

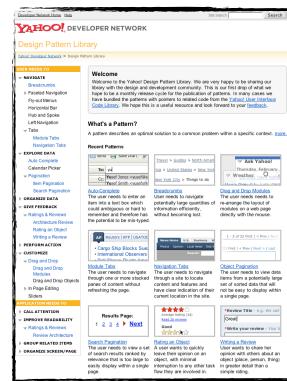
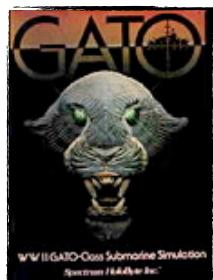
# Designing for Interesting Moments

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

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

Stock Market

[HowStuffWorks.com Daily Feed](#)

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

Slashdot

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

youtube :: top rated

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

National Geographic POD



POD - [Google Webmaster Tools](#)

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](#)

BBC News | News Front Page | World Edition

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

Wired Top Stories

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

Top Stories

- [Bombings, business and the future of Indonesia](#)  
Los Angeles Times - [all 5951 related »](#)
- [RIP, Uncle Walter](#)  
msnbc.com - [all 3415 related »](#)
- [Obama Reaches Out to Republicans on Health Care, but Bipartisan ...](#)  
FOXNews - [all 2473 related »](#)

# Simple Interaction?

## Simple Interaction? Events...

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

16+

---

## Simple Interaction? Actors...

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

6+

---

Events →  
Actors ↓

96

Interesting Moments

## Interesting Moments

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

# Interesting Moments



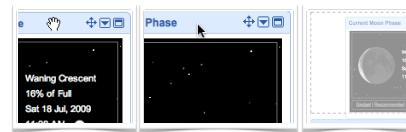
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
<b>Cursor</b>	Change to a hand pointer.	Change to normal style.*			
<b>Dragged Module</b>			Slightly transparent.		Dragged module removed.
<b>Dragged Modules Original Location</b>			Hole is shown as a gray, thick, dashed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

# Interesting Moments



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

# Interesting Moments



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

# Interesting Moments



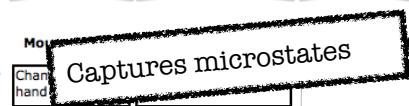
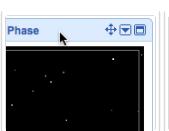
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
<b>Cursor</b>	Change to a hand pointer.	Change to normal style.*			
<b>Dragged Module</b>			Slightly transparent.		Dragged module removed.
<b>Dragged Modules Original Location</b>			Hole is shown as a gray, thick, dashed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

# Interesting Moments



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

# Interesting Moments



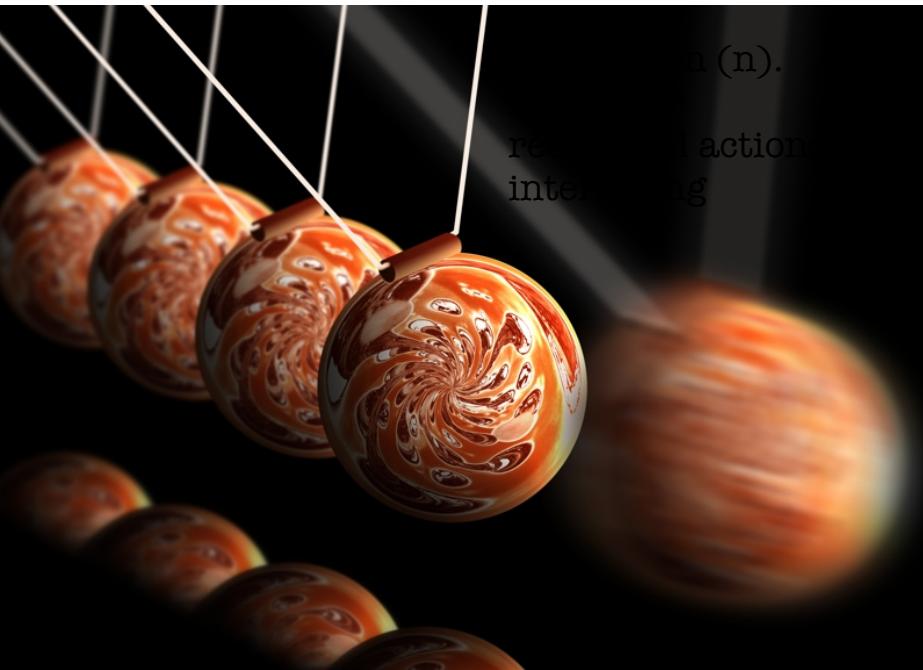
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
<b>Cursor</b>	Change to a hand pointer.	Change to normal style.*			
<b>Dragged Module</b>			Slightly transparent.		Dragged module removed.
<b>Dragged Modules Original Location</b>			Hole is shown as a gray, thick, dashed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

# Interesting Moments



# Interesting Moments





action (n).

Reactive action  
interacting

6 principles

# 6 principles

for designing interesting moments

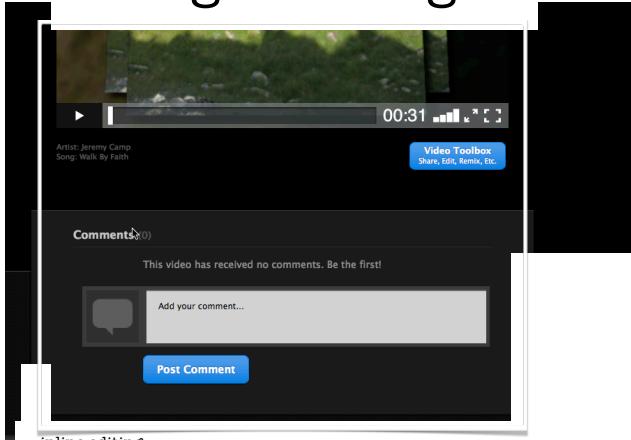


Input where  
you output.

- Alan Cooper



## In Page Editing



Artist: Jeremy Camp  
Song: Walk By Faith

Comments (0)

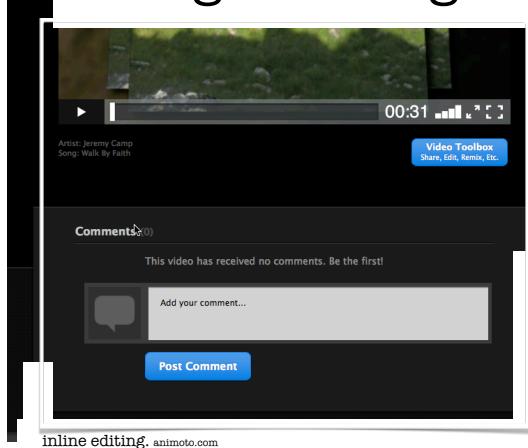
This video has received no comments. Be the first!

Add your comment...

Post Comment

inline editing. animoto.com

## In Page Editing



ting Moments

ad

ting:

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

Editing:

- Mouse exits edit area
- Mouse click outside edit

inline editing. animoto.com

---

## 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 [redacted]

---

# 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 [redacted]

2 [redacted] Click here to edit our 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



## 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



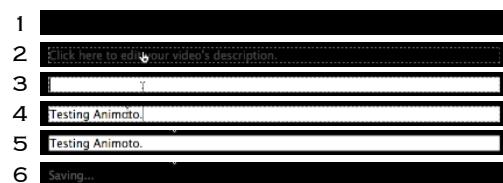
# Analyzing the Moments

	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



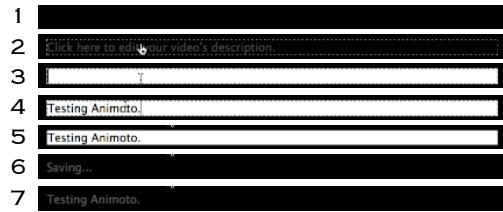
# Analyzing the Moments

	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	



## 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

## 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

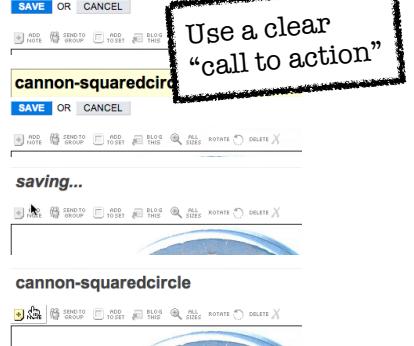


inline editing. flickr.com



### Additions:

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





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**

<a href="#">01_00_Make It Direct</a>	<a href="#">Rename</a>
<a href="#">01_01_InPageEdit</a>	<a href="#">Rename</a>
<a href="#">01_02_DragDrop</a>	<a href="#">Rename</a>
<a href="#">Drafts</a>	<a href="#">Rename</a>
<a href="#">ORA Stuff</a>	<a href="#">Rename</a>

[Add another category](#)

symmetrical interaction. basecamp



anti-pattern. non-symmetrical. iphone

Keep activation & deactivation symmetrical

Categories [Done editing](#)

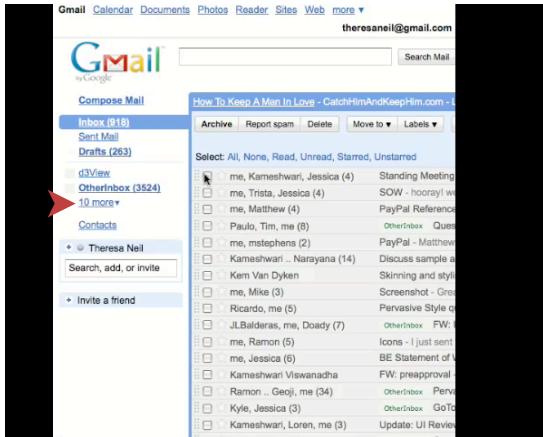
**All files**

<a href="#">01_00_Make It Direct</a>	<a href="#">Rename</a>
<a href="#">01_01_InPageEdit</a>	<a href="#">Rename</a>
<a href="#">01_02_DragDrop</a>	<a href="#">Rename</a>
<a href="#">Drafts</a>	<a href="#">Rename</a>
<a href="#">ORA Stuff</a>	<a href="#">Rename</a>

[Add another category](#)

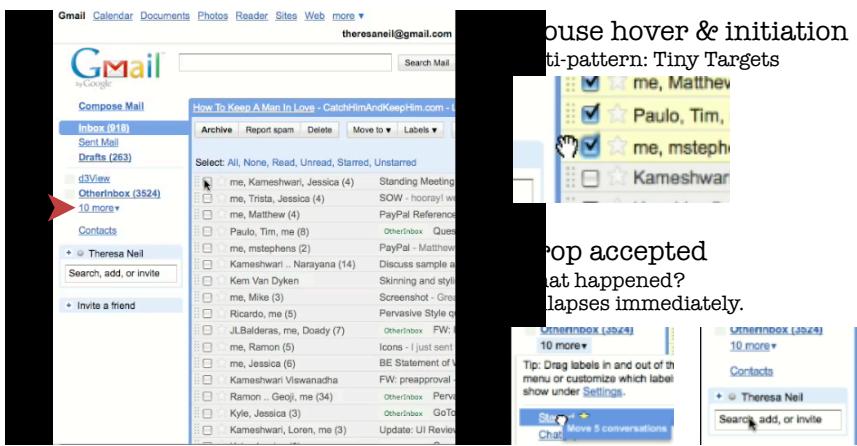
symmetrical interaction. basecamp

# Drag, Open & Drop

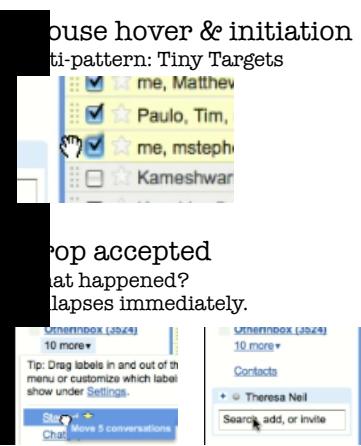


drag and drop. gmail

# Drag, Open & Drop

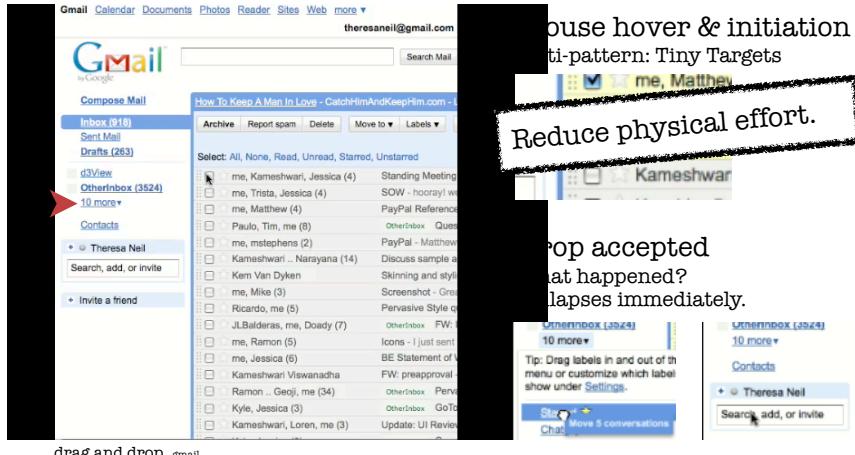


drag and drop. gmail



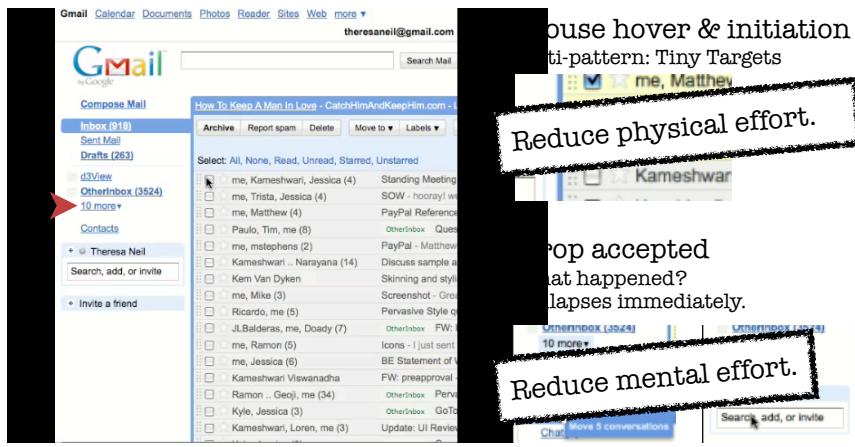
drag and drop. gmail

# Drag, Open & Drop

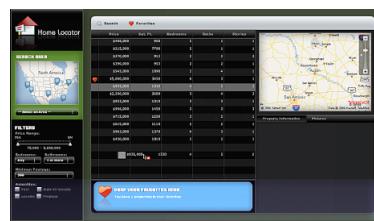


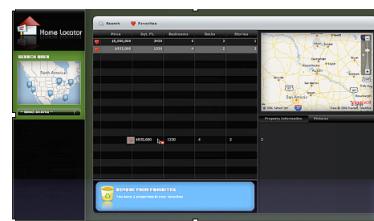
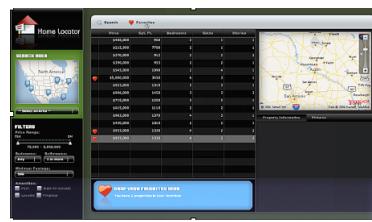
drag and drop. gmail

