

# Designing with Patterns

WebVisions Workshop  
Bill Scott  
May 20, 2009. 2-5 pm.

<http://billwscott.com/share/presentations/2009/webvisions/DWI-Workshop.pdf>

# Workshop Schedule

2:00 - 2:20. *Pattern Overview.*

2:20 - 2:50. *Design Principles. Make it Direct.*

2:50 - 3:05. *Exercise 1.*

3:05 - 3:20. *Present Solutions.*

3:20 - 3:30. *Bio Break/ Q & A.*

3:30 - 3:45. *Keep it Lightweight. Stay on the Page.*

3:45 - 4:20. *Provide an Invitation. Use Transitions. React Immediately.*

4:20 - 4:35. *Exercise 2.*

4:35 - 4:50. *Present Solutions.*

4:50 - 5:00. *Q & A.*

# Design Patterns

## Definition

*A formally described solution to a design problem*

## Purpose

*Capture a problem (conflict) and provide a solution (resolution).*

# Origin of Patterns

A Pattern Language, Alexander, 1977

*Dissatisfied with sterile, impersonal design*

Defined it as

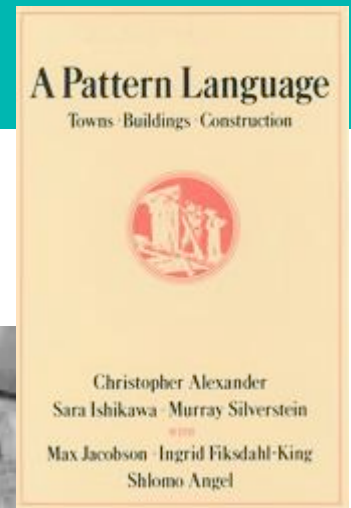
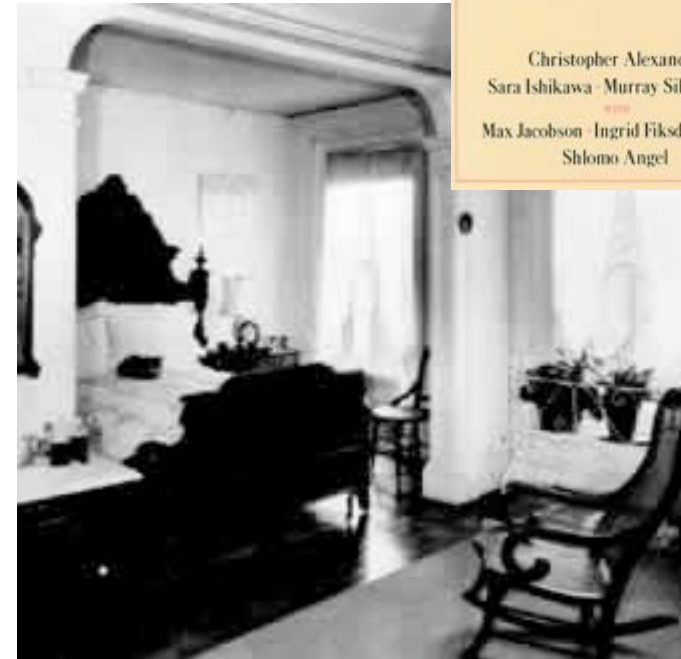
*Solution to a problem in context*

Captured

*Situation, competing constraints,  
canonical solution*

Examples

*Couples Realm, House for a Couple, Office Connections, Children's Home*





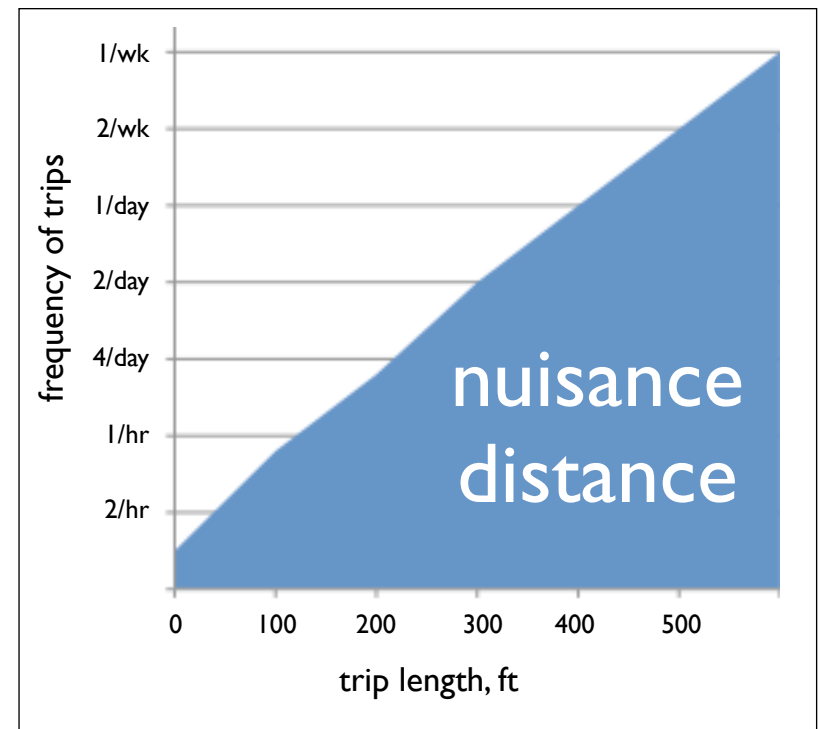
# Office Connections

## Conflict

*If two parts of an office are too far apart, people will not move between them as often as they need to; and if they are more than one floor apart, there will be almost no communication between the two.*

## Resolution

*To establish distances between departments, calculate the number of trips per day made between each two departments; get the "nuisance distance" from the graph; then make sure that the physical distance between the two departments is less than the nuisance distance. Reckon one flight of stairs as about 100 feet, and two flights of stairs as about 300 feet.*



# Origin of Patterns

## Software Patterns

*1995. Gang of Four book*

## Challenge to UX

*1996. Alexander challenges HCI community*

## UX Patterns

*1997. Tidwell's Common Ground*

*Welie's pattern site*

*Design of Sites book*

*2005. Tidwell, Designing Interfaces*

*2006. Y! Pattern Library*



A large, gnarled Joshua tree with many spiky green heads against a clear blue sky. The tree's trunk is thick and twisted, with several branches extending upwards and outwards. The spiky heads are a vibrant green color, contrasting with the brownish-grey bark. The background is a solid, light blue sky. In the bottom left corner, some rocky desert terrain is visible.

surfacing vocabulary

# Pattern Libraries



# Tidwell's Patterns

Original site: Common Ground

[http://www.mit.edu/~jtidwell/interaction\\_patterns.html](http://www.mit.edu/~jtidwell/interaction_patterns.html)

Designing Interfaces book, 2005

Organization of patterns

*Information architecture for applications*

*Navigation*

*Page layout*

*Maps, graphs, and tables*

*Forms*

*Graphic editors*

*Color, typography, and look-and-feel*



## **Organizing the Content**

- Two-Panel Selector
- One-Window Drilldown Wizard
- Extras On Demand
- Intriguing Branches

## **Getting Around**

- Clear Entry Points
- Global Navigation
- Color-Coded Sections
- Animated Transition

## **Organizing the Page**

- Visual Framework
- Center Stage
- Titled Sections
- Card Stack
- Closable Panels
- Movable Panels
- Diagonal Balance
- Responsive Disclosure
- Responsive Enabling
- Liquid Layout

## **Commands and Actions**

- Action Panel
- Smart Menu Items
- Progress Indicator
- Multi-Level Undo
- Command History

## **Showing Complex Data**

- Overview Plus Detail
- Row Striping
- Sortable Table
- Jump to Item
- Cascading Lists
- Tree-Table

# Welie Pattern Library

## User needs

Patterns that meet a direct need of the user.

### Navigating around

- [Accordion](#)
- [Headerless Menu](#)
- [Breadcrumbs](#)
- [Directory Navigation](#)
- [Doormat Navigation](#)
- [Double Tab Navigation](#)
- [Faceted Navigation](#)
- [Fly-out Menu](#)
- [Home Link](#)
- [Icon Menu](#)
- [Main Navigation](#)
- [Map Navigator](#)
- [Meta Navigation](#)
- [Minesweeping](#)
- [Panning Navigator](#)
- [Overlay Menu](#)
- [Repeated Menu](#)
- [Retractable Menu](#)
- [Scrolling Menu](#)
- [Shortcut Box](#)
- [Split Navigation](#)
- [Teaser Menu](#)
- [To-the-top Link](#)
- [Trail Menu](#)
- [Navigation Tree](#)

### Basic interactions

- [Action Button](#)
- [Guided Tour](#)
- [Paging](#)
- [Pulldown Button](#)
- [Slideshow](#)
- [Stepping](#)
- [Wizard](#)

### Searching

- [Advanced Search](#)
- [Autocomplete](#)
- [Frequently Asked Questions \(FAQ\)](#)
- [Help Wizard](#)
- [Search Box](#)
- [Search Area](#)
- [Search Results](#)
- [Search Tips](#)
- [Site Index](#)
- [Site Map](#)
- [Footer Sitemap](#)
- [Tag Cloud](#)
- [Topic Pages](#)

### Dealing with data

- [Carrousel](#)
- [Table Filter](#)
- [Collapsible Panels](#)
- [Details On Demand](#)
- [Collector](#)
- [Inplace replacement](#)
- [List Builder](#)
- [List Entry View](#)
- [Overview by Detail](#)
- [Parts Selector](#)
- [Tabs](#)
- [Table Sorter](#)
- [Thumbnail](#)
- [View](#)

### Personalizing

- [Customizable Window](#)
- [Login](#)
- [Registration](#)

### Shopping

- [Booking](#)
- [Product Comparison](#)
- [Product Advisor](#)
- [Product Configurator](#)
- [Purchase Process](#)
- [Shopping Cart](#)
- [Store Locator](#)
- [Testimonials](#)
- [Virtual Product Display](#)

### Making choices

- [Country Selector](#)
- [Date Selector](#)
- [Language Selector](#)
- [Poll](#)
- [Rating](#)

### Giving input

- [Comment Box](#)
- [Constraint Input](#)
- [Form](#)

### Miscellaneous

- [Footer Bar](#)
- [Hotlist](#)
- [News Box](#)
- [News Ticker](#)
- [Send-a-Friend Link](#)

## Application needs

Patterns that help the application, or you the designer, communicate better with the user

### Drawing attention

- [Captcha](#)
- [Center Stage](#)
- [Color Coded Section](#)
- [Premium Content Lock](#)
- [Grid-based Layout](#)
- [Liquid Layout](#)
- [Outgoing Links](#)
- [Alternating Row Colors](#)

### Feedback

- [Input Error Message](#)
- [Processing Page](#)

### Simplifying interaction

- [Enlarged Clickarea](#)
- [Font Enlarger](#)

## Context of design

The context of the design

### Site types

- [Web-based Application](#)
- [Artist Site](#)
- [Automotive Site](#)
- [Branded Promotion Site](#)
- [Campaign Site](#)
- [E-commerce Site](#)
- [Community Site](#)
- [Corporate Site](#)
- [Multinational Site](#)
- [Museum Site](#)
- [Personalized 'My' Site](#)
- [News Site](#)
- [Portal Site](#)
- [Travel Site](#)

### Experiences

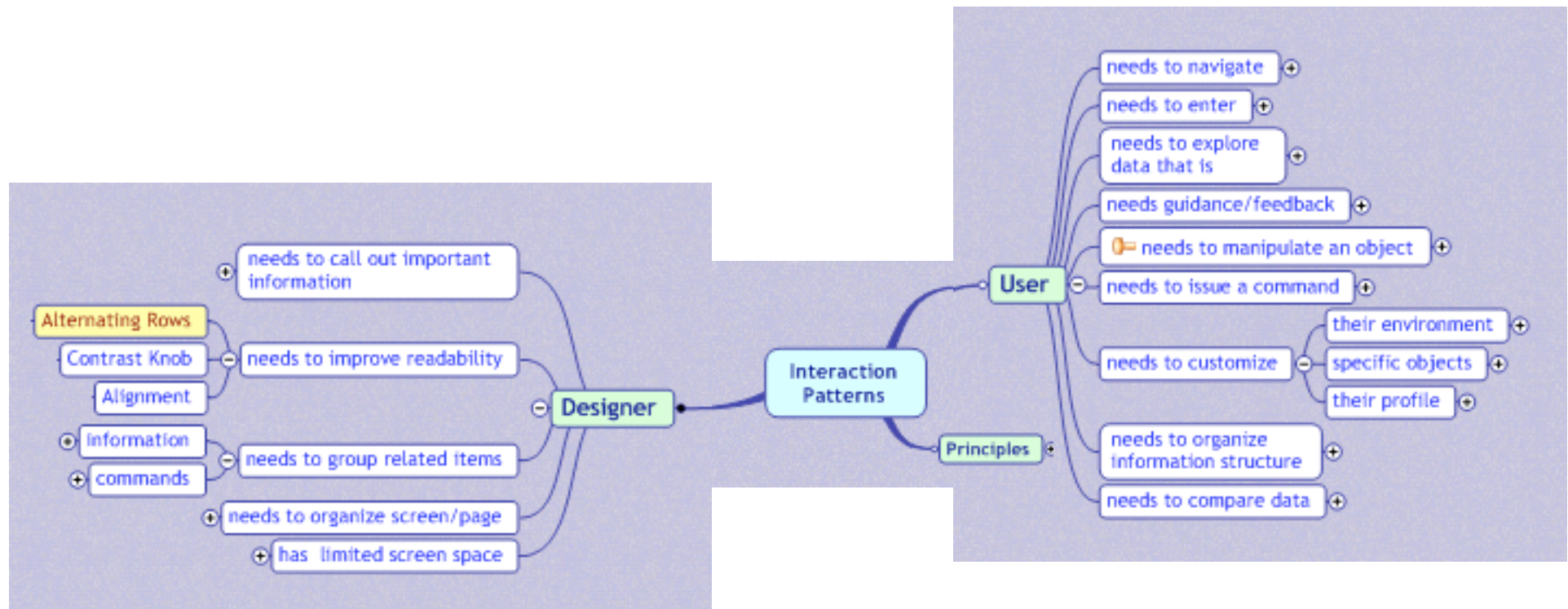
- [Community Building](#)
- [Information Management](#)
- [Fun](#)
- [Information Seeking](#)
- [Learning](#)
- [Assistance](#)
- [Shopping](#)
- [Story Telling](#)

### Page types

- [Article Page](#)
- [Blog Page](#)
- [Case Study](#)
- [Contact Page](#)
- [Event Calendar](#)
- [Forum](#)
- [Guest Book](#)
- [Help Page](#)
- [Homepage](#)
- [Newsletter](#)
- [Printer-friendly](#)
- [Product Page](#)
- [Tutorial](#)

# 120+ Patterns

# Pattern Taxonomy



# Yahoo! Pattern Library

Developer Network Home Help Site Search Search

## YAHOO! DEVELOPER NETWORK

### Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

**USER NEEDS TO**

- NAVIGATE**
  - Breadcrumbs
  - Faceted Navigation
  - Fly-out Menus
  - Horizontal Bar
  - Hub and Spoke
  - Left Navigation
  - Tabs
    - Module Tabs
    - Navigation Tabs
- EXPLORE DATA**
  - Auto Complete
  - Calendar Picker
  - Pagination
    - Item Pagination
    - Search Pagination
- ORGANIZE DATA**
- GIVE FEEDBACK**
  - Ratings & Reviews
    - Architecture Review
    - Rating an Object
    - Writing a Review
- PERFORM ACTION**
- CUSTOMIZE**
  - Drag and Drop
    - Drag and Drop Modules
    - Drag and Drop Objects
  - In Page Editing
  - Sliders

**APPLICATION NEEDS TO**

- CALL ATTENTION**
- IMPROVE READABILITY**
  - Ratings & Reviews
    - Review Architecture
- GROUP RELATED ITEMS**
- ORGANIZE SCREEN/PAGE**

**Welcome**

Welcome to the Yahoo! Design Pattern Library with the design and development patterns we hope to be a monthly release. We have bundled the patterns with the [Code Library](#). We hope this is helpful.

**What's a Pattern?**

A pattern describes an optimal solution to a common problem.

**Recent Patterns**

Send Save Draft

To: yd

Cc: Yusef Jones <yusef@...> Yusef Smith <yusef@...>

[Auto-Complete](#)

The user needs to enter an item into a text box which could be ambiguous or hard to remember and therefore has the potential to be mis-typed.

[Module Tabs](#)

The user needs to navigate through one or more stacked panes of content without refreshing the page.

**Results Page:**

1 2 3 4 [Next](#)

[Search Pagination](#)

The user needs to view a set of search results ranked by relevance that is too large to easily display within a single page.

**Ratings and Reviews**

**Problem Summary**

User wants to leave an opinion or quick opinions can be captured through Reviews.

**Solution Patterns**

**Architecture of a Review**

A product or website needs to present ratings and reviews with a variety of informational elements.

**Rating An Object**

**Problem Summary**

A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.

**EXAMPLE:**

**Restaurant**

(1234) [Read 7 reviews](#)

Alma St  
Menlo Park, CA 94025

Cross Street:  
Between Alma Ln and Ravenswood Ave

Average Rating (7)

Write a Review

Rate a restaurant on [Yahoo! Local](#)

**Use When**

- A user wants to leave an opinion quickly.
- Use in combination with reviews for richer experience.
- Use to quickly tap into the existing "community" of a product.
- Ratings are collected together to present an average rating of an object from the collective user set.

**Solution**

- Show clickable items (most often used are stars) that light up on rollover to infer clickability.

**QUICK JUMP**

- [Solution](#)
- [Rationale](#)
- [Accessibility](#)

**RELATED PATTERNS**

- [Ratings and Reviews](#)
- [Architecture of a Review](#)
- [Writing a Review](#)

**AS USED ON YAHOO!**

- [Yahoo! Local](#)
- [Yahoo! Shopping](#)
- [Yahoo! Custom Autos](#)
- [Yahoo! Movies](#)

**BLOG**

- [Blog Article](#)

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## 40+ Patterns



# Internal Yahoo! Pattern Library

## Creators

*Erin Malone*

*Matt Leacock*

*Chanel Wheeler*

## Pattern Curators

*Bill Scott (2005-2006)*

*Christian Crumlish (present)*

The screenshot shows the 'Y! USER EXPERIENCE' header with navigation links like 'UE Home', 'Backyard', 'Yahoo!', and 'Feedback'. A search bar is present. The left sidebar contains a 'User Experience' menu with categories like 'Home', 'Disciplines', 'Products', 'People', 'Resources', 'Guidelines', 'My Tools', 'My Bookmarks', and 'Browse Archives'. The main content area is titled 'Star Rating an Object' with a 'view' button and tabs for 'edit' and 'outline'. It includes metadata: 'Modified: 8 Jun 2005 - 10:41am', 'Posted: 2 Dec 2004', 'Editor: wendym', 'Contributor: garethf, janejao, mmaileman, matt', and 'Terms: web application, controls, desktop computer'. Below this is a 'SUB-TOPICS' section with 'No sub-topics' and a '[ what's this ]' link. A 'Jump to related topics' link is also present. The main example is for 'California Pizza Kitchen' with phone number '(650) 323-7332', address '531 Cowper St, Palo Alto, CA 94301', and a 'Ratings' section showing 'Average: (4)' with 4 stars and a 'Rate it:' section with 5 stars. A 'PROBLEM SUMMARY' section states: 'Users need to quickly give their star rating of an object, with minimal interruption to any other task flow they are involved in.' A 'USE WHEN' section states: 'This pattern is appropriate for properties using ratings platforms that don't allow users to edit their rating of an object.' A 'SOLUTION' section lists: '1. Show clickable star graphics with an invitation to rate the object (if the user has not yet rated it).' A small 'Rate it:' widget with 5 stars is shown at the bottom.

**Y! USER EXPERIENCE**

Welcome, Bscott [sign out] Search [ ] in UE - All [ ] Search

**User Experience**

- Home
- ▼ Disciplines
  - Interaction Design
  - Visual Design
  - Illustration
  - Design Research
  - Web Development
- Products
- People
- Resources
- ▼ Guidelines
  - ▼ Interaction Patterns
    - What's New
    - Create Pattern
    - Writer's Toolkit
    - Review Queue
    - FAQ
  - Visual Specifications
  - Toolkits

**My Tools**

- Status Reporter
- Calendar
- Recent Posts
- Create Content
- My Bookmarks
- My Account
- My Drafts
- My Subscriptions
- Administer
- Sign Out

**My Bookmarks**

You have no bookmarks.

[quick link](#) | [manage](#)

**Browse Archives**

◄ January 2006

**Star Rating an Object** INTERACTION PATTERN

[view](#) [edit](#) [outline](#)

Modified: 8 Jun 2005 - 10:41am  
Posted: 2 Dec 2004  
Editor: [wendym](#)  
Contributor: [garethf](#), [janejao](#), [mmaileman](#), [matt](#)  
Terms: [web application](#), [controls](#), [desktop computer](#)

**SUB-TOPICS**

- No sub-topics

[Jump to related topics](#)

**California Pizza Kitchen**

(650) 323-7332

Address:  
531 Cowper St  
Palo Alto, CA 94301

**Ratings**

Average: (4)  
★★★★☆

Rate it:  
☆☆☆☆☆

**PROBLEM SUMMARY**

Users need to quickly give their star rating of an object, with minimal interruption to any other task flow they are involved in.

**USE WHEN**

This pattern is appropriate for properties using ratings platforms that don't allow users to edit their rating of an object.

**SOLUTION**

1. Show clickable star graphics with an invitation to rate the object (if the user has not yet rated it).

Rate it:  
☆☆☆☆☆

# Yahoo! Pattern Library

Developer Network Home Help Site Search Search

## YAHOO! DEVELOPER NETWORK

### Design Pattern Library

Yahoo! Developer Network > Design Pattern Library > Ratings and Reviews > Rating An Object

#### Rating An Object

problem

##### Problem Summary

A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.

EXAMPLE:

sensitizing example

lightly animated

in page navigation

related patterns

where to find it

sometimes code example

yuiblog article

other considerations

usage

solution prescription

**Restaurant**  
(1234) 12345678  
Alma St  
Menlo Park, CA 94025  
Cross Street:  
Between Alma Ln and Ravenswood Ave

★★★★★  
Average Rating (7)  
[Read 7 reviews](#)

Average  
★★★★☆  
[Write a Review](#)

Play ▶

Rate a restaurant on [Yahoo! Local](#)

##### Use When

- A user wants to leave an opinion on an object.
- Use in combination with a rich user interface.
- Use to quickly tap into the existing "community" of a product.
- Ratings are collected together to present an average rating of an object from the collective user set.

##### Solution

- Show clickable items (most often used are stars) that light up on rollover to infer clickability.

##### QUICK JUMP

- [Solution](#)
- [Rationale](#)
- [Accessibility](#)

##### RELATED PATTERNS


- [Ratings and Reviews](#)
- [Architecture](#)
- [Writing a Review](#)

##### AS USED ON YAHOO!

- [Yahoo! Local](#)
- [Yahoo! Shopping](#)
- [Yahoo! Customer Support](#)
- [Yahoo! Maps](#)

##### BLOG

- [Blog Article](#)

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# Designing Social Interfaces

<http://www.designingsocialinterfaces.com/>  
Erin Malone & Christian Crumlish

## Principles

*cute name: Social to the Core*

### Fundamental Principles

- Design for Everyone
  - Deliberately Leave Things Incomplete
  - Pave the Cowpaths
  - Strict vs. Fluid Taxonomies
  - Palimpsest
- Talk Like a Person
  - Conversation
  - Self-Deprecating Error Messages
  - Ask Questions
  - Your vs. My
  - No Joking Around
- Be Open
- Be a Game
- The Ethical Dimension
- **Cargo Cult** (antipattern)
- Marketing
  - Monetize
  - Underpants Gnomes
- *what other high-level principles are we missing?*

## Self

### Engagement

*cute name: You're Invited*

- Sign Up or Registration

## Activities

*cute name: Where's the Action?*

### Collecting

*cute name: Hunters Gather*

- Collecting
  - Saving
  - Favorites
  - Displaying
  - Add / Subscribe
- Tagging
  - Tag an Object
  - Find with Tags
  - Tag Cloud

### Sharing

*cute name: Potlatch*

- Sharing
- Tools for Sharing
  - Bookmarklet
  - Share This
  - Activity Streams
- Direct Sharing
  - Send This
  - Casual Privacy
  - Share Application
  - Give Gift
- Public Sharing
  - Many Publics

## Community

*cute name: One of Us, One of Us"*

### Personal Connections

*cute name: We Need to Talk"*

- Relationships
  - Relationship terminology (friend, family, fan, follower, contact, colleague, connection, cohort)
  - Find People  
(Browsing for people / Friends of friends. Searching for people, Finding friends from Email or IM Buddy Lists, Recommendations)
  - Adding Friends
    - (Confirming Friendship, One-Way Following, Ignore Me)
    - Implicit & Explicit Relationships
    - Fans and Fame
  - Circle of Connections
  - Publicize Relationship
  - Unfriending

Designing  
**Social**  
Interfaces

100+ patterns

# Fluid OSDPL



Open Source Design Pattern Library  
Open Source UI Design Patterns

[Home](#) > [Design Patterns](#) > [All Design Patterns](#)

## All Design Patterns

### Register

Quick and easy! Create patterns and join discussions on draft patterns! [Go here to Register](#)

### Login







Already a member? [Go here to Login now.](#)

### Browse Patterns

[Content Management](#)  
[Information Organization](#)  
[Input Forms](#)  
[Navigation](#)  
[All Patterns](#)

### Top Rated Patterns

[Comprehensive File Upload](#)  
★★★★★  
[Drag and Drop – Layout Preview](#)  
★★★★★

Category	Pattern	Design Problem
 Content Management	<a href="#">Comprehensive File Upload</a>	While interacting with a remote service, the user needs to upload one or more files, and would like to do so without disturbing or leaving the current context of interaction.
 Content Management	<a href="#">Simple File Upload</a>	The user needs to upload a single file and does not need any additional information or functionality during the upload.
 Information Organization	<a href="#">Drag and Drop</a>	The user needs a way to visually change the order or manipulate the position of elements on the screen.
 Information Organization	<a href="#">Drag and Drop – Layout Preview</a>	User needs a way to visually preview the new layout of a group of items after one item is dragged to a new position.
 Information Organization	<a href="#">Item Pagination</a>	The user needs to view a large set of data that cannot easily be displayed in one chunk.
 Information	<a href="#">Needle in a Haystack</a>	<b>A needle in a haystack.</b> A list contains enough items so that a user may find it difficult to locate the item.



## Accessibility Considerations

- Provide keyboard-only equivalents of mouse-based actions. Keyboard accessibility can be facilitated by providing keyboard-only equivalents of "drag and drop" functionality. Suggested keystrokes for applications are described in the sub-patterns.
- Describe how the feature works using the keyboard. A description of how the drag and drop operation works with the keyboard should be provided, i.e., "After selecting the object using the tab key, move the object by pressing 'Control' in combination with the relevant arrow key." Ideally, this information will be visible to all users, so that persons who are sighted but don't use a mouse will also benefit.
- Provide additional detail. Additional detail of how the feature works can be provided by users clicking on a nearby "i" or "?" button, i.e., "Objects replace the location of the existing item, causing it to move one cell over."
- Make Assistive Technology (AT) users aware of object positions. AT users must be made aware of the position of objects relative to one another. This can be done by placing objects within a borderless table, transparent to sighted users, but with column and row headings for persons using AT. They should also be told if the operation has been completed successfully. This message can be hidden from sighted users.
- Include correct [ARIA](#) role markup. Including correct [ARIA](#) role markup within your HTML is a way to ensure that Accessibility Technologies are able to interpret the layout and context of your DnD interface. Below is an example of ARIA markup for a draggable grid-cell. The cell is represented as an HTML DIV element, and the `aaa:grab` attribute specifies to ATs that the item is draggable.

```
<div rsf:id="scr=ignore" class="orderable" id="cell::13:"  
xhtml10:role="wairole:gridcell"  
aaa:selected="true"  
aaa:readonly="false"
```

# Quince Pattern Explorer


**Quince**

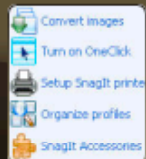
ALL PATTERNS

Sign In

Search

keywords

CLEAR A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



## Action Links

Use links instead of buttons to minimize visual noise, conserve screen real estate, or to contrast with buttons to indicate importance or precedence.

EXPLORE RELATED



## Active Filtering

Enable people to change filters on a large set of information and see the results actively update as they do so.

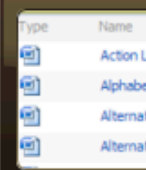
EXPLORE RELATED



## Alphanumeric Filter Links

Show a list of alphabetical links that filter the list with the words that start with the selected character.

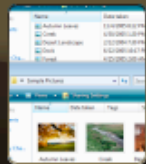
EXPLORE RELATED



## Alternating Row Colors

Alternate the background color of rows to subtly differentiate each row from surrounding rows.

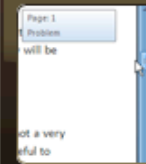
EXPLORE RELATED



## Alternative Views

Create multiple, alternative views of the same interface that address competing design needs.

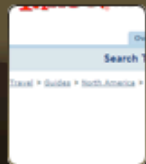
EXPLORE RELATED



## Annotated Scrollbar

Provide an indicator of significant sections in or near the scrollbar.

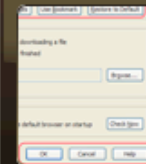
EXPLORE RELATED



## Breadcrumbs

Provide a list of side-by-side links that give users a sense of where they've been or where they are and how it fits in the overall structure of your site or application.

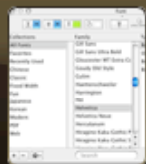
EXPLORE RELATED



## Button Groups

Display related commands using buttons that are grouped together and similarly aligned and styled.

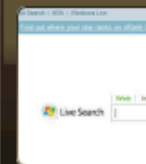
EXPLORE RELATED



## Cascading Lists

Show a few lists next to each other that allow users to drill down into hierarchical information.

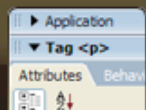
EXPLORE RELATED



## Clear Entry Points

Give people a set of clear entry points into the application or Web site based on their most common tasks or destinations.

EXPLORE RELATED



## Closable Panels

Put some or all of your ancillary things, such as tools, controls, or extra information, into distinct panels that users can close or open individually as needed.



## Command Area

Group commands together into a unified area of the interface.

## Filter these by:

Help

Hierarchy

Information Architecture

Information Design

Interaction Design

Layout

Map

Masked Edit

Multiple Selection

Navigation

Notifications

Numeric Input

Page Layout

Rating

Search

Selection

Selector

Tagging

Text Input

Tree

Usability

Visual Design

Search

Go

## Explore

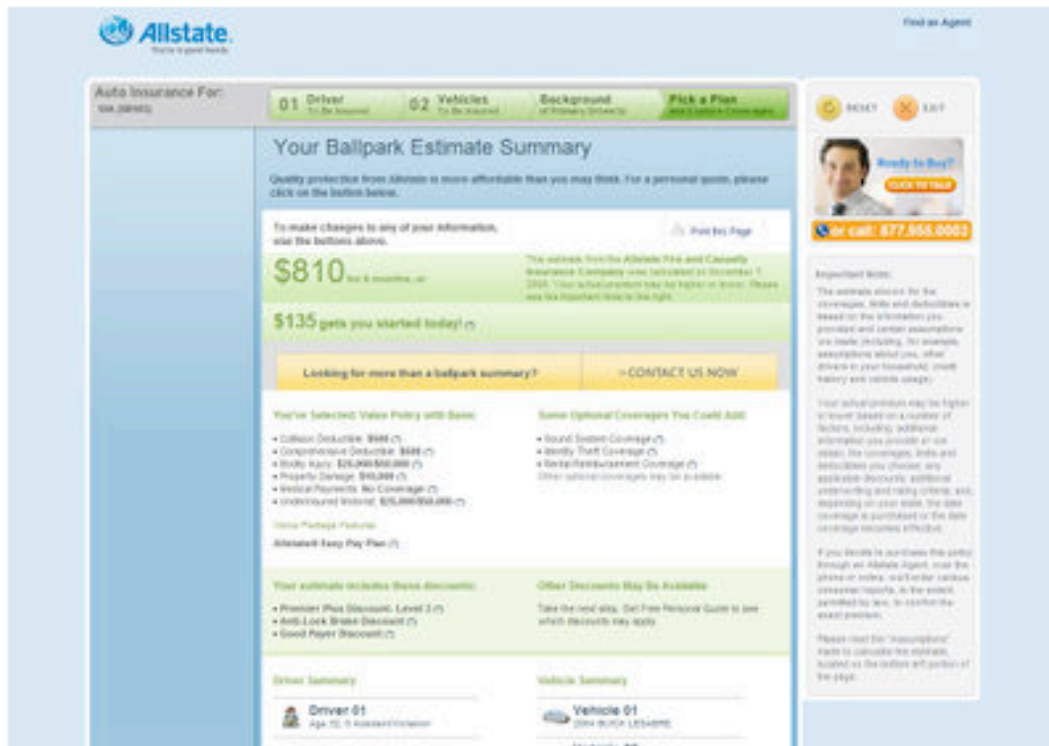
[All Patterns](#)[By User Tasks](#)[By Tag Relations](#)[By Wireframe](#)

# Blink Design Library

## blink design library

### Button Identity Disorder

A colleague sent me this example of "button identity disorder." (Click to see full-sized image)



Some buttons on this page are obvious, for example "Click to Talk." What is less obvious is the function of dimensional-looking yellow bar across the middle of the page. The first set of text ("Looking for more than a ballpark summary?") is not



### About

[Blink Interactive](#) is a Seattle-based user experience consulting firm. Our design library is an informal collection of design examples with commentary.

 [Subscribe in a reader](#)

### Search

### Categories

[Add to Cart](#) [Alerts](#) [Back](#) [Bad](#) [Blog](#) [Browser](#) [Browse](#) [Back](#) [Buttons](#) [Calendar](#) [Cancel](#) [Card Stack](#) [Clear](#) [Button](#) [Confirmation Message](#) [Contextual Menu](#) [Customize](#) [Dates](#) [Dialog box](#) [Downloading](#) [Downtime](#) [Drag-and-drop](#) [Drop-down Menu](#) [Dynamic](#) [Dynamic](#) [Menus](#) [Ecommerce](#) [Edit](#) [Email](#) [Entry](#) [Suggestions](#) [Errors](#) [Expand/Collapse](#) [Fade](#) [Feature](#) [comparison](#) [Feedback](#) [Field Help](#) [Fields](#) [Filmstrip](#) [Navigation](#) [Filtering](#) [Floating page elements](#) [Fluid](#) [Display](#) [Forms](#) [Frames](#) [Global Navigation](#) [Help](#) [Hide/Show](#) [History](#) [Home page](#) [Inactive Page](#)



# Information Design Patterns

[News](#)
[Patterns](#)
[About](#)
[Contact](#)
[Community](#)

## Pattern Overview

### Category Filter ▼

#### Display Patterns

- ☐ Correlations (2)
- ☐ Continuous Quantities (4)
- ☐ Discrete Quantities (6)
- ☐ Proportions (2)
- ☐ Flows (2)
- ☐ Hierarchies (2)
- ☐ Networks (3)
- ☐ Spatial Configurations (2)

#### Behavior Patterns

- ☒ Navigation (6)
- ☒ Filtering (5)
- ☒ Arrangement (4)
- ☒ Exploration (2)
- ☒ Transition (1)

#### Interaction Patterns

- ☐ Boolean Selection (3)
- ☐ Linear Adjustment (2)



#### Simple Zoom

When you have large and detailed datasets at...



#### Local Zoom

While the conventional Simple Zoom pattern is...



#### Panning

In maps and network diagrams, the available...



#### Timeline

An timeline is a simple navigation tool that...



#### Linked Multiples

When the data you to display consist of multiple...



#### Overview plus Detail

When you display a large infographic, such as a...



#### Layering

Too many information in one screen easily...



#### Active Objects

When dealing with large sets of information that...



#### Boundary Filter

If the user explores a large set of data items,...



#### Facet Browsing

Traditional linear search methods often prove...



#### Dynamic Query

The standard process of a search query involves...



#### Selective Arrangement

Most data structures can be depicted in more than...



#### Sortable Columns

When displaying large data amounts in tabular...



#### Custom Dimensions

When displaying statistical information in...



#### Isolated Comparison

When displaying multiple data items of which each...



#### Detail on Demand

In some situations, mostly when displaying data...



