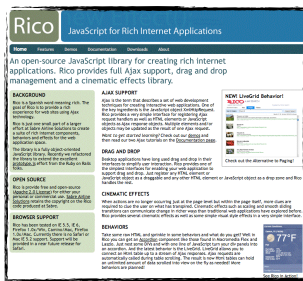
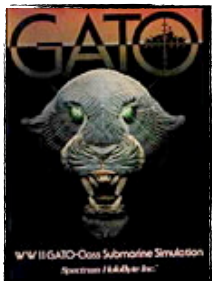


Designing for Interesting Moments


Bill Scott
Director, UI Engineering
Netflix

Rich Web Experience - Orlando, FL - December 2009

Me



Current Moon Phase




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

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Simple Interaction?

Simple Interaction? Events...

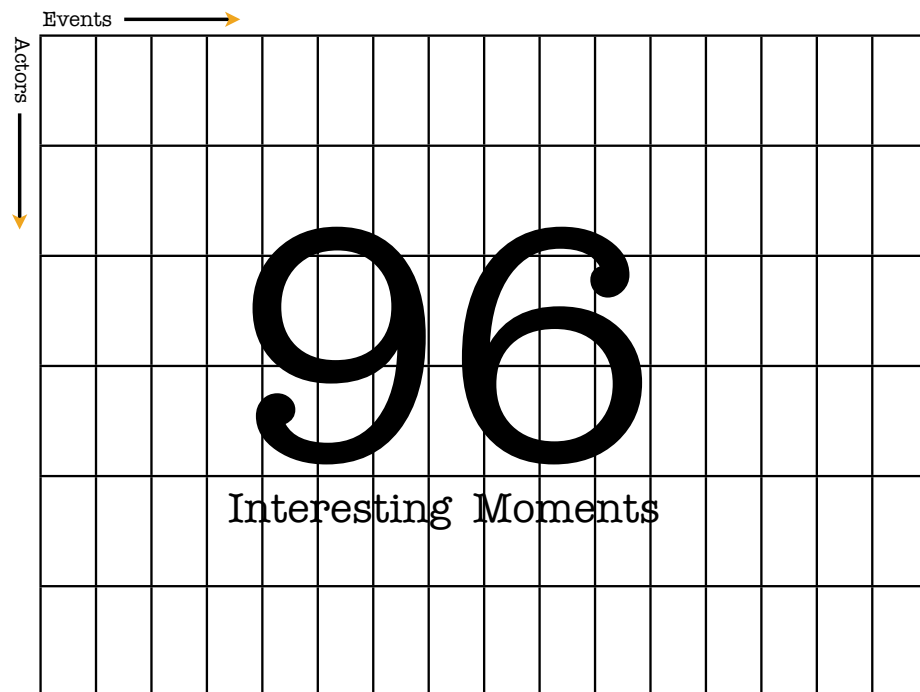
Page load. Mouse hover. Mouse down. Drag initiated. Drag leaves original location. Drag re-enters original location. Drag re-enters original location. Drag enters valid target. Drag exits valid target. Drag enters specific invalid target. Drag is over no specific target. Drag hovers over valid target. 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+



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



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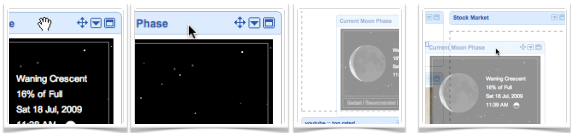


Interesting Moments



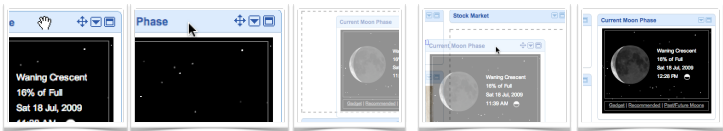
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Interesting Moments



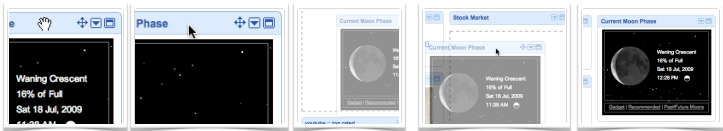
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is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

Interesting Moments




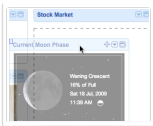



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is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



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Interesting Moments



Cursor

Change hand

Dragged Module

Module is removed.

Drag Module

Module is shown as a gray, thick, dashed outline.

Original Location

Drop Target

Captures microstates

Speaks to the possibilities

Drag Hovers over Valid Target*

Drop Accepted


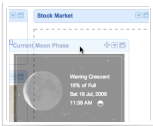
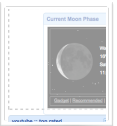


Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.

Dragged module removed.

Hole is removed.

Module is placed in the new location.

Interesting Moments



Cursor

Change hand

Dragged Module

Module is removed.

Drag Module

Module is shown as a gray, thick, dashed outline.

Original Location

Drop Target

Captures microstates

Speaks to the possibilities

Serves as a tickler

Drag Hovers over Valid Target*

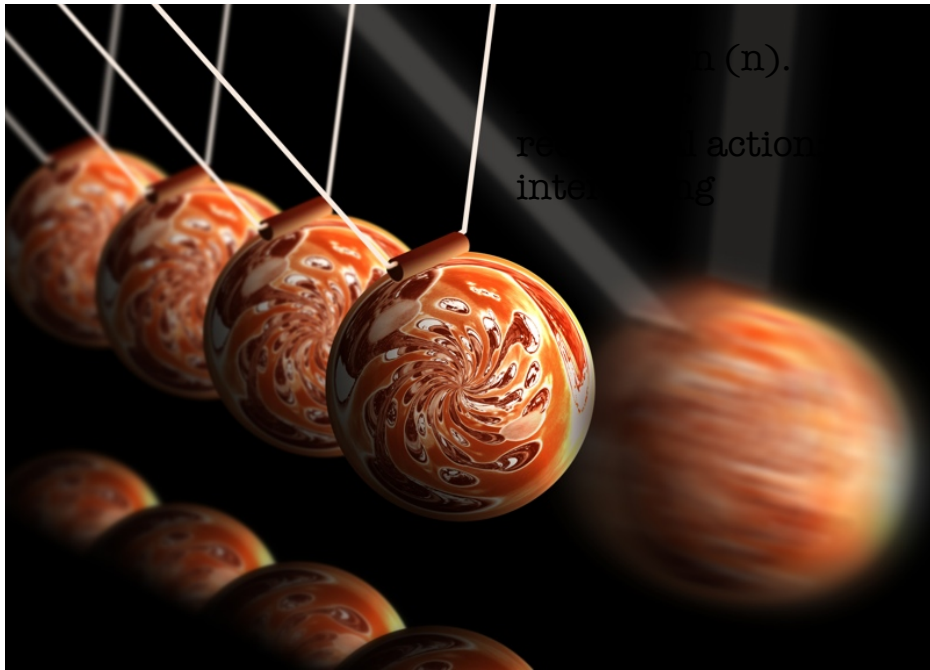
Drop Accepted

Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.

Dragged module removed.

Hole is removed.

Module is placed in the new location.



... (n).
reaction action
interesting

6 principles

6 principles

for designing interesting moments

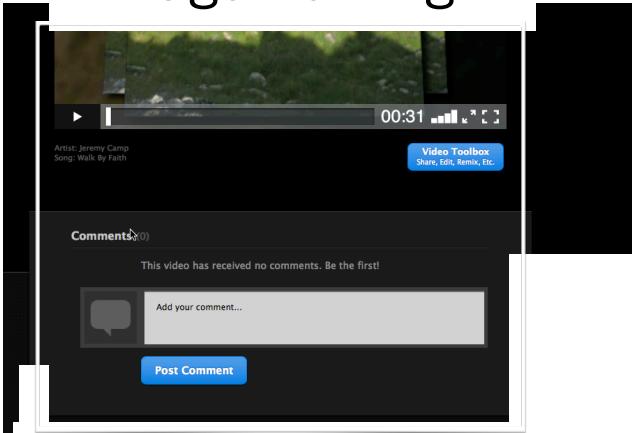


Input where
you output.

- Alan Cooper

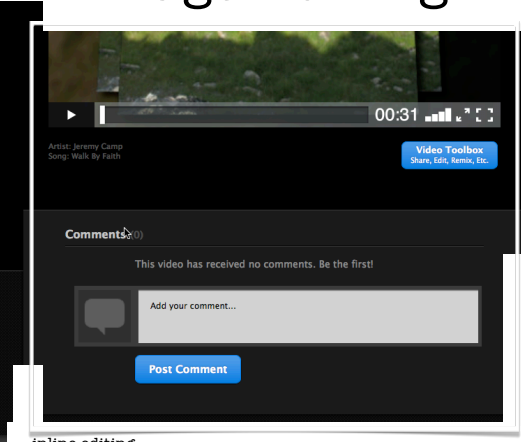


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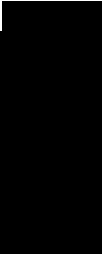


inline editing. animoto.com

In Page Editing



inline editing, animoto.com



Editing Moments

ad

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

	<div>1</div> 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

	<div>1</div> Page Render	<div>2</div> 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.



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

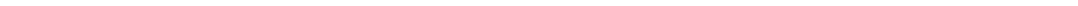
	1	2		3	4	
	Page Render	Not editing: Mouse in edit area	Not editing: Mouse exits edit area	Mouse clicks in edit area	Editing: Mouse exits edit area	Editing: Mouse click elsewhere
Cursor		link cursor	normal	i-beam	normal	normal
Edit Area	hidden edit field	dotted outline; invitational text	hidden edit field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

1

2

3

4



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

1

2

Click here to edit your video's description.

3

4

Testing Animato.

5

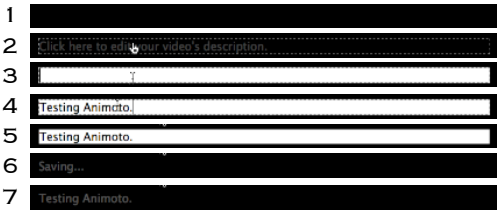
Testing Animato.

6

Saving...

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



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In Page Editing



inline editing, flickr.com

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



In Page Editing



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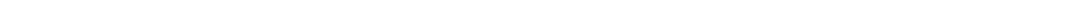




anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone





anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone

Categories

Edit

All files

[01_00_Make It Direct](#)

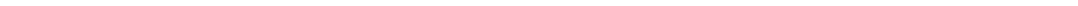
[01_01_InPageEdit](#)

[01_02_DragDrop](#)

[Drafts](#)

[ORA Stuff](#)

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



anti-pattern. non-symmetrical. iphone

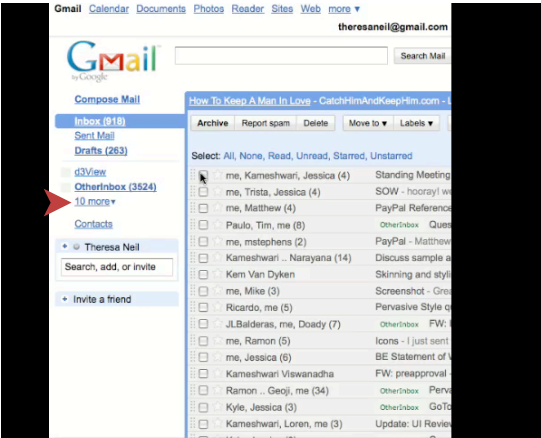
Keep activation & deactivation symmetrical

		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

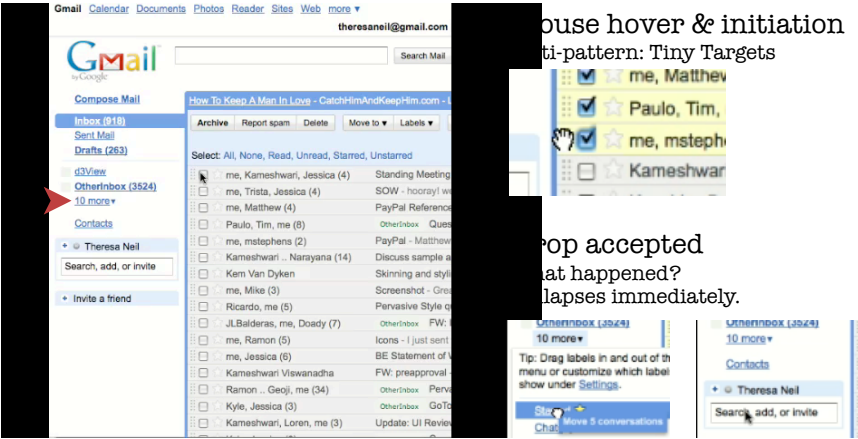


Drag, Open & Drop



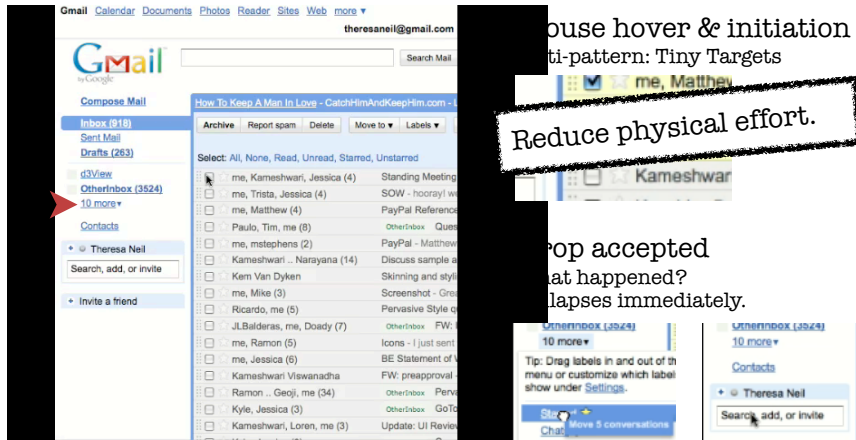
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Drag, Open & Drop



