

FISHBOWL

Designing Web Interfaces

Bill Scott

Director, UI Engineering
Netflix

Amazon.com Fishbowl Talk
Seattle, WA
January 15, 2010

Bill Scott & Theresa Neil

Principles and Patterns for Rich Interactions



Designing Web Interfaces

WW II GATO-Class Submarine Simulation
Spectrum / RedByte Inc.



JavaScript for Rich Internet Applications

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An open-source JavaScript library for creating rich internet applications. Rico provides full Ajax support, drag and drop management and a cinematic effects library.

BACKGROUND

Rico is a Spanish word meaning rich. The goal of Rico is to provide a rich experience for web sites using Ajax technologies.

Rico is just one small part of a larger effort at Yahoo! Internet Services to create a suite of rich internet components, behaviors and effects for the web application space.

The library is a fully object-oriented JavaScript library. Recently we refactored the library to extend the existing `YAHOO.util` effort from the Yahoo! to YUI Tools.

OPEN SOURCE

Rico is a free and open source library ([Creative Commons](#)) for either your personal or commercial use. Yahoo! Digital Solutions retains the copyright on the Rico code produced at Yahoo!

BROWSER SUPPORT

Rico has been tested on IE 5.5, IE 6, Firefox 1.0.4, Camino 1.6, Safari 1.2.3a. Currently there is no Safari or WebKit support. Support will be provided in a near future release for Gecko.

AJAX SUPPORT

Ajax is the term that describes a set of web development techniques for creating interactive web applications, one of the key ingredients is the JavaScript object XMLHttpRequest.

Rico provides a very simple and lightweight object-based API for XMLHttpRequest objects as well as HTML, element or JavaScript objects as Ajax response objects. Multiple elements and/or objects may be handled as the result of one Ajax request. Want to get started learning? Check out our [demo](#) and then read our two Ajax tutorials on the [documentation page](#).

DRAG AND DROP

Desktop applications have long used drag and drop in their interfaces to simplify user interaction. We provide an out of the box interface for enabling your web application to support drag and drop. Just register any HTML element or JavaScript object as a draggable and any other HTML element or JavaScript object as a drop zone and Rico handles the rest.

CINEMATIC EFFECTS

When actions are no longer occurring but within the page itself, more clues are required to draw the user on what has transpired. Cinematic effects such as fading and smooth sliding transitions communicate the changes in your application that traditional web applications have explored before. Rico provides several cinematic effects as well as some simple visual style effects in a very simple interface.

BEHAVIORS

Take some raw HTML and sprinkle in some behaviors and what do you get? Well in Rico you can get an `Aggregable` component like those found in Macromedia Fire and Leadit. Add some `DOM` and with one line of JavaScript turn any `div` pages into an accordion. And the same behavior is the `Unfolded`. `Unfolded` allows you to connect an `html` table in a manner of Ajax response. `Unfolded` will be automatically called during table scrolling. The result is no `table` names can hold an unlimited amount of data accessed into view on the fly as needed. Any behaviors are placed:

NEW! LiveGrid Behavior!



Check out the [Alternative to Paging!](#)



See Rico in Action

Netflix

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★★★★★

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YAHOO! DEVELOPER NETWORK

Design Pattern Library

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OTHER USEFUL TOOLS

- » NAVIGATE
 - Breadcrumbs
 - Faceted Navigation
 - Fly-out Menus
 - Horizontal Bar
 - Hulk and Spider
 - Left Navigation
- » TABS
 - Module Tabs
 - Navigation Tabs
- » EXPLORE DATA
 - Auto Complete
 - Calendar Picker
 - » PAGERATION
 - Item Pageration
 - Search Pageration
- » ORGANIZED DATA
 - » MENU FEEDBACK
 - Ratings & Reviews
 - Architecture Review
 - Rating an Object
 - Writing a Review
- » PERFORM ACTION
 - » CONFIRMER
 - » Drag and Drop
 - Drag and Drop Modules
 - Drag and Drop Objects
 - In-Page Editing
 - Siders

Welcome

We welcome to the Yahoo! Design Pattern Library. We are very happy to be sharing our library with the design-and-development community. This is our first drop of what we hope will be a monthly release cycle for the publication of patterns. In many cases we have bundled the patterns with pointers to related code from the [Yahoo! User Interface Code Library](#). We hope this is a useful resource and look forward to your feedback.

What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context. [more...](#)

Recent Patterns

--	--	--

AutoComplete

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

Breadcrumbs

User needs to navigate potentially large quantities of information efficiently, without becoming lost.

Drag and Drop Modules

The user needs needs to re-arrange the layout of modules on a web page directly with the mouse.

APR Results / APR / USATODAY.COM

Cargo Ship Blocks Sues International Observers

Navigation Tabs

The user needs to navigate through a site to locate content and features and have clear indication of their current location in the site.

Object Enumeration

The user needs to view data items from a potentially large set of sorted data that will not be easy to display within a single page.

Results Page:

1 2 3 4 Next

Rating an Object

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

Writing a Review

User wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating.

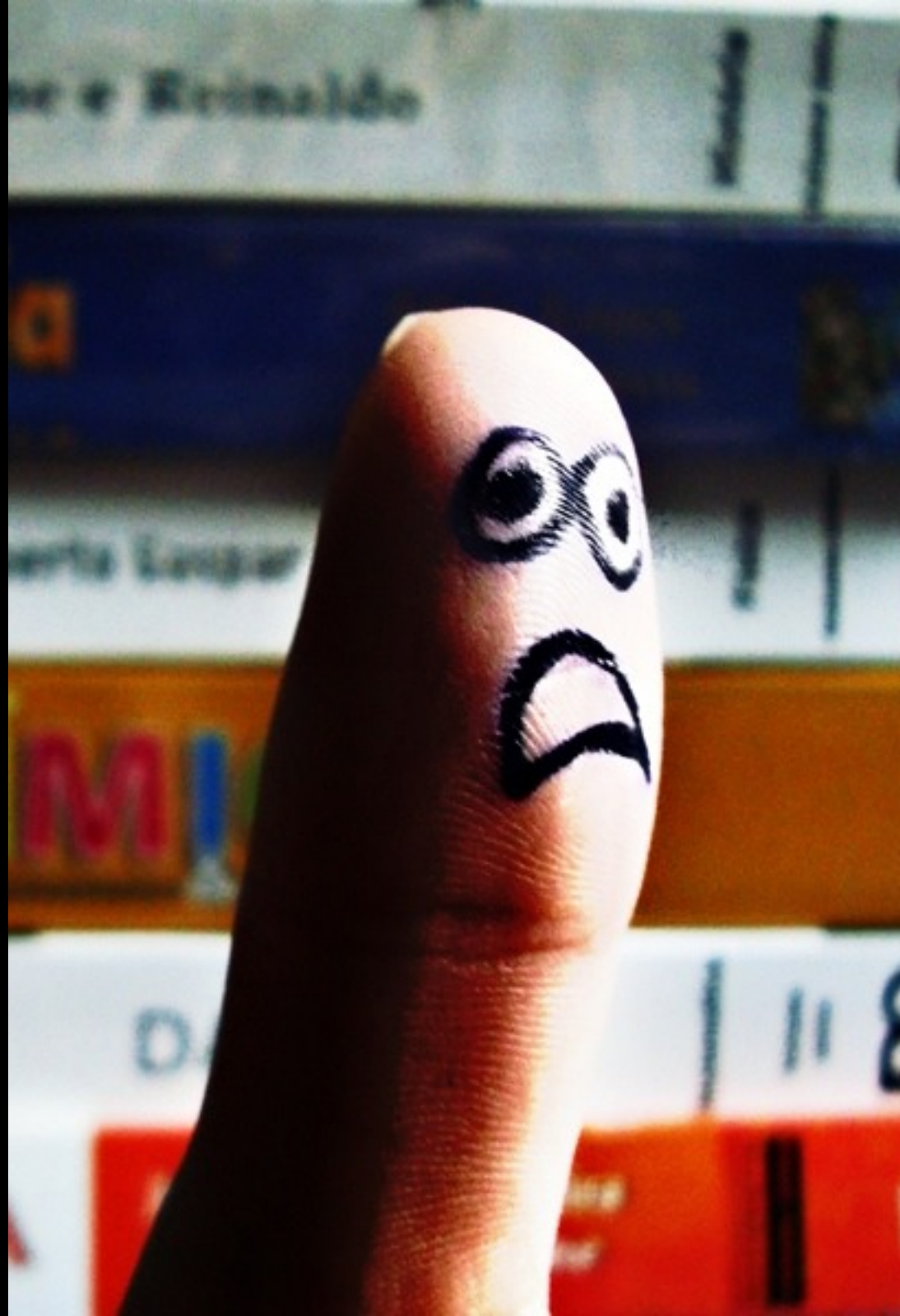
author?





elation

dread





death

jon batelle

The Search

The Inside Story of How Google
and Its Rivals Changed Everything

John
Battelle

co-founding editor of Wired
and founder of The Industry Standard



scrapped

elation



Design Pattern Library

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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

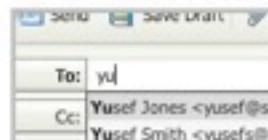
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Recent Patterns



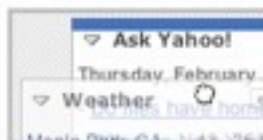
[Auto-Complete](#)

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



[Breadcrumbs](#)

User needs to navigate potentially large quantities of information efficiently, without becoming lost.