#### Datatip



#### State Transition

### Preview



# Interface Design Patterns



E-Mail

Password

[Login](#) [New Account](#)

[Patterns](#)
[Members](#)
[Knowledge Base](#)
[About](#)


## Pattern of the moment


[Area Calculation](#)

## Filter patterns by

### Category

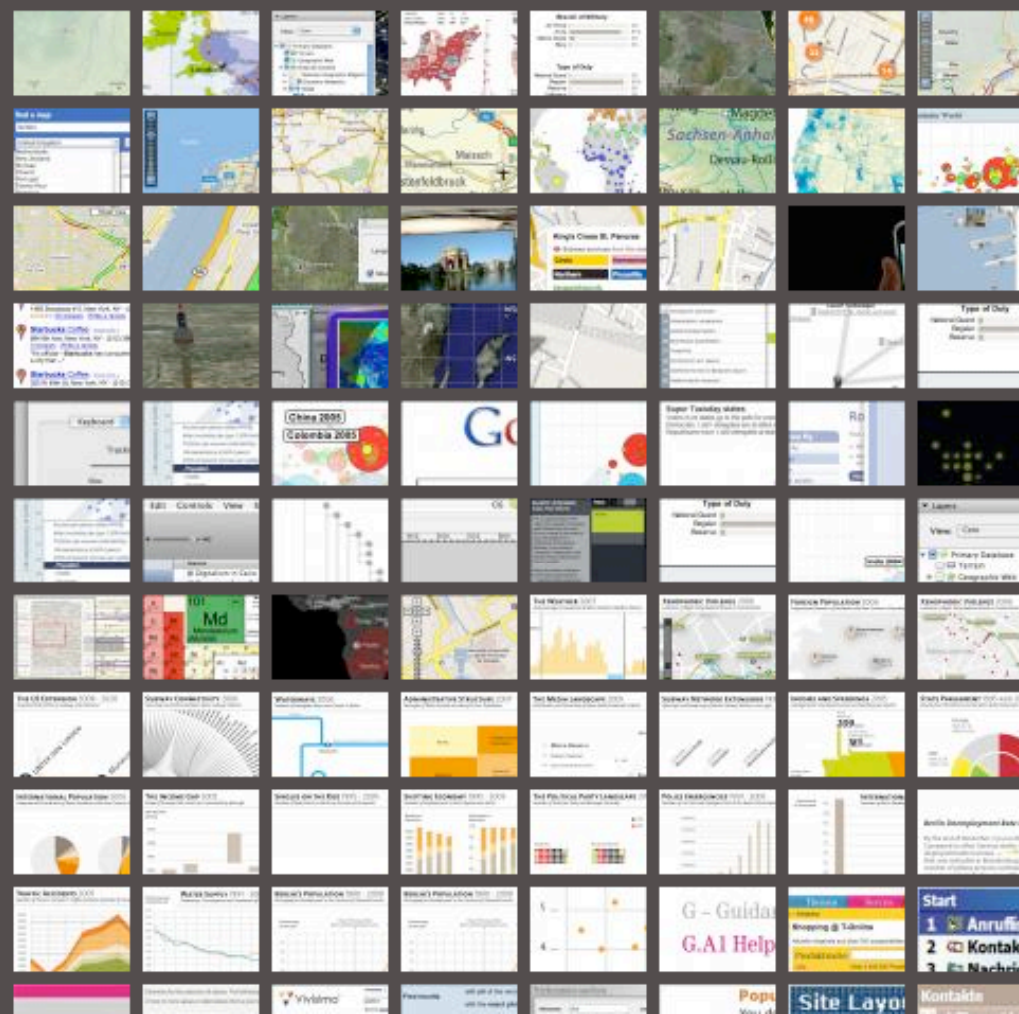
- ▶ Graphical Design Patterns [107]
- ▶ Application-dependent Patterns [0]
- ▶ Interaction Discourse Patterns [33]
- ▶ Scenarios [3]
- ▶ InfoViz Patterns [48]
- ▶ GeoViz Patterns [29]

### Devices

- ☒ All
- ☐ Smartphone [112]
- ☐ MDA/PDA [120]

## Patterns overview [220]

View patterns as [Thumbnails](#)

Sort by [Submission Date](#)


## Pattern preview

Rollover thumbnails to get more information

# Search Patterns



## Search Patterns

I'm working on a new book (and talk) about the future of search, and I've created a seed collection of patterns and examples to support my research.



### Site Search (Small)

1 set | [Edit Mosaic](#)



### Site Search (Large)

2 sets | [Edit Mosaic](#)



### E-Commerce

2 sets | [Edit Mosaic](#)



### Web Search

3 sets | [Edit Mosaic](#)



### Social Search

2 sets | [Edit Mosaic](#)



### Enterprise

1 set | [Edit Mosaic](#)



### Libraries

3 sets | [Edit Mosaic](#)



### Vertical Search

2 sets | [Edit Mosaic](#)



### Media Search

5 sets | [Edit Mosaic](#)



### Personal

2 sets | [Edit Mosaic](#)



### Local Search

2 sets | [Edit Mosaic](#)



### Mobile Search

1 set | [Edit Mosaic](#)



### Spime Search

3 sets | [Edit Mosaic](#)



### Advanced Search

2 sets | [Edit Mosaic](#)



### Auto-Suggest

2 sets | [Edit Mosaic](#)



# UI Pattern Factory



UI Pattern Factory

Patterns

What?

Pattern Ideas

Feedback

Blog

## Fresh and Illustrative User Interface Design Patterns

UI Pattern Factory is a mix of user interface design pattern library and UI gallery. It is a place to find user interface best practices, get design inspiration, and share design solutions with others. Our patterns are always fresh with tons of examples, and you can easily add more using Flickr.

Check out also our Pattern Ideas–forum where you can suggest new patterns and vote on other users' ideas!

### Wizard

Guide the user through a task with several steps by showing a clear path to completion.

### Same-Page Feedback Messages

Show a feedback message in context after successful action or if something went wrong.



Your custom URL has been saved.



Your Public Profile

Your current URL is: http://

### Refining Search

### Information Dashboard

Type and Wait to Search

#### Tag Cloud

actions browsing buttons confirmation contextual-tools controls data visualization doing-things edit facets feedback fill-in finding-things form graphs grouping headers help information information-architecture information-design input-fields inputs layout list-items lists live menu messages navigation organization organizing process progress scrolling search sections selection-dependent-inputs shopping showing-data validation visual-design visual-hierarchy visual communication wait

# UI Pattern Factory Flickr Pool



Group Pool ( [263 items](#) | [Add photos or video](#) )



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)



From [Janne L](#)

» [More](#)

# UI Patterns.com Library



DESIGN PATTERNS SCREENSHOT COLLECTIONS USER SETS BLOG RESOURCES

## DESIGN PATTERNS

Displaying recent design patterns 1 - 10 of 47 in total

Next >



### Wizard

The user wants to achieve a single goal which consists of multiple dependable sub-tasks.



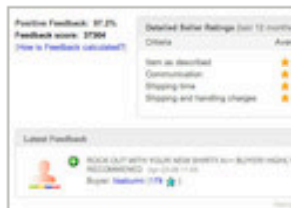
### Adaptable View

You want to let the site's presentation of content fit the specific needs of the user. You want to let the site's presentation of content fit the specific needs of the user.



### Image Zoom

The user wants to zoom in on an image to view the details in a higher image resolution.



### Rate Content

The user wants to promote a specific piece of content in order to democratically help decide what content is of higher quality.



### Input Feedback

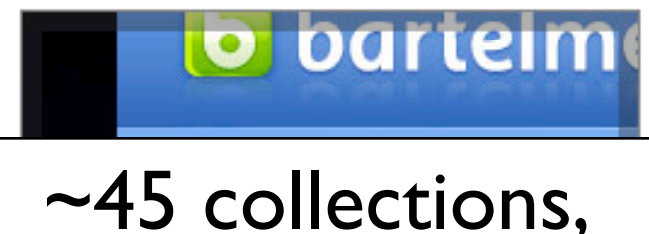
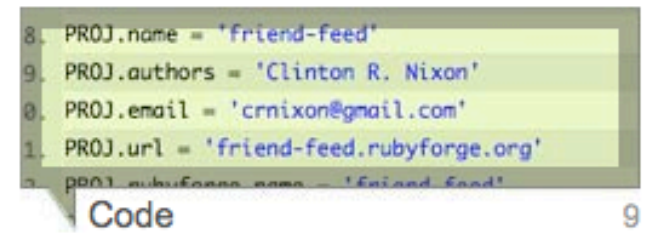
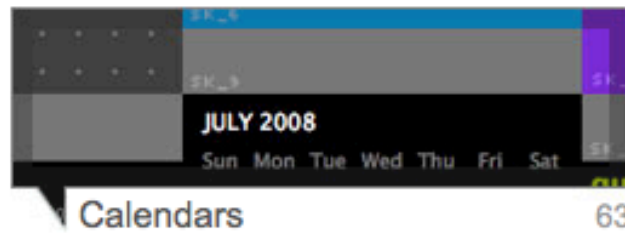
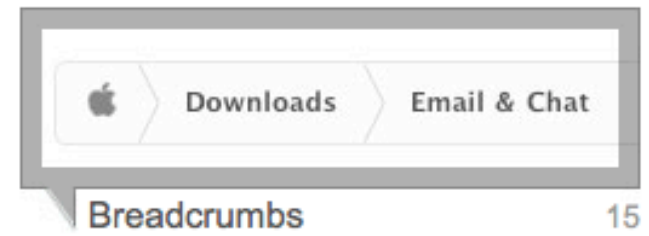
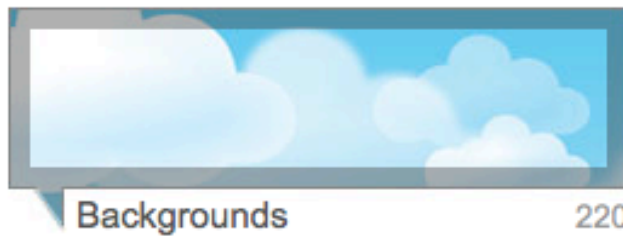


### Account Registration

# Pattern Tap

## COLLECTIONS

45 Collections



~45 collections,  
~5000 screenshots





# New Featured Interfaces

[LATEST](#) [FEATURED](#) [SUBMISSIONS](#) [POPULAR](#) [TAGS](#) [TITLES \(A-Z\)](#) [POST AN INTERFACE](#)

Accessories ▸ Cables ▲

- Flash tubes
- Flat Front Diffusors
- Glass Covers
- Grids
- Multispot accessories

**Profoto Breadcrumbs**

How many?

||||-|||| =

e.g. "6"

+ Add note

**Interaction-Design.org Tickmark  
Captcha**

Check the box beside the products you want and see which edition(s) they're in.

✓	COMPONENTS
<input type="checkbox"/>	Adobe® InDesign® CS4
<input type="checkbox"/>	Adobe Photoshop® CS4 Extended
<input checked="" type="checkbox"/>	Adobe Photoshop CS4
<input checked="" type="checkbox"/>	Adobe Illustrator® CS4

**Adobe Product Comparison  
Table**

**Plus**  
**\$49/month**  
**MOST POPULAR PLAN**

**35 projects**  
**10 GB storage**

**Basecamp Product Comparison  
Table**

Software	FirstEdge	AccountEdge
	✓	✓
Statements	✓	✓
	✓	✓
	✓	✓
	✓	✓

**MYOB Product Comparison Table**

Quicken Online

**Quicken**

ONLINE

FREE

Start Now

Deluxe



~~\$59.99~~ **\$39.99**

Add to Cart

**Quicken Product Comparison  
Table and Wizard**

Furniture Toys Electronics See All

Slipcovers + Futon  
Covers

Spa + Massage


Specialty Gifts

Sports

Sports Fan Shop

**Target Drop Down Menus**

MONEY WOMEN & SEX WEIGHT LOSS

 **All Your Financial Wor**

The Best Life Guide to Choosing  
a Financial Advisor

Green House Effect

Crash the Hedge Fund Party

Old Rules for New Money

Better Than a Mattress

Invasion of

5 Ways to C

Rein In You

Six Key M

The Stress-

**Best Life Magazine Drop Down  
Menus**



# Flickr. Factory Joe

[factoryjoe](#) > [Collections](#)

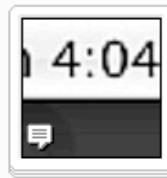


## Design Patterns

Reuse, recycle, but don't reinvent the wheel unless necessary.

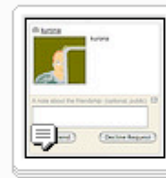
by Brian Christiansen at [UI Engineering](#).  
[Via.](#)

This collection captures findings of consistent, unique or interesting interfaces and design flows from across the web.



### 404

151 photos



### Adding Friends

86 photos



### Alerts, Messages

132 photos



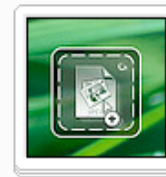
### Blog editors

4 photos



### Calendar Views

13 photos



### Drag'n'drop Interfaces

20 photos



### Comment Form Design Patterns

21 photos



### Footers

81 photos



### Friend Request Messages

123 photos



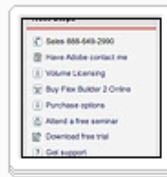
### Headers

141 photos



### Login Forms

484 photos



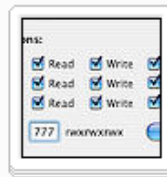
### Navigation

14 photos



### Pagination

16 photos



### Privacy, Publicity and...

29 photos



### Shopping & Checkout

59 photos



### Tab Design Patterns

228 photos

# Flickr. Design Solutions

[guspim](#) > [Collections](#) > [\[Design\]](#)



## [Design Solutions]

I've a confession to make: I'm addicted to screenshots, it is stronger than me, I can't help it...

[I'm](#) a user experience designer focused on making the Web a better place.

The two main projects being developed at my company - [Enough Pepper](#) - are [Survs](#), an online survey tool, and [xSort](#), a card sorting application running on Mac OS X.

### Digital ID

[Blog](#)  
[Enough Pepper](#)  
[Survs](#)  
[xSort](#)  
[LinkedIn](#)  
[Twitter](#)  
[guspim store](#)  
[More...](#)



### [404]

40 photos



### [Autocomplete]

4 photos



### [About pages]

62 photos



### [Bars]

14 photos, 1 video



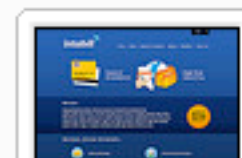
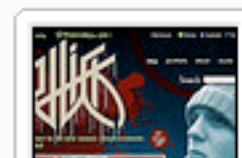
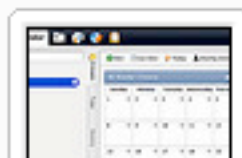
### [Buttons]

128 photos



### [Breadcrumbs]

18 photos



# Flickr. ui/ux collection

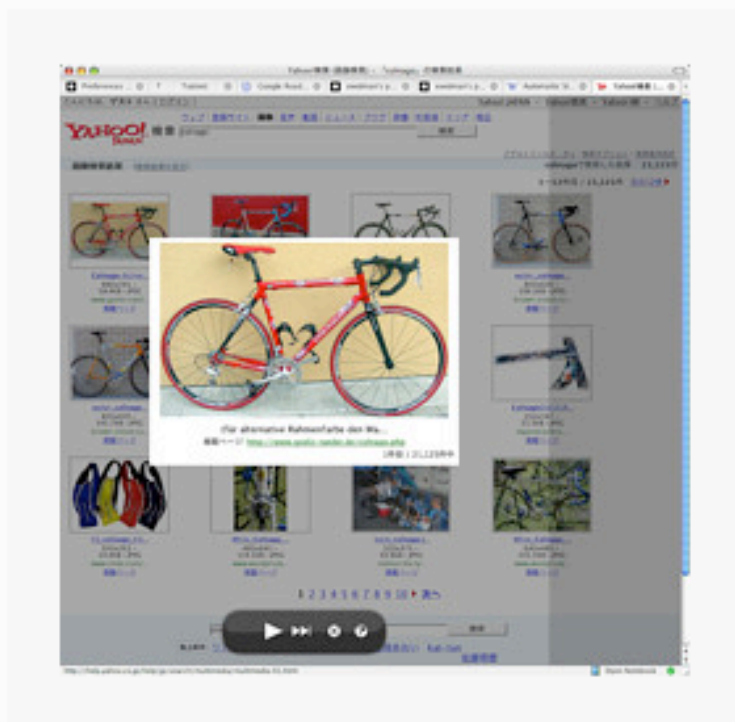
soxiam · Sets



## ui/ux

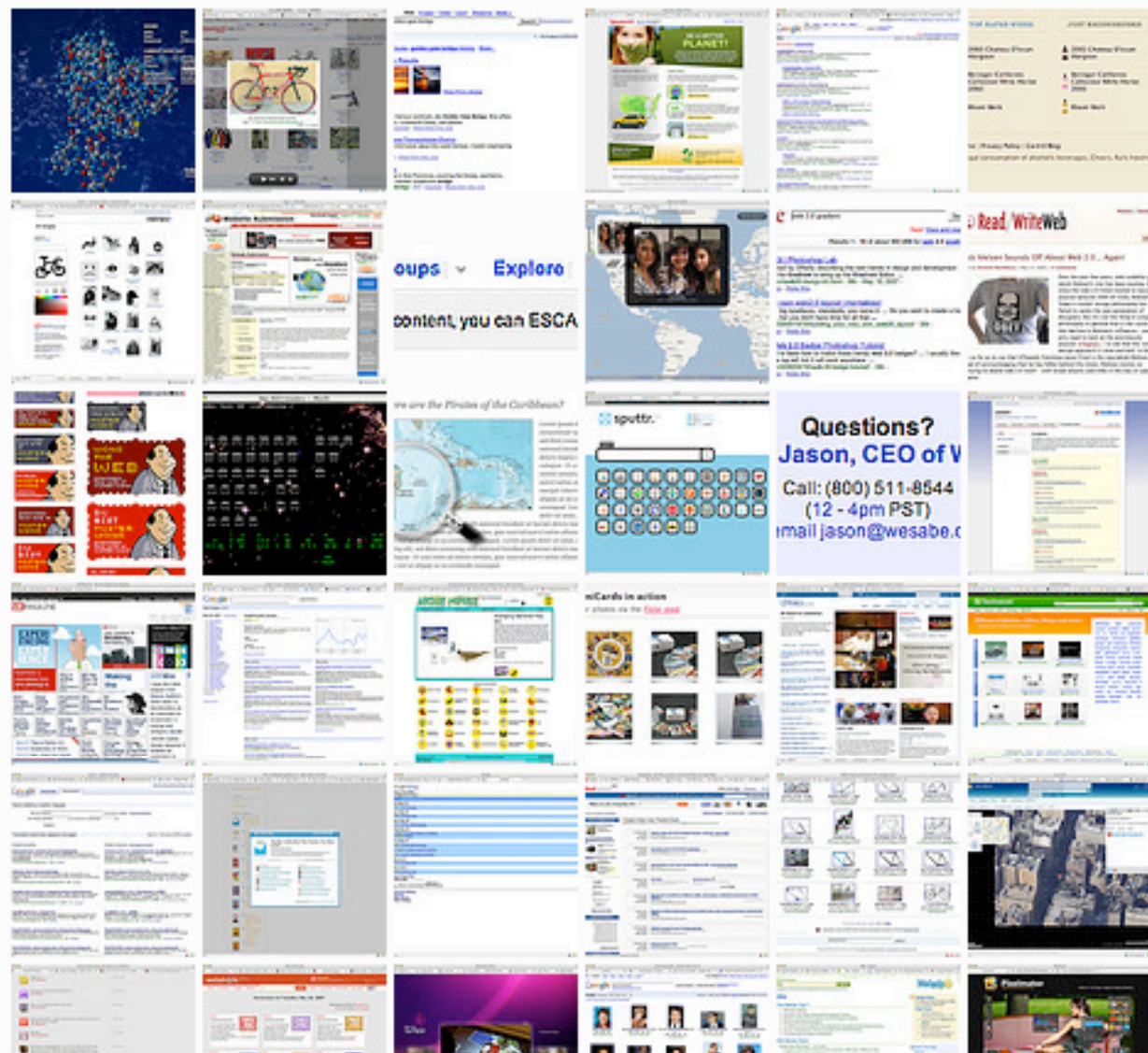
Thumbnails Detail Comments

Slideshow  Share This



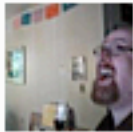
680 photos | 2,307 views | [Add a comment?](#)

items are from between 16 Mar 2007 & 11 Jun 2007.



# Flickr. Xian Collection

[xian](#) > [Collections](#)



## Pattern Gallery

Screenshots of examples of interaction design patterns for the Yahoo Pattern Library (YPL)



### Terms of Service

3 photos



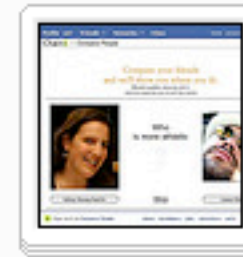
### Carousel

28 photos



### Vote to Promote

8 photos



### Reputation

1 photo



### Sign in to Participate

1 photo



# Flickr. DWI Book Figures

[Designing Web Interfaces](#) > [Collections](#)



## DWI: Figures from the Book

This collection contains all of the figures (565 images) from the [Designing Web Interfaces: Principles and Patterns for Rich Interaction](#) published by [O'Reilly Media](#) by [Bill Scott](#) and [Theresa Neil](#).

This material is available for your presentations or other derivative works provided you respect the [Creative Commons license](#) and provide attribution to this work.

An attribution usually includes the title, author, publisher, and ISBN.  
For example:

*"Designing Web Interfaces, by Bill Scott and Theresa Neil, Copyright 2009 Bill Scott and Theresa Neil, 978-0-596-51625-3."*



### Principle One - Make it Direct

4 photos



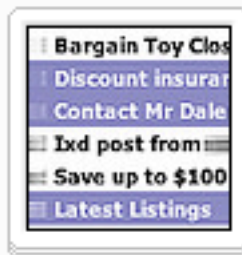
### Chapter 1 - In-Page Editing

41 photos



### Chapter 2 - Drag and Drop

76 photos



### Chapter 3 - Direct Selection

31 photos



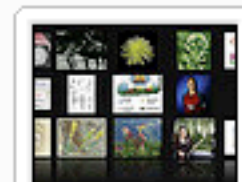
### Principle Two - Keep it...

6 photos



### Chapter 4 - Contextual Tools

50 photos



# Flickr. DWI Screencasts

[Designing Web Interfaces](#) > [Collections](#)



## DWI: Supporting Screencasts

For many of the figures it is helpful to see the actual interface in action. This collection contains screencast movies for some of the figures in the book. Additional screencasts that serve as examples for the chapter are also included.



### Chapter 1 (SC) - In Page...

28 videos



### Chapter 2 (SC) - Drag and Drop

1 photo, 37 videos



### Chapter 3 (SC) - Direct...

5 videos



### Chapter 4 (SC) - Contextual...

61 videos



### Chapter 5 (SC) - Overlays

36 videos



### Chapter 6 (SC) - Inlays

10 videos



### Chapter 7 (SC) - Virtual Pages

39 videos



### Chapter 8 (SC) - Process Flows

15 videos



### Chapter 9 (SC) - Static...

6 videos



### Chapter 10 (SC) - Dynamic...

14 videos

# Designing Web Interfaces Site



## Designing Web Interfaces

Principles and Patterns for Rich Interaction

All of the examples from the book are available on our [companion flickr site](http://designingwebinterfaces.com). Below are the six design principles that organize the design patterns and best practices found in the book.



**Make it Direct**



**Keep it Lightweight**



**Stay on the Page**



**Provide an Invitation**



**Use Transitions**



**React Immediately**

## Use Transitions

Animations, cinematic effects, and various other types of visual transitions can be powerful techniques to enhance engagement and communication.

### Chapter 11. Transitional Patterns



#### Brighten/Dim

Change focus by brightening and dimming items.

### Chapter 12. Purpose of Transitions



#### Slide In/Slide Out

Expose a slide out overlay.



#### Expand/Collapse

Transitions to open and close items.



#### Faceplate

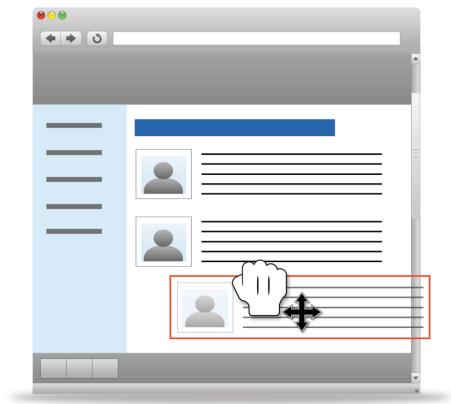
Cross-fade between a main screen and configuration panel.

# Design Principles



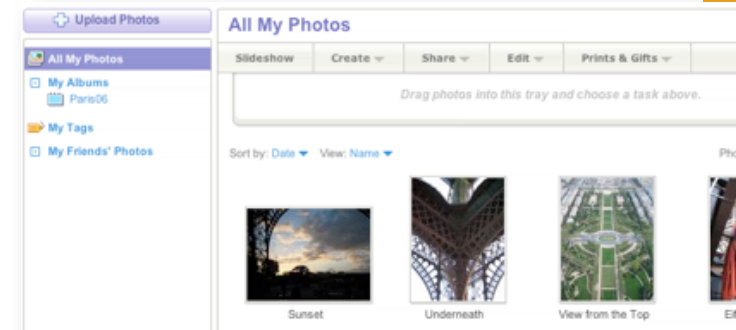
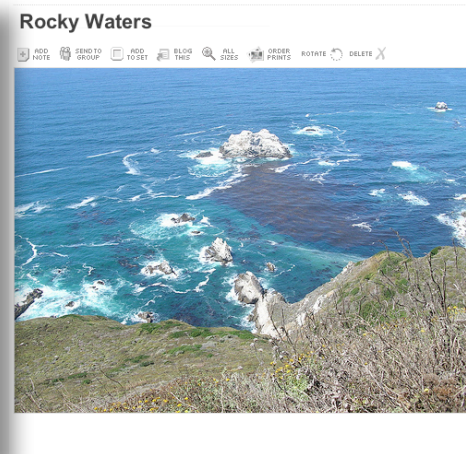
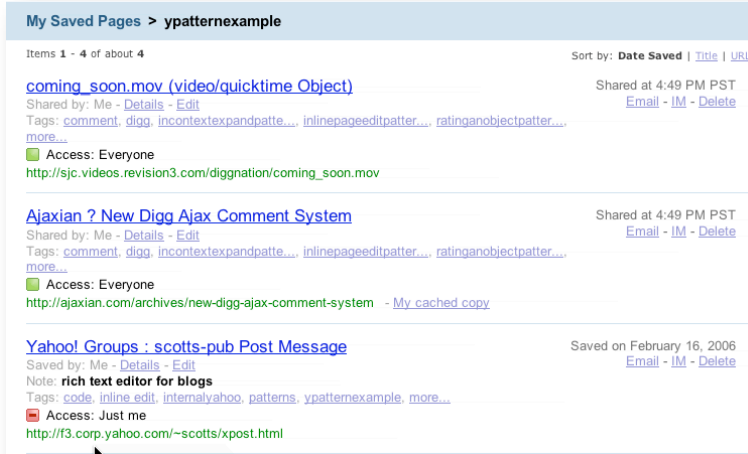
# Six Design Principles

-  Make It Direct
-  Keep It Lightweight
-  Stay on the Page
-  Provide Invitations
-  Use Transitions
-  React Immediately



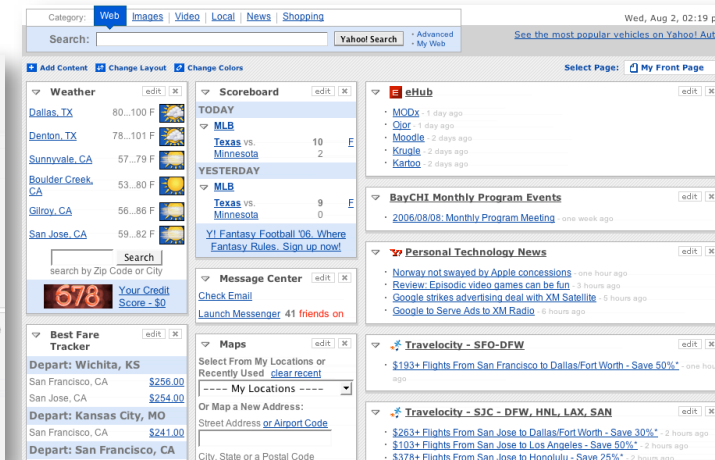
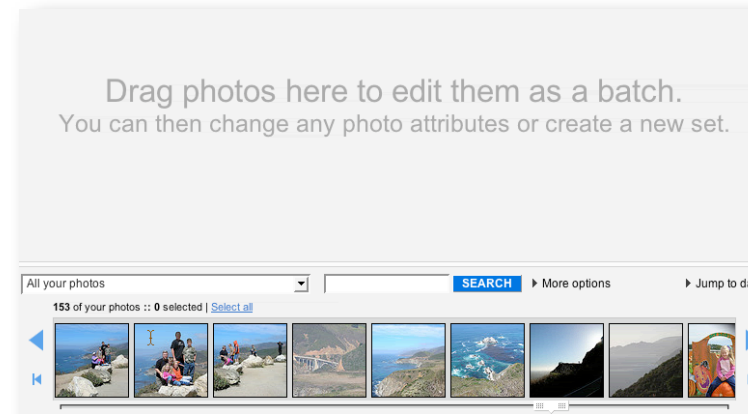
# Make It Direct

# Make It Direct



pattern. in-page editing.

pattern. direct selection




pattern. drag and drop.


# Make It Direct. In-Page Editing.


**My Saved Pages > ypatternexample**

Items 1 - 4 of about 4

Sort by: **Date Saved** | [Title](#) | [URL](#)

[coming\\_soon.mov \(video/quicktime Object\)](#) Shared at 4:49 PM PST  
[Email](#) - [IM](#) - [Delete](#)  
Shared by: Me - [Details](#) - [Edit](#)  
Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)  
 Access: Everyone  
[http://sjc.videos.revision3.com/diggation/coming\\_soon.mov](http://sjc.videos.revision3.com/diggation/coming_soon.mov)

[Ajaxian ? New Digg Ajax Comment System](#) Shared at 4:49 PM PST  
[Email](#) - [IM](#) - [Delete](#)  
Shared by: Me - [Details](#) - [Edit](#)  
Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)  
 Access: Everyone  
<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)

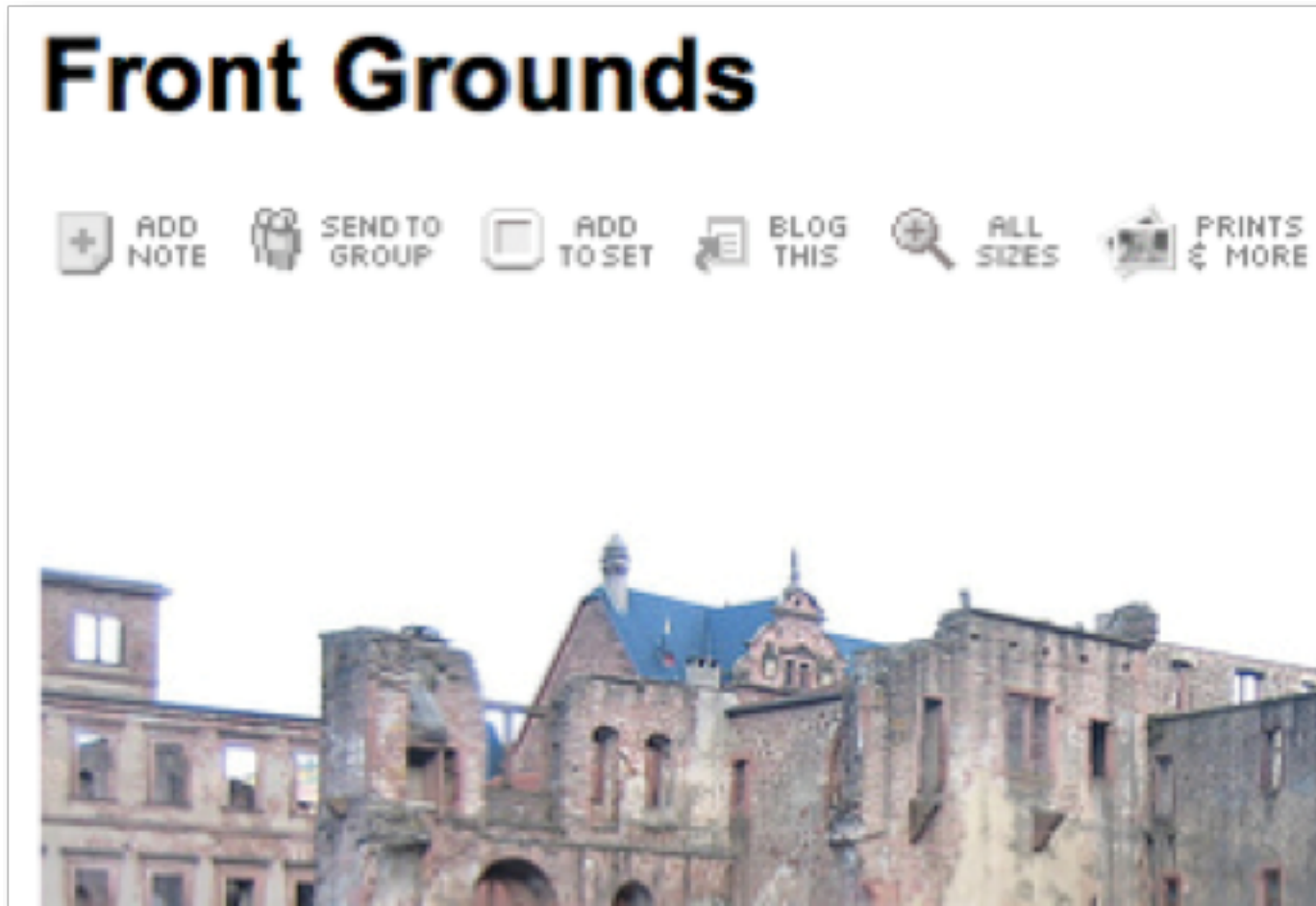
[Yahoo! Groups : scotts-pub Post Message](#) Saved on February 16, 2006  
[Email](#) - [IM](#) - [Delete](#)  
Saved by: Me - [Details](#) - [Edit](#)  
Note: **rich text editor for blogs**  
Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)  
 Access: Just me  
<http://f3.corp.yahoo.com/~scotts/xpost.html>

y! bookmarks



considerations

*discoverability*



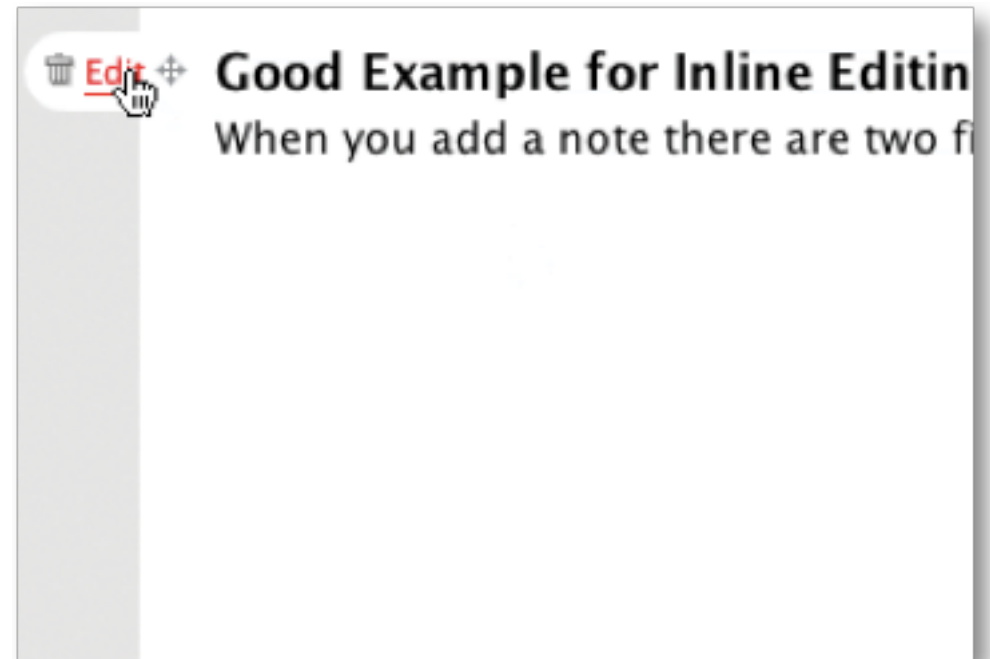
flickr

## considerations

*discoverability*

*complex editing*

*blending modes*



backpackit. **complex inline editing**



Yahoo! 360 blast. **blending display & edit modes**

## considerations

*discoverability*

*complex editing*

*blending modes*

*accessibility*

### Additional Information

© All rights reserved ([edit](#))

- [Place this photo on a map](#)
- Taken with a [Canon PowerShot SD450](#).

