

# Designing for Interesting Moments

Cloudera ~ 10/15/2010


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<http://designingwebinterfaces.com>

# Interesting Moments



A close-up photograph of water droplets falling against a blue, textured background. The droplets are in various stages of falling, with some showing motion blur and others being more spherical. The background has a mottled, organic texture in shades of blue and white.

interesting moments.  
opportunities for  
engaging with the user  
throughout an  
interaction.

### Current Moon Phase



### youtube :: top rated

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

### National Geographic POD



POD -

[Google Webmaster Tools](#)

### Stock Market

#### HowStuffWorks.com Daily Feed

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

#### Slashdot

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

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- [+ Fugitive linked to Jakarta blasts](#)
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- [+ News Analysis: Iran Insider Sees a Chance to Seize Moment](#)
- [+ News Analysis: Democrats Grow Wary as Health Bill Advances](#)
- [+ Drivers Dismiss Risks of Multitasking on the Road](#)
- [+ An Appraisal: Cronkite's Signature: Approachable Authority](#)
- [+ Media Decoder: Explaining Cronkite to the YouTube Generation](#)
- [+ Media Decoder: Memorable Video by Walter Cronkite](#)
- [+ Media Decoder: Television Icons Reflect on Cronkite's Career](#)
- [+ Crime Drops Despite Fewer Officers in Lean Times](#)
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- [Obama Reaches Out to Republicans on Health Care, but Bipartisan ...](#)  
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# Interesting Moments

## Current Moon Phase



## Stock Market

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- [Obama Reaches Out to Republicans on Health Care, but Bipartisan ...](#)  
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# Interesting Moments: 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.

# Interesting Moments: 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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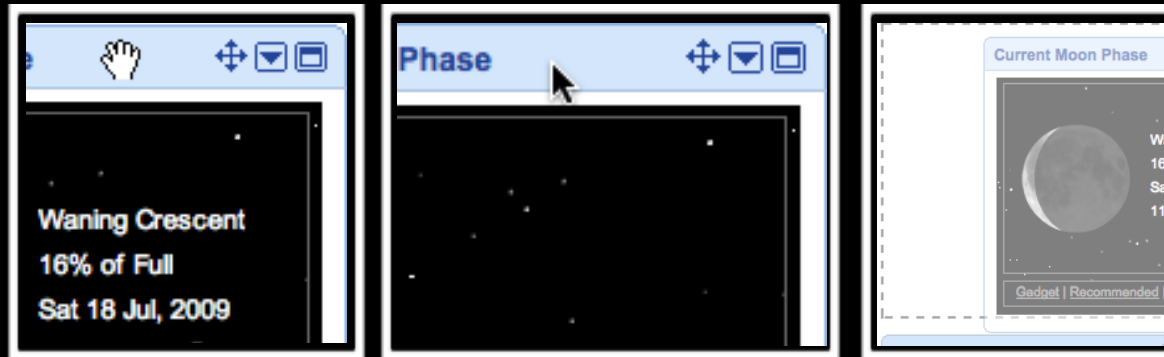


# Interesting Moments



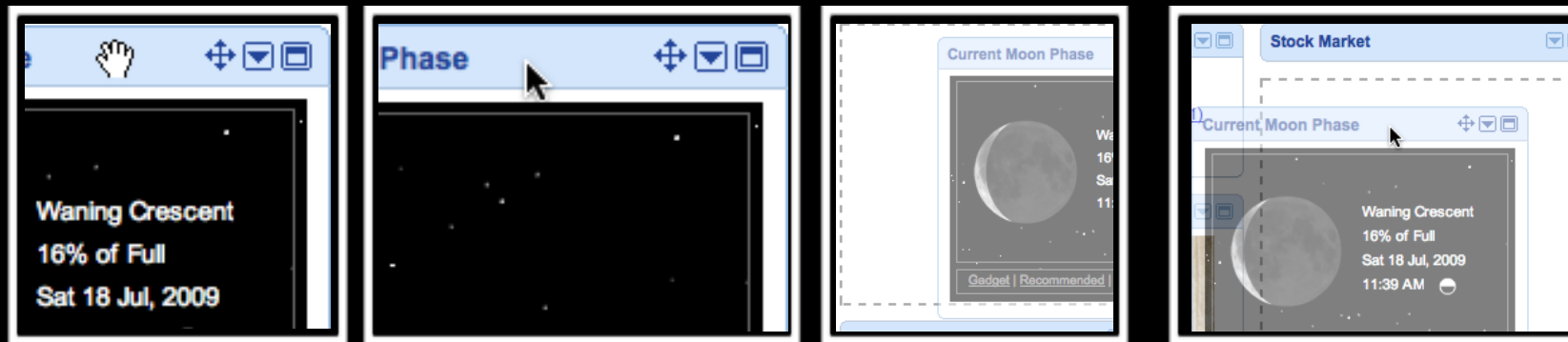
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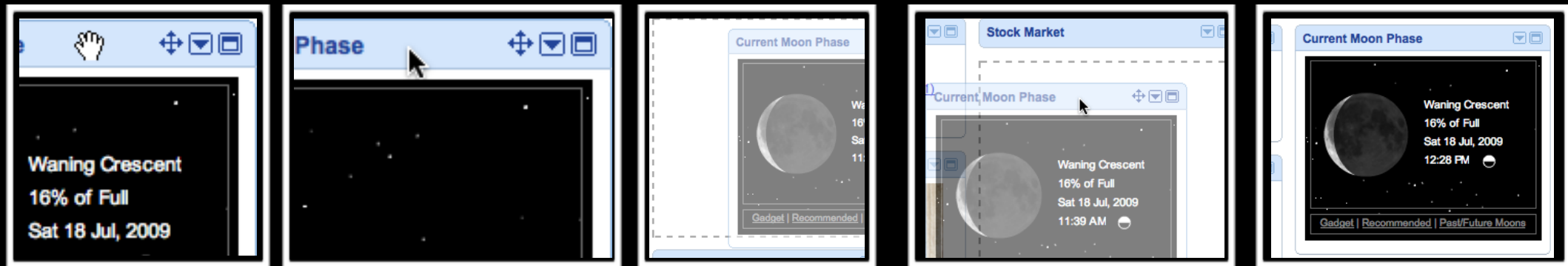
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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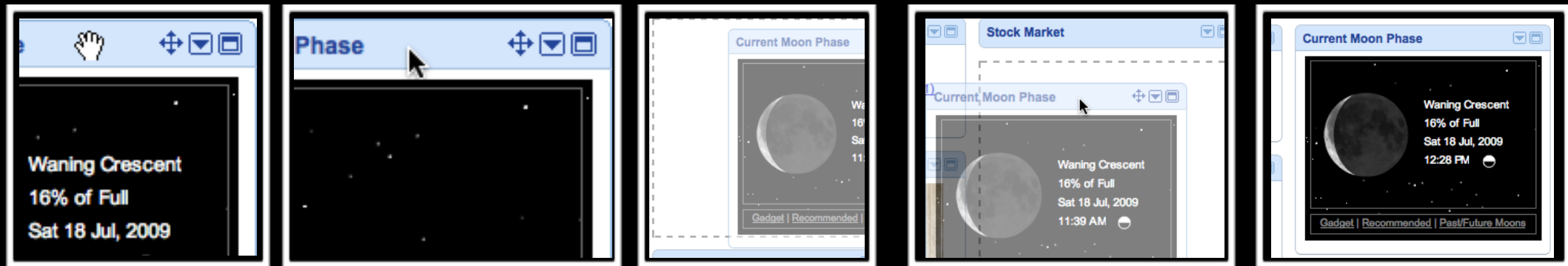
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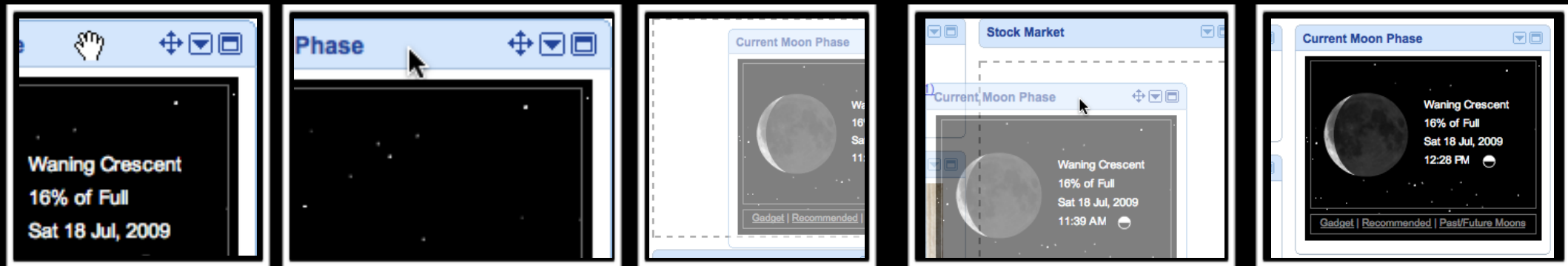
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	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Module is made transparent.		Dragged module removed.
Drag Module's Original Location			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.

Planned engagement

# Interesting Moments



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Planned engagement

Planned moments of rest



# Bounce

A fun and easy way to share ideas on a website.

twitter.com

Grab Screenshot

Screenshots powered by [xBrowse](#)



Click and drag to  
make notes.



Write some totally rad  
feedback.



Share with friends  
(or enemies)!



	Mouse hover inactive annotation	Mouse hover off inactive annotation	Click inactive annotation	Click off inactive annotation with text	Click off inactive annotation without text	Mouse hover active annotation	T p
The entire annotation	Pointer				Removed	Move	
Mouse cursor			Move				
Shadow			Shown	Hidden			
Overlay border			Active state shown by dashed line	Inactive state shown by solid line			
Resize nubs			Shown	Hidden			
Number	Shown	Hidden					
Note bubble			Shown	Hidden			
Note text			Hidden				
Note textarea			Shown				
OK button	Hidden		Shown				E



Wanna talk? **Call us at (408) 341-0600.**

	Click off inactive annotation without text	Mouse hover active annotation	Text area populated	Text area emptied	Click OK button	Annotation removed	Delete icon clicked
h with	Removed	Move			Default  Hidden  Solid line   Hidden   Hidden	Renumbered	Removed
ate solid			Enabled	Disabled			

# Interesting Moments



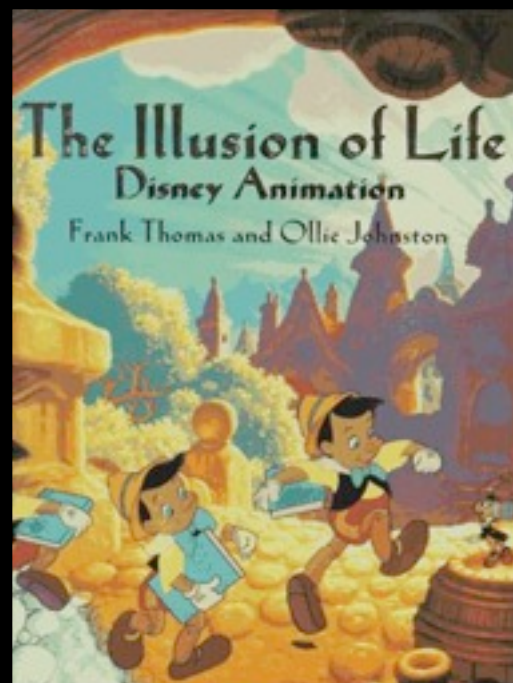
Frescoes & stained glass have been telling stories for a long time.

panels  
tell the moments  
of a story



“Juxtaposed pictorial & other images in deliberate sequence.”

panels  
tell the moments  
of a story



The masters of animation called it the “Illusion of Life”.

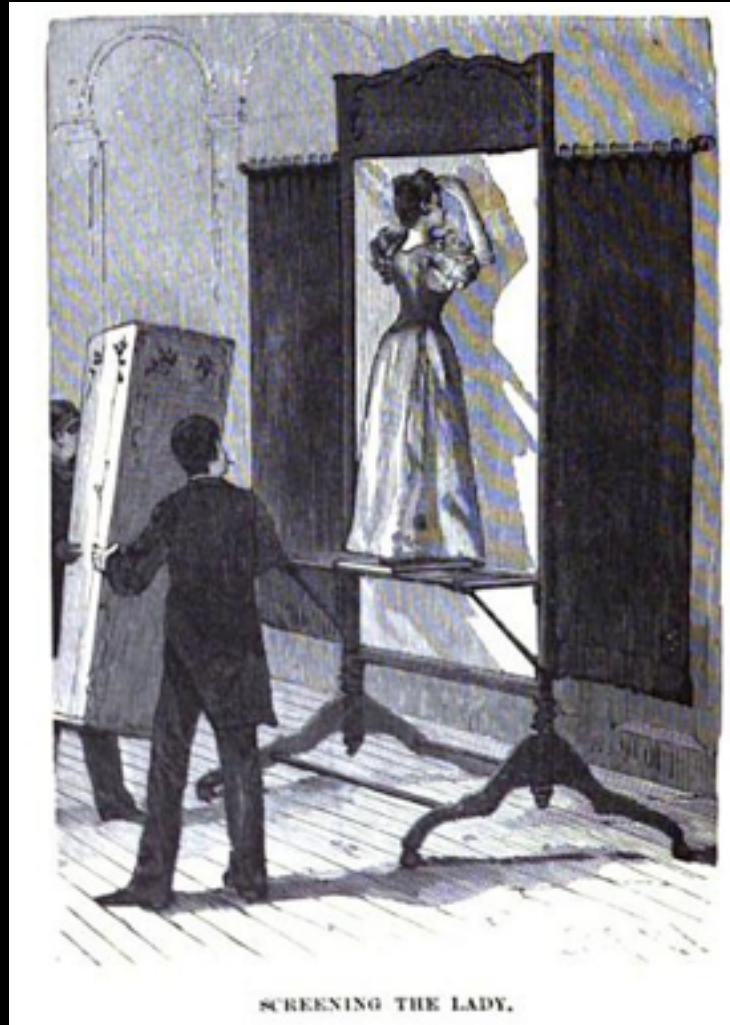
cells  
tell the moments  
of a story



Magic hangs in the balance of the “delicacy of the illusion”.

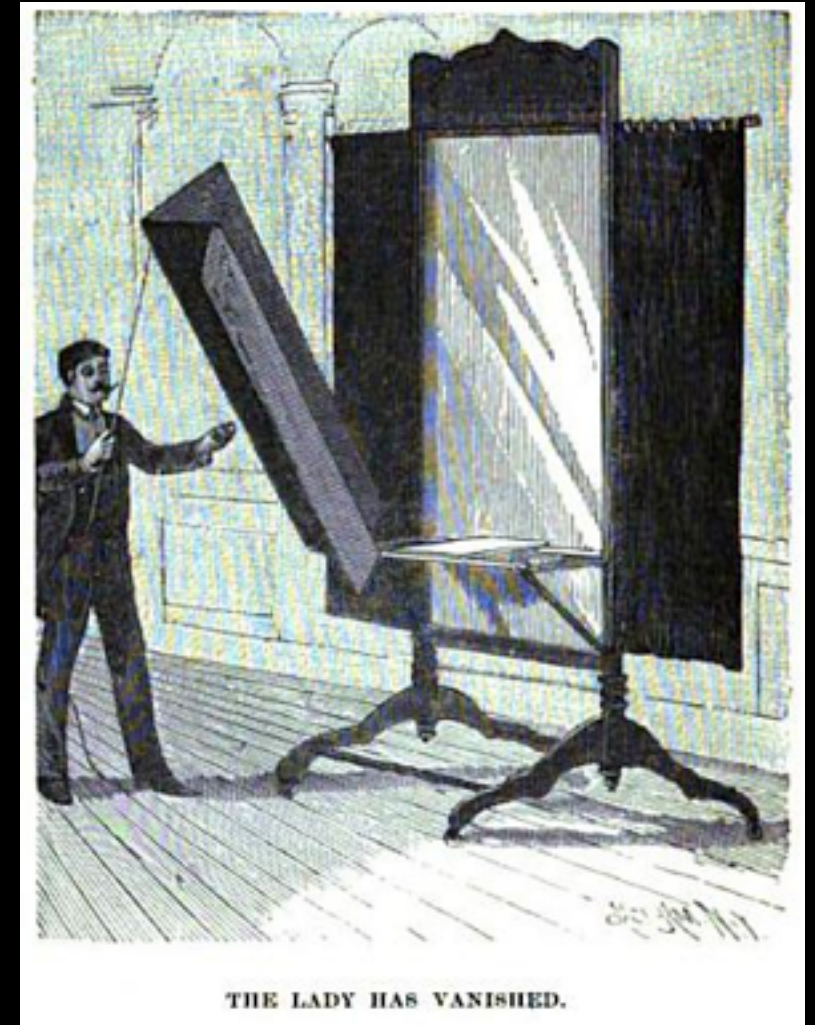
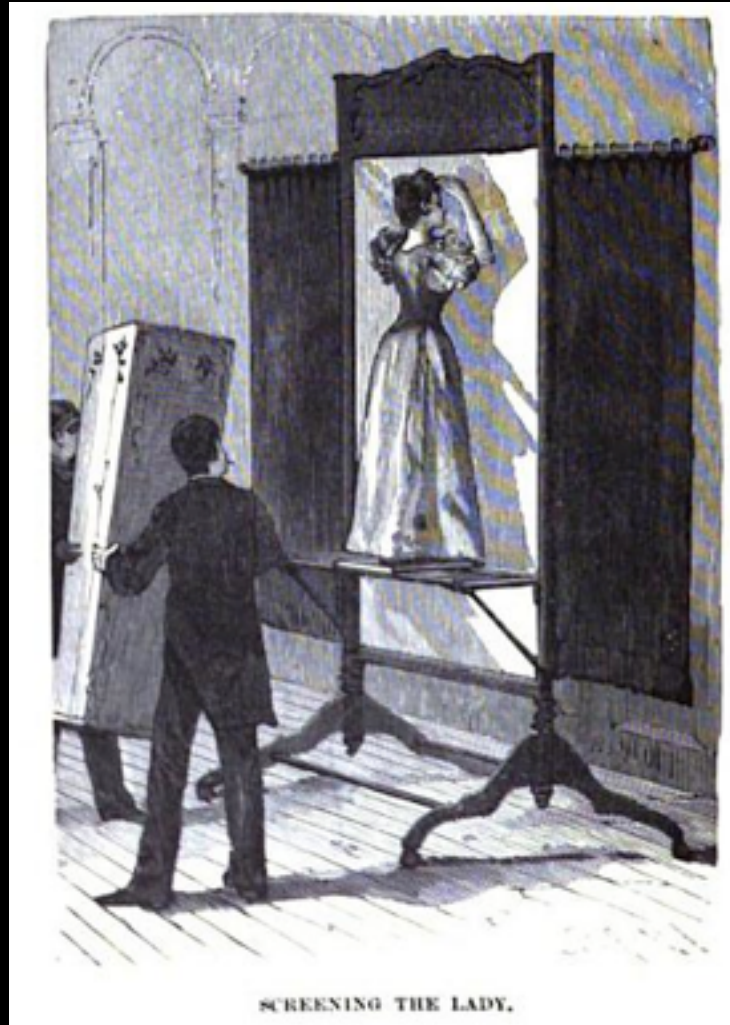
the performance  
overshadows the  
moments  
of a story

