

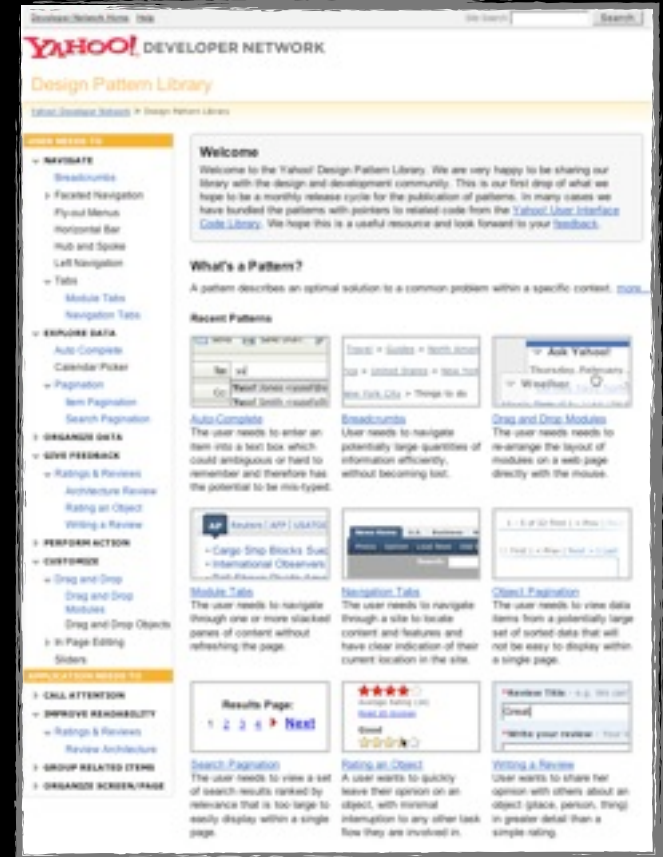
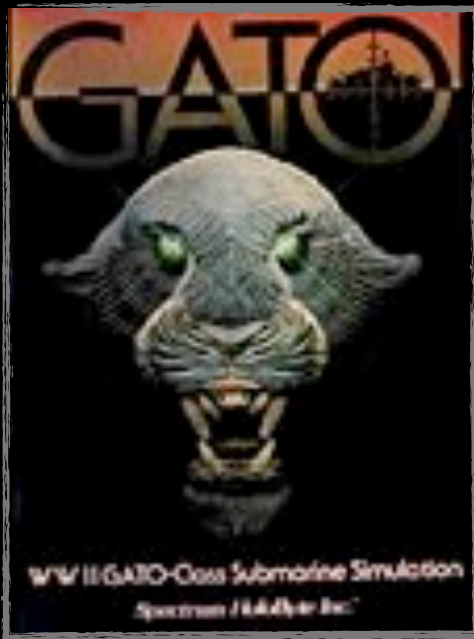
Designing for Interesting Moments

Bill Scott

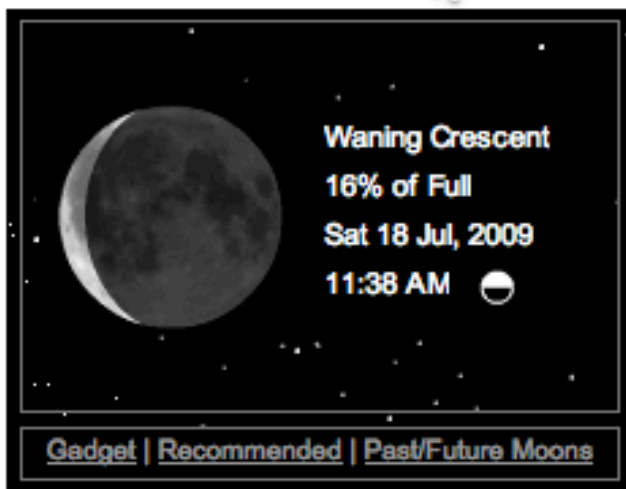
Director, UI Engineering
Netflix

Intuit ~ September 29, 2009

Me



Current Moon Phase



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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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- [+ Unite Against WMG](#)

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



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Interesting Moments



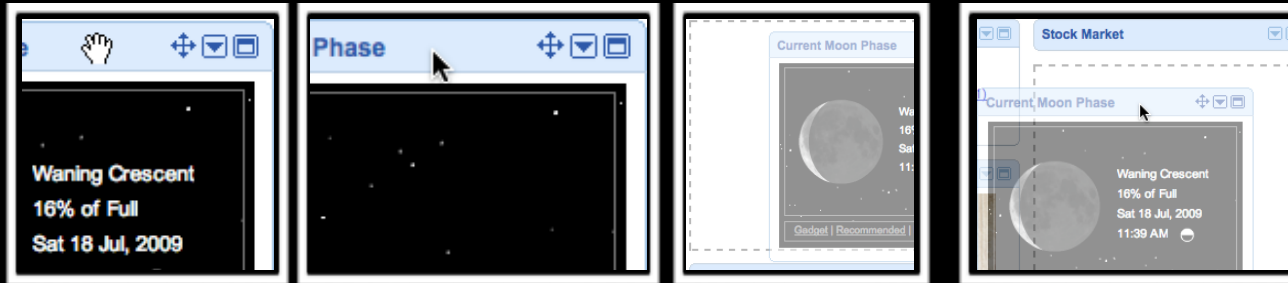
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
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Interesting Moments



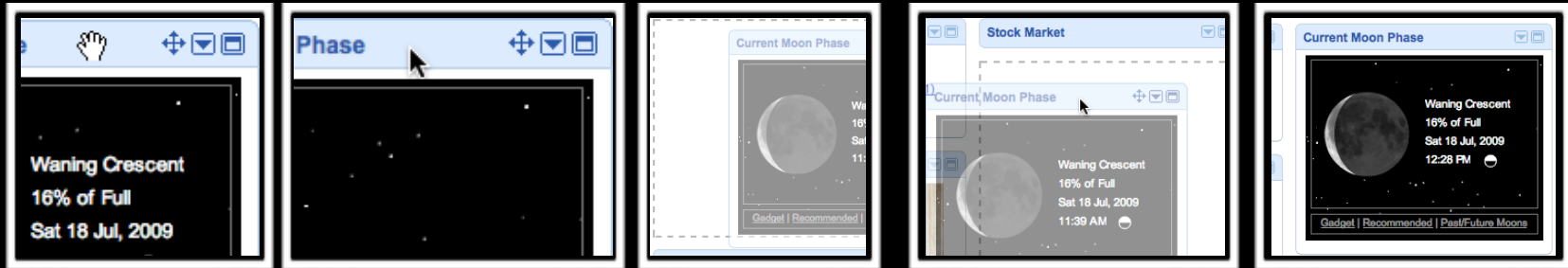
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Interesting Moments



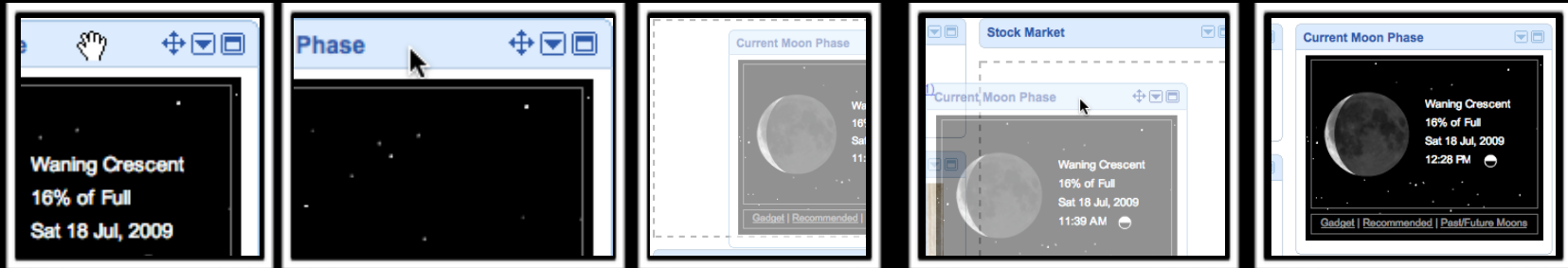
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
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Interesting Moments



	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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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.

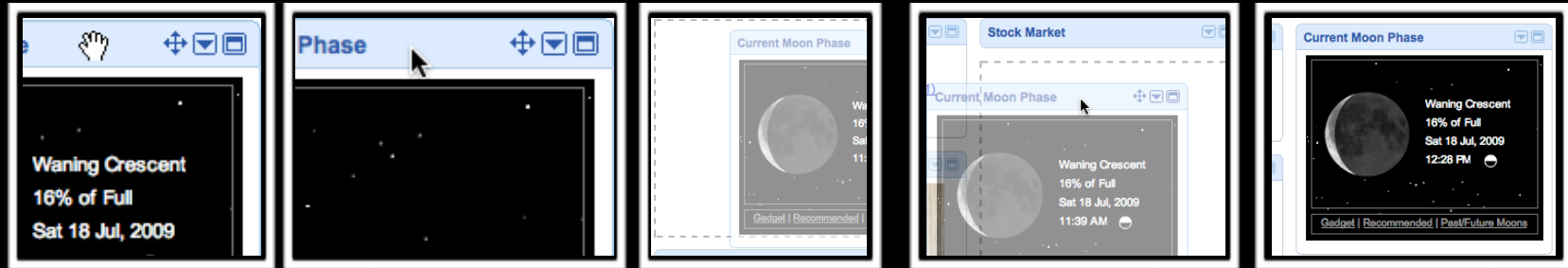
Interesting Moments



		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.

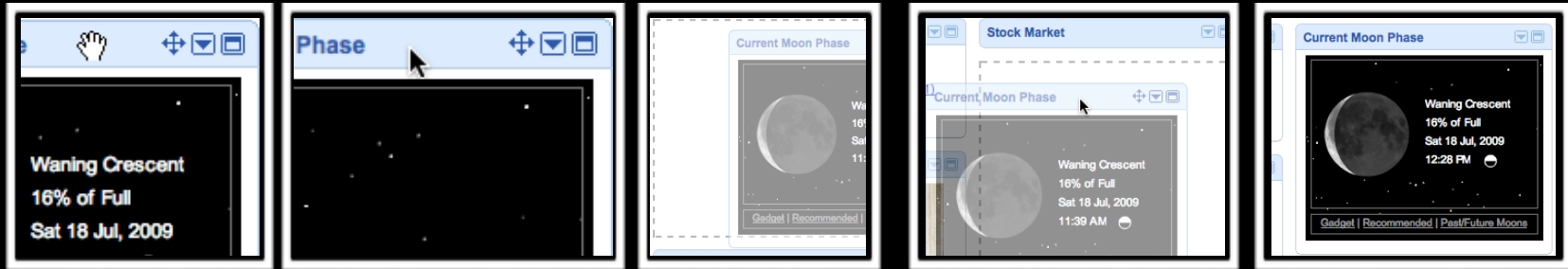
Captures microstates

Interesting Moments



	Captures microstates		Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change hand			
Dragged Module		Parent.		Dragged module removed.
Drop 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.

Interesting Moments



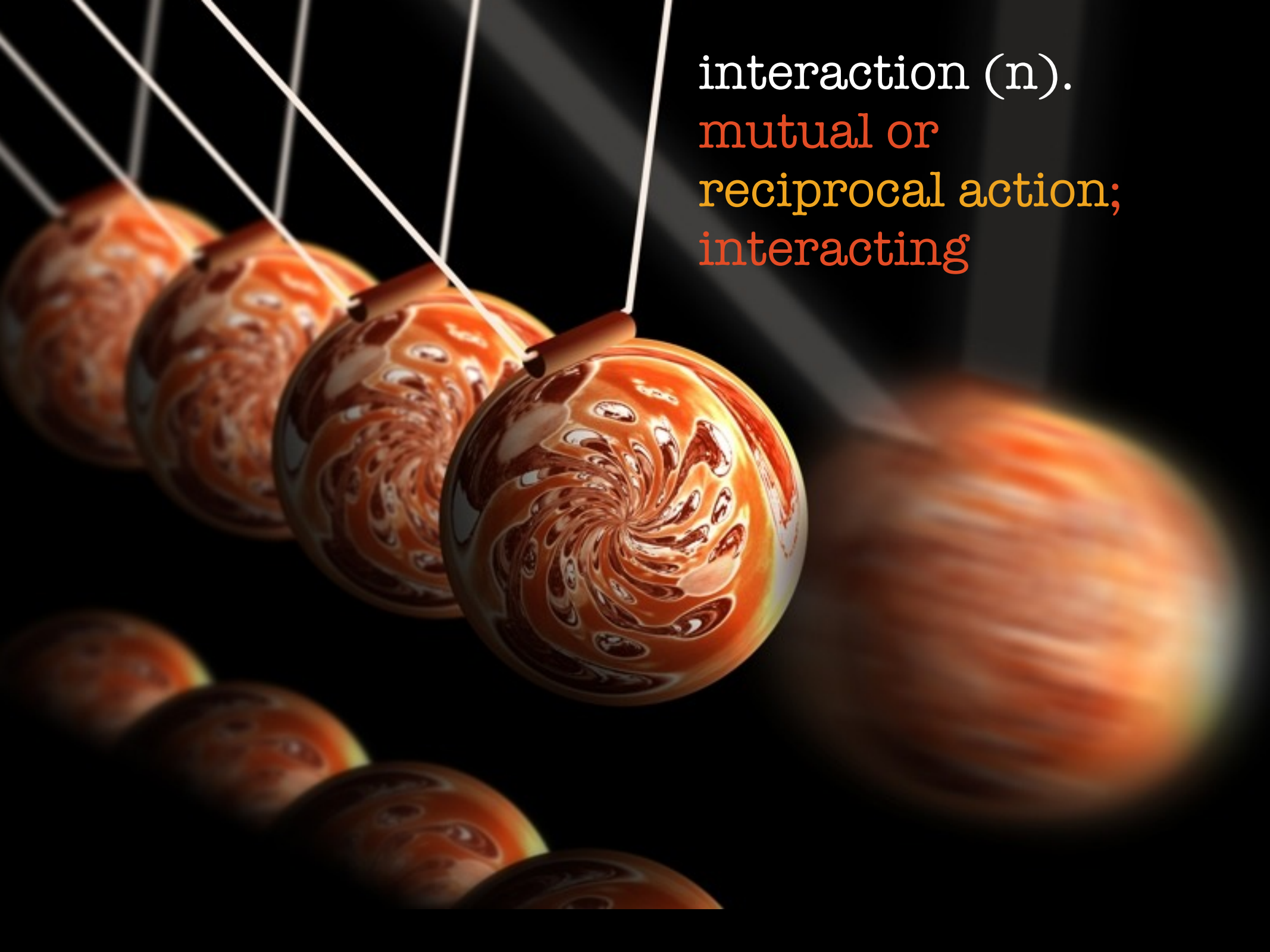
	Drag Hovers over Valid Target*	Drop Accepted
Cursor Change hand		
Dragged Module Module is shown as		Dragged module removed.
Drop Module Hole is shown as		Hole is removed.
Original Location		
Drop Target	Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior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

Captures microstates

Speaks to the possibilities

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



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Pay attention to discoverability

Additions:

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

In Page Editing



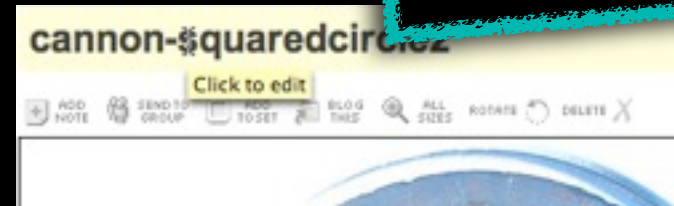
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Additions:

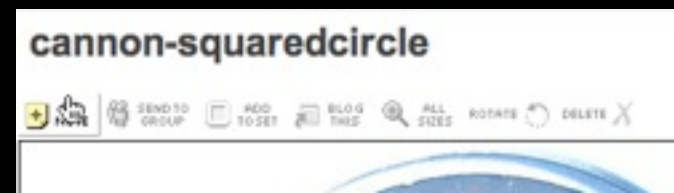
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



Pay attention to discoverability



Use a clear "call to action"





anti-pattern. non-symmetrical. iphone



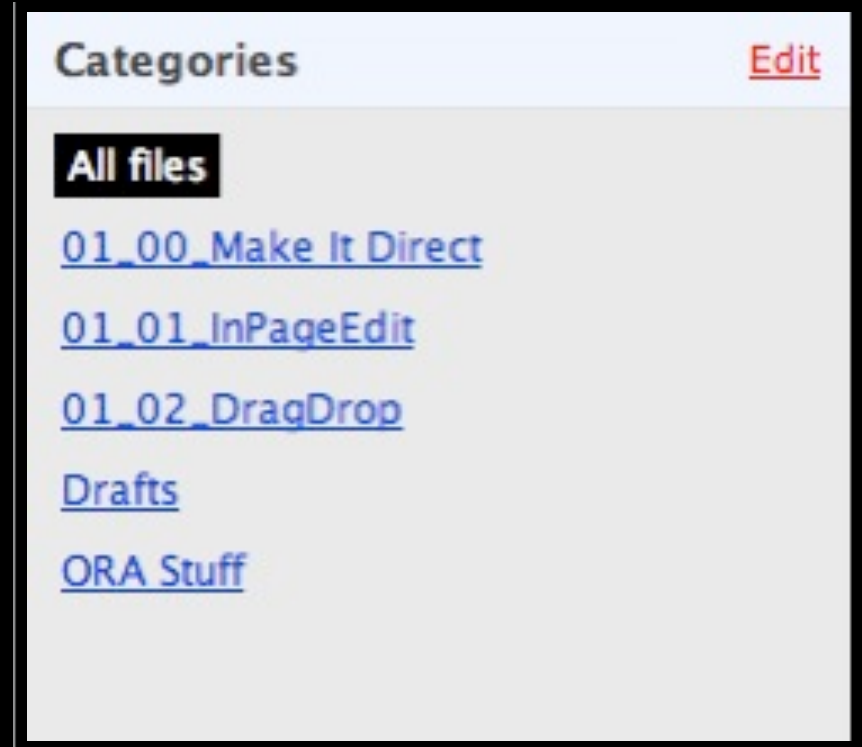
anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

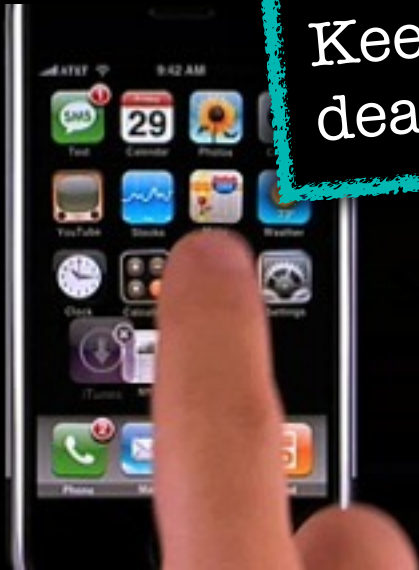


anti-pattern. non-symmetrical. iphone

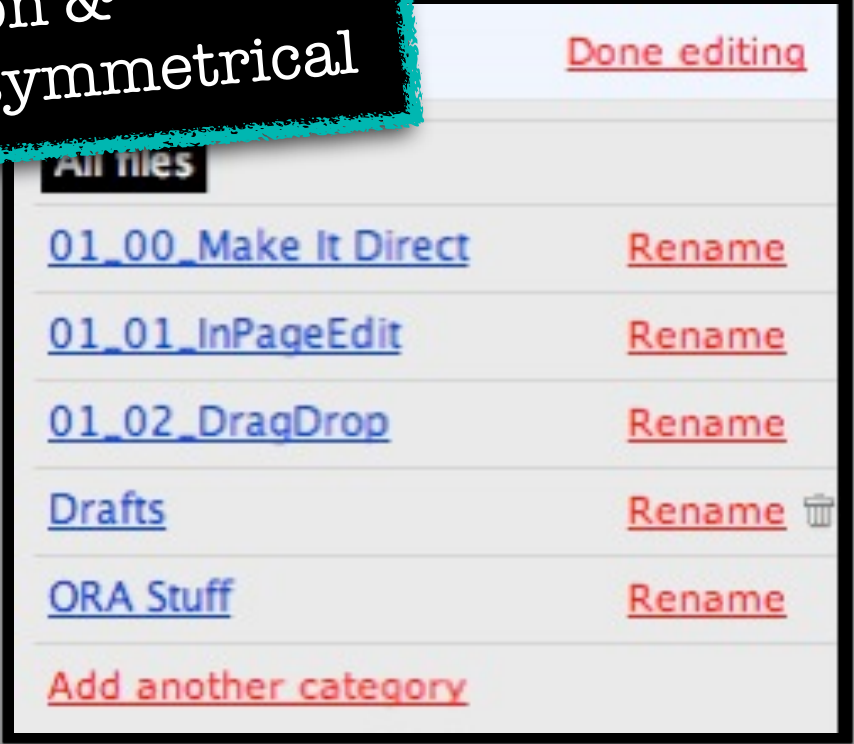
Categories		Done editing
All files		
01_00_Make It Direct	Rename	
01_01_InPageEdit	Rename	
01_02_DragDrop	Rename	
Drafts	Rename	
ORA Stuff	Rename	
Add another category		

symmetrical interaction. basecamp

Keep activation & deactivation symmetrical

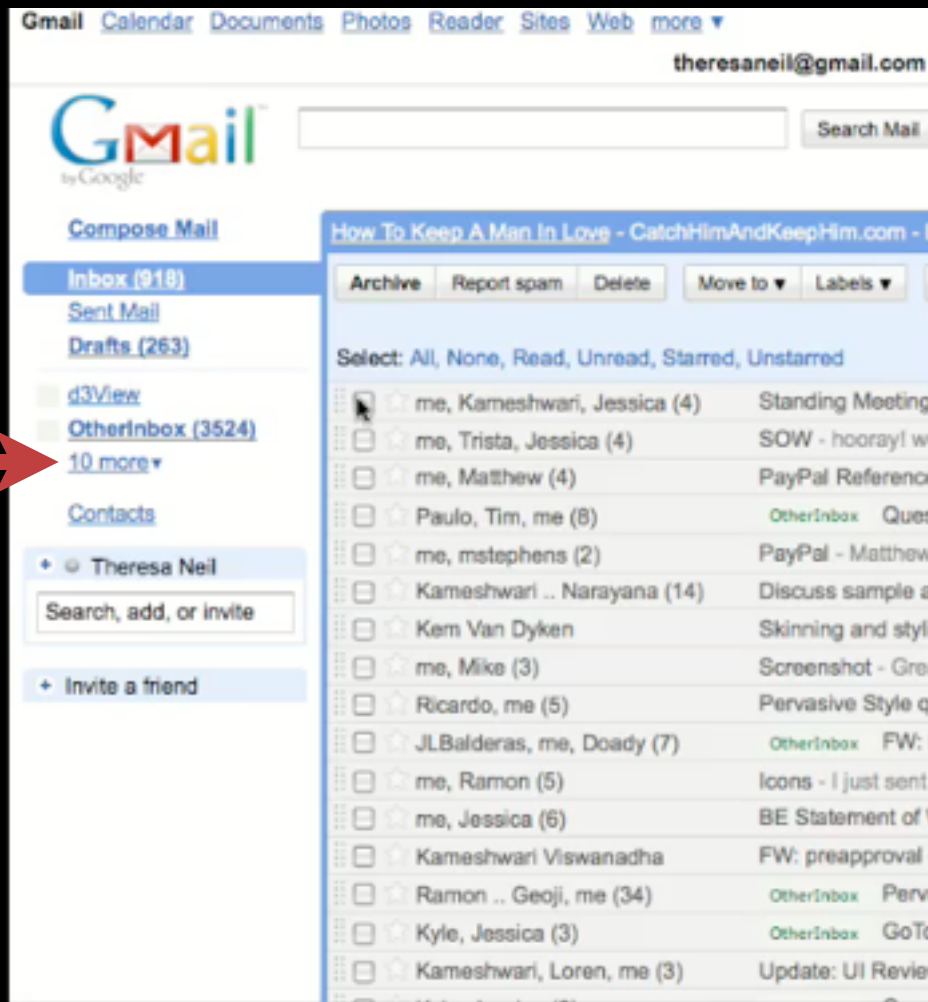


anti-pattern. non-symmetrical. iphone



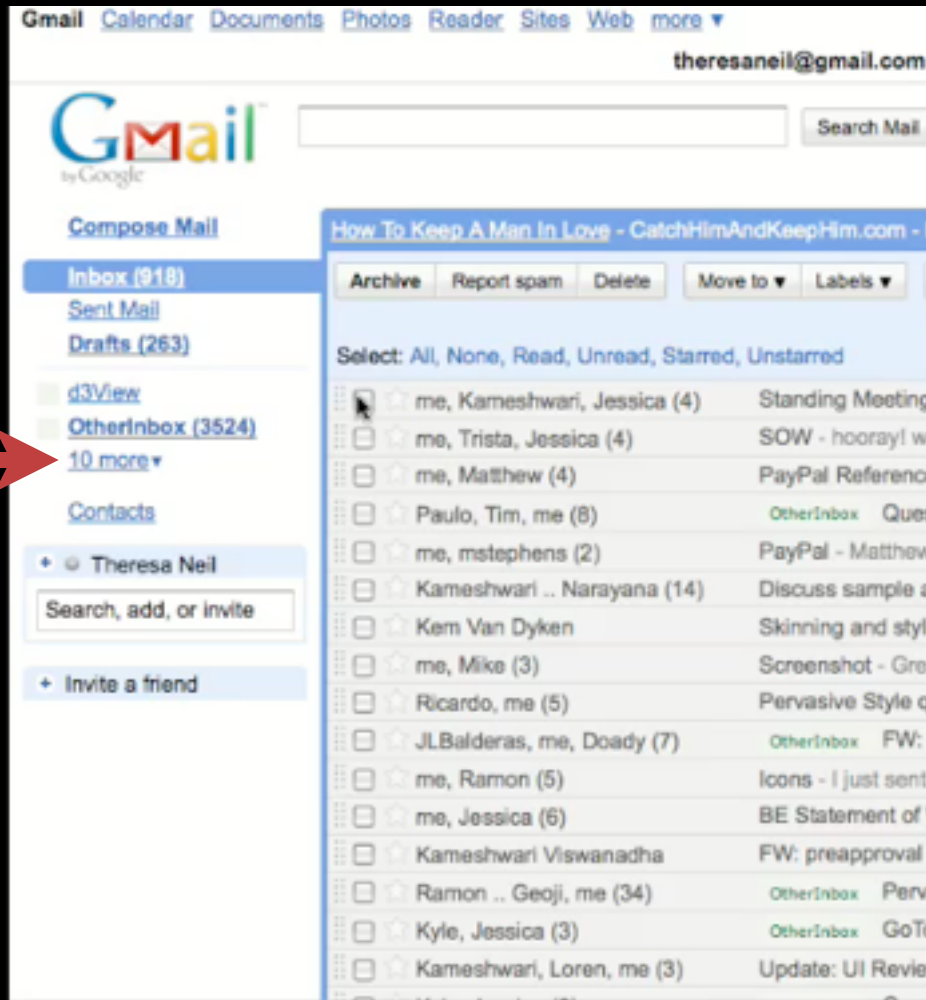
symmetrical interaction. basecamp

Drag, Open & Drop



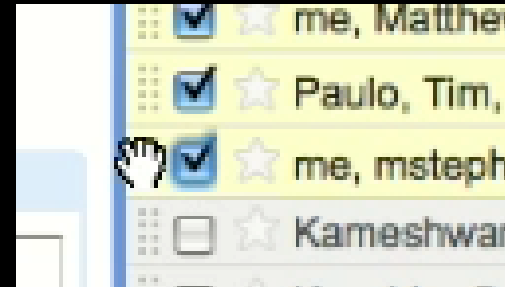
drag and drop. gmail

Drag, Open & Drop

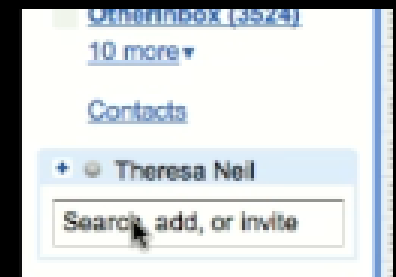
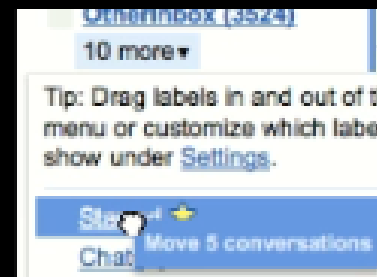


drag and drop. gmail

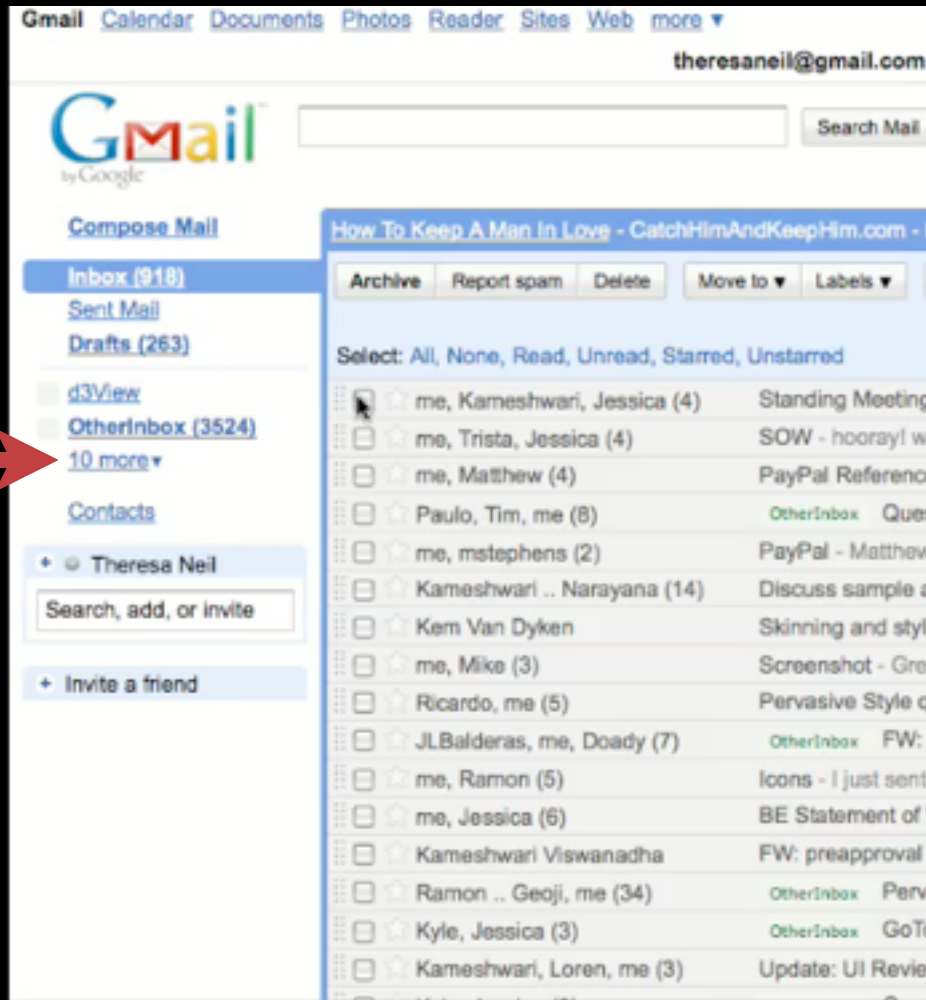
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Drag, Open & Drop

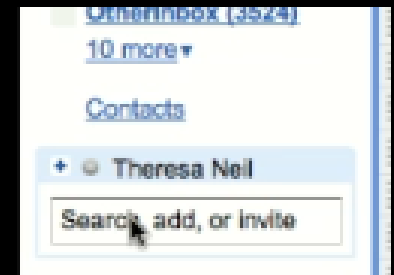
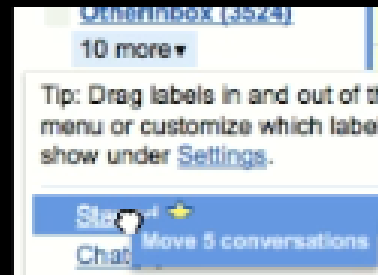


drag and drop. gmail

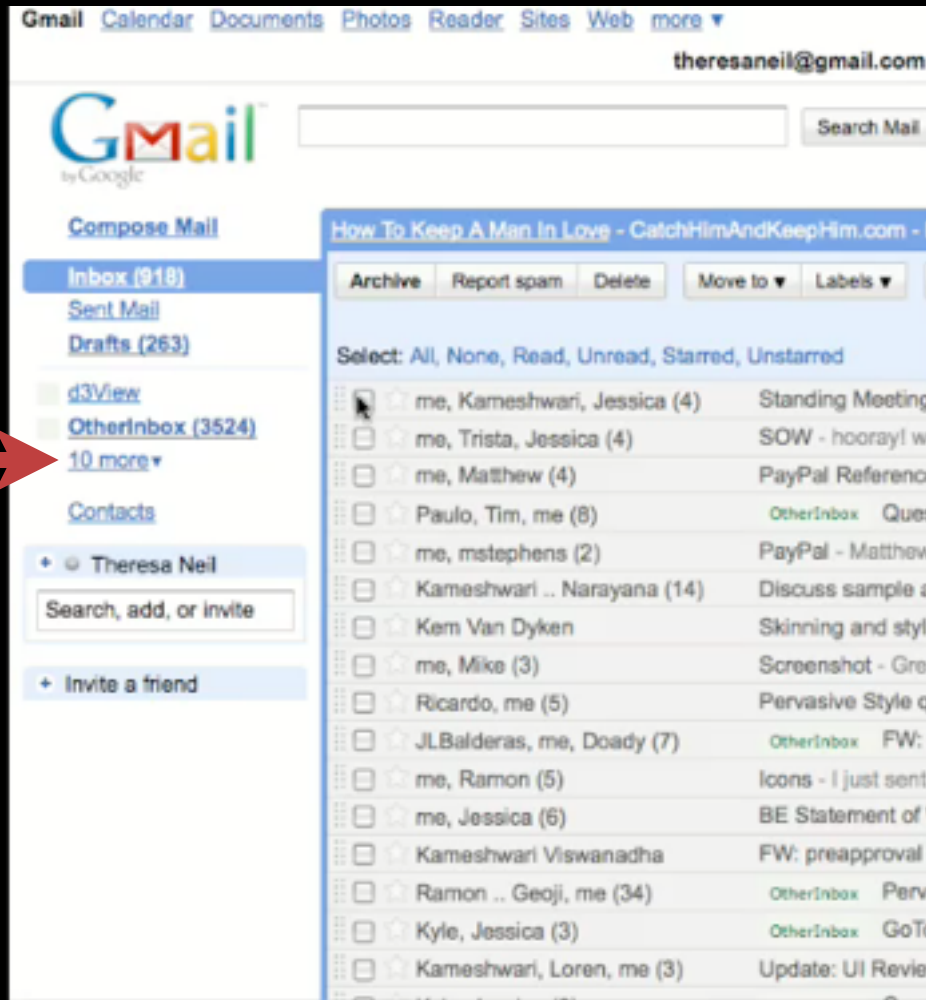
Mouse hover & initiation
Anti-pattern: Tiny Targets

Reduce physical effort.