#### [More properties](#)

- Taken on November 5, 2007 ([edit](#))
- [See different sizes](#)

#### ○ [Photo stats](#)

- Viewed 7 times (Not including you)

- [Edit](#) title, description, and tags

- [Replace](#) this photo

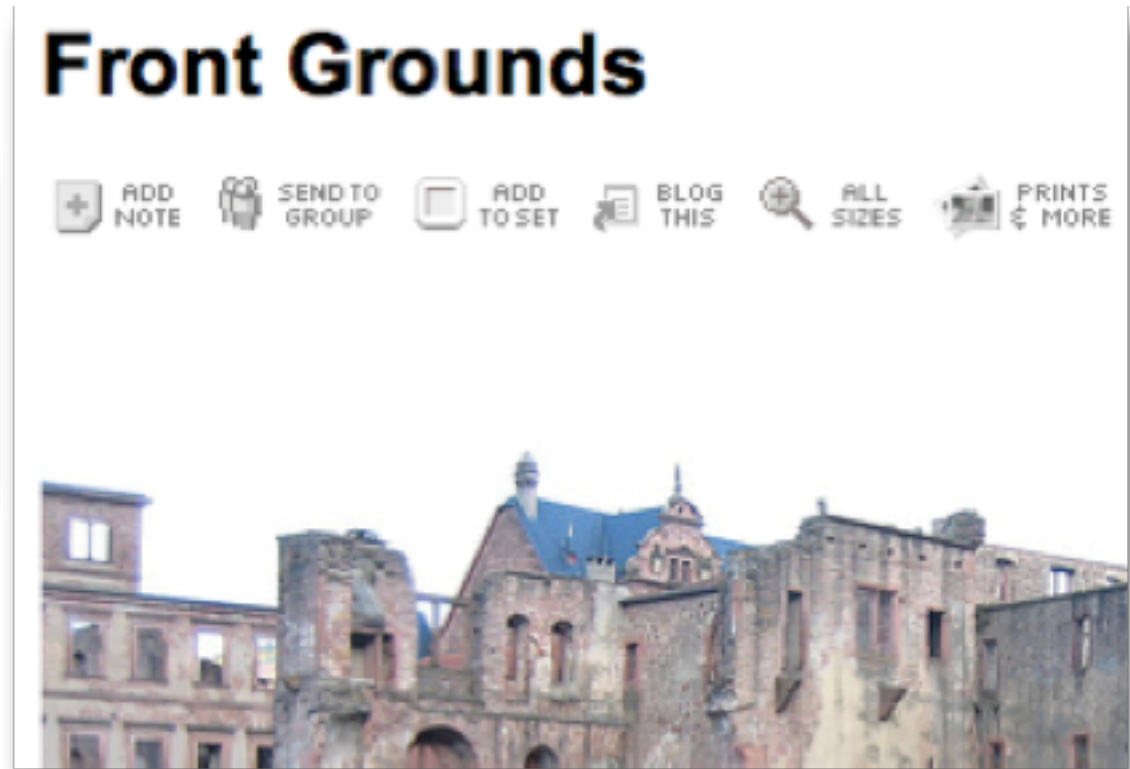
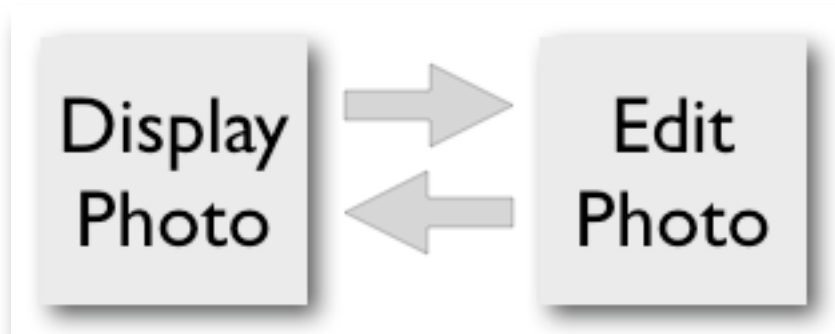
flickr: **alternate edit path**

## Guidelines

*Allow input wherever you have output*

*Shorten the length of interaction*

*Make objects directly actionable*



Flickr



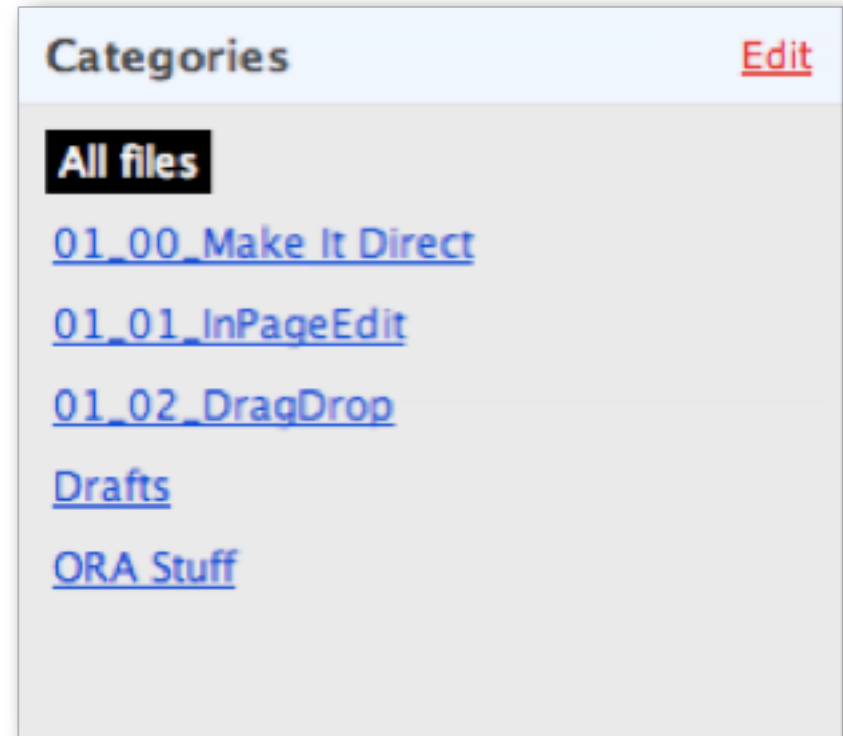
group editing

*symmetry of interaction*

*discoverability vs readability*



iPhone. non-symmetrical; readability



basecamp. symmetry of interaction

“If readability is more important than editing  
then keep the editing action hidden  
until the user interacts with the content.”

## Activation

*Mouse hover*

## De-Activation

*Locate close button*

*Click small target*

To see a product preview in action, hover over the link below.

[Ray!: Original Motion Picture Soundtrack](#)

Forty Associates recently added this product to their site. Associates who viewed a product and purchased it within 24 hours resulted in a purchase nearly 6% of the time.

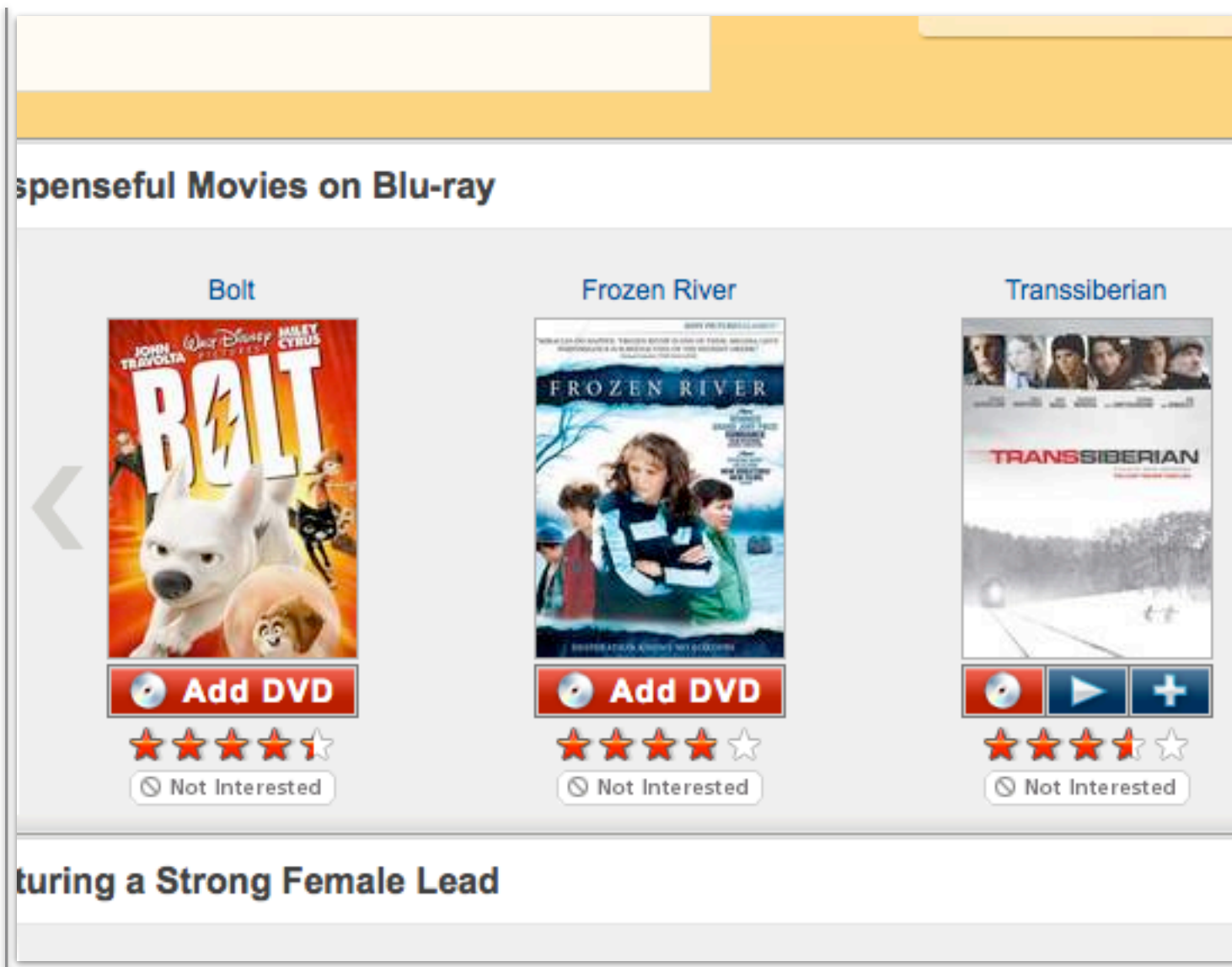
Now we're opening the beta up to all Associates through a product preview-enabled widget. [Click here for more information on testing product previews.](#)

Don't worry if you don't already have an Associates account. [Click here](#) for answers to questions you might have about the beta program.



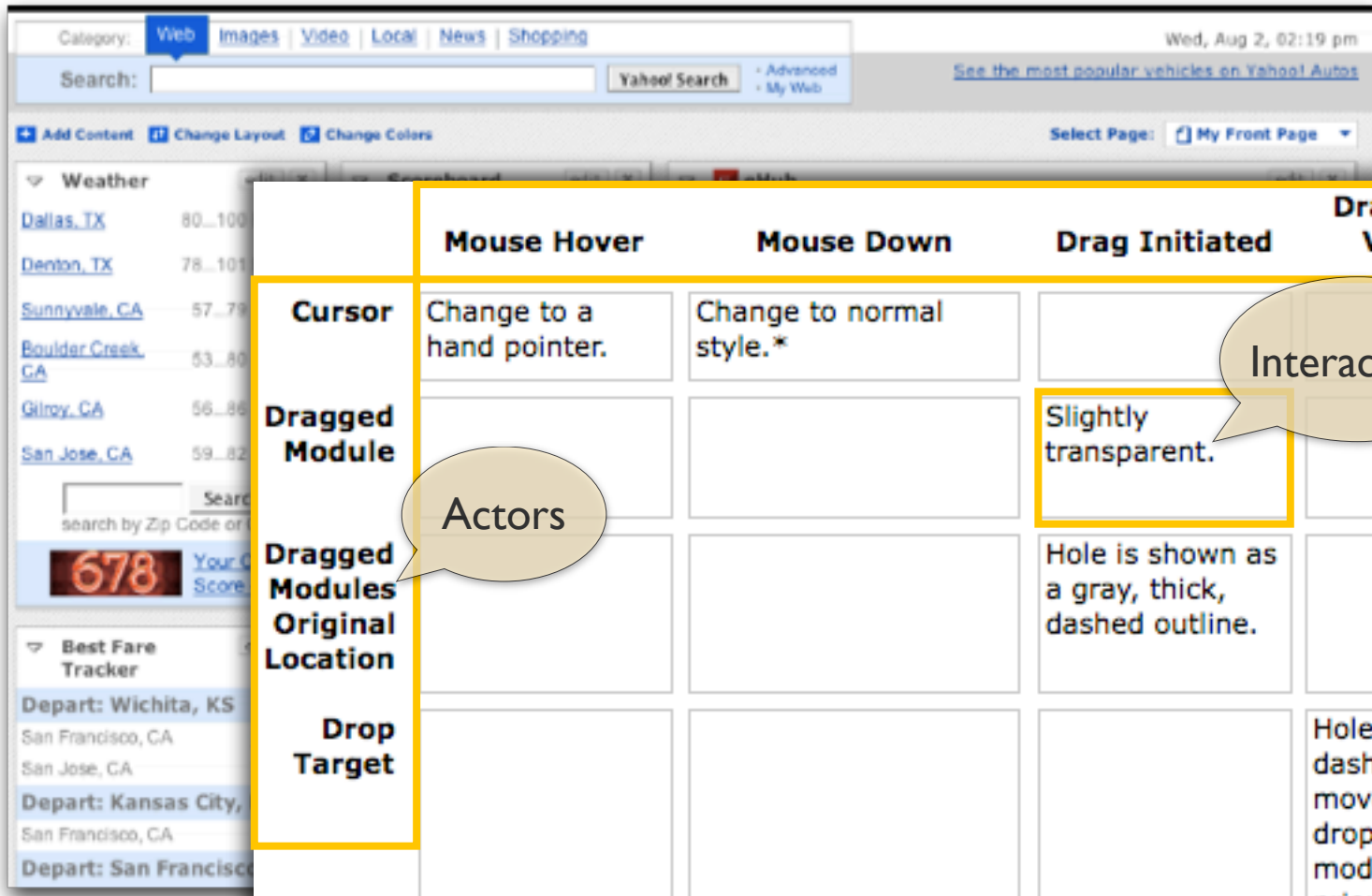
Amazon. **Associates Widget.**

# Refactored. Non-Symmetrical Interaction.



Netflix. **Symmetrical Interaction**

take care of interesting moments



The screenshot shows a Yahoo! web page with a weather module on the left. The module lists cities like Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. A '678' score is visible. A 'Best Fare Tracker' section shows flight information. The page is titled 'My Yahoo! drag'.

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

My Yahoo! drag

Moments







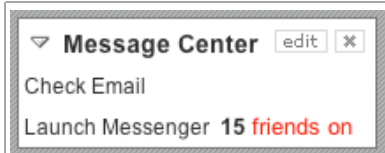
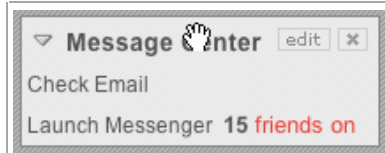
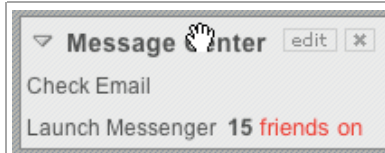
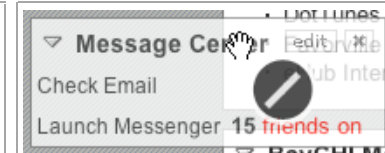
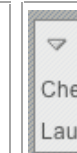
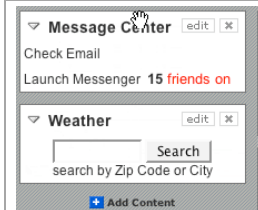
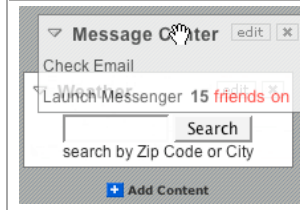
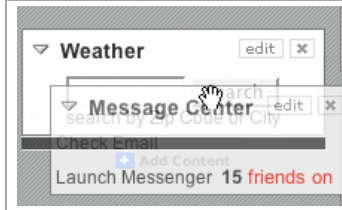
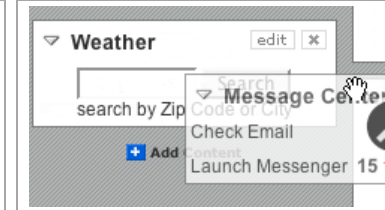

Interactions

Actors



Currently on beta.my.yahoo.com

ID: Bill Scott & Eric Miraglia

	Mouse Hover	Mouse Down	Drag Initiated	Drag Over Valid Target	Drag Over Invalid Target	
Cursor						
Tool Tip	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor
Drag Object						
	Full Opacity	Reduced Opacity	Reduced Opacity	Reduced Opacity & Invalid Badge	Reduced Opacity & Invalid Badge	
Drop Target						
	No insertion bar, just a gap	No insertion bar, just a gap	Insertion bar showing where it will drop	No insertion bar, just a gap	No insertion bar, just a gap	

My Yahoo! drag and drop

## Yahoo! Gobbler interesting moments

at Kilauea Volcano

quietly



ocean at a new location  
or black sand beach or spills  
5 m tall. As waves splash  
surface of the molten  
tters into small, glassy  
water does not become  
ne lava, explosions rarely  
st few hours of a new ocean  
iew up close lava entering



**YAHOO! GOBBLER™**

Projects (8)

**Geography: Land...**

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

 gobble this web page

**Birds' Nests**

“  
As waves splash over the  
advancing”

 gobble this web page

**Scratchpad**

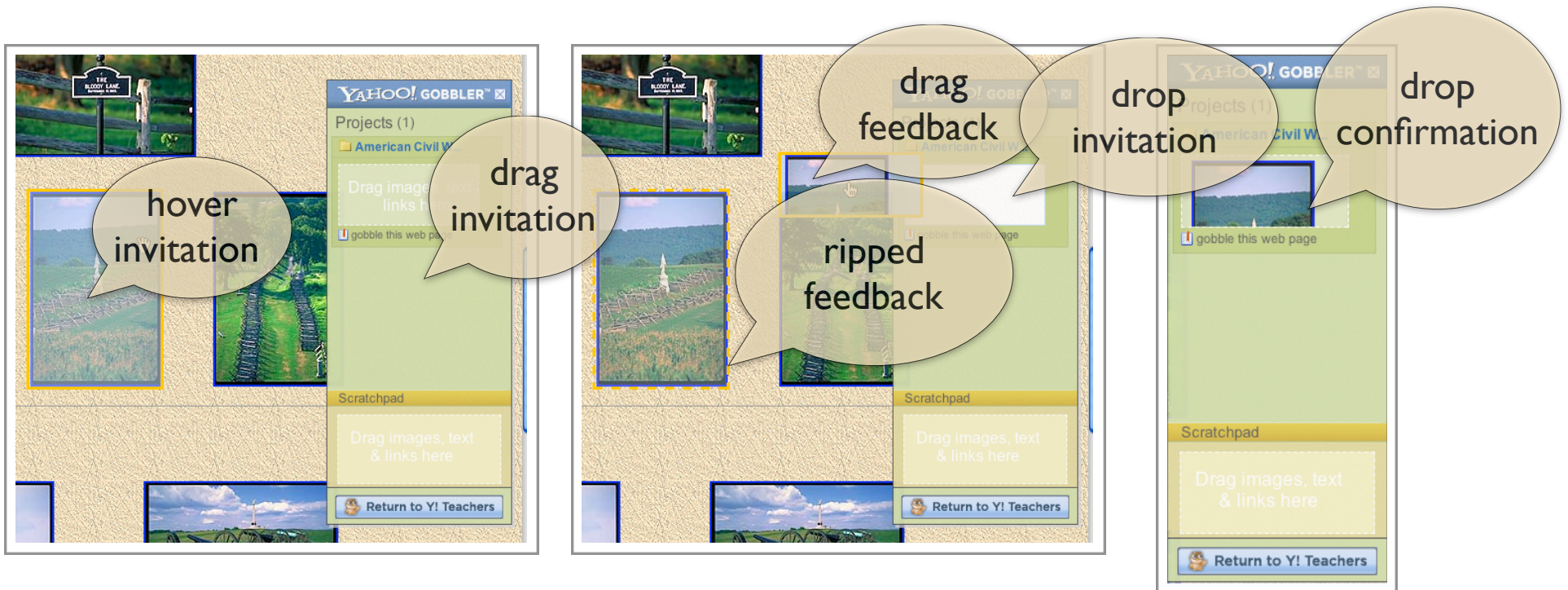


 gobble this web page

 **Return to Y! Teachers**

yahoo! teachers. hints during interesting moments

## Interesting moments



## summary

*Incorrectly constructing a user experience around drag and drop. Usually consists of creating interface elements that only exist for the sake of drag and drop.*

## examples

*Using drag and drop for simple attribute setting*

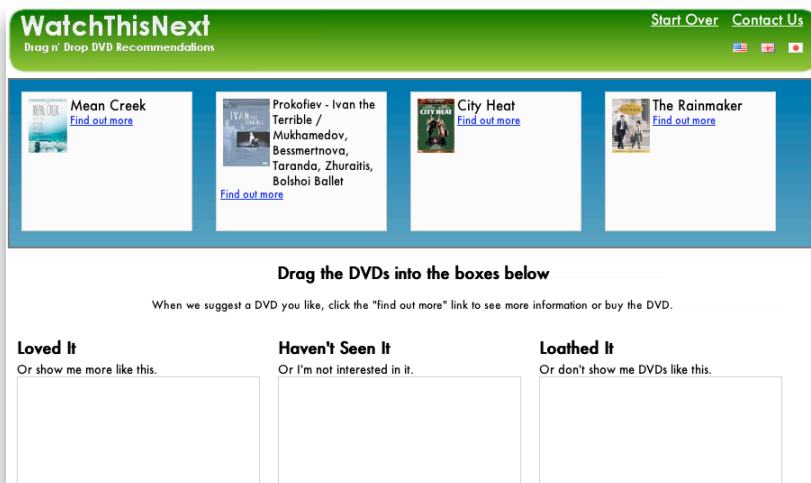


# Anti-Pattern. Artificial Construct.

*Drag and drop for marking favorites*

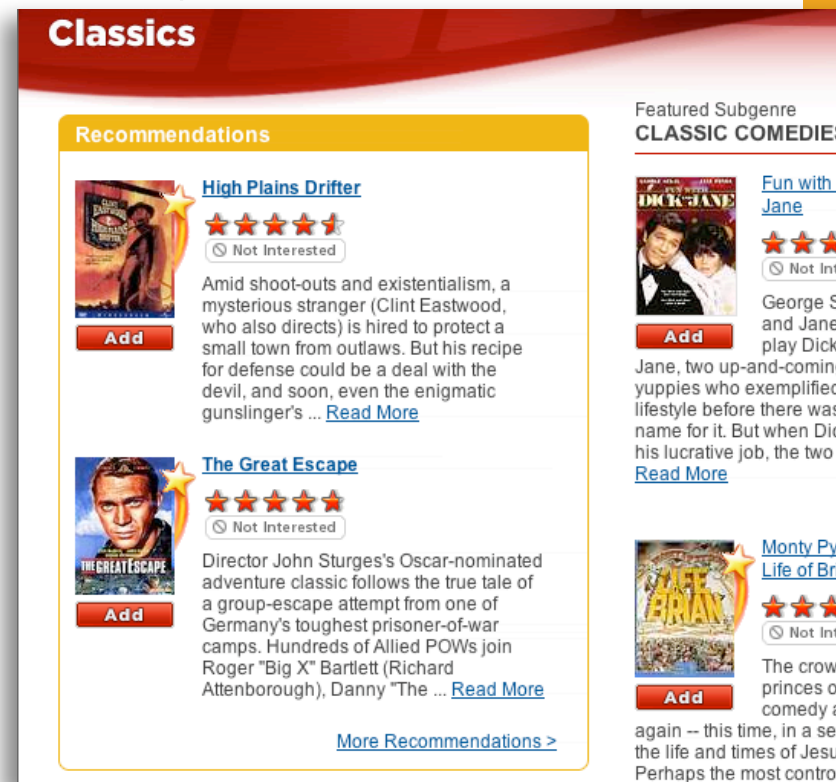


*Drag and drop for rating DVDs*



*Don't construct an artificial interface for drag and drop*

*Already solved*



## summary

*Making key interaction points too small increases the likelihood that users will be frustrated with the interface.*

## Fitts' law

*The time to acquire a target is a function of the distance to and size of the target.*

## examples

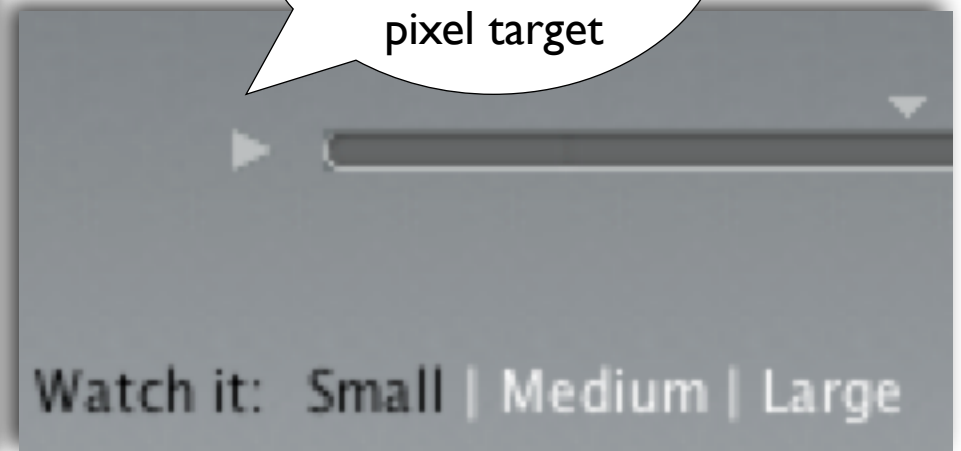
*divots for expand/collapse*

*Apple iPhone keyboard*



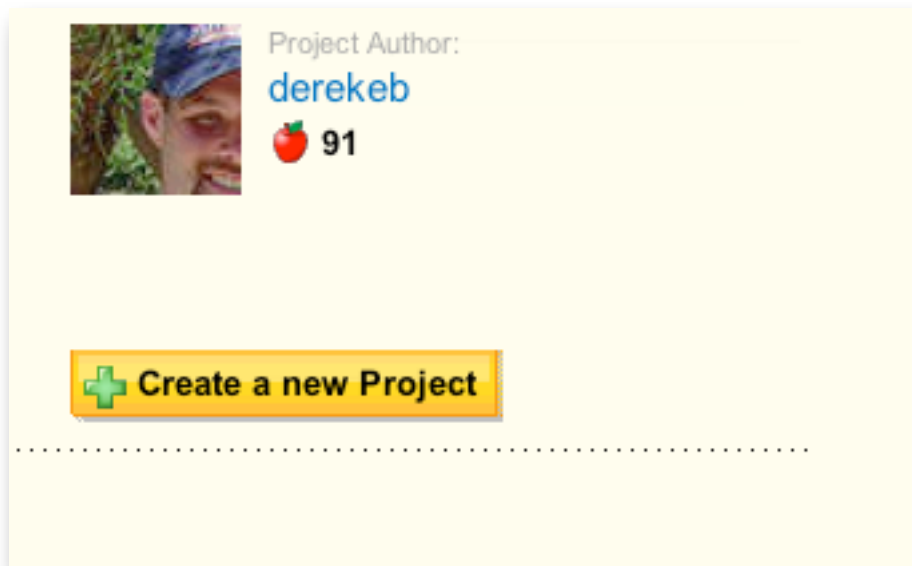
iPhone has  
revolutionary  
dynamic target  
sizing

apple web  
site has the play  
controls as an  
8 x 8  
pixel target

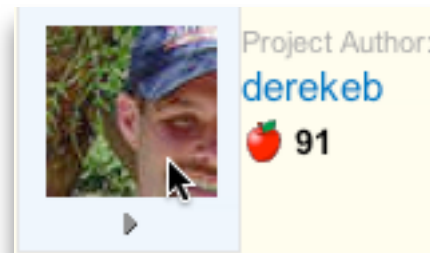


Watch it: Small | Medium | Large

*The identity card area has a summary view and an expanded view.*



Divot for expand/collapse is hidden  
Shown on picture hover only



Divot is small (8x8)

y! teachers. anti-pattern. **tiny target**

Issue: small text drag target

## Step 1. Selecting a Volcano

Topographic maps are available for all the volcanoes in the United States. Topographic and outdoor recreation stores also sell topographic maps. The model made by the USGS in 1250 about Mount St. Helens. [Click here](#) for a simplified topographic map of major dome building episodes. Your mouse

Test Drag

## Step 2. Creating a Pattern.



Print the page with the simplified topographic map. The highlighted lines will be 1/4 inch on a side. It can be square or rectangular.

USGS  
science for a changing world

## Hawaiian Volcano Observatory

Kilauea

Mauna Loa

Earthquakes

Other  
Volcanoes

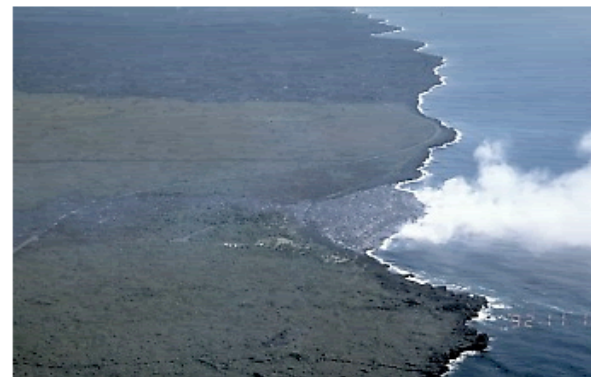
Volcanic  
Hazards

Types  
• Lava  
Zones

About HVO

## Volcanic Hazards

## When Lava Enters the Sea: Growth & Collapse of Lava Deltas



Photograph by C. Heliker on November 12, 1992.

Only four days old, this fan-shaped lava delta (center of image) extends about 200 m into the ocean on the southeast coast of Kilauea Volcano, Hawai'i. The diffuse plume of white steam at the leading edge of the delta indicates that several small lava flows are pouring into the ocean. Countless deltas have formed

YAHOO! GOBBLER™

Projects (8)

- Geography: Land...

gobble this web page

Birds' Nests

“As waves splash over the advancing”

gobble this web page

Scratchpad

gobble this web page

Return to Y! Teachers



Activation targets and important commands need to be **large enough**, **visually distinct** and in **proximity** to operation.

**Use contextual tools** to support proximity.

**Use “Call to Action” style buttons** for most important operations.












If titles will expand/collapse, at least **use hyperlink** underline when hover happens to provide a bigger target.

**Never use 8x8** for targeting

# Exercise I

It's a Drag

# It's a Drag. Netflix Queue

DVD (286)								Update DVD Queue	
List Order	Movie Title	Instant	Star Rating	Genre	Expected Availability	Disc Format	Remove		
1	<a href="#">Battlestar Galactica: Season 3: Disc 6</a>		★ ★ Series ★ ★	<a href="#">Television</a>	Now	DVD	×		
2	TOP  <a href="#">Iron Man</a>		★ ★ ★ ★ ★	<a href="#">Action &amp; Adventure</a>	Now	Blu-ray	×		
3	TOP  <a href="#">Cracking the Code of Life: Nova</a>		★ ★ ★ ★ ★	<a href="#">Documentary</a>	Now	DVD	×		
4	TOP  <a href="#">MST3K: Mixed-Up Zombies</a>		★ ★ ★ ★ ★	<a href="#">Television</a>	Very Long Wait	DVD	×		
5	TOP  <a href="#">Beowulf: Director's Cut</a>		★ ★ ★ ★ ★	<a href="#">Sci-Fi &amp; Fantasy</a>	Now	Blu-ray	×		
6	TOP  <a href="#">A Colbert Christmas</a>		★ ★ ★ ★ ★	<a href="#">Comedy</a>	Now	DVD	×		
7	TOP  <a href="#">Recount</a>		★ ★ ★ ★ ★	<a href="#">Drama</a>	Now	DVD	×		
8	TOP  <a href="#">Saints and Soldiers</a>		★ ★ ★ ★ ★	<a href="#">Drama</a>	Now	DVD	×		
9	TOP  <a href="#">The Nanny Diaries</a>		★ ★ ★ ★ ★	<a href="#">Comedy</a>	Now	DVD	×		
10	TOP  <a href="#">K-Pax</a>		★ ★ ★ ★ ★	<a href="#">Sci-Fi &amp; Fantasy</a>	Now	DVD	×		
11	TOP  <a href="#">The Eye</a>		★ ★ ★ ★ ★	<a href="#">Thrillers</a>	Now	Blu-ray	×		
12	TOP  <a href="#">101 Dalmatians</a>		★ ★ ★ ★ ★	<a href="#">Children &amp; Family</a>	Now	DVD	×		

# Exercise

Write down list of interesting moments

Critique current drag and drop interaction

Propose visual & interaction ideas to resolve:

*discoverability*

*ease of use*

*sketches of interaction or use interesting moments grid*

**<http://designingwebinterfaces.com/resources/interestingmomentsgrid.xls>**

# Drag handles, highlighting, animation

DVD Queue (238)

See Queue tips

Update DVD Queue

List Order		Movie Title	Instant	Star Rating	Genre	Expected Availability	Remove
1		<a href="#">Kiss Kiss Bang Bang</a>		★★★★☆	<a href="#">Comedy</a>	Now	×
2	TOP ▲	<a href="#">The Squid and the Whale</a>		★★★★☆	<a href="#">Independent</a>	Now	×
3	TOP ▲	<a href="#">Catch Me If You Can</a>		★★★★☆	<a href="#">Drama</a>	Now	×
4	TOP ▲	<a href="#">The Talented Mr. Ripley</a>		★★★★☆	<a href="#">Thrillers</a>	Now	×
5	TOP ▲	<a href="#">Sexy Beast</a>		★★★★☆	<a href="#">Thrillers</a>	Now	×
6	TOP ▲	<a href="#">Finding Neverland</a>		★★★★☆	<a href="#">Drama</a>	Now	×
7	TOP ▲	<a href="#">The English Patient</a>		★★★★☆	<a href="#">Romance</a>	Now	×
8	TOP ▲	<a href="#">A Scanner Darkly</a>		★★★★☆	<a href="#">Sci-Fi &amp; Fantasy</a>	Now	×
9	TOP ▲	<a href="#">The Island</a>		★★★★☆	<a href="#">Action &amp; Adventure</a>	Now	×
10	TOP ▲	<a href="#">Crash</a>		★★★★☆	<a href="#">Drama</a>	Now	×



## Attempts: After re-arranging with Move to Top

Provide a message in the “hole” that gets left

DVD (252)

Update DVD Queue

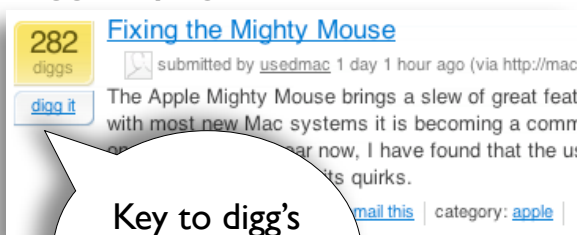
List Order	Movie Title	Instant	Star Rating	Genre	Expected Availability	Remove
1	<a href="#">Extras: The Extra Special Series Finale</a>		★★★★☆	<a href="#">Television</a>	Now	
2	<a href="#">Kiss Kiss Bang Bang</a>		★★★★☆	<a href="#">Comedy</a>	Now	
3	<a href="#">Star Trek: The Motion Picture</a>		★★★★☆	<a href="#">Sci-Fi &amp; Fantasy</a>	Now	
Did you know you can also re-arrange your queue by drag and drop? <a href="#">Learn how.</a>						
4	<a href="#">The Talented Mr. Ripley</a>		★★★★☆	<a href="#">Thrillers</a>	Now	
5	<a href="#">Sexy Beast</a>		★★★★☆	<a href="#">Thrillers</a>	Now	
6	<a href="#">Carnivale: Season 1: Disc 3</a>		★ ★ <b>Series</b> ★ ★	<a href="#">Television</a>	Now	
7	<a href="#">Finding Neverland</a>		★★★★☆	<a href="#">Drama</a>	Now	



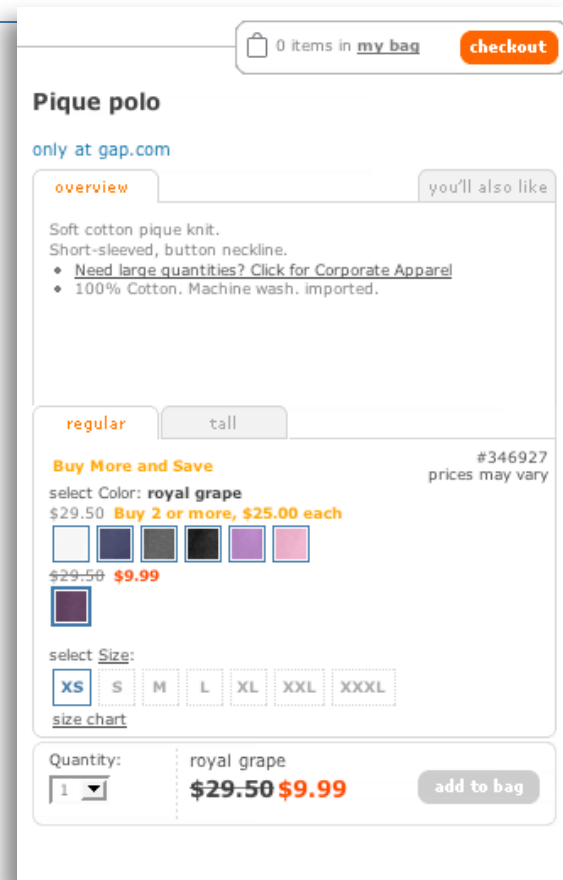
# Keep It Lightweight

## Keep It Lightweight.

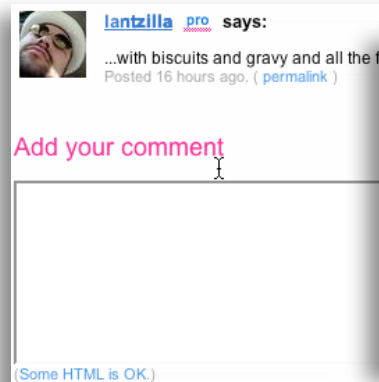
digg. in page action



## Key to digg's early success - Kevin Rose

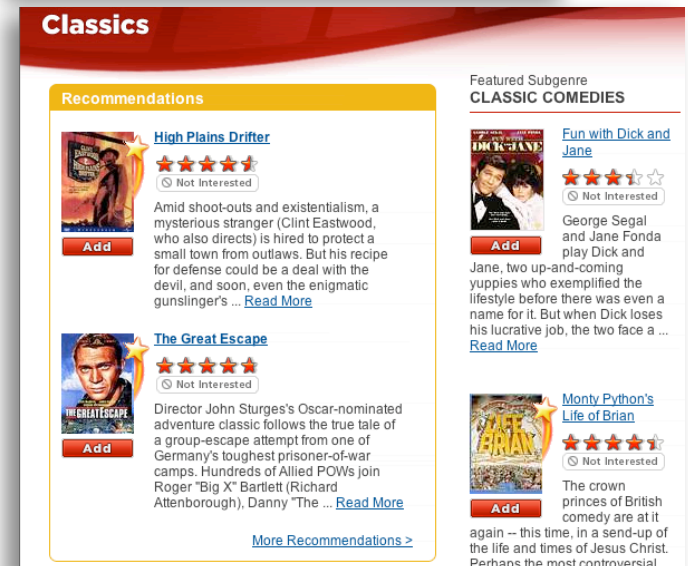
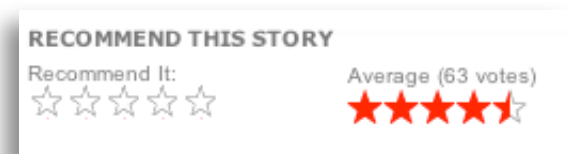


the gap. **remembered collections**



flickr: contextual tools

y! news, netflix. **rating** an object



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

Total rating: -16 32  48 

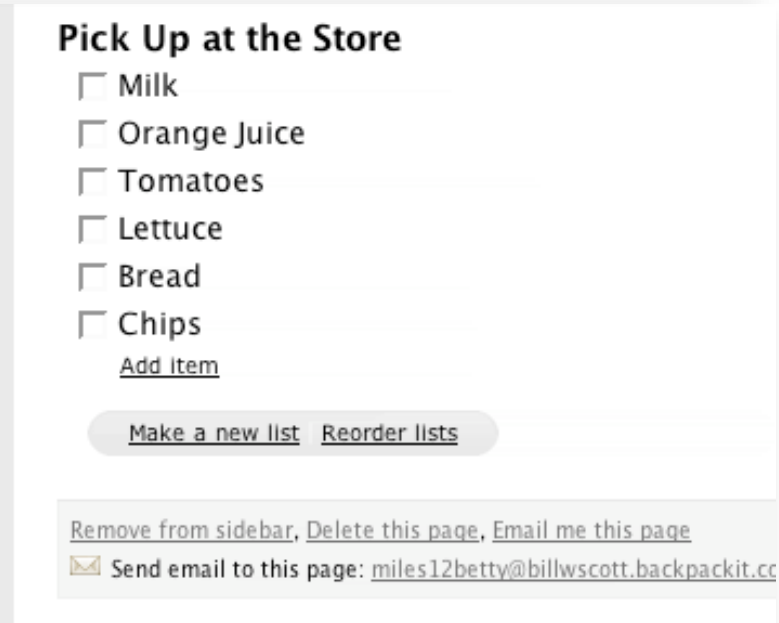
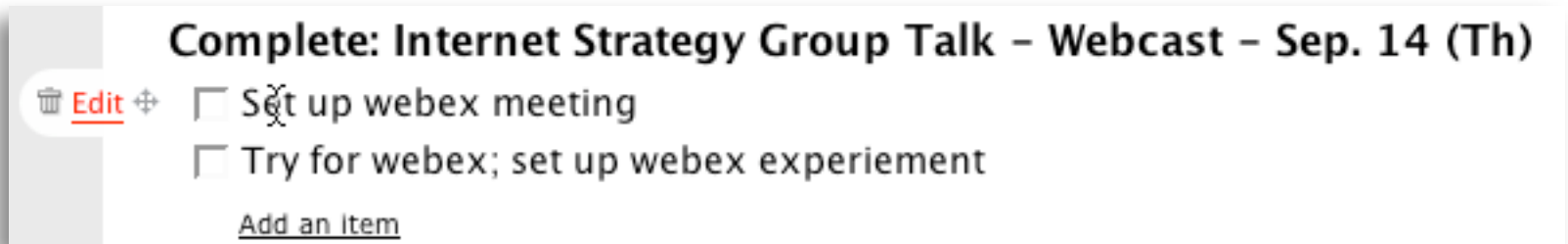
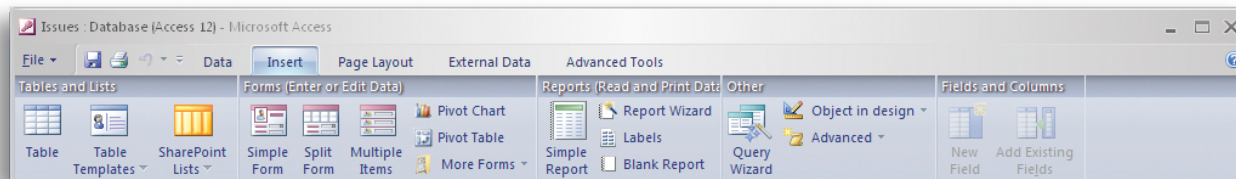
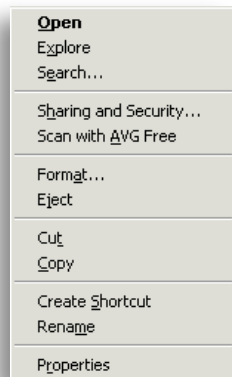
y! movies, y! answers. **rating an object**

