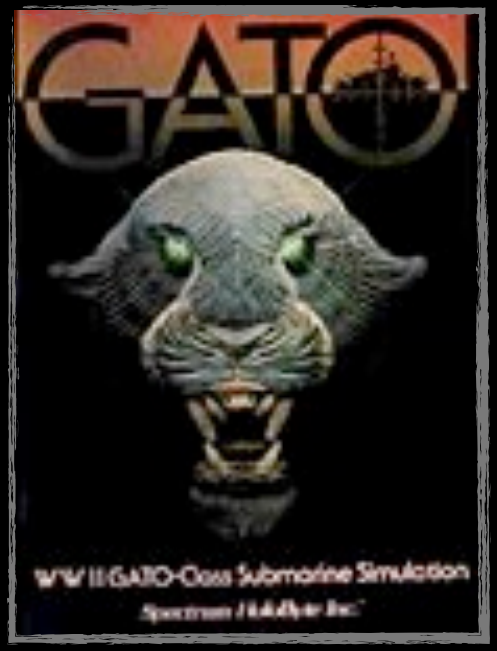
Designing for Interesting Moments

Bill Scott
Director, UI Engineering
Netflix

Meebo ~ November 6, 2009

Me


GATO
WWII GATO-Class Submarine Simulation

Rico
JavaScript for Rich Internet Applications
An open-source JavaScript library for creating rich internet applications. Rico provides full Ajax support, drag and drop management and a cinematic effects library.
BACKGROUND
OPEN SOURCE
BROWSER SUPPORT
AJAX SUPPORT
DRAG AND DROP
CINEMATIC EFFECTS
BEHAVIORS

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

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

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

Current Moon Phase

youtube :: top rated

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

National Geographic POD

POD -

Google Webmaster Tools

Stock Market

HowStuffWorks.com Daily Feed

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

Slashdot

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

BBC News | News Front Page | World Edition

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

Wired Top Stories

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

NYT > Home Page

- News Analysis: Iran Insider Sees a Chance to Seize Moment
- News Analysis: Democrats Grow Wary as Health Bill Advances
- Drivers Dismiss Risks of Multitasking on the Road
- An Appraisal: Cronkite's Signature: Approachable Authority
- Media Decoder: Explaining Cronkite to the YouTube Generation
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- 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 »

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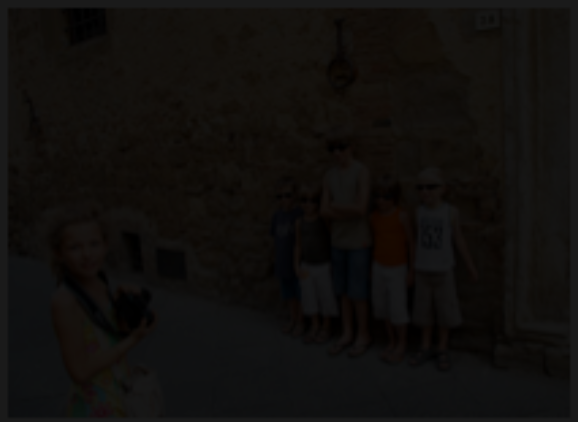

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Simple Interaction? Events...

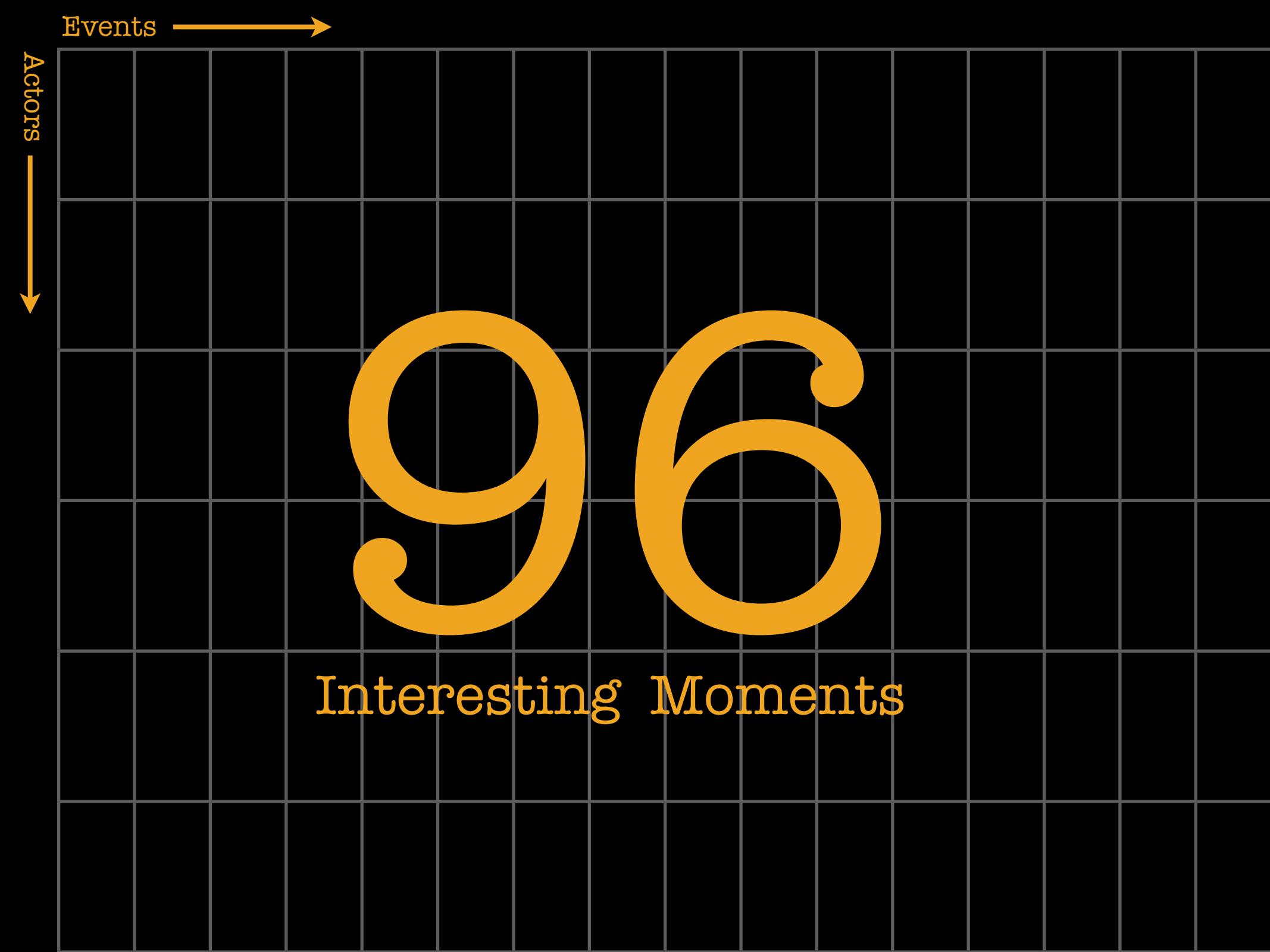
Page load. Mouse hover. Mouse down. Drag initiated. Drag leaves original location. Drag re-enters original location. Drag re-enters original location. Drag enters valid target. Drag exits valid target. Drag enters specific invalid target. Drag is over no specific target. Drag hovers over valid target.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

16+

Simple Interaction? Actors...

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

6+


Events
Actors
96
Interesting Moments

Interesting Moments

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

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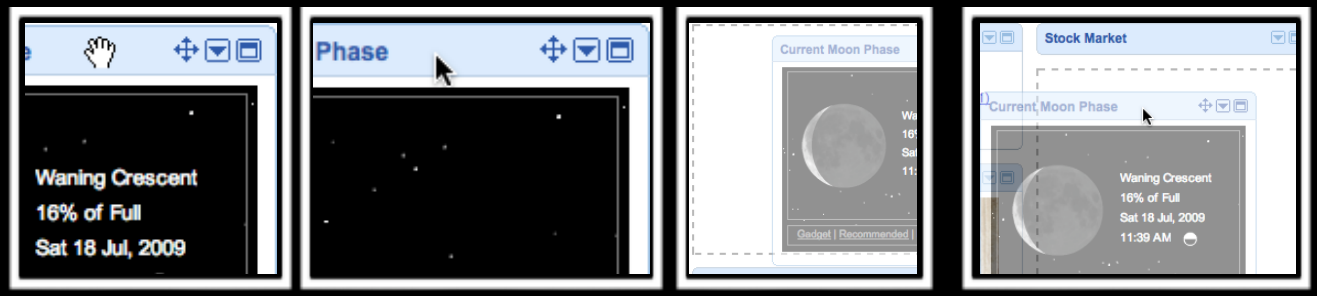

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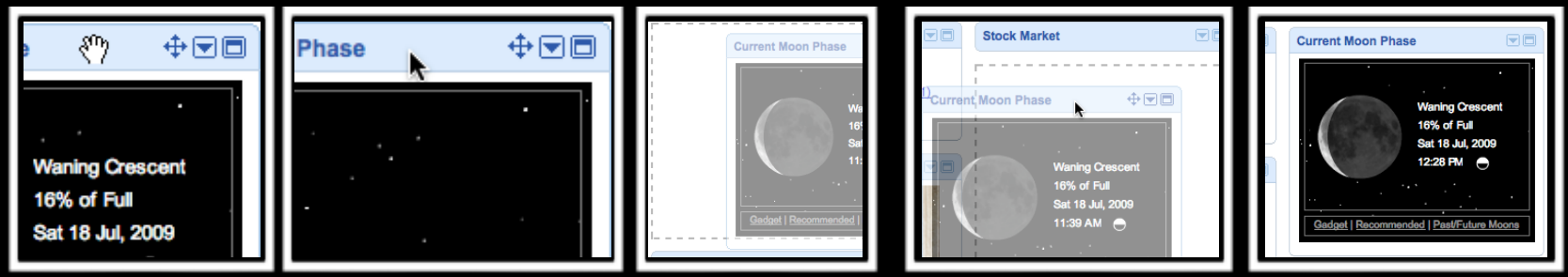

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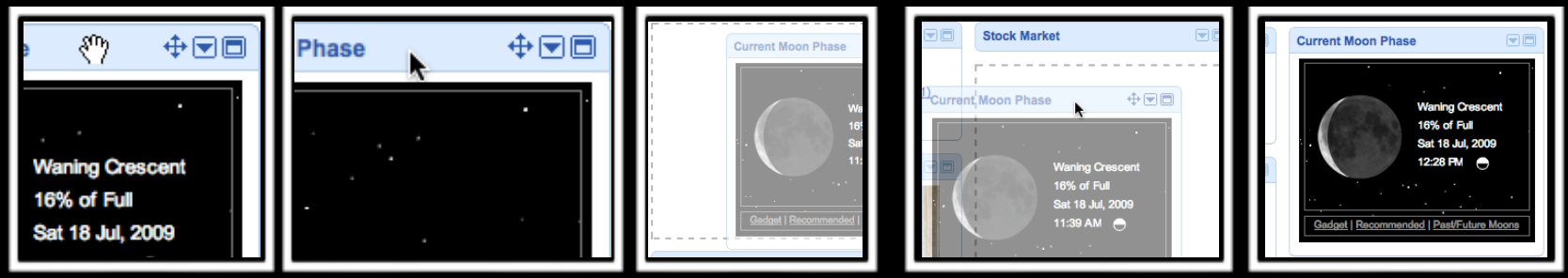

Captures microstates

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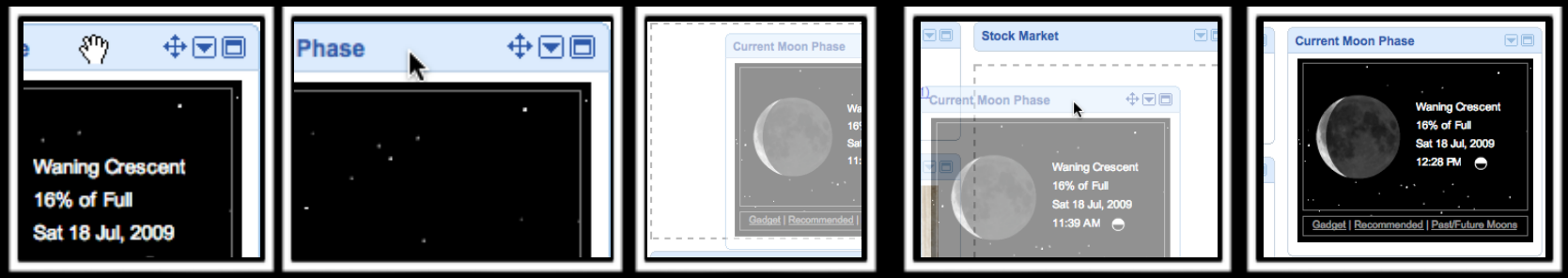

Captures microstates

Speaks to the possibilities

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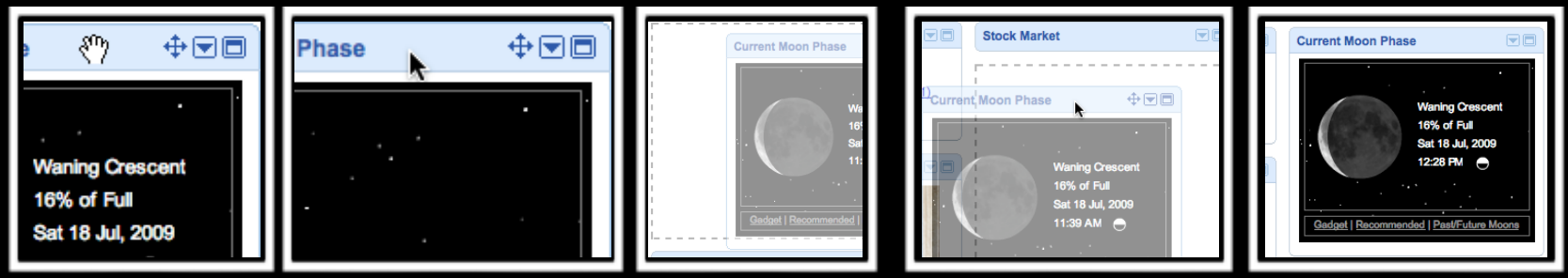

Captures microstates

Speaks to the possibilities

Serves as a tickler

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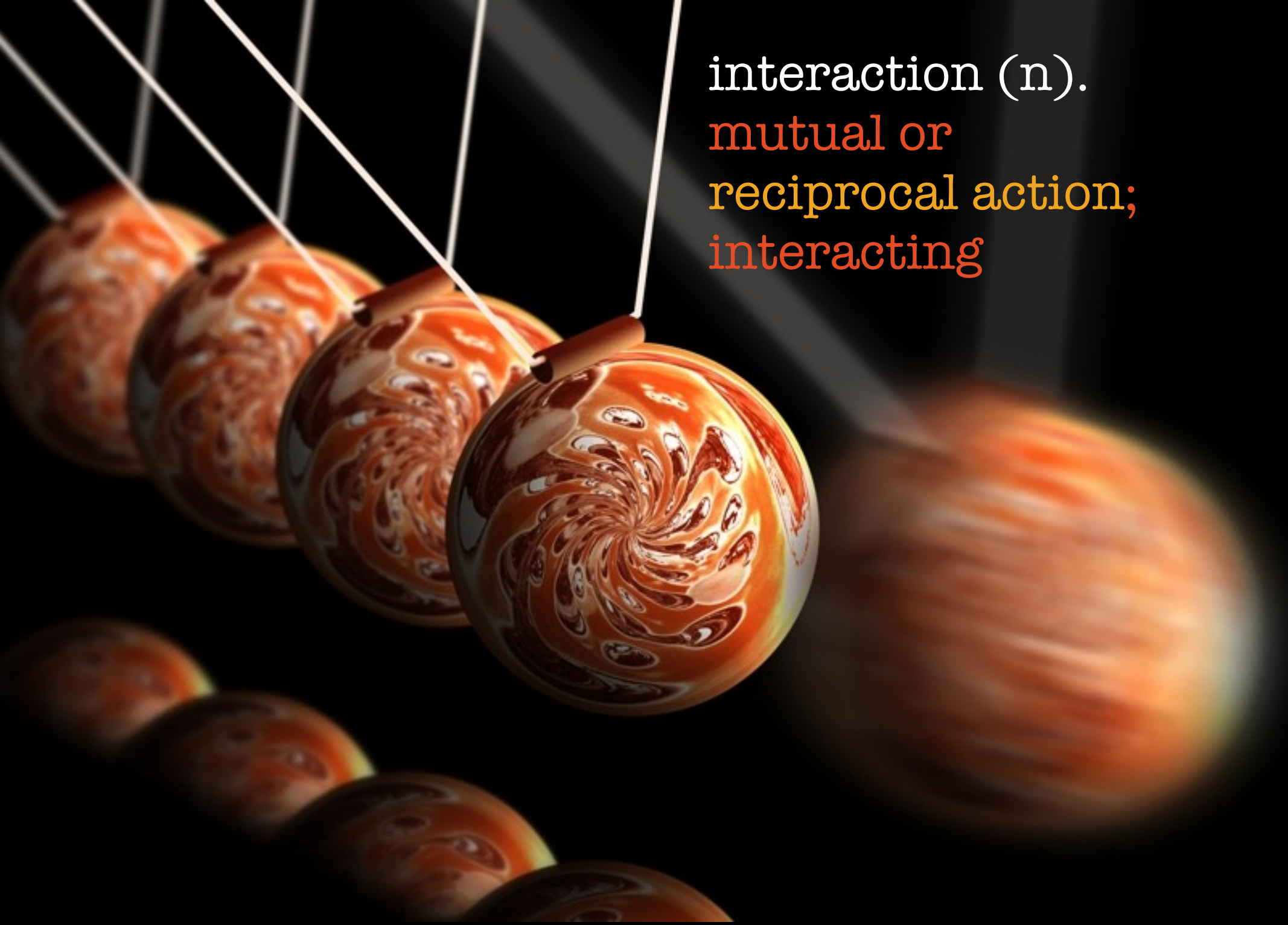
interaction (n).
mutual or
reciprocal action;
interacting

6 principles

6 principles

for designing interesting moments

Input where you output.

- Alan Cooper

In Page Editing

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Additions:

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

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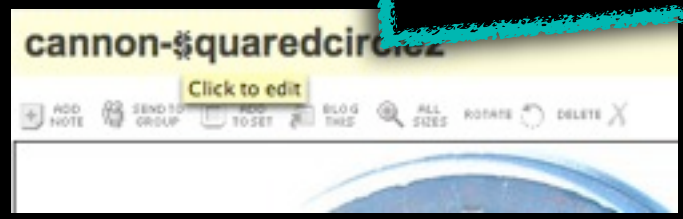
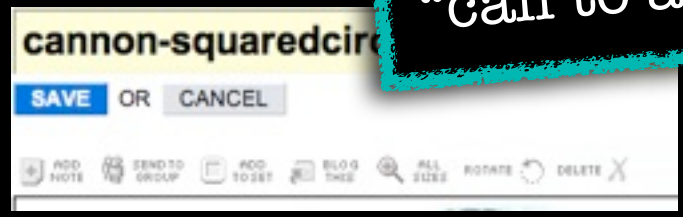
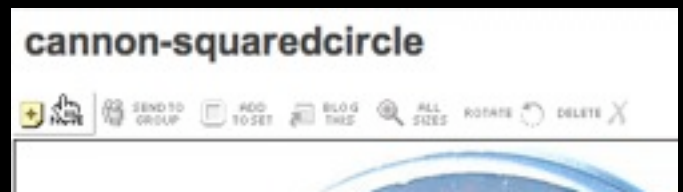


Pay attention to discoverability

Use a clear "call to action"





anti-pattern. non-symmetrical. iphone

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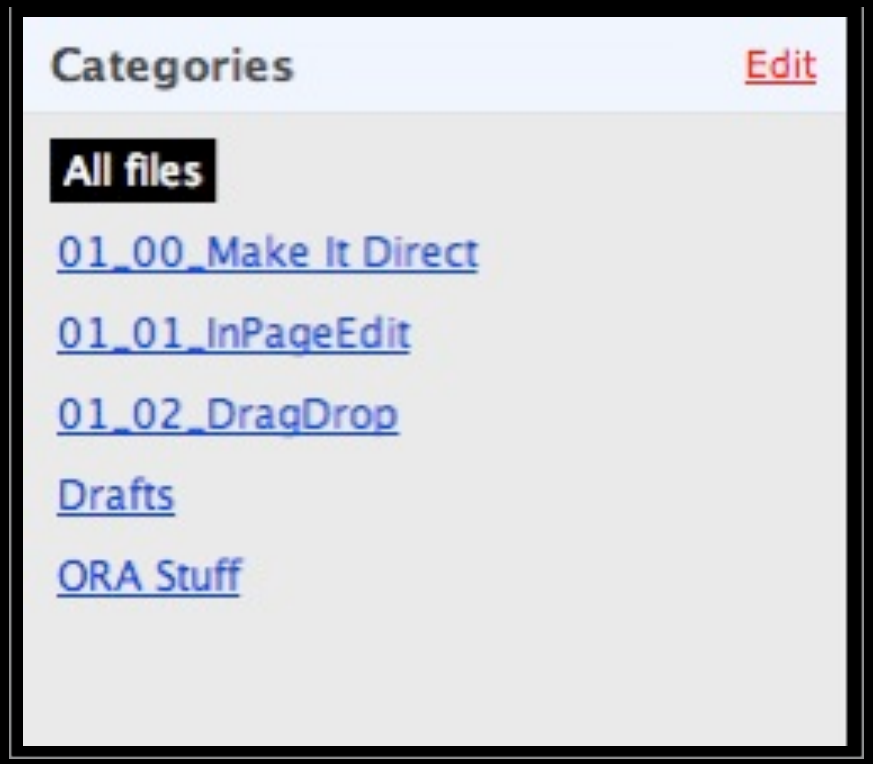

symmetrical interaction. basecamp

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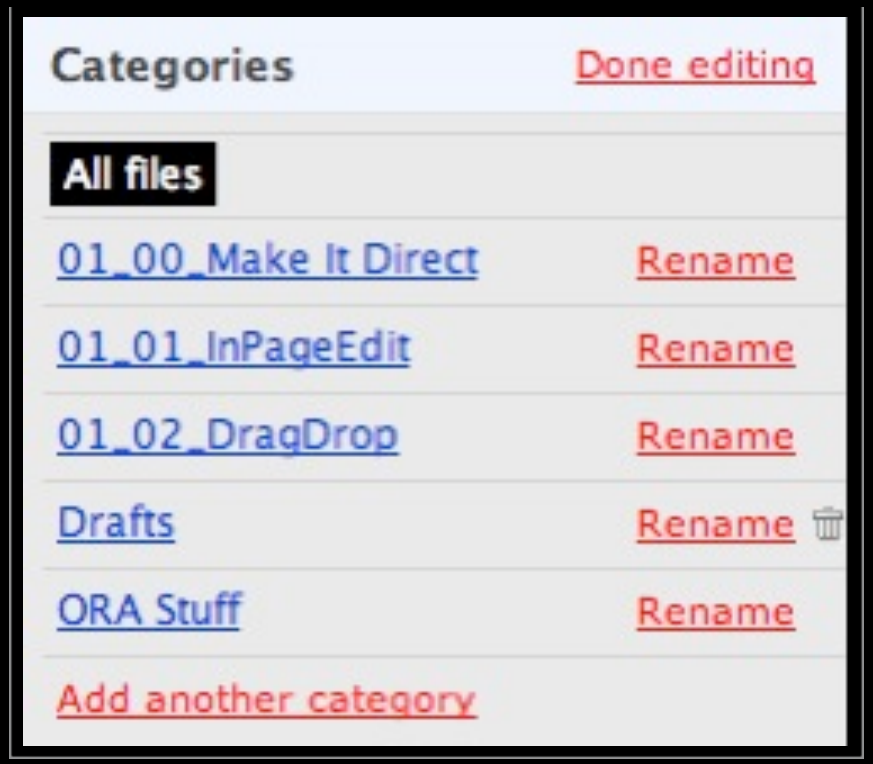

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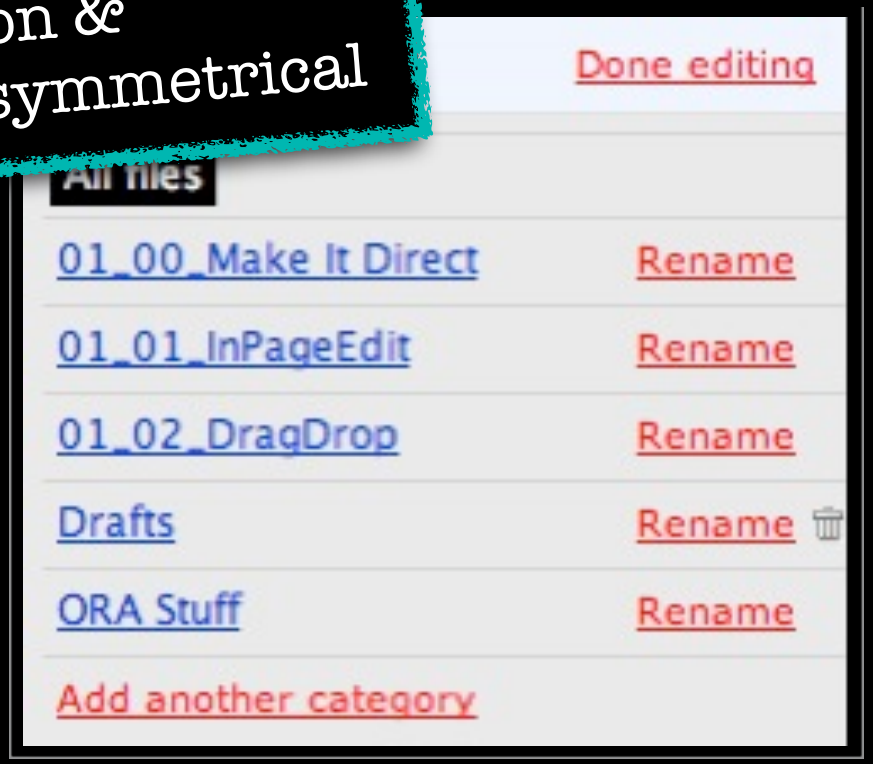
Keep activation & deactivation symmetrical

anti-pattern. non-symmetrical. iphone



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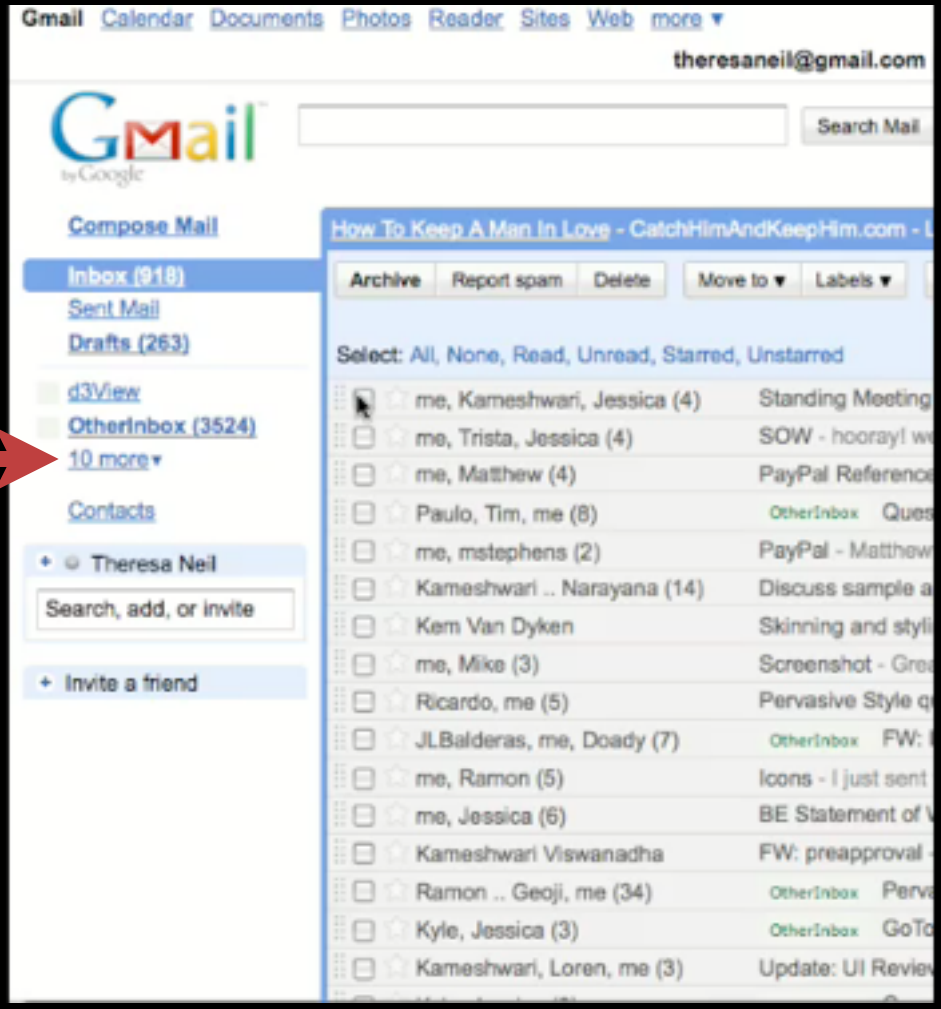
Drag, Open & Drop



drag and drop. gmail

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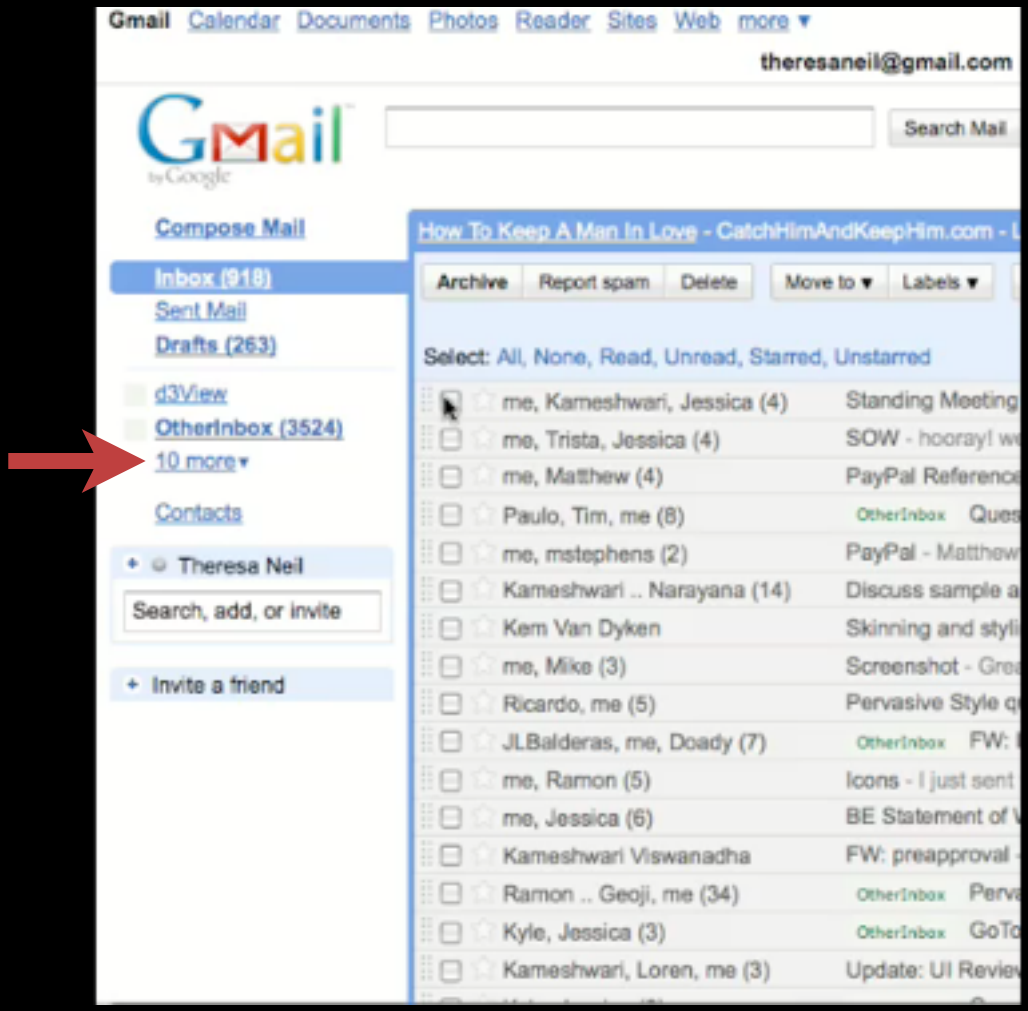

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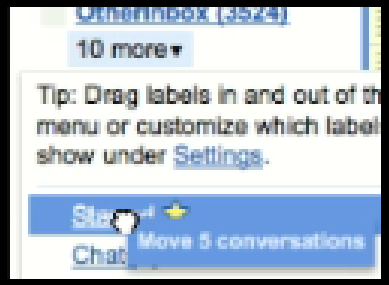
Mouse hover & initiation

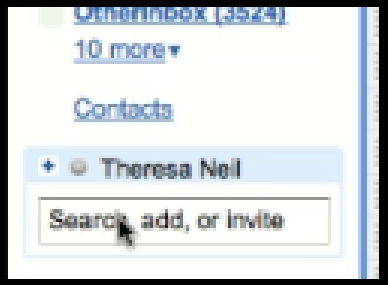
Anti-pattern: Tiny Targets

Drop accepted

What happened?

Collapses immediately.





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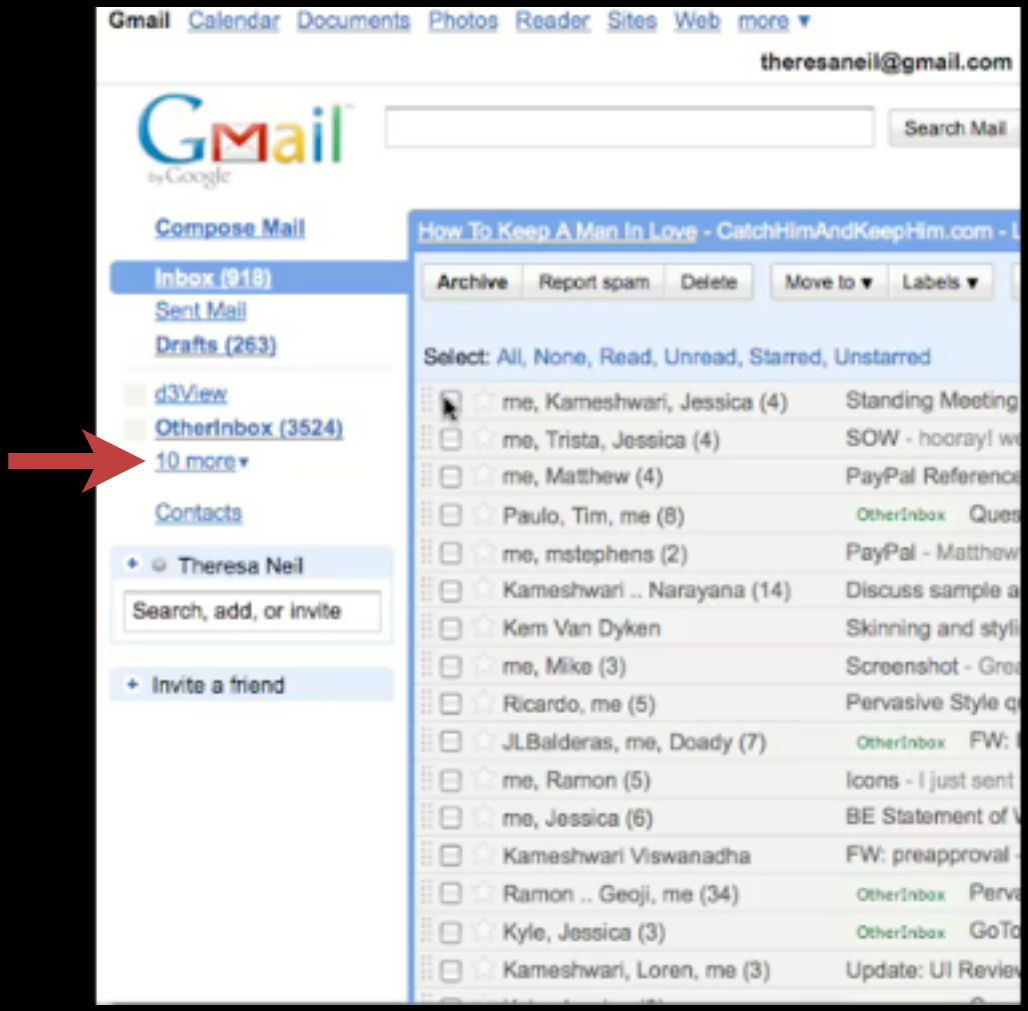

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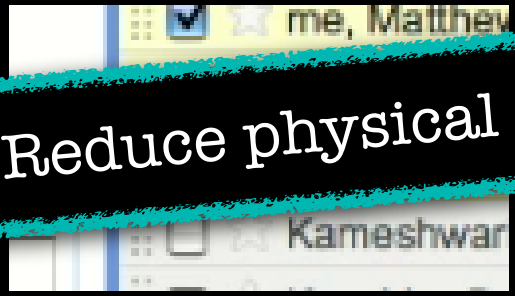
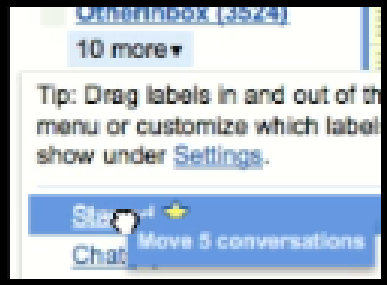


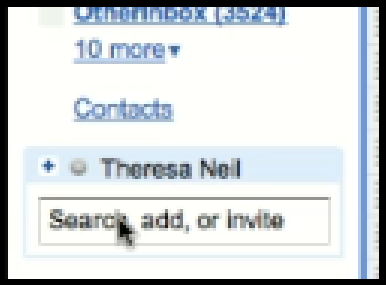
Reduce physical effort.

Drop accepted

What happened?

Collapses immediately.





