

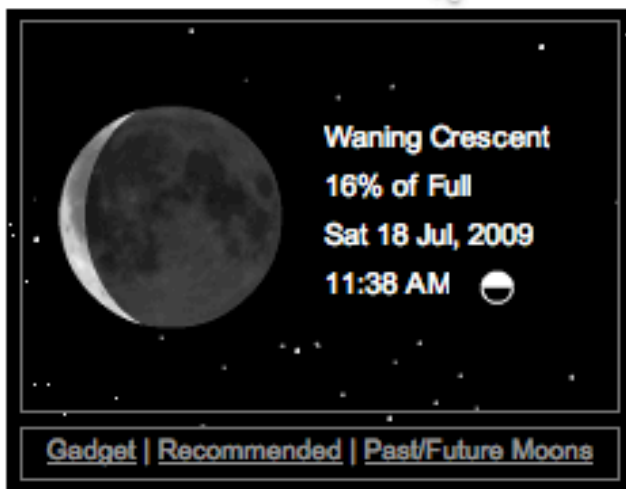
Designing for Interesting Moments

Bill Scott

Director, UI Engineering
Netflix

Ajax Experience ~ Boston ~ September 2009

Current Moon Phase



youtube :: top rated

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- [+ Summer and Ending Hunger \(Ep.11\)](#)
- [+ Unite Against WMG](#)

National Geographic POD



POD -

[Google Webmaster Tools](#)

Stock Market

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- [+ Today's Video- CNN s First Broadcast](#)

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- [+ Media Decoder: Explaining Cronkite to the YouTube Generation](#)
- [+ Media Decoder: Memorable Video by Walter Cronkite](#)
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Simple Interaction?

Current Moon Phase



Waning Crescent

16% of Full

Sat 18 Jul, 2009

11:38 AM



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Stock Market

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National Geographic POD



POD -

[Google Webmaster Tools](#)

Simple Interaction? Events...

Page load. Mouse hover. Mouse down. Drag initiated. Drag leaves original location. Drag re-enters original location. Drag re-enters original location. Drag enters valid target. Drag exits valid target. Drag enters specific invalid target. Drag is over no specific target. Drag hovers over valid target. Drag hovers over invalid target. Drop accepted. Drop rejected. Drop on parent container.

Simple Interaction? Actors...

Page. Cursor. Tool Tip. Drag
Object. Drag Object's Parent
Container. Drop Target.

Events →

Actors ↓

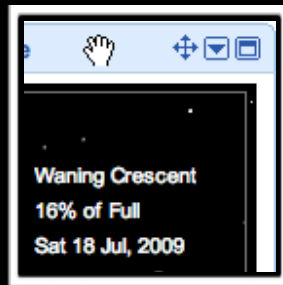
96

Interesting Moments

Interesting Moments

	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Interesting Moments



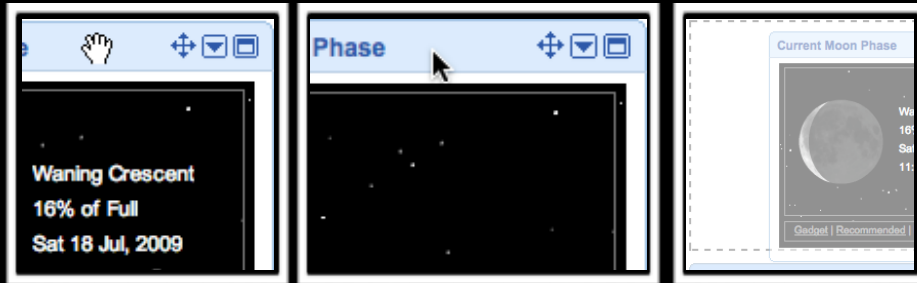
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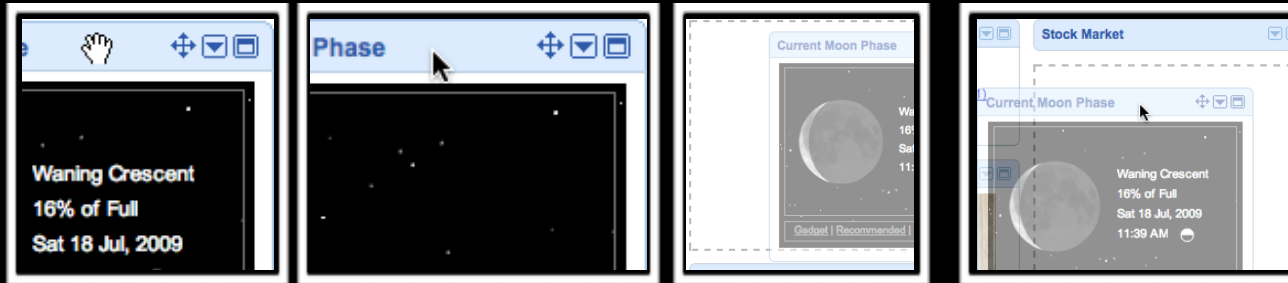
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
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Interesting Moments



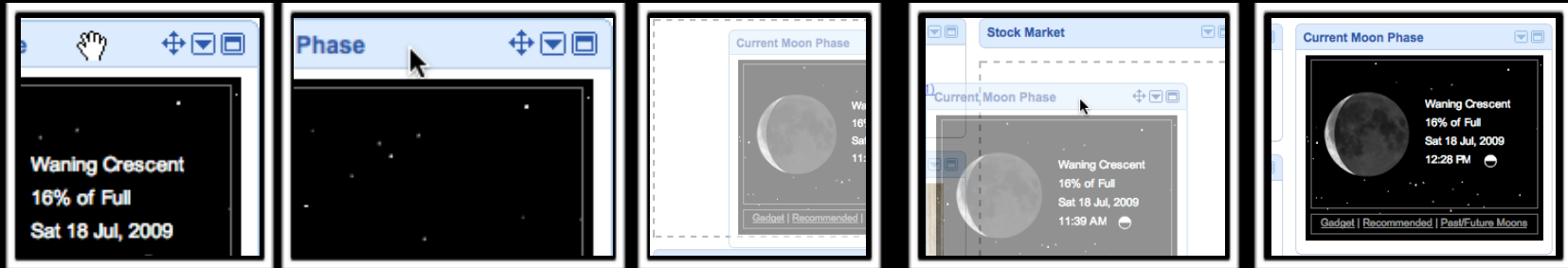
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Interesting Moments



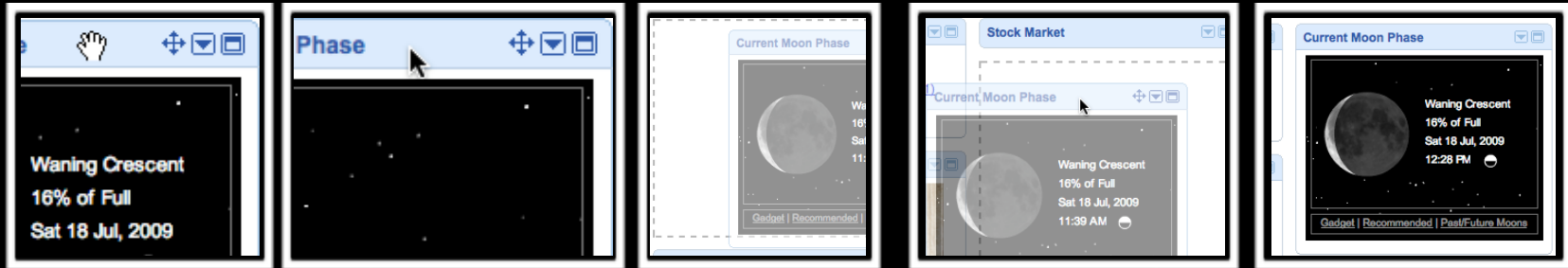
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Interesting Moments



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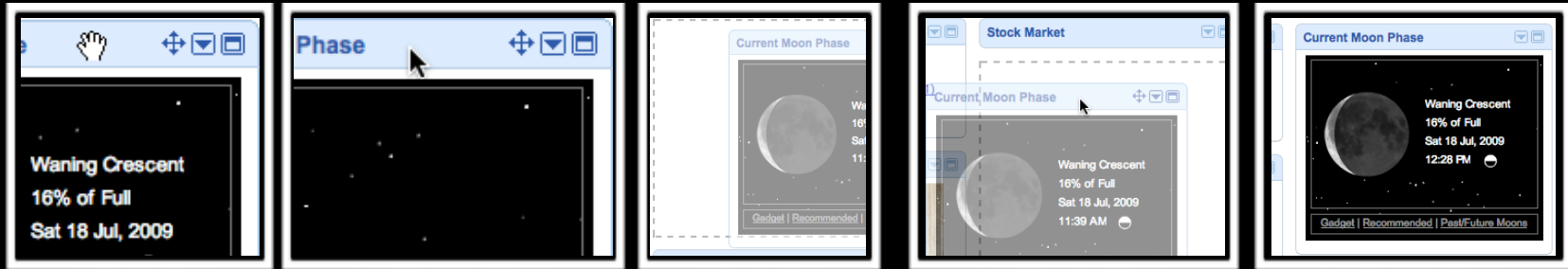
Interesting Moments



		Drag Hovers over Valid Target*		Drop Accepted
Cursor	Change hand			
Dragged Module		Slightly transparent.		Dragged module removed.
Dragged Modules Original Location		Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target		Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.		Module is placed in the new location.

Captures microstates

Interesting Moments

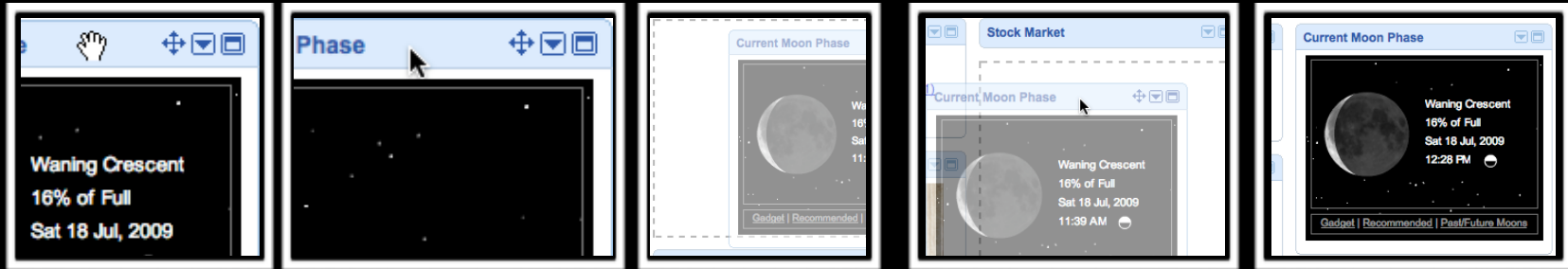


			Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change hand			
Dragged Module		parent.		Dragged module removed.
Drag Module		Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Original Location				
Drop Target			Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Captures microstates

Speaks to the possibilities

Interesting Moments



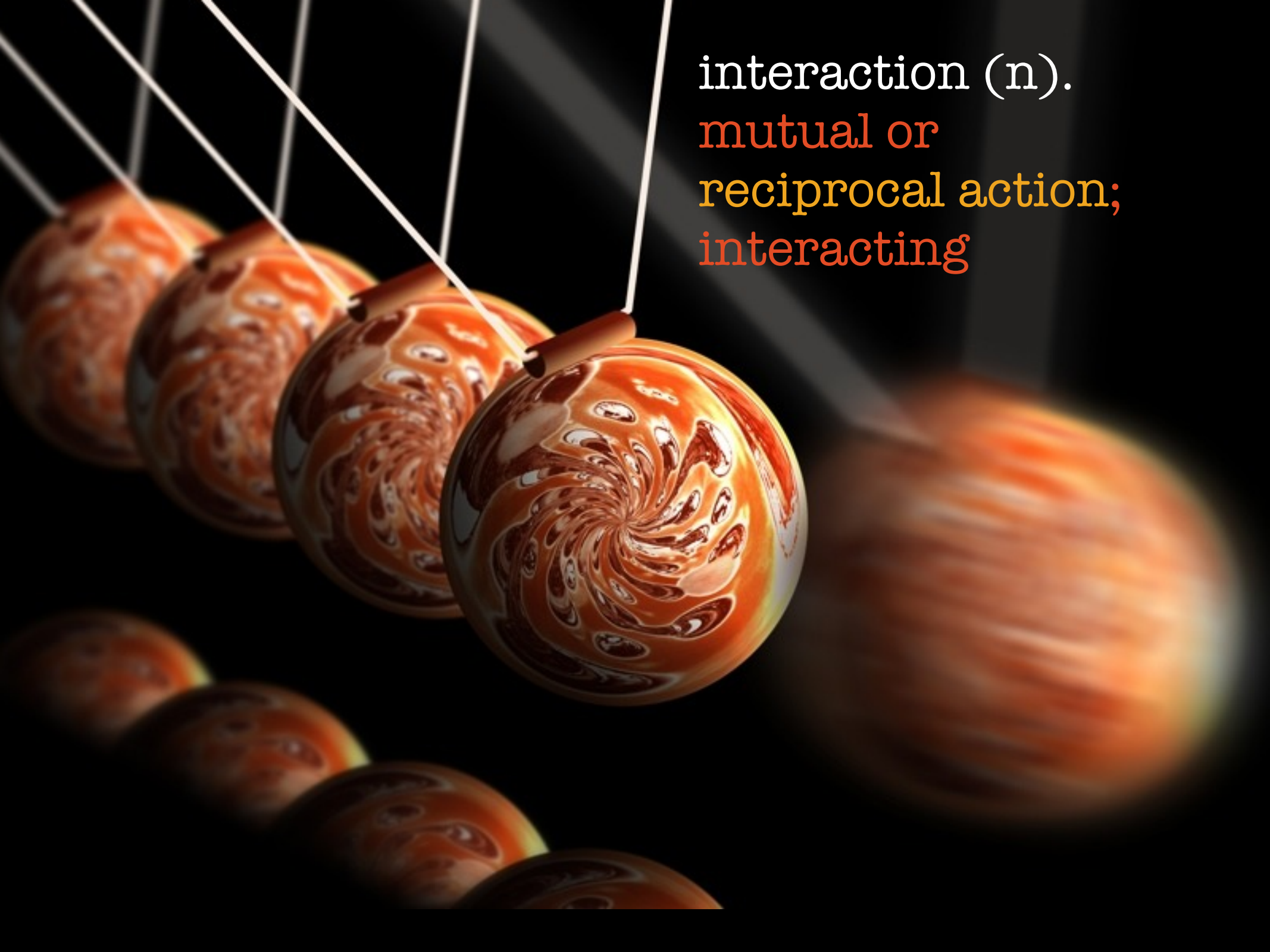
	Cursor	Dragged Module	Drop Target	Drag Hovers over Valid Target*	Drop Accepted
	Change hand				
					Dragged module removed.
					Hole is removed.
				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Captures microstates

Speaks to the possibilities

Serves as a tickler

interaction (n).
mutual or
reciprocal action;
interacting



6 principles

6 principles

for designing interesting moments



Input where
you output.

- Alan Cooper



In Page Editing



inline editing. [flickr.com](https://www.flickr.com)

In Page Editing



inline editing. flickr.com

Additions:

- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons

In Page Editing



inline editing. flickr.com



Pay attention to discoverability

Additions:

- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons

In Page Editing



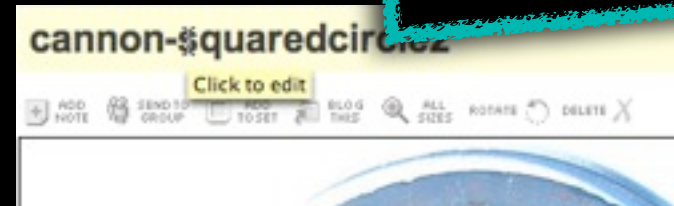
inline editing. flickr.com

Additions:

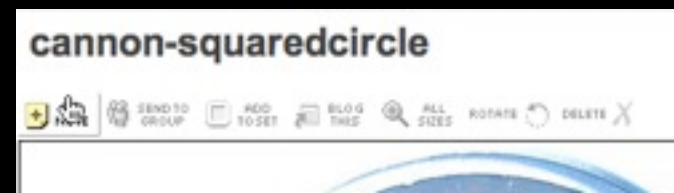
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



Pay attention to discoverability



Use a clear "call to action"





anti-pattern. non-symmetrical. iphone



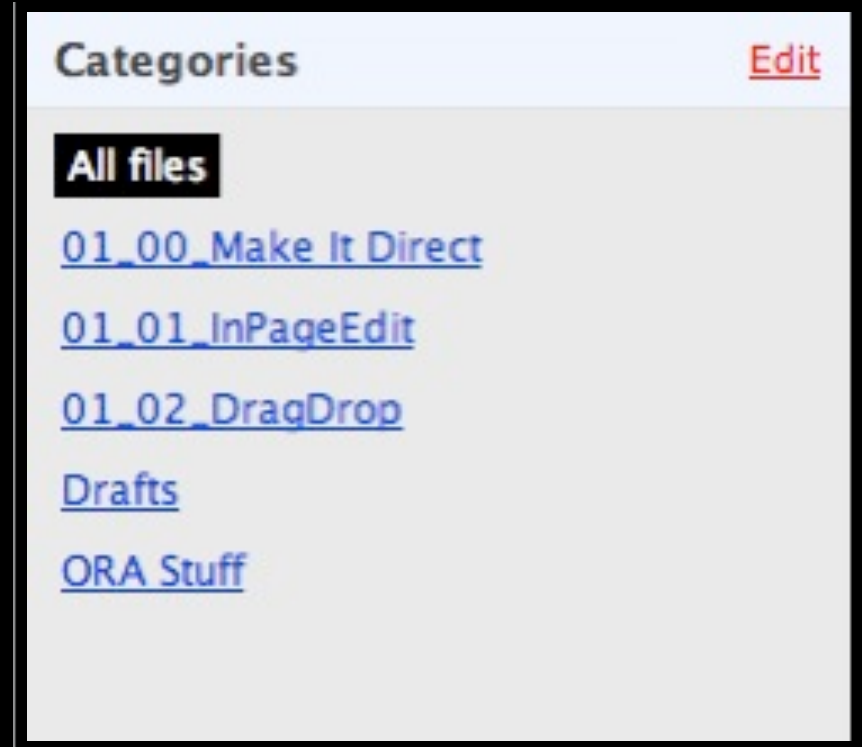
anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone




anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp



anti-pattern. non-symmetrical. iphone

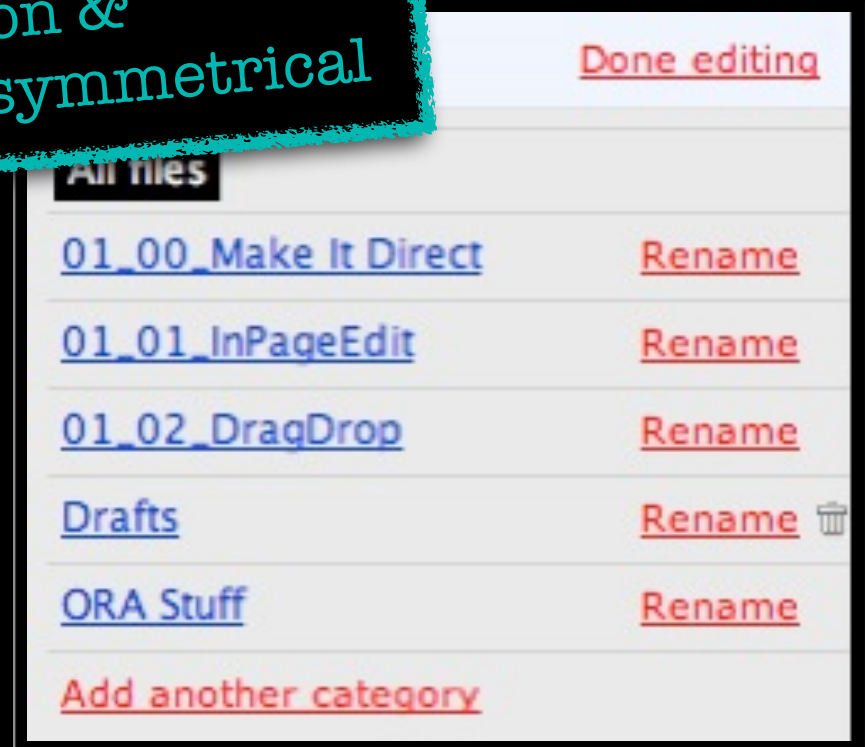
Categories		Done editing
All files		
01_00_Make It Direct	Rename	
01_01_InPageEdit	Rename	
01_02_DragDrop	Rename	
Drafts	Rename	
ORA Stuff	Rename	
Add another category		

symmetrical interaction. basecamp



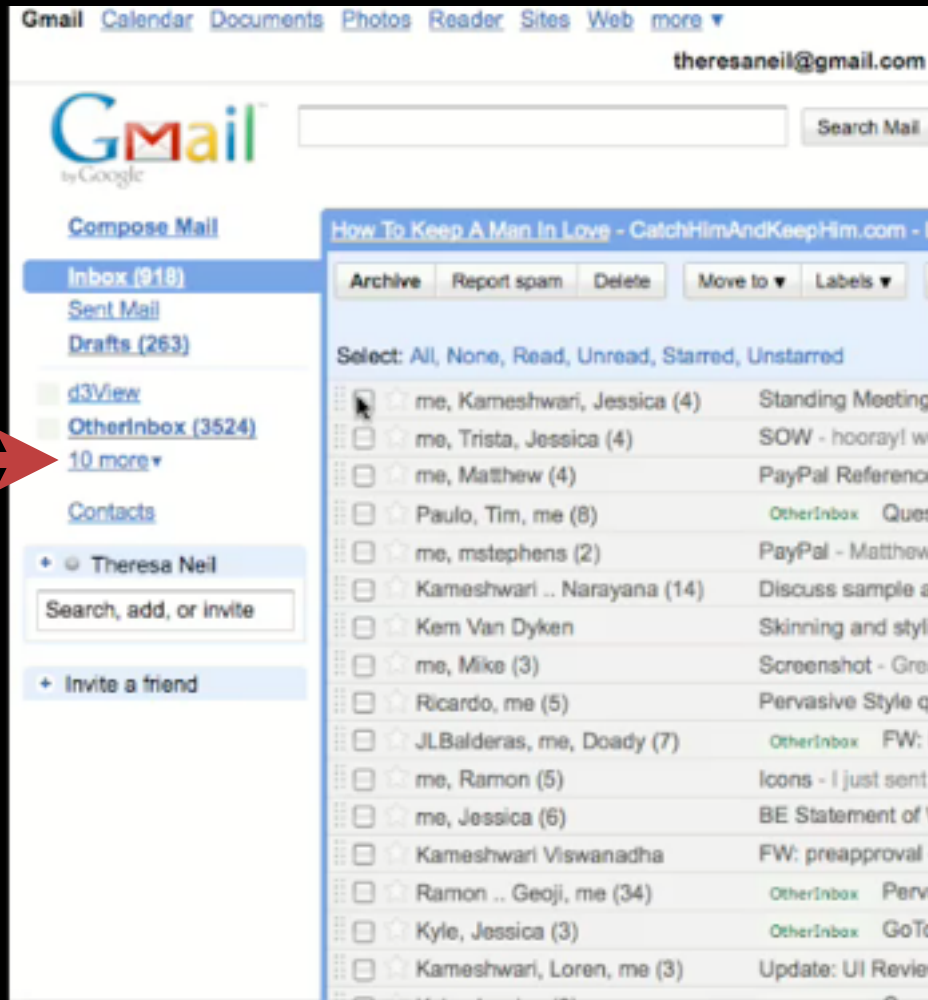
Keep activation & deactivation symmetrical

anti-pattern. non-symmetrical. iphone



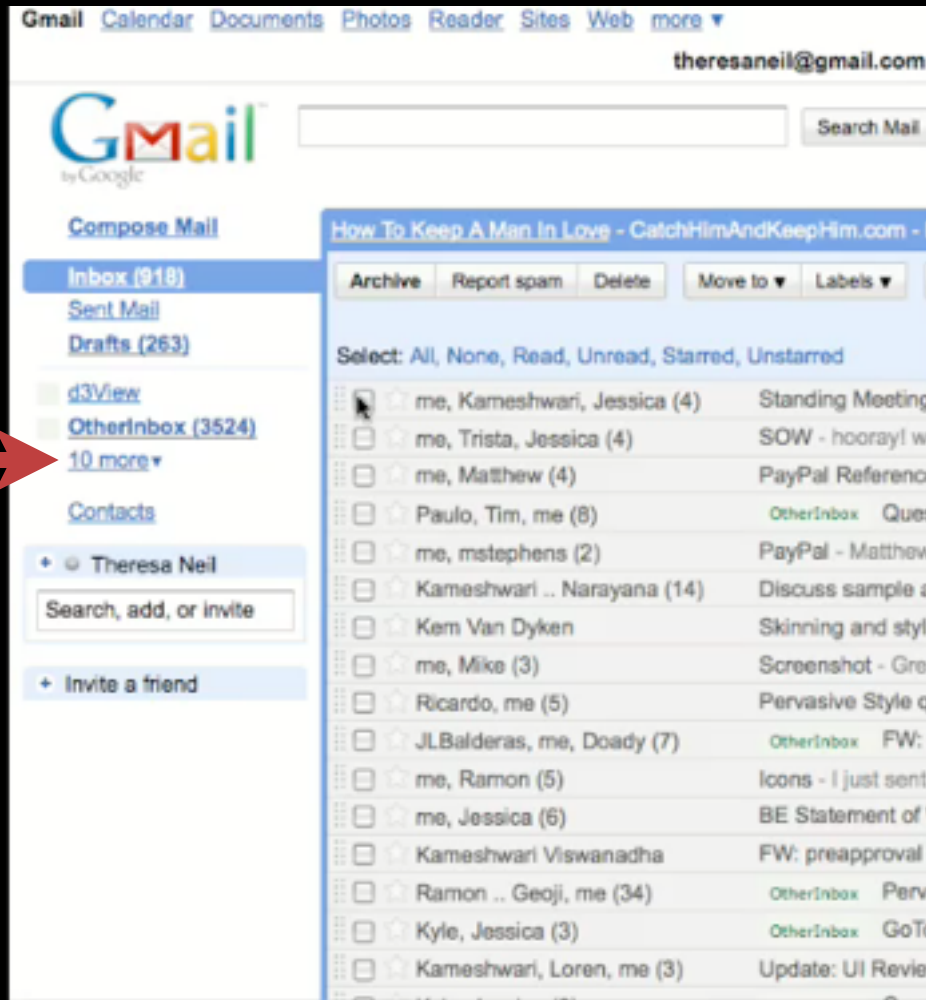
symmetrical interaction. basecamp

Drag, Open & Drop



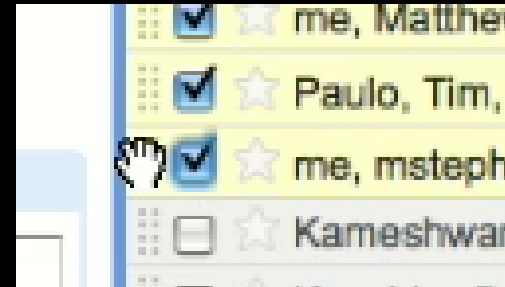
drag and drop. gmail

Drag, Open & Drop

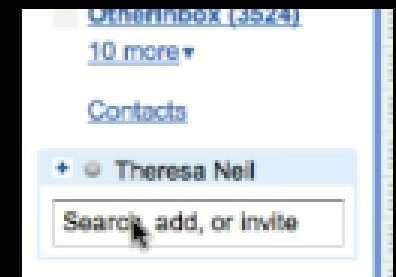
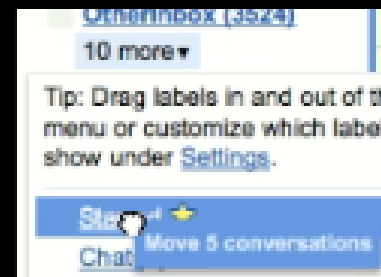


drag and drop. gmail

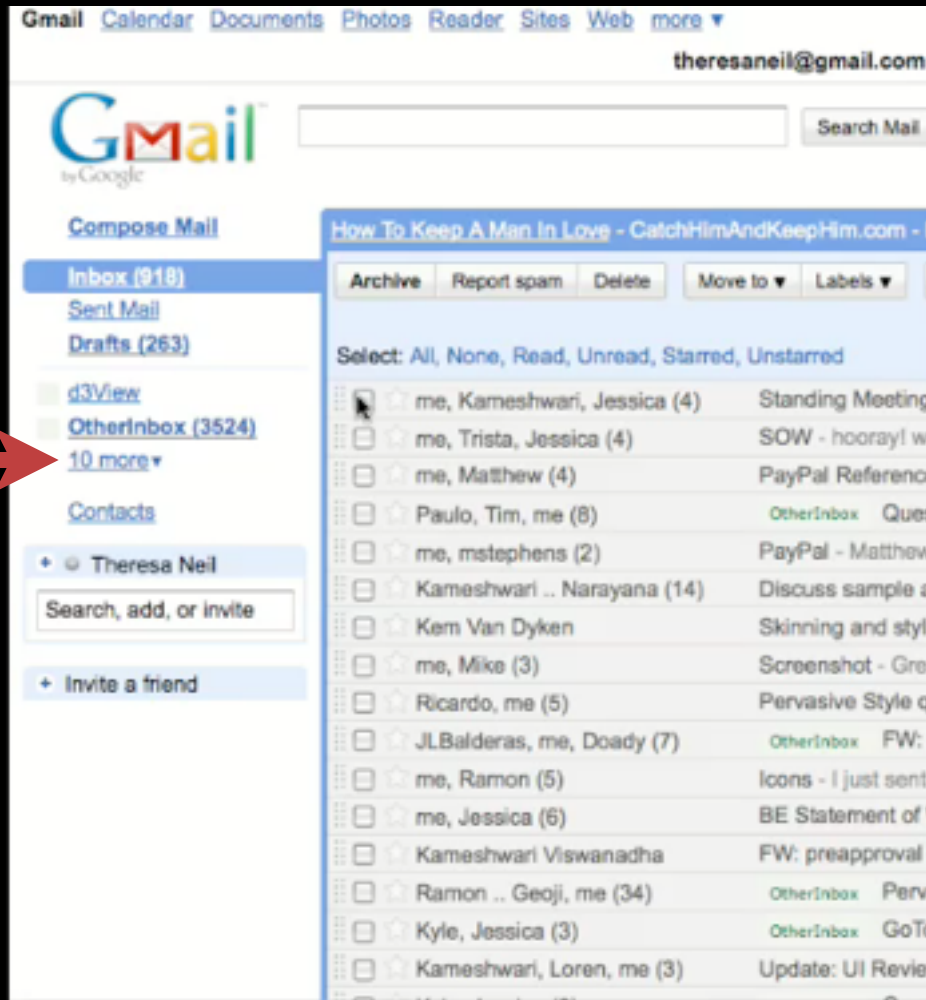
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Drag, Open & Drop

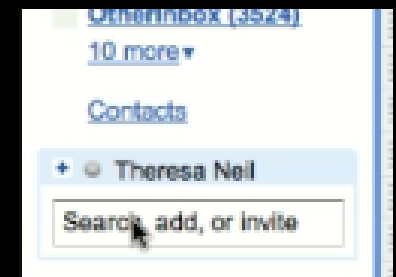
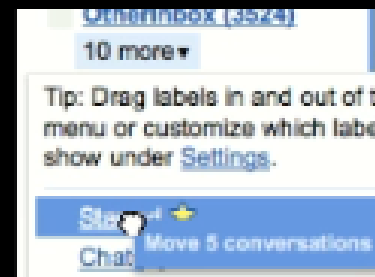


drag and drop. gmail

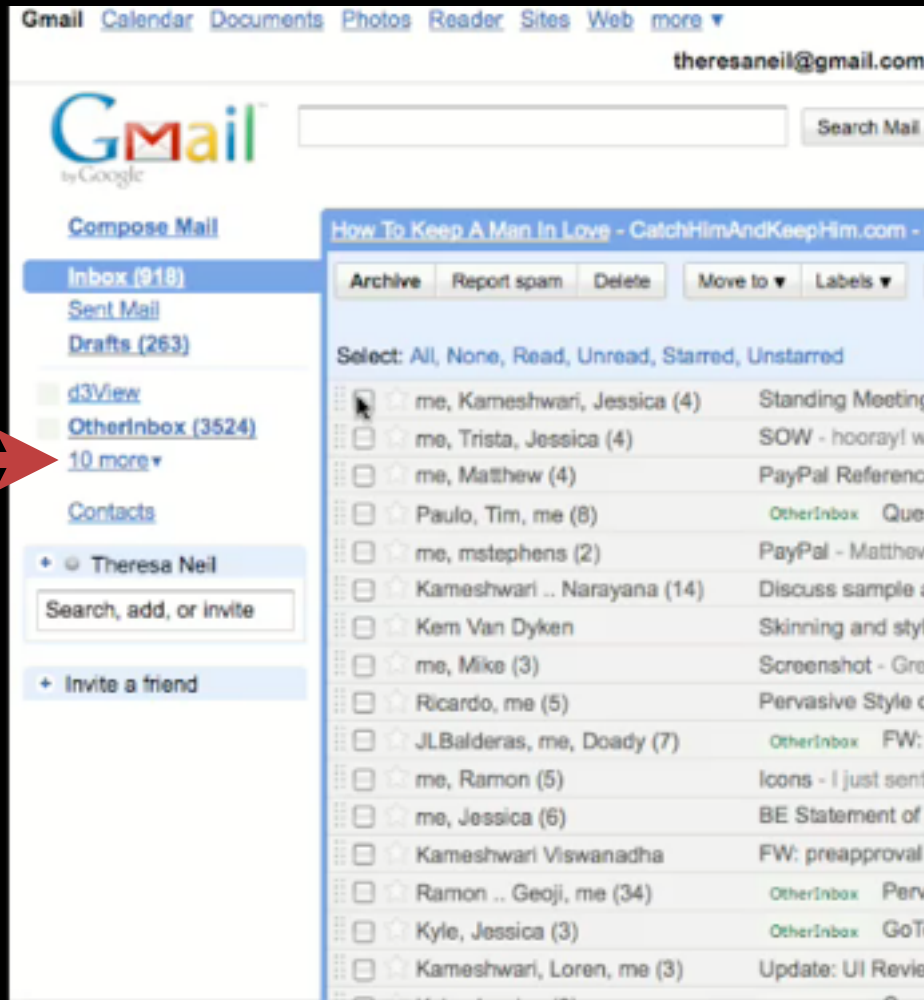
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Drag, Open & Drop



drag and drop. gmail

Mouse hover & initiation
Anti-pattern: Tiny Targets

Reduce physical effort.

Drop accepted
What happened?
Collapses immediately.

Reduce mental effort.

