

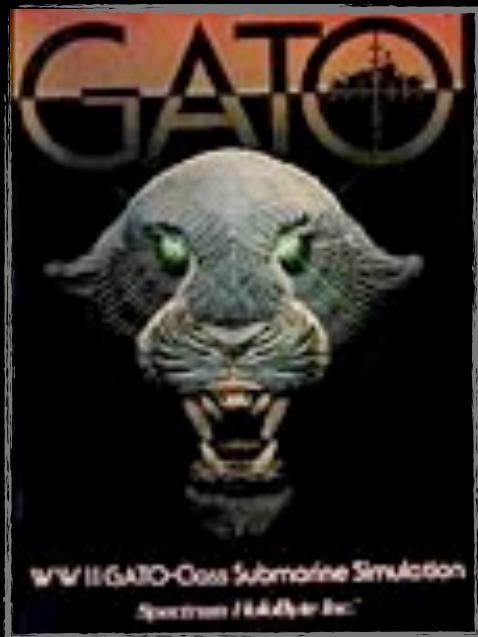
Designing for Interesting Moments

Bill Scott

Director, UI Engineering
Netflix

IxDA Presentation ~ July 22, 2009

Me



JavaScript for Rich Internet Applications

[Home](#) [Features](#) [Demos](#) [Documentation](#) [Downloads](#) [About](#)

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

BACKGROUND

Rico is a Spanish word meaning rich. The goal of Rico is to provide a rich environment for using Ajax technology.

Rico is just one small part of a larger effort at [Sapient](#) to create solutions to create a suite of rich internet components, behaviors and effects for the web application space.

The library is a fully object-oriented JavaScript library. Recently we refactored the library to extend the excellent [Prototype](#) effort from the Rico on Rails folks.

OPEN SOURCE

Rico is provide free and open-source [Apache 2.0 License](#) for anyone to use. The Rico source code is available on [SourceForge](#). [Sapient](#) retains the copyright on the Rico code provided at [SourceForge](#).

BROWSER SUPPORT

Rico has been tested in IE 5.5, IE 6, Firefox 1.5, Opera, Camino, Max, Firefox 1.0, and Camino. Currently there is no behavior in IE 5.5 and Opera 7.0, but will be provided in a near-future release for Safari.

AJAX SUPPORT

Ajax is the term that describes a set of web development techniques for creating interactive web applications. One of the key ingredients is the [AjaxRequest](#) object. Rico provides a very simple interface for registering Ajax requests as well as cancel, enqueue or dequeue them. Objects as [AjaxRequest](#) can be attached to [AjaxForm](#) objects and their data will be updated as the result of one Ajax request. Want to get started learning? Check out our [Ajax](#) and then read our two [Ajax](#) tutorials on the [Documentation](#) area.

DRAG AND DROP

Dropzone applications have long used drag and drop in their interfaces to simplify user interaction. Rico provides one of the simplest interfaces for enabling your web application to support drag and drop. Just register any HTML, element or [JavaScript](#) object as a dragger and any other HTML, element or [JavaScript](#) object as a drop zone and Rico handles the rest.

CINEMATIC EFFECTS

When actions are no longer occurring just at the page level but within the page itself, more clues are required to clue the user on what has transpired. Cinematic effects such as waiting and smooth sliding transitions can communicate change in richer ways than traditional sensible user behavior has explored before. Rico provides several cinematic effects as well as some classic visual style effects in a very simple interface.

BEHAVIORS

Take some raw effects, and synthesize in some behaviors and what do you get? Behaviors! Behaviors are just some behaviors, composed like [jQuery](#) in [Prototype](#) and [LiveUI](#) and [LiveGrid](#). And just like some [DRY](#) and with one line of [JavaScript](#) turn your divs/parts into an accordion. And the coolest behavior is the [LiveGrid](#). LiveGrid allows you to connect an [AjaxForm](#) table up to a stream of Ajax responses. Ajax requests are triggered by the user interacting with the table. The result is new items added to an unsorted amount of data scrolled into view on the fly as-needed! More behaviors are planned!

NEW! LiveGrid Behavior!

Check out the Alternative to Paging!

See Rico in Action!

Design Pattern Library

Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

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USER NEEDS

- NAVIGATE**
 - **Breadcrumbs**
 - **Faceted Navigation**
 - **Fly-out Menus**
 - **Horizontal Bar**
 - **Hub and Spoke**
 - **Left Navigation**
 - **Tab**
 - **Module Tabs**
 - **Navigation Tabs**
- EXPLORE DATA**
 - **Auto Complete**
 - **Calendar Picker**
 - **Pagination**
 - **Item Pagination**
 - **Search Pagination**
- ORGANIZE DATA**
 - **Give Feedback**
 - **Ratings & Reviews**
 - **Architecture Review**
 - **Rating an Object**
 - **Writing a Review**
- PERFORMANCE**
 - **Customize**
 - **Drag and Drop**
 - **Drag and Drop Modules**
 - **Drag and Drop Objects**
 - **In-Page Editing**
 - **Sliders**
- CALL ATTENTION**
 - **IMPROVE READABILITY**
 - **Ratings & Reviews**
 - **Review Architecture**
- GROUP RELATED ITEMS**
 - **ORGANIZE SCREEN/PAGE**

Welcome

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

What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context. [more...](#)

Recent Patterns



Auto Complete

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



Breadcrumbs

The user needs to navigate potentially large quantities of information efficiently, without becoming lost.



Drag and Drop Modules

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



Faceted Navigation

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



Horizontal Bar

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



Image Patterns Library

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



Left Navigation

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



Module Tabs

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



Navigation Tabs

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



The screenshot shows the Netflix homepage with a yellow header bar. The top navigation bar includes 'NETFLIX', 'Browse', 'Watch Instantly', 'Find a Show', 'Movies', 'Cloud & Community', 'Help', and 'Log Out'. Below the header, a search bar is followed by a 'Discover' section with 'New Releases', 'Previously', 'Netflix Top 100', 'Order DVDs', and 'Award Winners'. The main content area features a 'Because you enjoyed:' section with a thumbnail for 'House of Cards' and a 5-star rating. Below this are movie and TV show recommendations. The 'TV Sci-Fi & Fantasy' section includes 'Eleventh Hour', 'Stargate Atlantis', 'Hex', and '4400'. The 'TV Dramas' section includes 'House of Cards', 'Homeland', 'The Closer', and 'The Wire'. Each recommendation includes a thumbnail, the show's name, a 'Watch Now' button, and a 5-star rating. At the bottom, there are 'Get free genre' and 'Get free movie' buttons.

Current Moon Phase



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

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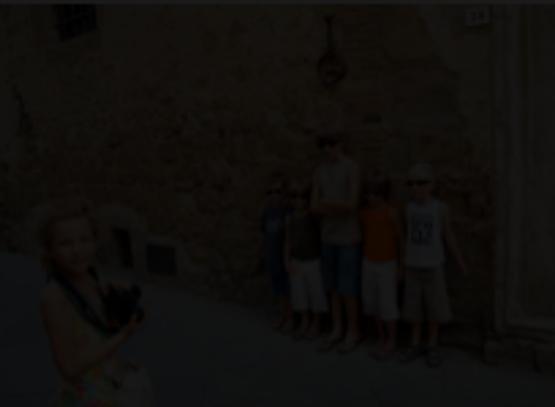
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Simple Interaction? Events...

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 

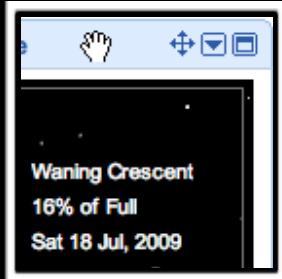
96

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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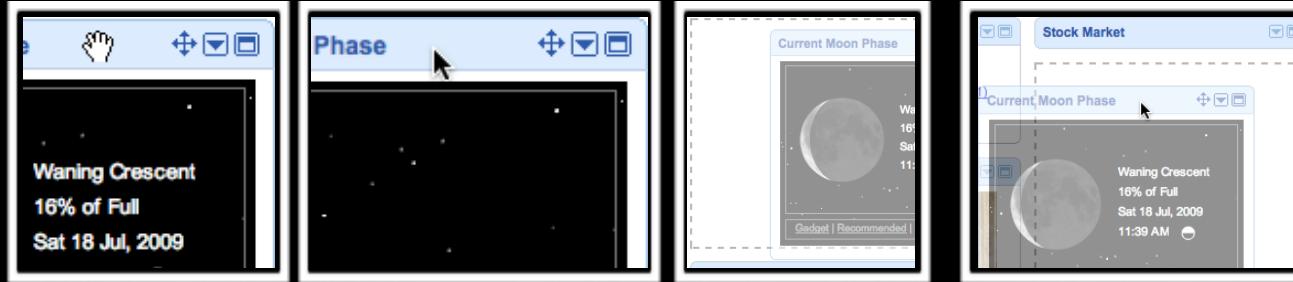
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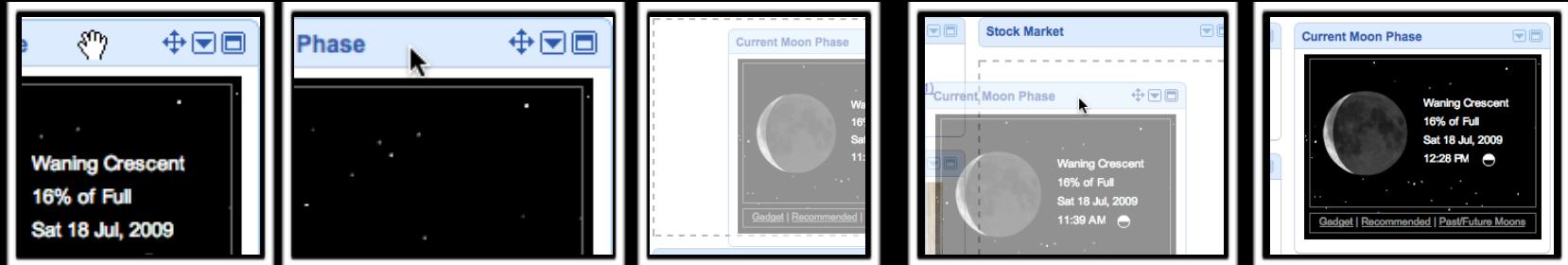
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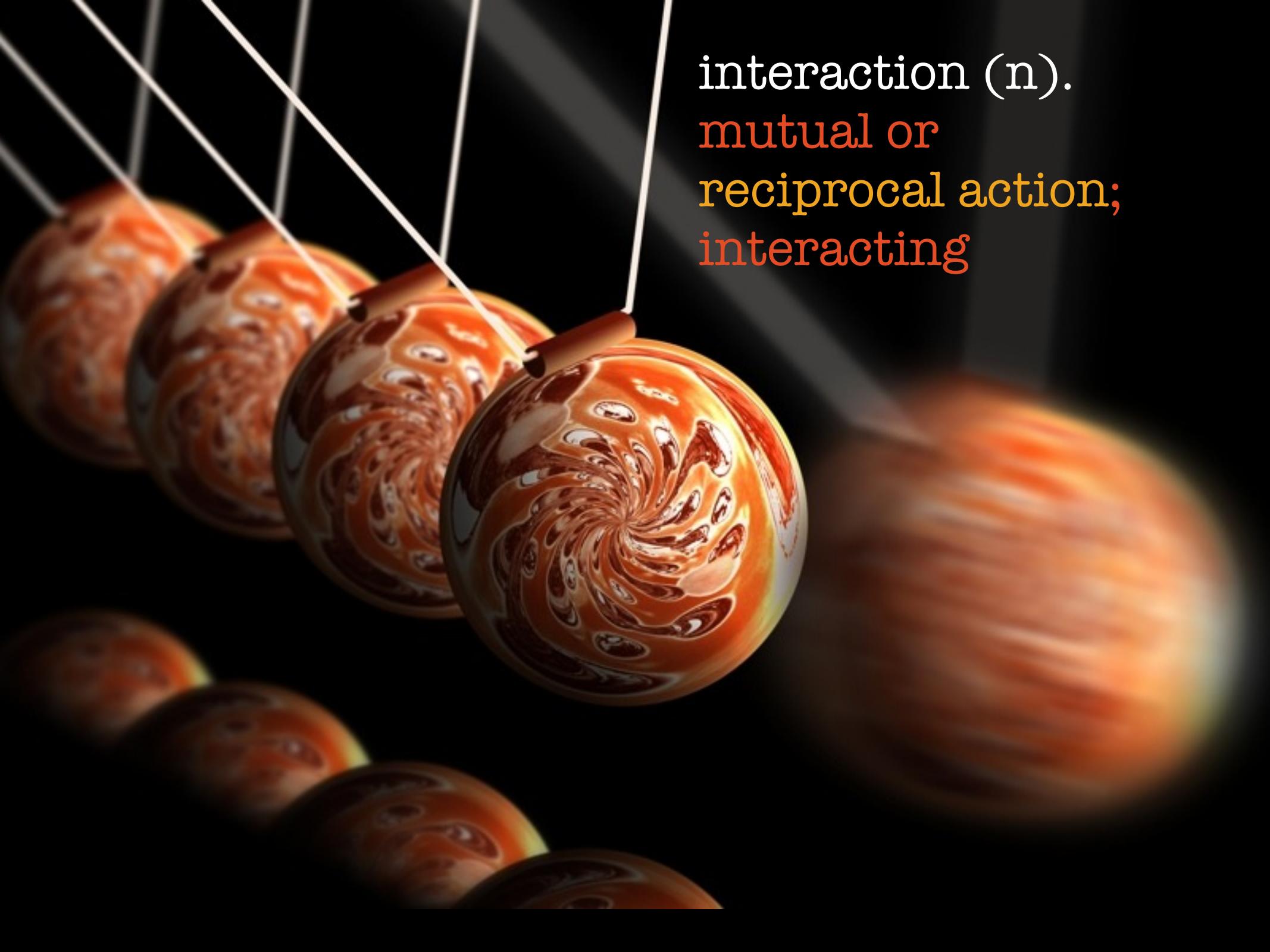


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A string of marbles is shown against a black background. The marbles are orange and yellow with a marbled pattern. The first three marbles are in sharp focus, while the ones behind them and the ones in the foreground are blurred, creating a sense of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

interaction (n).
mutual or
reciprocal action;
interacting



interaction.
interplay between
system and user

interaction. interplay between system and user



interaction.
interplay between
system and user





interaction.
sequence
tells a story



interactivity.
cyclic process
between two or
more active agents
in which each agent
alternatively
listens, thinks, and
speaks.

Chris Crawford
Interactive Storytelling

Interesting Moments

Captures minute interplay

Serves as tickler for nuances

Speaks to the possibilities

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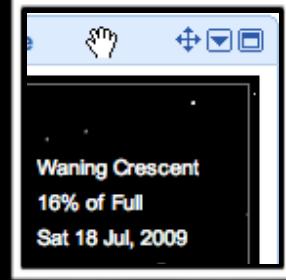
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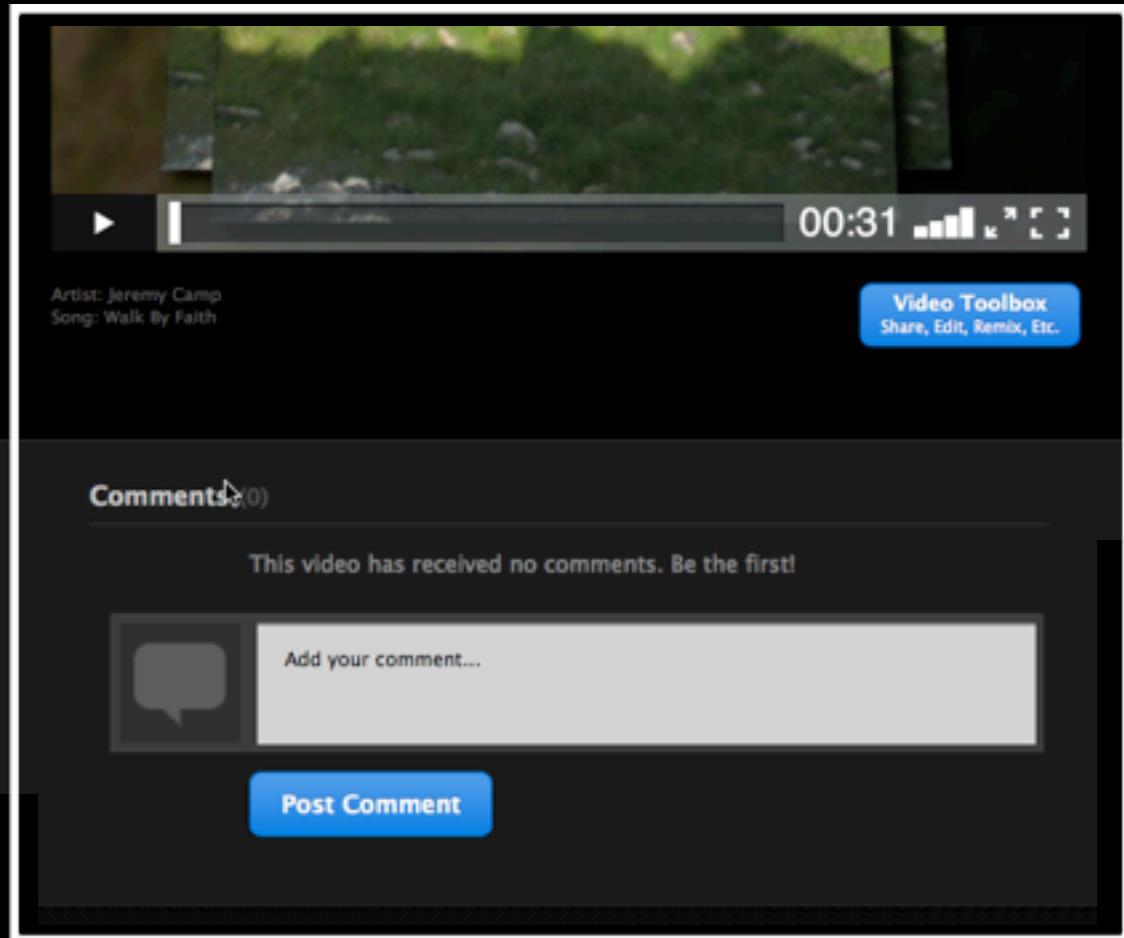
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6 principles



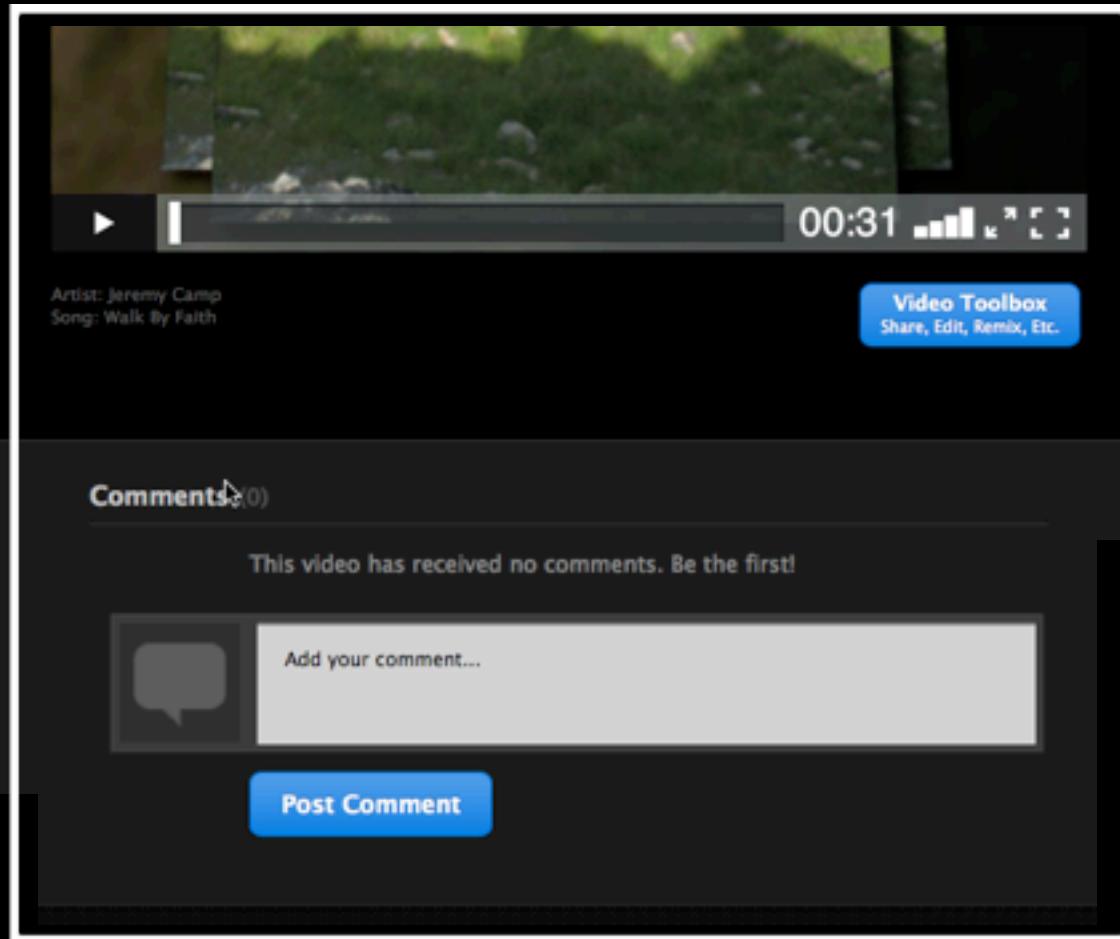
Input where
you output.

In Page Editing



inline editing. animoto.com

In Page Editing



inline editing. animoto.com

Interesting Moments

Page load

Not editing:

- Mouse **enters** edit area
- Mouse **exits** edit area
- Mouse **click** in edit area

Editing:

- Mouse **exits** edit area
- Mouse **click** outside edit

Analyzing the Moments

	Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
Cursor		link cursor	normal	i-beam	normal	normal
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field	dotted outline; white background	solid outline	Saving... message; new value

Analyzing the Moments

	1	Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
Cursor		link cursor	normal	i-beam	normal	normal	
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1

Analyzing the Moments

	1	2				
	Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
Cursor		link cursor	normal	i-beam	normal	normal
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field	dotted outline; white background	solid outline	Saving... message; new value



Analyzing the Moments

	1	2	3			
	Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
Cursor		link cursor	normal	i-beam	normal	normal
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field	dotted outline; white background	solid outline	Saving... message; new value



Analyzing the Moments

	1	2	3	4		
	Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
Cursor		link cursor	normal	i-beam	normal	normal
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field	dotted outline; white background	solid outline	Saving... message; new value



Analyzing the Moments

	1	2	3	4	5	
	Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
Cursor		link cursor	normal	i-beam	normal	normal
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field	dotted outline; white background	solid outline	Saving... message; new value



Analyzing the Moments

	1	2	3	4	5	6
Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere	
Cursor	link cursor	normal	i-beam	normal	normal	
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field	dotted outline; white background	solid outline	Saving... message; new value



Analyzing the Moments

	1	2	3	4	5	6	7
Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere		
Cursor	link cursor	normal	i-beam	normal	normal		
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field	dotted outline; white background	solid outline	Saving... message; new value	



Refactoring the Moments

	Page Render	Not editing: Mouse enters edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click outside edit area	Editing: Click Save Button
Cursor		link cursor	normal	i-beam	normal	normal	normal
Edit Area	hint at edit field	dotted outline; invitational text	hidden edit field	dotted outline; white background	solid outline	Saving... message; new value	Saving... message; new value
Buttons?				Show Save/ Cancel buttons			Hide Save/ Cancel buttons
Edit Link?	Show edit link?						

In Page Editing



inline editing. flickr.com

In Page Editing



inline editing. flickr.com

Additions:

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

In Page Editing



inline editing. flickr.com



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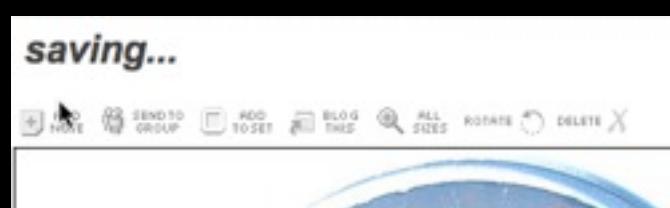
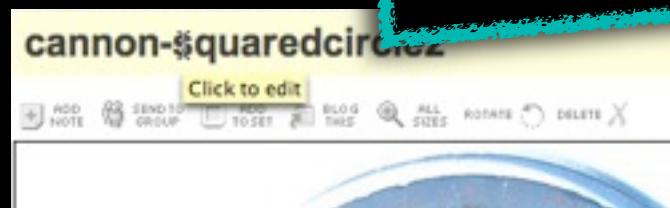
In Page Editing



inline editing. flickr.com

Additions:

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



Pay attention to discoverability

Use a clear
“call to action”



anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone

A screenshot of a 'Categories' page from the Basecamp 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

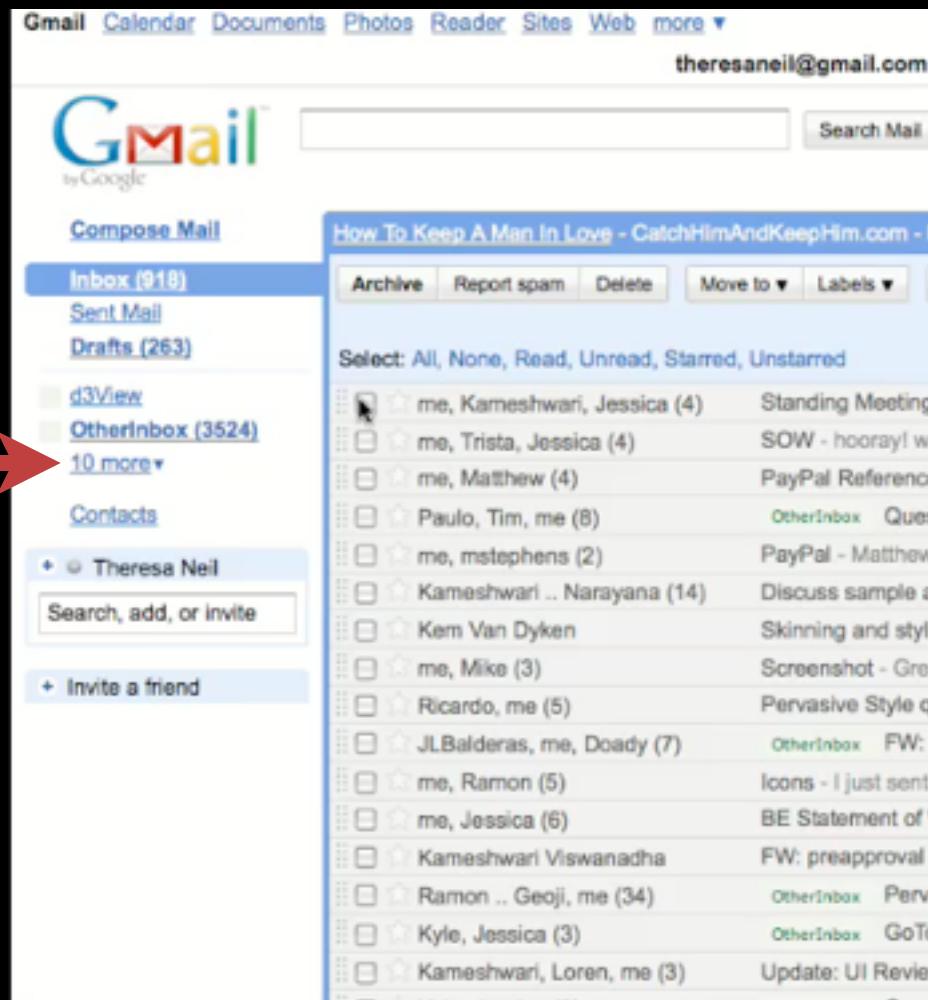
All files

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

anti-pattern. non-symmetrical. iphone

symmetrical interaction. basecamp

Drag, Open & Drop

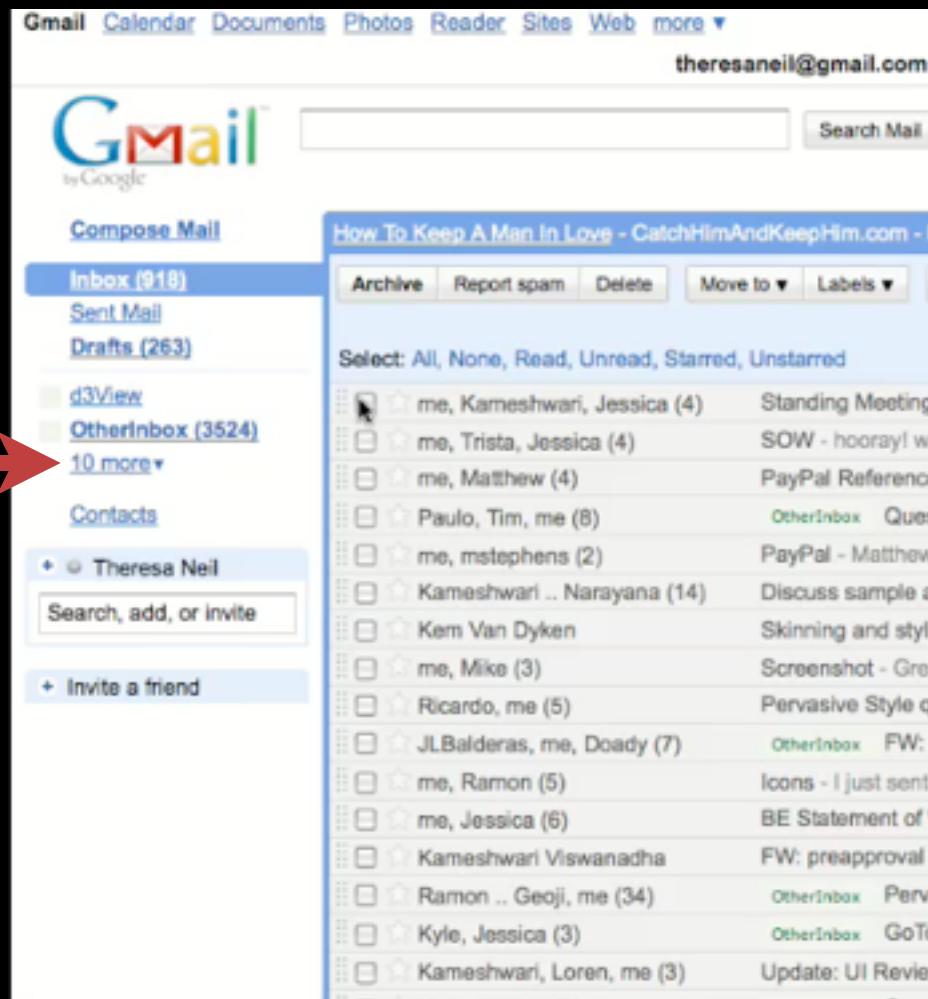


A screenshot of a Gmail inbox interface. The top navigation bar includes links for Gmail, Calendar, Documents, Photos, Reader, Sites, Web, and more. The email address 'theresaneil@gmail.com' is displayed. The main menu on the left shows 'Compose Mail', 'Inbox (918)', 'Sent Mail', 'Drafts (263)', 'd3View', 'OtherInbox (3524)', and '10 more...'. A red arrow points to the 'OtherInbox' link. Below the menu is a search bar and a 'Search Mail' button. The inbox list header includes 'Archive', 'Report spam', 'Delete', 'Move to', and 'Labels' buttons. The list itself is titled 'How To Keep A Man In Love - CatchHimAndKeepHim.com - L' and contains 3524 items. The first few items are:

From	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

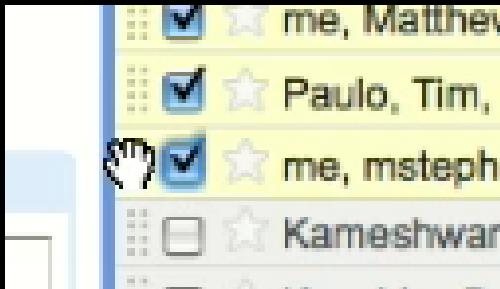
Drag, Open & Drop



A screenshot of the Gmail inbox interface. The left sidebar shows navigation links: 'Compose Mail', 'Inbox (918)', 'Sent Mail', 'Drafts (263)', 'd3View', 'OtherInbox (3524)', '10 more...', 'Contacts', '+ Theresa Neil', 'Search, add, or invite', and '+ Invite a friend'. A red arrow points to the 'OtherInbox (3524)' link. The main area displays the 'OtherInbox' content with various email entries. The top entry is titled 'How To Keep A Man In Love - CatchHimAndKeepHim.com - L...' with a preview of the message content.

drag and drop. gmail

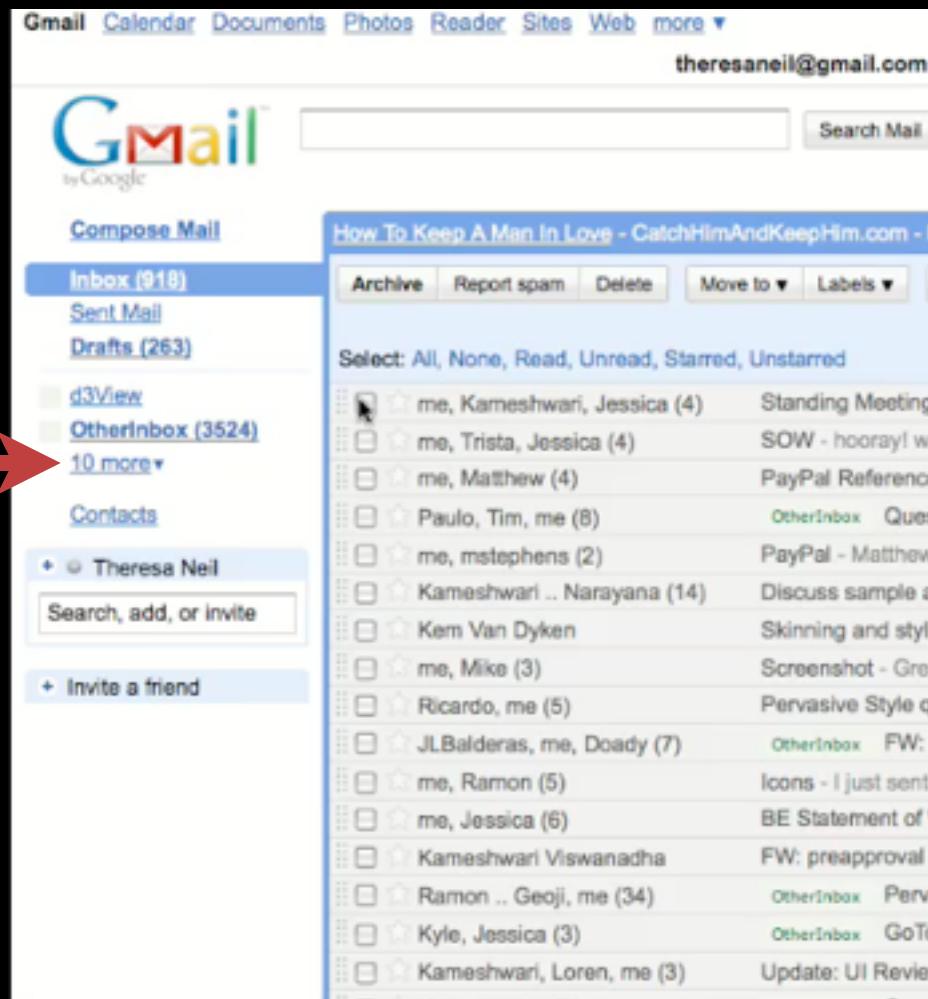
Mouse hover & initiation
Anti-pattern: Tiny Targets



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

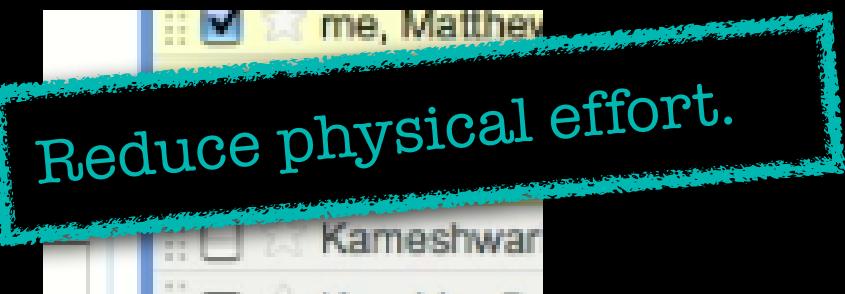
How To Keep A Man In Love - CatchHimAndKeepHim.com - L

Archive Report spam Delete Move to Labels

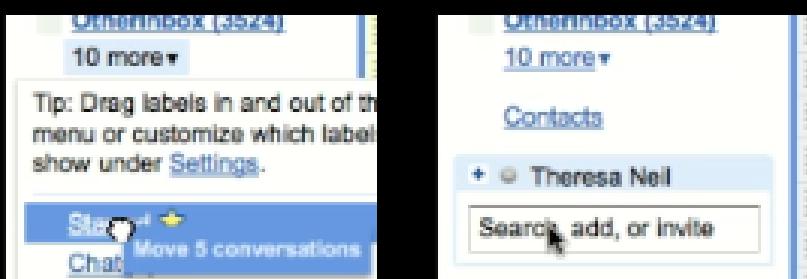
Select: All, None, Read, Unread, Starred, Unstarred

<input type="checkbox"/>	me, Kameshwari, Jessica (4)	Standing Meeting
<input type="checkbox"/>	me, Trista, Jessica (4)	SOW - hooray! w
<input type="checkbox"/>	me, Matthew (4)	PayPal Reference
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<input type="checkbox"/>	Kameshwari, Loren, me (3)	Update: UI Review

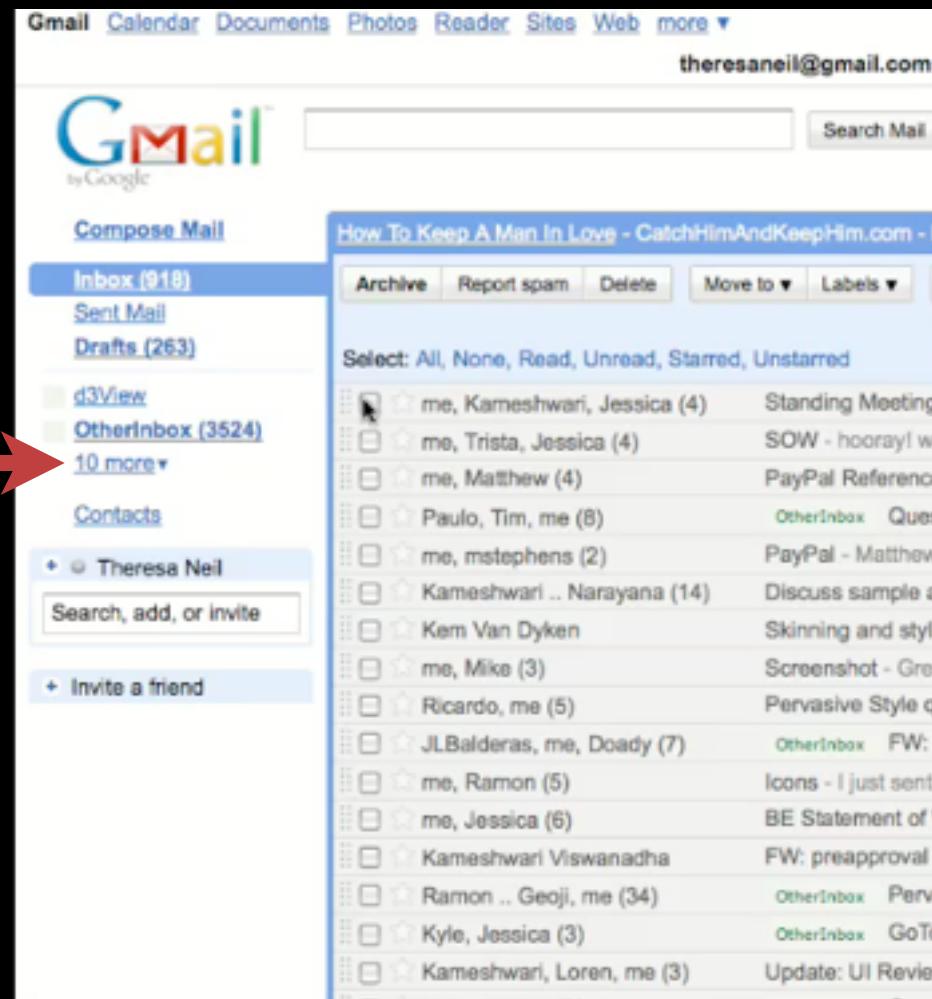
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.