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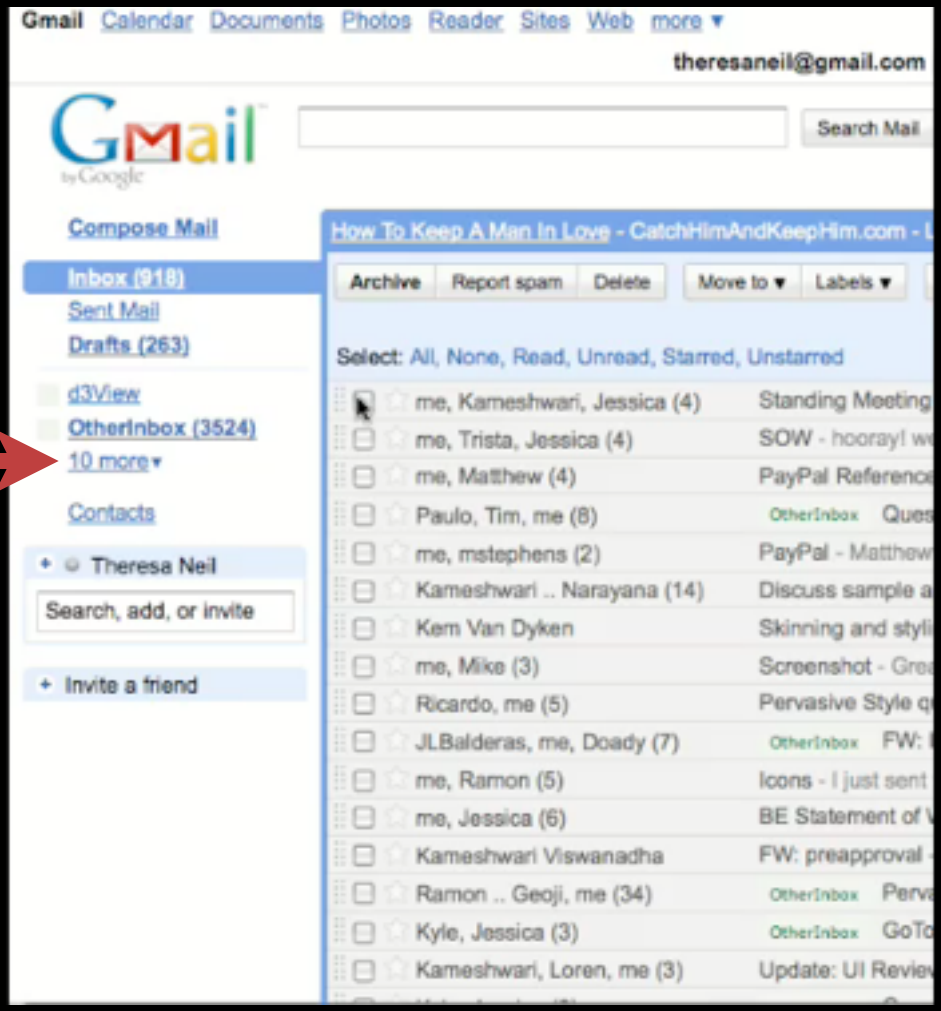

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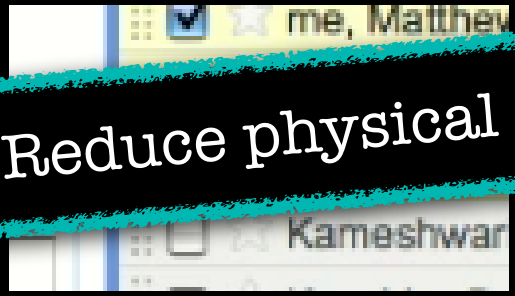

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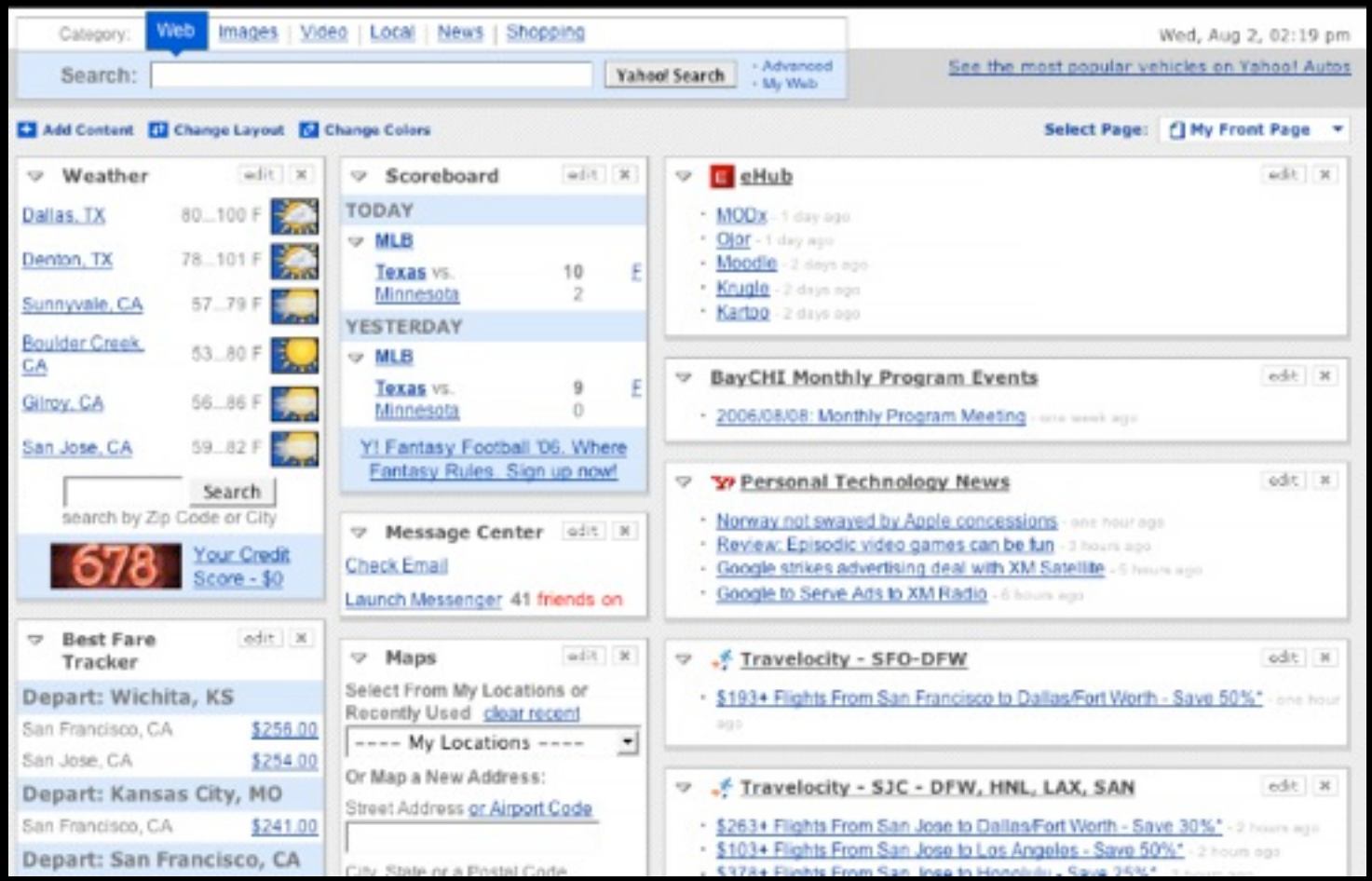
Drag & Drop Moments



drag and drop.

my yahoo

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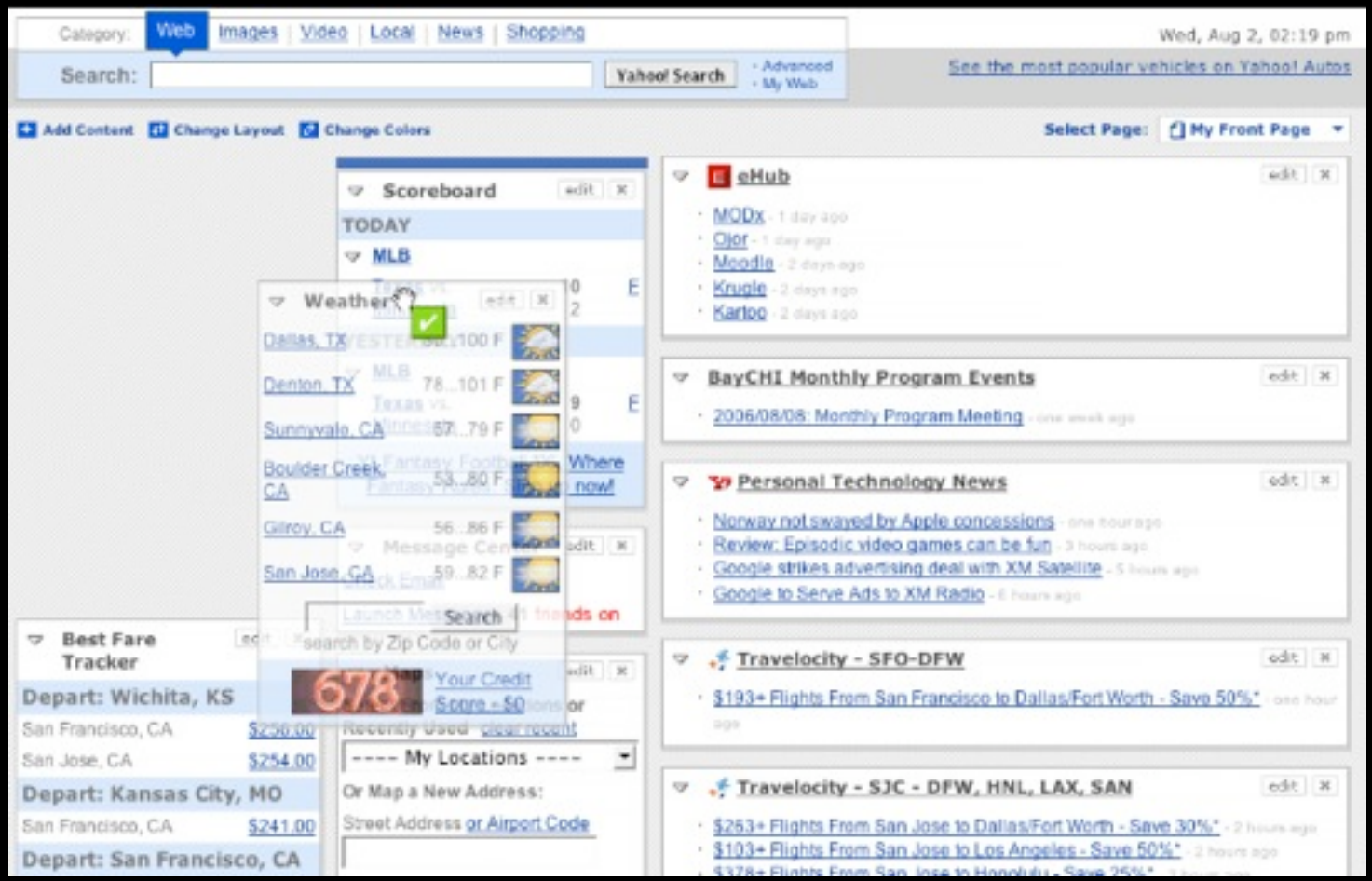

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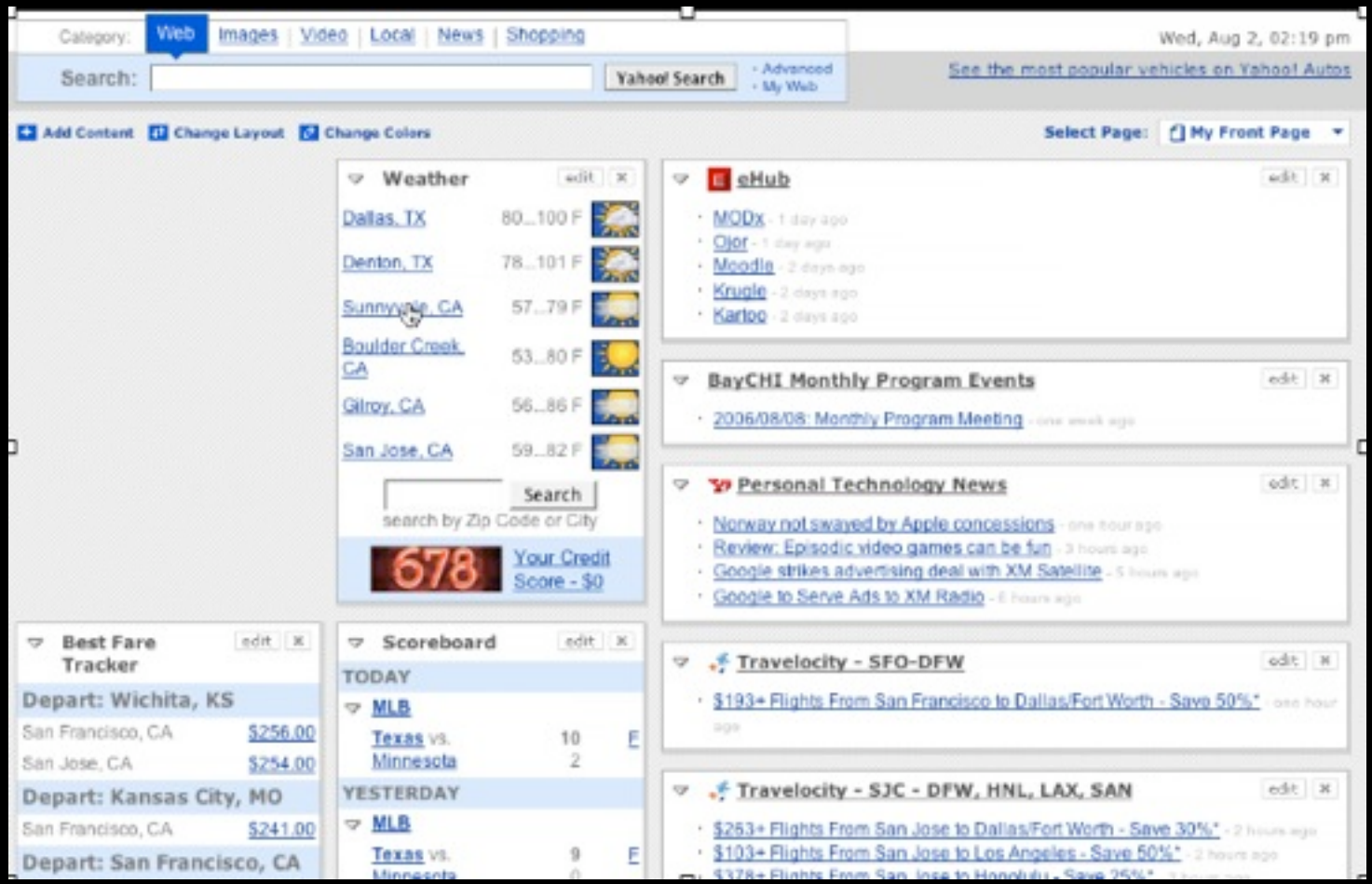

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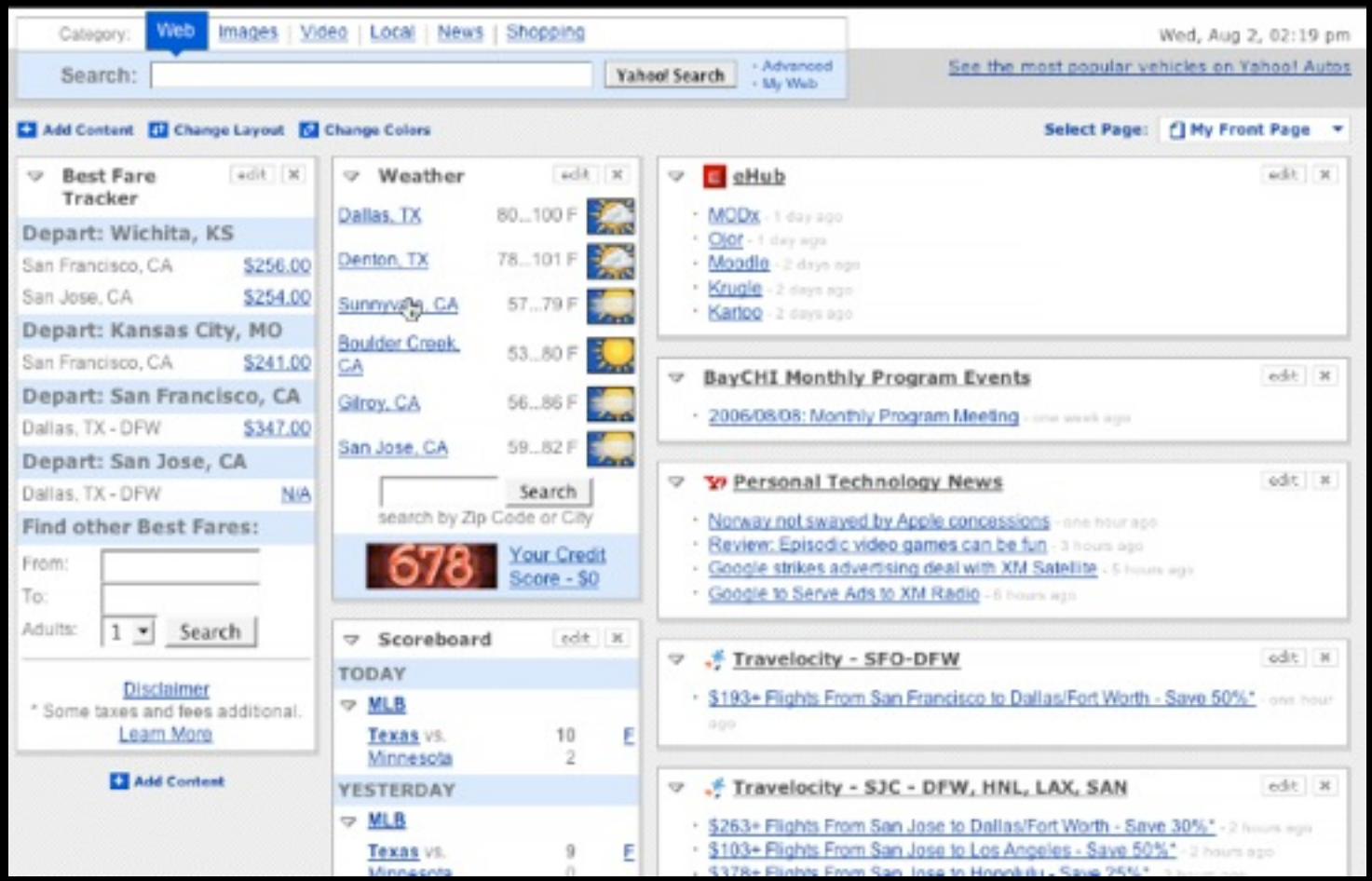

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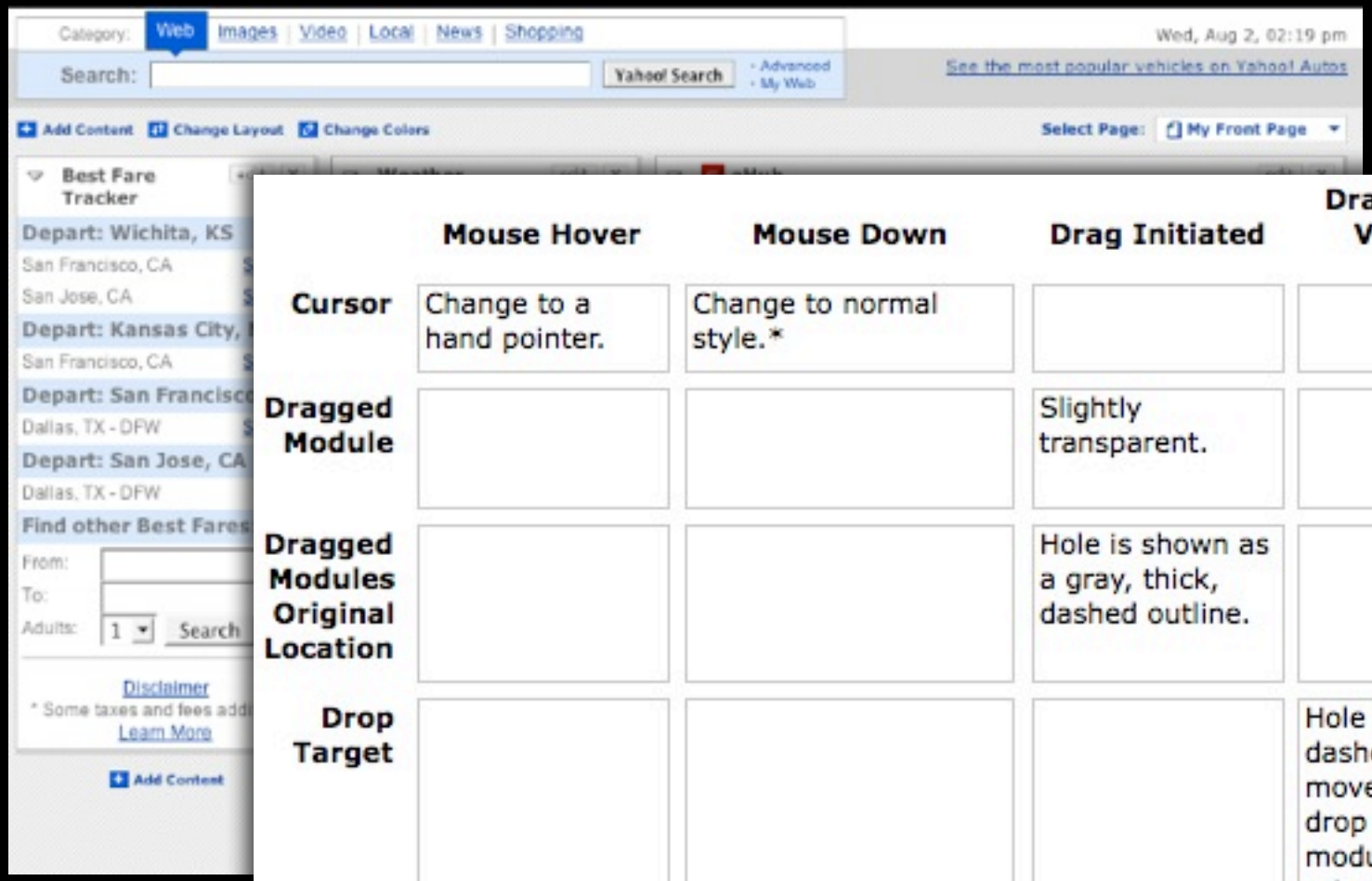

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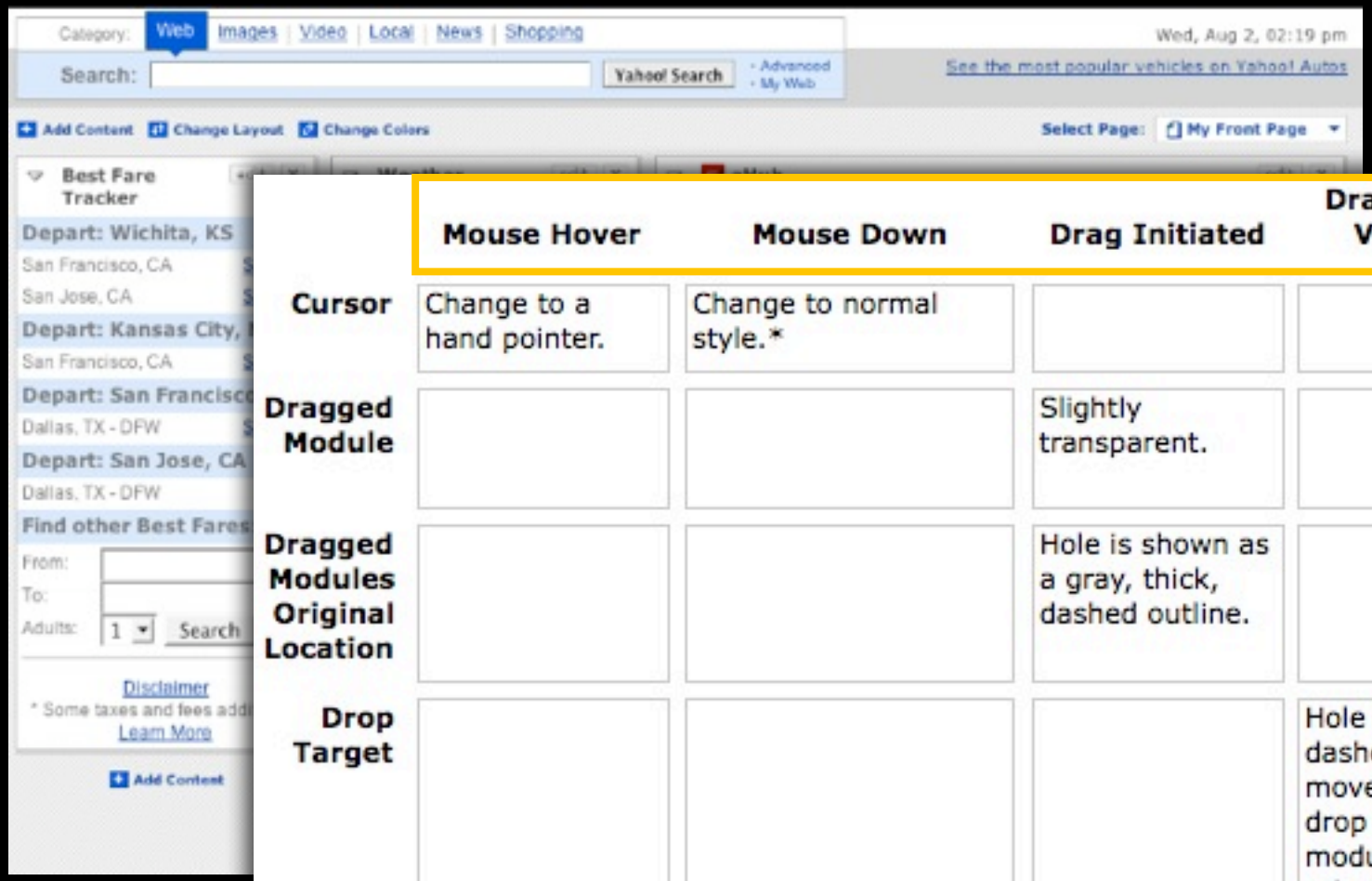

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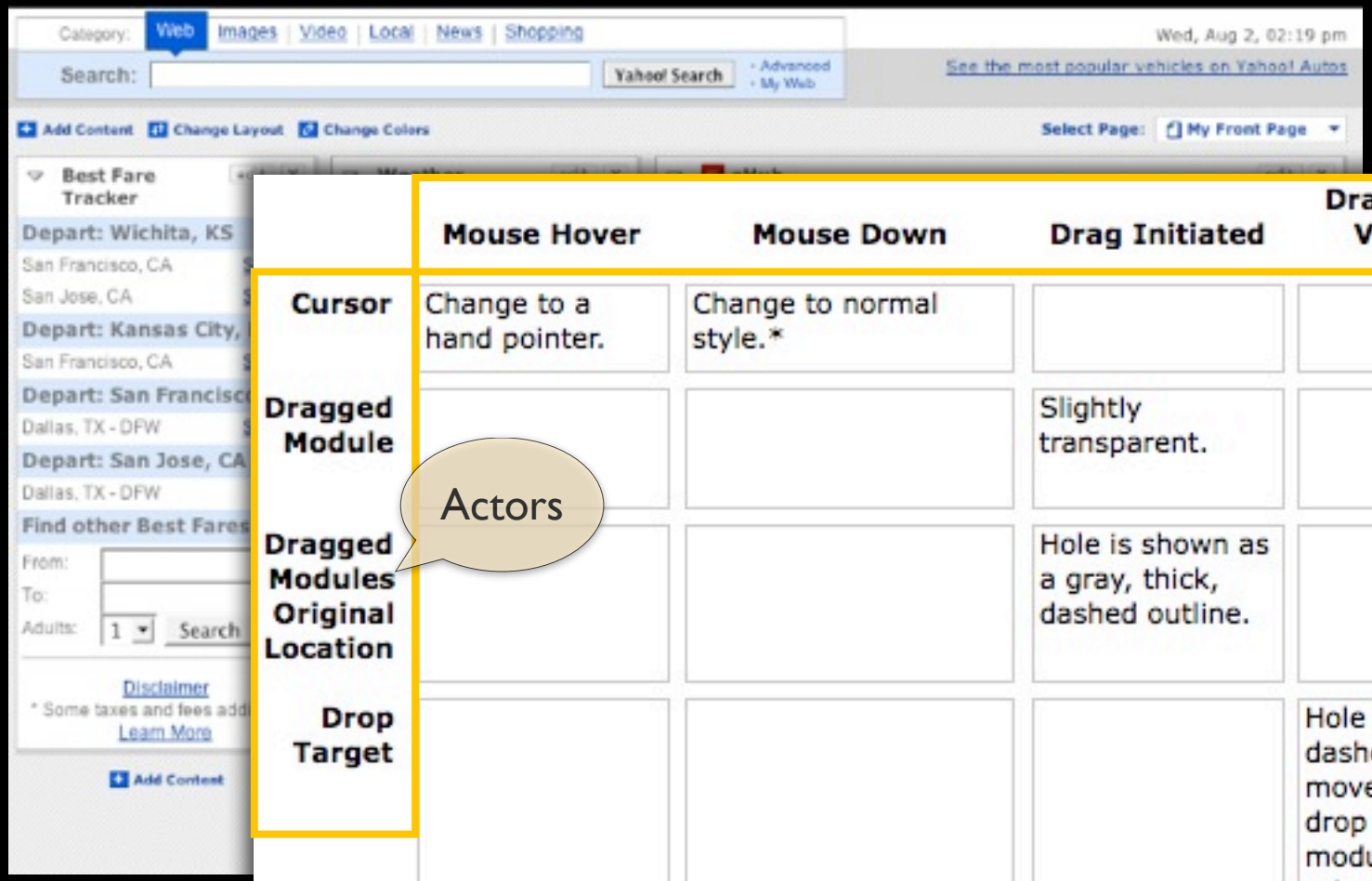

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Moments

Actors

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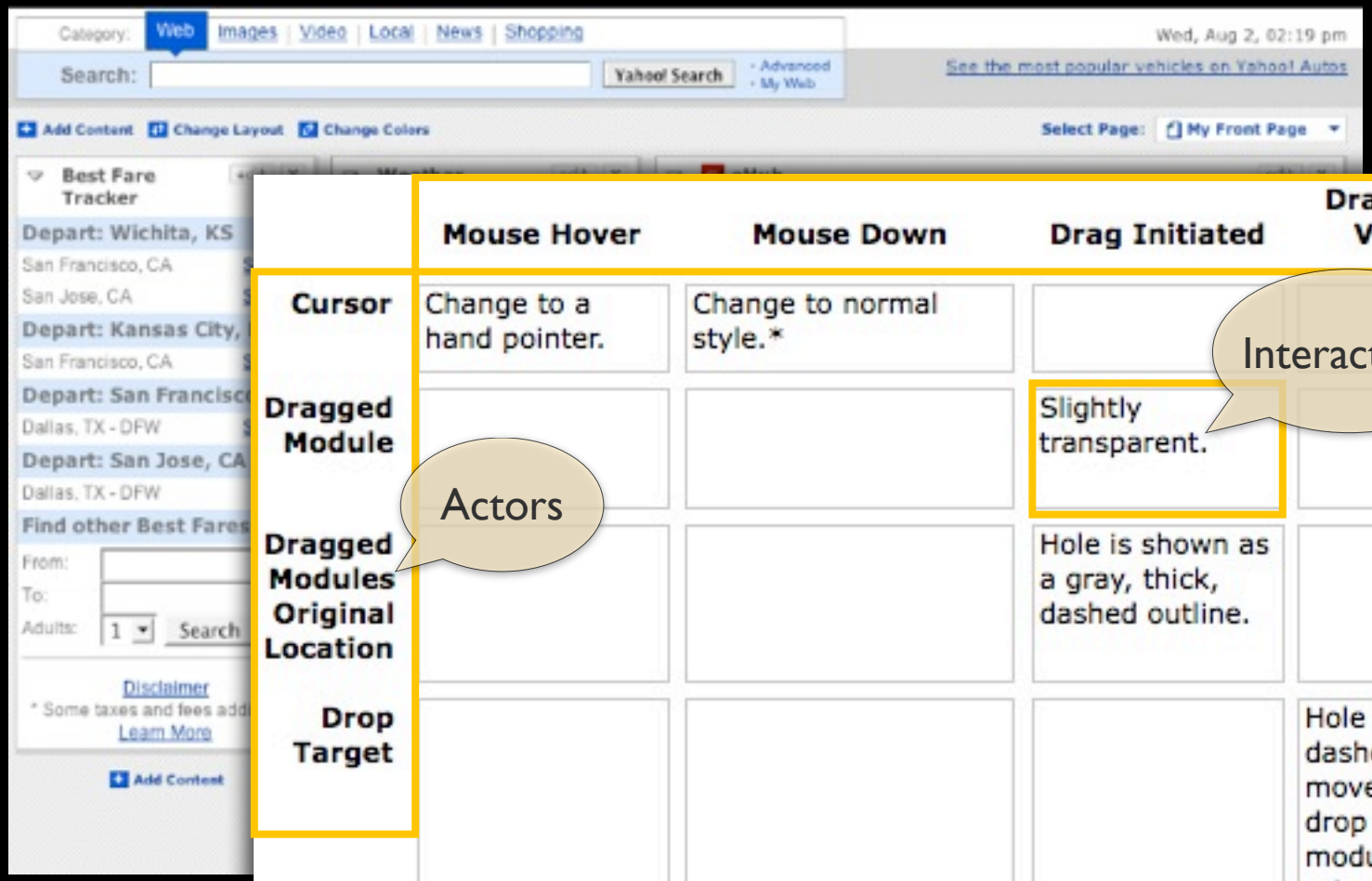
Notes		** A better approach is to switch to a hand that looks like it grabbed the module.*	** Drag initiaties instantly on mouse down.*	** Triggers when the mid-point of the dragged object enters a valid drop target.*	

Drag & Drop Moments



drag and drop

my yahoo

Moments

Interactions

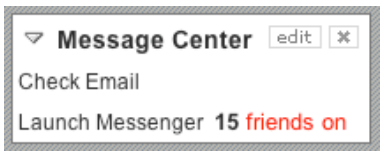
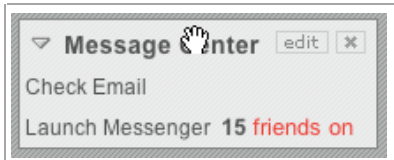
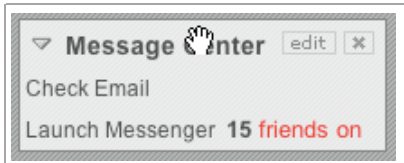
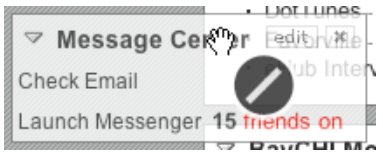
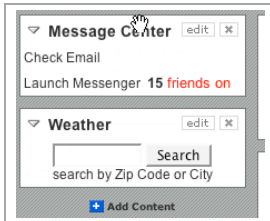
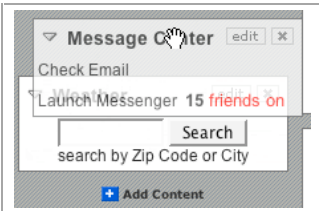
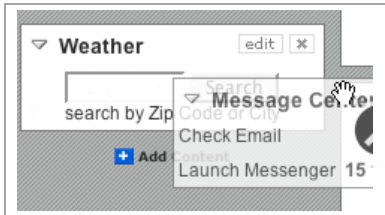
Actors

	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.
Notes		** A better approach is to switch to a hand that looks like it grabbed the module.*	** Drag initiaties instantly on mouse down.*	** Triggers when the mid-point of the dragged object enters a valid drop target.*	

Drag and Drop Modules - Interesting Moments Gri

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	CSS Move curs	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS
Tool Tip						
Drag Object		 Full Opacity	 Reduced Opacity	 Reduced Opacity	 Reduced Opacity & Invalid Badge	Redu
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 in

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. T
and outdoor recreation stores also sell topographic maps. The model made b
1250 about Mount St. Helens. Click here for a si
major dome building episodes. Your model could

Step 2. Creating a Pattern.

Print the page with the simplified topographic m
highlighted. The highlighted lines will serve as
inches on a side. 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 and drop. yahoo for teachers. gobbler.

Drag & Drop Moments

Step 1. Selecting a Volcano

Topographic maps are available f
and outdoor recreation stores also
1250 about Mount St. Helens. Cli
major dome building episodes. Yo

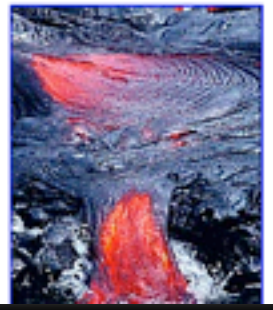
Step 2. Creating a Pattern.

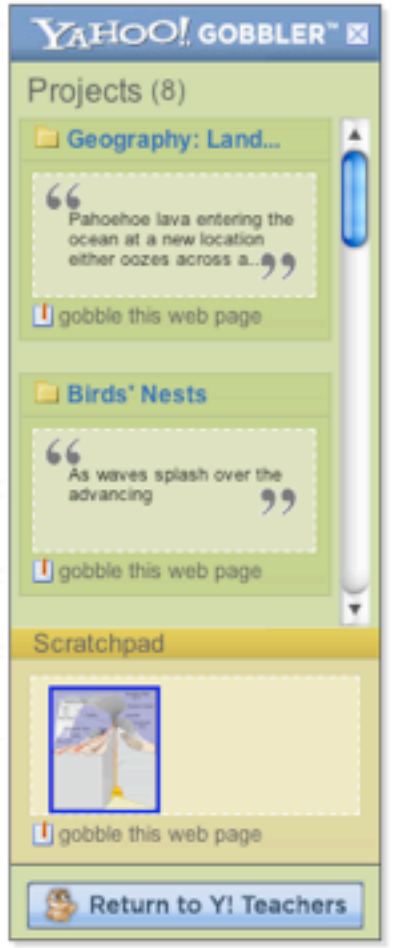
Print the page with the simplified
highlighted. The highlighted line
inches on a side. It can be square

Typical growth of a lava delta at Kilauea Volcano

1. Pahoehoe lava first enters ocean quietly

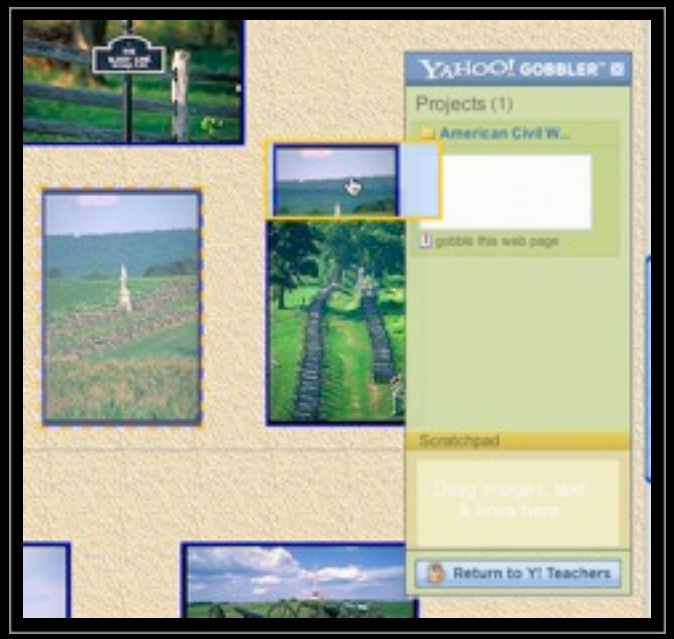
Pahoehoe lava entering the ocean at a new location either oozes across a cobble or black sand beach or spills over a sea cliff, typically 1 to 5 m tall. As waves splash over the advancing lava, the surface of the molten stream cools quickly and shatters into small, glassy fragments. Because the seawater 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.



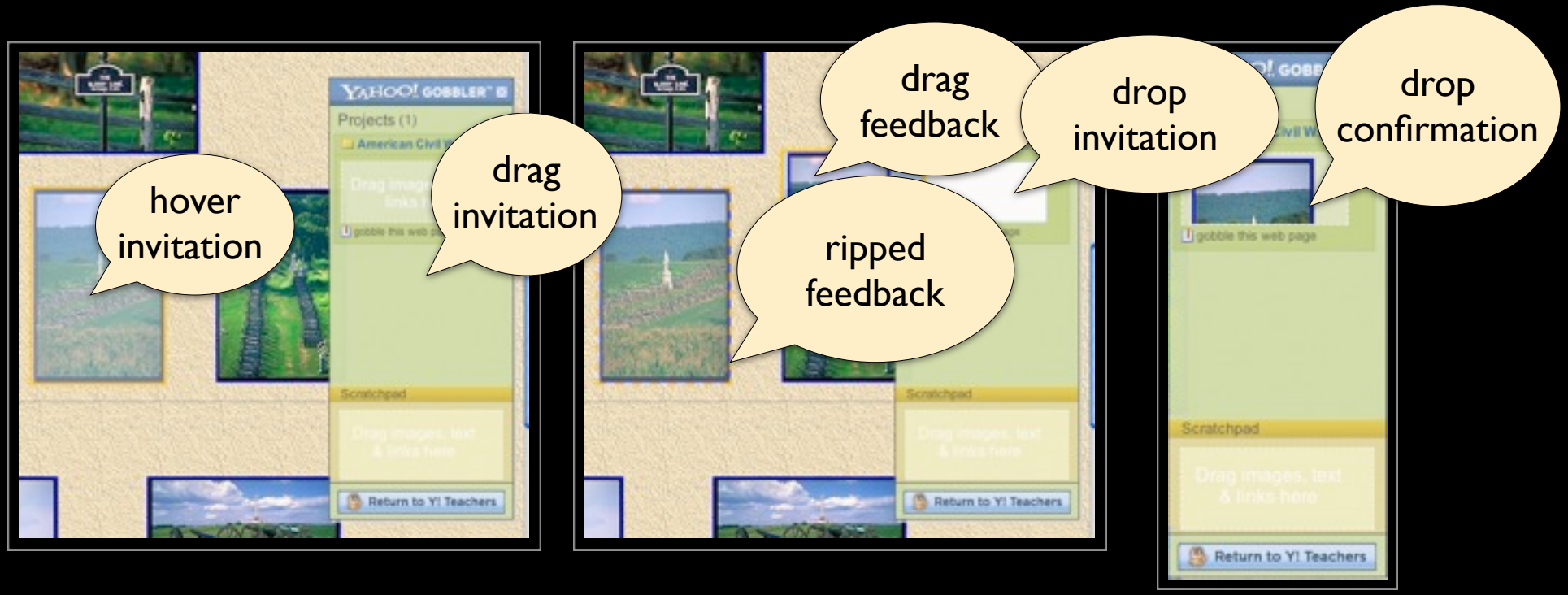


drag and drop. yahoo for teachers

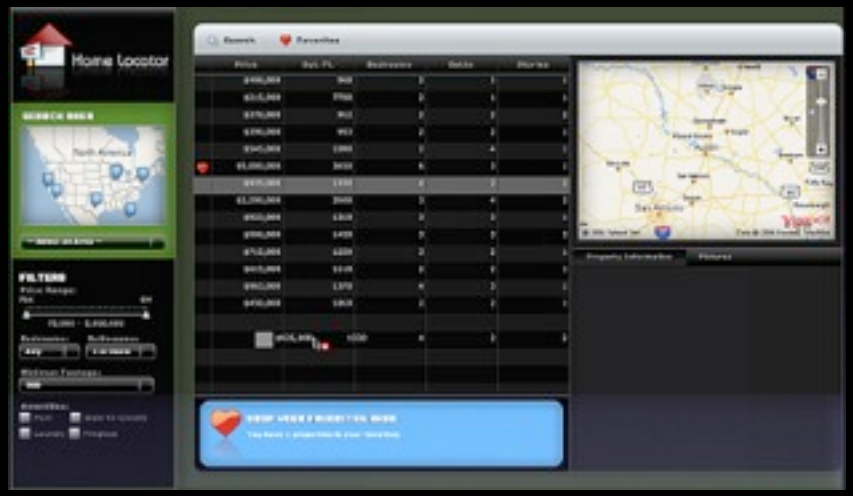
Drag & Drop Moments

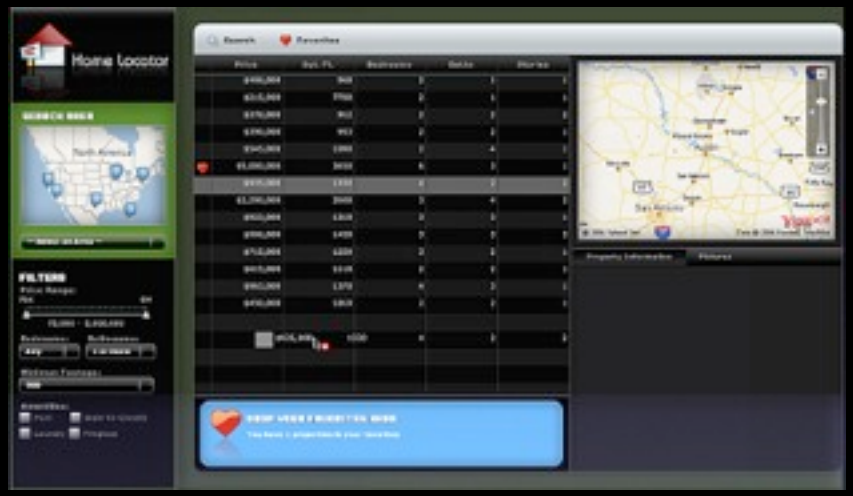


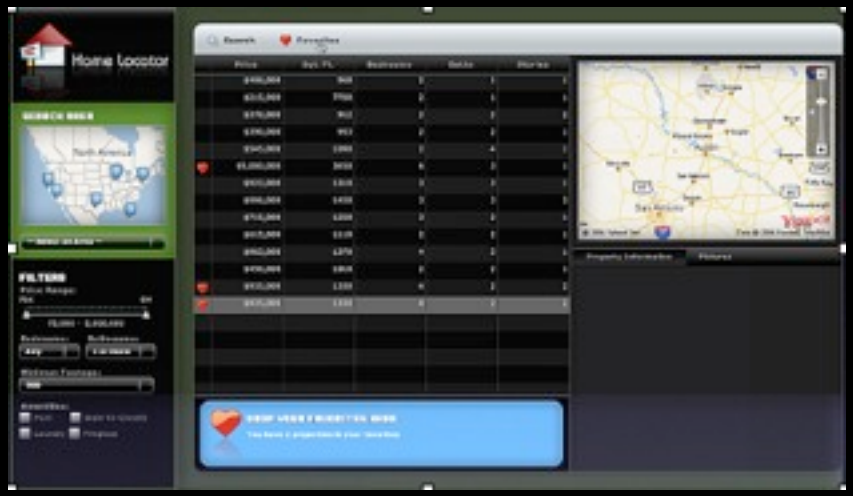
Drag & Drop Moments



Drag & Drop Moments


Home Locator
FILTERS

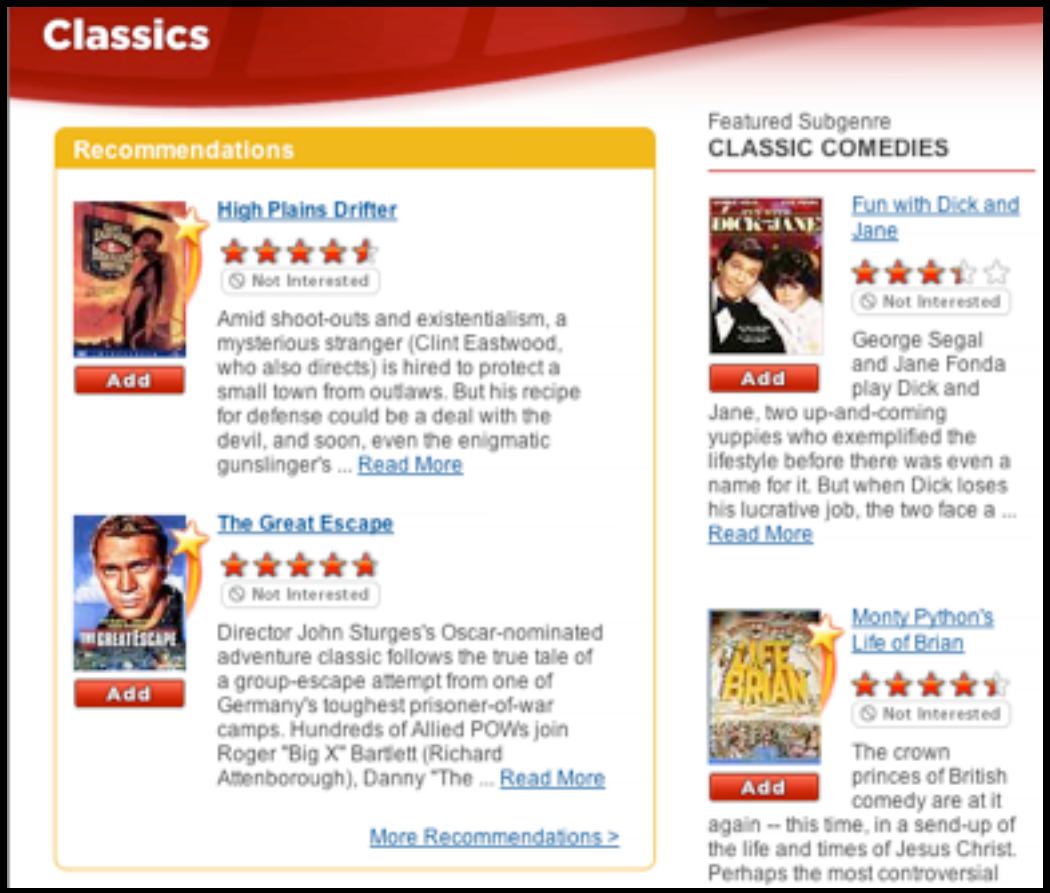

Home Locator
FILTERS


Home Locator
FILTERS

Home Locator

anti-pattern. artificial construct.

anti-pattern. artificial construct.



