

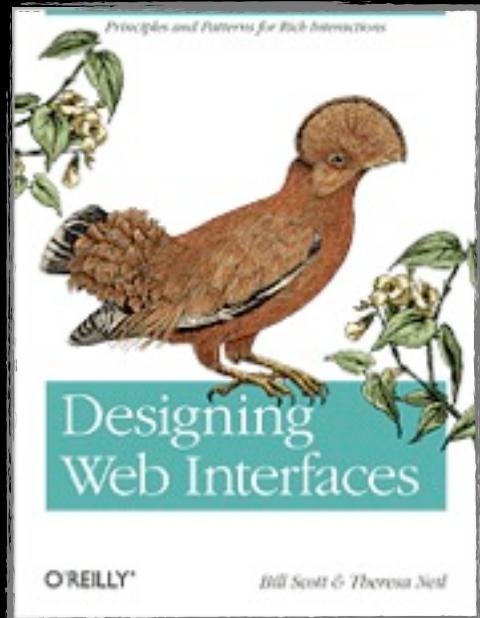
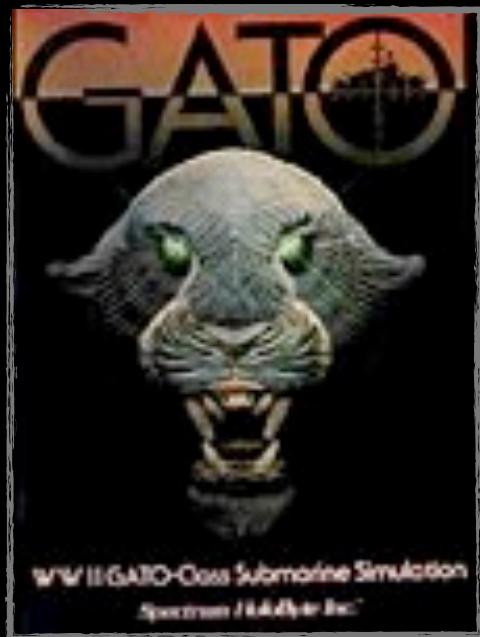
Designing for Interesting Moments

Bill Scott

Director, UI Engineering
Netflix

Meebo ~ November 6, 2009

Me



Current Moon Phase



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

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Current Moon Phase

Simple Interaction?

Waning Crescent

16% of Full

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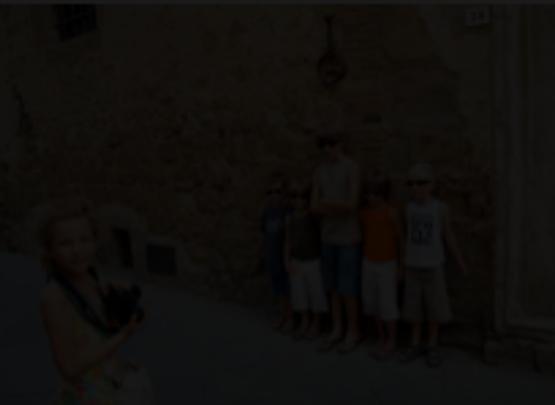
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Bombings, business and the future of Indonesia
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RIP, Uncle Walter
msnbc.com - [all 3415 related »](#)

Obama Reaches Out to Republicans on Health Care, but Bipartisan ...
FOXNews - [all 2473 related »](#)

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 

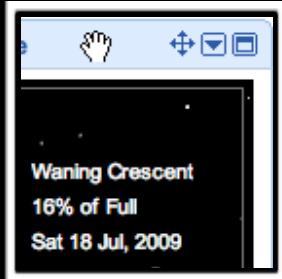
96

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.

Interesting Moments



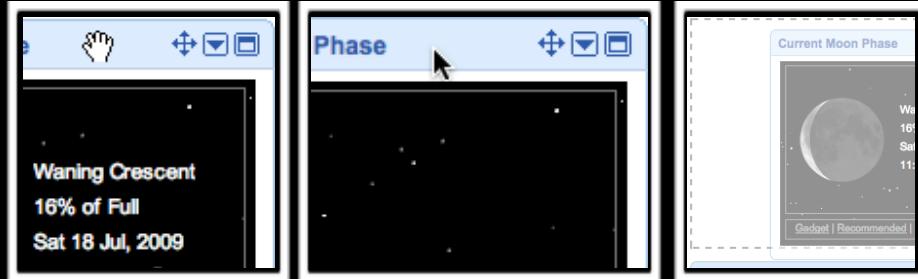
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Interesting Moments



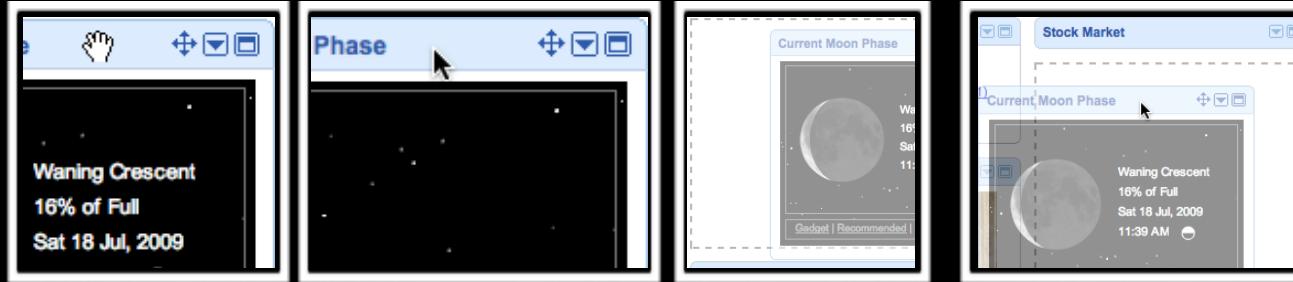
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is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

Interesting Moments



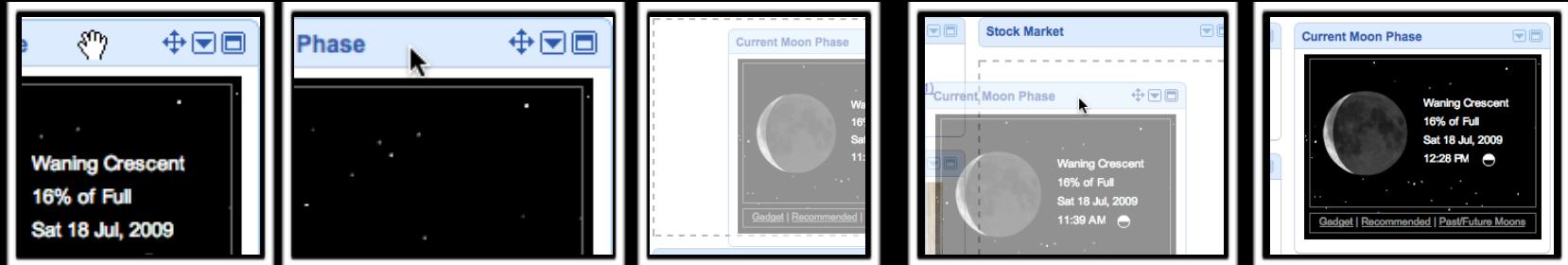
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Interesting Moments



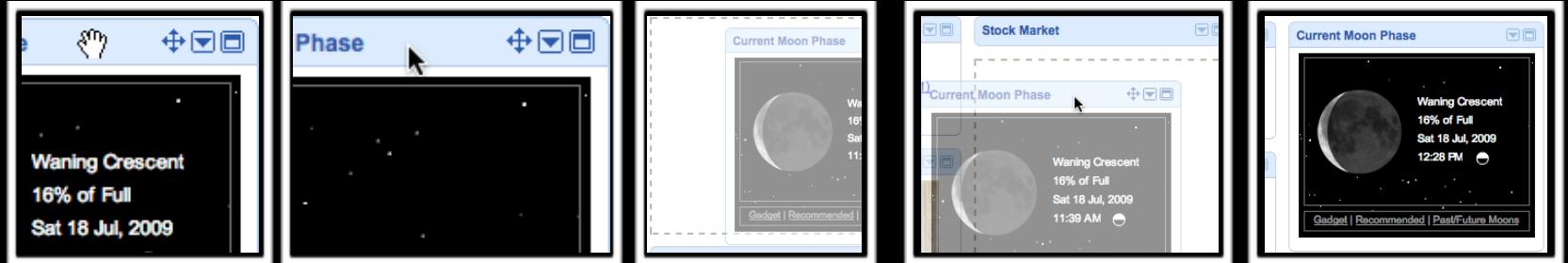
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is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

Interesting Moments



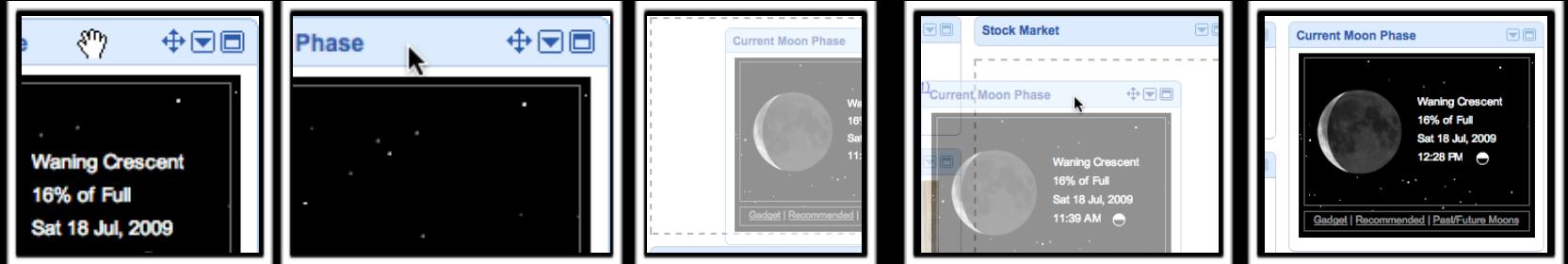
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Drop Target				Hole (gray, thick, dashed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

Interesting Moments



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

Interesting Moments

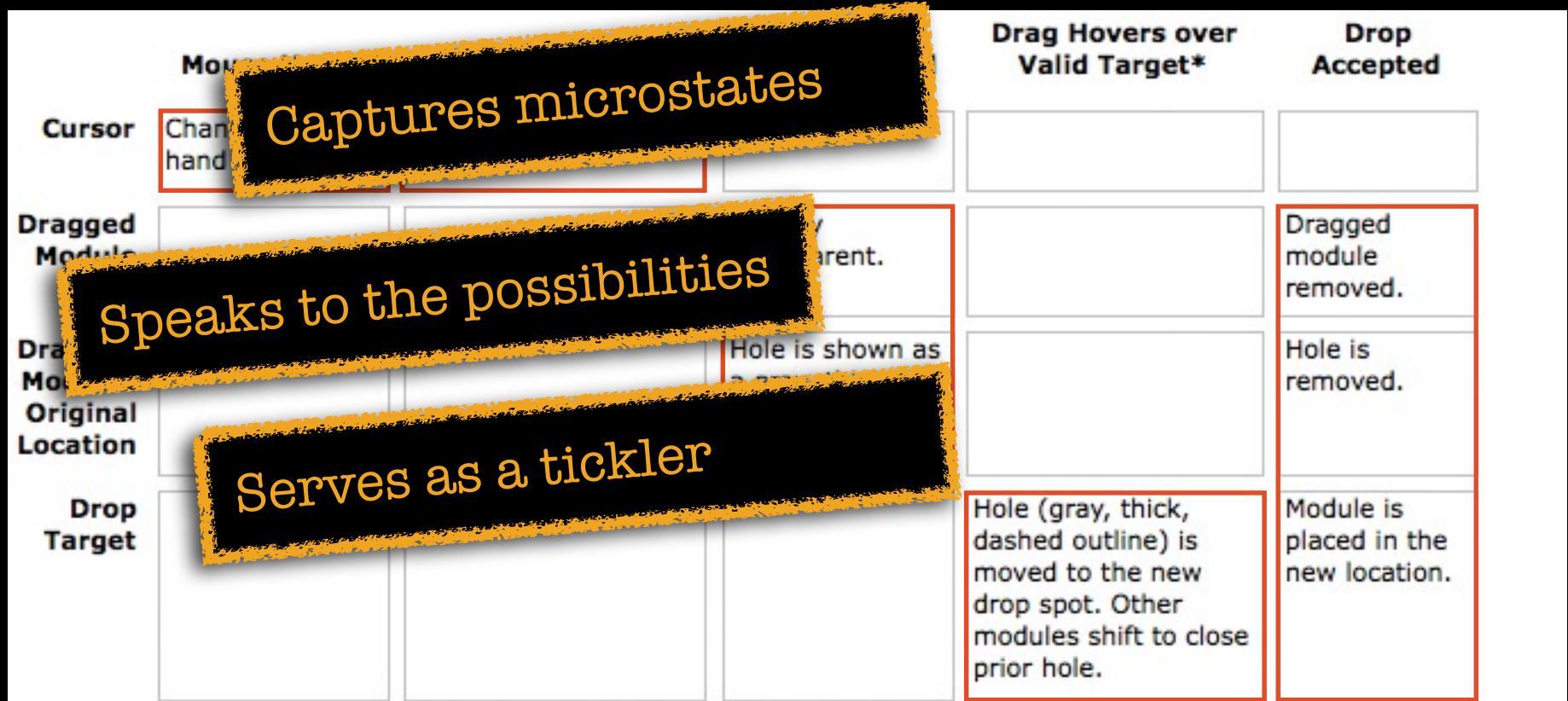
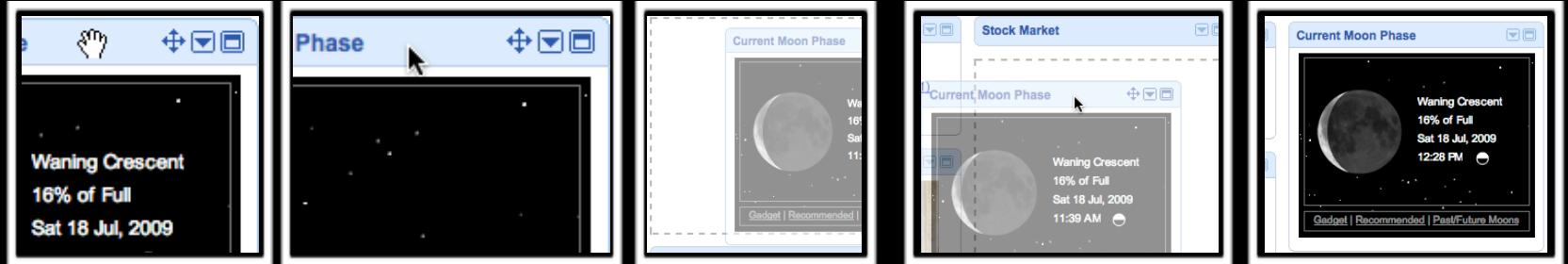


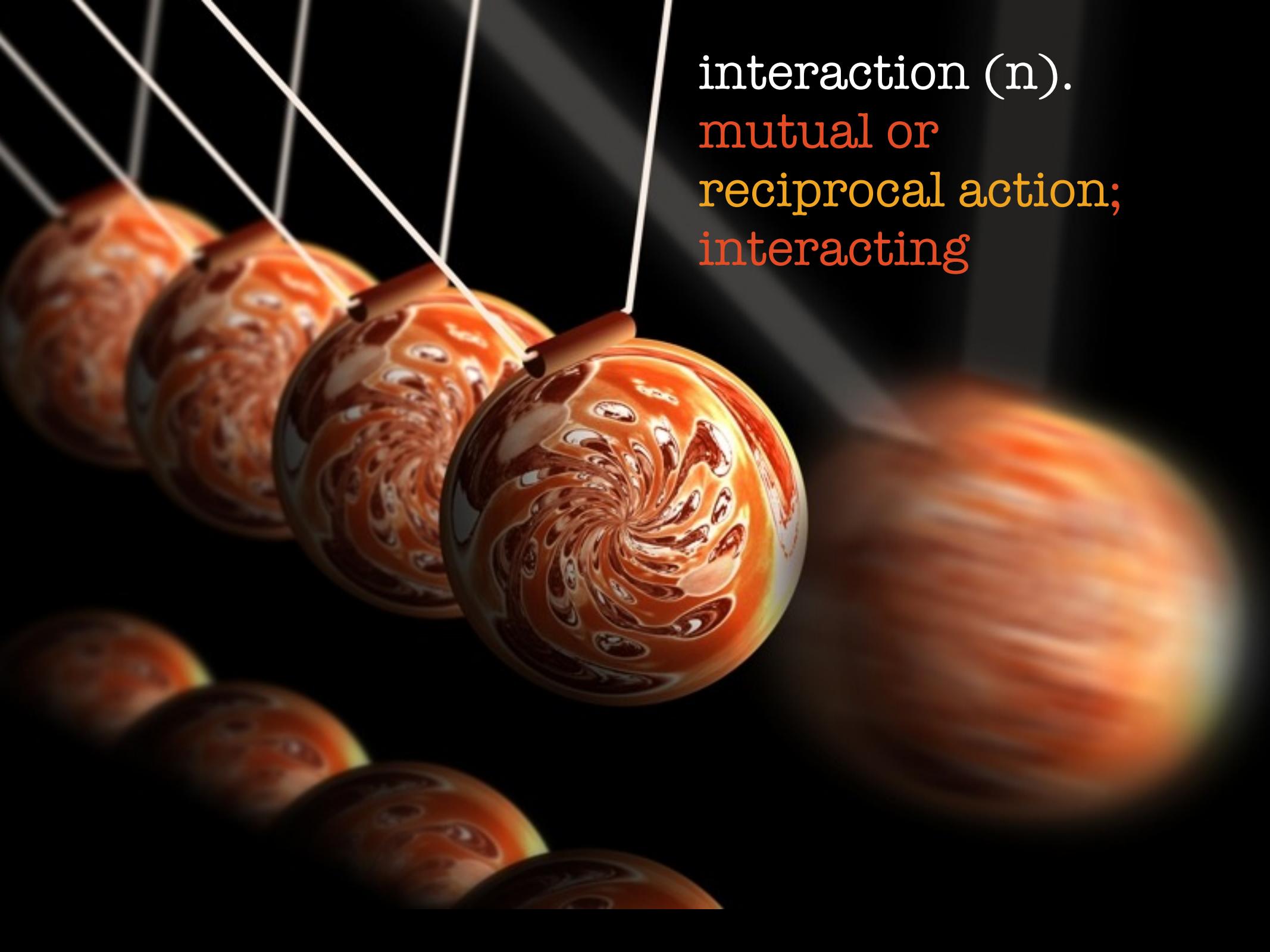
Captures microstates

Speaks to the possibilities

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

Interesting Moments



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

interaction (n).
mutual or
reciprocal action;
interacting

6 principles

6 principles

for designing interesting moments



Input where
you output.

- Alan Cooper



In Page Editing



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



Pay attention to discoverability

Additions:

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

In Page Editing



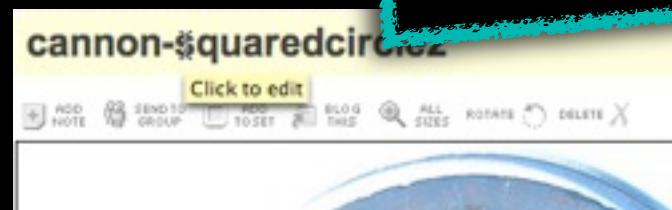
inline editing. flickr.com

Additions:

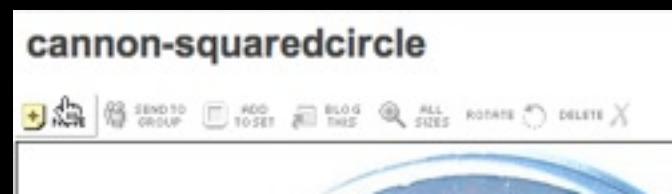
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



Pay attention to discoverability



Use a clear
“call to action”





anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone

A screenshot of a 'Categories' list in a web application. The interface is symmetrical. 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'. The list of categories is on the right side of the screen, with each item preceded by a blue link. The categories listed are: 01_00_Make It Direct, 01_01_InPageEdit, 01_02_DragDrop, Drafts, and ORA Stuff. The background of the list area is light gray, and the overall layout is clean and balanced.

symmetrical interaction. basecamp



anti-pattern. non-symmetrical. iphone

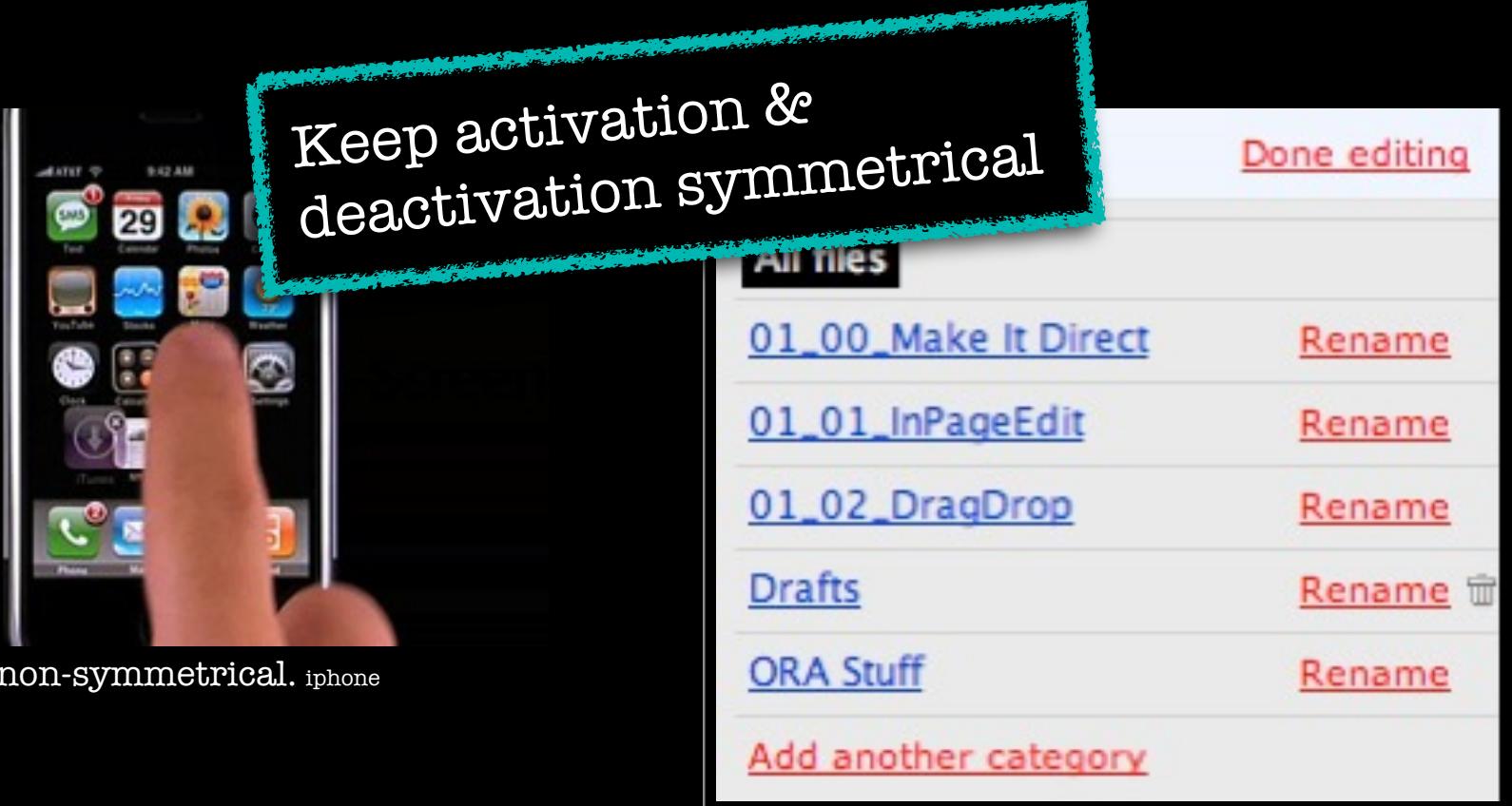
Categories

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

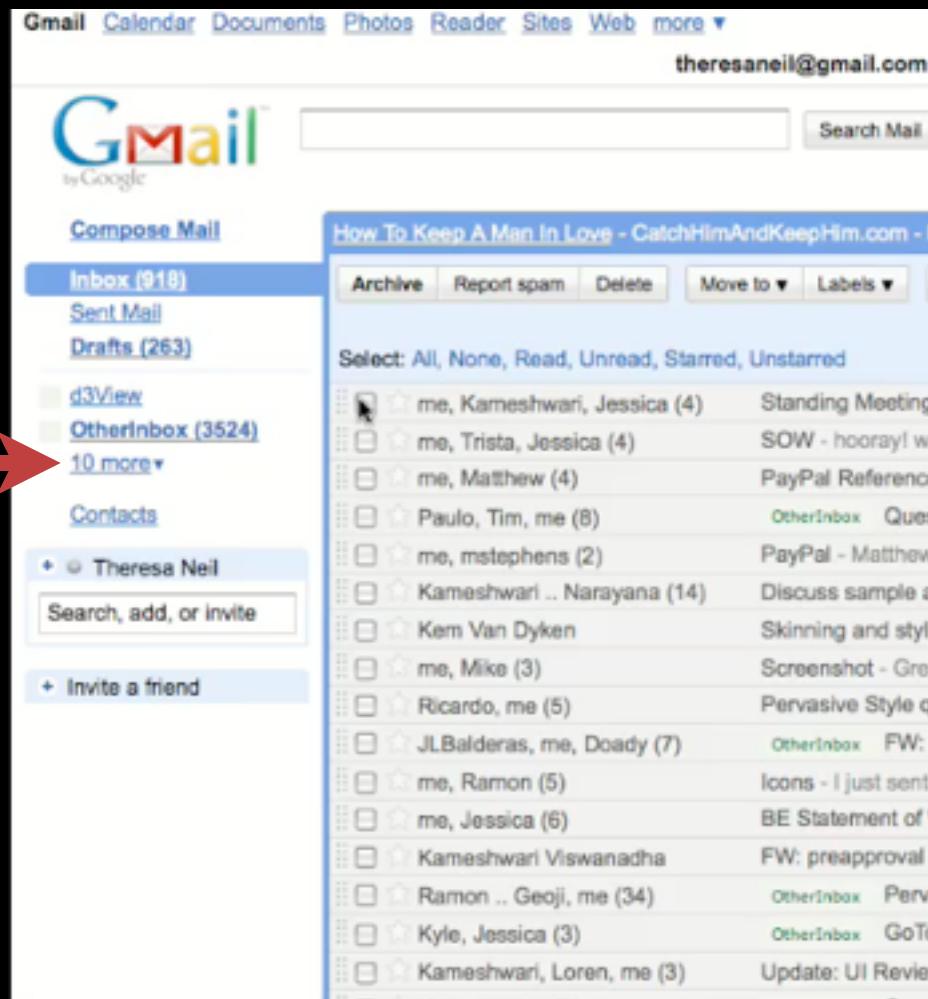
symmetrical interaction. basecamp



anti-pattern. non-symmetrical. iphone

symmetrical interaction. basecamp

Drag, Open & Drop

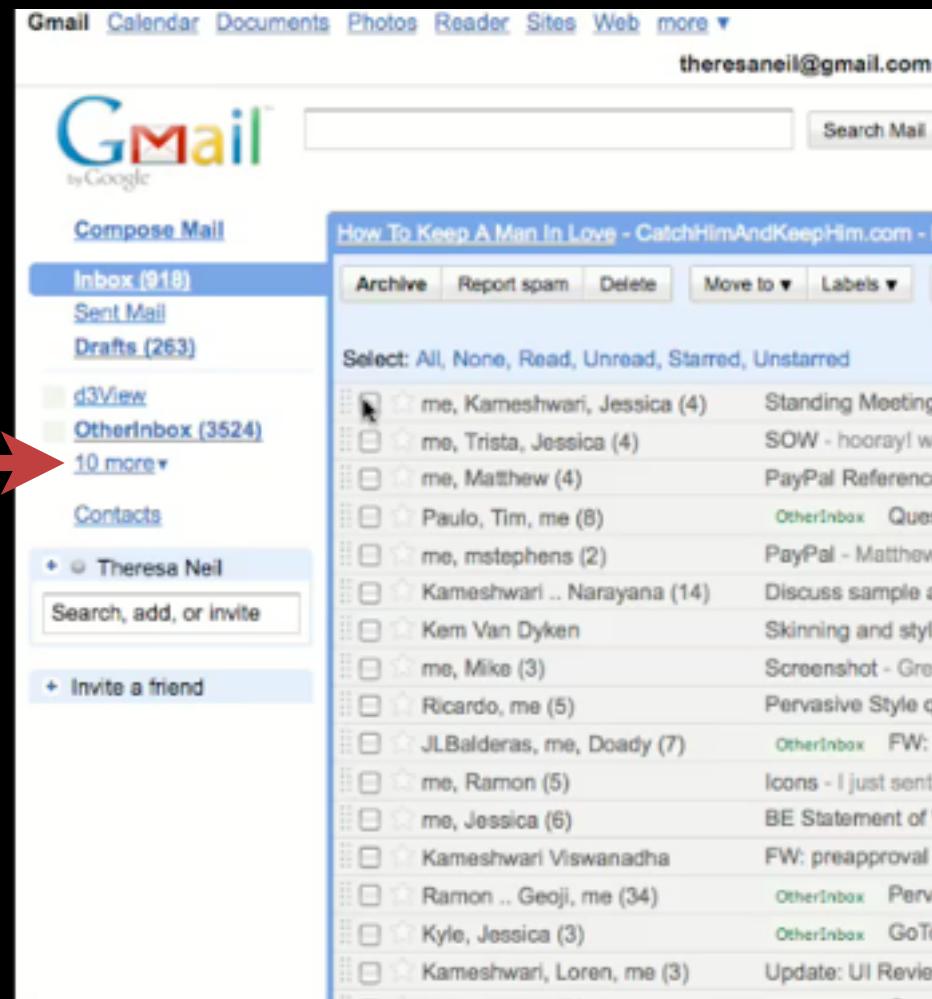


A screenshot of a Gmail inbox. The left sidebar shows navigation links: 'Compose Mail', 'Inbox (918)', 'Sent Mail', 'Drafts (263)', 'd3View', 'OtherInbox (3524)', '10 more...', 'Contacts', and a 'Theresa Neil' contact card. A red arrow points to the 'OtherInbox (3524)' link. The main area displays an 'OtherInbox' folder with 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



drag and drop. gmail

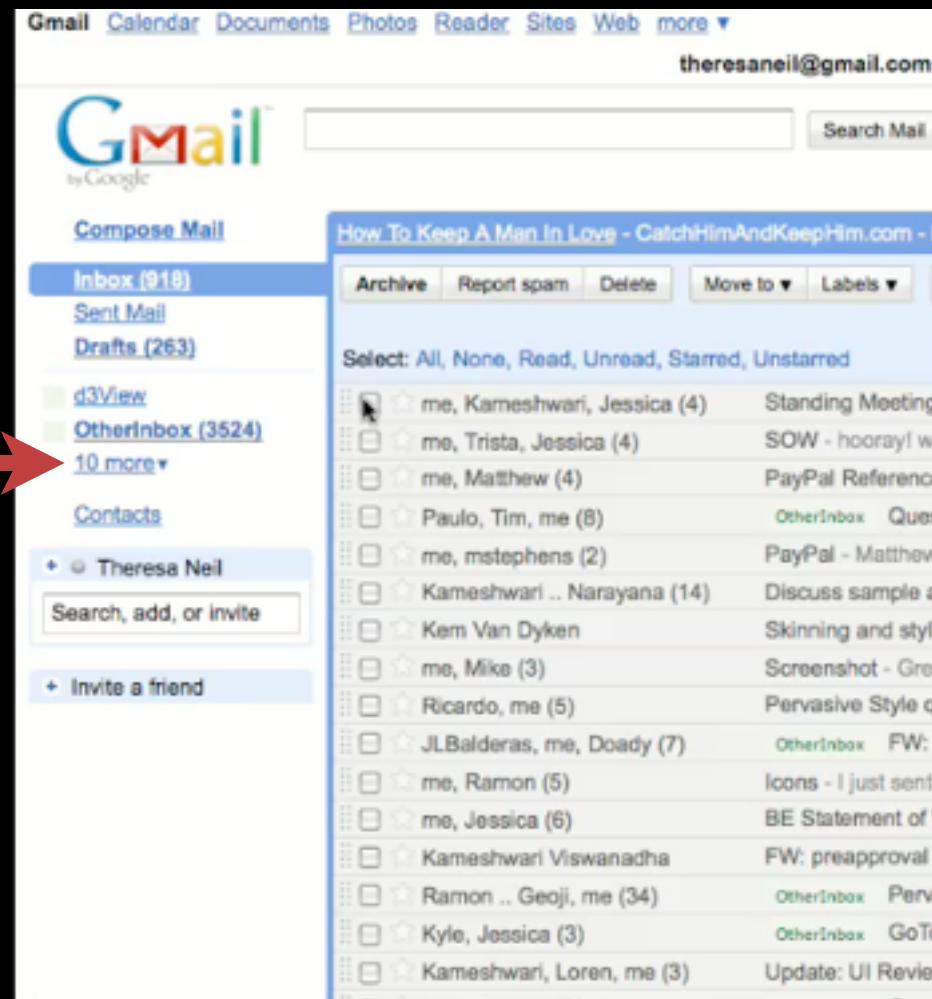
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Drag, Open & Drop