# Keep It Lightweight. Contextual Tools.

*Same as context menus*

*Only good for single objects*

*Can actually slow you down*



## summary

*When you can only update small pieces of the interface instead of doing things in a group.*

## examples

*backpackit*



*Key is what is the workflow? One at a time or mutiple operations allowed.*

*These kind of interfaces (in context tools) always present a problem for doing operations on multiple items.*

Add Item Reorder

### Pick Up at the Store

- ☐ Orange Juice2
- ☒ Tomatoes
- ☐ 🌱 Lettuce
- ☐ Bread
- ☐ Chips


Add Item Reorder



☒ 🗑 Milk

Make a new list Reorder lists

Remove from sidebar, Delete this page, Email me this page

✉ Send email to this page: [miles12betty@billwscott.backpackit.co](mailto:miles12betty@billwscott.backpackit.co)

 [Changes](#) [Help](#) [Text Formatting](#) [Weblog](#) [Forum](#) [Privacy](#)

 Edit 

### Complete: Internet Strategy Group Ta

- ☒ Sep. 1 - Refine presentation for business
- ☐ Try for webex; set up webex experiem
- ☐ Send both presentations to get feedback
- ☐ Send presentation
- ☐ Contact: [timothy.w.peck@exgate.tek.com](mailto:timothy.w.peck@exgate.tek.com)
- ☐ Set up webex meeting

Add an Item

*Takes one at a time check box to the extreme*

my **FUTON CRITIC**  
the web's best television resource

You are logged in as **b.scott@yahoo**

HOME | BREAKING NEWS | SHOWS A-Z | TV ON DVD | LISTINGS | RANTS & REVIEWS | SUMMER GUIDE | RATINGS

MYHOME | MYNEWS | MYSHOWS | MYDVD | MYLISTINGS

**SHOWWATCH**

series	alert me?	date start/end	network	time slot	status
AMAZING RACE, THE	<input type="checkbox"/>	9/5/01 - ???	CBS	completed airing its current season	returning next season (2007-2008 season)
AMERICAN INVENTOR	<input type="checkbox"/>	3/16/06 - ???	ABC	wednesdays (9:00 PM-10:00 PM EST)	returning this summer (yet to premiere)
AMERICA'S FUNNIEST HOME VIDEOS	<input checked="" type="checkbox"/>	1/14/90 - ???	ABC	completed airing its current season	returning next season (2007-2008 season)
AMERICA'S GOT TALENT	<input checked="" type="checkbox"/>	6/21/06 - ???	NBC	tuesdays (8:00 PM-9:00 PM EST)	returning this summer (yet to premiere)
AMERICA'S MOST WANTED: AMERICA STRIKES BACK	<input checked="" type="checkbox"/>	2/7/88 - ???	FOX	saturdays (9:00 PM-10:00 PM EST)	currently airing (2006-2007 season)

**Think about** *what happens when the* **data/information scales**

*It affects space issues but also affects interaction density.*

**Think about doing multiple operations at once**

*Balance with immediacy*

**Watch out for contextual tools, in-page actions**

*These give immediacy but also will trap you into not handling multiple items at once.*

**Don't forget about the lowly checkbox**

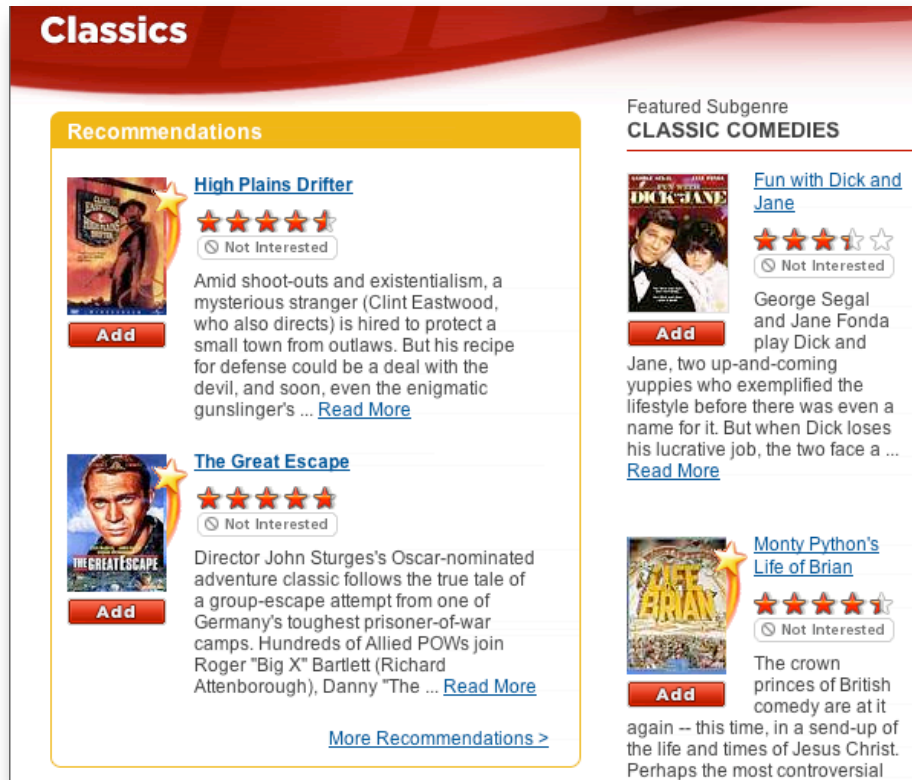
*Not as sexy, but very serviceable.*

## Remove the “pain points”

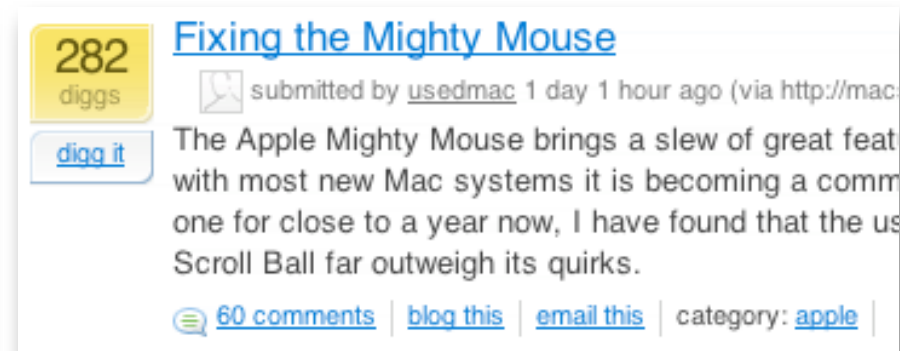
*Shorten the path*

*Keep actions immediate and light*

*Use hover, blur, focus; avoid heavy events*



netflix. ratings



digg. vote

**click-weight**

seek time

decision time

second guessing

wait time

interaction steps

cost/benefit tradeoff

## summary

*Revealing information or actions on mouse hover has become popular.*

*Sometimes using a hover popup makes the experience worse.*

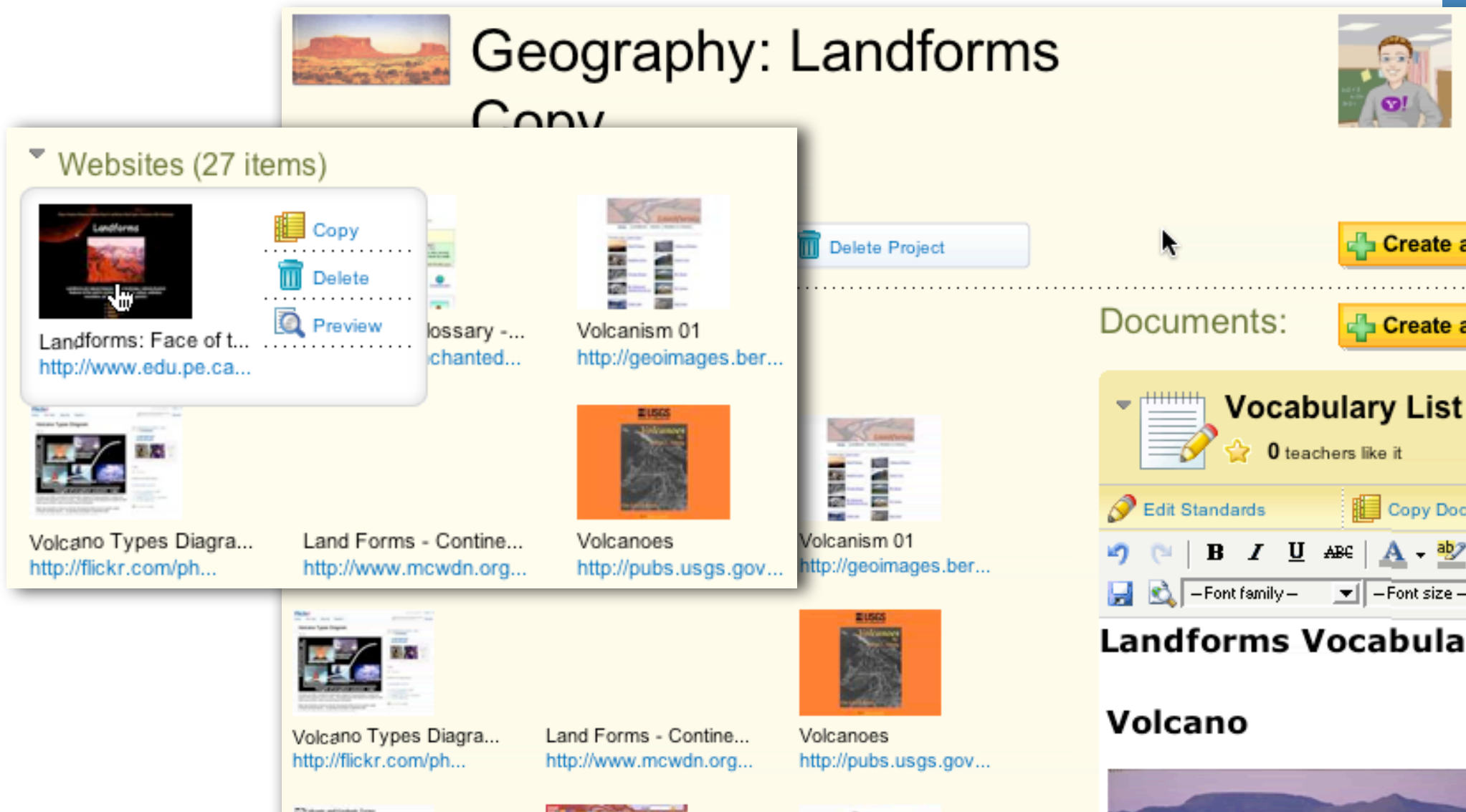
*Hover & Cover occurs when the hover popup  
hides important contextual information  
gets in the way of other actions  
impedes navigation.*



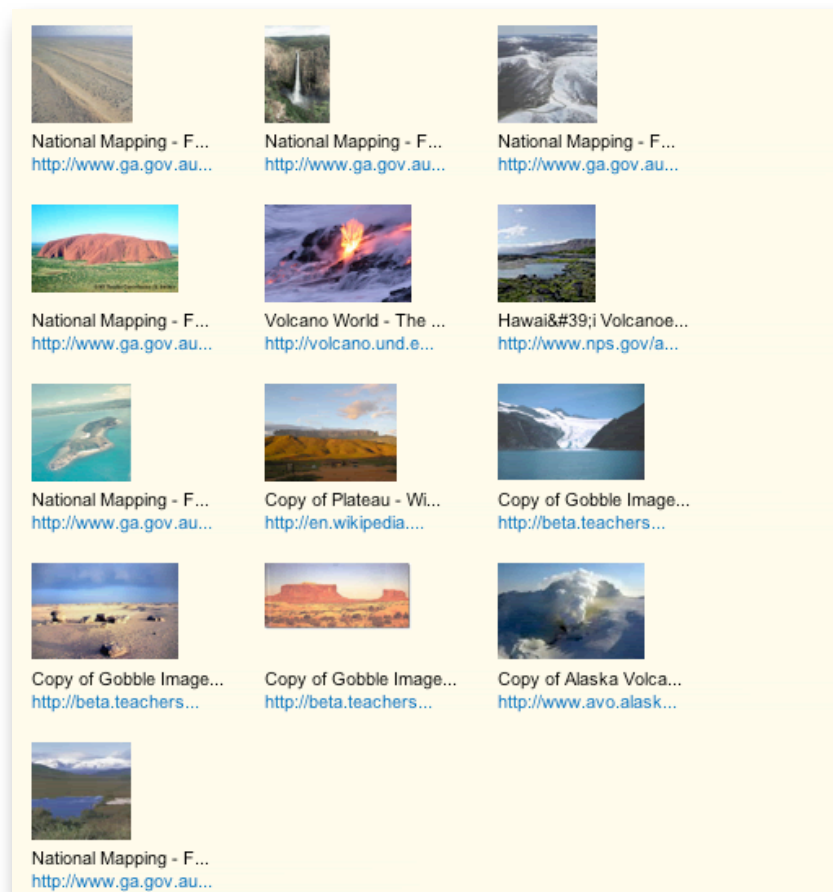
*Original hover was extremely annoying as it*

*Covered the item to the right (natural flow is left to right)*

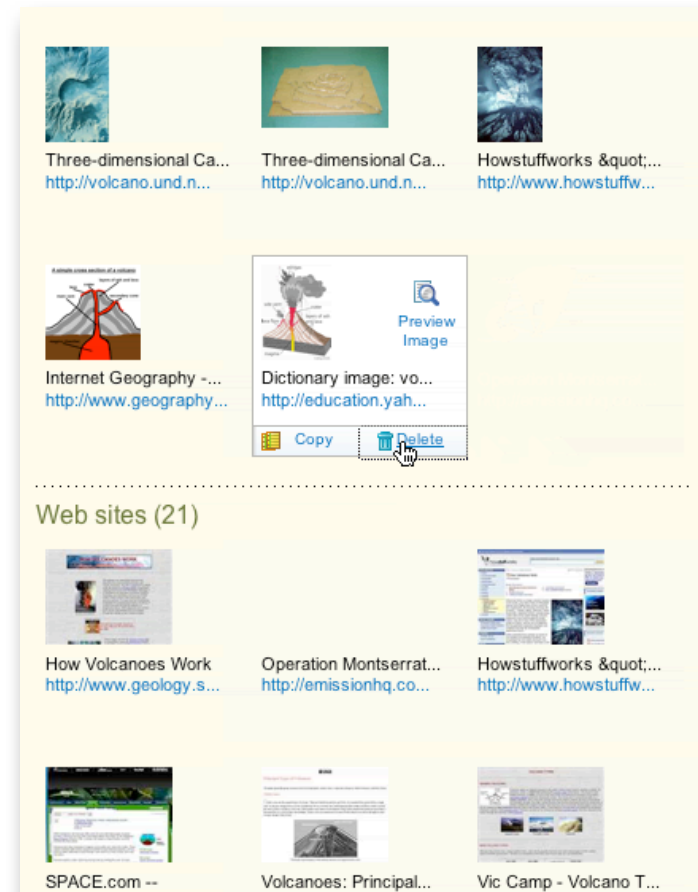
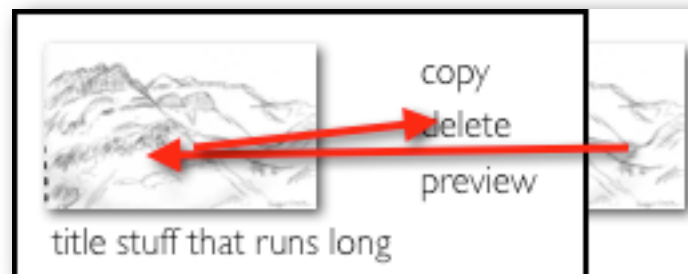
*Partially covers text edit area (bug: sticks open)*



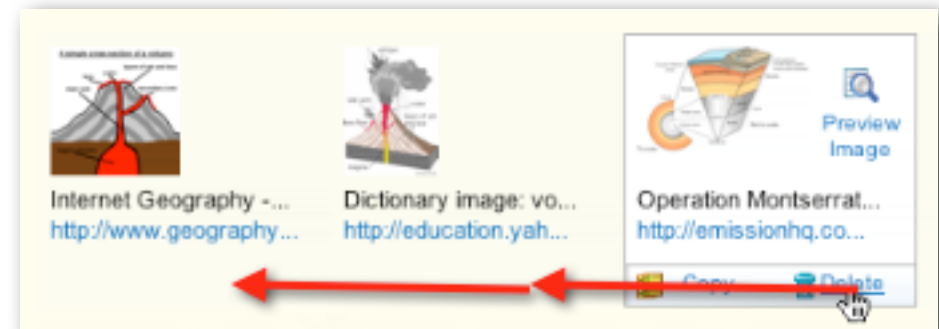
# Anti-Pattern. Hover & Cover.



yl teachers. anti-pattern. **hover & cover**

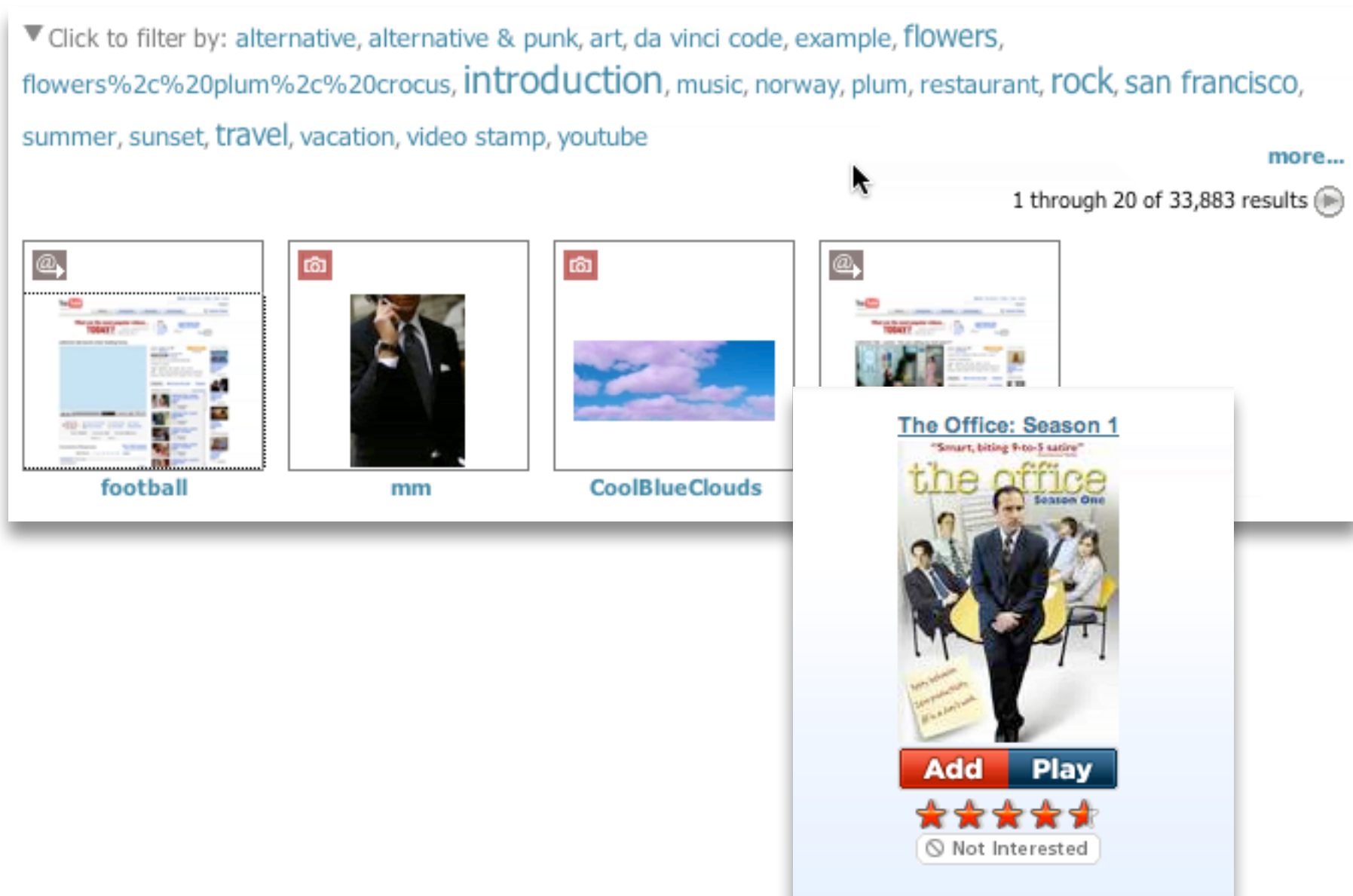


yl teachers. anti-pattern. **hover & cover. resolved**



## Anti-Pattern. Hover & Cover.

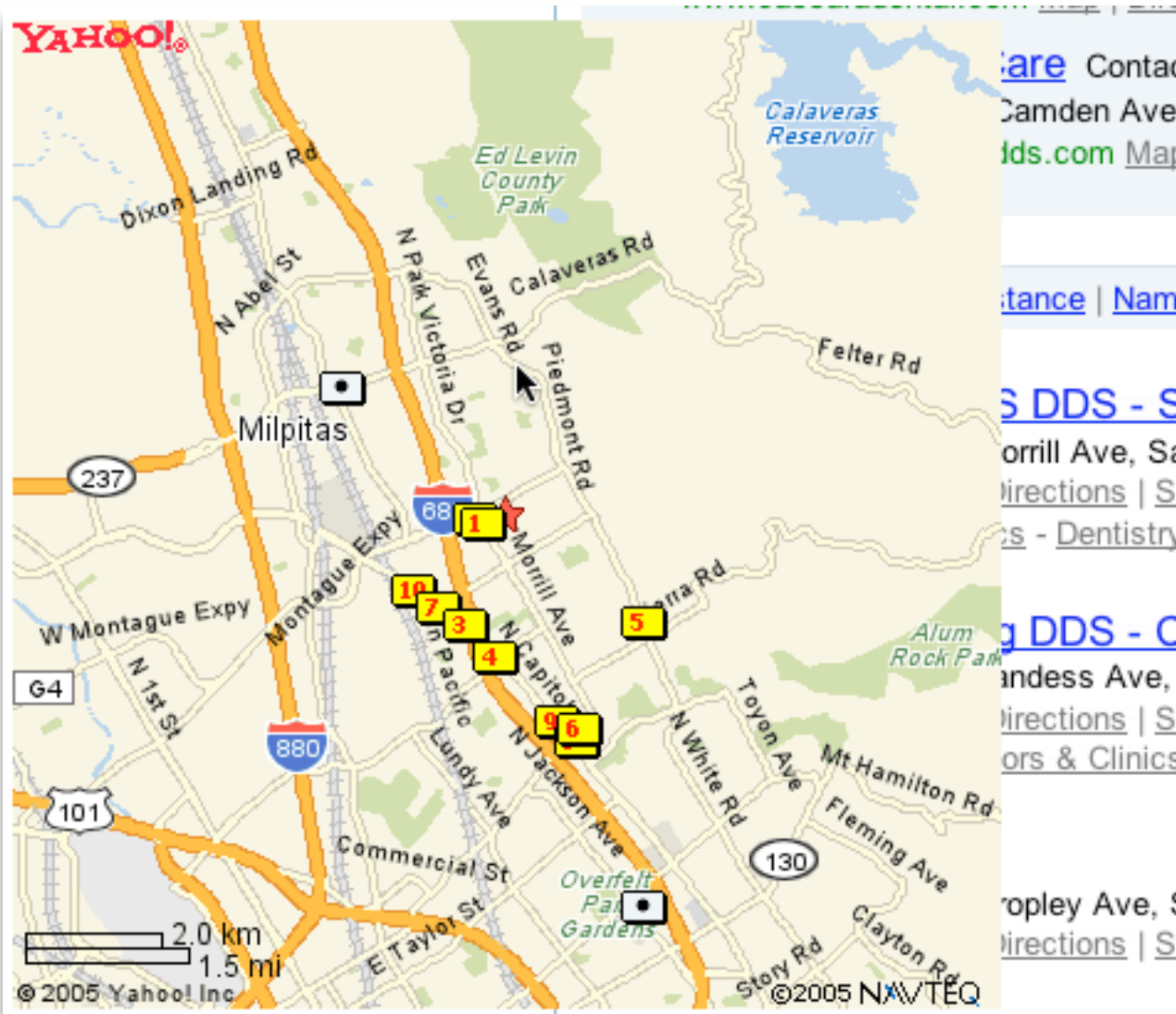
*plum.com. Drop down menu on hover gets in the way. Accidentally opens.*



netflix. issues.

*Yahoo! Local originally had this hover beast.*

*Thankfully it no longer functions this way :-)*



*Use click for tools that will cover context*

**songza** listen. now.  
the music search engine & internet jukebox

Songza lets you listen to any song or band. Search for it:

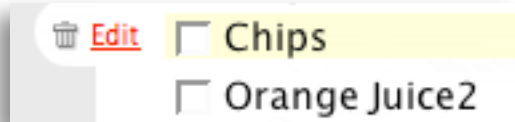
search results:

- Sam Cooke (chain gang)
- Sam Cooke - Touch The Hem Of His Garment
- Sam Cooke - A Change Is Gonna Come
- Sam Cooke tribute Bryan Adams and Smokie Robinson
- Cooke Sam - A Change Is Gonna Come
- Sam Cooke - You Send Me
- sam cooke you send me
- Sam Cooke - Wonderful World
- Sam Cooke - A Change Is Gonna Come





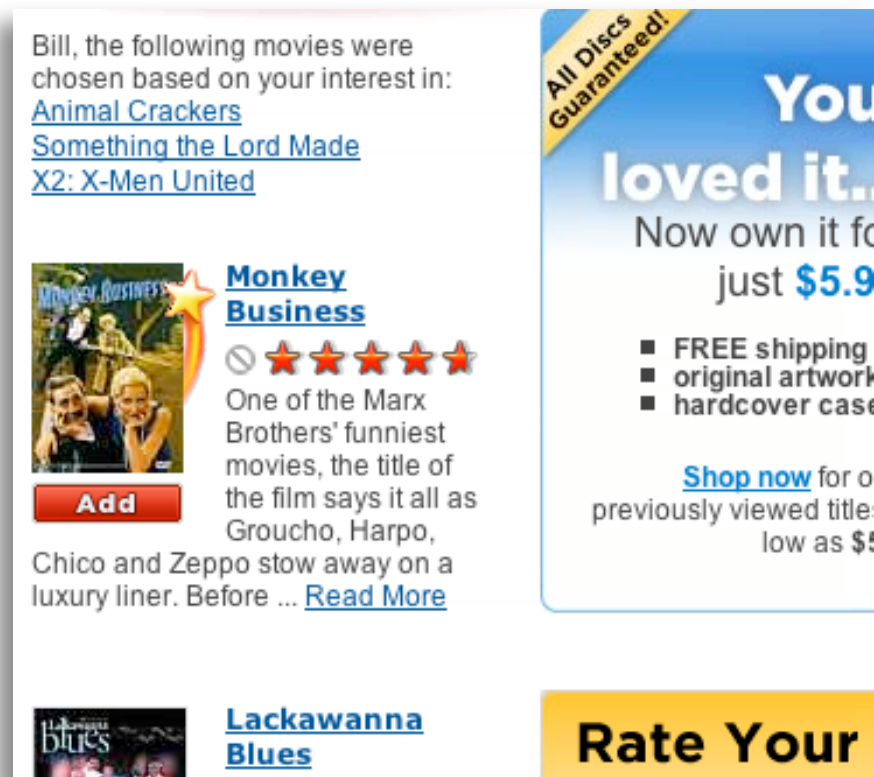
**Reserve same space** *for both hovered and non-hovered state*



*For hover details,*  
**allow a slight delay  
before activation**

*For hover details*  
**don't cover important  
context.**

*For in-context tools,*  
**show immediately and  
hide immediately**



*Ambiguity between hover & click (clicking arrow does 2 things)*

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



[Treat Your Own Neck](#)  
4th Ed ☐ by Robin McKenzie  
★★★★★ (28) \$10.00

[7 Steps to a Pain-Free Life: H...](#) ☐ by Robin McKenzie  
★★★★★ (72) \$11.56

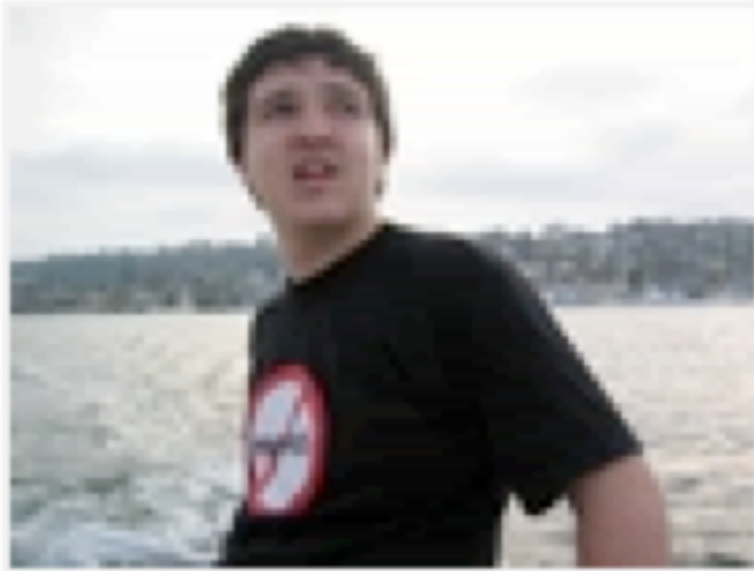
[Talent Is Not Enough: Business S...](#) ☐ by Shel Perkins  
★★★★★ (3) \$26.39

[design management](#) (Books)

[Top of Page](#)

on.com®

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



zoommr. anti-pattern. **mystery meat**



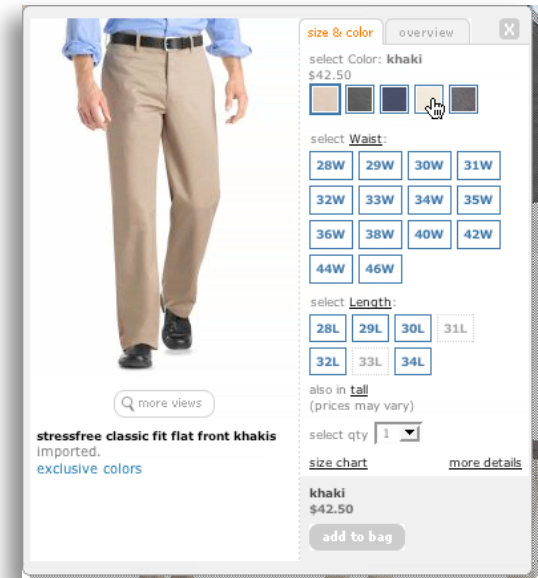
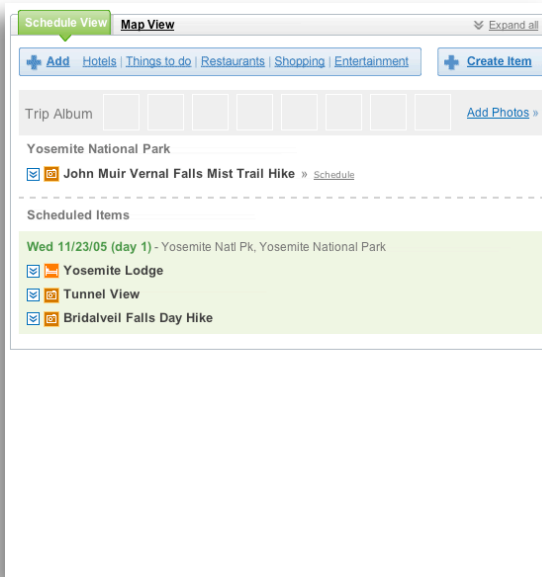
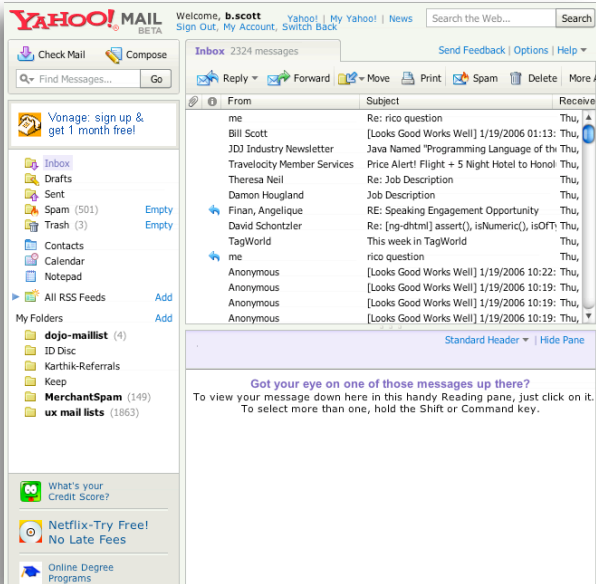
# Stay on the Page

# Stay on the Page.

on-demand scrolling.

in-context expand.

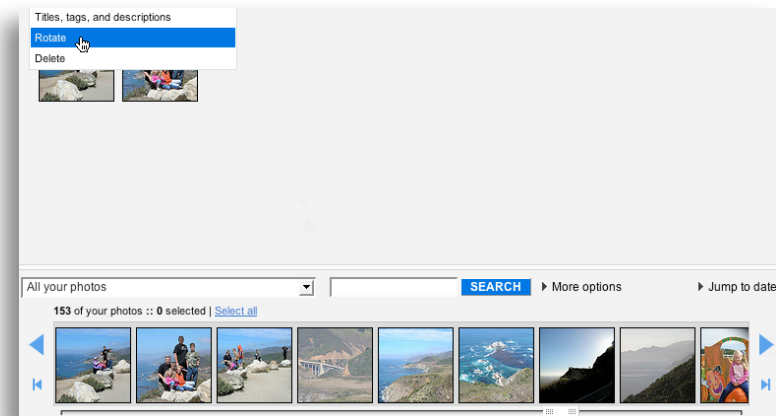
inline assistant.



hover details.

lightweight popup + lightbox

## Top Stories



*Shift to “Stay in the Page”*



Hagen-Rivers Report. [http://www.uie.com/articles/rivers\\_interview/](http://www.uie.com/articles/rivers_interview/)

*shift away from paging paradigm  
eliminate unnecessary navigation*

*map screen flow directly to user tasks  
one-screen-per-goal philosophy*



# Hub & Spoke Model

Web Images Video Maps News Shopping Gmail more ▾ billwscott@gmail.com | My Profile | Help | My Account | Sign out

Google Maps rome, italy Search Maps Show search options Find businesses, addresses and places of interest. Learn more.