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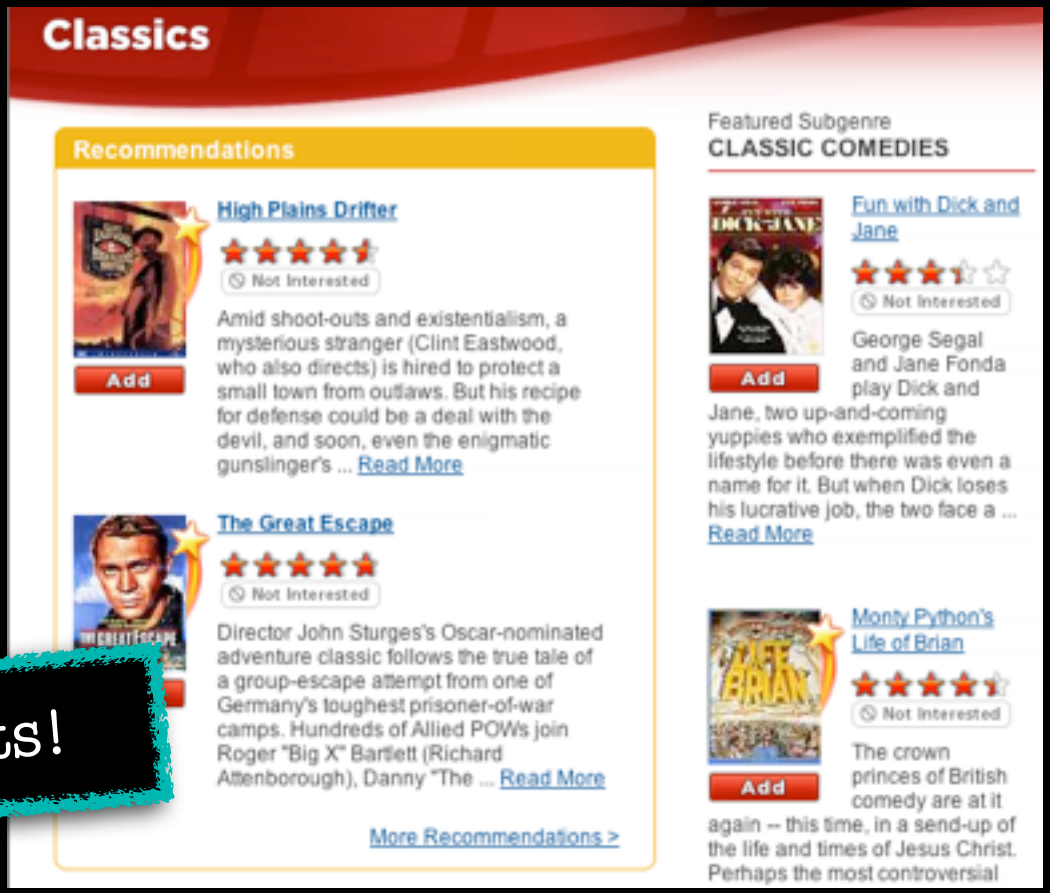
Avoid artificial constructs!

anti-pattern. artificial construct.



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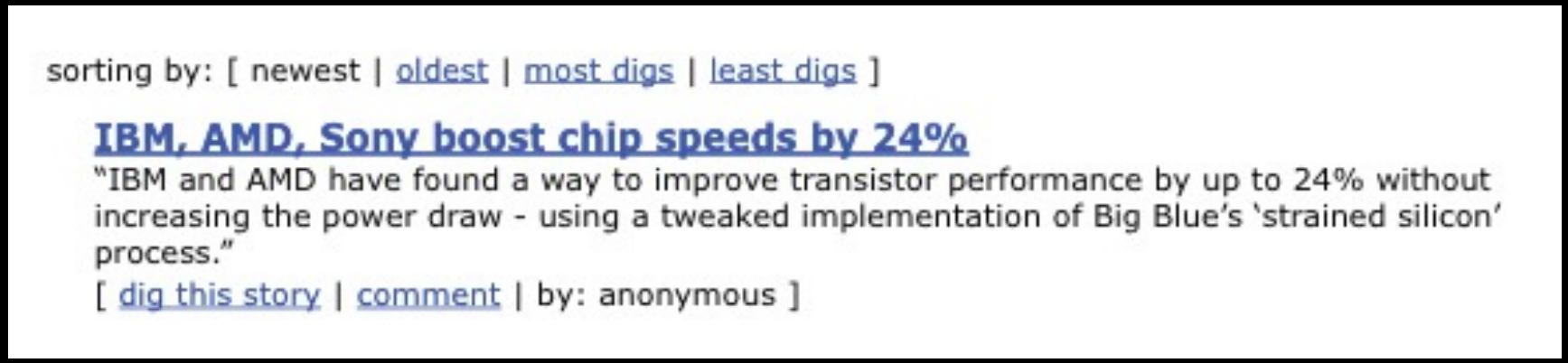

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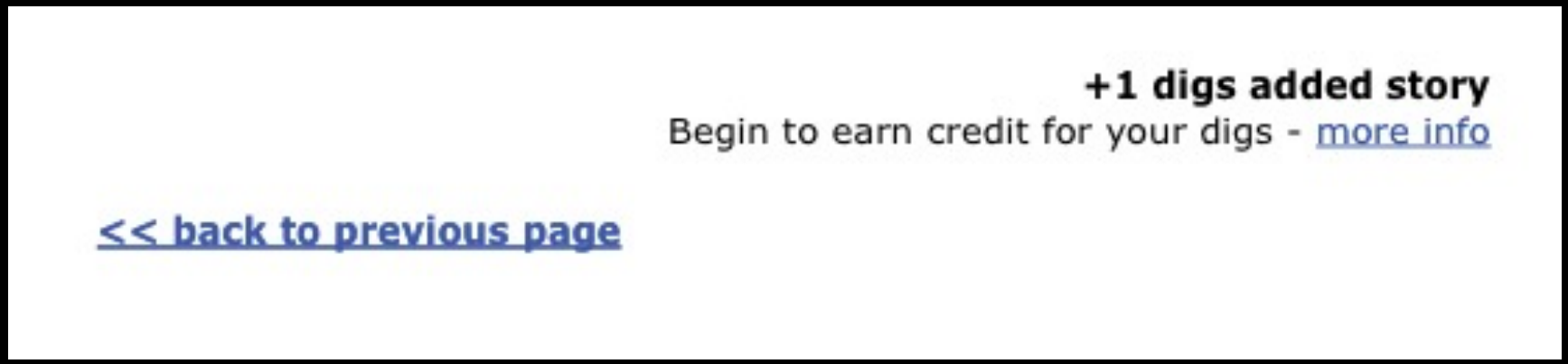

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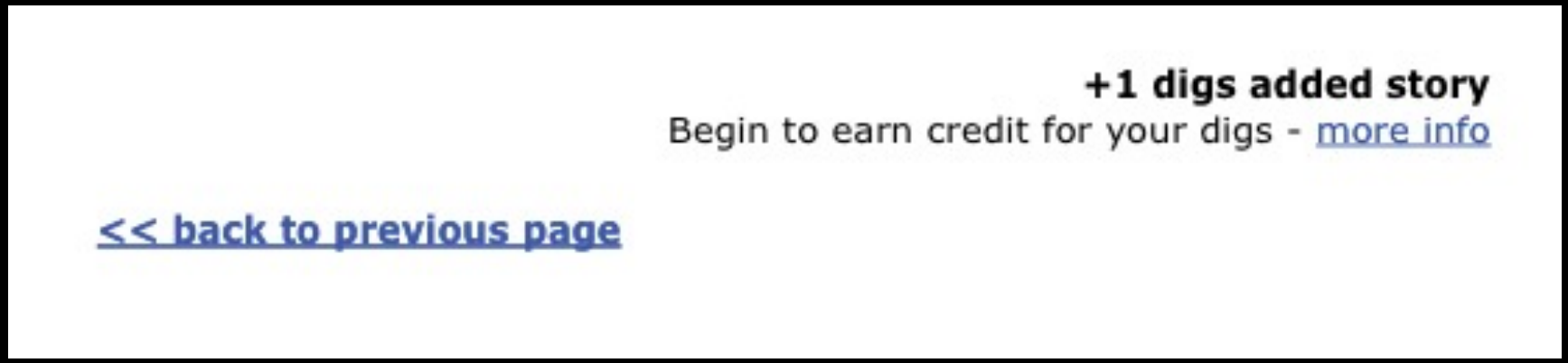

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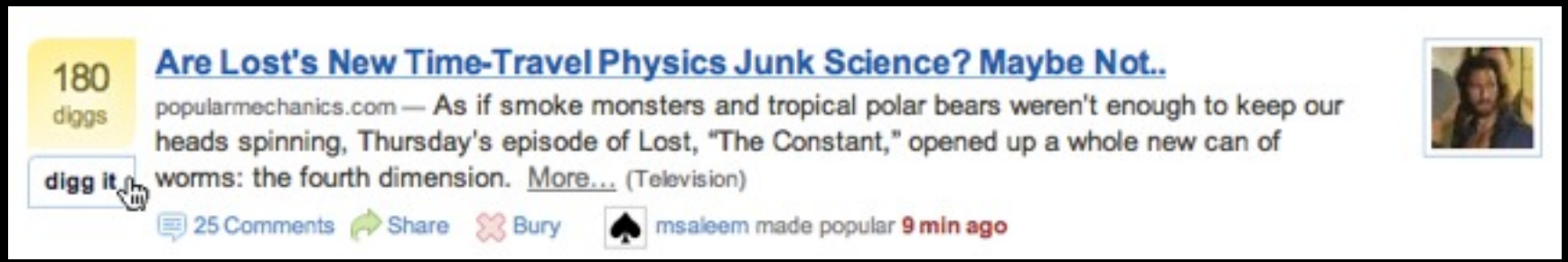

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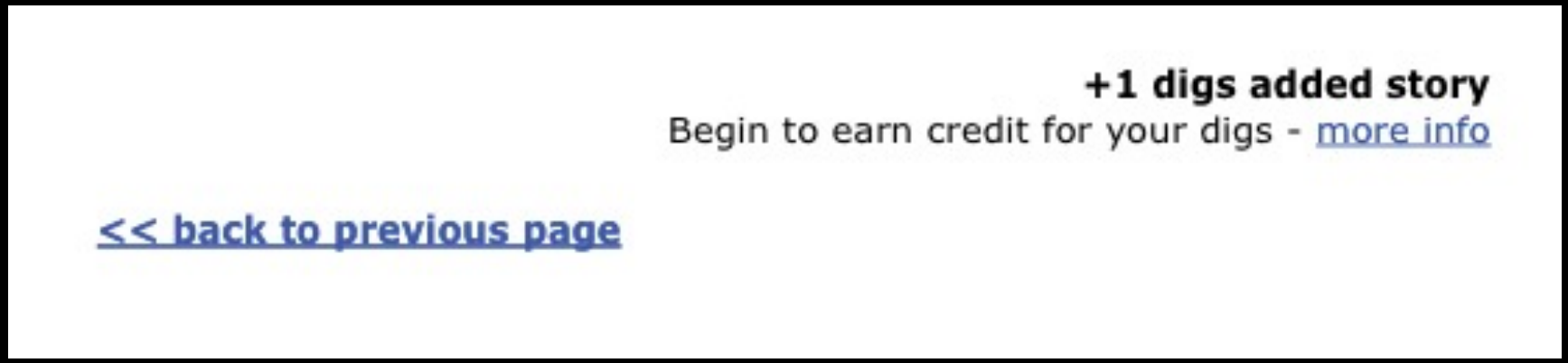

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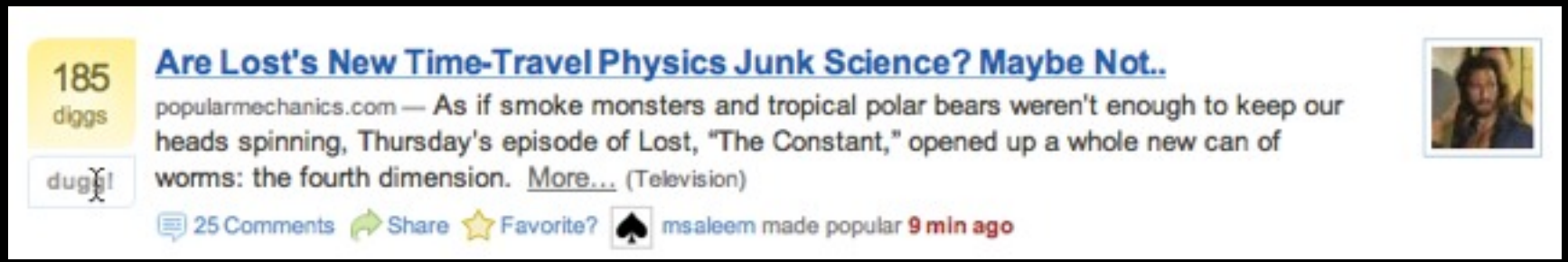

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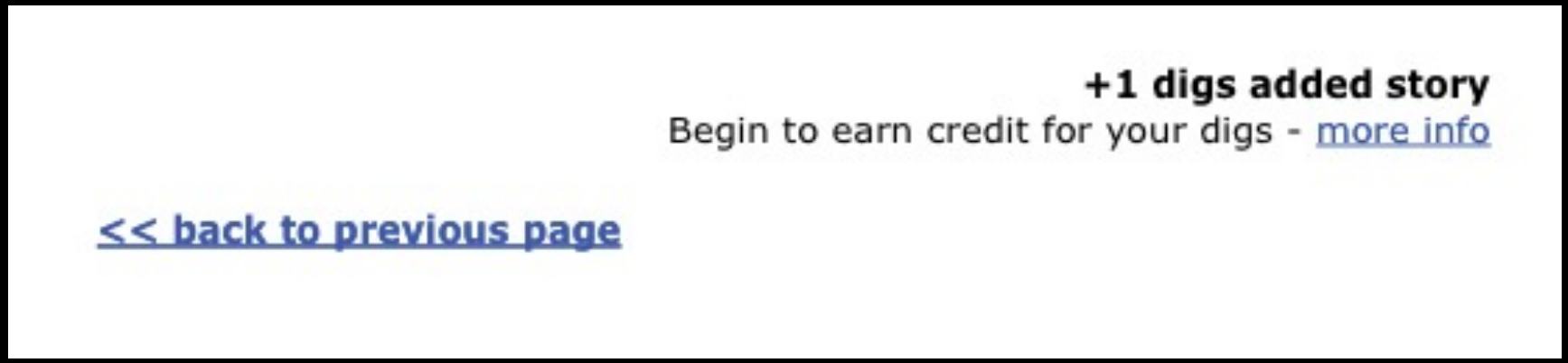

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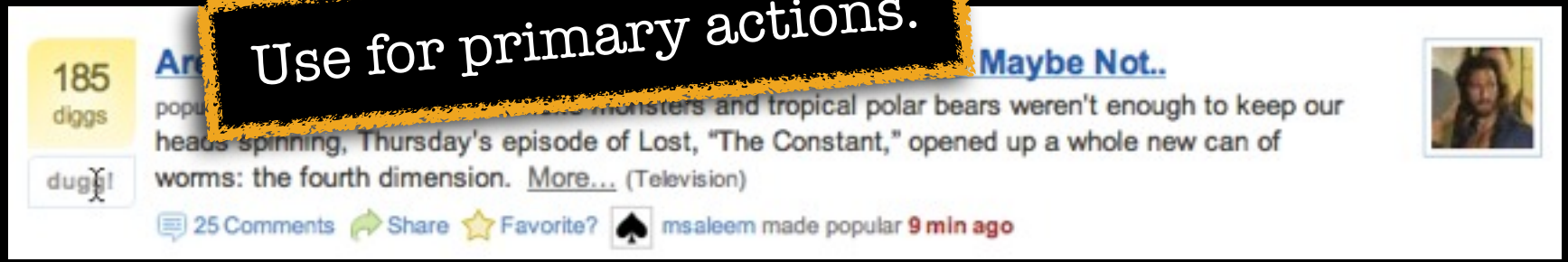
Use for primary actions.



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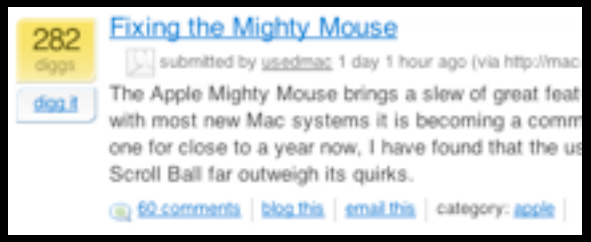

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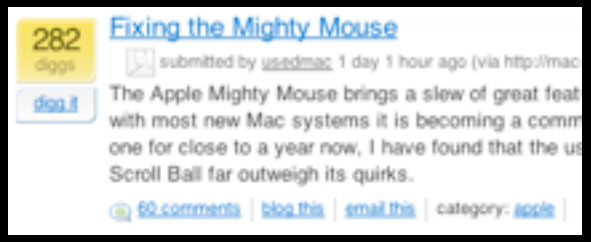
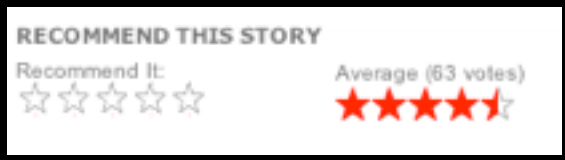
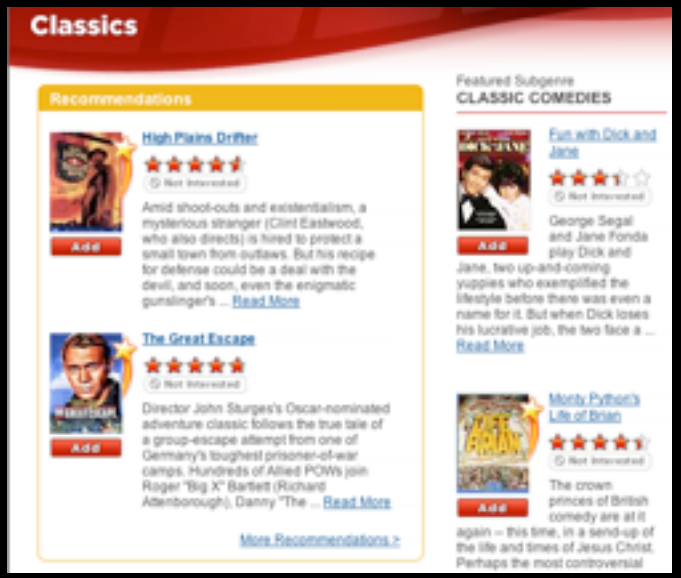


rating an object. y!news, netflix





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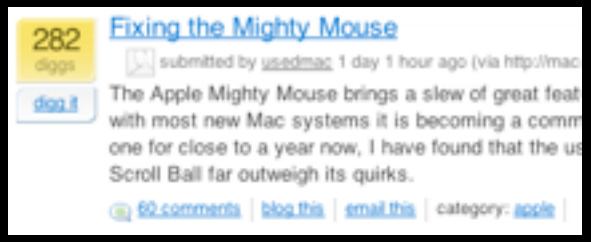
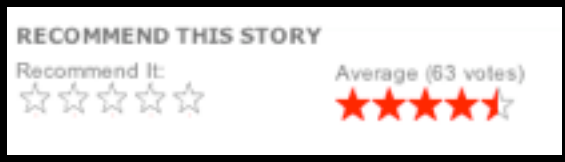
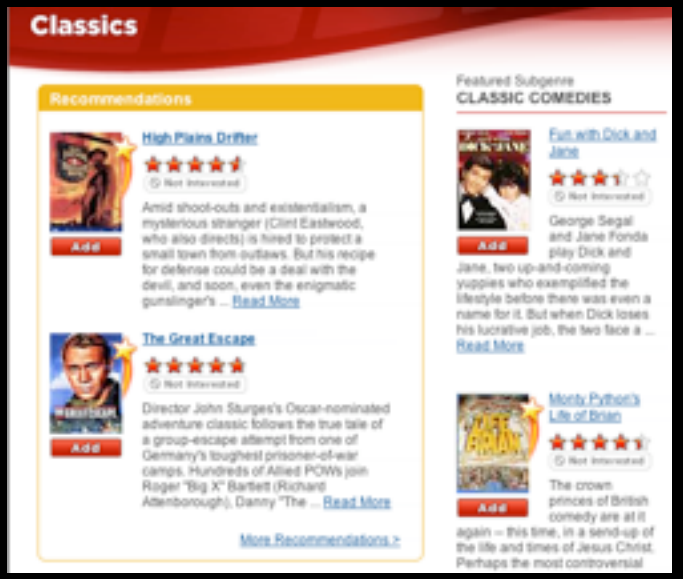
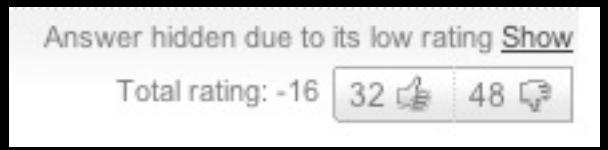


rating an object. y!news, netflix







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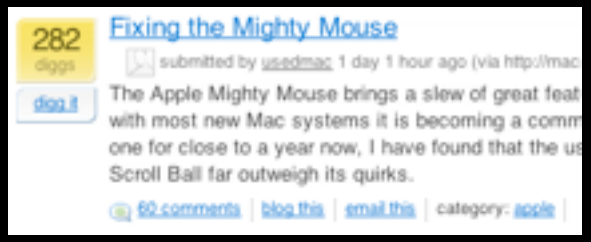

remembered collections. gap.com

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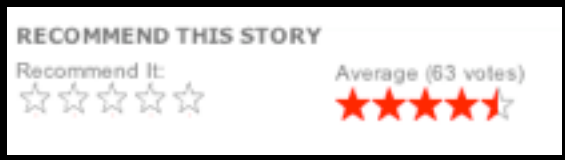

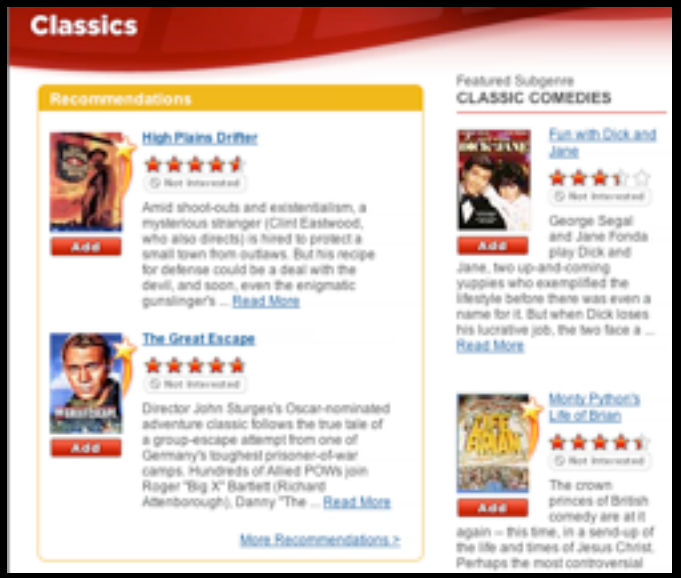

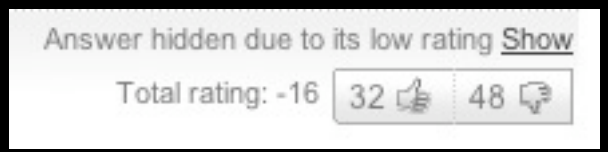

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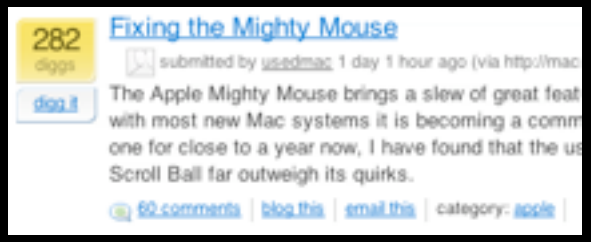
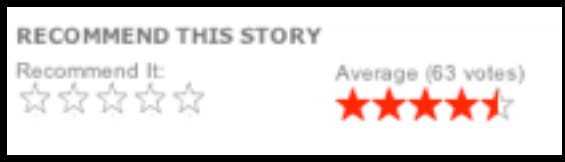
In Page Actions (always visible)

in-page action. digg.com



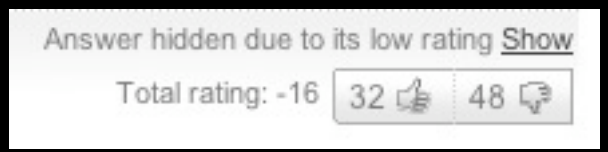
rating an object. y!news, netflix



Use to reduce the "click weight."

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

remembered collections. gap.com



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

Contextual Tools (inline on hover)

contextual tool menu. flickr.com

Contextual Tools (inline on hover)

contextual tool menu. flickr.com

contextual tool actions. backpackit

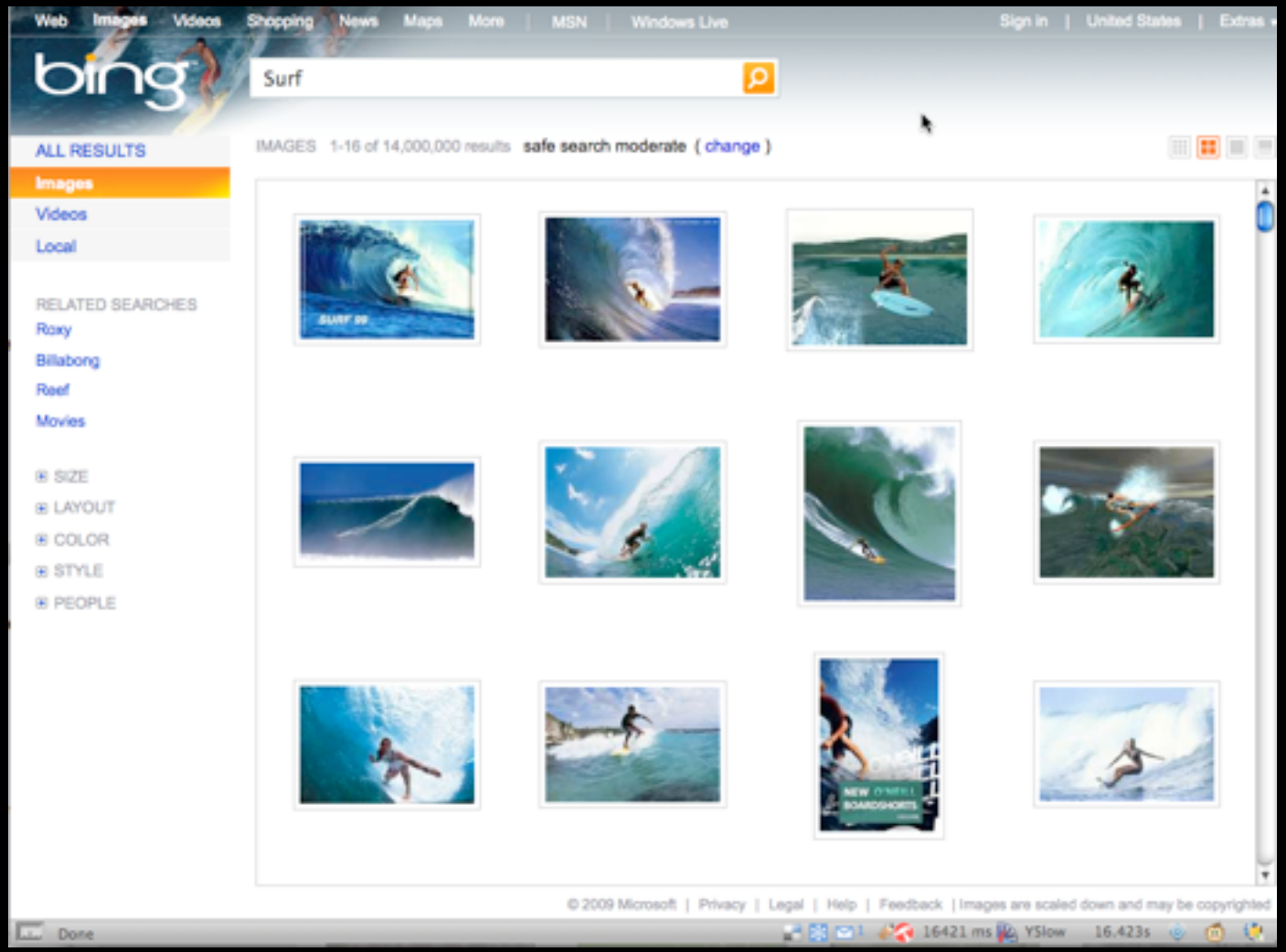
Contextual Tools (inline on hover)

Use for secondary actions or to preserve readability.

contextual tool menu. flickr.com

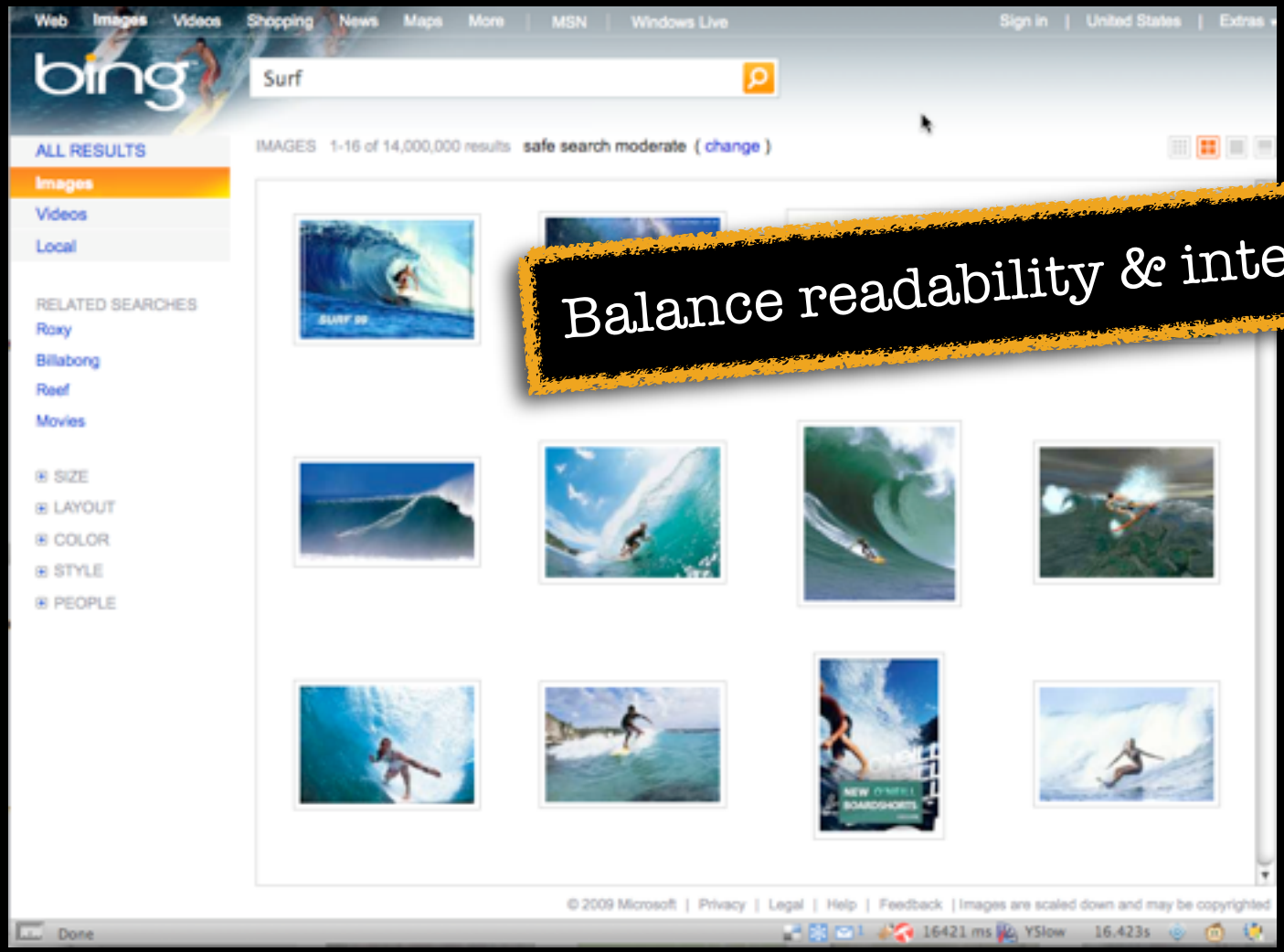
contextual tool actions. backpackit

Contextual Tools (overlay on hover)



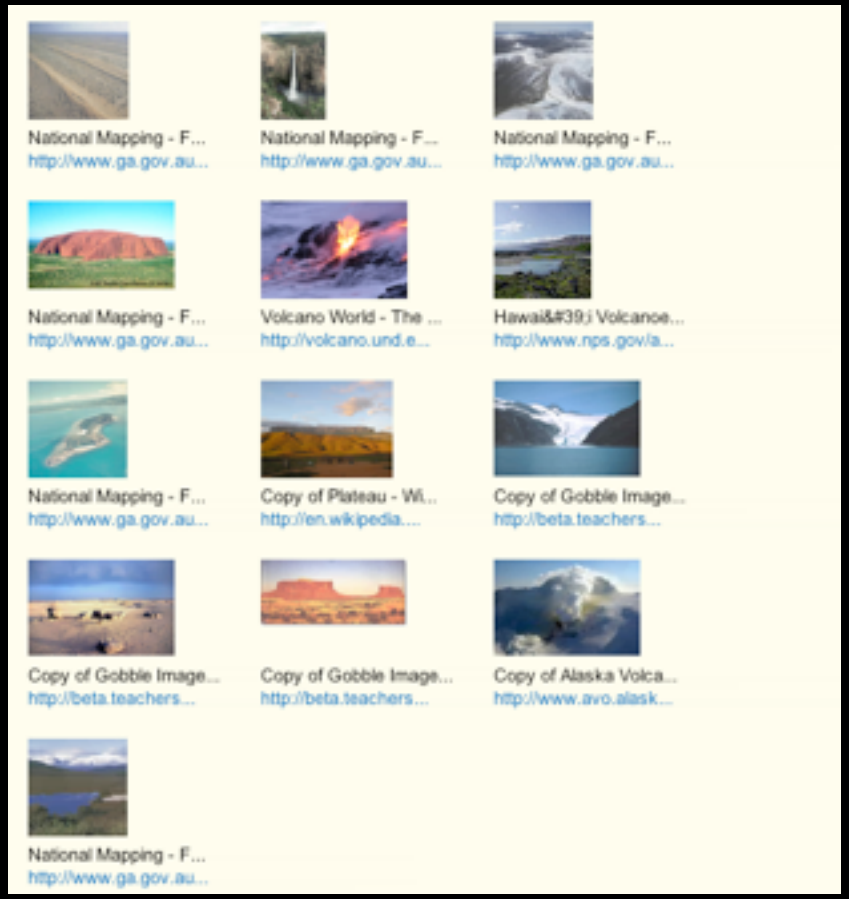
contextual tool overlay. bing.com

Contextual Tools (overlay on hover)



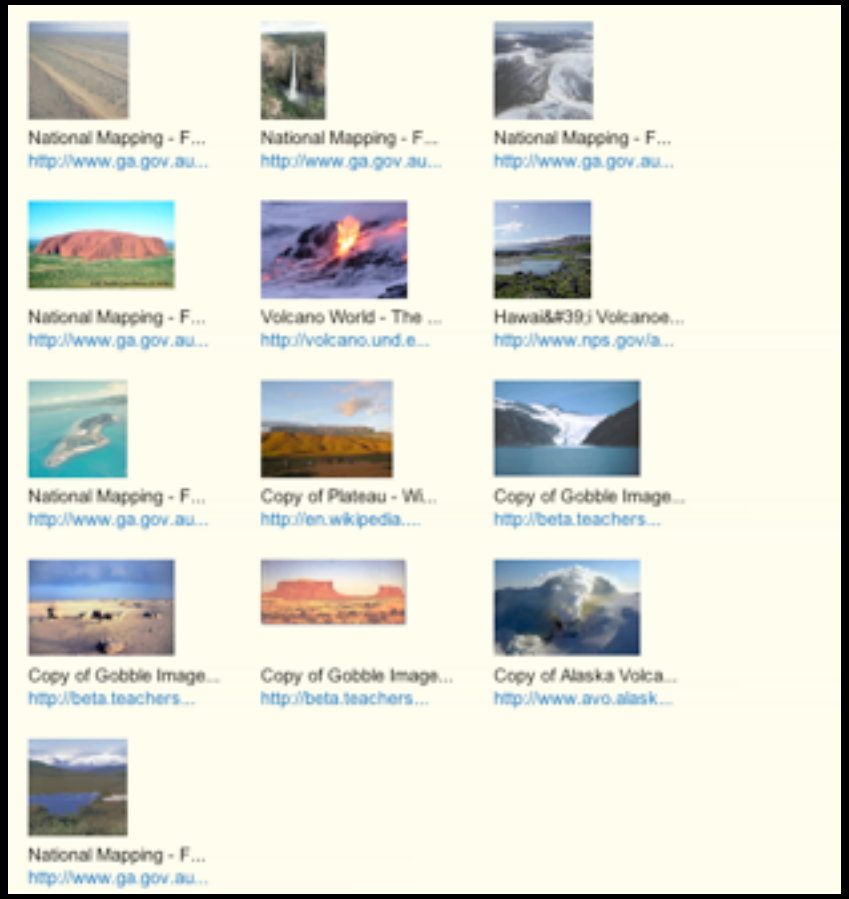
contextual tool overlay. bing.com

Anti-Pattern: Hover & Cover



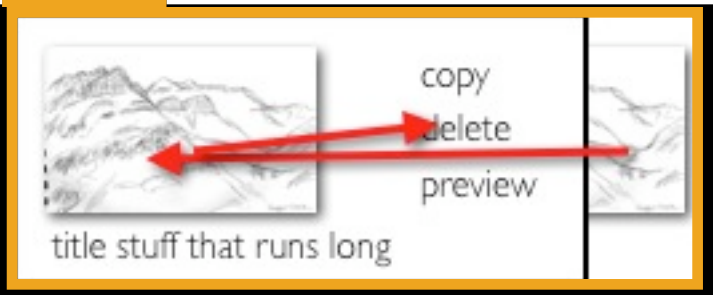
anti-pattern. hover & cover. yahoo! teachers

Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

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

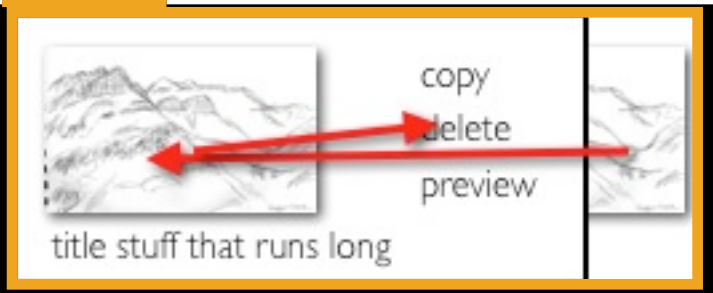


Anti-Pattern: Hover & Cover

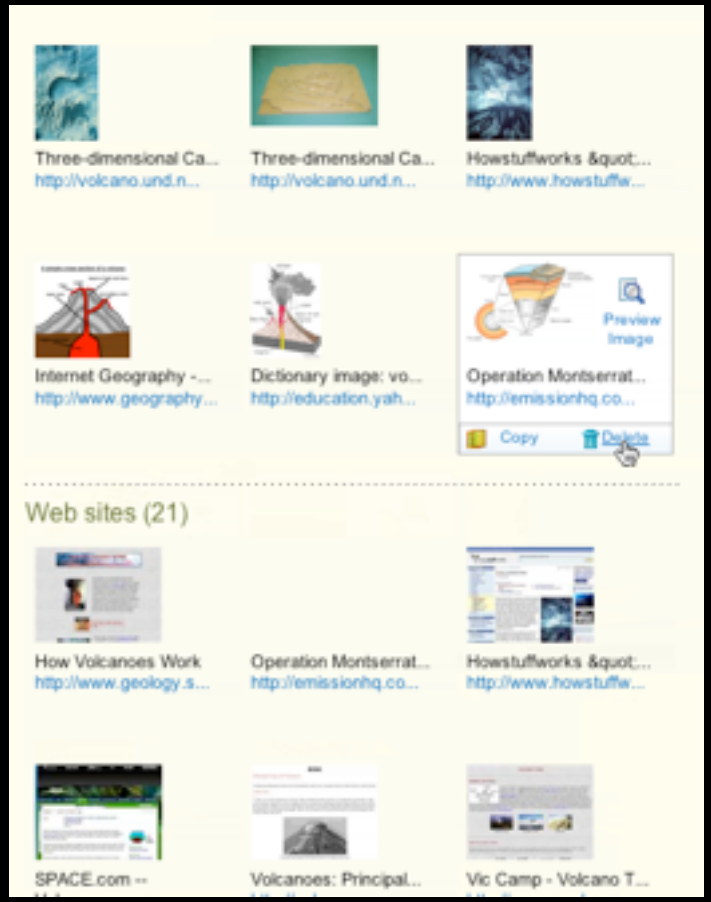
Don't obscure context or navigation.

anti-pattern. hover & cover. yahoo! teachers

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

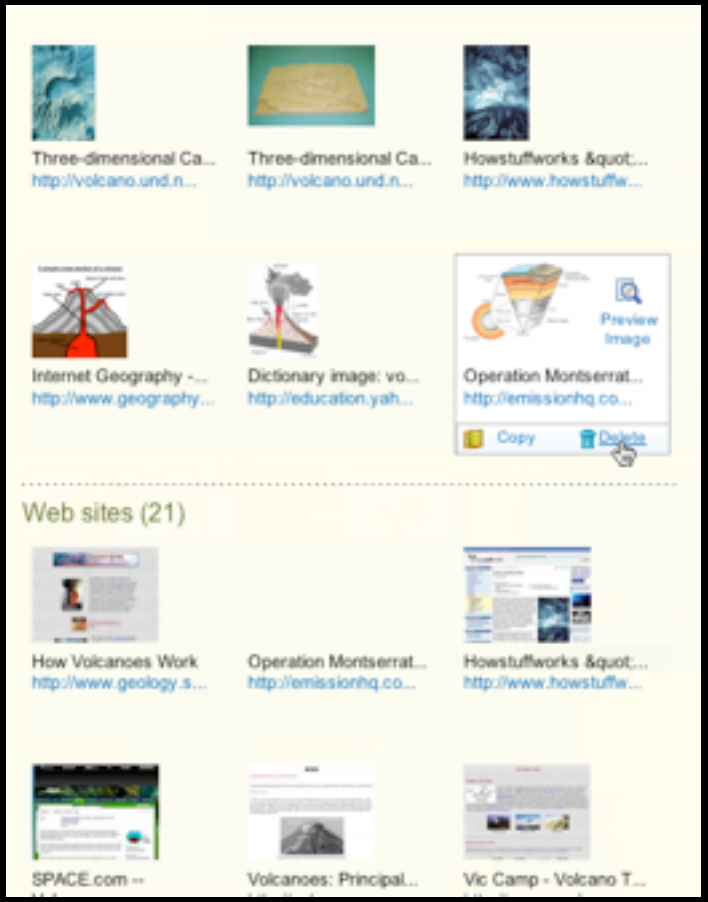


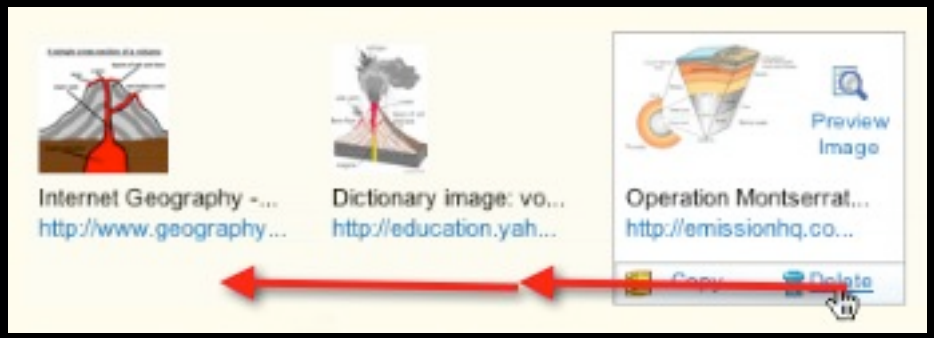
Hover & Cover Refactored



hover & cover resolved. y! teachers

Hover & Cover Refactored





hover & cover resolved. y! teachers

Maintain flow.