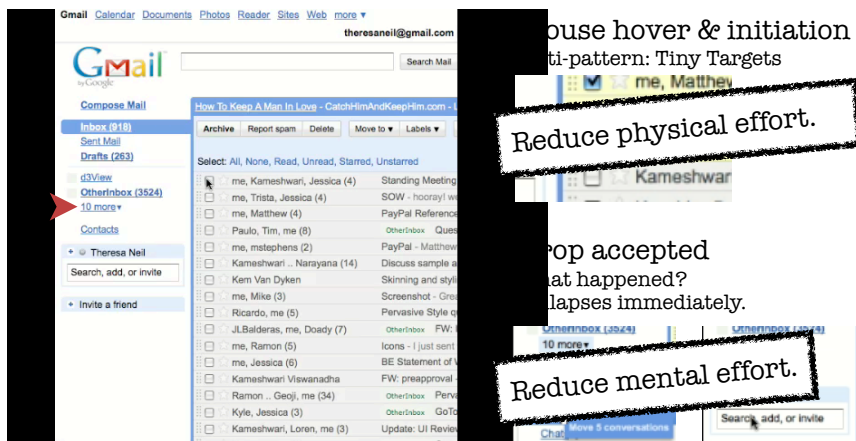
drag and drop. gmail

Drag, Open & Drop

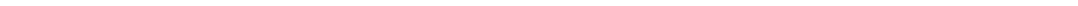
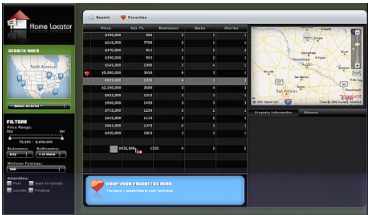
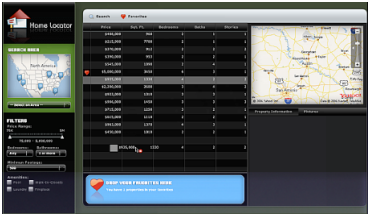


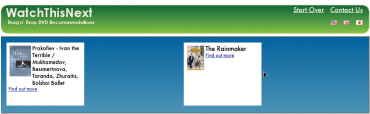
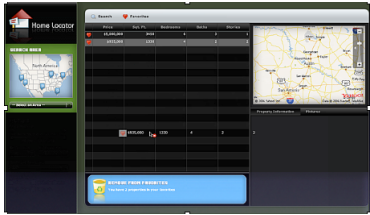
drag and drop. gmail

Drag, Open & Drop

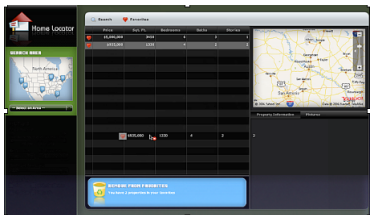


drag and drop. gmail

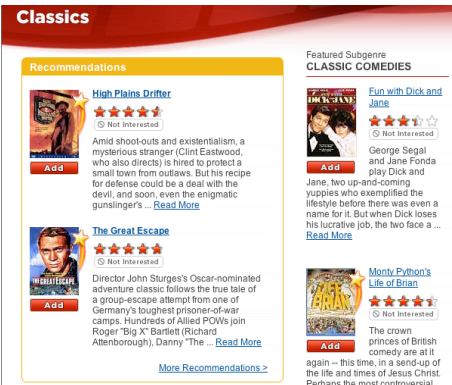




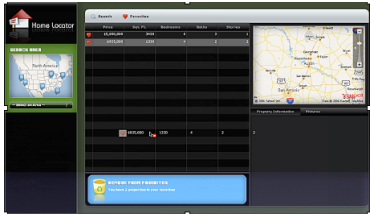
anti-pattern. artificial construct.



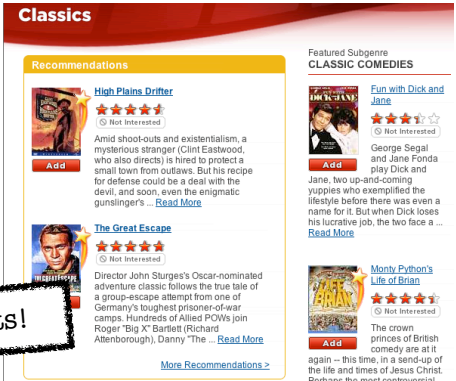
anti-pattern. artificial construct.



rate an object. netmix.com



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rate an object. netfix.com



Require a
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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 u Scroll Ball far outweigh its quirks.

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

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rating an object. y!news, netflix

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Recommend It:

☆☆☆☆☆

 Average (63 votes)

★★★★★

Classics




High Plains Drifter

★★★★★

(5 not reviewed)

Avoid chocolate and excitement, a mysterious stranger (Clint Eastwood, who also directs) is hired to protect a small town from outlaws. Such a recipe for catfornia could be kept with the even and cool, even the original gunfighter's. [Read More](#)




The Great Escape

★★★★★

(5 not reviewed)

Director John Sturges' Oscar-nominated adventure classic follows the true tale of a group-escape attempt from one of Germany's toughest prison-camp. Featuring a host of great POWs, including Roger "Big X" Baxter (Richard Attenborough), Henry "The" [Read More](#)




Fun with Dick and Jane

★★★★★

(5 not reviewed)

George Segal and Jane Fonda play Dick and Jane, two upstart young couples who overreached too heavily before there was even a name for it. Dick and Jane take his lucrative job. The two face a [Read More](#)



Moby-Dick

★★★★★

(5 not reviewed)

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Recommend It:


☆☆☆☆☆

Average (63 votes)

★★★★★

Classics

Recommendations




High Plains Drifter

★★★★★

(5 not reviewed)

Amid shoot-outs and exclamation, a mysterious stranger (Curt Emerson) who also directs is hired to protect a small town from outlaws. But the harder to defend could be a deal with the devil, and soon even the innocent gunfighters... [Read More](#)



The Great Escape

★★★★★


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


Fun with Dick and Jane

★★★★★

(5 not reviewed)

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



Monty Python's Life of Brian

★★★★★

(5 not reviewed)

The seven parodies of British comedy are all apart -- this time, it's a look-up of the life and times of Jesus Christ. Perhaps the most controversial ... [Read More](#)

The Critics:

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14 reviews

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F

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282

pages

submitted by [u2dmac](#) 1 day 1 hour ago (via [http://mac](#))

[blog](#)

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 u Scroll Ball far outweigh its quirks.

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Recommend It:


☆☆☆☆☆

Average (63 votes)

★★★★★

Classics

Recommendations




High Plains Drifter

★★★★★

(5 not reviewed)

Amid shoot-outs and exclamation, a mysterious stranger (Curt Emerson) who also directs is hired to protect a small town from outlaws. But the harder to defend could be a deal with the devil, and soon even the innocent gunfighters... [Read More](#)



The Great Escape

★★★★★


(5 not reviewed)

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" Baxter (Richard Attenborough), Danny "Doc" ... [Read More](#)

[More Recommendations >](#)

Featured Reptone

CLASSIC COMEDIES




Fun with Dick and Jane

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Submitted by [lantzilla](#) 1 day 1 hour ago (via [http://mac](#))

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

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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)



[lantzilla](#) pro says:

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

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

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rating an object. yinews, netflix

RECOMMEND THIS STORY

Recommend It: ☆☆☆☆☆ Average (63 votes) ★★★★★

Classics

Plains Drifter

★★★★★

It's a short-cut and understated, a brilliant director (Curtis Hanson) who also directs in these 10 minutes, and then the movie. But the reason to believe could be a real with the stars, and soon, even the original gunfighters. [Read More](#)

The Great Escape

★★★★★

It's not a movie.

Director John Sturges's Oscar-nominated adventure classic follows the true tale of a group of men who escape from one of Germany's toughest prison-of-war camps. Hundreds of Allied POWs join Roger "Big X" Baxter (Richard Attenborough), Danny "Doc" (Paul Hirsch), and many others. [Read More](#)

Movie (Father's Day)

★★★★★

It's not a movie.

The sweet comedy is all about the life and times of a man who is the most controversial. [Read More](#)

The Critics: **B-** 14 reviews

My Grade: **A**

Yahoo! Users: **B+** 13199 ratings

Rate this Movie! Select grade to the right

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Total rating: -16 32 48

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Contextual Tools (inline on hover)



lantilla

pro

says:

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

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☐ Lettuce

☐ Bread

☐ Chips

contextual tool actions. backpackit

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lantilla

pro

says:

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or to preserve readability.

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☐ Tomatoes

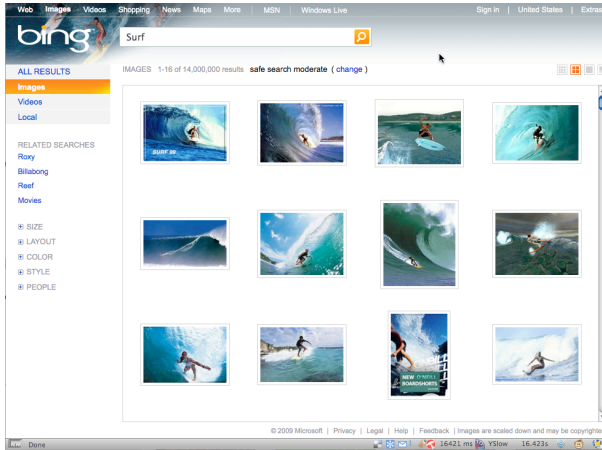
☐ Lettuce

☐ Bread

☐ Chips

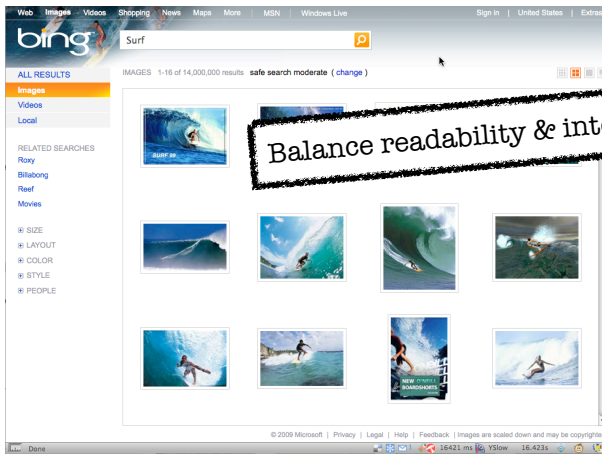
contextual tool actions. backpackit

Contextual Tools (overlay on hover)



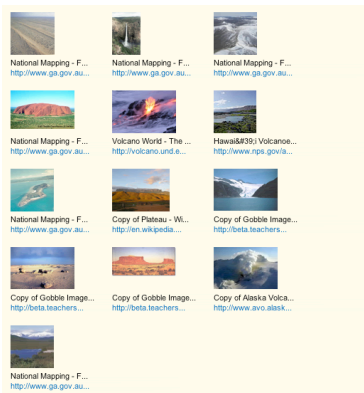
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Contextual Tools (overlay on hover)



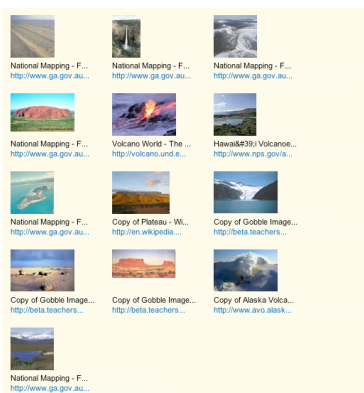
contextual tool overlay. bing.com

Anti-Pattern: Hover & Cover



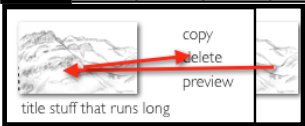
anti-pattern. hover & cover. yahoo! teachers

Anti-Pattern: Hover & Cover

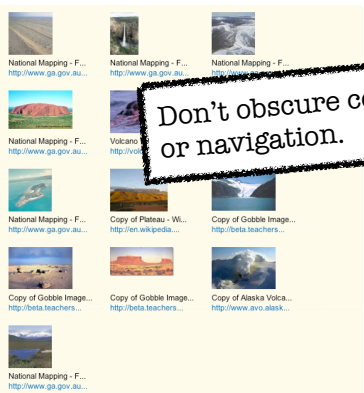


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	Page Render	Mouse over object	Mouse leaves tool layer	Tool selected	In Progress	Complete
Cursor		link cursor				
Actionable Object		Wrapped by tool layer	Normal display mode	Normal display mode		
Contextual Tools		Show tool layer	Hide tool layer	Hide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

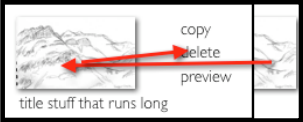


Anti-Pattern: Hover & Cover



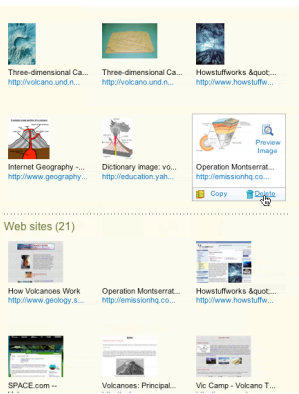
Don't obscure context or navigation.