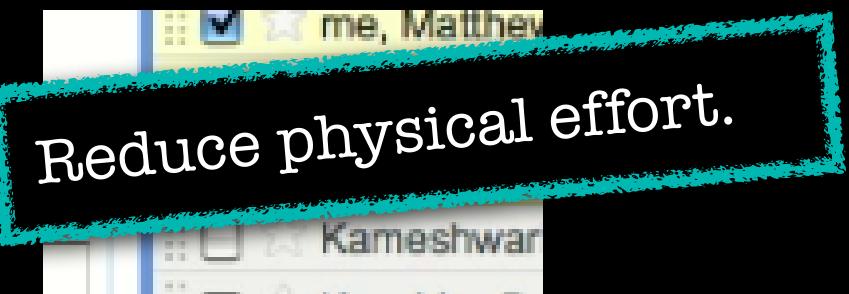


A screenshot of the Gmail inbox interface. The left sidebar shows labels: 'Compose Mail', 'Inbox (918)', 'Sent Mail', 'Drafts (263)', 'd3View', 'OtherInbox (3524)', '10 more...', 'Contacts', '+ Theresa Neil', 'Search, add, or invite', and '+ Invite a friend'. A red arrow points to the 'OtherInbox' label. The main area shows a list of 3524 conversations. The first few items are:

- 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
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- Kyle, Jessica (3) OtherInbox GoTo
- Kameshwari, Loren, me (3) Update: UI Review

drag and drop. gmail

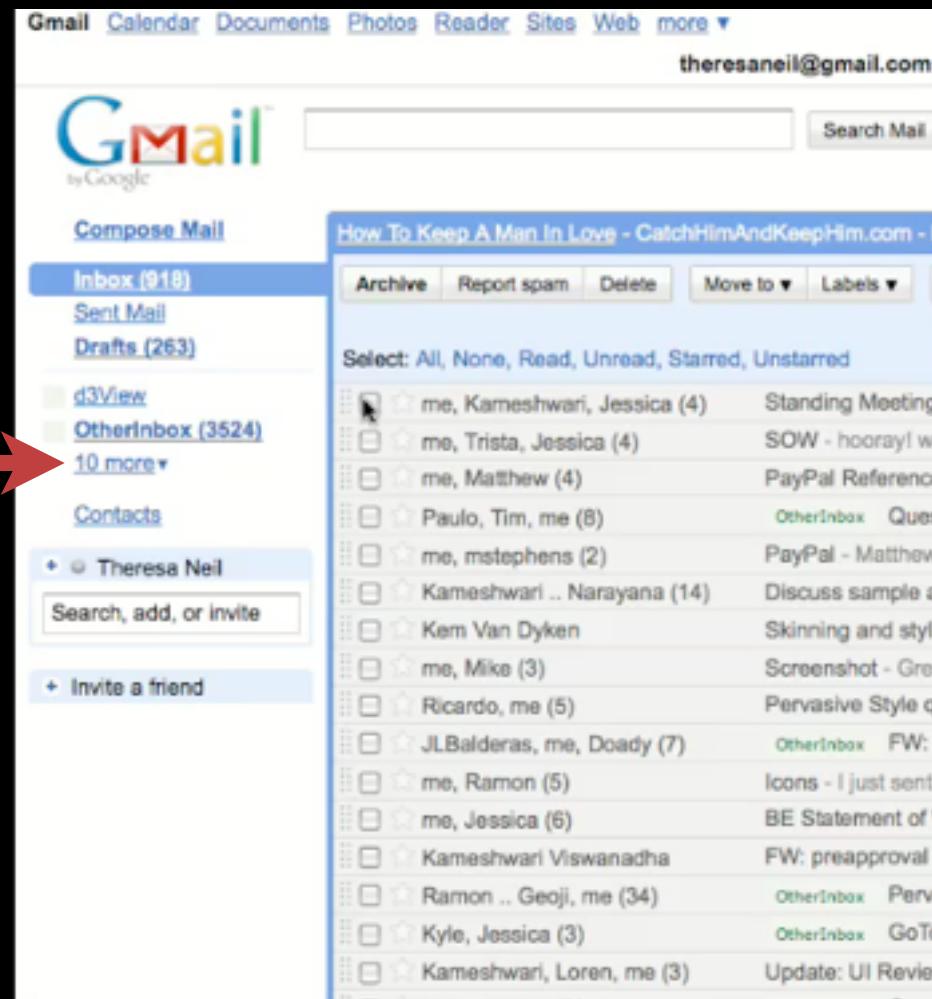
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.

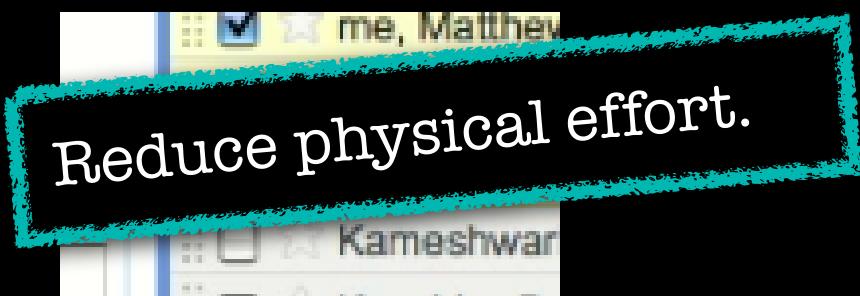


Drag, Open & Drop



drag and drop. gmail

Mouse hover & initiation
Anti-pattern: Tiny Targets



Reduce physical effort.

Drop accepted
What happened?
Collapses immediately.



Reduce mental effort.

Drag & Drop Moments

Category: **Web** Images | Video | Local | News | Shopping

Search: Yahoo Search Advanced | My Web

Wed, Aug 2, 02:19 pm [See the most popular vehicles on Yahoo! Autos](#)

[+ Add Content](#) [Change Layout](#) [Change Colors](#)

[Select Page: My Front Page](#)

Weather [edit](#) [x](#)
Dallas, TX 80-100 F
Denton, TX 78-101 F
Sunnyvale, CA 57-79 F
Boulder Creek, CA 63-80 F
Gilroy, CA 66-86 F
San Jose, CA 59-82 F
[Search](#)
search by Zip Code or City

Scoreboard [edit](#) [x](#)
TODAY
MLB
Texas vs. Minnesota 10 2
YESTERDAY
MLB
Texas vs. Minnesota 9 0
Y! Fantasy Football '06. Where Fantasy Rules. [Sign up now!](#)

Message Center [edit](#) [x](#)
[Check Email](#)
[Launch Messenger](#) 41 friends on

Best Fare Tracker [edit](#) [x](#)
Depart: Wichita, KS
San Francisco, CA \$256.00
San Jose, CA \$254.00
Depart: Kansas City, MO
San Francisco, CA \$241.00
Depart: San Francisco, CA

Maps [edit](#) [x](#)
Select From My Locations or Recently Used [clear recent](#)
---- My Locations ---- [Map](#)
Or Map a New Address:
Street Address or Airport Code
City, State or a Postal Code

eHub [edit](#) [x](#)
- MODx - 1 day ago
- Ojar - 1 day ago
- Moodle - 2 days ago
- Knode - 2 days ago
- Kartoo - 2 days ago

BayCHI Monthly Program Events [edit](#) [x](#)
- 2006/08/08: Monthly Program Meeting - one week ago

Personal Technology News [edit](#) [x](#)
- Norway not swayed by Apple concessions - one hour ago
- Review: Episodic video games can be fun - 3 hours ago
- Google strikes advertising deal with XM Satellite - 5 hours ago
- Google to Serve Ads to XM Radio - 6 hours ago

Travelocity - SFO-DFW [edit](#) [x](#)
- \$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%* - one hour ago

Travelocity - SJC - DFW, HNL, LAX, SAN [edit](#) [x](#)
- \$263+ Flights From San Jose to Dallas/Fort Worth - Save 30%* - 2 hours ago
- \$103+ Flights From San Jose to Los Angeles - Save 50%* - 2 hours ago
- \$373+ Flights From San Jose to Honolulu - Save 25%*

drag and drop.

my yahoo

Drag & Drop Moments

The screenshot shows a Yahoo! homepage with a "Web" search bar and a "Yahoo Search" button. The top navigation bar includes "Category: Web", "Images", "Video", "Local", "News", and "Shopping". The date is "Wed, Aug 2, 02:19 pm". A sidebar on the right says "See the most popular vehicles on Yahoo! Autos". The main content area is a "Select Page" dropdown set to "My Front Page".

The page is divided into several sections:

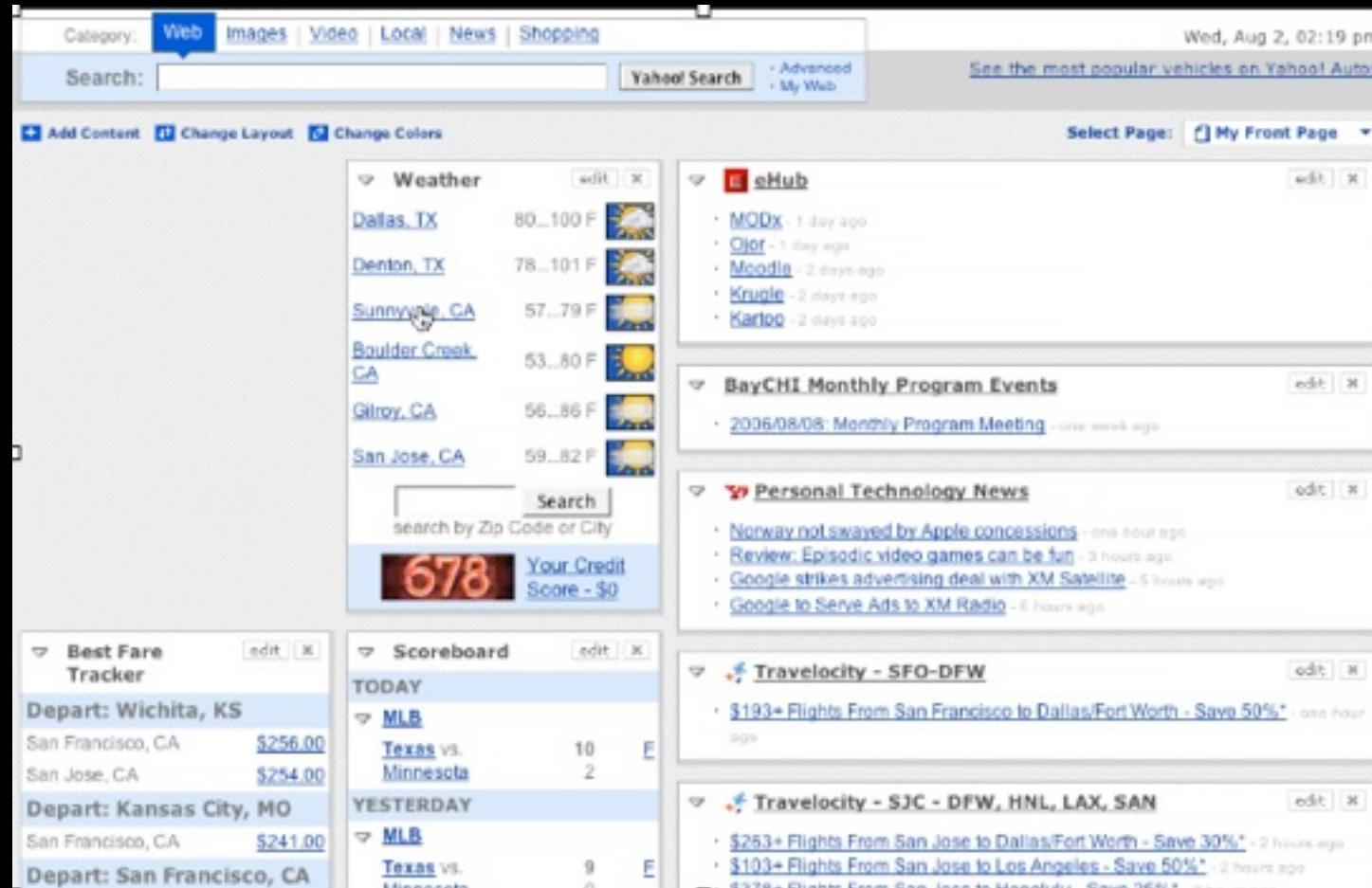
- Scoreboard**: TODAY, MLB, Weather (Dallas, TX: 100 F, Denton, TX: 101 F, Sunnyvale, CA: 79 F, Boulder Creek, CA: 53.80 F, Gilroy, CA: 56.86 F, San Jose, CA: 59.82 F).
- eHub**: MODX, Ojor, Moodle, Kruglin, Kartoo.
- BayCHI Monthly Program Events**: 2006/08/08: Monthly Program Meeting.
- Personal Technology News**: Norway not swayed by Apple concessions, Review: Episodic video games can be fun, Google strikes advertising deal with XM Satellite, Google to Serve Ads to XM Radio.
- Travelocity - SFO-DFW**: \$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%*.
- Travelocity - SJC - DFW, HNL, LAX, SAN**: \$253+ Flights From San Jose to Dallas/Fort Worth - Save 30%*, \$103+ Flights From San Jose to Los Angeles - Save 50%*, \$378+ Flights From San Jose to Honolulu - Save 25%*.

On the left, there's a "Best Fare Tracker" section for Wichita, KS, showing a fare of \$678. It also includes a "Depart: Kansas City, MO" section and a "Depart: San Francisco, CA" section.

drag and drop.

my yahoo

Drag & Drop Moments



The screenshot shows a Yahoo homepage with a drag-and-drop interface for customizing the layout. The top navigation bar includes links for Category (Web, Images, Video, Local, News, Shopping), a search bar, and a Yahoo Search button. The date is Wednesday, Aug 2, 02:19 pm. A sidebar on the right shows the most popular vehicles on Yahoo Autos. The main content area is divided into several modules:

- Weather** (Dallas, TX: 80..100 F, Denton, TX: 78..101 F, Sunnyvale, CA: 57..79 F, Boulder Creek, CA: 53..80 F, Gilroy, CA: 56..86 F, San Jose, CA: 59..82 F) with a search bar for zip codes and a credit score of 678.
- eHub** (MODX, Ojor, Moodle, Kruglin, Kartoo)
- BayCHI Monthly Program Events** (2006/08/08: Monthly Program Meeting)
- Personal Technology News** (Norway not swayed by Apple concessions, Review: Episodic video games can be fun, Google strikes advertising deal with XM Satellite, Google to Serve Ads to XM Radio)
- Travelocity - SFO-DFW** (\$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%*)
- Travelocity - SJC - DFW, HNL, LAX, SAN** (\$253+ Flights From San Jose to Dallas/Fort Worth - Save 30%, \$103+ Flights From San Jose to Los Angeles - Save 50%, \$378+ Flights From San Jose to Honolulu - Save 25%)

Below these modules, there are sections for **Best Fare Tracker** (Depart: Wichita, KS, San Francisco, CA: \$256.00, San Jose, CA: \$254.00), **Scoreboard** (TODAY: MLB, Texas vs. Minnesota, 10-2, E), and **YESTERDAY** (MLB, Texas vs. Minnesota, 9-0, E).

drag and drop.

my yahoo

Drag & Drop Moments

Category: **Web** Images | Video | Local | News | Shopping

Search: Yahoo Search [Advanced](#) [My Web](#)

Wed, Aug 2, 02:19 pm [See the most popular vehicles on Yahoo! Autos](#)

[+ Add Content](#) [Change Layout](#) [Change Colors](#) Select Page: [My Front Page](#)

Best Fare Tracker [edit](#) [x](#)

Depart: Wichita, KS

San Francisco, CA	\$256.00
San Jose, CA	\$254.00

Depart: Kansas City, MO

San Francisco, CA	\$241.00
-------------------	----------

Depart: San Francisco, CA

Dallas, TX - DFW	\$347.00
------------------	----------

Depart: San Jose, CA

Dallas, TX - DFW	N/A
------------------	-----

Find other Best Fares:

From:
To:
Adults: 1 [Search](#)

[Disclaimer](#)
* Some taxes and fees additional.
[Learn More](#)

[+ Add Content](#)

Weather [edit](#) [x](#)

Dallas, TX	80...100 F	
Denton, TX	78...101 F	
Sunnyvale, CA	57...79 F	
Boulder Creek, CA	53...80 F	
Gilroy, CA	56...86 F	
San Jose, CA	59...82 F	

[Search](#)
search by Zip Code or City

678 Your Credit Score - \$0

Scoreboard [edit](#) [x](#)

TODAY

MLB	
Texas vs. Minnesota	10 E 2

YESTERDAY

MLB	
Texas vs. Minnesota	9 E 0

eHub [edit](#) [x](#)

- [MODx](#) 1 day ago
- [Ojor](#) 1 day ago
- [Moodle](#) 2 days ago
- [Krugle](#) 2 days ago
- [Kartoo](#) 2 days ago

BayCHI Monthly Program Events [edit](#) [x](#)

- [2006/08/08: Monthly Program Meeting](#) one week ago

Personal Technology News [edit](#) [x](#)

- [Norway not swayed by Apple concessions](#) one hour ago
- [Reviewer: Episodic video games can be fun](#) 3 hours ago
- [Google strikes advertising deal with XM Satellite](#) 5 hours ago
- [Google to Serve Ads to XM Radio](#) 6 hours ago

Travelocity - SFO-DFW [edit](#) [x](#)

- [\\$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%*](#) one hour ago

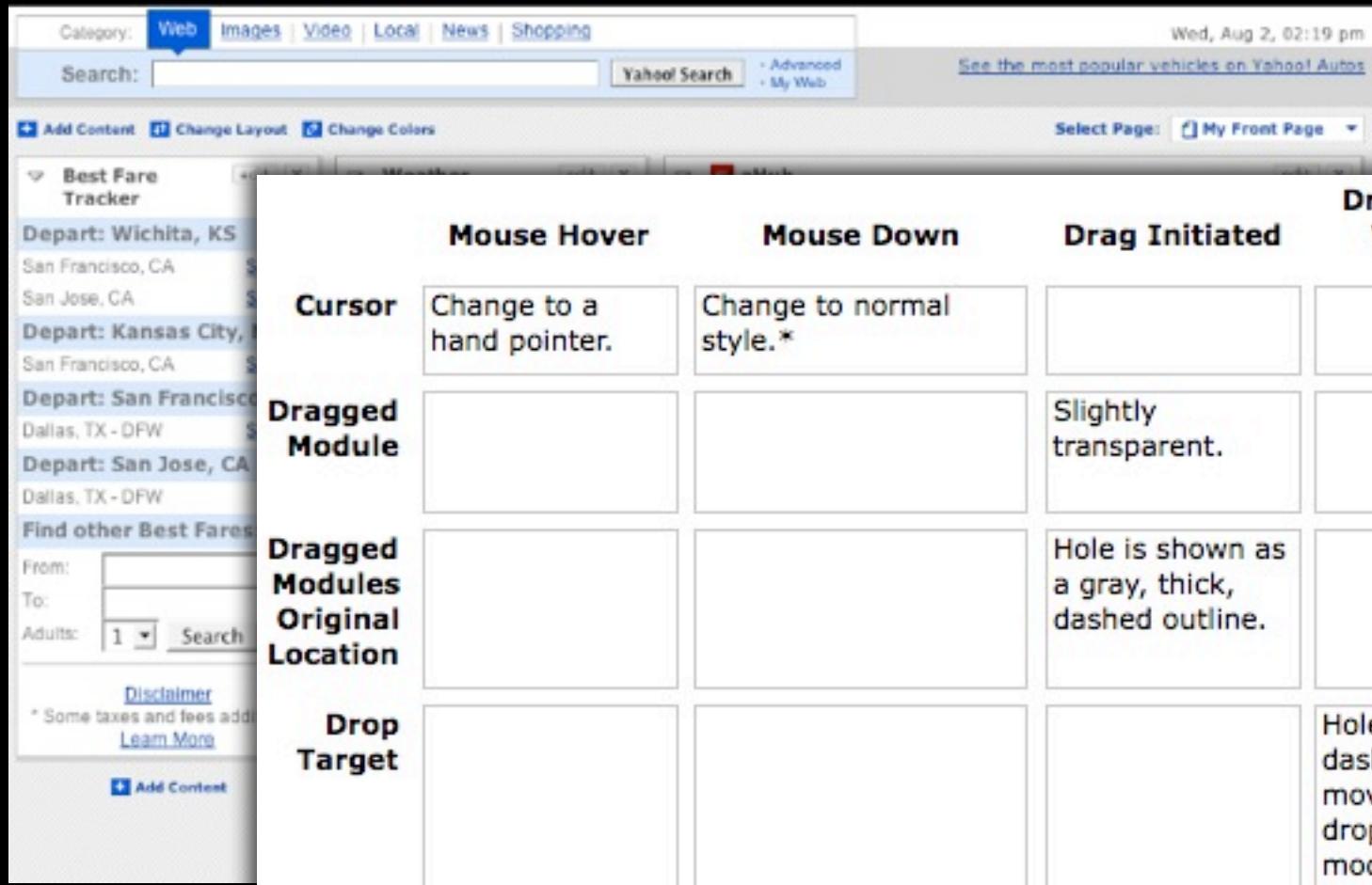
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drag and drop.

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Drag & Drop 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.
Notes	<i>* A better approach is to switch to a hand that looks like it grabbed the module.</i>		<i>* Drag initiates instantly on mouse down.</i>		<i>* Triggers when the mid-point of the dragged object enters a valid drop target.</i>

Drag & Drop Moments

Category: [Web](#) [Images](#) [Video](#) [Local](#) [News](#) [Shopping](#)

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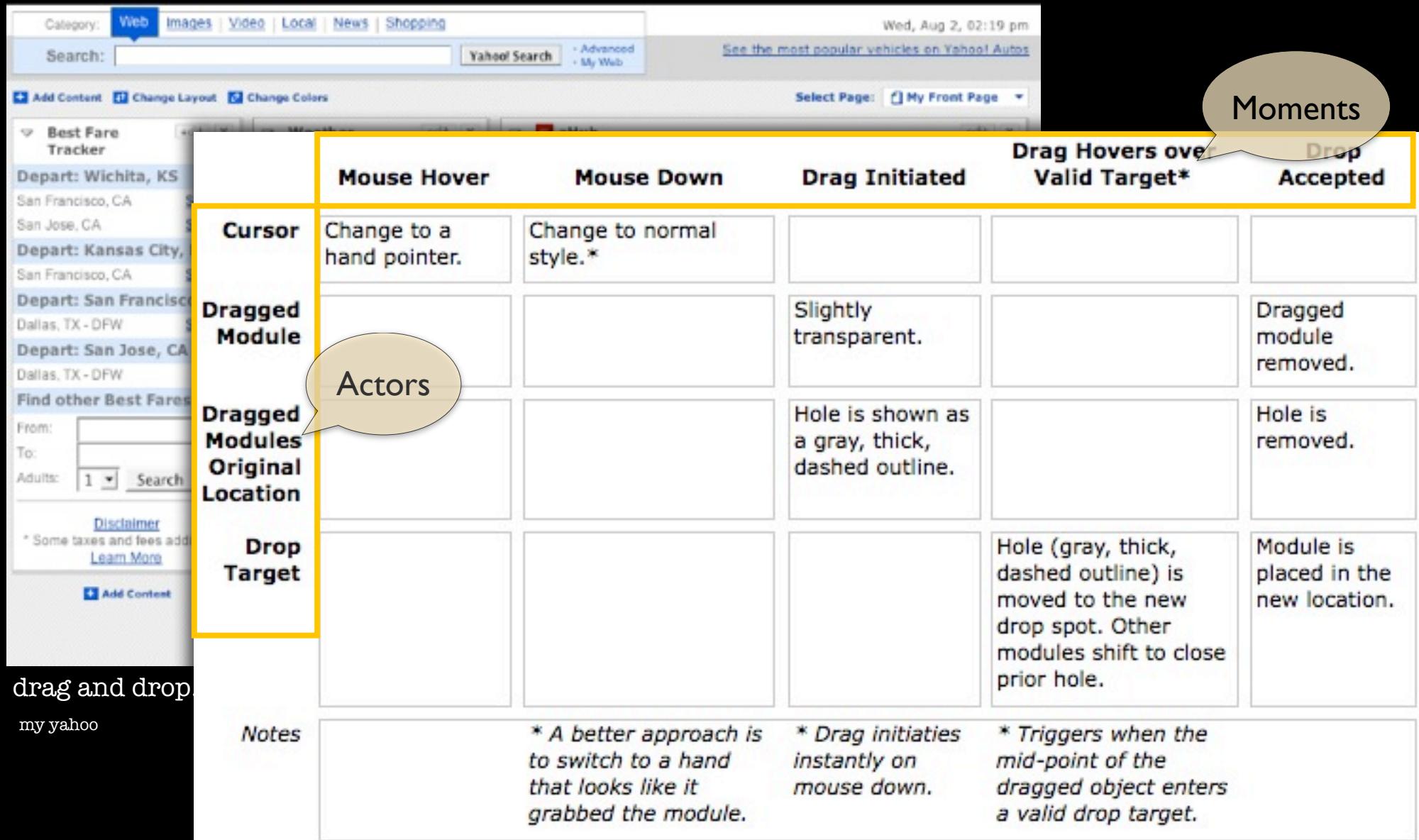
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	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Moments

Drag & Drop Moments



The screenshot shows the Yahoo! homepage with a travel search interface. A yellow box highlights a table titled 'Drag & Drop Moments' which maps cursor actions to visual states. A callout bubble labeled 'Actors' points to the table, and another bubble labeled 'Moments' points to the table's title.

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

The diagram illustrates the moments of a drag and drop interaction on a Yahoo search results page. The page shows a search for 'Best Fare Tracker' with results for Wichita, KS, San Francisco, CA, and Kansas City, MO. A 'Drag and drop' module is highlighted with a yellow border. A large yellow box labeled 'Drag and drop' contains a 5x5 grid of cells representing different moments of the interaction. The columns are labeled: Mouse Hover, Mouse Down, Drag Initiated, Drag Hovers over Valid Target*, and Accepted. The rows are labeled: Cursor, Dragged Module, Dragged Modules Original Location, Drop Target, and Notes. A callout bubble labeled 'Actors' points to the Dragged Module row. Another callout bubble labeled 'Interactions' points to the Drag Hovers over Valid Target* column. A large callout bubble labeled 'Moments' points to the overall grid. The 'Notes' row contains explanatory text for each column.

Cursor	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Accepted
Dragged Module	Change to a hand pointer.	Change to normal style.*	Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
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Drag and Drop Modules - Interesting Moments Grid

Currently on beta.my.yahoo.com

ID: Bill Scott & Eric Miraglia

	Mouse Hover	Mouse Down	Drag Initiated	Drag Over Valid Target	Drag Over Invalid Target
Cursor					
Tool Tip					
Drag Object					
Drop Target					

My Yahoo! drag and drop

Drag & Drop Moments

Step 1. Selecting a Volcano

Topographic maps are available for all the volcanoes in the United States. They and outdoor recreation stores also sell topographic maps. The model made by 1250 about Mount St. Helens. [Click here](#) for a site that shows the major dome building episodes. Your model could

Step 2. Creating a Pattern.