Home Locator

SEARCH AREA

FILTER
 Price Range: \$0 - \$1,000,000
 Bedrooms: 1 - 5
 Bathrooms: 1 - 5
 Sq Ft: 100 - 10,000
 Year Built: 1900 - 2020
 Property Type: All

Price	Sq. Ft.	Bedrooms	Bathrooms	Year Built	Property Type
\$450,000	1,200	3	2	2010	Single-Family Home
\$350,000	1,100	3	2	2008	Single-Family Home
\$375,000	1,150	3	2	2009	Single-Family Home
\$390,000	1,180	3	2	2011	Single-Family Home
\$410,000	1,220	3	2	2012	Single-Family Home
\$430,000	1,250	3	2	2013	Single-Family Home
\$450,000	1,280	3	2	2014	Single-Family Home
\$470,000	1,300	3	2	2015	Single-Family Home
\$490,000	1,320	3	2	2016	Single-Family Home
\$510,000	1,350	3	2	2017	Single-Family Home
\$530,000	1,380	3	2	2018	Single-Family Home
\$550,000	1,400	3	2	2019	Single-Family Home
\$570,000	1,420	3	2	2020	Single-Family Home
\$590,000	1,450	3	2	2021	Single-Family Home
\$610,000	1,480	3	2	2022	Single-Family Home
\$630,000	1,500	3	2	2023	Single-Family Home
\$650,000	1,520	3	2	2024	Single-Family Home
\$670,000	1,550	3	2	2025	Single-Family Home
\$690,000	1,580	3	2	2026	Single-Family Home
\$710,000	1,600	3	2	2027	Single-Family Home
\$730,000	1,620	3	2	2028	Single-Family Home
\$750,000	1,650	3	2	2029	Single-Family Home
\$770,000	1,680	3	2	2030	Single-Family Home
\$790,000	1,700	3	2	2031	Single-Family Home
\$810,000	1,720	3	2	2032	Single-Family Home
\$830,000	1,750	3	2	2033	Single-Family Home
\$850,000	1,780	3	2	2034	Single-Family Home
\$870,000	1,800	3	2	2035	Single-Family Home
\$890,000	1,820	3	2	2036	Single-Family Home
\$910,000	1,850	3	2	2037	Single-Family Home
\$930,000	1,880	3	2	2038	Single-Family Home
\$950,000	1,900	3	2	2039	Single-Family Home
\$970,000	1,920	3	2	2040	Single-Family Home
\$990,000	1,950	3	2	2041	Single-Family Home
\$1,010,000	1,980	3	2	2042	Single-Family Home
\$1,030,000	2,000	3	2	2043	Single-Family Home
\$1,050,000	2,020	3	2	2044	Single-Family Home
\$1,070,000	2,050	3	2	2045	Single-Family Home
\$1,090,000	2,080	3	2	2046	Single-Family Home
\$1,110,000	2,100	3	2	2047	Single-Family Home
\$1,130,000	2,120	3	2	2048	Single-Family Home
\$1,150,000	2,150	3	2	2049	Single-Family Home
\$1,170,000	2,180	3	2	2050	Single-Family Home
\$1,190,000	2,200	3	2	2051	Single-Family Home
\$1,210,000	2,220	3	2	2052	Single-Family Home
\$1,230,000	2,250	3	2	2053	Single-Family Home
\$1,250,000	2,280	3	2	2054	Single-Family Home
\$1,270,000	2,300	3	2	2055	Single-Family Home
\$1,290,000	2,320	3	2	2056	Single-Family Home
\$1,310,000	2,350	3	2	2057	Single-Family Home
\$1,330,000	2,380	3	2	2058	Single-Family Home
\$1,350,000	2,400	3	2	2059	Single-Family Home
\$1,370,000	2,420	3	2	2060	Single-Family Home
\$1,390,000	2,450	3	2	2061	Single-Family Home
\$1,410,000	2,480	3	2	2062	Single-Family Home
\$1,430,000	2,500	3	2	2063	Single-Family Home
\$1,450,000	2,520	3	2	2064	Single-Family Home
\$1,470,000	2,550	3	2	2065	Single-Family Home
\$1,490,000	2,580	3	2	2066	Single-Family Home
\$1,510,000	2,600	3	2	2067	Single-Family Home
\$1,530,000	2,620	3	2	2068	Single-Family Home
\$1,550,000	2,650	3	2	2069	Single-Family Home
\$1,570,000	2,680	3	2	2070	Single-Family Home
\$1,590,000	2,700	3	2	2071	Single-Family Home
\$1,610,000	2,720	3	2	2072	Single-Family Home
\$1,630,000	2,750	3	2	2073	Single-Family Home
\$1,650,000	2,780	3	2	2074	Single-Family Home
\$1,670,000	2,800	3	2	2075	Single-Family Home
\$1,690,000	2,820	3	2	2076	Single-Family Home
\$1,710,000	2,850	3	2	2077	Single-Family Home
\$1,730,000	2,880	3	2	2078	Single-Family Home
\$1,750,000	2,900	3	2	2079	Single-Family Home
\$1,770,000	2,920	3	2	2080	Single-Family Home
\$1,790,000	2,950	3	2	2081	Single-Family Home
\$1,810,000	2,980	3	2	2082	Single-Family Home
\$1,830,000	3,000	3	2	2083	Single-Family Home
\$1,850,000	3,020	3	2	2084	Single-Family Home
\$1,870,000	3,050	3	2	2085	Single-Family Home
\$1,890,000	3,080	3	2	2086	Single-Family Home
\$1,910,000	3,100	3	2	2087	Single-Family Home
\$1,930,000	3,120	3	2	2088	Single-Family Home
\$1,950,000	3,150	3	2	2089	Single-Family Home
\$1,970,000	3,180	3	2	2090	Single-Family Home
\$1,990,000	3,200	3	2	2091	Single-Family Home
\$2,010,000	3,220	3	2	2092	Single-Family Home
\$2,030,000	3,250	3	2	2093	Single-Family Home
\$2,050,000	3,280	3	2	2094	Single-Family Home
\$2,070,000	3,300	3	2	2095	Single-Family Home
\$2,090,000	3,320	3	2	2096	Single-Family Home
\$2,110,000	3,350	3	2	2097	Single-Family Home
\$2,130,000	3,380	3	2	2098	Single-Family Home
\$2,150,000	3,400	3	2	2099	Single-Family Home
\$2,170,000	3,420	3	2	2100	Single-Family Home

PROPERTY INFORMATION
 Address: 1234 Main St, City, State, Zip
 Price: \$1,234,567
 Bedrooms: 3
 Bathrooms: 2
 Sq Ft: 1,234
 Year Built: 2010
 Property Type: Single-Family Home
 Status: For Sale
 Days on Market: 15
 Views: 123
 Favorites: 45
 Contact: 123-456-7890
 Email: info@realestate.com
 Website: www.realestate.com
 Social: Facebook, Twitter, LinkedIn, Instagram, YouTube
 About: 1234 Main St is a beautiful property located in the heart of the city. It features a large lot, a modern kitchen, and a spacious living area. The property is surrounded by trees and landscaping, making it a perfect place to live. Contact us today to schedule a viewing.

VIEW MORE PROPERTIES NOW
 The Best Properties for Your Search

Home Locator

SEARCH AREA

FILTER
 Price Range: \$0 - \$1,000,000
 Bedrooms: 1 - 5
 Bathrooms: 1 - 5
 Sq Ft: 100 - 10,000
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Price	Sq. Ft.	Bedrooms	Bathrooms	Year Built	Property Type
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\$490,000	1,320	3	2	2016	Single-Family Home
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\$530,000	1,380	3	2	2018	Single-Family Home
\$550,000	1,400	3	2	2019	Single-Family Home
\$570,000	1,420	3	2	2020	Single-Family Home
\$590,000	1,450	3	2	2021	Single-Family Home
\$610,000	1,480	3	2	2022	Single-Family Home
\$630,000	1,500	3	2	2023	Single-Family Home
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\$770,000	1,680	3	2	2030	Single-Family Home
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\$810,000	1,720	3	2	2032	Single-Family Home
\$830,000	1,750	3	2	2033	Single-Family Home
\$850,000	1,780	3	2	2034	Single-Family Home
\$870,000	1,800	3	2	2035	Single-Family Home
\$890,000	1,820	3	2	2036	Single-Family Home
\$910,000	1,850	3	2	2037	Single-Family Home
\$930,000	1,880	3	2	2038	Single-Family Home
\$950,000	1,900	3	2	2039	Single-Family Home
\$970,000	1,920	3	2	2040	Single-Family Home
\$990,000	1,950	3	2	2041	Single-Family Home
\$1,010,000	1,980	3	2	2042	Single-Family Home
\$1,030,000	2,000	3	2	2043	Single-Family Home
\$1,050,000	2,020	3	2	2044	Single-Family Home
\$1,070,000	2,050	3	2	2045	Single-Family Home
\$1,090,000	2,080	3	2	2046	Single-Family Home
\$1,110,000	2,100	3	2	2047	Single-Family Home
\$1,130,000	2,120	3	2	2048	Single-Family Home
\$1,150,000	2,150	3	2	2049	Single-Family Home
\$1,170,000	2,180	3	2	2050	Single-Family Home
\$1,190,000	2,200	3	2	2051	Single-Family Home
\$1,210,000	2,220	3	2	2052	Single-Family Home
\$1,230,000	2,250	3	2	2053	Single-Family Home
\$1,250,000	2,280	3	2	2054	Single-Family Home
\$1,270,000	2,300	3	2	2055	Single-Family Home
\$1,290,000	2,320	3	2	2056	Single-Family Home
\$1,310,000	2,350	3	2	2057	Single-Family Home
\$1,330,000	2,380	3	2	2058	Single-Family Home
\$1,350,000	2,400	3	2	2059	Single-Family Home
\$1,370,000	2,420	3	2	2060	Single-Family Home
\$1,390,000	2,450	3	2	2061	Single-Family Home
\$1,410,000	2,480	3	2	2062	Single-Family Home
\$1,430,000	2,500	3	2	2063	Single-Family Home
\$1,450,000	2,520	3	2	2064	Single-Family Home
\$1,470,000	2,550	3	2	2065	Single-Family Home
\$1,490,000	2,580	3	2	2066	Single-Family Home
\$1,510,000	2,600	3	2	2067	Single-Family Home
\$1,530,000	2,620	3	2	2068	Single-Family Home
\$1,550,000	2,650	3	2	2069	Single-Family Home
\$1,570,000	2,680	3	2	2070	Single-Family Home
\$1,590,000	2,700	3	2	2071	Single-Family Home
\$1,610,000	2,720	3	2	2072	Single-Family Home
\$1,630,000	2,750	3	2	2073	Single-Family Home
\$1,650,000	2,780	3	2	2074	Single-Family Home
\$1,670,000	2,800	3	2	2075	Single-Family Home
\$1,690,000	2,820	3	2	2076	Single-Family Home
\$1,710,000	2,850	3	2	2077	Single-Family Home
\$1,730,000	2,880	3	2	2078	Single-Family Home
\$1,750,000	2,900	3	2	2079	Single-Family Home
\$1,770,000	2,920	3	2	2080	Single-Family Home
\$1,790,000	2,950	3	2	2081	Single-Family Home
\$1,810,000	2,980	3	2	2082	Single-Family Home
\$1,830,000	3,000	3	2	2083	Single-Family Home
\$1,850,000	3,020	3	2	2084	Single-Family Home
\$1,870,000	3,050	3	2	2085	Single-Family Home
\$1,890,000	3,080	3	2	2086	Single-Family Home
\$1,910,000	3,100	3	2	2087	Single-Family Home
\$1,930,000	3,120	3	2	2088	Single-Family Home
\$1,950,000	3,150	3	2	2089	Single-Family Home
\$1,970,000	3,180	3	2	2090	Single-Family Home
\$1,990,000	3,200	3	2	2091	Single-Family Home
\$2,010,000	3,220	3	2	2092	Single-Family Home
\$2,030,000	3,250	3	2	2093	Single-Family Home
\$2,050,000	3,280	3	2	2094	Single-Family Home
\$2,070,000	3,300	3	2	2095	Single-Family Home
\$2,090,000	3,320	3	2	2096	Single-Family Home
\$2,110,000	3,350	3	2	2097	Single-Family Home
\$2,130,000	3,380	3	2	2098	Single-Family Home
\$2,150,000	3,400	3	2	2099	Single-Family Home
\$2,170,000	3,420	3	2	2100	Single-Family Home

PROPERTY INFORMATION
 Address: 1234 Main St, City, State, Zip
 Price: \$1,234,567
 Bedrooms: 3
 Bathrooms: 2
 Sq Ft: 1,234
 Year Built: 2010
 Property Type: Single-Family Home
 Status: For Sale
 Days on Market: 10
 Views: 123
 Favorites: 45
 Contact: 123-456-7890
 Email: info@realestate.com
 Website: www.realestate.com
 Social: Facebook, Twitter, LinkedIn, Instagram, YouTube
 About: 1234 Main St is a beautiful property located in the heart of the city. It features a modern design with high-end finishes and a large lot. The property is surrounded by lush landscaping and offers a peaceful retreat in the city. Call today to schedule a viewing.

VIEW MORE PROPERTIES NOW
 The Home Locator is your best friend for finding the perfect home.

Home Locator

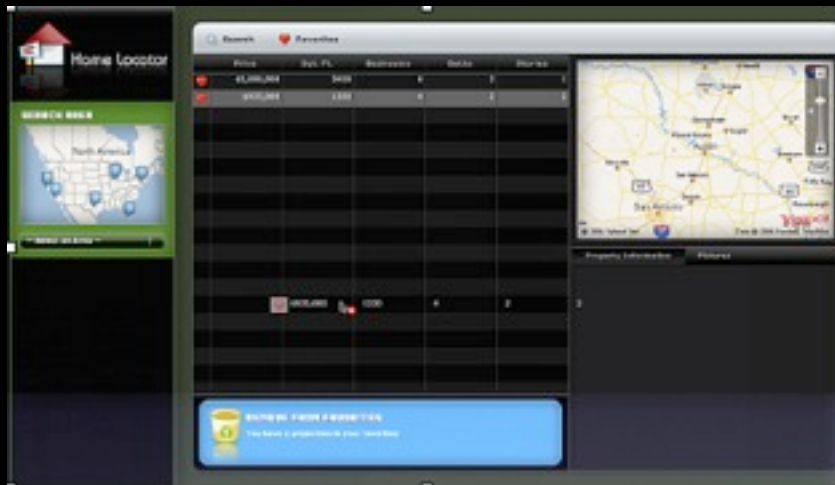
SEARCH AREA

FILTERS
 Price Range: \$0 - \$1,000,000
 Bedrooms: 1 - 5
 Bathrooms: 1 - 5
 Sq. Ft.: 100 - 10,000
 Year Built: 1900 - 2020
 Property Type: All

Price	Sq. Ft.	Bedrooms	Bathrooms	Year Built
\$400,000	1,500	3	2	2010
\$350,000	1,200	2	2	2008
\$300,000	1,000	2	2	2005
\$250,000	900	2	2	2003
\$200,000	800	2	2	2001
\$150,000	700	2	2	1998
\$100,000	600	2	2	1995
\$50,000	500	2	2	1990

VIEW MORE PROPERTIES
 The best properties for you.

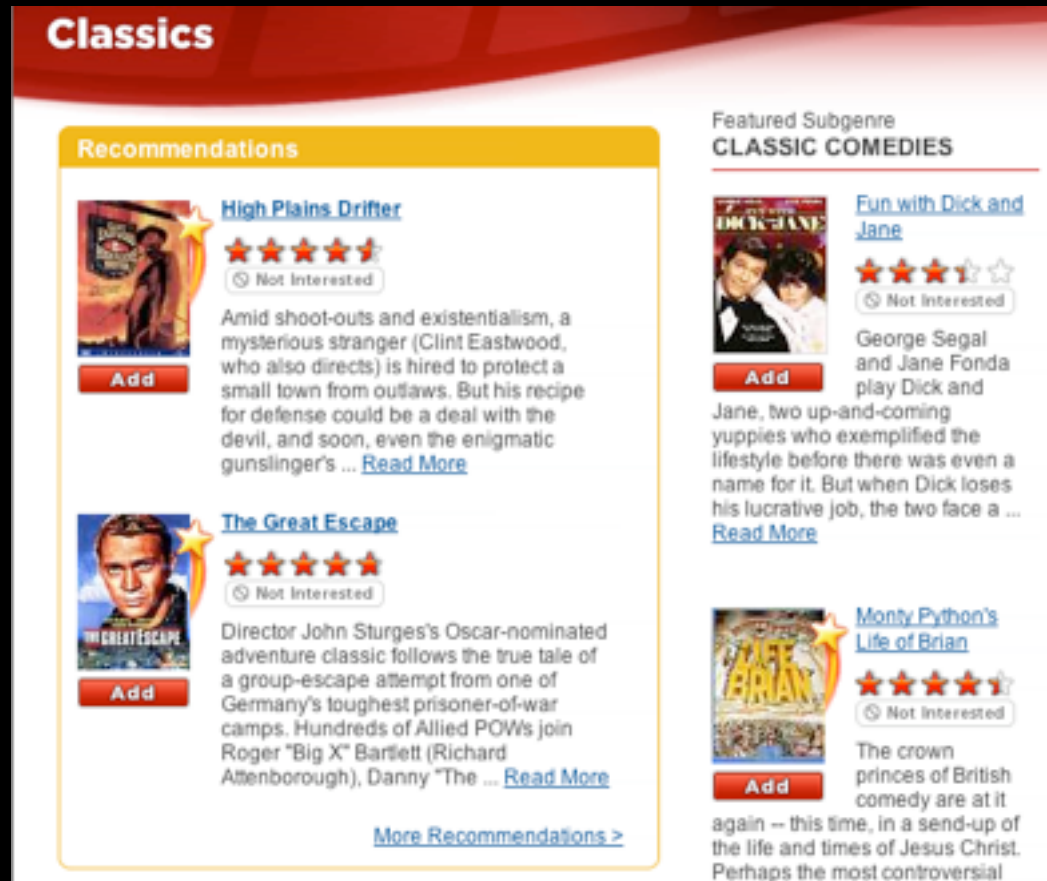
The screenshot shows the HomeLocator application interface. On the left, there is a sidebar with the HomeLocator logo and a 'SEARCH AREA' section featuring a map of North America and a 'SELECT AN AREA' dropdown. The main content area displays a table with columns: Price, Sq. Ft., Bedrooms, Baths, and Stories. Two rows are visible: \$1,000,000, 2,000, 4, 2, 2 and \$500,000, 1,000, 4, 2, 2. A map of the San Francisco area is shown on the right. A blue banner at the bottom reads 'SHOW ME YOUR LOCATION' and 'You have a property in your location'.



anti-pattern. artificial construct.



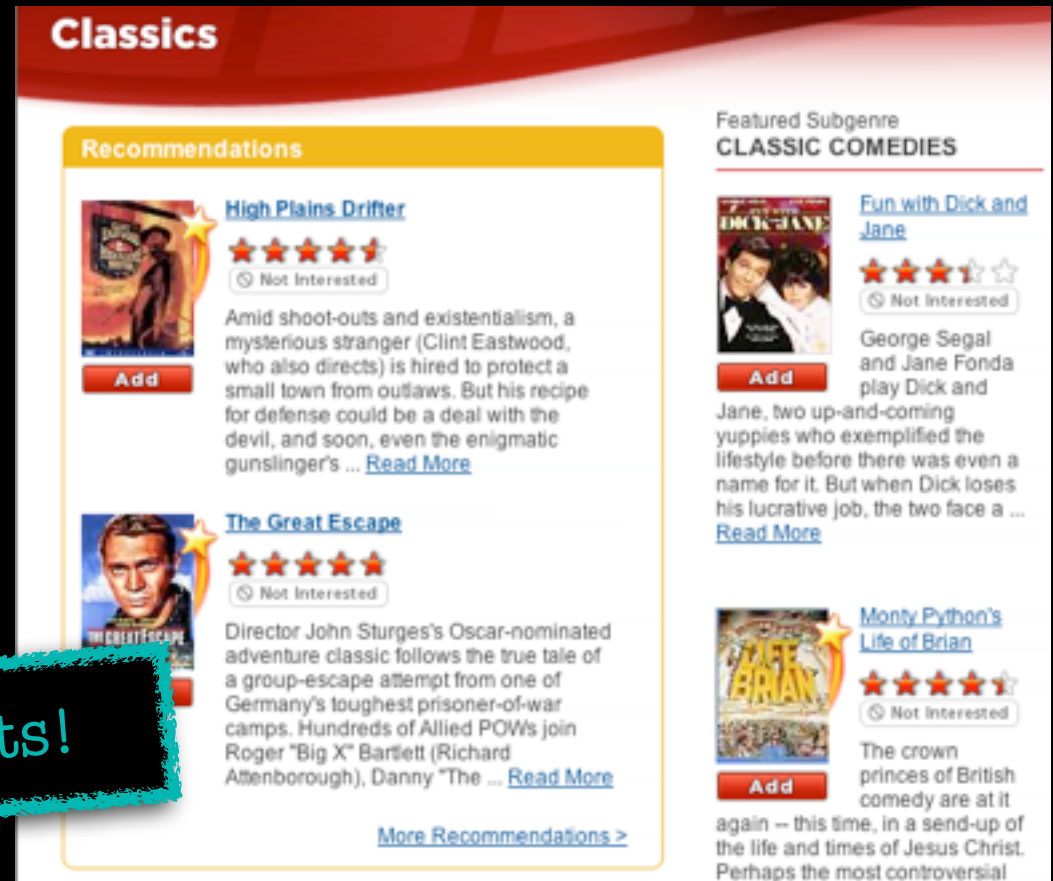
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Require a
light footprint.

digg



In Page Actions (always visible)

sorting by: [[newest](#) | [oldest](#) | [most digs](#) | [least digs](#)]

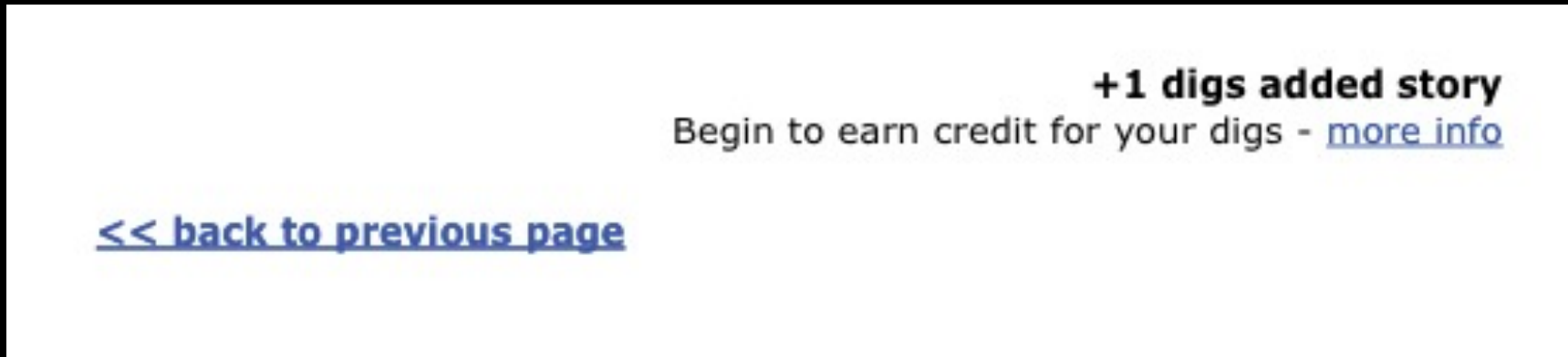
IBM, AMD, Sony boost chip speeds by 24%

"IBM and AMD have found a way to improve transistor performance by up to 24% without increasing the power draw - using a tweaked implementation of Big Blue's 'strained silicon' process."

[[dig this story](#) | [comment](#) | by: anonymous]

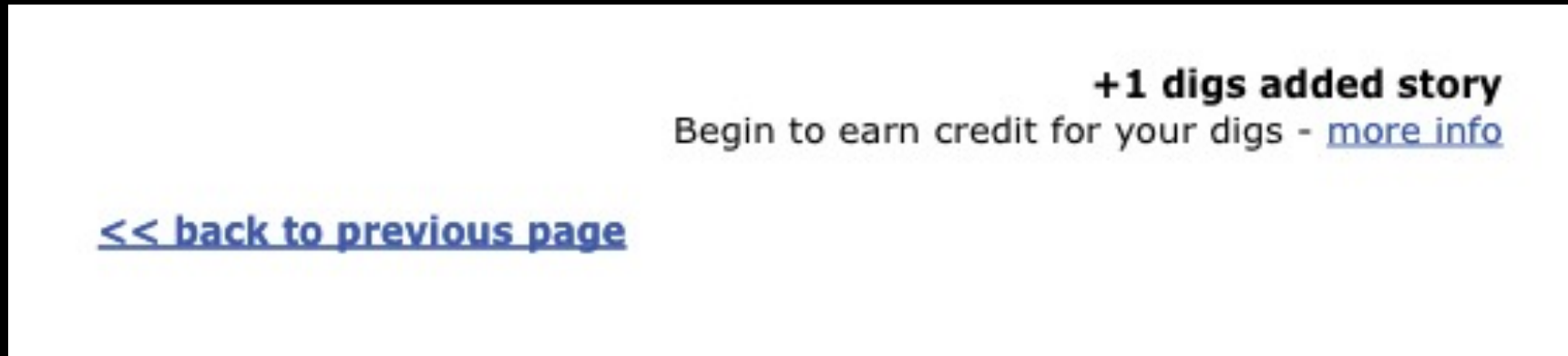
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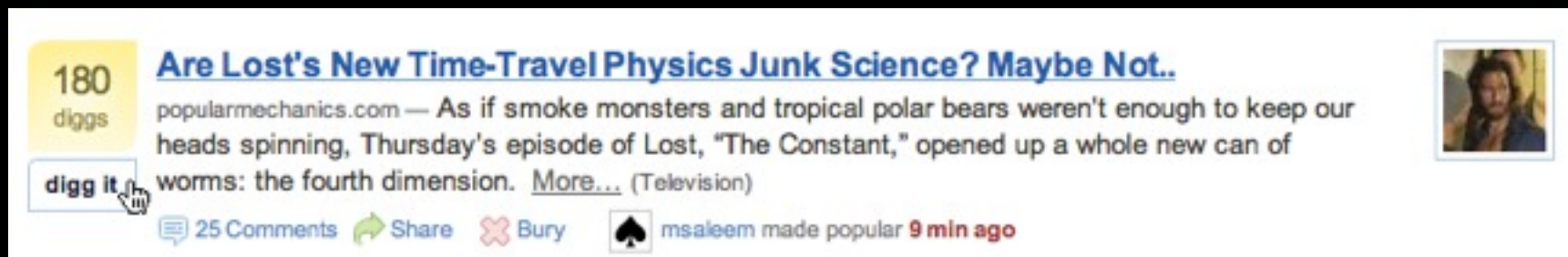


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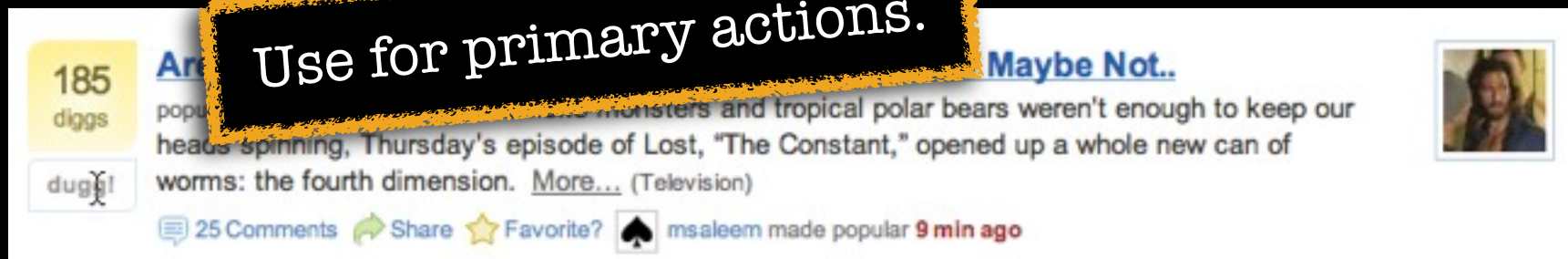


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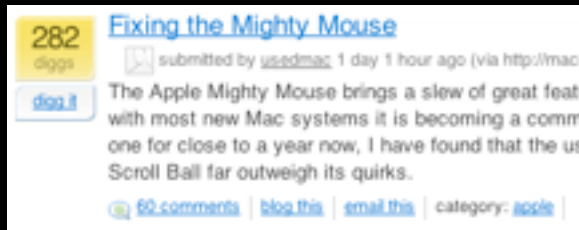
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[Fixing the Mighty Mouse](#)

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

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

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 Average (63 votes)

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Classics

Recommendations



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☒ ☒ ☒ ☒ ☒

☐ 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](#)



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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](#)



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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

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Classics

Recommendations

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CLASSIC COMEDIES

Fun with Dick and Jane

★★★★☆
☐ Not Interested

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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

The Critics:

B-

[14 reviews](#)

My Grade:

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A



B

C

D

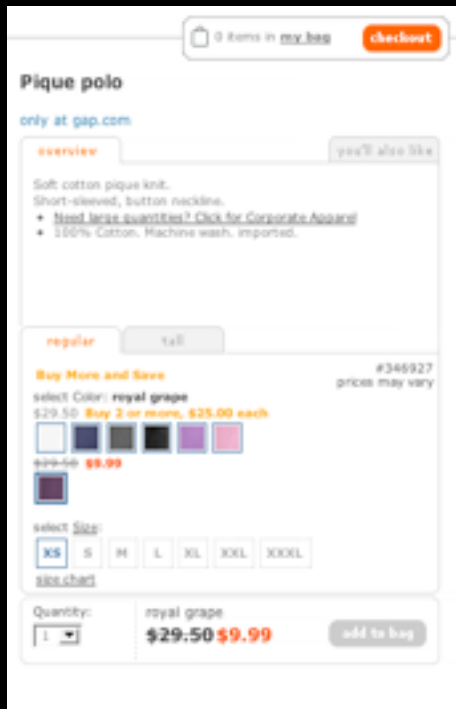
F

Answer hidden due to its low rating [Show](#)

Total rating: -16 32  48 

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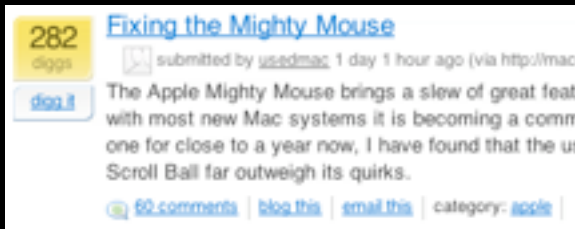
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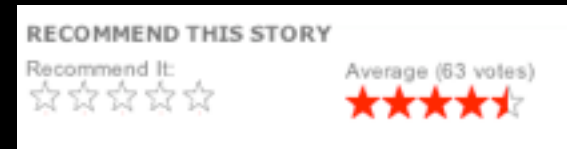
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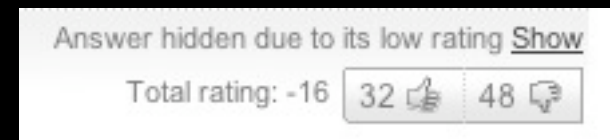
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Use to reduce the “click weight.”