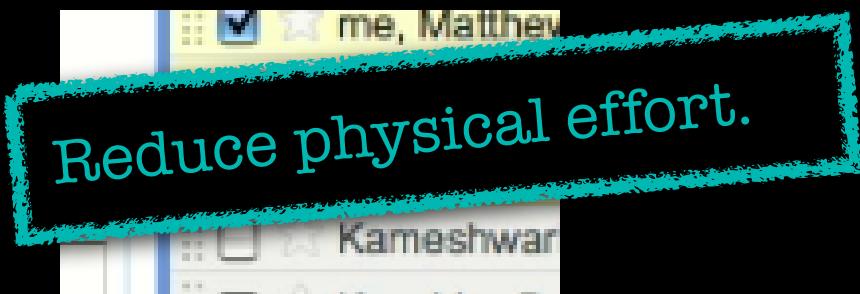


Drag, Open & Drop



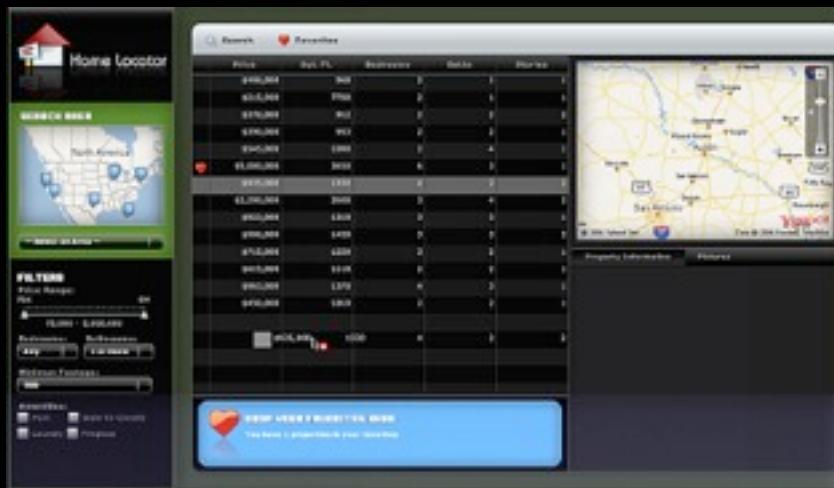
drag and drop. gmail

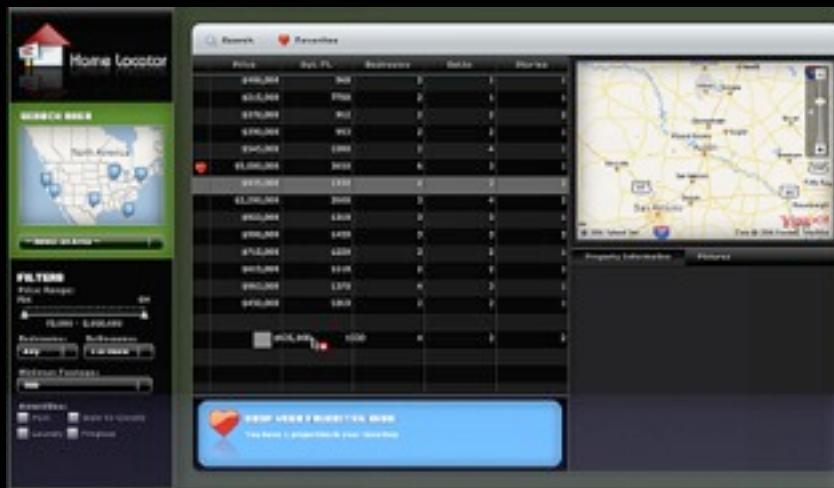
Mouse hover & initiation
Anti-pattern: Tiny Targets

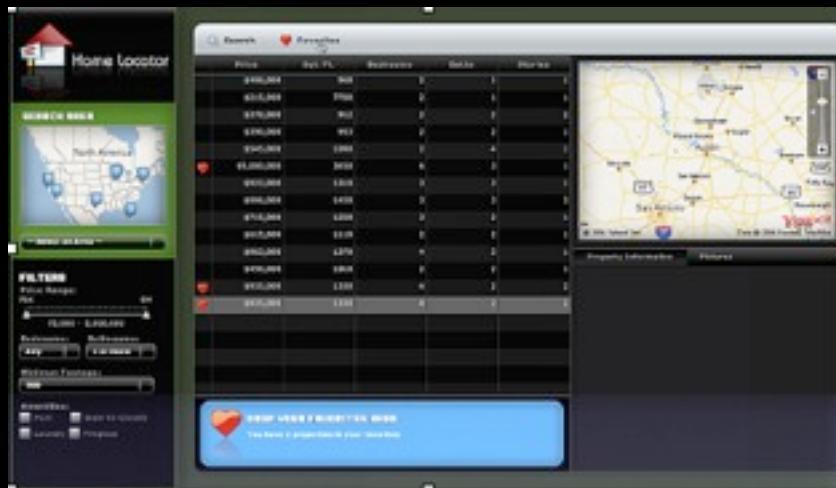


Drop accepted
What happened?
Collapses immediately.













anti-pattern. artificial construct.

A screenshot of a real estate search application. At the top, there are buttons for 'Search' and 'Revert'. Below is a map of North America with several blue markers. A grid table displays property details: Price, Sq. Ft., Bedrooms, Bathrooms, and Status. One row is highlighted in red, showing a price of \$1,000,000, 3,000 sq. ft., 3 bedrooms, 2 bathrooms, and 'For Sale'. A 'View' button is next to it. At the bottom, a blue button says 'SEARCH FOR ANOTHER' with the text 'You have 1 property saved. View Now'.

A screenshot of the WatchThisNext interface. At the top, it says 'WatchThisNext' and 'Drop n' Drop DVD Recommendations'. Below is a green bar with movie titles: 'Patriots from the Terrible / Aykhabader, Beamerhain, Spando, Zhurkha, Bolshoi Ballet' and 'The Rainmaker'. A blue bar below says 'Drag the DVDs into the boxes below'. A message says 'When we suggest a DVD you like, click the "Find out more" link to see more information or buy the DVD.' At the bottom, there are three categories: 'Loved It' (City Heat, Find out more), 'Haven't Seen It' (Or I'm not interested in it, Mean Creek, Find out more), and 'Loathed It' (Or don't show me DVDs like this).

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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Featured Subgenre
CLASSIC COMEDIES

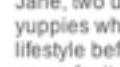


[Fun with Dick and Jane](#)



Not Interested

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



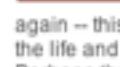
[Monty Python's Life of Brian](#)



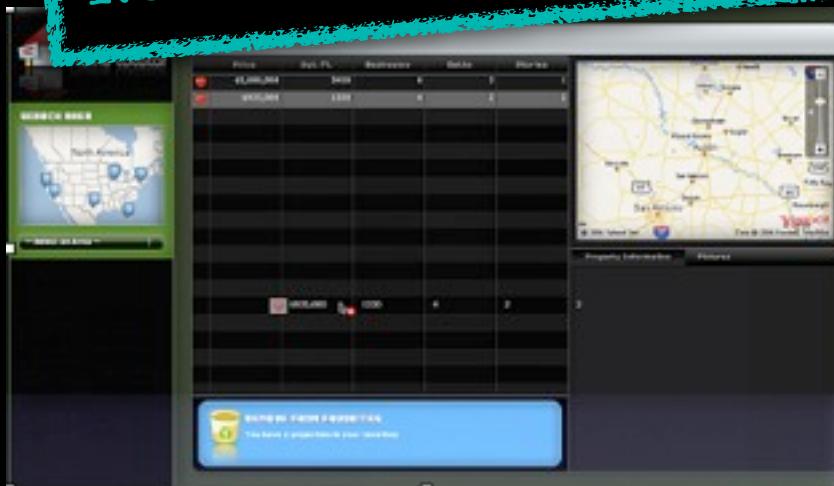
Not Interested



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



No artificial constructs!



WatchThisNext

Drop n' Drop DVD Recommendations

Start Over Contact Us

Drop off: From the Terrible /

Alaykumdevar, Beamerthorn, Spurdo, Zhurkis, Balakji Balaji

[Find out more](#)

The Rainmaker

Drop off: The Rainmaker

Drag the DVDs into the boxes below

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

Loved It

Or show me more like this.

Drop off: City Heat

Find out more

Hasn't Seen It

Or I'm not interested in it.

Drop off: Mean Creek

Find out more

Loathed It

Or don't show me DVDs like this.

Classics

Recommendations

[Add](#)**High Plains Drifter** Not Interested

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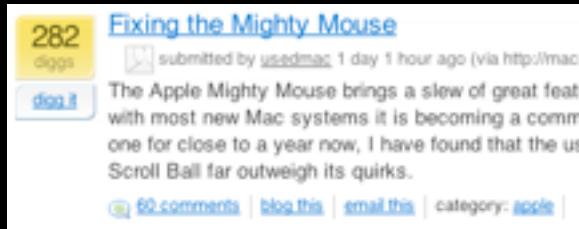
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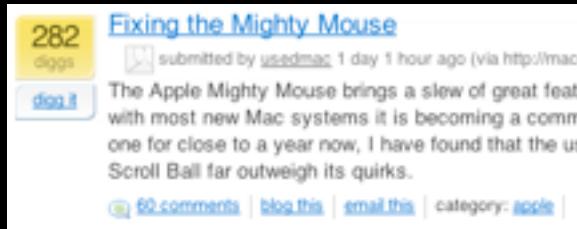
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A screenshot of a Digg article page for the URL http://digg.com/1000/fixing_the_mighty_mouse. The page shows a yellow sidebar on the left with the number '282' and the word 'digg'. The main content area has a blue header 'Fixing the Mighty Mouse' with a small thumbnail image. Below the header, the text reads: 'submitted by usedmac 1 day 1 hour ago (via <http://macfixit.com>)'. The main text of the article discusses the Apple Mighty Mouse. At the bottom of the article, there are links for '60 comments', 'blog this', 'email this', and 'category: [apple](#)'.

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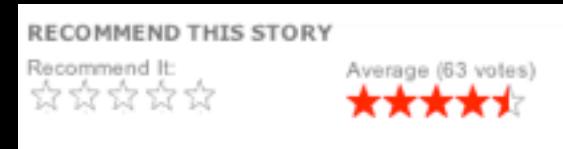
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submitted by usedmac 1 day 1 hour ago (via <http://mac>)

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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Recommend It:

Average (63 votes)

★★★★★



Classics

Recommendations

High Plains Drifter
Not Interested

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Fun with Dick and Jane
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Monty Python's Life of Brian
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My Grade: **A**

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Select grade to the right

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A **B** **C** **D** **F**

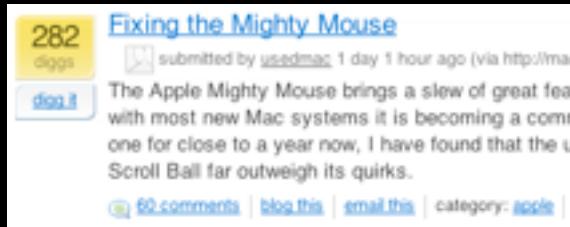
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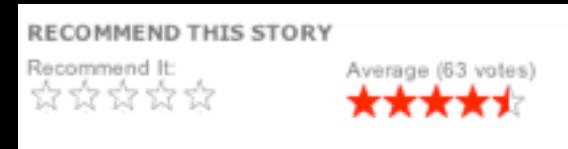
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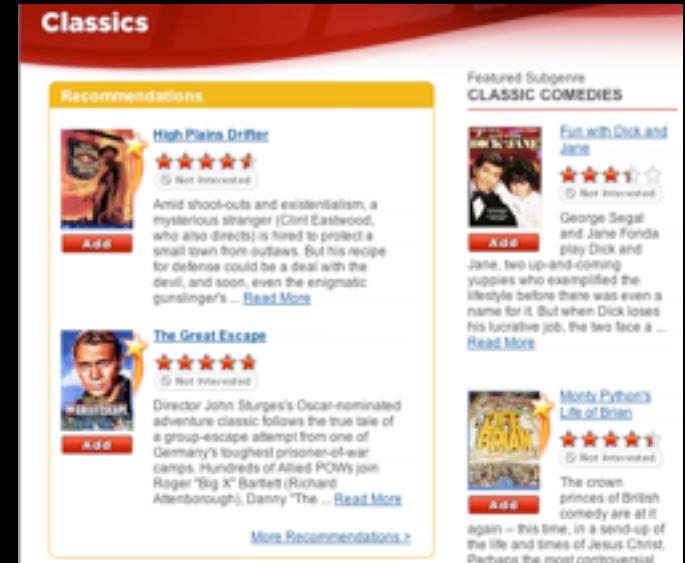
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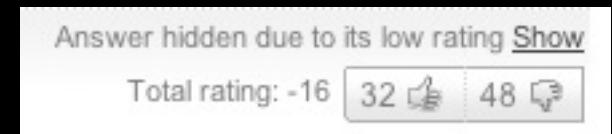
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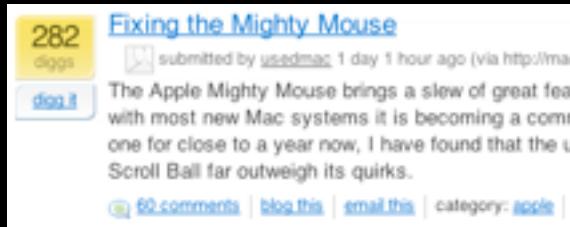


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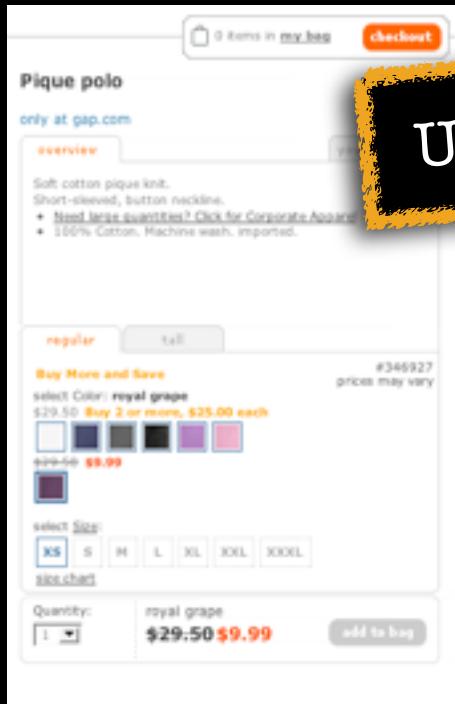
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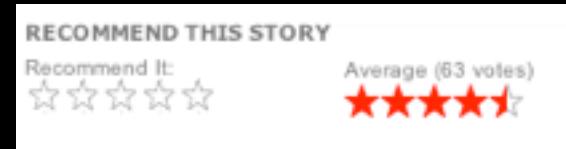
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+ 100% Cotton. Machine wash. Imported.
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Buy More and Save
select Color: royal grape
\$29.50 Buy 2 or more, \$25.00 each
\$29.50 \$9.99
select Size:
XS S M L XL XXL XXXL
size chart
Quantity: 1 royal grape \$29.50 \$9.99 add to bag

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Classics

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Select grade to the right
write a review

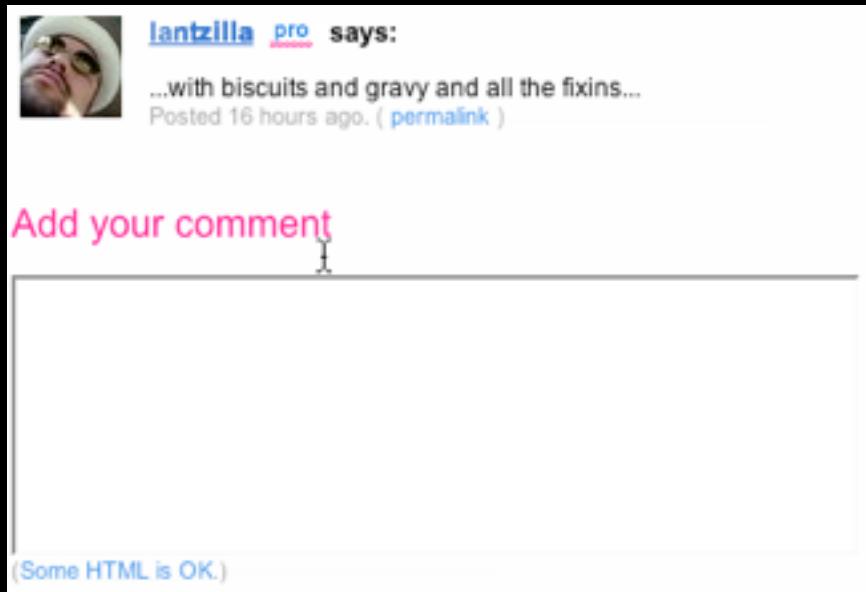
A
B
C
D
F

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

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Contextual Tools (inline on hover)



 [lantzilla](#) [pro](#) says:

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

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

Add your comment

(Some HTML is OK.)

contextual tool menu. flickr.com

Contextual Tools (inline on hover)



A screenshot of a social media comment section. At the top, there is a user profile picture of a person with a mustache, followed by the username "lantzilla pro" and the word "says:". Below this is a comment text "...with biscuits and gravy and all the fixins...". Underneath the comment is the text "Posted 16 hours ago. ([permalink](#))". Below the comment area is a text input field with the placeholder "Add your comment" and a small "I" icon indicating it is a text input. At the bottom of the comment section, there is a note "(Some HTML is OK.)".

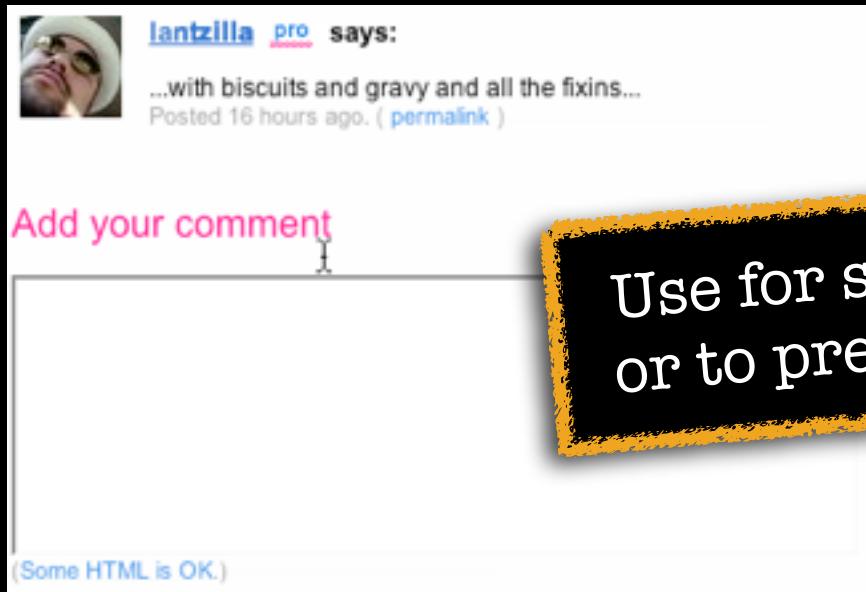
contextual tool menu. flickr.com



A screenshot of a contextual tool menu titled "Pick Up at the Store". The menu lists several items with checkboxes next to them: Milk, Orange Juice, Tomatoes, Lettuce, Bread, and Chips. The background of the menu is white, and the text is black.

contextual tool actions. backpackit

Contextual Tools (inline on hover)

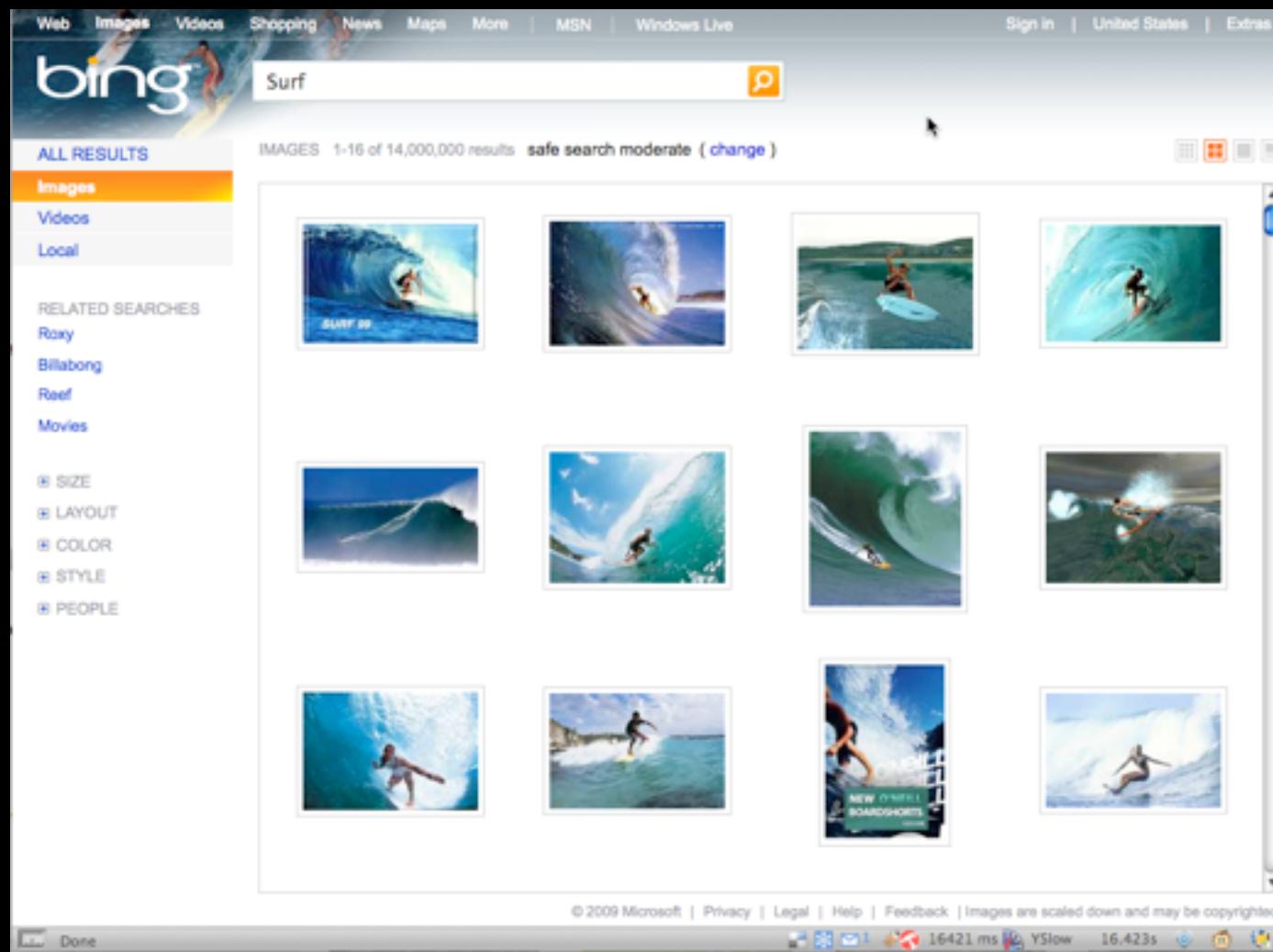


contextual tool menu. flickr.com



contextual tool actions. backpackit

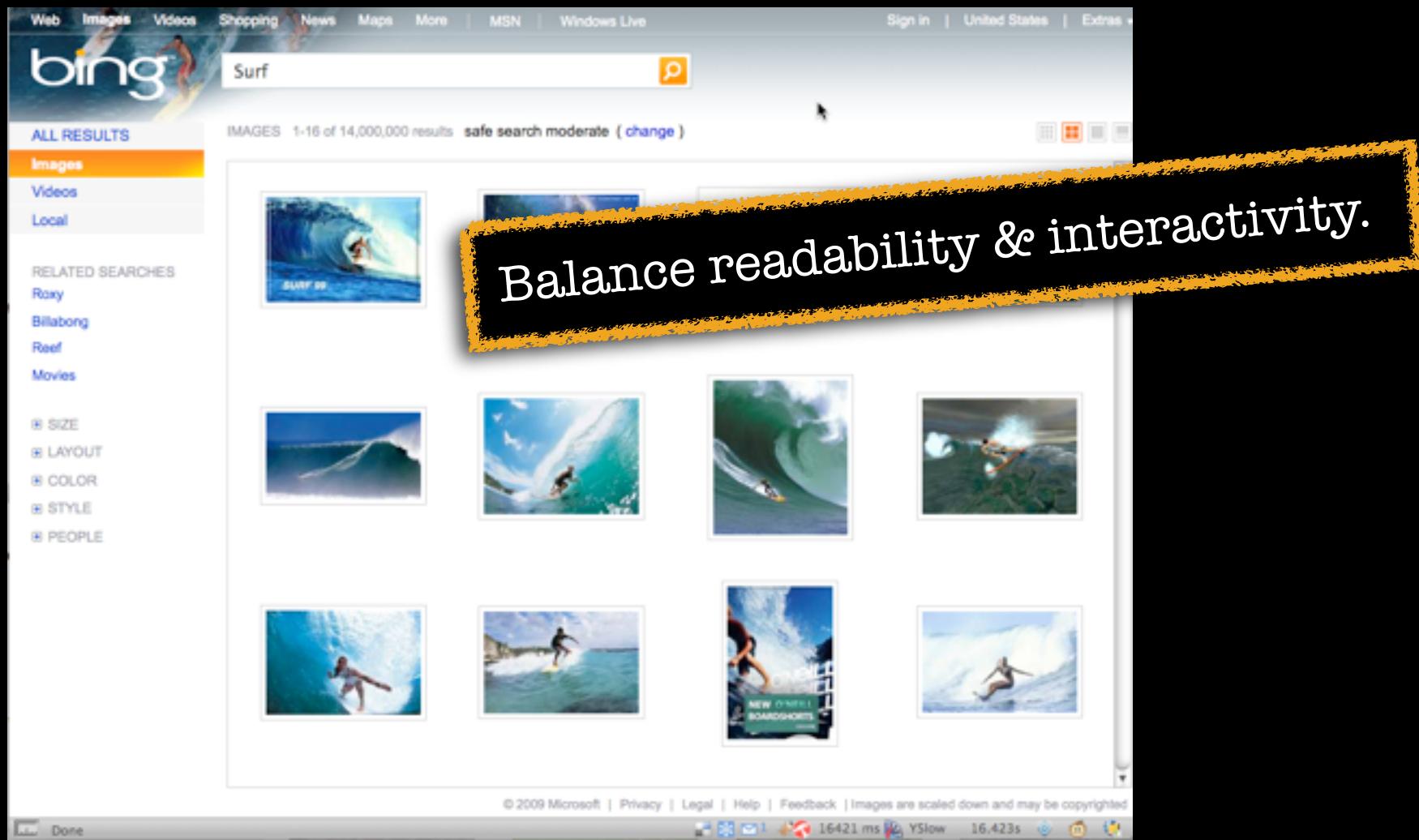
Contextual Tools (overlay on hover)



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".

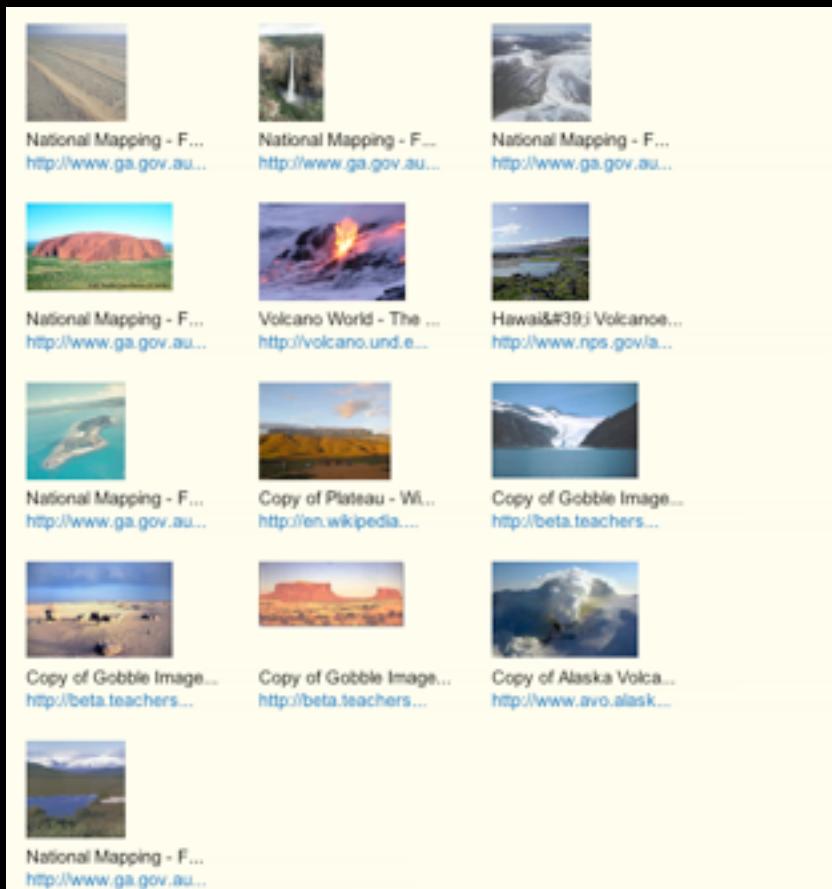
contextual tool overlay. bing.com

Contextual Tools (overlay on hover)



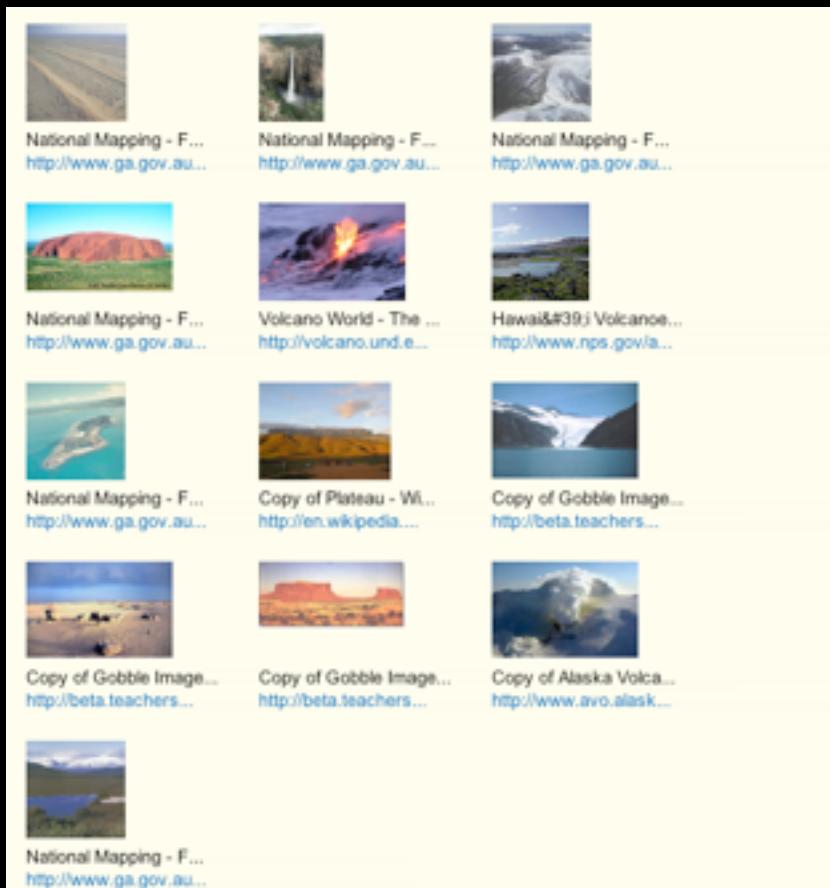
contextual tool overlay. bing.com

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		

anti-pattern. hover & cover. yahoo! teachers



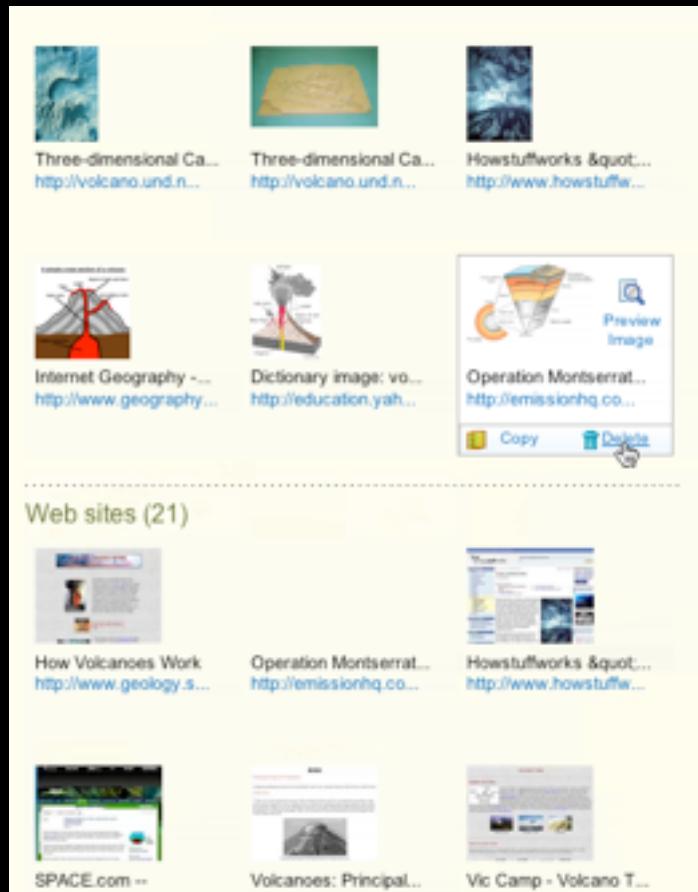
Anti-Pattern: Hover & Cover



	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			



Hover & Cover Refactored



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

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

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...>

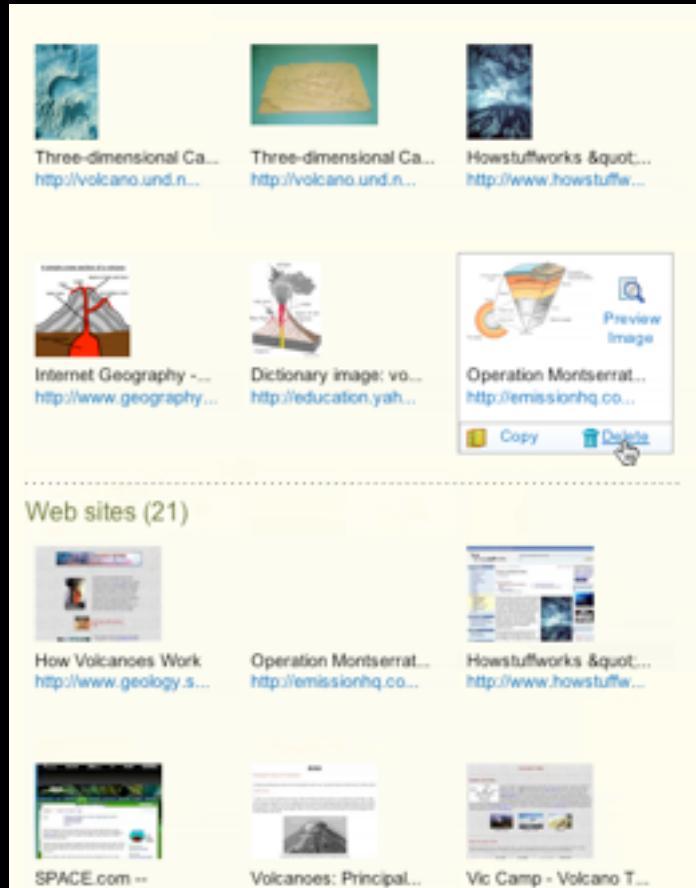
Howstuffworks "...
<http://www.howstuffw...>