Print the page with the simplified topographic map highlighted. The highlighted lines will serve as inches on a side. It can be square or rectangular.

noes in the United States. To
ic maps. The model made by

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 [Click here](#)
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Landforms: Volcano...

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Drag & Drop Moments

Step 1. Selecting a Volcano

Topographic maps are available for purchase at outdoor recreation stores also. Click here for a topographic map of Mount St. Helens. Click here for a topographic map of the major dome building episodes. You can also print the simplified map.

Step 2. Creating a Pattern.



Print the page with the simplified map highlighted. The highlighted line is approximately 10 inches on a side. It can be square or rectangular.

drag and drop. yahoo for teachers

Typical growth of a lava delta at Kilauea Volcano

1. Pahoehoe lava first enters ocean quietly



Pahoehoe lava entering the ocean at a new location either oozes across a cobble or black sand beach or spills over a sea cliff, typically 1 to 5 m tall. As waves splash over the advancing lava, the surface of the molten stream cools quickly and shatters into small, glassy fragments. Because the seawater does not become trapped or confined within the lava, explosions rarely occur. For this reason, the first few hours of a new ocean entry are the safest time to view up close lava entering the sea.



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Projects (8)

Geography: Land...

Pahoehoe lava entering the ocean at a new location either oozes across a...

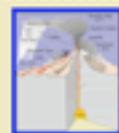
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Birds' Nests

As waves splash over the advancing...

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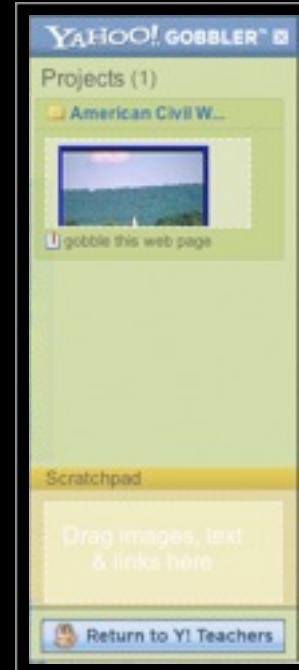
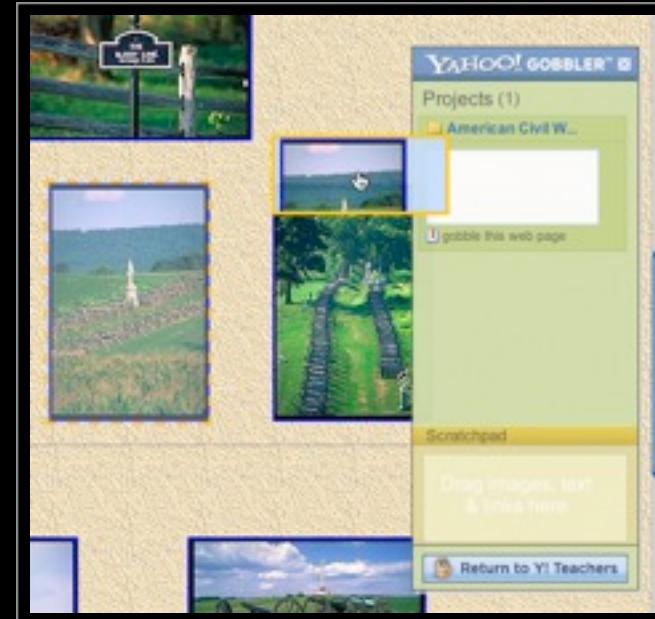
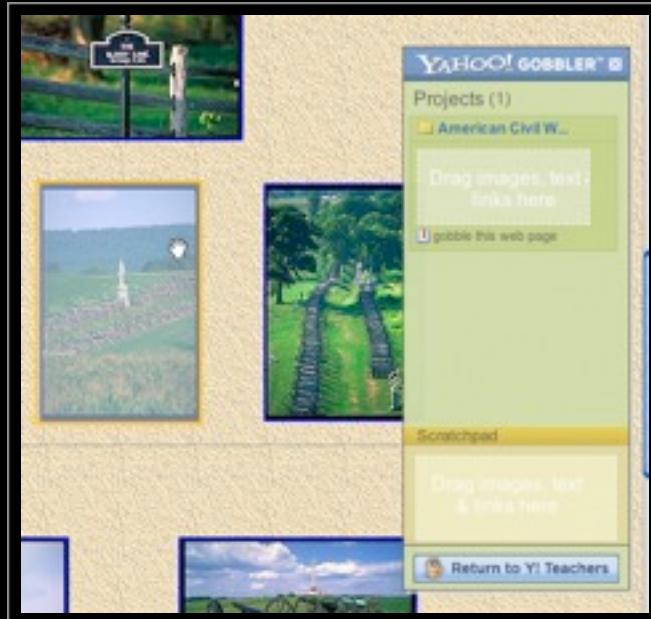
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Drag & Drop Moments



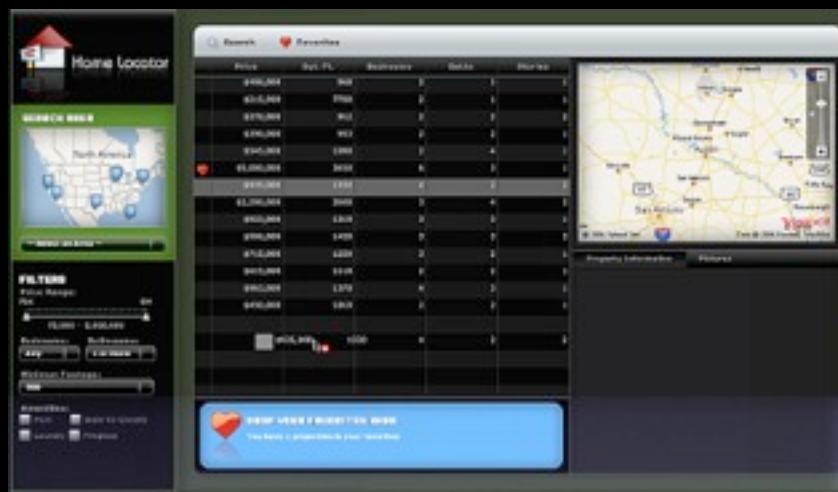
Drag & Drop Moments

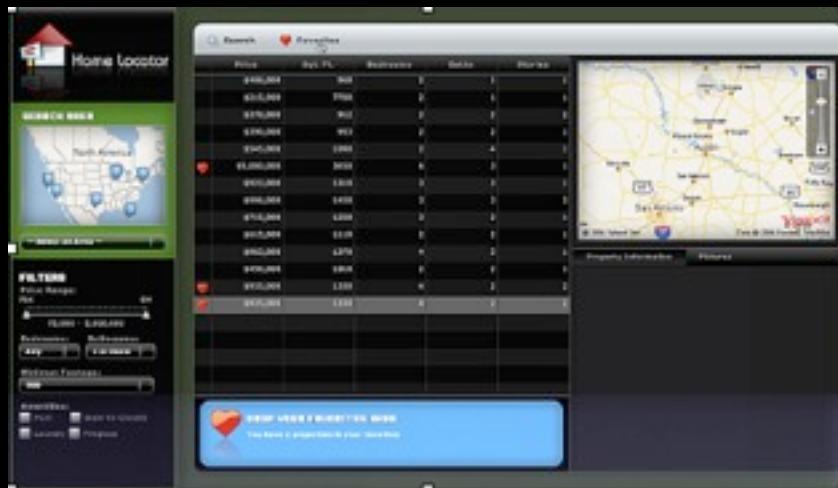


Drag & Drop Moments

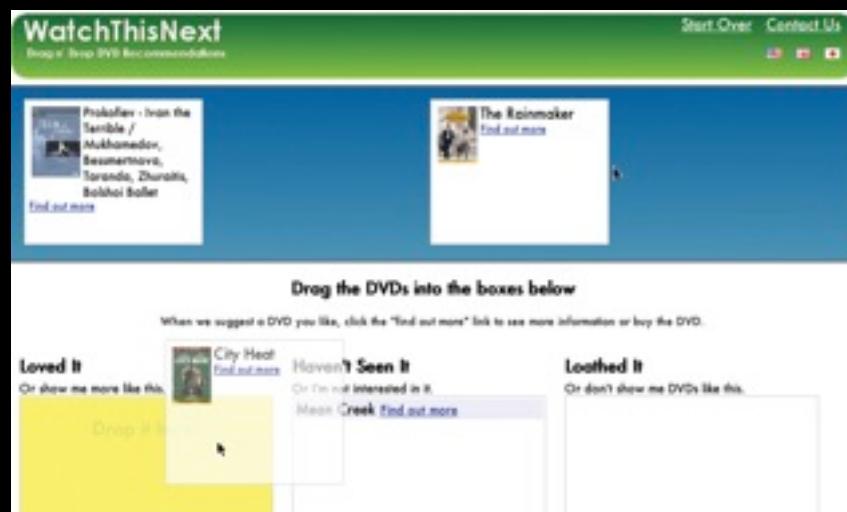












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Classics

Recommendations



High Plains Drifter



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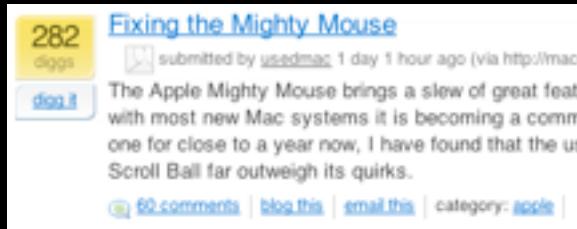
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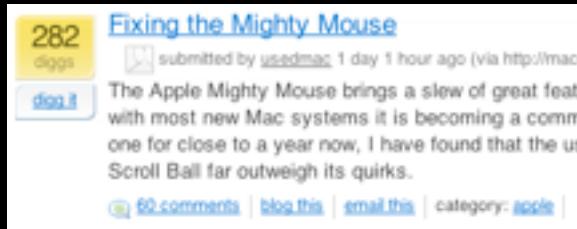
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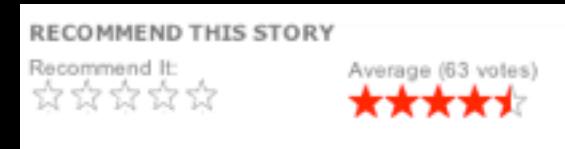
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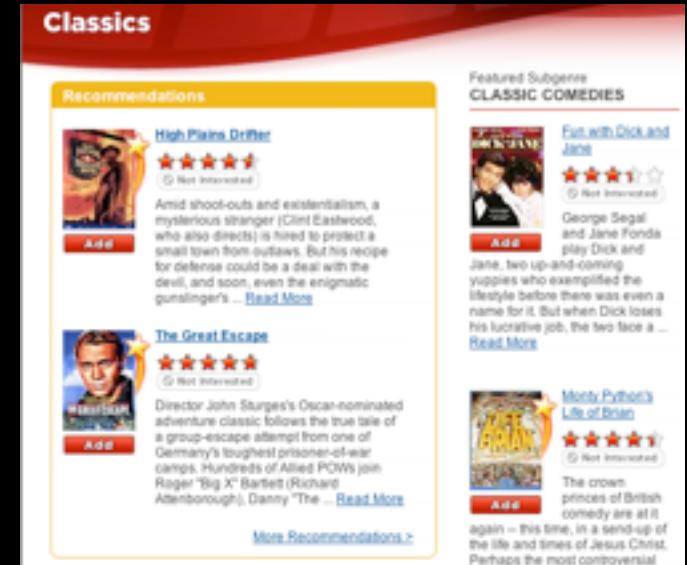


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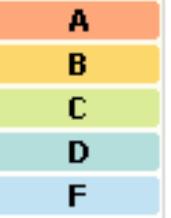
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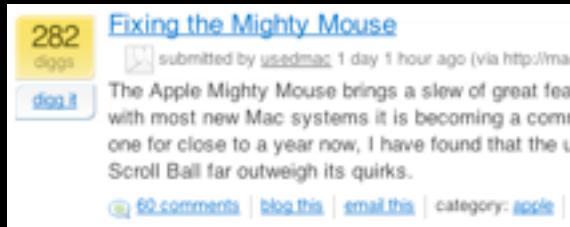
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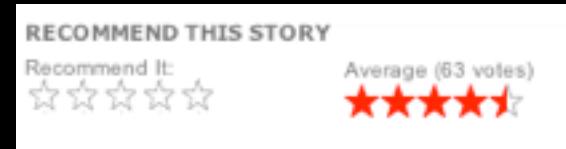
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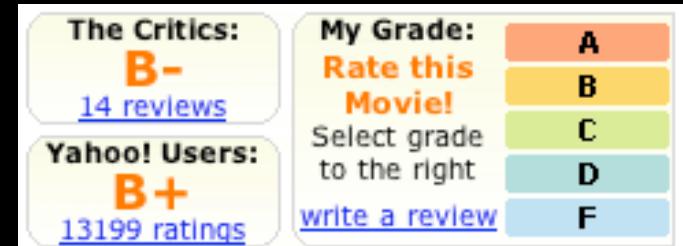
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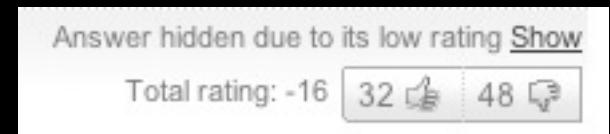
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★★★★★
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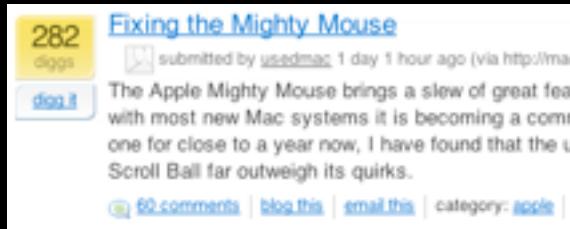


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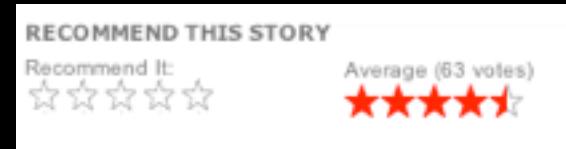
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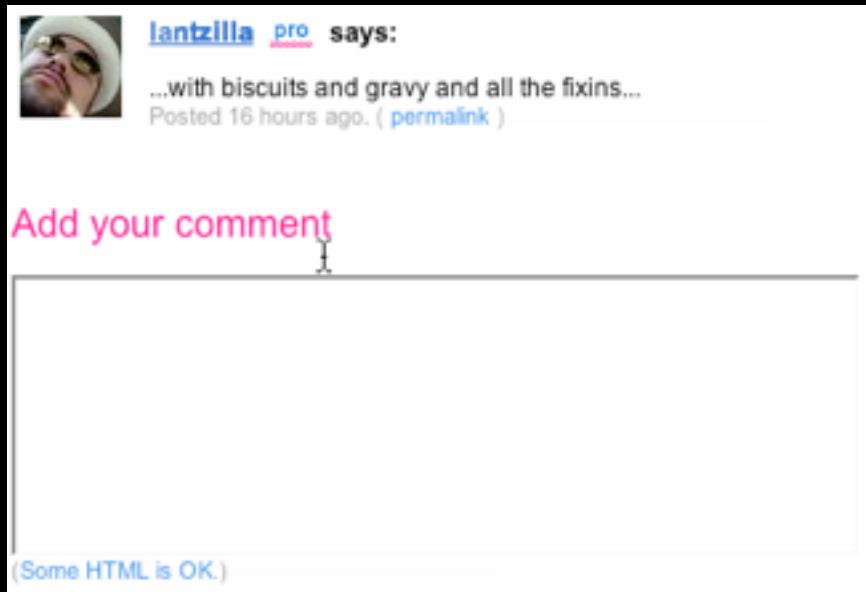
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C
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 [lantzilla](#) [pro](#) says:

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

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

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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 in a black sans-serif font.

contextual tool actions. backpackit

Contextual Tools (inline on hover)

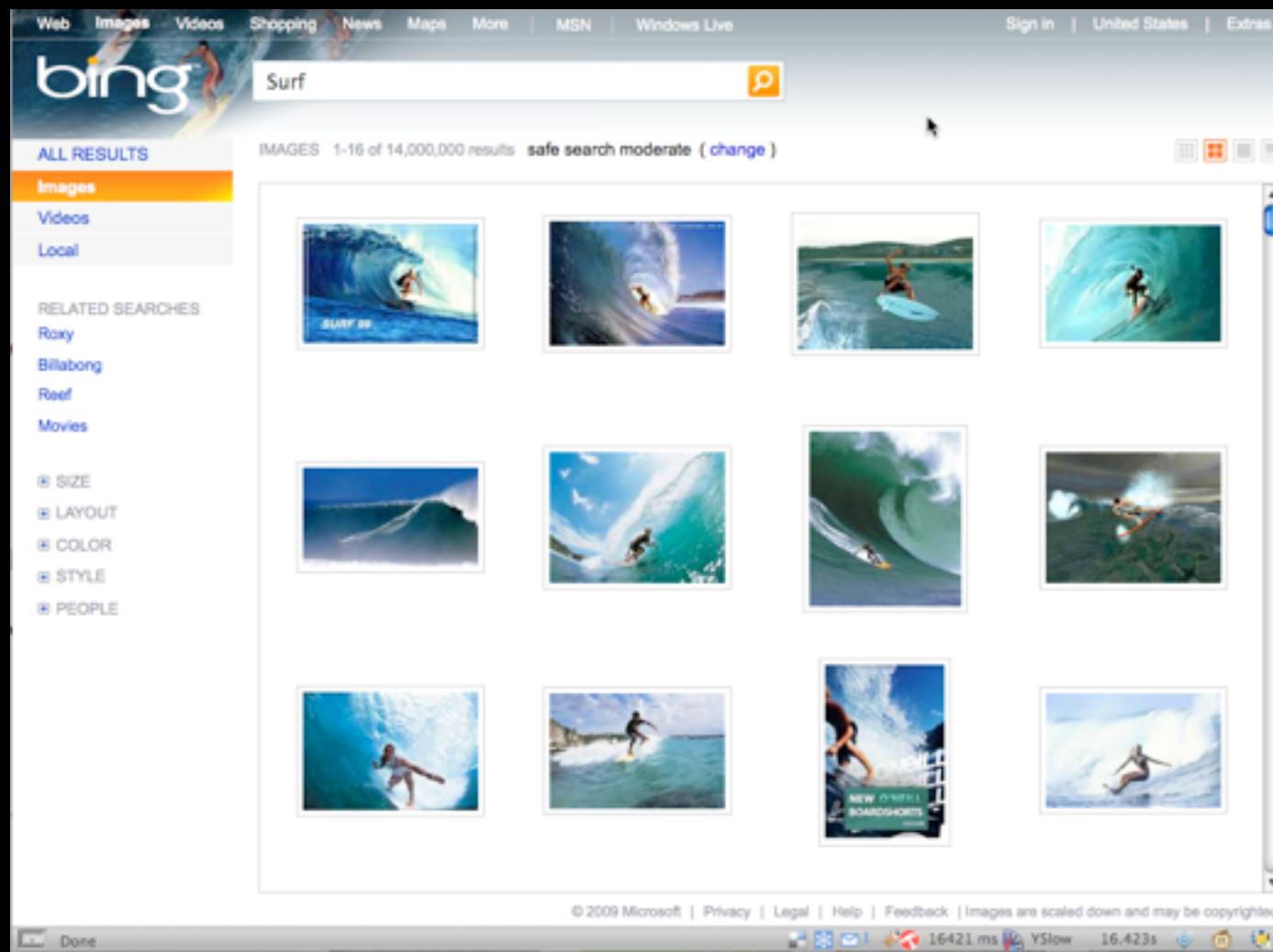


contextual tool menu. flickr.com



contextual tool actions. backpackit

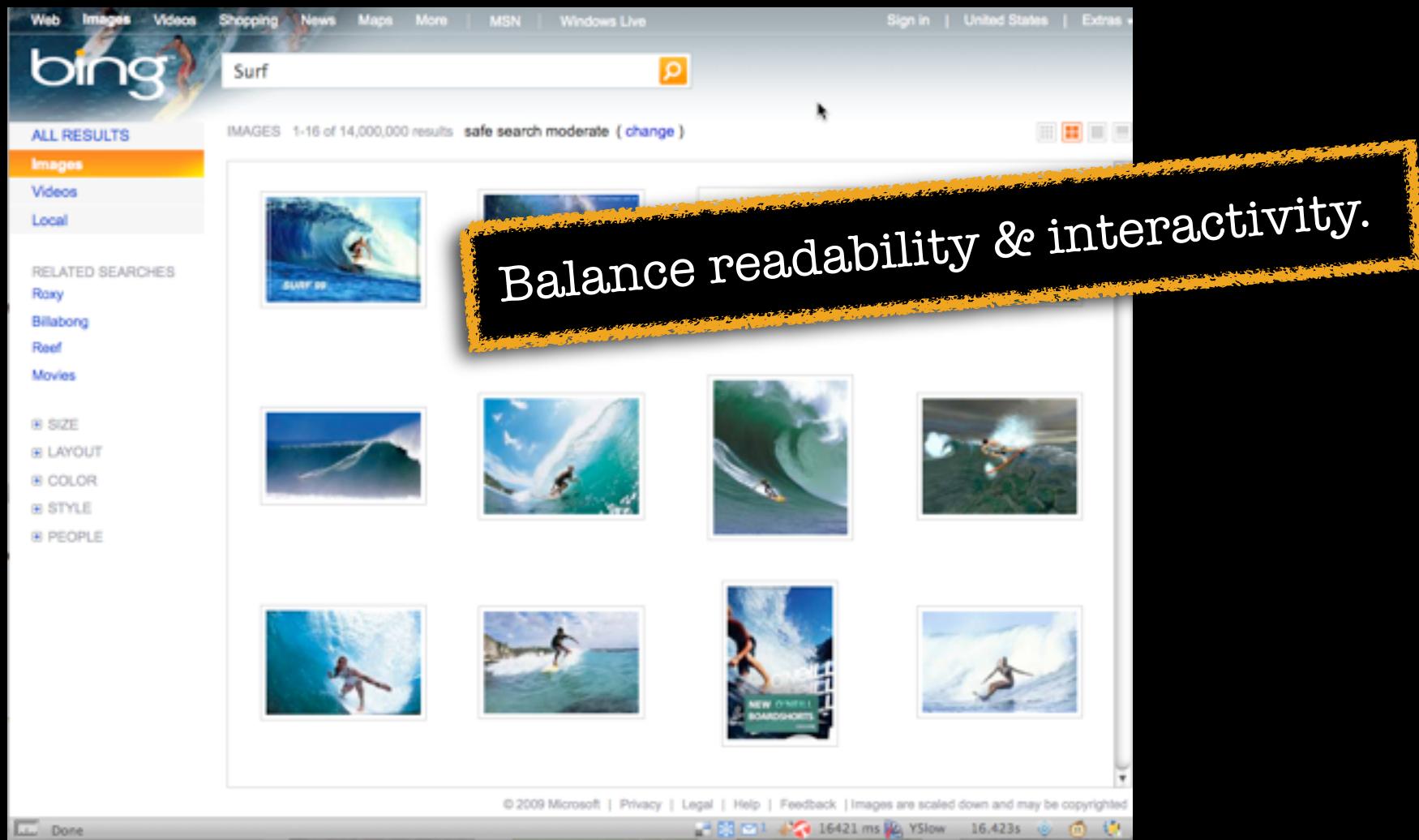
Contextual Tools (overlay on hover)



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 currently selected and highlighted in orange), and sections for "Videos", "Local", "RELATED SEARCHES" (listing "Roxy", "Billabong", "Reef", "Movies"), and search filters for "SIZE", "LAYOUT", "COLOR", "STYLE", and "PEOPLE". The bottom of the page includes a copyright notice and a toolbar with various icons.

contextual tool overlay. bing.com

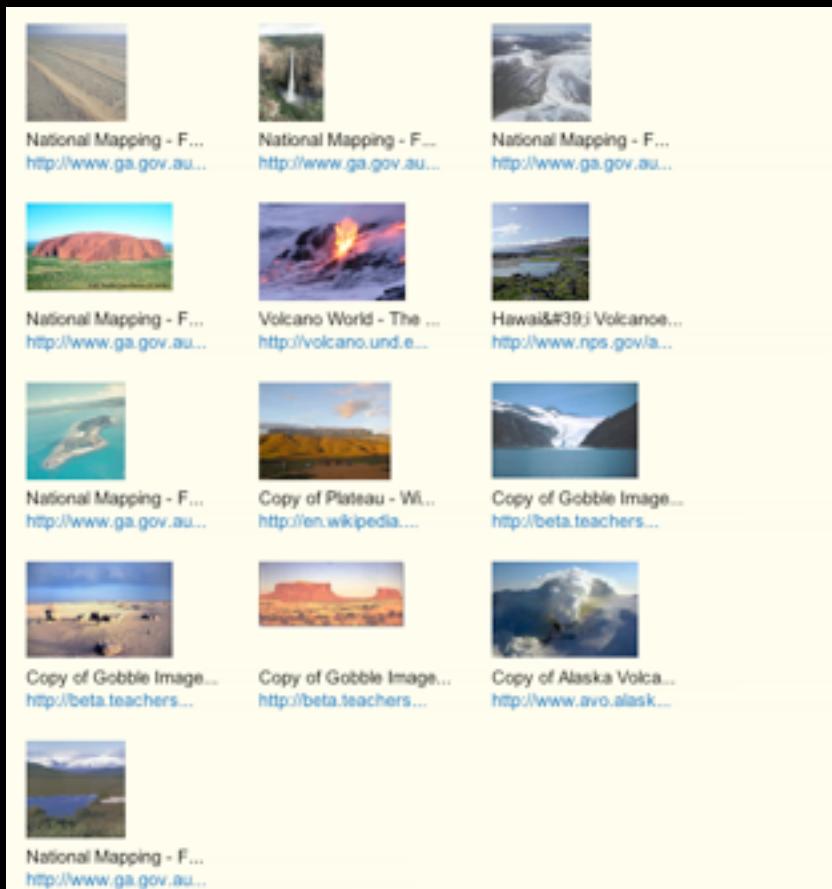
Contextual Tools (overlay on hover)



A screenshot of a Bing search results page for the query "Surf". The page shows a grid of 12 image thumbnails. A yellow callout box with a hand-drawn style border is positioned over the top-left image, containing the text "Balance readability & interactivity." The search bar at the top contains the word "Surf". The left sidebar includes links for "ALL RESULTS", "Images" (which is selected and highlighted in orange), "Videos", "Local", "RELATED SEARCHES" (listing "Roxy", "Billabong", "Reef", "Movies"), and filter options for "SIZE", "LAYOUT", "COLOR", "STYLE", and "PEOPLE". The bottom of the page features a standard footer with links to Microsoft's privacy, legal, and help policies, as well as a note about image copyright. The overall layout is clean and modern, with a focus on image search results.