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



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Hover & Cover Refactored



Web sites (21)

hover & cover resolved. y! teachers

Hover & Cover Refactored




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LOOK INSIDE!



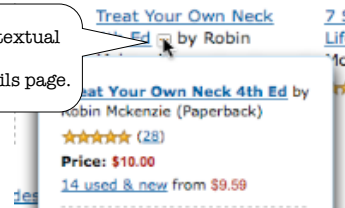
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Click: goes to details page.



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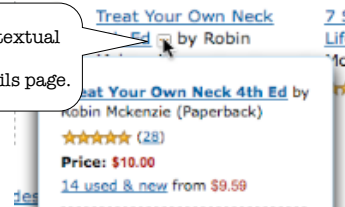
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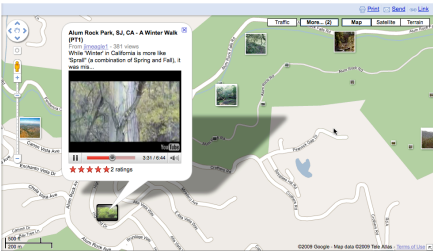
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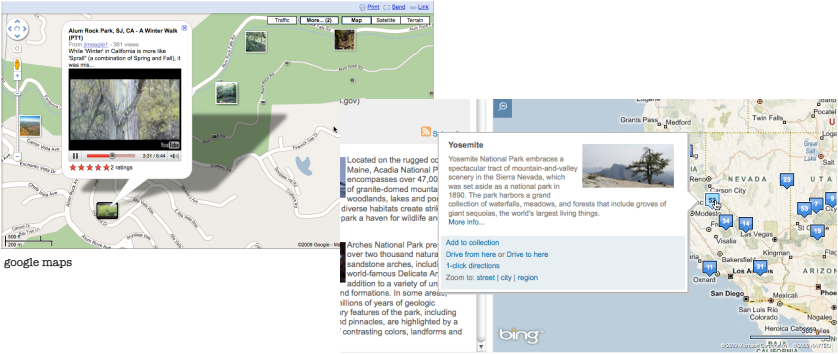
Do one thing well.

Contextual Tools (overlay on click)



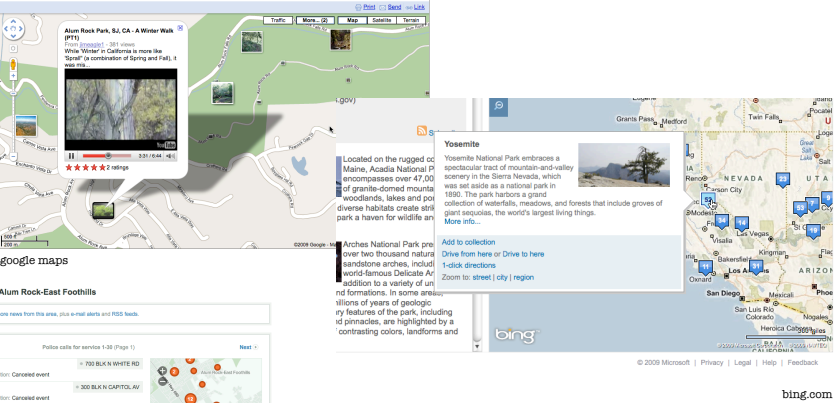
google maps

Contextual Tools (overlay on click)



google maps

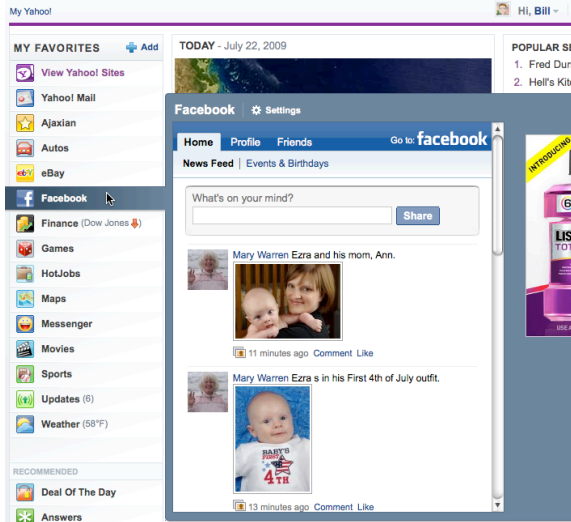
Contextual Tools (overlay on click)



Contextual Tools (overlay on click)

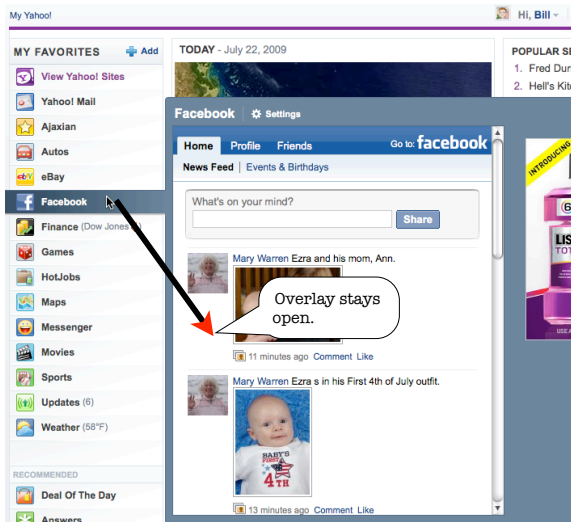


What about new Yahoo page?



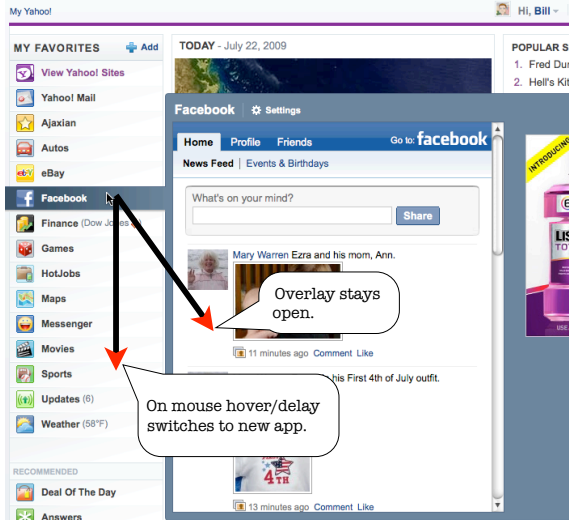
embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



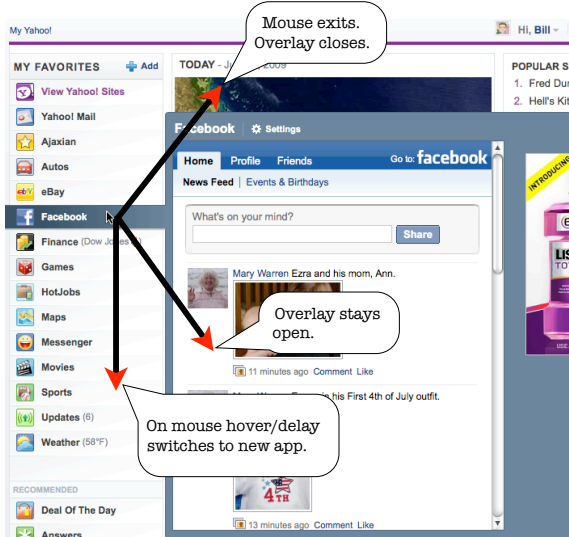
embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



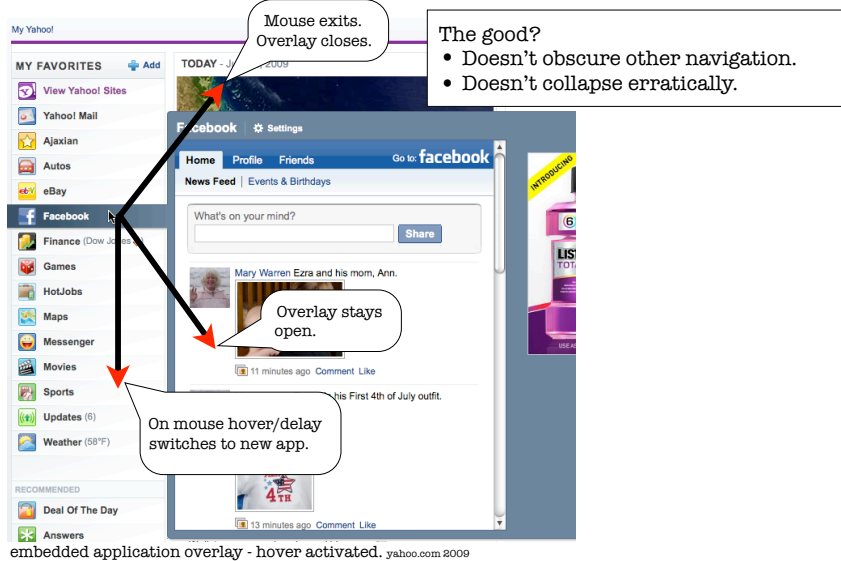
embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



embedded application overlay - hover activated. yahoo.com 2009

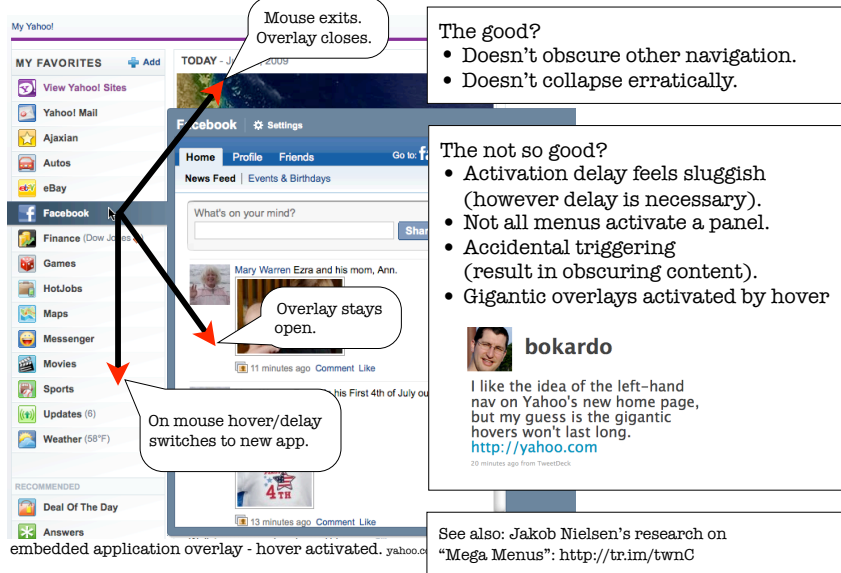
What about new Yahoo page?



What about new Yahoo page?



What about new Yahoo page?



The screenshot shows the new Yahoo! homepage with a left-hand navigation menu. Annotations highlight specific interactions:

- Mouse exits. Overlay closes.** (Pointing to the top of the Facebook overlay)
- Overlay stays open.** (Pointing to the Facebook overlay)
- On mouse hover/delay switches to new app.** (Pointing to the Facebook icon in the left-hand menu)

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

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

embedded application overlay - hover activated. yahoo.o



Maintain flow.

Exploratorium Exhibit



Spot the differences

Spot the differences



Now try again...