Exploratorium Exhibit

Spot the differences

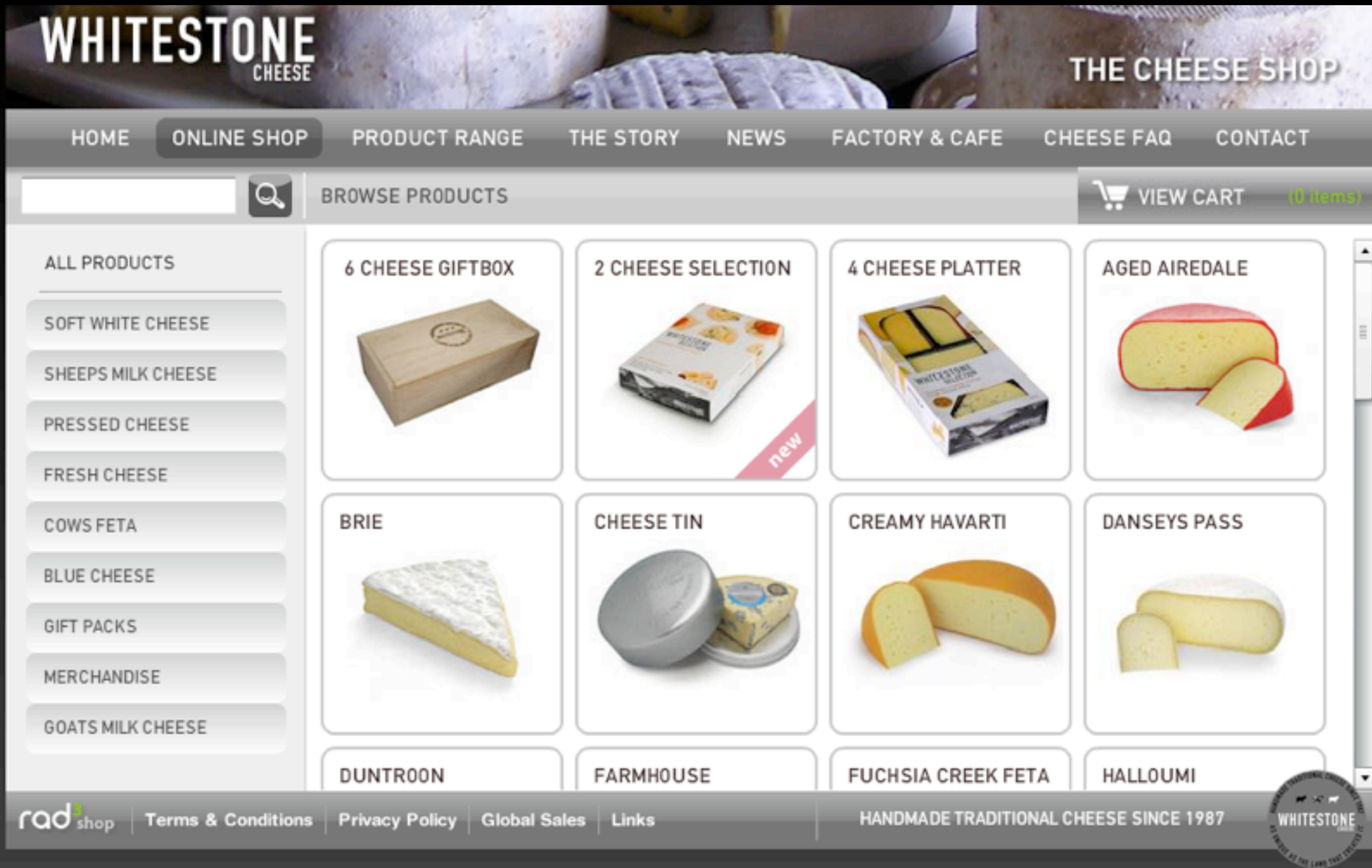
Spot the differences

Now try again...

Now try again...

Now try again...

Keep the moments within the page.


WHITESTONE
CHEESE
THE CHEESE SHOP
HOME
ONLINE SHOP
PRODUCT RANGE
THE STORY
NEWS
FACTORY & CAFE
CHEESE FAQ
CONTACT
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
new
4 CHEESE PLATTER
AGED AIREDALE
BRIE
CHEESE TIN
CREAMY HAVARTI
DANSEYS PASS
DUNTROON
FARMHOUSE
FUCHSIA CREEK FETA
HALLOUMI
rad3 shop
Terms & Conditions
Privacy Policy
Global Sales
Links
HANDMADE TRADITIONAL CHEESE SINCE 1987
WHITESTONE

WHITESTONE CHEESE

THE CHEESE SHOP

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

BROWSE PRODUCTS

VIEW CART (0 items)

Keep the moments within the page.

ALL

SOFT

SHEEPS MILK CHEESE

PRESSED CHEESE

FRESH CHEESE

COWS FETA

BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE

4 CHEESE PLATTER

AGED AIREDALE

BRIE

CHEESE TIN

CREAMY HAVARTI

DANSEYS PASS

DUNTROON

FARMHOUSE

FUCHSIA CREEK FETA

HALLOUMI

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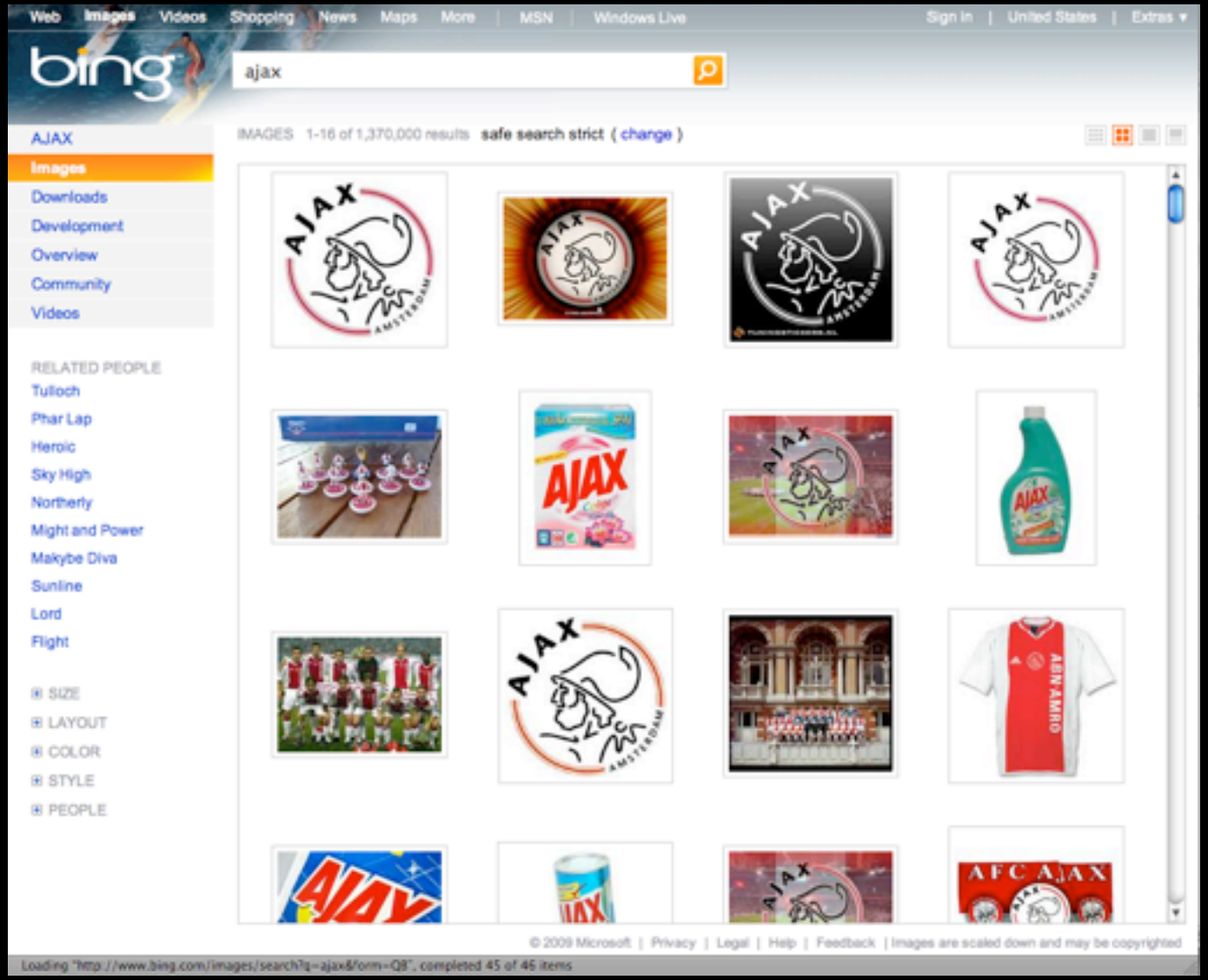
HANDMADE TRADITIONAL CHEESE SINCE 1987

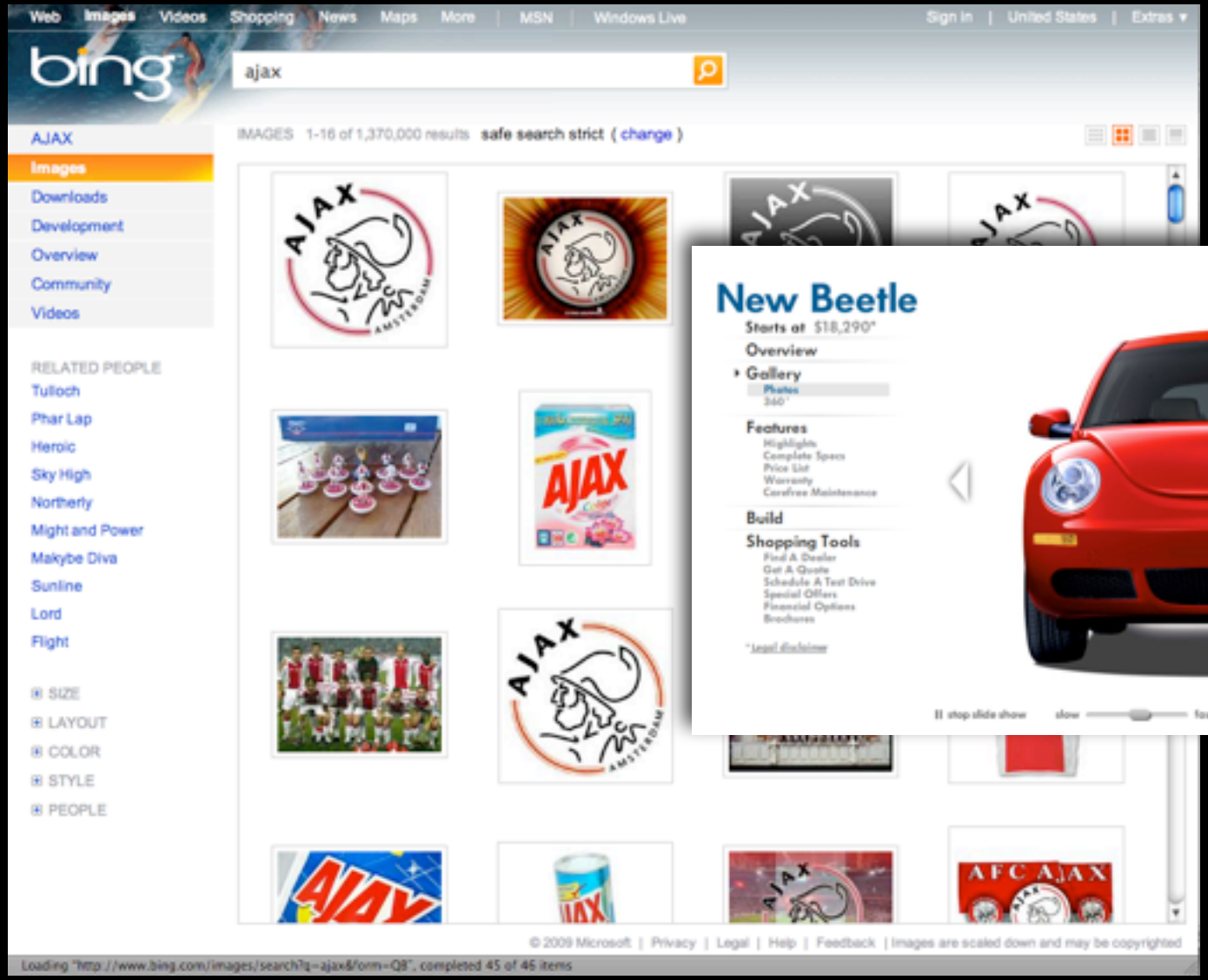
WHITESTONE

Virtual Space



endless scrolling. bing.com

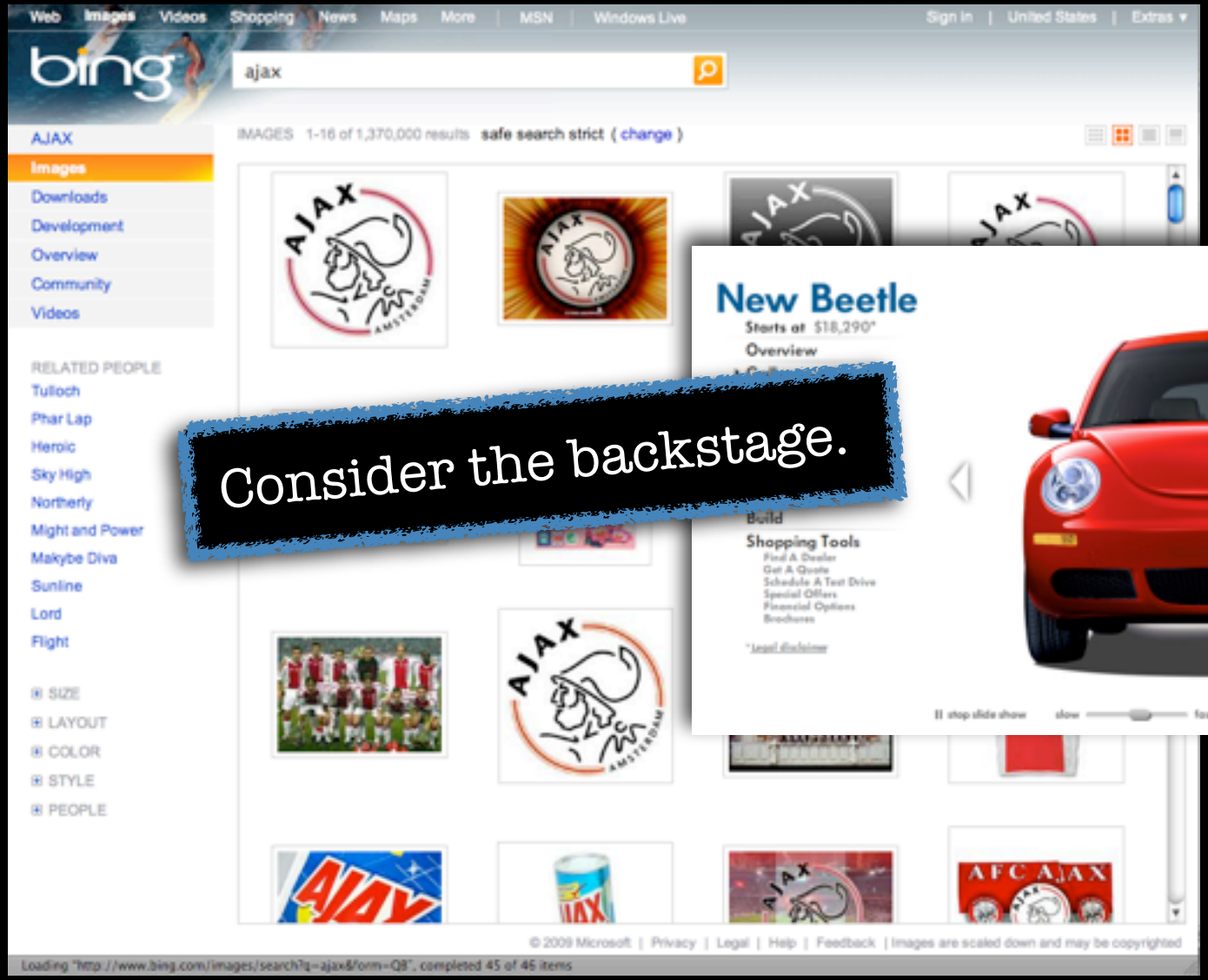
Virtual Space



endless scrolling. bing.com

carousel. paging. gallery. bing.com

Virtual Space

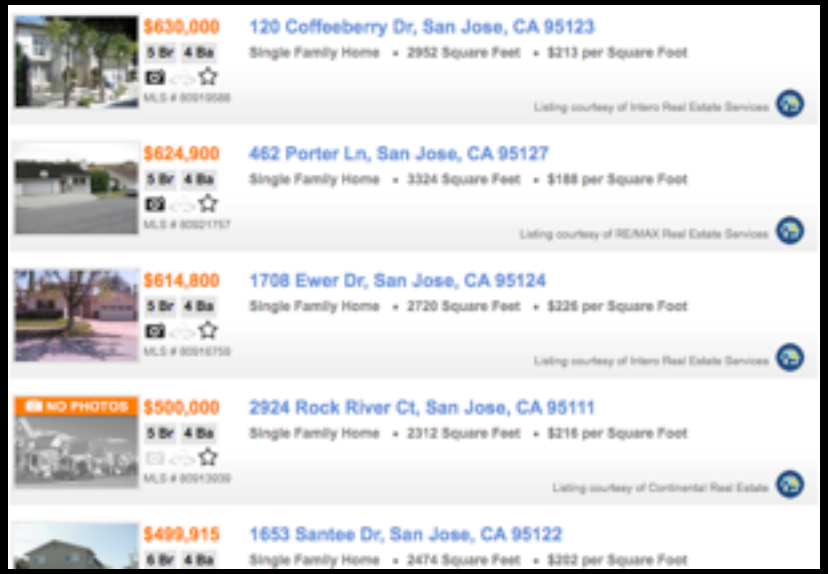


endless scrolling. bing.com

carousel. paging. gallery. bing.com

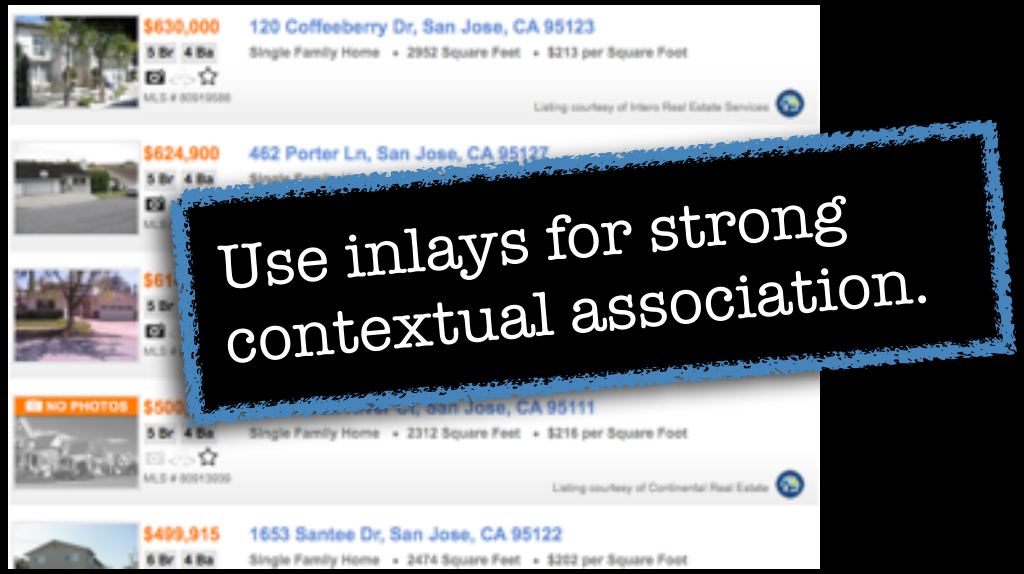
Consider the backstage.

Inlays



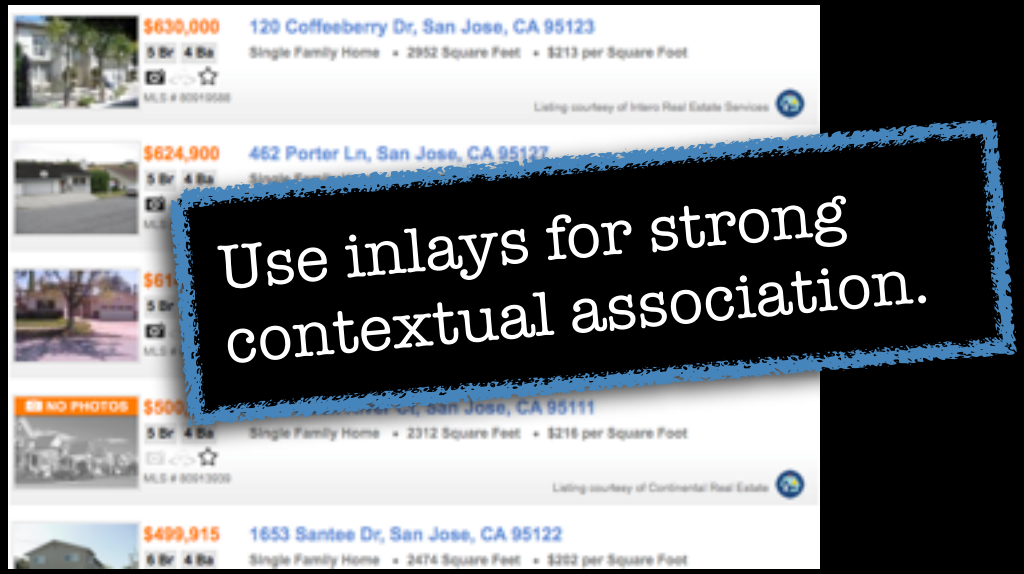
click activated inlay. roost.com

Inlays

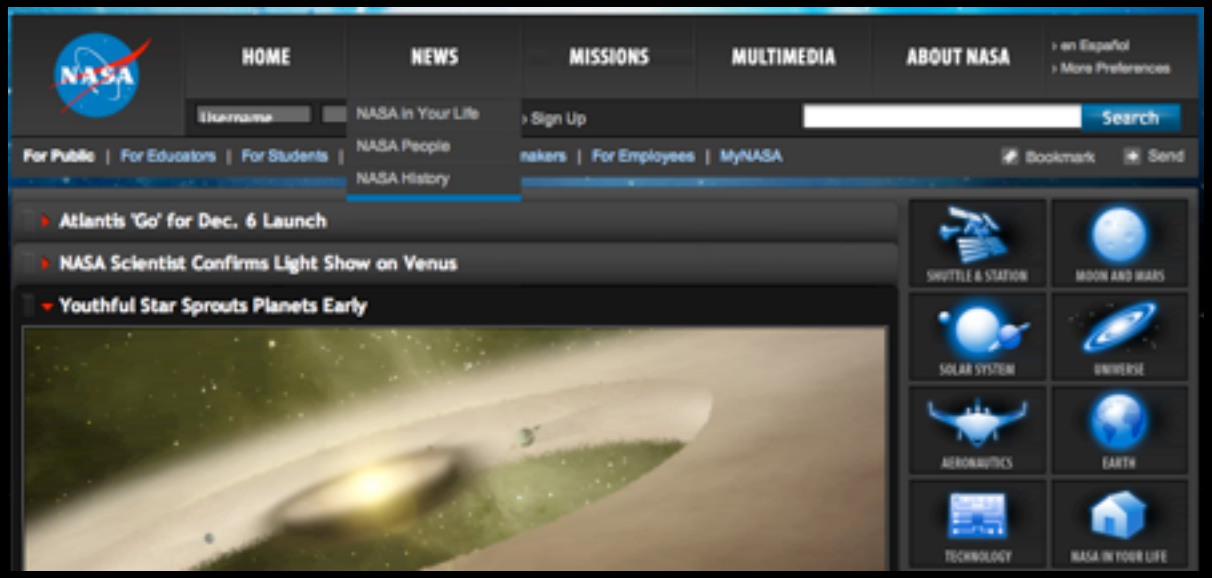


click activated inlay. roost.com

Inlays



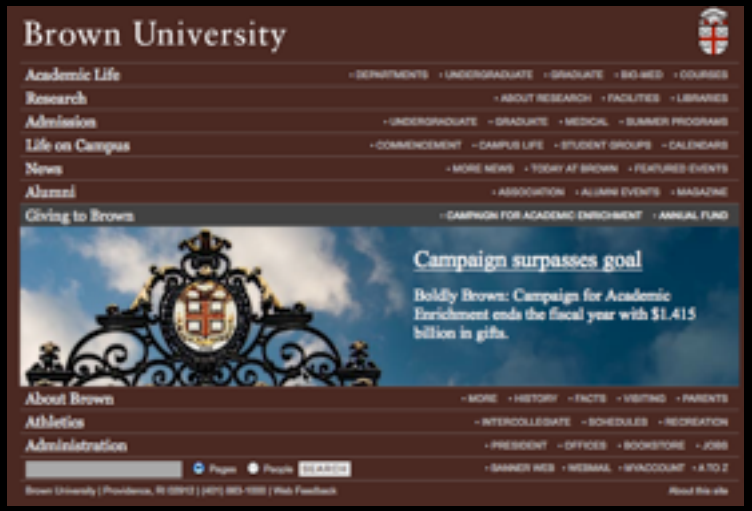
click activated inlay. roost.com



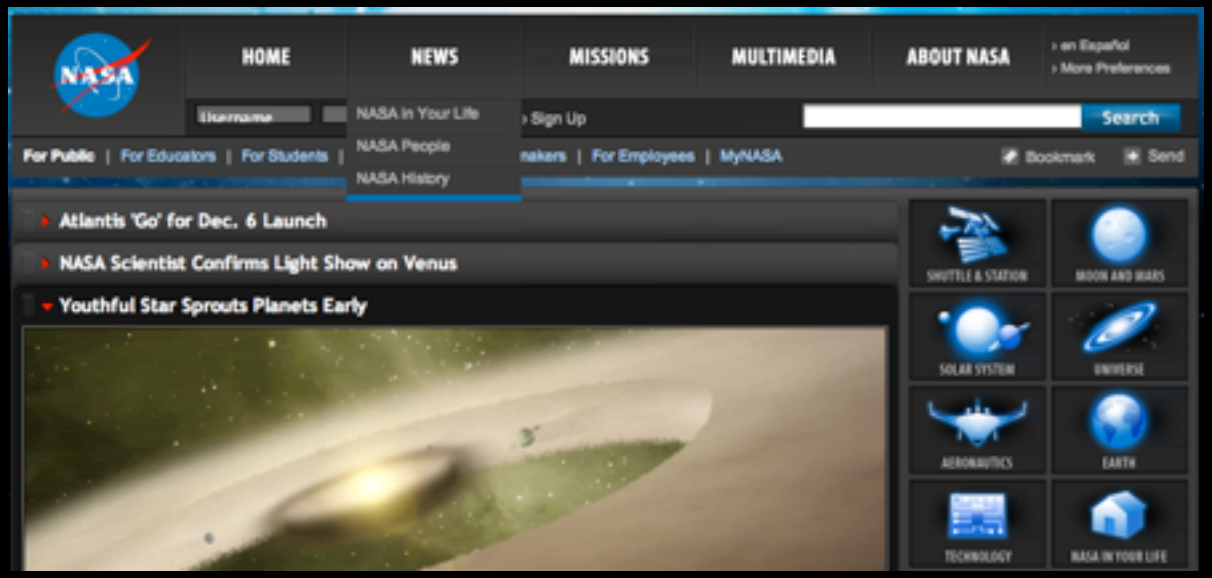
hover activated accordian. nasa.gov

Inlays

click activated inlay. roost.com



hover activated accordian. brown.edu

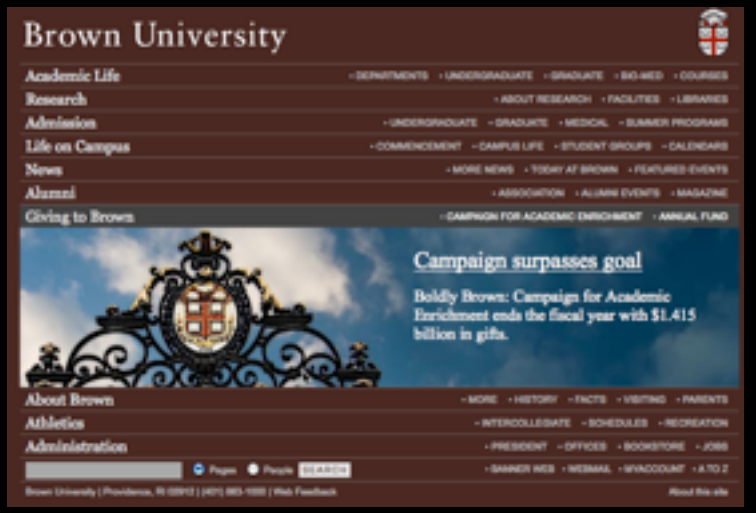


hover activated accordian. nasa.gov

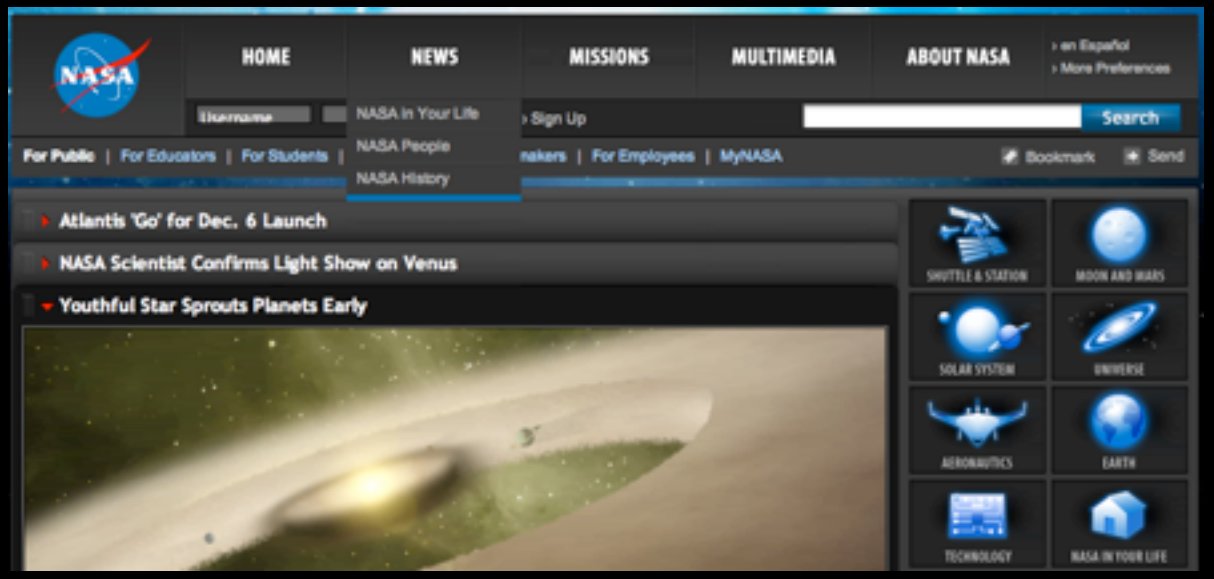
Inlays

Use inlays for strong contextual association.

click activated inlay. roost.com



hover activated accordian. brown.edu

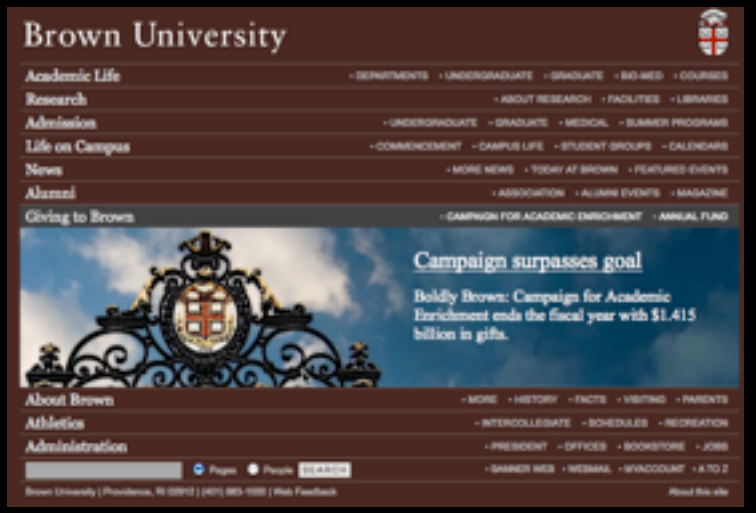


hover activated accordian. nasa.gov

hover activated accordian. apple.com

Inlays

click activated inlay. roost.com

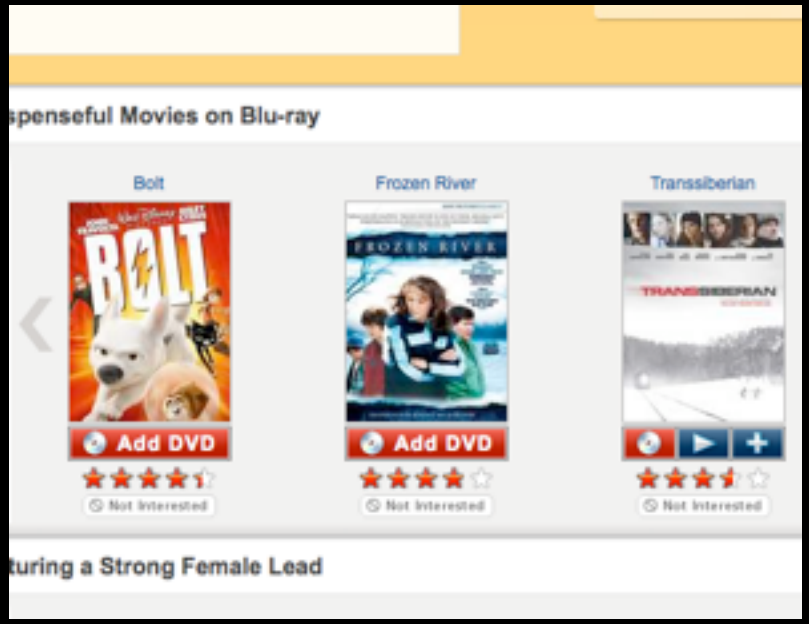


hover activated accordian. brown.edu

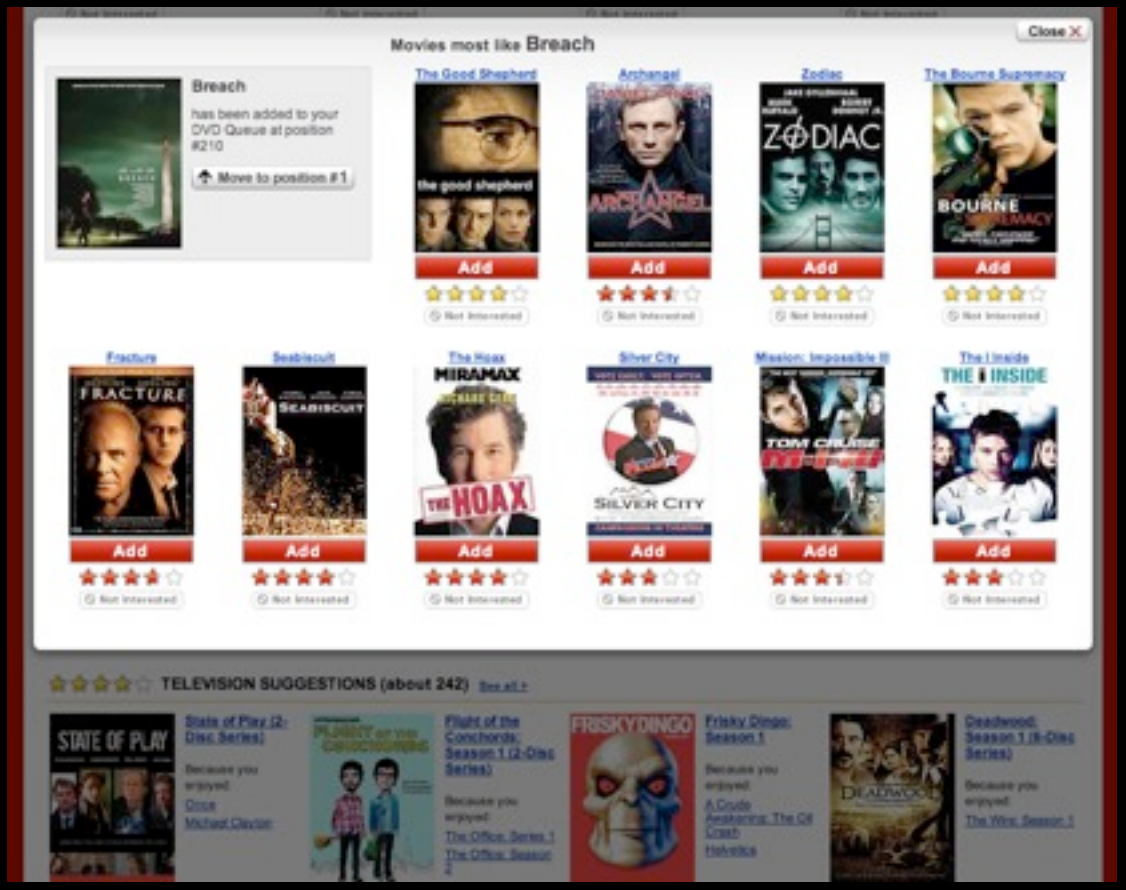
hover activated accordian. nasa.gov

hover activated accordian. apple.com

Overlays

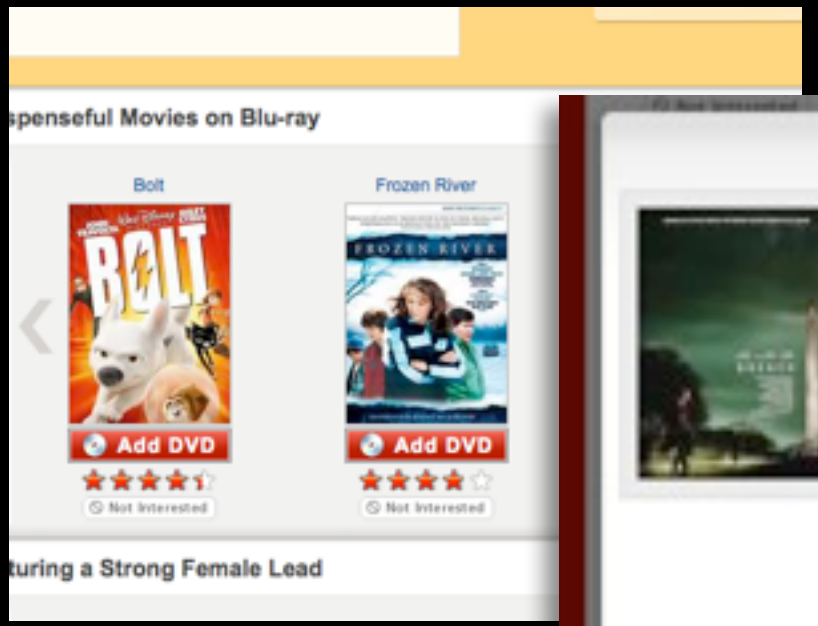


hover details. netflix.com

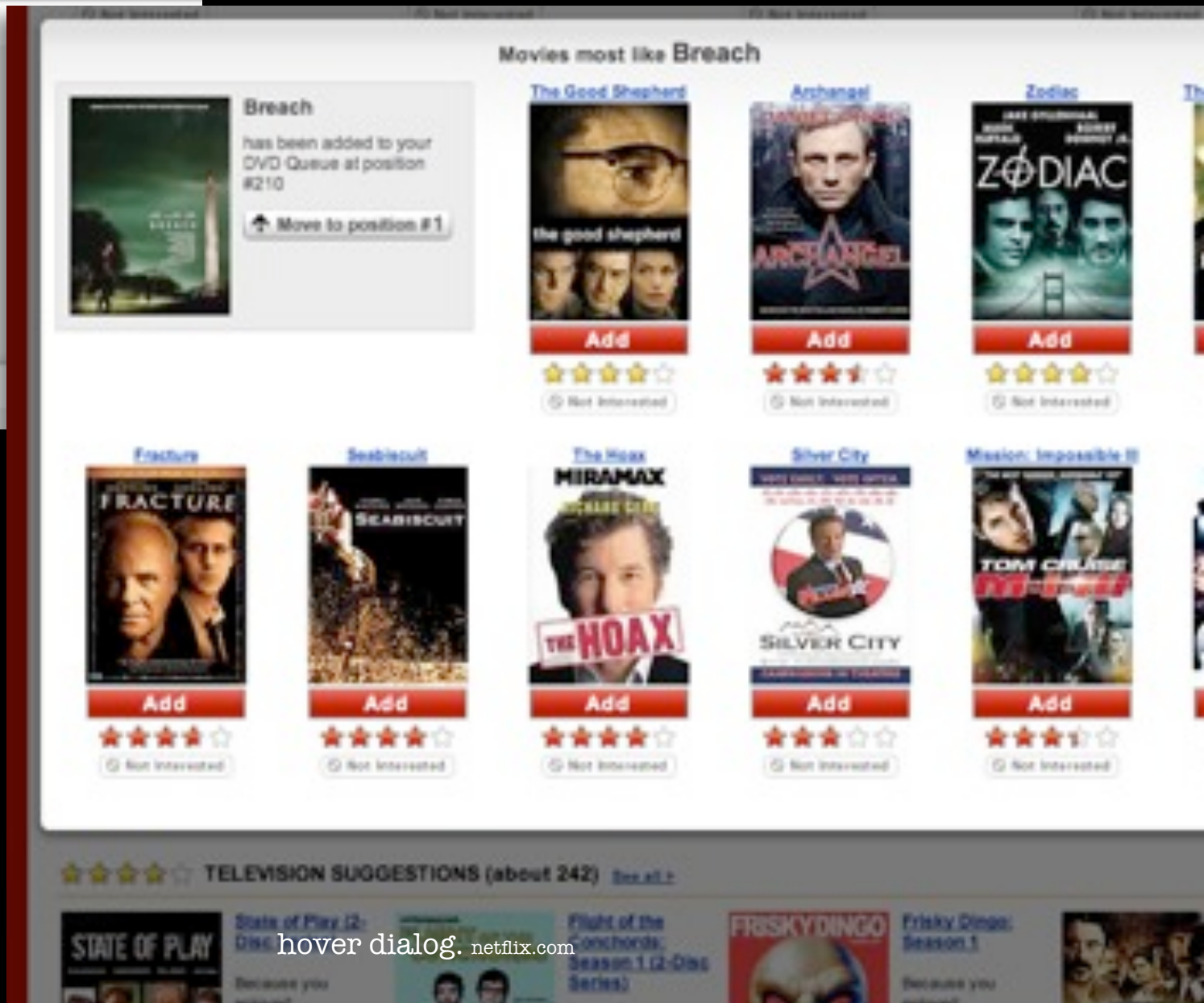


hover dialog. netflix.com

Overlays

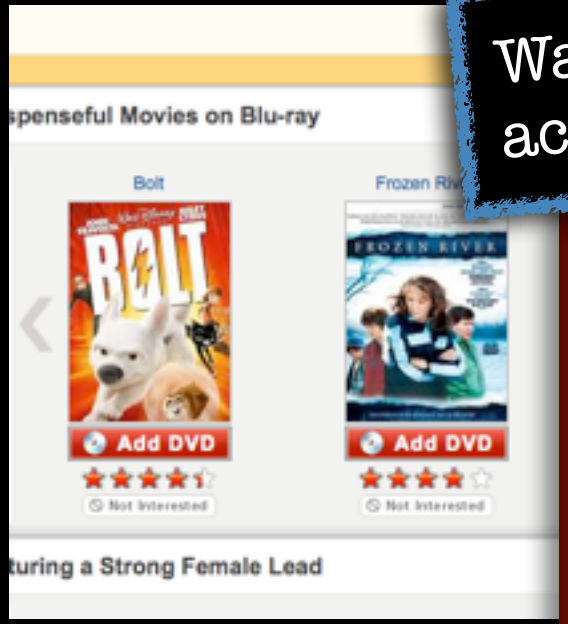


hover details. netflix.com



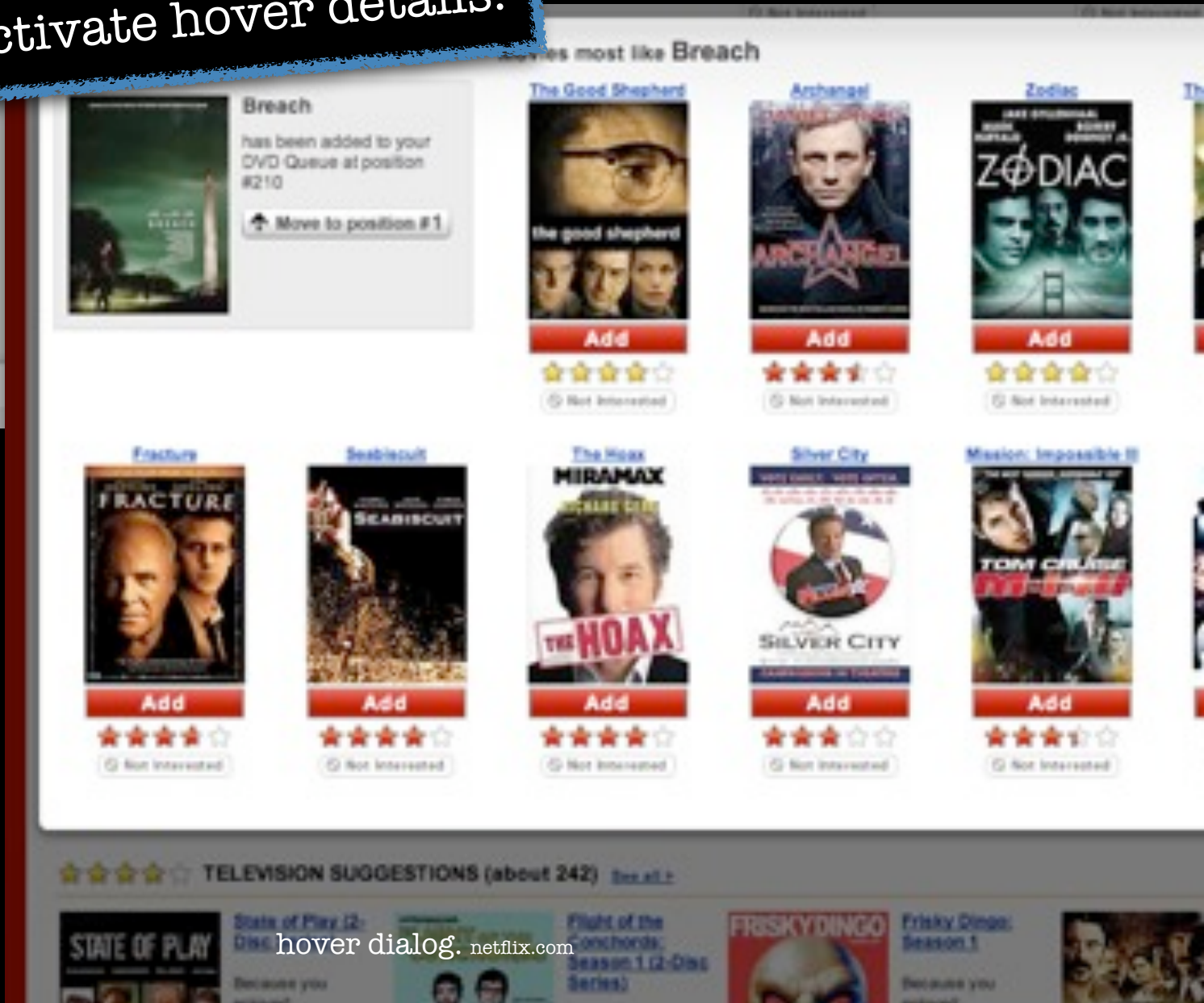
hover dialog. netflix.com

Overlays



hover details. netflix.com

Wait 1/2 second to activate hover details.