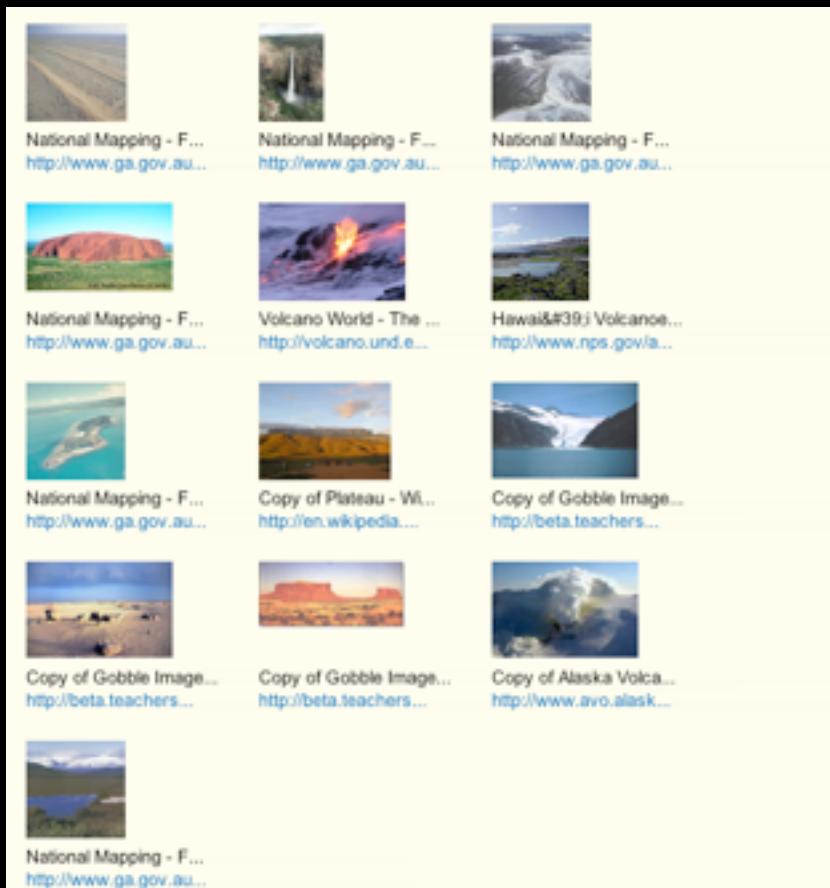
contextual tool overlay. bing.com

Anti-Pattern: Hover & Cover



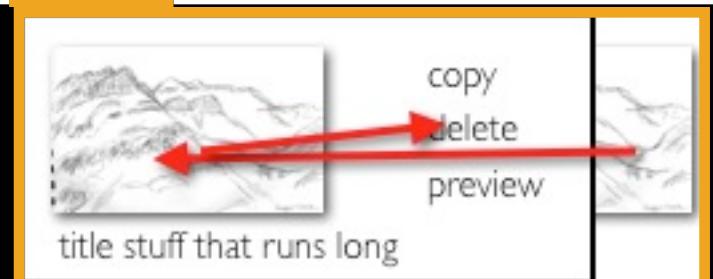
anti-pattern. hover & cover. yahoo! teachers

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

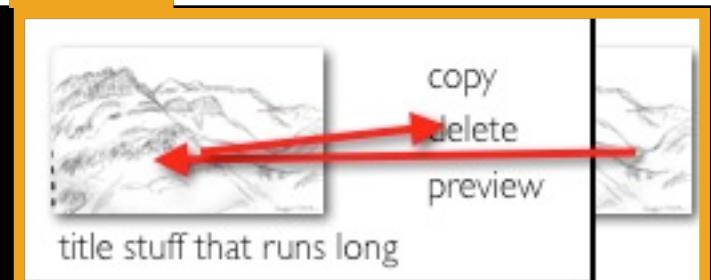


Anti-Pattern: Hover & Cover

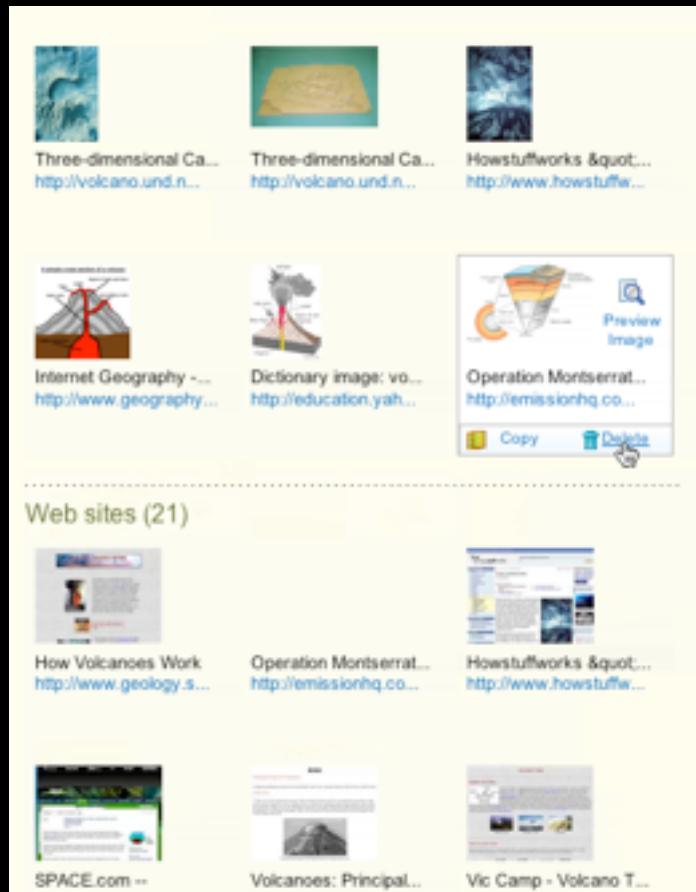


	Page Render	Mouse over object	Mouse leaves tool layer	Tool selected	In Progress	Complete
Actionable Object		link cursor				
Contextual Tools		Wrapped by tool layer	Normal display mode	Normal display mode		
	Show tool layer	Hide tool layer	Hide tool layer			

anti-pattern. hover & cover. yahoo! 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...>

Copy Delete

Web sites (21)

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

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

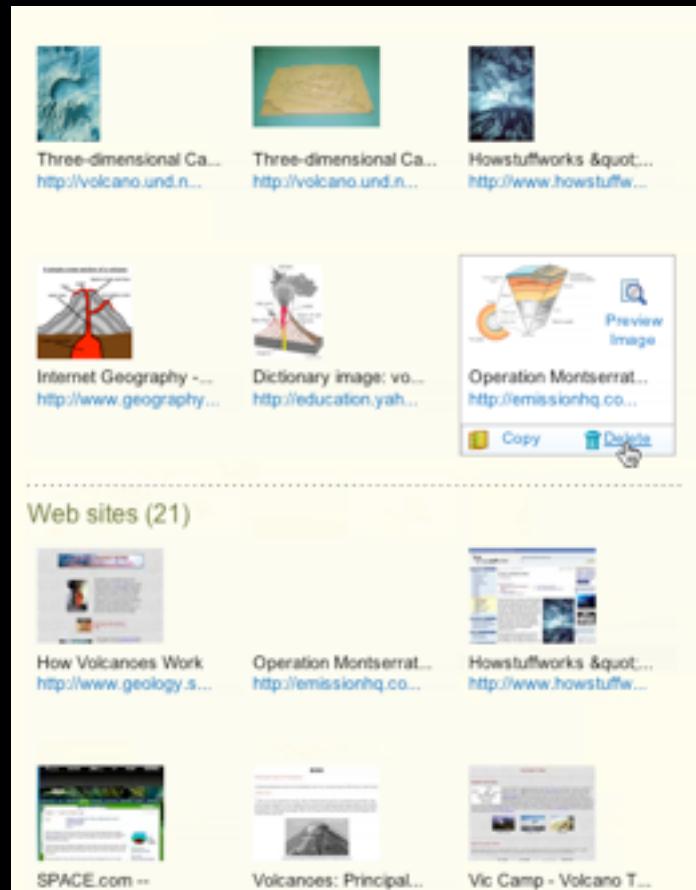
Howstuffworks "...
<http://www.howstuffw...>

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...>

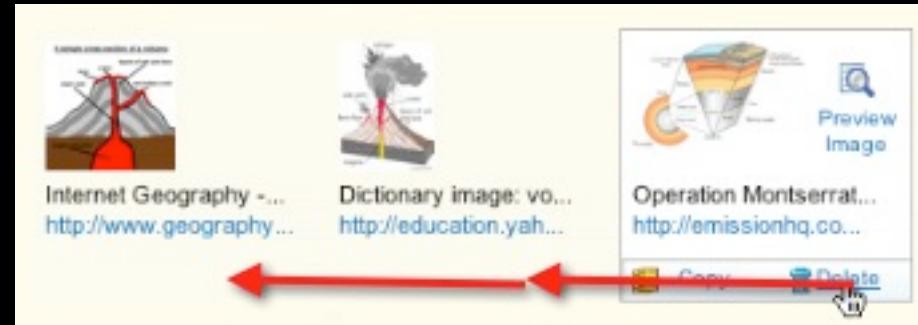
Operation Montserrat...
<http://emissionhq.co...>

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

SPACE.com --

Volcanoes: Principal...
[Volcanoes: Principa...](#)

Vic Camp - Volcano T...
[Vic Camp - Volcano T...](#)



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

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

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

Preview Image

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Preview Image

Copy Delete

hover & cover resolved. y! teachers



Maintain flow.

Exploratorium Exhibit



Spot the differences

Spot the differences



Now try again...

Now try again...



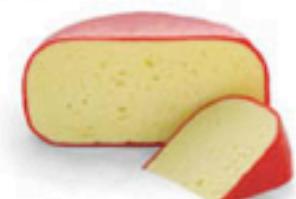
Now try again...

Keep the moments within the page.



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[ALL PRODUCTS](#)[SOFT WHITE CHEESE](#)[SHEEPS MILK CHEESE](#)[PRESSED CHEESE](#)[FRESH CHEESE](#)[COWS FETA](#)[BLUE CHEESE](#)[GIFT PACKS](#)[MERCANDISE](#)[GOATS MILK CHEESE](#)[6 CHEESE GIFTBOX](#)[2 CHEESE SELECTION](#)[4 CHEESE PLATTER](#)[AGED AIREDALE](#)[BRIE](#)[CHEESE TIN](#)[CREAMY HAVARTI](#)[DANSEYS PASS](#)[DUNTRROON](#)[FARMHOUSE](#)[FUCHSIA CREEK FETA](#)[HALLOUMI](#)

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(0 items)

ALL

SOFT

SHEEPS MILK CHEESE

PRESSED CHEESE

FRESH CHEESE

COWS FETA

BLUE CHEESE

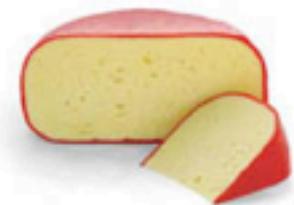
GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE



AGED AIREDALE



BRIE



CHEESE TIN



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DANSEYS PASS



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FARMHOUSE

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AJAX Images Downloads Development Overview Community Videos

IMAGES 1-16 of 1,370,000 results safe search strict (change)

RELATED PEOPLE Tulloch Phar Lap Heroic Sky High Northerly Might and Power Makye Diva Sunline Lord Flight

SIZE LAYOUT COLOR STYLE PEOPLE

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IMAGES 1-16 of 1,370,000 results safe search strict (change)

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IMAGES 1-16 of 1,370,000 results safe search strict (change)

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*Local disclosure

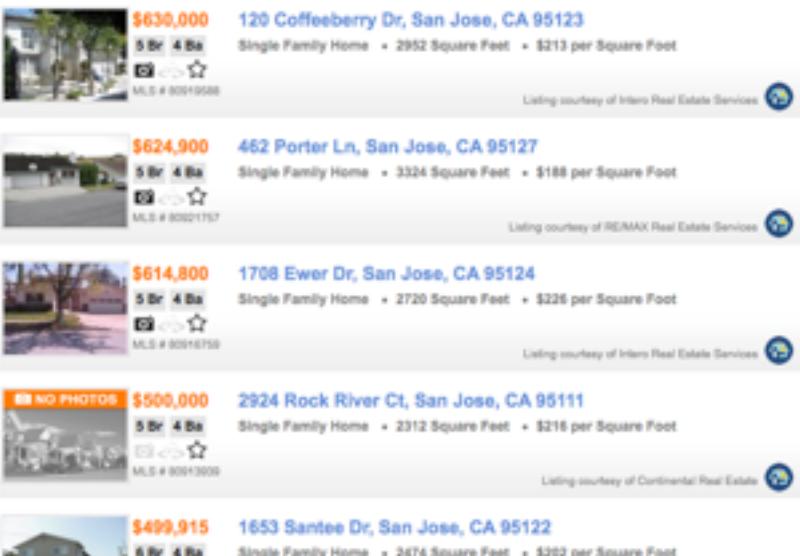
II stop slide show slow fast

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5 Br 4 Ba
MLS # 80919590

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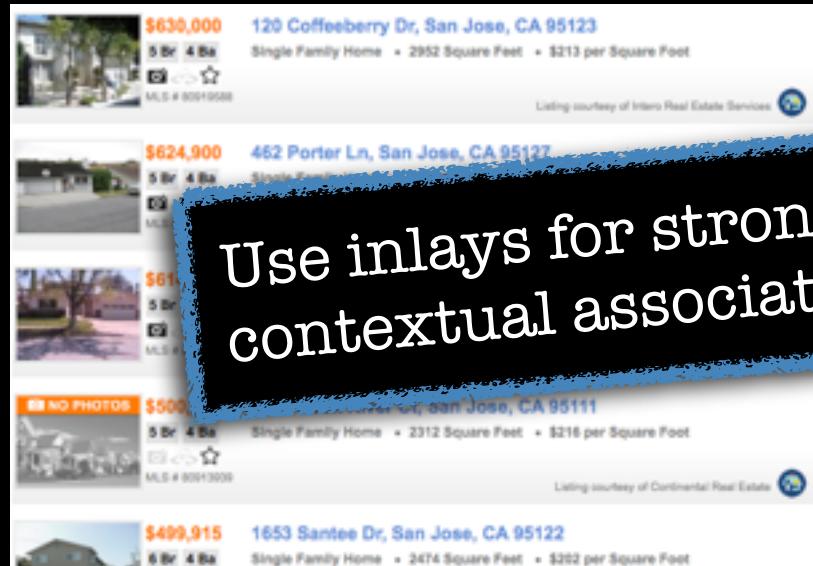
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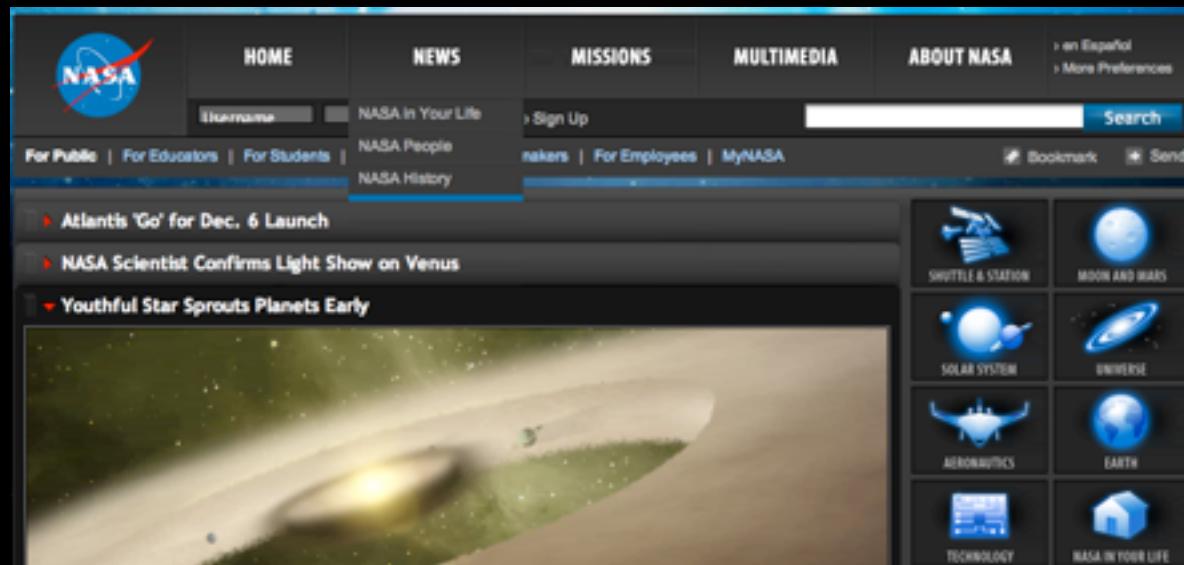
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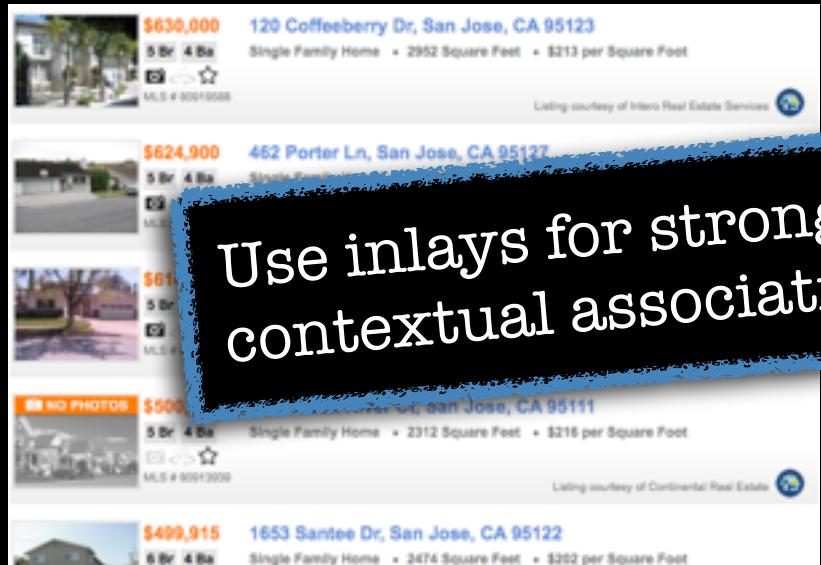


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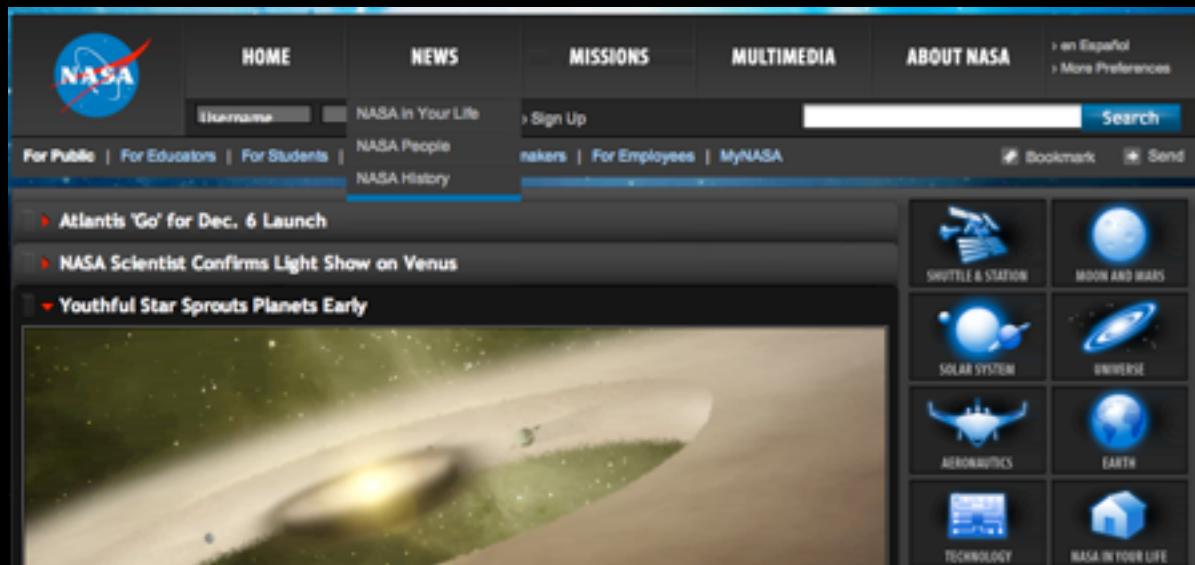
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\$624,900 462 Porter Ln, San Jose, CA 95127
Single Family Home • 2952 Square Feet • \$213 per Square Foot

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

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

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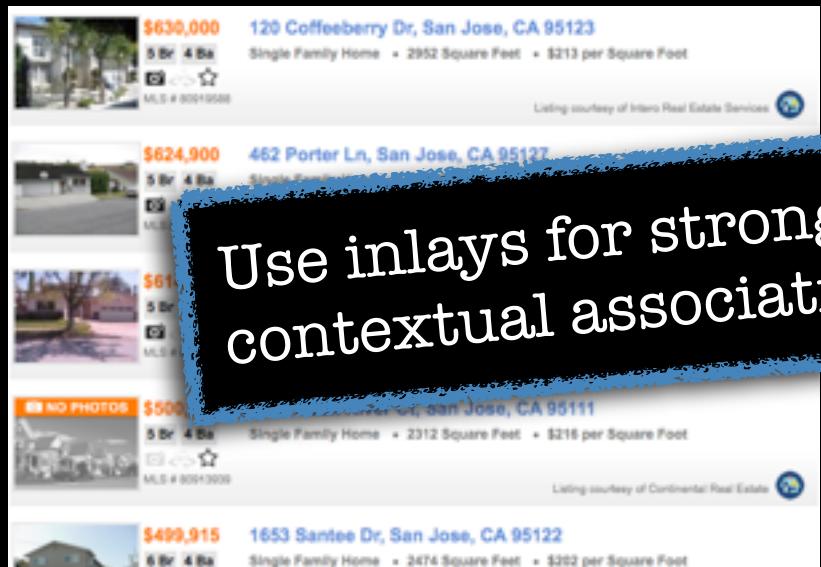
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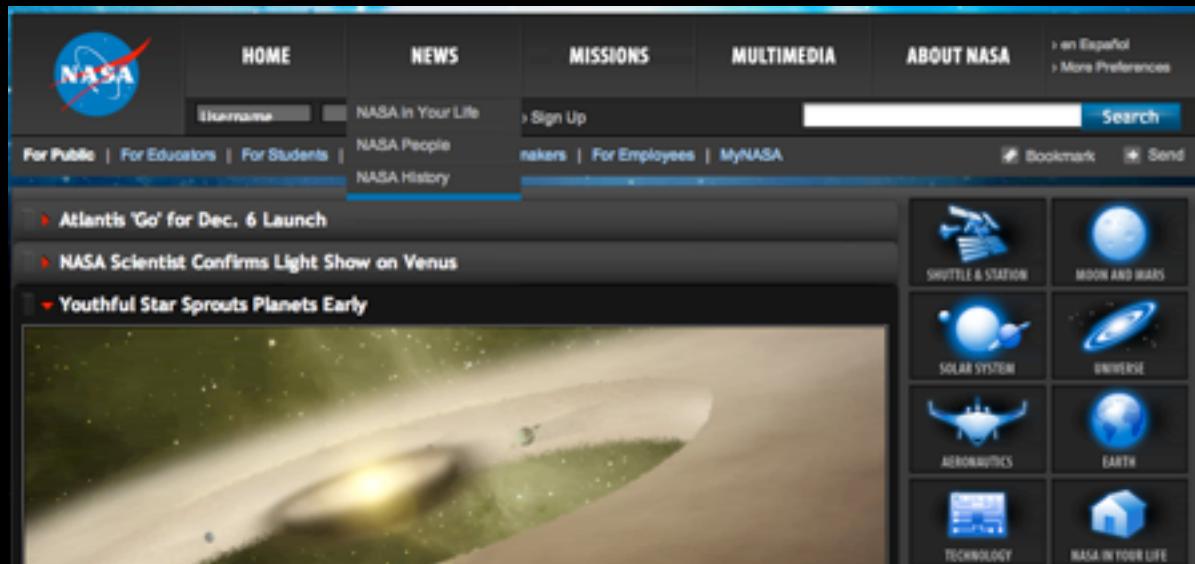
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Single Family Home • 2312 Square Feet • \$218 per Square Foot

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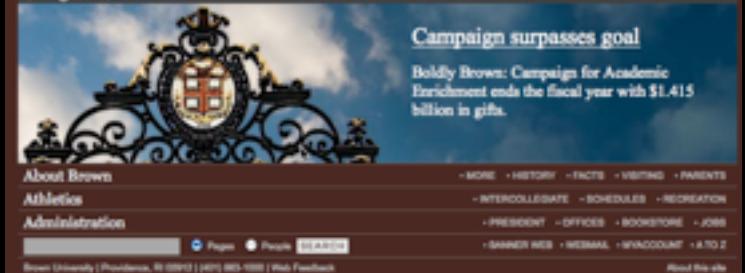
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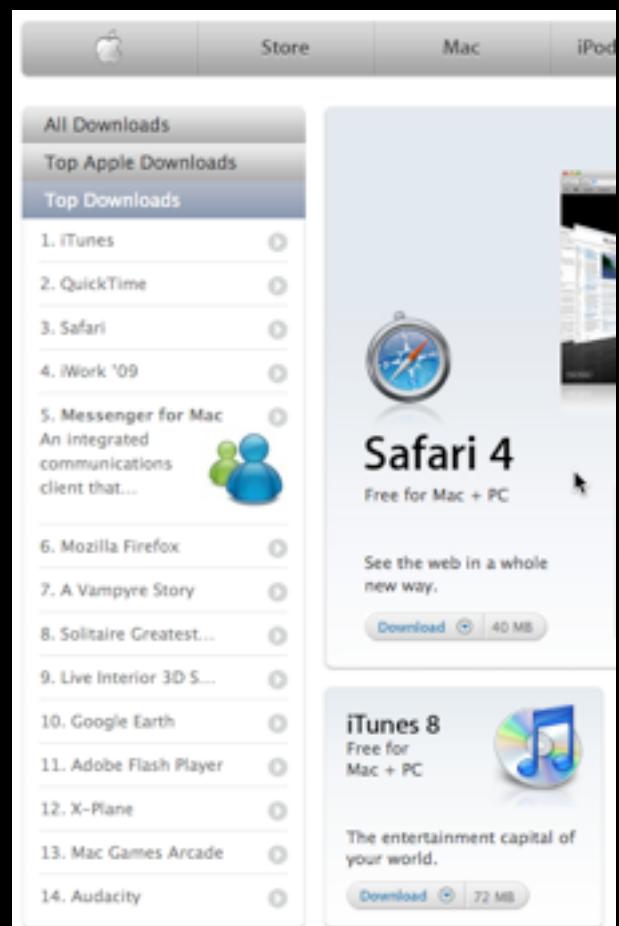
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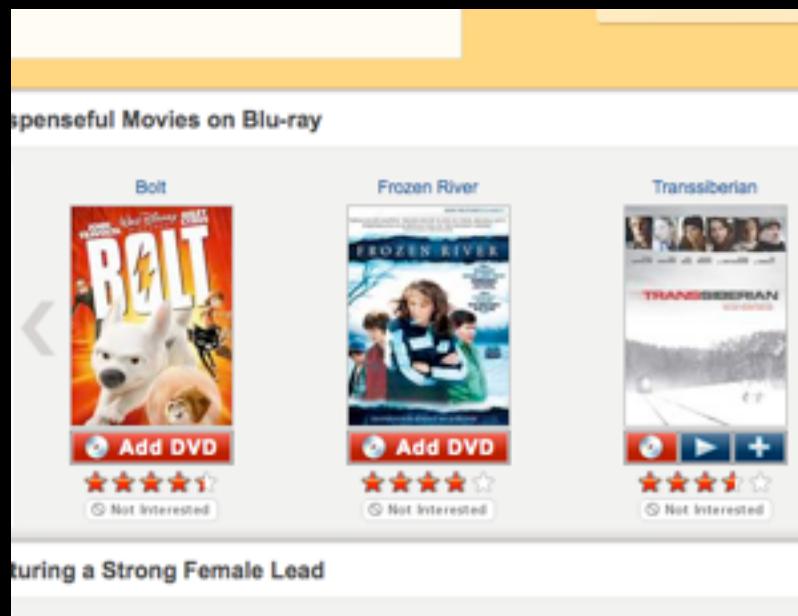
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Suspenseful Movies on Blu-ray

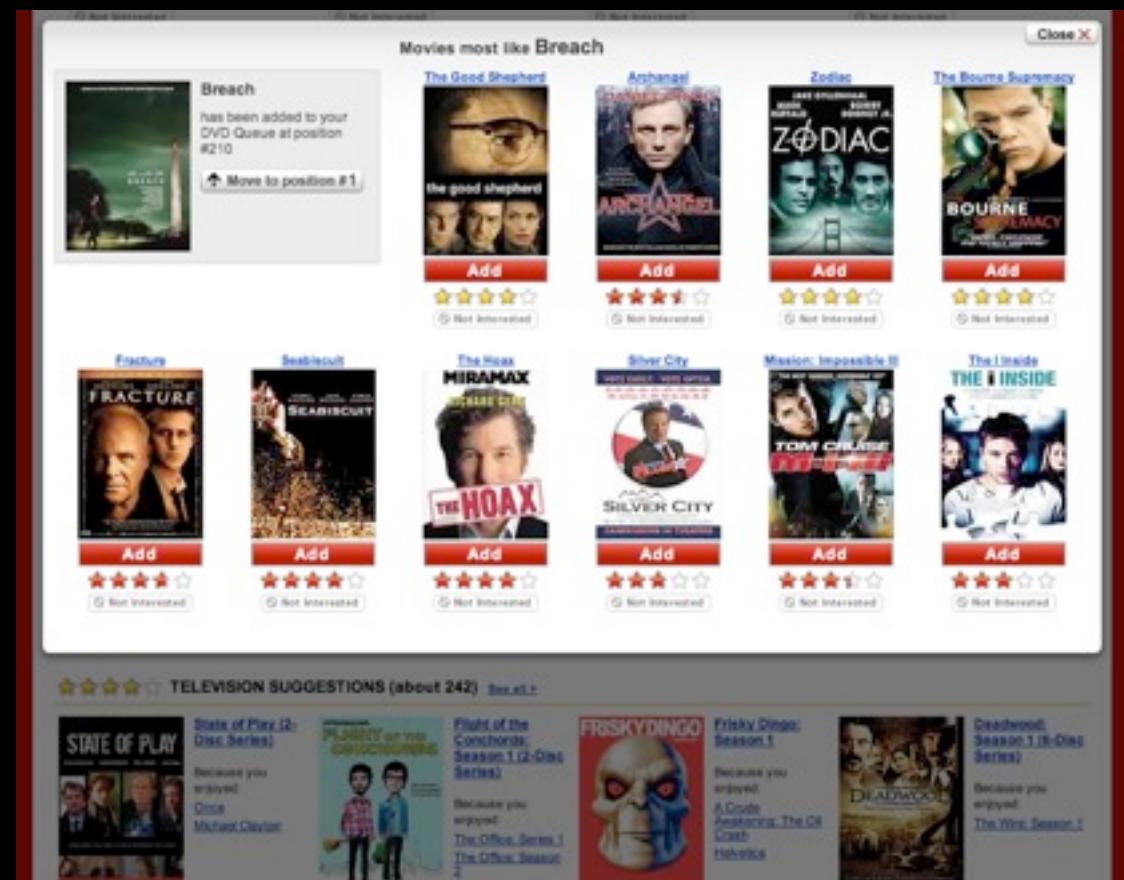
Bolt

Frozen River

Transsiberian

sturing a Strong Female Lead

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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

Bebe's Got Back

The Hoax

Silver City

Mission: Impossible III

The Inside

STATE OF PLAY

Flight of the Conchords

Frisky Dingo

Deadwood

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Overlays

Spanselous Movies on Blu-ray

Bolt



[Add DVD](#)

Not Interested

Frozen River



[Add DVD](#)

Not Interested

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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

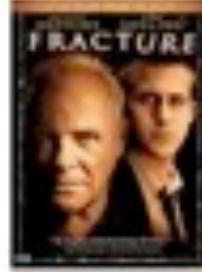
Zodiac



[Add](#)

Not Interested

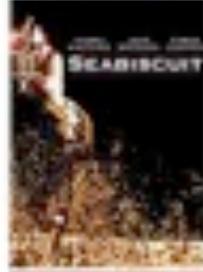
Fracture



[Add](#)

Not Interested

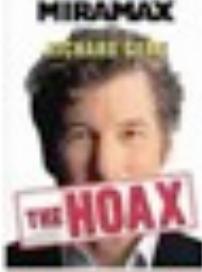
Seabiscuit



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Not Interested

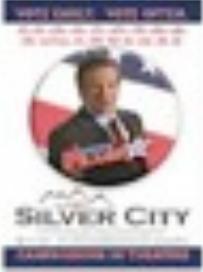
The Hoax



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Not Interested

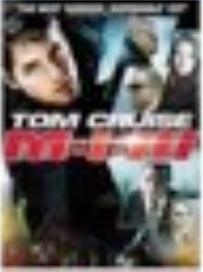
Silver City



[Add](#)

Not Interested

Mission: Impossible II



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Not Interested

TELEVISION SUGGESTIONS (about 242) [netflix+](#)

STATE OF PLAY

State of Play (2-Disc Special Edition)

Because you

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

FRISKY DINGO

Frisky Dingo: Season 1

Because you

hover dialog. netflix.com

Overlays

Wait 1/2 second to activate hover details.