- # of interaction steps
- Decision time
- Seek time
- Second guessing
- Wait time



<http://genesiconduit.wordpress.com/2008/07/13/click-weight/>

<http://www.amazon.com/Designing-Both-Sides-Screen-Collaborate/dp/0672321513>

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Contextual Tools (inline on hover)



[lantzilla](#) pro says:
...with biscuits and gravy and all the fixins...
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(Some HTML is OK.)

contextual tool menu. [flickr.com](#)

Contextual Tools (inline on hover)



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contextual tool actions. backpackit

Contextual Tools (inline on hover)



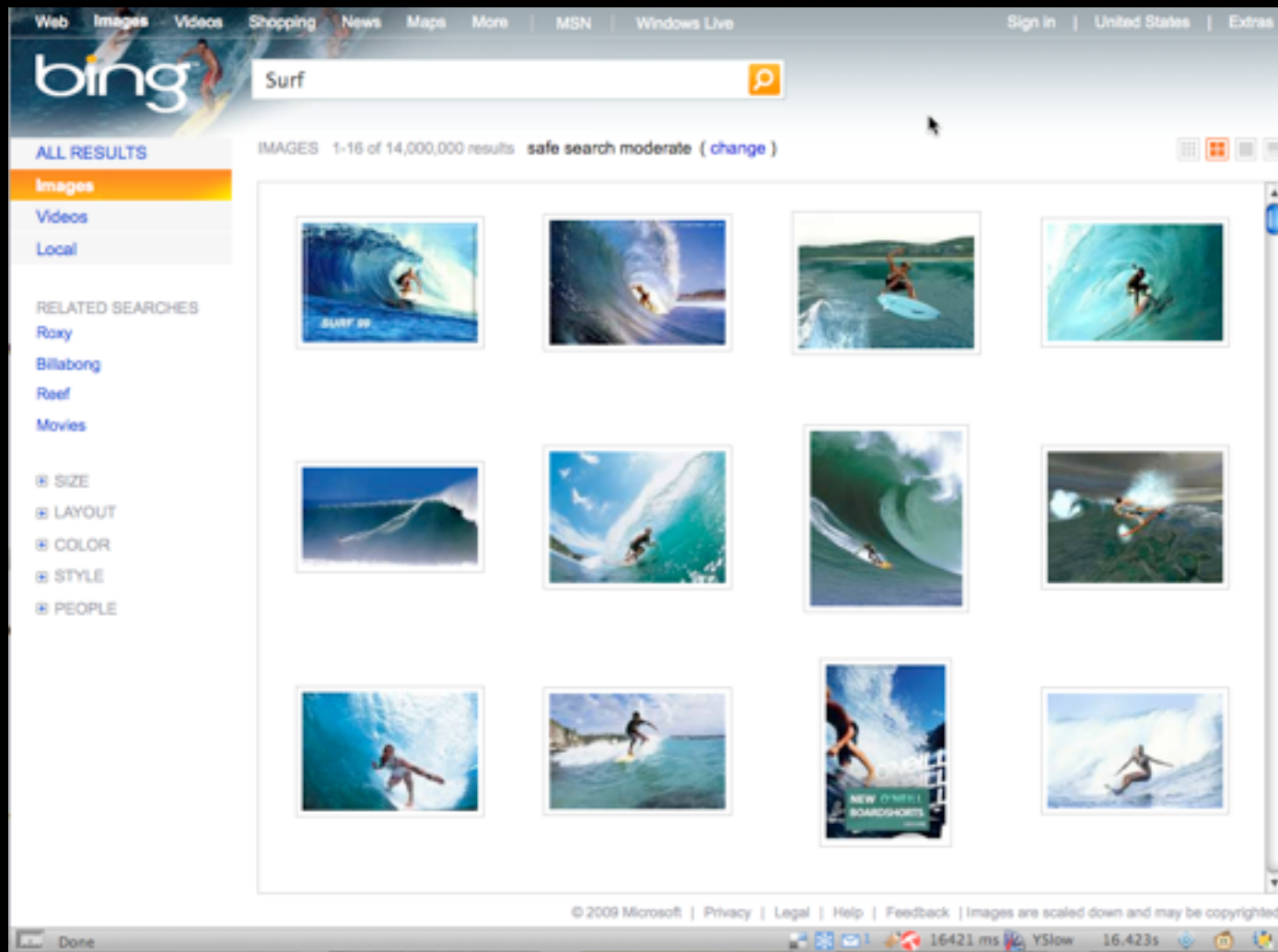
Use for secondary actions
or to preserve readability.

contextual tool menu. flickr.com



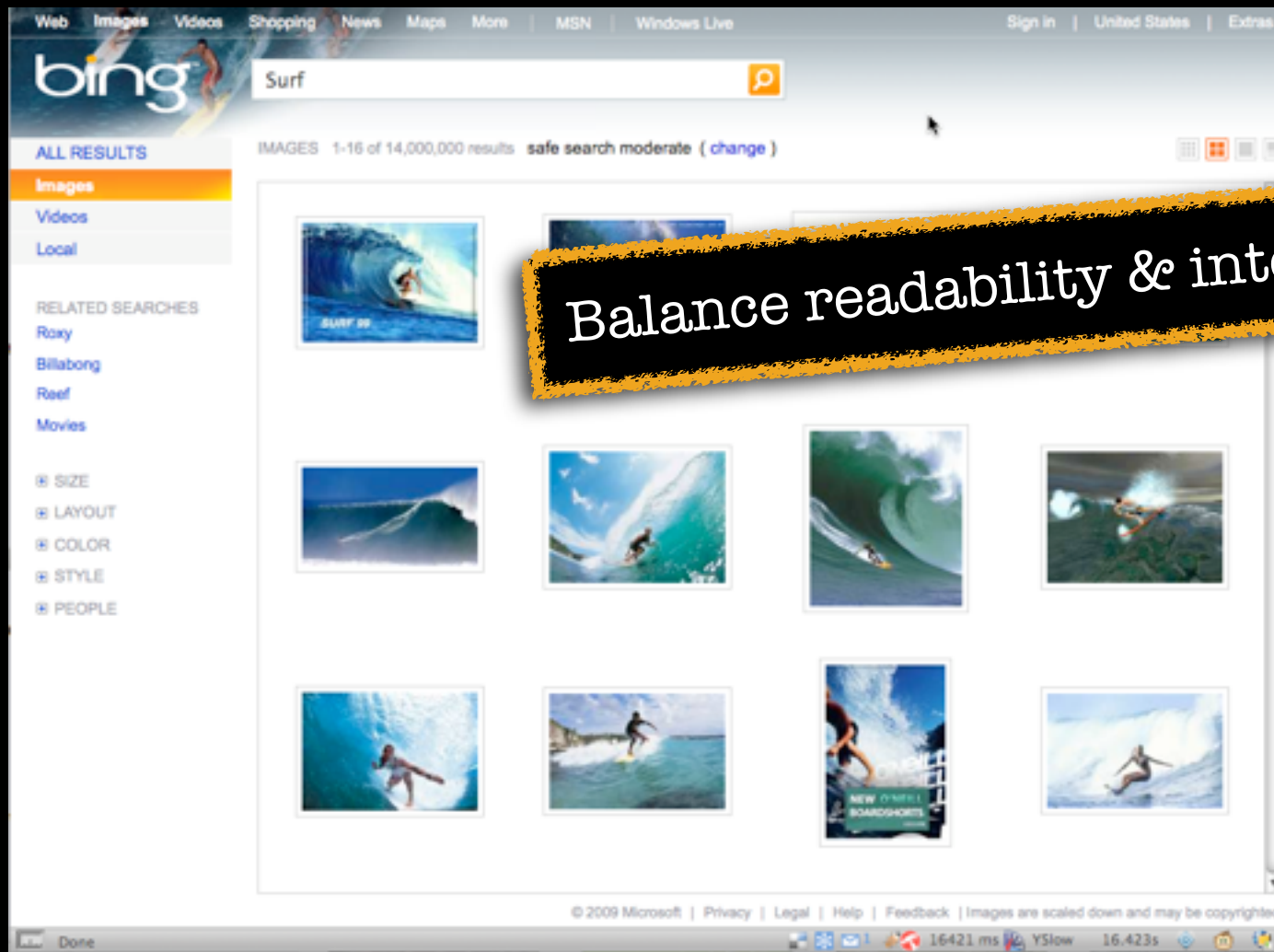
contextual tool actions. backpackit

Contextual Tools (overlay on hover)



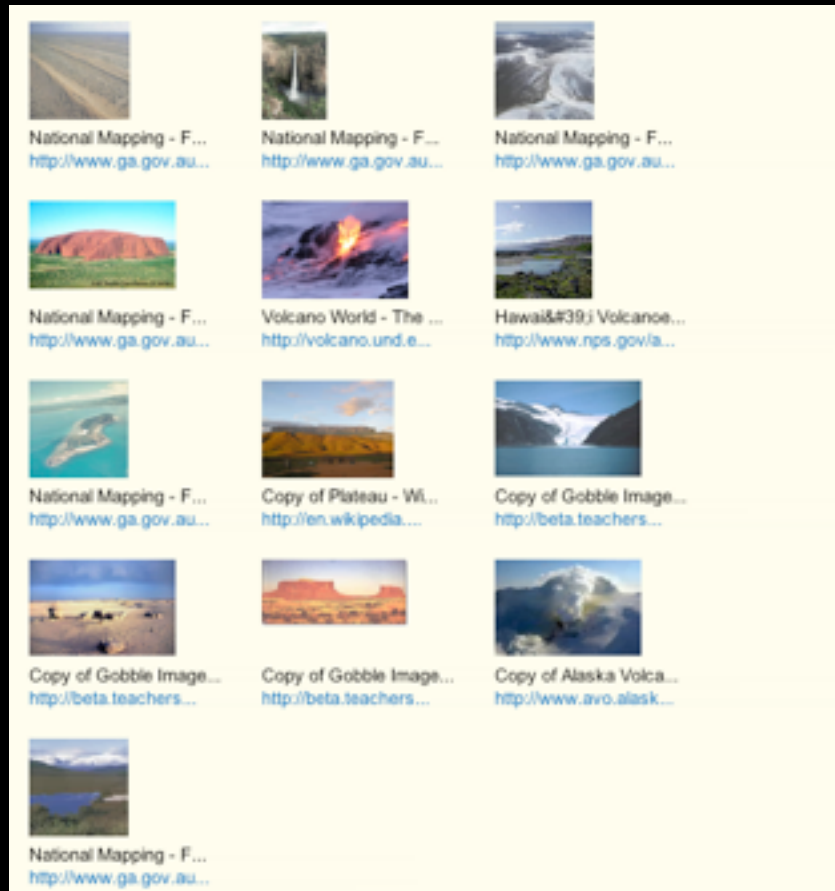
contextual tool overlay. bing.com

Contextual Tools (overlay on hover)



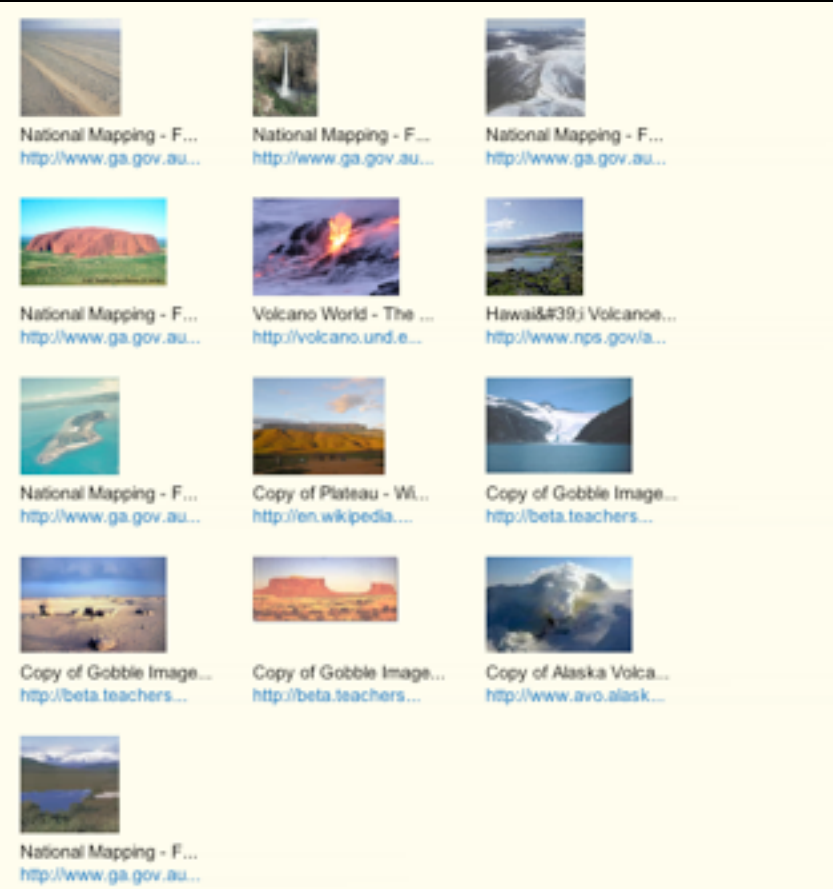
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Anti-Pattern: Hover & Cover



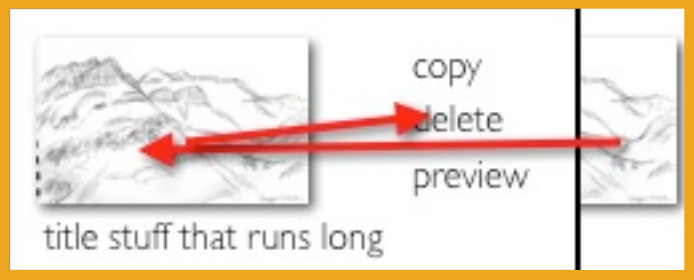
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Anti-Pattern: Hover & Cover



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	Page Render	Mouse over object	Mouse leaves tool layer	Tool selected	In Progress	Complete
Cursor		link cursor				
Actionable Object		Wrapped by tool layer	Normal display mode	Normal display mode		
Contextual Tools		Show tool layer	Hide tool layer	Hide tool layer		

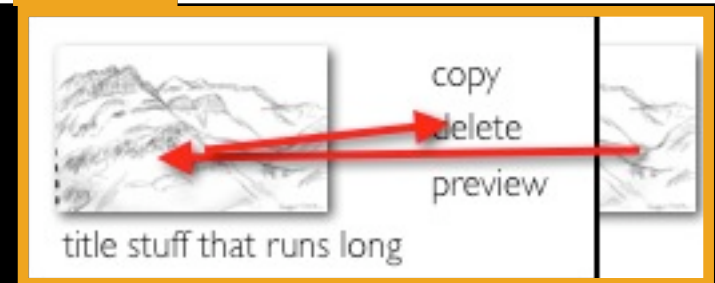


Anti-Pattern: Hover & Cover



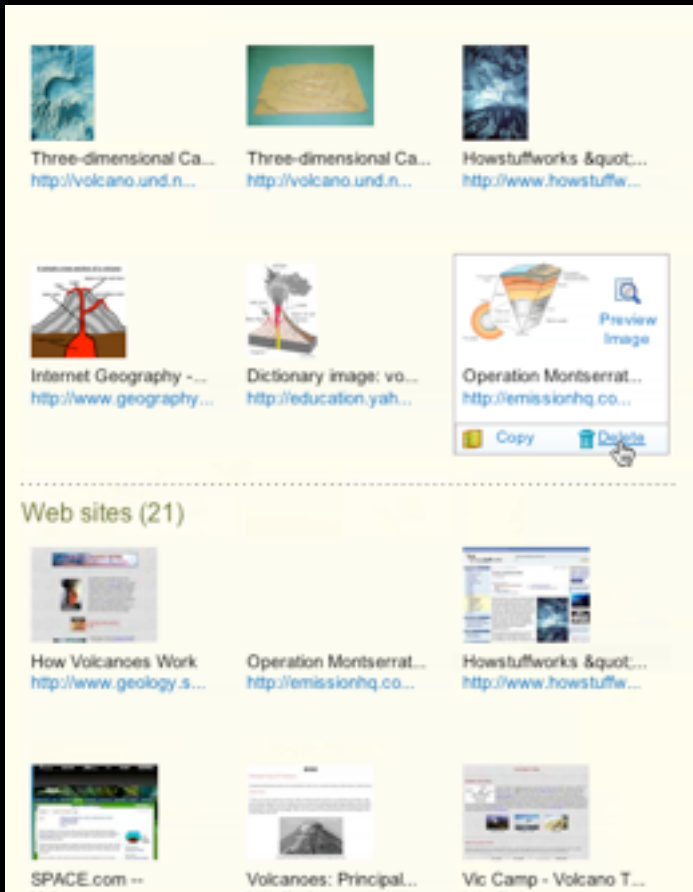
Don't obscure context or navigation.

	Page Render	Mouse over object	Mouse leaves tool layer	Tool selected	In Progress	Complete
		link cursor				
Actionable Object		Wrapped by tool layer	Normal display mode	Normal display mode		
Contextual Tools		Show tool layer	Hide tool layer	Hide tool layer		



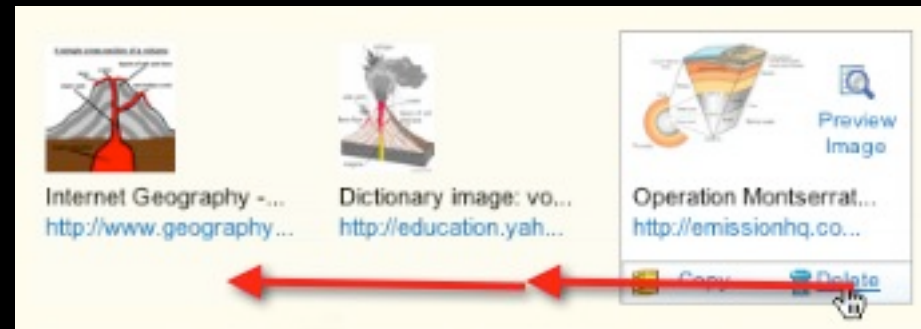
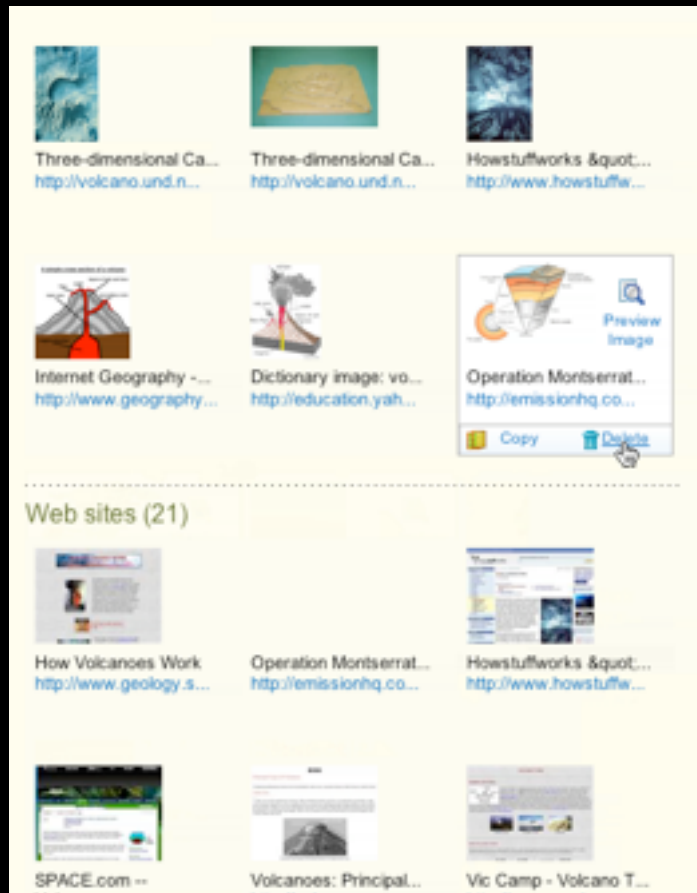
anti-pattern. hover & cover. yahoo! teachers

Hover & Cover Refactored



hover & cover resolved. y! teachers

Hover & Cover Refactored



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Page 1 of 17



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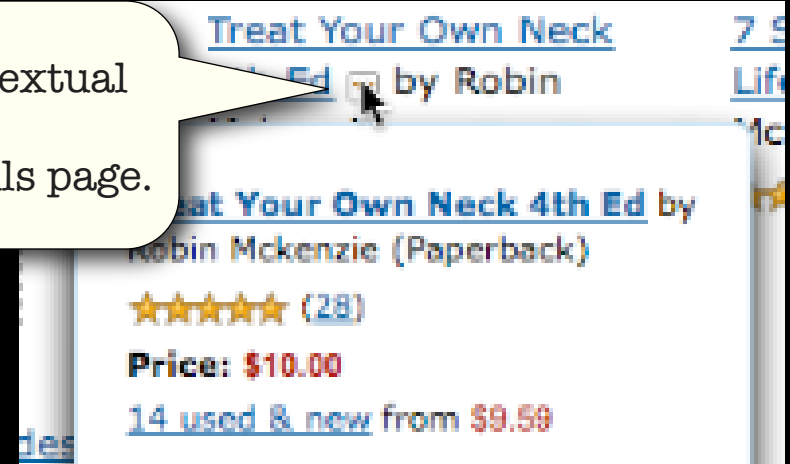
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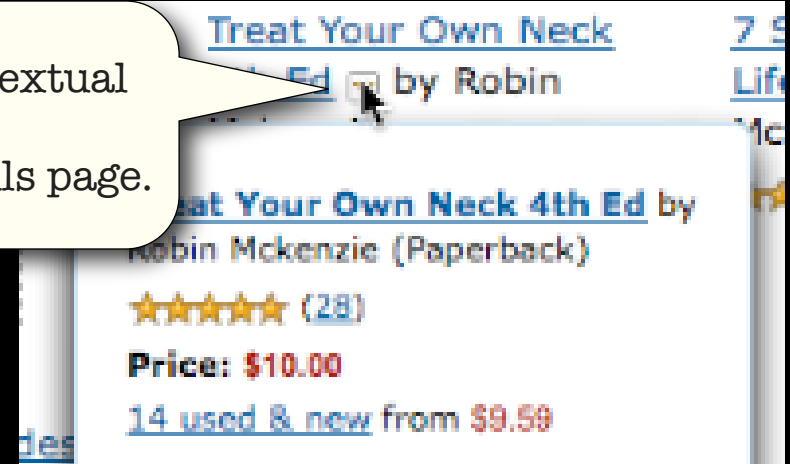
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Click: goes to details page.



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Click: goes to details page.



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Do one thing well.





Maintain flow.

Exploratorium Exhibit



Spot the differences

Spot the differences



Now try again...

Now try again...



Now try again...

Keep the moments within the page.




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BRIE

Rounds \$17.50

An unstabilised brie, this is a living cheese that ripens with ageing.



Rounds



MT DOMET DOUBLE CREAM BRIE

Rounds \$18.25

Named after one of North Otagos highest mountains, this unstabilised



Rounds



WAITAKI CAMEMBERT

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The full and rich flavour of Waitaki Camembert captures the



Rounds





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SHEEP MILK CHEESE

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FRESH CHEESE

COWS FETA

BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE

Keep the moments within the page.

...this is a living
cheese that ripens with ageing.



Rounds



MT DOMET DOUBLE CREAM BRIE

Rounds \$18.25

Named after one of North Otagos
highest mountains, this unstabilised



Rounds



WAITAKI CAMEMBERT

Rounds \$36.00

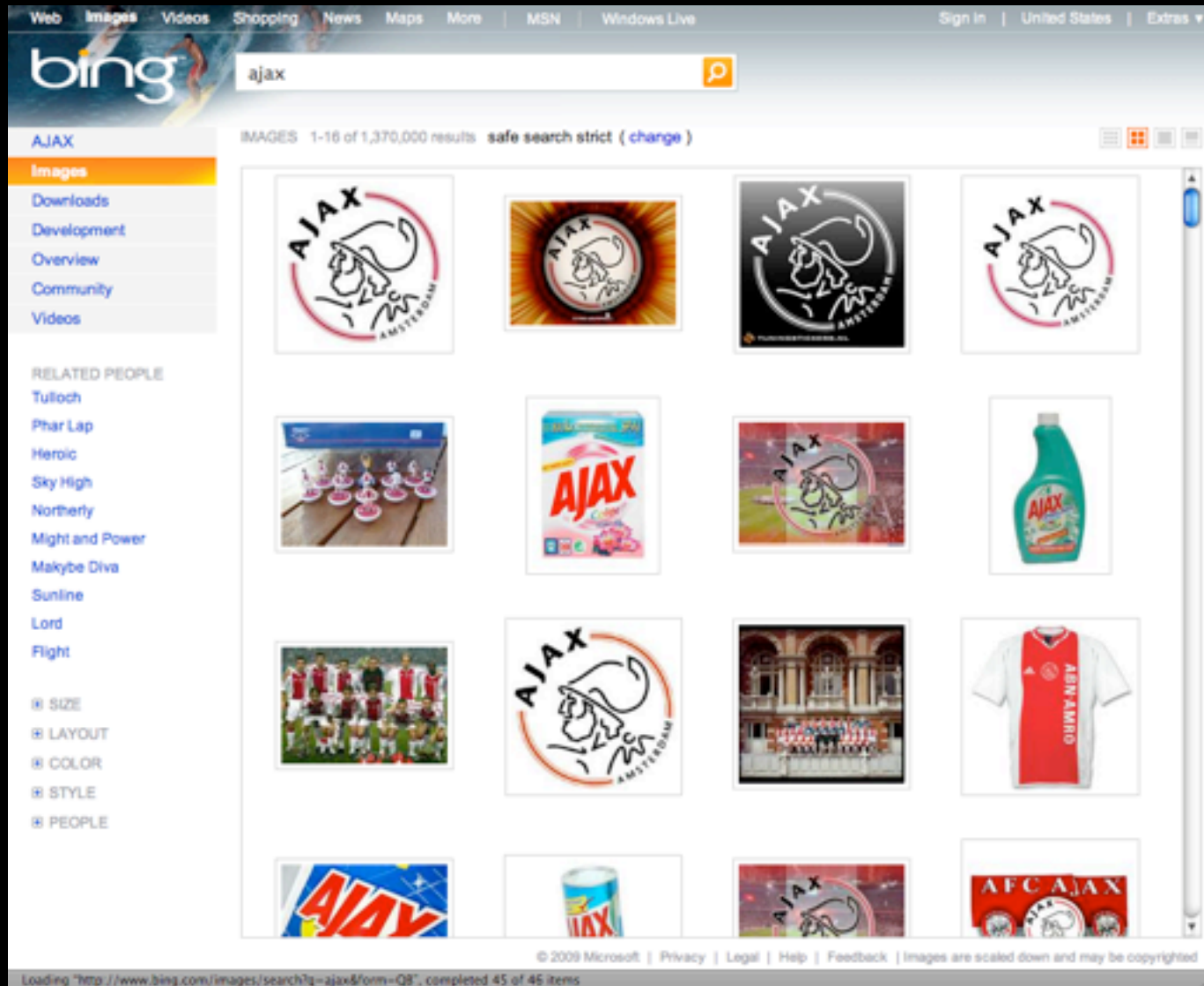
The full and rich flavour of
Waitaki Camembert captures the



Rounds

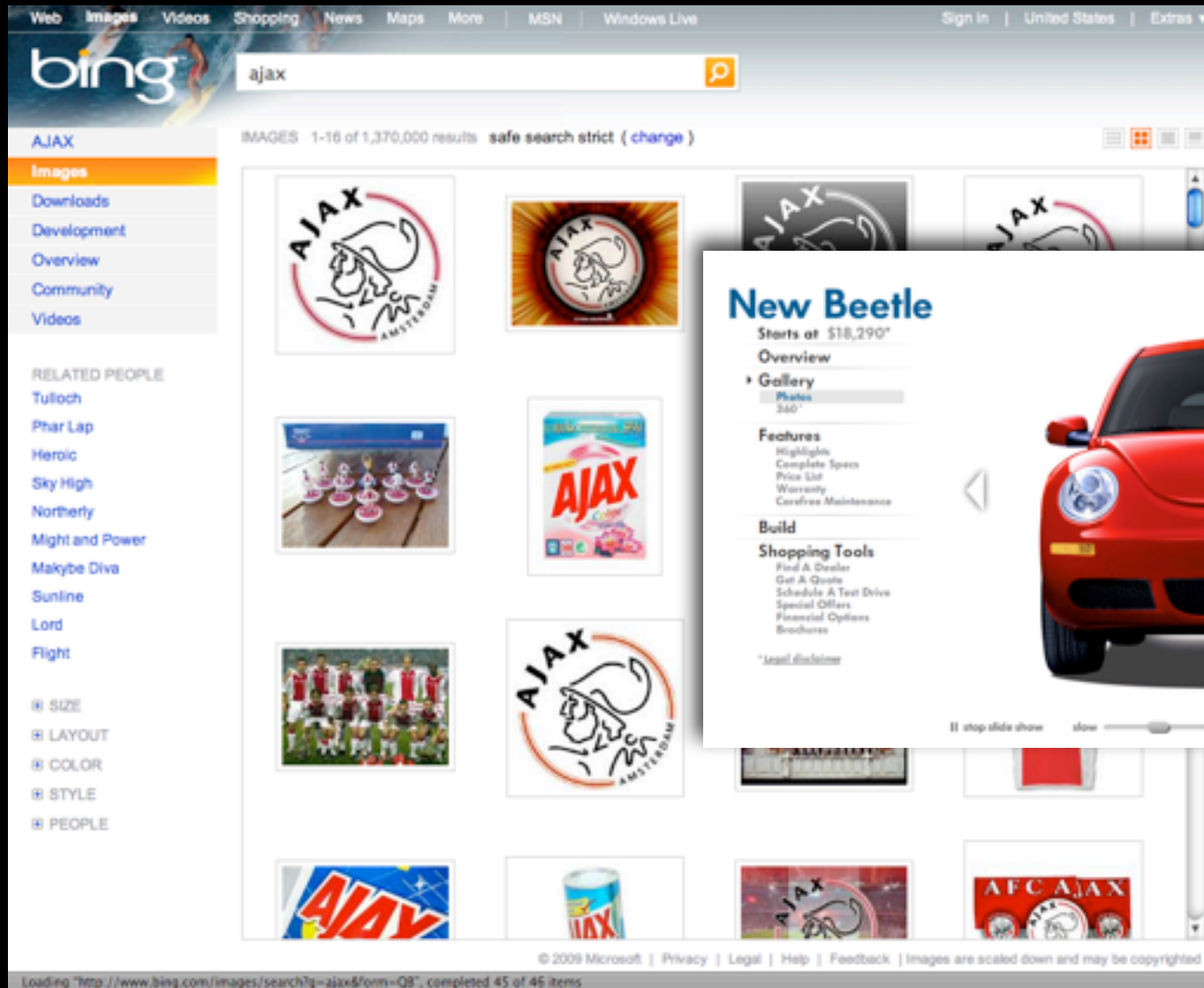


Virtual Space



endless scrolling. [bing.com](http://www.bing.com)

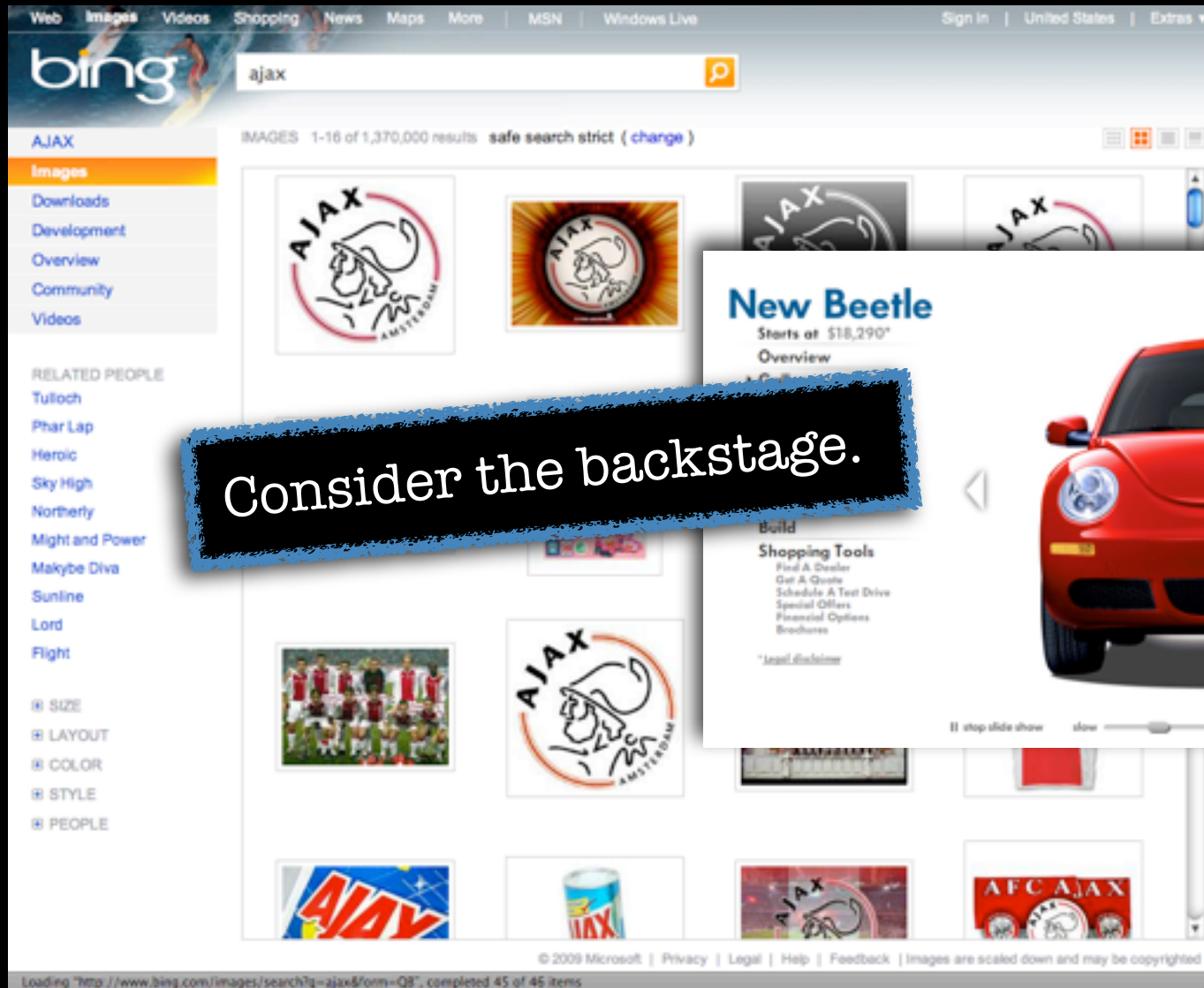
Virtual Space



carousel. paging. gallery. bing.com

endless scrolling. bing.com

Virtual Space








Consider the backstage.

carousel. paging. gallery. bing.com

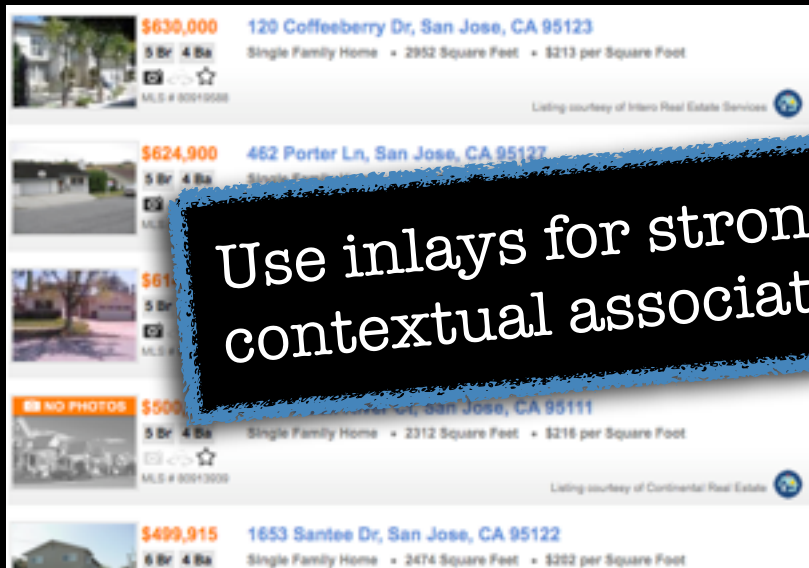
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Inlays

 MLS # 80919588	\$630,000 5 Br 4 Ba Single Family Home • 2952 Square Feet • \$213 per Square Foot Listing courtesy of Intero Real Estate Services	120 Coffeeberry Dr, San Jose, CA 95123
 MLS # 80921757	\$624,900 5 Br 4 Ba Single Family Home • 3324 Square Feet • \$188 per Square Foot Listing courtesy of REMAX Real Estate Services	452 Porter Ln, San Jose, CA 95127
 MLS # 80916759	\$614,800 5 Br 4 Ba Single Family Home • 2720 Square Feet • \$226 per Square Foot Listing courtesy of Intero Real Estate Services	1708 Ewer Dr, San Jose, CA 95124
 MLS # 80913909	\$500,000 5 Br 4 Ba Single Family Home • 2312 Square Feet • \$216 per Square Foot Listing courtesy of Continental Real Estate	2924 Rock River Ct, San Jose, CA 95111
 MLS # 80913909	\$499,915 6 Br 4 Ba Single Family Home • 2474 Square Feet • \$202 per Square Foot	1653 Santee Dr, San Jose, CA 95122

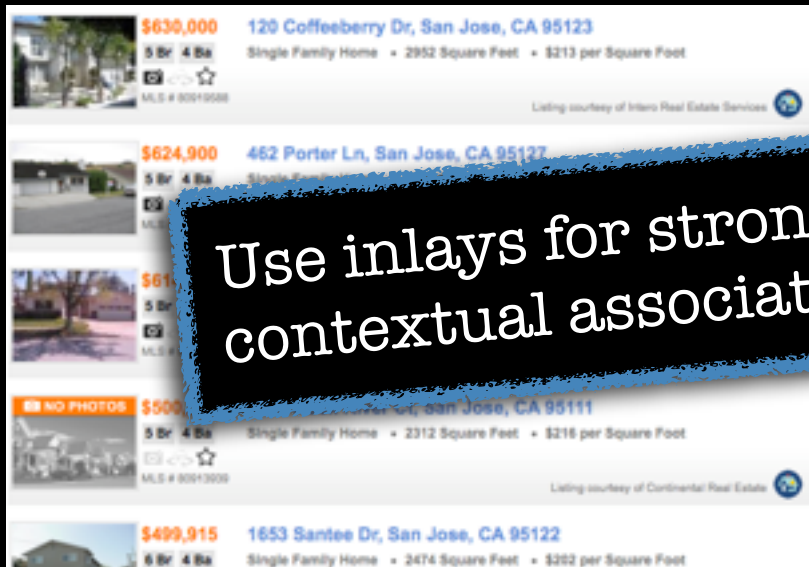
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Inlays