# This is an Illusion

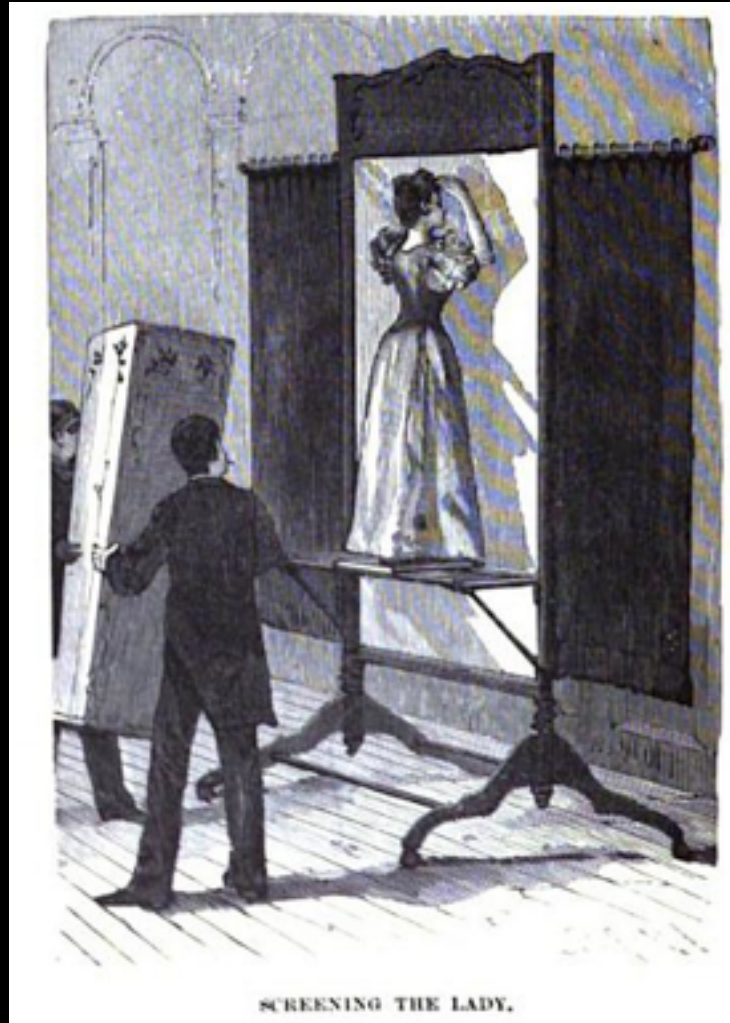




# This is an Illusion

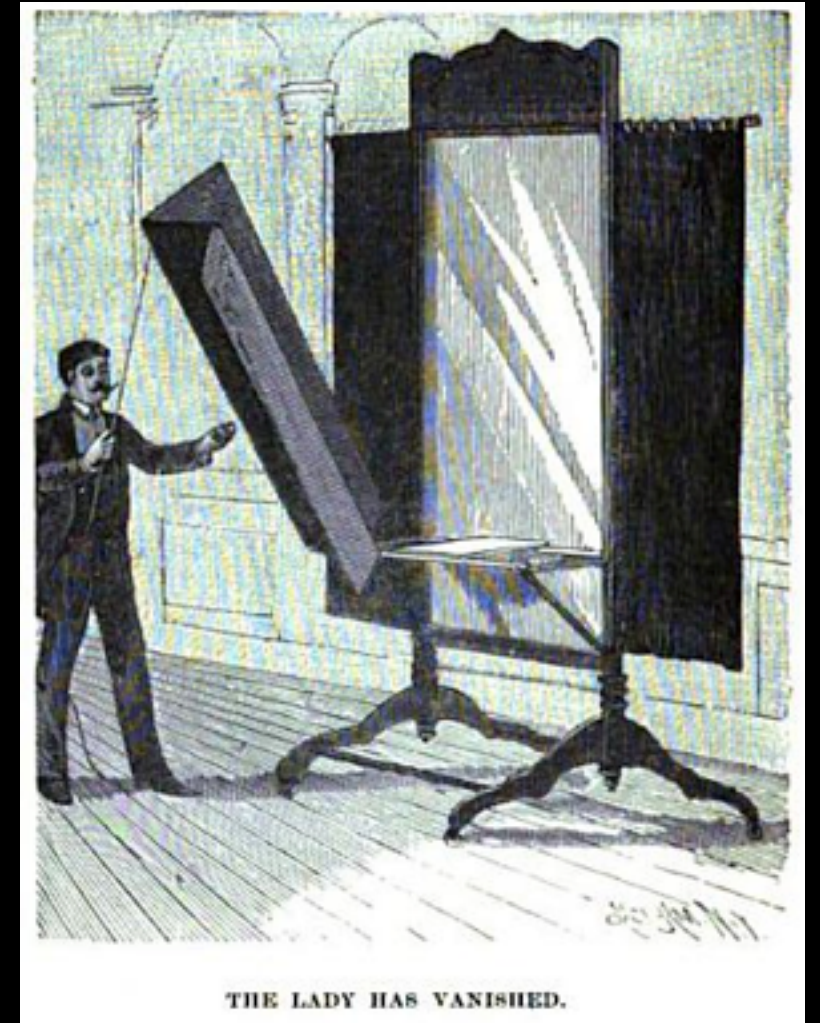


# This is an Illusion



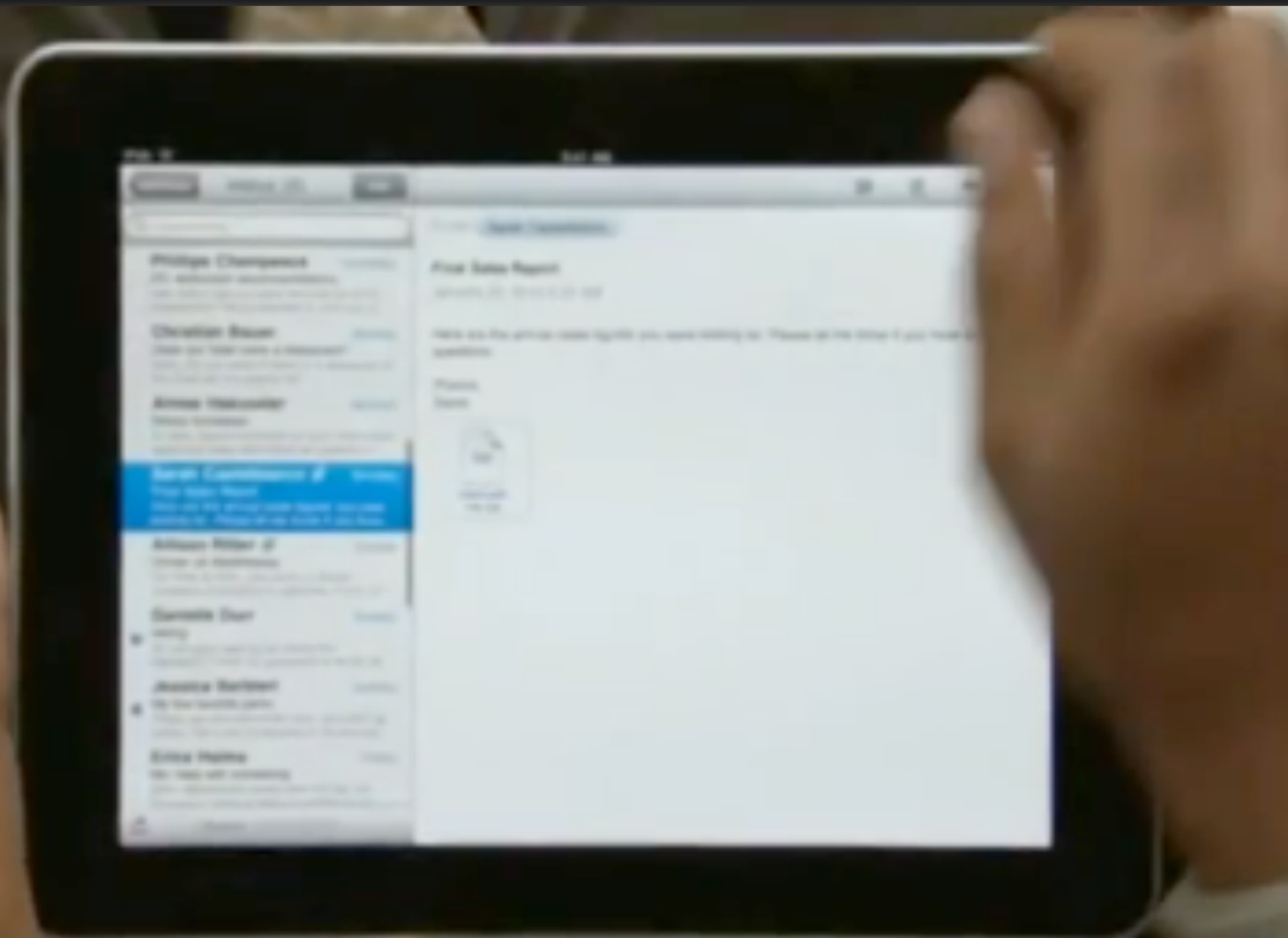
Magic is both in  
the **details** and in  
the **performance**.

- Dariel Fitzkee

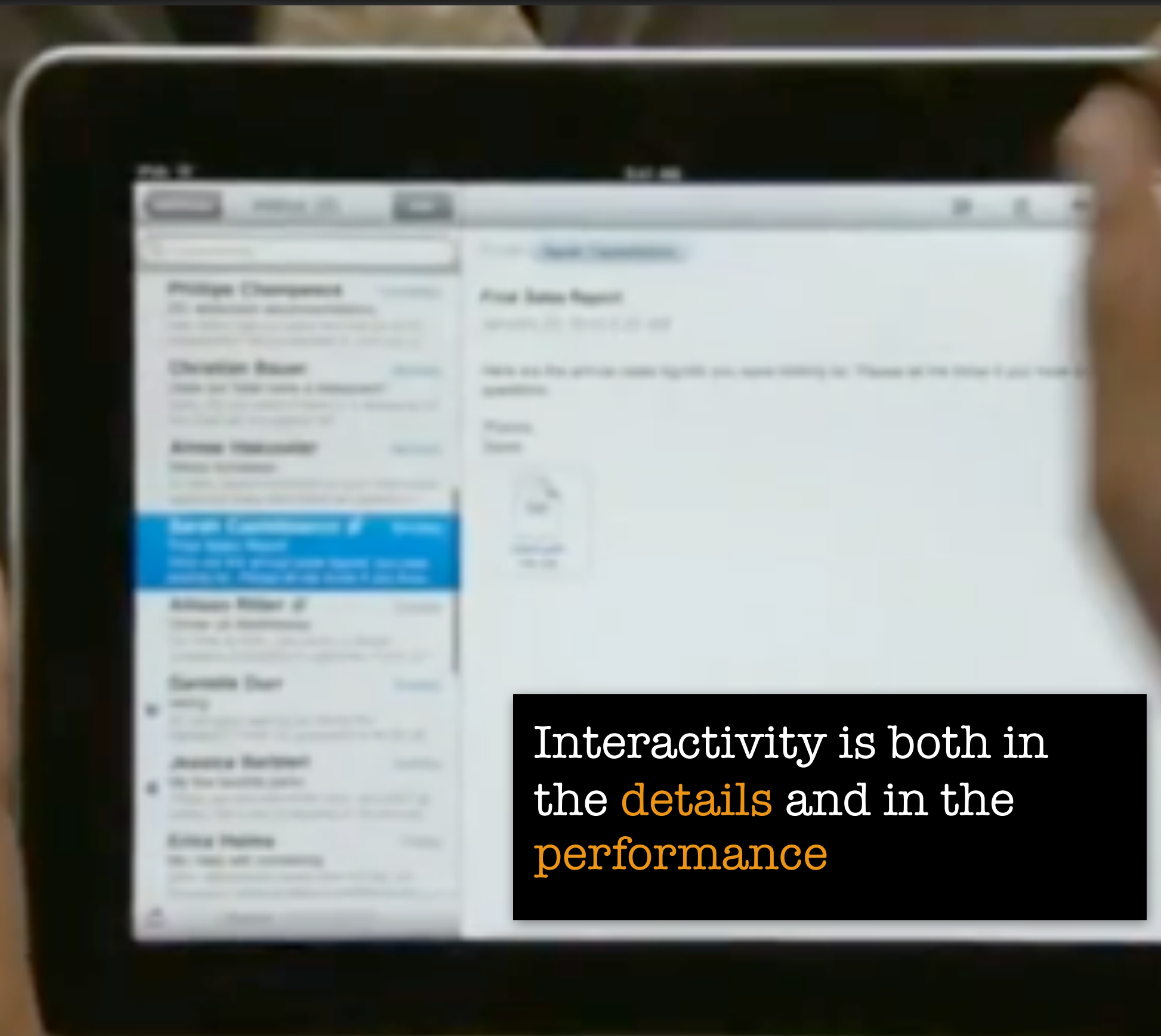




# This is also an Illusion



# This is also an Illusion



Interactivity is both in  
the **details** and in the  
**performance**

# This is also an Illusion

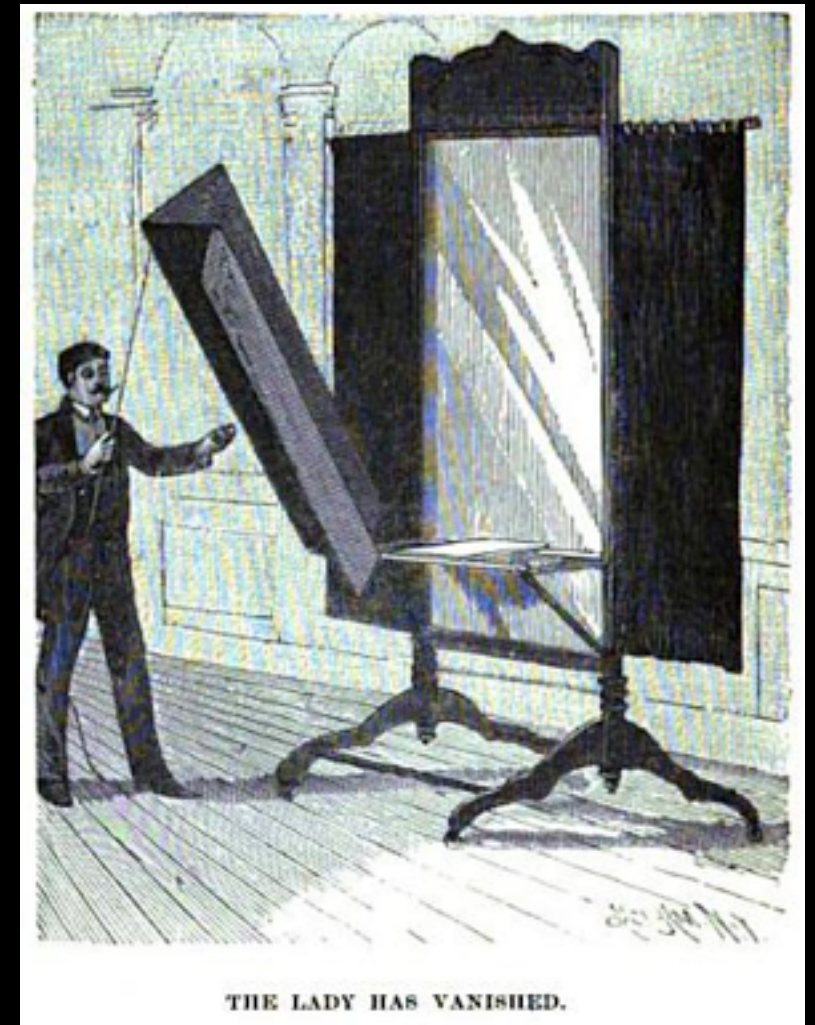
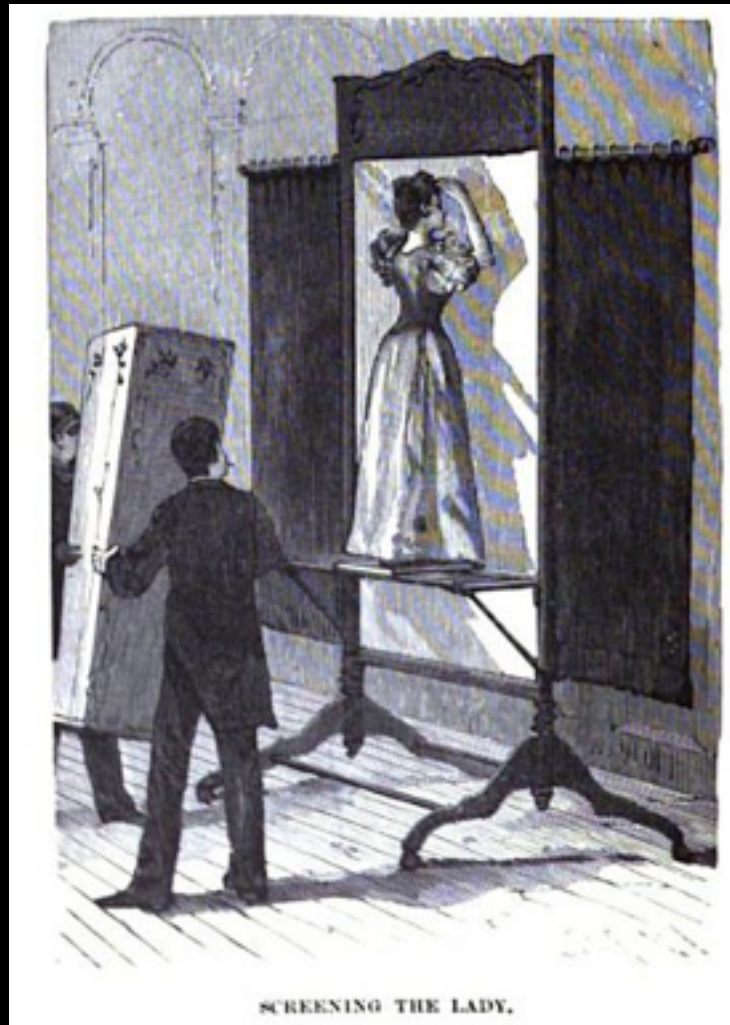
David Smith (Xerox) dubbed  
the Xerox Star interface the  
**user illusion**

- Alan Kay

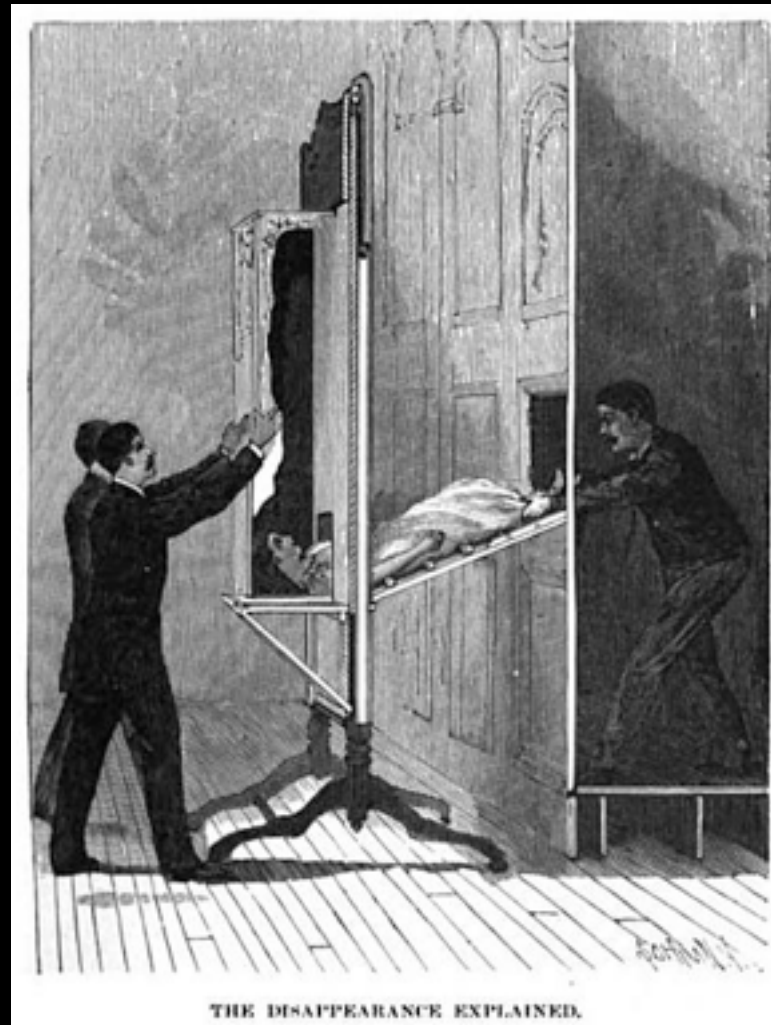
Interactivity is both in  
the **details** and in the  
**performance**



# Delicacy of an Illusion



# Delicacy of an Illusion



The slightest mistake would destroy an illusion. Each moment matters.

Key principle for effective illusions: **attention to detail**

-Fitzkee





interesting moments.  
opportunities for  
engaging with the user  
throughout an  
interaction.

details & performance  
of an illusion.

# 3 principles

for designing interesting moments

# 1. Keep the moments lightweight







# Editing Moments



inline editing. [flickr.com](https://www.flickr.com/photos/cannon-squaredcircle2/)

# Editing Moments



inline editing. flickr.com

## Interesting Moments:

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



# Editing Moments



inline editing. flickr.com

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# Editing Moments



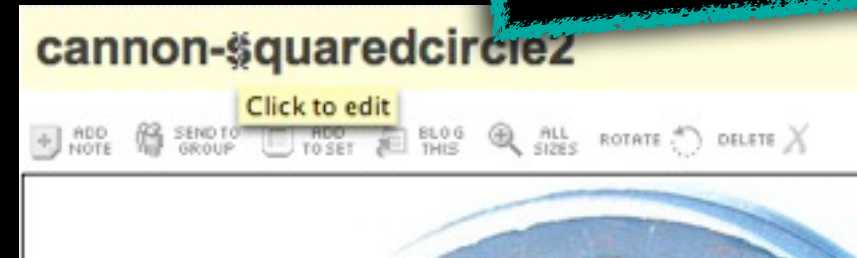
inline editing. flickr.com

## Interesting Moments:

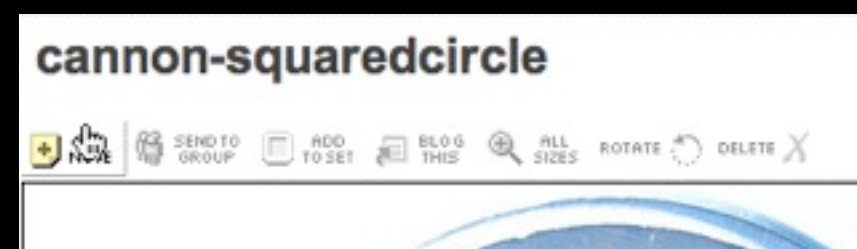
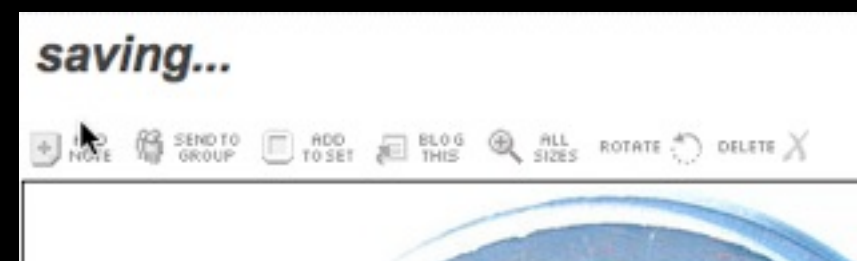
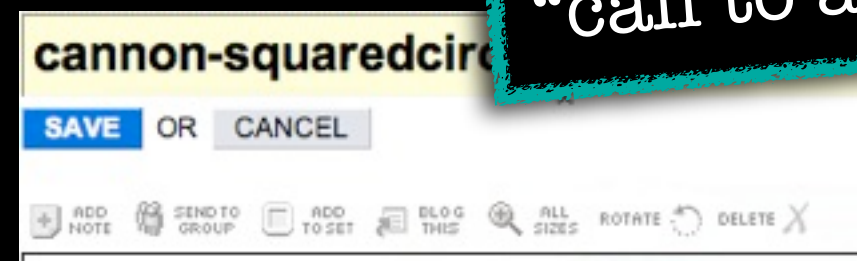
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



Pay attention to discoverability



Use a clear "call to action"



# Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

# Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone



# Activation/Deactivation Moments

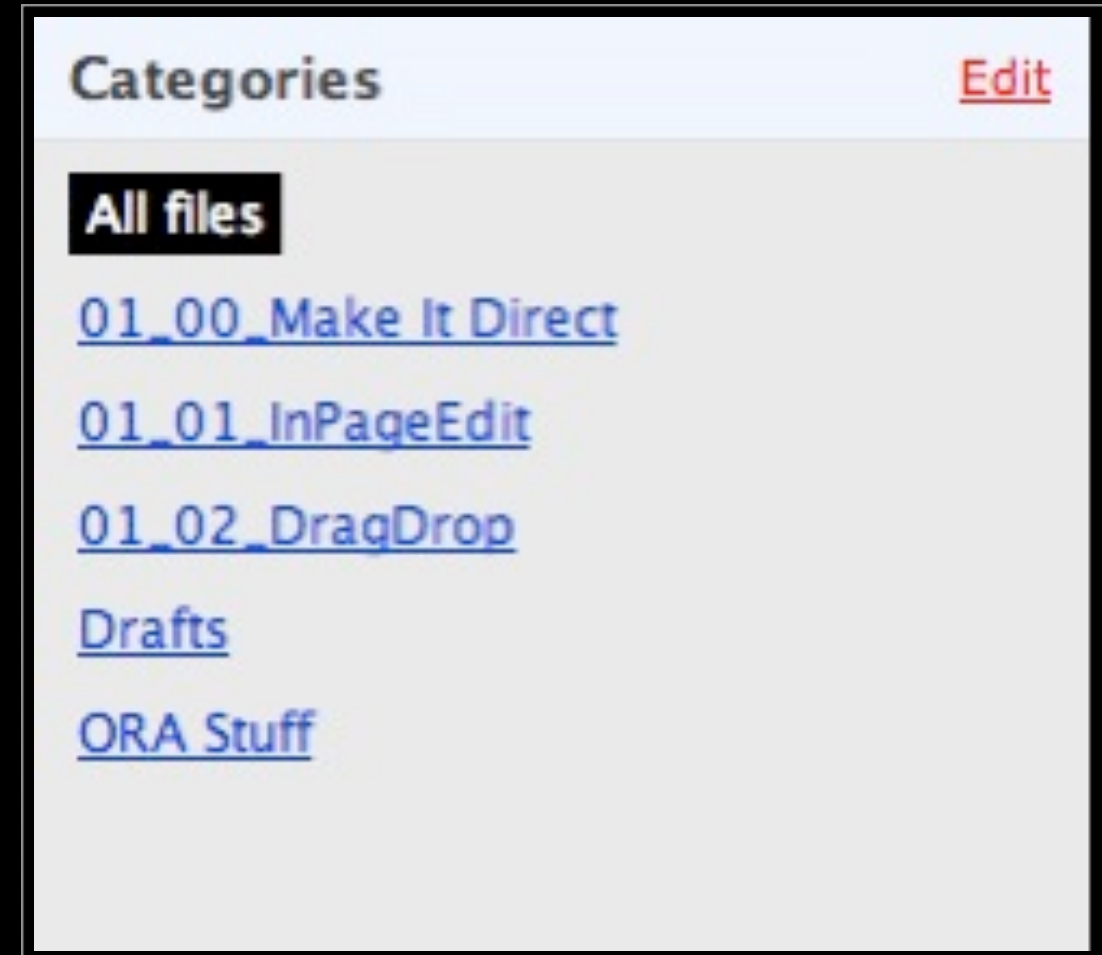


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anti-pattern. non-symmetrical. iphone