Get Directions My Maps

A Rome, Italy  
B Florence, Italy  
Add Destination · Show options  
By car Get Directions

Driving directions to Florence, Italy  
284 km – about 2 hours 51 mins

Rome Italy

1. Head east on Piazza Venezia toward Via dei Fori Imperiali 64 m
2. Slight right at Via dei Fori Imperiali 0.4 km
3. Slight right to stay on Via dei Fori Imperiali 0.4 km
4. Continue on Piazza del Colosseo 0.3 km
5. Continue on Via Labicana 0.4 km
6. Slight right to stay on Via Labicana 0.4 km
7. Continue on Viale Manzoni 0.7 km
8. Turn right at Viale di Porta Maggiore 0.4 km
9. Turn right at Piazza di Porta Maggiore 0.1 km
10. Turn left at Via Eleniana 48 m
11. Turn left at Piazzale Labicano 0.2 km
12. Turn left to stay on Piazzale Labicano 65 m
13. Turn right at Viale dello Scalo San Lorenzo 0.6 km

Map Satellite Terrain

Print Send Link

More...

Map

spokes

hub

*emphasizes visual communication*

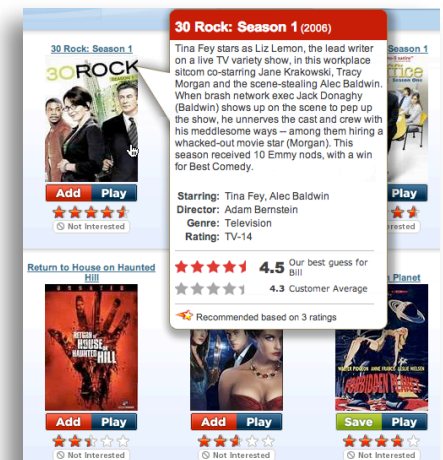
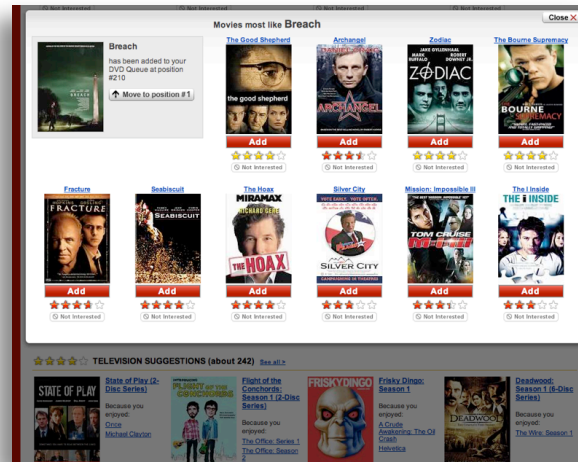
*de-emphasizes navigation and extraneous tasks*

*stay on the page experience*



overlays  
dialog overlay  
detail overlay  
input overlay

considerations  
lightbox effect  
modality  
activation



HOME | PERSONAL CREDIT | TRAVEL | SMALL BUSINESS | CORPORATIONS | MERCHANTS

**PERSONAL CREDIT**

Manage Your Account | Explore Rewards & Benefits | Additional Products & Services | Apply for a Card

**AMERICAN EXPRESS® REWARDS PLUS GOLD CARD**

Already a Card Member? If yes, the application will be shorter. ☐ Yes ☐ No

First Name\*  Last Name\*

Middle Initial  Home Apt/Subst.

Home Street Address\*

Home Zip Code\*

Home Phone Number

E-mail Address\*

Date of Birth\*

Do you ☐ Own? ☐ Rent? ☐ Share?

Social Security Number\*

Employer Name  Employer Phone Number

Employer City  Employer State

Alimony, child support, or separate maintenance need not be revealed if you do not wish to rely on it.

Annual Household Income\*  Income Source\*

Do You Have A (check all that apply): ☐ Checking Account? ☐ Money Market/Savings?

☐ Additional Credit

By checking this box, I certify that I have read, met and agreed to all the terms, conditions and disclosures which contain rate, fee and other important information. I understand that the annual Card fee is \$150. Membership Rewards partners will receive certain information about you in order to provide the benefits of your Membership Rewards account.

**CONTINUE TO VERIFY**

Stay on the Page. Inlay.

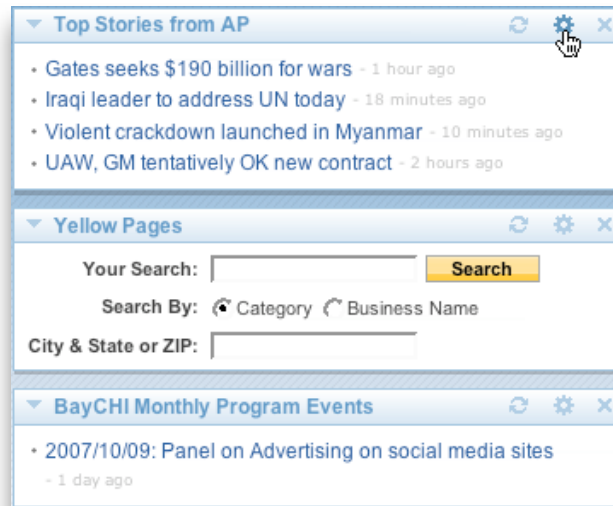
inlays

*in-context configuration*

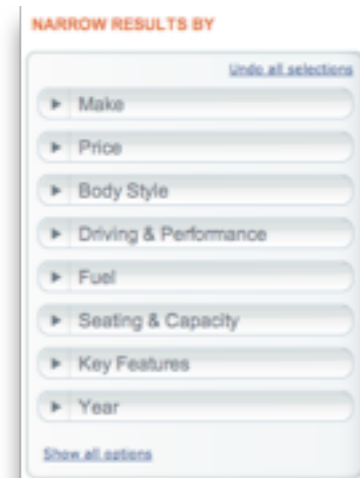
*in-context insight*

*parallel content*

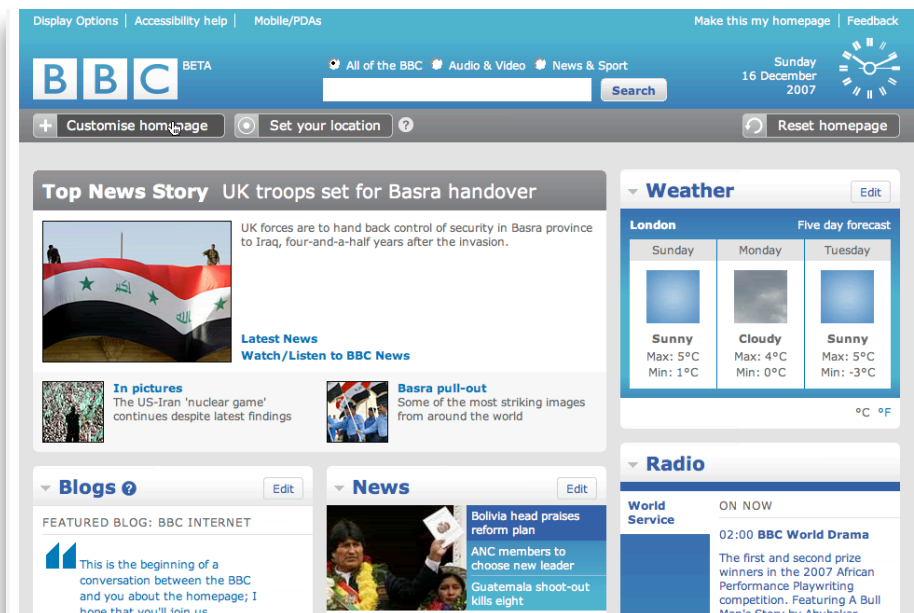
*inlay vs. overlay*



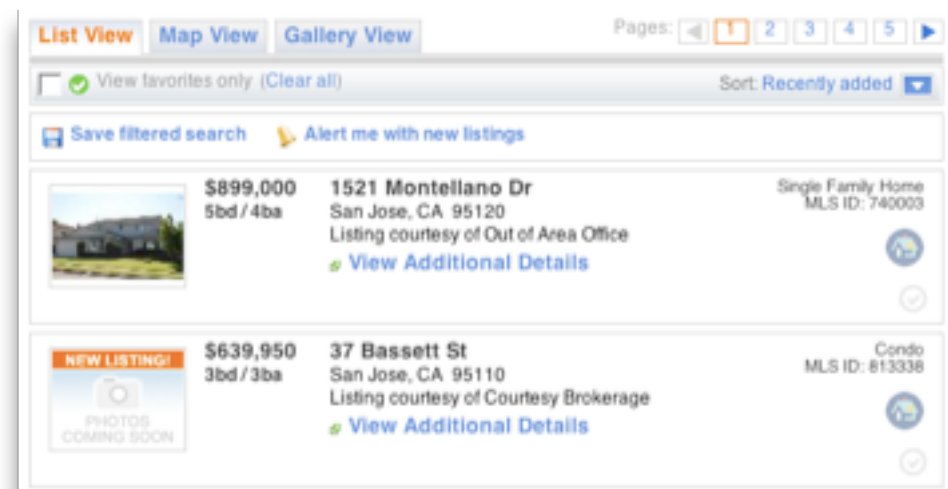
my! in-context configuration



y! autos. accordion

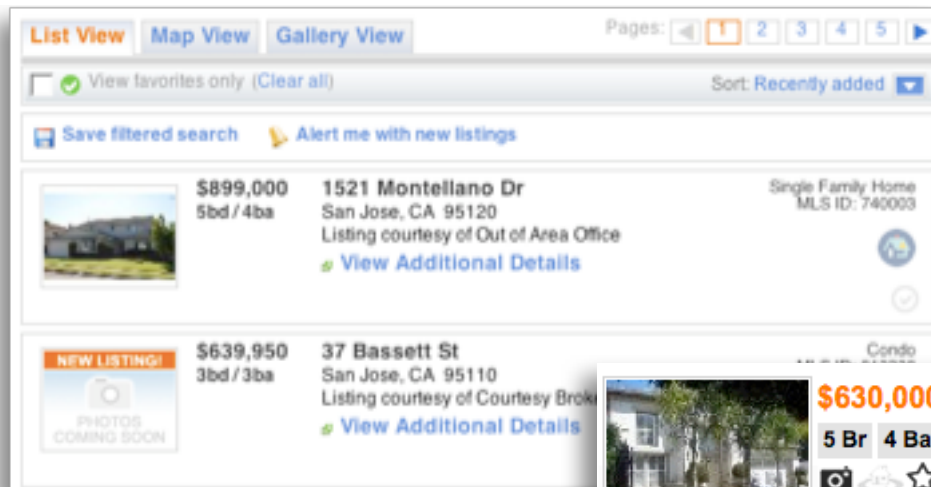


bbc. in-context configuration

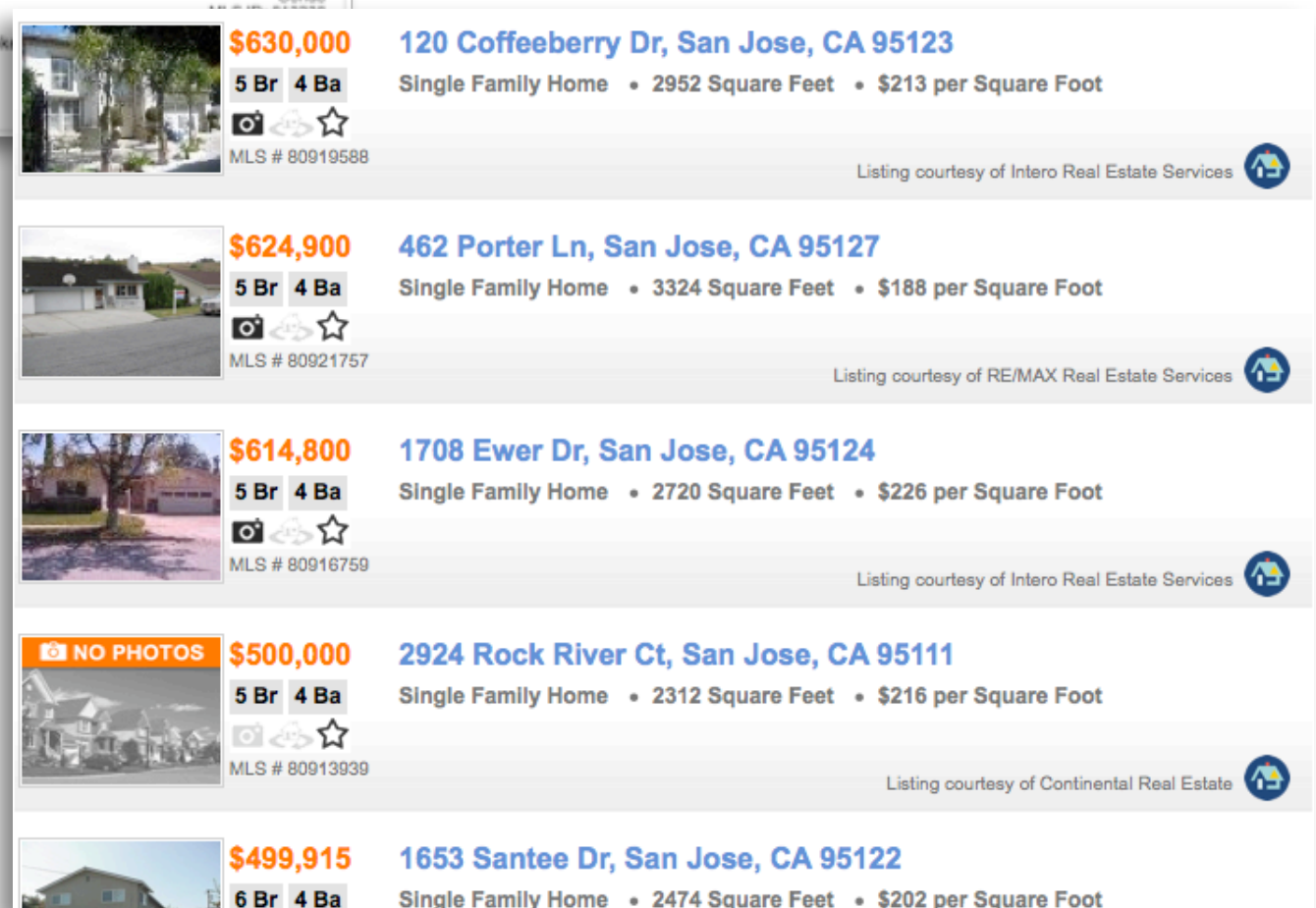


roost. in-context insight

Stay on the Page. Inlay.



roost. inlay + overlay




roost. all inlays



# Stay on the Page. Virtual Pages.

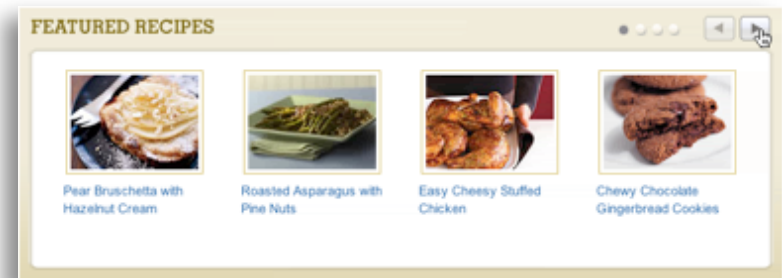
## mlslistings. pagination

Photo (Click for info)	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # (Click for info)	More Photos (Click for view)	Virtual Tours (Click for view)
	\$1,750,000 Single Res	6+, 4+ 3700	14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Lorenzo Valley) Schwarzbach Associates	<a href="#">550701</a>	 MULTI	 TOUR
	\$1,995,000 Single Res	6+, 4+ 5675	17617 MOUNTAIN CHARLIE RD LOS GATOS, CA 95033 (Unincorporated Los Gatos Mtns) Almaden Oaks Realtors	<a href="#">608215</a>	 MULTI	
	\$2,286,000 Single Res	5, 4+ 4800	20930 PANORAMA DR Los Gatos, CA 95033 (Los Gatos Mtns) Alain Pinel Realtors	<a href="#">604907</a>	 MULTI	 TOUR
	\$2,750,000 Single Res	5, 4+ 5000	155 LARITA DR Ben Lomond, CA 95005 (San Lorenzo Valley) Network Alliance Real Estate	<a href="#">616947</a>	 MULTI	
	\$2,777,000 Single Res	5, 4+ 5819	777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate	<a href="#">616474</a>	 MULTI	 TOUR

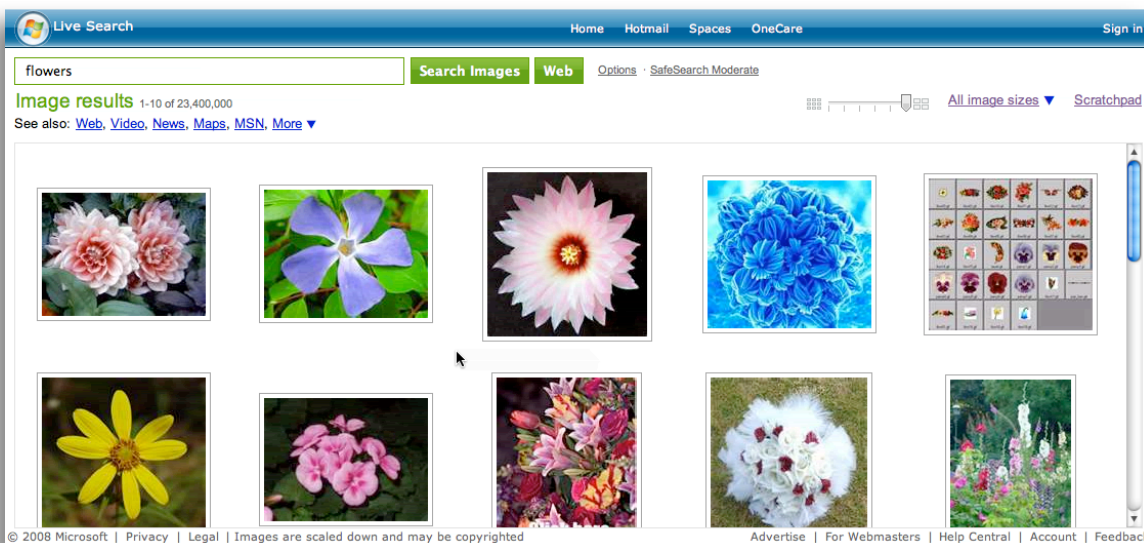
New Search << Previous Next >>

## Rethink paging

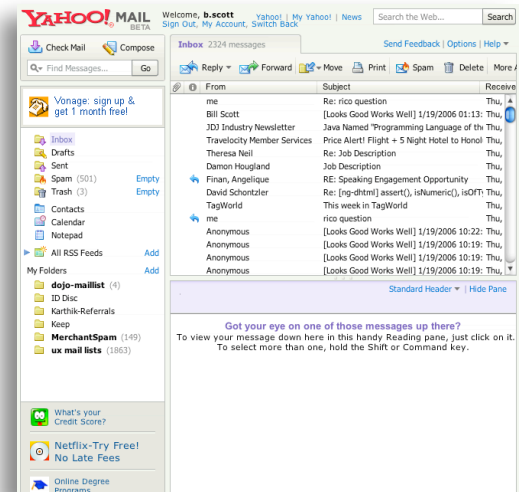
use scrolling for “owned” data  
watch out for dual scroll bar issue  
hybrid of paging & scrolling



y! health. carousel



microsoft live. paged scrolling



y! mail. on-demand scrolling

# Stay on the Page. Virtual Pages.

endless. seamless paging



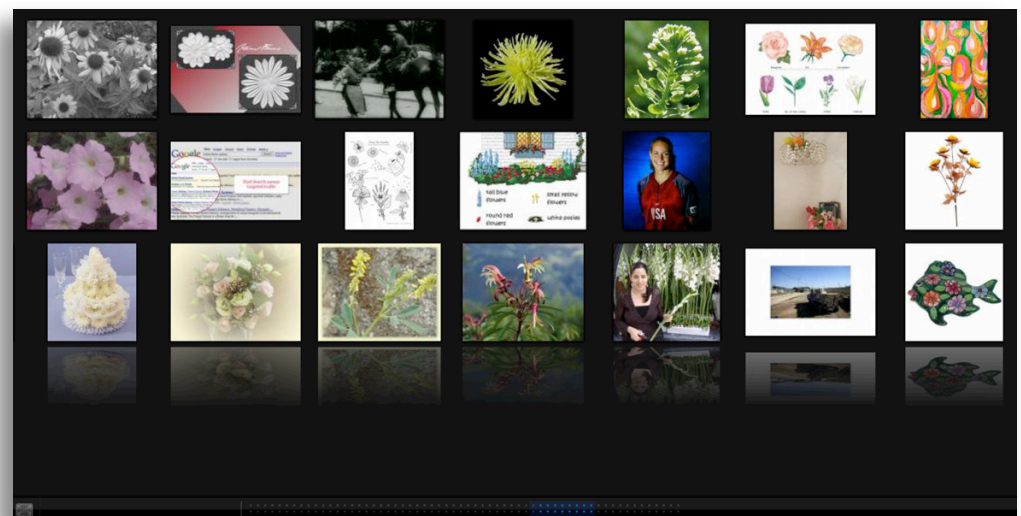
Rethink paging

*in-place paging*

*zoomable user interface (zui)*



hard rock cafe. zui



cool iris (piclens). zui

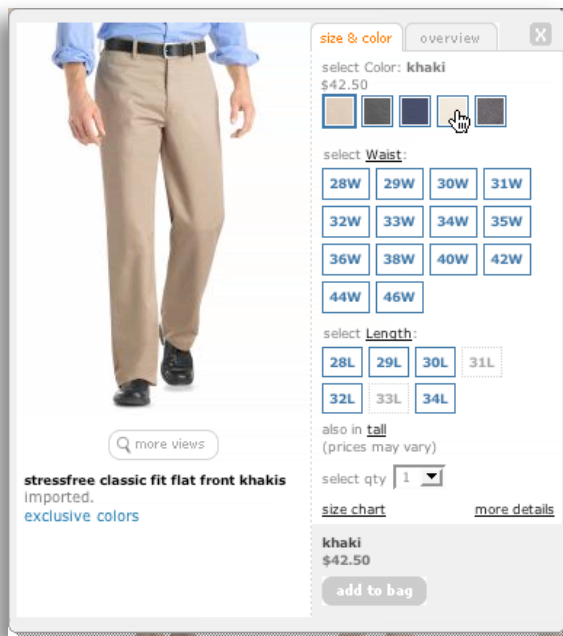


# Stay on the Page. Process Flow.

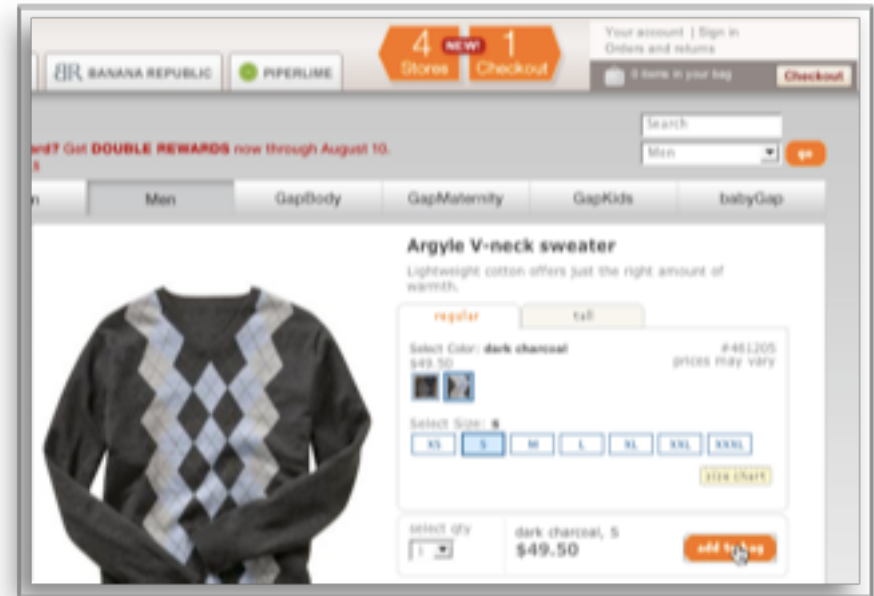
rethink process flows

*the user's mental model vs page model*

*every page jump is a mental speed bump*



the gap. inline assistant



the gap. inline checkout

Click buttons below to select check-in date, check-out date, rooms, adults and children.

July 2008 - August 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Check-in:  Check-out:

Adults:  Rooms:

Children:  (10 and under)

Reset

Legend - Click for details

- Available Date
- Selected Date
- Unavailable Date
- Check-out Only

Choose a room below and availability will be displayed on the calendar.

Total (all room nights)

Superior South

Superior Main

Intermediate Main

Intermediate West

Standard

Suite

Complete form, click "Finish Reservation" & complete your reservation.

Check-in:  Check-out:

Room Type:

Nights:  Rooms:

Adults:  Children:

Amount:

Taxes:

Total:

\*First Name  \*Last Name

\*Address

\*City  \*State/Province

\*Country  \*Postal Code

\*Email

\*Phone  Fax

Cardholder  Expiration (MM/YY)

Card Number

Arrival Information

Comments/Requests

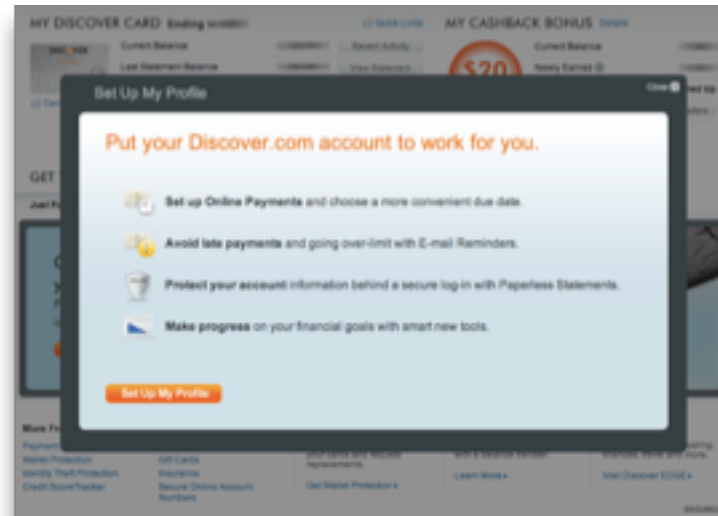
\* Fields with an asterisk are required

☒ Include me in future email campaigns

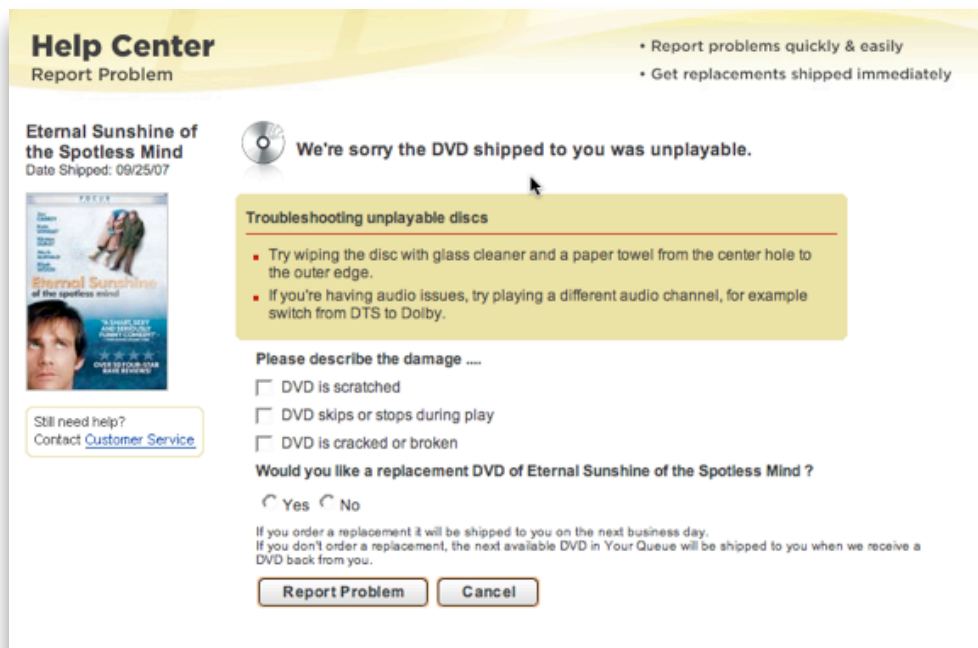
**Finish Reservation**

broadmoor hotel. one page checkout

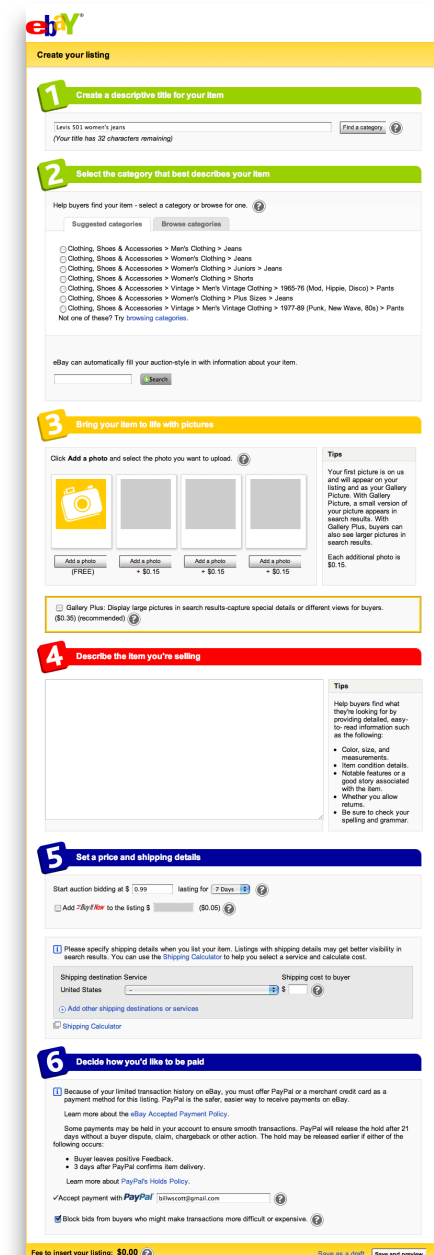
step by step?  
yes, sometimes works best



discover card. step by step

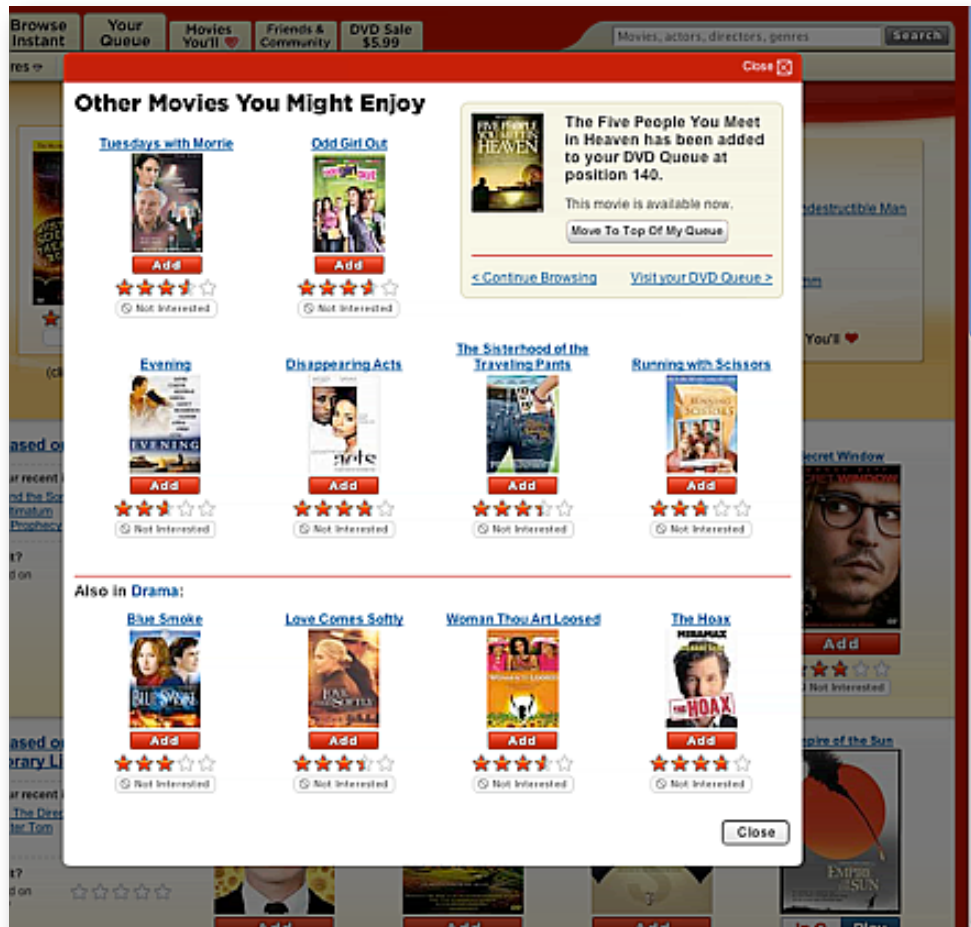


netflix. step by step

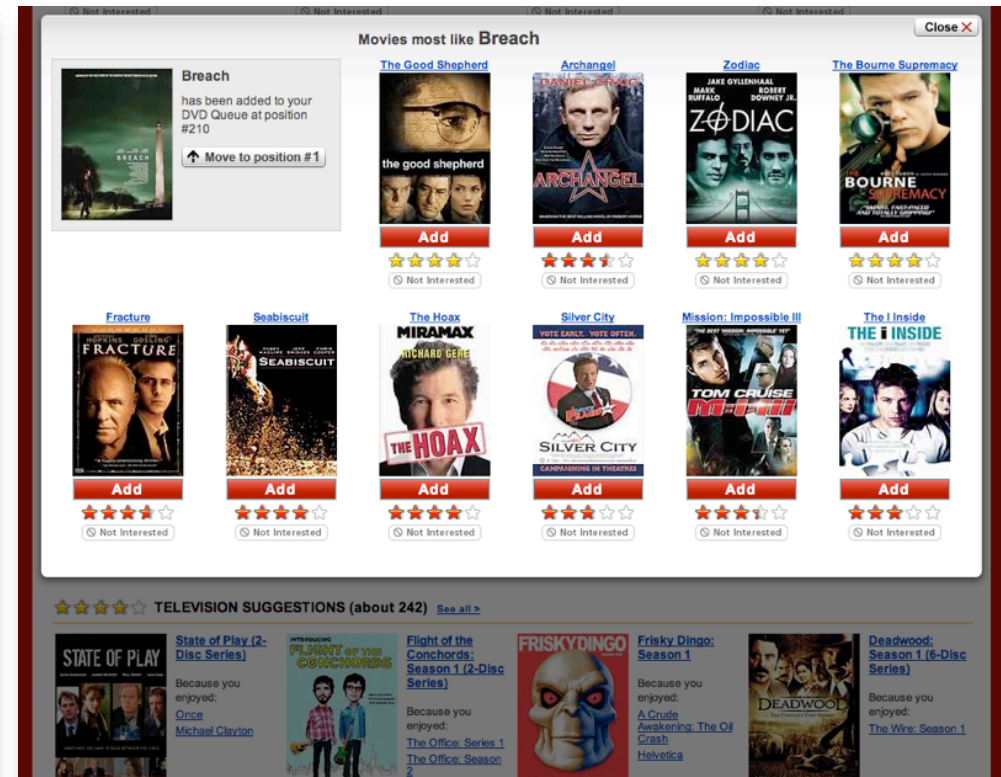


ebay. single page flow

# Anti-Pattern. Stalker.



netflix. stalker overlay



netflix. simpler overlay

### summary

*Requiring the user to go down a level or two, perform an operation, come back to the top and then have to go back down again. Name comes from hopping up and down through the site.*

### credit

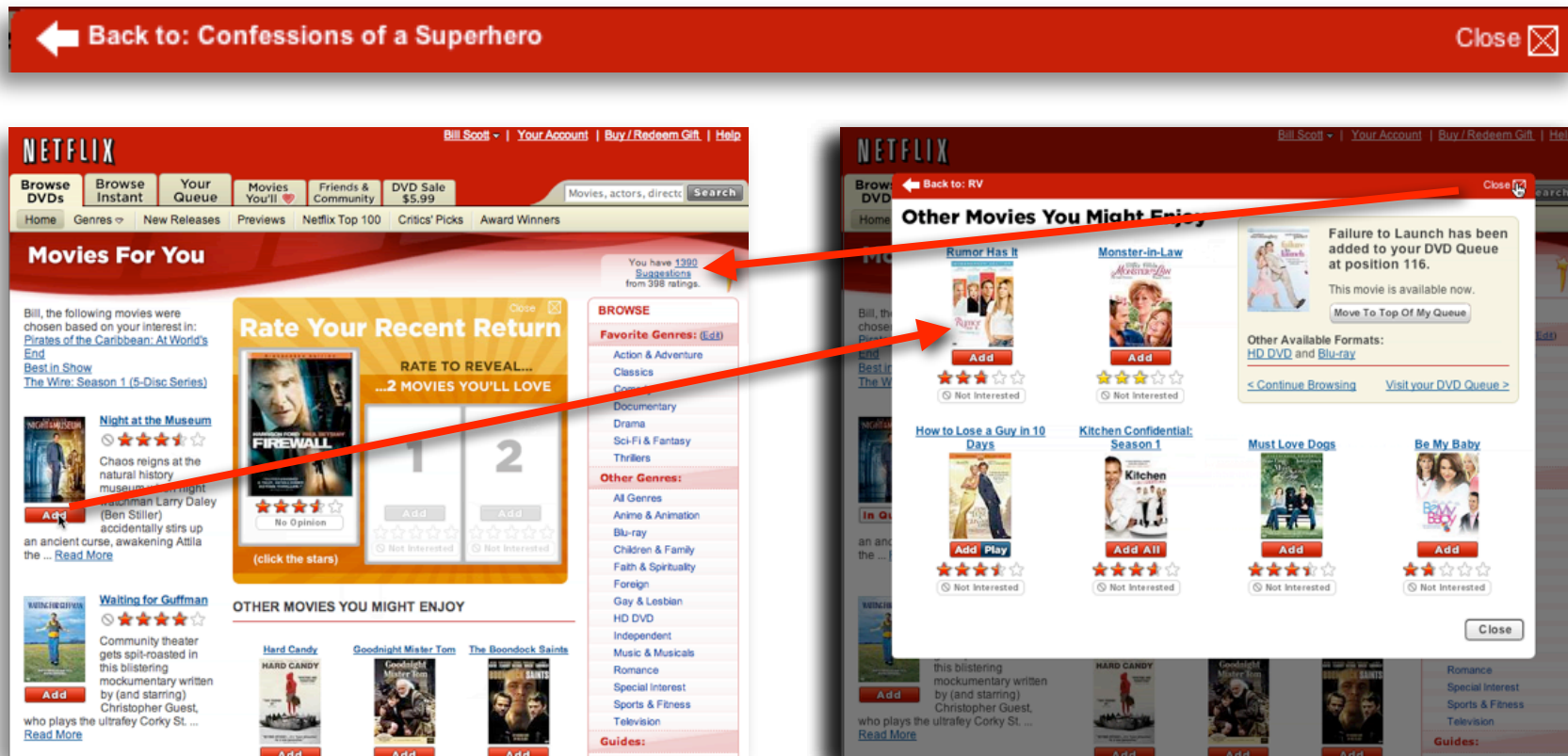
*Jared Spool*



## Netflix. Older version of add to queue



## Netflix. Newer version of add to queue



Solution

Encapsulate alternate click stream in an overlay



# Anti-Pattern. Pogo Stick Navigation.

## Y!Teachers

The screenshot shows the Yahoo! For Teachers interface. At the top, there's a navigation bar with links for Home, Explore, Connect, and How to. A search bar contains the text 'egypt' and a yellow Search button. Below the search bar, the results are categorized into three columns: '1 Top rated project', '2 Most recent project', and '3 Most copied project'. Each column displays a project card with a title, a star rating, a thumbnail image, and a brief description. The first project in each column is 'Ancient Civiliz...'. Below the project cards, there's a section for 'Subject Areas' with links for Language Arts, Mathematics, Social Studies, and Science. At the bottom, there's a 'Projects' section with 697 matches, showing a row of project thumbnails including 'Ancient', 'Electricity', 'Ecosystem', 'Math: Sailing', and 'Science'.

