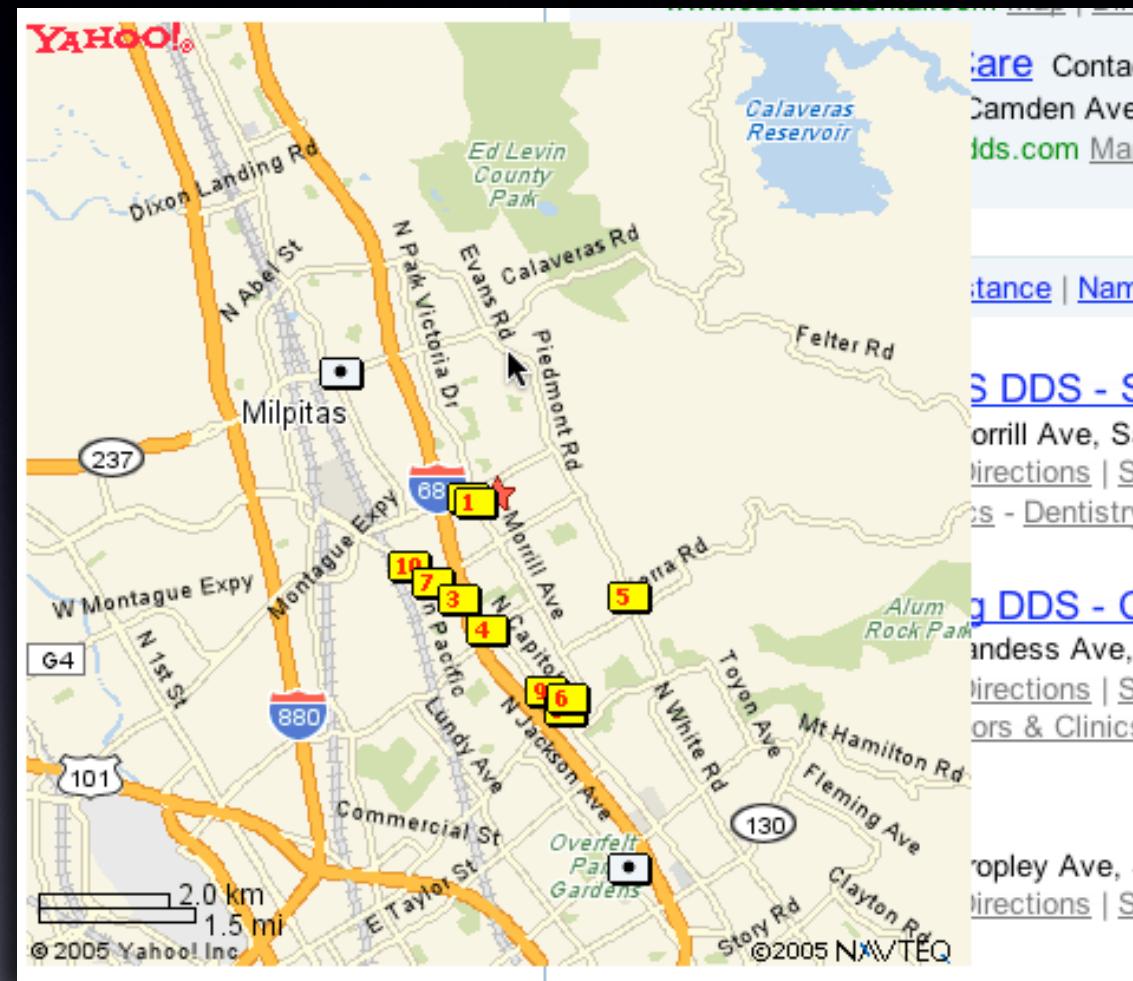
Keep actions out of it

Let the user feel free to explore
Don't proselytize

offer an invitation

Keep actions out of it

Let the user feel free to explore
Don't proselytize



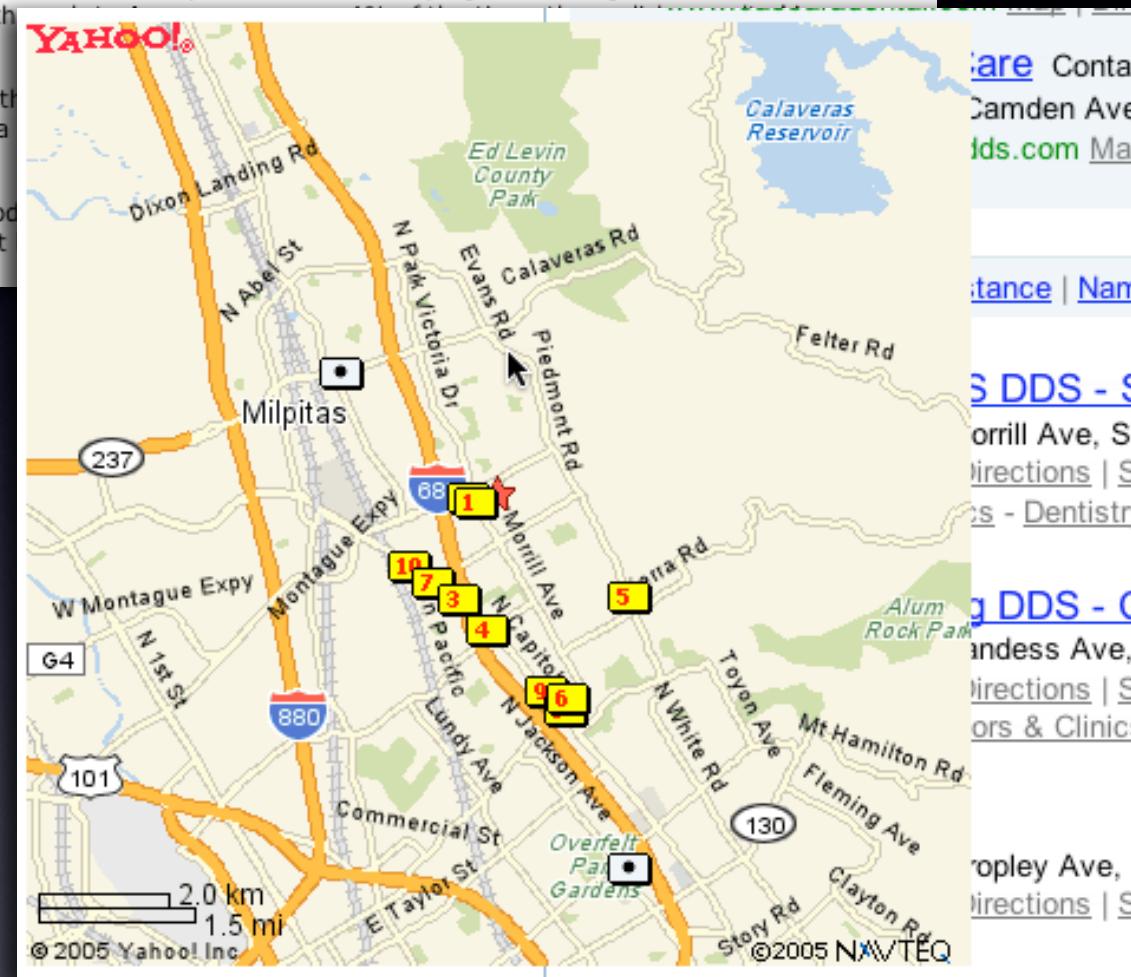
To see a product preview in action, hover over the link below.