[Drag and Drop Modules](#)

The user needs needs to re-arrange the layout of modules on a web page directly with the mouse.



[Module Tabs](#)

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



[Navigation Tabs](#)

The user needs to navigate through a site to locate content and features and have clear indication of their current location in the site.



[Object Pagination](#)

The user needs to view data items from a potentially large set of sorted data that will not be easy to display within a single page.



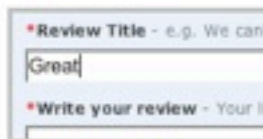
[Search Pagination](#)

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



[Rating an Object](#)

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



[Writing a Review](#)

User wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating.

patterns

sideways

SATURDAY, JANUARY 07, 2006

Nine Tips for Designing Rich Internet Applications

Recently I was asked to provide input into a presentation. The question was asked, if you were going to provide some quick basic guidelines for designing rich applications what would they be.

Here were the nine thoughts as they originally came to my head.

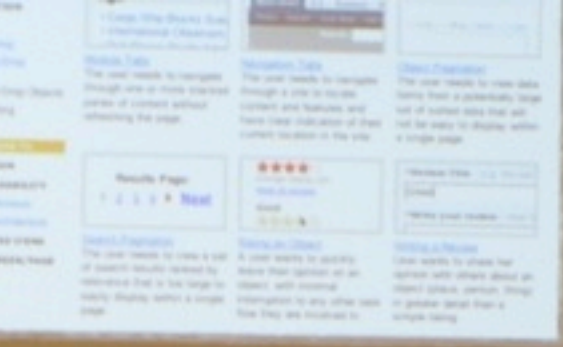
1) **Make it directly interactive**

Instead of page to page interactions think direct interaction. Use in context editing as much as possible. Use drag and drop only where it makes sense. Barring a selection model, put tools as close to the objects being edited as possible. Cooper states it as "Where there is output, let there be input."

2) **Make it inviting**

Use hover to invite users to the next level of interaction. If the interface responds well to light events (like hover) it can be used to entice the user to interact.

3) **Use lightweight, in-context popups instead of page**



speaker?

resonate





audience



interactivity.
cyclic process
between two or
more active agents
in which each agent
alternatively
listens, thinks, and
speaks.

Chris Crawford
Interactive Storytelling

Current Moon Phase



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Simple Interactivity?

Current Moon Phase



Waning Crescent

16% of Full

Sat 18 Jul, 2009

11:38 AM



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- [+ Summer and Ending Hunger \(Ep.11\)](#)
- [+ Unite Against WMG](#)

National Geographic POD



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Simple Interaction? Events...

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

Simple Interaction? **Actors...**

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

Events →

Actors ↓

96

Interesting Moments

Interesting Moments

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

Interesting Moments



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Interesting Moments



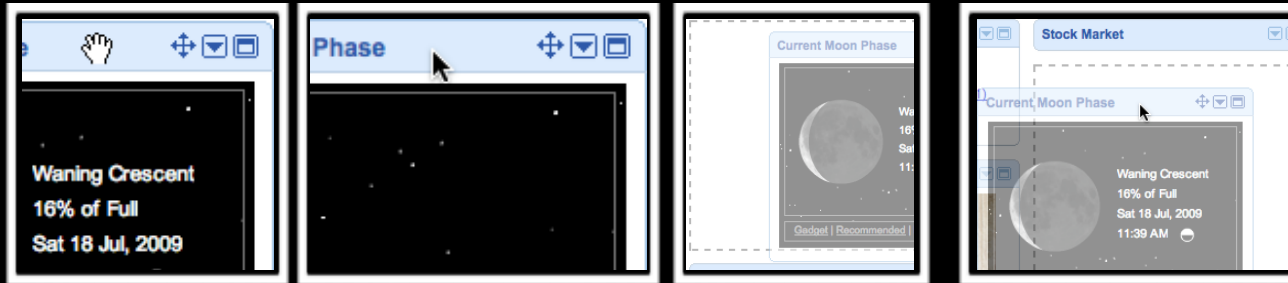
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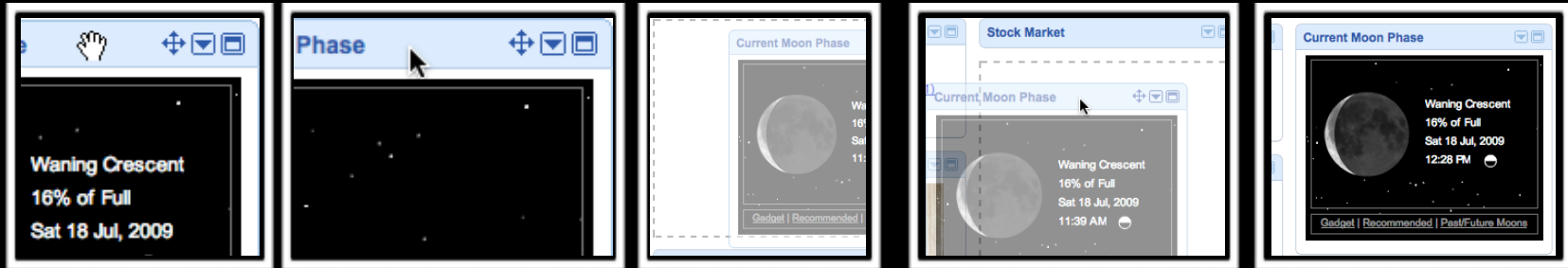
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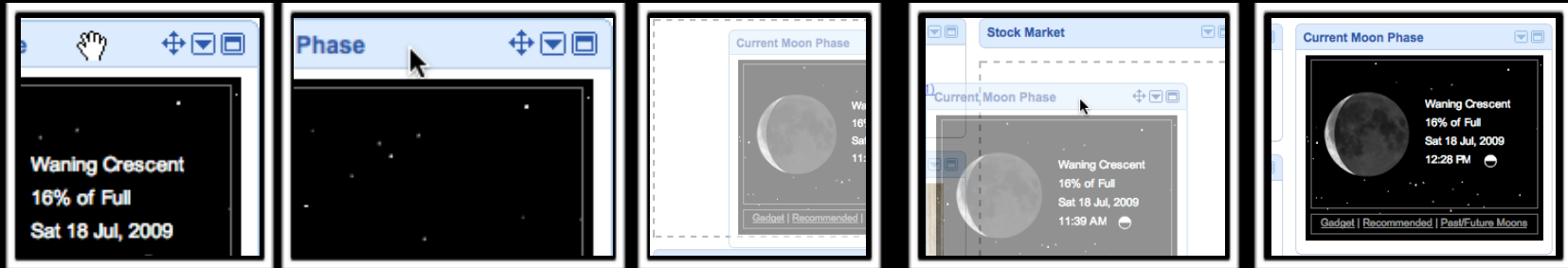
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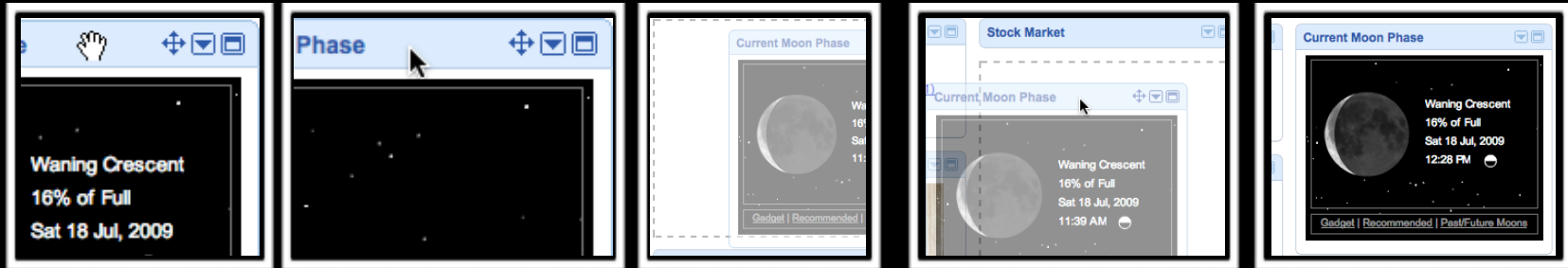
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Interesting Moments



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

Interesting Moments



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module	<div>Explicit engagement</div>		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.

6 principles

6 principles

for designing interesting moments

Input where
you output.

Keep it
Lightweight

Show transitions.

Maintain flow

Be reactive.

Invite interaction.

Many Patterns

In Page Editing. Direct Selection. Drag and Drop. Complex Inline Editing. Alternate Edit Path. Symmetry of Interaction. In Page Action. Remembered Collections. Rating an Object. Contextual Tools. Vote to Promote. On Demand Scrolling. In Context Expand. Inline Assistant. Hover Details. Lightweight Popup. Lightbox. In Context Configuration. Accordion. In Context Insight. Inlay. Overlay. Pagination. Carousel. Paged Scrolling. On Demand Scrolling. Seamless Paging. ZUI. Inline Checkout. Inline Assistant. One Page Checkout. Step by Step. Single Page Flow. Page in a Menu. Invitation. Tooltip Invitation. Cursor Invitation. Hover Invitation. Drop Invitation. Tour Invitation. Blank Slots. Blank Slate Invitation. Something Askew Invitation. 1-2-3 Call to Action. Sneak Peek. Question Invitation. Familiar Invitation. Button Invitation. Navigation Invitation. Fade. Self-Healing. Zoom Box. Slide. Animate. Spotlight. Auto Complete. Busy Indicator. Live Previews. Periodic Refresh. Focus+Context. In Place Drill Down. Tickler Menu. You are Here.