Yahoo! My Yahoo! Mail Signed in as **billwaynescott** Sign Out Help

**YAHOO! FOR TEACHERS** Tell a friend about Yahoo! for Teachers.

Home Explore Connect How to

egypt Search

**Project Finder** Select one or more grades and subject areas to refine results instantly! You can also choose a different state, or explore all states.

State: ALL STATES

Grades: K 1 2 3 4 5 6 7 8 9 10 11 12 ALL

Subject Areas: Language Arts Mathematics Social Studies Science

Your results for: ALL >> 4, 5, 6, 7, 8, 9

**1 Top rated project**

**Ancient Civiliz...** ★ 27

Updated Mar 12, 2007  
Grade(s) 2,3,4,5...  
Description Egypt, mummies, pyramids, Hebrews an...

**2 Most recent project**

**Geography: Lan...** ★ 0

Updated 11 minutes ago  
Grade(s) 5,6  
Description Introduces students to a variety of ...

**3 Most copied project**

**Ancient Civiliz...** ★ 27

Updated Mar 12, 2007  
Grade(s) 2,3,4,5...  
Description Egypt, mummies, pyramids, Hebrews an...

**Derek (Yah...)** 113

**Bill Scott** 21

**Derek (Yah...)** 113

Too many results here? Keyword Refine

**Projects** 697 matches

1 2 3 4 5 >>

Ancient Electricity Ecosystem Math: Sailing Science:



No obvious close for overlay

Back Button goes to wrong place

**Draw flow arrows** between pages to catch the zig-zag bouncing from page to page (see Meandering Way).

*To avoid pogo effect:*

- **Use in-context tools** to bring actions into the current page
- **Use hover details** to reveal information in context
- **Use overlays** for encapsulating an alternate navigation path to allow temporary exploration without losing the original context of navigation
- **Use in page actions** like inline editing, etc. to provide functionality inline.
- **Use in-context expands** to reveal information on the page.

### **Watch out for overlays**

*Can make users resort to back button anyway*



anti-pattern. y! photos. idiot boxes

Stay on the Page. Anti-Patterns.



anti-pattern. borders. hover & cover

To see a product preview in action, hover over the link below.

[Ray!: Original Motion Picture Soundtrack](#)

Forty Associates recently added this product to their catalog. Associate sites who viewed a product purchase nearly 6% of the time.

Now we're opening the beta up to all visitors through a product preview-environment. [Testing product previews.](#)

Don't worry if you don't already have a beta account. [Click here](#) for answers to questions you might have about the beta program.



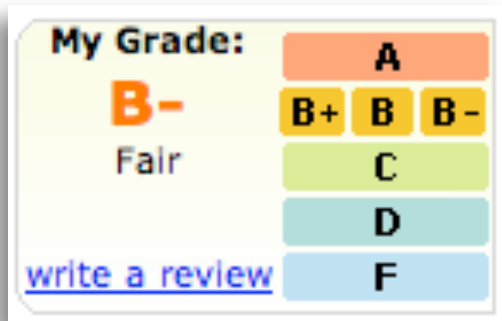
anti-pattern. amazon. mouse trap



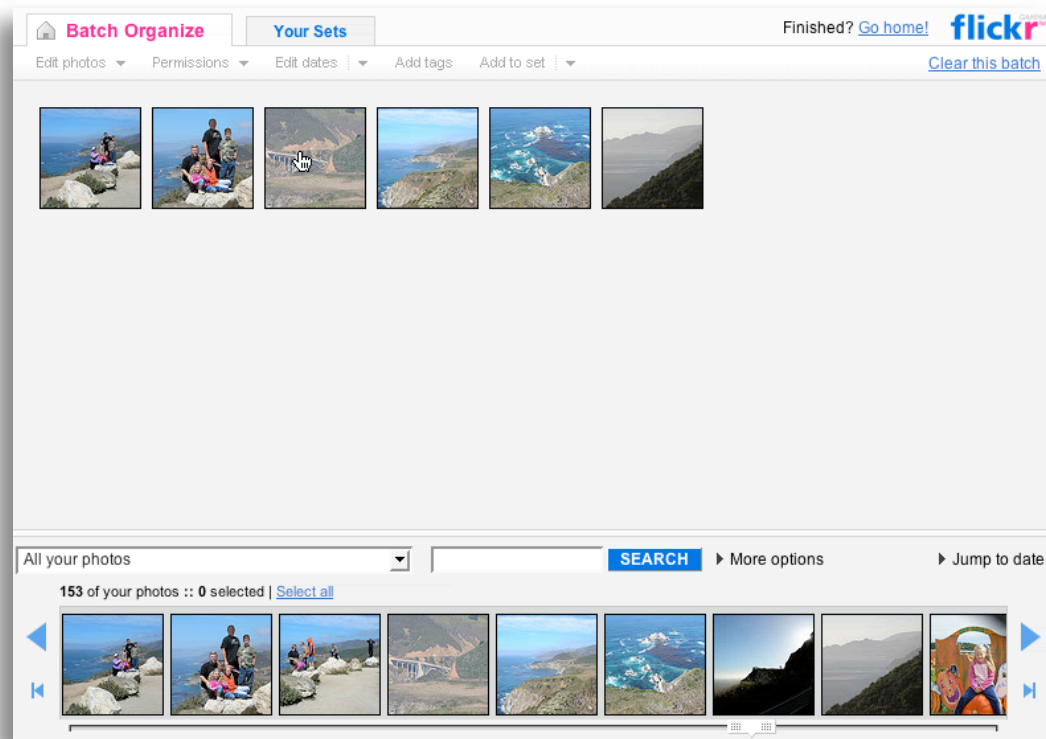
# Provide an Invitation

# Provide an Invitation.

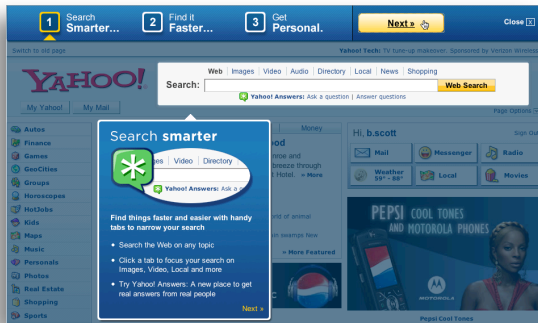
hover invitation.



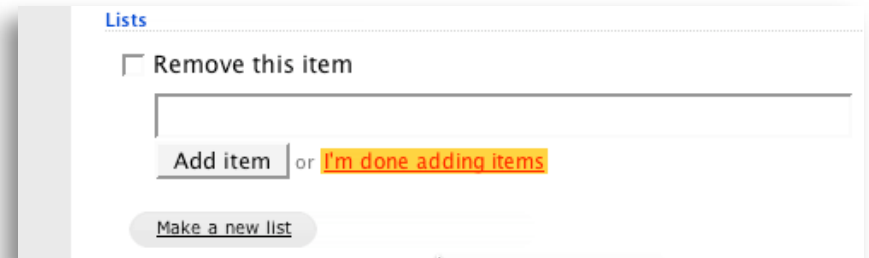
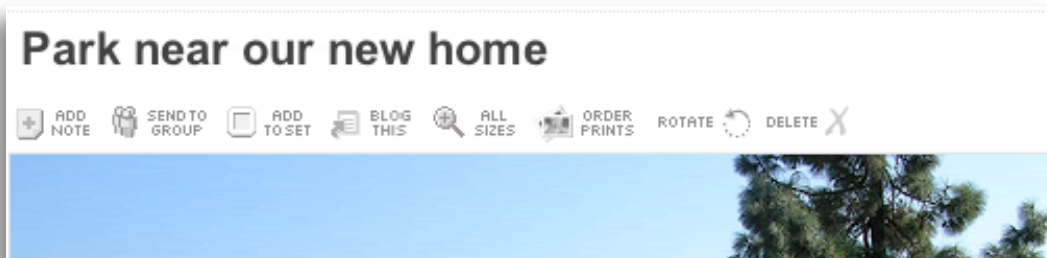
drop invitation.



tour invitation.



tooltip invitation + hover invitation + cursor invitation.



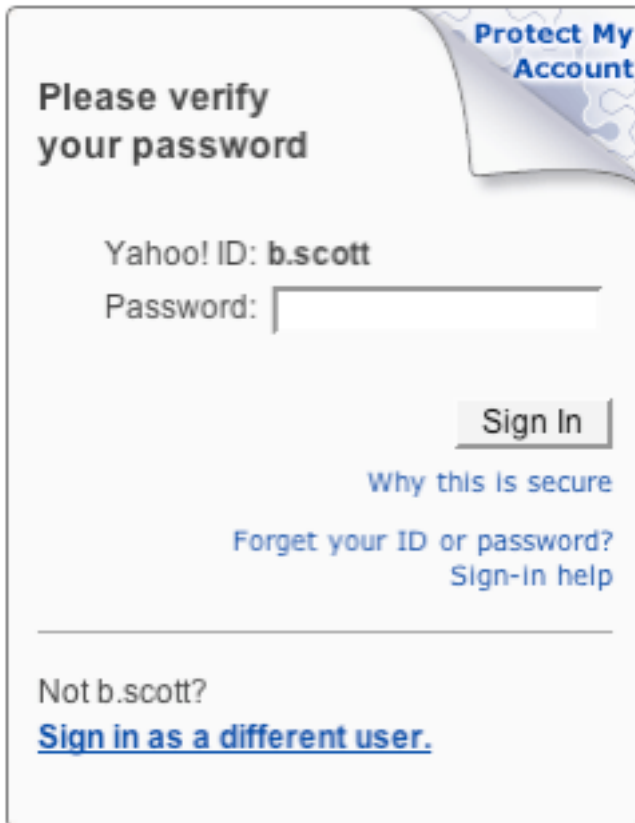
Provide an Invitation. **Static Invitation.**

unfinished look

*dog-ear*

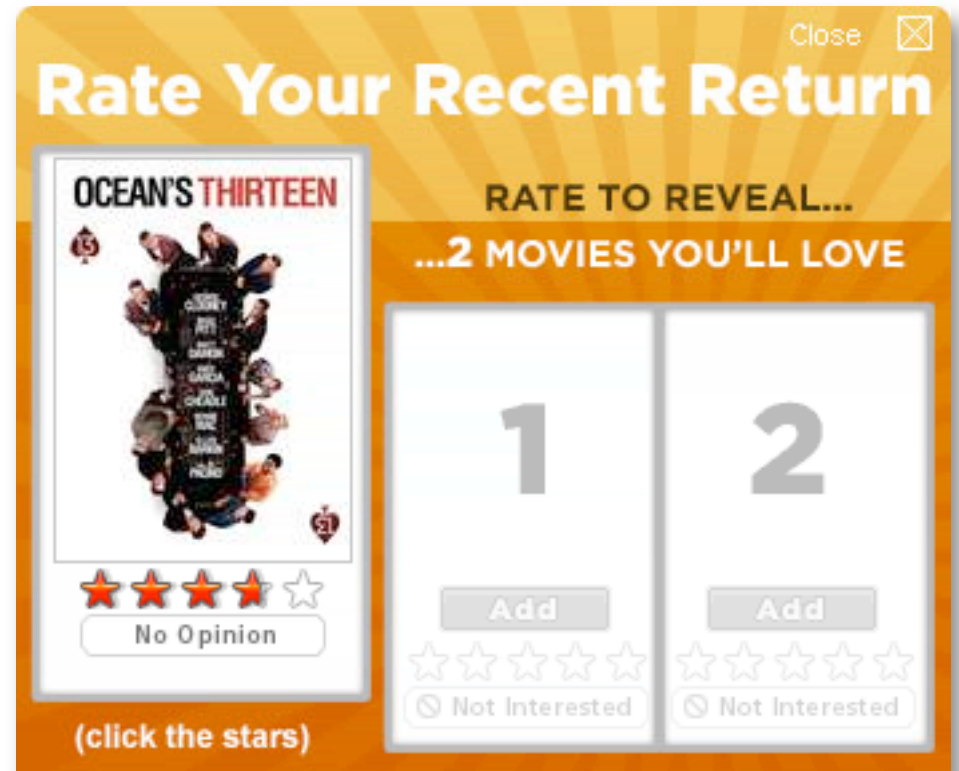
*blank slots*

*blank slate*



The image shows a Yahoo! login form with a light gray background. In the top right corner, there is a blue dog-ear graphic with the text "Protect My Account". The main heading is "Please verify your password". Below it, the "Yahoo! ID: b.scott" is displayed. The "Password:" field is a text input box. A "Sign In" button is located below the password field. At the bottom, there is a link "Sign in as a different user." and a "Not b.scott?" link. Other links include "Why this is secure", "Forget your ID or password?", and "Sign-in help".

yahoo login! **dog-ear** invite



The image shows a Netflix invitation titled "Rate Your Recent Return". It features a movie poster for "OCEAN'S THIRTEEN" on the left. To the right, there are two columns labeled "1" and "2" under the heading "RATE TO REVEAL... ...2 MOVIES YOU'LL LOVE". Each column has an "Add" button and a "Not Interested" button. Below the "Add" buttons are five star icons. At the bottom, there is a "(click the stars)" instruction. A "Close" button with an 'X' icon is in the top right corner.

netflix. **rate** invitation (blank slots)



The image shows a Backpackit invitation titled "My Own Page". It has a light blue header with the text "Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)". Below the header, there is a large yellow curved arrow pointing to the title "My Own Page". Underneath the title, there is a link "Use these links to fill your page. [Need inspiration](#) or [a tutorial?](#)".

backpackit. **blank slate** invitation



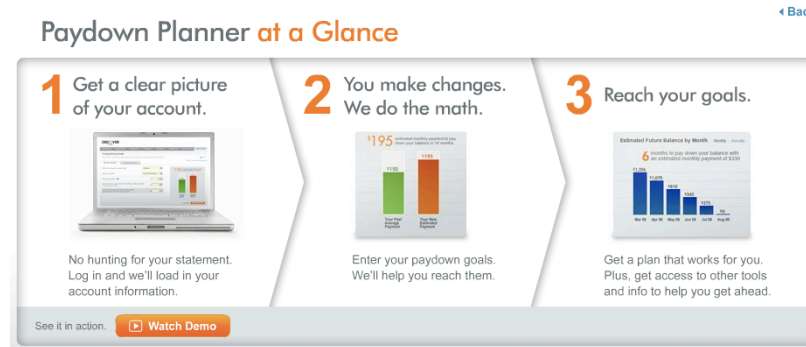
# Provide an Invitation. **Static Invitation.**

call to action

*1-2-3 messaging*

*spotlighting or lightbox*

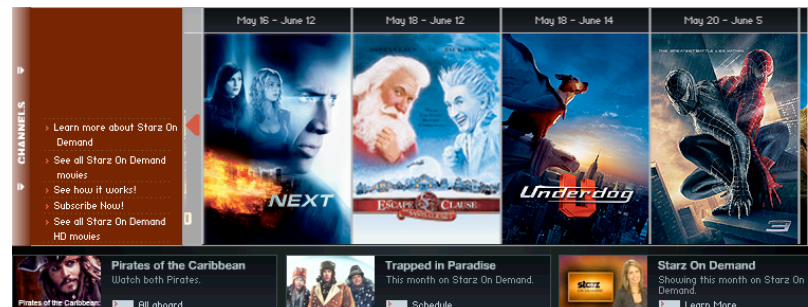
*provide a peek*



discover! **1-2-3 call to action**



yahoo! **tour invitation**



starz play! **sneak peek in carousel**

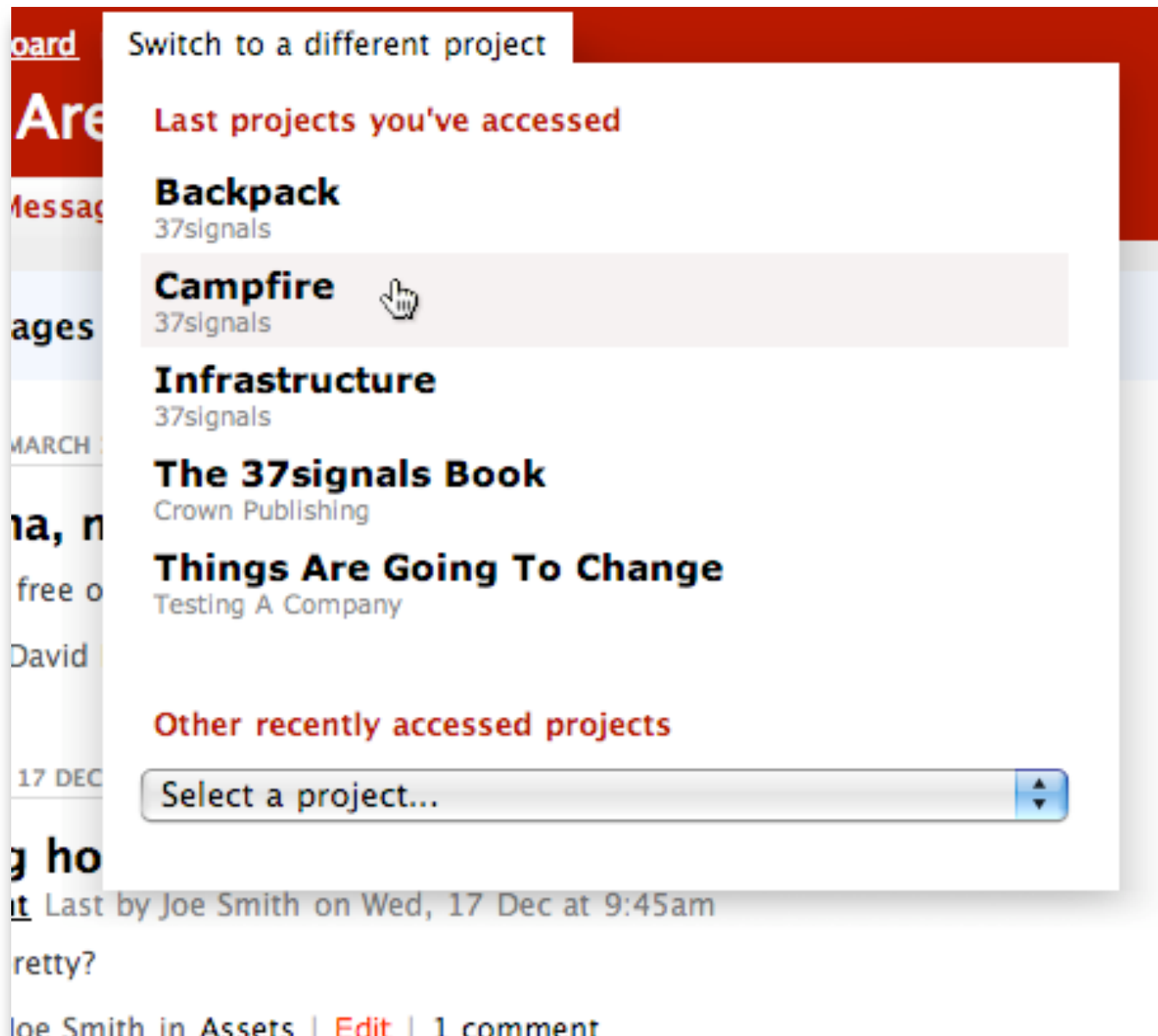
Provide an Invitation. **Navigation Invitation.**

SCOPRI TUTTE LE NOSTRE DESTINAZIONI



[talkeetnaviaggi.it](http://talkeetnaviaggi.it)

Provide an Invitation. **Tickler Menu.**



basecamp. **Tickler Menu.**

Provide an Invitation. Page as Menu.

The screenshot shows the MSNBC website with a 'Page as Menu' overlay. The menu is divided into two columns: 'Latest headlines' and 'Topics'.

**Latest headlines:**

- Today Front Page
- Ga-ga-goo-green? 10 tips to raise an eco-kid
- Money 911: Get the most from creditors
- Get fit! Joy Bauer offers live nutrition advice
- Bo Obama comes home to the White House
- 9 things Maxim taught me about women
- Tori Spelling takes on 'Mommywood'
- Images: Capturing the 'American Character'
- She dived 314 feet — with one breath
- Beckham book sheds light on soccer star
- Is the economy hurting your health? E-mail us
- As Obama pup arrives, hounding can stop

**Topics:**

- Food & Wine
- Health
- Pets
- Fashion & beauty
- Parenting
- Relationships
- Entertainment
- Books
- People
- Technology & Money
- Home & Garden
- Weather
- Travel
- Weddings

At the bottom of the menu, there is an advertisement placeholder that says 'advertisement | your ad here'.

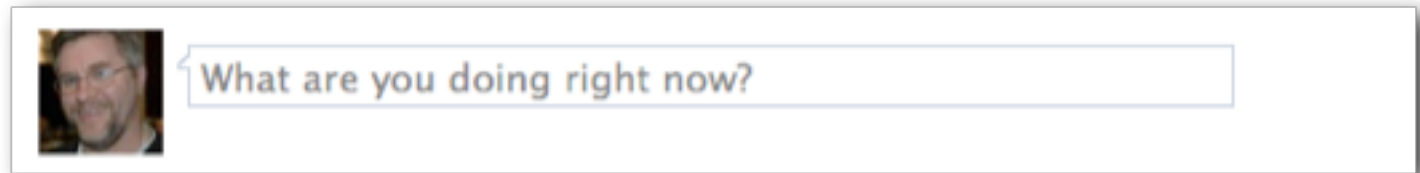
Below the menu, there are navigation buttons: 'More news', 'My news', and 'Pinned'. There is also a link to 'Only on msnbc.com'.

msnbc.com. Page as Menu.

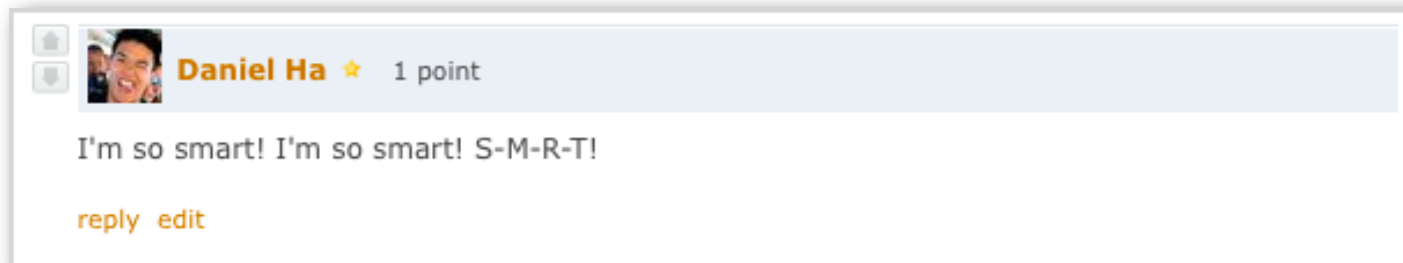


# Provide an Invitation. **Dynamic Invitation.**

discoverability  
*invitations*



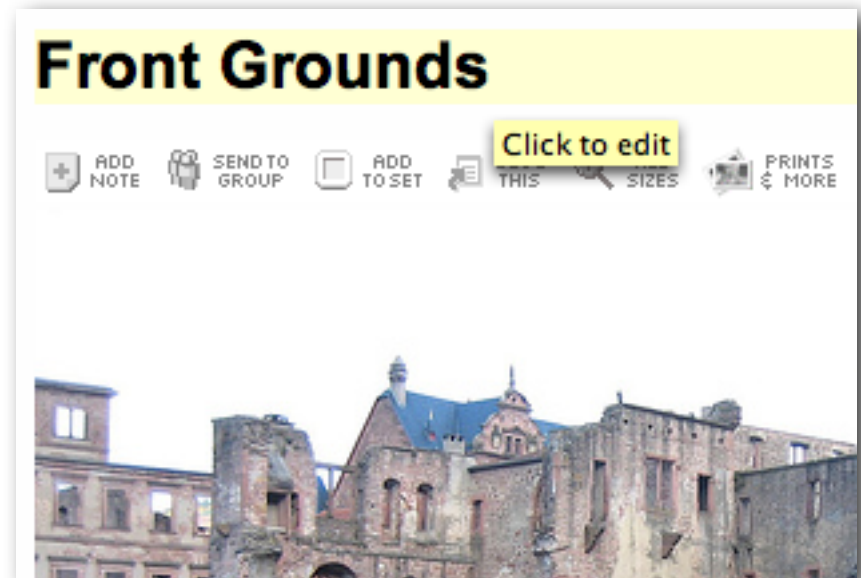
facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



Y!photo. **implicit**



flickr. **on hover**

# Provide an Invitation. **Dynamic Invitation.**

## Discoverability

*No easy answer*

*Use the hover to reveal interaction*

*Use the familiar to teach the new*

*Can't flag all interactions*



State park near our home in San Jose

Click to edit

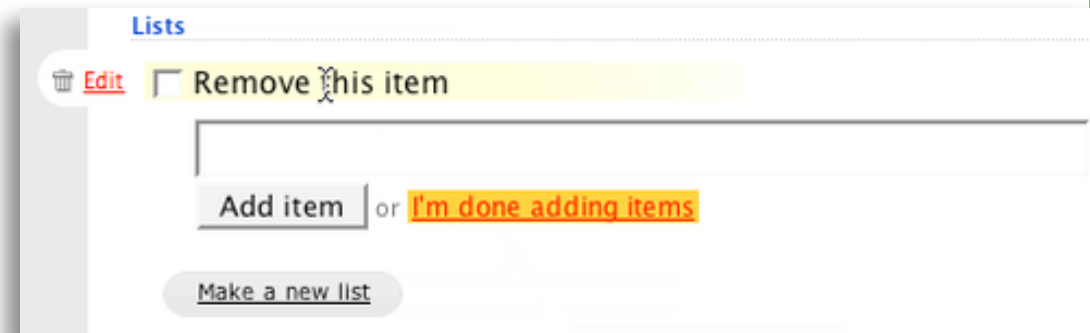
5 photos | [Add a comment?](#)

Photos are from  
22 Oct 05.

flickr. **hover invitation**



backpackit (fake). **being too explicit**



backpackit. **tooltip invitation + hover invitation + cursor invitation**



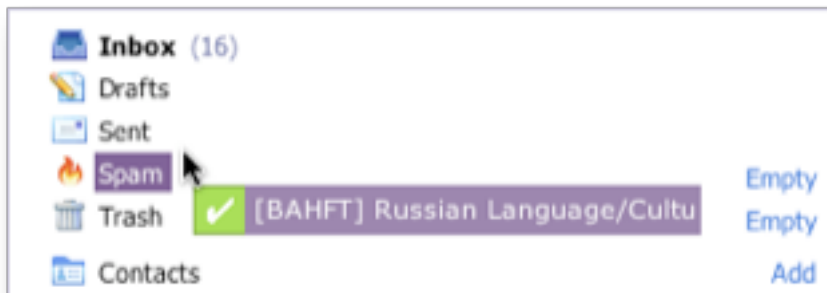
y! movies. **hover invitation**



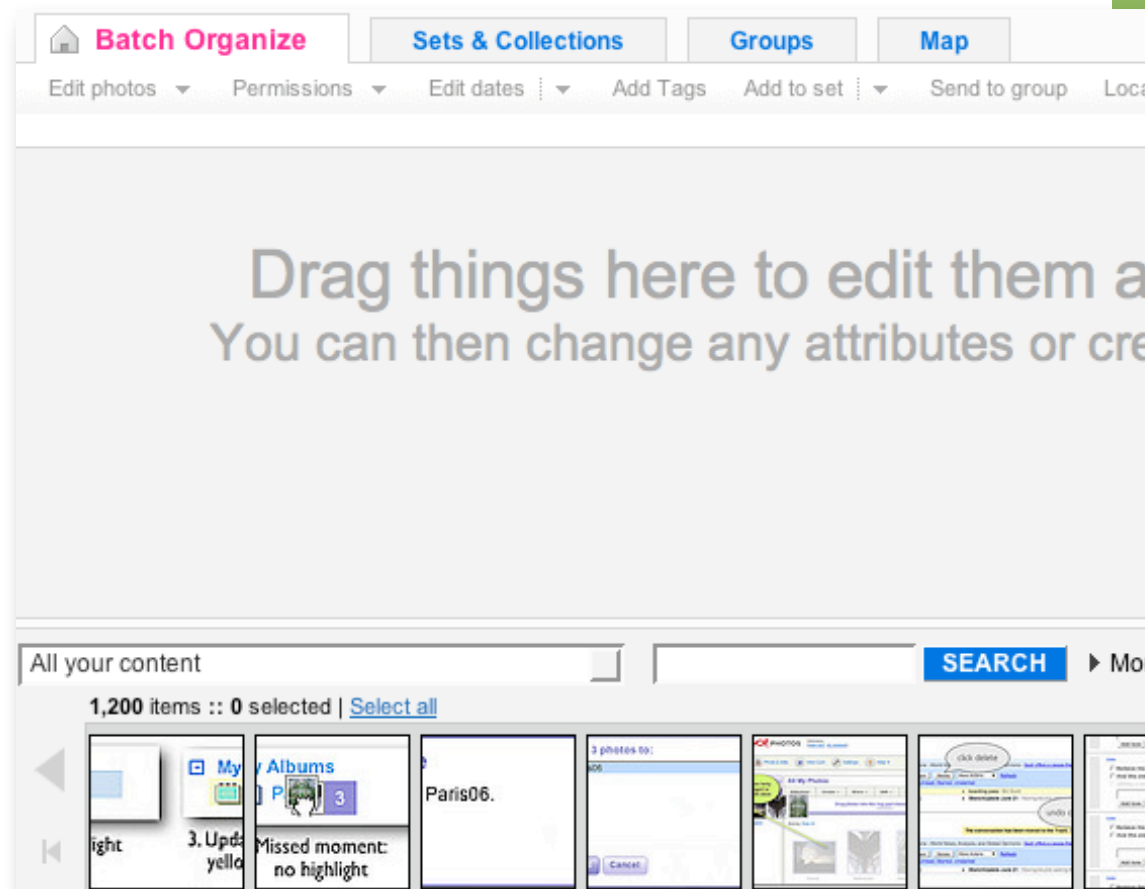
# Provide an Invitation. **Dynamic Invitation.**

drag and drop

*use the interesting moments  
before, during and after*

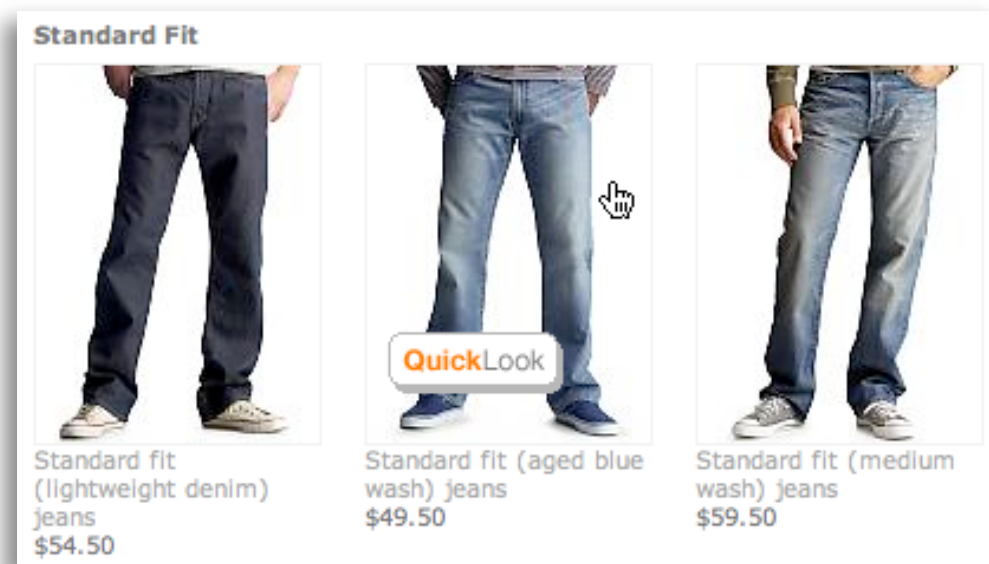


flickr. drop here invitation (interactive)

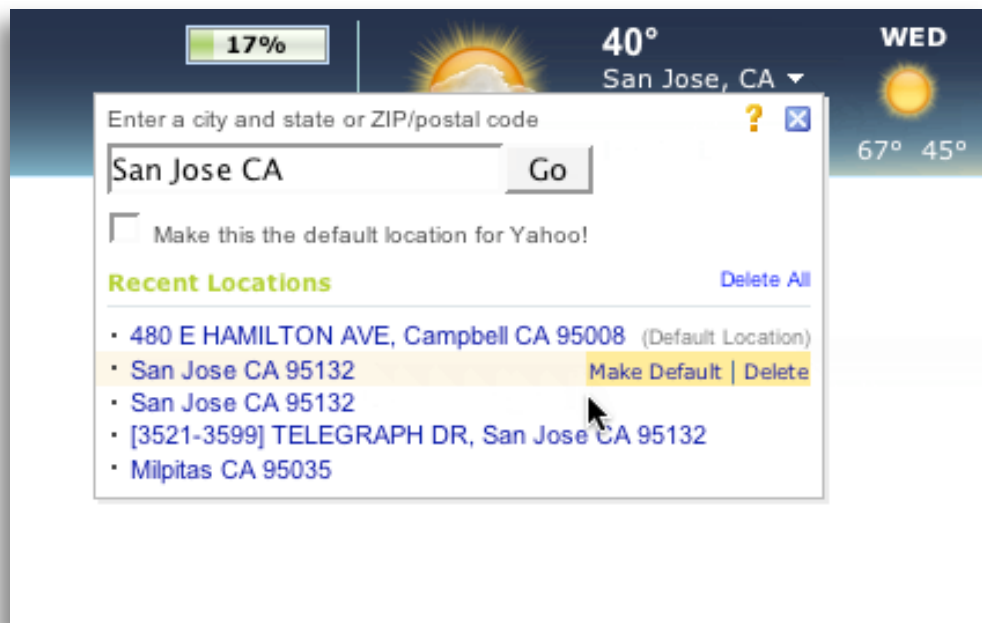


flickr. drop here invitation (static)

# Provide an Invitation. **Dynamic Invitation.**



the gap. **button**



y! mail. **embedded buttons**

bridge the new with the old

*hyperlinks as actions  
reveal with hovers  
drop down clues*



backpackit. **revealed hyperlinks/icons**



flickr. **drop down affordance**

# Anti-Pattern. Mouse Trap.

To see a product preview in action, hover over the link below.

[Ray!: Original Motion Picture Soundtrack](#)

amazon.com

Forty Associates recently added product p  
Associate sites who viewed a product pre  
purchase nearly 6% of the time.

Now we're opening the beta up to all Ass  
through a product preview-enhanced link  
[testing product previews](#).

