

Designing for Interesting Moments

Bill Scott

Director, UI Engineering
Netflix

Ajax Experience ~ Boston ~ September 2009

Current Moon Phase



Waning Crescent
16% of Full
Sat 18 Jul, 2009
11:38 AM

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Current Moon Phase

Simple Interaction?

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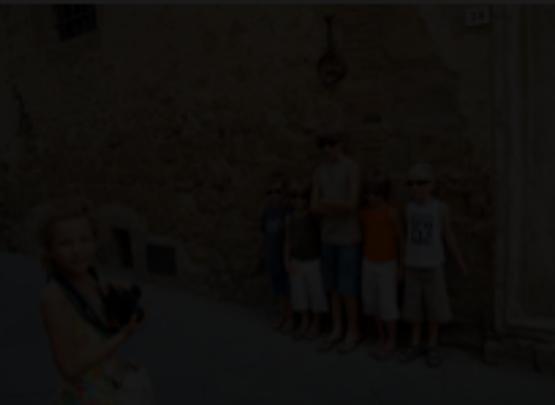
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Simple Interaction? Events...

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.

6+

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.

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Interesting Moments



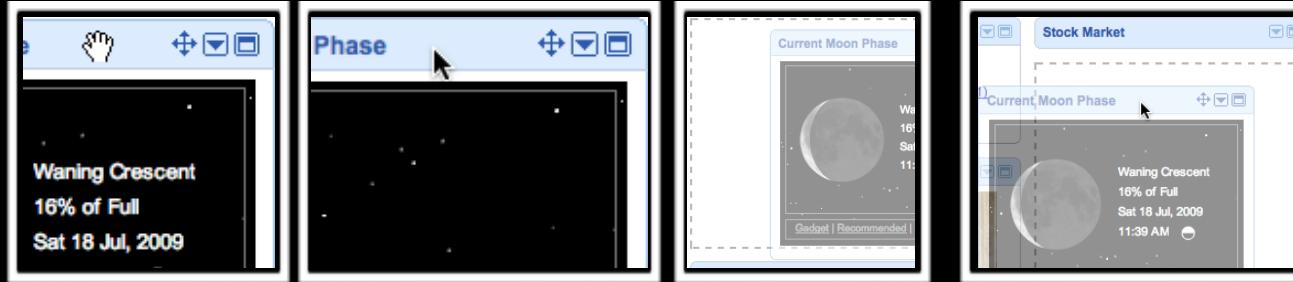
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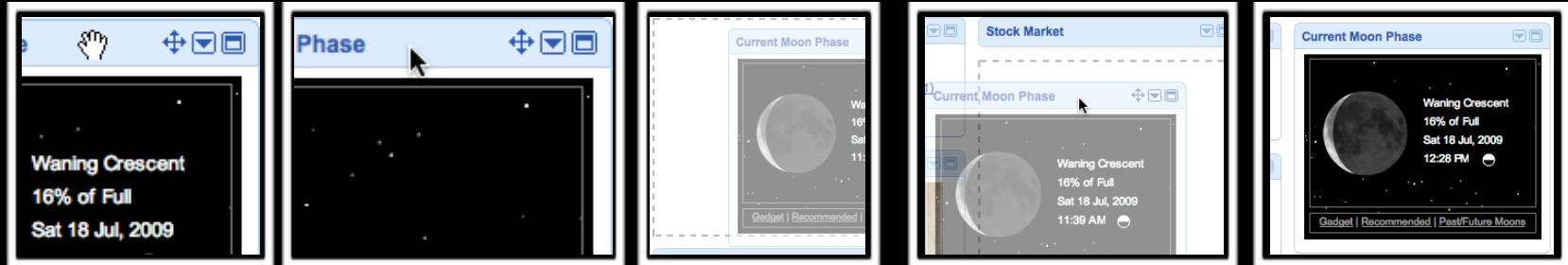
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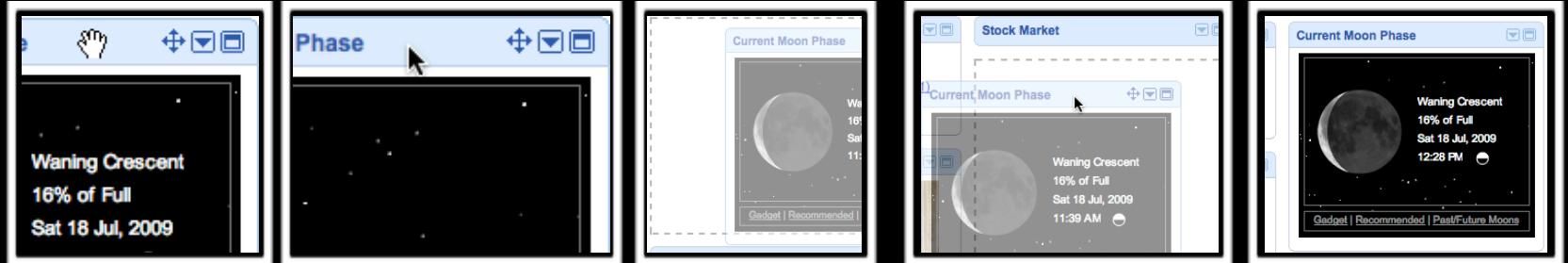
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Interesting Moments



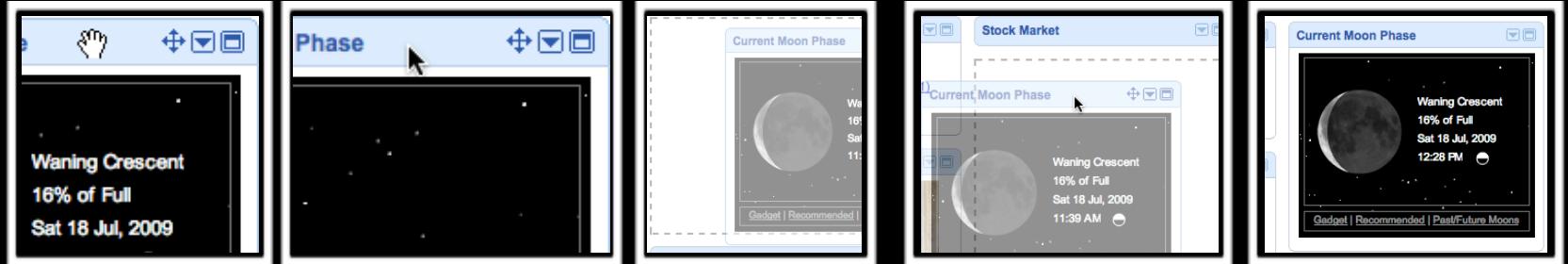
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Interesting Moments



		Captures microstates	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.
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Interesting Moments



Captures microstates

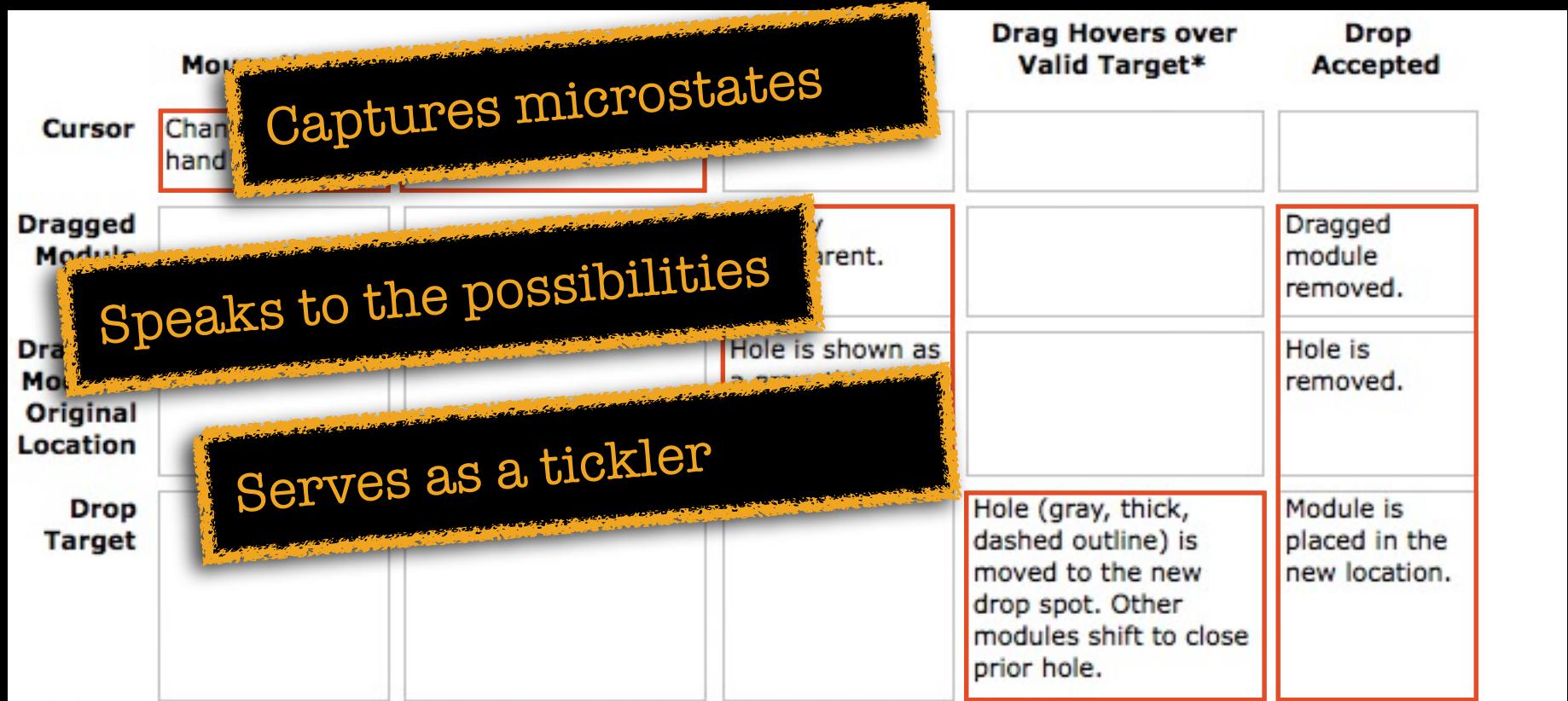
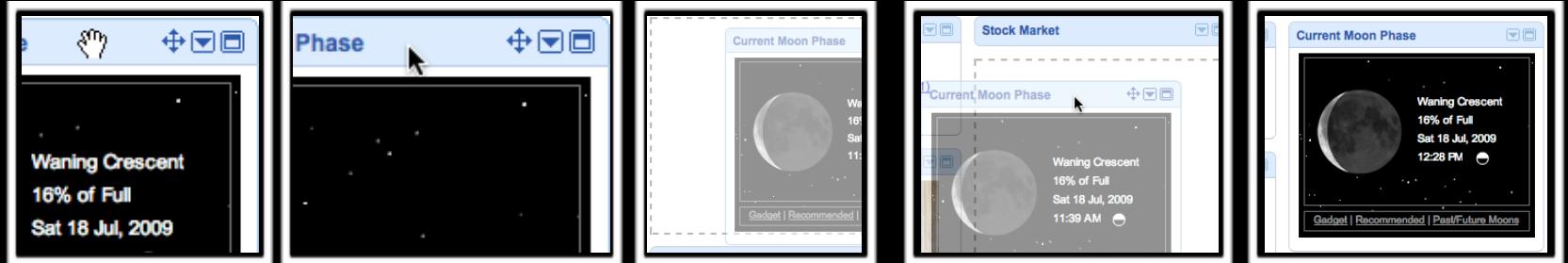
Speaks to the possibilities

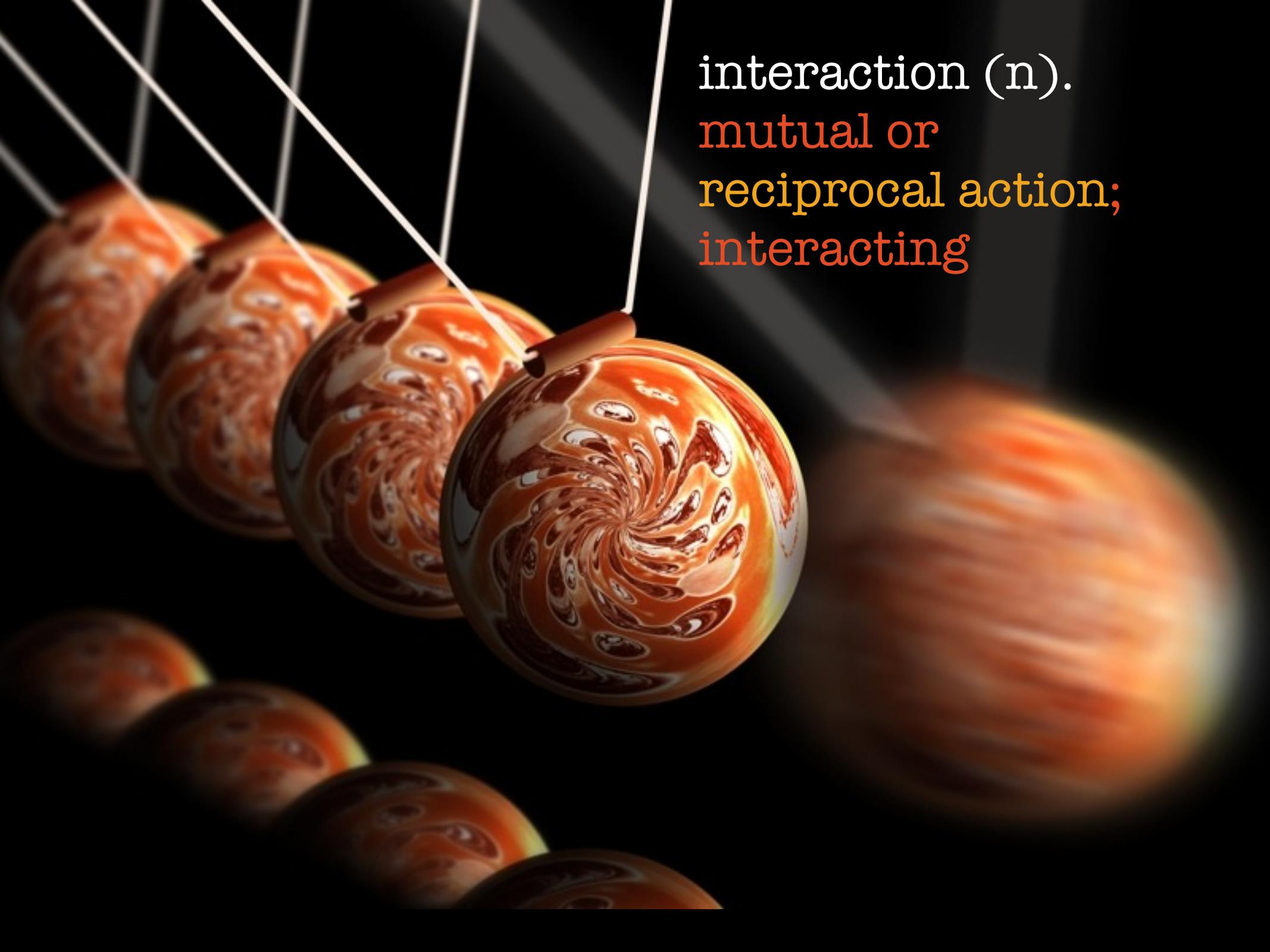
Cursor	Dragged Module	Drop Target	Drag Hovers over Valid Target*	Drop Accepted
Mouse over a module.	Module is highlighted.			
Cursor is a hand.	Module is being dragged.			
Dragged module is over a valid target.	Module is shown with a hole.			
Original Location				Dragged module removed.
Drop Target			Hole is shown as a gray, thick, dashed outline.	Hole is removed.
				Module is placed in the new location.

Drag Hovers over Valid Target*

Drop Accepted

Interesting Moments



A string of marbles is shown against a black background. The marbles are orange and yellow with a marbled pattern. The first three marbles are in sharp focus, while the ones behind them and the ones in the foreground are blurred, creating a sense of depth and motion. The text is positioned to the right of the marbles.

interaction (n).
mutual or
reciprocal action;
interacting

6 principles

6 principles

for designing interesting moments



Input where
you output.

- Alan Cooper



In Page Editing



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In Page Editing



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Additions:

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

In Page Editing



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Pay attention to discoverability

Additions:

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

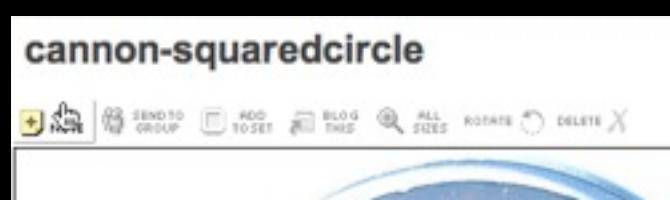
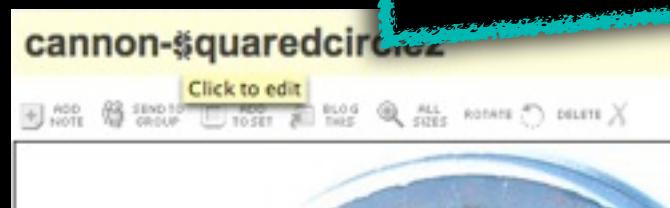
In Page Editing



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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

A screenshot of a 'Categories' page from the Basecamp web application. The page has a light gray background. At the top left is the title 'Categories' and at the top right is a red 'Edit' link. Below the title is a black rectangular button with the white text 'All files'. To the right of this button is a list of categories, each with a blue underline: '01_00_Make It Direct', '01_01_InPageEdit', '01_02_DragDrop', 'Drafts', and 'ORA Stuff'. The entire interface is enclosed in a thin black border.

symmetrical interaction. basecamp



anti-pattern. non-symmetrical. iphone

Categories

All files

Category	Action
<u>01_00_Make It Direct</u>	<u>Rename</u>
<u>01_01_InPageEdit</u>	<u>Rename</u>
<u>01_02_DragDrop</u>	<u>Rename</u>
<u>Drafts</u>	<u>Rename</u>
<u>ORA Stuff</u>	<u>Rename</u>

Add another category

symmetrical interaction. basecamp

Keep activation & deactivation symmetrical

Done editing

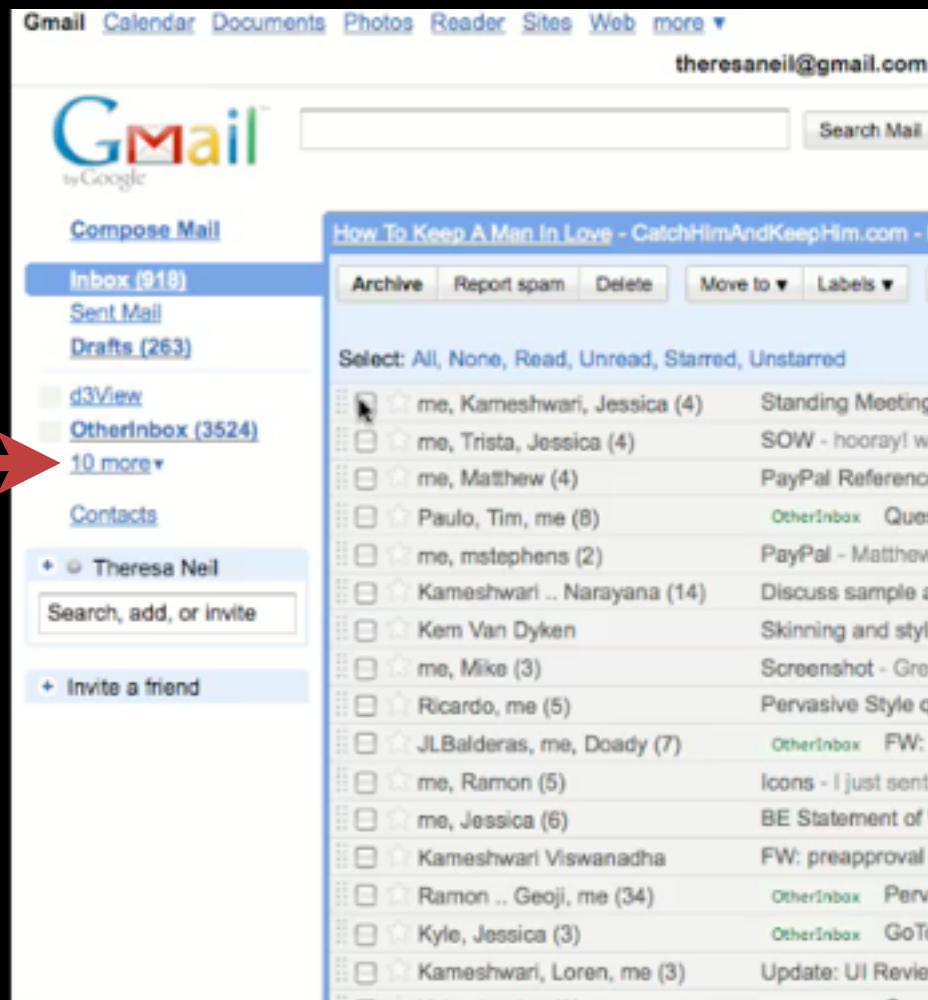
All files

01_00_Make It Direct	Rename	
01_01_InPageEdit	Rename	
01_02_DragDrop	Rename	
Drafts	Rename	
ORA Stuff	Rename	
Add another category		

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symmetrical interaction. basecamp

Drag, Open & Drop

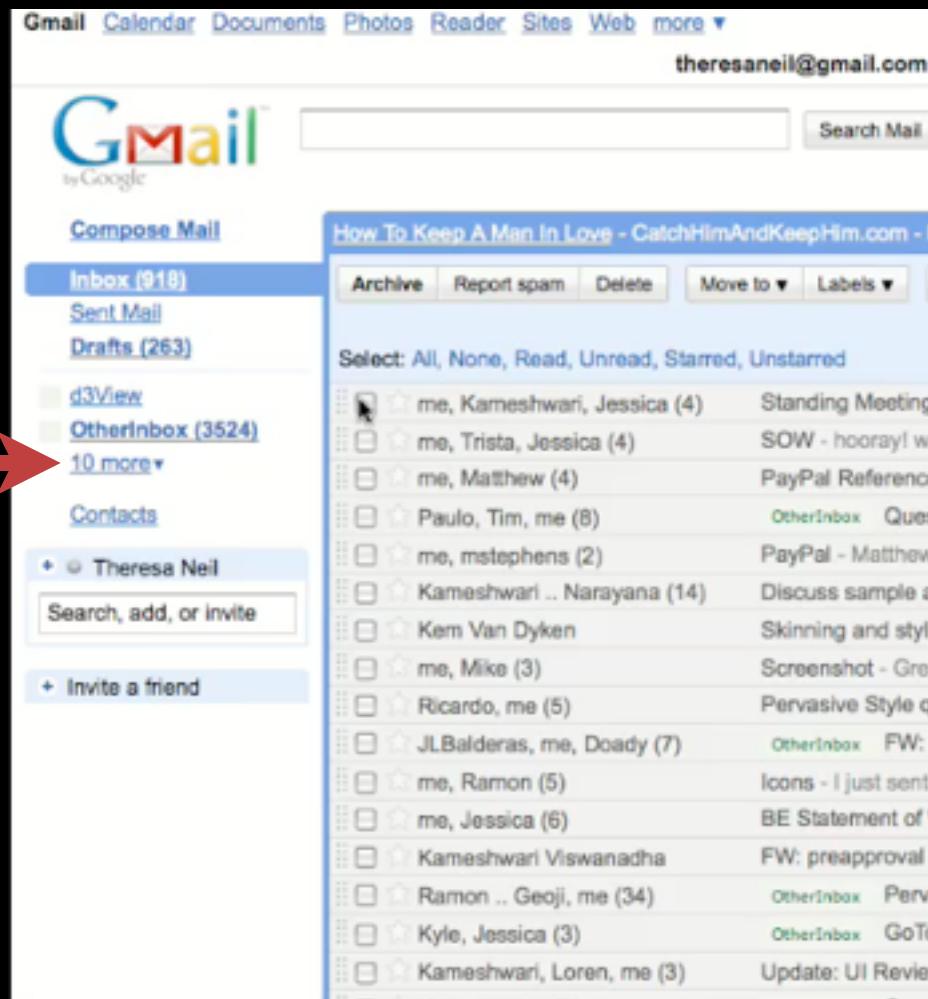


A screenshot of a Gmail inbox interface. The left sidebar shows navigation links: 'Compose Mail', 'Inbox (918)', 'Sent Mail', 'Drafts (263)', 'd3View', 'OtherInbox (3524)', '10 more...', 'Contacts', and a 'Theresa Neil' section with 'Search, add, or invite' and '+ Invite a friend'. A red arrow points to the 'OtherInbox (3524)' link. The main area displays a list of 3524 messages. The first message is selected, showing the subject 'How To Keep A Man In Love - CatchHimAndKeepHim.com - L' and the recipient 'me, Kameshwari, Jessica (4)'. The list continues with other messages from various senders like Trista, Jessica, Matthew, Paulo, Tim, and Mike, with subjects ranging from 'Standing Meeting' to 'Update: UI Review'.