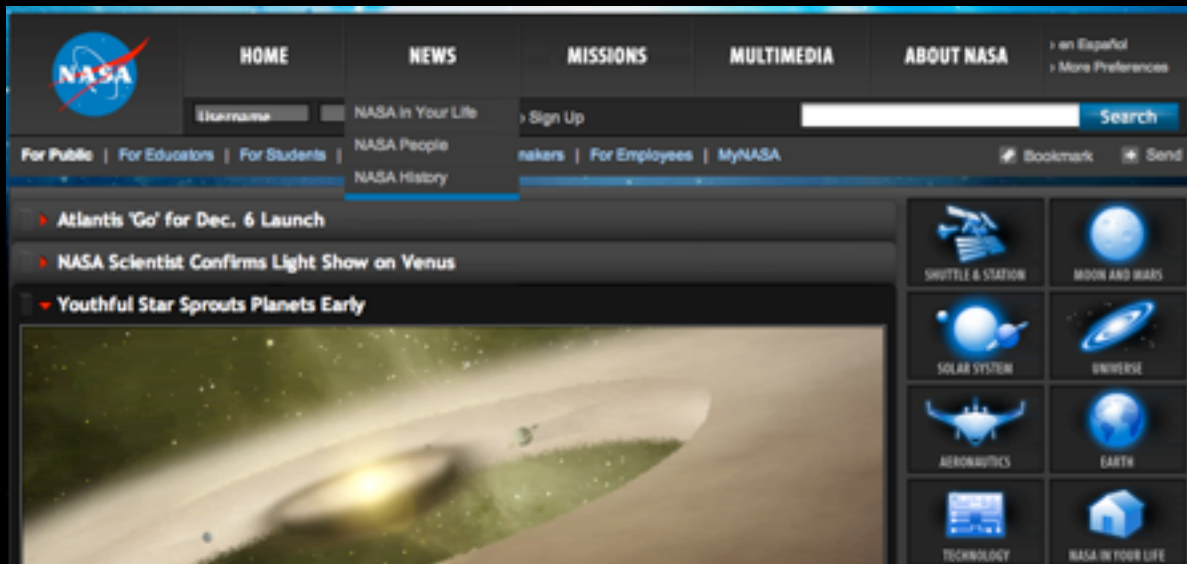


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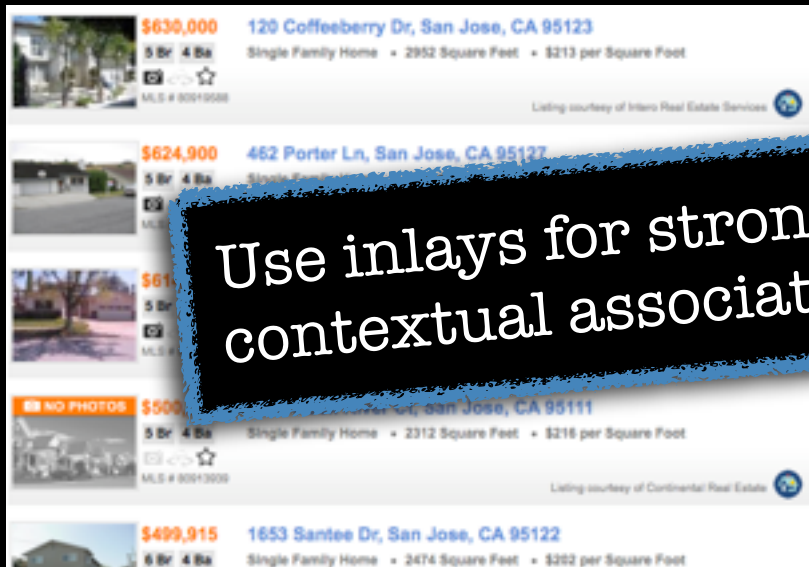


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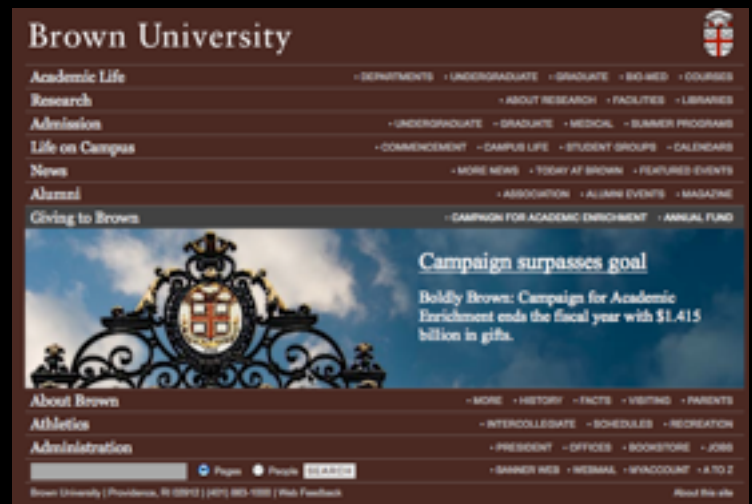


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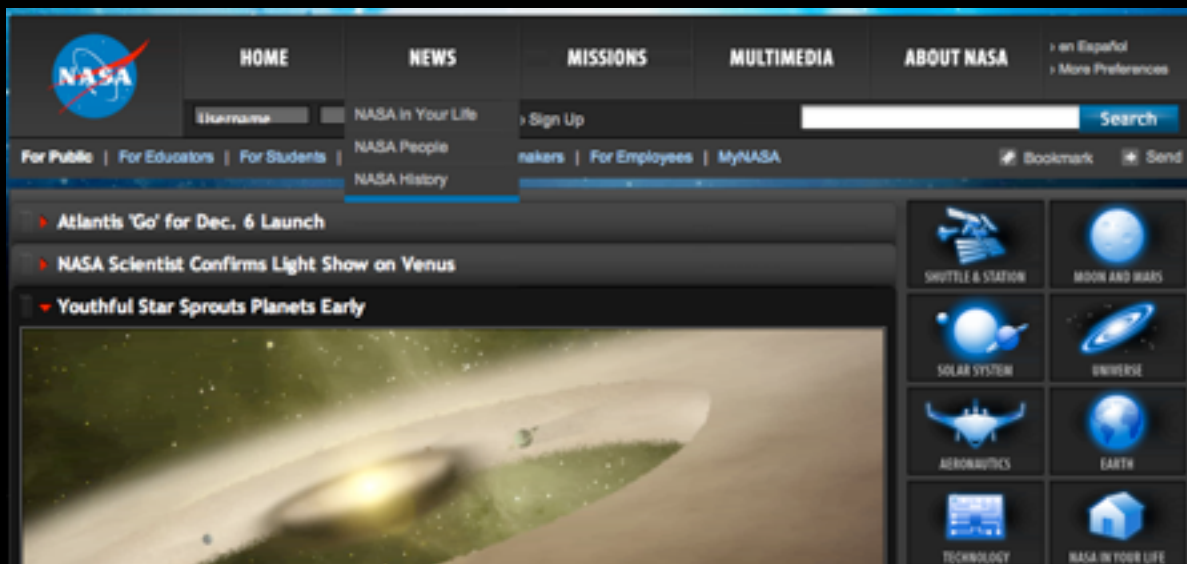
Inlays



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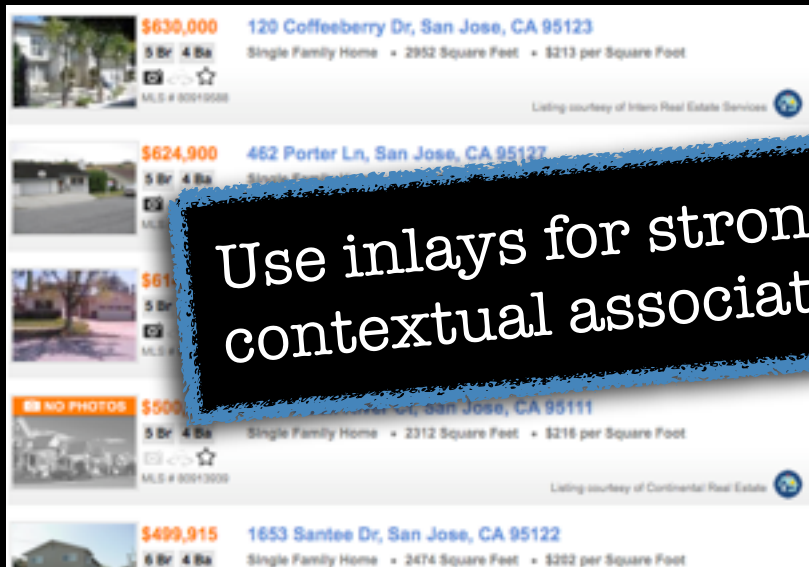


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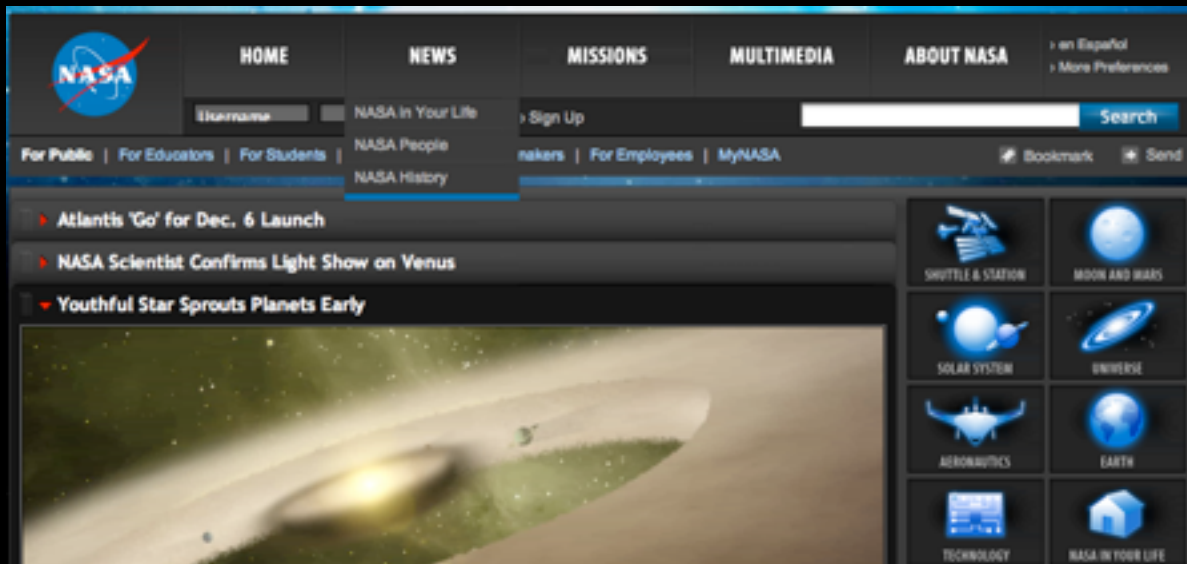


hover activated accordion. nasa.gov

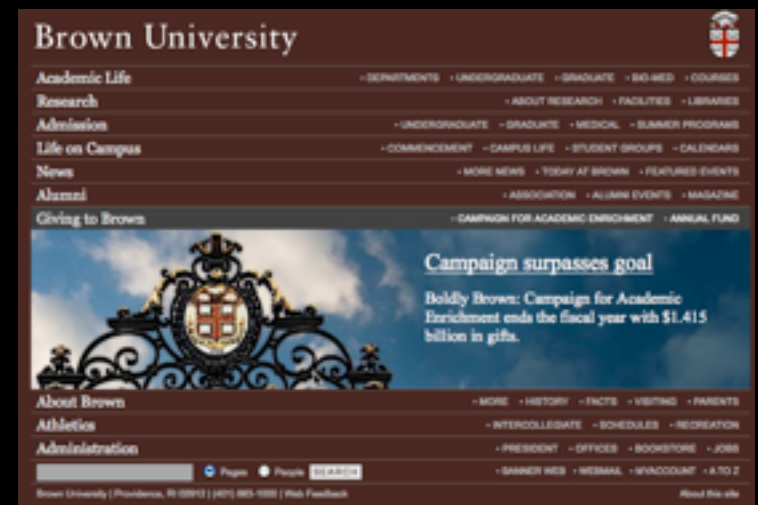
Inlays



click activated inlay. roost.com



hover activated accordian. nasa.gov

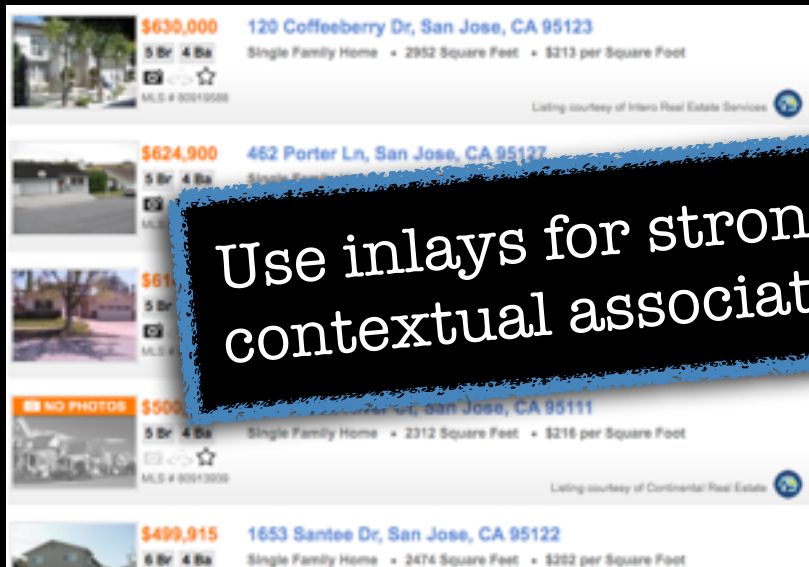


hover activated accordian. brown.edu

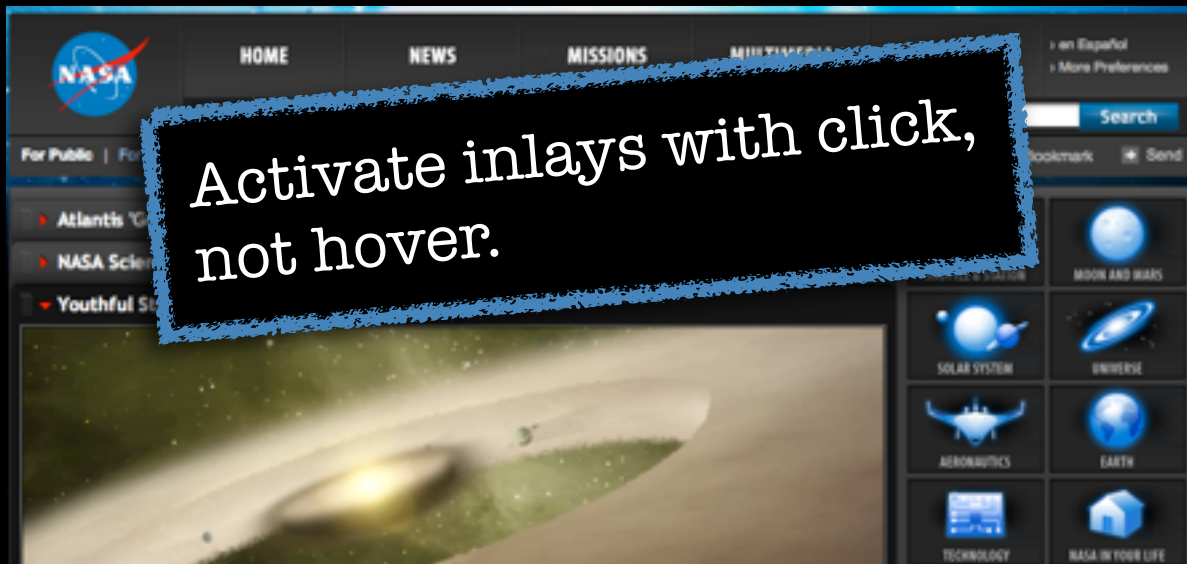


hover activated accordian. apple.com

Inlays



click activated inlay. roost.com



hover activated accordian. nasa.gov

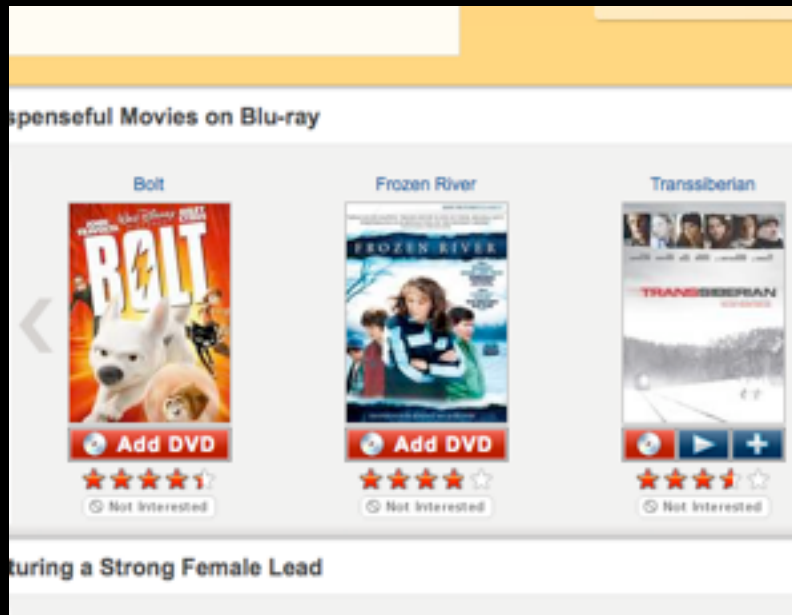


hover activated accordian. brown.edu

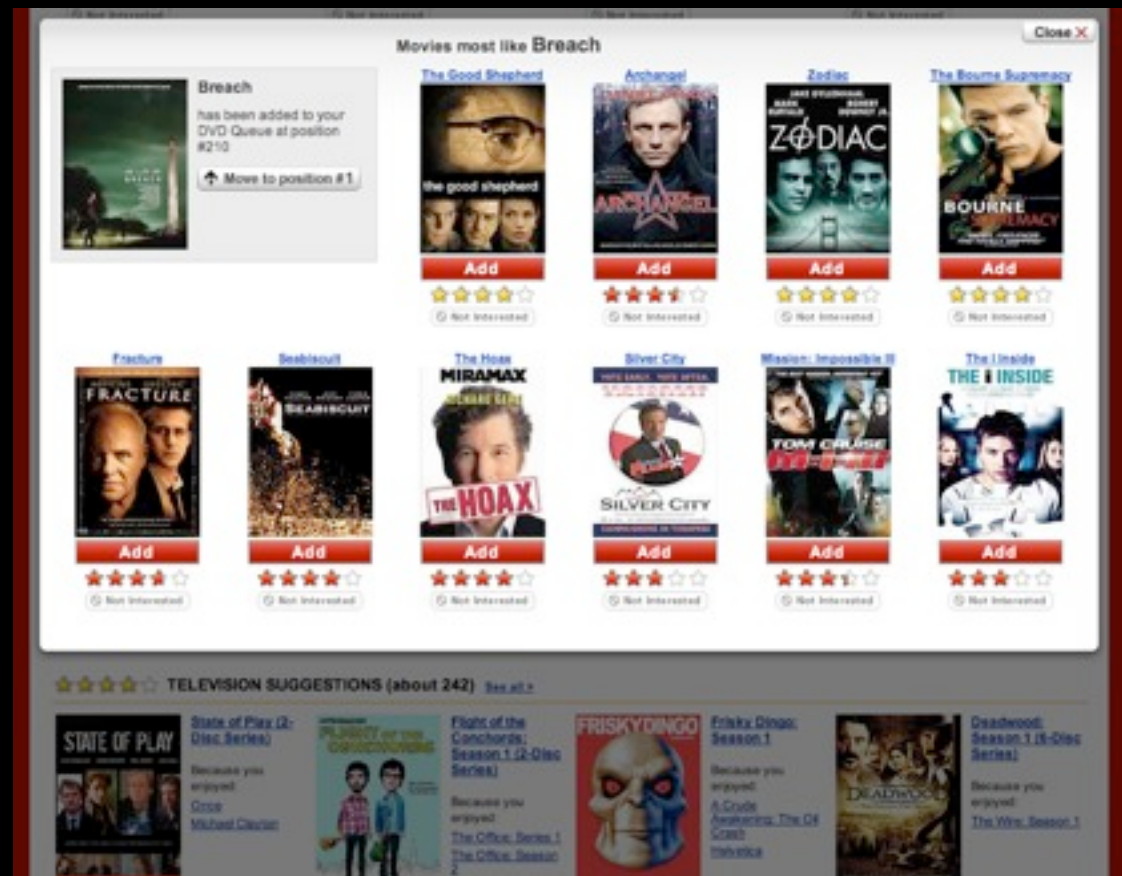


hover activated accordian. apple.com

Overlays

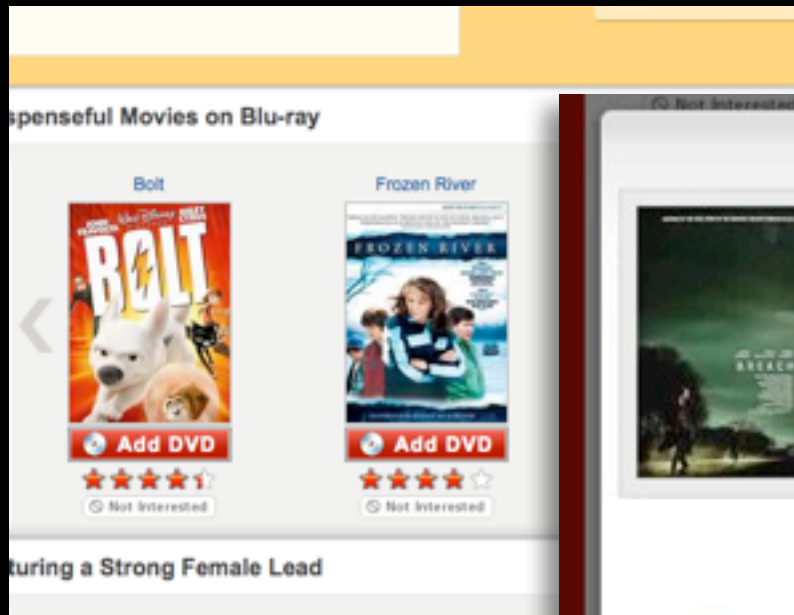


hover details. netflix.com

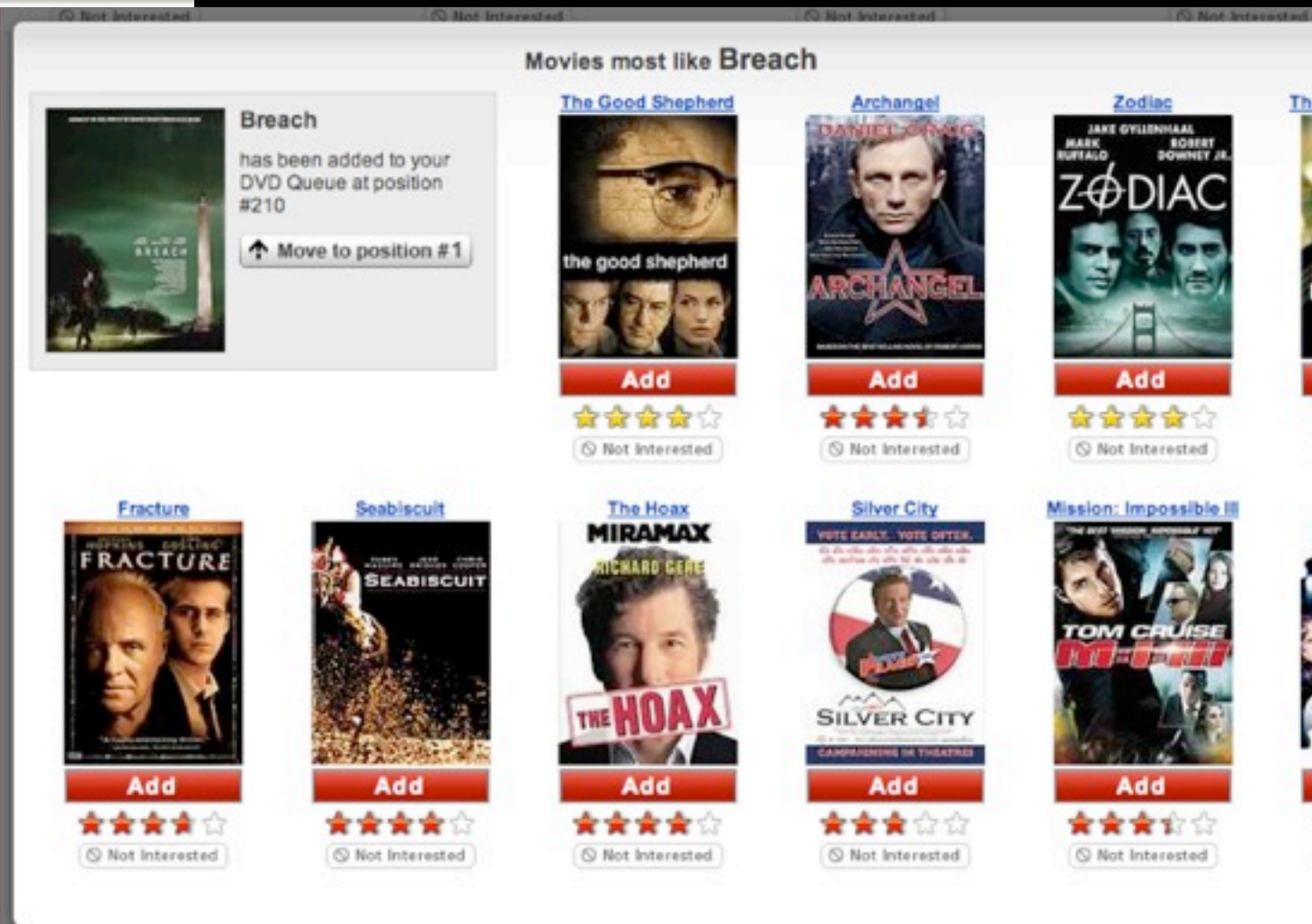


hover dialog. netflix.com

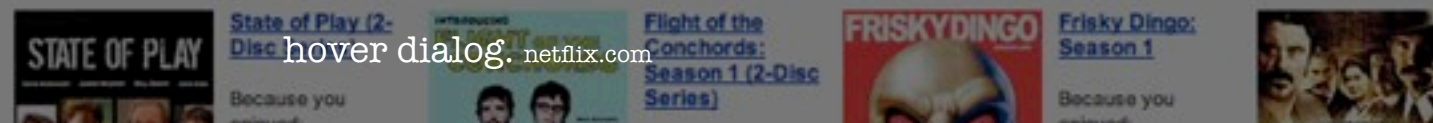
Overlays



hover details. netflix.com



TELEVISION SUGGESTIONS (about 242) [See all >](#)



Overlays

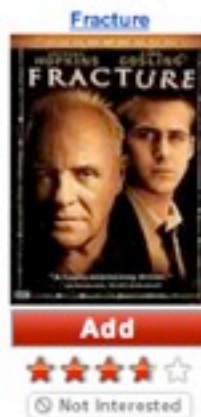
Wait 1/2 second to
activate hover details.

Expensive Movies on Blu-ray

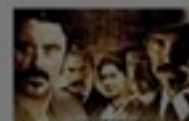
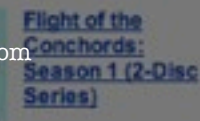
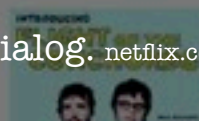
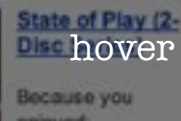
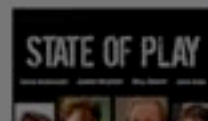


Featuring a Strong Female Lead

hover details. netflix.com



TELEVISION SUGGESTIONS (about 242) See all >



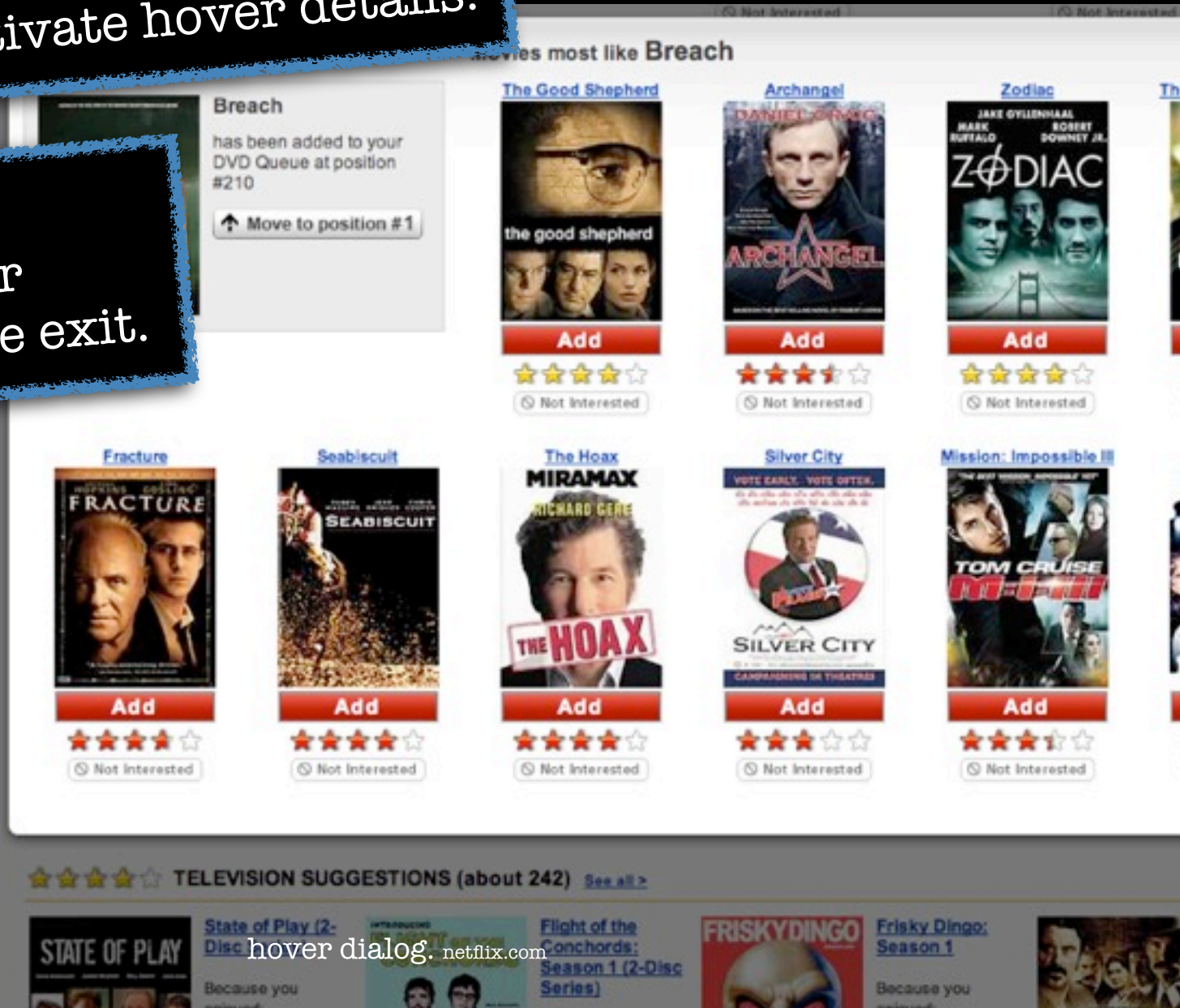
hover dialog. netflix.com

Overlays

Wait 1/2 second to
activate hover details.

Immediately
deactivate hover
details on mouse exit.

hover details. netflix.com



Overlays

Wait 1/2 second to
activate hover details.

Immediately
deactivate hover
details on mouse exit.

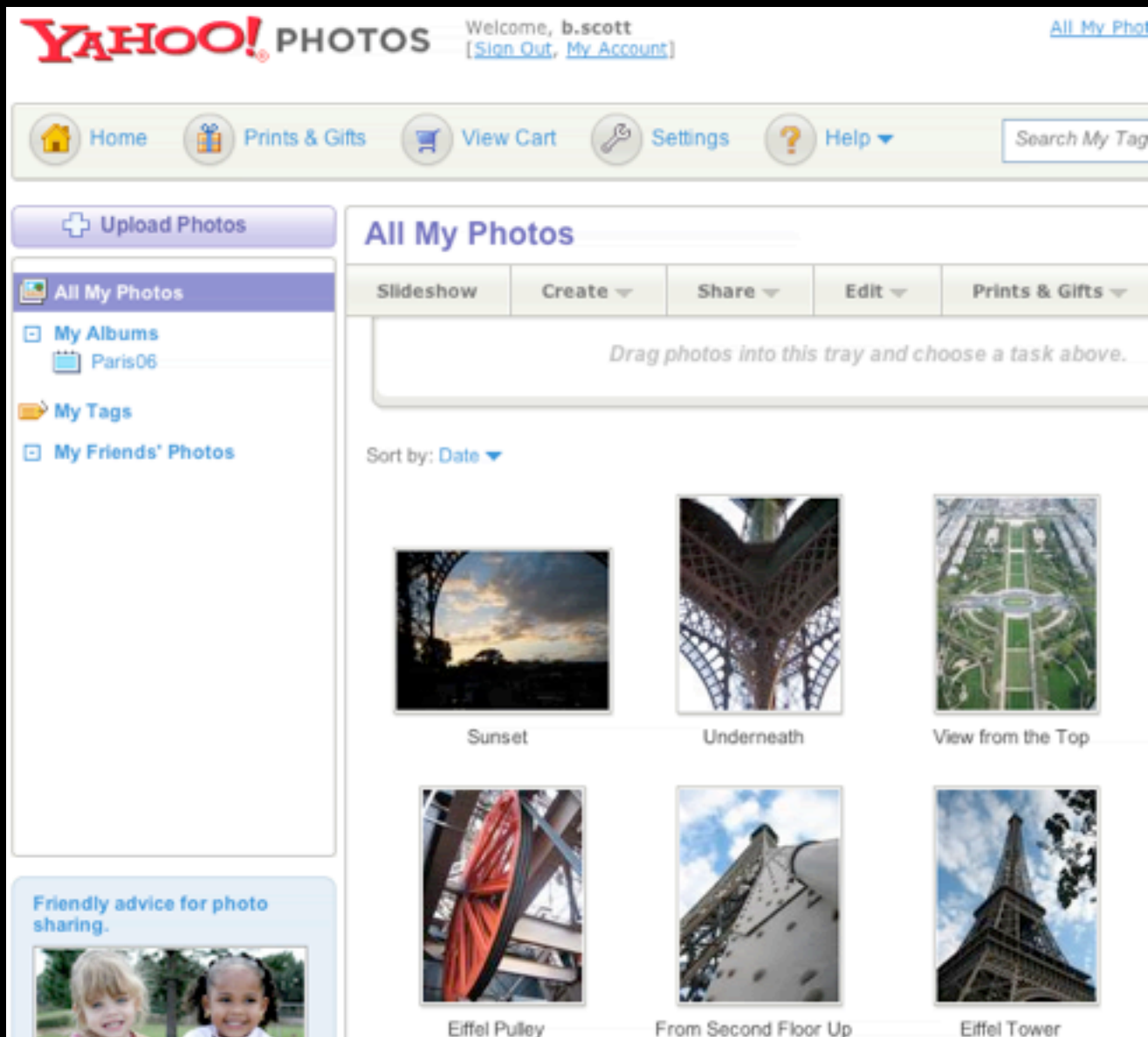
hover details. netflix.com

Change context or capture
flow in overlay dialog.