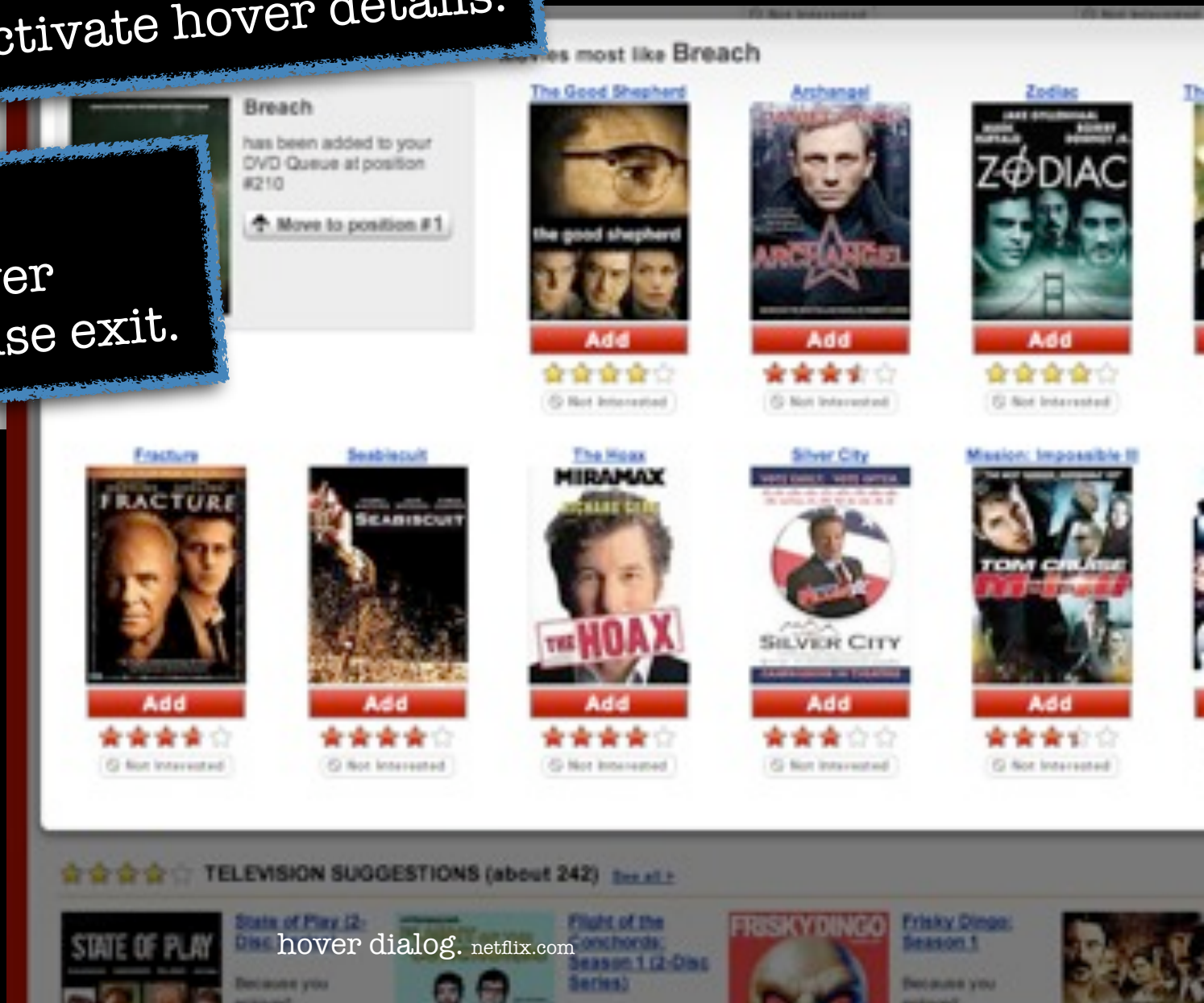
hover dialog. netflix.com

Overlays

Wait 1/2 second to activate hover details.

Immediately deactivate hover details on mouse exit.

hover details. netflix.com



hover dialog. netflix.com

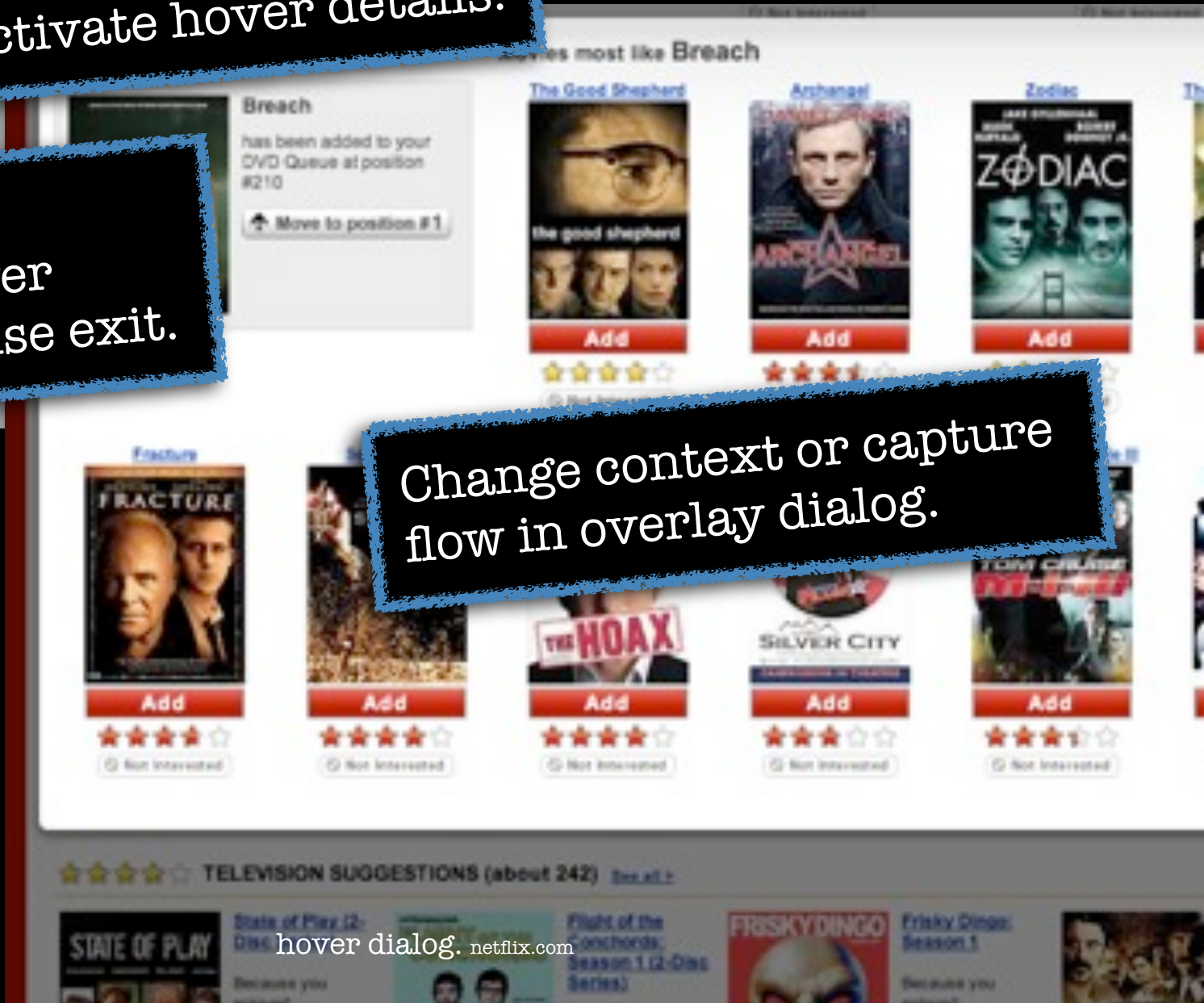
Overlays

hover details. netflix.com

Wait 1/2 second to activate hover details.

Immediately deactivate hover details on mouse exit.

Change context or capture flow in overlay dialog.



hover dialog. netflix.com

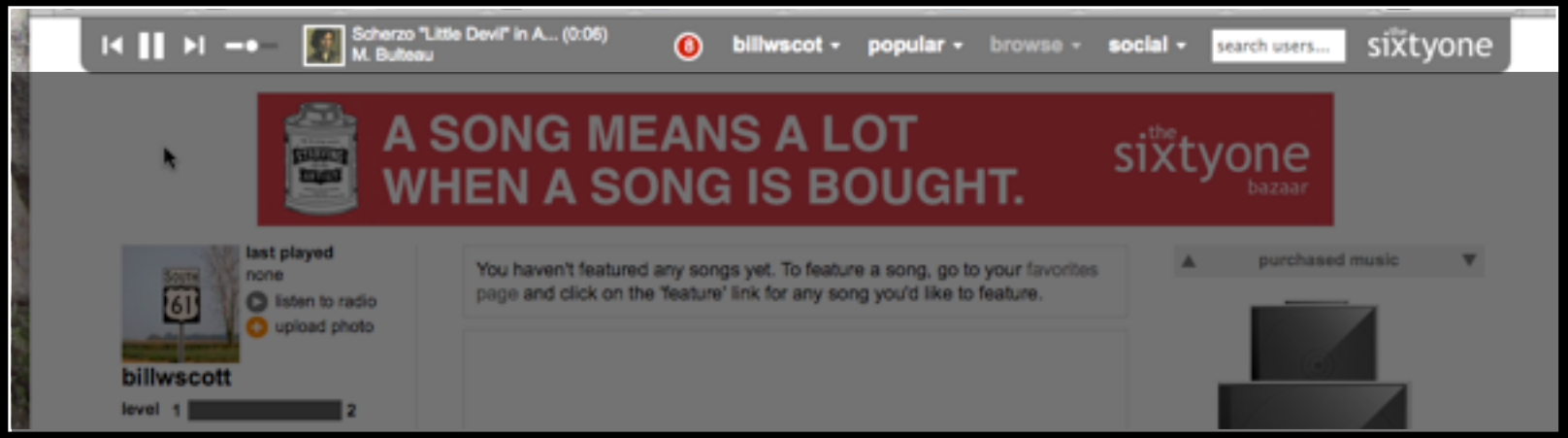
Anti-Pattern: Idiot Boxes

anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes

anti-pattern. idiot box. yahoo! photos

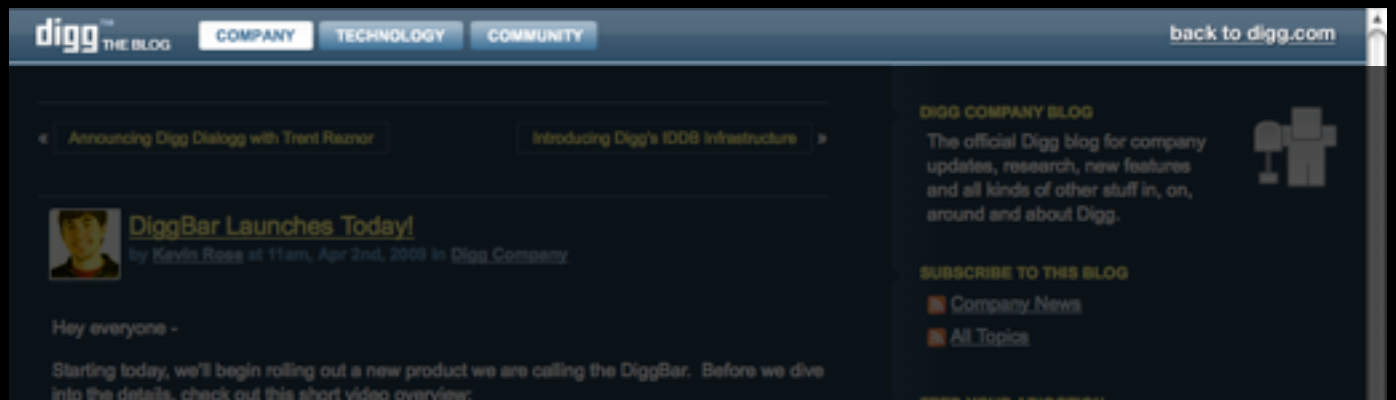
Nav Bars: Seamless Context



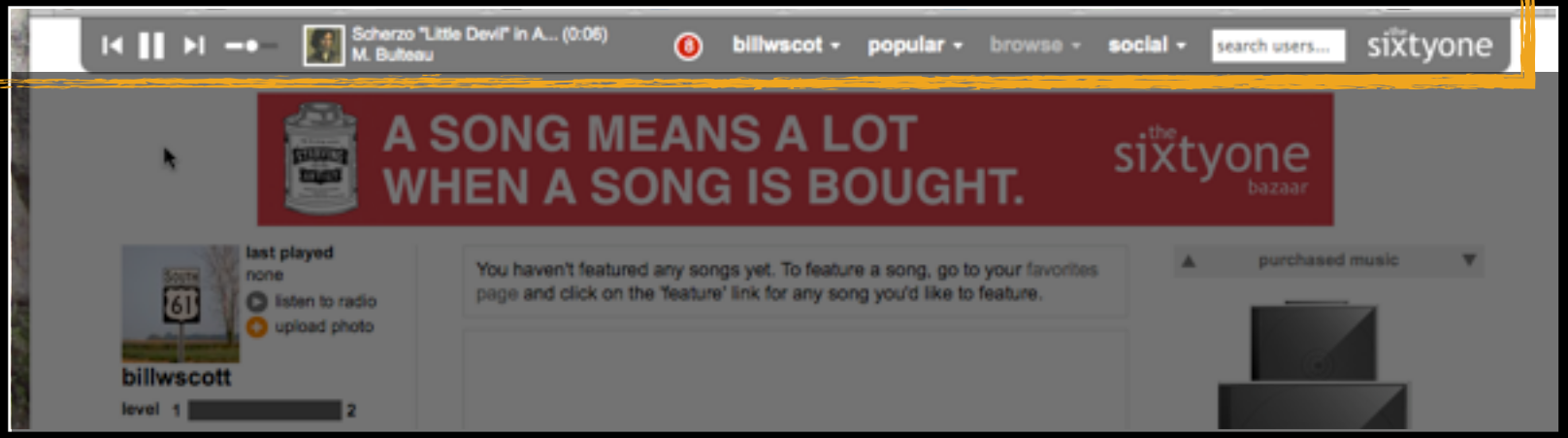
nav status bar. thesixtyone.com

nav status bar. facebook.com

nav status bar. digg.com



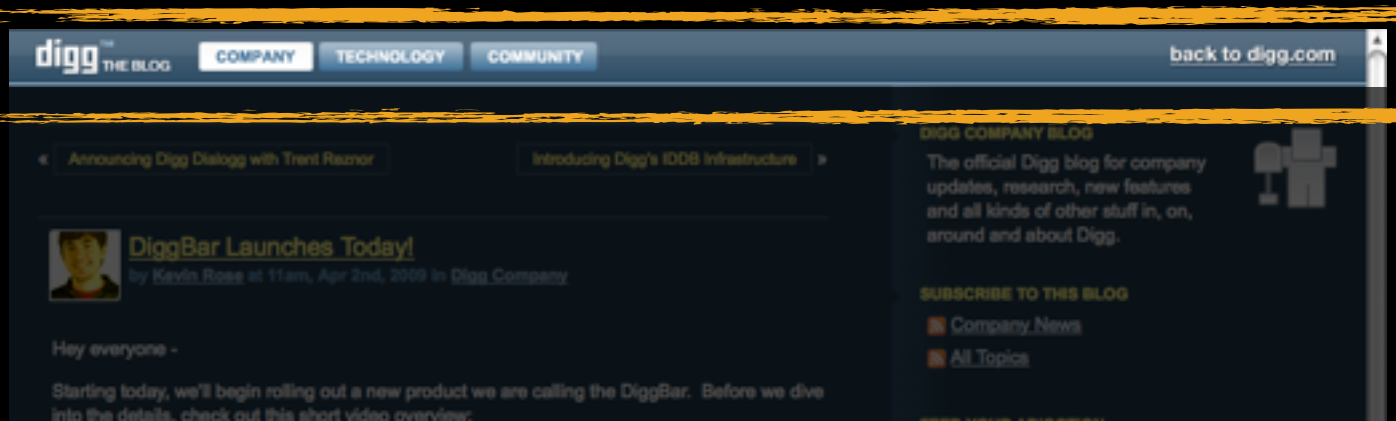
Nav Bars: Seamless Context



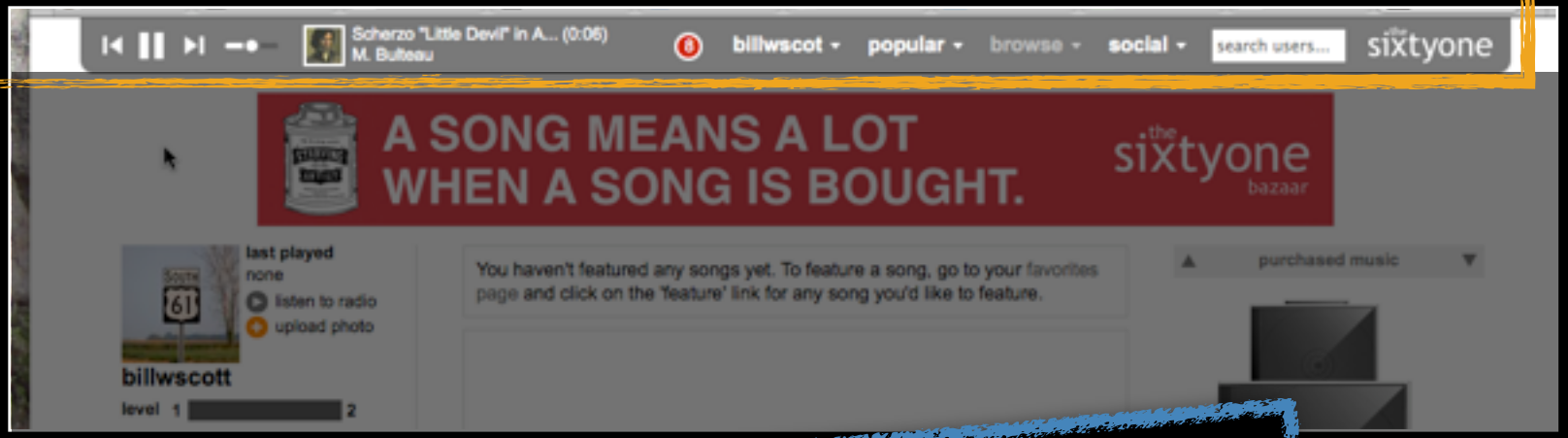
nav status bar. thesixtyone.com

nav status bar. facebook.com

nav status bar. digg.com



Nav Bars: Seamless Context

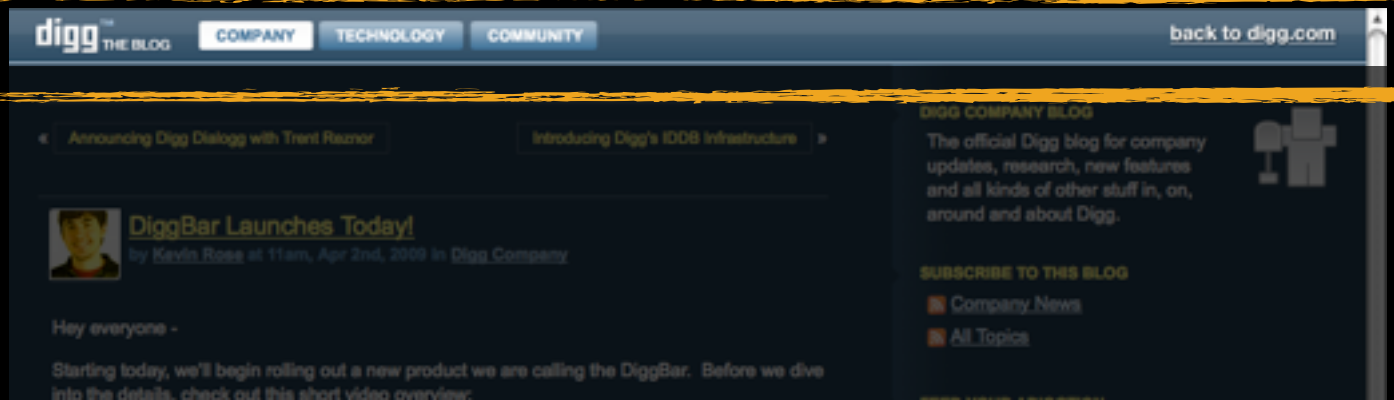


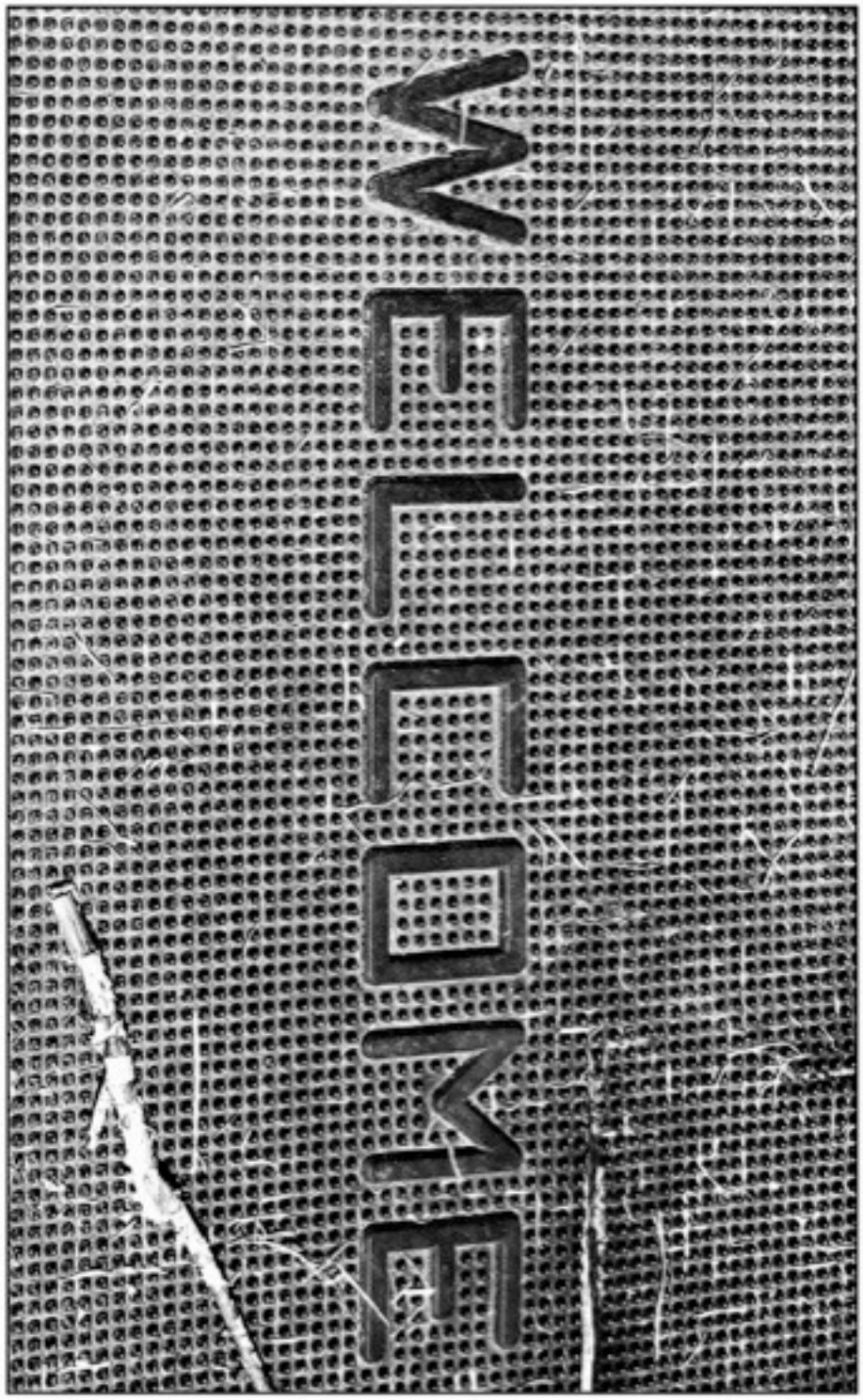
bar. thesixtyone.com

Maintain context across pages.

nav status bar. facebook.com

nav status bar. digg.com





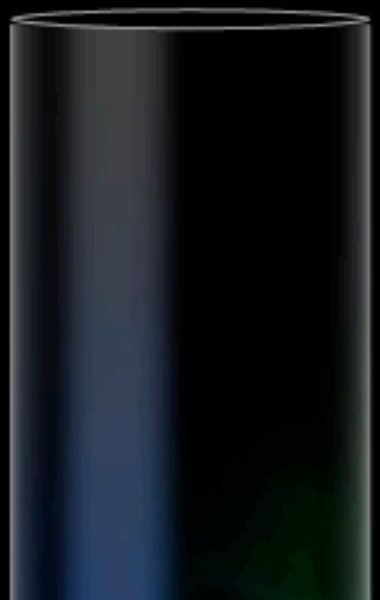
Invite interaction.

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.

PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%

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

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

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

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

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

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

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

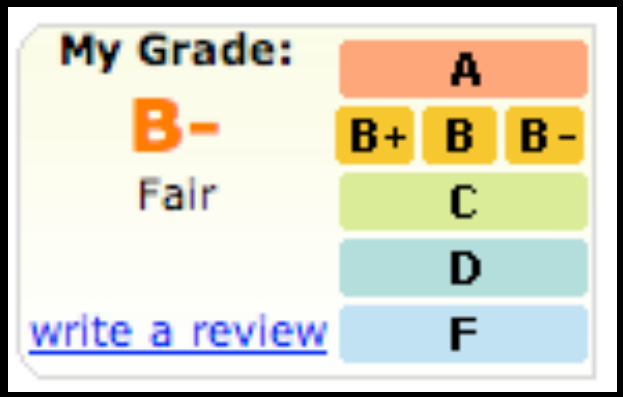
PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%
“Follow me on twitter.”	7.31%
“You should follow me on twitter.”	10.09%
“You should follow me on twitter here.”	12.81%

Use a clear call to action.

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

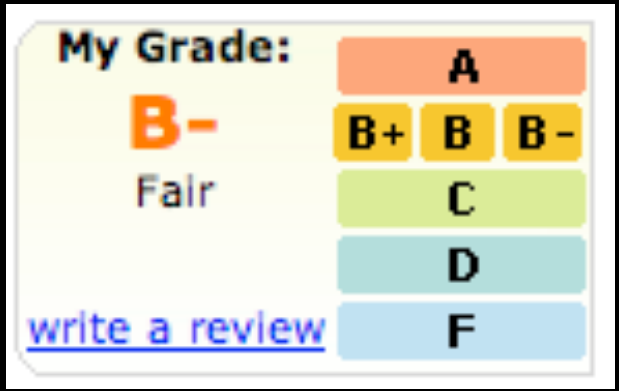
Hover Invitations

hover invitation. y!movies



Hover Invitations

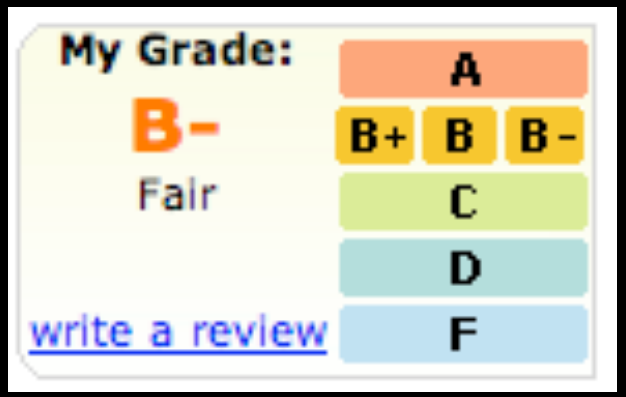
hover invitation. y!movies



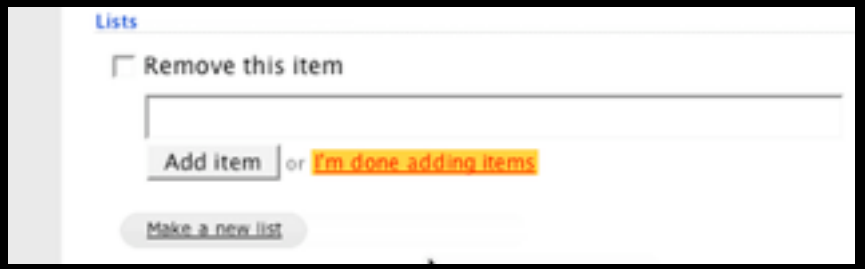
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



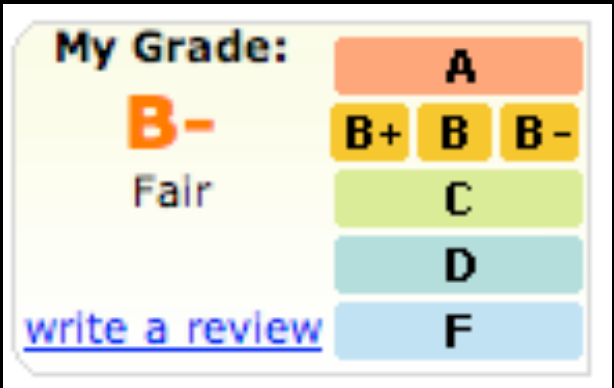
hover & tool invitation. backpackit



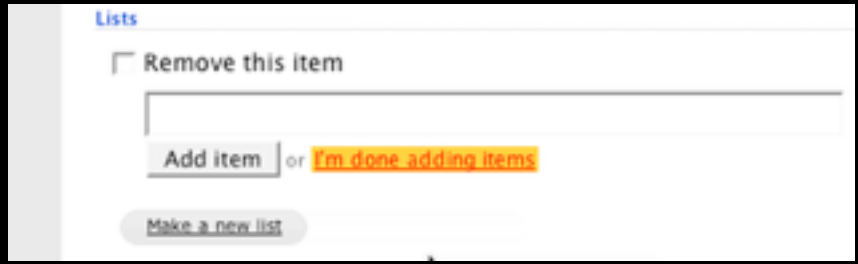
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



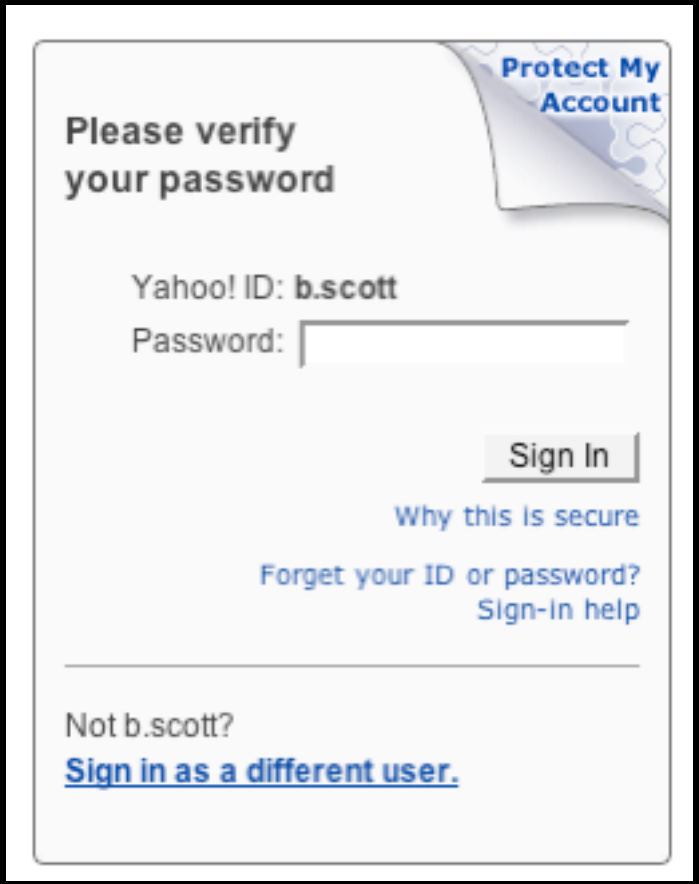
hover & tool invitation. backpackit



Aid discoverability with hover invitations.

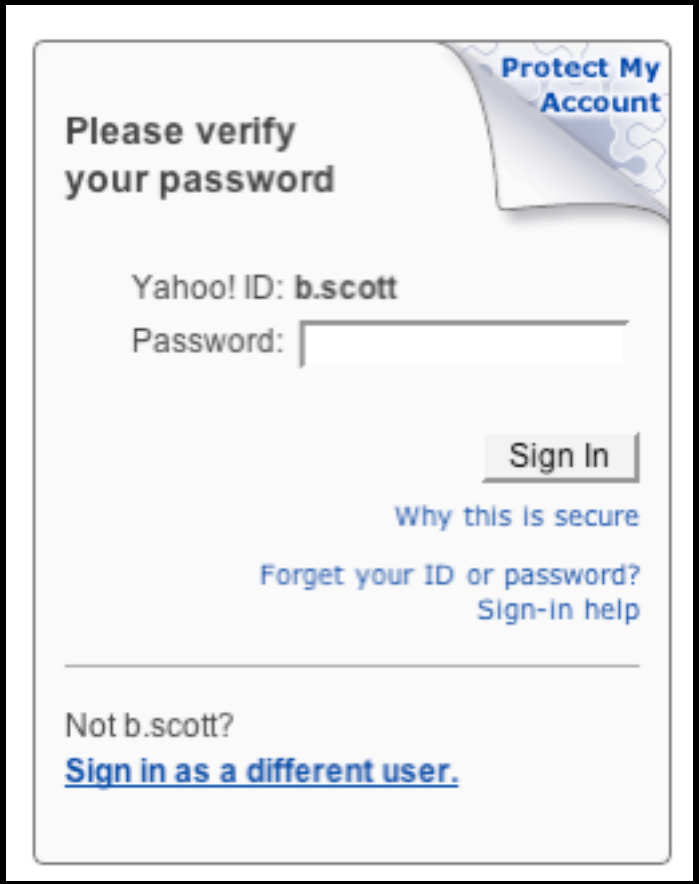
tooltip, hover & cursor invitation. flickr.com

