

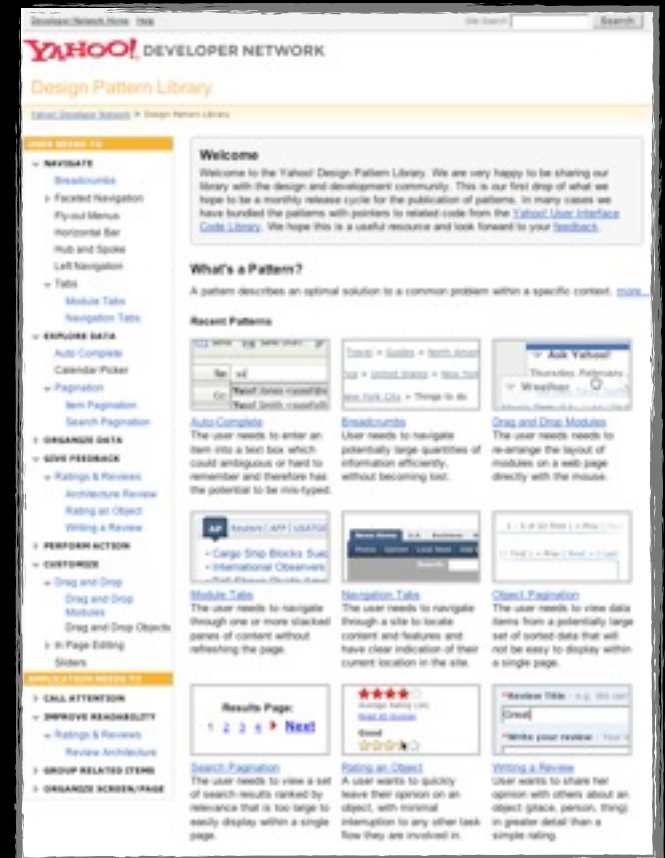
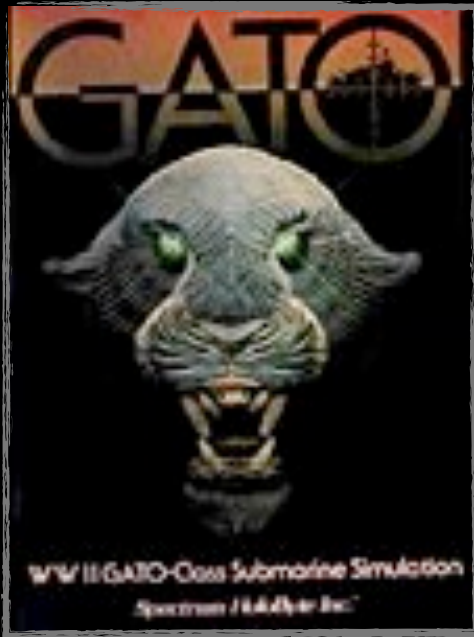
# Designing for Interesting Moments

Bill Scott

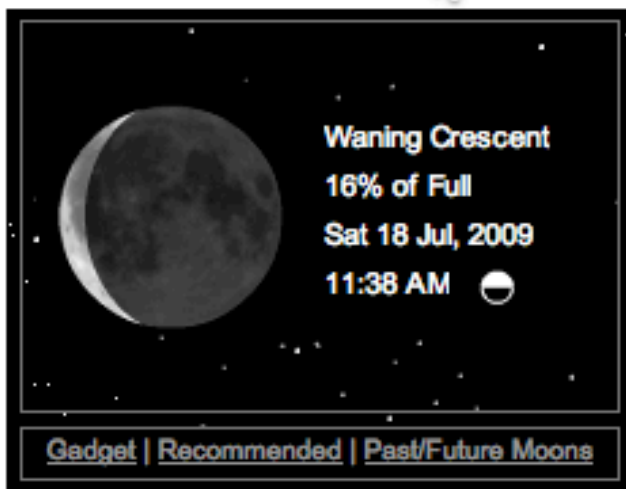
Director, UI Engineering  
Netflix

Meebo ~ November 6, 2009

# Me



### Current Moon Phase



### youtube :: top rated

- [+ DEADLINE post-it stop motion](#)
- [+ Summer and Ending Hunger \(Ep.11\)](#)
- [+ Unite Against WMG](#)

### National Geographic POD



POD -

[Google Webmaster Tools](#)

### Stock Market

#### HowStuffWorks.com Daily Feed

- [+ Top 5 Energy-efficient Computers](#)
- [+ Fact or Fiction: Fight it Out!](#)
- [+ Today's Video- CNN s First Broadcast](#)

### Slashdot

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

### BBC News | News Front Page | World Edition

- [+ Fugitive linked to Jakarta blasts](#)
- [+ Tour de France spectator killed](#)
- [+ New photos show Apollo sites on Moon](#)

### Wired Top Stories

- [+ Your Apollo Anniversary Experience](#)
- [+ Google Says Mobile App Stores Have](#)

### NYT > Home Page

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

### Top Stories

[Bombings, business and the future of Indonesia](#)

Los Angeles Times - [all 5951 related »](#)

[RIP, Uncle Walter](#)

msnbc.com - [all 3415 related »](#)

[Obama Reaches Out to Republicans on Health Care, but Bipartisan ...](#)

FOXNews - [all 2473 related »](#)



# Simple Interaction?

## Current Moon Phase



Waning Crescent

16% of Full

Sat 18 Jul, 2009

11:38 AM



[Gadget](#) | [Recommended](#) | [Past/Future Moons](#)

## Stock Market

- [+ Top 5 Energy-efficient Computers](#)
- [+ Fact or Fiction: Fight it Out!](#)
- [+ Today's Video- CNN's First Broadcast](#)

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- [+ Summer and Ending Hunger \(Ep.11\)](#)
- [+ Unite Against WMG](#)

## National Geographic POD



POD -

[Google Webmaster Tools](#)



# Simple Interaction? Events...

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

# Simple Interaction? **Actors...**

**Page. Cursor. Tool Tip. Drag  
Object. Drag Object's Parent  
Container. Drop Target.**

Events →

Actors ↓

96

Interesting Moments



# Interesting Moments

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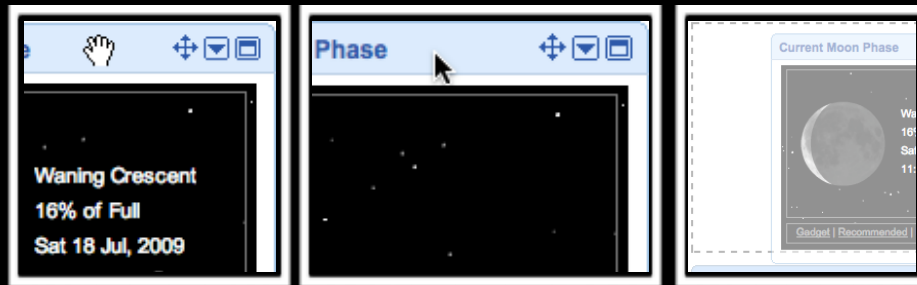
# Interesting Moments



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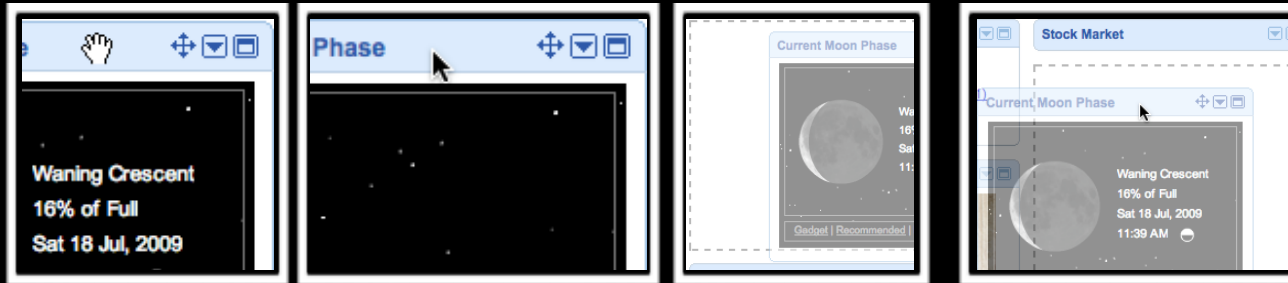


# Interesting Moments



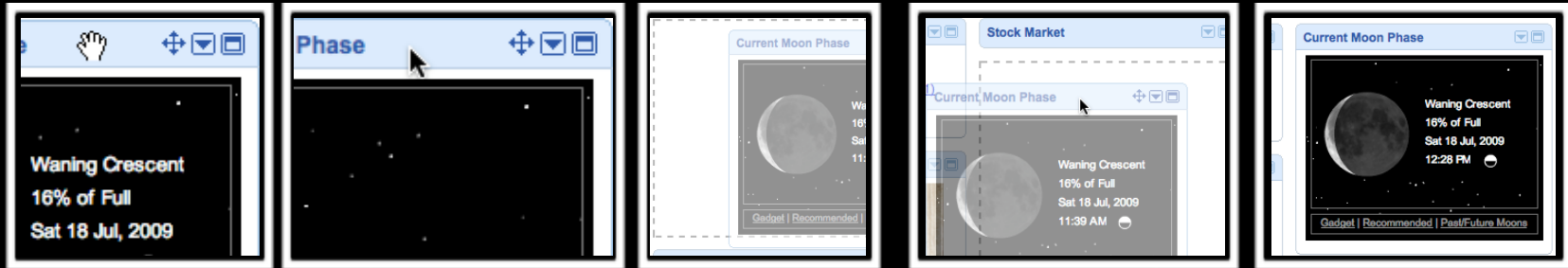
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
<b>Cursor</b>	Change to a hand pointer.	Change to normal style.*			
<b>Dragged Module</b>			Slightly transparent.		Dragged module removed.
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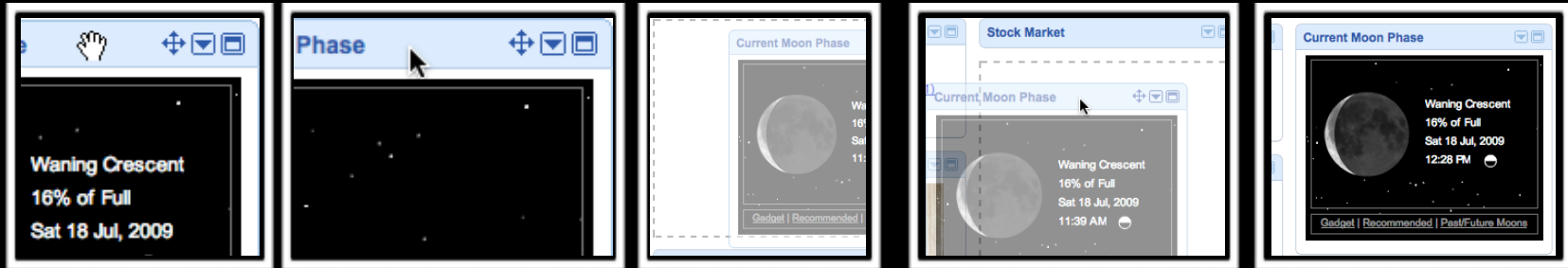
# Interesting Moments



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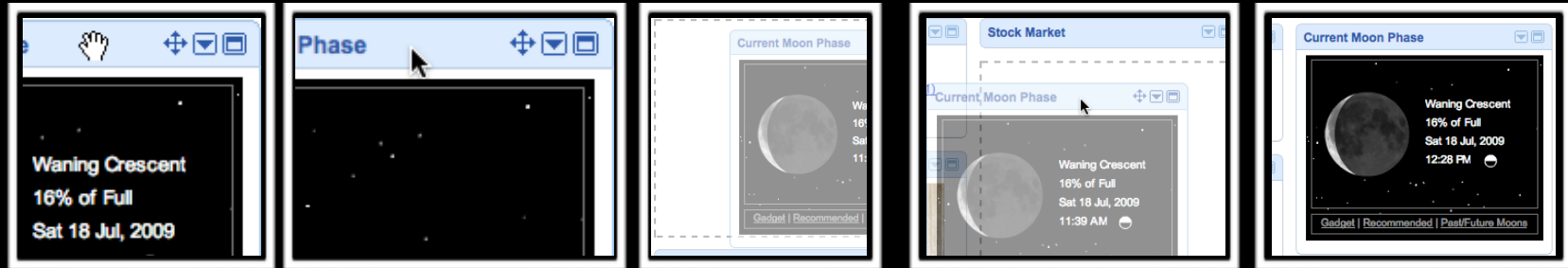
# Interesting Moments



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

Captures microstates

# Interesting Moments

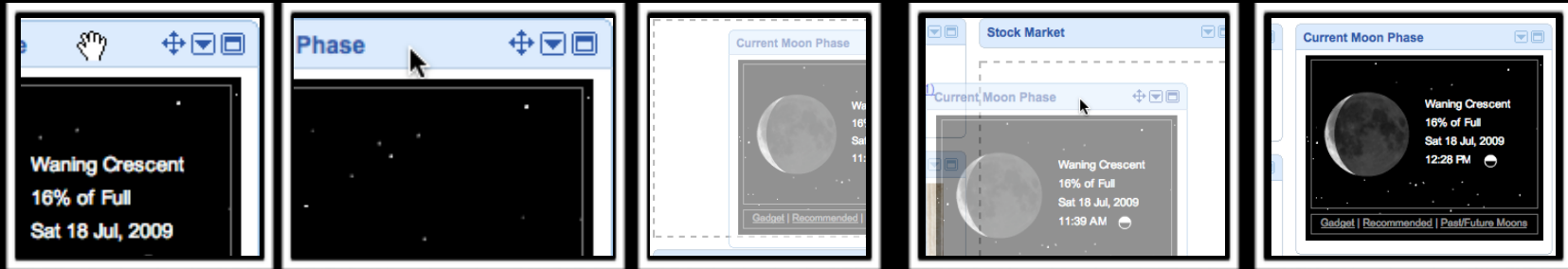


			Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change hand			
Dragged Module		parent.		Dragged module removed.
Drag Module		Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Original Location				
Drop Target			Hole (gray, thick, dashed outline) is moved to the new drop spot. Other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

Captures microstates

Speaks to the possibilities

# Interesting Moments



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

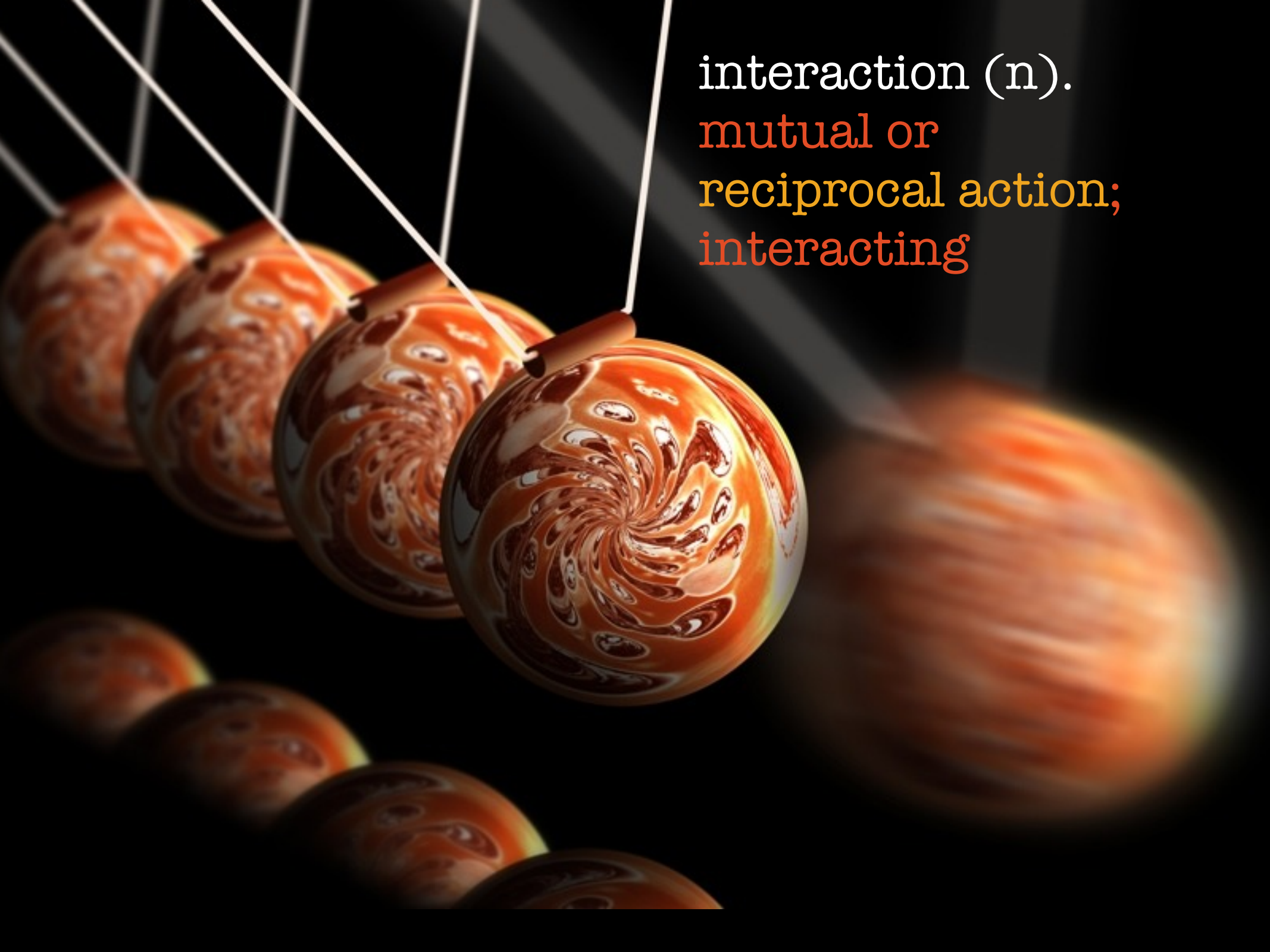
Captures microstates

Speaks to the possibilities

Serves as a tickler



interaction (n).  
mutual or  
reciprocal action;  
interacting



6 principles

# 6 principles

for designing interesting moments



Input where  
you output.

- Alan Cooper



# In Page Editing



inline editing. [flickr.com](https://www.flickr.com)



# In Page Editing



inline editing. flickr.com

## Additions:

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

# In Page Editing



inline editing. flickr.com



Pay attention to discoverability

## Additions:

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

# In Page Editing



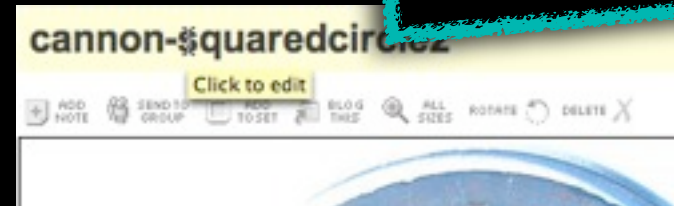
inline editing. flickr.com

## 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

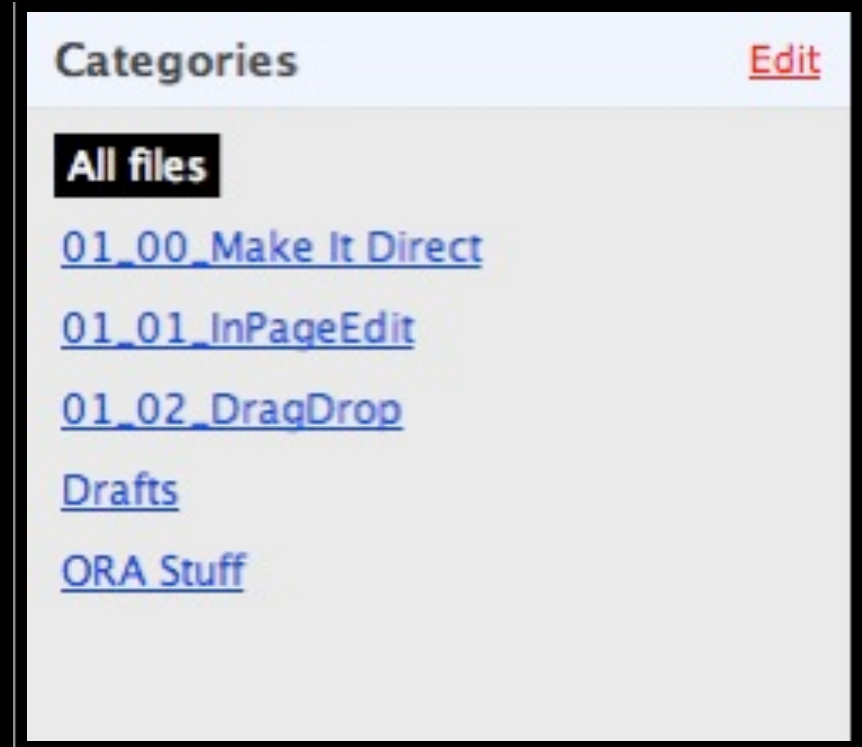


anti-pattern. non-symmetrical. iphone






anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

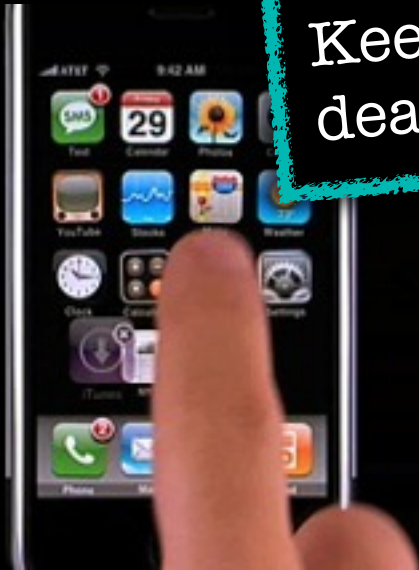


anti-pattern. non-symmetrical. iphone

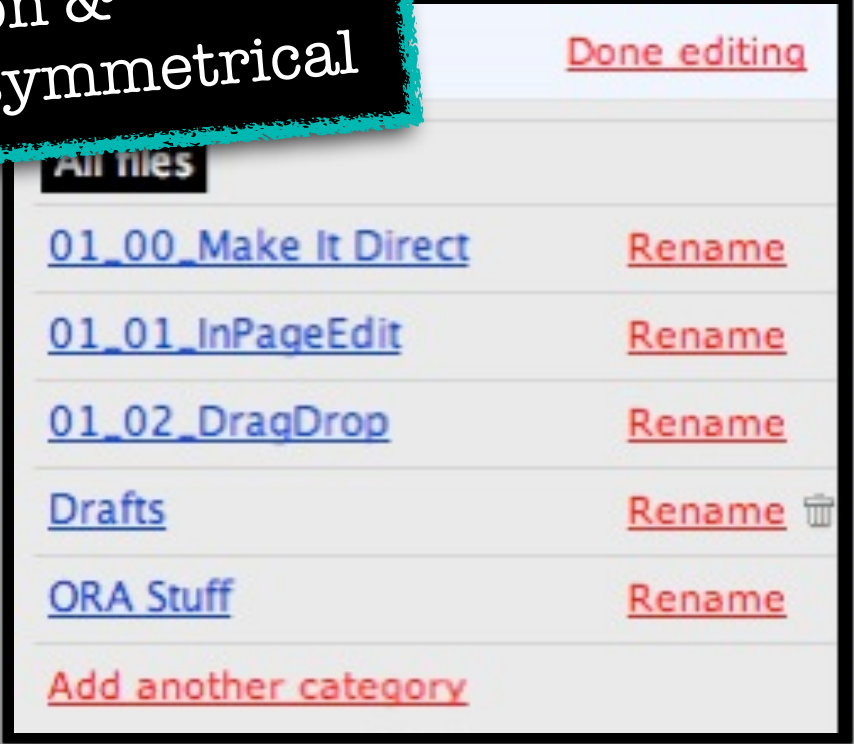
Categories		<a href="#">Done editing</a>
<b>All files</b>		
<a href="#">01_00_Make It Direct</a>	<a href="#">Rename</a>	
<a href="#">01_01_InPageEdit</a>	<a href="#">Rename</a>	
<a href="#">01_02_DragDrop</a>	<a href="#">Rename</a>	
<a href="#">Drafts</a>	<a href="#">Rename</a>	
<a href="#">ORA Stuff</a>	<a href="#">Rename</a>	
<a href="#">Add another category</a>		

symmetrical interaction. basecamp

Keep activation & deactivation symmetrical

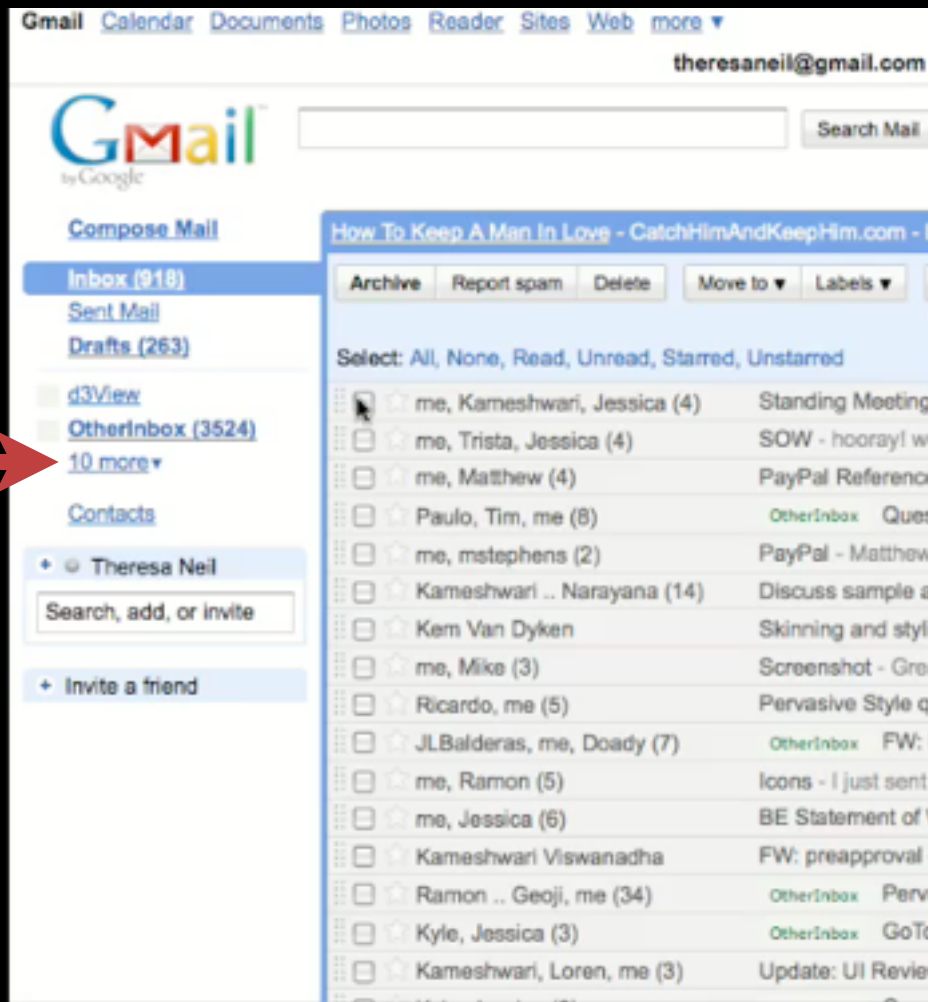


anti-pattern. non-symmetrical. iphone



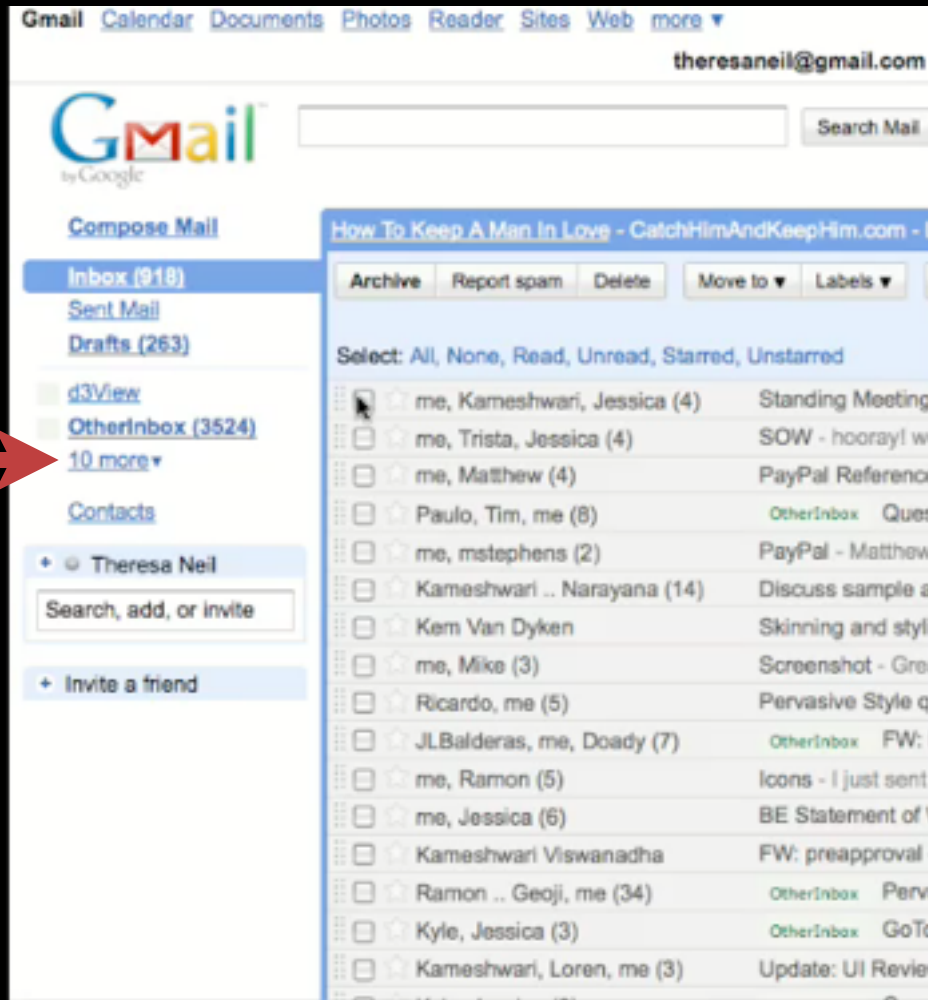
symmetrical interaction. basecamp

# Drag, Open & Drop



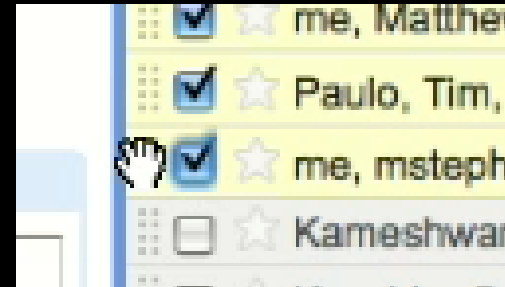
drag and drop. gmail

# Drag, Open & Drop

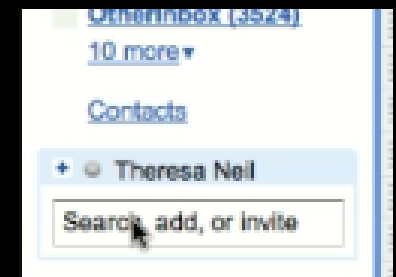
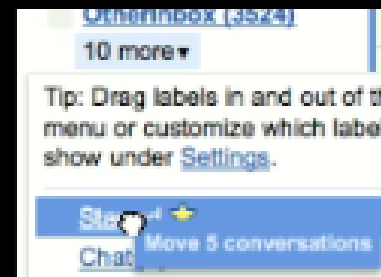


drag and drop. gmail

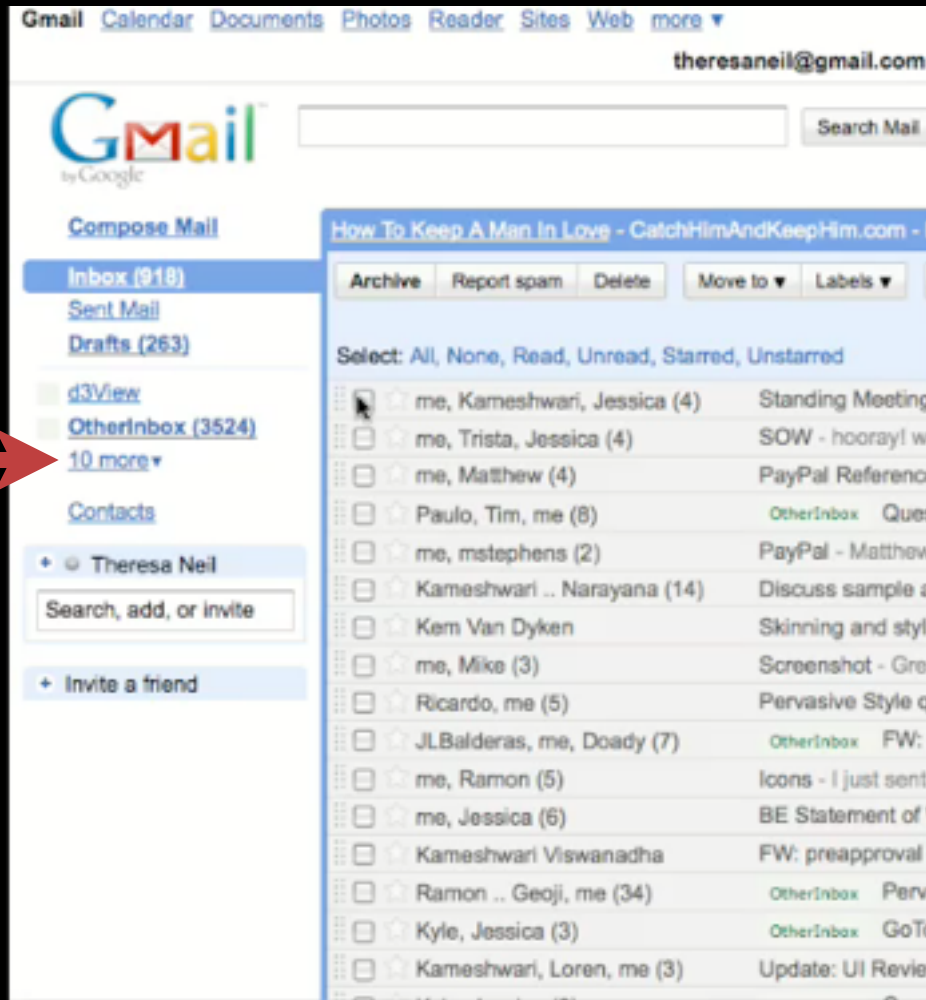
Mouse hover & initiation  
Anti-pattern: Tiny Targets



Drop accepted  
What happened?  
Collapses immediately.



# Drag, Open & Drop

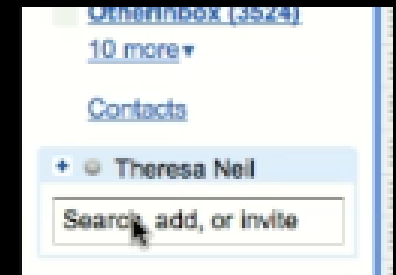
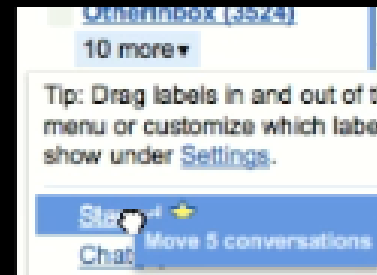


drag and drop. gmail

Mouse hover & initiation  
Anti-pattern: Tiny Targets

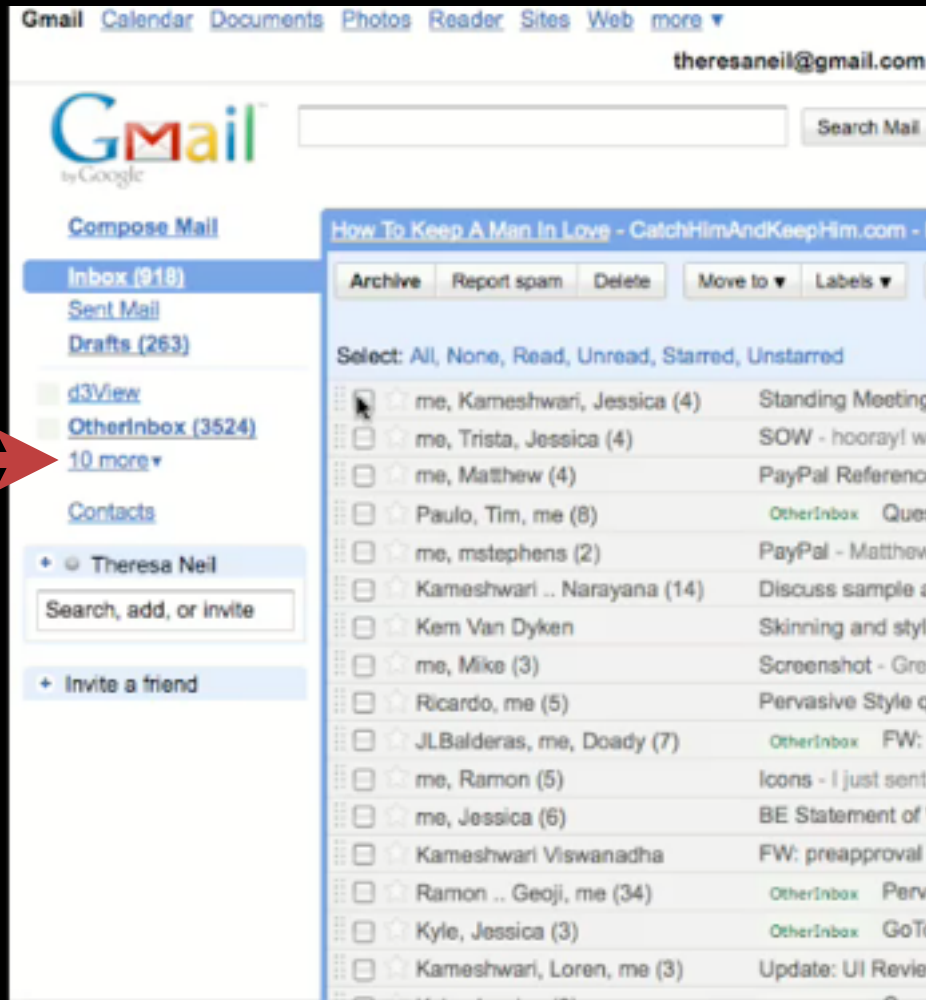
Reduce physical effort.

Drop accepted  
What happened?  
Collapses immediately.





# Drag, Open & Drop



drag and drop. gmail

Mouse hover & initiation  
Anti-pattern: Tiny Targets

Reduce physical effort.

Drop accepted  
What happened?  
Collapses immediately.

Reduce mental effort.

# Drag & Drop Moments

The screenshot shows a Yahoo! My Front Page dashboard from August 2, 2006. The interface includes a top navigation bar with categories like Web, Images, Video, Local, News, and Shopping. A search bar is prominently displayed. Below the navigation bar, there are several widgets arranged in a grid. The 'Weather' widget shows forecasts for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. The 'Scoreboard' widget displays MLB game results for Texas vs. Minnesota. The 'eHub' widget lists recent links like MODx, Olor, Moodie, Keuple, and Kartoo. The 'BayCHI Monthly Program Events' widget shows a meeting scheduled for 2006/08/08. The 'Personal Technology News' widget features articles about Apple concessions, episodic video games, and XM Satellite. The 'Travelocity' widget shows flight deals from San Francisco to Dallas/Fort Worth and from San Jose to Dallas/Fort Worth. The 'Best Fare Tracker' widget displays flight prices for departures from Wichita, KS, Kansas City, MO, and San Francisco, CA. The 'Message Center' widget includes a 'Check Email' button and a 'Launch Messenger' button. The 'Maps' widget allows users to select locations or map a new address. Each widget has an 'edit' button in its top right corner, indicating that the layout can be customized by dragging and dropping the widgets.