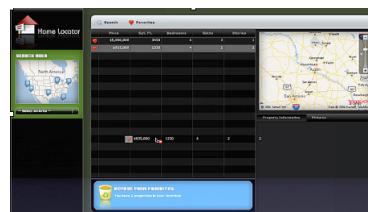
# Drag, Open & Drop



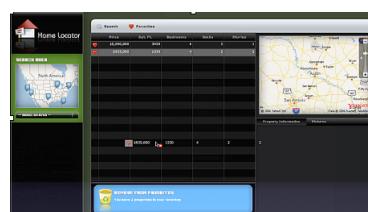
drag and drop. gmail



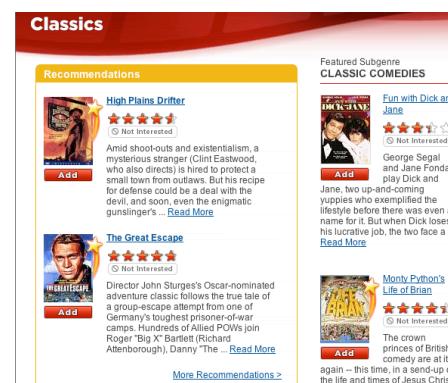




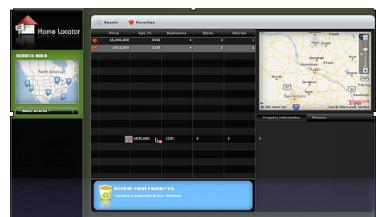
anti-pattern. artificial construct



## anti-pattern. artificial construct



rate an object. [netflix.com](http://netflix.com)



anti-pattern, artificial construct.

**Classics**

**Recommendations**

**High Plains Drifter**  
Highly Rated  
Add  Not Interested

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 justice is to settle with the devil, and soon, even the enigmatic gunslinger's... [Read More](#)

**The Great Escape**  
Highly Rated  
Add  Not Interested

Director John Sturges's Oscar-nominated adventure classic follows the true tale of a daring 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](#)

[More Recommendations >](#)

Featured Subgenre  
**CLASSIC COMEDIES**

**Fun with Dick and Jane**  
Highly Rated  
Add  Not Interested

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

**Monty Python's Life of Brian**  
Highly Rated  
Add  Not Interested

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



Require a  
light footprint.



## In Page Actions (always visible)

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

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

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

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

original digg site. [digg.com](#) 1.0

## In Page Actions (always visible)

**+1 digs added story**

Begin to earn credit for your digs - [more info](#)

[<< back to previous page](#)

original digg site. digg.com 1.0

---

## In Page Actions (always visible)

**+1 digs added story**

Begin to earn credit for your digs - [more info](#)

[<< back to previous page](#)

original digg site. digg.com 1.0

180  
diggs

[Are Lost's New Time-Travel Physics Junk Science? Maybe Not..](#)

popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)



[digg it](#)

[25 Comments](#) [Share](#) [Bury](#)

 msaleem made popular [9 min ago](#)

in-page action. digg.com

---

## In Page Actions (always visible)

**+1 digs added story**

Begin to earn credit for your digs - [more info](#)

[<< back to previous page](#)

original digg site. digg.com 1.0

185  
digg  
dug

**Are Lost's New Time-Travel Physics Junk Science? Maybe Not..**  
popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)



[25 Comments](#) [Share](#) [Favorite?](#)  msaleem made popular **9 min ago**

in-page action. digg.com

## In Page Actions (always visible)

**+1 digs added story**

Begin to earn credit for your digs - [more info](#)

[<< back to previous page](#)

original digg site. digg.com 1.0

185  
digg  
dug

**Are Lost's New Time-Travel Physics Junk Science? Maybe Not..**  
popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)



[25 Comments](#) [Share](#) [Favorite?](#)  msaleem made popular **9 min ago**

in-page action. digg.com

Use for primary actions.



# In Page Actions (always visible)

in-page action. digg.com

282 digg submitted by usermaz, 1 day 1 hour ago (via http://mac.dig...)  
The Apple Mighty Mouse brings a slew of great fea...  
one for close to a year now, I have found that the us...  
Scroll Ball far outweigh its quirks.  
[60 comments](#) | [digg this](#) | [email this](#) | category: apple |

rating an object. y!news, netflix

RECOMMEND THIS STORY  
Recommend It:  Average (63 votes) 

**Classics**

Recommendations

**High Plains Drifter**               <img alt="5 star rating icon" data-bbox="20835 195 20875



# Contextual Tools (inline on hover)



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

Add your comment

(Some HTML is OK.)

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

**Pick Up at the Store**

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

contextual tool actions. [backpackit](#)

---

# Contextual Tools (inline on hover)



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

Add your comment

Use for secondary actions  
or to preserve readability.

(Some HTML is OK.)

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

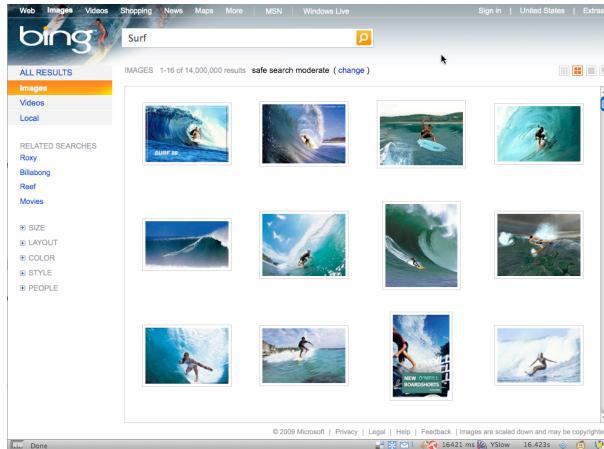
**Pick Up at the Store**

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

contextual tool actions. [backpackit](#)

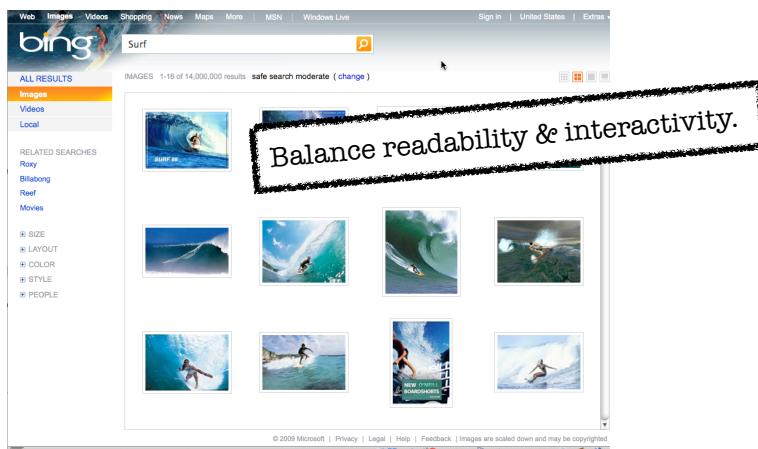
---

## Contextual Tools (overlay on hover)



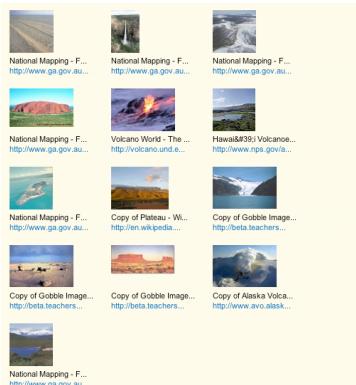
contextual tool overlay. bing.com

## Contextual Tools (overlay on hover)



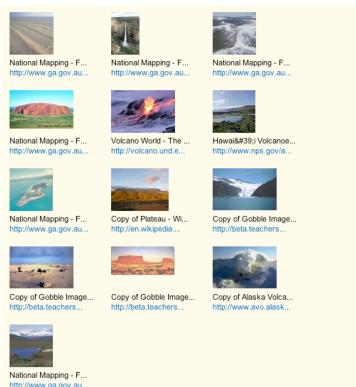
contextual tool overlay. bing.com

# Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

# Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

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



# Anti-Pattern: Hover & Cover

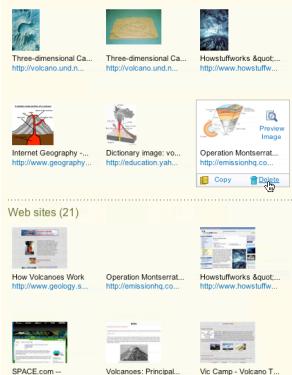


anti-pattern. hover & cover. yahoo! teachers

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

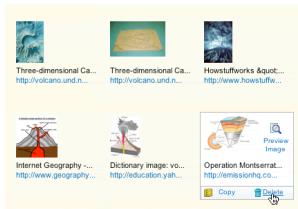


# Hover & Cover Refactored



hover & cover resolved. yahoo! teachers

# Hover & Cover Refactored



Web sites (21)



hover & cover resolved. yi teachers

anti-pattern. double duty. amazon.com

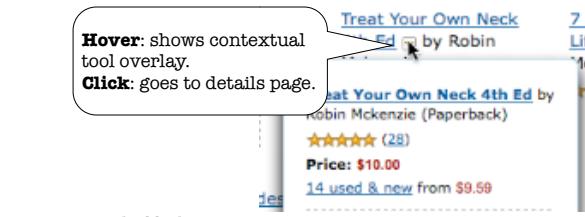
**Continue shopping: Customers Who Bought Items in Your Recent History Also Bought**

Page 1 of 17

[design management \(Books\)](#)

[Top of Page](#)

**amazon.com®** [Amazon.com Home](#) | [Directory of All Stores](#)



anti-pattern. double duty. amazon.com

Continue shopping: Customers Who Bought Items in Your Recent History Also Bought Page 1 of 17

Treat Your Own Neck 4th Ed by Robin Mckenzie (Paperback) 7.5 Life  
Robin Mckenzie (Paperback)  
★★★★★ (28)  
Price: \$10.00  
14 used & new from \$9.59

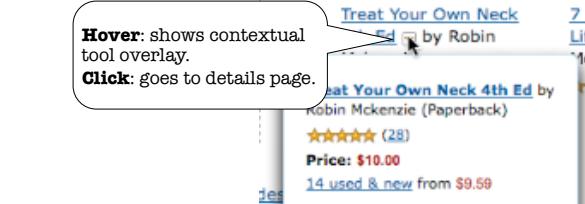
7 Steps to a Pain-Free Life: H... by Robin Mckenzie (Paperback) 7.5 Life  
Robin Mckenzie (Paperback)  
★★★★★ (72)  
Price: \$11.56

Talent Is Not Enough: Business S... by Shel Perkins (Paperback) 7.5 Life  
Shel Perkins (Paperback)  
★★★★★ (3)  
Price: \$26.39

design management (Books)

Top of Page

amazon.com® [Amazon.com Home](#) | [Directory of All Stores](#)



Do one thing well.

anti-pattern. double duty. amazon.com

Continue shopping: Customers Who Bought Items in Your Recent History Also Bought Page 1 of 17

Treat Your Own Neck 4th Ed by Robin Mckenzie (Paperback) 7.5 Life  
Robin Mckenzie (Paperback)  
★★★★★ (28)  
Price: \$10.00  
14 used & new from \$9.59

7 Steps to a Pain-Free Life: H... by Robin Mckenzie (Paperback) 7.5 Life  
Robin Mckenzie (Paperback)  
★★★★★ (72)  
Price: \$11.56

Talent Is Not Enough: Business S... by Shel Perkins (Paperback) 7.5 Life  
Shel Perkins (Paperback)  
★★★★★ (3)  
Price: \$26.39

design management (Books)

