

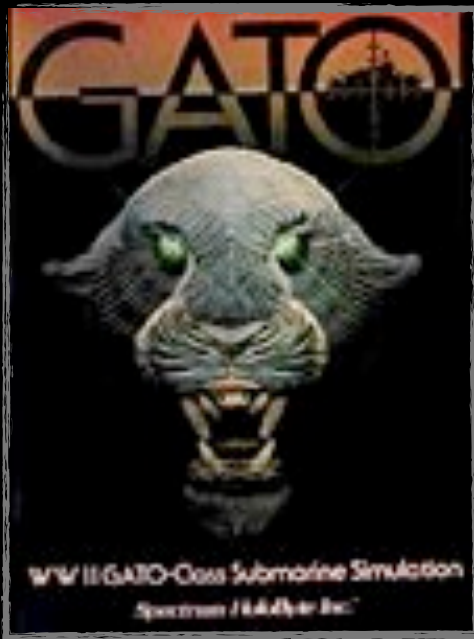
Designing for Interesting Moments

Bill Scott

Director, UI Engineering
Netflix

Rich Web Experience ~ Orlando, FL ~ December 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

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- [+ Online Forum Leads To Hostile Workplace Lawsuit](#)
- [+ Red Hat Is Now Part of the S&P 500](#)

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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](#)
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- [RIP, Uncle Walter](#)
msnbc.com - [all 3415 related »](#)
- [Obama Reaches Out to Republicans on Health Care, but Bipartisan ...](#)
FOXNews - [all 2473 related »](#)

Simple Interaction?

Current Moon Phase



Waning Crescent

16% of Full

Sat 18 Jul, 2009

11:38 AM



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

Stock Market

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

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- [+ 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 ↓

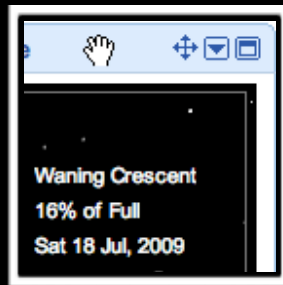
96

Interesting Moments

Interesting Moments

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

Interesting Moments



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



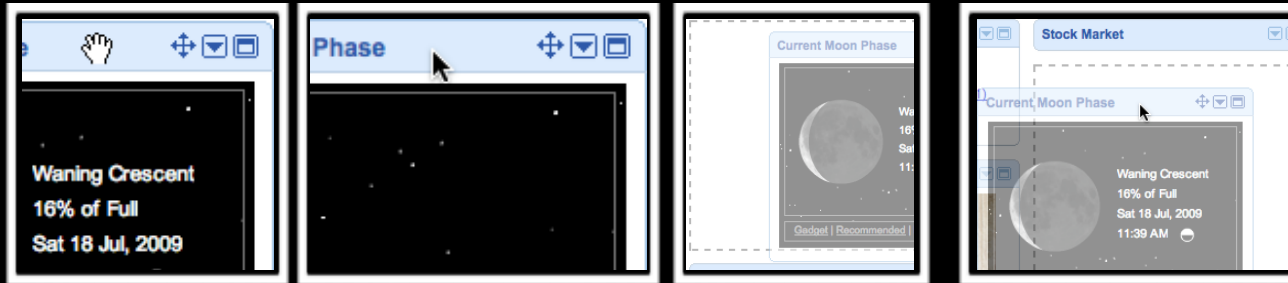
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
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Interesting Moments



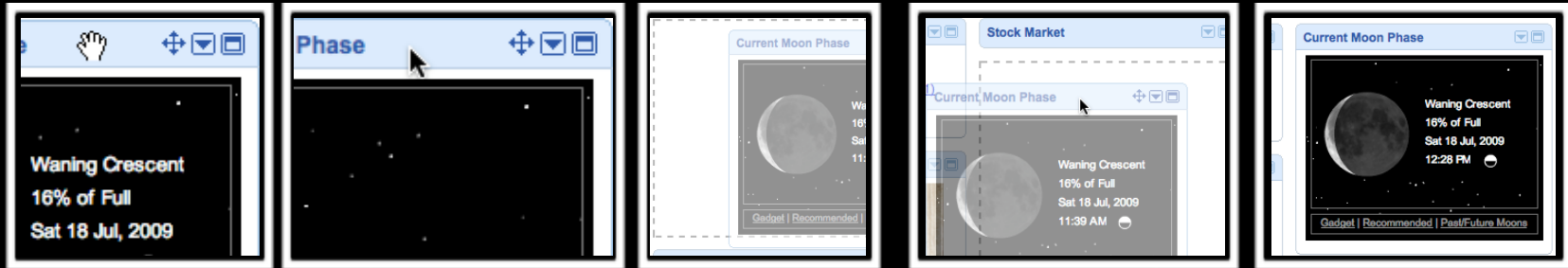
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Interesting Moments



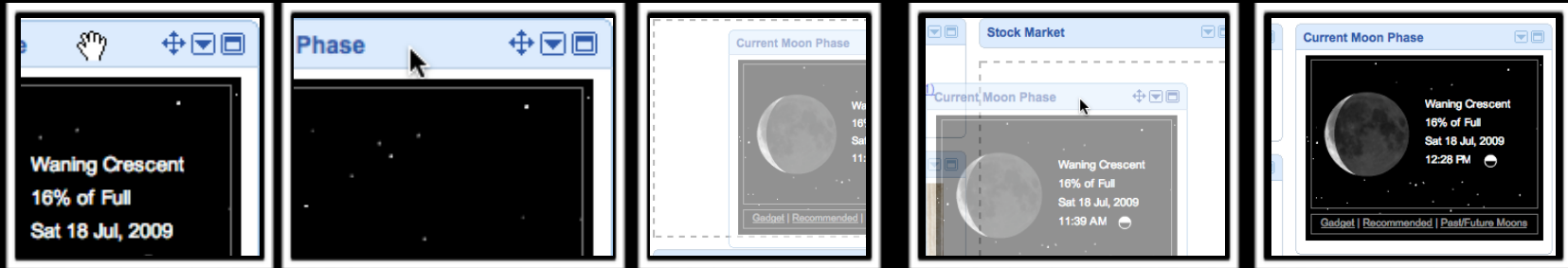
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Interesting Moments



	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.
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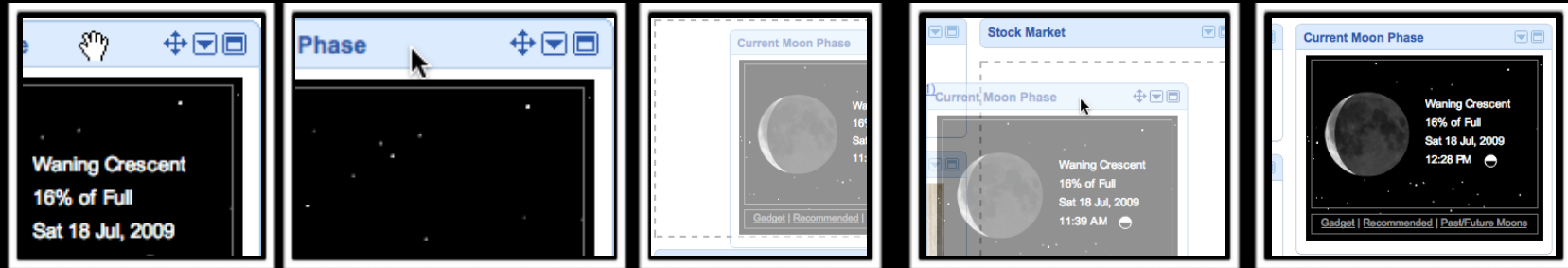
Interesting Moments



		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

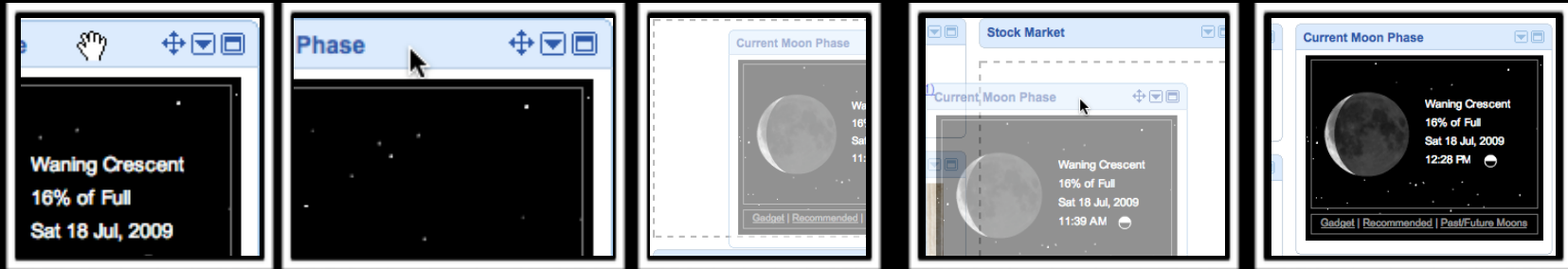


			Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change hand			
Dragged Module				Dragged module removed.
Drag Module		Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Original Location				
Drop Target			Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules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

Captures microstates

Speaks to the possibilities

Interesting Moments



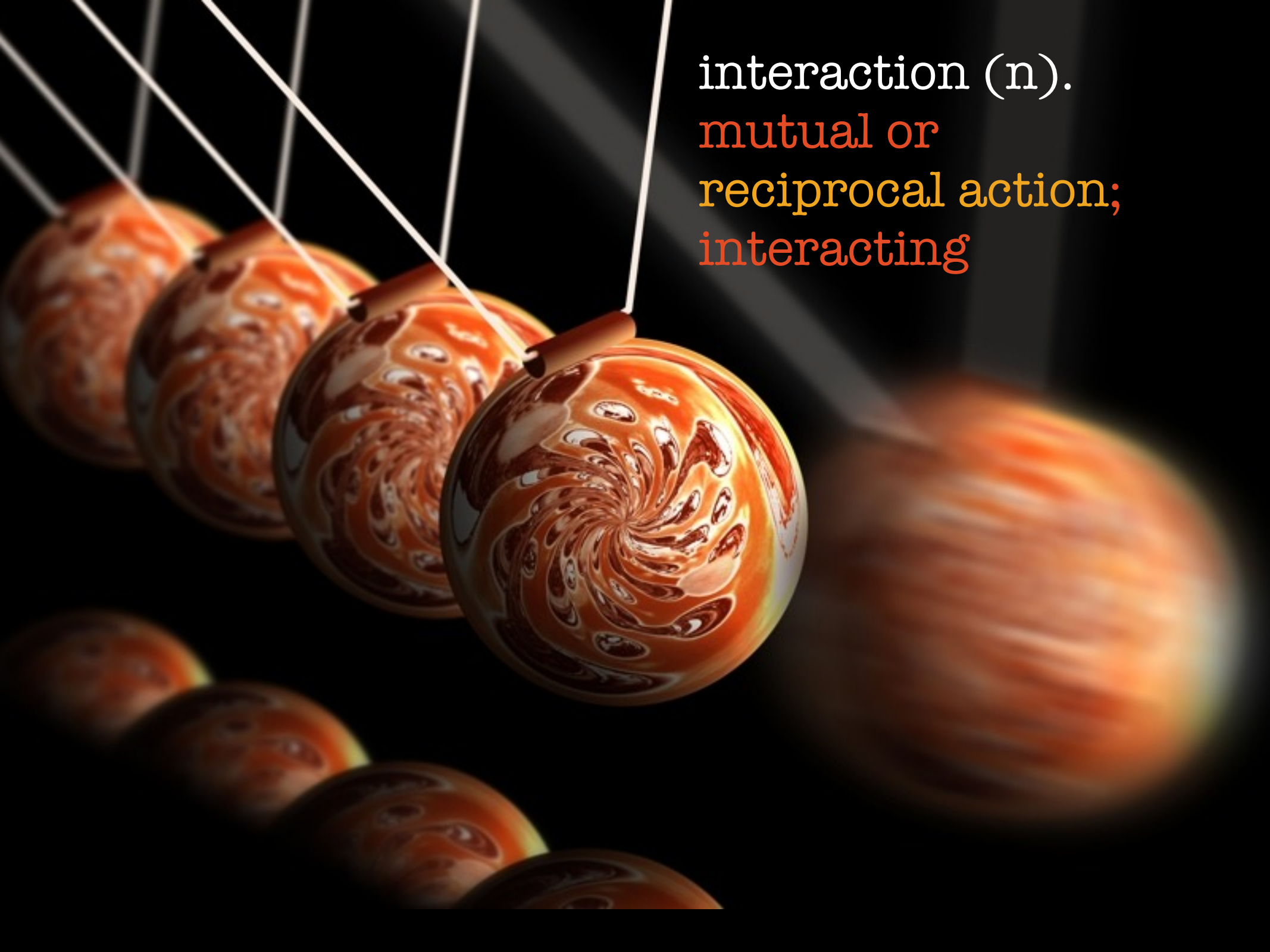
	Drag Hovers over Valid Target*	Drop Accepted
Cursor Change hand		
Dragged Module Dragged module is shown as a hole.		Dragged module removed.
Drop Module Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Original Location Original location of the module.		
Drop Target The target where the module is dropped.	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

Serves as a tickler

interaction (n).
mutual or
reciprocal action;
interacting



6 principles

6 principles

for designing interesting moments

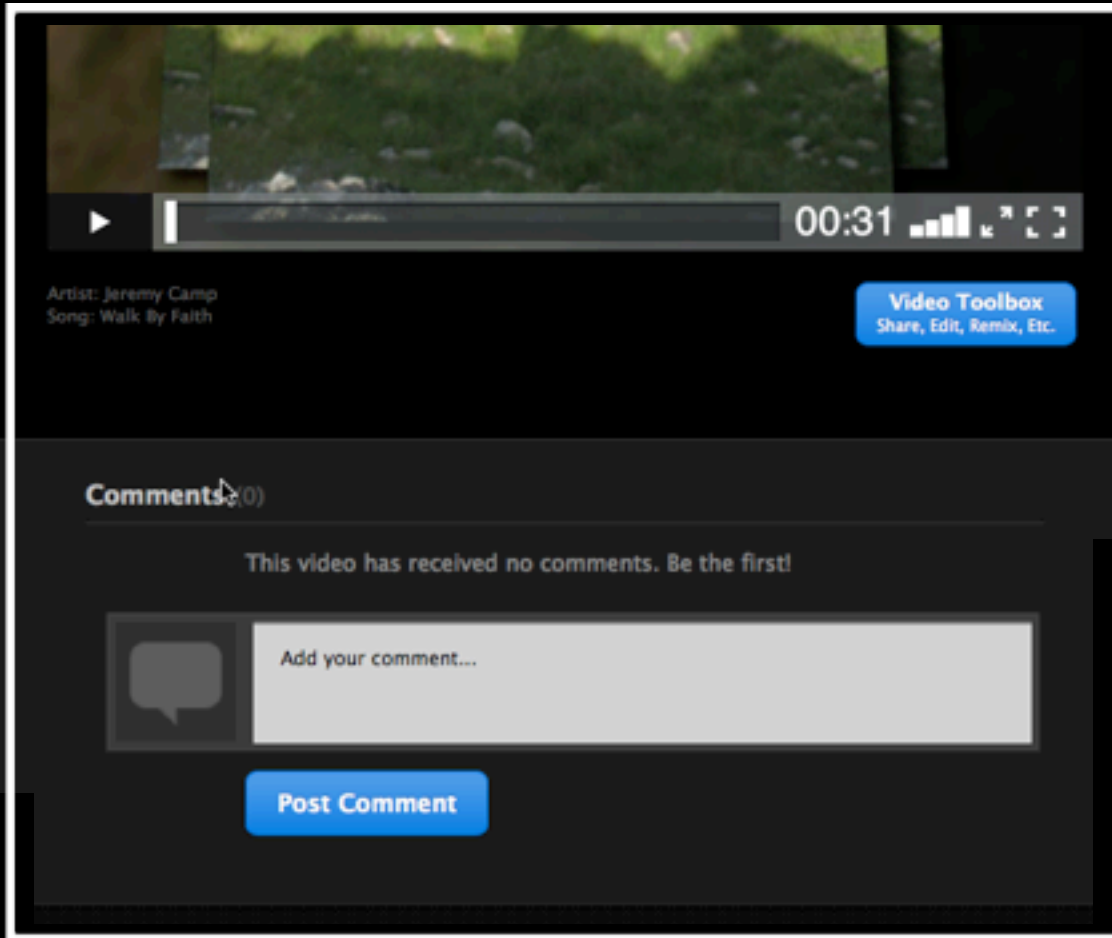


Input where
you output.

- Alan Cooper

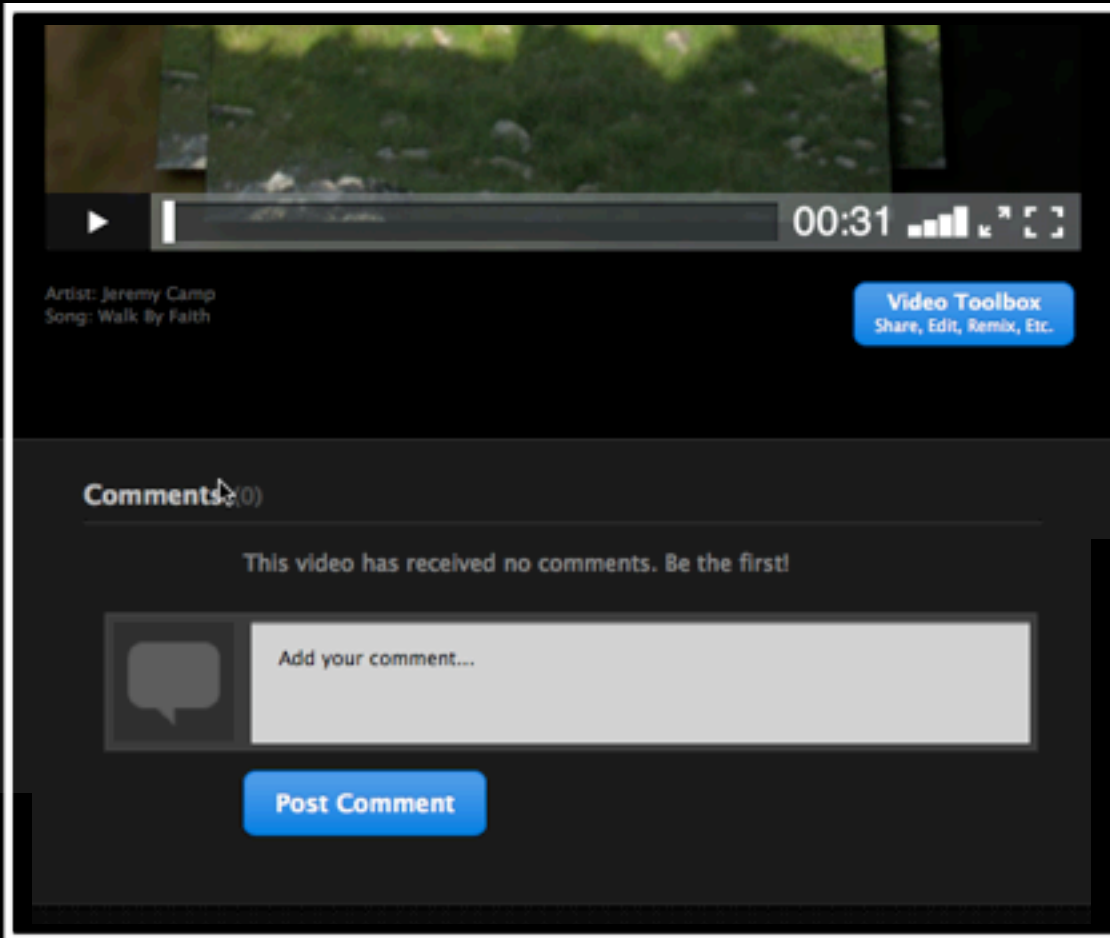


In Page Editing



inline editing. animoto.com

In Page Editing



inline editing. animoto.com

Interesting Moments

Page load

Not editing:

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

Editing:

- Mouse exits edit area
- Mouse click outside edit

Analyzing the Moments

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

Analyzing the Moments

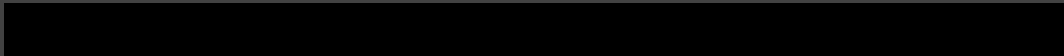
	1 Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
Cursor		link cursor	normal	i-beam	normal	normal
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field	dotted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

1

Analyzing the Moments

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

1



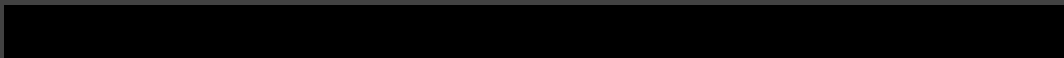
2



Analyzing the Moments

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

1



2

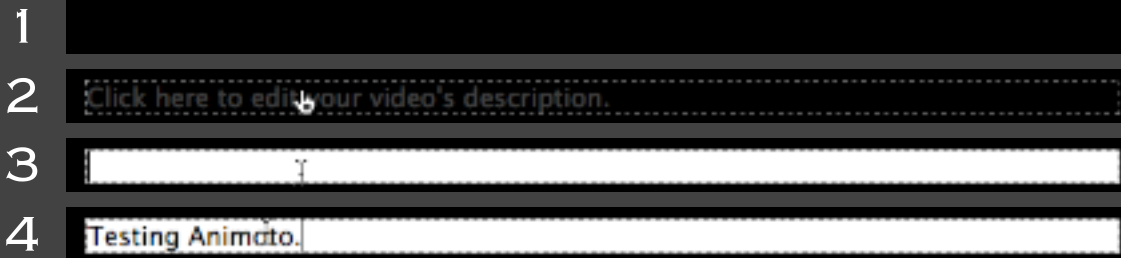


3



Analyzing the Moments

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



Analyzing the Moments

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

1



2

Click here to edit your video's description.

3



4

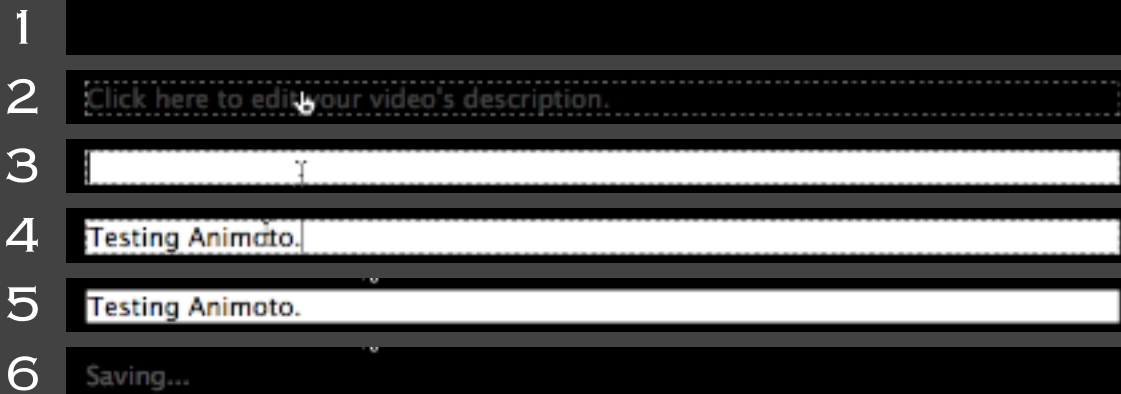
Testing Animato.

5

Testing Animato.

Analyzing the Moments

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



Analyzing the Moments

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



Refactoring the Moments

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

In Page Editing



inline editing. [flickr.com](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



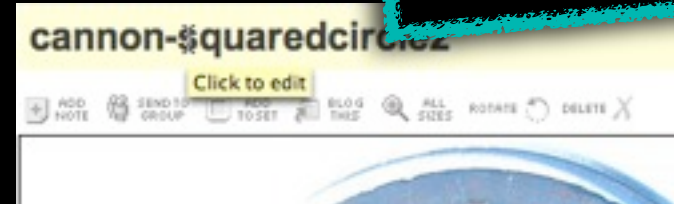
inline editing. flickr.com

Additions:

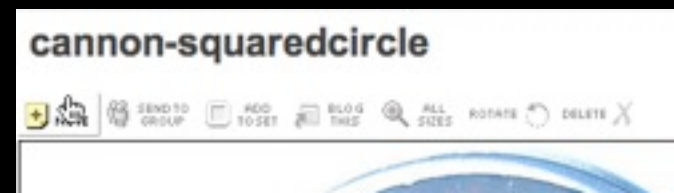
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



Pay attention to discoverability



Use a clear "call to action"





anti-pattern. non-symmetrical. iphone



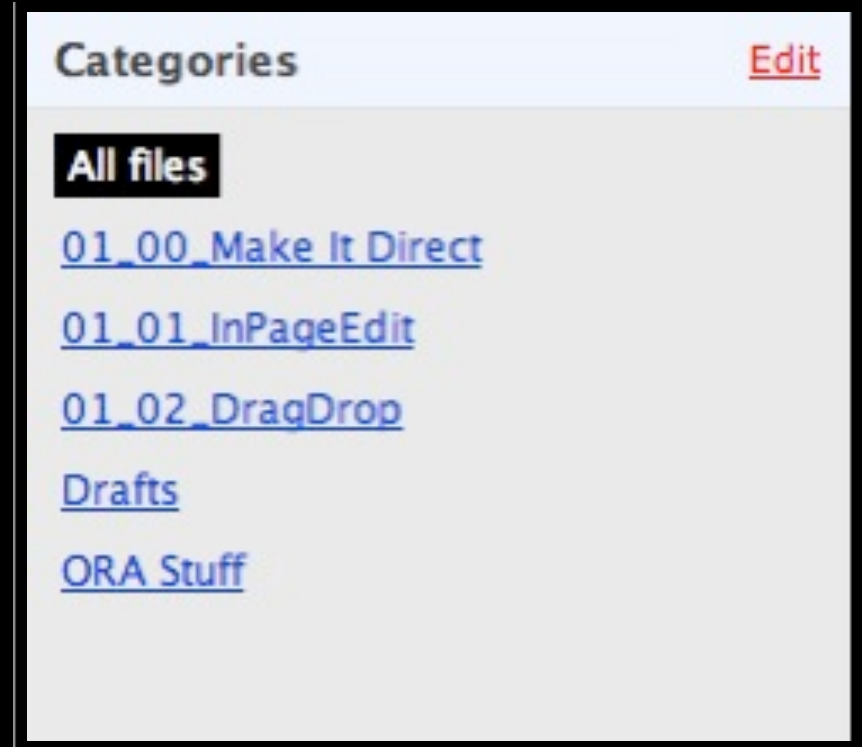
anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone




anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

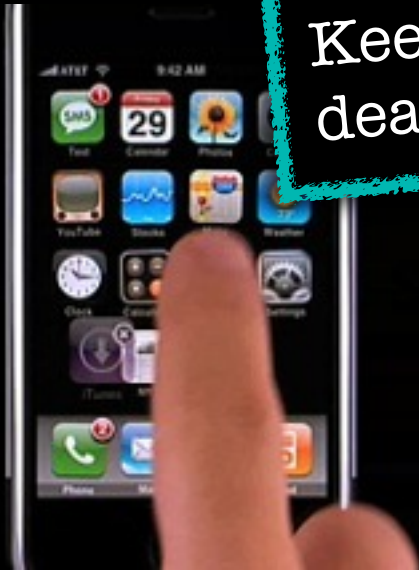


anti-pattern. non-symmetrical. iphone

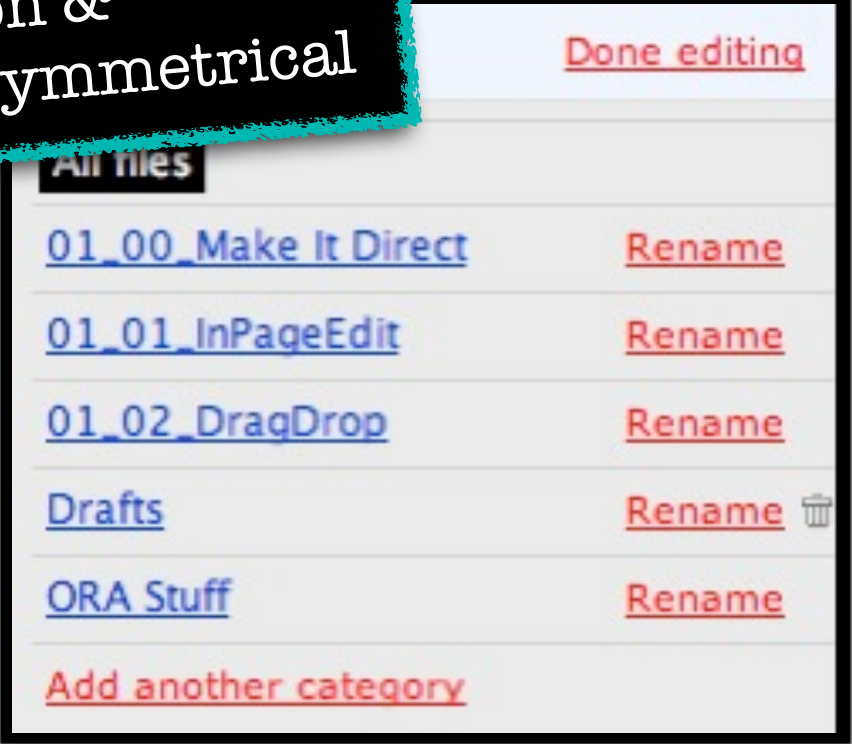
Categories		Done editing
All files		
01_00_Make It Direct	Rename	
01_01_InPageEdit	Rename	
01_02_DragDrop	Rename	
Drafts	Rename	
ORA Stuff	Rename	
Add another category		

symmetrical interaction. basecamp

Keep activation & deactivation symmetrical

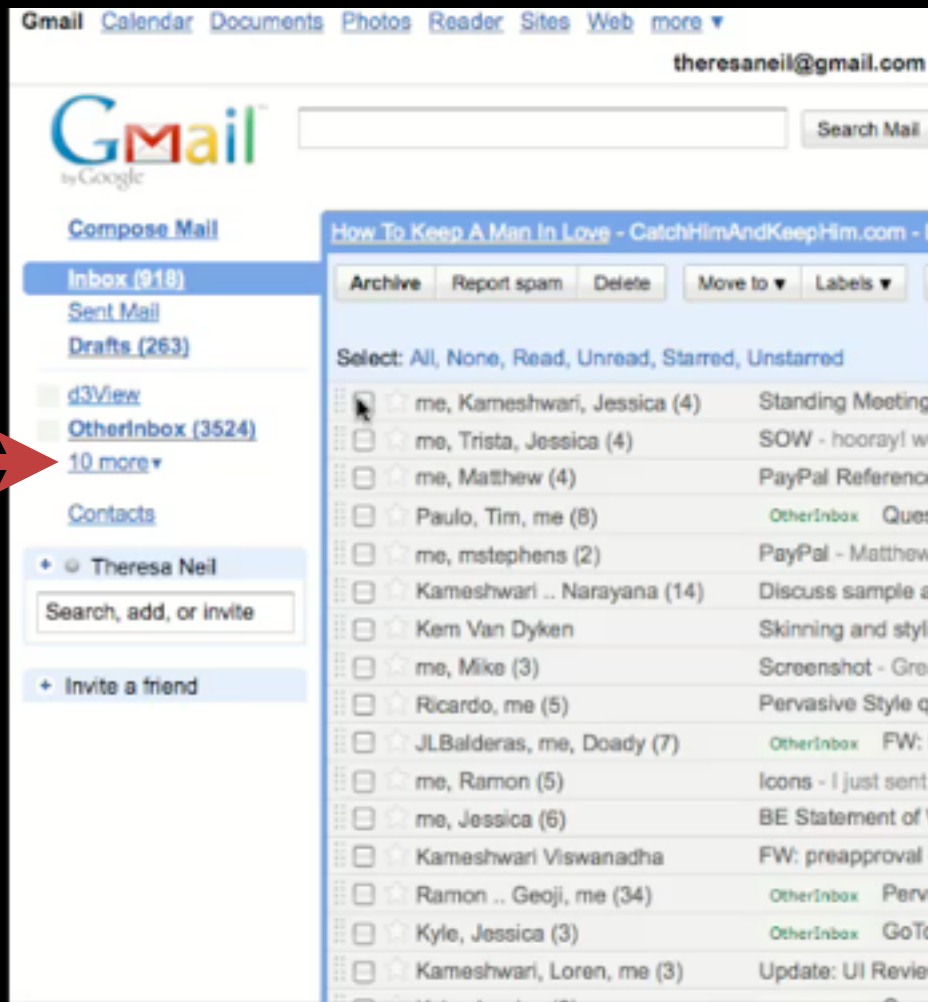


anti-pattern. non-symmetrical. iphone



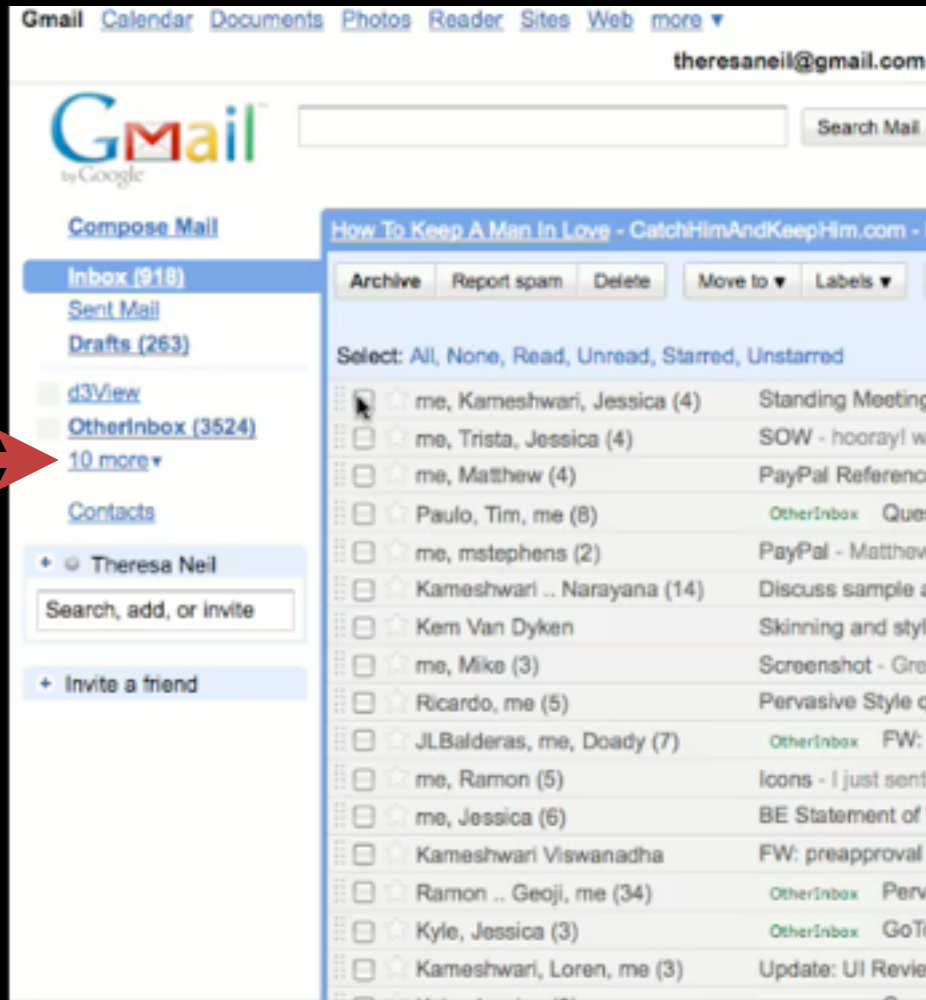
symmetrical interaction. basecamp

Drag, Open & Drop



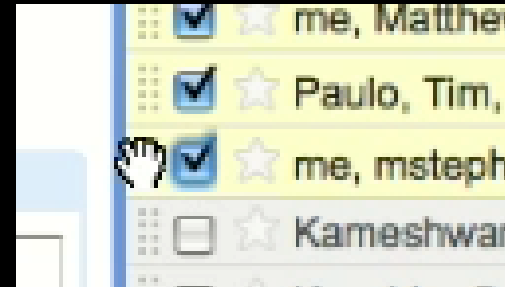
drag and drop. gmail

Drag, Open & Drop

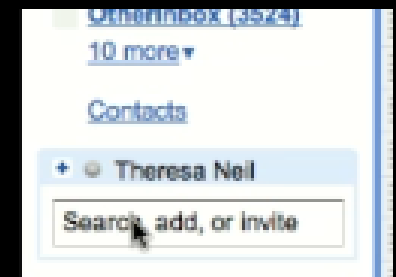
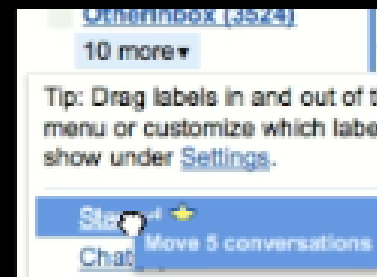


drag and drop. gmail

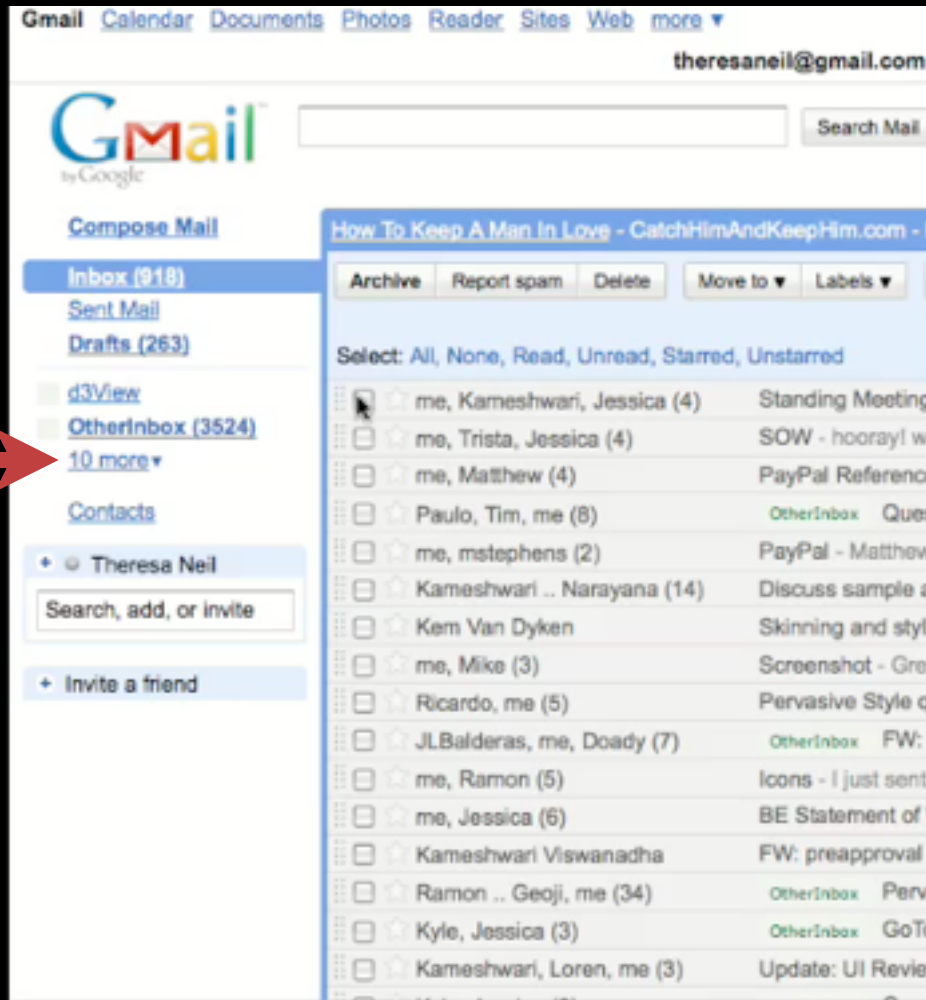
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Drag, Open & Drop

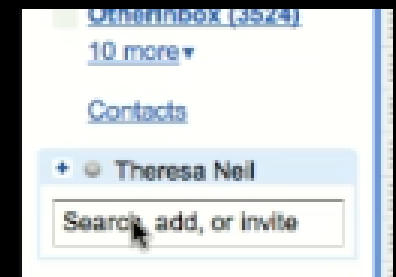
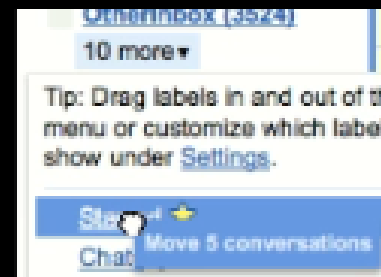


drag and drop. gmail

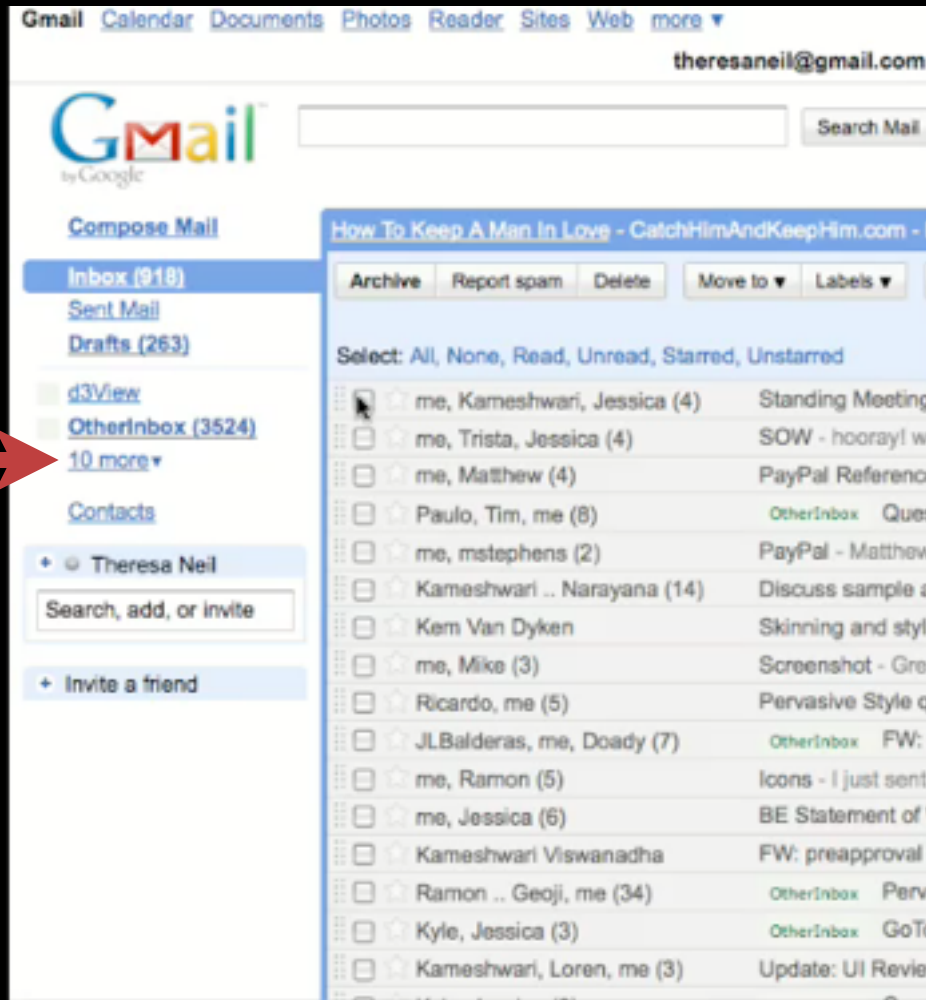
Mouse hover & initiation
Anti-pattern: Tiny Targets

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.