And Anti-Patterns

Non-Symmetrical Interaction. Artificial Construct. Tiny Target. One at a Time. Hover & Cover. Double Duty. Mystery Meat. Stalker. Pogo Stick Navigation. Idiot Boxes. Mouse Trap. Animation Gone Wild. Needless Fanfare. Missed Moments.



Maintain flow

Exploratorium Exhibit



Spot the differences

Spot the differences








Now try again...

Now try again...

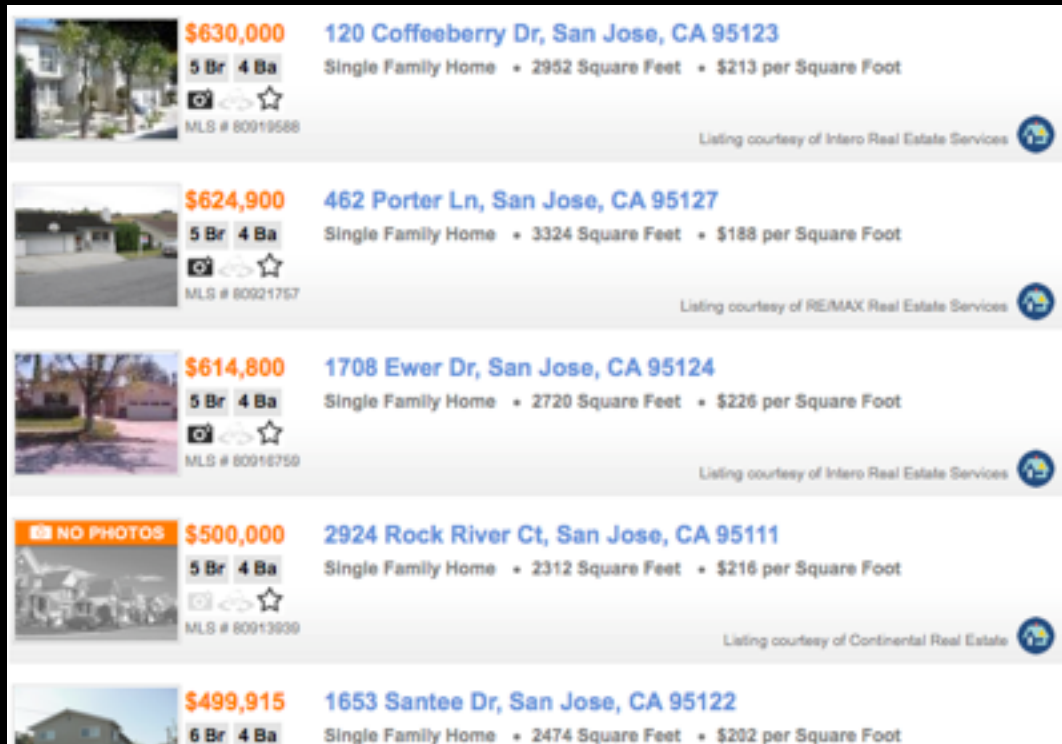


“Stay in the Flow” Patterns

 <p>\$630,000 5 Br 4 Ba MLS # 80919588</p>	120 Coffeeberry Dr, San Jose, CA 95123 Single Family Home • 2952 Square Feet • \$213 per Square Foot Listing courtesy of Intero Real Estate Services
 <p>\$624,900 5 Br 4 Ba MLS # 80921757</p>	462 Porter Ln, San Jose, CA 95127 Single Family Home • 3324 Square Feet • \$188 per Square Foot Listing courtesy of RE/MAX Real Estate Services
 <p>\$614,800 5 Br 4 Ba MLS # 80916759</p>	1708 Ewer Dr, San Jose, CA 95124 Single Family Home • 2720 Square Feet • \$226 per Square Foot Listing courtesy of Intero Real Estate Services
 <p>NO PHOTOS 5 Br 4 Ba MLS # 80913939</p>	2924 Rock River Ct, San Jose, CA 95111 Single Family Home • 2312 Square Feet • \$216 per Square Foot Listing courtesy of Continental Real Estate
 <p>\$499,915 6 Br 4 Ba</p>	1653 Santee Dr, San Jose, CA 95122 Single Family Home • 2474 Square Feet • \$202 per Square Foot

click activated inlay. roost.com

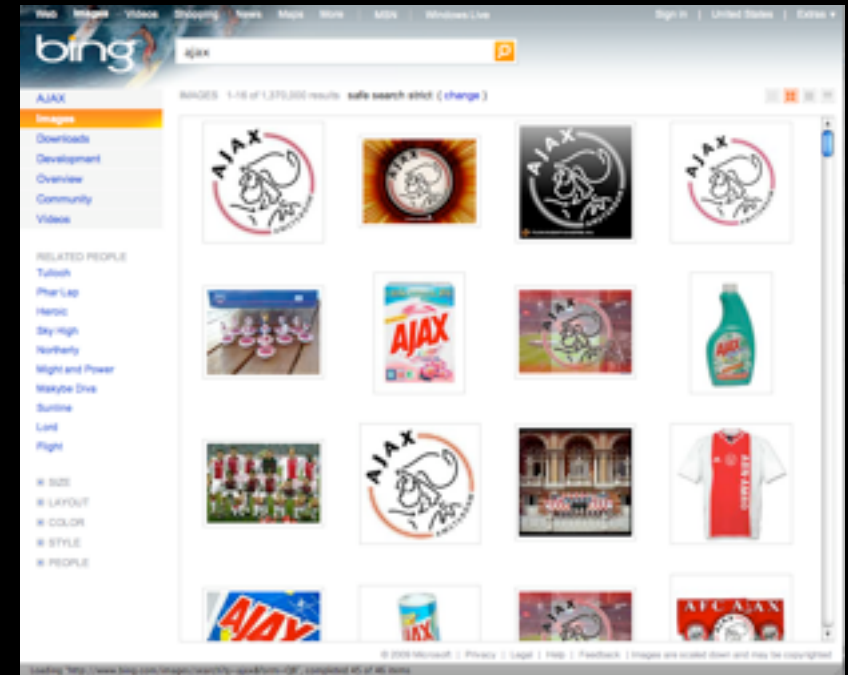
“Stay in the Flow” Patterns



This screenshot shows a real estate website with a list of five properties. Each property listing includes a small thumbnail image, the price, address, and basic details. The first four listings have image galleries that are activated by clicking on the thumbnail. The fifth listing, '2924 Rock River Ct, San Jose, CA 95111', is marked 'NO PHOTOS' and has a placeholder image.

Price	Address	Details
\$630,000	120 Coffeeberry Dr, San Jose, CA 95123	5 Br 4 Ba, Single Family Home, 2952 Square Feet, \$213 per Square Foot
\$624,900	462 Porter Ln, San Jose, CA 95127	5 Br 4 Ba, Single Family Home, 3324 Square Feet, \$188 per Square Foot
\$614,800	1708 Ewer Dr, San Jose, CA 95124	5 Br 4 Ba, Single Family Home, 2720 Square Feet, \$226 per Square Foot
\$500,000	2924 Rock River Ct, San Jose, CA 95111	5 Br 4 Ba, Single Family Home, 2312 Square Feet, \$216 per Square Foot
\$499,915	1653 Santee Dr, San Jose, CA 95122	6 Br 4 Ba, Single Family Home, 2474 Square Feet, \$202 per Square Foot

click activated inlay. roost.com



This screenshot shows a Bing image search results page for the query 'AJAX'. The page displays a grid of 16 image thumbnails related to the search term. The interface includes the Bing logo, search bar, and navigation links. The results are presented in a way that suggests continuous scrolling.

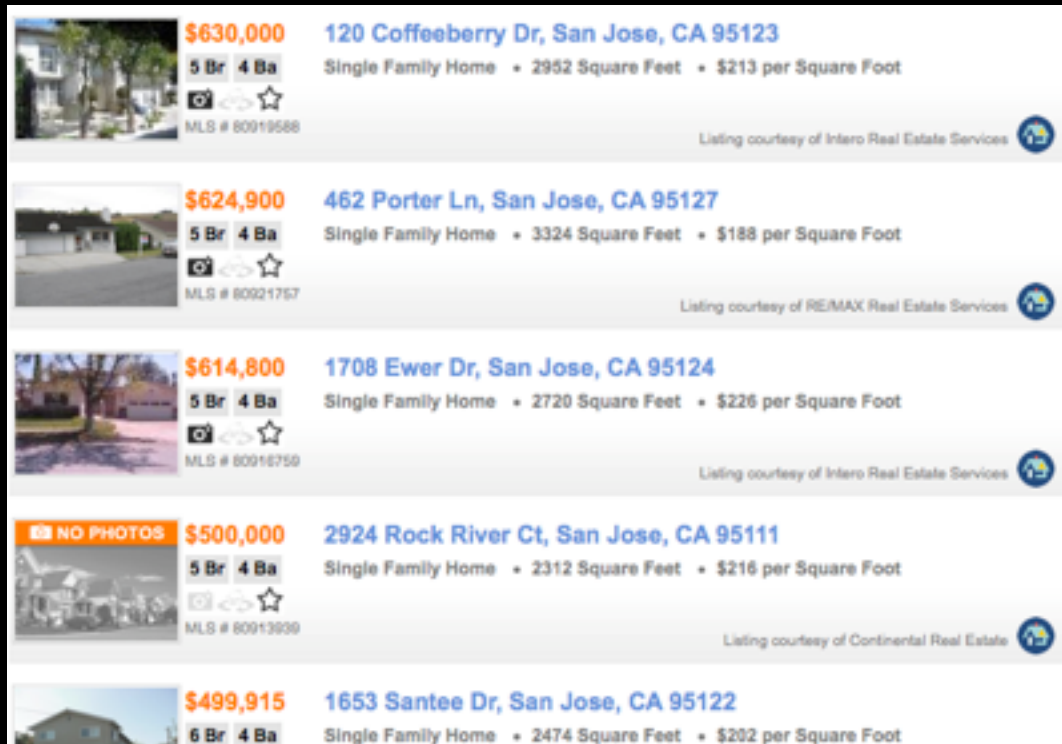
Search results for **AJAX** (1,370,000 results)