Forty Associates recently added product previews to their Web site as part of a small beta program. During the beta, visitors to Associate sites who viewed a product preview clicked the link to purchase nearly 6% of the time.

Now we're opening the beta up to all Associates to further encourage purchases. Any visitor to an Associate site through a product preview-enhanced link will receive a [discount](#) on their purchase. [Click here](#) to test product previews.

Don't worry if you don't already have Basic Display Product Preview set up on your site. [Click here](#) for answers to questions you might have.

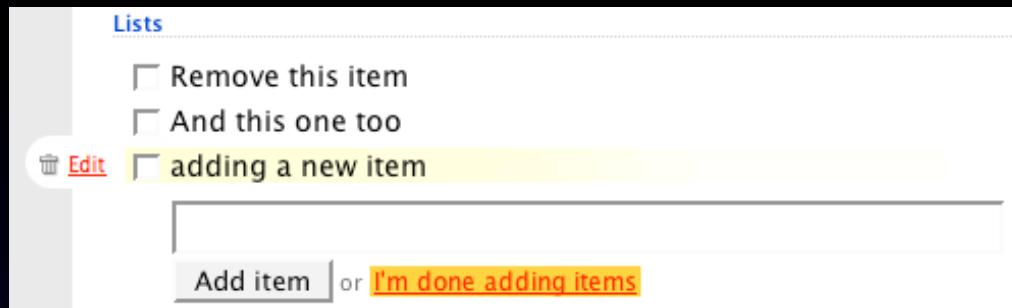


Keep actions out of it
Let the user feel free to explore
Don't proselytize

principle. show transitions.

principle. show transitions.

pattern. fade transition + self-healing transition.



principle. show transitions.

pattern. fade transition + self-healing transition.

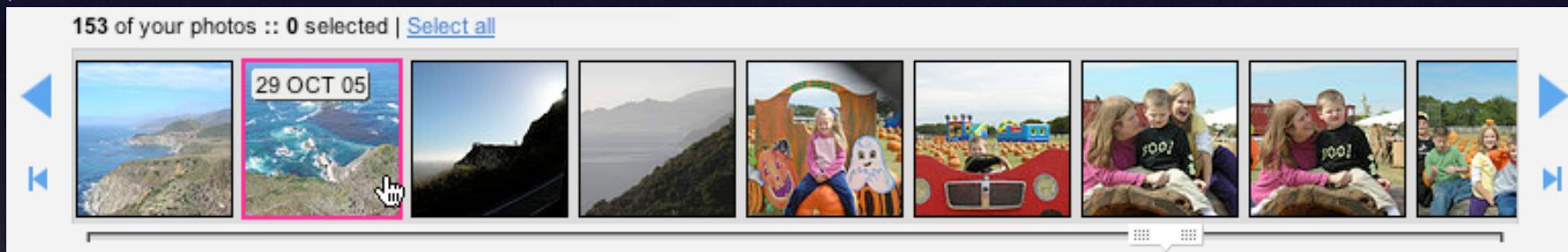
Lists

- Remove this item
- And this one too
- adding a new item

[Edit](#)

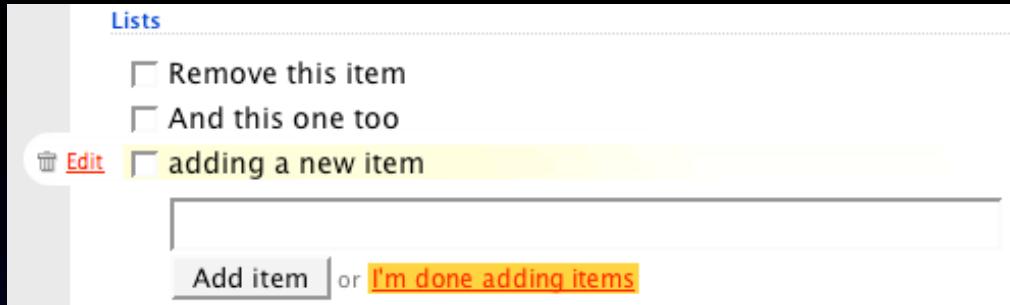
[Add item](#) or [I'm done adding items](#)

pattern. slide transition.

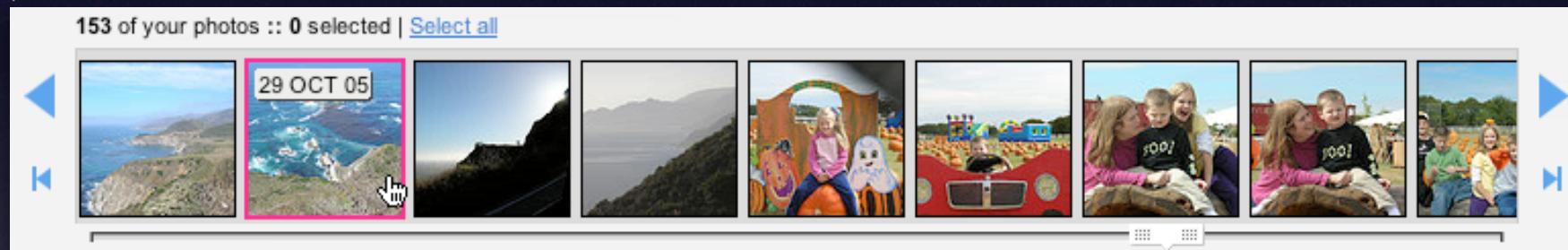


principle. show transitions.

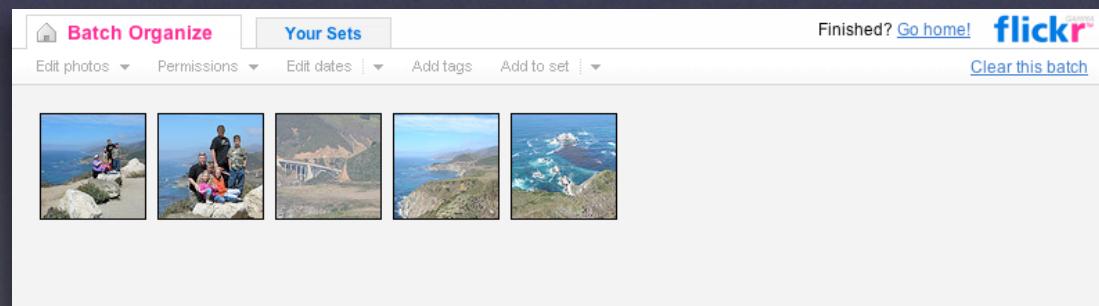
pattern. fade transition + self-healing transition.



pattern. slide transition.