Home Locator

SEARCH AREA

North America

FILTER

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

Bedrooms: 1 - 5

Bathrooms: 1 - 5

Property Features: All

Advanced Search: Yes No

Map: Yes No

Search: Go

Results

Price	Sq. Ft.	Bedrooms	Bathrooms	Photos
\$450,000	1,000	3	2	
\$350,000	1,000	3	2	
\$370,000	1,000	3	2	
\$380,000	1,000	3	2	
\$390,000	1,000	3	2	
\$400,000	1,000	3	2	
\$410,000	1,000	3	2	
\$420,000	1,000	3	2	
\$430,000	1,000	3	2	
\$440,000	1,000	3	2	
\$450,000	1,000	3	2	
\$460,000	1,000	3	2	
\$470,000	1,000	3	2	
\$480,000	1,000	3	2	
\$490,000	1,000	3	2	
\$500,000	1,000	3	2	

Map

Property Information

Address: 1234 Main St, City, State, Zip

Price: \$450,000

Sq. Ft.: 1,000

Bedrooms: 3

Bathrooms: 2

Photos: 10

VIEW MORE PROPERTIES

The Home Locator is your best friend.

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: Go

Results

Price	Sq. Ft.	Bedrooms	Bathrooms	Photos
\$450,000	1,000	3	2	
\$350,000	1,000	3	2	
\$375,000	1,000	3	2	
\$300,000	1,000	3	2	
\$250,000	1,000	3	2	
\$1,000,000	3,000	4	3	
\$1,100,000	3,000	4	3	
\$1,200,000	3,000	4	3	
\$1,300,000	3,000	4	3	
\$1,400,000	3,000	4	3	
\$1,500,000	3,000	4	3	
\$1,600,000	3,000	4	3	
\$1,700,000	3,000	4	3	
\$1,800,000	3,000	4	3	
\$1,900,000	3,000	4	3	
\$2,000,000	3,000	4	3	

Property Information

Address

VIEW MORE INFORMATION

The Home Locator is powered by your location.

Home Location

SEARCH AREA

FILTER
 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.


Home Locator

SEARCH AREA


SEARCH RESULTS

Address	City	State	Zip	Distance	Score	Details
1000 W. 10th St.	Charlotte	NC	28203	0.1	100	View Details
1000 W. 10th St.	Charlotte	NC	28203	0.1	100	View Details



PROPERTY INFORMATION

1000 W. 10th St.

Charlotte, NC 28203

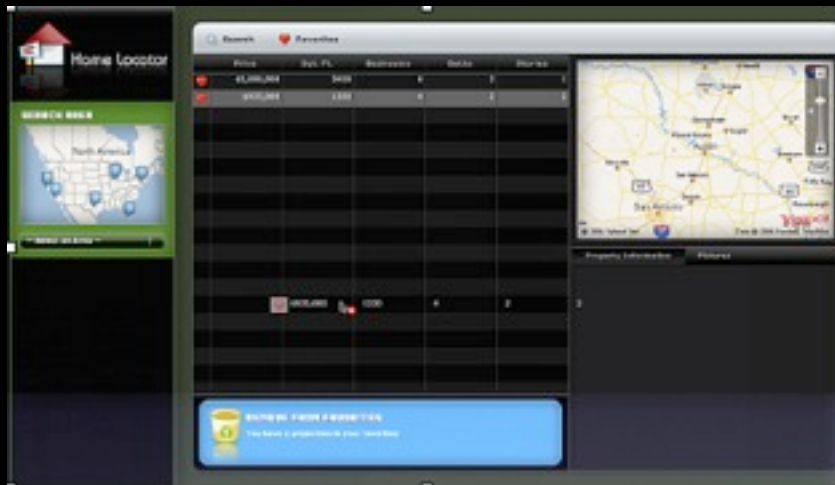
Property Information


HOME LOCATOR

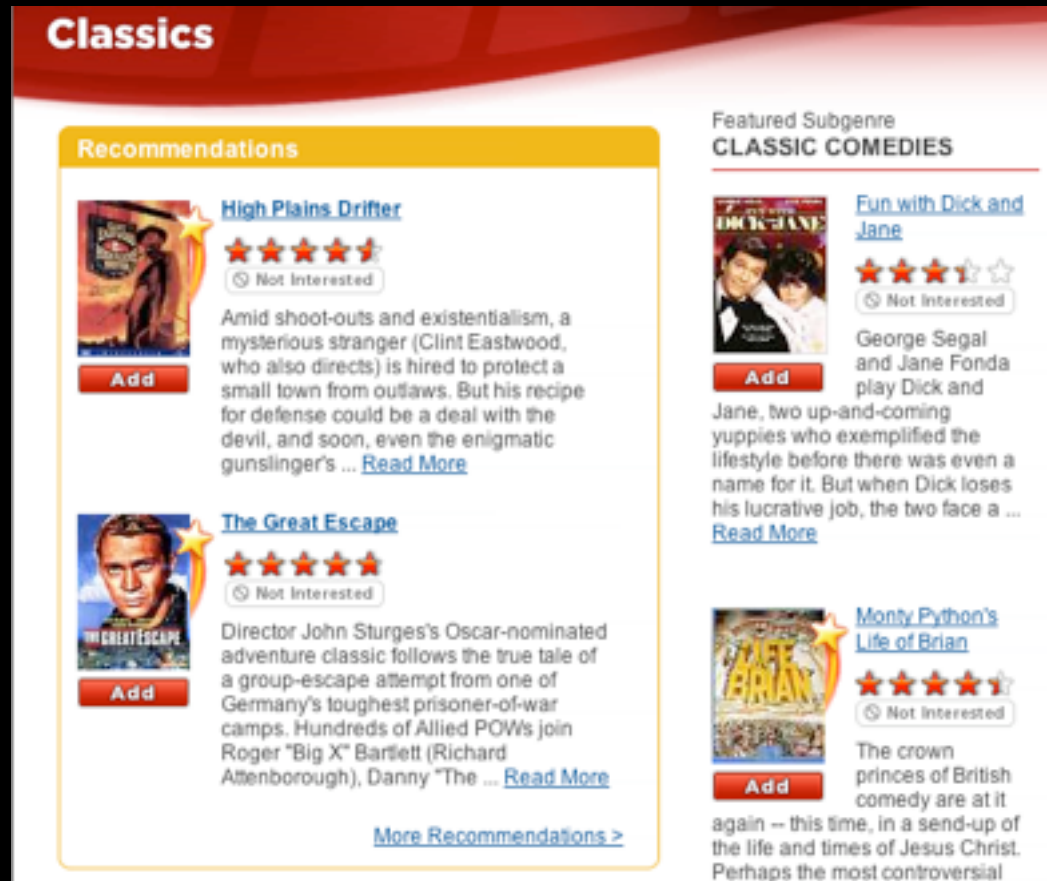
The Home Locator is a tool that helps you find the best location for your business.



anti-pattern. artificial construct.



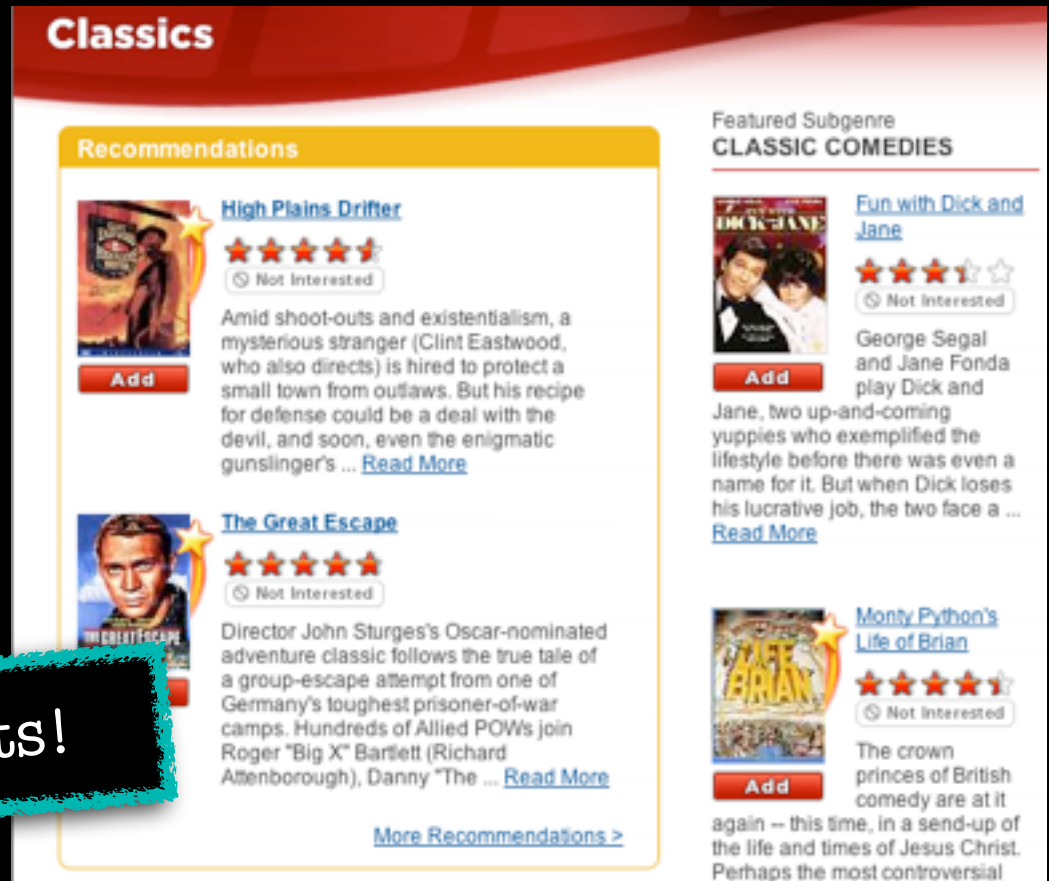
anti-pattern. artificial construct.



rate an object. netflix.com



anti-pattern. artificial construct.



rate an object. netflix.com



Require a
light footprint.

digg



In Page Actions (always visible)

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

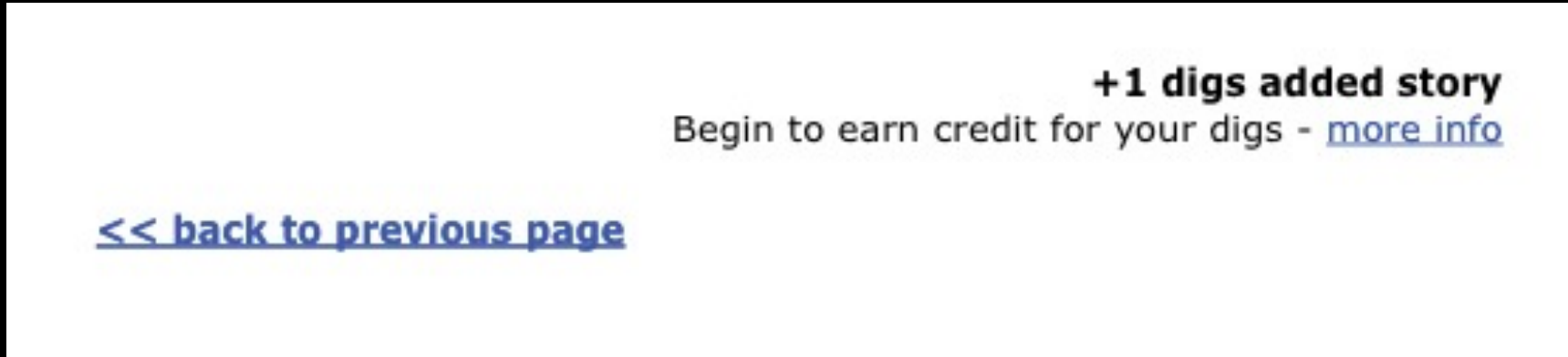
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"IBM and AMD have found a way to improve transistor performance by up to 24% without increasing the power draw - using a tweaked implementation of Big Blue's 'strained silicon' process."

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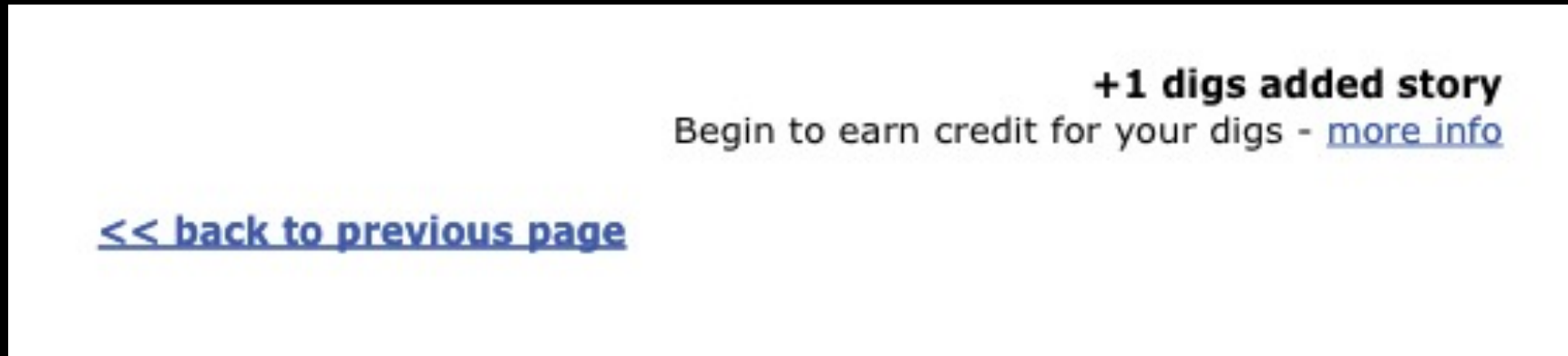
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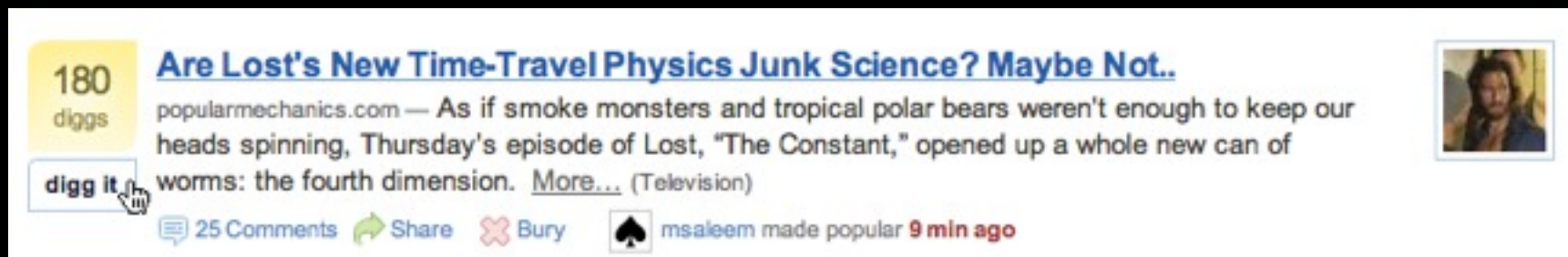


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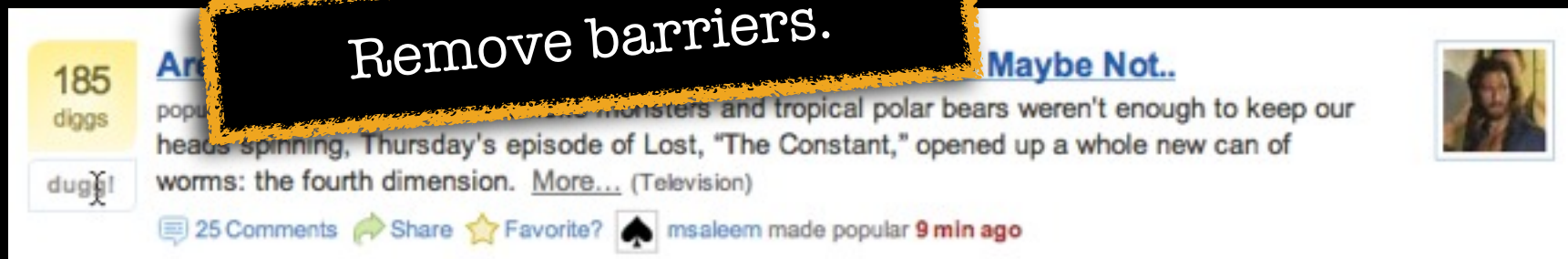


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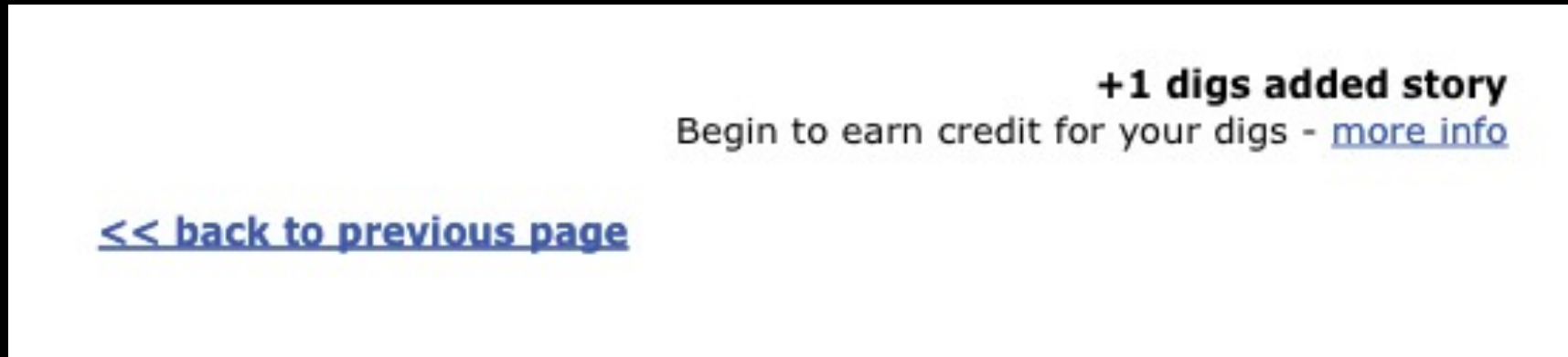


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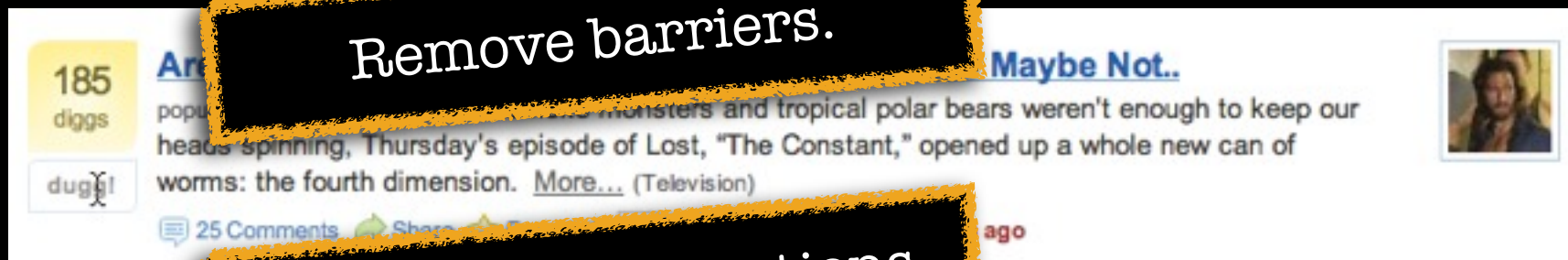


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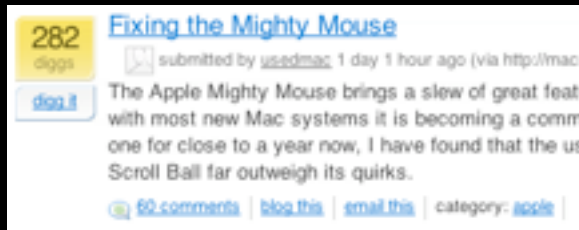


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[Fixing the Mighty Mouse](#)

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

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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.

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Add

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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](#)



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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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☒ ☒ ☒ ☒ ☐

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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](#)



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Monty Python's Life of Brian

☒ ☒ ☒ ☒ ☒

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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

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

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Recommend It:  Average (63 votes) 

Classics

Recommendations

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★★★★★
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Fun with Dick and Jane

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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



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B-
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 Select grade to the right
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B
C
D
F

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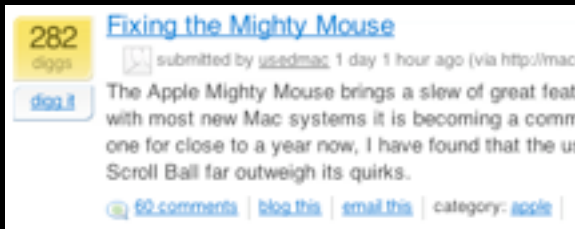
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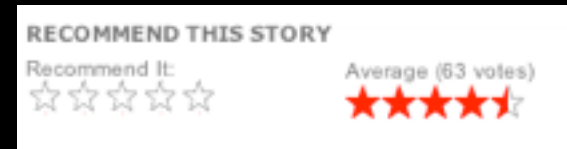
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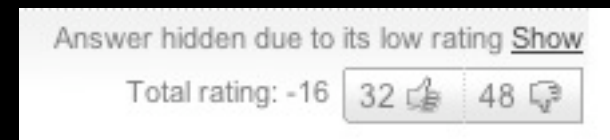


Use to reduce the “click weight.”

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



remembered collections. gap.com



<http://genesiconduit.wordpress.com/2008/07/13/click-weight/>

<http://www.amazon.com/Designing-Both-Sides-Screen-Collaborate/dp/0672321513>

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Contextual Tools (inline on hover)



[lantzilla](#) pro says:
...with biscuits and gravy and all the fixins...
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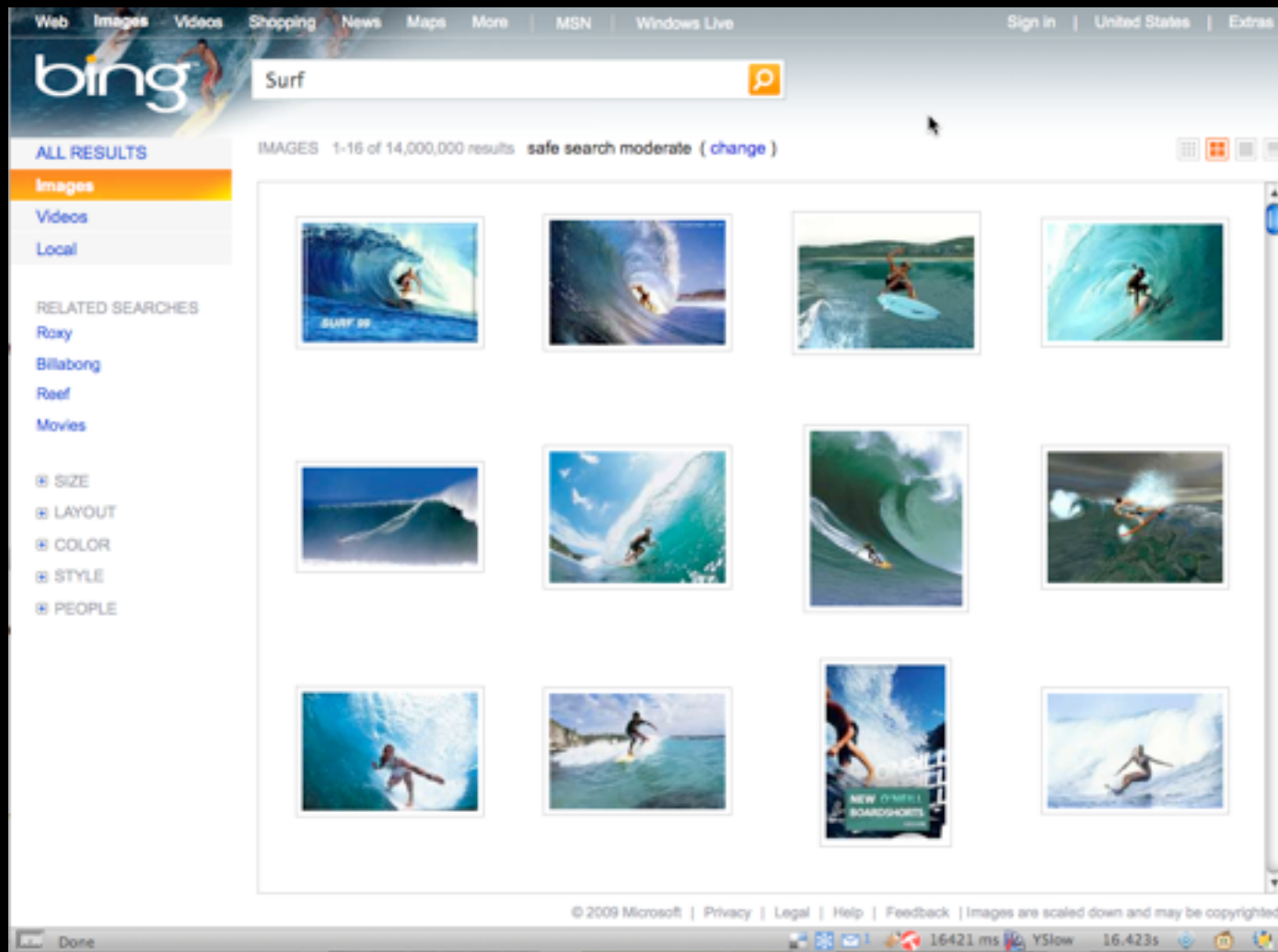


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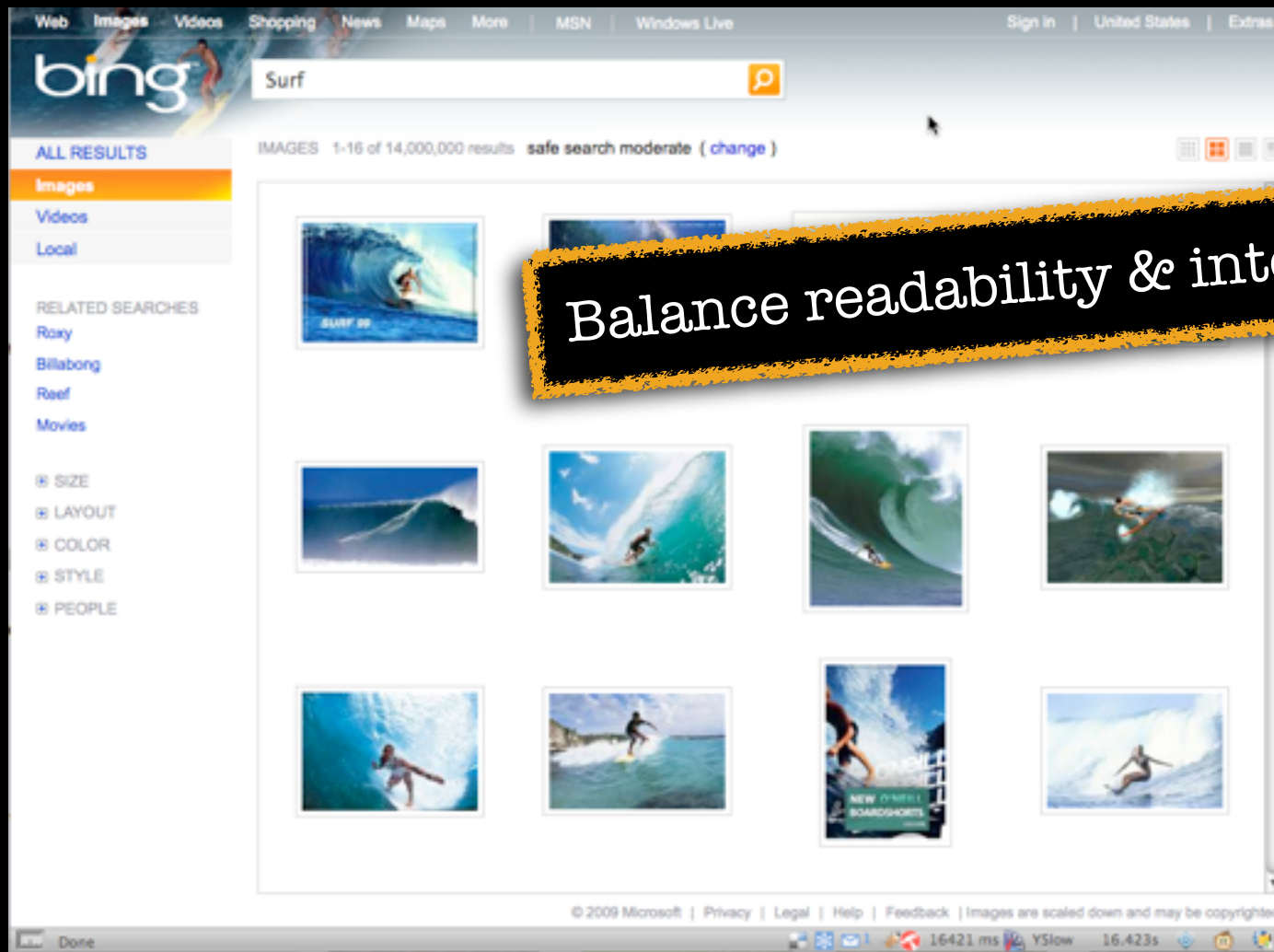
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Contextual Tools (overlay on hover)



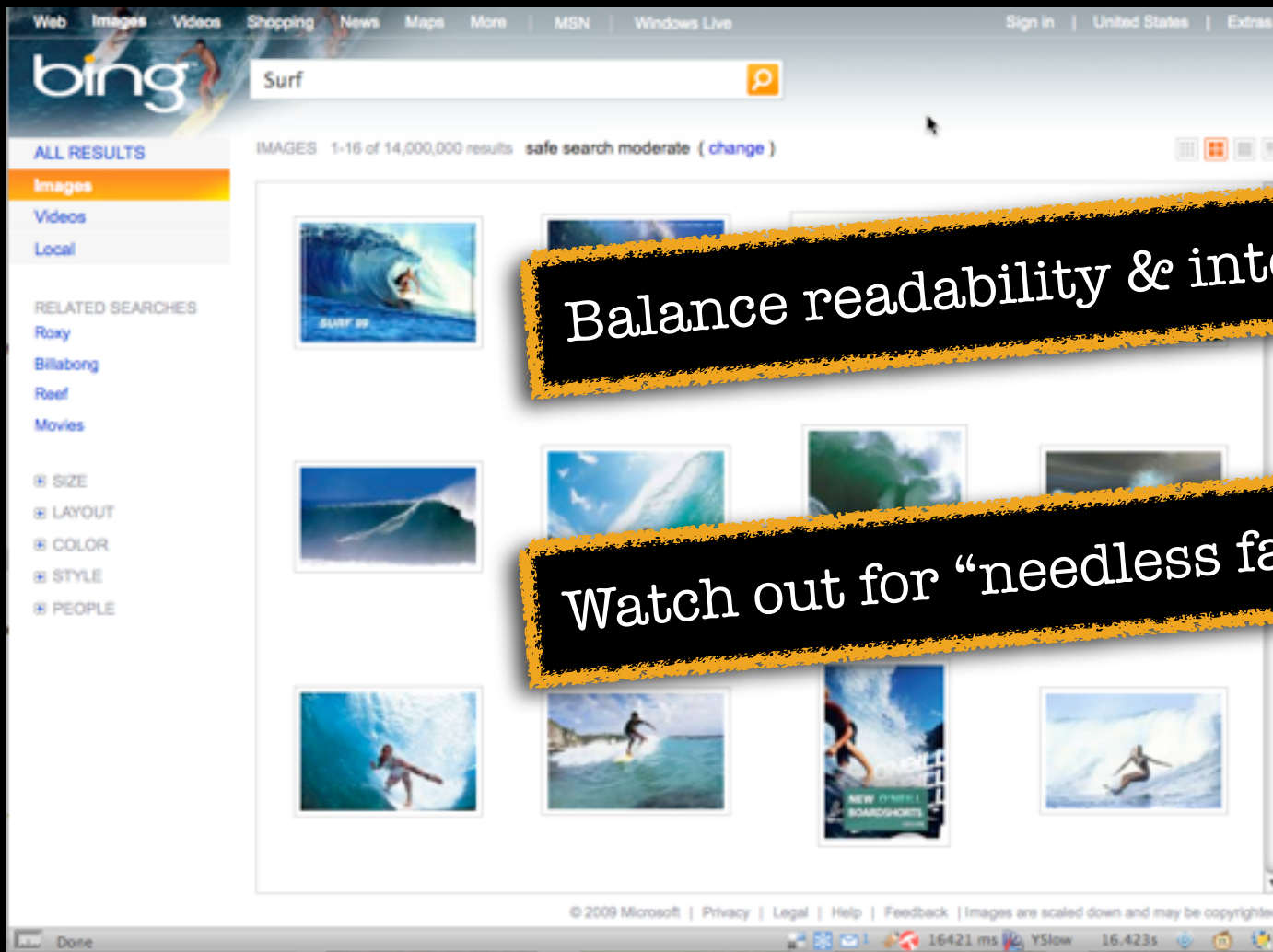
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Contextual Tools (overlay on hover)



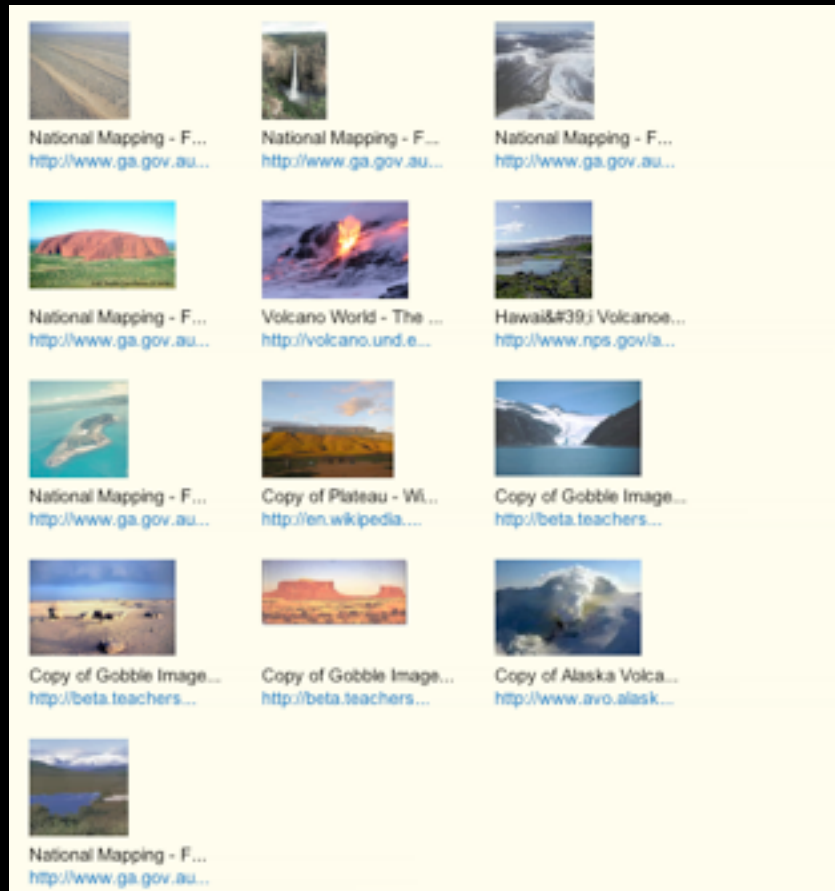
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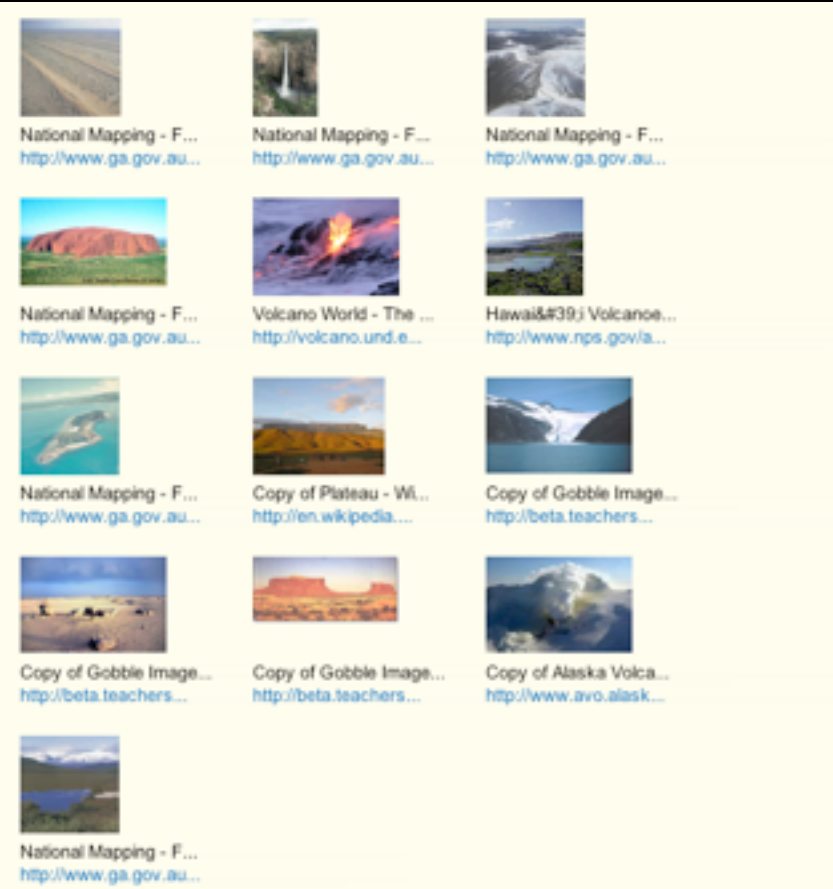
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Anti-Pattern: Hover & Cover