Sender	Subject
me, Kameshwari, Jessica (4)	Standing Meeting
me, Trista, Jessica (4)	SOW - hooray! w
me, Matthew (4)	PayPal Reference
Paulo, Tim, me (8)	OtherInbox Ques
me, mstephens (2)	PayPal - Matthew
Kameshwari .. Narayana (14)	Discuss sample a
Kem Van Dyken	Skinning and styl
me, Mike (3)	Screenshot - Gro
Ricardo, me (5)	Pervasive Style q
JLBalderas, me, Doady (7)	OtherInbox FW: I
me, Ramon (5)	Icons - I just sent
me, Jessica (6)	BE Statement of V
Kameshwari Viswanadha	FW: preapproval
Ramon .. Geoji, me (34)	OtherInbox Perva
Kyle, Jessica (3)	OtherInbox GoTo
Kameshwari, Loren, me (3)	Update: UI Review

drag and drop. gmail

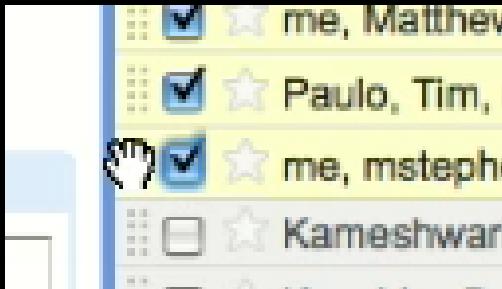
Drag, Open & Drop



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drag and drop. gmail

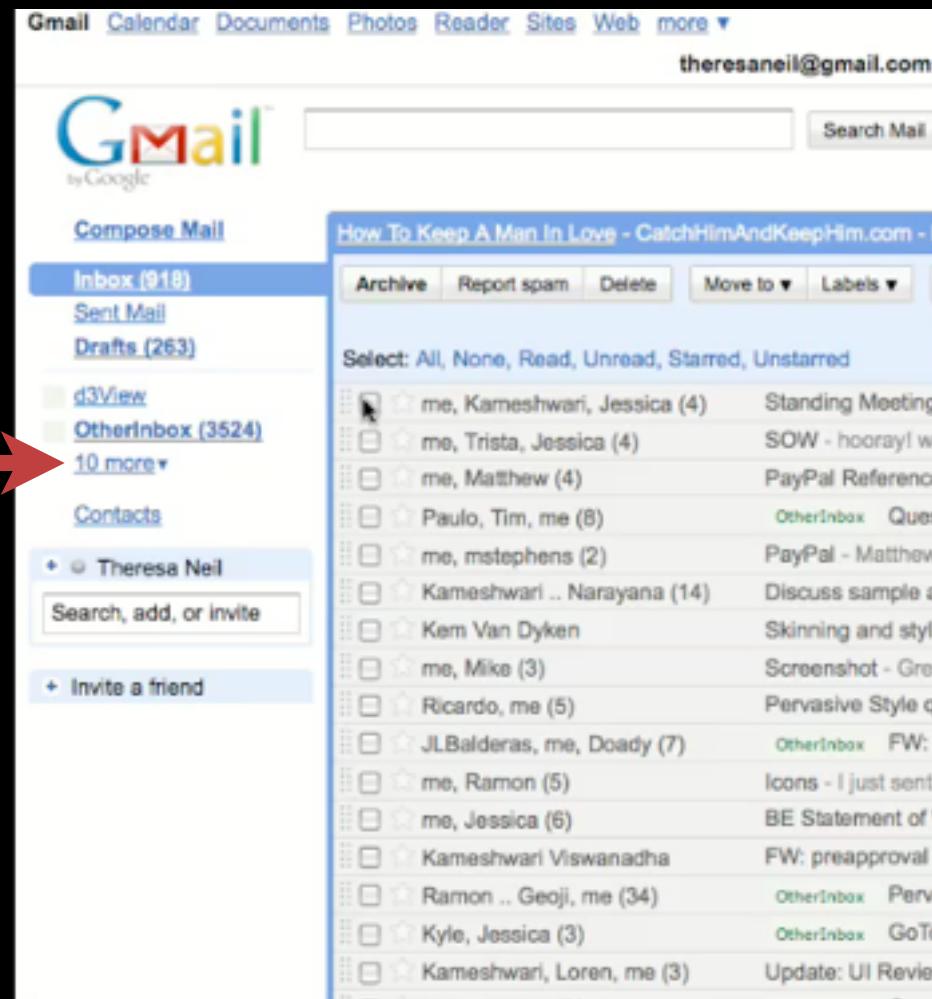
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Drag, Open & Drop



drag and drop. gmail

Gmail Calendar Documents Photos Reader Sites Web more ▾

theresaneil@gmail.com

Gmail by Google

Compose Mail

Inbox (918)

Sent Mail

Drafts (263)

d3View

OtherInbox (3524)

10 more ▾

Contacts

+ Theresa Neil

Search, add, or invite

+ Invite a friend

How To Keep A Man In Love - CatchHimAndKeepHim.com - L

Archive Report spam Delete Move to Labels

Select: All, None, Read, Unread, Starred, Unstarred

me, Kameshwari, Jessica (4) Standing Meeting

me, Trista, Jessica (4) SOW - hooray! w

me, Matthew (4) PayPal Reference

Paulo, Tim, me (8) OtherInbox Ques

me, mstephens (2) PayPal - Matthew

Kameshwari .. Narayana (14) Discuss sample a

Kem Van Dyken Skinning and styl

me, Mike (3) Screenshot - Gro

Ricardo, me (5) Pervasive Style q

JLBalderas, me, Doady (7) OtherInbox FW: I

me, Ramon (5) Icons - I just sent

me, Jessica (6) BE Statement of V

Kameshwari Viswanadha FW: preapproval

Ramon .. Geoji, me (34) OtherInbox Perv

Kyle, Jessica (3) OtherInbox GoTo

Kameshwari, Loren, me (3) Update: UI Review

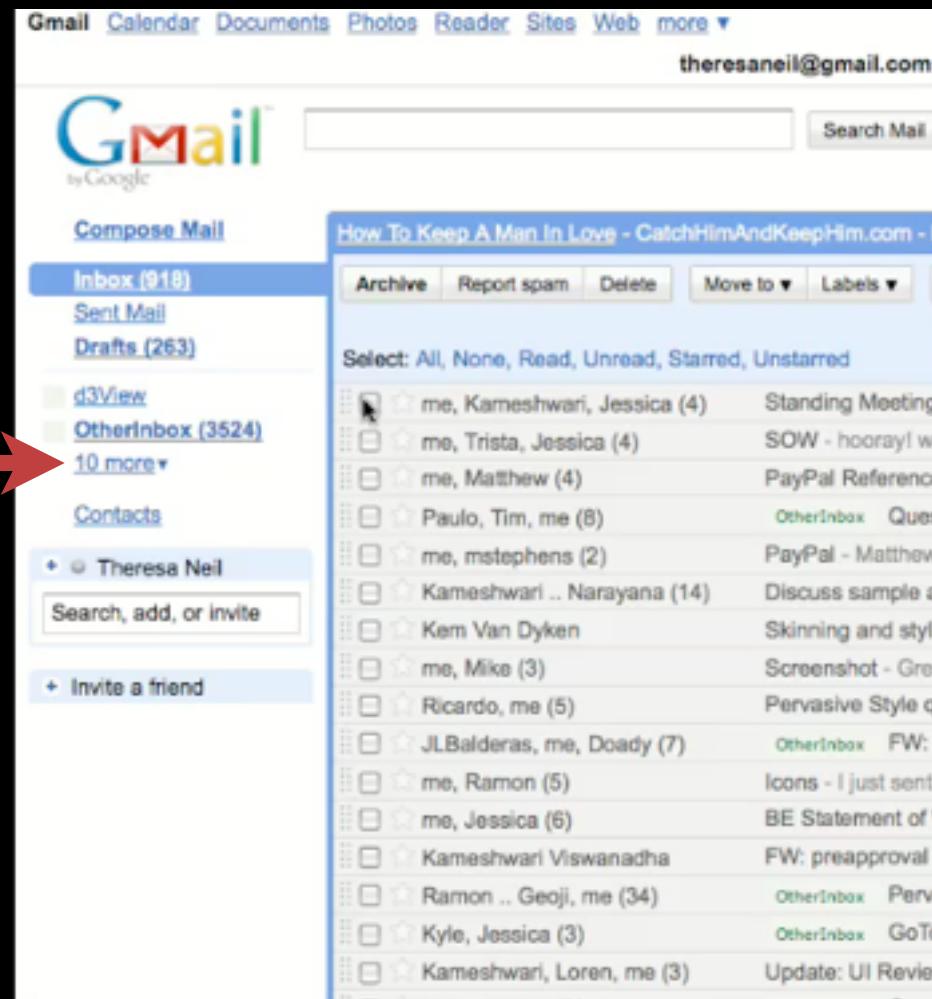
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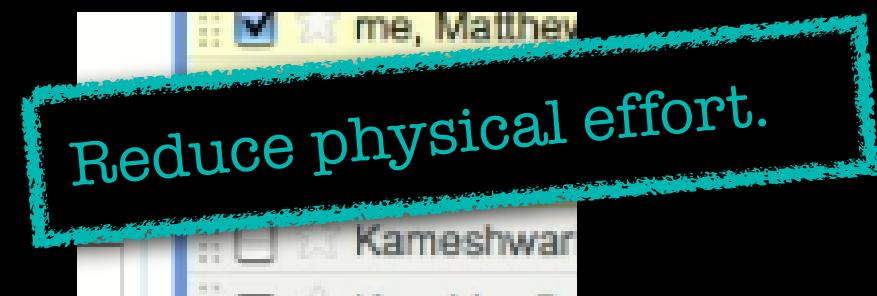


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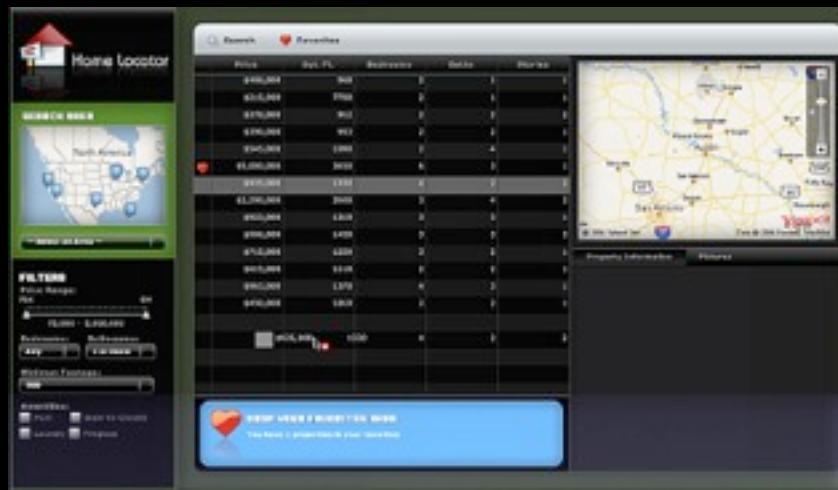
drag and drop. gmail

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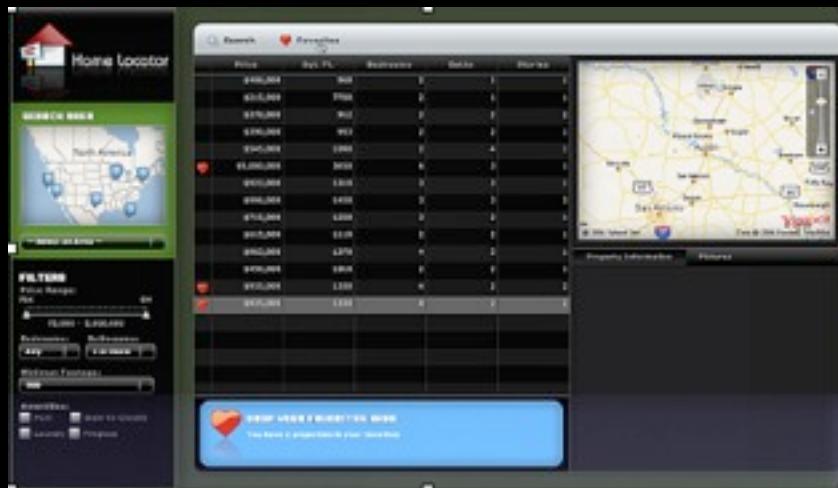


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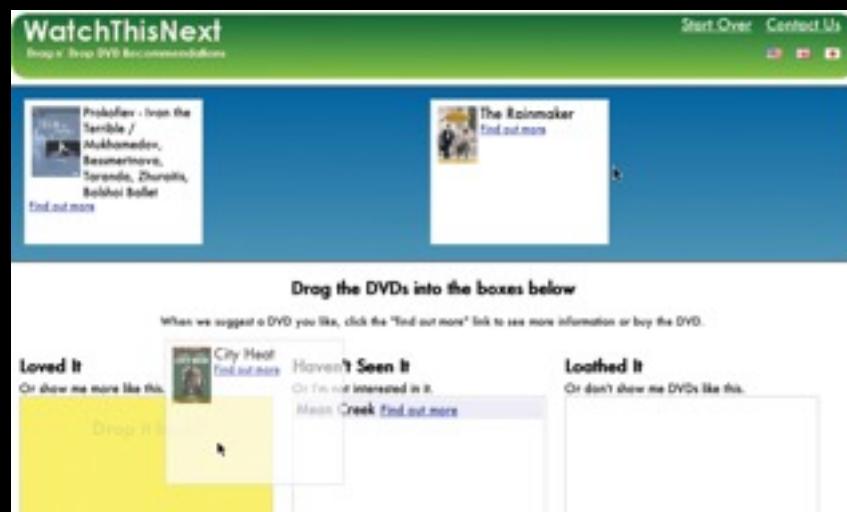
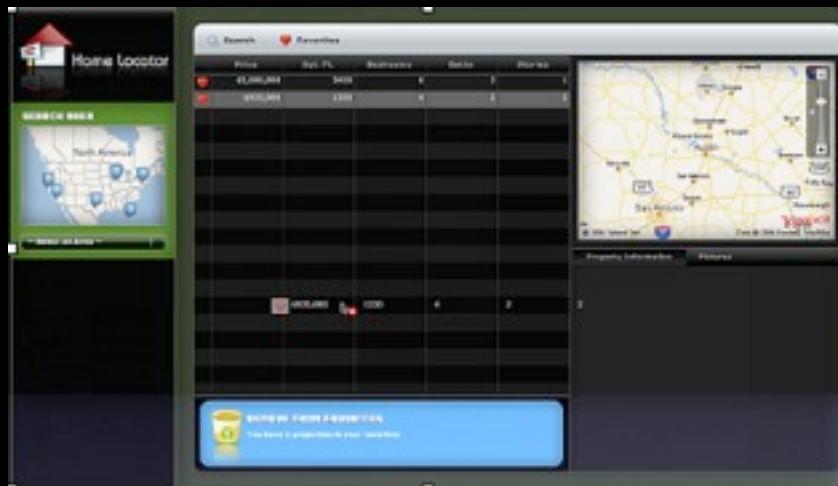












anti-pattern. artificial construct.

A screenshot of a real estate application. At the top, there are tabs for 'Search' and 'Favorites'. Below the tabs is a map of North America with a specific location marked in Texas. To the right of the map is a table with columns for 'Price', 'Beds', 'Baths', 'Acres', 'Status', and 'Sorted'. One row in the table is highlighted in red, representing a property in Houston. At the bottom of the screen, there is a blue button with a house icon and the text 'SEARCH FOR HOMES FOR SALE'.

A screenshot of the 'WatchThisNext' feature on Netflix. The top bar is green with the title 'WatchThisNext' and a 'Start Over' button. Below the bar, there are two movie recommendations: 'The Rainmaker' and 'The Great Escape'. Each recommendation includes a small thumbnail image, a star rating, and a 'Not Interested' button. Below the recommendations, there is a section titled 'Drag the DVDs into the boxes below' with three categories: 'Loved It', 'Haven't Seen It', and 'Loathed It'. Each category has a description and a 'Find out more' link.

anti-pattern. artificial construct.

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](#)

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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](#)



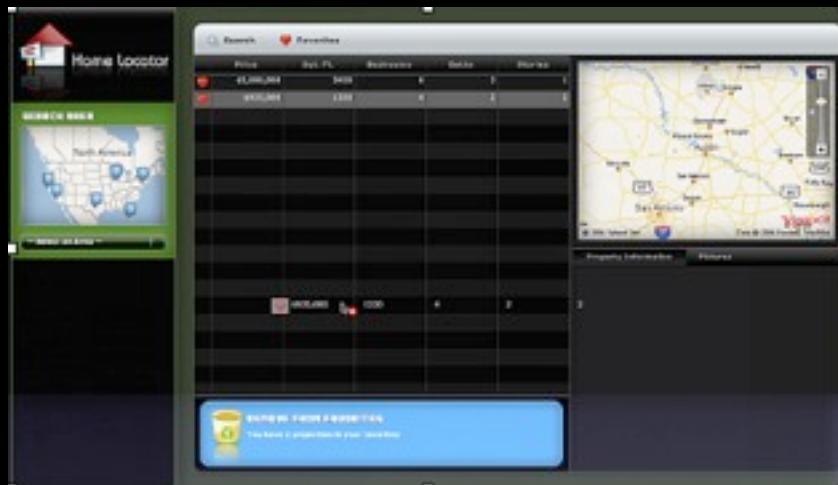
Monty Python's Life of Brian



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

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Drop n' Drop DVD Recommendations

Start Over | Cancel Us

Protector : from the Terrible / Aykhanmedov, Basmirzhan, Torendo, Zhurkev, Bokhjet Bolat
Find out more

The Rainmaker
Find out more

Loved It
Or show me more like this.
Drop in
Find out more

Haven't Seen It
Or I'm not interested in it.
Drop in
Mean Creek
Find out more

Loathed It
Or don't show me DVDs like this.
Drop in
Find out more

anti-pattern. artificial construct.

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[Are Lost's New Time-Travel Physics Junk Science? Maybe Not..](#)

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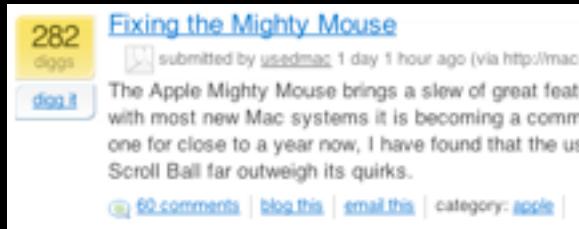
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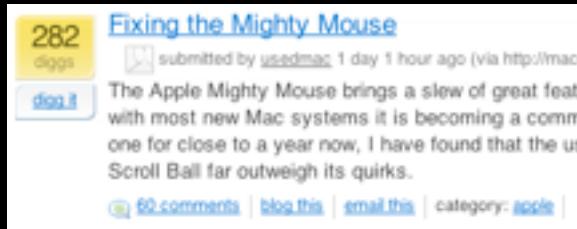
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A screenshot of a Digg article page for the URL <http://digg.com/1000/fixing-the-mighty-mouse>. The page shows a yellow box with the number '282' and the word 'digg'. Below this is a blue 'digg it' button. The main content is an article titled 'Fixing the Mighty Mouse' by 'usedmac'. The article text discusses the Apple Mighty Mouse and its quirks. At the bottom of the article, there are links for '60 comments', 'blog this', 'email this', and 'category: apple'.

In Page Actions (always visible)

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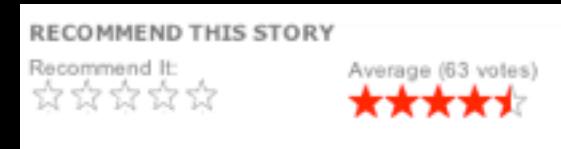
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[dog it](#)

Fixing the Mighty Mouse
submitted by usedmac 1 day 1 hour ago (via <http://mac>)

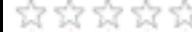
The Apple Mighty Mouse brings a slew of great features with most new Mac systems it is becoming a common one for close to a year now, I have found that the user's Scroll Ball far outweighs its quirks.

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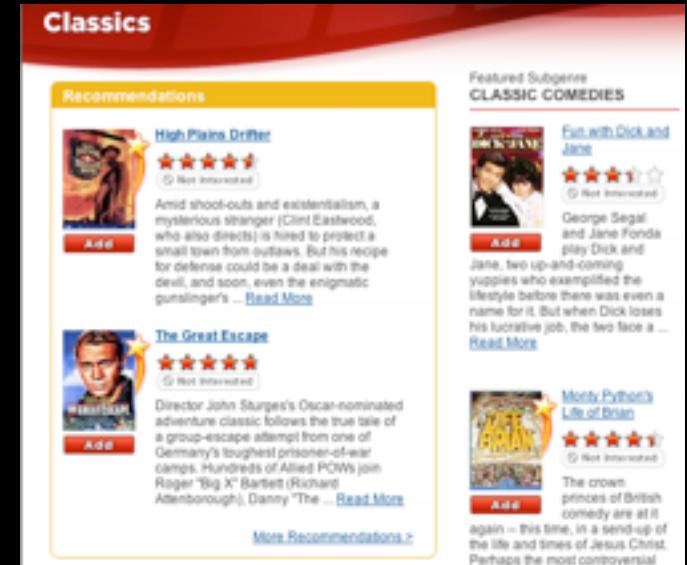
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Monty Python's Life of Brian

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My Grade: 

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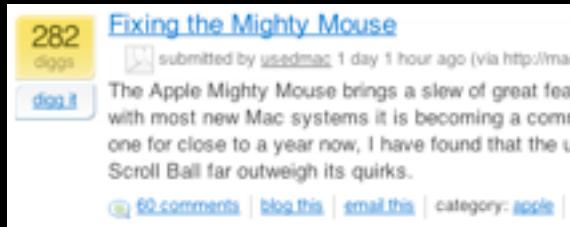
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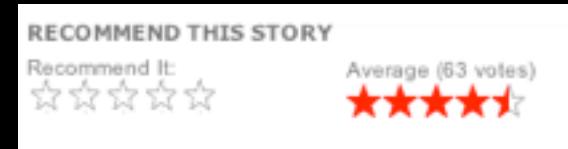
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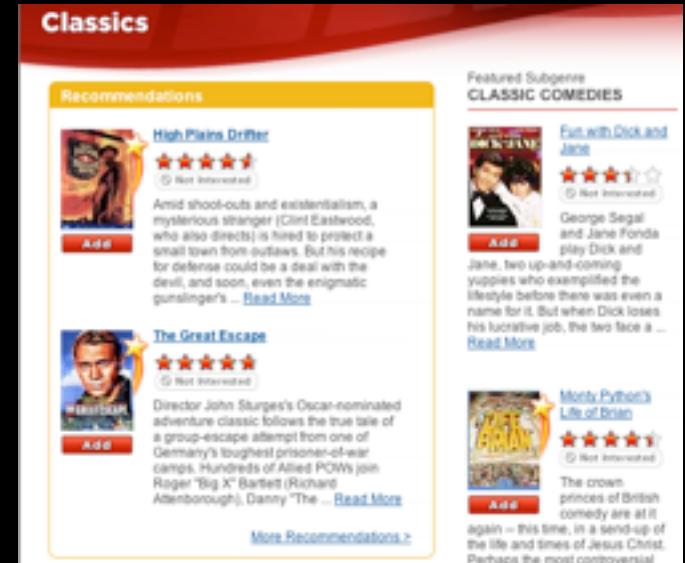
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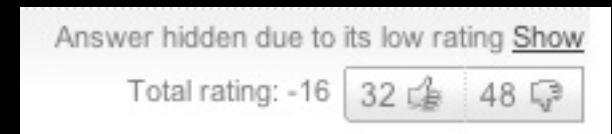
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Classics
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Not Interested
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Not Interested
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Yahoo! Users: B+ 13199 ratings
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write a review
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B
C
D
F

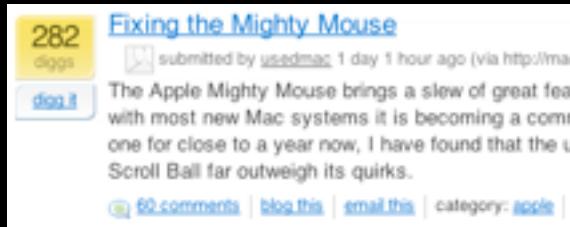


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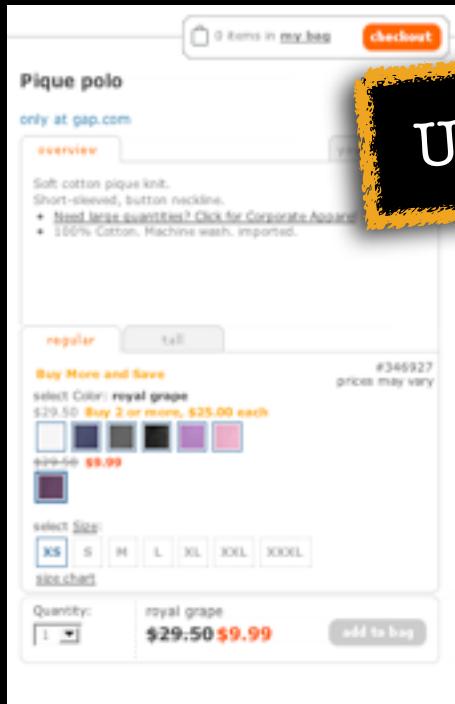
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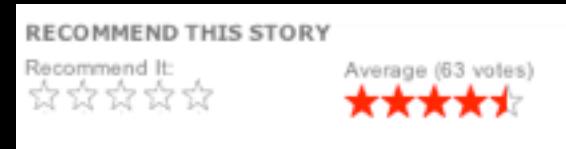


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Recommend It:
Average (63 votes)
★★★★★



Classics

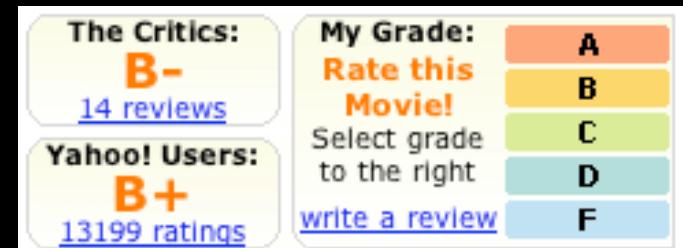
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★★★★★
Not Interested
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Not Interested
Monty Python's Life of Brian
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Featured Subgenre
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★★★★★
Not Interested
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Attenborough), Danny "The ... Read More

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The Critics:
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14 reviews

Yahoo! Users:
B+
13199 ratings

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write a review

A
B
C
D
F

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

Total rating: -16 32 48

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Contextual Tools (inline on hover)



