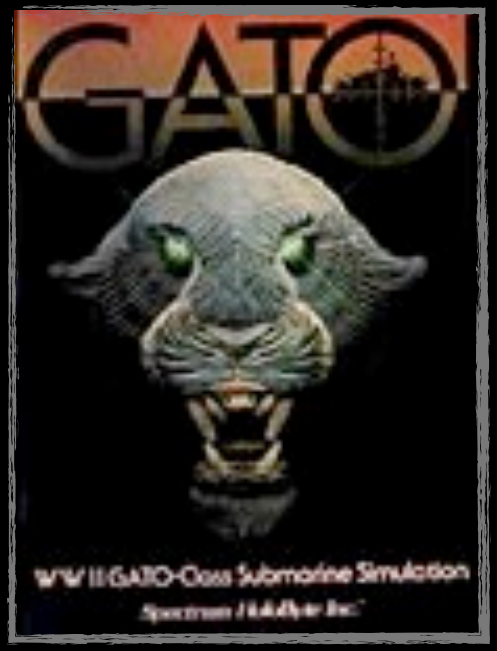
Designing for Interesting Moments

Bill Scott
Director, UI Engineering
Netflix

IxDA Presentation - July 22, 2009

Me


GATO
WWII GATO-Class Submarine Simulation

Rico
JavaScript for Rich Internet Applications
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
OPEN SOURCE
BROWSER SUPPORT
AJAX SUPPORT
DRAG AND DROP
CINEMATIC EFFECTS
BEHAVIORS

YAHOO! DEVELOPER NETWORK
Design Pattern Library
Welcome
What's a Pattern?
Recent Patterns

Principles and Patterns for Rich Interactions
Designing Web Interfaces
O'REILLY
Bill Scott & Theresa Neil

NETFLIX
Because you enjoyed:
TV Sci-Fi & Fantasy
TV Dramas

Current Moon Phase

youtube :: top rated

- DEADLINE post-it stop motion
- Summer and Ending Hunger (Ep.11)
- Unite Against WMG

National Geographic POD

POD -

Google Webmaster Tools

Stock Market

HowStuffWorks.com Daily Feed

- Top 5 Energy-efficient Computers
- Fact or Fiction: Fight it Out!
- Today's Video- CNN s First Broadcast

Slashdot

- Publishers Pressuring MS To Push Indies From Xbox Live?
- Online Forum Leads To Hostile Workplace Lawsuit
- Red Hat Is Now Part of the S&P 500

BBC News | News Front Page | World Edition

- Fugitive linked to Jakarta blasts
- Tour de France spectator killed
- New photos show Apollo sites on Moon

Wired Top Stories

- Your Apollo Anniversary Experience
- Google Says Mobile App Stores Have

NYT > Home Page

- News Analysis: Iran Insider Sees a Chance to Seize Moment
- News Analysis: Democrats Grow Wary as Health Bill Advances
- Drivers Dismiss Risks of Multitasking on the Road
- An Appraisal: Cronkite's Signature: Approachable Authority
- Media Decoder: Explaining Cronkite to the YouTube Generation
- Media Decoder: Memorable Video by Walter Cronkite
- Media Decoder: Television Icons Reflect on Cronkite's Career
- Crime Drops Despite Fewer Officers in Lean Times
- Congressional Memo: In Books on Two Powerbrokers, Hints of the Future

Top Stories

Bombings, business and the future of Indonesia
Los Angeles Times - all 5951 related »

RIP, Uncle Walter
msnbc.com - all 3415 related »

Obama Reaches Out to Republicans on Health Care, but Bipartisan ...
FOXNews - all 2473 related »

Simple Interaction?

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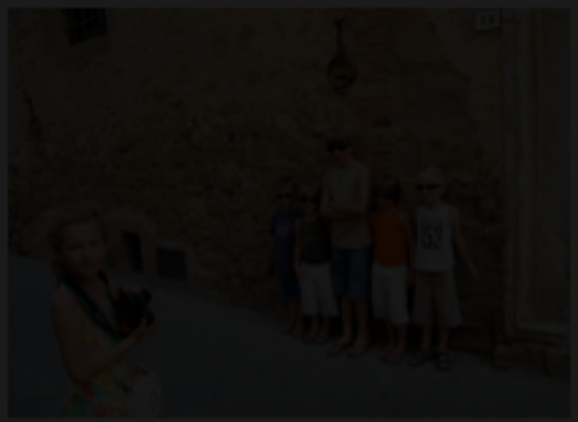

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Simple Interaction? Events...

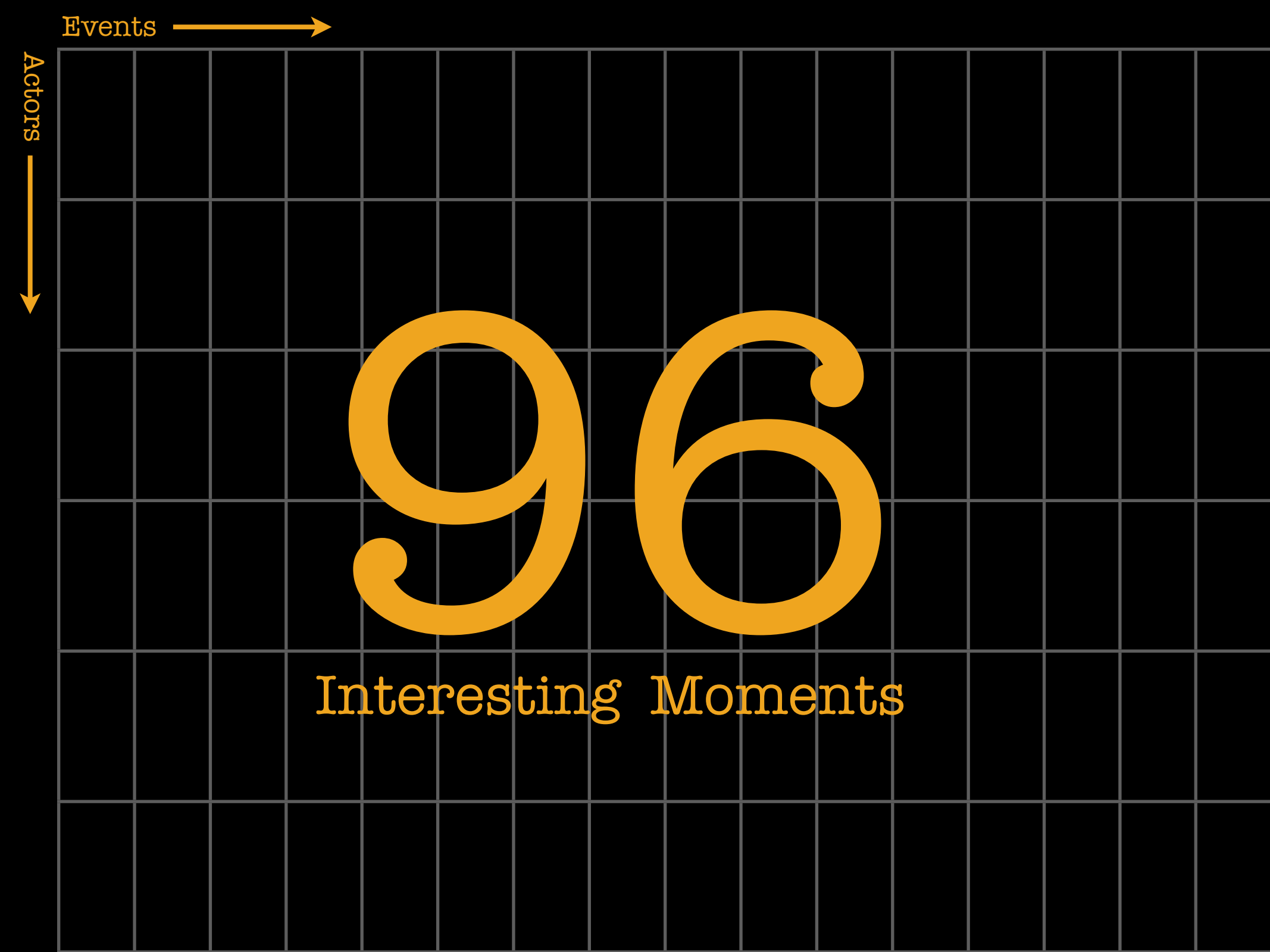
Page load. Mouse hover. Mouse down. Drag initiated. Drag leaves original location. Drag re-enters original location. Drag re-enters original location. Drag enters valid target. Drag exits valid target. Drag enters specific invalid target. Drag is over no specific target. Drag hovers over valid target.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

16+

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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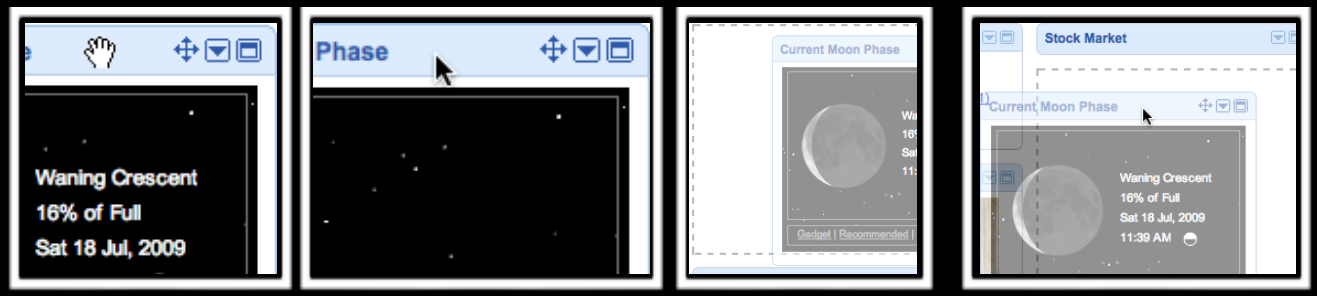

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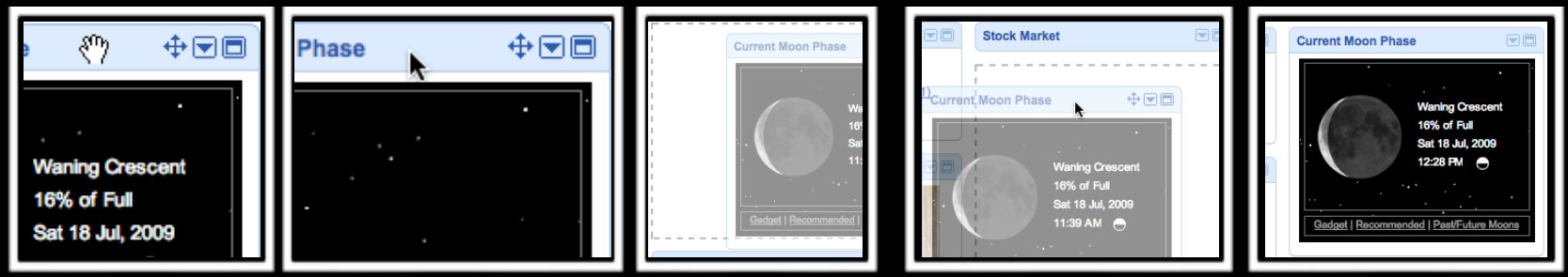

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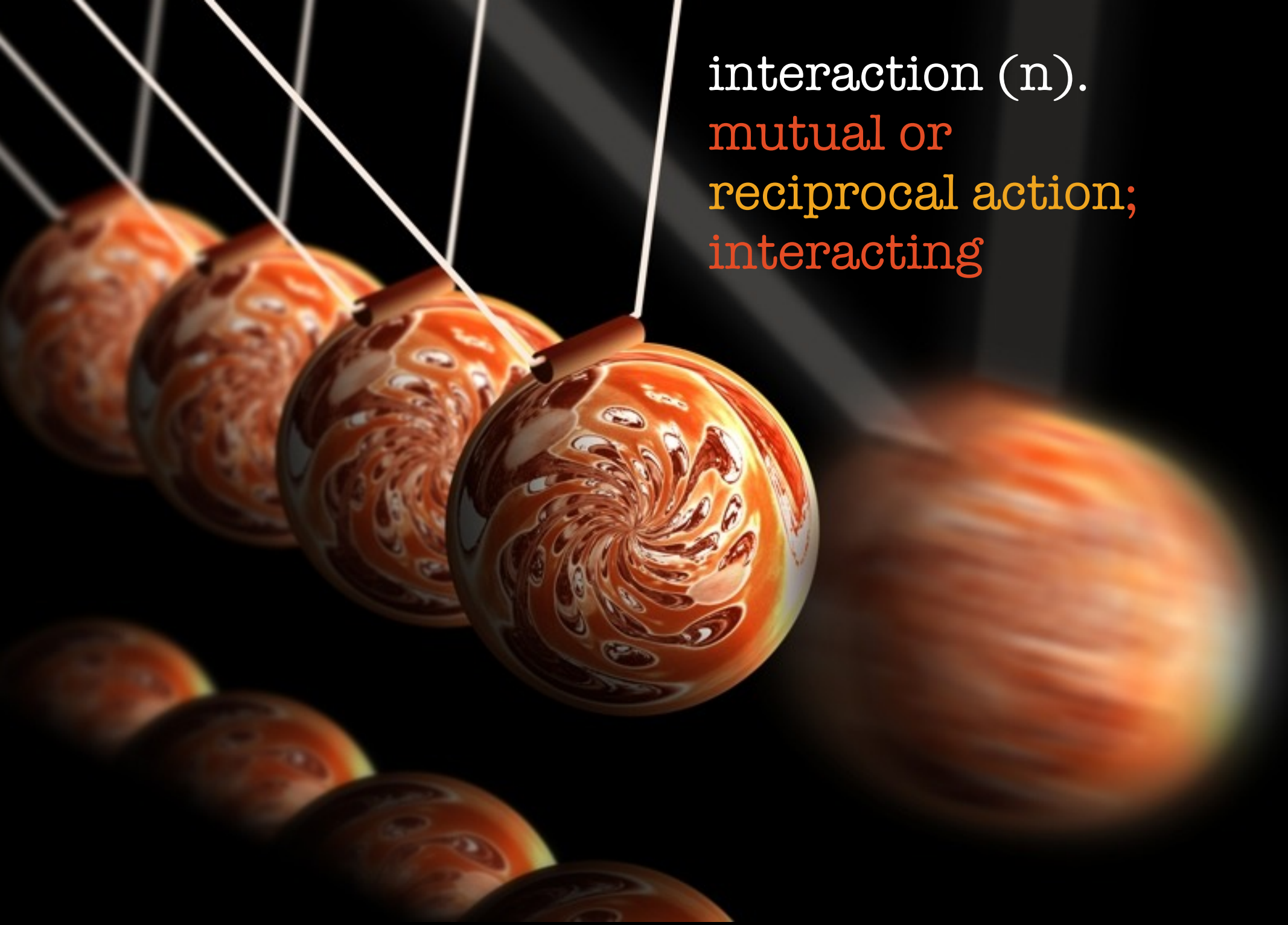
interaction (n).
mutual or
reciprocal action;
interacting

interaction.
interplay between
system and user

interaction.
interplay between
system and user

interaction.
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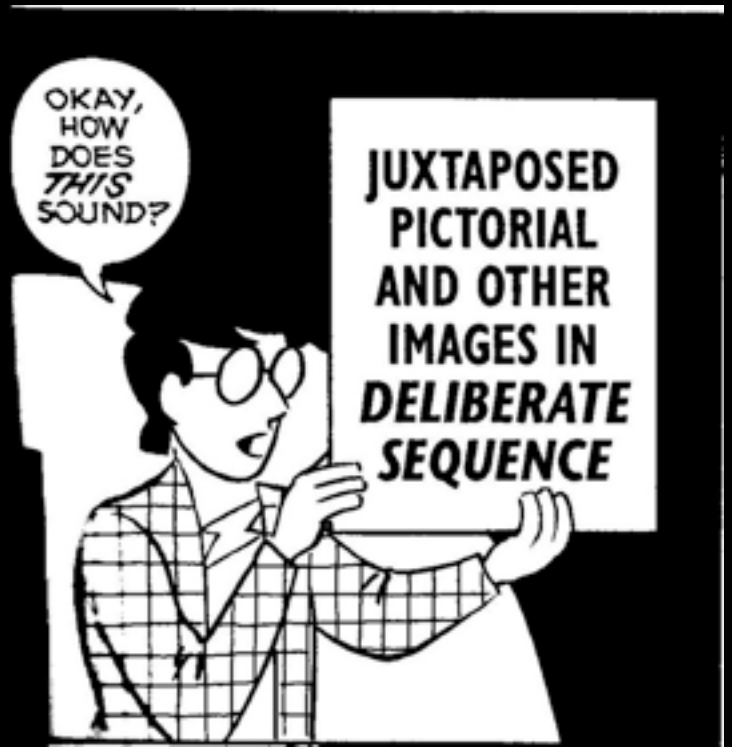
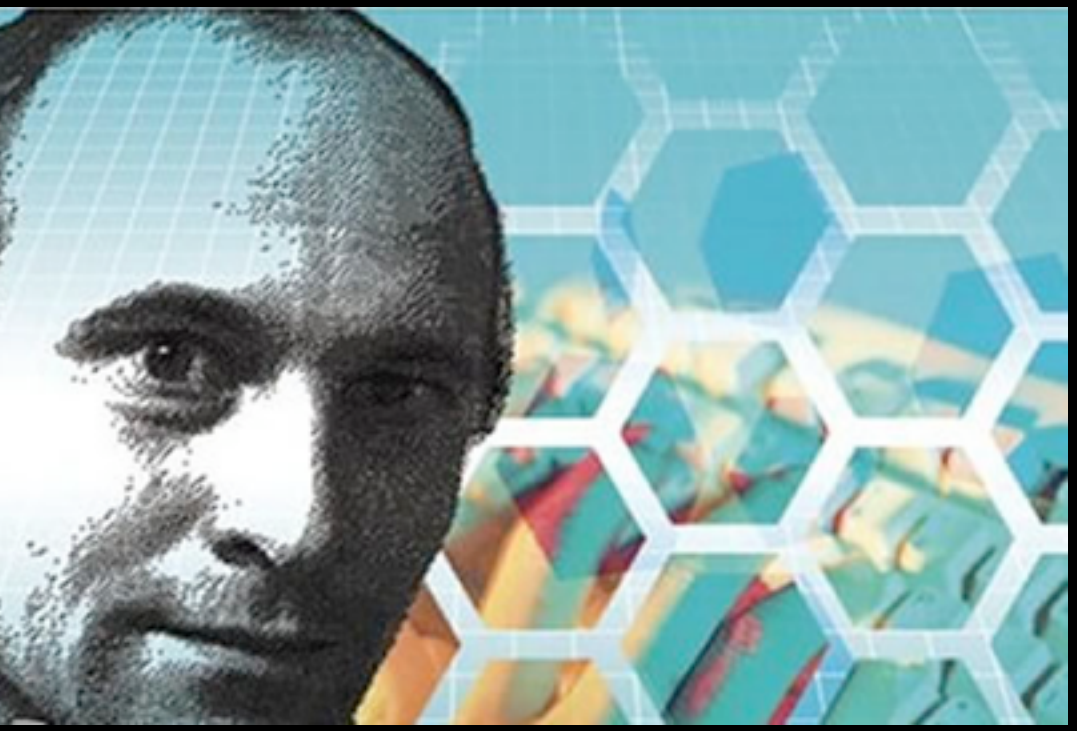
system and user



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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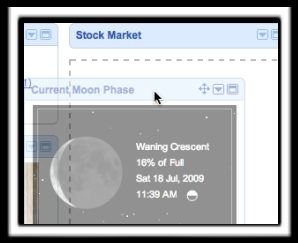

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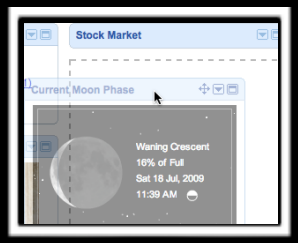

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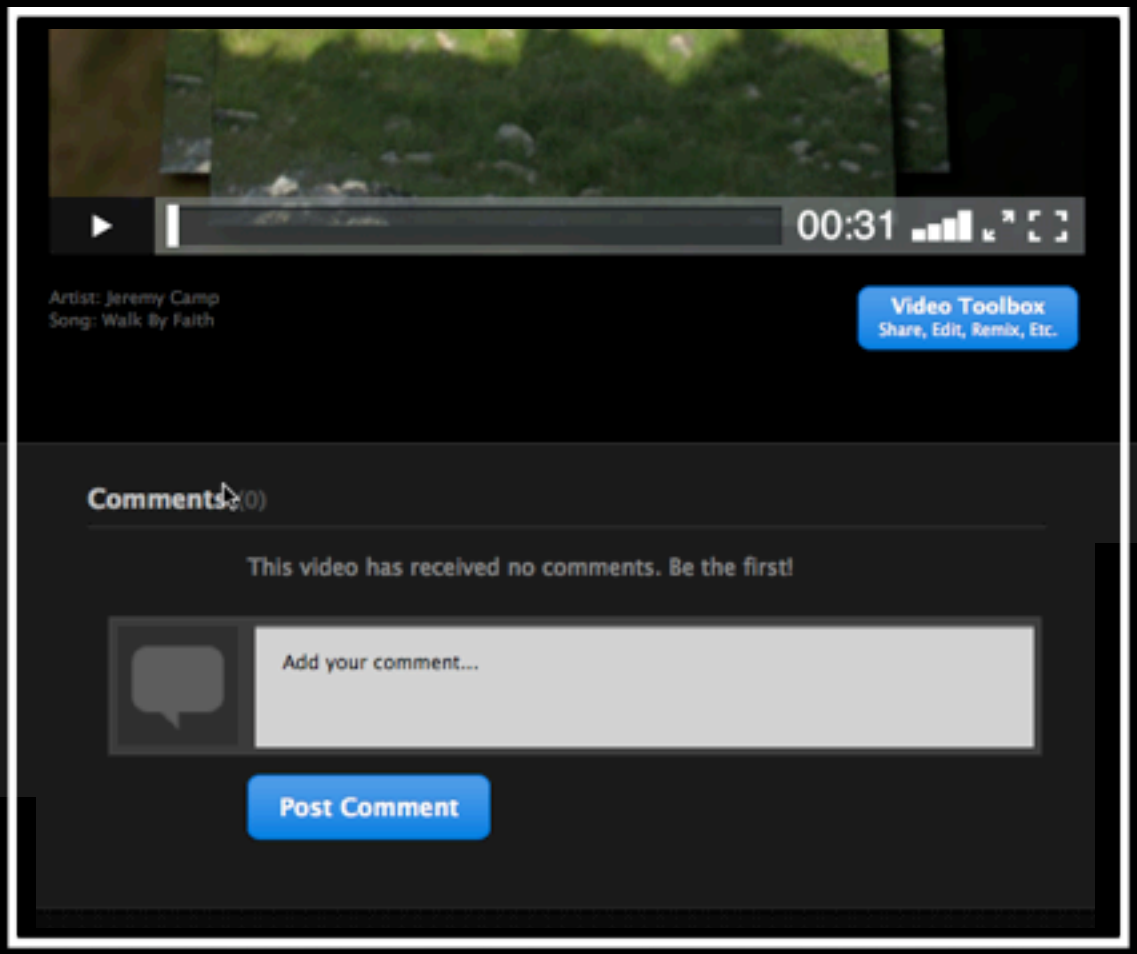
6 principles

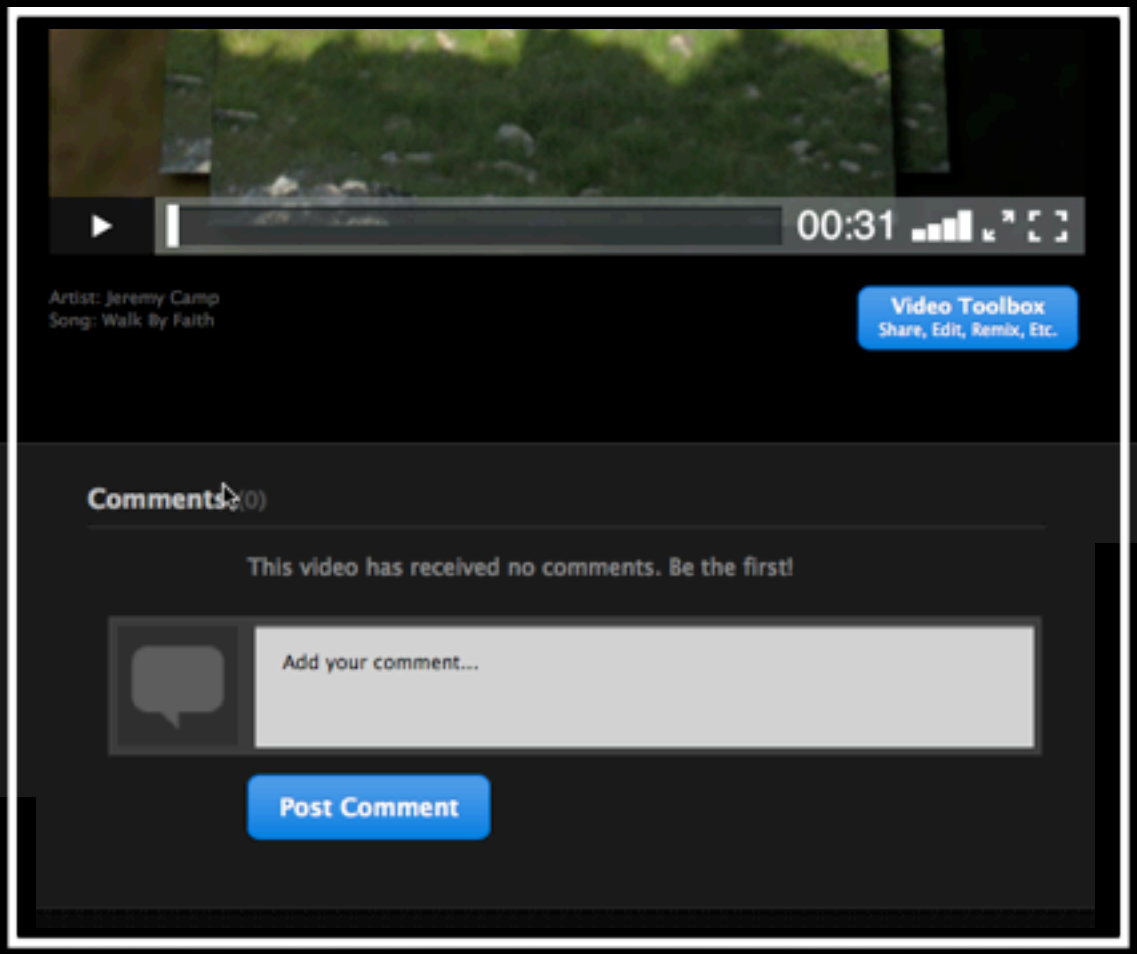
Input where
you output.

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

	Page Render [1]	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 Page Render	2 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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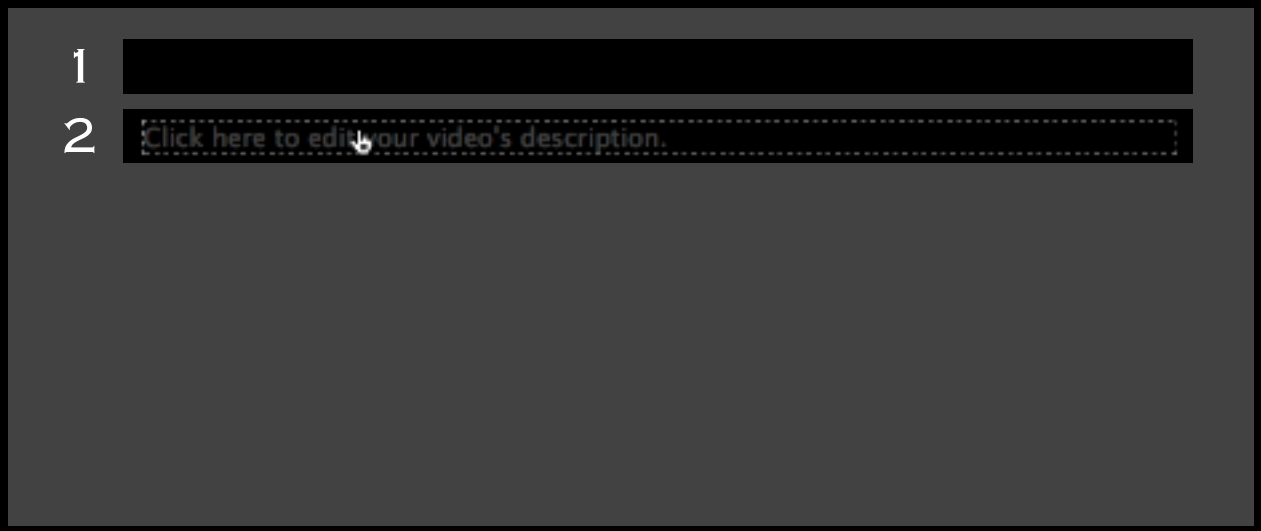

Analyzing the Moments

	1 Page Render	2 Not editing: Mouse in edit area	Not editing: Mouse exits edit area	3 Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
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	1 Page Render	2 Not editing: Mouse in edit area	Not editing: Mouse exits edit area	3 4 Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
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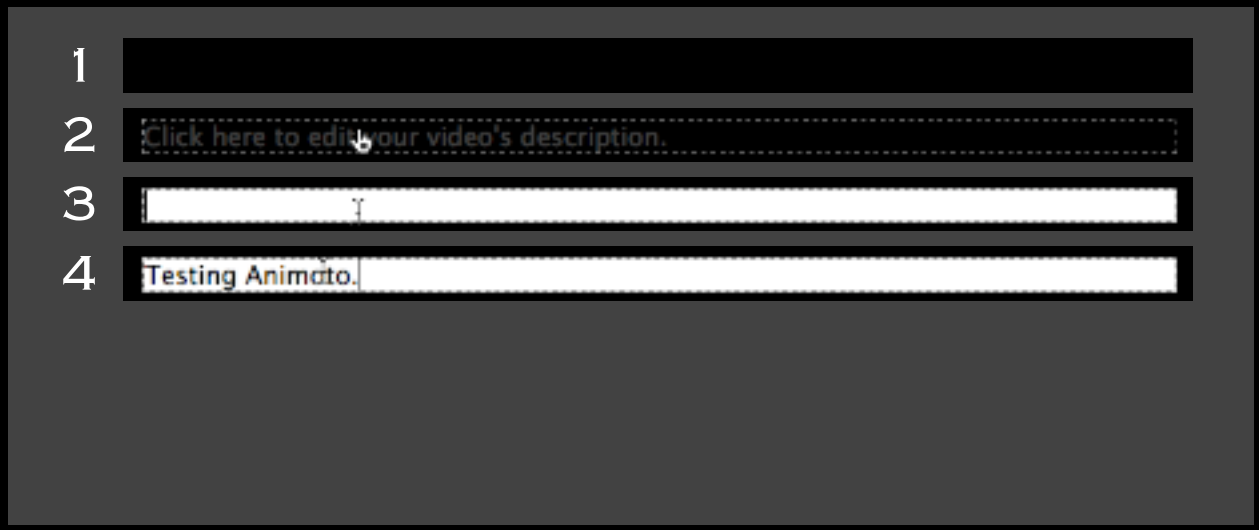

Analyzing the Moments

	1	2		3 4	5	
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Analyzing the Moments

	1 Page Render	2 Not editing: Mouse in edit area	Not editing: Mouse exits edit area	3 4 Mouse clicks in edit area	5 Editing: Mouse exits edit area	6 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

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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. fickr.com

In Page Editing

inline editing. fickr.com

Additions:

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

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anti-pattern. non-symmetrical. iphone

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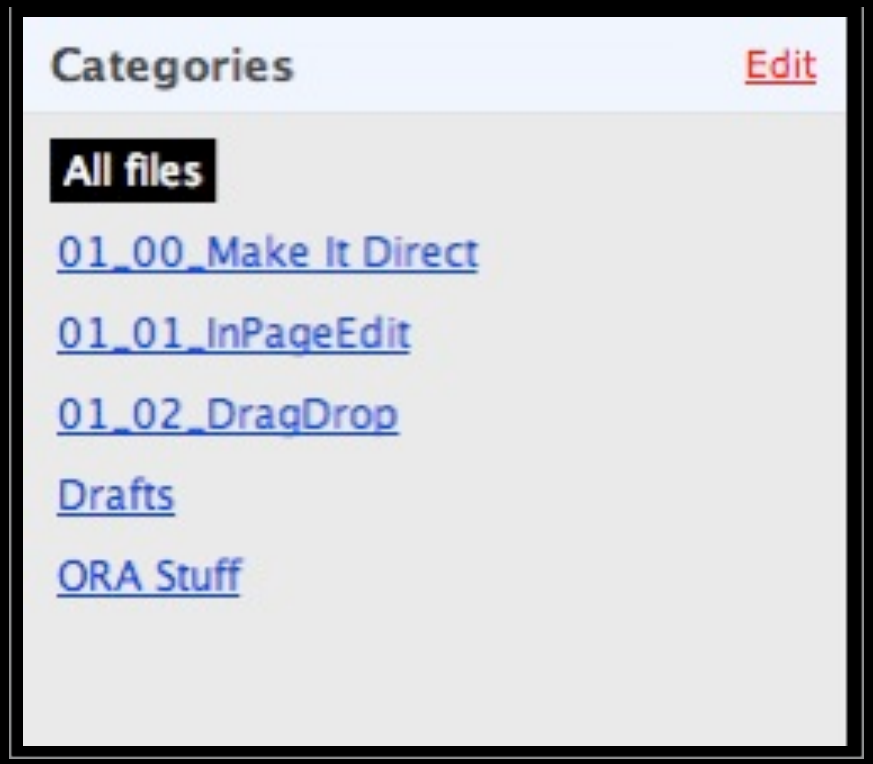
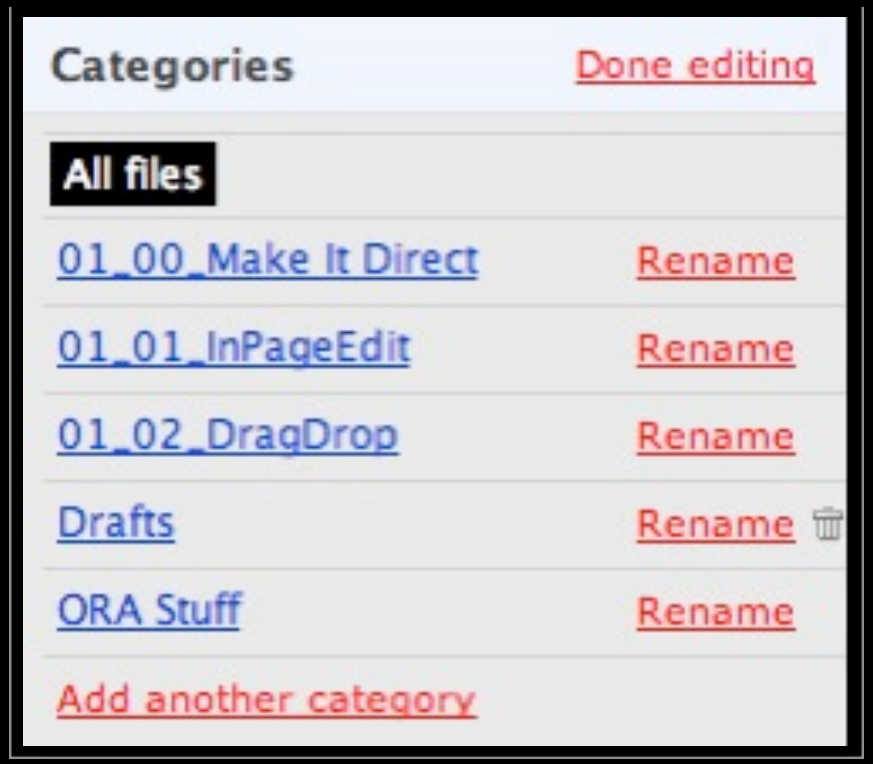


symmetrical interaction. basecamp

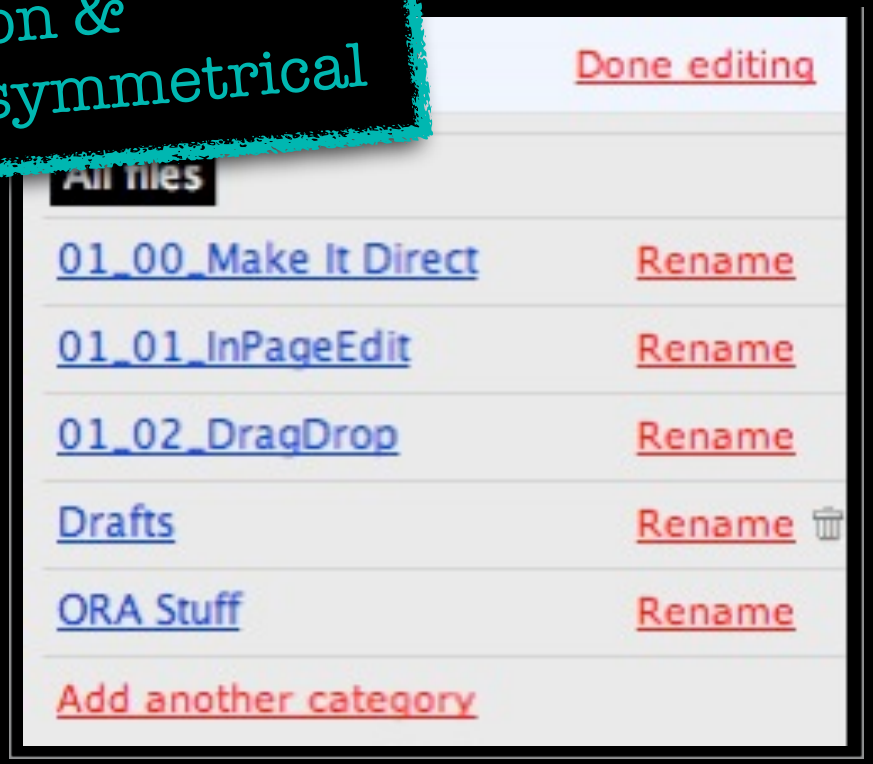
anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

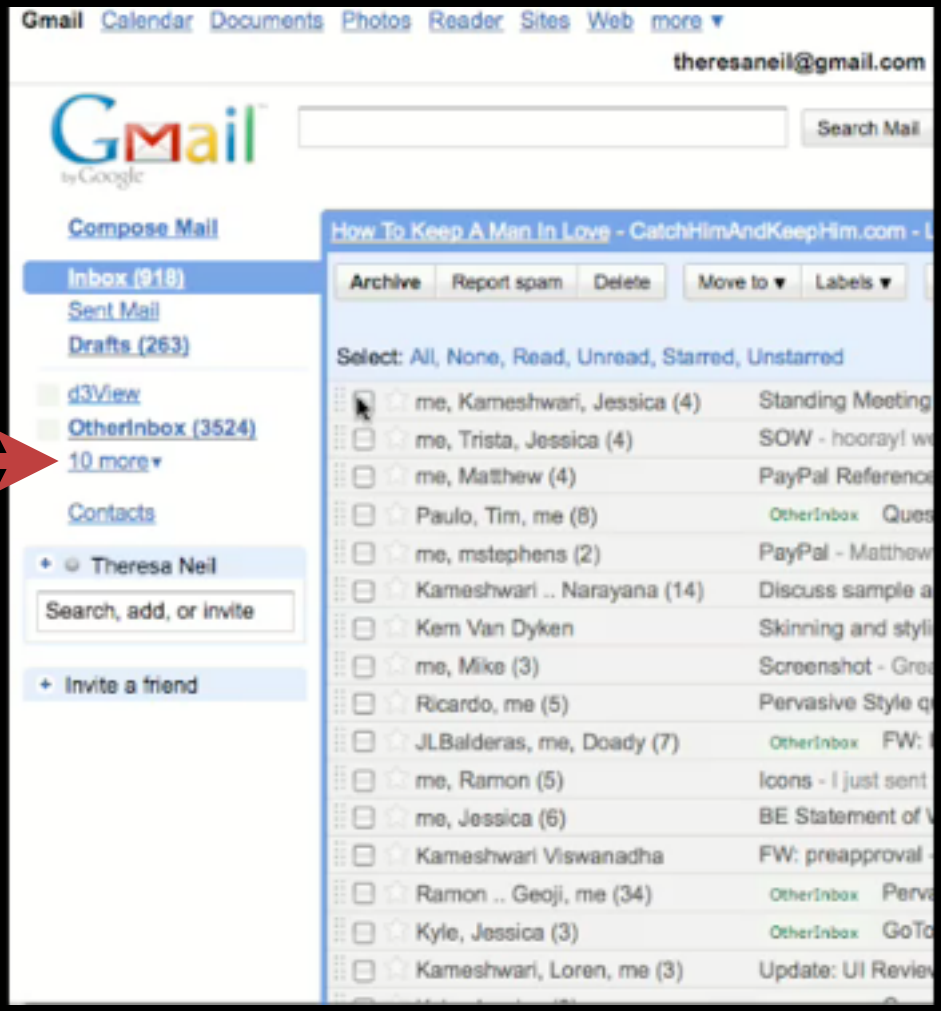
Keep activation & deactivation symmetrical

anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

Drag, Open & Drop



drag and drop. gmail

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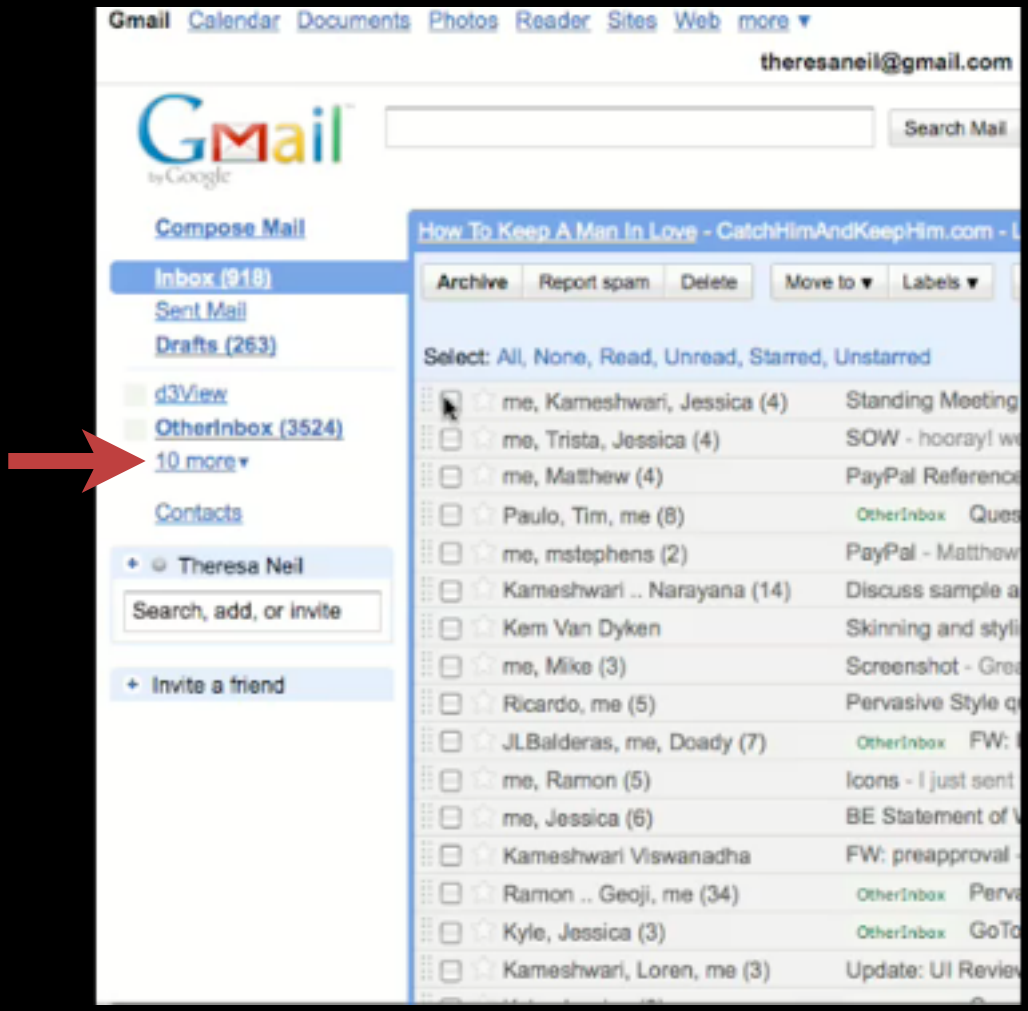


drag and drop. gmail

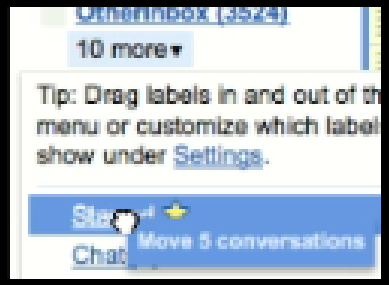
Mouse hover & initiation

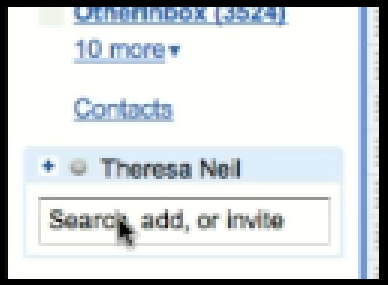
Anti-pattern: Tiny Targets

Drop accepted

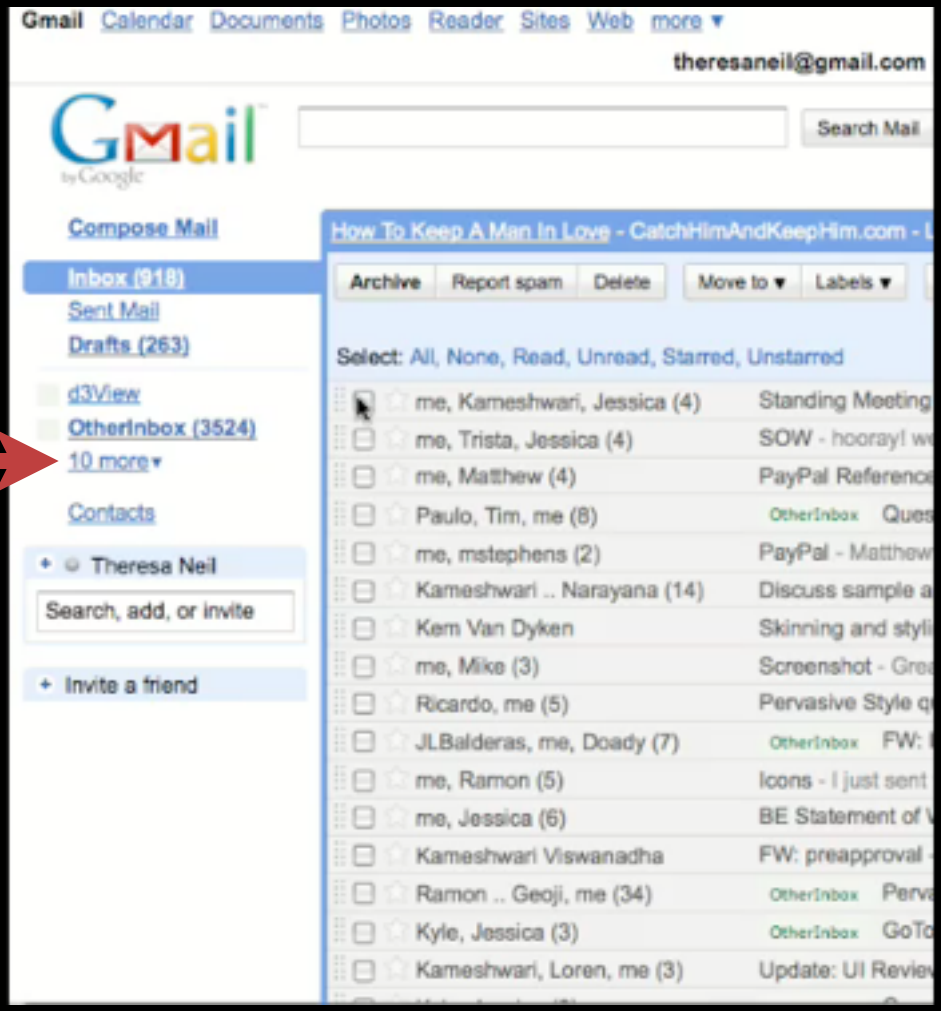
What happened?

Collapses immediately.





Drag, Open & Drop



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Mouse hover & initiation

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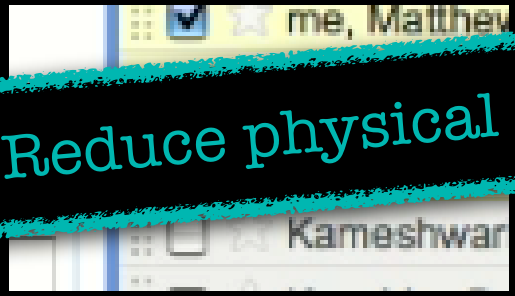
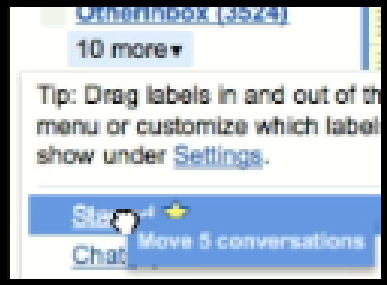


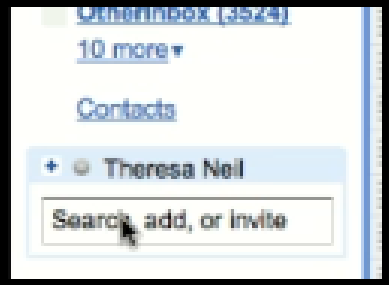
Reduce physical effort.