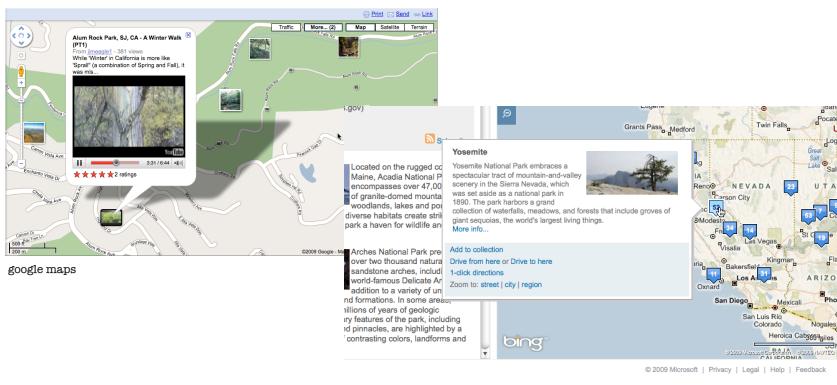
Top of Page

amazon.com® [Amazon.com Home](#) | [Directory of All Stores](#)

## Contextual Tools (overlay on click)



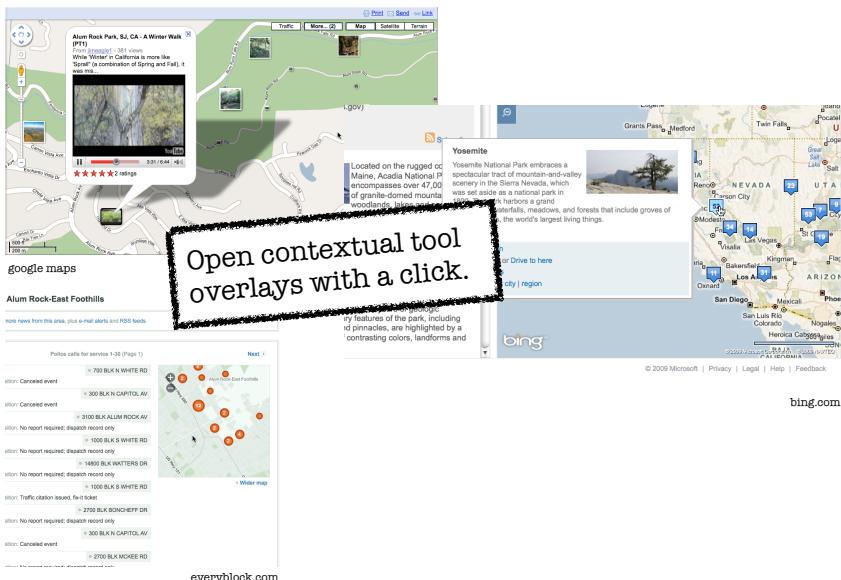
## Contextual Tools (overlay on click)



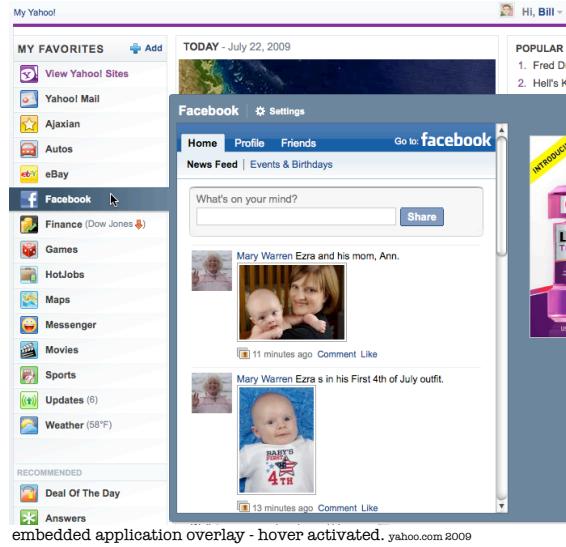
## Contextual Tools (overlay on click)



## Contextual Tools (overlay on click)

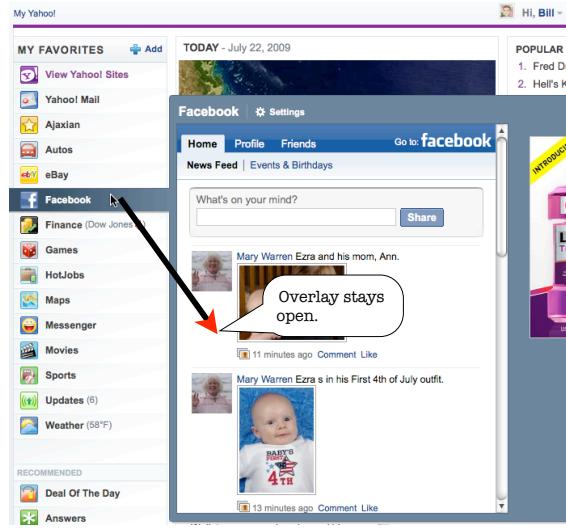


# What about new Yahoo page?



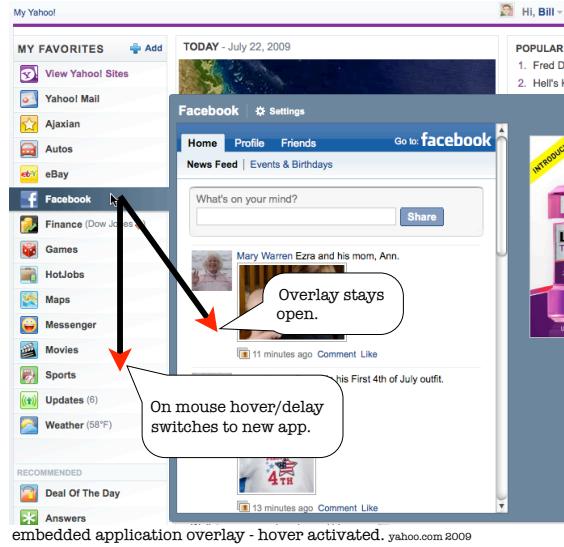
embedded application overlay - hover activated. yahoo.com 2009

# What about new Yahoo page?

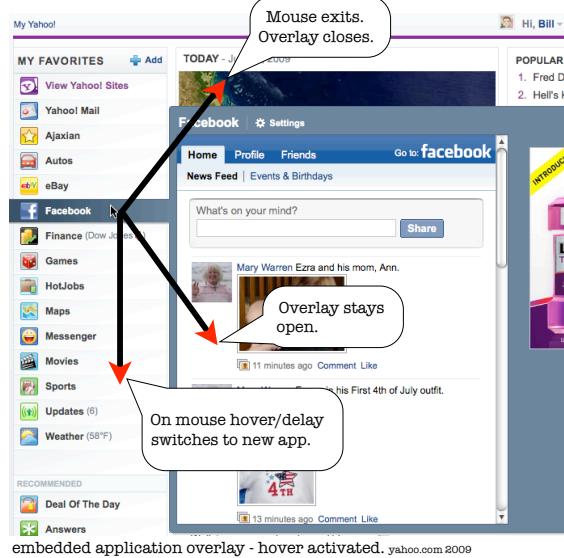


embedded application overlay - hover activated. yahoo.com 2009

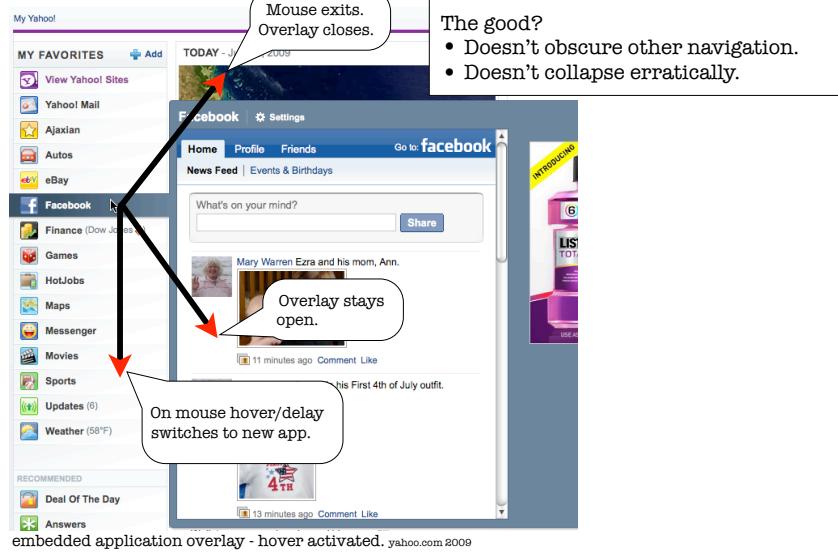
# What about new Yahoo page?



# What about new Yahoo page?



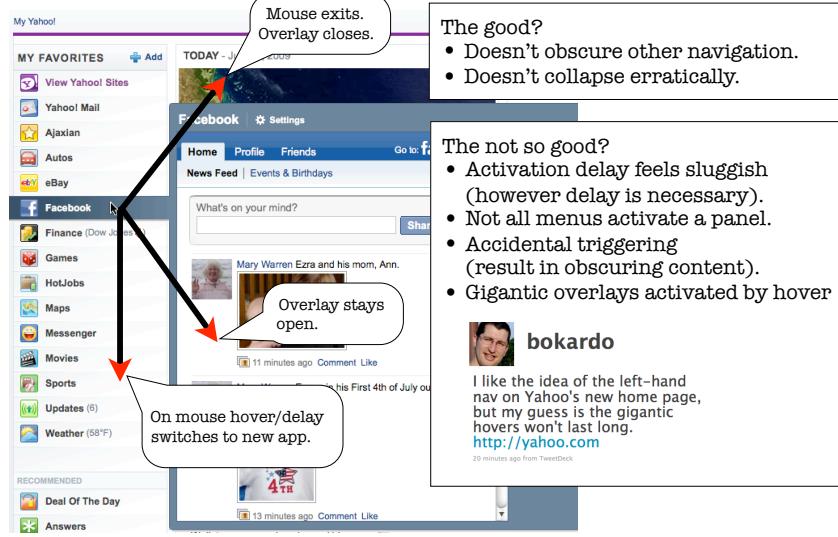
# What about new Yahoo page?



embedded application overlay - hover activated. yahoo.com 2009

- The good?
- Doesn't obscure other navigation.
- Doesn't collapse erratically.

# What about new Yahoo page?



embedded application overlay - hover activated. yahoo.com 2009

- The good?
- Doesn't obscure other navigation.
- Doesn't collapse erratically.

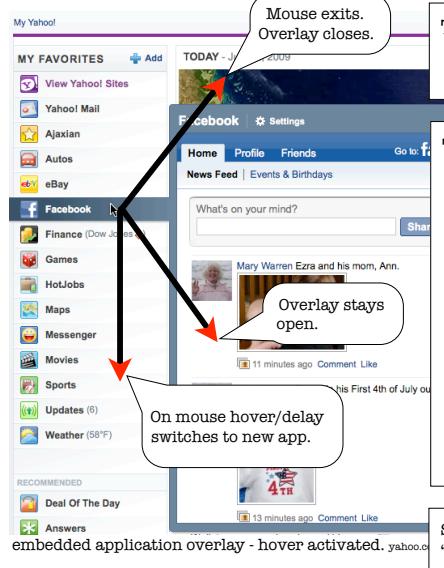
- The not so good?
- Activation delay feels sluggish (however delay is necessary).
- Not all menus activate a panel.
- Accidental triggering (result in obscuring content).
- Gigantic overlays activated by hover



**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>

# What about new Yahoo page?



My Yahoo! TODAY - JULY 4, 2009

MY FAVORITES Add

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

RECOMMENDED

- Deal Of The Day
- Answers

embedded application overlay - hover activated. yahoo.co

**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>

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

Mouse exits. Overlay closes.

Overlay stays open.

On mouse hover/delay switches to new app.



Maintain flow.

A photograph of an Exploratorium exhibit. On the left, a large projection screen displays a color photograph of a street scene with a car and buildings. In the foreground, a wooden box labeled "change blindness" contains several small circular items, likely tokens or markers used for the exhibit.

## Exploratorium Exhibit

---

Spot the differences

Spot the differences



---

Now try again...