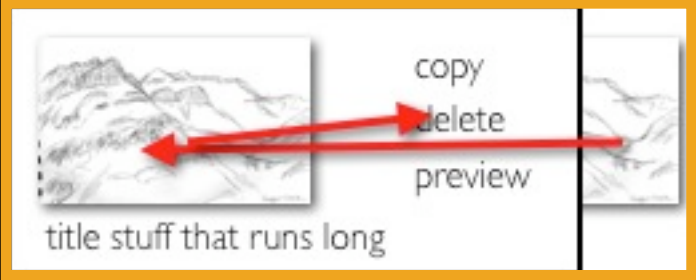
anti-pattern. hover & cover. yahoo! teachers

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		

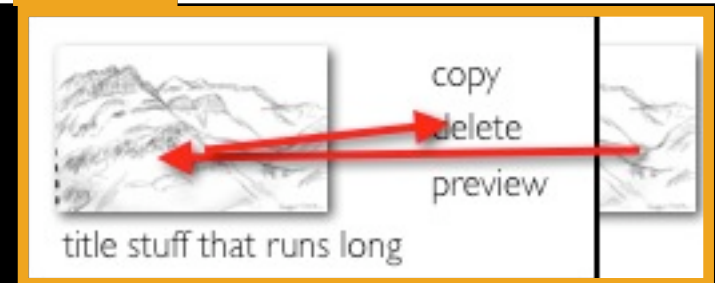


Anti-Pattern: Hover & Cover

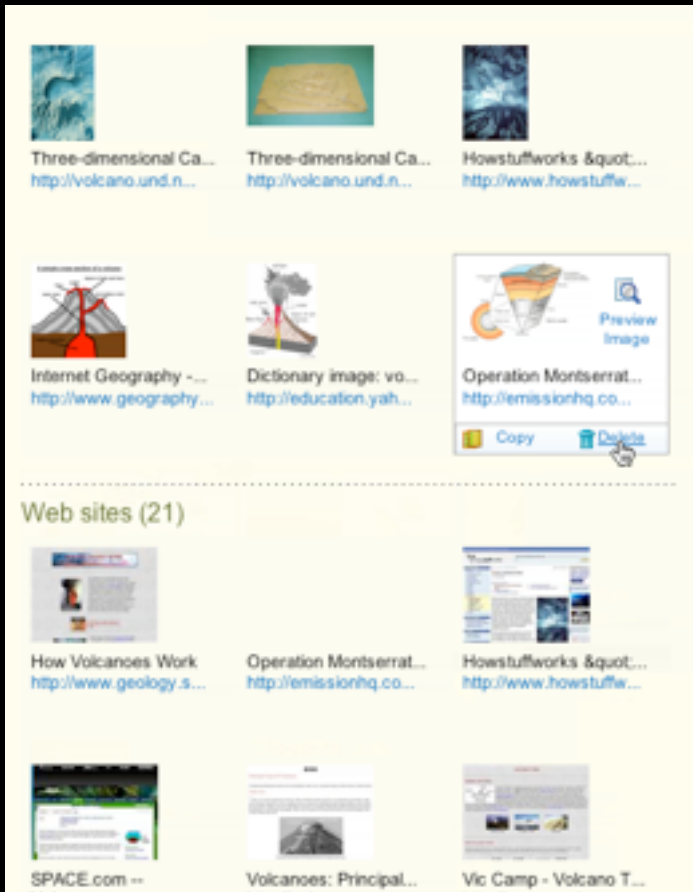


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	Page Render	Mouse over object	Mouse leaves tool layer	Tool selected	In Progress	Complete
		link cursor				
Actionable Object		Wrapped by tool layer	Normal display mode	Normal display mode		
Contextual Tools		Show tool layer	Hide tool layer	Hide tool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

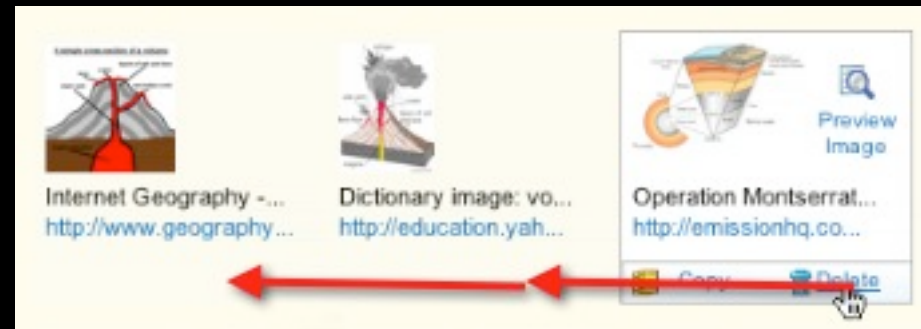
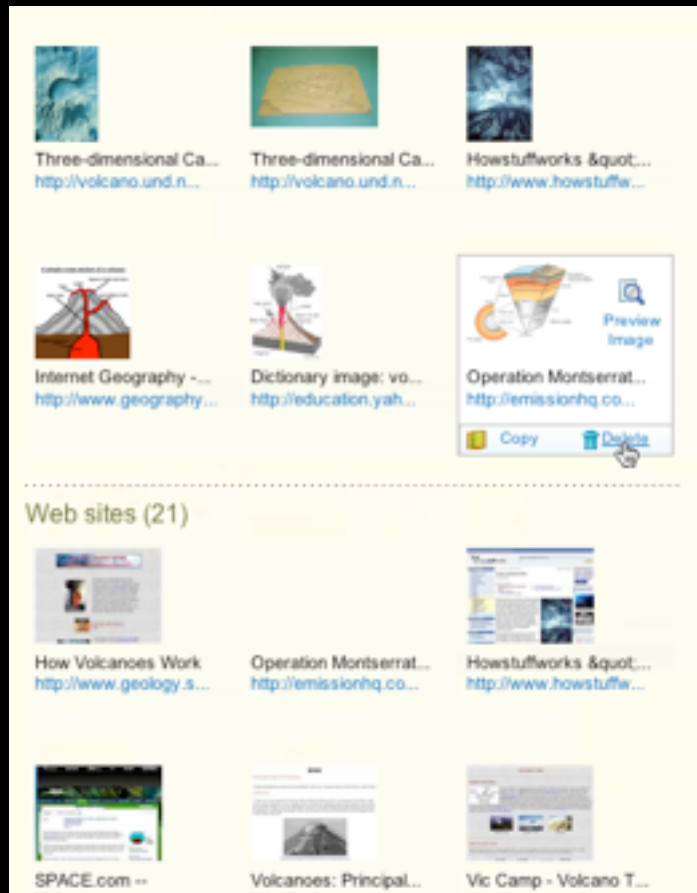


Hover & Cover Refactored



hover & cover resolved. y! teachers

Hover & Cover Refactored



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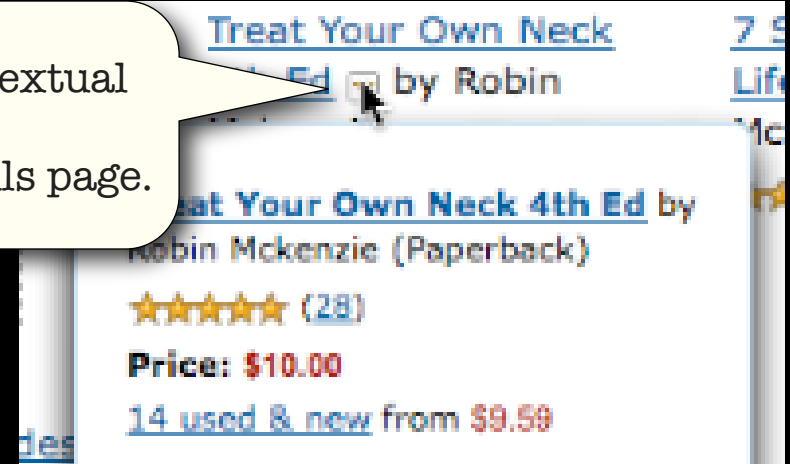
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Click: goes to details page.



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

[Treat Your Own Neck](#)

[4th Ed](#) by Robin

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

★★★★★ (28)

Price: \$10.00

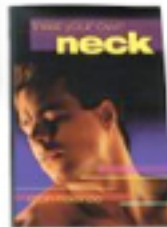
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★★★★★ (3) \$26.39

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Cricut Spatula Tool

Buy new: ~~\$5.99~~ **\$5.00**

21 new from **\$2.99**

In Stock

★★★★★ (15) **Prime**

More options available | v

New Metro Design Beater Blade for 5-Quart KitchenAid Bowl Lift Mixers, White

Buy new: ~~\$29.95~~ **\$23.97**

14 new from **\$19.99**

Get it by **Tuesday, Dec 1** if you order in the next **22 minutes** and choose one-day shipping.

★★★★★ (54) **Prime**

SideSwipe for KitchenAid Tilt-Head Stand Mixers

Buy new: **\$25.00**

1 new from **\$25.00**

1 used from **\$26.99**

Get it by **Tuesday, Dec 1** if you order in the next **22 minutes** and choose one-day shipping.

★★★★★ (6) **Prime**

10.



11.



12.



Oxo Good Grips Silicone Flexible Turner

Buy new: ~~\$9.95~~ **\$8.99**

7 new from **\$6.99**

2 used from **\$8.49**

Get it by **Tuesday, Dec 1** if you order in the next **22 minutes** and choose one-day shipping.

★★★★★ (16) **Prime**

More options available | v

Le Creuset 7-Piece Spatula Set with Crock, Red

Buy new: ~~\$84.00~~ **\$69.95**

10 new from **\$59.69**

2 used from **\$65.99**

Get it by **Tuesday, Dec 1** if you order in the next **22 minutes** and choose one-day shipping.

★★★★★ (24) **Prime**

Rachael Ray Nylon Tools 3-Piece Spoonula Set, Orange

Buy new: ~~\$14.99~~ **\$12.10**

10 new from **\$12.00**

Get it by **Tuesday, Dec 1** if you order in the next **22 minutes** and choose one-day shipping.

★★★★★ (18) **Prime**

13.



14.

15.



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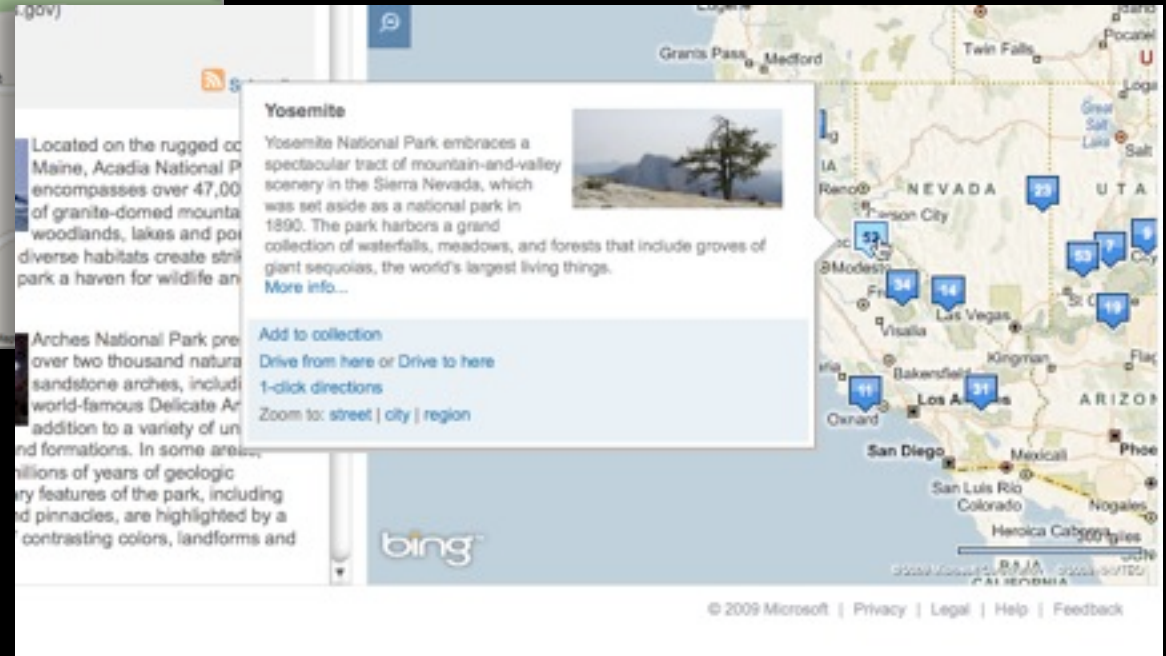


google maps

Contextual Tools (overlay on click)



google maps

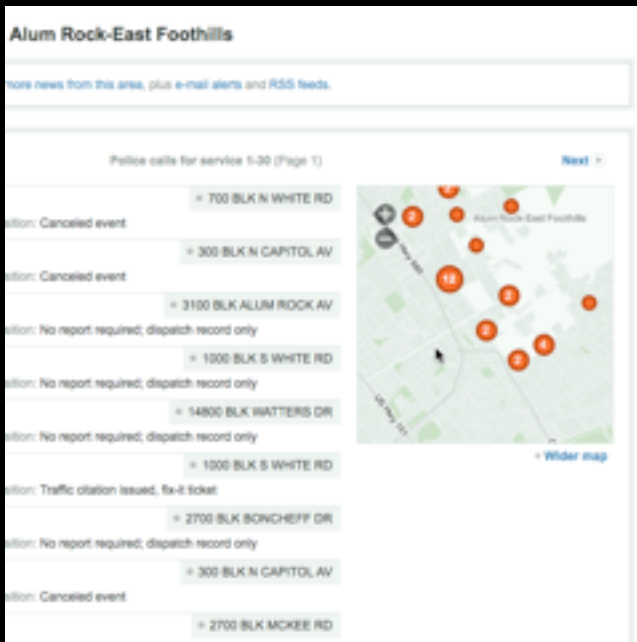


bing.com

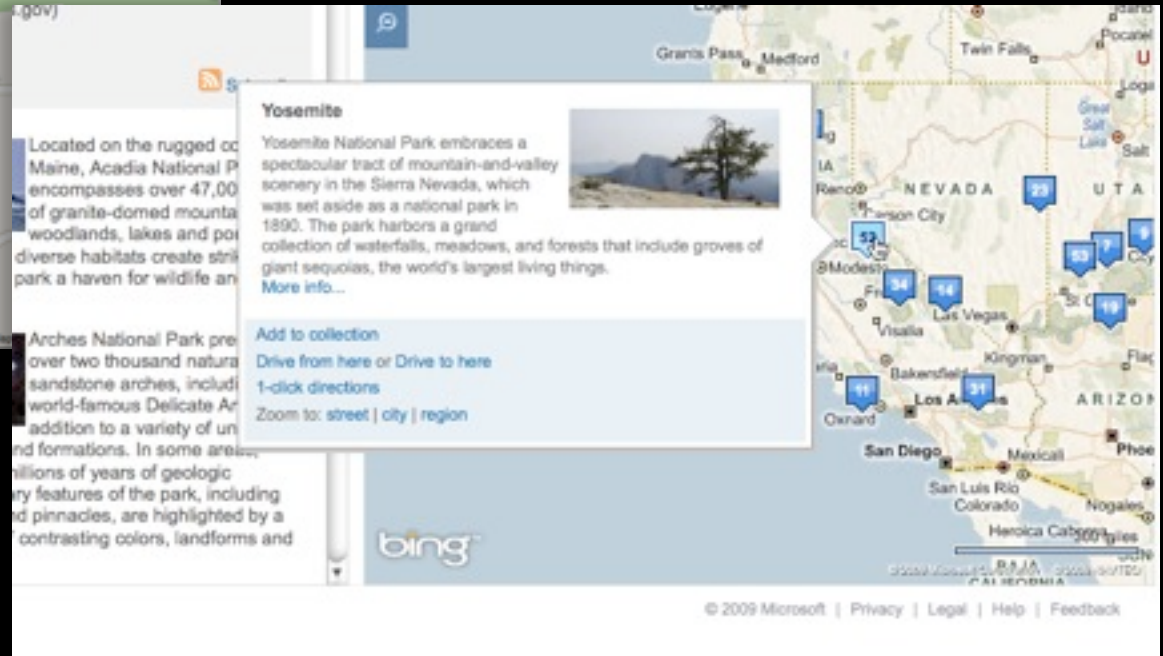
Contextual Tools (overlay on click)



google maps



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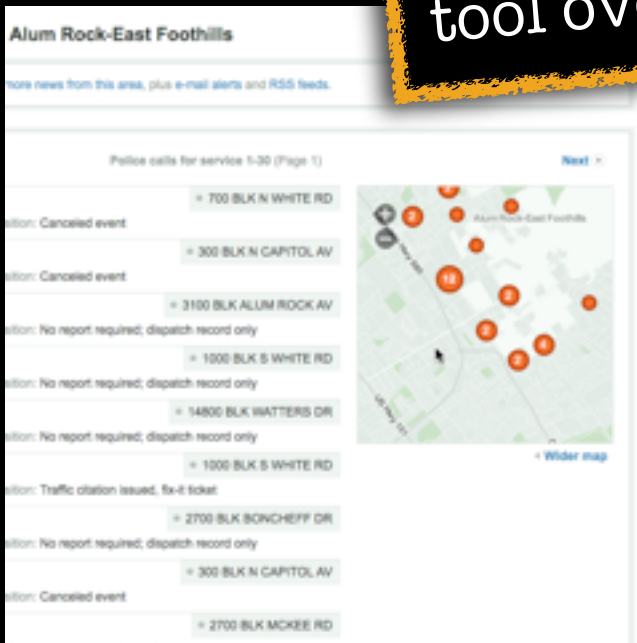


bing.com

Contextual Tools (overlay on click)



google maps

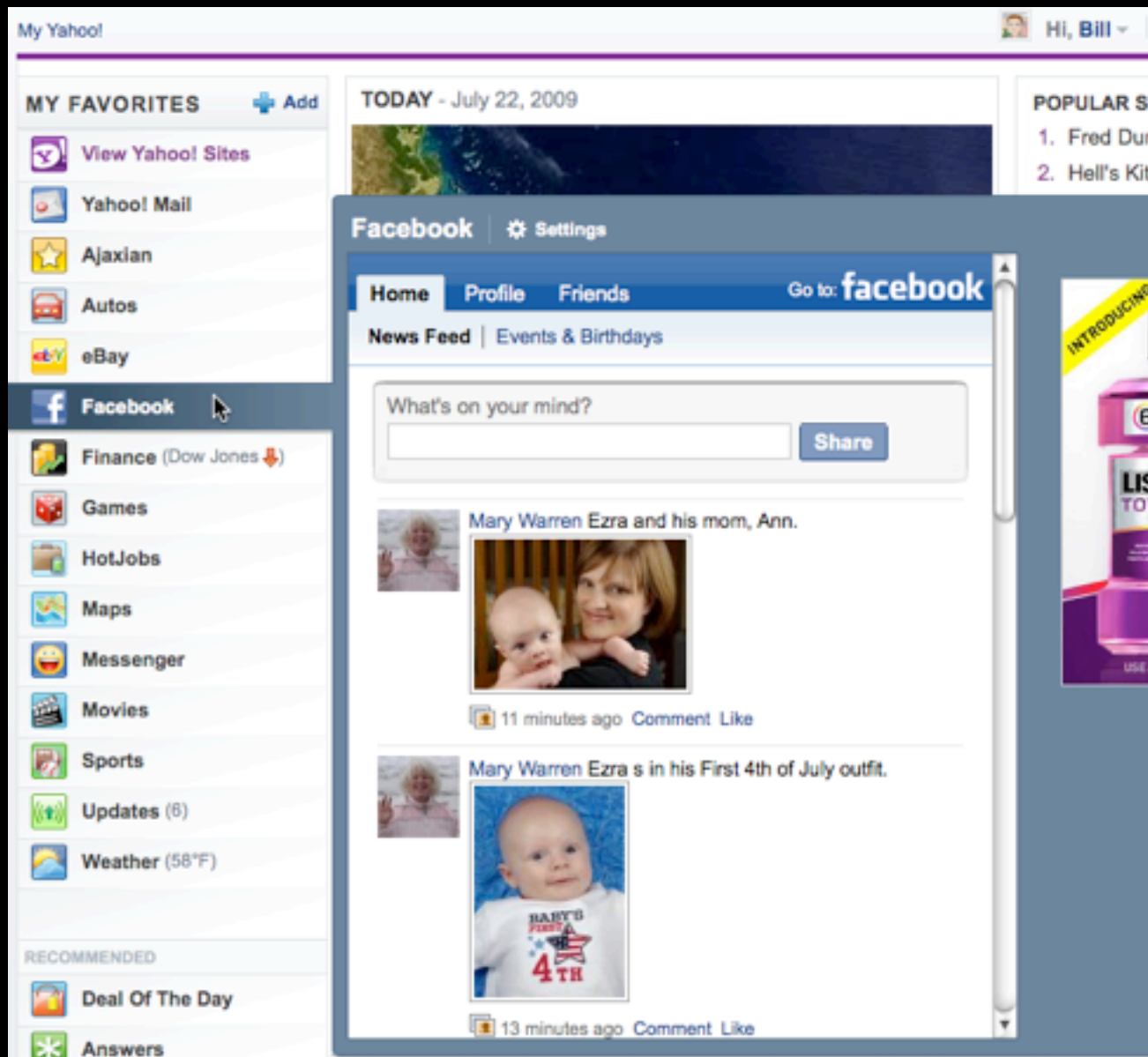


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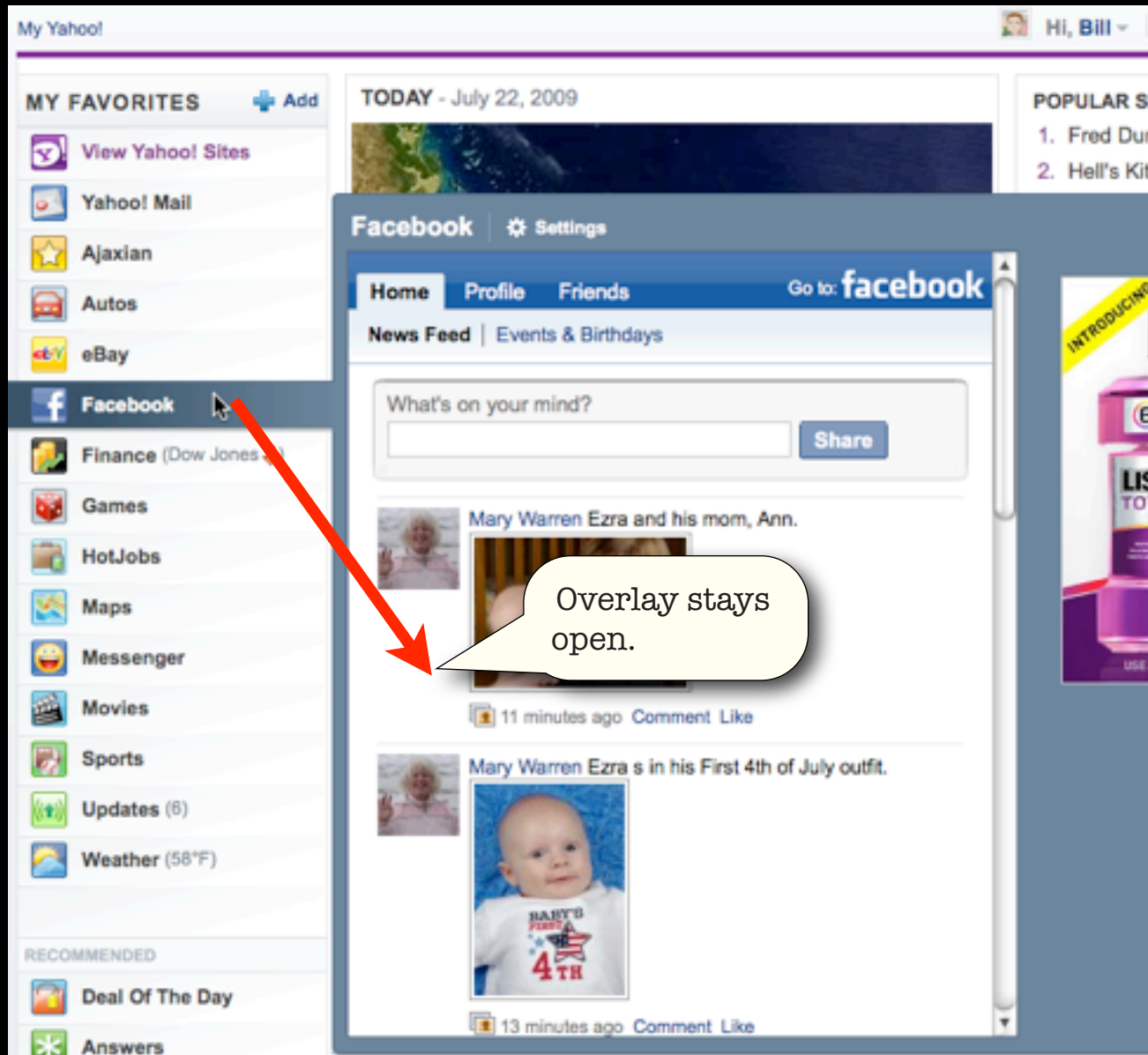
bing.com

What about new Yahoo page?



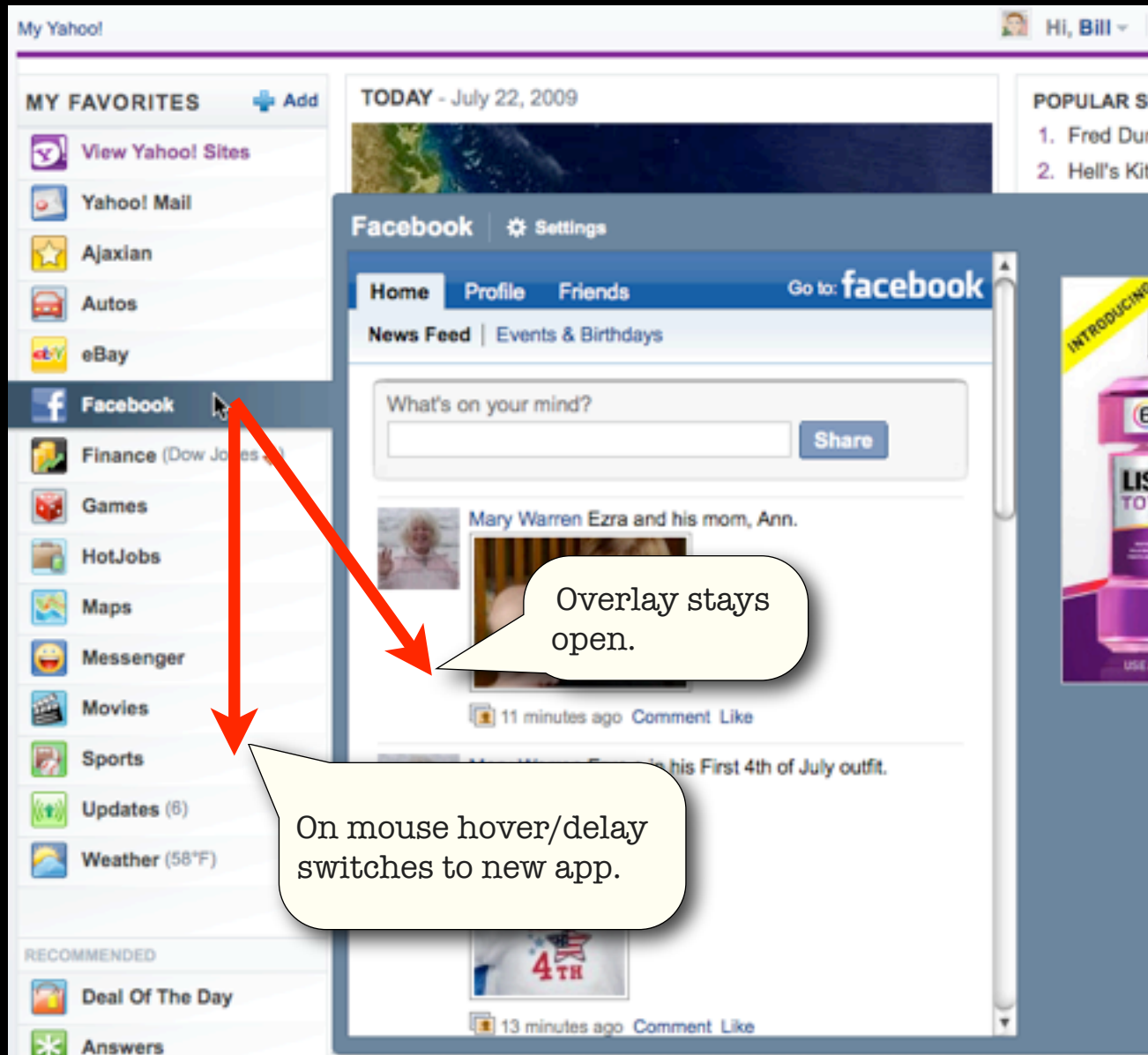
embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



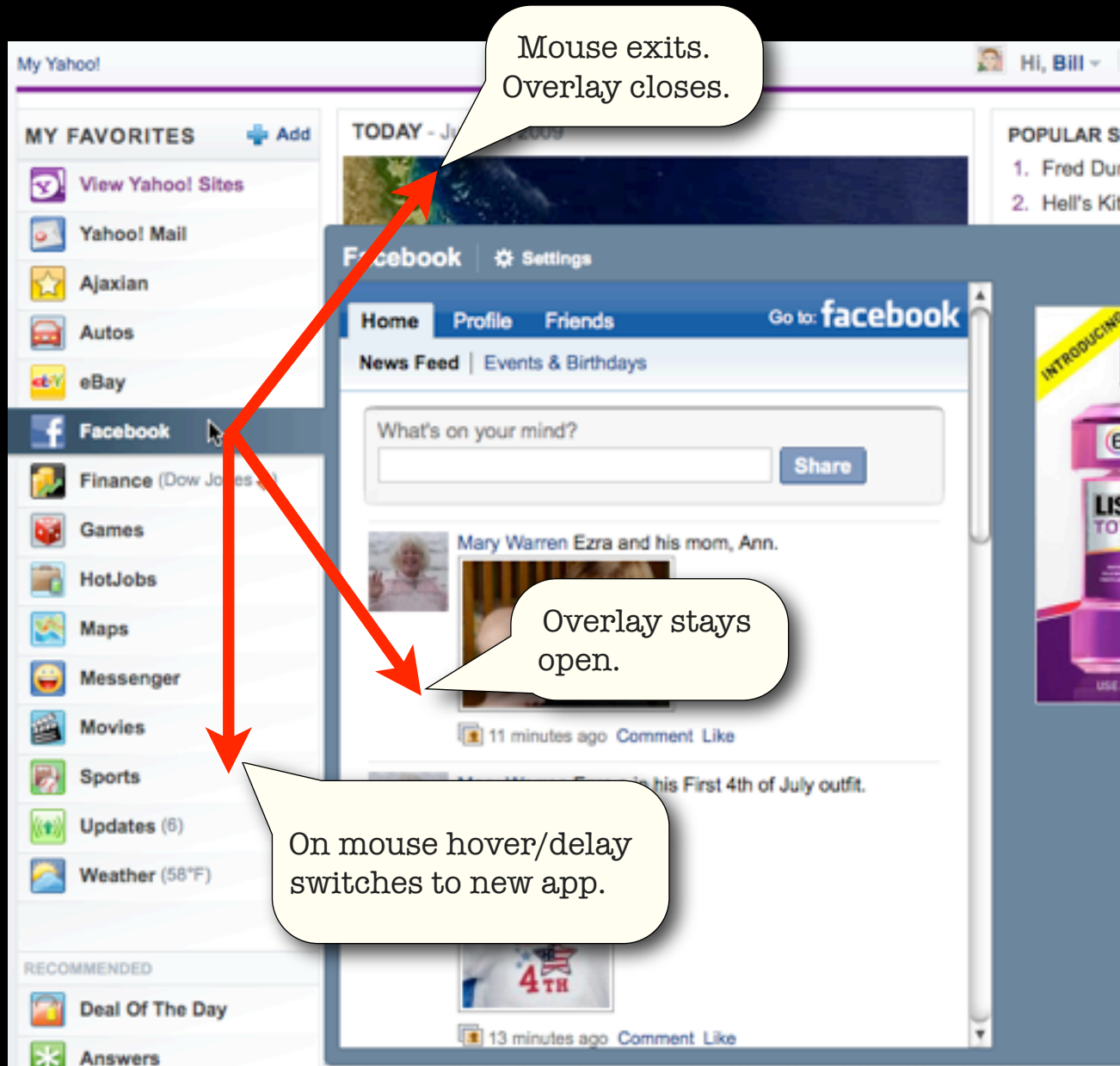
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What about new Yahoo page?

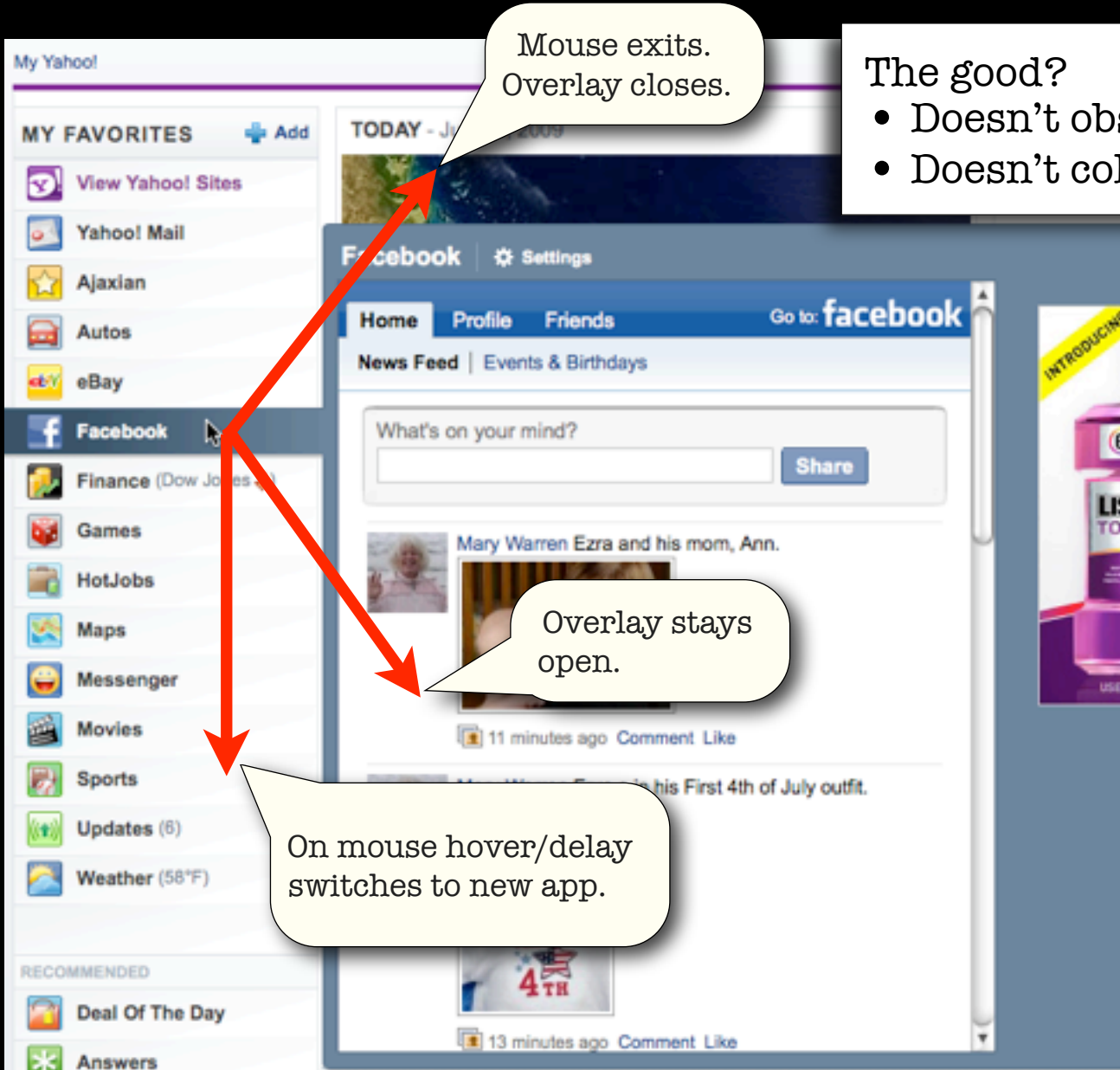


embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



What about new Yahoo page?



The good?

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

What about new Yahoo page?

My Yahoo!

MY FAVORITES + Add

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

RECOMMENDED

- Deal Of The Day
- Answers

TODAY - July 4, 2009

Facebook Settings

Home Profile Friends Go to: f

News Feed | Events & Birthdays

What's on your mind?

Share

Mary Warren Ezra and his mom, Ann.

11 minutes ago Comment Like

his First 4th of July ou

4TH

13 minutes ago Comment Like

Mouse exits.
Overlay closes.

Overlay stays open.

On mouse hover/delay
switches to new app.

The good?

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

The not so good?

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

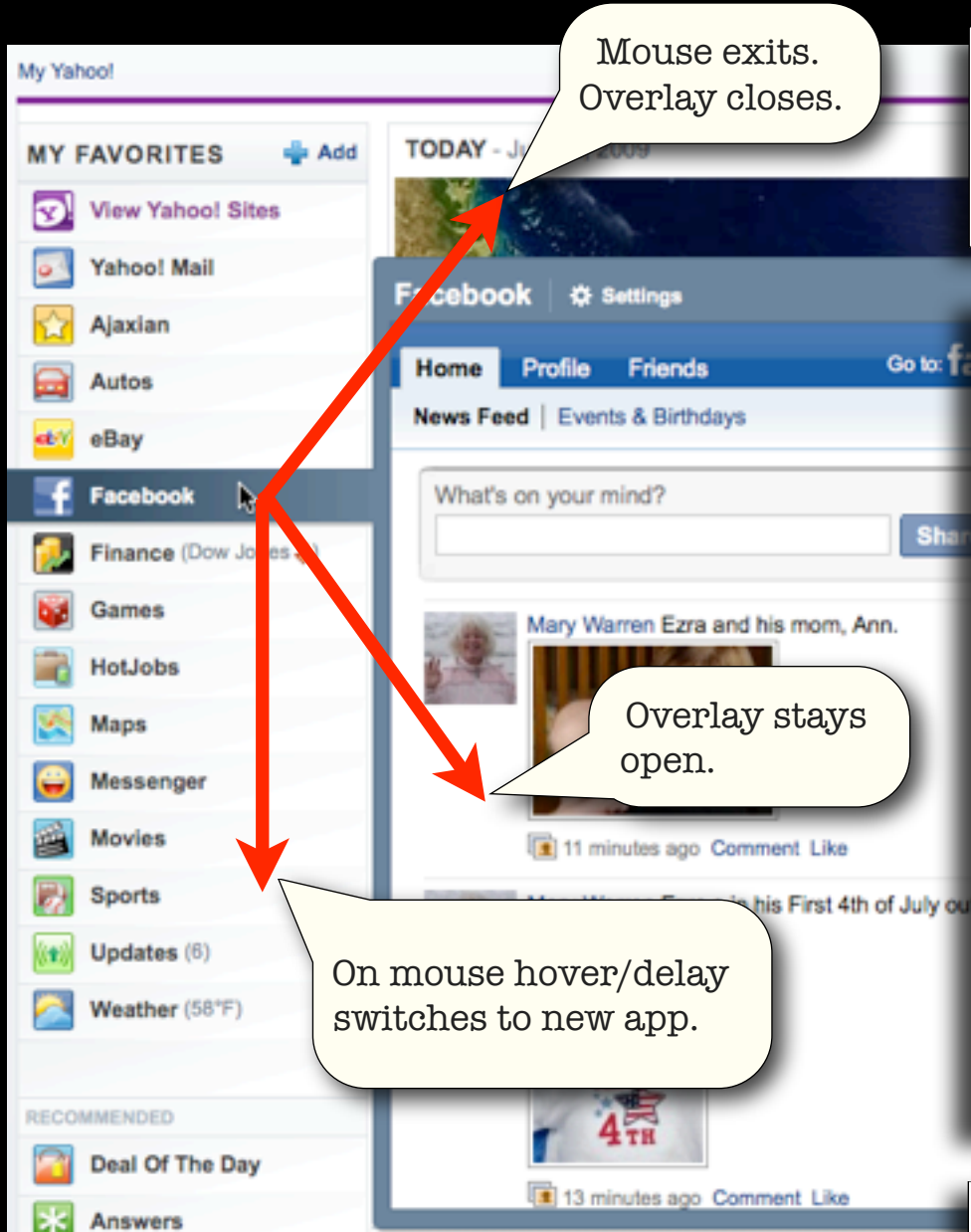
bokardo

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

<http://yahoo.com>

20 minutes ago from TweetDeck

What about new Yahoo page?