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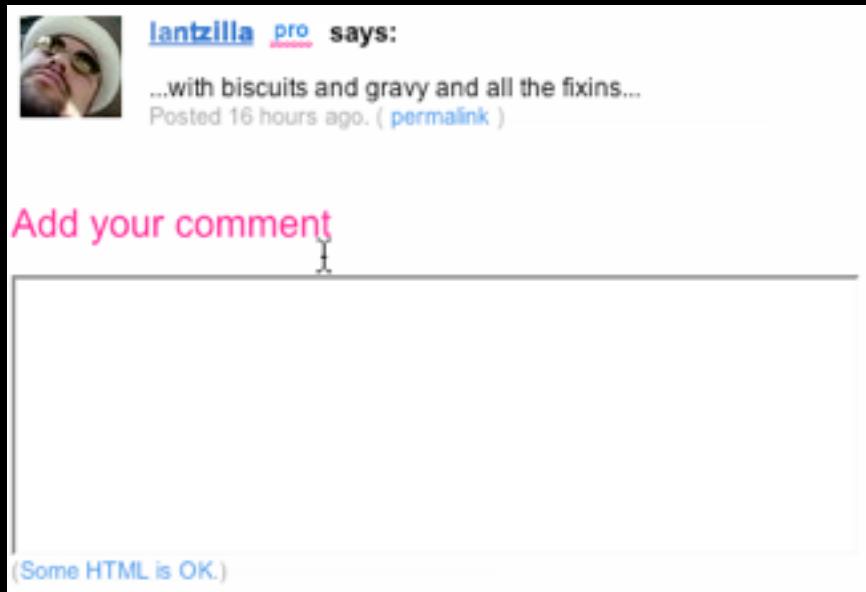
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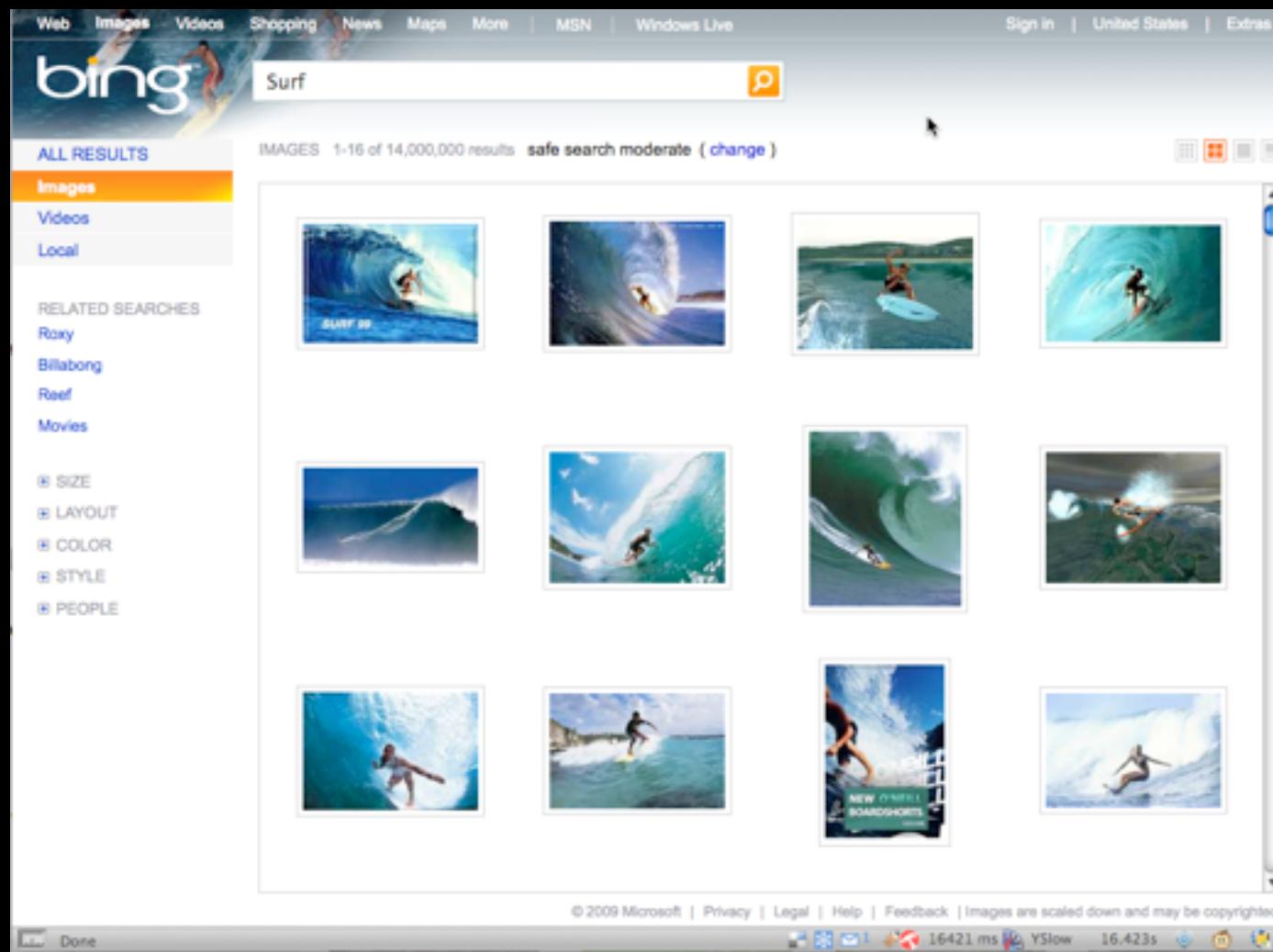


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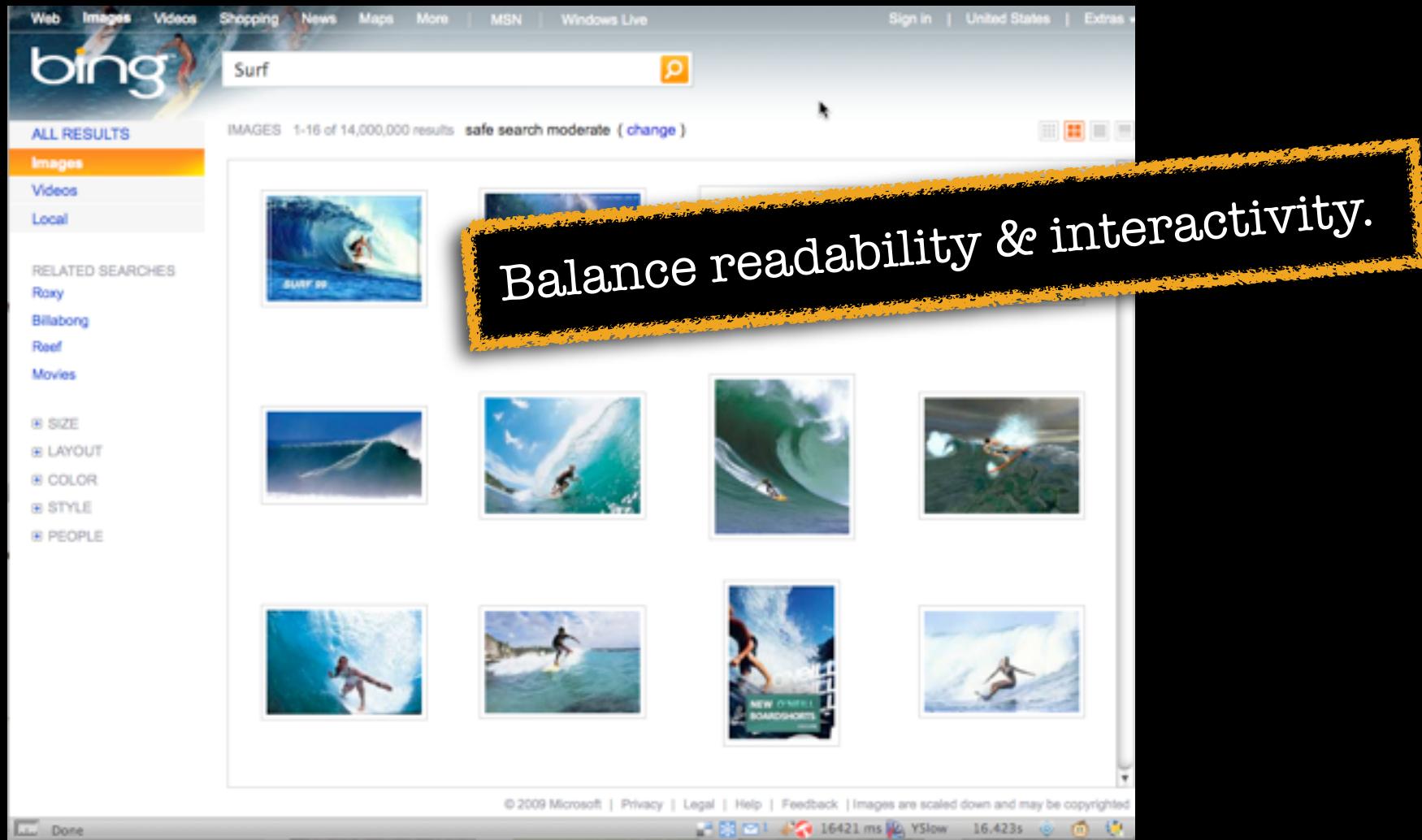
Contextual Tools (overlay on hover)



The screenshot shows the Bing Images search results for the query "Surf". The search bar at the top contains the word "Surf". The results are displayed in a grid format, showing 16 images of people surfing. The left sidebar includes a "ALL RESULTS" section, a "Images" section (which is selected and highlighted in orange), and "Videos" and "Local" sections. Below these are "RELATED SEARCHES" for "Roxy", "Billabong", "Reef", and "Movies". On the far left, there are several filter options: SIZE, LAYOUT, COLOR, STYLE, and PEOPLE, each preceded by a radio button. At the bottom of the page, there is a footer with links to "Privacy", "Legal", "Help", and "Feedback", and a note stating "Images are scaled down and may be copyrighted". The status bar at the bottom of the browser window shows "Done", the URL "bing.com", and the page load time "16.421 ms" and "16.423s".

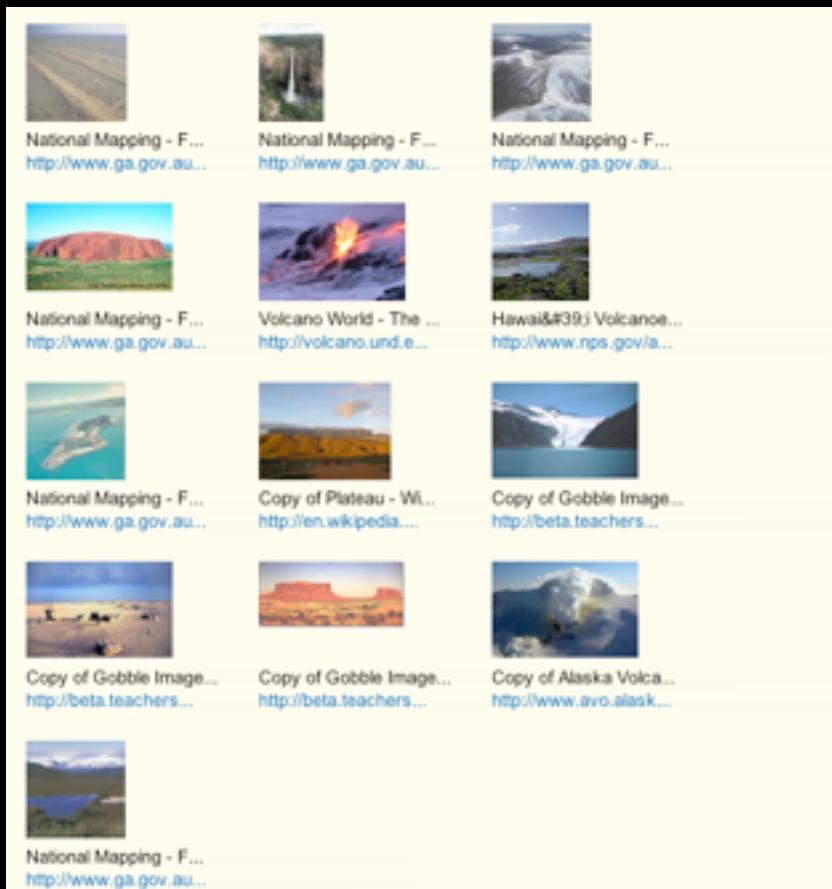
contextual tool overlay. bing.com

Contextual Tools (overlay on hover)



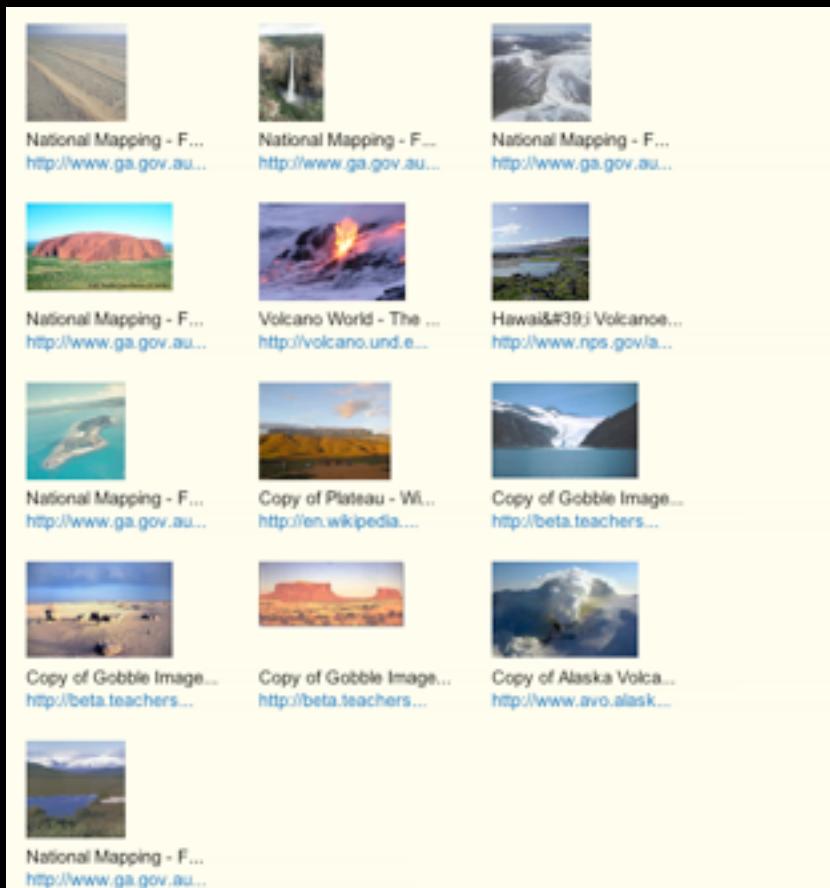
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Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

Anti-Pattern: Hover & Cover



	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		

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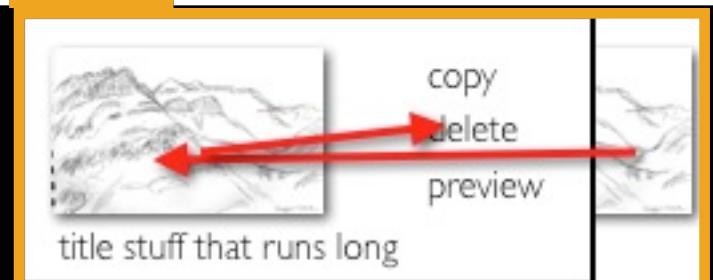


Anti-Pattern: Hover & Cover

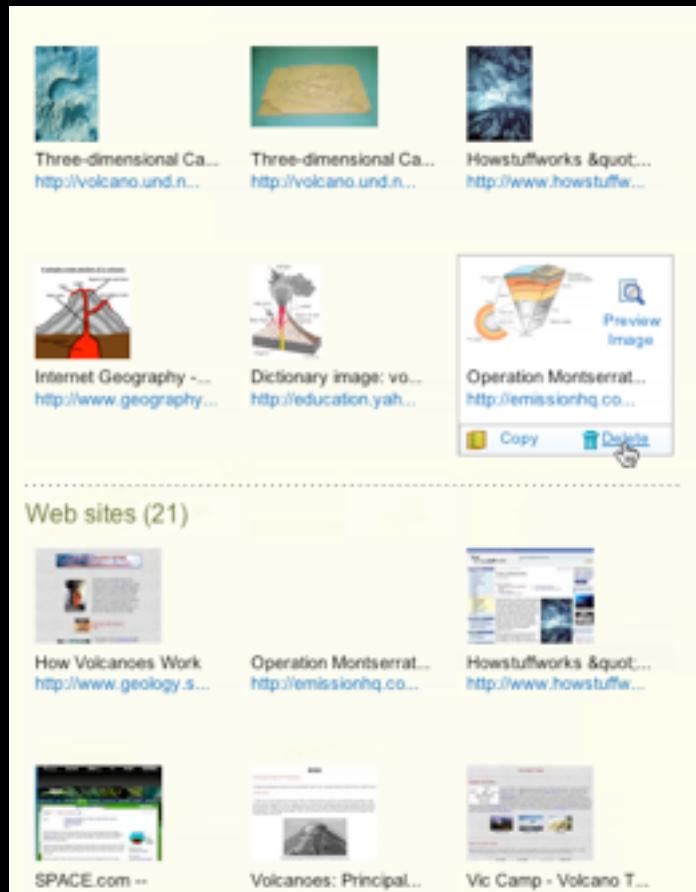


	Page Render	Mouse over object	Mouse leaves tool layer	Tool selected	In Progress	Complete
Actionable Object		link cursor				
Contextual Tools		Wrapped by tool layer	Normal display mode	Normal display mode		
	Show tool layer	Hide tool layer	Hide tool layer			

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Hover & Cover Refactored



Three-dimensional Ca...
<http://volcano.und.n...>

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Howstuffworks "...
<http://www.howstuffw...>

Internet Geography -...
<http://www.geography...>

Dictionary image: vo...
<http://education.yah...>

Operation Montserrat...
<http://emissionhq.co...>

Web sites (21)

How Volcanoes Work
<http://www.geology.a...>

Operation Montserrat...
<http://emissionhq.co...>

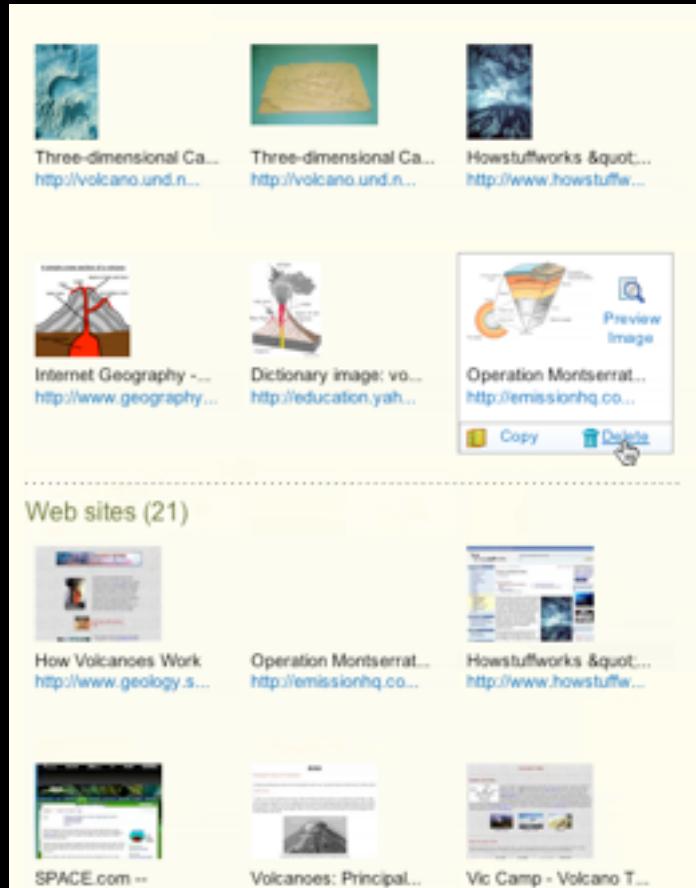
Howstuffworks "...
<http://www.howstuffw...>

SPACE.com --

Volcanoes: Principal...
Vic Camp - Volcano T...

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Hover & Cover Refactored



Three-dimensional Ca...
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Operation Montserrat...
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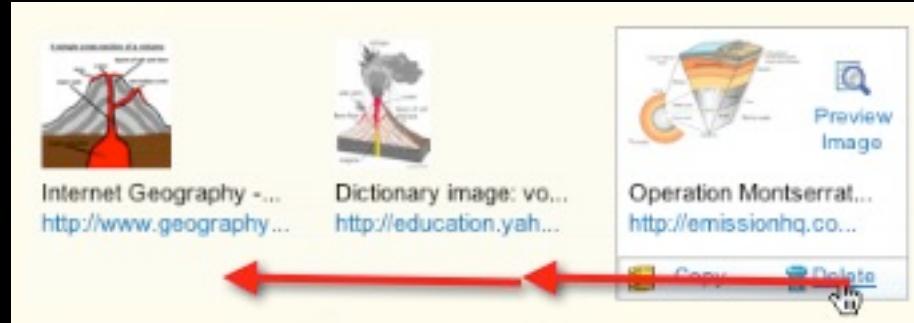
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Preview Image

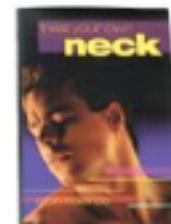
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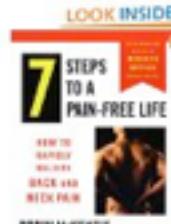
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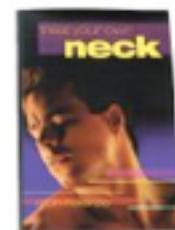
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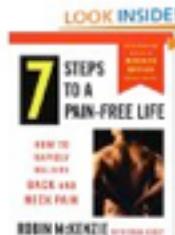
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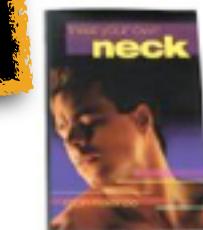
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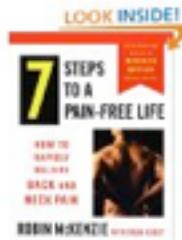
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BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE

Keep the moments within the page.

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



Rounds



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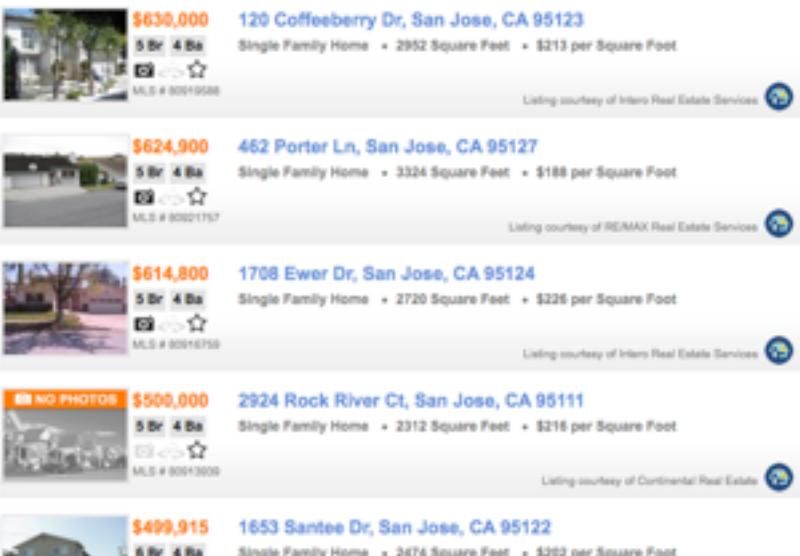
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Inlays



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6 Br 4 Ba
Single Family Home • 2474 Square Feet • \$202 per Square Foot

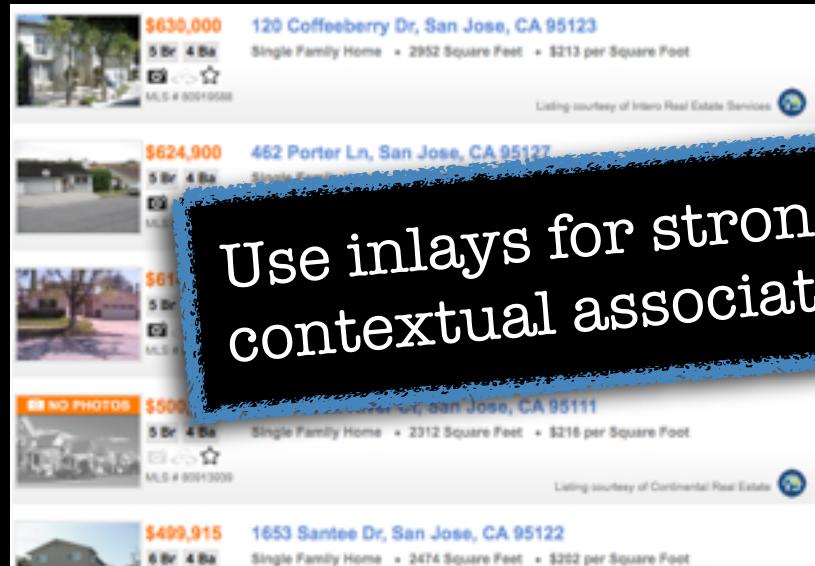
Listing courtesy of Intero Real Estate Services