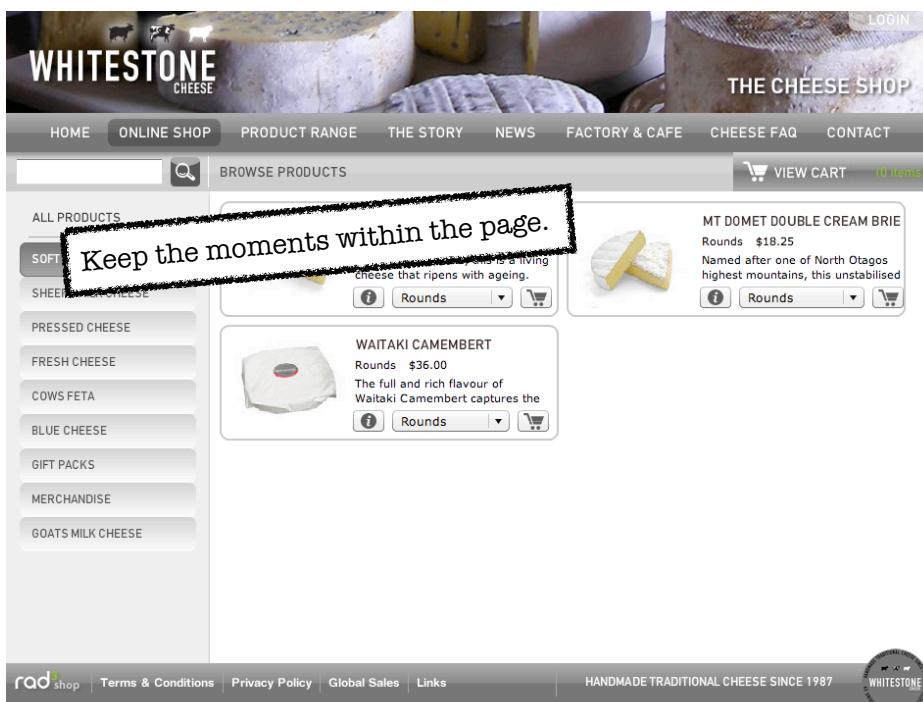
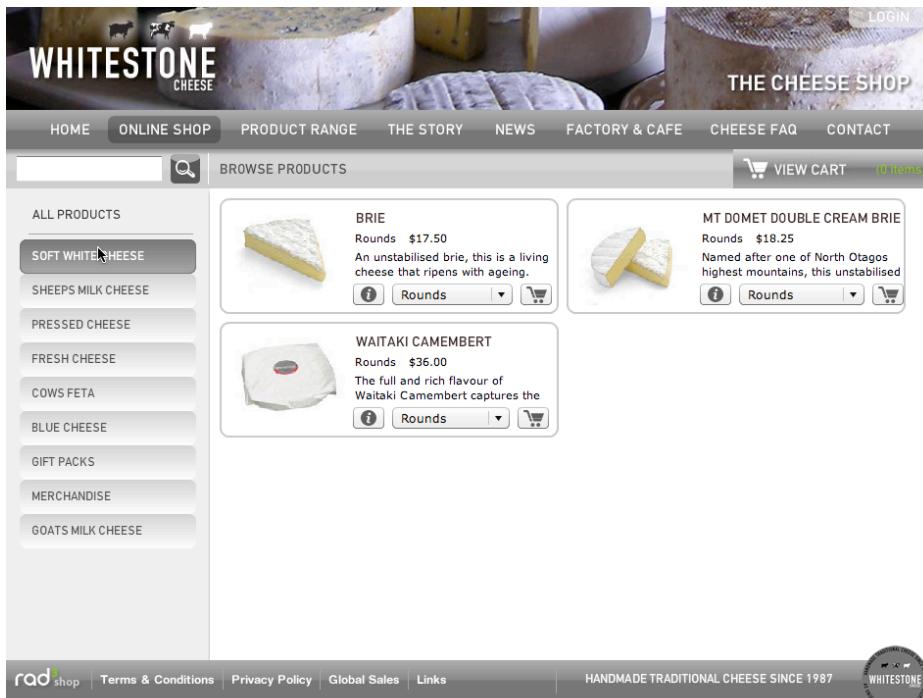
Now try again...



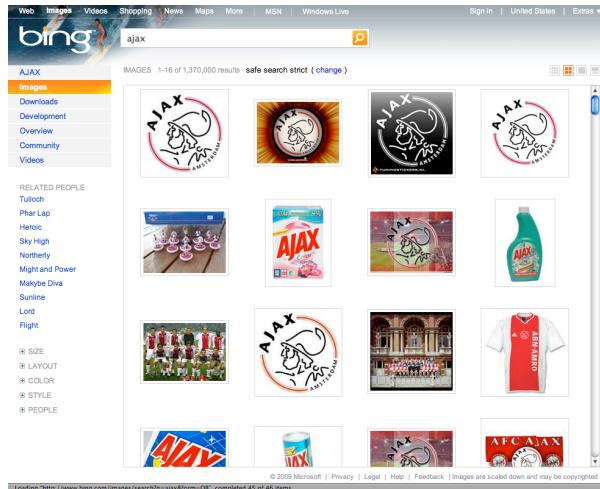
Now try again...

Keep the moments within the page.





# Virtual Space



Web Images Videos Shopping News Maps More MSN Windows Live Sign in | United States | Express

ajax

IMAGES 1-18 of 1,370,000 results safe search strict ( change )

AJAX Images

Downloads Development Overview Community Videos

RELATED PEOPLE

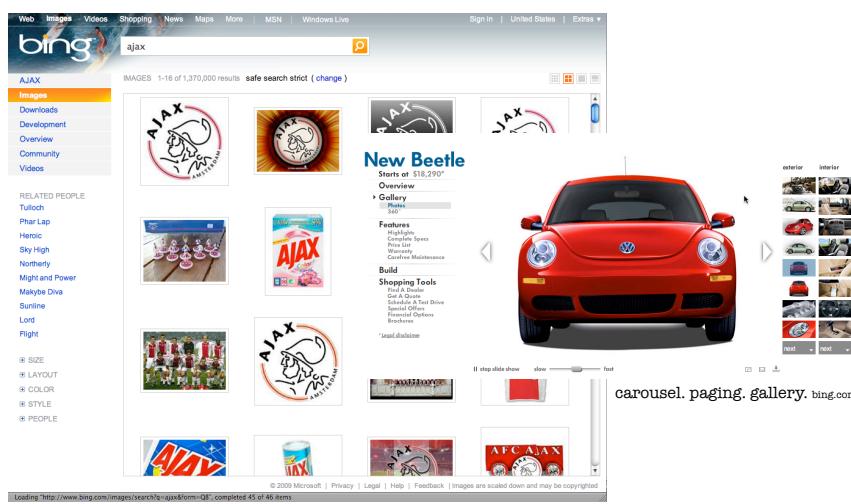
Tutch  
Phoebe  
Heroic  
Sky High  
Dorothy  
Mighty Power  
Maybe Diva  
Sunline  
Lord  
Flight

SIZE  
LAYOUT  
COLOR  
STYLE  
PEOPLE

© 2009 Microsoft | Privacy | Legal | Help | Feedback | Images are scaled down and may be copyrighted

endless scrolling. bing.com

# Virtual Space



Web Images Videos Shopping News Maps More MSN Windows Live Sign in | United States | Express

bing ajax

IMAGES 1-18 of 1,370,000 results safe search strict ( change )

AJAX Images

Downloads Development Overview Community Videos

RELATED PEOPLE

Tutch  
Phoebe  
Heroic  
Sky High  
Dorothy  
Mighty Power  
Maybe Diva  
Sunline  
Lord  
Flight

SIZE  
LAYOUT  
COLOR  
STYLE  
PEOPLE

New Beetle  
Starts at \$18,290\*  
Overview  
Gallery  
\$18,290  
Features  
Body  
Complete Specs  
Interior  
Warranty  
Customer Maintenance

Build  
Shopping Tools  
Compare  
Get A Quote  
Locate A Dealer  
Find A Test Drive  
Special Offers  
Finance Options  
Brochures  
\*msrp, dealer

© 2009 Microsoft | Privacy | Legal | Help | Feedback | Images are scaled down and may be copyrighted

endless scrolling. bing.com

carousel, paging, gallery. bing.com

# Virtual Space

Web Images Videos Shopping News Maps More MSN Windows Live Sign in | United States | Extras ▾

bing ajax

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

AJAX

Images

Downloads Development Overview Community Videos

RELATED PEOPLE

Tuloch Phar Lap Heroic Sky High Northberry Might and Power Makayla Diva Sunline Lord Flight

SIZE LAYOUT COLOR STYLE PEOPLE

Consider the backstage.

New Beetle

Overview \$18,290\*

Shopping Tools

Find A Dealer Get A Quote Schedule A Test Drive Schedule A Service Financing Options Bookshelf

Lease estimator

II stop slide show slow fast

carousel. paging. gallery. bing.co

## Inlays

 <p><b>\$500,000</b> 3 Br   2 Ba   1,800 Sq Ft MLS # 20010208</p>	<p><b>120 Coffeberry Dr, San Jose, CA 95123</b> Single Family Home • 2952 Square Feet • \$215 per Square Foot</p> <p>Leting courtesy of Inter Real Estate Service</p>
 <p><b>\$624,900</b> 4 Br   3 Ba   2,500 Sq Ft MLS # 20010257</p>	<p><b>462 Porter Ln, San Jose, CA 95127</b> Single Family Home • 3234 Square Feet • \$188 per Square Foot</p> <p>Leting courtesy of IMAW Real Estate Services</p>
 <p><b>\$614,800</b> 5 Br   4 Ba   3,000 Sq Ft MLS # 20010209</p>	<p><b>1708 Ewer Dr, San Jose, CA 95124</b> Single Family Home • 2720 Square Feet • \$225 per Square Foot</p> <p>Leting courtesy of Inter Real Estate Service</p>
 <p><b>\$500,000</b> 5 Br   4 Ba   2,800 Sq Ft MLS # 20010207</p>	<p><b>2924 Rock River Ct, San Jose, CA 95111</b> Single Family Home • 2312 Square Feet • \$216 per Square Foot</p> <p>Leting courtesy of Inter Real Estate Service</p>
 <p><b>\$499,915</b> 4 Br   4 Ba   2,747 Sq Ft MLS # 20010206</p>	<p><b>1653 Santeet Ln, San Jose, CA 95122</b> Single Family Home • 2747 Square Feet • \$202 per Square Foot</p> <p>Leting courtesy of Continental Real Estate</p>