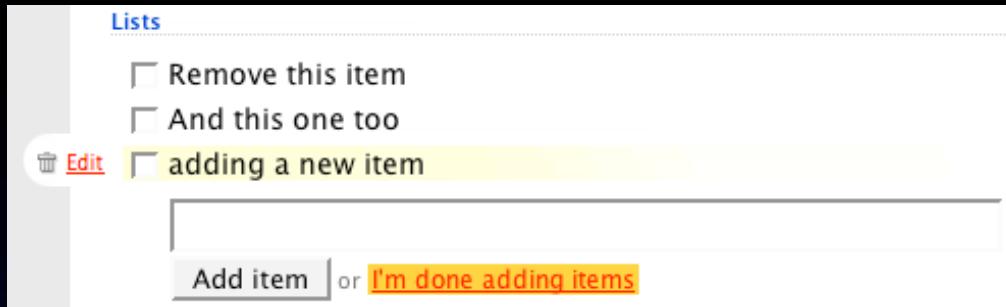


pattern. active spotlight.



principle. show transitions.

pattern. **fade transition + self-healing transition.**



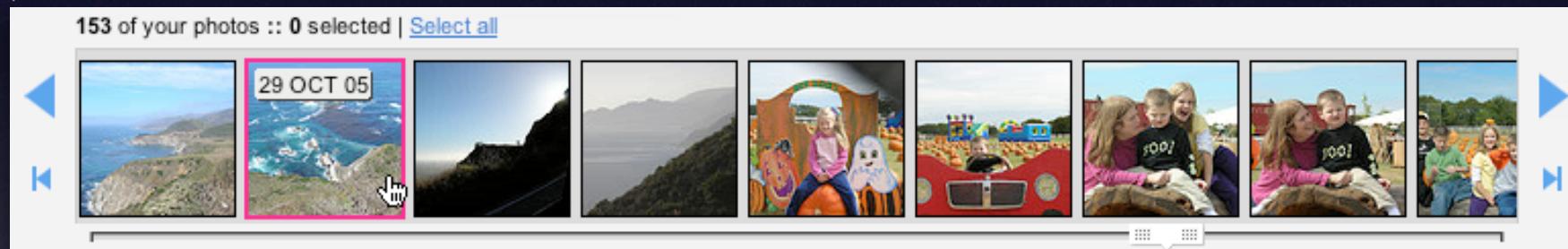
Lists

- Remove this item
- And this one too
- adding a new item

[Edit](#)

Add item or [I'm done adding items](#)

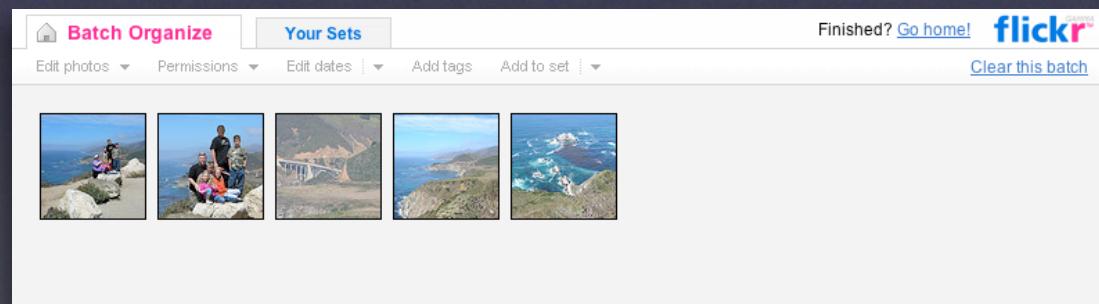
pattern. **slide transition.**



153 of your photos :: 0 selected | [Select all](#)

[◀◀](#) [◀](#) [▶](#) [▶▶](#)

pattern. **active spotlight.**

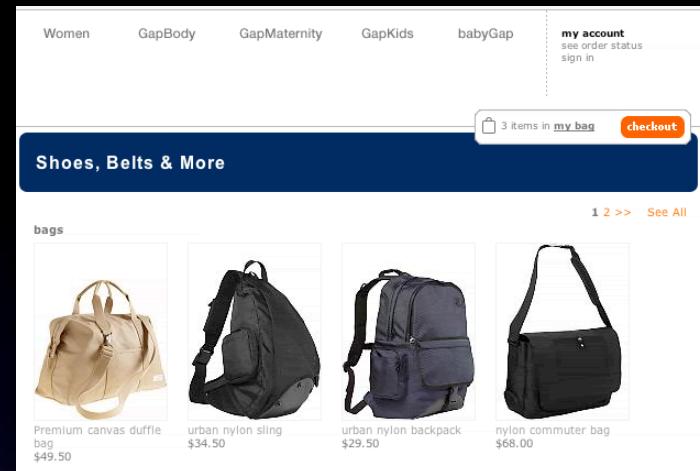


[Batch Organize](#) [Your Sets](#)

Finished? [Go home!](#) [flickr](#)

[Edit photos](#) [Permissions](#) [Edit dates](#) [Add tags](#) [Add to set](#)

[Clear this batch](#)



Women GapBody GapMaternity GapKids babyGap

my account see order status sign in

3 items in [my bag](#) [checkout](#)

Shoes, Belts & More

1 2 >> See All

bags

| Item | Price |
|---------------------------|---------|
| Premium canvas duffle bag | \$49.50 |
| urban nylon sling | \$34.50 |
| urban nylon backpack | \$29.50 |
| nylon commuter bag | \$68.00 |

pattern. **zoom box.**

show transitions

Speak to the brain

Understanding attention processing

show transitions

Speak to the brain

Understanding attention processing

MIND HACKS

Tips & Tools for Using Your Brain



Tom Stafford &
Matt Webb

O'REILLY®

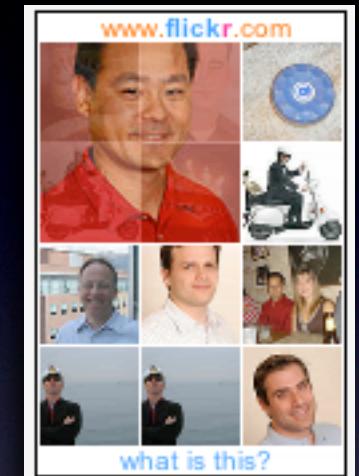
Foreword by Steven Johnson, author of Mind Wide Open