Listing courtesy of Continental Real Estate

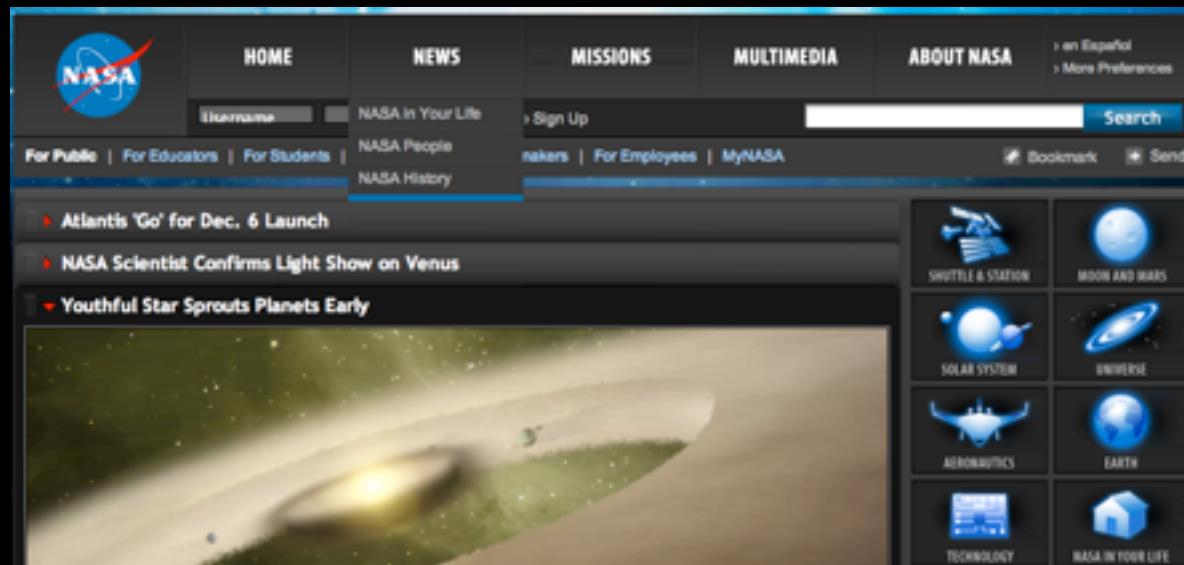
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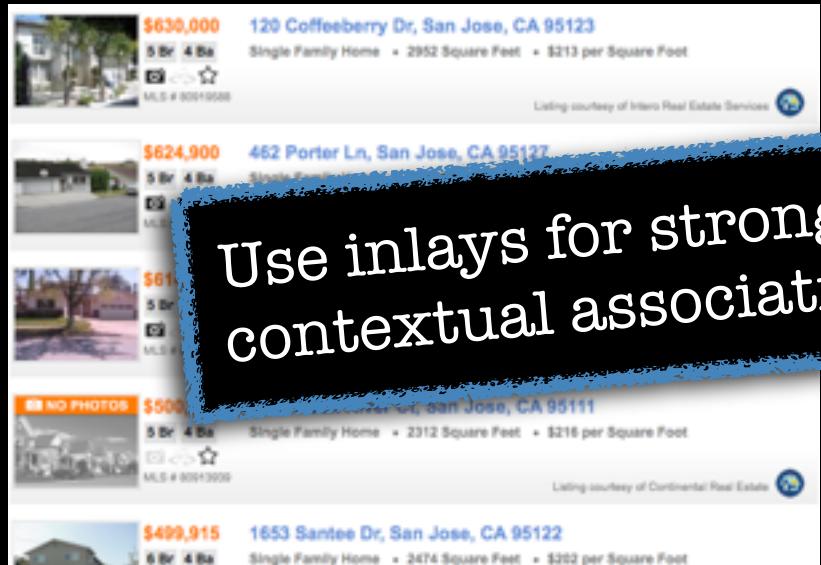


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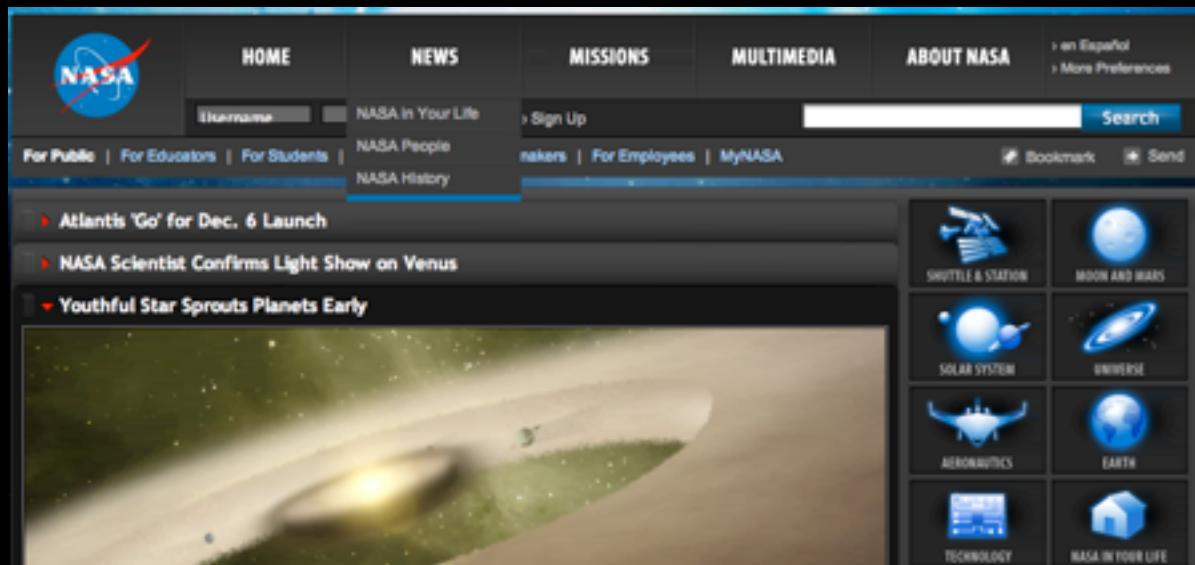
\$630,000 120 Coffeeberry Dr, San Jose, CA 95123
Single Family Home • 2952 Square Feet • \$213 per Square Foot

\$624,900 462 Porter Ln, San Jose, CA 95127
Single Family Home • 2952 Square Feet • \$213 per Square Foot

\$615,000 1653 Santee Dr, San Jose, CA 95122
Single Family Home • 2312 Square Feet • \$218 per Square Foot

\$499,915 1653 Santee Dr, San Jose, CA 95122
Single Family Home • 2474 Square Feet • \$202 per Square Foot

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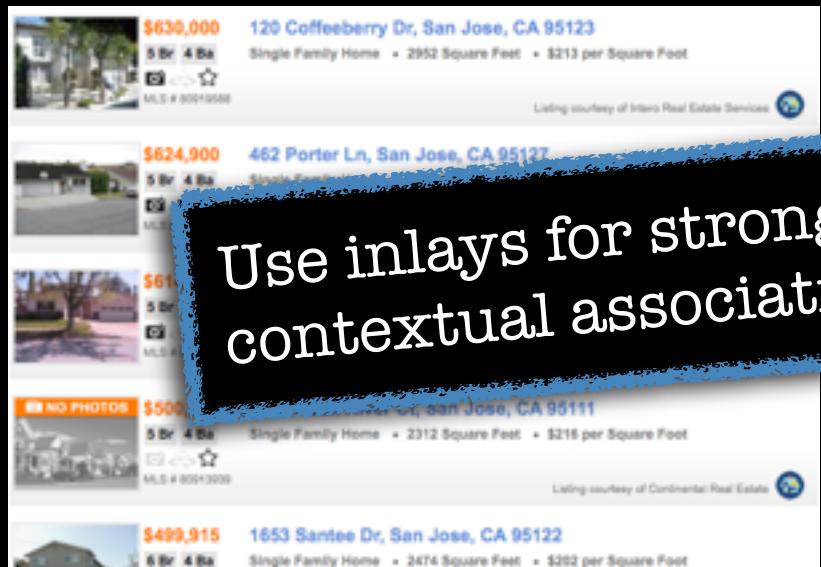
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Brown University



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Inlays



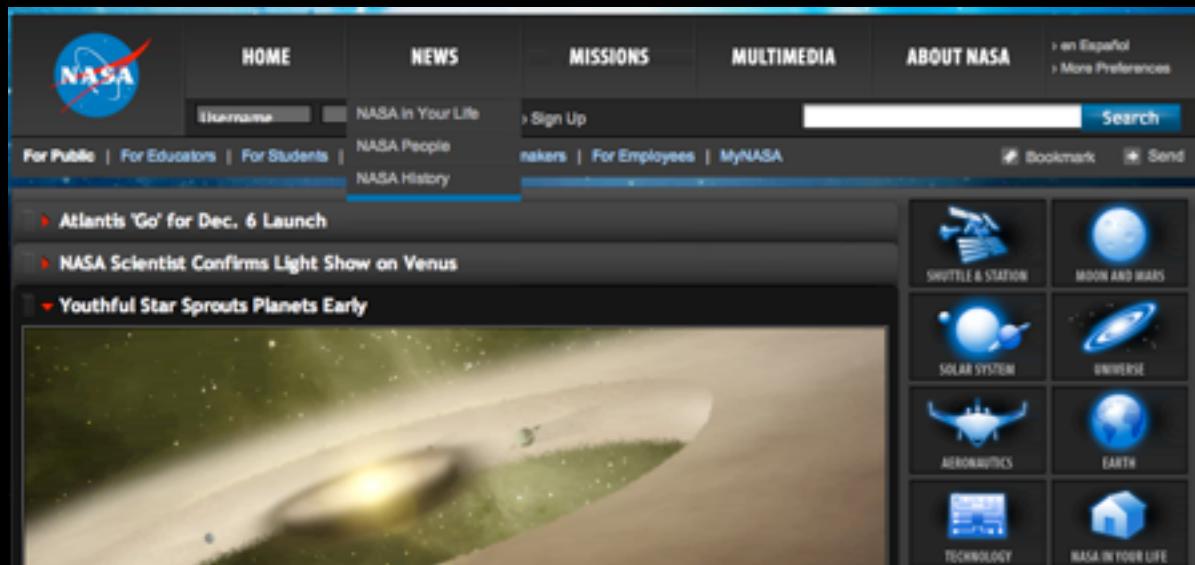
\$630,000 120 Coffeeberry Dr, San Jose, CA 95123
Single Family Home • 2952 Square Feet • \$213 per Square Foot

\$624,900 462 Porter Ln, San Jose, CA 95127
Single Family Home • 2312 Square Feet • \$268 per Square Foot

\$611,000 1200 2nd St, San Jose, CA 95111
Single Family Home • 2312 Square Feet • \$268 per Square Foot

\$499,915 1653 Santee Dr, San Jose, CA 95122
Single Family Home • 2474 Square Feet • \$202 per Square Foot

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▶ NASA Scientist Confirms Light Show on Venus

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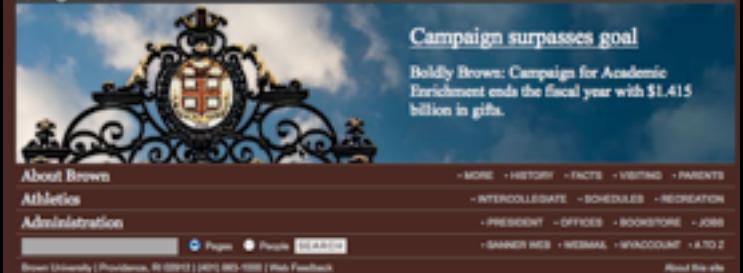
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Campaign surpasses goal
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Single Family Home • 2952 Square Feet • \$213 per Square Foot
MLS # 80919588

\$611,000 120 Coffeeberry Dr, San Jose, CA 95123
Single Family Home • 2952 Square Feet • \$213 per Square Foot
MLS # 80919588

\$499,915 1653 Santee Dr, San Jose, CA 95122
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Listing courtesy of Interco Real Estate Services

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8. Solitaire Greatest...
9. Live Interior 3D 5...
10. Google Earth
11. Adobe Flash Player
12. X-Plane
13. Mac Games Arcade
14. Audacity

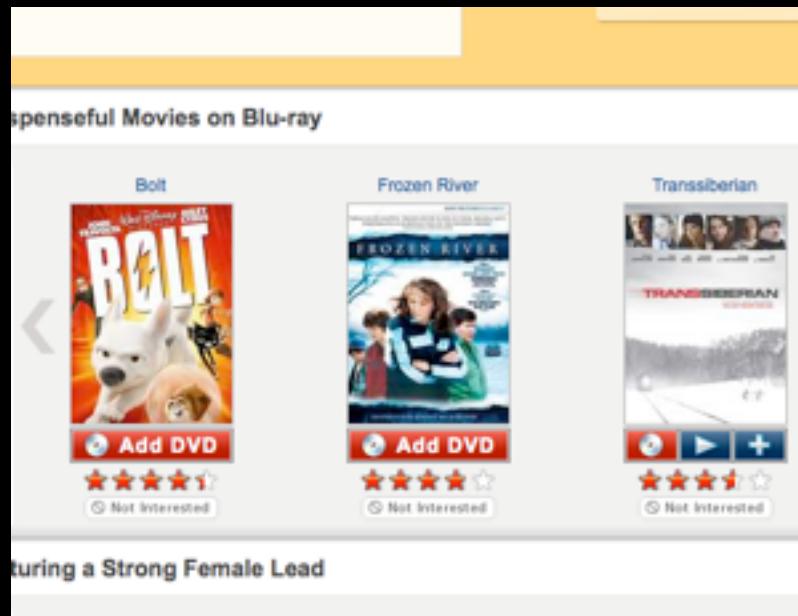
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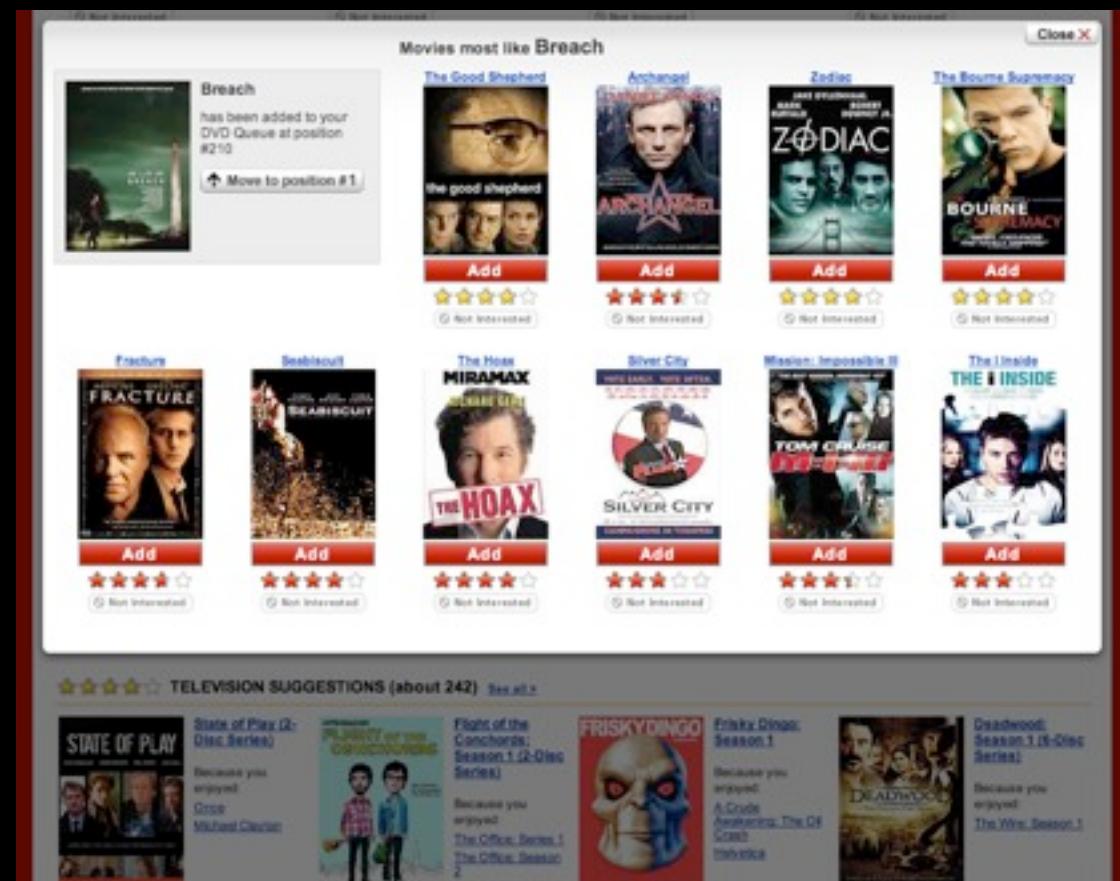
Bolt

Frozen River

Transsiberian

uring a Strong Female Lead

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Movies most like Breach

Breach

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[Move to position #1](#)

The Good Shepherd

Archangel

Zodiac

The Bourne Supremacy

Fracture

Beaubiscuit

The Hoax

Silver City

Mission: Impossible III

The Inside

STATE OF PLAY

Because you enjoyed: *State of Play*, *Michael Clayton*

Flight of the Conchords

Because you enjoyed: *The Office*, *Michael Clayton*

FRISKYDINGO

Because you enjoyed: *A Crude Awakening*, *The Office*, *Michael Clayton*

Deadwood

Because you enjoyed: *The Wire*, *Michael Clayton*

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Overlays

Spanselous Movies on Blu-ray

Bolt



Add DVD

Not Interested

Frozen River

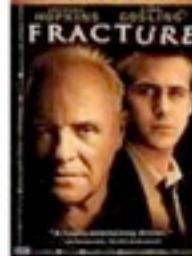


Add DVD

Not Interested

uring a Strong Female Lead

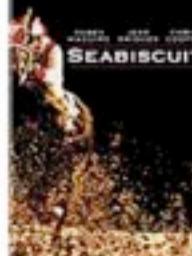
Fracture



Add

Not Interested

Seabiscuit



Add

Not Interested

Breach



has been added to your DVD Queue at position #210

Move to position #1

Movies most like Breach

The Good Shepherd



Add

Not Interested

Archangel



Add

Not Interested

Zodiac



Add

Not Interested

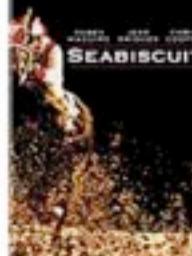
Fracture



Add

Not Interested

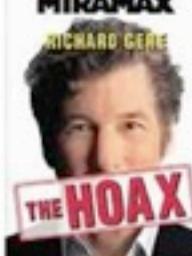
Seabiscuit



Add

Not Interested

The Hoax



Add

Not Interested

Silver City



Add

Not Interested

Mission: Impossible III



Add

Not Interested

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

STATE OF PLAY

State of Play (2-Disc Series) [INTRODUCED](#)

Because you

Flight of the Conchords: Season 1 (2-Disc Series)

FRISKY DINGO

Frisky Dingo: Season 1

Because you

hover details. netflix.com

hover dialog. netflix.com

Overlays

Wait 1/2 second to activate hover details.

The screenshot shows a portion of the Netflix interface. A movie poster for 'Breach' is highlighted with a light gray overlay. Inside the overlay, the movie title 'Breach' is displayed at the top, followed by the message 'has been added to your DVD Queue at position #210'. Below this is a 'Move to position #1' button with an upward arrow icon. The overlay is semi-transparent, allowing the background content to be partially visible. The background shows a grid of movie posters for various films like 'Frozen River', 'The Good Shepherd', 'Archangel', 'Zodiac', 'Fracture', 'Seabiscuit', 'The Hoax', 'Silver City', and 'Mission: Impossible III'. Each poster includes an 'Add' button and a 'Not Interested' link. At the bottom of the page, there is a section for 'TELEVISION SUGGESTIONS (about 242)' with links to 'STATE OF PLAY', 'Flight of the Conchords', 'FRISKY DINGO', and 'Frisky Dingo: Season 1'.

spenseful Movies on Blu-ray

Bolt

Frozen River

Breach

has been added to your DVD Queue at position #210

Move to position #1

The Good Shepherd

Archangel

Zodiac

Fracture

Seabiscuit

The Hoax

Silver City

Mission: Impossible III

TELEVISION SUGGESTIONS (about 242)

STATE OF PLAY

Flight of the Conchords: Season 1 (2-Disc Series)

FRISKY DINGO

Frisky Dingo: Season 1

Because you

Because you

hover details. netflix.com

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Overlays

Wait 1/2 second to activate hover details.

Immediately deactivate hover details on mouse exit.

hover details. netflix.com

Spanselous Movies on Blu-ray

Bolt

Frozen River

Breach

has been added to your DVD Queue at position #210

↑ Move to position #1

The Good Shepherd

Archangel

Zodiac

Fracture

Seabiscuit

The Hoax

Silver City

Mission: Impossible III

STATE OF PLAY

State of Play (2-Disc Series)

Because you

FRISKY DINGO

Frisky Dingo: Season 1

Because you

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

Change context or capture flow in overlay dialog.

STATE OF PLAY

State of Play (2-Disc hover dialog. netflix.com)

Because you

Flight of the Conchords: Season 1 (2-Disc Series)

FRISKY DINGO

Frisky Dingo: Season 1

Because you

Anti-Pattern: Idiot Boxes

YAHOO! PHOTOS Welcome, b.scott [\[Sign Out\]](#) [\[My Account\]](#) [All My Photos](#)

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[+ Upload Photos](#)

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Sort by: Date ▾

 [Sunset](#)

 [Underneath](#)

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 [From Second Floor Up](#)

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Friendly advice for photo sharing.



anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes

YAHOO! PHOTOS Welcome, b.scott [Sign Out, My Account] All My Photos

Home Prints & Gifts View Cart Settings Help Search My Tag

Upload Photos All My Photos

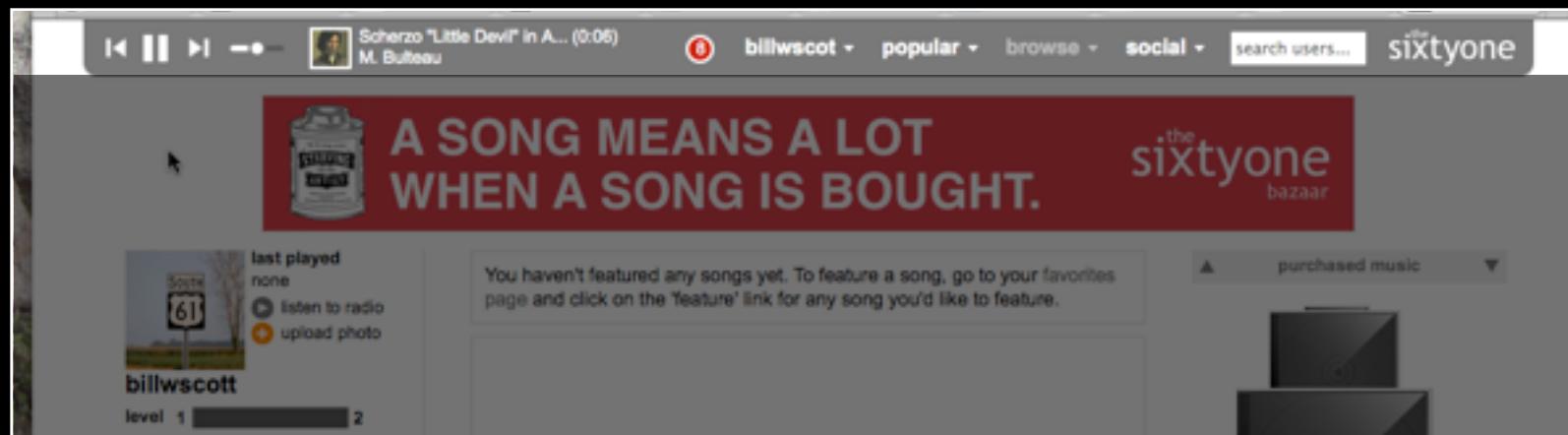
All My Photos My Albums Paris06 My Tags My Friends' Photos

“Don’t stop the proceedings with idiocy.” - Alan Cooper



anti-pattern. idiot box. yahoo! photos

Nav Bars: Seamless Context

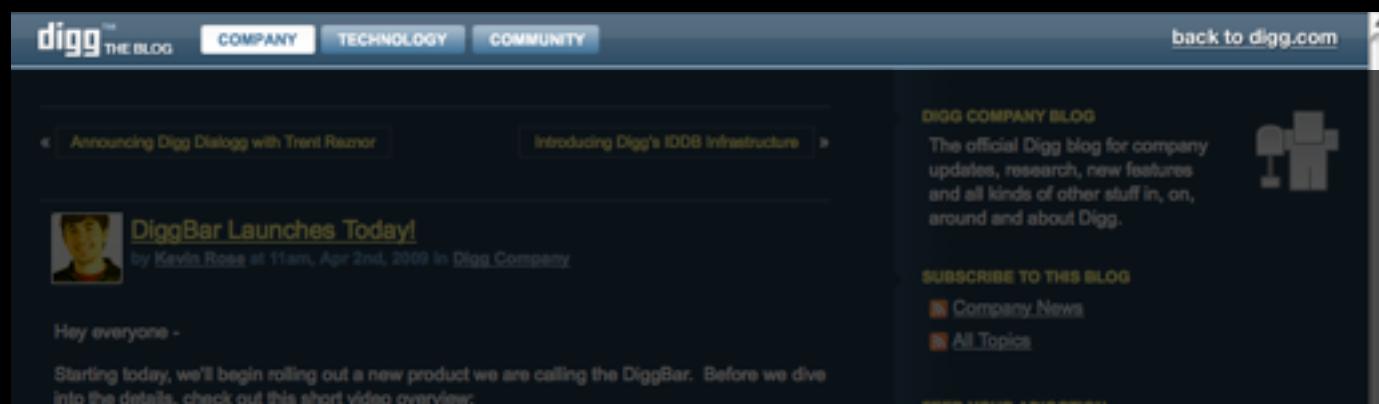


nav status bar. thesixtyone.com

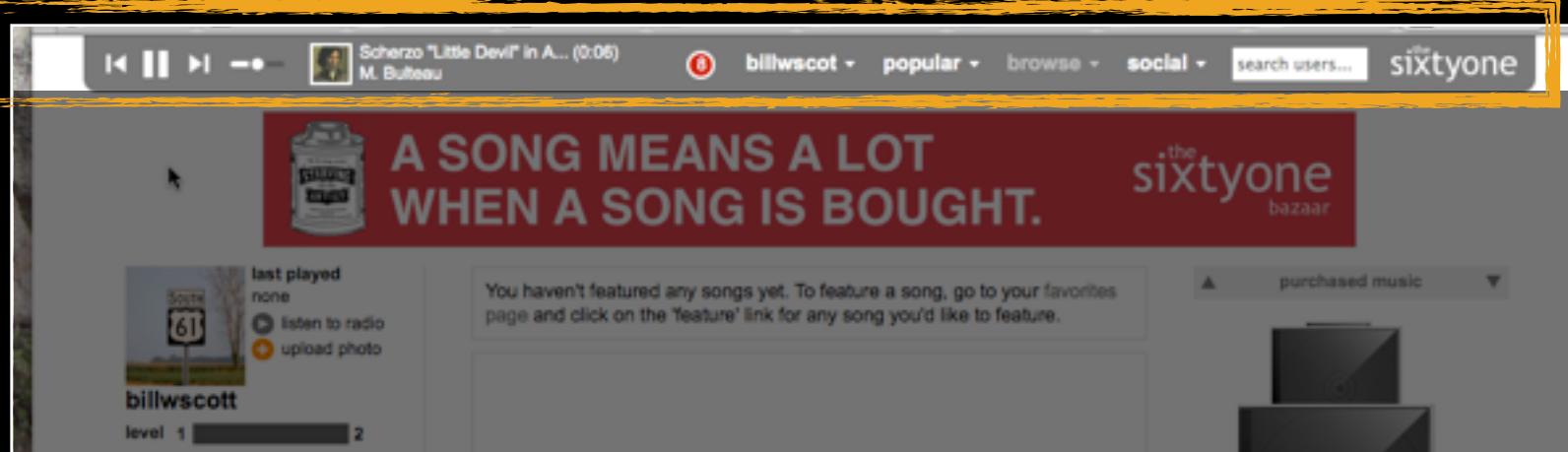


nav status bar. facebook.com

nav status bar. digg.com

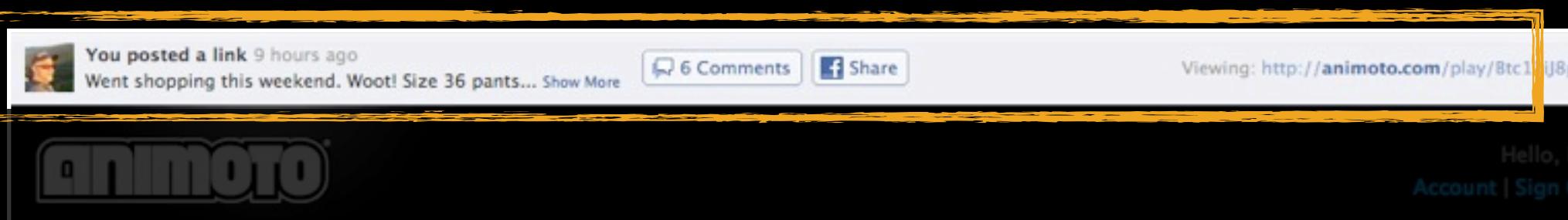


Nav Bars: Seamless Context



A screenshot of the [thesixtyone](http://thesixtyone.com) website. The top navigation bar is yellow and contains links for 'Scherzo "Little Devil" in A...', 'billwscot', 'popular', 'browse', 'social', and 'search users...'. The main content area features a red banner with the text 'A SONG MEANS A LOT WHEN A SONG IS BOUGHT.' and an image of a vinyl record. Below the banner, there are sections for 'last played', 'listen to radio', and 'upload photo'. A message box says 'You haven't featured any songs yet. To feature a song, go to your favorites page and click on the 'Feature' link for any song you'd like to feature.' To the right, there is a 'purchased music' section with a list of items. The bottom right corner of the screenshot has the text 'nav status bar. thesixtyone.com'.