## Inlays

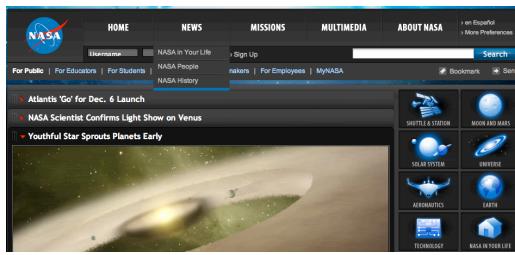


click activated inlay. roost.com

## Inlays



click activated inlay. roost.com



hover activated accordian. nasa.gov

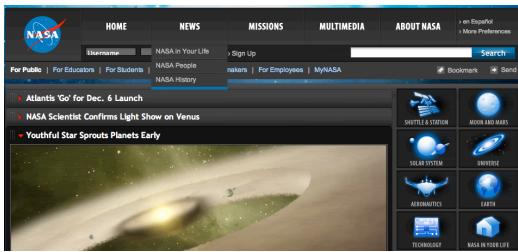
# Inlays



click activated inlay. roost.com

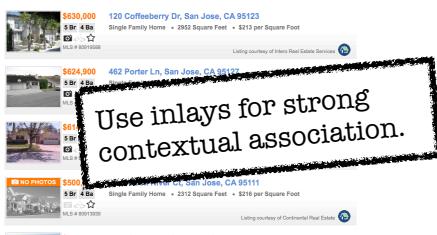


hover activated accordian. brown.edu



hover activated accordian. nasa.gov

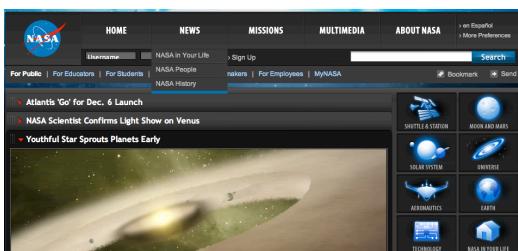
# Inlays



click activated inlay. roost.com



hover activated accordian. brown.edu



hover activated accordian. nasa.gov

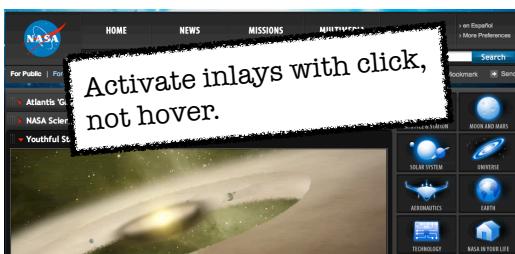
hover activated accordian. apple.com

hover activated accordian. apple.com

# Inlays



click activated inlay. roost.com



hover activated accordian. nasa.gov

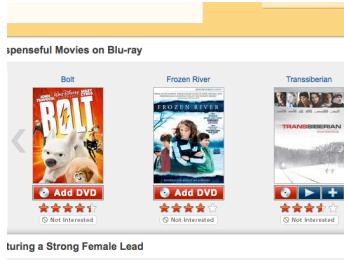


hover activated accordian. brown.edu



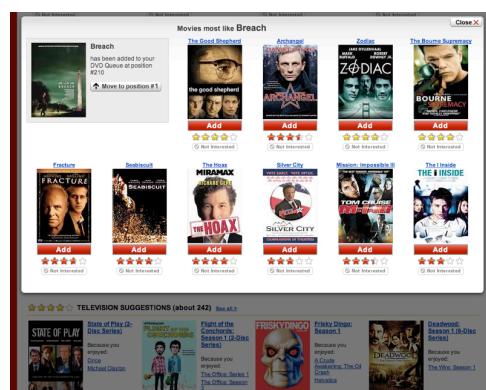
hover activated accordian. apple.com

# Overlays



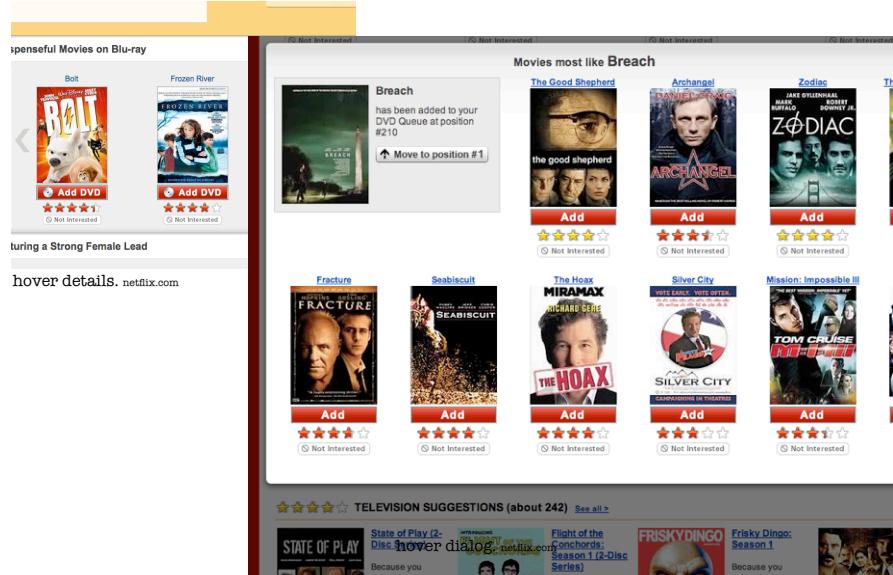
turing a Strong Female Lead

hover details. netflix.com

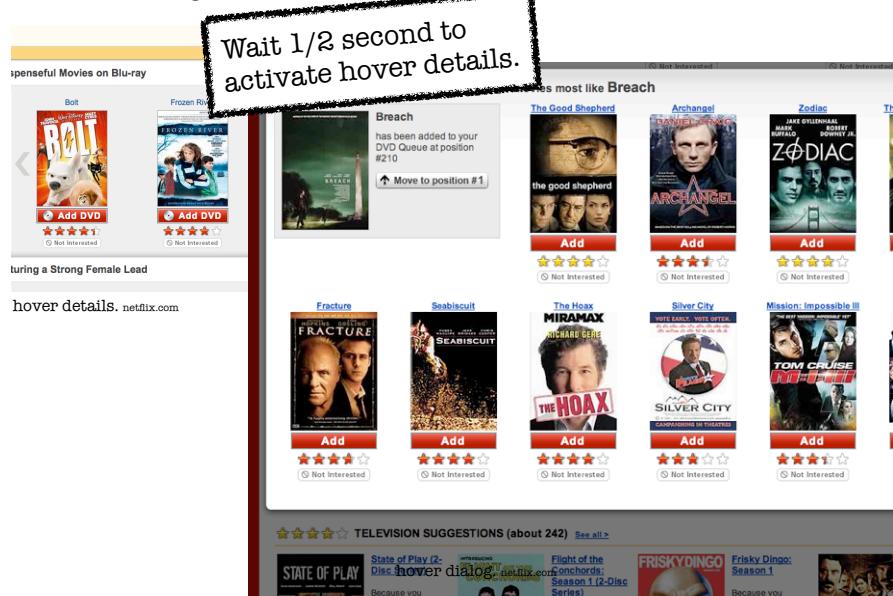


hover dialog. netflix.com

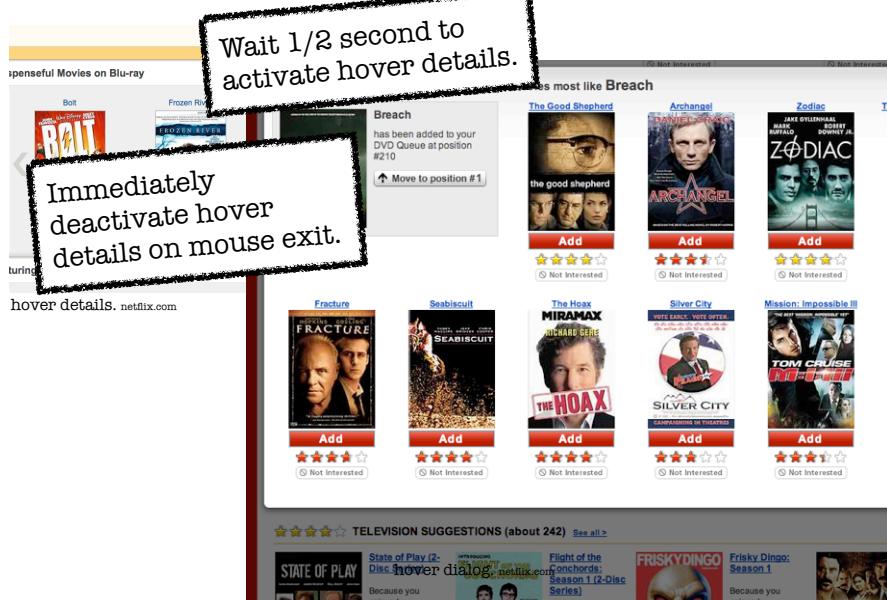
# Overlays



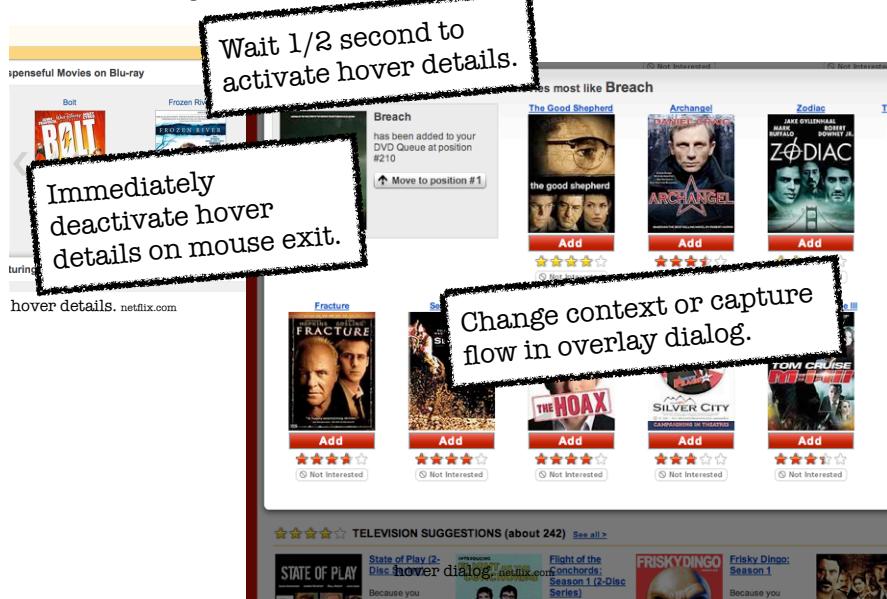
# Overlays



# Overlays



# Overlays



# Anti-Pattern: Idiot Boxes

**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

Price Range: \$ Accepts Credit Cards: Yes Parking: Street, Private Lot  
Good for Kids: Yes Attire: Casual Good for Groups: No  
Take-out: Yes Takes Reservations: No Delivery: No  
Outdoor Seating: No Walter 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

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

[Home](#) [Prints & Gifts](#) [View Cart](#) [Settings](#) [Help](#) [Search My Tag](#)

[Upload 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.

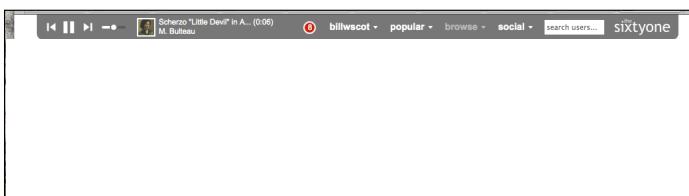
anti-pattern. idiot box. yahoo! photos

## Anti-Pattern: Idiot Boxes

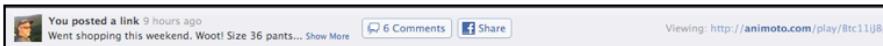


anti-pattern. idiot box. yahoo! photos

## Nav Bars: Seamless Context



nav status bar. thesixtyone.com



nav status bar. facebook.com



nav status bar. digg.com

# Nav Bars: Seamless Context



nav status bar. [thesixtyone.com](http://thesixtyone.com)



nav status bar. [facebook.com](http://facebook.com)



nav status bar. [digg.com](http://digg.com)

# Nav Bars: Seamless Context



Maintain context across pages.

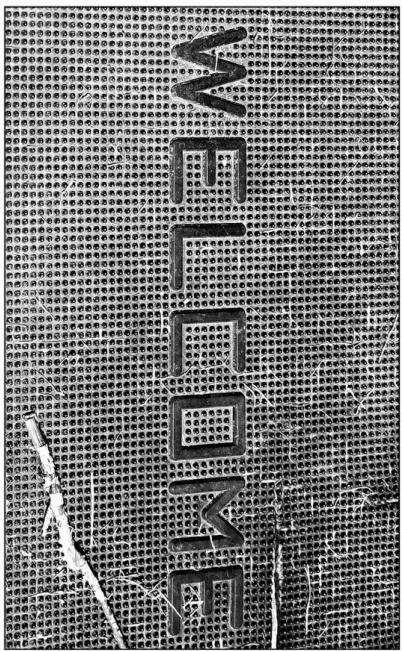
nav status bar. [thesixtyone.com](http://thesixtyone.com)



nav status bar. [facebook.com](http://facebook.com)



nav status bar. [digg.com](http://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.

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.

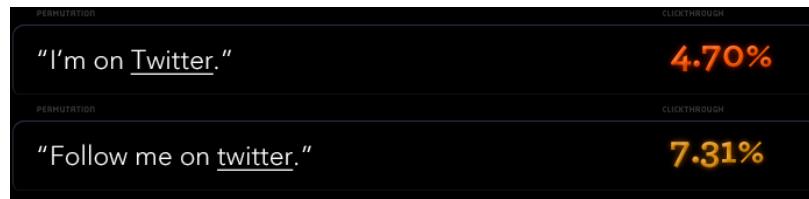
July 14, 2009

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



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

---



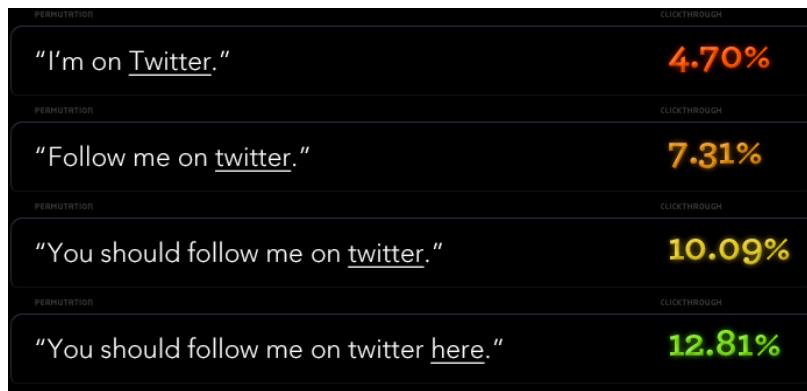
[http://dustincurtis.com/images/twitter/green\\_spill.jpg](http://dustincurtis.com/images/twitter/green_spill.jpg)

---



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

---



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

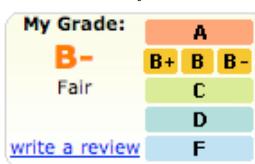
---



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

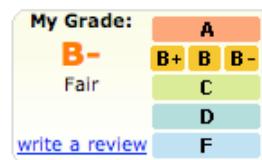
## Hover Invitations

hover invitation, ymovies



# Hover Invitations

hover invitation. y!movies



## Front Grounds

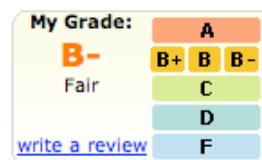
[ADD NOTE](#) [SEND TO GROUP](#) [ADD TO SET](#) [THIS](#) [SIZES](#) [PRINTS](#) [MORE](#)



tooltip, hover & cursor invitation. flickr.com

# Hover Invitations

hover invitation. y!movies



hover & tool invitation. backpackit



## Front Grounds

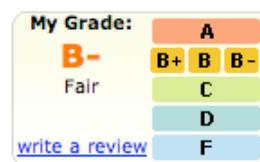
[ADD NOTE](#) [SEND TO GROUP](#) [ADD TO SET](#) [THIS](#) [SIZES](#) [PRINTS](#) [MORE](#)



tooltip, hover & cursor invitation. flickr.com

# Hover Invitations

hover invitation. y!movies



hover & tool invitation. backpackit



## Front Grounds



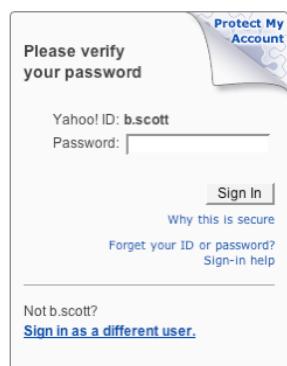
tooltip, hover & cursor invitation. flickr.com