TELEVISION SUGGESTIONS (about 242) [See all >](#)

hover dialog. netflix.com

Anti-Pattern: Idiot Boxes



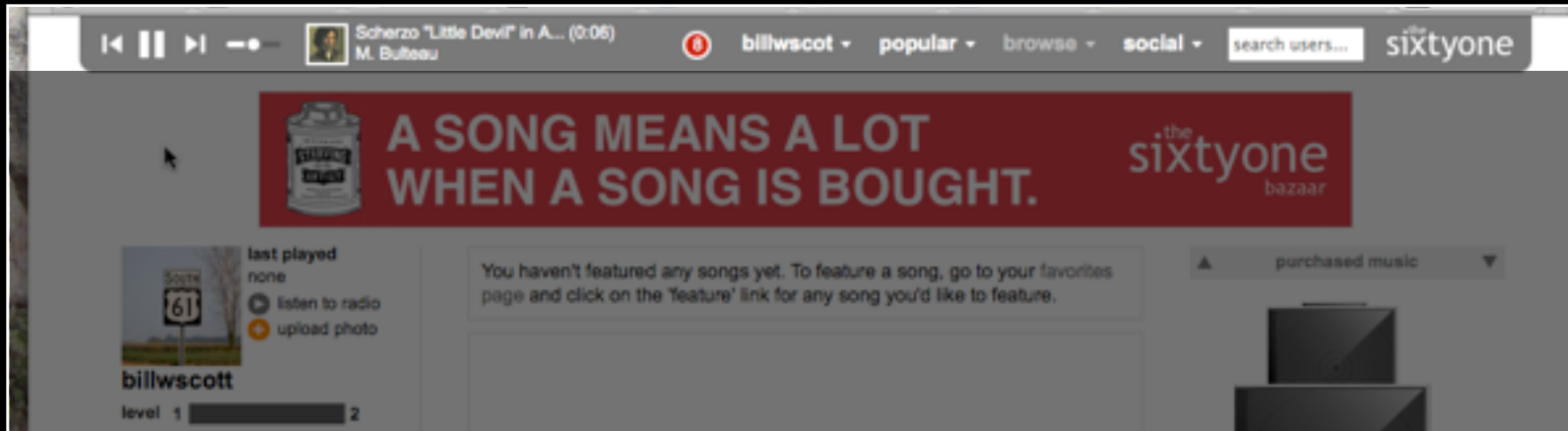
anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes



anti-pattern. idiot box. yahoo! photos

Nav Bars: Seamless Context



nav status bar. thesixtyone.com

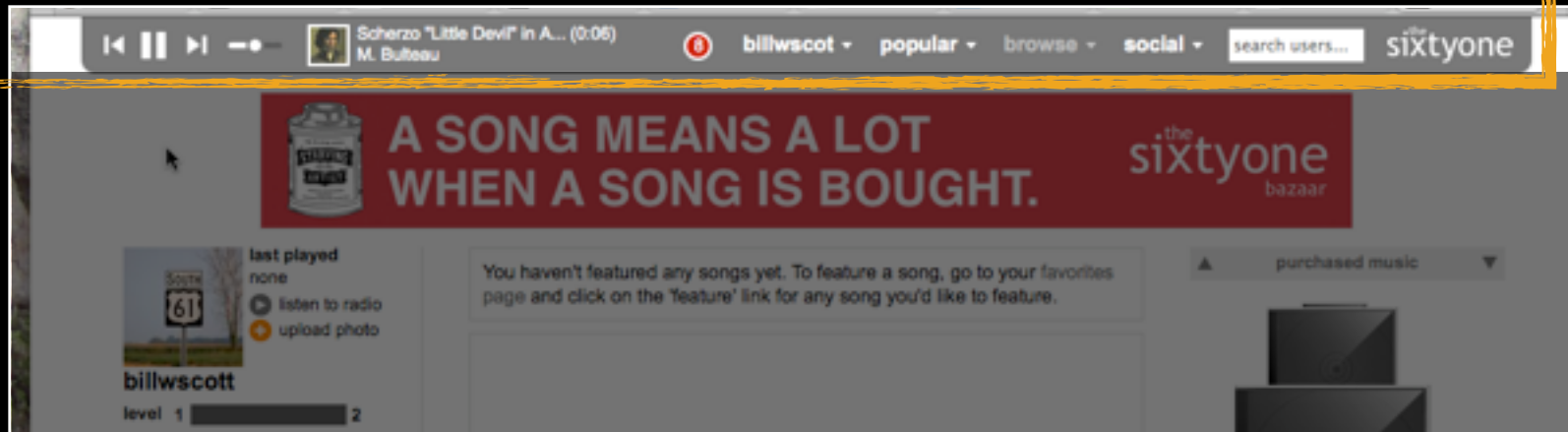


nav status bar. facebook.com

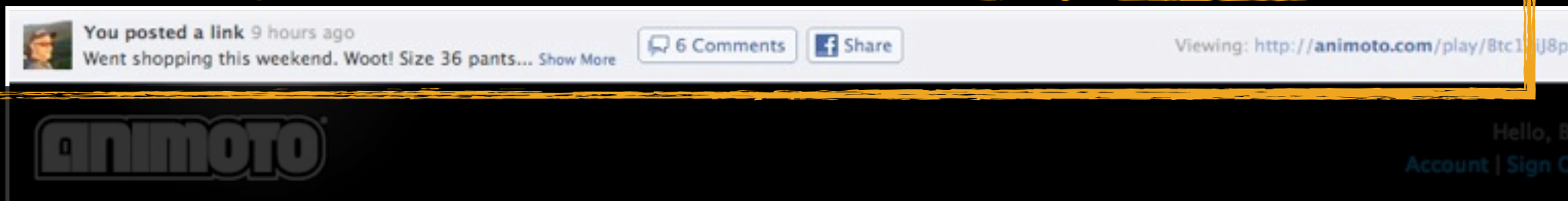
nav status bar. digg.com



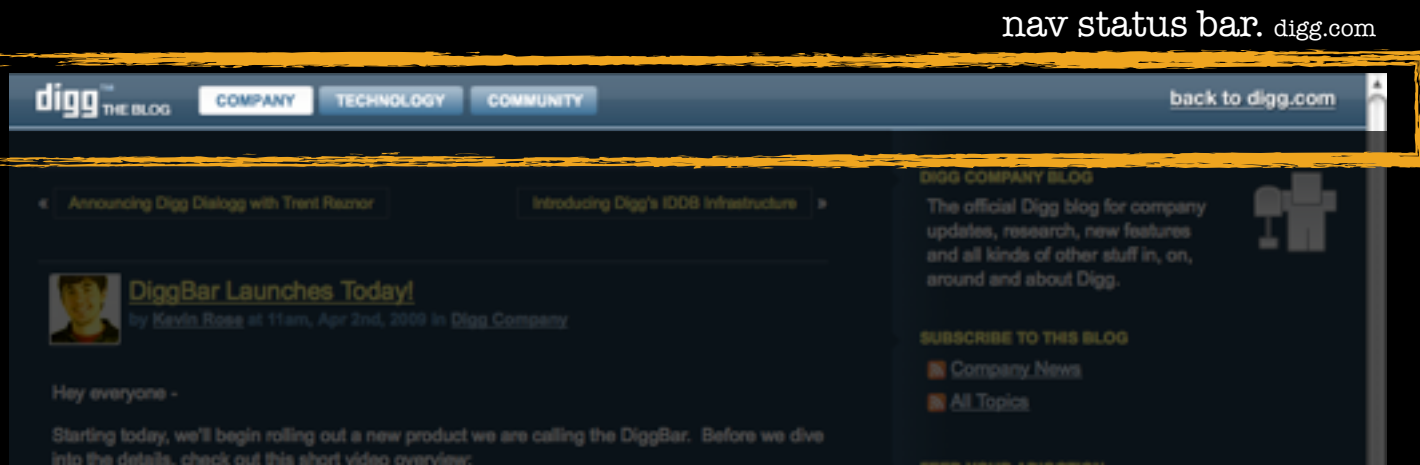
Nav Bars: Seamless Context



nav status bar. thesixtyone.com

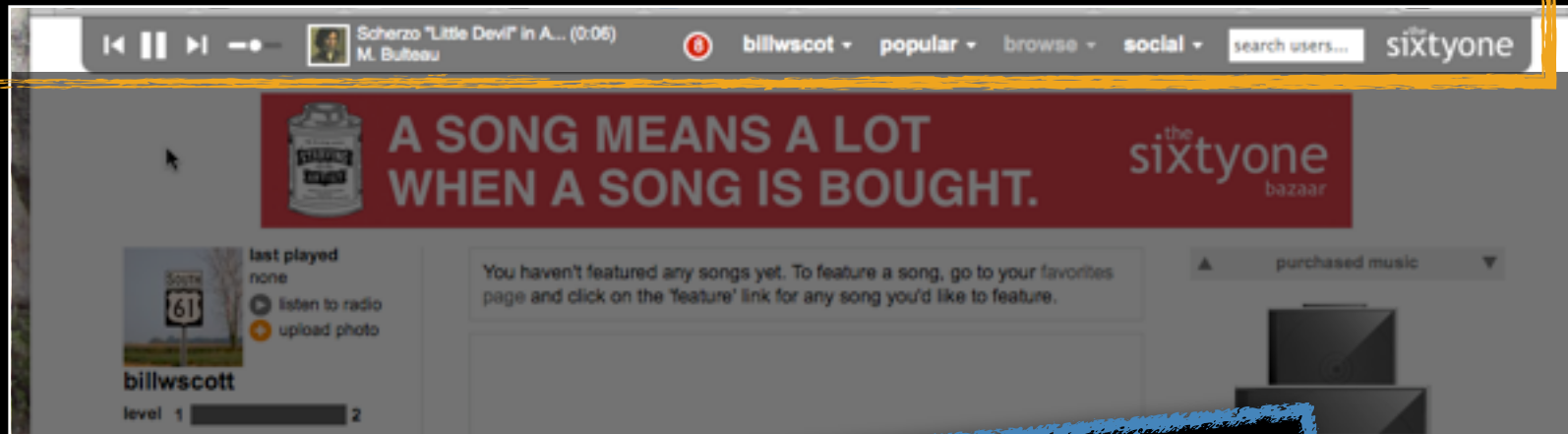


nav status bar. facebook.com



nav status bar. digg.com

Nav Bars: Seamless Context



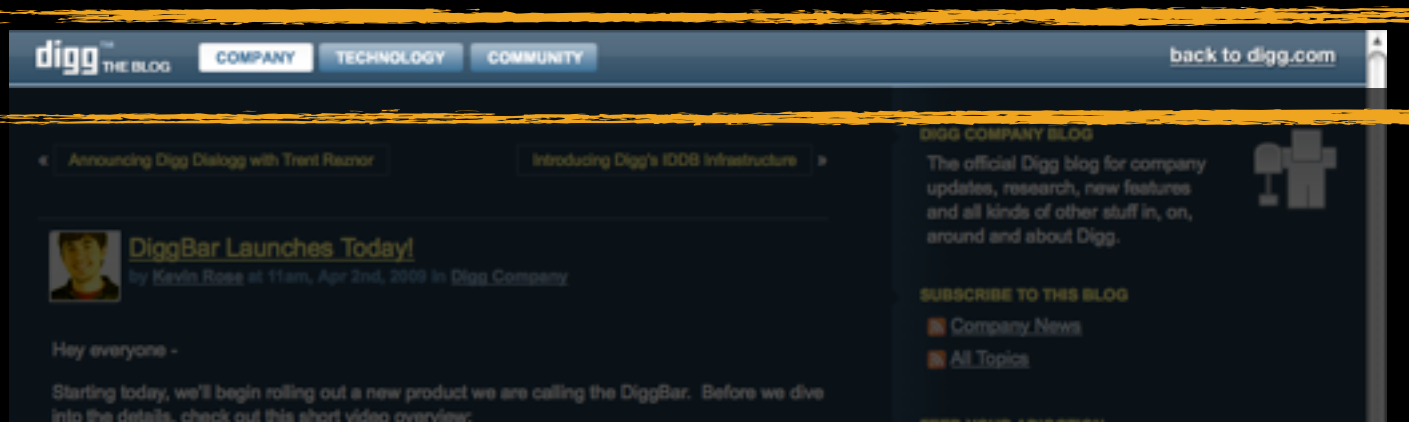
bar. thesixtyone.com

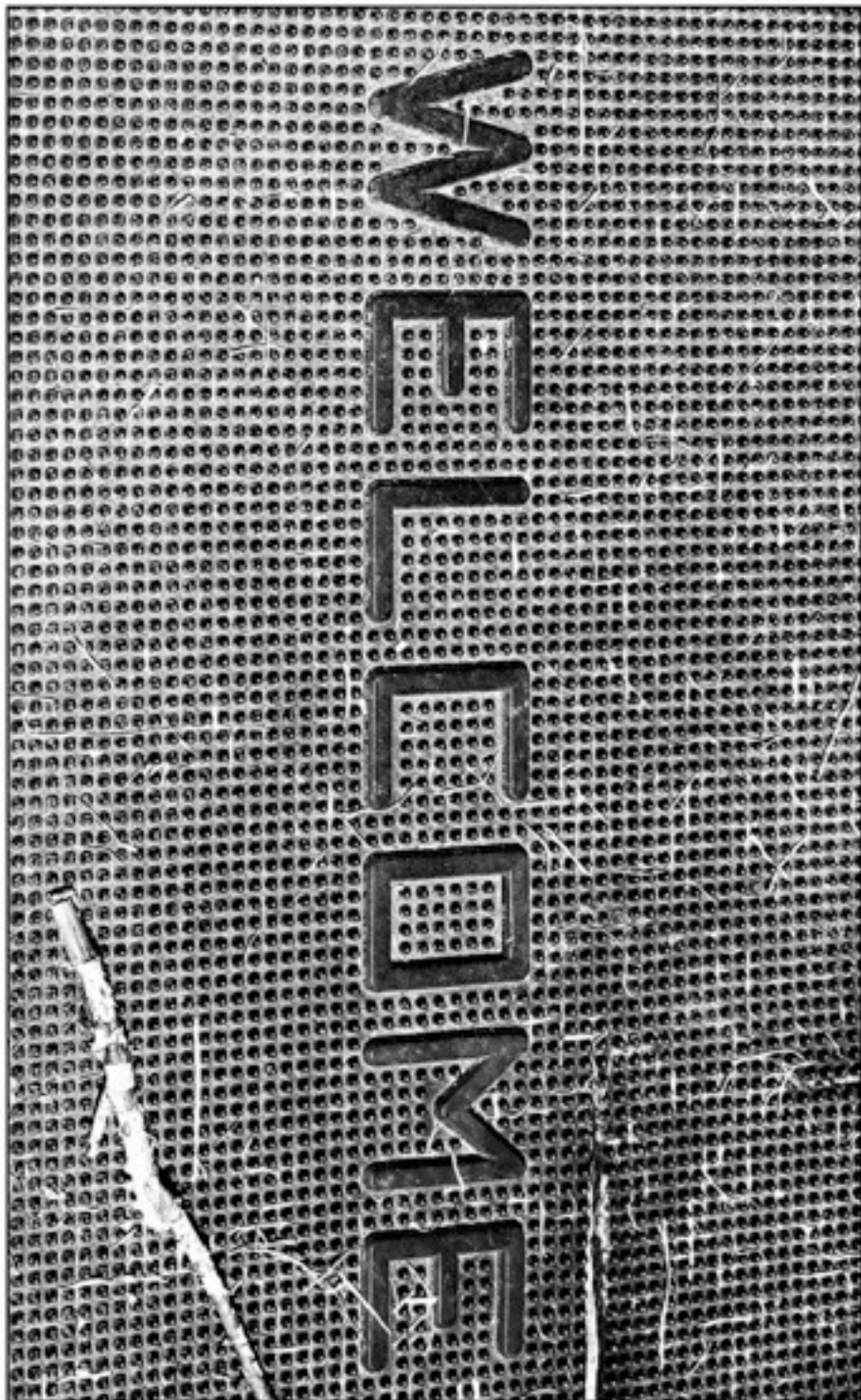
Maintain context across pages.



nav status bar. facebook.com

nav status bar. digg.com





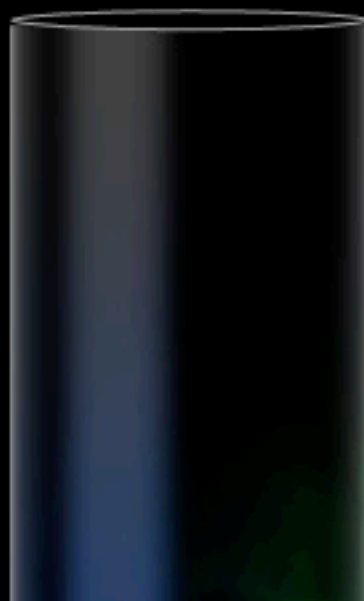
Invite interaction.

Hello average person,

You should follow me on Twitter.

A quick study exploring the power language has on clickthrough rates.

July 14, 2009



I spend a lot of time thinking about how to improve user experiences. Sometimes, I take my ideas and create experiments to get hard data about how users behave in the real world.

During the past few months, I have been performing an experiment on this site.

"I'm on Twitter."

4.70%

http://dustincurtis.com/images/twitter/green_spill.jpg

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

http://dustincurtis.com/images/twitter/green_spill.jpg

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter here."

12.81%

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

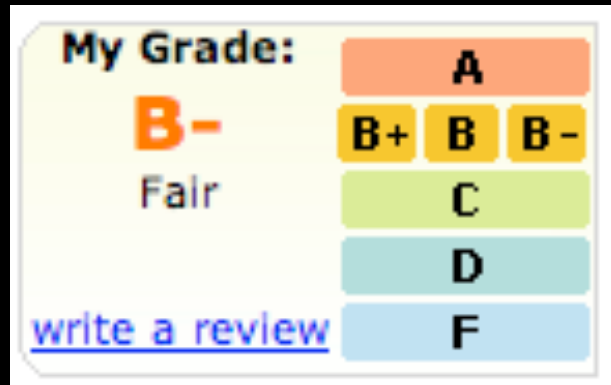
"You should follow me on twitter here."

12.81%

Use a clear call to action.

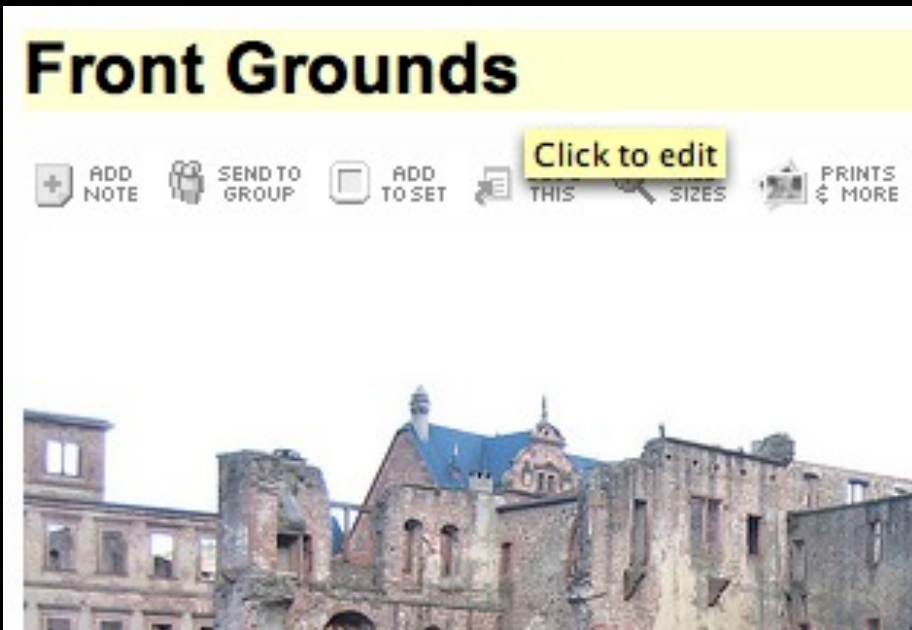
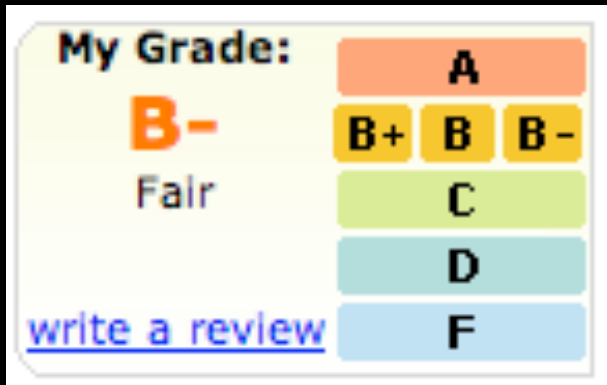
Hover Invitations

hover invitation. y!movies



Hover Invitations

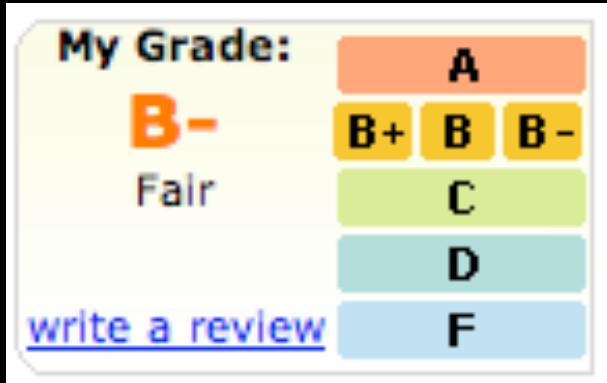
hover invitation. y!movies



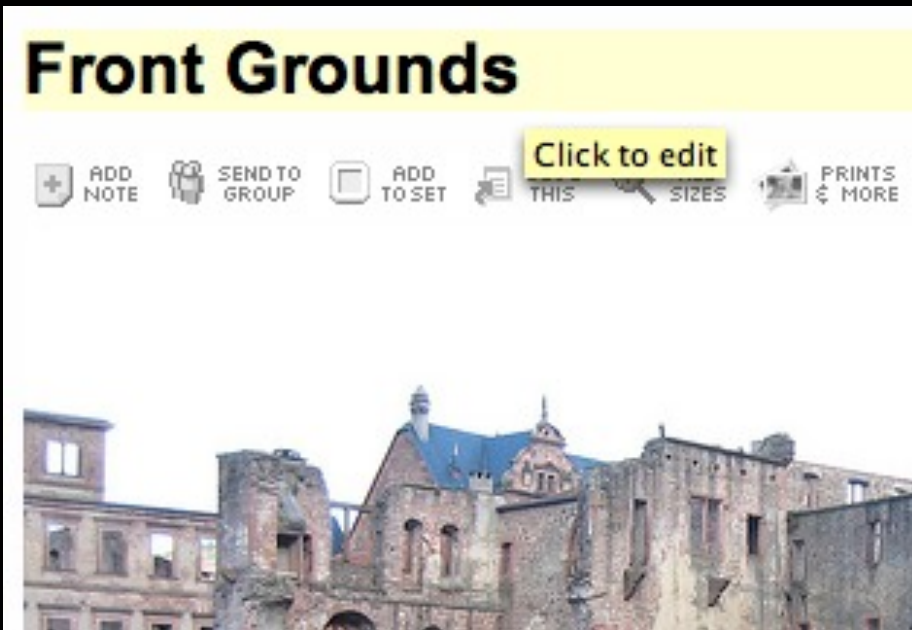
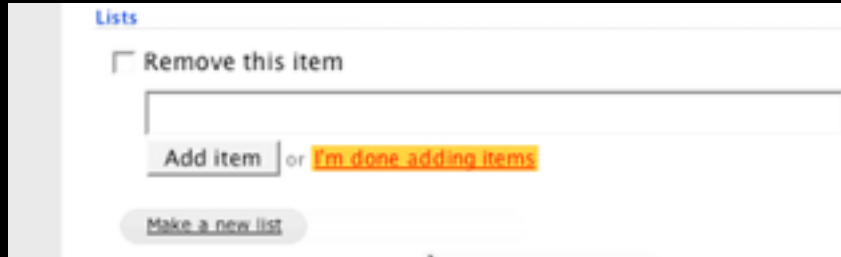
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



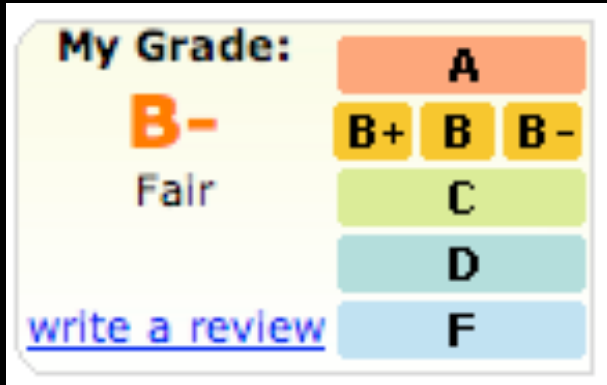
hover & tool invitation. backpackit



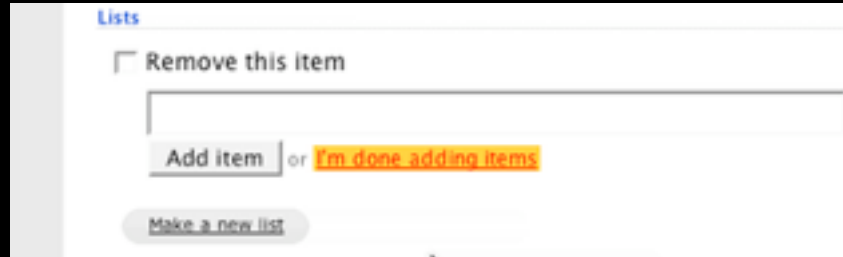
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



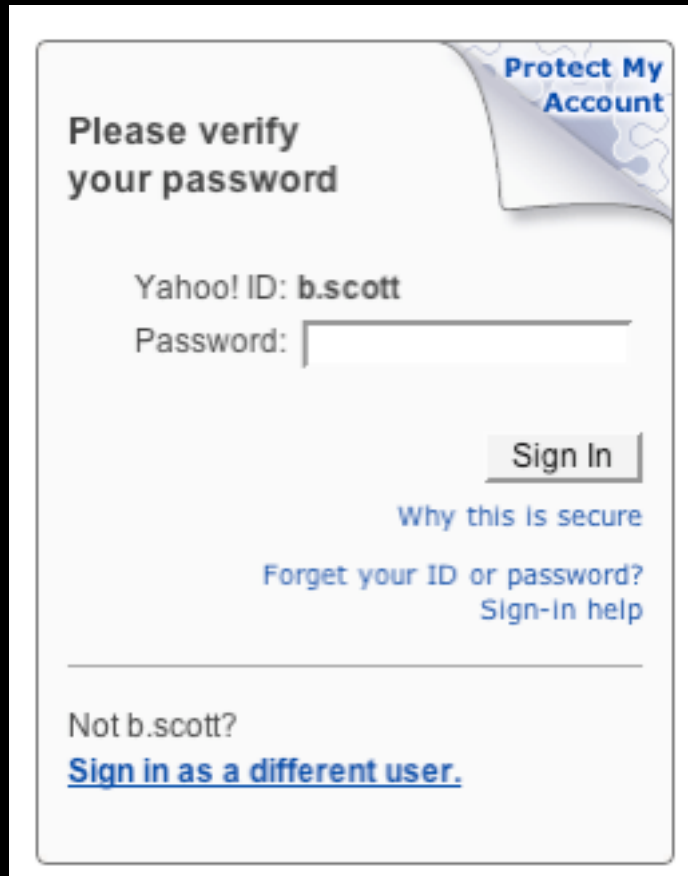
hover & tool invitation. backpackit



Aid discoverability with
hover invitations.

tooltip, hover & cursor invitation. flickr.com

Blank Slate Invitation



The image shows a screenshot of a Yahoo! login page. At the top right, there is a blue banner with the text "Protect My Account" and a graphic of a puzzle piece. The main heading is "Please verify your password". Below this, it says "Yahoo! ID: b.scott". There is a "Password:" label followed by a text input field. A "Sign In" button is located below the password field. Under the button, there are three links: "Why this is secure", "Forget your ID or password?", and "Sign-In help". At the bottom, there is a horizontal line, followed by the text "Not b.scott?" and a link that says "Sign in as a different user.".

Protect My Account

Please verify your password

Yahoo! ID: b.scott

Password:

Sign In

[Why this is secure](#)

[Forget your ID or password?](#)

[Sign-In help](#)

Not b.scott?

[Sign in as a different user.](#)

dog-ear invitation. login.yahoo.com

Blank Slate Invitation

Protect My Account

Please verify your password

Yahoo! ID: **b.scott**

Password:

Sign In

Why this is secure

Forget your ID or password?

Sign-in help

Not b.scott?

[Sign in as a different user.](#)

dog-ear invitation. login.yahoo.com

Close

Rate Your Recent Return

OCEAN'S THIRTEEN

5

5

5

5

5

No Opinion

(click the stars)

RATE TO REVEAL...

...2 MOVIES YOU'LL LOVE

1

Add

5

5

5

5

5

Not Interested

2

Add

5

5

5

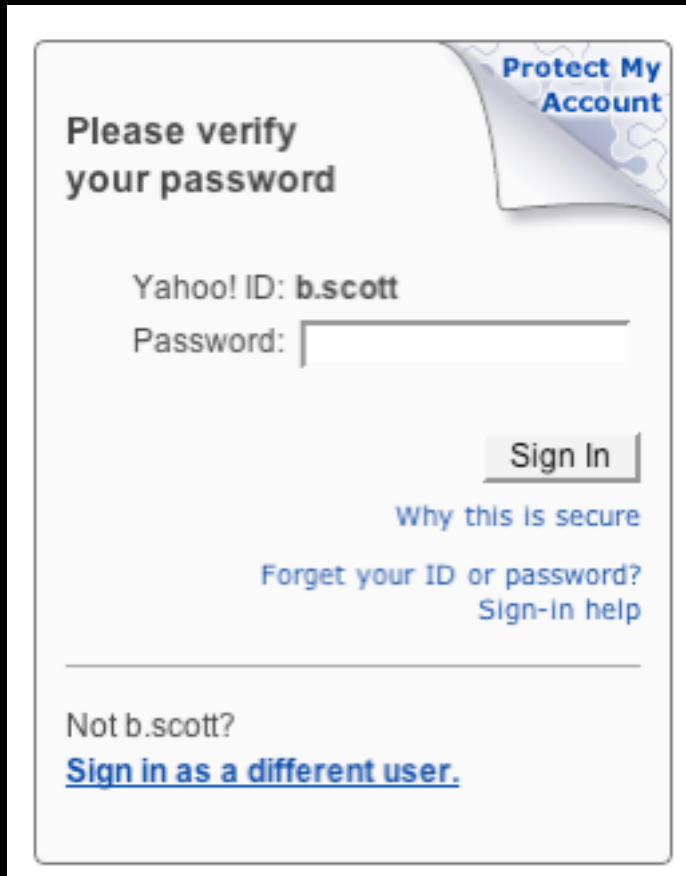
5

5

Not Interested

fill-in-the-blanks invitation. netflix

Blank Slate Invitation



Protect My Account

Please verify your password

Yahoo! ID: **b.scott**

Password:

Sign In

[Why this is secure](#)

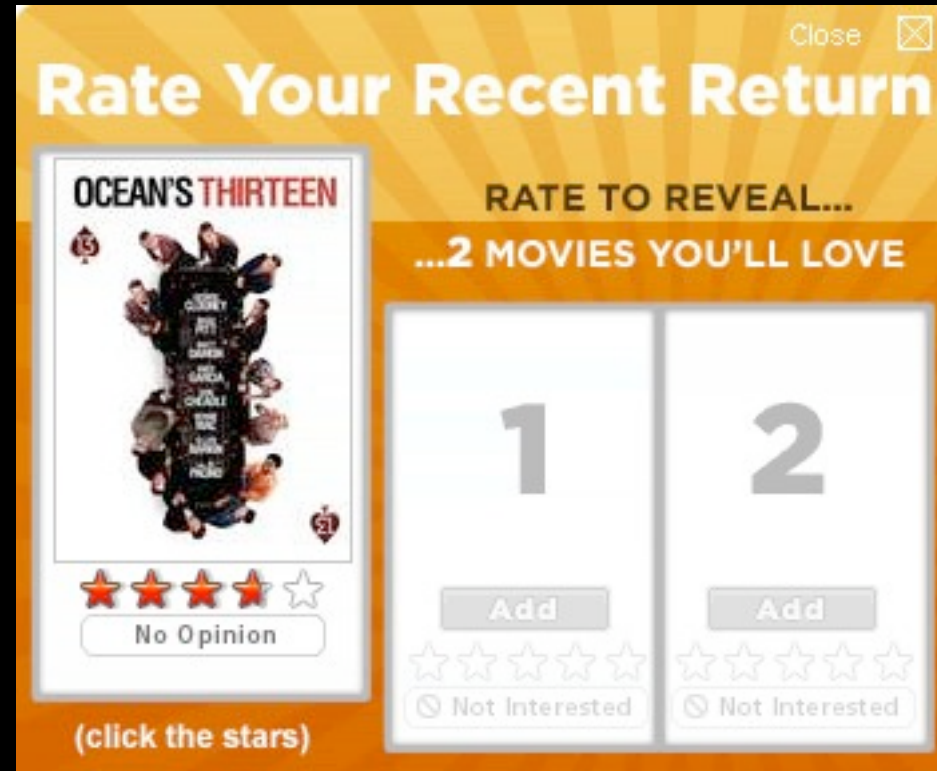
[Forget your ID or password?](#)


[Sign-in help](#)

Not b.scott?