Blank Slate Invitation

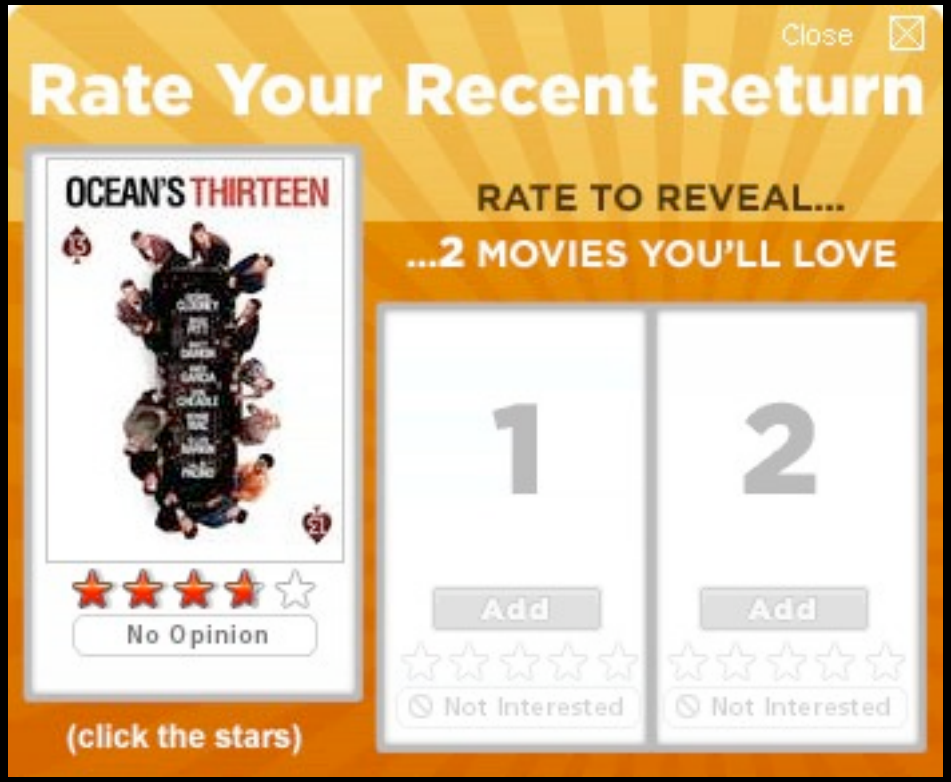


dog-ear invitation. login.yahoo.com

Blank Slate Invitation

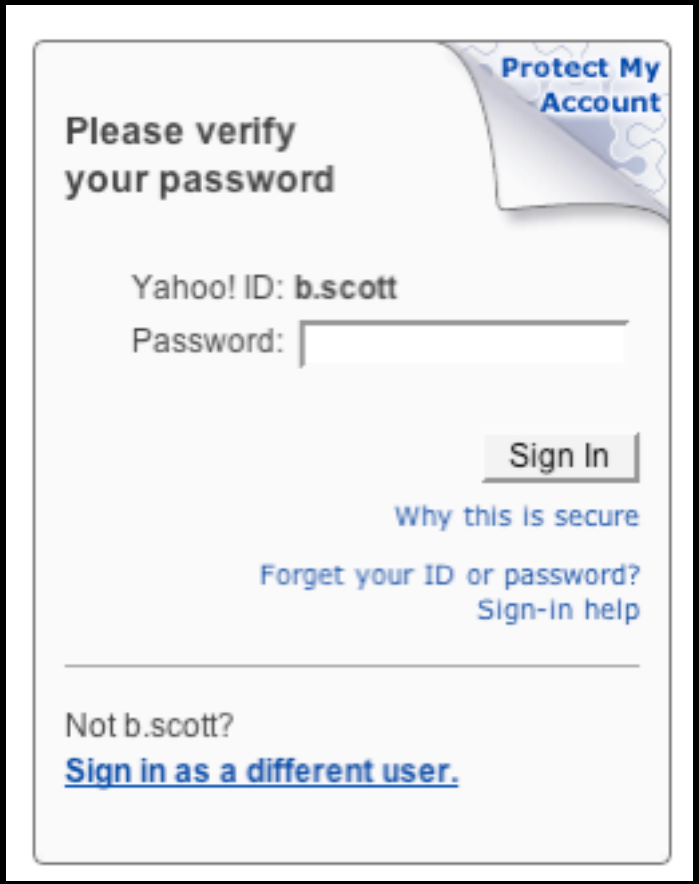


dog-ear invitation. login.yahoo.com

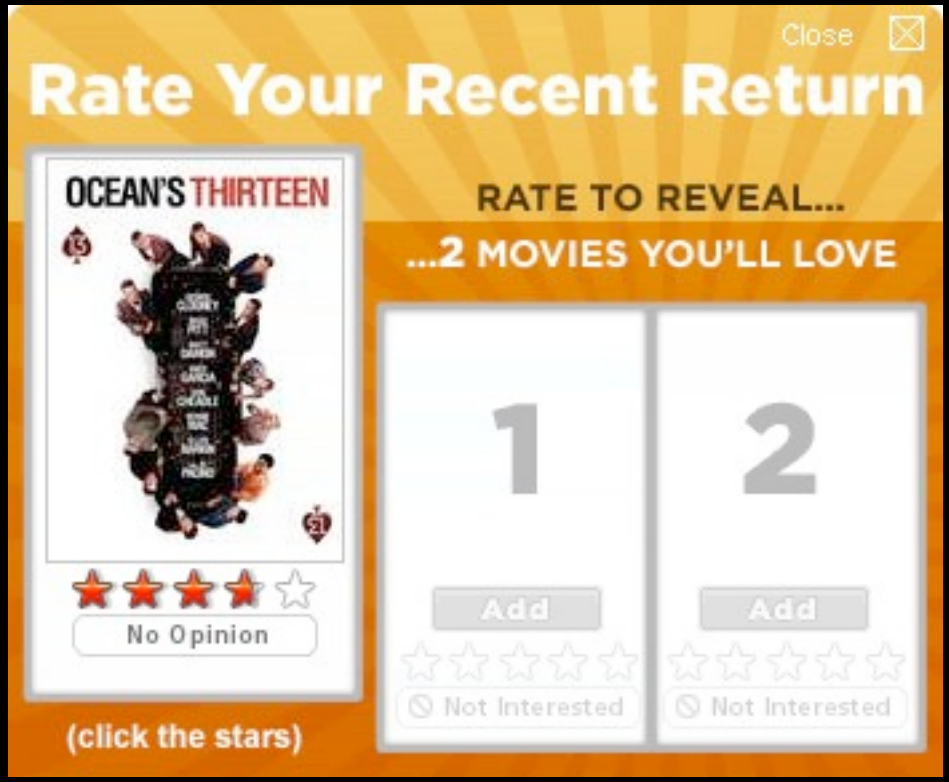


fill-in-the-blanks invitation. netflix

Blank Slate Invitation



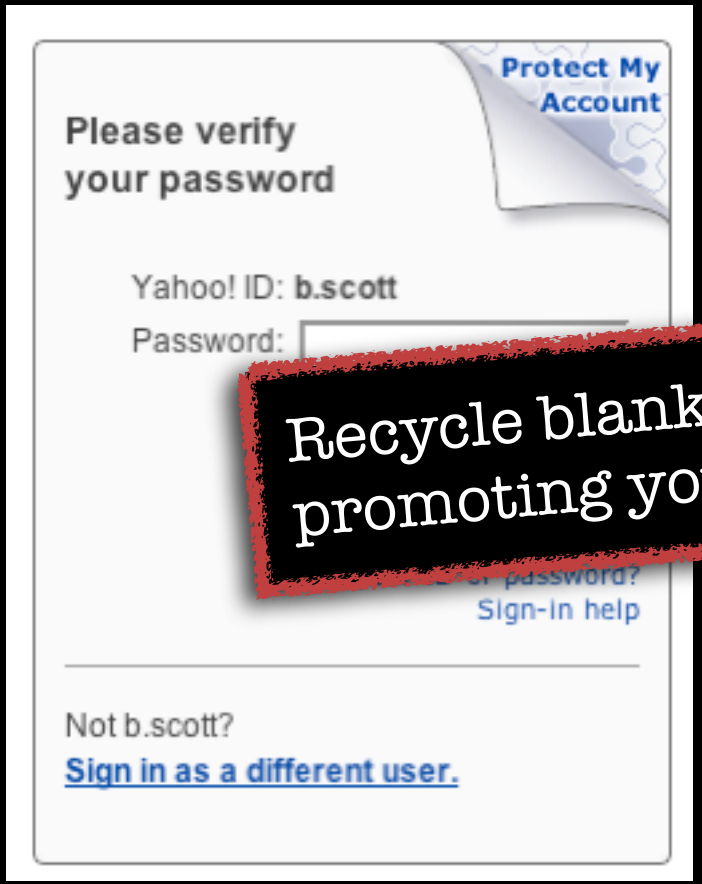
dog-ear invitation. login.yahoo.com



fill-in-the-blanks invitation. netflix

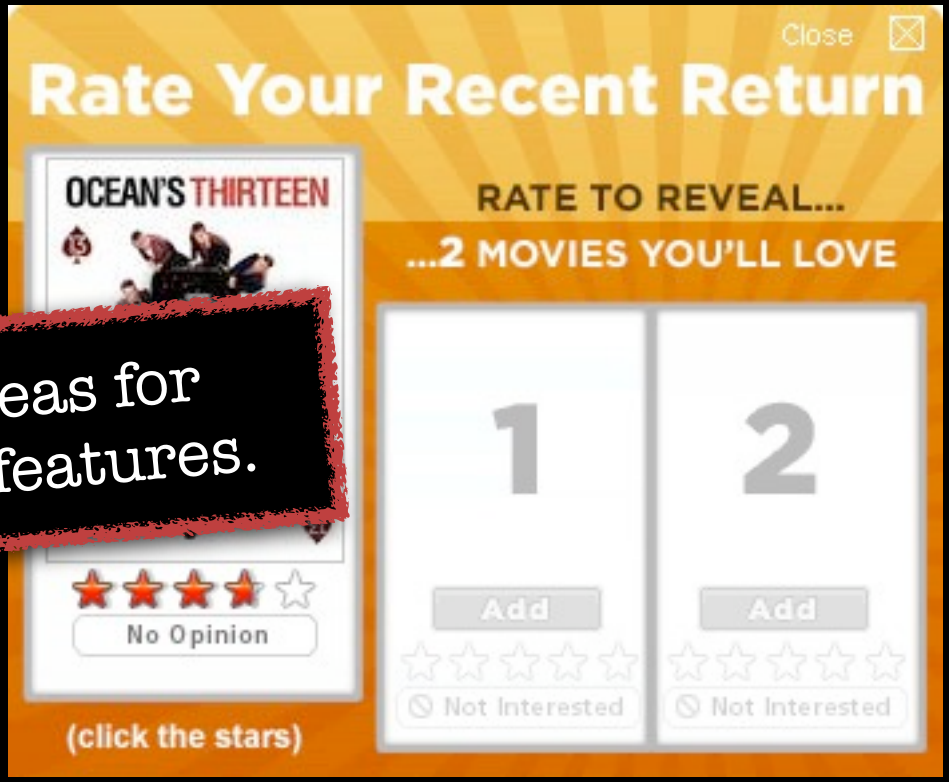
blank-slate invitation. backpackit

Blank Slate Invitation



dog-ear invitation. login.yahoo.com

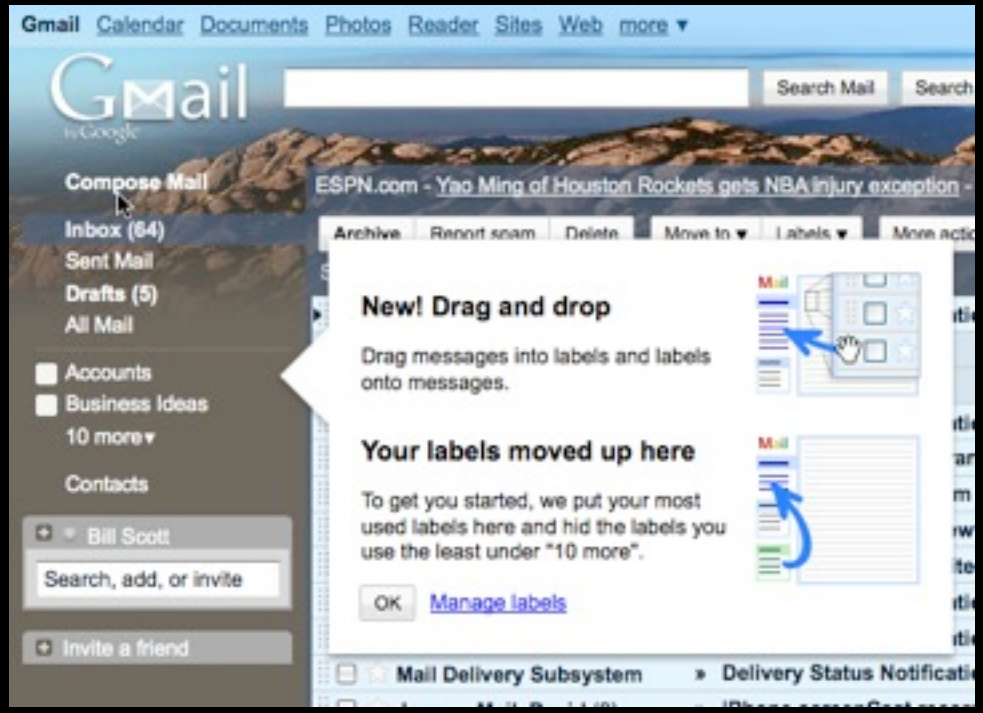
Recycle blank areas for promoting your features.



fill-in-the-blanks invitation. netflix

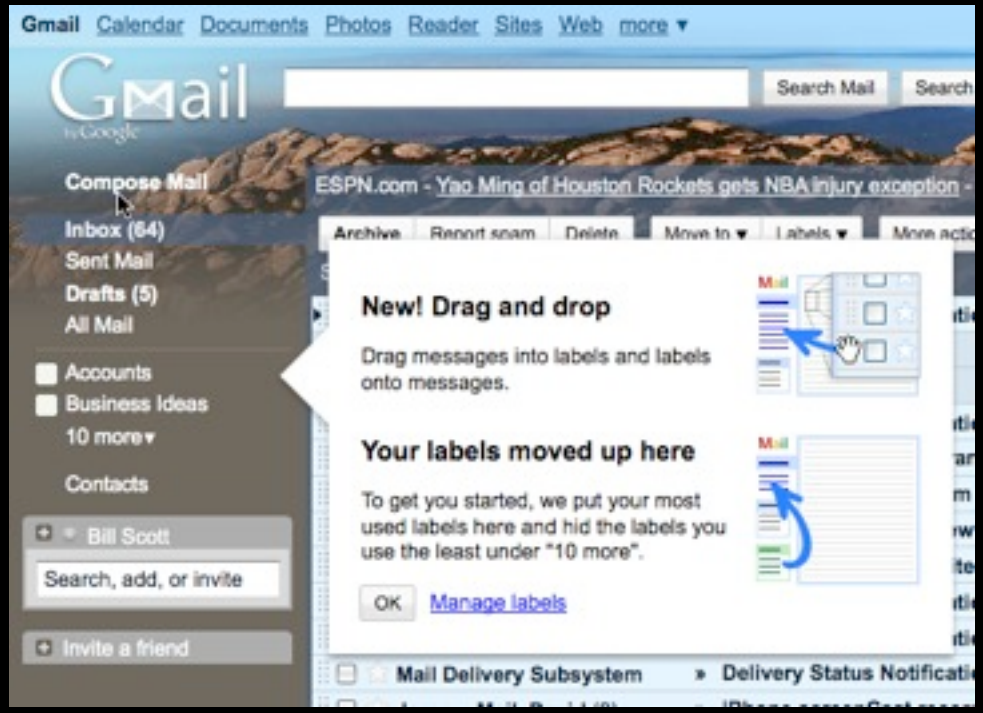
blank-slate invitation. backpackit

Tour Invitation



tour invitation. gmail

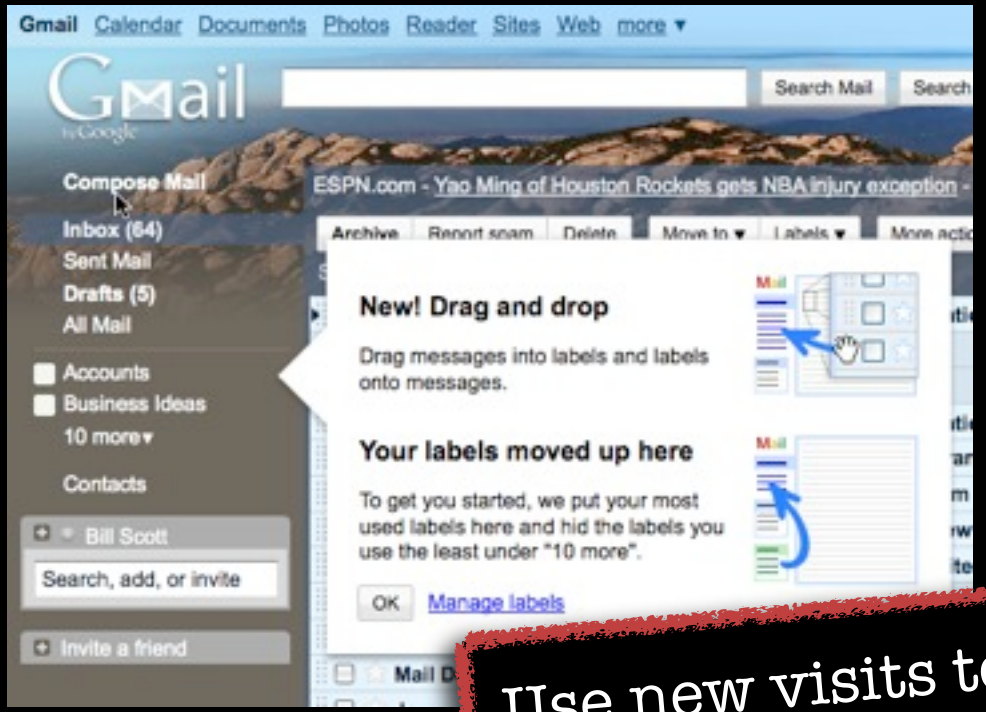
Tour Invitation



tour invitation. gmail

tour invitation. yahoo.com

Tour Invitation

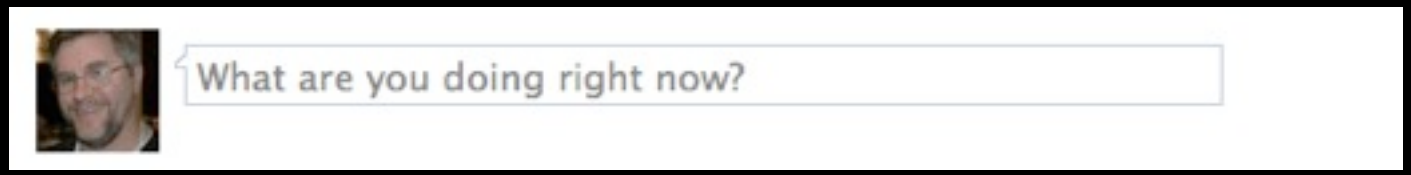


tour invitation. gmail

ion. yahoo.com

Use new visits to promote new features.

Prompt Invitation



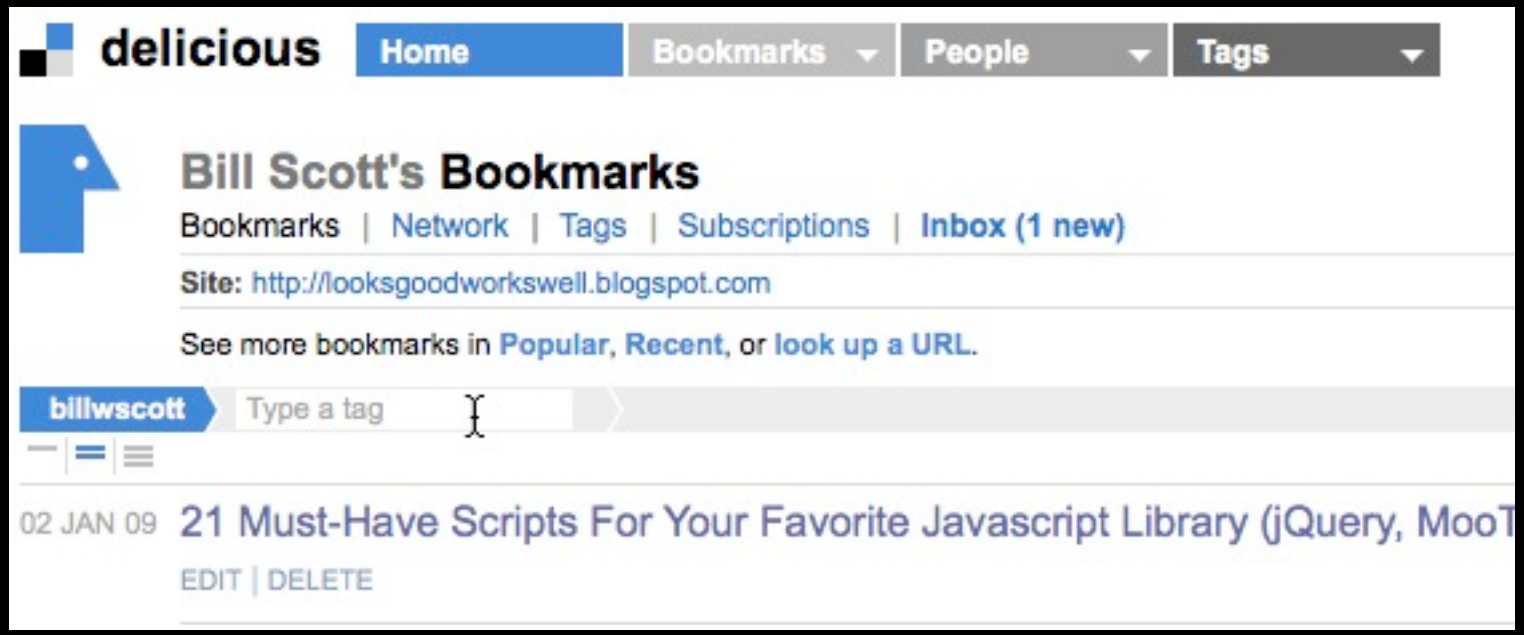
facebook.com

Prompt Invitation

facebook.com

Prompt Invitation

facebook.com

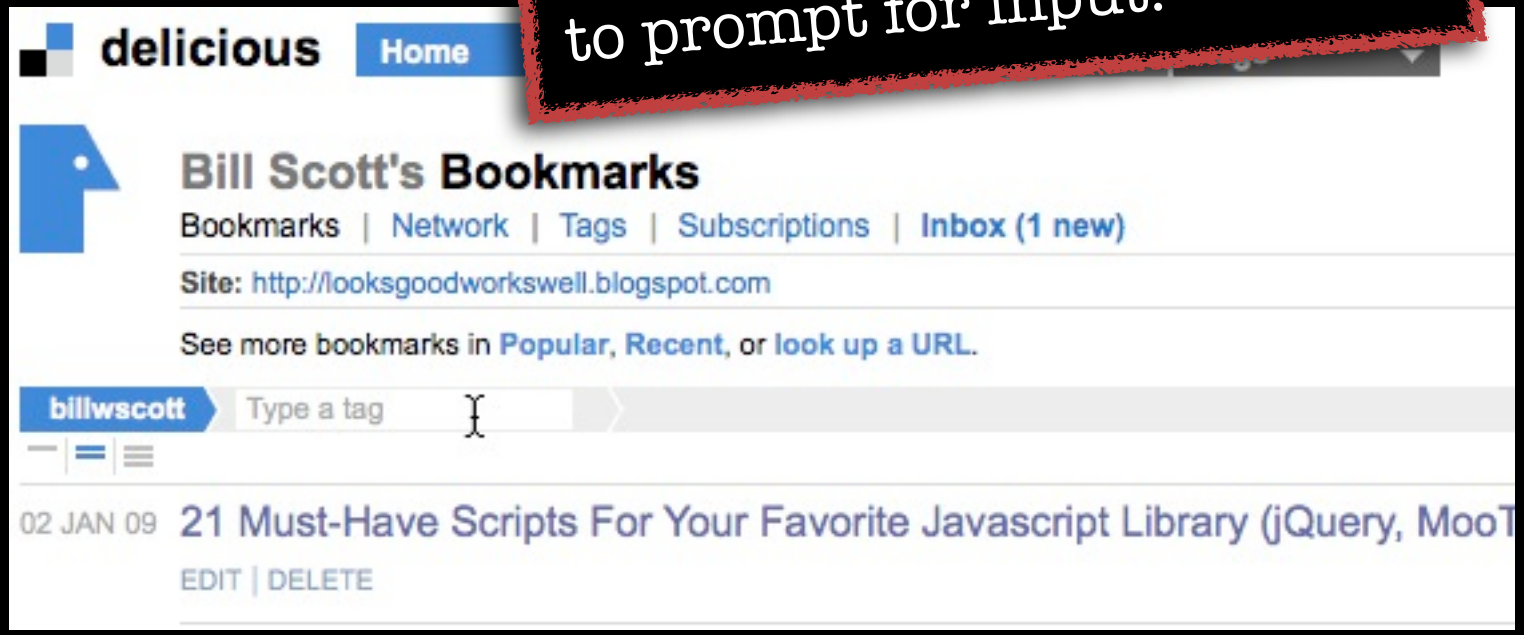


delicious.com

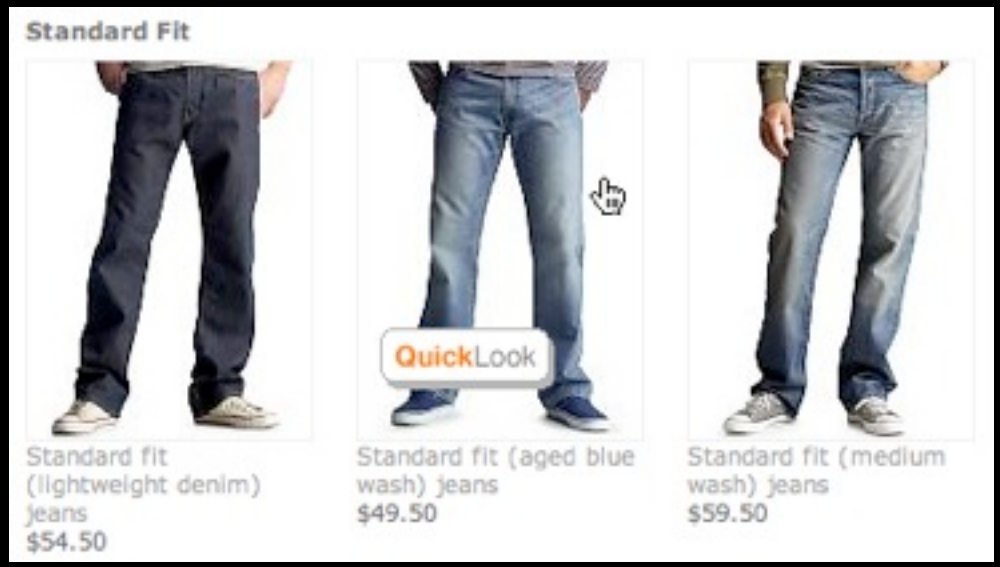
Prompt Invitation

facebook.com

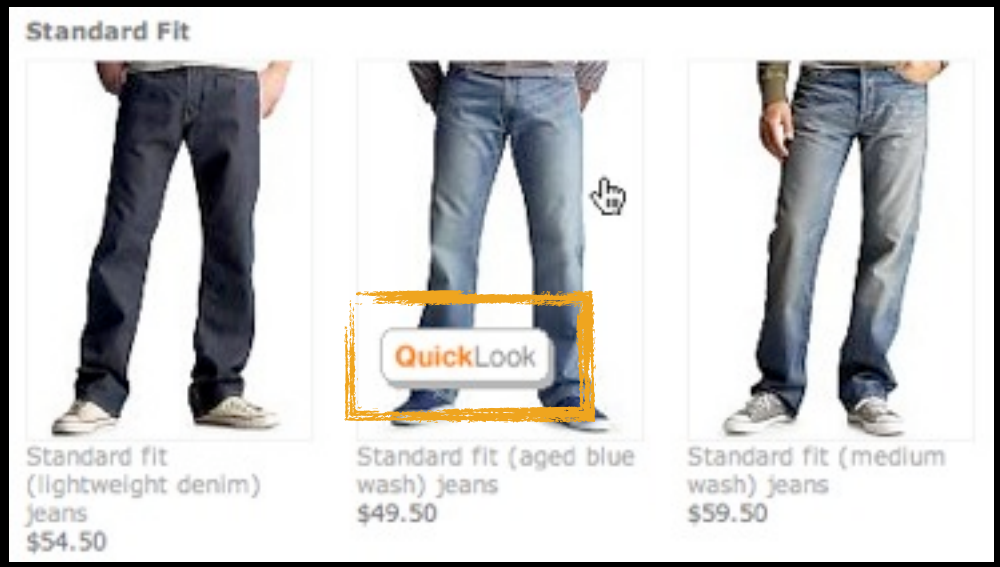
Use questions or commands to prompt for input.



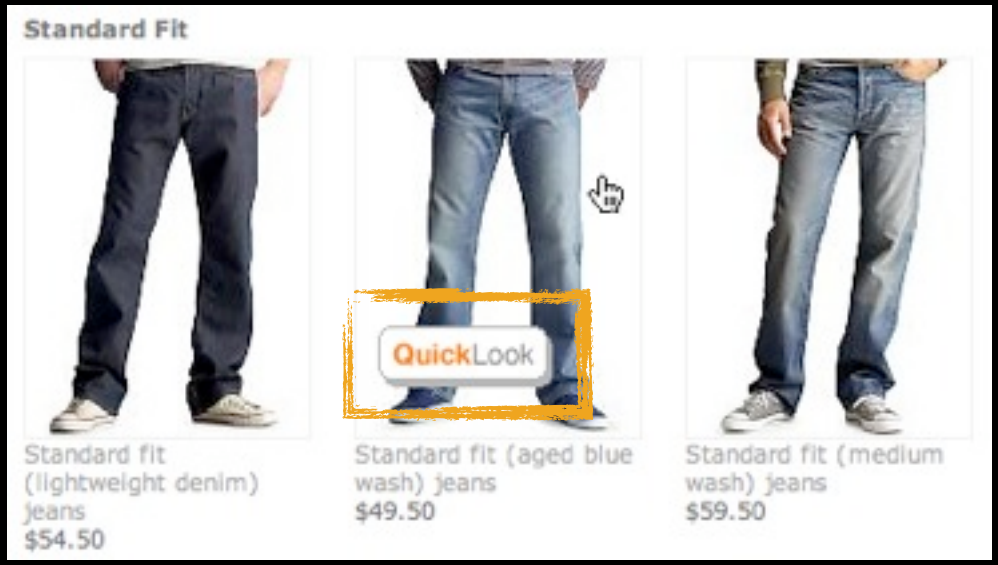
delicious.com



button. the gap

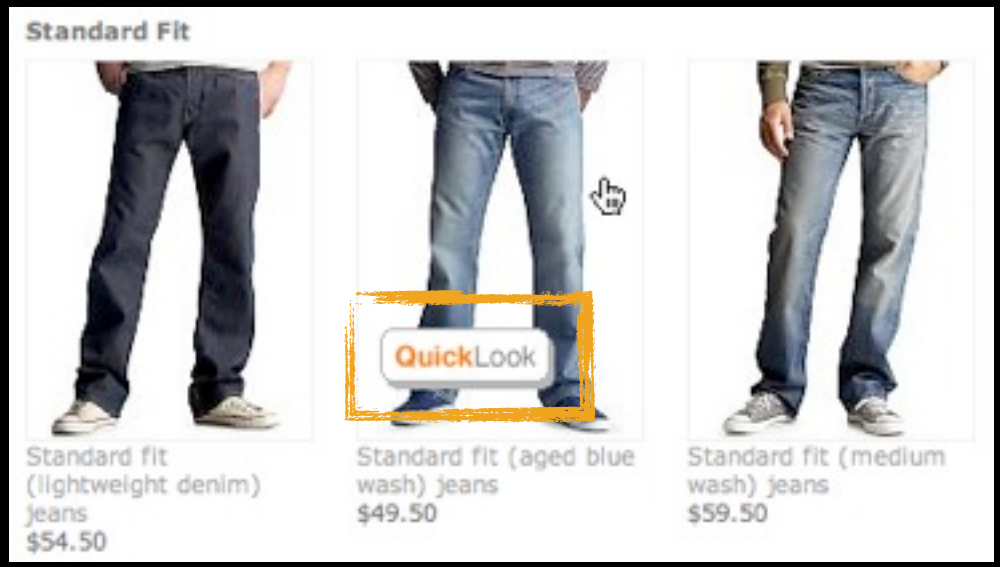


button. the gap



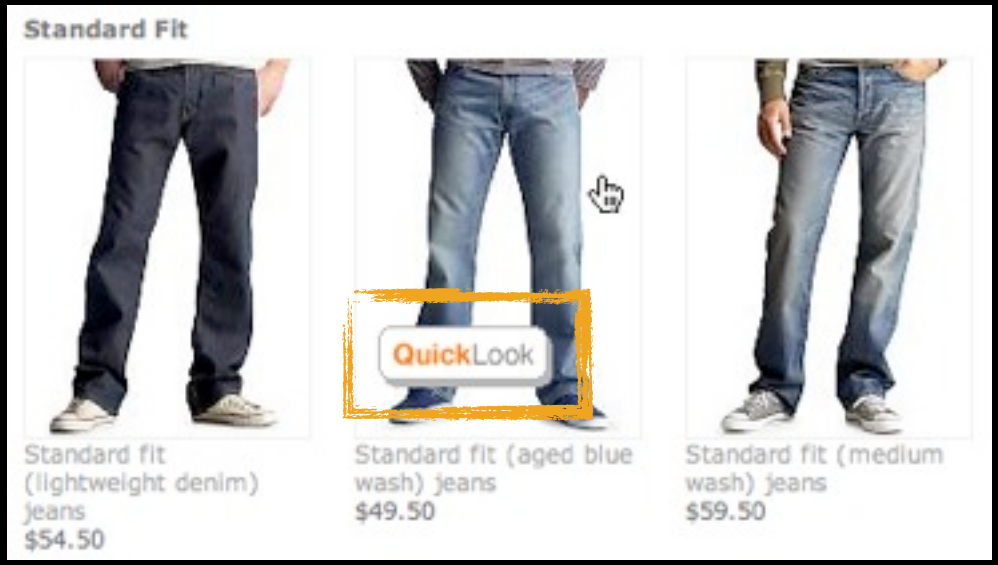
button. the gap

hyperlink. backpackit



button. the gap

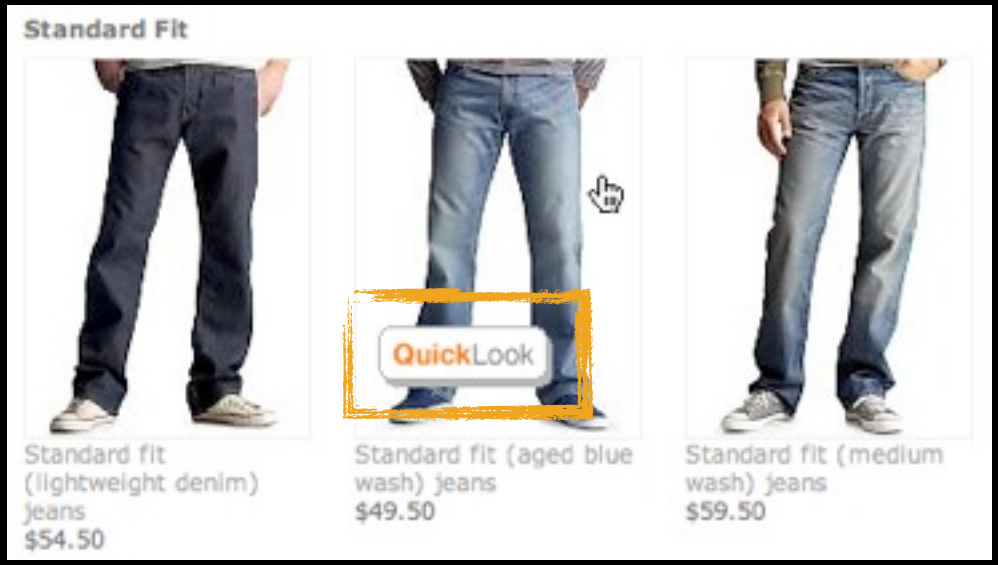
hyperlink. backpackit



button. the gap

hyperlink. backpackit

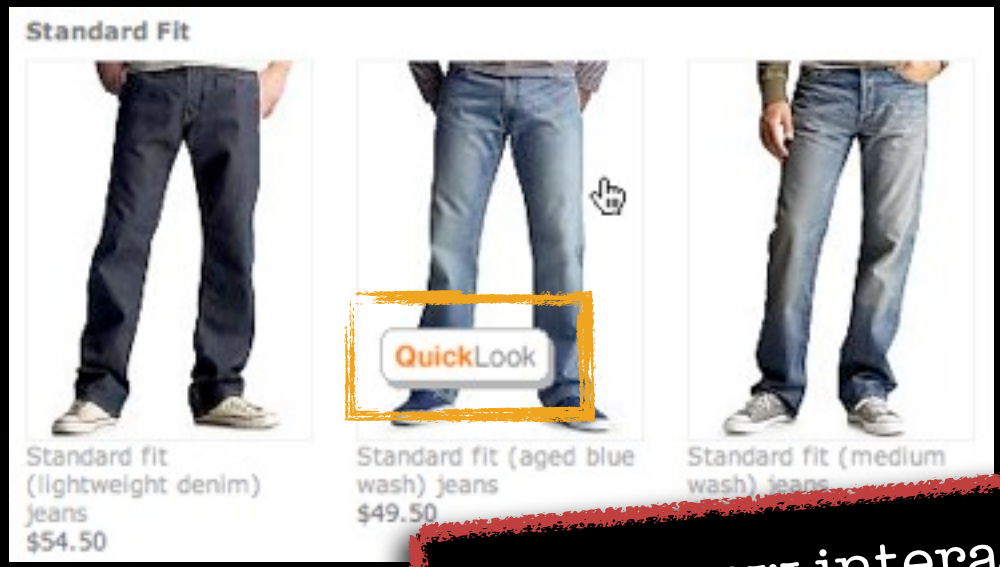
drop down arrow. flickr



button. the gap

hyperlink. backpackit

drop down arrow. flickr



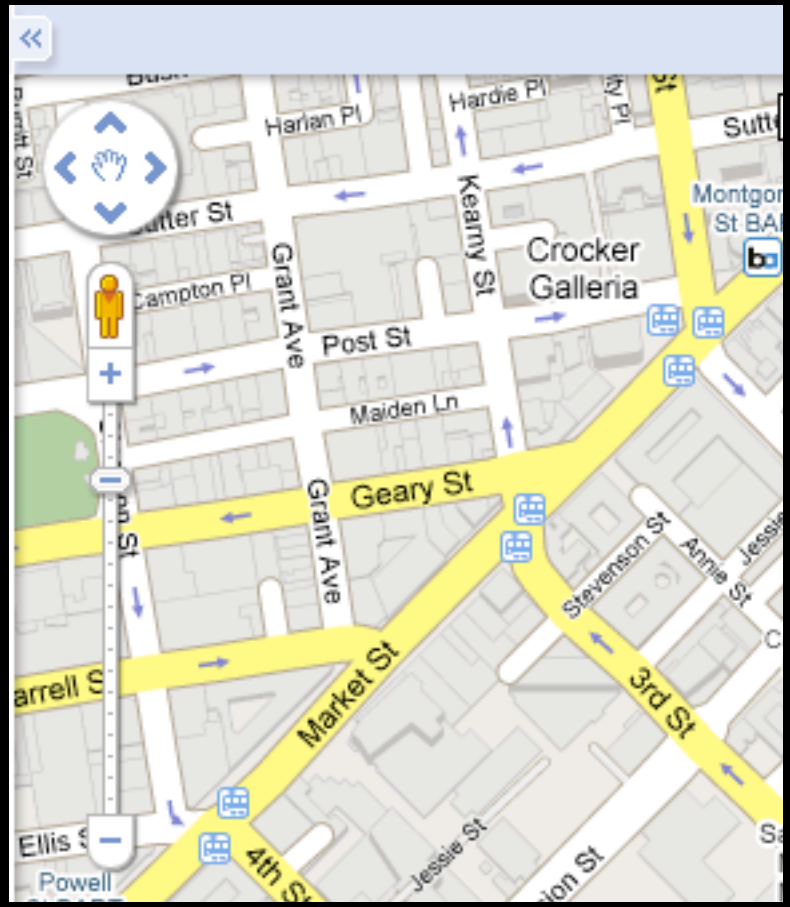
button. the gap

Bridge new interaction styles with familiar idioms.

hyperlink. backpackit

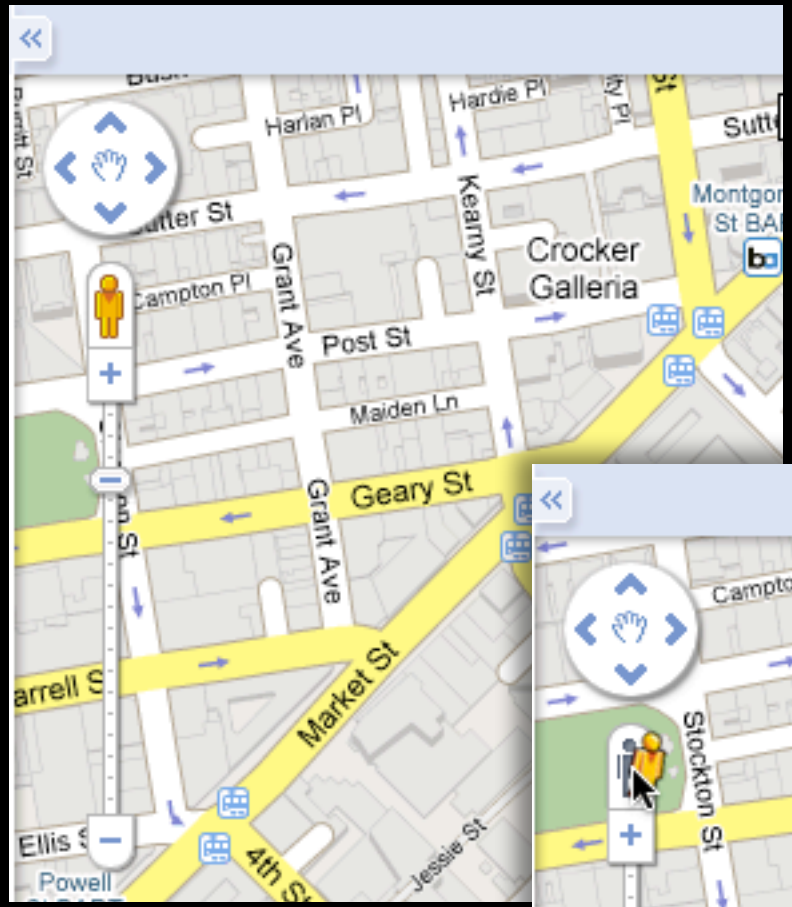
drop down arrow. flickr

Drag & Drop Invitation

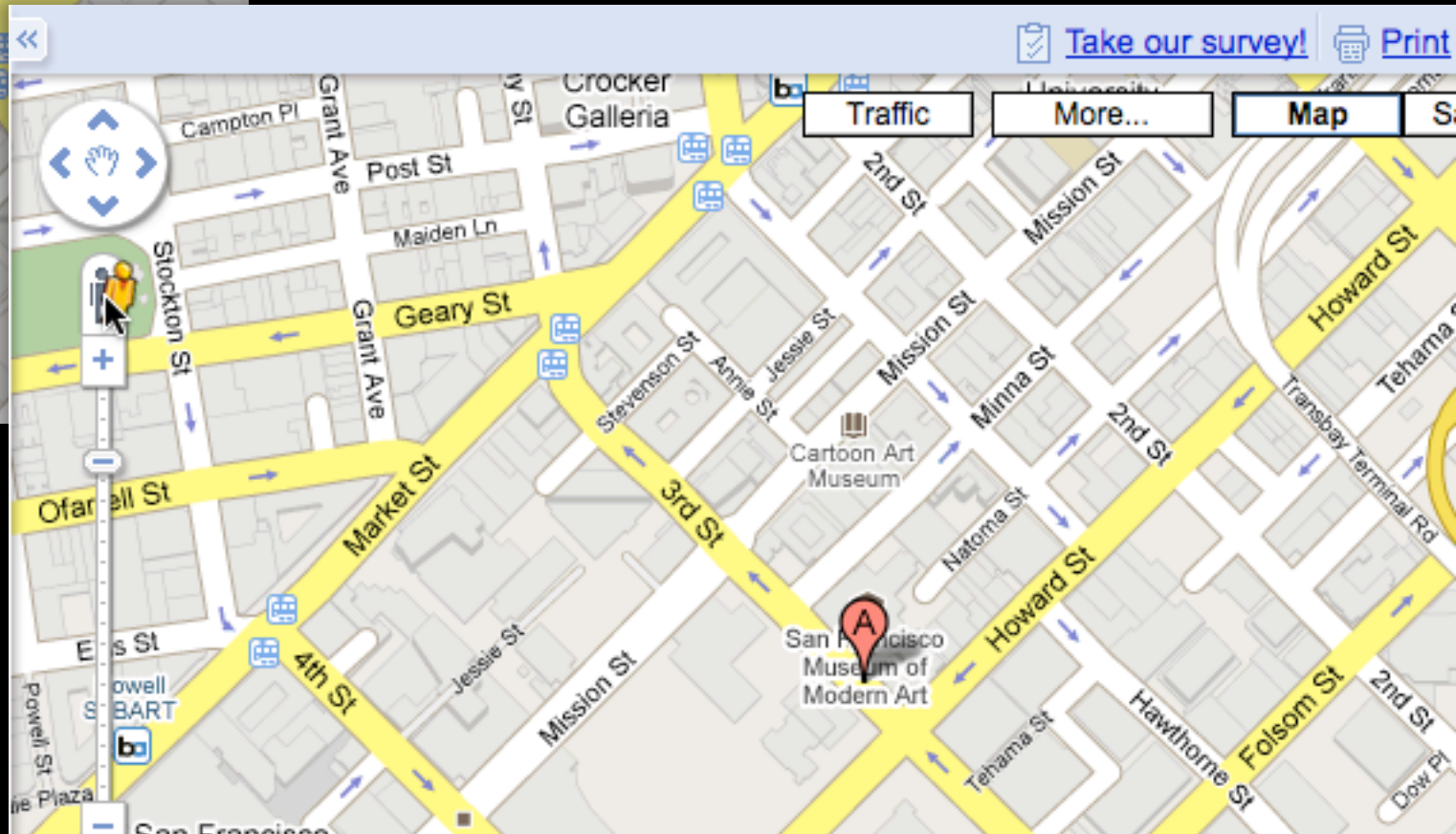


drag invitation. google maps

Drag & Drop Invitation

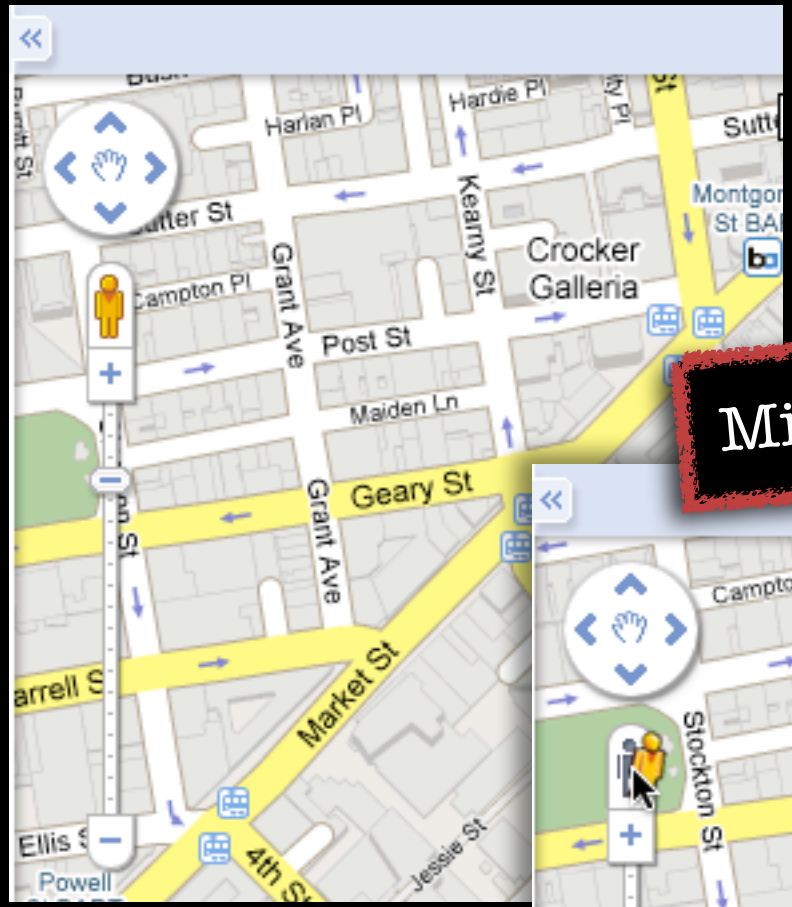


drag invitation. google maps



drop invitation. google maps

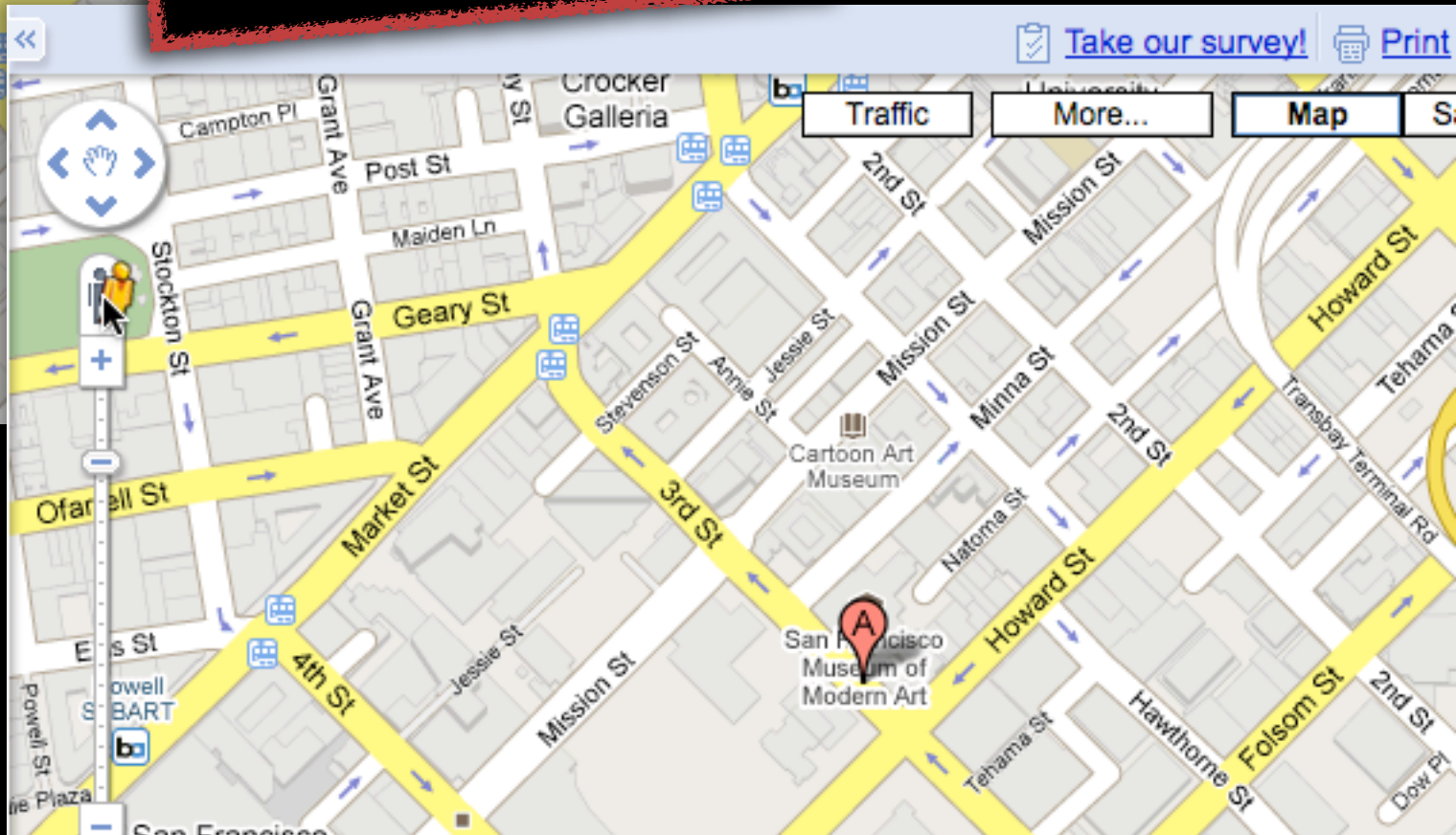
Drag & Drop Invitation



drag invitation. google maps

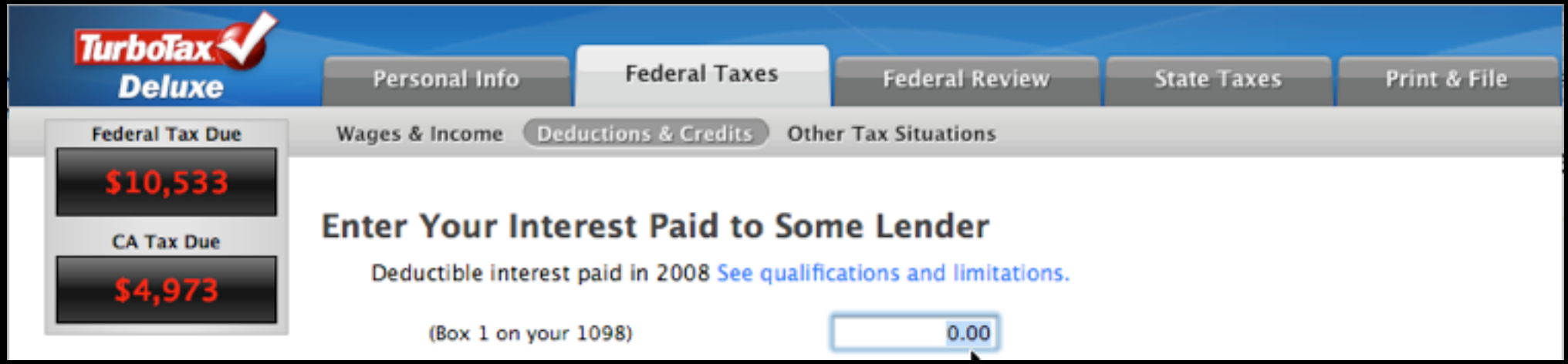
Mind your moments.