# Blank Slate Invitation

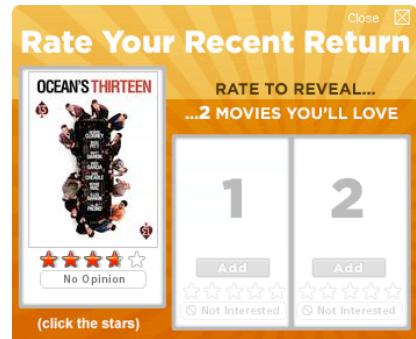


dog-ear invitation. login.yahoo.com

# Blank Slate Invitation



dog-ear invitation. login.yahoo.com

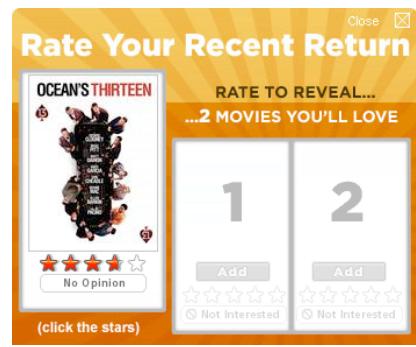


fill-in-the-blanks invitation. netflix

# Blank Slate Invitation



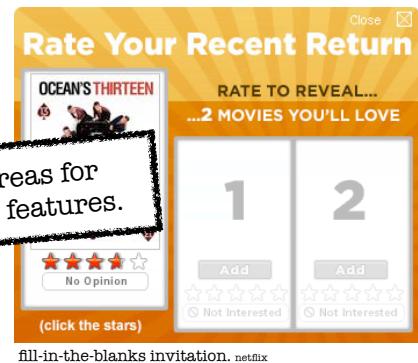
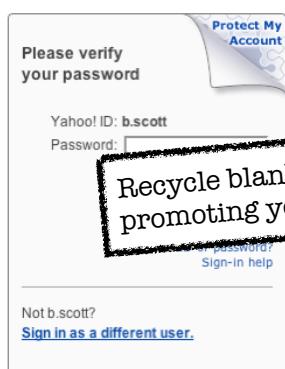
dog-ear invitation. login.yahoo.com



fill-in-the-blanks invitation. netflix



# Blank Slate Invitation

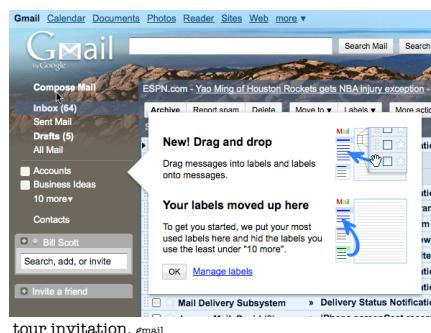


dog-ear invitation. login.yahoo.com



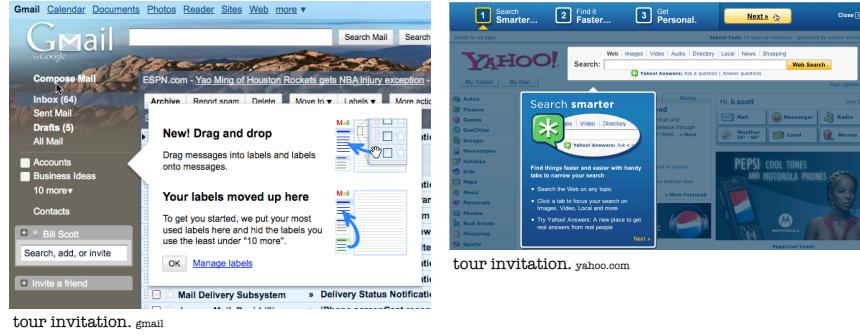
blank-slate invitation. backpackit

# Tour Invitation

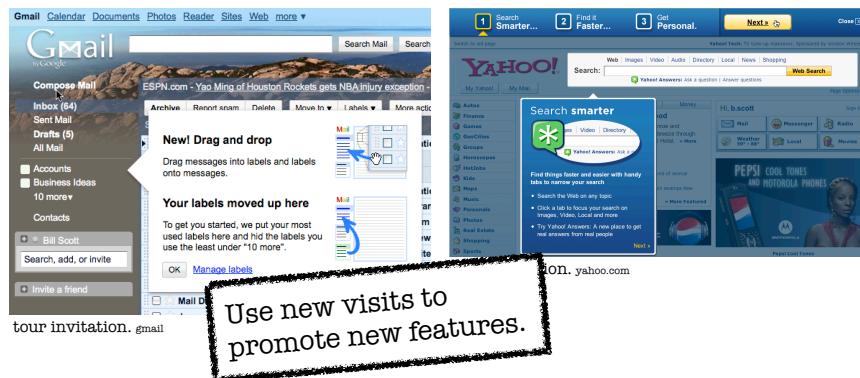


tour invitation. gmail

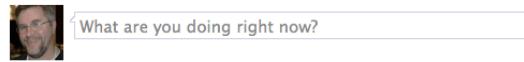
# Tour Invitation



# Tour Invitation



## Prompt Invitation



facebook.com

---

## Prompt Invitation



facebook.com

---

# Prompt Invitation



facebook.com

**delicious** Home Bookmarks People Tags

**Bill Scott's Bookmarks**  
Bookmarks | Network | Tags | Subscriptions | **Inbox (1 new)**  
Site: <http://looksgoodwell.blogspot.com>  
See more bookmarks in [Popular](#), [Recent](#), or look up a URL.

billwscott Type a tag

02 JAN 09 **21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT**  
[EDIT](#) | [DELETE](#)

delicious.com

# Prompt Invitation



facebook.com

**delicious** Home

**Bill Scott's Bookmarks**  
Bookmarks | Network | Tags | Subscriptions | **Inbox (1 new)**  
Site: <http://looksgoodwell.blogspot.com>  
See more bookmarks in [Popular](#), [Recent](#), or look up a URL.

billwscott Type a tag

02 JAN 09 **21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT**  
[EDIT](#) | [DELETE](#)

delicious.com

Standard Fit



Standard fit  
(lightweight denim)  
jeans  
\$54.50



Standard fit (aged blue  
wash) jeans  
\$49.50



Standard fit (medium  
wash) jeans  
\$59.50

QuickLook

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

QuickLook

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

QuickLook

#### Pick Up at the Store

Edit

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

hyperlink, backpackit

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

QuickLook

#### Pick Up at the Store

Edit

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

hyperlink, backpackit

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

Pick Up at the Store

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

hyperlink. backpackit

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

lantzilla is a friend. [Change](#)

[Photos](#) [Profile](#) [Tags](#) [Archives](#) [Favorites](#) [Contacts](#) [Send FlickrMail](#) [Block lantzilla](#)

(Some HTML is OK.)

drop down arrow. flickr

---

Standard Fit



Standard fit (lightweight denim) jeans  
\$54.50



Standard fit (aged blue wash) jeans  
\$49.50



Standard fit (medium wash) jeans  
\$59.50

button. the gap

Pick Up at the Store

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

hyperlink. backpackit

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

lantzilla is a friend. [Change](#)

[Photos](#) [Profile](#) [Tags](#) [Archives](#) [Favorites](#) [Contacts](#) [Send FlickrMail](#) [Block lantzilla](#)

(Some HTML is OK.)

drop down arrow. flickr

---

Standard Fit



Standard fit (lightweight denim) jeans

\$54.50



Standard fit (aged blue wash) jeans

\$49.50



Standard fit (medium wash) jeans

button. the gap

Bridge new interaction styles with familiar idioms.

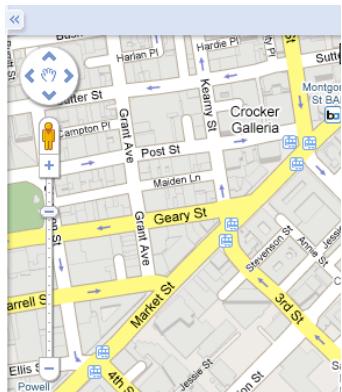


hyperlink. backpackit



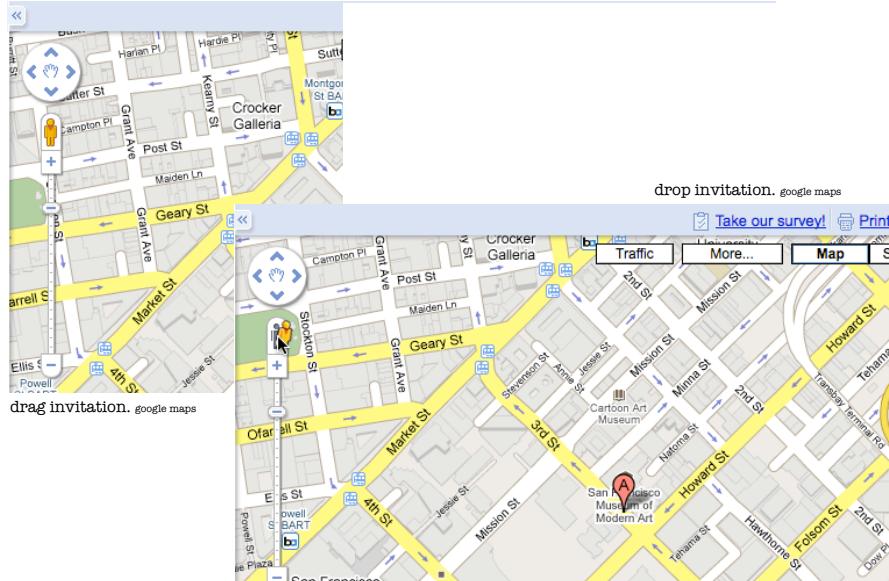
drop down arrow. flickr

## Drag & Drop Invitation

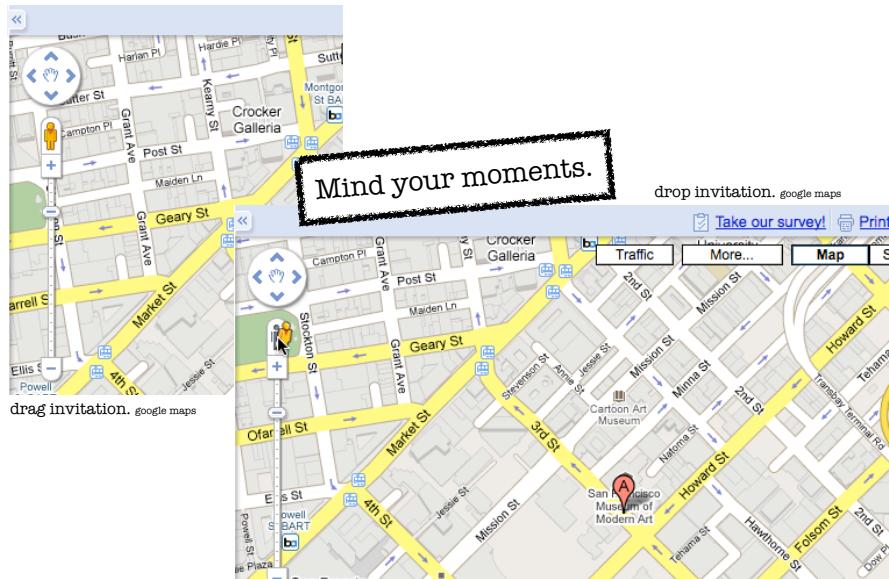


drag invitation. google maps

# Drag & Drop Invitation



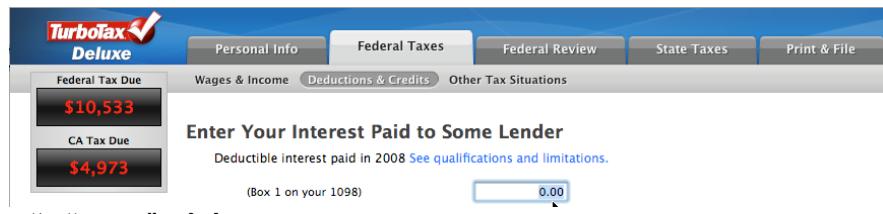
# Drag & Drop Invitation





Show transitions.





TurboTax Deluxe

Personal Info    Federal Taxes    Federal Review    State Taxes    Print & File

Federal Tax Due    Wages & Income    Deductions & Credits    Other Tax Situations

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

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

Enter Your Interest Paid to Some Lender  
Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

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

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

again in slow-motion...

---

TurboTax Deluxe

Personal Info    Federal Taxes    Federal Review    State Taxes    Print & File

Federal Tax Due    Wages & Income    Deductions & Credits    Other Tax Situations

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

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

Enter Your Interest Paid to Some Lender  
Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

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

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

again in slow-motion...



**TurboTax® Deluxe**

Personal Info    Federal Taxes    Federal Review    State Taxes    Print & File

Federal Tax Due    Wages & Income    Deductions & Credits    Other Tax Situations

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

CA Tax Due  
\$4,973

Enter Your Interest Paid to Some Lender  
Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098) 0.00

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due  
\$10,533

CA Tax Due  
\$4,973

again in slow-motion...



# MIND HACKS™

*Tips & Tools for Using Your Brain*



Tom Stafford &  
Matt Webb

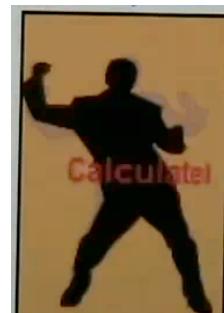
O'REILLY®

*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



Tom Stafford &  
Matt Webb

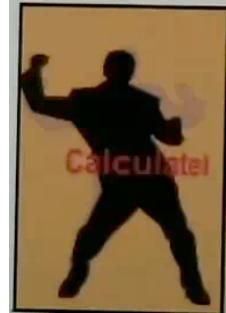
O'REILLY®

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.

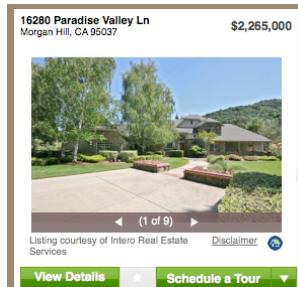


16280 Paradise Valley Ln  
Morgan Hill, CA 95037  
\$2,265,000

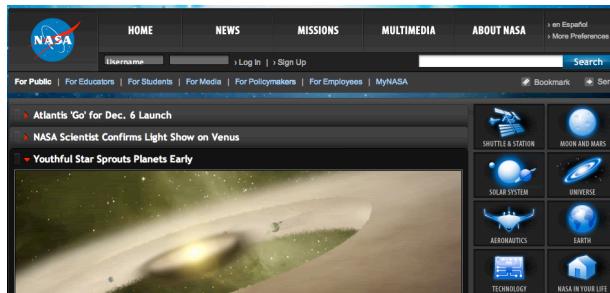
Listing courtesy of Intero Real Estate Services  
Disclaimer

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

anti-pattern. needless fanfare. [roost.com](#)

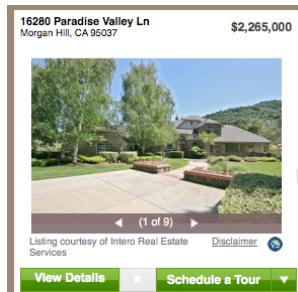


anti-pattern. needless fanfare. roost.com

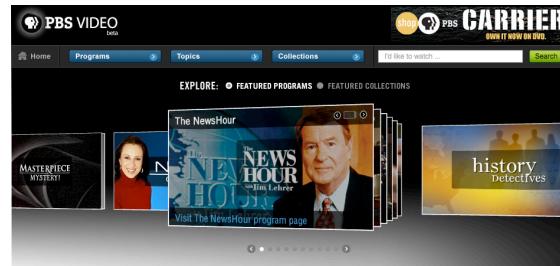


anti-pattern. needless fanfare. nasa.gov

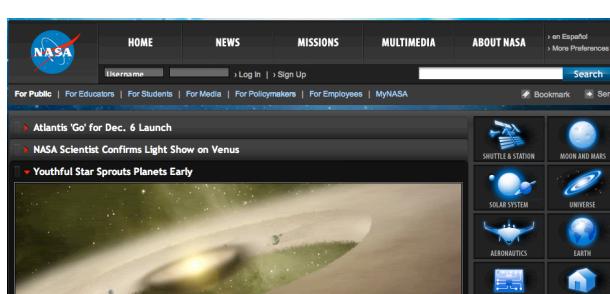
Designing Visual Interfaces. Kevin Mullet & Darrell Sano



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

16280 Paradise Valley Ln  
Morgan Hill, CA 95037  
\$2,265,000



(1 of 9) Listing courtesy of Interco Real Estate Services

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

**PBS VIDEO** beta

Home Programs Topics Collections

for me to watch. Search.