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

Search:  **Yahoo! Search** | Advanced | My Web

Wed, Aug 2, 02:19 pm

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 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 2 E

**YESTERDAY**

**MLB**

Texas vs. Minnesota 9 0 E

[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 \$258.00

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 ----

Or Map a New Address:

Street Address [or Airport Code](#)

City, State or a Postal Code

**eHub** | edit | x

- [MODx](#) - 1 day ago
- [Olor](#) - 1 day ago
- [Moodie](#) - 2 days ago
- [Keuple](#) - 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](#) - 5 hours ago

**Travelocity - SFO-DFW** | edit | x

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

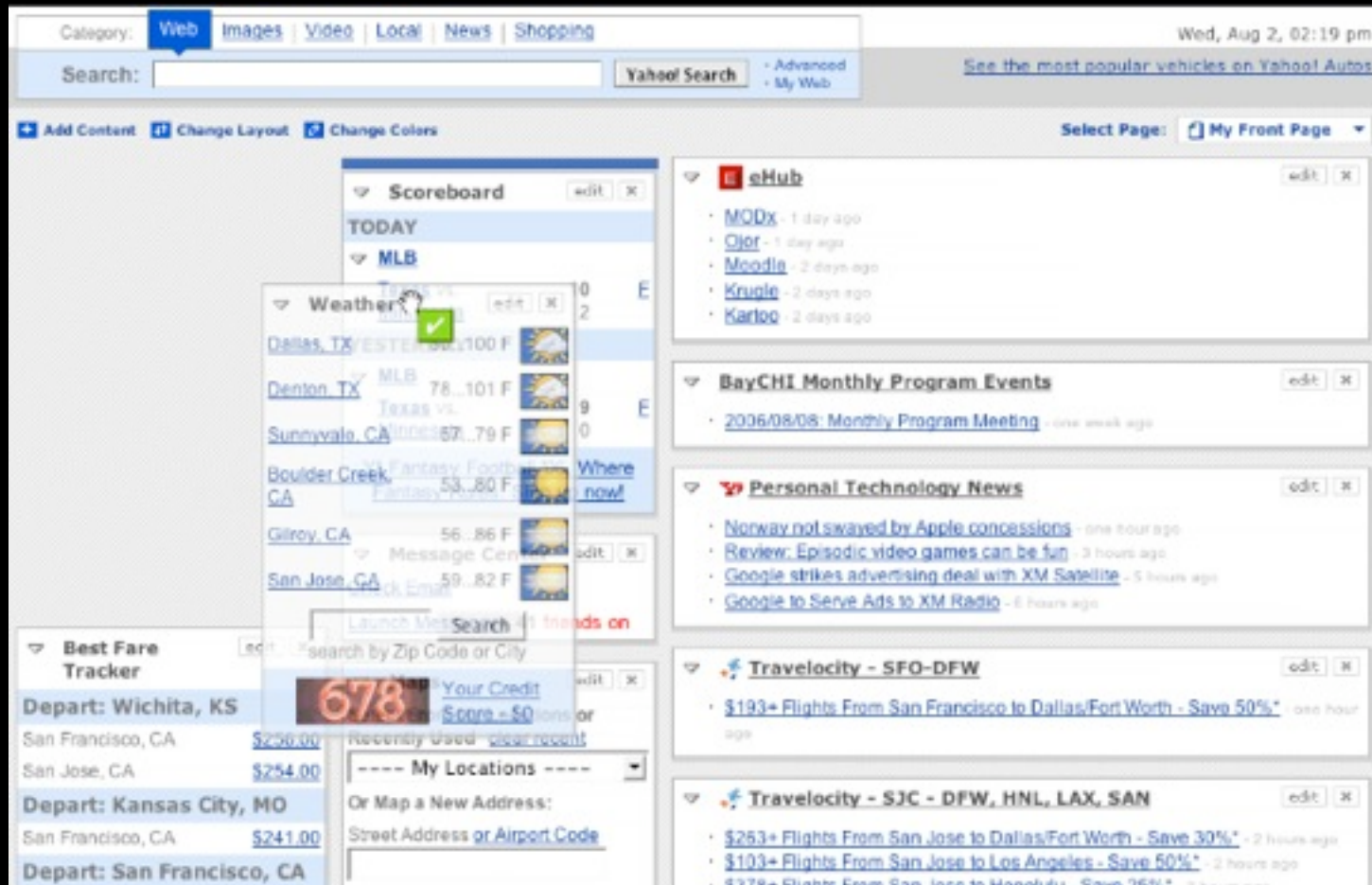
**Travelocity - SJC - DFW, HNL, LAX, SAN** | edit | x

- [\\$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
- [\\$378+ Flights From San Jose to Honolulu - Save 25%\\*](#) - 2 hours ago

drag and drop.

my yahoo

# Drag & Drop Moments



drag and drop.

my yahoo

# Drag & Drop Moments

The screenshot shows a Yahoo! My Front Page dashboard from August 2, 2006. The interface includes a top navigation bar with categories like Web, Images, Video, Local, News, and Shopping. A search bar is prominently displayed. Below the navigation bar, there are several widgets arranged in a grid. The 'Weather' widget lists cities like Dallas, TX and Sunnyvale, CA with their respective temperatures and weather icons. The 'eHub' widget shows a list of links and their update times. The 'Best Fare Tracker' widget displays flight prices for various routes. The 'Scoreboard' widget shows MLB game results for today and yesterday. Other widgets include 'BayCHI Monthly Program Events', 'Personal Technology News', and 'Travelocity' flight deals. Each widget has an 'edit' button and a close 'x' icon.

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

Wed, Aug 2, 02:19 pm

Search:  **Yahoo! Search** - Advanced | My Web

See the most popular vehicles on Yahoo! Autos

Add Content | Change Layout | Change Colors

Select Page: **My Front Page**

### Weather

Location	Temp	Weather
<a href="#">Dallas, TX</a>	80...100 F	
<a href="#">Denton, TX</a>	78...101 F	
<a href="#">Sunnyvale, CA</a>	57...79 F	
<a href="#">Boulder Creek, CA</a>	53...80 F	
<a href="#">Gilroy, CA</a>	56...86 F	
<a href="#">San Jose, CA</a>	59...82 F	

Search  search by Zip Code or City

**678** Your Credit Score - \$0

### eHub

- [MODx](#) - 1 day ago
- [Clot](#) - 1 day ago
- [Moodle](#) - 2 days ago
- [Kruptio](#) - 2 days ago
- [Karloq](#) - 2 days ago

### BayCHI Monthly Program Events

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

### Personal Technology News

- [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

### Best Fare Tracker

Depart: Wichita, KS

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

Depart: Kansas City, MO

Destination	Price
San Francisco, CA	\$241.00

Depart: San Francisco, CA

### Scoreboard

TODAY

Team	Score	Status
<a href="#">Texas</a> vs. <a href="#">Minnesota</a>	10 - 2	E

YESTERDAY

Team	Score	Status
<a href="#">Texas</a> vs. <a href="#">Minnesota</a>	9 - 0	E

### Travelocity - SFO-DFW

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

### Travelocity - SJC - DFW, HNL, LAX, SAN

- [\\$253+ 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
- [\\$378+ Flights From San Jose to Honolulu - Save 25%\\*](#) - 2 hours ago

drag and drop.

my yahoo



# Drag & Drop Moments

The screenshot displays a Yahoo! My Front Page dashboard from August 2, 2006. The interface includes a top navigation bar with categories like Web, Images, Video, Local, News, and Shopping. A search bar is prominently featured. The dashboard is organized into several columns of widgets, each with an 'edit' or 'x' icon for removal. The 'Best Fare Tracker' widget shows flight options from Wichita, KS to various destinations. The 'Weather' widget displays forecasts for several Texas cities. The 'eHub' widget lists recent updates from various sources. The 'BayCHI Monthly Program Events' widget shows an upcoming meeting. The 'Personal Technology News' widget features articles about Apple, video games, and XM Satellite. The 'Travelocity' widget provides flight deals from San Francisco and San Jose. The 'Scoreboard' widget shows MLB game results for Texas vs. Minnesota.

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

Wed, Aug 2, 02:19 pm

Search:  **Yahoo! Search** | Advanced | My Web

See the most popular vehicles on Yahoo! Autos

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

### Best Fare Tracker

Depart: Wichita, KS

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

Depart: Kansas City, MO

San Francisco, CA	\$241.00
Dallas, TX - DFW	\$347.00

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

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

[Add Content](#)

### 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	

Search by Zip Code or City

**678** Your Credit Score - \$0

### eHub

- MODx - 1 day ago
- Cior - 1 day ago
- Moodle - 2 days ago
- Kruke - 2 days ago
- Kartoo - 2 days ago

### BayCHI Monthly Program Events

- 2006/08/08: Monthly Program Meeting - one week ago

### Personal Technology News

- 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

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

### Travelocity - SJC - DFW, HNL, LAX, SAN

- \$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
- \$378+ Flights From San Jose to Honolulu - Save 25%\*

### Scoreboard

TODAY

MLB

Texas vs. Minnesota	10 - 2	E
---------------------	--------	---

YESTERDAY

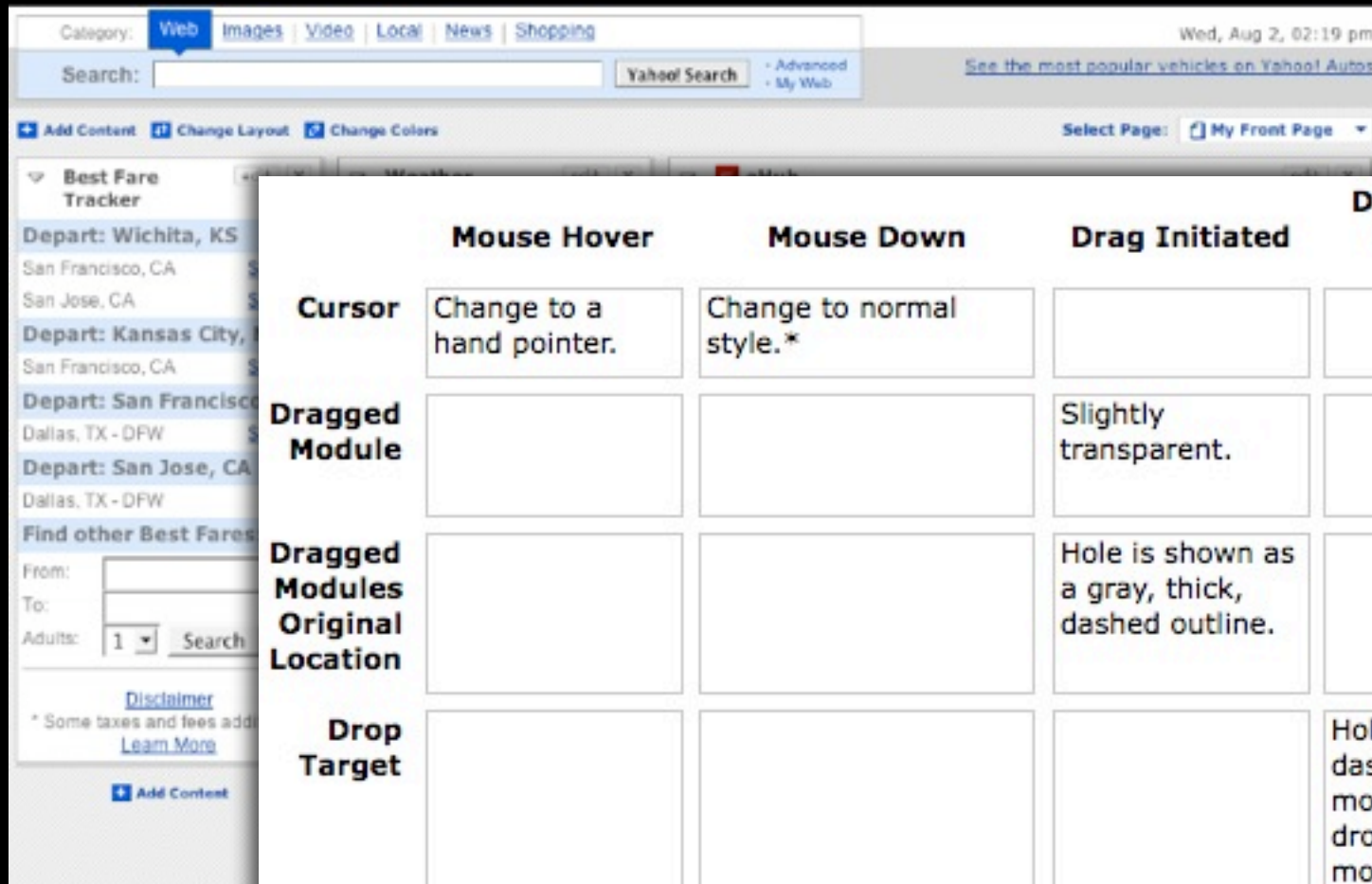
MLB

Texas vs. Minnesota	9 - 0	E
---------------------	-------	---

drag and drop.

my yahoo

# Drag & Drop Moments

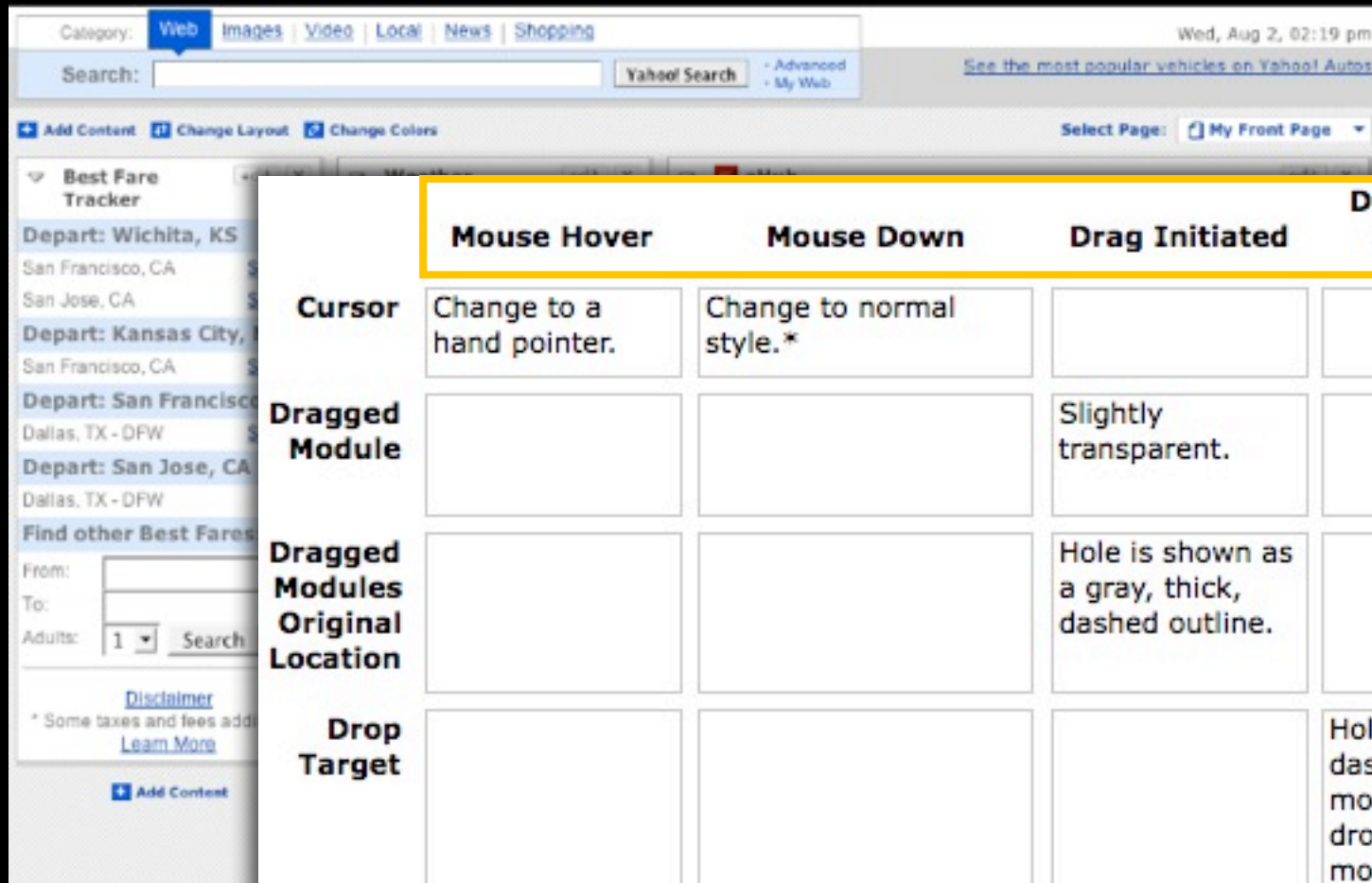


drag and drop  
my yahoo

	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
<b>Cursor</b>	Change to a hand pointer.	Change to normal style.*			
<b>Dragged Module</b>			Slightly transparent.		Dragged module removed.
<b>Dragged Modules Original Location</b>			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
<b>Drop Target</b>				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.
<b>Notes</b>	<p>* A better approach is to switch to a hand that looks like it grabbed the module.</p> <p>* Drag initiates instantly on mouse down.</p> <p>* Triggers when the mid-point of the dragged object enters a valid drop target.</p>				



# Drag & Drop Moments



Moments

	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
<b>Cursor</b>	Change to a hand pointer.	Change to normal style.*			
<b>Dragged Module</b>			Slightly transparent.		Dragged module removed.
<b>Dragged Modules Original Location</b>			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
<b>Drop Target</b>				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.
<b>Notes</b>	<p>* A better approach is to switch to a hand that looks like it grabbed the module.</p> <p>* Drag initiates instantly on mouse down.</p> <p>* Triggers when the mid-point of the dragged object enters a valid drop target.</p>				

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](#)

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**Best Fare Tracker**

Depart: Wichita, KS  
San Francisco, CA  
San Jose, CA  
Depart: Kansas City, MO  
San Francisco, CA  
Depart: San Francisco, CA  
Dallas, TX - DFW  
Depart: San Jose, CA  
Dallas, TX - DFW  
Find other Best Fares

From:   
To:   
Adults: 1

[Disclaimer](#)  
\* Some taxes and fees add  
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Moments

Actors

	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
<b>Cursor</b>	Change to a hand pointer.	Change to normal style.*			
<b>Dragged Module</b>			Slightly transparent.		Dragged module removed.
<b>Dragged Modules Original Location</b>			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
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drag and drop  
my yahoo

# Drag & Drop Moments

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**Best Fare Tracker**

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San Francisco, CA  
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Depart: Kansas City, MO  
San Francisco, CA  
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Dallas, TX - DFW  
Depart: San Jose, CA  
Dallas, TX - DFW

Find other Best Fares

From:   
To:   
Adults: 1

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drag and drop  
my yahoo

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







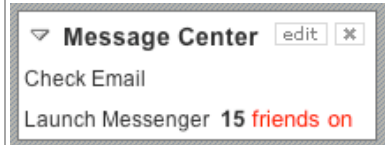
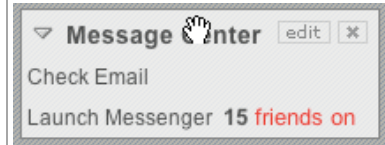
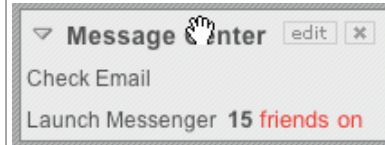
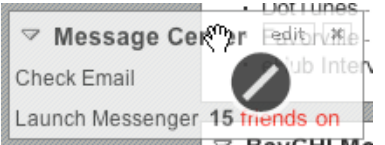

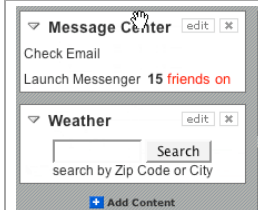
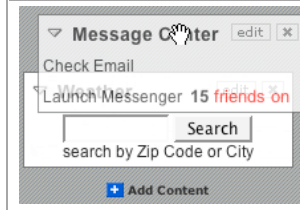
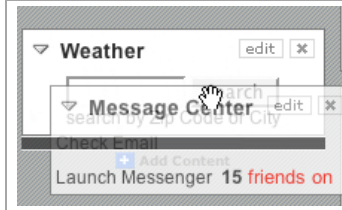
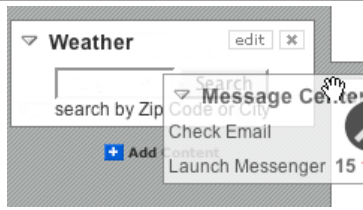

Interactions

Actors



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	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor
Drag Object						
	Full Opacity	Reduced Opacity	Reduced Opacity	Reduced Opacity & Invalid Badge	Reduced Opacity & Invalid Badge	
Drop Target						
	No insertion bar, just a gap	No insertion bar, just a gap	Insertion bar showing where it will drop	No insertion bar, just a gap	No insertion bar, just a gap	

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. Topographic and outdoor recreation stores also sell topographic maps. The model made by the USGS in 1250 about Mount St. Helens. [Click here](#) for a simplified topographic map of a major dome building episodes. Your model could be made by using a simplified topographic map of a major dome building episodes.

## Step 2. Creating a Pattern.



Print the page with the simplified topographic map highlighted. The highlighted lines will serve as a guide for creating a pattern. It can be square or rectangular.

**YAHOO! GOBBLER™**

**Scratchpad**

[Click here](#)  
<http://volcano.und.nodak.edu/vwdocs>

[Add Website](#)

**Projects(7)**

“r sites you will need to install a simple Gobbler Browser Button. Browse...”

[Landforms: Volcano...](#)

[Add Website](#)

**Google**

[1.2345678901234567...](#)

[Add Website](#)

“Lions 3D: Roar of the KalahariBrings audiences face-to-face with all of ...”

[Create a new Project](#)

# Drag & Drop Moments

## Step 1. Selecting a Volcano

Topographic maps are available for... and outdoor recreation stores also... 1250 about Mount St. Helens. Click... major dome building episodes. You

## Step 2. Creating a Pattern.



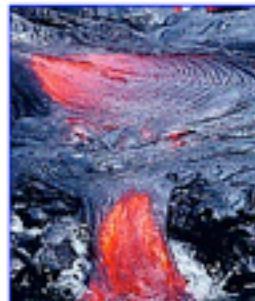
Print the page with the simplified highlighted. The highlighted line... inches on a side. It can be square

## 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.



**YAHOO! GOBBLER™**

Projects (8)

Geography: Land...

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


[gobble this web page](#)

Birds' Nests

“As waves splash over the advancing...”

[gobble this web page](#)

Scratchpad

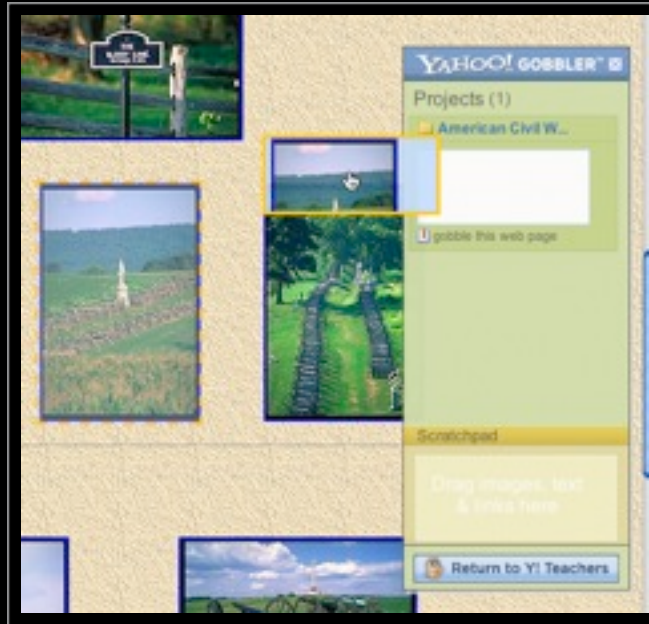
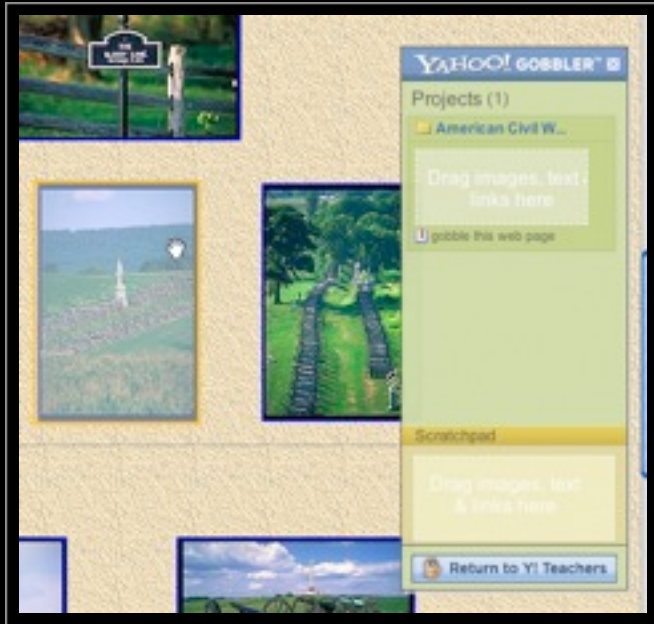


[gobble this web page](#)

[Return to Y! Teachers](#)



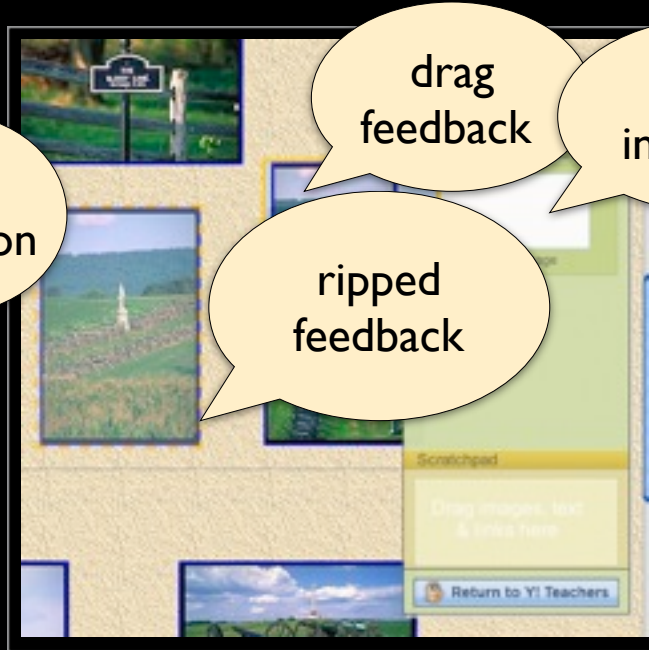
# Drag & Drop Moments



# Drag & Drop Moments



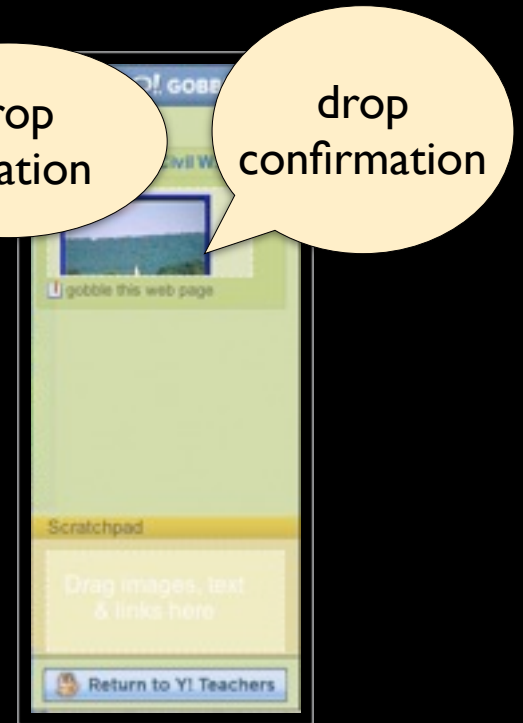
drag invitation



drag feedback

ripped feedback

drop invitation



drop confirmation

# Drag & Drop Moments



# Home Locator

## SEARCH AREA

North America

## FILTER

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

Bedrooms: 1 - 10

Bathrooms: 1 - 10

Property Features: All

Advanced Search: Yes No

Map: Yes No

Advanced Search: Yes No

Price	Sq. Ft.	Bedrooms	Bathrooms	Stories
\$400,000	1,000	3	2	1
\$350,000	900	3	2	1
\$300,000	800	3	2	1
\$250,000	700	3	2	1
\$200,000	600	3	2	1
\$150,000	500	3	2	1
\$100,000	400	3	2	1
\$50,000	300	3	2	1
\$0	200	3	2	1
\$1,000,000	2,000	5	4	2
\$900,000	1,900	5	4	2
\$800,000	1,800	5	4	2
\$700,000	1,700	5	4	2
\$600,000	1,600	5	4	2
\$500,000	1,500	5	4	2
\$400,000	1,400	5	4	2
\$300,000	1,300	5	4	2
\$200,000	1,200	5	4	2
\$100,000	1,100	5	4	2
\$0	1,000	5	4	2

Property Information

Address

**VIEW MORE PROPERTIES**

The Home Locator is powered by your location.

# Home Locator

## SEARCH AREA

North America

## FILTER

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

Bedrooms: 1 - 10

Bathrooms: 1 - 10

Property Features: All

Advanced Search: Yes No

Map: Yes No

Search: Yes No

## Results

Price	Sq. Ft.	Bedrooms	Bathrooms	Photos
\$450,000	1,500	3	2	
\$550,000	1,700	3	2	
\$650,000	1,800	3	2	
\$750,000	1,900	3	2	
\$850,000	2,000	3	2	
\$950,000	2,100	3	2	
\$1,050,000	2,200	3	2	
\$1,150,000	2,300	3	2	
\$1,250,000	2,400	3	2	
\$1,350,000	2,500	3	2	
\$1,450,000	2,600	3	2	
\$1,550,000	2,700	3	2	
\$1,650,000	2,800	3	2	
\$1,750,000	2,900	3	2	
\$1,850,000	3,000	3	2	
\$1,950,000	3,100	3	2	
\$2,050,000	3,200	3	2	
\$2,150,000	3,300	3	2	
\$2,250,000	3,400	3	2	
\$2,350,000	3,500	3	2	
\$2,450,000	3,600	3	2	
\$2,550,000	3,700	3	2	
\$2,650,000	3,800	3	2	
\$2,750,000	3,900	3	2	
\$2,850,000	4,000	3	2	
\$2,950,000	4,100	3	2	
\$3,050,000	4,200	3	2	
\$3,150,000	4,300	3	2	
\$3,250,000	4,400	3	2	
\$3,350,000	4,500	3	2	
\$3,450,000	4,600	3	2	
\$3,550,000	4,700	3	2	
\$3,650,000	4,800	3	2	
\$3,750,000	4,900	3	2	
\$3,850,000	5,000	3	2	
\$3,950,000	5,100	3	2	
\$4,050,000	5,200	3	2	
\$4,150,000	5,300	3	2	
\$4,250,000	5,400	3	2	
\$4,350,000	5,500	3	2	
\$4,450,000	5,600	3	2	
\$4,550,000	5,700	3	2	
\$4,650,000	5,800	3	2	
\$4,750,000	5,900	3	2	
\$4,850,000	6,000	3	2	
\$4,950,000	6,100	3	2	
\$5,050,000	6,200	3	2	
\$5,150,000	6,300	3	2	
\$5,250,000	6,400	3	2	
\$5,350,000	6,500	3	2	
\$5,450,000	6,600	3	2	
\$5,550,000	6,700	3	2	
\$5,650,000	6,800	3	2	
\$5,750,000	6,900	3	2	
\$5,850,000	7,000	3	2	
\$5,950,000	7,100	3	2	
\$6,050,000	7,200	3	2	
\$6,150,000	7,300	3	2	
\$6,250,000	7,400	3	2	
\$6,350,000	7,500	3	2	
\$6,450,000	7,600	3	2	
\$6,550,000	7,700	3	2	
\$6,650,000	7,800	3	2	
\$6,750,000	7,900	3	2	
\$6,850,000	8,000	3	2	
\$6,950,000	8,100	3	2	
\$7,050,000	8,200	3	2	
\$7,150,000	8,300	3	2	
\$7,250,000	8,400	3	2	
\$7,350,000	8,500	3	2	
\$7,450,000	8,600	3	2	
\$7,550,000	8,700	3	2	
\$7,650,000	8,800	3	2	
\$7,750,000	8,900	3	2	
\$7,850,000	9,000	3	2	
\$7,950,000	9,100	3	2	
\$8,050,000	9,200	3	2	
\$8,150,000	9,300	3	2	
\$8,250,000	9,400	3	2	
\$8,350,000	9,500	3	2	
\$8,450,000	9,600	3	2	
\$8,550,000	9,700	3	2	
\$8,650,000	9,800	3	2	
\$8,750,000	9,900	3	2	
\$8,850,000	10,000	3	2	
\$8,950,000	10,100	3	2	
\$9,050,000	10,200	3	2	
\$9,150,000	10,300	3	2	
\$9,250,000	10,400	3	2	
\$9,350,000	10,500	3	2	
\$9,450,000	10,600	3	2	
\$9,550,000	10,700	3	2	
\$9,650,000	10,800	3	2	
\$9,750,000	10,900	3	2	
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\$10,050,000	11,200	3	2	
\$10,150,000	11,300	3	2	
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\$10,450,000	11,600	3	2	
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\$12,550,000	13,700	3	2	
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\$12,750,000	13,900	3	2	
\$12,850,000	14,000	3	2	
\$12,950,000	14,100	3	2	
\$13,050,000	14,200	3	2	
\$13,150,000	14,300	3	2	
\$13,250,000	14,400	3	2	
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\$13,550,000	14,700	3	2	
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\$14,550,000	15,700	3	2	
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\$14,850,000	16,000	3	2	
\$14,950,000	16,100	3	2	
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\$15,750,000	16,900	3	2	
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\$15,950,000	17,100	3	2	
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\$16,250,000	17,400	3	2	
\$16,350,000	17,500	3	2	
\$16,450,000	17,600	3	2	
\$16,550,000	17,700	3	2	
\$16,650,000	17,800	3	2	
\$16,750,000	17,900	3	2	
\$16,850,000	18,000	3	2	
\$16,950,000	18,100	3	2	
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\$17,950,000	19,100	3	2	
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\$18,850,000	20,000	3	2	
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\$19,650,000	20,800	3	2	
\$19,750,000	20,900	3	2	
\$19,850,000	21,000	3	2	
\$19,950,000	21,100	3	2	
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\$20,950,000	22,100	3	2	
\$21,050,000	22,200	3	2	
\$21,150,000	22,300	3	2	
\$21,250,000	22,400	3	2	
\$21,350,000	22,500	3	2	
\$21,450,000	22,600	3	2	
\$21,550,000	22,700	3	2	
\$21,650,000	22,800	3	2	
\$21,750,000	22,900	3	2	
\$21,850,000	23,000	3	2	
\$21,950,000	23,100	3	2	
\$22,050,000	23,200	3	2	
\$22,150,000	23,300	3	2	
\$22,250,000	23,400	3	2	
\$22,350,000	23,500	3	2	
\$22,450,000	23,600	3	2	
\$22,550,000	23,700	3	2	
\$22,650,000	23,800	3	2	
\$22,750,000	23,900	3	2	
\$22,850,000	24,000	3	2	
\$22,950,000	24,100	3	2	
\$23,050,000	24,200	3	2	
\$23,150,000	24,300	3	2	

Home Locator

**SEARCH AREA**

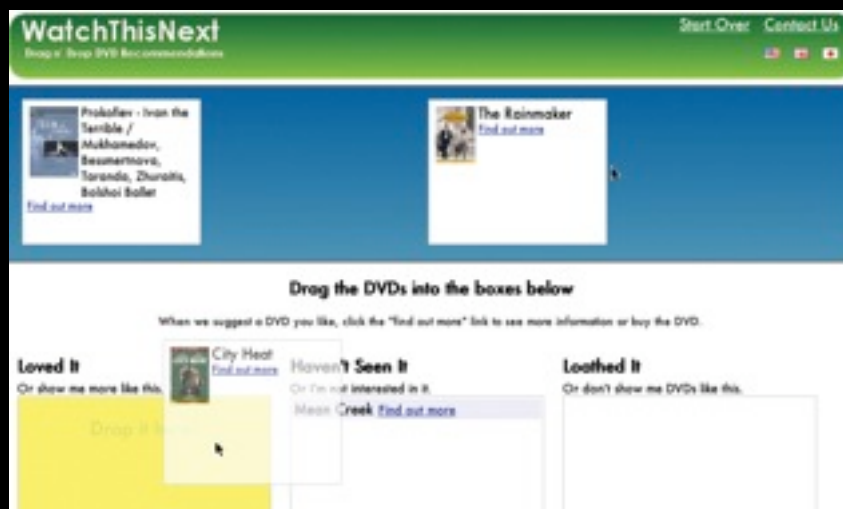
**FILTERS**  
 Price Range: \$0 - \$1,000,000  
 Bedrooms: 1 - 5  
 Bathrooms: 1 - 5  
 Sq Ft: 100 - 10,000  
 Year Built: 1900 - 2020  
 Property Type: All

Price	Sq. Ft.	Bedrooms	Bathrooms	Year Built
\$400,000	1,500	3	2	2010
\$350,000	1,200	2	2	2008
\$300,000	1,000	2	2	2005
\$250,000	900	2	2	2003
\$200,000	800	2	2	2001
\$150,000	700	2	2	1998
\$100,000	600	2	2	1995
\$50,000	500	2	2	1990

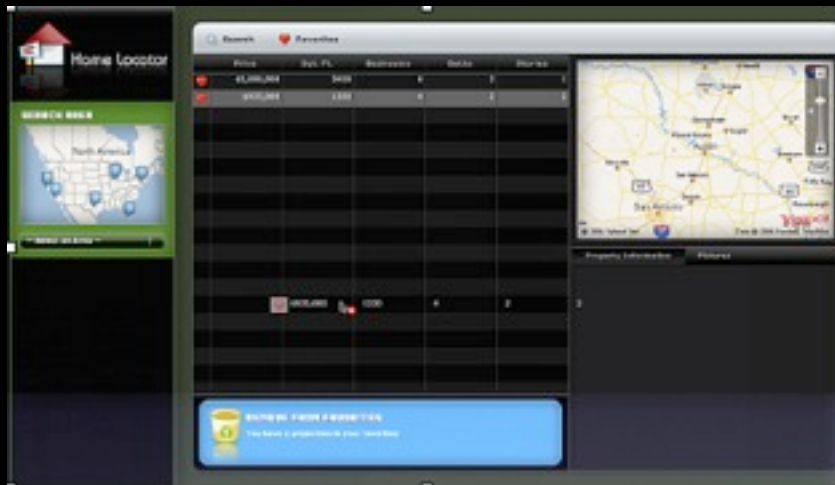
**VIEW MORE PROPERTIES**  
 The best properties for you.