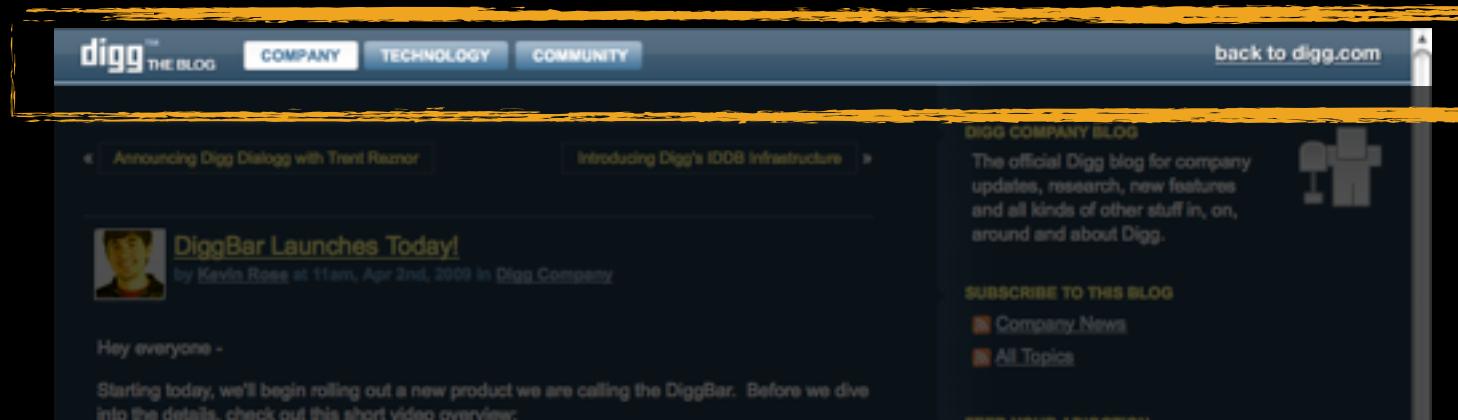
nav status bar. thesixtyone.com



A screenshot of the [facebook](http://facebook.com) website. The top navigation bar is yellow and contains links for '6 Comments' and 'Share'. The main content area shows a post from a user with the text 'You posted a link 9 hours ago Went shopping this weekend. Woot! Size 36 pants... Show More'. To the right, there is a message 'Viewing: <http://animoto.com/play/Btc1UJ8p>'. The bottom right corner of the screenshot has the text 'Hello, B Account | Sign Out'.

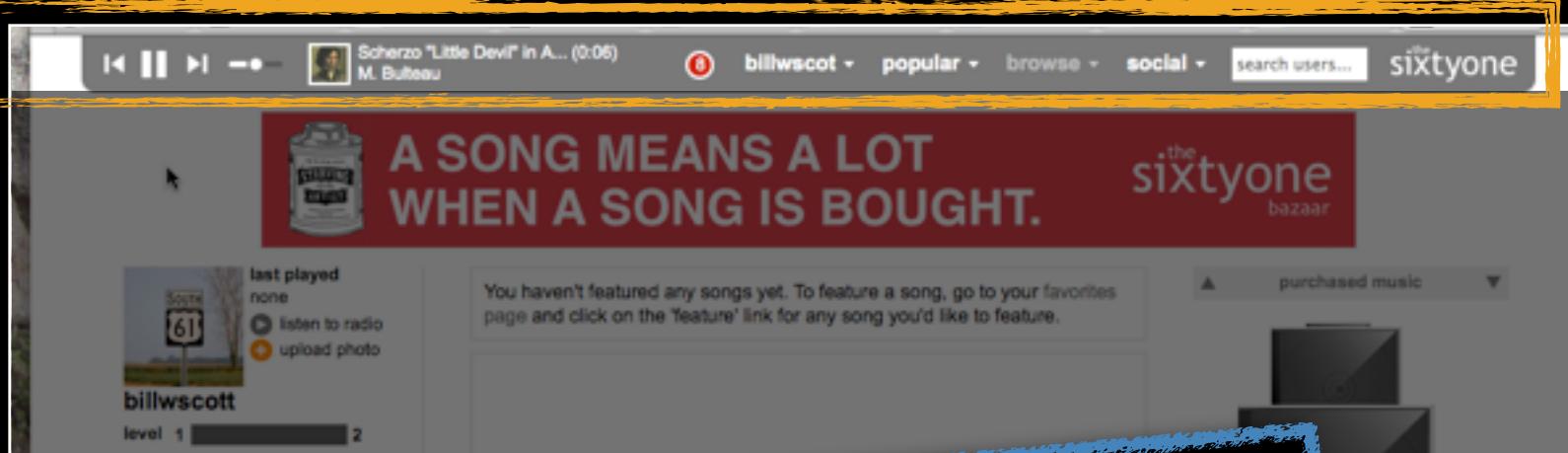
nav status bar. facebook.com

nav status bar. digg.com



A screenshot of the [digg](http://digg.com) website. The top navigation bar is yellow and contains links for 'digg THE BLOG', 'COMPANY', 'TECHNOLOGY', and 'COMMUNITY'. The main content area shows a blog post by Kevin Rose with the title 'DiggBar Launches Today!' and the text 'Hey everyone - Starting today, we'll begin rolling out a new product we are calling the DiggBar. Before we dive into the details, check out this short video overview:'. To the right, there is a sidebar for 'DIGG COMPANY BLOG' with the text 'The official Digg blog for company updates, research, new features and all kinds of other stuff in, on, around and about Digg.' and a 'SUBSCRIBE TO THIS BLOG' section with links for 'Company News' and 'All Topics'. The bottom right corner of the screenshot has the text 'back to digg.com'.

Nav Bars: Seamless Context



Scherzo "Little Devil" in A... (0:06)
M. Buteau

billwscot popular browse social search users... thesixtyone

A SONG MEANS A LOT WHEN A SONG IS BOUGHT.

last played none
listen to radio upload photo

You haven't featured any songs yet. To feature a song, go to your favorites page and click on the 'Feature' link for any song you'd like to feature.

purchased music

bar. thesixtyone.com

Maintain context across pages.



You posted a
Went shopping

share

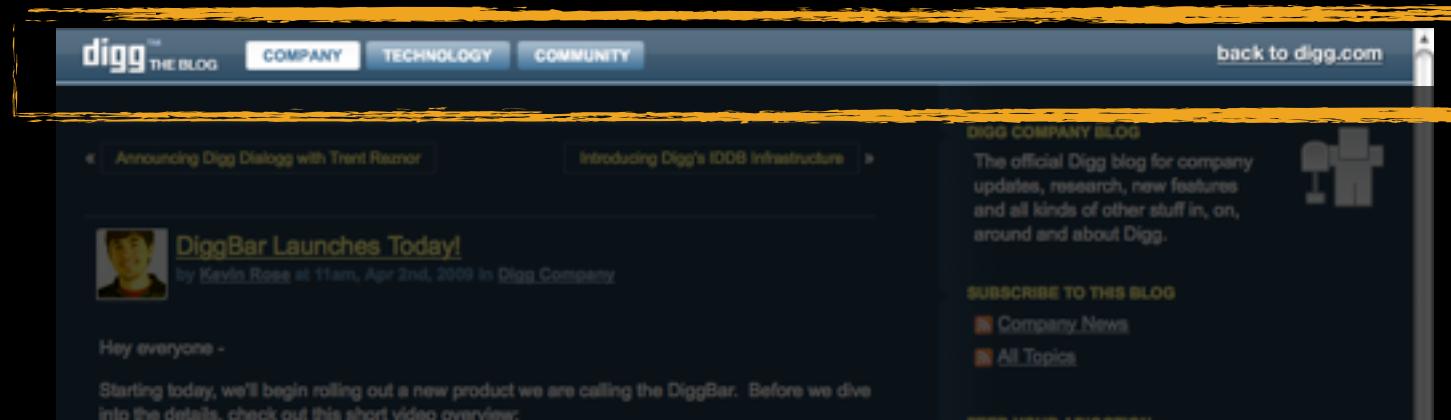
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animoto

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nav status bar. digg.com



digg THE BLOG COMPANY TECHNOLOGY COMMUNITY back to digg.com

Announcing Digg Dialog with Trent Reznor

Introducing Digg's IDDB Infrastructure

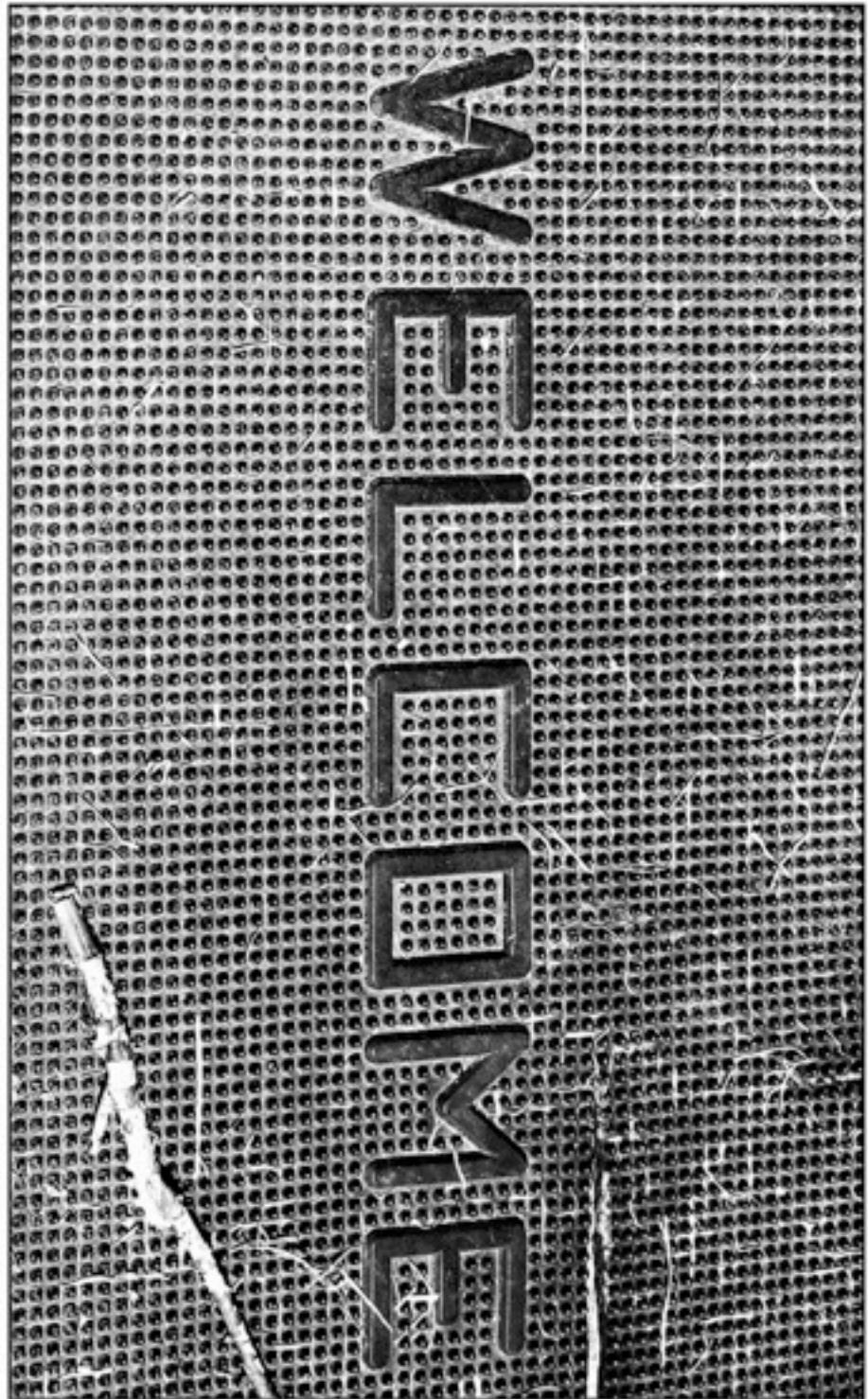
DiggBar Launches Today!
by Kevin Rose at 11am, Apr 2nd, 2009 in Digg Company

Hey everyone -

Starting today, we'll begin rolling out a new product we are calling the DiggBar. Before we dive into the details, check out this short video overview:

DIGG COMPANY BLOG
The official Digg blog for company updates, research, new features and all kinds of other stuff in, on, around and about Digg.

SUBSCRIBE TO THIS BLOG
Company News
All Topics



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.

PERMUTATION

CLICKTHROUGH

"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."

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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%

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

“You should follow me on twitter here.”

12.81%

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

"You should follow me on twitter here."

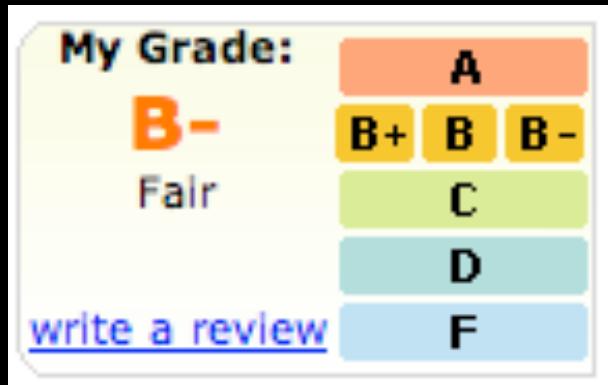
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Use a clear call to action.

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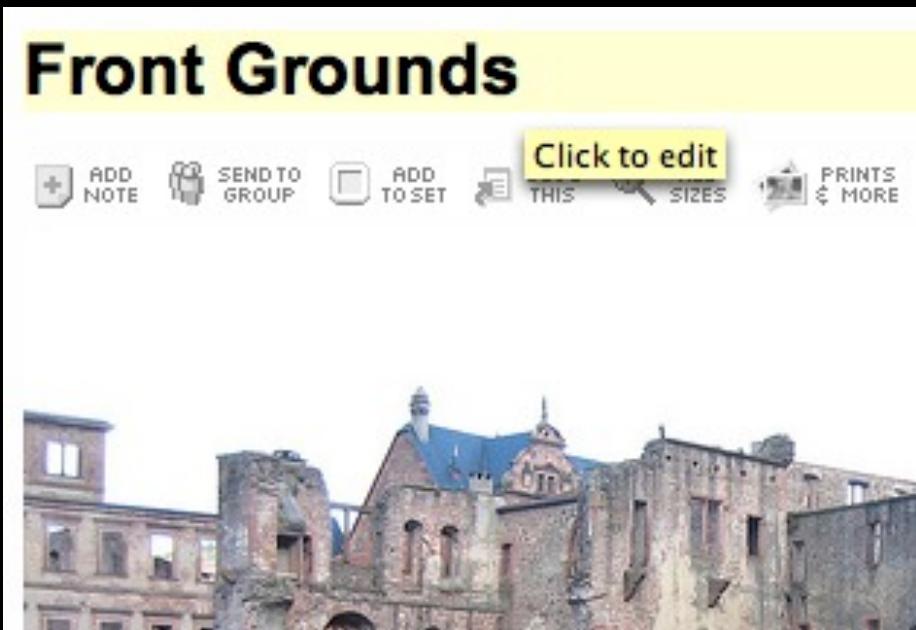
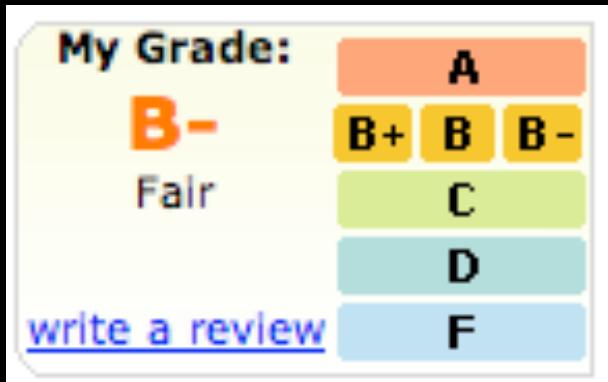
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Hover Invitations

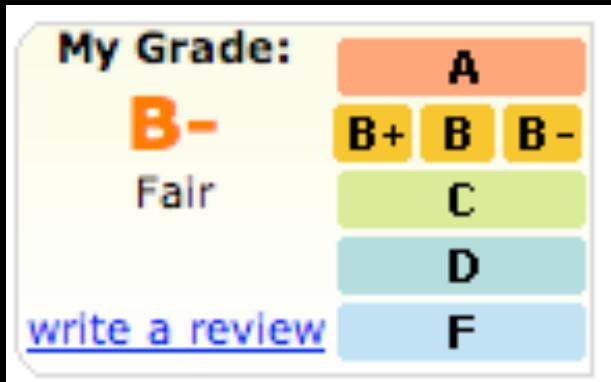
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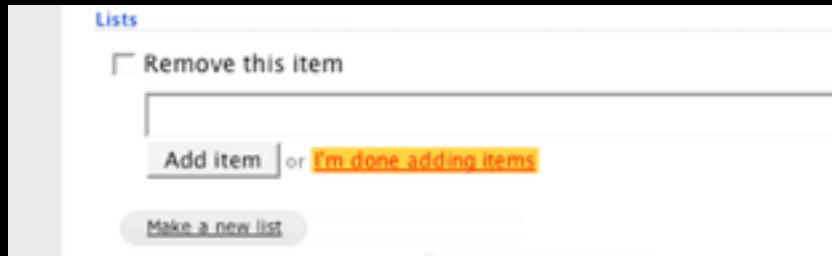
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Hover Invitations

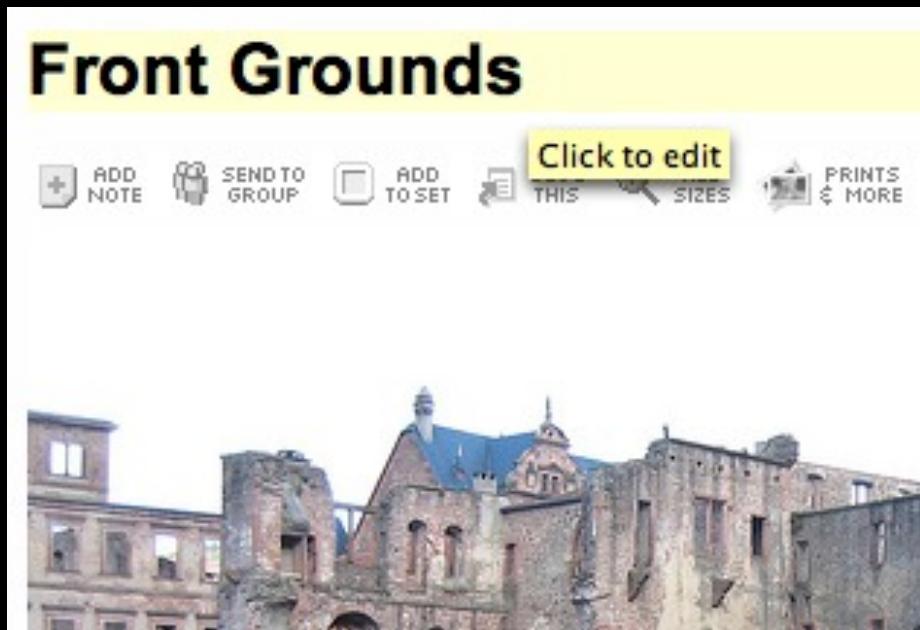
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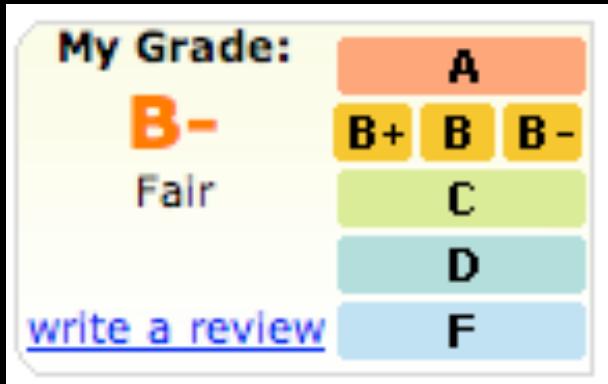
Front Grounds



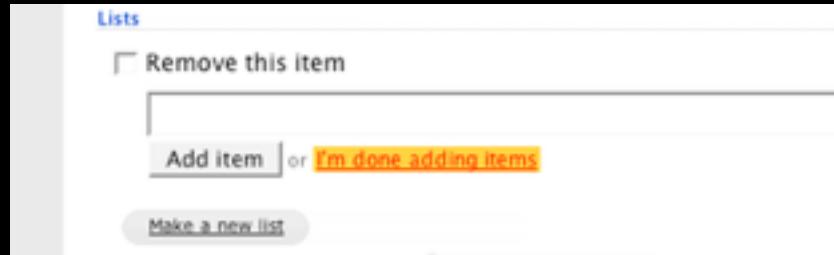
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Hover Invitations

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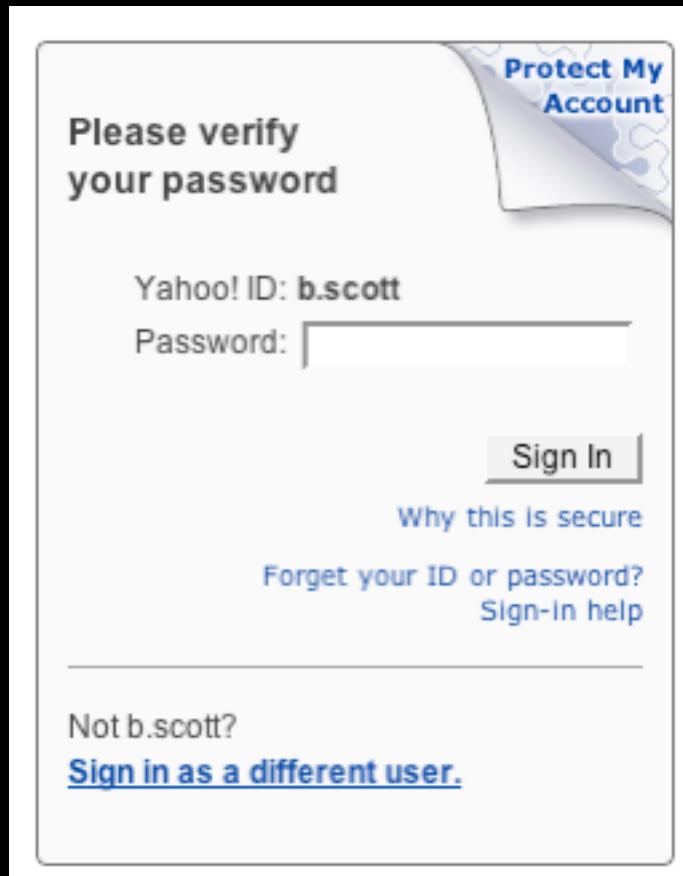


Front Grounds



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dog-ear invitation. login.yahoo.com

Blank Slate Invitation

Please verify your password

Yahoo! ID: **b.scott**

Password:

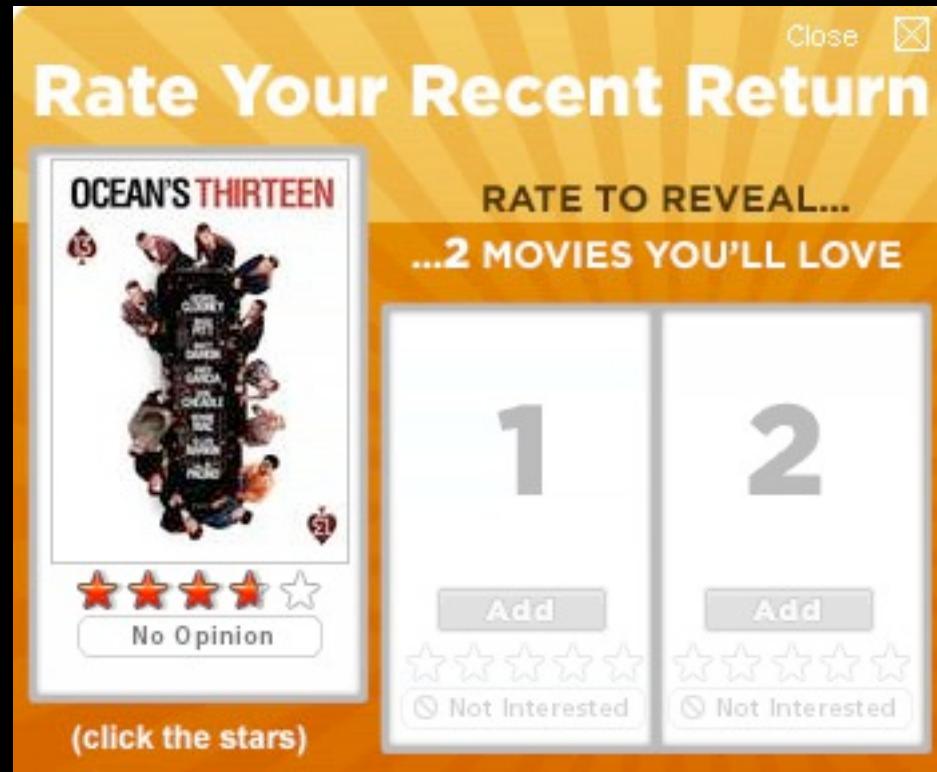
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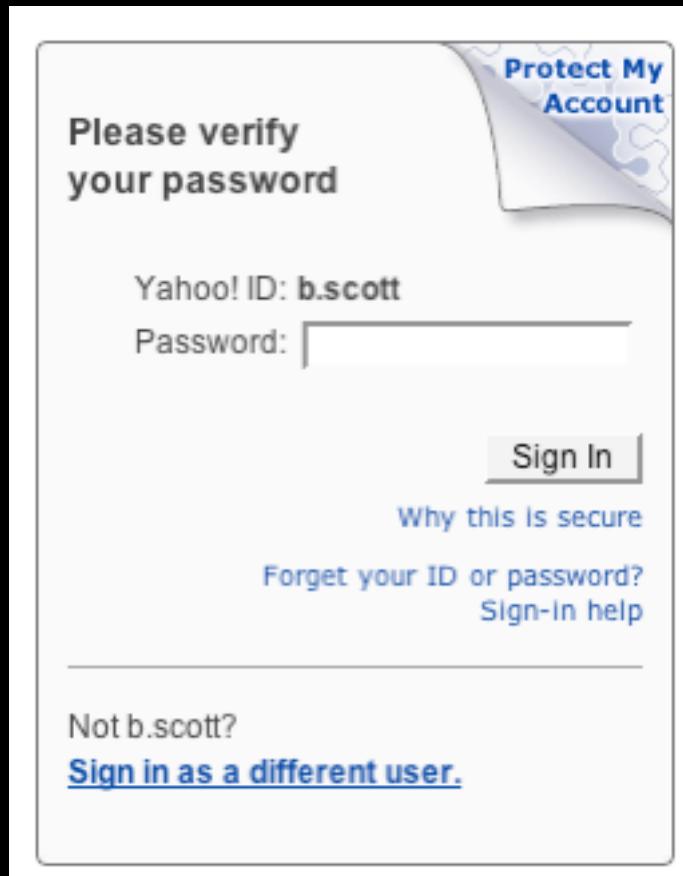
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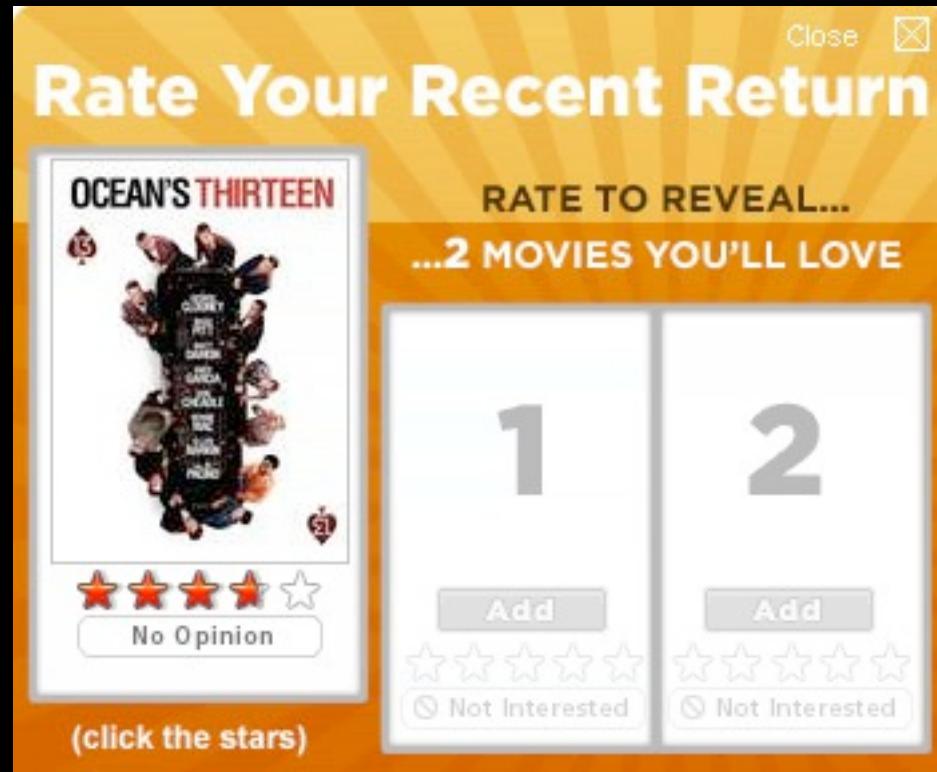
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dog-ear invitation. login.yahoo.com

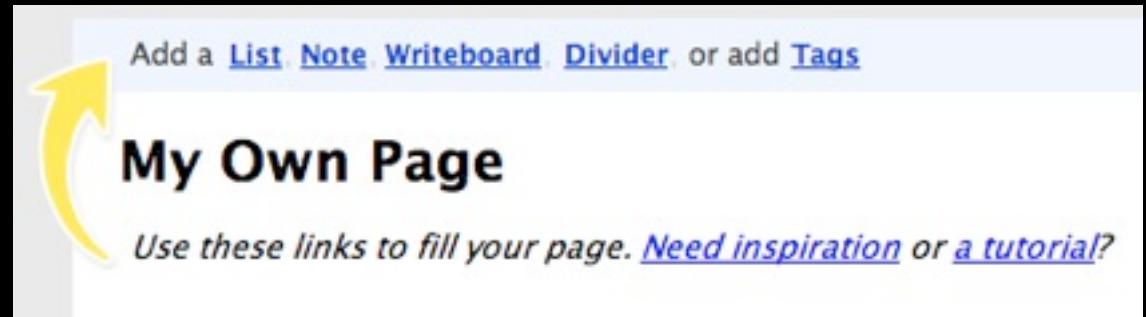
Blank Slate Invitation



dog-ear invitation. login.yahoo.com

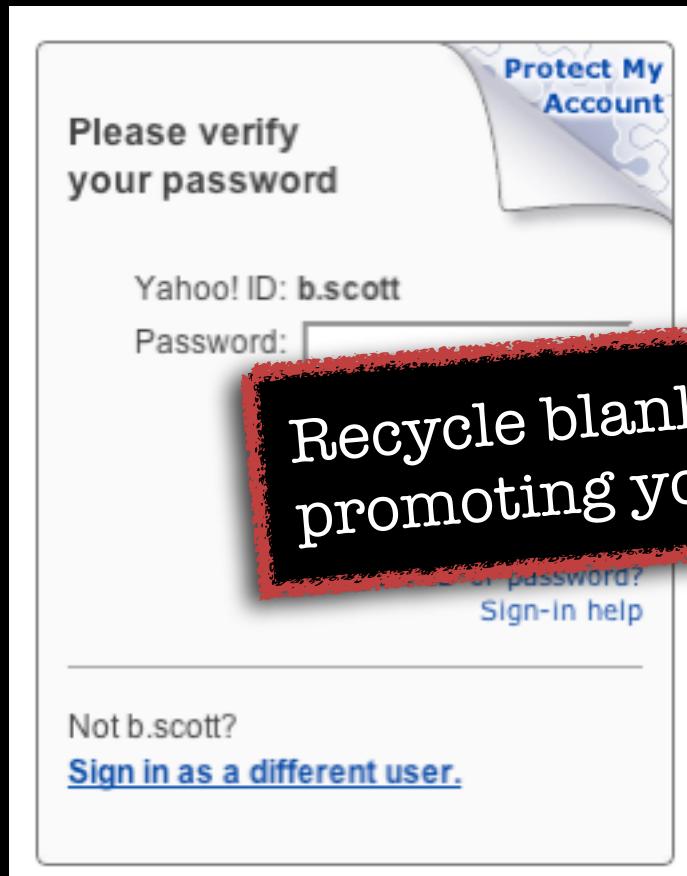


fill-in-the-blanks invitation. [netflix](http://netflix.com)

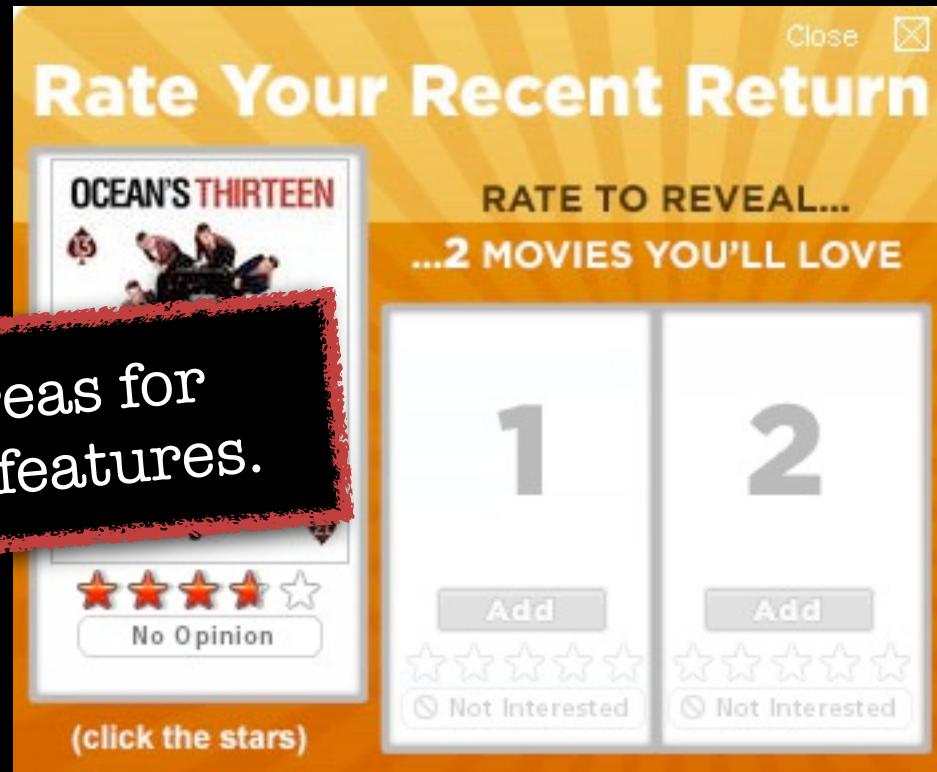


blank-slate invitation. [backpackit](http://backpackit.com)

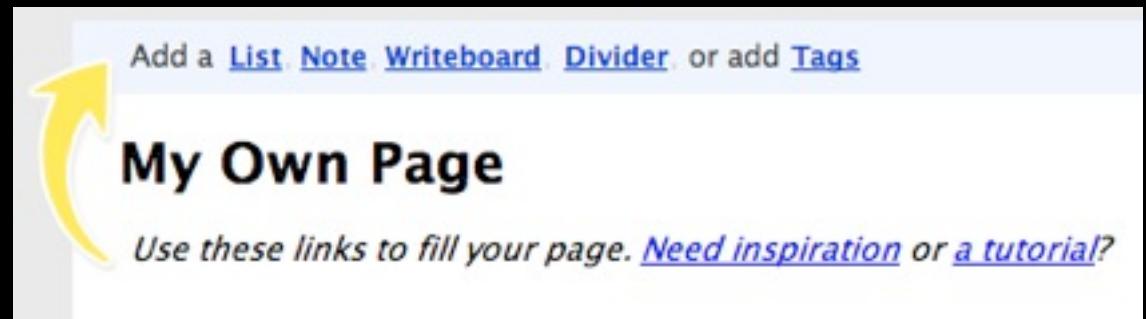
Blank Slate Invitation



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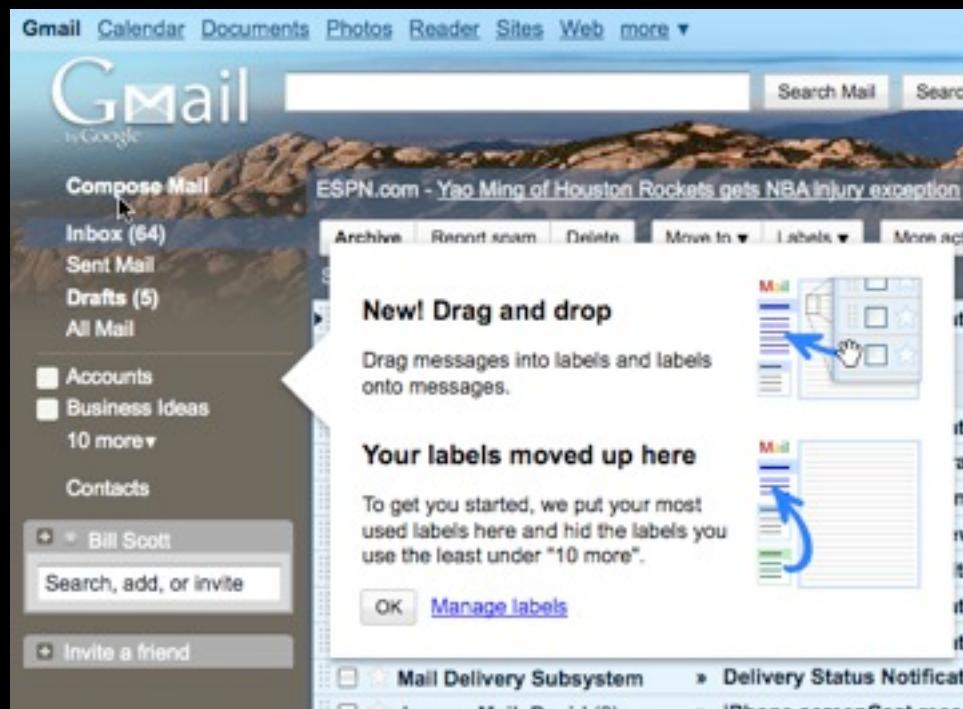


fill-in-the-blanks invitation. [netflix](http://netflix.com)



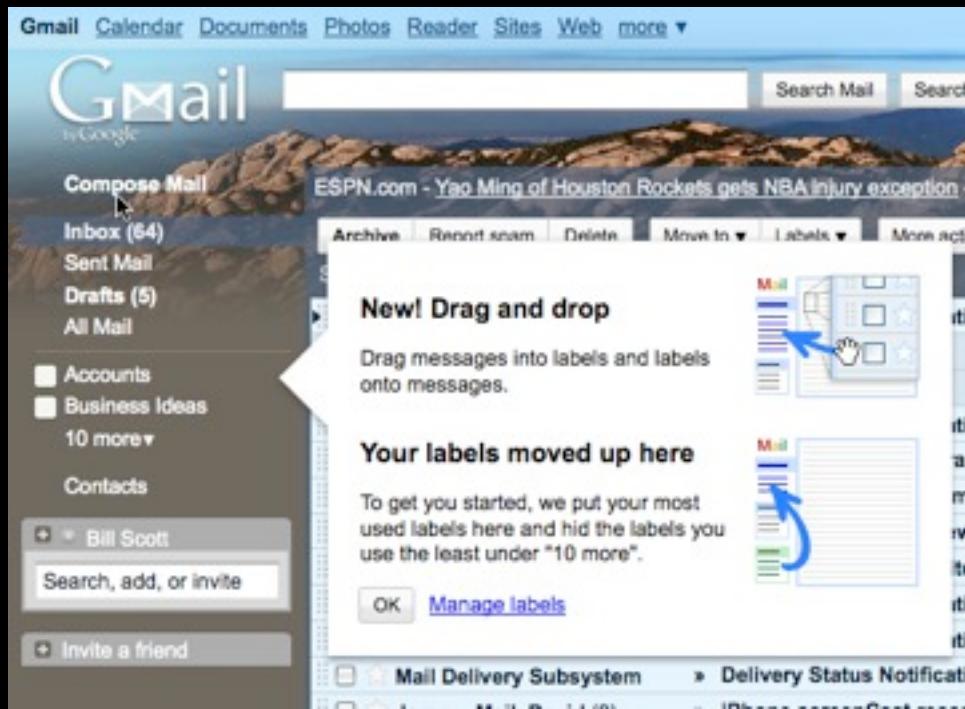
blank-slate invitation. [backpackit](http://backpackit.com)

Tour Invitation



tour invitation. gmail

Tour Invitation



tour invitation. gmail



tour invitation. yahoo.com

Tour Invitation



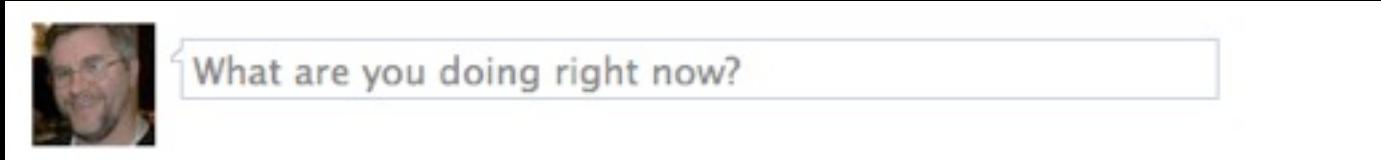
tour invitation. gmail



ion. yahoo.com

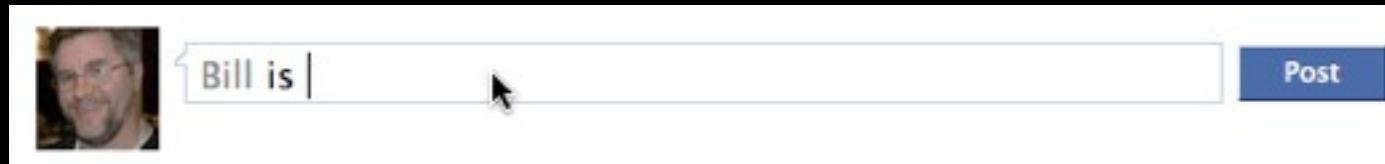
Use new visits to
promote new features.

Prompt Invitation



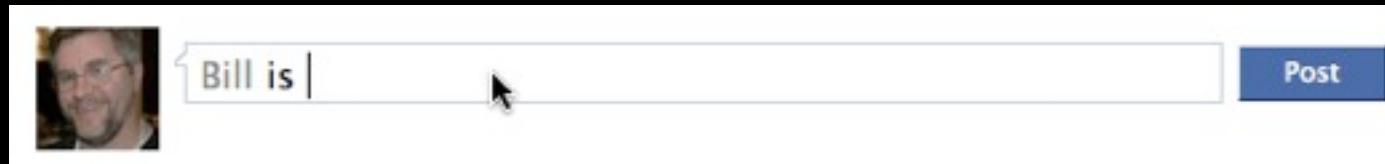
facebook.com

Prompt Invitation



facebook.com

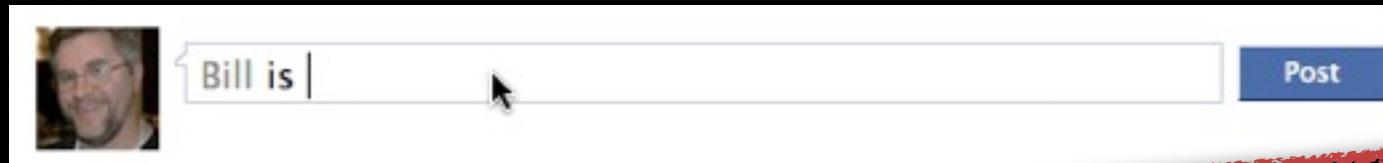
Prompt Invitation



facebook.com

delicious.com

Prompt Invitation



facebook.com

A screenshot of the delicious bookmarking website. At the top, there's a navigation bar with the delicious logo, a "Home" button, and other links. Below it, a section for "Bill Scott's Bookmarks" shows a list of bookmarks. A red callout box with a hand-drawn style border is overlaid on the page, containing the text "Use questions or commands to prompt for input." A cursor arrow points from the text box towards the input field in the status update area above.

Use questions or commands to prompt for input.

delicious Home

Bill Scott's Bookmarks

Bookmarks | Network | Tags | Subscriptions | Inbox (1 new)

Site: <http://looksgoodworkswell.blogspot.com>

See more bookmarks in [Popular](#), [Recent](#), or [look up a URL](#).

billwscott Type a tag

02 JAN 09 21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooTools, Prototype, etc.)

[EDIT](#) | [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

QuickLook

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

QuickLook

A yellow box highlights the 'QuickLook' button, which is positioned over the middle pair of jeans. A cursor arrow is pointing at this button.

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

Pick Up at the Store

[Edit](#)

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

hyperlink. backpackit

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

Pick Up at the Store

Milk

Orange Juice

Tomatoes

Lettuce

Bread

Chips

hyperlink. backpackit

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button. the gap

Pick Up at the Store

Milk

Orange Juice

Tomatoes

Lettuce

Bread

Chips

hyperlink. backpackit

lantzilla pro says:

with biscuits and gravy and all the fixins... about 10 thousand views / permalink

lantzilla is a friend. [Change](#)

Photos
Profile
Tags
Archives
Favorites
Contacts
Send FlickrMail
Block lantzilla

Some HTML is OK.)

drop down arrow. flickr

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Standard fit (aged blue wash) jeans \$49.50

Standard fit (medium wash) jeans \$59.50

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Orange Juice

Tomatoes

Lettuce

Bread

Chips

hyperlink. backpackit

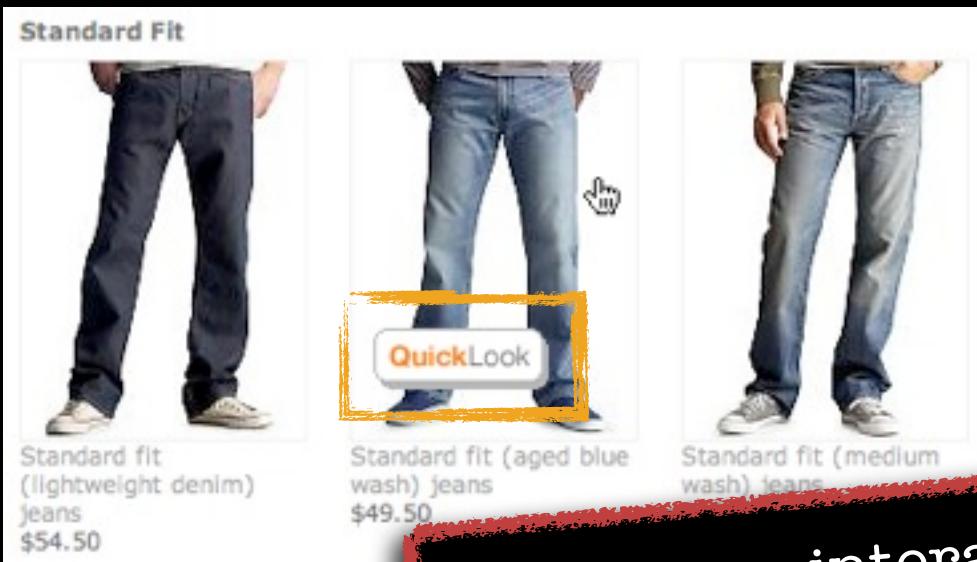
button. the gap

lantzilla says:
with biscuits and gravy and all the fixins...
[permalink](#)

Photos
Profile
Tags
Archives
Favorites
Contacts
Send FlickrMail
Block lantzilla

Some HTML is OK.)

drop down arrow. flickr

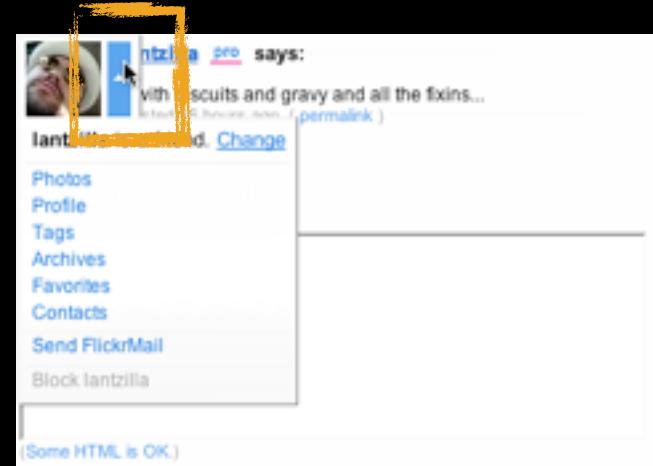


button. the gap



hyperlink. backpackit

Bridge new interaction
styles with familiar idioms.



drop down arrow. flickr



Show transitions.