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

North America

FILTER

Price Range: \$0 - \$1,000,000

Bedrooms: 1 - 10

Bathrooms: 1 - 10

Property Features: All

Advanced Search: Yes No

Map: Yes No

Search: Go

Results

Price	Sq. Ft.	Bedrooms	Bathrooms	Photos
\$450,000	1,000	3	2	
\$500,000	1,200	3	2	
\$550,000	1,400	3	2	
\$600,000	1,600	3	2	
\$650,000	1,800	3	2	
\$700,000	2,000	4	3	
\$750,000	2,200	4	3	
\$800,000	2,400	4	3	
\$850,000	2,600	4	3	
\$900,000	2,800	4	3	
\$950,000	3,000	4	3	
\$1,000,000	3,200	4	3	
\$1,050,000	3,400	4	3	
\$1,100,000	3,600	4	3	
\$1,150,000	3,800	4	3	
\$1,200,000	4,000	4	3	
\$1,250,000	4,200	4	3	
\$1,300,000	4,400	4	3	
\$1,350,000	4,600	4	3	
\$1,400,000	4,800	4	3	
\$1,450,000	5,000	4	3	
\$1,500,000	5,200	4	3	
\$1,550,000	5,400	4	3	
\$1,600,000	5,600	4	3	
\$1,650,000	5,800	4	3	
\$1,700,000	6,000	4	3	
\$1,750,000	6,200	4	3	
\$1,800,000	6,400	4	3	
\$1,850,000	6,600	4	3	
\$1,900,000	6,800	4	3	
\$1,950,000	7,000	4	3	
\$2,000,000	7,200	4	3	
\$2,050,000	7,400	4	3	
\$2,100,000	7,600	4	3	
\$2,150,000	7,800	4	3	
\$2,200,000	8,000	4	3	
\$2,250,000	8,200	4	3	
\$2,300,000	8,400	4	3	
\$2,350,000	8,600	4	3	
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\$2,850,000	10,600	4	3	
\$2,900,000	10,800	4	3	
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\$3,050,000	11,400	4	3	
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\$9,400,000	36,800	4	3	
\$9,450,000	37,000	4	3	
\$9,500,000	37,200	4	3	
\$9,550,000	37,400	4	3	
\$9,600,000	37,600	4	3	
\$9,650,000	37,800	4	3	
\$9,700,000	38,000	4	3	
\$9,750,000	38,200	4	3	
\$9,800,000	38,400	4	3	
\$9,850,000	38,600	4	3	
\$9,900,000	38,800	4	3	
\$9,950,000	39,000	4	3	
\$10,000,000	39,200	4	3	

Map

PROPERTY INFORMATION

Address: 1234 Main St, Anytown, CA 90210

Price: \$1,200,000

Sq. Ft.: 2,000

Bedrooms: 3

Bathrooms: 2

Year Built: 2000

Lot Size: 0.25 Acres

Property Type: Single-Family Home

Listing Status: Active

Listing Agent: John Doe, ABC Realty

Contact: (555) 123-4567

VIEW MORE PROPERTIES

See more properties in your area.

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
\$450,000	1,500	3	2	2010
\$350,000	1,200	2	2	2008
\$375,000	1,400	3	2	2012
\$300,000	1,100	2	2	2005
\$400,000	1,600	3	2	2011
\$420,000	1,550	3	2	2009
\$380,000	1,350	2	2	2007
\$410,000	1,650	3	2	2013
\$360,000	1,250	2	2	2006
\$430,000	1,700	3	2	2014
\$390,000	1,450	2	2	2008
\$440,000	1,750	3	2	2015
\$340,000	1,150	2	2	2004
\$460,000	1,800	3	2	2016
\$320,000	1,100	2	2	2003
\$470,000	1,850	3	2	2017
\$310,000	1,050	2	2	2002
\$480,000	1,900	3	2	2018
\$300,000	1,000	2	2	2001
\$490,000	1,950	3	2	2019
\$290,000	950	2	2	2000
\$500,000	2,000	3	2	2020

VIEW MORE PROPERTIES
 The Best Properties for You

Home Locator

SEARCH AREA

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

Price	Sq. Ft.	Bedrooms	Bathrooms	Year Built	Property Type
\$400,000	900	3	2	2010	Single-Family Home
\$350,000	750	3	2	2008	Single-Family Home
\$300,000	600	3	2	2005	Single-Family Home
\$250,000	500	3	2	2003	Single-Family Home
\$200,000	400	3	2	2001	Single-Family Home
\$150,000	300	3	2	1998	Single-Family Home
\$100,000	200	3	2	1995	Single-Family Home
\$50,000	100	3	2	1990	Single-Family Home

VIEW MORE PROPERTIES
 The best properties for you.


Home Locator

SEARCH AREA


SEARCH RESULTS

Address	City	State	Zip	Distance	Score	Details
1000 W. 10th St.	Charlotte	NC	28203	0.1	100	View Details
1000 W. 10th St.	Charlotte	NC	28203	0.1	100	View Details



PROPERTY INFORMATION

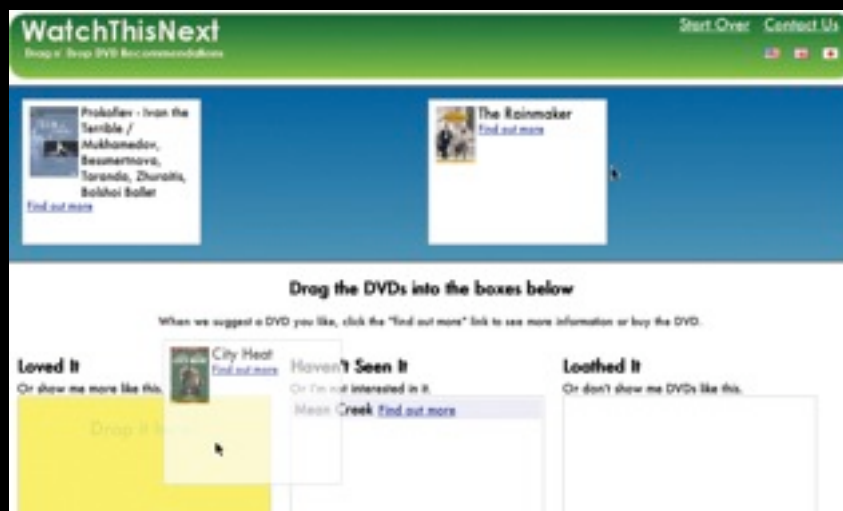
1000 W. 10th St.

Charlotte, NC 28203

Property Information


HOME LOCATOR

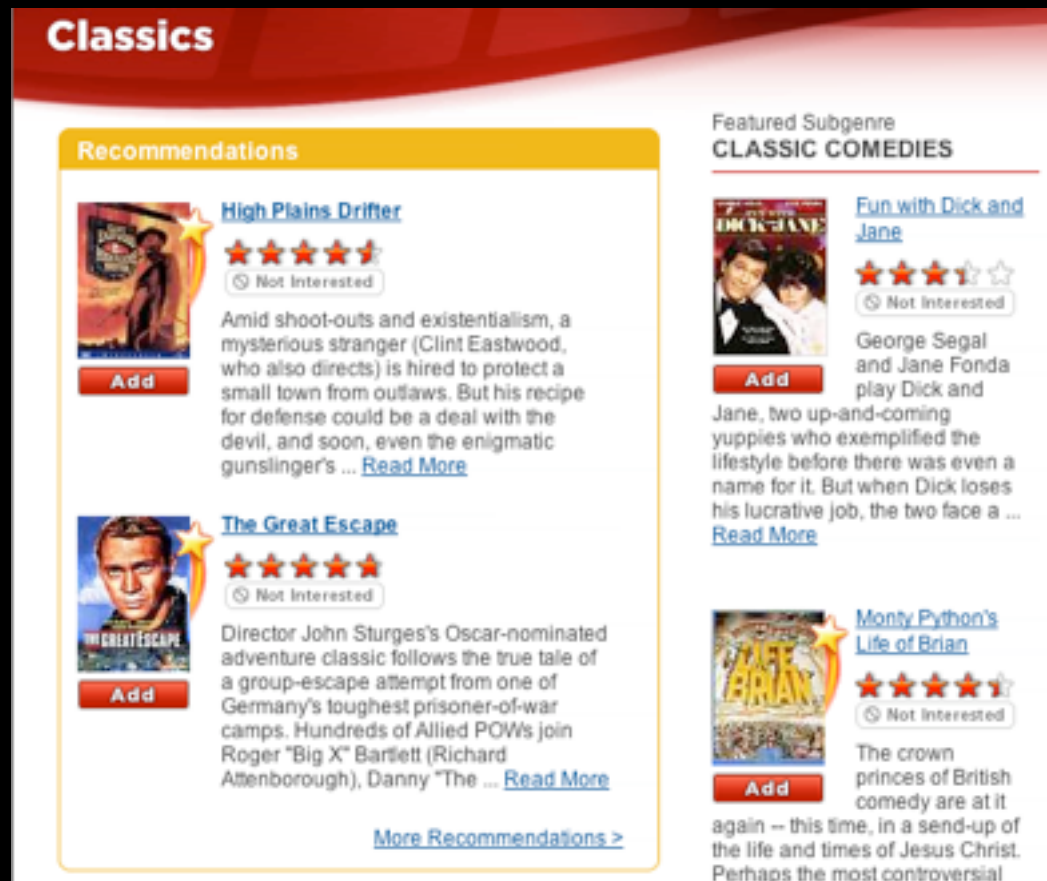
The Home Locator is a tool that helps you find the best location for your business.



anti-pattern. artificial construct.



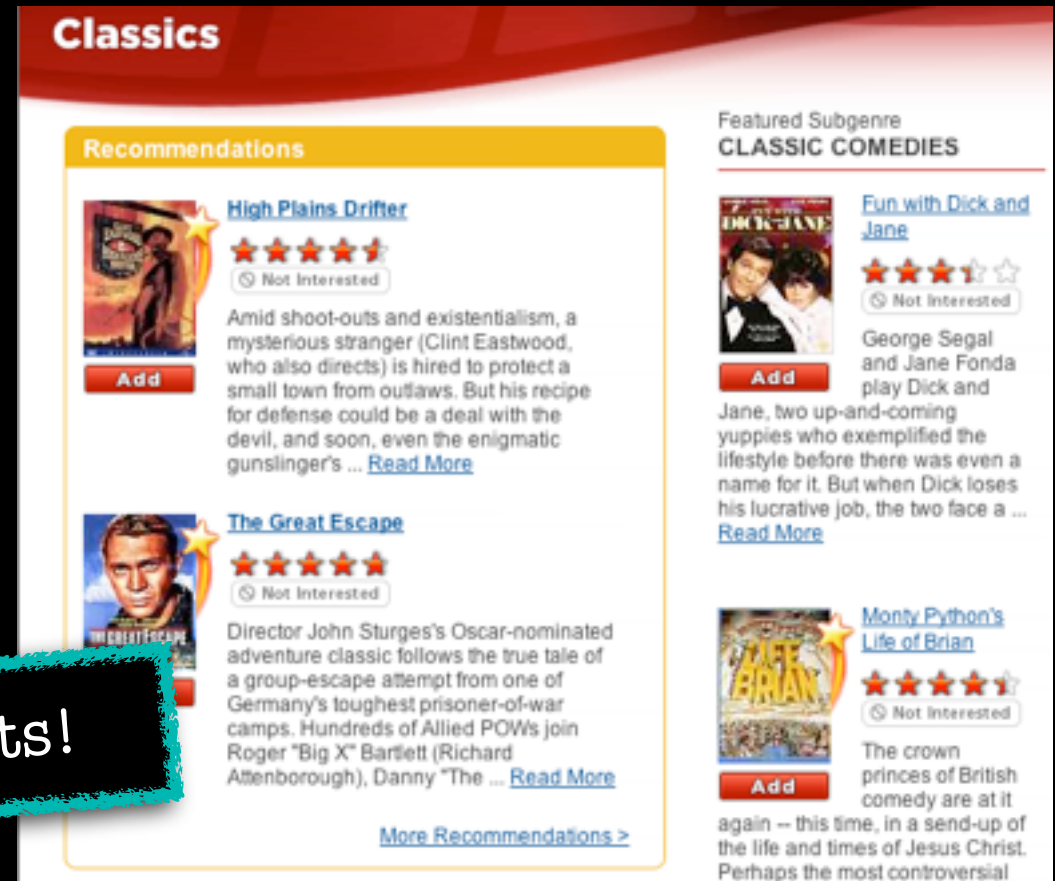
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Require a
light footprint.

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

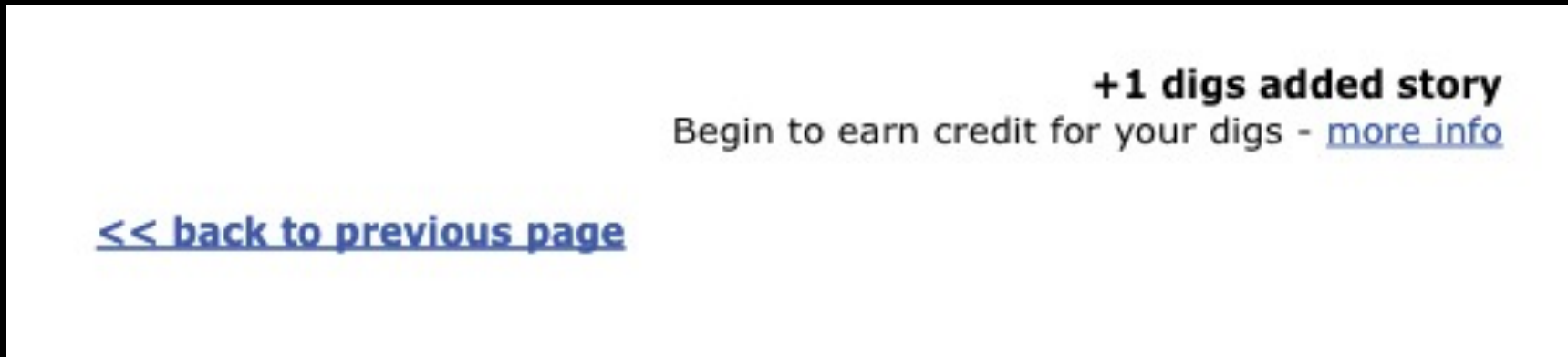
[IBM, AMD, Sony boost chip speeds by 24%](#)

"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."

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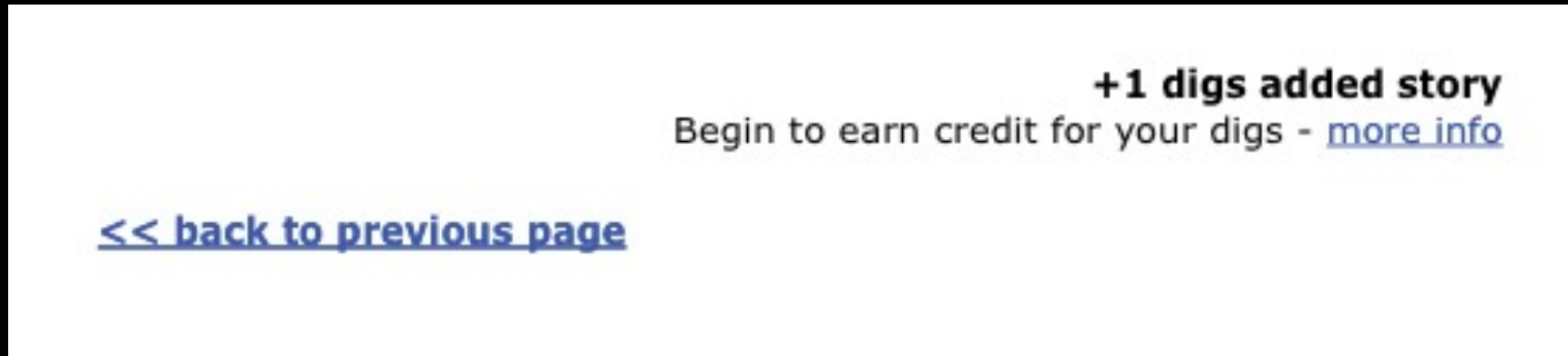
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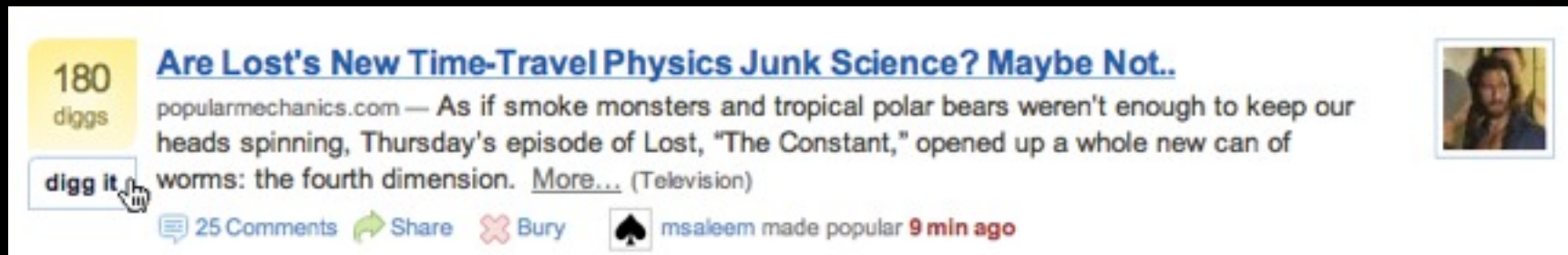


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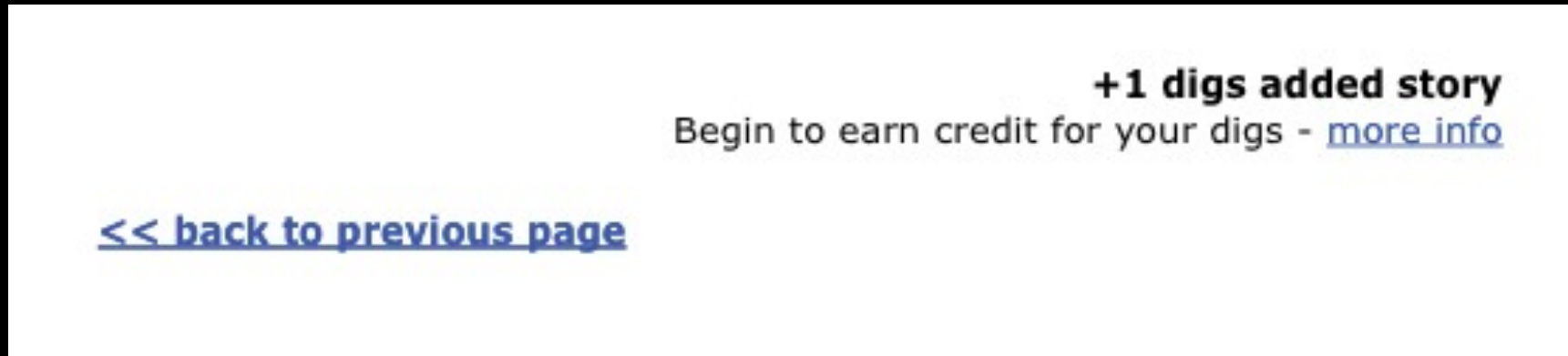


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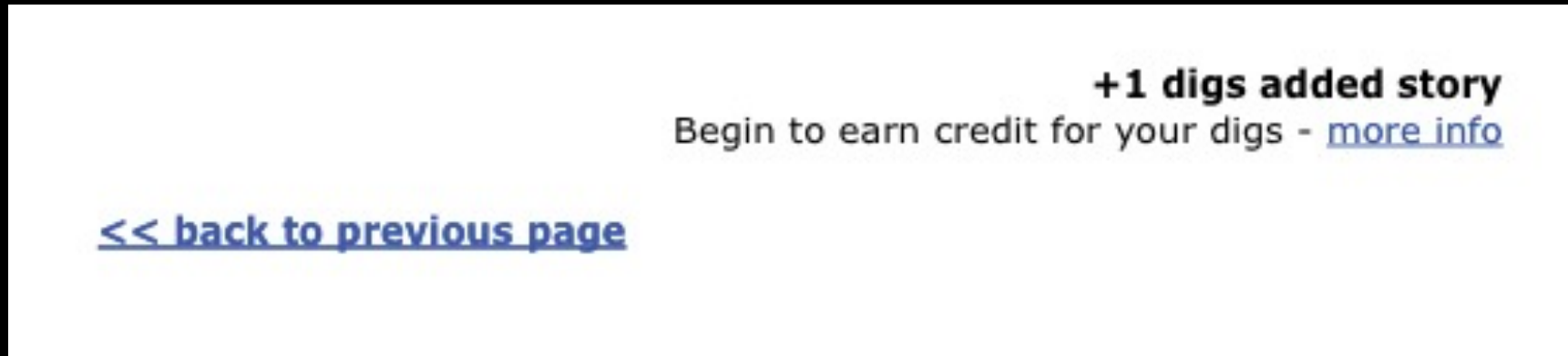


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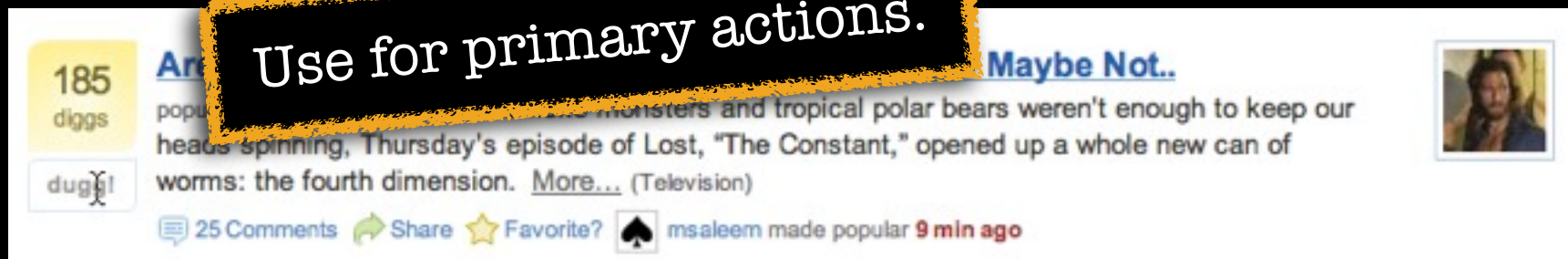


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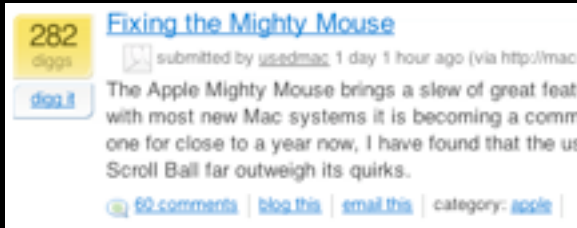
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[Fixing the Mighty Mouse](#)

 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



Add

High Plains Drifter

☒ ☒ ☒ ☒ ☒

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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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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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Fun with Dick and Jane

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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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Featured Subjects

CLASSIC COMEDIES

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★★★★☆
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The Critics:

B-

[14 reviews](#)

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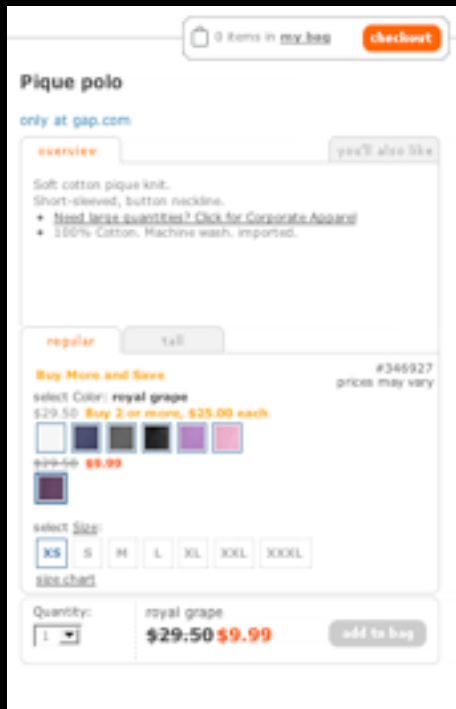
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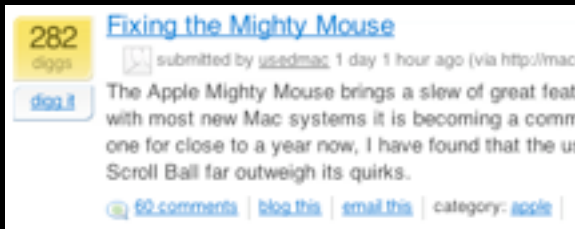
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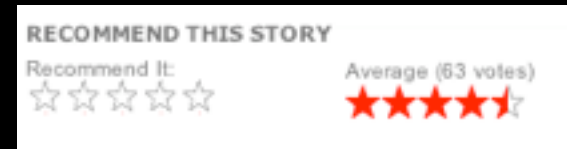
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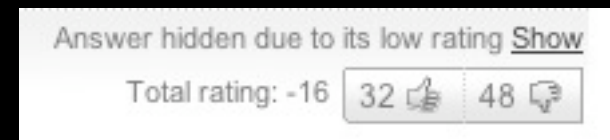


Use to reduce the “click weight.”