SPACE.com --

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

hover & cover resolved. y! teachers

Hover & Cover Refactored



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

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

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

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

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

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

Web sites (21)

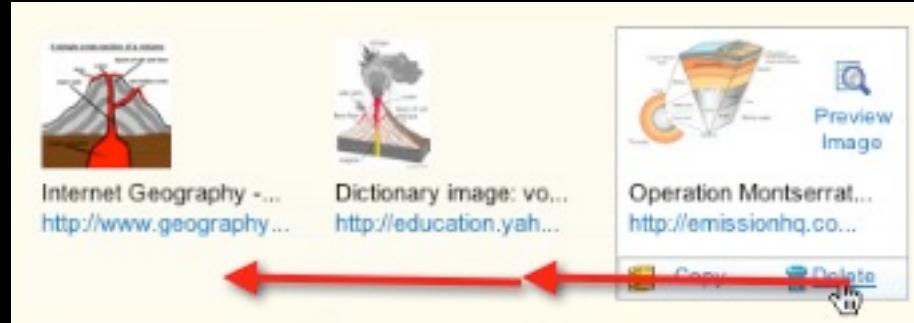
How Volcanoes Work
<http://www.geology.a...>

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

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

SPACE.com --

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



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

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

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

Preview Image

Copy Delete

hover & cover resolved. y! teachers

Contextual Tools (overlay on hover)

Inbox (11 unread)

Matt Marenghi	Invitation to connect	Jul 16	take action ▾
Keith Deacon	RE: Wondered what...	Jul 14	take action ▾
Sita Bhatt	What are your top 5...	Jul 14	Archive
Nick Finck	The Netflix connection	Jul 13	take action ▾
Robert Newby	Please contact Robert...	Jul 7	Archive

Action items: [Invitations \(10\)](#), [InMails \(4\)](#), [See all messages »](#)

Network Updates  [See more updates »](#)

[What are you working on now?](#)



hover details. linkedin.com

Contextual Tools (overlay on hover)

Inbox (11 unread)

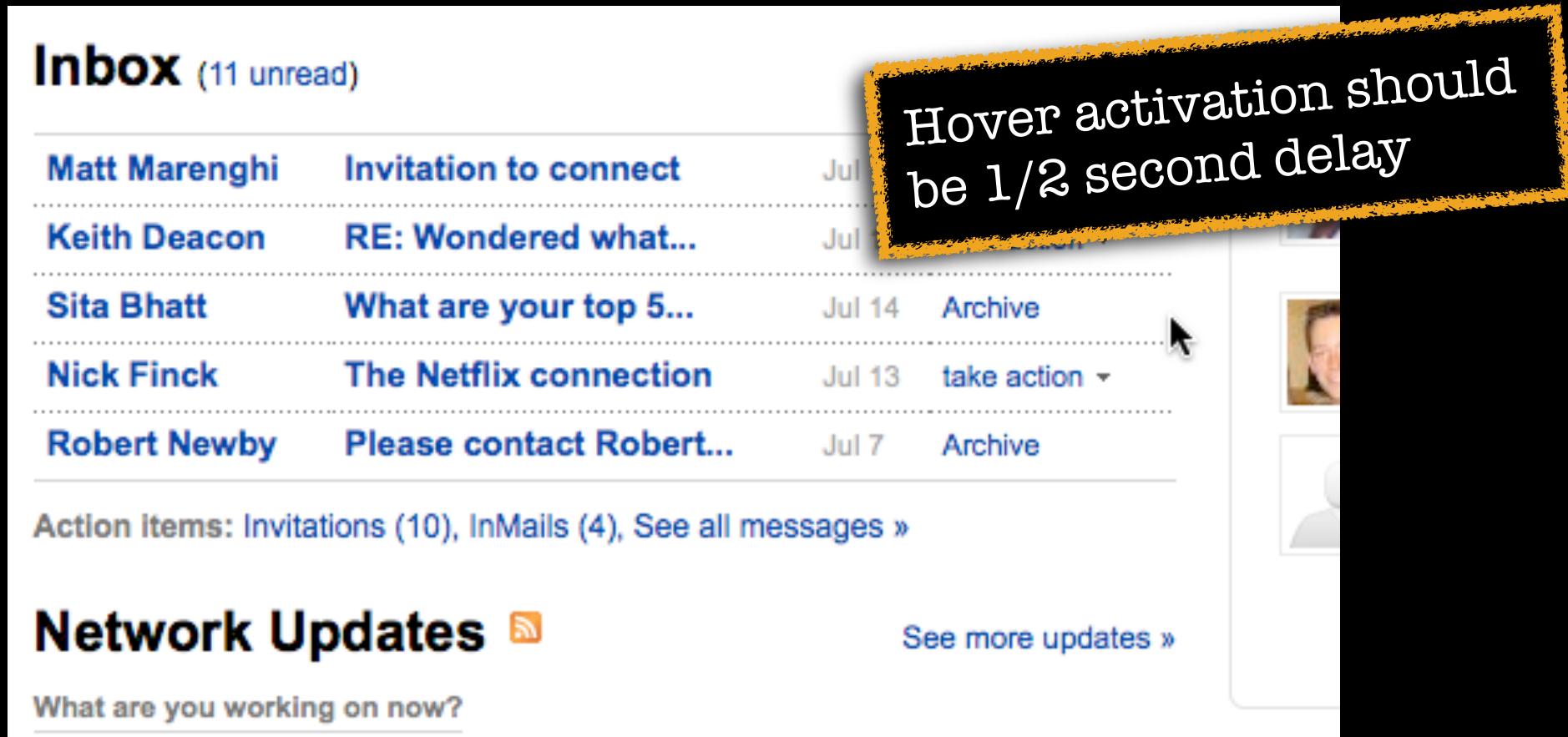
Matt Marenghi	Invitation to connect	Jul 16	Archive
Keith Deacon	RE: Wondered what...	Jul 15	Archive
Sita Bhatt	What are your top 5...	Jul 14	Archive
Nick Finck	The Netflix connection	Jul 13	take action ▾
Robert Newby	Please contact Robert...	Jul 7	Archive

Action items: [Invitations \(10\)](#), [InMails \(4\)](#), [See all messages »](#)

Network Updates 

[See more updates »](#)

What are you working on now?

A screenshot of the LinkedIn inbox interface. The 'Inbox' header is at the top left, followed by a list of 11 unread messages from various contacts. Each message row includes the sender's name, subject, date, and an 'Archive' button. A mouse cursor is hovering over the 'take action' button for the message from 'Nick Finck'. A yellow hand-drawn style box is overlaid on the interface, containing the text 'Hover activation should be 1/2 second delay'. To the right of the inbox, there are two user profile cards: one with a photo and one with a placeholder person icon.

hover details. linkedin.com

Contextual Tools (overlay on hover)

Inbox (11 unread)

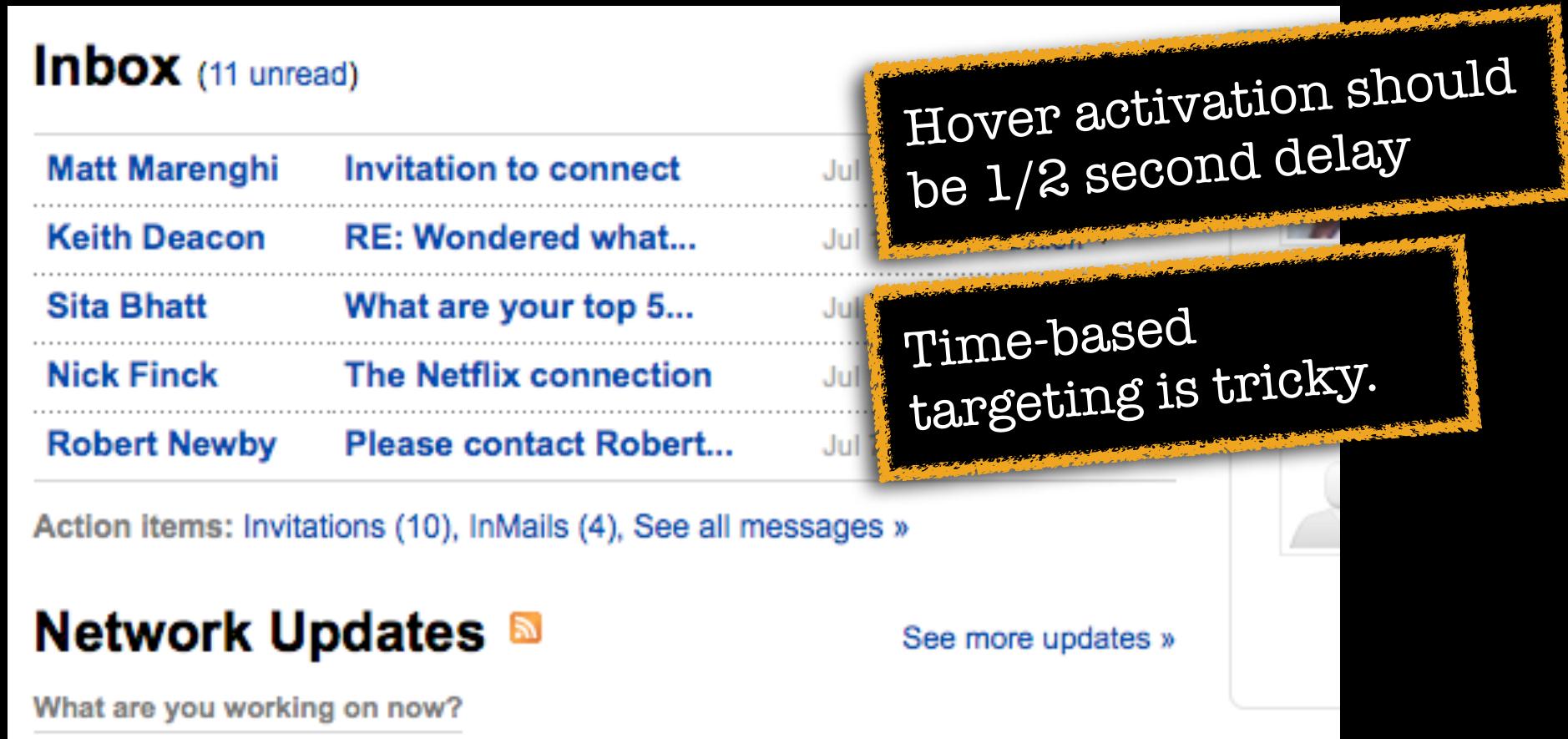
Matt Marenghi	Invitation to connect	Jul
Keith Deacon	RE: Wondered what...	Jul
Sita Bhatt	What are your top 5...	Jul
Nick Finck	The Netflix connection	Jul
Robert Newby	Please contact Robert...	Jul

Action items: [Invitations \(10\)](#), [InMails \(4\)](#), [See all messages »](#)

Network Updates 

[See more updates »](#)

What are you working on now?



hover details. linkedin.com

Contextual Tools (overlay on hover)

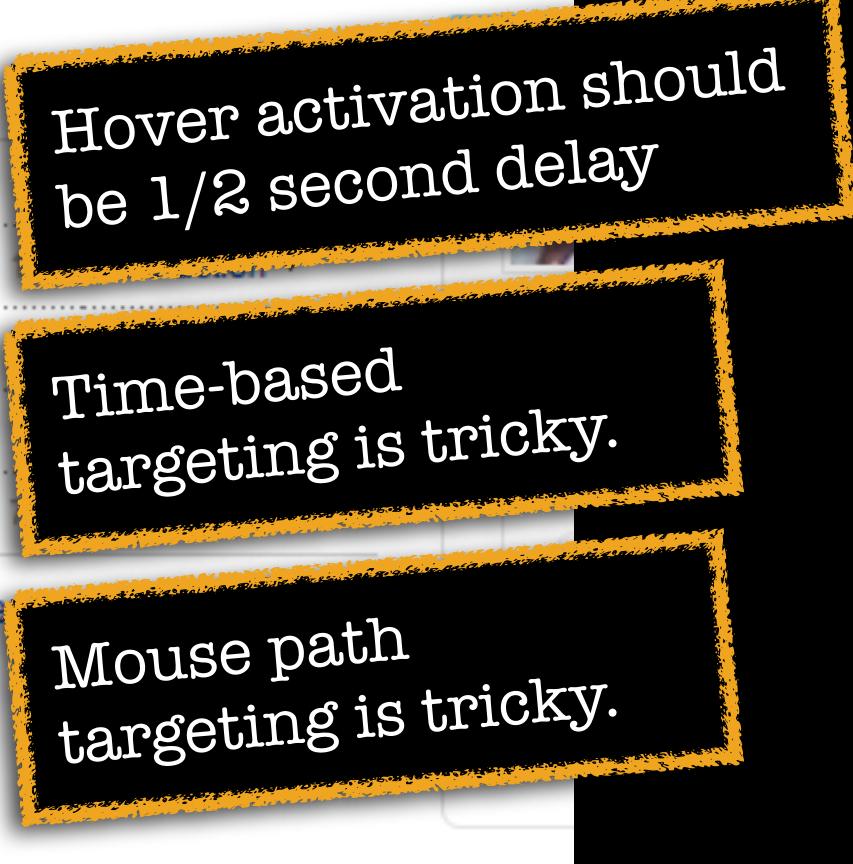
Inbox (11 unread)

Matt Marenghi	Invitation to connect	Jul
Keith Deacon	RE: Wondered what...	Jul
Sita Bhatt	What are your top 5...	Jul
Nick Finck	The Netflix connection	Jul
Robert Newby	Please contact Robert...	Jul

Action items: Invitations (10), InMails (4), See all messages

Network Updates 

What are you working on now?



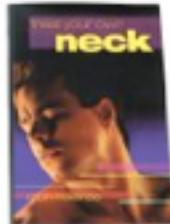
- Hover activation should be 1/2 second delay
- Time-based targeting is tricky.
- Mouse path targeting is tricky.

hover details. linkedin.com

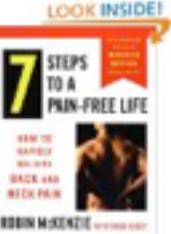
anti-pattern. double duty. amazon.com

Continue shopping: Customers Who Bought Items in Your Recent History Also Bought

Page 1 of 17



[Treat Your Own Neck](#)
4th Ed  by Robin Mckenzie
 (28) \$10.00



[7 Steps to a Pain-Free Life](#)
by Robin McKenzie
 (72) \$11.56



[Talent Is Not Enough: Business Secrets for Designers](#)
by Shel Perkins
 (3) \$26.39

[design management](#) (Books)

[Top of Page](#)

zon.com® [Amazon.com Home](#) | [Directory of All Stores](#)

Hover: shows contextual tool overlay.
Click: goes to details page.

[Treat Your Own Neck](#)

[4th Ed](#) by Robin

[Treat Your Own Neck 4th Ed](#) by

Robin Mckenzie (Paperback)

 (28)

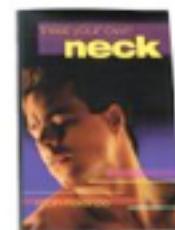
Price: \$10.00

[14 used & new from \\$9.59](#)

anti-pattern. double duty. [amazon.com](#)

Continue shopping: Customers Who Bought Items in Your Recent History Also Bought

Page 1 of 17



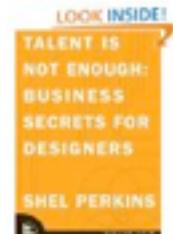
[Treat Your Own Neck](#)
4th Ed by Robin Mckenzie

 (28) \$10.00



[7 Steps to a Pain-Free](#)
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[Talent Is Not Enough:](#)
Business Secrets for Designers by Shel Perkins

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[design management](#) (Books)

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Hover: shows contextual tool overlay.
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[Treat Your Own Neck](#)

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[Treat Your Own Neck 4th Ed](#) by

Robin Mckenzie (Paperback)

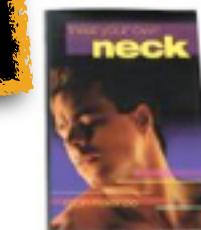
 (28)

Price: \$10.00

[14 used & new from \\$9.59](#)

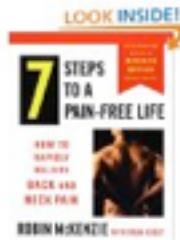
anti-pattern. double duty. [amazon.com](#)

Do one thing well.



[Treat Your Own Neck](#)
4th Ed by Robin
Mckenzie

 (28) \$10.00



[7 Steps to a Pain-Free](#)
Life: H... by Robin
McKenzie

 (72) \$11.56



[Talent Is Not Enough:](#)
Business S... by Shel
Perkins

 (3) \$26.39

[design management](#) (Books)

[Top of Page](#)

.com®

[Amazon.com Home](#) | [Directory of All Stores](#)

Contextual Tools (overlay on click)

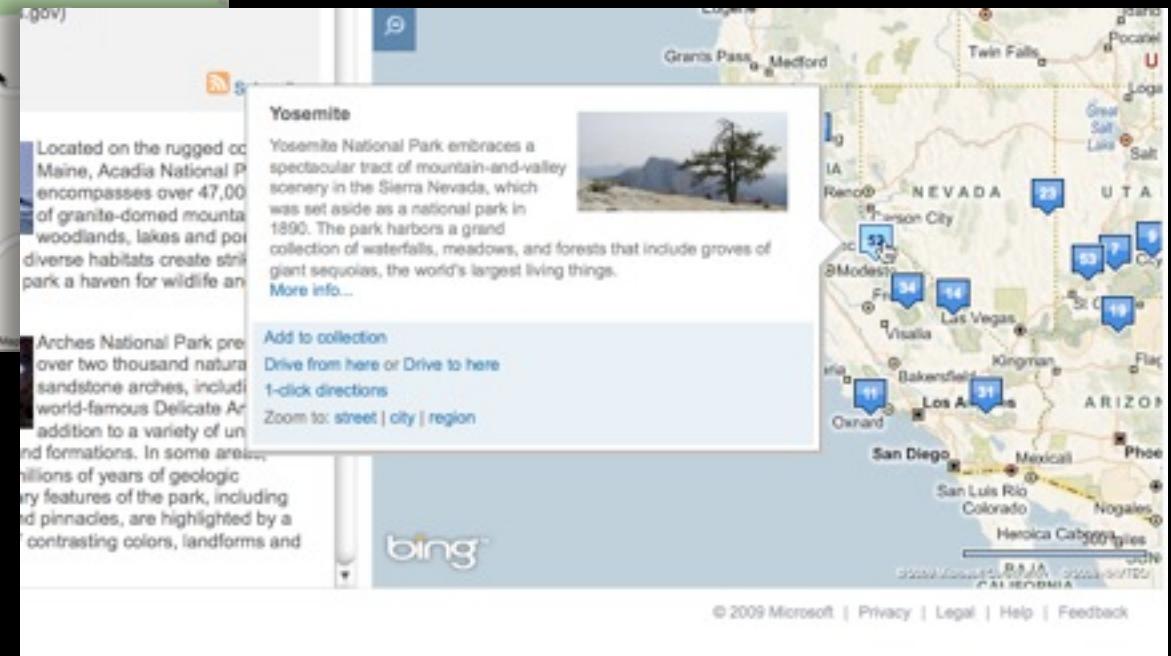


google maps

Contextual Tools (overlay on click)



google maps



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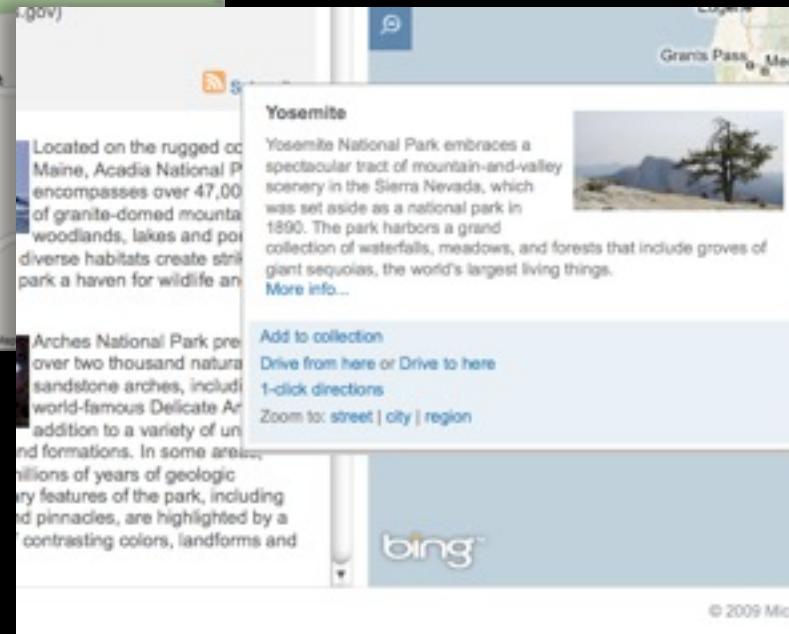
bing.com

Contextual Tools (overlay on click)

A screenshot of a Google Map showing a walking route in Alum Rock Park, San Jose, CA. The map features a green area representing the park with a winding white line for the trail. A video player is overlaid on the map, showing a close-up of a tree trunk and branches in a winter setting. Below the video is a 5-star rating with 2 reviews. To the right of the map is a detailed description of the park's natural features, including granite domes, woodlands, lakes, and diverse habitats.

google maps

Alum Rock-East Foothills

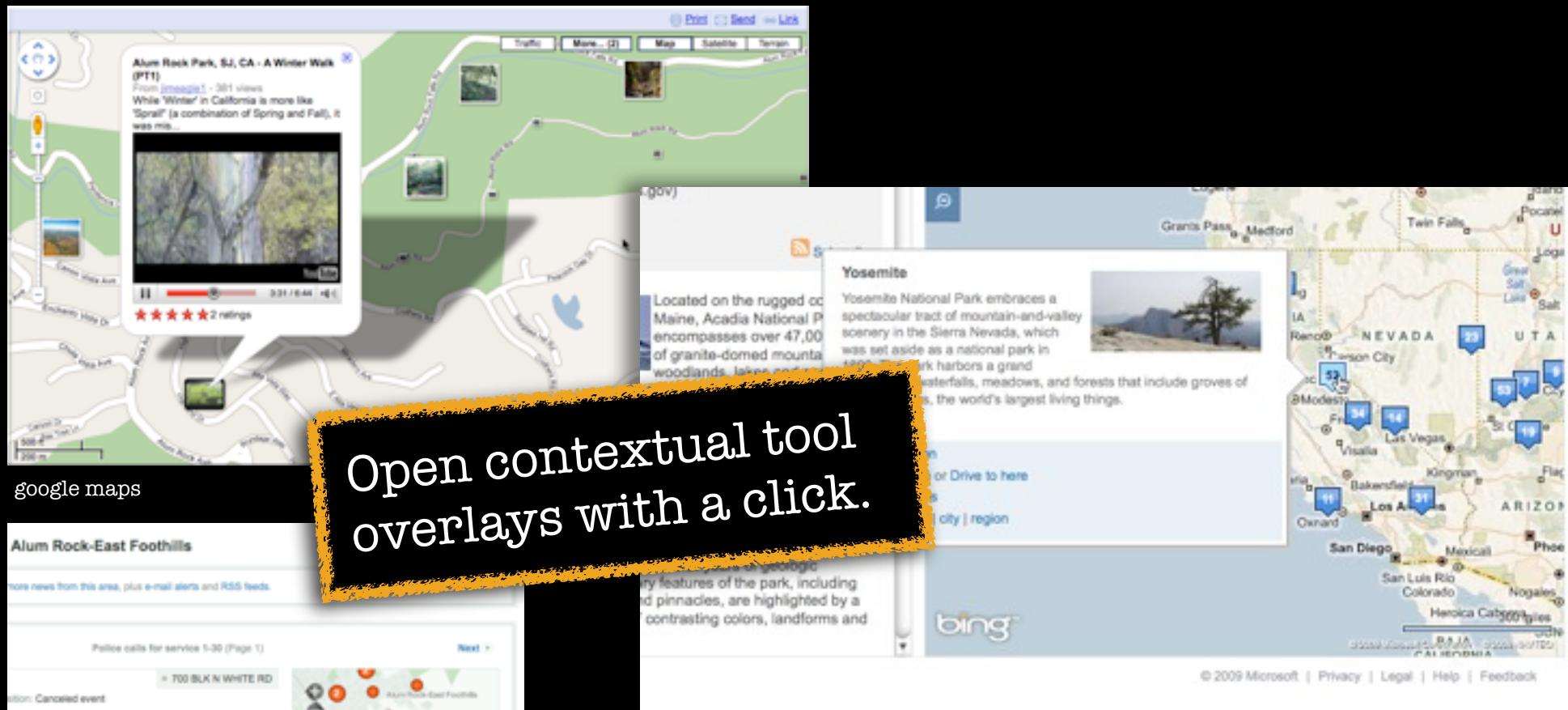


bing.com



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Contextual Tools (overlay on click)



Open contextual tool
overlays with a click.

Alum Rock-East Foothills

more news from this area, plus e-mail alerts and RSS feeds.

Police calls for service 1-30 (Page 1)

Location: Cancelled event

- = 700 BLK N WHITE RD
- = 300 BLK N CAPITOL AV
- = 3100 BLK ALUM ROCK AV
- = 1000 BLK S WHITE RD
- = 14800 BLK WATTERS DR
- = 1000 BLK S WHITE RD

Location: Traffic citation issued, fix-it ticket:

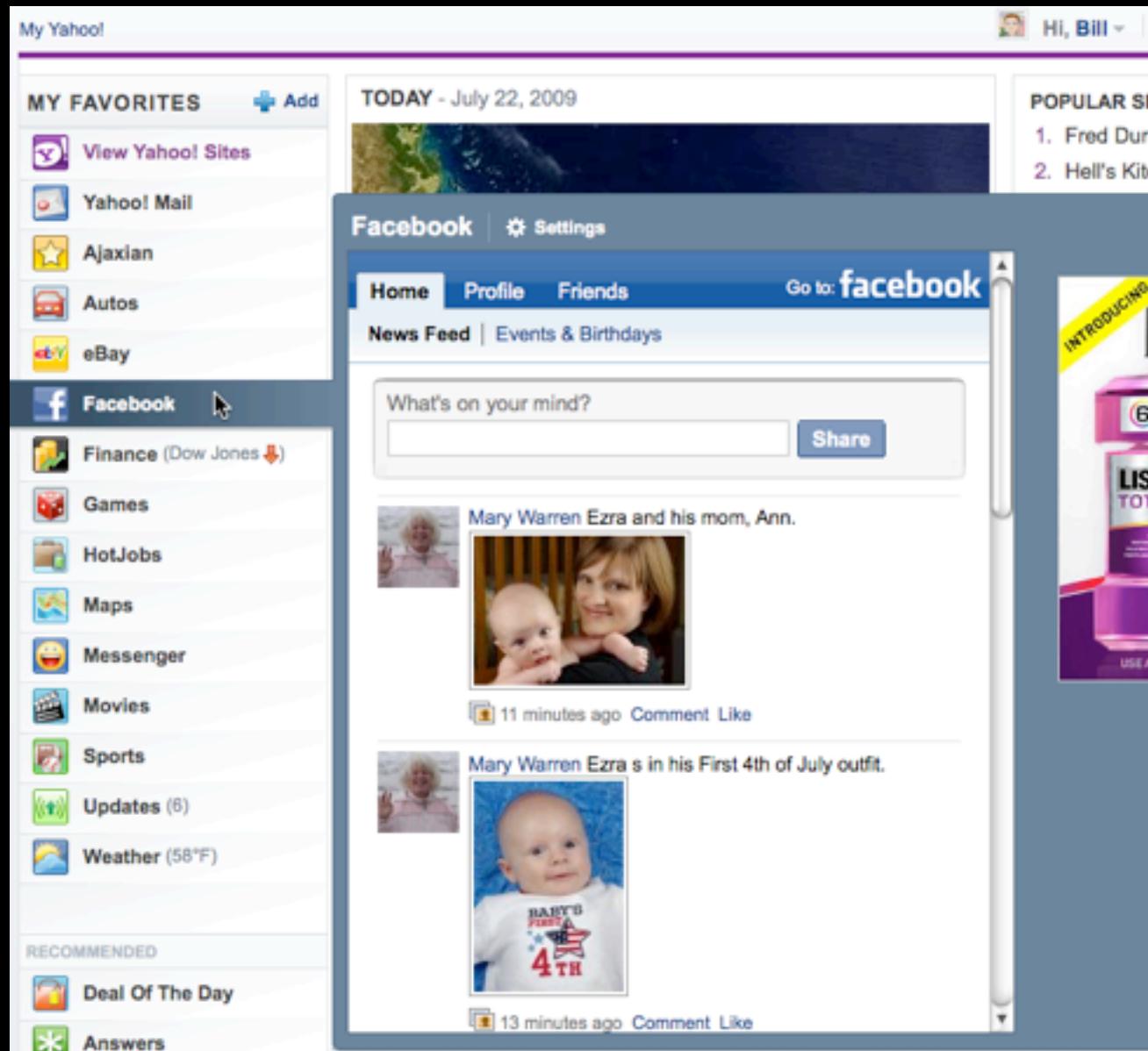
- = 2700 BLK BONCHEFF DR
- = 300 BLK N CAPITOL AV
- = 2700 BLK MCKEE RD

Location: Cancelled event

everyblock.com

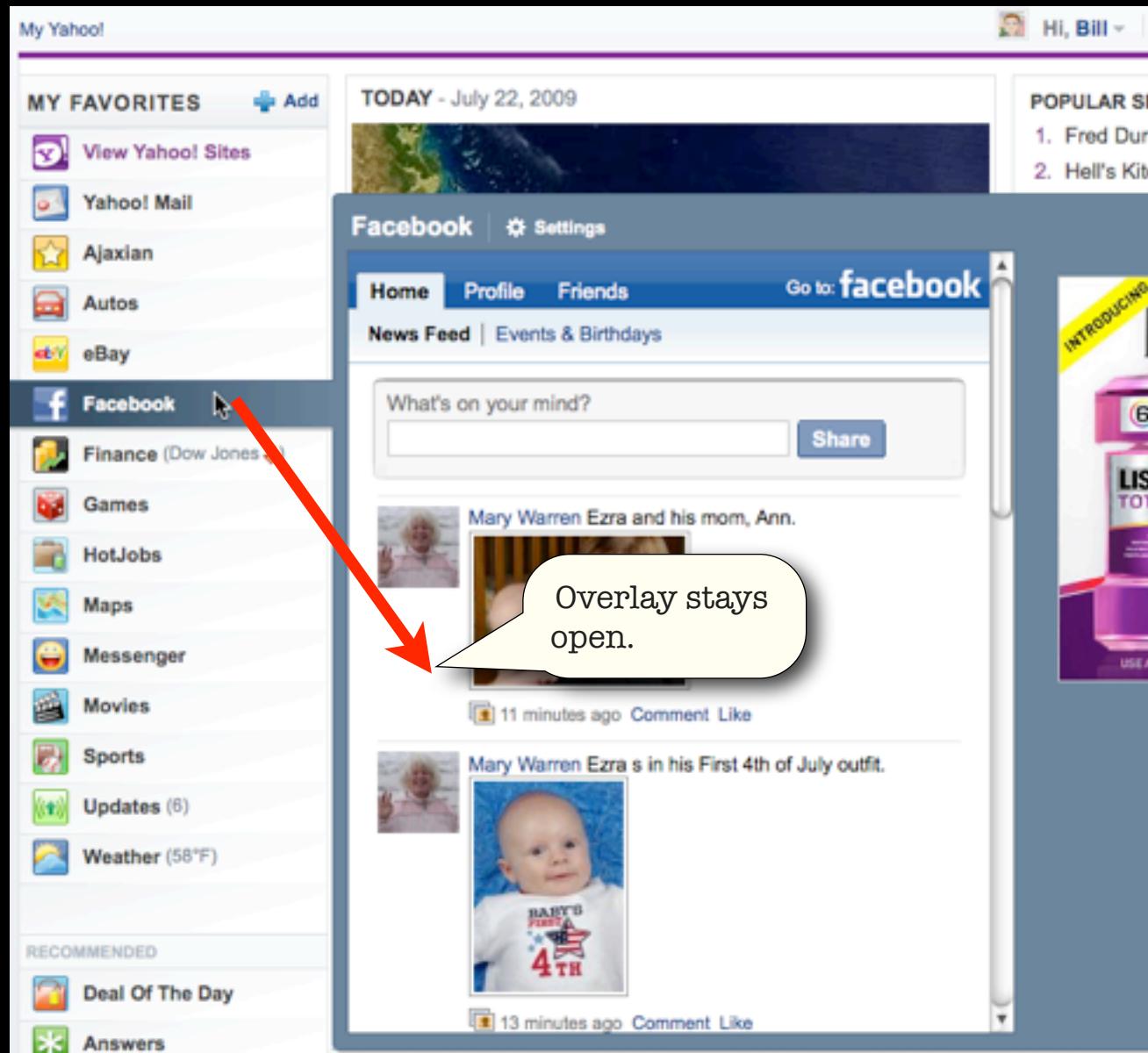
bing.com

What about new Yahoo page?



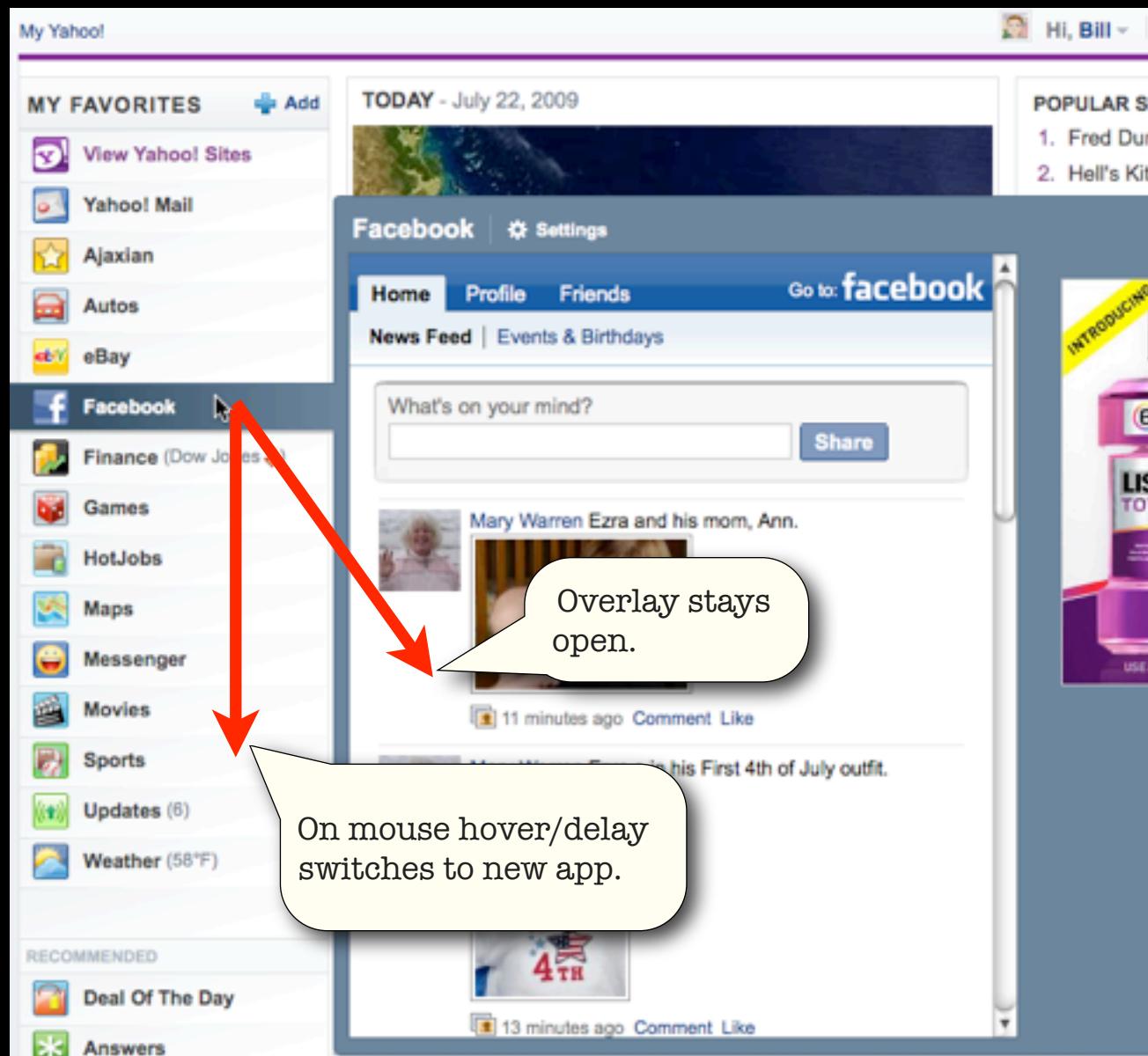
embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



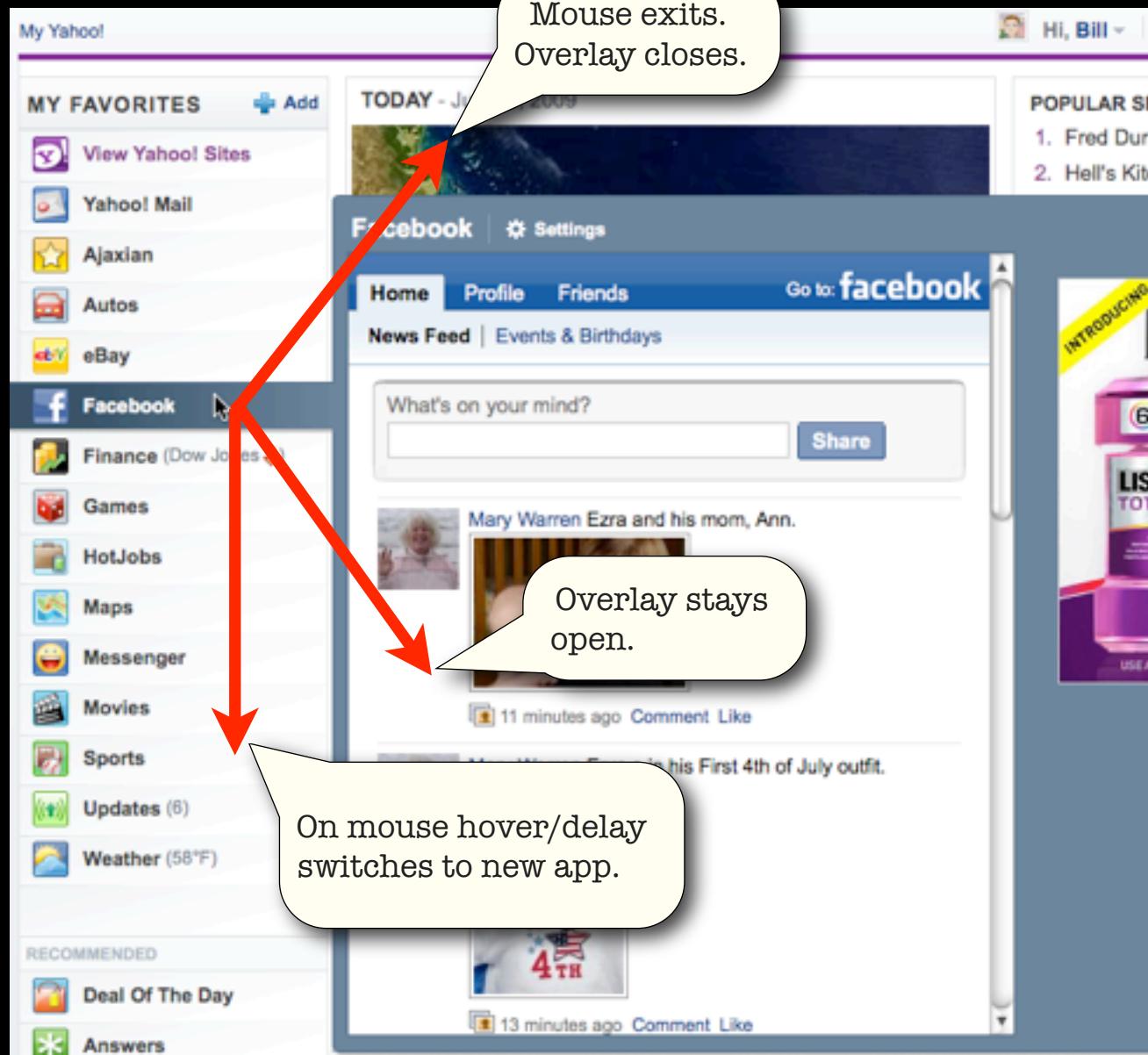
embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



What about new Yahoo page?