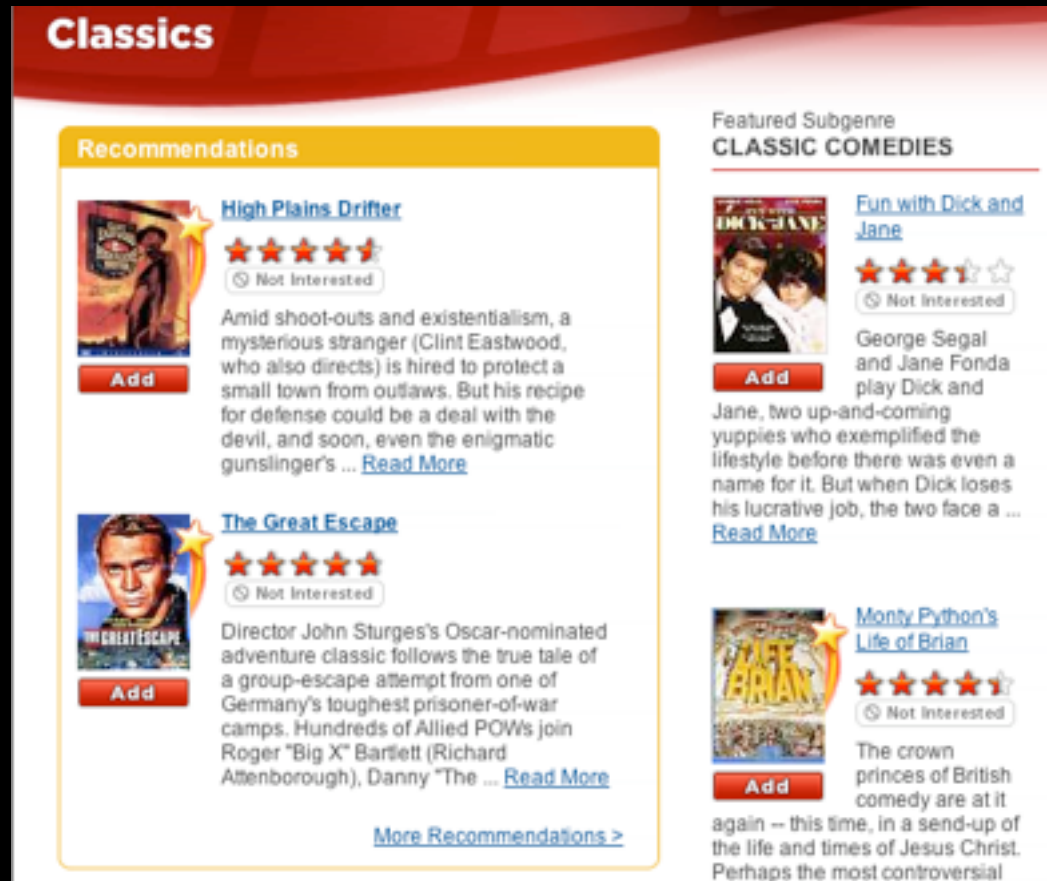
[illegible]



anti-pattern. artificial construct.



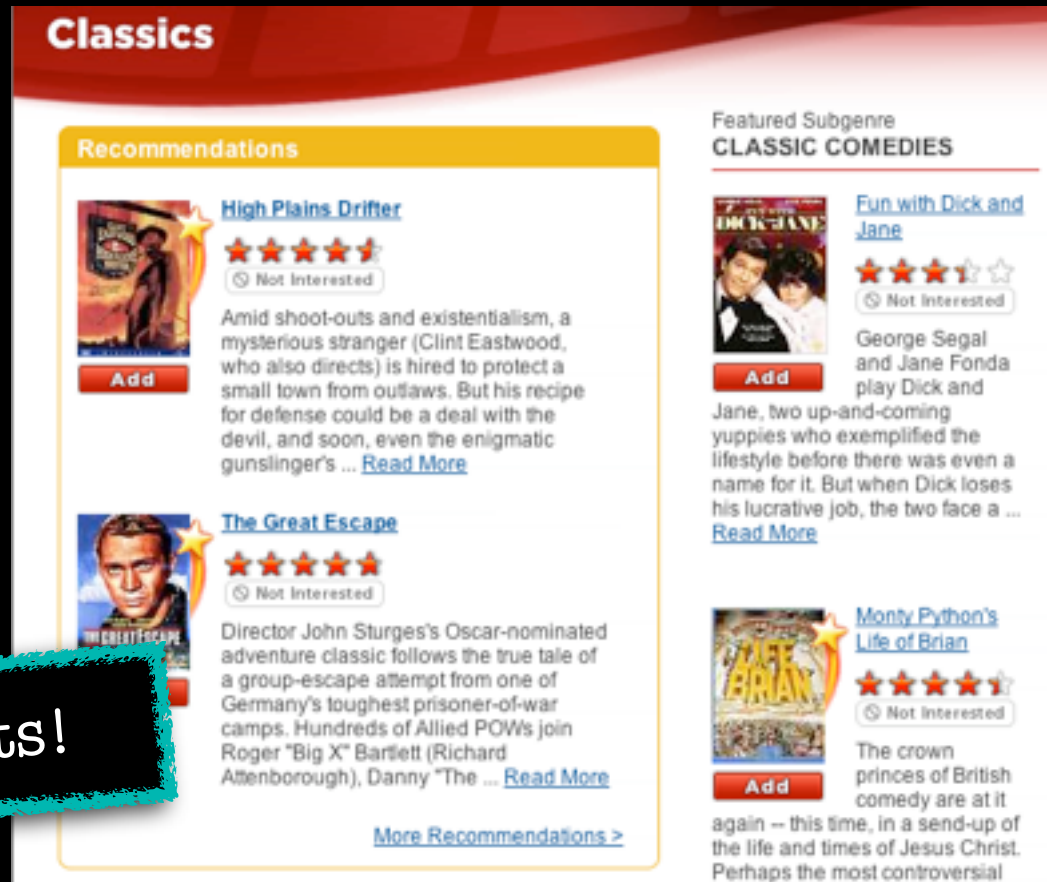
anti-pattern. artificial construct.



rate an object. netflix.com



anti-pattern. artificial construct.



rate an object. netflix.com



Require a  
light footprint.



digg™

digg





# In Page Actions (always visible)

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

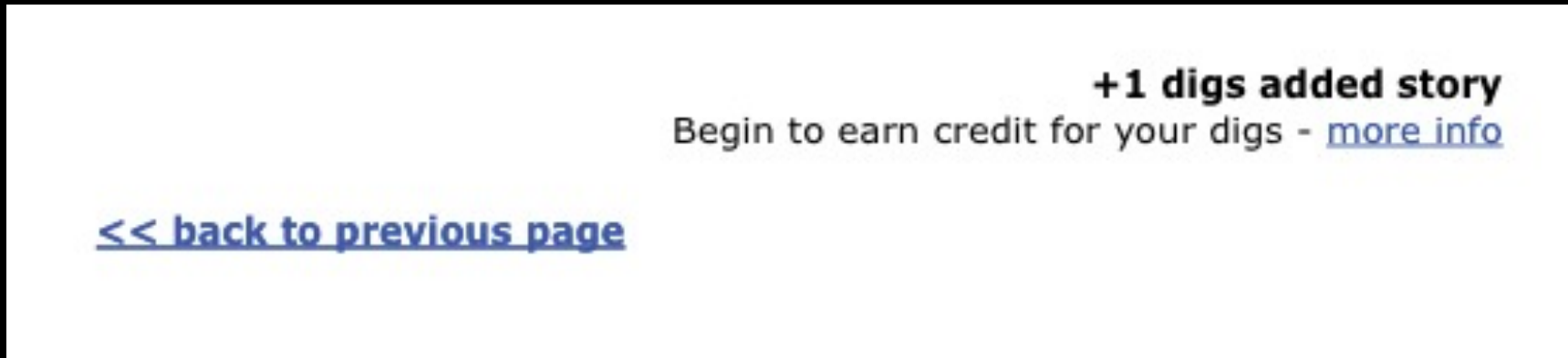
## **[IBM, AMD, Sony boost chip speeds by 24%](#)**

"IBM and AMD have found a way to improve transistor performance by up to 24% without increasing the power draw - using a tweaked implementation of Big Blue's 'strained silicon' process."

[ [dig this story](#) | [comment](#) | by: anonymous ]

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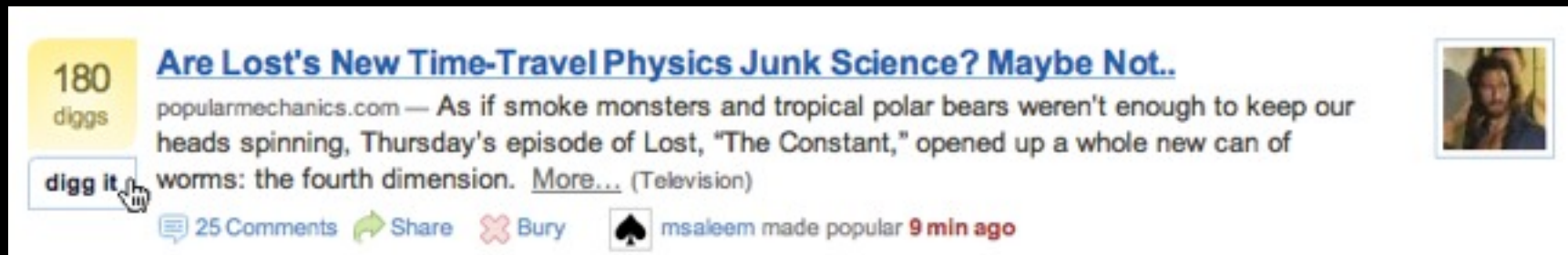


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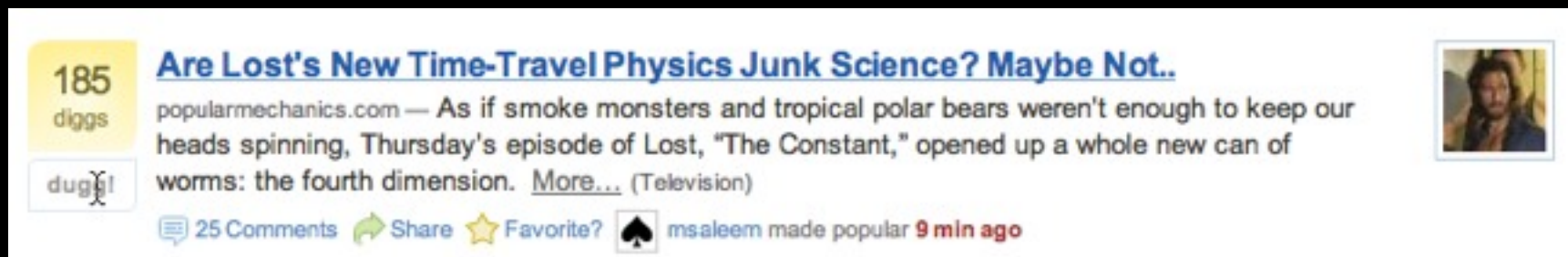


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# In Page Actions (always visible)

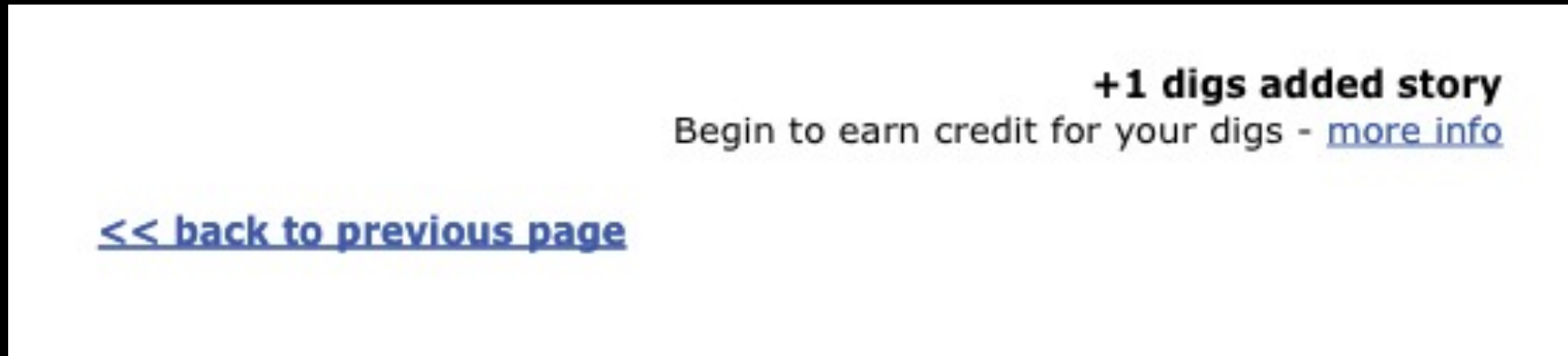


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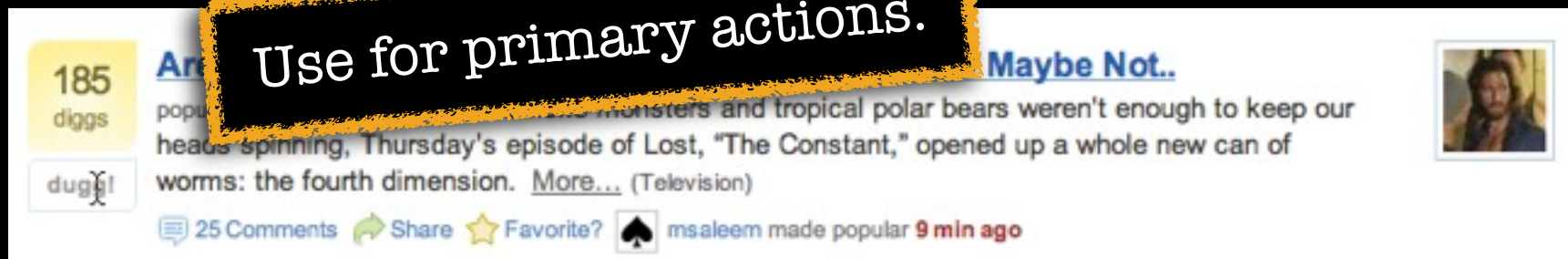


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# In Page Actions (always visible)



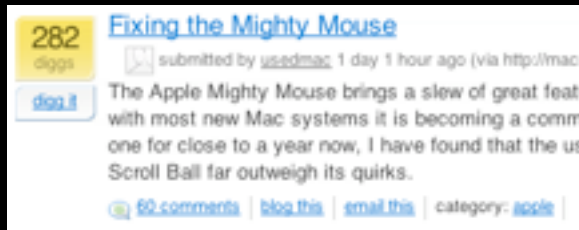
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# In Page Actions (always visible)

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# In Page Actions (always visible)

in-page action. [digg.com](#)

282  
digg

[Fixing the Mighty Mouse](#)

 submitted by [usedmac](#) 1 day 1 hour ago (via [http://mac](#))

[digg it](#)


The Apple Mighty Mouse brings a slew of great feat with most new Mac systems it is becoming a comm one for close to a year now, I have found that the us Scroll Ball far outweigh its quirks.

[62 comments](#) | [blog this](#) | [email this](#) | category: [apple](#)


rating an object. [y!news](#), [netflix](#)

RECOMMEND THIS STORY

Recommend It: 



 Average (63 votes) 



Classics

Recommendations



**High Plains Drifter**  
  
[Add](#)

Amid shoot-outs and existentialism, a mysterious stranger (Clint Eastwood, who also directs) is hired to protect a small town from outlaws. But his recipe for defense could be a deal with the devil, and soon, even the enigmatic gunslinger's ... [Read More](#)



**The Great Escape**  
  
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Director John Sturges's Oscar-nominated adventure classic follows the true tale of a group-escape attempt from one of Germany's toughest prisoner-of-war camps. Hundreds of Allied POWs join Roger "Big X" Bartlett (Richard Attenborough), Danny "The ... [Read More](#)

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Featured Subgenre  
CLASSIC COMEDIES



**Fun with Dick and Jane**  
  
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George Segal and Jane Fonda play Dick and Jane, two up-and-coming yuppies who exemplified the lifestyle before there was even a name for it. But when Dick loses his lucrative job, the two face a ... [Read More](#)



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

The crown princes of British comedy are at it again -- this time, in a send-up of the life and times of Jesus Christ. Perhaps the most controversial

# In Page Actions (always visible)

in-page action. digg.com

**282**  
digs

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**Fixing the Mighty Mouse**  
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rating an object. y!news, netflix

**RECOMMEND THIS STORY**

Recommend It:  Average (63 votes) 

## Classics

---

### Recommendations



**High Plains Drifter**

★★★★★  
[Not Interested](#)

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**The Great Escape**

★★★★★  
[Not Interested](#)

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[More Recommendations >](#)

### Featured Subjects

#### CLASSIC COMEDIES



**Fun with Dick and Jane**

★★★★☆  
[Not Interested](#)

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



**Monty Python's Life of Brian**

★★★★☆  
[Not Interested](#)

The crown princes of British comedy are at it again—this time, in a send-up of the life and times of Jesus Christ. Perhaps the most controversial

**The Critics:**

**B-**

[14 reviews](#)

**My Grade:**

**Rate this Movie!**

Select grade to the right

[write a review](#)

**A**



**B**

**C**

**D**

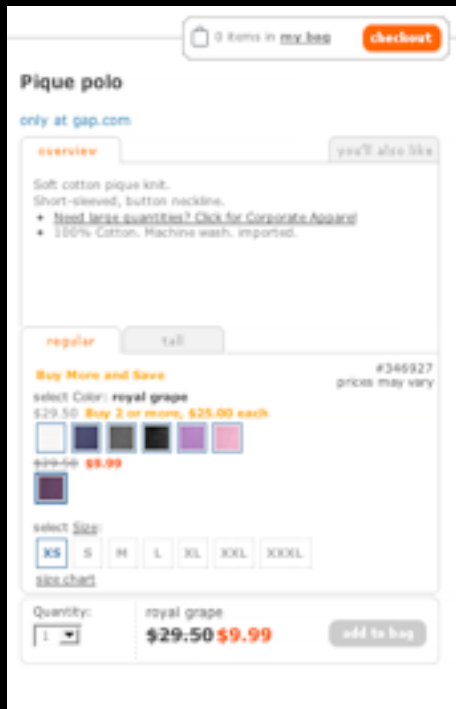
**F**

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

Total rating: -16 32  48 

rating an object. y!movies, y!answers

in-page action. [digg.com](http://digg.com)



remembered collections. [gap.com](http://gap.com)

rating an object. y!news, netflix



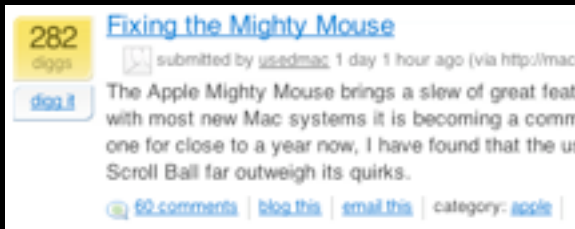
Answer hidden due to its low rating [Show](#)

Total rating: -16 32  48 

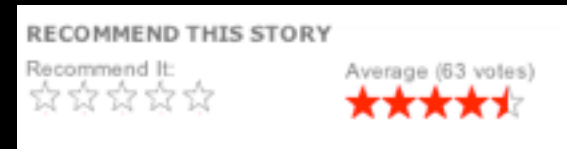
rating an object. y!movies, y!answers

# In Page Actions (always visible)

in-page action. digg.com



rating an object. y!news, netflix

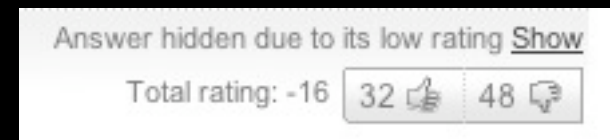


Use to reduce the “click weight.”

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



remembered collections. gap.com



# Contextual Tools (inline on hover)



**[lantzilla](#)** pro says:  
...with biscuits and gravy and all the fixins...  
Posted 16 hours ago. ( [permalink](#) )

Add your comment

(Some HTML is OK.)

contextual tool menu. [flickr.com](#)

# Contextual Tools (inline on hover)



contextual tool menu. flickr.com



contextual tool actions. backpackit



# Contextual Tools (inline on hover)



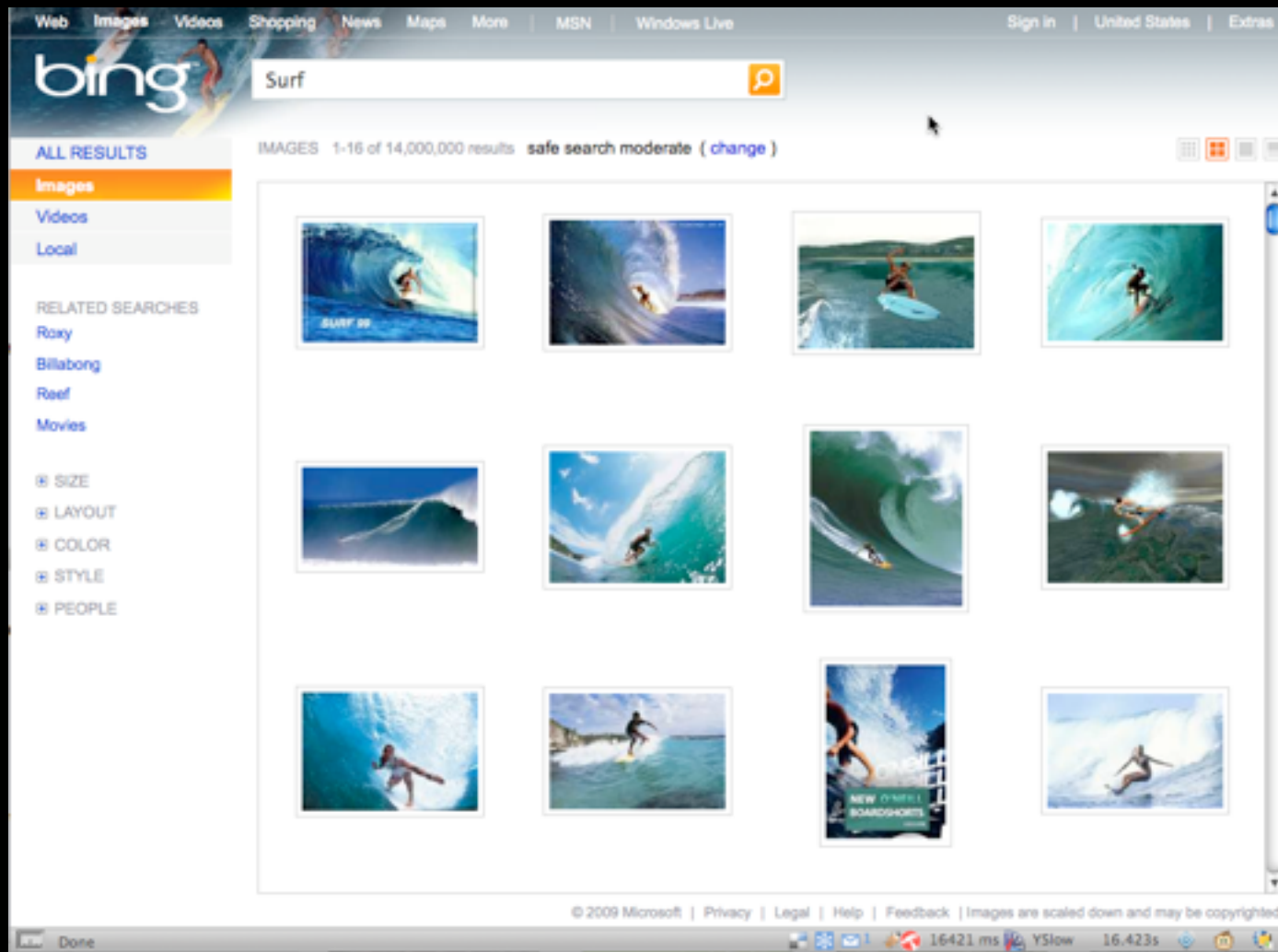
Use for secondary actions  
or to preserve readability.

contextual tool menu. flickr.com



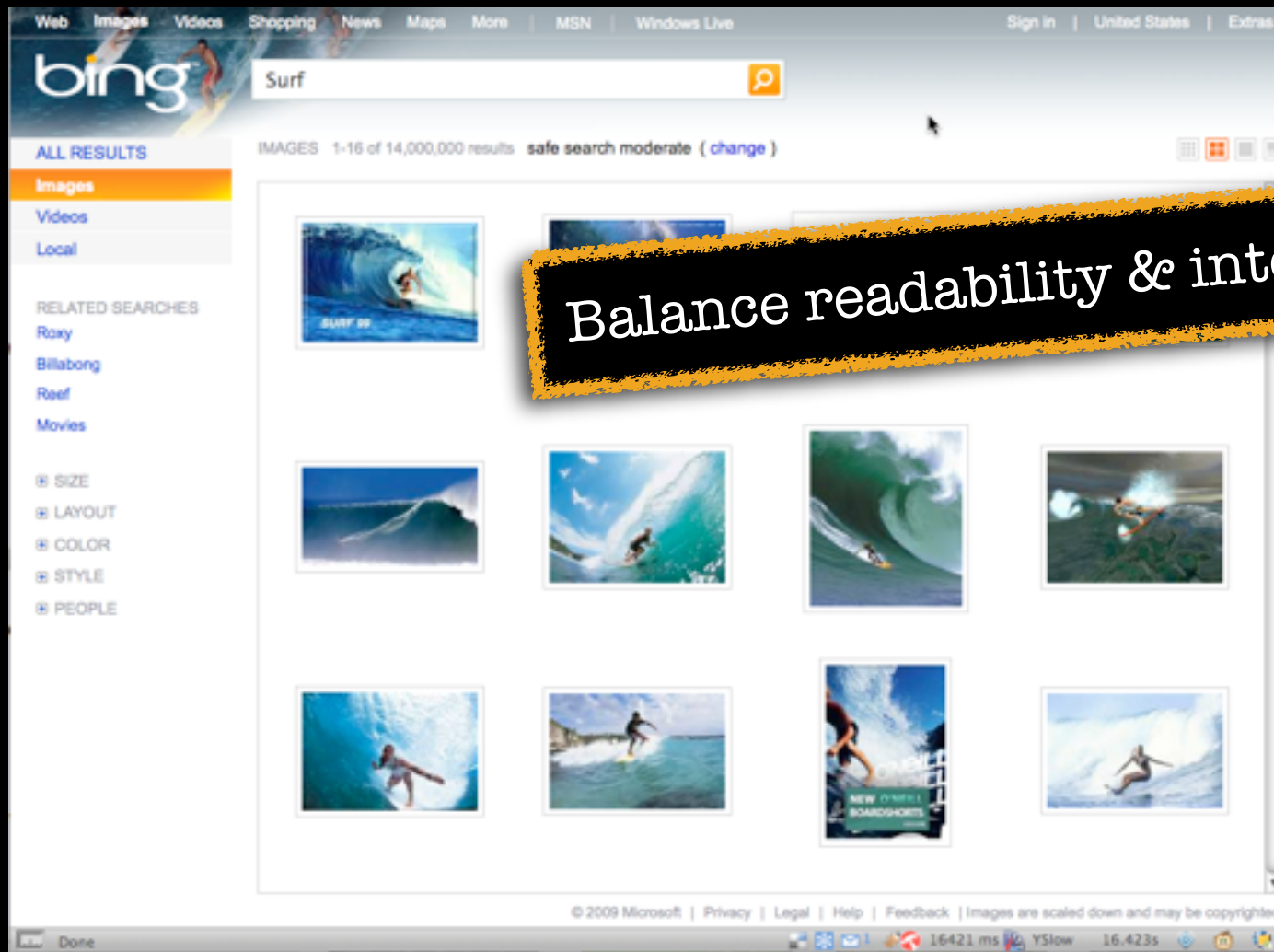
contextual tool actions. backpackit

# Contextual Tools (overlay on hover)



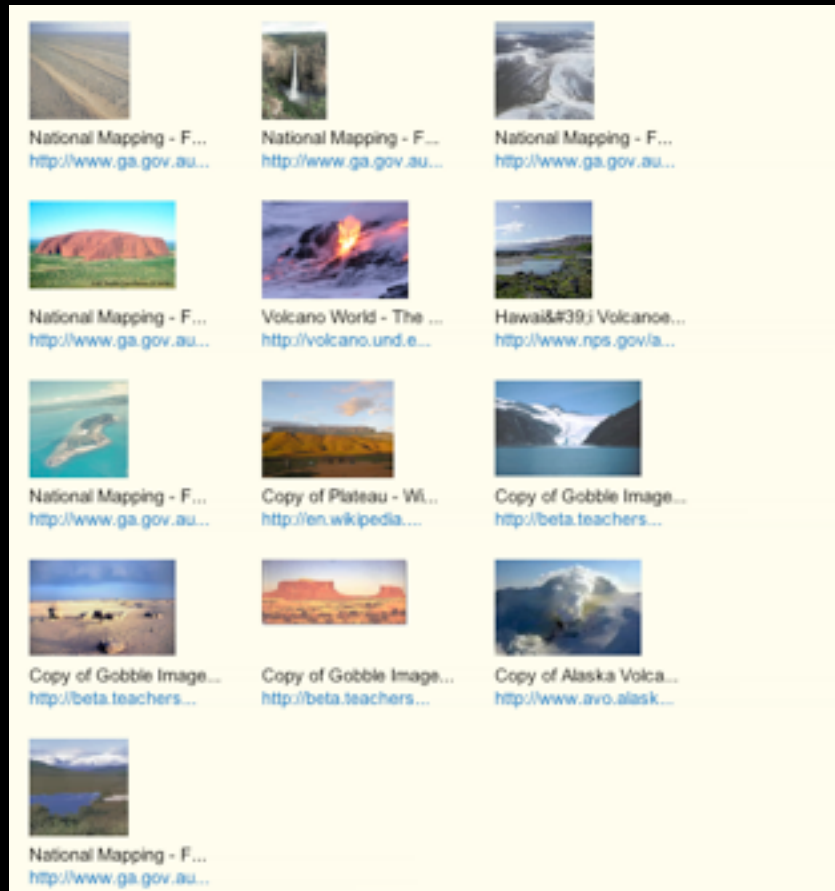
contextual tool overlay. [bing.com](http://bing.com)

# Contextual Tools (overlay on hover)



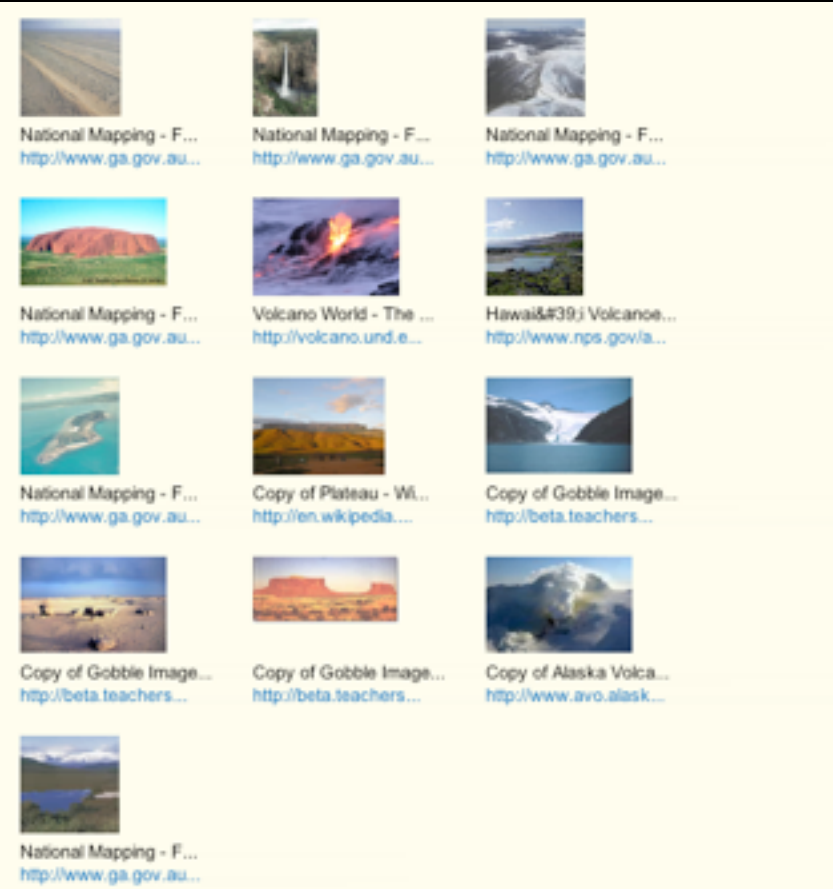
contextual tool overlay. [bing.com](http://bing.com)

# Anti-Pattern: Hover & Cover



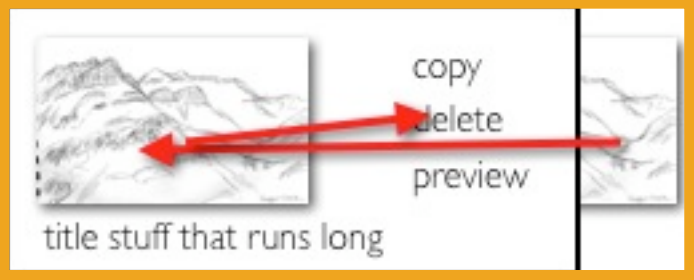
anti-pattern. hover & cover. yahoo! teachers

# Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

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





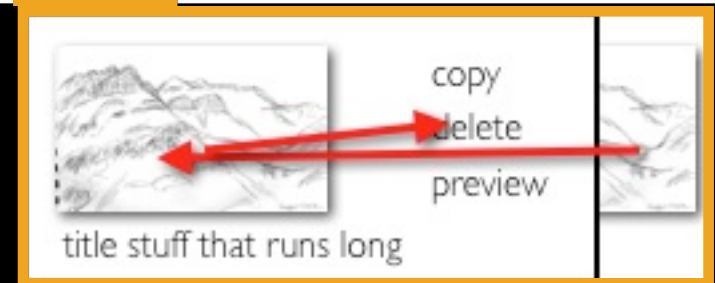
# Anti-Pattern: Hover & Cover



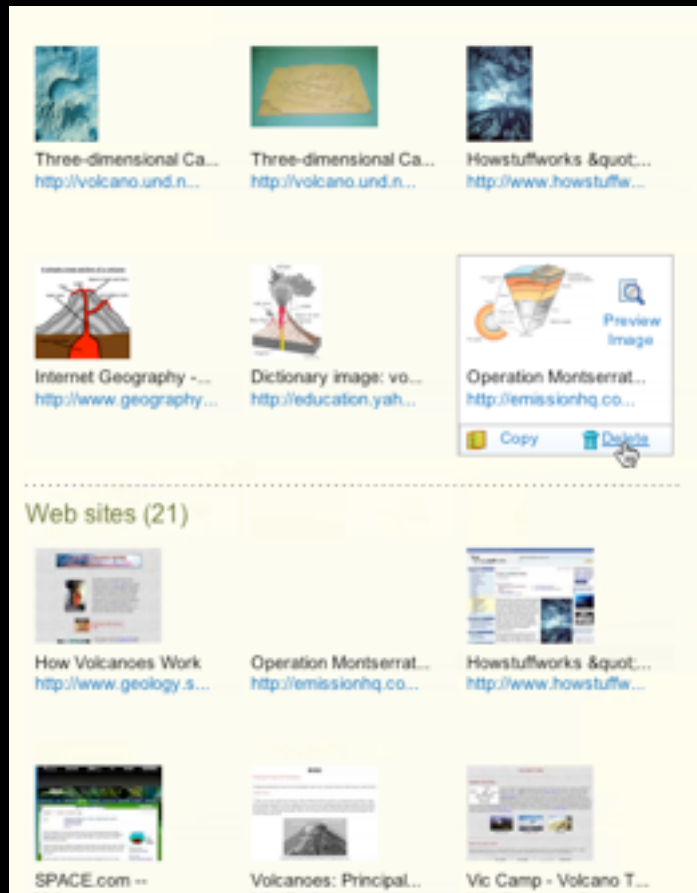
Don't obscure context or navigation.

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

anti-pattern. hover & cover. yahoo! teachers

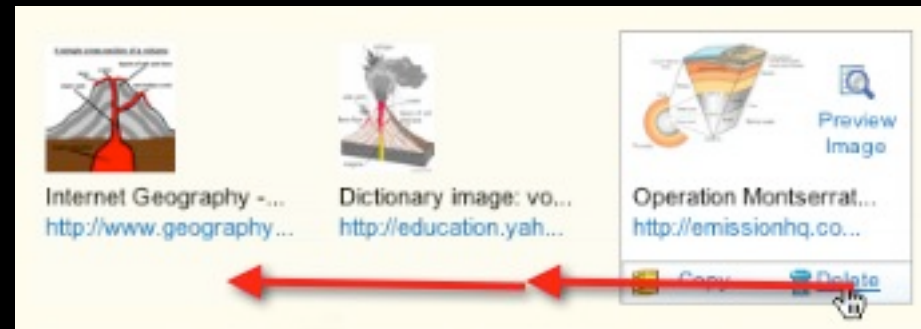
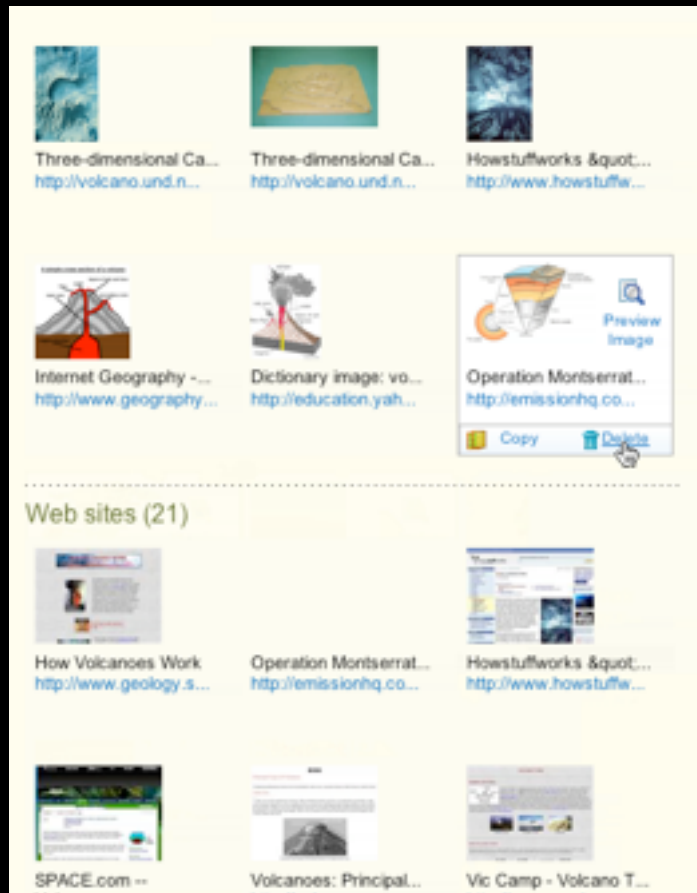


# Hover & Cover Refactored



hover & cover resolved. y! teachers

# Hover & Cover Refactored



hover & cover resolved. y! teachers



Maintain flow.

# Exploratorium Exhibit





Spot the differences

# Spot the differences



Now try again...



Now try again...





# Now try again...

Keep the moments within the page.







BROWSE PRODUCTS



VIEW CART

(0 items)

### ALL PRODUCTS

[SOFT WHITE CHEESE](#)[SHEEPS MILK CHEESE](#)[PRESSED CHEESE](#)[FRESH CHEESE](#)[COWS FETA](#)[BLUE CHEESE](#)[GIFT PACKS](#)[MERCHANDISE](#)[GOATS MILK CHEESE](#)

### 6 CHEESE GIFTBOX



### 2 CHEESE SELECTION



### 4 CHEESE PLATTER



### AGED AIREDALE



### BRIE



### CHEESE TIN



### CREAMY HAVARTI



### DANSEYS PASS



### DUNTRON

### FARMHOUSE

### FUCHSIA CREEK FETA

### HALLOUMI



BROWSE PRODUCTS



VIEW CART

(0 items)

Keep the moments within the page.