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



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<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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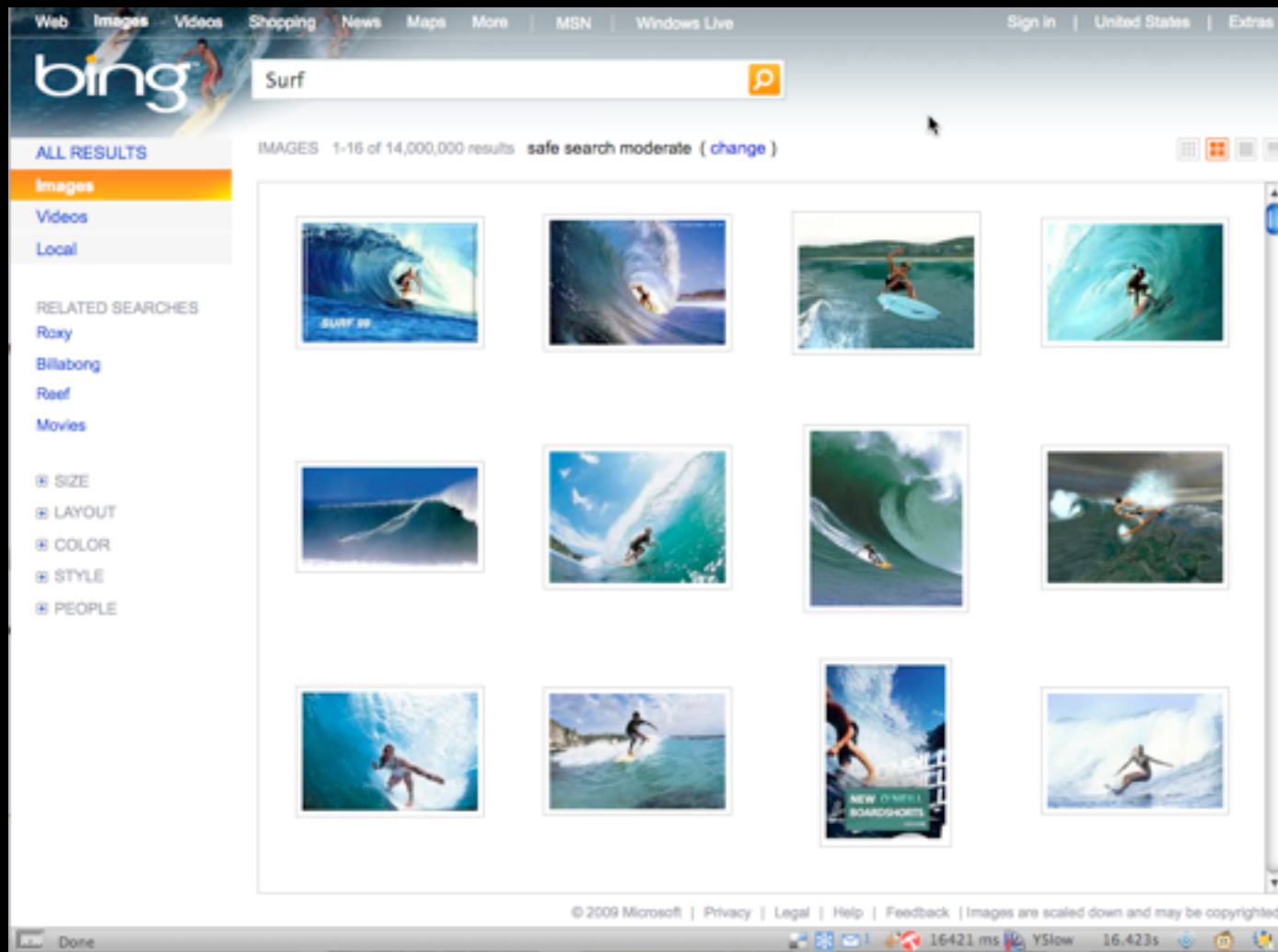


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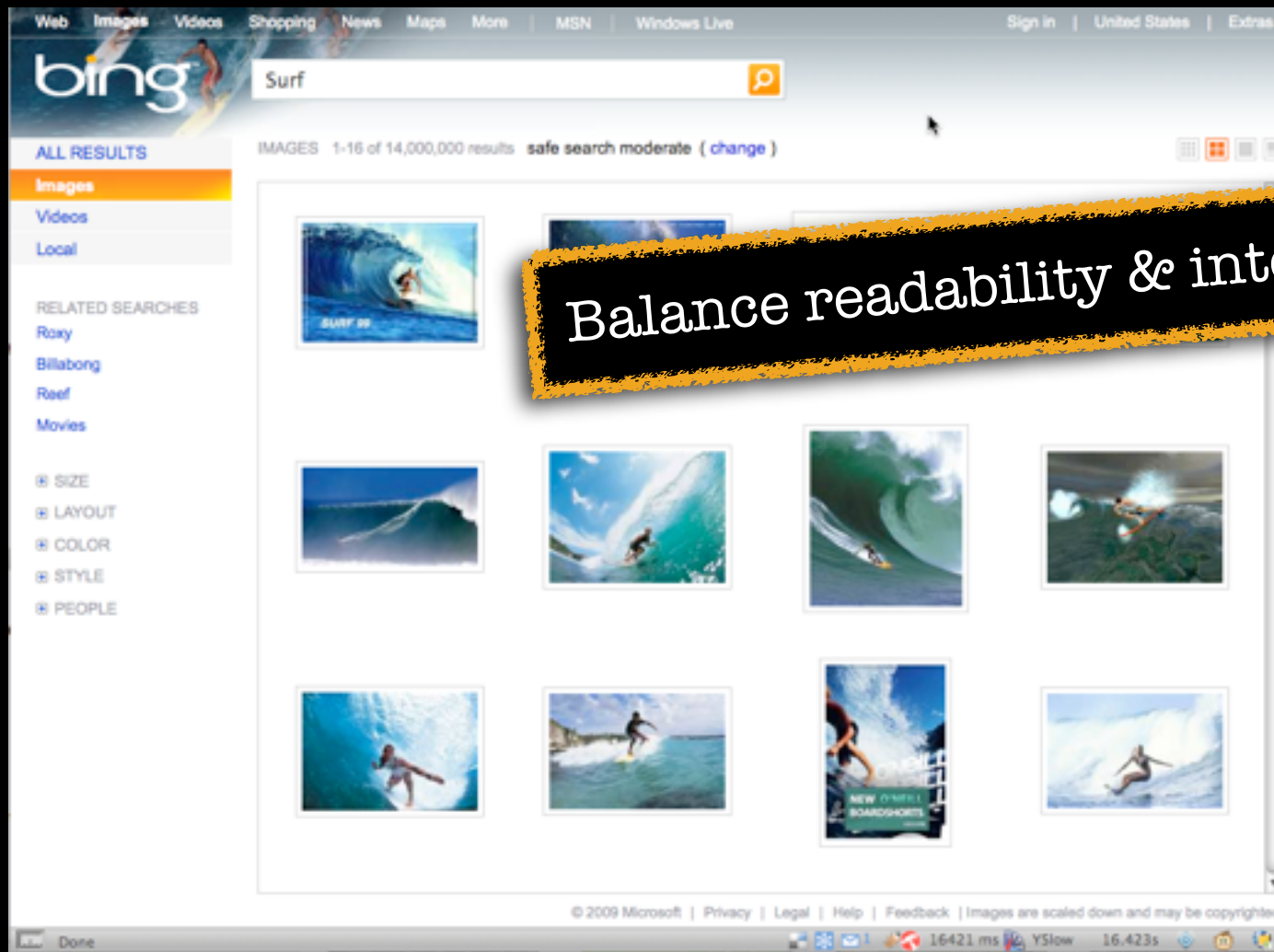
contextual tool actions. backpackit

Contextual Tools (overlay on hover)



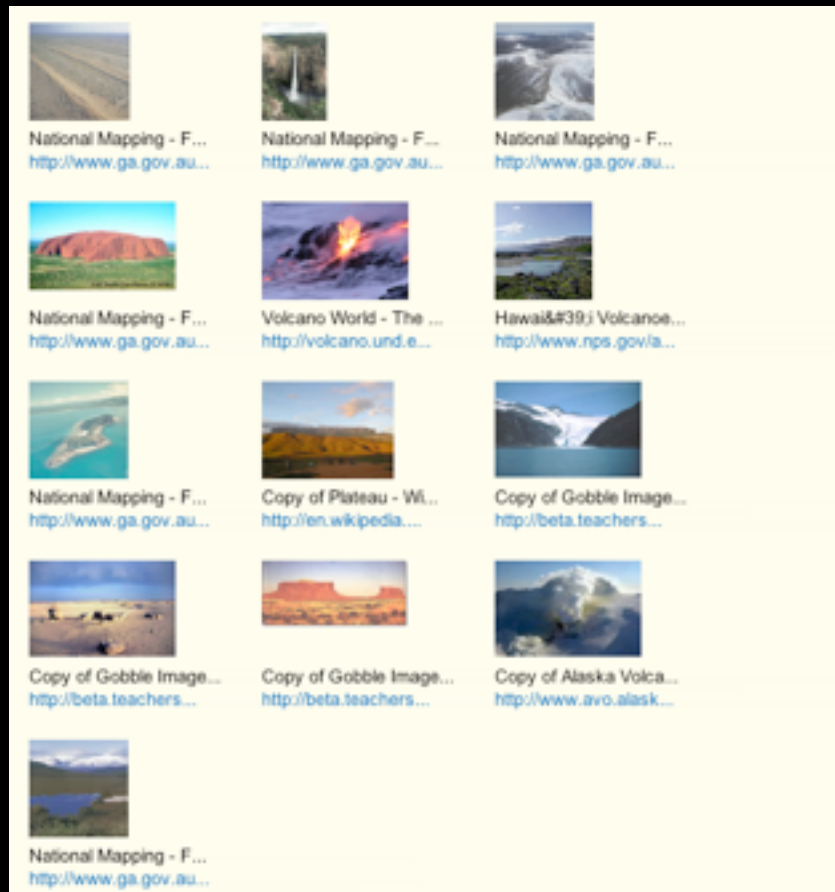
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Contextual Tools (overlay on hover)



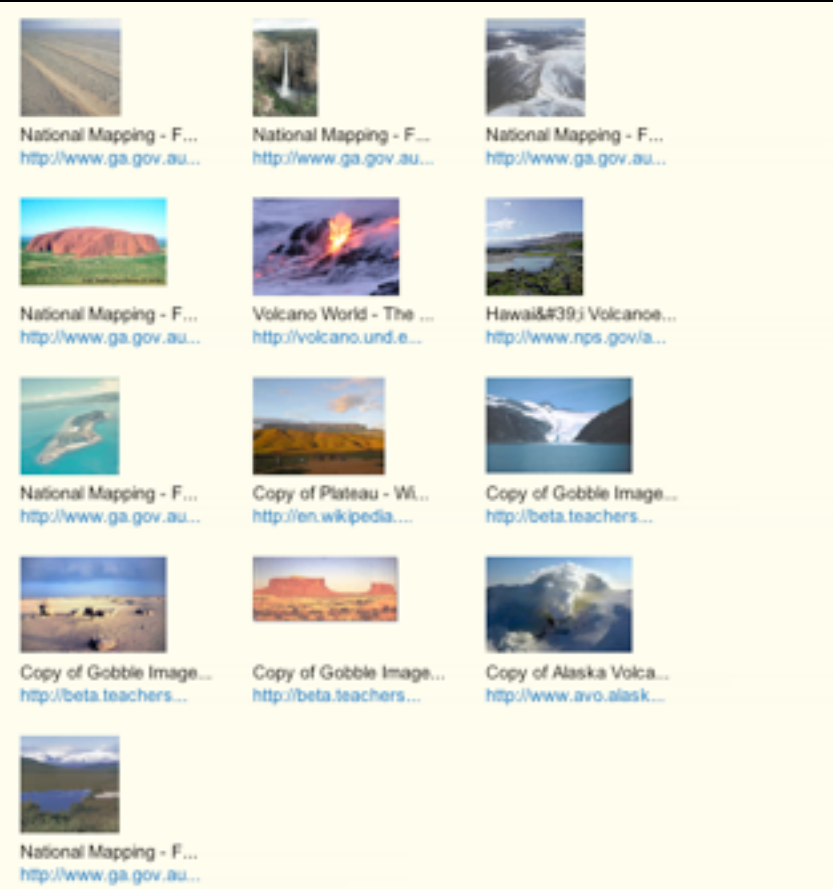
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Anti-Pattern: Hover & Cover



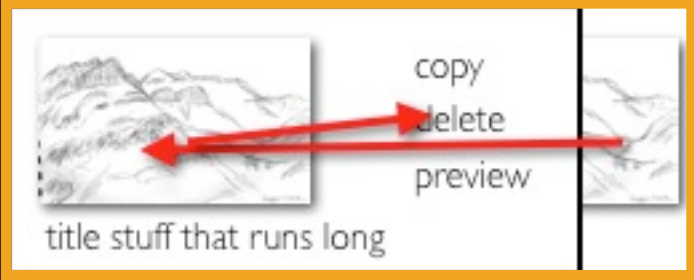
anti-pattern. hover & cover. yahoo! teachers

Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

	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		



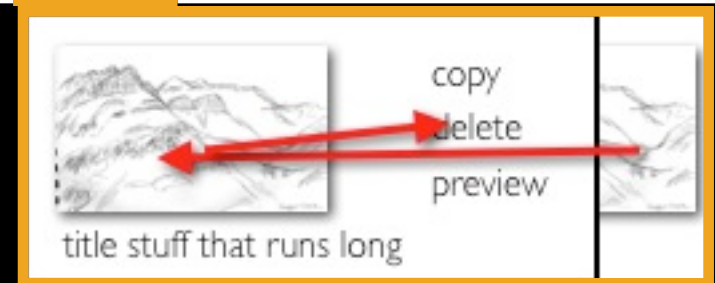
Anti-Pattern: Hover & Cover



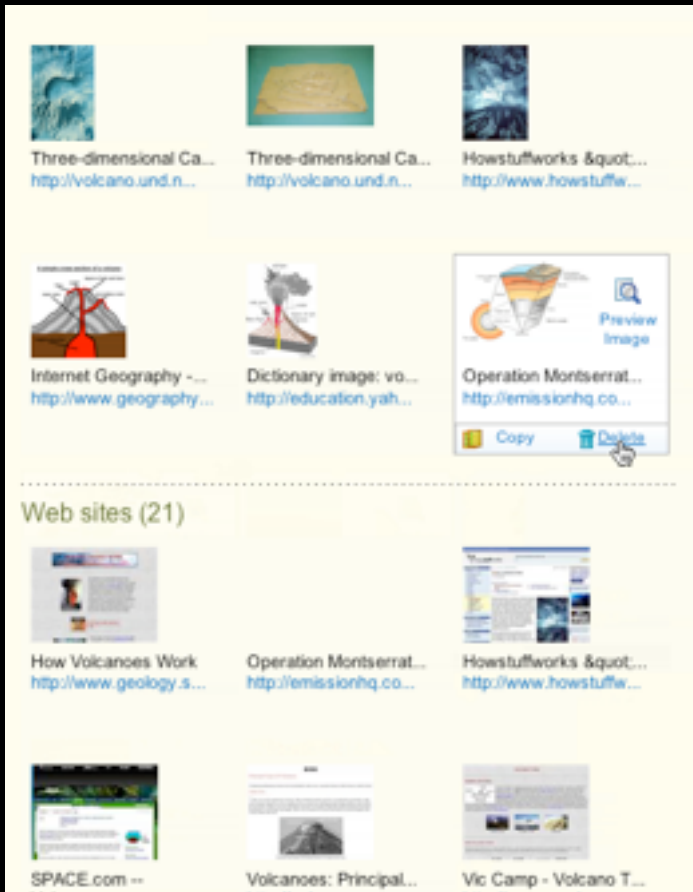
Don't obscure context or navigation.

	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

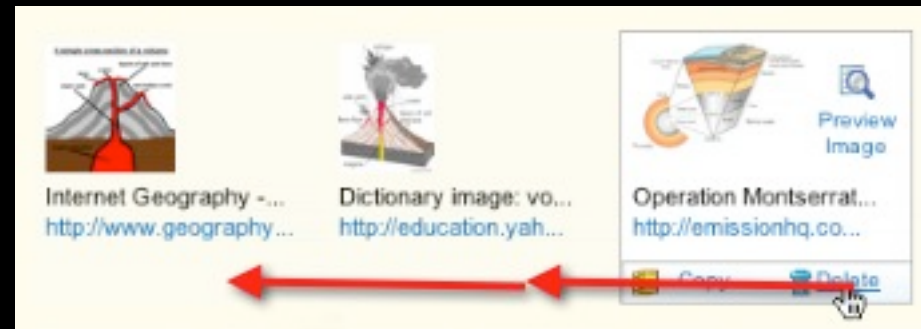
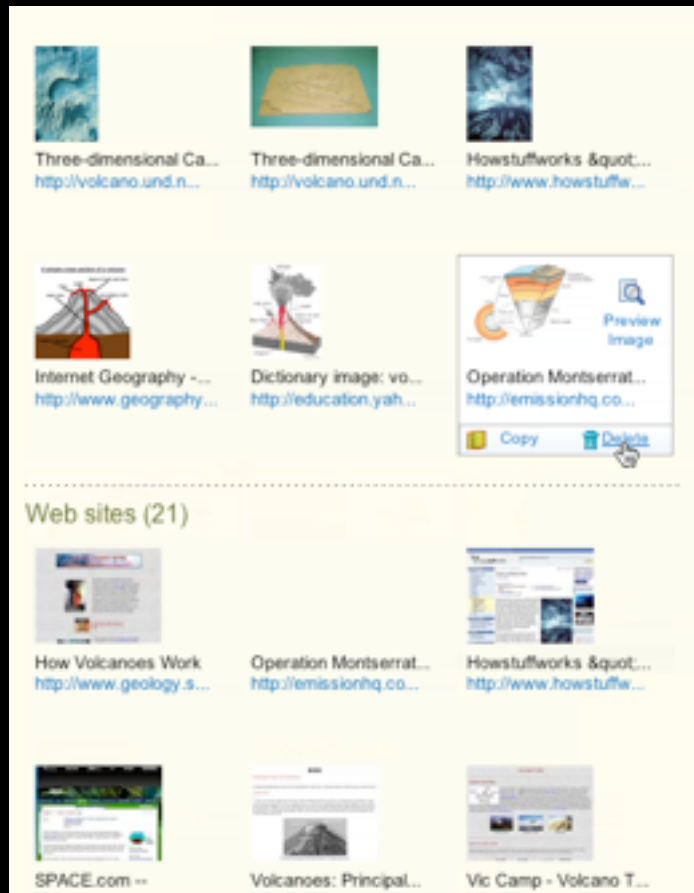


Hover & Cover Refactored



hover & cover resolved. y! teachers

Hover & Cover Refactored



hover & cover resolved. y! teachers



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.





BROWSE PRODUCTS



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6 CHEESE GIFTBOX



2 CHEESE SELECTION



new

4 CHEESE PLATTER



AGED AIREDALE



BRIE



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CREAMY HAVARTI



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DUNTRON

FARMHOUSE

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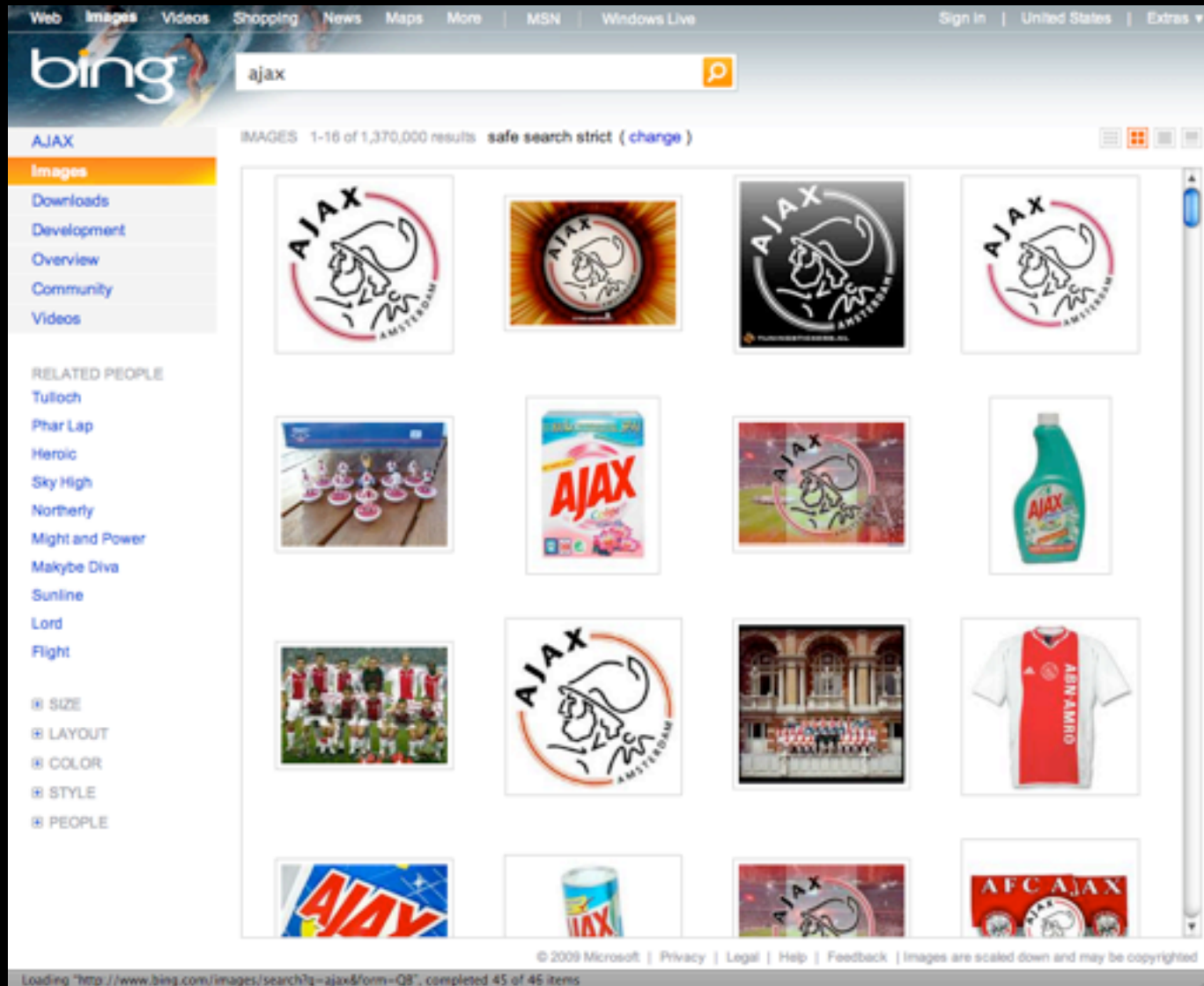
DUNTRON

FARMHOUSE

FUCHSIA CREEK FETA

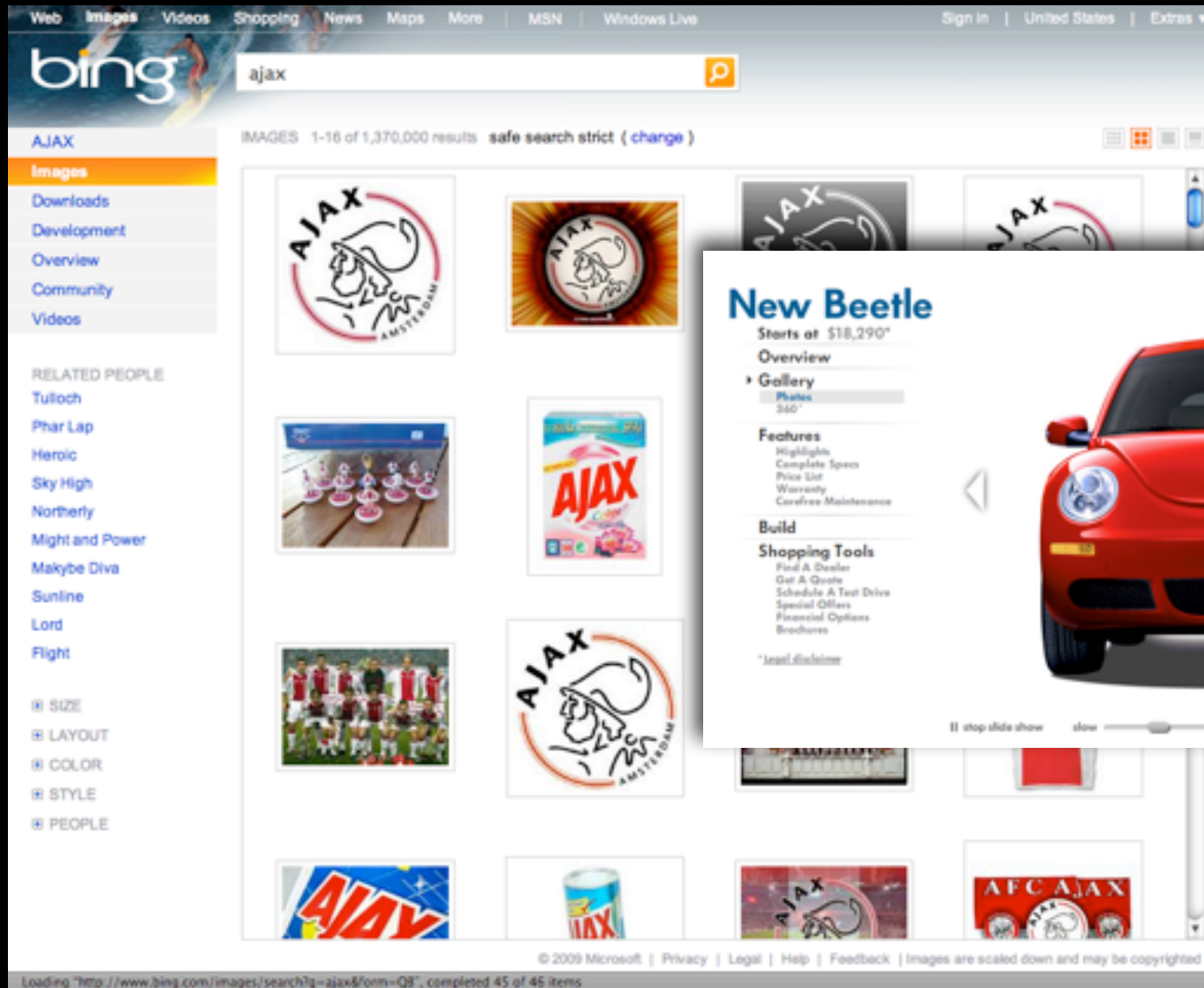
HALLOUMI

Virtual Space



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

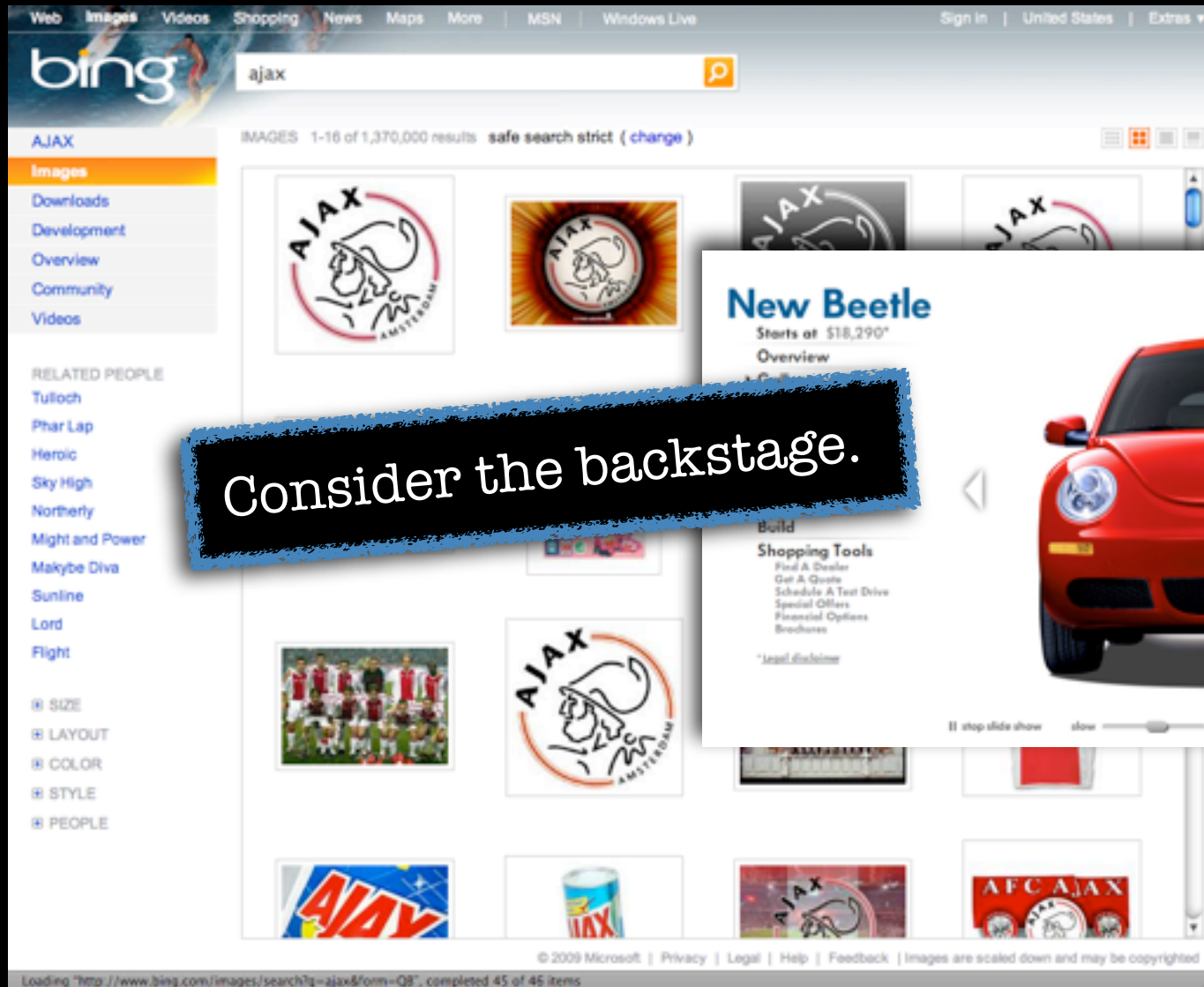
Virtual Space



carousel. paging. gallery. bing.com

endless scrolling. bing.com

Virtual Space



Consider the backstage.

carousel. paging. gallery. bing.com

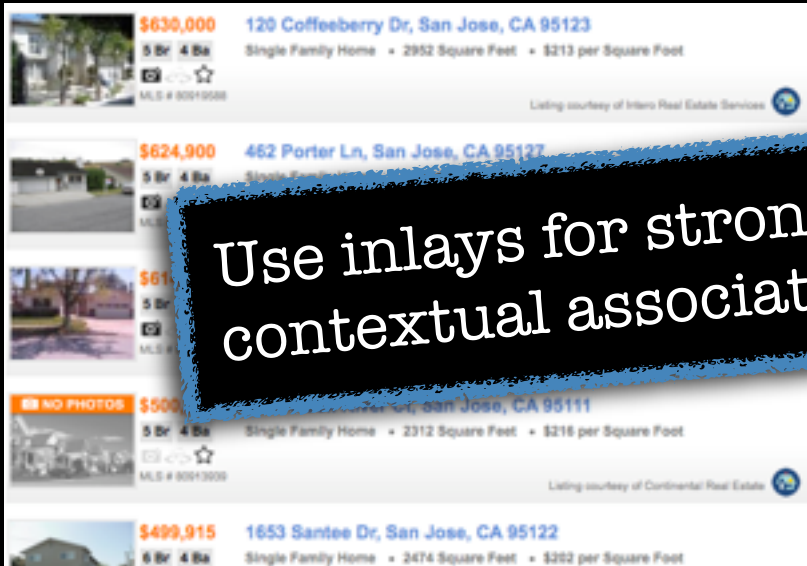
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Inlays

 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

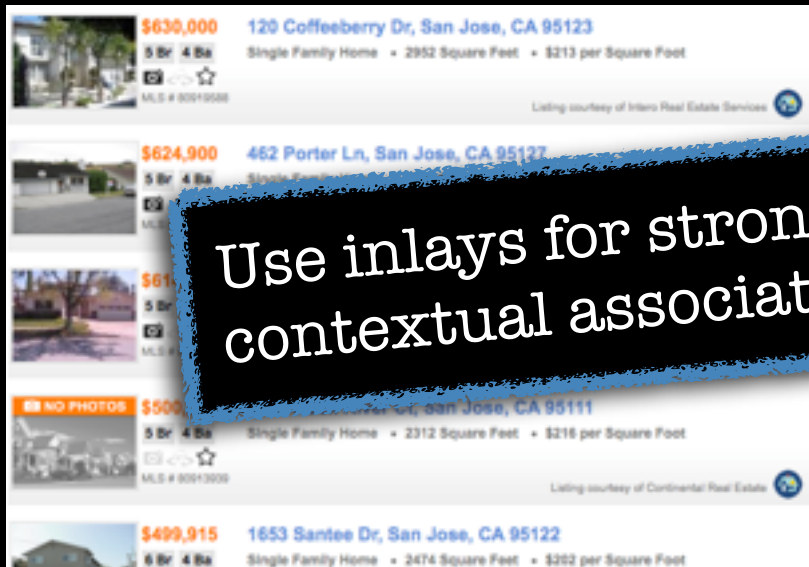
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Inlays

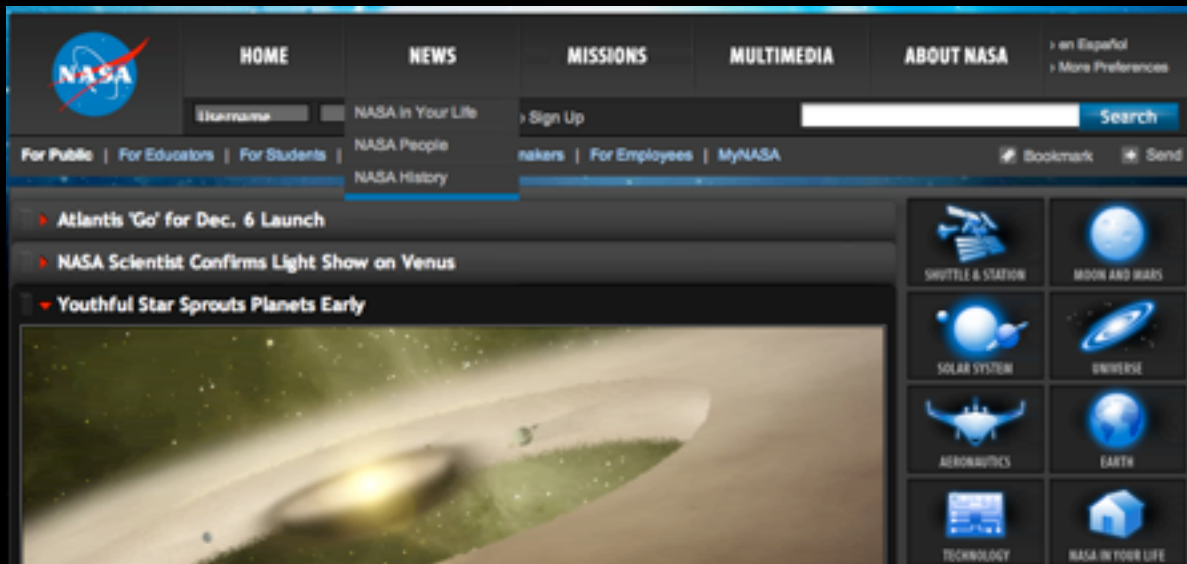


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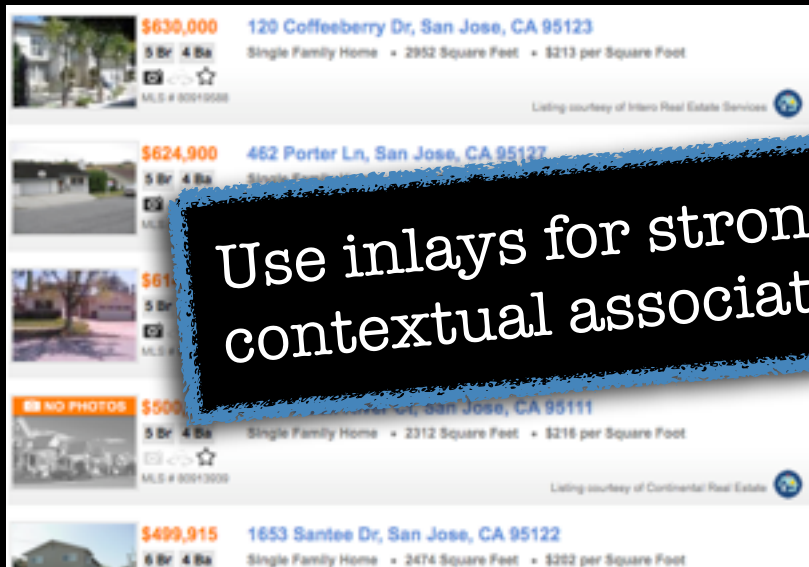


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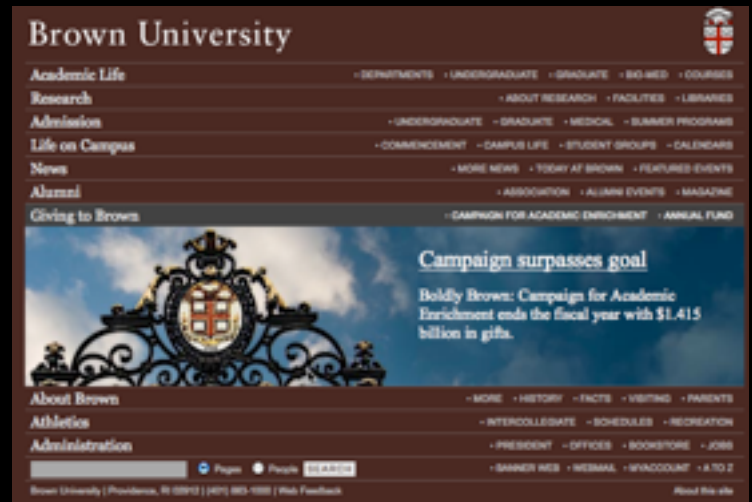
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Inlays

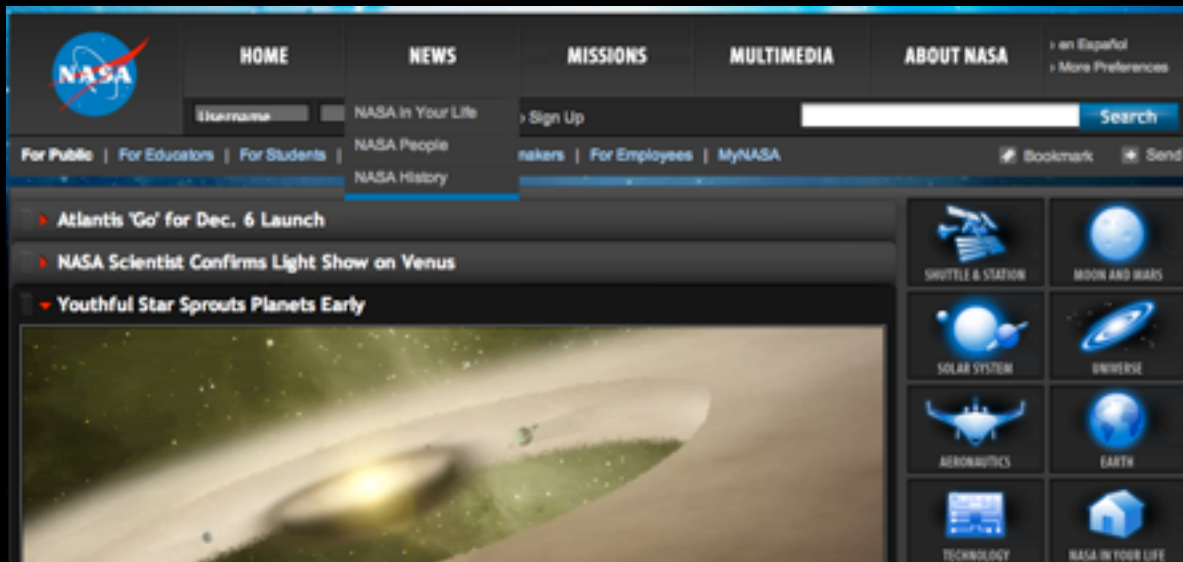


Use inlays for strong contextual association.