The screenshot shows the new Yahoo homepage with a sidebar on the left and a main content area on the right. In the main content area, a Facebook application is embedded. A red arrow points from the sidebar to the Facebook overlay, with a callout bubble stating: "On mouse hover/delay switches to new app." Another red arrow points from the sidebar to the top right of the Facebook overlay, with a callout bubble stating: "Mouse exits. Overlay closes." A third callout bubble on the right side of the slide lists the "The good?" points.

My Yahoo!

MY FAVORITES [+ Add](#)

- [View Yahoo! Sites](#)
- [Yahoo! Mail](#)
- [Ajaxian](#)
- [Autos](#)
- [eBay](#)
- [Facebook](#)
- [Finance \(Dow Jones-\)](#)
- [Games](#)
- [HotJobs](#)
- [Maps](#)
- [Messenger](#)
- [Movies](#)
- [Sports](#)
- [Updates \(6\)](#)
- [Weather \(58°F\)](#)

RECOMMENDED

- [Deal Of The Day](#)
- [Answers](#)

TODAY - Jun 2009

Facebook [Settings](#)

Home Profile Friends [Go to: facebook](#)

News Feed | Events & Birthdays

What's on your mind? [Share](#)

Mary Warren Ezra and his mom, Ann.

11 minutes ago [Comment](#) [Like](#)

his First 4th of July outfit.

4 TH

13 minutes ago [Comment](#) [Like](#)

Mouse exits.
Overlay closes.

The good?

- Doesn't obscure other navigation.
- Doesn't collapse erratically.

What about new Yahoo page?

The screenshot shows the new Yahoo homepage with a sidebar of 'MY FAVORITES' and a main content area. A large, semi-transparent overlay for the Facebook application is active. A red arrow points from the sidebar to the overlay. Three callout boxes provide feedback: one at the top right of the overlay stating 'Mouse exits. Overlay closes.', one in the center of the overlay stating 'Overlay stays open.', and one at the bottom left of the overlay stating 'On mouse hover/delay switches to new app.' The Facebook overlay displays a news feed, profile picture, and status update.

My Yahoo!

MY FAVORITES [+ Add](#)

- [View Yahoo! Sites](#)
- [Yahoo! Mail](#)
- [Ajaxian](#)
- [Autos](#)
- [eBay](#)
- [Facebook](#)
- [Finance \(Dow Jones-2\)](#)
- [Games](#)
- [HotJobs](#)
- [Maps](#)
- [Messenger](#)
- [Movies](#)
- [Sports](#)
- [Updates \(6\)](#)
- [Weather \(58°F\)](#)

TODAY - Jun 2009

Facebook [Settings](#)

Home Profile Friends Go to: [Facebook](#)

News Feed | Events & Birthdays

What's on your mind? [Share](#)

Mary Warren Ezra and his mom, Ann.

11 minutes ago [Comment](#) [Like](#)

13 minutes ago [Comment](#) [Like](#)

RECOMMENDED

[Deal Of The Day](#)

[Answers](#)

Mouse exits.
Overlay closes.

Overlay stays
open.

On mouse hover/delay
switches to new app.

The good?

- Doesn't obscure other navigation.
- Doesn't collapse erratically.

The not so good?

- Activation delay feels sluggish (however delay is necessary).
- Not all menus activate a panel.
- Accidental triggering (result in obscuring content).
- Gigantic overlays activated by hover



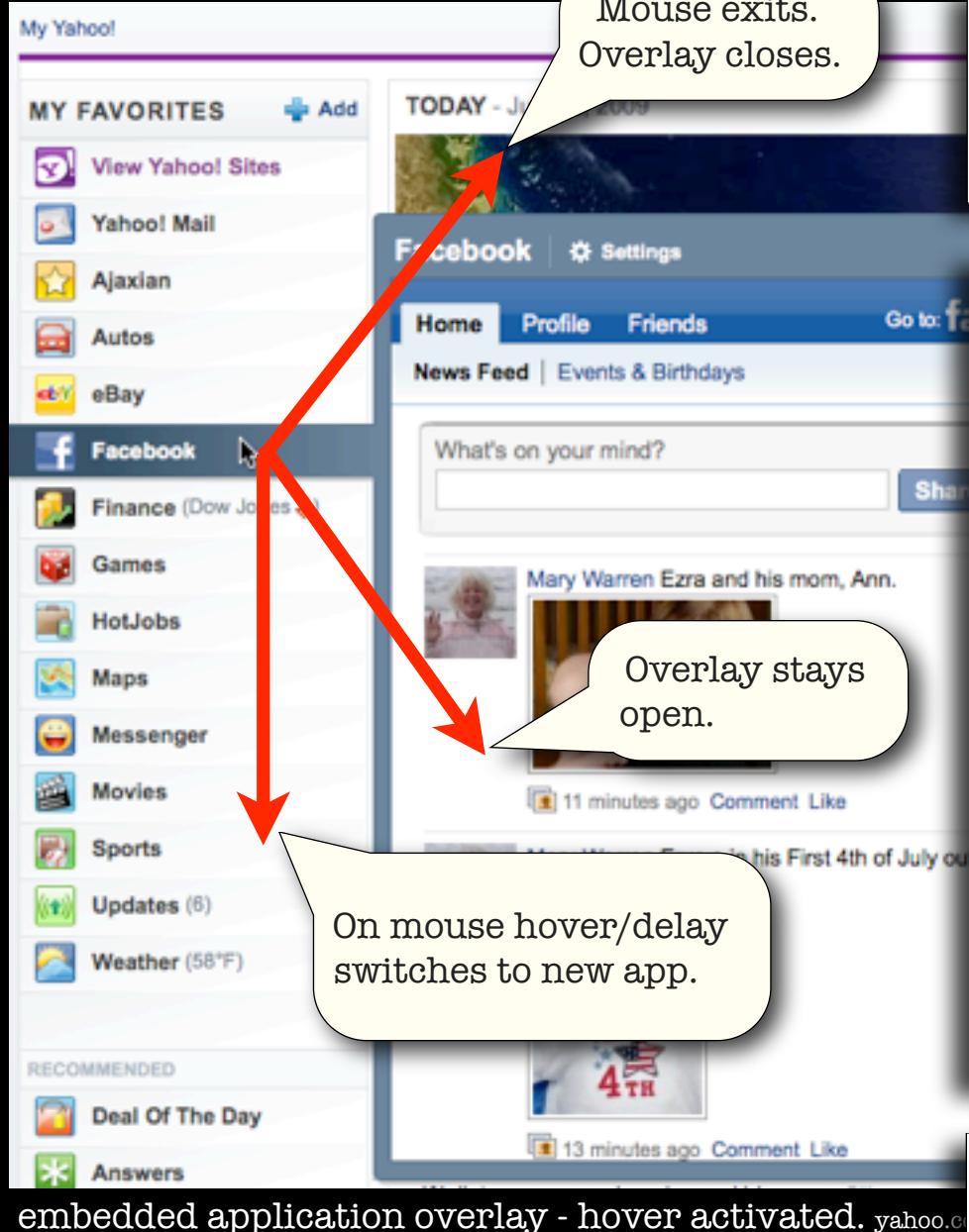
bokardo

I like the idea of the left-hand nav on Yahoo's new home page, but my guess is the gigantic hovers won't last long.

<http://yahoo.com>

20 minutes ago from TweetDeck

What about new Yahoo page?



The good?

- Doesn't obscure other navigation.
- Doesn't collapse erratically.

The not so good?

- Activation delay feels sluggish (however delay is necessary).
- Not all menus activate a panel.
- Accidental triggering (result in obscuring content).
- Gigantic overlays activated by hover



bokardo

I like the idea of the left-hand nav on Yahoo's new home page, but my guess is the gigantic hovers won't last long.

<http://yahoo.com>

20 minutes ago from TweetDeck

embedded application overlay - hover activated. yahoo.com

See also: Jakob Nielsen's research on "Mega Menus": <http://tr.im/twnC>



Maintain flow.

Spot the differences

Spot the differences



Now try again...

Now try again...



Now try again...

Keep the moments within the page.





BROWSE PRODUCTS



VIEW CART

(0 items)

ALL PRODUCTS

SOFT WHITE CHEESE

SHEEPS MILK CHEESE

PRESSED CHEESE

FRESH CHEESE

COWS FETA

BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE



BRIE

Rounds \$17.50

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



Rounds



MT DOMET DOUBLE CREAM BRIE

Rounds \$18.25

Named after one of North Otagos highest mountains, this unstabilised



Rounds



WAITAKI CAMEMBERT

Rounds \$36.00

The full and rich flavour of Waitaki Camembert captures the



Rounds




[BROWSE PRODUCTS](#)

[VIEW CART](#)
[\(0 items\)](#)
[ALL PRODUCTS](#)
[SOFT](#)
[SHEEP MILK CHEESE](#)
[PRESSED CHEESE](#)
[FRESH CHEESE](#)
[COWS FETA](#)
[BLUE CHEESE](#)
[GIFT PACKS](#)
[MERCANDISE](#)
[GOATS MILK CHEESE](#)

Keep the moments within the page.

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


[Rounds](#)


MT DOMET DOUBLE CREAM BRIE

Rounds \$18.25

Named after one of North Otagos highest mountains, this unstabilised


[Rounds](#)

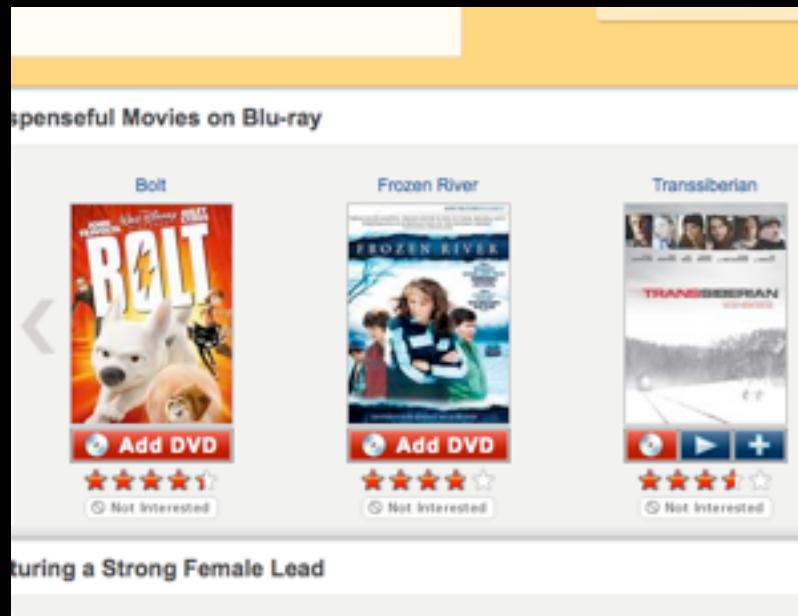

WAITAKI CAMEMBERT

Rounds \$36.00

The full and rich flavour of Waitaki Camembert captures the


[Rounds](#)


Overlays



Spenseful Movies on Blu-ray

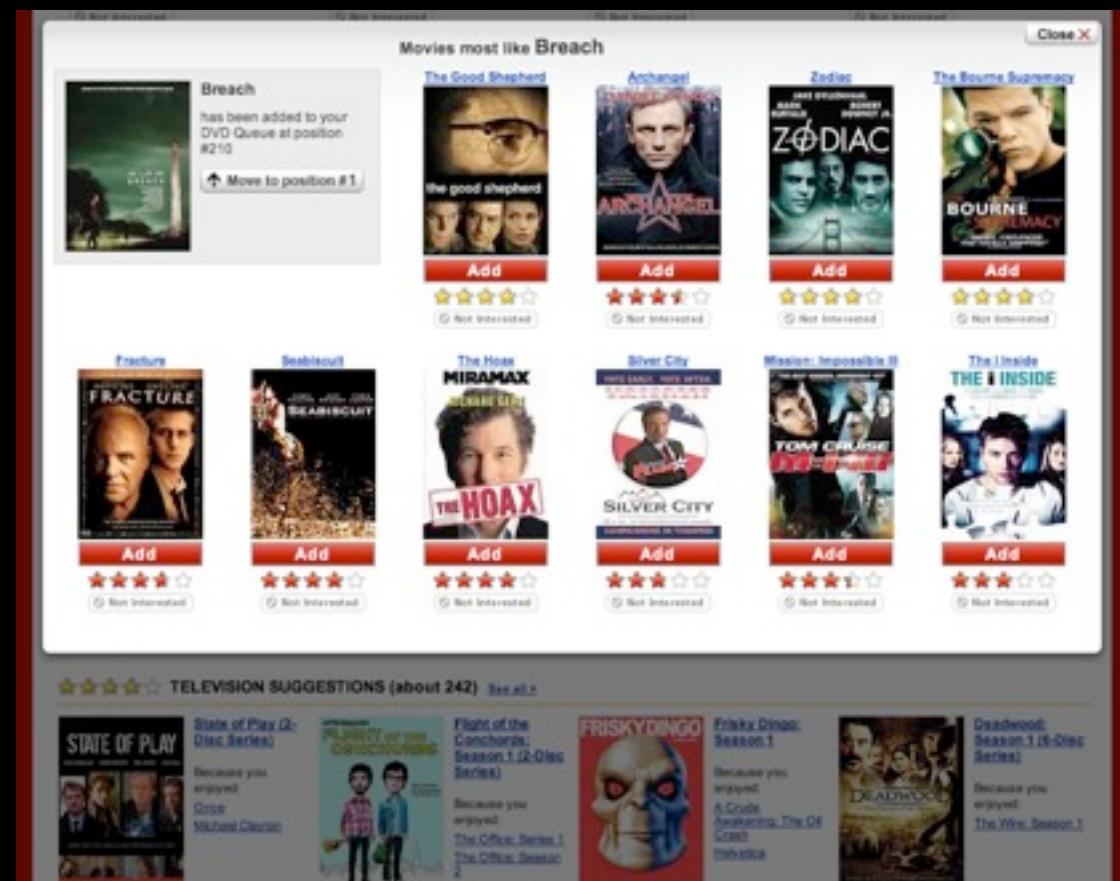
Bolt

Frozen River

Transsiberian

uring a Strong Female Lead

hover details. netflix.com



Movies most like Breach

Breach

has been added to your DVD Queue at position #210

[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*

hover dialog. netflix.com

Overlays

Spanselous Movies on Blu-ray

Bolt



Add DVD

Not Interested

Frozen River

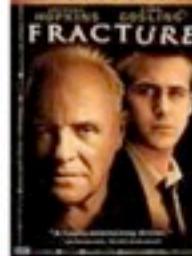


Add DVD

Not Interested

uring a Strong Female Lead

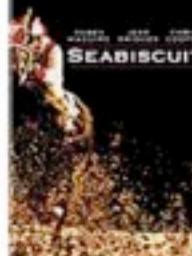
Fracture



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

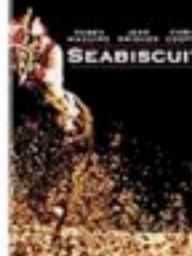
Fracture



Add

Not Interested

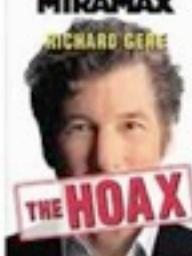
Seabiscuit



Add

Not Interested

The Hoax



Add

Not Interested

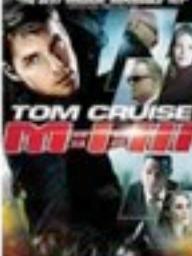
Silver City



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

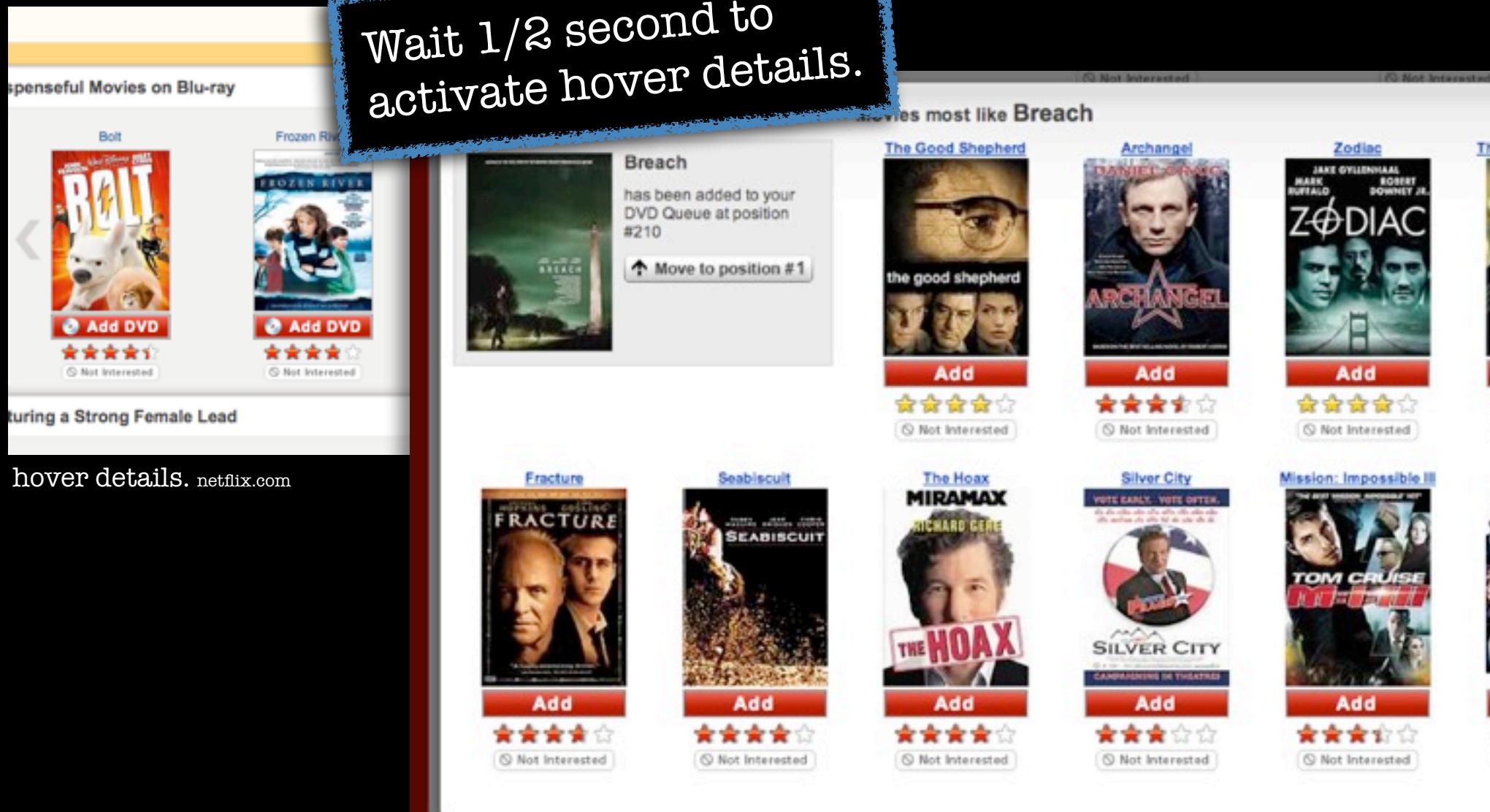
Because you

hover details. netflix.com

hover dialog. netflix.com

Overlays

Wait 1/2 second to
activate hover details.



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

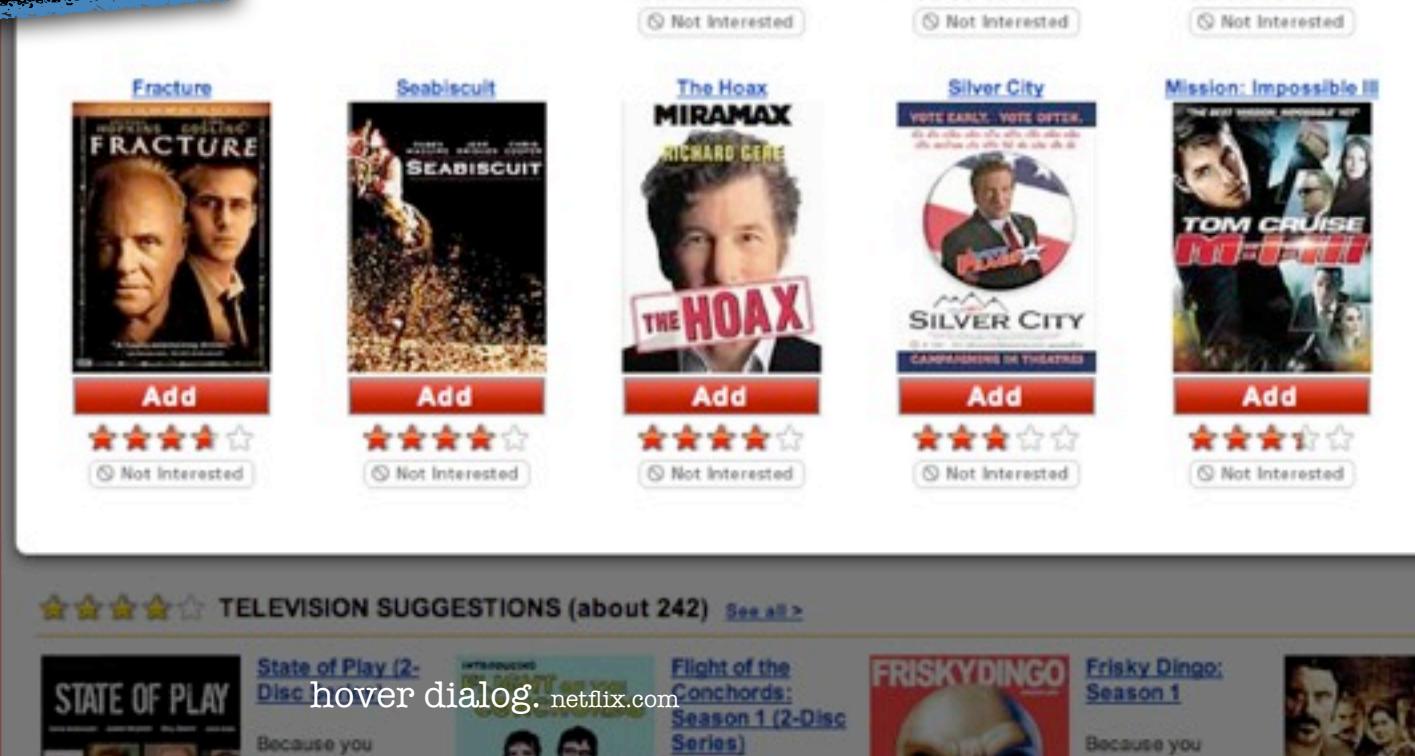
hover dialog. netflix.com

Overlays

Wait 1/2 second to activate hover details.

Immediately deactivate hover details on mouse exit.

hover details. netflix.com



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

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Type and Wait to Search

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Make an awesome Harry Potter wand from a sheet of paper and glue gun glue

VIEW ALL STEPS ON ONE PAGE | **step 1** | **step 2** | **step 3** | **step 4** | **step 5** (highlighted) | **step 6** | **step 7** | **step 8** | **step 9** | **step 10** | **step 11** | **step 12** | PDF

step 5 plug the ends of the wand (and fill it)
Carefully dribble glue gun glue into both ends of the wand (one at a time, waiting till each end is set). For the bigger of the two ends, you can pack the end with a little rolled up tissue pushed down a bit with a pencil so that you don't have to use too much glue. For the bigger end you will probably need to have two goops. If you are careful you can achieve a rounded end, as the glue is setting make sure that you rotate the wand to stop it slumping to one side or dripping over the edge. The same goes for the little end, although if you have wound the wand tightly enough, you will not need to fill this twice.

NOTE If you want your wand to be stiff and very robust, then after plugging the little end, but before plugging the big end, then you can fill the wand with quick setting, two part epoxy resin. (This is the sort of glue where you have to mix 2 equal amounts of glue from a glue and hardener tube) use the 5 minute setting version rather than the really fast 90 second version and carefully dribble the glue down the inside of the wand, making sure not to get it on the outside. Don't worry if you do get a little bit on the outside though, just wipe it off carefully and quickly, you'll be painting over that later.

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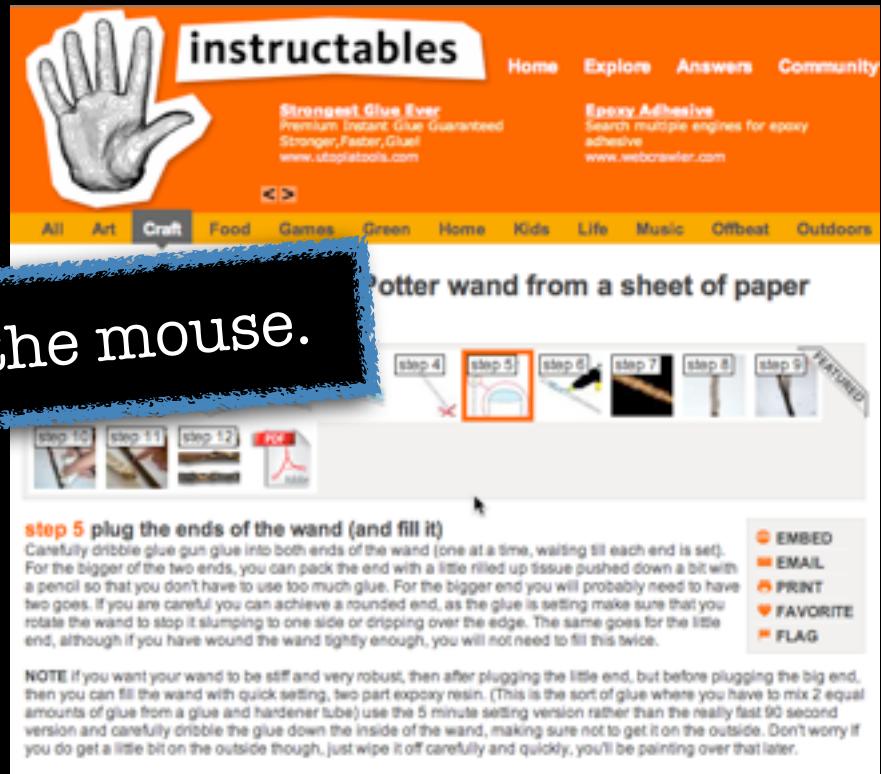
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Potter wand from a sheet of paper