Speak to the brain

Understanding attention processing
Sending the wrong message

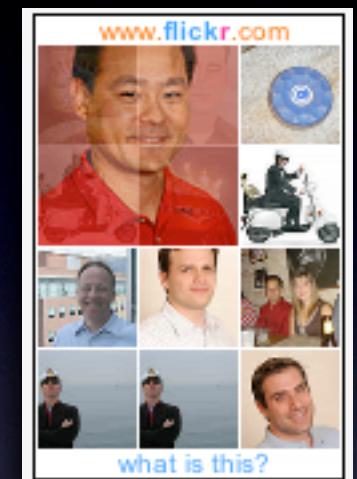
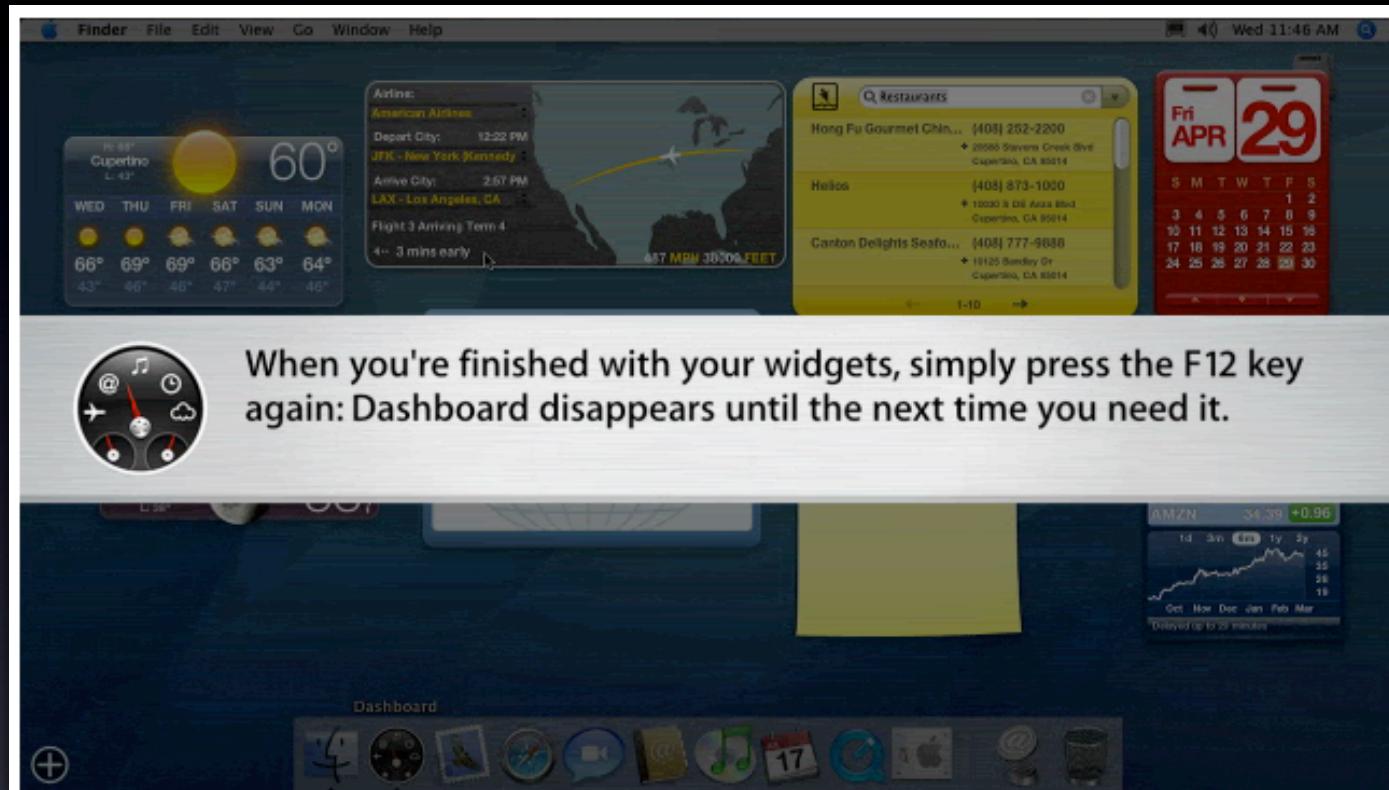
Speak to the brain

Understanding attention processing
Sending the wrong message



Speak to the brain

Understanding attention processing
Sending the wrong message



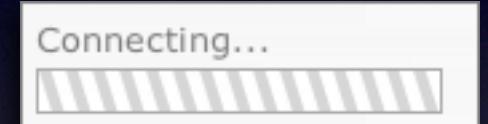
What you can communicate...

- Speed up time
- Slow down interaction
- Show state change
- Show relationships between objects
- Focus attention

show transitions

What you can communicate...

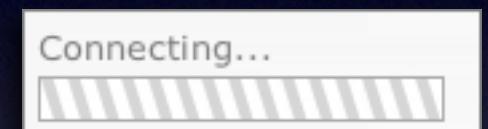
- Speed up time
- Slow down interaction
- Show state change
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show transitions

What you can communicate...

Speed up time
Slow down interaction
Show state change
Show relationships between objects
Focus attention



The screenshot shows the Yahoo! Plus homepage with a green arrow pointing to the 'Web' tab in the top navigation bar. The page features a 'Scoreboard' section with NHL and NBA game results, a 'Message Center' for messaging friends, a 'Weather' section with current temperatures for various cities, a 'Software News' section with links to news articles, an 'eHub' section with links to interviews and news, and a 'BayCHI Monthly Program Events' section. The top of the page includes a banner for an 'Animated Tour' and 'Useful New Features', and a 'We Upgraded' message. The bottom of the page has links for 'Music', 'Video', 'Mail', and 'More'.

show transitions

Lists

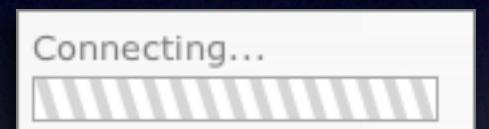
- Remove this item
- And this one too
- adding a new item

 [Edit](#)  [adding a new item](#)

[Add item](#) or [I'm done adding items](#)

What you can communicate...