drop invitation. google maps

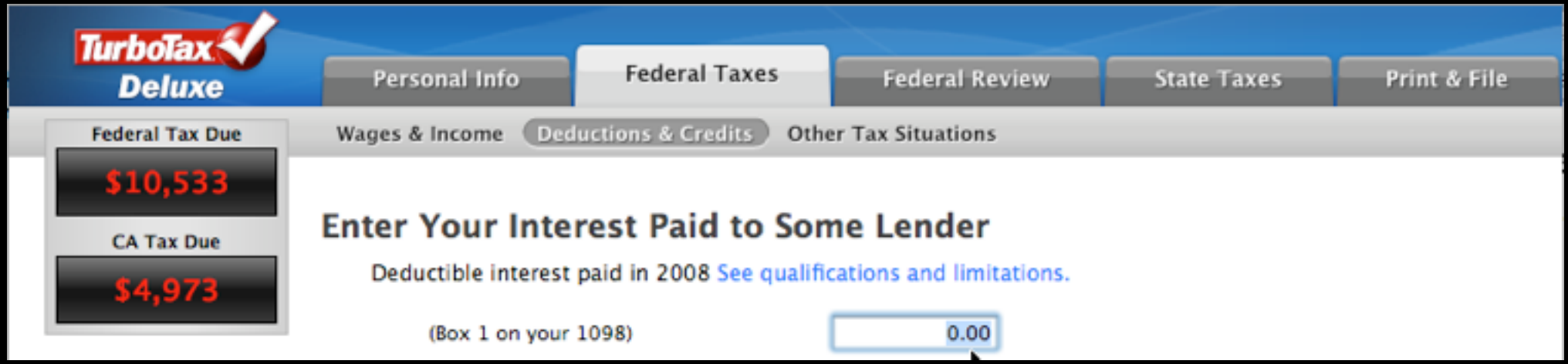


Show transitions.

April
S M T W T
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30



anti-pattern. needless fanfare. macintosh turbo tax



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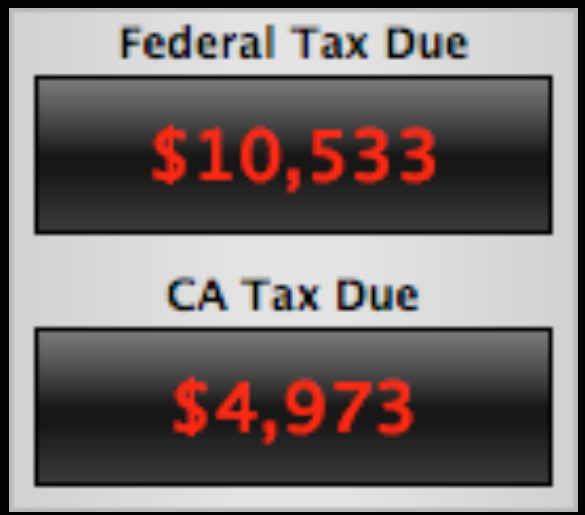
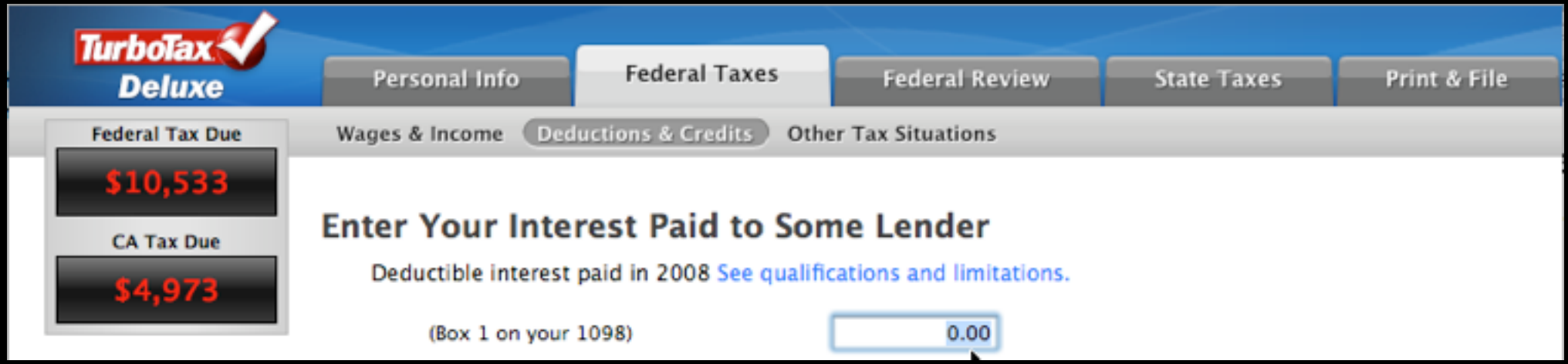


again in slow-motion...



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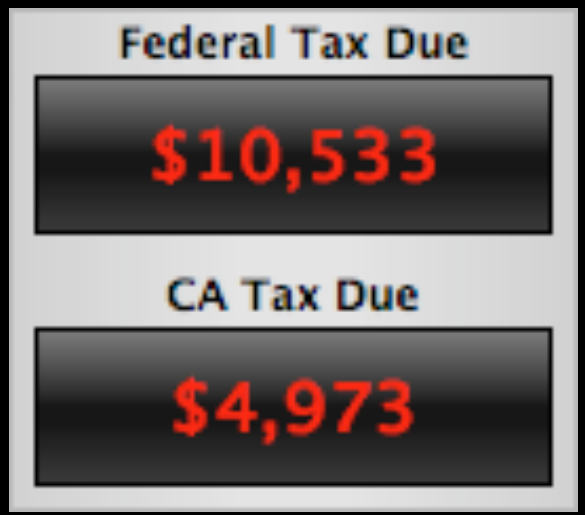

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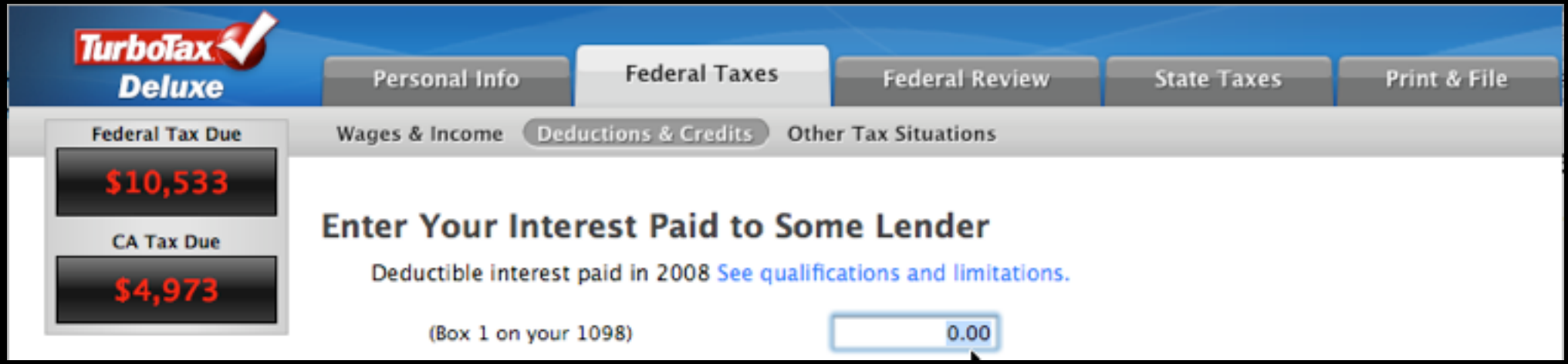

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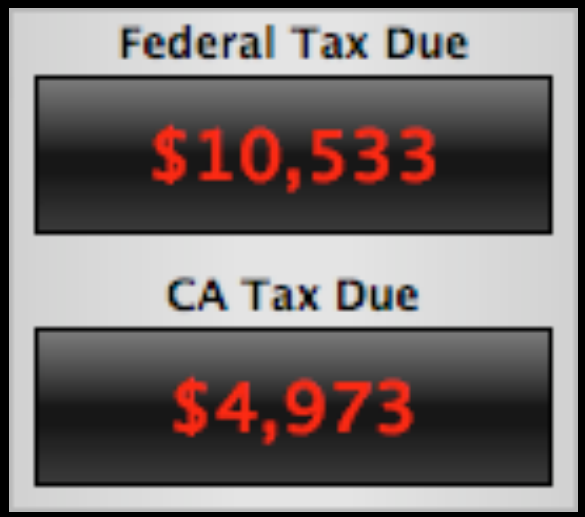


again in slow-motion...

Always question "why" when using transitions.

MIND HACKS

Tips & Tools for Using Your Brain

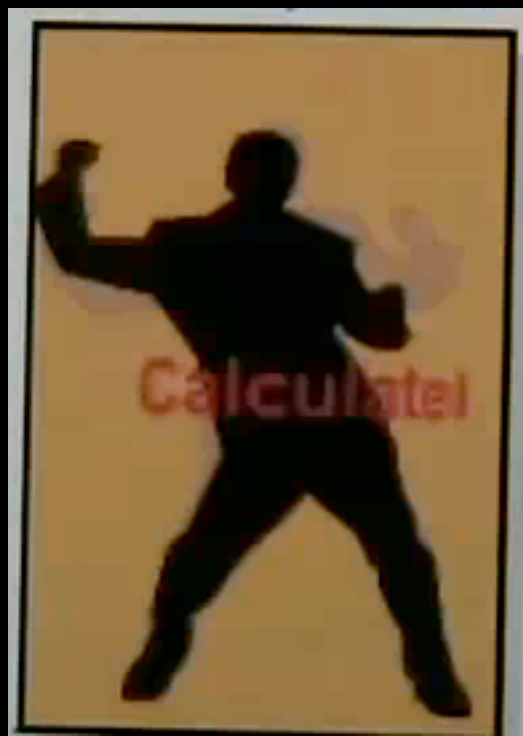
Tom Stafford &
Matt Webb

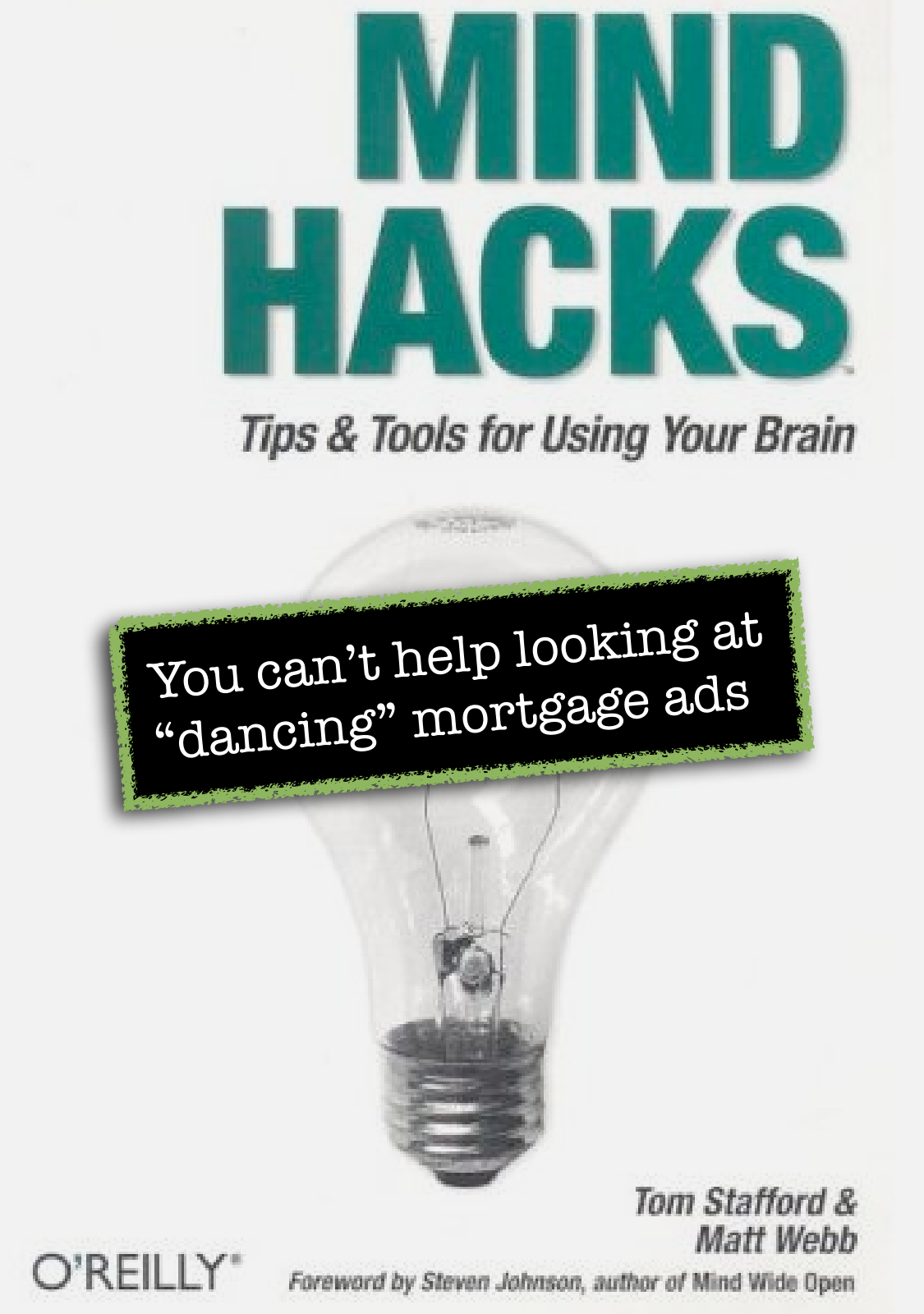
O'REILLY®

Foreword by Steven Johnson, author of Mind Wide Open

Attention processing is hard-wired into the brain

It is chemistry. You can't help it.





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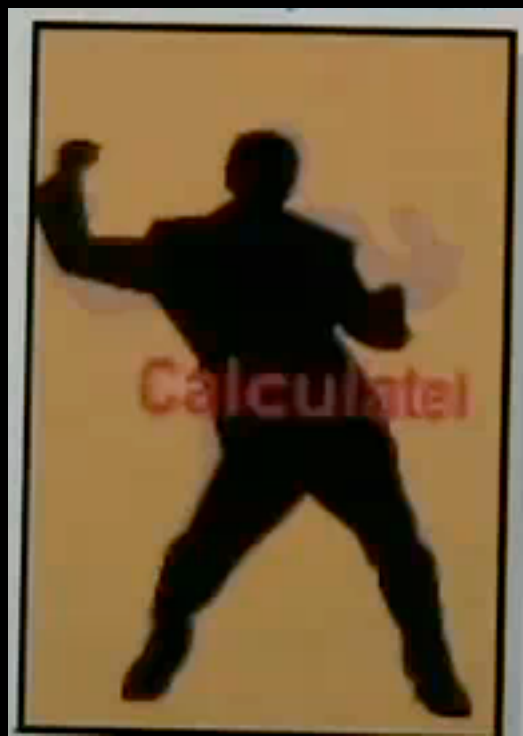
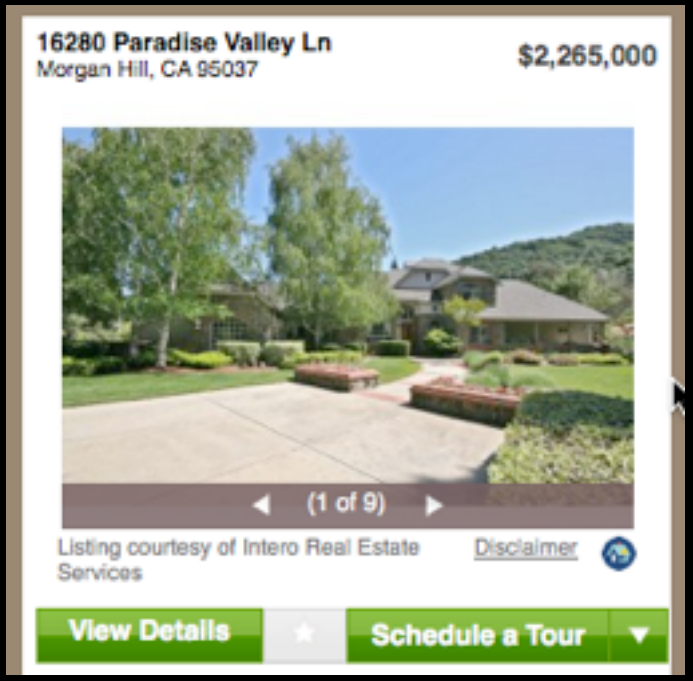
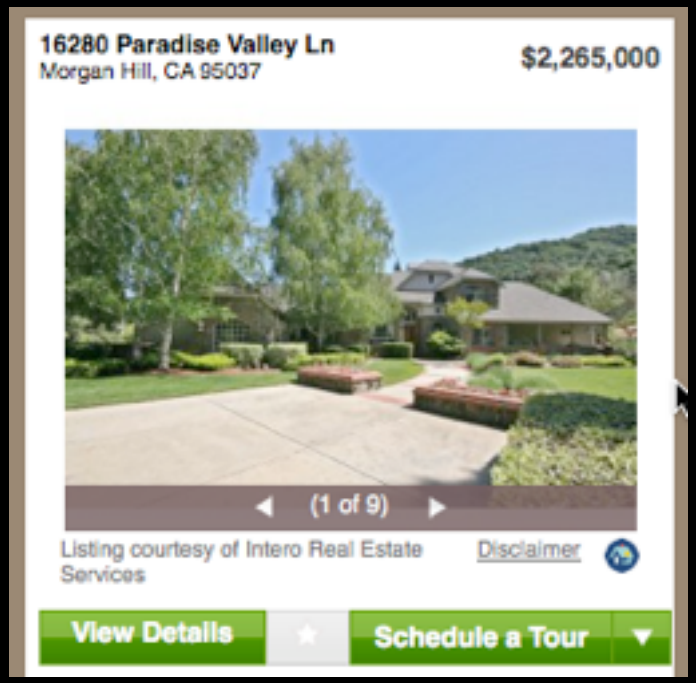
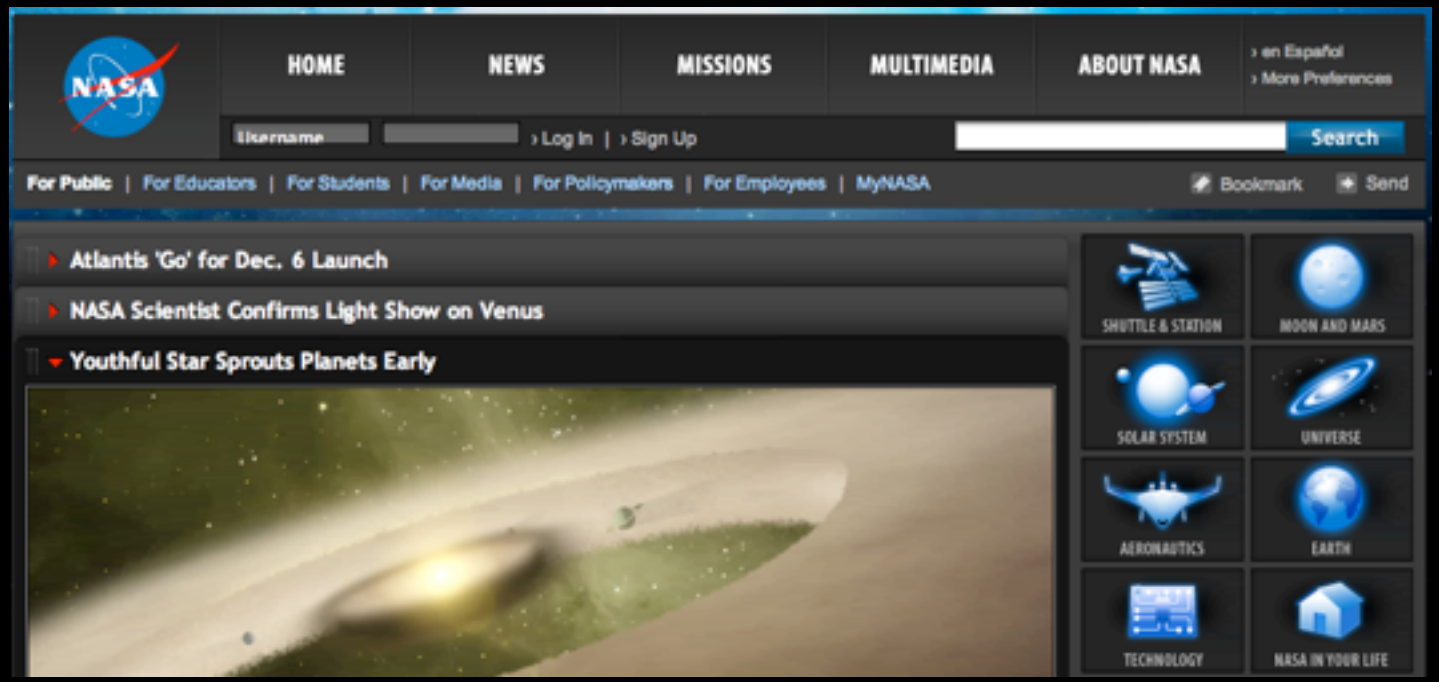




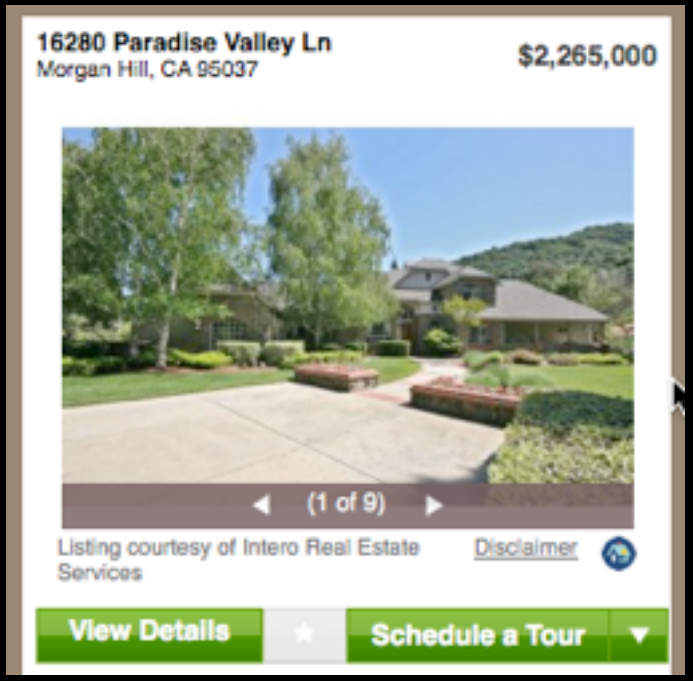
anti-pattern. needless fanfare. roost.com



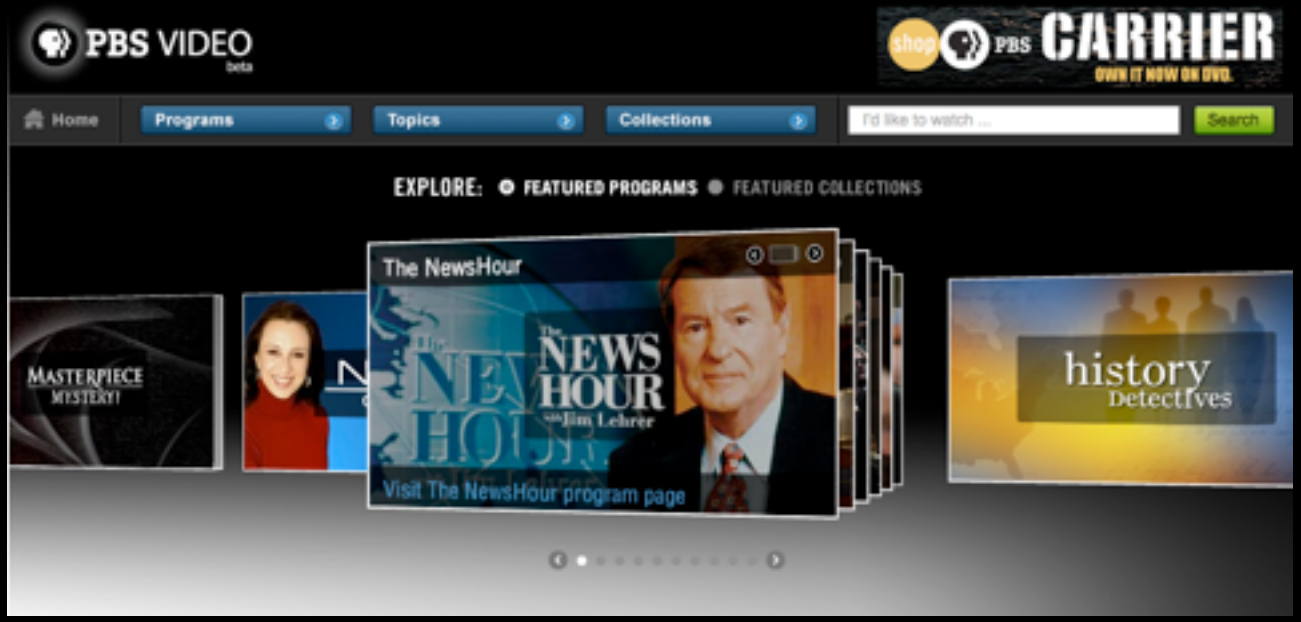
anti-pattern. needless fanfare. roost.com



anti-pattern. needless fanfare. nasa.gov



anti-pattern. needless fanfare. roost.com



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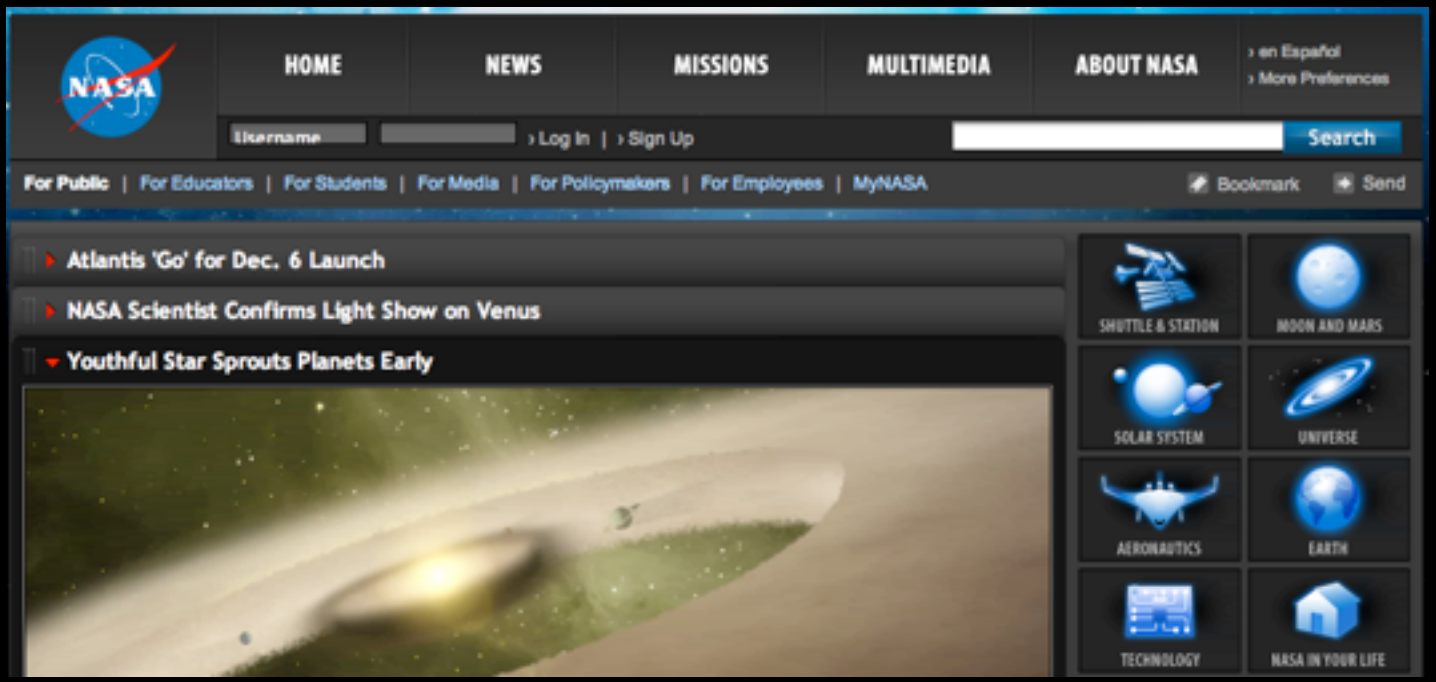
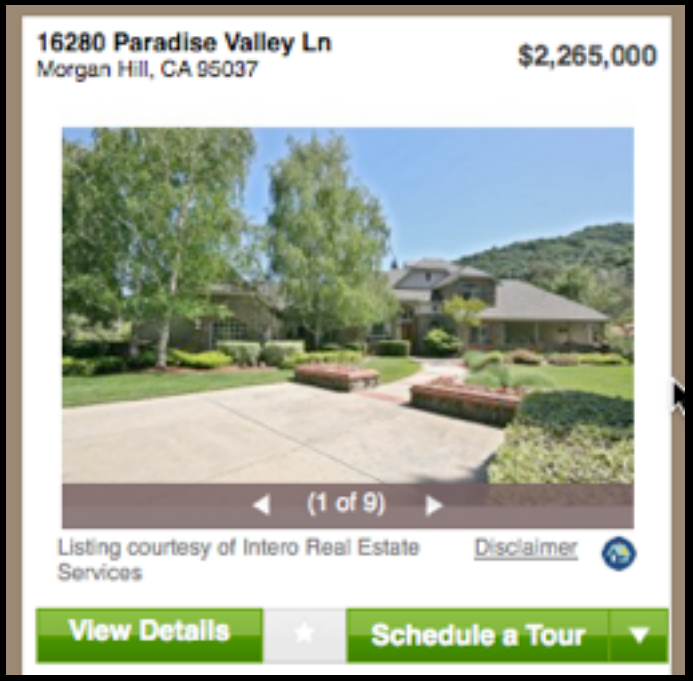
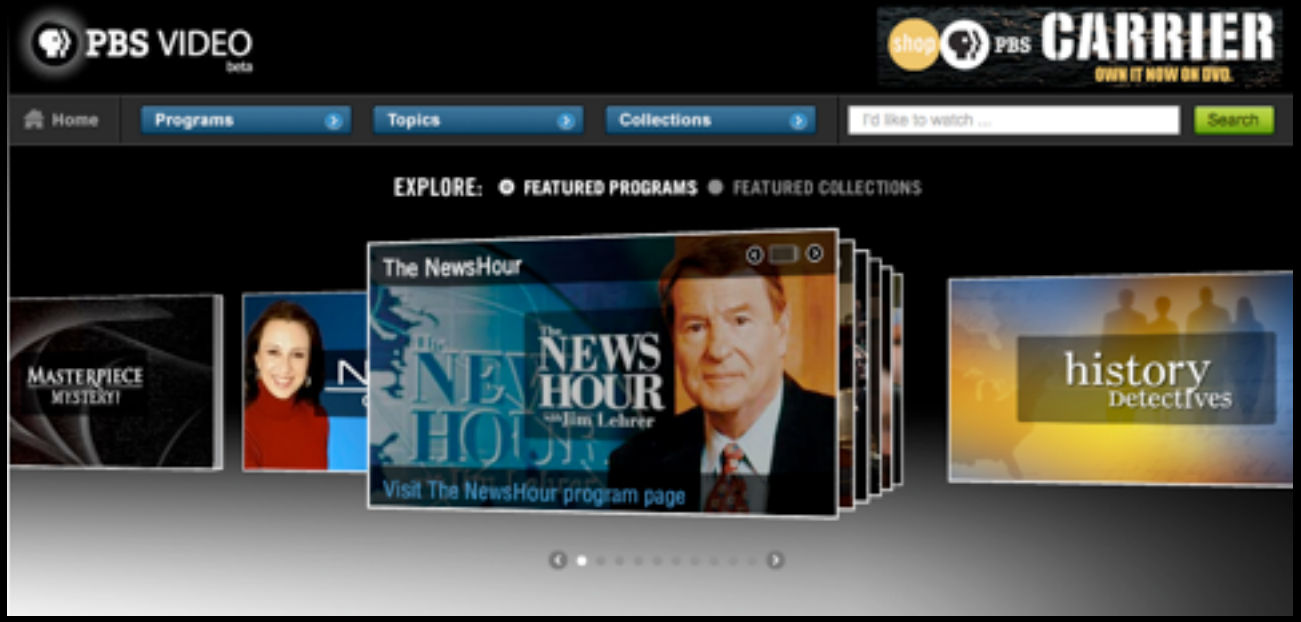


anti-pattern. needless fanfare. nasa.gov



anti-pattern. needless fanfare. roost.com



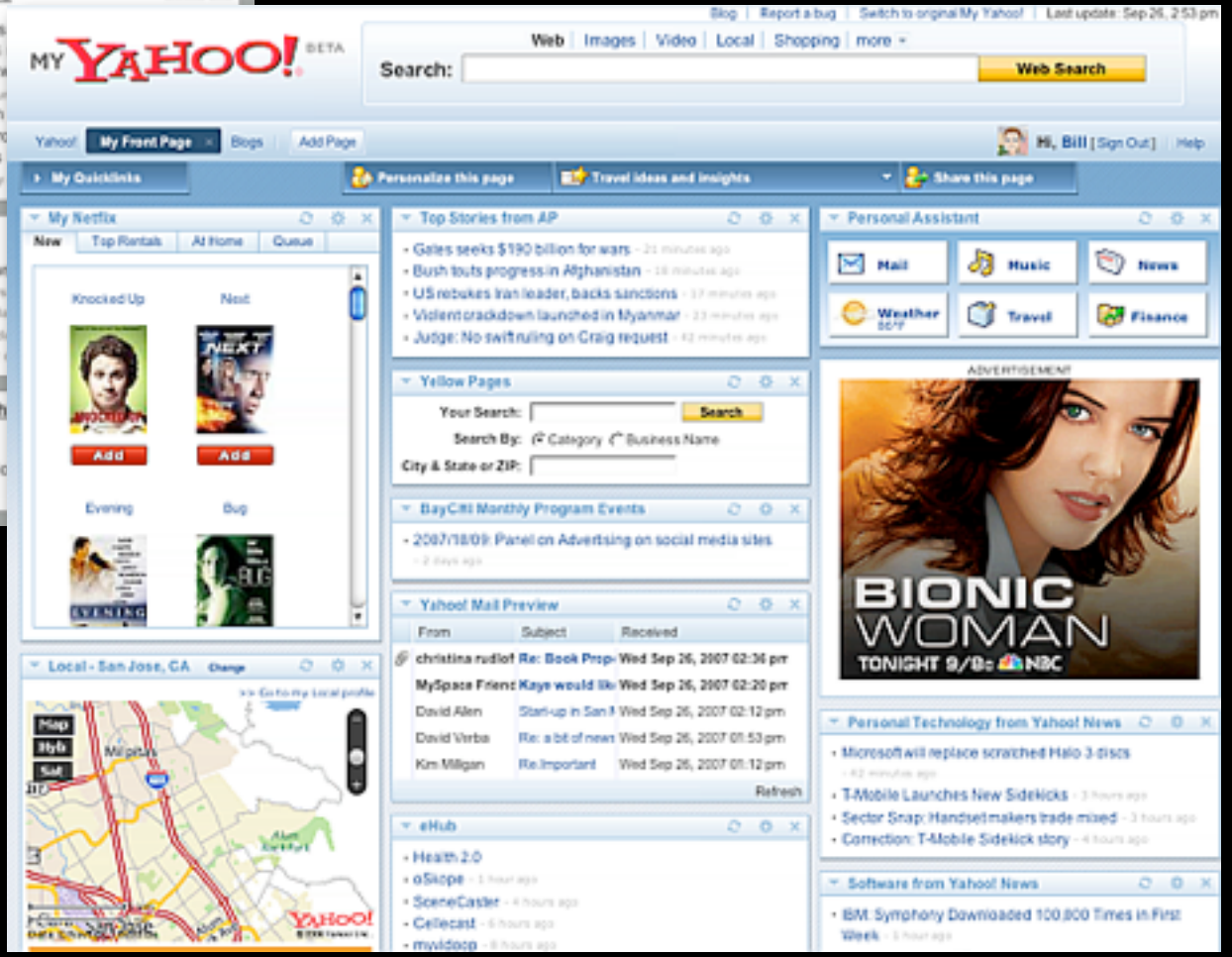
anti-pattern. needless fanfare. pbs.org

Imagine an animation knob.
Dial in animation carefully.

anti-pattern. needless fanfare. nasa.gov

original. animation on drop. my yahoo!