EXPLORE: • FEATURED PROGRAMS • FEATURED COLLECTIONS

The NewsHour with Jim Lehrer

MASTERPIECE MYSTERY! history Detectives

anti-pattern. needless fanfare. pbs.org

**NASA**

HOME NEWS MISSIONS

Username Log In | Sign Up

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

Atlantis 'Go' for Dec. 6 Launch

NASA Scientist Confirms Light Show on Venus

Youthful Star Sprouts Planets Early



Imagine an animation knob.  
Dial in animation carefully.

anti-pattern. needless fanfare. nasa.gov

Designing Visual Interfaces. Kevin Mullet & Darrell Sano

**YAHOO!** POPS

Animated Tour Useful New Features We Upgraded Mail Storage: Now 2G

Select Type: Web Images Local News Shopping My Services Feedback

Search: [ Search ]

Home Bill [ Sign Out, My Account ] 42° - 37°

Add Content Change Layout Change Colors

Scoreboard [ edit | x ] Message Center [ edit | x ]

**TODAY**

NHL Tampa Bay vs. 5 13:15

3 2nd

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

**YESTERDAY**

no games for selected teams

Listen to live audio of college games

Best Fare Tracker

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

Depart: Seattle/Tacoma, WA Honolulu, HI \$533.60

Depart: San Francisco, CA ----- My itineraries -----

Search [ Search ]

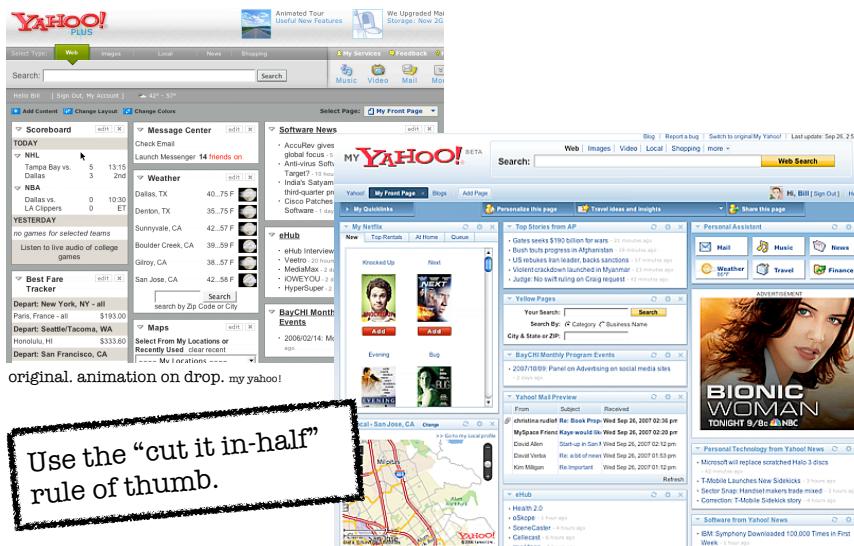
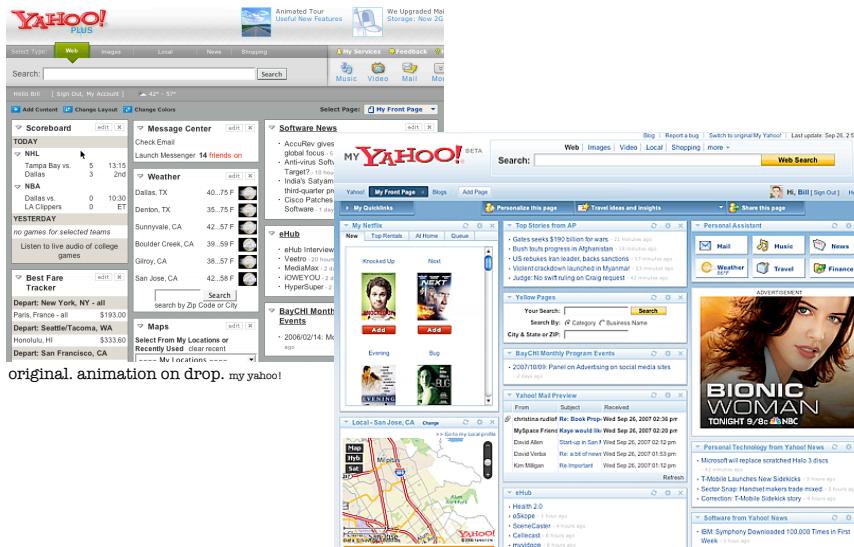
search by Zip Code or City

Maps [ edit | x ]

Select From My Locations or Recently Used clear recent

----- My itineraries -----

original. animation on drop. my yahoo!



# Moments Communicate

---

# Moments Communicate

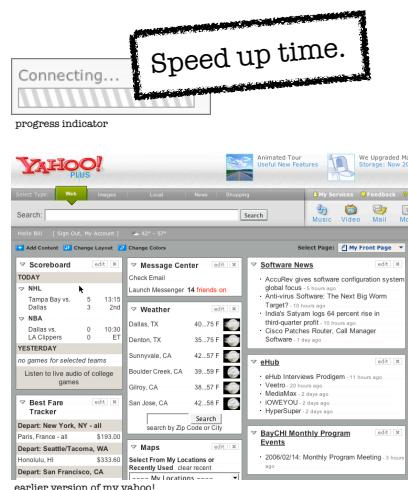
---



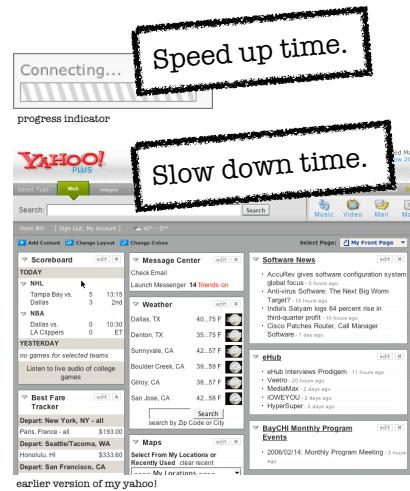
# Moments Communicate



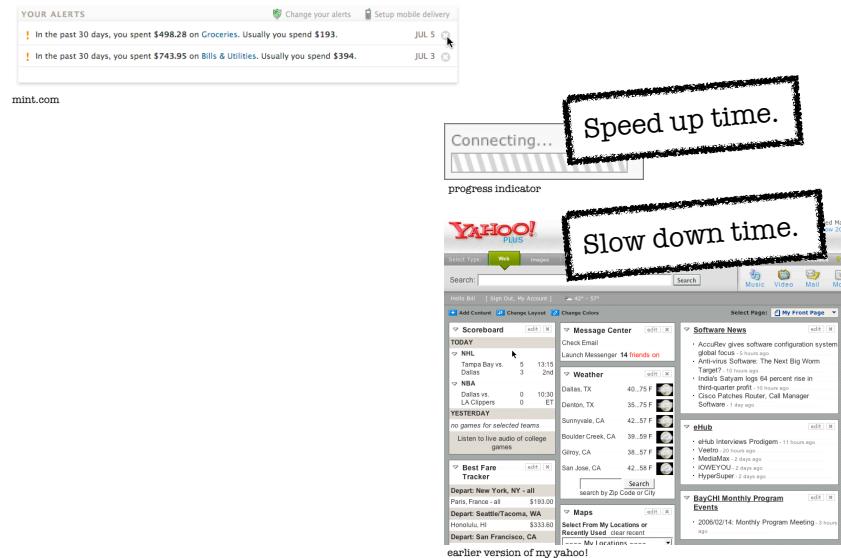
# Moments Communicate



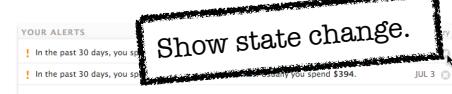
# Moments Communicate



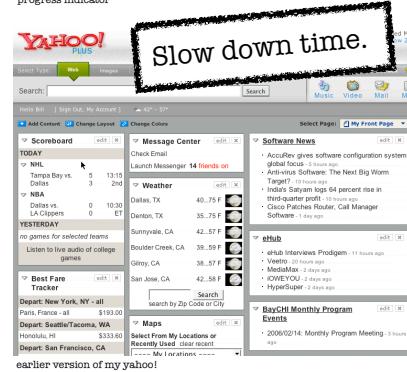
# Moments Communicate



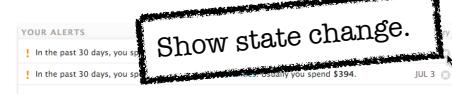
# Moments Communicate



mint.com



# Moments Communicate



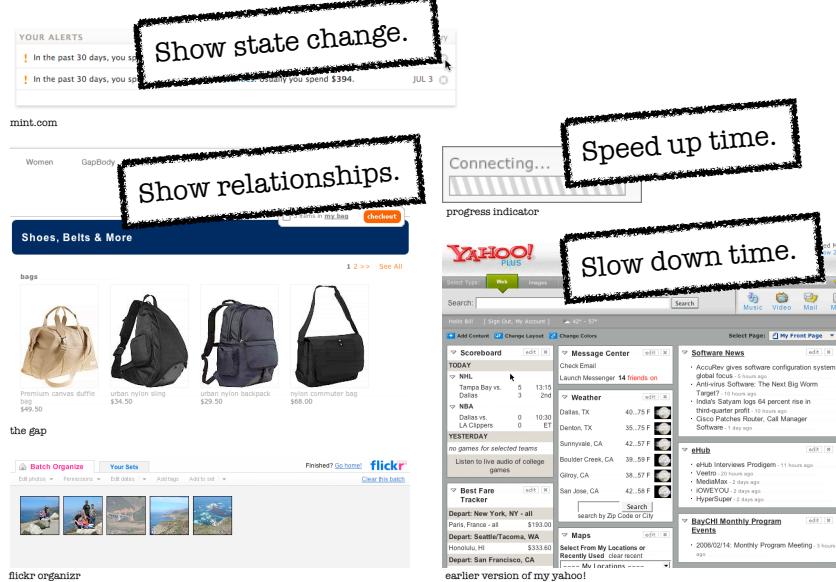
mint.com



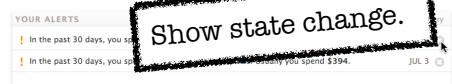
# Moments Communicate



# Moments Communicate



# Moments Communicate



## Late Night Comedies

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

Not Interested See All >

<b>Humboldt County</b>  <b>HUMBOLDT COUNTY</b> WHERE THE CLOUDS IS GATHERED	<b>Revenge of the Nerds: Panty Raid Edition</b>  <b>REVENGE OF THE NERDS</b> THE ATOM'S COOL COLLECTION	<b>The Onion Movie</b>  <b>theONION MOVIE</b> AMERICA'S FUNNIEST NEWS SOURCE	<b>A Dirty Shame</b>  <b>A DIRTY SHAME</b>
<b>Add</b>	<b>Add</b>	<b>Add</b>	<b>Add</b>

experiment on home page

## Late Night Comedies

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

Not Interested See All >

<b>Humboldt County</b>  <b>HUMBOLDT COUNTY</b> WHERE THE CLOUDS IS GATHERED	<b>Revenge of the Nerds: Panty Raid Edition</b>  <b>REVENGE OF THE NERDS</b> THE ATOM'S COOL COLLECTION	<b>The Onion Movie</b>  <b>theONION MOVIE</b> AMERICA'S FUNNIEST NEWS SOURCE	<b>A Dirty Shame</b>  <b>A DIRTY SHAME</b>
<b>Add</b>	<b>Add</b>	<b>Add</b>	<b>Add</b>

experiment on home page

NETFLIX

Browse DVDs Watch Instantly Your Queue Movies You'll Love

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

dedicated area

# Live Feedback

wundrbar 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

live feedback. wundrbar

# Live Feedback

Upload to Flickr

File	Size
del_0091.png	500.4 KB
del_0093a.png	63.6 KB
del_0092.png	62.4 KB
del_0093c.png	71.1 KB
del_0094.png	71.1 KB
del_0095a.png	67.3 KB
del_0095.png	52.4 KB
del_0096.png	94.9 KB
del_0098a.png	141.5 KB
...	...
77 files	Total: 7.47 MB

Uploading Tools  
We have desktop 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.

PSST - Looking for our [live feedback](#)?

live feedback. flickr

wundrbar 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

live feedback. wundrbar

# Live Feedback

wundrbar 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

Other trip details:  
Economy class on American Airlines

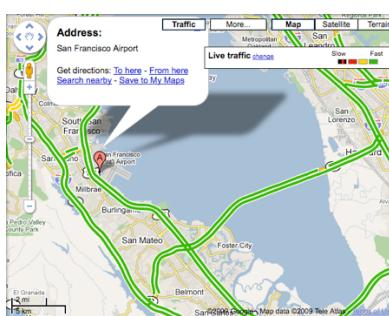
live feedback. wundrbar



Uploading Tools  
We have desktop 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.