ALL

SOFT

SHEEPS MILK CHEESE

PRESSED CHEESE

FRESH CHEESE

COWS FETA

BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE



AGED AIREDALE



BRIE



CHEESE TIN



CREAMY HAVARTI



DANSEYS PASS



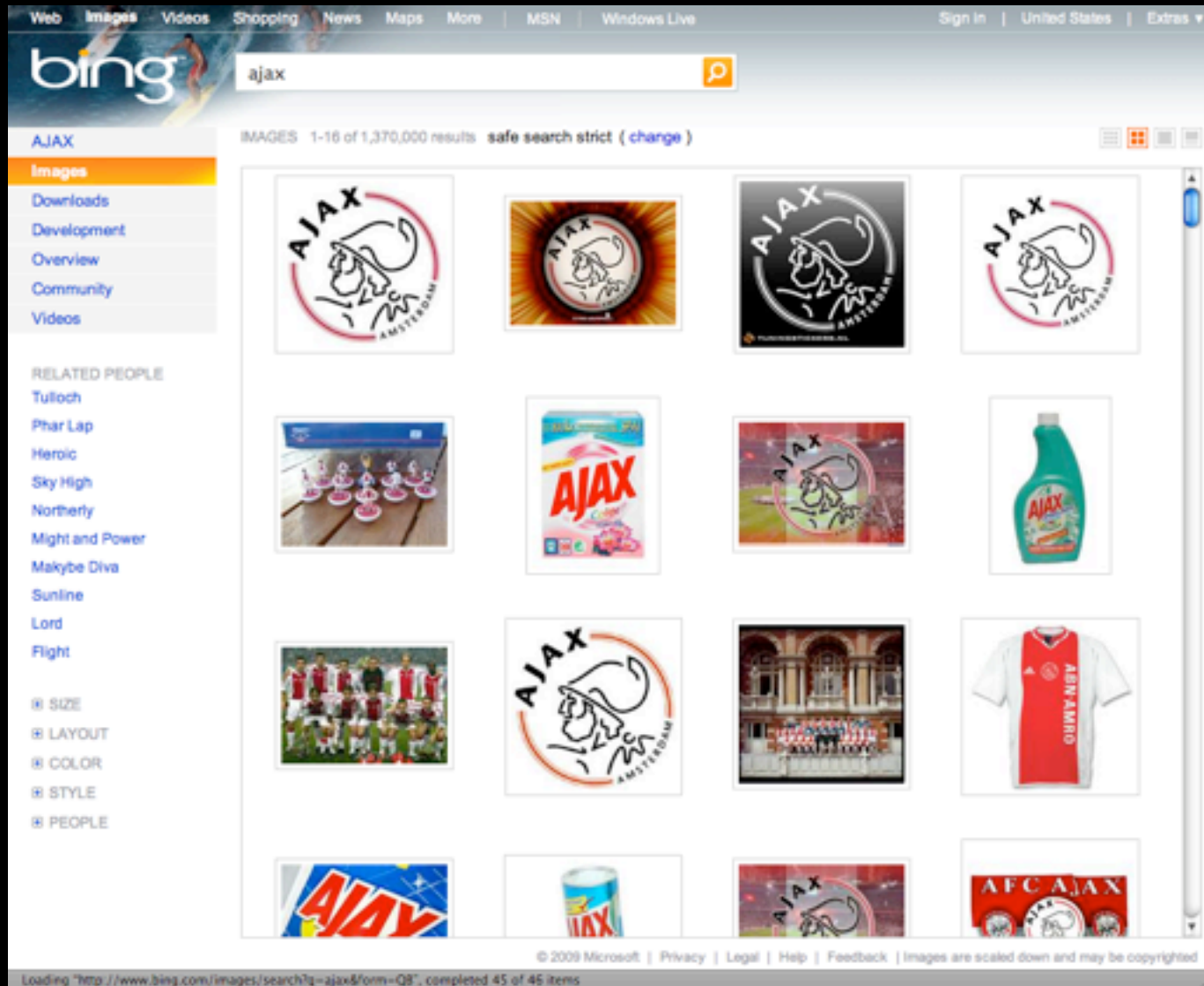
DUNTROON

FARMHOUSE

FUCHSIA CREEK FETA

HALLOUMI

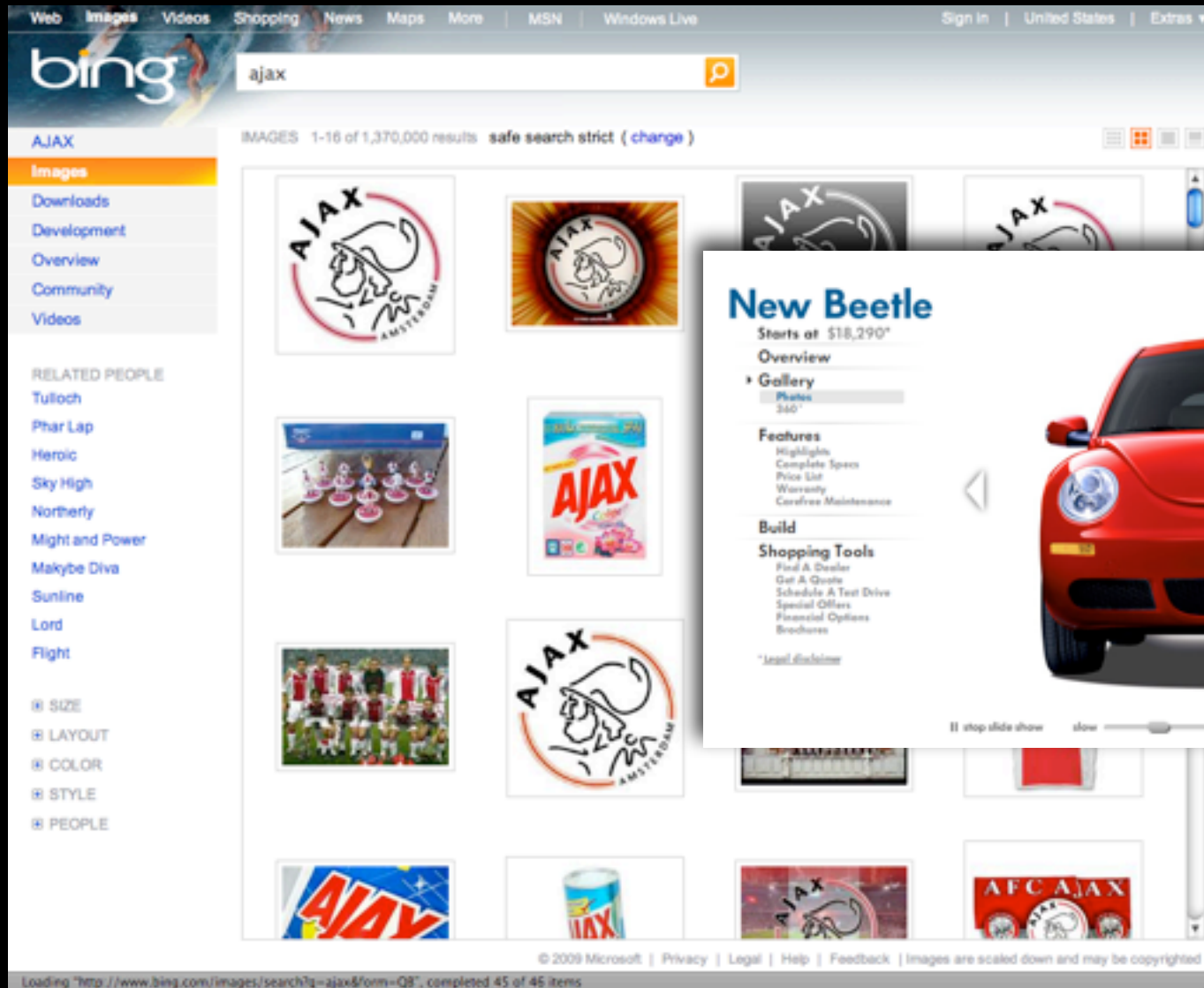
# Virtual Space



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



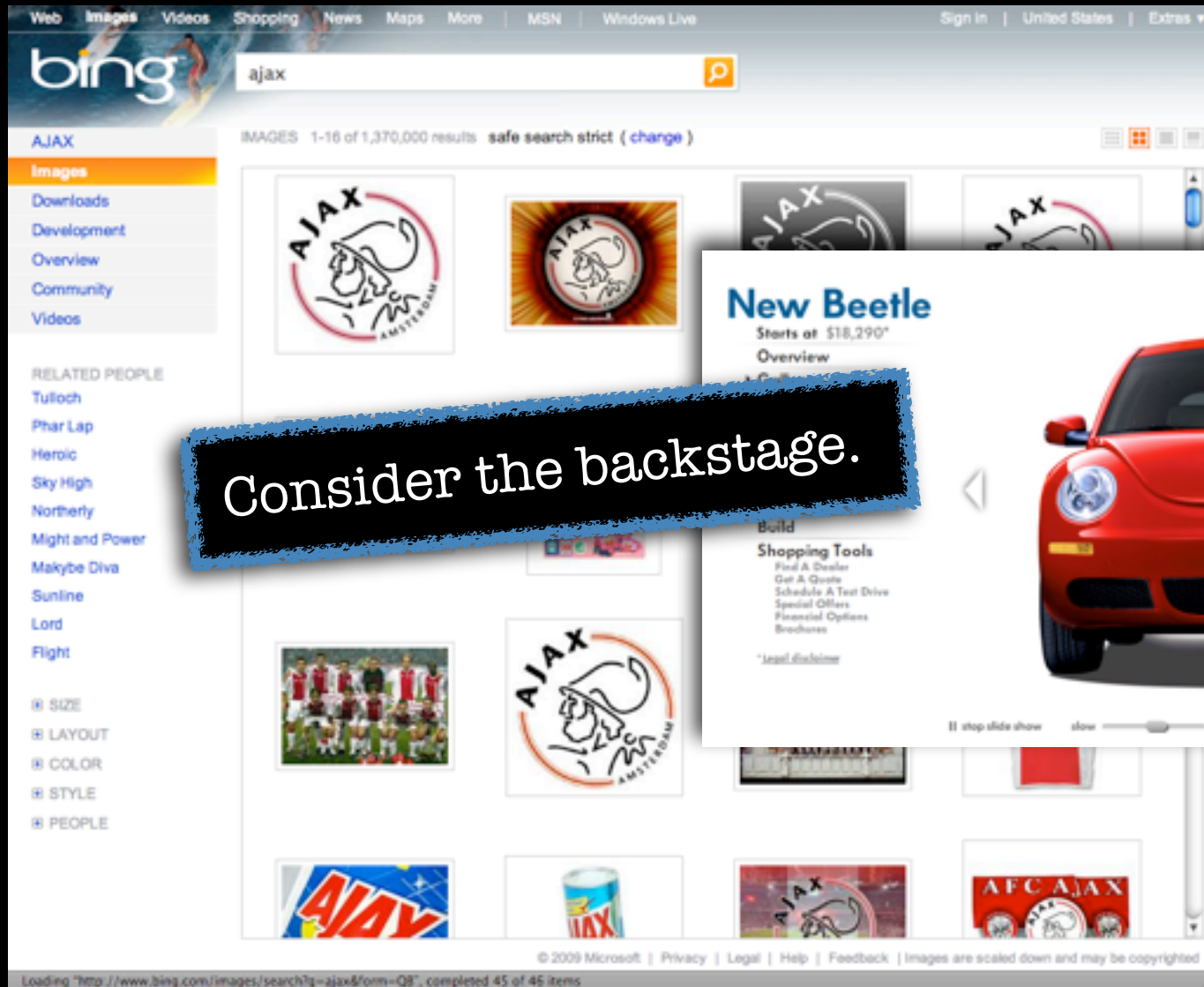
# Virtual Space



carousel. paging. gallery. bing.com

endless scrolling. bing.com






# Virtual Space



carousel. paging. gallery. bing.com

endless scrolling. bing.com

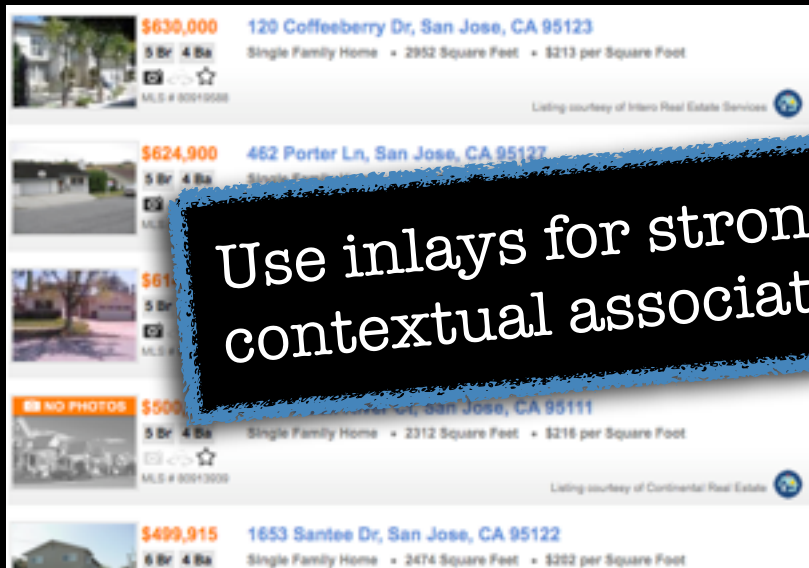
# Inlays

 MLS # 80919588	<b>\$630,000</b> 5 Br 4 Ba Single Family Home • 2952 Square Feet • \$213 per Square Foot Listing courtesy of Intero Real Estate Services	<b>120 Coffeeberry Dr, San Jose, CA 95123</b>
 MLS # 80921757	<b>\$624,900</b> 5 Br 4 Ba Single Family Home • 3324 Square Feet • \$188 per Square Foot Listing courtesy of REMAX Real Estate Services	<b>452 Porter Ln, San Jose, CA 95127</b>
 MLS # 80916759	<b>\$614,800</b> 5 Br 4 Ba Single Family Home • 2720 Square Feet • \$226 per Square Foot Listing courtesy of Intero Real Estate Services	<b>1708 Ewer Dr, San Jose, CA 95124</b>
 MLS # 80913909	<b>\$500,000</b> 5 Br 4 Ba Single Family Home • 2312 Square Feet • \$216 per Square Foot Listing courtesy of Continental Real Estate	<b>2924 Rock River Ct, San Jose, CA 95111</b>
 MLS # 80913909	<b>\$499,915</b> 6 Br 4 Ba Single Family Home • 2474 Square Feet • \$202 per Square Foot	<b>1653 Santee Dr, San Jose, CA 95122</b>

click activated inlay. roost.com

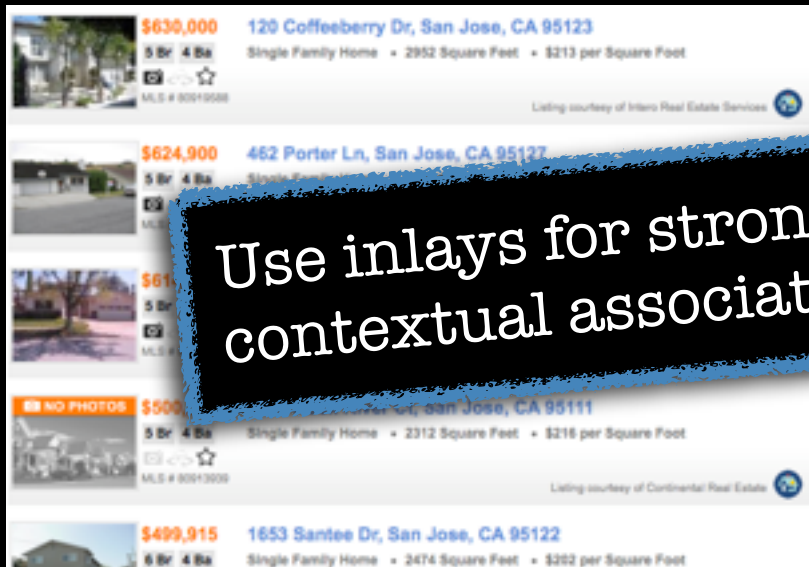


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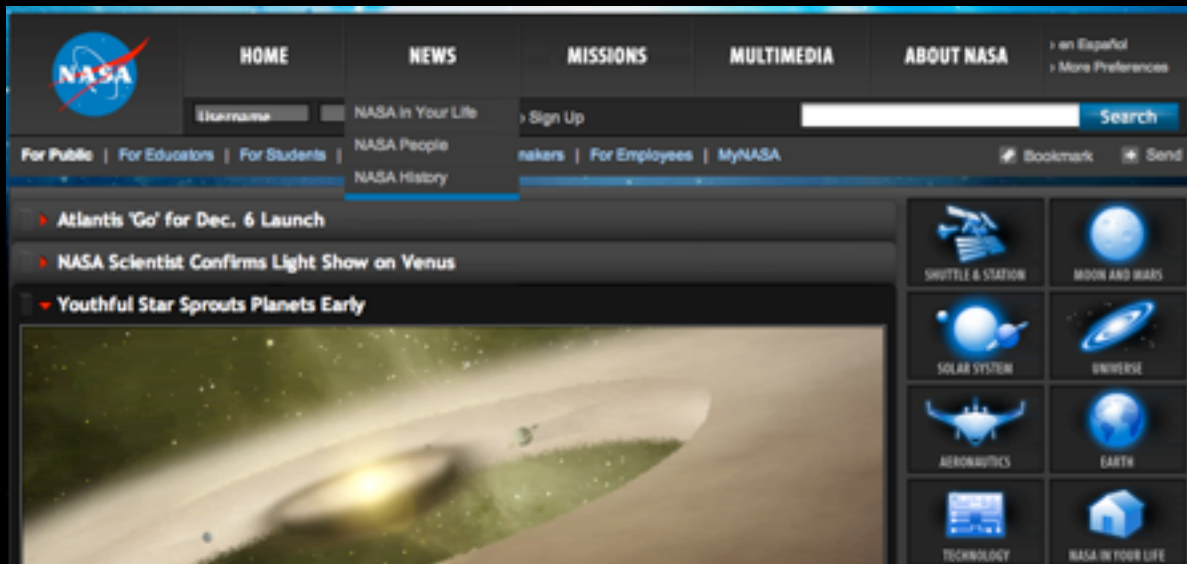


click activated inlay. [roost.com](https://roost.com)

# Inlays

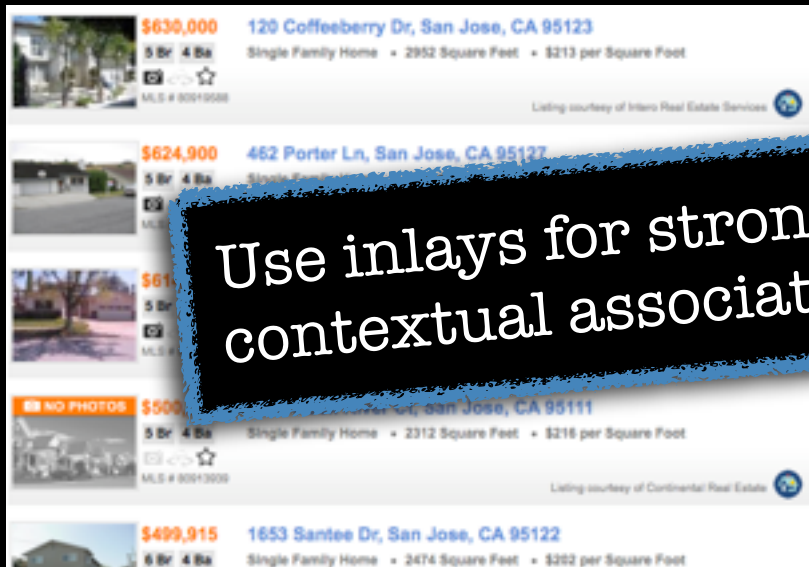


click activated inlay. [roost.com](http://roost.com)

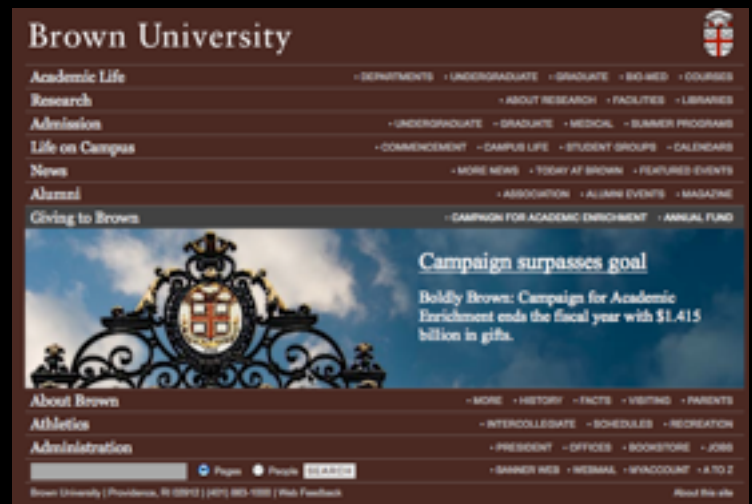


hover activated accordian. [nasa.gov](http://nasa.gov)

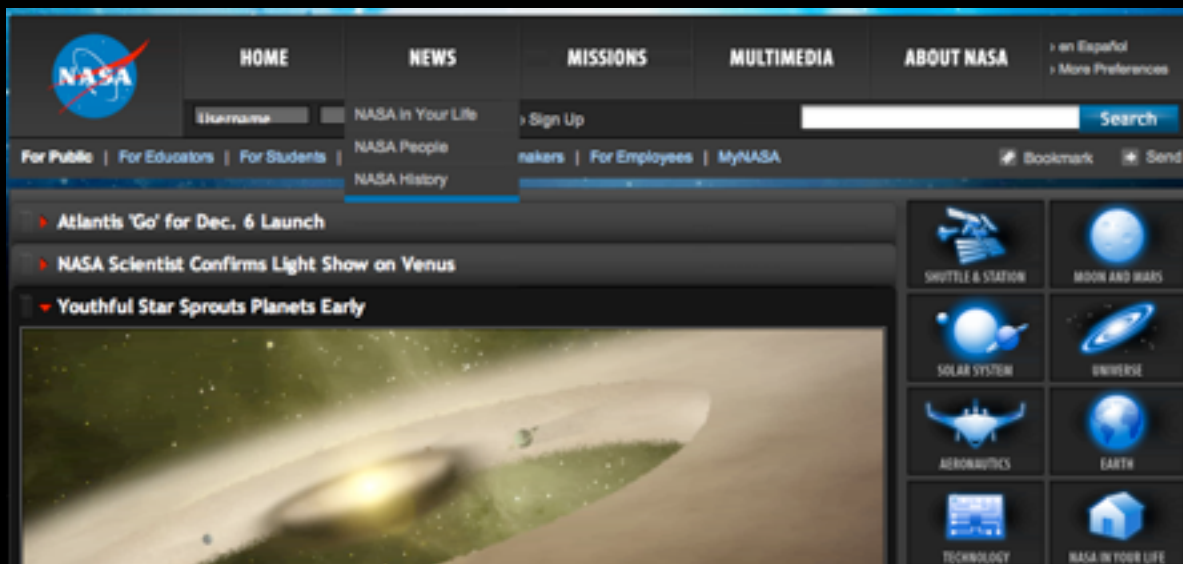
# Inlays



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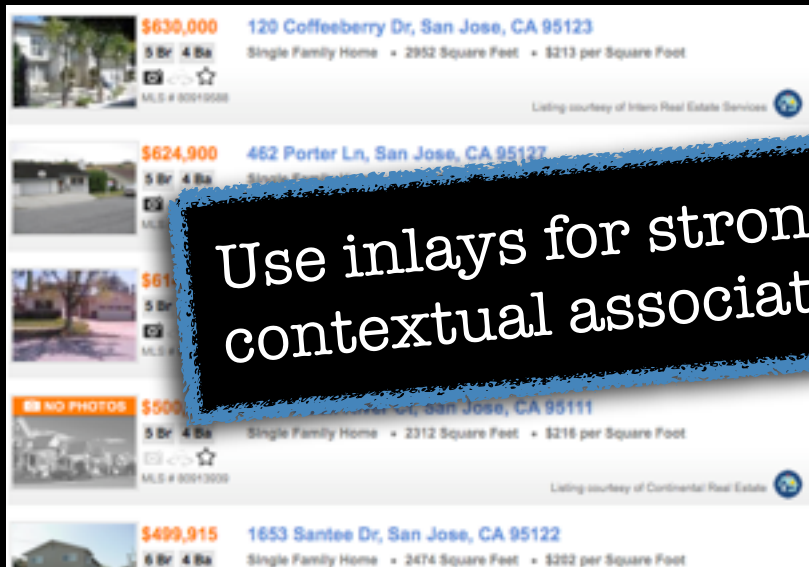


hover activated accordion. brown.edu

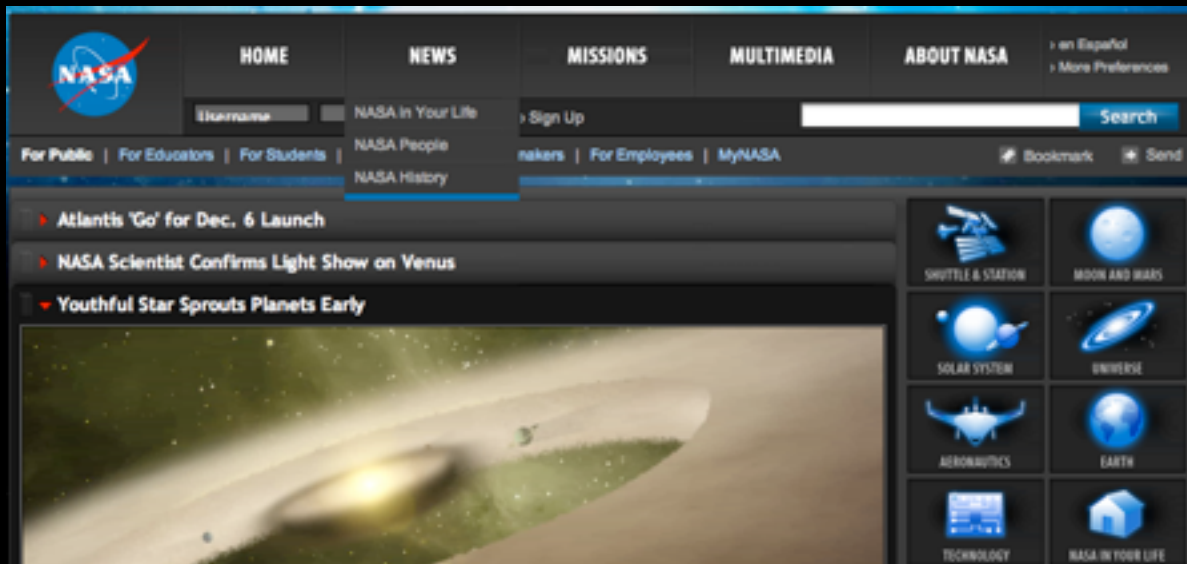


hover activated accordion. nasa.gov

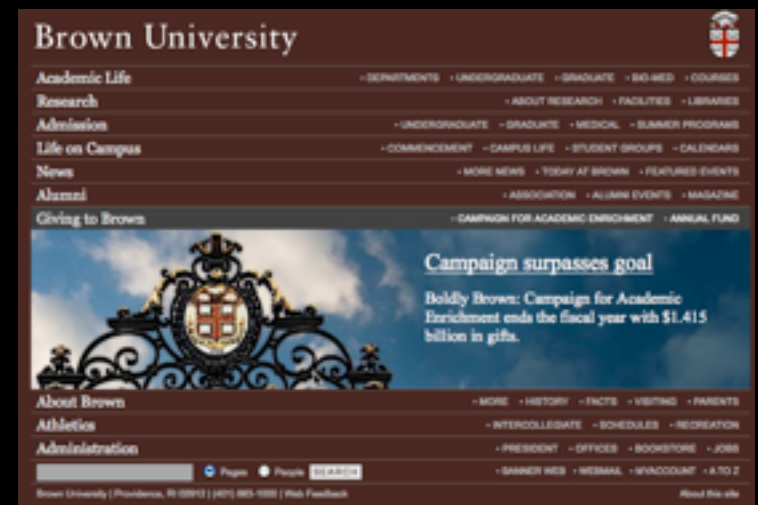
# Inlays



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hover activated accordian. nasa.gov



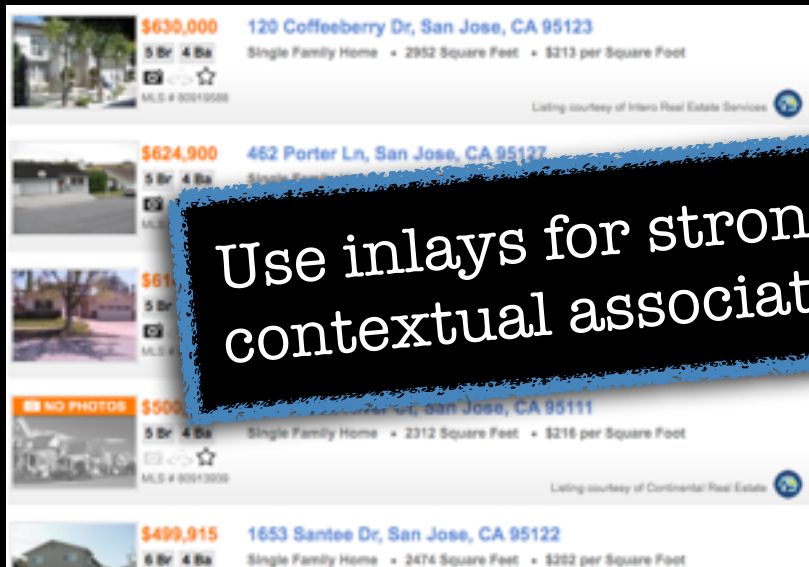
hover activated accordian. brown.edu



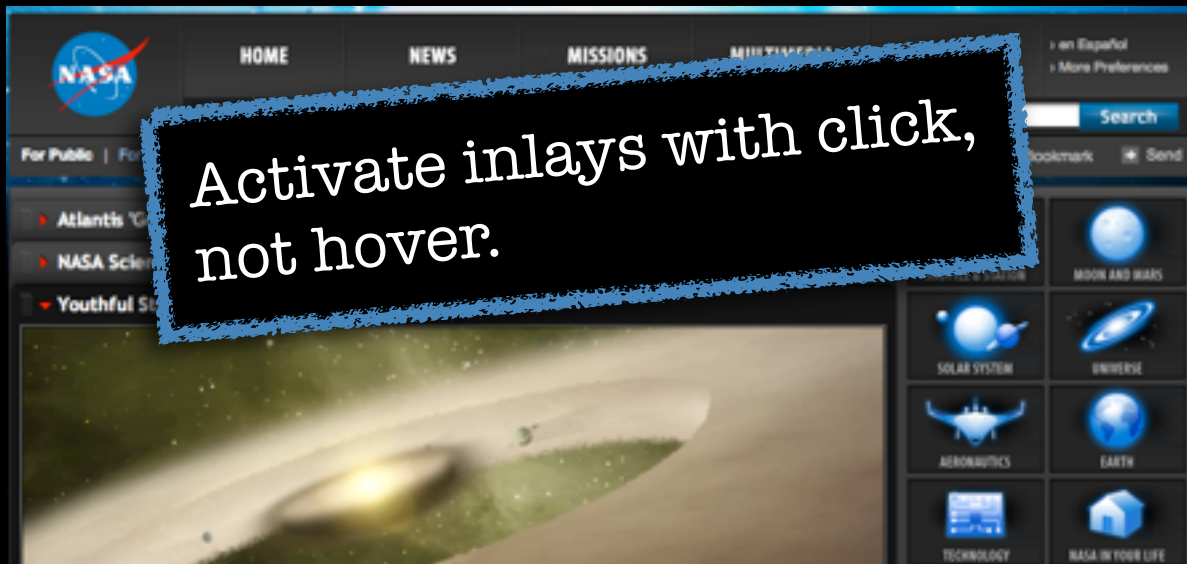
hover activated accordian. apple.com



# Inlays



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hover activated accordian. nasa.gov

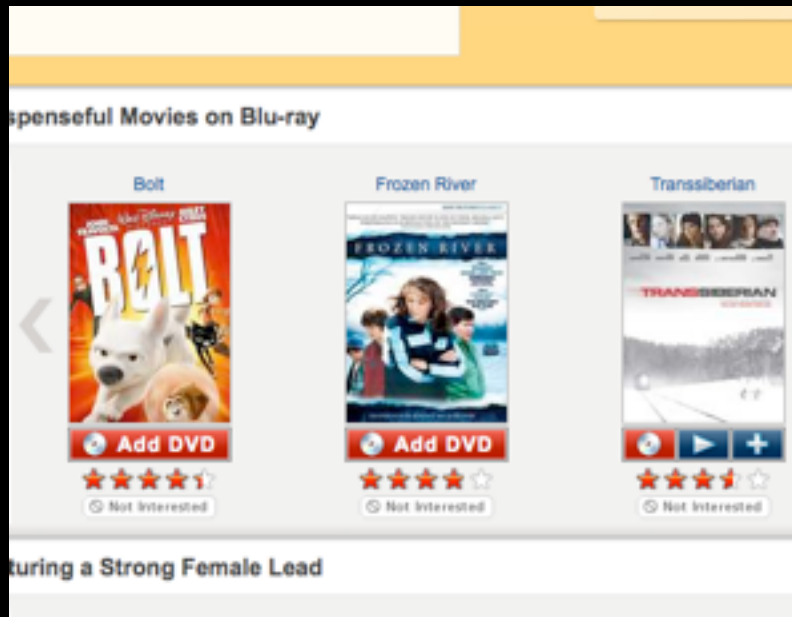


hover activated accordian. brown.edu

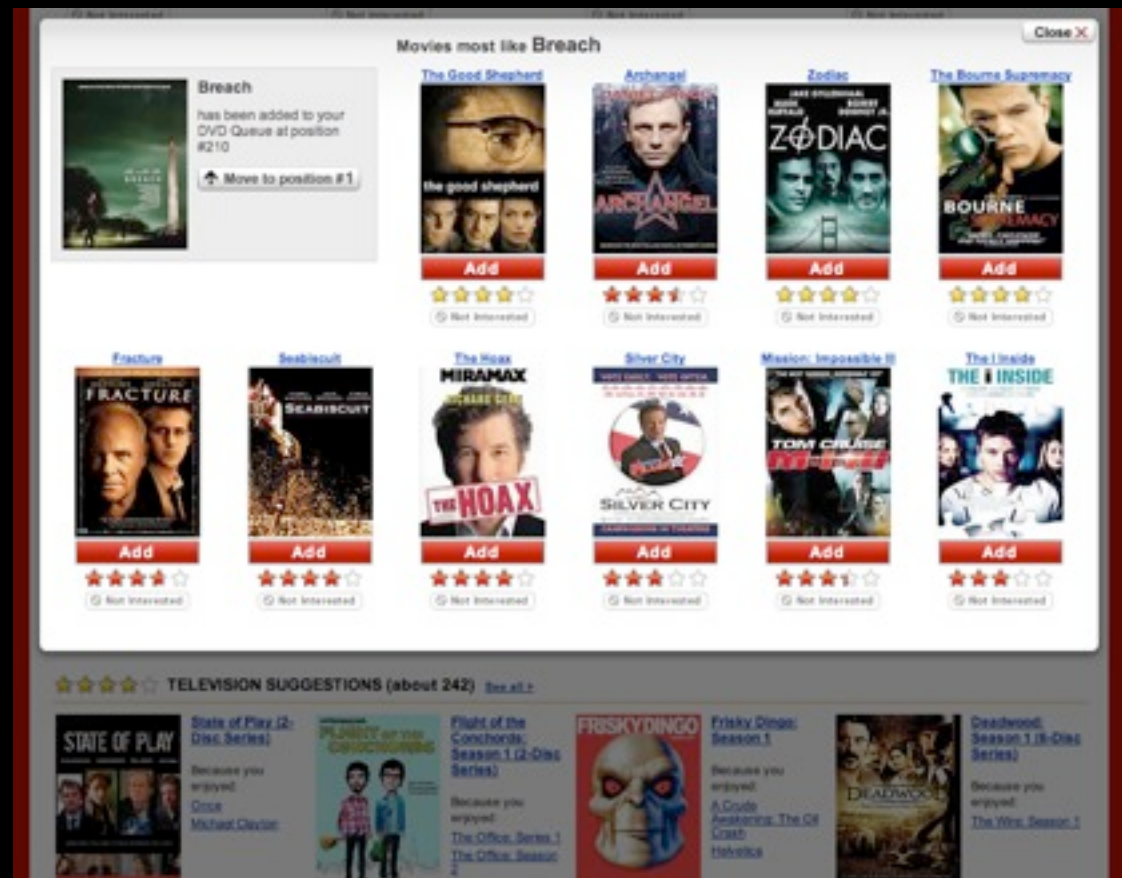


hover activated accordian. apple.com

# Overlays



hover details. netflix.com



hover dialog. netflix.com



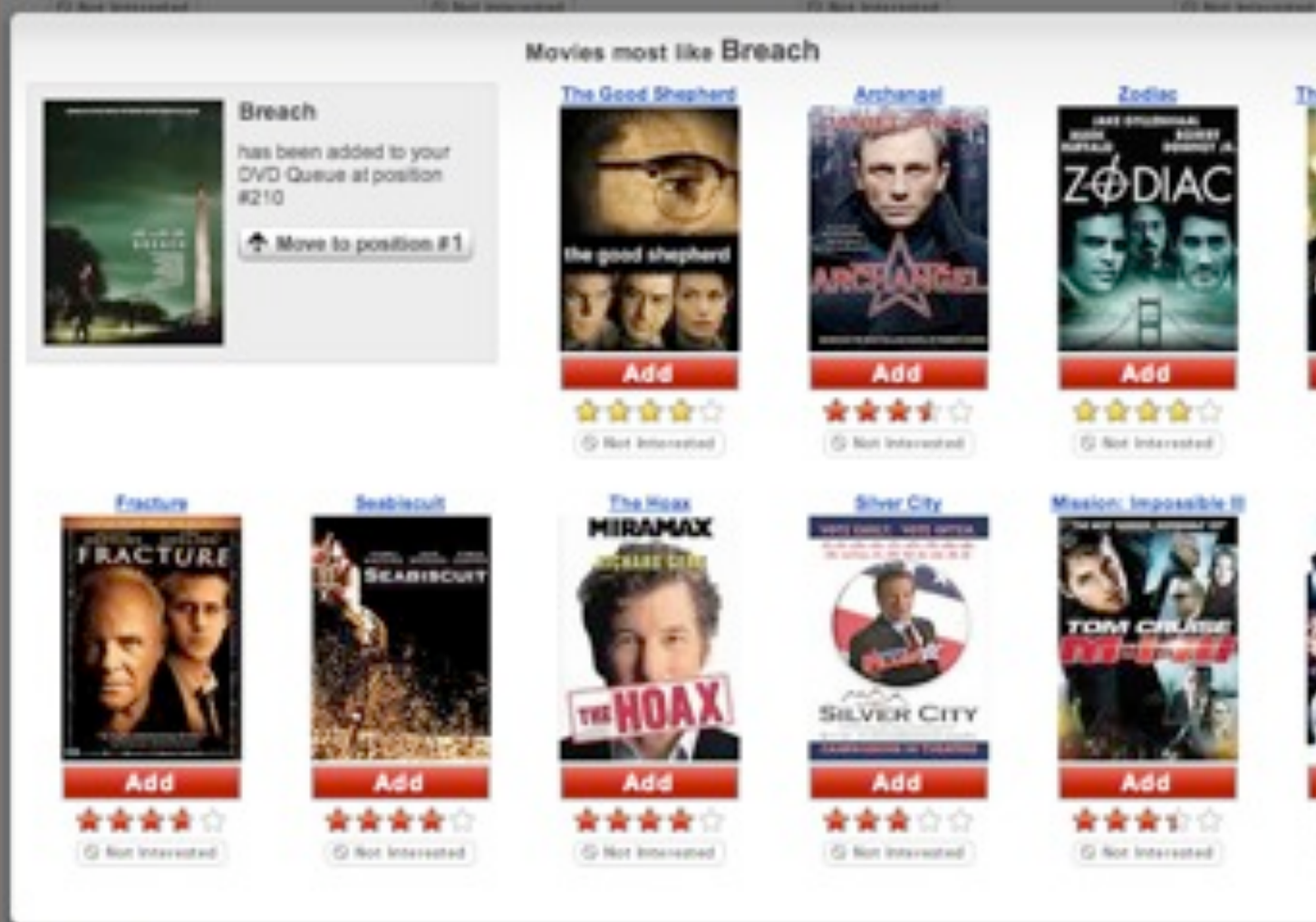
# Overlays

Expensive Movies on Blu-ray

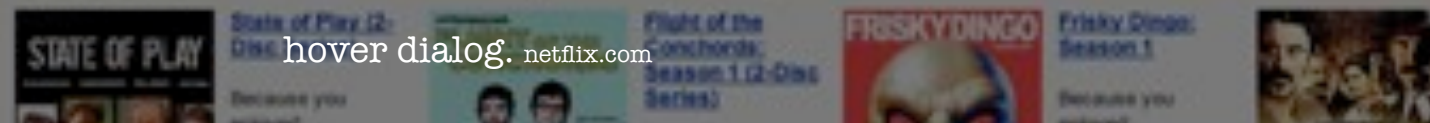


Featuring a Strong Female Lead

hover details. netflix.com



TELEVISION SUGGESTIONS (about 242) See all >



hover dialog. netflix.com

# Overlays

Wait 1/2 second to  
activate hover details.