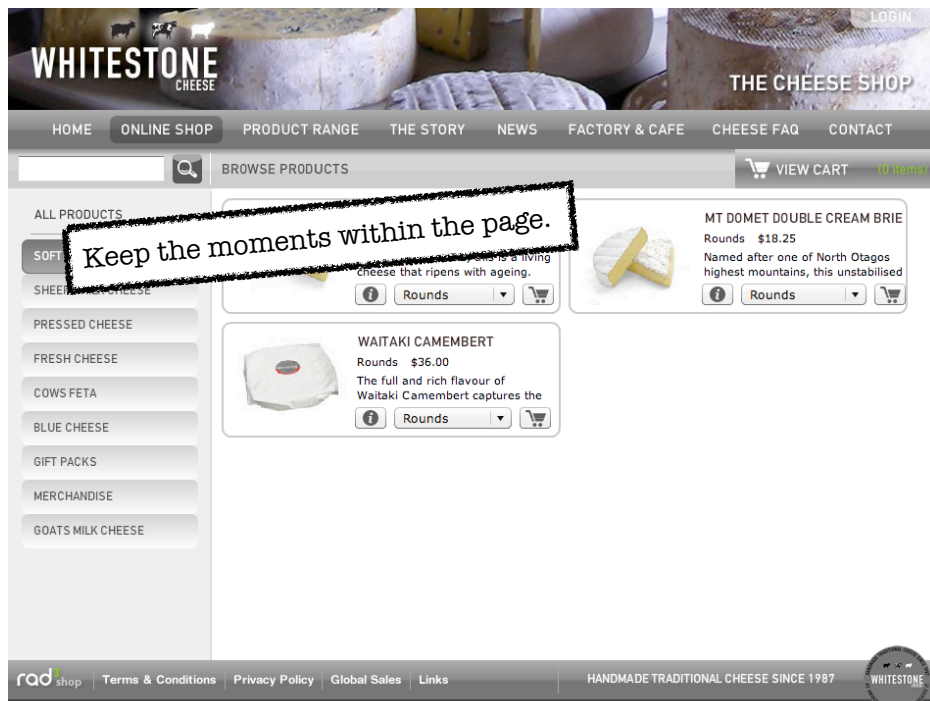
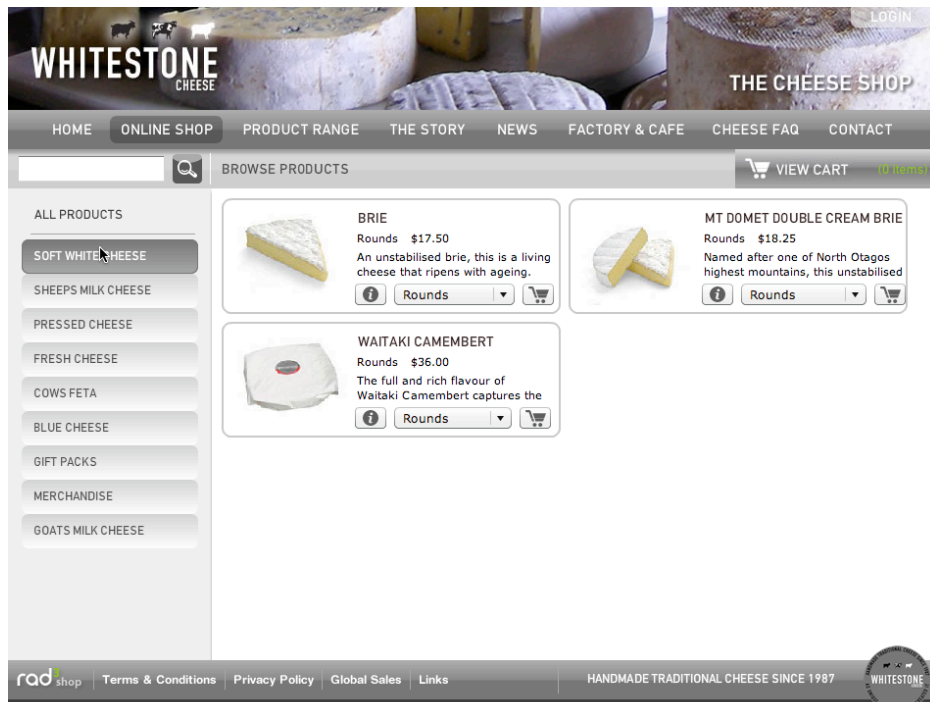
Now try again...



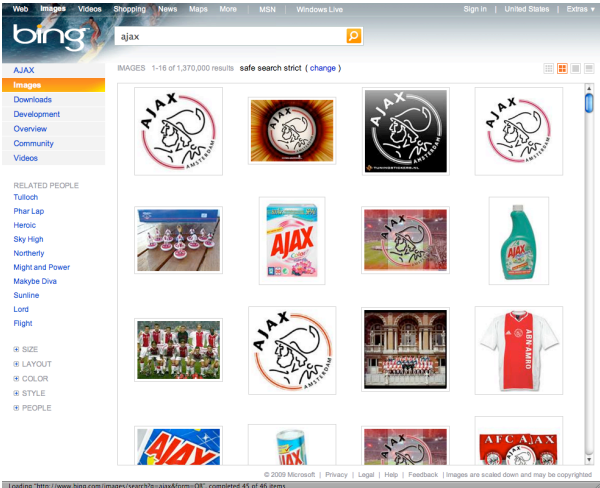
Now try again...

Keep the moments within the page.



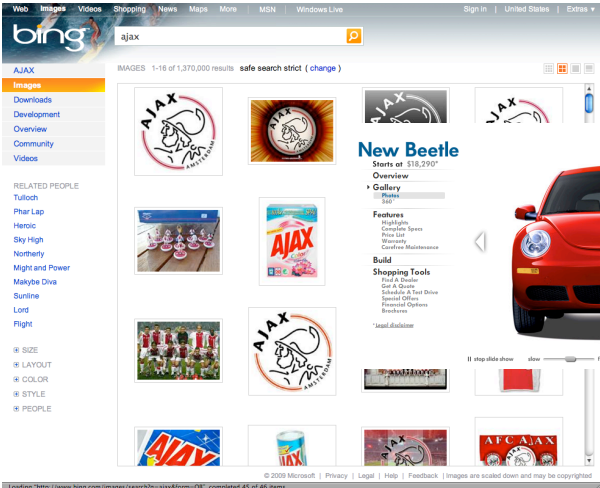


Virtual Space



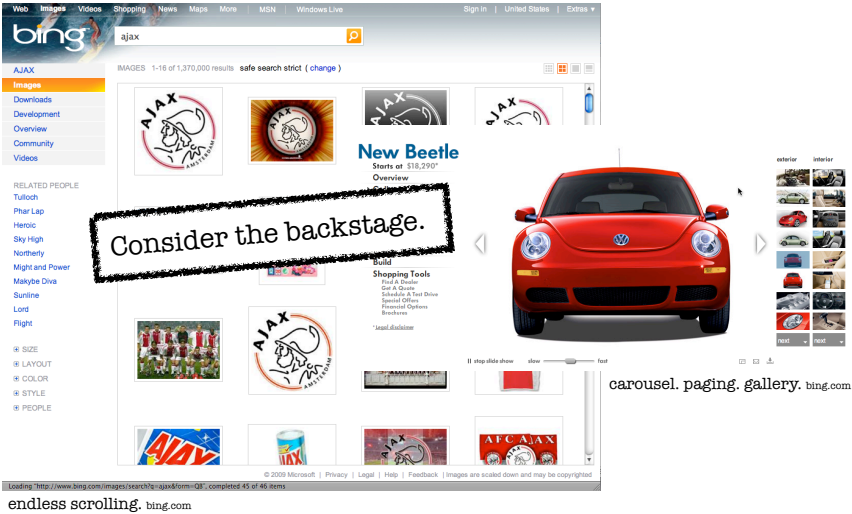
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Virtual Space



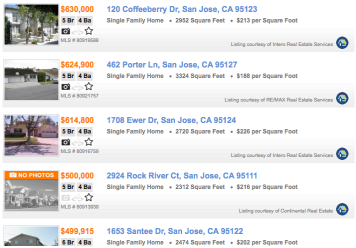
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Inlays



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Inlays



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Single Family Home • 2882 Square Feet • \$212 per Square Foot

MLS # 80910588



\$624,900

462 Porter Ln, San Jose, CA 95128

Single Family Home • 2372 Square Feet • \$216 per Square Foot

MLS # 80913039



\$499,915

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Single Family Home • 2474 Square Feet • \$202 per Square Foot

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HL 2.0 10/1/2020

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\$624,900

5 BR • 4 BA

HL 2.0 10/1/2020

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[View Details](#)



\$611,000

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HL 2.0 10/1/2020

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Listing courtesy of Continental Real Estate



\$489,915

6 BR • 4 BA

HL 2.0 10/1/2020

1653 Santee Dr, San Jose, CA 95122

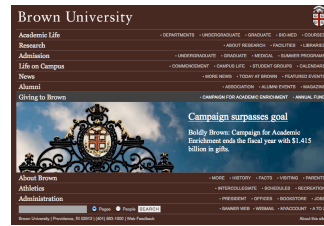
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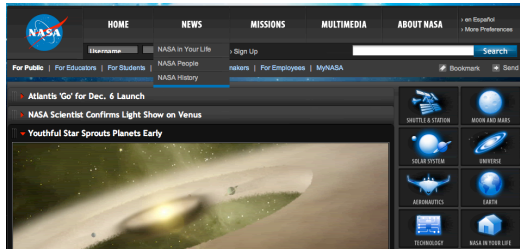
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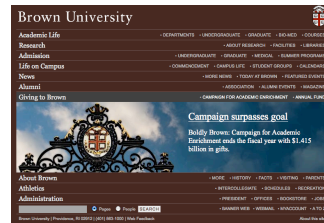
click activated inlay. roost.com



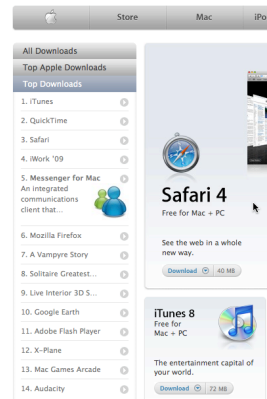
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120 Coffeysberry Dr, San Jose, CA 95123
Single Family Home • 2952 Square Foot • \$212 per Square Foot



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\$489,915
5Br • 4Ba
Call
NMLS #1021078

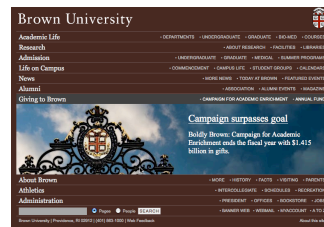
1653 Santee Dr, San Jose, CA 95122
Single Family Home • 2674 Square Foot • \$202 per Square Foot

Listing courtesy of Century 21 Real Estate Services

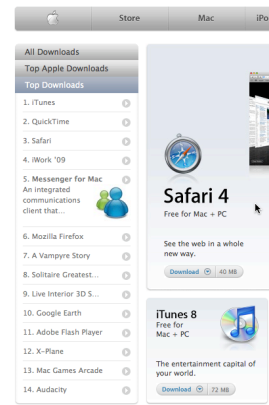
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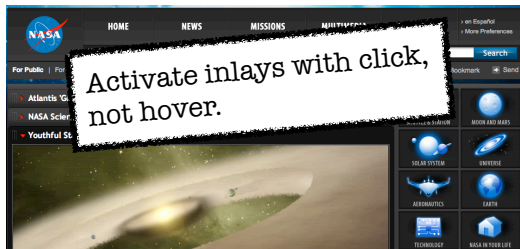
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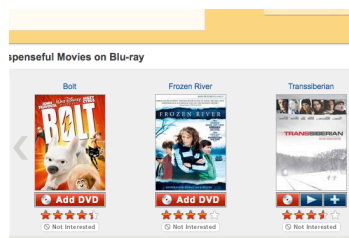


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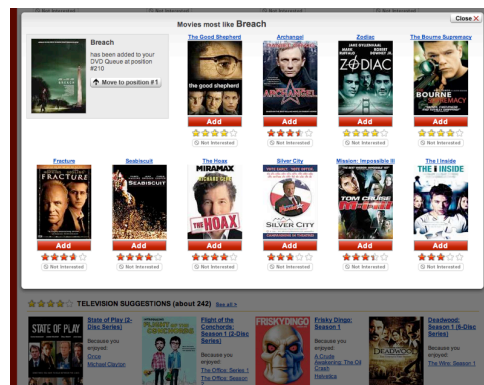
hover activated accordion. nasa.gov

Overlays



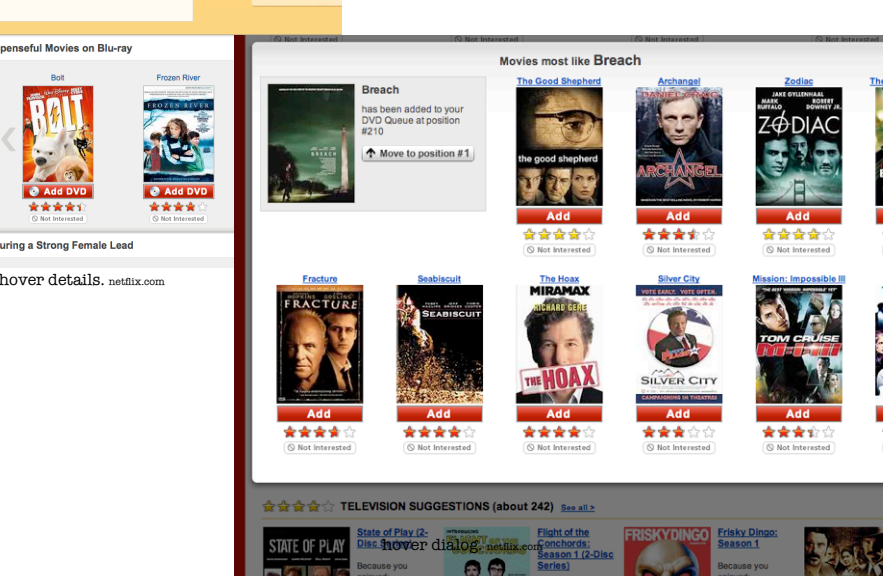
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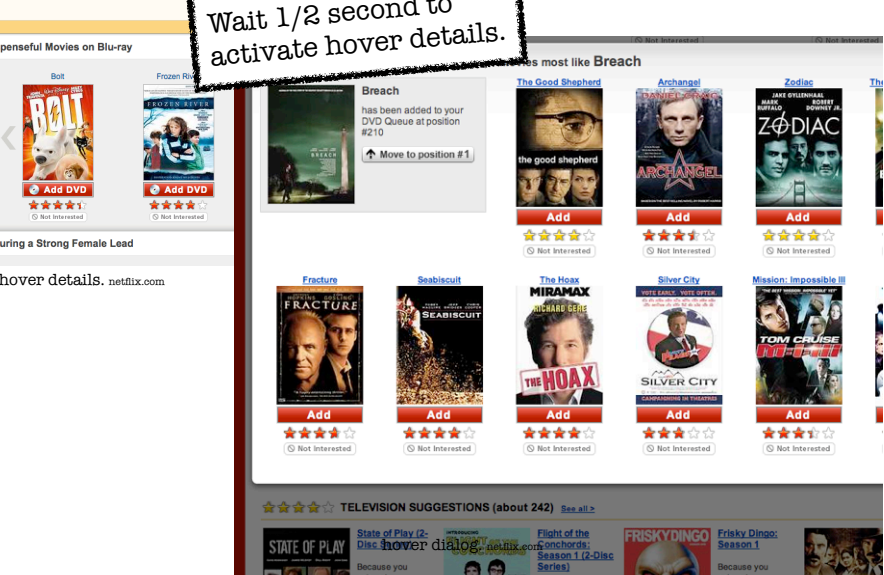