step 4 step 5 step 6 step 7 step 8 step 9

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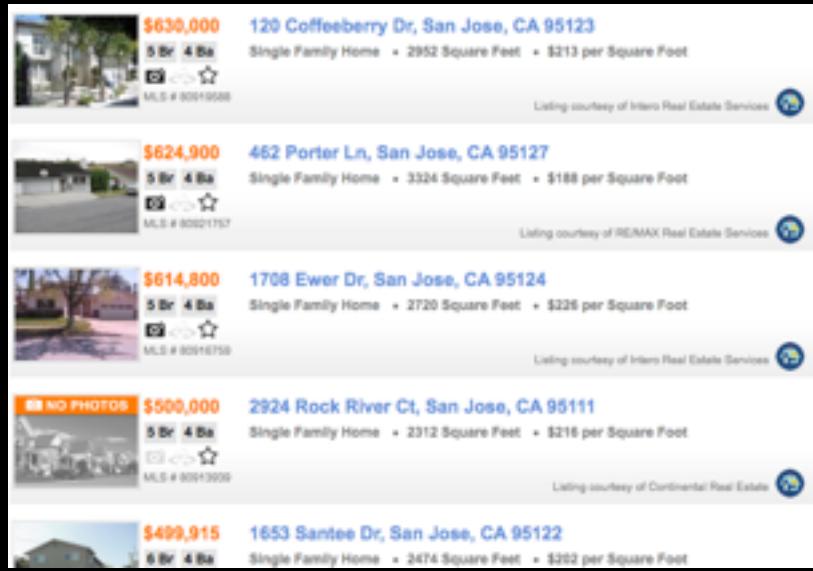
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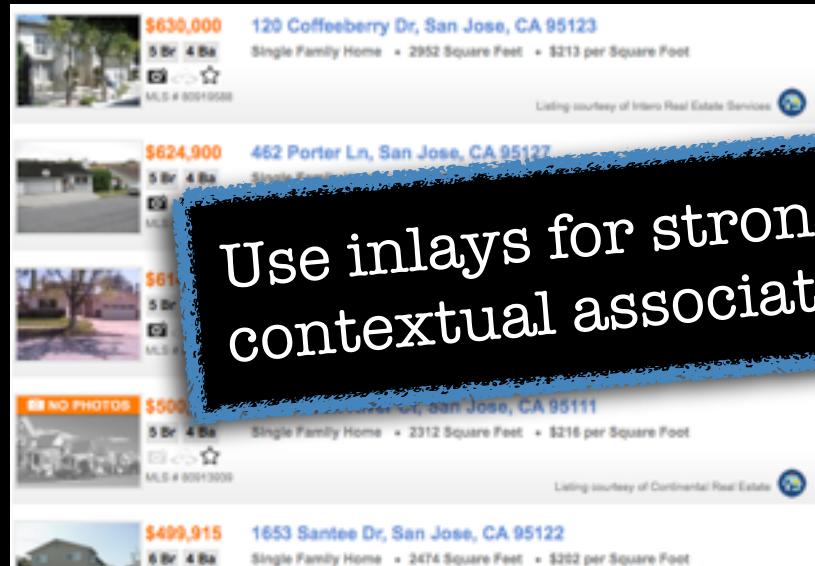
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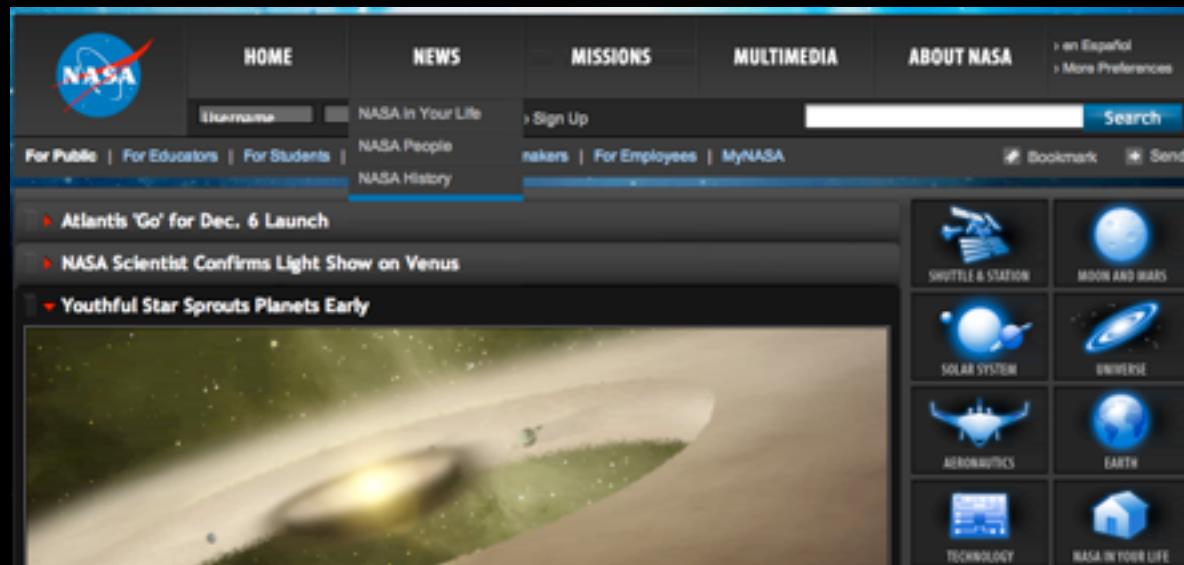
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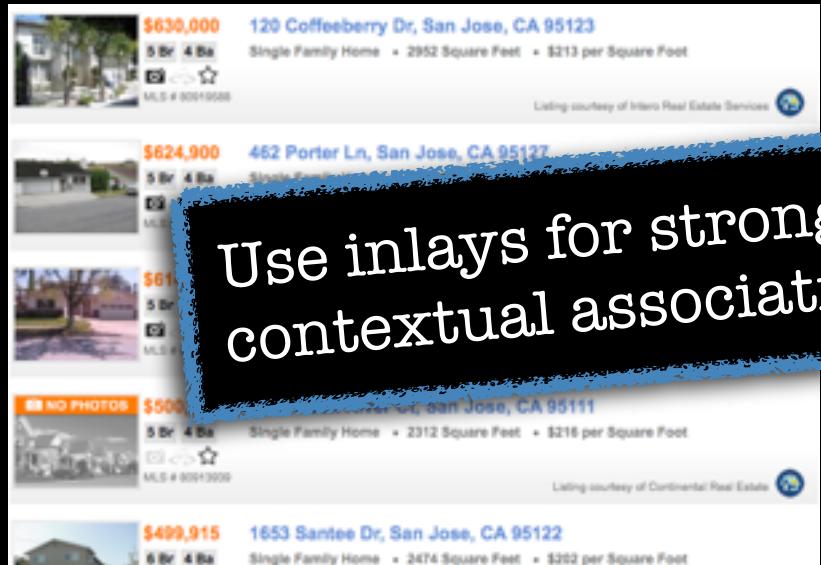
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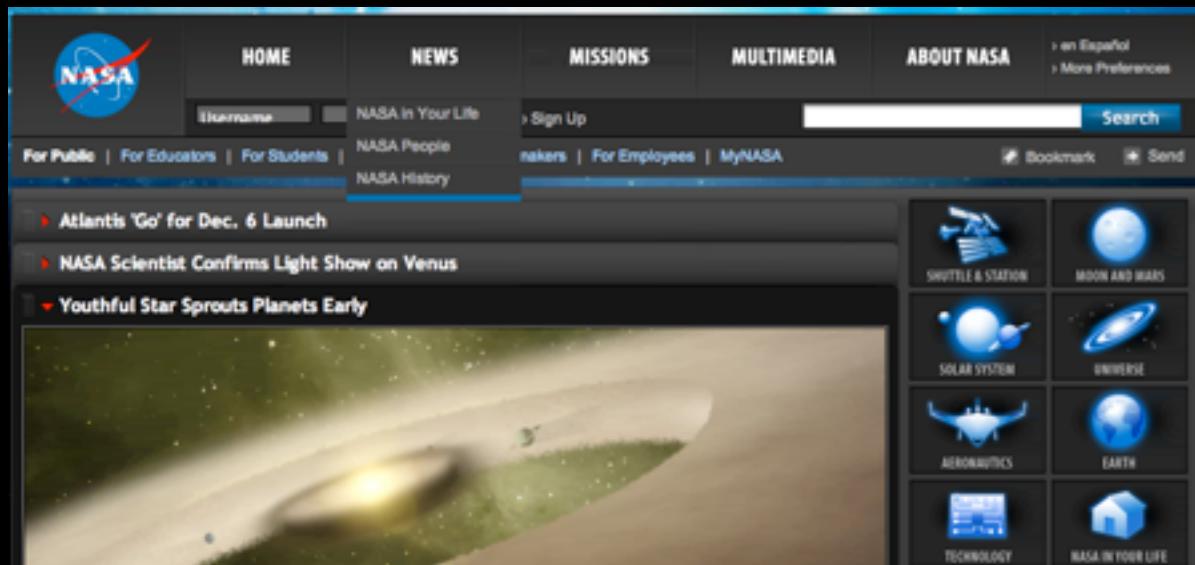
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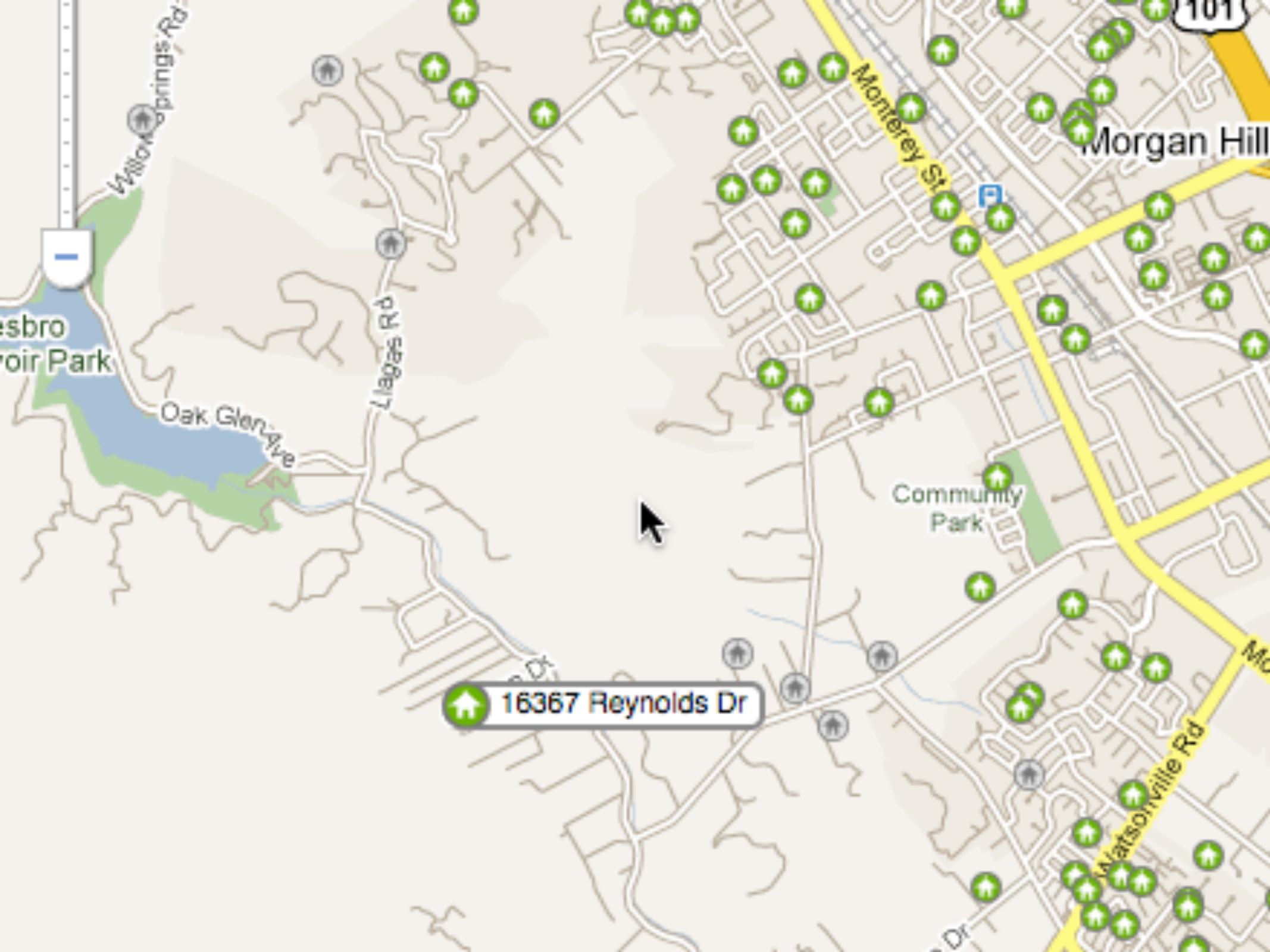
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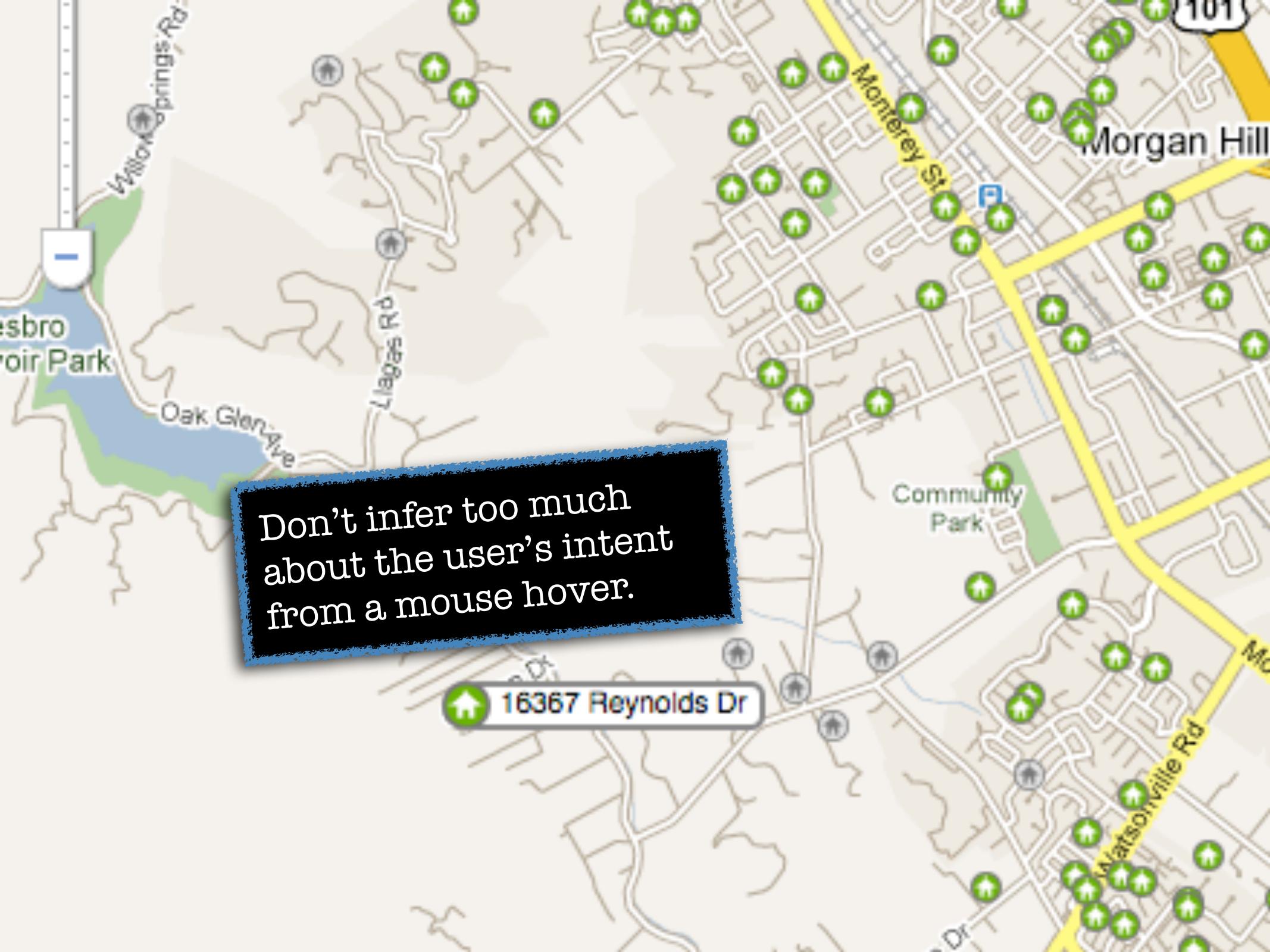
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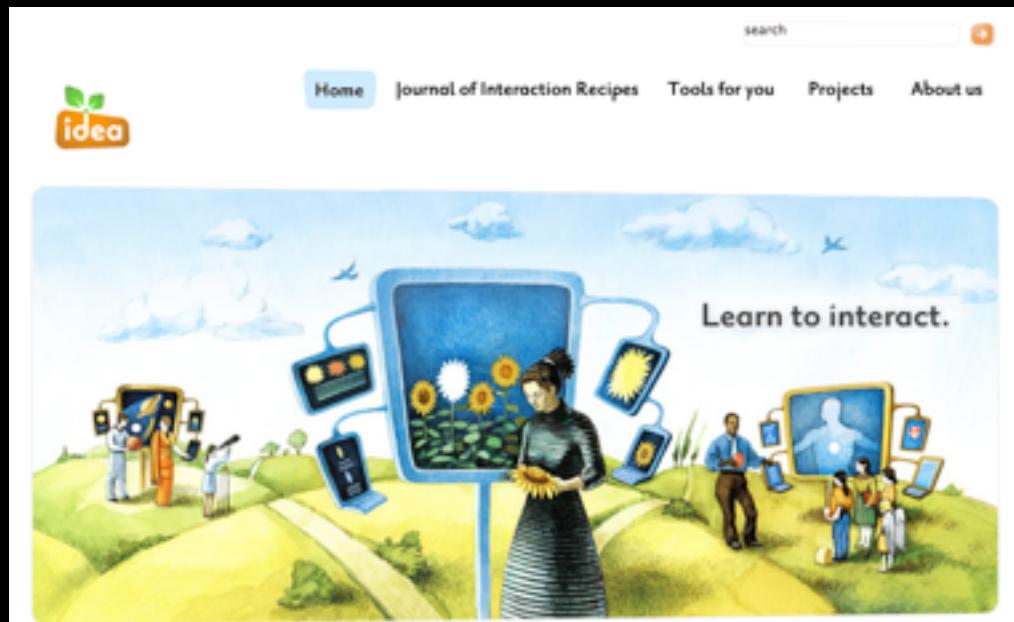
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Bottom Right (Magazine Spread):

- Header: 'PROCESS' (large, bold, white text on a black background).
- Content: A list of names on the right: ANDRA KHODER, DANIEL BOCCATO, PHOEBE PUNDYK, THERESA ZEITZ-LINDAMOOD, LIZA LANGER, ALIYAH TAYLOR, each next to a small image.
- Image: A collage of various magazine spreads from 'PROCESS' magazine.

seamless paging. magcloud

Seamless Context

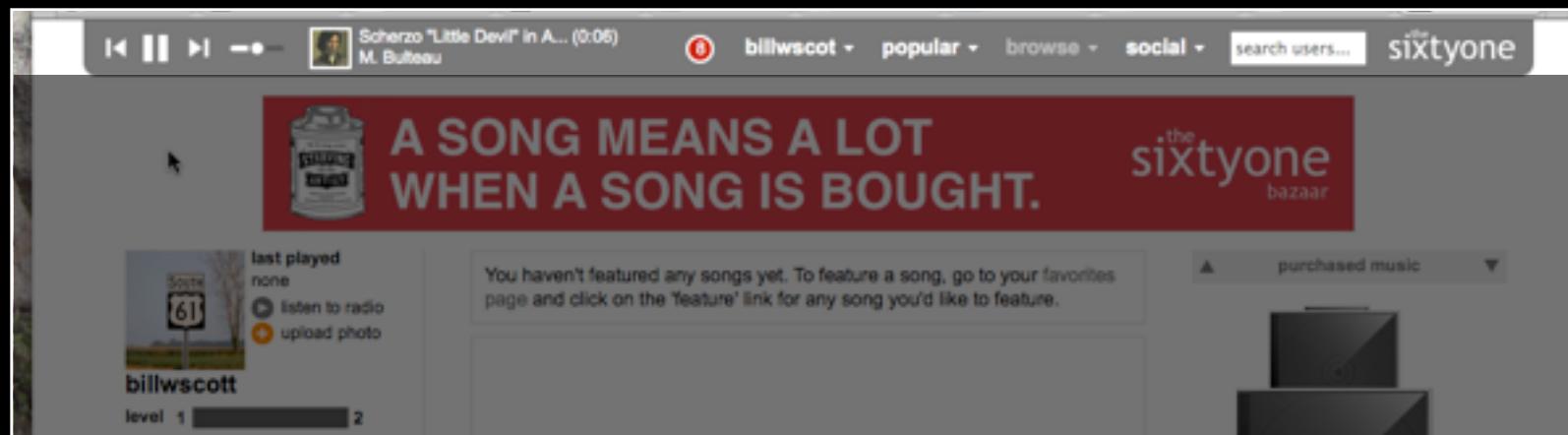
you are here. idea.org

The image displays a website header for "idea.org" with a search bar and navigation links for Home, Journal of Interaction Recipes, Tools for you, Projects, and About us. The main content area features a colorful illustration of a woman in a sunflower field with various electronic devices (phones, tablets) connected to a large screen showing the same scene, with the text "Learn to interact." Below this is a "Share" button and other social media links. To the right, a magazine spread for "PROCESS" magazine is shown, featuring a list of names and small images. The names listed are ANDRA KHODER, DANIEL BOCCATO, PHOEBE PUNDYK, THERESA ZEITZ-LINDAMOOD, LIZA LANGER, and ALIYAH TAYLOR. The word "PROCESS" is prominently displayed in large, bold letters at the top of the spread. At the bottom, a row of small thumbnail images represents the rest of the magazine's content.

Maintain context across pages.

seamless paging. magcloud

Nav Bars: Extend the moment

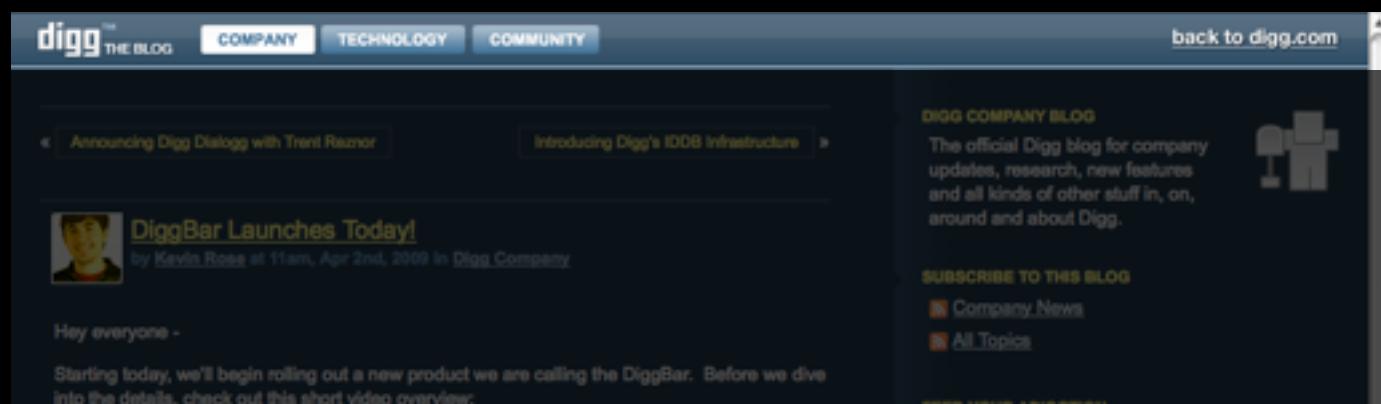


nav status bar. thesixtyone.com

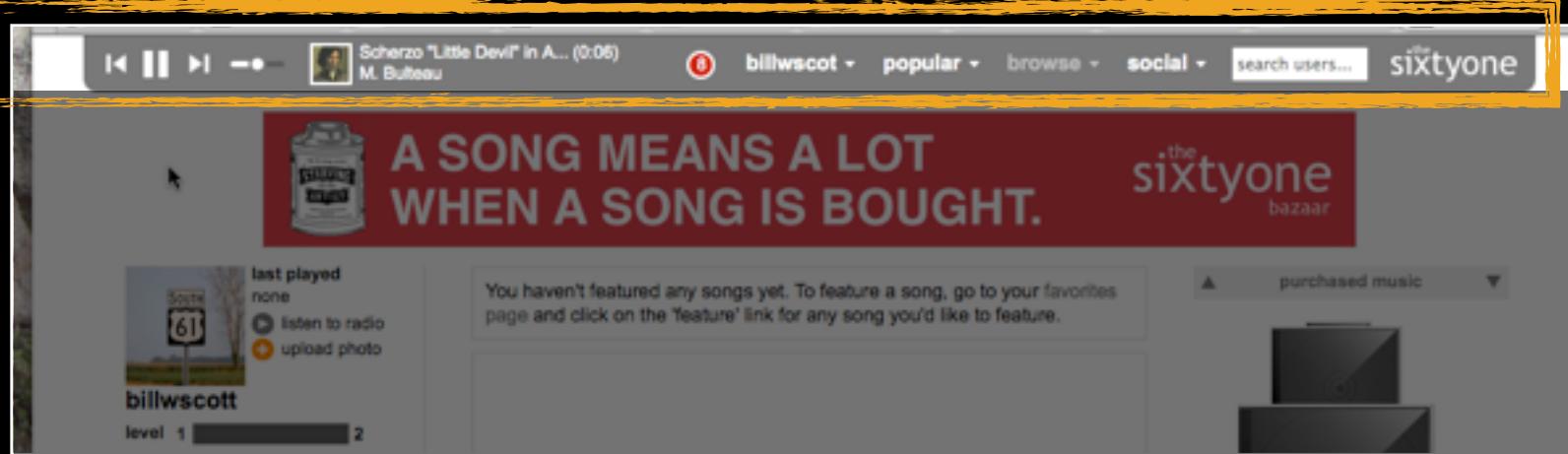


nav status bar. facebook.com

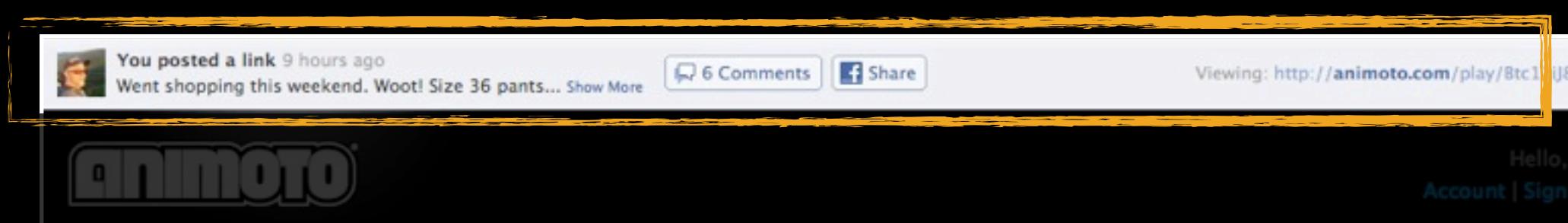
nav status bar. digg.com



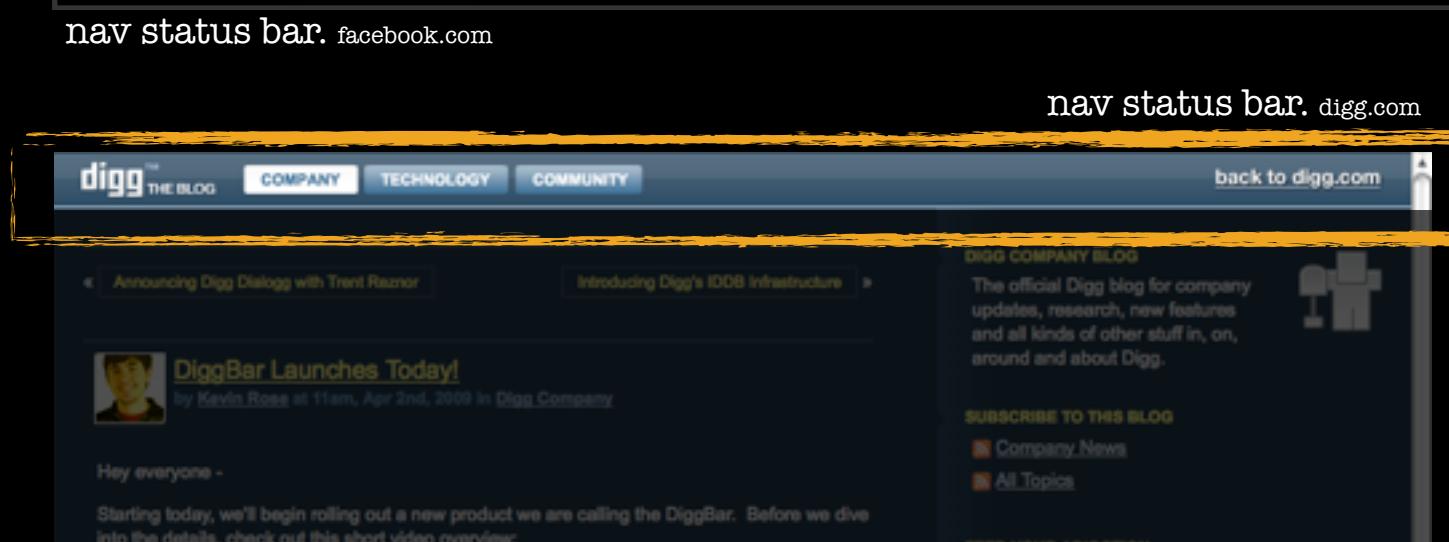
Nav Bars: Extend the moment



A screenshot of the [thesixtyone](http://thesixtyone.com) website. The top navigation bar is highlighted with a yellow brushstroke. It includes links for 'Scherzo "Little Devil" in A...', 'M. Buteau', 'billwscott', 'popular', 'browse', 'social', 'search users...', and the 'thesixtyone' logo. Below the navigation is a red banner with the text 'A SONG MEANS A LOT WHEN A SONG IS BOUGHT.' and an image of a vinyl record. The main content area shows a user profile for 'billwscott' with a 'last played' section, a 'listen to radio' button, and an 'upload photo' button. 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 is a section titled 'purchased music' with a list of items. The bottom right of the image is labeled 'nav status bar. thesixtyone.com'.

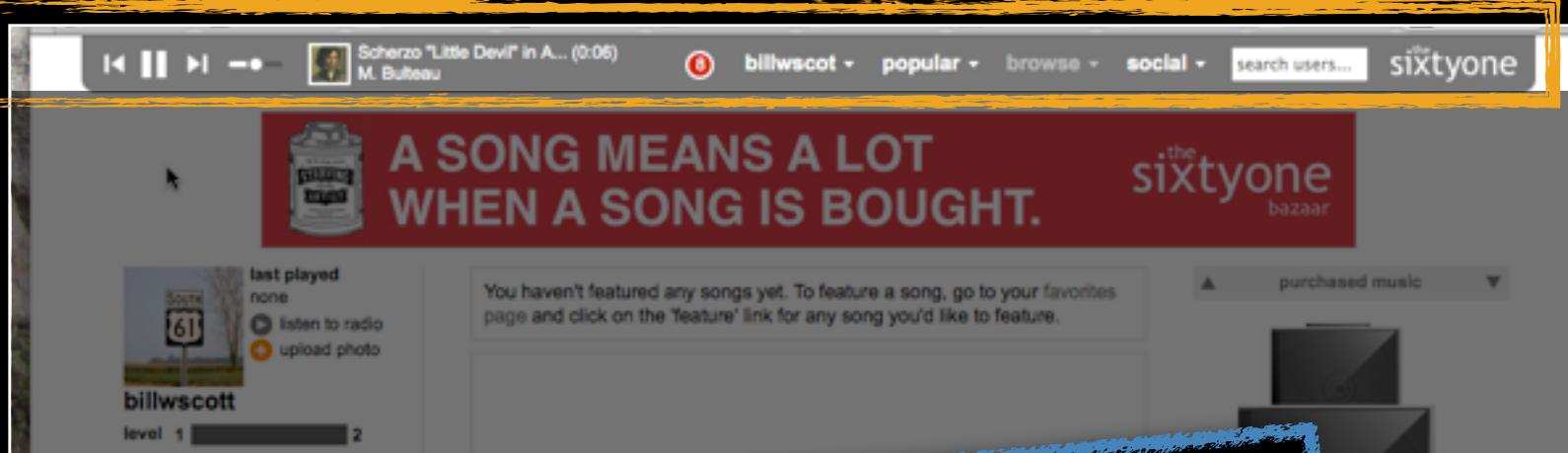


A screenshot of the facebook.com website. The top navigation bar is highlighted with a yellow brushstroke. It includes a user profile picture, the text 'You posted a link 9 hours ago', the message 'Went shopping this weekend. Woot! Size 36 pants...', a '6 Comments' button, a 'Share' button, and a link 'Viewing: http://animoto.com/play/Btc1Uj8p'. Below the navigation is the 'animoto' logo. The bottom right of the image is labeled 'nav status bar. facebook.com'.



A screenshot of the digg.com website. The top navigation bar is highlighted with a yellow brushstroke. It includes links for 'digg THE BLOG', 'COMPANY', 'TECHNOLOGY', 'COMMUNITY', and 'back to digg.com'. Below the navigation is a news article by Kevin Rose titled 'DiggBar Launches Today!' with the text 'by Kevin Rose at 11am, Apr 2nd, 2009 in Digg Company'. The article content starts with 'Hey everyone -'. To the right is a 'DIGG COMPANY BLOG' section with a description of the blog and a 'SUBSCRIBE TO THIS BLOG' section with links to 'Company News' and 'All Topics'. The bottom left of the image is labeled 'nav status bar. digg.com'.

Nav Bars: Extend the moment



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

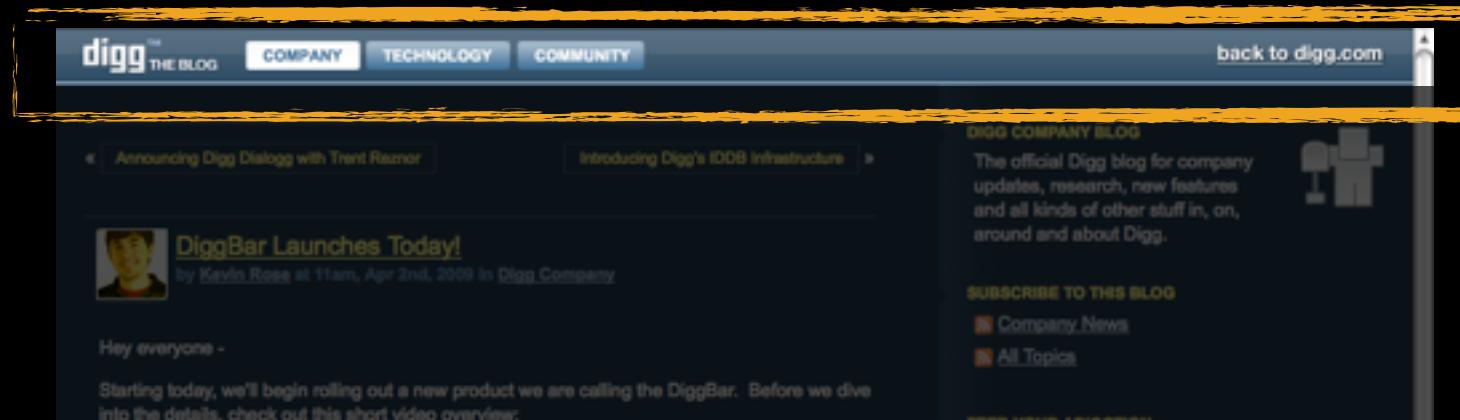
Viewing: http://animoto.com/play/Btc1Uj8p

Hello, B
Account | Sign Out

animoto

nav status bar. facebook.com

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

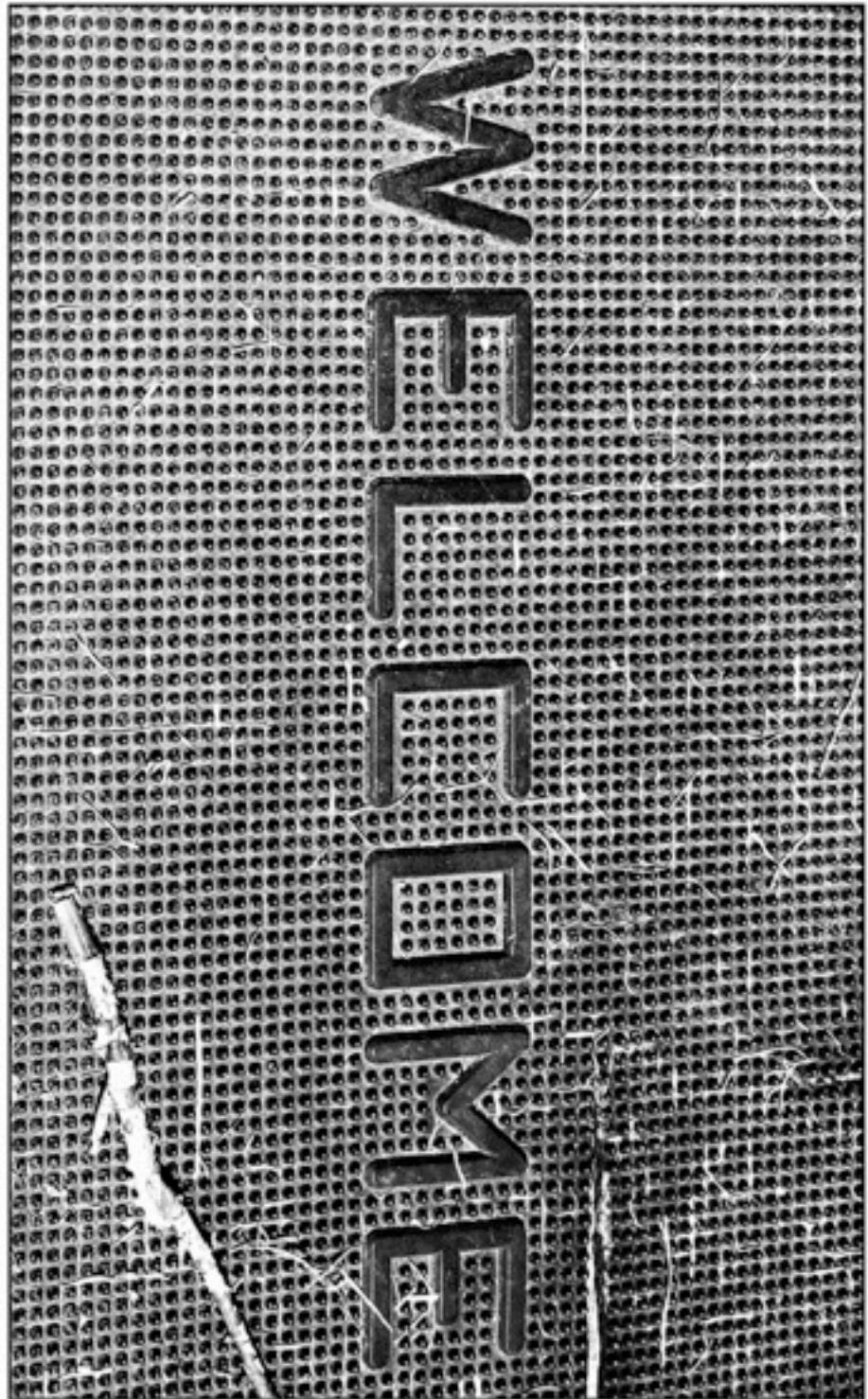
DiggBar Launches Today!
by Kevin Rose at 11am, Apr 2nd, 2009 in Digg Company

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.

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."

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%

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."

12.81%

Use a clear call to action.

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

Anti-Pattern: No clear action

change your search or start over [go back to your search](#) 

round trip one way multi-city

from to 

include nearby airports include nearby airports

leave return adults class stops non-stop only

compare search (in new window) 

Hotwire Expedia AA.com Priceline BookingBuddy

search flights search hotels too (in a new window) [\[close \]](#)

SJC>DFW 6:30a–1:40p 1 5h 10m econ Our Lowest R

Anti-Pattern: No clear action

change your search or start over [go back to your search](#)

round trip one way multi-city

from to include nearby airports include nearby airports

leave return adults class stops non-stop only

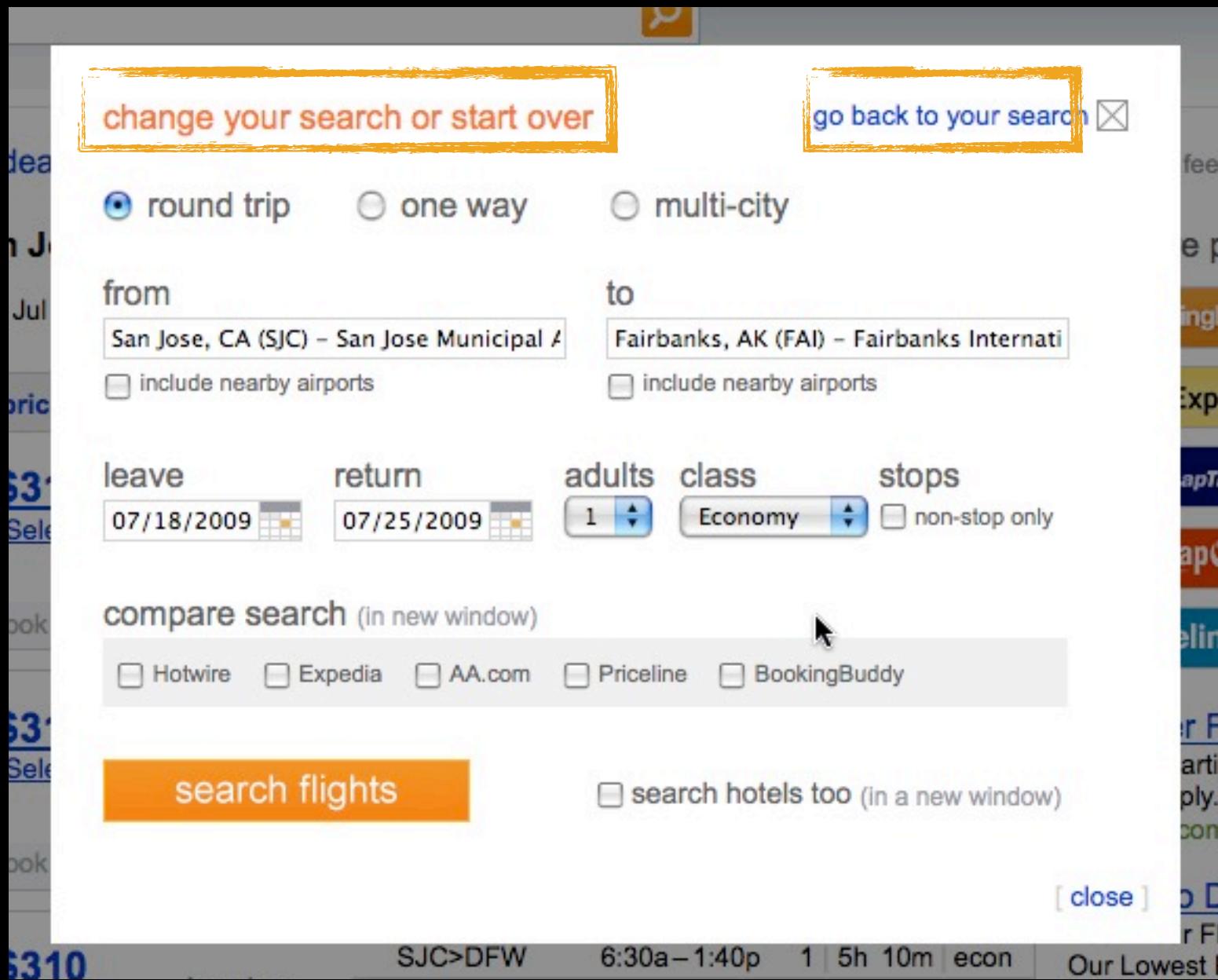
compare search (in new window) [\[close \]](#)

Hotwire Expedia AA.com Priceline BookingBuddy

search flights search hotels too (in a new window) [\[close \]](#)

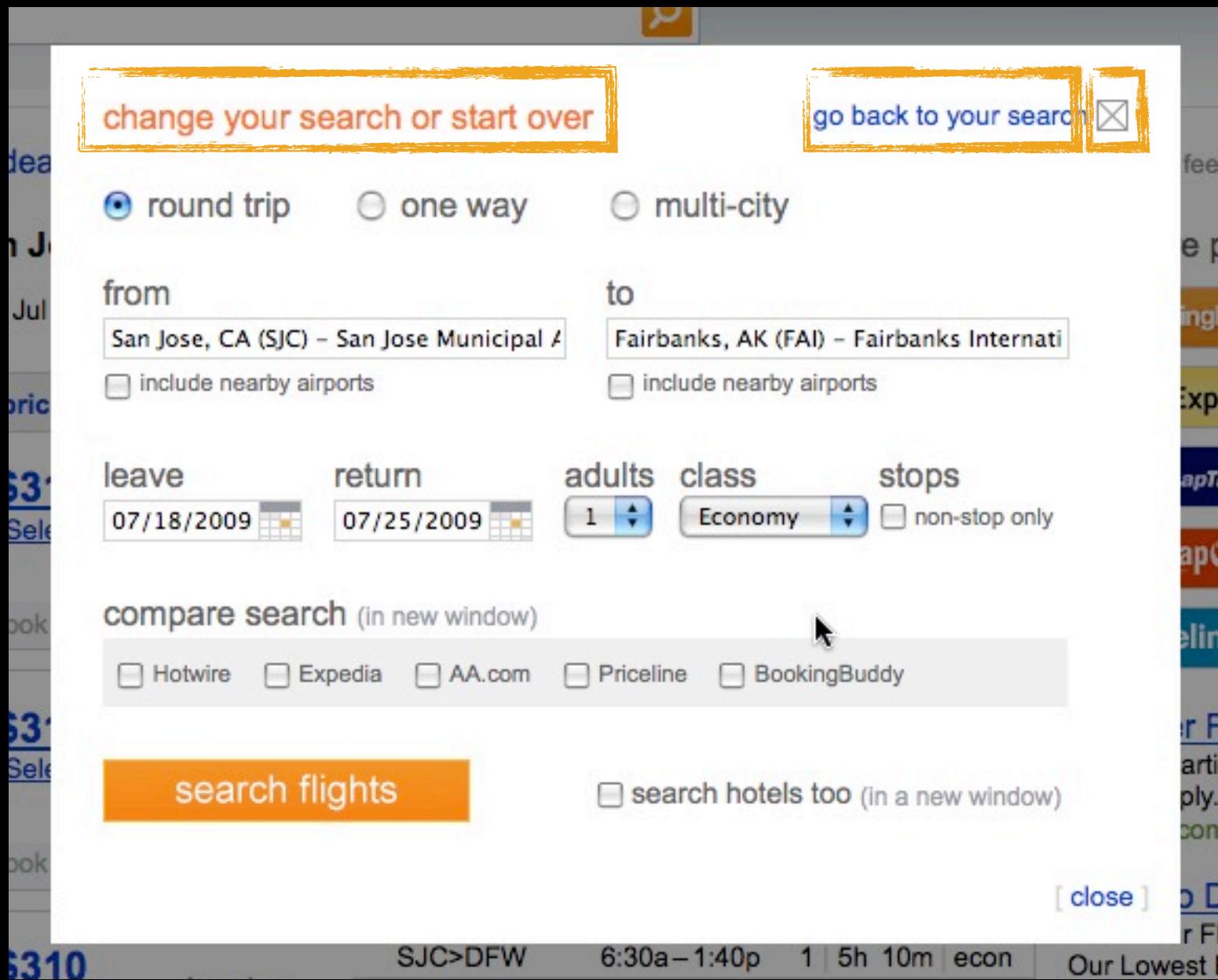
SJC>DFW 6:30a–1:40p 1 5h 10m econ Our Lowest R