The screenshot shows a section of the Netflix website with movie suggestions. A movie card for "Breach" is highlighted with a blue rounded rectangle, indicating it is the focus of the overlay. The card displays the movie's poster, the title "Breach", a message stating it has been added to the DVD Queue, and a "Move to position #1" button. Below this card, there are other movie suggestions: "Fracture", "Seabiscuit", "The Hoax", "Silver City", and "Mission: Impossible II". Each suggestion includes a poster, the movie title, an "Add" button, and a "Not Interested" button. At the bottom of the page, there is a section for "TELEVISION SUGGESTIONS (about 242)".

hensive Movies on Blu-ray

Bolt

Bolt

Add DVD

★★★★★

Not Interested

Frozen River

Frozen River

Add DVD

★★★★★

Not Interested

Breach

Breach

has been added to your DVD Queue at position #210

Move to position #1

The Good Shepherd

The Good Shepherd

Add

★★★★★

Not Interested

Archangel

Archangel

Add

★★★★★

Not Interested

Zodiac

Zodiac

Add

★★★★★

Not Interested

uring a Strong Female Lead

hover details. netflix.com

Fracture

Fracture

Add

★★★★★

Not Interested

Seabiscuit

Seabiscuit

Add

★★★★★

Not Interested

The Hoax

MIRAMAX

THE HOAX

SILVER CITY

SILVER CITY

Add

★★★★★

Not Interested

Mission: Impossible II

Mission: Impossible II

Add

★★★★★

Not Interested

★★★★★ TELEVISION SUGGESTIONS (about 242) [View all](#)

STATE OF PLAY

State of Play (2-Disc Special Edition)

Because you

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

FRISKY DINGO

Frisky Dingo: Season 1

Because you

Overlays

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★★★★★ TELEVISION SUGGESTIONS (about 242) netflix.com

State of Play (2-Disc) Because you

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

Frisky Dingo: Season 1

Because you

Overlays

The image displays four distinct examples of user interface overlays, each with a hand-drawn style callout box:

- Top Left:** A callout box with a blue border and a white background contains the text: "Wait 1/2 second to activate hover details." It points to a movie card for "BREACH" which, when hovered over, displays a tooltip: "BREACH has been added to your DVD Queue at position #210".
- Top Right:** A callout box with a blue border and a white background contains the text: "Immediately deactivate hover details on mouse exit." It points to a movie card for "BREACH" which, when hovered over, shows a tooltip and a "Move to position #1" button, but the tooltip disappears as the mouse exits the card.
- Bottom Left:** A callout box with a blue border and a white background contains the text: "Change context or capture flow in overlay dialog." It points to a row of movie cards including "FRACTURE", "THE HOAX", "SILVER CITY", and "MISSION: IMPOSSIBLE III". Each card has an "Add" button and a "Not Interested" rating button below it. The "Not Interested" button is highlighted with a red border, indicating it has been selected.
- Bottom Right:** A callout box with a blue border and a white background contains the text: "TELEVISION SUGGESTIONS (about 242) netflix." It points to a section titled "TELEVISION SUGGESTIONS" which lists "STATE OF PLAY", "Flight of the Conchords: Season 1 (2-Disc Series)", "FRISKY DINGO", and "Frisky Dingo: Season 1". Each suggestion has an "Add" button and a "Not Interested" rating button below it.

Below the image, the URL "hover dialog. netflix.com" is visible, indicating the source of the examples.

Anti-Pattern: Idiot Boxes

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

Home Prints & Gifts View Cart Settings Help ▾ Search My Tag

[+ Upload Photos](#)

[All My Photos](#)

[My Albums](#)
[Paris06](#)

[My Tags](#)

[My Friends' Photos](#)

Sort by: Date ▾

 **Sunset**

 **Underneath**

 **View from the Top**

 **Eiffel Pulley**

 **From Second Floor Up**

 **Eiffel Tower**

Friendly advice for photo sharing.



anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes

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

Home Prints & Gifts View Cart Settings Help Search My Tag

Upload Photos All My Photos

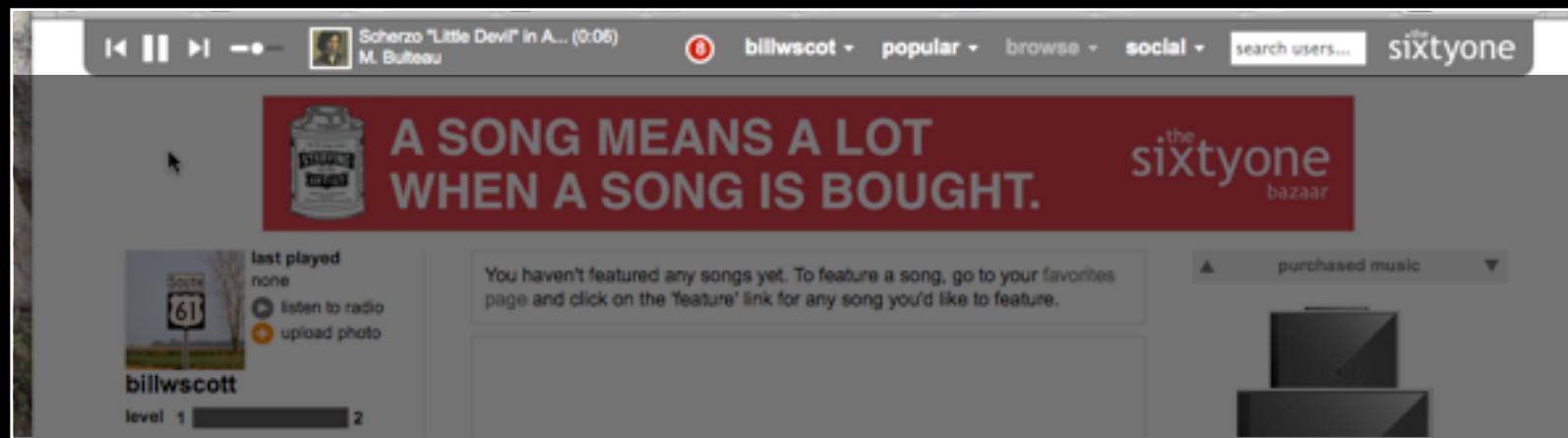
All My Photos My Albums Paris06 My Tags My Friends' Photos

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



anti-pattern. idiot box. yahoo! photos

Nav Bars: Seamless Context

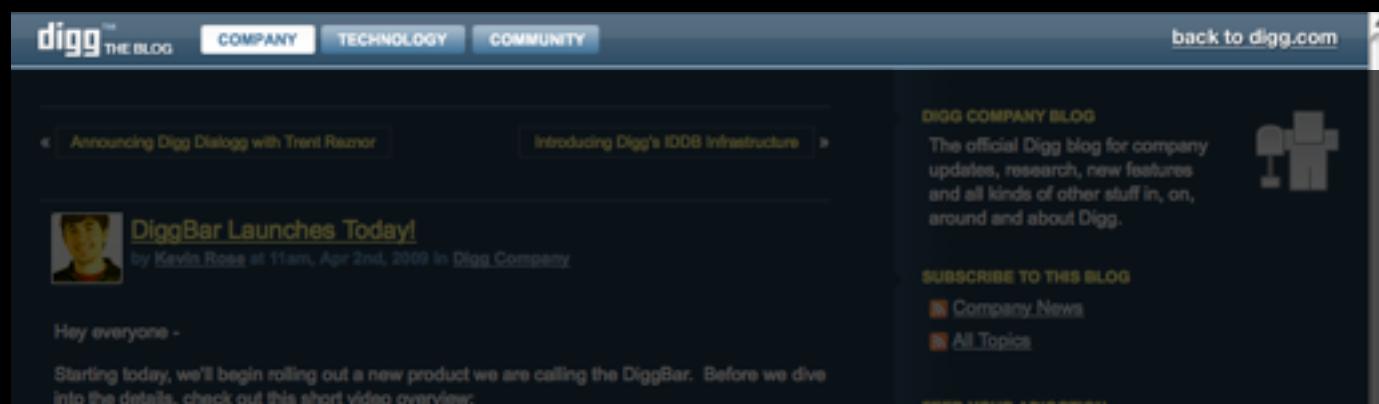


nav status bar. thesixtyone.com

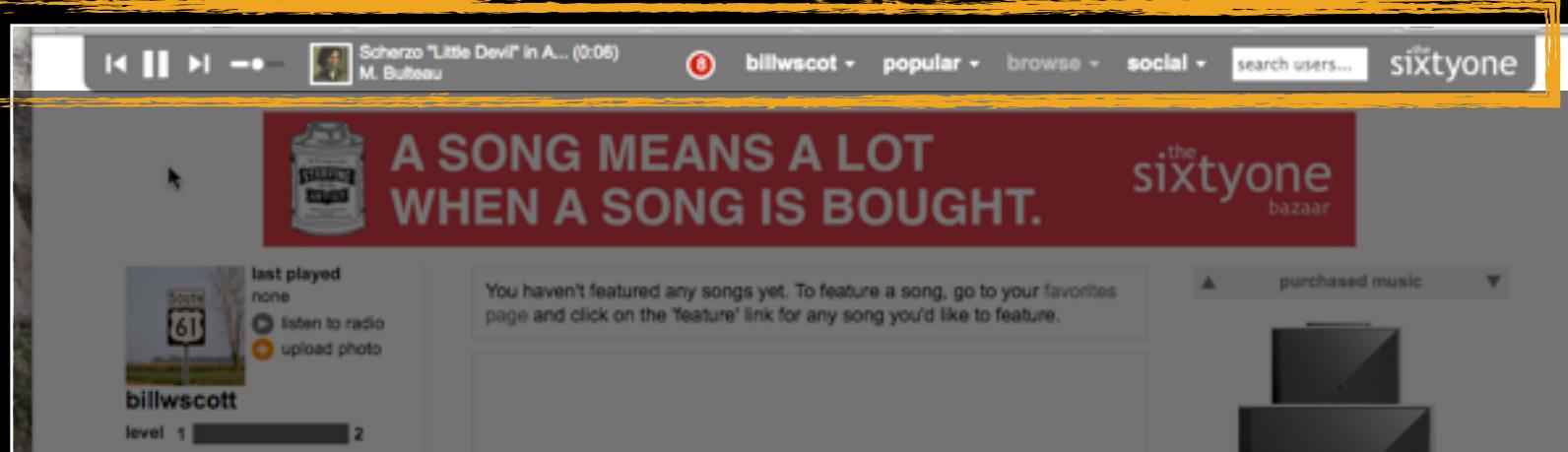


nav status bar. facebook.com

nav status bar. digg.com



Nav Bars: Seamless Context



A screenshot of the [thesixtyone](http://thesixtyone.com) website. The top navigation bar includes links for 'billwscot', 'popular', 'browse', 'social', and 'search users...'. A yellow box highlights the 'thesixtyone' logo. Below the navigation, a red banner features 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 a '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, there's a section for 'purchased music' with a list of items. A yellow box highlights the 'thesixtyone' logo again in the top right corner.

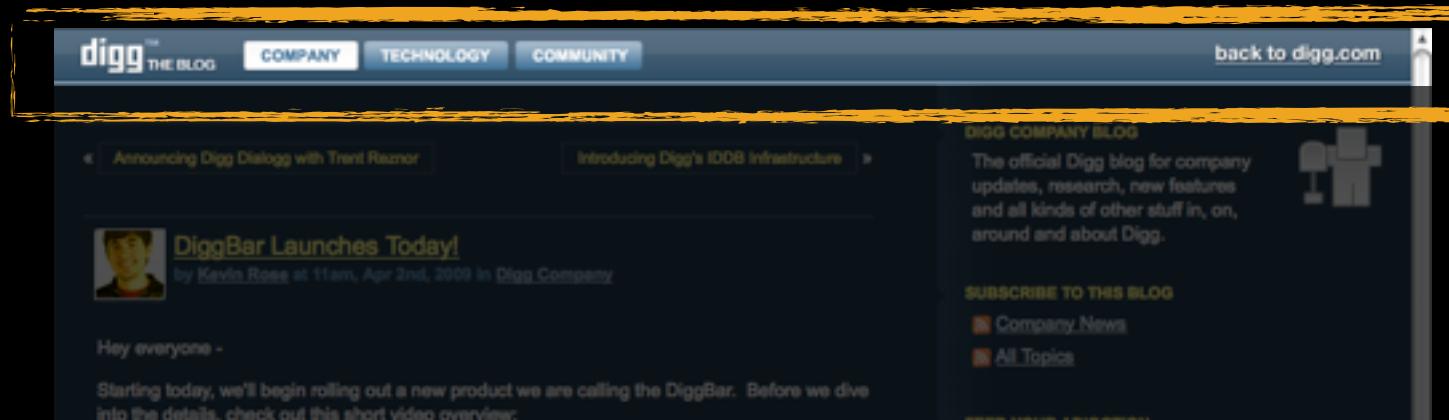
nav status bar. thesixtyone.com



A screenshot of the facebook.com website. The top navigation bar includes links for '6 Comments' and 'Share'. A yellow box highlights the 'Share' button. The main content area shows a user post from 'You posted a link 9 hours ago' with the text 'Went shopping this weekend. Woot! Size 36 pants... [Show More](#)'. To the right, a message box says 'Viewing: <http://animoto.com/play/Btc1UJ8p>'. A yellow box highlights the 'Share' button again in the top right corner.

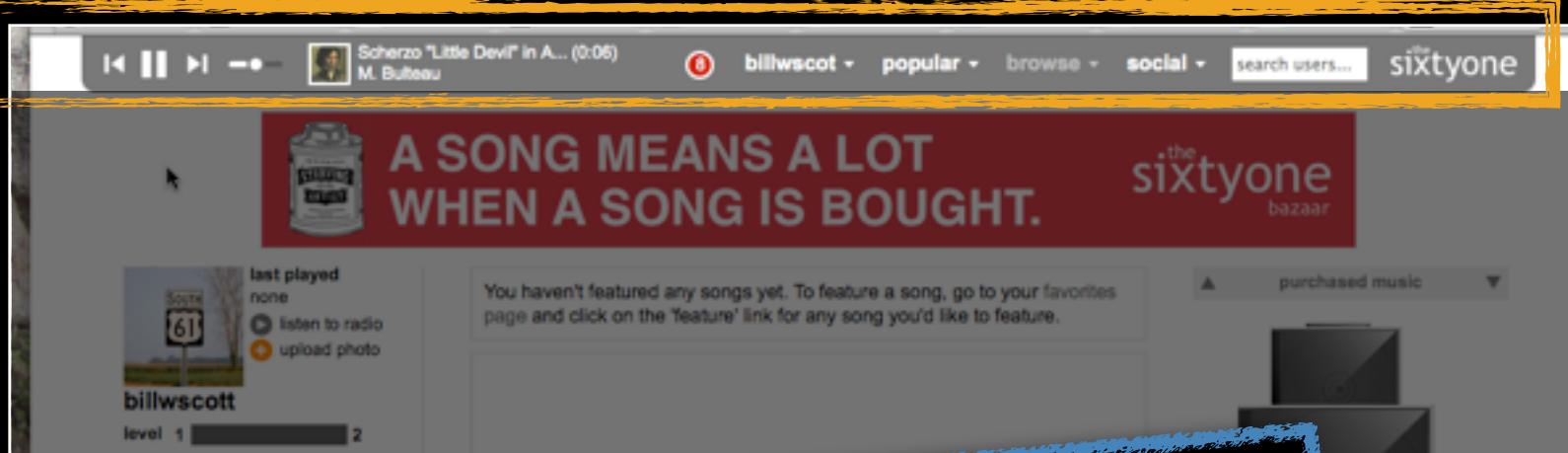
nav status bar. facebook.com

nav status bar. digg.com



A screenshot of the digg.com website. The top navigation bar includes links for 'digg THE BLOG', 'COMPANY', 'TECHNOLOGY', and 'COMMUNITY'. A yellow box highlights the 'digg THE BLOG' link. The main content area shows a blog post by Kevin Rose with the title 'DiggBar Launches Today!' and the text 'Hey everyone - Starting today, we'll begin rolling out a new product we are calling the DiggBar. Before we dive into the details, check out this short video overview:'. To the right, there's a sidebar for 'DIGG COMPANY BLOG' with a description and a 'SUBSCRIBE TO THIS BLOG' section. A yellow box highlights the 'DiggBar Launches Today!' link in the sidebar.

Nav Bars: Seamless Context



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

billwscot popular browse social search users... thesixtyone

A SONG MEANS A LOT WHEN A SONG IS BOUGHT.

last played none
listen to radio upload photo

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

purchased music

bar. thesixtyone.com

Maintain context across pages.



You posted a
Went shopping

share

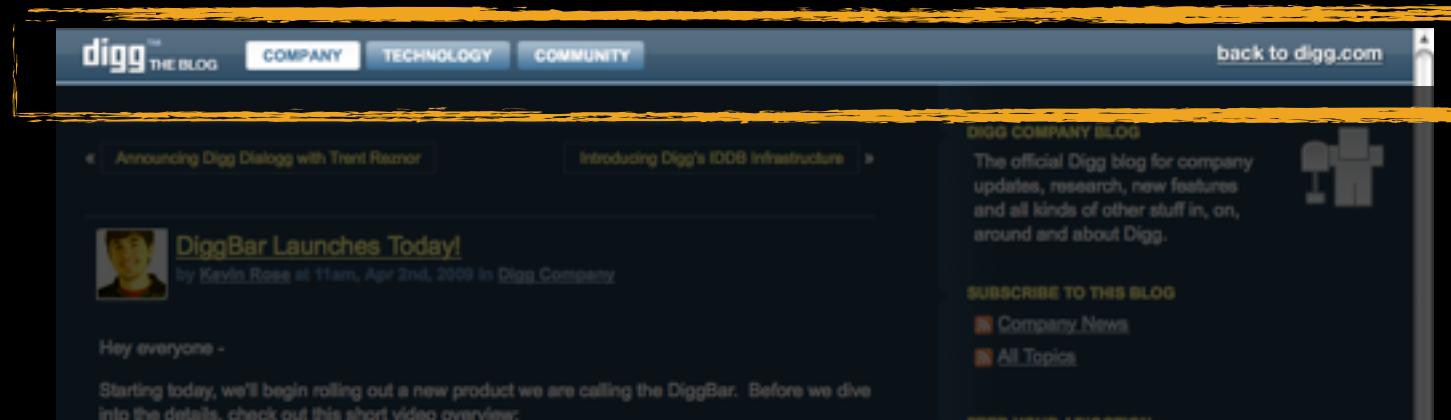
Viewing: http://animoto.com/play/Btc1Uj8p

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

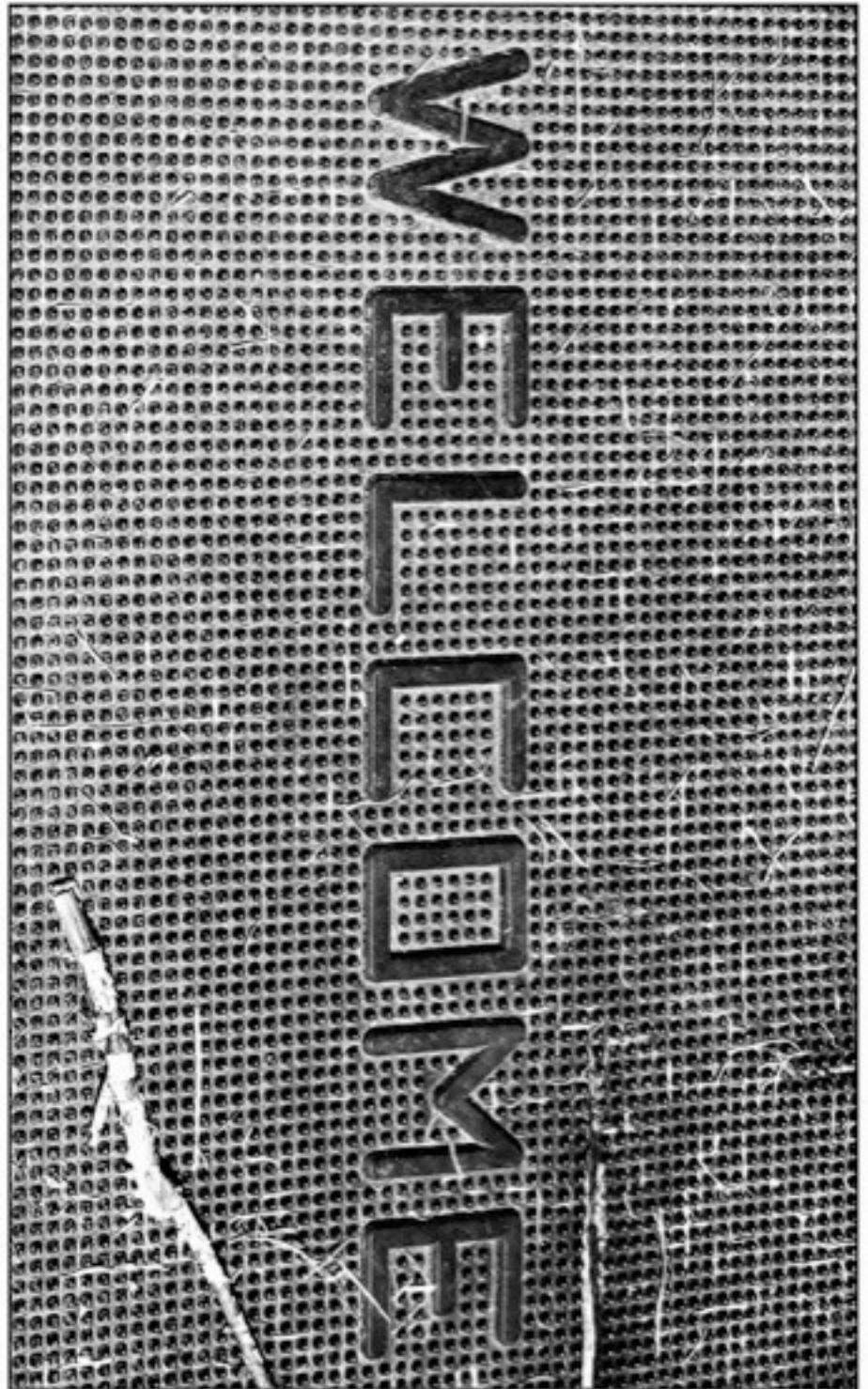
DiggBar Launches Today!
by Kevin Rose at 11am, Apr 2nd, 2009 in Digg Company

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.

Hello average person,

You should follow me on Twitter.

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

July 14, 2009



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

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

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

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

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

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."

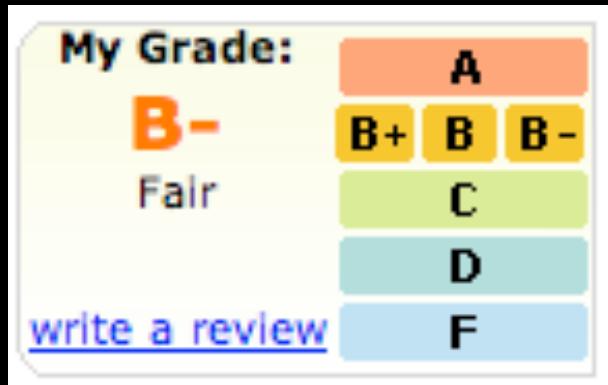
12.81%

Use a clear call to action.

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

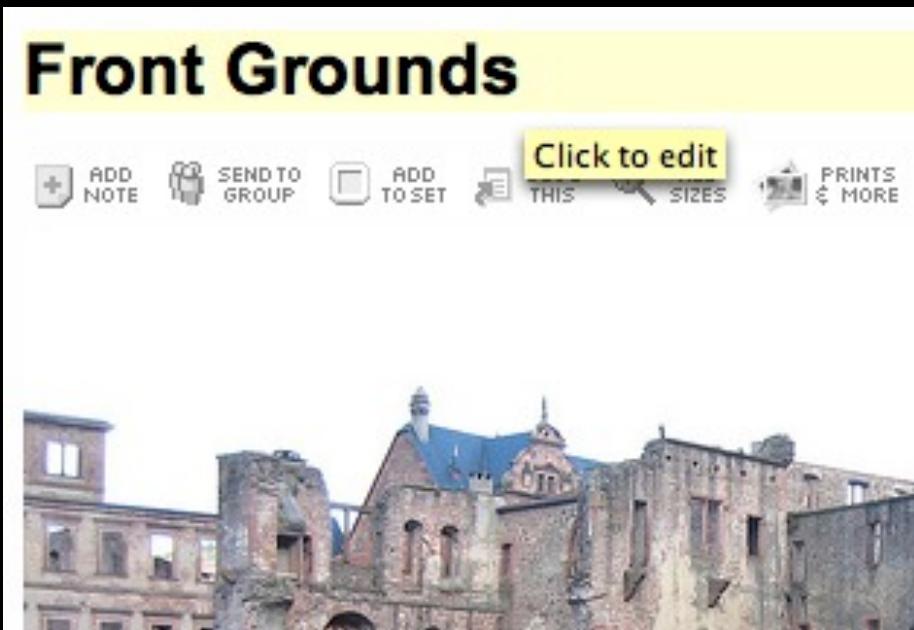
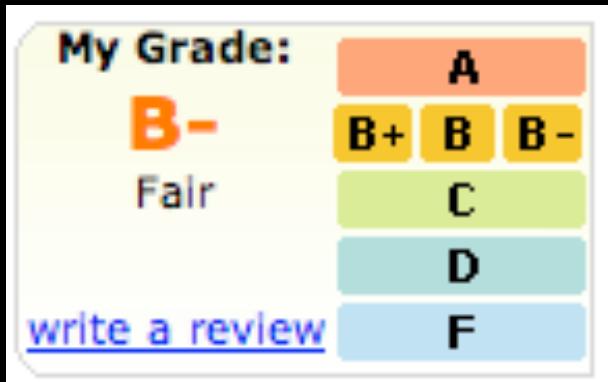
Hover Invitations

hover invitation. y!movies



Hover Invitations

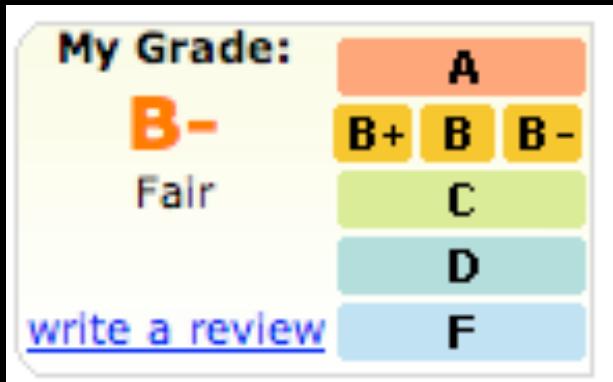
hover invitation. y!movies



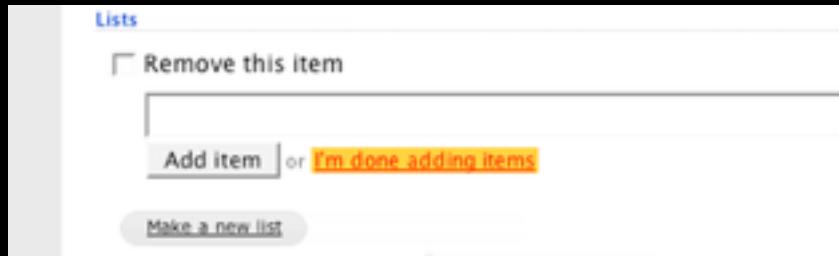
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

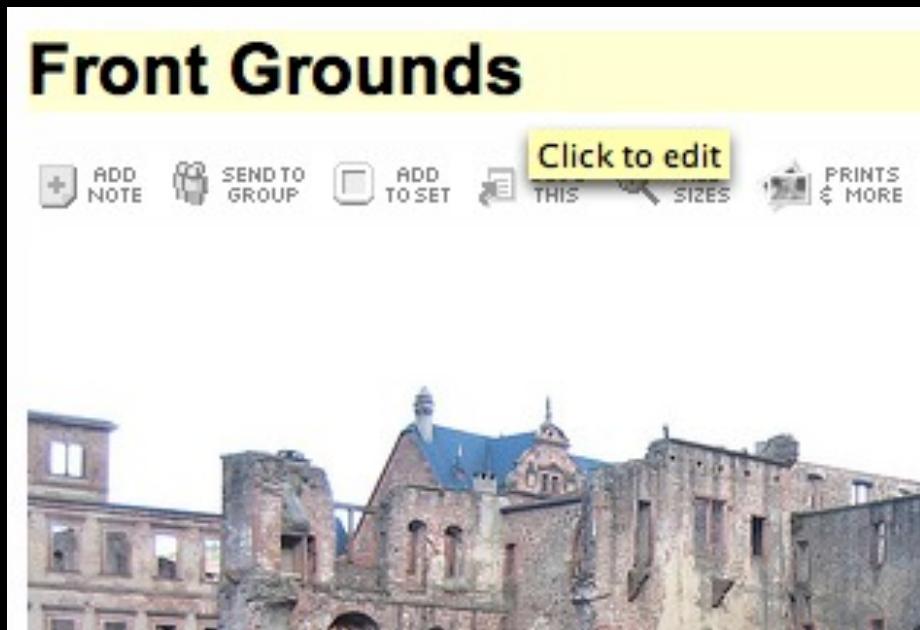
hover invitation. y!movies



hover & tool invitation. backpackit



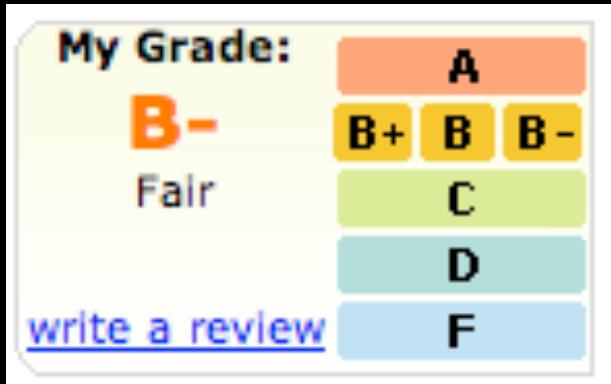
Front Grounds



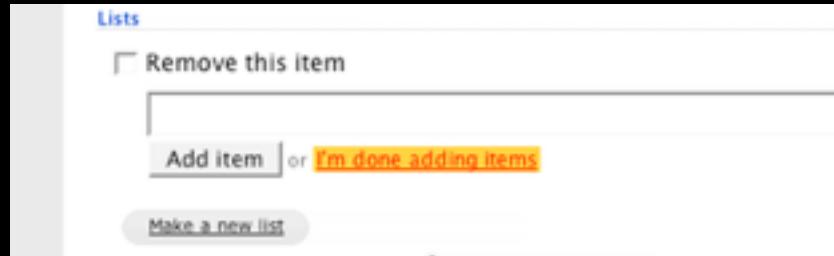
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



hover & tool invitation. backpackit

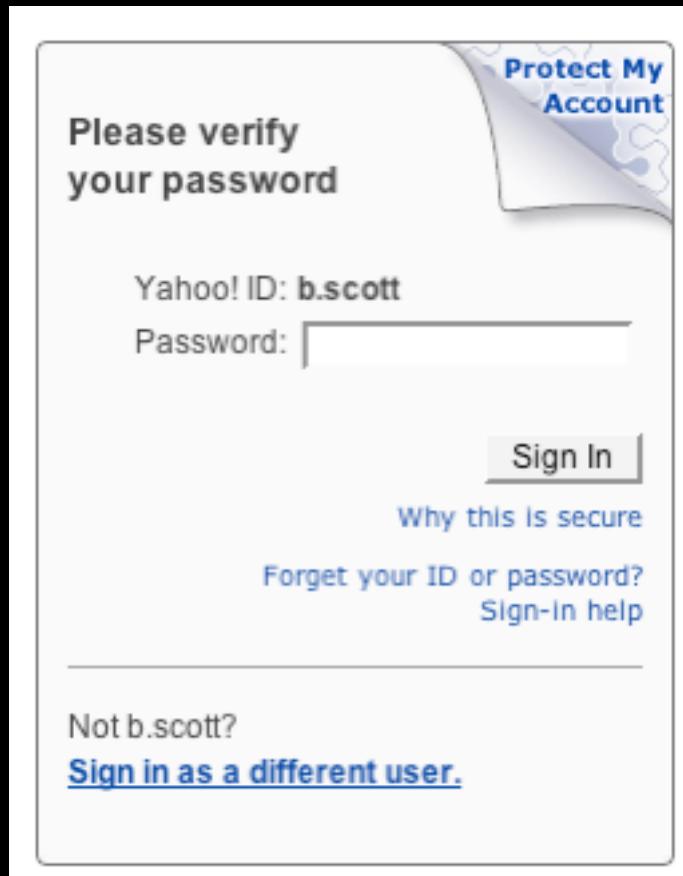


Front Grounds



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:

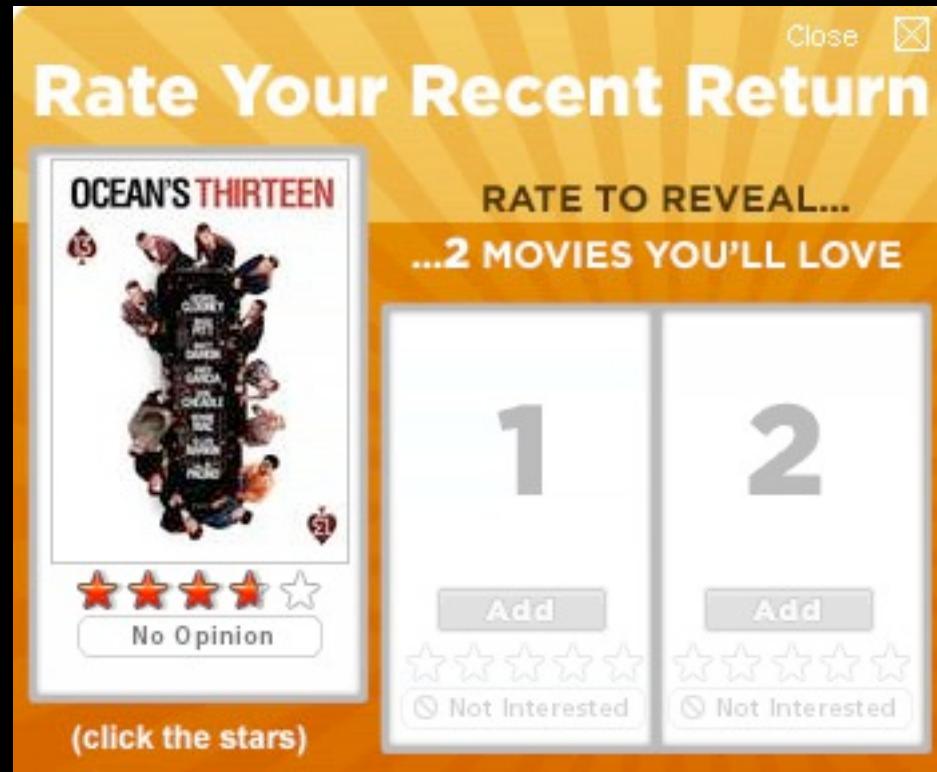
[Why this is secure](#)

[Forget your ID or password?](#)

[Sign-in help](#)

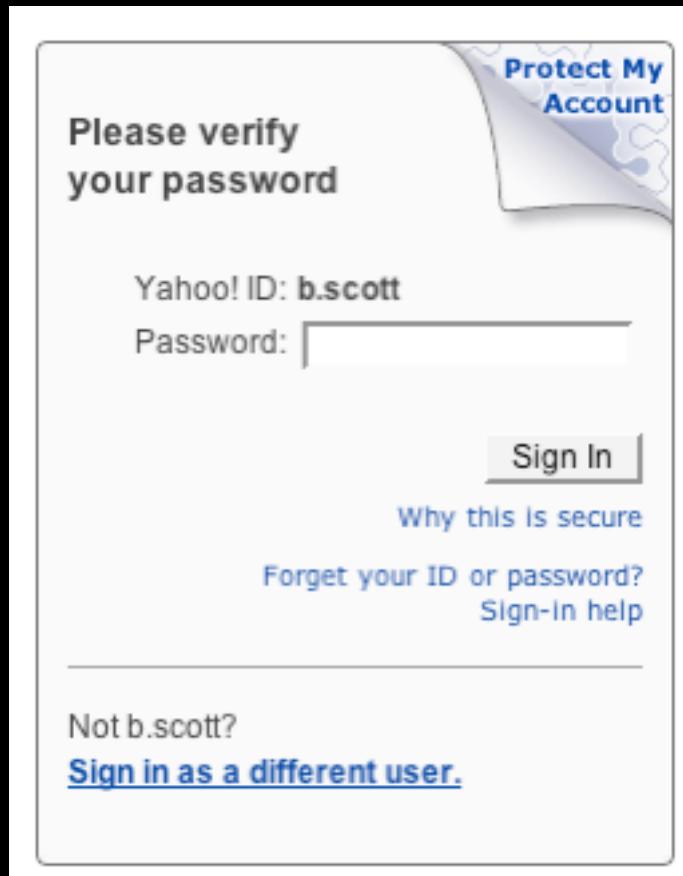
Not b.scott?

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

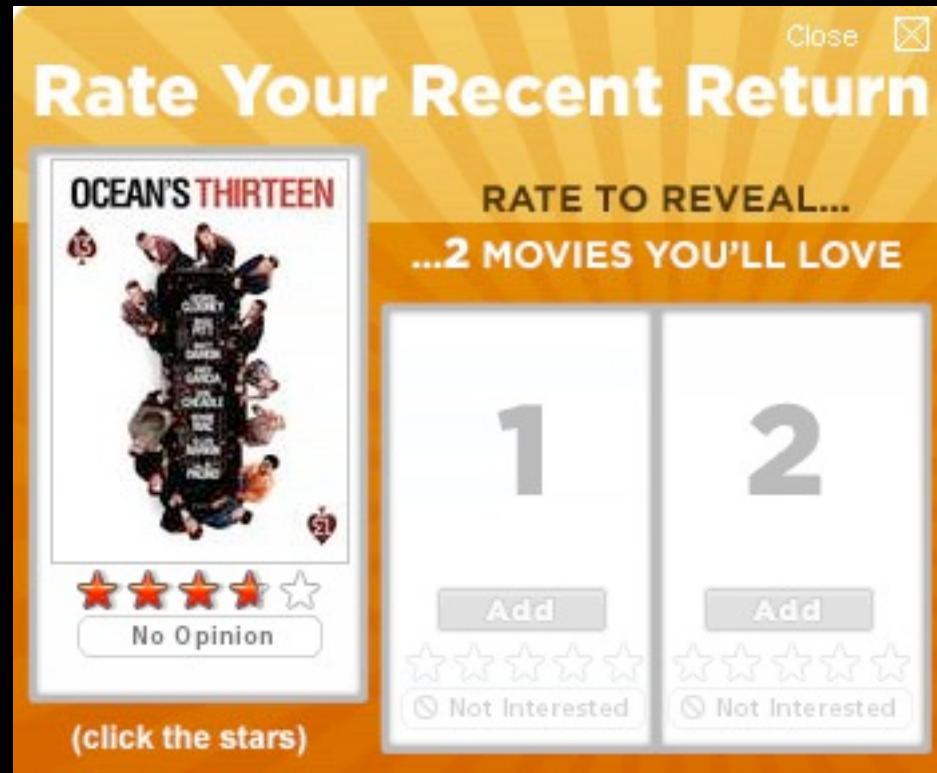


dog-ear invitation. login.yahoo.com

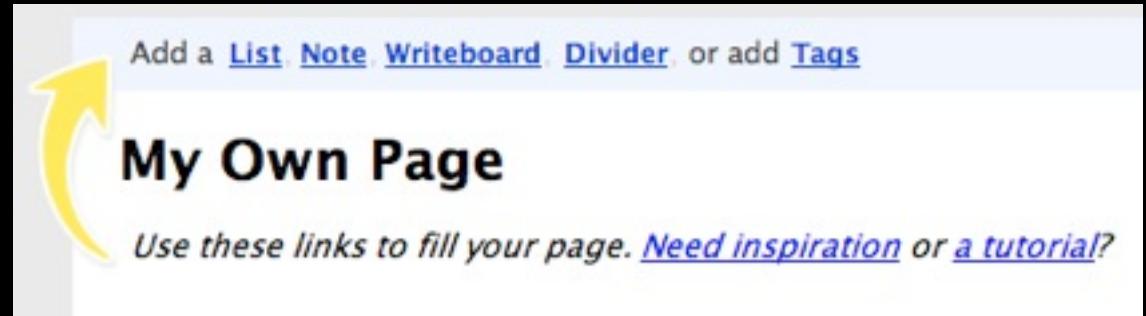
Blank Slate Invitation



dog-ear invitation. login.yahoo.com

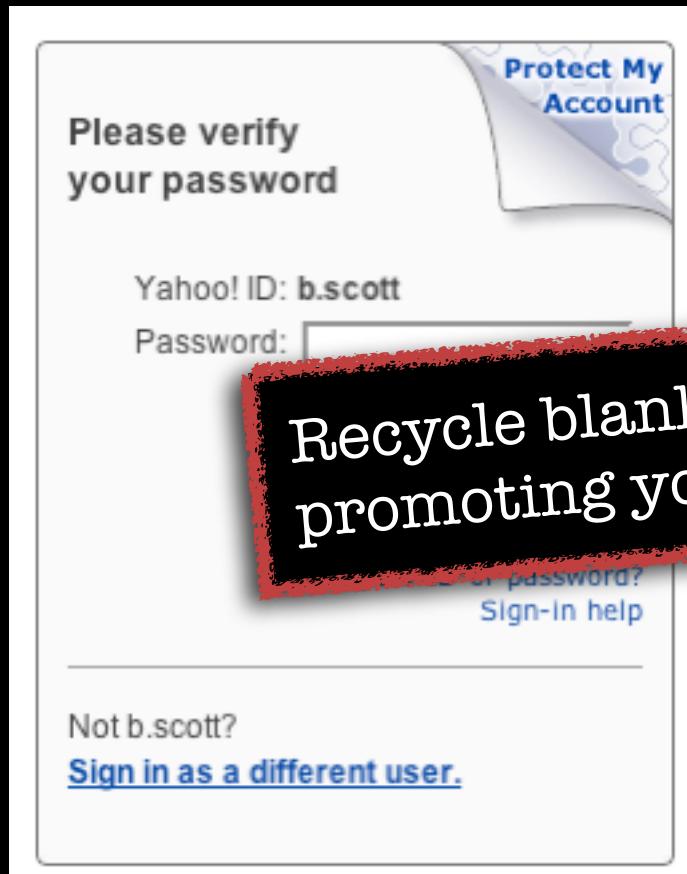


fill-in-the-blanks invitation. [netflix](http://netflix.com)

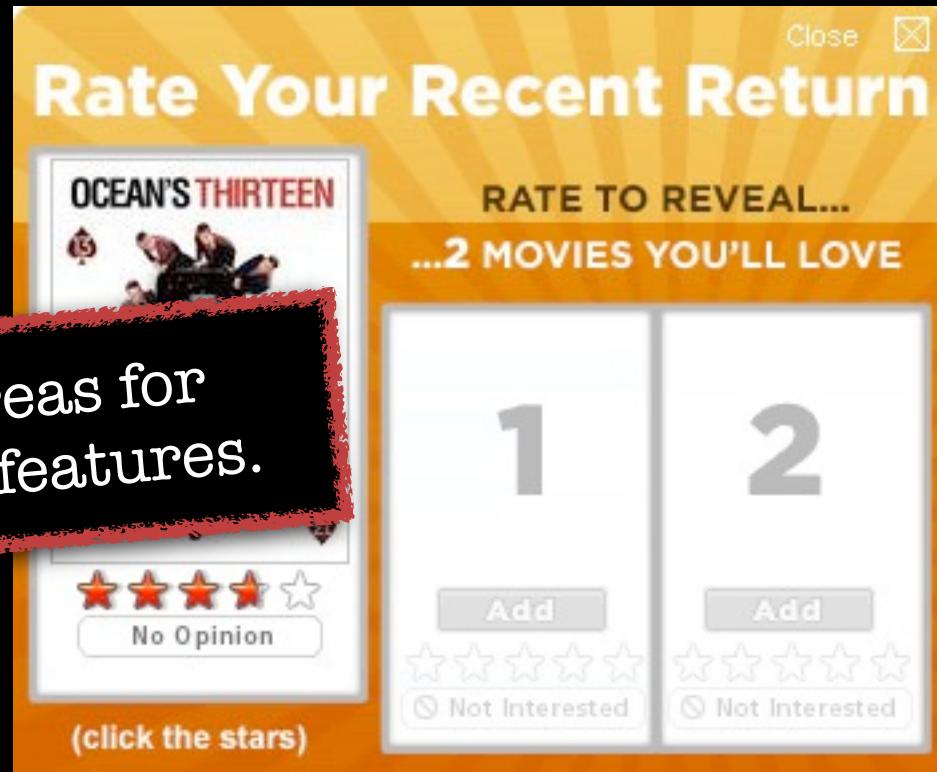


blank-slate invitation. [backpackit](http://backpackit.com)

Blank Slate Invitation

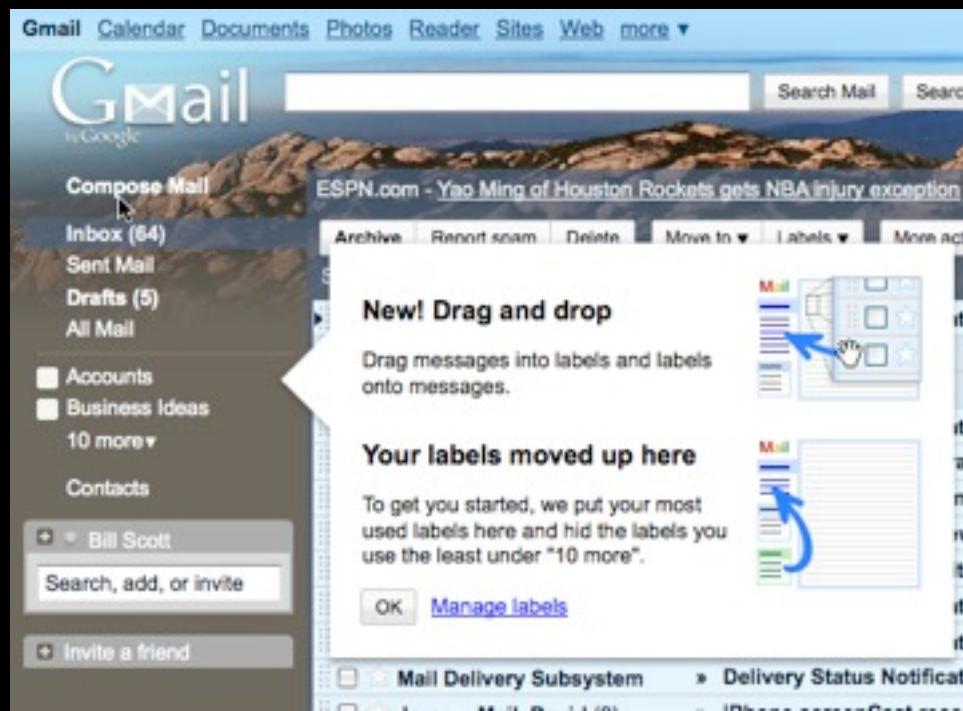


dog-ear invitation. login.yahoo.com



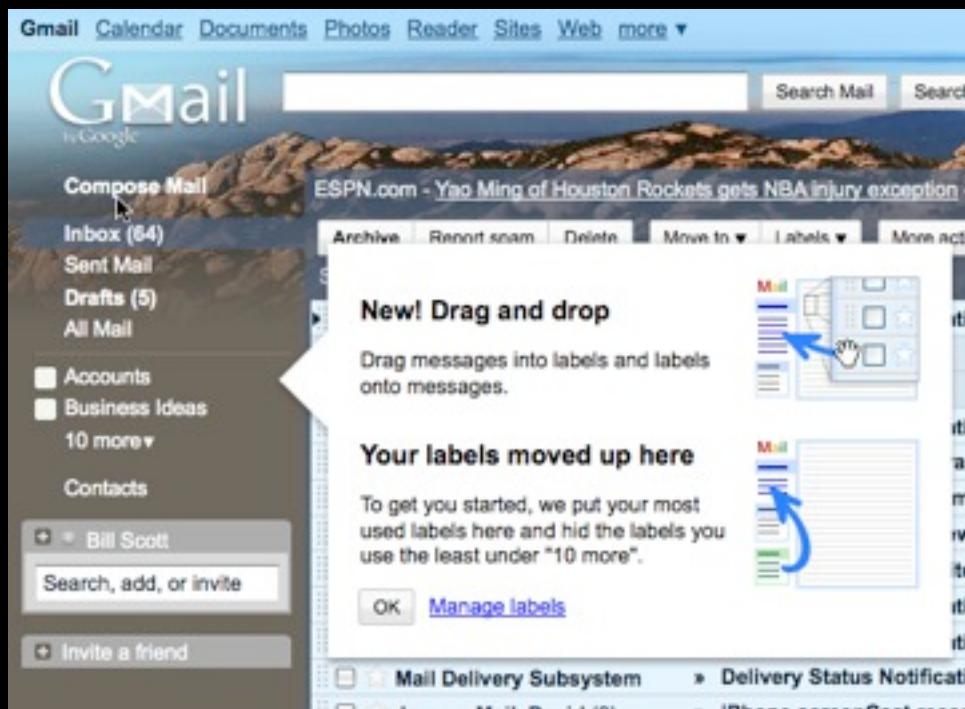
blank-slate invitation. backpackit

Tour Invitation



tour invitation. gmail

Tour Invitation

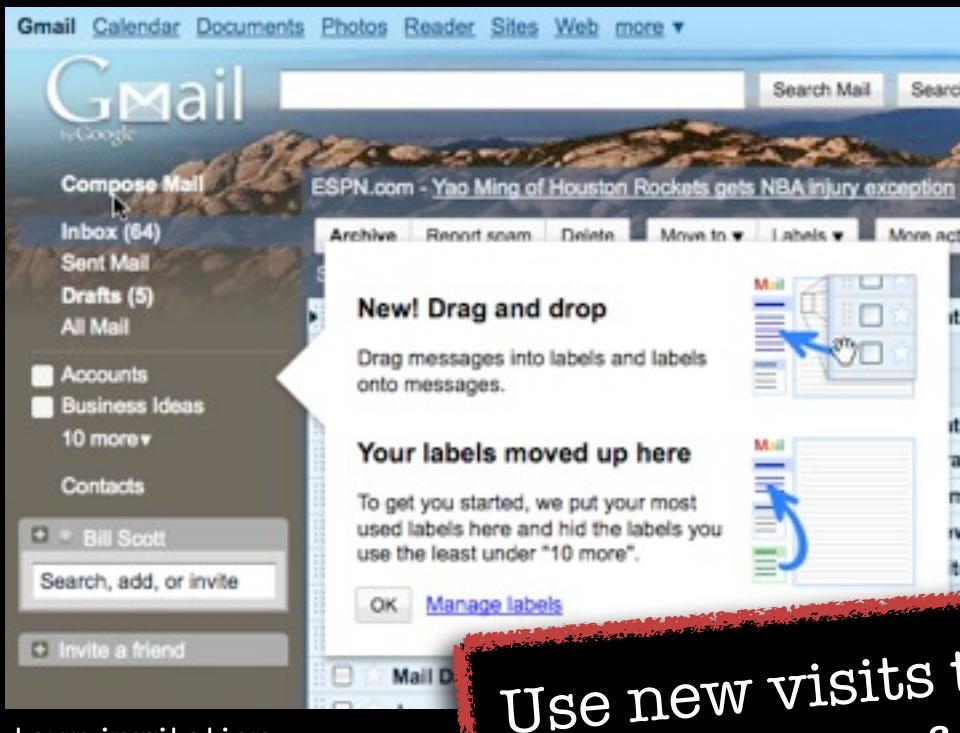


tour invitation. gmail



tour invitation. yahoo.com

Tour Invitation



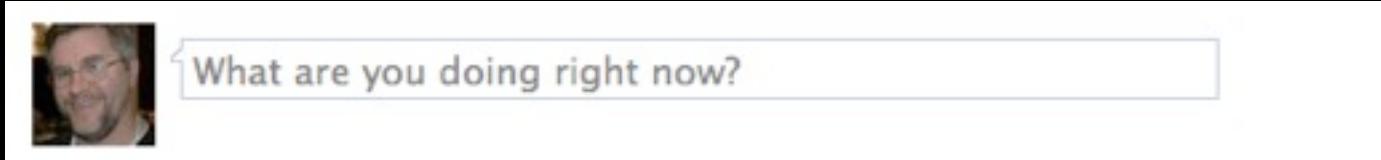
tour invitation. gmail



ion. yahoo.com

Use new visits to
promote new features.

Prompt Invitation



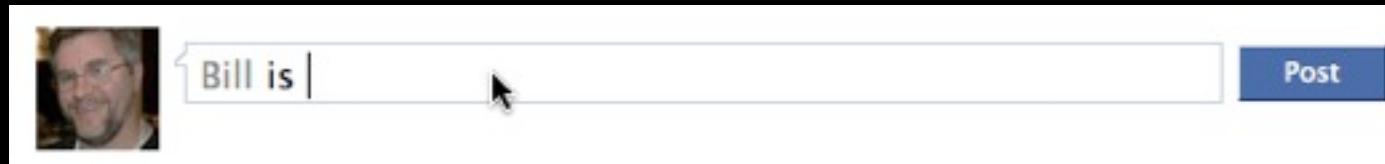
facebook.com

Prompt Invitation



facebook.com

Prompt Invitation

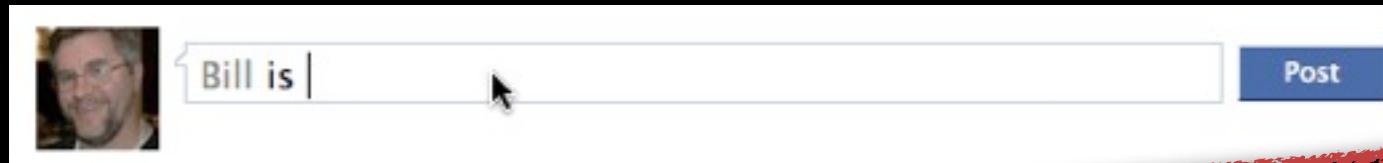


facebook.com

A screenshot of the delicious.com website. At the top is a navigation bar with the logo, "delicious", and links for "Home", "Bookmarks", "People", and "Tags". Below the navigation is a sidebar featuring a blue icon of a notepad with a dot and the text "Bill Scott's Bookmarks". Below the sidebar is a list of links: "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". A "Site" link with the URL "http://looksgoodworkswell.blogspot.com" is shown. Below these links is a message: "See more bookmarks in Popular, Recent, or look up a URL." At the bottom of the sidebar is a search bar with the text "billwscott" and a "Type a tag" placeholder. Below the search bar are three small icons: a minus sign, an equals sign, and a list icon. At the very bottom of the sidebar is a timestamp "02 JAN 09" followed by the title of a bookmark: "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT". Below the title are "EDIT" and "DELETE" links.

delicious.com

Prompt Invitation



facebook.com

A screenshot of the delicious bookmarking website. At the top, there's a navigation bar with the delicious logo, a "Home" button, and other links. Below it, a section for "Bill Scott's Bookmarks" is shown, featuring a blue bookmark icon and the text "Bill Scott's Bookmarks". It includes links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". A "Site" link points to "http://looksgoodworkswell.blogspot.com". Below this, there's a message: "See more bookmarks in Popular, Recent, or look up a URL." At the bottom, there's a search bar with the tag "billwscott" and a "Type a tag" input field. A red callout box with a hand-drawn style border is overlaid on the page, containing the text "Use questions or commands to prompt for input.".

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



QuickLook
Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

button. the gap

Standard Fit



Standard fit
(lightweight denim)
jeans
\$54.50



Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

button. the gap

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

 [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

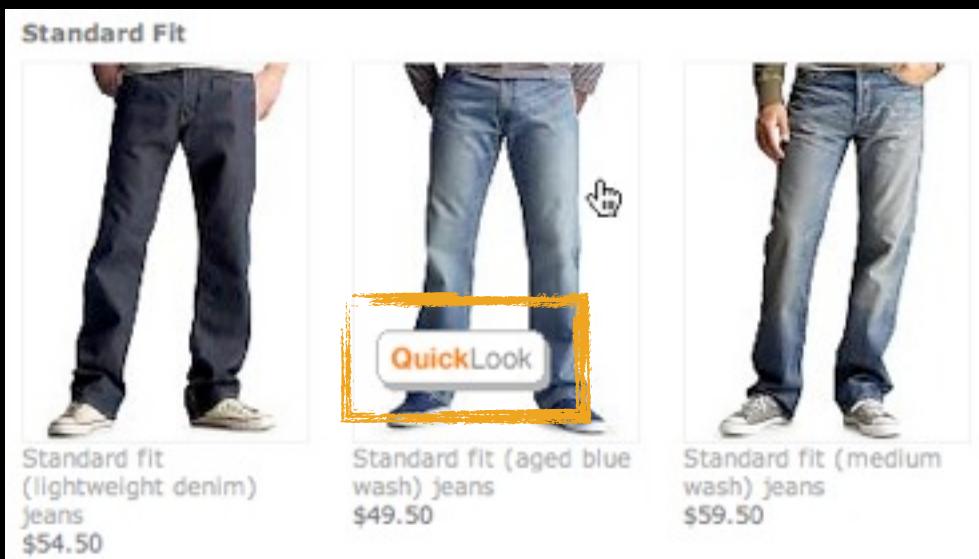
lantzilla pro says:

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

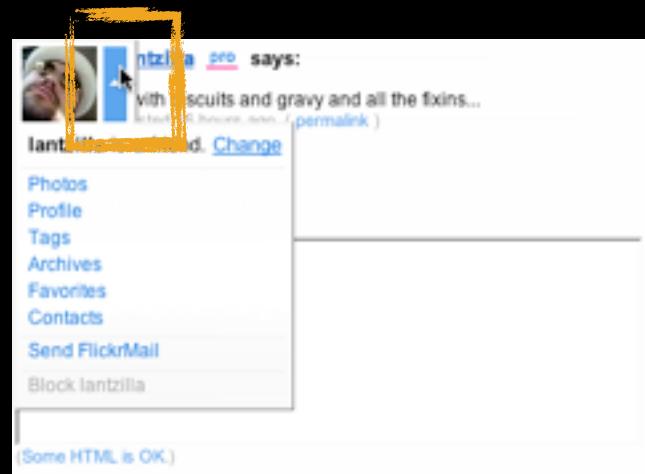
drop down arrow. flickr



button. the gap



hyperlink. backpackit



drop down arrow. flickr



button. the gap

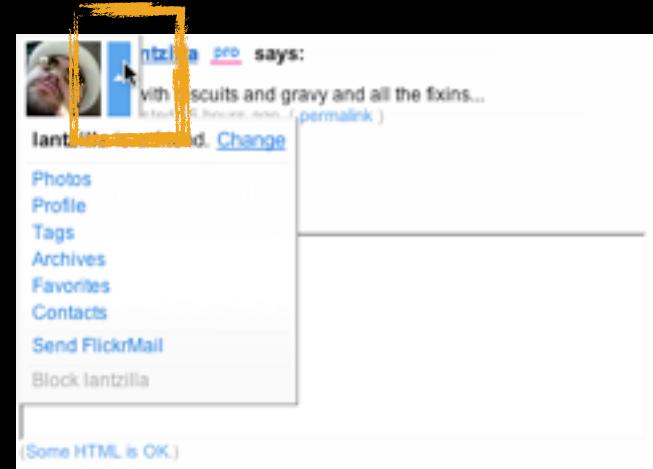


Standard fit (medium wash) jeans

Bridge new interaction styles with familiar idioms.