PSST - Looking for our [basic Uploader](#)?

live feedback. flickr



live feedback. google maps

# Live Feedback

Create a tight feedback loop with the user.

wundrbar beta

merican airlines from july 12 to july 16

## Expedia flight search

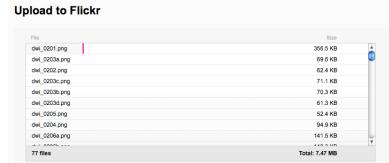
Don't want Expedia? You can also use CheapTickets, Kayak, Orbitz, SideStep or Travelocity. Just say so!

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

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

Other trip details:  
Economy class on American Airlines

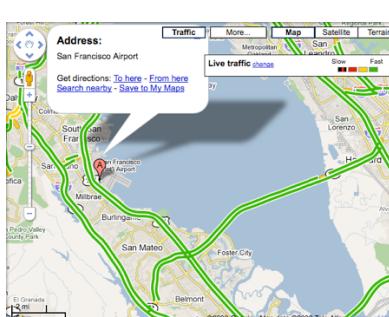
live feedback. wundrbar



Uploading Tools  
We have desktop 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.

PSST - Looking for our [basic Uploader](#)?

live feedback. flickr



live feedback. google maps

# Live Suggest



Web Images Groups News Froogle Local more ▾

ajax	3,847,000 results
ajax	3,410,000 results
aja	72,000 results
ajax devgan	72,000 results
ajay	816,000 results
ajax amsterdam	502,000 results
ajax fc	710,000 results
ajanta	100,000 results
ajanta caves	46,600 results
ajax ontario	27,000 results
ajax grips	8,860 results

live suggest. google (early version)

# Live Suggest



Web Images Groups News Froogle Local more ▾

ajax	3,540,000 results
ajax	2,410,000 results
aja	72,000 results
ajax devgan	72,000 results
ajay	816,000 results
ajax amsterdam	502,000 results
ajax fc	710,000 results
ajanta	100,000 results
ajanta caves	46,600 results
ajax ontario	27,000 results
ajax grips	8,860 results

live suggest. google (early version)

Web | Images | Video | Local | Shopping | more ▾

ajax

- ajax tutorial
- ajax amsterdam
- ajax grips
- ajax fc
- town of ajax

live suggest. yahoo search

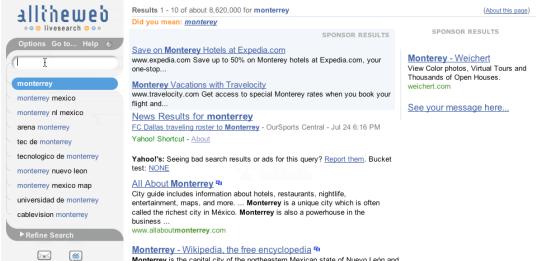
# Live Suggest



live suggest. google (early version)

live suggest. yahoo search

live suggest. early yahoo search experiment



Results 1 - 10 of about 8,620,000 for monterrey  
Did you mean: monterrey

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

Monterey Vacations with Travelocity

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

News Results for monterrey

FC Dallas Traveling poster to Monterey - OurSports Central - Jul 24 6:16 PM

Yahoo! Shortcut - About

Yahoo!> Seeing bad search results or ads for this query? Report them. Bucket test: NONE

All About Monterey

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

www.allaboutmonterrey.com

Monterrey - Wikipedia, the free encyclopedia

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

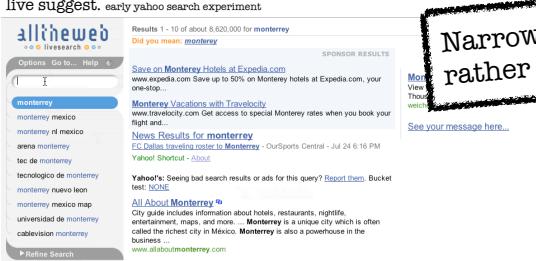
# Live Suggest



live suggest. google (early version)

live suggest. yahoo search

live suggest. early yahoo search experiment



Results 1 - 10 of about 8,620,000 for monterrey  
Did you mean: monterrey

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

Monterey Vacations with Travelocity

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

News Results for monterrey

FC Dallas Traveling poster to Monterey - OurSports Central - Jul 24 6:16 PM

Yahoo! Shortcut - About

Yahoo!> Seeing bad search results or ads for this query? Report them. Bucket test: NONE

All About Monterey

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

www.allaboutmonterrey.com

Monterrey - Wikipedia, the free encyclopedia

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

**Narrow toward a goal  
rather than distract from it.**

# Live Previews

**New Beetle**  
Starts at \$18,290\*  
[Overview](#)  
[Gallery](#)  
[360°](#)  
**Features**  
[Safety](#)  
[Convenience](#)  
[Interior](#)  
[Exterior](#)  
**Build**  
[Shopping Tools](#)  
[Build](#)  
[Get A Quote](#)  
[Schedule A Test Drive](#)  
[Special Offers](#)  
[Financial Options](#)  
[Brochures](#)  
[Read Reviews](#)



Block

exterior

Black

Click and Drag the Car or [Spin Now](#)

interior

live preview. volkswagen car configurator

# Live Previews

**New Beetle**  
Starts at \$18,290\*  
[Overview](#)  
[Gallery](#)  
[360°](#)  
**Features**  
[Safety](#)  
[Convenience](#)  
[Interior](#)  
[Exterior](#)  
**Build**  
[Shopping Tools](#)  
[Build](#)  
[Get A Quote](#)  
[Schedule A Test Drive](#)  
[Special Offers](#)  
[Financial Options](#)  
[Brochures](#)  
[Read Reviews](#)



Block

exterior

Black

Click and Drag the Car or [Spin Now](#)

interior

live preview. volkswagen car configurator

ads Support

Copyright © 2009 20th Century Fox

**Trailer**

Standard

[Small](#) [Medium](#) [Large](#)

For your iPod ►

HD

[480p](#) [720p](#) [1080p](#)

34 MB 101 MB 164 MB



live suggest. apple search

# Live Previews



New Beetle  
Starts at \$18,290\*  
Overview  
Gallery  
Buy  
Features  
Options  
Complete Specs  
Price  
Test  
Confirms Maintenance  
Build  
Shopping Tools  
About  
Purchase  
Schedule A Test Drive  
Financial Options  
Contact  
Send Message

Block 

Click and Drag the Car or [Spin Now](#) 

live preview. volkswagen car configurator



Copyright © 2009 20th Century Fox

Trailer

Standard     For your iPod 

HD     34 MB 101 MB 164 MB

live suggest. apple search

# Live Filtering



[About BingTweets](#) | [Feedback](#) | [Follow @Bing on Twitter](#)

**trending topics** 

[Popular Now](#) [People](#) [Places](#) [Products](#)

**Popular Now** [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**

jokirk: CG Politics | Craig Crawford's Trail Mix - Smiling GOPers Ought to ...  
http://u.mayrev.com/o2hw  
Jul 18, 2009 10:58am

resty: At a minimum, Papelbon should but [Crawford](#) a role.  
Jul 18, 2009 10:57am

ThatLuckyLad: Win the Tuba's Take...Meerigful Beauty by [Crawford](#)  
Review (GIVEAWAY!) | thehananama - Source:  
http://bit.ly/1jO1jma  
Jul 15, 2009 10:57am

SiPeteSports: Wednesday's

**search results** 

Search Bing & Twitter 

share this result  
Check out BingTweets about [Carl Crawford](#)  
<http://bit.ly/1R8eFO> #bing

74 [Tweet this!](#) [ShareThis!](#)

**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

Season: GP 145 AVG .309 HR 8 RBI 39 Runs 58 SB 44

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

**RELATED SEARCHES**

[Ryan Howard](#) [Jimmy Rollins](#)

[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 beta interface. At the top, there's a search bar with the text 'Carl Crawford' and a 'Search' button. A callout box with a dashed border contains the text 'Reduce search effort with live filtering.' Below the search bar, there's a 'trending topics' section with categories: Popular Now, People, Places, and Products. Under 'Popular Now', there are links to 'Carl Crawford', 'Chuck Norris', 'Dash Snow', 'Dave Chappelle', 'Joe Buck', 'Lamar Odom', 'Mariano Rivera', 'Michael Jackson', 'Obama', 'Orrin Hatch', 'Pujols', 'Ryan Higa', 'Ryan Howard', 'Sonia Sotomayor', 'Wendy Williams', and 'Williams'. The main search results for 'Carl Crawford' are displayed, showing a list of links and a table of statistics for his baseball career. The table for July 10 shows: OPP (Oak, W6-0), AB (4), R (0), H (1), HR (0), RBI (1), BB (1), K (0), SB (0). The table for July 11 shows: OPP (Oak, L2-7), AB (3), R (0), H (0), HR (0), RBI (0), BB (1), K (2), SB (0). The table for July 12 shows: OPP (Oak, L3-7), AB (1), R (0), H (0), HR (0), RBI (0), BB (0), K (0), SB (0). The table for July 17 shows: OPP (Rays at Royals), AB (8), R (1), H (10), HR (1), RBI (8), BB (1), K (10), SB (0). The search results also include links to 'Carl Crawford LF, #13 Tampa Bay Rays', 'Player Stats', 'FOX Sports on MSN', and 'SportsNation Blog Archives'. On the left, there's a sidebar with 'tweets' from users like 'jokirk1', 'CG Politics', 'Craig Crawford', 'Tutu's Take', 'Meaningful Beauty', 'Cindy Crawford', 'ThatLuckyLadybug', 'Win the Tuna's Take', 'Meaningful Review (GIVEAWAY!)', 'thehananama', 'Source: http://bit.ly/01ie4', '@thehananama', 'Jul 15, 2009 10:57am', and 'StPeteSports'. At the bottom, there's a note: 'refining search. bing tweets'.

# Live Forms

The screenshot shows a live form for finding a domain name. It has a text input field containing 'www. billsportfolio.com' with a placeholder '(ex. widgetdesigns.com)'. To the right of the input field is a yellow 'Search' button. Below the input field, there's a note: 'live forms. yahoo! small business'.

# Live Forms

Find a domain name:

www.

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.

live forms. yahoo! small business

Prevent errors beforehand  
with live forms.

Required information for Google account

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

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

live forms. google account creation

# Auto Complete

 **KAYAK**™ Search with us, book with them.™

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

Round-trip  One-way  Multi-city

From  To   
 Show Nearby Airports  Show Nearby Airports

Leave  Time  Return  Time

Travelers  Cabin   
 Prefer Nonstop

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

auto complete. kayak

# Auto Complete

 **KAYAK**™ Search with us, book with them.™

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

Round-trip  One-way  Multi-city

From  To   
 Show Nearby Airports  Show Nearby Airports

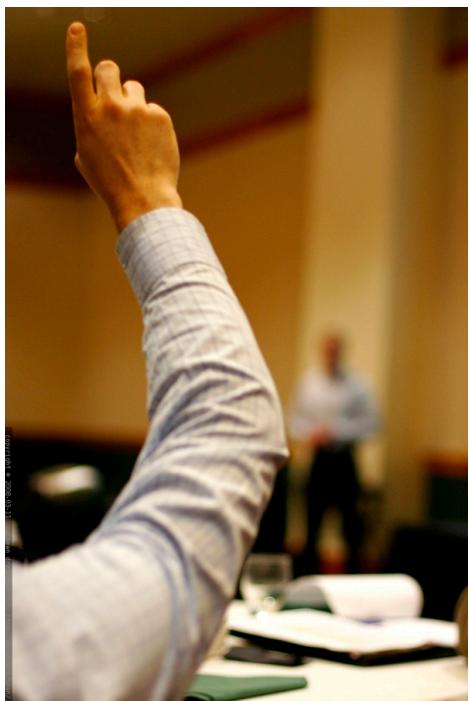
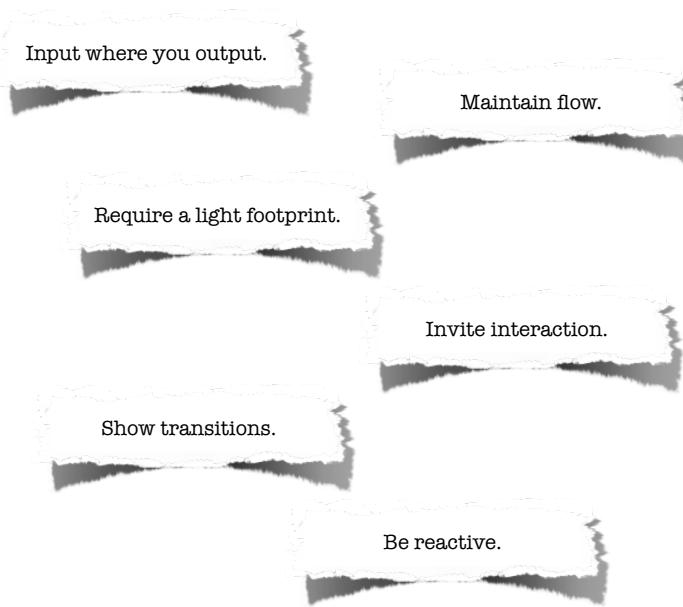
Leave  Time  Return  Time

Travelers  Cabin   
 Prefer Nonstop

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

auto complete. kayak

Reduce user effort by  
autocompleteing correctly.



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

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

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

Web username  
[billwscott](http://billwscott)



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