Drop accepted

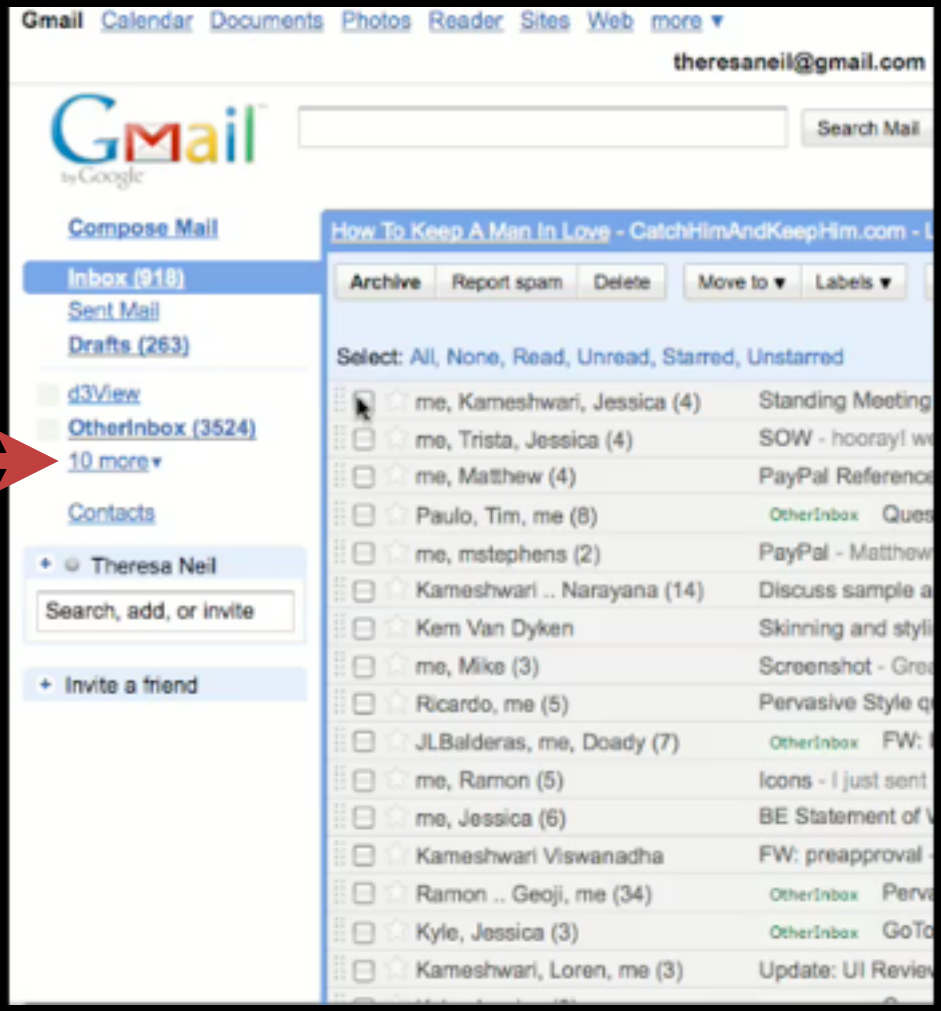
What happened?

Collapses immediately.





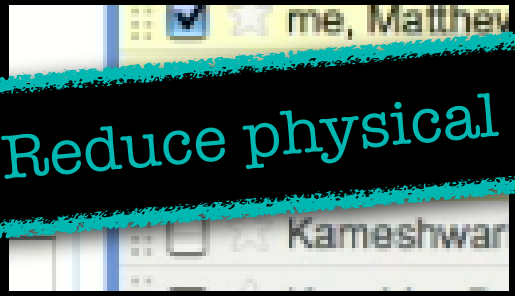
Drag, Open & Drop



drag and drop. gmail

Mouse hover & initiation

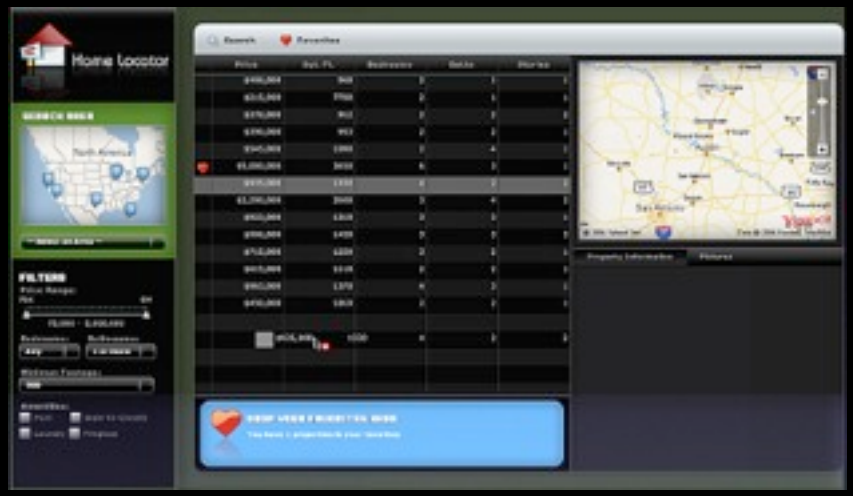
Anti-pattern: Tiny Targets

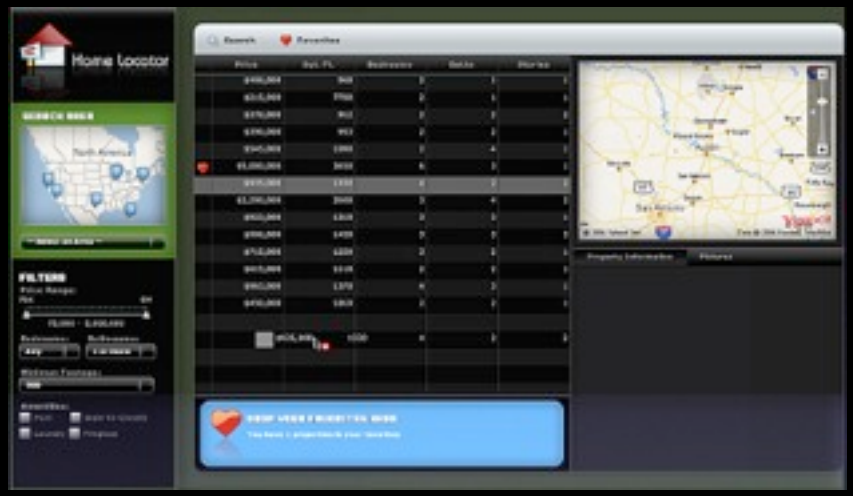


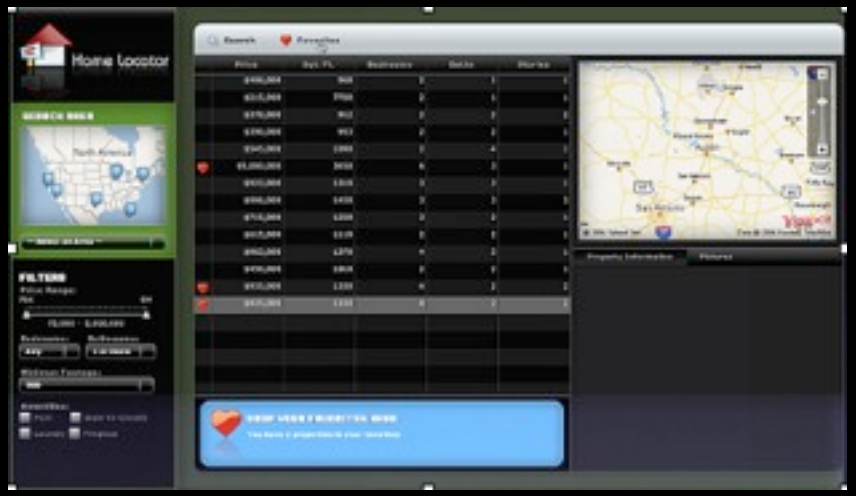
Drop accepted

What happened?

Collapses immediately.


Home Locator
FILTERS

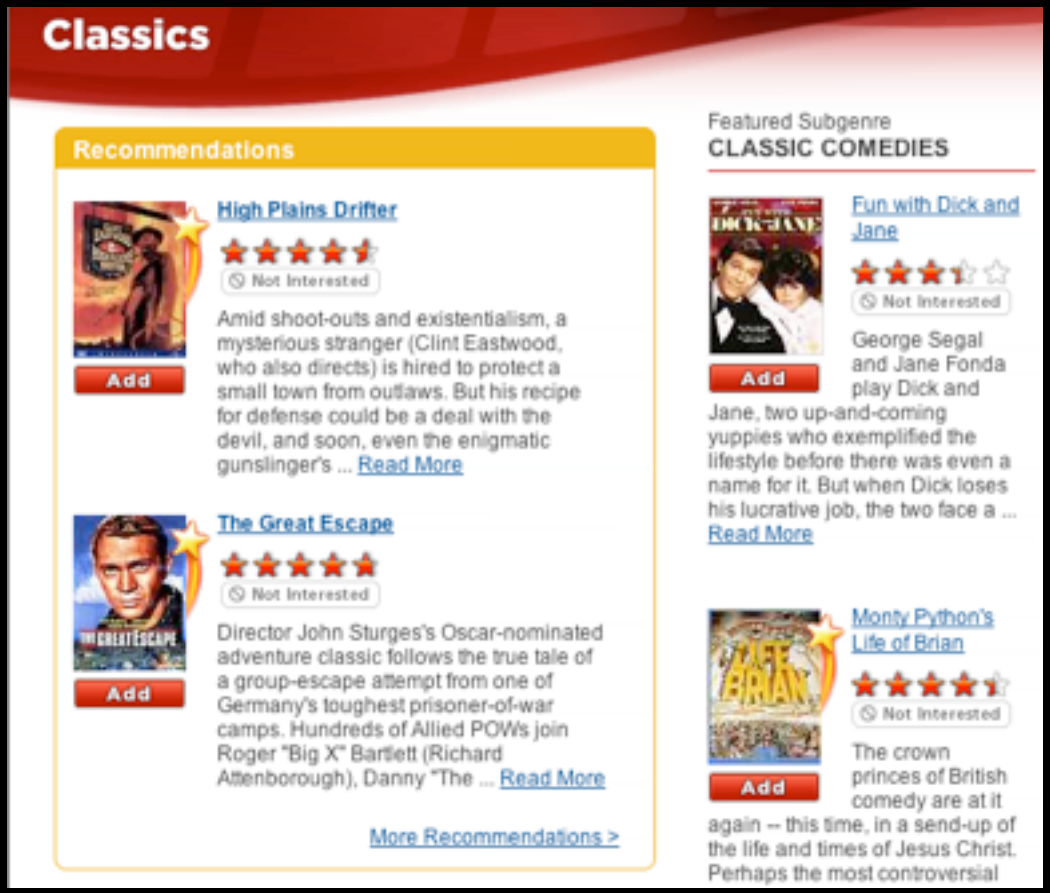

Home Locator
FILTERS


Home Locator

Home Locator

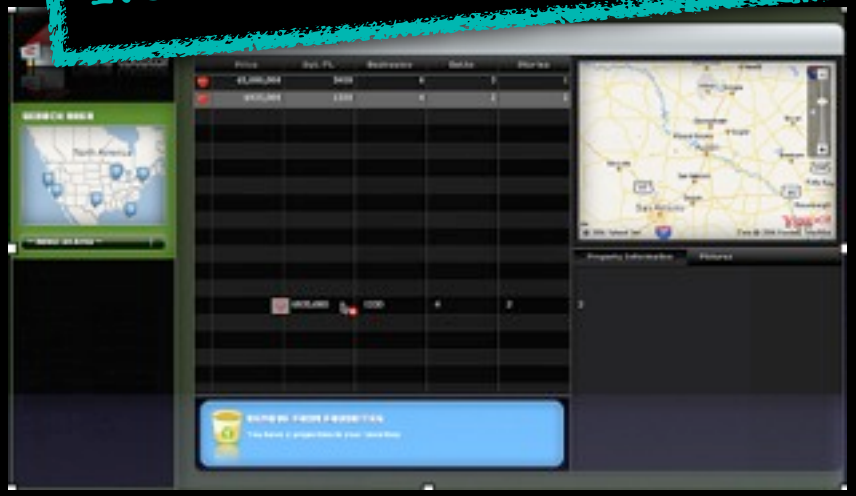
anti-pattern. artificial construct.

anti-pattern. artificial construct.

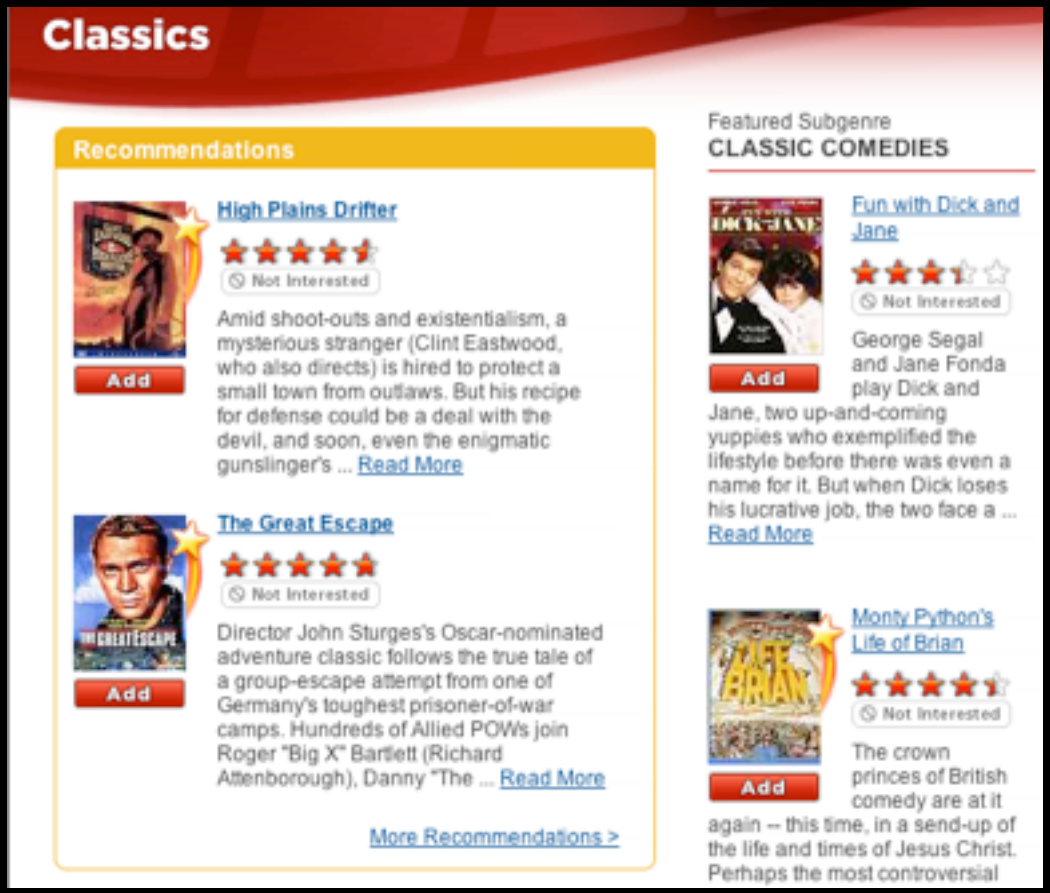


rate an object. netflix.com

No artificial constructs!



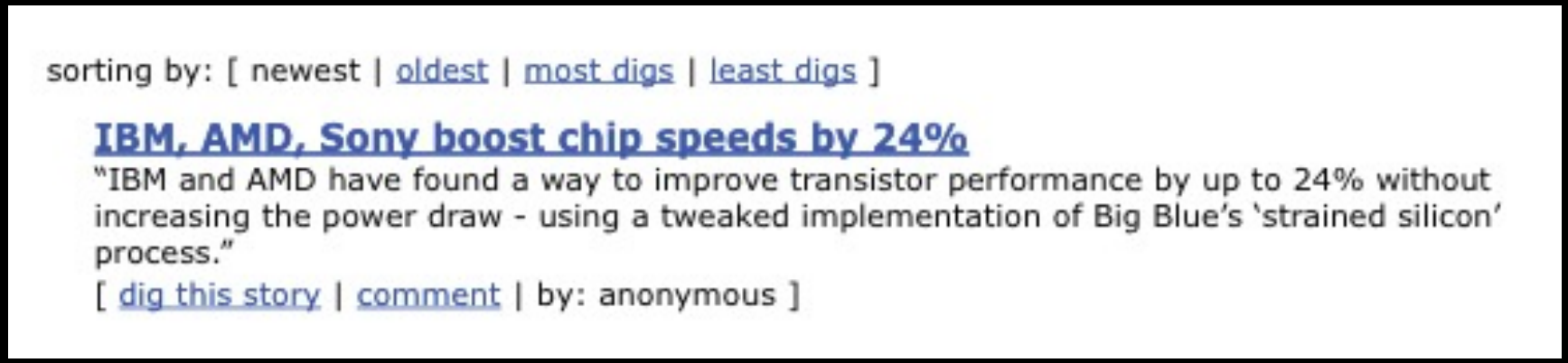
anti-pattern. artificial construct.



rate an object. netflix.com

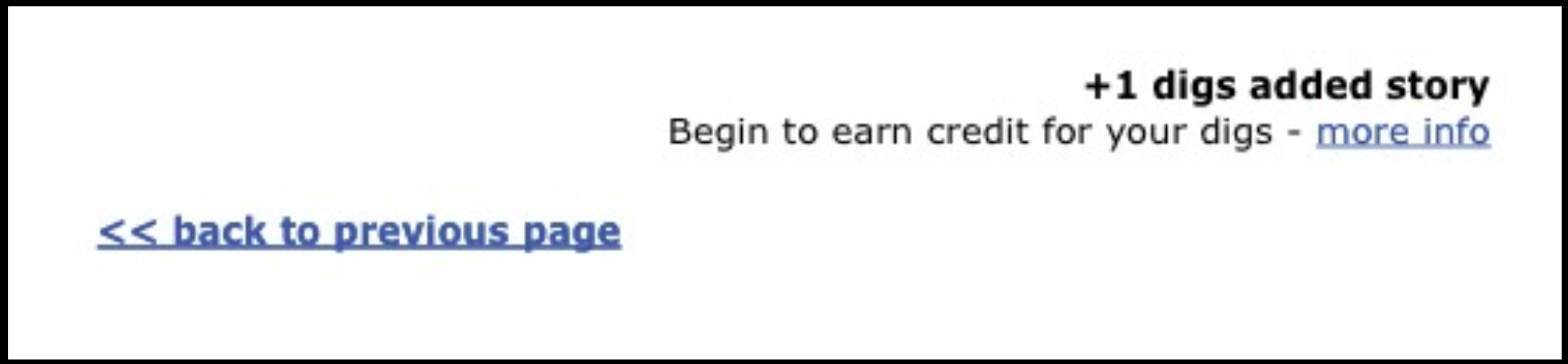
Require a
light footprint.

In Page Actions (always visible)



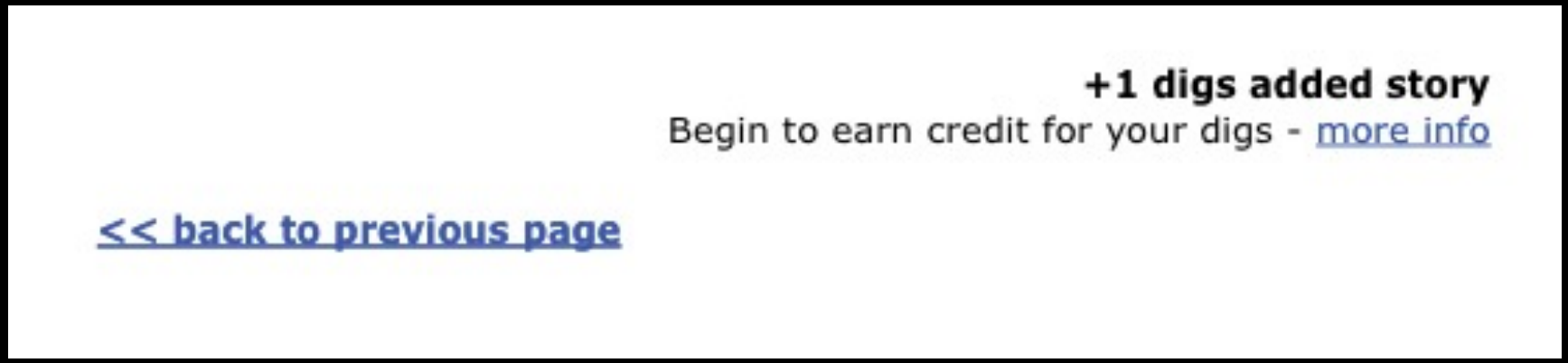
original digg site. digg.com 1.0

In Page Actions (always visible)

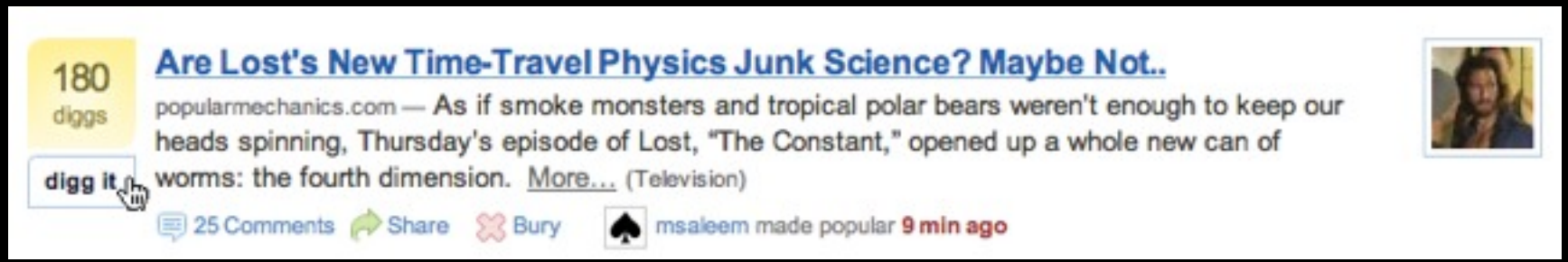


original digg site. digg.com 1.0

In Page Actions (always visible)

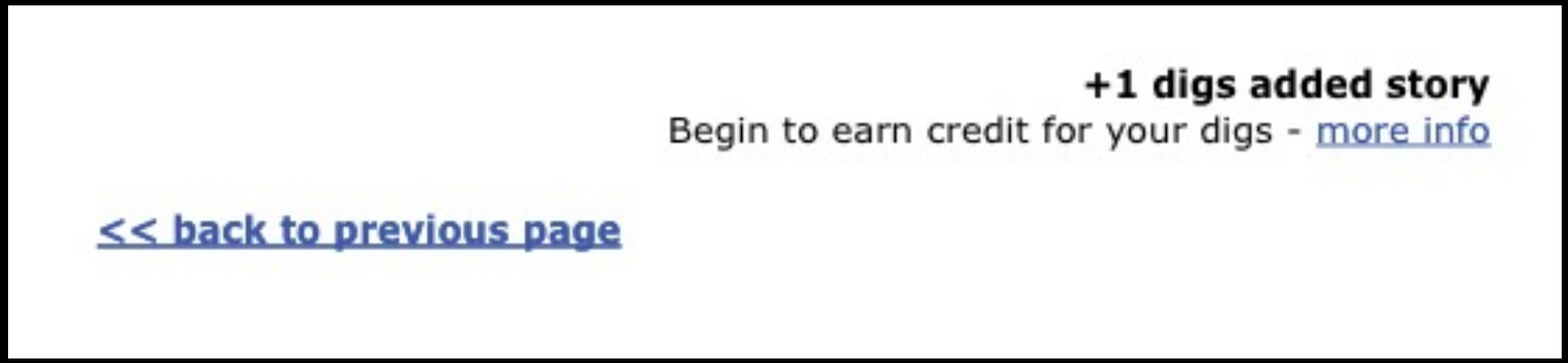


original digg site. digg.com 1.0

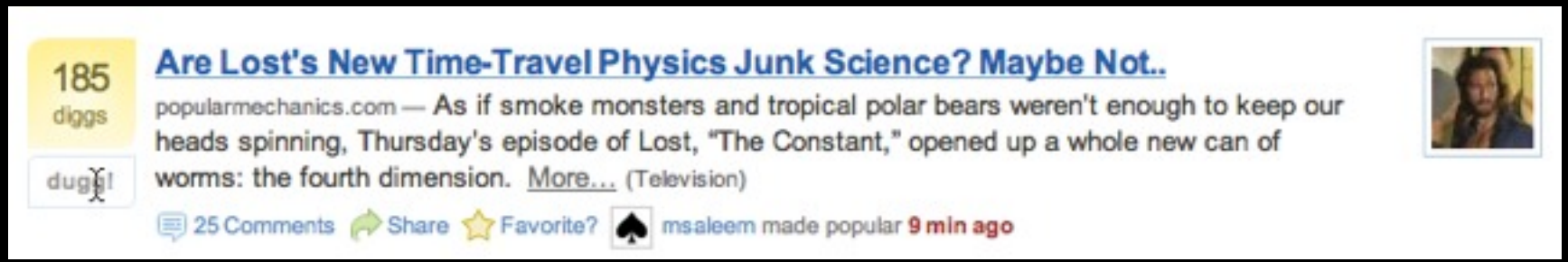


in-page action. digg.com

In Page Actions (always visible)

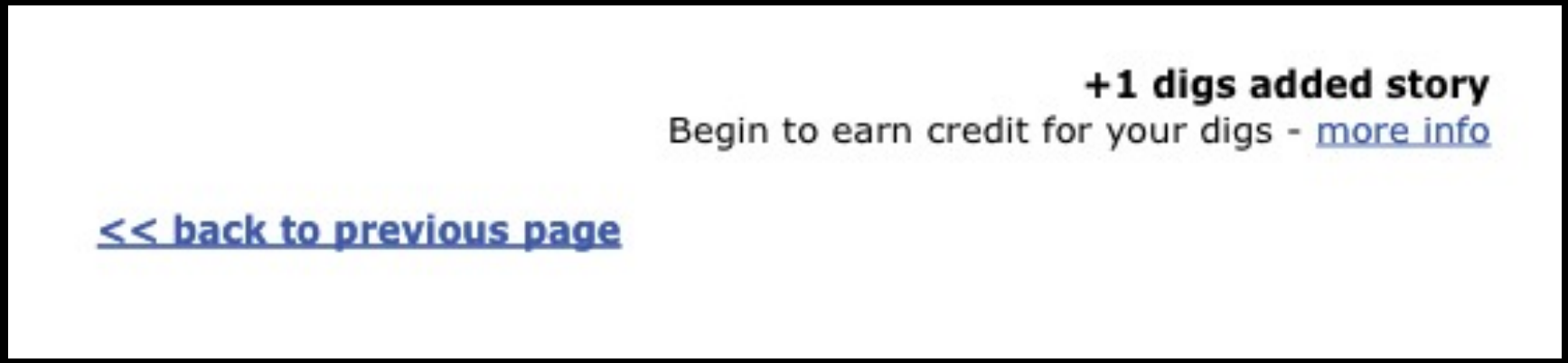


original digg site. digg.com 1.0



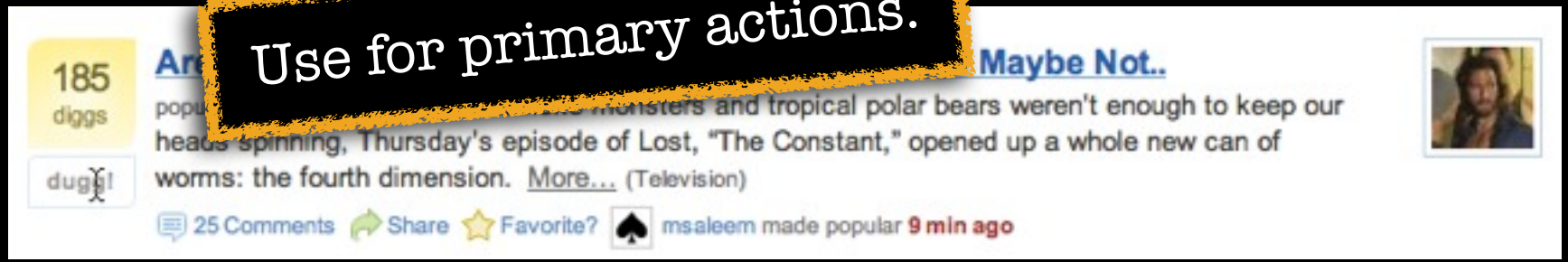
in-page action. digg.com

In Page Actions (always visible)



original digg site. digg.com 1.0

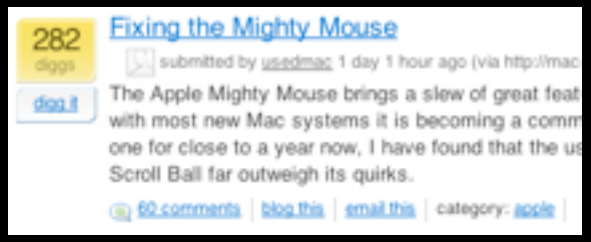
Use for primary actions.



in-page action. digg.com

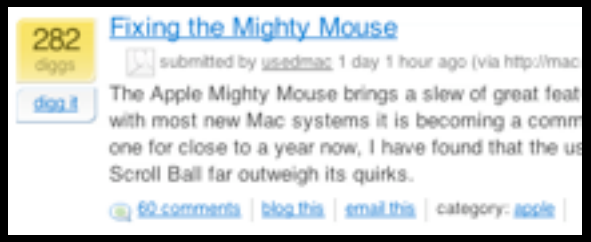
In Page Actions (always visible)

in-page action. digg.com

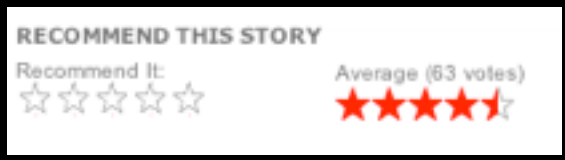


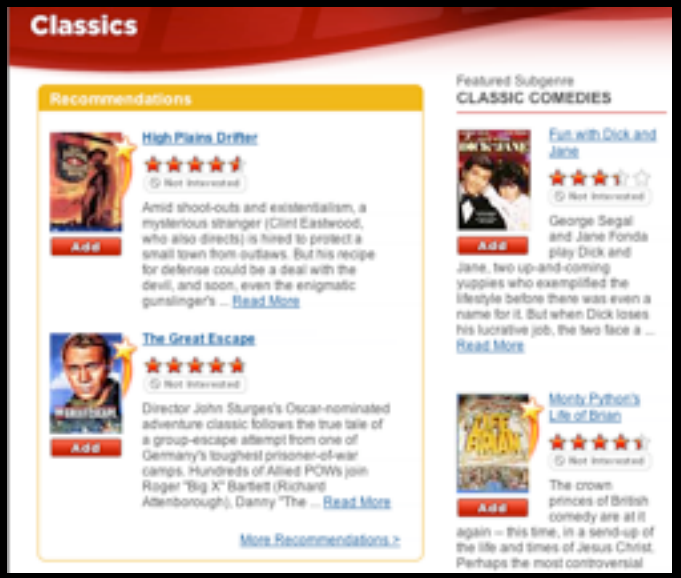
In Page Actions (always visible)

in-page action. digg.com



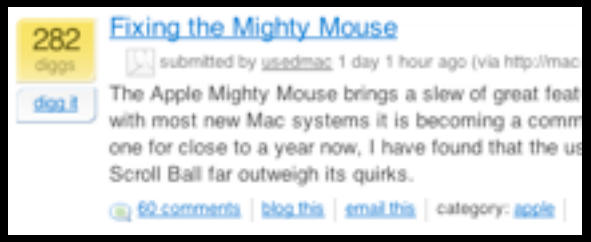
rating an object. y!news, netflix



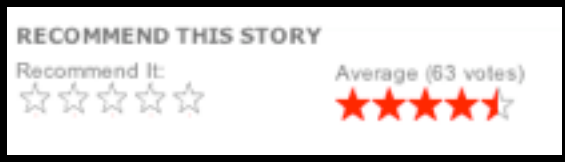


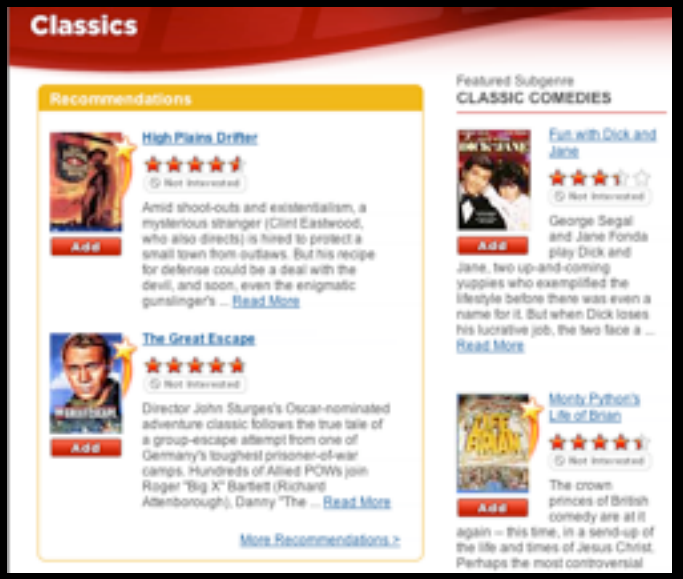
In Page Actions (always visible)

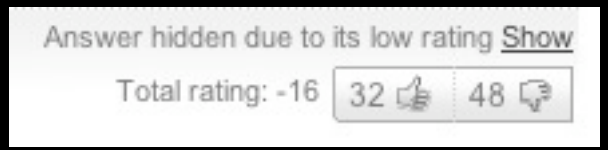
in-page action. digg.com



rating an object. y!news, netflix



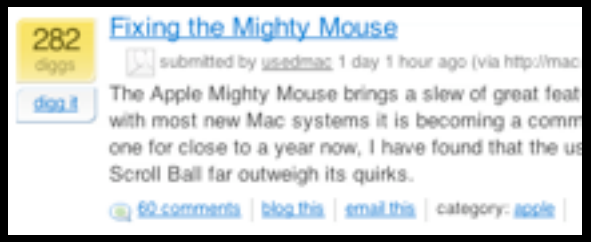




rating an object. y!movies, y!answers

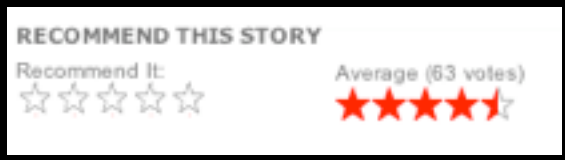
In Page Actions (always visible)

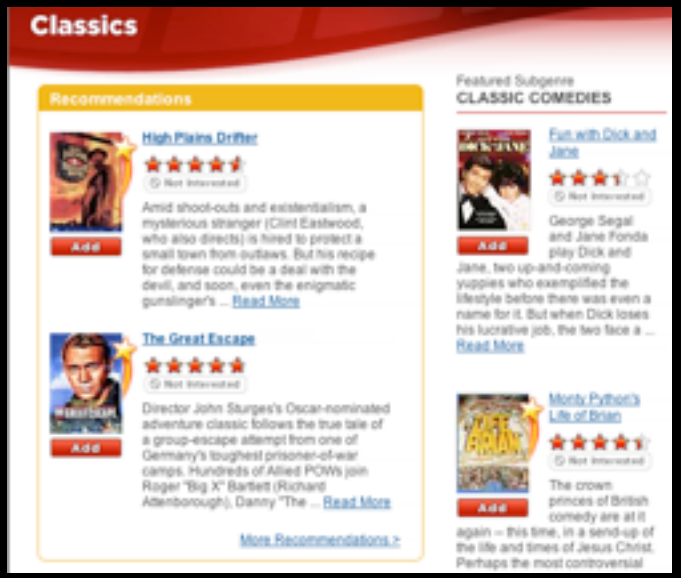
in-page action. digg.com

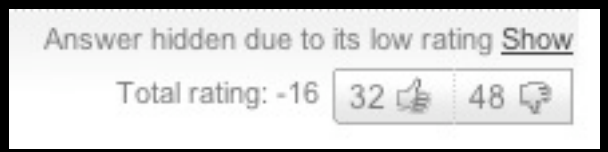


remembered collections. gap.com

rating an object. y!news, netflix



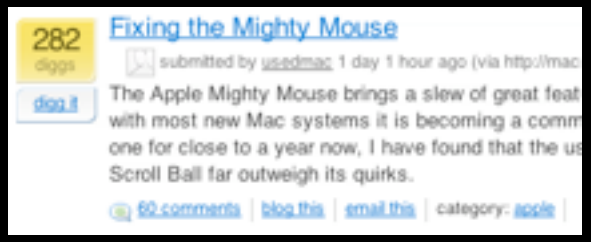




rating an object. y!movies, y!answers

In Page Actions (always visible)

in-page action. digg.com

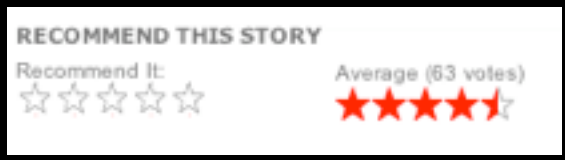


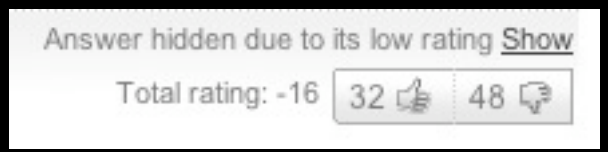
remembered collections. gap.com

Use to reduce the "click weight."

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

rating an object. y!news, netflix





rating an object. y!movies, y!answers

http://genesisconduit.wordpress.com/2008/07/13/click-weight/
http://www.amazon.com/Designing-Both-Sides-Screen-Collaborate/dp/0672321513

Contextual Tools (inline on hover)

contextual tool menu. flickr.com

Contextual Tools (inline on hover)

contextual tool menu. flickr.com

contextual tool actions. backpackit

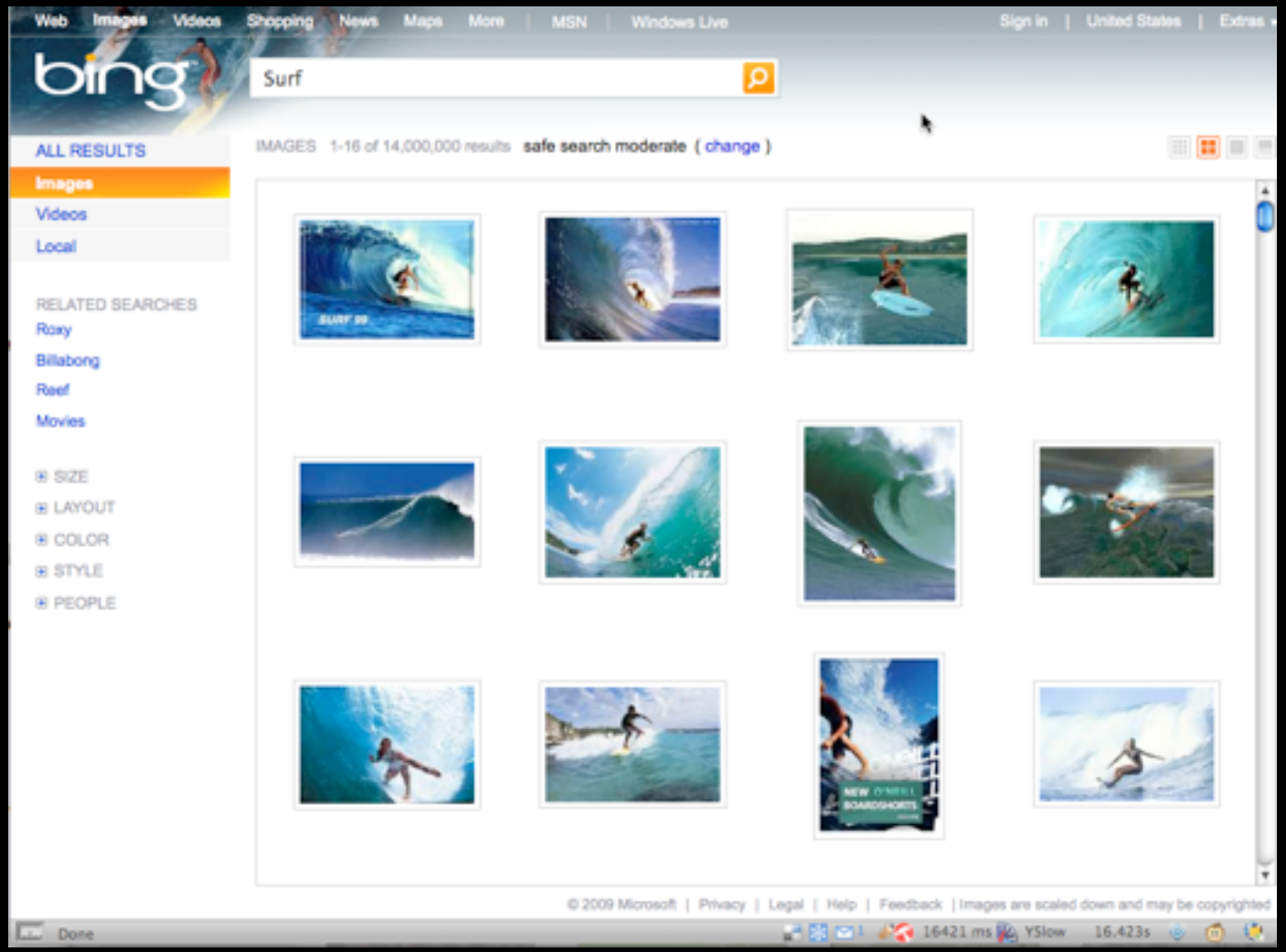
Contextual Tools (inline on hover)

Use for secondary actions or to preserve readability.

contextual tool menu. flickr.com

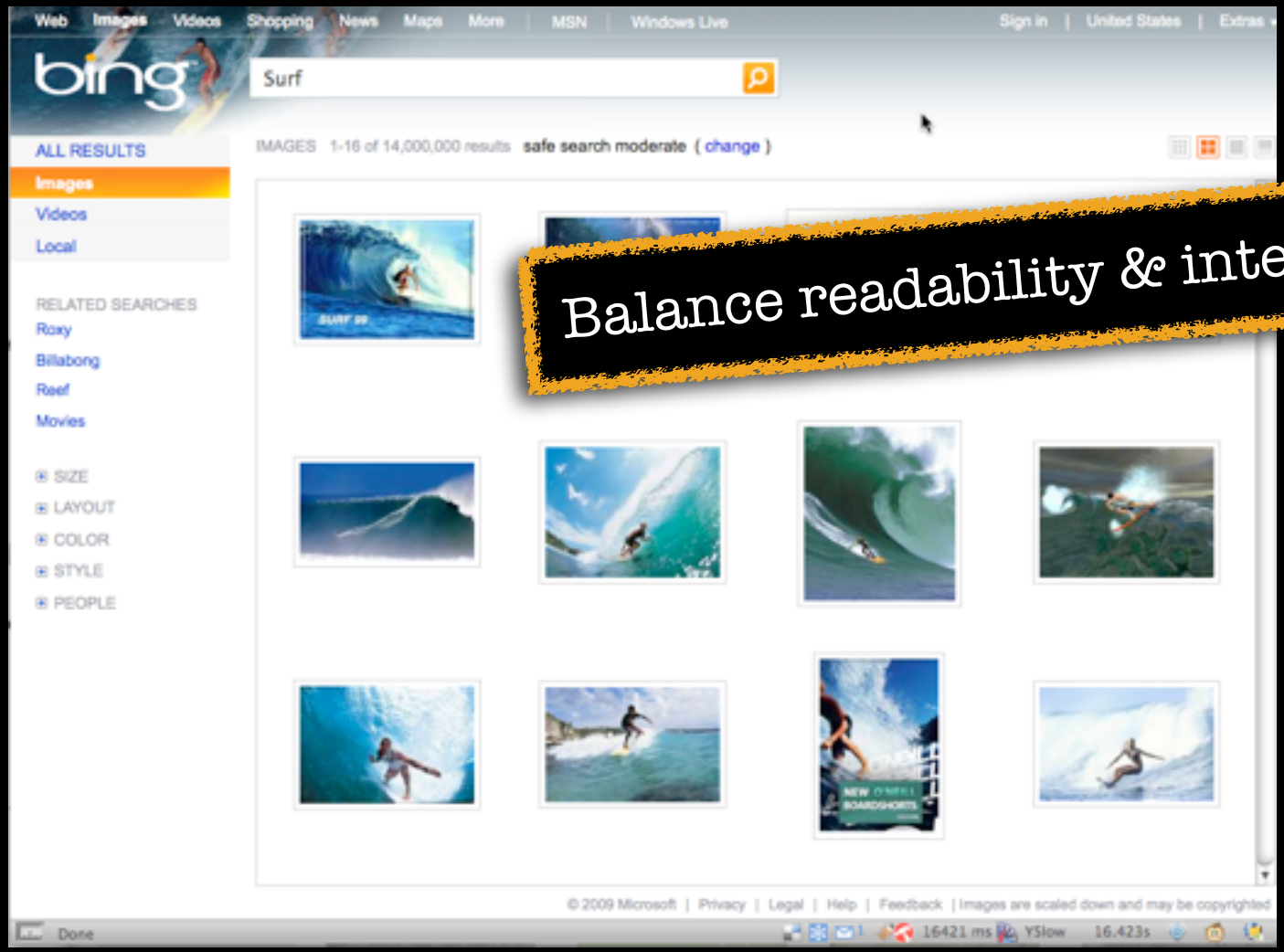
contextual tool actions. backpackit

Contextual Tools (overlay on hover)



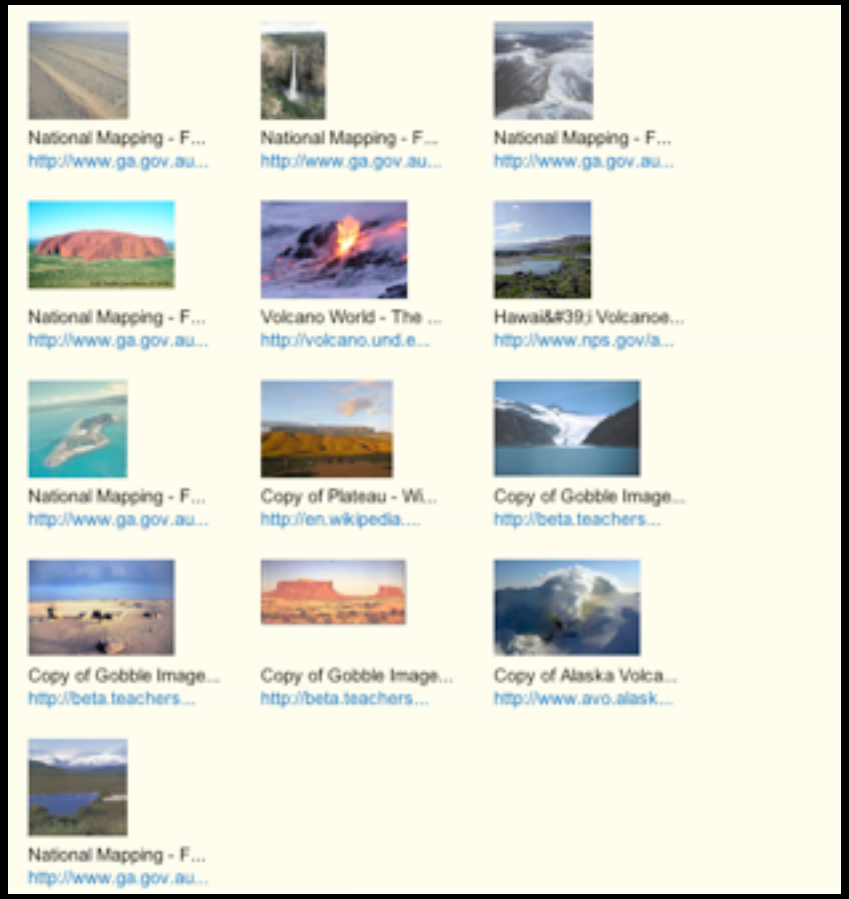
contextual tool overlay. bing.com

Contextual Tools (overlay on hover)



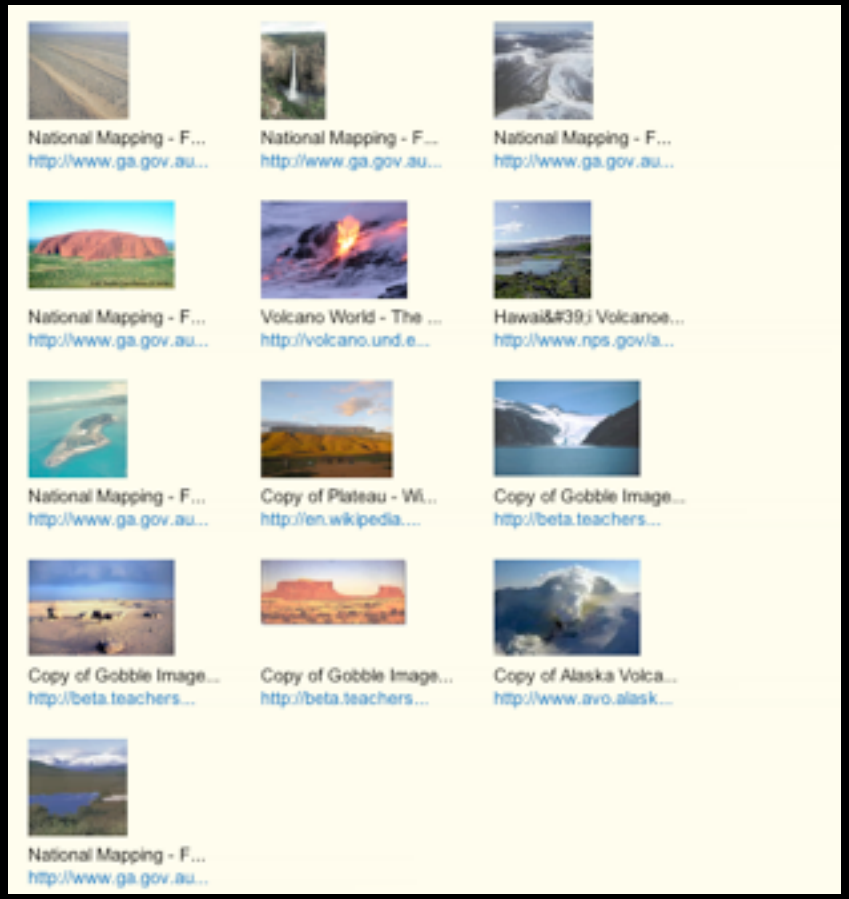
contextual tool overlay. bing.com

Anti-Pattern: Hover & Cover



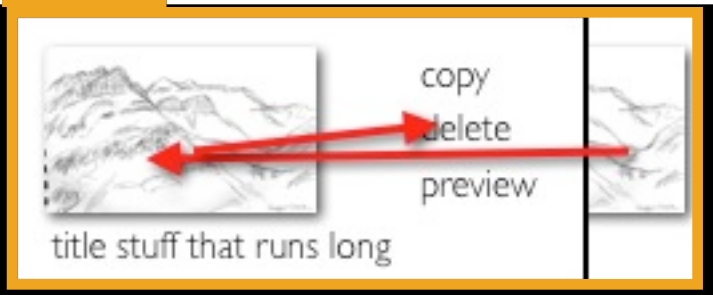
anti-pattern. hover & cover. yahoo! teachers

Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

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

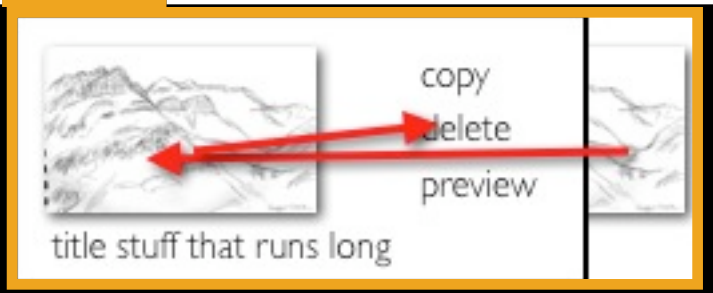


Anti-Pattern: Hover & Cover

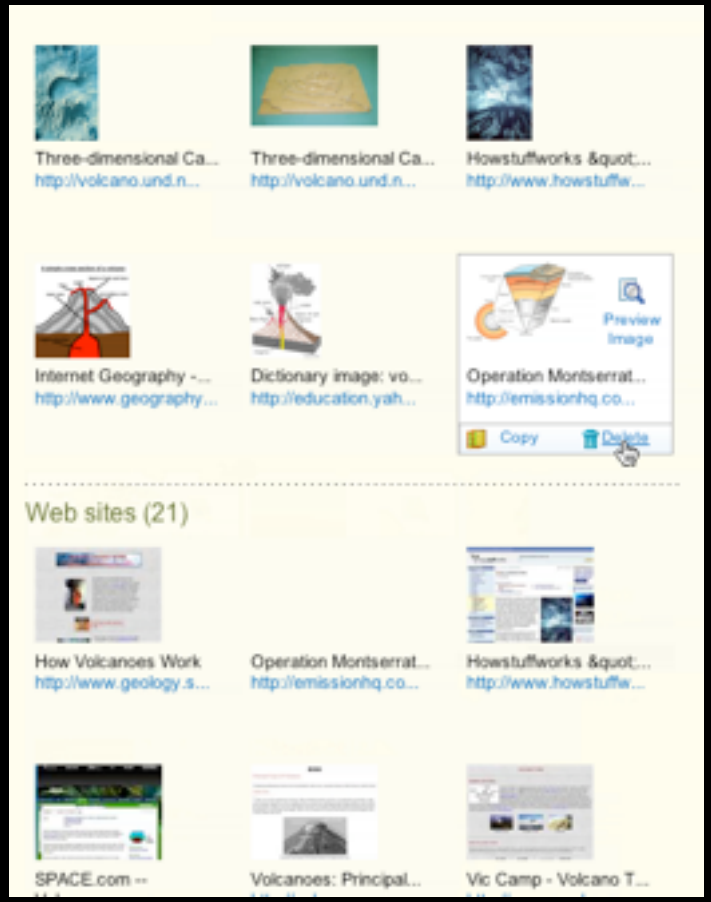
Don't obscure context or navigation.

anti-pattern. hover & cover. yahoo! teachers

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

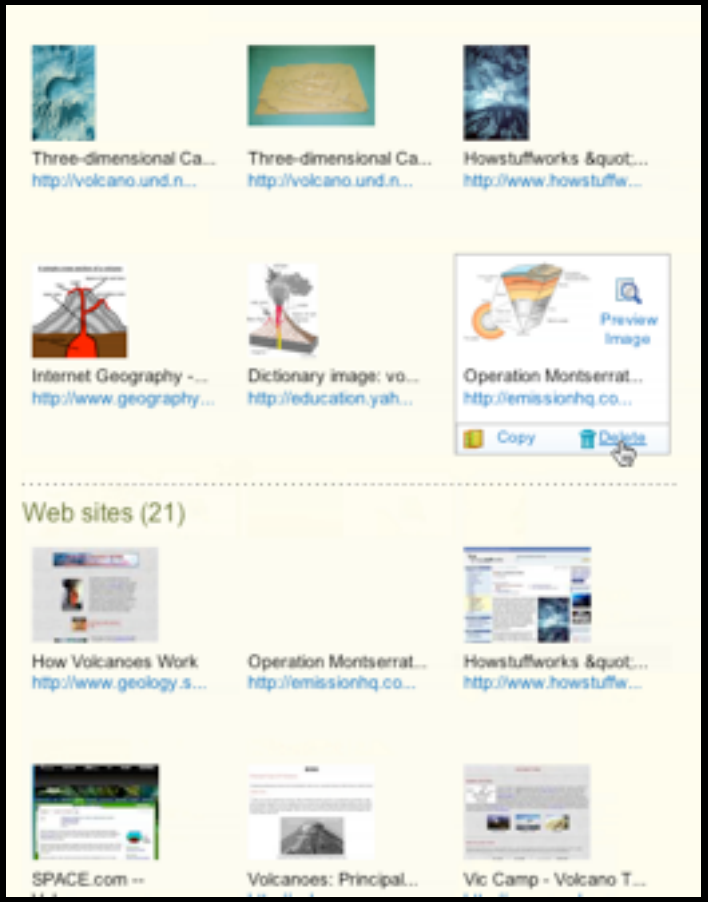


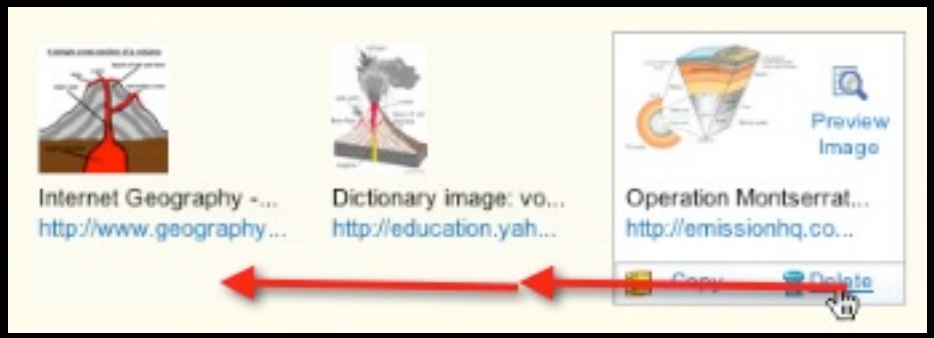
Hover & Cover Refactored



hover & cover resolved. y! teachers

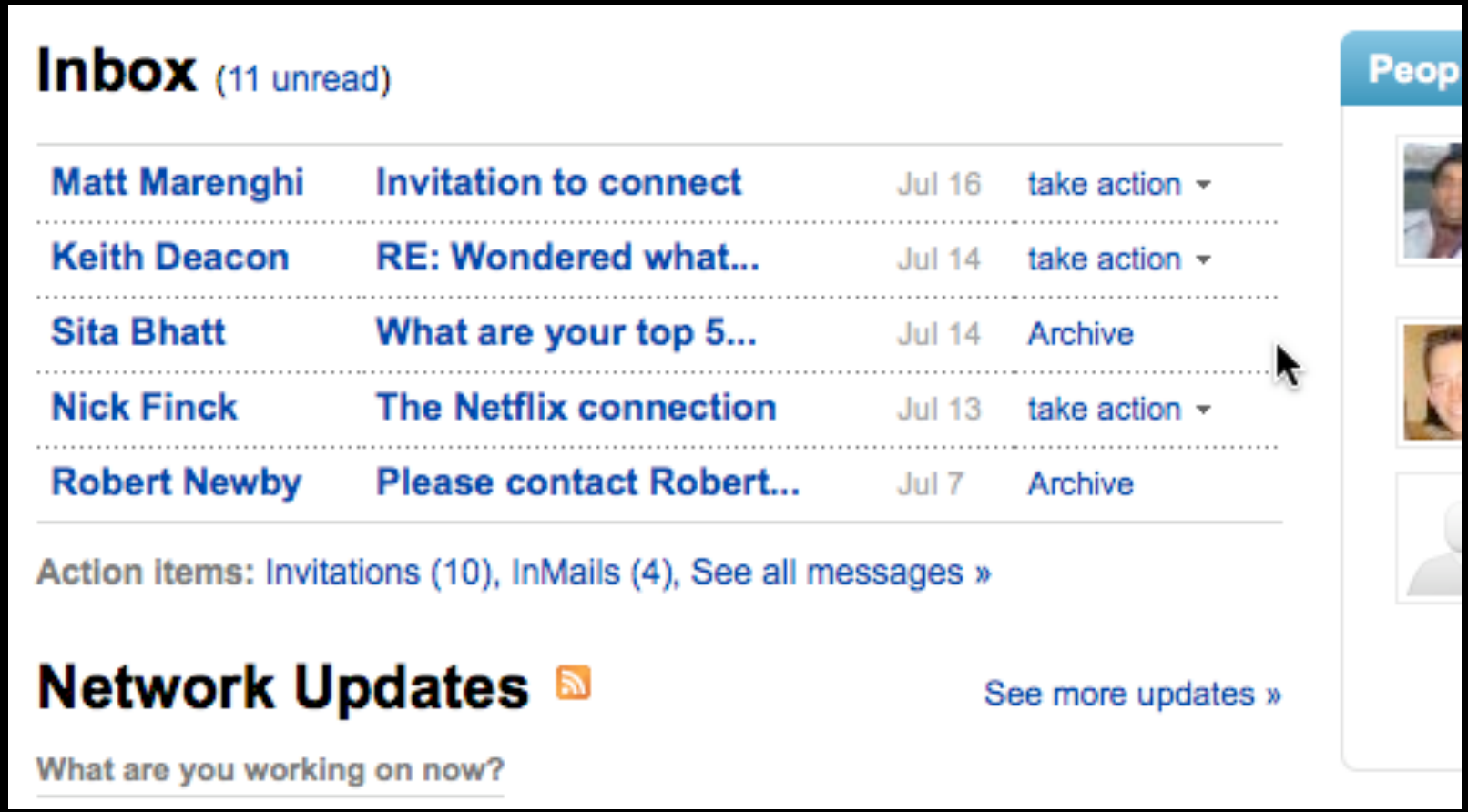
Hover & Cover Refactored





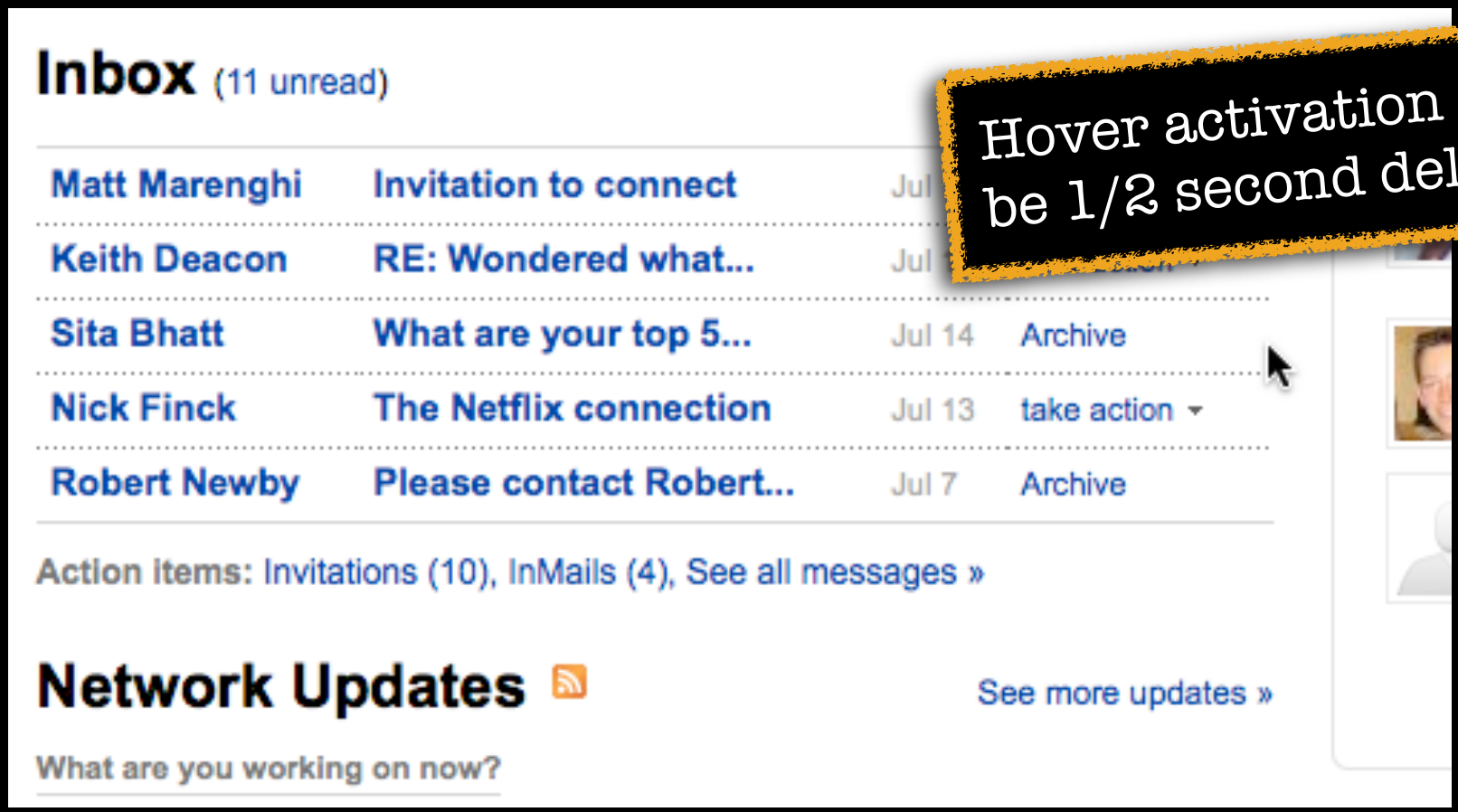
hover & cover resolved. y! teachers

Contextual Tools (overlay on hover)



hover details. linkedin.com

Contextual Tools (overlay on hover)



hover details. linkedin.com

Contextual Tools (overlay on hover)

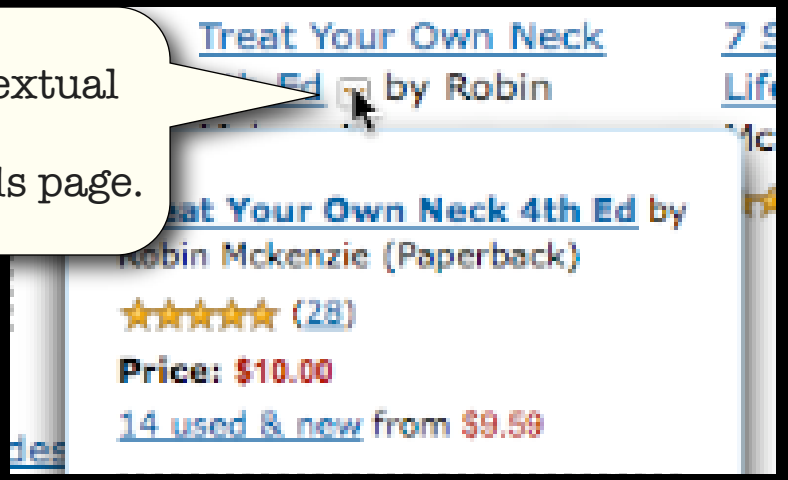
hover details. linkedin.com

Contextual Tools (overlay on hover)

hover details. linkedin.com

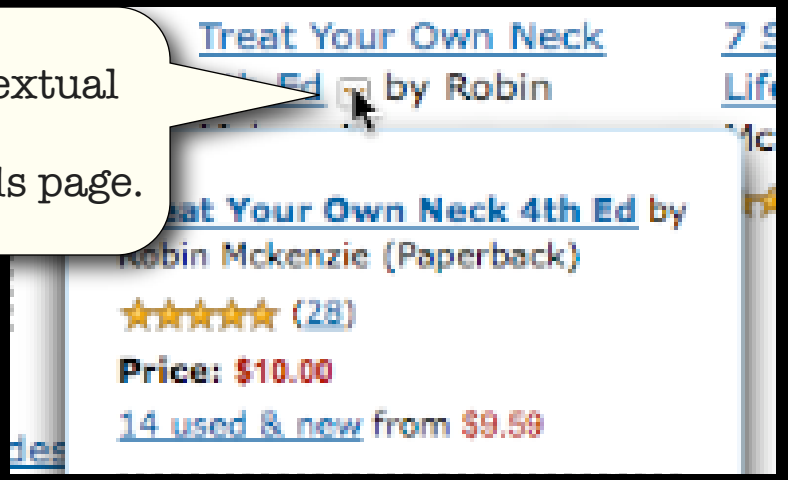
anti-pattern. double duty. amazon.com

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



anti-pattern. double duty. amazon.com

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



anti-pattern. double duty. amazon.com

Do one thing well.

Contextual Tools (overlay on click)

google maps

Contextual Tools (overlay on click)

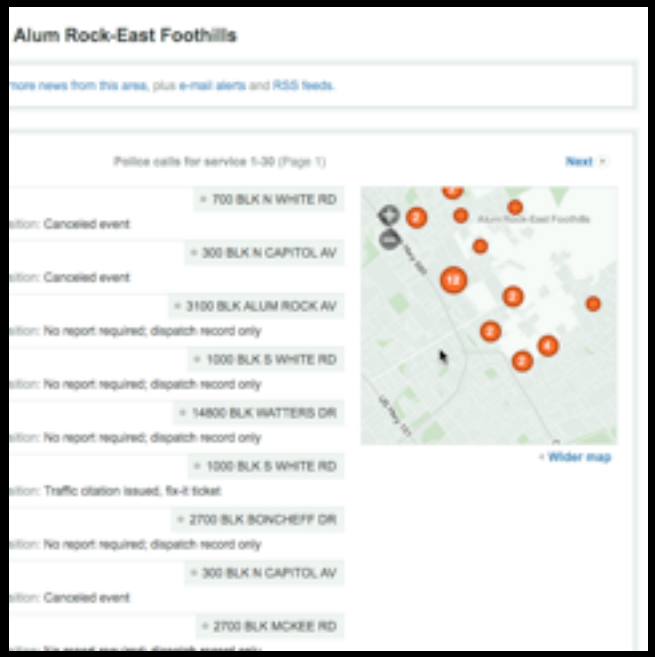
google maps

bing.com

Contextual Tools (overlay on click)

google maps

bing.com



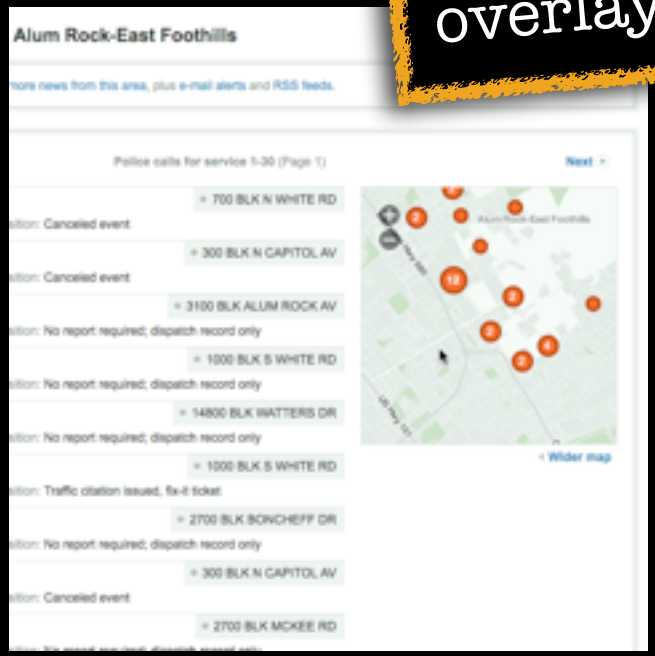
everyblock.com

Contextual Tools (overlay on click)

google maps

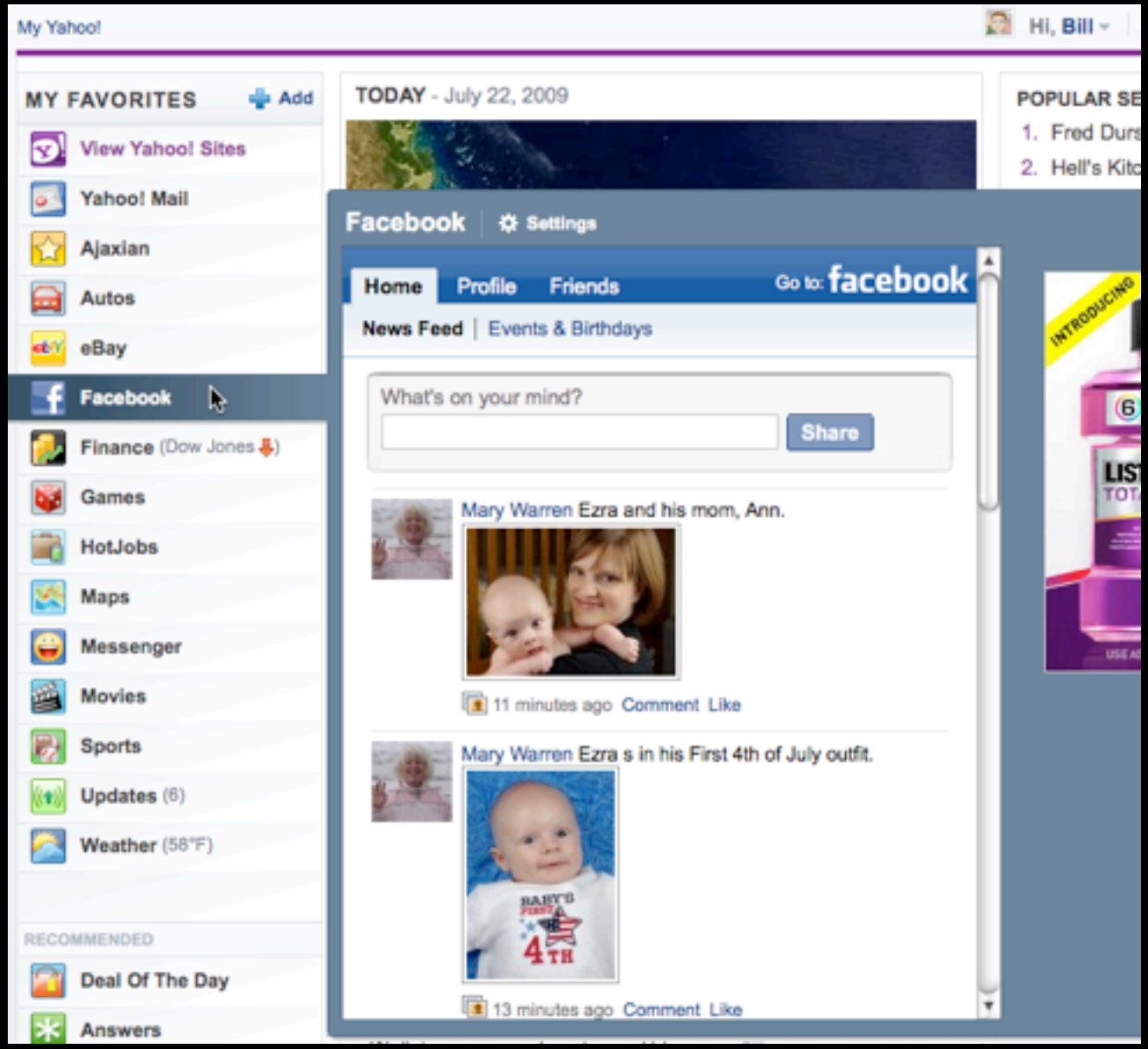
Open contextual tool overlays with a click.

bing.com



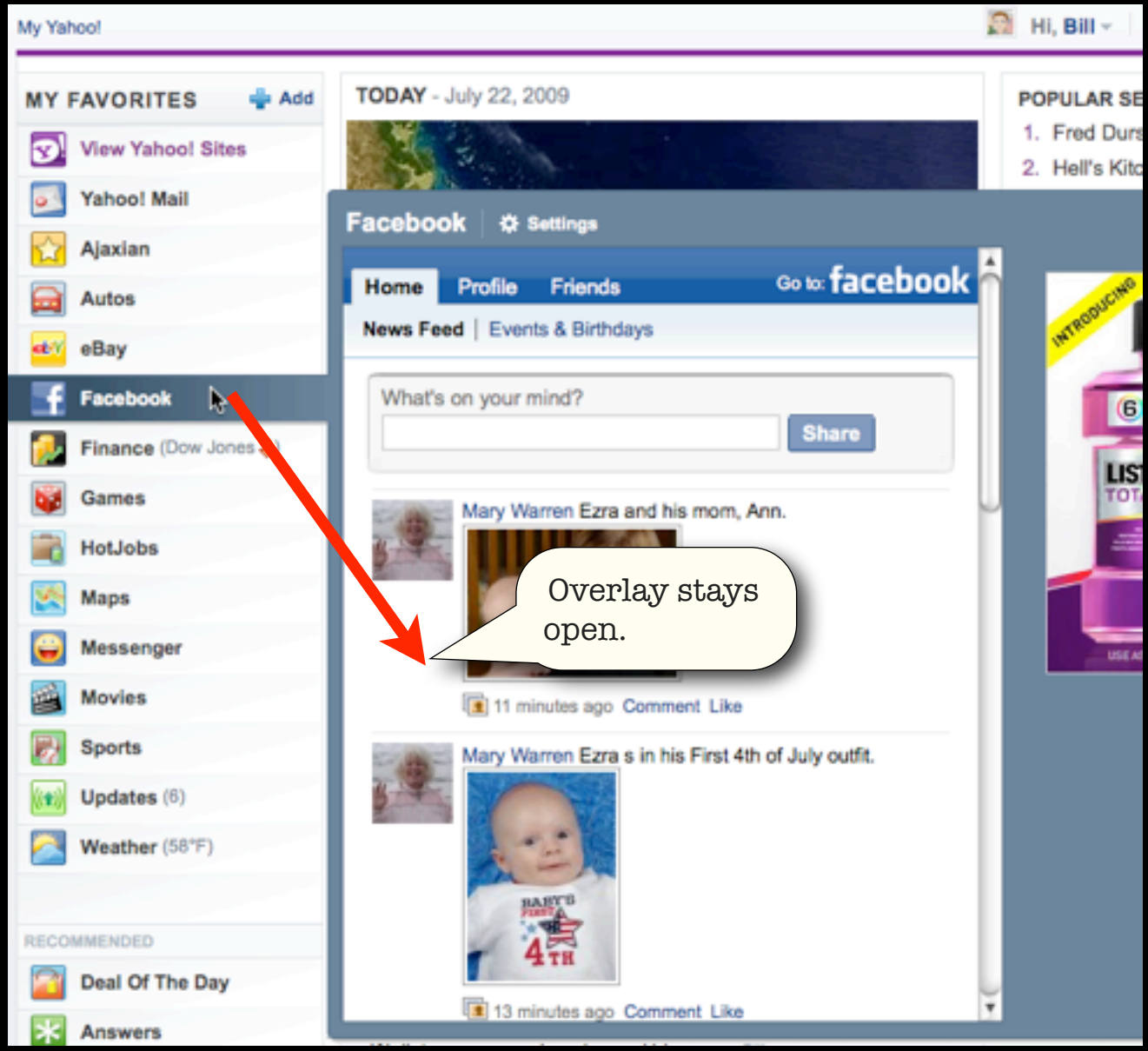
everyblock.com

What about new Yahoo page?



embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



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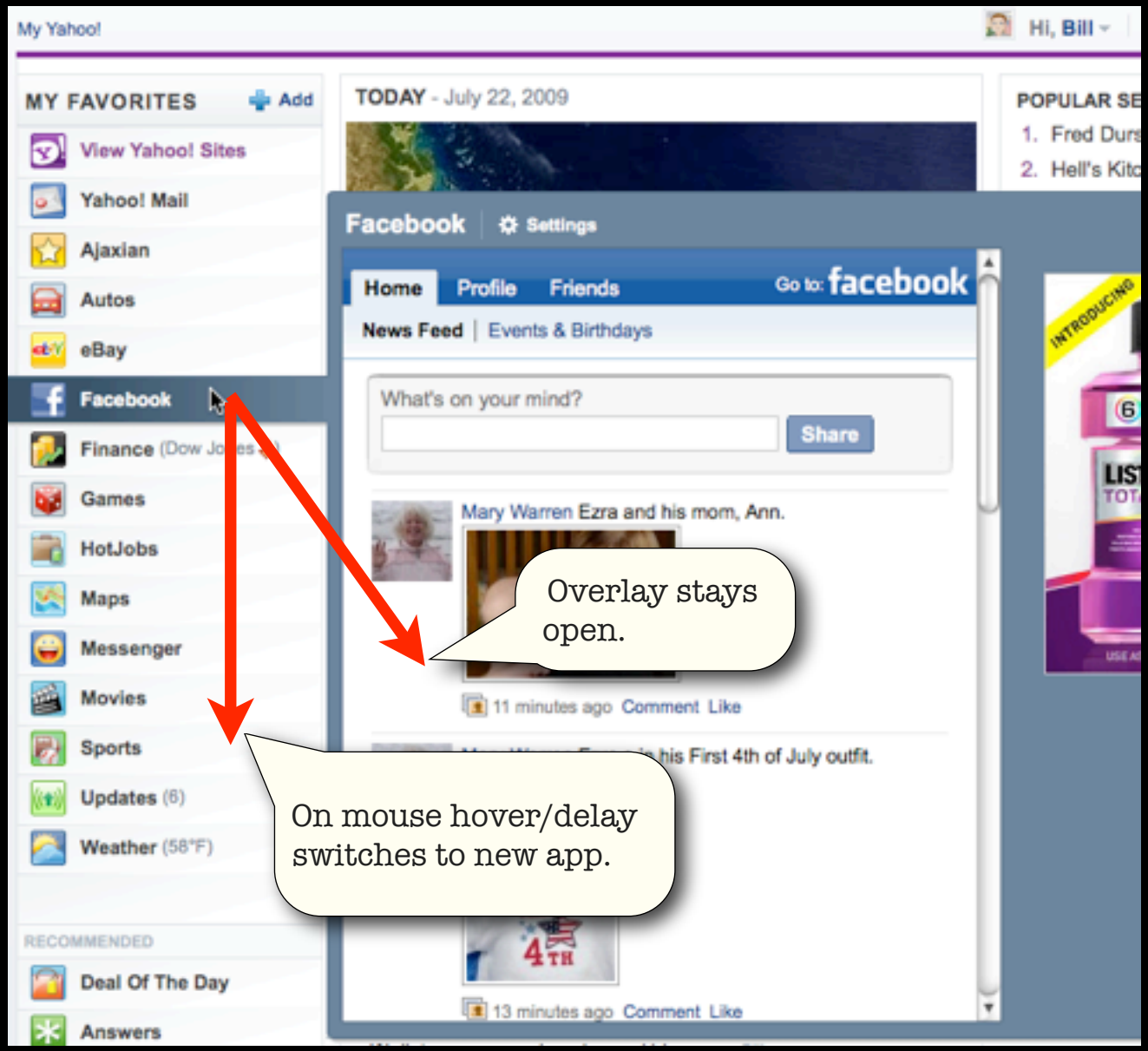

embedded application overlay - hover activated. yahoo.com 2009

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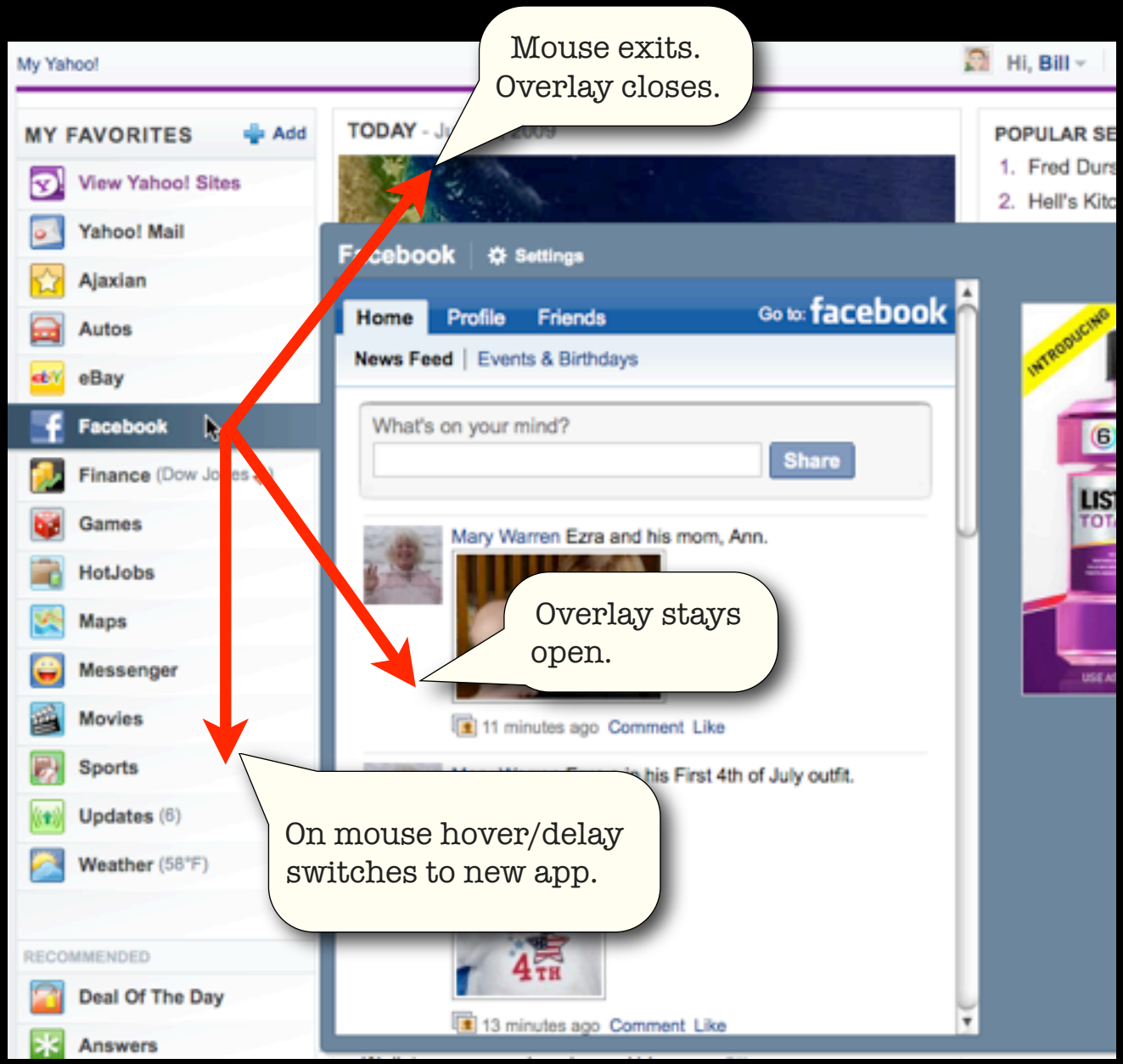

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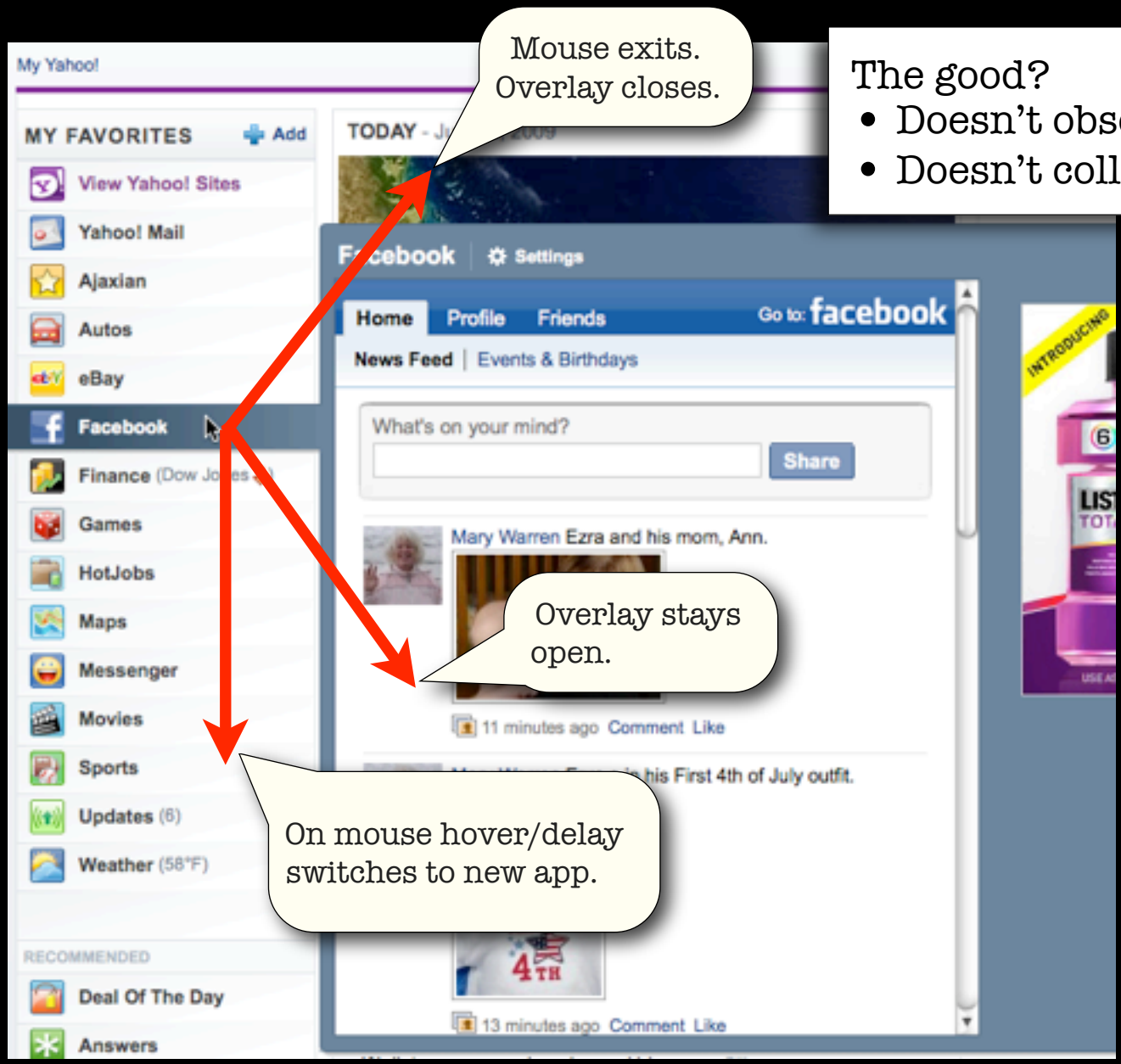
What about new Yahoo page?

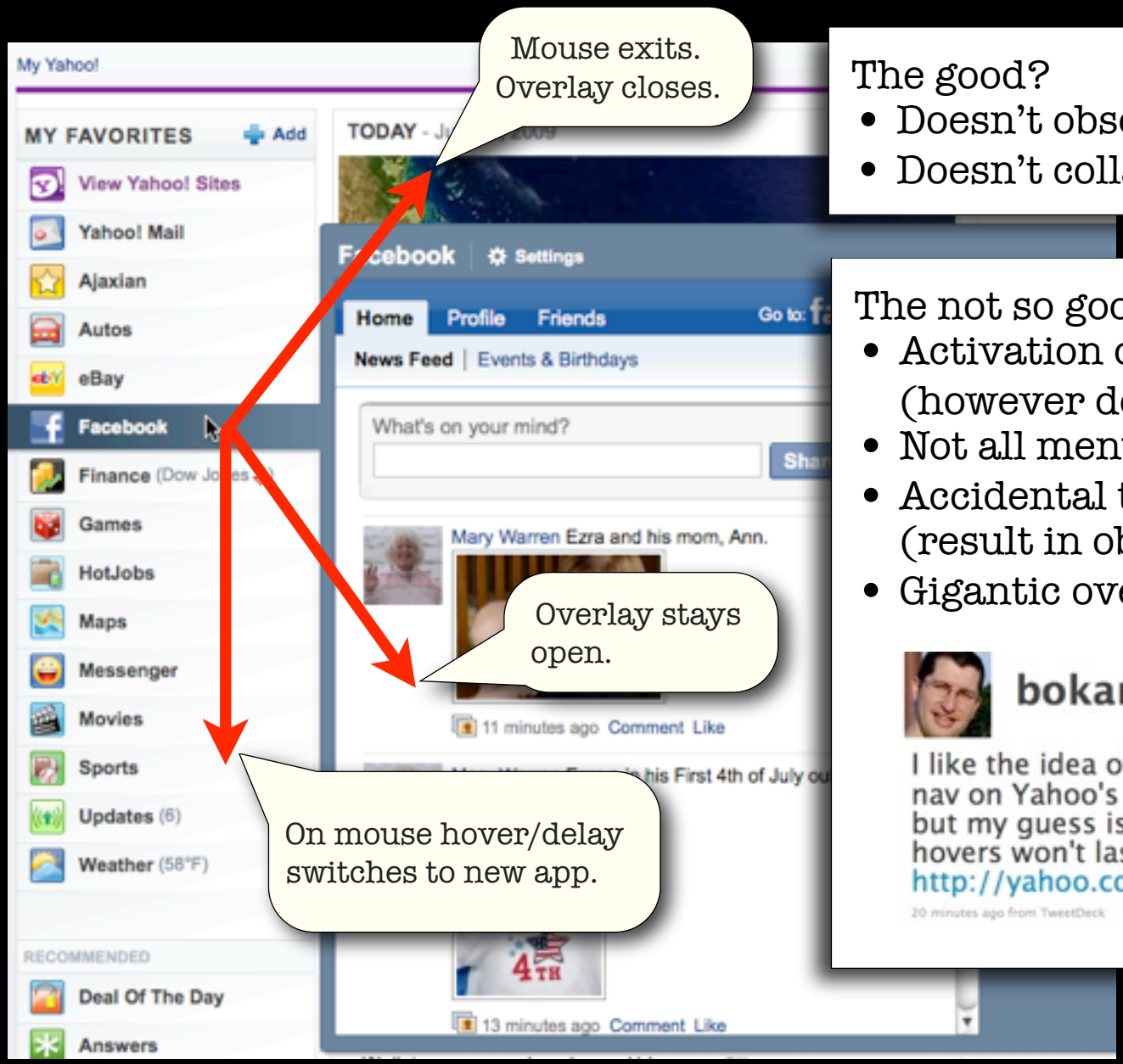


The good?

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

embedded application overlay - hover activated. yahoo.com 2009

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

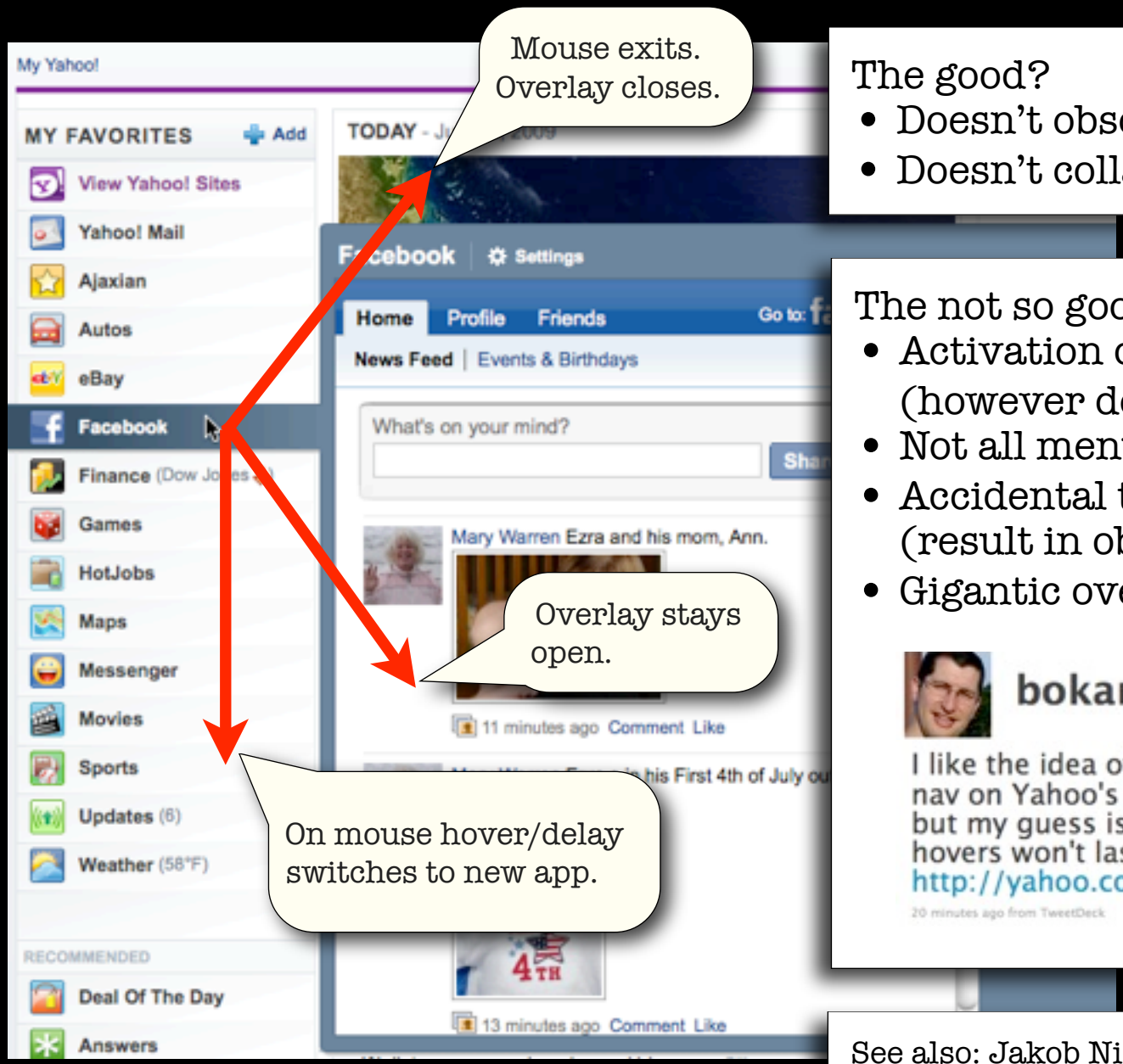
bokardo

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 2009

What about new Yahoo page?



embedded application overlay - hover activated. yahoo.c

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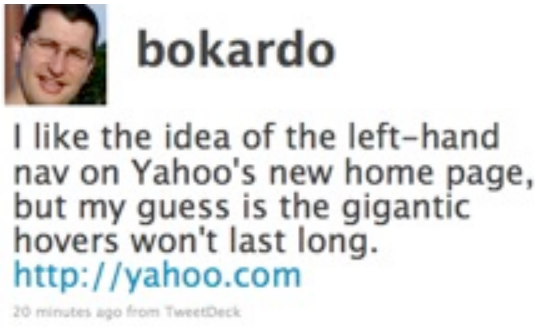

See also: Jakob Nielsen's research on "Mega Menus": http://tr.im/twnC

Maintain flow.

Spot the differences

Spot the differences

Now try again...

Now try again...

Now try again...

Keep the moments within the page.

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

HOME | ONLINE SHOP | PRODUCT RANGE | THE STORY | NEWS | FACTORY & CAFE | CHEESE FAQ | CONTACT

BROWSE PRODUCTS

VIEW CART (0 items)

Keep the moments within the page.