Speed up time
Slow down interaction
Show state change
Show relationships between objects
Focus attention



YAHOO! PLUS

Animated Tour Useful New Features We Upgraded My Storage: Now 2G

Search: [Search](#)

Hello Bill [Sign Out, My Account] 42° - 57°

[Add Content](#) [Change Layout](#) [Change Colors](#) [Select Page: My Front Page](#)

Scoreboard [edit](#) [x](#)

TODAY

NHL [edit](#) [x](#)

| | | |
|---------------|---|-------|
| Tampa Bay vs. | 5 | 13:15 |
| Dallas | 3 | 2nd |

NBA [edit](#) [x](#)

| | | |
|-------------|---|-------|
| Dallas vs. | 0 | 10:30 |
| LA Clippers | 0 | ET |

YESTERDAY

no games for selected teams

Listen to live audio of college games

Best Fare Tracker [edit](#) [x](#)

Depart: New York, NY - all \$193.00

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA \$333.60

Honolulu, HI \$333.60

Depart: San Francisco, CA

Message Center [edit](#) [x](#)

Check Email

Launch Messenger 14 friends on

Weather [edit](#) [x](#)

| | |
|------------|-----------|
| Dallas, TX | 40...75 F |
| Denton, TX | 35...75 F |

Software News [edit](#) [x](#)

- AccuRev gives software configuration system global focus - 5 hours ago
- Anti-virus Software: The Next Big Worm Target? - 10 hours ago
- India's Satyam logs 64 percent rise in third-quarter profit - 10 hours ago
- Cisco Patches Router, Call Manager Software - 1 day ago

eHub [edit](#) [x](#)

- eHub Interviews Prodigem - 11 hours ago
- Veetro - 20 hours ago
- MediaMax - 2 days ago
- iOWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Program Events [edit](#) [x](#)

- 2006/02/14: Monthly Program Meeting - 3 hours ago

show transitions

Lists

- Remove this item
- And this one too
- adding a new item

[Edit](#) [adding a new item](#)

[Add item](#) or [I'm done adding items](#)

Women GapBody GapMaternity GapKids babyGap

my account
see order status
sign in

3 items in [my bag](#) [checkout](#)

Shoes, Belts & More

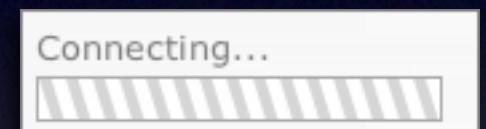
1 2 >> See All

bags

| | | | |
|--|--|--|--|
|  |  |  |  |
| Premium canvas duffle bag \$49.50 | urban nylon sling \$34.50 | urban nylon backpack \$29.50 | nylon commuter bag \$68.00 |

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Slow down interaction
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Show relationships between objects
Focus attention



YAHOO! PLUS

Animated Tour Useful New Features We Upgraded My Storage: Now 2G

Search: [Search](#)

Hello Bill [Sign Out, My Account] 42° - 57°

Add Content Change Layout Change Colors My Services Feedback

Scoreboard TODAY NHL Tampa Bay vs. 5 13:15 Dallas 3 2nd

NBA Dallas vs. 0 10:30 LA Clippers 0 ET

YESTERDAY no games for selected teams Listen to live audio of college games

Best Fare Tracker Depart: New York, NY - all Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA Honolulu, HI \$333.60

Depart: San Francisco, CA

Message Center Check Email Launch Messenger 14 friends on

Weather Dallas, TX 40...75 F Denton, TX 35...75 F Sunnyvale, CA 42...57 F Boulder Creek, CA 39...59 F Gilroy, CA 38...57 F San Jose, CA 42...58 F

Software News AccuRev gives software configuration system global focus - 5 hours ago

Anti-virus Software: The Next Big Worm Target? - 10 hours ago

India's Satyam logs 64 percent rise in third-quarter profit - 10 hours ago

Cisco Patches Router, Call Manager Software - 1 day ago

eHub eHub Interviews Prodigem - 11 hours ago

Veetro - 20 hours ago

MediaMax - 2 days ago

iOWEYOU - 2 days ago

HyperSuper - 2 days ago

BayCHI Monthly Program Events 2006/02/14: Monthly Program Meeting - 3 hours ago

show transitions

Lists

- Remove this item
- And this one too
- adding a new item

[Edit](#) [Add item](#) or [I'm done adding items](#)

Women GapBody GapMaternity GapKids babyGap [my account](#)
see order status sign in

[3 items in my bag](#) [checkout](#)

Shoes, Belts & More

1 2 >> See All

bags

| | | | |
|--|--|--|---|
|  |  |  |  |
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[Batch Organize](#) [Your Sets](#)

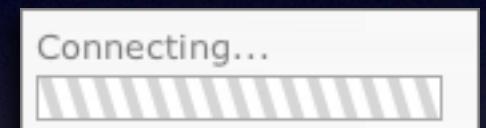
Finished? [Go home!](#) [flickr](#) [Clear this batch](#)

[Edit photos](#) [Permissions](#) [Edit dates](#) [Add tags](#) [Add to set](#)



What you can communicate...

Speed up time
Slow down interaction
Show state change
Show relationships between objects
Focus attention



YAHOO! PLUS

Animated Tour Useful New Features We Upgraded My Storage: Now 2G

Select Type: [Web](#) Images Local News Shopping

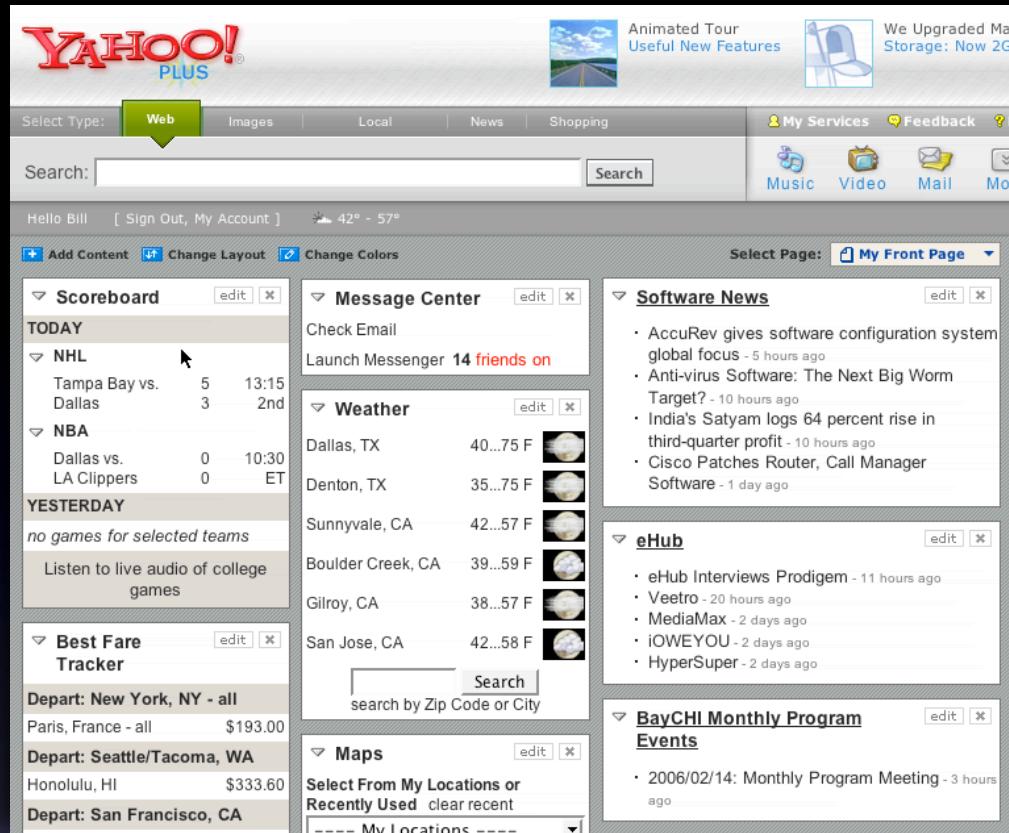
Hello Bill [Sign Out, My Account] 42° - 57°