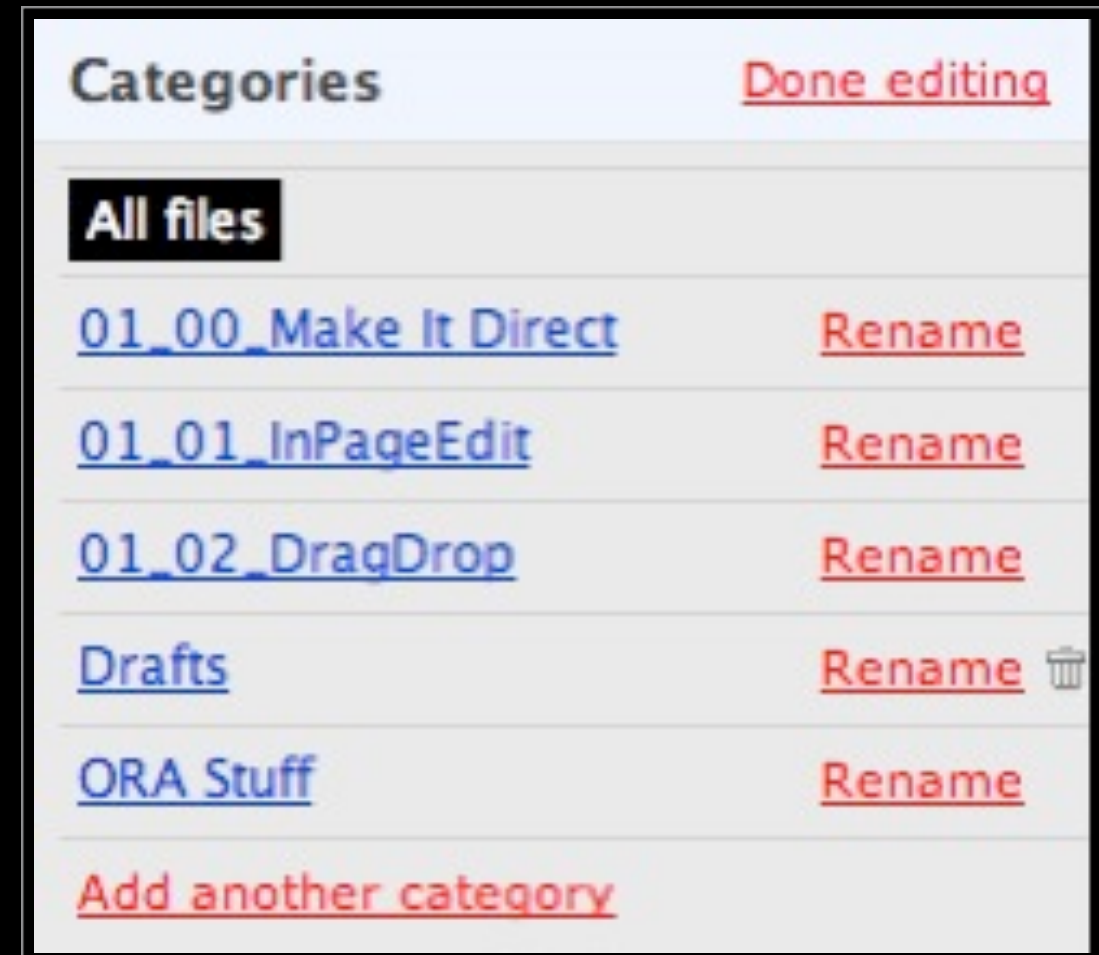


symmetrical interaction. basecamp

# Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

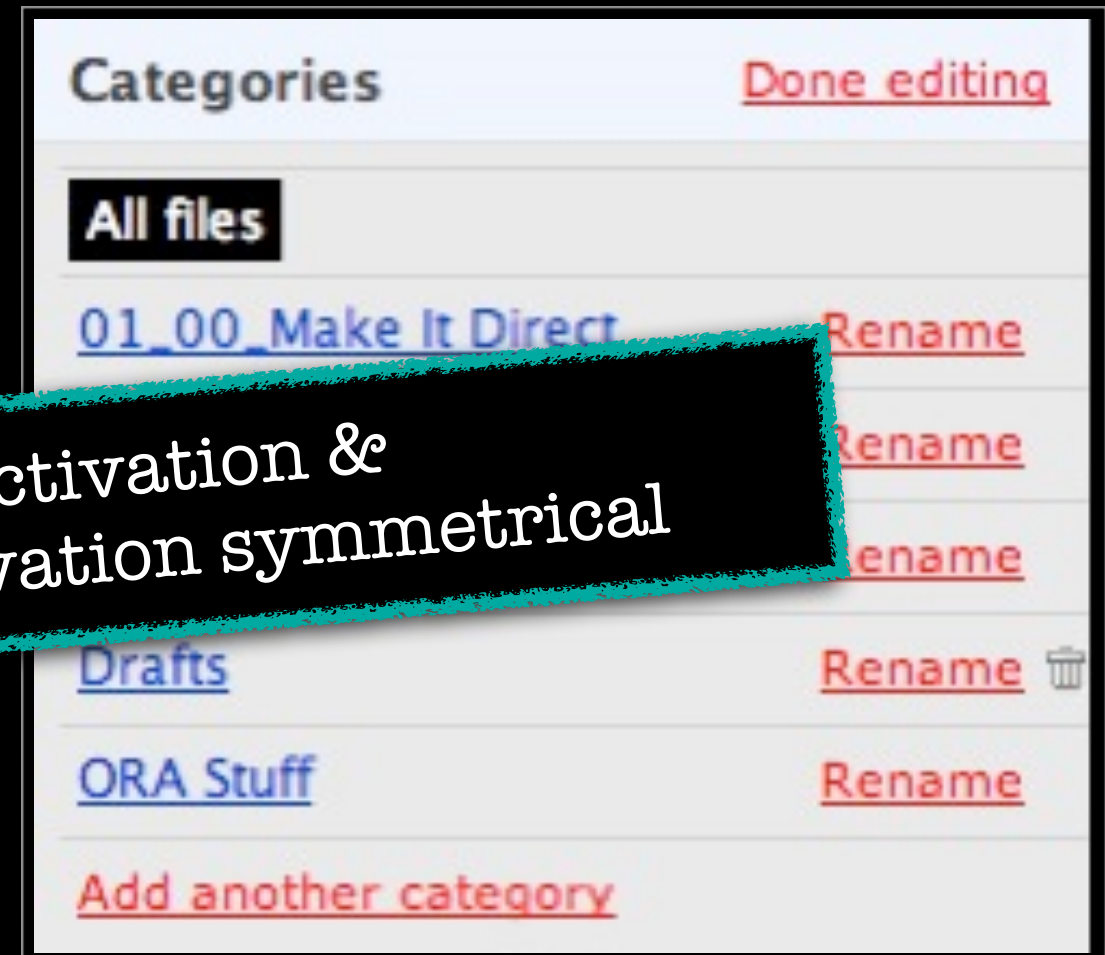


symmetrical interaction. basecamp

# Activation/Deactivation Moments



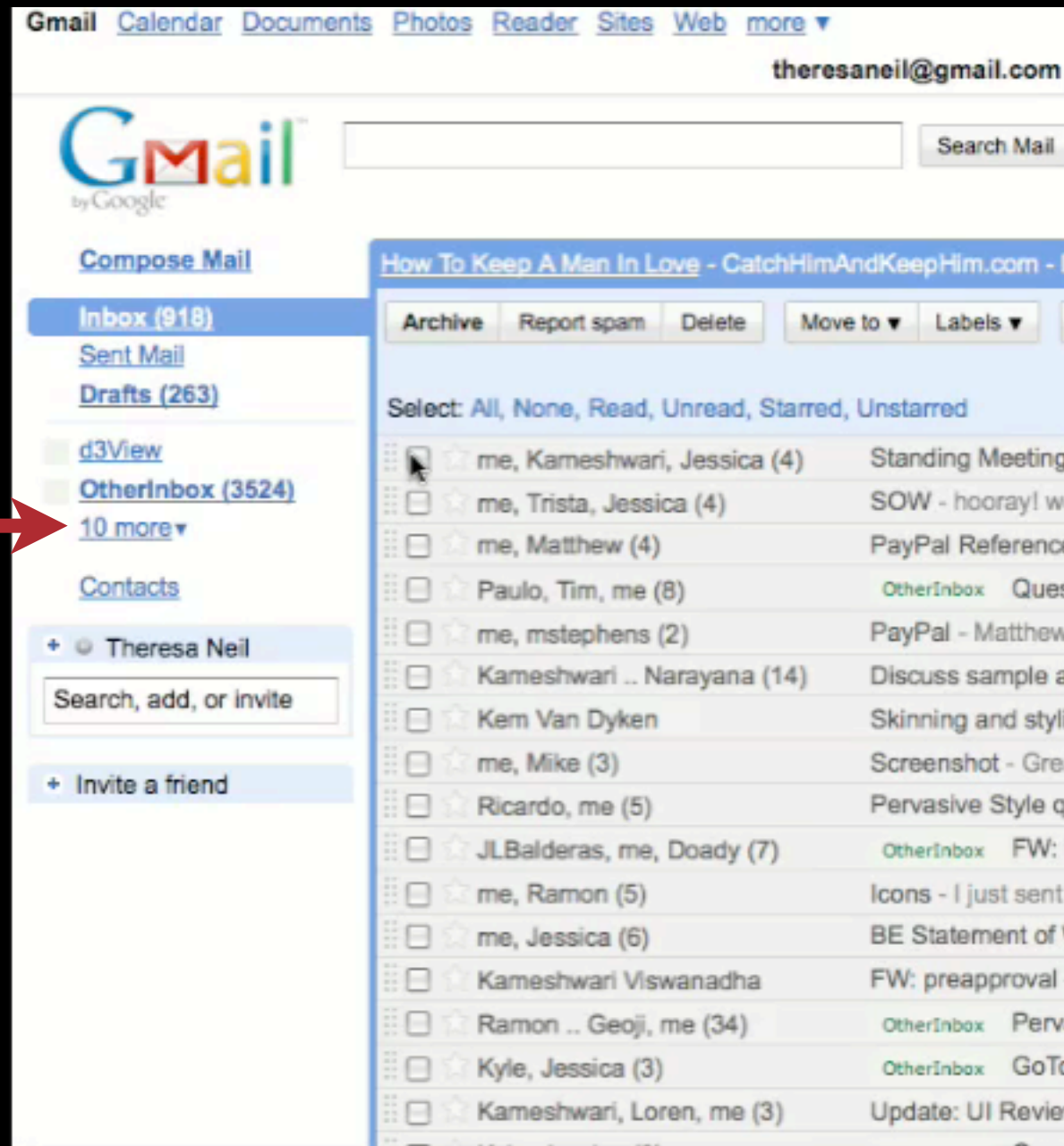
anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

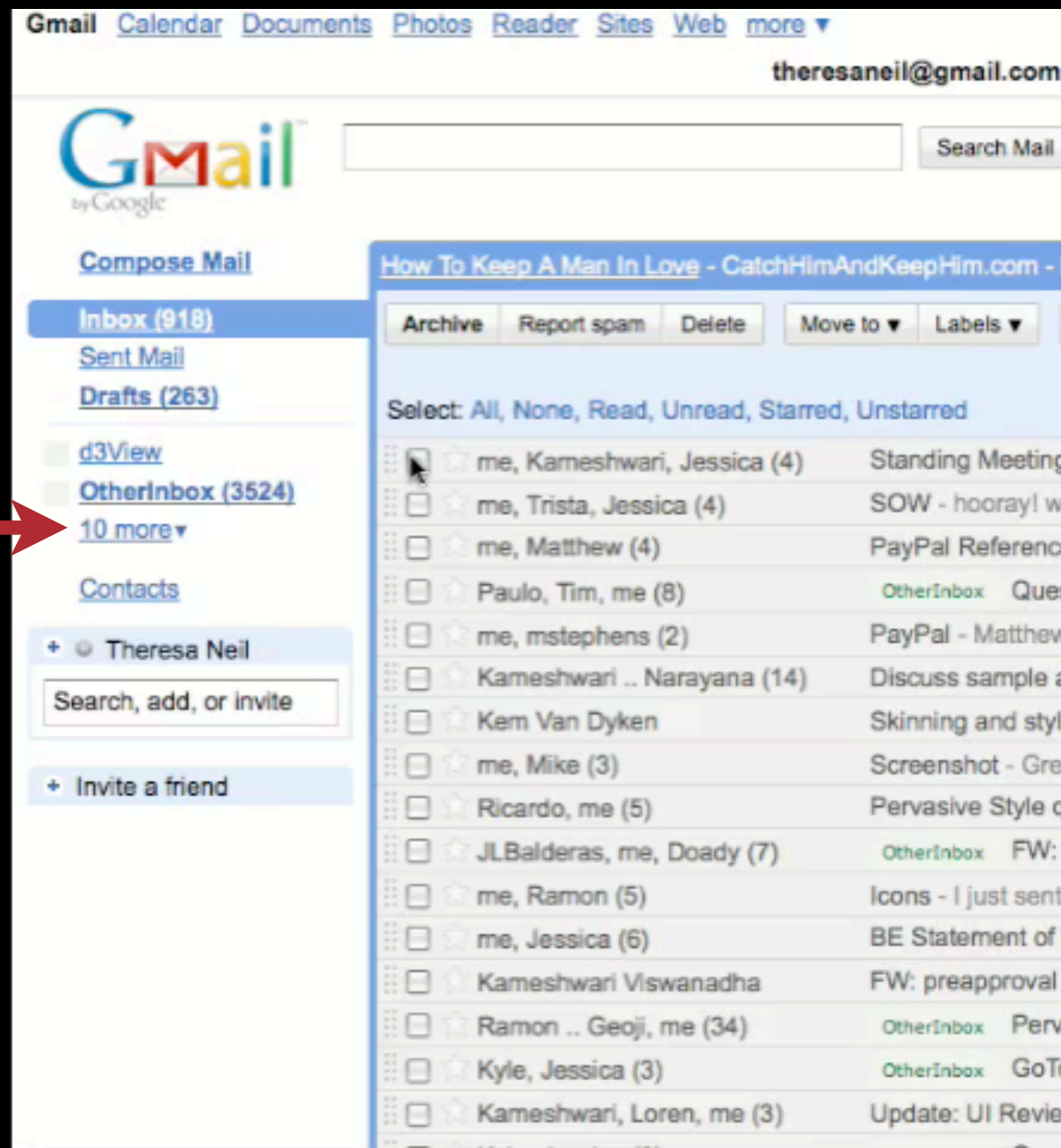


# Drag & Drop Moments



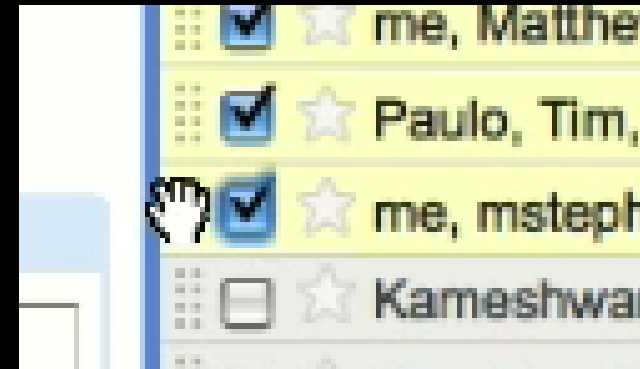
drag and drop. gmail

# Drag & Drop Moments

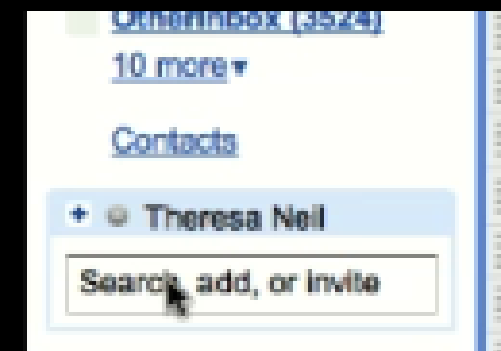
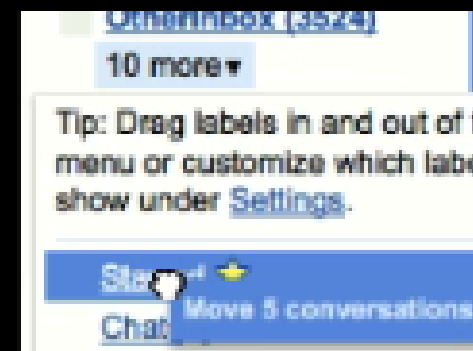


drag and drop. gmail

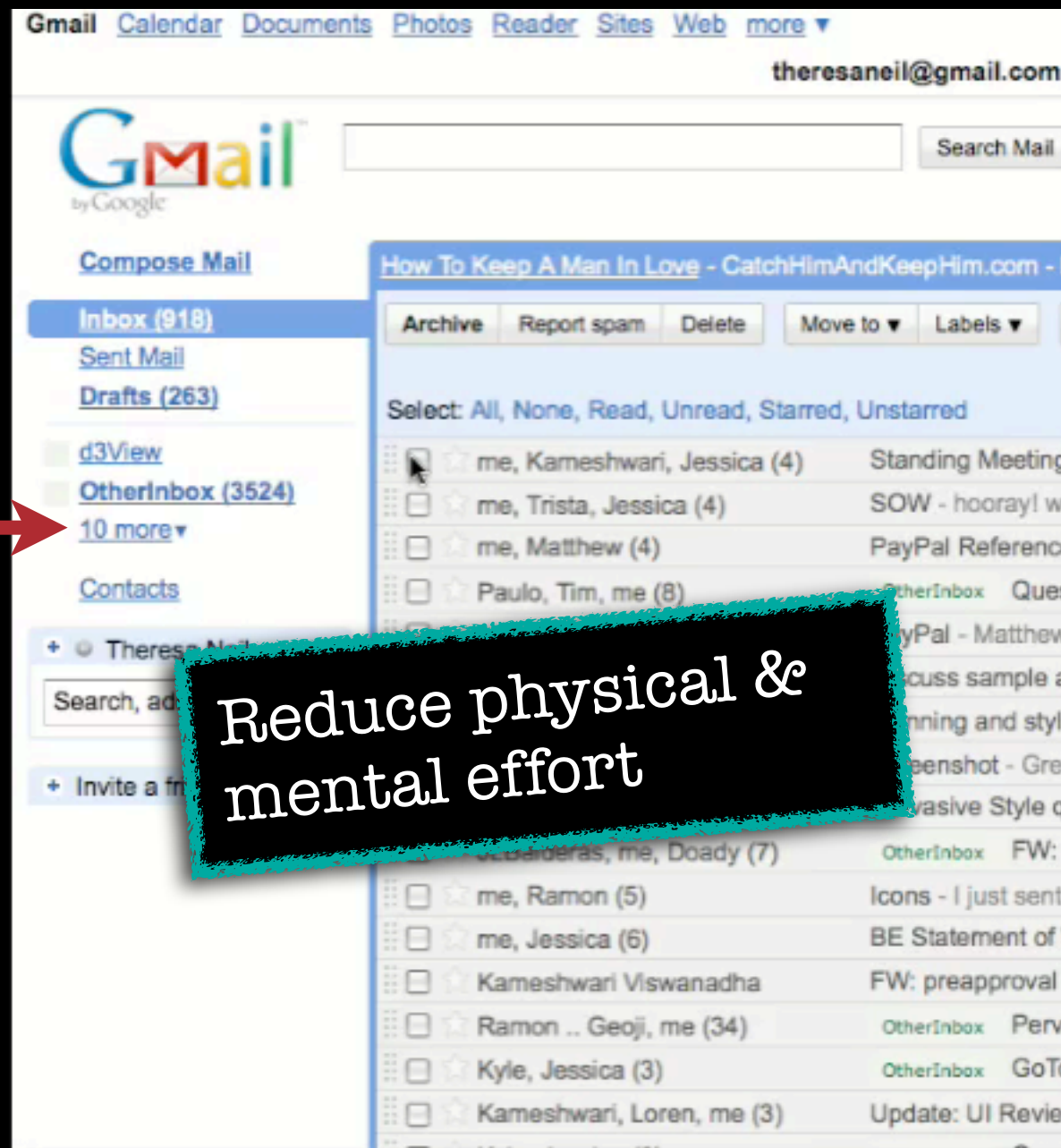
Mouse hover & initiation  
Anti-pattern: Tiny Targets



Drop accepted  
What happened?  
Collapses immediately.

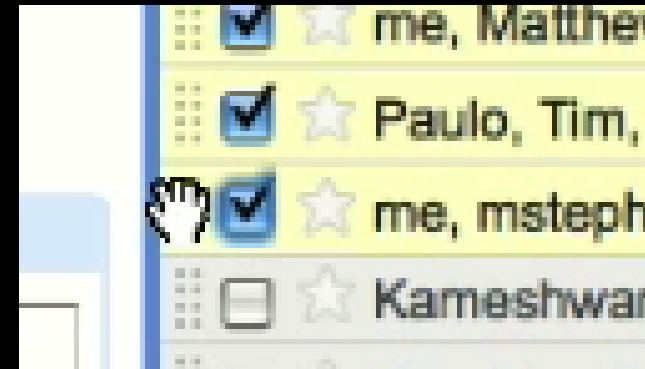


# Drag & Drop Moments

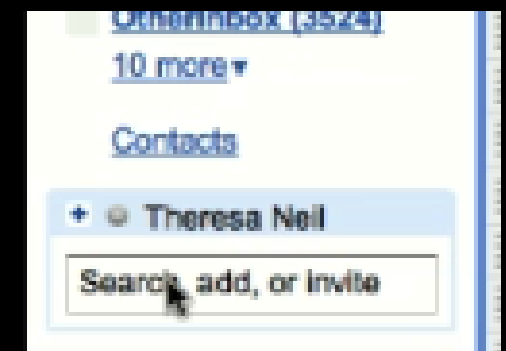
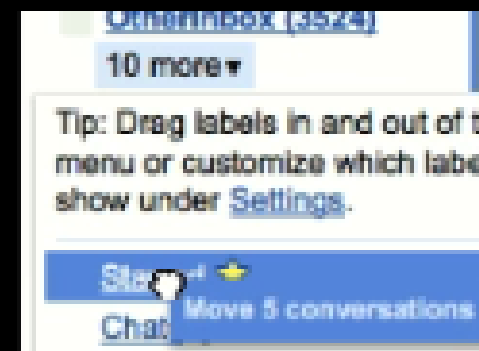


drag and drop. gmail

Mouse hover & initiation  
Anti-pattern: Tiny Targets



Drop accepted  
What happened?  
Collapses immediately.