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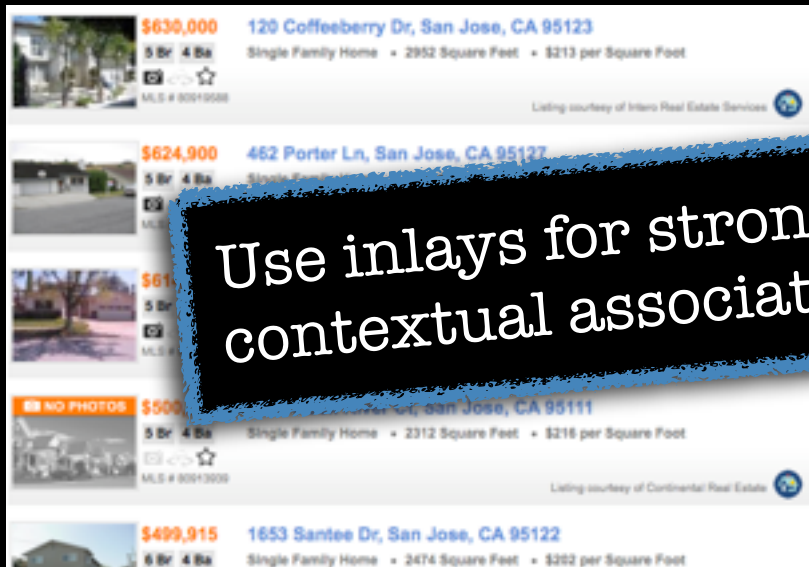


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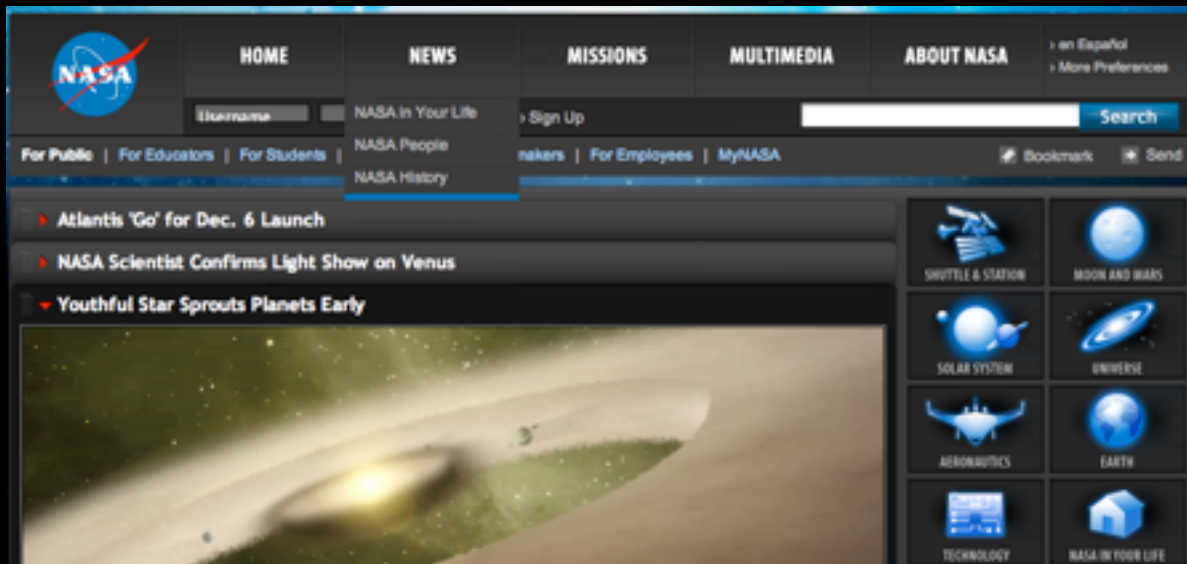


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Inlays



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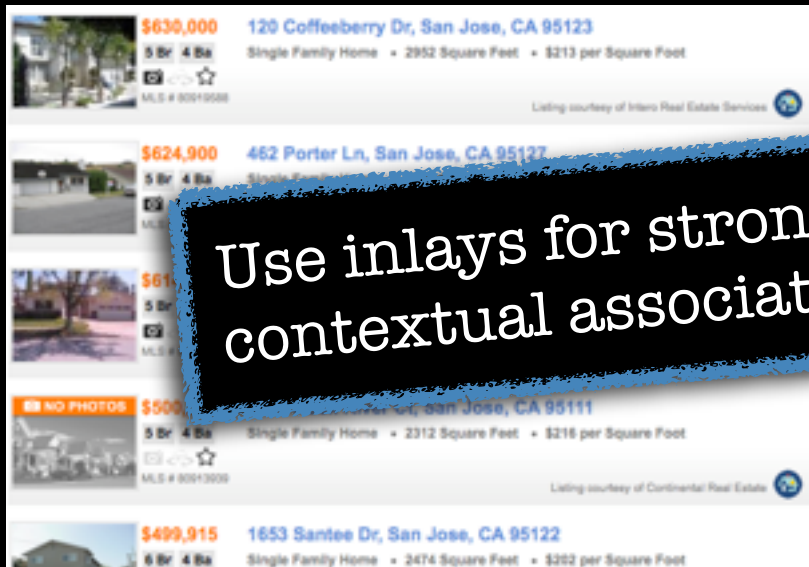


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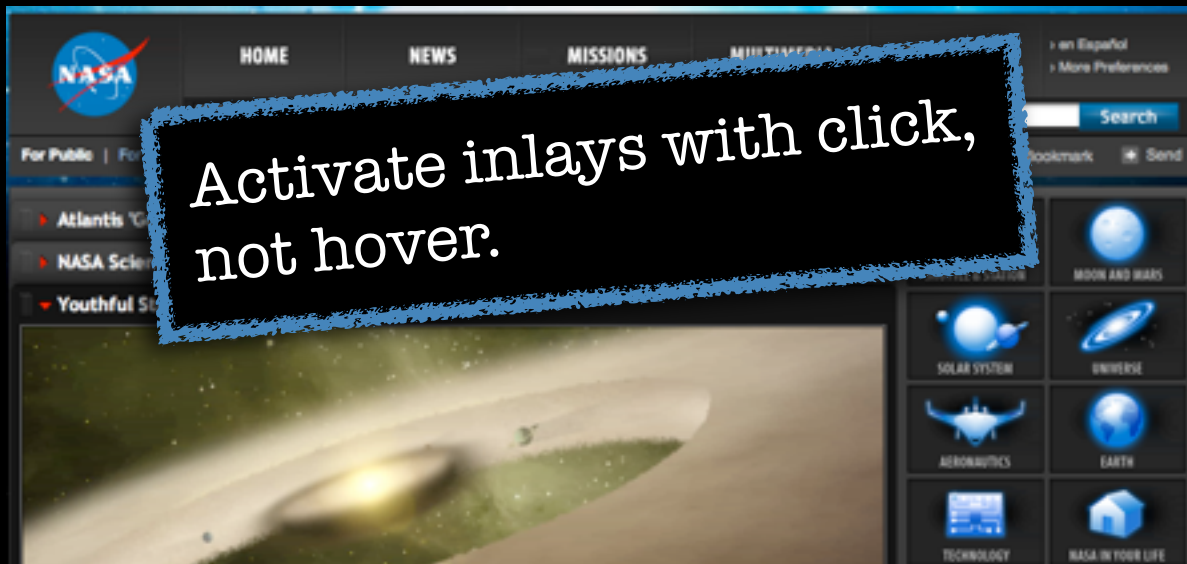
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Inlays



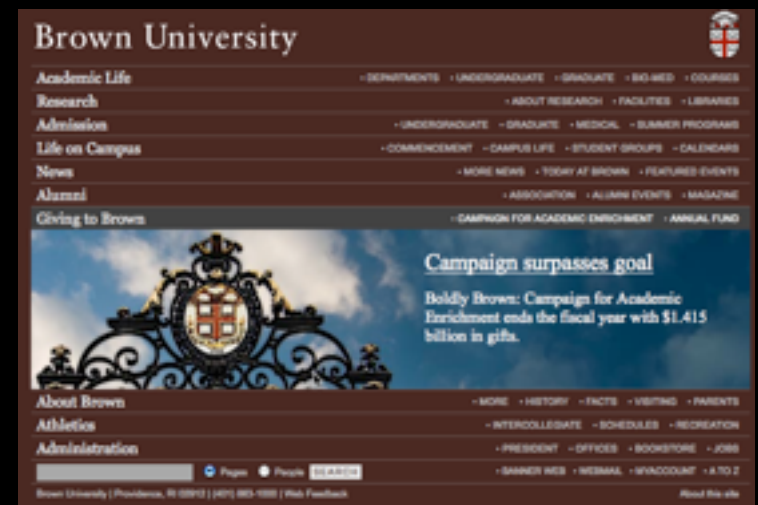
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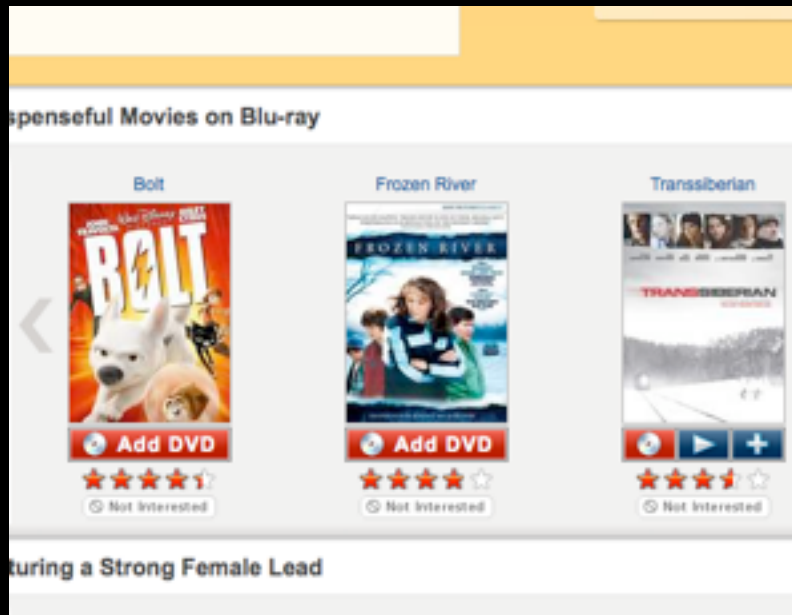


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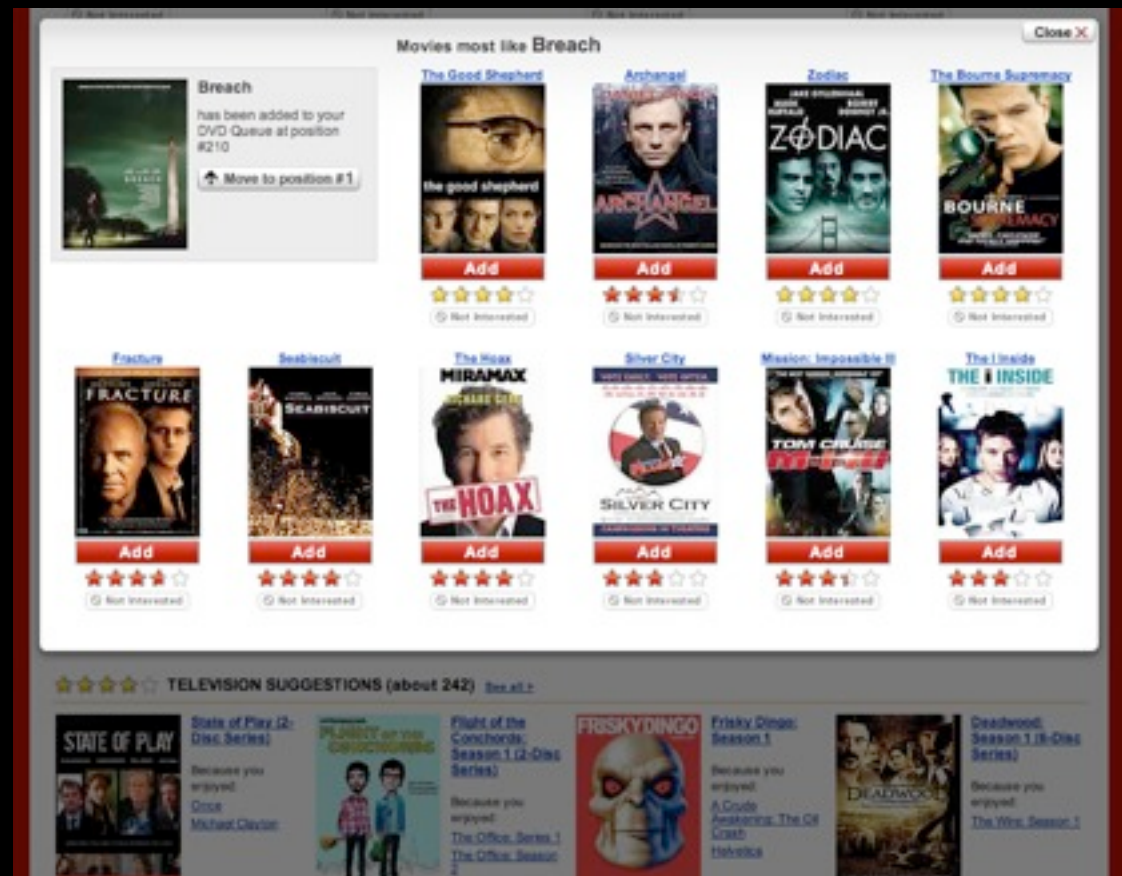


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Overlays



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hover dialog. netflix.com

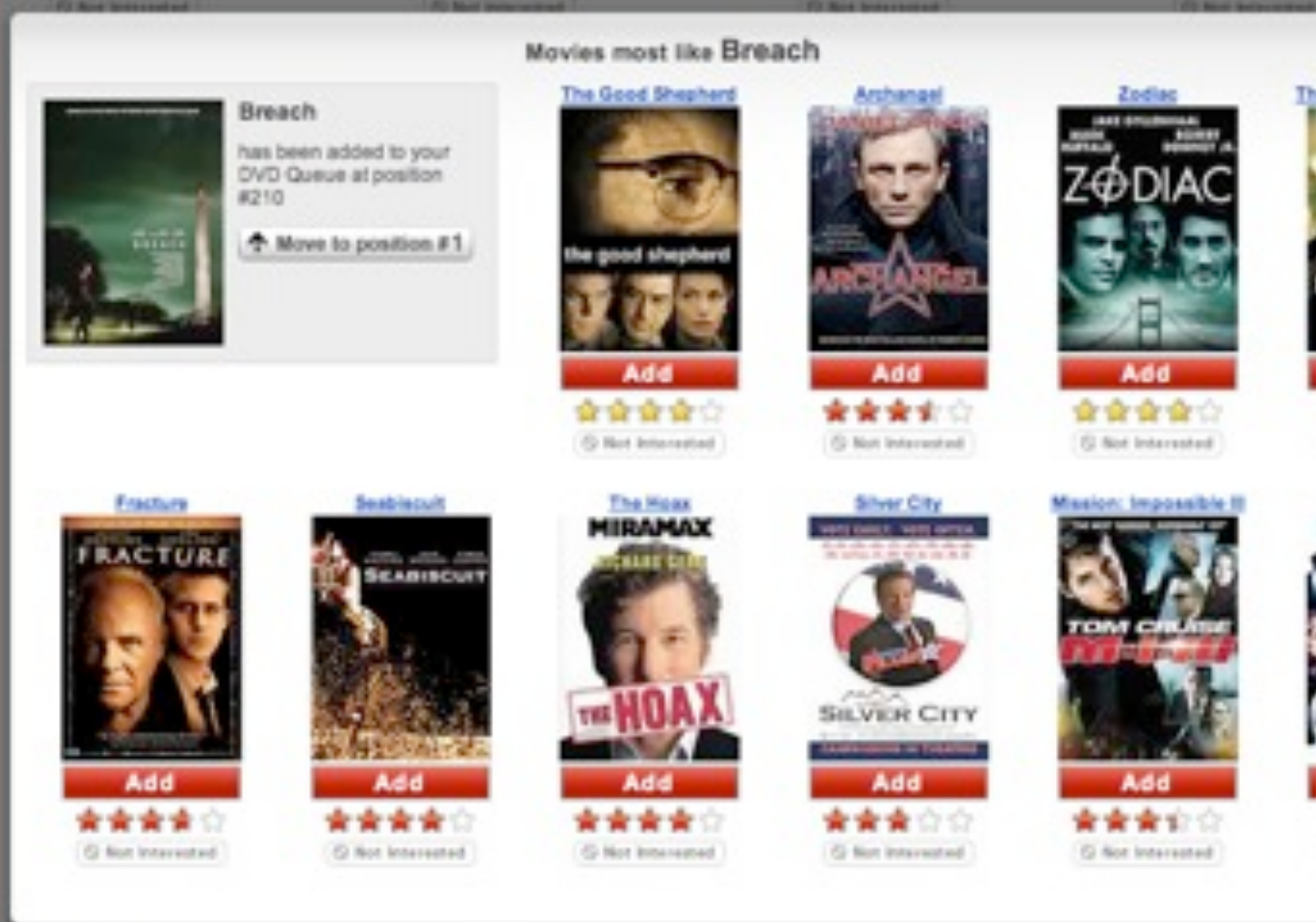
Overlays

Expensive Movies on Blu-ray

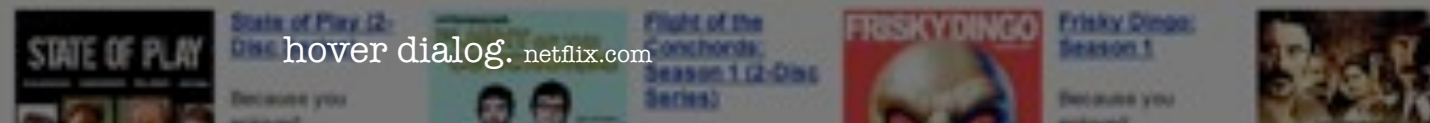


Featuring a Strong Female Lead

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TELEVISION SUGGESTIONS (about 242) See all >



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Expensive Movies on Blu-ray



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Breach

has been added to your
DVD Queue at position
#210

Move to position #1



Add



Add



Add



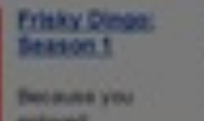
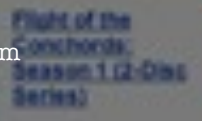
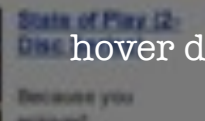
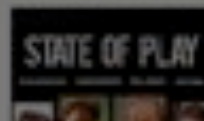
Add



Add



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

hover dialog. netflix.com

Overlays

Wait 1/2 second to
activate hover details.

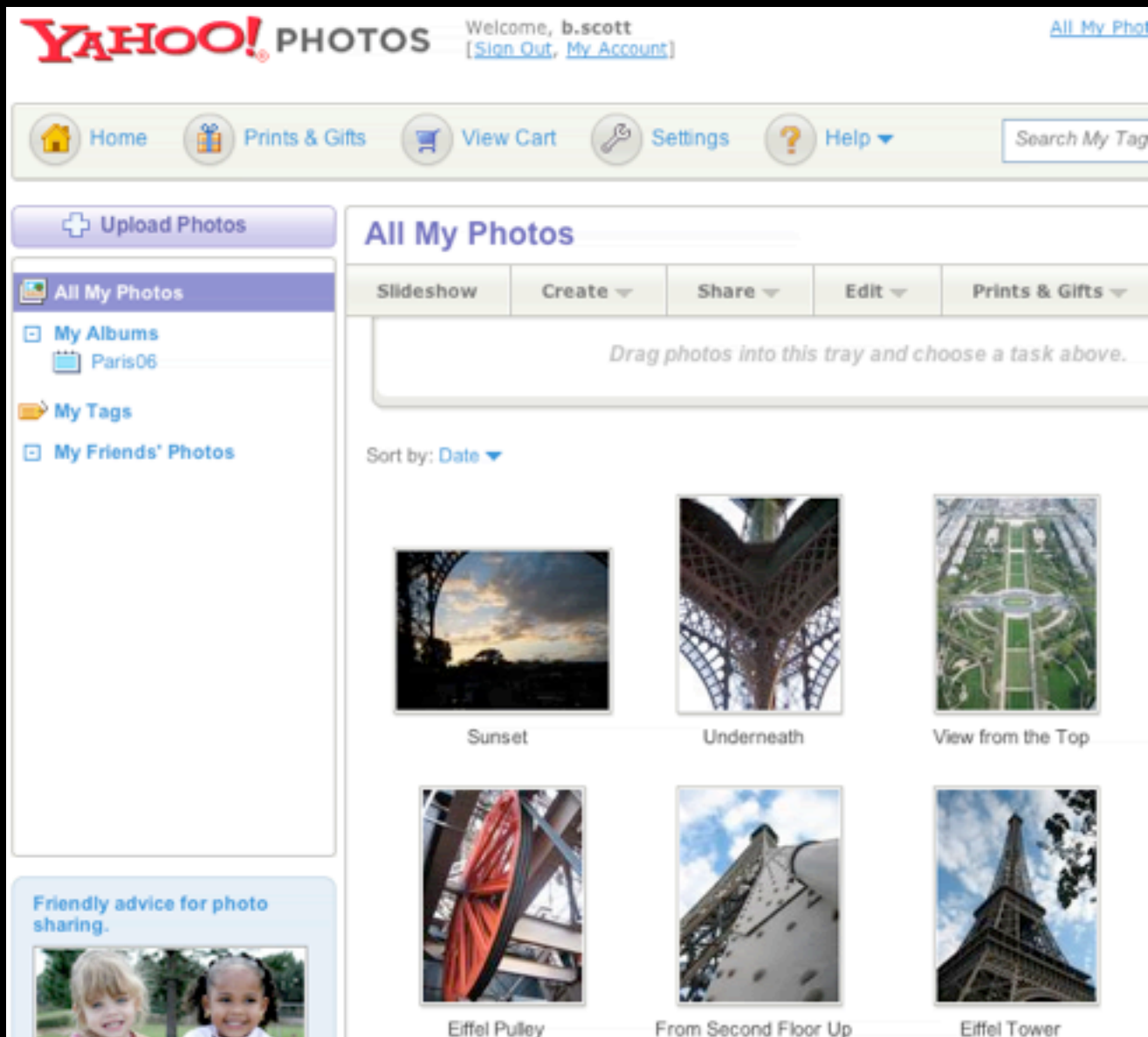
Immediately
deactivate hover
details on mouse exit.

hover details. netflix.com

Change context or capture
flow in overlay dialog.

hover dialog. netflix.com

Anti-Pattern: Idiot Boxes



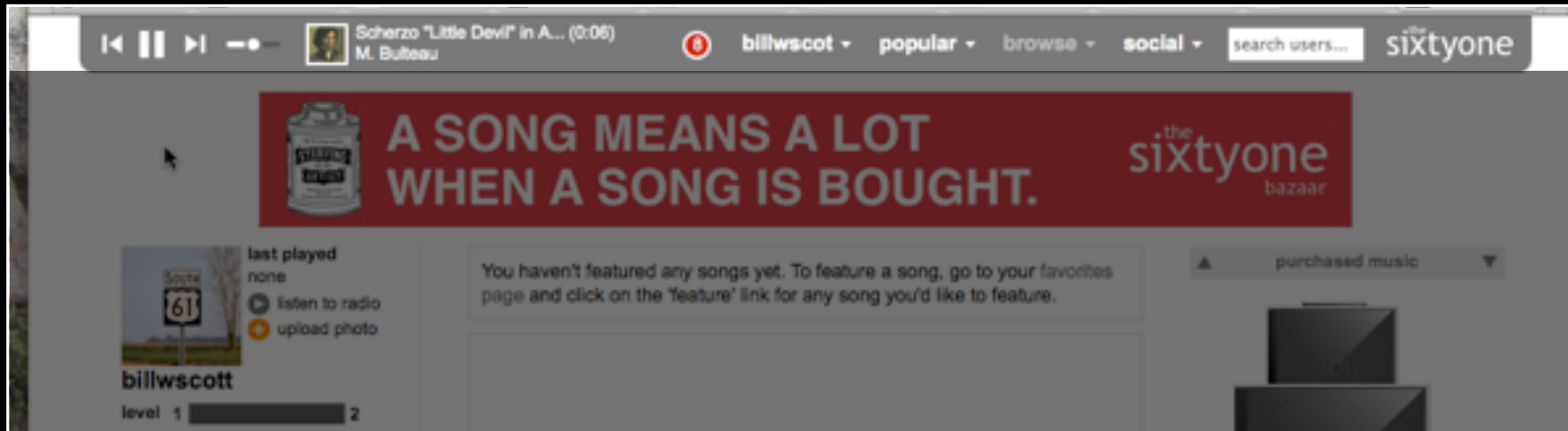
anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes



anti-pattern. idiot box. yahoo! photos

Nav Bars: Seamless Context



nav status bar. thesixtyone.com

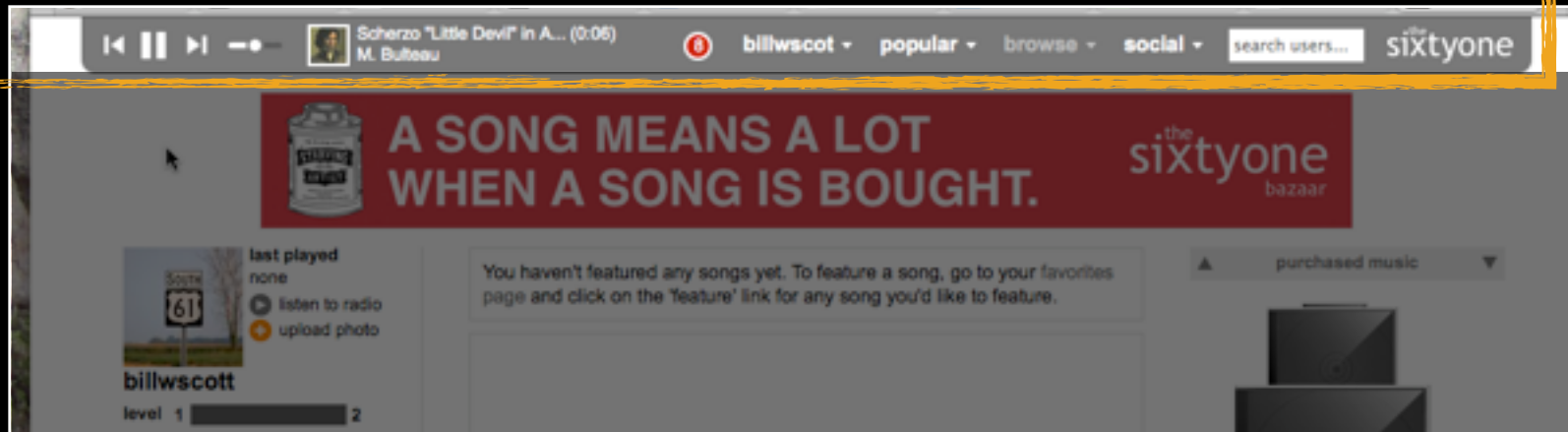


nav status bar. facebook.com

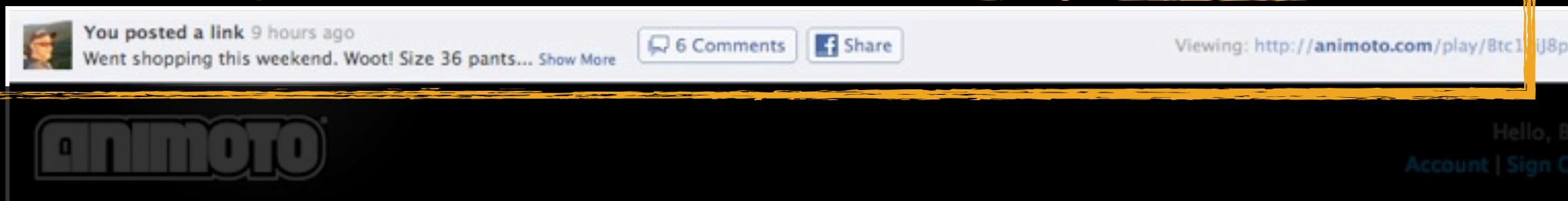
nav status bar. digg.com



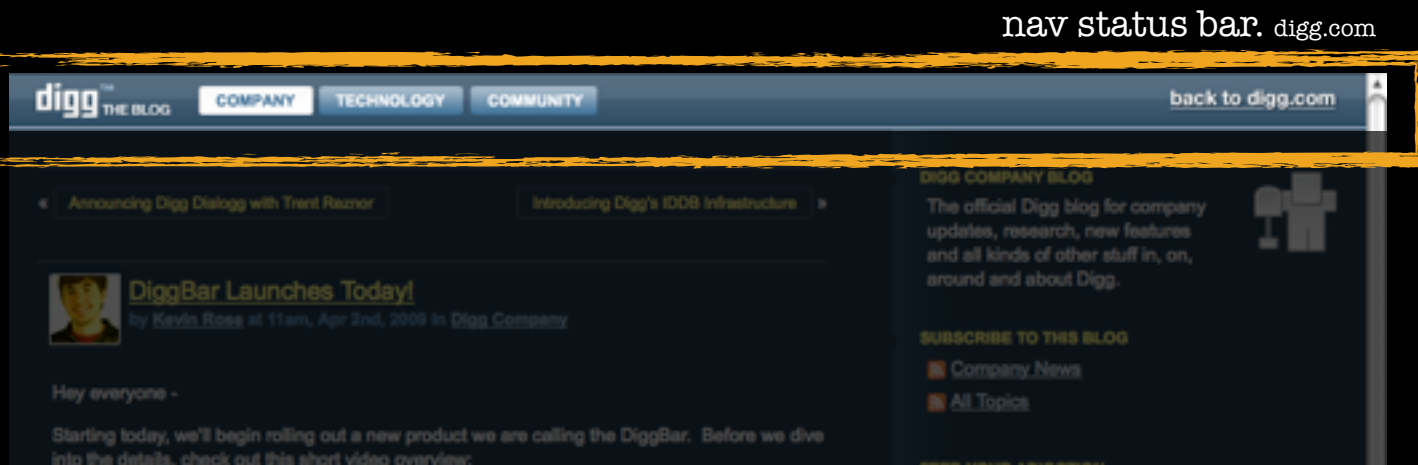
Nav Bars: Seamless Context



nav status bar. thesixtyone.com

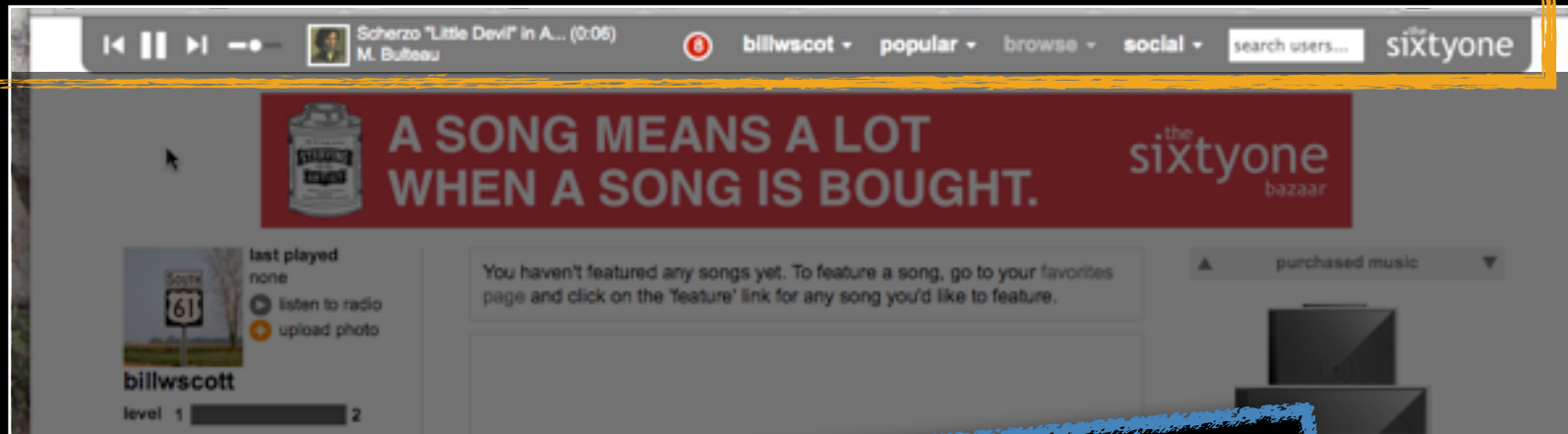


nav status bar. facebook.com



nav status bar. digg.com

Nav Bars: Seamless Context



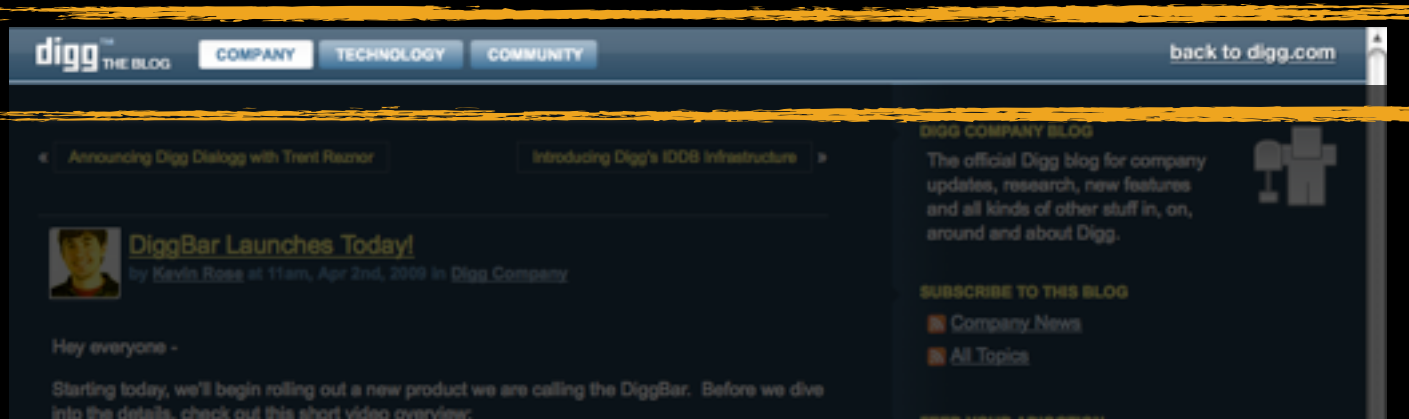
bar. thesixtyone.com

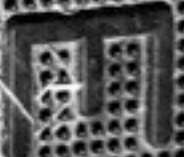
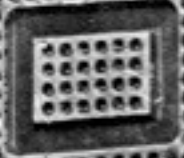
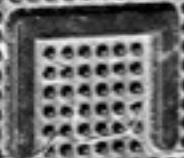
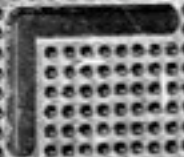
Maintain context across pages.



nav status bar. facebook.com

nav status bar. digg.com





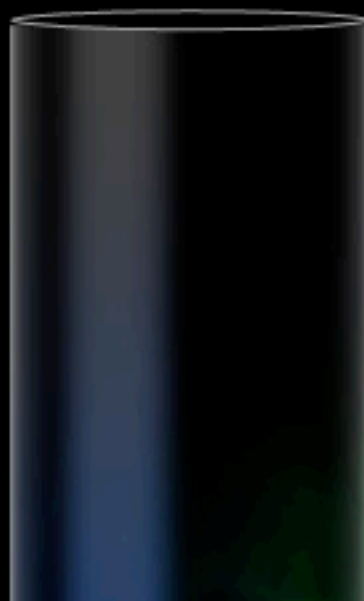
Invite interaction.

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

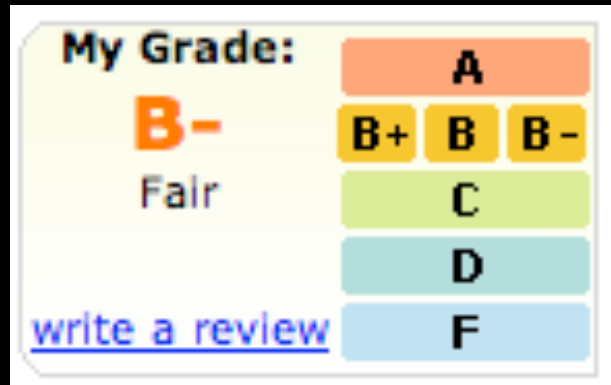
"You should follow me on twitter here."

12.81%

Use a clear call to action.

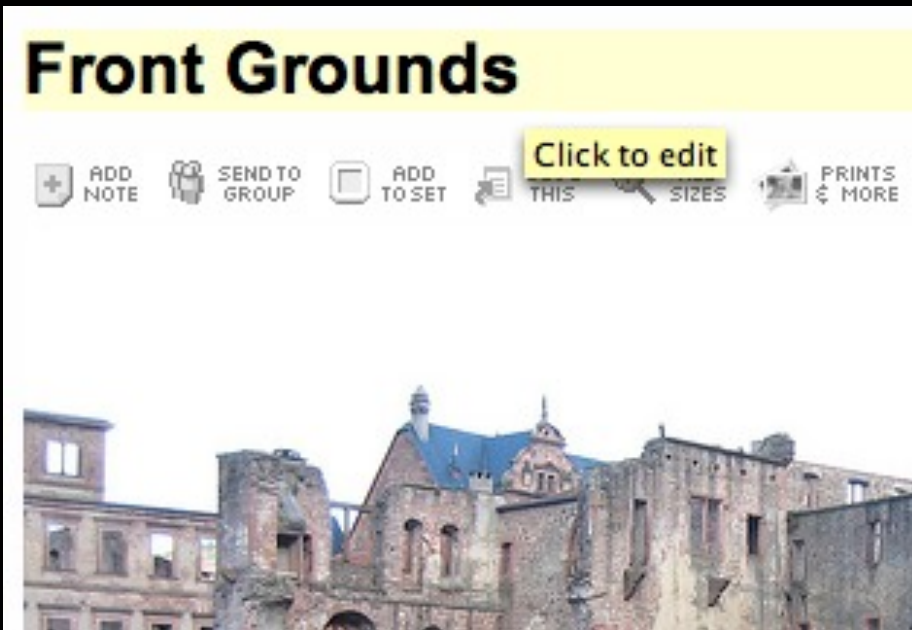
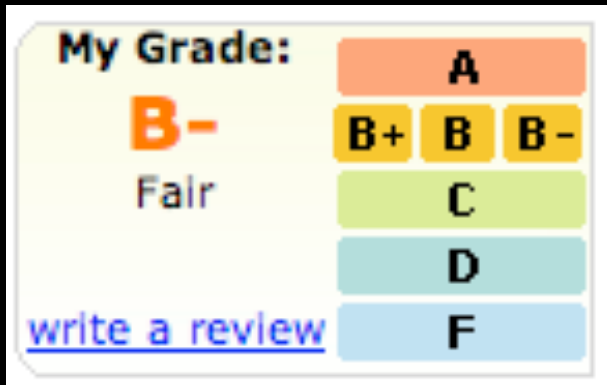
Hover Invitations

hover invitation. y!movies



Hover Invitations

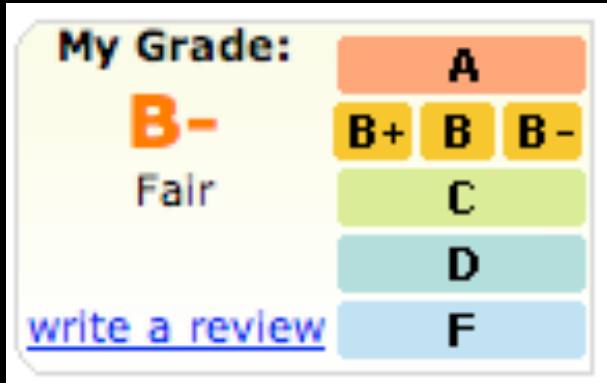
hover invitation. y!movies



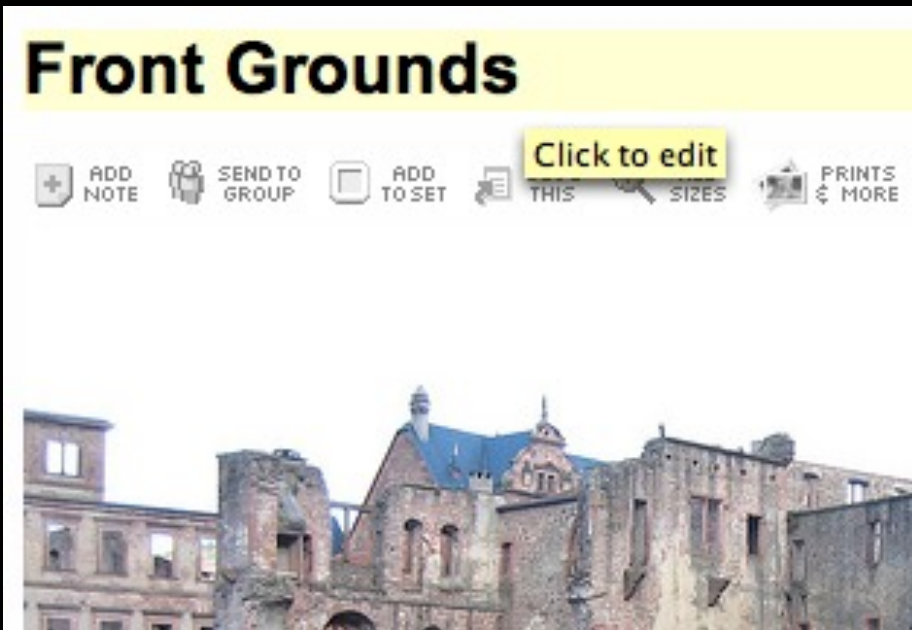
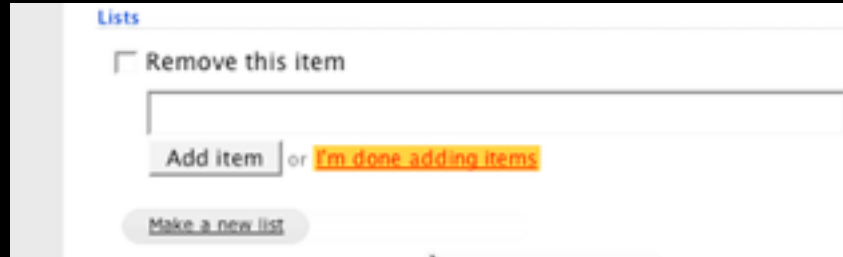
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



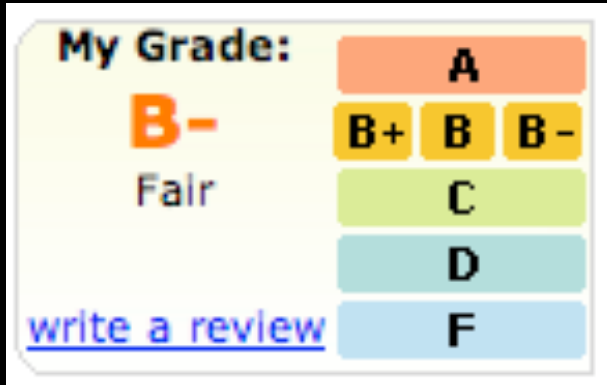
hover & tool invitation. backpackit



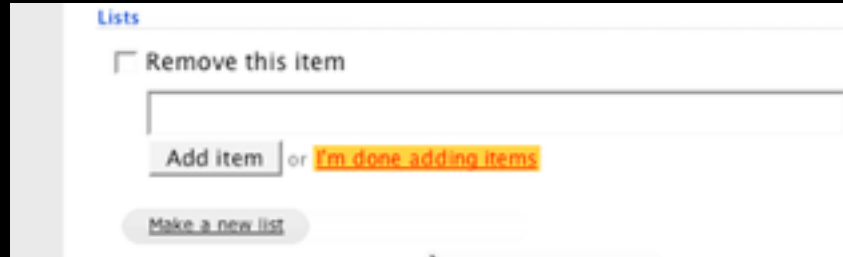
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



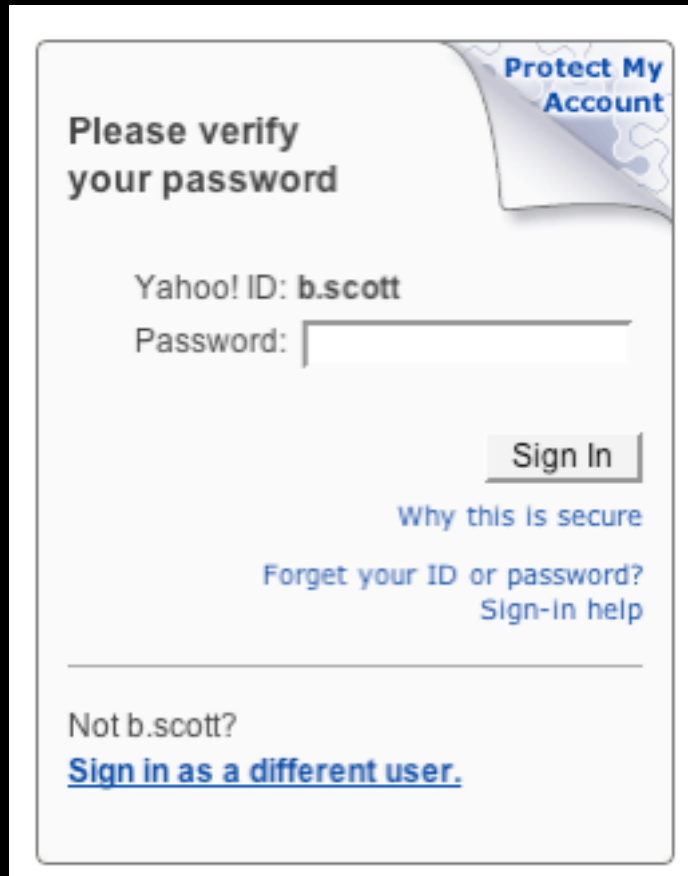
hover & tool invitation. backpackit



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 blue underlined link "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?](#)

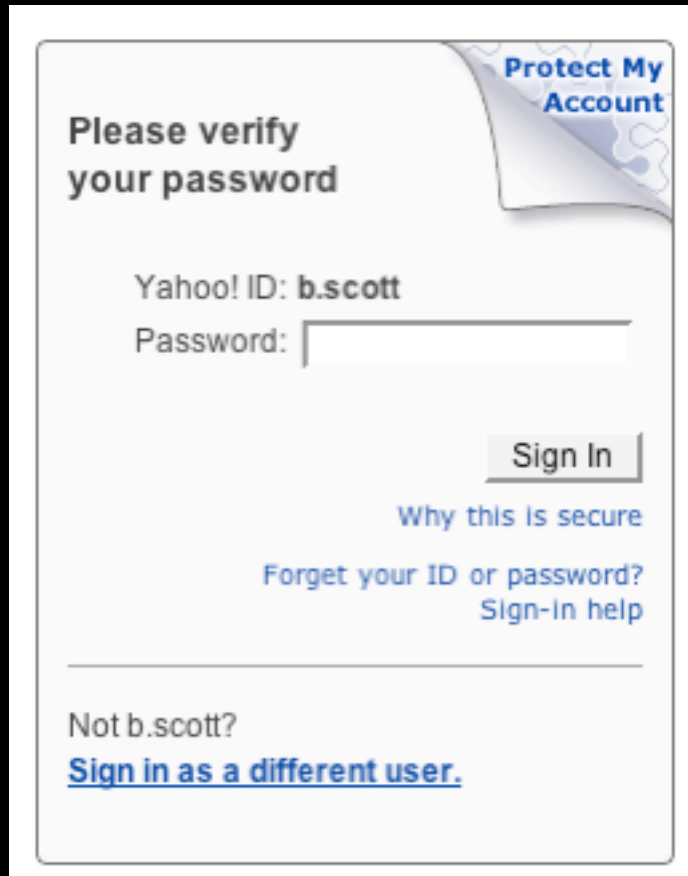
[Sign-In help](#)

Not b.scott?

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

dog-ear invitation. login.yahoo.com

Blank Slate Invitation



Please verify your password

Protect My Account

Yahoo! ID: **b.scott**

Password:

Sign In

[Why this is secure](#)

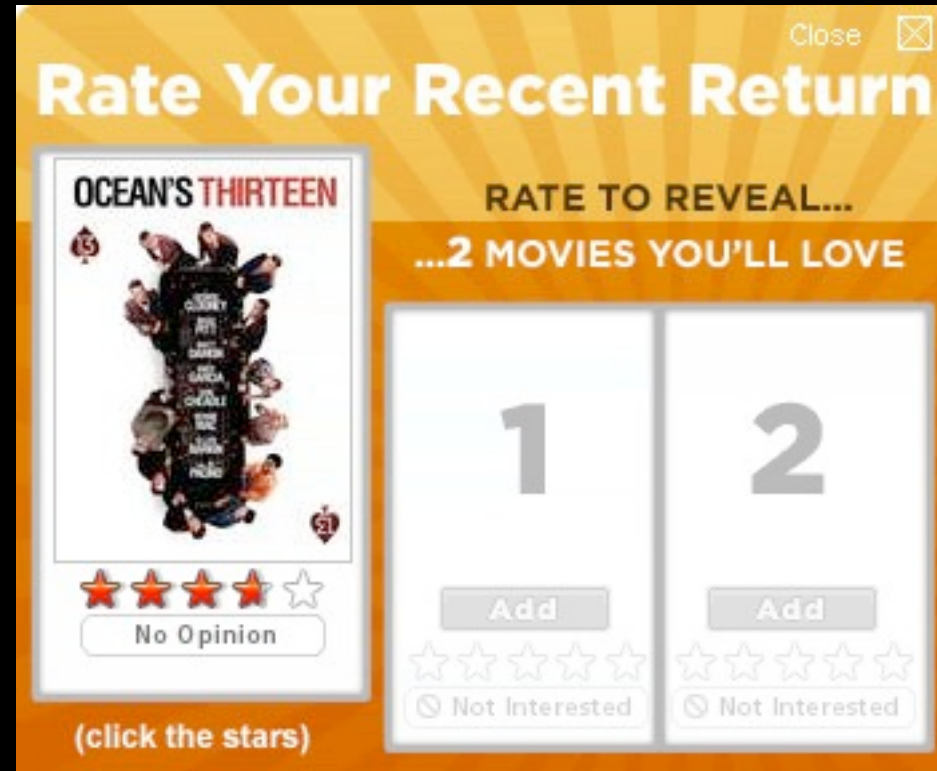
[Forget your ID or password?](#)

[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

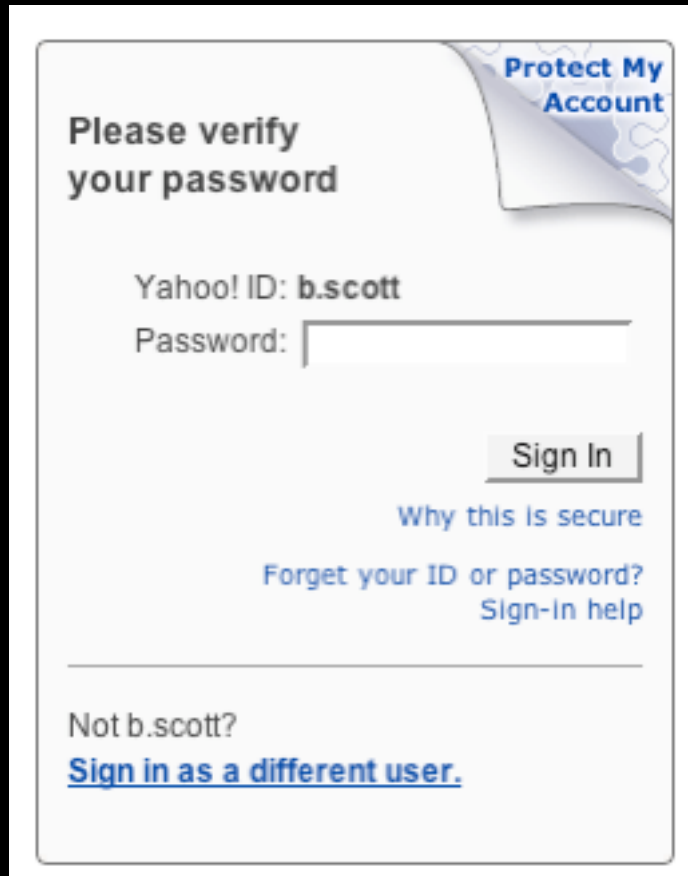


 Not Interested

(click the stars)

fill-in-the-blanks invitation. netflix

Blank Slate Invitation



Protect My Account

Please verify your password

Yahoo! ID: **b.scott**

Password:

Sign In

[Why this is secure](#)

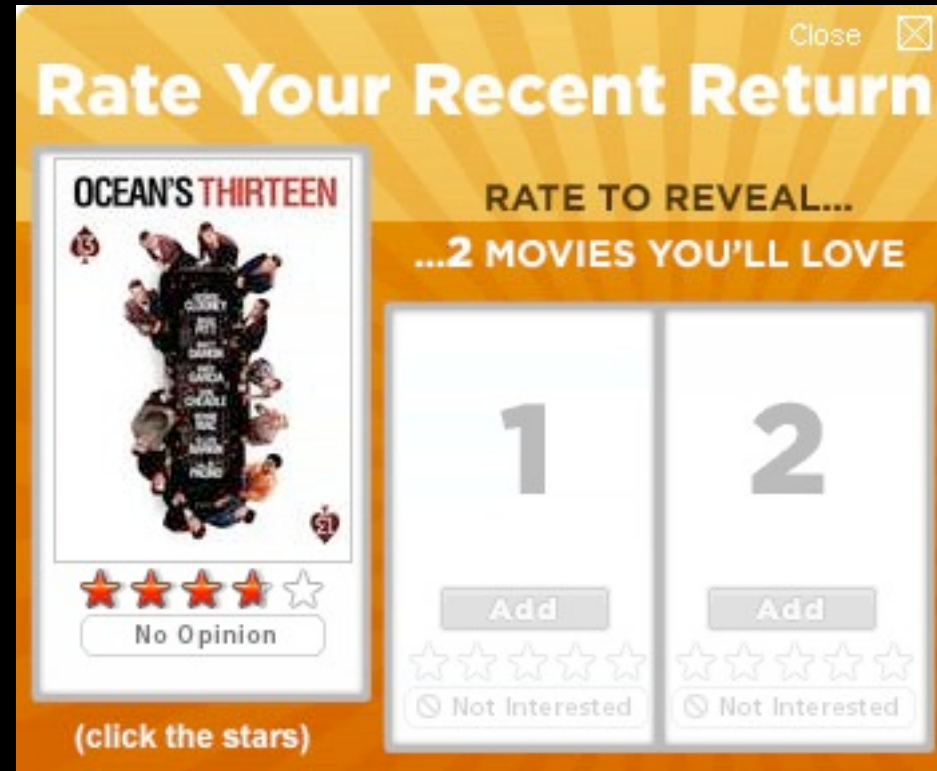
[Forget your ID or password?](#)

[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](#)



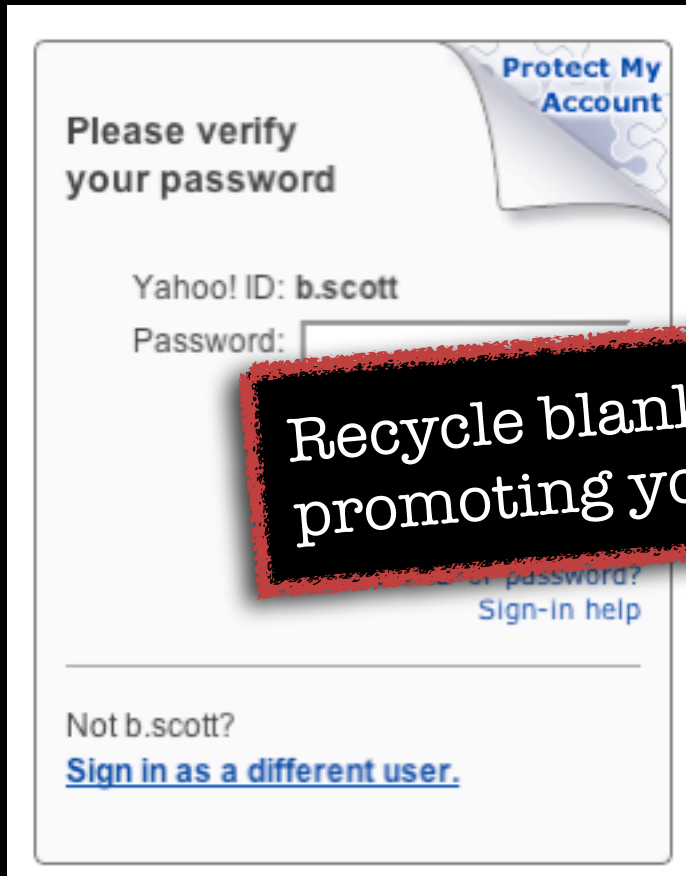
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

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

Add


Not Interested

Add


Not Interested

(click the stars)

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



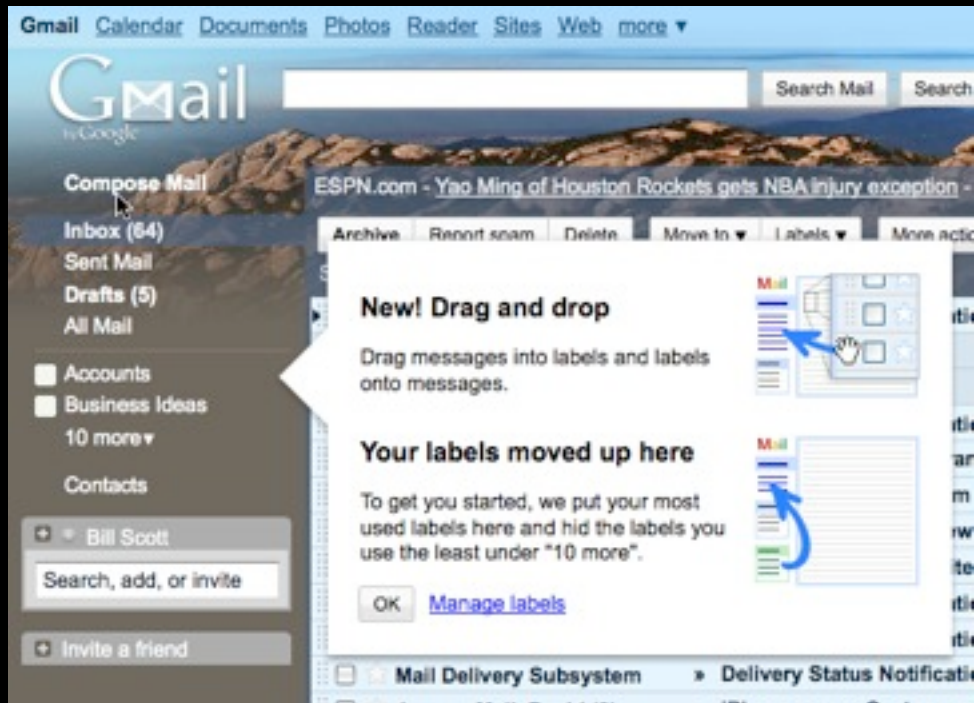
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

My Own Page

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

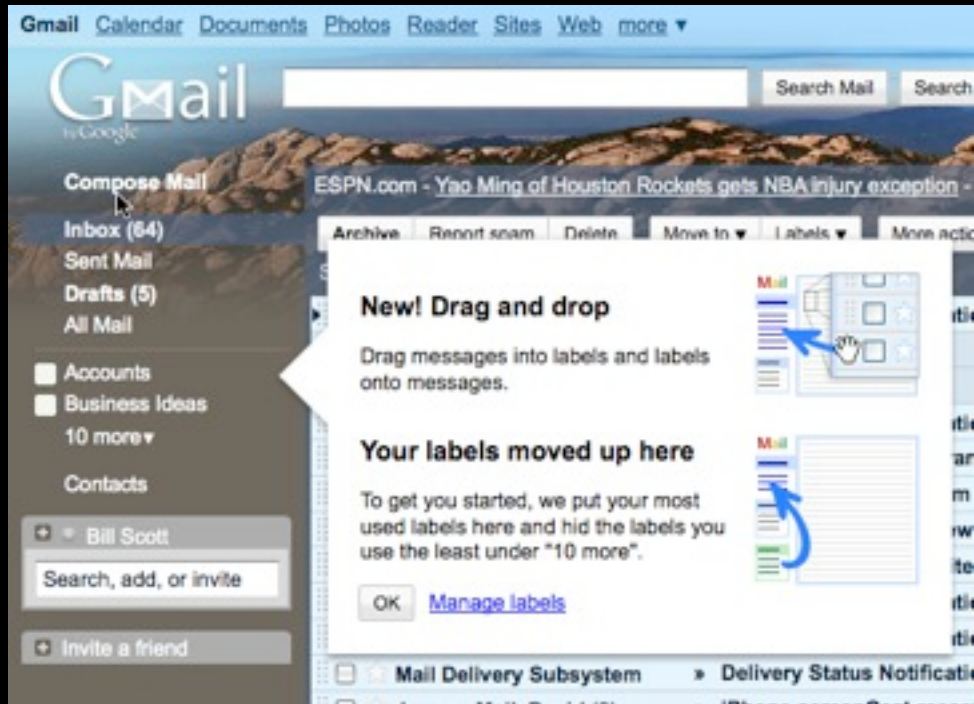
blank-slate invitation. [backpackit](#)

Tour Invitation



tour invitation. gmail

Tour Invitation

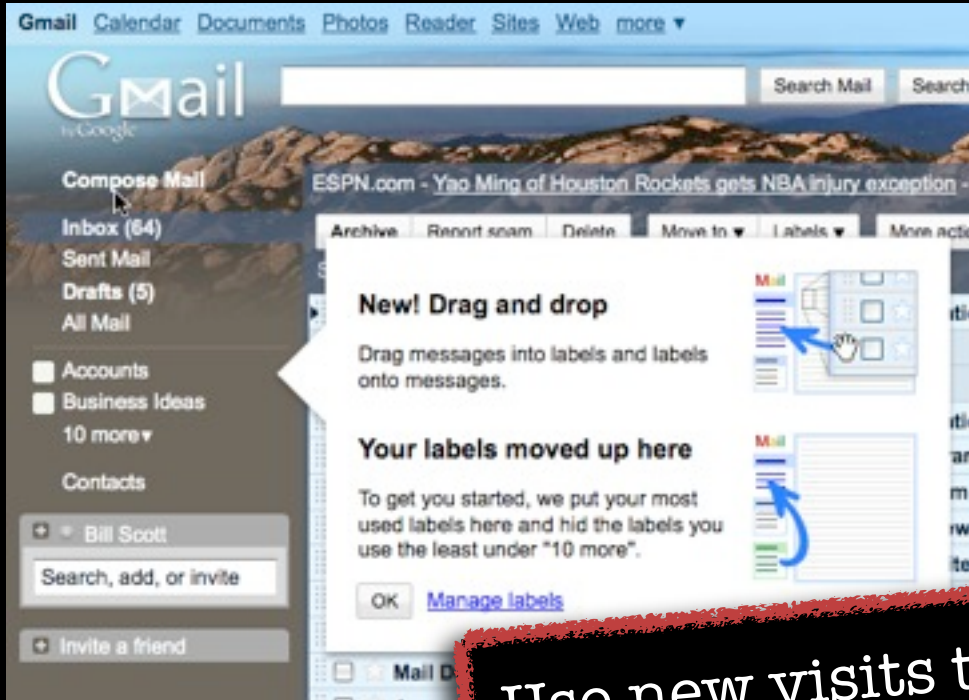


tour invitation. gmail



tour invitation. yahoo.com

Tour Invitation



tour invitation. gmail



ion. yahoo.com

Use new visits to
promote new features.