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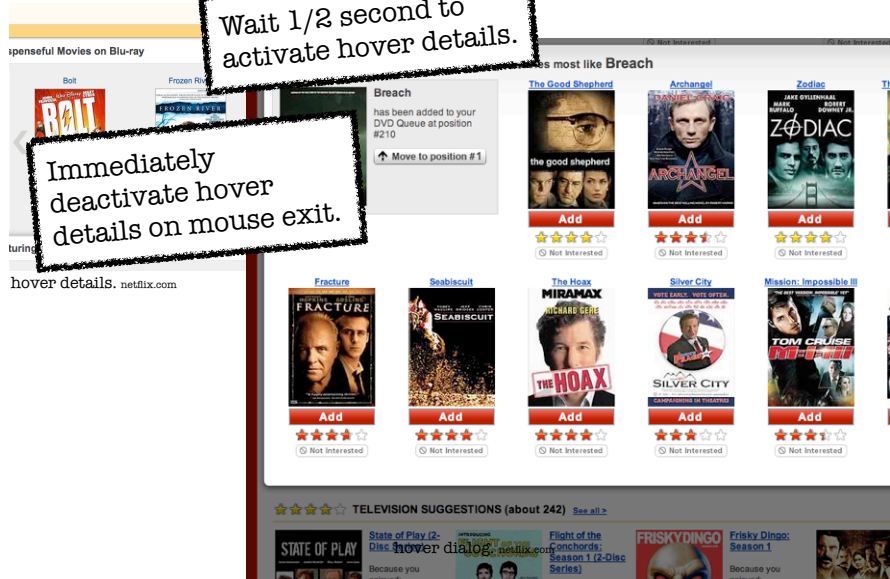
Overlays



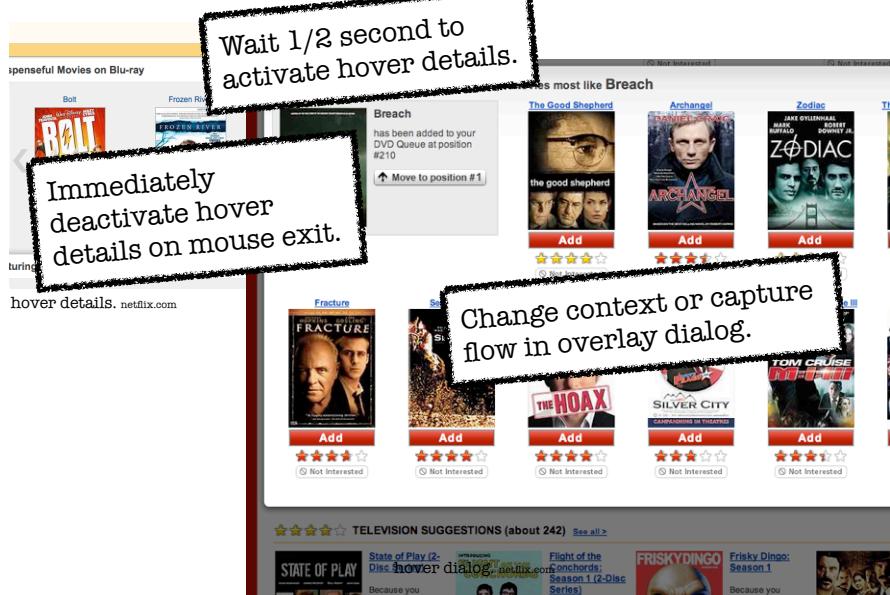
Overlays



Overlays



Overlays



Anti-Pattern: Idiot Boxes

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Outdoor Seating: No	Waiter Service: No	Wheelchair Accessible: Yes
	Good for: Lunch	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

Anti-Pattern: Idiot Boxes


Welcome, **b.scott**
[[Sign Out](#), [My Account](#)]
All My Photos

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

Upload Photos

All My Photos

My Albums
Paris06
 My Tags
 My Friends' Photos

All My Photos

Slideshow
Create ▾
Share ▾
Edit ▾
Prints & Gifts ▾

Drag photos into this tray and choose a task above.

Sort by: [Date](#) ▾



Sunset



Underneath



View from the Top





Eiffel Pulley

From Second Floor Up

Eiffel Tower

Friendly advice for photo sharing.

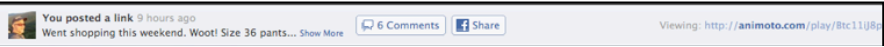
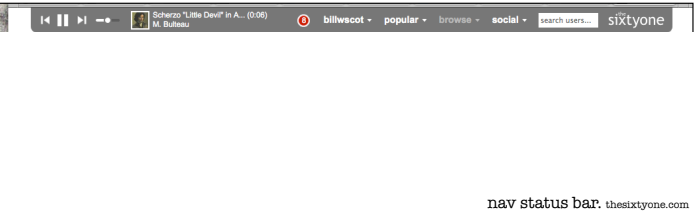


anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes



Nav Bars: Seamless Context



Nav Bars: Seamless Context



nav status bar, thesixtyone.com

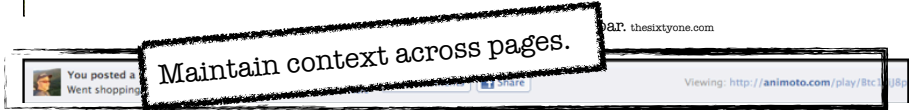
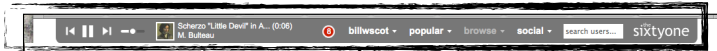


nav status bar, facebook.com

nav status bar, digg.com



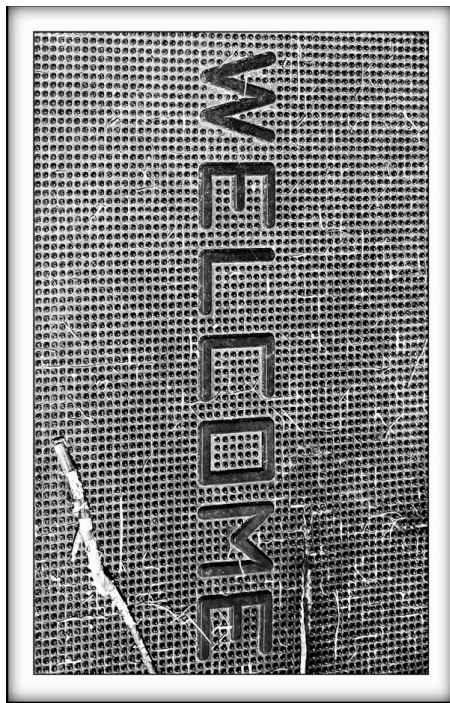
Nav Bars: Seamless Context



nav status bar, facebook.com

nav status bar, digg.com





Invite interaction.

DUSTIN CURTIS

◉ PREV ⚡ NEXT ◉

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 <u>Twitter</u> ."	4.70%

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

PERMUTATION	CLICKTHROUGH
"I'm on <u>Twitter</u> ."	4.70%
PERMUTATION	CLICKTHROUGH
"Follow me on <u>twitter</u> ."	7.31%

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

PERMUTATION	CLICKTHROUGH
"I'm on <u>Twitter</u> ."	4.70%
"Follow me on <u>twitter</u> ."	7.31%
"You should follow me on <u>twitter</u> ."	10.09%

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

PERMUTATION	CLICKTHROUGH
"I'm on <u>Twitter</u> ."	4.70%
"Follow me on <u>twitter</u> ."	7.31%
"You should follow me on <u>twitter</u> ."	10.09%
"You should follow me on twitter <u>here</u> ."	12.81%

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

PERMUTATION	CLICKTHROUGH
"I'm on <u>Twitter</u> ."	4.70%
"Follow me on <u>twitter</u> ."	7.31%
"You should follow me on <u>twitter</u> ."	10.09%
"You should follow me on twitter <u>here</u> ."	12.81%

Use a clear call to action.

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

Hover Invitations

hover invitation. yimovies

My Grade:

B-

Fair

[write a review](#)

A

B+ B B-

C

D

F

Hover Invitations

hover invitation. yimovies

My Grade:

B-

Fair

[write a review](#)

A

B+ B B-

C

D

F

Front Grounds

ADD

NOTE

SEND TO

GROUP

ADD

TO SET

THIS

Click to edit

PRINTS

& MORE



tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. yimovies

My Grade:

B-

Fair

[write a review](#)

A

B+ B B-

C

D

F

hover & tool invitation. backpackit

Lists

☐ Remove this item

Add item

 or

I'm done adding items

Make a new list

Front Grounds

ADD

NOTE

SEND TO

GROUP

ADD

TO SET

THIS

Click to edit

PRINTS

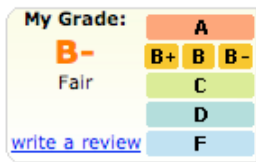
& MORE



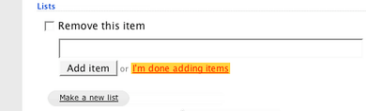
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. ymovies



hover & tool invitation. backpackit

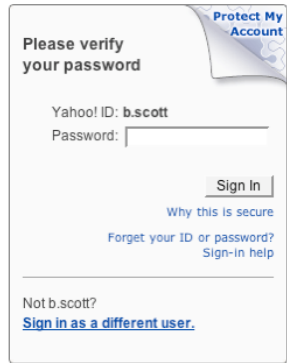


Front Grounds



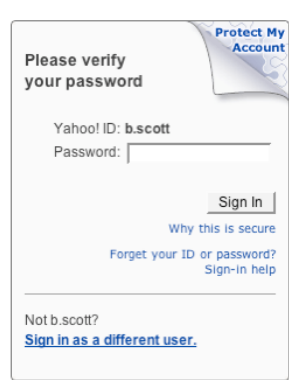
tooltip, hover & cursor invitation. flickr.com

Blank Slate Invitation

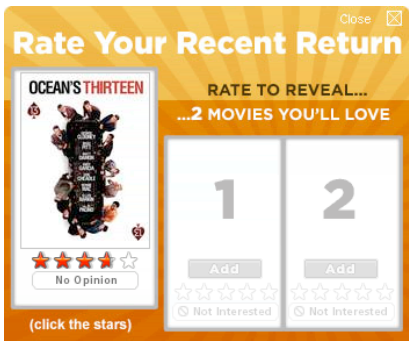


dog-ear invitation. login.yahoo.com

Blank Slate Invitation

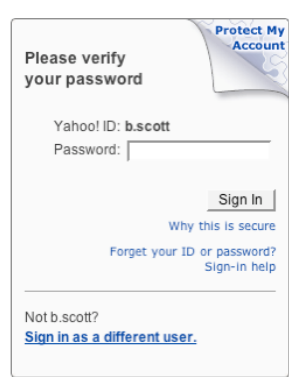


dog-ear invitation. login.yahoo.com

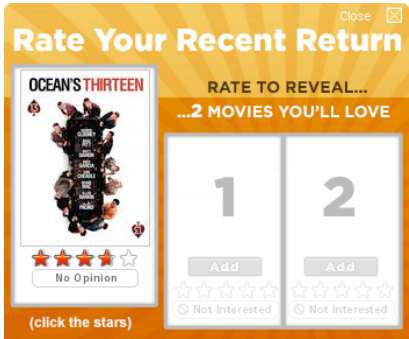


fill-in-the-blanks invitation. netflix

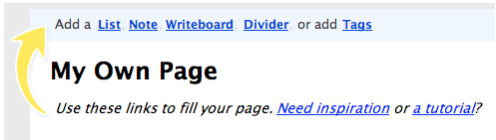
Blank Slate Invitation



dog-ear invitation. login.yahoo.com

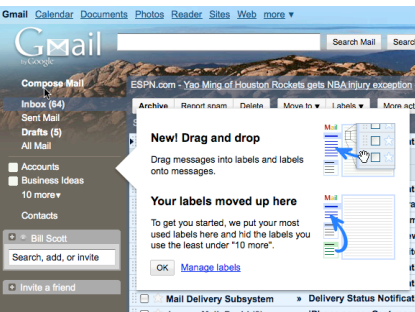
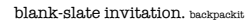
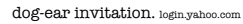


fill-in-the-blanks invitation. netfix

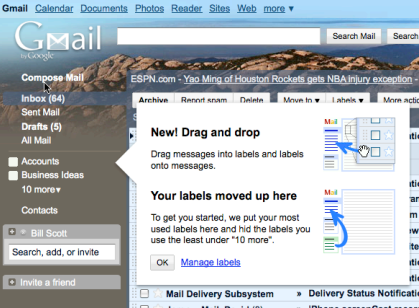


blank-slate invitation. backpackit

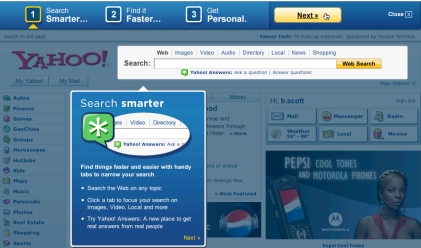
Tour Invitation



Tour Invitation

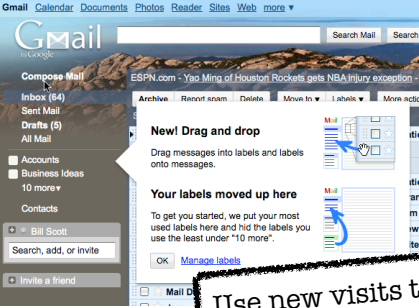


tour invitation. gmail

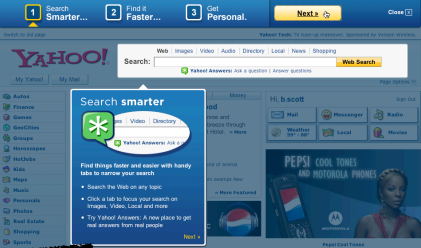


tour invitation. yahoo.com

Tour Invitation




tour invitation. gmail



tour invitation. yahoo.com

Use new visits to promote new features.