Related People: Tushik, Phil Lap, Heron, Sky High, Northby, Night and Power, Wayne Dine, Sunrise, Lent, Pight

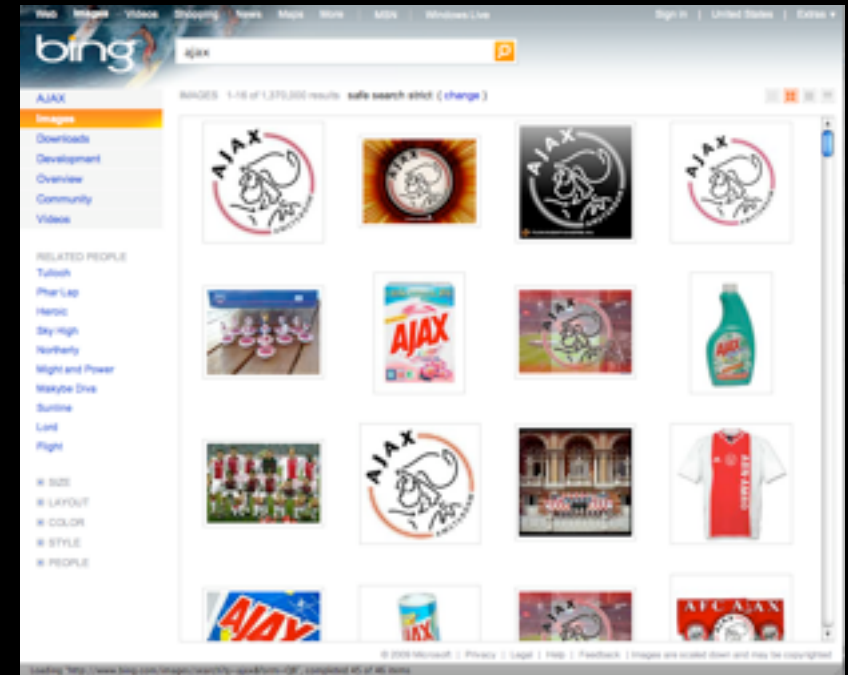
Filters: SIZE, LAYOUT, COLOR, STYLE, PEOPLE

endless scrolling. bing.com

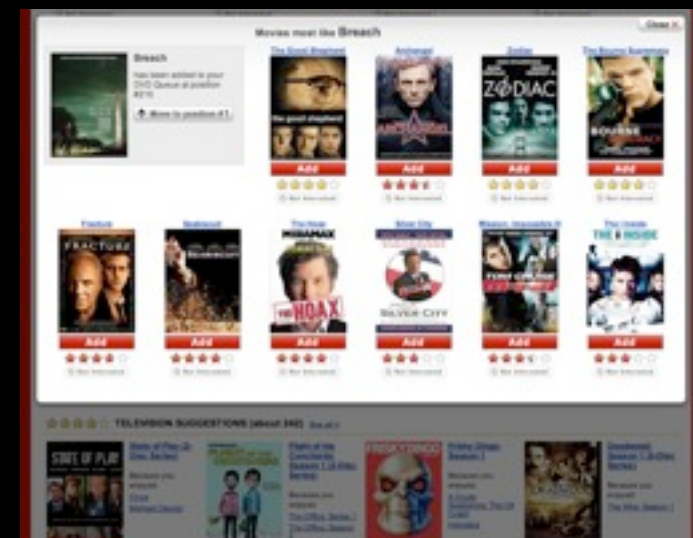
“Stay in the Flow” Patterns



click activated inlay. [roost.com](#)

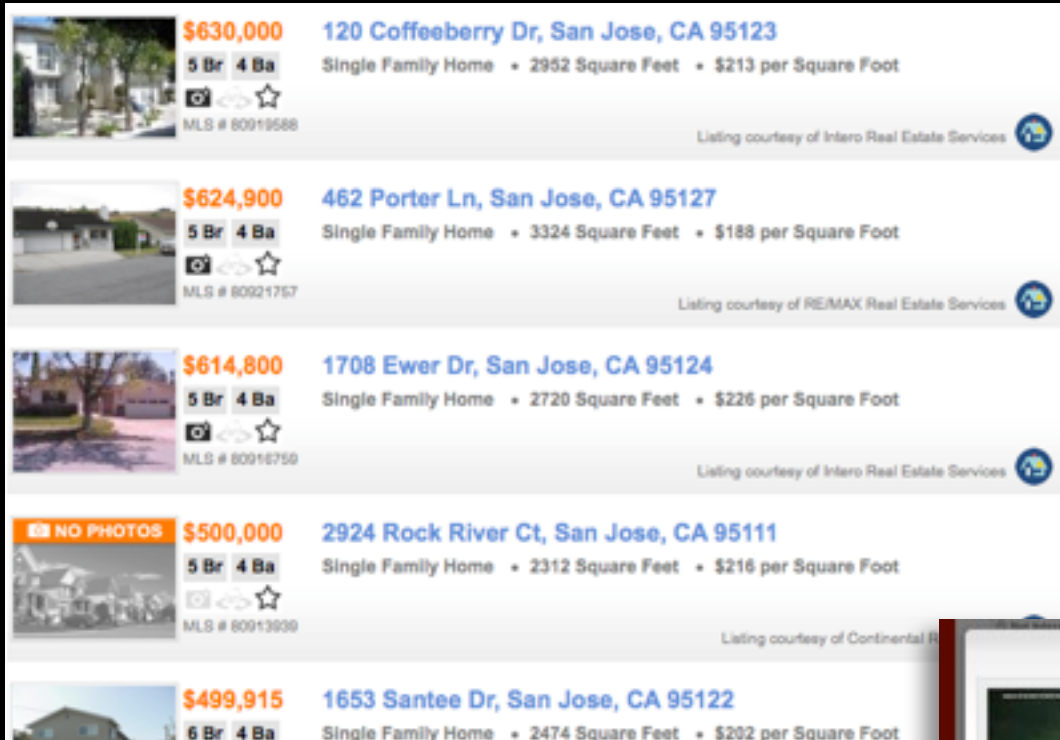


endless scrolling. [bing.com](#)



hover dialog. [netflix.com](#)

“Stay in the Flow” Patterns



\$630,000 120 Coffeeberry Dr, San Jose, CA 95123
Single Family Home • 2952 Square Feet • \$213 per Square Foot
MLS # 80919588
Listing courtesy of Intero Real Estate Services

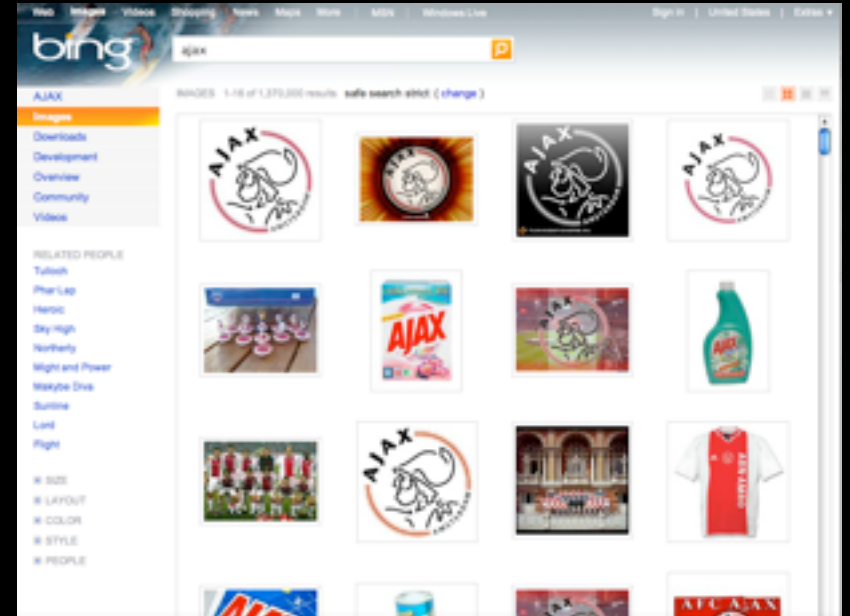
\$624,900 462 Porter Ln, San Jose, CA 95127
Single Family Home • 3324 Square Feet • \$188 per Square Foot
MLS # 80921757
Listing courtesy of RE/MAX Real Estate Services

\$614,800 1708 Ewer Dr, San Jose, CA 95124
Single Family Home • 2720 Square Feet • \$226 per Square Foot
MLS # 80916759
Listing courtesy of Intero Real Estate Services