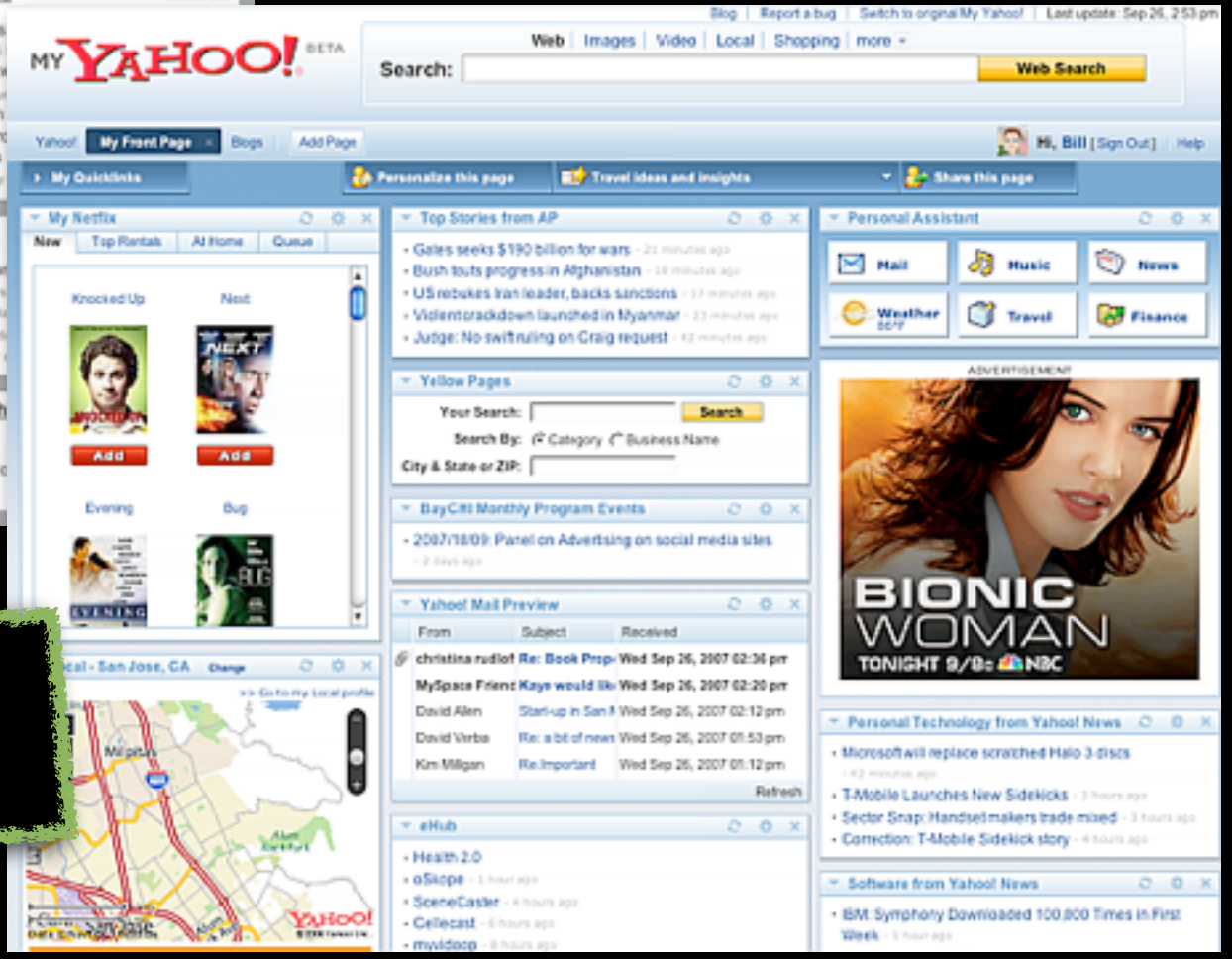
original. animation on drop. my yahoo!



current. no animation on drop. my yahoo!

original. animation on drop. my yahoo!

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



current. no animation on drop. my yahoo!

Moments Communicate

Moments Communicate

progress indicator

Moments Communicate

progress indicator

Moments Communicate

progress indicator

earlier version of my yahoo!

Moments Communicate

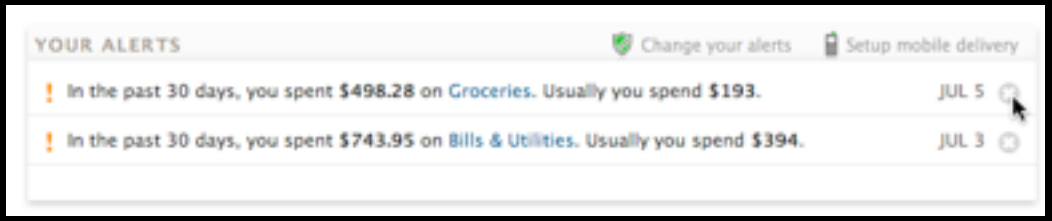
Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

Moments Communicate



mint.com

progress indicator

earlier version of my yahoo!

Moments Communicate

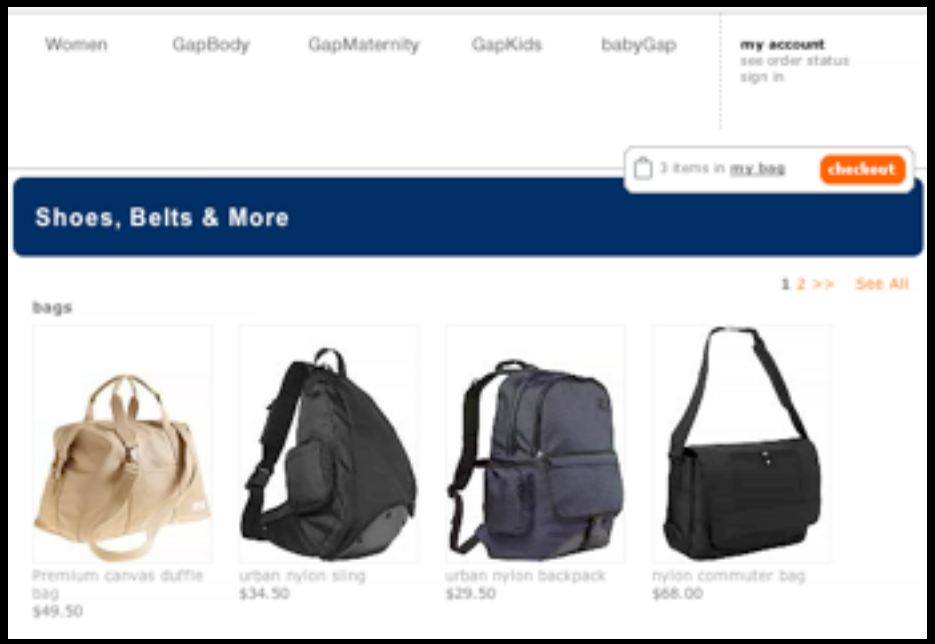
mint.com

progress indicator

earlier version of my yahoo!

Moments Communicate

mint.com



the gap

progress indicator

earlier version of my yahoo!

Moments Communicate

Show state change.

mint.com

Show relationships.

the gap

Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

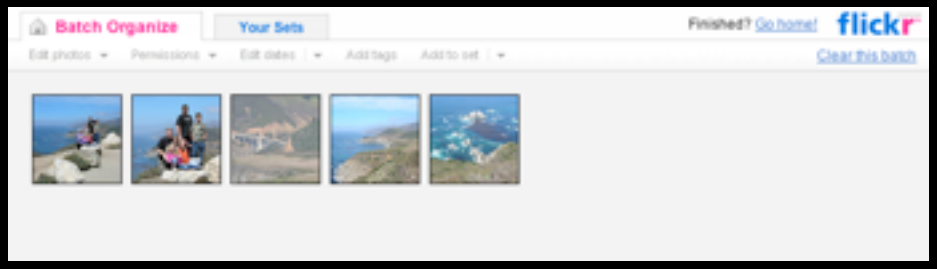
Moments Communicate

Show state change.

mint.com

Show relationships.

the gap



flickr organizr

Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

Moments Communicate

Show state change.

mint.com

Show relationships.

the gap

Focus attention.

flickr organizr

Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

Be reactive.

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!
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Team America: World Police

Set this genre
Late Night Comedies
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Add

Not Interested

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Add

Not Interested

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Add

Not Interested

A Dirty Shame

Add

Not Interested

experiment on home page

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Big Momma's House

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Hitch

Add

Taxi Driver

Add

dedicated area

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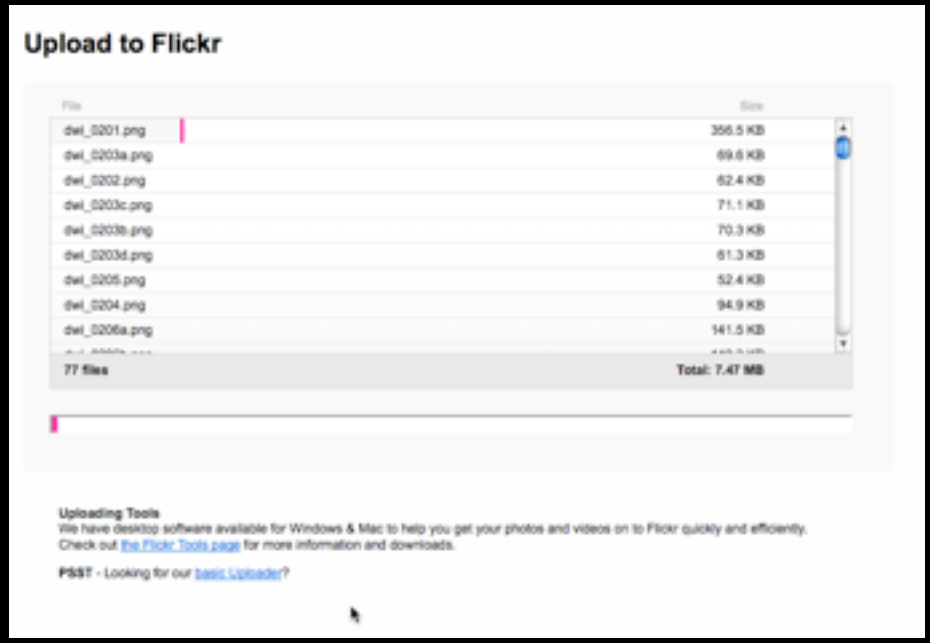
live feedback. wundrbar

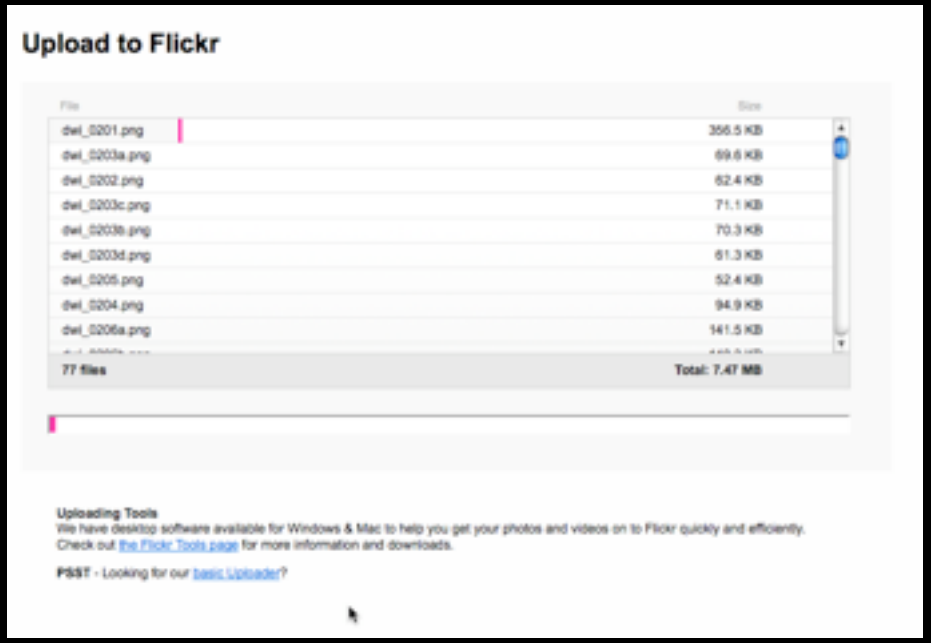
Live Feedback



live feedback. flickr

live feedback. wundrbar

Live Feedback



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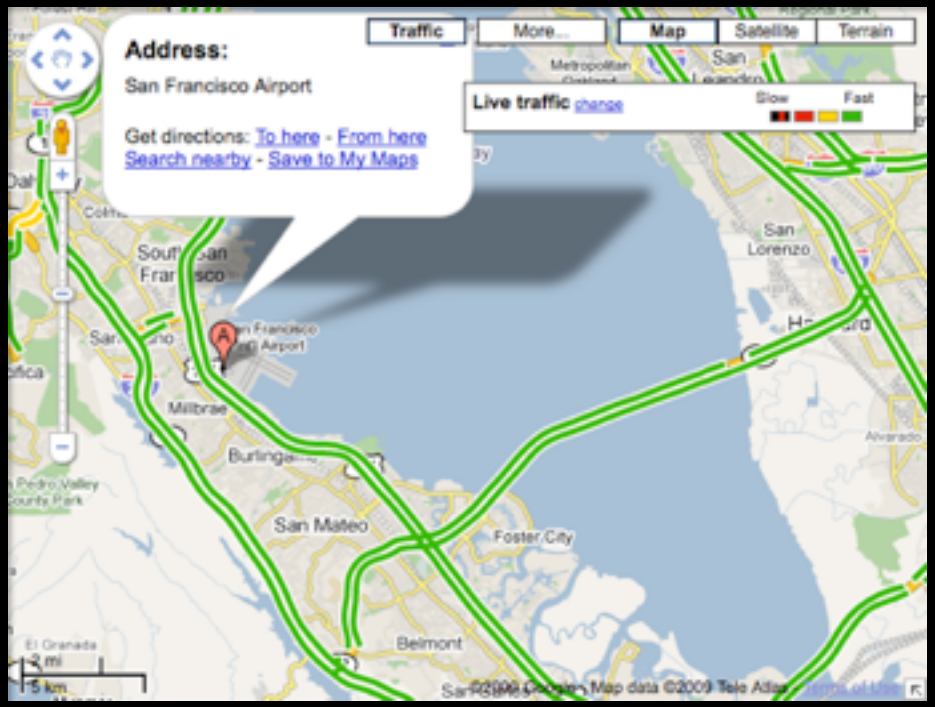
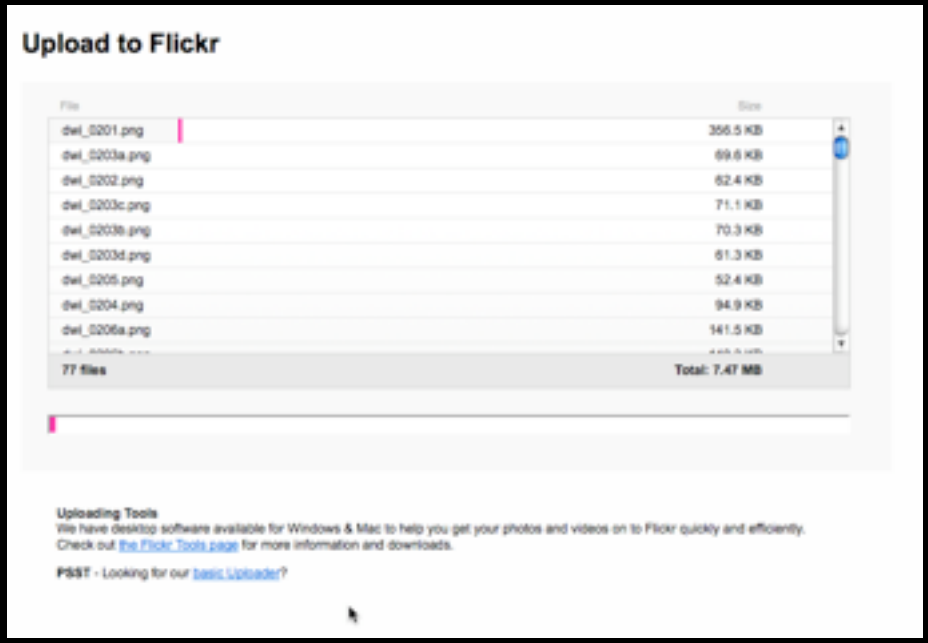


live feedback. google maps

Live Feedback

Create a tight feedback loop with the user.



live feedback. flickr

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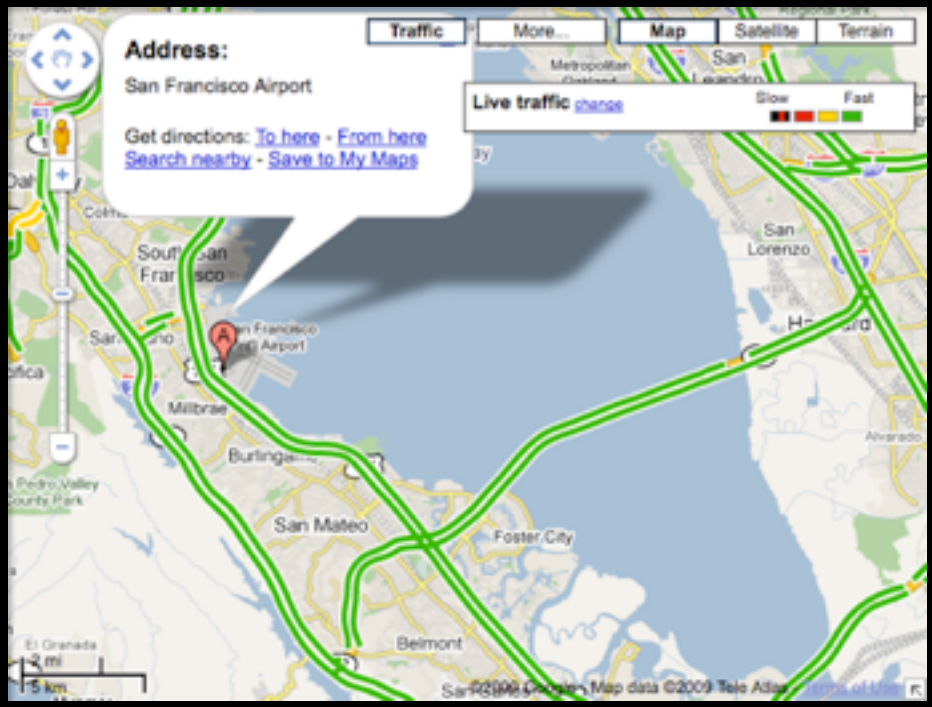


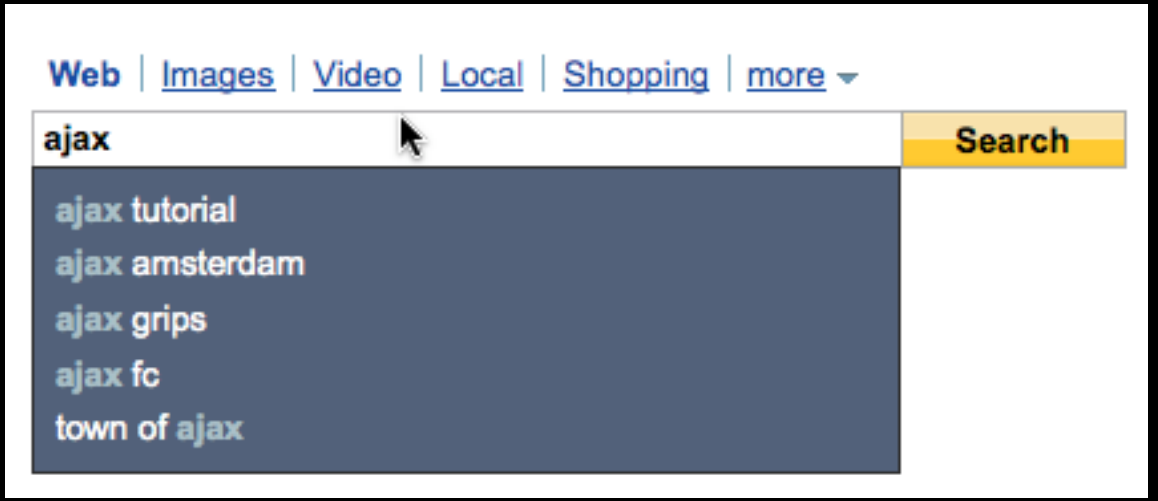
live feedback. google maps

Live Suggest

live suggest. google (early version)

Live Suggest

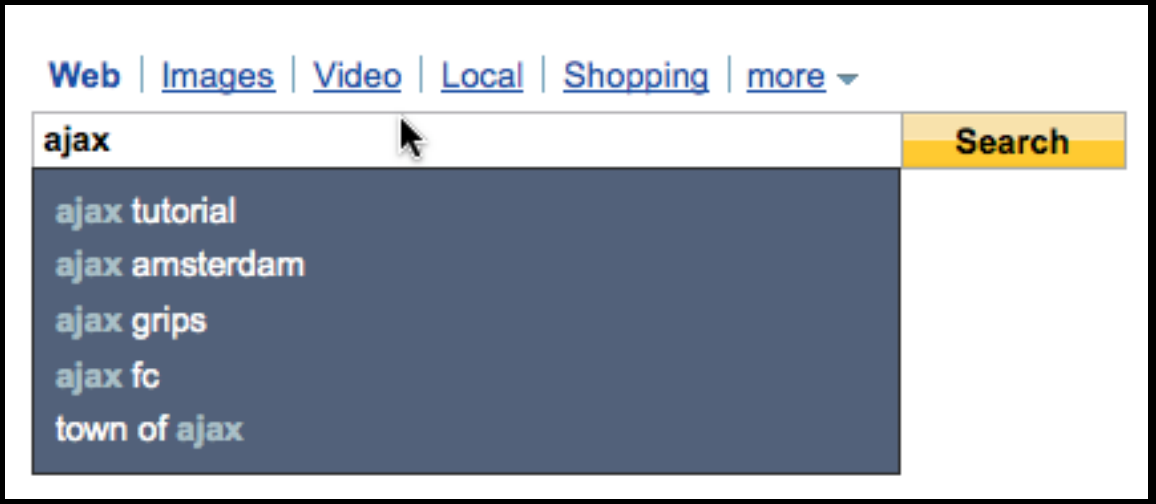
live suggest. google (early version)



live suggest. yahoo search

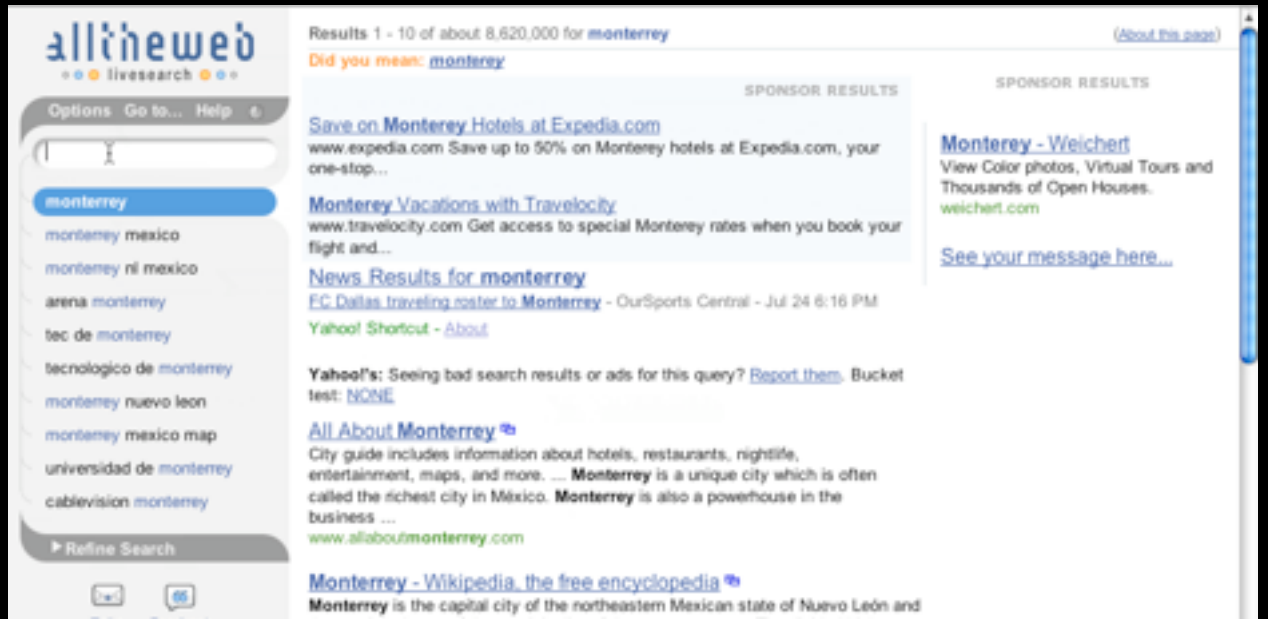
Live Suggest

live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment

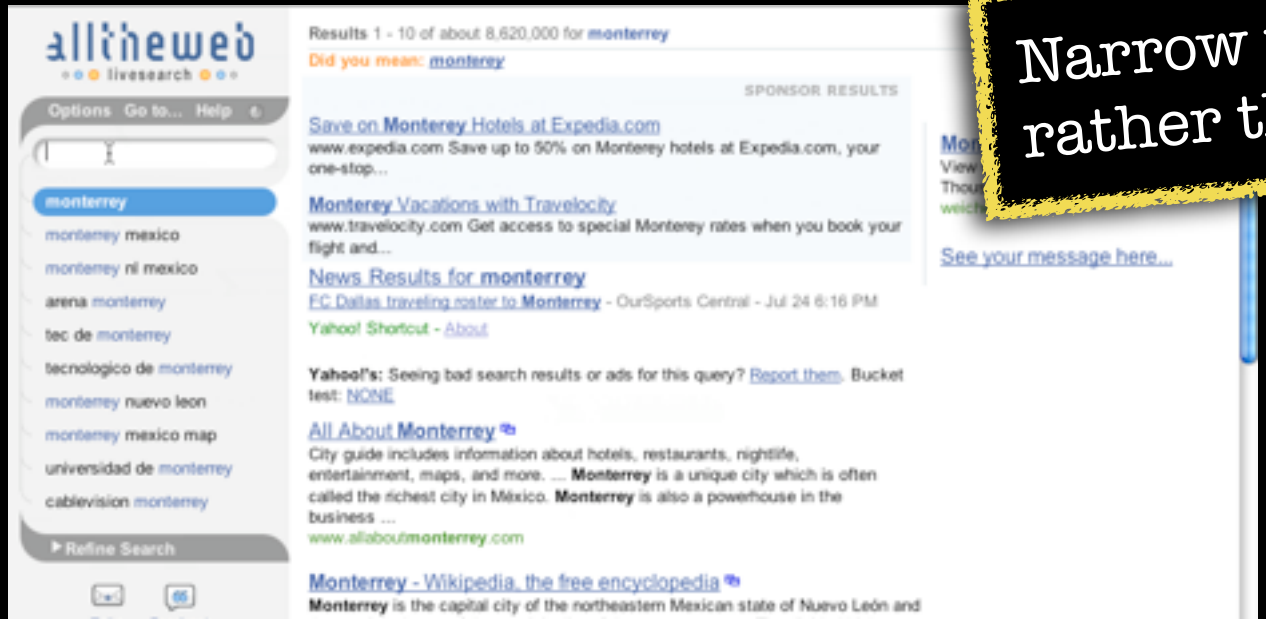


Live Suggest

live suggest. google (early version)

live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal
rather than distract from it.

Live Previews

live preview. volkswagen car configurator

Live Previews

live preview. volkswagen car configurator

live suggest. apple search

Live Previews

live preview. volkswagen car configurator

Use live previews.

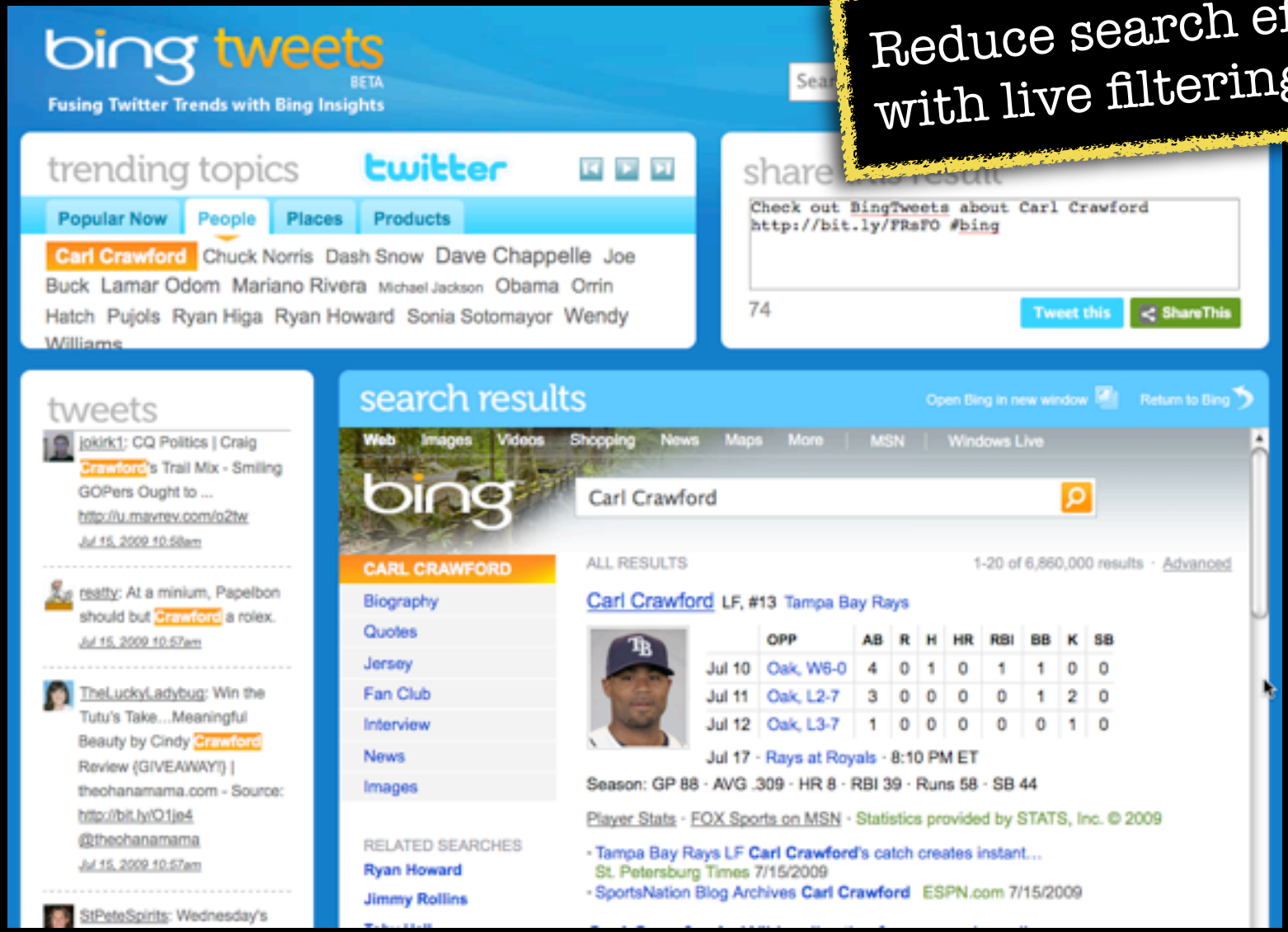
live suggest. apple search

Live Filtering

refining search. bing tweets

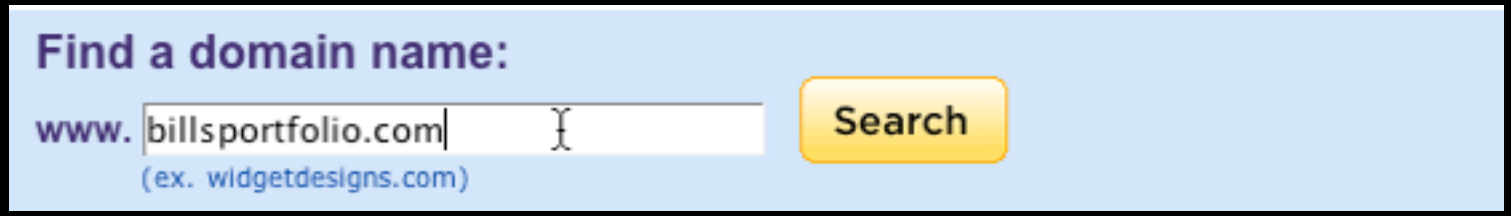
Live Filtering

Reduce search effort with live filtering.



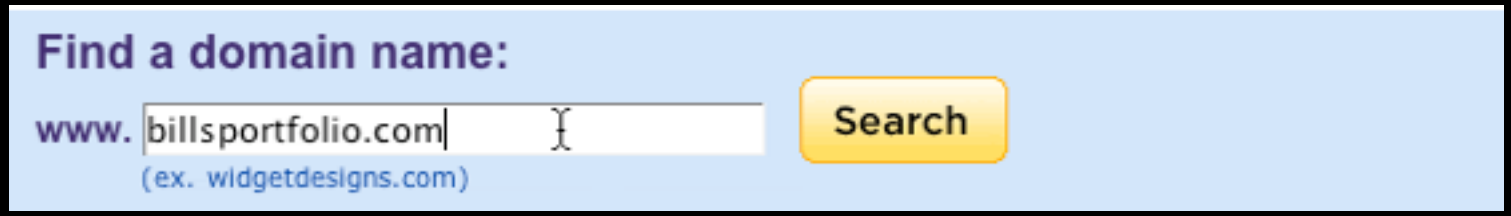
refining search. bing tweets

Live Forms

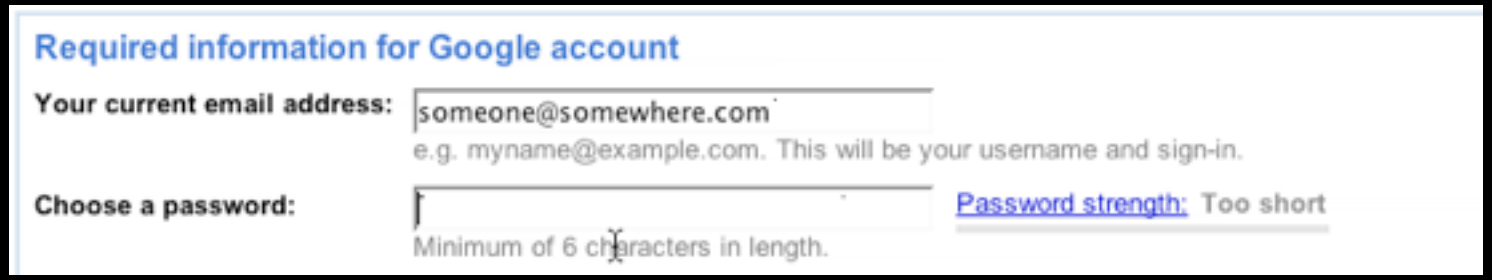


live forms. yahoo! small business

Live Forms

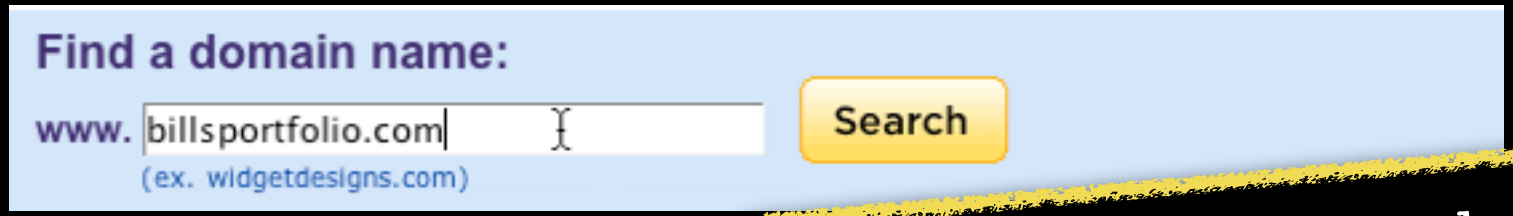


live forms. yahoo! small business



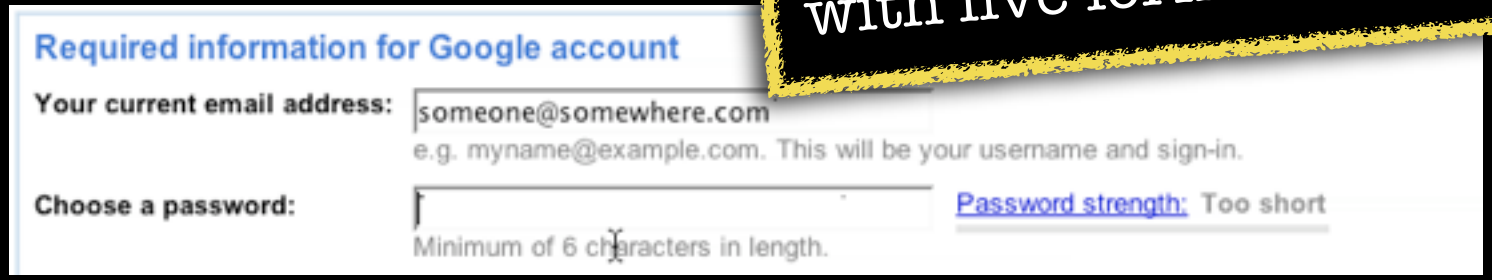
live forms. google account creation

Live Forms



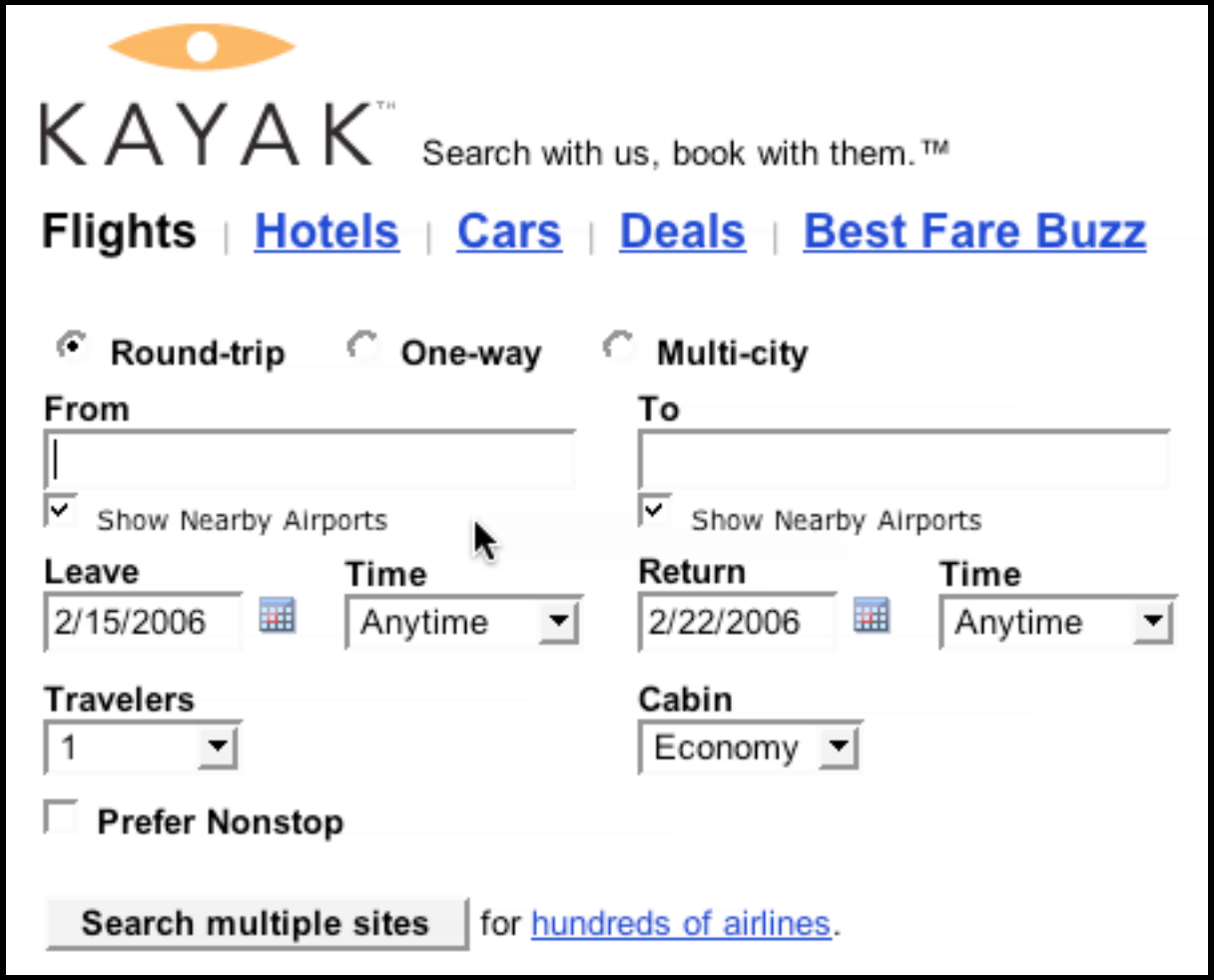
live forms. yahoo! small business

Prevent errors beforehand with live forms.



live forms. google account creation

Auto Complete



auto complete. kayak

Auto Complete

Reduce user effort by autocompleting correctly.

auto complete. kayak

Input where you output.

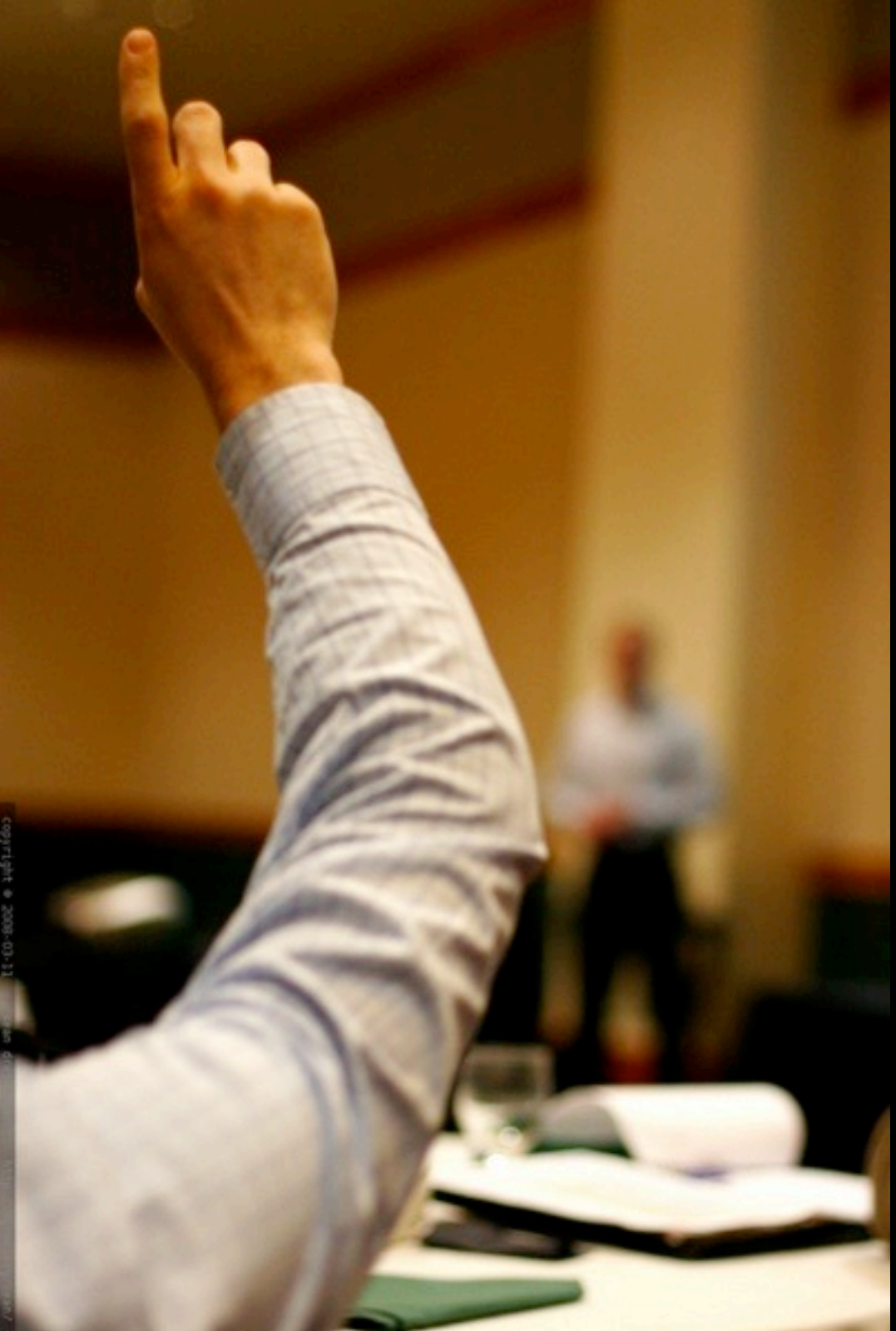
Maintain flow.

Require a light footprint.

Invite interaction.

Show transitions.

Be reactive.



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