Prompt Invitation




What are you doing right now?

facebook.com



Prompt Invitation



Bill is |

Post

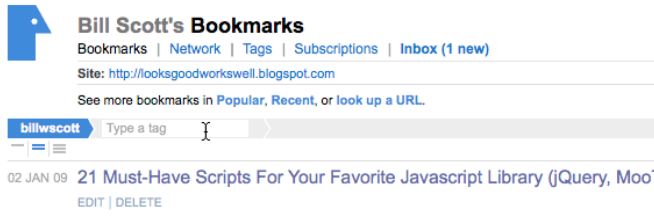
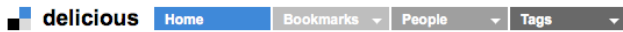
facebook.com



Prompt Invitation



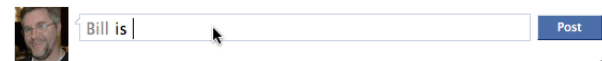
facebook.com



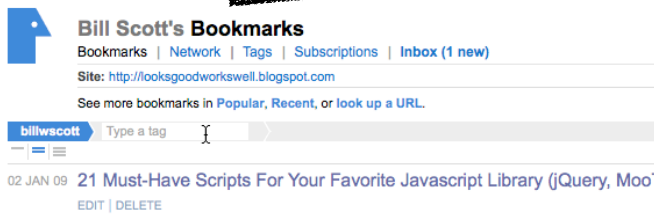
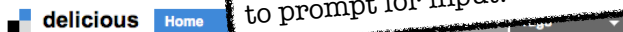
delicious.com



Prompt Invitation



facebook.com



delicious.com

Use questions or commands
to prompt for input.



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



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\$59.50

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\$59.50

button. the gap

Pick Up at the Store



Edit

Milk

Orange Juice

Tomatoes

Lettuce

Bread

Chips

hyperlink. backpackit

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Lettuce

Bread

Chips

hyperlink. backpackit

hntzlla ars says:
with biscuits and gravy and all the fixins...
about 10 hours ago permalink

hntzlla is a friend. [Change](#)

Photos

Profile

Tags

Archives

Favorites

Contacts

Send FlickrMail

Block hntzlla

(Some HTML is OK.)

drop down arrow. flickr

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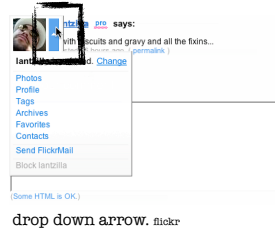
Contacts

Send FlickrMail

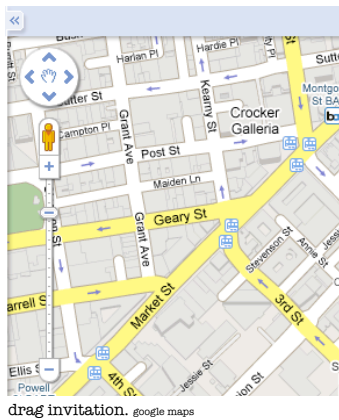
Block hntzlla

(Some HTML is OK.)

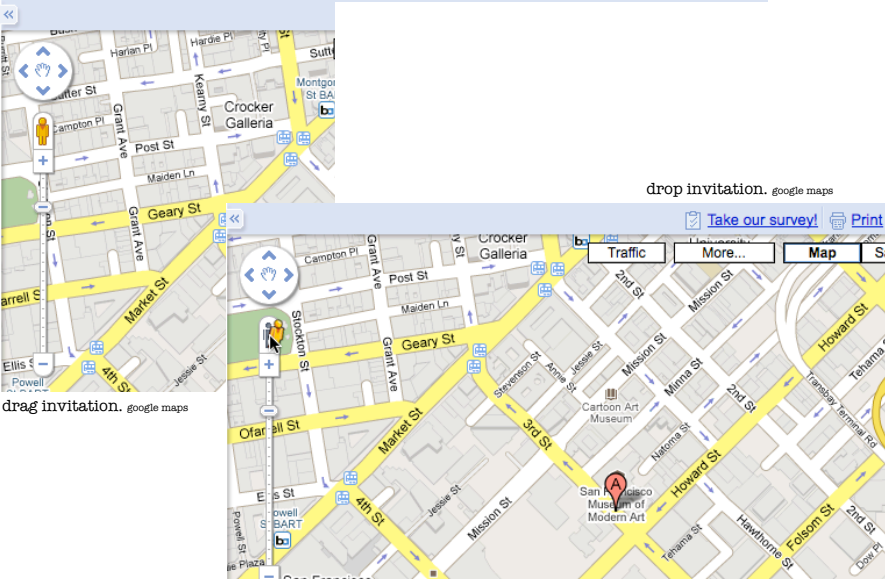
drop down arrow. flickr



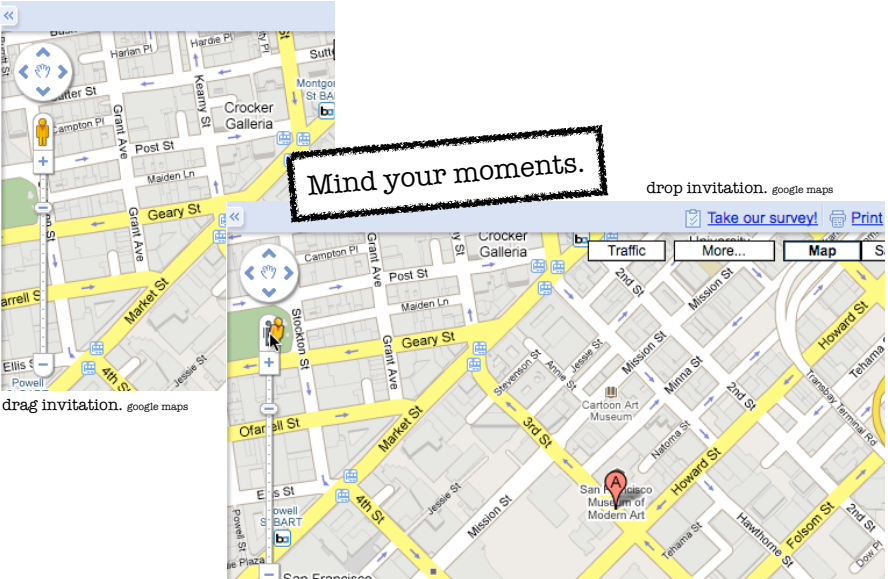
Drag & Drop Invitation



Drag & Drop Invitation



Drag & Drop Invitation

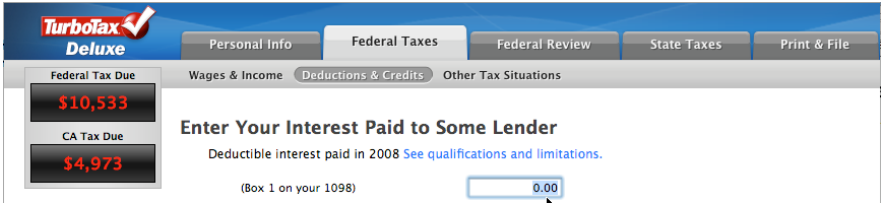




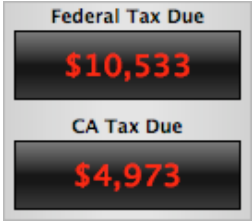
Show transitions.



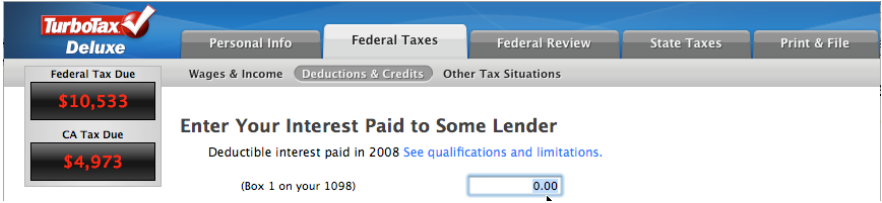
anti-pattern. needless fanfare. macintosh turbo tax



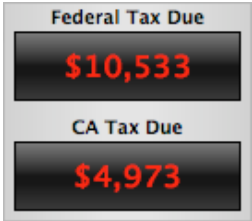
anti-pattern. needless fanfare. macintosh turbo tax



again in slow-motion...

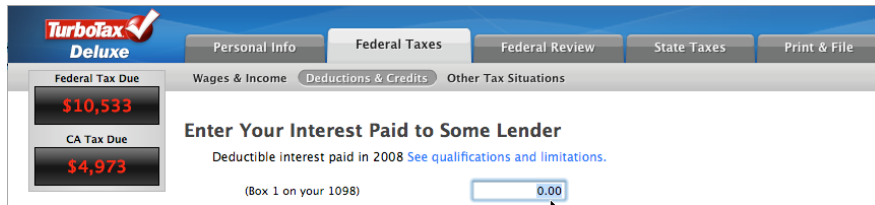


anti-pattern. needless fanfare. macintosh turbo tax

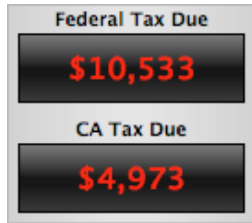


again in slow-motion...





anti-pattern. needless fanfare. macintosh turbo tax



again in slow-motion...



MIND HACKS

Tips & Tools for Using Your Brain



Tom Stafford & Matt Webb

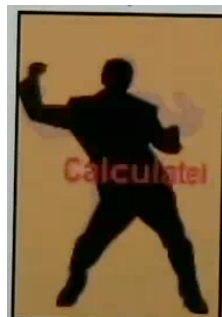
O'REILLY®

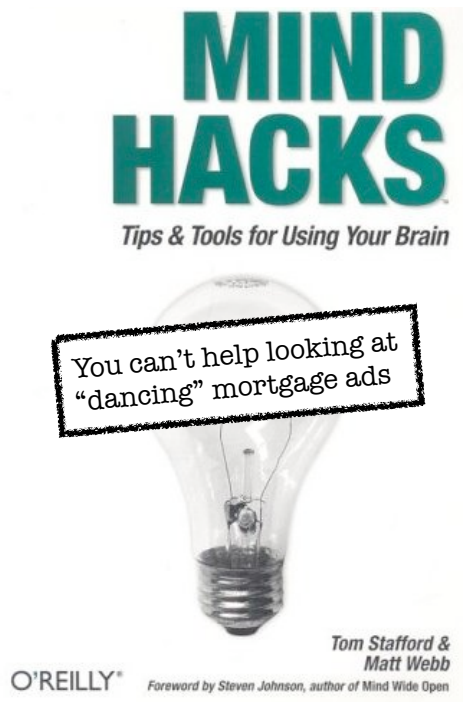
Foreword by Steven Johnson, author of Mind Wide Open



Attention processing is hard-wired into the brain

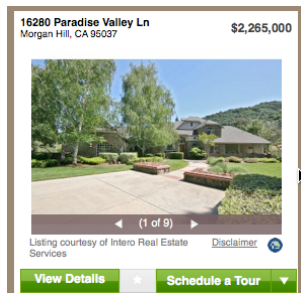
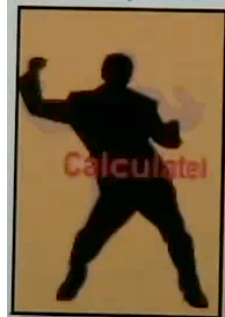
It is chemistry. You can't help it.