Expensive Movies on Blu-ray



Featuring a Strong Female Lead

hover details. netflix.com



Breach

has been added to your  
DVD Queue at position  
#210

Move to position #1



Not Interested



Not Interested



Not Interested



Not Interested



Not Interested



Not Interested

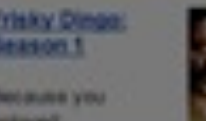
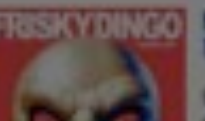
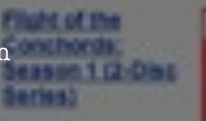
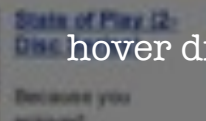
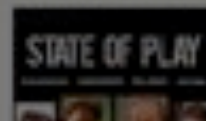


Not Interested



Not Interested

TELEVISION SUGGESTIONS (about 242) See all >



hover dialog. netflix.com



# Overlays

Wait 1/2 second to  
activate hover details.

Immediately  
deactivate hover  
details on mouse exit.

hover details. netflix.com

hover dialog. netflix.com

# Overlays

Wait 1/2 second to  
activate hover details.

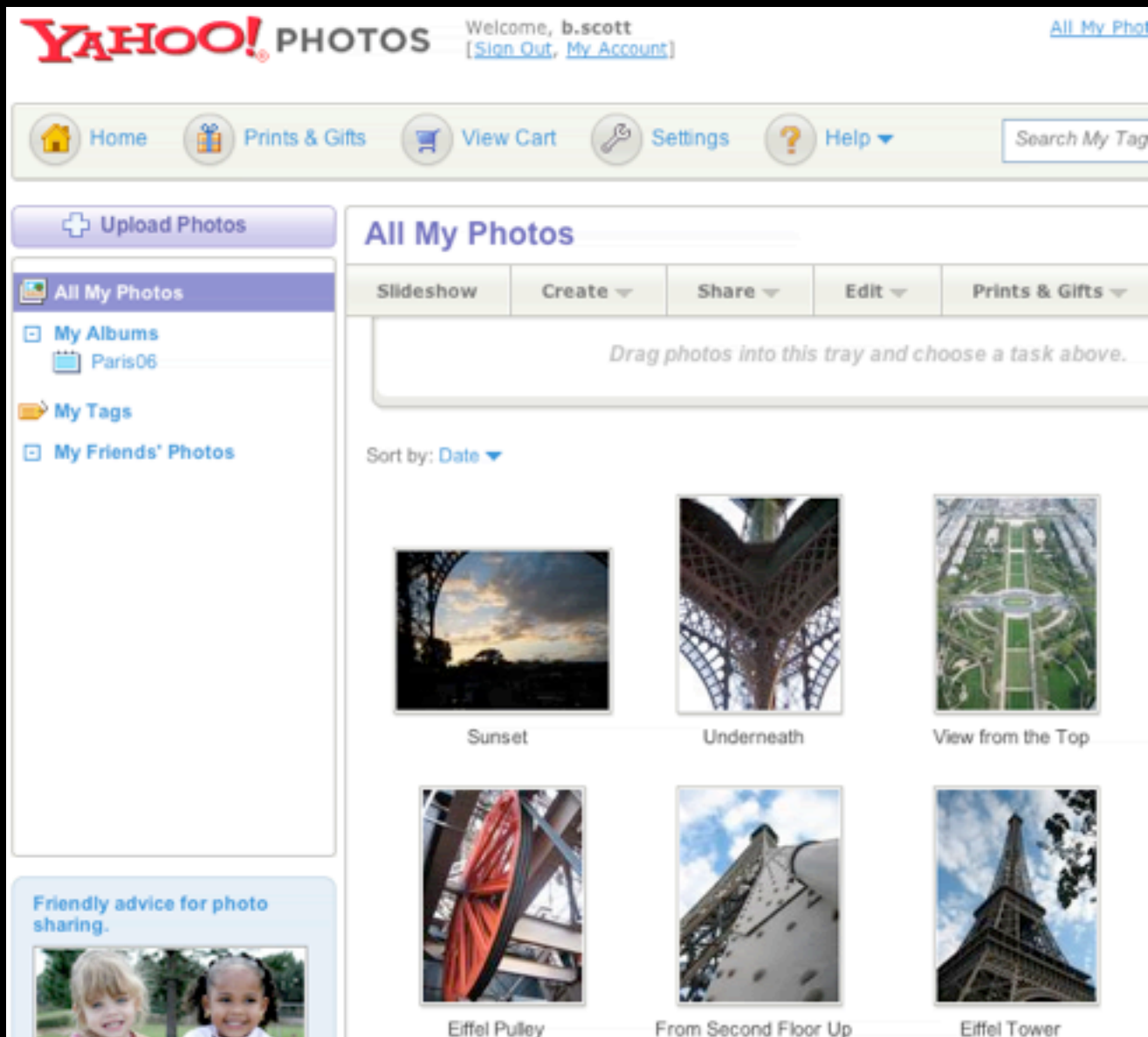
Immediately  
deactivate hover  
details on mouse exit.

hover details. netflix.com

Change context or capture  
flow in overlay dialog.

hover dialog. netflix.com

# Anti-Pattern: Idiot Boxes



anti-pattern. idiot box. yahoo! photos

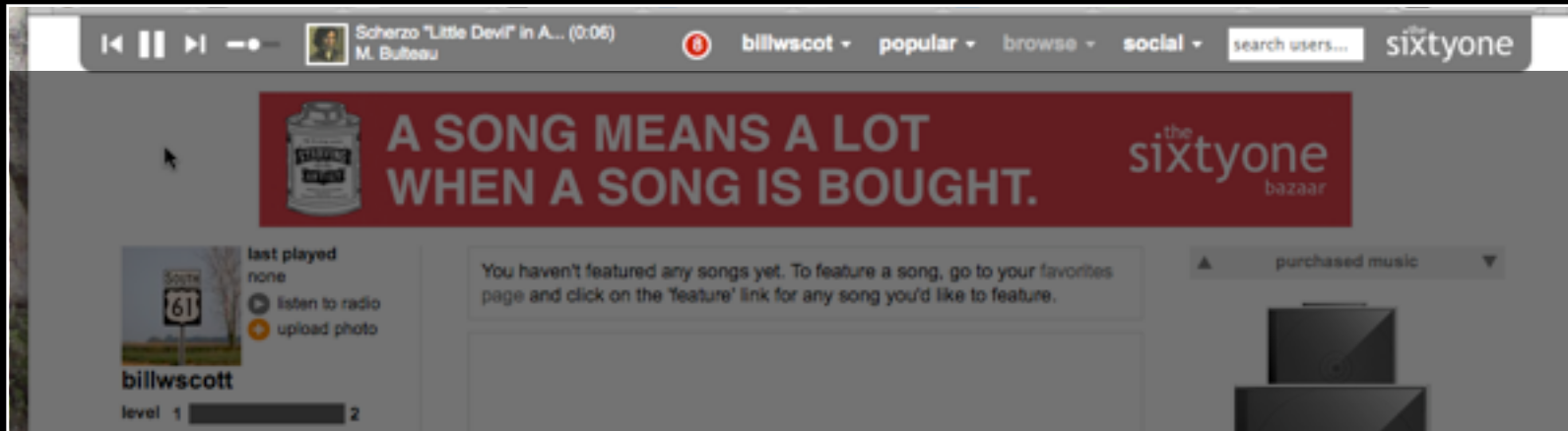


# Anti-Pattern: Idiot Boxes



anti-pattern. idiot box. yahoo! photos

# Nav Bars: Seamless Context



nav status bar. thesixtyone.com

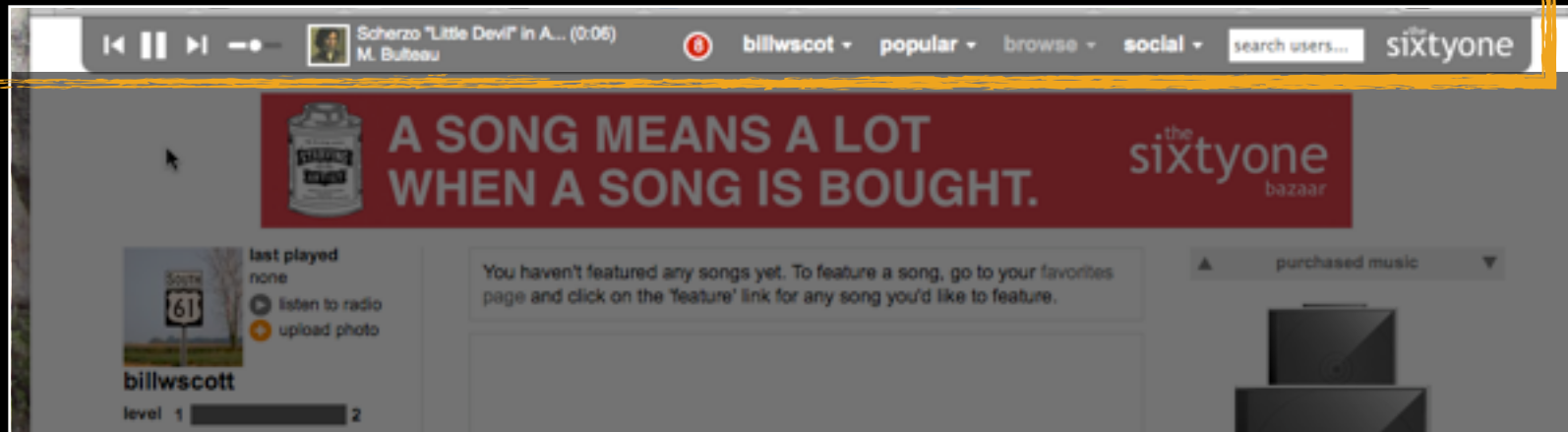


nav status bar. facebook.com

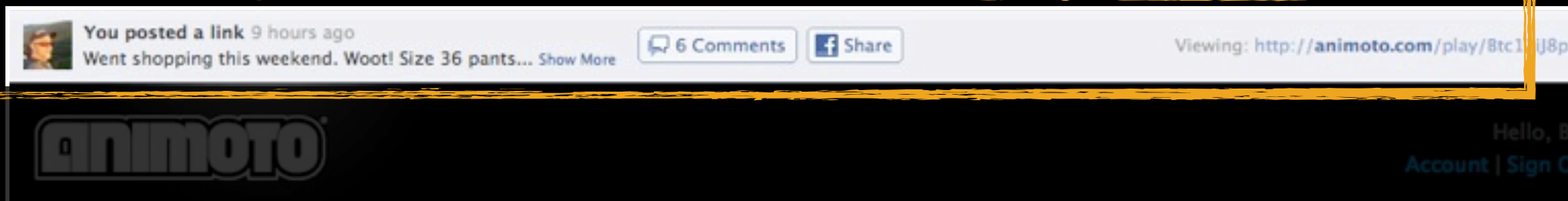
nav status bar. digg.com



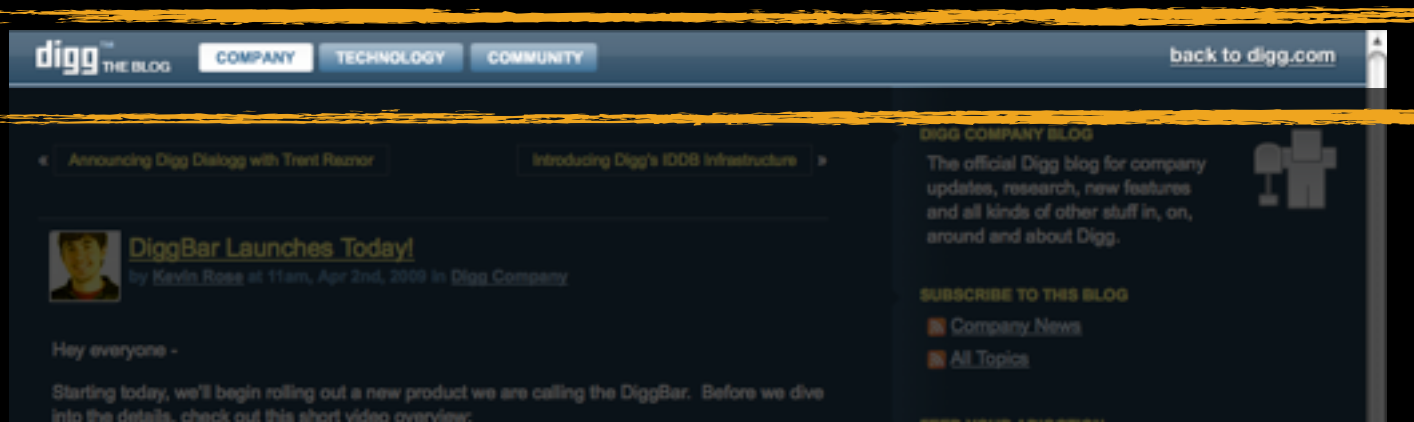
# Nav Bars: Seamless Context



nav status bar. thesixtyone.com

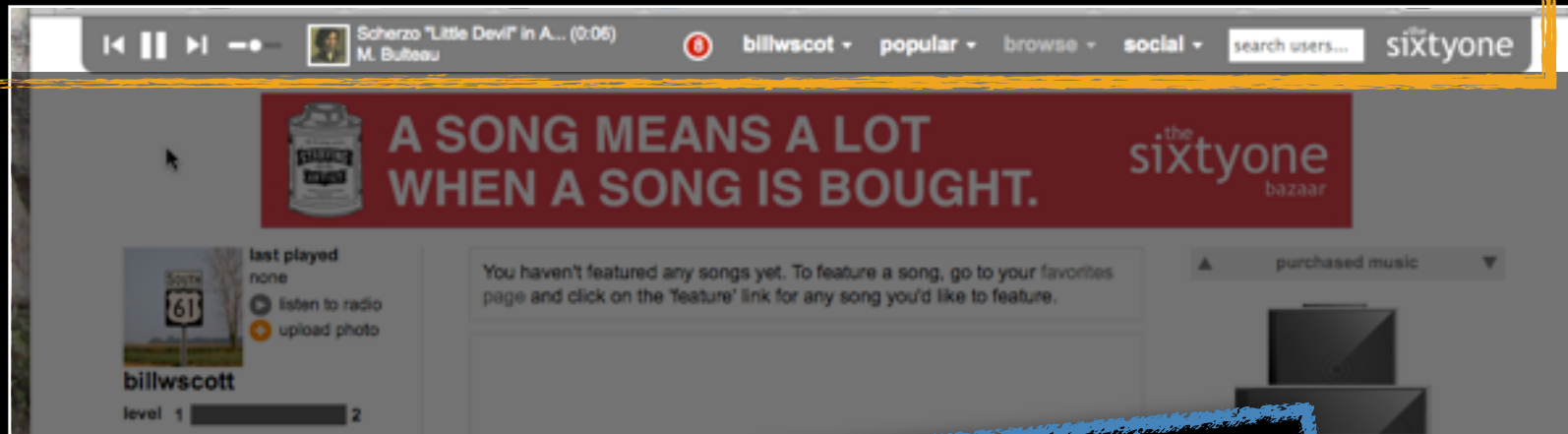


nav status bar. facebook.com



nav status bar. digg.com

# Nav Bars: Seamless Context



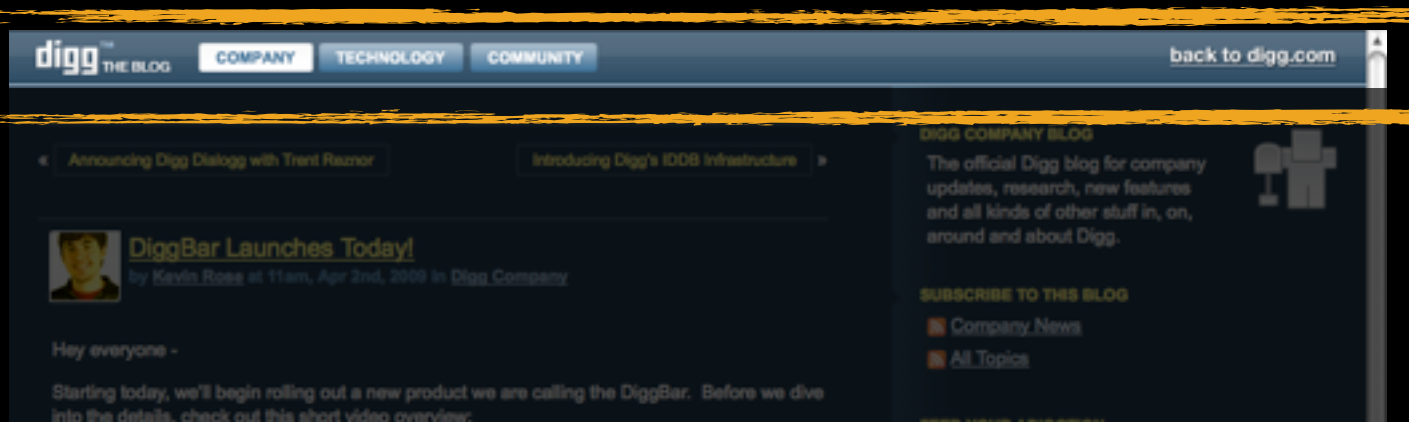
bar. thesixtyone.com

Maintain context across pages.

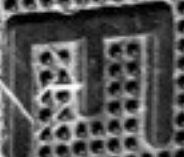
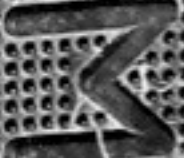
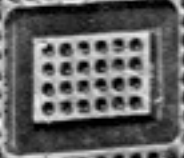
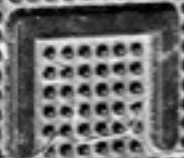
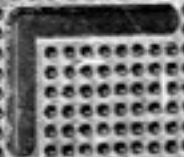


nav status bar. facebook.com

nav status bar. digg.com







Invite interaction.

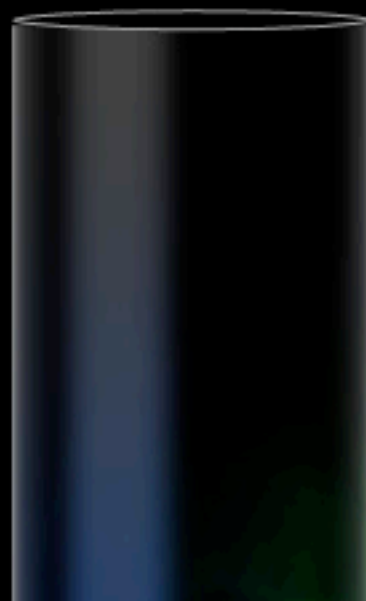


*Hello average person,*

# You should follow me on Twitter.

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

July 14, 2009



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

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

"I'm on Twitter."

4.70%

[http://dustincurtis.com/images/twitter/green\\_spill.jpg](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](http://dustincurtis.com/images/twitter/green_spill.jpg)

PERMUTATION

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"I'm on Twitter."

4.70%

PERMUTATION

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"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter here."

12.81%



PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

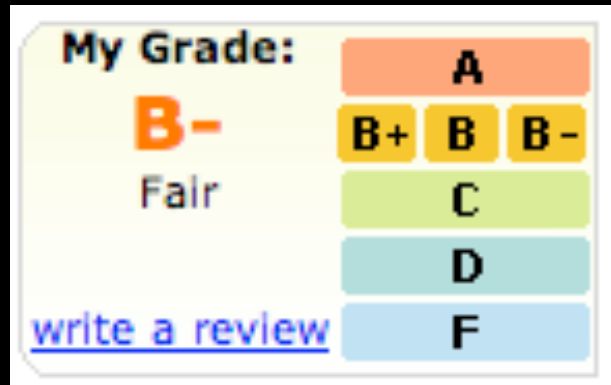
"You should follow me on twitter here."

12.81%

Use a clear call to action.

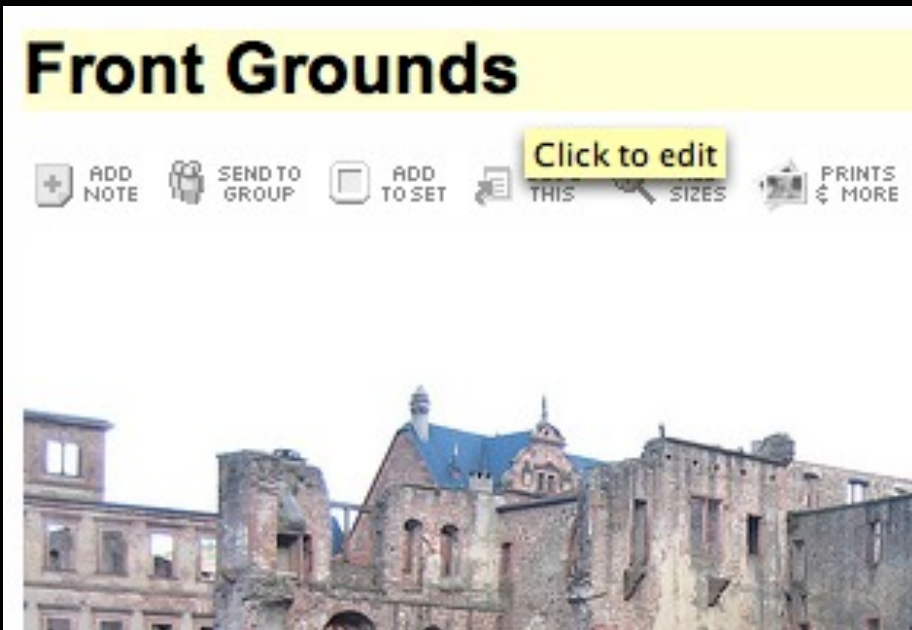
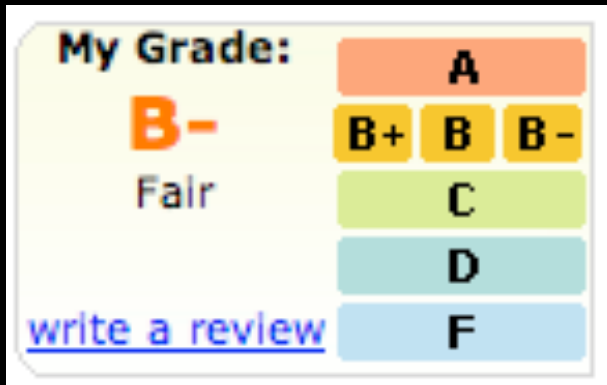
# Hover Invitations

hover invitation. y!movies



# Hover Invitations

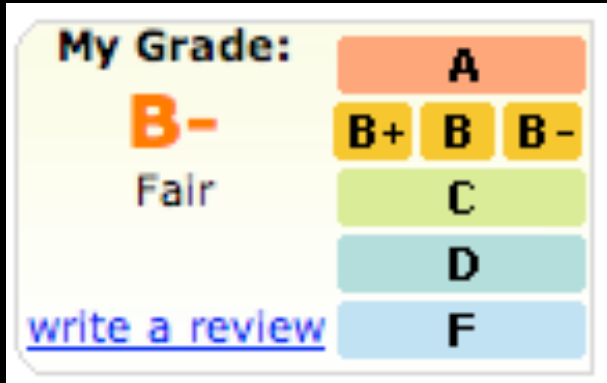
hover invitation. y!movies



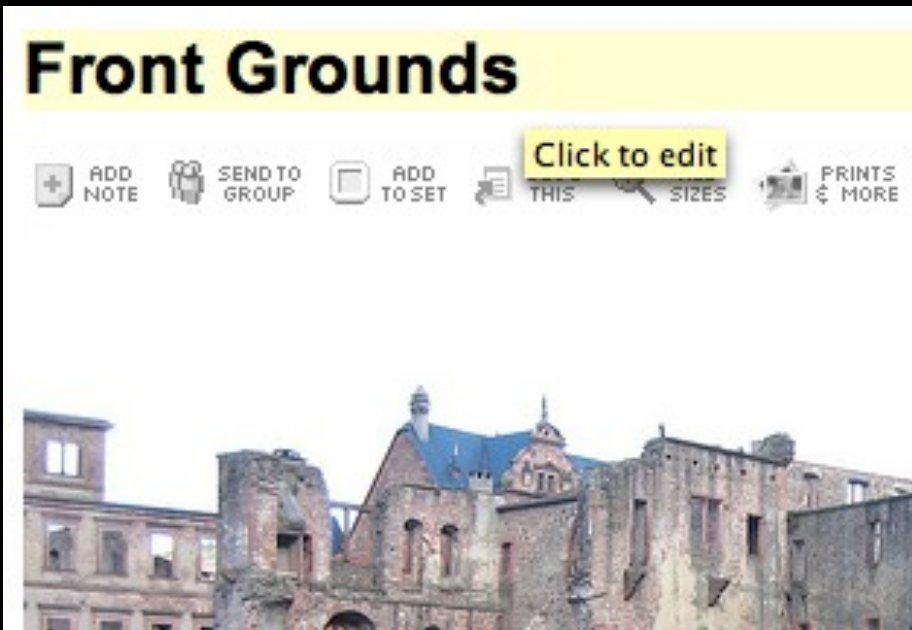
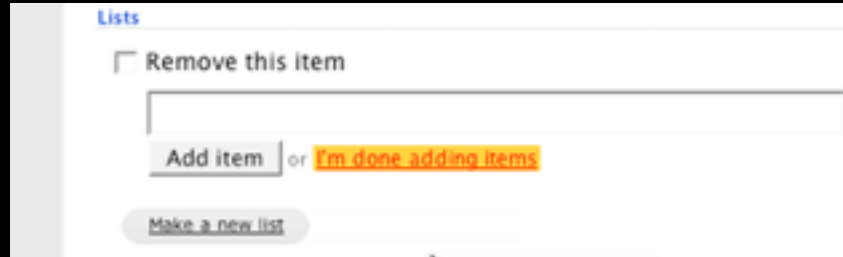
tooltip, hover & cursor invitation. flickr.com

# Hover Invitations

hover invitation. y!movies



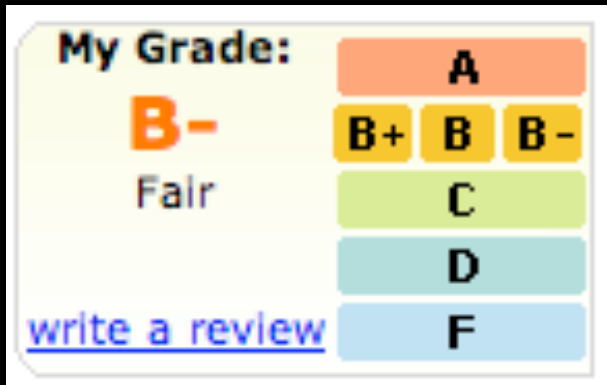
hover & tool invitation. backpackit



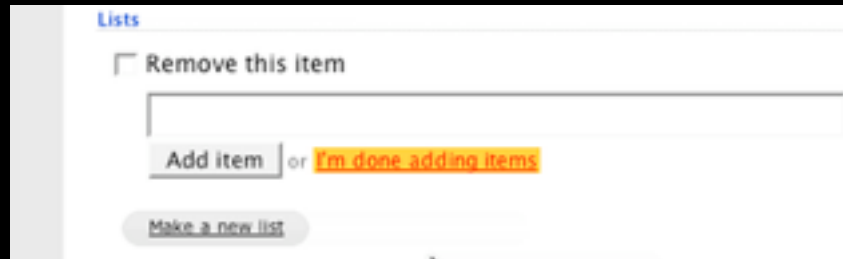
tooltip, hover & cursor invitation. flickr.com

# Hover Invitations

hover invitation. y!movies



hover & tool invitation. backpackit

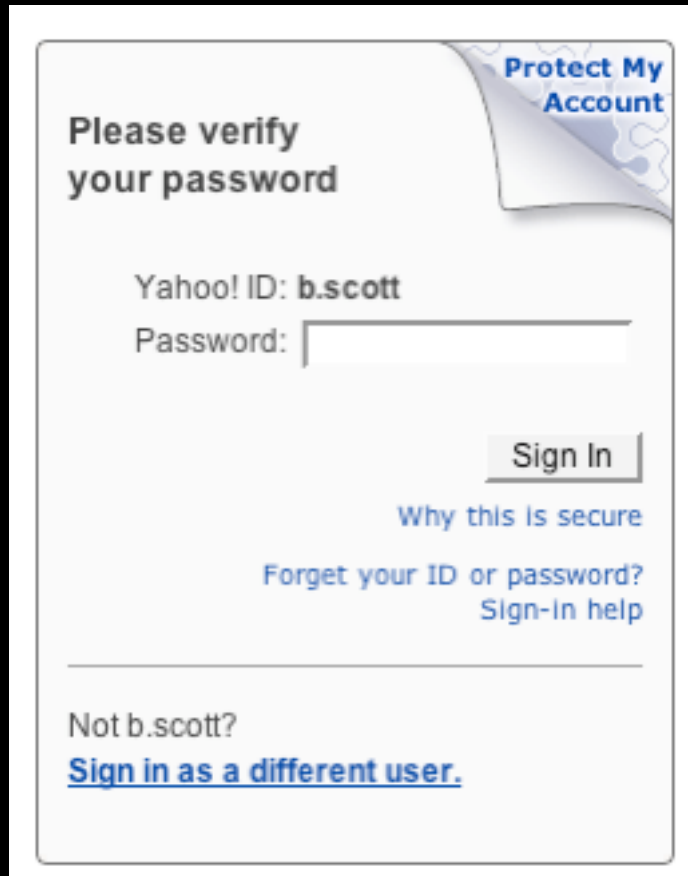


Aid discoverability with  
hover invitations.

tooltip, hover & cursor invitation. flickr.com



# Blank Slate Invitation



The image shows a screenshot of a Yahoo! login page. At the top right, there is a blue banner with the text "Protect My Account" and a graphic of a puzzle piece. The main heading is "Please verify your password". Below this, it says "Yahoo! ID: b.scott". There is a "Password:" label followed by a text input field. A "Sign In" button is located below the password field. Under the button, there are three links: "Why this is secure", "Forget your ID or password?", and "Sign-In help". At the bottom, there is a horizontal line, followed by the text "Not b.scott?" and a link that says "Sign in as a different user.".

Protect My Account

Please verify your password

Yahoo! ID: b.scott

Password:

Sign In

[Why this is secure](#)

[Forget your ID or password?](#)

[Sign-In help](#)

---

Not b.scott?

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

dog-ear invitation. [login.yahoo.com](http://login.yahoo.com)

# Blank Slate Invitation

Protect My Account

Please verify your password

Yahoo! ID: **b.scott**

Password:

Sign In

Why this is secure

Forget your ID or password?

Sign-in help

Not b.scott?

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

dog-ear invitation. login.yahoo.com

Close

# Rate Your Recent Return

**OCEAN'S THIRTEEN**

★★★★☆  
No Opinion

RATE TO REVEAL...

...2 MOVIES YOU'LL LOVE

1

Add

☆☆☆☆☆  
Not Interested

2

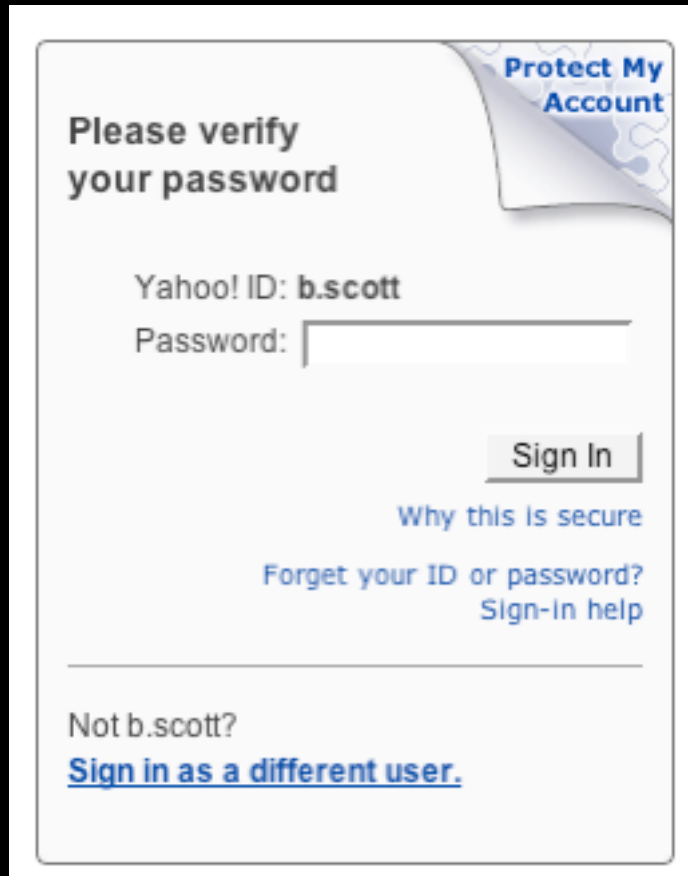
Add

☆☆☆☆☆  
Not Interested

(click the stars)

fill-in-the-blanks invitation. netflix

# Blank Slate Invitation



**Protect My Account**

Please verify your password

Yahoo! ID: **b.scott**

Password:

**Sign In**

[Why this is secure](#)

[Forget your ID or password?](#)

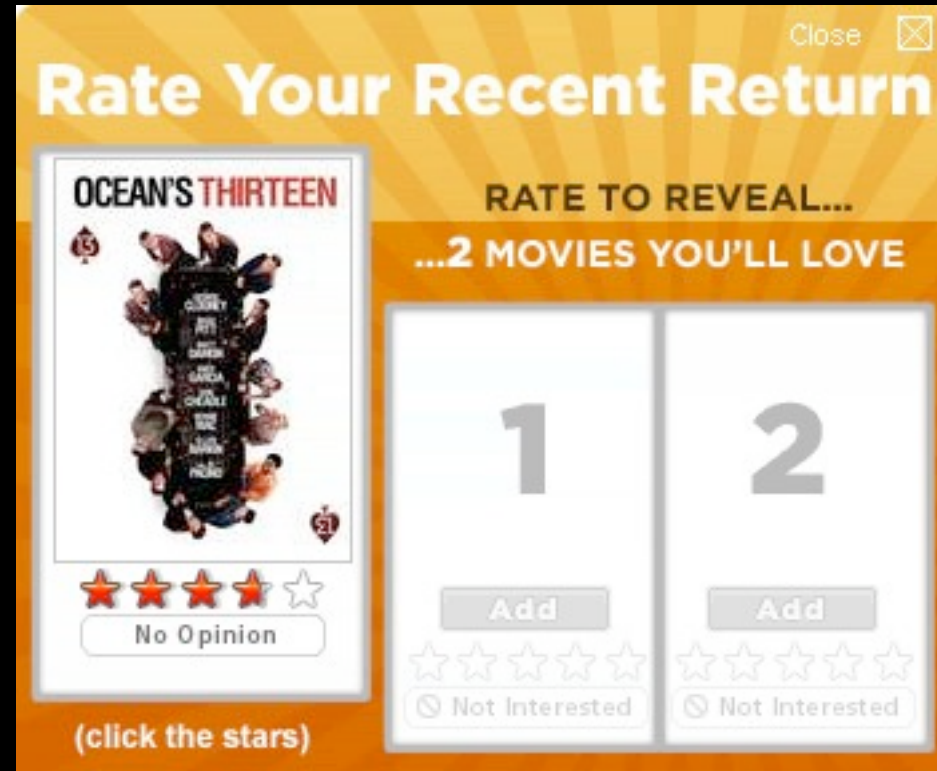
[Sign-in help](#)


---

Not b.scott?

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

dog-ear invitation. [login.yahoo.com](#)



Close 


## Rate Your Recent Return

**OCEAN'S THIRTEEN**

RATE TO REVEAL...  
...2 MOVIES YOU'LL LOVE


1

Add

  
Not Interested

2

Add

  
Not Interested

(click the stars)

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



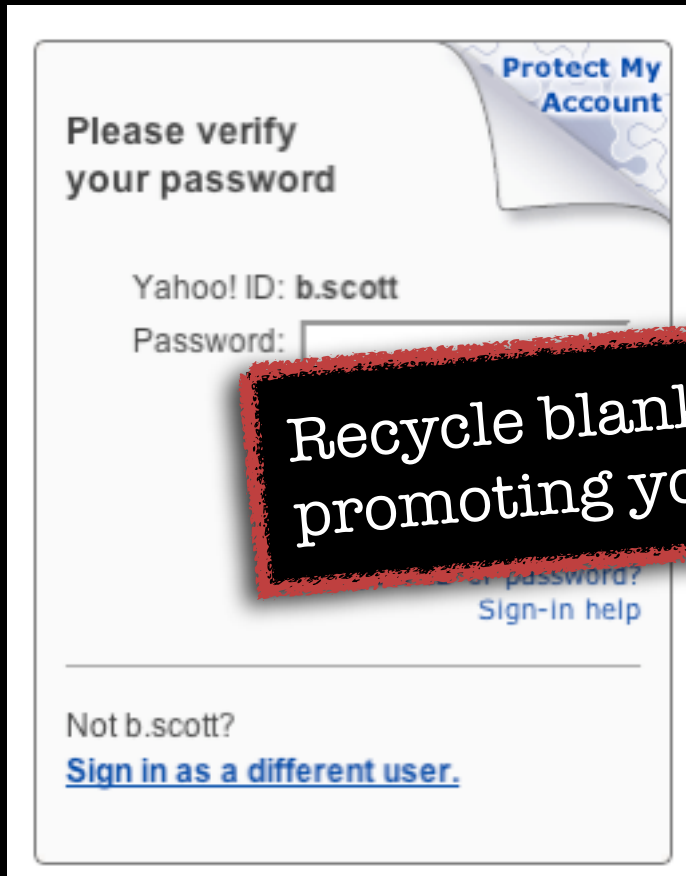
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

## My Own Page

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

blank-slate invitation. [backpackit](#)

# Blank Slate Invitation



Please verify your password

Protect My Account

Yahoo! ID: b.scott

Password:

[Forgot your password?](#)  
[Sign-in help](#)

---

Not b.scott?  
[Sign in as a different user.](#)

dog-ear invitation. [login.yahoo.com](#)

Recycle blank areas for promoting your features.