Anti-Pattern: No clear action

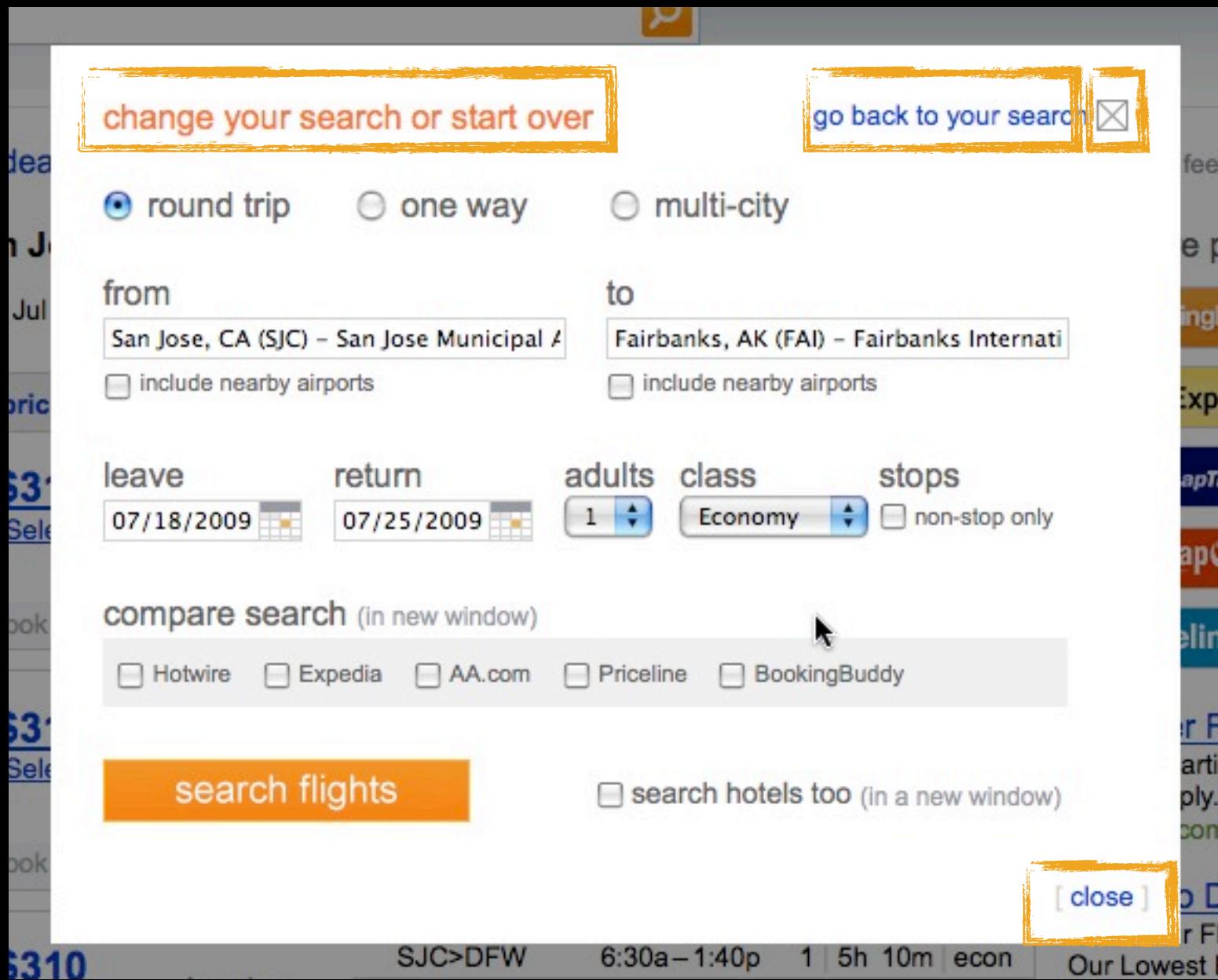


anti-pattern. no clear action. bing.com

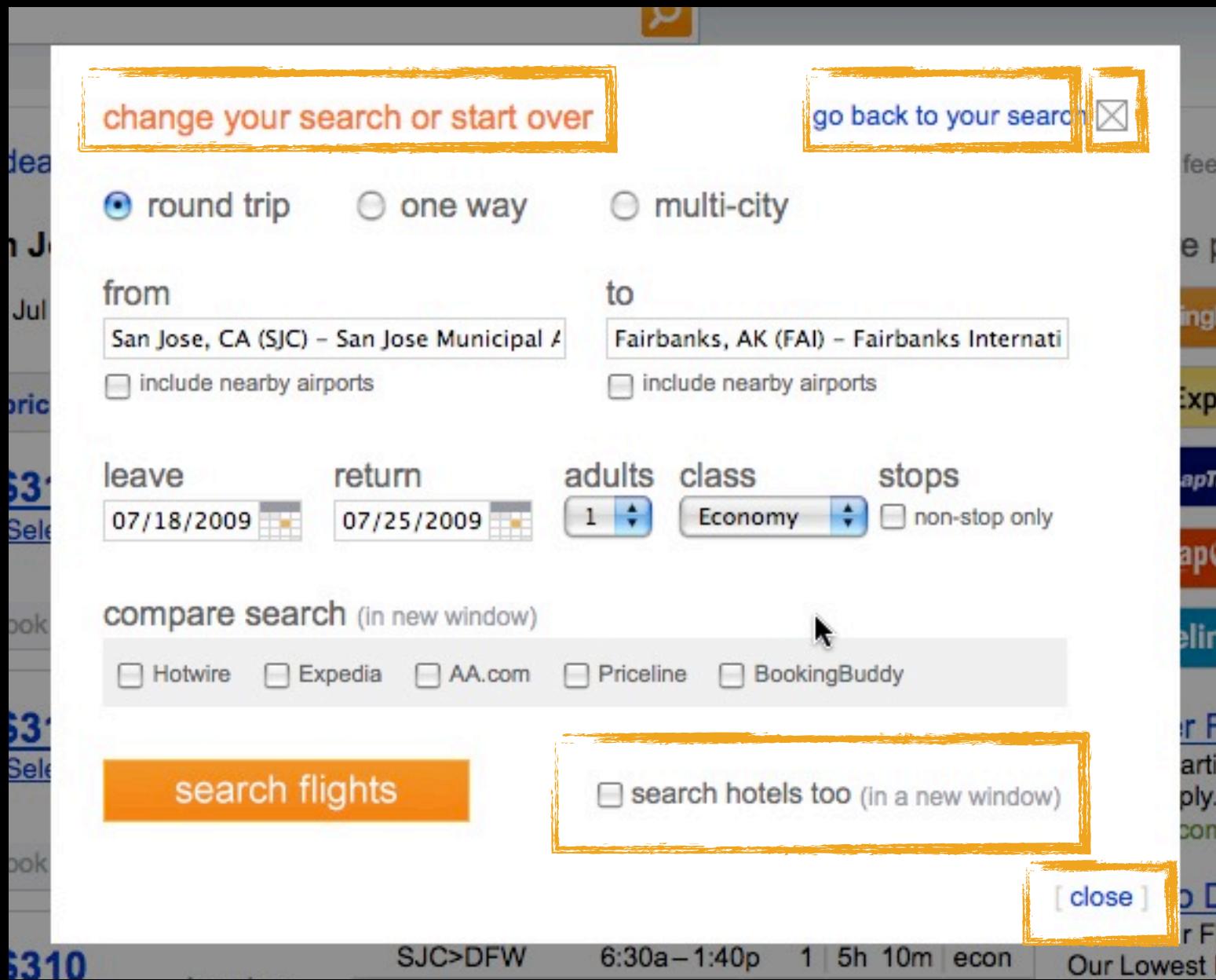
Anti-Pattern: No clear action



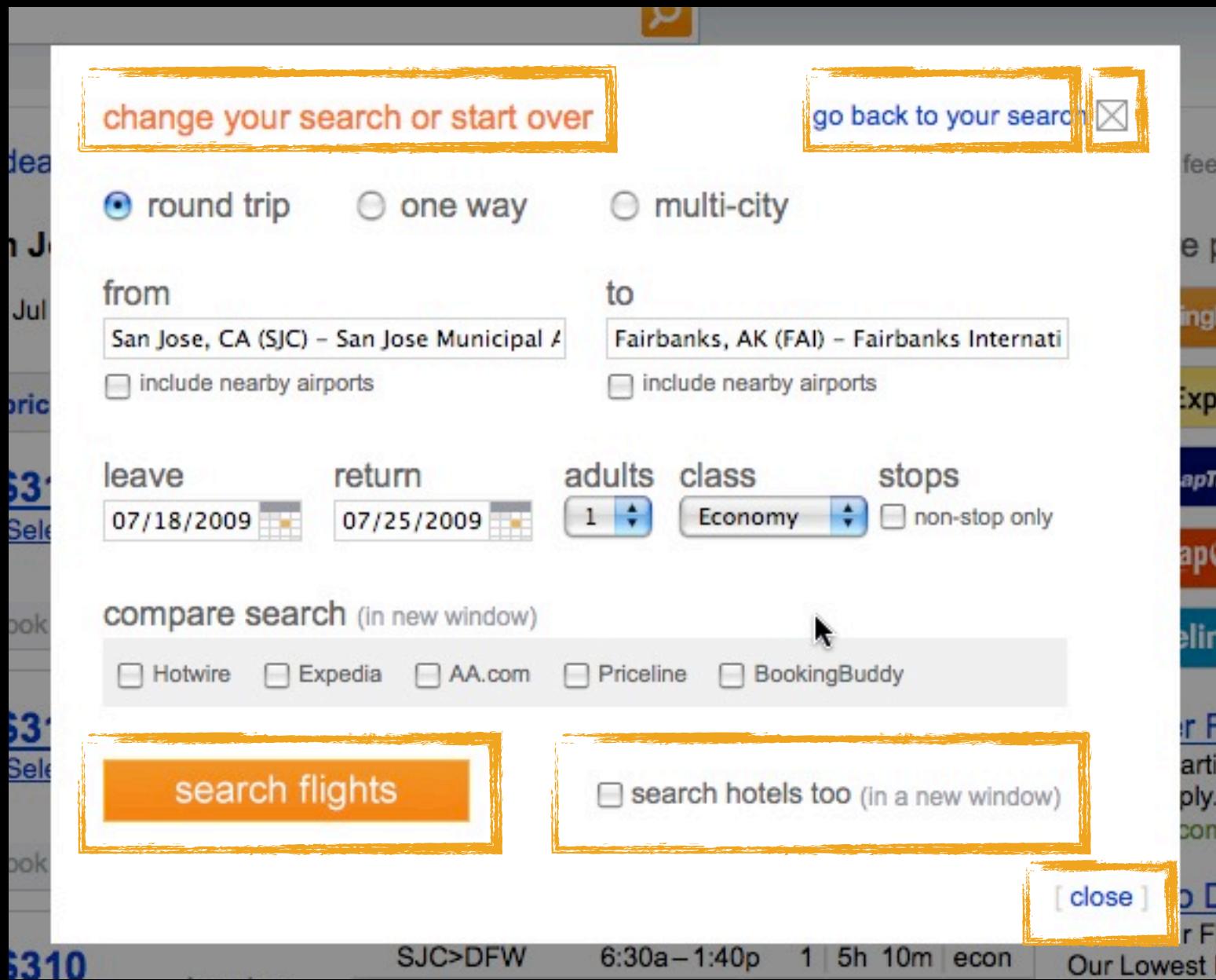
Anti-Pattern: No clear action



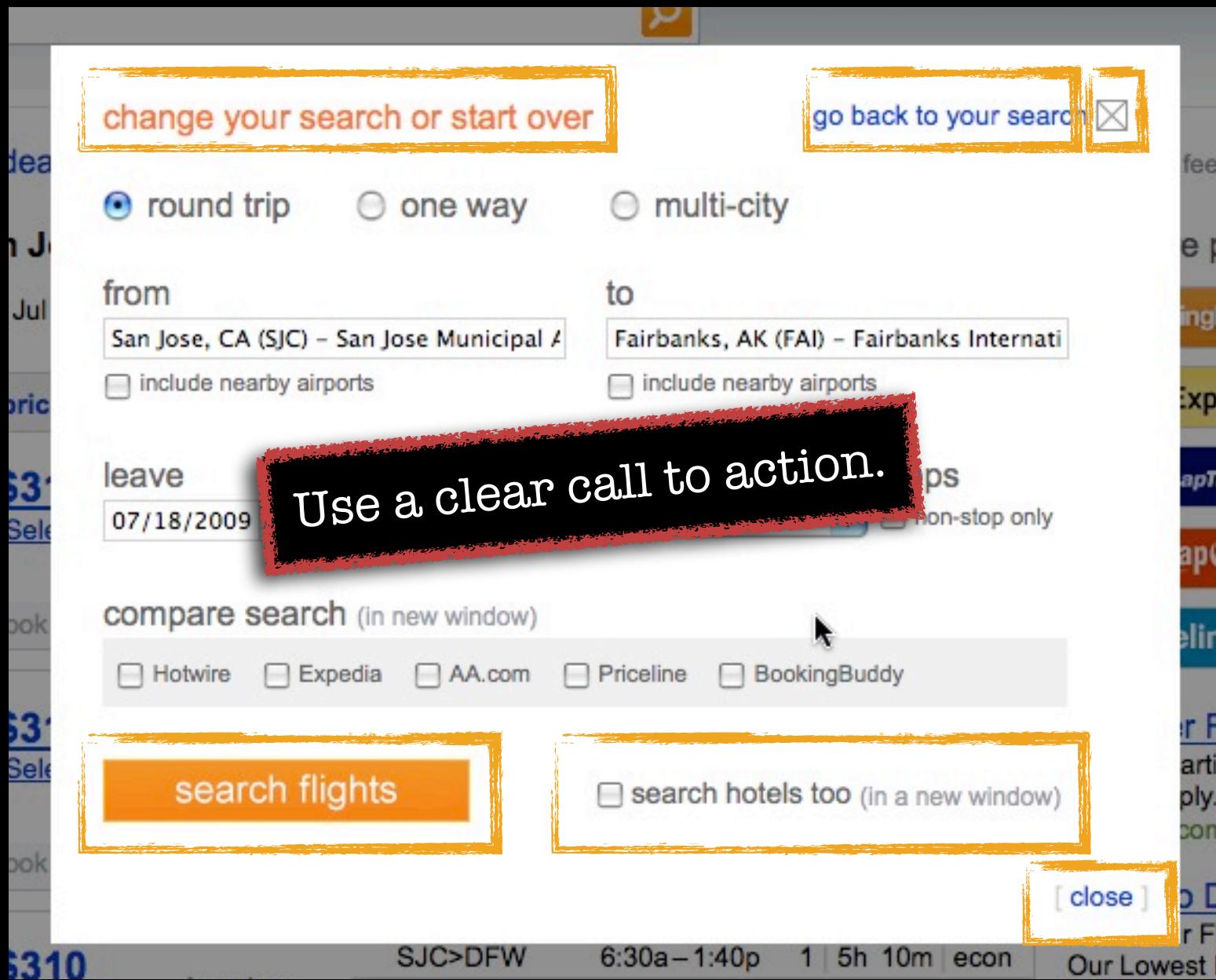
Anti-Pattern: No clear action



Anti-Pattern: No clear action

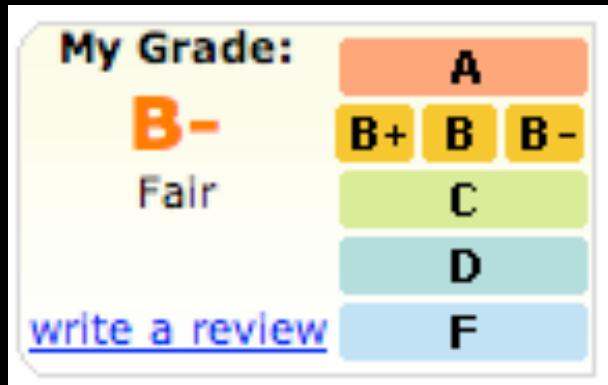


Anti-Pattern: No clear action



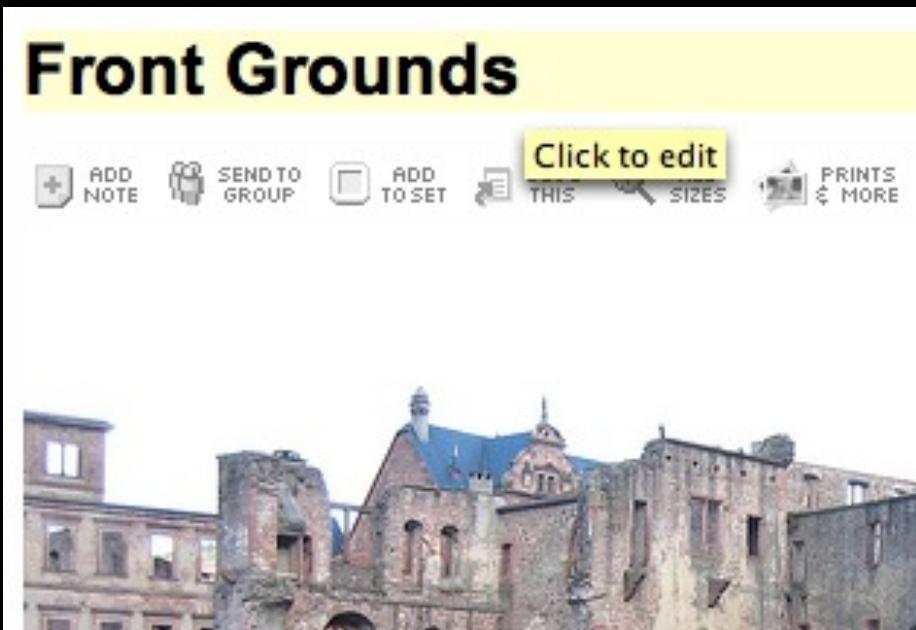
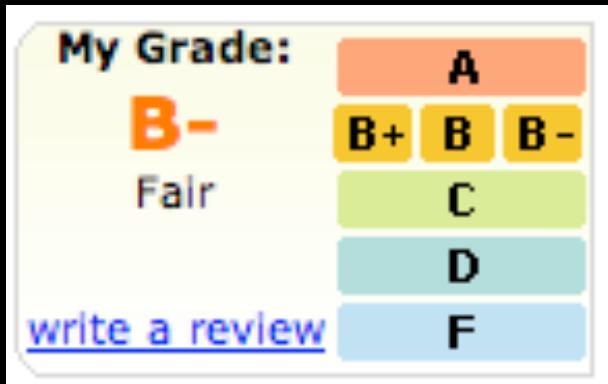
Hover Invitations

hover invitation. y!movies



Hover Invitations

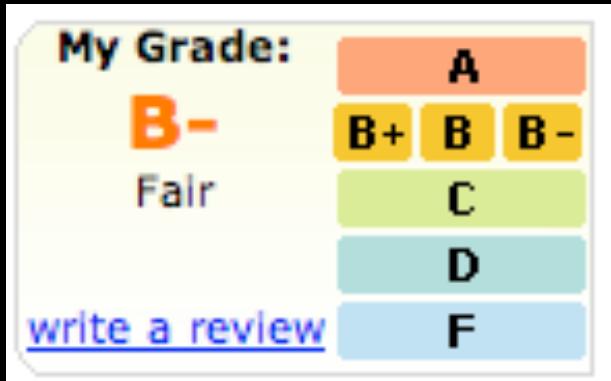
hover invitation. y!movies



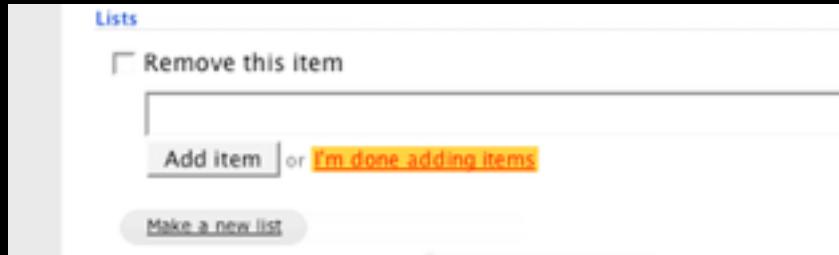
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

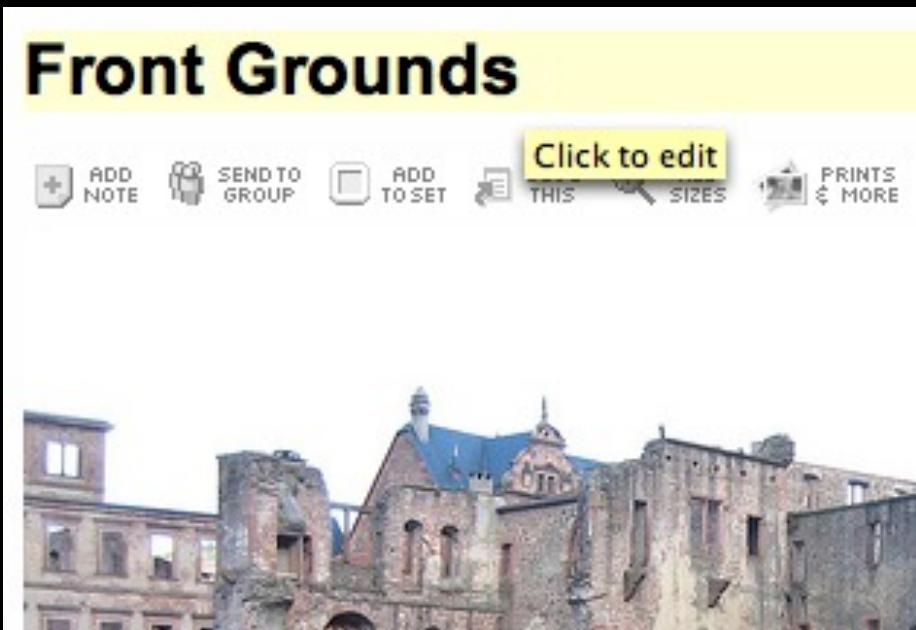
hover invitation. y!movies



hover & tool invitation. backpackit



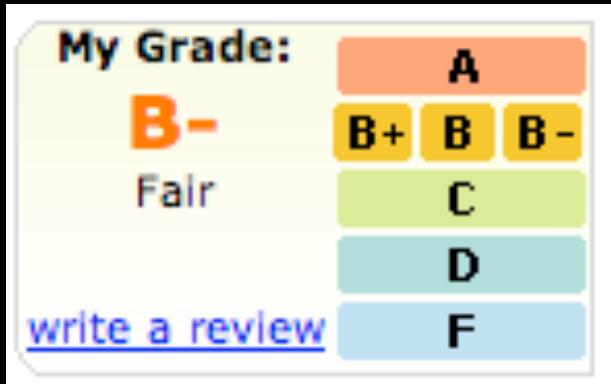
Front Grounds



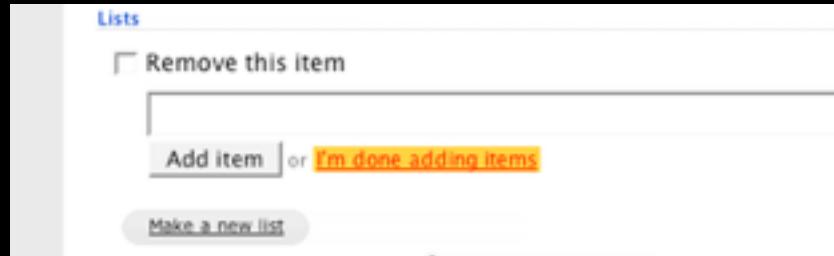
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



hover & tool invitation. backpackit

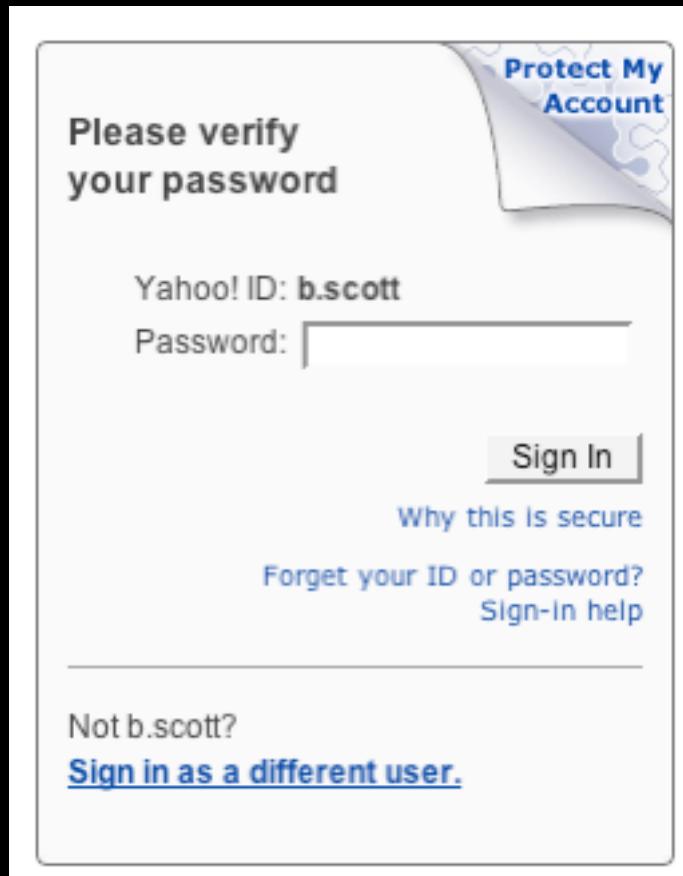


Front Grounds



tooltip, hover & cursor invitation. flickr.com

Blank Slate Invitation



dog-ear invitation. login.yahoo.com

Blank Slate Invitation

Please verify your password

Yahoo! ID: **b.scott**

Password:

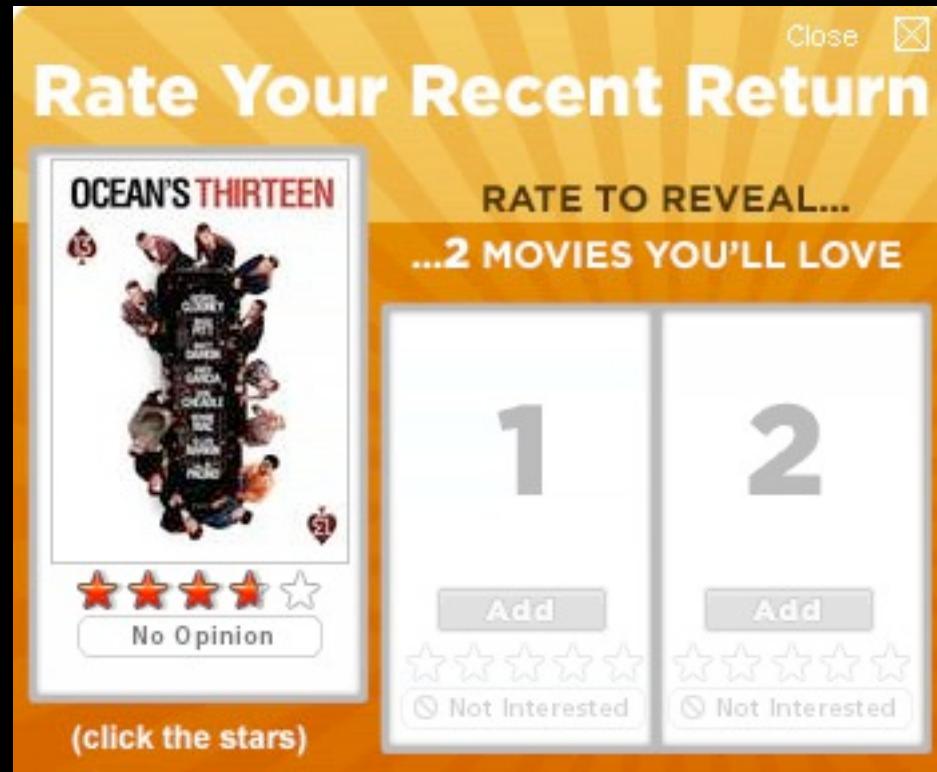
[Why this is secure](#)

[Forget your ID or password?](#)

[Sign-in help](#)

Not b.scott?

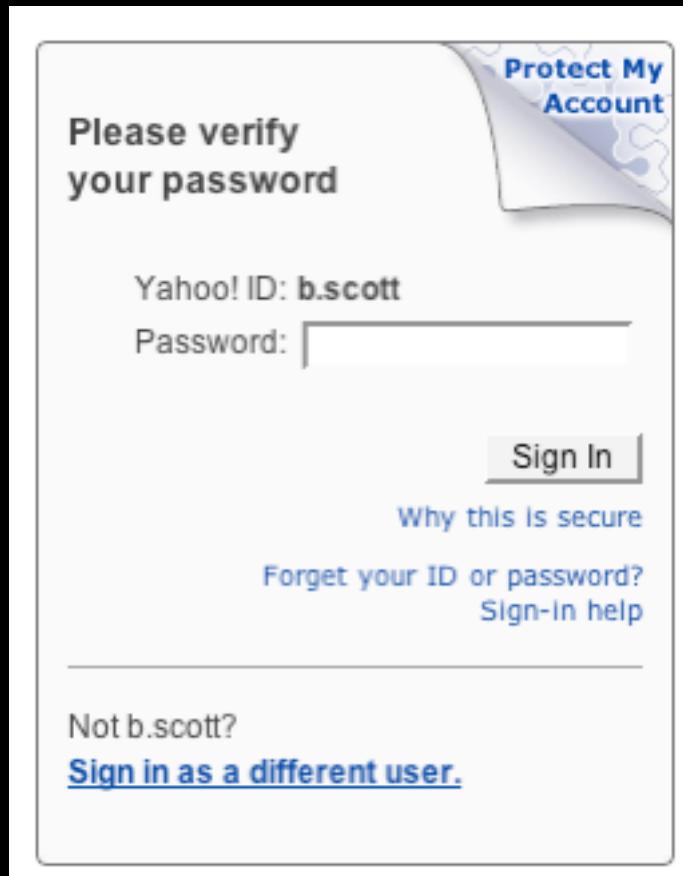
[Sign in as a different user.](#)



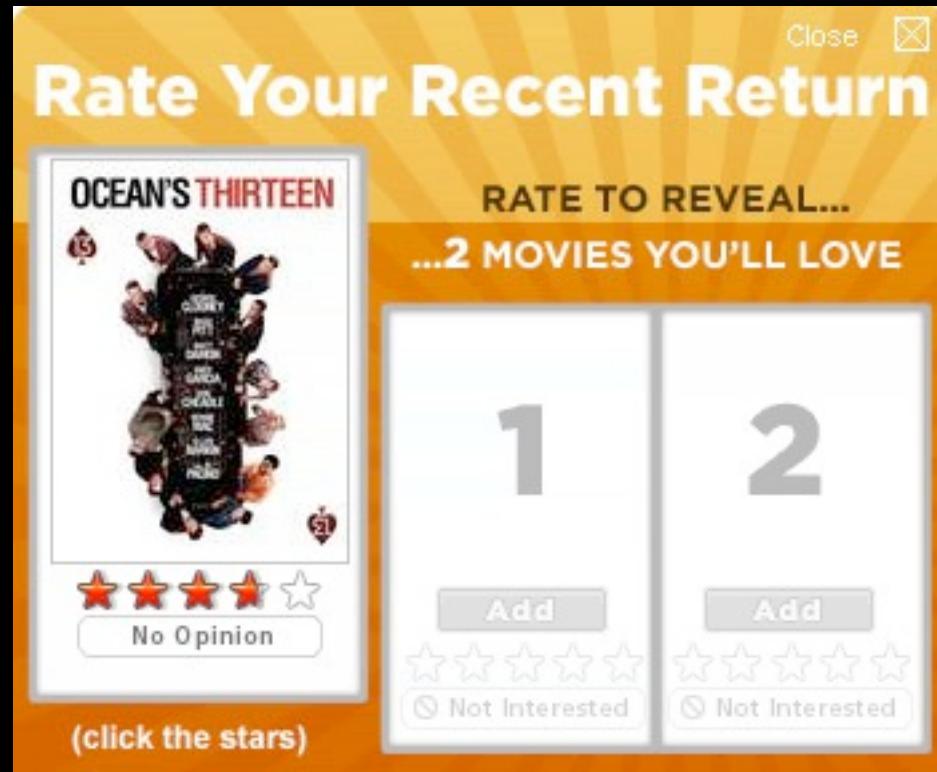
fill-in-the-blanks invitation. netflix

dog-ear invitation. login.yahoo.com

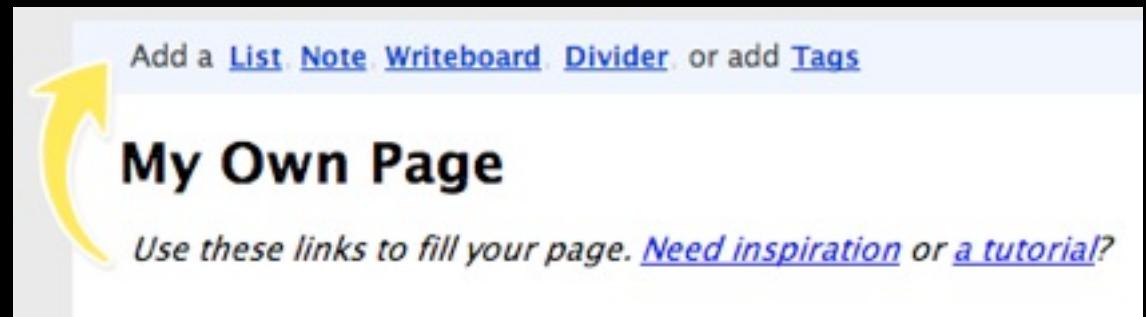
Blank Slate Invitation



dog-ear invitation. login.yahoo.com

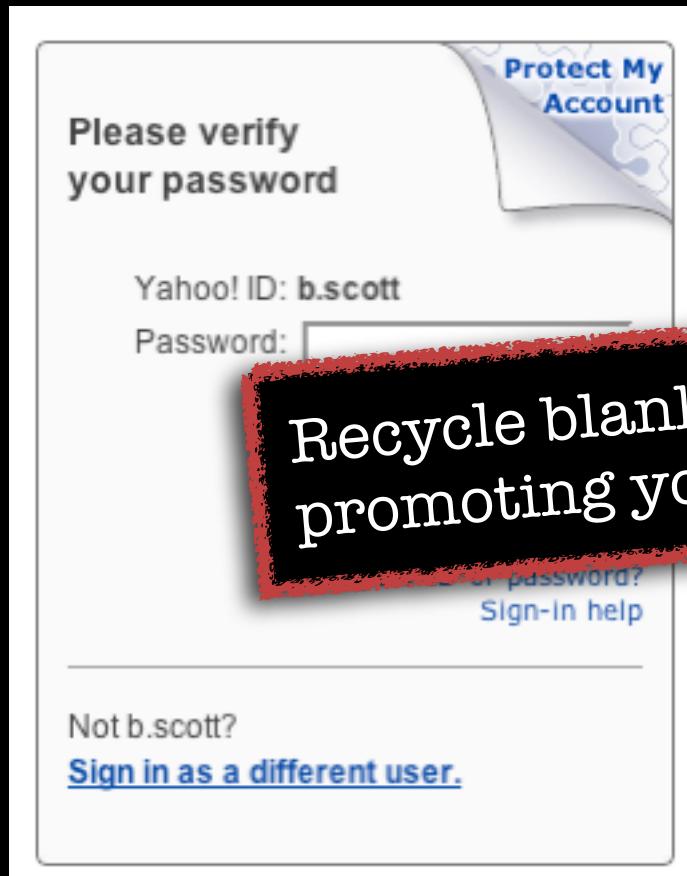


fill-in-the-blanks invitation. [netflix](http://netflix.com)