Mouse exits.
Overlay closes.

Overlay stays
open.

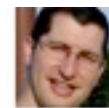
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<http://yahoo.com>

20 minutes ago from TweetDeck

embedded application overlay - hover activated. yahoo.com

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

What about new Yahoo page?

My Yahoo!

MY FAVORITES + Add

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

Facebook Settings

Home Profile Friends Go to: f

News Feed | Events & Birthdays

What's on your mind?

open.

Mouse exits.
Overlay closes.

Avoid doing too much on
the lowly hover.

On mouse hover/delay
switches to new app.

The good?

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

The not so good?

- Activation delay feels sluggish (however, delay is necessary).
- Doesn't allow users to activate a panel.
- Doesn't allow triggering of content (obscuring content).
- Doesn't allow overlays activated by hover

bokardo

I like the idea of the left-hand nav on Yahoo's new home page, but my guess is the gigantic hovers won't last long.
<http://yahoo.com>
20 minutes ago from TweetDeck

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

embedded application overlay - hover activated. yahoo.com



Maintain flow.

Exploratorium Exhibit



Spot the differences

Spot the differences



Now try again...

Now try again...



Now try again...

Keep the moments within the page.




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[VIEW CART](#)
(0 items)

ALL PRODUCTS

[SOFT WHITE CHEESE](#)
[SHEEPS MILK CHEESE](#)
[PRESSED CHEESE](#)
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[COWS FETA](#)
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BRIE

Rounds \$17.50

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



Rounds



MT DOMET DOUBLE CREAM BRIE

Rounds \$18.25

Named after one of North Otago's highest mountains, this unstabilised



Rounds



WAITAKI CAMEMBERT

Rounds \$36.00

The full and rich flavour of Waitaki Camembert captures the



Rounds





BROWSE PRODUCTS



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ALL PRODUCTS

SOFT

SHEEP MILK CHEESE

PRESSED CHEESE

FRESH CHEESE

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BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE

Keep the moments within the page.

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



Rounds



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Rounds \$18.25

Named after one of North Otagos
highest mountains, this unstabilised



Rounds



WAITAKI CAMEMBERT

Rounds \$36.00

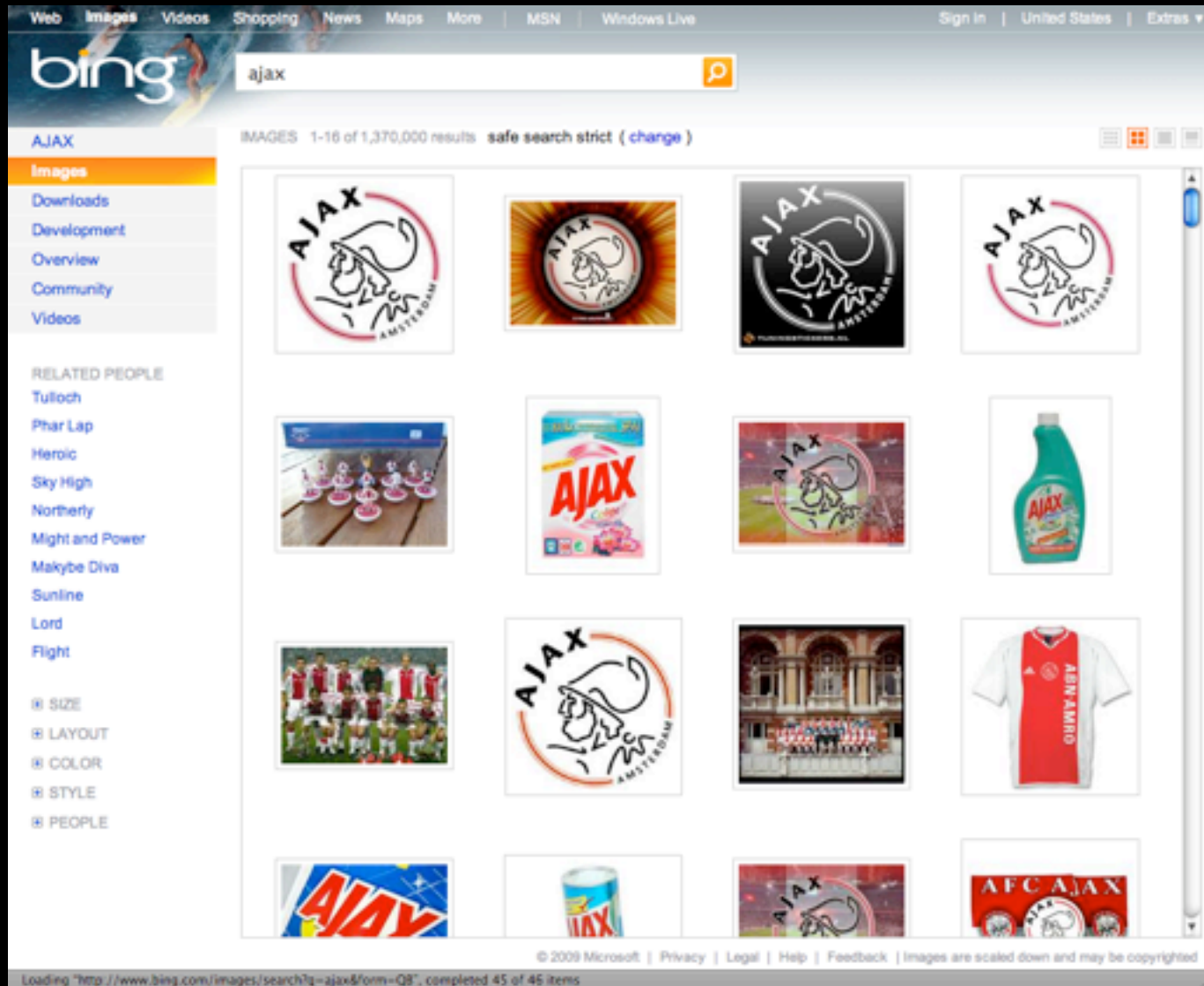
The full and rich flavour of
Waitaki Camembert captures the



Rounds

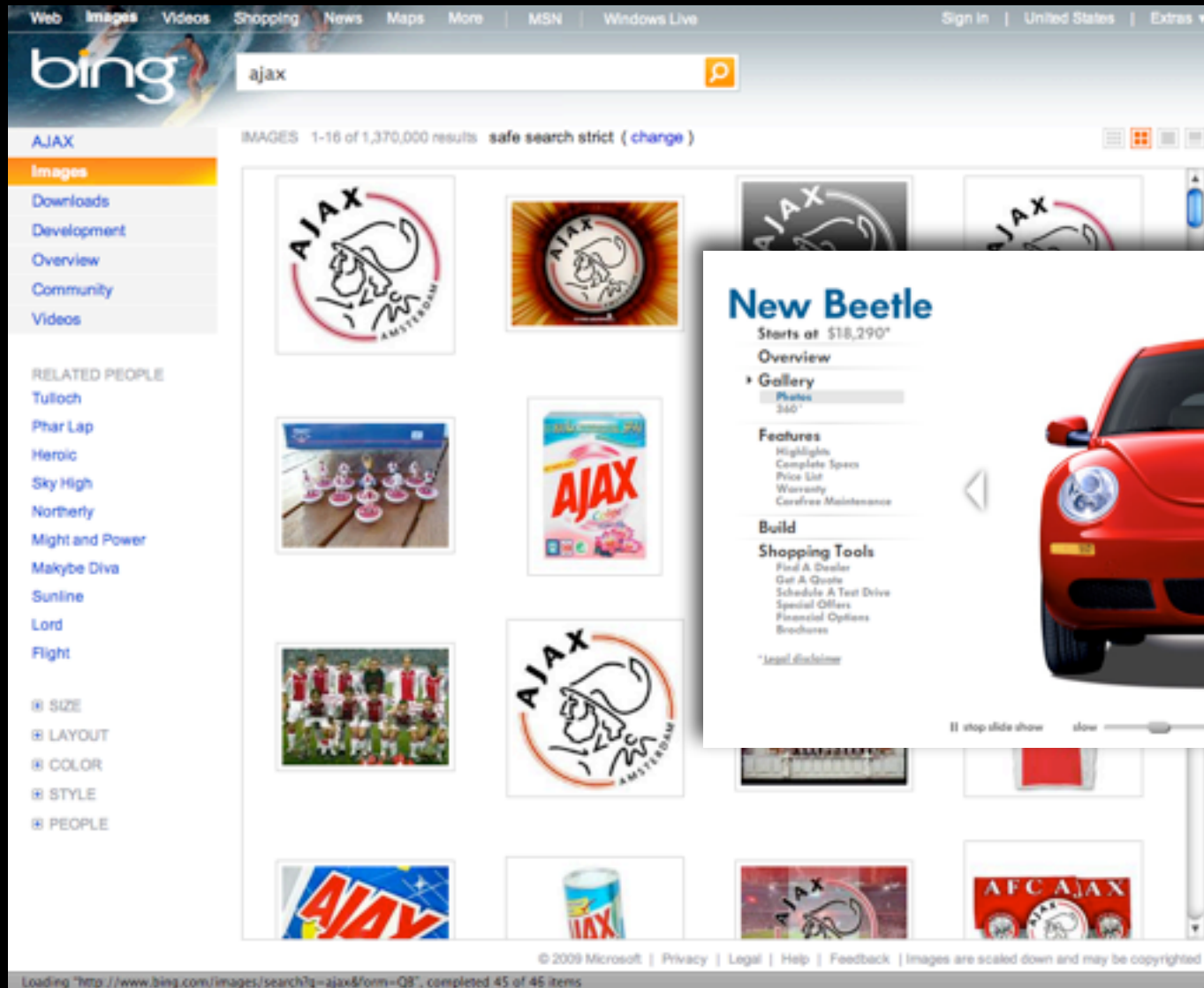


Virtual Space



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

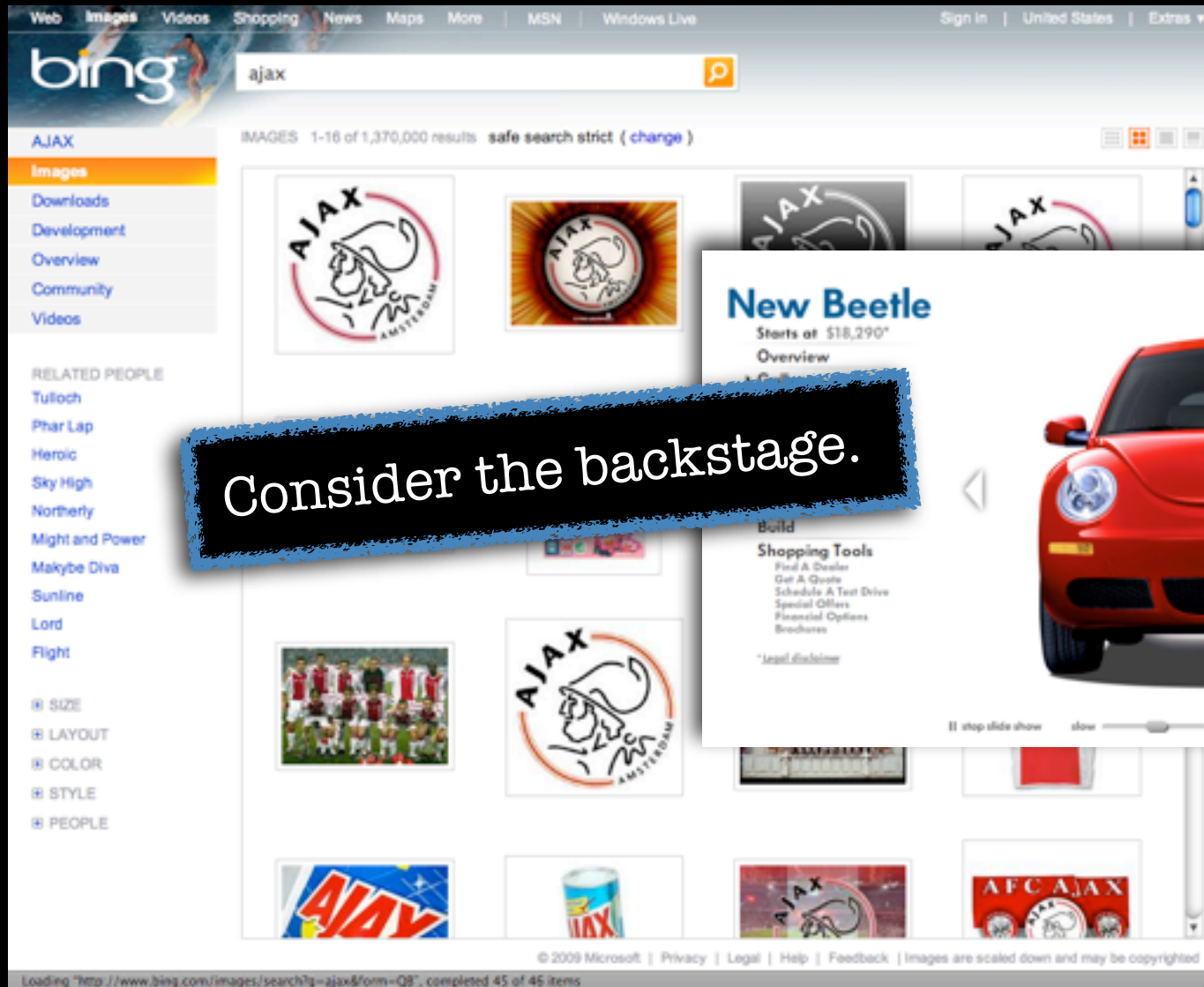
Virtual Space



carousel. paging. gallery. bing.com

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Virtual Space



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Inlays

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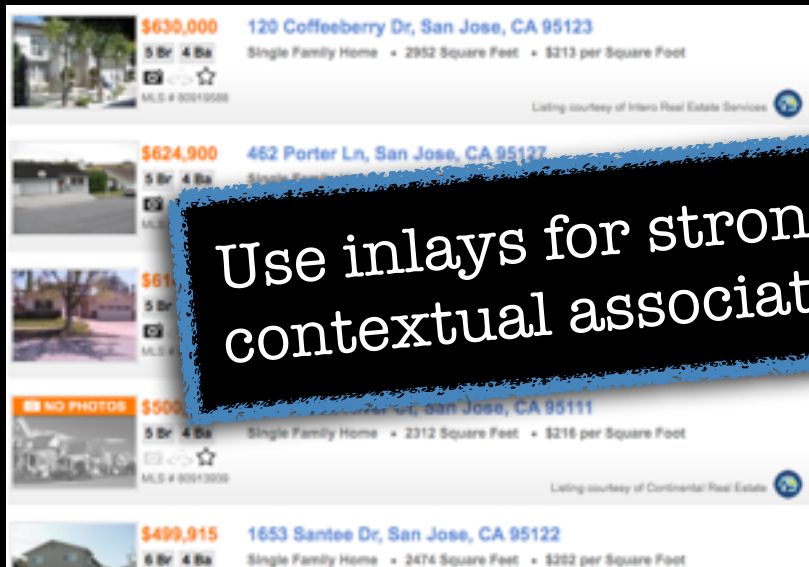
click activated inlay. roost.com

Inlays

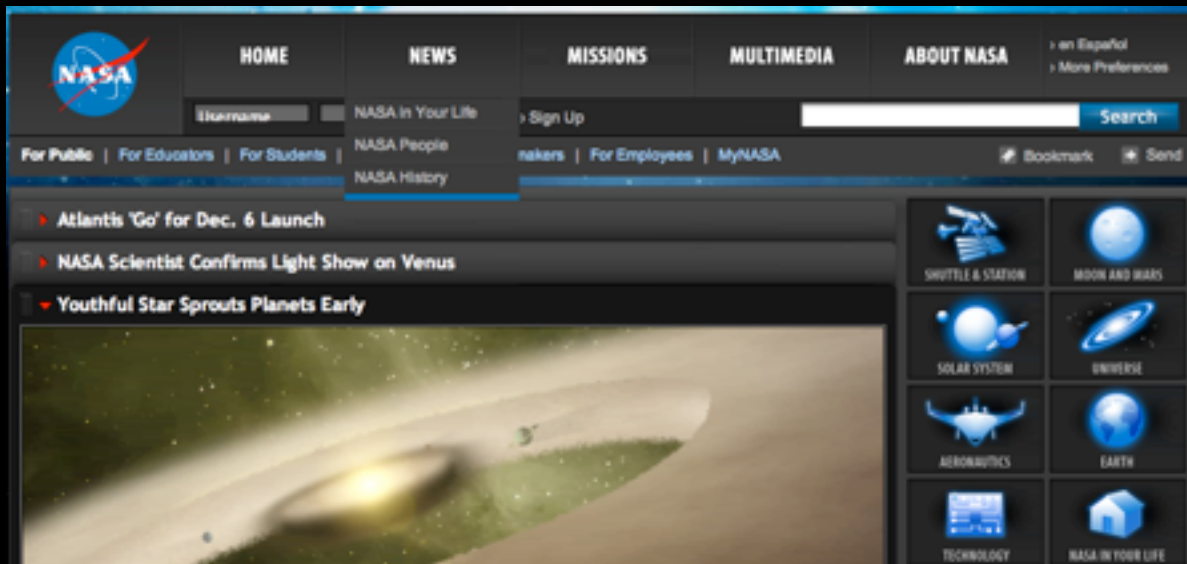
Use inlays for strong contextual association

click activated inlay. roost.com

Inlays

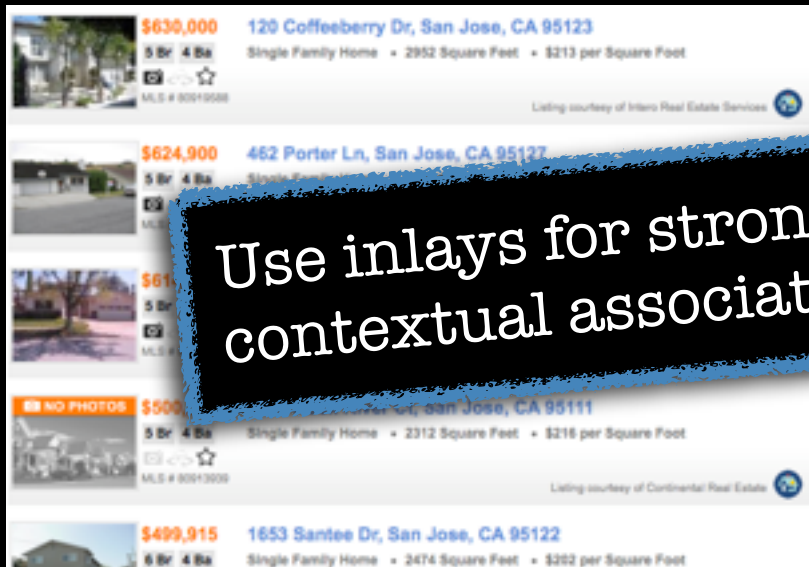


click activated inlay. roost.com

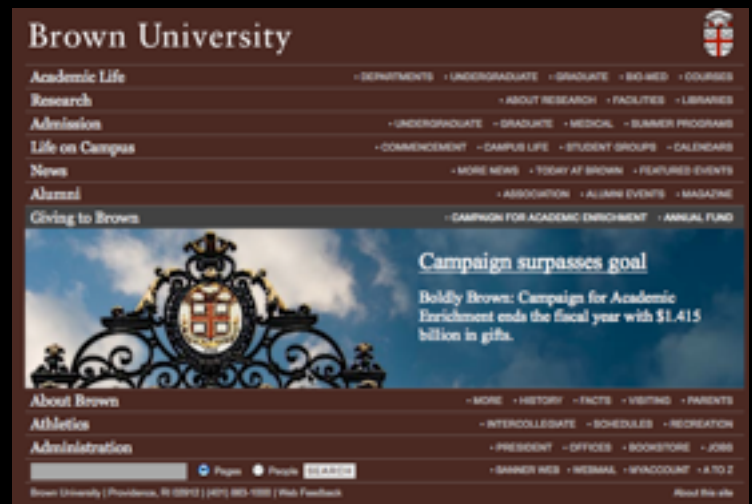


hover activated accordian. nasa.gov

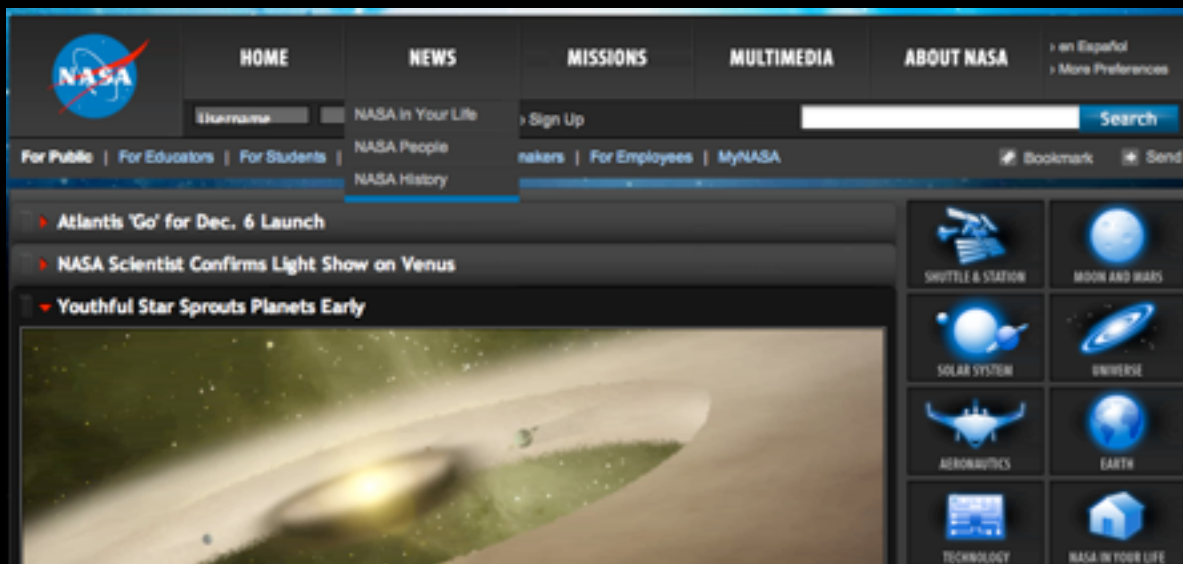
Inlays



click activated inlay. roost.com

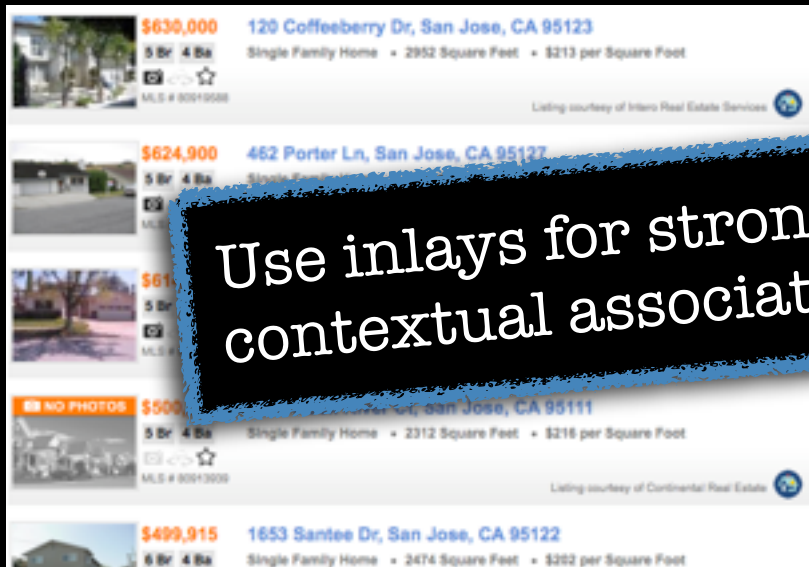


hover activated accordion. brown.edu

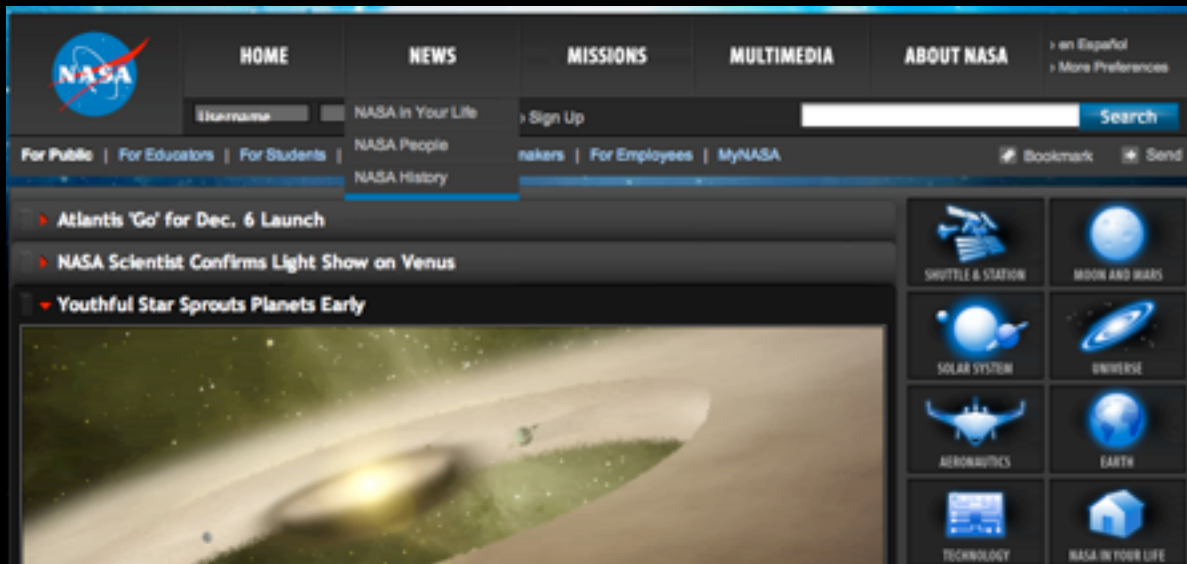


hover activated accordion. nasa.gov

Inlays



click activated inlay. roost.com



hover activated accordion. nasa.gov

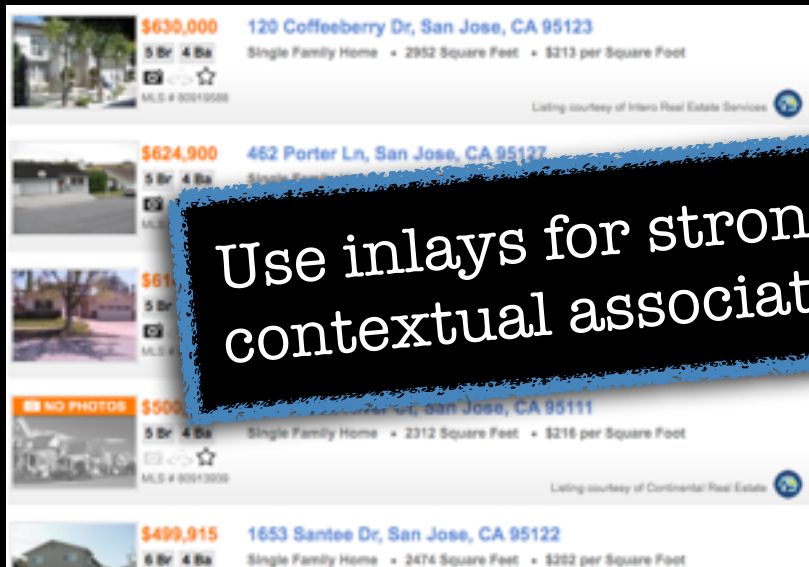


hover activated accordion. brown.edu



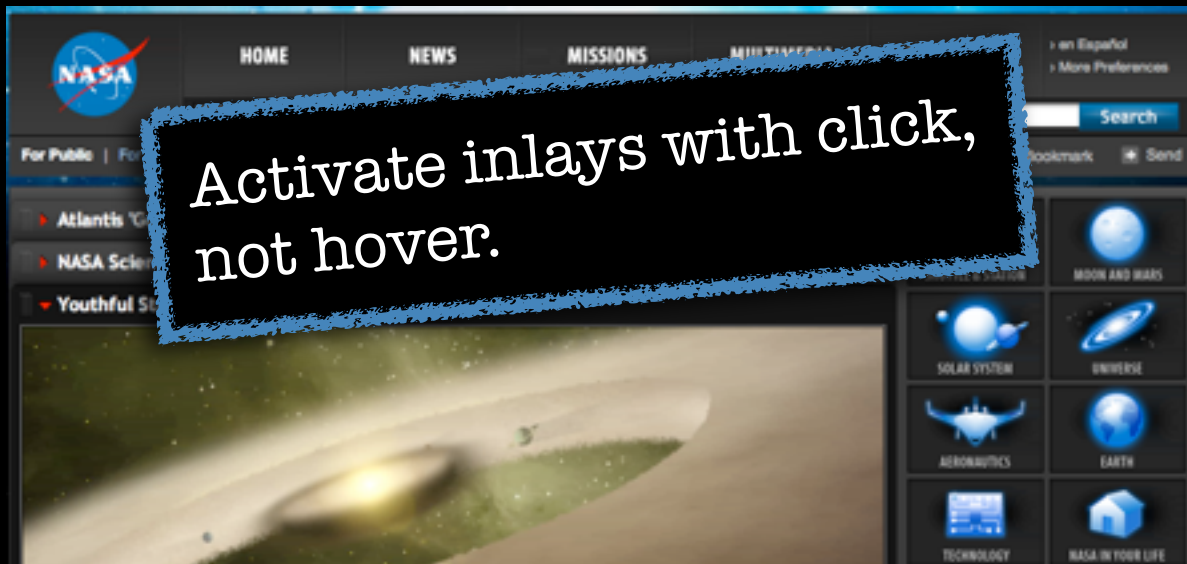
hover activated accordion. apple.com

Inlays



Use inlays for strong contextual association.

click activated inlay. roost.com



hover activated accordian. nasa.gov

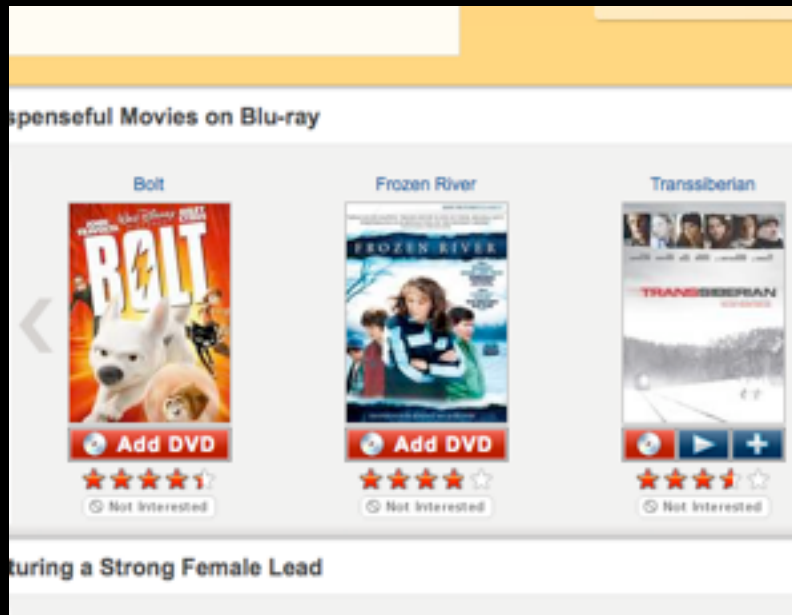


hover activated accordian. brown.edu

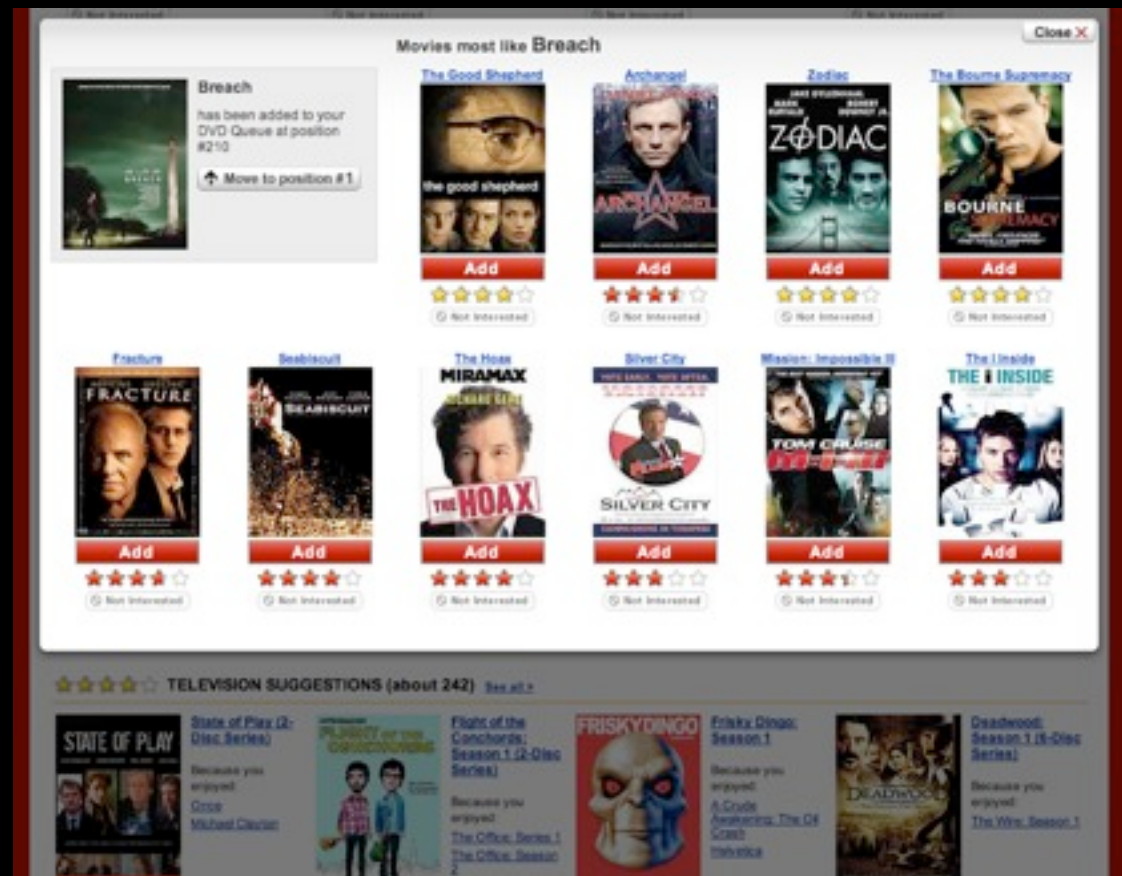


hover activated accordian. apple.com

Overlays

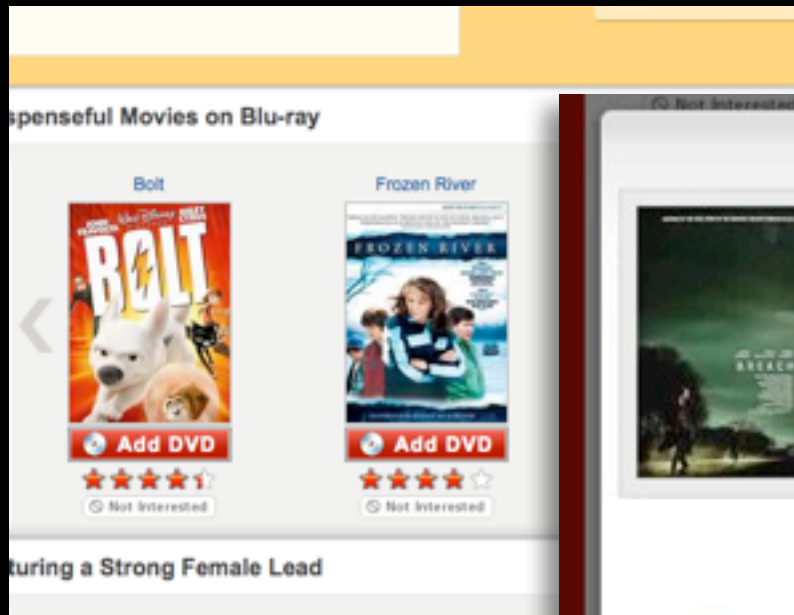


hover details. netflix.com

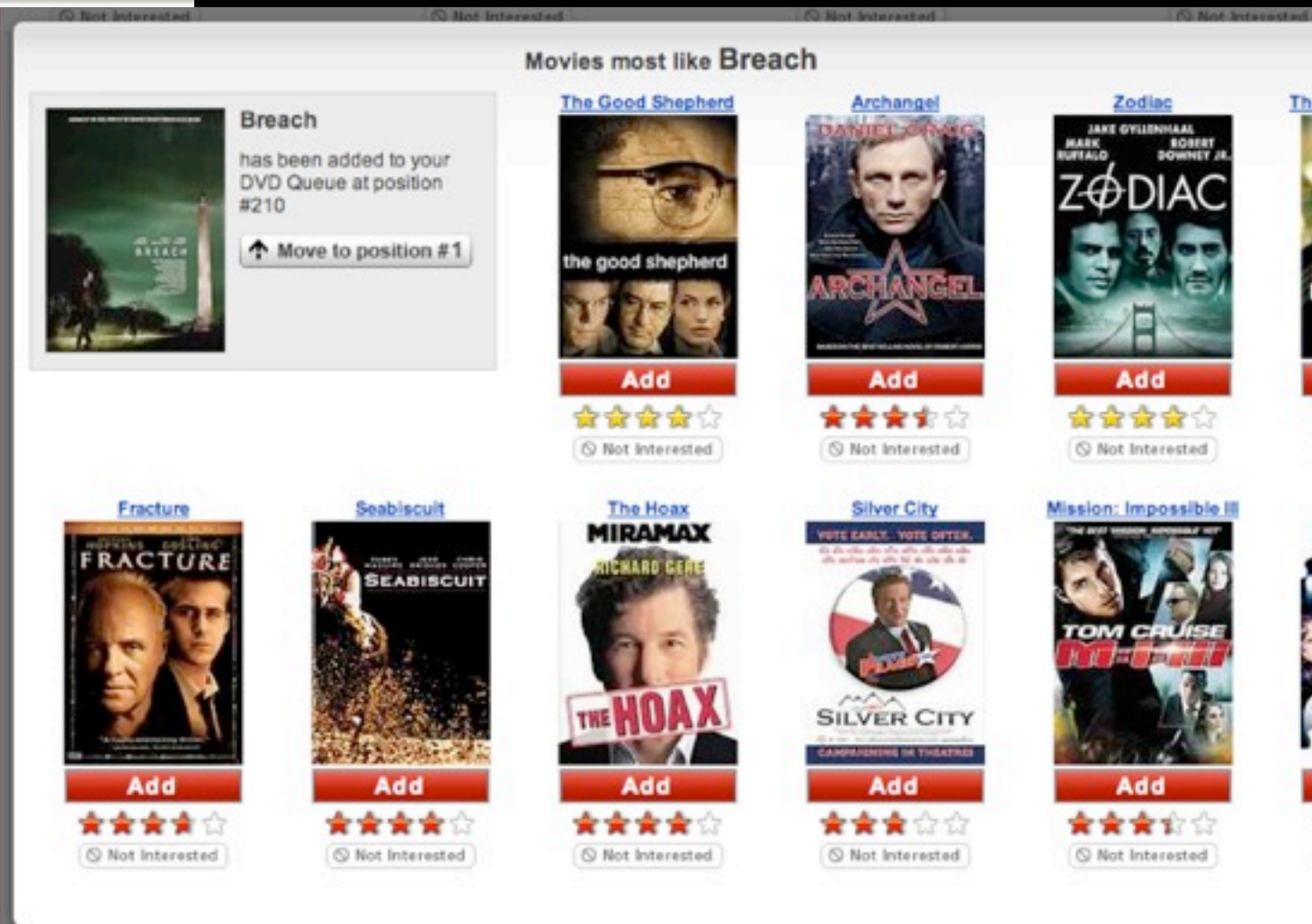


hover dialog. netflix.com

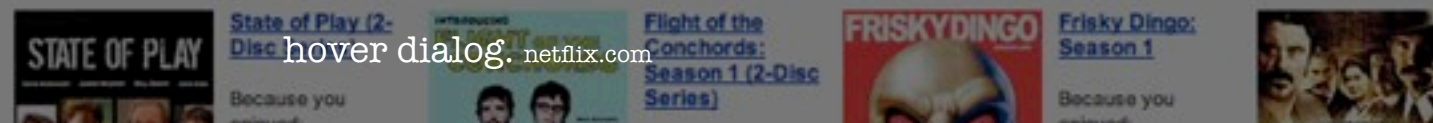
Overlays



hover details. netflix.com



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



Overlays

General rule: Wait 1/2 second before activating hover details.