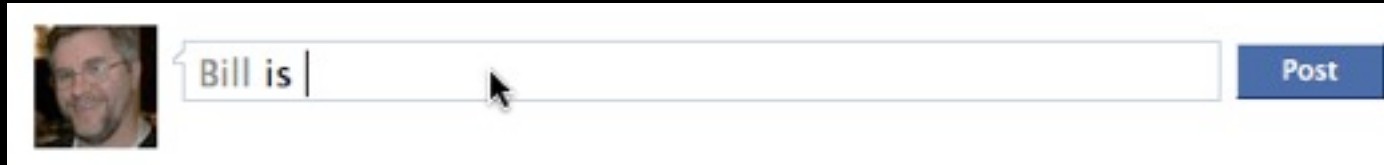
Prompt Invitation



What are you doing right now?

facebook.com

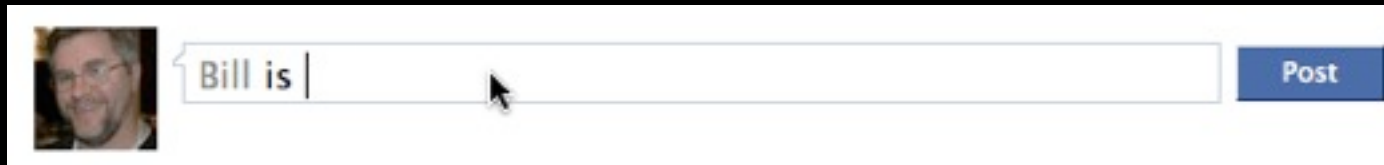
Prompt Invitation

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.

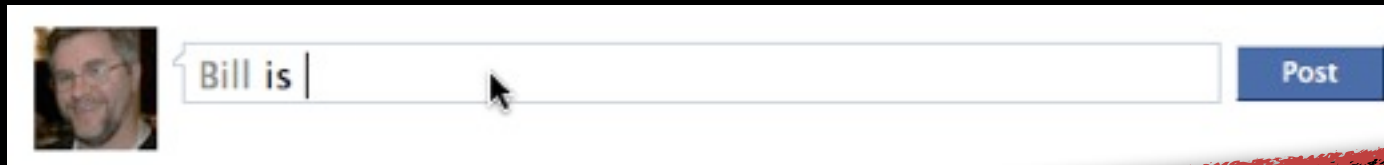
facebook.com



A screenshot of the Delicious bookmarks page for a user named Bill Scott. The top navigation bar includes the "delicious" logo and links for "Home", "Bookmarks", "People", and "Tags". Below this is a header section for "Bill Scott's Bookmarks" with sub-links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". The user's site is listed as "http://looksgoodworkswell.blogspot.com". A section for tags shows the user's name "billwscott" and a search bar with the placeholder text "Type a tag". Below the tags section, a bookmark entry is visible with the date "02 JAN 09" and the title "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT)". At the bottom of the entry are 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 at the end of the text in 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 website. At the top left is the "delicious" logo. To its right is a blue button labeled "Home". Below the logo is a blue icon of a dog's head. To the right of the icon is the text "Bill Scott's Bookmarks". Below this text are links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". Below these links is the text "Site: <http://looksgoodworkswell.blogspot.com>". Below this is the text "See more bookmarks in [Popular](#), [Recent](#), or [look up a URL](#)". Below this is a search bar with the text "billwscott" and a placeholder "Type a tag". Below the search bar are three icons: a minus sign, an equals sign, and a menu icon. Below these icons is the text "02 JAN 09" and "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT". Below this text are the links "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

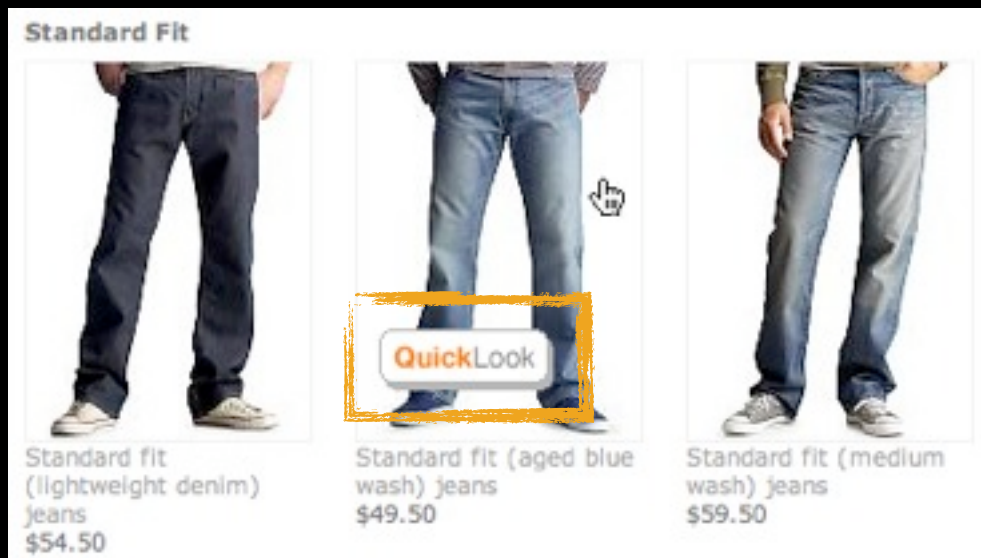


Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

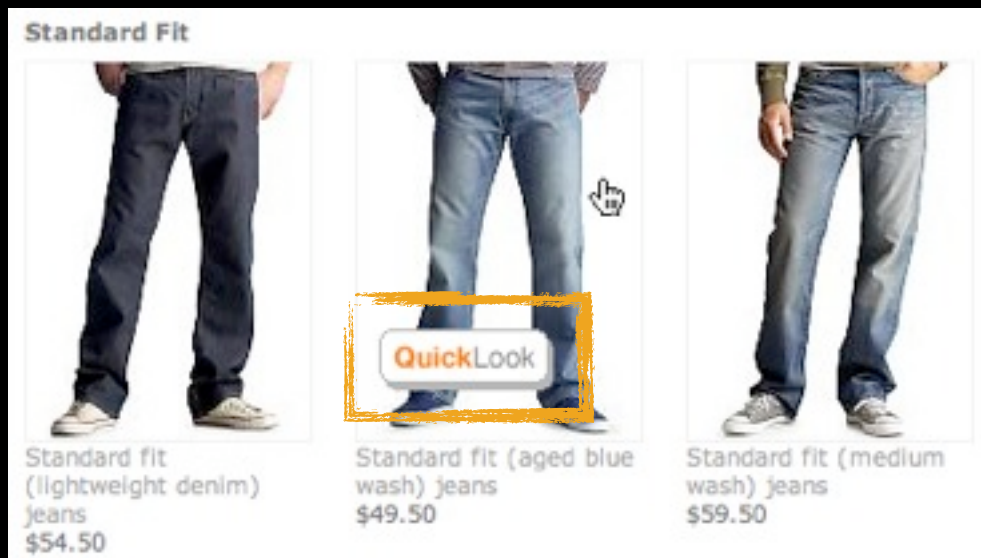
button. the gap



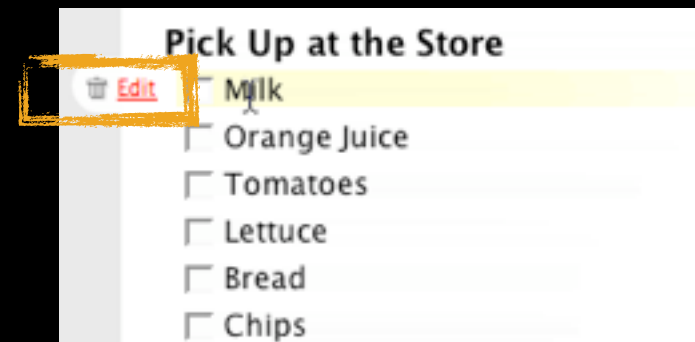
button. the gap



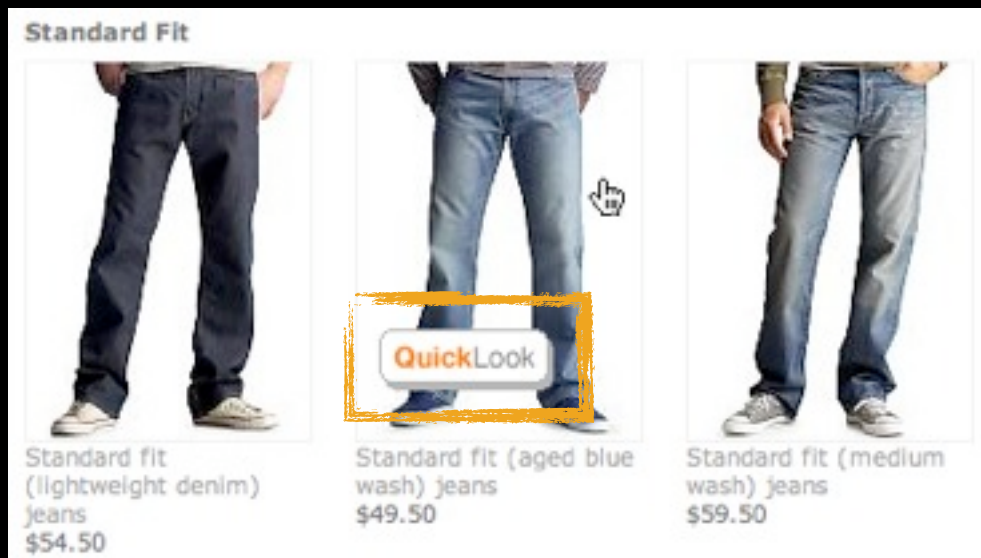
hyperlink. backpackit



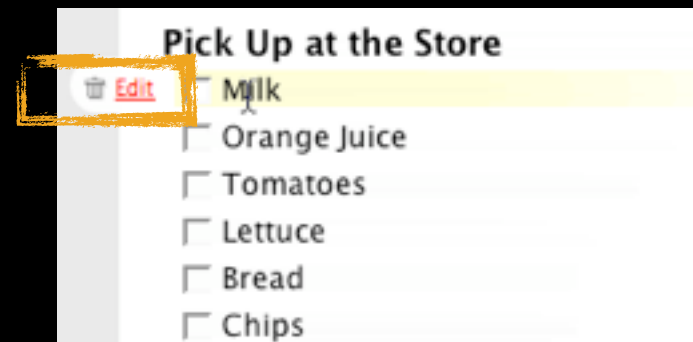
button. the gap



hyperlink. backpackit



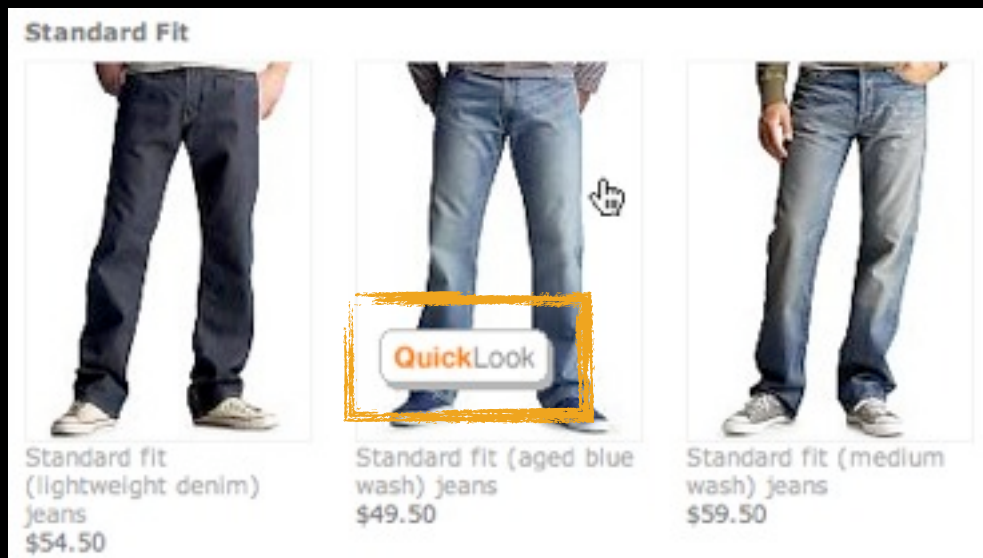
button. the gap



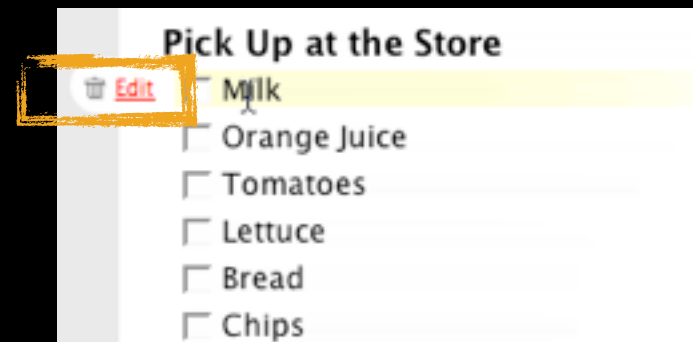
hyperlink. backpackit



drop down arrow. flickr



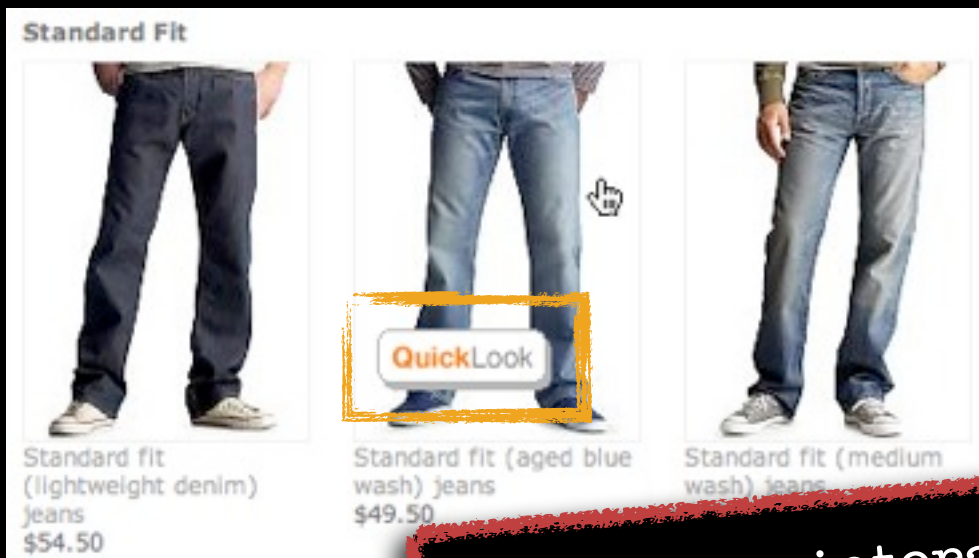
button. the gap



hyperlink. backpackit



drop down arrow. flickr



button. the gap

Bridge new interaction styles with familiar idioms.

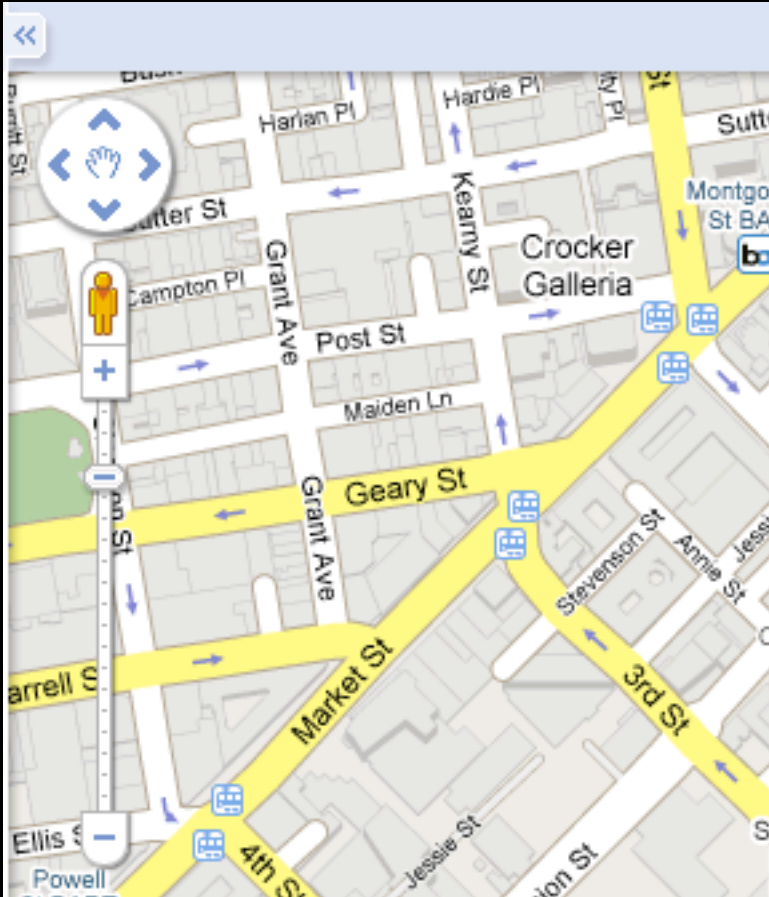


hyperlink. backpackit



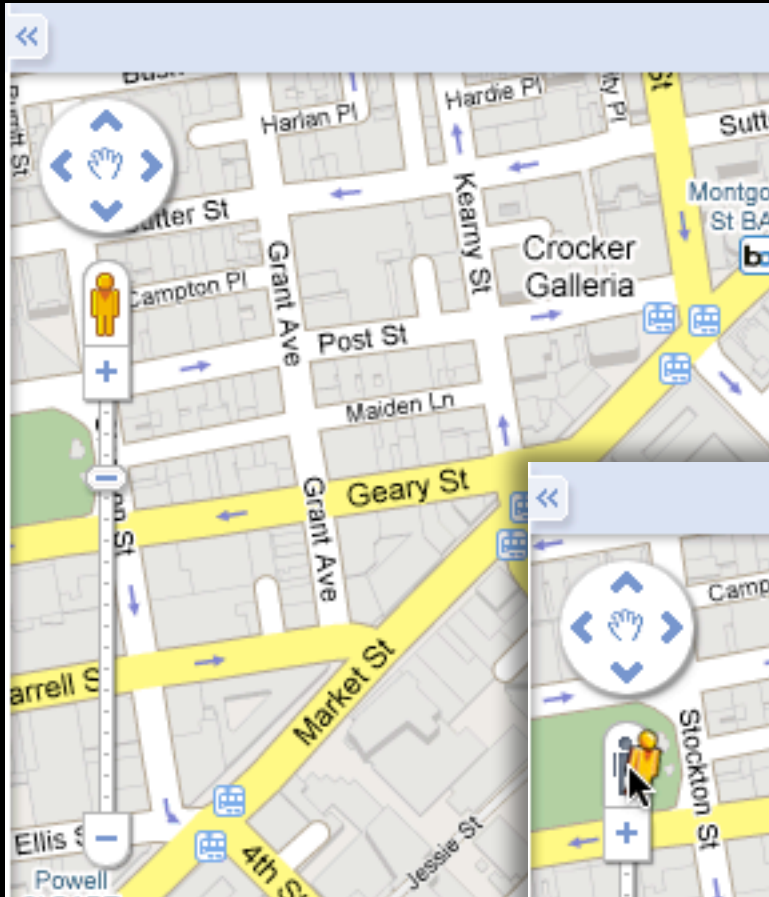
drop down arrow. flickr

Drag & Drop Invitation

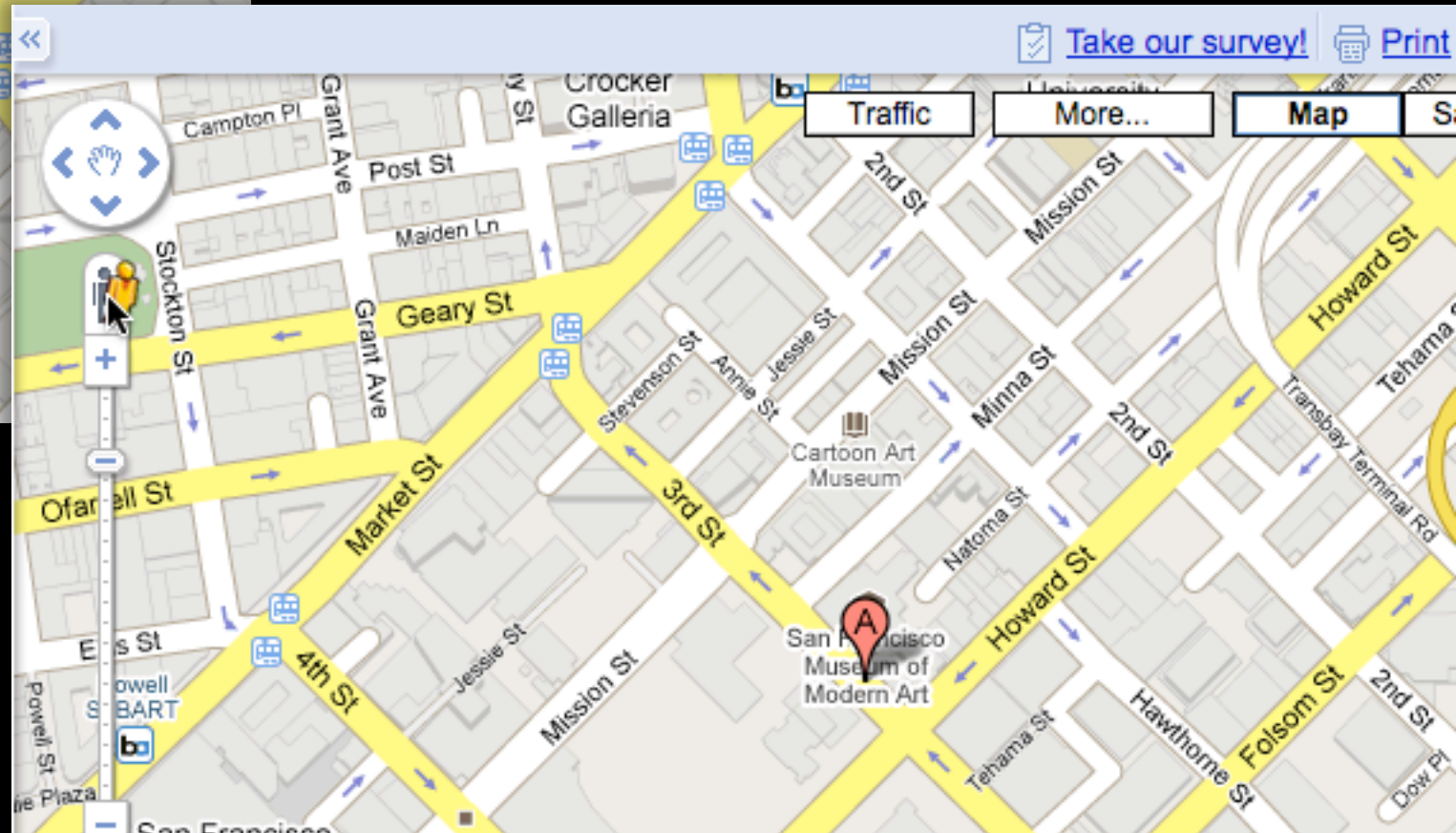


drag invitation. google maps

Drag & Drop Invitation

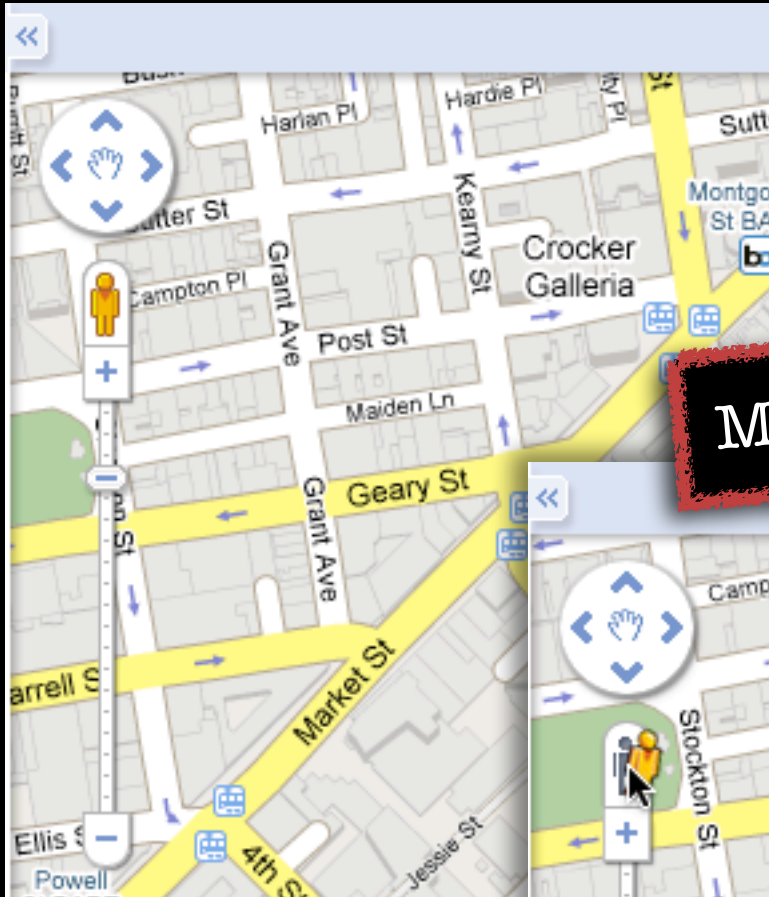


drag invitation. google maps



drop invitation. google maps

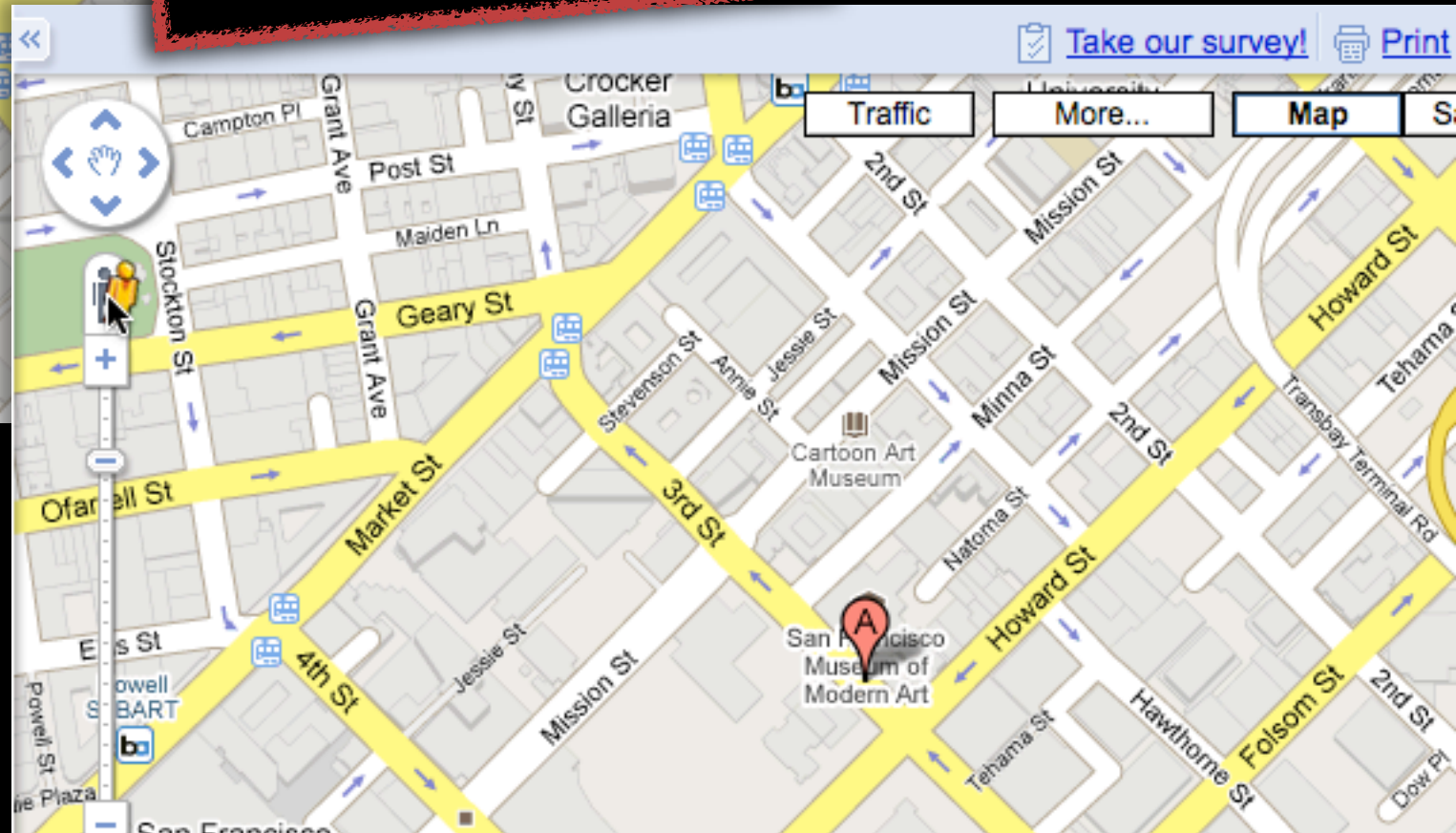
Drag & Drop Invitation



drag invitation. google maps

Mind your moments.

drop invitation. google maps





Show transitions.