# Artificial Moments

Home Locator

SEARCH HERE

Select an Area

**FILTERS**

Price Range: 71K - 5M

Bedrooms: 1 to 5 or more

Bathrooms: 1 to 5 or more

Minimum Footage: 500

Amenities: Pool, Walk-In Closets, Laundry, Fireplace

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$188,000	968	3	1	1
\$215,000	7700	2	1	1
\$170,000	912	2	2	2
\$190,000	933	2	2	1
\$545,000	1098	2	4	1
\$5,880,000	3658	6	3	1
\$931,000	1313	4	2	2
\$2,290,000	2680	3	4	2
\$823,000	1318	3	3	1
\$986,000	1459	3	3	2
\$715,000	1158	3	2	1
\$807,000	1118	2	2	1
\$983,000	1379	4	3	1
\$450,000	1018	2	2	1
\$435,000	1100	4	2	2

**DESP VERR FAVORITEN HIER**  
You have 1 properties in your favorites

Property Information Pictures



# Artificial Moments

Home Locator

SEARCH HERE

Select an Area

**FILTERS**

Price Range: 71K - 5M

Bedrooms: 1 to 5 or more

Bathrooms: 1 to 5 or more

Minimum Postage: 100

Amendments: Paid, With 15 Days, Laundry, Pet-friendly

Search Favorites


Price	Sq. Ft.	Bedrooms	Baths	Stories
\$188,000	968	3	1	1
\$215,000	7700	2	1	1
\$170,000	912	2	2	2
\$190,000	933	2	2	1
\$545,000	1098	2	4	1
\$5,000,000	3658	6	3	1
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\$715,000	1358	3	2	1
\$607,000	1118	2	2	1
\$983,000	1379	4	3	1
\$450,000	1018	2	2	1
\$435,000	1100	4	2	2

**DESP VERR FRUGITEN HERE**  
You have 1 properties in your favorites

Property Information


Pictures

# Artificial Moments



Home Locator

SEARCH HERE



Select an Area

**FILTERS**

Price Range: 71K - 5M

Bedrooms: Any 2 or more

Minimum Postage: 500


Amendments: Paid, With 15 Days, Laundry, Pet-friendly

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	968	3	1	1
\$215,000	7700	2	1	1
\$170,000	912	2	2	2
\$190,000	933	2	2	1
\$545,000	1098	2	4	1
\$5,000,000	3658	6	3	1
\$921,000	1318	3	3	1
\$86,000	1453	3	3	2
\$715,000	1358	3	2	1
\$617,000	1118	2	2	1
\$863,000	1378	4	3	1
\$430,000	1018	2	2	1
\$935,000	1338	4	2	2
\$925,000	1335	4	2	2

**DEEP VEEB FRUGITEN HERE**

You have 2 properties in your favorites

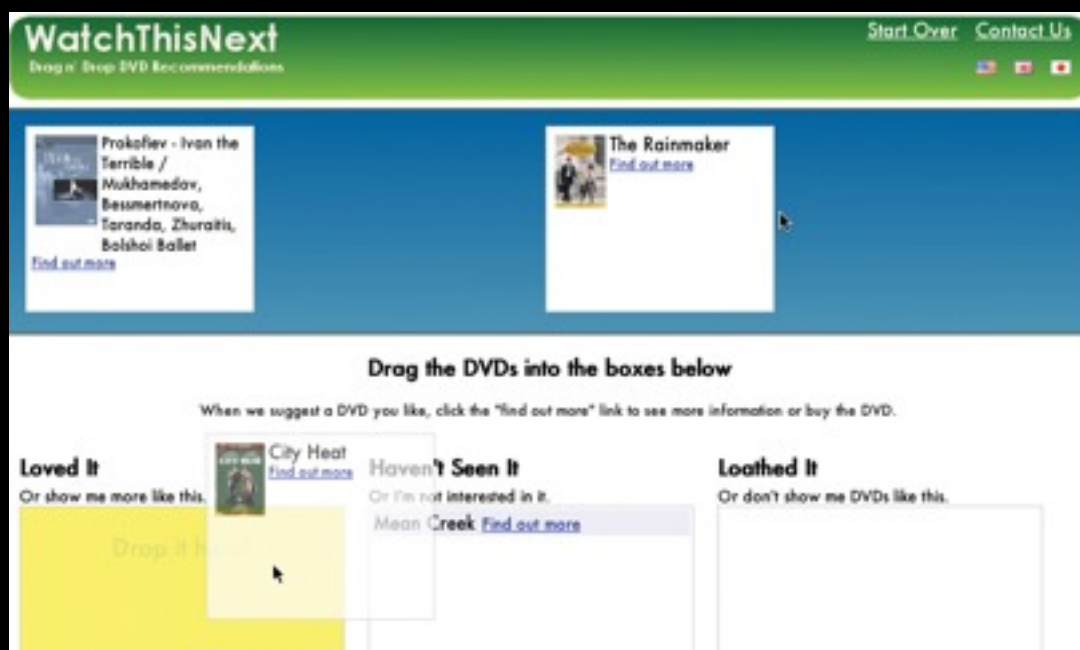
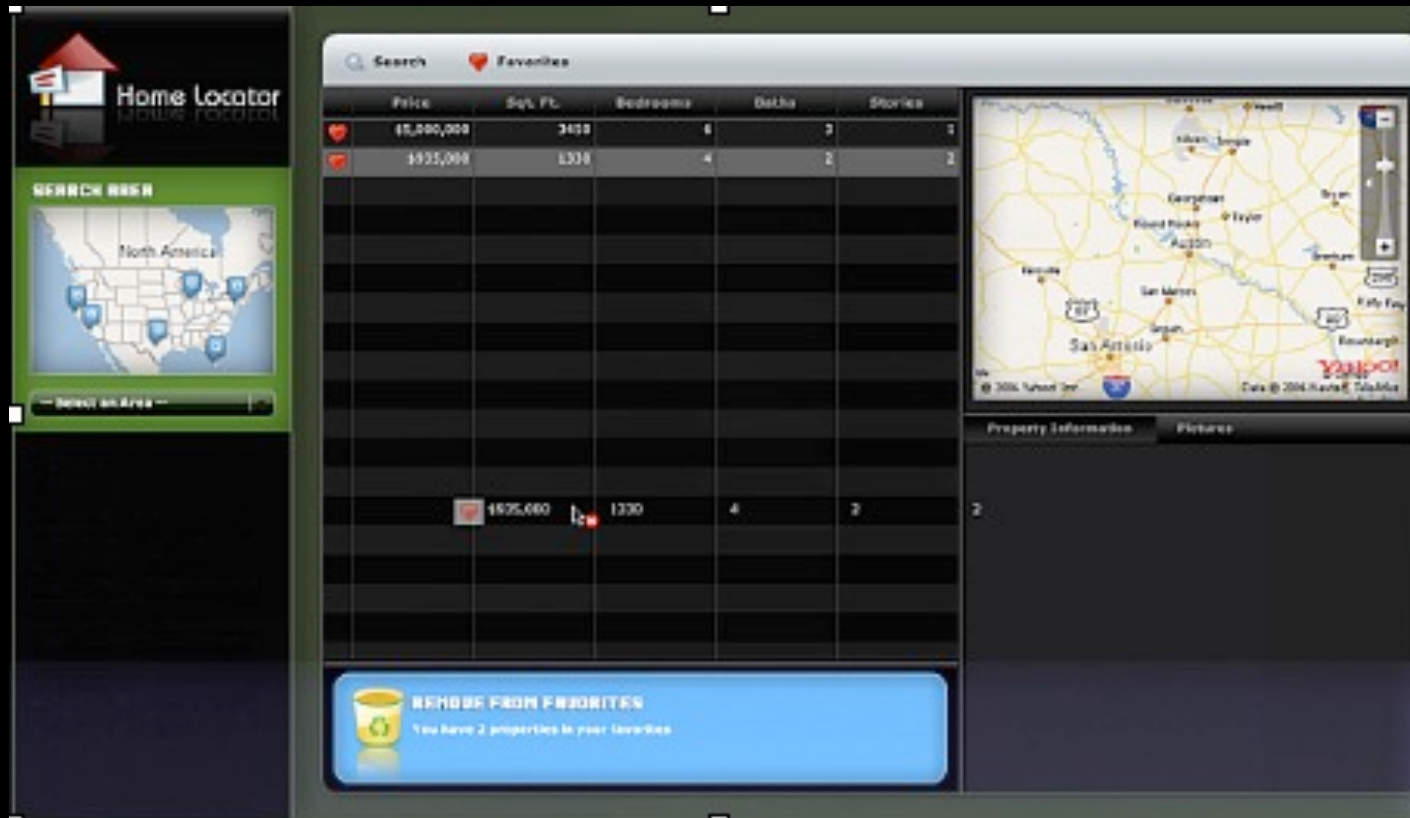


Property Information

Pictures

[illegible]

# Artificial Moments



anti-pattern. artificial construct.



# Artificial Moments

**Home Locator**

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$5,500,000	3450	6	3	1
\$535,000	1330	4	2	2

REMOVE FROM FAVORITES  
You have 2 properties in your favorites

**WatchThisNext**  
Drag & Drop DVD Recommendations

Start Over Contact Us

Prokofiev - Ivan the Terrible / Mukhamedov, Besmertnova, Taranda, Zhuravsk, Bolshoi Ballet  
[find out more](#)

The Rainmaker  
[find out more](#)

Drag the DVDs into the boxes below

When we suggest a DVD you like, click the "find out more" link to see more information or buy the DVD.

**Loved It**  
Or show me more like this.

**Haven't Seen It**  
Or I'm not interested in it.

**Loathed It**  
Or don't show me DVDs like this.

Drop it here

anti-pattern. artificial construct.

**Classics**

**Recommendations**

**High Plains Drifter**  
★★★★★  
Not Interested  
Add  
Amid shoot-outs and existentialism, a mysterious stranger (Clint Eastwood, who also directs) is hired to protect a small town from outlaws. But his recipe for defense could be a deal with the devil, and soon, even the enigmatic gunslinger's ... [Read More](#)

**The Great Escape**  
★★★★★  
Not Interested  
Add  
Director John Sturges's Oscar-nominated adventure classic follows the true tale of a group-escape attempt from one of Germany's toughest prisoner-of-war camps. Hundreds of Allied POWs join Roger "Big X" Bartlett (Richard Attenborough), Danny "The ... [Read More](#)

[More Recommendations >](#)

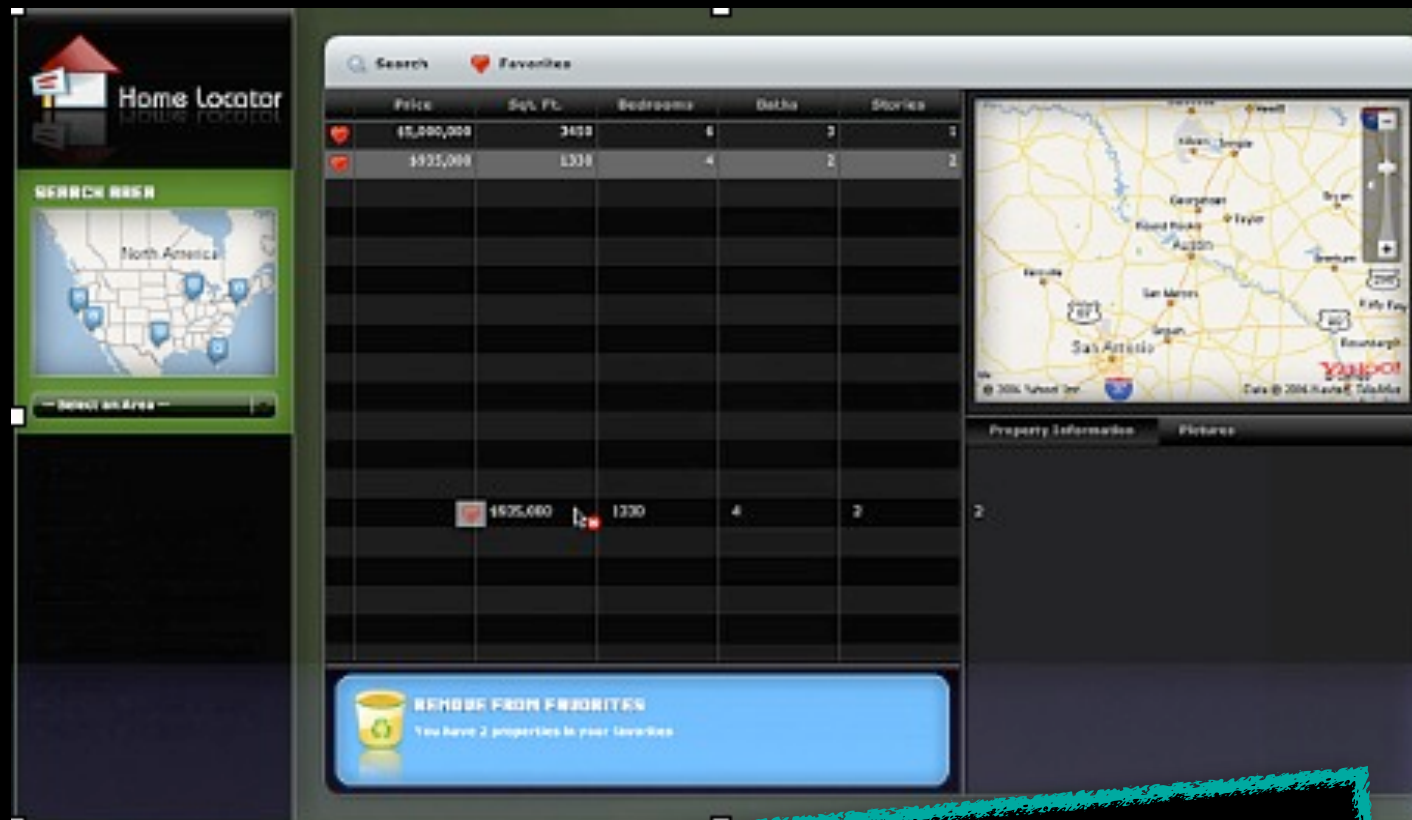
**Featured Sub**  
**CLASSIC CO**

**Dick Jane**  
Add  
Jane, two up-a  
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name for it. Bu  
his lucrative jo  
[Read More](#)

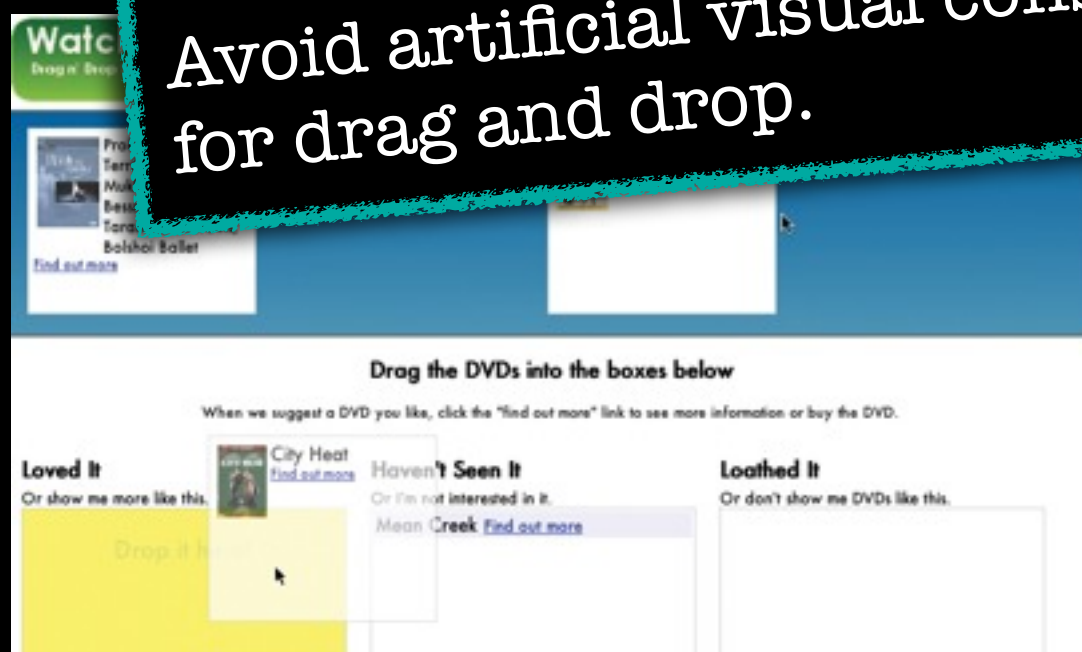
**Life Brian**  
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the life and tim  
Perhaps the m

rate an object. netflix.com

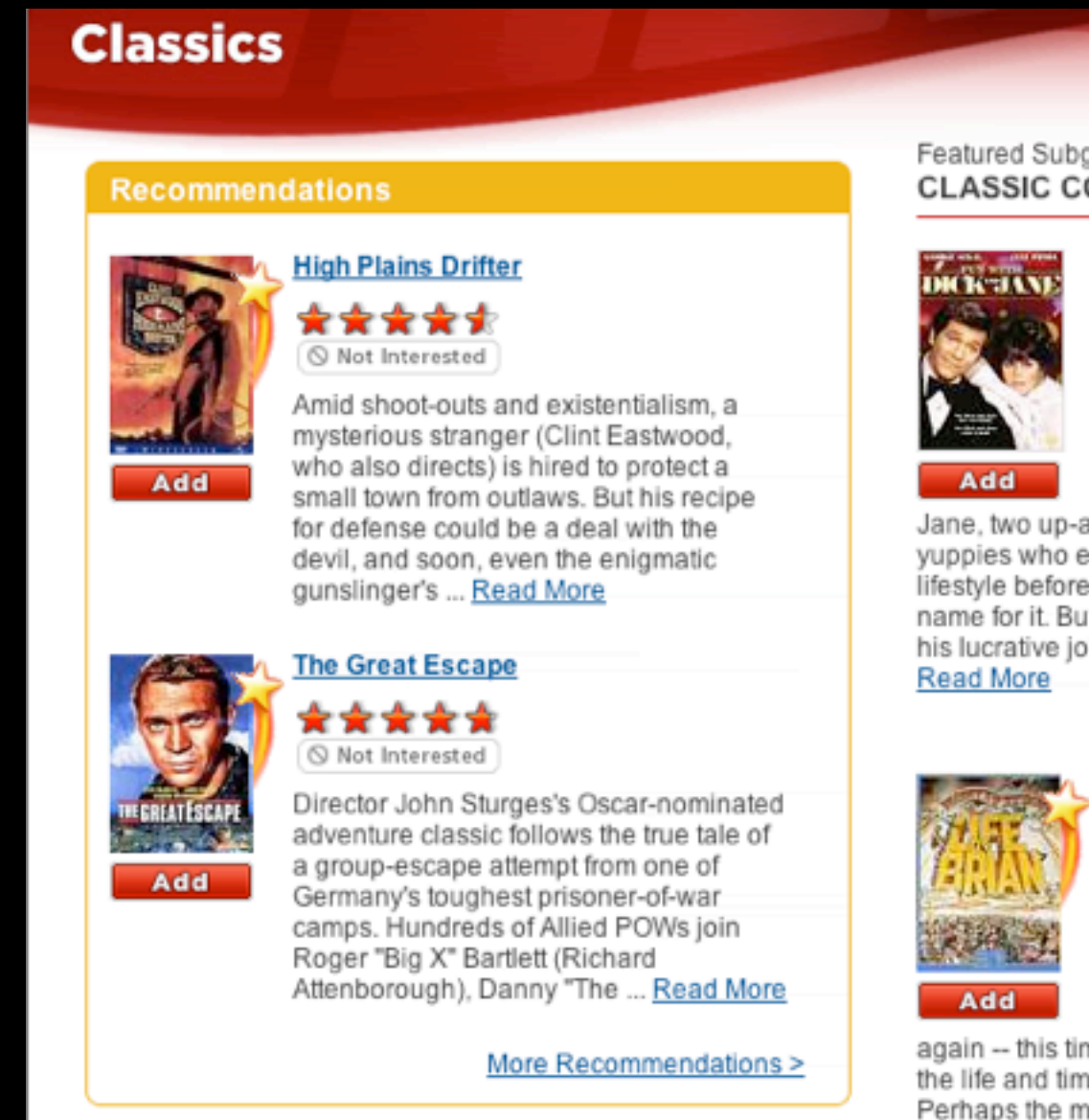
# Artificial Moments



Avoid artificial visual constructs for drag and drop.



anti-pattern. artificial construct.



rate an object. netflix.com



digg



# Unnecessary Moments

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

## **IBM, AMD, Sony boost chip speeds by 24%**

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

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

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



# Unnecessary Moments

**+1 digs added story**

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

[<< back to previous page](#)

original digg site. digg.com 1.0

# Unnecessary Moments

**+1 digs added story**  
Begin to earn credit for your digs - [more info](#)

[<< back to previous page](#)

original digg site. digg.com 1.0

180  
digs

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

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



digg it

 25 Comments

 Share

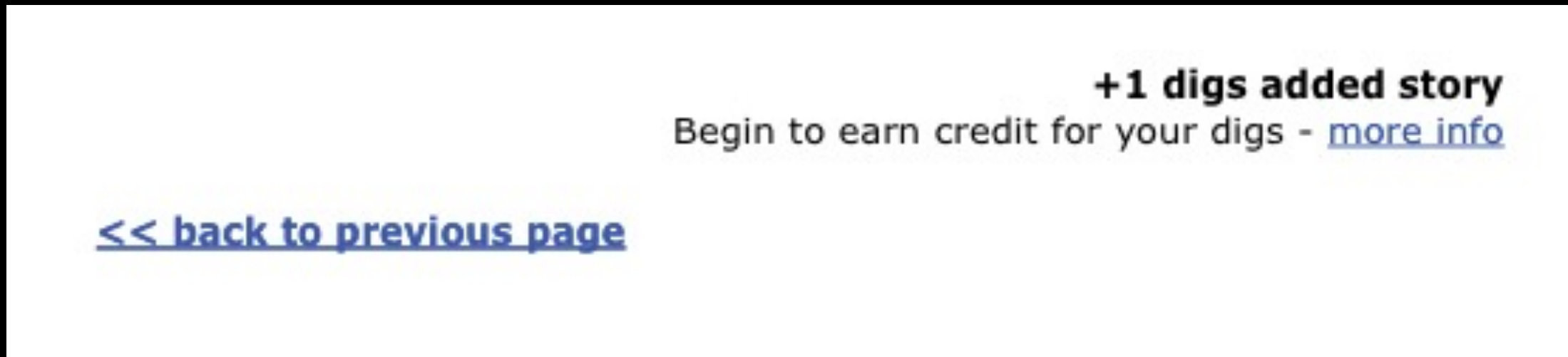
 Bury



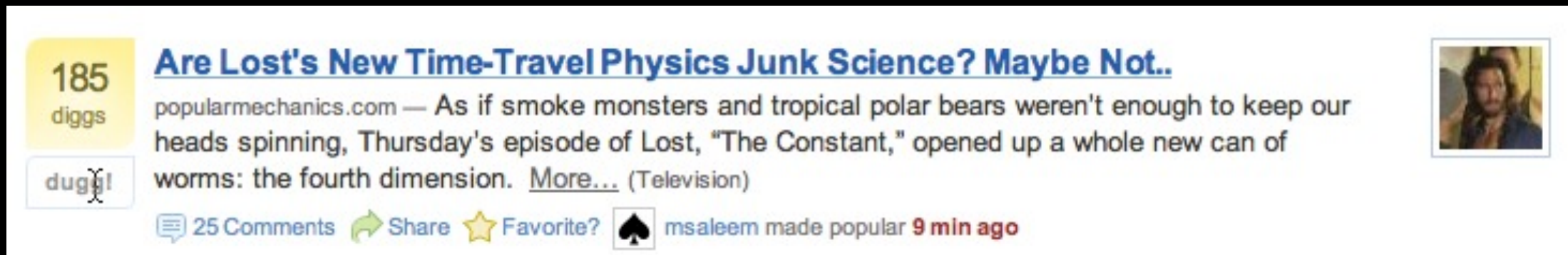
msaleem made popular 9 min ago

in-page action. digg.com

# Unnecessary Moments

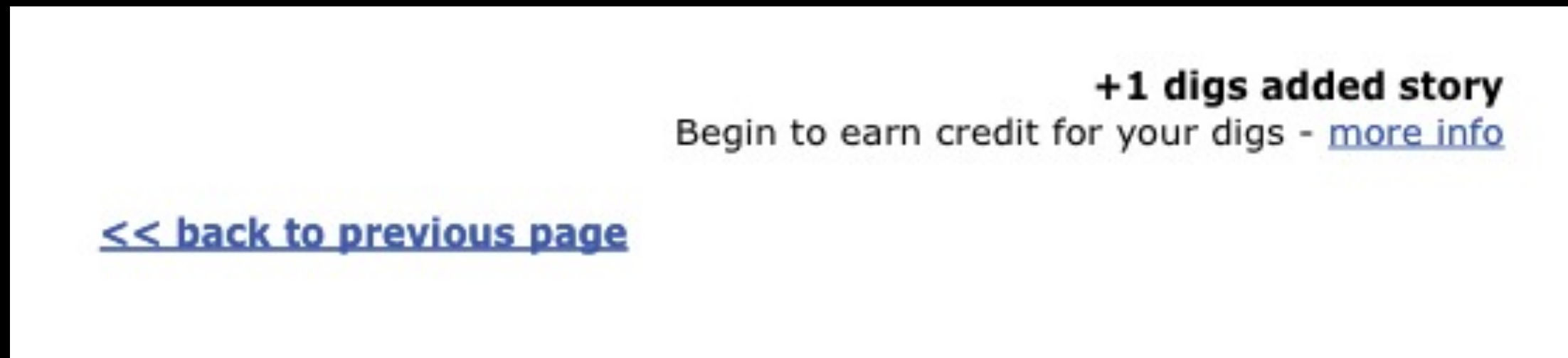


original digg site. [digg.com](#) 1.0



in-page action. [digg.com](#)

# Unnecessary Moments



original digg site. digg.com 1.0



in-page action. digg.com



# Unnecessary Moments

Yelp Food brought to you by MGD 64



## Mi Tierra Foods

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

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

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



[Add Photos](#)

Price Range: \$

Good for Kids: Yes

Take-out: Yes

Outdoor Seating: No

Accepts Credit Cards: Yes

Attire: Casual

Takes Reservations: No

Waiter Service: No

Good for: Lunch

Parking: Street, Private Lot

Good for Groups: No

Delivery: No

Wheelchair Accessible: Yes

Alcohol: None

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

[First to Review](#)  [Amy J.](#)

[Send to Friend](#)

[Bookmark](#)

[Send to Phone](#)

[Write a Review](#)

[Print version](#)

# Unnecessary Moments

Yelp Food brought to you by MGD 64



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(510) 540-8946

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Take-out: Yes

Outdoor Seating: No

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

[Send to Friend](#)

[Bookmark](#)



[Add Photos](#)

Accepts Credit Cards: Yes

Attire: Casual

Parking: Street, Private Lot

Good for Groups: No

Quora

[Add Question](#)

### New Notification

[5 items](#) related to you.