Close 

## Rate Your Recent Return

OCEAN'S THIRTEEN

RATE TO REVEAL...  
...2 MOVIES YOU'LL LOVE

1

Add

☐ ☐ ☐ ☐ ☐

Not Interested

2

Add

☐ ☐ ☐ ☐ ☐

Not Interested

(click the stars)

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



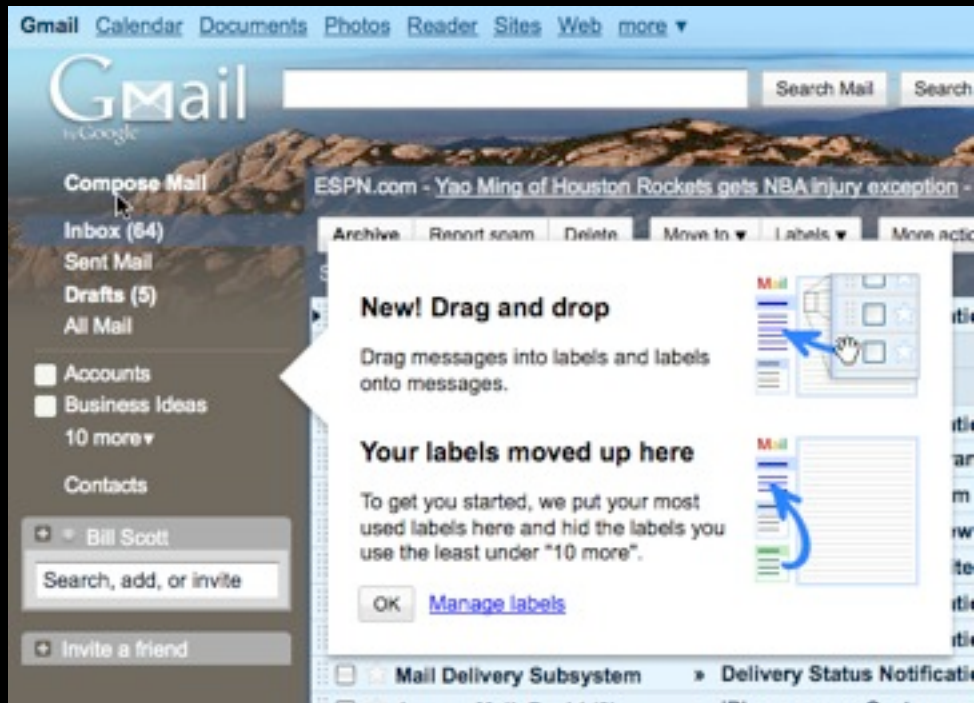
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

## My Own Page

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blank-slate invitation. [backpackit](#)

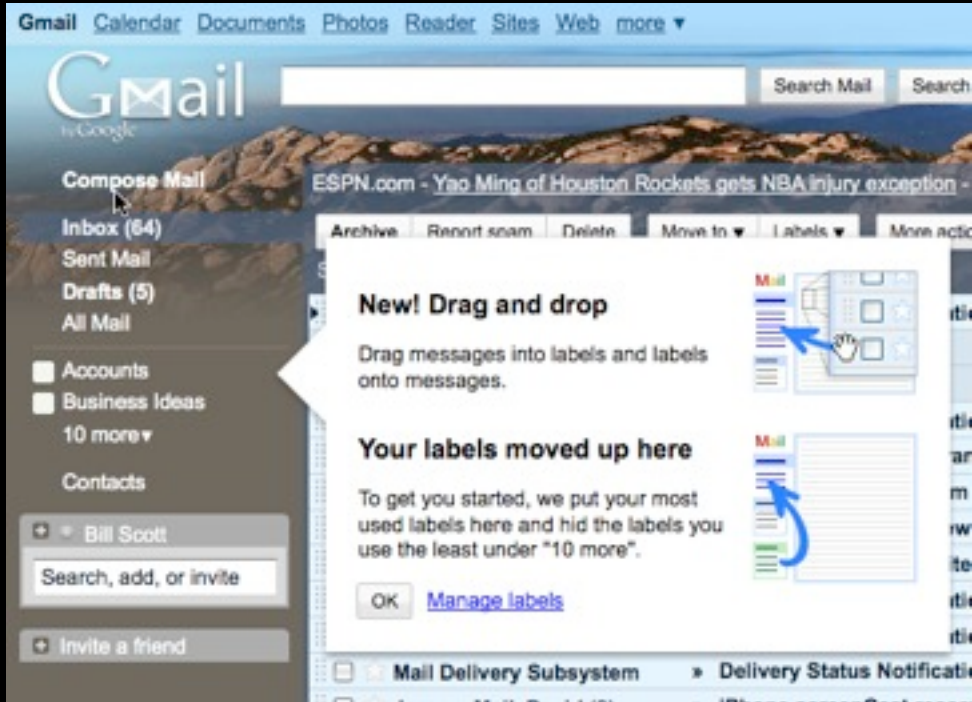
# Tour Invitation



tour invitation. gmail



# Tour Invitation

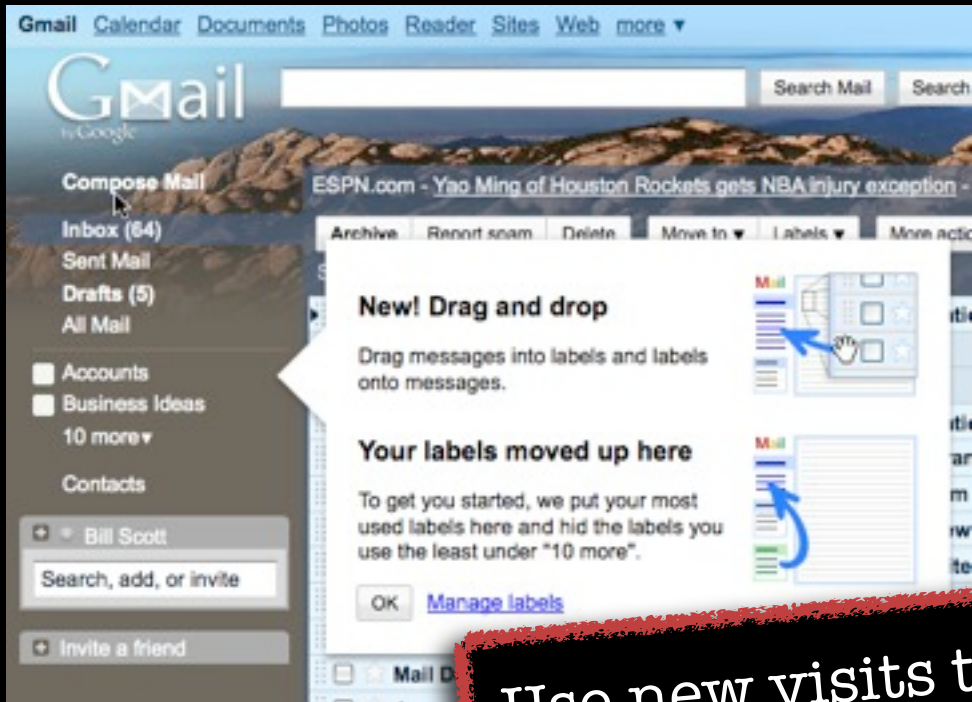


tour invitation. gmail



tour invitation. yahoo.com

# Tour Invitation



tour invitation. gmail



ion. yahoo.com

Use new visits to  
promote new features.

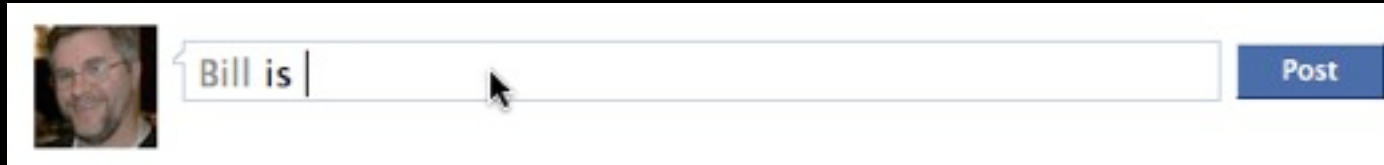
# Prompt Invitation



What are you doing right now?

facebook.com

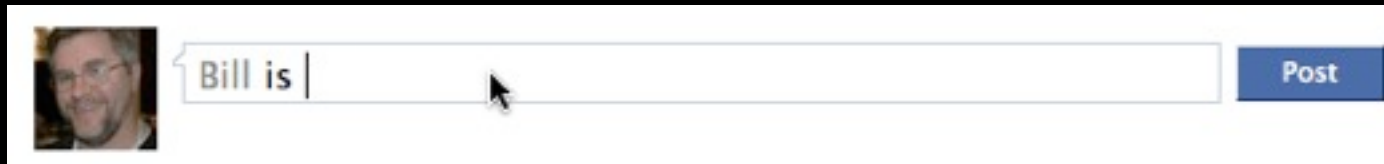
# Prompt Invitation



A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man with glasses. To its right is a text input field containing the text "Bill is |". A mouse cursor is positioned at the end of the text in the input field. To the right of the input field is a blue button with the word "Post" in white text.

facebook.com

# Prompt Invitation



A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man. To its right is a text input field containing the text "Bill is |". A mouse cursor is positioned at the end of the text in the input field. To the right of the input field is a blue button with the word "Post" in white text.

facebook.com

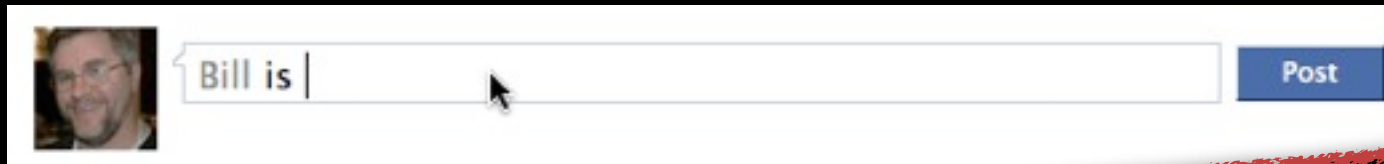


A screenshot of the "delicious" website showing a user's bookmarks. The top navigation bar includes the "delicious" logo and links for "Home", "Bookmarks", "People", and "Tags". Below this is a header for "Bill Scott's Bookmarks" with a blue bookmark icon. Under the header are links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". A "Site:" link points to "http://looksgoodworkswell.blogspot.com". Below that, text says "See more bookmarks in Popular, Recent, or look up a URL." A search bar with the placeholder "Type a tag" and a cursor is present. At the bottom, a bookmark entry is shown: "02 JAN 09 21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT)", with "EDIT" and "DELETE" links below it.

delicious.com



# Prompt Invitation



A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man. To its right is a text input field containing the text "Bill is |". A mouse cursor is positioned at the end of the text in the input field. To the right of the input field is a blue button with the word "Post" in white text.

facebook.com

Use questions or commands  
to prompt for input.



A screenshot of a Delicious bookmarks page. At the top left is the "delicious" logo. To its right is a blue button labeled "Home". Below the logo is a blue bookmark icon. To the right of the icon is the text "Bill Scott's Bookmarks". Below this text are links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". Below these links is the text "Site: http://looksgoodworkswell.blogspot.com". Below this is the text "See more bookmarks in Popular, Recent, or look up a URL." Below this is a search bar with the text "billwscott" and a placeholder "Type a tag". Below the search bar are three icons: a minus sign, an equals sign, and a menu icon. Below these icons is a list of bookmarks. The first bookmark is dated "02 JAN 09" and has the title "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT". Below the title are the links "EDIT" and "DELETE".

delicious.com

## Standard Fit



Standard fit  
(lightweight denim)  
jeans  
\$54.50



Standard fit (aged blue  
wash) jeans  
\$49.50



Standard fit (medium  
wash) jeans  
\$59.50

button. the gap

## Standard Fit



Standard fit  
(lightweight denim)  
jeans  
\$54.50

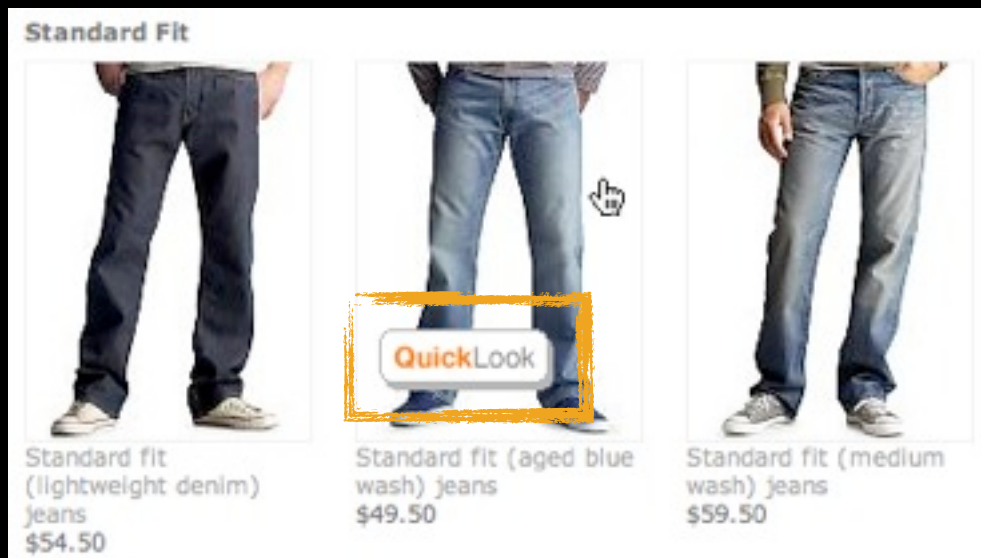


Standard fit (aged blue  
wash) jeans  
\$49.50



Standard fit (medium  
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\$59.50

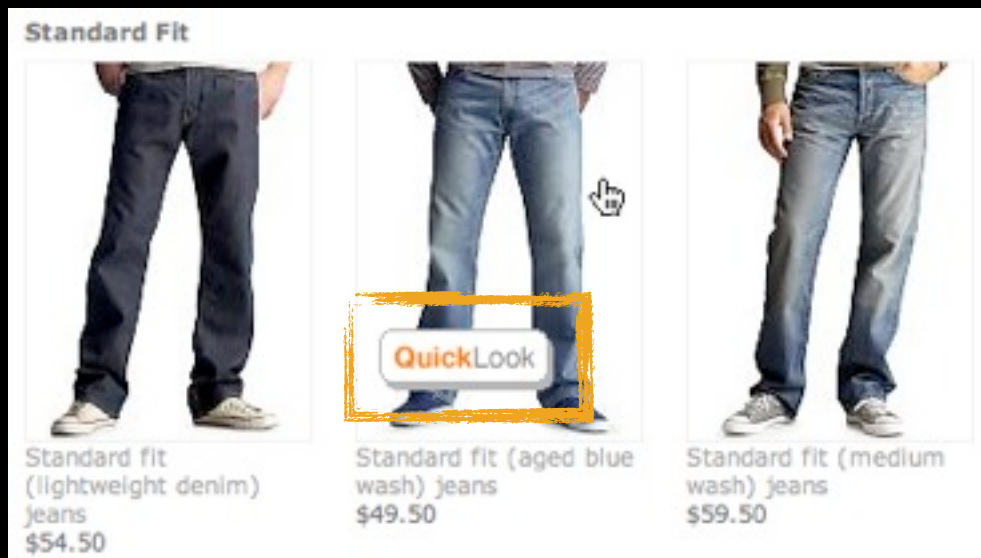
button. the gap



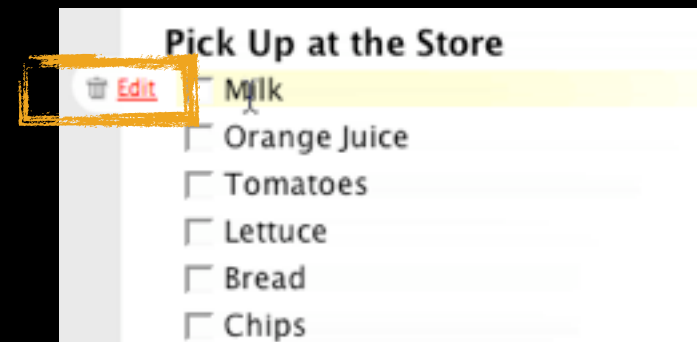
button. the gap



hyperlink. backpackit

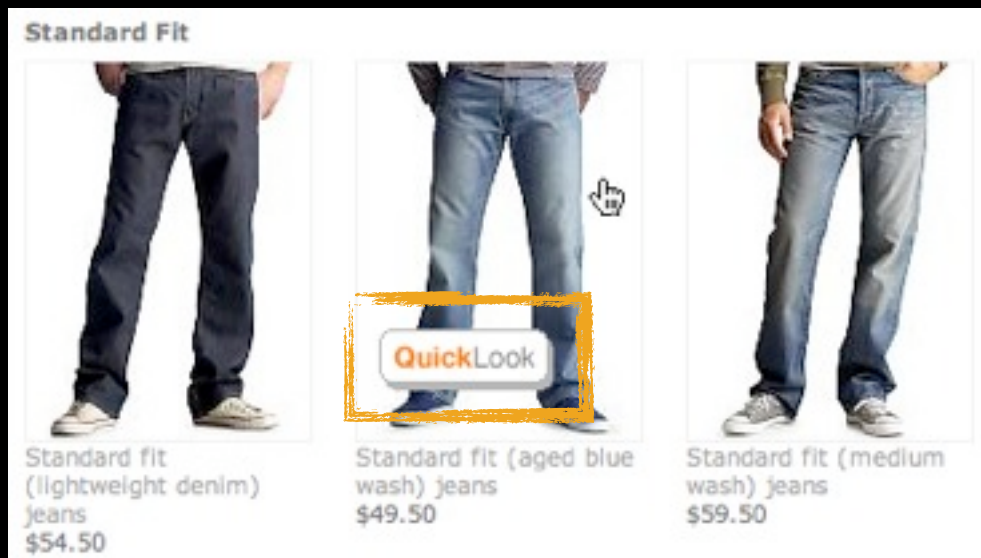


button. the gap

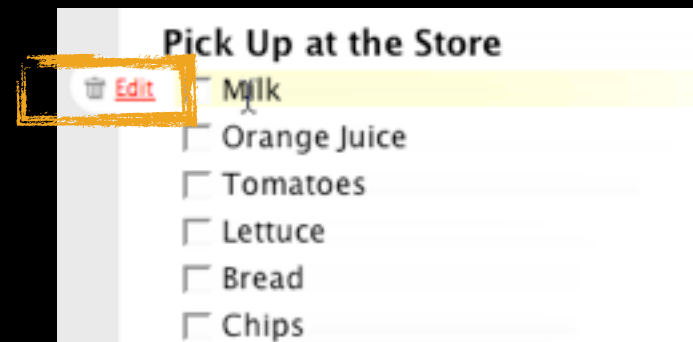


hyperlink. backpackit





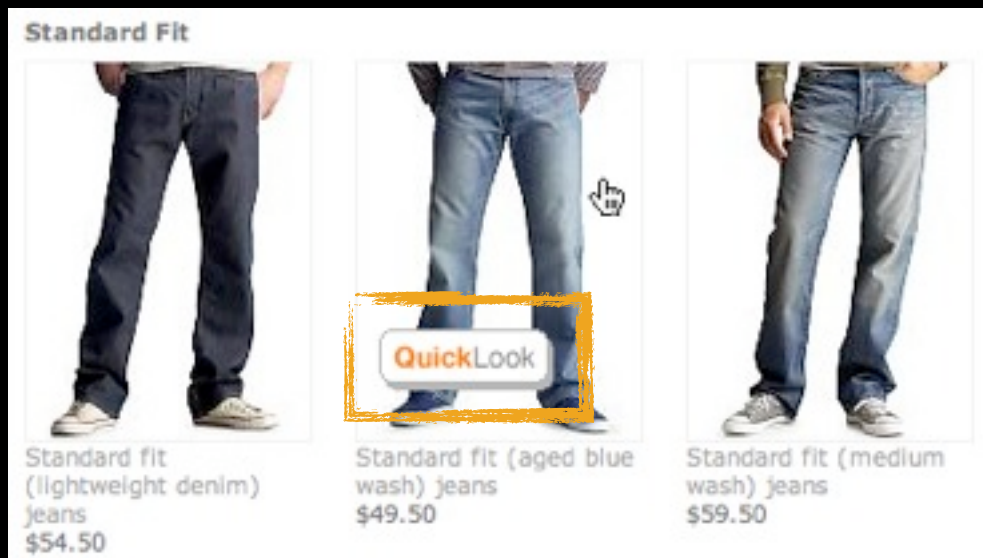
button. the gap



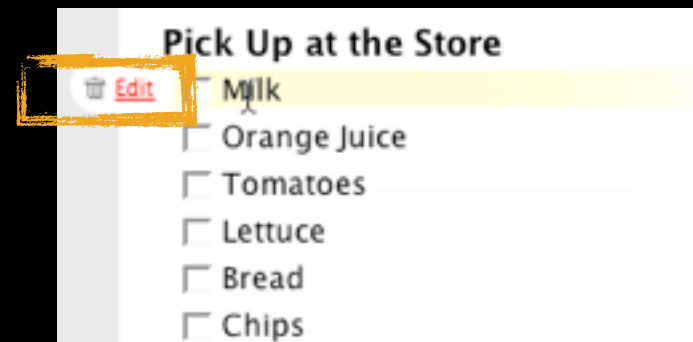
hyperlink. backpackit



drop down arrow. flickr



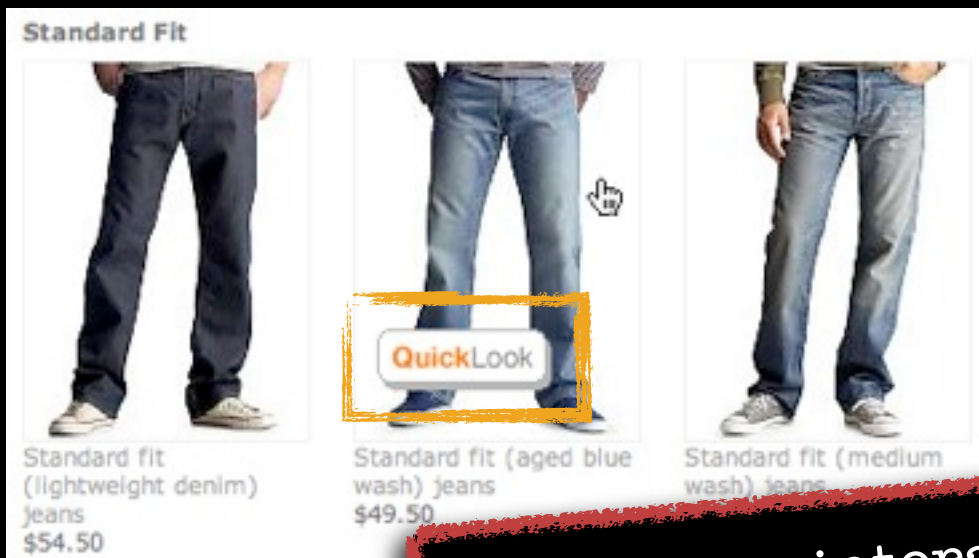
button. the gap



hyperlink. backpackit



drop down arrow. flickr



button. the gap

Bridge new interaction styles with familiar idioms.

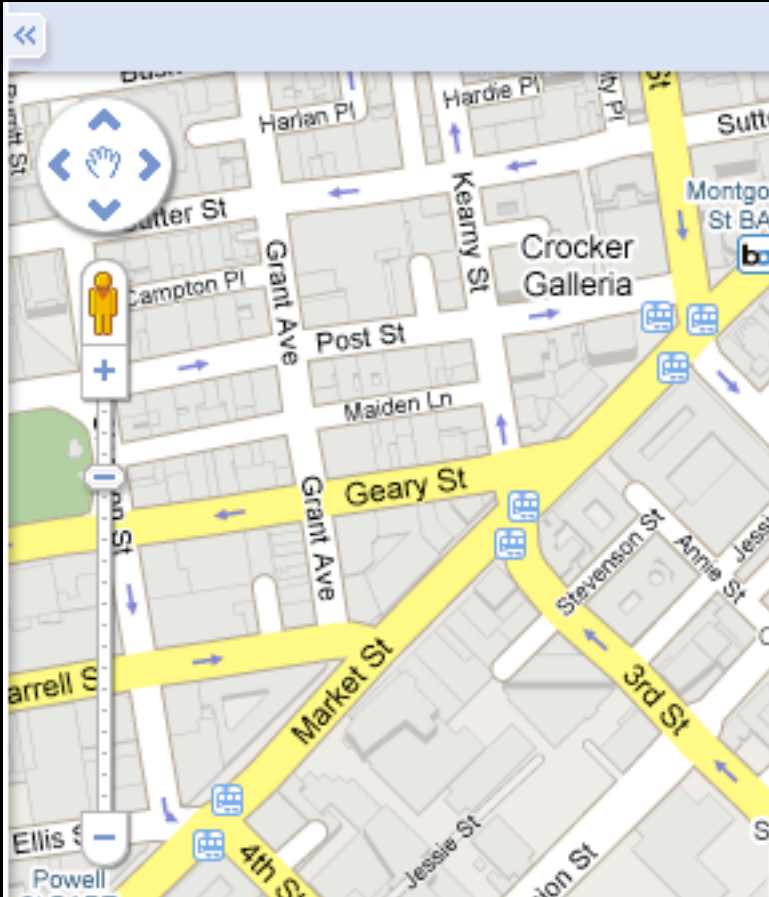


hyperlink. backpackit



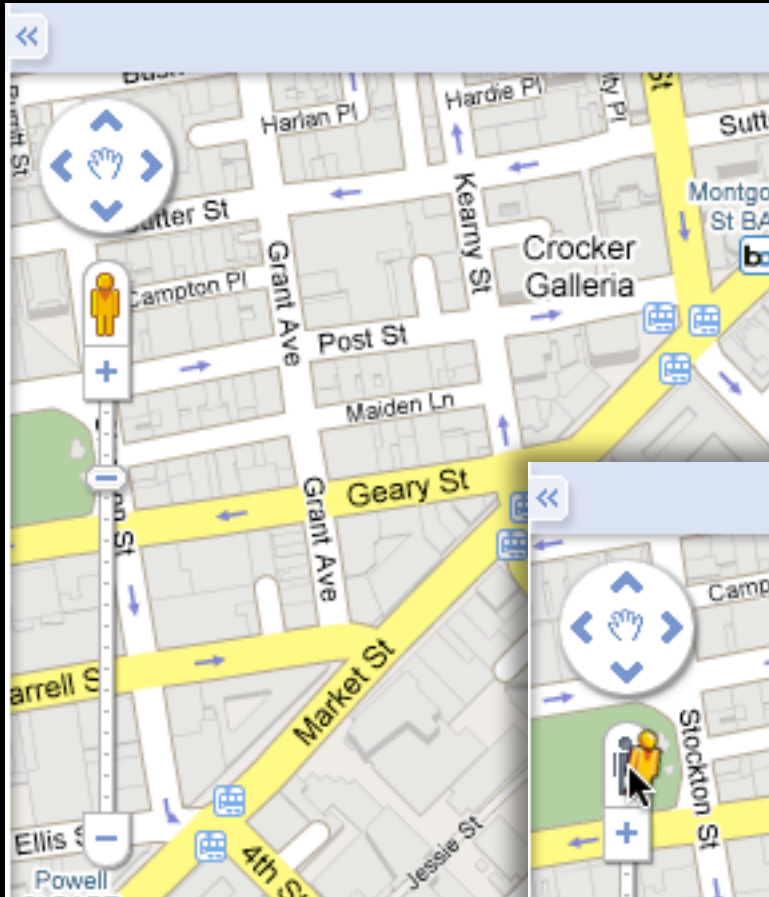
drop down arrow. flickr

# Drag & Drop Invitation

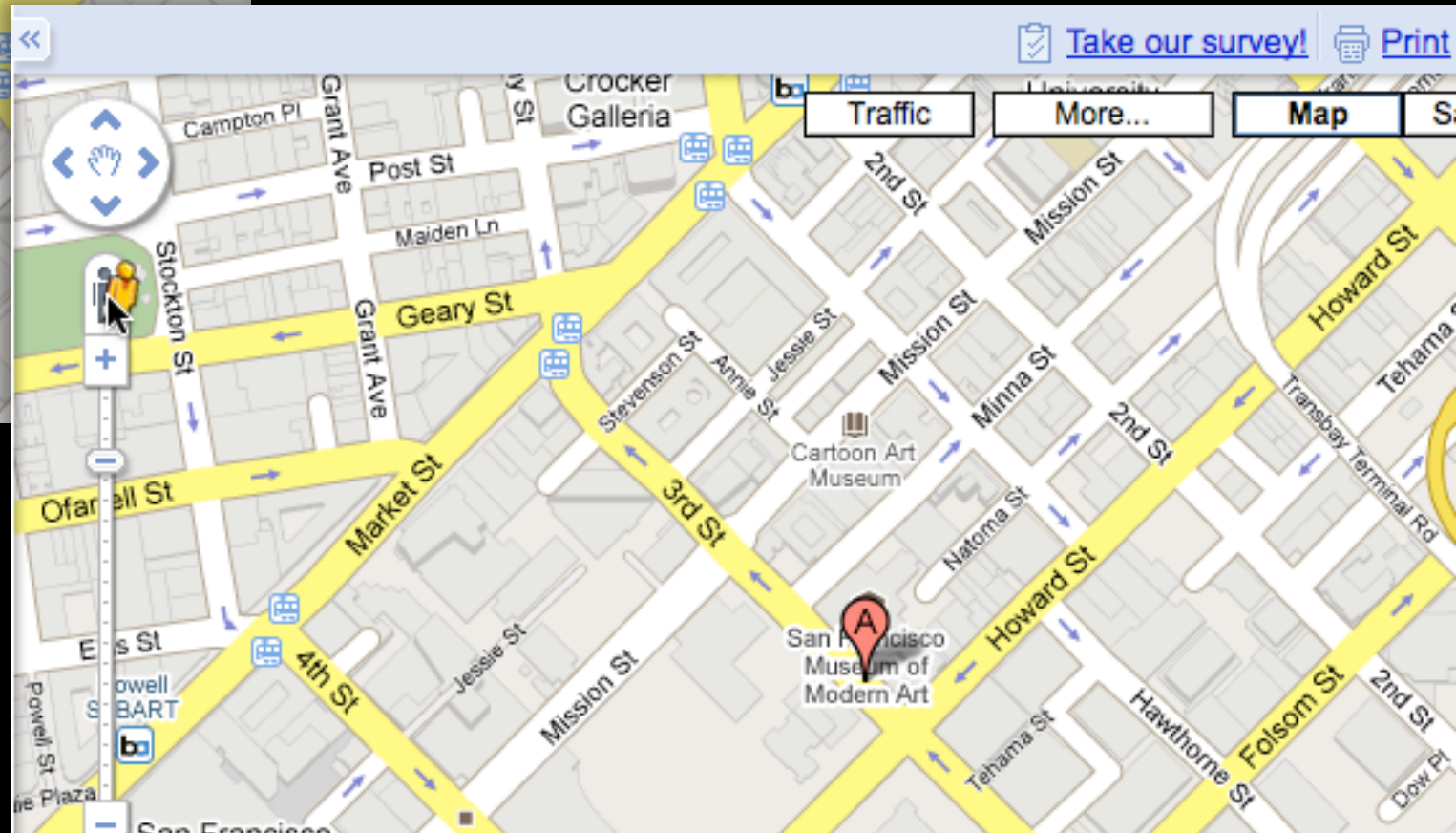


drag invitation. google maps

# Drag & Drop Invitation



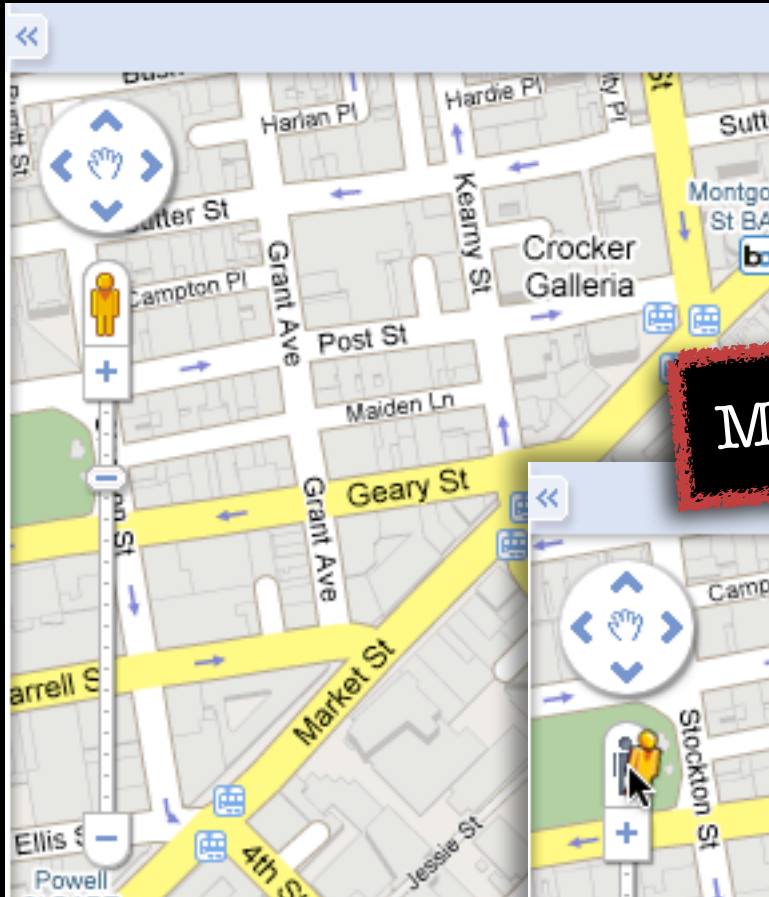
drag invitation. google maps



drop invitation. google maps



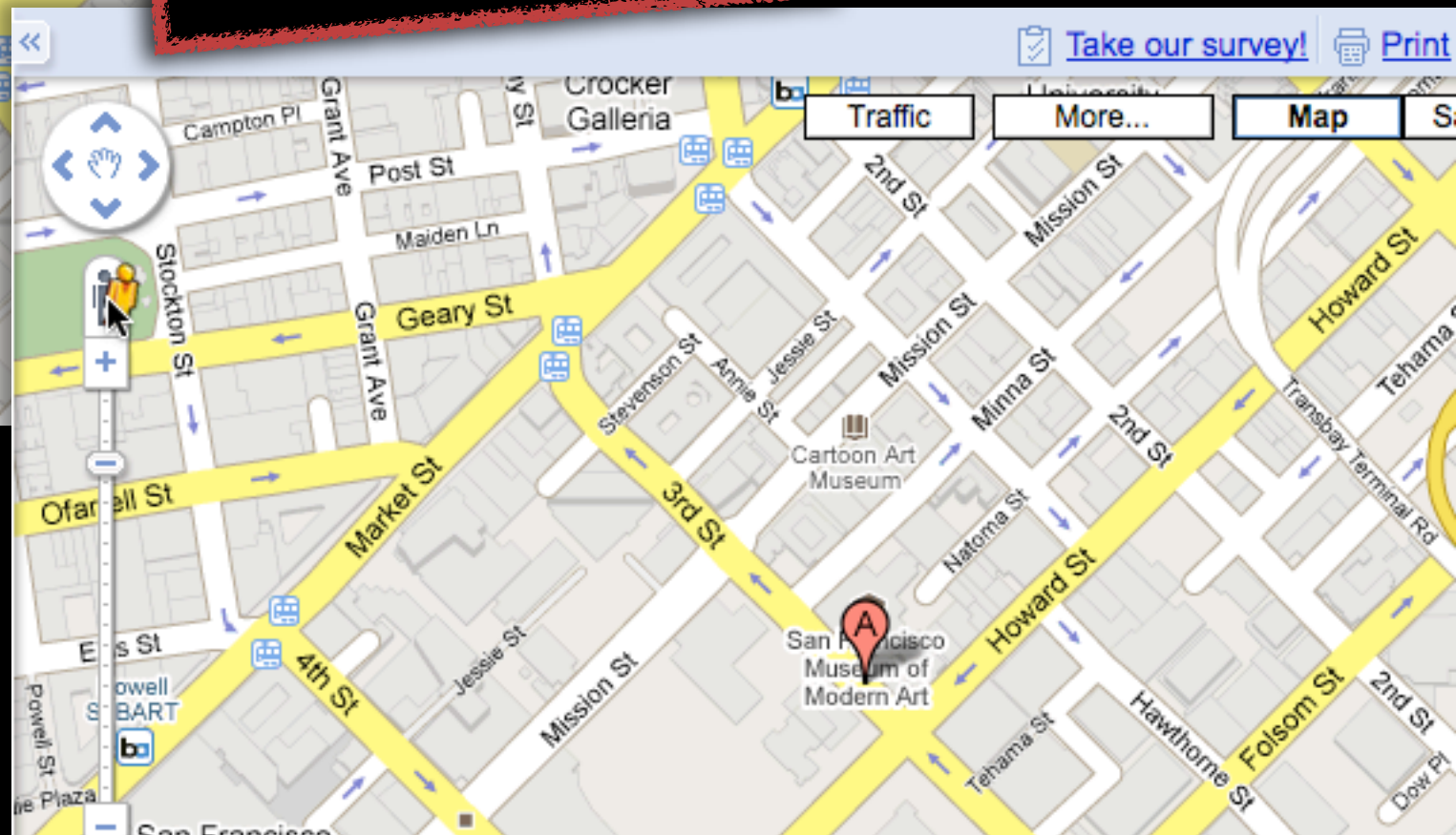
# Drag & Drop Invitation



drag invitation. google maps

Mind your moments.

drop invitation. google maps





Show transitions.



April 1999

S	M	T	W	T	F	S
				1	2	3
				8	9	10
			6	7	16	17
	5	14	15	22	23	24
4	12	13	20	21	28	29
11	19	26				
18	27					
25						



**TurboTax**  
**Deluxe**

Personal Info

Federal Taxes

Federal Review

State Taxes

Print & File

Federal Tax Due  
**\$10,533**

CA Tax Due  
**\$4,973**

Wages & Income

Deductions & Credits

Other Tax Situations

## Enter Your Interest Paid to Some Lender


Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

0.00

anti-pattern. needless fanfare. macintosh turbo tax



**TurboTax**   
**Deluxe**

Personal Info Federal Taxes Federal Review State Taxes Print & File

Wages & Income Deductions & Credits Other Tax Situations

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**\$4,973**

again in slow-motion...

**TurboTax Deluxe**

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again in slow-motion...



nbc.com

upc \*cow

**TurboTax**   
**Deluxe**

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Wages & Income   **Deductions & Credits**   Other Tax Situations

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Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due  
**\$10,533**

CA Tax Due  
**\$4,973**

again in slow-motion...



nbc.com

upc \* cow

# MIND HACKS

*Tips & Tools for Using Your Brain*



*Tom Stafford &  
Matt Webb*

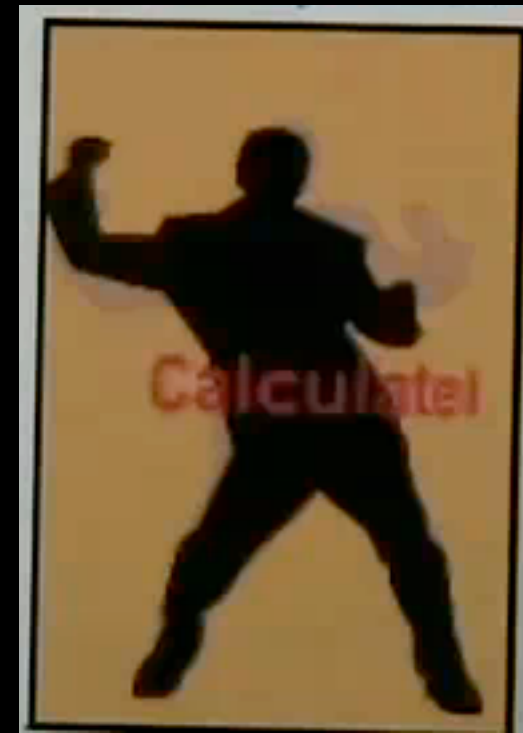
O'REILLY®

*Foreword by Steven Johnson, author of Mind Wide Open*



Attention processing is  
hard-wired into the brain

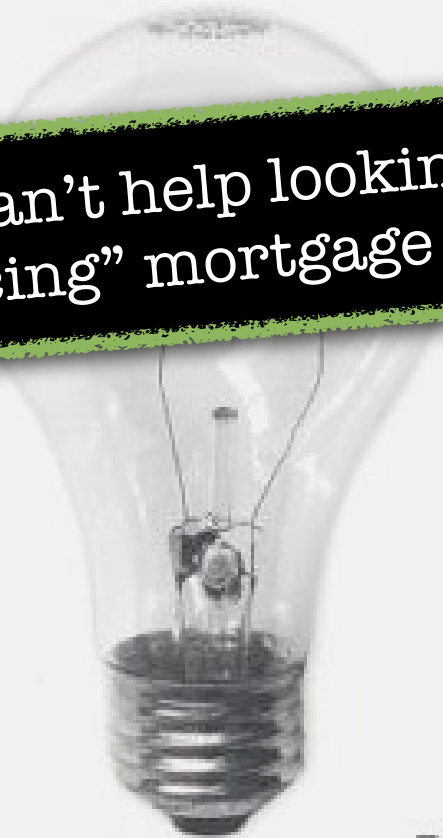
It is chemistry. You can't  
help it.