NO PHOTOS **\$500,000** 2924 Rock River Ct, San Jose, CA 95111
Single Family Home • 2312 Square Feet • \$216 per Square Foot
MLS # 80913939
Listing courtesy of Continental Real Estate

\$499,915 1653 Santee Dr, San Jose, CA 95122
Single Family Home • 2474 Square Feet • \$202 per Square Foot
MLS # 80913939
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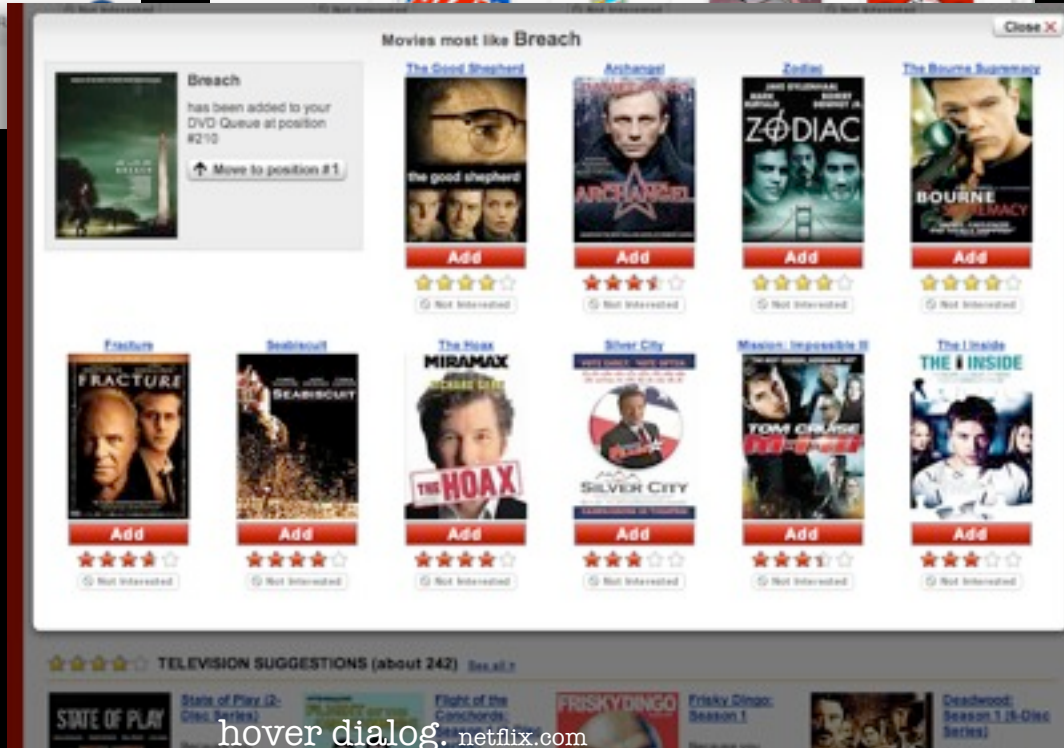
bing ajax

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

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- Tulash
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W SIZE
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W PEOPLE



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Movies most like Breach

Breach
has been added to your DVD Queue at position #210
Move to position #1

The Good Shepherd
Add
★★★★☆
Not Interested

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Zodiac
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The Bourne Supremacy
Add
★★★★☆
Not Interested

Fracture
Add
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Beastly
Add
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Add
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Add
★★★★☆
Not Interested

Maxim: Impossible II
Add
★★★★☆
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The Inside
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★★★★☆
Not Interested

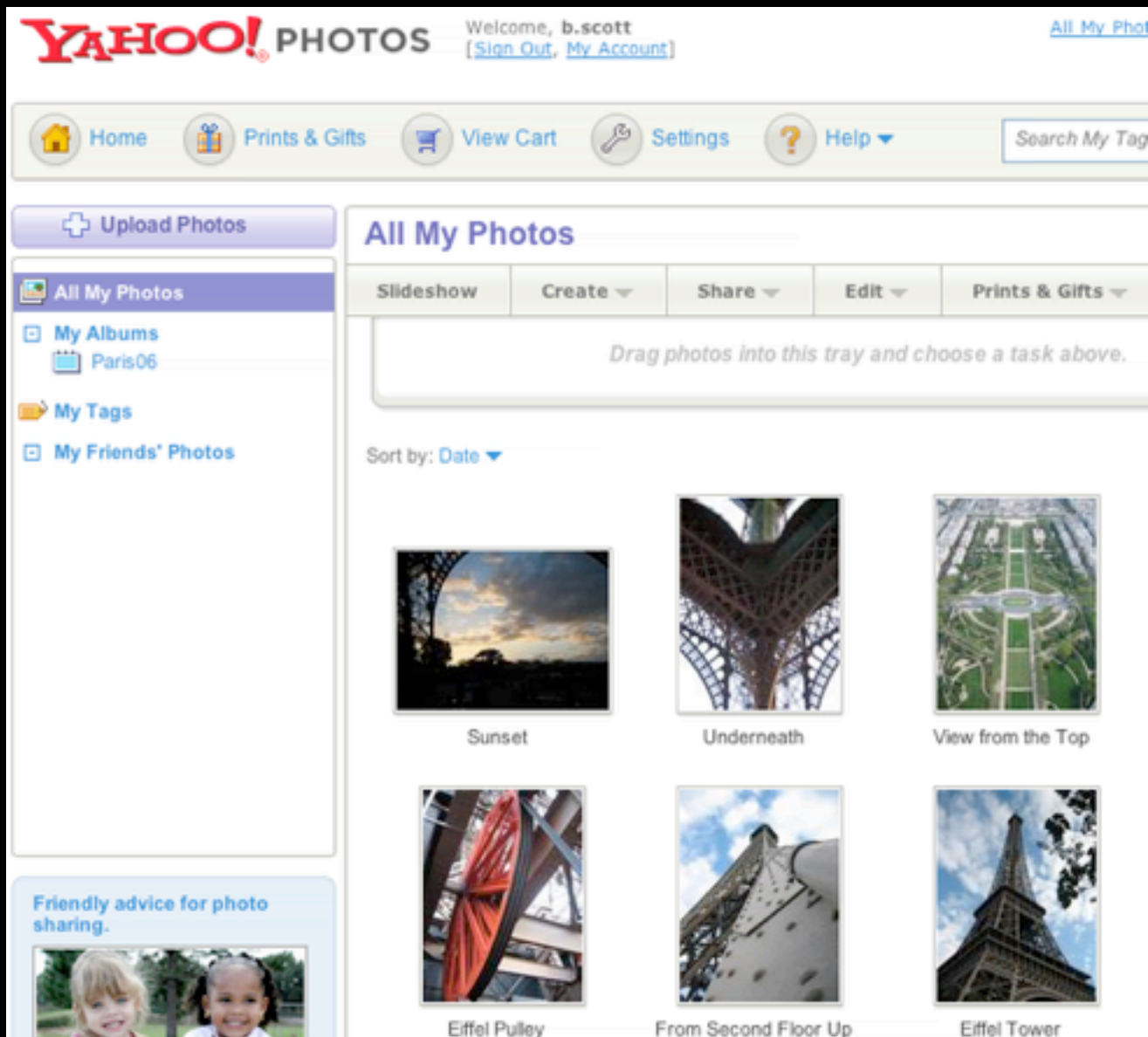
TELEVISION SUGGESTIONS (about 242) See all

STATE OF PLAY
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FRISKY DINGO
DEADWOOD

hover dialog. netflix.com

Anti-Pattern: Idiot Boxes

Anti-Pattern: Idiot Boxes



anti-pattern. idiot box. yahoo! photos



Show transitions.

April 1999

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

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Deluxe

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\$10,533
CA Tax Due
\$4,973


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Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

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TurboTax 
Deluxe

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

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

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

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Federal Tax Due

\$10,533

CA Tax Due

\$4,973

again in slow-motion...

TurboTax Deluxe

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\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender

Deductible interest paid in 2008 [See qualifications and limitations.](#)

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Federal Tax Due

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nbc.com

upc *cow

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\$2,265,000



◀ (1 of 9) ▶

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\$2,265,000

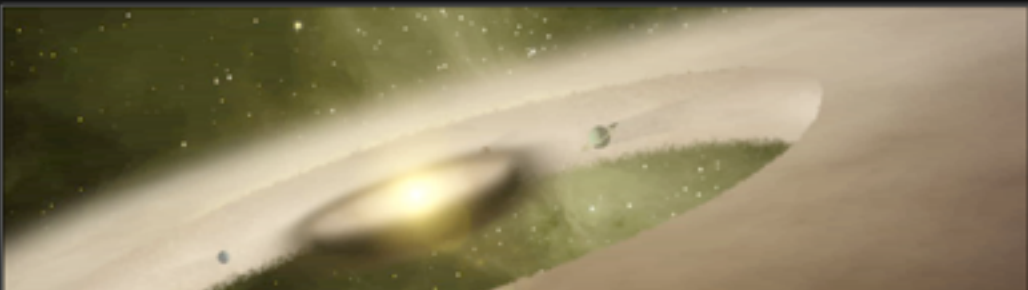


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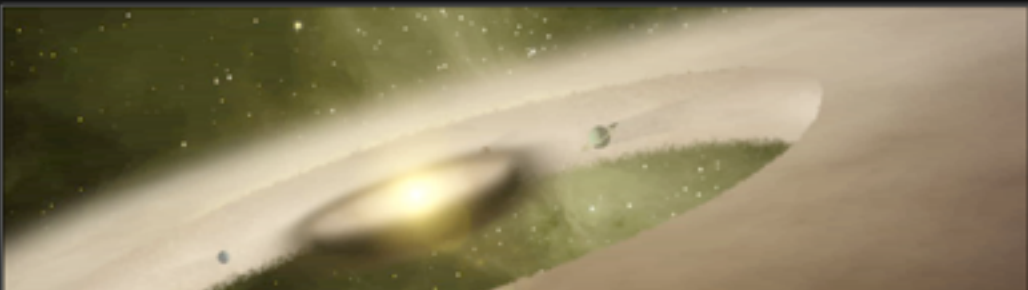
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+ Add Content | + Change Layout | + Change Colors | Select Page: **My Front Page**