- [Mark Wagner](#) is now following you. Show them your favorite content on Quora: [Share questions with Mark](#). 1:21pm
- [Santosh Rau](#) is now following you. 8:55am on Tuesday
- [Ayush Agarwal](#) is now following you. 11:36pm on Monday
- [Matthew Milan](#) is now following you. 8:04pm on Monday
- [Christian Crumlish](#) is now following you. 11:06am on Monday

[Follow](#)

[Follow](#)

[Follow](#)

[Follow](#)

[Follow](#)

[Clear New Notification](#)

anti-pattern. idiot box. yelp.com

# Unnecessary Moments

Yelp Food brought to you by MGD 64



## Mi Tierra Foods

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

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

2082 San Pablo Avenue

(between Addison

Berkeley, CA 9470

(510) 540-8946

Price Range: \$

Good for Kids: Yes

Take-out: Yes

Outdoor Seating: No

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

[Send to Friend](#)

[Bookmark](#)



[Add Photos](#)

Don't add unnecessary steps.

Accepts Credit Cards: Yes

Attire: Casual

Take-out: Yes

Wait

Good

Parking: Street, Private Lot

Good for Groups: No

Quora

[Add Question](#)

### New Notification

[5 items](#) related to you.

- [Mark Wagner](#) is now following you. Show them your favorite content on Quora: [Share questions with Mark](#). 1:21pm
- [Santosh Rau](#) is now following you. 8:55am on Tuesday
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[Follow](#)

[Follow](#)

[Follow](#)

[Follow](#)

[Follow](#)

[Clear New Notification](#)

anti-pattern. idiot box. yelp.com

# Heavy Moments

Be mindful of the “click weight.”

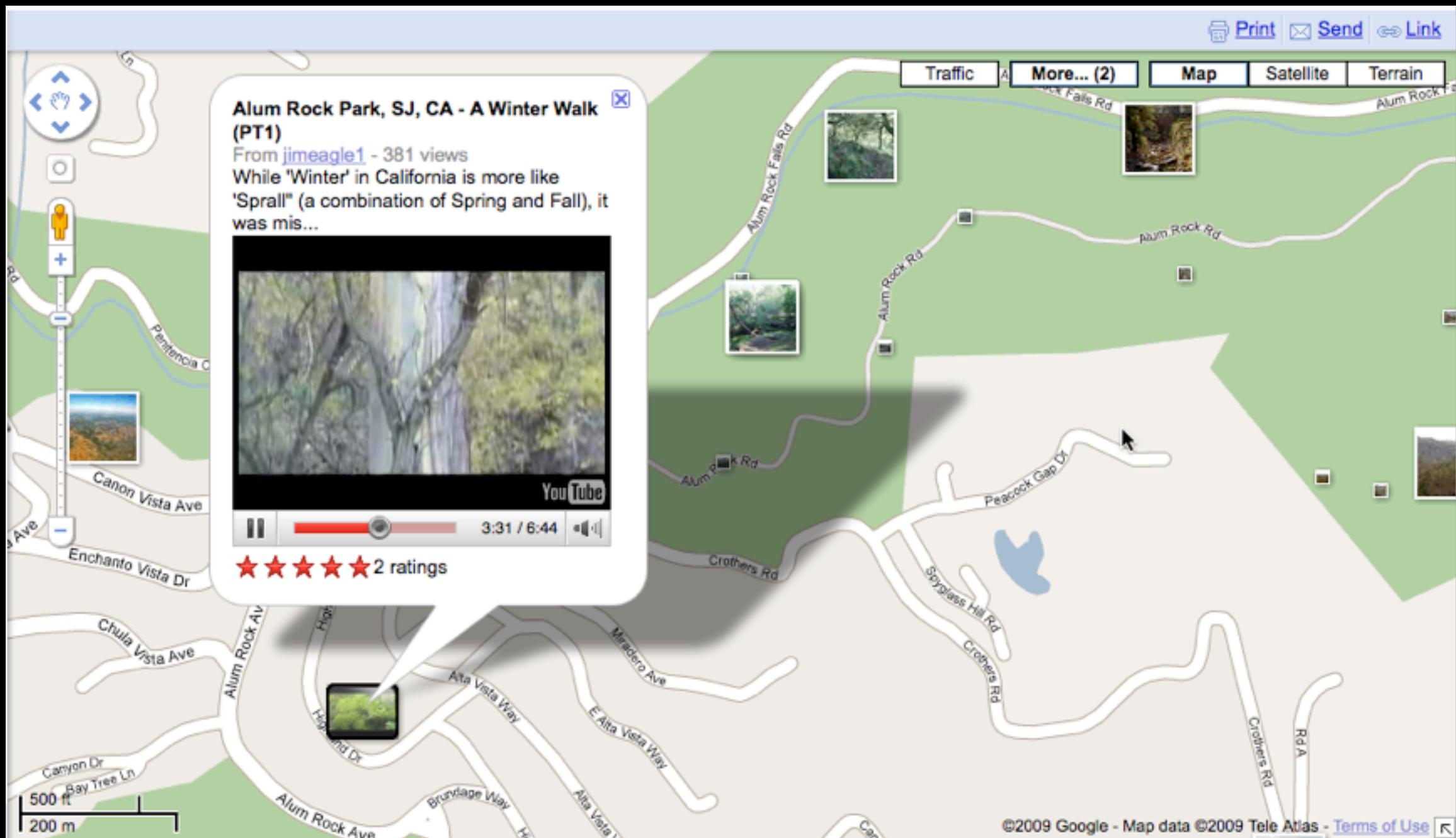


# Heavy Moments

Be mindful of the “click weight.”

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

# On Click Moments






google maps



# On Click Moments









# On Hover Moments



**SlexAxtion** Alex Sexton  by dalmaer  
Looks like @jeresig just pushed the jQuery 1.4.3 release:  
<http://bit.ly/jq143commit> - lovely.  
8 minutes ago

**toddsmithdesign** Todd Smith  
There are almost 30 hard drives in & around my tower right now. I think I have a problem.  
10 minutes ago

**udanium** Uday Gajendar   
Wow totally surprised by early bday celeb by Citrix design team :-)  
really made my day!! <http://yfrog.com/nadz7kj>  
14 minutes ago

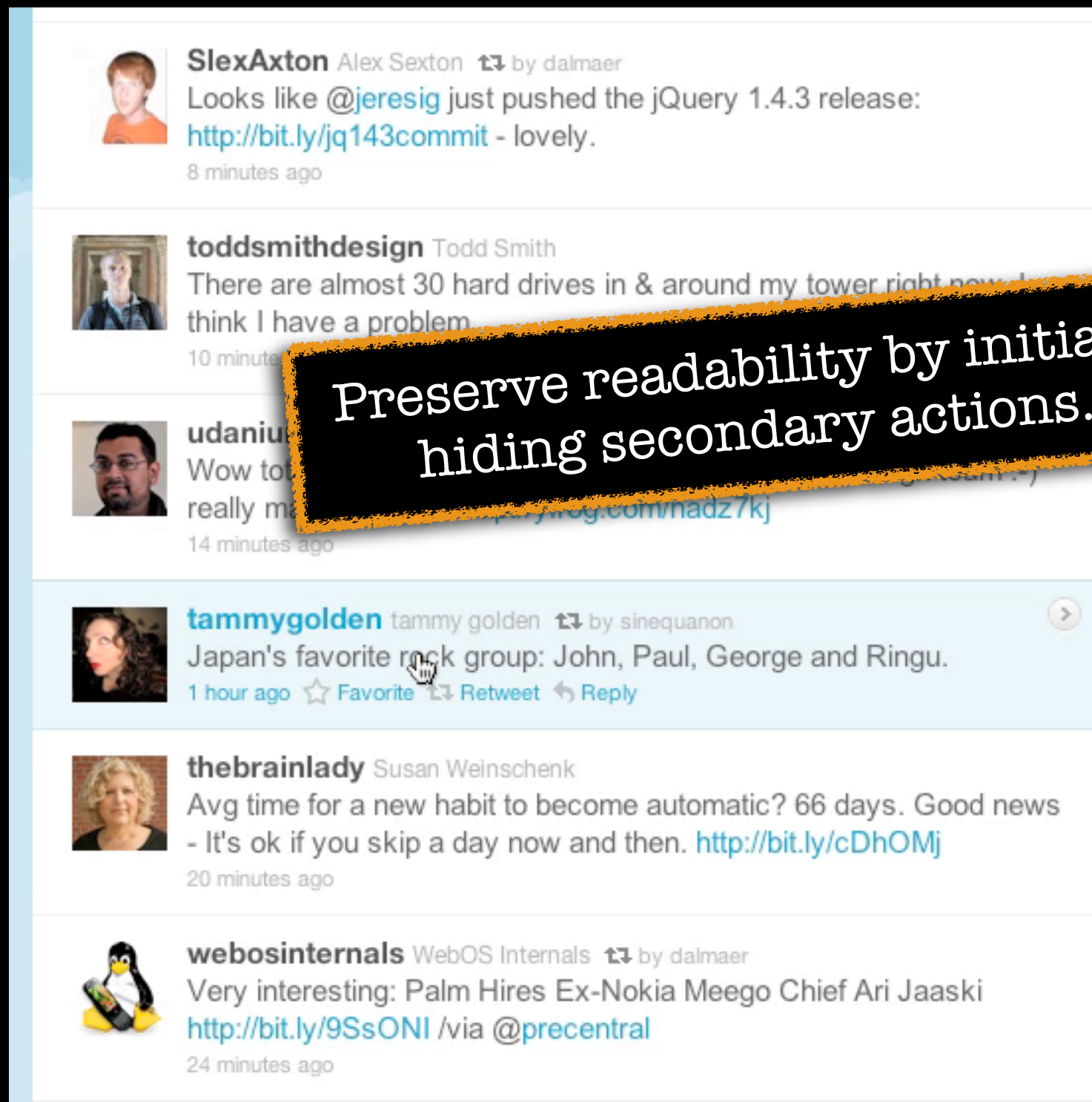
**tammygolden** tammy golden  by sinequanon  
Japan's favorite rock group: John, Paul, George and Ringu.  
1 hour ago ☆ Favorite  Retweet  Reply 

**thebrainlady** Susan Weinschenk  
Avg time for a new habit to become automatic? 66 days. Good news - It's ok if you skip a day now and then. <http://bit.ly/cDhOMj>  
20 minutes ago



**webosinternals** WebOS Internals  by dalmaer  
Very interesting: Palm Hires Ex-Nokia Meego Chief Ari Jaaski  
<http://bit.ly/9SsONI> /via @precentral  
24 minutes ago



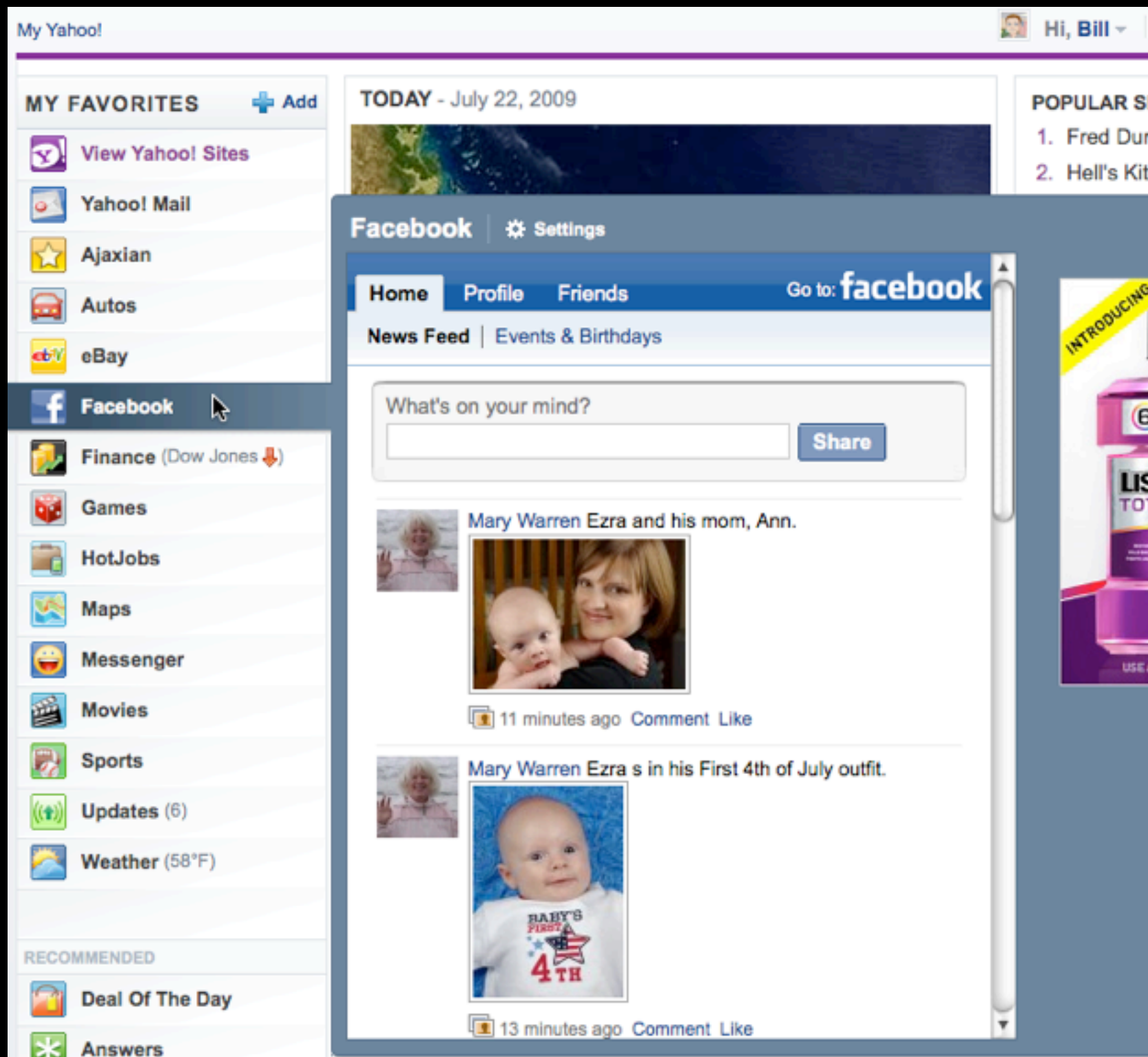
# On Hover Moments



The image shows a screenshot of a Twitter feed. A callout box with a black background and a yellow border is overlaid on the tweets, containing the text: "Preserve readability by initially hiding secondary actions." The callout box is tilted and has a hand cursor icon pointing to it. The tweets visible are:

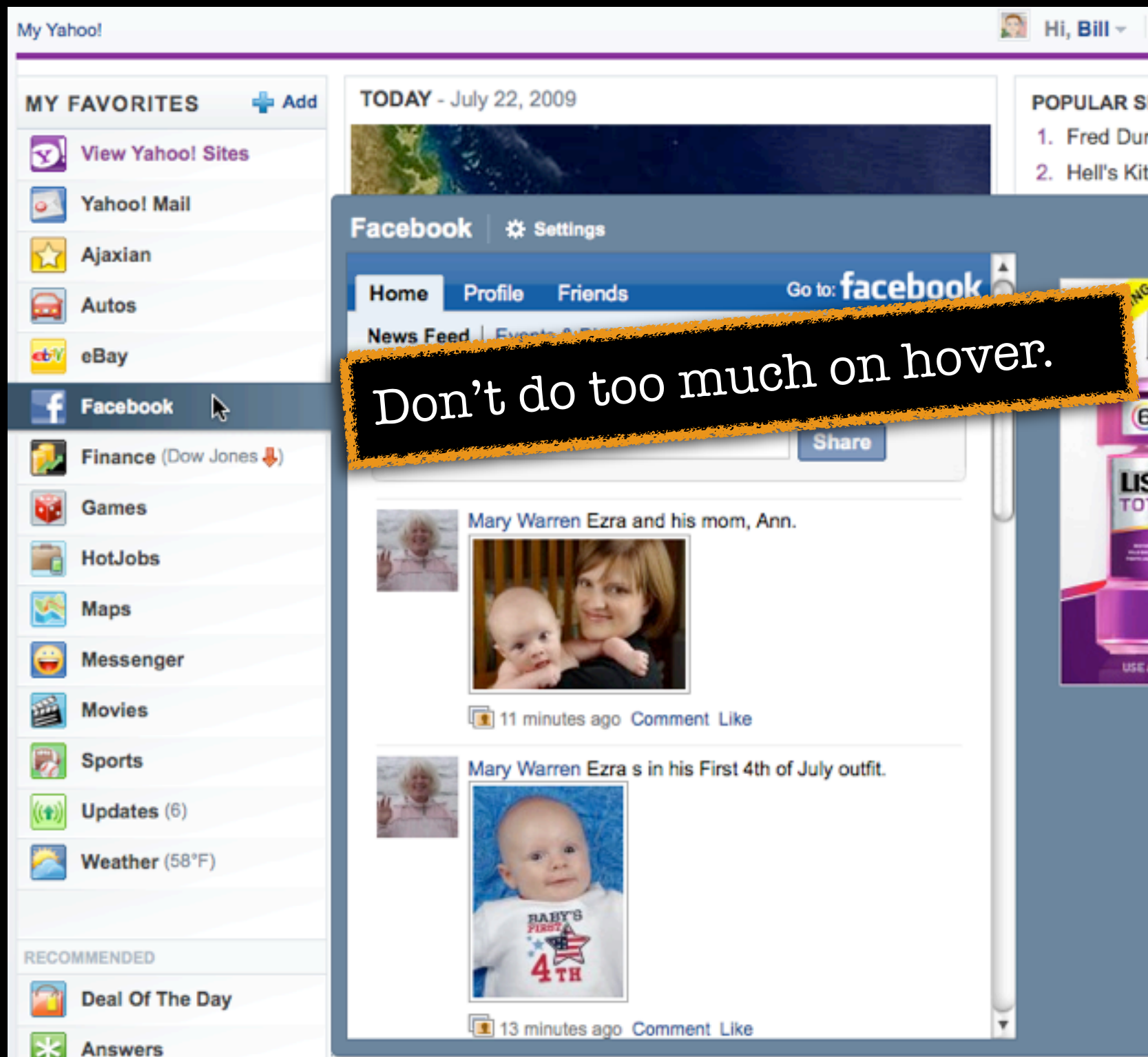
- SlexAxtion** Alex Sexton  by dalmaer  
Looks like @jeresig just pushed the jQuery 1.4.3 release:  
<http://bit.ly/jq143commit> - lovely.  
8 minutes ago
- toddsmithdesign** Todd Smith  
There are almost 30 hard drives in & around my tower right now. I think I have a problem.  
10 minutes ago
- udaniul**  
Wow too really m...  
14 minutes ago
- tammygolden** tammy golden  by sinequanon  
Japan's favorite rock group: John, Paul, George and Ringu.  
1 hour ago ☆ Favorite  Retweet  Reply
- thebrainlady** Susan Weinschenk  
Avg time for a new habit to become automatic? 66 days. Good news - It's ok if you skip a day now and then. <http://bit.ly/cDhOMj>  
20 minutes ago
- webosinternals** WebOS Internals  by dalmaer  
Very interesting: Palm Hires Ex-Nokia Meego Chief Ari Jaaski  
<http://bit.ly/9SsONI> /via @precentral  
24 minutes ago