# MIND HACKS

*Tips & Tools for Using Your Brain*

You can't help looking at  
"dancing" mortgage ads



*Tom Stafford &  
Matt Webb*

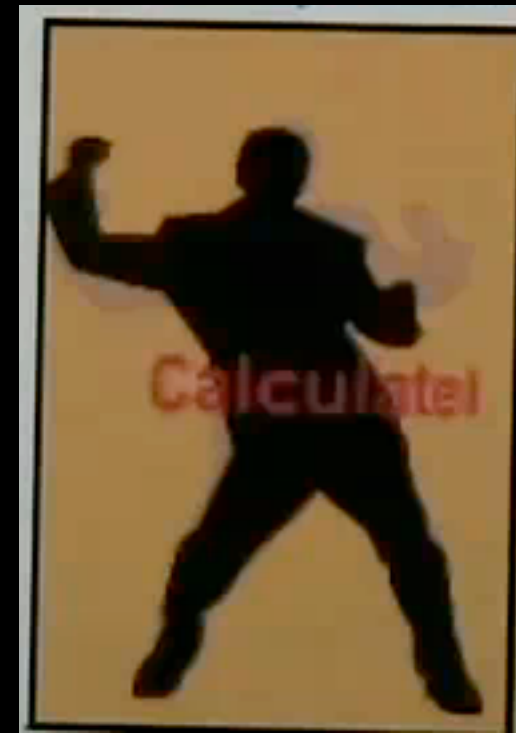
O'REILLY®

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It is chemistry. You can't  
help it.






16280 Paradise Valley Ln  
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶


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

[View Details](#) ★ [Schedule a Tour](#) ▼

anti-pattern. needless fanfare. roost.com

16280 Paradise Valley Ln  
Morgan Hill, CA 95037

\$2,265,000



(1 of 9)

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[View Details](#) [Schedule a Tour](#)

anti-pattern. needless fanfare. roost.com

NASA

HOME NEWS MISSIONS MULTIMEDIA ABOUT NASA

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Username  Log In | Sign Up  Search

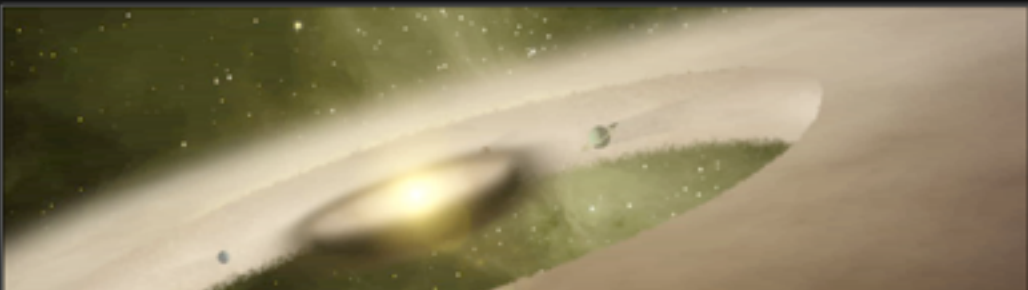
For Public | For Educators | For Students | For Media | For Policymakers | For Employees | MyNASA

Bookmark Send

Atlantis 'Go' for Dec. 6 Launch

NASA Scientist Confirms Light Show on Venus

Youthful Star Sprouts Planets Early



SHUTTLE & STATION

MOON AND MARS

SOLAR SYSTEM

UNIVERSE

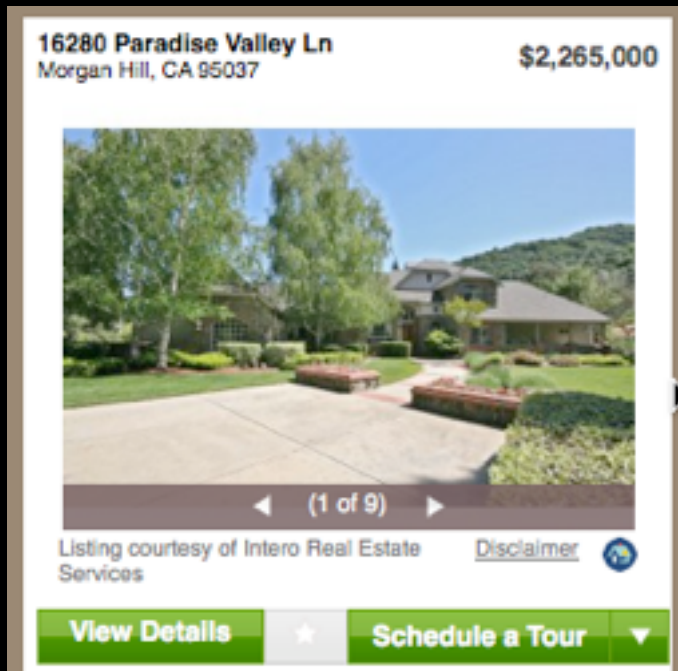
AERONAUTICS

EARTH

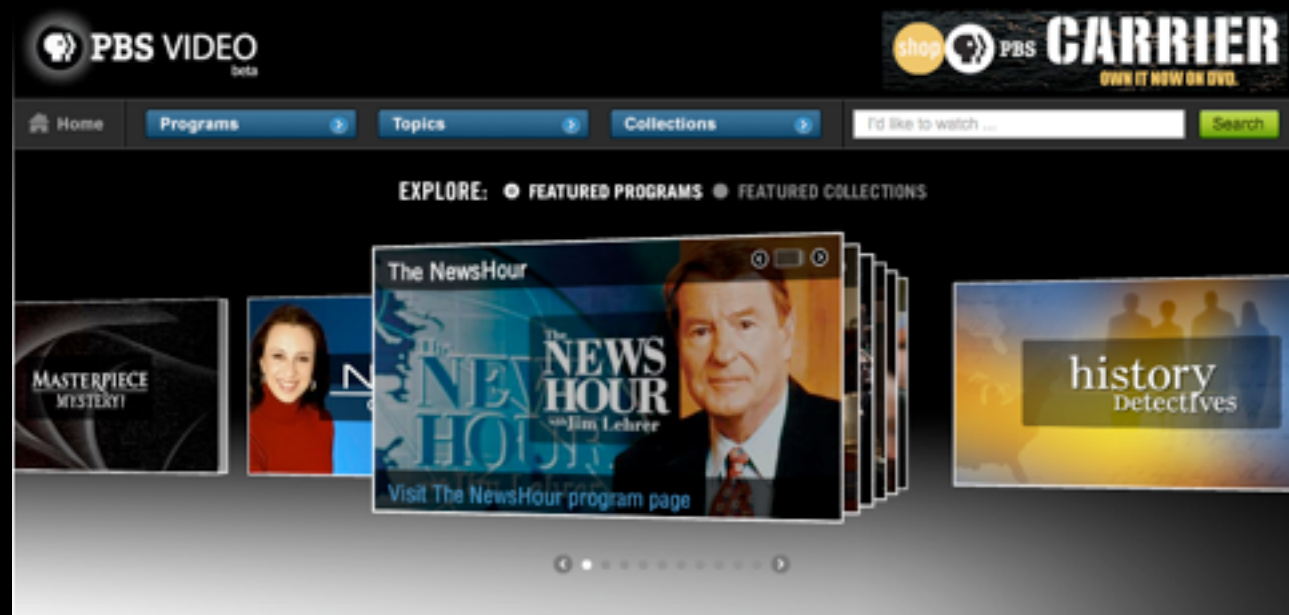
TECHNOLOGY

NASA IN YOUR LIFE

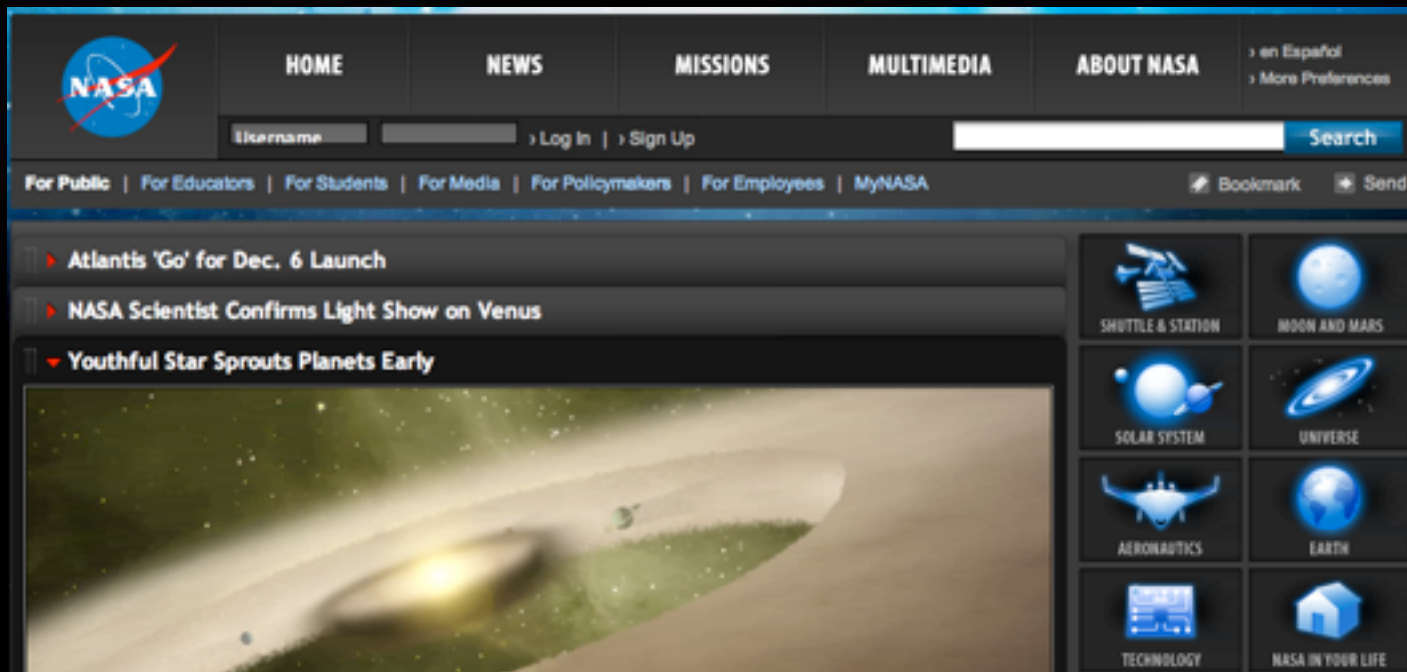
anti-pattern. needless fanfare. nasa.gov



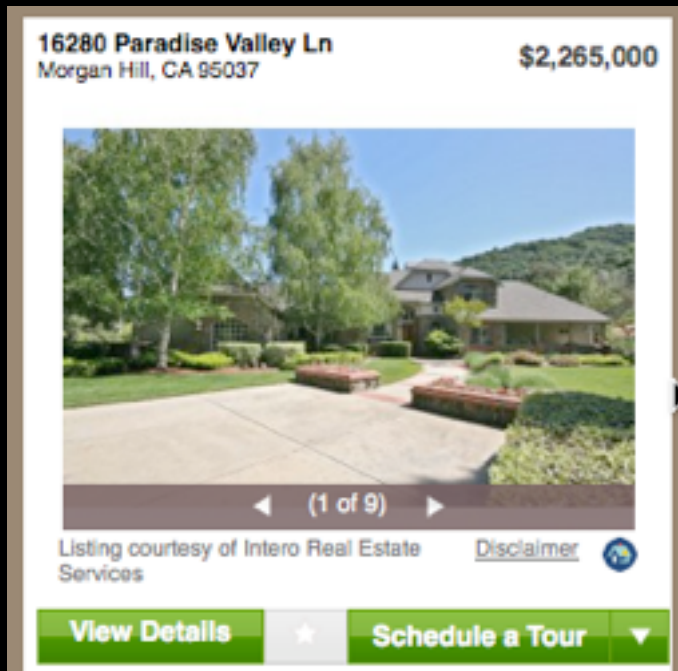
anti-pattern. needless fanfare. roost.com



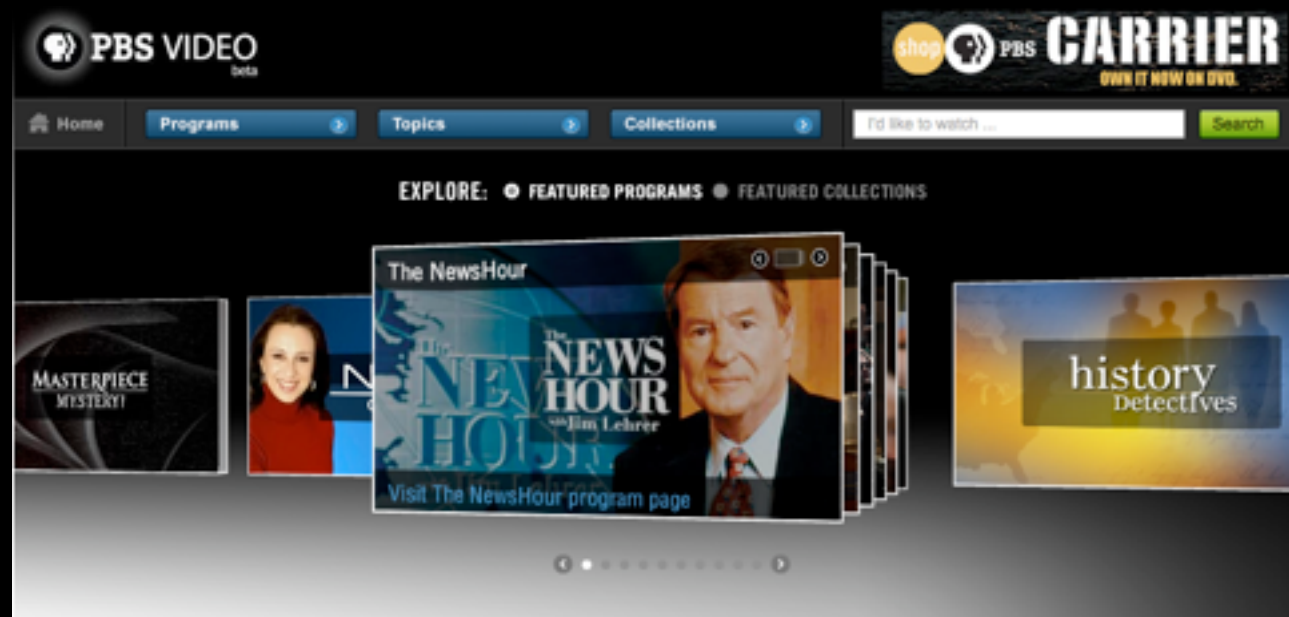
anti-pattern. needless fanfare. pbs.org



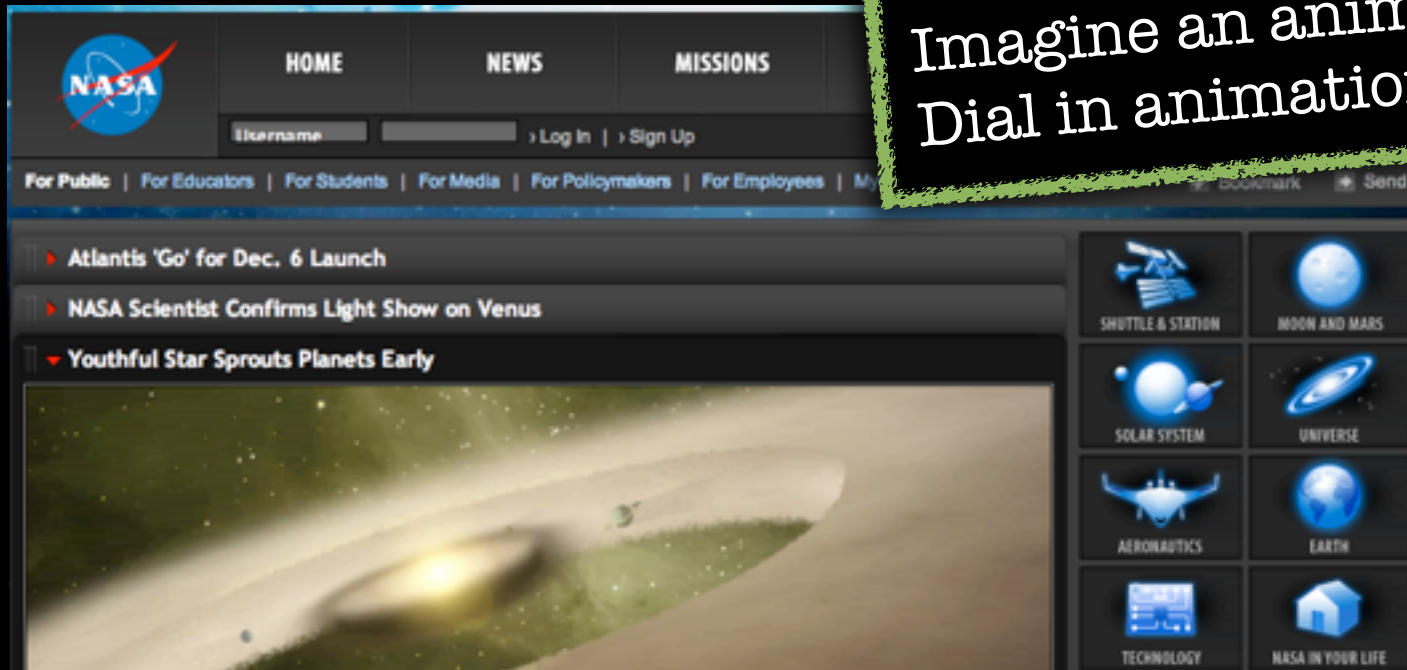
anti-pattern. needless fanfare. nasa.gov



anti-pattern. needless fanfare. roost.com



anti-pattern. needless fanfare. pbs.org



anti-pattern. needless fanfare. nasa.gov

Imagine an animation knob.  
Dial in animation carefully.



**YAHOO! PLUS**

Animated Tour Useful New Features | We Upgraded Mail Storage! Now 2GB

Select Type: **Web** | Images | Local | News | Shopping

Search:  Search

My Services | Feedback

Music | Video | Mail | More

Hello Bill | Sign Out, My Account | 42° - 57°

+ Add Content | + Change Layout | + Change Colors | Select Page: **My Front Page**

### Scoreboard

**TODAY**

**NHL**

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

**NBA**

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

**YESTERDAY**

no games for selected teams

Listen to live audio of college games

### Message Center

Check Email

Launch Messenger **14 friends on**

### Software News

- AccuRev gives software configuration system global focus - 5 hours ago
- Anti-virus Software: The Next Big Worm Target? - 10 hours ago
- India's Satyam logs 64 percent rise in third-quarter profit - 10 hours ago
- Cisco Patches Router, Call Manager Software - 1 day ago

### Best Fare Tracker

Depart: New York, NY - all

Paris, France - all	\$193.00
---------------------	----------

Depart: Seattle/Tacoma, WA

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

Depart: San Francisco, CA

### Weather

Dallas, TX	40...75 F	
Denton, TX	35...75 F	
Sunnyvale, CA	42...57 F	
Boulder Creek, CA	39...59 F	
Gilroy, CA	38...57 F	
San Jose, CA	42...58 F	

Search

search by Zip Code or City

### eHub

- eHub Interviews Prodigem - 11 hours ago
- Veetro - 20 hours ago
- MediaMax - 2 days ago
- iOWEYOU - 2 days ago
- HyperSuper - 2 days ago

### Maps

Select From My Locations or Recently Used clear recent

--- My Locations ---

### BayCHI Monthly Program Events

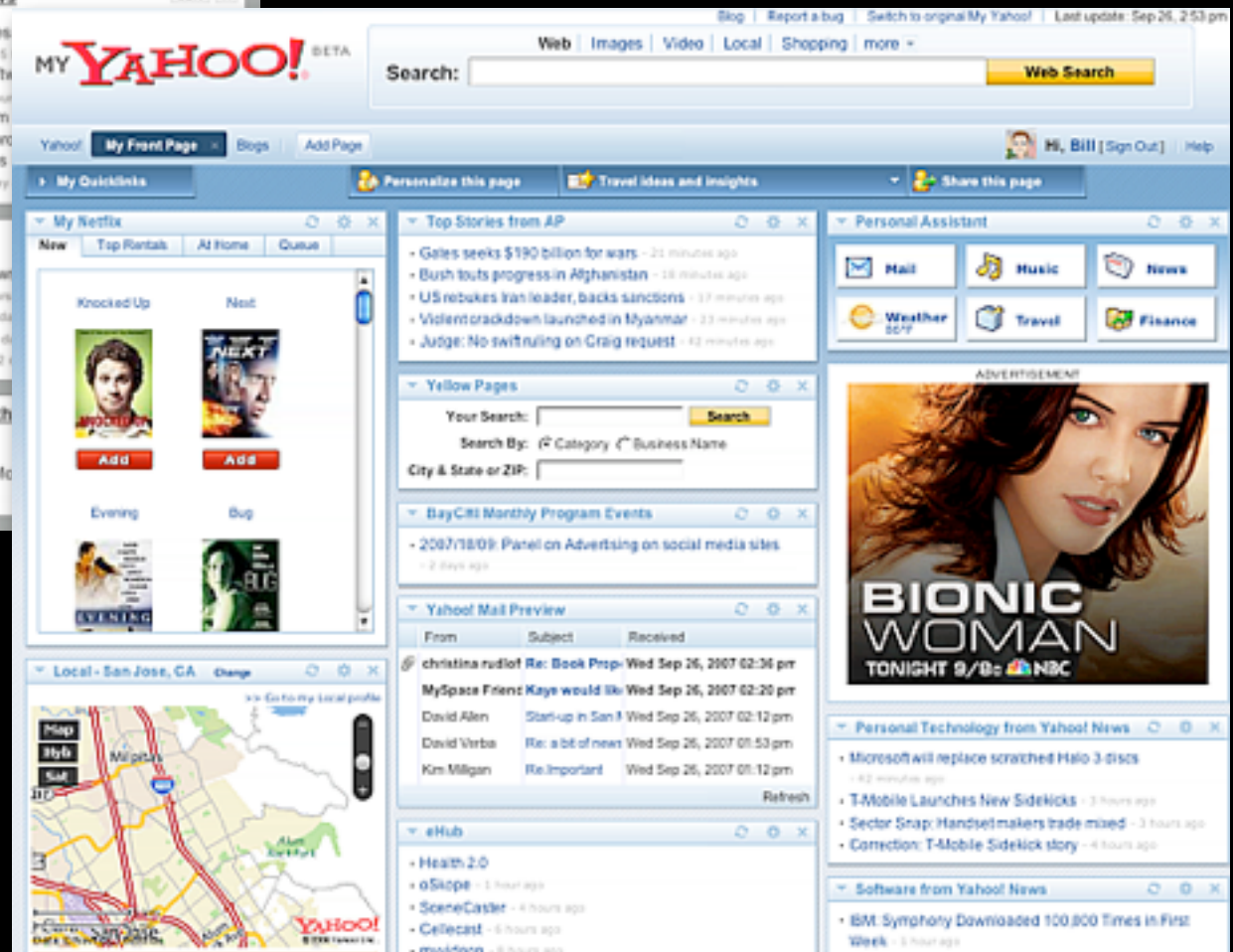
- 2006/02/14: Monthly Program Meeting - 3 hours ago

original. animation on drop. my yahoo!





original. animation on drop. my yahoo!

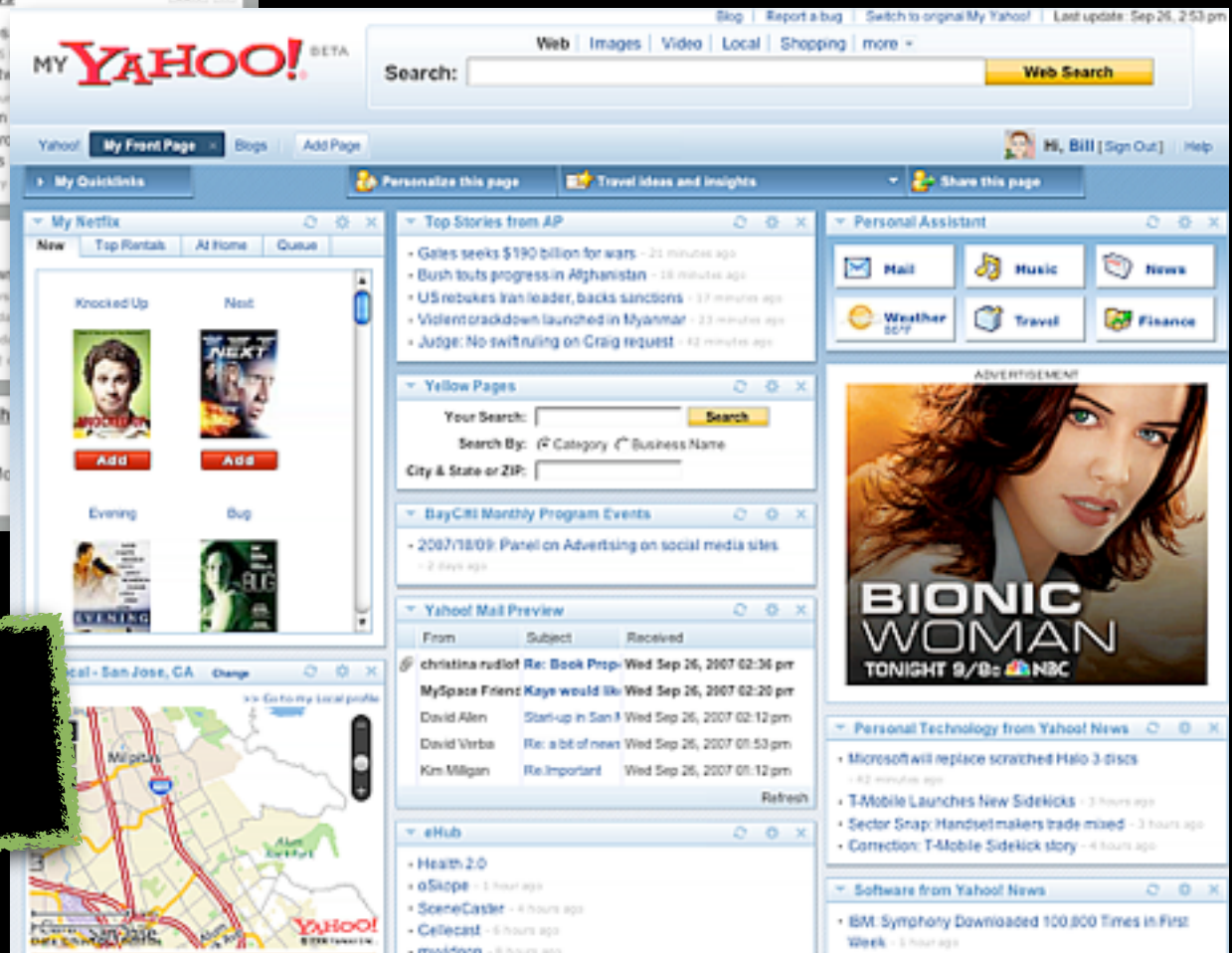


current. no animation on drop. my yahoo!



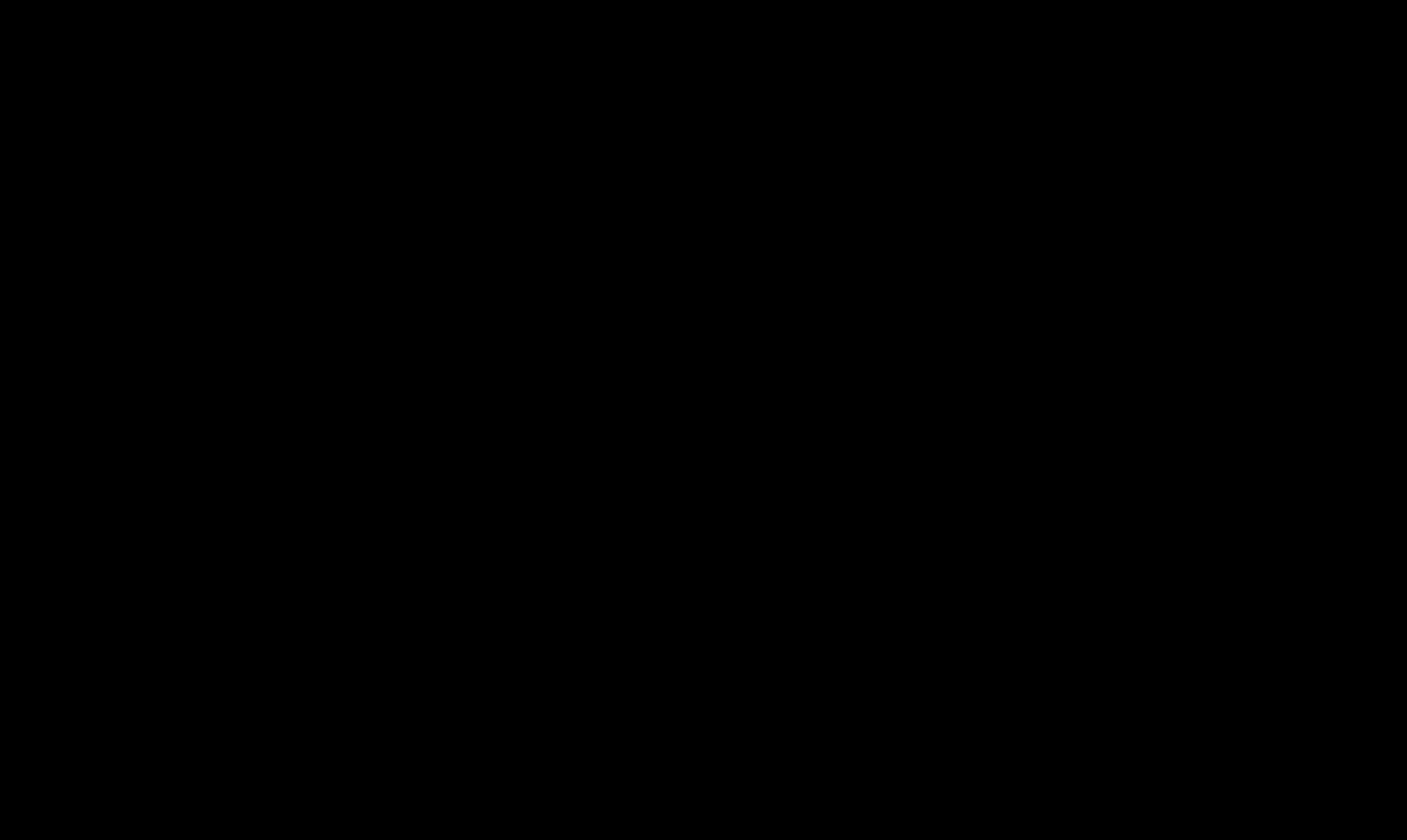
original. animation on drop. my yahoo!

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

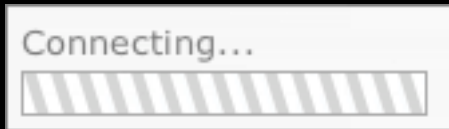


current. no animation on drop. my yahoo!

# Moments Communicate



# Moments Communicate



progress indicator

# Moments Communicate





# Moments Communicate

Connecting...



progress indicator

Speed up time.



earlier version of my yahoo!

# Moments Communicate

Connecting...

progress indicator

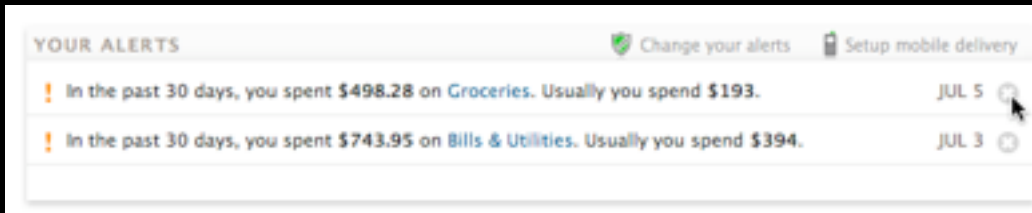
Speed up time.

Slow down time.

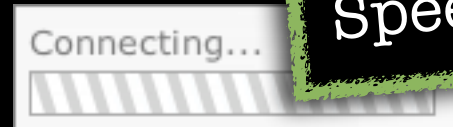


earlier version of my yahoo!

# Moments Communicate



mint.com



progress indicator

Speed up time.



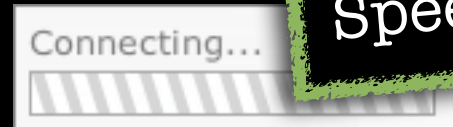
Slow down time.

earlier version of my yahoo!

# Moments Communicate



mint.com



progress indicator

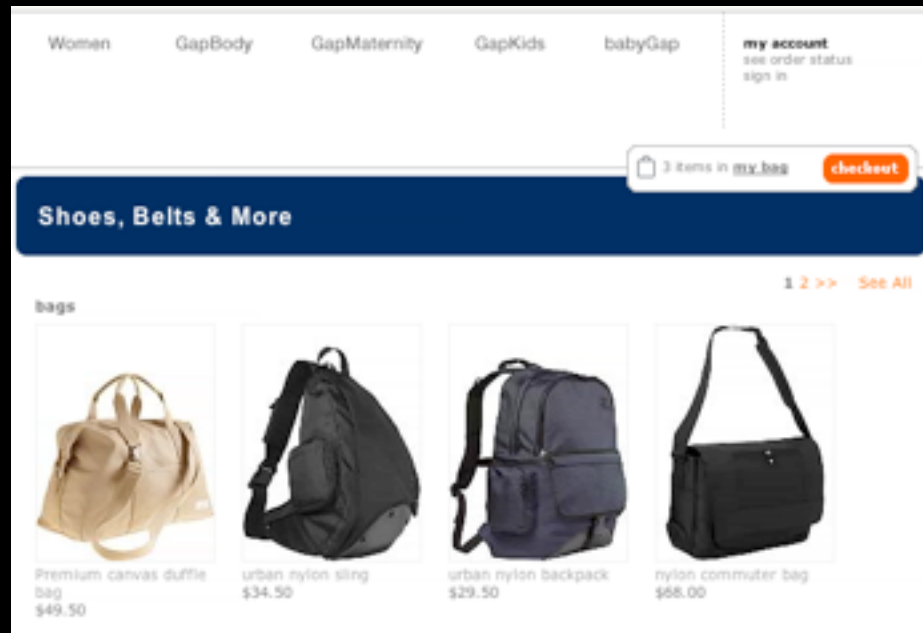


earlier version of my yahoo!

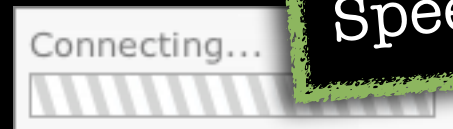
# Moments Communicate



mint.com



the gap



progress indicator



earlier version of my yahoo!

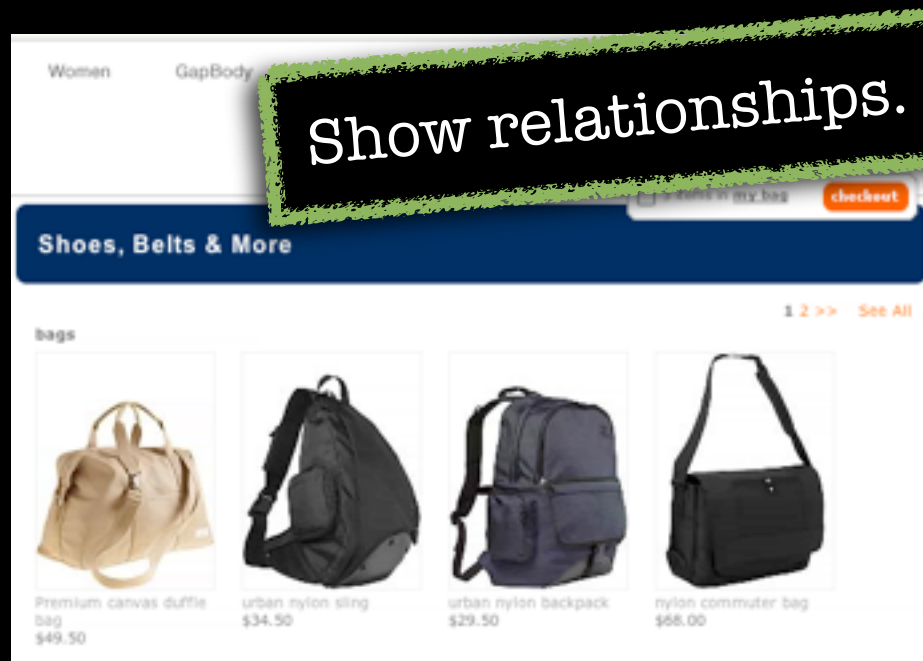




# Moments Communicate



mint.com



the gap

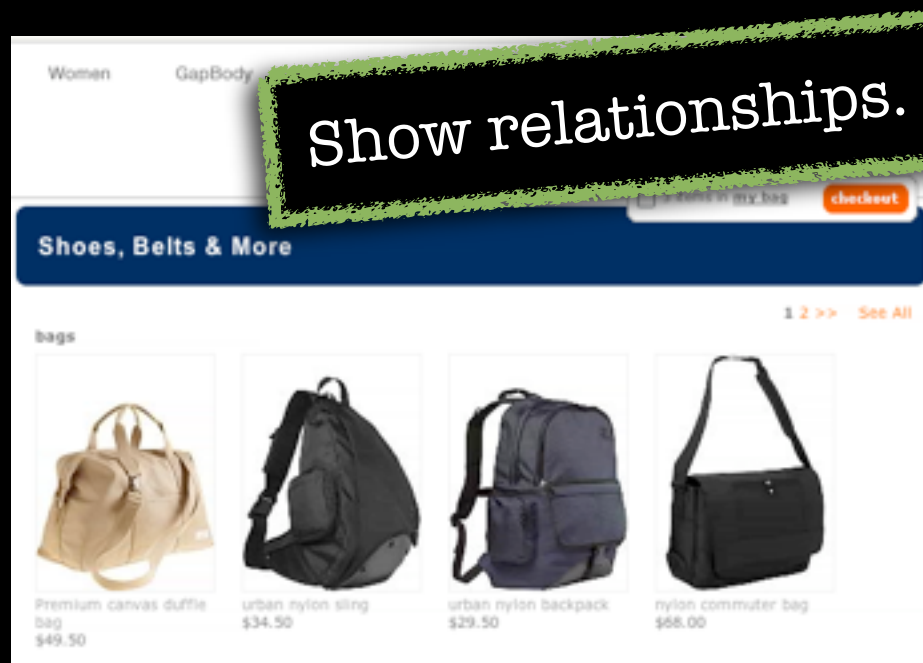


earlier version of my yahoo!