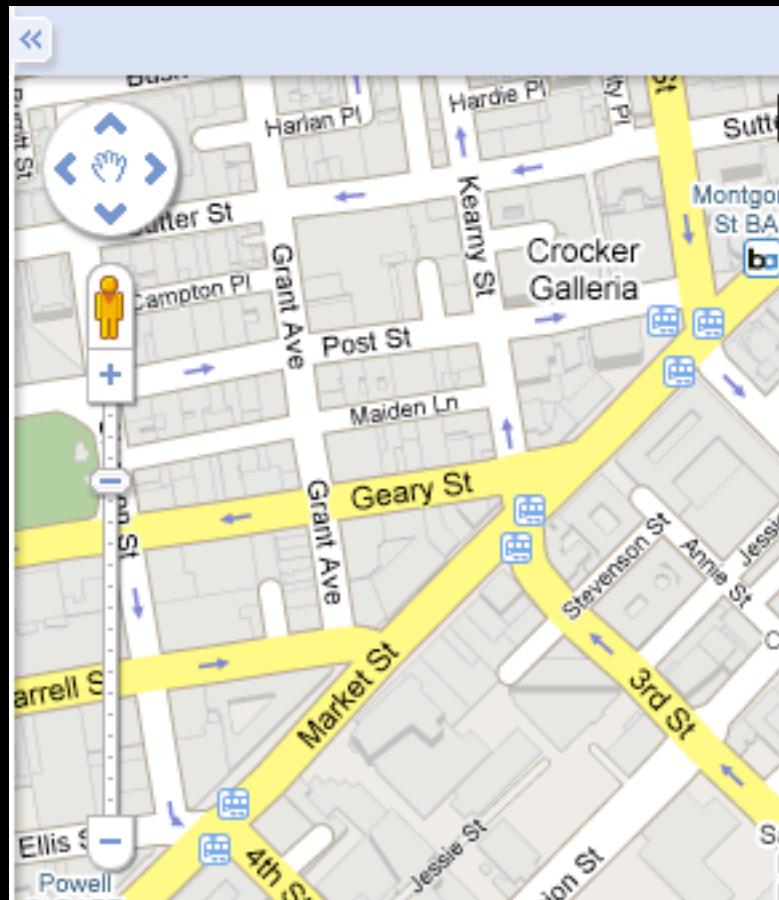


hyperlink. backpackit



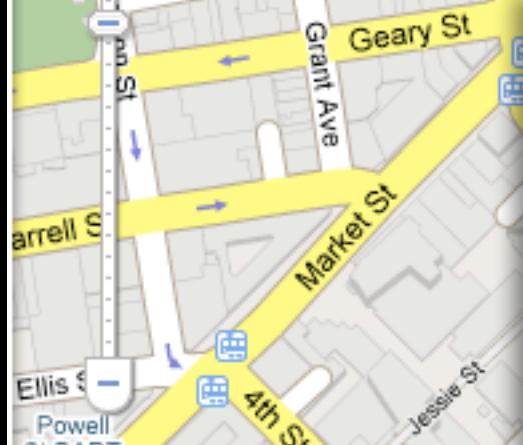
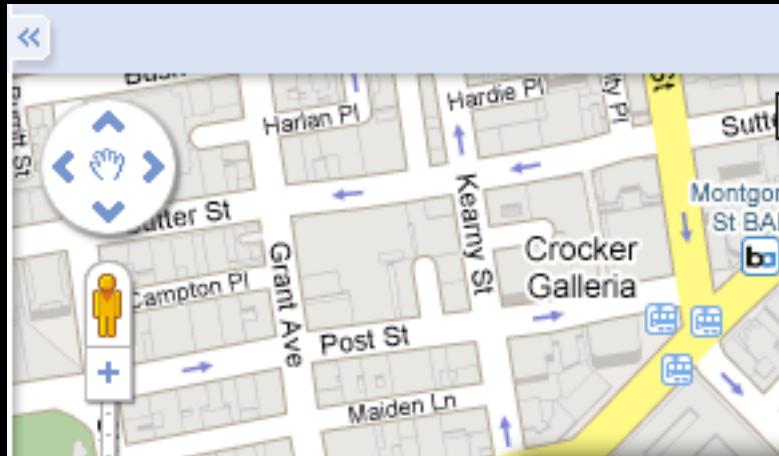
drop down arrow. flickr

Drag & Drop Invitation

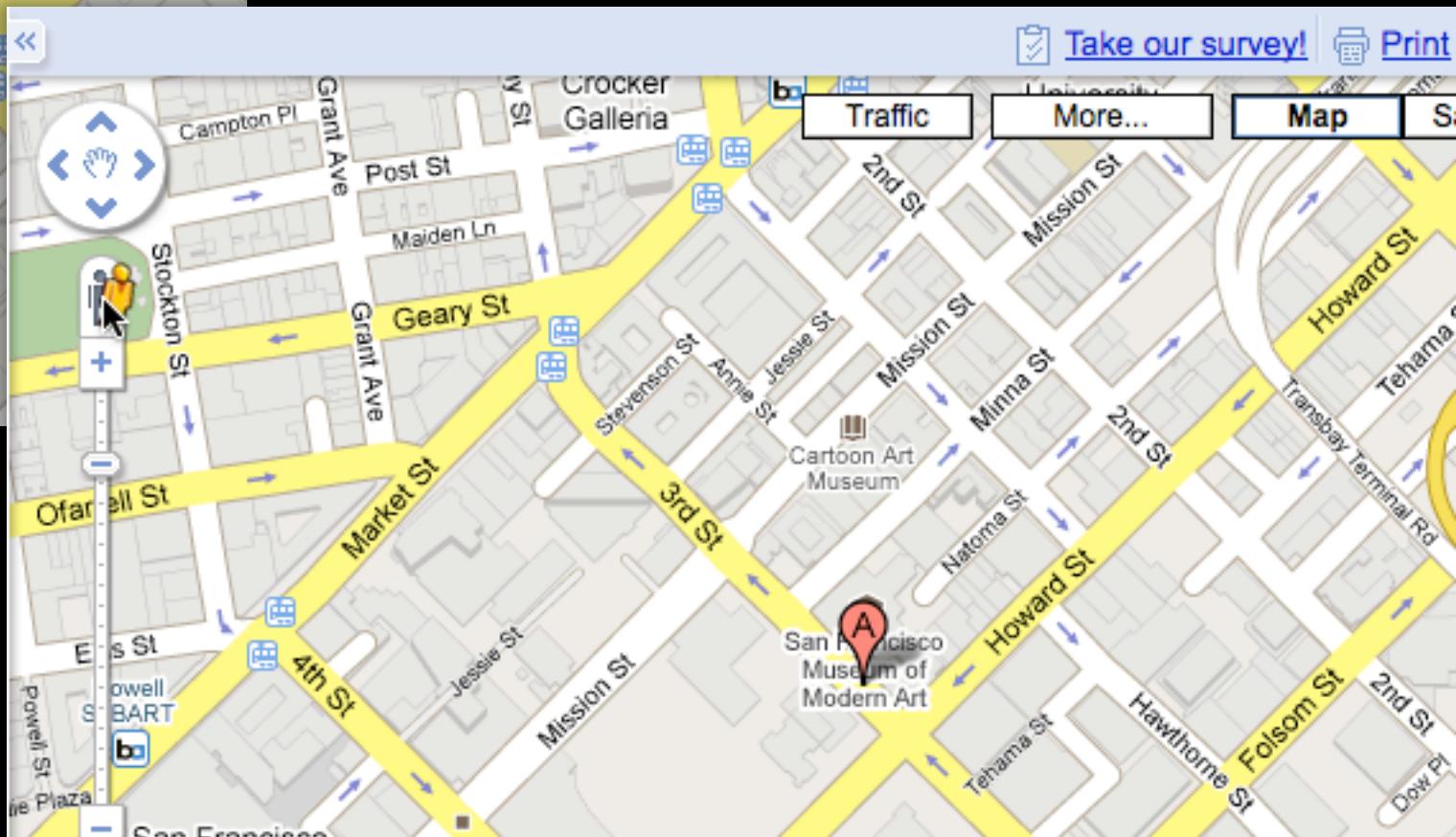


drag invitation. google maps

Drag & Drop Invitation



drag invitation. google maps

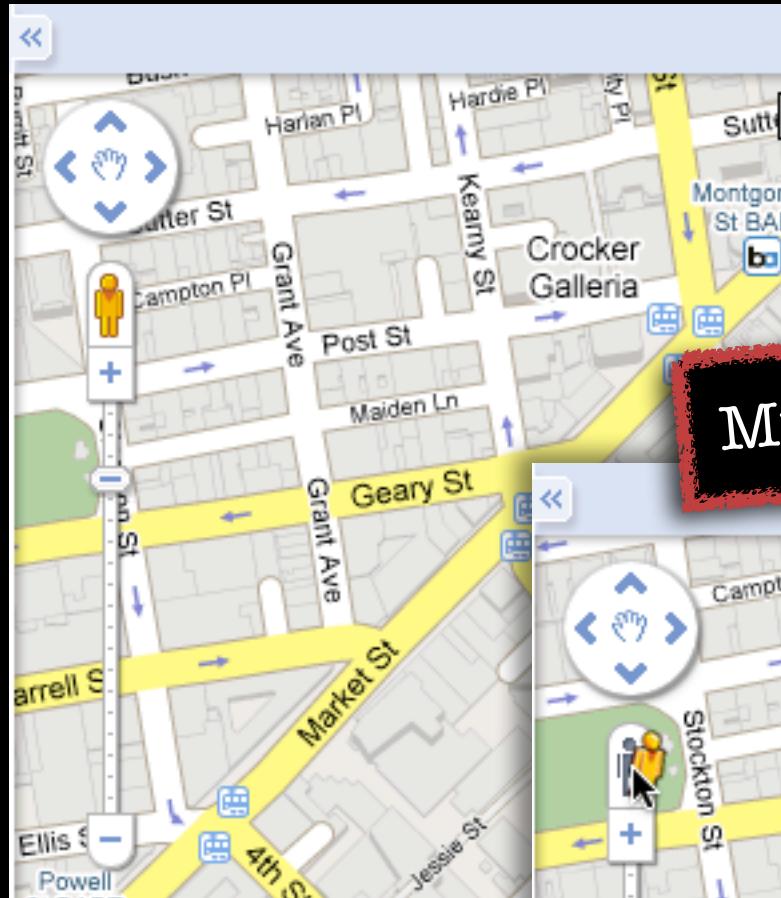


drop invitation. google maps

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

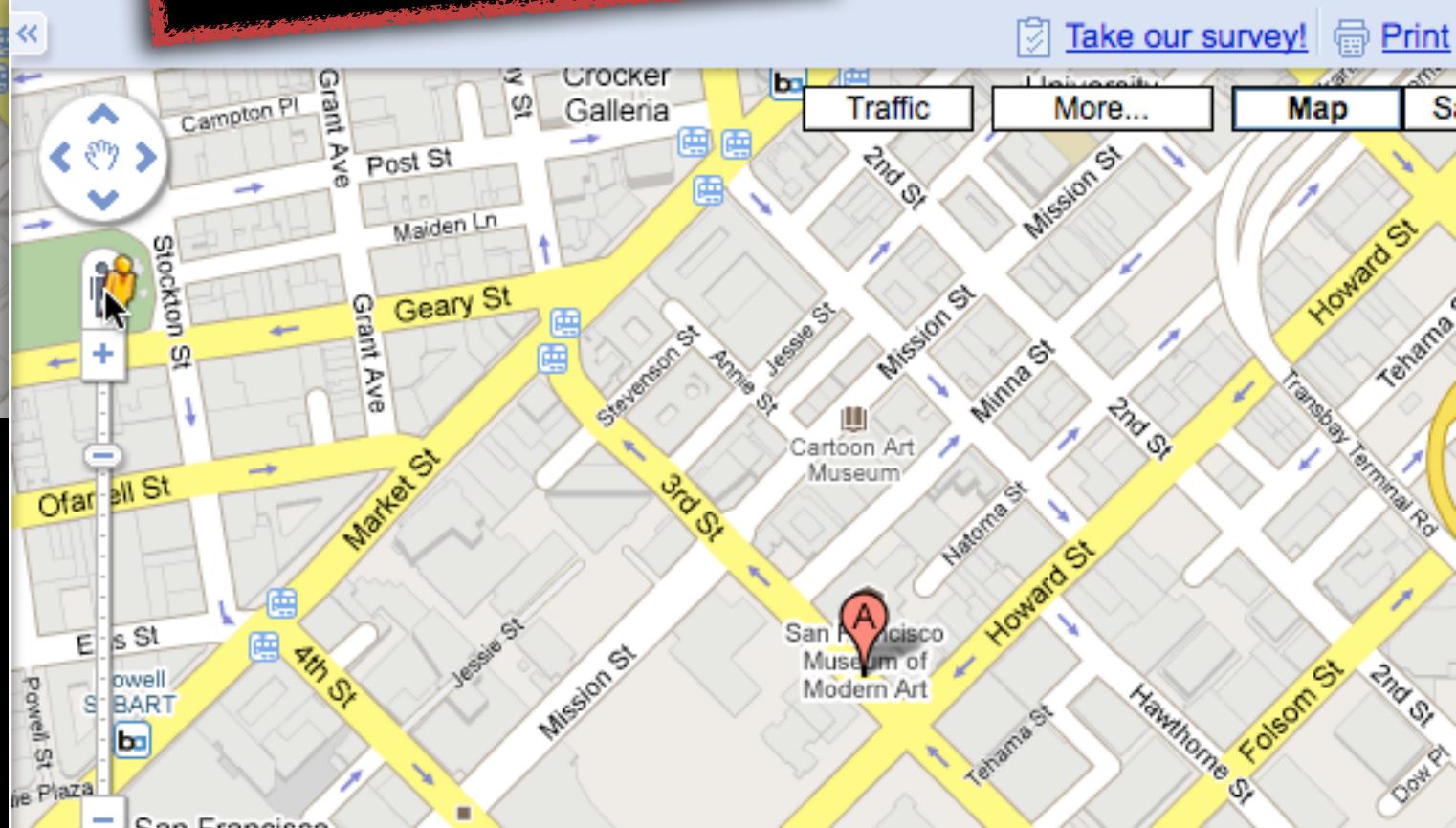
[Map](#)

Drag & Drop Invitation



Mind your moments.

drop invitation. google maps





Show transitions.

S	M	T	W	Th	F	S
4	5	6	7	8	9	10
12	13	14	15	16	17	24
19	20	21	22	23	29	30
26	27	28				



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.](#)

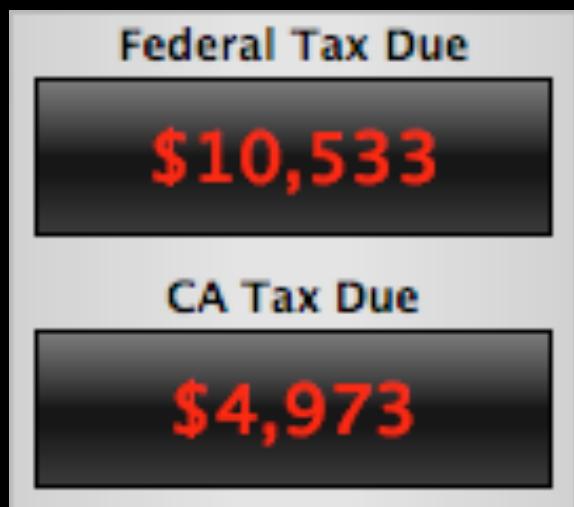
(Box 1 on your 1098)

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...



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.

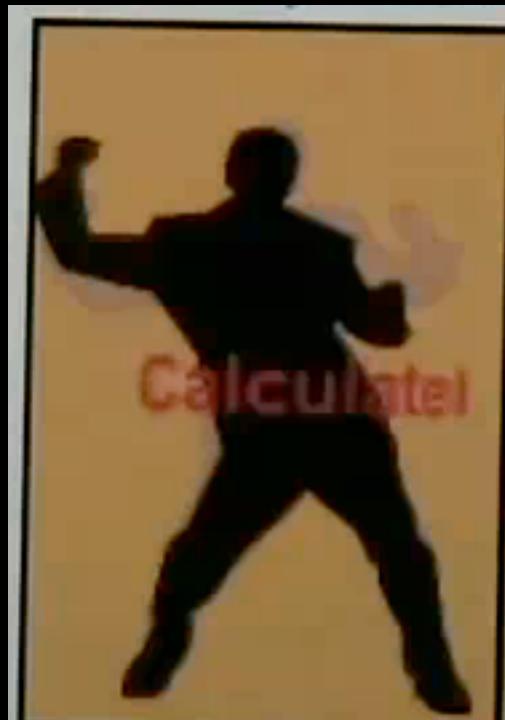
Find Out!

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

Foreword by Steven Johnson, author of Mind Wide Open

O'REILLY®

Find Out!

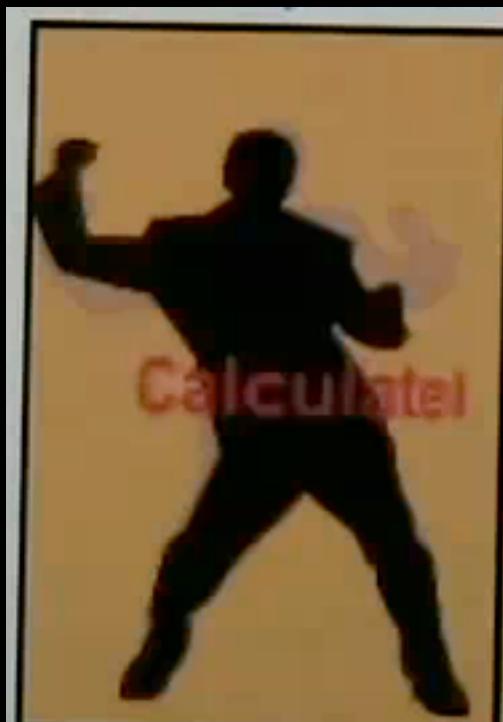
Click
Alabama
Click
3.00%
Click
Good

© 2006 Lourdes Mills, Inc.



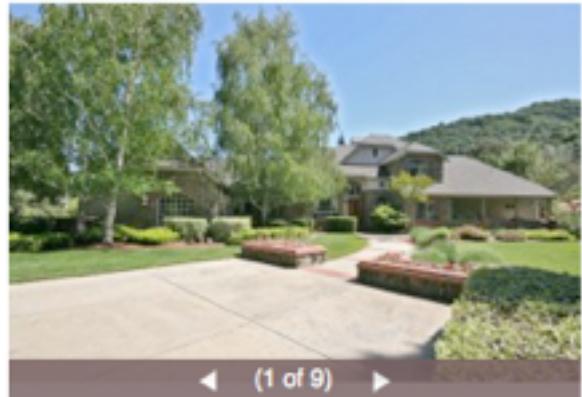
Attention processing is
hard-wired into the brain

It is chemistry. You can't
help it.



16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



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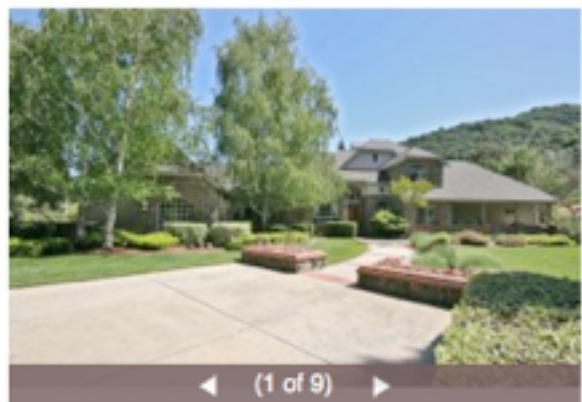
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Morgan Hill, CA 95037

\$2,265,000



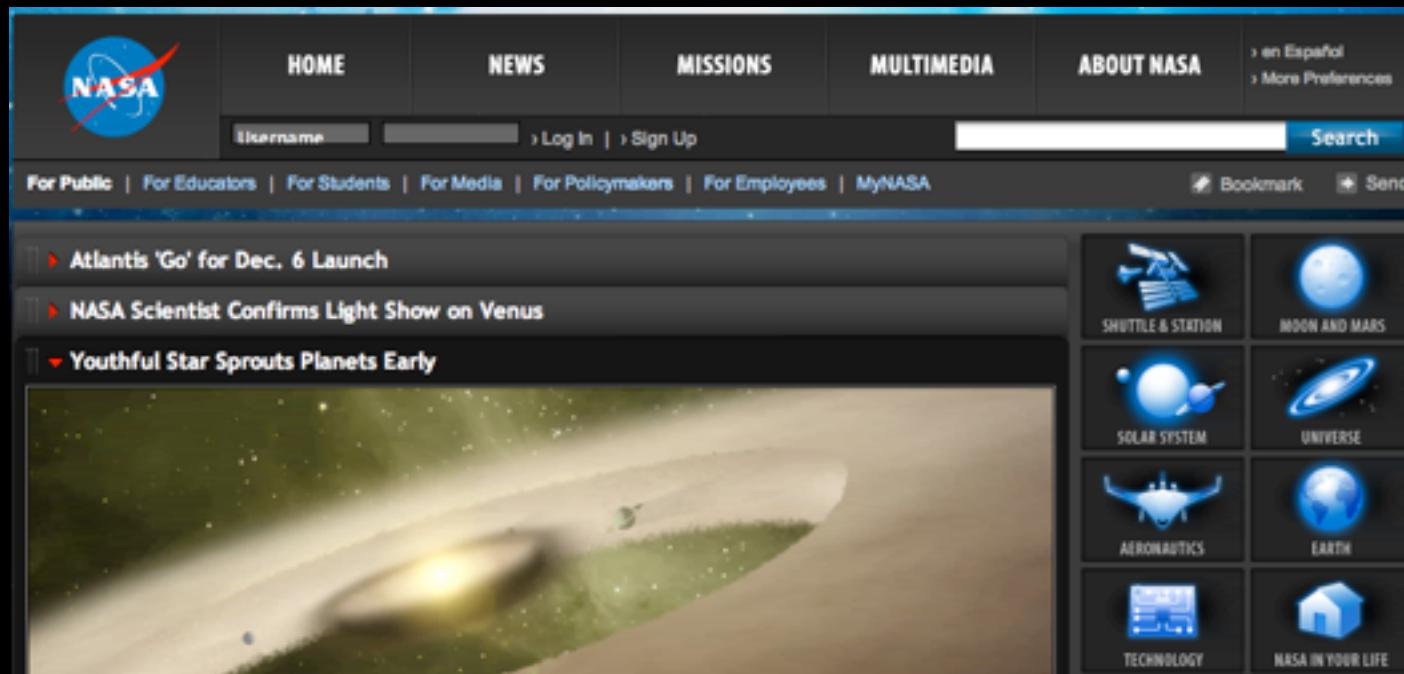
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(1 of 9)

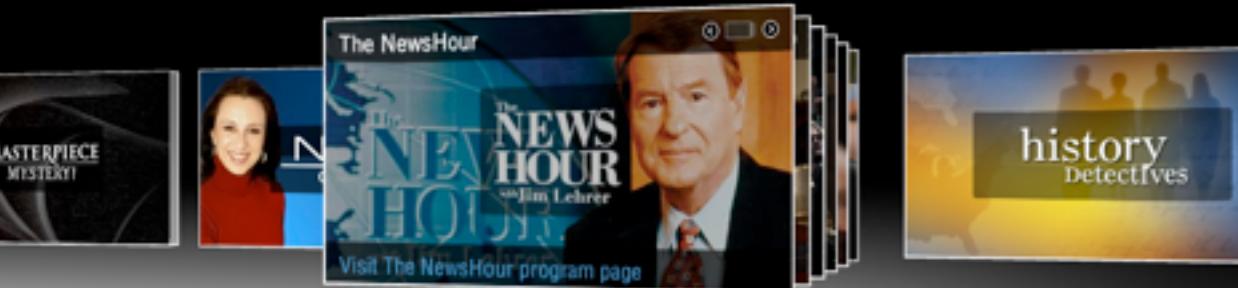
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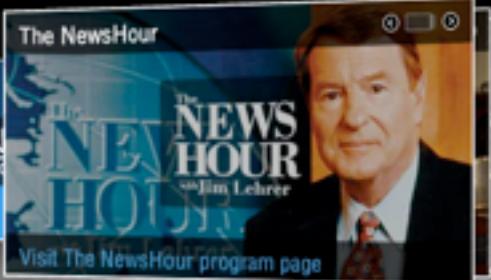
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The NewsHour 
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▼ [Youthful Star Sprouts Planets Early](#)



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 SOLAR SYSTEM	 UNIVERSE
 AERONAUTICS	 EARTH
 TECHNOLOGY	 NASA IN YOUR LIFE

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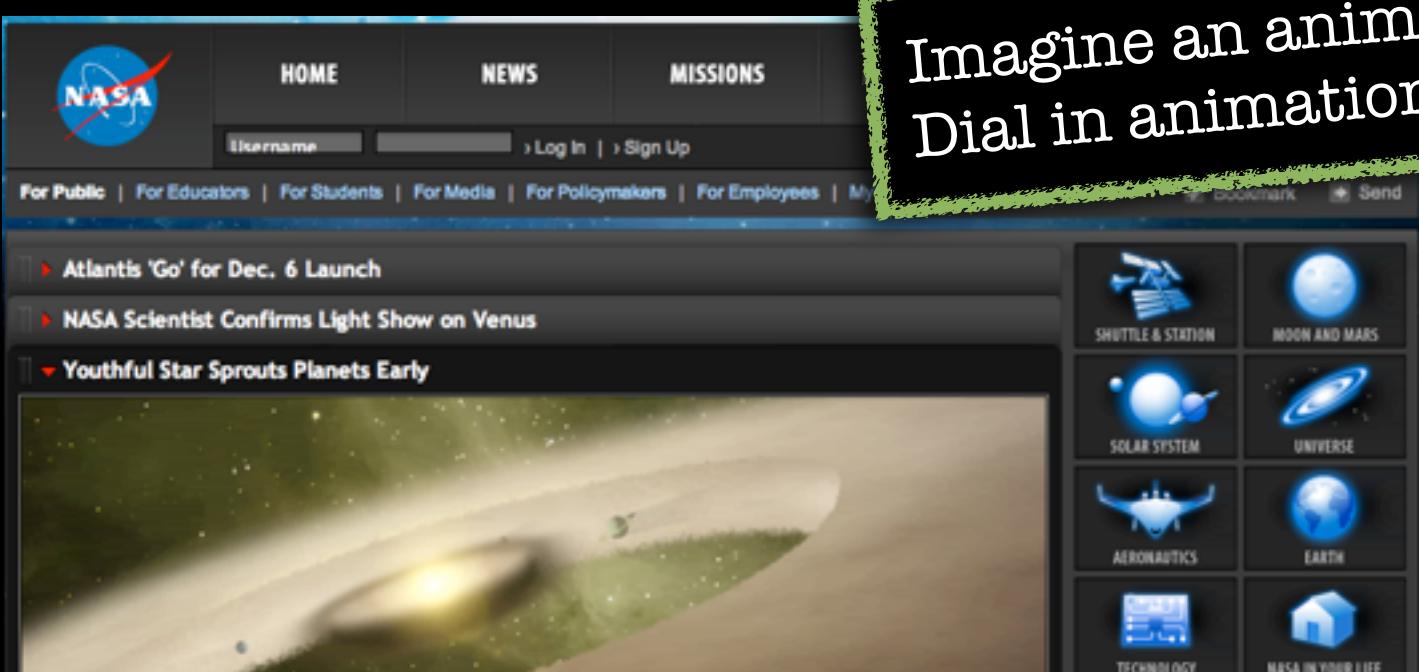
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 SOLAR SYSTEM	 UNIVERSE
 AERONAUTICS	 EARTH
 TECHNOLOGY	 NASA IN YOUR LIFE

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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
---------------------	----------

Depart: Seattle/Tacoma, WA

Honolulu, HI	\$333.60
--------------	----------

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
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eHub

- ehub Interviews Prodigem - 11 hours ago
- Veebro - 20 hours ago
- MediaMax - 2 days ago
- IOWEYOU - 2 days ago
- HyperSuper - 2 days ago

Maps

Select From My Locations or Recently Used

BayCHI Monthly Program Events

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

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

TODAY

NHL Tampa Bay vs. 5 13:15
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NBA Dallas vs. 0 10:30
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Denton, TX 35...75 F

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Best Fare Tracker

Depart: New York, NY - all \$193.00
Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA \$333.60

Depart: San Francisco, CA

Maps

Select From My Locations or Recently Used

Local - San Jose, CA

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MY YAHOO! BETA

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

Web Images Video Local Shopping more

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

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BIONIC WOMAN
TONIGHT 9/8c NBC

Personal Technology from Yahoo! News

Microsoft will replace scratched Halo 3 discs - 42 minutes ago
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

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

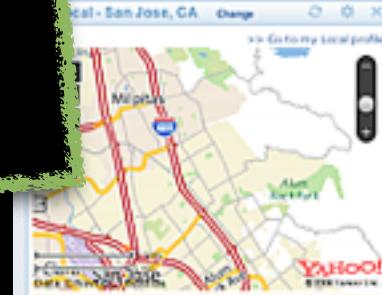
- eHub Interview - 20 hours ago
- Veebro - 20 hours ago
- MediaMax - 2 days ago
- IOWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Events

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

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



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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

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- T-Mobile Launches New Sidekick - 3 hours ago
- Sector Snap: Handsetmakers trade mixed - 3 hours ago
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Software from Yahoo! News

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progress indicator

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progress indicator

A screenshot of the original My Yahoo! homepage. The page features a large search bar at the top with the word 'Search' and a 'Search' button. Below the search bar are several news and information modules. On the left, there are 'Scoreboard' and 'Message Center' modules. In the center, there is a 'Weather' module showing temperatures for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. To the right, there are 'Software News', 'eHub', and 'BayCHI Monthly Program Events' modules. The top right corner of the page includes a 'We Upgraded Mail Storage! Now 2G' message and links for 'My Services' and 'Feedback'.

earlier version of my yahoo!

Moments Communicate



Connecting...

progress indicator

Speed up time.



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

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
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- San Jose, CA 42..58 F

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

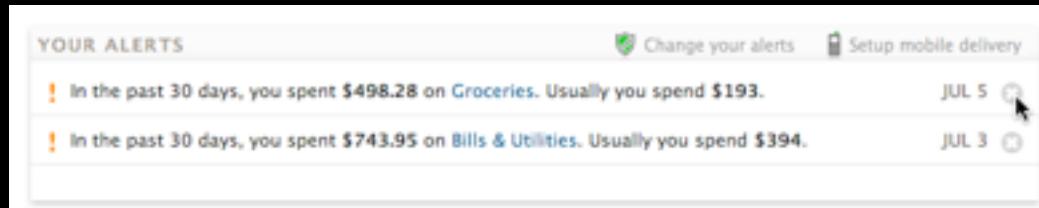
BayCHI Monthly Program Events

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

earlier version of my yahoo!

Slow down time.

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

Denton, TX 35.75 F

Sunnyvale, CA 42.57 F

Boulder Creek, CA 39.59 F

Gilroy, CA 38.57 F

San Jose, CA 42.58 F

Software News edit X

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eHub edit X

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

BayCHI Monthly Program Events edit X

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

earlier version of my yahoo!

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Show state change.



progress indicator

Speed up time.

Connecting...