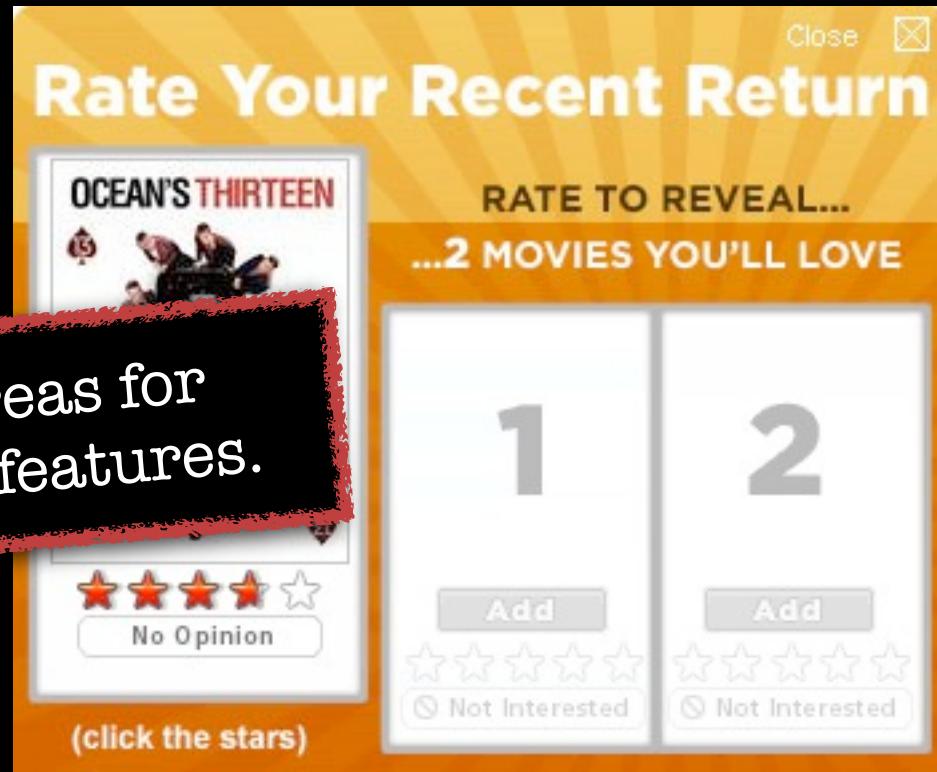


blank-slate invitation. [backpackit](http://backpackit.com)

Blank Slate Invitation



dog-ear invitation. login.yahoo.com

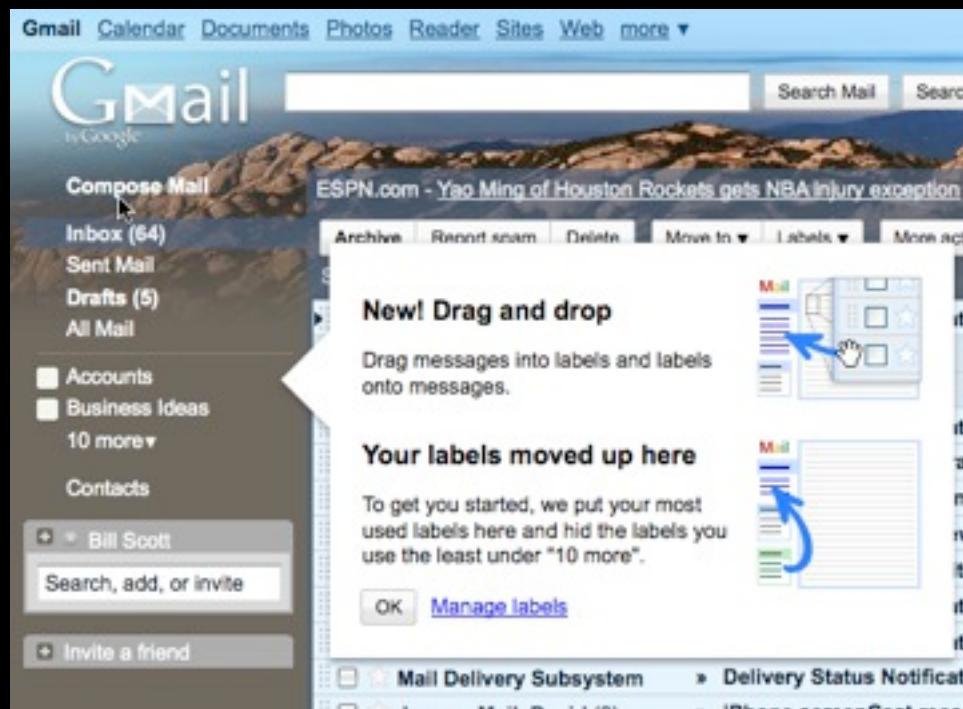


fill-in-the-blanks invitation. [netflix](http://netflix.com)



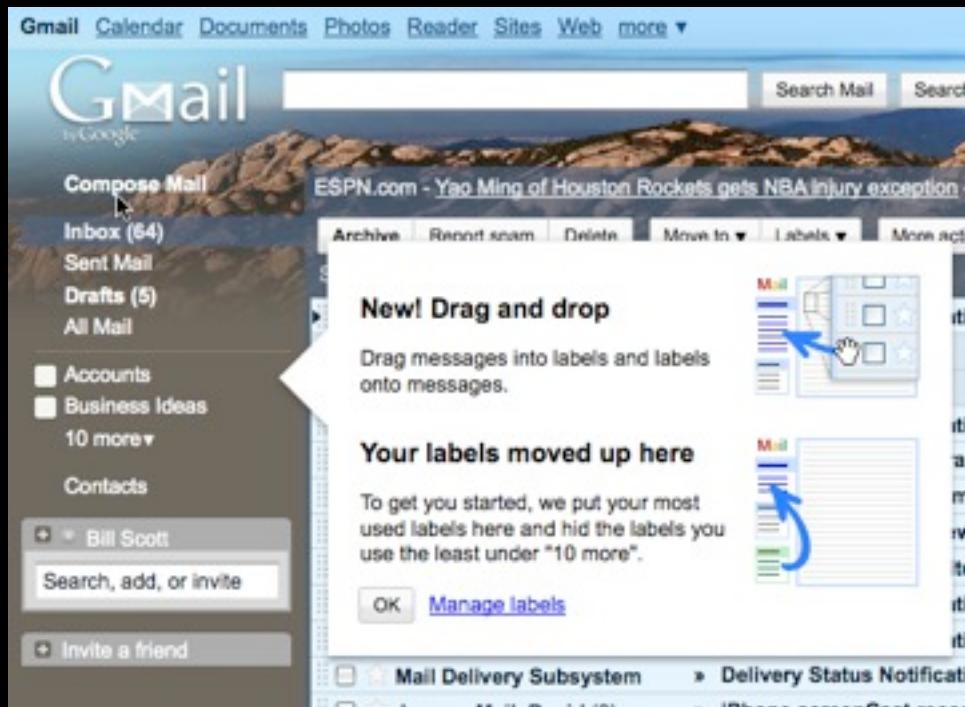
blank-slate invitation. [backpackit](http://backpackit.com)

Tour Invitation



tour invitation. gmail

Tour Invitation



tour invitation. gmail



tour invitation. yahoo.com

Tour Invitation



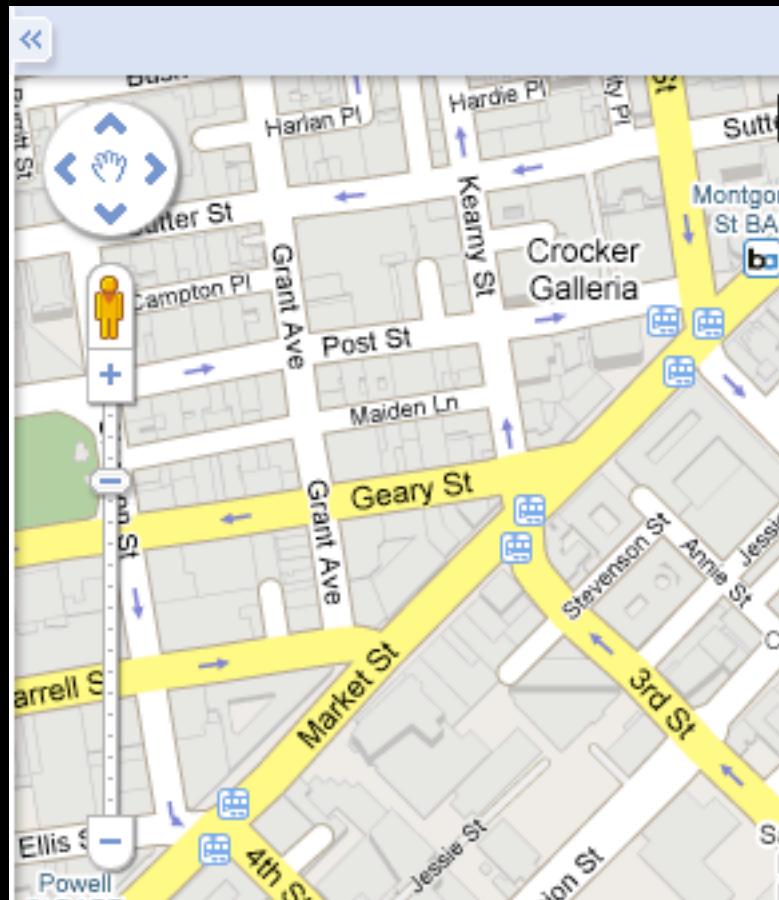
tour invitation. gmail



ion. yahoo.com

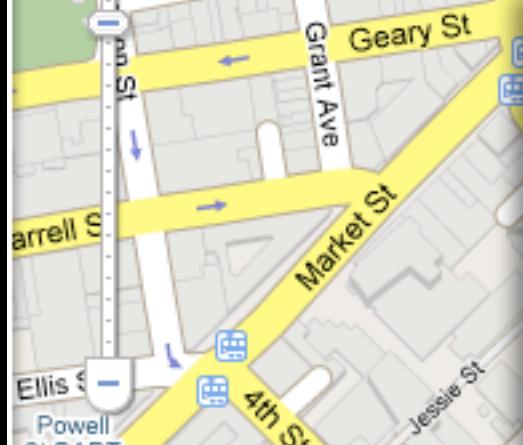
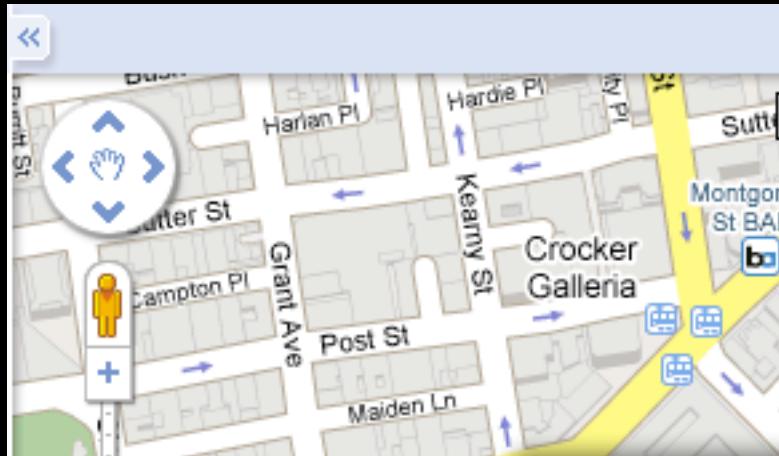
Use new visits to
promote new features.

Drag & Drop Invitation

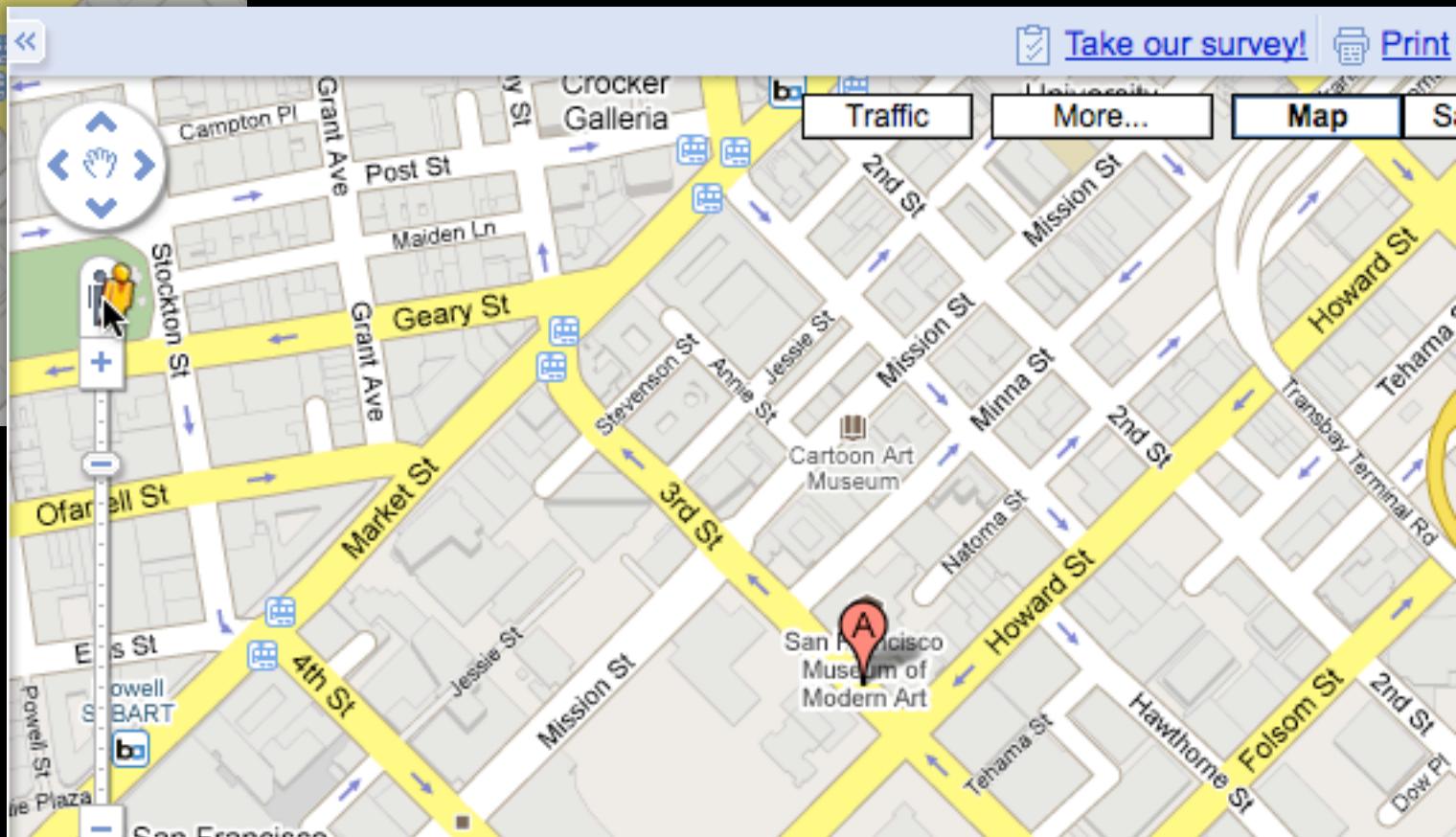


drag invitation. google maps

Drag & Drop Invitation



drag invitation. google maps

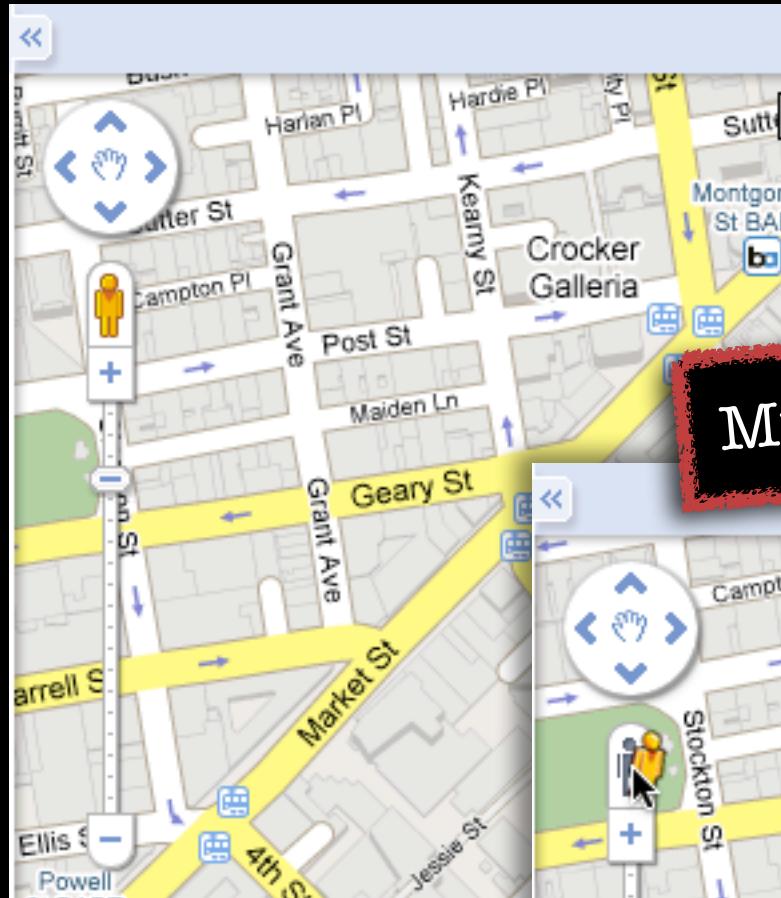


drop invitation. google maps

[Take our survey!](#) [Print](#)

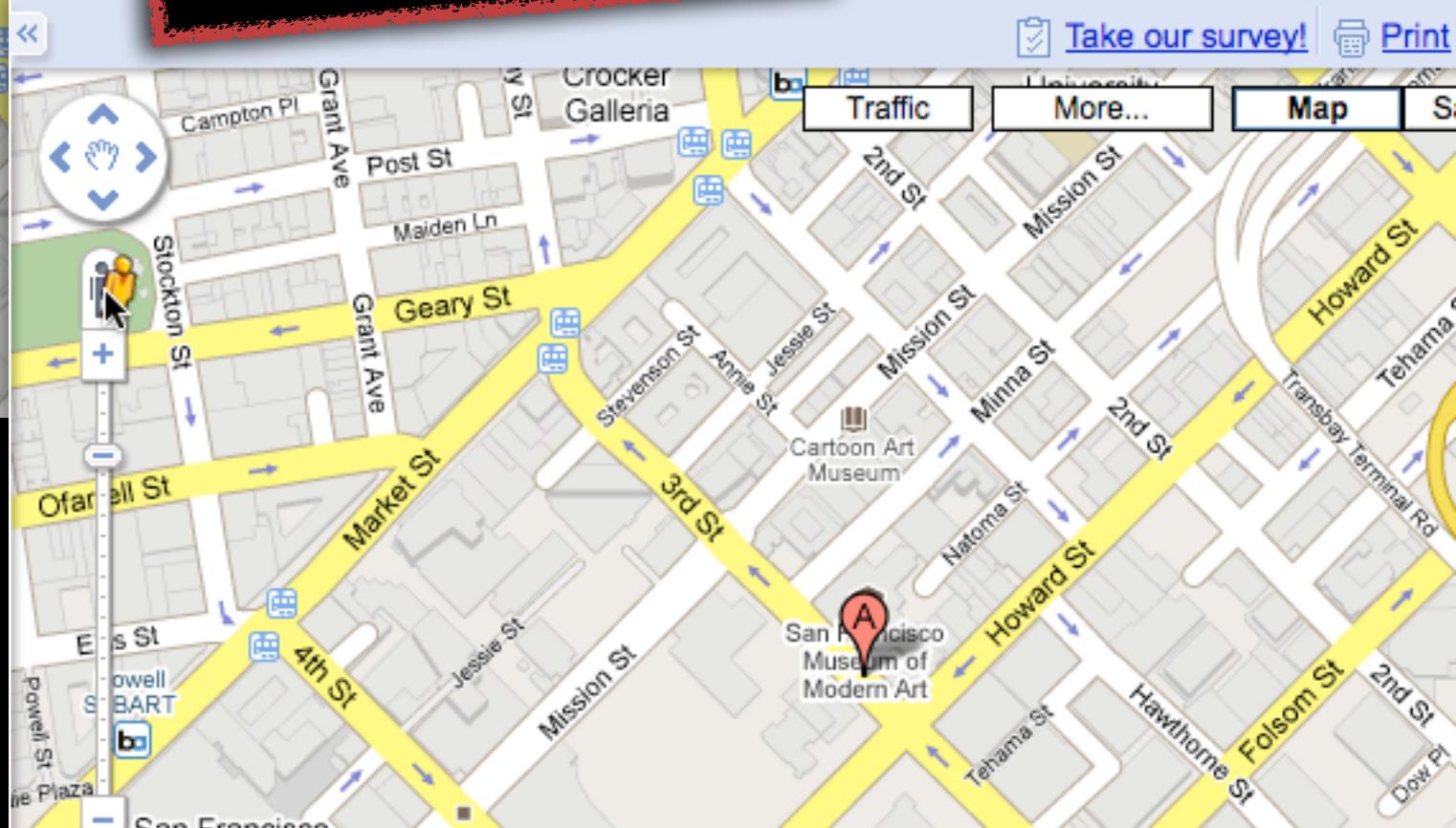
[Map](#)

Drag & Drop Invitation

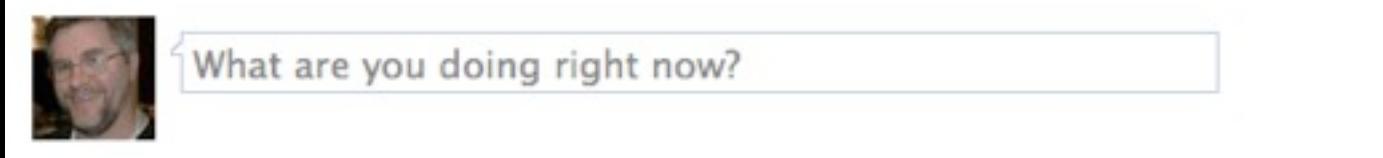


Mind your moments.

drop invitation. google maps



Prompt Invitation



facebook.com

Prompt Invitation



facebook.com

Prompt Invitation



facebook.com



delicious [Home](#) [Bookmarks](#) [People](#) [Tags](#)

Bill Scott's Bookmarks

[Bookmarks](#) | [Network](#) | [Tags](#) | [Subscriptions](#) | [Inbox \(1 new\)](#)

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

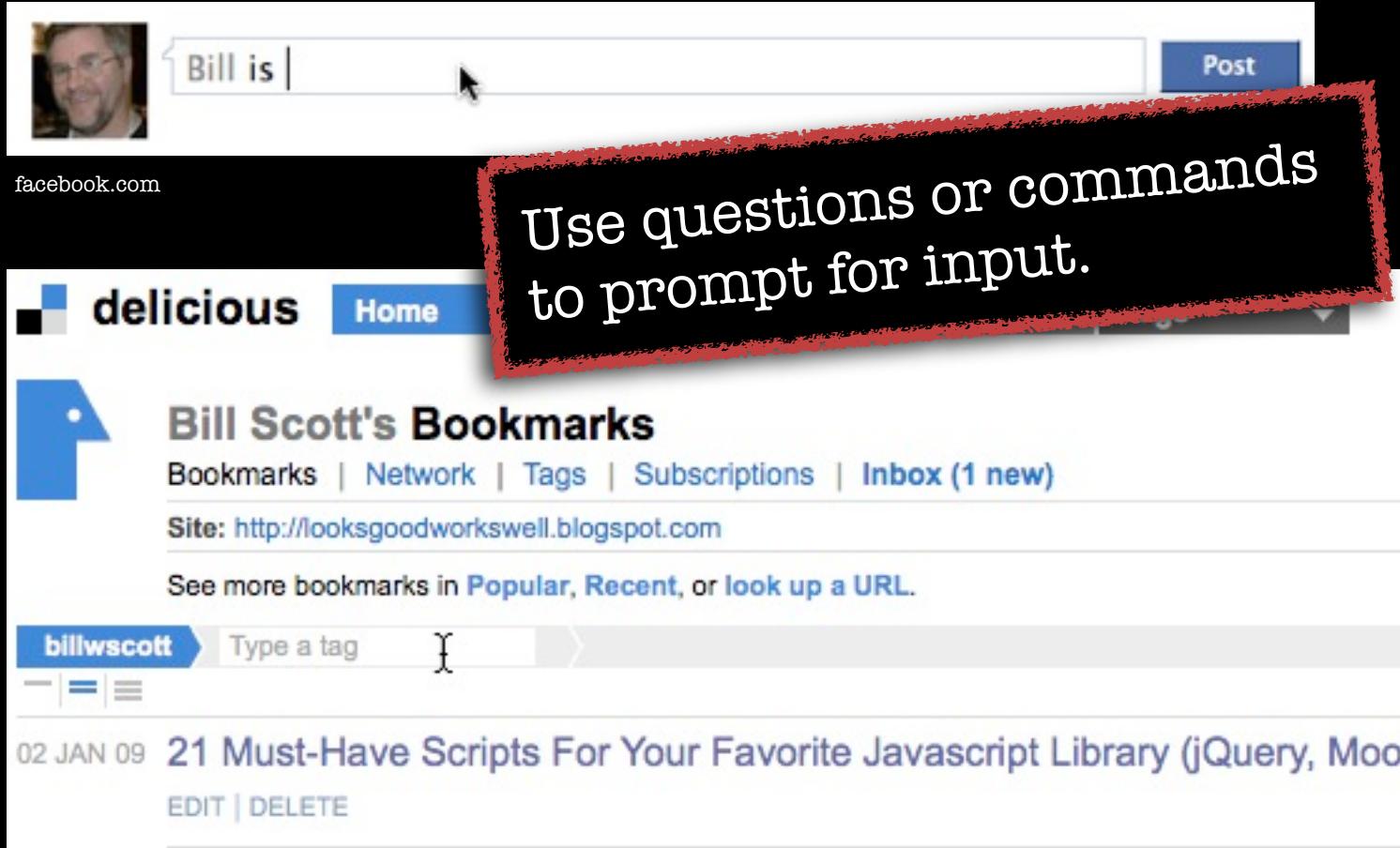
See more bookmarks in [Popular](#), [Recent](#), or [look up a URL](#).

billwscott [EDIT](#) [DELETE](#)

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

delicious.com

Prompt Invitation



facebook.com

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

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

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

drop down arrow. flickr

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

Pick Up at the Store

Milk

Orange Juice

Tomatoes

Lettuce

Bread

Chips

hyperlink. [backpackit](#)

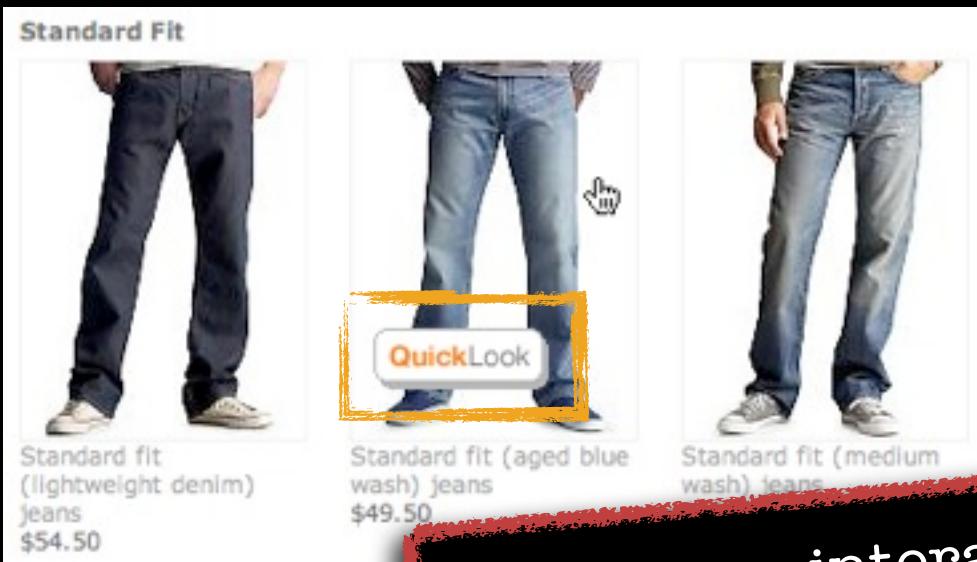
button. [the gap](#)

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.

MIND HACKS

Tips & Tools for Using Your Brain



*Tom Stafford &
Matt Webb*

Foreword by Steven Johnson, author of Mind Wide Open

O'REILLY®

© 2006 Lourdes Mills, Inc.

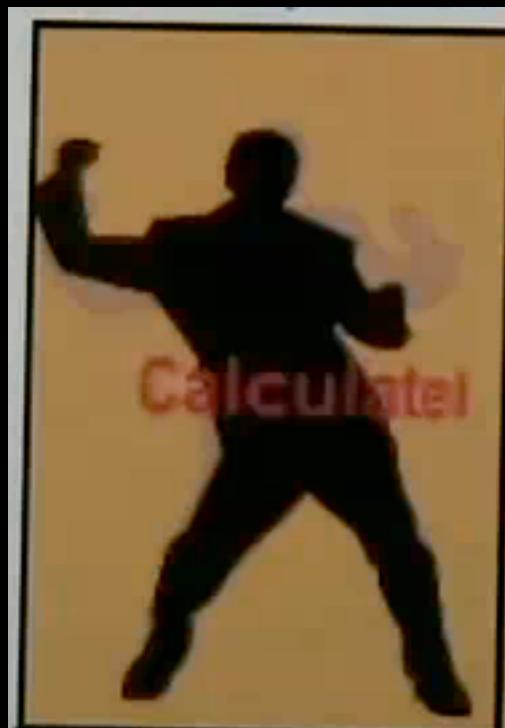
Find Out!

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

O'REILLY®

Foreword by Steven Johnson, author of Mind Wide Open

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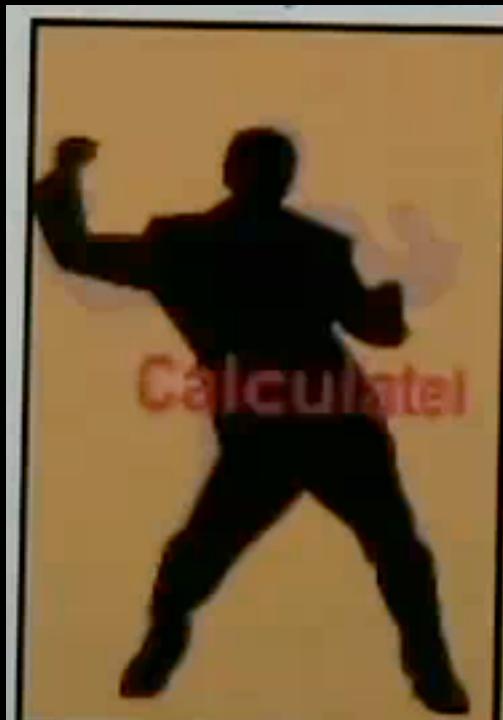


Find Out!

Click
Alabama
Click
3.00%
Click
Good

Attention processing is
hard-wired into the brain

It is chemistry. You can't
help it.





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.](#)

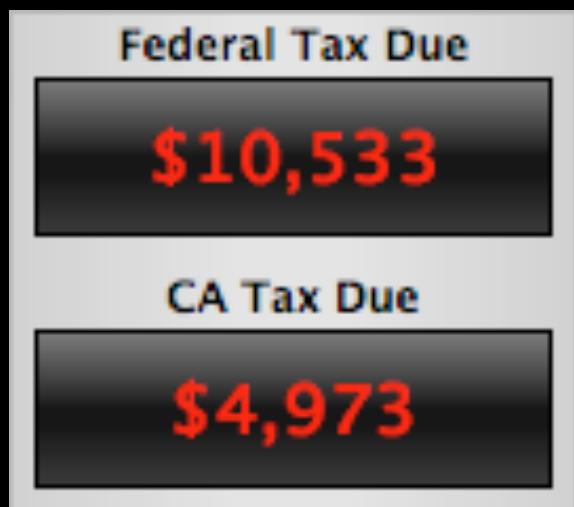
(Box 1 on your 1098)

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

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

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**

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...



16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



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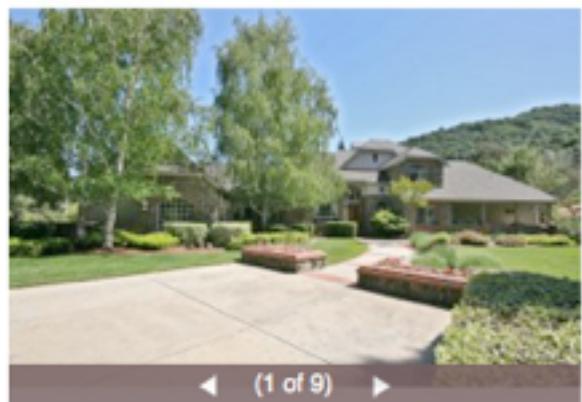
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Morgan Hill, CA 95037

\$2,265,000



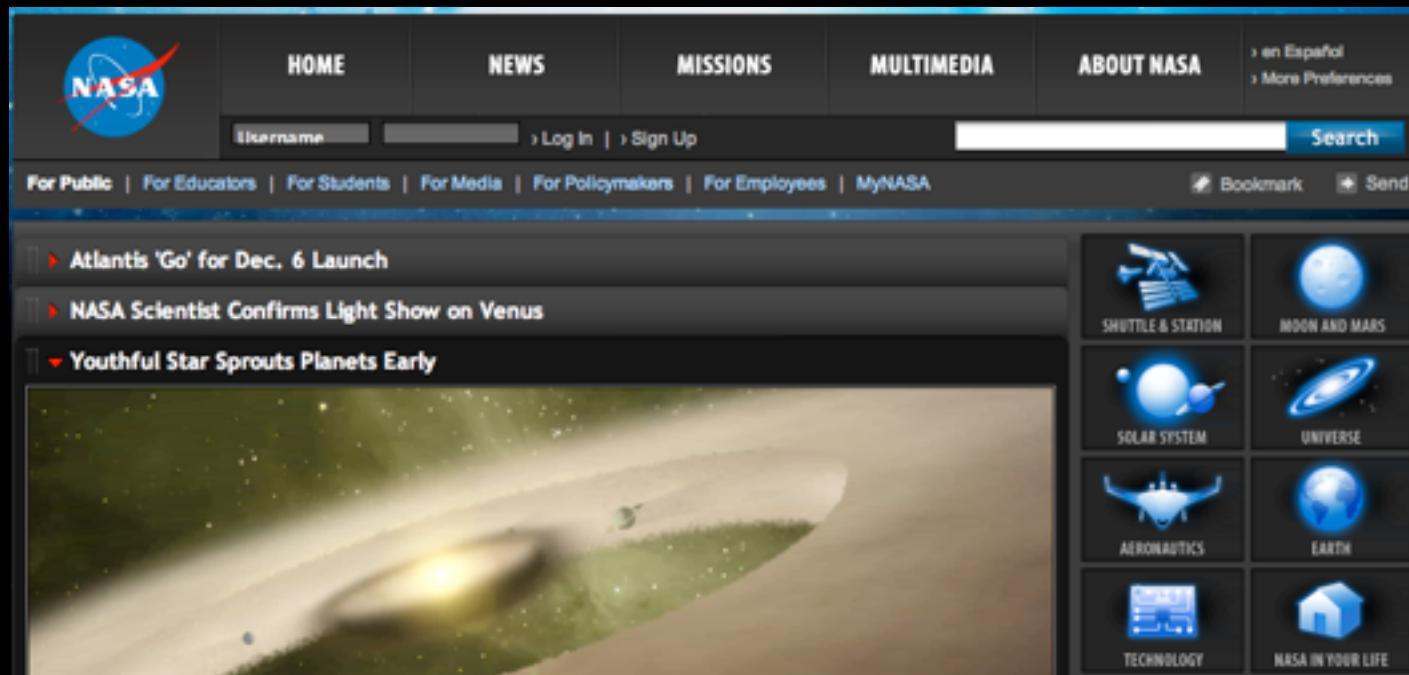
◀ (1 of 9) ▶

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- ▶ 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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◀ (1 of 9) ▶

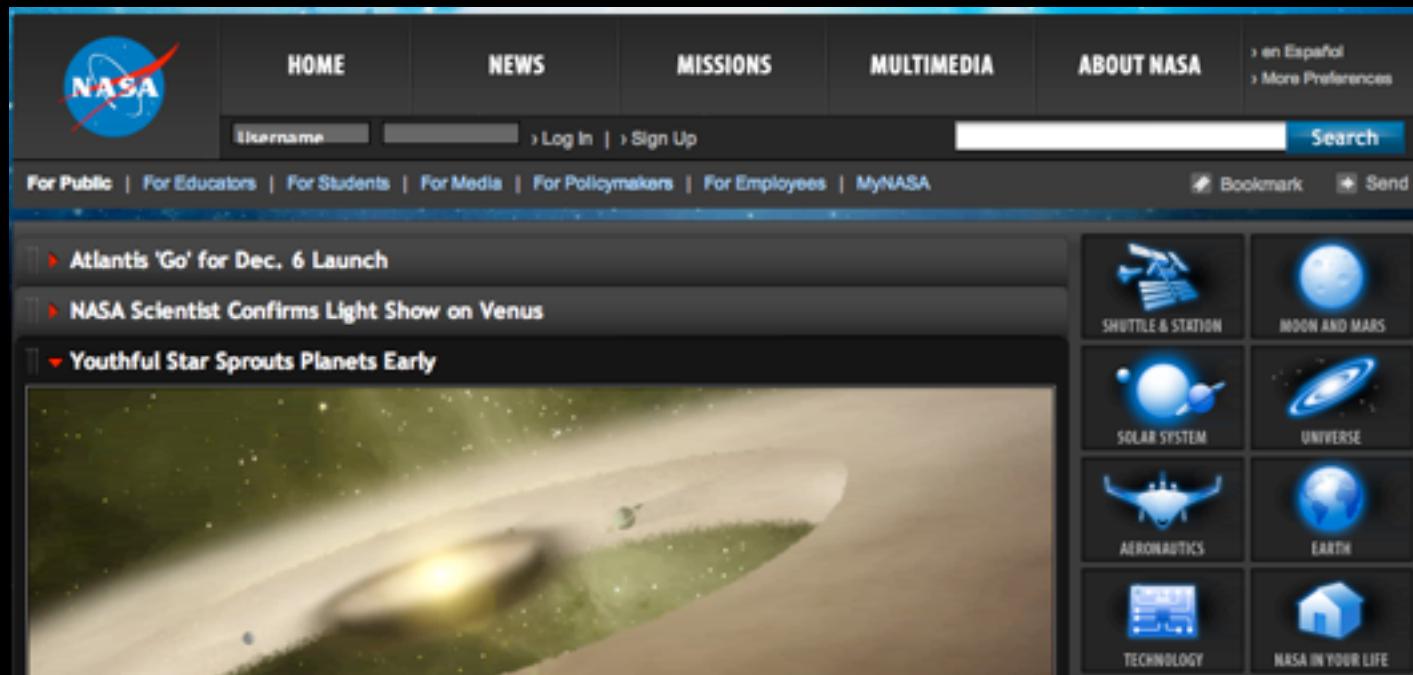
Listing courtesy of Intero Real Estate Services [Disclaimer](#) 

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Imagine an animation knob.
Dial in animation carefully.