[Sign in as a different user.](#)

dog-ear invitation. [login.yahoo.com](#)



Close 

Rate Your Recent Return

OCEAN'S THIRTEEN

RATE TO REVEAL...
...2 MOVIES YOU'LL LOVE

1

Add

☐ ☐ ☐ ☐ ☐

Not Interested

2

Add

☐ ☐ ☐ ☐ ☐

Not Interested

(click the stars)

fill-in-the-blanks invitation. [netflix](#)



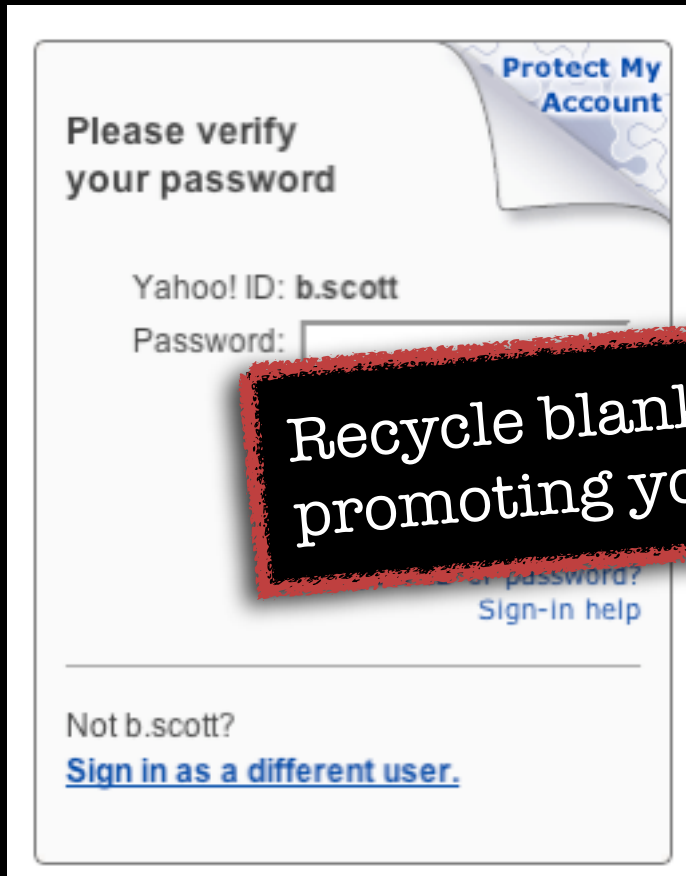
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

My Own Page

Use these links to fill your page. [Need inspiration](#) or [a tutorial?](#)

blank-slate invitation. [backpackit](#)

Blank Slate Invitation



Please verify your password

Protect My Account

Yahoo! ID: b.scott

Password:

[Forgot your password?](#)
[Sign-in help](#)

Not b.scott?
[Sign in as a different user.](#)

dog-ear invitation. [login.yahoo.com](#)

Recycle blank areas for promoting your features.



Close ☐

Rate Your Recent Return

OCEAN'S THIRTEEN

RATE TO REVEAL...
...2 MOVIES YOU'LL LOVE

1

2

(click the stars)

fill-in-the-blanks invitation. [netflix](#)



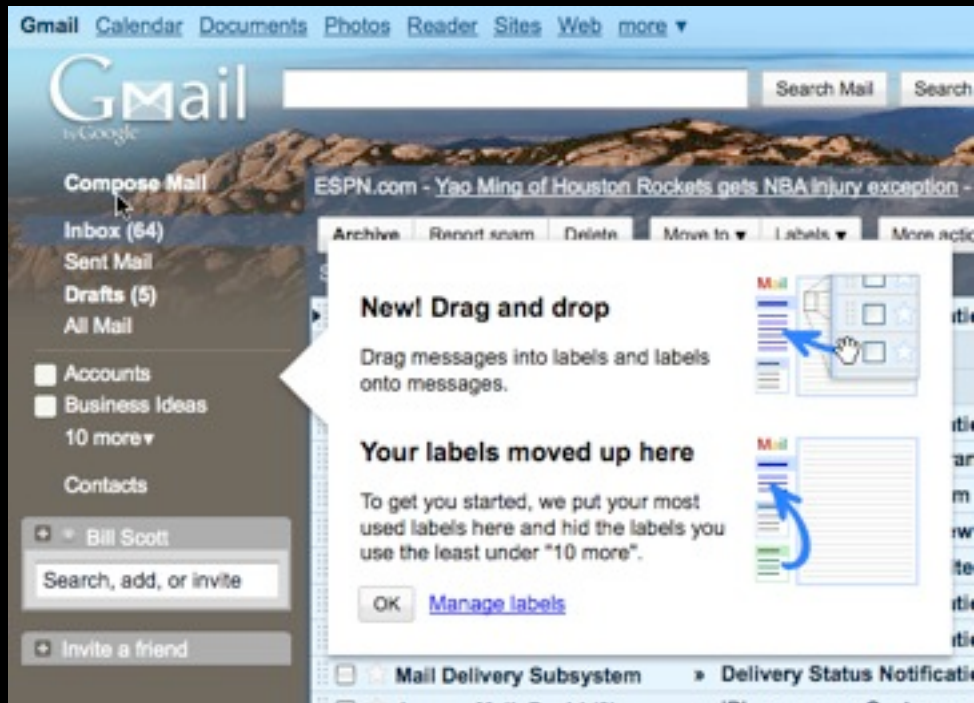
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

My Own Page

Use these links to fill your page. [Need inspiration](#) or [a tutorial?](#)

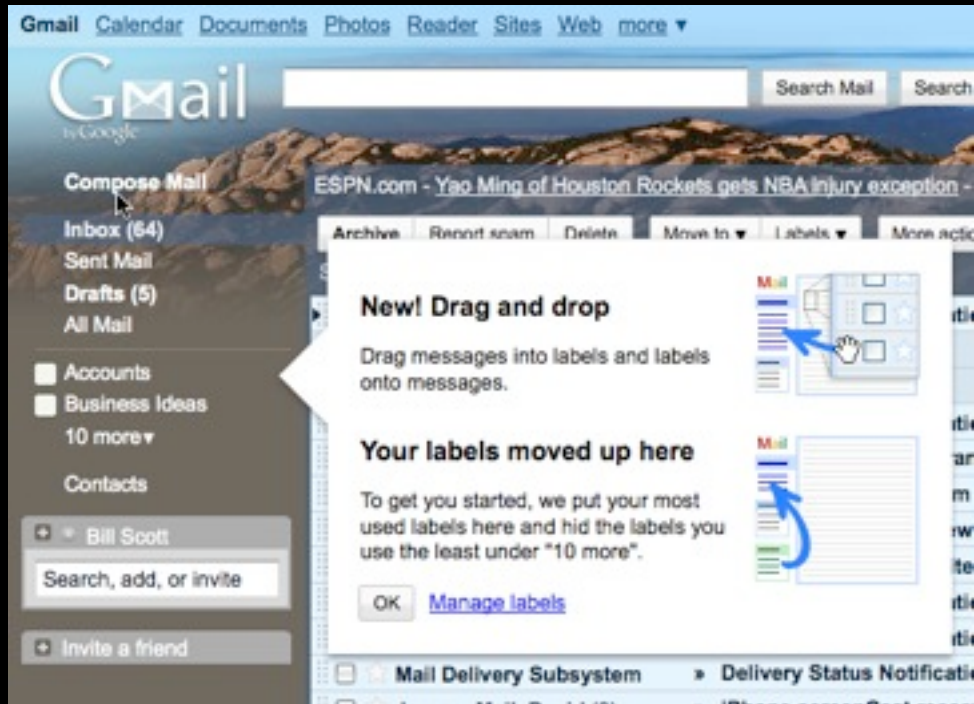
blank-slate invitation. [backpackit](#)

Tour Invitation



tour invitation. gmail

Tour Invitation

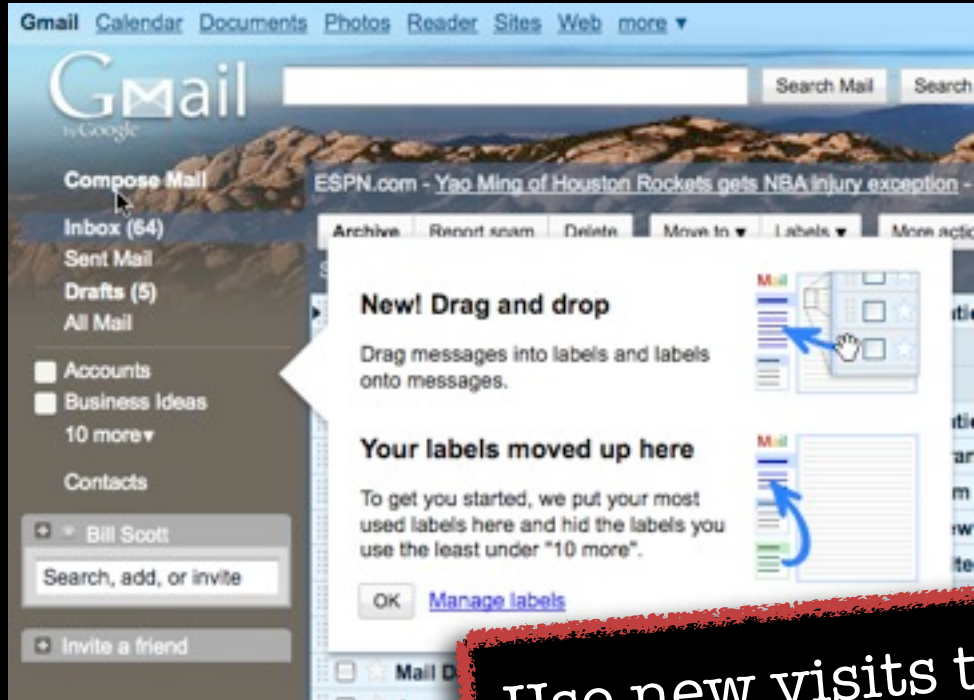


tour invitation. gmail



tour invitation. yahoo.com

Tour Invitation



tour invitation. gmail



ion. yahoo.com

Use new visits to
promote new features.

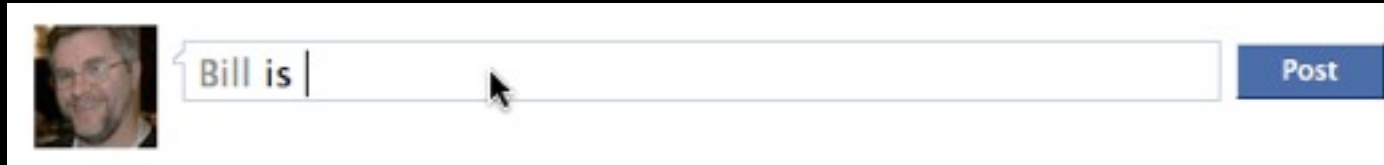
Prompt Invitation



What are you doing right now?

facebook.com

Prompt Invitation

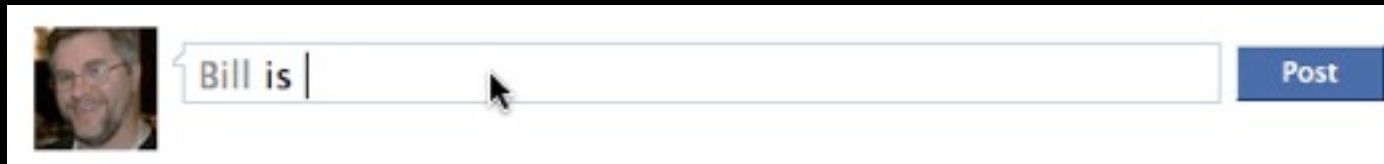
A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man with glasses. To its right is a text input field containing the text "Bill is |". A mouse cursor is positioned at the end of the text in the input field. To the right of the input field is a blue button with the word "Post" in white text.

Bill is |

Post

facebook.com

Prompt Invitation



A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man. To its right is a text input field containing the text "Bill is |". A mouse cursor is positioned at the end of the text in the input field. To the right of the input field is a blue button with the word "Post" in white text.

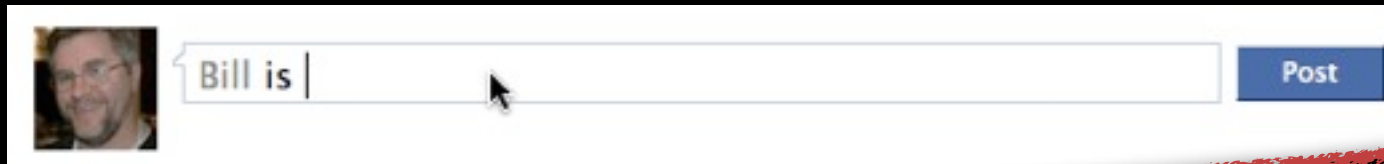
facebook.com



A screenshot of the "delicious" website showing a user's bookmarks. The top navigation bar includes the "delicious" logo and links for "Home", "Bookmarks", "People", and "Tags". Below this is a header for "Bill Scott's Bookmarks" with a blue bookmark icon. Under the header are links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". A "Site:" link points to "http://looksgoodworkswell.blogspot.com". Below that, text says "See more bookmarks in Popular, Recent, or look up a URL." A search bar with the placeholder "Type a tag" and a cursor is present. Below the search bar are three small icons: a minus sign, an equals sign, and a menu icon. The main content area shows a bookmark entry dated "02 JAN 09" with the title "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT" and links for "EDIT" and "DELETE".

delicious.com

Prompt Invitation



A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man. To its right is a text input field containing the text "Bill is |". A mouse cursor is positioned over the input field. To the right of the input field is a blue button labeled "Post".

facebook.com

Use questions or commands to prompt for input.



A screenshot of the Delicious bookmarks page for "Bill Scott's Bookmarks". The page has a header with the "delicious" logo and a "Home" button. Below the header is a blue profile picture icon and the name "Bill Scott's Bookmarks". There are links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". The "Site" is listed as "http://looksgoodworkswell.blogspot.com". Below this, it says "See more bookmarks in Popular, Recent, or look up a URL." There is a search bar with the text "billwscott" and a "Type a tag" input field. At the bottom, there is a list of bookmarks, with the first one dated "02 JAN 09" and titled "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT". Below the title are links for "EDIT" and "DELETE".

delicious.com

Standard Fit



Standard fit
(lightweight denim)
jeans
\$54.50



Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

button. the gap

Standard Fit



Standard fit
(lightweight denim)
jeans
\$54.50

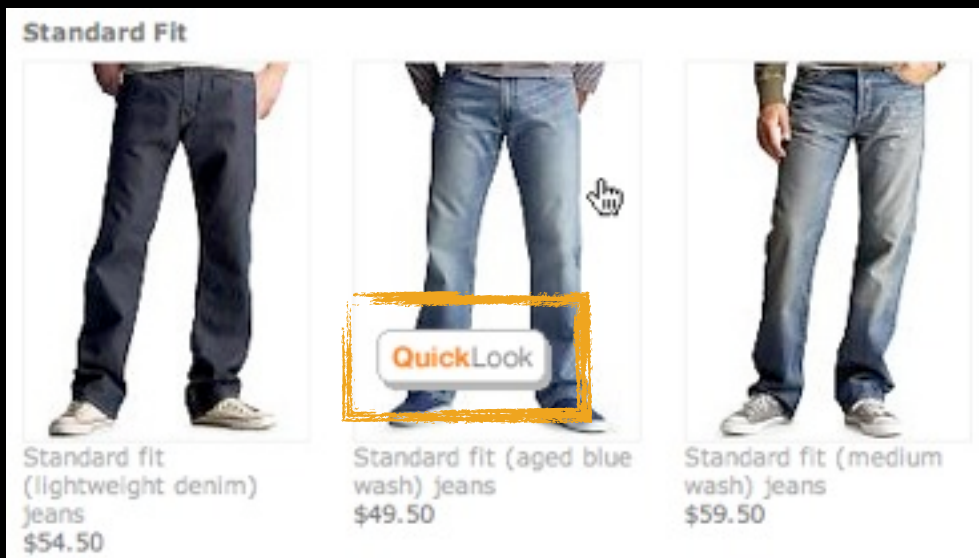


Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

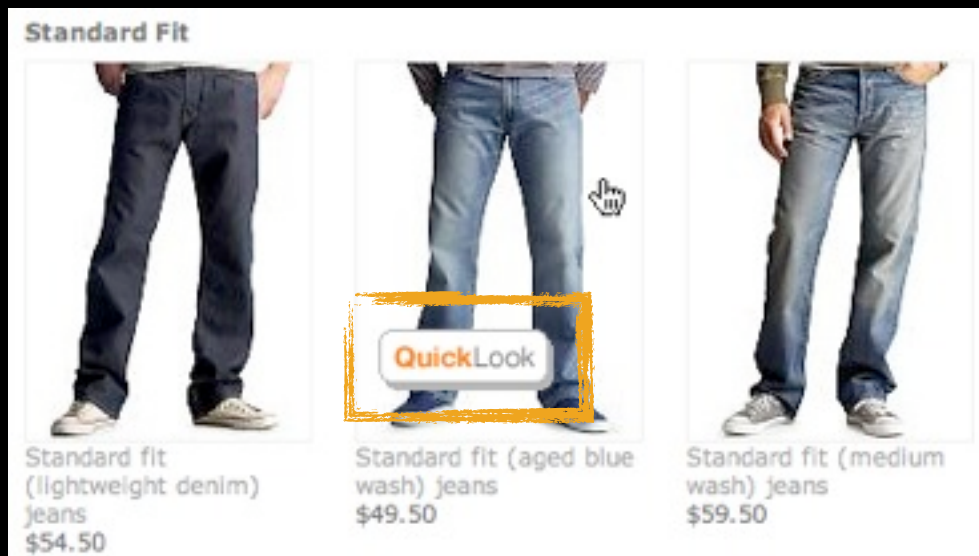
button. the gap



button. the gap



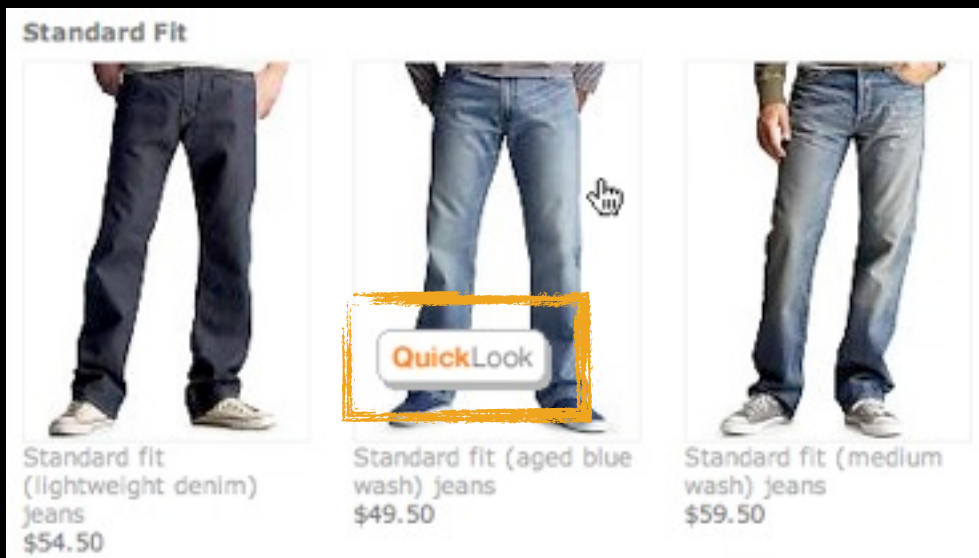
hyperlink. backpackit



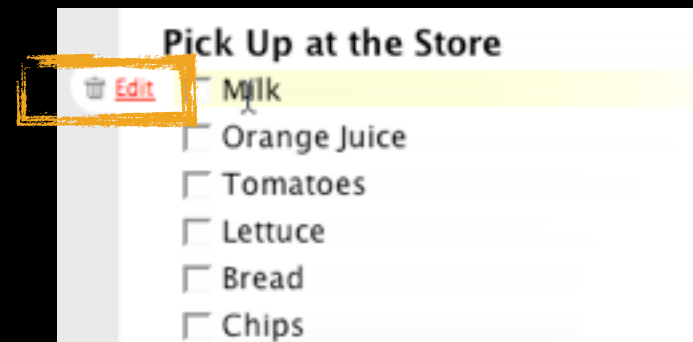
button. the gap



hyperlink. backpackit



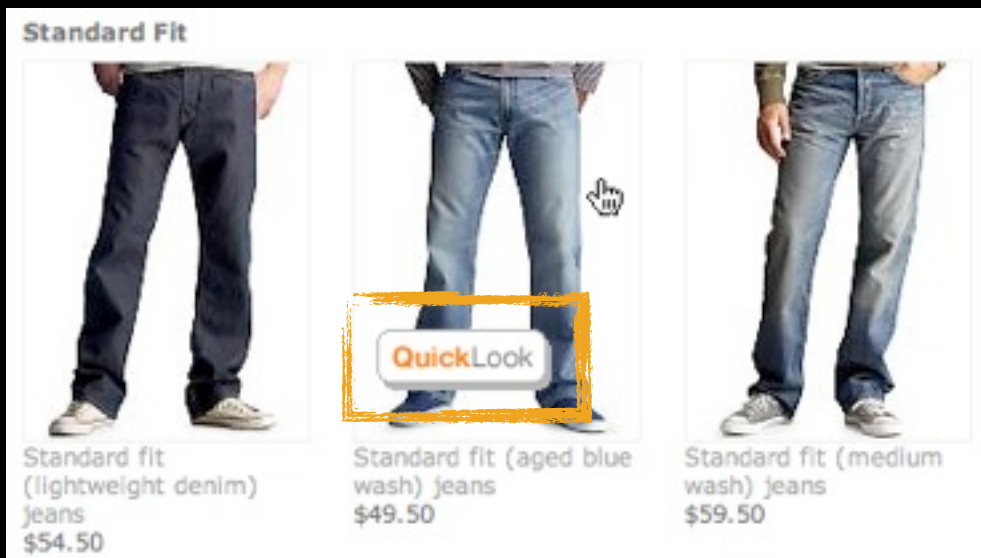
button. the gap



hyperlink. backpackit



drop down arrow. flickr



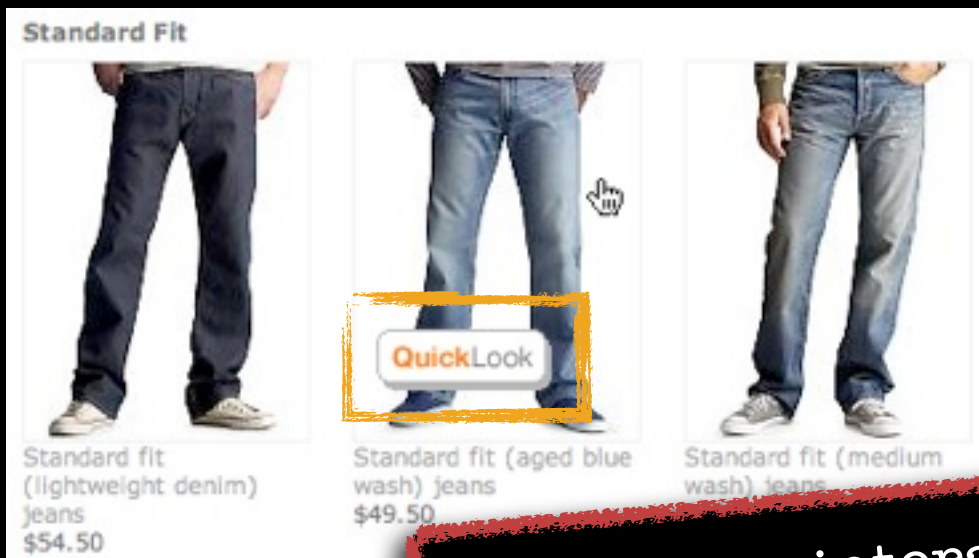
button. the gap



hyperlink. backpackit



drop down arrow. flickr



button. the gap

Bridge new interaction styles with familiar idioms.



hyperlink. backpackit



drop down arrow. flickr



Show transitions.

April 1999

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TurboTax
Deluxe

Personal Info

Federal Taxes

Federal Review

State Taxes

Print & File

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Wages & Income

Deductions & Credits

Other Tax Situations


Enter Your Interest Paid to Some Lender

Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

0.00

anti-pattern. needless fanfare. macintosh turbo tax

TurboTax 
Deluxe

Personal Info **Federal Taxes** Federal Review State Taxes Print & File

Wages & Income **Deductions & Credits** Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender

Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax


Federal Tax Due

\$10,533

CA Tax Due

\$4,973

again in slow-motion...

TurboTax 
Deluxe

Personal Info **Federal Taxes** Federal Review State Taxes Print & File

Wages & Income **Deductions & Credits** Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender

Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

again in slow-motion...



nbc.com

upc *cow

TurboTax 
Deluxe

Personal Info **Federal Taxes** Federal Review State Taxes Print & File

Wages & Income **Deductions & Credits** Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender
Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...



nbc.com

upc *cow

MIND HACKS

Tips & Tools for Using Your Brain



*Tom Stafford &
Matt Webb*

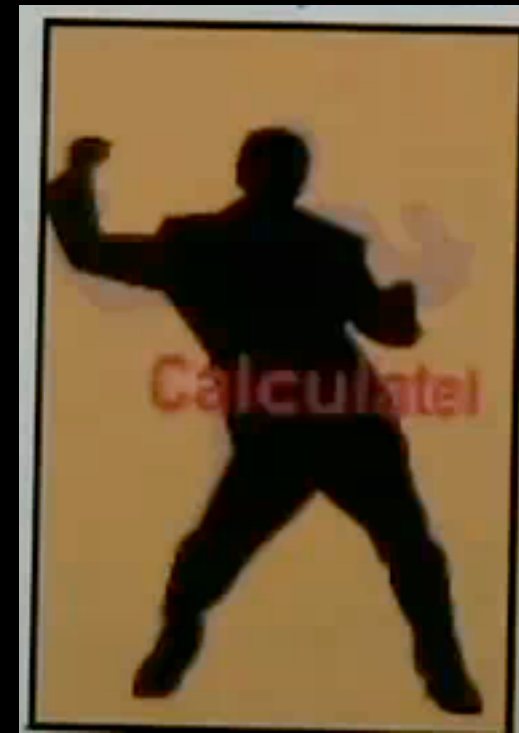
O'REILLY®

Foreword by Steven Johnson, author of Mind Wide Open



Attention processing is
hard-wired into the brain

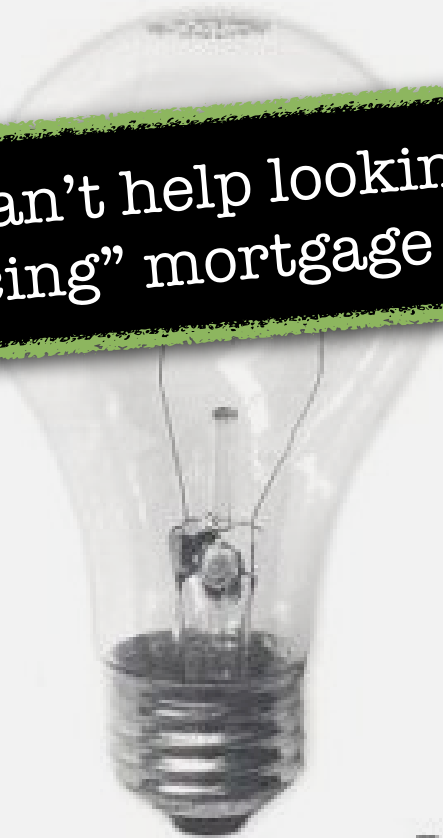
It is chemistry. You can't
help it.



MIND HACKS

Tips & Tools for Using Your Brain

You can't help looking at
"dancing" mortgage ads



*Tom Stafford &
Matt Webb*

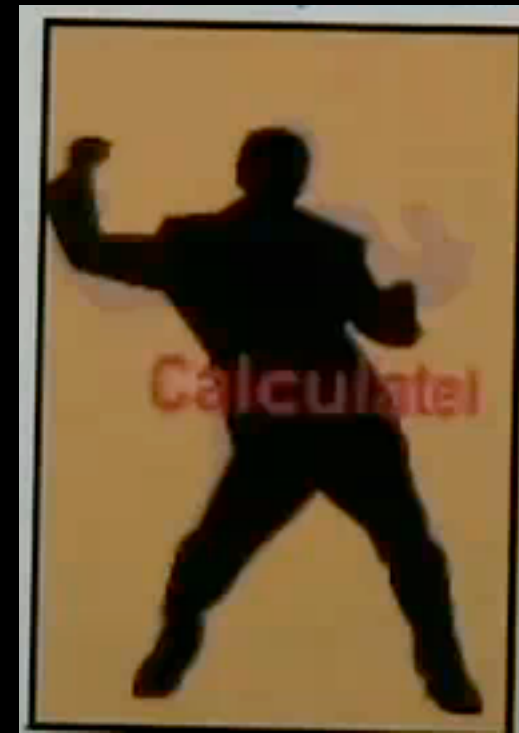
O'REILLY®

Foreword by Steven Johnson, author of Mind Wide Open




Attention processing is
hard-wired into the brain

It is chemistry. You can't
help it.



16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



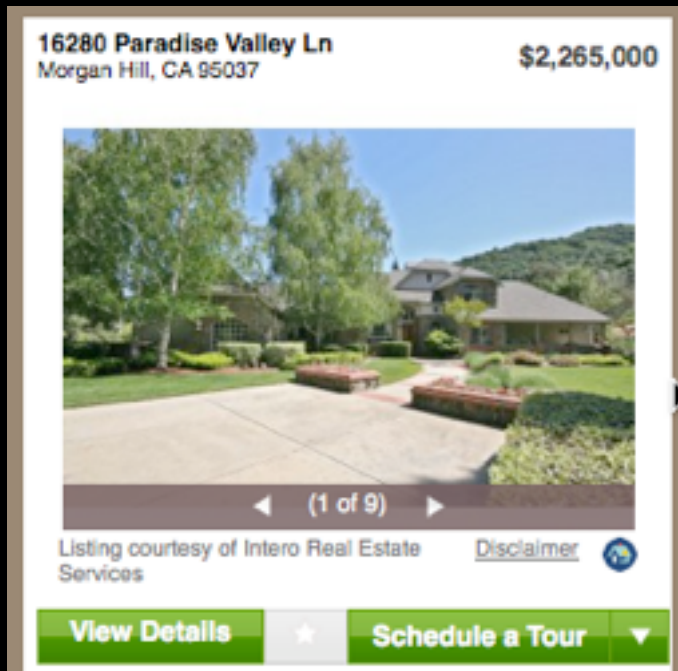
◀ (1 of 9) ▶

Listing courtesy of Intero Real Estate Services

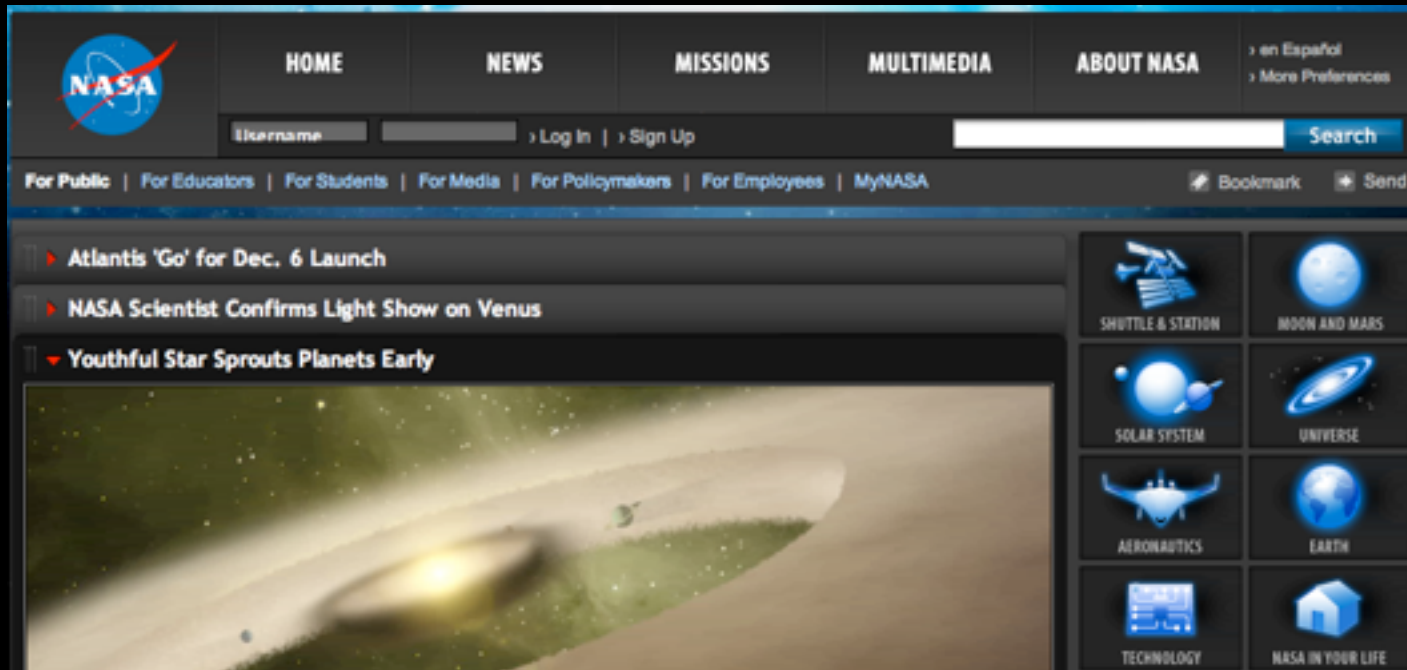
[Disclaimer](#)

[View Details](#) ★ [Schedule a Tour](#) ▼

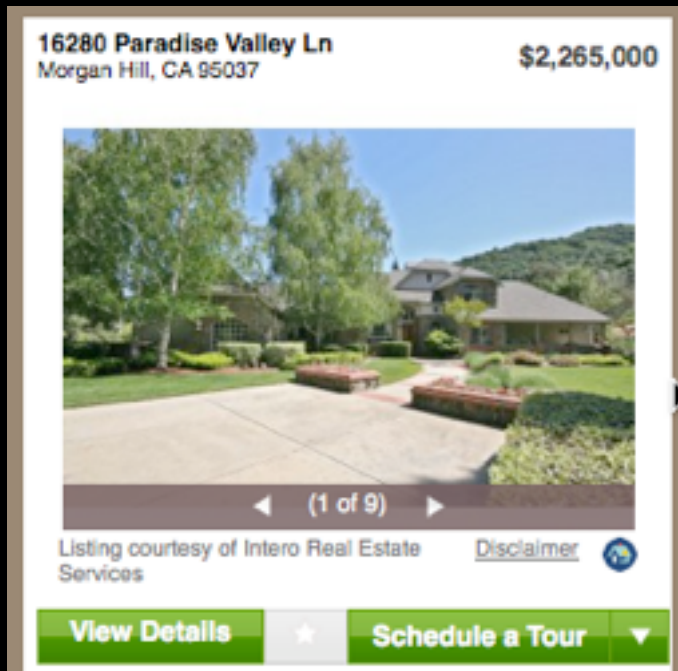
anti-pattern. needless fanfare. roost.com