April 1999

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6

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

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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

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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*

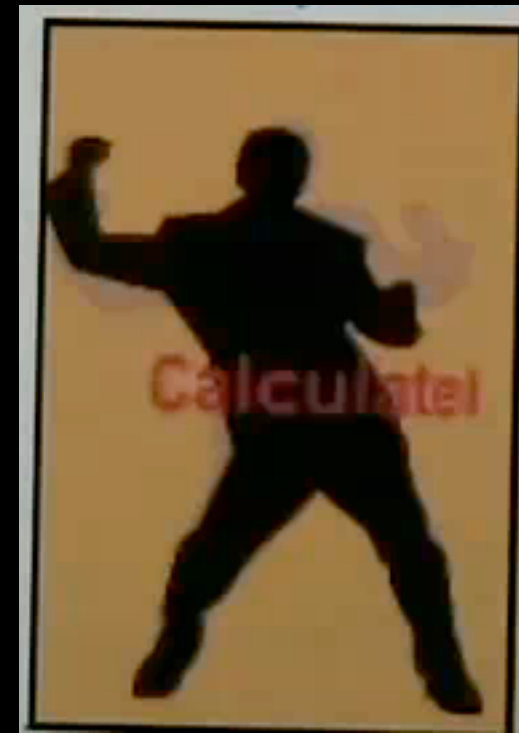
O'REILLY®

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*

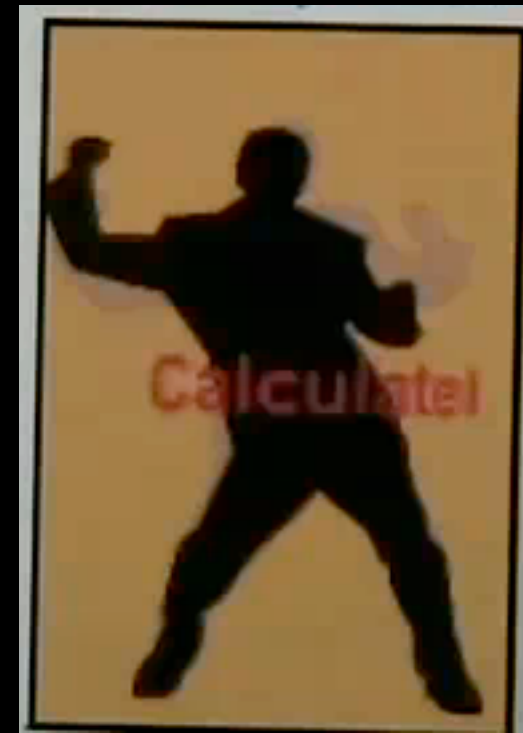
O'REILLY®

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

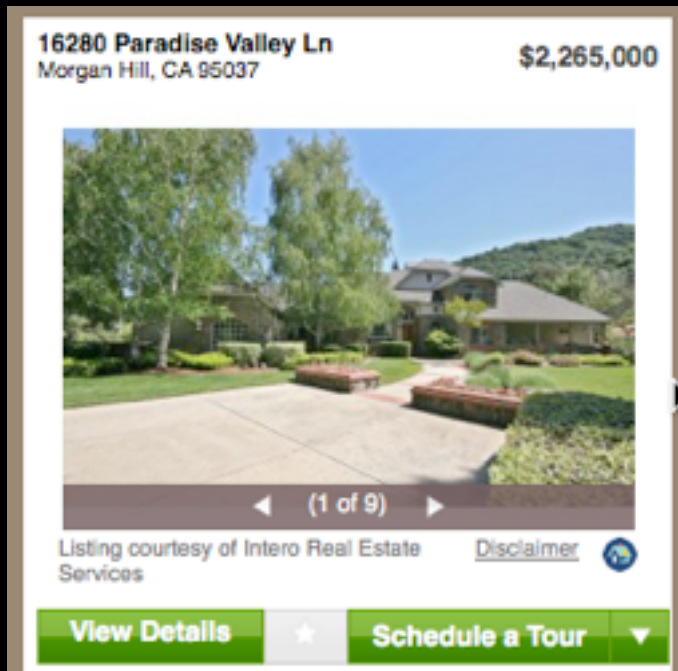


◀ (1 of 9) ▶

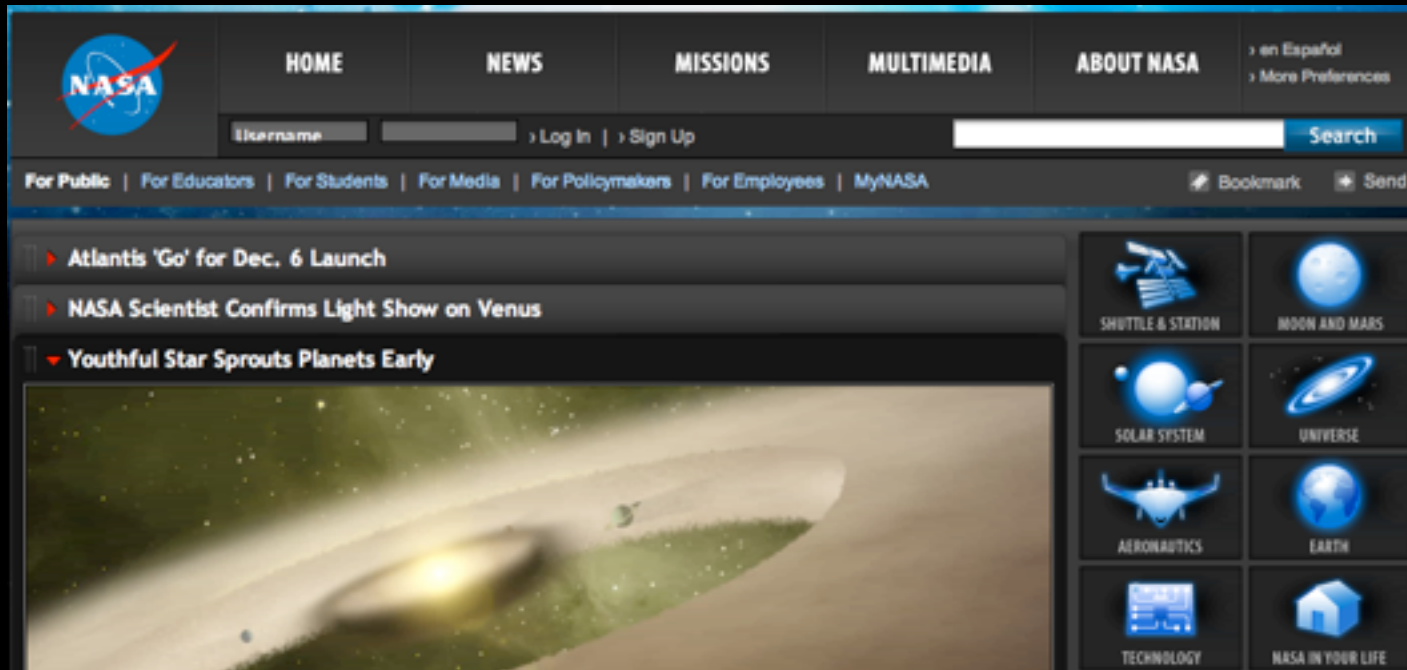
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Morgan Hill, CA 95037

\$2,265,000



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EXPLORE: FEATURED PROGRAMS FEATURED COLLECTIONS



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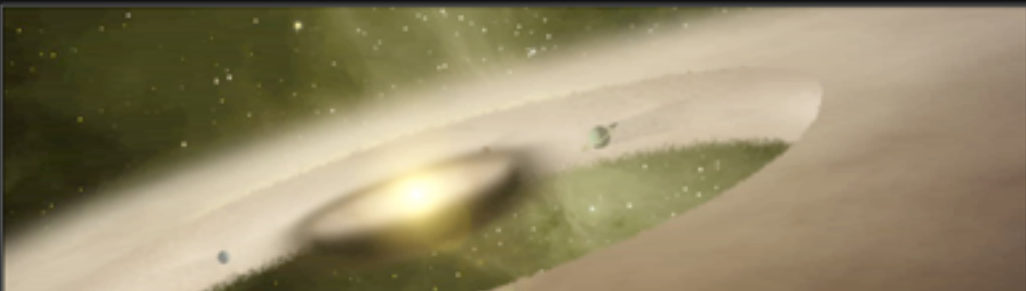
NASA

HOME NEWS MISSIONS MULTIMEDIA ABOUT NASA en Español More Preferences

Username Log In Sign Up Search

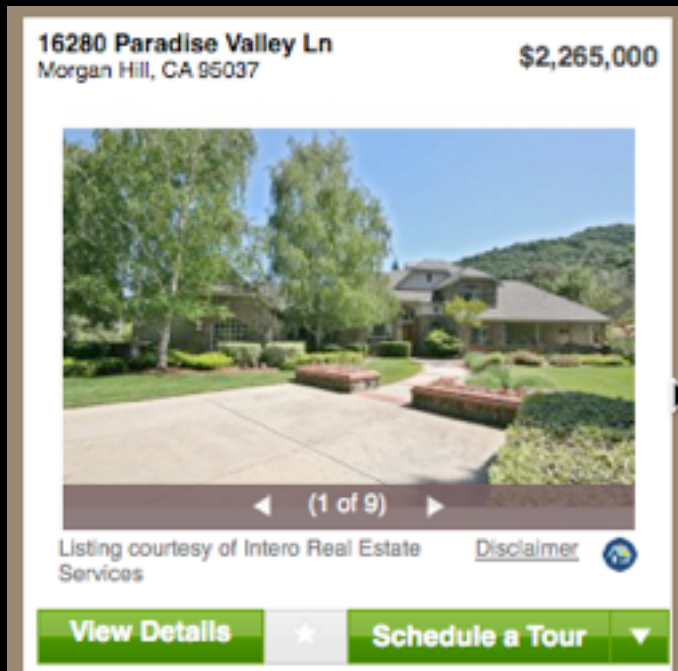
For Public For Educators For Students For Media For Policymakers For Employees MyNASA Bookmark Send

Atlantis 'Go' for Dec. 6 Launch
NASA Scientist Confirms Light Show on Venus
Youthful Star Sprouts Planets Early

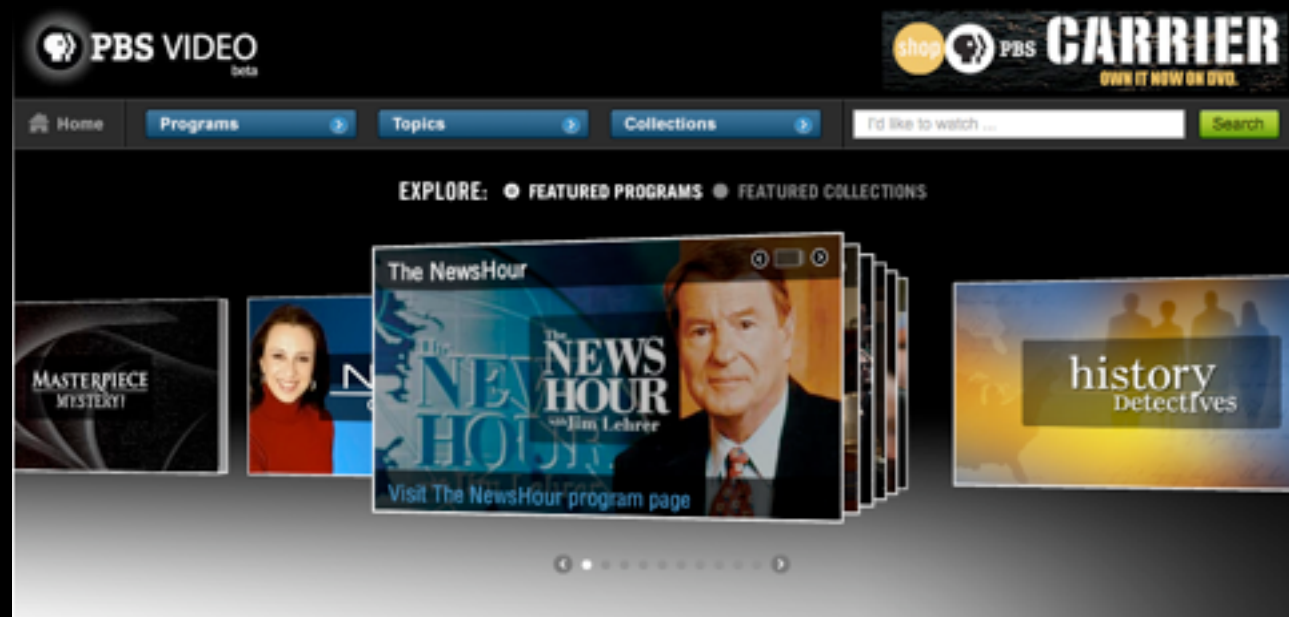


SHUTTLE & STATION MOON AND MARS
SOLAR SYSTEM UNIVERSE
AERONAUTICS EARTH
TECHNOLOGY NASA IN YOUR LIFE

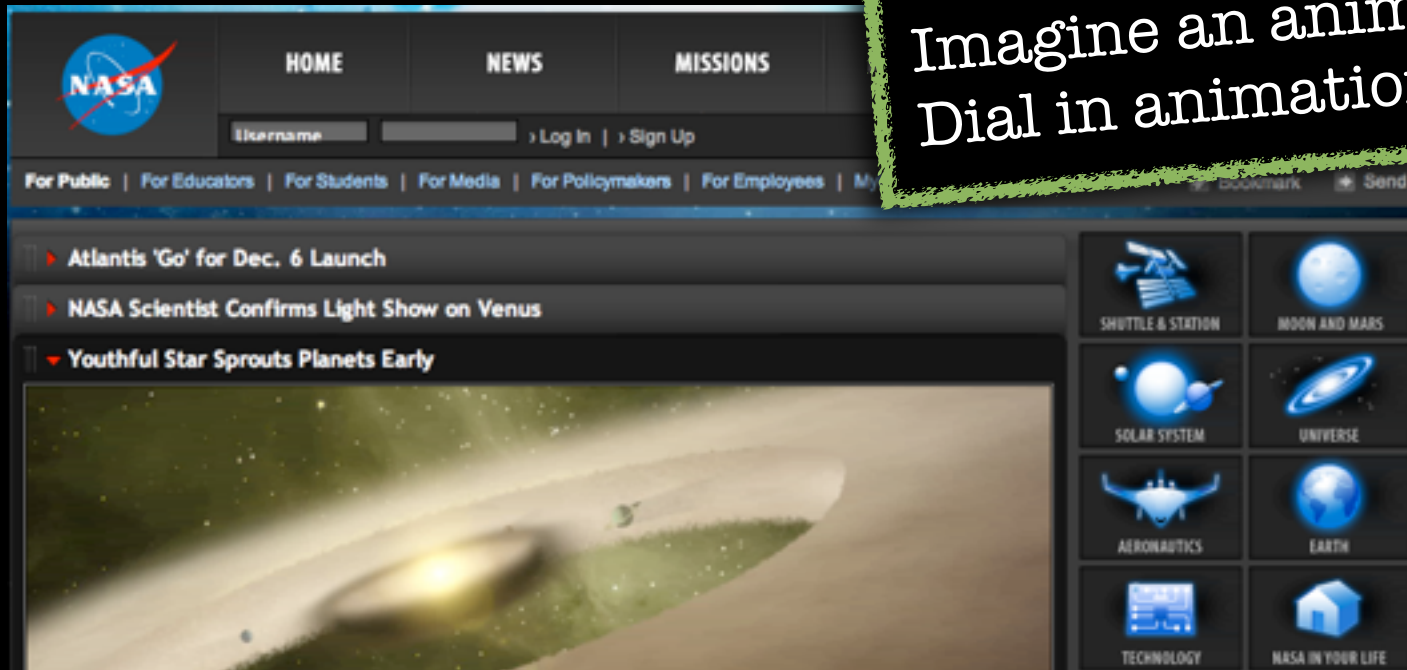
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Imagine an animation knob.
Dial in animation carefully.

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
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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 ---

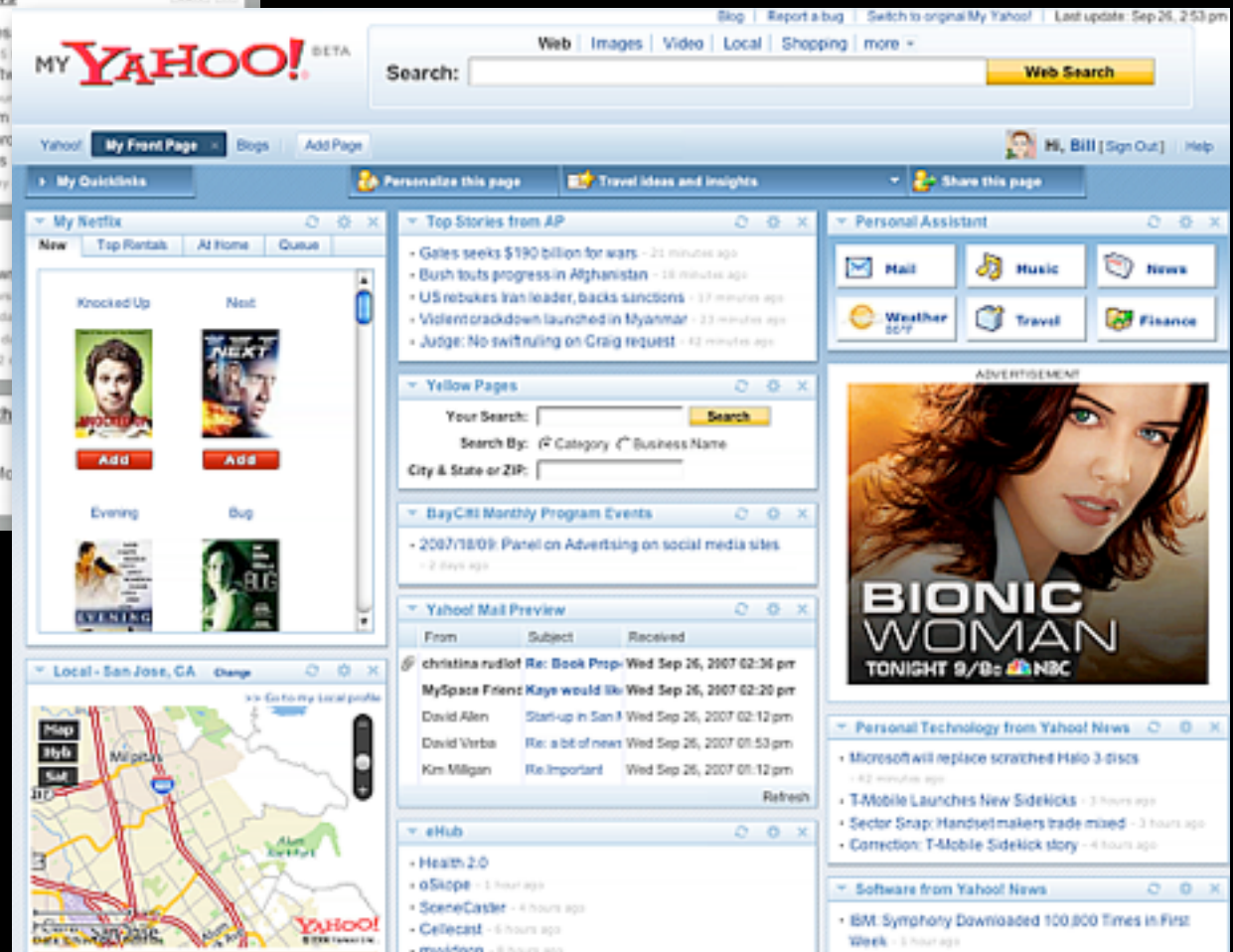
BayCHI Monthly Program Events

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

original. animation on drop. my yahoo!



original. animation on drop. my yahoo!

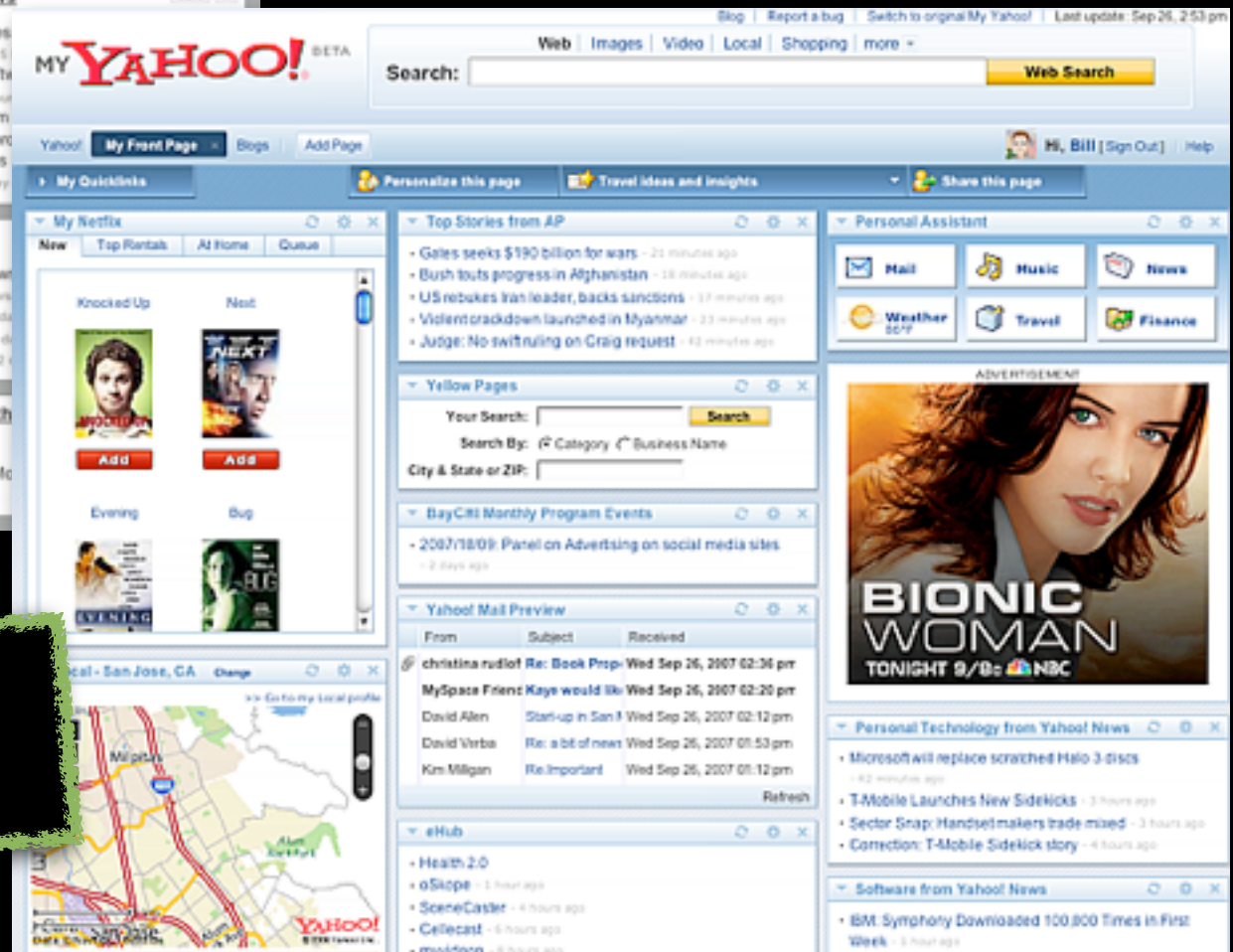


current. no animation on drop. my yahoo!



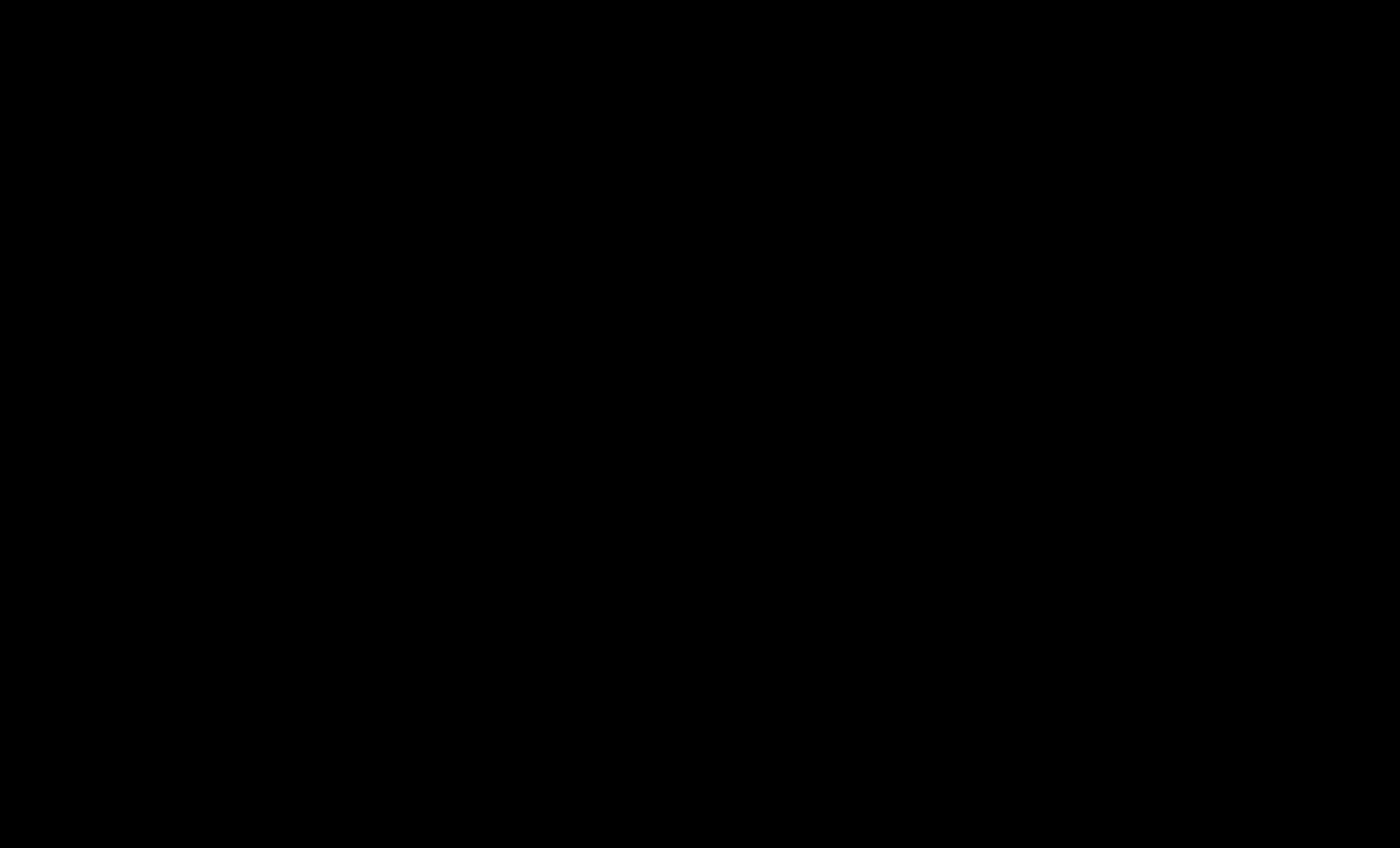
original. animation on drop. my yahoo!

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

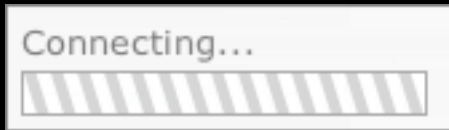


current. no animation on drop. my yahoo!

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

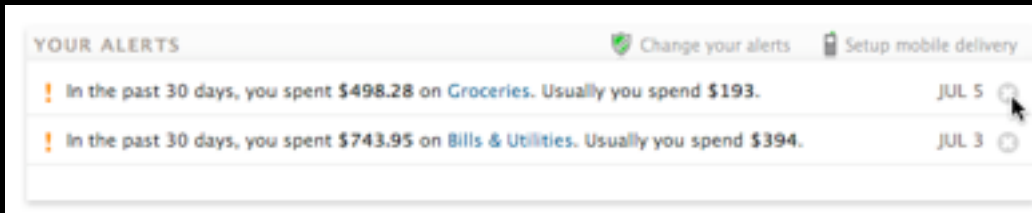
Speed up time.

Slow down time.

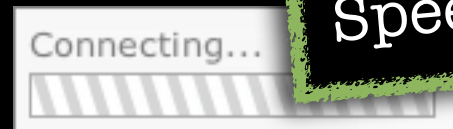


earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

Speed up time.



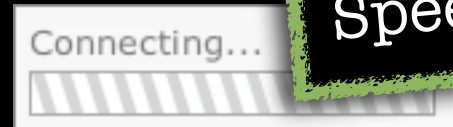
Slow down time.

earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

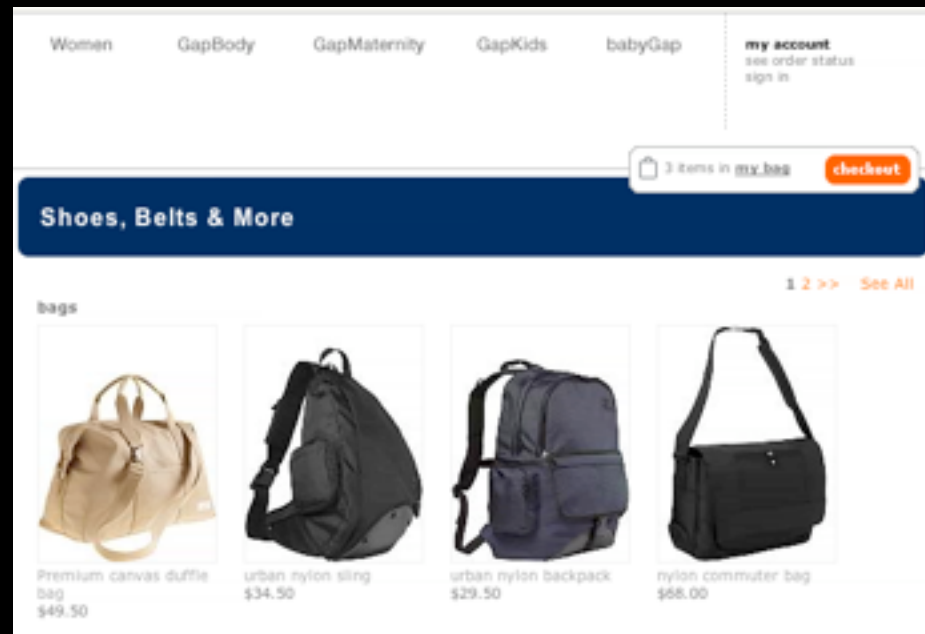


earlier version of my yahoo!

Moments Communicate



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the gap



Speed up time.



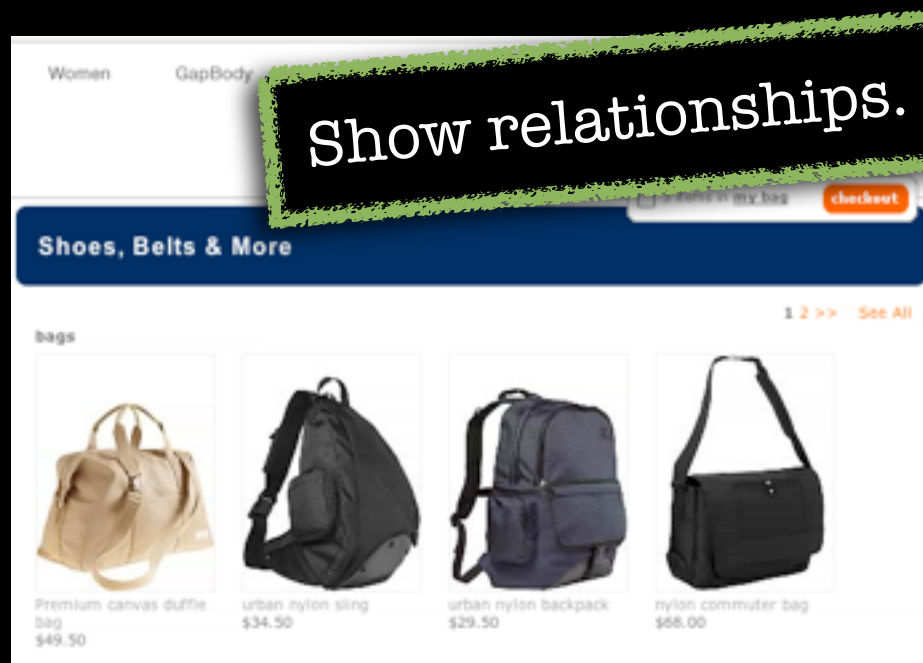
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Slow down time.

Moments Communicate



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the gap

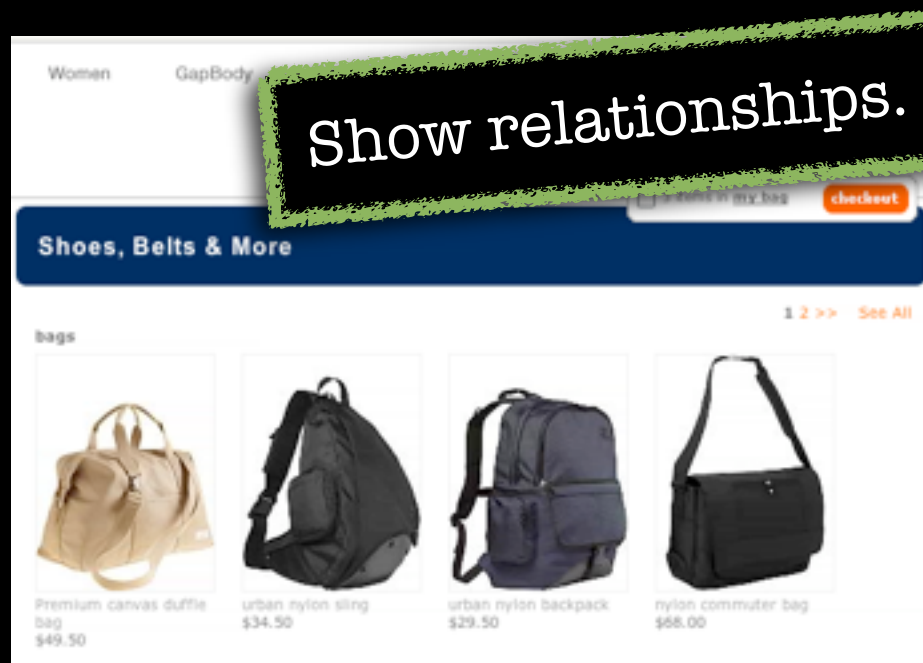


earlier version of my yahoo!