[Add Content](#) [Change Layout](#) [Change Colors](#)

[Select Page: My Front Page](#)

Scoreboard [edit](#) TODAY **NHL** Tampa Bay vs. 5 13:15 Dallas 3 2nd **NBA** Dallas vs. 0 10:30 LA Clippers 0 ET **Weather** Dallas, TX 40...75 F Denton, TX 35...75 F Sunnyvale, CA 42...57 F Boulder Creek, CA 39...59 F Gilroy, CA 38...57 F San Jose, CA 42...58 F [Search](#) search by Zip Code or City **Message Center** [edit](#) Check Email Launch Messenger 14 friends on **Software News** AccuRev gives software configuration system global focus - 5 hours ago Anti-virus Software: The Next Big Worm Target? - 10 hours ago India's Satyam logs 64 percent rise in third-quarter profit - 10 hours ago Cisco Patches Router, Call Manager Software - 1 day ago **eHub** eHub Interviews Prodigem - 11 hours ago Veetro - 20 hours ago MediaMax - 2 days ago iOWEYOU - 2 days ago HyperSuper - 2 days ago **BayCHI Monthly Program Events** 2006/02/14: Monthly Program Meeting - 3 hours ago

show transitions



The screenshot shows the Yahoo! Plus homepage with a dark background. At the top, there are links for 'Web', 'Images', 'Local', 'News', 'Shopping', 'My Services', 'Feedback', and a search bar. A green callout points to the 'Web' link. The main content area is divided into several modules:

- Scoreboard**: TODAY section with NHL and NBA games. NHL game: Tampa Bay vs. Dallas, 5-3, 13:15 ET. NBA game: Dallas vs. LA Clippers, 0-0, 10:30 ET.
- Message Center**: Check Email, Launch Messenger 14 friends on.
- Weather**: Dallas, TX: 40...75 F; Denton, TX: 35...75 F; Sunnyvale, CA: 42...57 F; Boulder Creek, CA: 39...59 F; Gilroy, CA: 38...57 F; San Jose, CA: 42...58 F.
- Software News**: AccuRev gives software configuration system global focus, Anti-virus Software: The Next Big Worm Target?, India's Satyam logs 64 percent rise in third-quarter profit, Cisco Patches Router, Call Manager Software.
- eHub**: eHub Interviews Prodigem, Veetro, MediaMax, iOWEYOU, HyperSuper.
- BayCHI Monthly Program Events**: 2006/02/14: Monthly Program Meeting.
- Maps**: Select From My Locations or Recently Used, clear recent, ---- My Locations ----.

Keep it sane

“Cut it in-half” rule of thumb
Use “contrast knob” approach
Don’t overuse

show transitions



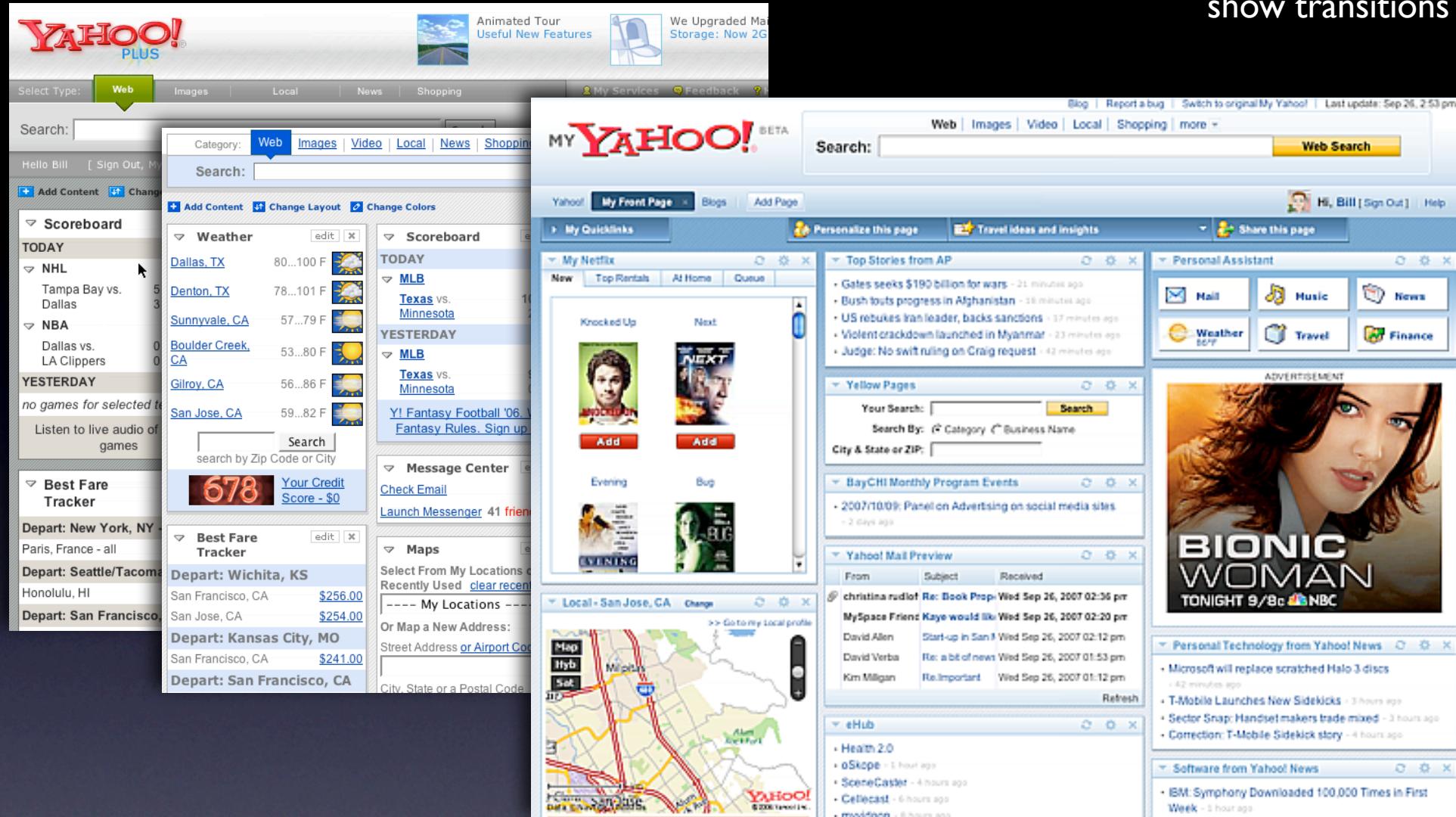
The screenshot shows the Yahoo! Plus homepage with a dark background. At the top, there's a navigation bar with tabs for 'Web', 'Images', 'Local', 'News', and 'Shopping'. A 'My Services' link is also present. On the right, there's an 'Animated Tour' for 'Useful New Features' and a message about upgraded storage. Below the navigation, a search bar is followed by a 'Category' dropdown set to 'Web' and a 'Yahoo! Search' button. The main content area is filled with various widgets:

- Scoreboard (TODAY):** NHL (Tampa Bay vs. Dallas, 5-3) and NBA (Dallas vs. LA Clippers, 0-0).
- Weather:** Dallas, TX (80...100 F), Denton, TX (78...101 F), Sunnyvale, CA (57...79 F), Boulder Creek, CA (53...80 F), Gilroy, CA (56...86 F), San Jose, CA (59...82 F).
- Scoreboard (YESTERDAY):** no games for selected teams.
- Best Fare Tracker:** Depart: New York, NY (Paris, France - all); Depart: Seattle/Tacoma (Honolulu, HI); Depart: San Francisco (San Francisco, CA).
- Message Center:** Check Email, Launch Messenger 41 friends on.
- Maps:** Select From My Locations or Recently Used (clear recent), My Locations dropdown, Or Map a New Address: Street Address or Airport Code, City, State or a Postal Code.
- eHub:** A list of recent activity: MODx (1 day ago), Ojor (1 day ago), Moodle (2 days ago), Krugie (2 days ago), Kartoo (2 days ago).
- BayCHI Monthly Program Events:** 2006/08/08: Monthly Program Meeting (one week ago).
- Personal Technology News:** Norway not swayed by Apple concessions (one hour ago), Review: Episodic video games can be fun (3 hours ago), Google strikes advertising deal with XM Satellite (5 hours ago), Google to Serve Ads to XM Radio (6 hours ago).
- Travelocity - SFO-DFW:** \$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%* (one hour ago).
- Travelocity - SJC - DFW, HNL, LAX, SAN:** \$263+ Flights From San Jose to Dallas/Fort Worth - Save 30%* (2 hours ago), \$103+ Flights From San Jose to Los Angeles - Save 50%* (2 hours ago), \$378+ Flights From San Jose to Honolulu - Save 25%* (2 hours ago).

Keep it sane

“Cut it in-half” rule of thumb
Use “contrast knob” approach
Don’t overuse

show transitions



Keep it sane

“Cut it in-half” rule of thumb
Use “contrast knob” approach
Don’t overuse

key principle

Feedback

Provide invitations beforehand,
transitions during,
and feedback after interaction

Interaction

Feedback

Info

information principles

principle. think in objects.

principle. think in objects.

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Yosemite National Park

[John Muir Vernal Falls Mist Trail Hike](#) » [Schedule](#) | [View](#) | [Delete](#)

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 Happy Isle Shuttle Stop #16
Yosemite National Park, CA 95389
United States

This hike is also known as the Mist Trail because it passes right beside Vernal Falls, which in the spring blows a heavy mist everywhere. This 1.4 mile roundtrip hike is considered a moderate

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Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park

Yosemite Lodge

Tunnel View

Bridalveil Falls Day Hike

pattern. shareable object.

think in objects

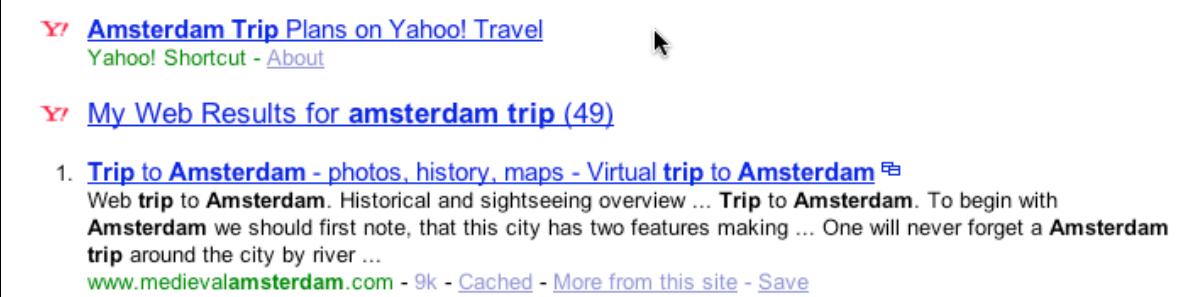
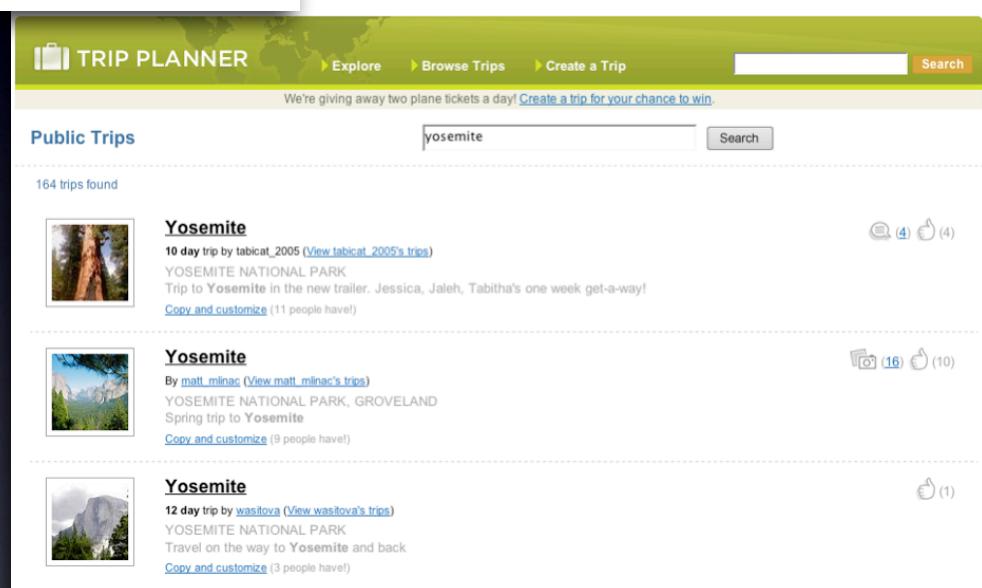
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principle. tie information to interactivity.

principle. tie information to interactivity.



pattern. multi-variate views.

tie information to interactivity

Think “deeper interaction”

Multi-variate data
focus + context

Think “deeper interaction”

Multi-variate data
focus + context



tie information to interactivity

Think “deeper interaction”

Multi-variate data
focus + context

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tie information to interactivity

Think “deeper interaction”