Don't worry if you don't already have Basic Display Product L  
process. [Click here](#) for answers to questions you might have



Ray!: Original Motion Picture Soundtrack

by Ray Charles

Buy Now



[view larger map](#)

Category:

[Doctors & Clinics](#) (1770)

[Dentistry](#) (1369)

[Orthodontists](#) (29)

[Other Dental Specialties](#) (25)


[Oral Surgeons](#) (15)

[Dental Referral Services](#) (11)

► [show all 38 Categories](#)

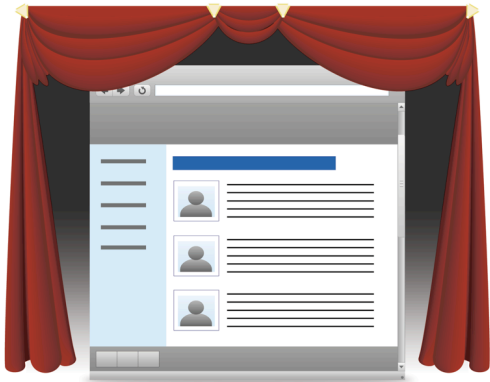
- [Camden Dental Care](#) Contact  
(408) 377-9091, 2005 Camden Ave  
[www.samphotopoulosdds.com](http://www.samphotopoulosdds.com) Map

Sorted by: [Top Results](#) | [Distance](#) | [Name](#)

1. [Shoker, Devinder S DDS - S](#)  
(408) 945-0411 2133 Morrill Ave, Sa  
[Map](#) | [Directions](#) | [S](#)  
See all: [Doctors & Clinics](#) - [Dentistry](#)
2. [Cao, Thomas-Dung DDS - C](#)  
(408) 719-1111 3072 Landess Ave,  
[Map](#) | [Directions](#) | [S](#)  
See all: [Dentistry](#) - [Doctors & Clinics](#)
3. [Din Ala U DDS](#)   
(408) 942-0469 2669 Cropley Ave, S  
[Map](#) | [Directions](#) | [S](#)  
See all: [Dentistry](#)

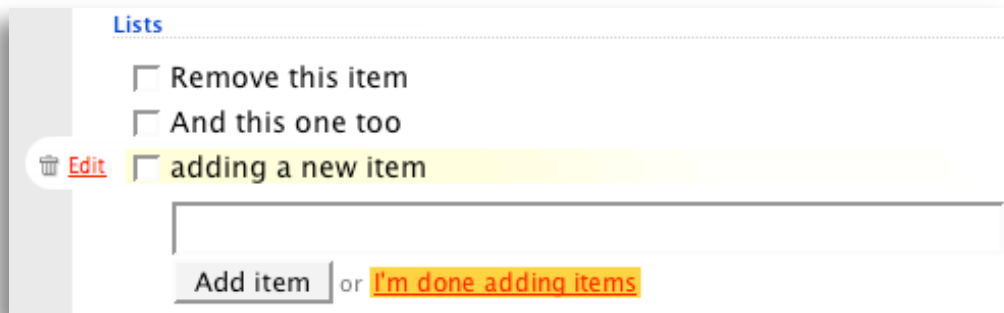
anti-pattern. amazon. mouse trap

anti-pattern. y! maps. mouse trap

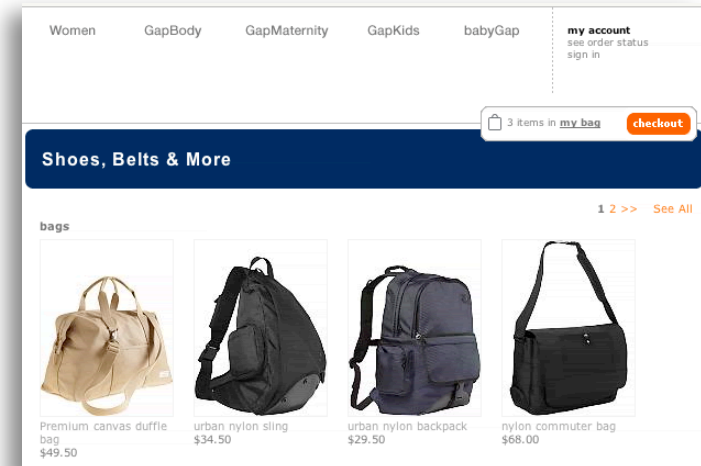


# Use Transitions

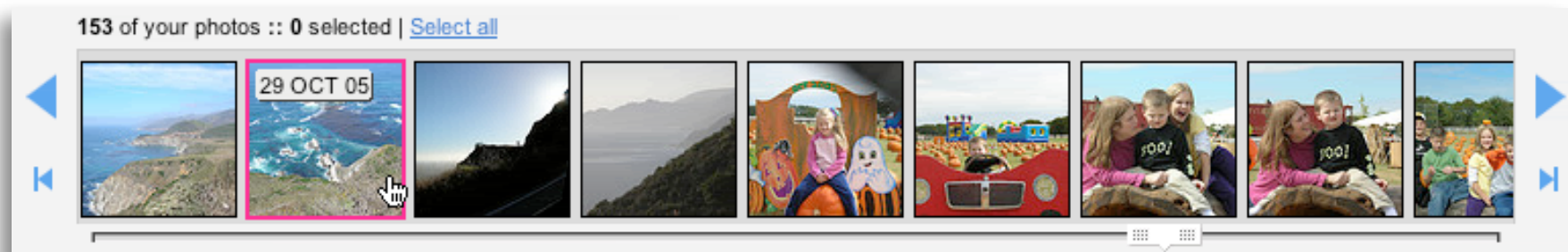
# Use Transitions.



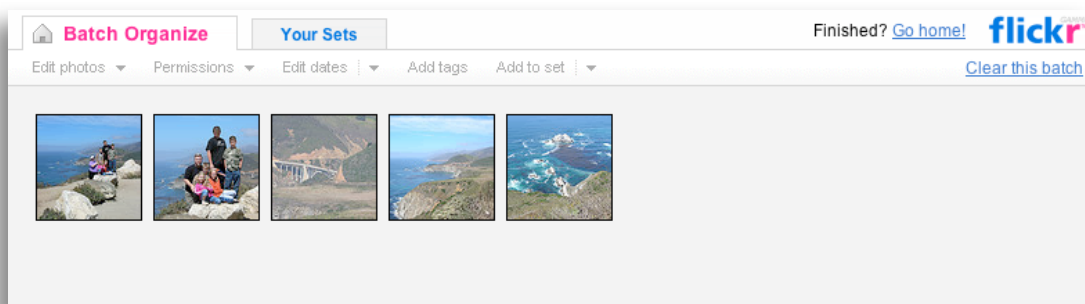
pattern. fade transition + self-healing transition.



pattern. zoom box.



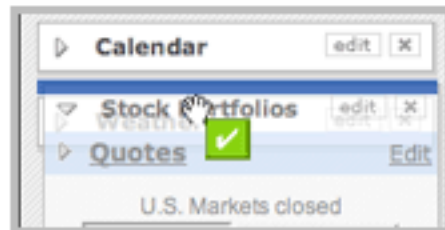
pattern. slide + animate.



pattern. spotlight.

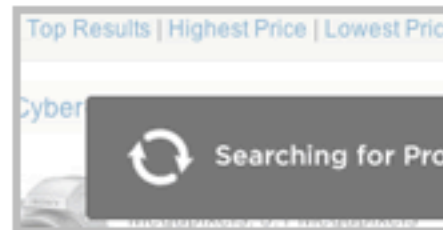


# Use Transitions.



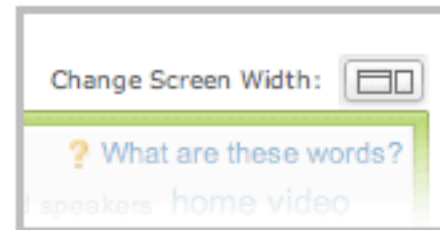
## Animate Transition

Designer needs to communicate that an object is changing its spatial relationship within the page.



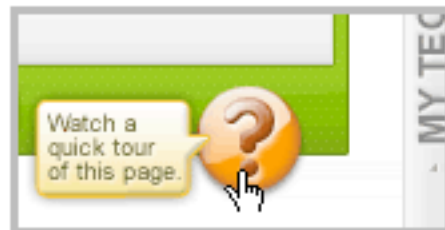
## Brighten Transition

Designer wants to make a previously dimmed object a point of focus by making the object bright again.



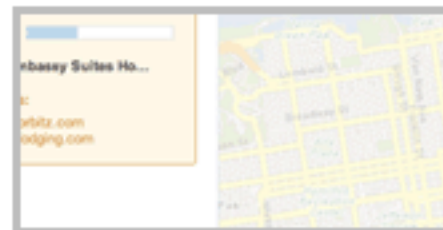
## Collapse Transition

The designer needs to communicate that an object is no longer of primary importance, yet wants to keep it available in a smaller form.



## Cross Fade Transition

Designer wants to communicate that a new view of an object is replacing the previous view of the object.



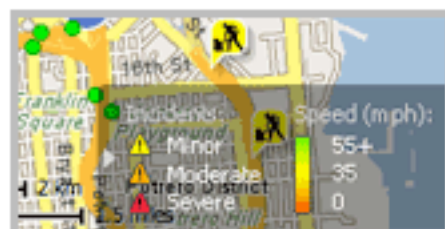
## Dim Transition

Designer needs to communicate that an object is of secondary importance.



## Expand Transition

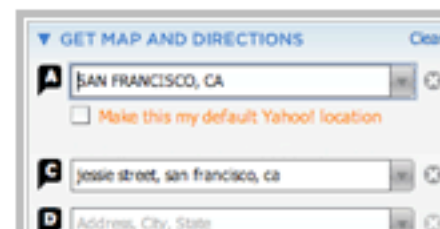
Designer needs to show the detail of an object in its context or reveal a previously collapsed object.



## Fade In Transition



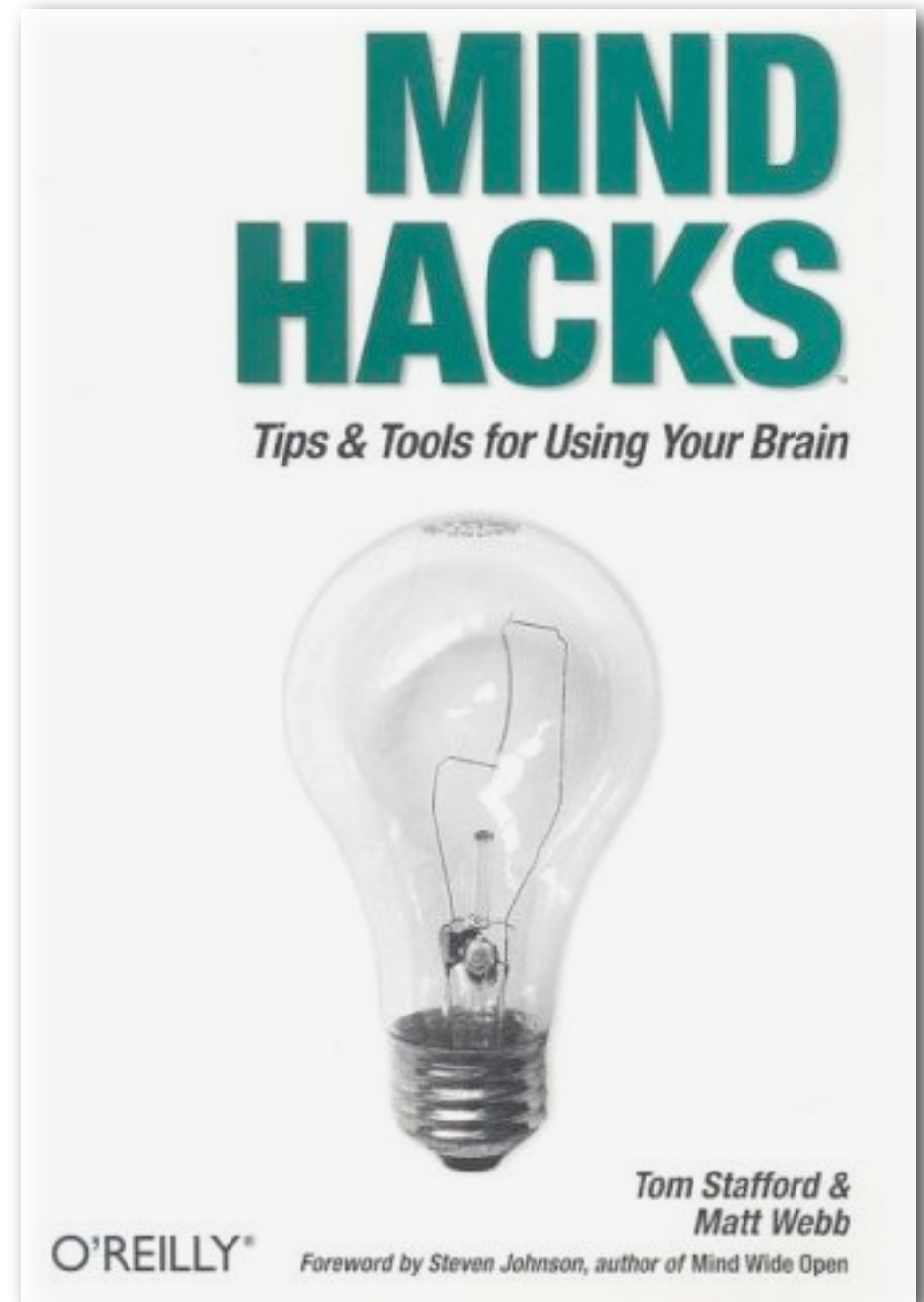
## Fade Out Transition



## Self Healing Transition

# Speak to the brain

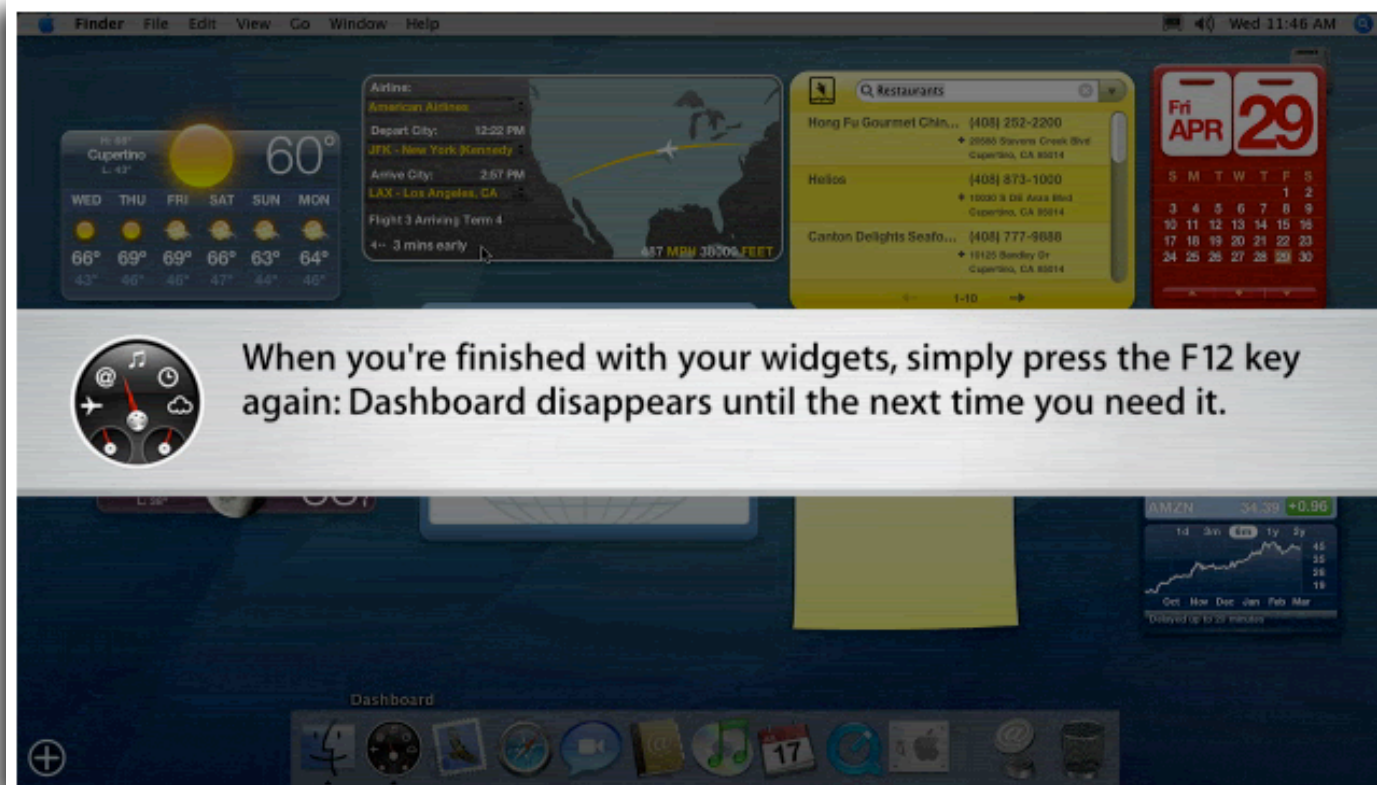
*Understanding attention processing*



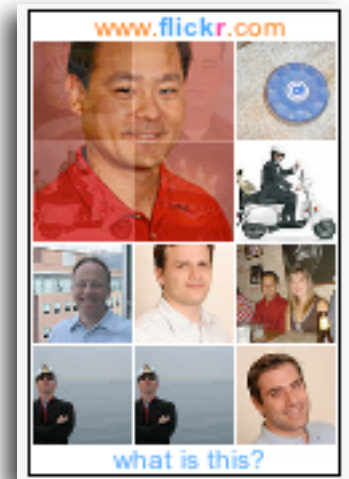
## Speak to the brain

*Understanding attention processing*

*Sending the wrong message*



mac widgets



flickr zeitgeist

## Speak to the brain

*Understanding attention processing*

*Sending the wrong message*

The screenshot shows the TurboTax Deluxe software interface. The top navigation bar includes 'Personal Info', 'Federal Taxes', 'Federal Review', 'State Taxes', and 'Print & File'. Below this, a secondary bar shows 'Wages & Income', 'Deductions & Credits' (which is selected), and 'Other Tax Situations'. On the left, a sidebar displays 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main area is titled 'Enter Your Interest Paid to Some Lender' with a subtext 'Deductible interest paid in 2008 See qualifications and limitations.' A text input field next to this title contains the value '0.00'. A modal dialog box is overlaid on the screen, mirroring the sidebar's tax due information, showing 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973.

**TurboTax Deluxe**

Personal Info Federal Taxes Federal Review State Taxes Print & File

Wages & Income Deductions & Credits Other Tax Situations

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

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

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

0.00

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

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

# Use Transitions.

you can...

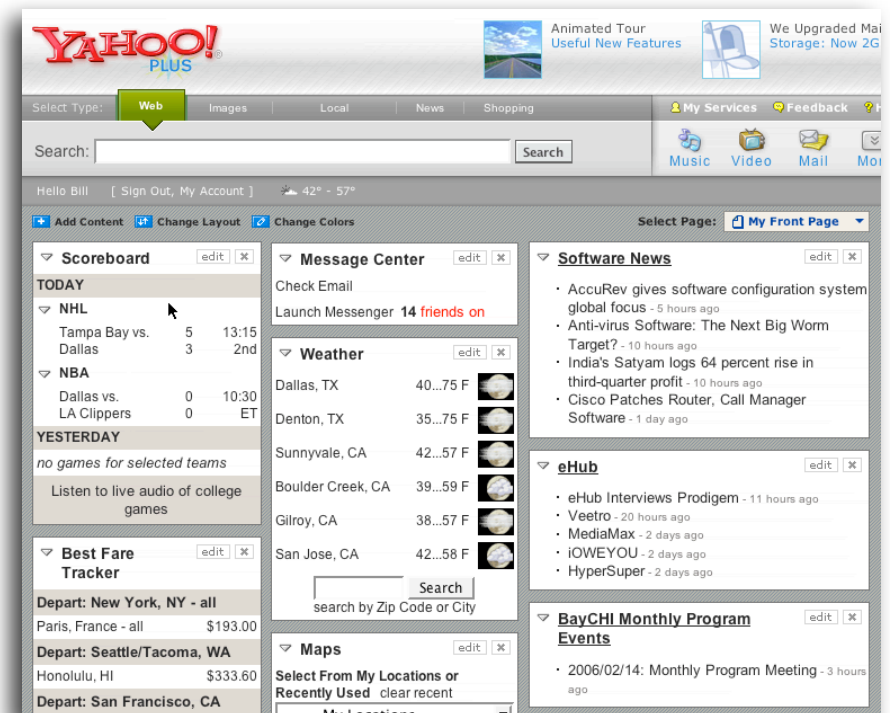
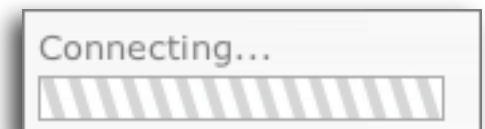
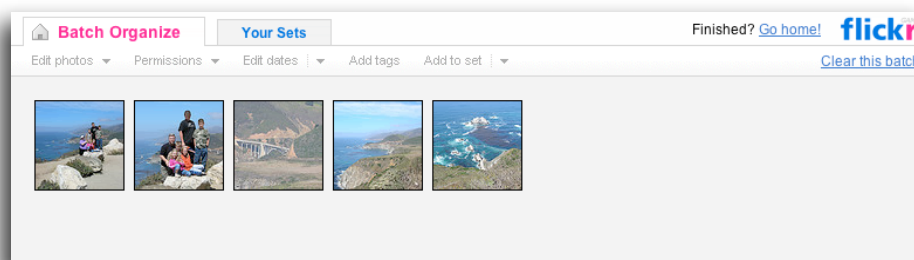
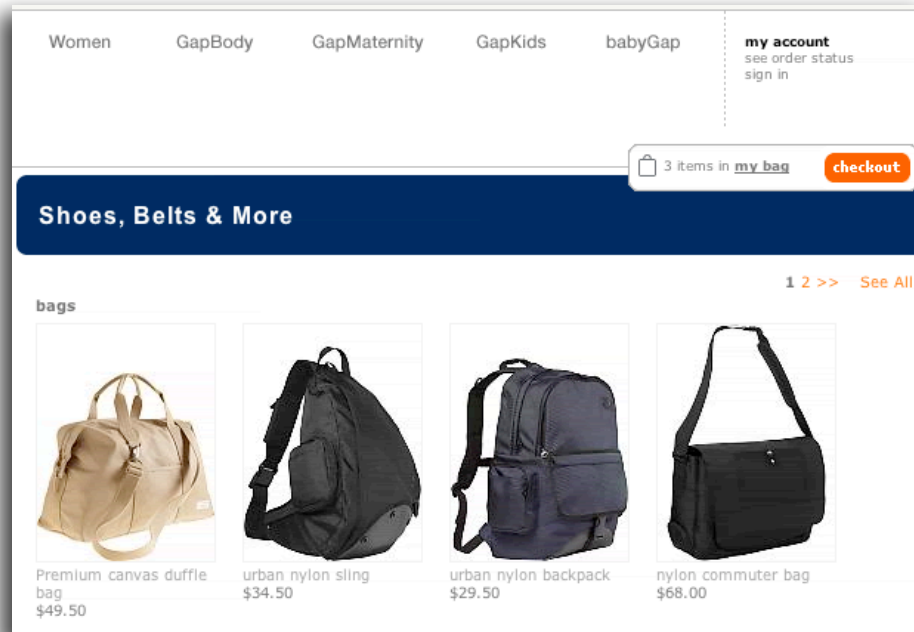
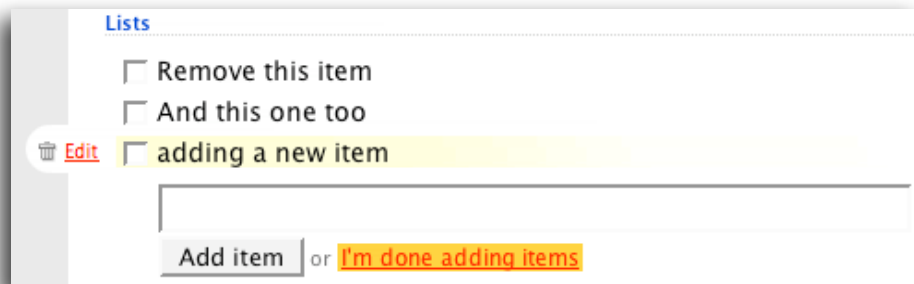
*speed up time*

*slow down interaction*

*show state change*

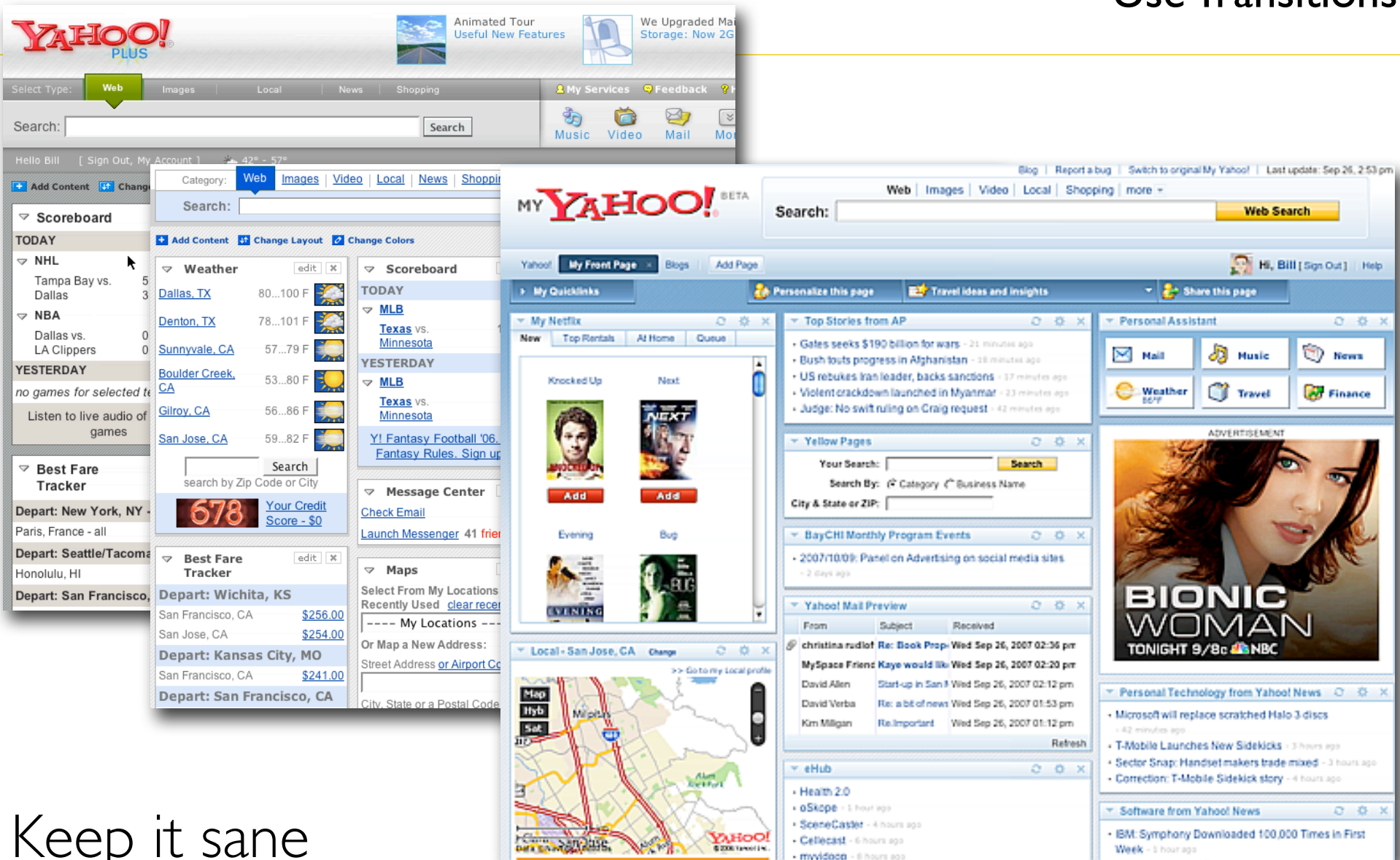
*show relationships between objects*

*focus attention*





# Use Transitions.



## summary

*Animation effects that become the central focus instead of being part of reinforcing a message.*

## patterns

*animation gone wild*

*stalker*

*needless fanfare*

*Why the extra little slide in?*

## 11 Step Eleven

Water thoroughly so the soil is moist to a depth of 6 to 8 inches.

## 12 Step Twelve

Keep the seed bed moist (but not soggy) until sod roots knit with soil below. In hot weather, you may have to water more than once a day.

### Tips & Warnings



Lay the sod on dry soil to avoid a muddy mess.



When laying sod, kneel on a piece of plywood so you don't disturb soil or damage sod, and use kneepads to keep your knees from getting sore.



Laying sod is hard work. Enlist the help of friends, and use a wheelbarrow to cart pieces around.



Keep [pets](#) and kids off your new lawn by enclosing it with stakes and string.

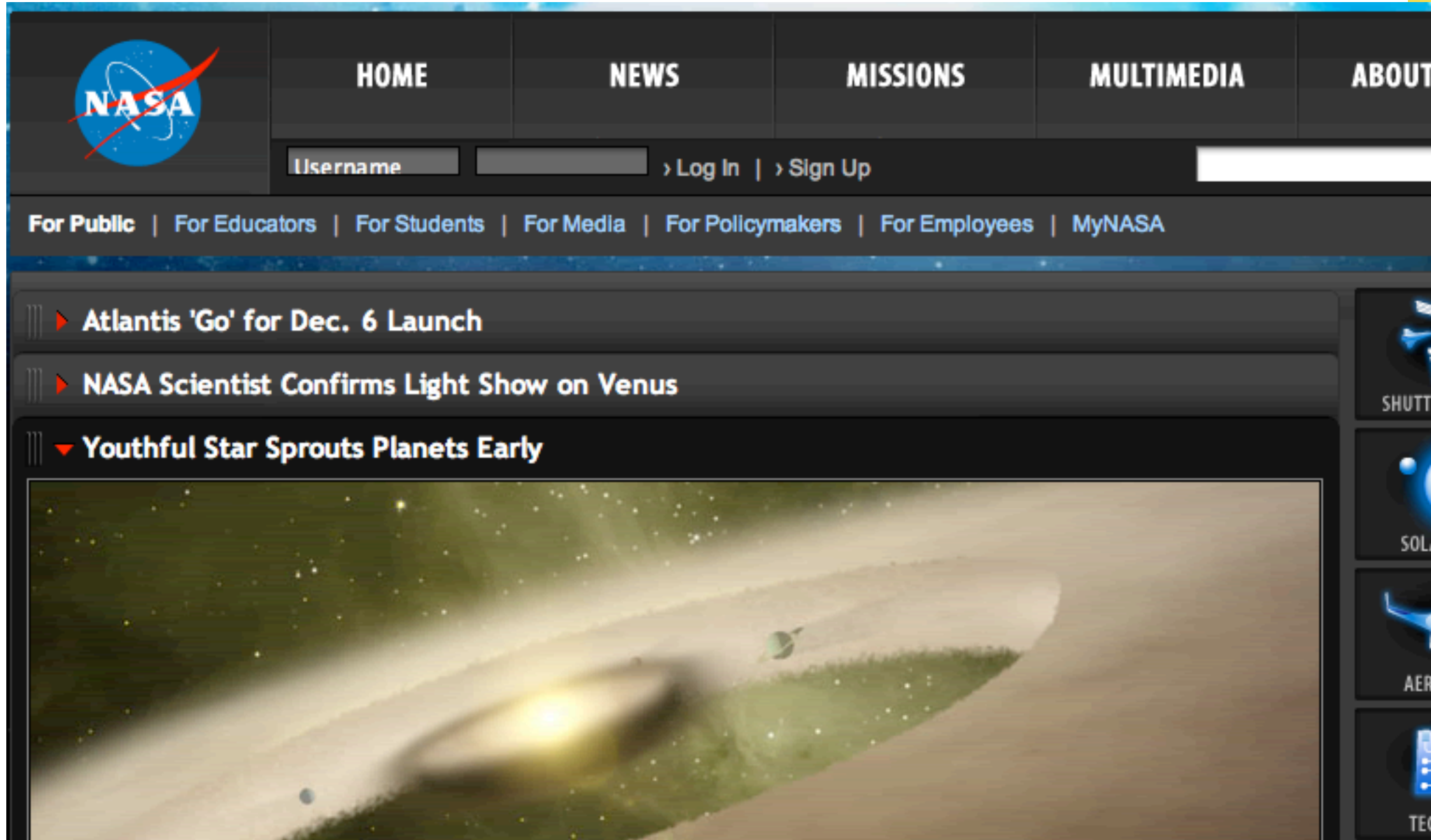


Avoid letting sod dry out, whether it's stacked in a pile or already laid. Occasionally sprinkle with water from a handheld hose to keep it moist,

# Anti-Pattern. Animation Gone Wild.

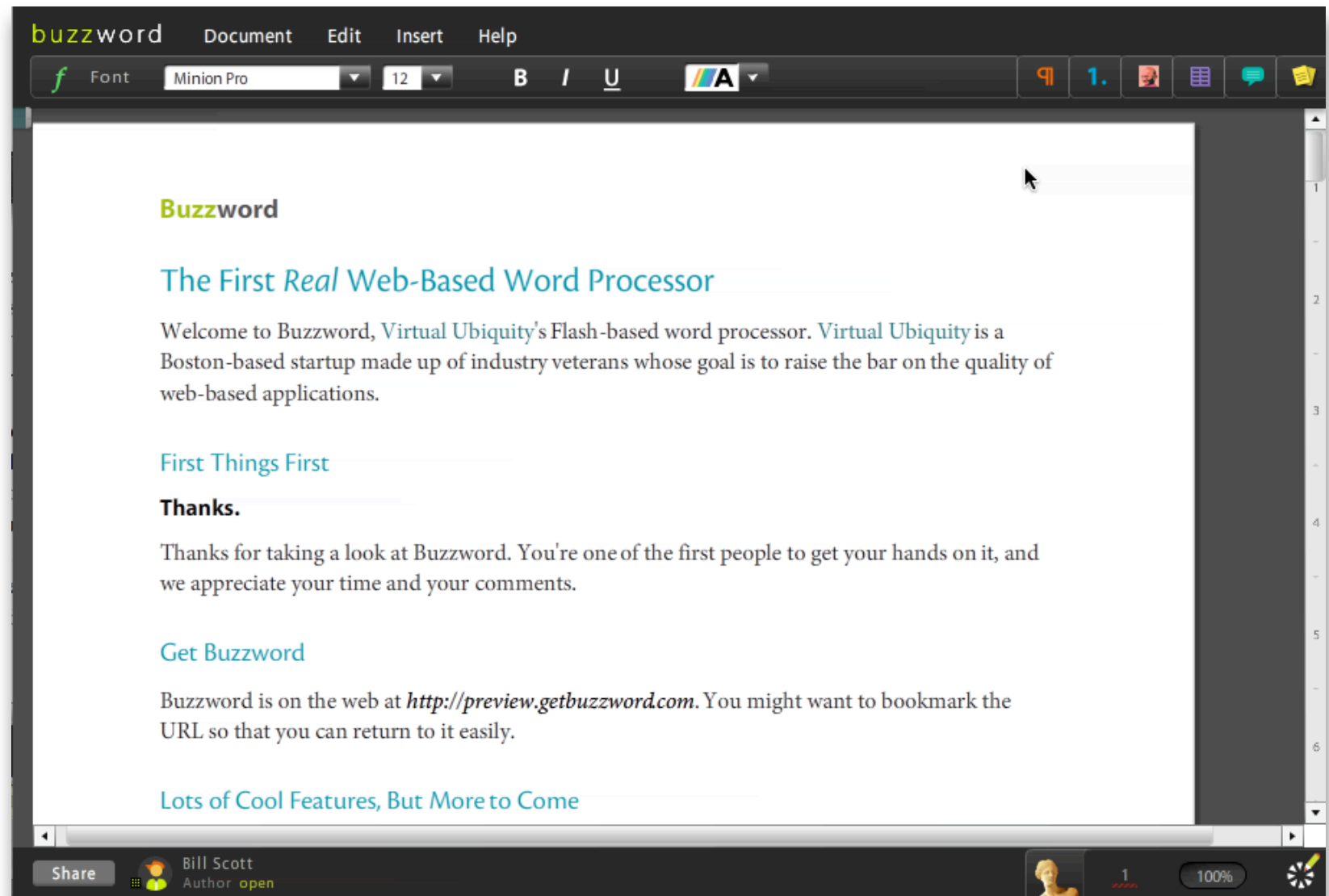
*animated menus... so 90's*

nasa.gov



# Anti-Pattern. Animation Gone Wild.

*too many things animating on hover*



buzzword



anti-pattern. amazon. animation gone wild

## Our Favorites for Summer (Re)Reading



anti-pattern. afi. animation gone wild

# Anti-Pattern. Needless Fanfare.

The screenshot shows the Borders.com website interface. At the top, there's a red header with the "BORDERS." logo, a search bar, and links for "Welcome! Sign In", "Your Account", "Order Status", "Customer Care", "Shopping Cart", "Wish List", and "Store Locator". Below this is a navigation menu with tabs for "Home", "Books", "Music", "DVDs", "Kids", "BordersMedia", "Borders Rewards", "Borders Perks", and "Gift Cards". Under the "Music" tab, there are sub-links: "New Releases", "Upcoming Releases", "Bestsellers", "Free Music Download", "Borders Playlist", "Kids' Music", and "Used Music".

The main content area is titled "music" and features a "Borders Playlist" section with text: "This week, hear music from The Hold Steady, John Mayer, and more in the Borders Playlist". Below this is a "narrow results by" section with a list of genres and formats, each with a count in parentheses:

- Genre
  - Bluegrass (1,355)
  - Blues (6,517)
  - Christian & Gospel (6,005)
  - Classical (43,359)
  - Comedy (1,130)
  - Country (9,009)
  - Dance (82)
  - Dance & Electronica (12,792)
  - Easy Listening (8,590)
  - Folk (6,292)
  - Heavy Metal (5,561)
  - Holiday (2,643)
  - Indie Rock (10,182)
  - Jazz (29,822)
  - Kids (2,849)
  - Latin (10,538)
  - Miscellaneous (780)
  - New Age (4,291)
  - Pop (4,831)
  - R&B / Soul (9,588)
  - Rap (9,984)
  - Reggae (4,435)
  - Rock (63,165)
  - Shows & Soundtracks (5,642)
  - World (20,984)
- Format
  - Compact Disc (302,901)
  - DVD Audio (97)
  - Dual Disc (359)
  - Super Audio CD (102)
- Special Features
  - Box Sets (3,668)
  - Cast Recordings (912)

The main content area also features a "Breakout" section with a video player showing Miley Cyrus performing. Text next to the video says: "Breakout by Miley Cyrus Available July 22". Below the video, there are dates and artist names: "July 22 Nine Inch Nails, The Slip, Buddy Guy, Skin Deep" and "July 29 Sugarland, Love on the Inside". Further down, it says "August 5 & Beyond" with "August 5 — Randy Newman, Harpsand Angels" and "August 12 — Jonas Brothers, A Little Bit Longer". A "More Coming Soon" link is also present.