# On Hover Moments

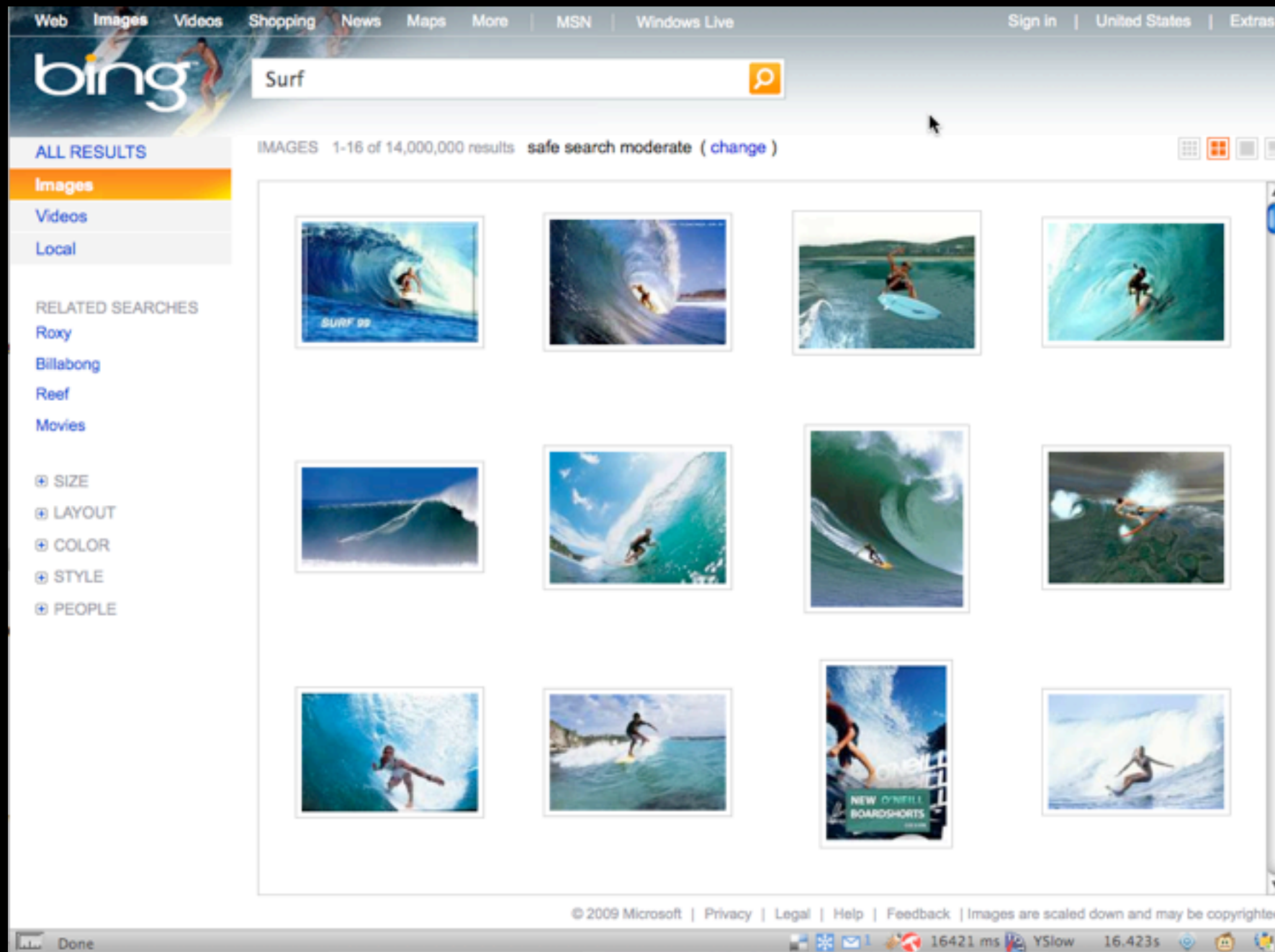


embedded application overlay - hover activated. yahoo.com 2009

# On Hover Moments



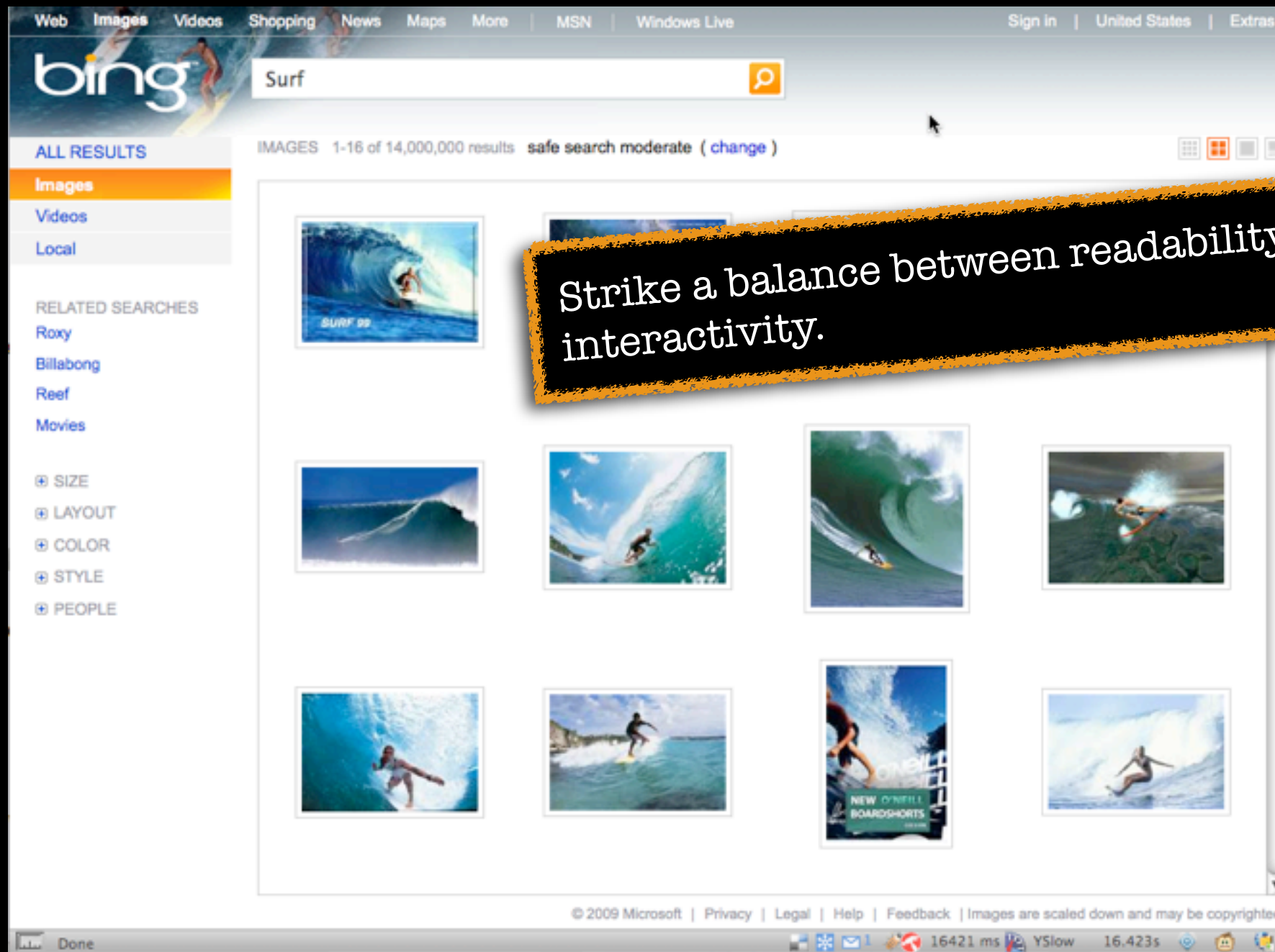
# Distracting Moments



contextual tool overlay. bing.com

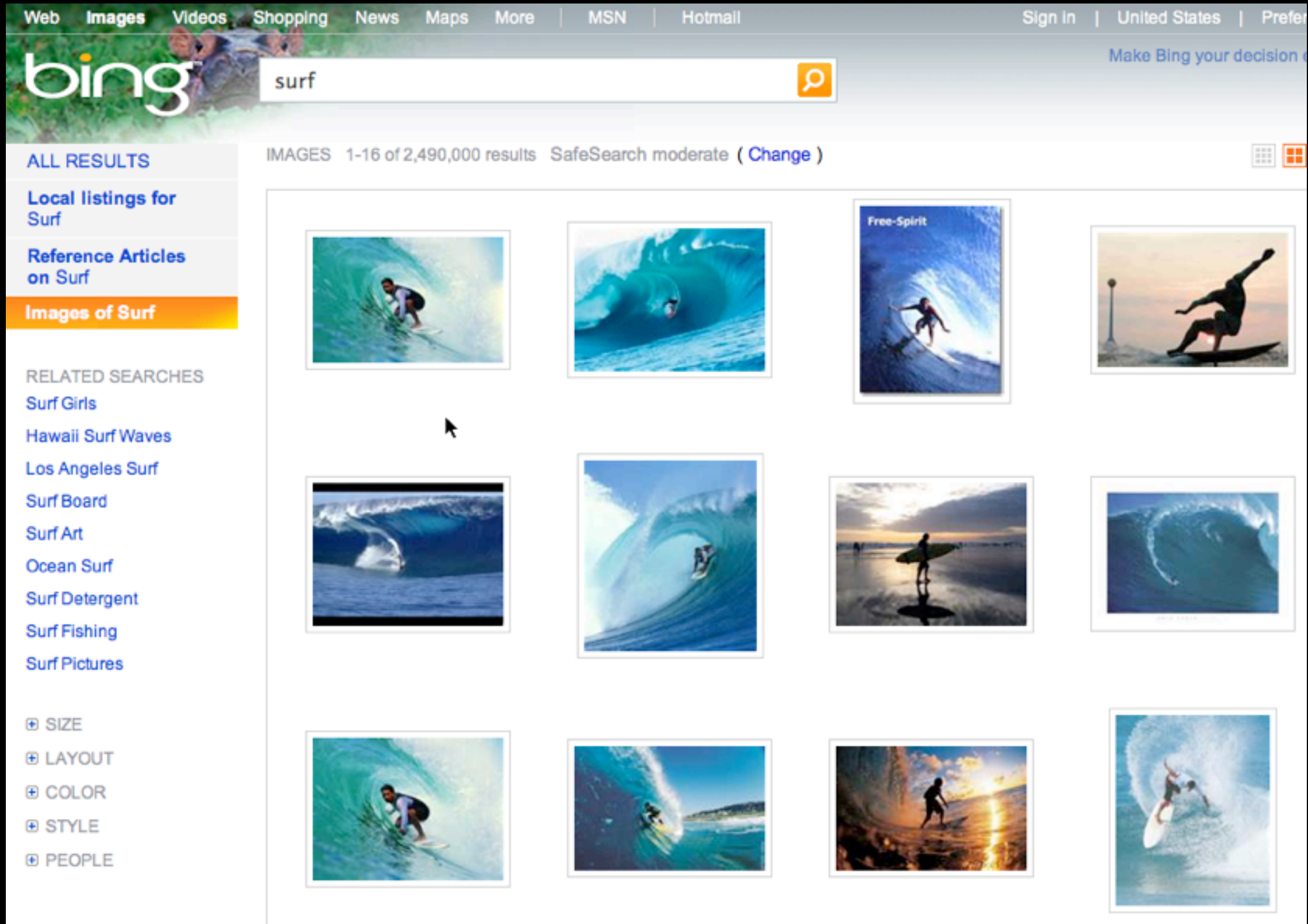


# Distracting Moments

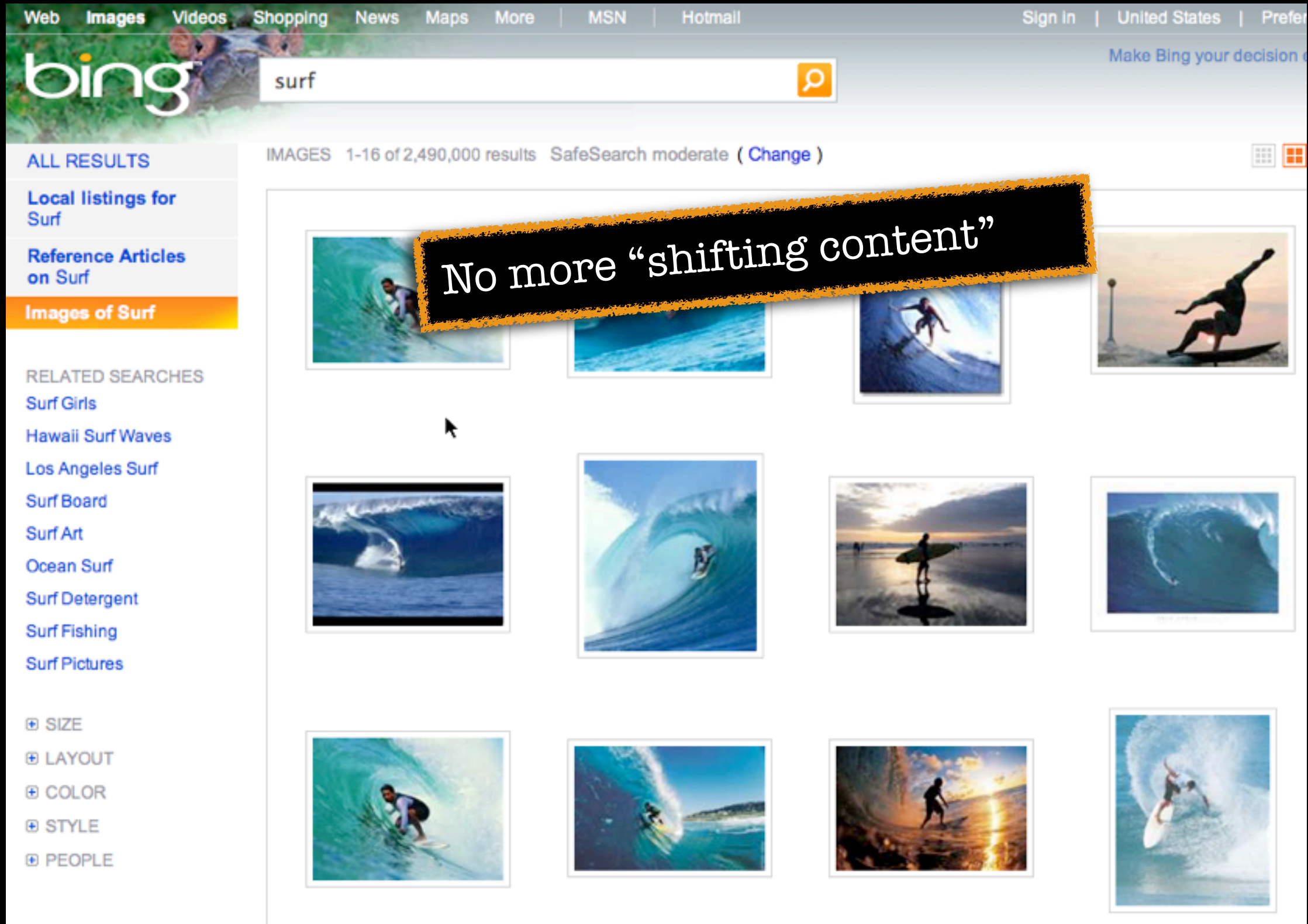


contextual tool overlay. [bing.com](http://bing.com)

# Bing Refactored

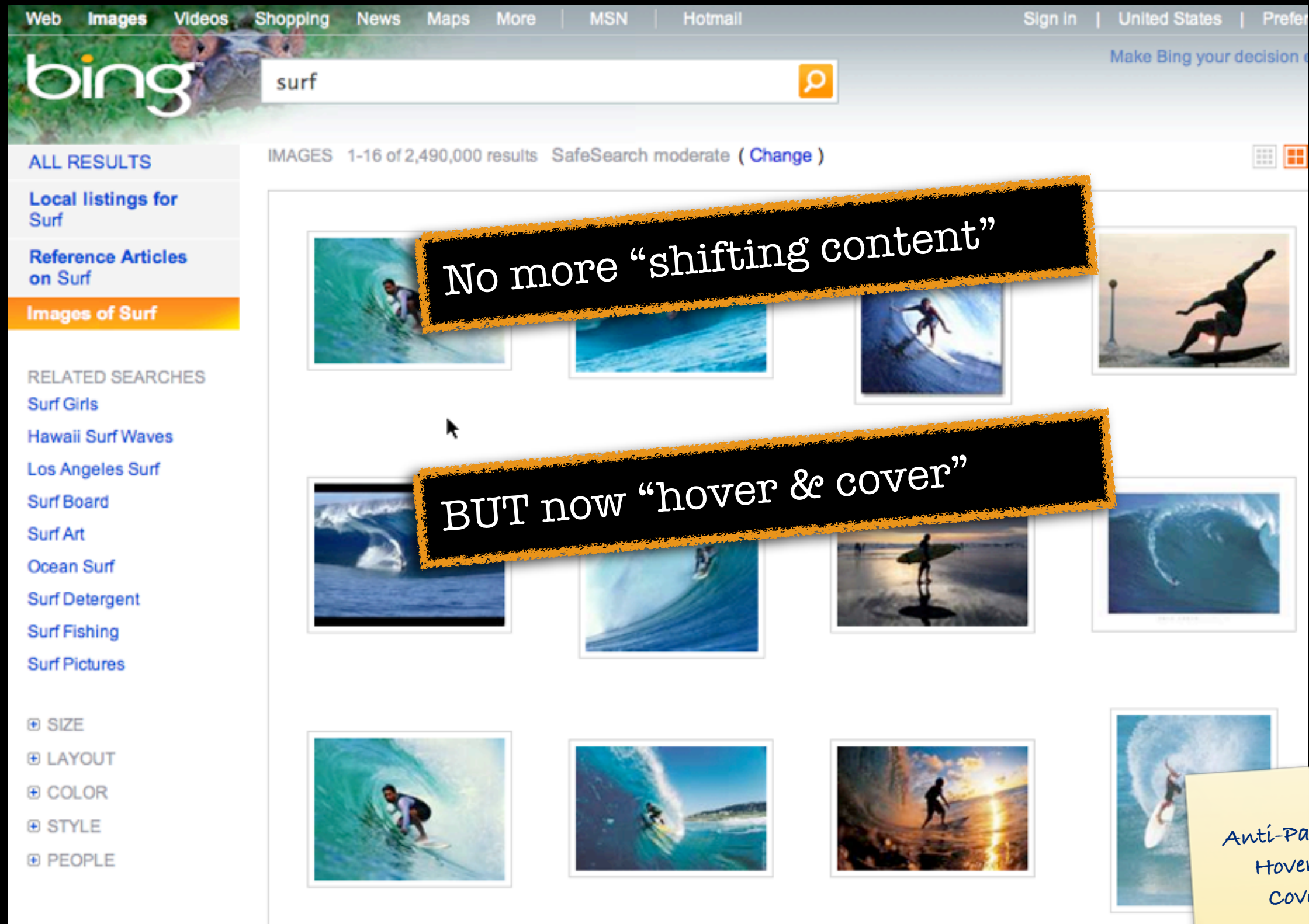


# Bing Refactored



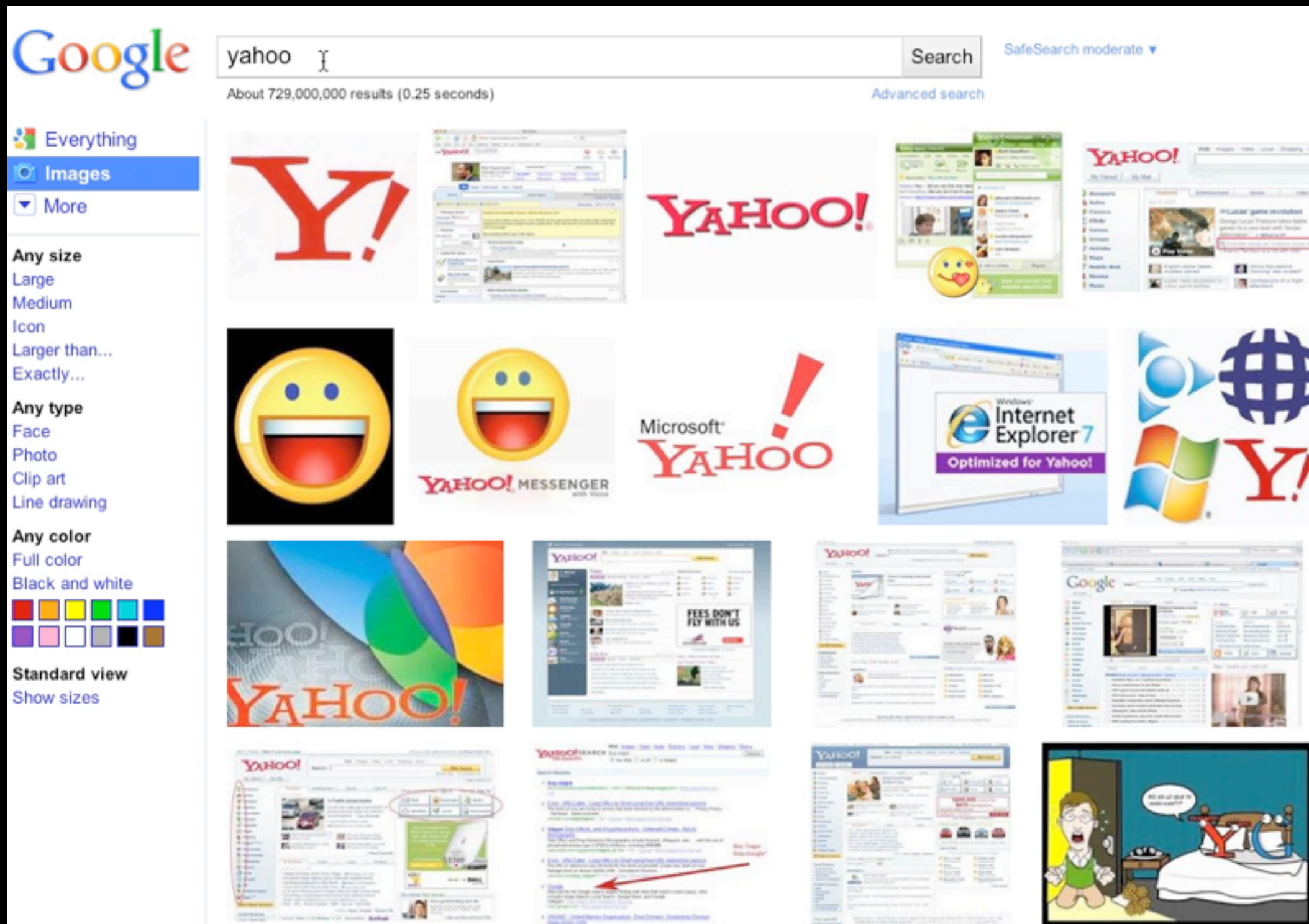


# Bing Refactored



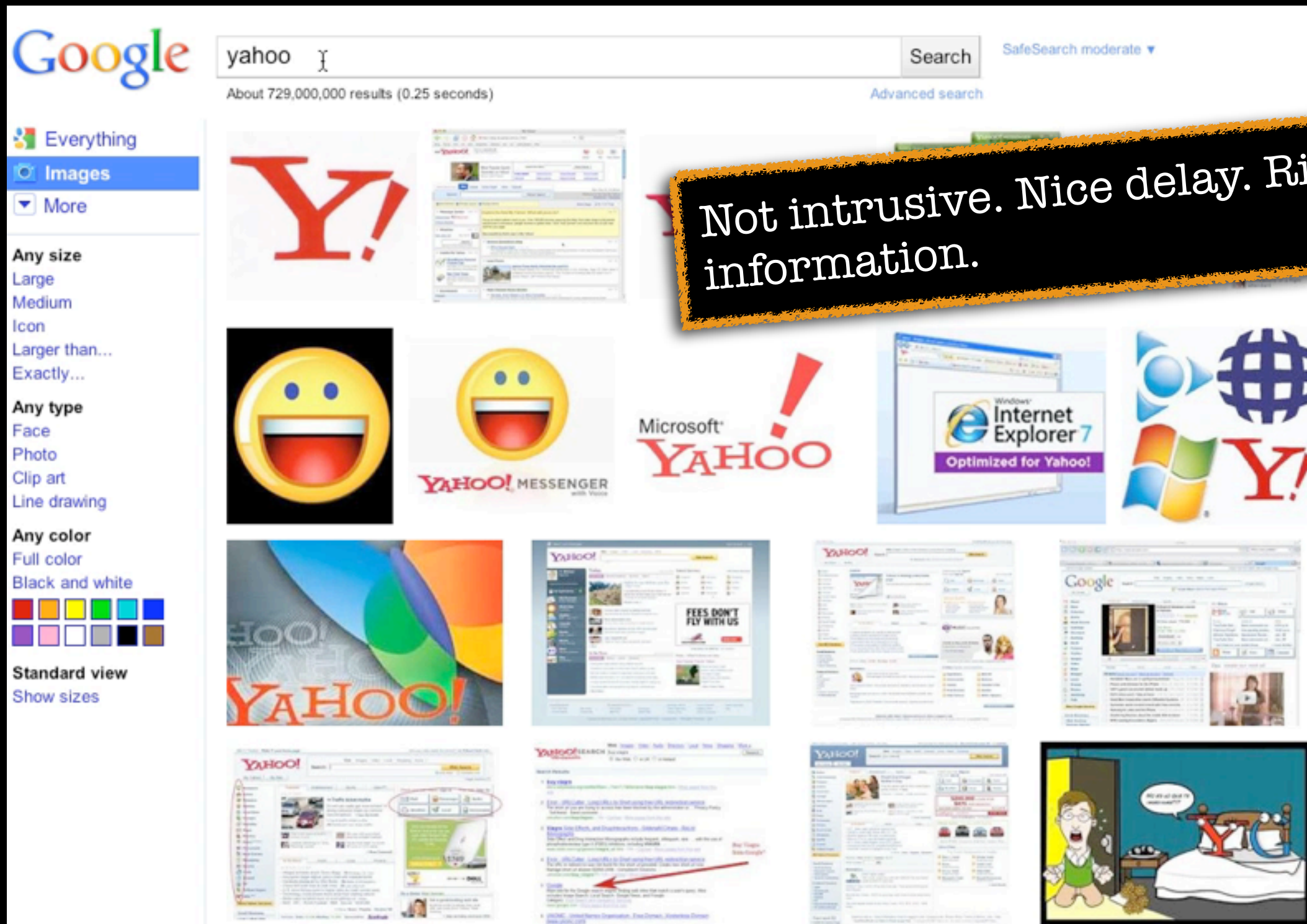


# Google Improves it.



contextual tool overlay. google images

# Google Improves it.



contextual tool overlay. google images



# Twitter Hover Cards

Home



**triptych** RT @ChevyRay: Doing some final beta testing for @MattThorson's Ogmo Editor, an upcoming freeware level editor. So cool so far!