Scoreboard

TODAY

NHL

Tampa Bay vs. Dallas	5 - 3	13:15 2nd
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NBA

Dallas vs. LA Clippers	0 - 0	10:30 ET
------------------------	-------	----------

YESTERDAY

no games for selected teams

Listen to live audio of college games

Message Center

Check Email

Launch Messenger **14 friends on**

Software News

- AccuRev gives software configuration system global focus - 5 hours ago
- Anti-virus Software: The Next Big Worm Target? - 10 hours ago
- India's Satyam logs 64 percent rise in third-quarter profit - 10 hours ago
- Cisco Patches Router, Call Manager Software - 1 day ago

Best Fare Tracker

Depart: New York, NY - all

Paris, France - all	\$193.00
---------------------	----------

Depart: Seattle/Tacoma, WA

Honolulu, HI	\$333.60
--------------	----------

Depart: San Francisco, CA

Weather

Dallas, TX	40...75 F	
Denton, TX	35...75 F	
Sunnyvale, CA	42...57 F	
Boulder Creek, CA	39...59 F	
Gilroy, CA	38...57 F	
San Jose, CA	42...58 F	

Search

search by Zip Code or City

eHub

- eHub Interviews Prodigem - 11 hours ago
- Veetro - 20 hours ago
- MediaMax - 2 days ago
- iOWEYOU - 2 days ago
- HyperSuper - 2 days ago

Maps

Select From My Locations or Recently Used clear recent

--- My Locations ---

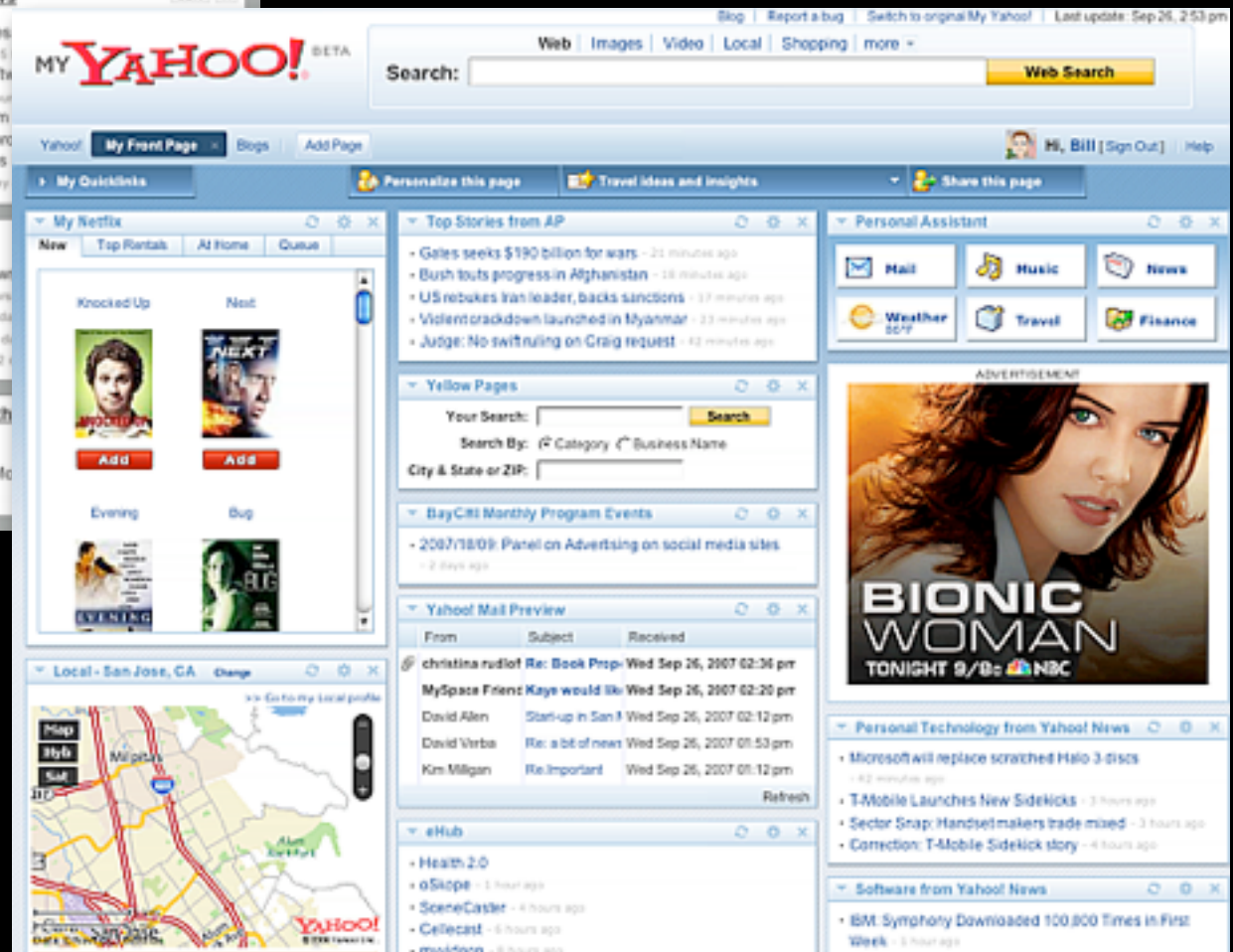
BayCHI Monthly Program Events

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

original. animation on drop. my yahoo!



original. animation on drop. my yahoo!

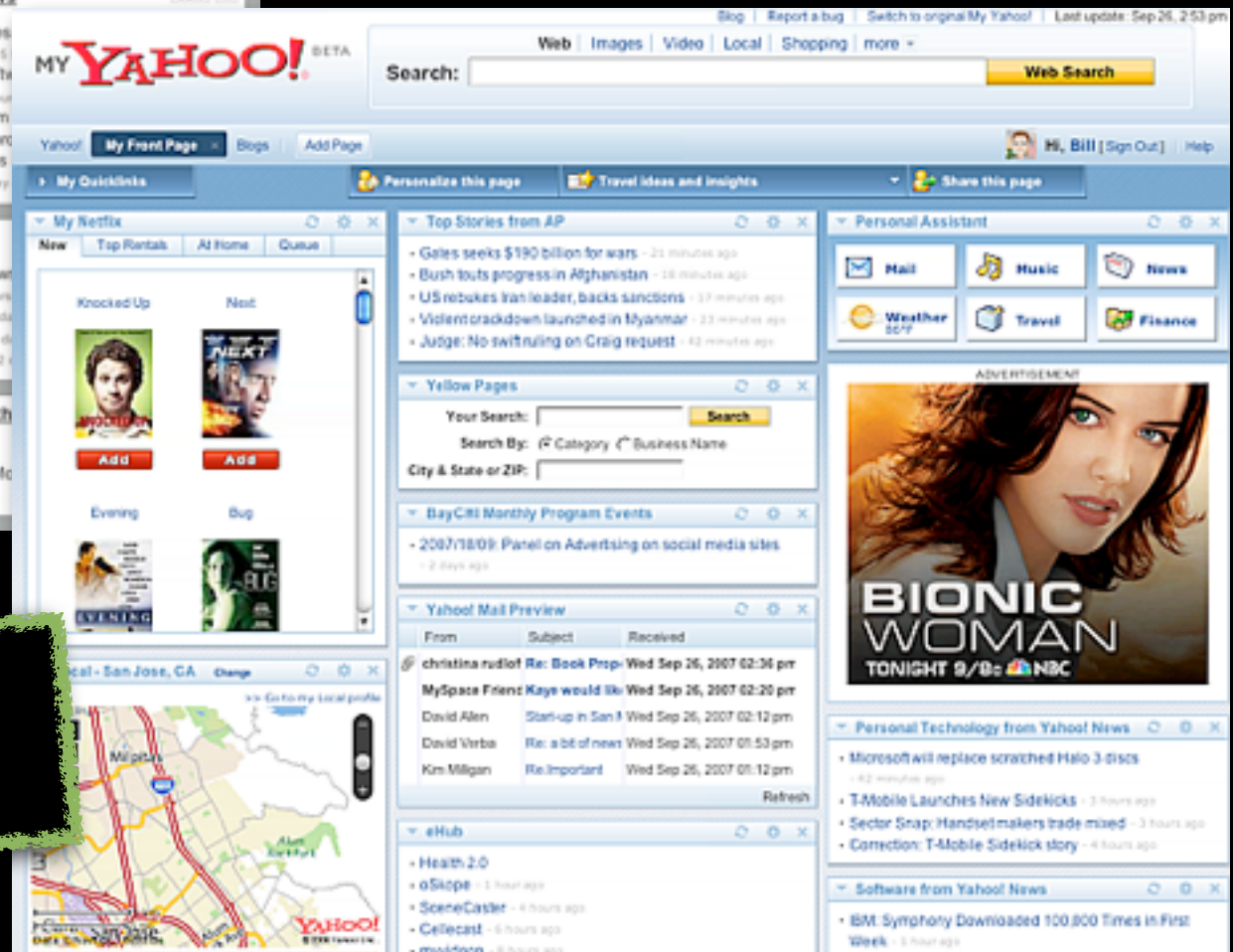


current. no animation on drop. my yahoo!