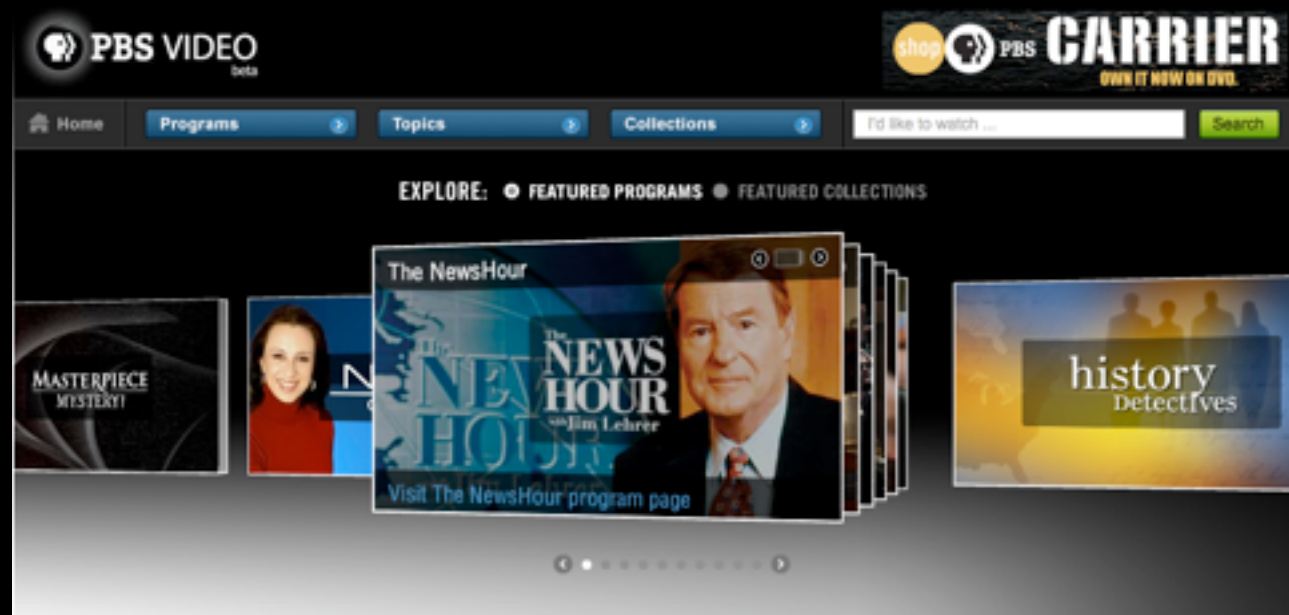
anti-pattern. needless fanfare. roost.com



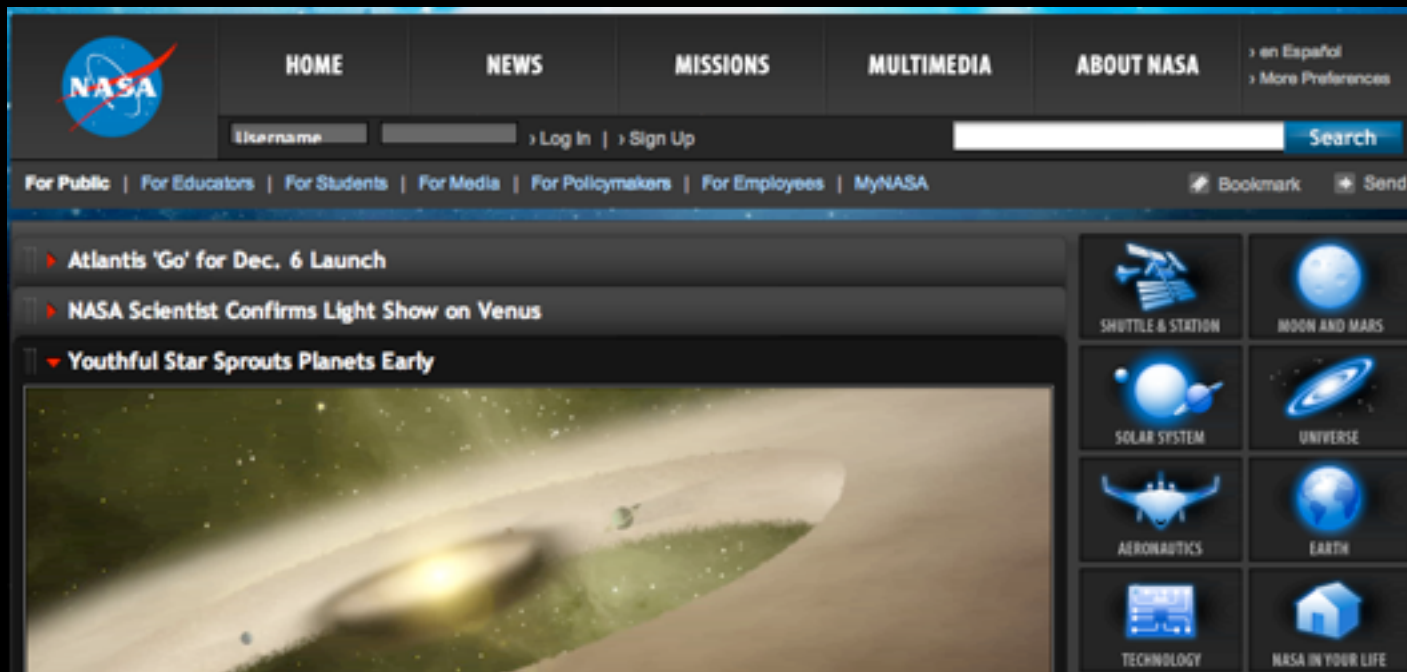
anti-pattern. needless fanfare. nasa.gov



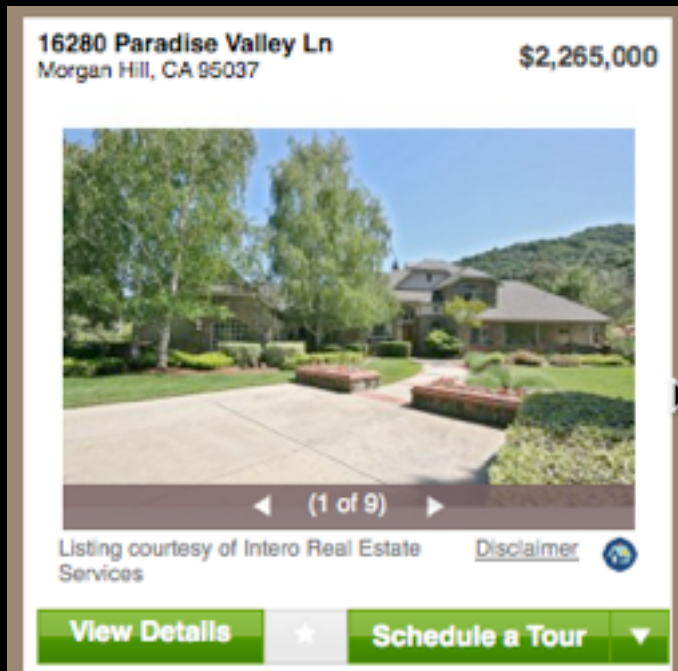
anti-pattern. needless fanfare. roost.com



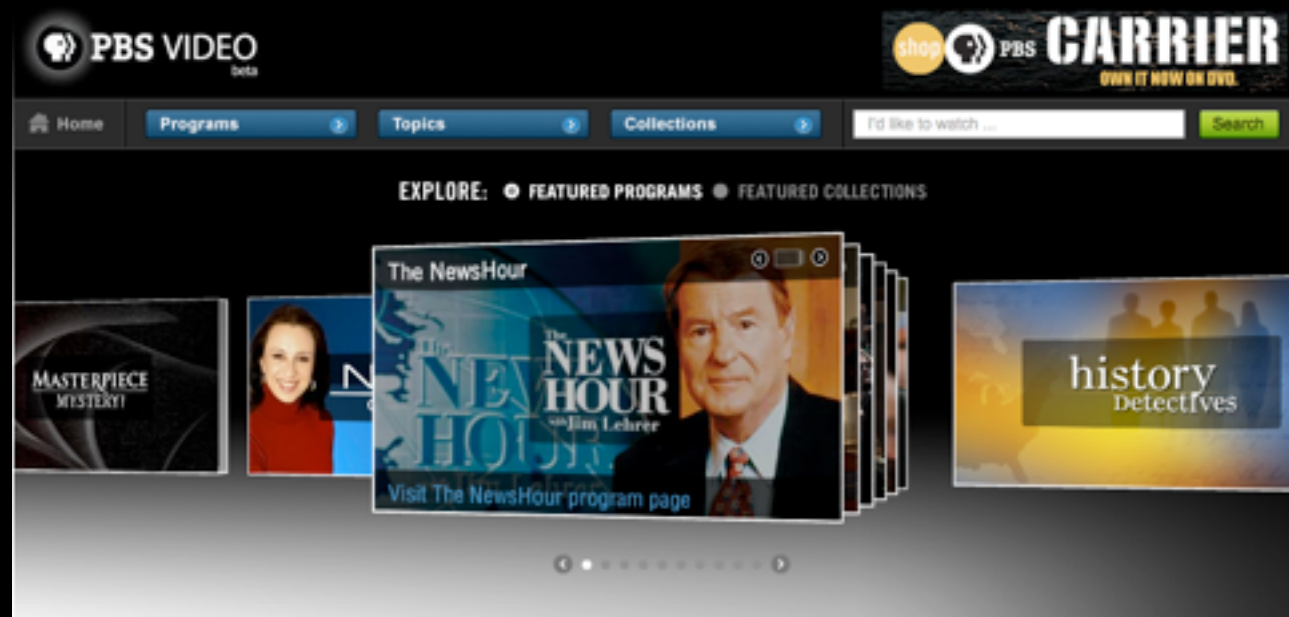
anti-pattern. needless fanfare. pbs.org



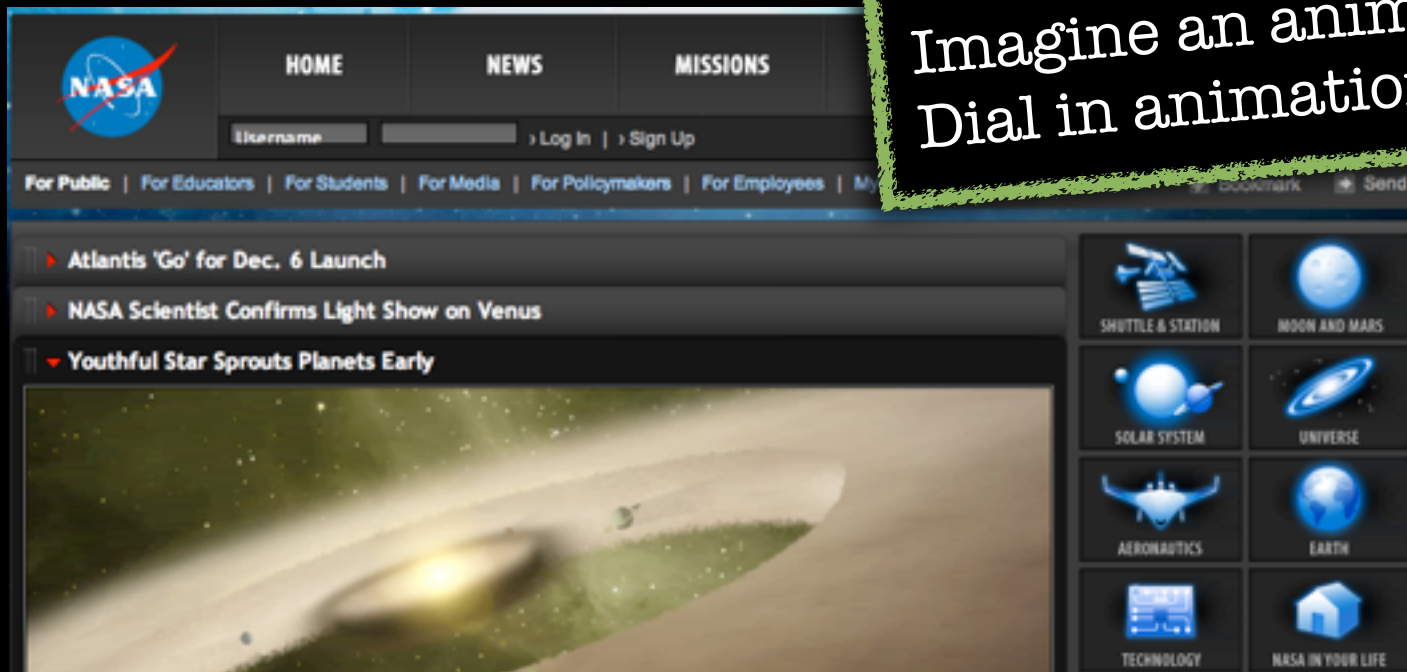
anti-pattern. needless fanfare. nasa.gov



anti-pattern. needless fanfare. roost.com



anti-pattern. needless fanfare. pbs.org



anti-pattern. needless fanfare. nasa.gov

Imagine an animation knob.
Dial in animation carefully.

YAHOO! PLUS

Animated Tour Useful New Features | We Upgraded Mail Storage! Now 2GB

Select Type: **Web** | Images | Local | News | Shopping

Search: Search

My Services | Feedback

Music | Video | Mail | More

Hello Bill | Sign Out, My Account | 42° - 57°

+ Add Content | + Change Layout | + Change Colors | Select Page: **My Front Page**

Scoreboard

TODAY

NHL

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

NBA

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

YESTERDAY

no games for selected teams

Listen to live audio of college games

Message Center

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

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

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

eHub

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

Maps

Select From My Locations or Recently Used clear recent

--- My Locations ---

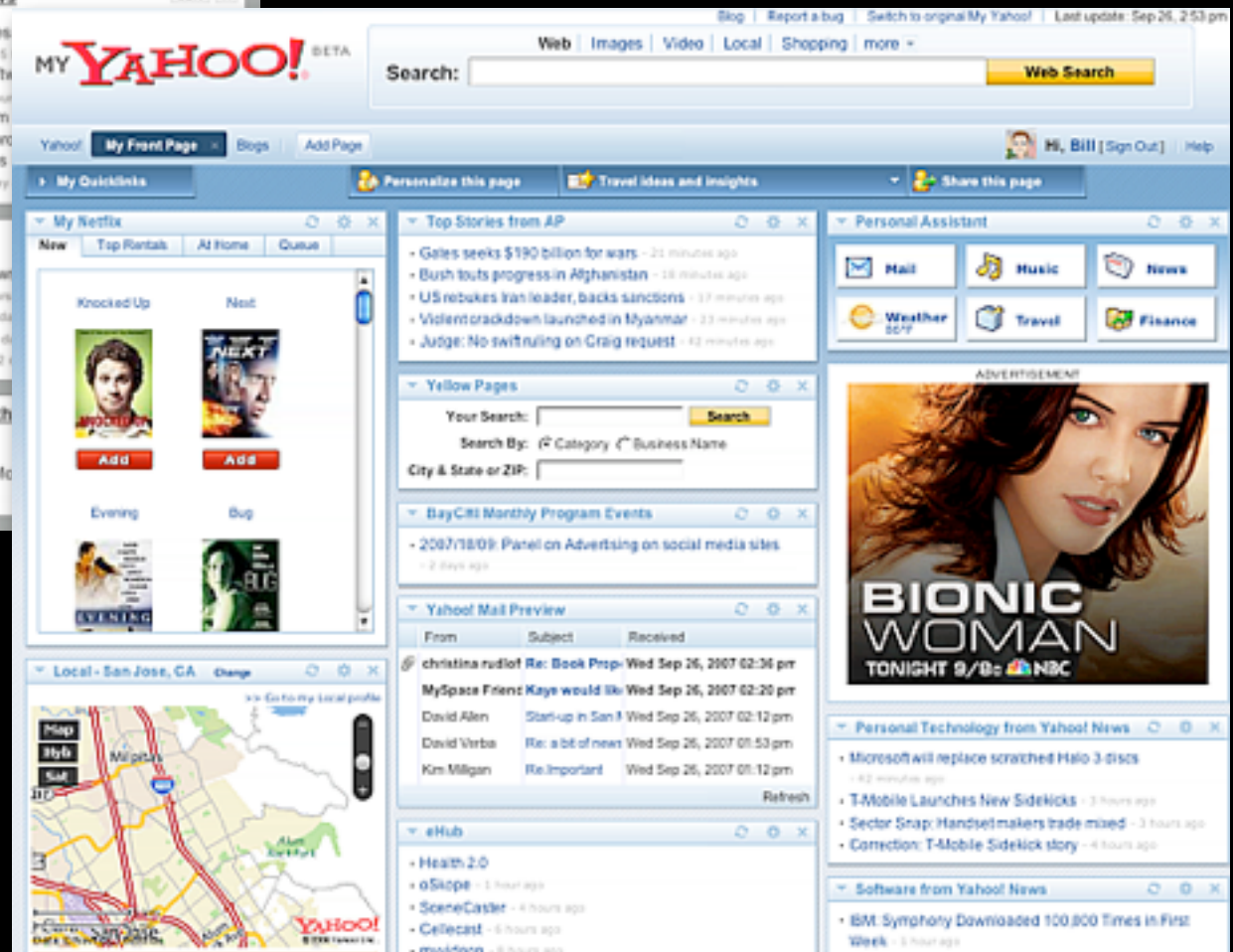
BayCHI Monthly Program Events

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

original. animation on drop. my yahoo!



original. animation on drop. my yahoo!

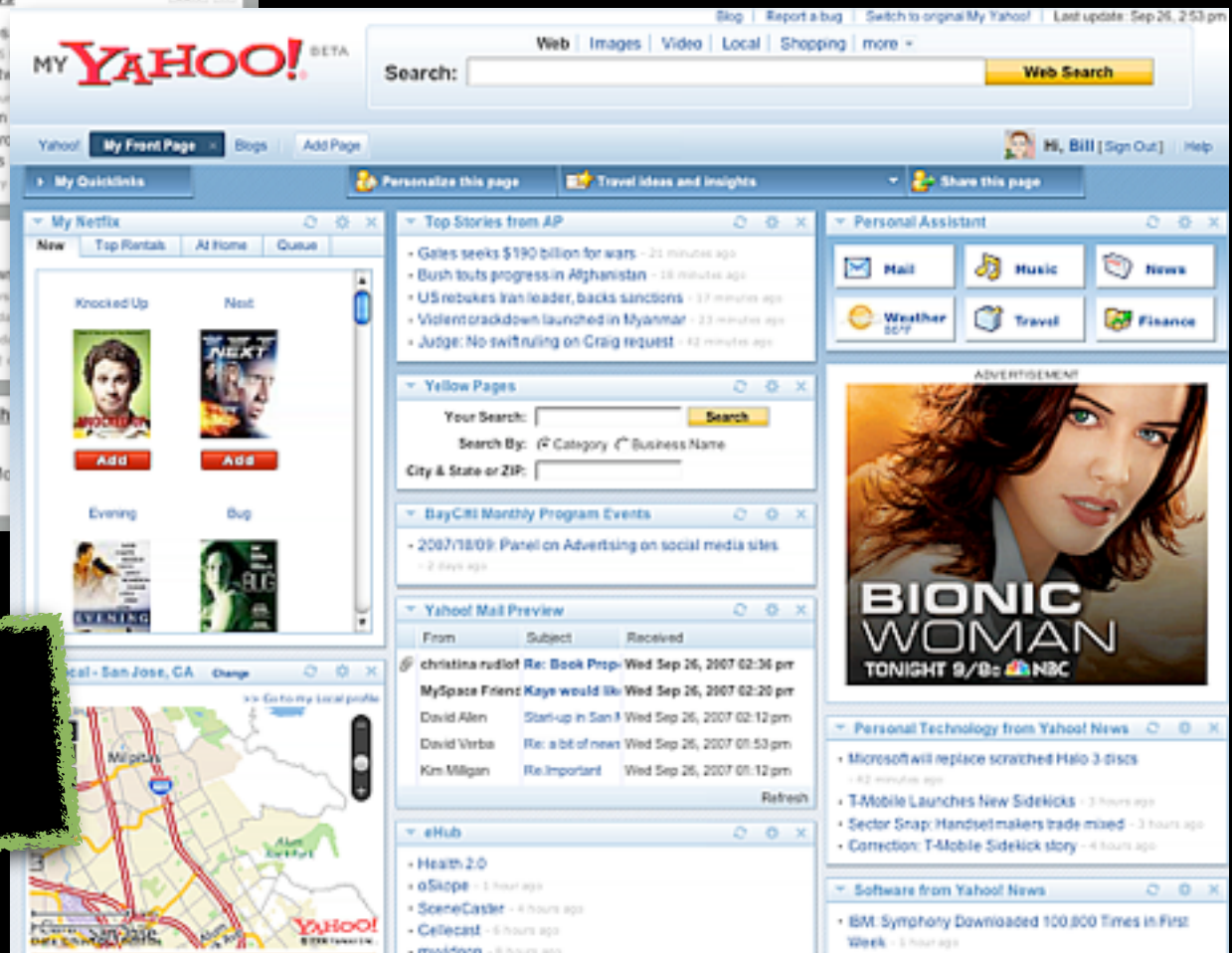


current. no animation on drop. my yahoo!



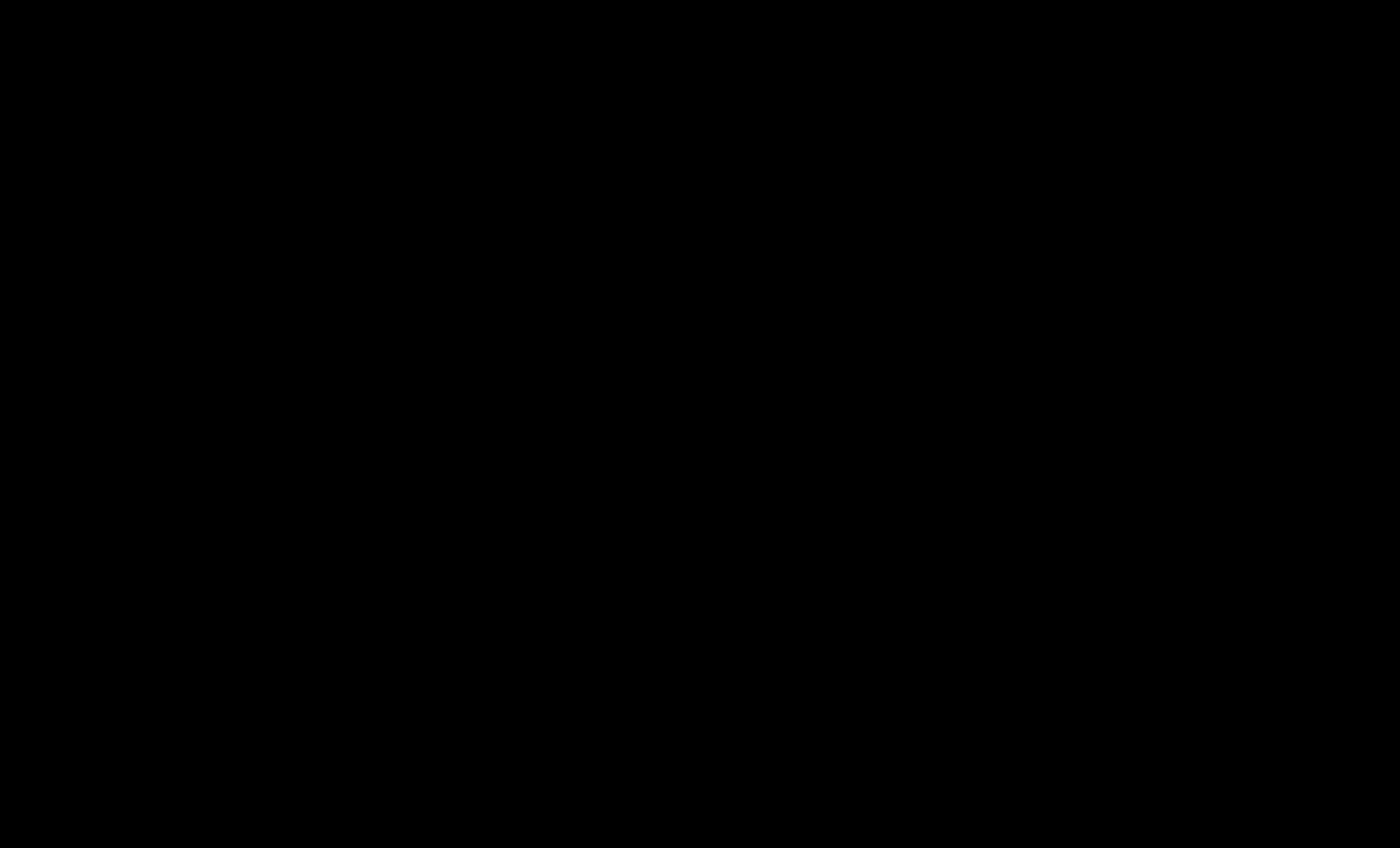
original. animation on drop. my yahoo!

Use the “cut it in-half”
rule of thumb.

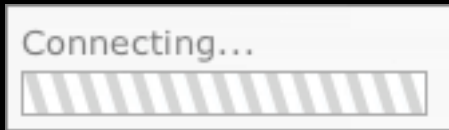


current. no animation on drop. my yahoo!

Moments Communicate



Moments Communicate



progress indicator

Moments Communicate



Moments Communicate

Connecting...



progress indicator

Speed up time.



earlier version of my yahoo!

Moments Communicate

Connecting...

progress indicator

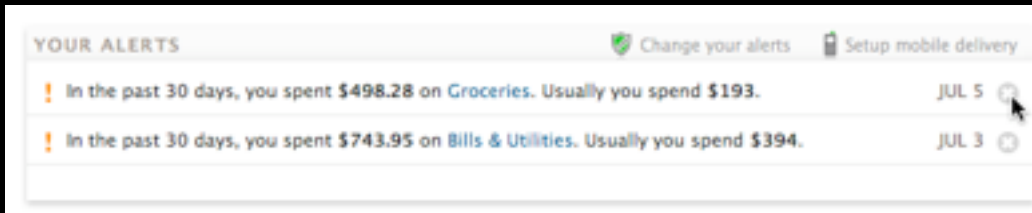
Speed up time.

Slow down time.

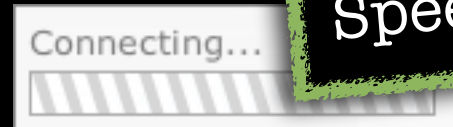


earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

Speed up time.

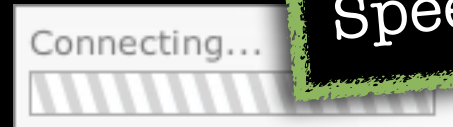


earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

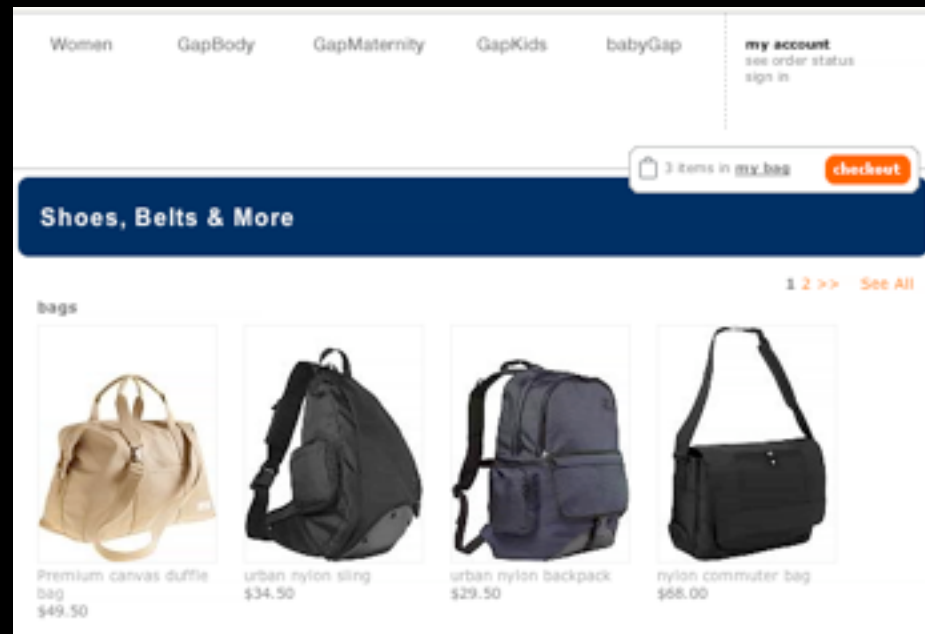


earlier version of my yahoo!

Moments Communicate



mint.com



the gap



Speed up time.



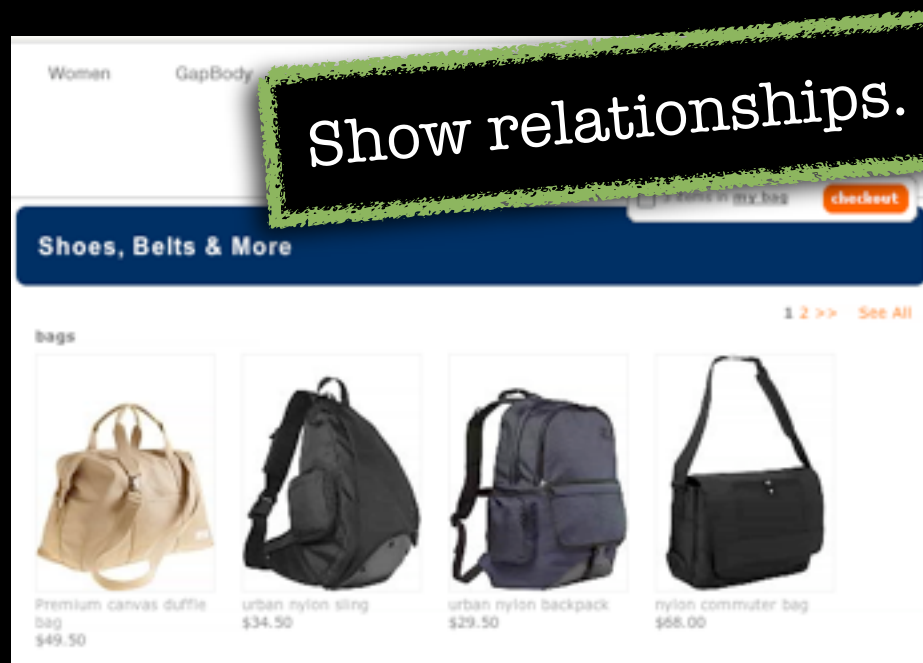
earlier version of my yahoo!

Slow down time.

Moments Communicate



mint.com



the gap

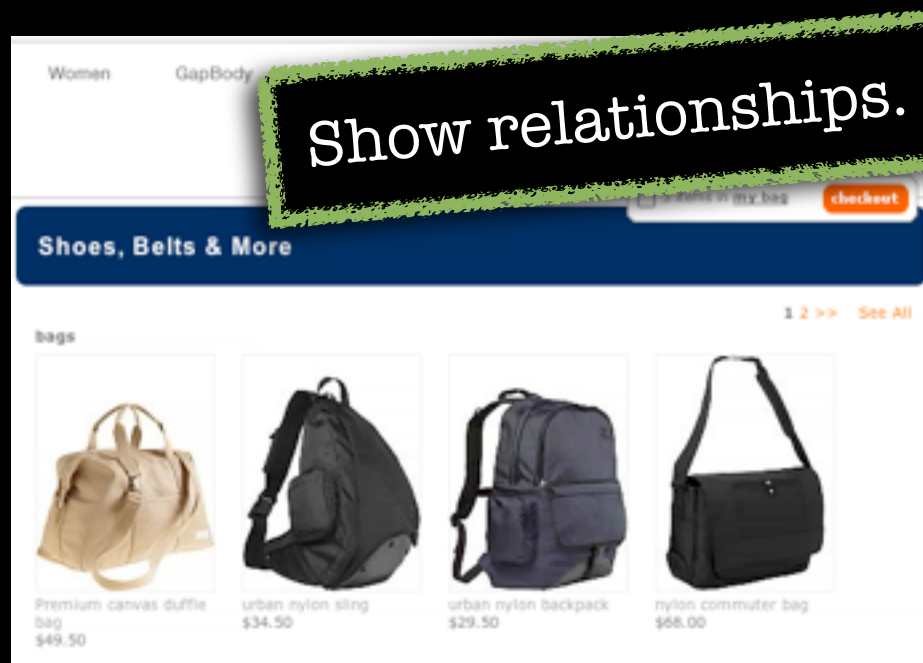


earlier version of my yahoo!

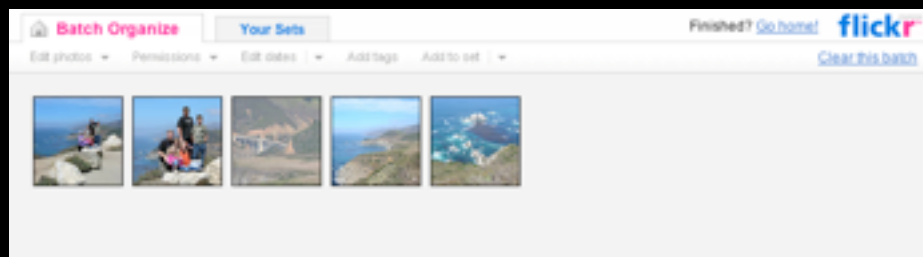
Moments Communicate



mint.com



the gap



flickr organizer



progress indicator

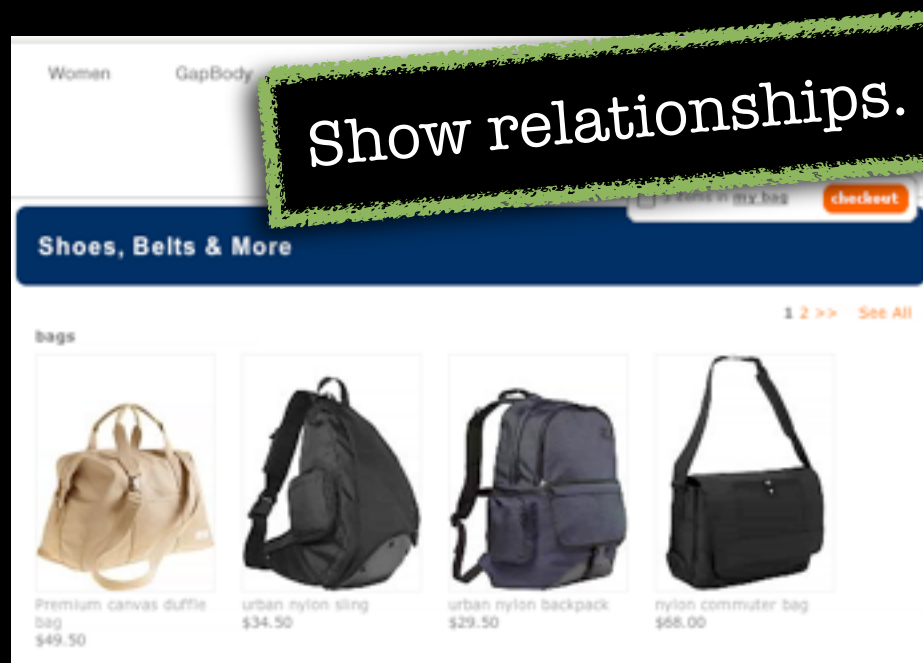


earlier version of my yahoo!

Moments Communicate



mint.com



the gap



flickr organizer



progress indicator



earlier version of my yahoo!



Be reactive.