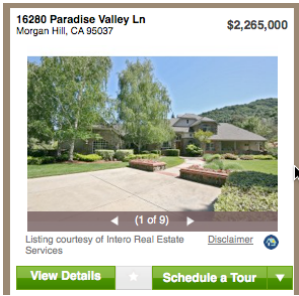


Attention processing is hard-wired into the brain

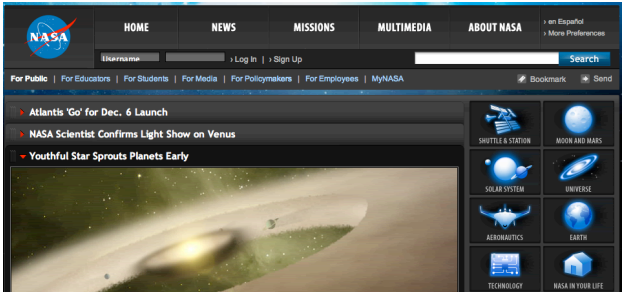
It is chemistry. You can't help it.



anti-pattern. needless fanfare. roost.com

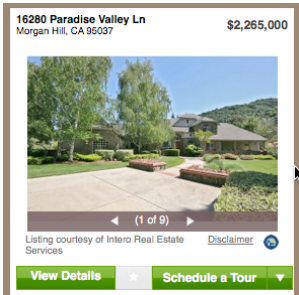


anti-pattern. needless fanfare. roost.com

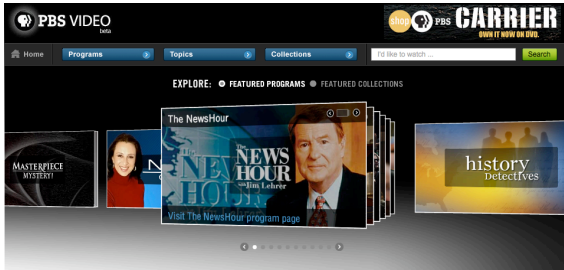


anti-pattern. needless fanfare. nasa.gov

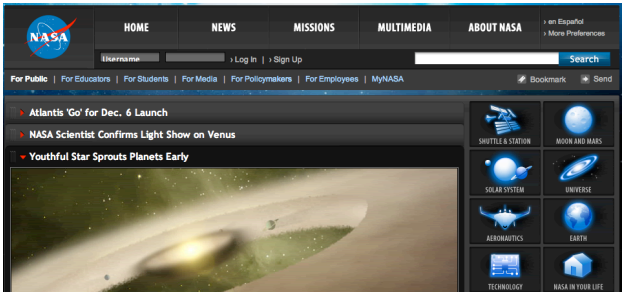
Designing Visual Interfaces. Kevin Mullet & Darrell Sano



anti-pattern. needless fanfare. roost.com

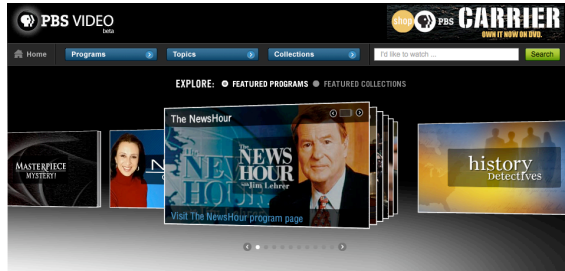
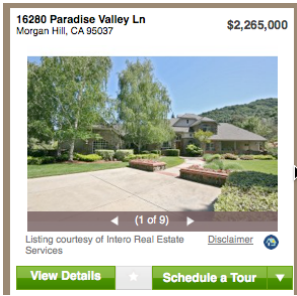


anti-pattern. needless fanfare. pbs.org



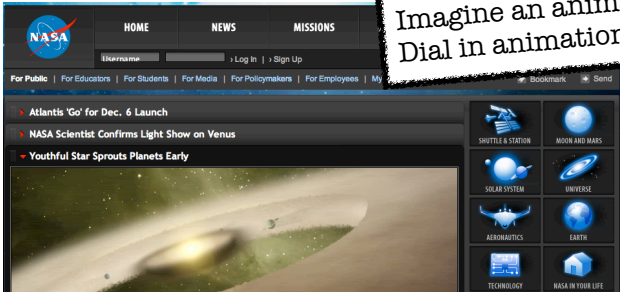
anti-pattern. needless fanfare. nasa.gov

Designing Visual Interfaces. Kevin Mullet & Darrell Sano



anti-pattern. needless fanfare. pbs.org

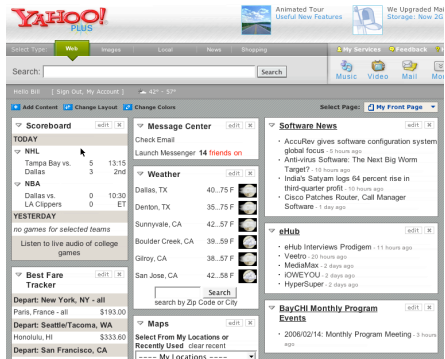
anti-pattern. needless fanfare. roost.com



Imagine an animation knob.
Dial in animation carefully.

anti-pattern. needless fanfare. nasa.gov

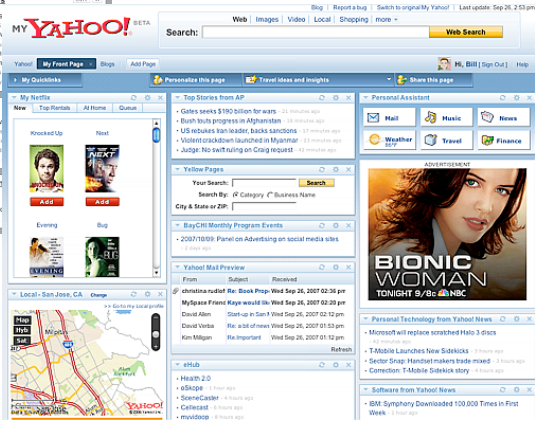
Designing Visual Interfaces. Kevin Mullet & Darrell Sano



original. animation on drop. my.yahoo!



original. animation on drop. my yahoo!

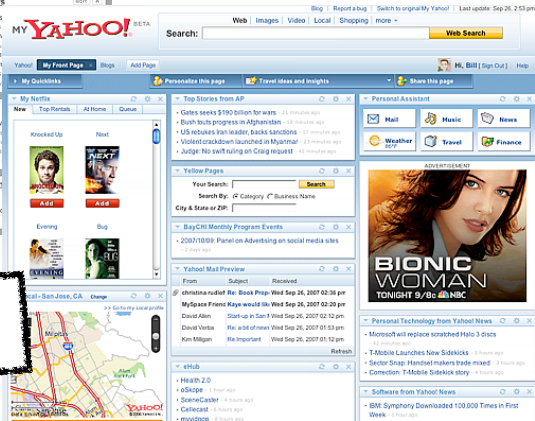


current. no animation on drop. my yahoo!



original. animation on drop. my yahoo!

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



current. no animation on drop. my yahoo!

Moments Communicate



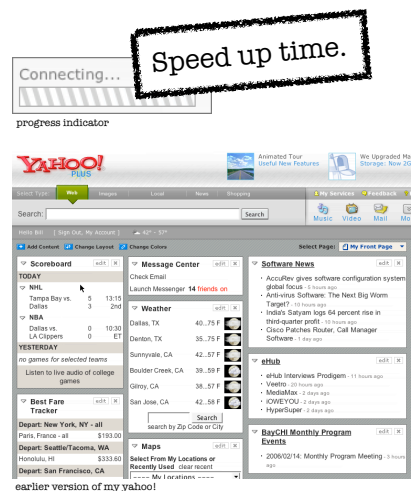
Moments Communicate



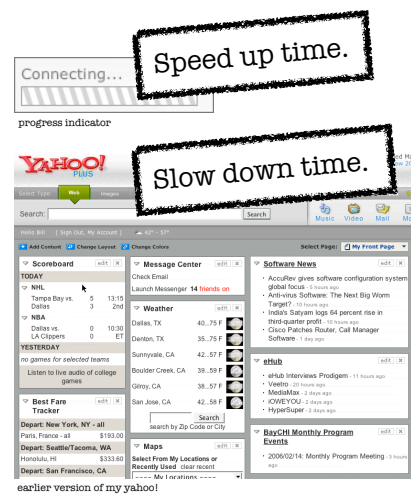
Moments Communicate



Moments Communicate



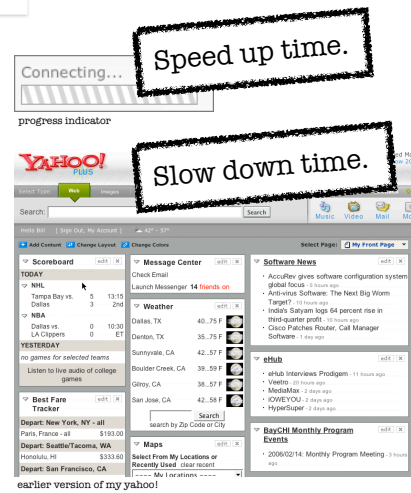
Moments Communicate



Moments Communicate



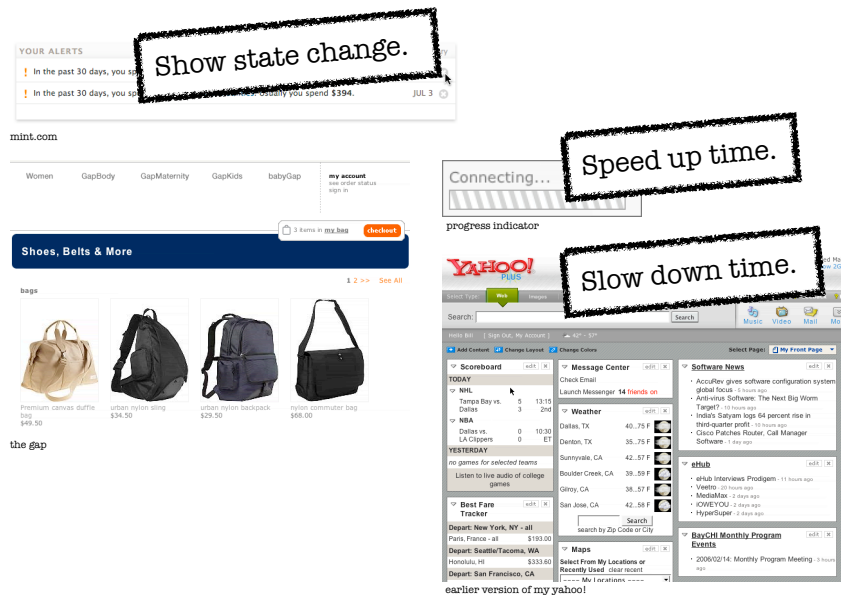
mint.com



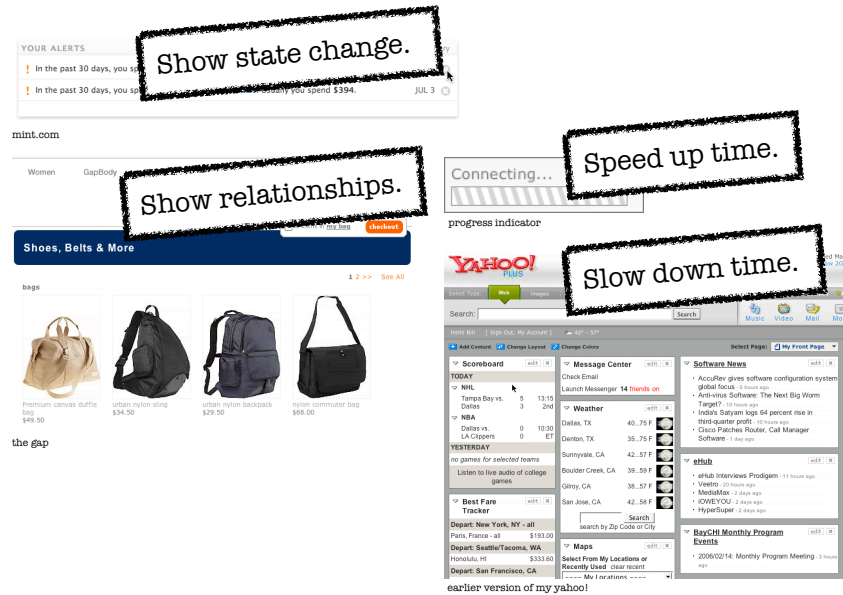
Moments Communicate



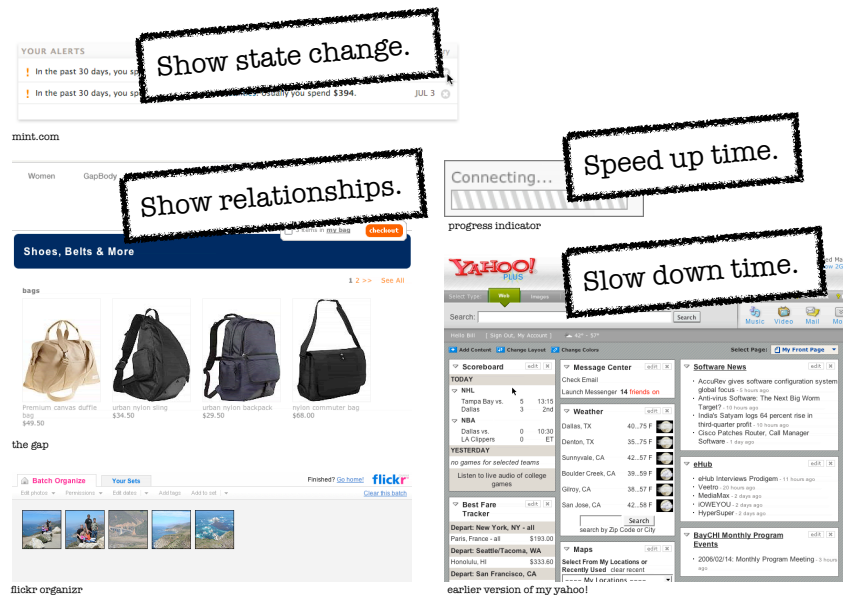
Moments Communicate



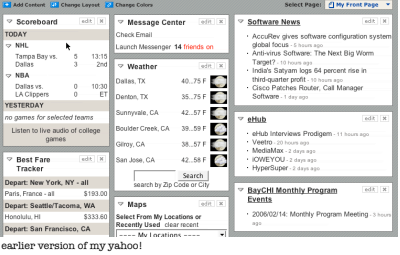
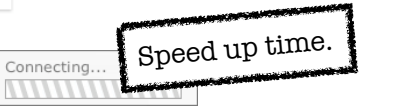
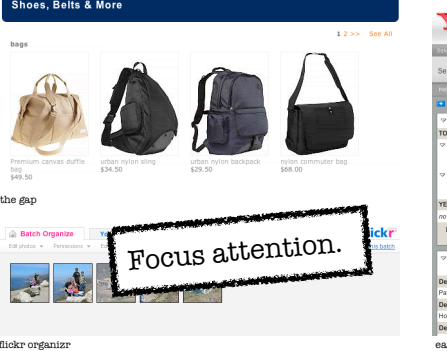
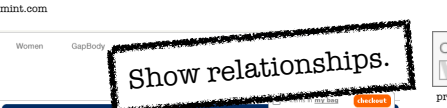
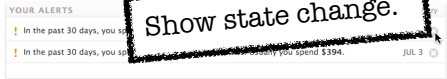
Moments Communicate



Moments Communicate



Moments Communicate



earlier version of my yahoo!