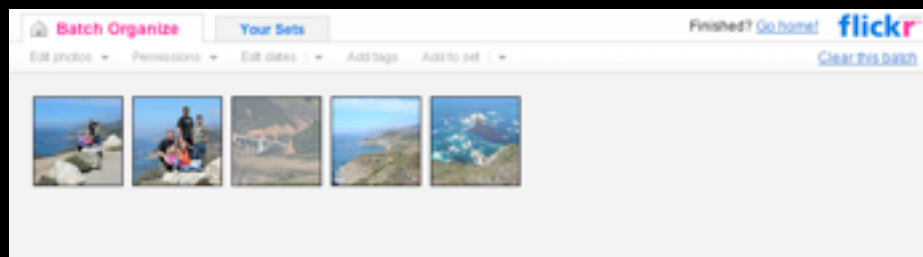
Moments Communicate



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the gap



flickr organizer



progress indicator

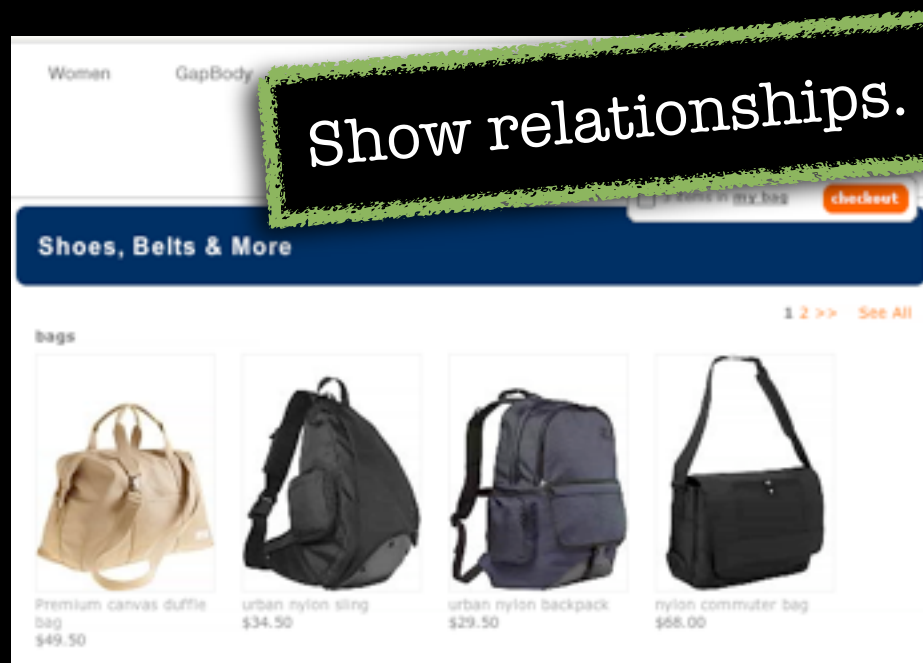


earlier version of my yahoo!

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

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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 Movies | Taste Preferences | Movies You've Rated (608)

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

Rating Movies in All Genres

RATED MOVIES 608

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 redirect X

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

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

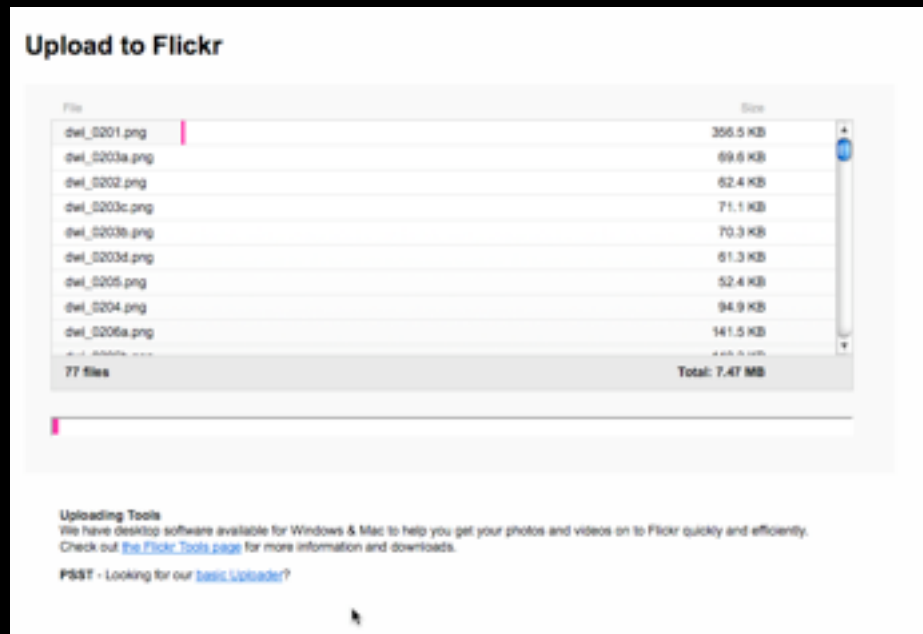
Dates:
leaving Sat July 12, 2008
returning Wed July 16, 2008

Passengers:
1 adult

Other trip details:
Economy class on American Airlines

live feedback. wundrbar

Live Feedback

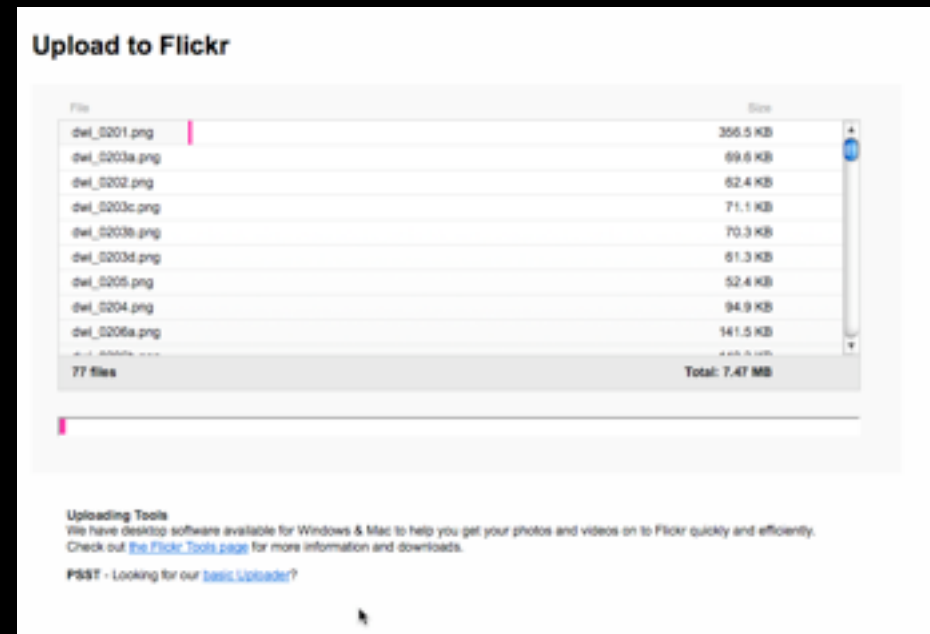


live feedback. flickr



live feedback. wundrbar

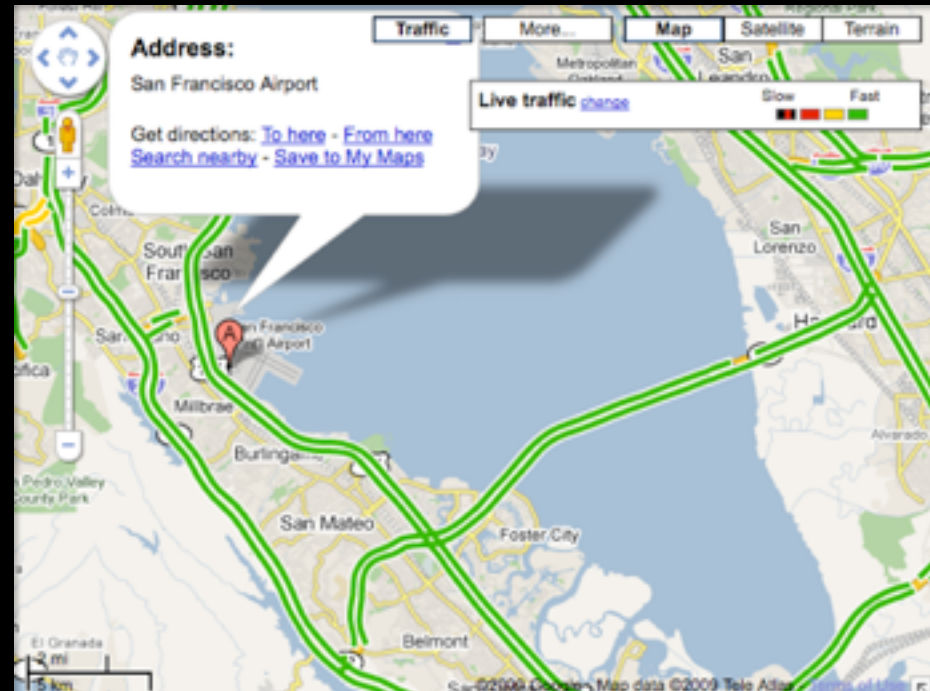
Live Feedback



live feedback. flickr



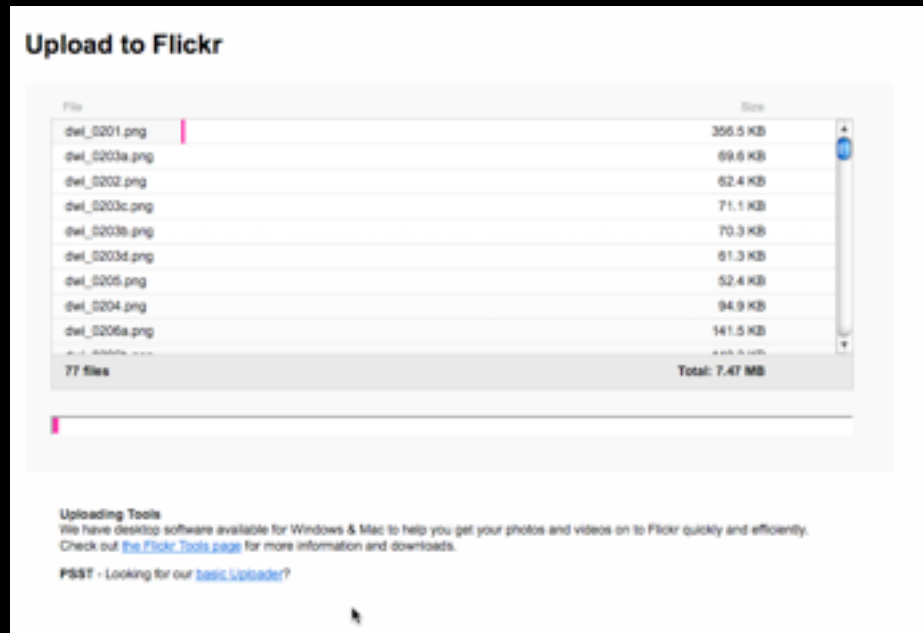
live feedback. wundrbar



live feedback. google maps

Live Feedback

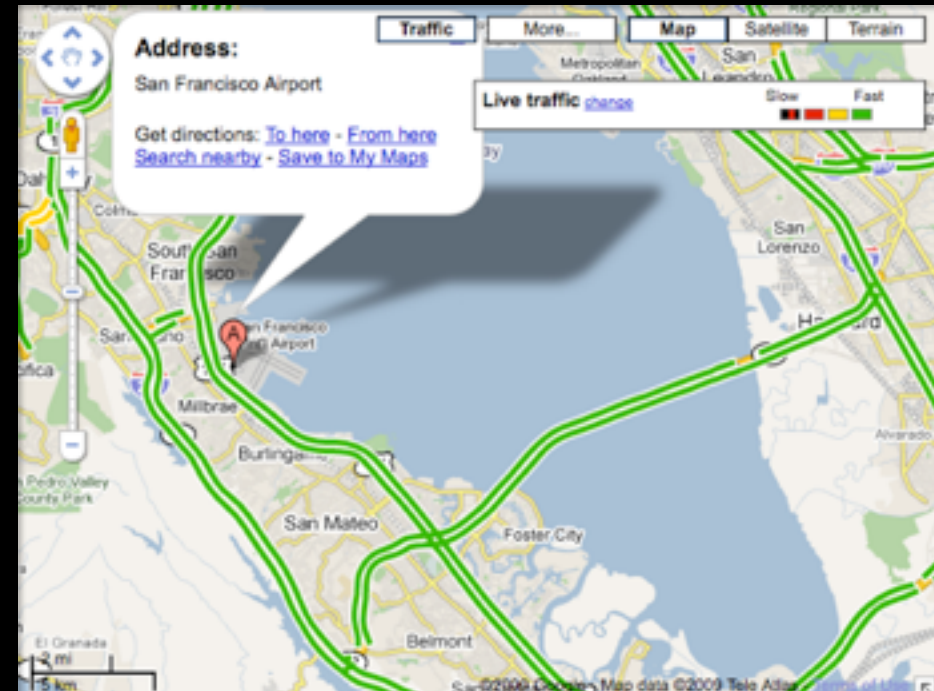
Create a tight feedback loop with the user.



live feedback. flickr



live feedback. wundrbar



live feedback. google maps

Live Suggest

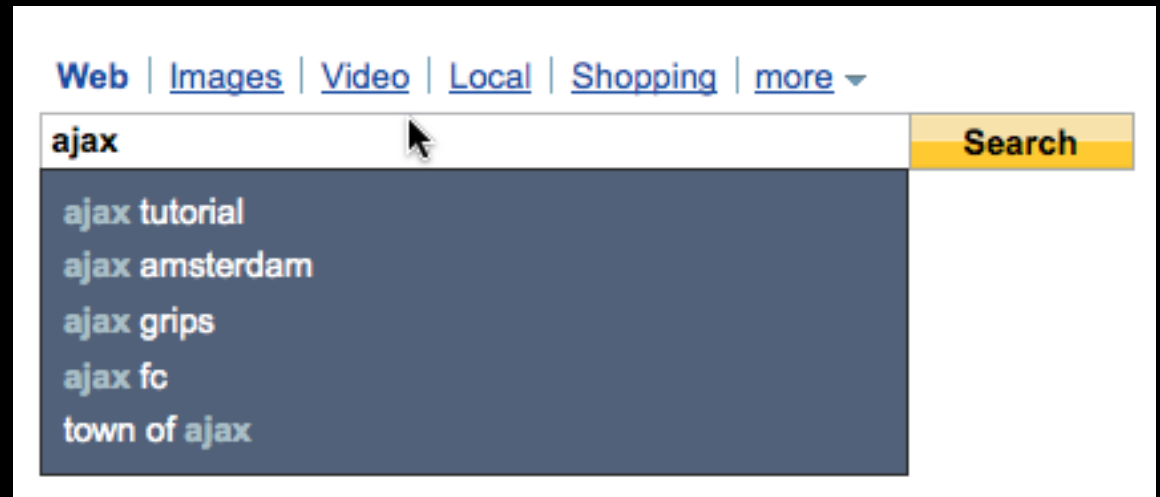


live suggest. google (early version)

Live Suggest



live suggest. google (early version)

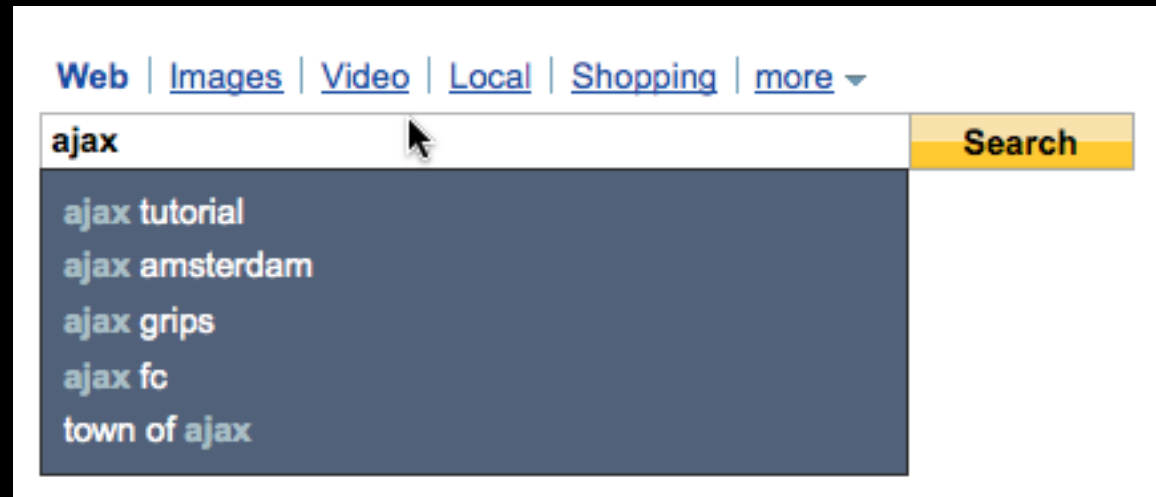


live suggest. yahoo search

Live Suggest

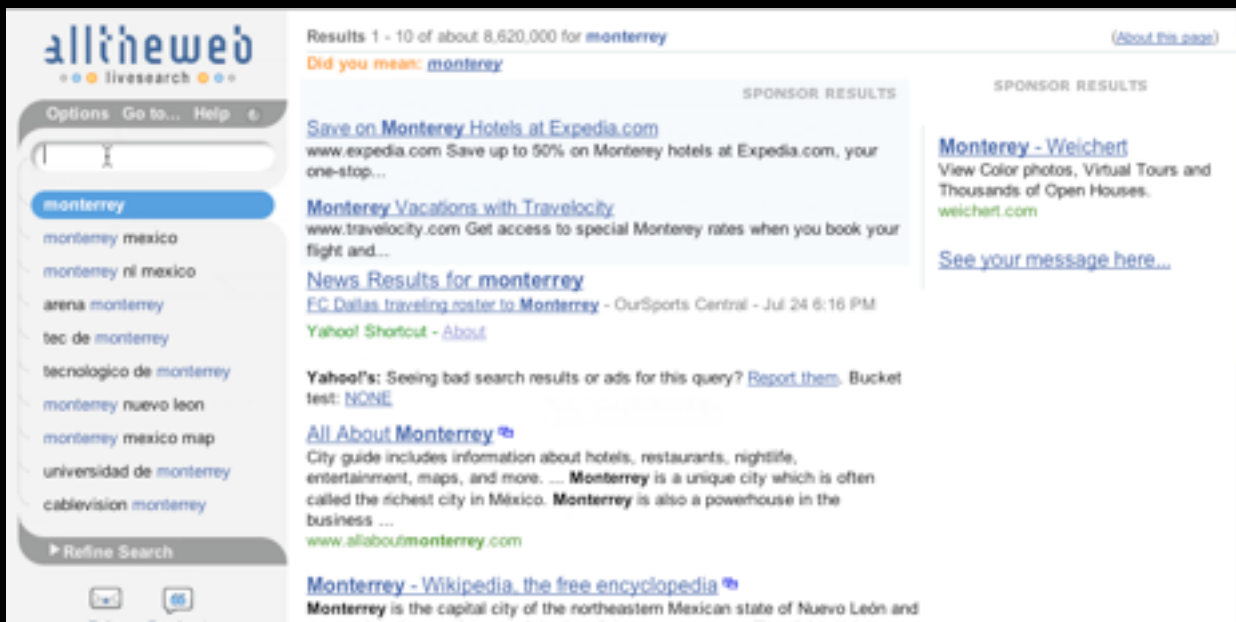


live suggest. google (early version)



live suggest. yahoo search

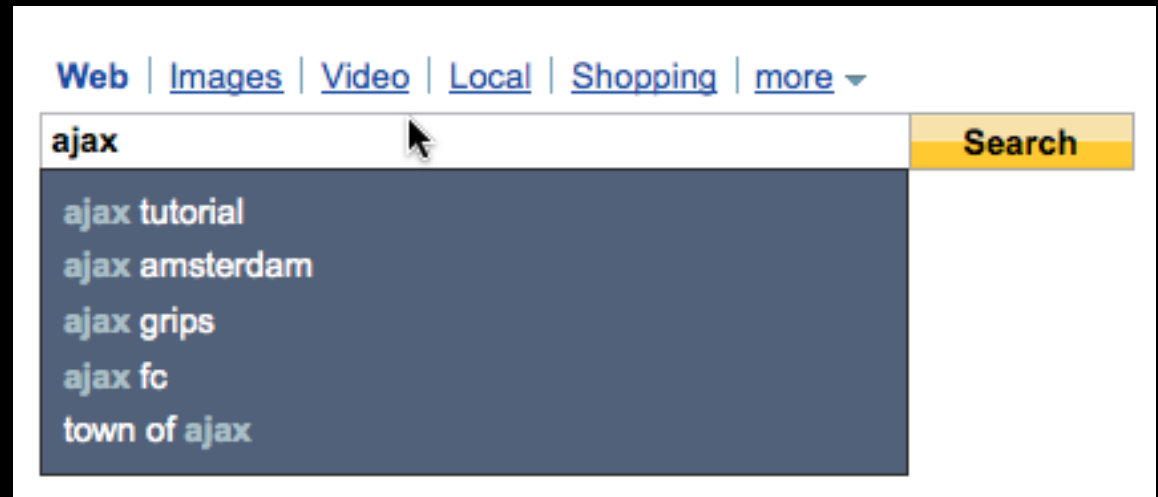
live suggest. early yahoo search experiment



Live Suggest

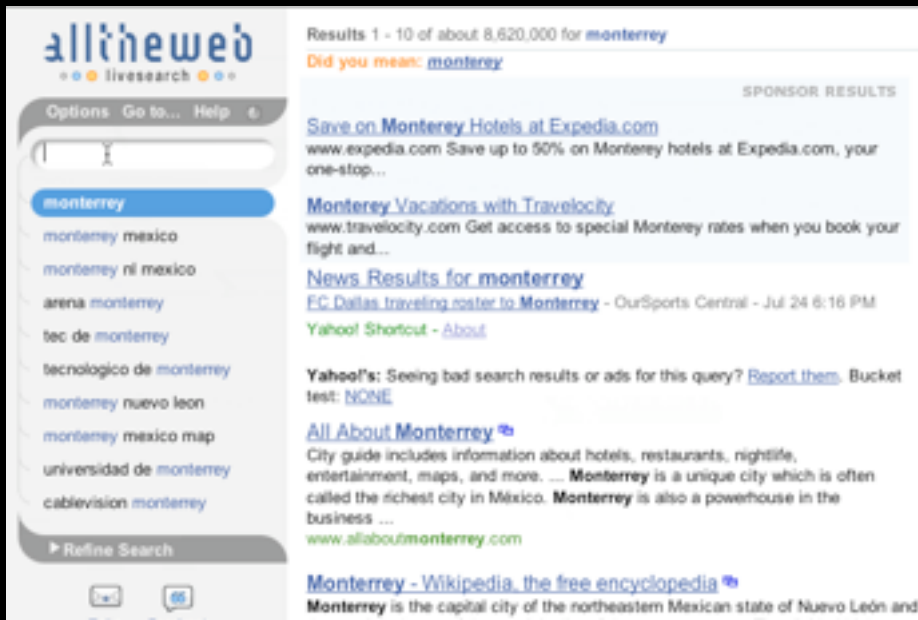


live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal
rather than distract from it.

Live Previews

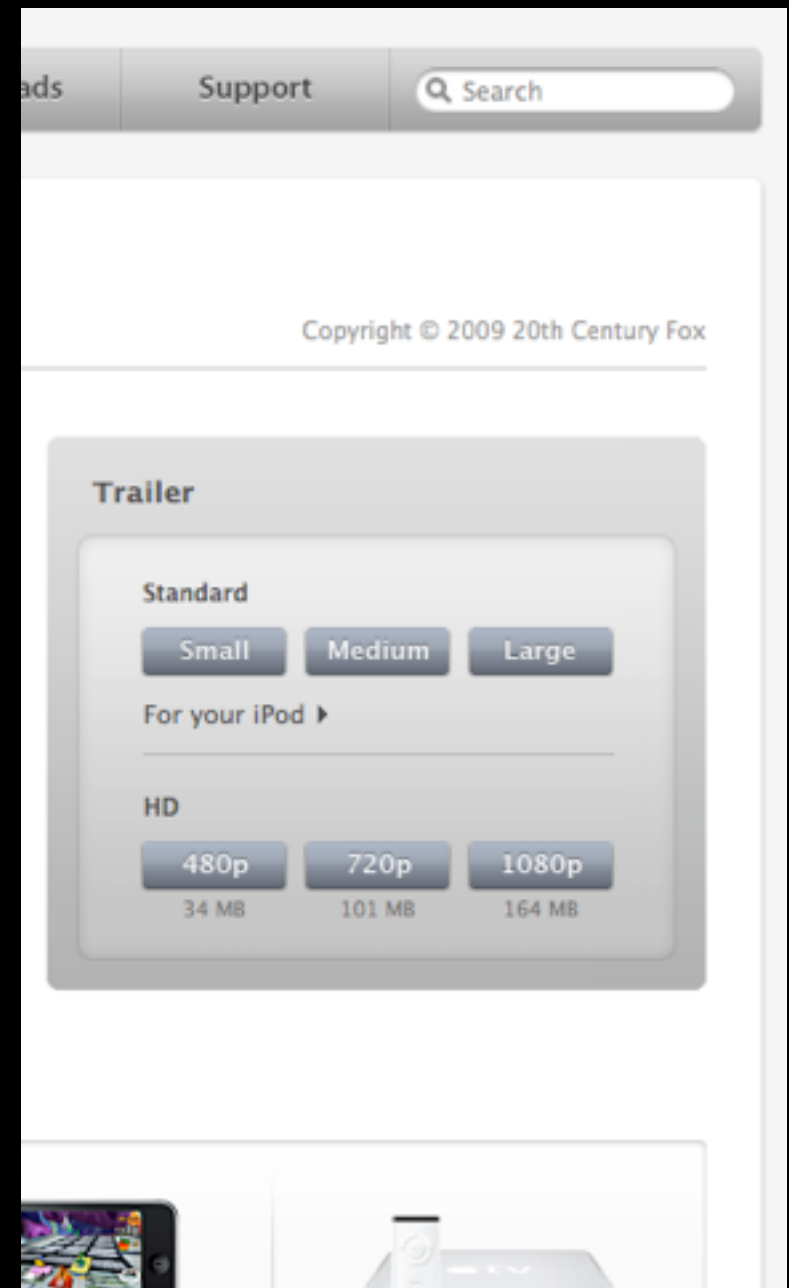


live preview. volkswagen car configurator

Live Previews



live preview. volkswagen car configurator



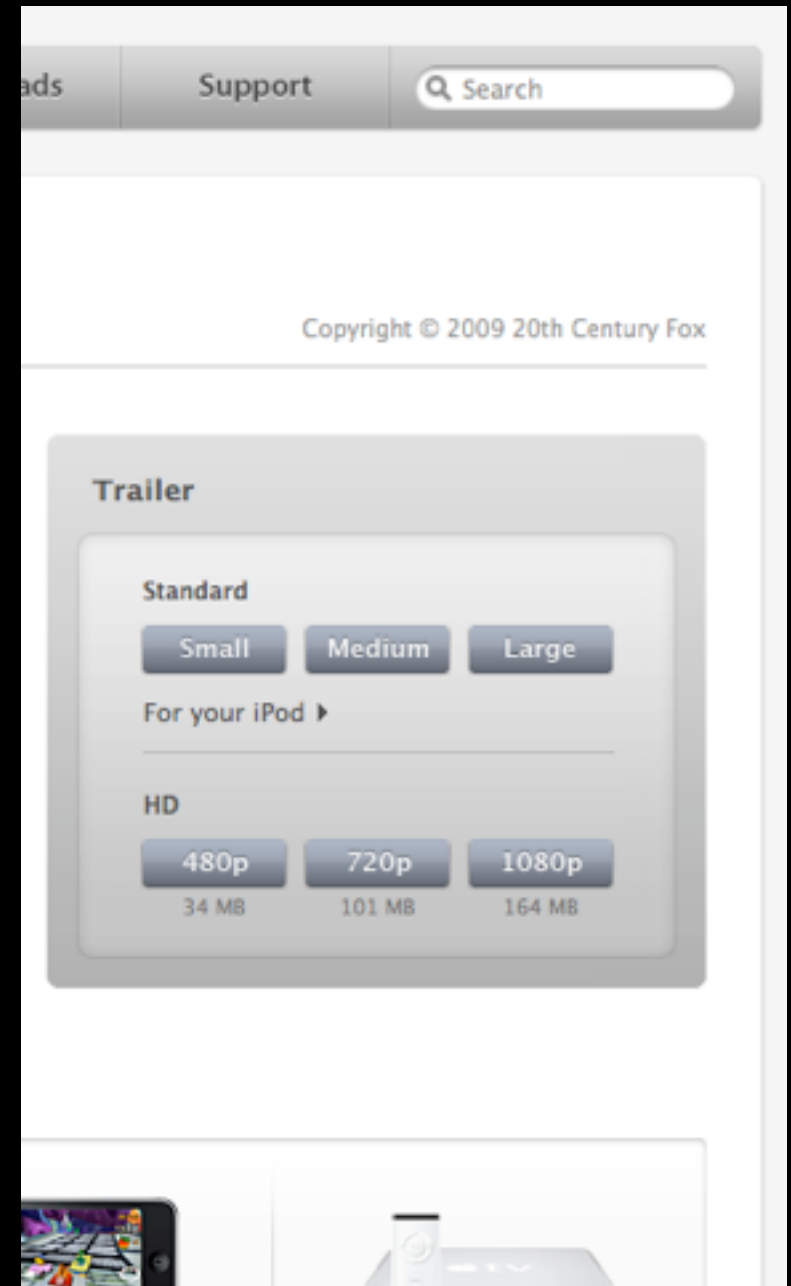
live suggest. apple search

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 interface is divided into several sections:

- Header:** Features the "bing tweets" logo with a "BETA" tag and the tagline "Fusing Twitter Trends with Bing Insights". Navigation links for "About BingTweets", "Feedback", and "Follow @Bing on Twitter" are present.
- Search Bar:** A prominent search bar labeled "Search Bing & Twitter" is located at the top right.
- Trending Topics:** A section on the left titled "trending topics" includes a "twitter" logo and tabs for "Popular Now", "People", "Places", and "Products". Under the "People" tab, a list of names is shown, with "Carl Crawford" highlighted.
- Share This Result:** A box on the right titled "share this result" contains a snippet of text: "Check out BingTweets about Carl Crawford http://bit.ly/FRaFO #bing". It includes a "Tweet this" button and a "Share This" button.
- Search Results:** The main content area is titled "search results" and shows a search for "Carl Crawford". It includes a "bing" logo and a search bar. The results are categorized by "Web", "Images", "Videos", "Shopping", "News", "Maps", "More", "MSN", and "Windows Live".
- Twitter Feed:** A section on the left titled "tweets" displays a list of tweets. The first tweet is from "jokirk1" about "Crawford's Trail Mix - Smiling GOPers Ought to ...".
- Player Profile:** A detailed profile for "CARL CRAWFORD" is shown, including a "Biography" tab, a "Quotes" section, and a "Jersey" section. It also features a "Fan Club" and "Interview" section.
- Statistics Table:** A table titled "ALL RESULTS" shows "1-20 of 6,860,000 results". It includes a table with columns for "OPP", "AB", "R", "H", "HR", "RBI", "BB", "K", and "SB". The table lists three games: Jul 10 (Oak, W6-0), Jul 11 (Oak, L2-7), and Jul 12 (Oak, L3-7).
- Related Searches:** A section titled "RELATED SEARCHES" lists "Ryan Howard" and "Jimmy Rollins".

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)

Search

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



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☒ Round-trip ☐ One-way ☐ Multi-city

From

☒ Show Nearby Airports

To

☒ Show Nearby Airports

Leave  **Time** ▼

Return  **Time** ▼

Travelers ▼

Cabin ▼

☐ Prefer Nonstop

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auto complete. kayak

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☒ Round-trip ☐ One-way ☐ Multi-city

From

☒ Show Nearby Airports

Leave

Travelers

☐ Prefer Nonstop

To

☒ Show Nearby Airports

Return

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.

A close-up, low-angle shot of a person's arm and hand, wearing a light blue long-sleeved shirt, raised high with the index finger pointing upwards. The background is a blurred indoor setting, likely a conference or meeting room, with warm lighting and other people visible in the distance.

Flickr Credits

<http://tr.im/t6Ew>

Presentation

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Blog

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