- ALL PRODUCTS
- SOFT
- SHEEP MILK CHEESE
- PRESSED CHEESE
- FRESH CHEESE
- COWS FETA
- BLUE CHEESE
- GIFT PACKS
- MERCHANDISE
- GOATS MILK CHEESE

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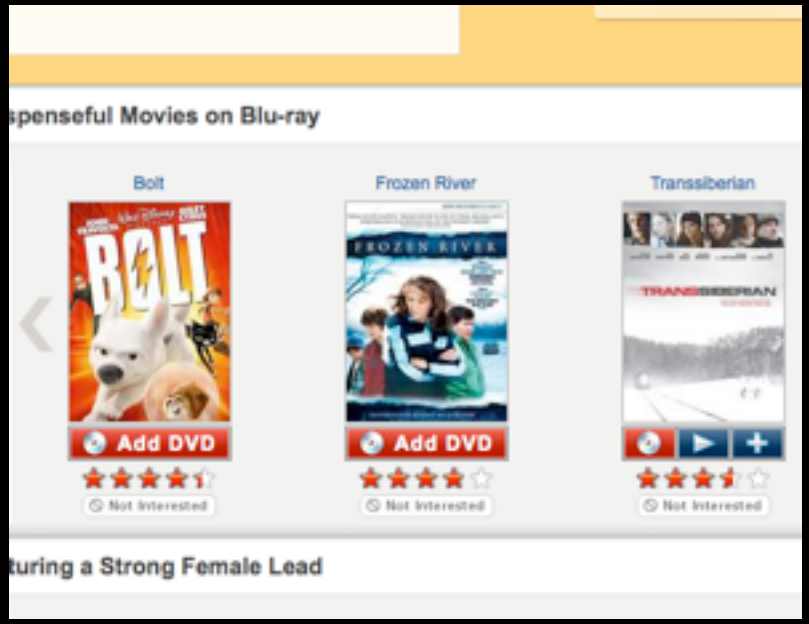
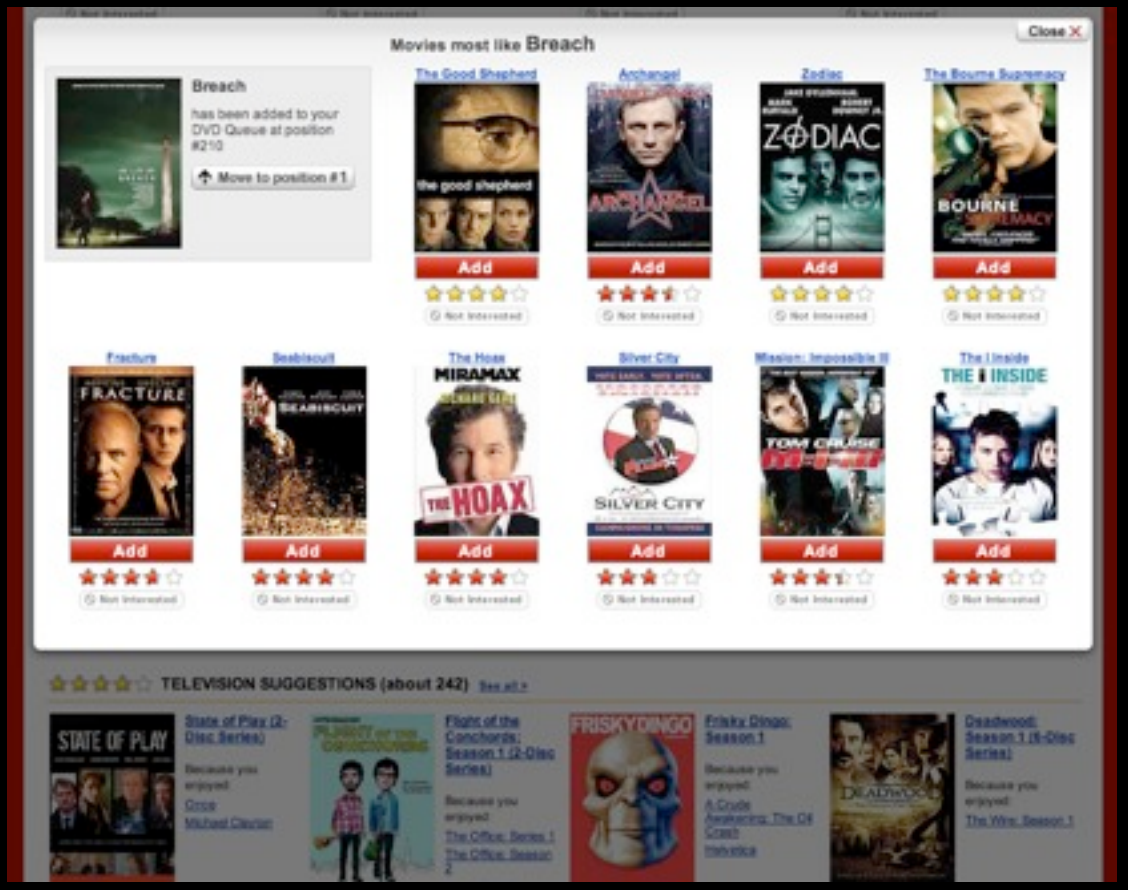
Overlays

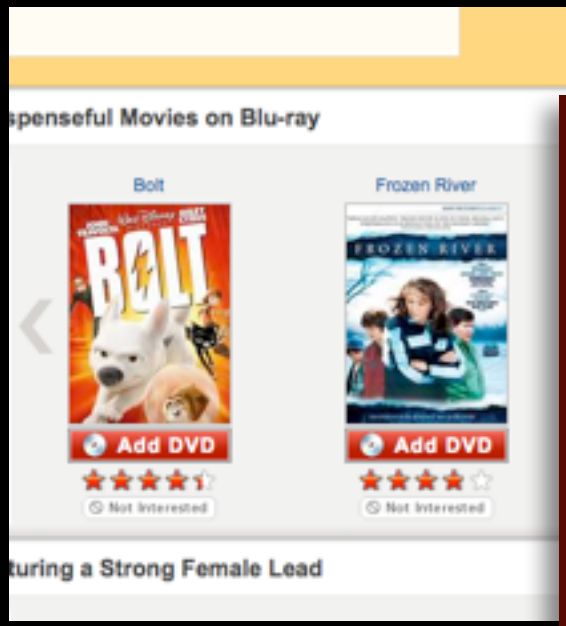


hover details. netflix.com

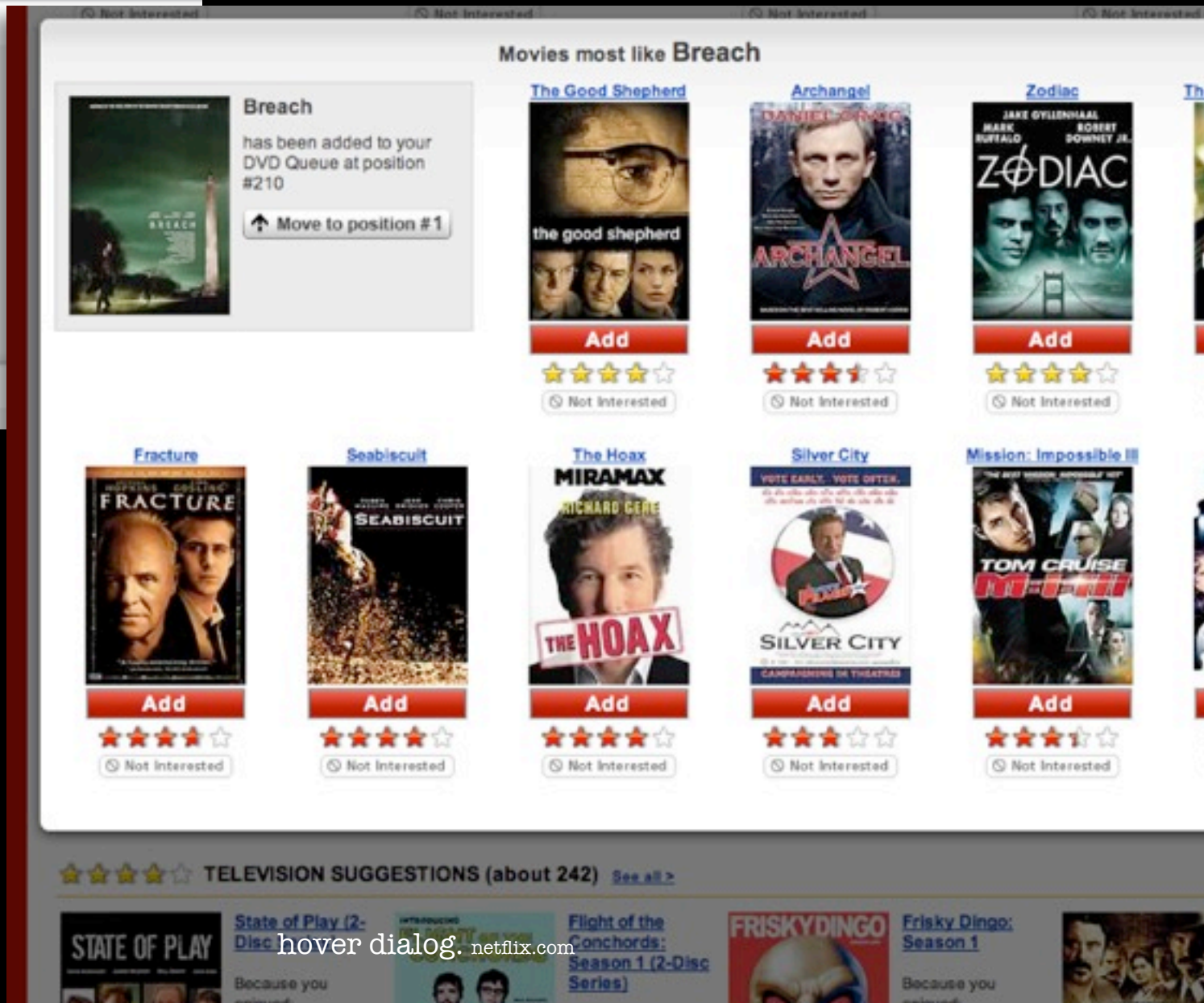


hover dialog. netflix.com

Overlays

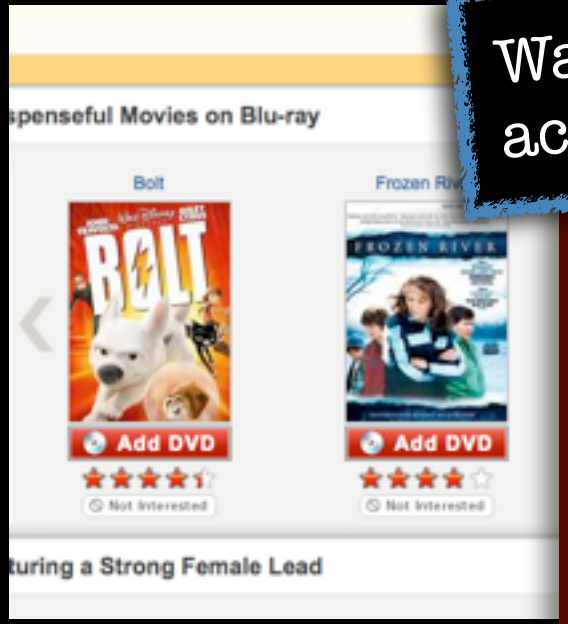


hover details. netflix.com



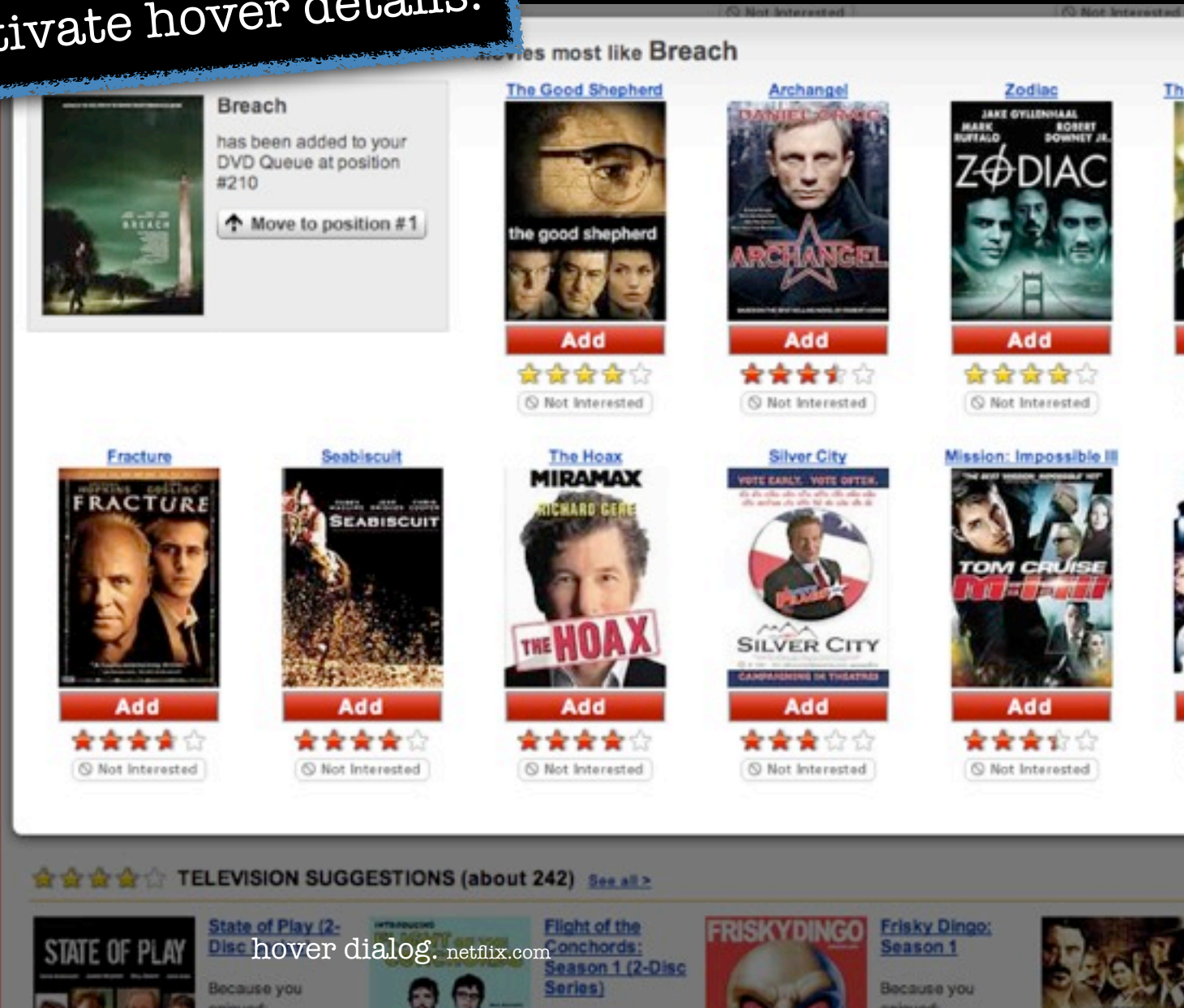
hover dialog. netflix.com

Overlays



hover details. netflix.com

Wait 1/2 second to activate hover details.



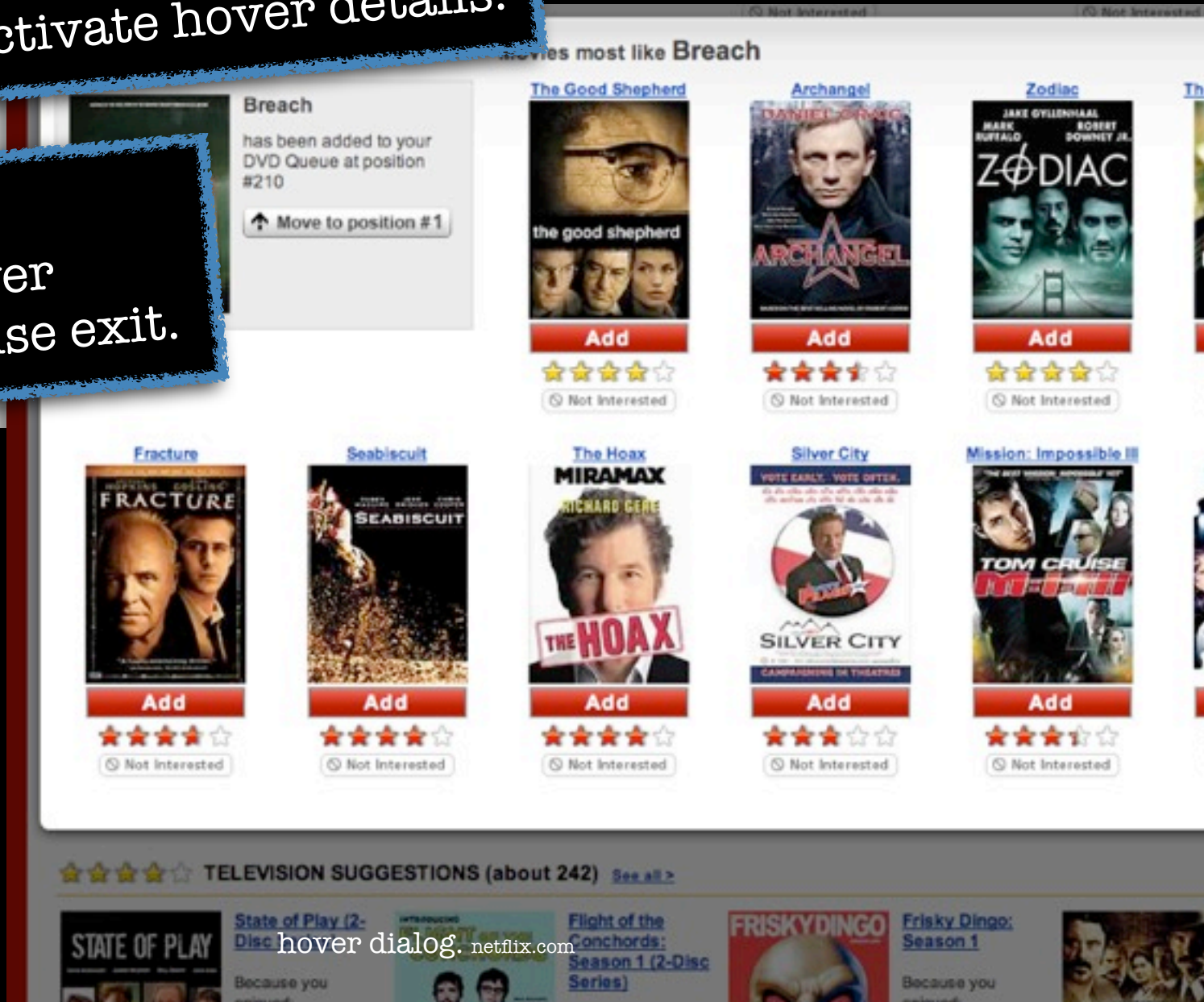
hover dialog. netflix.com

Overlays

Wait 1/2 second to activate hover details.

Immediately deactivate hover details on mouse exit.

hover details. netflix.com



hover dialog. netflix.com

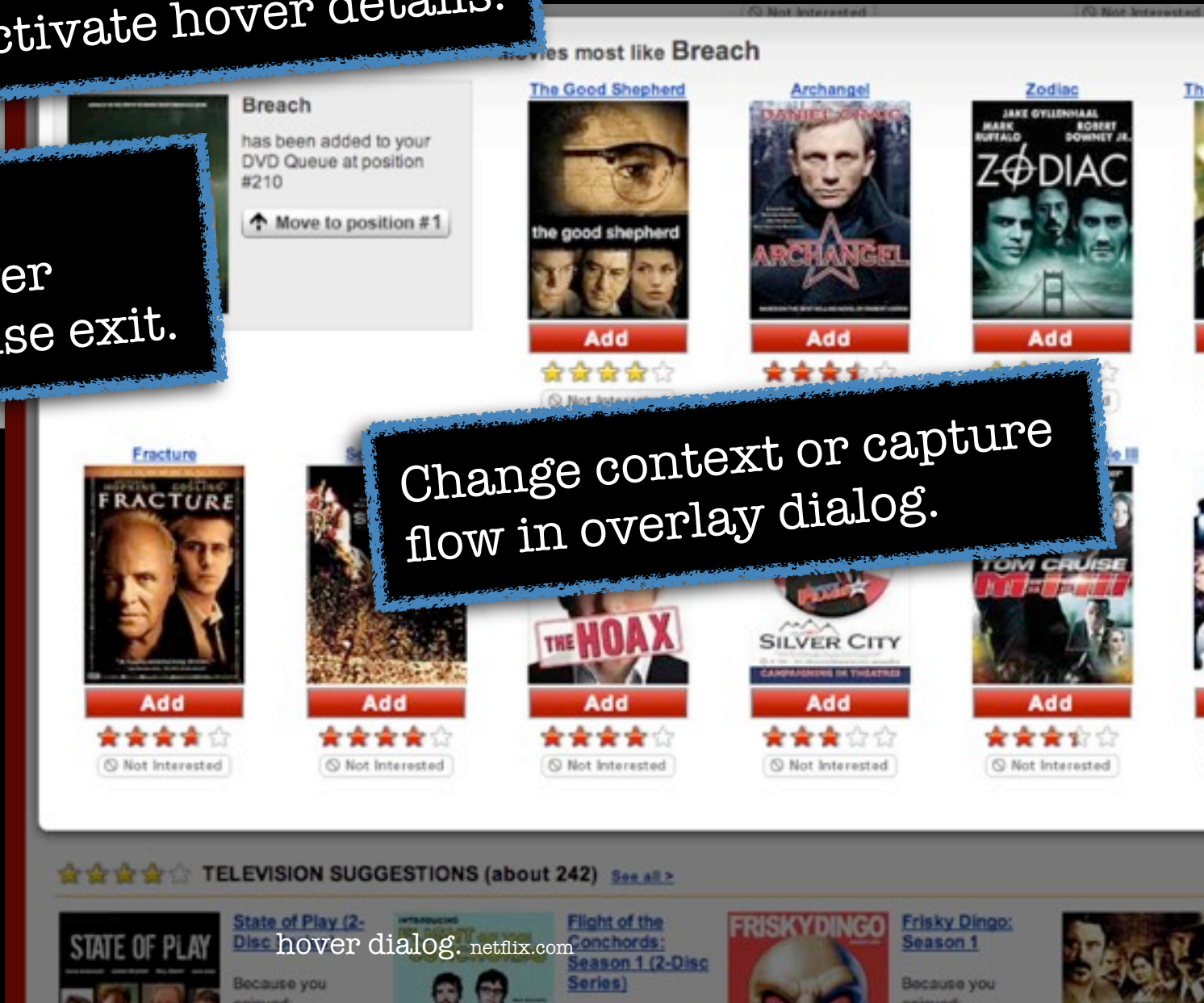
Overlays

hover details. netflix.com

Wait 1/2 second to activate hover details.

Immediately deactivate hover details on mouse exit.

Change context or capture flow in overlay dialog.



hover dialog. netflix.com

Anti-Pattern: Idiot Boxes

anti-pattern. idiot box. yelp.com

Anti-Pattern: Idiot Boxes

anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes

anti-pattern. idiot box. yahoo! photos

Overlays: Hover Initiated

anti-pattern. shifting overlay. ui-patterns.com

Overlays: Hover Initiated

anti-pattern. shifting overlay. ui-patterns.com

better implementation of shifting overlay. instructables

Overlays: Hover Initiated

anti-pattern. shifting overlay. ui-patterns.com

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anti-pattern. shifting overlay. wikirank

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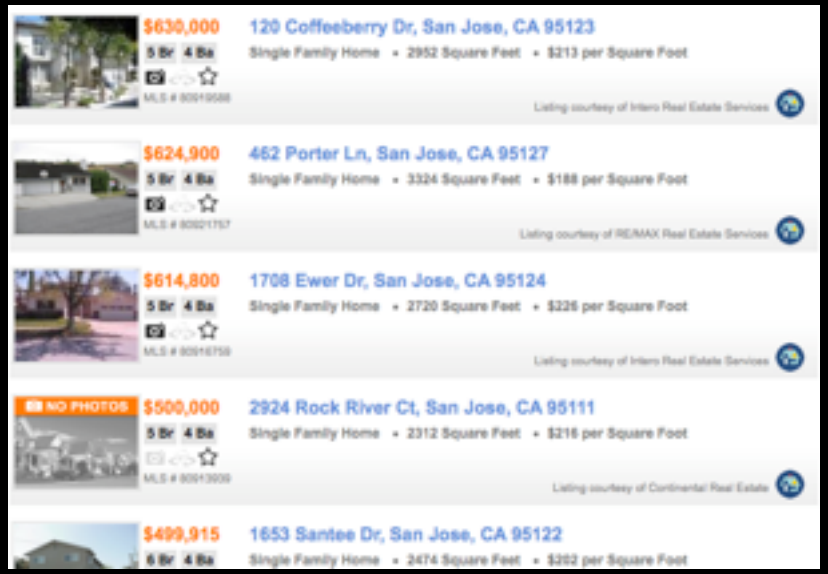
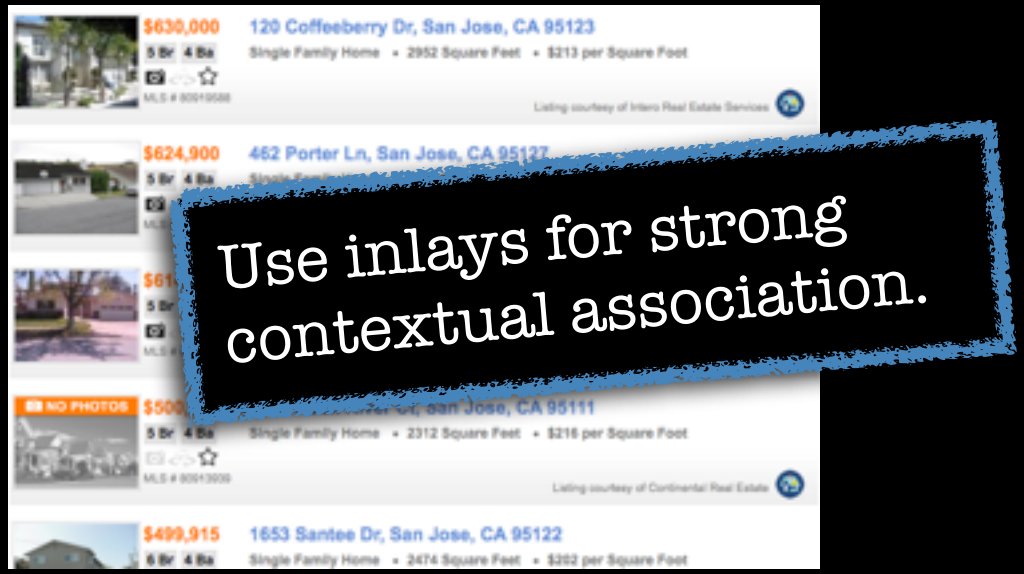
Inlays



click activated inlay. roost.com

Inlays



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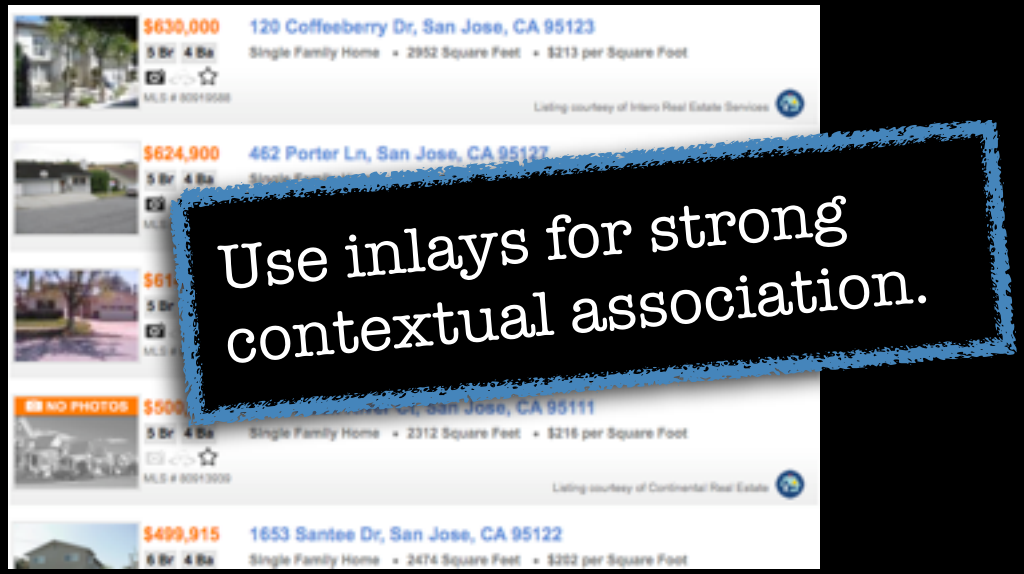
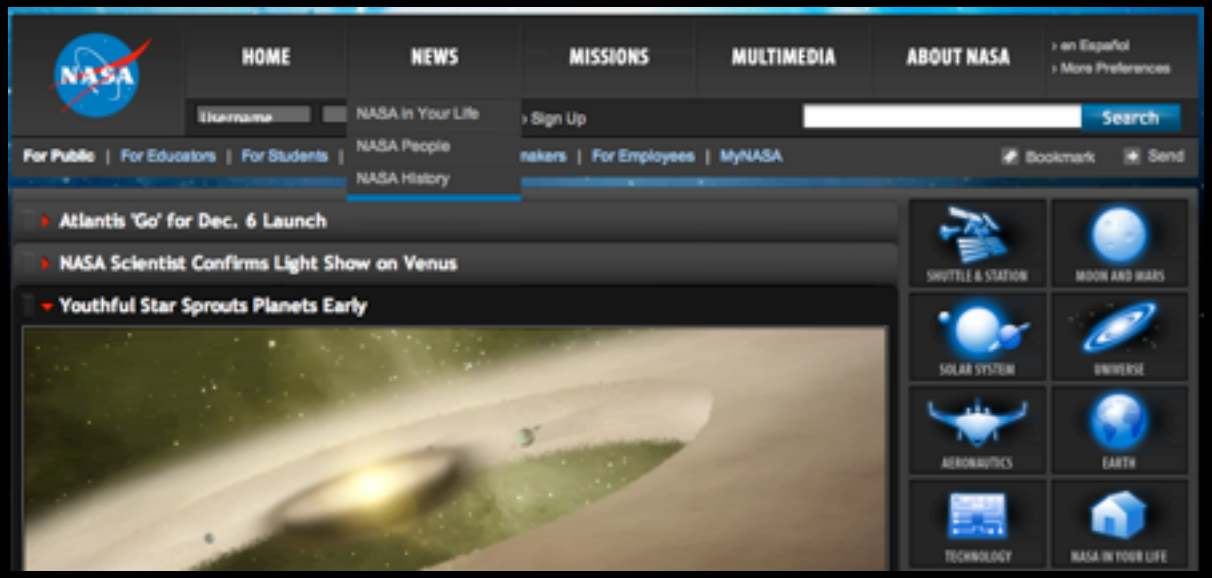
Inlays



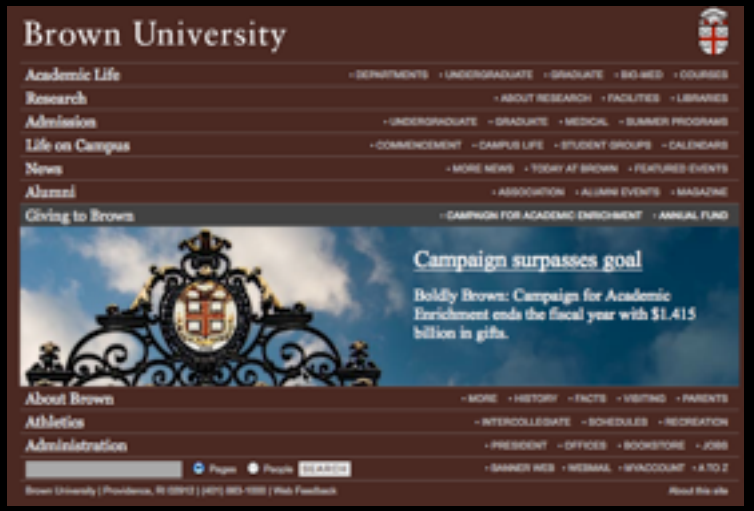
click activated inlay. roost.com



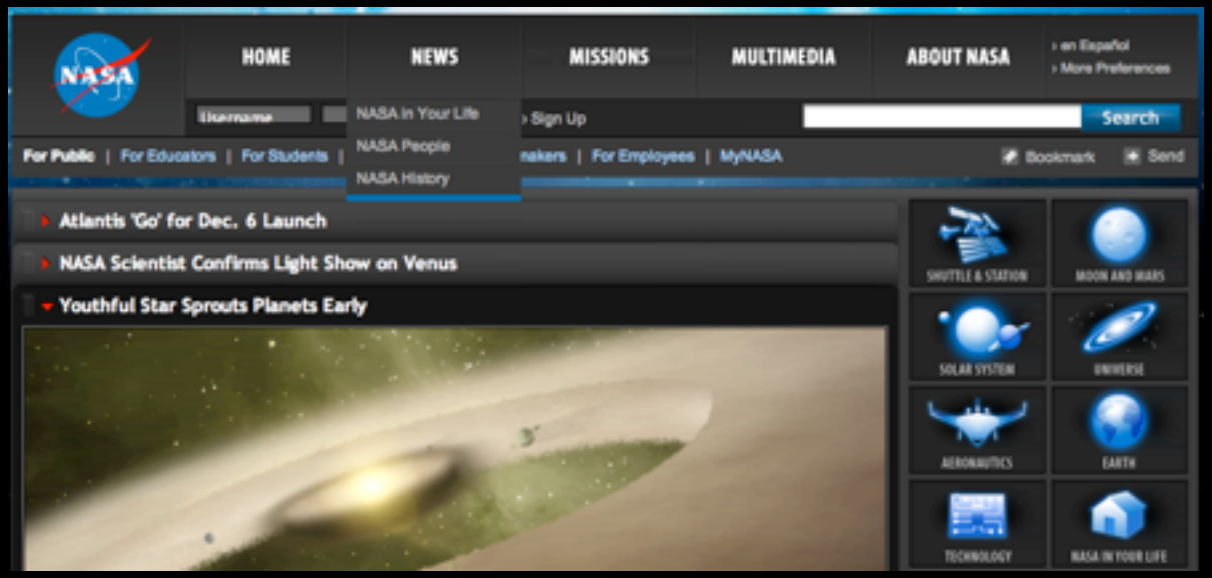
hover activated accordian. nasa.gov

Inlays

click activated inlay. roost.com



hover activated accordian. brown.edu



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Inlays

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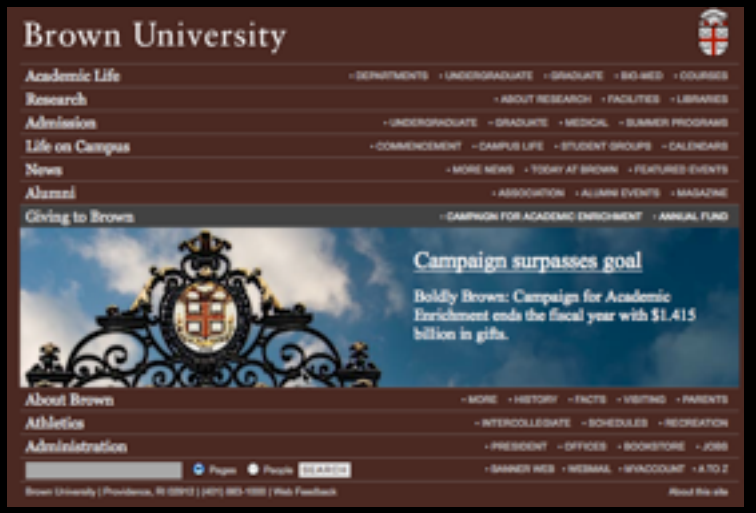

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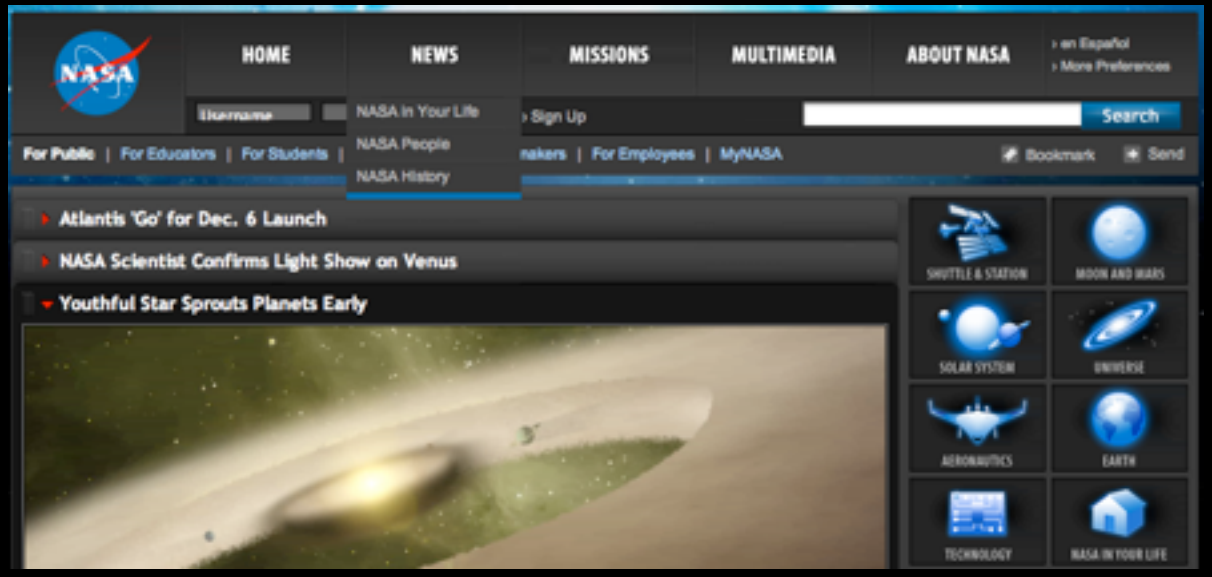
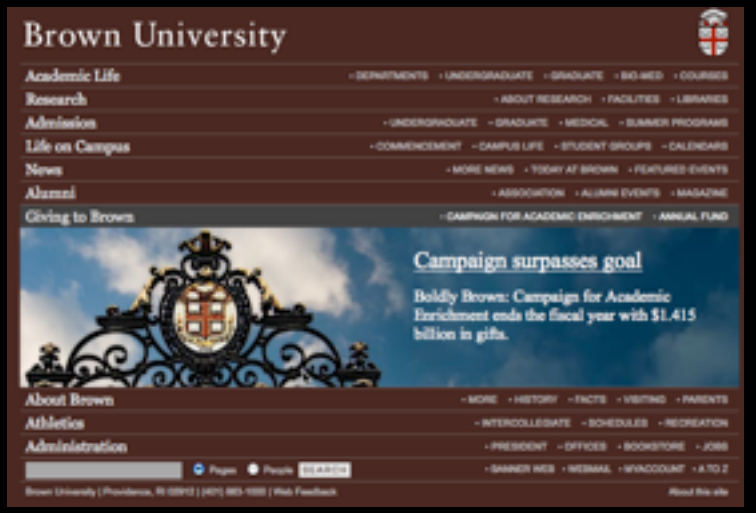


hover activated accordian. nasa.gov

hover activated accordian. apple.com

Inlays

click activated inlay. roost.com



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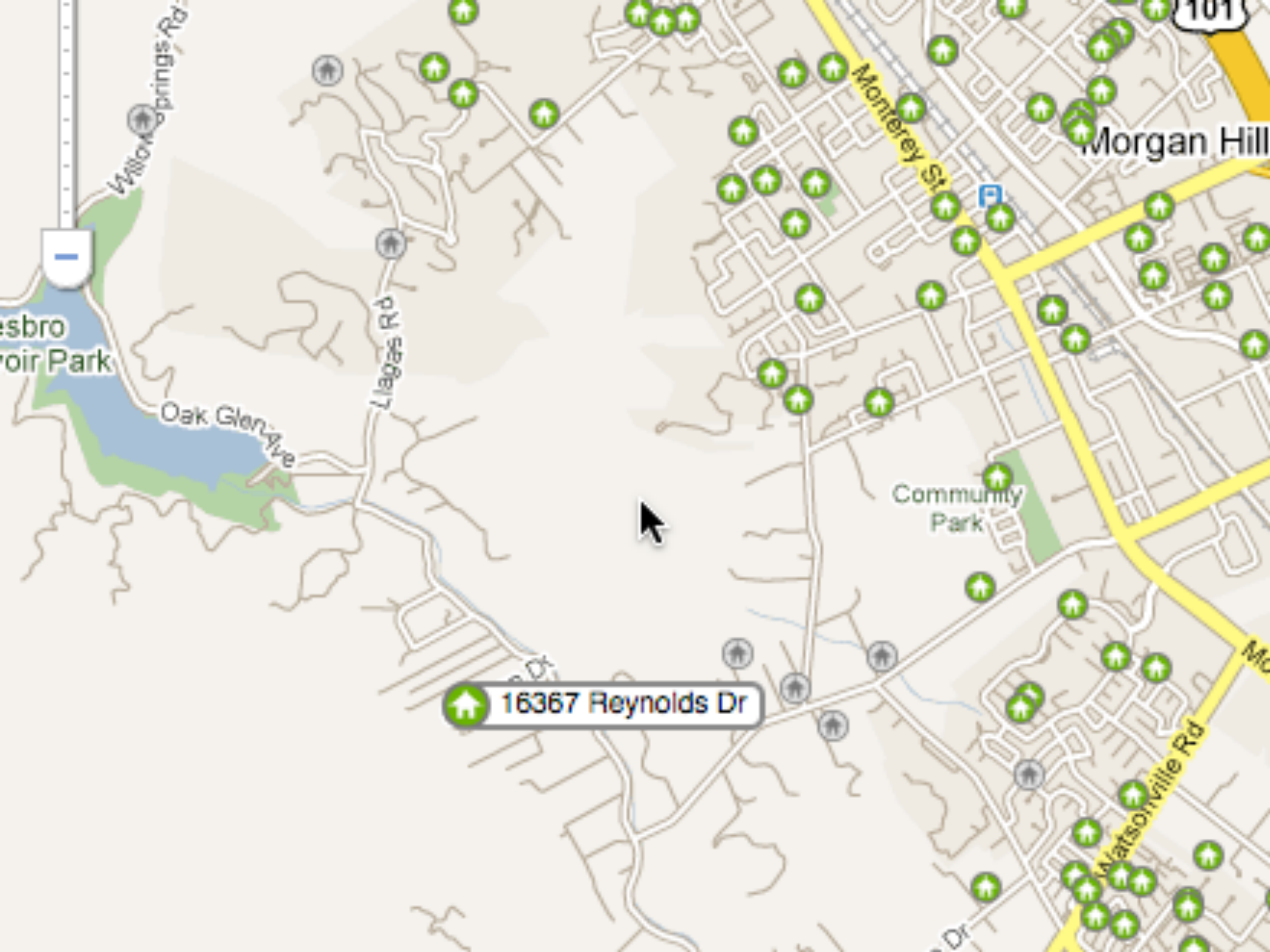
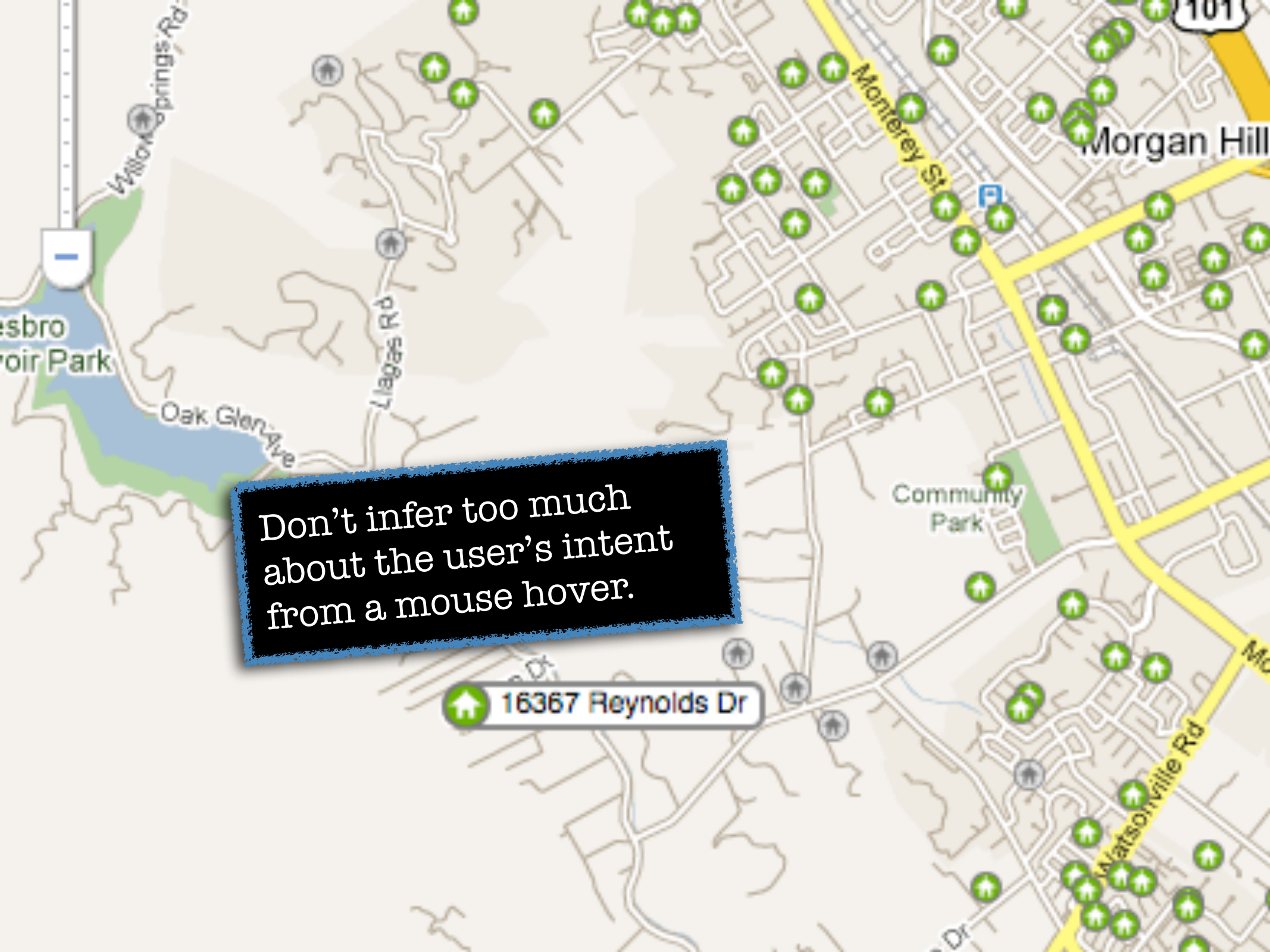
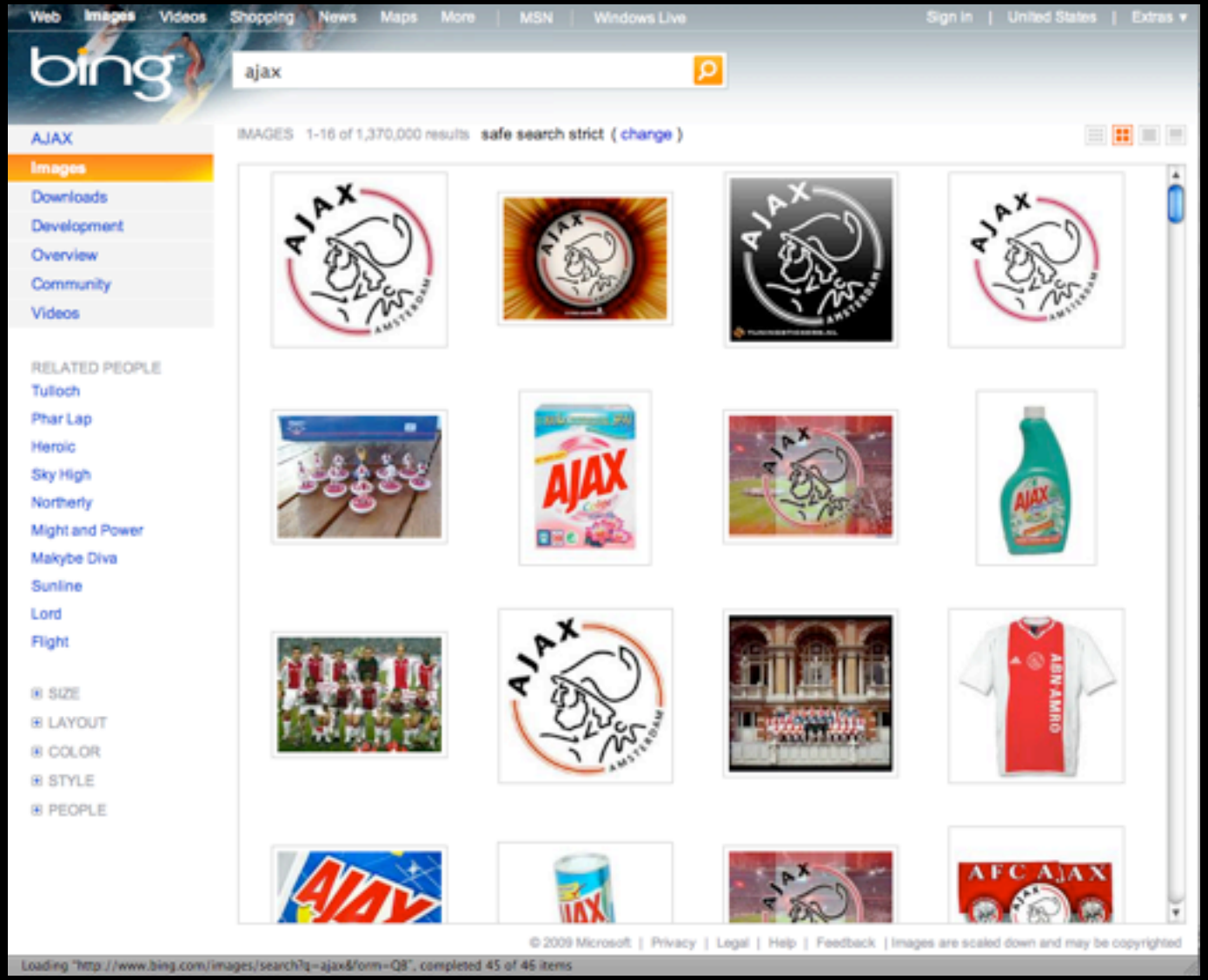
hover activated accordian. apple.com


16367 Reynolds Dr
Llagas Rd
Oak Glen Ave
Monterey St
Morgan Hill
Community Park
Watsonville Rd
101

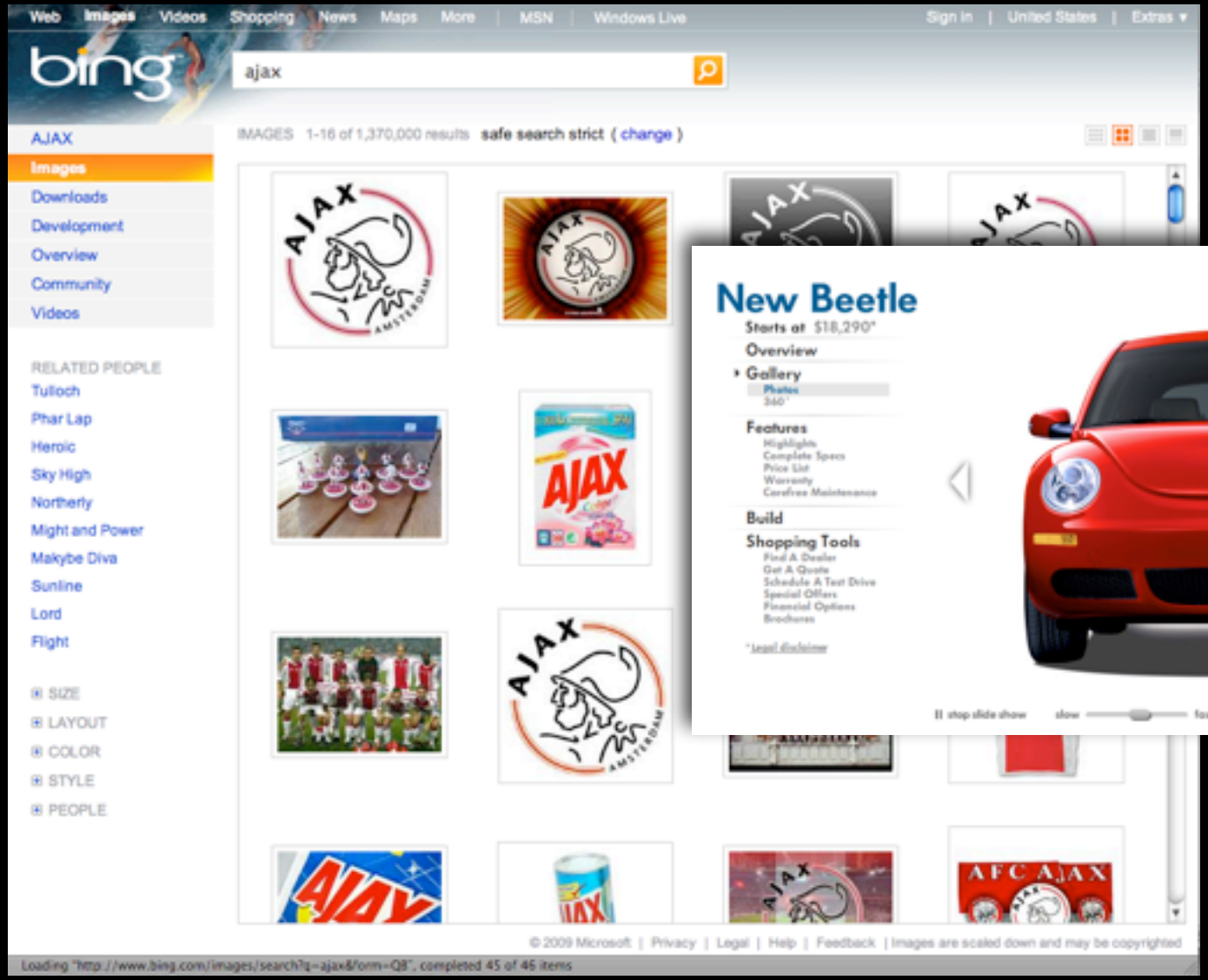

Don't infer too much about the user's intent from a mouse hover.
16367 Reynolds Dr
Monterey St
Morgan Hill
Llagas Rd
Oak Glen Ave
Community Park
Watsonville Rd
101

Virtual Space



endless scrolling. bing.com

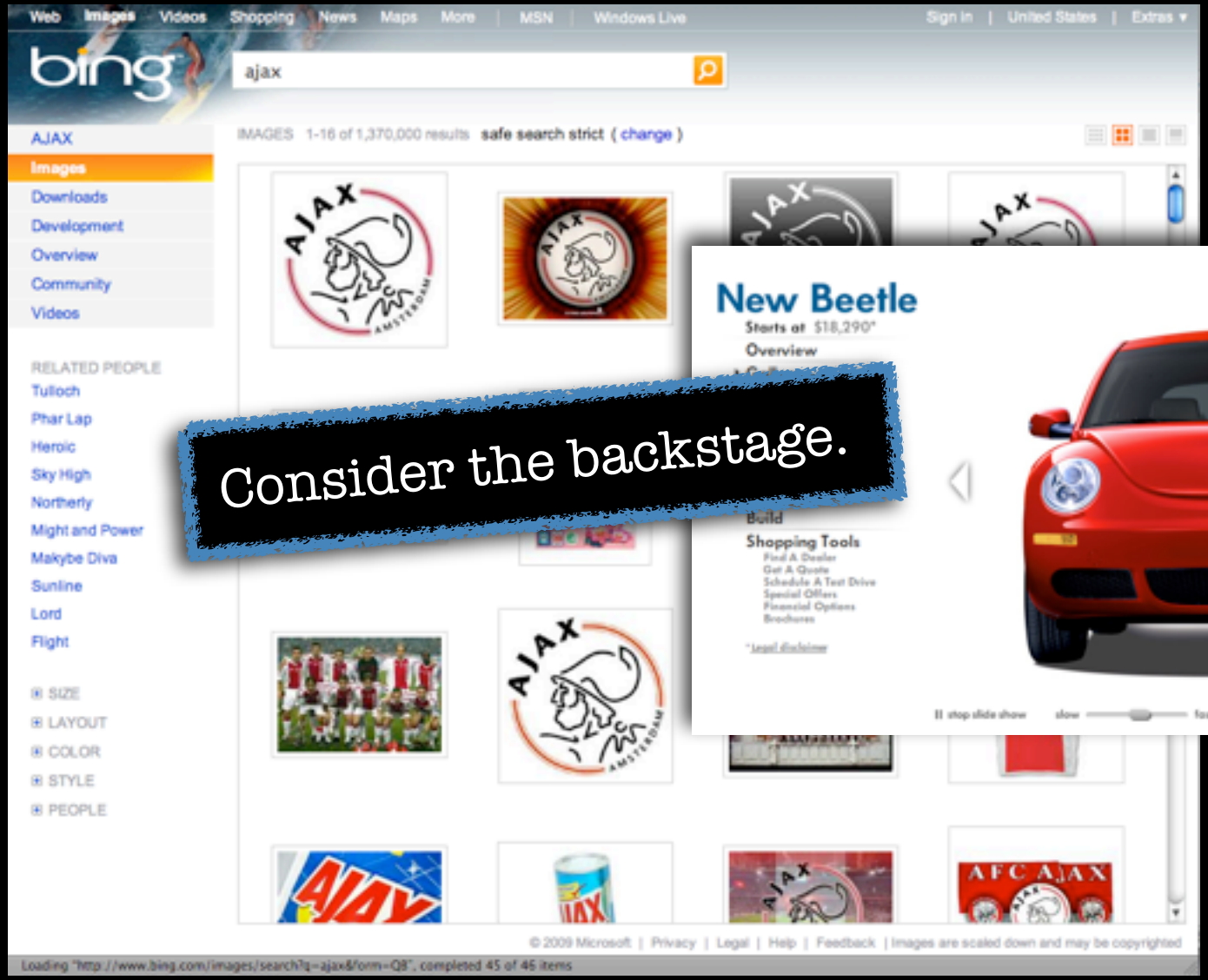
Virtual Space



endless scrolling. bing.com

carousel. paging. gallery. bing.com

Virtual Space



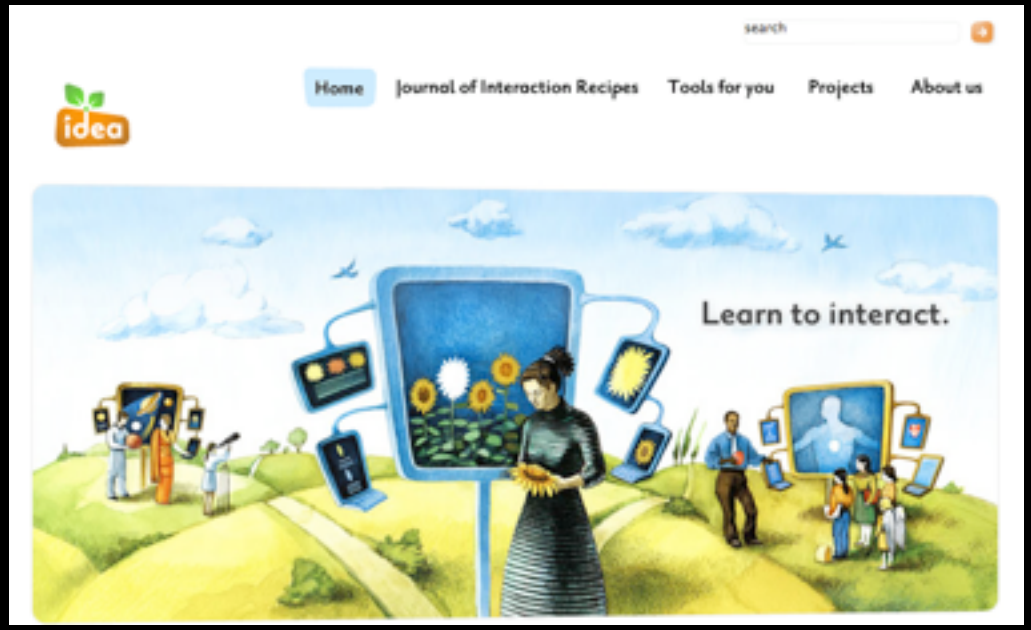
endless scrolling. bing.com

carousel. paging. gallery. bing.com

Consider the backstage.