On the right side of the main content area, there's a "FREE MUSIC DOWNLOAD" section featuring Janiva Magness with the text "That's What Love Will Make You Do" and a "download" button. Below this is a "Borders.com summer BLOWOUT SAVINGS EVENT" section with the text "through July 28" and a "SHOP THE SALE" button.

At the bottom of the page, there's a "location: Music" section with a "sort: Bestsellers" dropdown. Below this is a "page: 1 2 3 4 5 6-10 next 303,883 results: 25 50 per page" section. The main content area displays a grid of music releases, including "MAMMA MIA! THE MOVIE", "BECK MODERN GUILT", "ABBA GOLD", "CAMP ROCK", "EMINEM HARRIS", "where the light is", "Duffy", "Jason Mraz", and "LEONA LEWIS".

borders

Yahoo! LOCAL Welcome, b.scott Sign Out

City Guide My Local Directory

Search: drain repair San Jose, CA Search

San Jose City Guide > drain repair

CATEGORY SPONSORS

- C & K Drain Plumbing Repair** - Why Pay More? Call and Compare. Call Anytime (408) 483-1044, 3560 Flora Vista Ave # 204, Santa Clara, CA Get directions

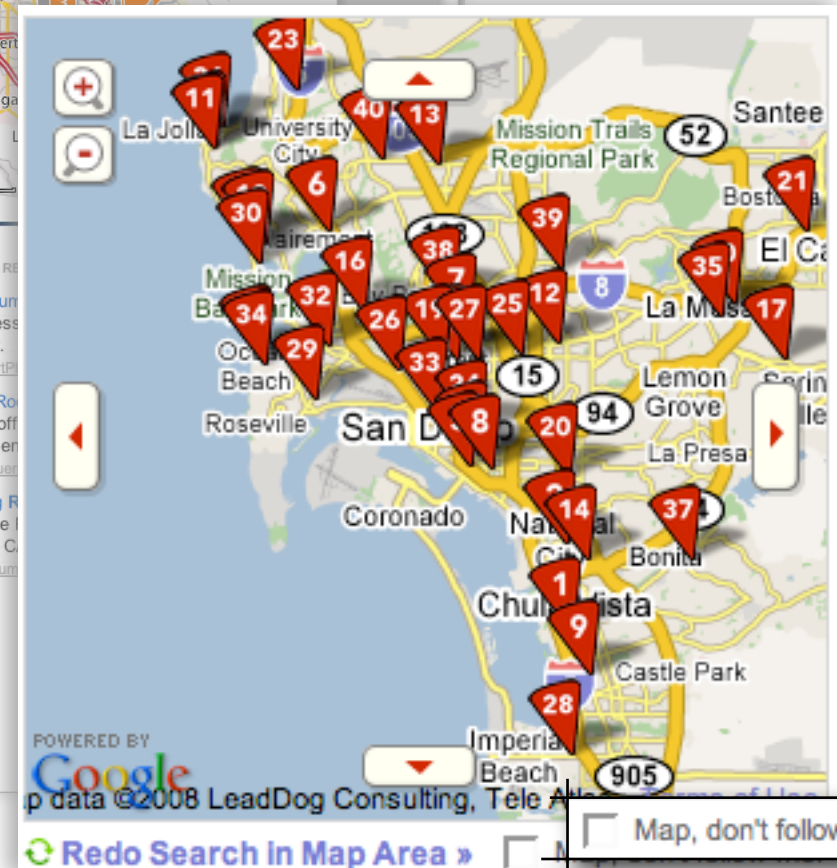
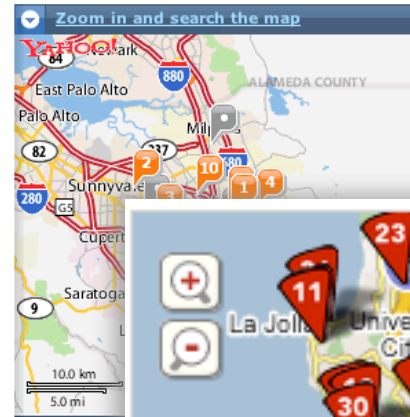
Results 1-10 out of 318 total (About these results)

Narrow your search by category, rating, and more.

Sorted by: top results | distance Print results

Yahoos: Report bad local results or ads for this query.

- Plumber by Los Sewer & Drain Cleaning Services** (408) 590-6547 471 N 18th St, San Jose, CA 0.87 mi [Write a review](#)
- Sunnyvale Storm Drain Repairs** (408) 730-7510 221 Commercial St, Sunnyvale, CA 6.22 mi [Write a review](#)
- C & K Drain Plumbing Repair** (408) 483-1044 3560 Flora Vista Ave # 204, Santa Clara, CA 5.10 mi [Write a review](#)
- Alum Rock Hardware** (408) 258-6084 2243 Alum Rock Ave, San Jose, CA 2.49 mi [Write a review](#)
- YOUR PLUMBING SPECIALIST** (408) 832-1445 [Write a review](#)



yahoo! local

yelp



## Typical growth of a lava delta at Kilauea Volcano

### 1. Pahoehoe lava first enters ocean quietly



Pahoehoe lava entering the ocean at a new location either oozes across a cobble or black sand beach or spills over a sea cliff, typically 1 to 5 m tall. As waves splash over the advancing lava, the surface of the molten stream cools quickly and shatters into small, glassy fragments. Because the seawater does not become trapped or confined within the lava, explosions rarely occur. For this reason, the first few hours of a new ocean entry are the safest time to view up close lava entering the sea.



YAHOO! GOBBLER™

Projects (8)

Geography: Land...

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

gobble this web page

Birds' Nests

“ As waves splash over the advancing ”

gobble this web page

Scratchpad

gobble this web page

Return to Y! Teachers

y! teachers gobbler. instantly there

**Transitions should mean something.** *They communicate.*

**Understand the hierarchy of transition** *communication*

*Rapid movement*

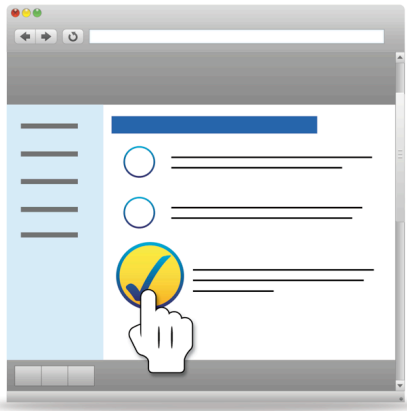
*Rapid color change*

*Slow movement*

*Slow color change*

*If you are refactoring a wild interface, simply* **turn off all animations** *and start by communicating fully without it, then* **add it back in one at a time.**







# React Immediately



american airlines from july 12 to july 16

## Expedia flight search

 redirect 

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

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

**Dates:**

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

**Passengers:**

1 adult

**Other trip details:**

Economy class on American Airlines

# React Immediately.

y! answers. **live suggest**

**Ask Your Question: Enter Your Question and Check Spelling**

Asking costs you 5 points. You can ask 5 more questions today.  
You have 198 points. Earn more points by [answering](#) other people's questions.

**1. Enter your question**  
Be more specific for better answers.

**2. Add details (optional)**  
The more details you provide, the better your results will be.

[Check Spelling](#)

You have 110 characters to work with. Please follow our [community guidelines](#).

You have 1000 characters to work with.

y! mail, kayak. **auto complete**

To:  [Show BCC](#)

Cc:

Subject:  [Plain Text](#)

Times New Roman 12 **B** *I* U

**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** 2/15/2006 **Time** Anytime **Return** 2/22/2006 **Time** Anytime

**Travelers** 1 **Cabin** Economy

☐ Prefer Nonstop

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

y!mail. **busy indicator**

Check Mail Compose

y! small biz. **live previews**

**Find a domain name:**

www.

(ex. [wldgetdesigns.com](#))

netflix. **periodic refresh**

**Netflix Community**  
Millions of Members Helping You

**Latest Member Reviews** (Mouse over to pause)

**Bridget Jones: The Edge of Reason** JA 1493624

☆☆☆☆☆

What happened to the vivid, charming, independent Bridget? The Bridg in this second movie is bumbling, paranoid, and not that bright. They have taken an incredibly charming character and turned her ...

[Read the full review](#)

**64%** Similar to you

**Godsend** ypm 1892048

☆☆☆☆☆

This movie was boring. It did not have much suspense and we only watched about 45 minutes of the movie.

**59%** Similar to you

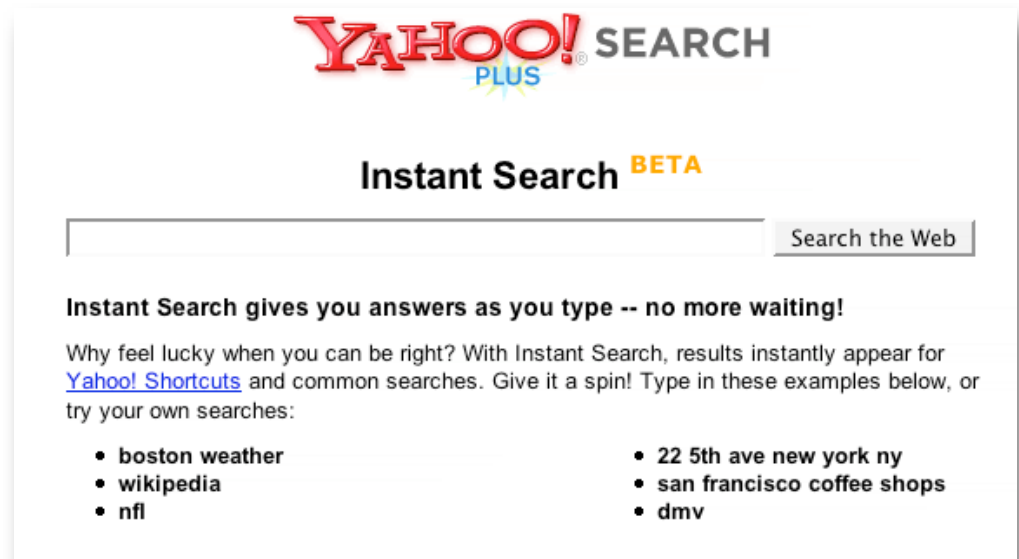
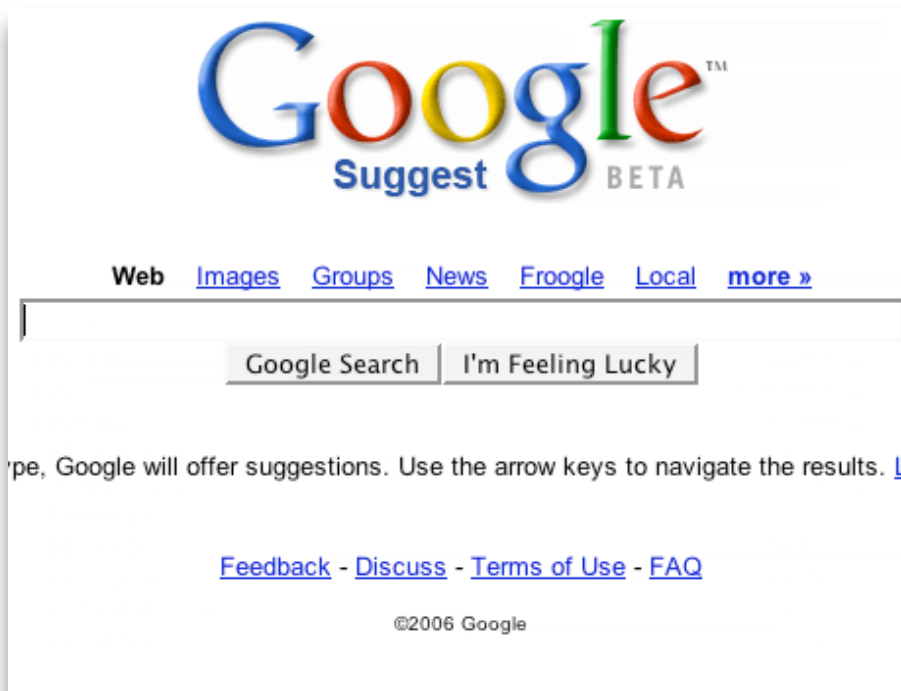
**Spanglish** MS 868728

☆☆☆☆☆

## Keep the goal in mind

*Design for relevancy*

*Is it narrowing or distracting*



React Immediately. **The Goal.**

Keep the goal in mind

*Design for relevancy*

*Is it narrowing or distracting?*

*Use feedback to boost confidence*

*Let the user iterate where possible*

The screenshot shows the Yahoo! All the Web search interface. The search bar contains the text 'monterrey'. Below the search bar, a list of suggestions is visible, including 'monterrey mexico', 'monterrey nl mexico', 'arena monterrey', 'tec de monterrey', 'tecnologico de monterrey', 'monterrey nuevo leon', 'monterrey mexico map', 'universidad de monterrey', and 'cablevision monterrey'. The search results are displayed in a grid format. The first result is 'Save on Monterrey Hotels at Expedia.com', followed by 'Monterrey Vacations with Travelocity', 'News Results for monterrey', 'FC Dallas traveling roster to Monterrey', 'Yahoo! Shortcut - About', 'All About Monterrey', 'Monterrey - Wikipedia, the free encyclopedia', and 'International Conference on Financing for Development-2003-main'. The page also features a sidebar with 'Options', 'Go to...', and 'Help' links, and a 'Refine Search' button. The footer includes 'Tell a Friend' and 'Feedback' links.

alltheweb  
livesearch

Options Go to... Help

monterrey

monterrey mexico

monterrey nl mexico

arena monterrey

tec de monterrey

tecnologico de monterrey

monterrey nuevo leon

monterrey mexico map

universidad de monterrey

cablevision monterrey

Refine Search

Tell a Friend Feedback

Results 1 - 10 of about 8,620,000 for **monterrey** [\(About this page\)](#)

Did you mean: [monterrey](#)

SPONSOR RESULTS

[Save on Monterrey Hotels at Expedia.com](#)  
www.expedia.com Save up to 50% on Monterrey hotels at Expedia.com, your one-stop...

[Monterrey Vacations with Travelocity](#)  
www.travelocity.com Get access to special Monterrey rates when you book your flight and...

[News Results for monterrey](#)  
[FC Dallas traveling roster to Monterrey](#) - OurSports Central - Jul 24 6:16 PM  
[Yahoo! Shortcut - About](#)

**Yahoo!'s:** Seeing bad search results or ads for this query? [Report them](#). 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 México. **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 León and the municipal seat of the municipality of the same name. ... The divided highway **Monterrey-Saltito-Matehuala-Mexico City** is the main land ... Nuevo Laredo-Mexico City, **Monterrey-Tampico**, and **Monterrey-Pacific (Mazatlán)**. Passenger trains ...  
Quick Links: [Geography](#) - [Government, Transportation, and Public Safety](#) - [Industry and business](#)  
[en.wikipedia.org/wiki/Monterrey](#)

[International Conference on Financing for Development-2003-main](#)

SPONSOR RESULTS

[Monterrey - Weichert](#)  
View Color photos, Virtual Tours and Thousands of Open Houses.  
[weichert.com](#)

[See your message here...](#)

Yahoo! All the Web



React Immediately. **The Goal.**

Keep the goal in mind

*Design for relevancy*

*Is it narrowing or distracting?*

*Use feedback to boost confidence*

*Let the user iterate where possible*

LISTINGS FEATURED BY: INTERO

Welcome, Bill. | [Log out](#) Brought to you by: **roost** [\[+\] Feedback](#)

**INTERO** REAL ESTATE SERVICES  
Intero  
10275 N. De Anza Blvd.  
Cupertino, CA 95014  
(408) 342-3000

Search all broker listings, new construction, and homes for sale by owner

san jose, ca [Search](#) [Save this search](#)

[Click to reset all filters](#) **4879 properties found in "san jose, ca"**

**Refine Your Search**

**Existing Homes (MLS)**

[New Construction](#)

[For Sale By Owner](#)

**Amenity / Keyword / Id#:**  
Find  
i.e. "Pool", "Hardwood Floors", etc.

**Property Type:**

☒ All

☐ Single Family Home

☐ Multi-Family Home

☐ Condo

☐ Mobile Home

[View more property types](#)

**Price:** \$0 - Up

**Beds:** All

**Baths:** All

**View only highlighted (Clear all)** **Sort: Median prices first**

**List View** **Map View** **Photo View** Pages: [1](#) [2](#) [3](#) [4](#) [5](#)

**5929 Killarney Cir** Single Family Home  
San Jose, CA 95138  
Listing courtesy of Realty World-Inlax  
[View on map](#) [Email this listing](#) [Add my notes](#)  
[View photos](#) [View Details on Featured Broker's Site](#)

**3625 Emanuel Ct** Single Family Home  
San Jose, CA 95121  
Listing courtesy of Kasa Moreno Realty  
[View on map](#) [Email this listing](#) [Add my notes](#)  
[View photos](#) [View Details on Featured Broker's Site](#)

**3150 Pomeroy Ave** Single Family Home  
San Jose, CA 95121  
Listing courtesy of Intero Real Estate Services  
[View on map](#) [Email this listing](#) [Add my notes](#)  
[View photos](#) [View Details on Featured Broker's Site](#)

**1644 Enesco Ave** Single Family Home  
San Jose, CA 95121  
Listing courtesy of First Choice Brokers  
[View on map](#) [Email this listing](#) [Add my notes](#)  
[View photos](#)

**Saved Searches**

**Recent Searches**

**Coverage Areas:**

[Greater Atlanta Metro Area](#)

[Baltimore-D.C. Metro Area](#)

[Boise Metro Area](#)

[Greater Boston Area](#)

[Chicagoland Area](#)

[Dallas-Ft. Worth Metro Area](#)

[Greater Houston Area](#)

[Minneapolis-St.Paul Area](#)

[Orange County Area](#)

[Greater Philadelphia Area](#)

[Portland Metro Area](#)

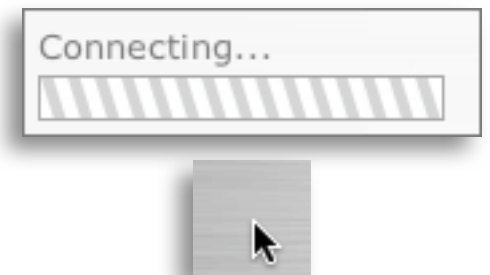
Find: [Q](#) tap [Next](#) [Previous](#) [Highlight all](#) [Match case](#)

roost

## Shape user perception

*Make time pass faster*

*Make application feel more responsive*



React Immediately. **Live Previews.**

Prevent errors before-hand

*Ounce of preventive design worth  
pound of error-handling*

*Look before you leap*

*Use live-previews*



Find a domain name:

www.    
 (ex. widgetdesigns.com)

Search

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.

React Immediately. **You are Here.**

search



Home

Journal of Interaction Recipes

Tools for you

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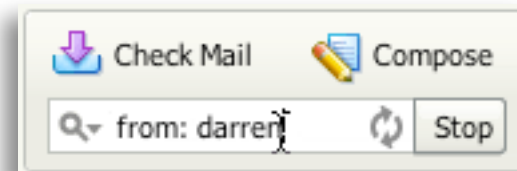
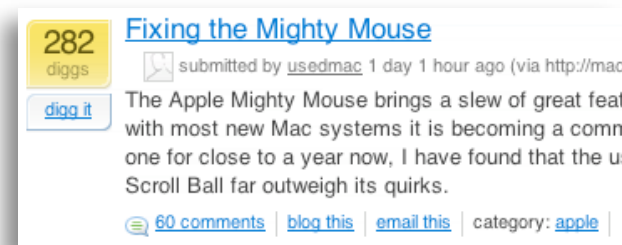
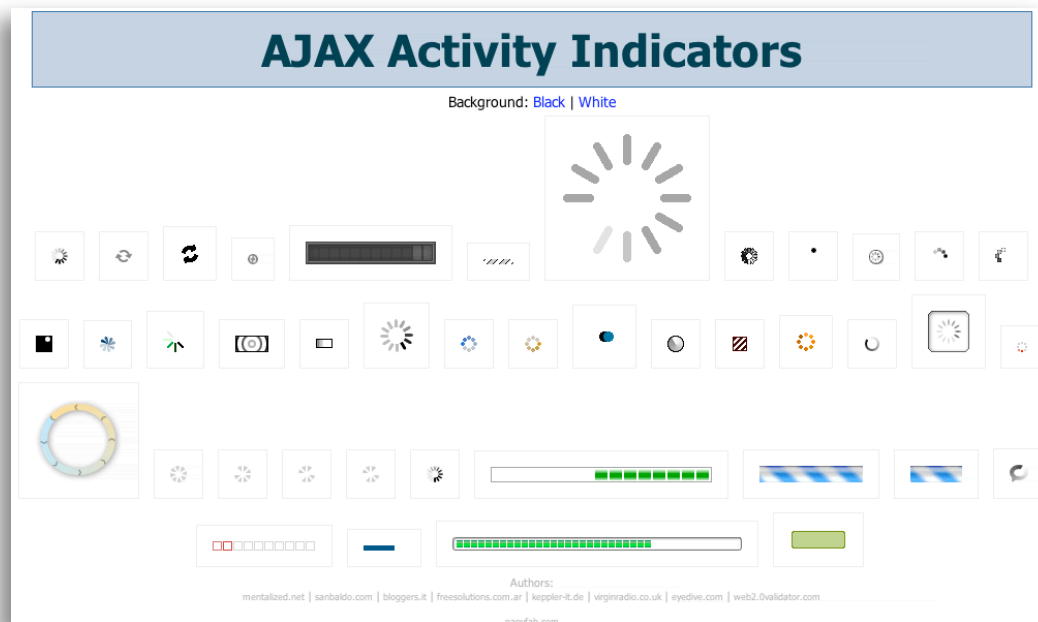
About us

Learn to interact.



idea.org. **You are Here.**

# React Immediately. Focused Feedback.



Keep feedback focused

*Avoid side-noise (peripheral distractions)*

*Use laws of proximity in context feedback*



React Immediately. Nuanced.

The image shows a screenshot of the Blueprint Music website. The header includes the 'Blueprint music' logo, 'POWERED BY LASZLO', and 'IN ASSOCIATION WITH amazon.com.'. A search bar is located below the header. The main content area is titled 'Your Recommendations:' and displays a grid of music albums with their covers, titles, artists, and prices. Each album entry has a small 'i' icon, a '+ cart' button, and a '+ list' button. The recommendations include:

- Come Away with Me by Norah Jones (Our Price: \$10.97)
- Bounce by Bon Jovi (Our Price: \$13.98)
- Up! by Shania Twain (Our Price: \$12.99)
- The Rising by Bruce Springsteen (Our Price: \$8.99)
- Buena Vista Social Club by Ry Cooder (Our Price: \$13.99)
- Nothing's in Vain by Youssou N'Dour (Our Price: \$18.98)
- Lost in Space by Aimee Mann (Our Price: \$13.99)
- Under Rug Swept by Alanis Morissette (Our Price: \$9.99)
- Sacred Love by Sting (Our Price: \$18.98)
- Midnight Radio by Big Head Todd & the Monsters (Our Price: \$17.98)

Overlaid on the right side of the image is a 'Jaldi Search' window. It features the text 'Jaldi Search India: Find Top Picks, Related Results' and 'Find what you seek in India by searching Web pages, Auctions, Books, Music, Electronics, E-products or News- all from same place: Top picks, related results.' Below this is a search bar with the text 'Jaldi Search' and a 'Search' button. At the bottom of the overlay, it says 'Ajax - search results' and lists search categories: Web pages, Auctions, Books, Music, Electronics, E-products, and News.

Keep feedback focused  
*Use nuance*

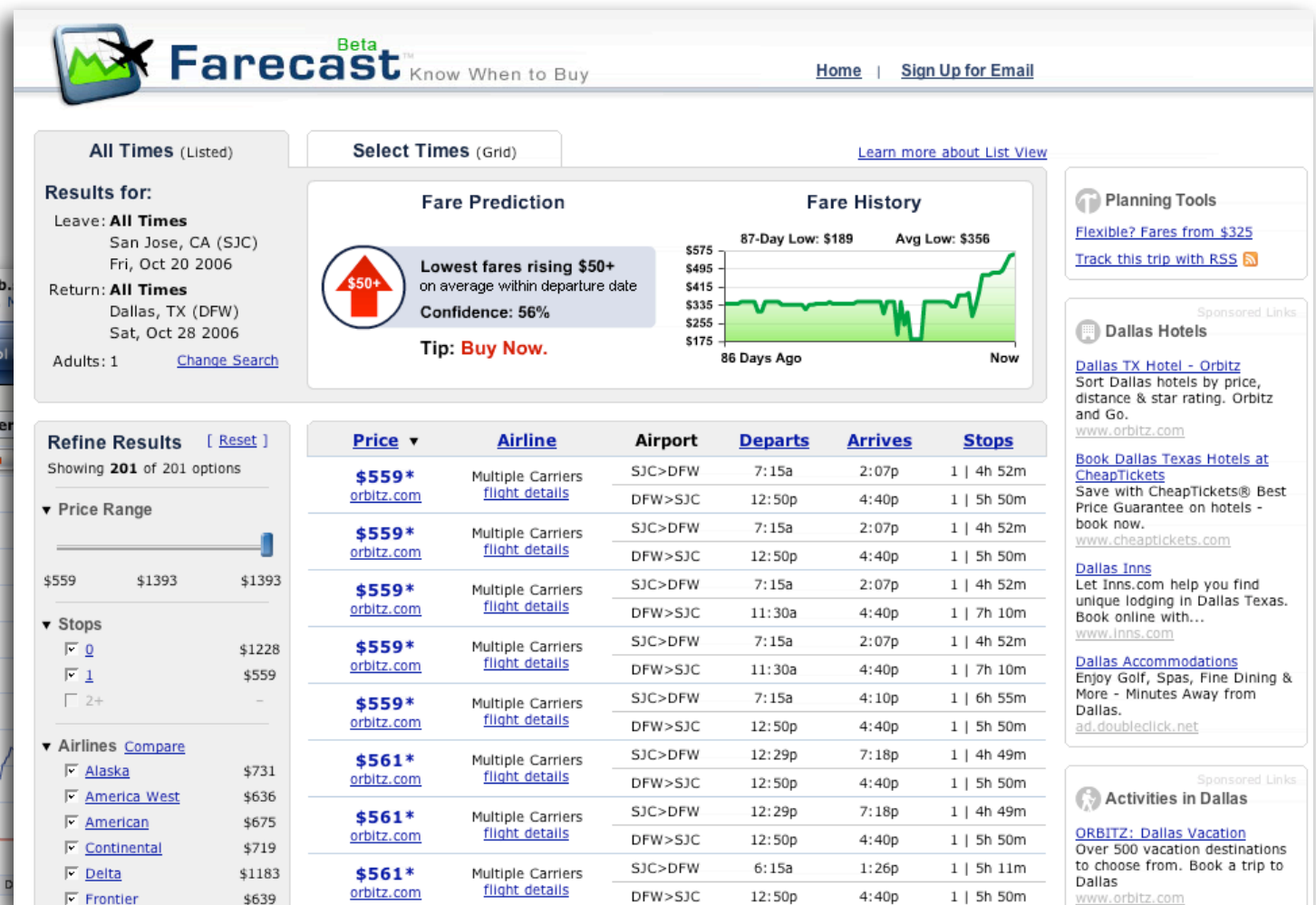
React Immediately. Deep Interaction.

Think “deeper interaction”

Multi-variate data  
focus + context

farecast.com

yahoo! finance



## summary

*Not providing feedback throughout an interaction. These missed moments can confuse the user about what to do.*

## examples

*Drag and drop is classic example.*

## solutions

*Use interesting moments grid to think through each moment*

## Anti-Pattern. Missed Moments.

	Page Generation	Mouse Hover	Drag Initiated	Drag over Valid	Drag over Invalid	Drag over Original	Drop Accepted	Drop Rejected	Drop on Original
<b>Page Content</b>	Hint	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Cursor</b>	Normal	Move Cursor	Move Cursor	Move Cursor	Move Cursor	Move Cursor	Normal	Normal	Normal
<b>Drag Object</b>	Normal	Normal	Reduced Opacity & Tracking	Reduced Opacity & Tracking	Reduced Opacity & Tracking + Invalid Badge	Reduced Opacity & Tracking	2. Modules animates into the area just below insertion bar 3. Module comes to rest in new area 4. Modules slide up in a self-healing transition to close hole	Normal Opacity + Zoom Back to Original	Normal Opacity + Zoom Back to Original
<b>Orig Location</b>	Normal	Normal	Hole Opens	Hole Remains	Hole Remains	Hole Remains	Hole Remains	Hole refilled with drag object	Hole refilled with drag object
<b>Drop Target</b>	Normal	Normal	Normal	Insertion Bar	N/A	N/A	1. Insertion Bar Removed	N/A	N/A

*no feedback during interaction... less "learnable"*

ROGERS' CHOCOLATES
MY ROGERS'
WELCOME BILL SCOTT
LOGOUT

Shop Online
My Rogers'
Resources
Locations
About Us
Help
Press Room

1 item is in your cart
VIEW CART
CHECKOUT

### Flavours

- Standard Assortment
- Blueberry
- Candy Cane
- Caramel
- Cherry
- Chocolate
- Chocolate Nut
- Chocolate Swirl
- Coconut
- Coffee
- Cranberry
- Dk Choc Almond Brittle
- Eggnog
- Empress Square
- Ginger
- Lemon
- Maple
- Maple Nut
- Marzipan
- Mk Choc Almond Brittle
- Orange
- Peach
- Peppermint
- Pumpkin
- Raspberry
- Rum
- Strawberry
- Vanilla

### Box Name

If you are satisfied with the selected assortment, click Done.

To change a flavour in this assortment:

**Step 1** - click on a chocolate below to remove it from the box.

**Step 2** - click on a flavour from the left to add to the box.

**Step 3** - when the box is full, please give it a name above (e.g. "Chocolates for Mom") and click Done. The name you enter here will appear on your confirmation.

Caramel Cream (x2), Chocolate (x1), Coffee (x1), Dk Choc Almond Brittle (x1), Empress Square (x2), Lemon (x1), Vanilla (x1), Pumpkin (x1)



## Anti-Pattern. Missed Moments.



## Anti-Pattern. Missed Moments.

*Using Y! Photos as example again. Notice missing feedback at key point piles on the problems.*

The screenshot displays the Yahoo! Photos web interface for a user named b.scott. The top navigation bar includes links for Home, Prints & Gifts, View Cart, Settings, and Help, along with a search bar. The main content area is titled "All My Photos" and features a tray for uploading and managing photos. The left sidebar shows a list of albums, including "Paris06", and a section for "My Friends' Photos". The main photo grid displays three photos: "Sunset", "Underneath", and "View from the Top". The interface is designed to encourage photo uploads and sharing, but it lacks clear feedback mechanisms for users to see how their photos are being used or shared.

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

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


[+ 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**

Example



BROWSE PRODUCTS



VIEW CART

(0 items)

### ALL PRODUCTS

SOFT WHITE CHEESE

SHEEPS MILK CHEESE

PRESSED CHEESE

FRESH CHEESE

COWS FETA

BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE

### 6 CHEESE GIFTBOX



### 2 CHEESE SELECTION



### 4 CHEESE PLATTER



### AGED AIREDALE



### BRIE



### CHEESE TIN



### CREAMY HAVARTI



### DANSEYS PASS



### DUNTRON



### FARMHOUSE



### FUCHSIA CREEK FETA



### HALLOUMI



# Exercise 2

Button Mahem



# Button Mahem

## Background

*Netflix originally DVD-only service*

*Actions fairly simple on main page (1 primary action)*

**Add** to DVD queue OR **Save** for later to DVD queue



*New service added: Instant Watch*

*Now two queues (DVD queue, instant queue/playlist)*

*Actions increase (3 primary actions)*

**Add** to DVD AND **Add** to Instant AND **Play** Now

# Button Mahem

First attempt

*Anti-patterns anyone?*



Second attempt

*Slightly better, but still problems*



# Exercise

1. Critique current button interactions
2. Design a solution for displaying the 3 actions

## Considerations

*Surface that a title can be watched instantly (promote instant watching)*

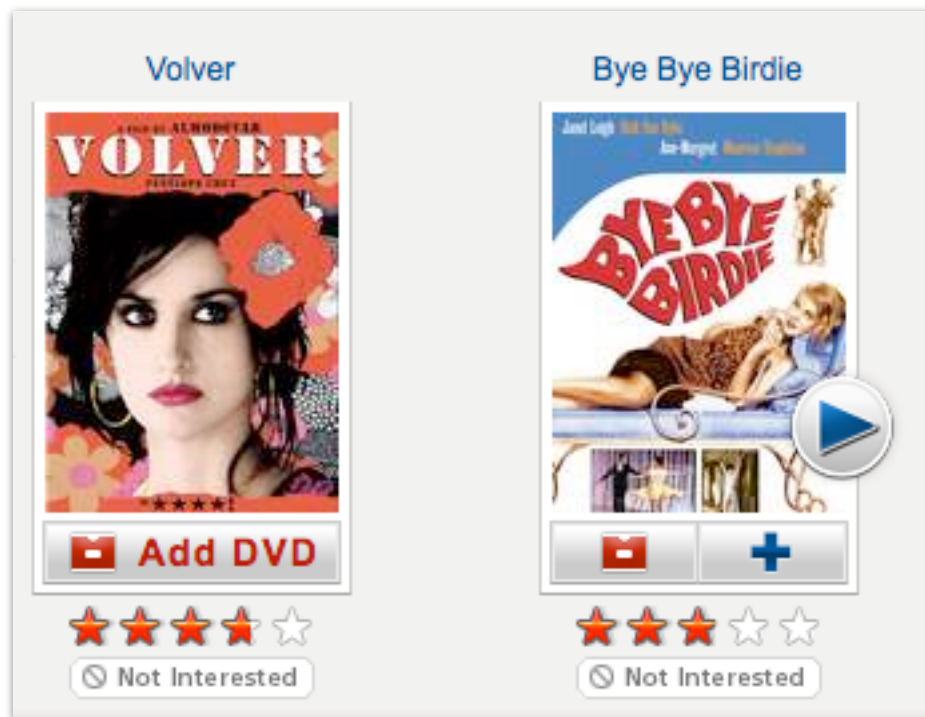
*Avoid negative impact to engagement for adding or playing movies*

*How it interacts with the BOB*

*Minimize visual noise*

*Avoid anti-patterns: hover & cover, mouse trap, non-symmetrical interaction, etc.*





split play + violator



created this row.

Exciting

As well as your interest in...

★★★★★

Not Interested

★★★★★

Not Interested

★★★★★

Not Interested

★★★★★

Not Interested

Critically-acclaimed Con-Game Mysteries

See all >

Your taste preferences created this row.

Critically-acclaimed  
Con Games  
Mysteries

The Last Seduction

★★★★★

Not Interested

The Maltese Falcon

★★★★★

Not Interested

Red Rock West

★★★★★

Not Interested

The Long Goodbye

★★★★★

Not Interested

buttons in a layer

## Contextual Tools

### Suspenseful Spy TV Shows

Your taste preferences created this row.

Spy  
TV Shows  
Suspenseful

Local Favorites for San Jose

Burn Notice: Season 1



★★★★★

Add

Play

Add to Instant

Chuck: Season 1



★★★★★

Q & A Time

## Presentation

[http://billwscott.com/share/presentations/2009/webvisions/dwi\\_workshop.pdf](http://billwscott.com/share/presentations/2009/webvisions/dwi_workshop.pdf)

## Blogs

<http://looksgoodworkswell.com>

<http://theresaneil.wordpress.com>

<http://designingwebinterfaces.com>

## Books

*About Face 3: The Essentials of Interaction Design.* Cooper. 2007.

*Designing Interfaces: Patterns for Effective Interfaces.* Tidwell. O'Reilly. 2006.

*Don't Make Me Think.* Steven Krug. New Riders. 2005.

*Web Form Design: Filling in the Blank.* Wroblewski. Rosenfeld Media. 2008.

*Upcoming: Designing Social Interfaces.* Malone & Crumlish. O'Reilly. 2009.

*Design of Sites.* Duyne, Landay, Hong. Prentice Hall. 2006.

*Designing Web Interfaces: Principles & Patterns for Rich Interactions.* Scott & Neil. O'Reilly. 2009.

## Pattern Libraries & Screenshot Collections

<http://designinginterfaces.com>

<http://www.welie.com/patterns/>

Pattern Taxonomy: <http://tr.im/ly6E>

<http://developer.yahoo.com/ypatterns>

Yahoo! Internal Pattern Library: <http://tr.im/m0zz>

<http://www.designingsocialinterfaces.com/>

<http://uidesignpatterns.org/designPatterns>

<http://quince.infragistics.com>

<http://designlibrary.blinkinteractive.com/>

<http://interface.fh-potsdam.de/infodesignpatterns/patterns.php>

Interface Design Patterns: <http://tr.im/lxdu>

Search Patterns: <http://www.findability.org/archives/000194.php>

<http://uipatternfactory.com/>

<http://ui-patterns.com/>

<http://patterntap.com/collections/>

<http://konigi.com/>

Flickr Factory Joe: <http://tr.im/lxfR>

Flickr Design Solutions: <http://tr.im/lxfZ>

Flickr UI/UX Collection: <http://tr.im/lxgE>

Flickr Xian Collection: <http://tr.im/lxgQ>

Flickr DWI Book Figures: <http://tr.im/lxgV>

Flickr DWI Screencasts: <http://tr.im/lxh2>

<http://designingwebinterfaces.com>