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.](#)

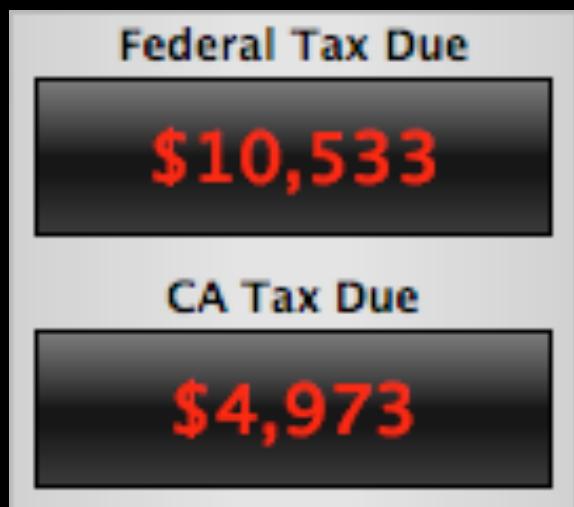
(Box 1 on your 1098)

0.00

anti-pattern. needless fanfare. macintosh turbo tax



anti-pattern. needless fanfare. macintosh turbo tax



again in slow-motion...

TurboTax® Deluxe

Personal Info Federal Taxes Federal Review State Taxes Print & File

Federal Tax Due 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) 0.00

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Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...



MIND HACKS

Tips & Tools for Using Your Brain



*Tom Stafford &
Matt Webb*

Foreword by Steven Johnson, author of Mind Wide Open

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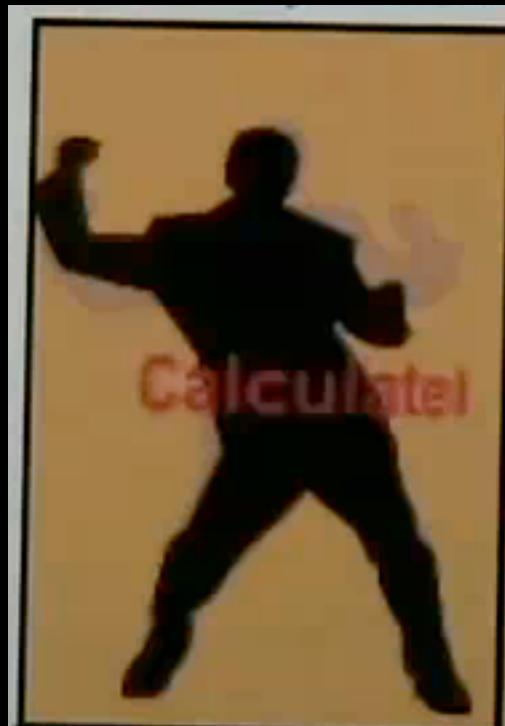
Find Out!

Click
Alabama
Click
3.00%
Click
Good



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

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Foreword by Steven Johnson, author of Mind Wide Open

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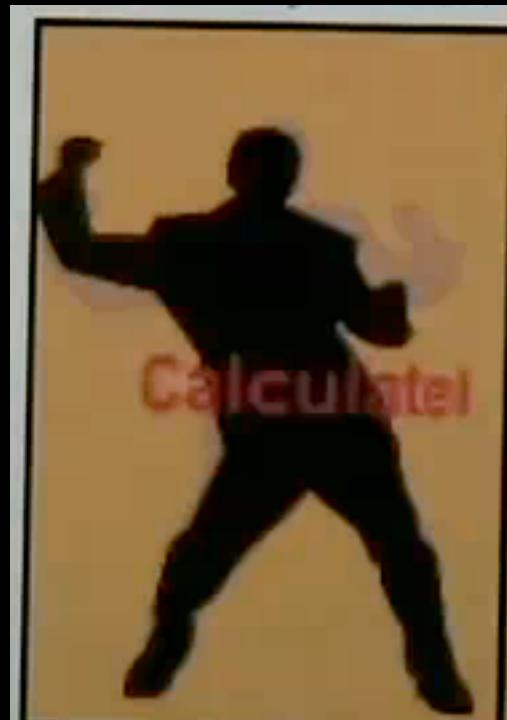


Find Out!

Click
Alabama
Click
3.00%
Click
Good

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



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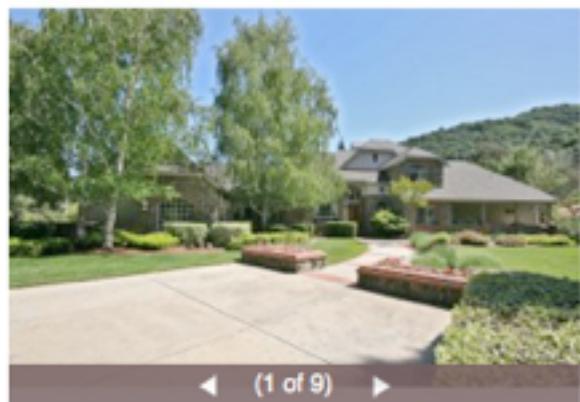
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Morgan Hill, CA 95037

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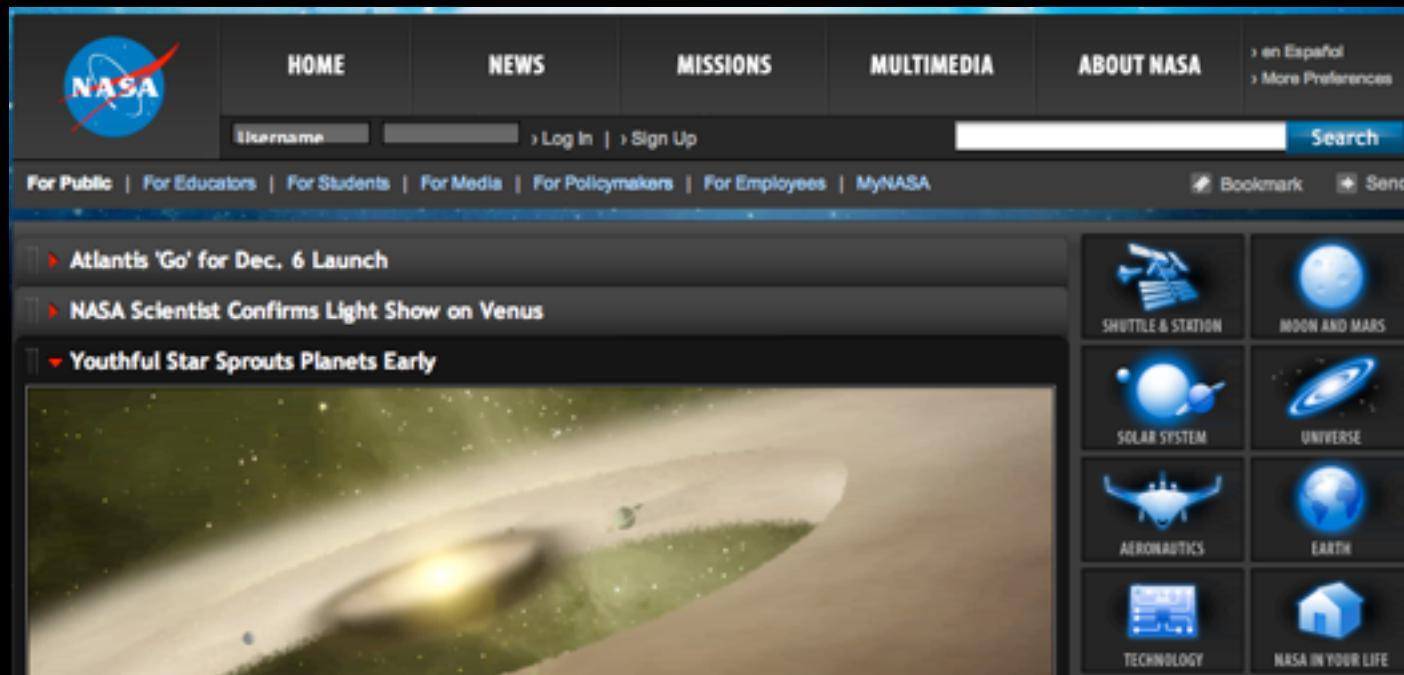
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(1 of 9)

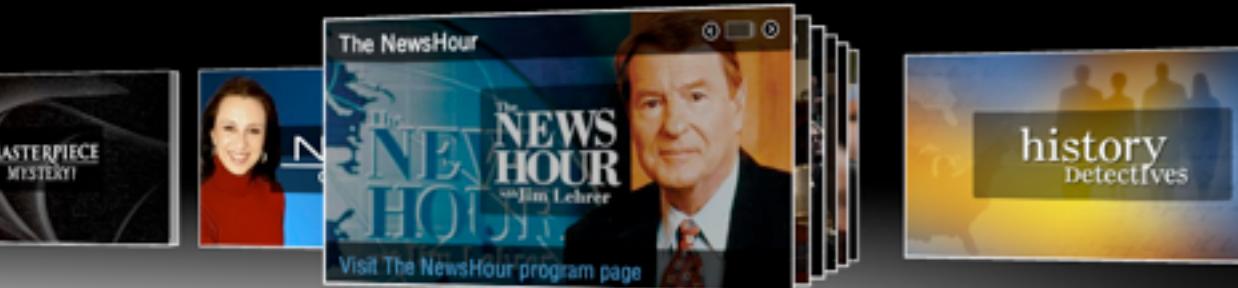
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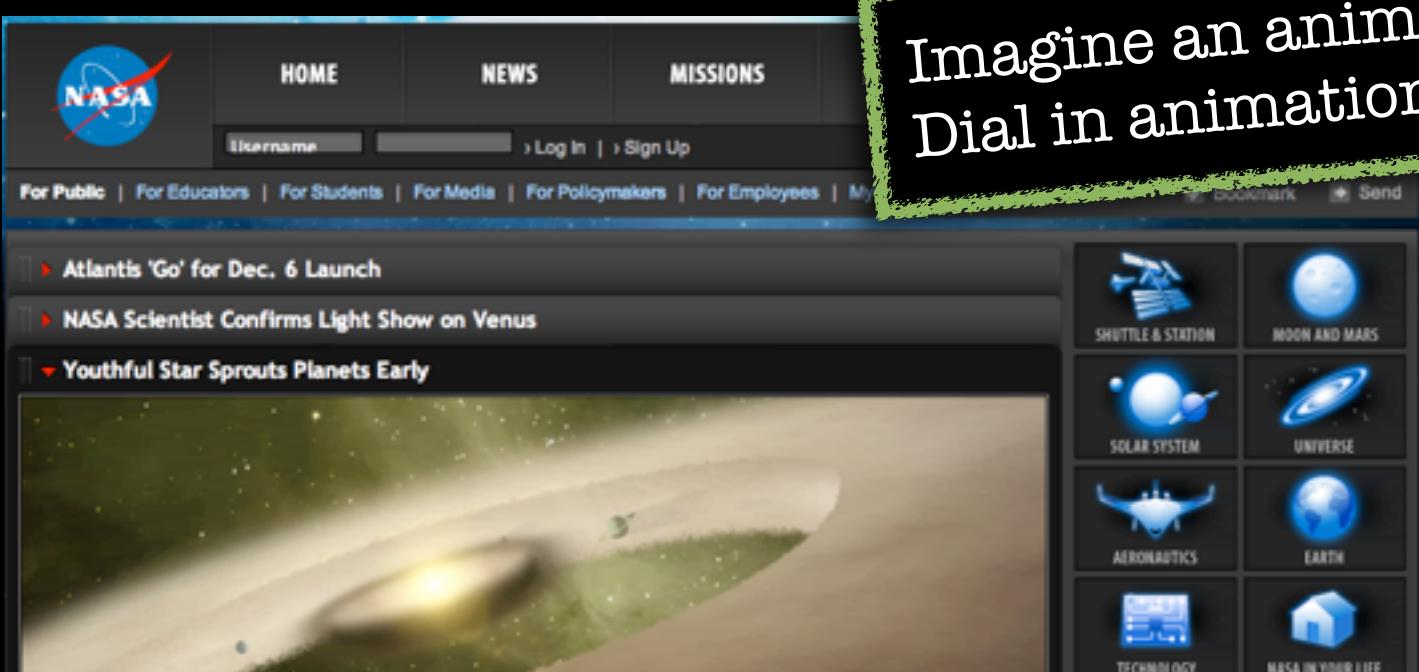
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Animated Tour
Useful New Features



We Upgraded Mail
Storage! Now 2G

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Search: 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.	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
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Depart: Seattle/Tacoma, WA

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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
- Veebro - 20 hours ago
- MediaMax - 2 days ago
- IOWEYOU - 2 days ago
- HyperSuper - 2 days ago

Maps

Select From My Locations or Recently Used

BayCHI Monthly Program Events

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

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YAHOO! PLUS

Selected Type: **Web** Images Local News Shopping My Services Feedback

Search: Search

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

Add Content Change Layout Change Colors

Scoreboard

TODAY

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

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

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Best Fare Tracker

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Depart: San Francisco, CA

Maps

Select From My Locations or Recently Used

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MY YAHOO! BETA

Blog Report a bug Switch to original My Yahoo! Last update: Sep 26, 2:53 pm

Web Images Video Local Shopping more

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My Front Page

My Quicklinks

Top Stories from AP

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- Bush touts progress in Afghanistan - 18 minutes ago
- US rebukes Iran leader, backs sanctions - 17 minutes ago
- Violent crackdown launched in Myanmar - 23 minutes ago
- Judge: No switcuring on Craig request - 42 minutes ago

Yellow Pages

Your Search:
City & State or ZIP:

BayCHI Monthly Events

- 2007/18/09: Panel on Advertising on social media sites - 2 days ago

Yahoo! Mail Preview

From	Subject	Received
christina.rudolf	Re: Book Prop.	Wed Sep 26, 2007 02:36 pm
MySpace Friend	Kaye would like	Wed Sep 26, 2007 02:20 pm
David Allen	Start-up in San F	Wed Sep 26, 2007 01:12 pm
David Verba	Re: a bit of news	Wed Sep 26, 2007 01:53 pm
Kim.Miligan	Re:Important	Wed Sep 26, 2007 01:12 pm

Personal Assistant

Mail **Music** **News**
Weather **Travel** **Finance**

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BIONIC WOMAN
TONIGHT 9/8c NBC

Personal Technology from Yahoo! News

- Microsoft will replace scratched Halo 3 discs - 42 minutes ago
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- Sector Snap: Handsetmakers trade mixed - 3 hours ago
- Correction: T-Mobile Sidekick story - 4 hours ago

Software from Yahoo! News

- IBM: Symphony Downloaded 100,000 Times in First Week - 3 hours ago

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YAHOO! PLUS

Selected Type: Web Images Local News Shopping My Services Feedback

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

Add Content Change Layout Change Colors Select Page: My Front Page

Scoreboard edit X **Message Center** edit X **Software News** edit X

TODAY

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

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YESTERDAY
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Best Fare Tracker edit X

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Paris, France - all \$193.00
Depart: Seattle/Tacoma, WA
Honolulu, HI \$333.60
Depart: San Francisco, CA

Search [Search] search by Zip Code or City

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

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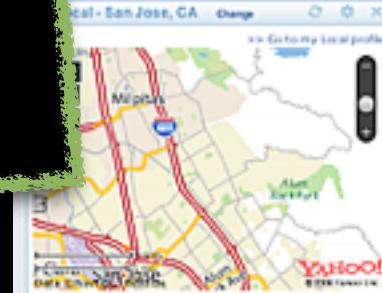
- eHub Interview - 20 hours ago
- Veebro - 20 hours ago
- MediaMax - 2 days ago
- IOWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Events

- 2006/02/14: Mo... ago

original. animation on drop. my yahoo!

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



current. no animation on drop. my yahoo!

MY YAHOO! BETA

Blog Report a bug Switch to original My Yahoo! Last update: Sep 24, 2:53 pm

Web Images Video Local Shopping more +

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My Front Page Blogs Add Page My Quicklinks Personalize this page Travel Ideas and Insights Share this page

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Yellow Pages

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

BayCHI Monthly Program Events

- 2007/10/09: Panel on Advertising on social media sites - 2 days ago

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eHub

- Health 2.0 - 1 hour ago
- oSlope - 1 hour ago
- SceneCaster - 4 hours ago
- Cellcast - 6 hours ago
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Moments Communicate

Moments Communicate



progress indicator

Moments Communicate



Moments Communicate



progress indicator

A screenshot of the original My Yahoo! homepage. The page features a large search bar at the top with the word 'Search' and a 'Search' button. Below the search bar are several news and information modules. On the left, there are 'Scoreboard' and 'Message Center' modules. In the center, there is a 'Weather' module showing temperatures for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. To the right, there are 'Software News', 'eHub', and 'BayCHI Monthly Program Events' modules. The top right corner of the page includes a 'We Upgraded Mail' message and links for 'My Services' and 'Feedback'.

earlier version of my yahoo!

Moments Communicate



Connecting...

progress indicator



Speed up time.

Slow down time.

earlier version of my yahoo!

YAHOO! PLUS

Search:

Help Bill | Sign Out, My Account | 42° - 53°

Add Content Change Layout Change Colors

Scoreboard edit X

TODAY

NHL

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NBA

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

YESTERDAY

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Best Fare Tracker edit X

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

Message Center edit X

Check Email

Launch Messenger 14 friends on

Weather edit X

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Denton, TX 35..75 F

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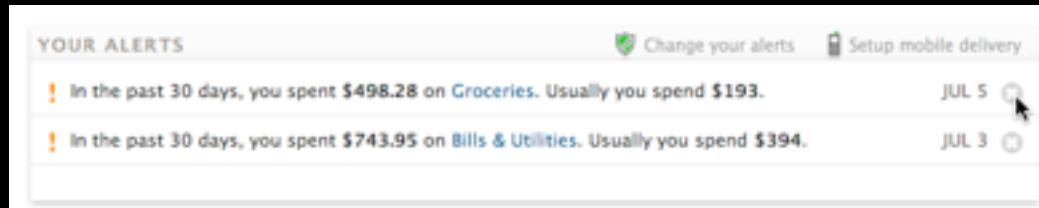
eHub edit X

- eHub Interviews Prodigem - 11 hours ago
- Veetzo - 20 hours ago
- MediaMax - 2 days ago
- IDWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Program Events edit X

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

Moments Communicate



YOUR ALERTS

Change your alerts | Setup mobile delivery

In the past 30 days, you spent \$498.28 on Groceries. Usually you spend \$193. JUL 5

In the past 30 days, you spent \$743.95 on Bills & Utilities. Usually you spend \$394. JUL 3

mint.com



Connecting...

progress indicator

Speed up time.



YAHOO! PLUS

Select Type: Web Images

Search:

Help | Sign Out, My Account | 42° - 52°

Add Content Change Layout Change Colors

Scoreboard edit X

TODAY

NHL

- Tampa Bay vs. 5 13:15
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- Dallas vs. 0 10:30
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YESTERDAY

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Paris, France - all \$193.00

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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

Sunnyvale, CA 42.57° F

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earlier version of my yahoo!

Moments Communicate



mint.com

Show state change.



progress indicator

Speed up time.

YAHOO! PLUS

Select Type: Web Images

Search:

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Honolulu, HI \$333.60

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Message Center edit X

Check Email

Launch Messenger 14 friends on

Weather edit X

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 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
- Veetzo - 20 hours ago
- MediaMax - 2 days ago
- IDWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Program Events edit X

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

Maps edit X

Select From My Locations or Recently Used clear recent

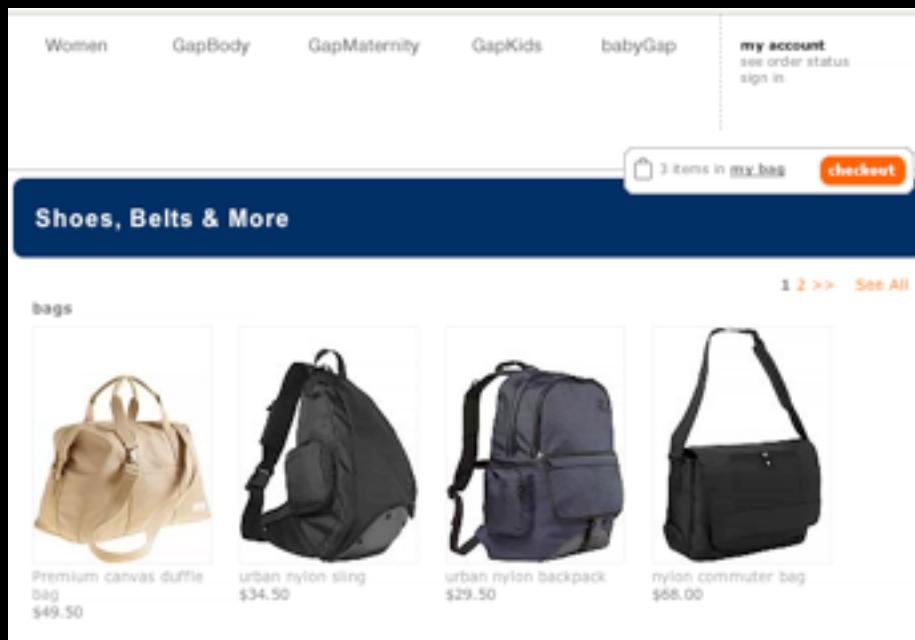
My Locations

earlier version of my yahoo!

Moments Communicate



mint.com



Show state change.

A screenshot of an older version of the Yahoo! homepage. At the top, it says 'Connecting...' with a progress bar. Below this is a 'progress indicator' bar. The main content area includes the 'YAHOO! PLUS' logo, a search bar, and various news and information boxes. These boxes include 'Scoreboard', 'Message Center', 'Weather', 'Best Fare Tracker', 'Maps', and 'Software News'. The 'Software News' box lists several software-related news items. The bottom of the page has a 'earlier version of my yahoo!' footer.

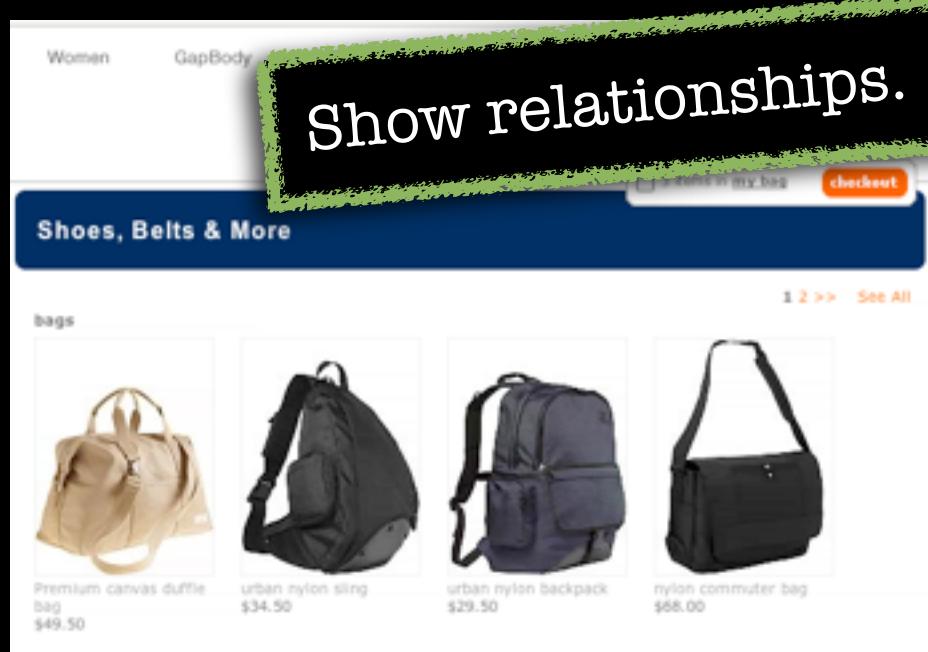
Speed up time.

Slow down time.

Moments Communicate



mint.com



Show relationships.

A screenshot of an earlier version of the My Yahoo! homepage. At the top, it says 'Connecting...' with a progress bar. Below that, it shows a search bar and a 'Web' button. The main content area has several sections: 'Scoreboard' (with NHL and NBA games), 'Message Center' (with a 'friends' list), 'Weather' (with current temperatures for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA), 'Best Fare Tracker' (with flight departures from New York, NY, Paris, France, Seattle/Tacoma, WA, Honolulu, HI, and San Francisco, CA), 'Maps' (with a 'Select From My Locations' dropdown), and 'Software News' (with links to AccuRev, Anti-virus Software, and Cisco patches). The bottom of the page has a 'Search' bar and a 'My Locations' dropdown.

Speed up time.

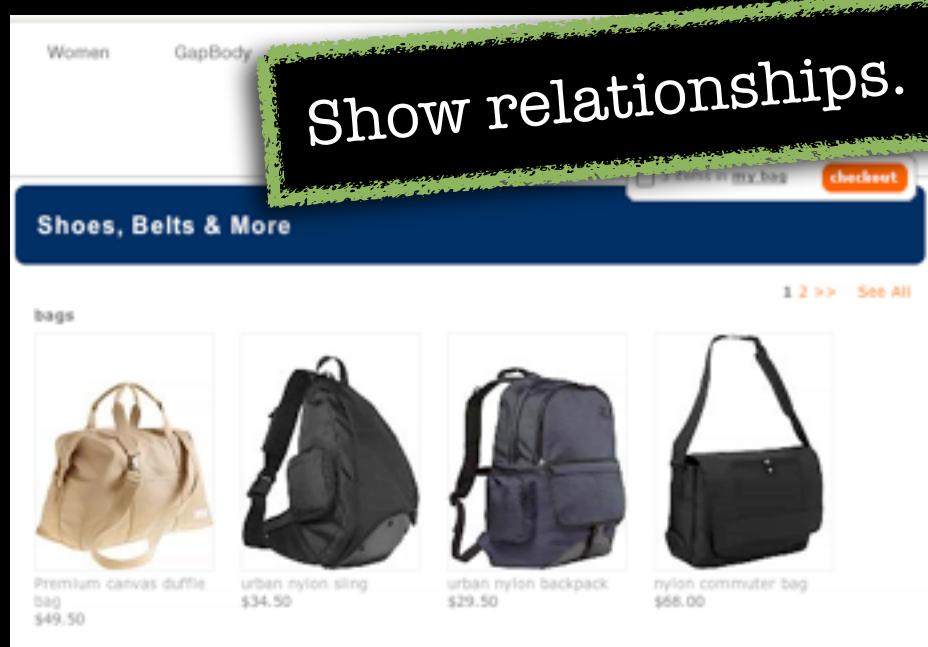
Slow down time.

earlier version of my yahoo!