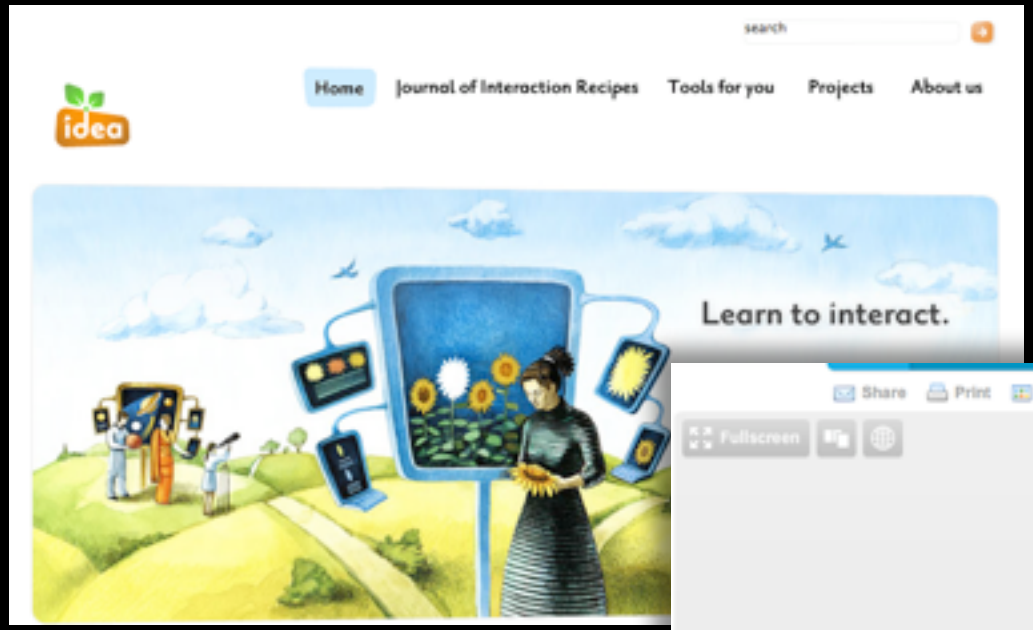
Seamless Context

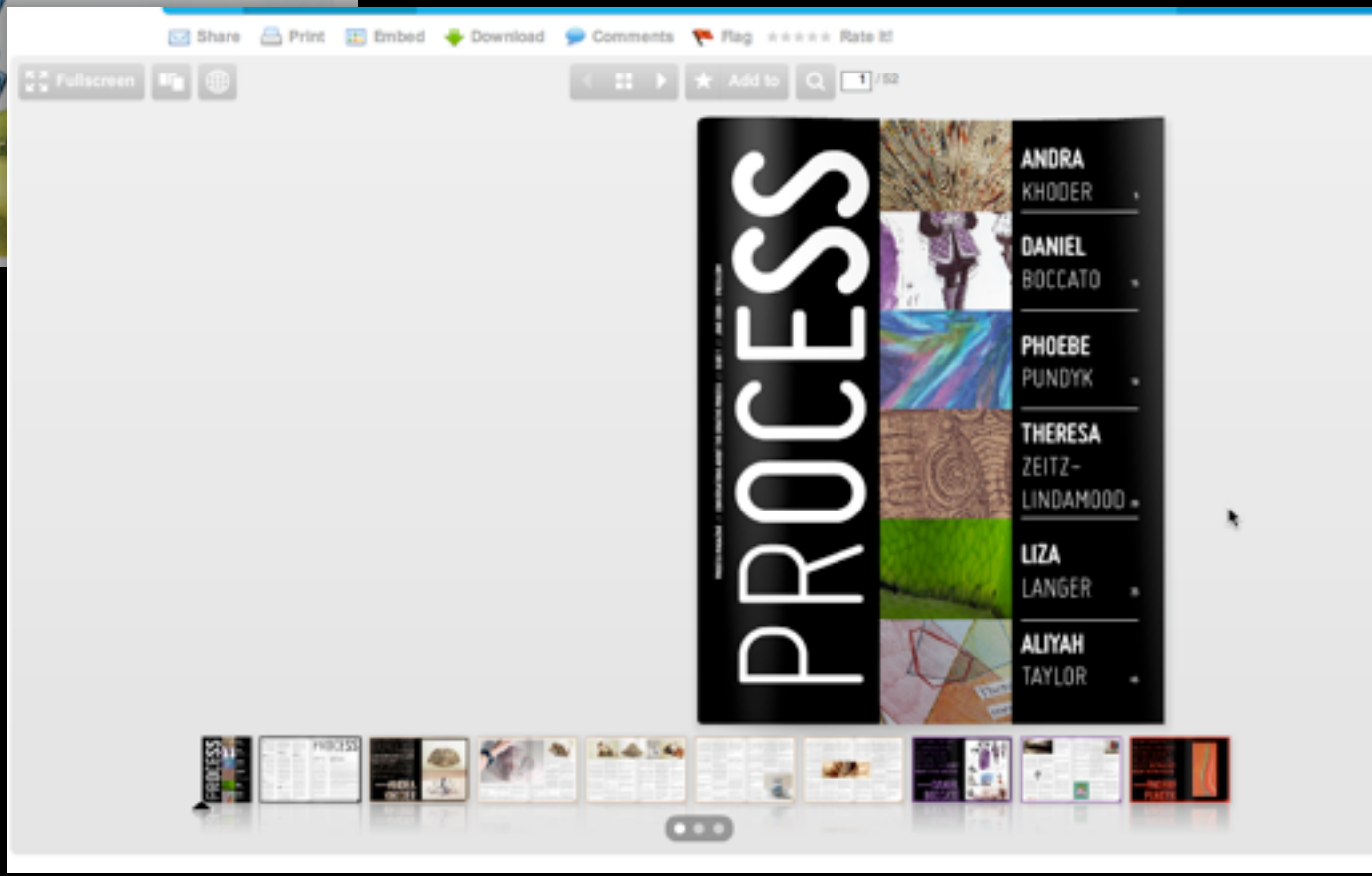
you are here. idea.org



Seamless Context

you are here. idea.org

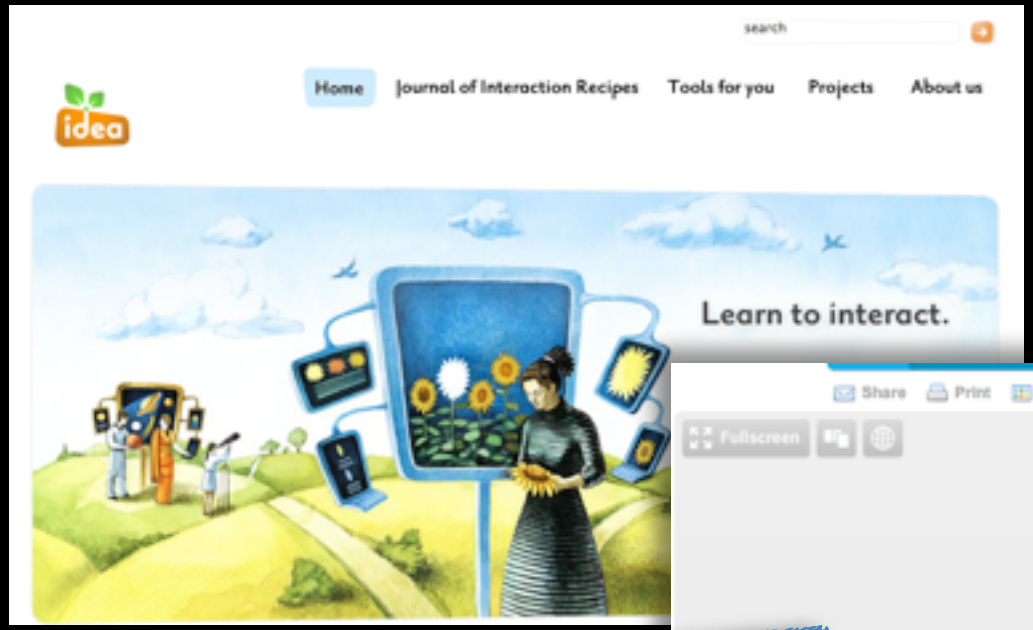




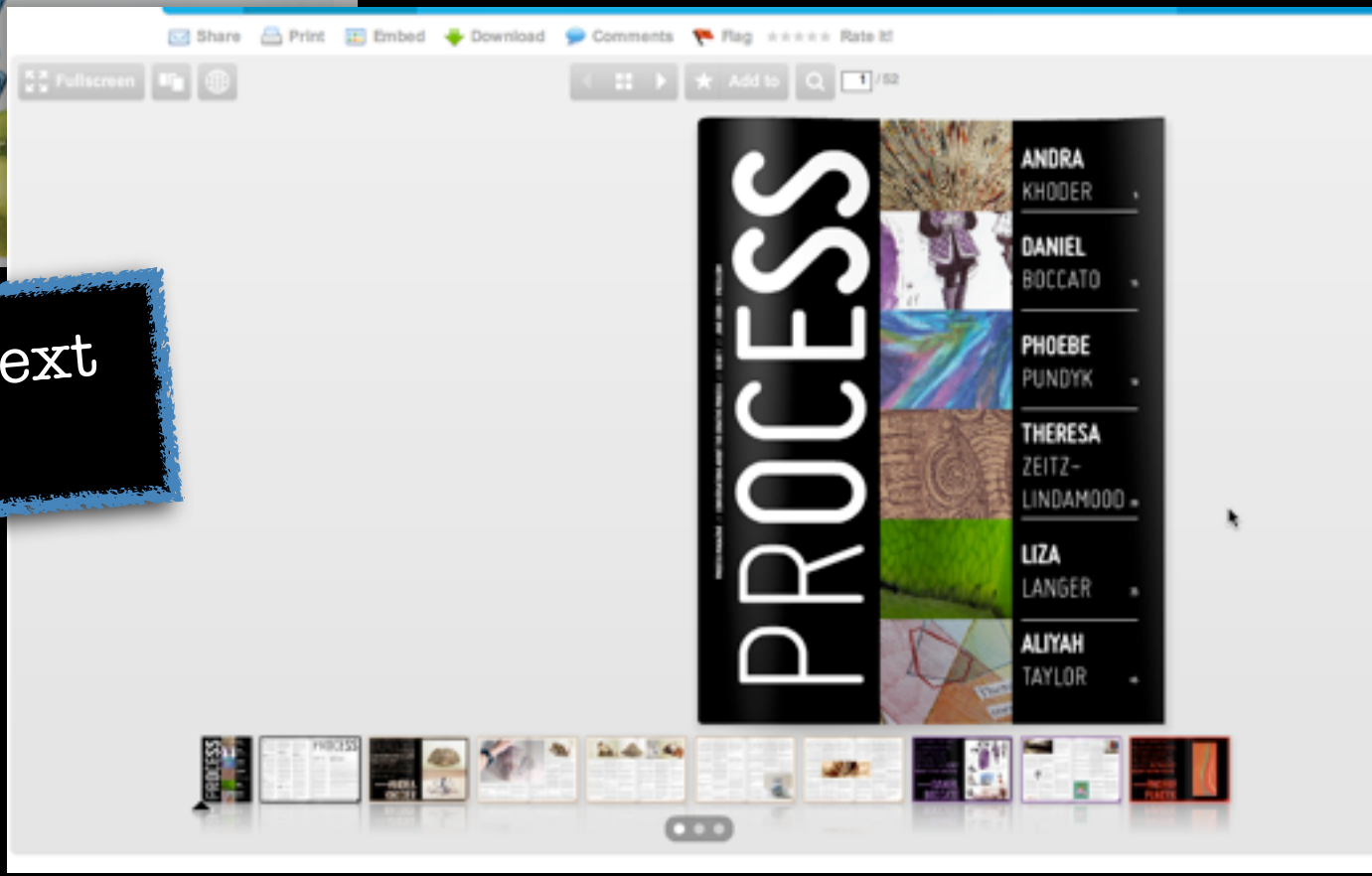
seamless paging. magcloud

Seamless Context

you are here. idea.org

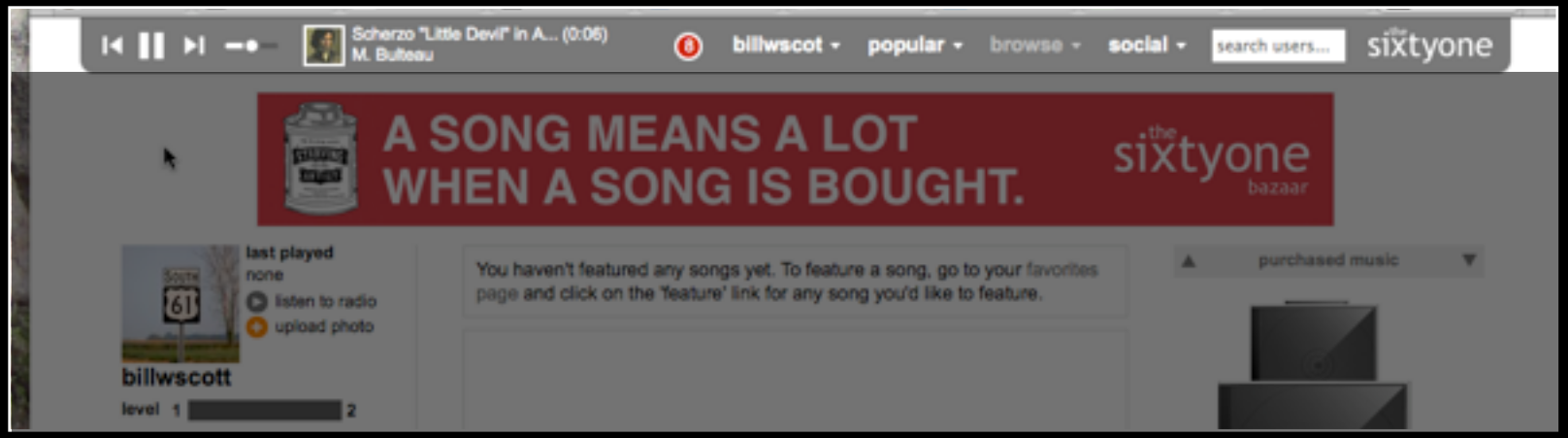


Maintain context across pages.



seamless paging. magcloud

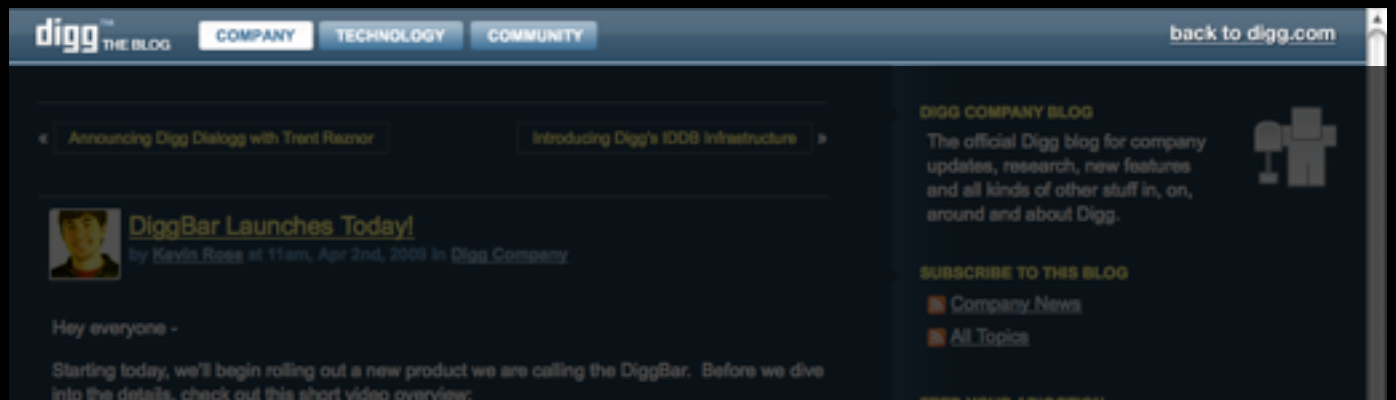
Nav Bars: Extend the moment



nav status bar. thesixtyone.com

nav status bar. facebook.com

nav status bar. digg.com



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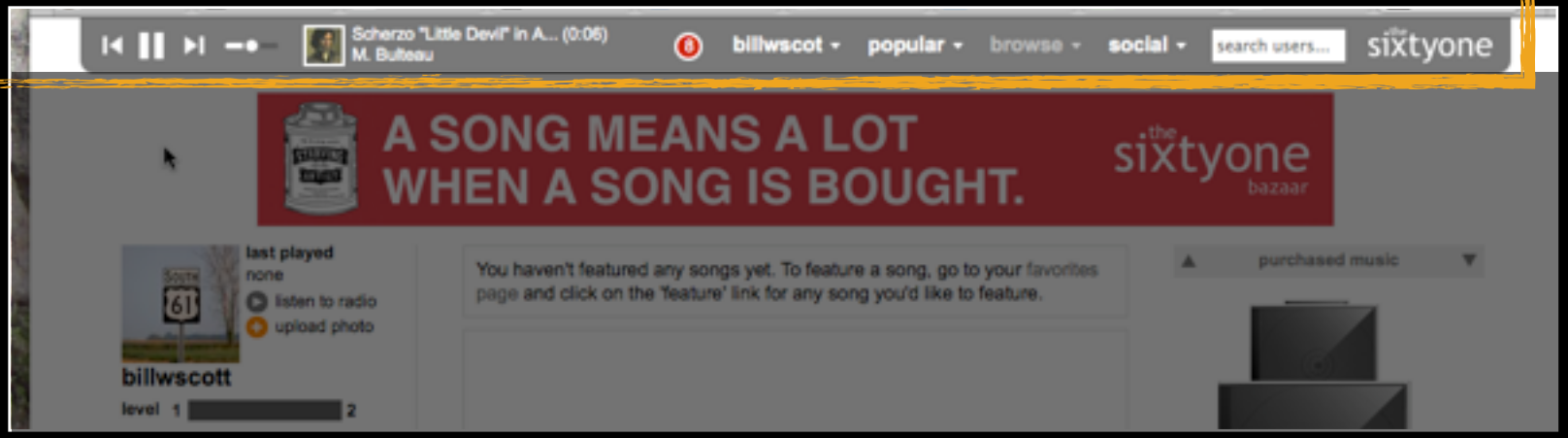
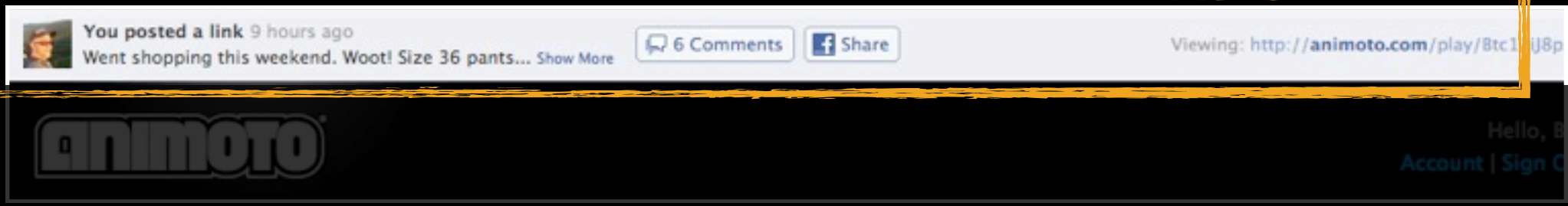
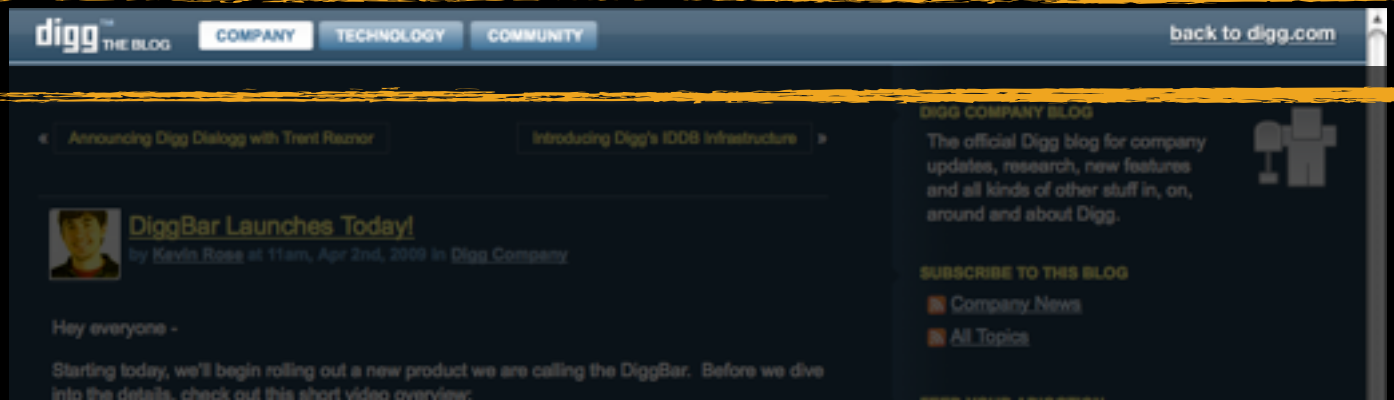


nav status bar. thesixtyone.com

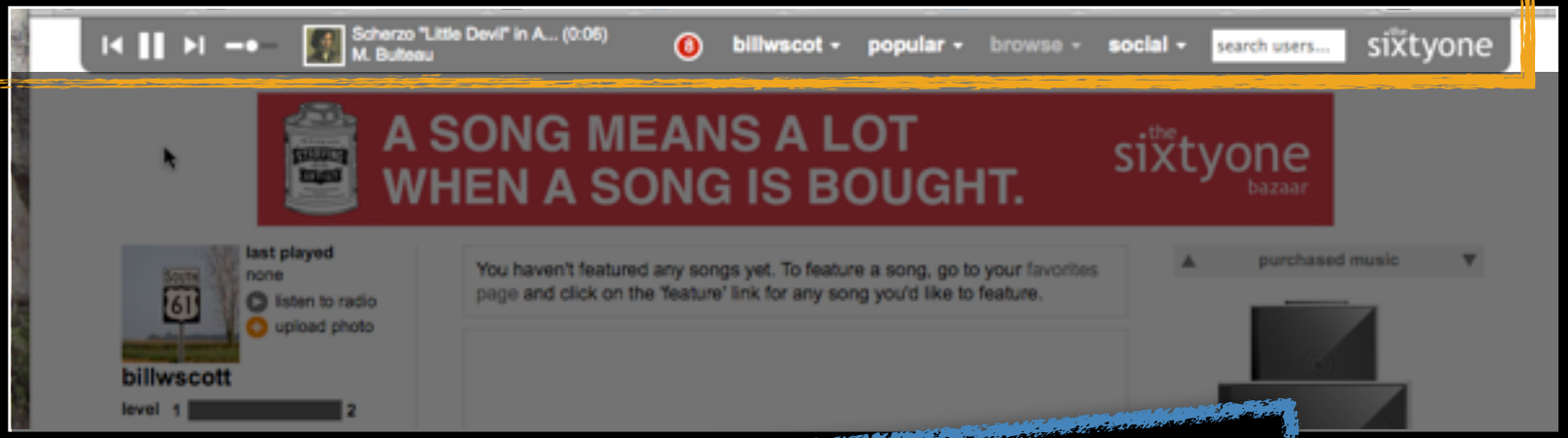


nav status bar. facebook.com

nav status bar. digg.com



Nav Bars: Extend the moment

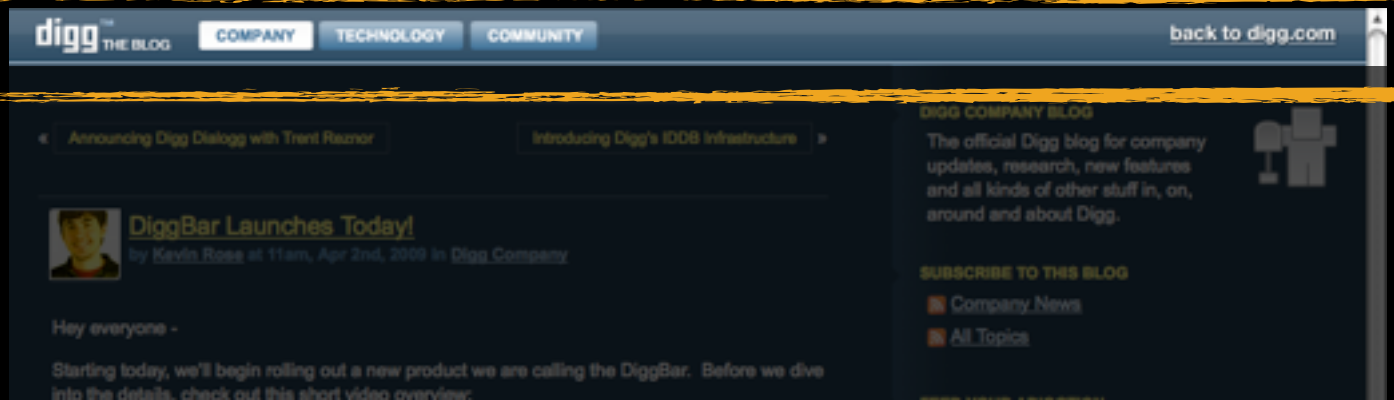


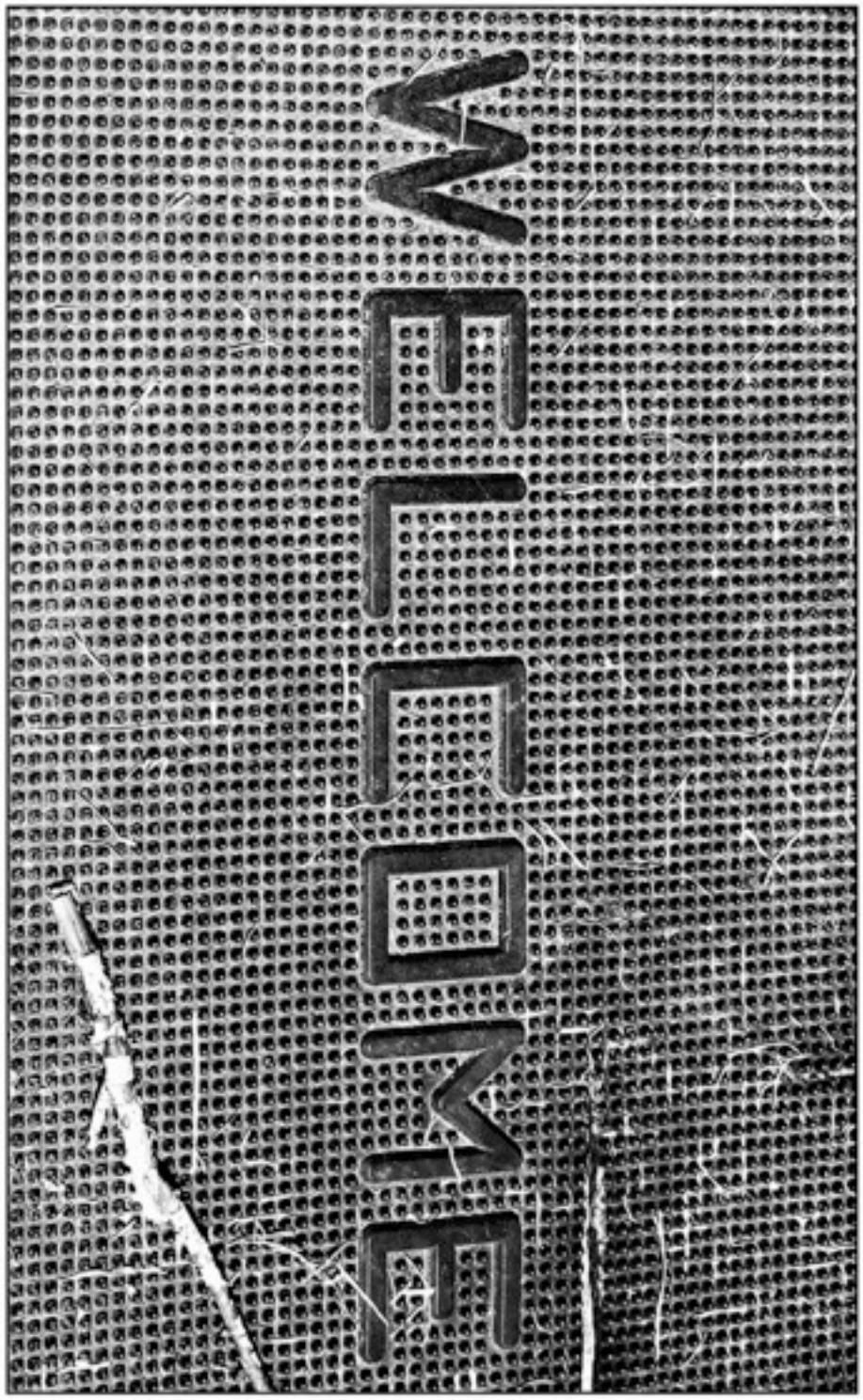
bar. thesixtyone.com

Maintain context across pages.

nav status bar. facebook.com

nav status bar. digg.com





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%
“Follow me on twitter.”	7.31%

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

PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%
“Follow me on twitter.”	7.31%
“You should follow me on twitter.”	10.09%

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

PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%
“Follow me on twitter.”	7.31%
“You should follow me on twitter.”	10.09%
“You should follow me on twitter here.”	12.81%

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

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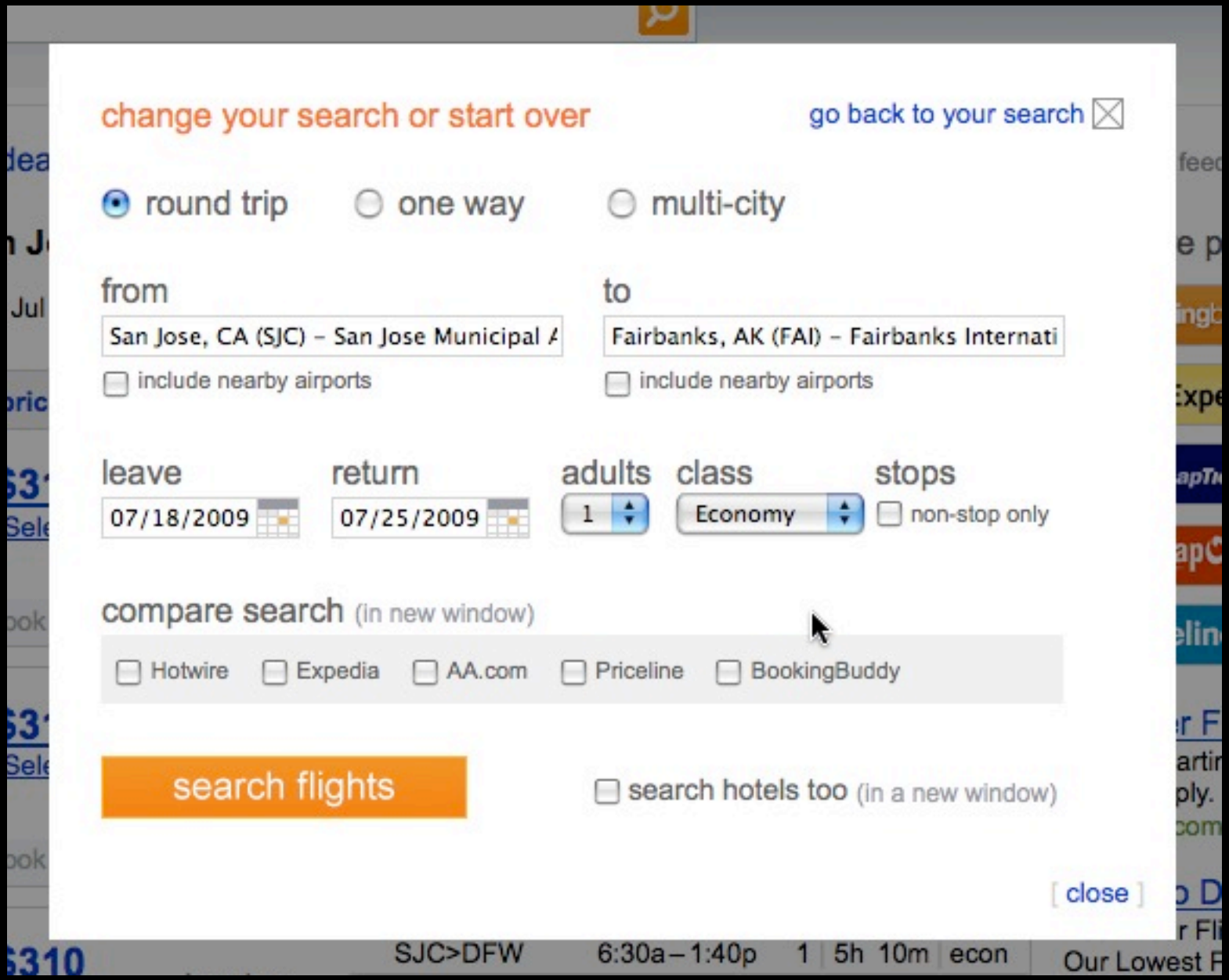
Use a clear call to action.

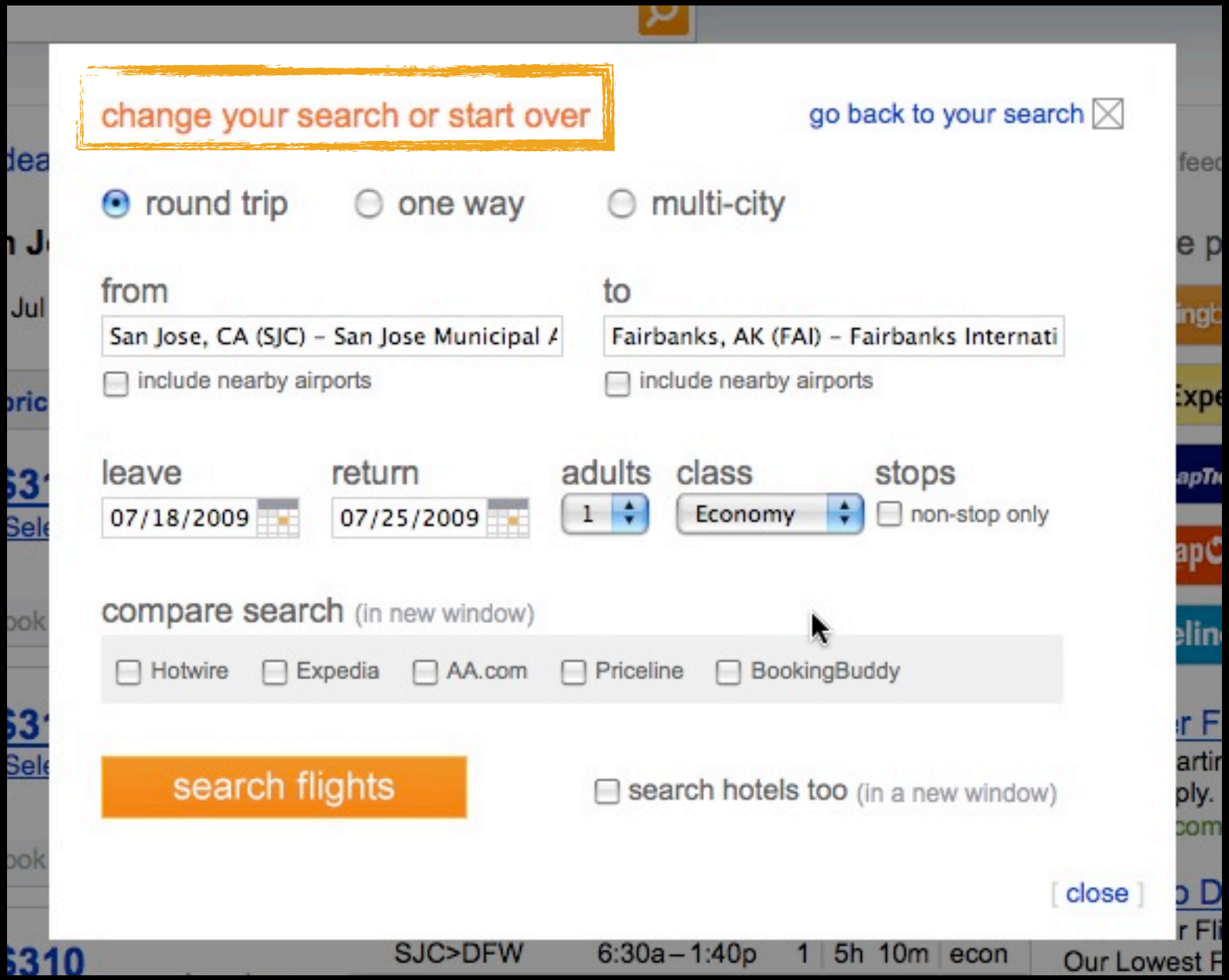
http://dustincurtis.com/images/twitter/green_spill.jpg

Anti-Pattern: No clear action



anti-pattern. no clear action. bing.com

Anti-Pattern: No clear action



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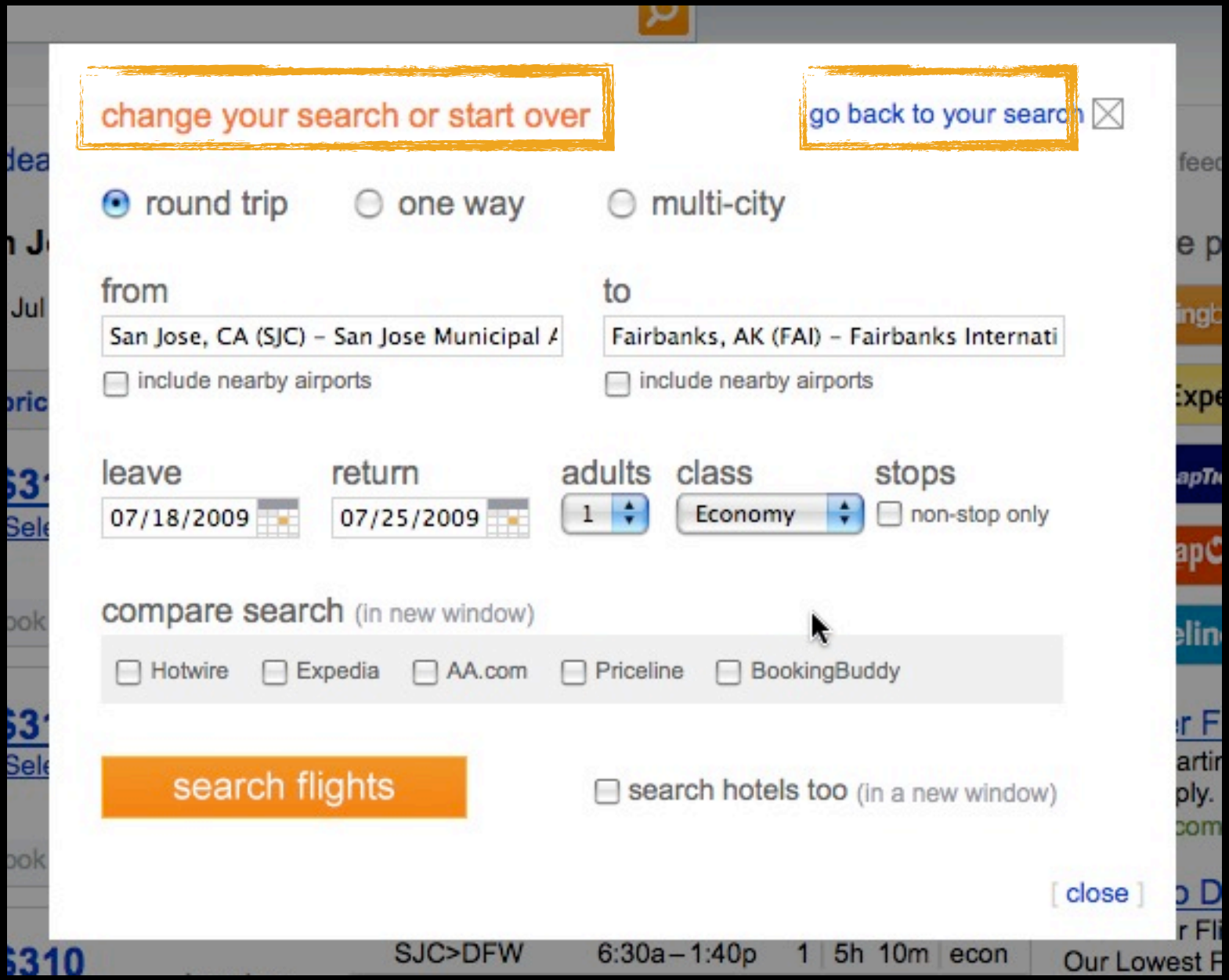
Anti-Pattern: No clear action



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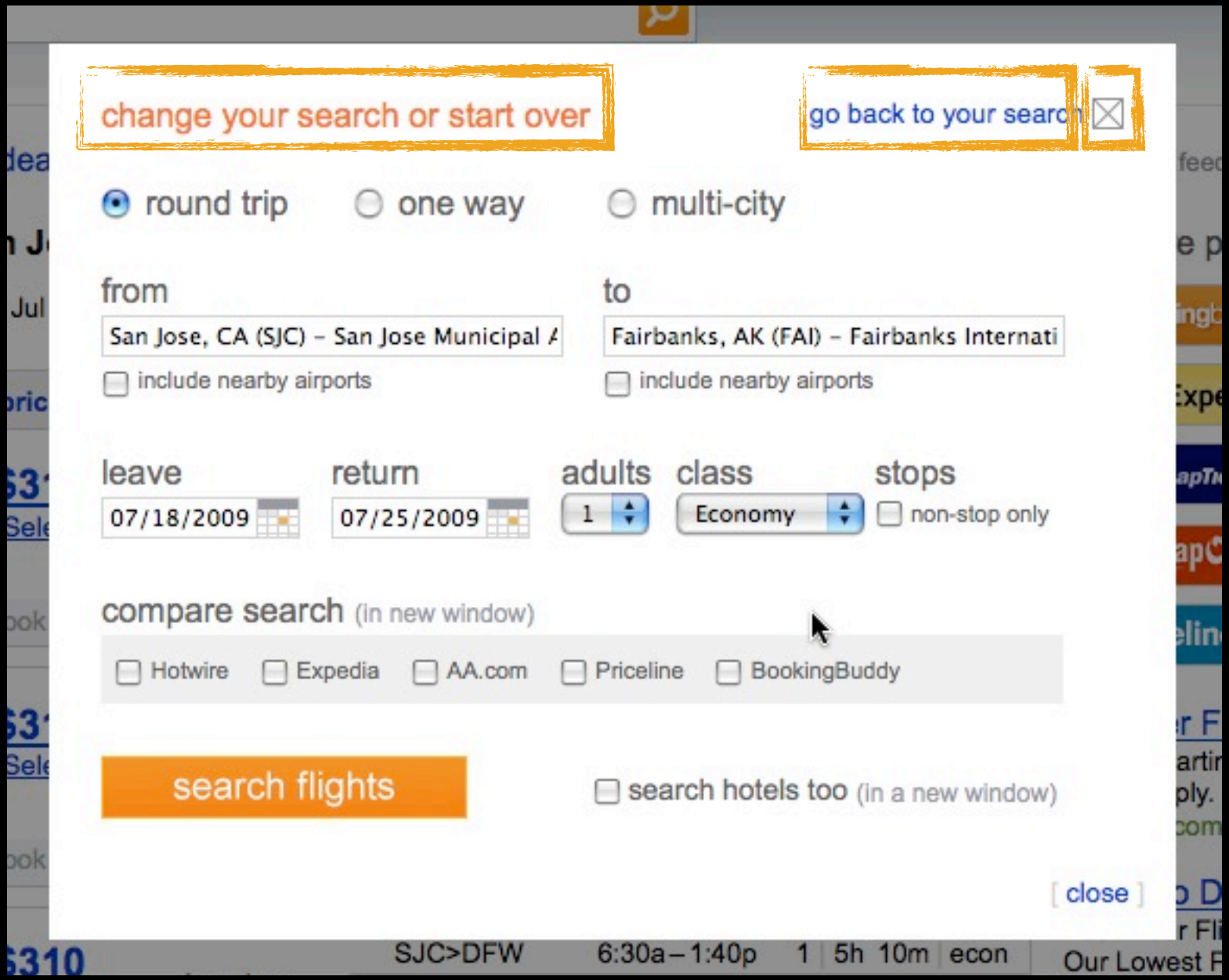
Anti-Pattern: No clear action