Expensive Movies on Blu-ray



Featuring a Strong Female Lead

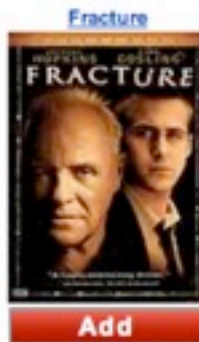
hover details. netflix.com



Breach

has been added to your
DVD Queue at position
#210

Move to position #1



Fracture

Not Interested



Seabiscuit

Not Interested



The Good Shepherd

the good shepherd

Not Interested



Archangel

ARCHANGEL

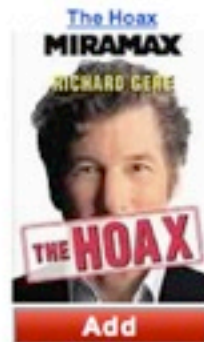
Not Interested



Zodiac

ZODIAC

Not Interested



The Hoax

MIRAMAX
RICHARD CERE
THE HOAX

Not Interested



Silver City

VOTE EARLY. VOTE OFTEN.
SILVER CITY
CAMPAIGNING ON THEATRES

Not Interested

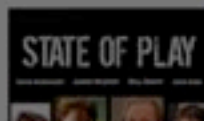


Mission: Impossible III

TOM CRUISE
MISSION: IMPOSSIBLE III

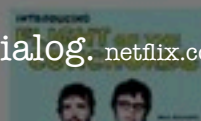
Not Interested

TELEVISION SUGGESTIONS (about 242) See all >



State of Play (2-Disc)

Because you
watched...



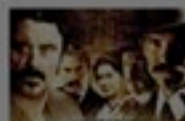
Flight of the Conchords: Season 1 (2-Disc Series)

Because you
watched...



Frisky Dingo: Season 1

Because you
watched...



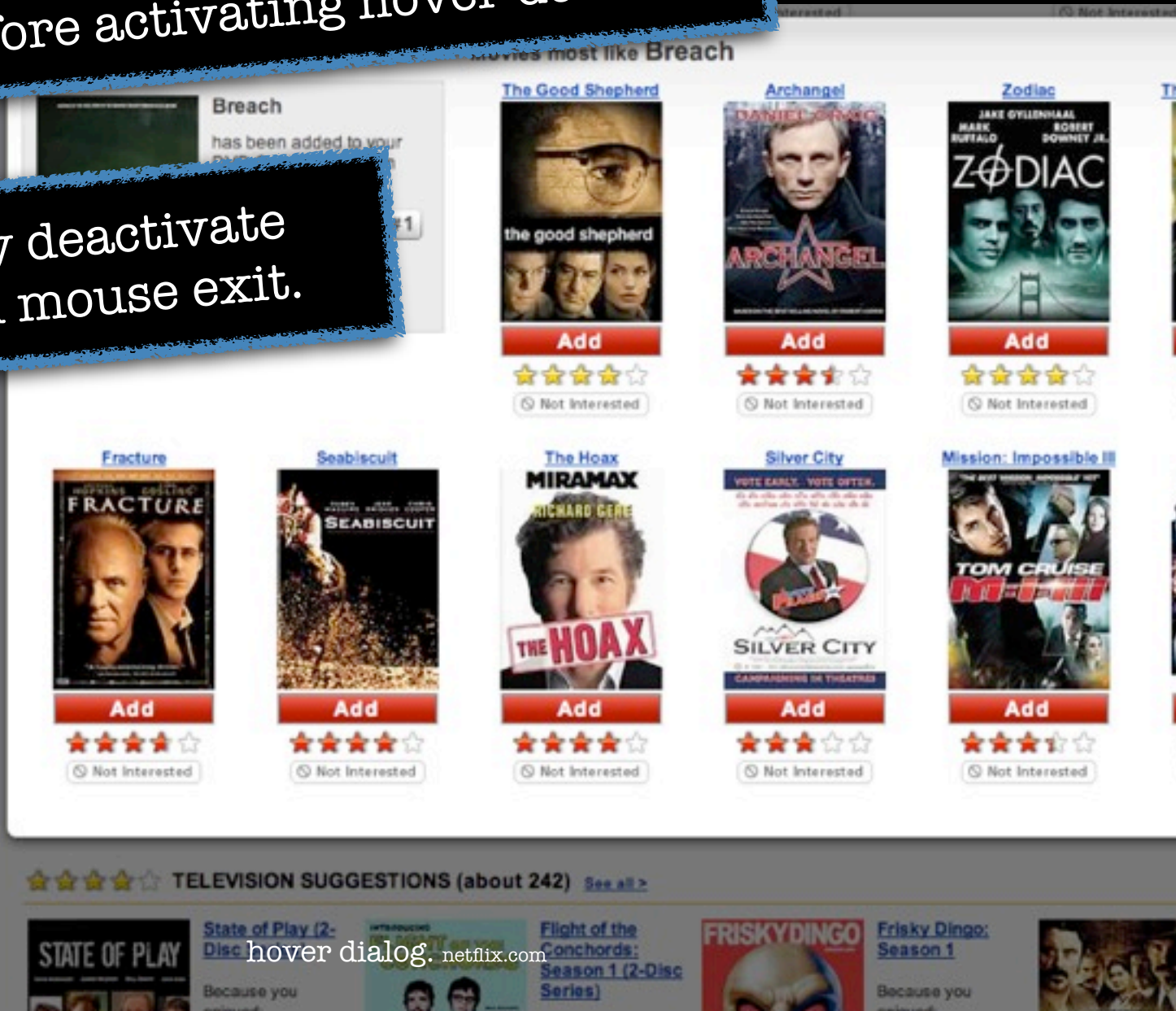
hover dialog. netflix.com

Overlays

General rule: Wait 1/2 second before activating hover details.

But immediately deactivate hover details on mouse exit.

hover details. netflix.com



Overlays

General rule: Wait 1/2 second before activating hover details.

But immediately deactivate hover details on mouse exit.

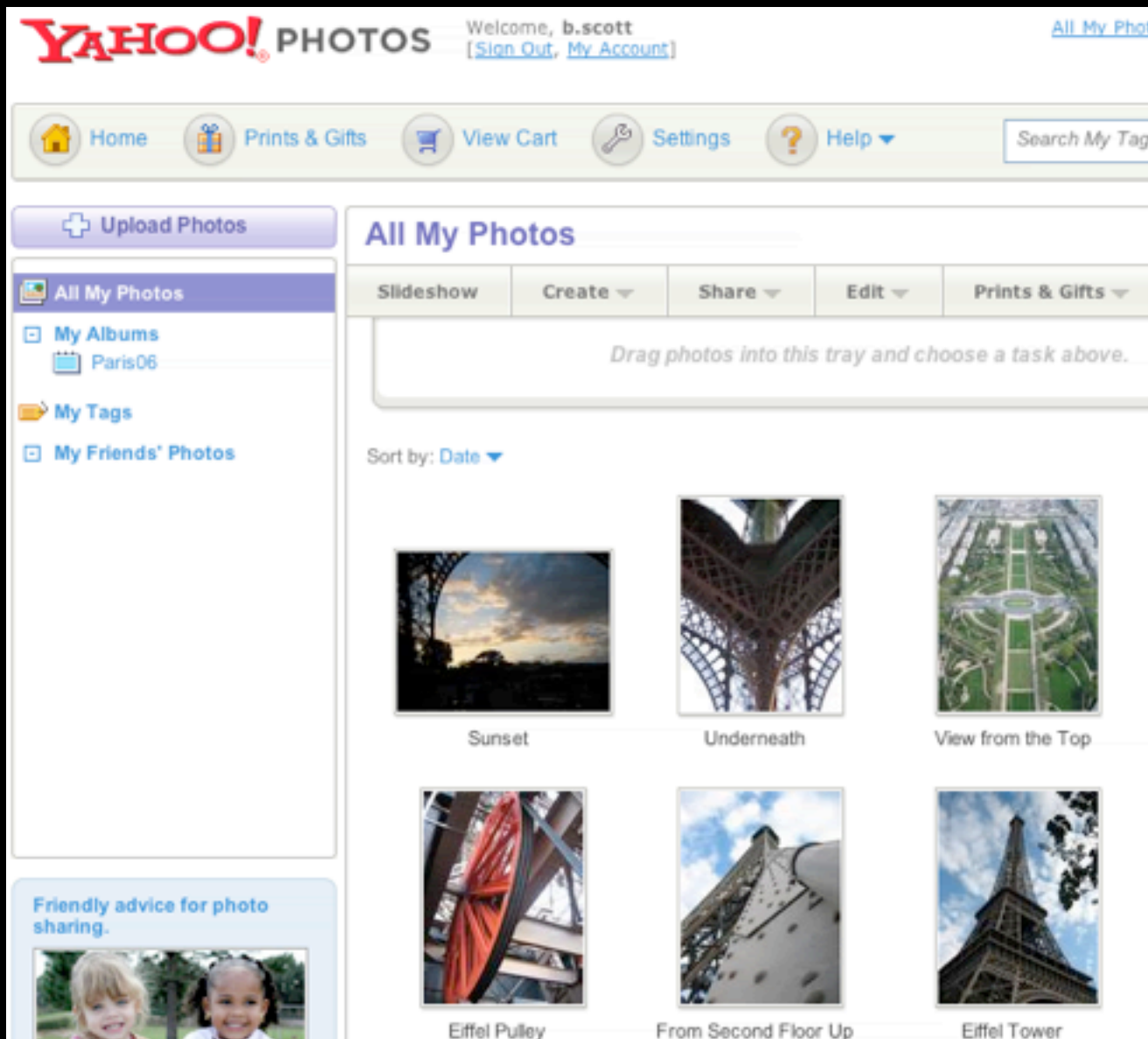
hover details. netflix.com

Change context or capture flow in an overlay dialog.

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

hover dialog. netflix.com

Anti-Pattern: Idiot Boxes



anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes



anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes

Yelp Food brought to you by MGD 64



Mi Tierra Foods

★★★★☆ based on 35 reviews [Rating Details »](#)

Categories: [Grocery](#), [Specialty Food](#), [Mexican](#) [\[Edit\]](#)

2082 San Pablo Avenue
(between Addison St & University Ave)
Berkeley, CA 94702
(510) 540-8946



[Add Photos](#)

Price Range: \$

Good for Kids: Yes

Take-out: Yes

Outdoor Seating: No

Accepts Credit Cards: Yes

Attire: Casual

Takes Reservations: No

Waiter Service: No

Good for: Lunch

Parking: Street, Private Lot

Good for Groups: No

Delivery: No

Wheelchair Accessible: Yes

Alcohol: None

[Edit Business Info](#) [Is this your business?](#)

[First to Review](#)  Amy J.

[Send to Friend](#)

[Bookmark](#)

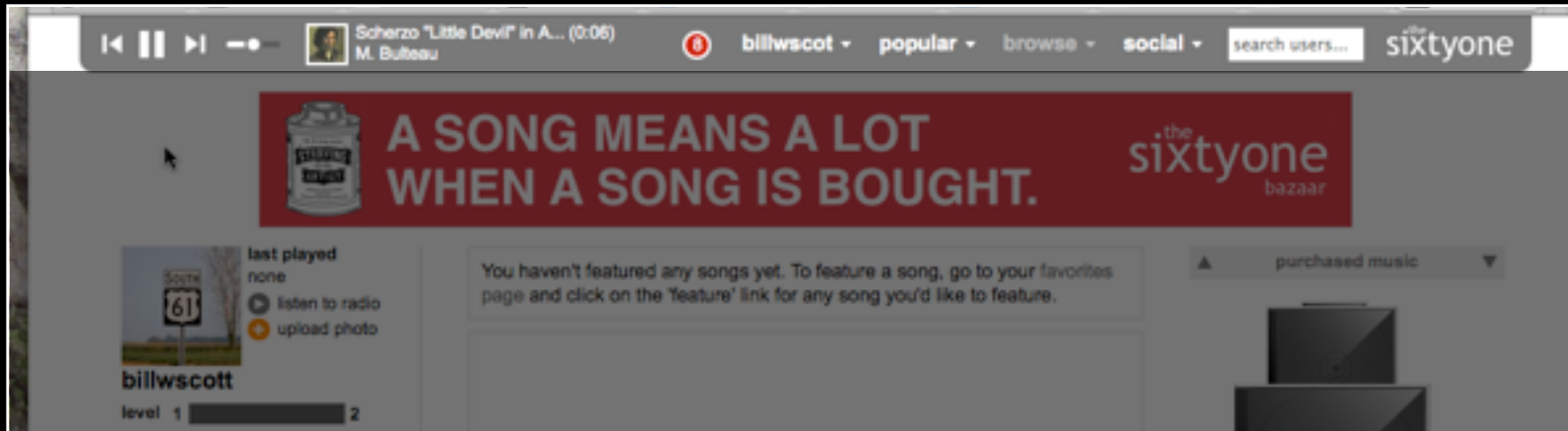
[Send to Phone](#)

[Write a Review](#)

[Print version](#)

anti-pattern. idiot box. yelp.com

Nav Bars: Seamless Context

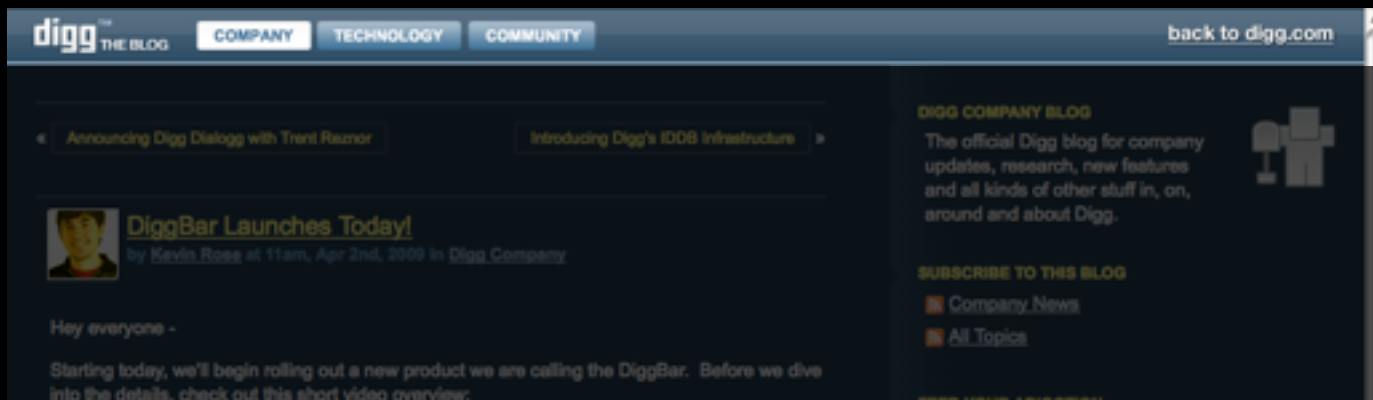


nav status bar. thesixtyone.com

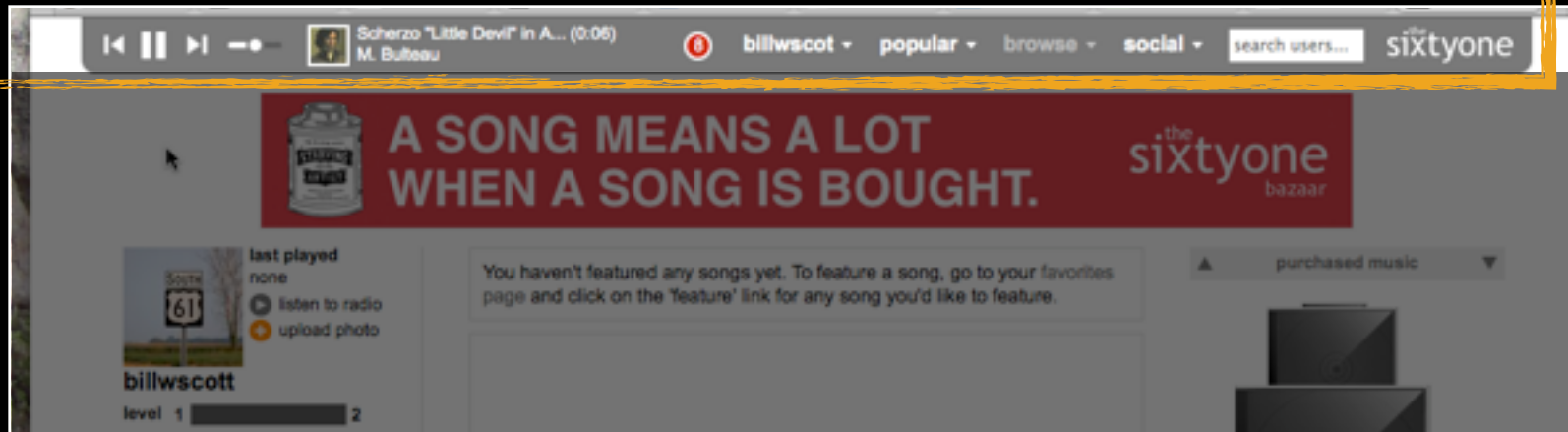


nav status bar. facebook.com

nav status bar. digg.com



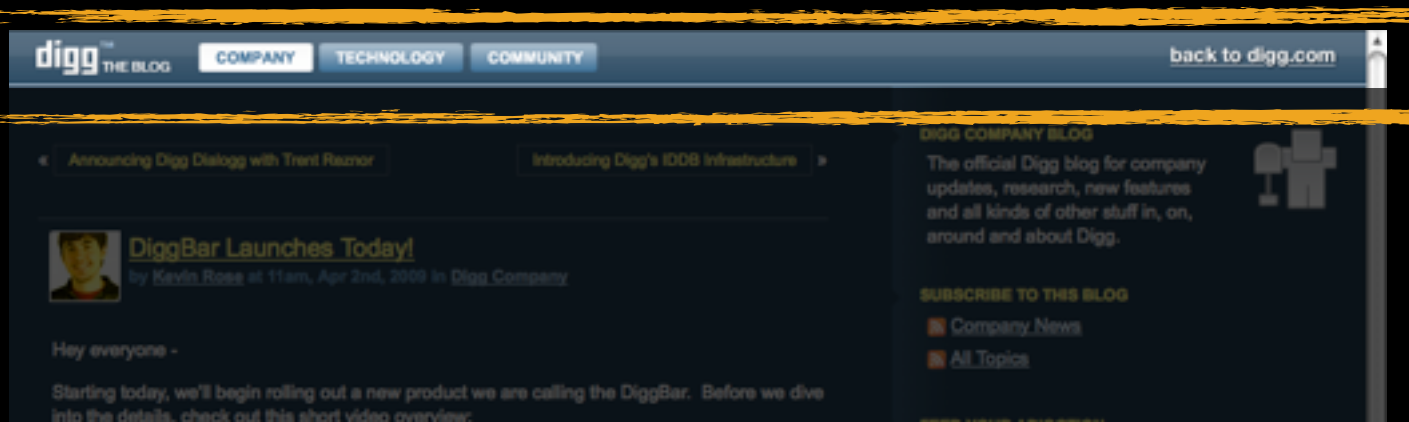
Nav Bars: Seamless Context



nav status bar. thesixtyone.com

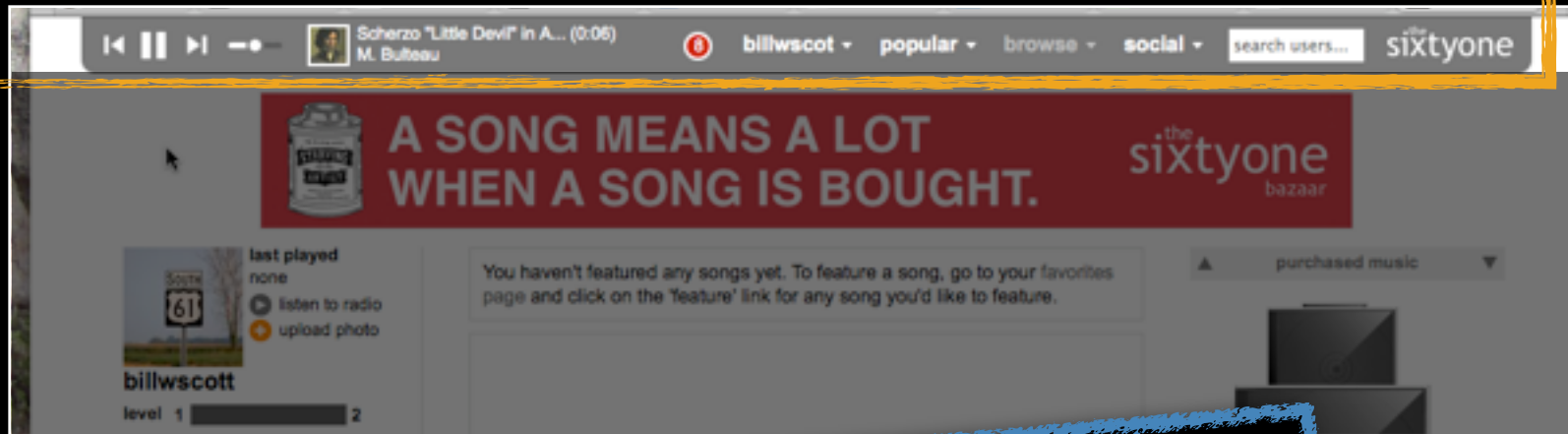


nav status bar. facebook.com



nav status bar. digg.com

Nav Bars: Seamless Context



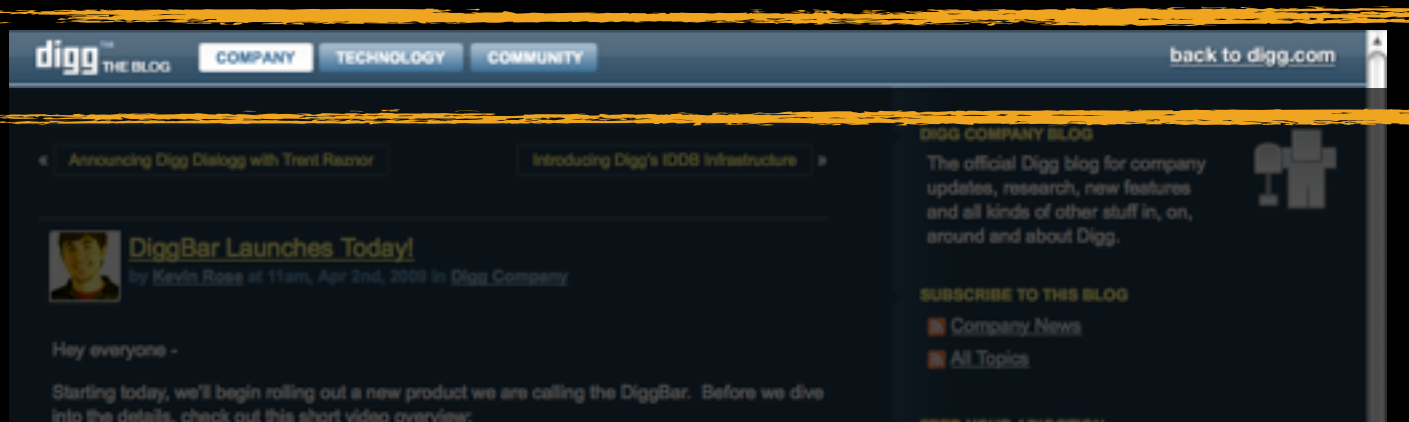
bar. thesixtyone.com

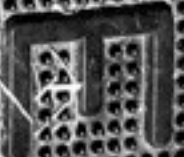
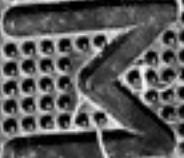
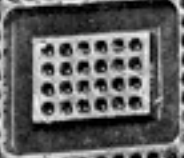
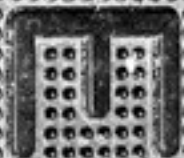
Maintain context across pages.



nav status bar. facebook.com

nav status bar. digg.com





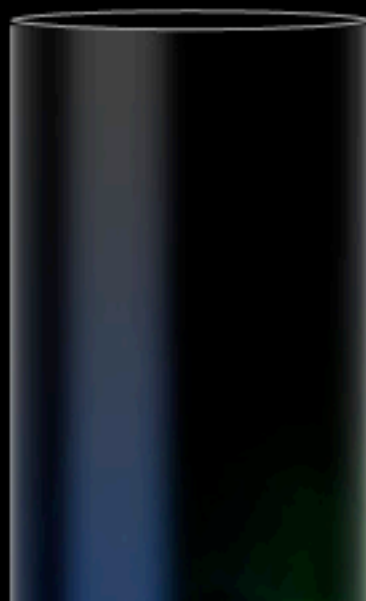
Invite interaction.

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

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

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

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

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

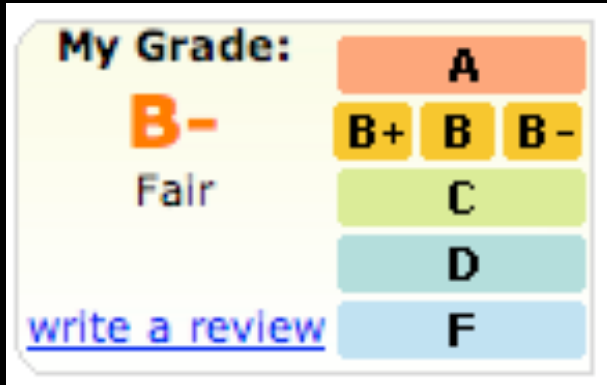
"You should follow me on twitter here."

12.81%

Use a clear call to action.

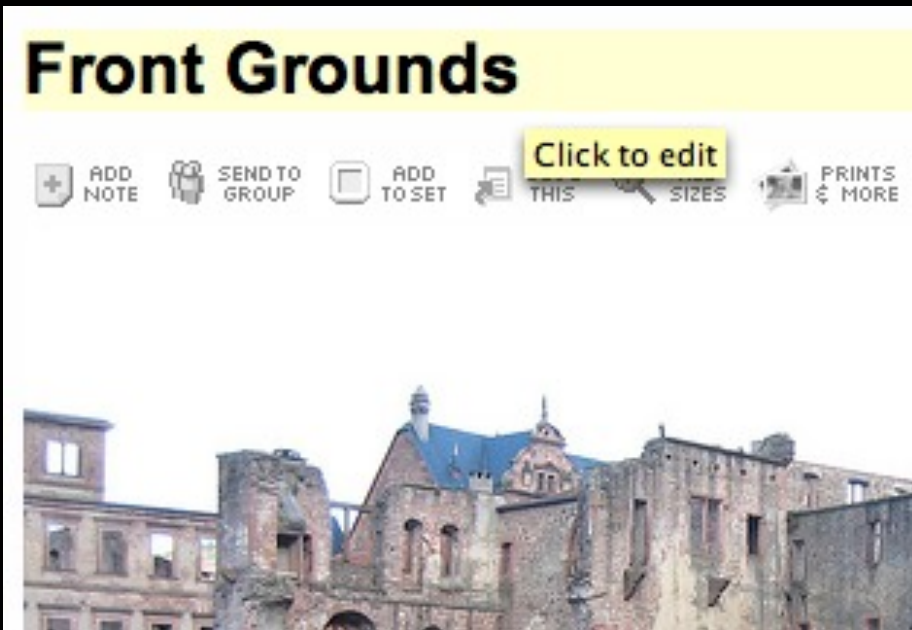
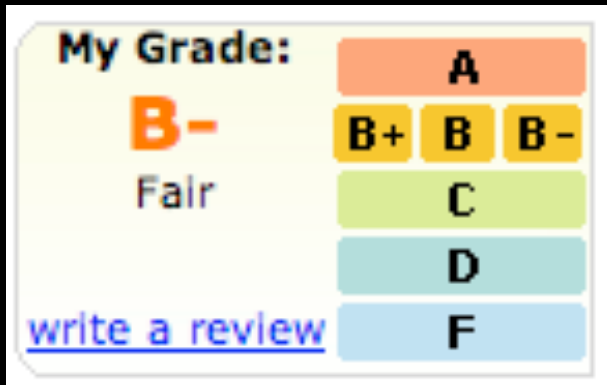
Hover Invitations

hover invitation. y!movies



Hover Invitations

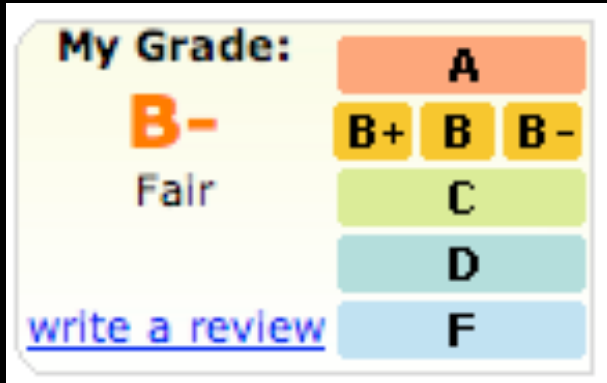
hover invitation. y!movies



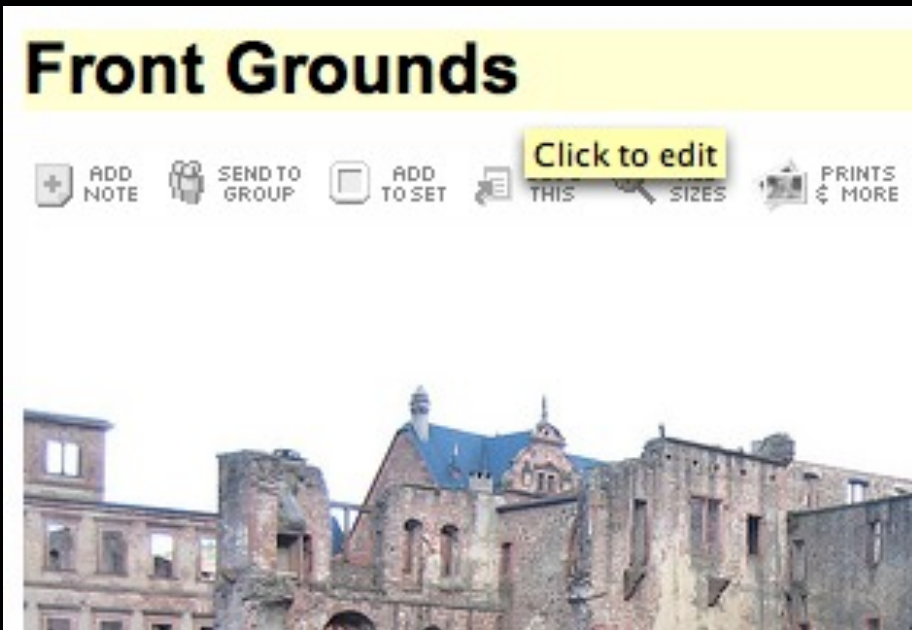
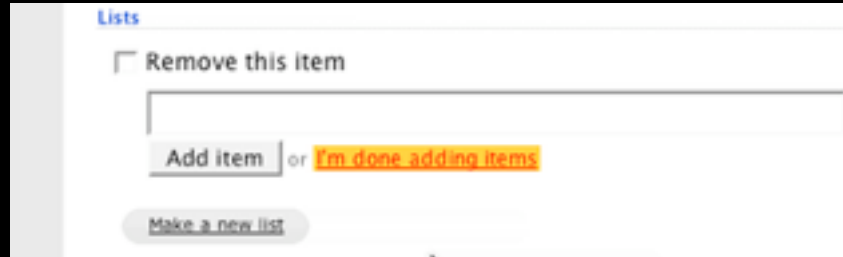
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



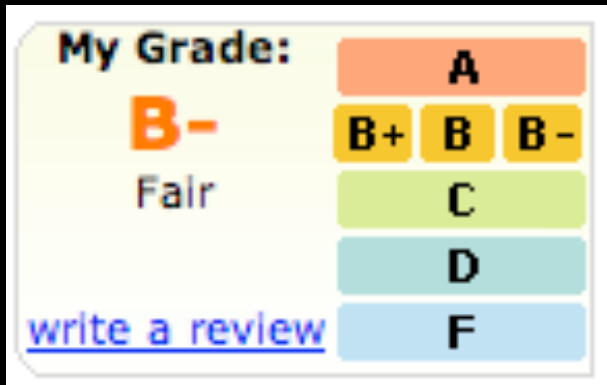
hover & tool invitation. backpackit



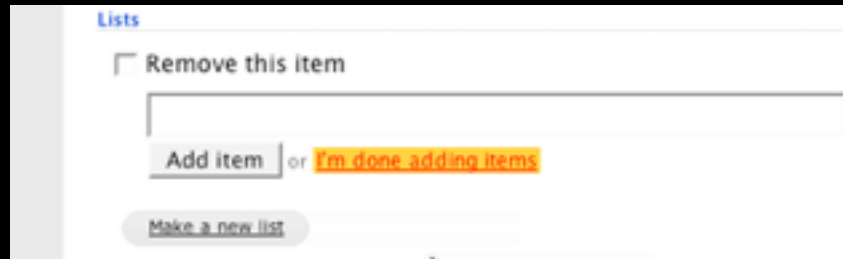
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



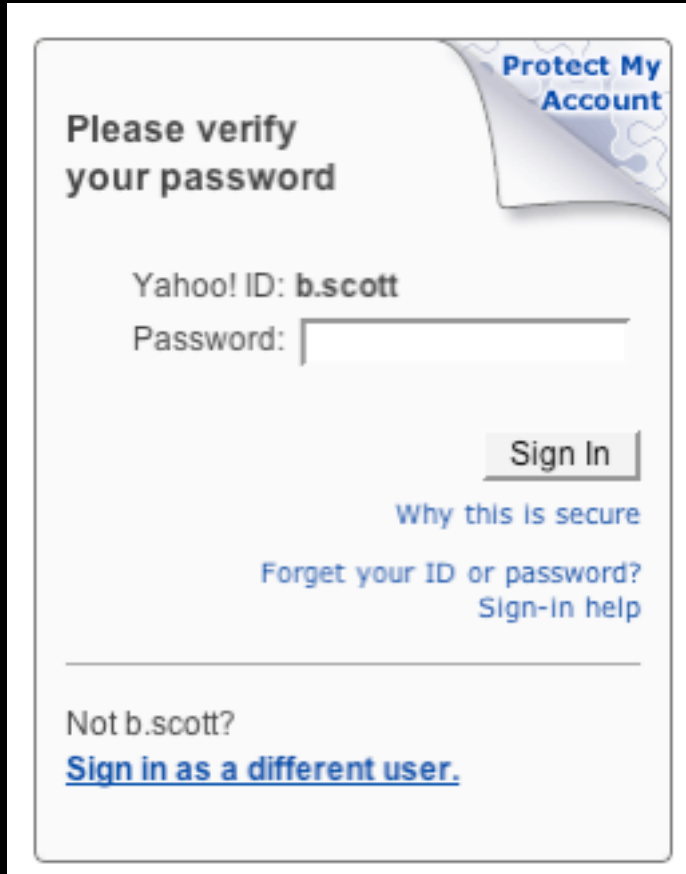
hover & tool invitation. backpackit



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 that says "Protect My Account" with a graphic of a folded corner. The main heading is "Please verify your password". Below this, it says "Yahoo! ID: b.scott". There is a label "Password:" 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 blue underlined 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?](#)

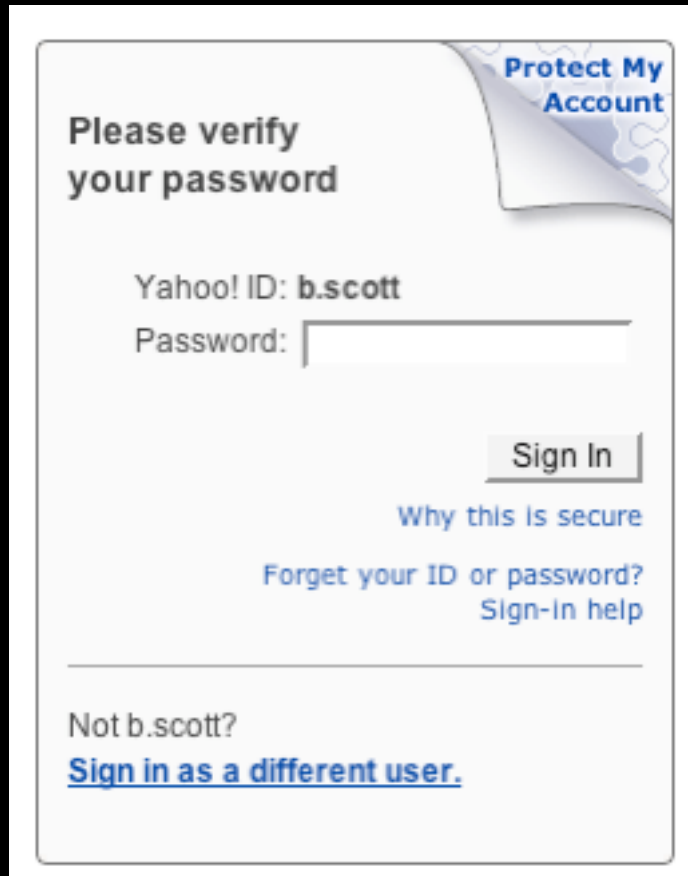
[Sign-In help](#)

Not b.scott?