Late Night Comedies

Not Interested See All >

Based on your interest in
[National Lampoon's Pledge This!](#)
[The Stoned Age](#)
[Team America: World Police](#)

Set this genre
Late Night Comedies
☐ ☒ ☐ Sometimes watch

[Humboldt County](#)



Add



Not Interested

[Revenge of the Nerds: Panty Raid Edition](#)



Add



Not Interested

[The Onion Movie](#)



Add



Not Interested

[A Dirty Shame](#)



Add



Not Interested

experiment on home page

Late Night Comedies

Not Interested See All >

Based on your interest in
[National Lampoon's Pledge This!](#)
[The Stoned Age](#)
[Team America: World Police](#)

Set this genre
Late Night Comedies
☐ ☒ ☐ Sometimes watch

[Humboldt County](#)



Add

★★★★☆

Not Interested

[Revenge of the Nerds: Panty Raid Edition](#)



Add

★★★★☆

Not Interested

[The Onion Movie](#)



Add

★★★★☆

Not Interested

[A Dirty Shame](#)



Add

★★★★☆

Not Interested

experiment on home page

NETFLIX

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

Browse DVDs

Watch Instantly

Your Queue

Movies You'll ♥

Movies, actors, directors, genres

Search


Suggestions (1435)Rate MoviesTaste PreferencesMovies You've Rated (608)

Rate Movies you've seen to discover movies you'll love

Rating Movies inAll Genres


RATED MOVIES608

Miss Congeniality




Add

Big Momma's House




Add

Hitch



Add

Taxi Driver



Add

dedicated area

Live Feedback

 beta

merican airlines from july 12 to july 16

Expedia flight search

Don't want Expedia? You can also use CheapTickets, Kayak, Orbitz, Sidestep or Travelocity. Just say so!

From Boston, Logan, MA (BOS)
To Dallas/Ft. Worth, TX (DFW)

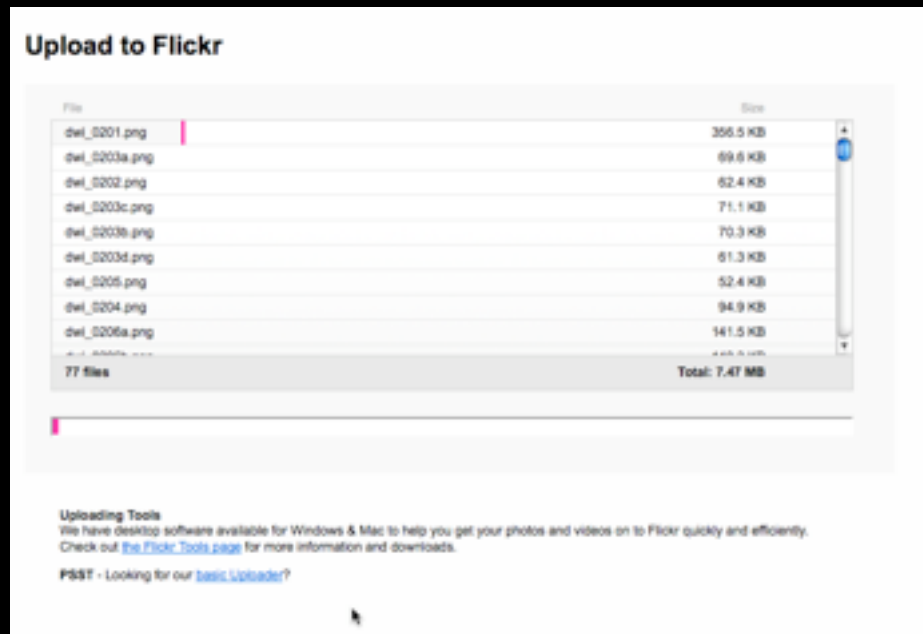
Dates:
leaving Sat July 12, 2008
returning Wed July 16, 2008

Other trip details:
Economy class on American Airlines

 redirect 

live feedback. wundrbar

Live Feedback

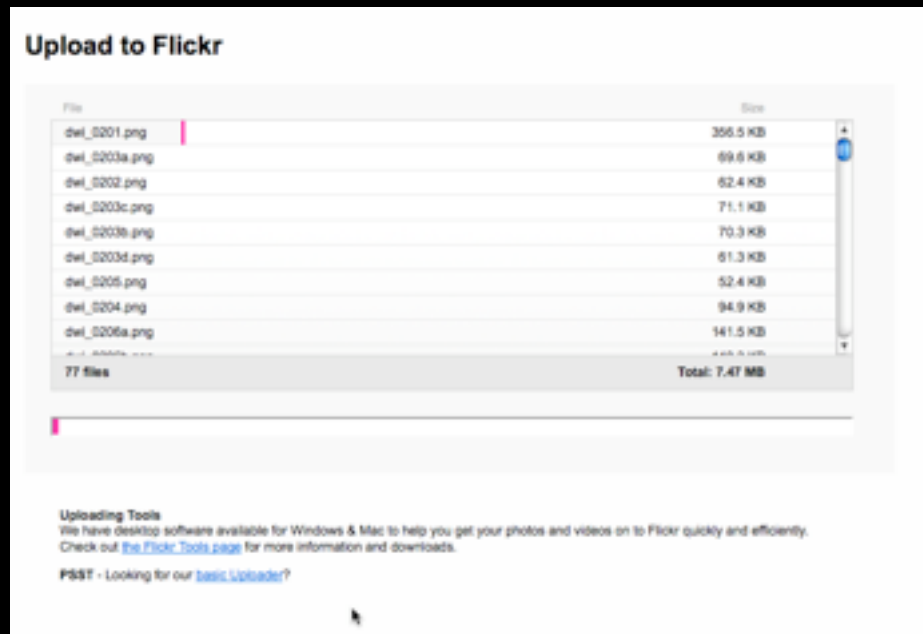


live feedback. flickr



live feedback. wundrbar

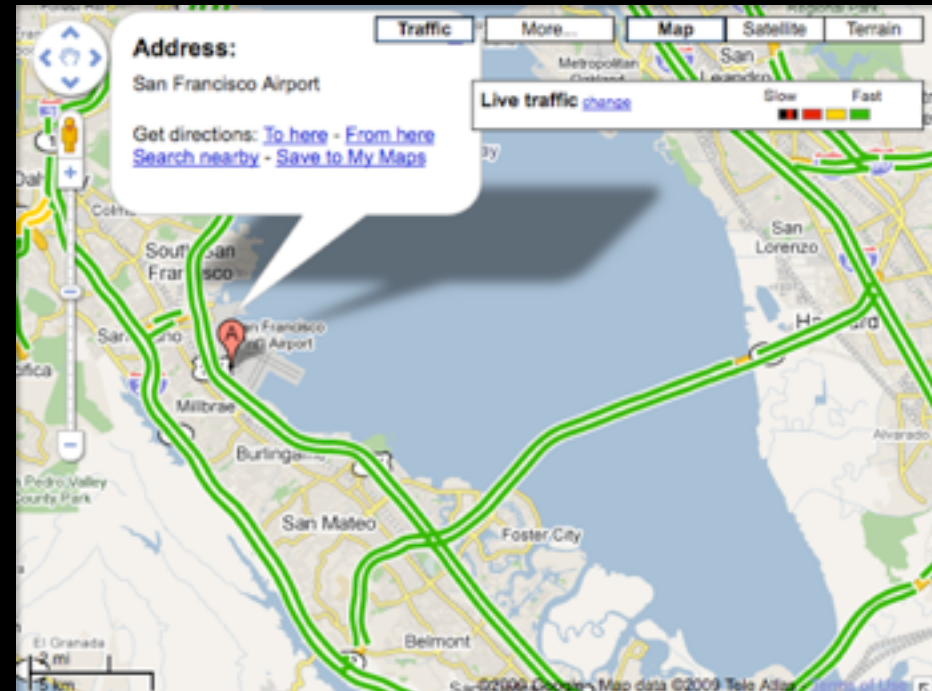
Live Feedback



live feedback. flickr



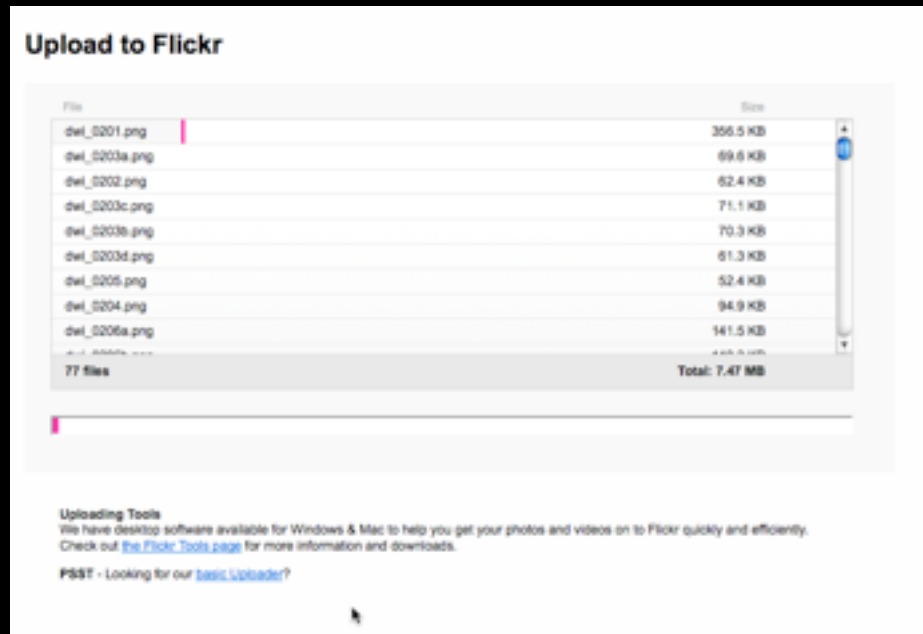
live feedback. wundrbar



live feedback. google maps

Live Feedback

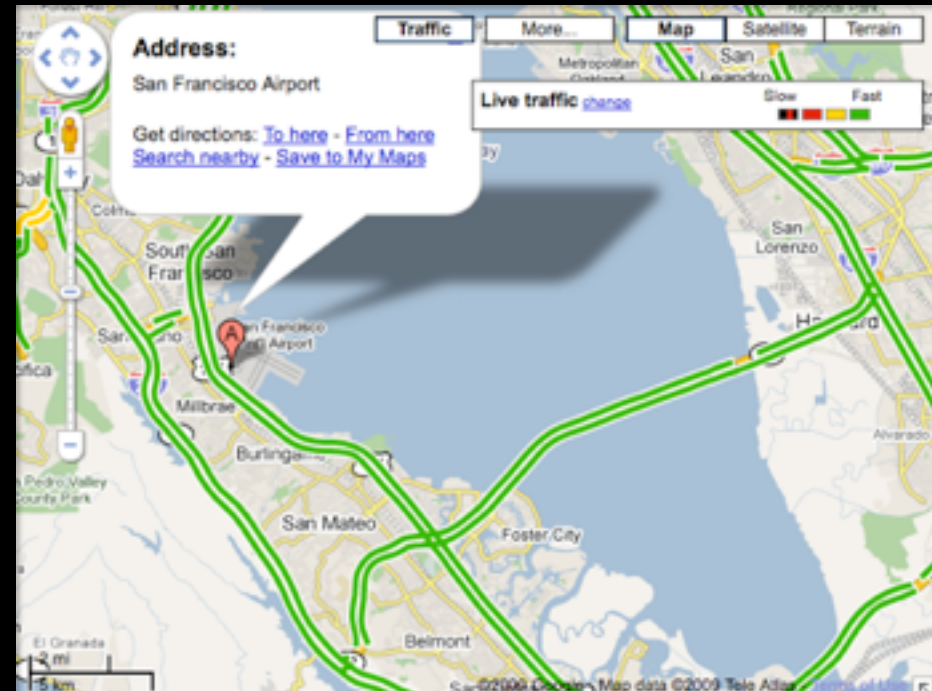
Create a tight feedback loop with the user.



live feedback. flickr



live feedback. wundrbar



live feedback. google maps

Live Suggest

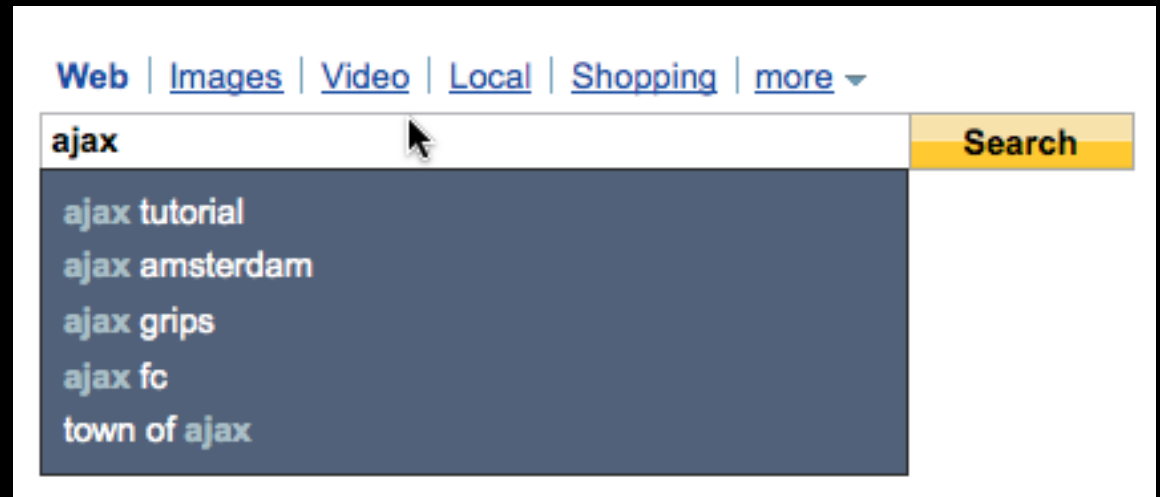


live suggest. google (early version)

Live Suggest



live suggest. google (early version)

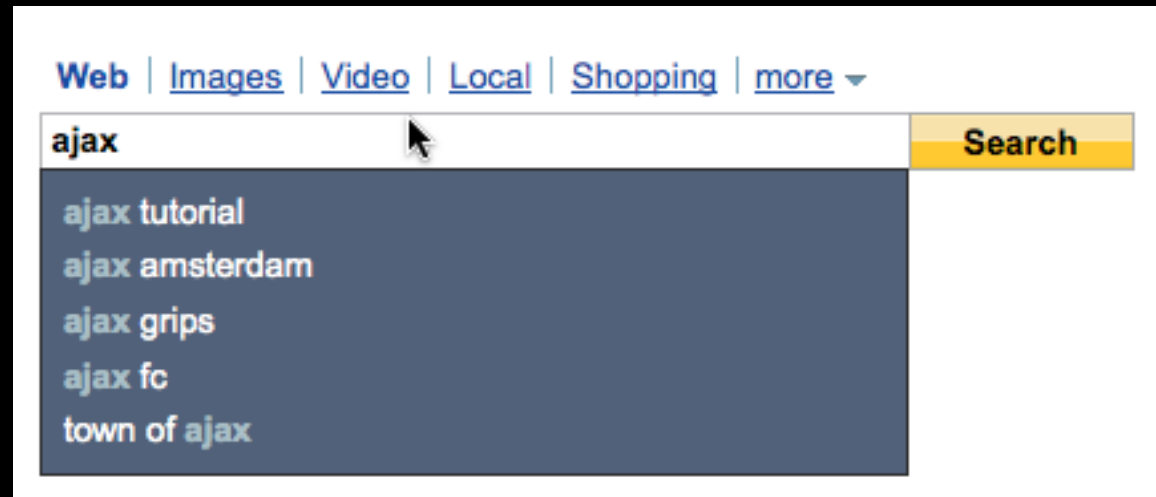


live suggest. yahoo search

Live Suggest

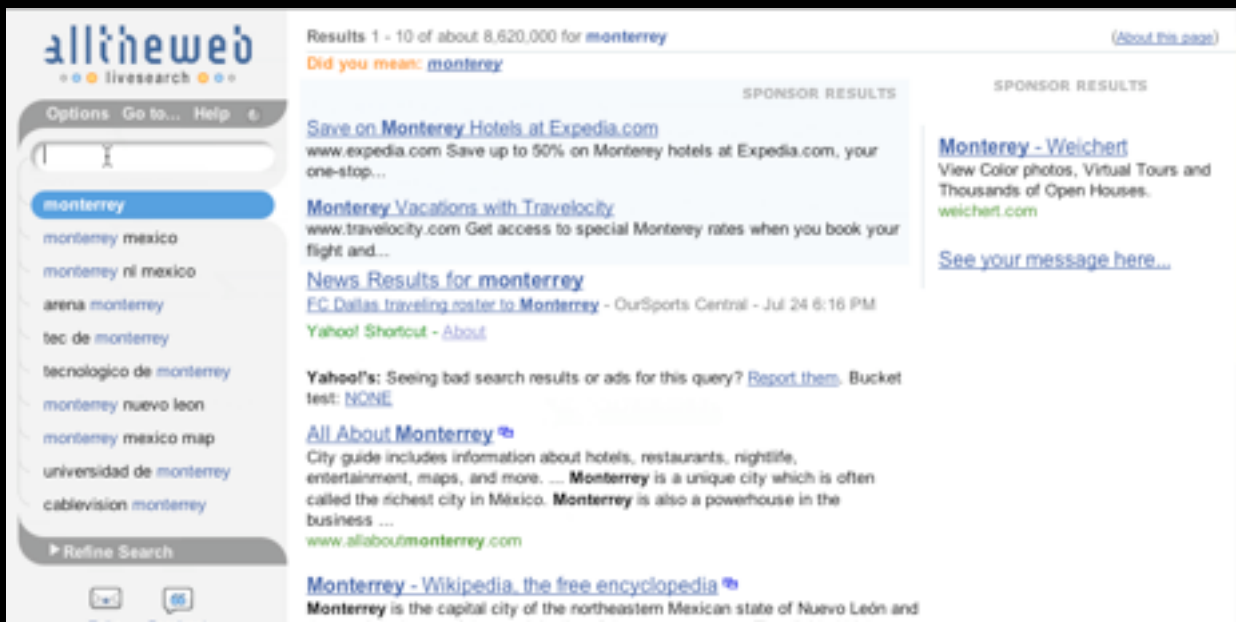


live suggest. google (early version)



live suggest. yahoo search

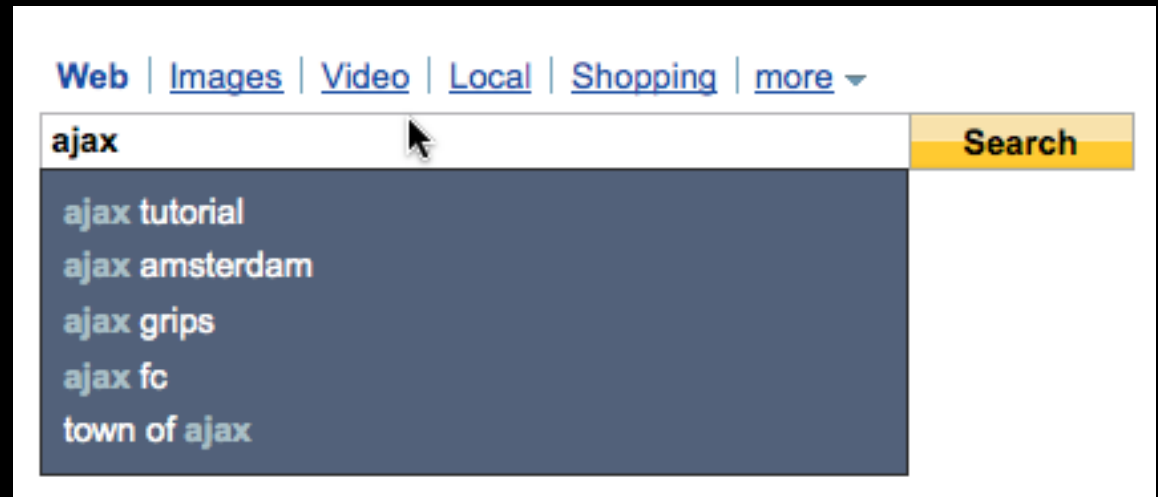
live suggest. early yahoo search experiment



Live Suggest

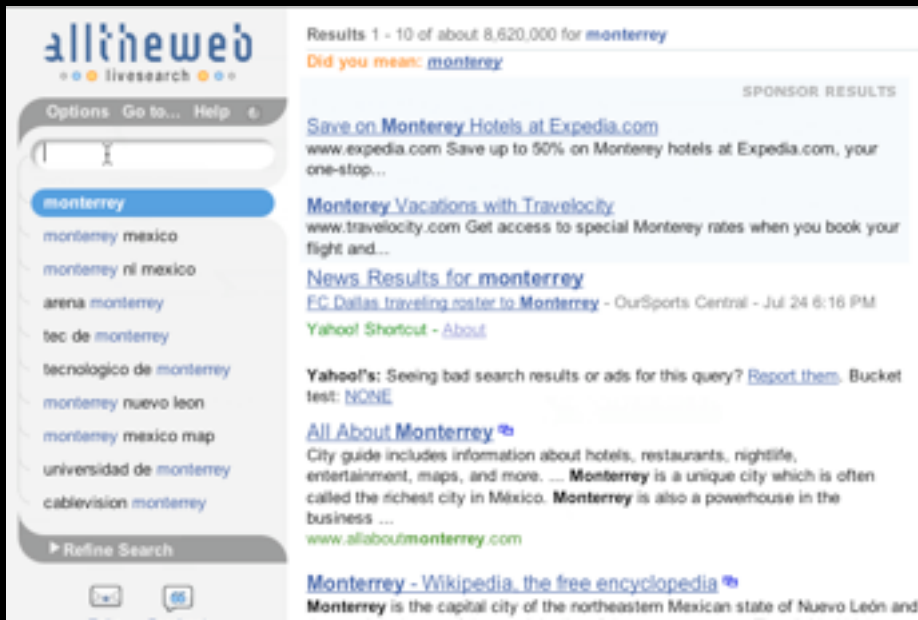


live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal
rather than distract from it.

Live Previews

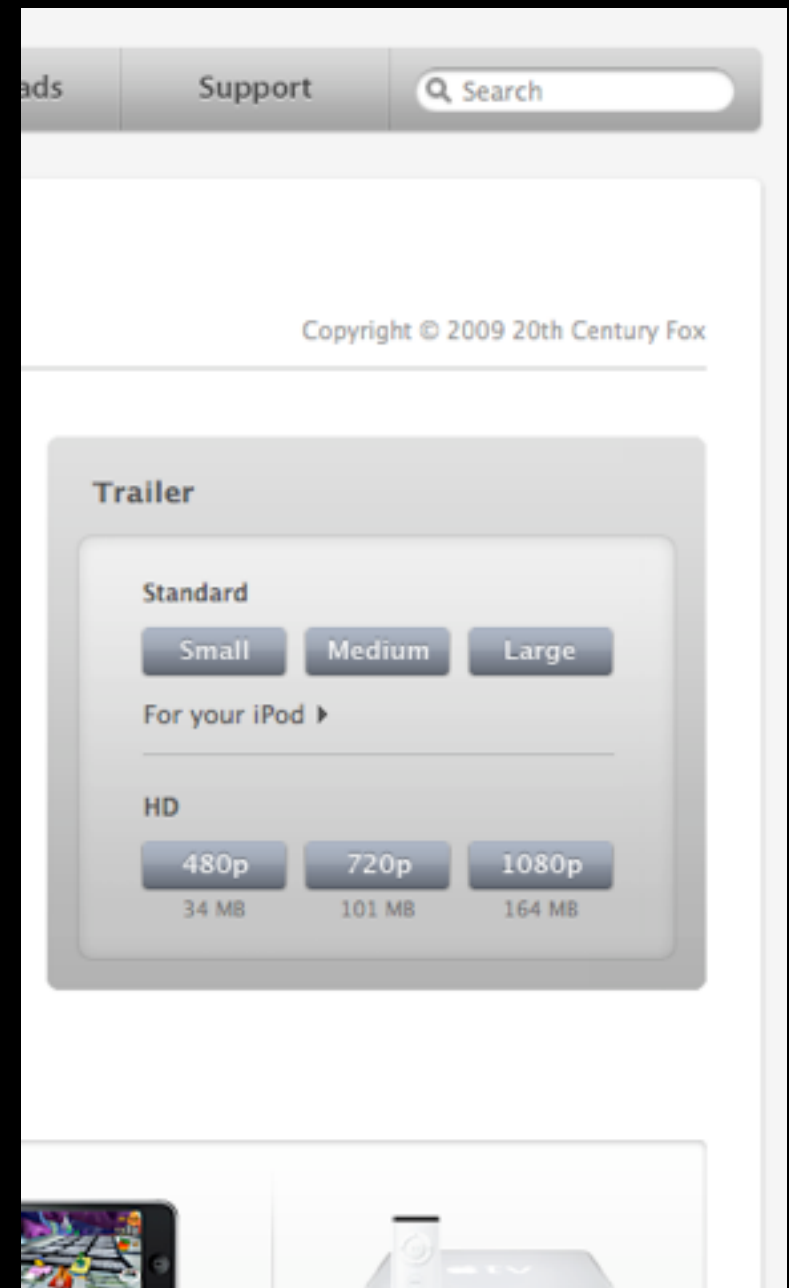


live preview. volkswagen car configurator

Live Previews



live preview. volkswagen car configurator



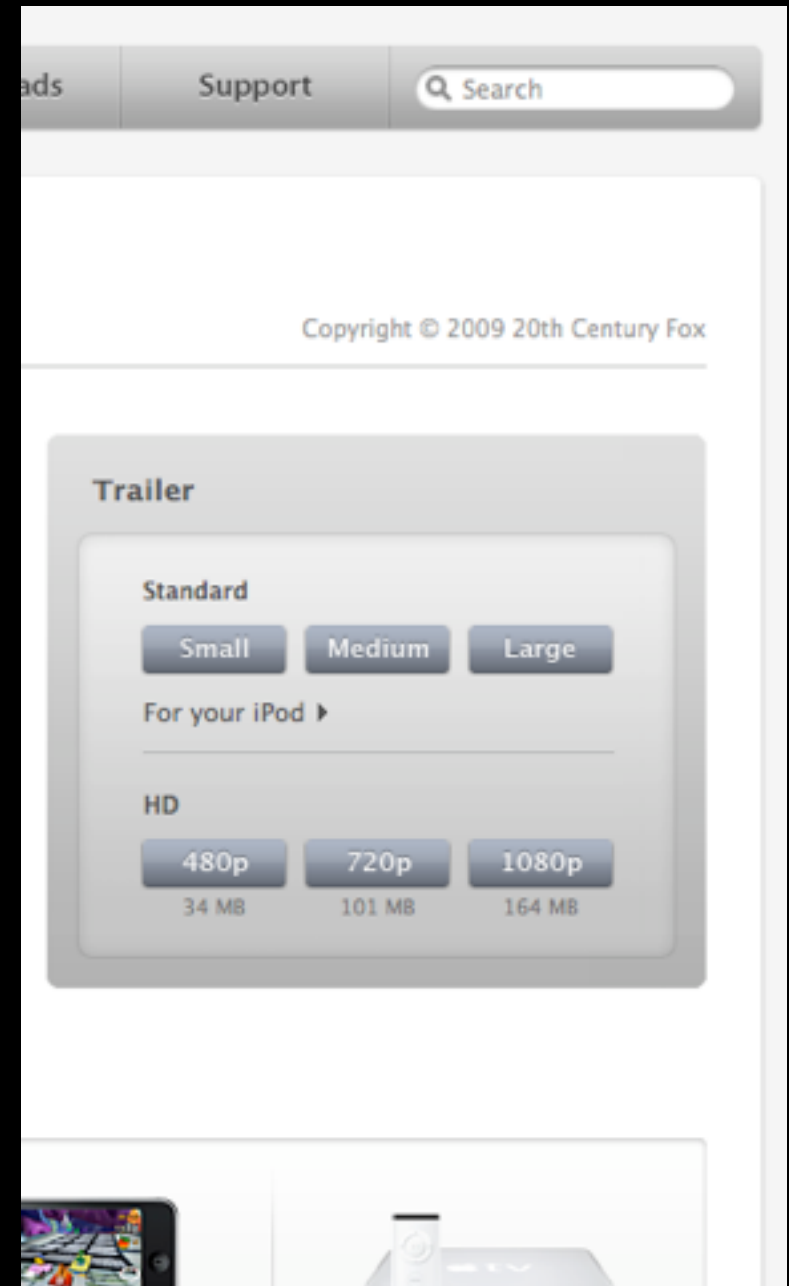
live suggest. apple search

Live Previews



live preview. volkswagen car configurator

Use live previews.



live suggest. apple search

Live Filtering

The screenshot displays the Bing Tweets website, which integrates Twitter trends with Bing search results. The top navigation bar includes links for 'About BingTweets', 'Feedback', and 'Follow @Bing on Twitter'. A search bar is positioned on the right, labeled 'Search Bing & Twitter'. Below the navigation bar, there are two main sections: 'trending topics' and 'share this result'. The 'trending topics' section features a 'Popular Now' tab and a list of names, with 'Carl Crawford' highlighted. The 'share this result' section contains a text box with a tweet about Carl Crawford and buttons for 'Tweet this' and 'Share This'. The main content area is divided into 'tweets' on the left and 'search results' on the right. The 'tweets' section shows a list of tweets, with one tweet about Carl Crawford highlighted. The 'search results' section displays a search for 'Carl Crawford' with a 'bing' logo and a list of results. The results include a biography, quotes, jersey, fan club, interview, news, and images. A table of statistics is also shown, along with a list of related searches and a list of news articles.

bing tweets
BETA
Fusing Twitter Trends with Bing Insights

About BingTweets | Feedback | Follow @Bing on Twitter

Search Bing & Twitter

trending topics **twitter**

Popular Now People Places Products

Carl Crawford Chuck Norris Dash Snow Dave Chappelle Joe Buck Lamar Odom Mariano Rivera Michael Jackson Obama Orrin Hatch Pujols Ryan Higa Ryan Howard Sonia Sotomayor Wendy Williams

share this result

Check out BingTweets about Carl Crawford
<http://bit.ly/FRaFO> #bing

74 Tweet this Share This

tweets

jokirk1: CQ Politics | Craig Crawford's Trail Mix - Smiling GOPers Ought to ...
<http://u.mavrev.com/o2tw>
Jul 15, 2009 10:58am

really: At a minium, Papelon should but Crawford a rolex.
Jul 15, 2009 10:57am

TheLuckyLadybug: Win the Tutu's Take...Meaningful Beauty by Cindy Crawford Review (GIVEAWAY!) | thechanamama.com - Source: <http://bit.ly/Q1je4> @thechanamama
Jul 15, 2009 10:57am

StPeteSpirits: Wednesday's

search results

Open Bing in new window Return to Bing

Web Images Videos Shopping News Maps More MSN Windows Live

bing Carl Crawford

CARL CRAWFORD

Biography
Quotes
Jersey
Fan Club
Interview
News
Images

ALL RESULTS 1-20 of 6,860,000 results - Advanced

Carl Crawford LF, #13 Tampa Bay Rays

	OPP	AB	R	H	HR	RBI	BB	K	SB
Jul 10	Oak, W6-0	4	0	1	0	1	1	0	0
Jul 11	Oak, L2-7	3	0	0	0	0	1	2	0
Jul 12	Oak, L3-7	1	0	0	0	0	0	1	0

Jul 17 - Rays at Royals - 8:10 PM ET

Season: GP 88 · AVG .309 · HR 8 · RBI 39 · Runs 58 · SB 44

Player Stats · FOX Sports on MSN · Statistics provided by STATS, Inc. © 2009

• Tampa Bay Rays LF Carl Crawford's catch creates instant...
St. Petersburg Times 7/15/2009

• SportsNation Blog Archives Carl Crawford ESPN.com 7/15/2009

refining search. bing tweets

Live Filtering

Reduce search effort
with live filtering.

The screenshot displays the Bing Tweets website. At the top, the 'bing tweets' logo is visible with the tagline 'Fusing Twitter Trends with Bing Insights'. Below this, there's a 'trending topics' section with tabs for 'Popular Now', 'People', 'Places', and 'Products'. The 'People' tab is selected, showing a list of names including Carl Crawford, Chuck Norris, Dash Snow, Dave Chappelle, Joe Buck, Lamar Odom, Mariano Rivera, Michael Jackson, Obama, Orrin Hatch, Pujols, Ryan Higa, Ryan Howard, Sonia Sotomayor, Wendy Williams, and others. To the right, there's a 'share this result' section with a text box containing a link to a tweet about Carl Crawford and buttons for 'Tweet this' and 'Share This'.

The main content area is divided into two columns. The left column, titled 'tweets', shows a list of tweets. The first tweet is from 'jokirk1' about 'Crawford's Trail Mix - Smiling GOPers Ought to ...'. The second tweet is from 'really' about 'At a minium, Papelbon should but Crawford a rolex.'. The third tweet is from 'TheLuckyLadybug' about 'Win the Tutu's Take... Meaningful Beauty by Cindy Crawford Review (GIVEAWAY!)'. The right column, titled 'search results', shows the search results for 'Carl Crawford'. It includes a 'bing' logo, a search bar with 'Carl Crawford', and a list of results. The first result is 'Carl Crawford LF, #13 Tampa Bay Rays'. Below this, there's a table of statistics for Carl Crawford.

	OPP	AB	R	H	HR	RBI	BB	K	SB
Jul 10	Oak, W6-0	4	0	1	0	1	1	0	0
Jul 11	Oak, L2-7	3	0	0	0	0	1	2	0
Jul 12	Oak, L3-7	1	0	0	0	0	0	1	0

Below the table, it says 'Jul 17 - Rays at Royals - 8:10 PM ET'. Further down, it shows 'Season: GP 88 - AVG .309 - HR 8 - RBI 39 - Runs 58 - SB 44'. At the bottom, there's a section for 'RELATED SEARCHES' with links to 'Ryan Howard' and 'Jimmy Rollins'.

refining search. bing tweets

Live Forms

Find a domain name:

www.
 (ex. widgetdesigns.com)

Search

live forms. yahoo! small business

Live Forms

Find a domain name:

www.
 (ex. widgetdesigns.com)

Search

live forms. yahoo! small business

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

live forms. google account creation

Live Forms

Find a domain name:

www.

(ex. widgetdesigns.com)

live forms. yahoo! small business

Prevent errors beforehand
with live forms.

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

live forms. google account creation

Auto Complete



KAYAK™ Search with us, book with them.™

[Flights](#) | [Hotels](#) | [Cars](#) | [Deals](#) | [Best Fare Buzz](#)


☒ Round-trip ☐ One-way ☐ Multi-city


From

☒ Show Nearby Airports

To

☒ Show Nearby Airports

Leave  **Time** ▼

Return  **Time** ▼

Travelers ▼

Cabin ▼

☐ Prefer Nonstop

for [hundreds of airlines.](#)

auto complete. kayak

Auto Complete




KAYAK™ Search with us, book with them.™

Flights | [Hotels](#) | [Cars](#) | [Deals](#) | [Best](#)

☒ Round-trip ☐ One-way ☐ Multi-city

From

☒ Show Nearby Airports


Leave  Time ▼

Travelers ▼

☐ Prefer Nonstop

To

☒ Show Nearby Airports

Return  Time ▼

Cabin ▼

for [hundreds of airlines.](#)

Reduce user effort by
autocompleting correctly.

auto complete. kayak

Input where you output.

Maintain flow.

Require a light footprint.

Invite interaction.

Show transitions.

Be reactive.

Flickr Credits

<http://tr.im/t6Ew>

Presentation

[billwscott.com/share/
presentations/2009/ae](http://billwscott.com/share/presentations/2009/ae)

Blog

looksgoodworkswell.com

Web username

[billwscott](#)



Book

designingwebinterfaces.com
O'Reilly