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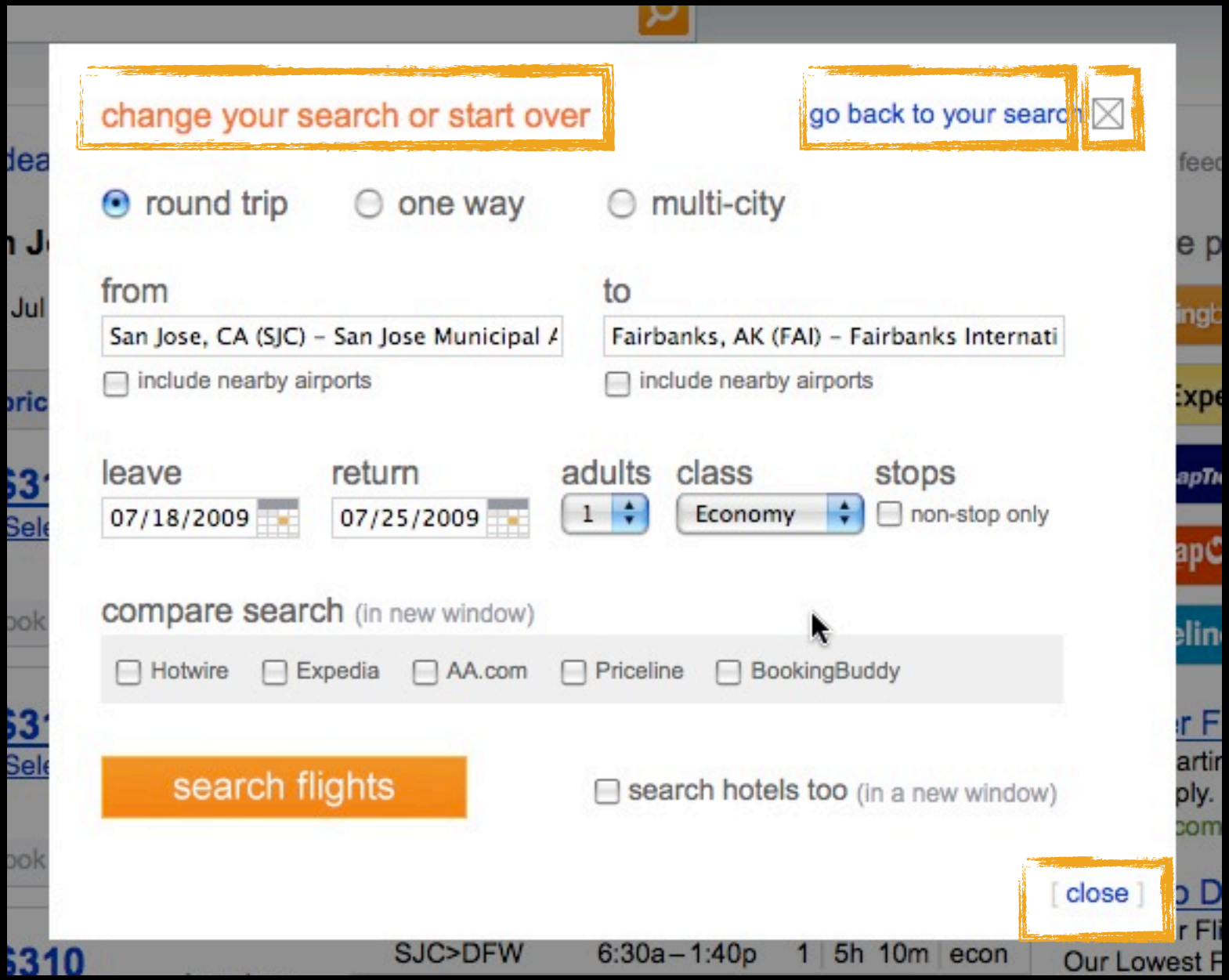

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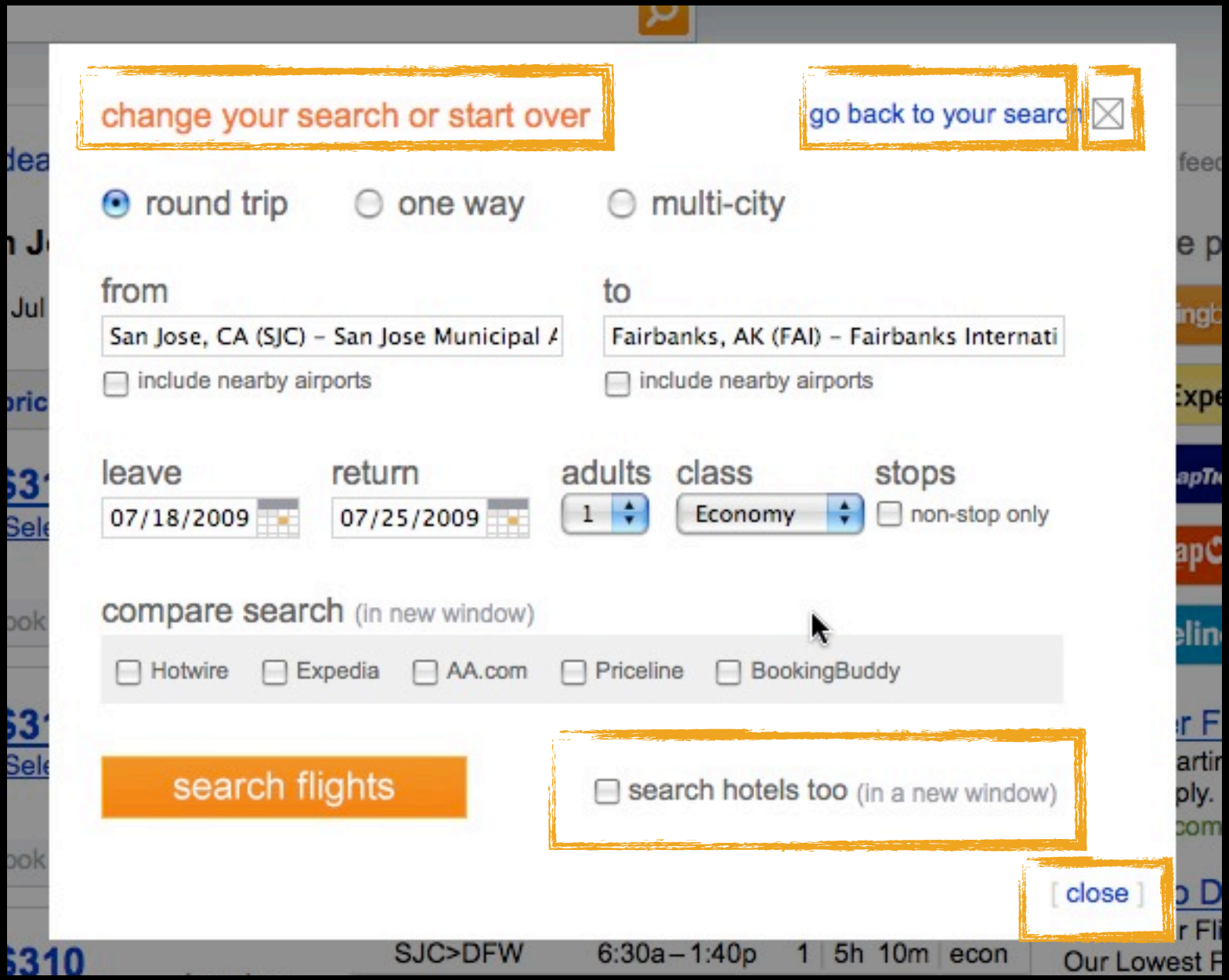

anti-pattern. no clear action. bing.com

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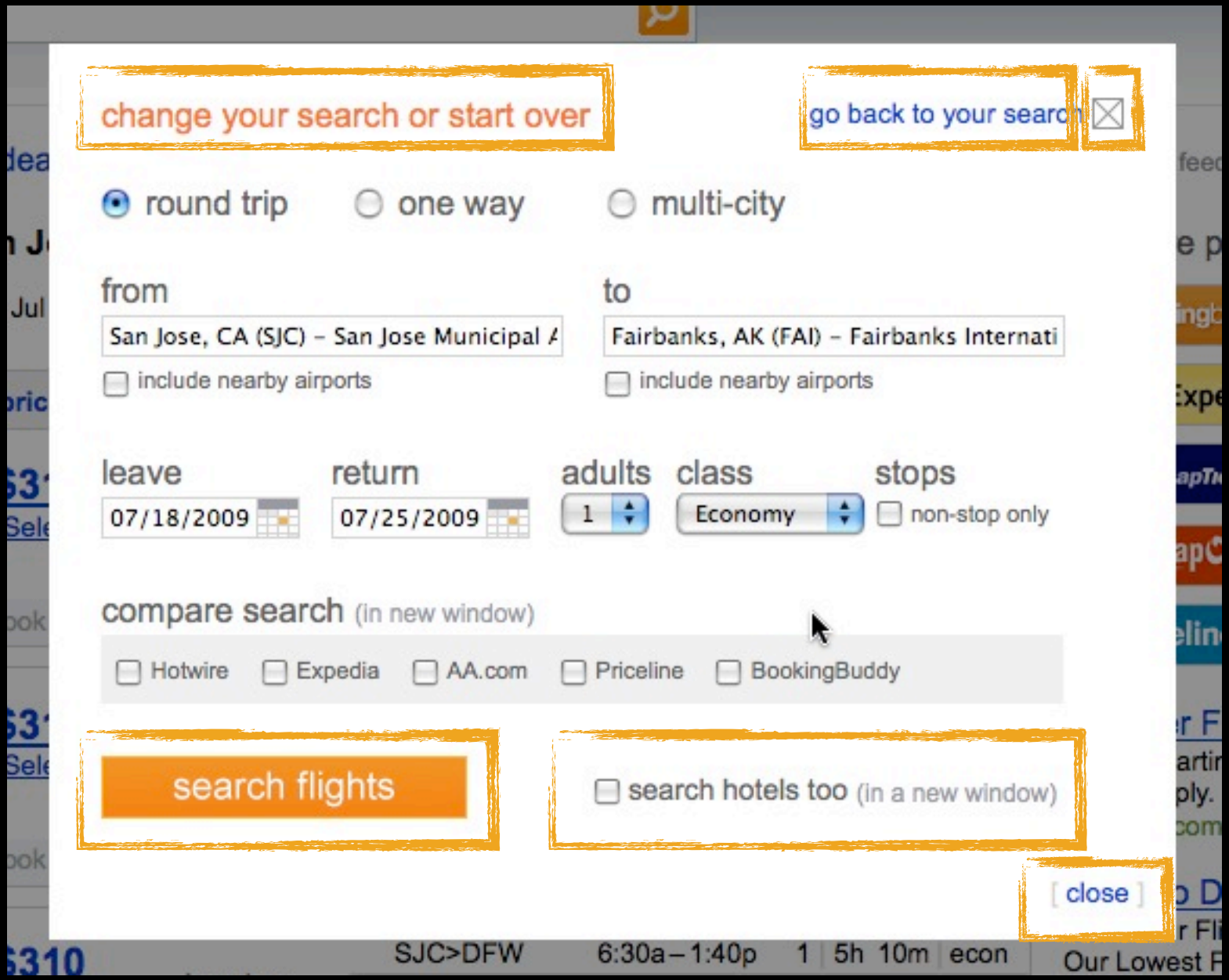

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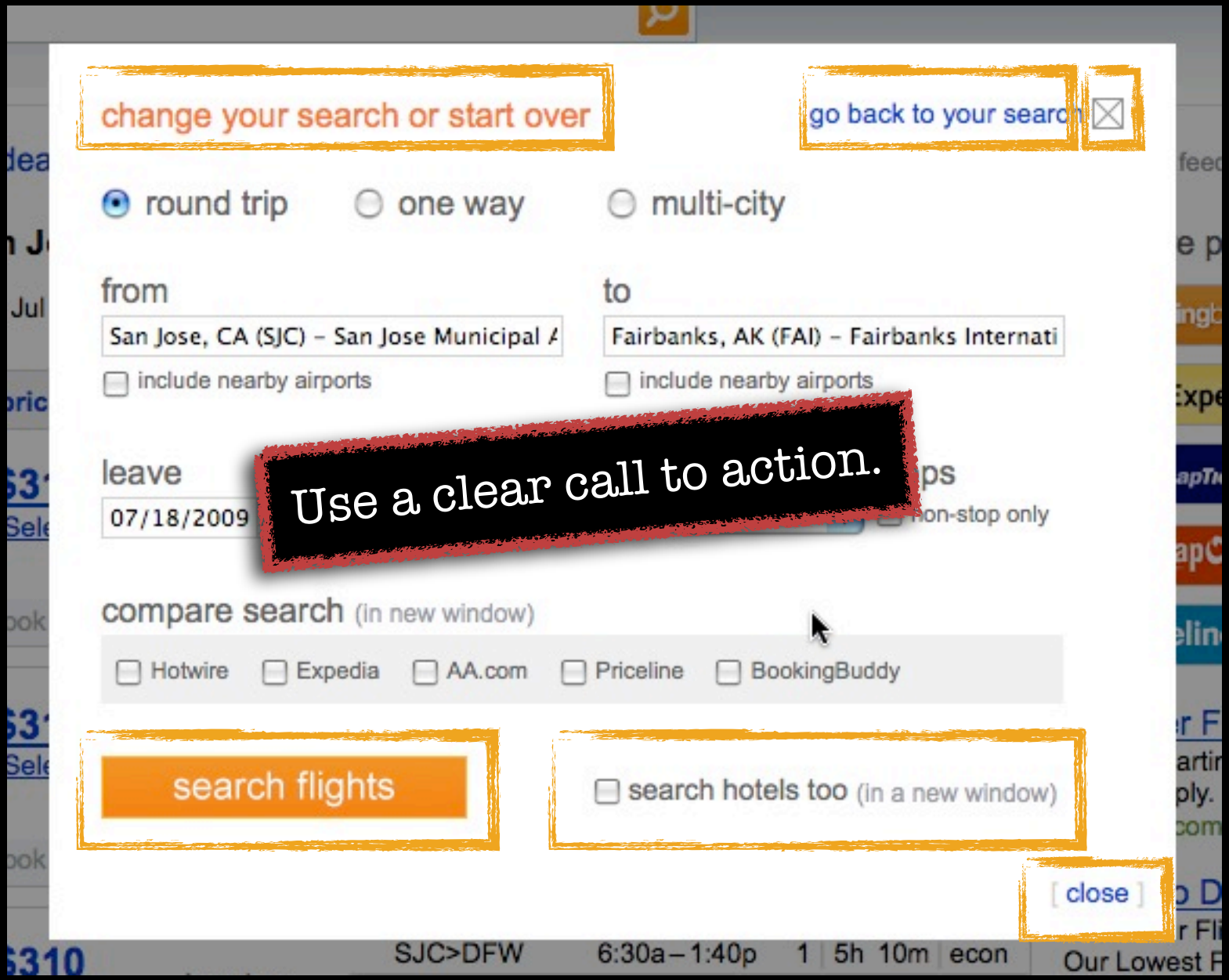

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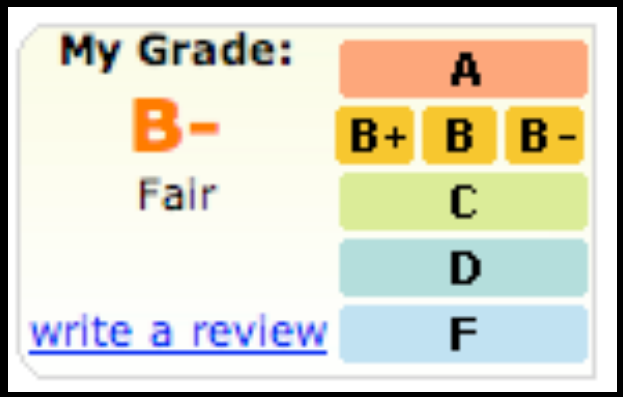
Hover Invitations

hover invitation. y!movies



Hover Invitations

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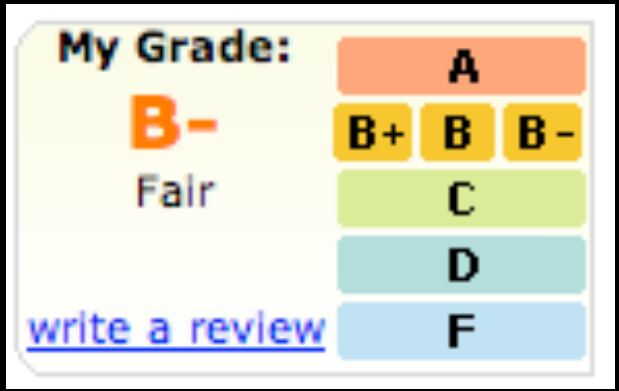

tooltip, hover & cursor invitation. flickr.com

Hover Invitations

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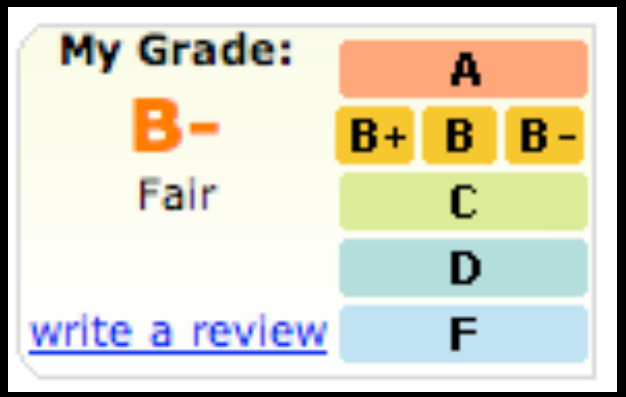

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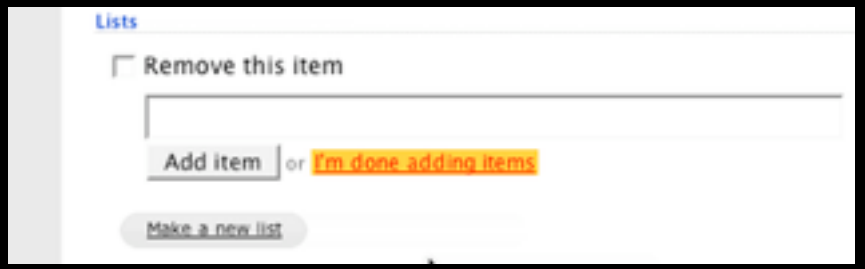

tooltip, hover & cursor invitation. flickr.com

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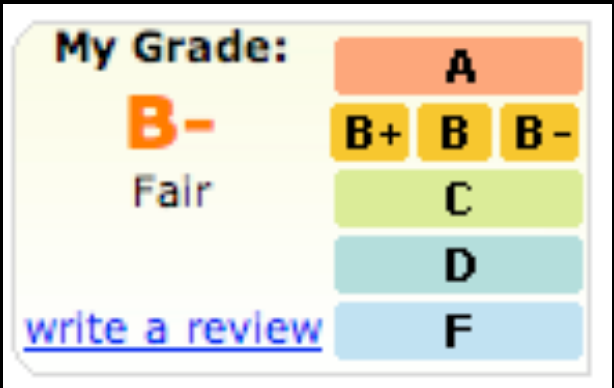

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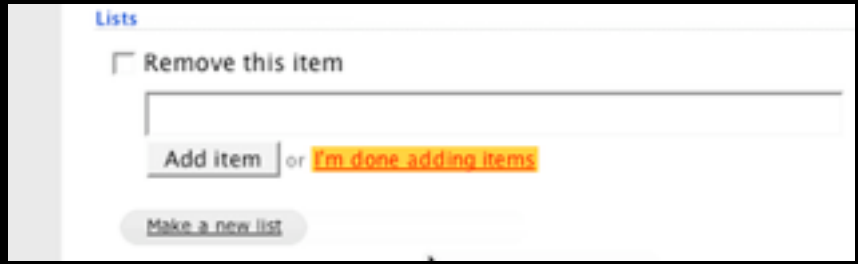
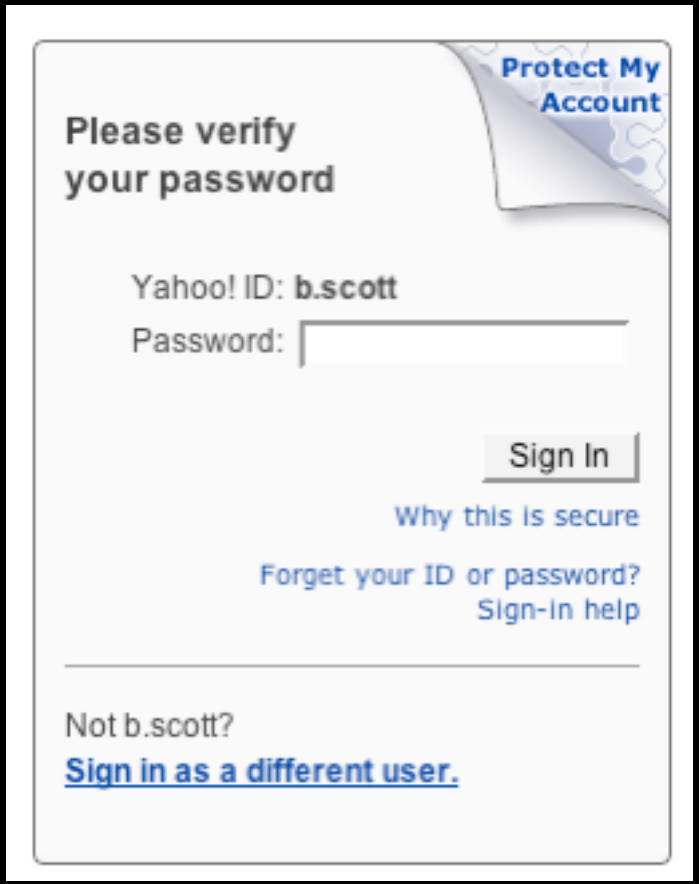


Aid discoverability with hover invitations.

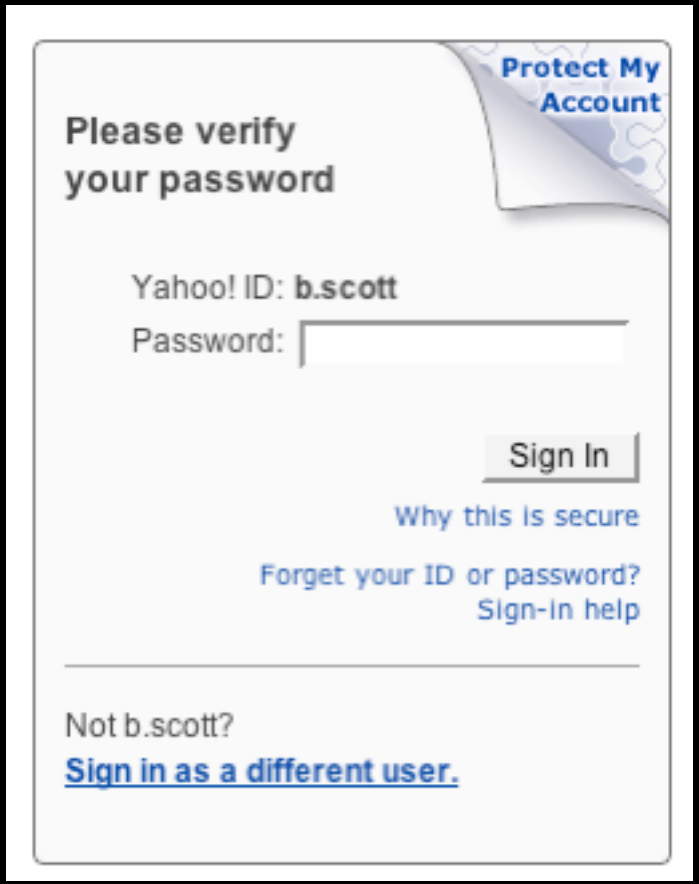
tooltip, hover & cursor invitation. flickr.com

Blank Slate Invitation



dog-ear invitation. login.yahoo.com

Blank Slate Invitation



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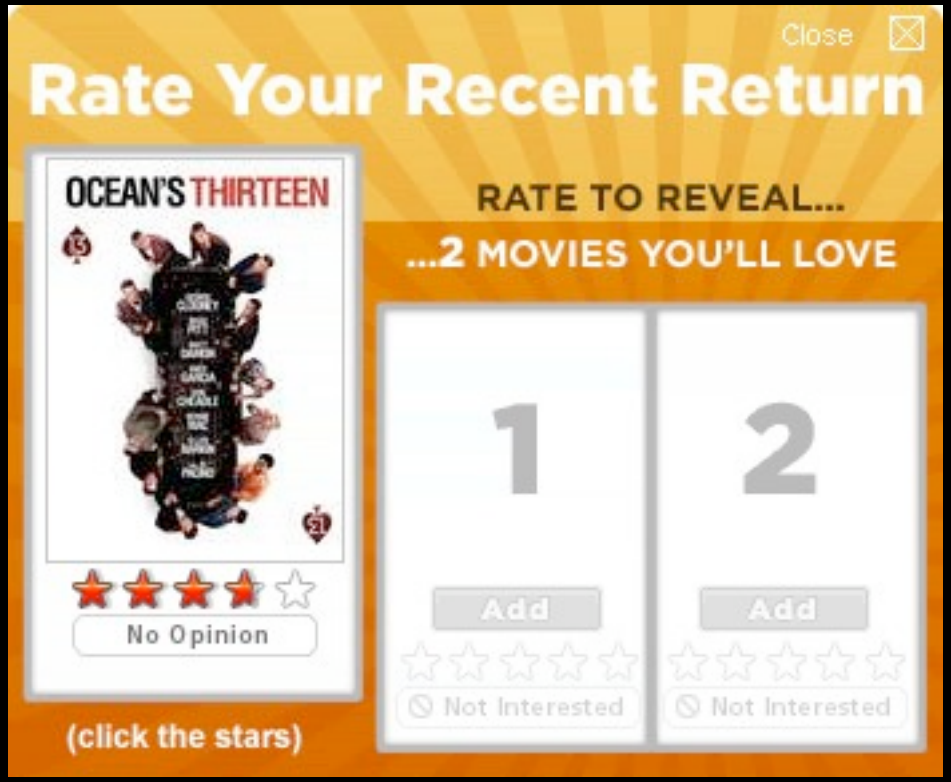
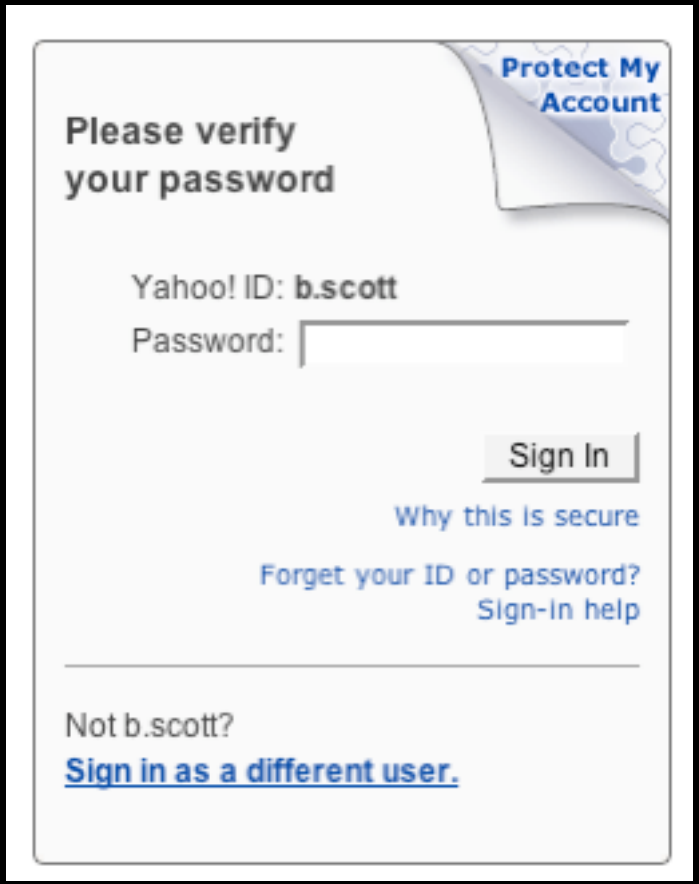


fill-in-the-blanks invitation. netflix

Blank Slate Invitation



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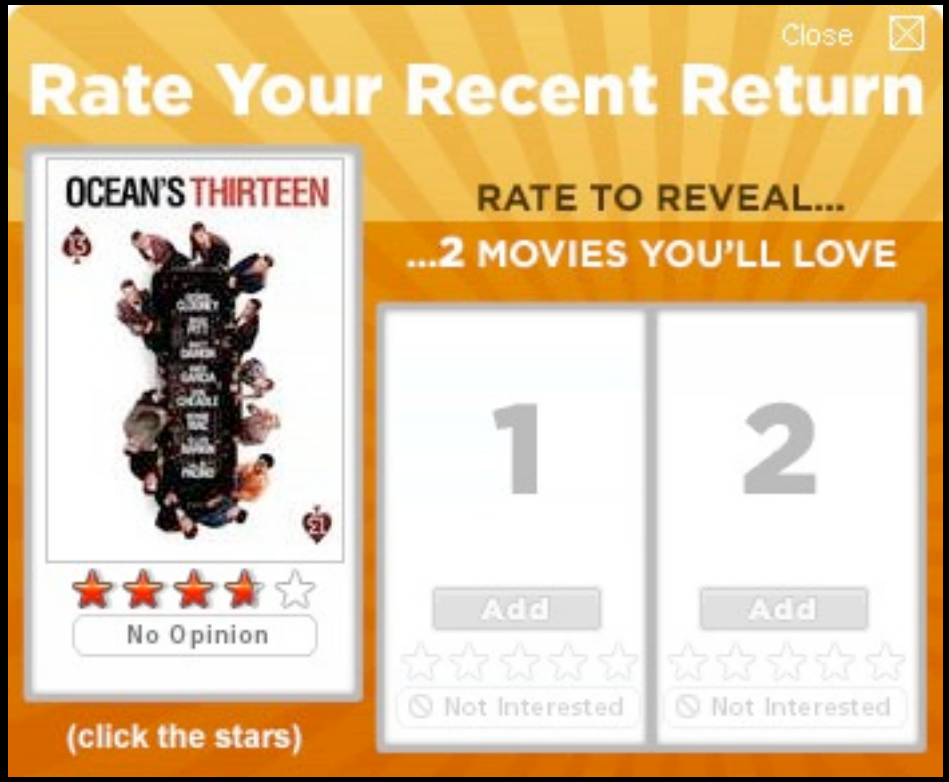
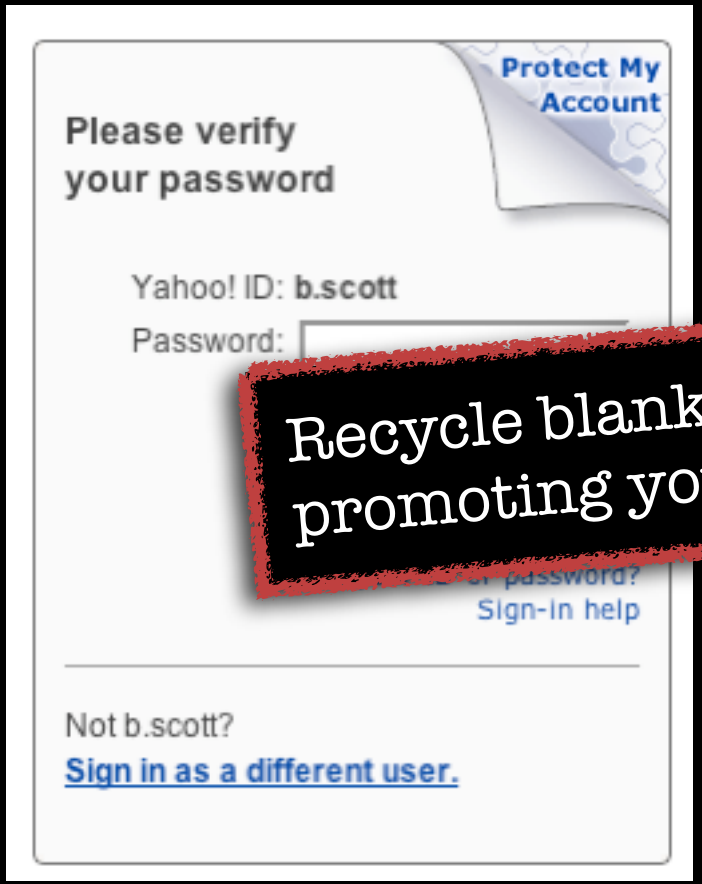


fill-in-the-blanks invitation. netflix

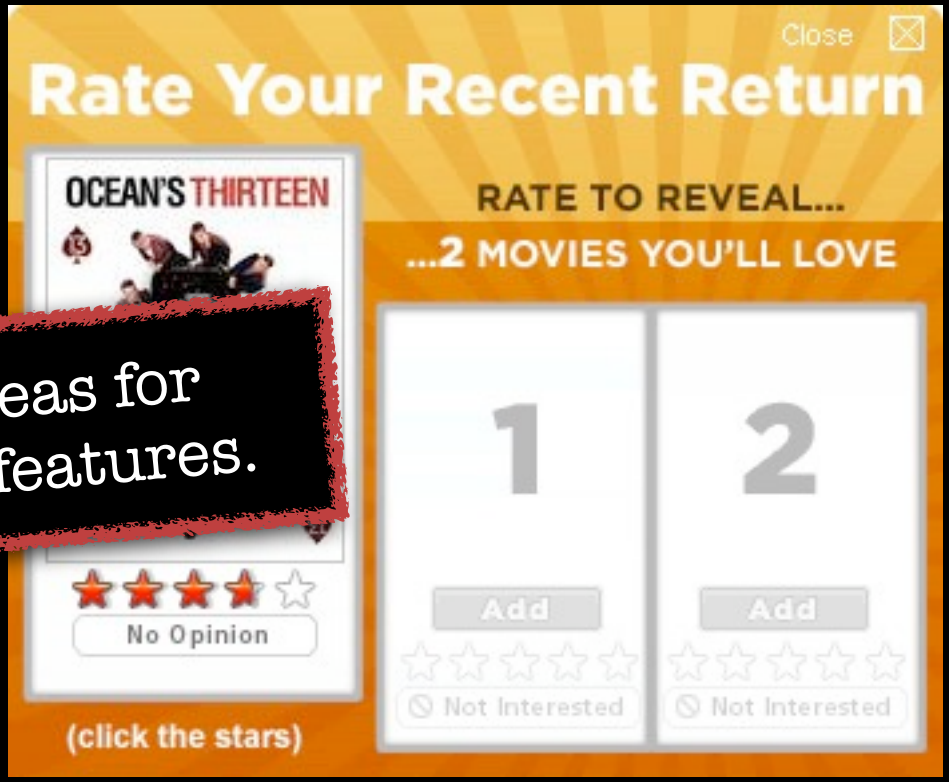
blank-slate invitation. backpackit

Blank Slate Invitation



dog-ear invitation. login.yahoo.com

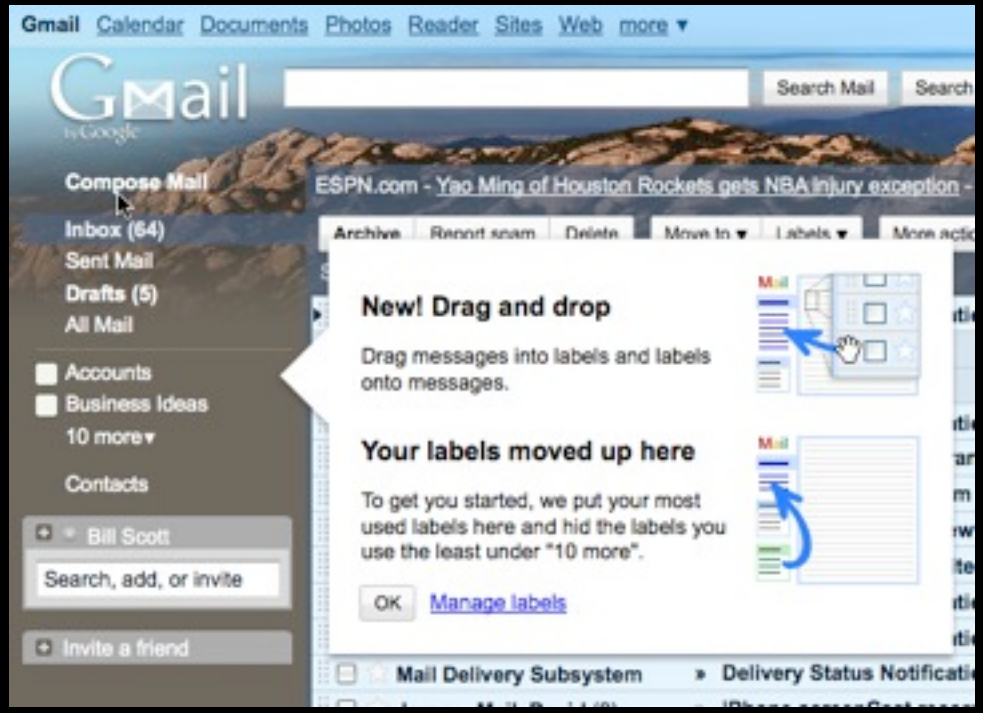
Recycle blank areas for promoting your features.



fill-in-the-blanks invitation. netflix

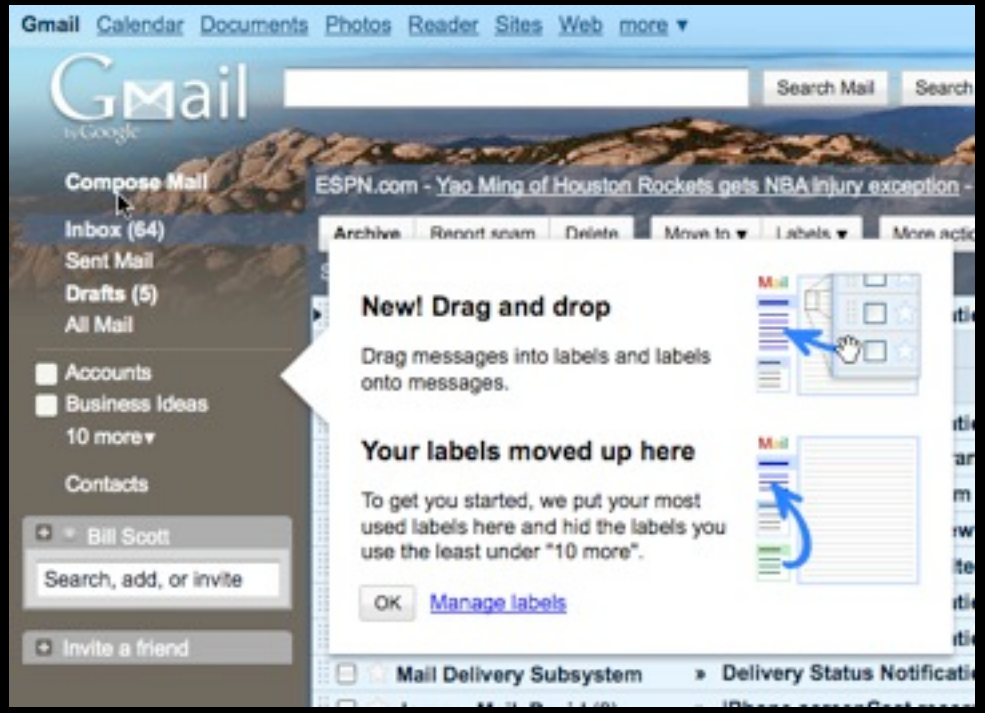
blank-slate invitation. backpackit

Tour Invitation



tour invitation. gmail

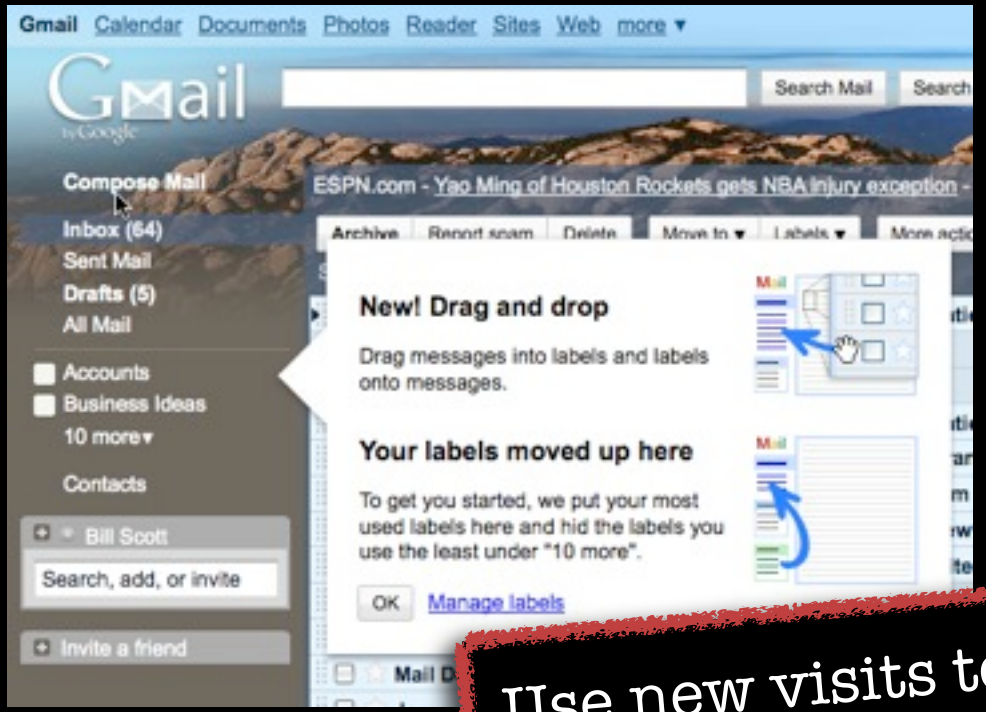
Tour Invitation



tour invitation. gmail

tour invitation. yahoo.com

Tour Invitation

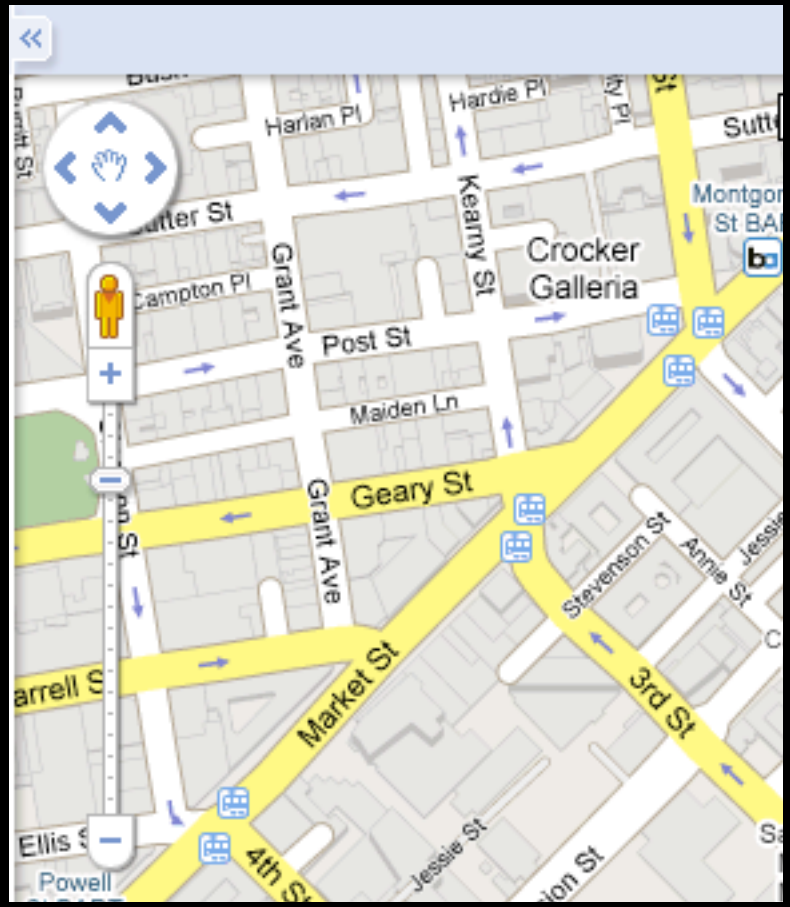


tour invitation. gmail

ion. yahoo.com

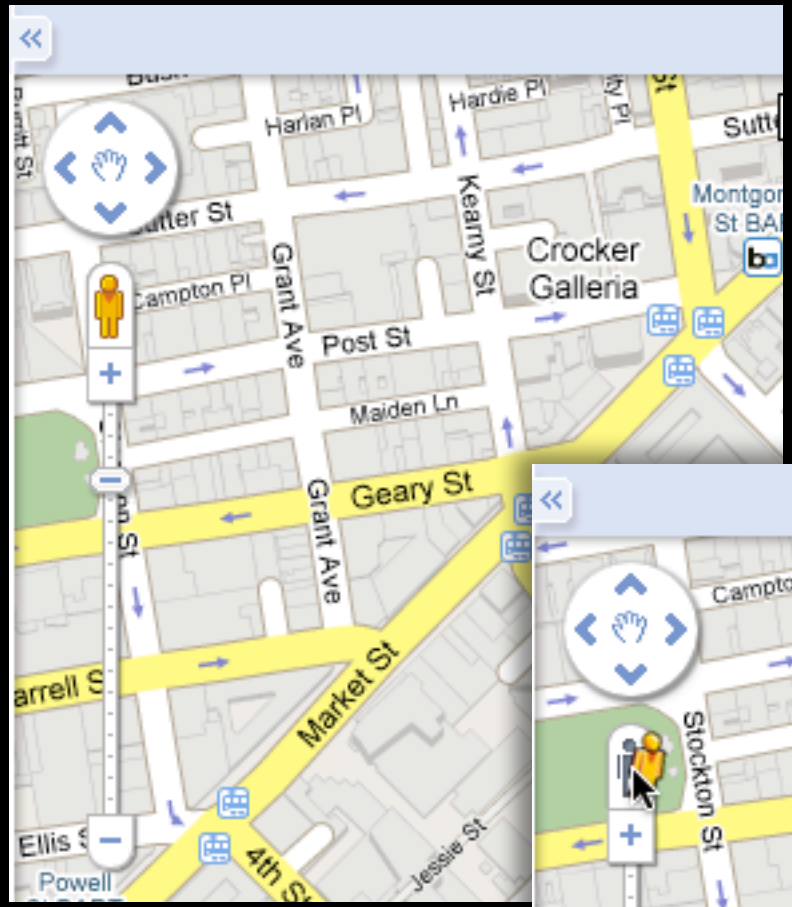
Use new visits to promote new features.