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

dog-ear invitation. login.yahoo.com

Blank Slate Invitation



Please verify your password

Protect My Account

Yahoo! ID: b.scott

Password:

Sign In

[Why this is secure](#)

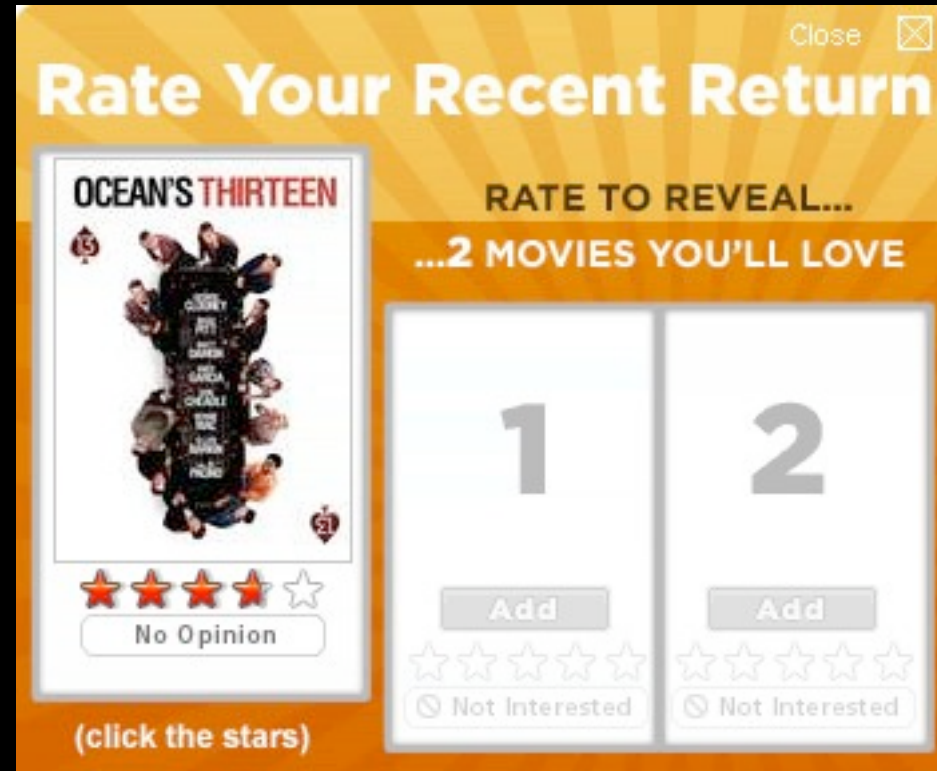
[Forget your ID or password?](#)


[Sign-in help](#)

Not b.scott?

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

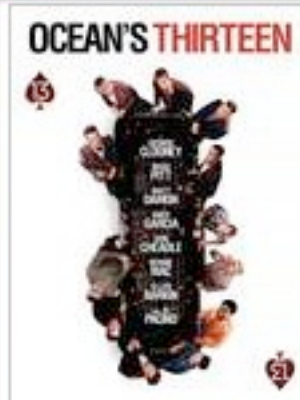
dog-ear invitation. login.yahoo.com



Close 

Rate Your Recent Return

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



OCEAN'S THIRTEEN

★★★★☆

No Opinion

(click the stars)

1

Add

☆☆☆☆☆

Not Interested

2

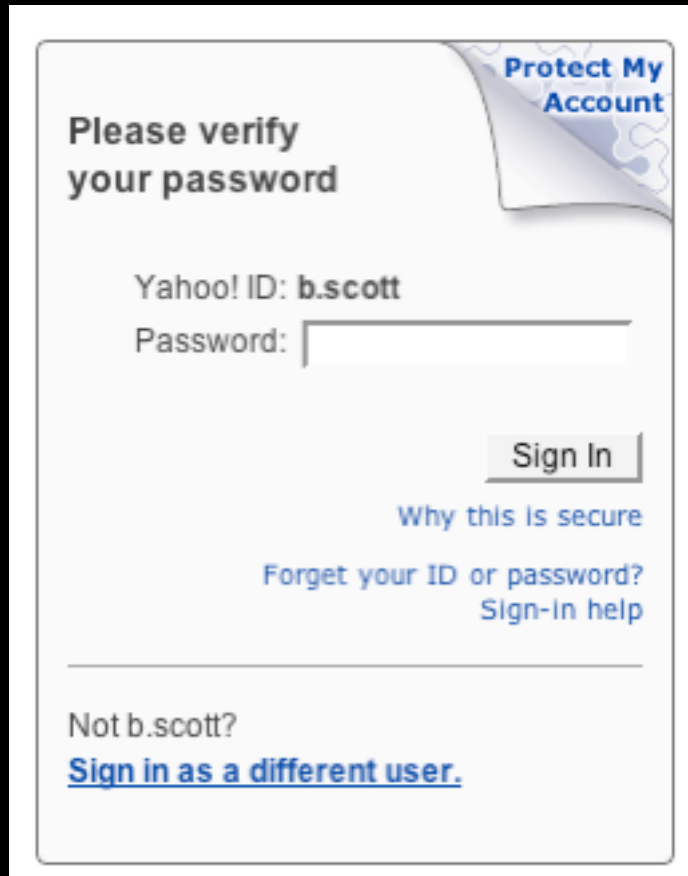
Add

☆☆☆☆☆

Not Interested

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](#)

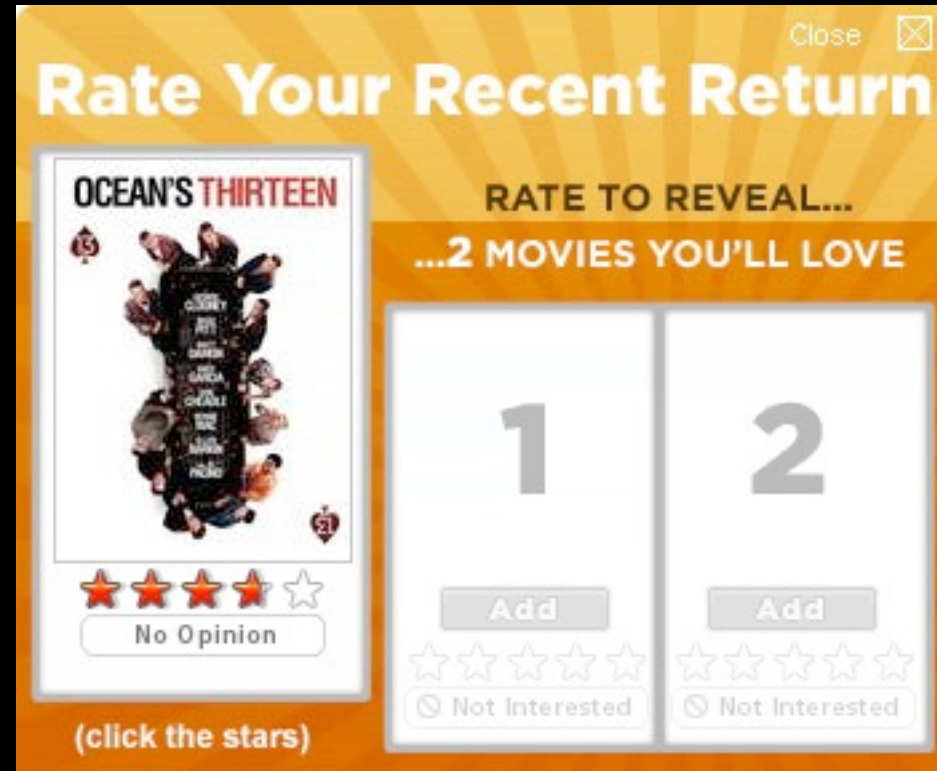
[Forget your ID or password?](#)


[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](#)



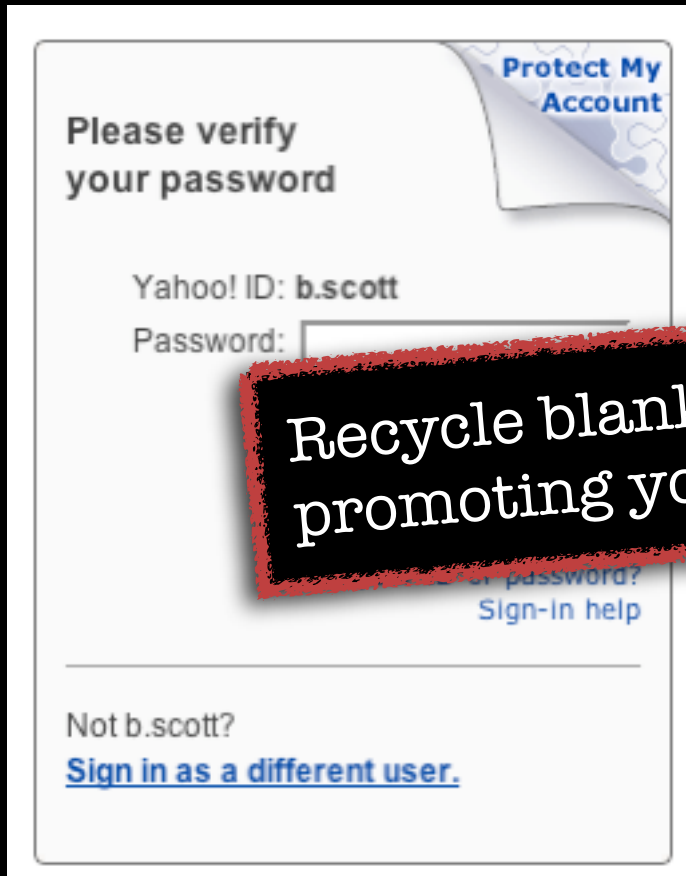
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

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

2

Add

☐ ☐ ☐ ☐ ☐

Not Interested

Add

☐ ☐ ☐ ☐ ☐

Not Interested

(click the stars)

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



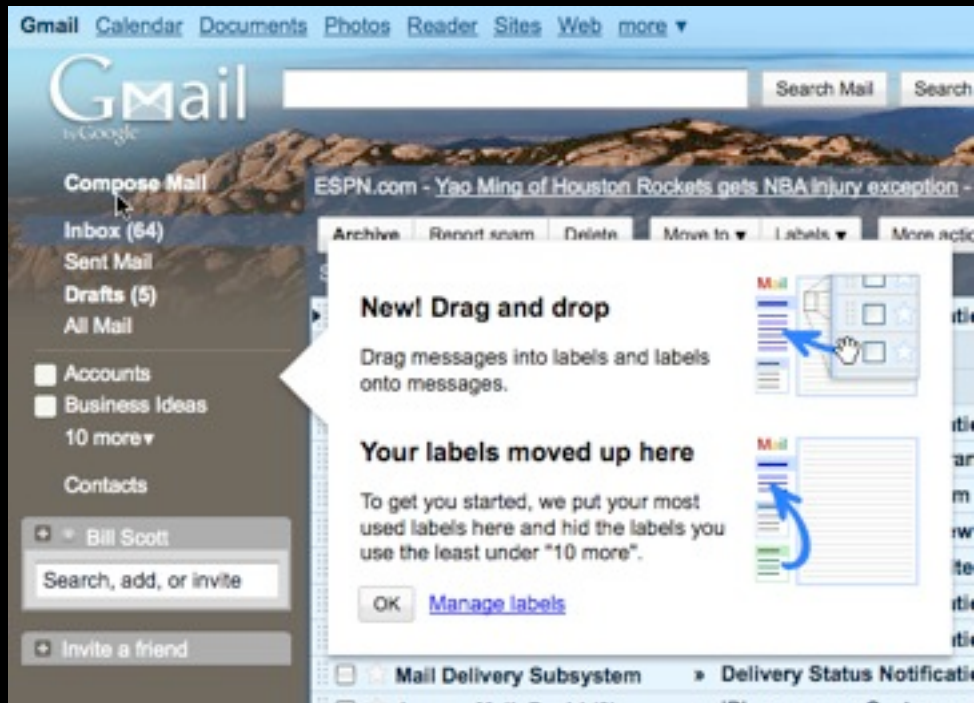
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

My Own Page

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

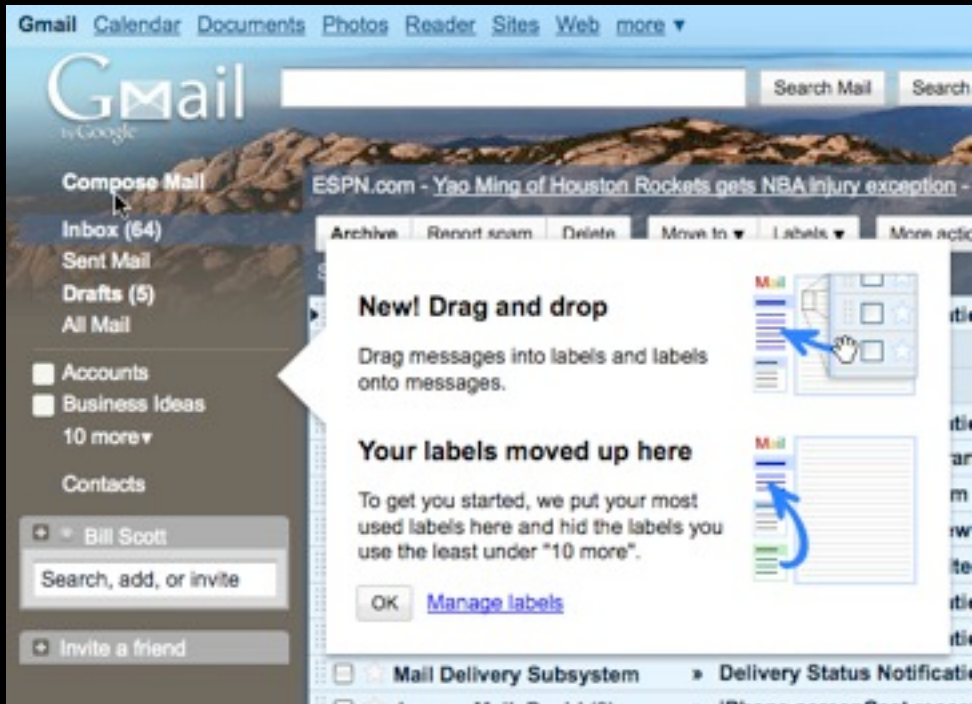
blank-slate invitation. [backpackit](#)

Tour Invitation



tour invitation. gmail

Tour Invitation

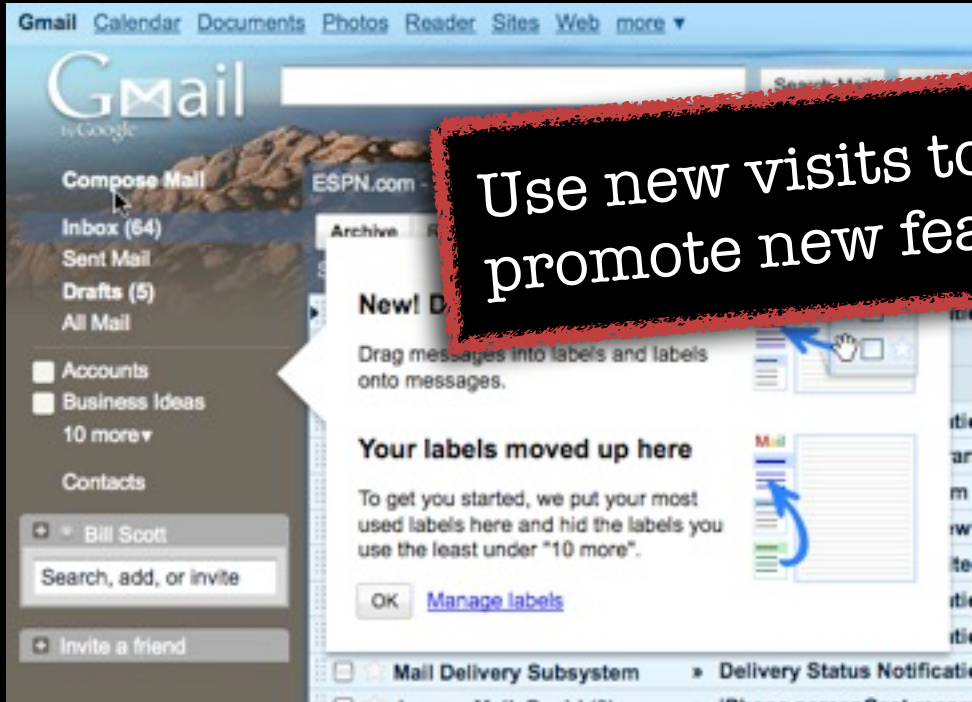


tour invitation. gmail



tour invitation. yahoo.com

Tour Invitation



Use new visits to promote new features.



tour invitation. yahoo.com

tour invitation. gmail

Tour Invitation



tour invitation. gmail

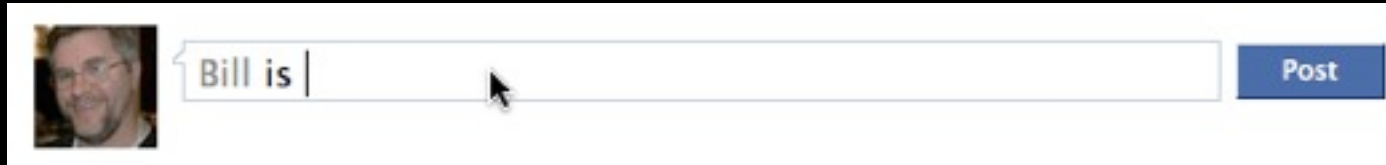
Prompt Invitation



What are you doing right now?

facebook.com

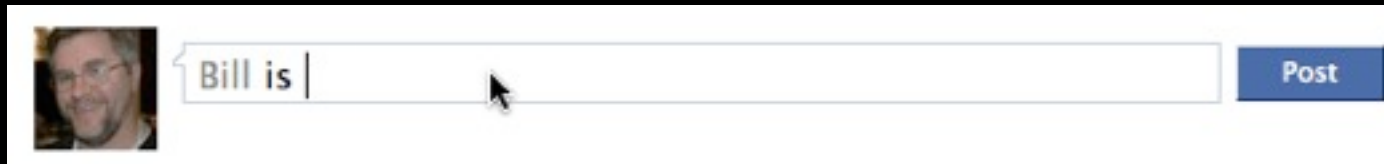
Prompt Invitation



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. Below the search bar are three small icons: a minus sign, an equals sign, and a menu icon. The main content area shows a bookmark entry dated "02 JAN 09" with the title "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT" and links for "EDIT" and "DELETE".

delicious.com

Prompt Invitation



delicious.com

Prompt Invitation



Standard Fit



Standard fit
(lightweight denim)
jeans
\$54.50



Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

button. the gap

Standard Fit



Standard fit
(lightweight denim)
jeans
\$54.50

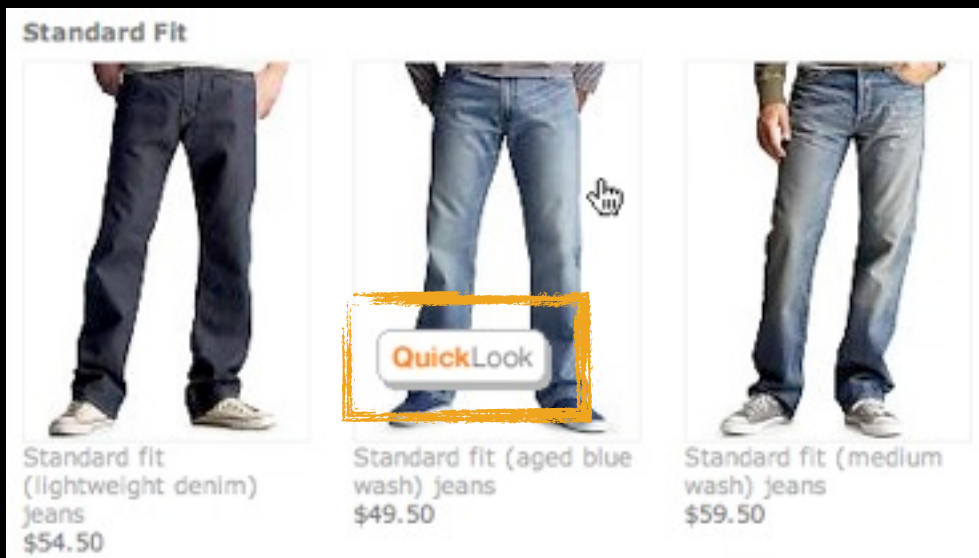


Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

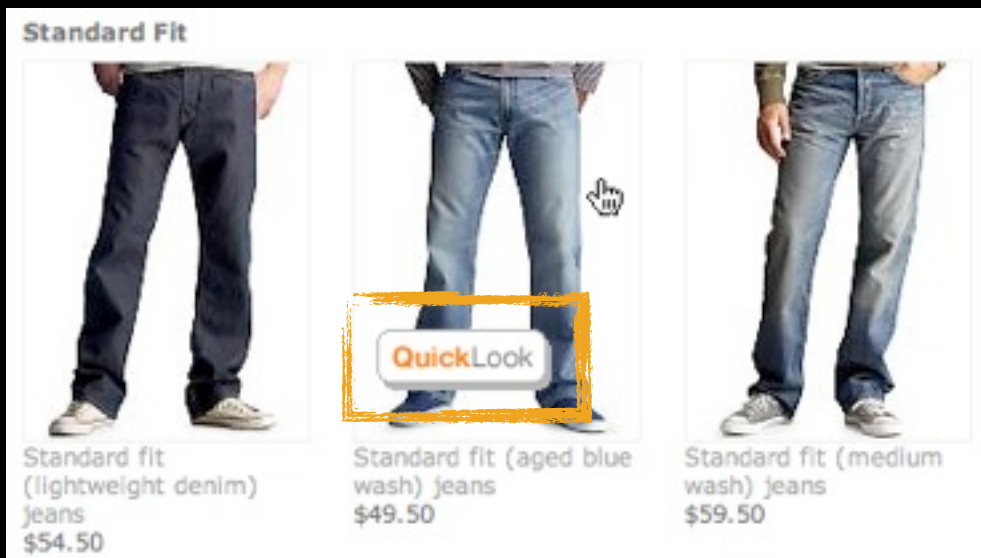
button. the gap



button. the gap



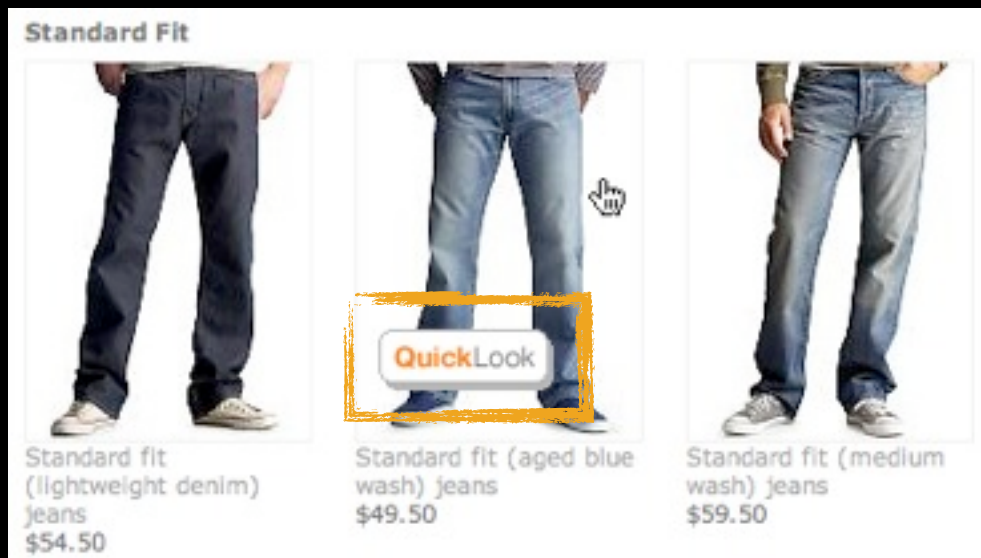
hyperlink. backpackit



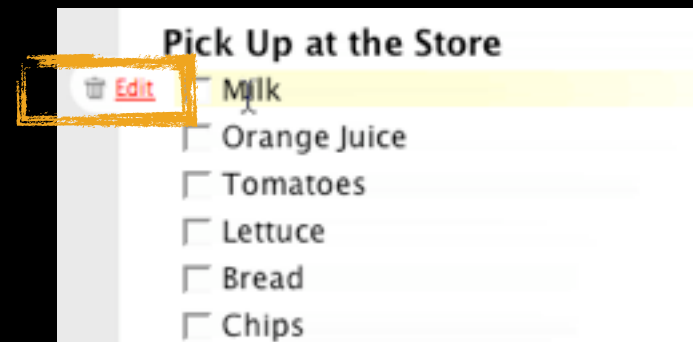
button. the gap



hyperlink. backpackit



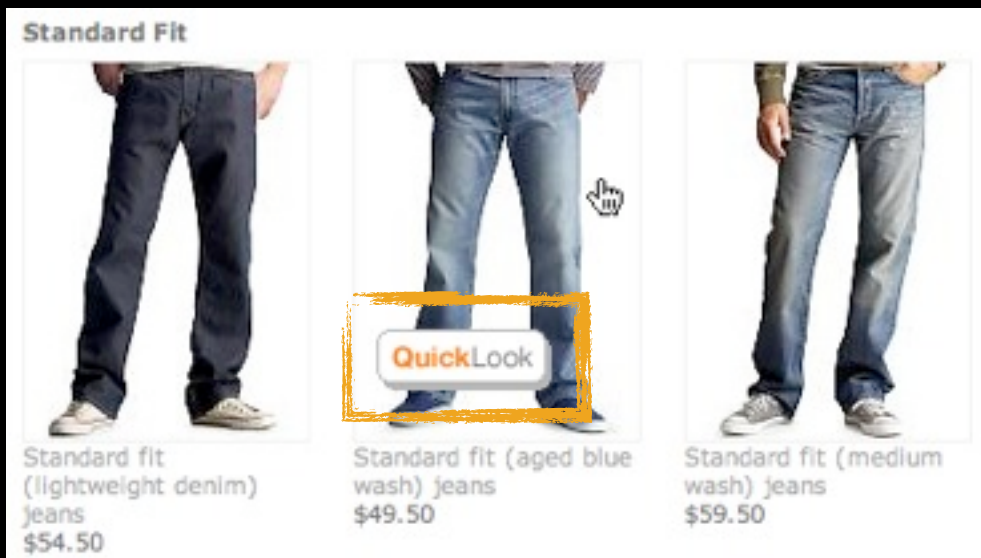
button. the gap



hyperlink. backpackit



drop down arrow. flickr



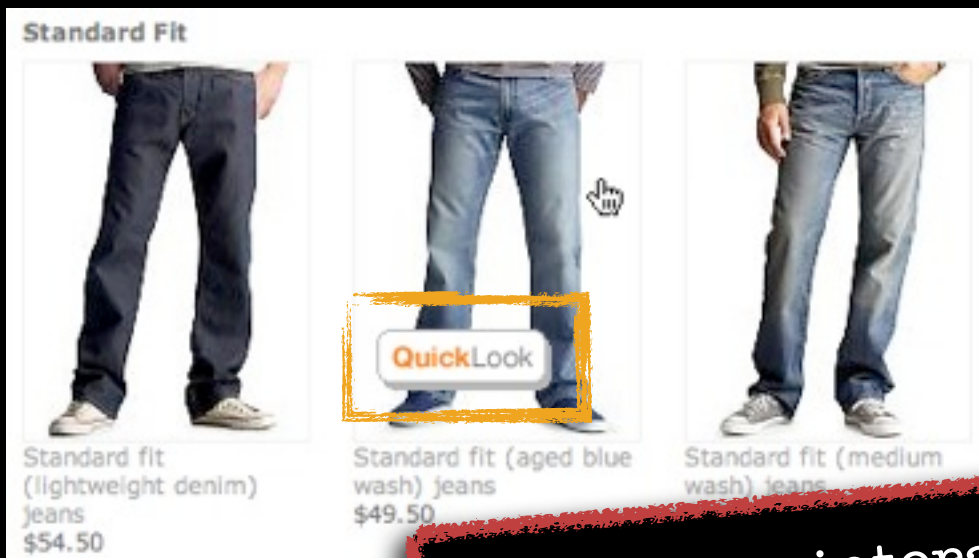
button. the gap



hyperlink. backpackit



drop down arrow. flickr



button. the gap

Bridge new interaction styles with familiar idioms.

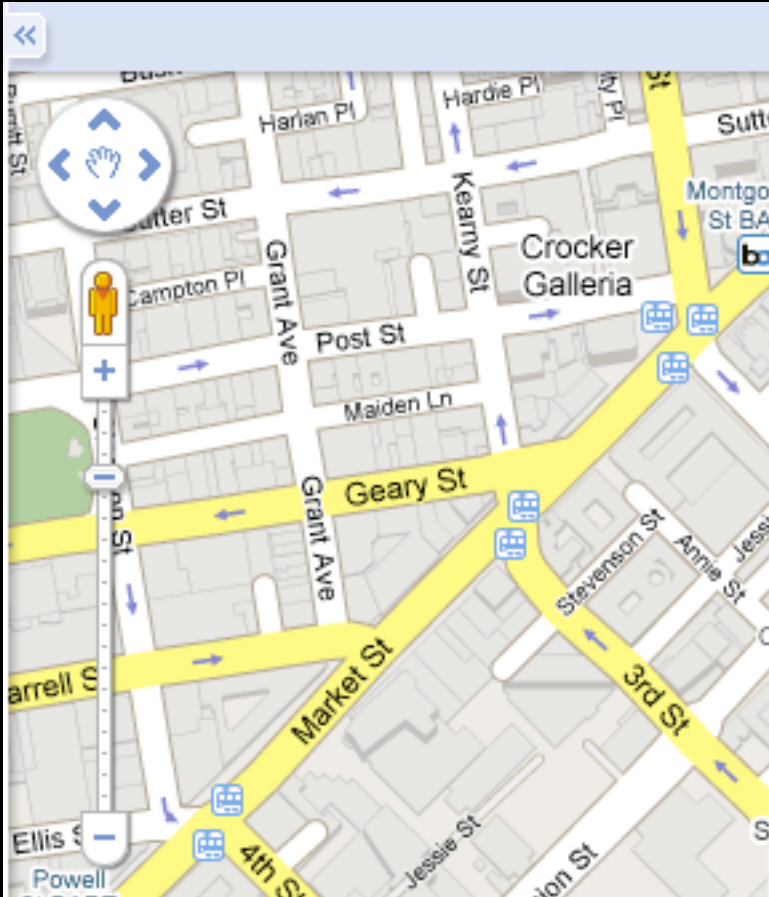


hyperlink. backpackit



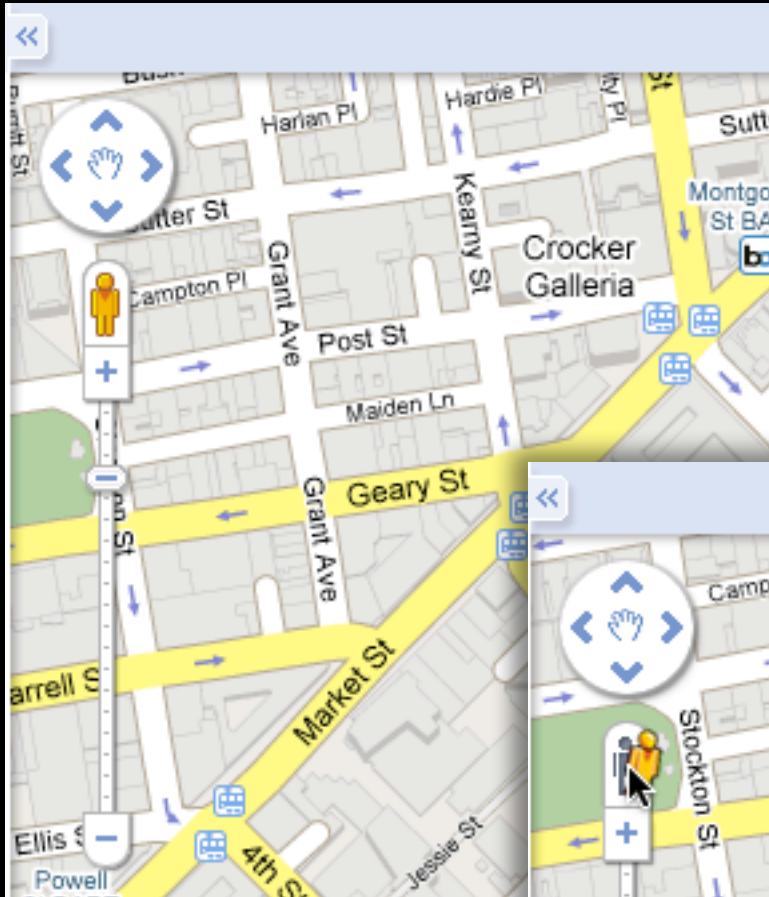
drop down arrow. flickr

Drag & Drop Invitation

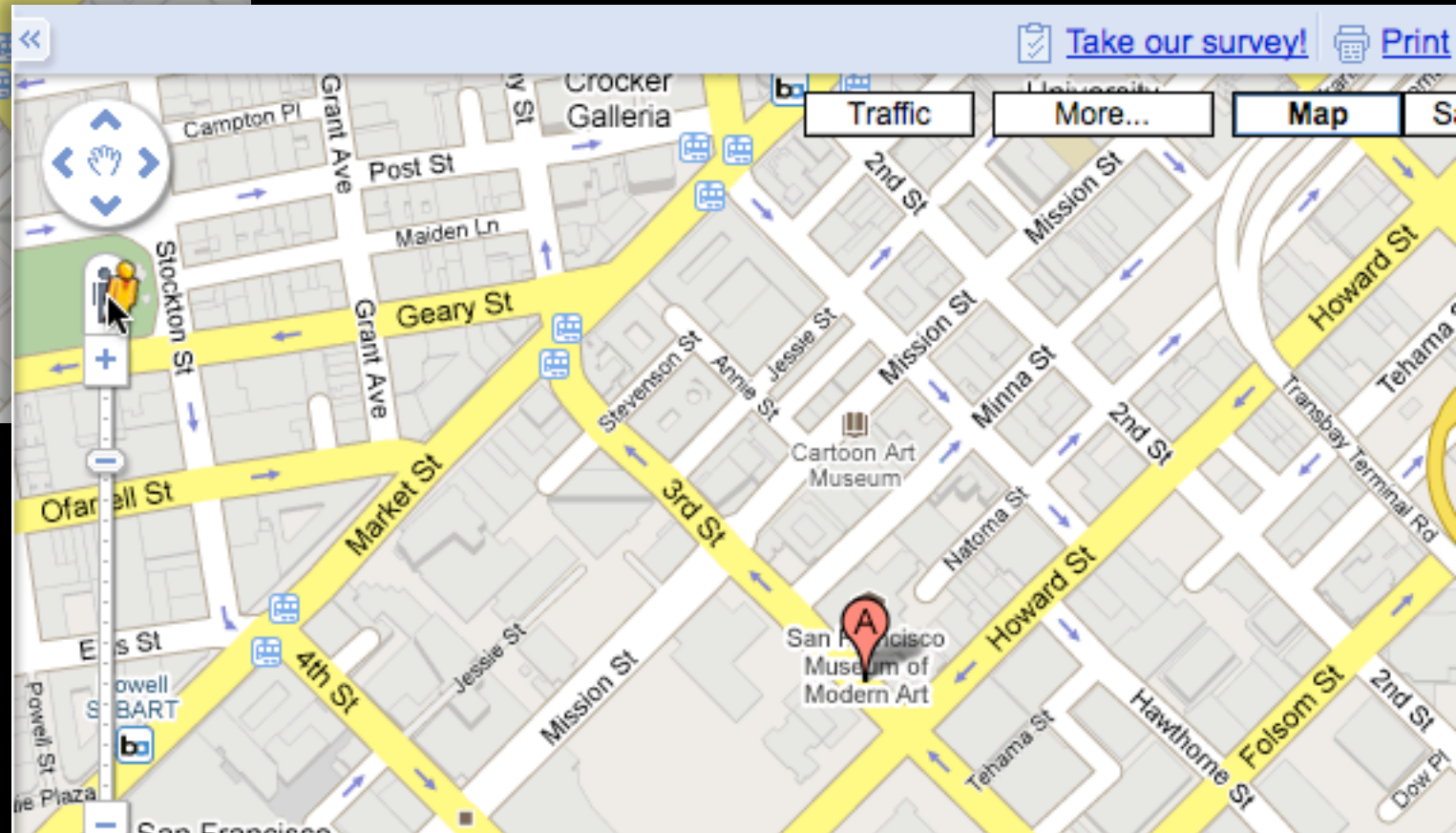


drag invitation. google maps

Drag & Drop Invitation

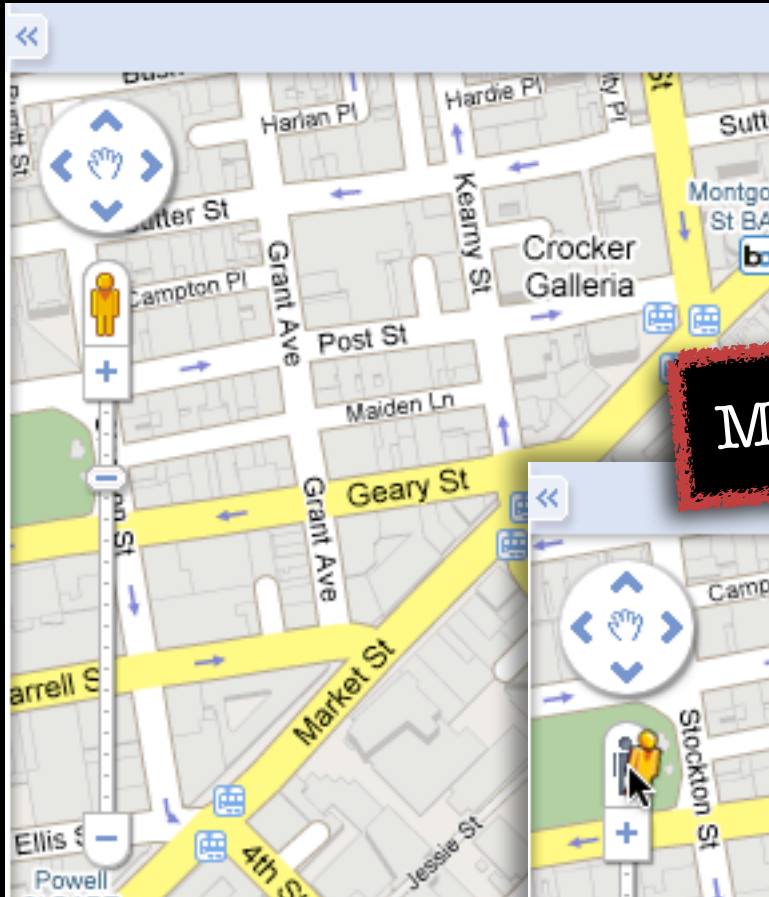


drag invitation. google maps



drop invitation. google maps

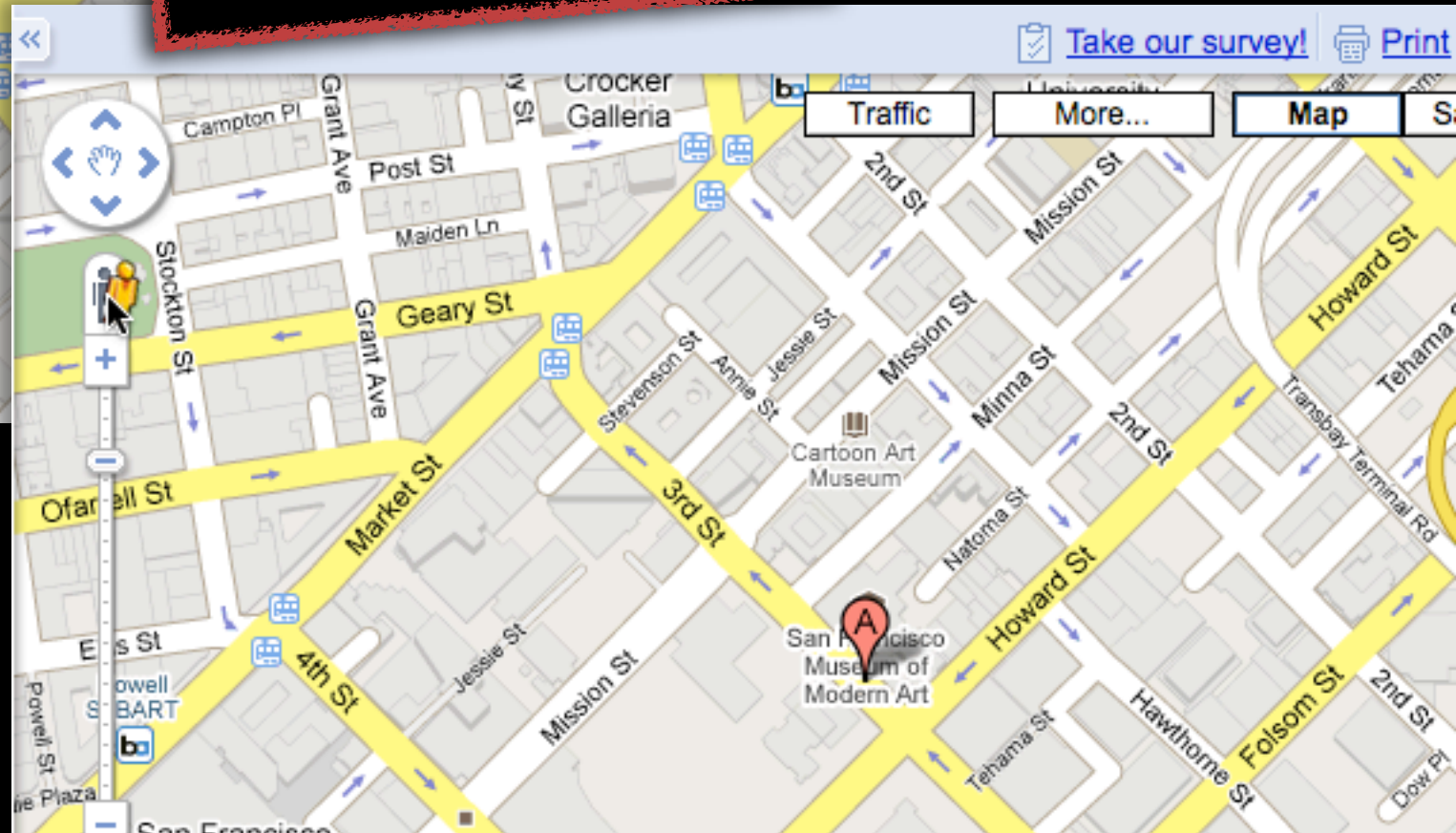
Drag & Drop Invitation



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	14	15	16
4	5	13	14	21	22	23
11	12	20	21	28	29	30
18	19	27	28			
25	26					

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)

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

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

Enter Your Interest Paid to Some Lender

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(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...