Search:

Scoreboard

TODAY

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

YESTERDAY

no games for selected teams

Listen to live audio of college games

Best Fare Tracker

Depart: New York, NY - all \$193.00

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA \$333.60

Depart: Honolulu, HI \$333.60

Depart: San Francisco, CA \$333.60

Message Center

Check Email

Launch Messenger 14 friends on

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Dallas, TX 40..75 F

Denton, TX 35..75 F

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- HyperSuper - 2 days ago

BayCHI Monthly Program Events

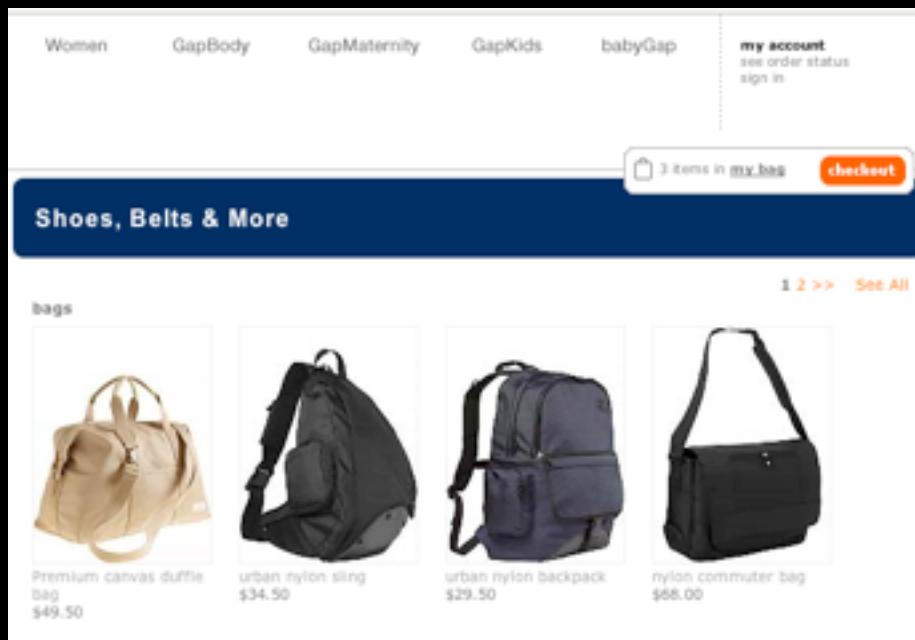
- 2006/02/14: Monthly Program Meeting - 3 hours ago

earlier version of my yahoo!

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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 flight departures from New York, Paris, Seattle/Tacoma, Honolulu, and San Francisco. The bottom right corner of the image has the text 'earlier version of my yahoo!'.

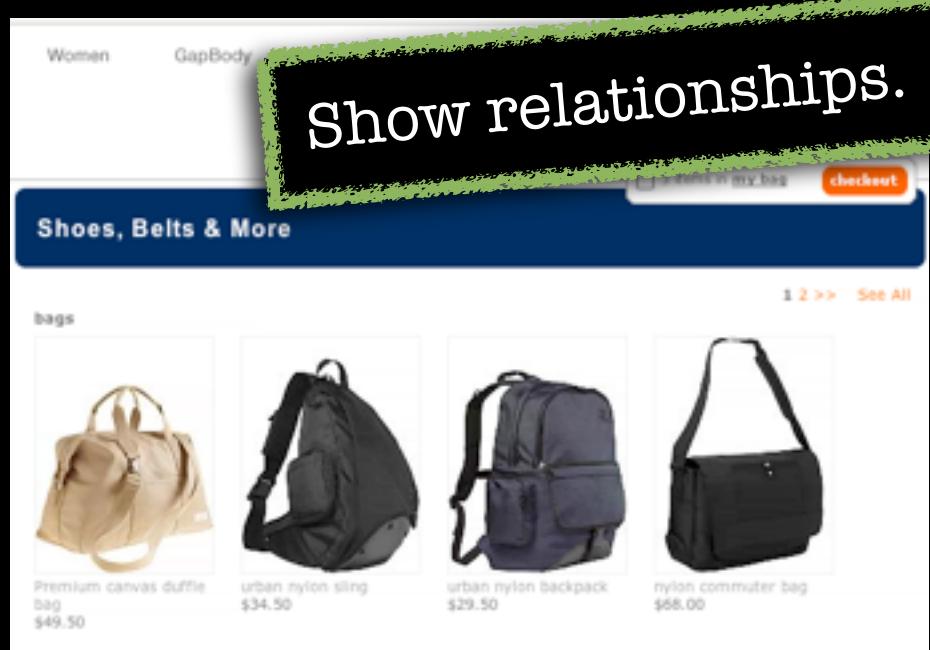
Speed up time.

Slow down time.

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the gap

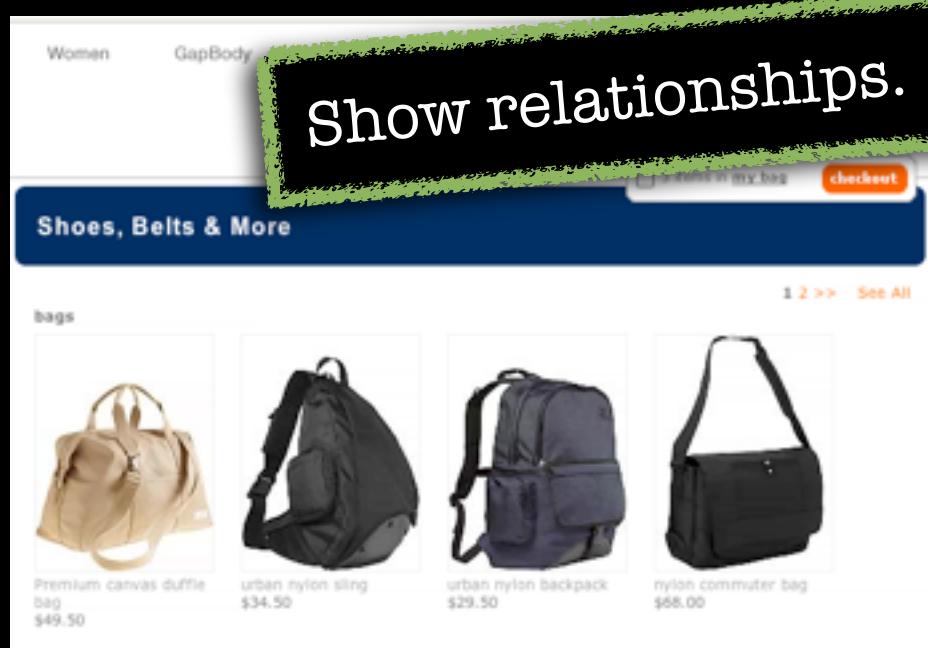
A screenshot of an earlier version of the my yahoo! homepage. A green box contains the text "Speed up time." It points to a "Connecting..." progress indicator. Another green box contains the text "Slow down time." It points to the "Software News" and "eHub" sections, which are filled with a large number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

earlier version of my yahoo!

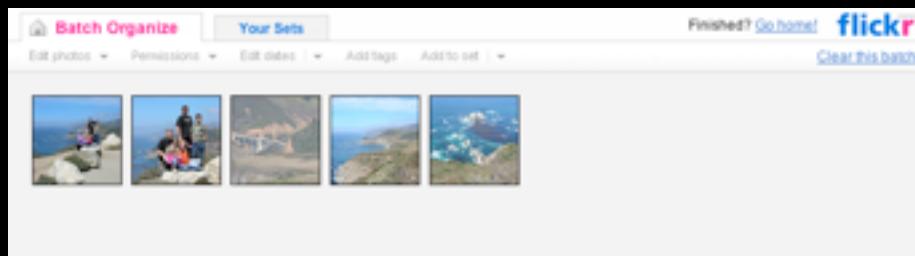
Moments Communicate



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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 of the 'Connecting...' area. Another green box with the text 'Slow down time.' is overlaid on the bottom right of the content area.

earlier version of my yahoo!

Moments Communicate



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the gap



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A screenshot of an earlier version of the My Yahoo! homepage. A box with a green border contains the text 'Speed up time.' A progress indicator bar is visible above the main content area. The main content includes a 'Connecting...' message, a search bar, and several news and weather modules. A box with a green border contains the text 'Slow down time.' The news modules include 'Scoreboard', 'Message Center', 'Weather', 'Best Fare Tracker', and 'Maps'. The weather section shows temperatures for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. The news section shows various headlines like 'AccuRev gives software configuration system global focus', 'Anti-virus Software: The Next Big Worm', and 'India's Satyam logs 64 percent rise in third-quarter profit'.

earlier version of my yahoo!



Be reactive.

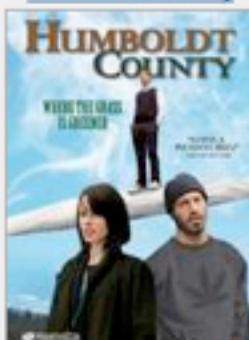
Late Night Comedies

Not Interested [See All >](#)

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

Set this genre
Late Night Comedies
 Sometimes watch

Humboldt County



Add



Not Interested

Revenge of the Nerds: Panty Raid Edition

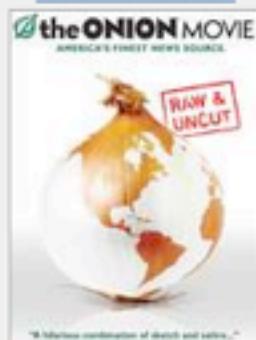


Add



Not Interested

The Onion Movie

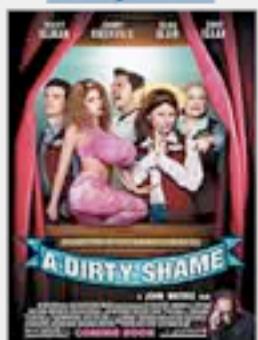


Add



Not Interested

A Dirty Shame



Add



Not Interested

experiment on home page

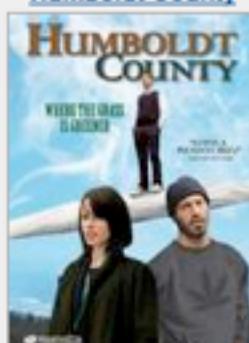
Late Night Comedies

Not Interested [See All >](#)

Based on your interest in
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Set this genre
Late Night Comedies
 Sometimes watch

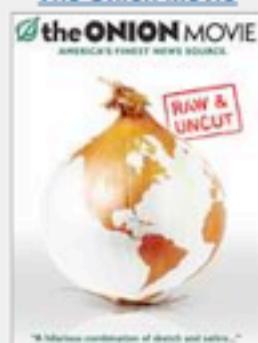
Humboldt County

[Add](#) Not Interested

Revenge of the Nerds: Panty Raid Edition

[Add](#) Not Interested

The Onion Movie

[Add](#) Not Interested

A Dirty Shame

[Add](#) Not Interested

experiment on home page

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608

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[Add](#)

Big Momma's House

[Add](#)

Hitch

[Add](#)

Taxi Driver

[Add](#)

dedicated area

Live Feedback

wundrbar beta

american airlines from july 12 to july 16

Expedia flight search redirect 

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

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

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

Other trip details:
Economy class on American Airlines

Live Feedback

live feedback. flickr

wundrbar beta

merican 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!

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Address: San Francisco Airport

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

Live traffic [changes](#)

Slow Fast

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Live Feedback

Create a tight feedback loop with the user.

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File	Size
dw_0201.png	356.5 KB
dw_0203a.png	69.6 KB
dw_0202.png	62.4 KB
dw_0203c.png	71.1 KB
dw_0203b.png	70.3 KB
dw_0203d.png	61.3 KB
dw_0205.png	52.4 KB
dw_0204.png	94.9 KB
dw_0206a.png	141.5 KB
dw_0206b.png	42.6 KB
77 files	Total: 7.47 MB

live feedback. flickr

Address: San Francisco Airport

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

Live traffic [changes](#)

Slow Fast

live feedback. [google maps](#)

Live Suggest

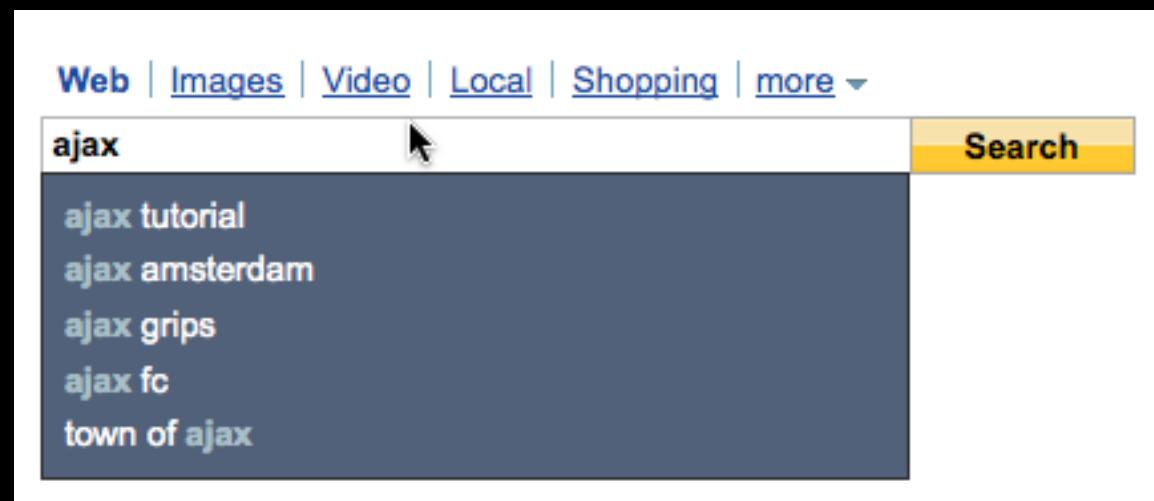


live suggest. google (early version)

Live Suggest



live suggest. google (early version)



live suggest. yahoo search

Live Suggest



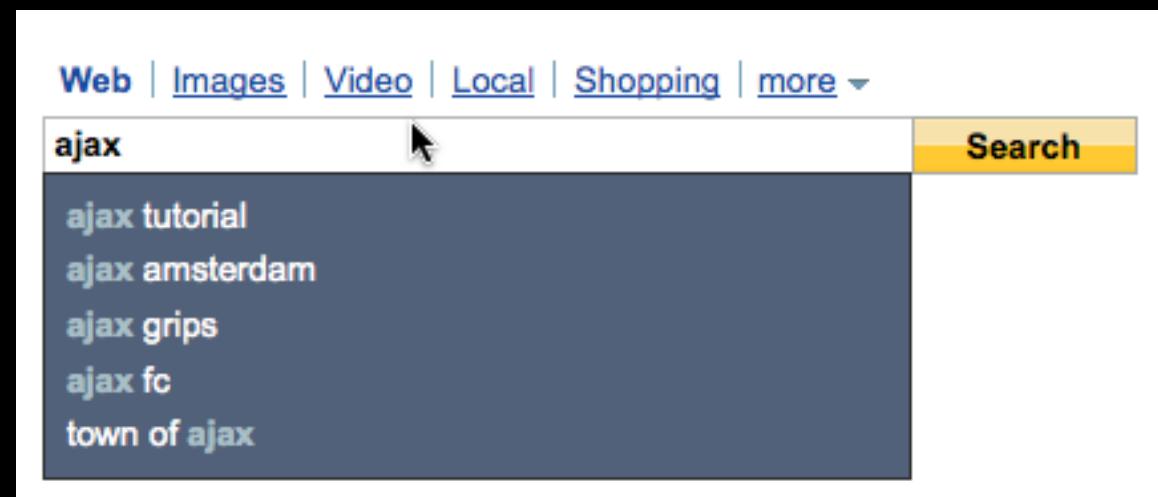
Google Suggest BETA

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 ▾

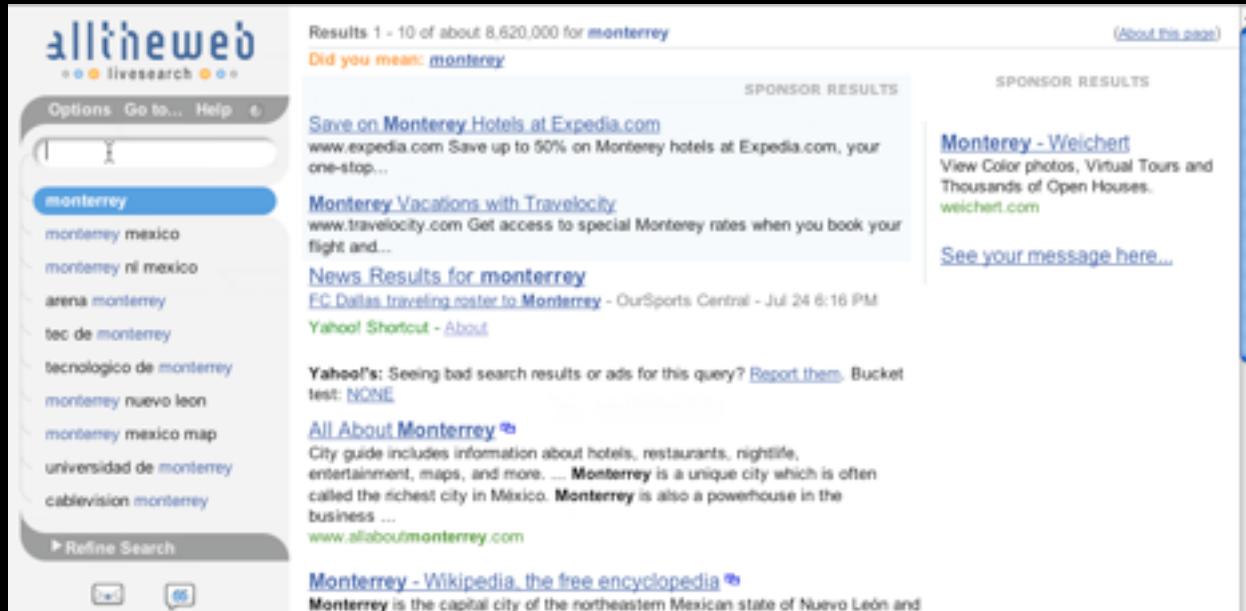
ajax

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

Did you mean: [monterrey](#)

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

Monterey Vacations with Travelocity
www.travelocity.com Get access to special Monterey rates when you book your flight and...

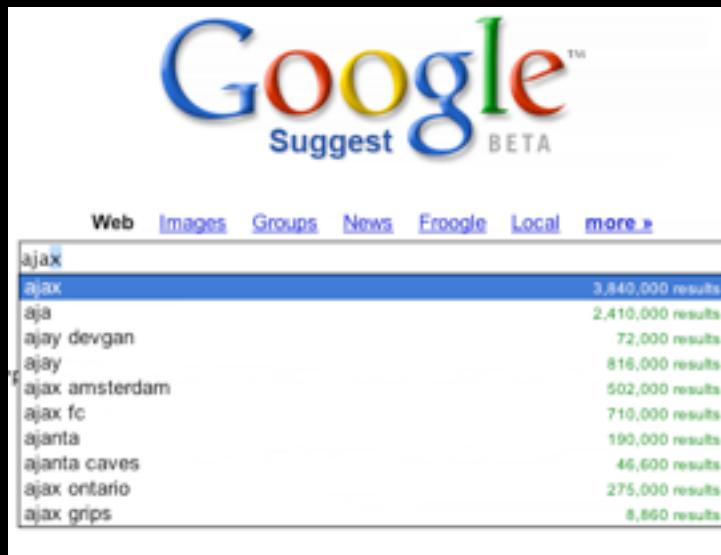
News Results for monterrey
FC Dallas traveling roster to Monterey - OurSports Central - Jul 24 6:16 PM
Yahoo! Shortcut - About

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

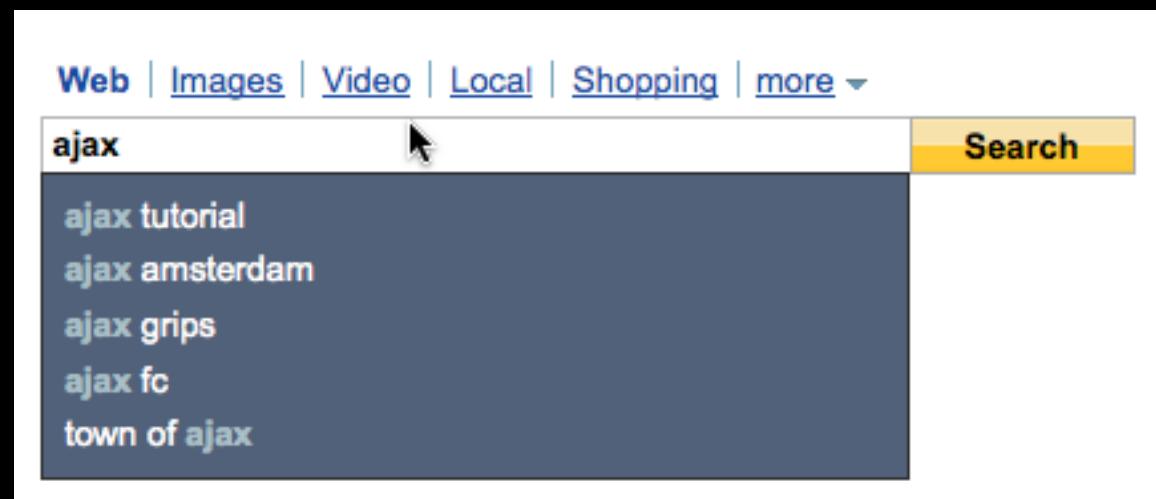
All About Monterey
City guide includes information about hotels, restaurants, nightlife, entertainment, maps, and more. ... Monterey is a unique city which is often called the **richest city in Mexico**. Monterey is also a powerhouse in the business ...
www.allaboutmonterrey.com

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

Live Suggest

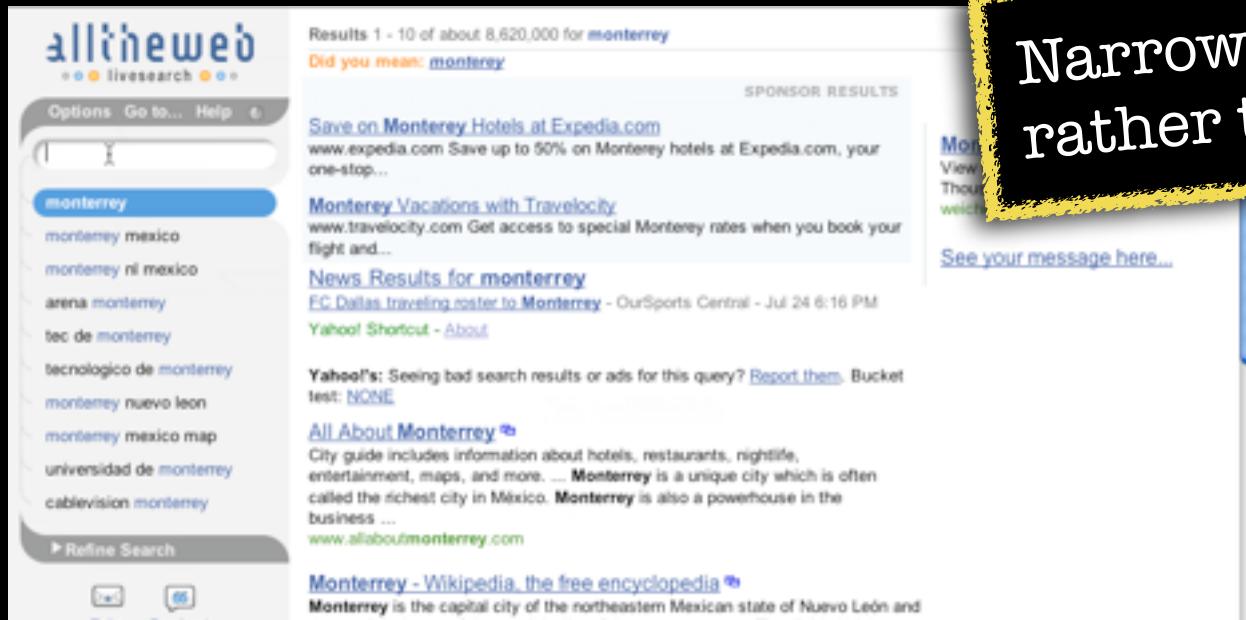


live suggest. google (early version)



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
Carbase Maintenance

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

¹Legal disclosure

Block



live preview. volkswagen car configurator

Live Previews

New Beetle

Starts at \$18,290¹

Overview

» **Gallery**

Photos 360°

Features

Highlights Complete Specs Price List Warranty 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

Copyright © 2009 20th Century Fox

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

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

Brasheen

¹Legal disclosure

Block

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

For your iPod ▶

HD

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

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 Tweet this ShareThis

search results

Web Images Videos Shopping News Maps More | MSN | Windows Live

Carl Crawford

CARL CRAWFORD

Biography Quotes Jersey Fan Club Interview News Images

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

Carl Crawford LF, #13 Tampa Bay Rays

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

Jul 17 - Rays at Royals - 8:10 PM ET
Season: GP 88 · AVG .309 · HR 8 · RBI 39 · Runs 58 · SB 44

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

· Tampa Bay Rays LF Carl Crawford's catch creates instant...
St. Petersburg Times 7/15/2009
· SportsNation Blog Archives Carl Crawford ESPN.com 7/15/2009

refining search. bing tweets

Live Filtering

bing tweets
Beta
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

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](#)

Carl Crawford LF, #13 Tampa Bay Rays

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

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

• Tampa Bay Rays LF **Carl Crawford**'s catch creates instant...
St. Petersburg Times 7/15/2009
• SportsNation Blog Archives **Carl Crawford** ESPN.com 7/15/2009

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

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

Prevent errors beforehand
with live forms.

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** 

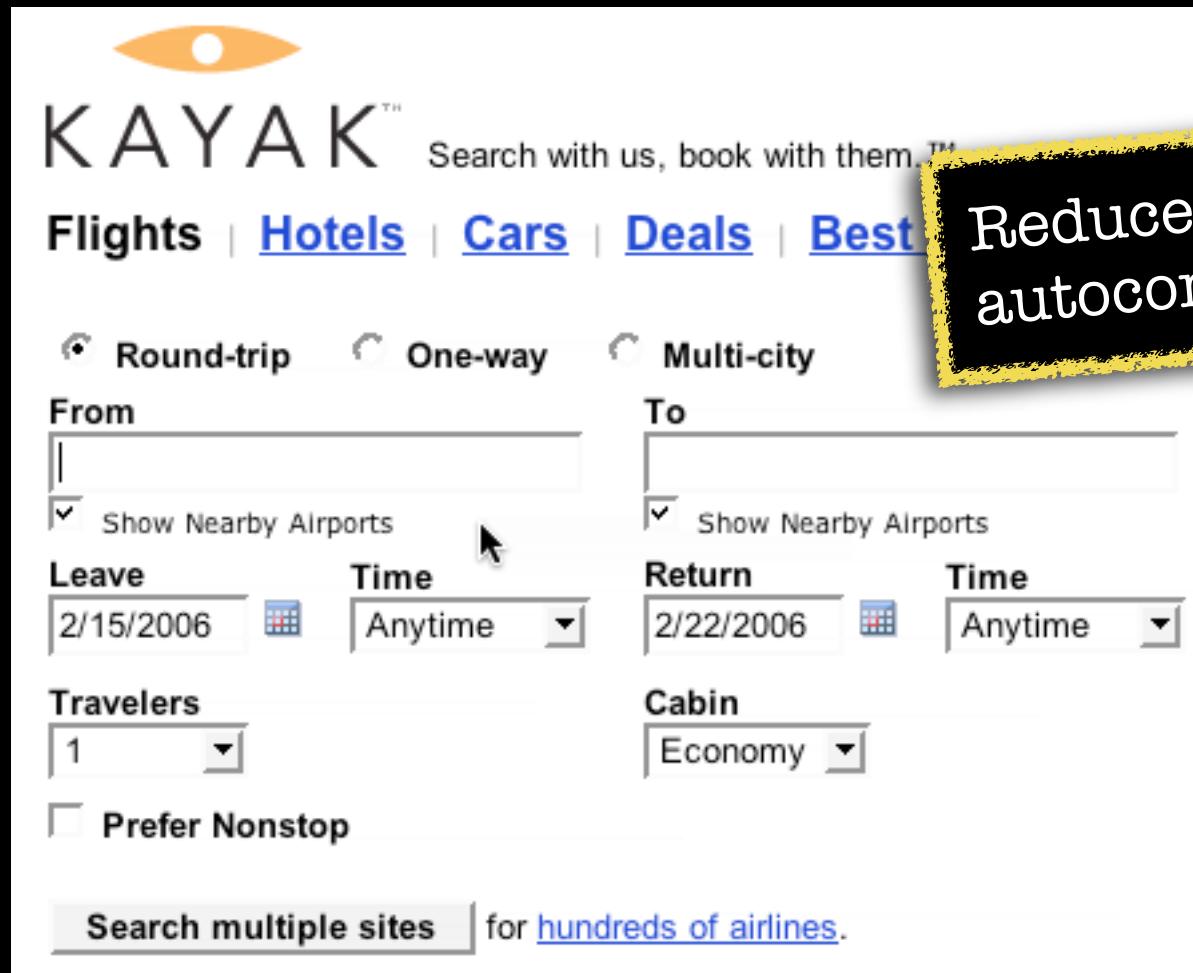
Travelers **Cabin** 

Prefer Nonstop

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

auto complete. kayak

Auto Complete



The screenshot 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, and a dropdown menu is open, showing the placeholder "From" and a "Show Nearby Airports" checkbox. The "To" field is also empty, and a dropdown menu is open, showing the placeholder "To" and a "Show Nearby Airports" checkbox. Below these fields are "Leave" and "Return" date and time inputs. The "Leave" input shows "2/15/2006" and "Anytime". The "Return" input shows "2/22/2006" and "Anytime". There are dropdowns for "Travelers" (set to 1) and "Cabin" (set to "Economy"). A checkbox for "Prefer Nonstop" is also present. At the bottom, there is a button "Search multiple sites" followed by the text "for [hundreds of airlines](#)".

Reduce user effort by
autocompleteing correctly.

auto complete. kayak

Input where you output.

Maintain flow.

Require a light footprint.

Invite interaction.

Show transitions.

Be reactive.



Flickr Credits
<http://tr.im/t6Ew>

Presentation
billwscott.com/share/presentations/2009/meebo

Blog
looksgoodworkswell.com

Web username
billwscott



Book
designingwebinterfaces.com
O'Reilly