Drag & Drop Invitation



drag invitation. google maps

Drag & Drop Invitation



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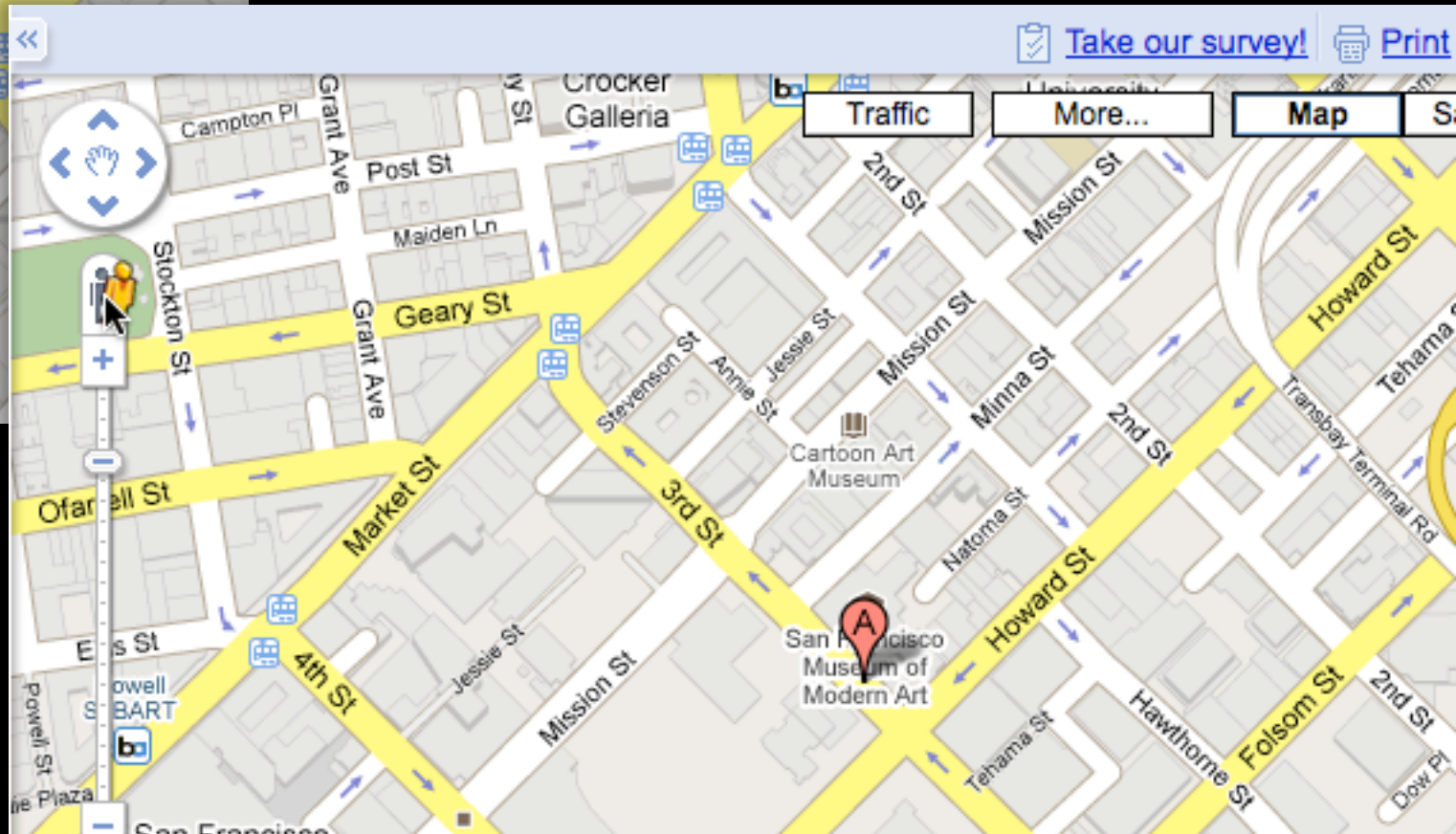
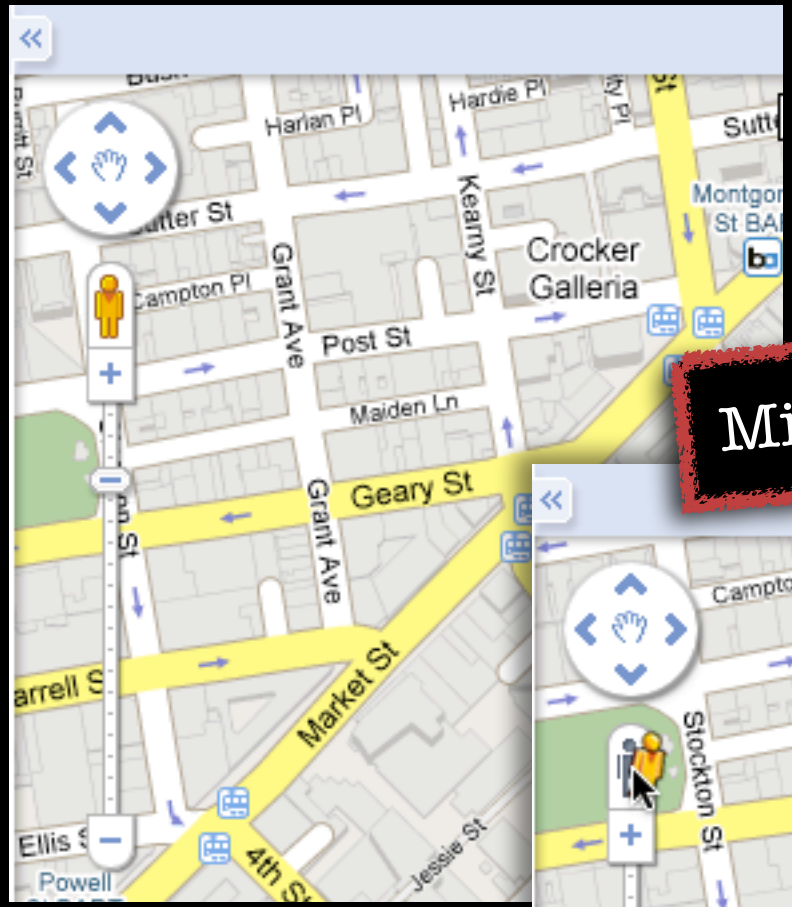


drop invitation. google maps

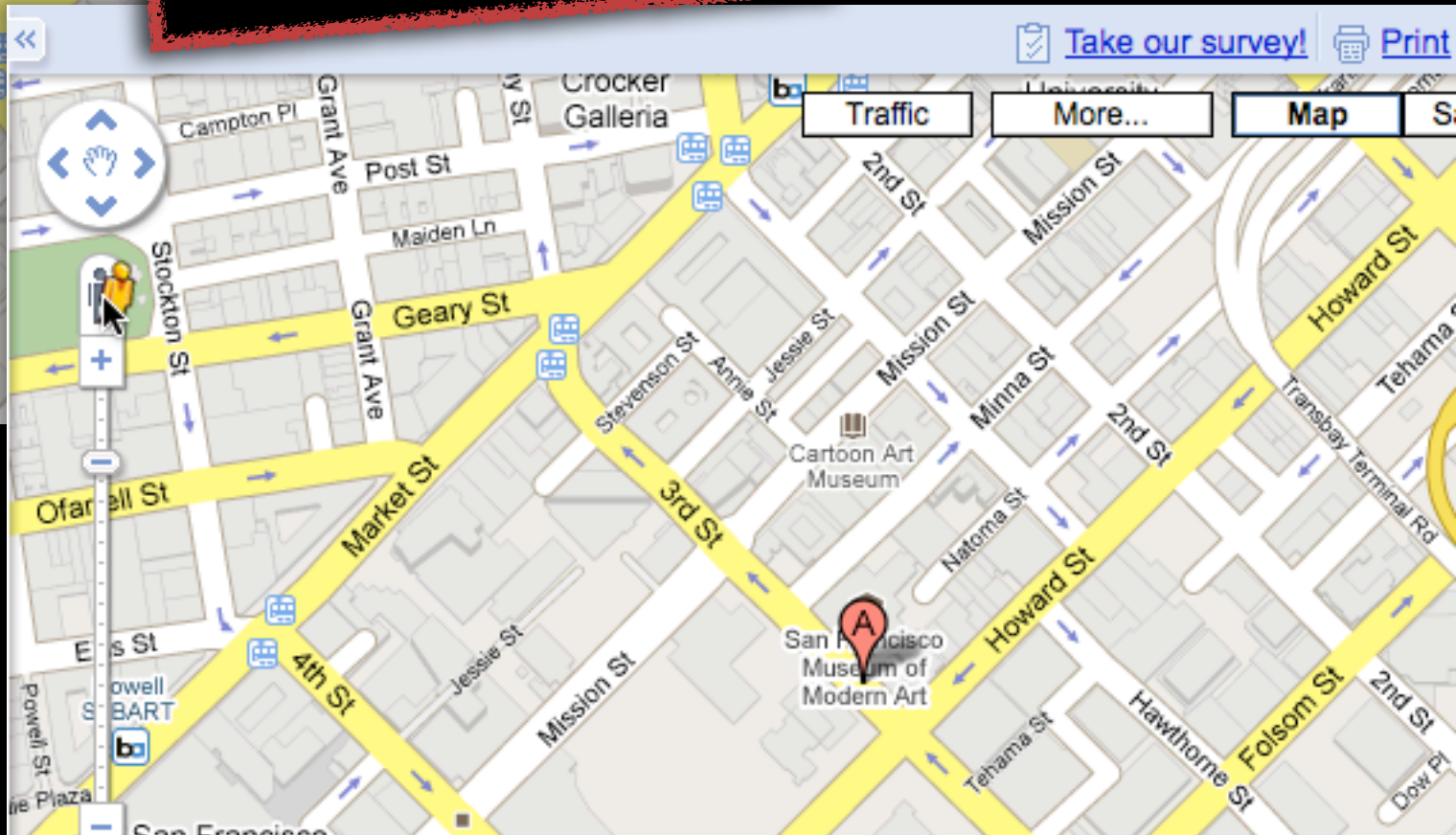
Drag & Drop Invitation



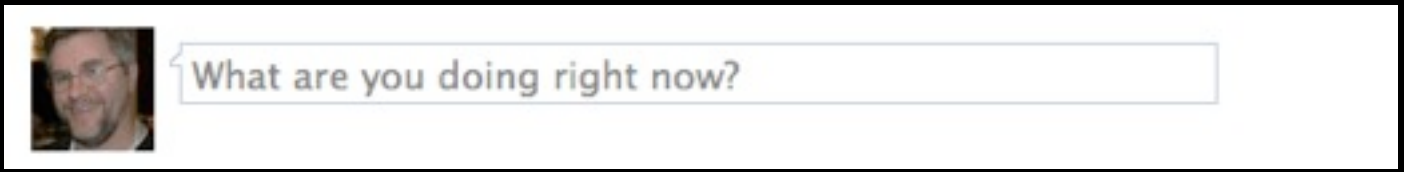
drag invitation. google maps

Mind your moments.

drop invitation. google maps



Prompt Invitation



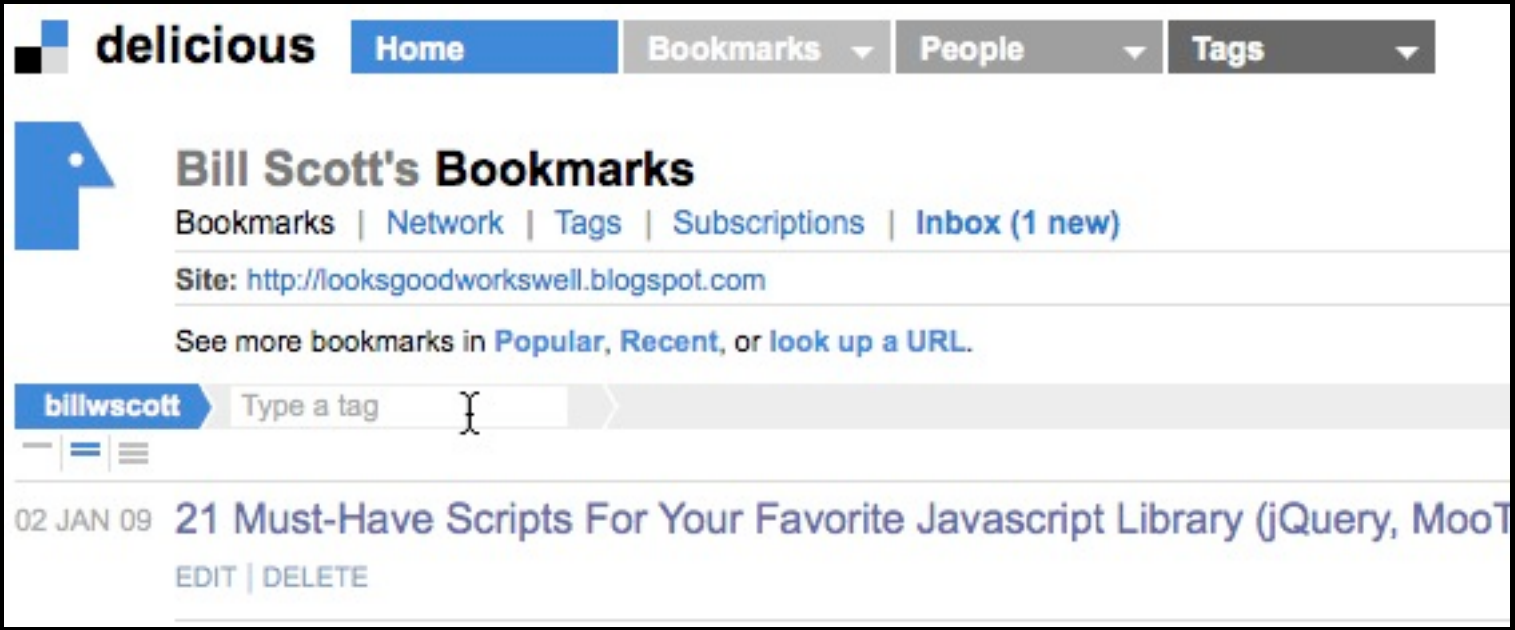
facebook.com

Prompt Invitation

facebook.com

Prompt Invitation

facebook.com

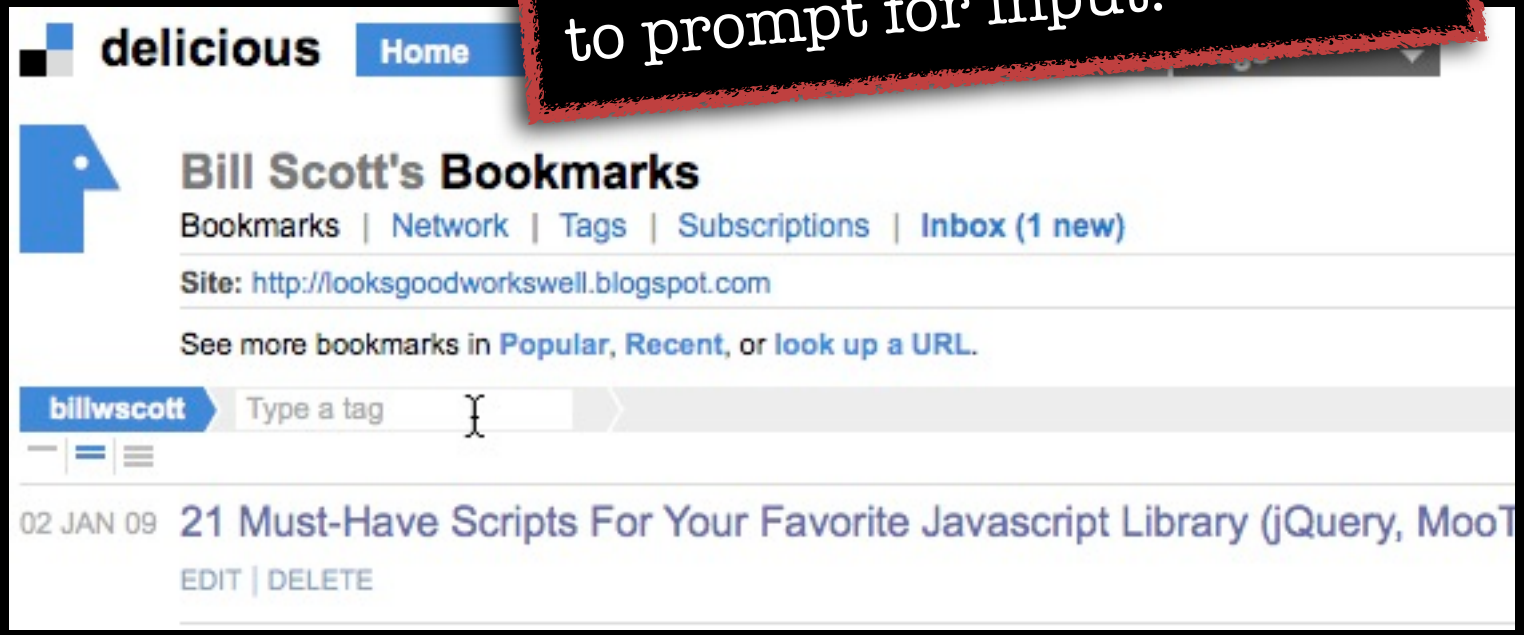


delicious.com

Prompt Invitation

facebook.com

Use questions or commands to prompt for input.



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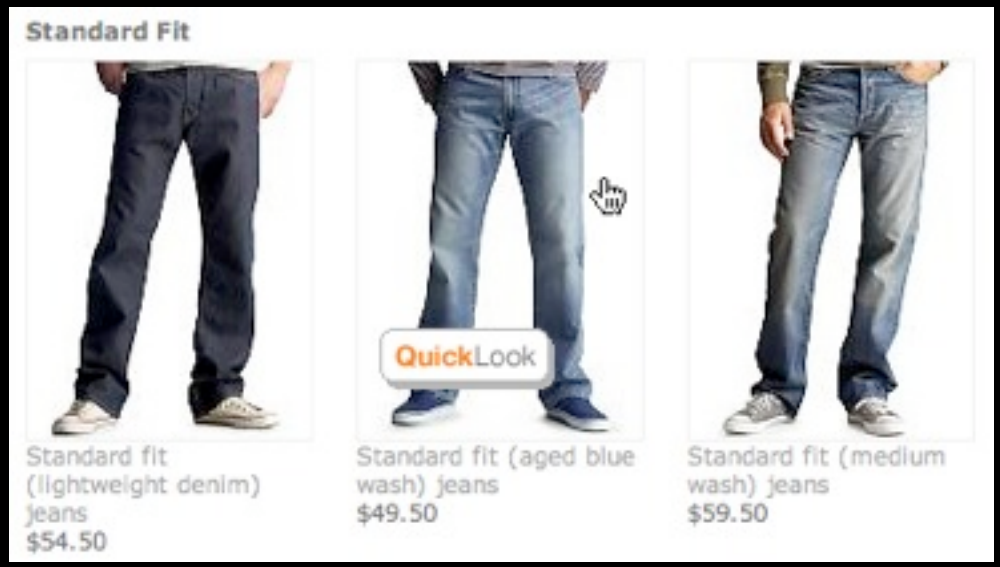
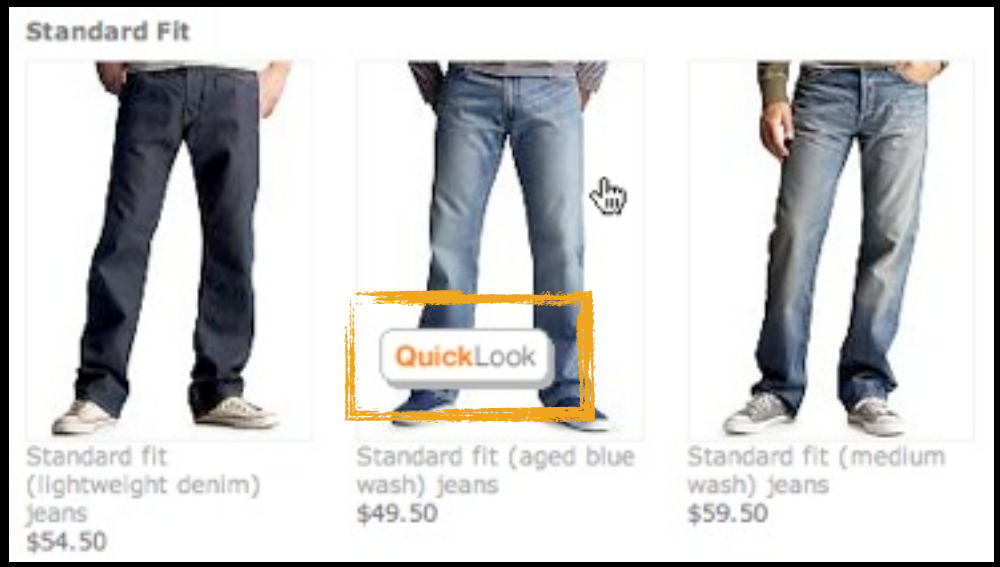


button. the gap



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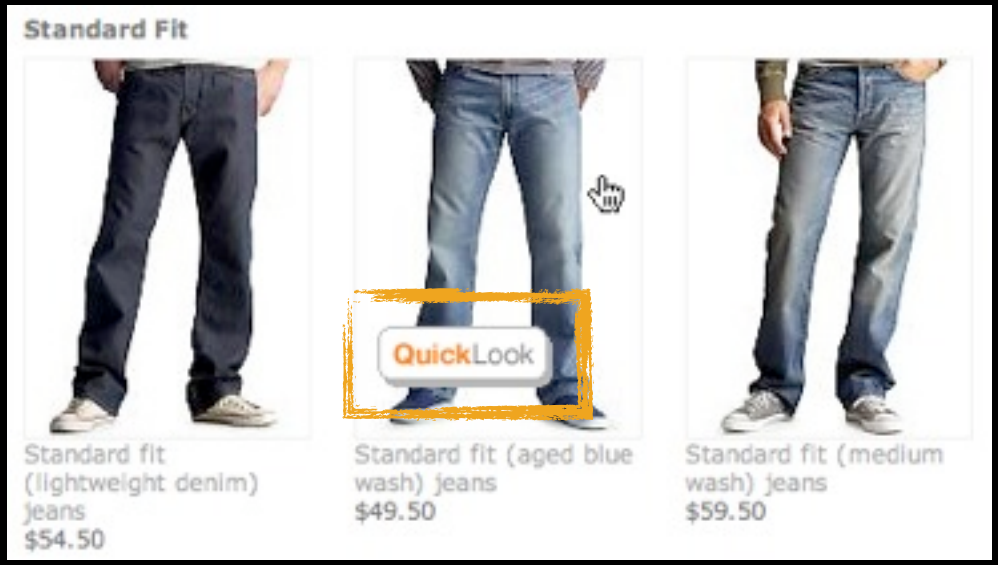
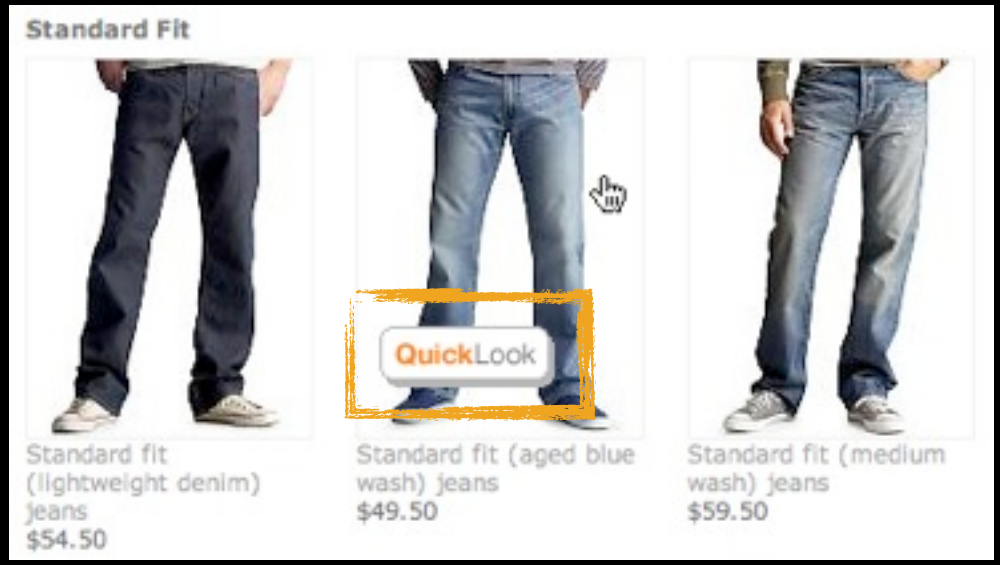


button. the gap

hyperlink. backpackit



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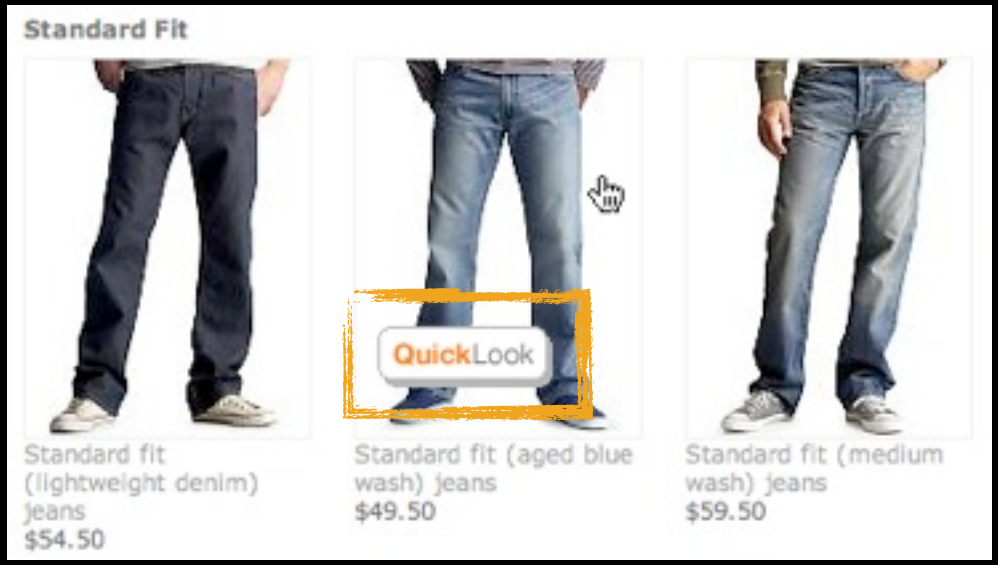
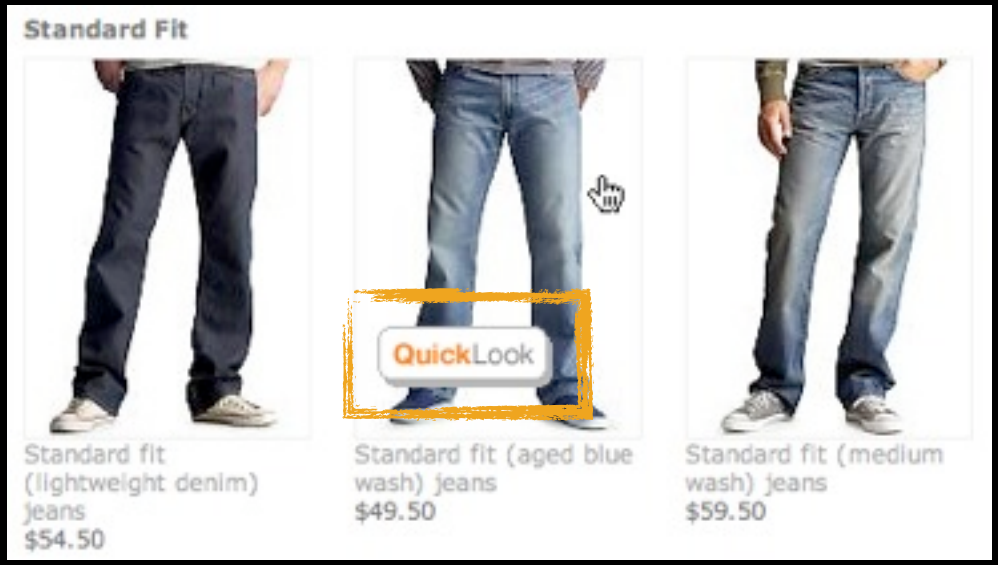


button. the gap

hyperlink. backpackit

drop down arrow. flickr



button. the gap

hyperlink. backpackit

drop down arrow. flickr

button. the gap

Bridge new interaction styles with familiar idioms.

hyperlink. backpackit

drop down arrow. flickr

Show transitions.

MIND HACKS

Tips & Tools for Using Your Brain

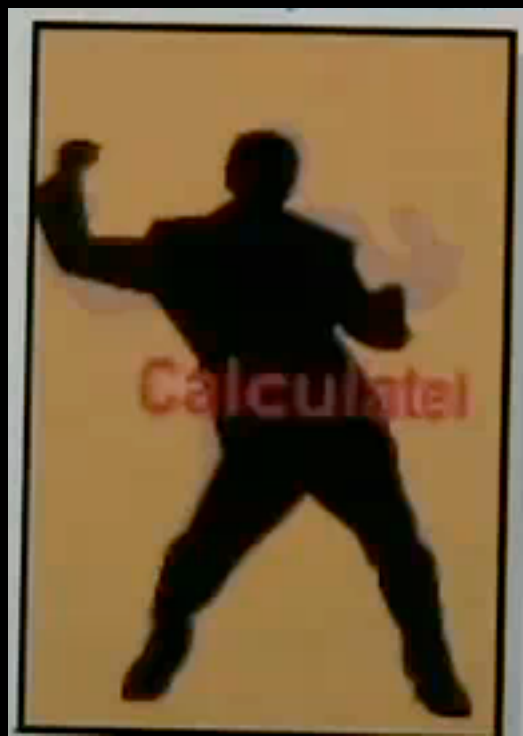
Tom Stafford &
Matt Webb

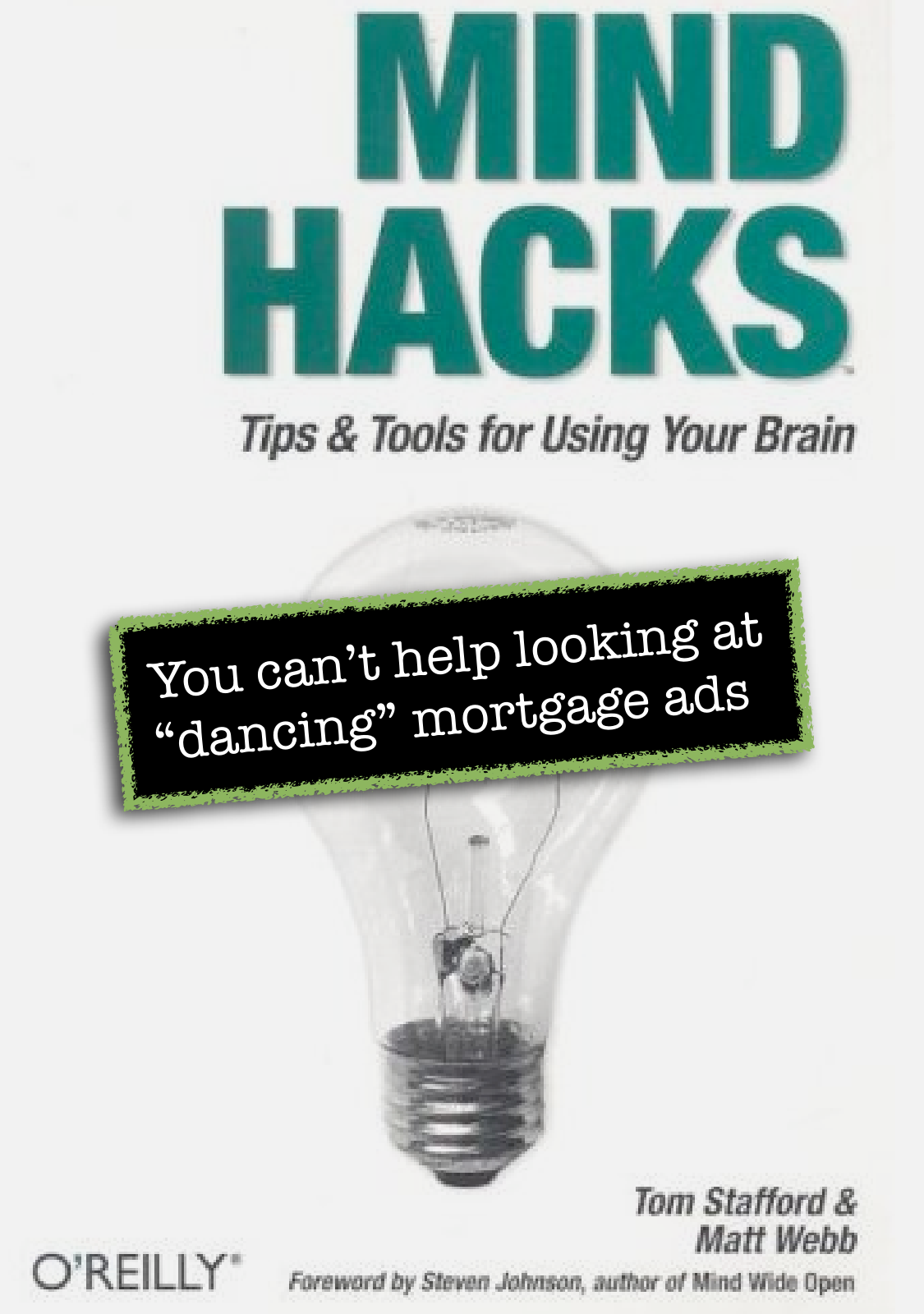
O'REILLY®

Foreword by Steven Johnson, author of Mind Wide Open

Attention processing is hard-wired into the brain

It is chemistry. You can't help it.





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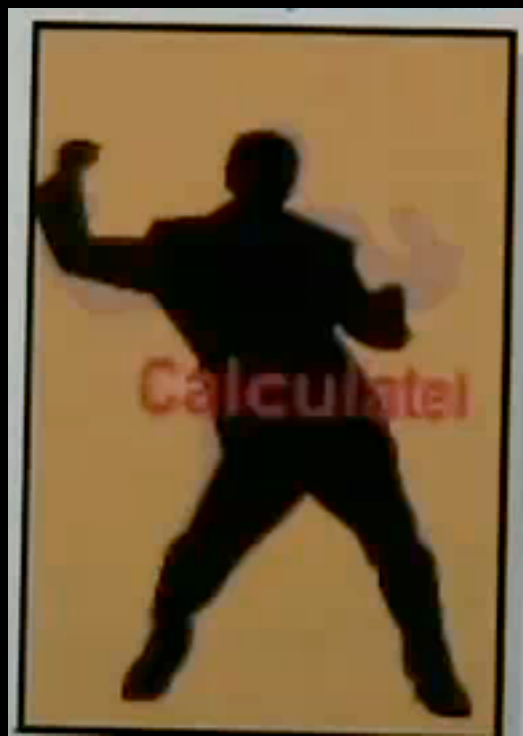
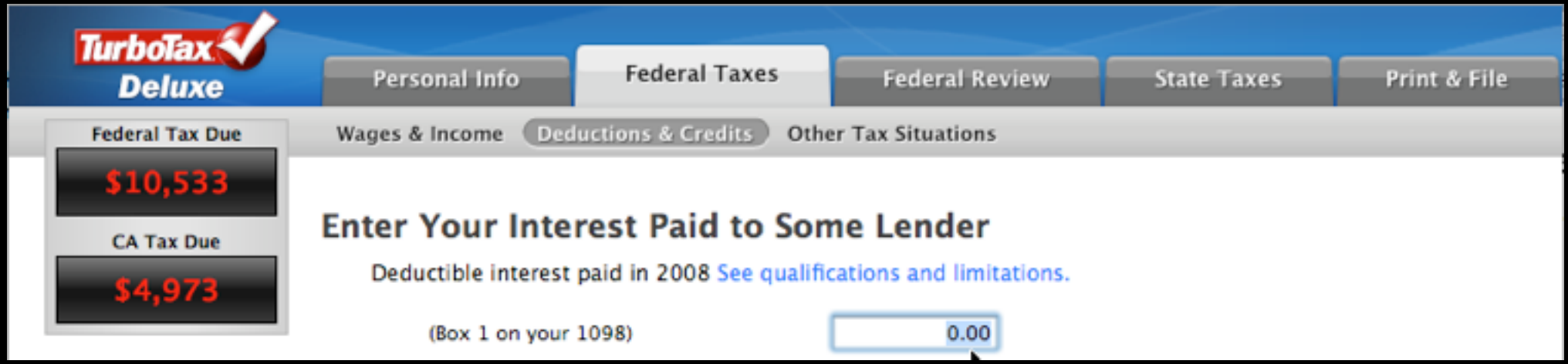
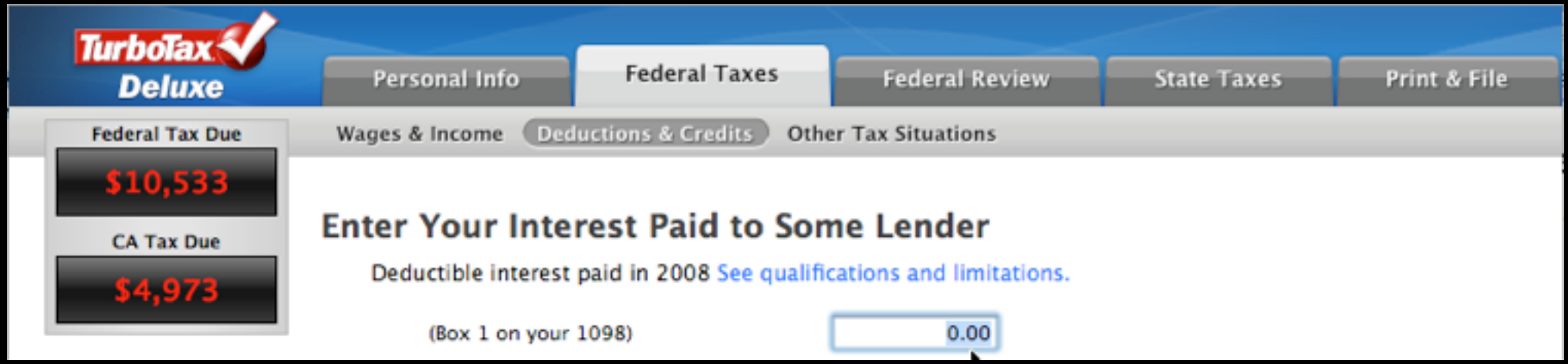




anti-pattern. needless fanfare. macintosh turbo tax



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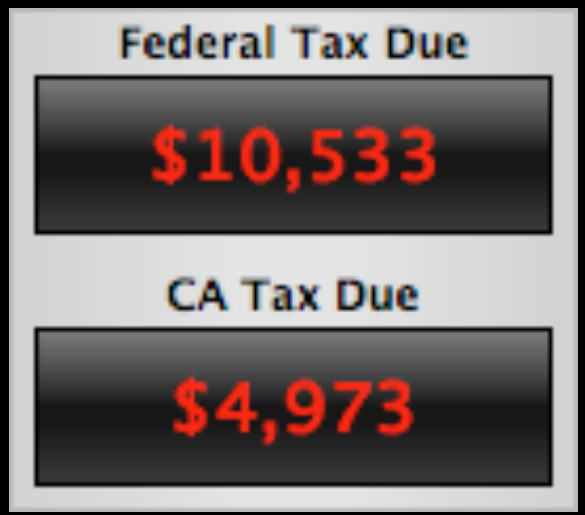
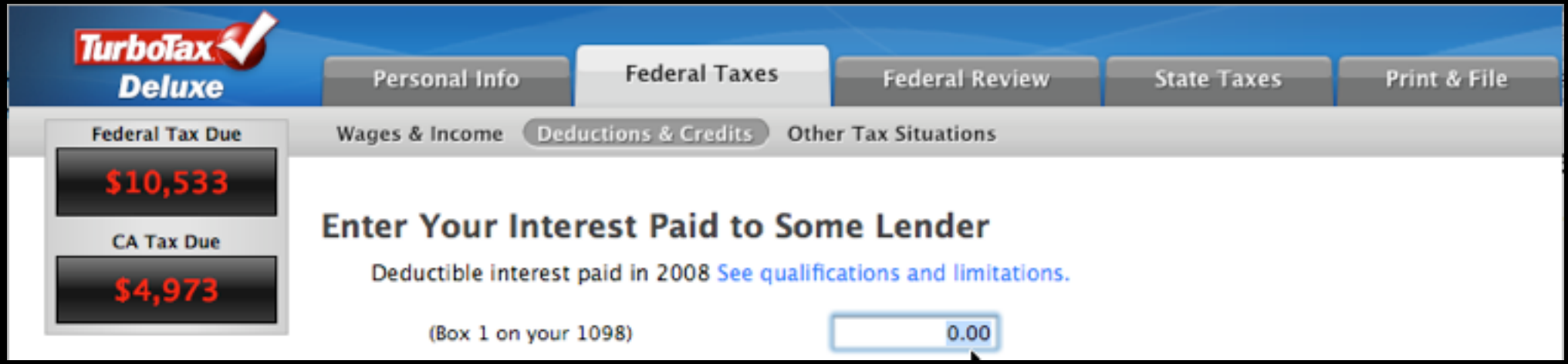


again in slow-motion...



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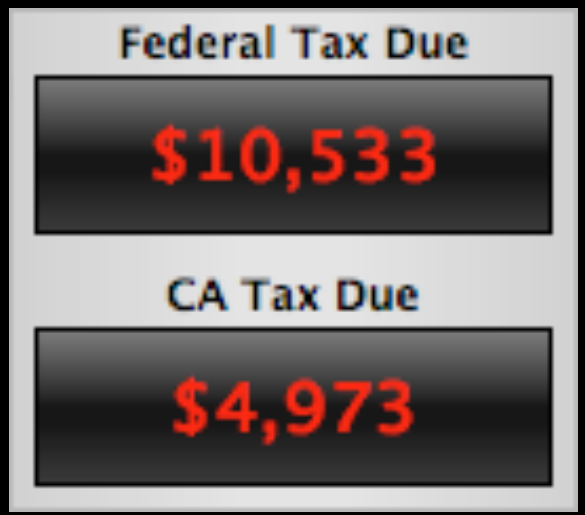

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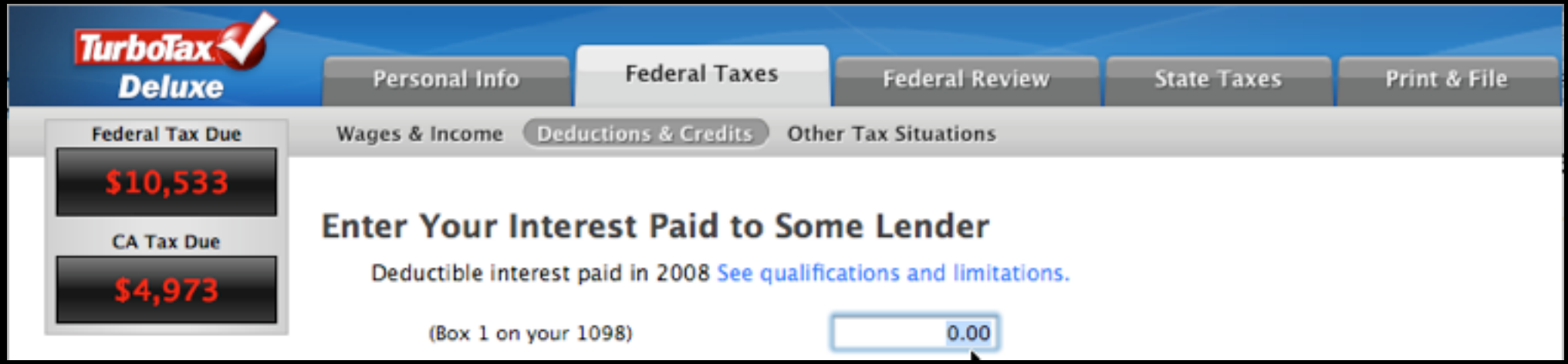

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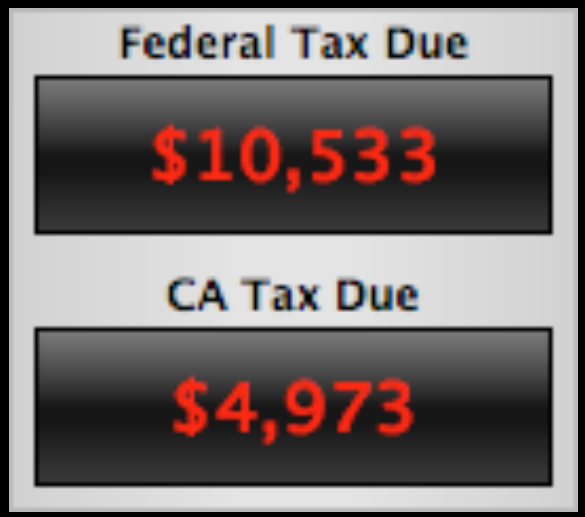
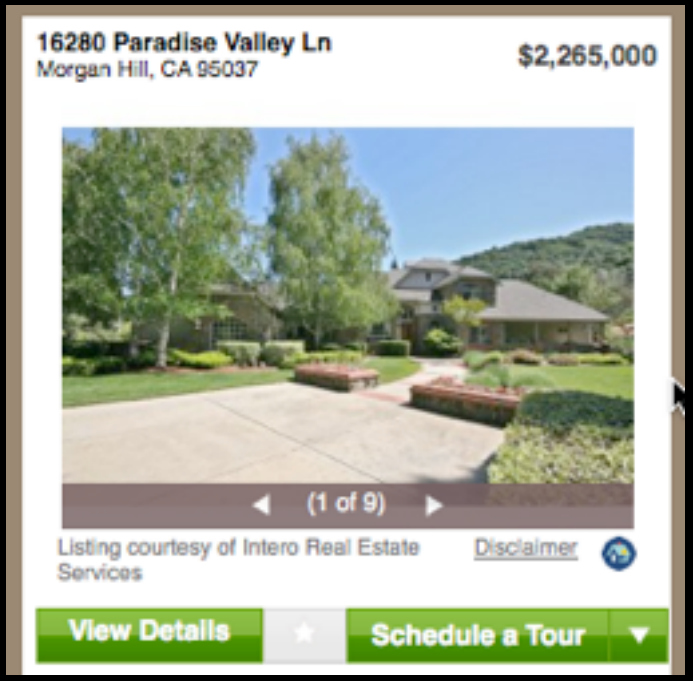
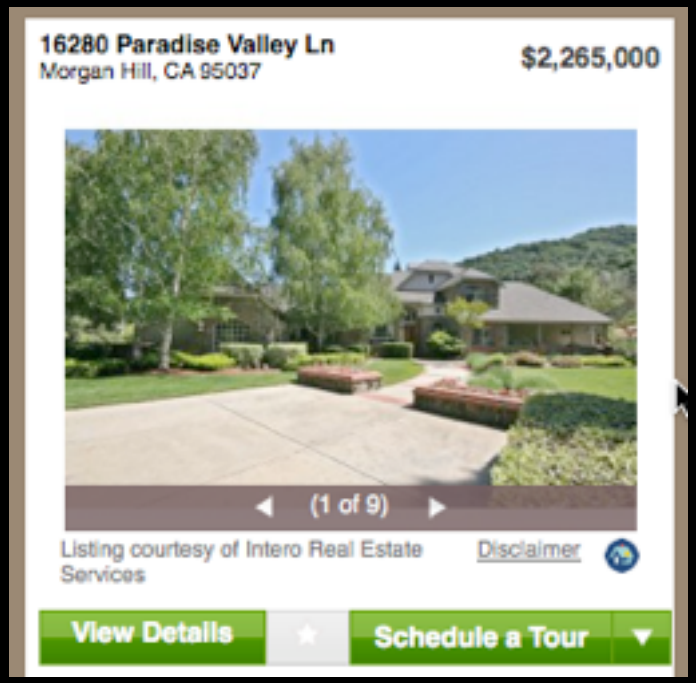


again in slow-motion...

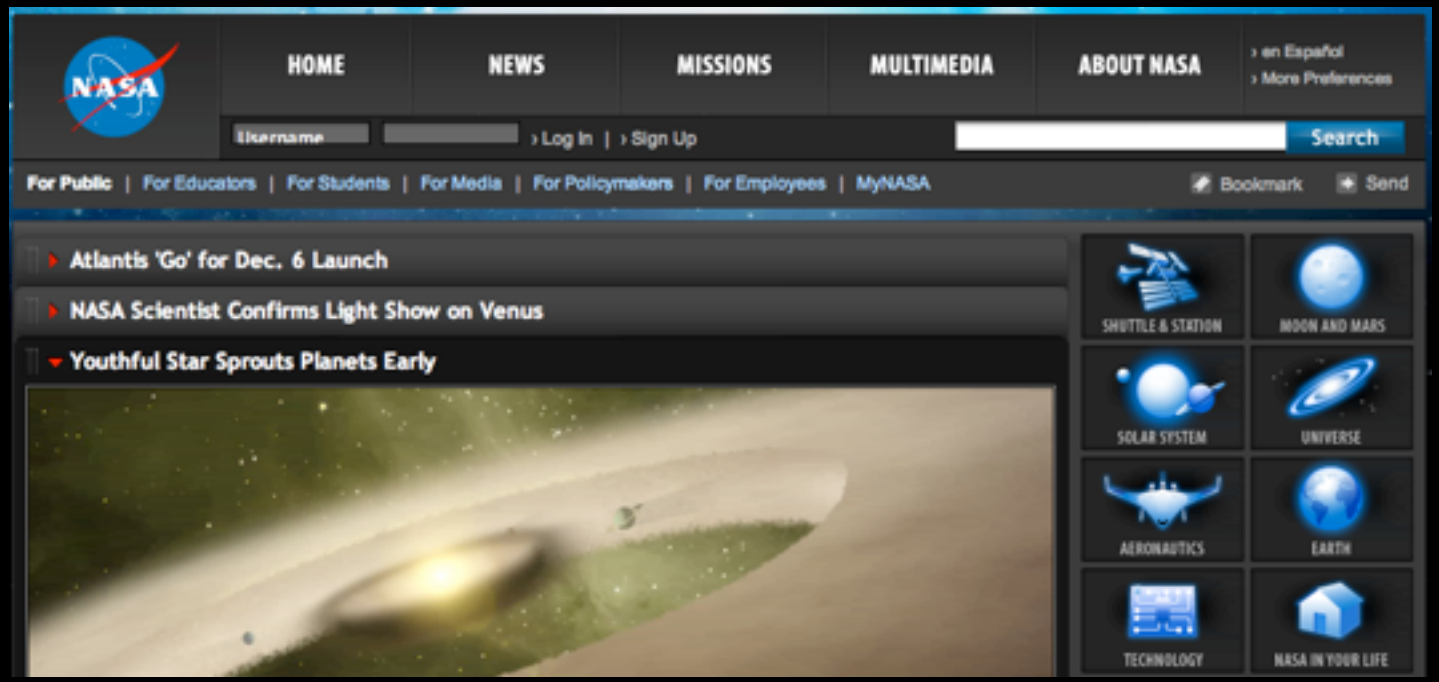
Always question "why" when using transitions.