4 minutes ago via HootSuite



**pixelarchitect** wow, public comments are ending with the totally random "planter box" advocate

8 minutes ago via Tweetie



**triptych** RT @metagaming: RT @df\_psu: @shapah A great interview with Temple Grandin: <http://bit.ly/aaf5GD> cheers for that one(via @shapah) cheers !

12 minutes ago via HootSuite



**michaeljordan** On a clear nice night : Look at the moon from binoculars or a telescope. It will blow your mind.

16 minutes ago via web



**shauntrennery** Amazon.com drops support for IE6 <http://j.mp/9cPSAF>

25 minutes ago via TweetDeck

# Twitter Hover Cards

Home



**triptych** RT @ChevyRay: Doing some final beta testing for @MattThorson's Ogmo Editor, an upcoming freeware level editor. So cool so far!

4 minutes ago via HootSuite



**pixelarchitect** wow, public comments are ending with the totally random "planter box" advocate

8 minutes ago via Tweetie



**triptych** RT @metagaming: RT @df\_psu: @shapah interview with Temple Grandin: <http://bit.ly/aar5GD> cheers for that one(via @shapah) cheers !

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25 minutes ago via TweetDeck



Problematic









# Twitter - Hover removed

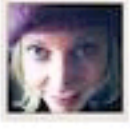
**toddsmithdesign** Todd Smith  
There are almost 30 hard drives in & around my tower right now. I think I have a problem.  
12 minutes ago



**udanium** Uday Gajendar  
Wow totally surprised by early bday celeb by Citrix design team :-)  
really made my day!! <http://yfrog.com/nadz7kj>  
16 minutes ago


**tammygolden** tammy golden  by sinequanon  
Japan's favorite rock group: John, Paul, George and Ringo.  
1 hour ago


**thebrainlady** Susan Weinschenk  
Avg time for a new habit to become automatic? 66 days. Good news - It's ok if you skip a day now and then. <http://bit.ly/cDhOMj>  
22 minutes ago  Favorite  Retweet  Reply


**webosinternals** WebOS Internals  by dalmaer  
Very interesting: Palm Hires Ex-Nokia Meego Chief Ari Jaaski  
<http://bit.ly/9SsONI> /via @precentral  
25 minutes ago


**wonderwebby** Jas Tragas  
@bm849 just getting some blip-spiration for Friday afternoon and noticed your Doc Marten blips - had a feeling you might like them :)  
24 minutes ago


**gsmith** Gene Smith  by brycej  
Over at @nform, we're hiring a user experience designer:  
<http://bit.ly/cIFdkf> (Please RT!)  
from Central McDougall, Edmonton  
13 hours ago

Suggestions for you 

**aaron** · Follow  
Aaron Walter

**jeffparks** · Follow  
Jeff Parks

**AmyCueva** · Follow  
Amy Cueva

**Malarkey** · Follow  
Andy Clarke

[View all suggestions](#)  
[Browse interests](#) · [Find friends](#)

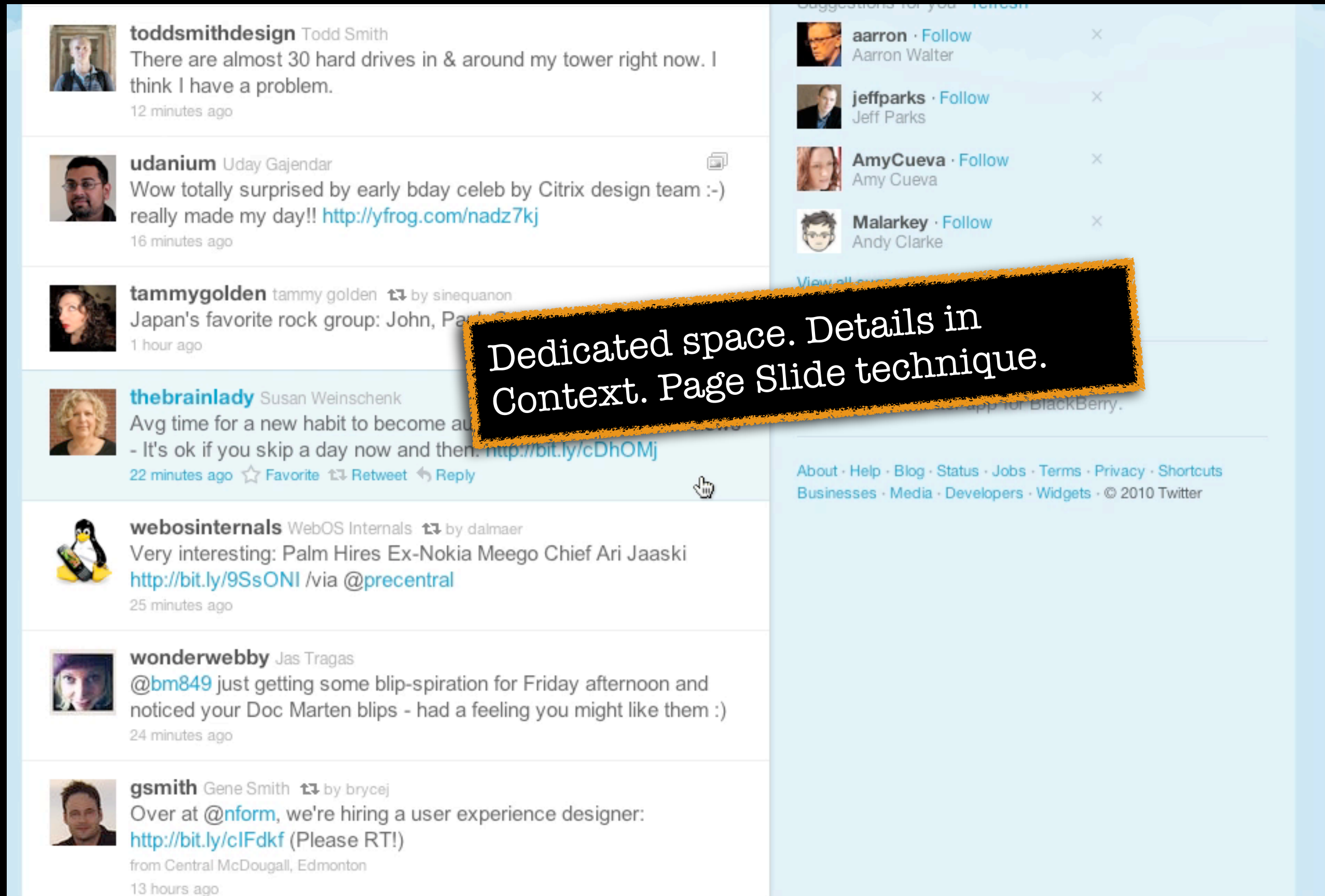
---

**Twitter for BlackBerry**  
n. the official Twitter app for BlackBerry.

---

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[Businesses](#) · [Media](#) · [Developers](#) · [Widgets](#) · © 2010 Twitter


# Twitter - Hover removed







The image shows a screenshot of a Twitter interface. On the left, a list of tweets is visible. On the right, there is a 'Suggestions for you' section. A black callout box with an orange border is overlaid on the right side of the tweets, containing the text: 'Dedicated space. Details in Context. Page Slide technique.'

**toddsmithdesign** Todd Smith  
There are almost 30 hard drives in & around my tower right now. I think I have a problem.  
12 minutes ago


**udanium** Uday Gajendar  
Wow totally surprised by early bday celeb by Citrix design team :-)  
really made my day!! <http://yfrog.com/nadz7kj>  
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<http://bit.ly/9SsONI> /via @precentral  
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**gsmith** Gene Smith  by brycej  
Over at @nform, we're hiring a user experience designer:  
<http://bit.ly/cIFdkf> (Please RT!)  
from Central McDougall, Edmonton  
13 hours ago

**Suggestions for you** 

**aarron** · Follow  
Aaron Walter

**jeffparks** · Follow  
Jeff Parks

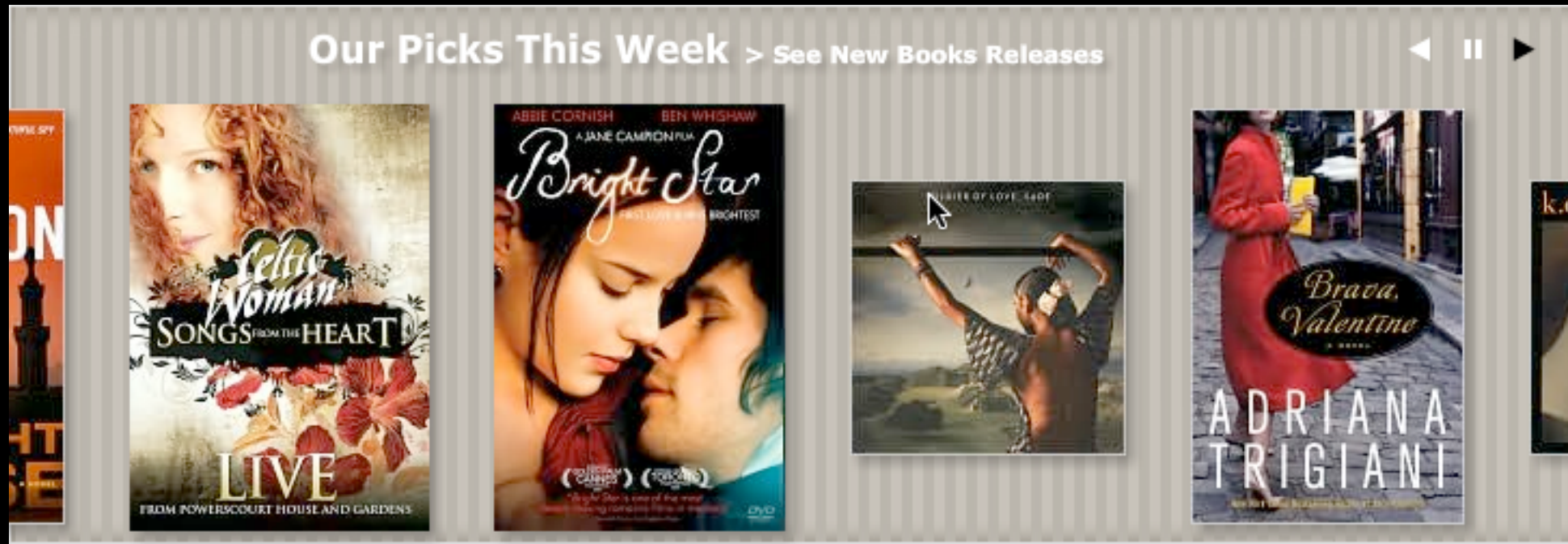
**AmyCueva** · Follow  
Amy Cueva

**Malarkey** · Follow  
Andy Clarke

[View all suggestions](#)

[About](#) · [Help](#) · [Blog](#) · [Status](#) · [Jobs](#) · [Terms](#) · [Privacy](#) · [Shortcuts](#)  
[Businesses](#) · [Media](#) · [Developers](#) · [Widgets](#) · © 2010 Twitter