Multi-variate data
focus + context
Interesting relationships

Think “deeper interaction”

Multi-variate data
focus + context
Interesting relationships

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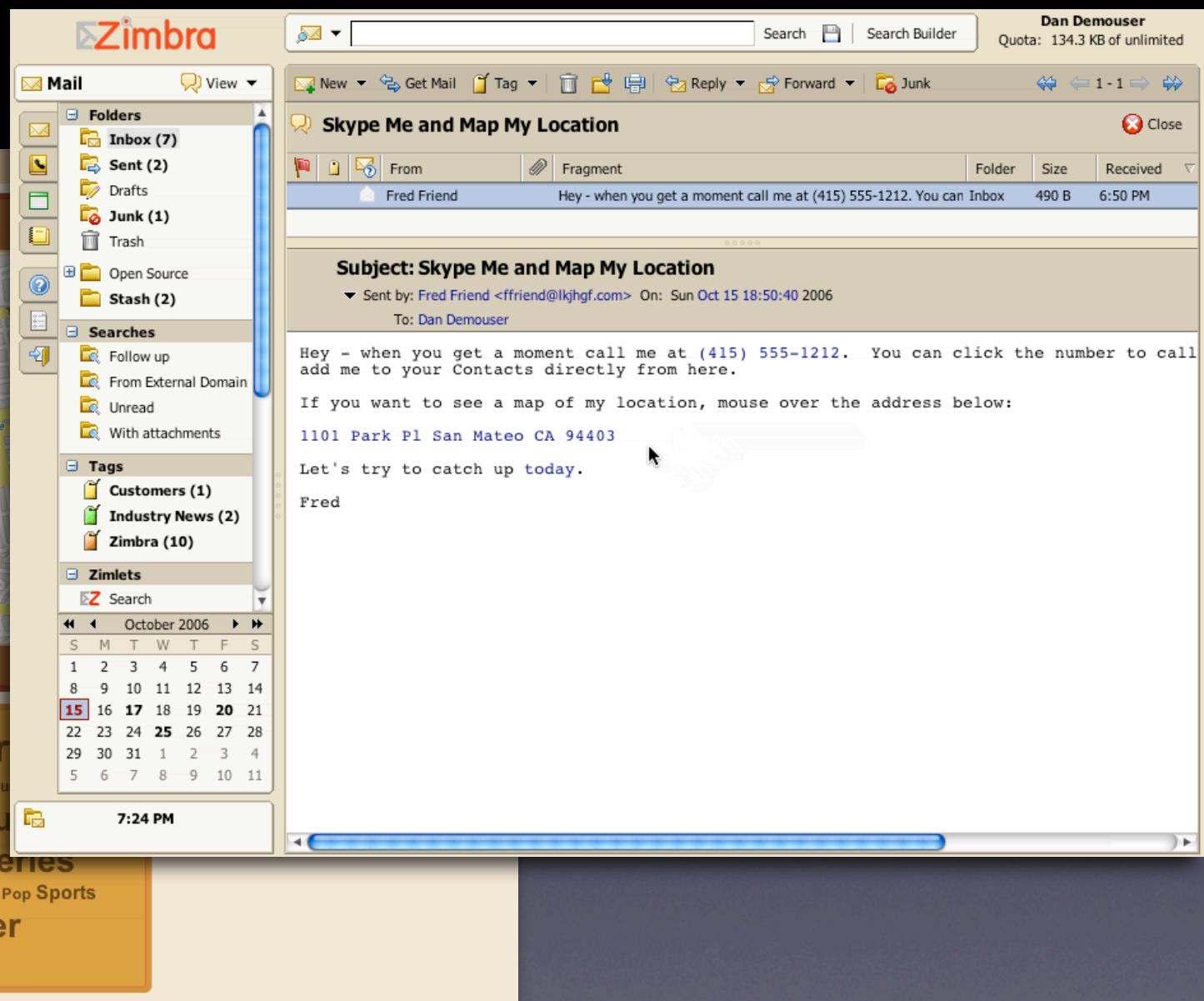
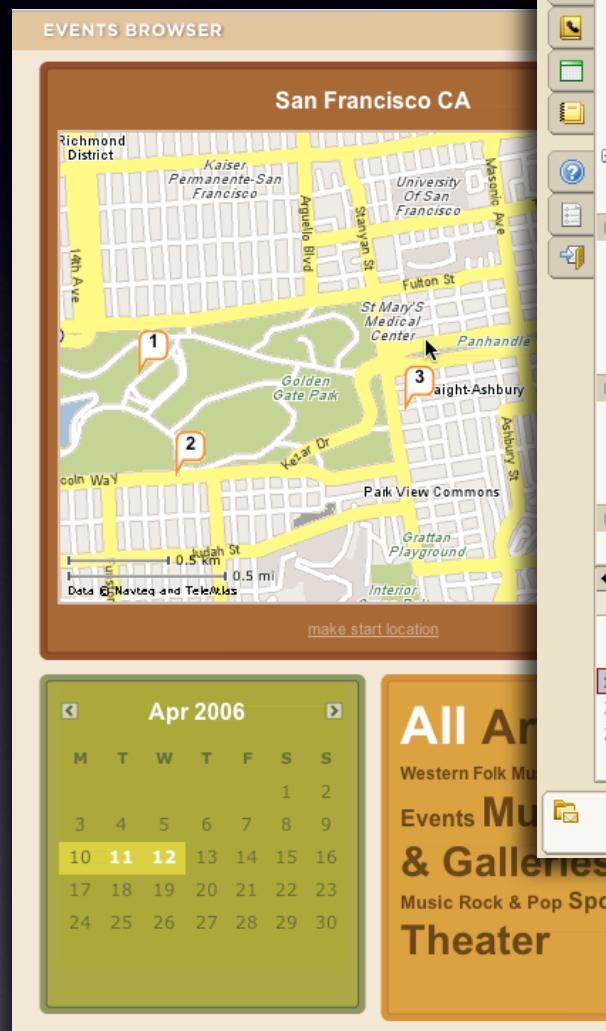
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tie information to interactivity

Think “deeper interaction”

Multi-variate data
focus + context
Interesting relationships



key principle

Info

Think in objects,
tie information to interactivity

key principles for richness

Interaction

Prefer direct, lightweight, in-page interactions

Feedback

Provide invitations beforehand,
transitions during and feedback after interaction

Info

Think in objects and
tie information to interactivity

My talk at 4pm:Anti-Patterns

big ball of mud. **meandering way.**

borg idiom. tiny targets. mystery meat.

buried treasure. **hover and cover.**

pogo stick navigation. novel notions.

against the flow. metaphor mismatch.

double duty. **linkitus.** blind type.

windows aplenty. animation gone wild.

misguided misdirections. unmarked hazards. **missed**

moments. missing scene.

one at a time. non-symmetrical actions.

*Note: anti-patterns denoted in **bold** are discussed in this talk.*



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