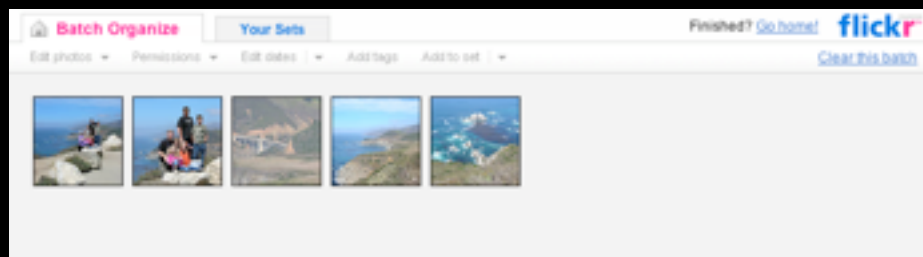
# Moments Communicate



mint.com



the gap



flickr organizer



progress indicator

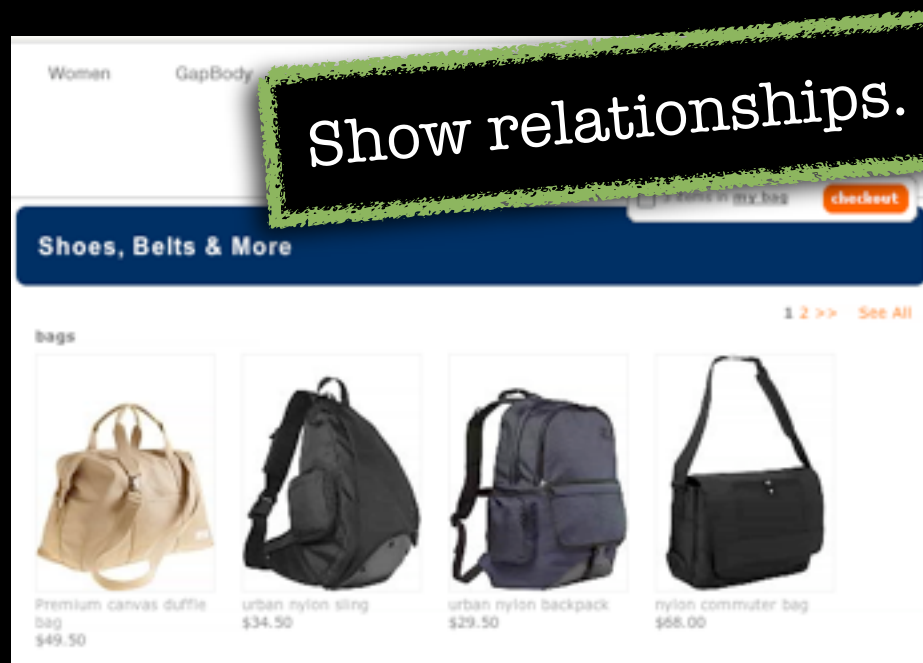


earlier version of my yahoo!

# Moments Communicate



mint.com



the gap



flickr organizer



progress indicator



earlier version of my yahoo!





Be reactive.

Late Night Comedies

⌵ Not Interested

See All >

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

Set this genre  
Late Night Comedies

Sometimes watch

[Humboldt County](#)



Add



⌵ Not Interested

[Revenge of the Nerds: Panty Raid Edition](#)



Add



⌵ Not Interested

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

Set this genre  
Late Night Comedies  
☐ ☒ ☐ Sometimes watch

[Humboldt County](#)



Add

★★★★☆

Not Interested

[Revenge of the Nerds: Panty Raid Edition](#)



Add

★★★★☆

Not Interested

[The Onion Movie](#)



Add

★★★★☆

Not Interested

[A Dirty Shame](#)



Add

★★★★☆

Not Interested

experiment on home page

NETFLIX

Bill Scott | Your Account | Buy / Redeem Gift | Help

Browse DVDs

Watch Instantly

Your Queue

Movies You'll ♥

Movies, actors, directors, genres

Search


Suggestions (1435) | Rate Movies | Taste Preferences | Movies You've Rated (608)

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

Rating Movies in All Genres


RATED MOVIES 608

Miss Congeniality




Add

Big Momma's House




Add

Hitch



Add

Taxi Driver



Add

dedicated area

# Live Feedback

 beta

merican airlines from july 12 to july 16

**Expedia flight search** redirect 

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

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

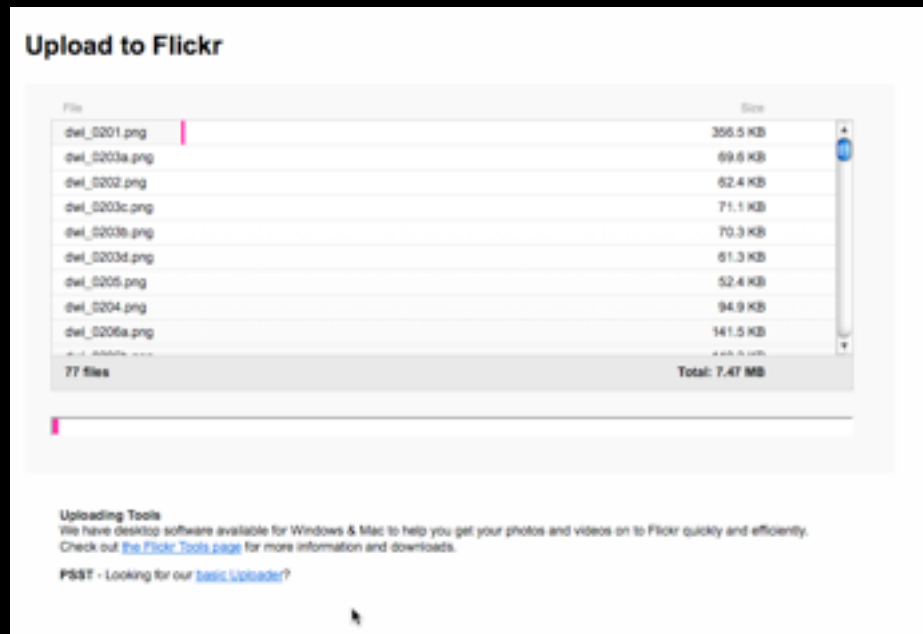
**Dates:**  
leaving Sat July 12, 2008  
returning Wed July 16, 2008

**Passengers:**  
1 adult

**Other trip details:**  
Economy class on American Airlines

live feedback. wundrbar

# Live Feedback

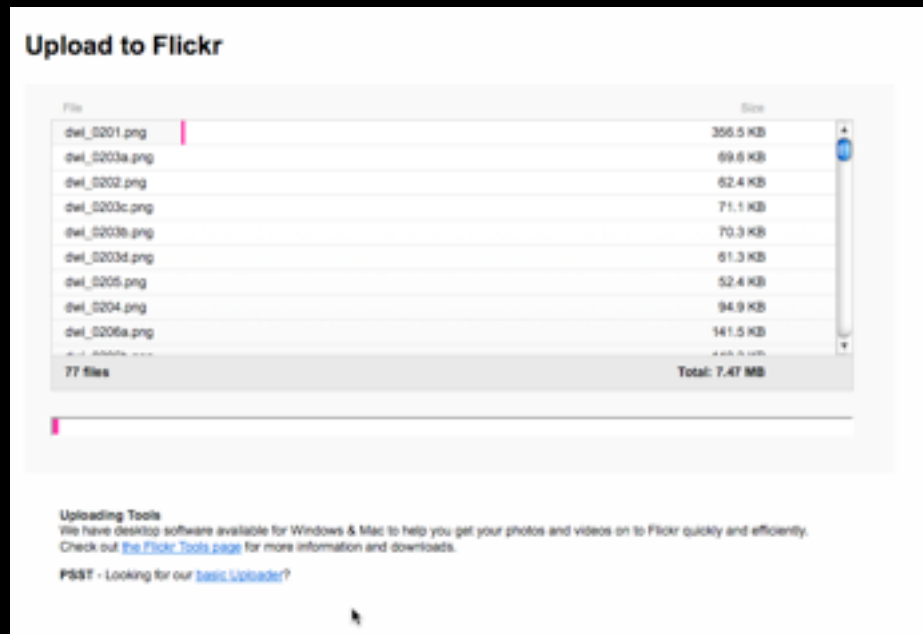


live feedback. flickr



live feedback. wundrbar

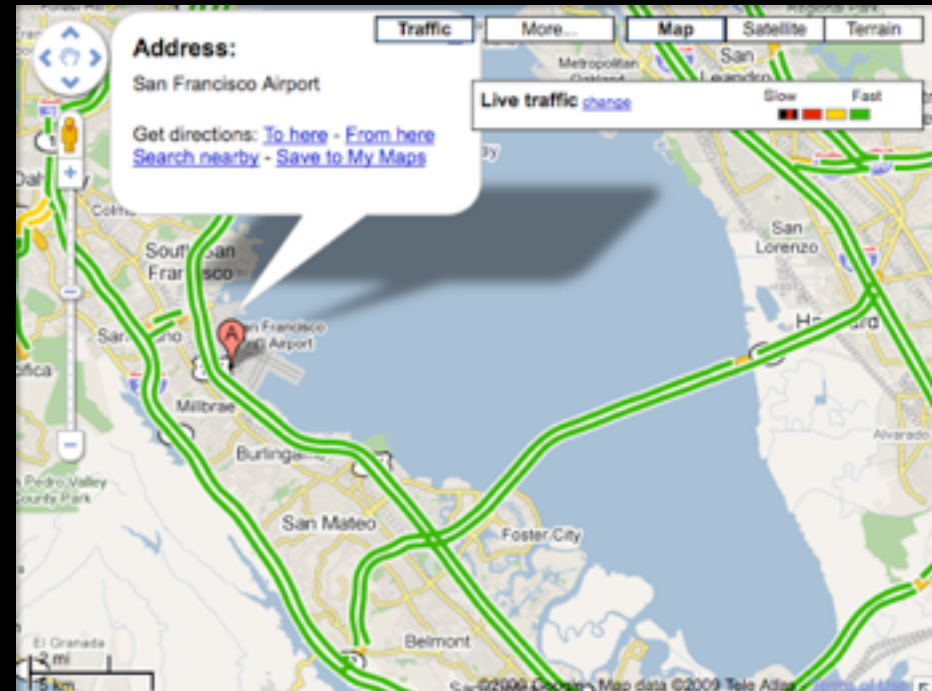
# Live Feedback



live feedback. flickr



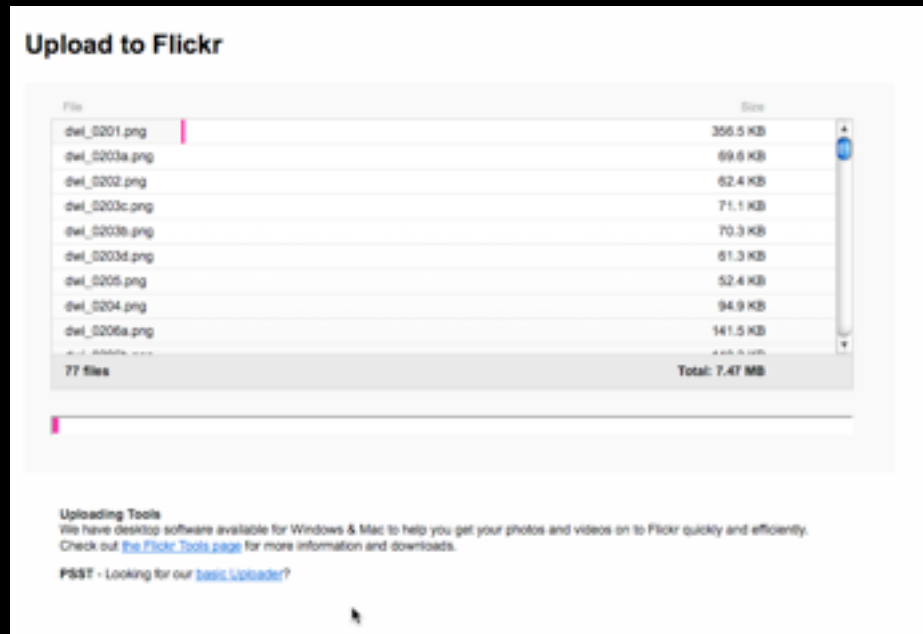
live feedback. wundrbar



live feedback. google maps

# Live Feedback

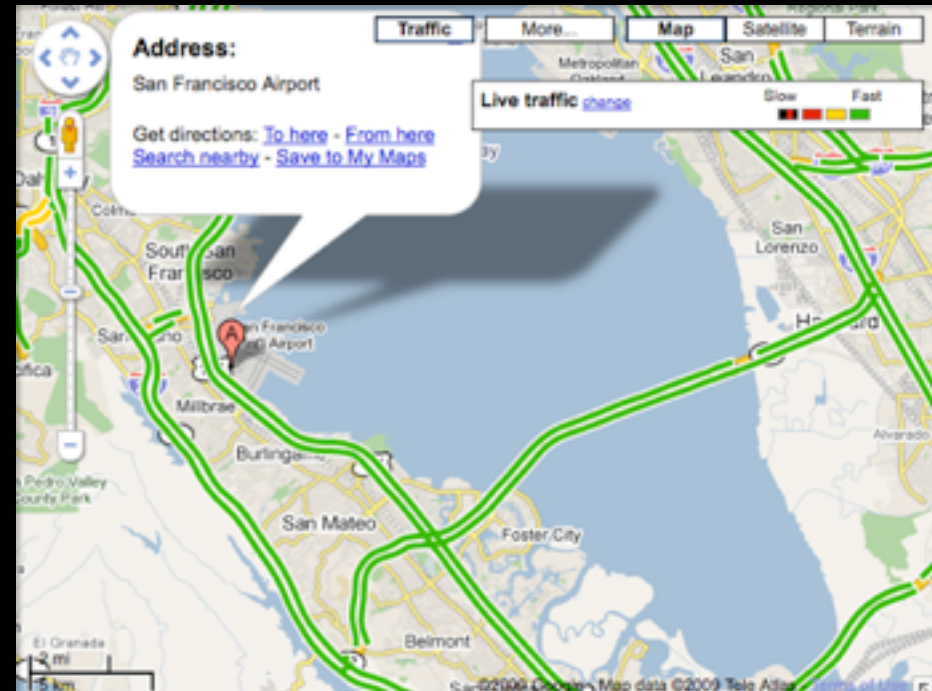
Create a tight feedback loop with the user.



live feedback. flickr



live feedback. wundrbar



live feedback. google maps



# Live Suggest

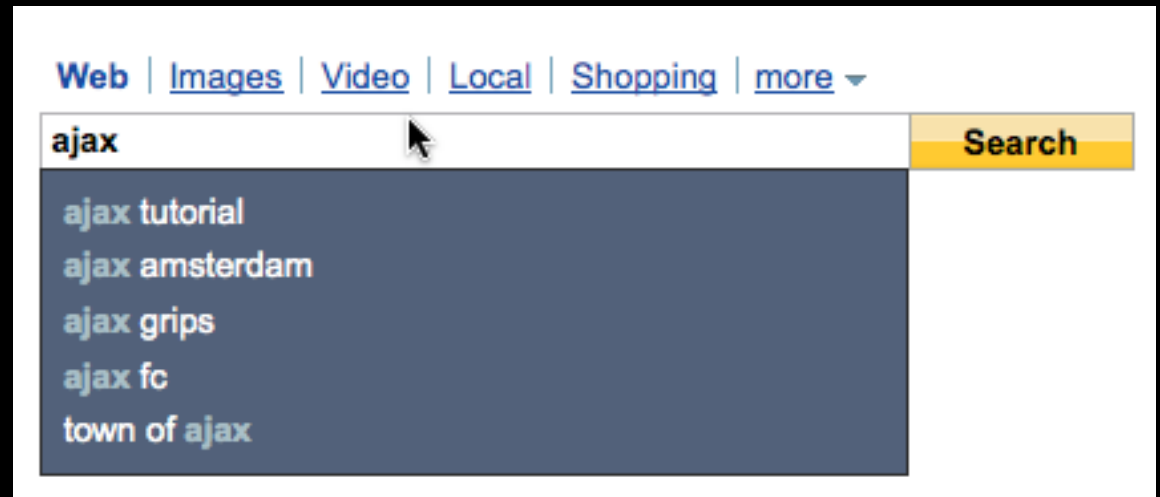


live suggest. google (early version)

# Live Suggest



live suggest. google (early version)

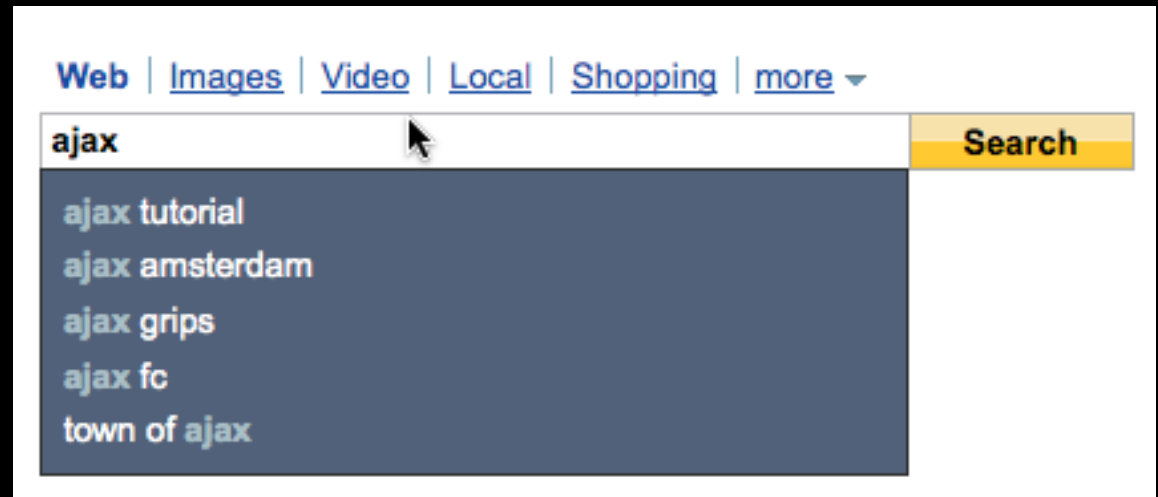


live suggest. yahoo search

# Live Suggest

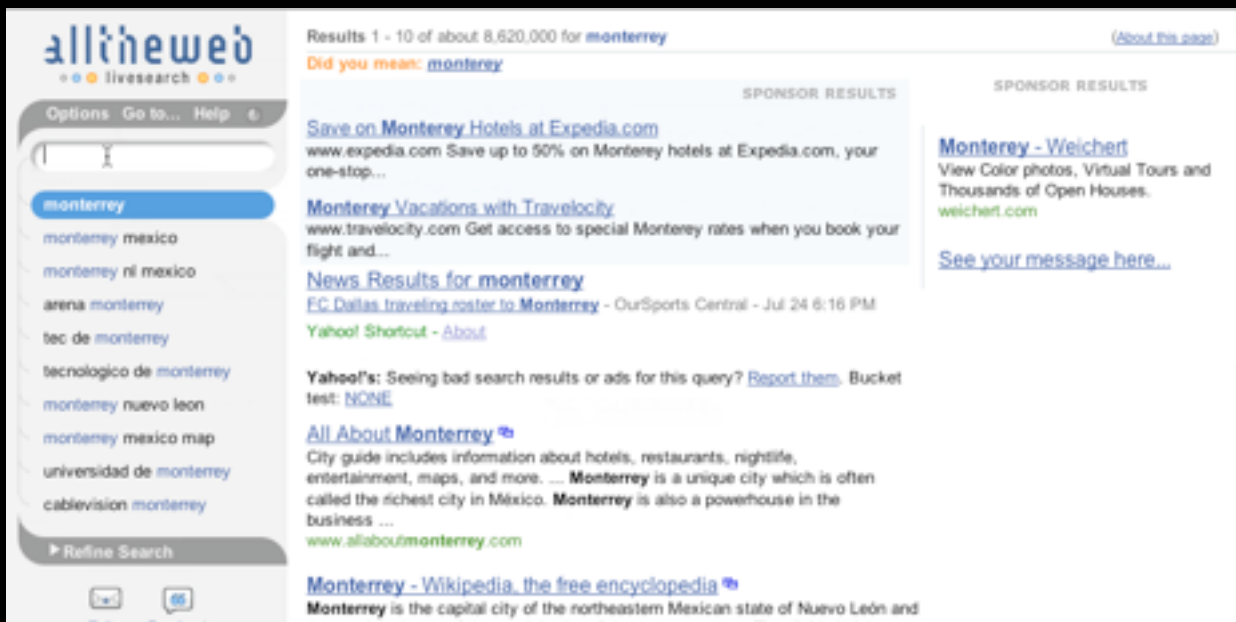


live suggest. google (early version)



live suggest. yahoo search

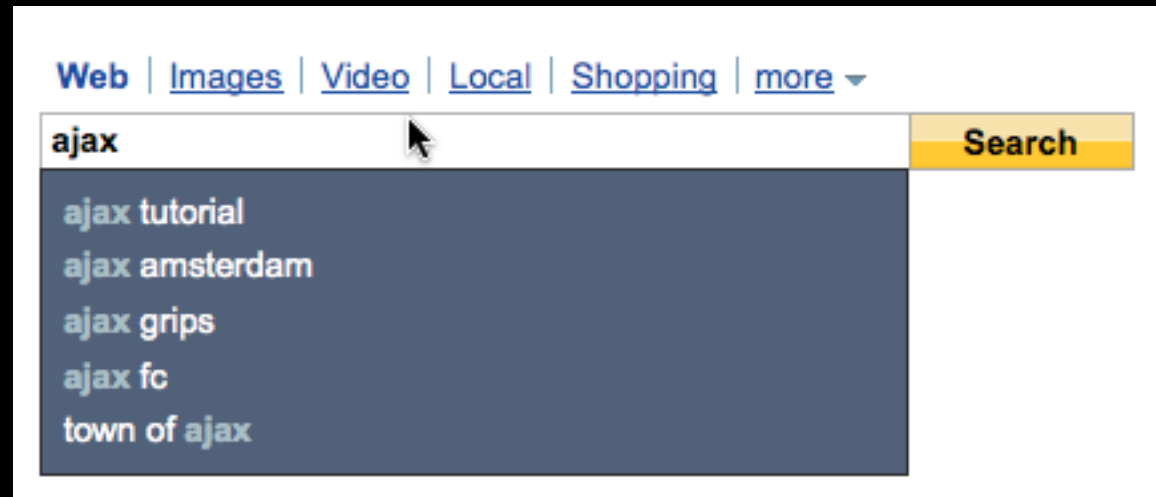
live suggest. early yahoo search experiment



# Live Suggest

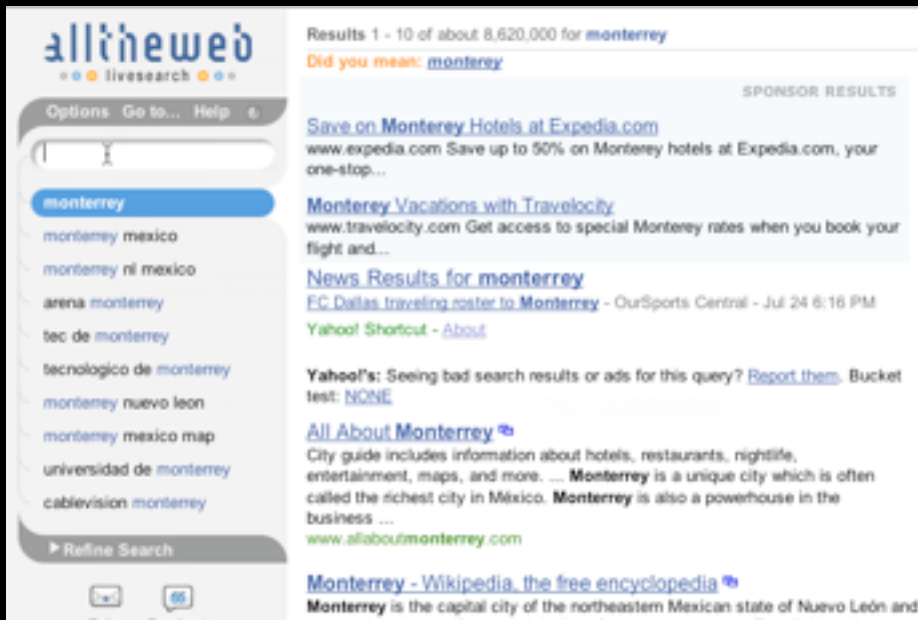


live suggest. google (early version)



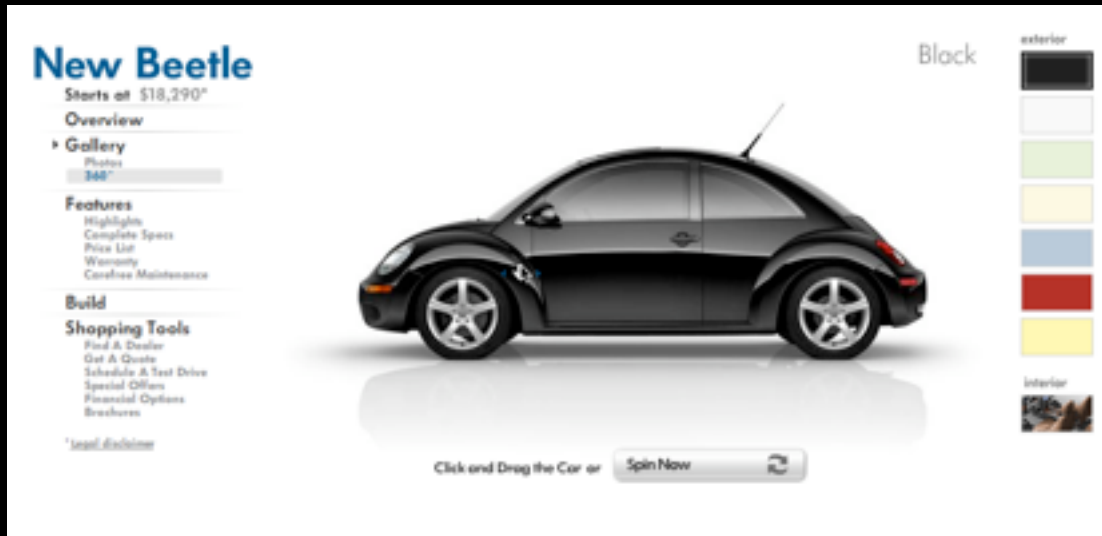
live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal  
rather than distract from it.

# Live Previews



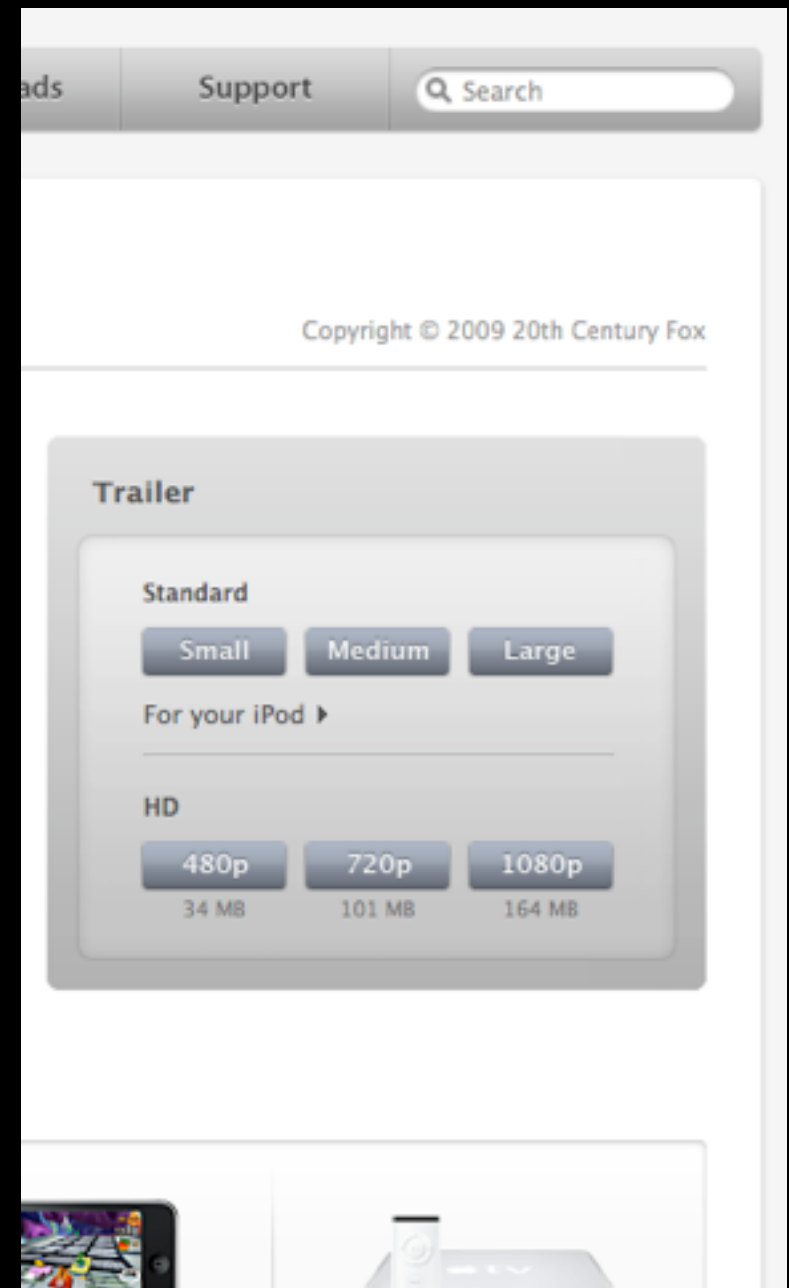
live preview. volkswagen car configurator



# Live Previews



live preview. volkswagen car configurator



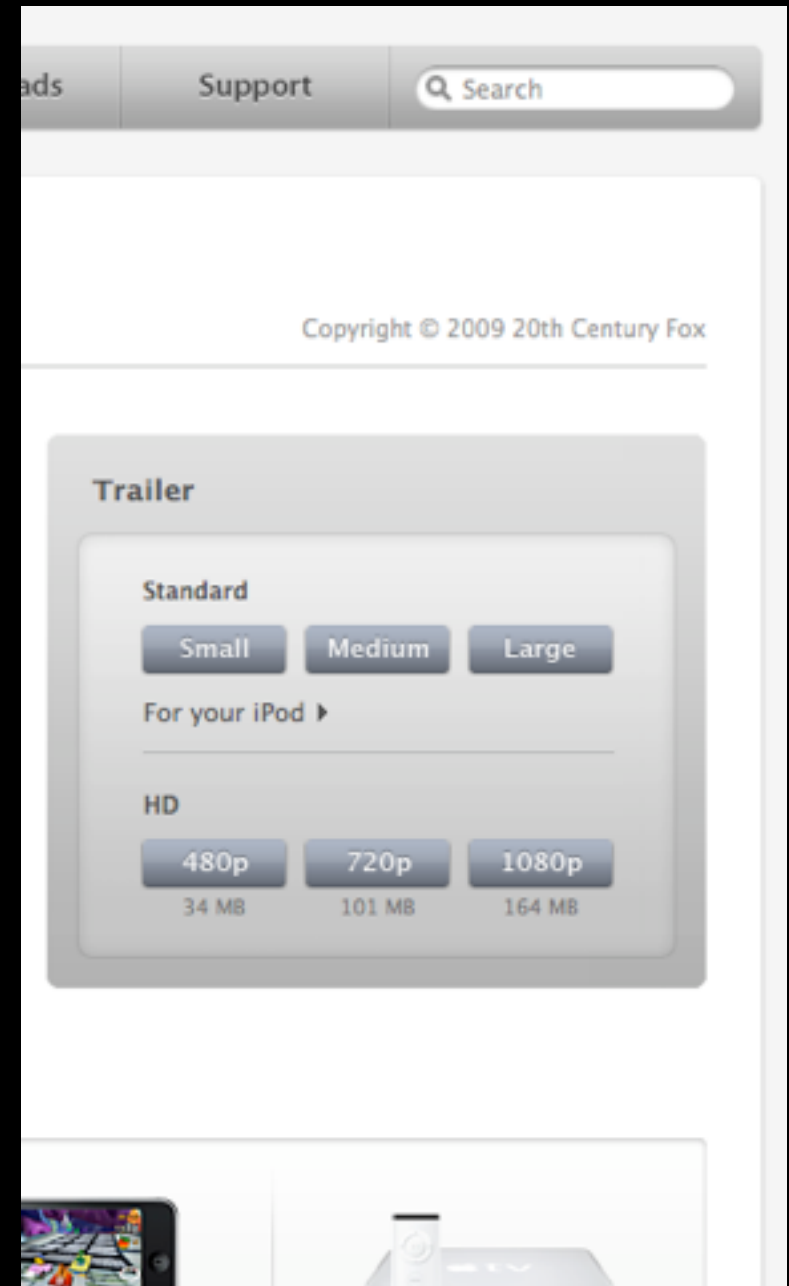
live suggest. apple search

# Live Previews



live preview. volkswagen car configurator

Use live previews.



live suggest. apple search

# Live Filtering

The screenshot displays the Bing Tweets website, which integrates Twitter trends with Bing search results. The top navigation bar includes links for 'About BingTweets', 'Feedback', and 'Follow @Bing on Twitter'. A search bar is positioned on the right, labeled 'Search Bing & Twitter'. Below the navigation bar, the 'trending topics' section features a 'twitter' logo and tabs for 'Popular Now', 'People', 'Places', and 'Products'. The 'People' tab is selected, showing a list of names including Carl Crawford, Chuck Norris, Dash Snow, Dave Chappelle, Joe Buck, Lamar Odom, Mariano Rivera, Michael Jackson, Obama, Orrin Hatch, Pujols, Ryan Higa, Ryan Howard, Sonia Sotomayor, Wendy Williams, and others. To the right, a 'share this result' box contains a snippet of text about Carl Crawford and a link to a BingTweets page, with a 'Tweet this' button and a 'Share This' button. The main content area is divided into two sections: 'tweets' on the left and 'search results' on the right. The 'tweets' section shows a list of tweets from users like jolink1, really, and TheLuckyLadybug, with dates and times. The 'search results' section shows a search for 'Carl Crawford' with a 'bing' logo and a search bar. Below the search bar, there are tabs for 'Web', 'Images', 'Videos', 'Shopping', 'News', 'Maps', 'More', 'MSN', and 'Windows Live'. The 'Web' tab is selected, showing a list of results for 'CARL CRAWFORD'. The first result is a biography entry for Carl Crawford, a left fielder for the Tampa Bay Rays. It includes a photo of Crawford and a table of his statistics for the 2009 season. The table has columns for 'OPP', 'AB', 'R', 'H', 'HR', 'RBI', 'BB', 'K', and 'SB'. The data rows show his performance against the Oakland Athletics (Oak) on July 10, 11, and 12. Below the table, it shows his performance against the St. Louis Cardinals (StL) on July 17. The statistics are: Season: GP 88, AVG .309, HR 8, RBI 39, Runs 58, SB 44. The page also includes links to 'Player Stats', 'FOX Sports on MSN', and 'Statistics provided by STATS, Inc. © 2009'. There are also links to news articles about Crawford's catch and his blog archives.

bing tweets  
BETA  
Fusing Twitter Trends with Bing Insights

About BingTweets | Feedback | Follow @Bing on Twitter

Search Bing & Twitter

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

share this result

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

74 Tweet this Share This

tweets

jolink1: CQ Politics | Craig Crawford's Trail Mix - Smiling GOPers Ought to ...  
<http://u.mavrev.com/o2tw>  
Jul 15, 2009 10:58am

really: At a minium, Papelon should but Crawford a rolex.  
Jul 15, 2009 10:57am

TheLuckyLadybug: Win the Tutu's Take...Meaningful Beauty by Cindy Crawford Review (GIVEAWAY!) | thechanamama.com - Source: <http://bit.ly/Q1je4> @thechanamama  
Jul 15, 2009 10:57am

StPeteSpirits: Wednesday's

search results

Open Bing in new window Return to Bing

Web Images Videos Shopping News Maps More MSN Windows Live

bing

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

Reduce search effort  
with live filtering.

The screenshot displays the Bing Tweets website. At the top, the 'bing tweets' logo is visible with the tagline 'Fusing Twitter Trends with Bing Insights'. Below this, there's a 'trending topics' section with tabs for 'Popular Now', 'People', 'Places', and 'Products'. The 'People' tab is selected, showing a list of names including Carl Crawford, Chuck Norris, Dash Snow, Dave Chappelle, Joe Buck, Lamar Odom, Mariano Rivera, Michael Jackson, Obama, Orrin Hatch, Pujols, Ryan Higa, Ryan Howard, Sonia Sotomayor, Wendy Williams, and others. To the right, there's a 'share this result' section with a text box containing a link to a tweet about Carl Crawford and buttons for 'Tweet this' and 'Share This'.

The main content area is divided into two columns. The left column, titled 'tweets', shows a list of tweets. The first tweet is from 'jokirk1' about 'Crawford's Trail Mix - Smiling GOPers Ought to ...'. The second tweet is from 'really' about 'At a minium, Papelbon should but Crawford a rolex.'. The third tweet is from 'TheLuckyLadybug' about 'Win the Tutu's Take... Meaningful Beauty by Cindy Crawford Review (GIVEAWAY!)'. The right column, titled 'search results', shows the search results for 'Carl Crawford'. It includes a 'bing' logo, a search bar with 'Carl Crawford', and a list of results. The first result is 'Carl Crawford LF, #13 Tampa Bay Rays'. Below this, there's a table of statistics for Carl Crawford.

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

Below the table, it says 'Jul 17 - Rays at Royals - 8:10 PM ET'. Further down, it shows 'Season: GP 88 - AVG .309 - HR 8 - RBI 39 - Runs 58 - SB 44'. At the bottom, there's a section for 'RELATED SEARCHES' with links to 'Ryan Howard' and 'Jimmy Rollins'.

refining search. bing tweets

# Live Forms

Find a domain name:

www.    
 (ex. widgetdesigns.com)

Search

live forms. yahoo! small business



# Live Forms

Find a domain name:

www.    
 (ex. widgetdesigns.com)

Search

live forms. yahoo! small business

Required information for Google account

Your current email address:    
 e.g. myname@example.com. This will be your username and sign-in.

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

live forms. google account creation

# Live Forms

Find a domain name:

www.

(ex. widgetdesigns.com)

live forms. yahoo! small business

Prevent errors beforehand  
with live forms.

Required information for Google account

Your current email address:

e.g. myname@example.com. This will be your username and sign-in.


Choose a password:

Minimum of 6 characters in length.

[Password strength:](#) Too short

live forms. google account creation

# Auto Complete




KAYAK™ Search with us, book with them.™


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

☒ Round-trip ☐ One-way ☐ Multi-city

**From**  
  
☒ Show Nearby Airports

**To**  
  
☒ Show Nearby Airports

**Leave**   **Time**  ▼

**Return**   **Time**  ▼

**Travelers**  ▼

**Cabin**  ▼

☐ Prefer Nonstop

for [hundreds of airlines.](#)

auto complete. kayak

# Auto Complete



KAYAK™ Search with us, book with them.™

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

☒ Round-trip ☐ One-way ☐ Multi-city

From

☒ Show Nearby Airports

Leave

Travelers

☐ Prefer Nonstop

To

☒ Show Nearby Airports

Return

Cabin

for [hundreds of airlines.](#)

Reduce user effort by  
autocompleting correctly.

auto complete. kayak

Input where you output.

Maintain flow.

Require a light footprint.

Invite interaction.

Show transitions.

Be reactive.



# Flickr Credits

<http://tr.im/t6Ew>

# Presentation

[billwscott.com/share/  
presentations/2009/meebo](http://billwscott.com/share/presentations/2009/meebo)

# Blog

[looksgoodworkswell.com](http://looksgoodworkswell.com)

# Web username

[billwscott](#)



# Book

[designingwebinterfaces.com](http://designingwebinterfaces.com)  
O'Reilly