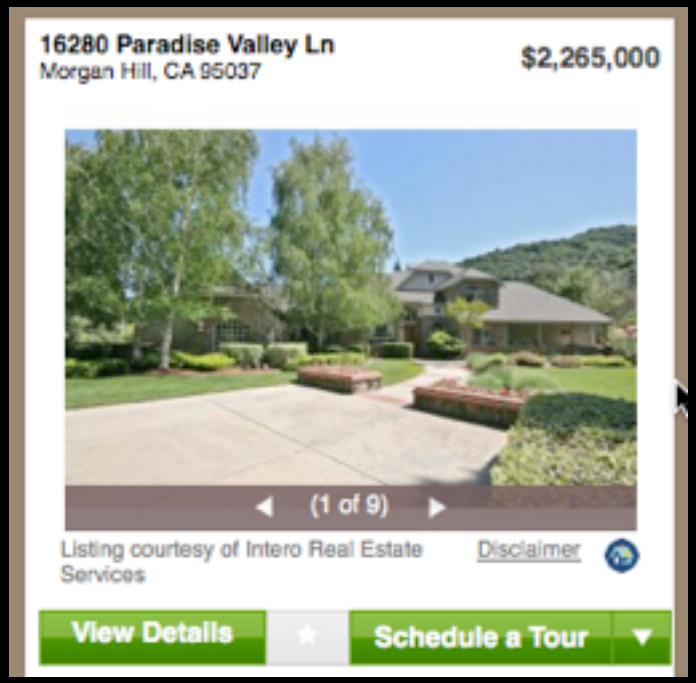
anti-pattern. needless fanfare. roost.com



anti-pattern. needless fanfare. roost.com

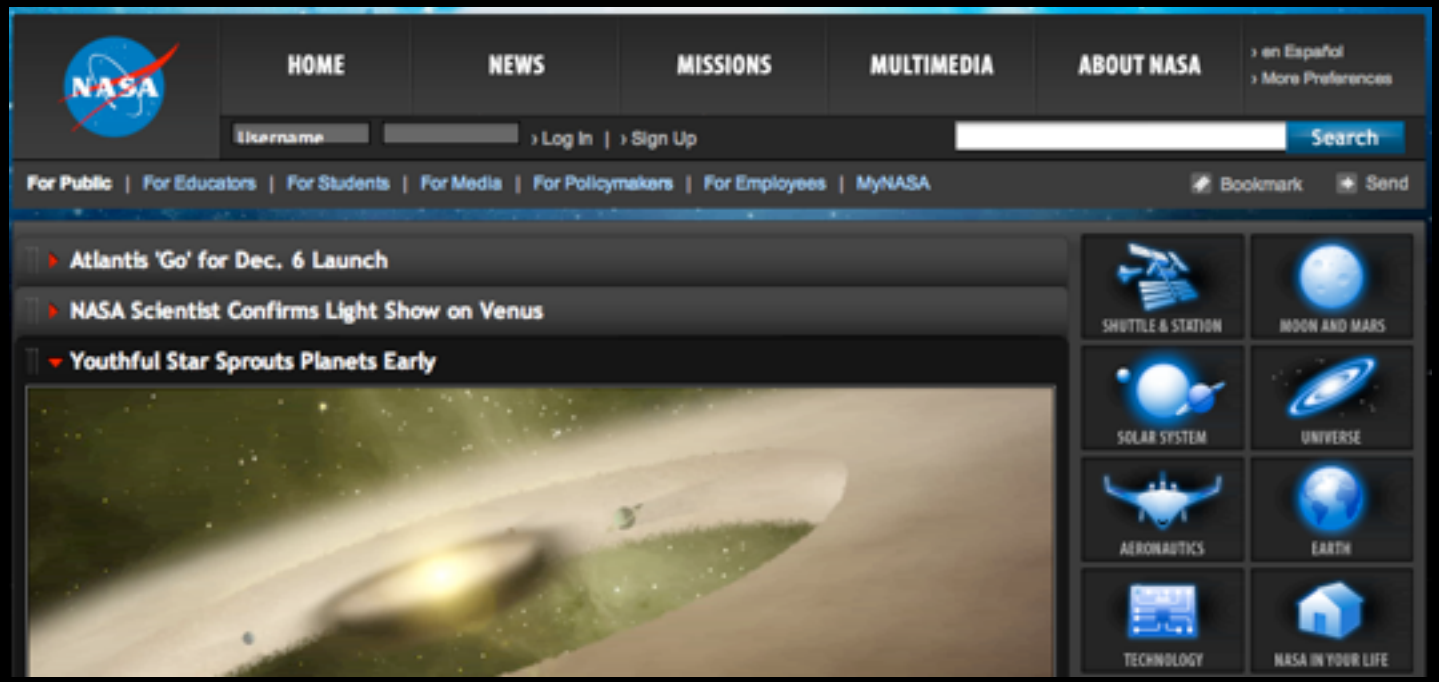


anti-pattern. needless fanfare. nasa.gov



anti-pattern. needless fanfare. roost.com

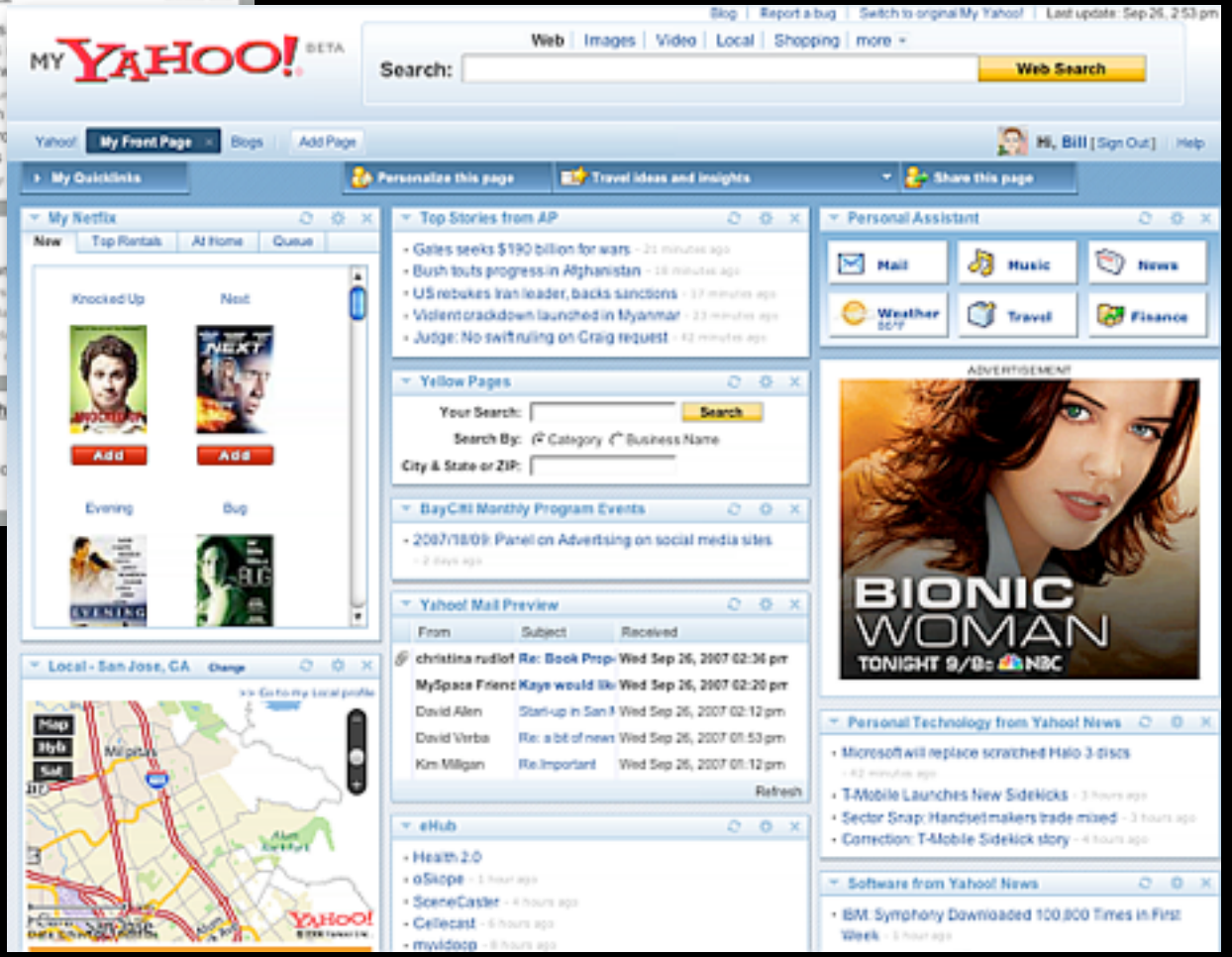
Imagine an animation knob.
Dial in animation carefully.



anti-pattern. needless fanfare. nasa.gov

original. animation on drop. my yahoo!

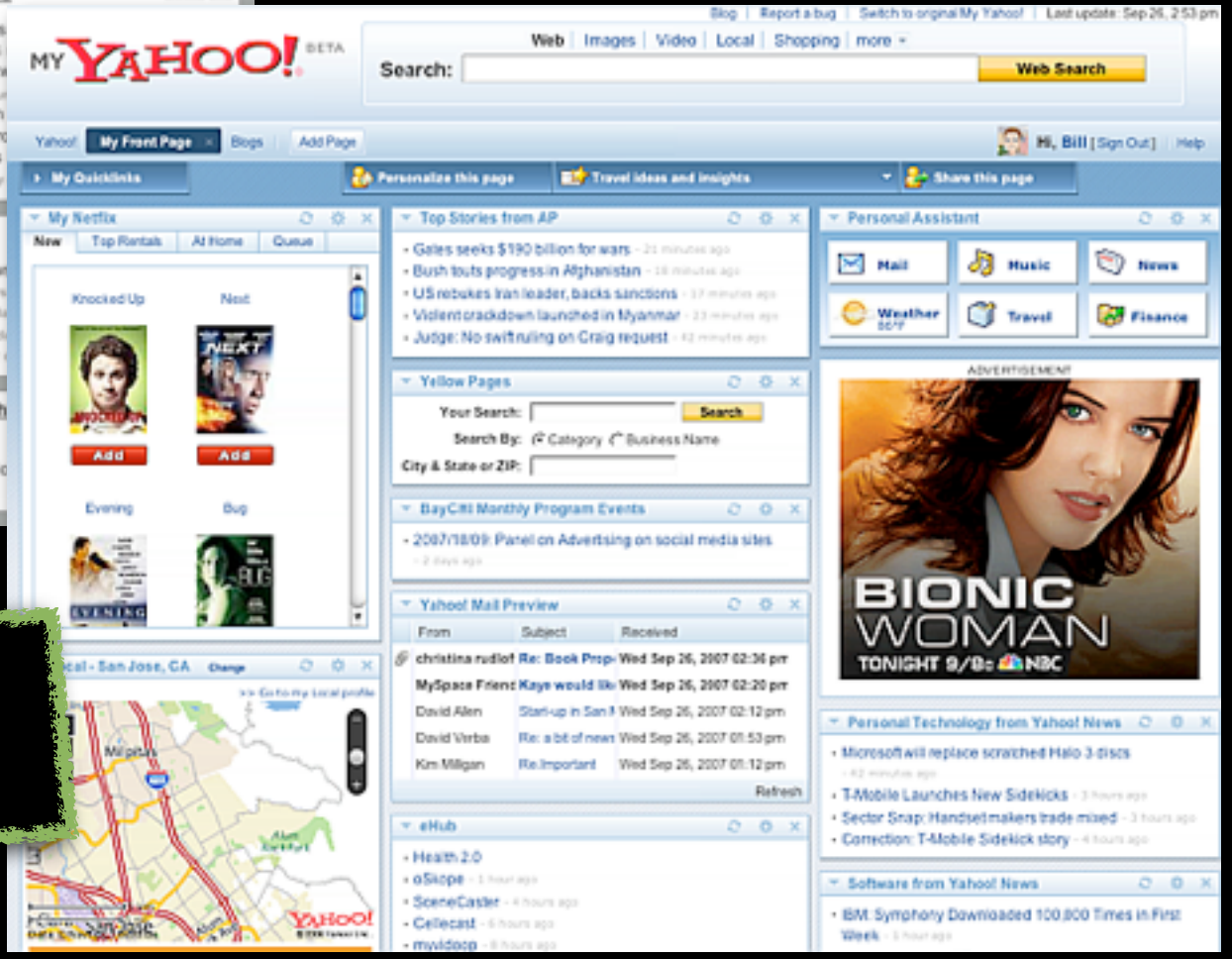
original. animation on drop. my yahoo!



current. no animation on drop. my yahoo!

original. animation on drop. my yahoo!

Use the "cut it in-half" rule of thumb.



current. no animation on drop. my yahoo!

Moments Communicate

Moments Communicate

progress indicator

Moments Communicate

progress indicator

Moments Communicate

progress indicator

earlier version of my yahoo!

Moments Communicate

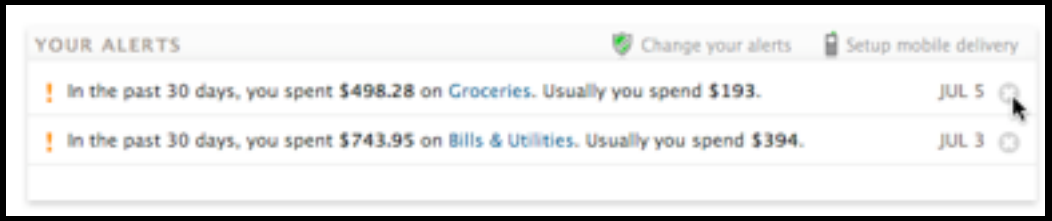
Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

Moments Communicate



mint.com

progress indicator

earlier version of my yahoo!

Moments Communicate

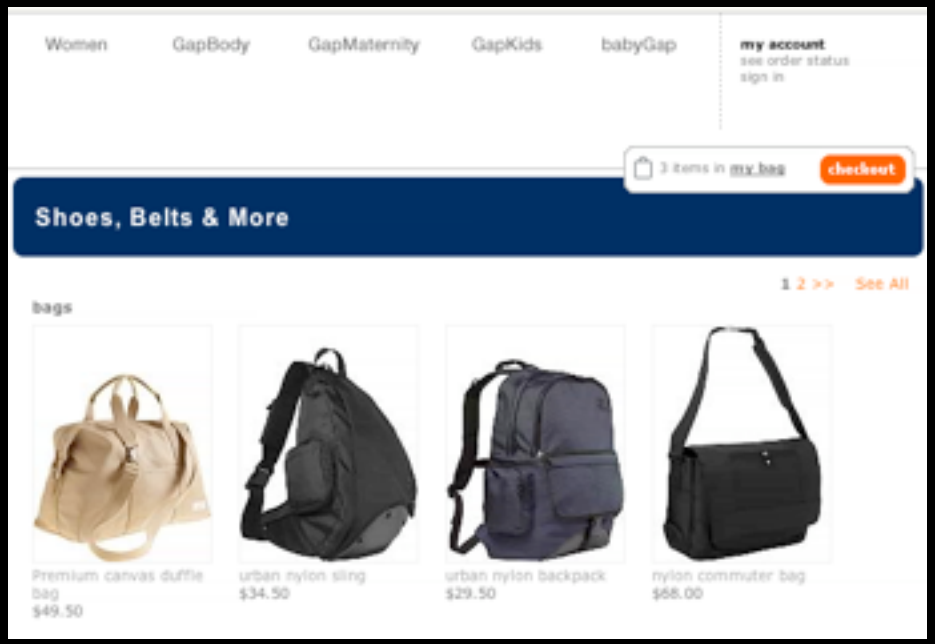
mint.com

progress indicator

earlier version of my yahoo!

Moments Communicate

mint.com



the gap

progress indicator

earlier version of my yahoo!

Moments Communicate

Show state change.

mint.com

Show relationships.

the gap

Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

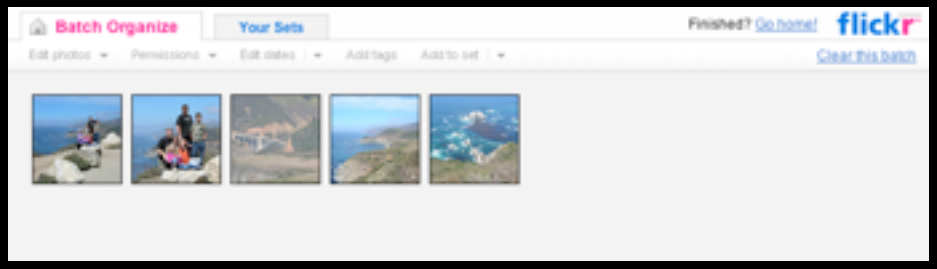
Moments Communicate

Show state change.

mint.com

Show relationships.

the gap



flickr organizr

Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

Moments Communicate

Show state change.

mint.com

Show relationships.

the gap

Focus attention.

flickr organizr

Speed up time.

progress indicator

Slow down time.

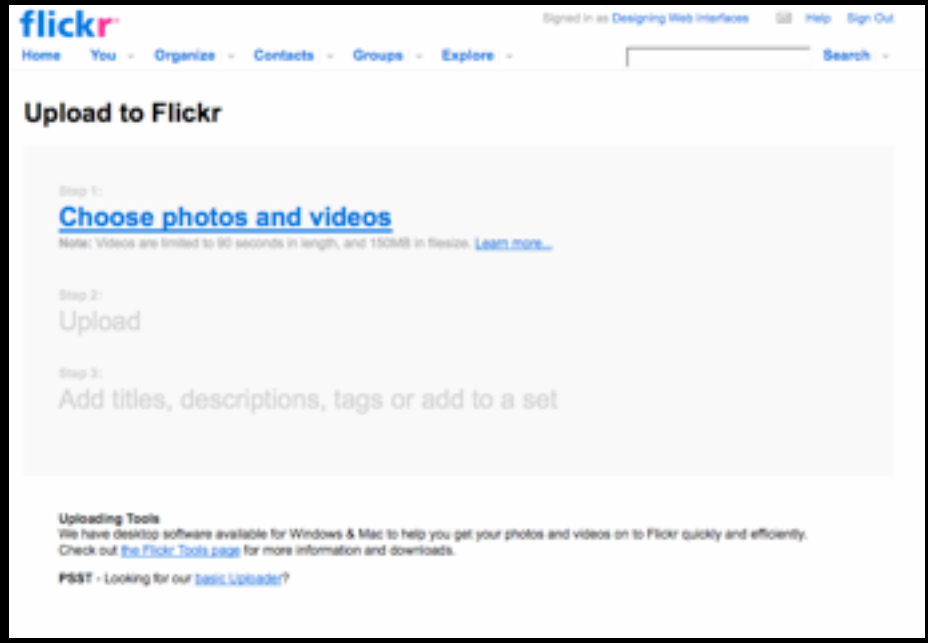
earlier version of my yahoo!

Be reactive.

Live Feedback

live feedback. wundrbar

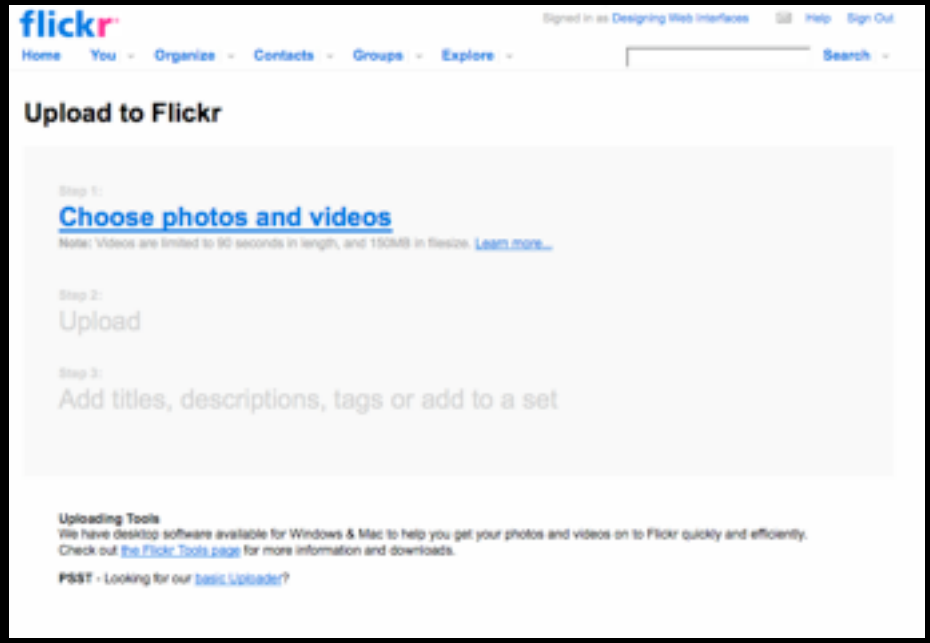
Live Feedback



live feedback. flickr

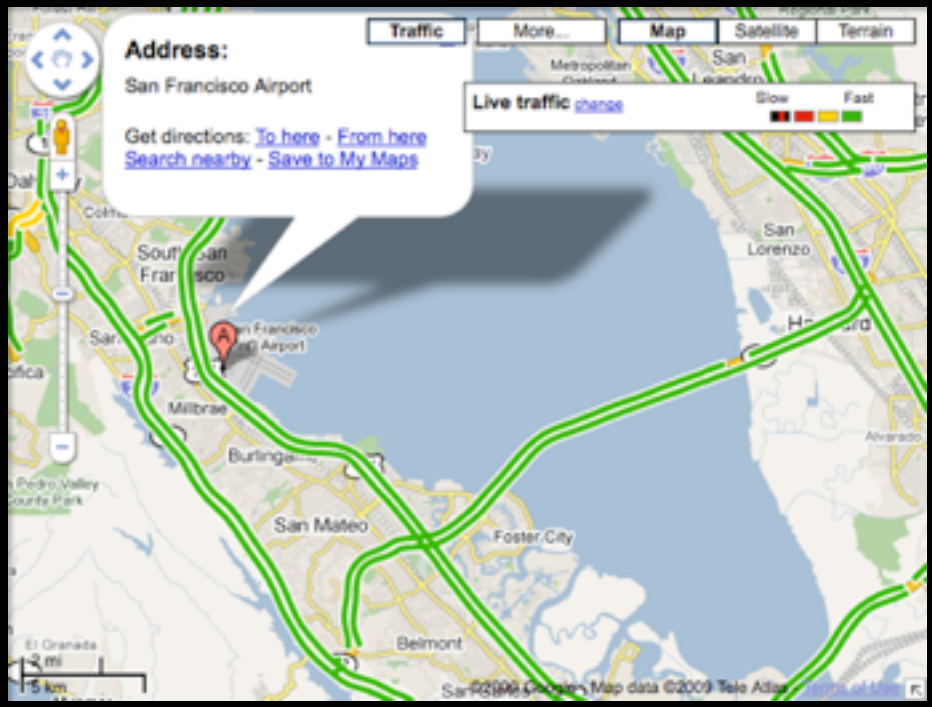
live feedback. wundrbar

Live Feedback



live feedback. flickr

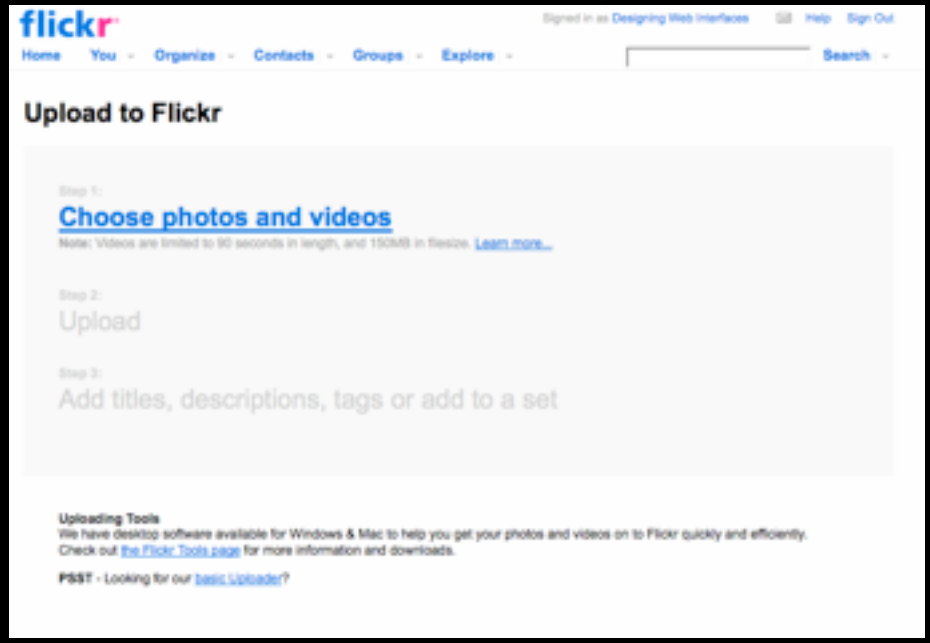
live feedback. wundrbar



live feedback. google maps

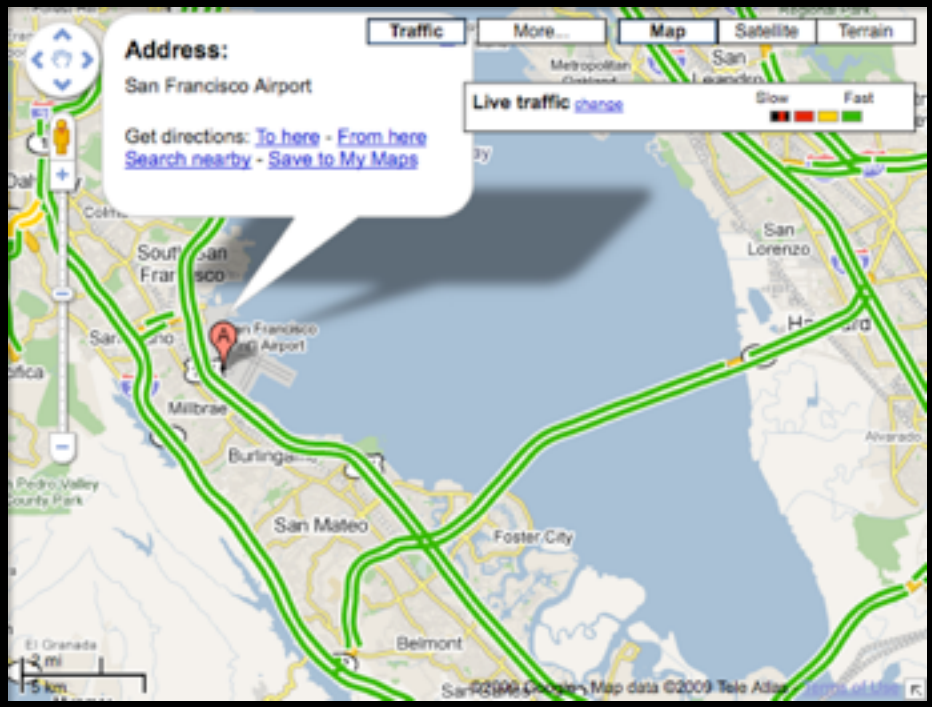
Live Feedback

Create a tight feedback loop with the user.



live feedback. flickr

live feedback. wundrbar



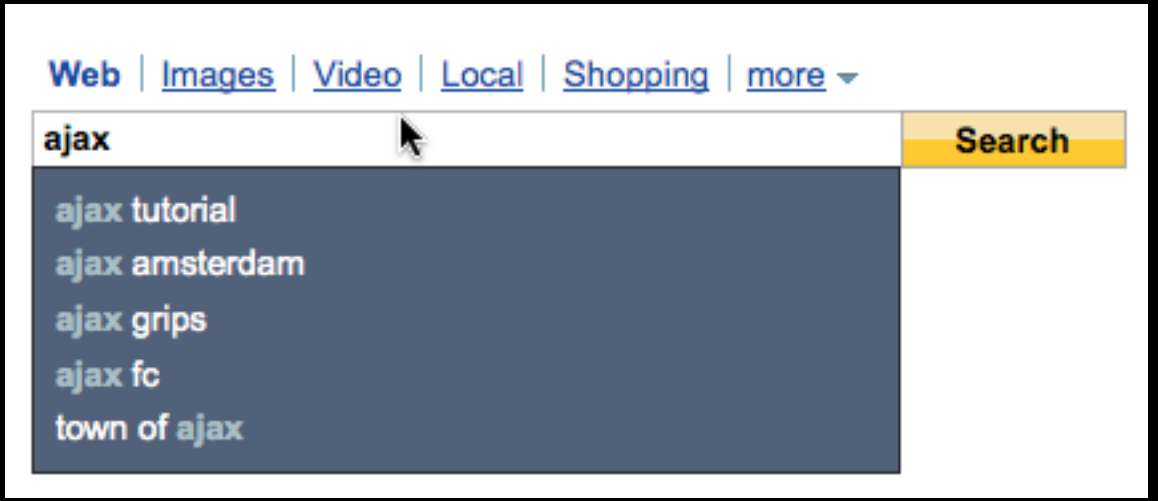
live feedback. google maps

Live Suggest

live suggest. google (early version)

Live Suggest

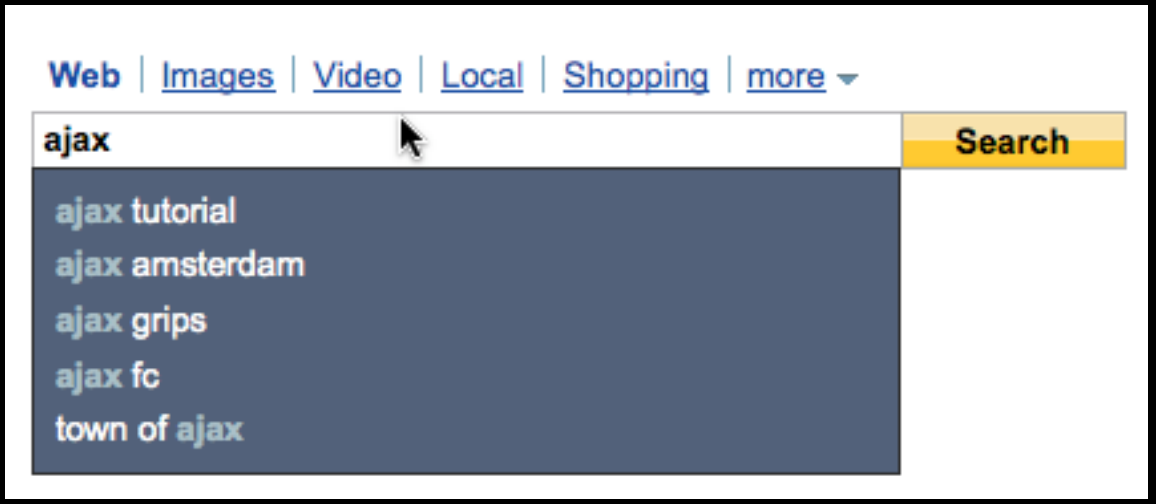
live suggest. google (early version)



live suggest. yahoo search

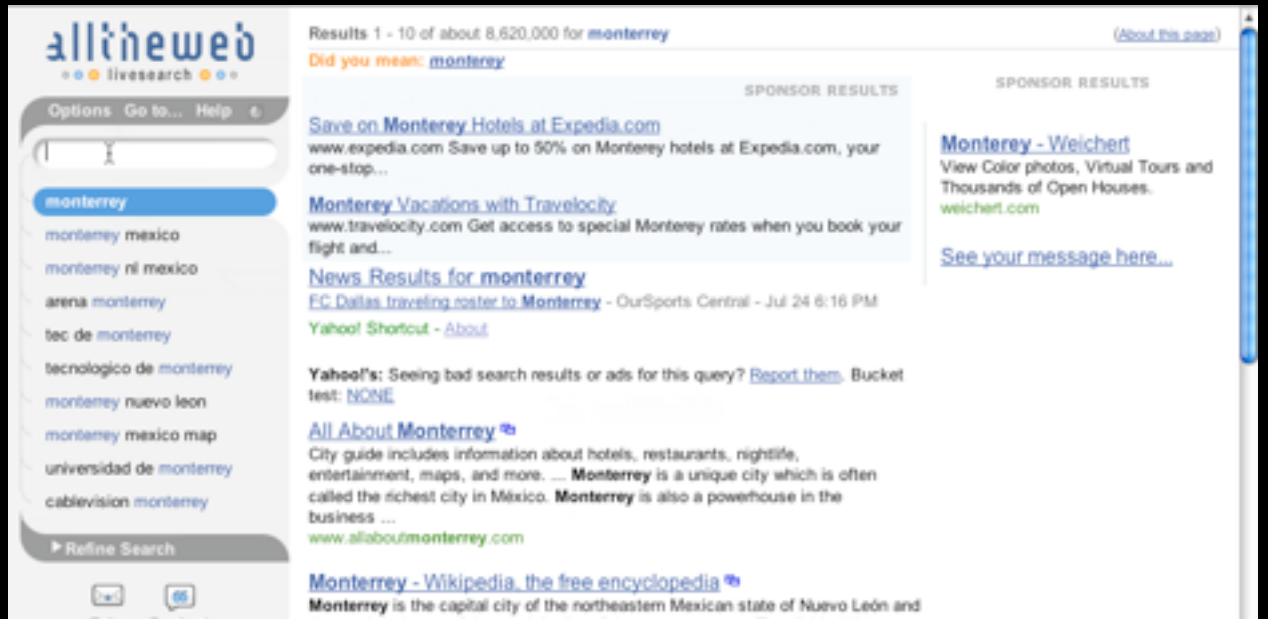
Live Suggest

live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment

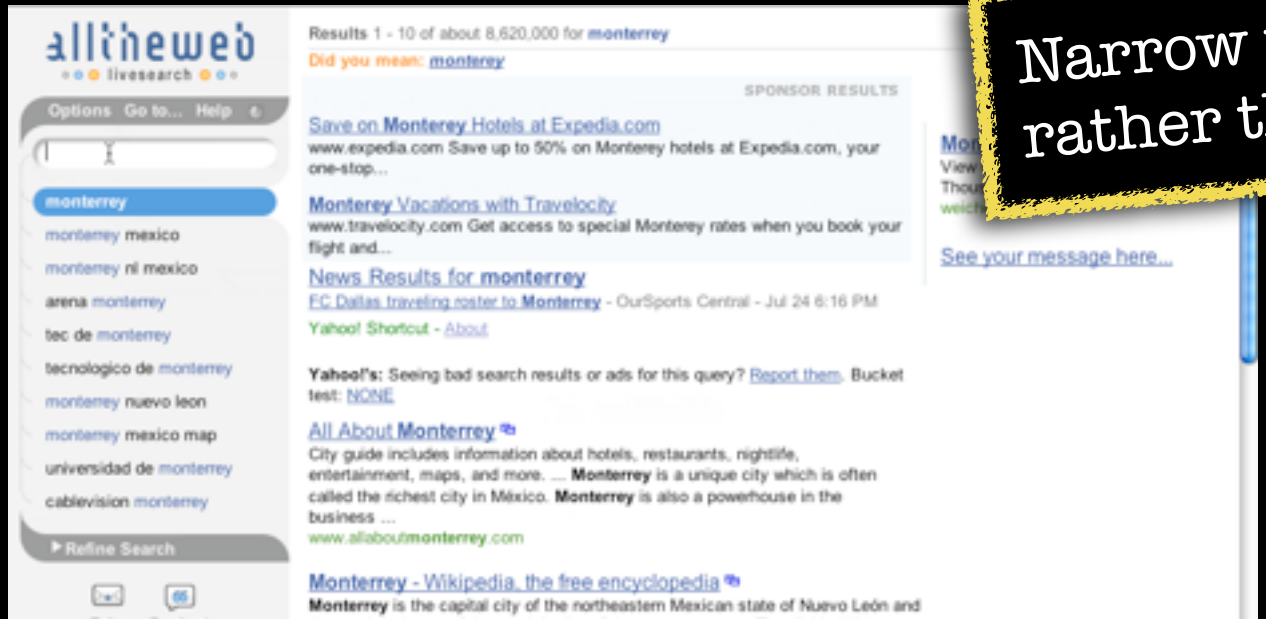


Live Suggest

live suggest. google (early version)

live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal
rather than distract from it.

Live Previews

live preview. volkswagen car configurator

Live Previews

live preview. volkswagen car configurator

live suggest. apple search

Live Previews

live preview. volkswagen car configurator

Use live previews.

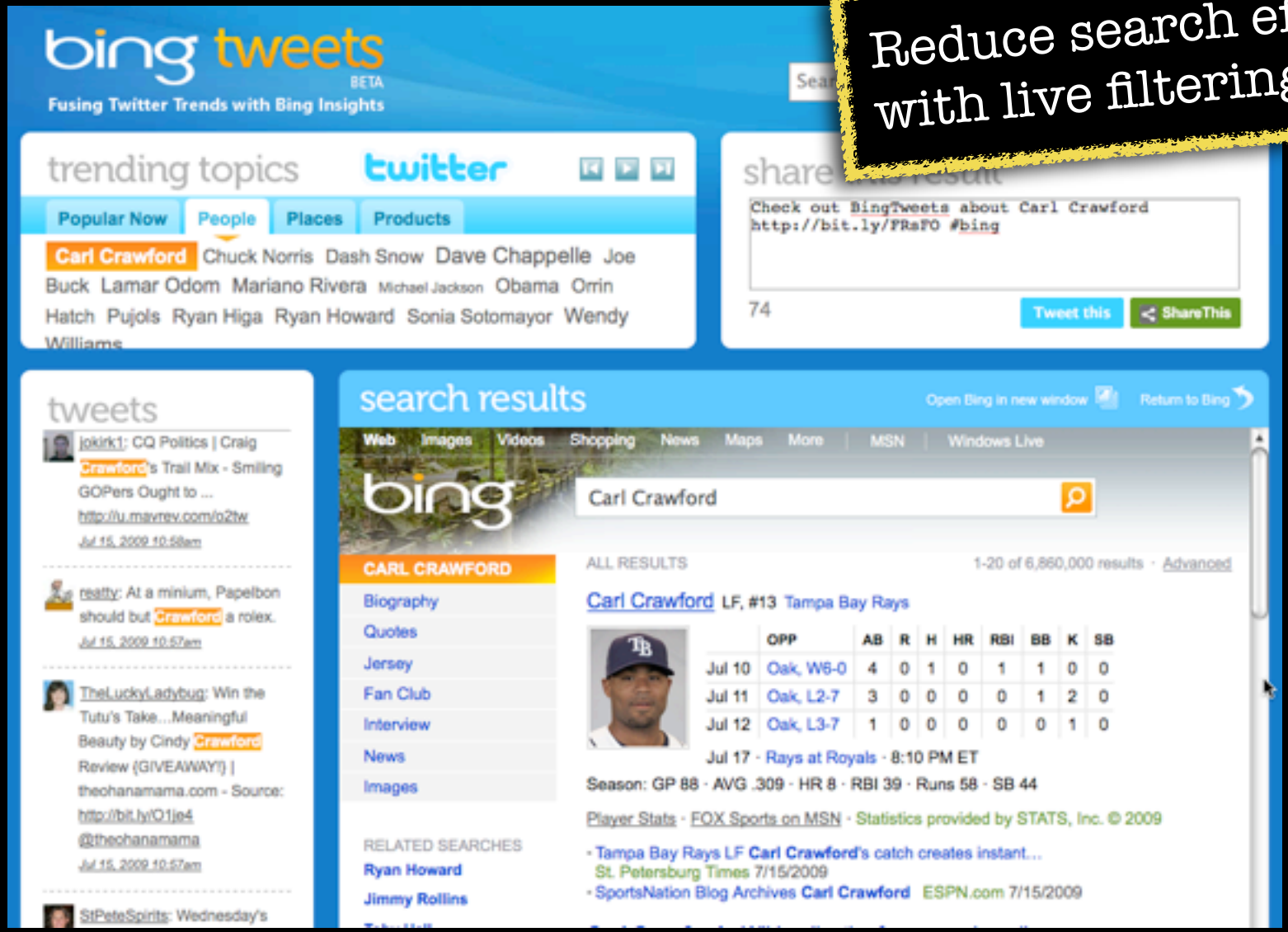
live suggest. apple search

Live Filtering

refining search. bing tweets

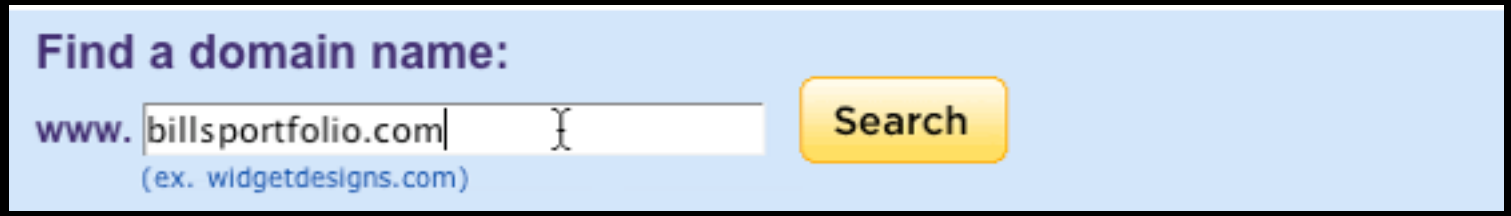
Live Filtering

Reduce search effort with live filtering.



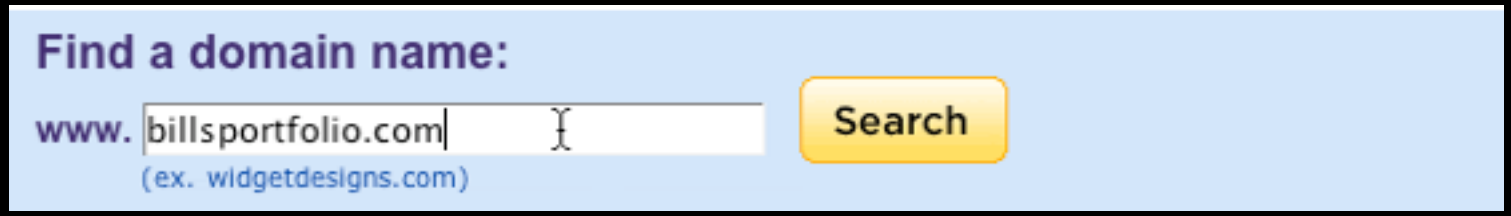
refining search. bing tweets

Live Forms

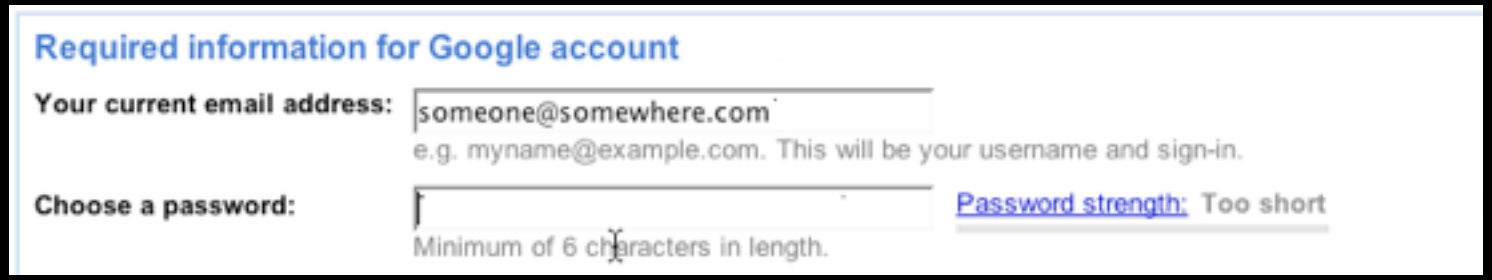


live forms. yahoo! small business

Live Forms

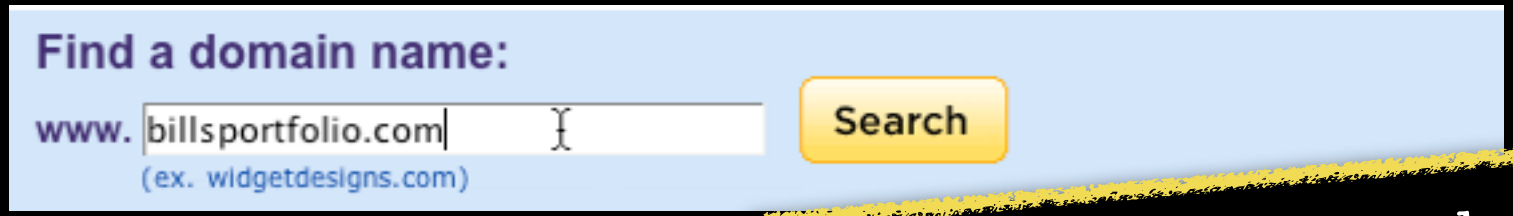


live forms. yahoo! small business



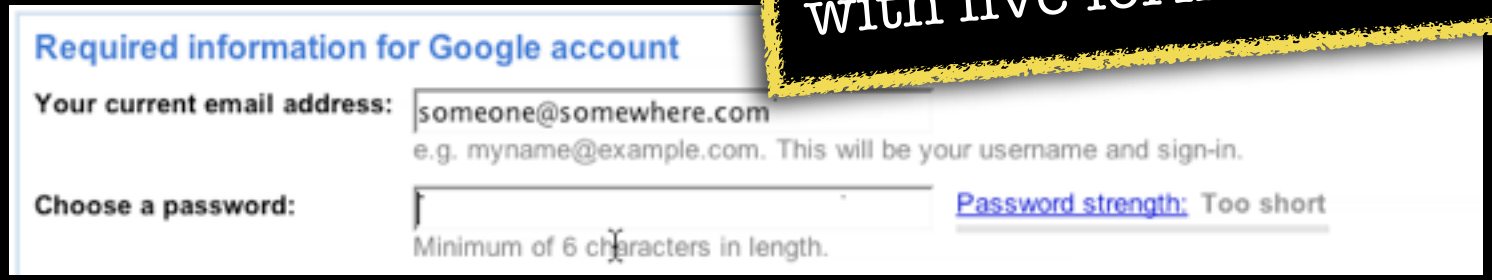
live forms. google account creation

Live Forms



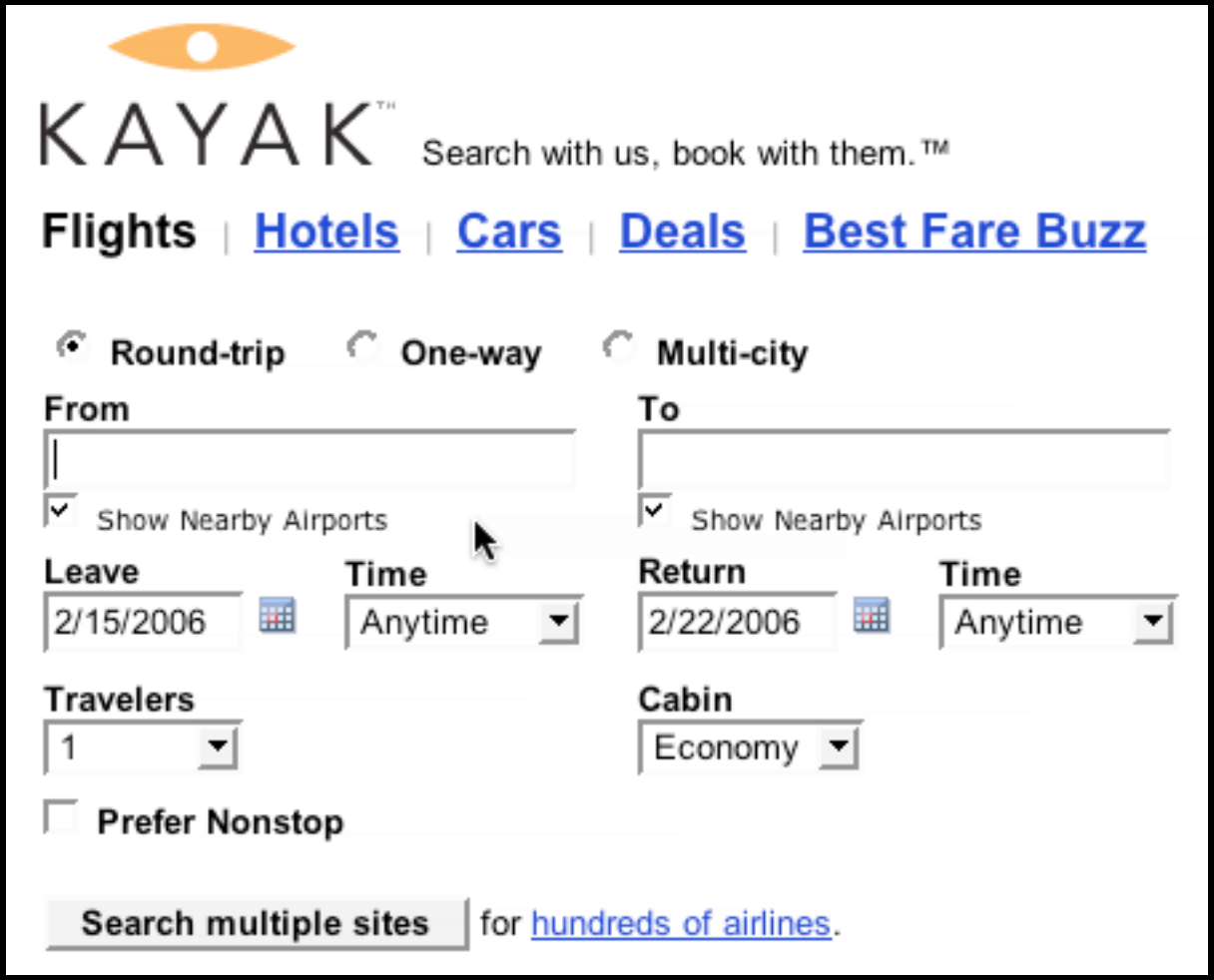
live forms. yahoo! small business

Prevent errors beforehand with live forms.



live forms. google account creation

Auto Complete



auto complete. kayak

Auto Complete

Reduce user effort by autocompleting correctly.

auto complete. kayak

Input where you output.

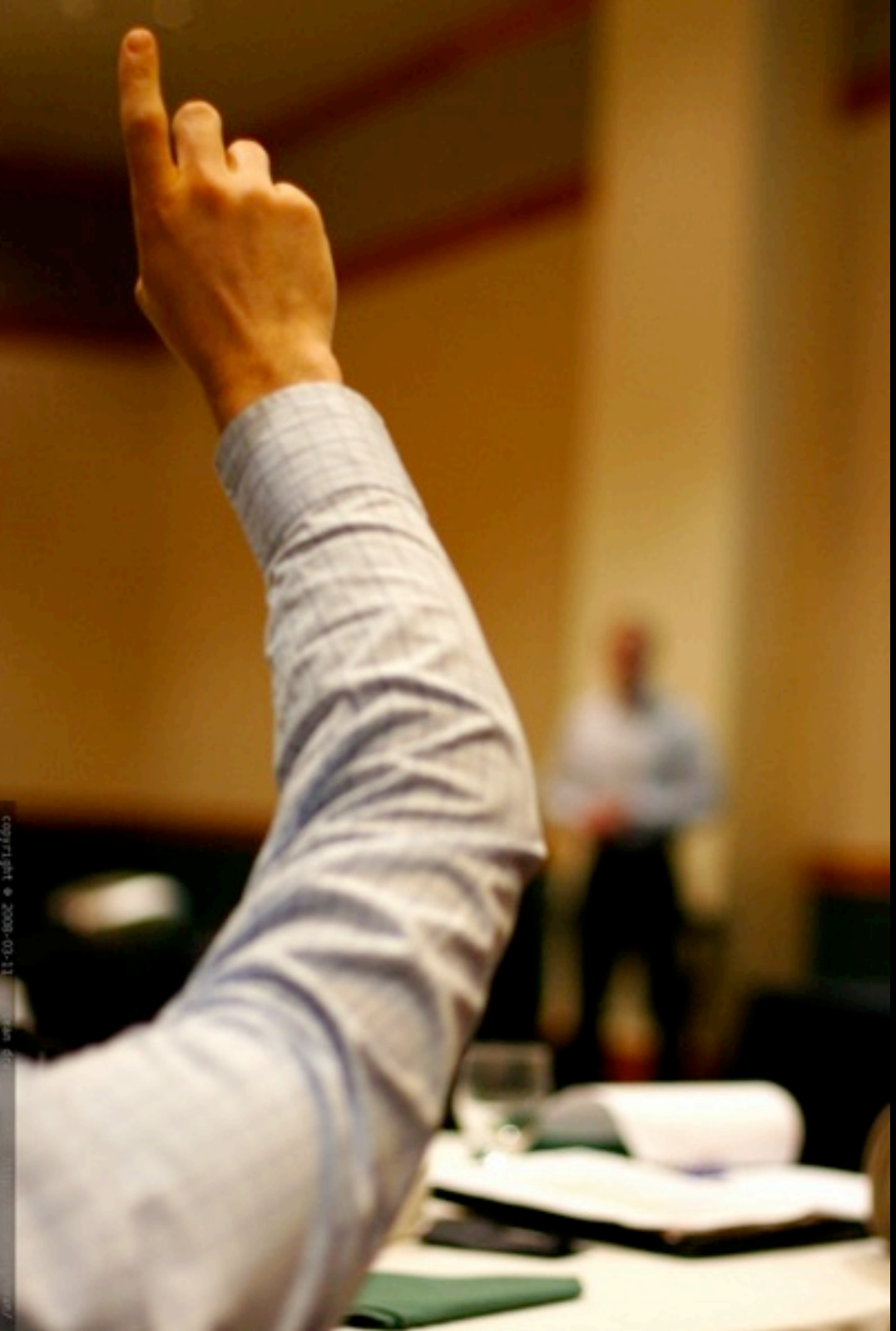
Maintain flow.

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