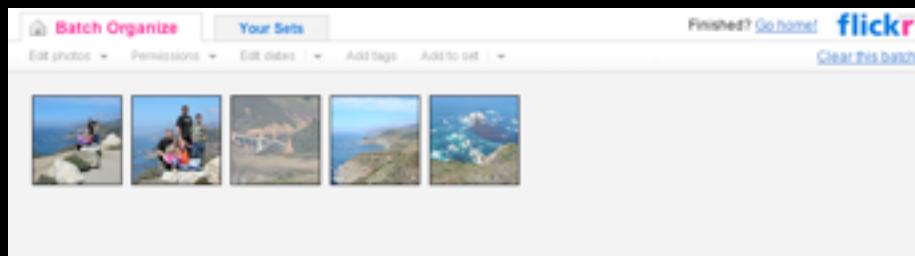
Moments Communicate



mint.com



the gap



flickr organizr

A screenshot of an earlier version of the My Yahoo! homepage. At the top, it says 'Connecting...' with a progress indicator. Below that is a search bar and a 'Select Type' dropdown. The main content area includes sections for 'Scoreboard', 'Message Center', 'Weather', 'Best Fare Tracker', 'Maps', and 'Software News'. A green box with the text 'Speed up time.' is overlaid on the top right. Another green box with the text 'Slow down time.' is overlaid on the bottom right. A text label 'progress indicator' is positioned below the connecting message.

earlier version of my yahoo!

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A screenshot of an earlier version of the My Yahoo! homepage. A box with a green border contains the text 'Speed up time.' A progress indicator bar is visible above the main content area. The main content includes a 'Connecting...' message, a search bar, and several news and weather modules. A box with a green border contains the text 'Slow down time.' The news modules include 'Scoreboard', 'Message Center', 'Weather', 'Best Fare Tracker', and 'Maps'. The weather section shows temperatures for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. The news section includes 'Software News' and 'eHub' feeds.

earlier version of my yahoo!



Be reactive.

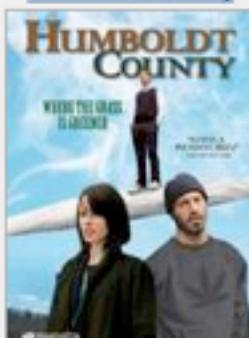
Late Night Comedies

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

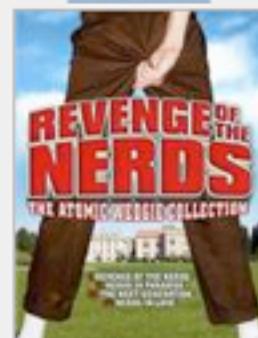


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Revenge of the Nerds: Panty Raid Edition

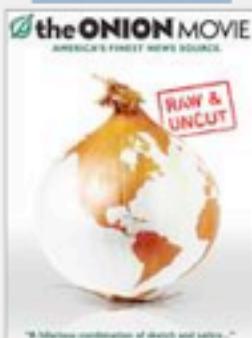


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The Onion Movie



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A Dirty Shame



[Add](#)



Not Interested

experiment on home page

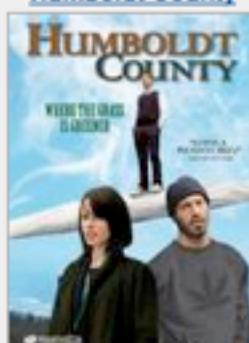
Late Night Comedies

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Based on your interest in
[National Lampoon's Pledge This!](#)
[The Stoned Age](#)
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Set this genre
Late Night Comedies
 Sometimes watch

Humboldt County



[Add](#)



Not Interested

Revenge of the Nerds: Panty Raid Edition

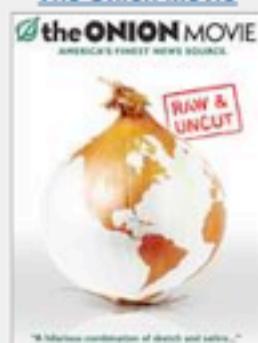


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Not Interested

experiment on home page



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dedicated area

Live Feedback

wundrbar beta

american airlines from july 12 to july 16

Expedia flight search redirect 

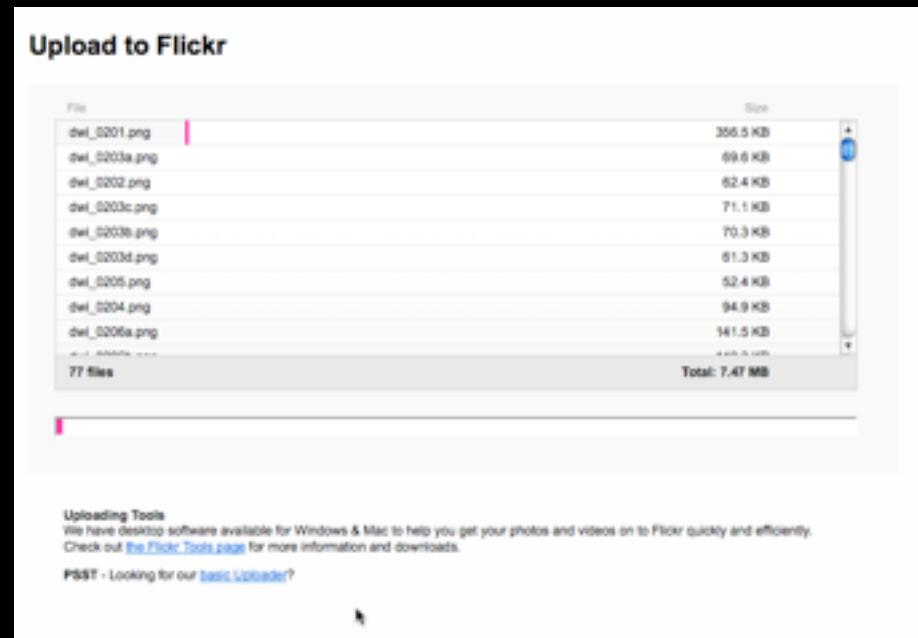
Don't want Expedia? You can also use CheapTickets, Kayak, Orbitz, Sidestep or Travelocity. Just say so!

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

Dates: leaving Sat July 12, 2008
returning Wed July 16, 2008 Passengers: 1 adult

Other trip details:
Economy class on American Airlines

Live Feedback



live feedback. flickr

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merican airlines from july 12 to july 16

Expedia flight search  redirect 

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Address: San Francisco Airport

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Live Feedback

Create a tight feedback loop with the user.

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From Boston, Logan, MA (BOS)
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Dates:
leaving Sat July 12, 2008
returning Wed July 16, 2008

Passengers:
1 adult

Other trip details:
Economy class on American Airlines

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File	Size
dw_0201.png	356.5 KB
dw_0203a.png	69.6 KB
dw_0202.png	62.4 KB
dw_0203c.png	71.1 KB
dw_0203b.png	70.3 KB
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dw_0205.png	52.4 KB
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dw_0206a.png	141.5 KB
dw_0206b.png	42.6 KB
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Address: San Francisco Airport

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Live Suggest

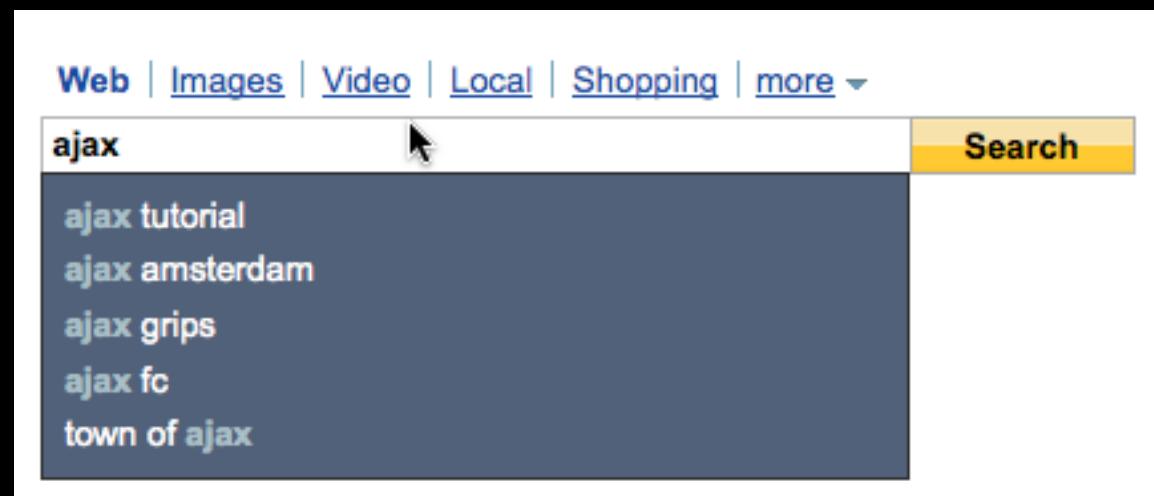


live suggest. google (early version)

Live Suggest



live suggest. google (early version)



live suggest. yahoo search

Live Suggest



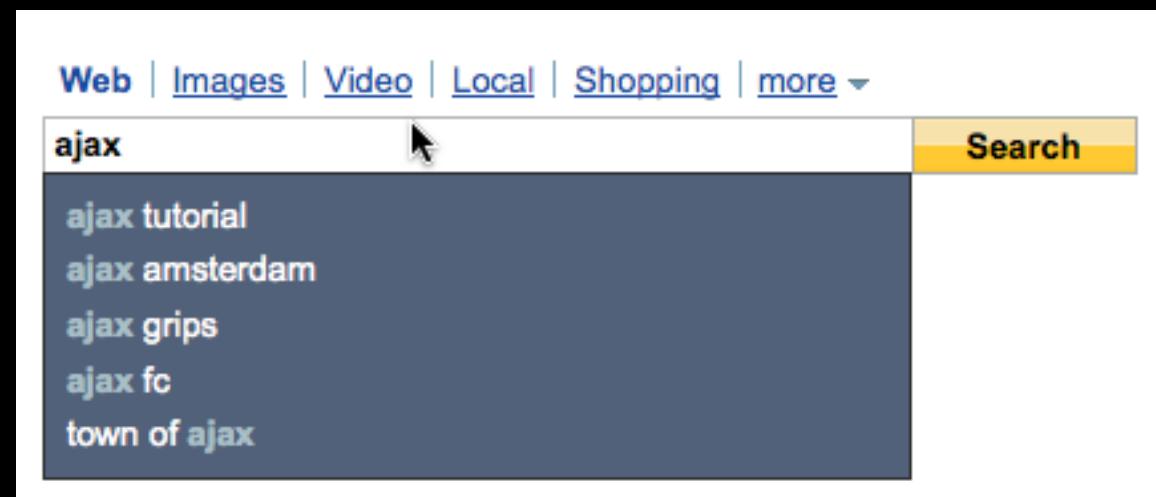
Google Suggest BETA

Web Images Groups News Froogle Local more »

ajax

ajax	3,840,000 results
aja	2,410,000 results
ajay devgan	72,000 results
ajay	816,000 results
ajax amsterdam	502,000 results
ajax fc	710,000 results
ajanta	190,000 results
ajanta caves	46,600 results
ajax ontario	275,000 results
ajax grips	8,860 results

live suggest. google (early version)



Web | Images | Video | Local | Shopping | more ▾

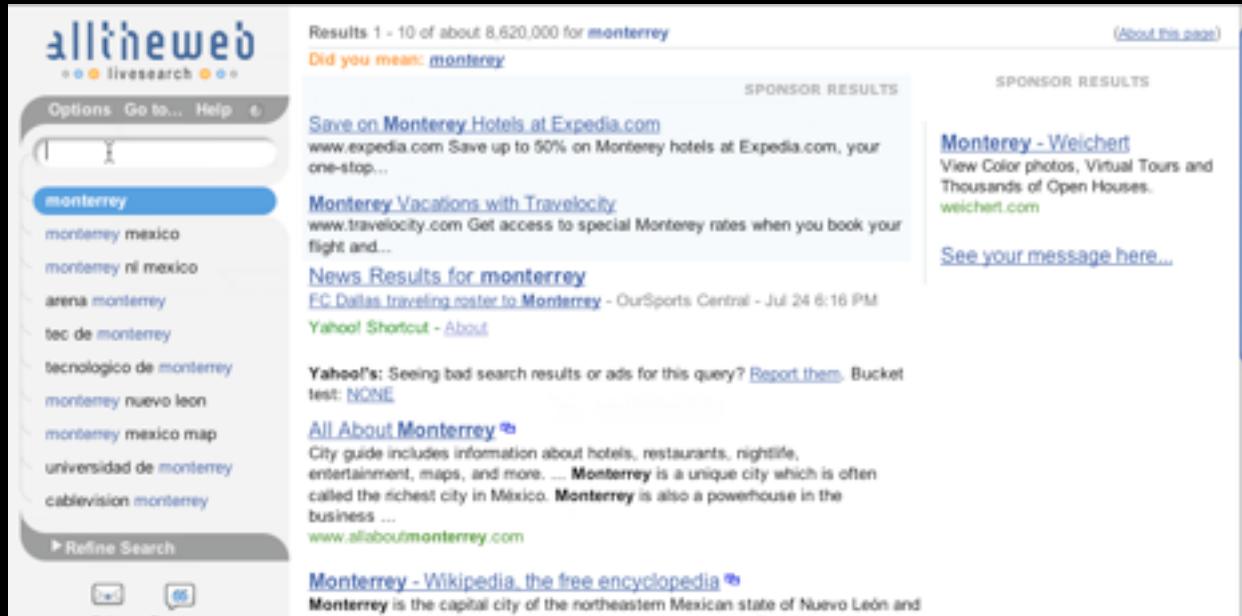
ajax

ajax tutorial
ajax amsterdam
ajax grips
ajax fc
town of ajax

Search

live suggest. yahoo search

live suggest. early yahoo search experiment



alltheweb live search

Options Go to... Help

monterrey

monterrey mexico
monterrey nl mexico
arena monterrey
tec de monterrey
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monterrey nuevo leon
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Results 1 - 10 of about 8,620,000 for monterrey

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Monterey Vacations with Travelocity
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News Results for monterrey
FC Dallas traveling roster to Monterey - OurSports Central - Jul 24 6:16 PM
Yahoo! Shortcut - About

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

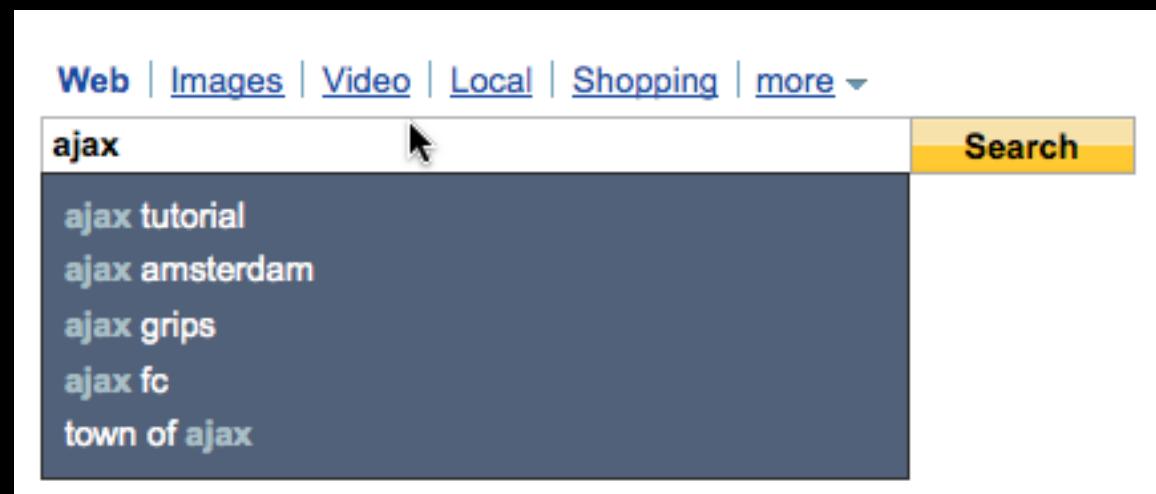
All About Monterey
City guide includes information about hotels, restaurants, nightlife, entertainment, maps, and more. ... Monterey is a unique city which is often called the **richest city in Mexico**. Monterey is also a powerhouse in the business ...
www.allaboutmonterrey.com

Monterrey - Wikipedia, the free encyclopedia
Monterrey is the capital city of the northeastern Mexican state of Nuevo Leon and

Live Suggest

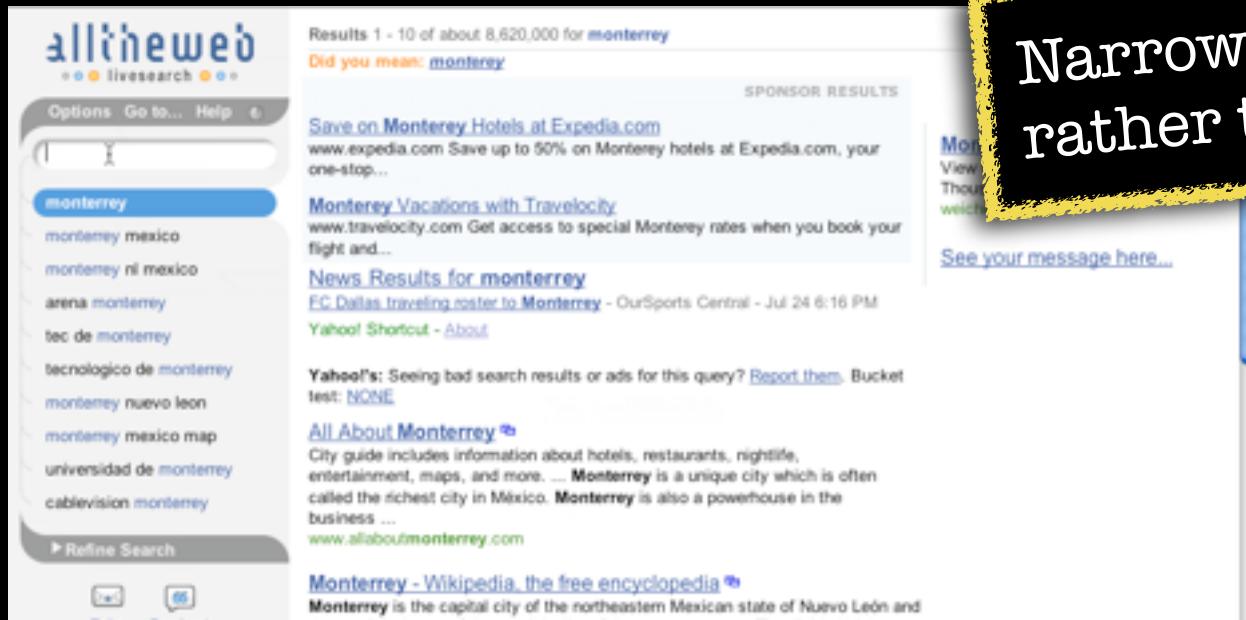


live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal
rather than distract from it.

Live Previews

New Beetle
Starts at \$18,290¹

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 360°

Features
Highlights
Complete Specs
Price List
Warranty
Carbase Maintenance

Build
Shopping Tools
Find A Dealer
Get A Quote
Schedule A Test Drive
Special Offers
Financial Options
Brochures

¹Legal disclosure

Block



live preview. volkswagen car configurator

Live Previews

New Beetle

Starts at \$18,290¹

Overview

Gallery

Photos 360°

Features

Highlights

Complete Specs

Price List

Warranty

Carfax Maintenance

Build

Shopping Tools

Find A Dealer

Get A Quote

Schedule A Test Drive

Special Offers

Financial Options

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exterior

interior

Click and Drag the Car or **Spin Now**

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Trailer

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Small Medium Large

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HD

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Live Previews



New Beetle
Starts at \$18,290¹
Overview
» **Gallery**
Photos 340²
Features
Highlights
Complete Specs
Price List
Warranty
Carfax Maintenance
Build
Shopping Tools
Find A Dealer
Get A Quote
Schedule A Test Drive
Special Offers
Financial Options
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exterior

Black

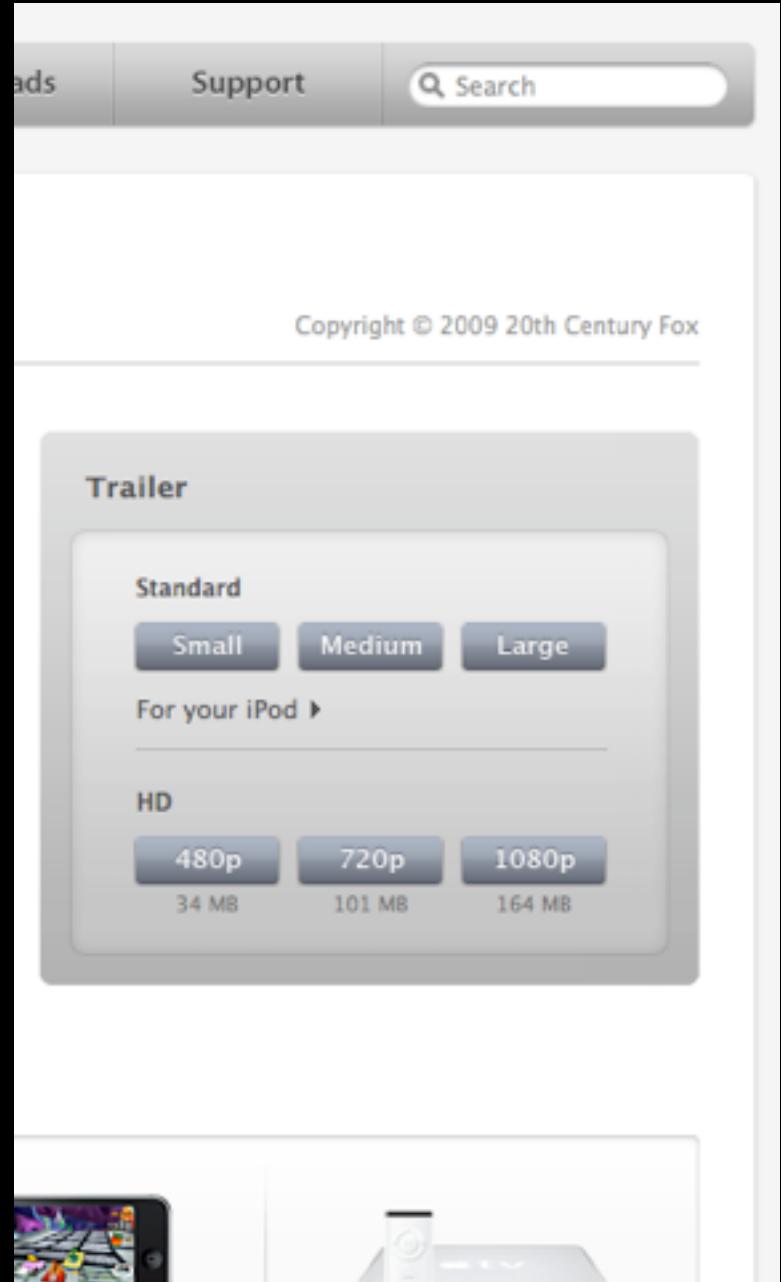
Click and Drag the Car or **Spin Now** 

interior

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Trailer

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trending topics  

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 [jokink1](#): CQ Politics | Craig Crawford's Trail Mix - Smiling GOPers Ought to ... <http://bit.ly/o2tw> [Jul 15, 2009 10:58am](#)

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 **Carl Crawford** 

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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

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 **jokink1**: CQ Politics | Craig **Crawford**'s Trail Mix - Smiling GOPers Ought to ... <http://u.mavrev.com/o2tw> Jul 15, 2009 10:58am

 **realty**: At a minum, Papelbon should but **Crawford** a rolex. Jul 15, 2009 10:57am

 **TheLuckyLadybug**: Win the Tutu's Take...Meaningful Beauty by Cindy **Crawford** Review (GIVEAWAY!) | theohanamama.com - Source: <http://bit.ly/O1je4> @theohanamama Jul 15, 2009 10:57am

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Carl Crawford 

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Carl Crawford LF, #13 Tampa Bay Rays

	OPP	AB	R	H	HR	RBI	BB	K	SB	
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live forms. yahoo! small business

Live Forms

Find a domain name:

www.
(ex. widgetdesigns.com)

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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

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 beforehand with live forms.

live forms. google account creation

Auto Complete



KAYAK™ Search with us, book with them.™

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Round-trip One-way Multi-city

From

 Show Nearby Airports 

Leave  **Time** 

To

 Show Nearby Airports

Return  **Time** 

Travelers **Cabin** 

Prefer Nonstop

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

auto complete. kayak

Auto Complete



The image shows the KAYAK flight search interface. At the top, there is a logo with an orange eye icon and the text "KAYAK™ Search with us, book with them.™". Below the logo, there are navigation links: "Flights" (highlighted in blue), "Hotels", "Cars", "Deals", and "Best". There are three radio button options for trip type: "Round-trip" (selected), "One-way", and "Multi-city". The "From" field is empty. Below it is a checkbox "Show Nearby Airports" with a checked status. The "Leave" field shows the date "2/15/2006" and a calendar icon. The "Time" field is set to "Anytime". The "To" field is empty, with its own "Show Nearby Airports" checkbox. The "Return" field shows the date "2/22/2006" and a calendar icon. The "Time" field is set to "Anytime". Under "Travelers", there is a dropdown menu set to "1". Under "Cabin", there is a dropdown menu set to "Economy". A checkbox "Prefer Nonstop" is also present. At the bottom, there is a button "Search multiple sites" followed by the text "for [hundreds of airlines](#)". A yellow callout box with a hand-drawn style border is positioned on the right side of the "To" field, containing the text "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.



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