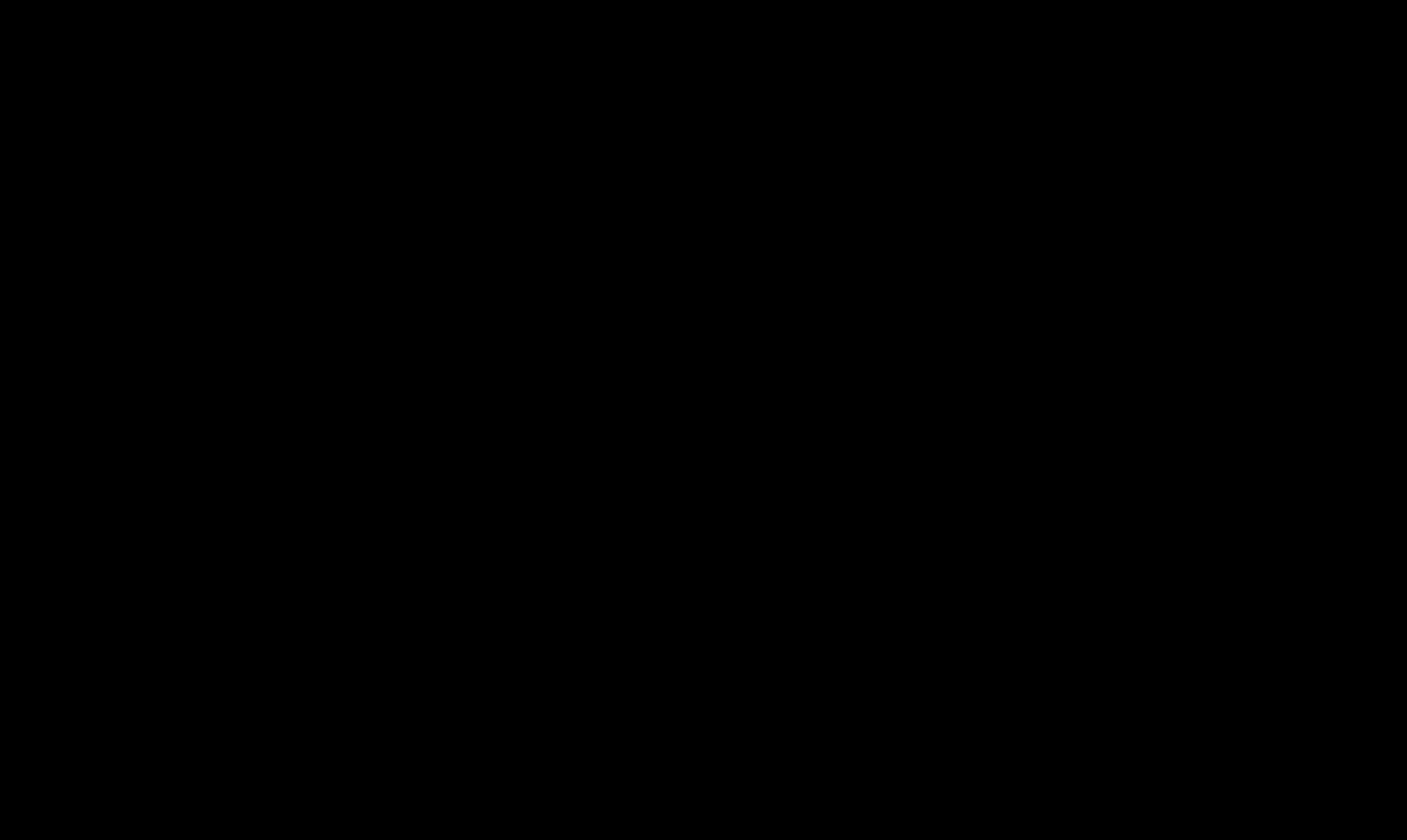
original. animation on drop. my yahoo!

Use the “cut it in-half” rule of thumb.

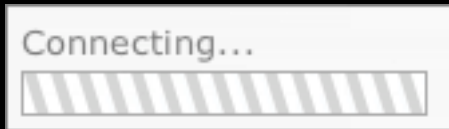


current. no animation on drop. my yahoo!

Moments Communicate



Moments Communicate



progress indicator

Moments Communicate



Moments Communicate

Connecting...



progress indicator

Speed up time.



earlier version of my yahoo!

Moments Communicate

Connecting...

progress indicator

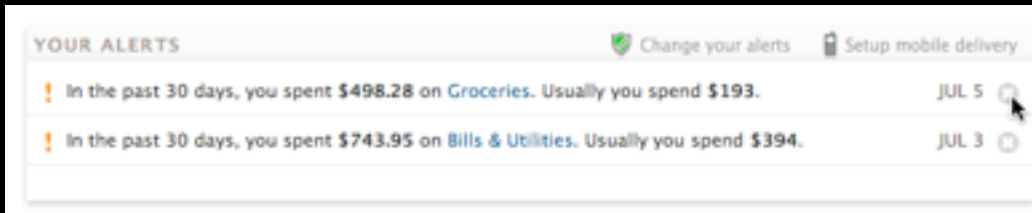
Speed up time.

Slow down time.

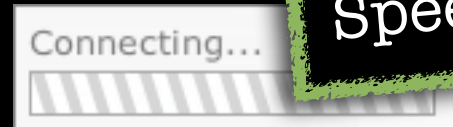


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Moments Communicate



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progress indicator

Speed up time.

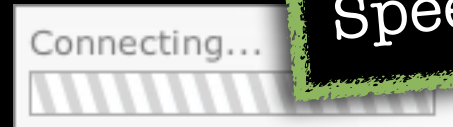


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progress indicator

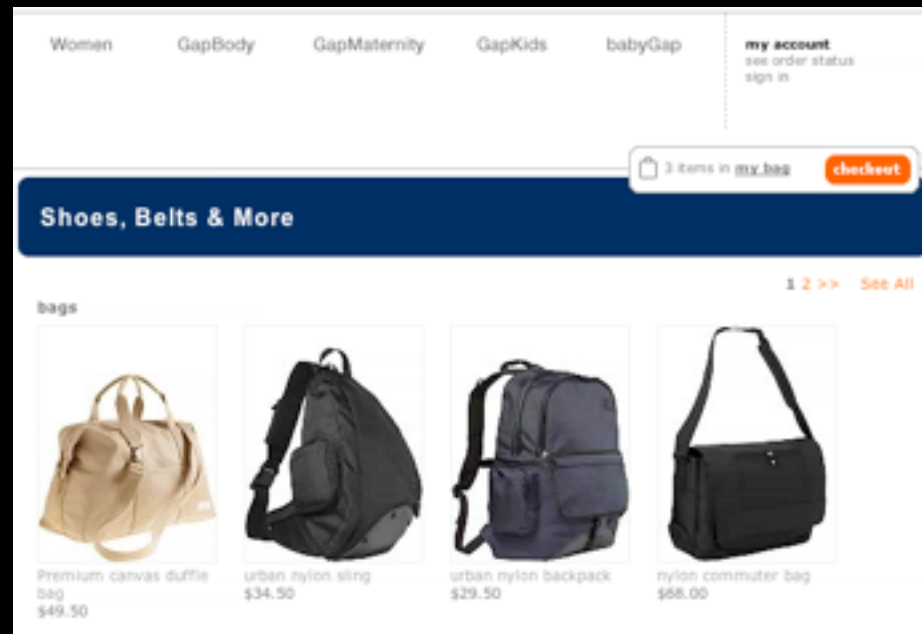


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the gap



Speed up time.



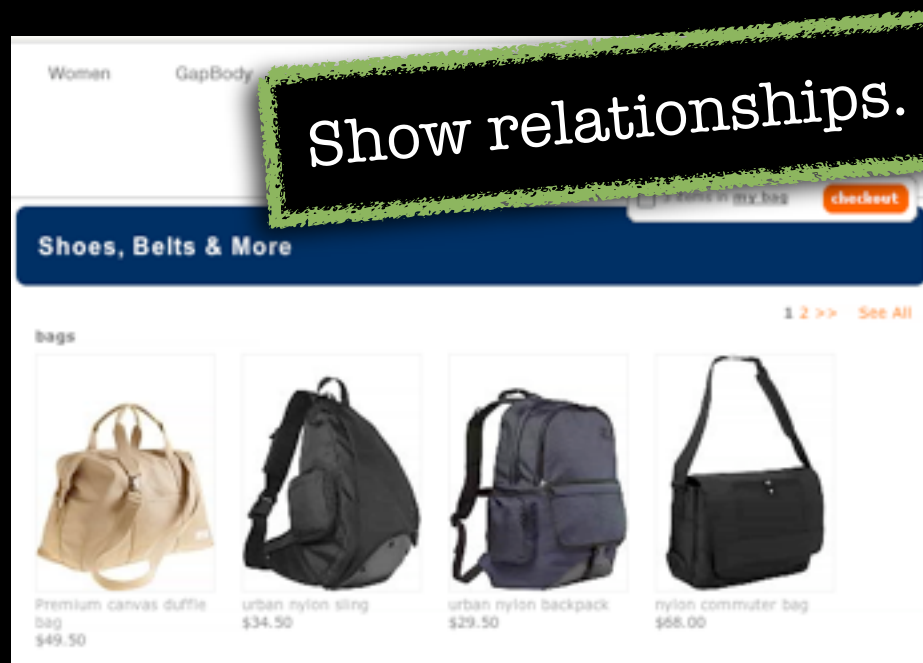
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Slow down time.