TurboTax Deluxe

Personal Info Federal Taxes Federal Review State Taxes Print & File

Wages & Income Deductions & Credits Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

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Federal Tax Due

\$10,533

CA Tax Due


\$4,973

again in slow-motion...



nbc.com

upc *cow

TurboTax 
Deluxe

Personal Info **Federal Taxes** Federal Review State Taxes Print & File

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

Federal Tax Due

\$10,533

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\$4,973

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(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*

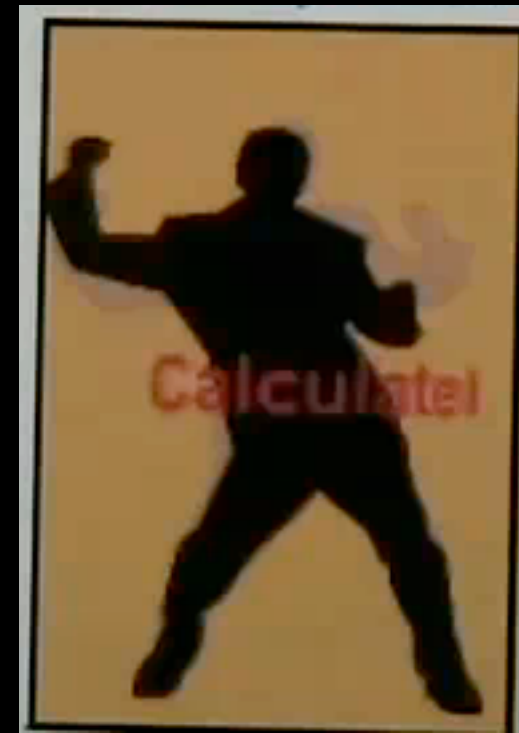
O'REILLY®

Foreword by Steven Johnson, author of Mind Wide Open



Attention processing is
hard-wired into the brain

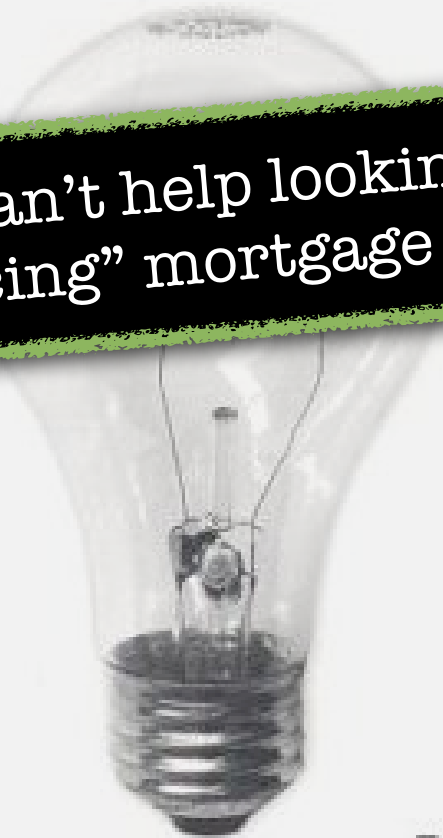
It is chemistry. You can't
help it.



MIND HACKS

Tips & Tools for Using Your Brain

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



*Tom Stafford &
Matt Webb*

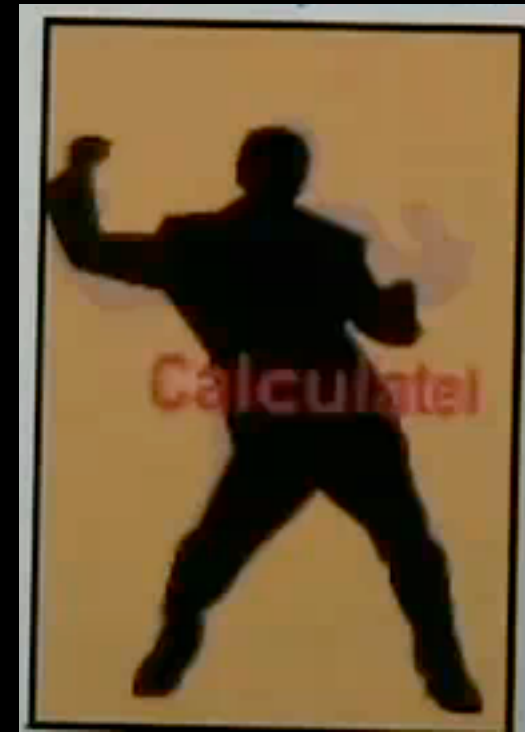
O'REILLY®

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.




16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000

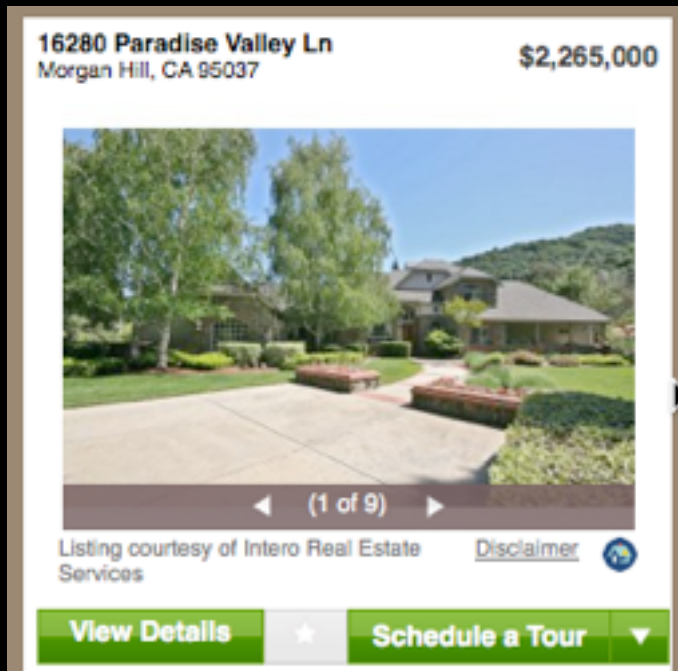


◀ (1 of 9) ▶

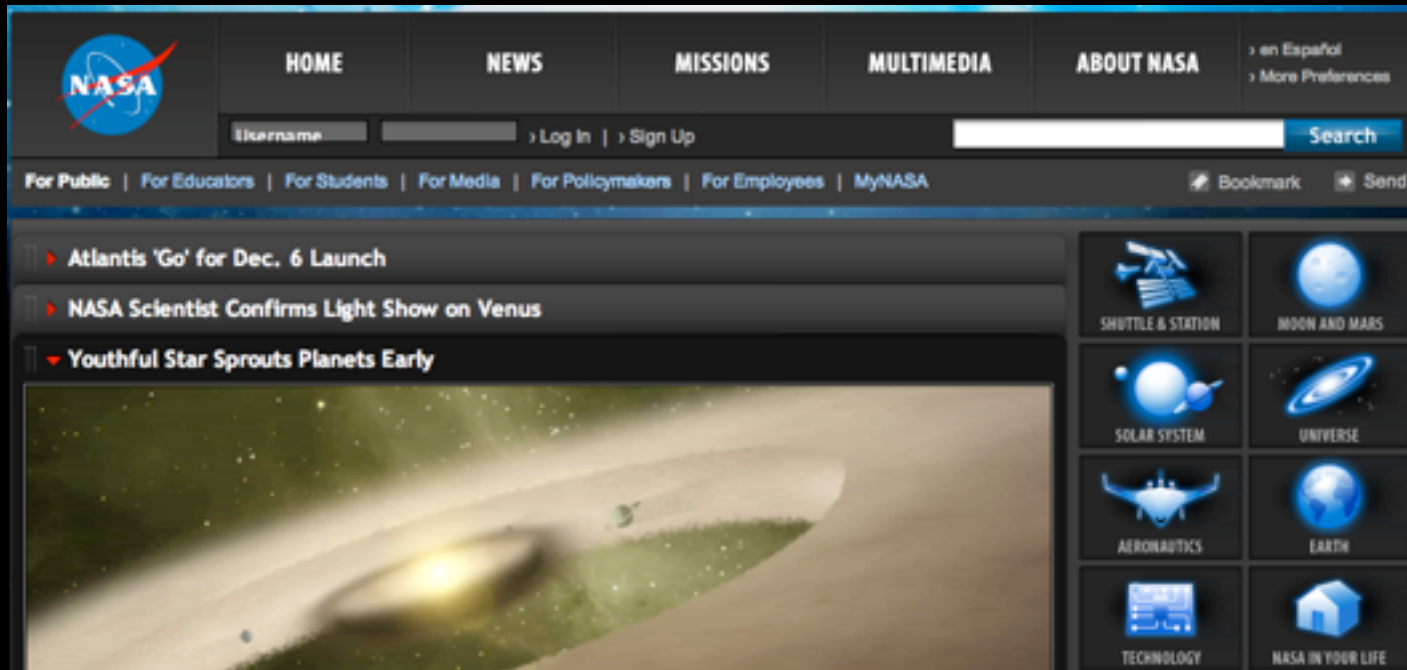
Listing courtesy of Intero Real Estate Services [Disclaimer](#) 

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

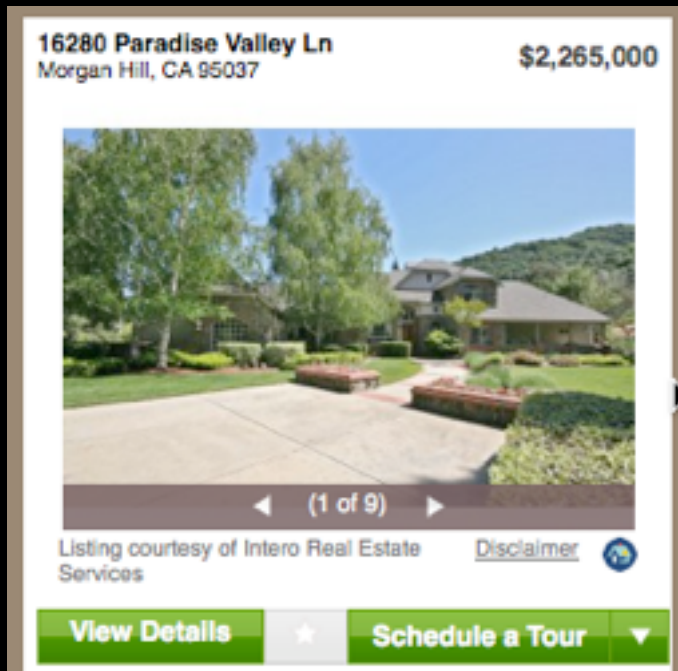
anti-pattern. needless fanfare. roost.com



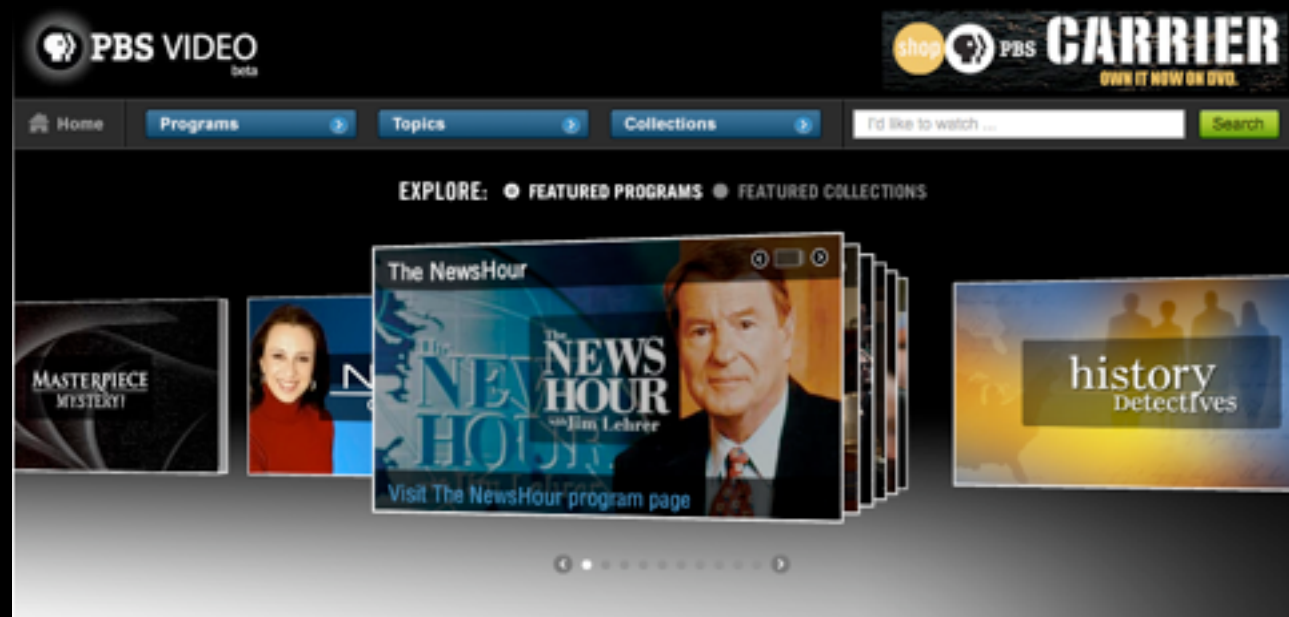
anti-pattern. needless fanfare. roost.com



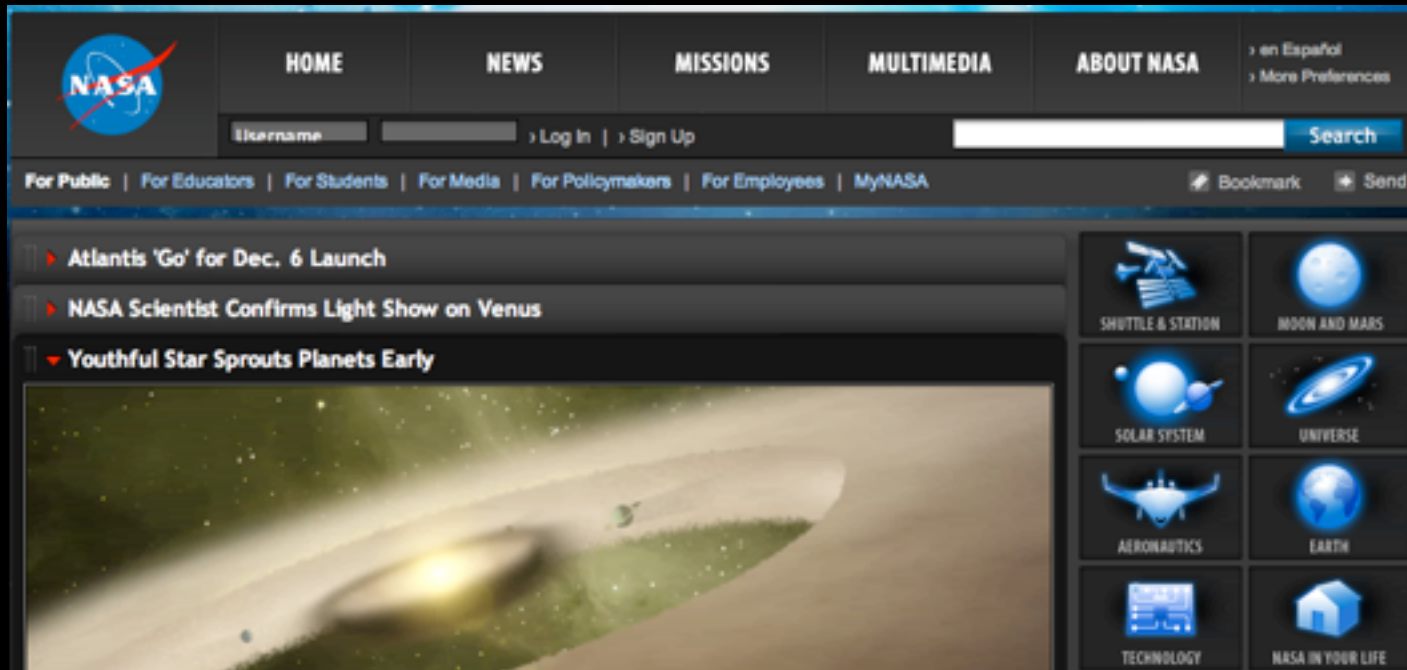
anti-pattern. needless fanfare. nasa.gov



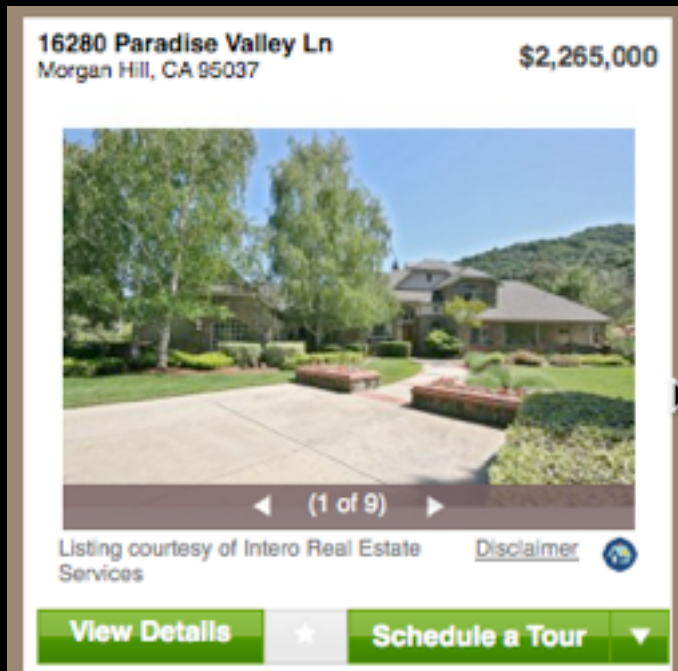
anti-pattern. needless fanfare. roost.com



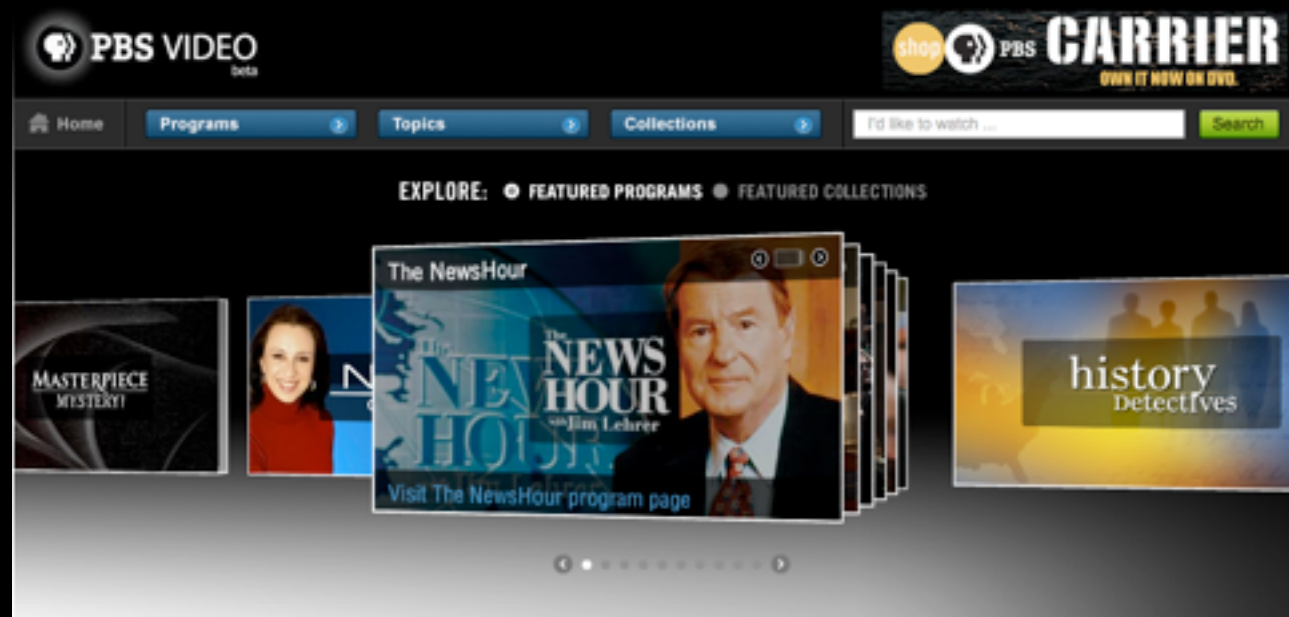
anti-pattern. needless fanfare. pbs.org



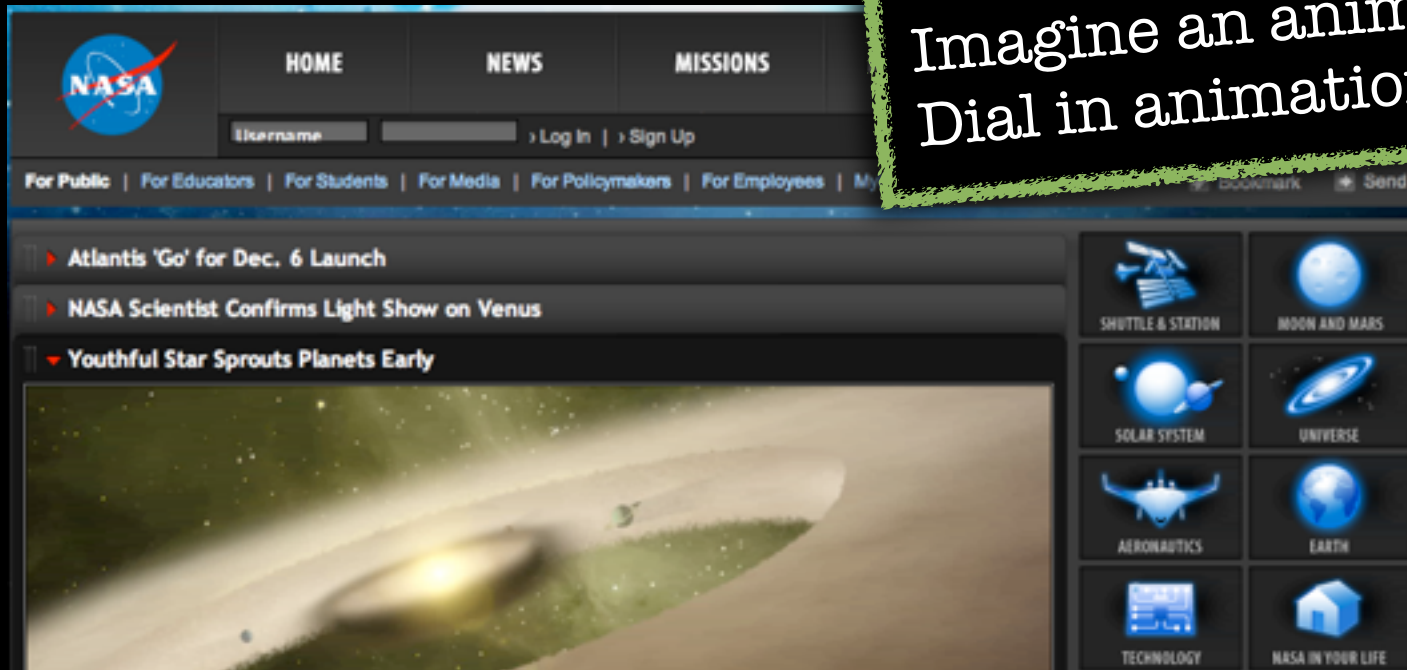
anti-pattern. needless fanfare. nasa.gov



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 ---

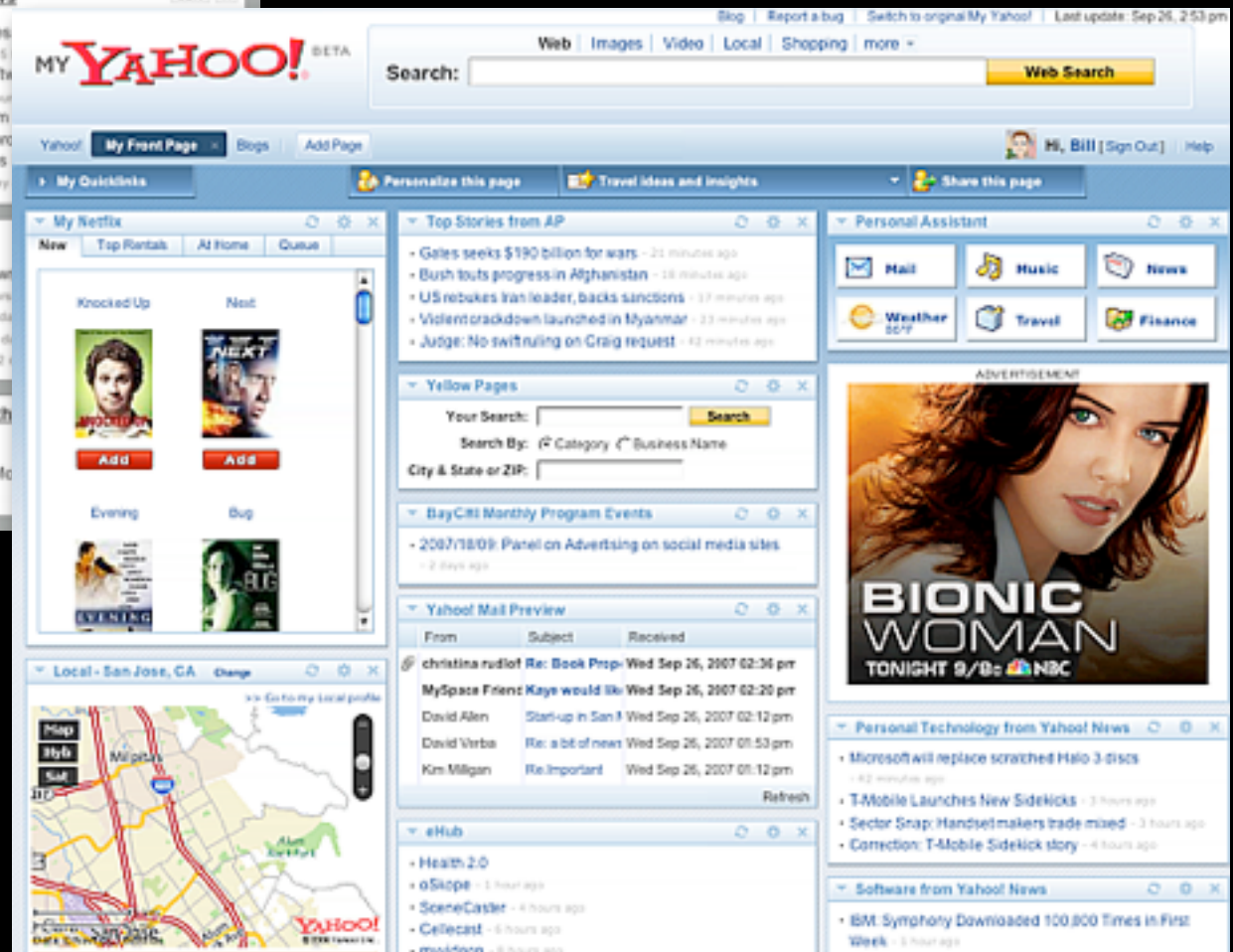
BayCHI Monthly Program Events

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

original. animation on drop. my yahoo!



original. animation on drop. my yahoo!

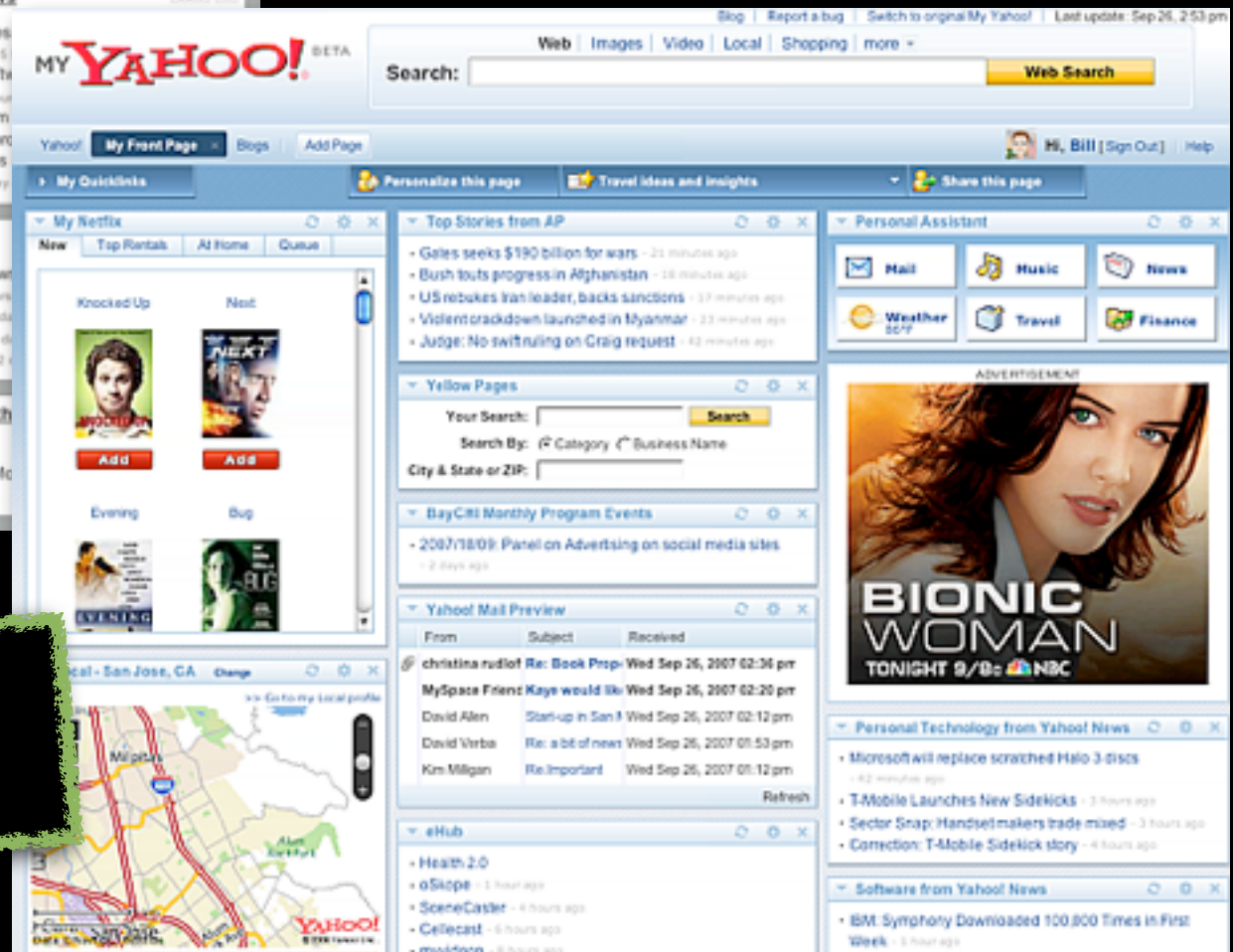


current. no animation on drop. my yahoo!



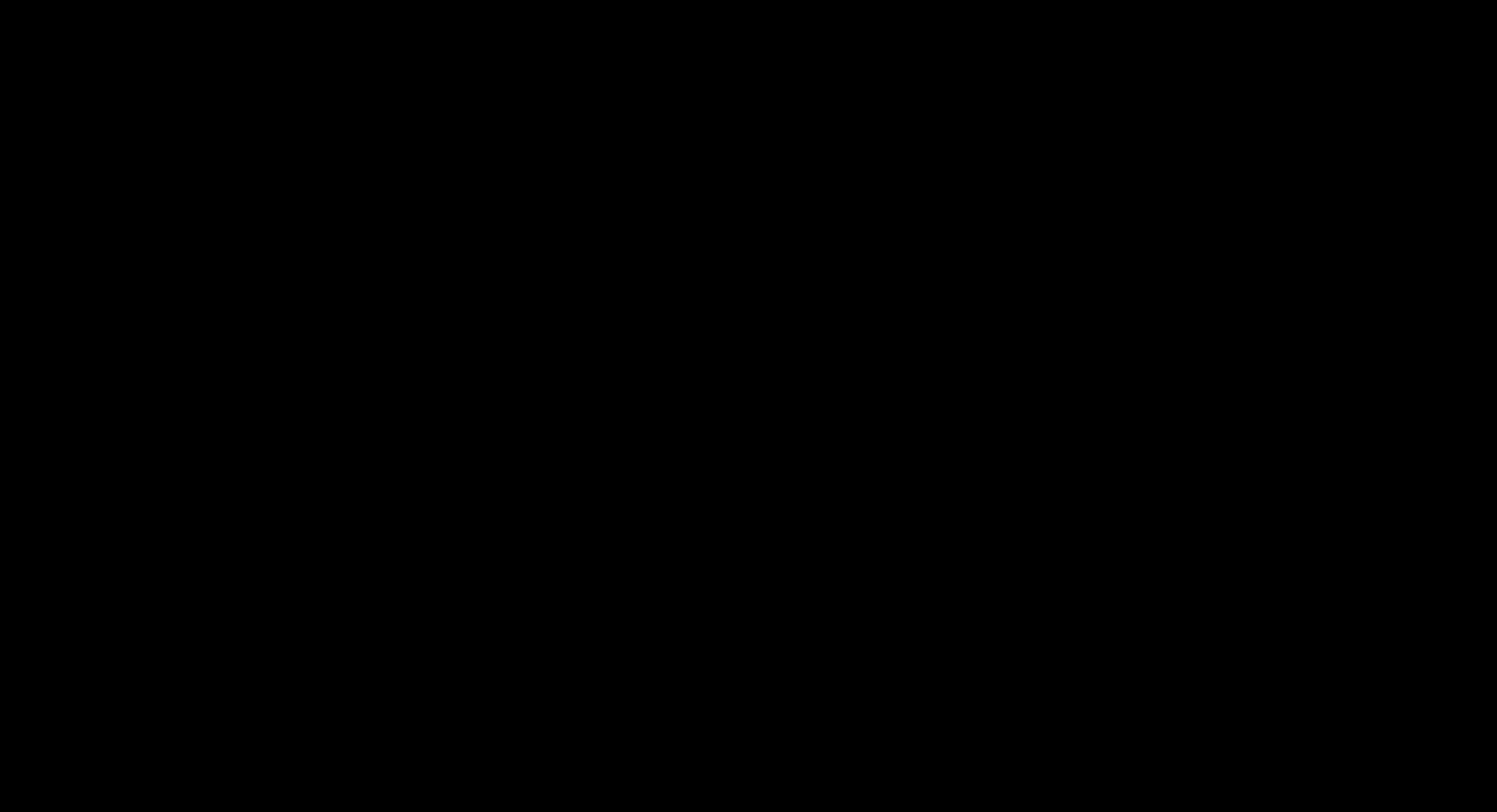
original. animation on drop. my yahoo!

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

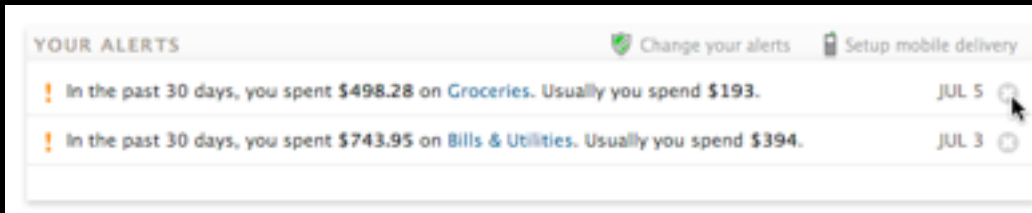
Speed up time.

Slow down time.

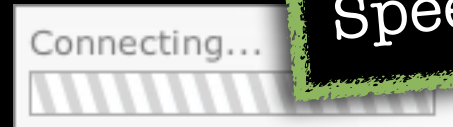


earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

Speed up time.



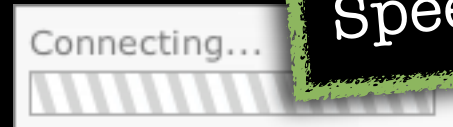
Slow down time.

earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

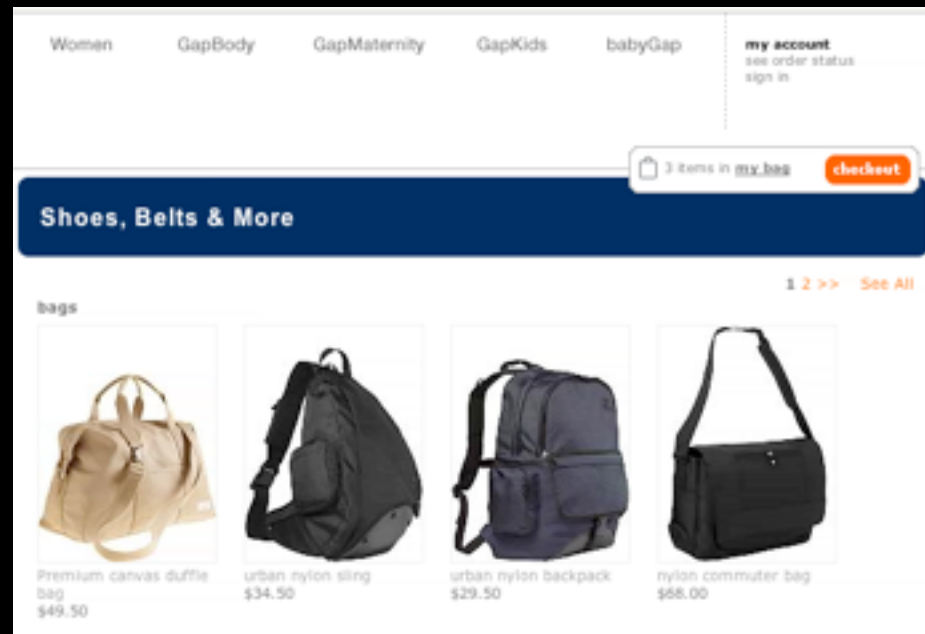


earlier version of my yahoo!

Moments Communicate



mint.com



the gap



Speed up time.