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Animated Tour
Useful New Features



We Upgraded Mail
Storage! Now 2G

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

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

Honolulu, HI	\$333.60
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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
- Veetno - 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

original. animation on drop. my yahoo!

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

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NHL Tampa Bay vs. 5 13:15
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Best Fare Tracker

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Depart: San Francisco, CA

Maps

Select From My Locations or Recently Used

Local - San Jose, CA

original. animation on drop. my yahoo!

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

Search:

Hi, Bill [Sign Out] Help

My Front Page

My Quicklinks

Top Stories from AP

- Gates seeks \$190 billion for wars - 21 minutes ago
- 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

BayCHI Monthly Events

Yahoo! Mail Preview

christina radloff 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 02:12 pm
David Verba Re: a bit of news Wed Sep 26, 2007 01:53 pm
Kim Milligan Re:Important Wed Sep 26, 2007 01:12 pm

eHub

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

Personal Technology from Yahoo! News

Software from Yahoo! News

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BIONIC WOMAN
TONIGHT 9/8c NBC

current. no animation on drop. my yahoo!

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

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 edit X

Depart: New York, NY - all
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

Software News

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eHub

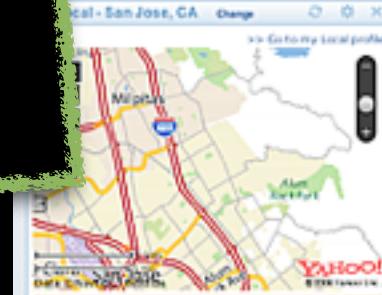
- eHub Interview - 20 hours ago
- Veebro - 20 hours ago
- MediaMax - 2 days ago
- IOWEYOU - 2 days ago
- HyperSuper - 2 days ago

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 +

Search: [Web Search] Hi, Bill [Sign Out] Help

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

Top Stories from AP

- Gates seeks \$190 billion for wars - 21 minutes ago
- 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 - 12 minutes ago

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

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 I	Wed Sep 26, 2007 02:12 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

eHub

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

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Personal Technology from Yahoo! News

- Microsoft will replace scratched HALO 3 discs - 42 minutes ago
- T-Mobile Launches New Sidekick - 3 hours ago
- 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

Moments Communicate

Moments Communicate



progress indicator

Moments Communicate



Moments Communicate



progress indicator



earlier version of my yahoo!

Moments Communicate



Connecting...

progress indicator



YAHOO! PLUS

Search:

Scoreboard

TODAY

- NHL
- NBA

YESTERDAY

no games for selected teams

Best Fare Tracker

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

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Check Email

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eHub

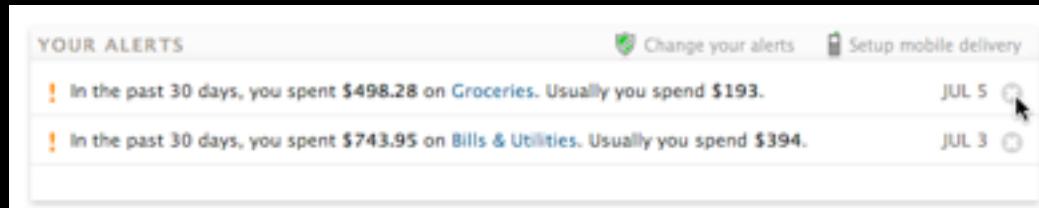
- eHub Interviews Prodigem - 11 hours ago
- Veetzo - 20 hours ago
- MediaMax - 2 days ago
- IDWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Program Events

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

earlier version of my yahoo!

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

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 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

Dallas, TX 40.75 F

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Software News edit X

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eHub edit X

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

BayCHI Monthly Program Events edit X

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

earlier version of my yahoo!

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Show state change.



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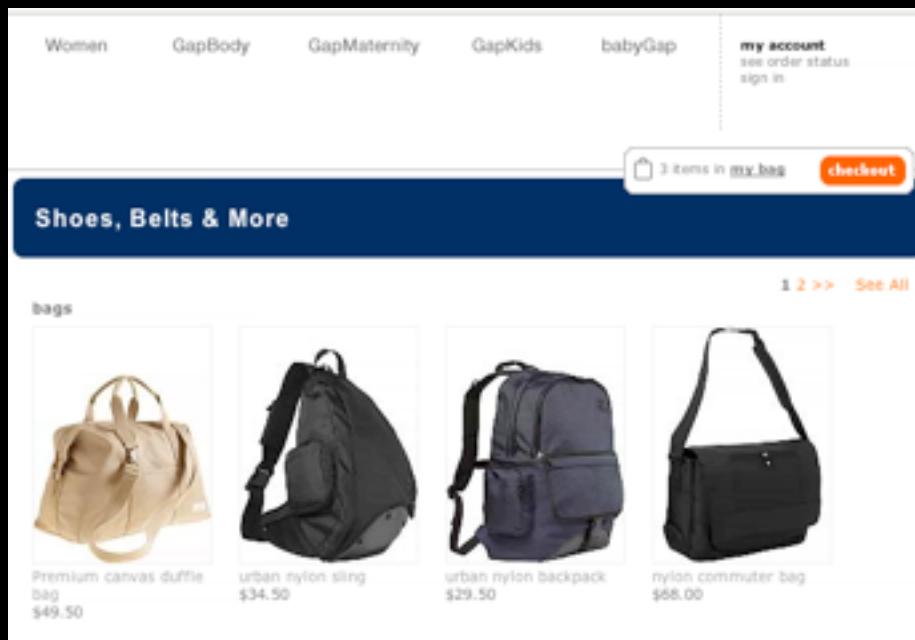
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Show state change.

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 items like 'AccuRev gives software configuration system global focus' and 'Cisco Patches Router, Call Manager Software'. The 'Maps' box shows departure information for New York, Paris, Seattle/Tacoma, Honolulu, and San Francisco. The bottom right corner of the image has the text 'earlier version of my yahoo!'.

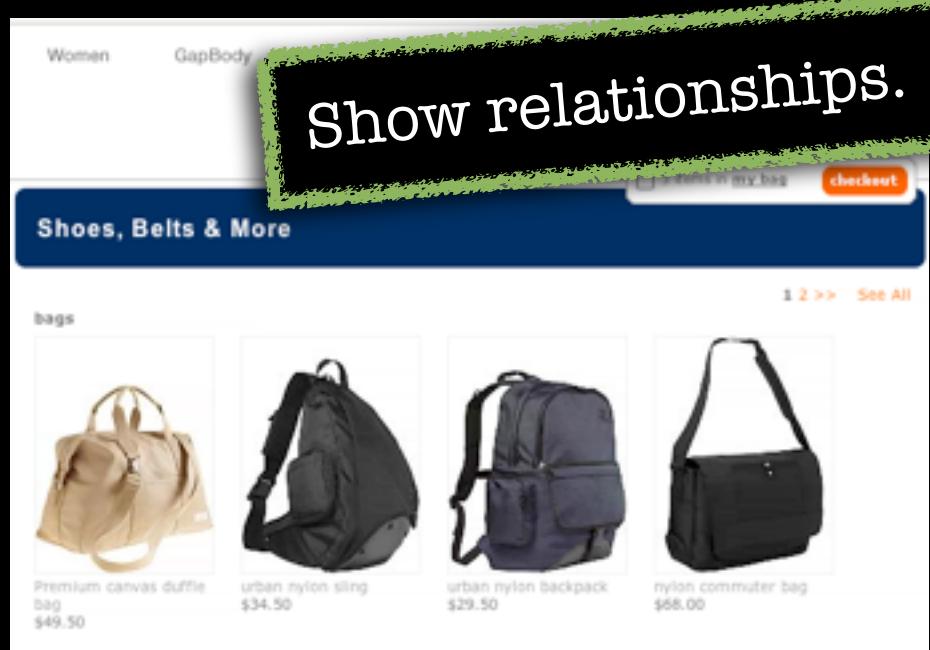
Speed up time.

Slow down time.

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the gap

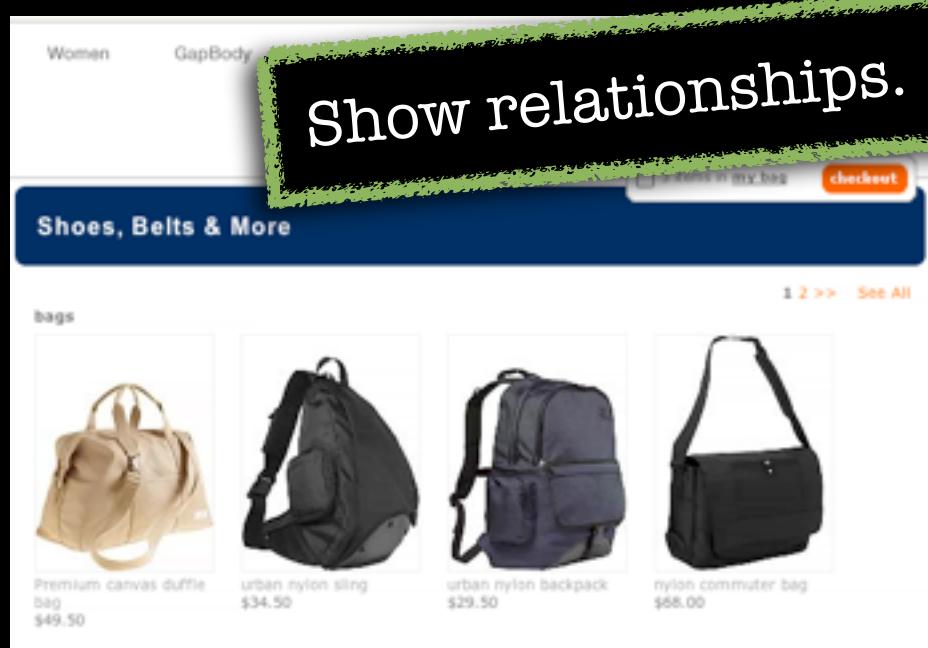
A screenshot of an earlier version of the my yahoo! homepage. A green box contains the text "Speed up time." It points to a "Connecting..." progress indicator. Another green box contains the text "Slow down time." It points to the "Software News" and "eHub" sections, which are filled with a large number of news items and links.

earlier version of my yahoo!

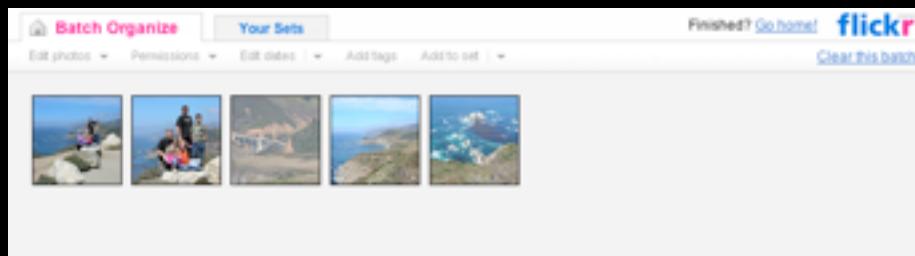
Moments Communicate



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, there 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!

Moments Communicate



mint.com



the gap



flickr organizr

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 module shows temperatures for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. The news modules include 'Software News', 'eHub', and 'BayCHI Monthly Program Events'.

earlier version of my yahoo!



Be reactive.

Live Feedback

wundrbar beta

american airlines from july 12 to july 16

Expedia flight search redirect 

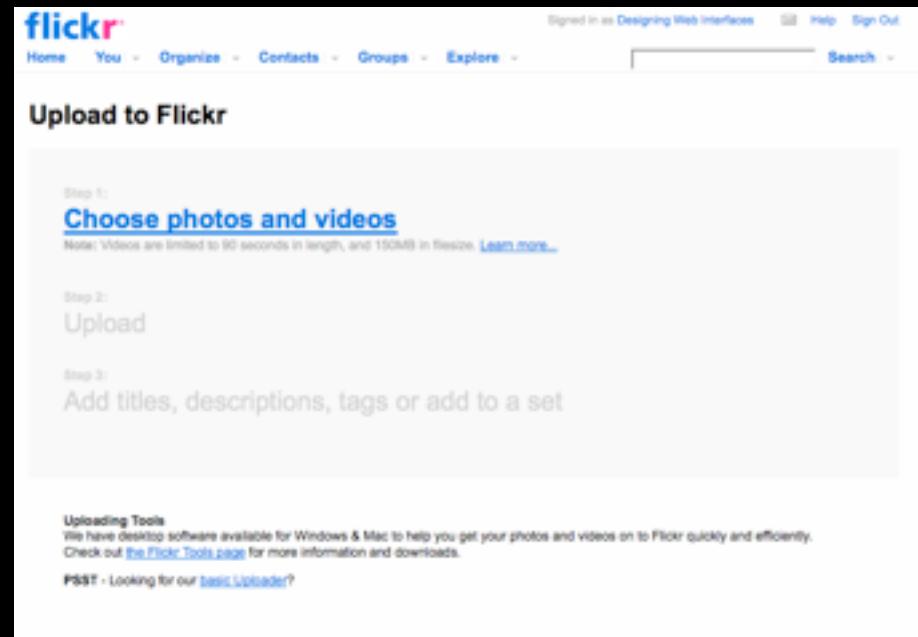
Don't want Expedia? You can also use CheapTickets, Kayak, Orbitz, Sidestep or Travelocity. Just say so!

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



Signed in as [Designing Web Interfaces](#) [Help](#) [Sign Out](#)

Home You Organize Contacts Groups Explore

Search

Upload to Flickr

Step 1: [Choose photos and videos](#)
Note: Videos are limited to 90 seconds in length, and 150MB in filesize. [Learn more...](#)

Step 2: [Upload](#)

Step 3: [Add titles, descriptions, tags or add to a set](#)

Uploading Tools
We have desktop software available for Windows & Mac to help you get your photos and videos on to Flickr quickly and efficiently. Check out [The Flickr Tools page](#) for more information and downloads.

PSST - Looking for our [basic Uploader](#)?

live feedback. flickr



wundrbar beta

merican airlines from july 12 to july 16

Expedia flight search [redirect](#) [X](#)

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live feedback. wundrbar

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flickr

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Search

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Step 1: **Choose photos and videos**
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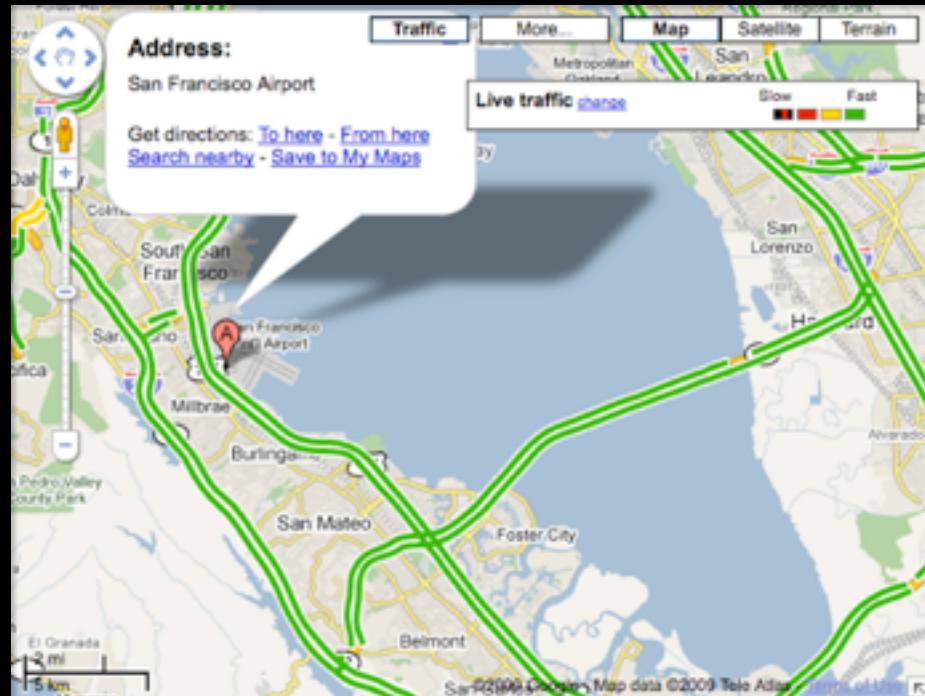
Step 2: **Upload**

Step 3: **Add titles, descriptions, tags or add to a set**

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PSST - Looking for our [basic Uploader](#)?

live feedback. flickr



live feedback. google maps

Live Feedback

Create a tight feedback loop with the user.

wundrbar beta

merican airlines from july 12 to july 16

Expedia flight search

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To Dallas/Ft. Worth, TX (DFW)

Dates:
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Passengers:
1 adult

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Economy class on American Airlines

live feedback. wundrbar

flickr

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Upload to Flickr

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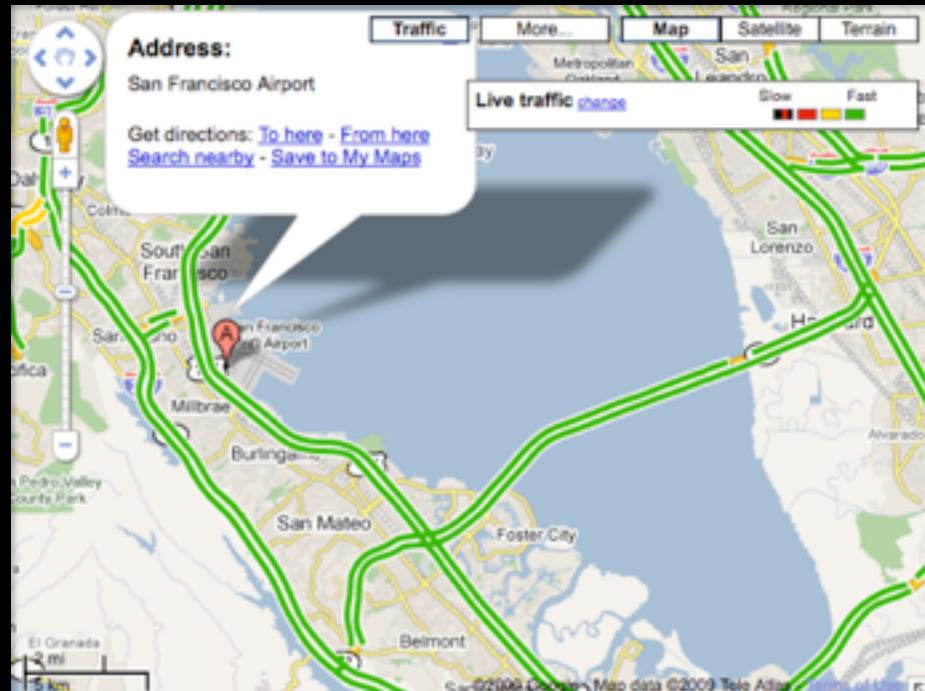
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[PSST - Looking for our basic Uploader?](#)

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Address: San Francisco Airport

Get directions: [To here](#) - [From here](#)
[Search nearby](#) - [Save to My Maps](#)

Traffic More... Map Satellite Terrain

Live traffic chance

Slow Fast

live feedback. google maps

Live Suggest

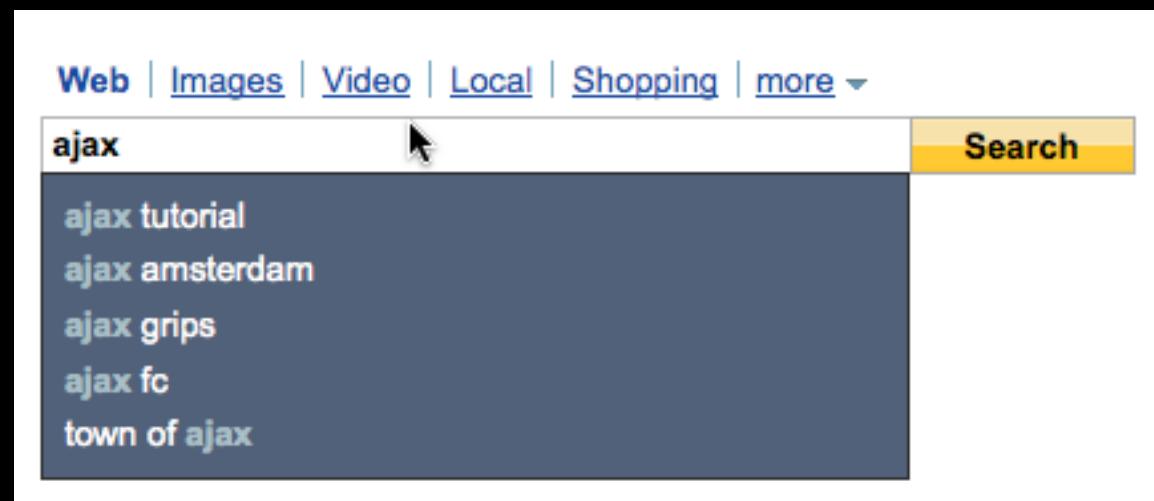


live suggest. google (early version)

Live Suggest



live suggest. google (early version)



live suggest. yahoo search

Live Suggest



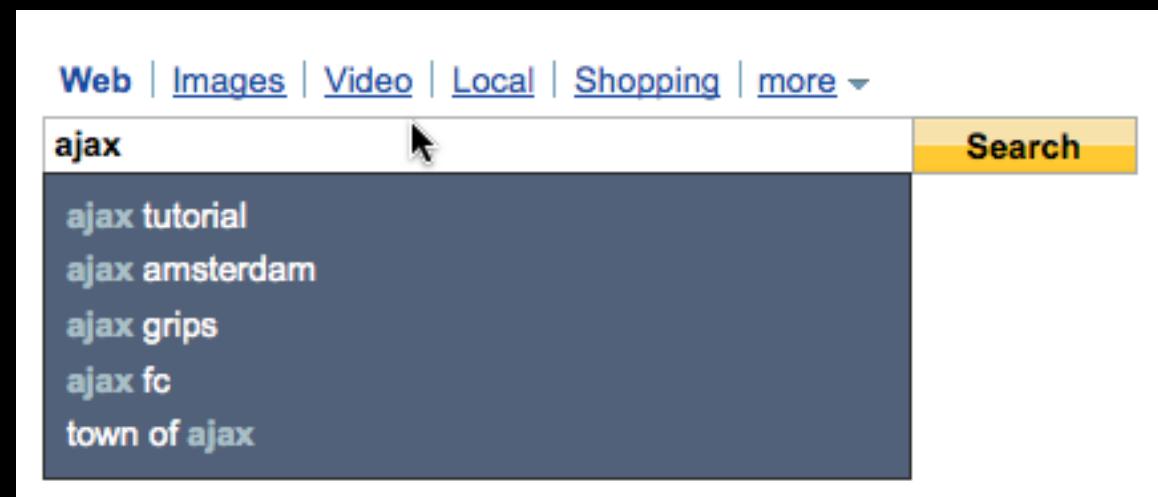
Google Suggest BETA

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 ▾

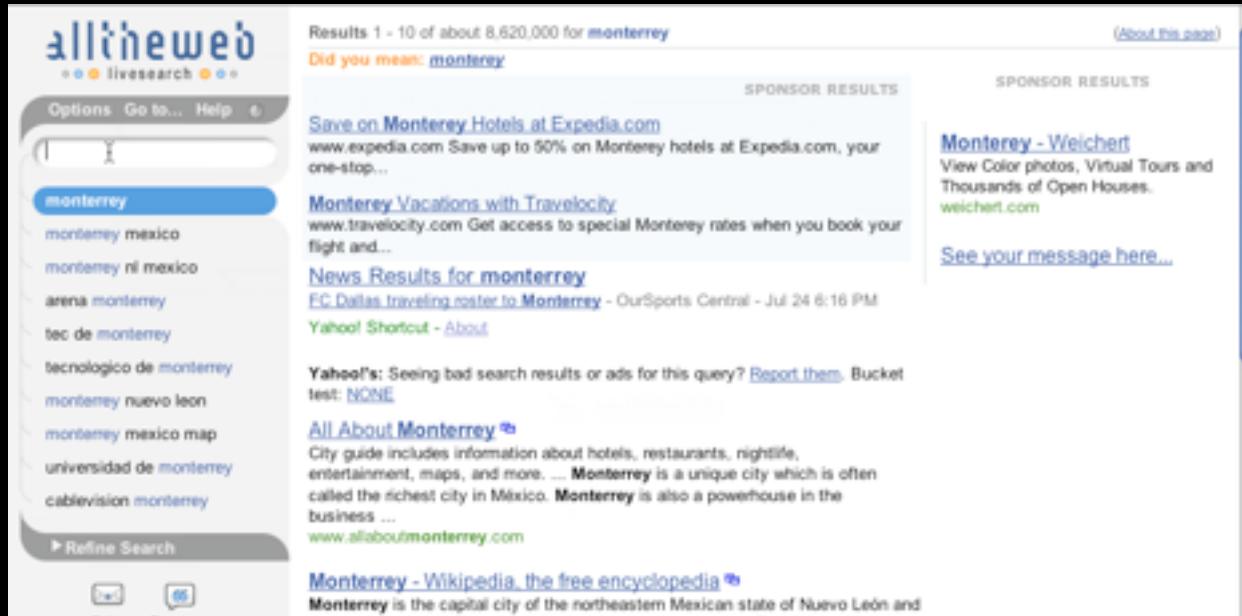
ajax

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
- tecnologico de monterrey
- monterrey nuevo leon
- monterrey mexico map
- universidad de monterrey
- cablevision monterrey

Results 1 - 10 of about 8,620,000 for monterrey

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Save on Monterey Hotels at Expedia.com

www.expedia.com Save up to 50% on Monterey hotels at Expedia.com, your one-stop...

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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

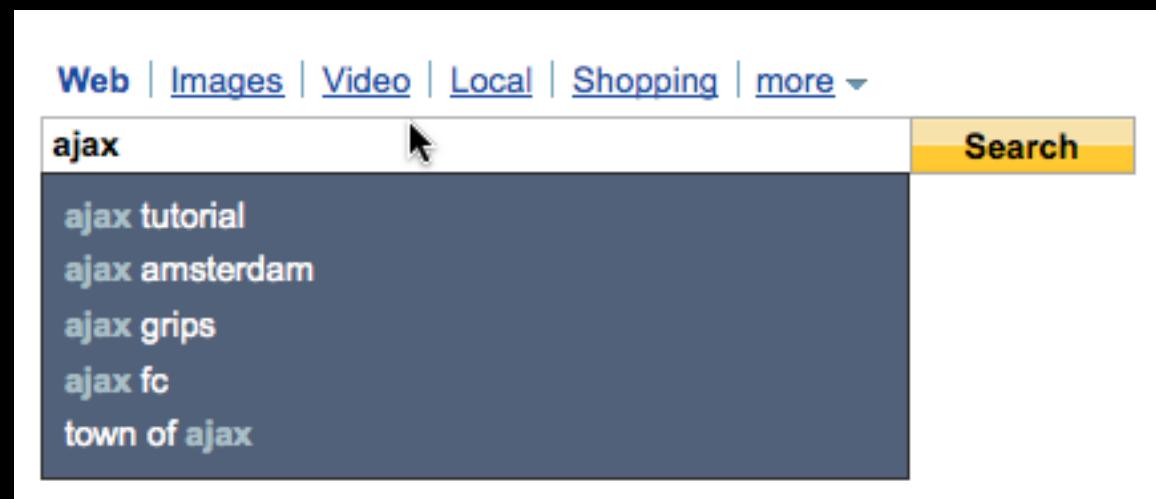
Monterrey - Wikipedia, the free encyclopedia

Monterrey is the capital city of the northeastern Mexican state of Nuevo Leon and

Live Suggest

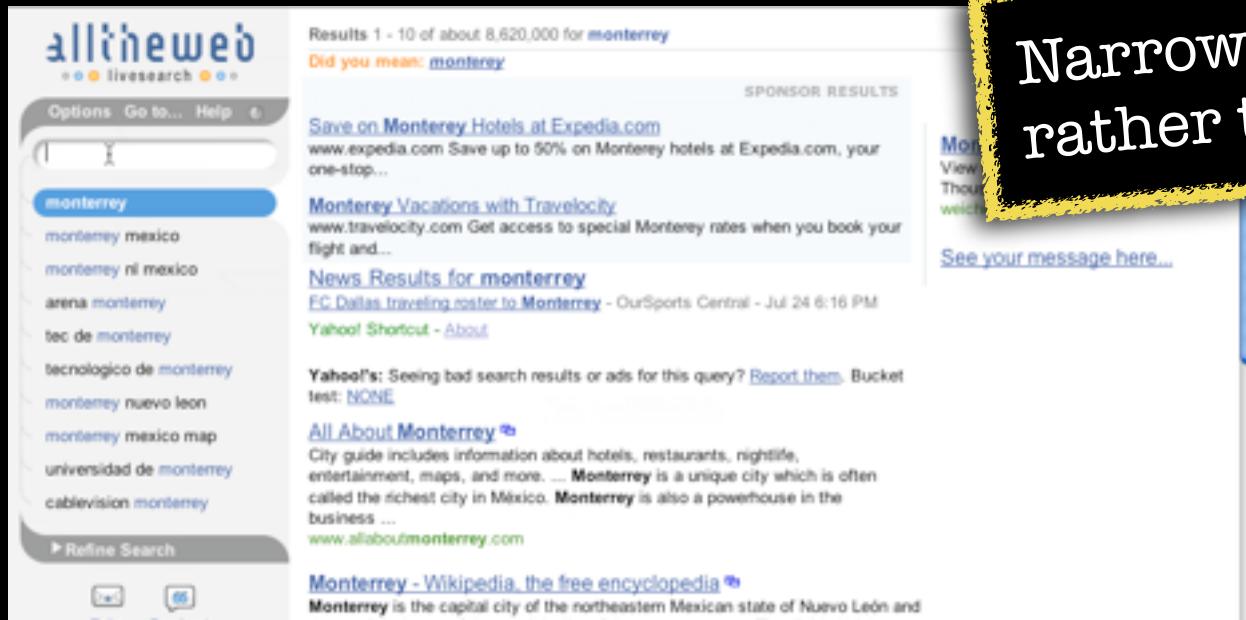


live suggest. google (early version)



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

[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
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 Carefree Maintenance

Build

Shopping Tools

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

¹Legal disclosure

Block

exterior

Black

Click and Drag the Car or Spin Now

interior

live preview. volkswagen car configurator

Support

Search

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Trailer

Standard

Small Medium Large

For your iPod ▶

HD

480p 720p 1080p

34 MB 101 MB 164 MB

live suggest. apple search

Live Previews



New Beetle

Starts at \$18,290¹

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Financial Options

Brasheen

¹Legal disclosure

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exterior

interior

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

This screenshot shows a Volkswagen New Beetle car configurator. On the left, there's a sidebar with links for Overview, Gallery (Photos 360°), Features, Shopping Tools, and Build. The main area shows a black New Beetle with a color palette on the right. A callout box labeled 'Block' points to the color palette. Below the car is a 'Spin Now' button with a spin icon.

live preview. volkswagen car configurator

Use live previews.

ads Support Search

Copyright © 2009 20th Century Fox

Trailer

Standard

Small Medium Large

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480p 720p 1080p

34 MB 101 MB 164 MB



This screenshot shows a movie trailer interface. At the top, there are links for 'ads', 'Support', and 'Search'. Below that is a copyright notice. The main area is titled 'Trailer' and has a 'Standard' button with 'Small', 'Medium', and 'Large' options. It says 'For your iPod ▶'. Below that is an 'HD' section with '480p', '720p', and '1080p' buttons, each with its file size: '34 MB', '101 MB', and '164 MB'. At the bottom, there are images of an iPod and an Apple TV.

live suggest. apple search

Live Filtering

bing tweets
Fusing Twitter Trends with Bing Insights

trending topics **twitter** 

Popular Now People Places Products

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

tweets

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

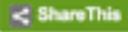
 **realty**: At a minum, Papelbon should but **Crawford** a rolex.
Jul 15, 2009 10:57am

 **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

 **StPeteSpirits**: Wednesday's

Search Bing & Twitter 

share this result
Check out [BingTweets](#) about Carl Crawford
<http://bit.ly/PRaFO #bing>

74  

search results  

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CARL CRAWFORD

Biography Quotes Jersey Fan Club Interview News Images

ALL RESULTS 1-20 of 6,860,000 results · [Advanced](#)

Carl Crawford LF, #13 Tampa Bay Rays

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

Jul 17 - Rays at Royals - 8:10 PM ET
Season: GP 88 · AVG .309 · HR 8 · RBI 39 · Runs 58 · SB 44
[Player Stats](#) · [FOX Sports on MSN](#) · Statistics provided by STATS, Inc. © 2009

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refining search. bing tweets

Live Filtering

bing tweets
Beta
Fusing Twitter Trends with Bing Insights

trending topics **twitter** 

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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

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share **result**

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

74 [Tweet this](#) [ShareThis](#)

search results [Open Bing in new window](#) [Return to Bing](#)

Carl Crawford 

ALL RESULTS 1-20 of 6,860,000 results · [Advanced](#)

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[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

Reduce search effort with live filtering.

refining search. bing tweets

Live Forms

Find a domain name:

www. (ex. widgetdesigns.com)

live forms. yahoo! small business

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

live forms. google account creation

Live Forms

The image shows two examples of live forms. The top example is a domain name search form with a yellow 'Search' button and a yellow callout box. The bottom example is a Google account creation form with a password field and a strength indicator.

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.

live forms. google account creation

Auto Complete



KAYAK™ Search with us, book with them.™

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

Round-trip One-way Multi-city

From

 Show Nearby Airports 

Leave  **Time** 

To

 Show Nearby Airports

Return  **Time** 

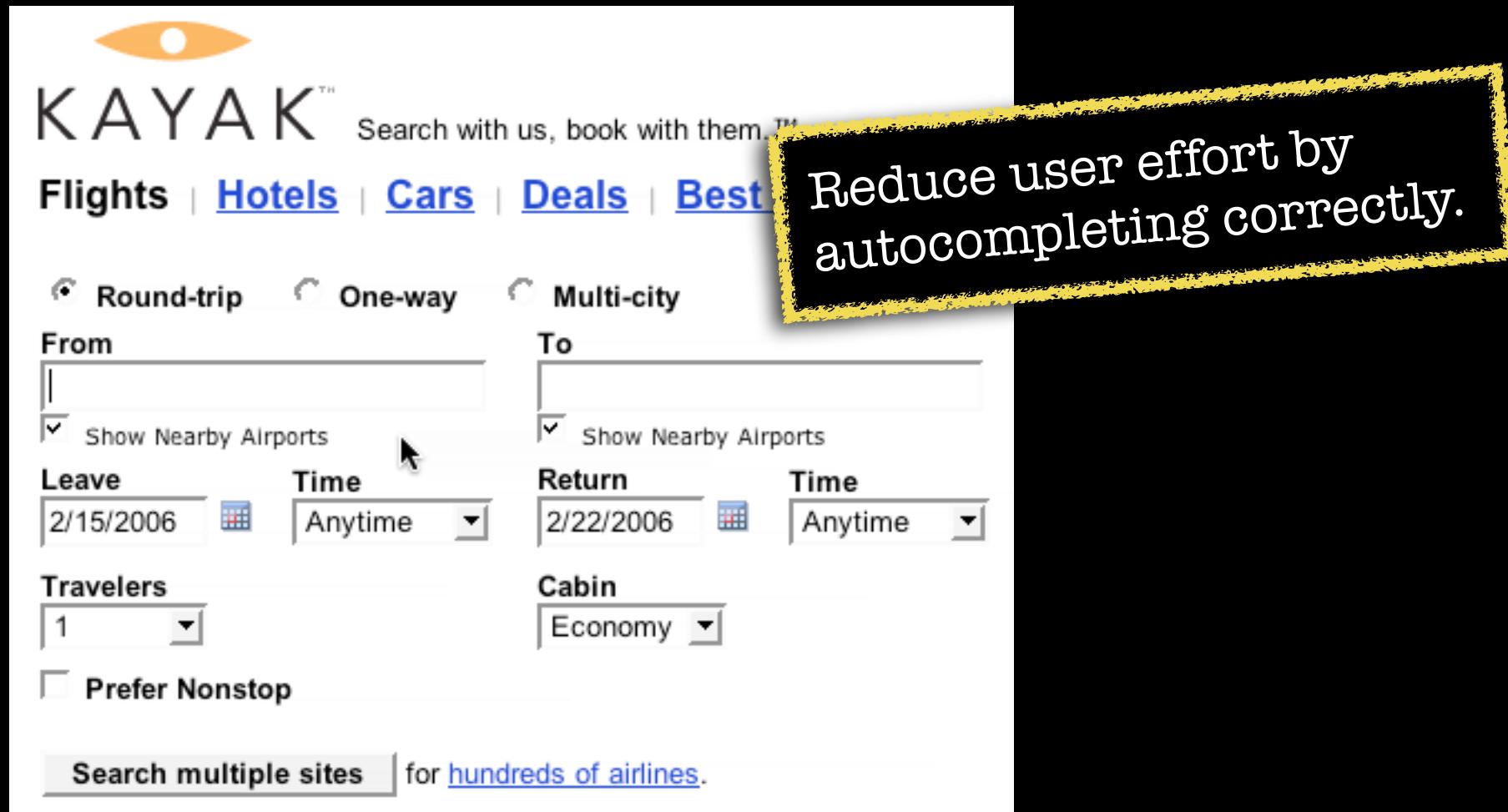
Travelers **Cabin** 

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". Below the "From" and "To" fields are "Travelers" and "Cabin" dropdown menus. The "Travelers" menu is set to "1". The "Cabin" menu is 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.



Credits

<http://tr.im/t6Ew>

Presentation

billwscott.com/share/presentations/2009/ixda

Blog

looksgoodworkswell.com

Web username

billwscott



Book

designingwebinterfaces.com
O'Reilly