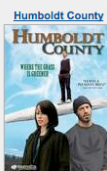


Late Night Comedies

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



Add
★★★★☆
Not Interested

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



Add
★★★★☆
Not Interested

[The Onion Movie](#)



Add
★★★★☆
Not Interested

[A Dirty Shame](#)



Add
★★★★☆
Not Interested

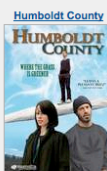
experiment on home page

Late Night Comedies

Not Interested See All >

Based on your interest in
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Suggestions (1435) | Rate Movies | Taste Preferences | Movies You've Rated (608)

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

Rating Movies In All Genres

RATED MOVIES 608

Miss Congeniality

Big Momma's House

Hitch

Taxi Driver

Add

Add

Add

Add

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, Sidestep or Travelocity. Just say so!

From Boston, Logan, MA (BOS)

To Dallas/Ft. Worth, TX (DFW)

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

Passengers:
1 adult

Other trip details:
Economy class on American Airlines

redirect

live feedback. wundrbar

Live Feedback

Upload to Flickr

File	Size
041_0001.png	356.9 KB
041_0003a.png	69.6 KB
041_0002.png	62.4 KB
041_0005.png	71.1 KB
041_0003b.png	70.3 KB
041_0004.png	61.3 KB
041_0001.png	62.4 KB
041_0004.png	94.9 KB
041_0006a.png	141.5 KB
041_0006b.png	141.5 KB
77 files	Total: 7.47 MB

Uploading Tools

On-line streaming software available for Windows & Mac to help you get your photos and videos on to Flickr quickly and efficiently.

Check out [the Flickr Tools page](#) for more information and downloads.

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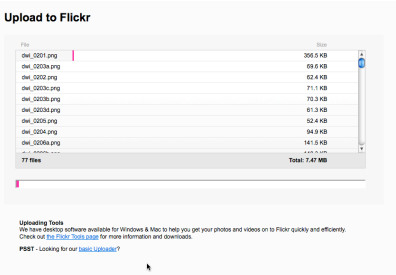
Passengers:
1 adult

Other trip details:
Economy class on American Airlines

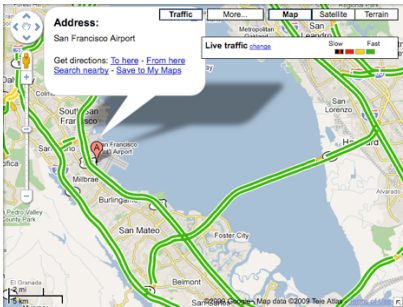
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live feedback. wundrbar

Live Feedback



live feedback. flickr



live feedback. google maps

wundrbar

beta

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live feedback. wundrbar

Live Feedback

Create a tight feedback loop with the user.

live feedback. flickr

live feedback. google maps

wundrbar

beta

merican airlines from july 12 to july 16

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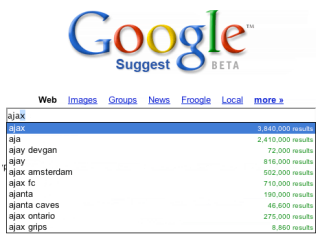
live feedback. wundrbar

Live Suggest

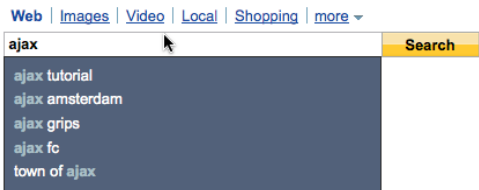


live suggest, google (early version)

Live Suggest



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live suggest, yahoo search

Live Suggest

Google

Suggest

BETA

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ajax	3,640,000 results
aja	2,410,000 results
ajay devgan	72,000 results
ajay	816,000 results
ajax amsterdam	502,000 results
ajax fc	710,000 results
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ajanta caves	46,600 results
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Search

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Research

Options | Go to... | Help

monterrey

monterrey mexico

monterrey rf mexico

arena monterrey

tec de monterrey

tecnologico de monterrey

monterrey nuevo leon

monterrey mexico map

universidad de monterrey

cablevision monterrey

Refine Search

Results 1 - 10 of about 8,620,000 for monterrey

Did you mean: monterrey

Save on Monterrey Hotels at Expedia.com

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Monterrey Vacations with Travelocity

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News Results for monterrey

FC Dallas traveling poster to Monterrey - OurSports Central - Jul 24 6:16 PM

Yahoo! Shortcut - About

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Bucket test: NONE

All About Monterrey

City guide includes information about hotels, restaurants, nightlife, entertainment, maps, and more. - Monterrey is a unique city which is often called the richest city in Mexico. Monterrey is also a powerhouse in the business ...

www.allaboutmonterrey.com

Monterrey - Wikipedia, the free encyclopedia

Monterrey is the capital city of the northeastern Mexican state of Nuevo Leon and

Live Suggest

Google

Suggest

BETA

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ajax	3,640,000 results
aja	2,410,000 results
ajay devgan	72,000 results
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Research

Options | Go to... | Help

monterrey

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Monterrey Vacations with Travelocity

www.travelocity.com Get access to special Monterrey rates when you book your flight and...

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Monterrey - Wikipedia, the free encyclopedia

Monterrey is the capital city of the northeastern Mexican state of Nuevo Leon and

Narrow toward a goal rather than distract from it.

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Overview

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Features

Build

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Trailer

Standard

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34 MB101 MB164 MB

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Live Previews

New Beetle

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Gallery

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Build

Shopping Tools

Test Drive

Get A Quote

Compare & Buy Online

Virtual Office

Financial Options

Reserve

*MSRP. Excludes tax, title, license, dealer fees, and optional equipment.



Click and Drag the Car or

Spin Now

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Trailer

Standard

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Large

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Use live previews.

Live Filtering

bing tweets

Search Bing & Twitter

trending topics

Popular Now People Places Products

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

share this result

Check out BingTweets about: Carl Crawford
http://bit.ly/PhaTO #bing

74

Tweet this Share This

tweets

6/24/11 10:00 Politics | Craig Crawford's Trail Mix - Smiling GOPers Ought to ...
http://u.maynev.com/02hw
Jul 15, 2009 10:08am

really: At a minimum, Papillon should be Crawford a rolex.
Jul 15, 2009 10:57am

The Lucky Ladybug: Win the Tu's Take ... Meaningful Beauty by Cindy Crawford
Review (GIVEAWAY!) | thechananama.com - Source:
http://bit.ly/011e4
@thechananama
Jul 15, 2009 10:57am

SiPeteSports: Wednesday's

search results

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bing

Carl Crawford

ALL RESULTS

1-20 of 6,860,000 results - Advanced

CARL CRAWFORD

Biography

Quotes

Jersey

Fan Club

Interview

News

Images

RELATED SEARCHES

Ryan Howard

Jimmy Rollins

Carl Crawford LF, #13 Tampa Bay Rays

OPP

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

Jul 17 - Rays at Royals - 8:10 PM ET

Season: GP 88 - AVG .309 - HR 8 - RBI 39 - Runs 58 - SB 44

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

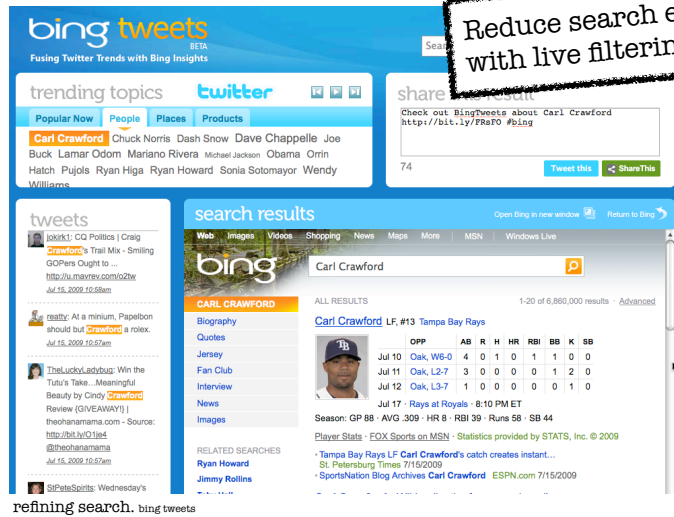
Tampa Bay Rays LF Carl Crawford's catch creates instant...

St. Petersburg Times 7/15/2009

SportsNation Blog Archives Carl Crawford ESPN.com 7/15/2009

refining search. bing tweets

Live Filtering



The screenshot shows the Bing Tweets interface. At the top, it says "bing tweets" and "Fusing Twitter Trends with Bing Insights". There's a search bar with "Search" and a "Share" button. Below the search bar, there's a "trending topics" section with tabs for "Popular Now", "People", "Places", and "Products". The "People" tab is selected, showing a list of names including Carl Crawford, Chuck Norris, Dash Snow, Dave Chappelle, Joe Buck, Lamar Odom, Mariano Rivera, Michael Jackson, Obama, Orin Hatch, Pujols, Ryan Higa, Ryan Howard, Sonia Sotomayor, and Wendy Williams. To the right, there's a "share" section with a "Check out BingTweets about Carl Crawford" link and a "Tweet this" button. Below the trending topics, there's a "tweets" section with a list of tweets. The first tweet is from "patrik1: CO Politics | Craig Crawford's Trail Mix - Smiling GOPers Ought to ... http://u.mayrev.com/02w" with a date of "Jul 15, 2009 10:58am". The second tweet is from "crafter: At a minimum, Papillon should bud Crawford a rose." with a date of "Jul 15, 2009 10:57am". The third tweet is from "TheLuckyLadbug: Win the Toto's Take... Meaningful Beauty by Cindy Crawford" with a date of "Jul 15, 2009 10:57am". The fourth tweet is from "thechananama: Source: http://bit.ly/01ed" with a date of "Jul 15, 2009 10:57am". The fifth tweet is from "StPeteSprings: Wednesday's" with a date of "Jul 15, 2009 10:57am". To the right of the tweets, there's a "search results" section for "Carl Crawford". It shows "ALL RESULTS" and "1-20 of 6,860,000 results - Advanced". There's a "Player Stats" table for Carl Crawford, showing his performance for the Tampa Bay Rays. The table has columns for "OPP", "AB", "R", "H", "HR", "RBI", "BB", "K", and "SB". The rows show his performance for July 10, 11, and 12, 2009. Below the table, there's a "Season: GP 88 · AVG .309 · HR 8 · RBI 39 · Runs 58 · SB 44" and a "Player Stats" link. There are also "RELATED SEARCHES" for "Ryan Howard", "Jimmy Rollins", and "St Pete Springs".

bing tweets
Fusing Twitter Trends with Bing Insights

Search

Share

Check out BingTweets about Carl Crawford
http://bit.ly/02w #bing

74

Tweet this

Share This

trending topics

Popular Now People Places Products

Carl Crawford

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

tweets

patrik1: CO Politics | Craig Crawford's Trail Mix - Smiling GOPers Ought to ...
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TheLuckyLadbug: Win the Toto's Take... Meaningful Beauty by Cindy Crawford
Review (GIVEAWAY!) | thechananama.com - Source: http://bit.ly/01ed
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StPeteSprings: Wednesday's

search results

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Carl Crawford

CARL CRAWFORD

Biography

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ALL RESULTS

Carl Crawford LF, #13 Tampa Bay Rays

1-20 of 6,860,000 results - Advanced

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

RELATED SEARCHES

Ryan Howard

Jimmy Rollins

St Pete Springs

Reduce search effort
with live filtering.

Live Forms

Find a domain name:

www. Search

(ex. widgetdesigns.com)

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Live Forms

Find a domain name:

www.billsportfolio.com

Search

(ex. widgetdesigns.com)

live forms, yahoo! small business

Required information for Google account

Your current email address:

someone@somewhere.com

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

Choose a password:

Minimum of 6 characters in length.

[Password strength:](#) Too short

live forms, google account creation



Live Forms

Find a domain name:

www.billsportfolio.com

Search

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Required information for Google account

Your current email address:

someone@somewhere.com

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Choose a password:

Minimum of 6 characters in length.

[Password strength:](#) Too short

live forms, google account creation

Prevent errors beforehand
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☒ Round-trip ☐ One-way ☐ Multi-city

From
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☒ Show Nearby Airports

Leave 2/15/2006 ☐ **Time** Anytime ▾

Travelers
1 ▾

☐ Prefer Nonstop

To
|
☒ Show Nearby Airports


Return 2/22/2006 ☐ **Time** Anytime ▾

Cabin
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auto complete, kayak

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☒ Show Nearby Airports

Leave 2/15/2006 ☐ **Time** Anytime ▾

Travelers
1 ▾

☐ Prefer Nonstop

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

Blog

looksgoodworkswell.com

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