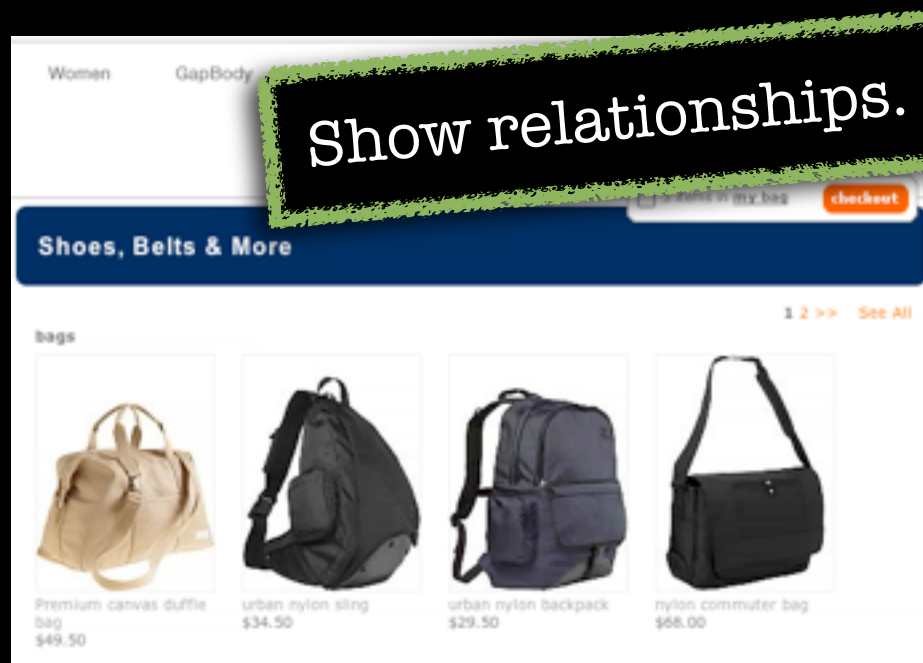
earlier version of my yahoo!

Slow down time.

Moments Communicate



mint.com



the gap

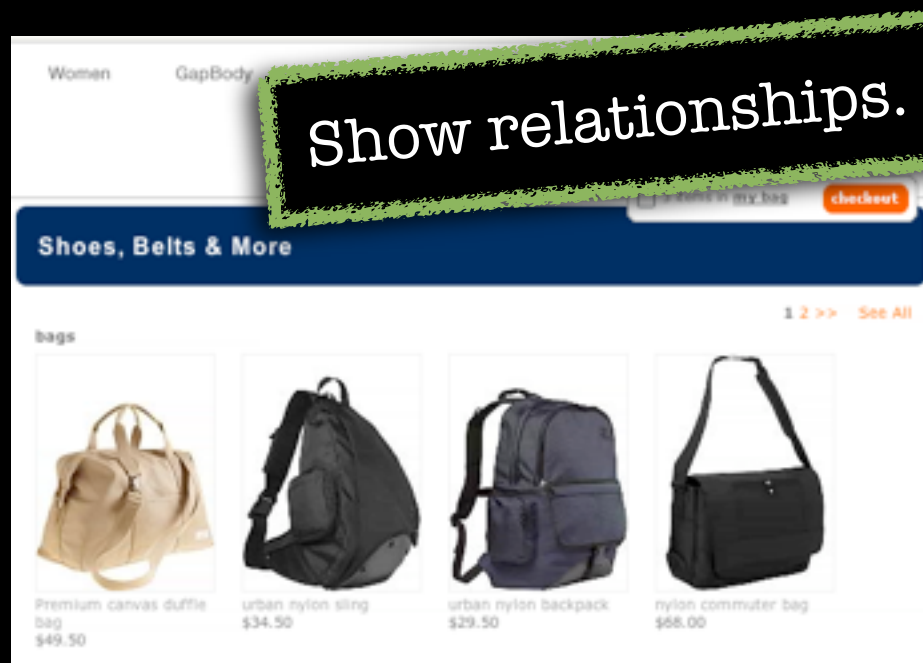


earlier version of my yahoo!

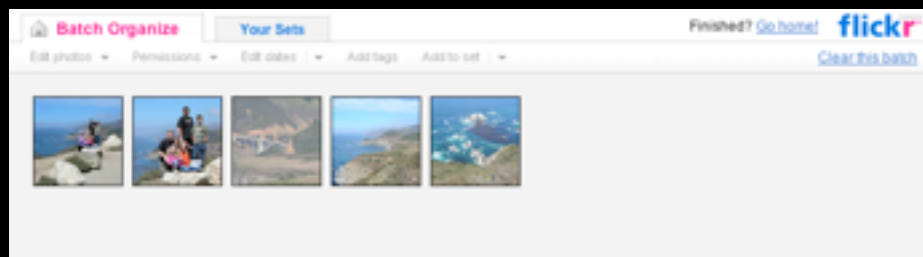
Moments Communicate



mint.com



the gap



flickr organizer



progress indicator

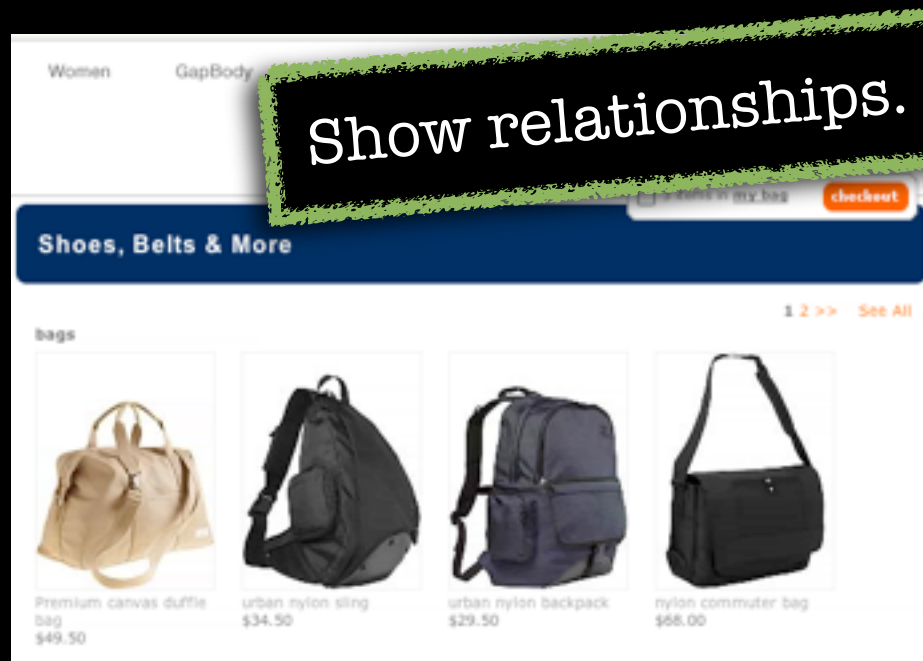


earlier version of my yahoo!

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 MoviesTaste PreferencesMovies You've Rated (608)

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

RATING MOVIES

608

Rating Movies inAll Genres

Miss Congeniality

Big Momma's House

Hitch

Taxi Driver

dedicated area

Live Feedback

 beta

merican airlines from july 12 to july 16

Expedia flight search

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)

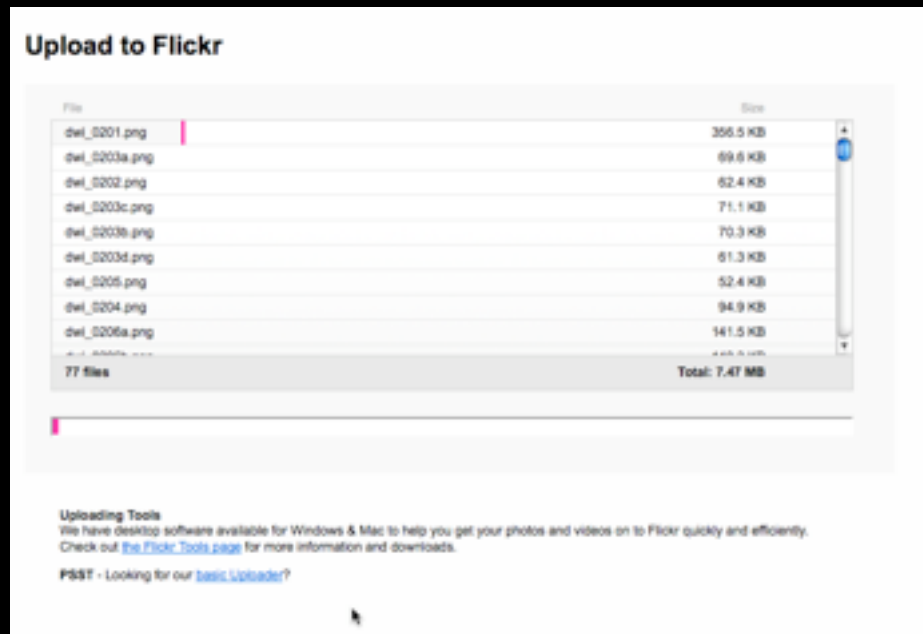
Dates:
leaving Sat July 12, 2008
returning Wed July 16, 2008

Other trip details:
Economy class on American Airlines

 redirect 

live feedback. wundrbar

Live Feedback

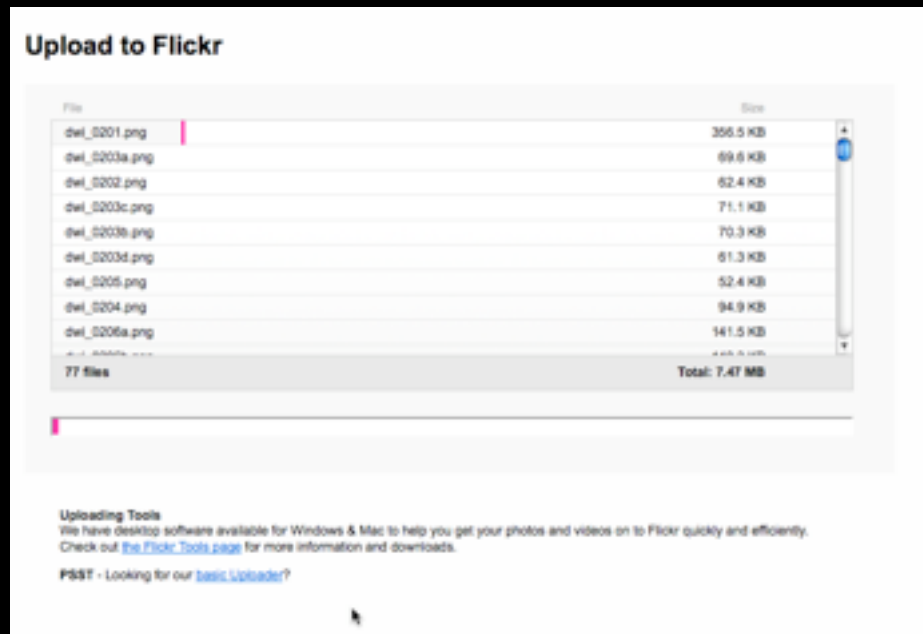


live feedback. flickr



live feedback. wundrbar

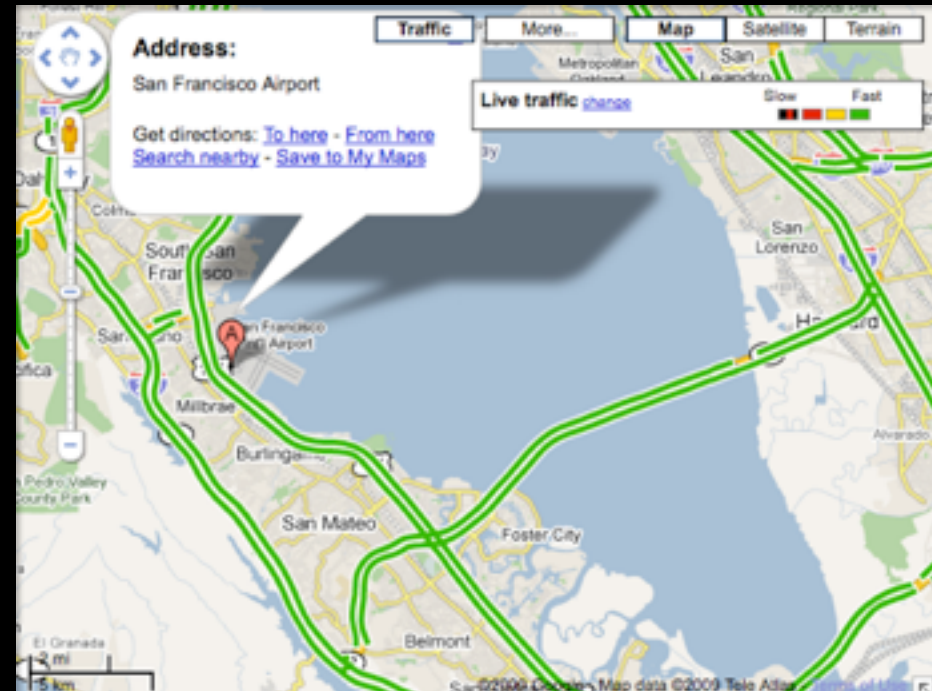
Live Feedback



live feedback. flickr



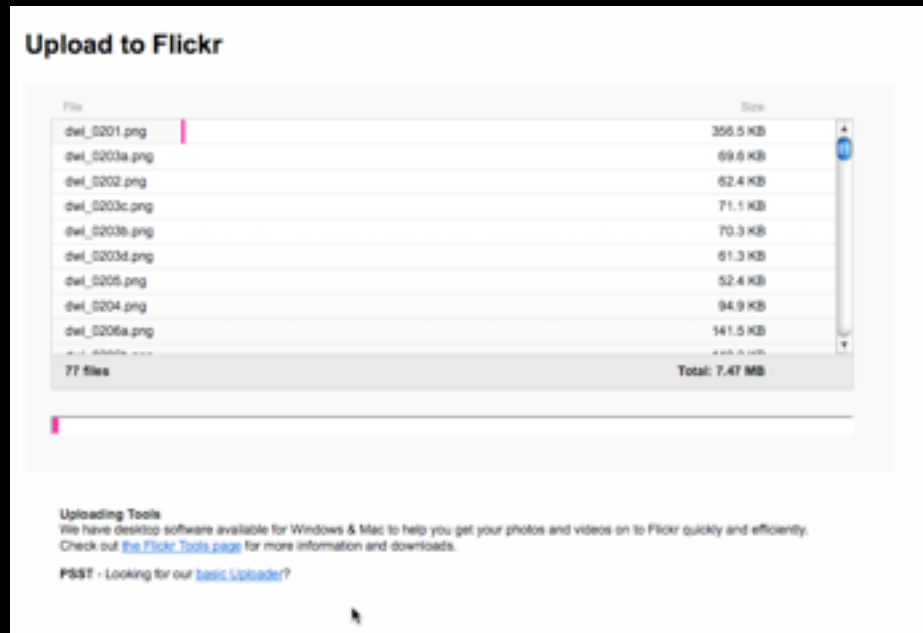
live feedback. wundrbar



live feedback. google maps

Live Feedback

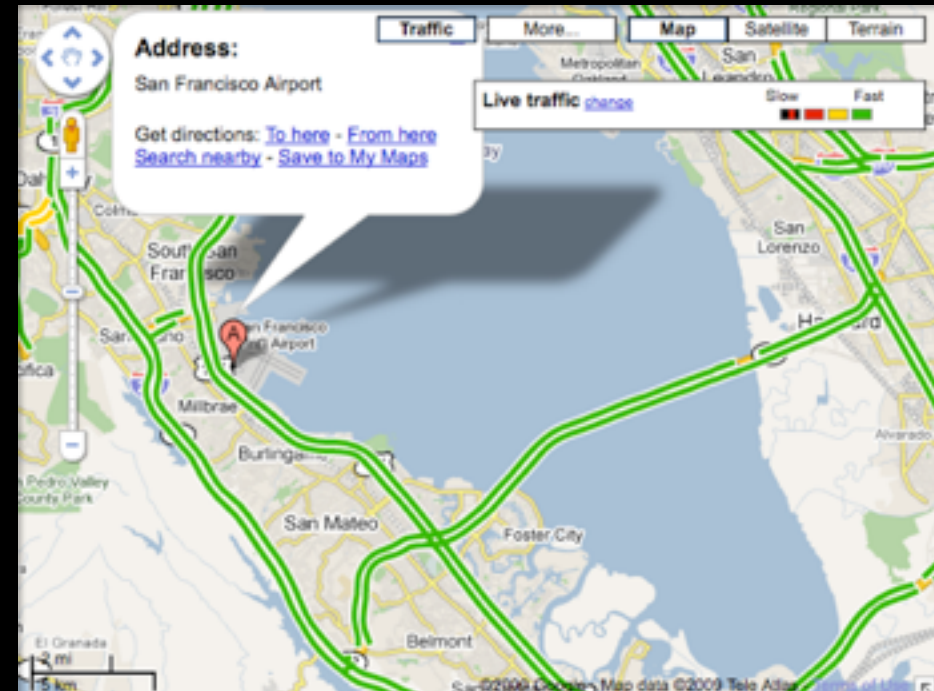
Create a tight feedback loop with the user.



live feedback. flickr



live feedback. wundrbar



live feedback. google maps

Live Suggest

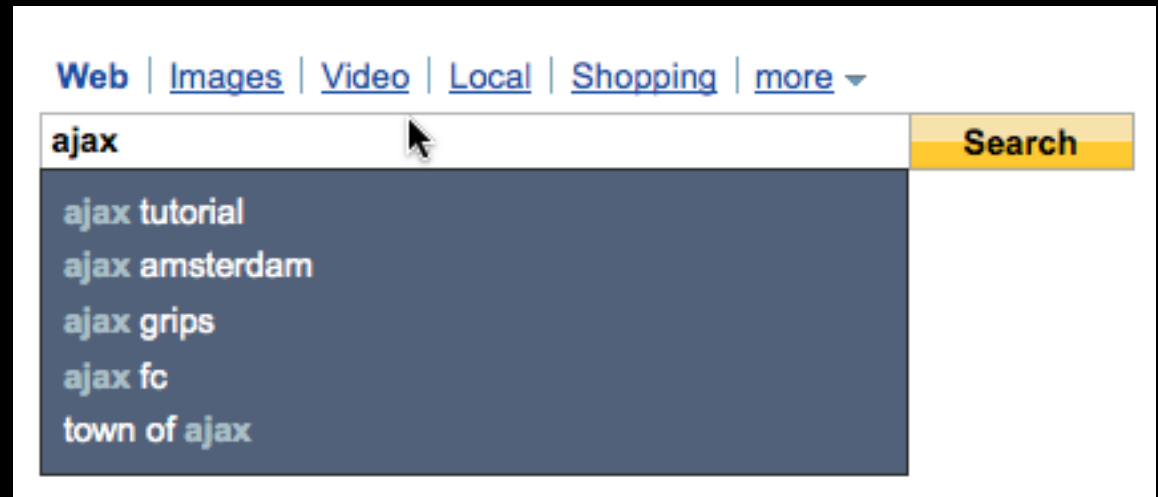


live suggest. google (early version)

Live Suggest



live suggest. google (early version)

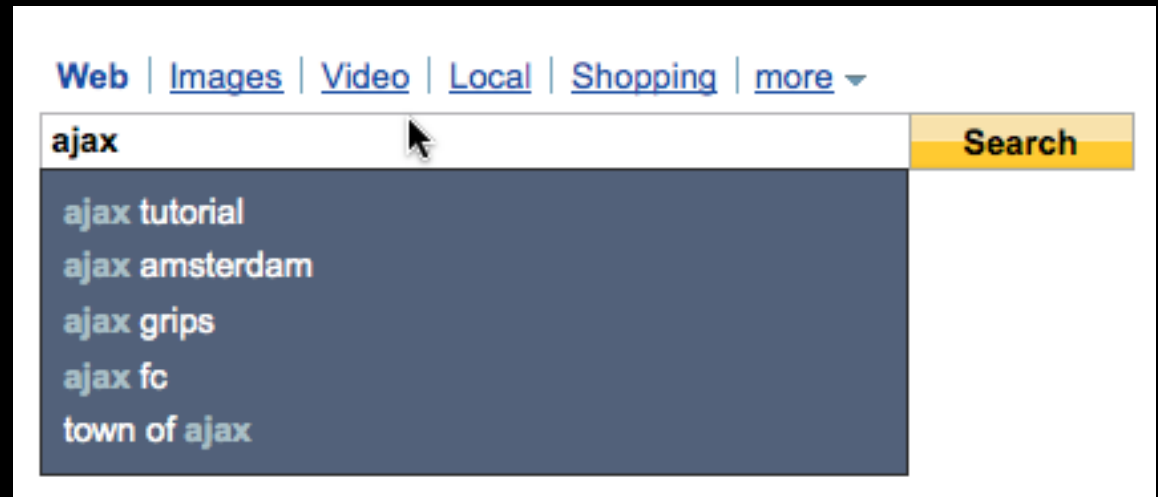


live suggest. yahoo search

Live Suggest

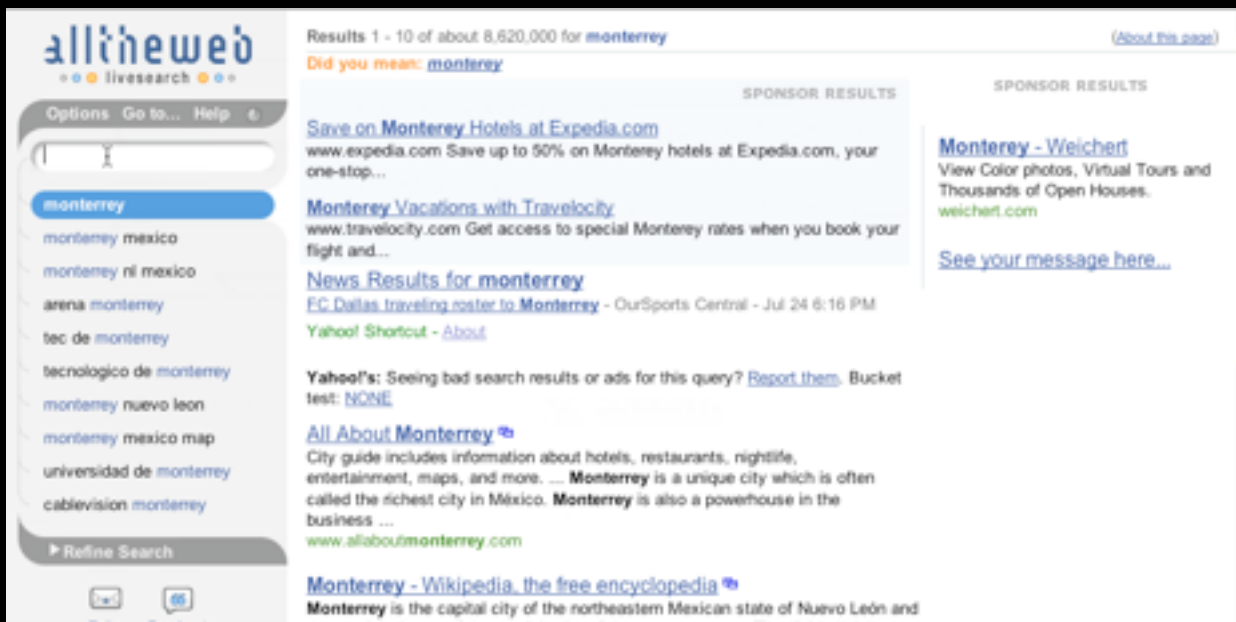


live suggest. google (early version)



live suggest. yahoo search

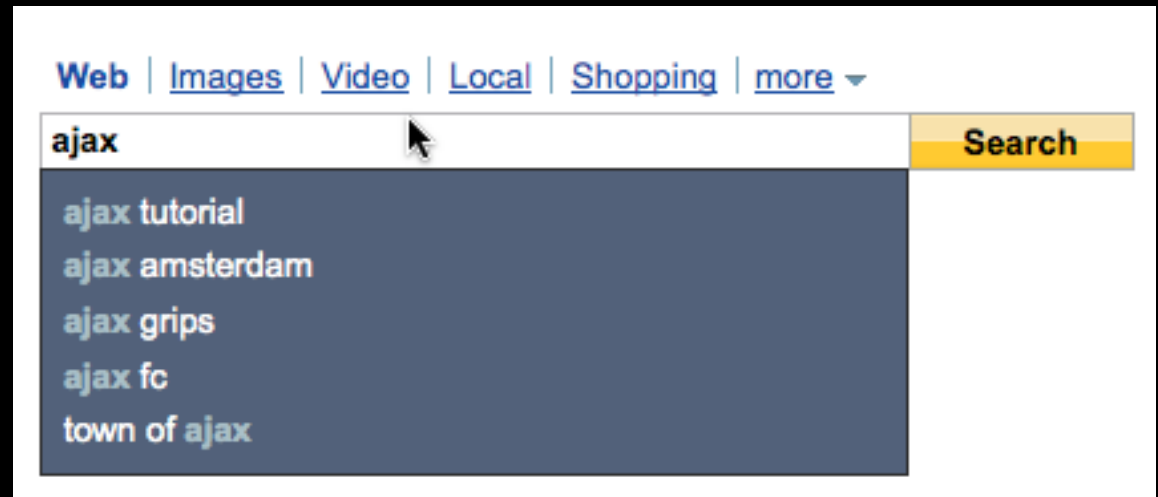
live suggest. early yahoo search experiment



Live Suggest

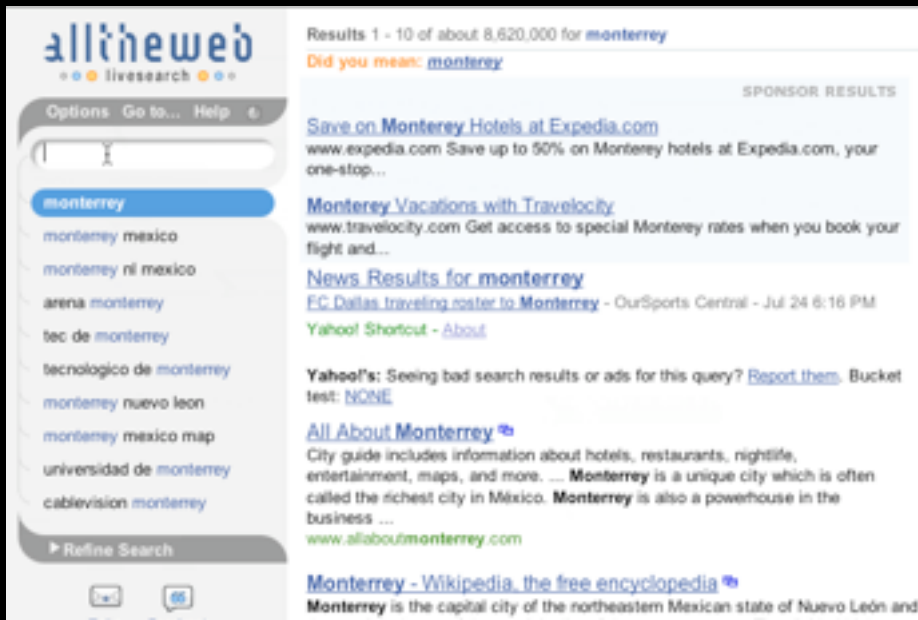


live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal
rather than distract from it.

Live Previews

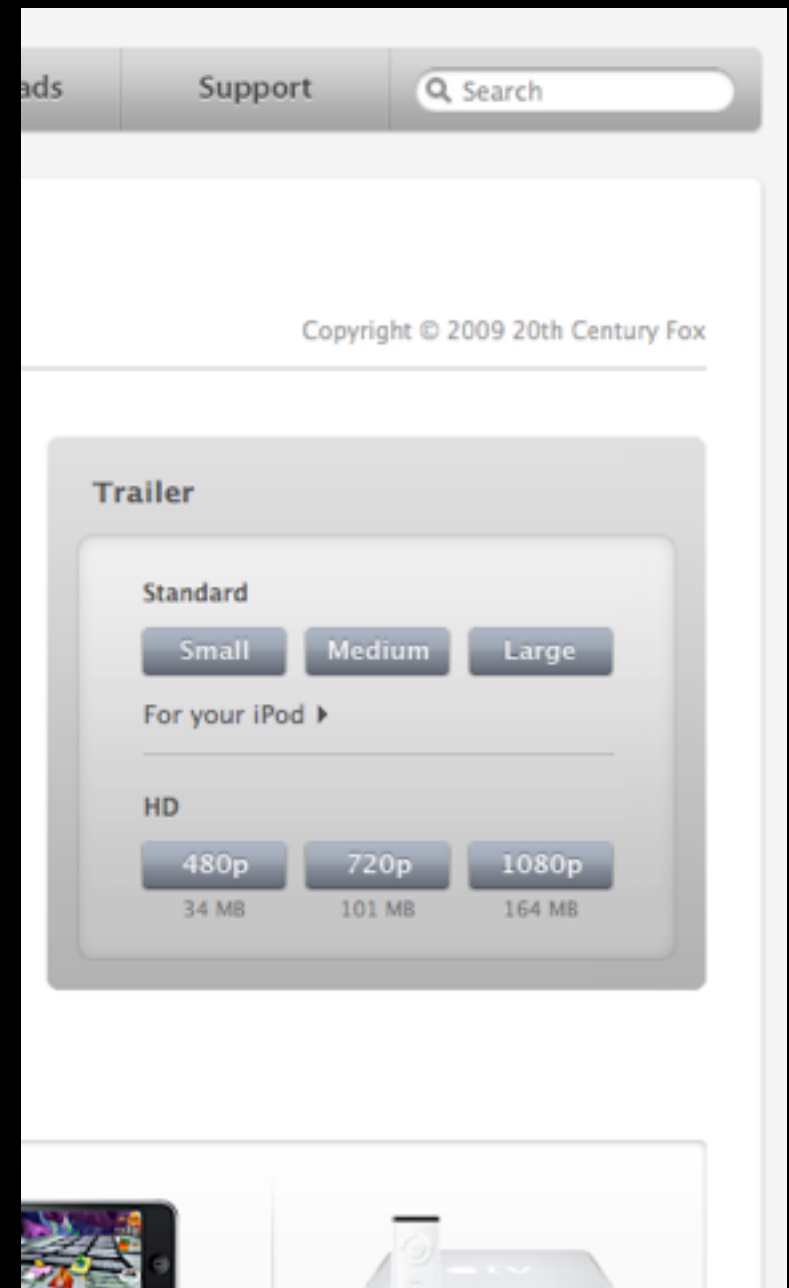


live preview. volkswagen car configurator

Live Previews



live preview. volkswagen car configurator

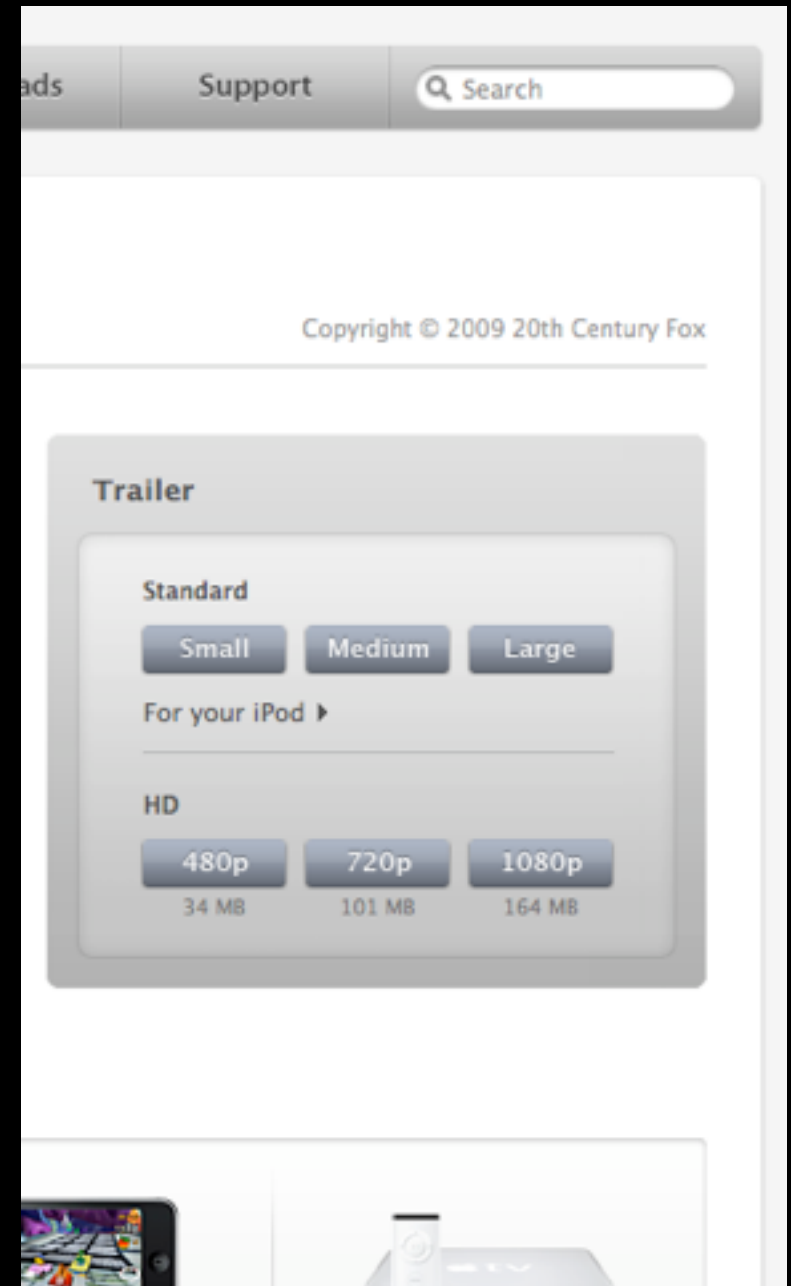


live suggest. apple search

Live Previews



live preview. volkswagen car configurator

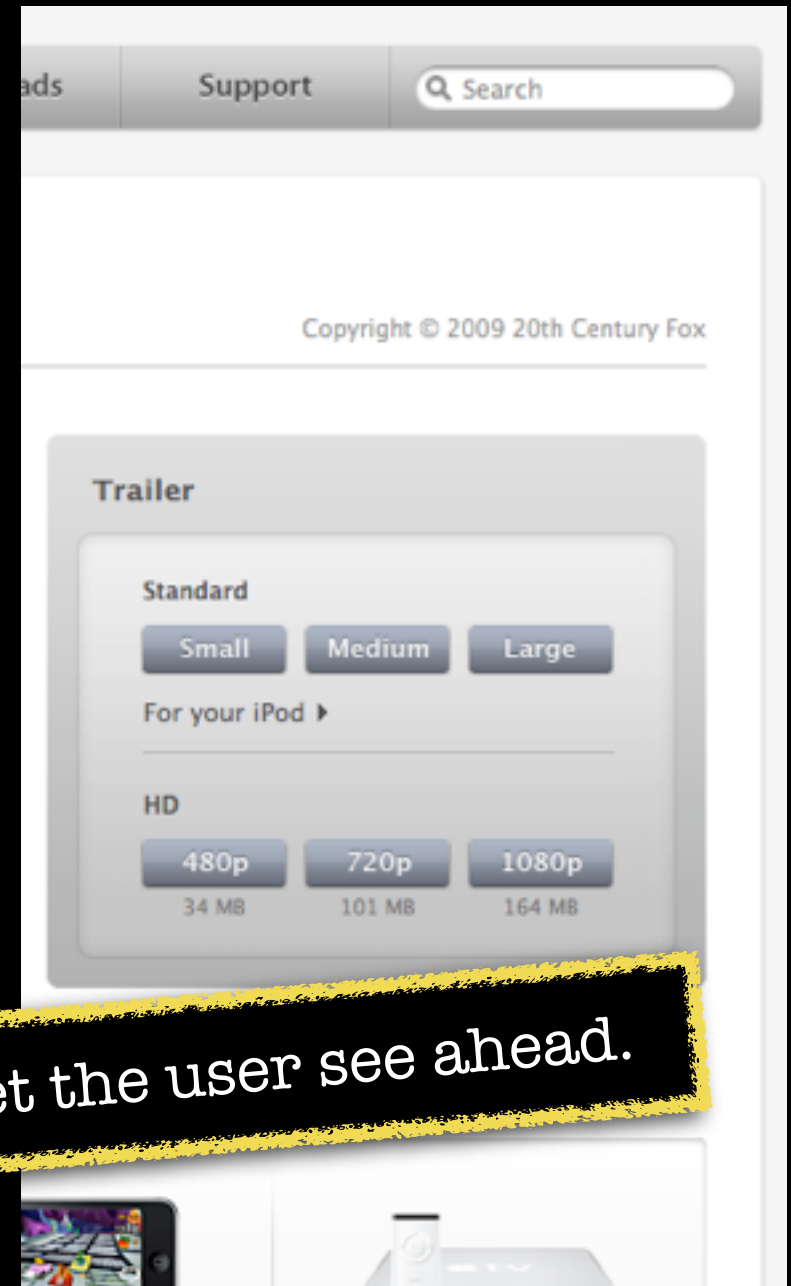


live suggest. apple search

Live Previews



live preview. volkswagen car configurator



live suggest. apple search

Live Filtering

The screenshot displays the Bing Tweets website, which integrates Twitter trends with Bing search results. The interface is divided into several sections:

- Header:** Features the "bing tweets" logo with a "BETA" tag and the tagline "Fusing Twitter Trends with Bing Insights". Navigation links for "About BingTweets", "Feedback", and "Follow @Bing on Twitter" are present.
- Search Bar:** A search bar labeled "Search Bing & Twitter" is located in the top right.
- Trending Topics:** A section on the left titled "trending topics" with a "twitter" logo. It includes tabs for "Popular Now", "People", "Places", and "Products". Under the "People" tab, a list of names is shown, with "Carl Crawford" highlighted.
- Share This Result:** A box on the right titled "share this result" containing a snippet of text: "Check out BingTweets about Carl Crawford http://bit.ly/FRaFO #bing". It includes a "Tweet this" button and a "Share This" button.
- Search Results:** The main section titled "search results" shows a search for "Carl Crawford". It includes a "bing" logo, a search bar with the query "Carl Crawford", and a "Search" button. Below the search bar, there are tabs for "Web", "Images", "Videos", "Shopping", "News", "Maps", "More", "MSN", and "Windows Live". The results are categorized under "ALL RESULTS" and show "1-20 of 6,860,000 results". A sidebar on the left lists related topics: "Biography", "Quotes", "Jersey", "Fan Club", "Interview", "News", and "Images". The main content area displays a table of statistics for Carl Crawford, including his position (LF, #13), team (Tampa Bay Rays), and various performance metrics (OPP, AB, R, H, HR, RBI, BB, K, SB) for games on July 10, 11, and 12. It also includes a "Season" summary and a "Player Stats" link.
- Tweets:** A section on the left titled "tweets" displays a list of tweets from users like "jokirk1", "really", "TheLuckyLadybug", and "StPeteSpirits".

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 the logo, there are tabs for 'trending topics' and 'twitter'. The 'trending topics' section lists names like Carl Crawford, Chuck Norris, and Dash Snow. The 'twitter' section shows a tweet from 'jokirk1' about Carl Crawford's Trail Mix. The 'search results' section is active, showing results for 'Carl Crawford'. It includes a 'Web' tab, a 'bing' logo, and a list of results. The first result is a biography for Carl Crawford, a Tampa Bay Rays player. Below this, there is a table of statistics for Carl Crawford, showing his performance against the Oakland Athletics (Oak) on July 10, 11, and 12. The table includes columns for OPP, AB, R, H, HR, RBI, BB, K, and SB. The statistics show that Carl Crawford performed well against the Athletics, with 4 hits, 1 home run, and 1 RBI on July 10, and 3 hits, 0 home runs, and 0 RBIs on July 11 and 12. The table also shows that Carl Crawford had 1 hit, 0 home runs, and 0 RBIs on July 12. The table is followed by a link to 'Jul 17 - Rays at Royals - 8:10 PM ET'. Below the table, there is a section for 'Season: GP 88 - AVG .309 - HR 8 - RBI 39 - Runs 58 - SB 44'. The 'Player Stats' section includes links to 'FOX Sports on MSN' and 'Statistics provided by STATS, Inc. © 2009'. The 'RELATED SEARCHES' section lists 'Ryan Howard' and 'Jimmy Rollins'. The 'tweets' section on the left shows a list of tweets, including one from 'jokirk1' about Carl Crawford's Trail Mix and another from 'really' about Carl Crawford's role.

bing tweets
Fusing Twitter Trends with Bing Insights

trending topics
Popular Now People Places Products

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

twitter
jokirk1: 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, Papelbon 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 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:

[Password strength:](#) Too short

Minimum of 6 characters in length.

live forms. google account creation

Live Forms

Find a domain name:

www.
 (ex. widgetdesigns.com)

Search

live forms. yahoo! small business

Catch errors early with live feedback in 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

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