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the gap

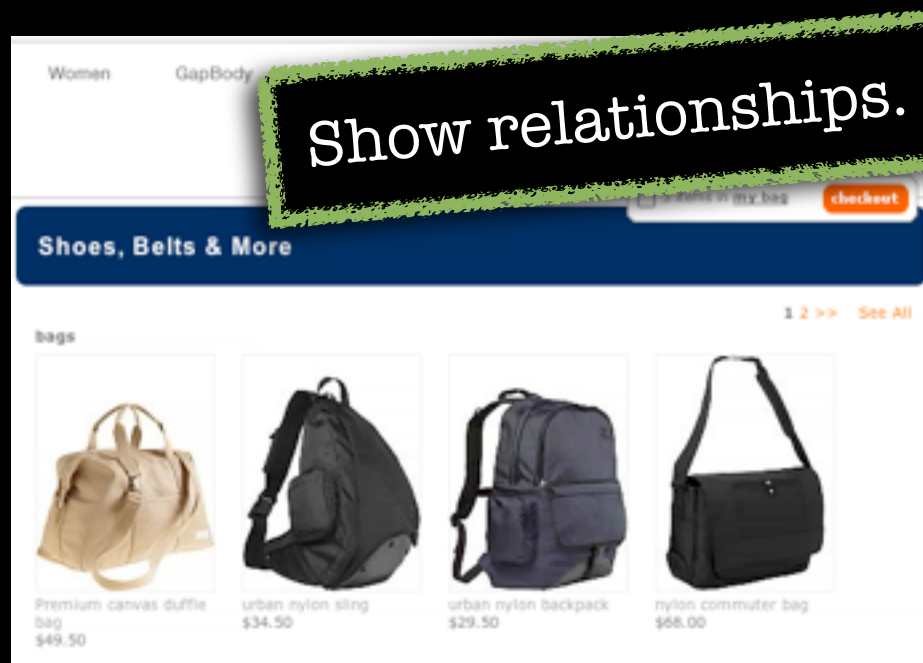


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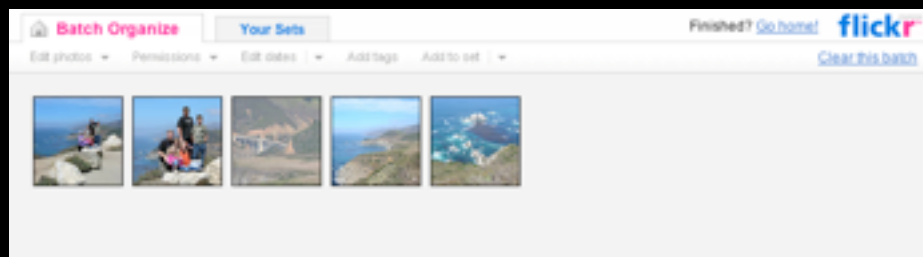
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the gap



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progress indicator

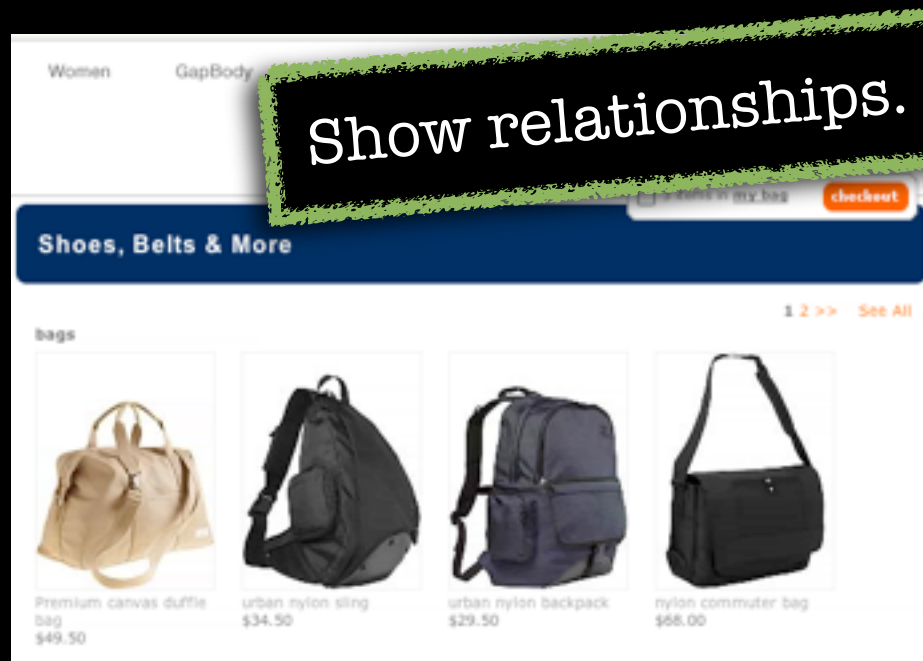


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progress indicator



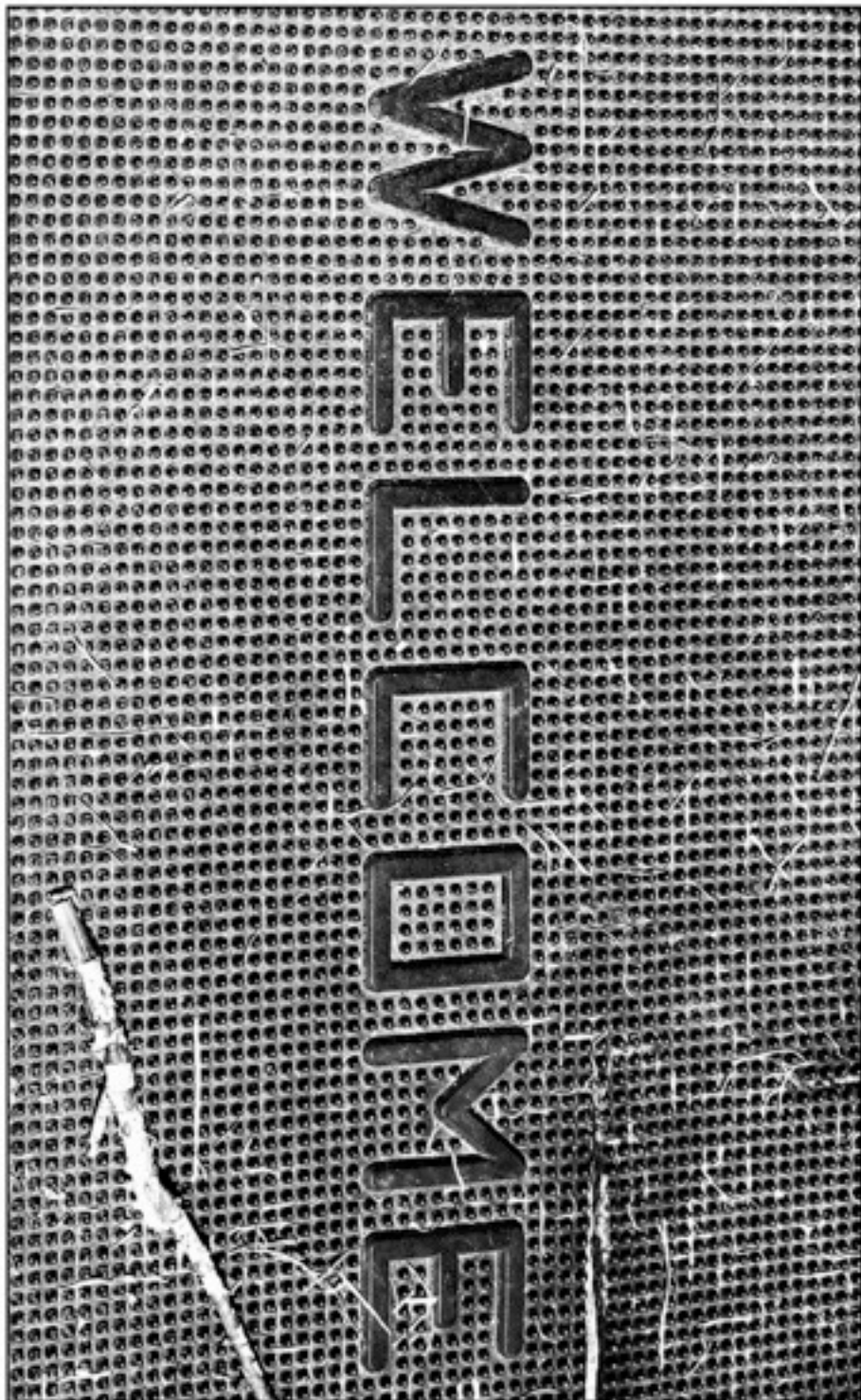
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Input where
you output.

- Alan Cooper

Keep it
Lightweight



Invite interaction.



Be reactive.

Presentation

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