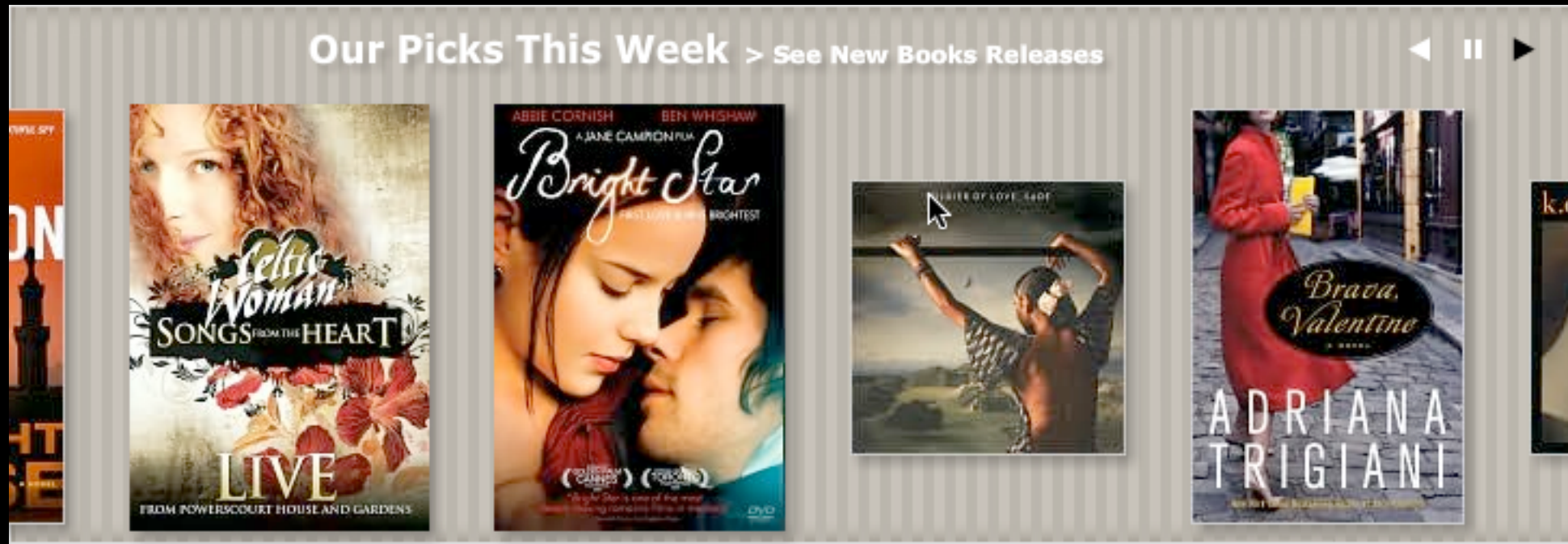
# Delicate Balance Broken



barnes and nobles



# Delicate Balance Broken

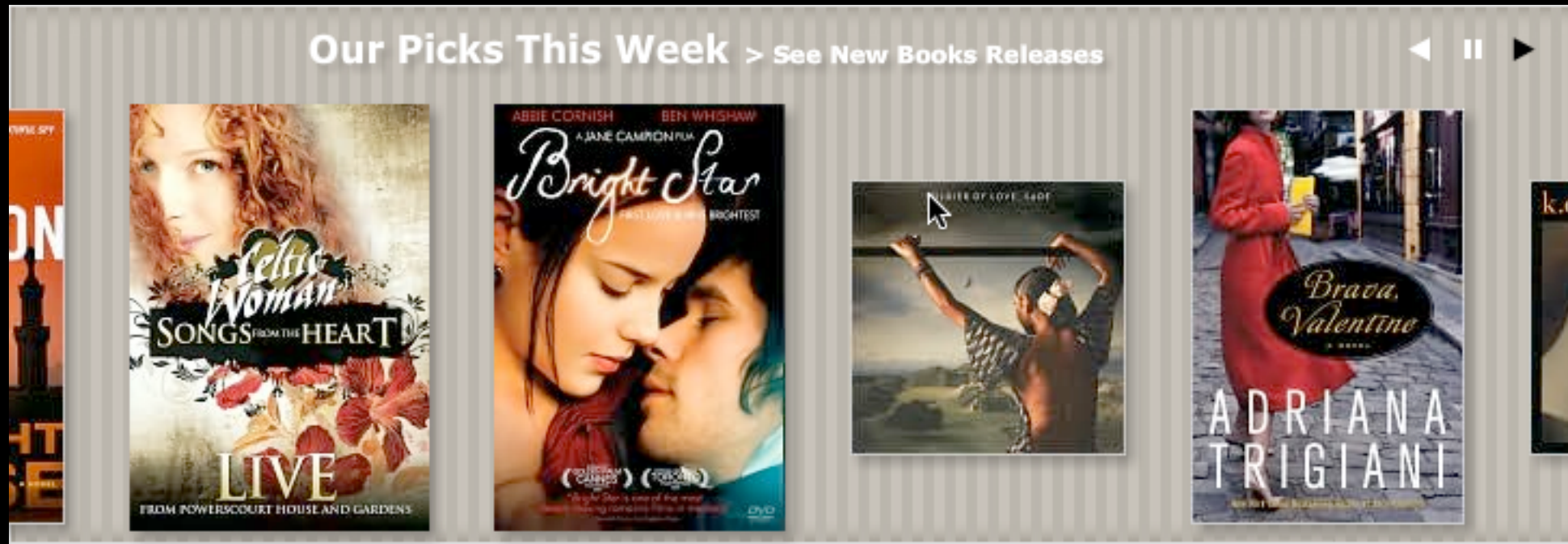


barnes and nobles

Anti-Pattern  
Hover &  
cover



# Delicate Balance Broken

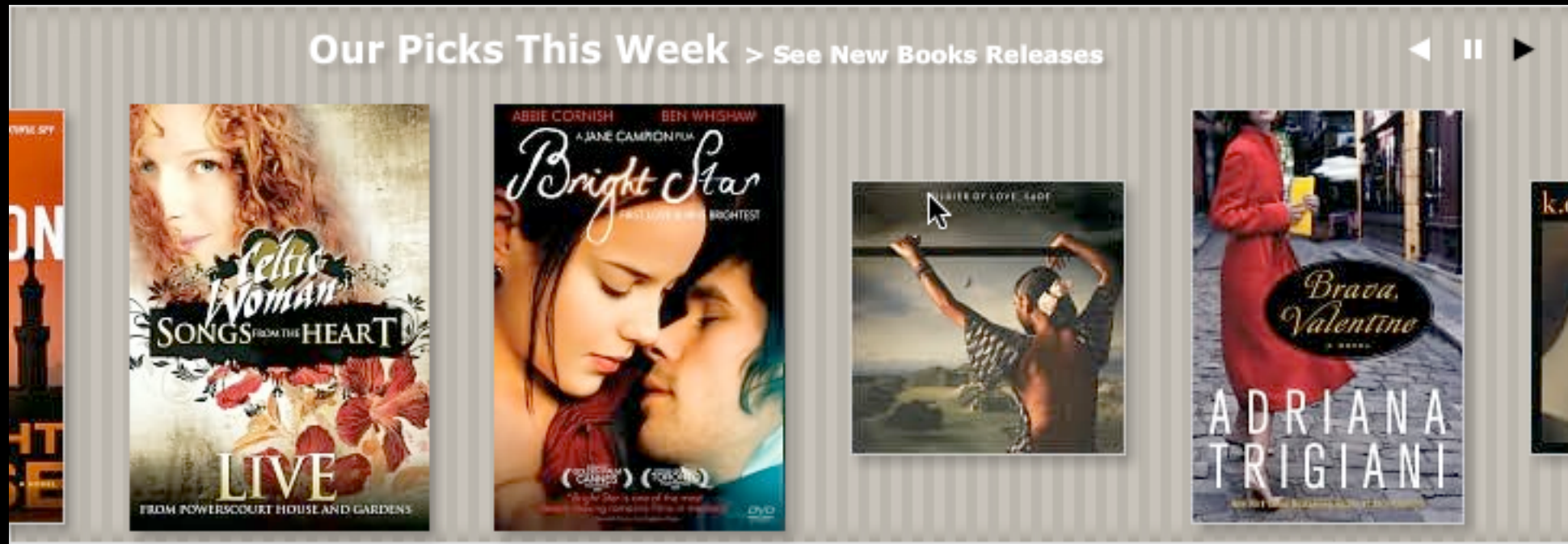


barnes and nobles

Anti-Pattern  
Hover &  
Cover

Anti-Pattern  
Needless  
Fanfare

# Delicate Balance Broken



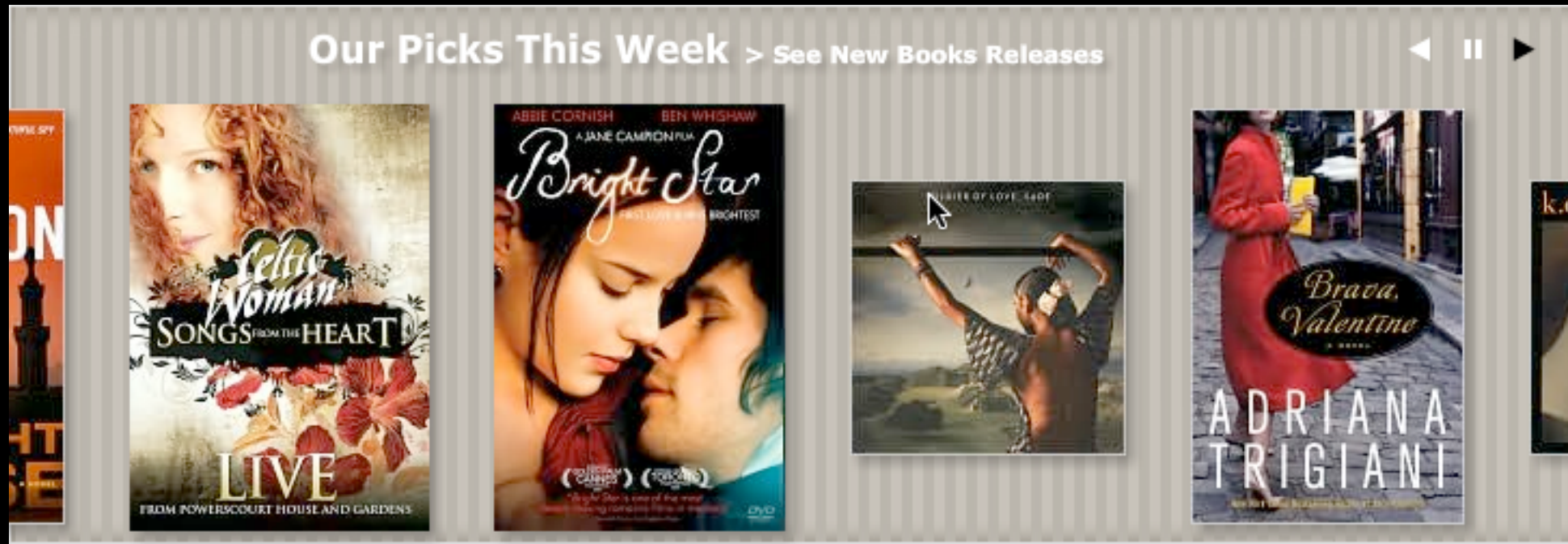
barnes and nobles

Anti-Pattern  
Hover &  
Cover

Anti-Pattern  
Needless  
Fanfare

Anti-Pattern  
Mouse  
Trap

# Delicate Balance Broken



barnes and nobles

Anti-Pattern  
Hover &  
Cover

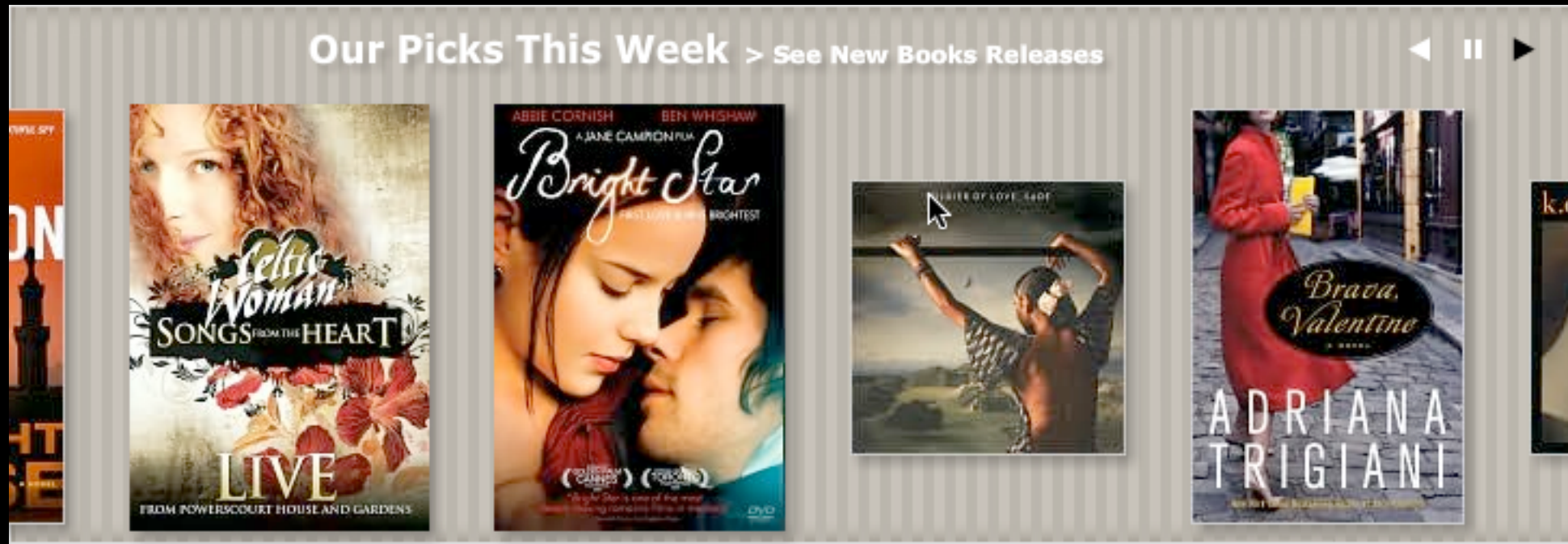
Anti-Pattern  
Needless  
Fanfare

Anti-Pattern  
Mouse  
Trap

Anti-Pattern  
Tiny  
Target



# Delicate Balance Broken



barnes and nobles

Anti-Pattern  
Hover &  
Cover

Anti-Pattern  
Needless  
Fanfare

Anti-Pattern  
Mouse  
Trap

Anti-Pattern  
Tiny  
Target

Anti-Pattern  
Novel  
Notion





2. Keep the user in the moment

# Exploratorium Exhibit



Spot the differences



# Spot the differences





Now try again...



Now try again...





# Now try again...

Keep the moments within the page.





# Keeping Context





# Keeping Context



# Overlays Capture Moments





# Overlays Capture Moments

← Back to: Confessions of a Superhero Close

NETFLIX Bill Scott - | Your Account | Buy / Redeem Gift | Help

Browse DVDs Browse Instant Your Queue Movies You'll Like Friends & Community DVD Sale \$5.99

Home Genres New Releases Previews Netflix Top 100 Critics' Picks Award Winners

### Movies For You

Bill, the following movies were chosen based on your interest in: [Pirates of the Caribbean: At World's End](#) [Best in Show](#) [The Wire: Season 1 \(5-Disc Series\)](#)

**Night at the Museum** ⭐⭐⭐⭐☆  
Chaos reigns at the natural history museum as night watchman Larry Daley (Ben Stiller) accidentally stirs up an ancient curse, awakening Asia the ... [Read More](#)

**Waiting for Guffman** ⭐⭐⭐⭐☆  
Community theater gets spit-roasted in this blistering mockumentary written by (and starring) Christopher Guest, who plays the ultratray Corky St. ... [Read More](#)

**Rate Your Recent Return** You have 1390 Suggestions from 398 ratings

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

**1** **2**

**FIREWALL** ⭐⭐⭐☆☆ No Opinion [Add](#) [Not Interested](#)

**OTHER MOVIES YOU MIGHT ENJOY**

[Hard Candy](#) [Goodnight Mister Tom](#) [The Boondock Saints](#)

**BROWSE**

**Favorite Genres:** [Edit](#)

- Action & Adventure
- Classics
- Comedy
- Documentary
- Drama
- Sci-Fi & Fantasy
- Thrillers

**Other Genres:**

- All Genres
- Anime & Animation
- Blu-ray
- Children & Family
- Faith & Spirituality
- Foreign
- Gay & Lesbian
- HD DVD
- Independent
- Music & Musicals
- Romance
- Special Interest
- Sports & Fitness
- Television

**Guides:**

← Back to: Night at the Museum Close

### Other Movies You Might Enjoy

[Are We There Yet?](#) [Yours, Mine and Ours](#)

[Add](#) [Add](#)

⭐⭐⭐☆☆ ⭐⭐⭐☆☆

[Not Interested](#) [Not Interested](#)

[The Princess Diaries 2: Royal Engagement](#) [Princess Natasha: Season 1](#)

[Add](#) [Add](#)

⭐⭐⭐☆☆ ⭐⭐⭐☆☆

[Not Interested](#) [Not Interested](#)

[Miss Congeniality](#) [RV](#)

[Add](#) [Add](#)

⭐⭐⭐☆☆ ⭐⭐⭐☆☆

[Not Interested](#) [Not Interested](#)

**Also in Children & Family:**

[Home on the Range](#) [Atlantis: The Lost Empire](#) [Treasure Planet](#) [Pooh's Heffalump Movie](#)

[Add](#) [Add](#) [Add](#) [Add](#)

⭐⭐⭐☆☆ ⭐⭐⭐☆☆ ⭐⭐⭐☆☆ ⭐⭐⭐☆☆

[Not Interested](#) [Not Interested](#) [Not Interested](#) [Not Interested](#)

[Continue Browsing](#) [Visit your DVD Queue](#)

**The Pacifier** has been added to your DVD Queue at position 114. This movie is available now. [Move To Top Of My Queue](#)

# Overlays Capture Moments

The image displays two screenshots of the Netflix website interface, illustrating how overlays capture user moments.

**Left Screenshot (Main Page):**

- Header:** Netflix logo, user account links (Bill Scott, Your Account, Buy/Redeem Gift, Help).
- Navigation:** Browse DVDs, Browse Instant, Your Queue, Movies You'll Like, Friends & Community, DVD Sale \$5.99.
- Section: Movies For You**
  - Text: "Bill, the following movies were chosen based on your interest in: Pirates of the Caribbean: At World's End, Best in Show, The Wire: Season 1 (5-Disc Series)"
  - Movie cards: **Night at the Museum** (Add), **Waiting for Guffman** (Add).
- Section: Rate Your Recent Return**
  - Text: "You have 1390 Suggestions from 398 ratings"
  - Text: "RATE TO REVEAL... 2 MOVIES YOU'LL LOVE"
  - Two large numbers (1 and 2) with star rating bars and "Add" buttons.
- Section: OTHER MOVIES YOU MIGHT ENJOY**
  - Movie cards: **Hard Candy**, **Goodnight Mister Tom**, **The Boondock Saints**.
- Section: BROWSE**
  - Favorite Genres: Action & Adventure, Classics, Comedy, Documentary, Drama, Sci-Fi & Fantasy, Thrillers.
  - Other Genres: All Genres, Anime & Animation, Blu-ray, Children & Family, Faith & Spirituality, Foreign, Gay & Lesbian, HD DVD, Independent, Music & Musicals, Romance, Special Interest, Sports & Fitness, Television.

**Right Screenshot (Overlay Page):**

- Header:** Netflix logo, user account links.
- Section: Other Movies You Might Enjoy**
  - Movie cards: **Adams Family Values**, **Wild Hogs**, **The Addams Family**, **Failure to Launch**, **Monster-in-Law**, **Big Trouble**.
- Section: Also in Comedy:**
  - Movie cards: **The School of Rock**, **Evan Almighty**, **Freaky Friday**, **New York Minute**.

**Overlays:**

- Left Overlay:** "Back to: Confessions of a Superhero" with a back arrow and a "Close" button.
- Right Overlay:** "Back to: The Pacific" with a back arrow and a "Close" button.

**Annotations:** Red arrows indicate the user's journey from the "Rate Your Recent Return" section on the left to the "Other Movies You Might Enjoy" section on the right.



# Overlays Capture Moments

← Back to: Confessions of a Superhero Close

NETFLIX Bill Scott - | Your Account | Buy / Redeem Gift | Help

Browse DVDs Browse Instant Your Queue Movies You'll Like Friends & Community DVD Sale \$5.99

Home Genres New Releases Previews Netflix Top 100 Critics' Picks Award Winners

### Movies For You

Bill, the following movies were chosen based on your interest in: [Pirates of the Caribbean: At World's End](#) [Best in Show](#) [The Wire: Season 1 \(5-Disc Series\)](#)

**Rate Your Recent Return**

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

1 2

(click the stars)

**OTHER MOVIES YOU MIGHT ENJOY**

[Hard Candy](#) [Goodnight Mister Tom](#) [The Boondock Saints](#)

**BROWSE**

Favorite Genres: [Edit](#)

- Action & Adventure
- Classics
- Comedy
- Documentary
- Drama
- Sci-Fi & Fantasy
- Thrillers

Other Genres:

- All Genres
- Anime & Animation
- Blu-ray
- Children & Family
- Faith & Spirituality
- Foreign
- Gay & Lesbian
- HD DVD
- Independent
- Music & Musicals
- Romance
- Special Interest
- Sports & Fitness
- Television

Guides:

**Other Movies You Might Enjoy**

[Rumor Has It](#) [Monster-in-Law](#)

[How to Lose a Guy in 10 Days](#) [Kitchen Confidential: Season 1](#)

[Must Love Dogs](#) [Be My Baby](#)

Failure to Launch has been added to your DVD Queue at position 116. This movie is available now. [Move To Top Of My Queue](#)

Other Available Formats: HD DVD and Blu-ray

[Continue Browsing](#) [Visit your DVD Queue](#)

Close



# Overlays Capture Moments



Encapsulate alternate flow  
in overlay.

# Interrupting Moments

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

[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



Eiffel Pulley



From Second Floor Up



Eiffel Tower

**Friendly advice for photo sharing.**



# Interrupting Moments





# Look Ahead Moments

+ Showing Creative Commons-licensed content x

Sort: **Relevant** | Recent | Interesting

View: **Small** | Medium | Detail | Slideshow 



From starmist1



From Tall Chris



From 3fold



From Wes2theG09



From stephenjohnb...



From massdistract...



From FoxMulderVen



From Wes2theG09



From kajyu



From Wes2theG09



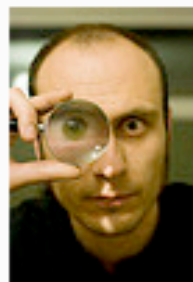
From mewroh



From Nancy~ in AZ



From IceSabre



From smileham



From Nancy~ in AZ



From zophonias



From alanwoo



From louisa\_catlo...



From Torley



## Groups



**Poor-Man's Ma**  
description car  
3,814 members |



**Closer and Clo**  
45,632 members

## Photographers



**r9M**  
See related photo



**seriykotik1970**  
See related photo

## Tag Clusters



Photos with tags

## Places



**London, Englan**  
See related photo



**Cardiff, Wales**  
See related photo

click overlay. flickr



# Look Ahead Moments

+ Showing Creative Commons-licensed content x

Sort: **Relevant** | Recent | Interesting

View: **Small** | Medium | Detail | Slideshow 



From starmist1



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From stephenjohnb...



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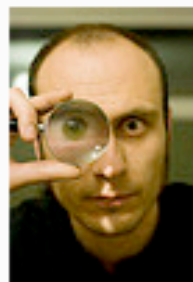
From mewroh



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Photos with tags

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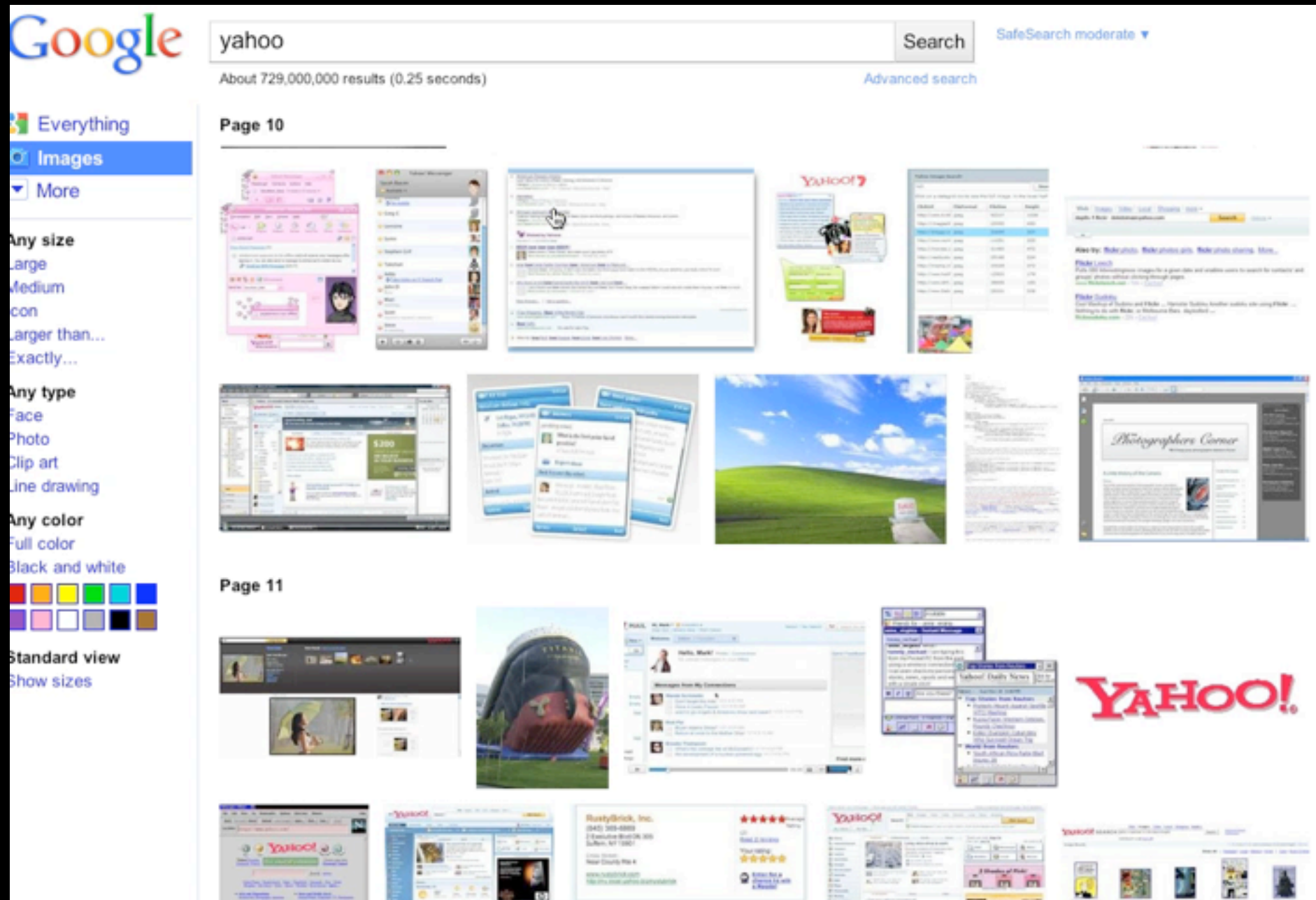
**London, Englan**  
See related photo



**Cardiff, Wales**  
See related photo

click overlay. flickr

# Behind the Scenes Moments



google.com



# Behind the Scenes Moments

Google

yahoo

About 729,000,000 results

Page 10

Page 11

Everything

Images

More

Any size

Large

Medium

Icon

Larger than...

Exactly...

Any type

Face

Photo

Clip art

Line drawing

Any color

Full color

Black and white

Standard view

Show sizes

What's happening?

Timeline @Mentions Retweets Searches Lists

2 new tweets

ang Angela Baxley

I'm so incredibly excited to finally be home, alone, and ready to put my feet up and veg out! ...And I can't wait to sleep in my own bed!!!

8 minutes ago

rands rands

You're either leaving or being left.

12 minutes ago

junecohen June Cohen

Fashion report from Natl Design Awards: structured collars, geometric cut-outs, sculptural jewelry & wonderful gilded-age flapper looks

13 minutes ago

chrisblizzard Christopher Blizzard

Asa's response is so fucking great. <http://tcrn.ch/azJeKn>

15 minutes ago

SlexAxtion Alex Sexton

Looks like @jeresig just pushed the jQuery 1.4.3 release: <http://bit.ly/jq143commit> - lovely.

15 minutes ago

toddsmithdesign Todd Smith

There are almost 30 hard drives in & around my tower right now. I think I have a problem.

Your Tweets 899

28 minutes ago: [thebrainlady](#) Avg time for a new habit to become automatic? 66 days. Good

Following 417 Followers 1,465

Favorites 460 Listed 238

[thebrainlady](#) Avg time for a new habit to become automatic? 66 days. Good news - ... [pundits](#)

Trends

United States · [change](#)

[#ThisIsEpic](#) Promoted

[#iloveitwhen](#)

[#thatwouldbeawesome](#)

South Park

Chilean miners

Rescued

Goodnight twitter

Paranormal Activity

Gnite

Jackass

Who to follow

Suggestions for you · [refresh](#)

[aaron](#) · Follow Aaron Walter

[jeffparks](#) · Follow Jeff Parks

[AmyCueva](#) · Follow

google.com

twitter.com

# Behind the Scenes Moments

Google

yahoo

About 729,000,000 results

Page 10

Page 11

Everything

Images

More

Any size

Large

Medium

Icon

Larger than...

Exactly...

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Line drawing

Any color

Full color

Black and white


Standard view


Show sizes


What's happening?



Timeline @Mentions Retweets Searches Lists



2 new tweets


 **ang** Angela Baxley  
Consider the backstage.

 **rands** rands  
You're either leaving or being left.  
12 minutes ago


 **juncohen** June Cohen  
Fashion report from Natl Design Awards: structured collars, geometric cut-outs, sculptural jewelry & wonderful gilded-age flapper looks  
13 minutes ago

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Your Tweets 899

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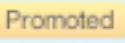
Following 417 Followers 1,465

Favorites 460 Listed 238

 **thebrainlady** Avg time for a new habit to become automatic? 66 days. Good news - ... [InteractionDesign](#), [UX](#), [met](#), [pundits](#)

Trends

United States · [change](#)

[#ThisIsEpic](#) 

[#iloveitwhen](#)

[#thatwouldbeawesome](#)

[South Park](#)

[Chilean miners](#)

[Rescued](#)

[Goodnight twitter](#)



[Paranormal Activity](#)



[Gnite](#)



[Jackass](#)

Who to follow

Suggestions for you · [refresh](#)

 **aarron** · [Follow](#)   
Aaron Walter

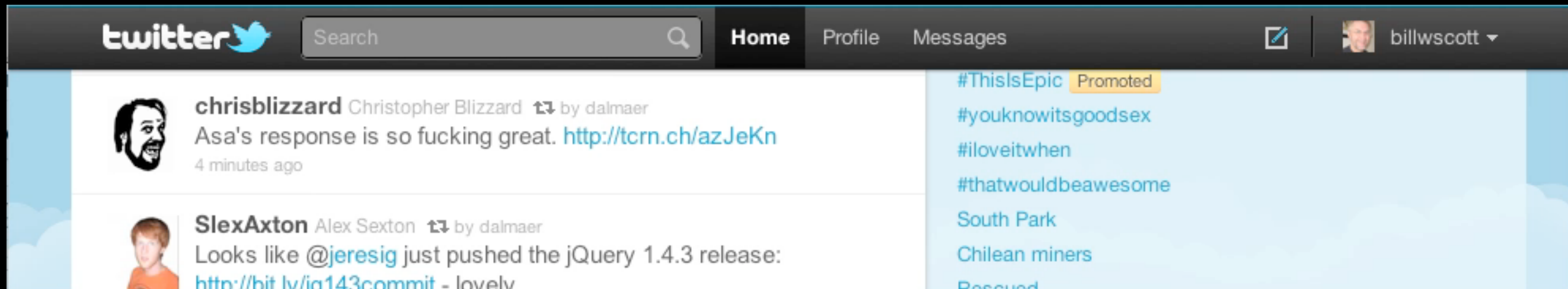
 **jeffparks** · [Follow](#)   
Jeff Parks

 **AmyCueva** · [Follow](#)   
Amy Cueva

google.com

twitter.com

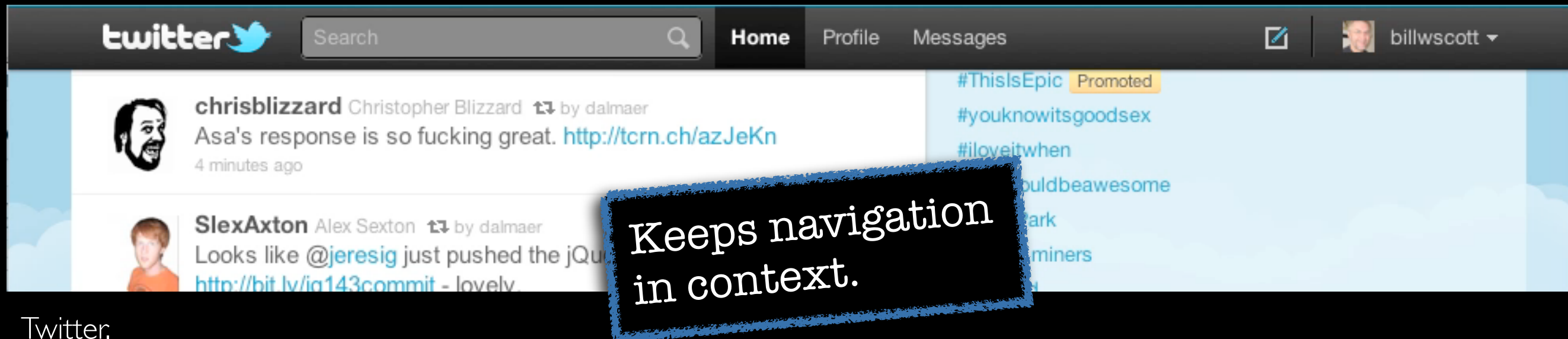
# Stay in Context - Bar



Twitter:



# Stay in Context - Bar

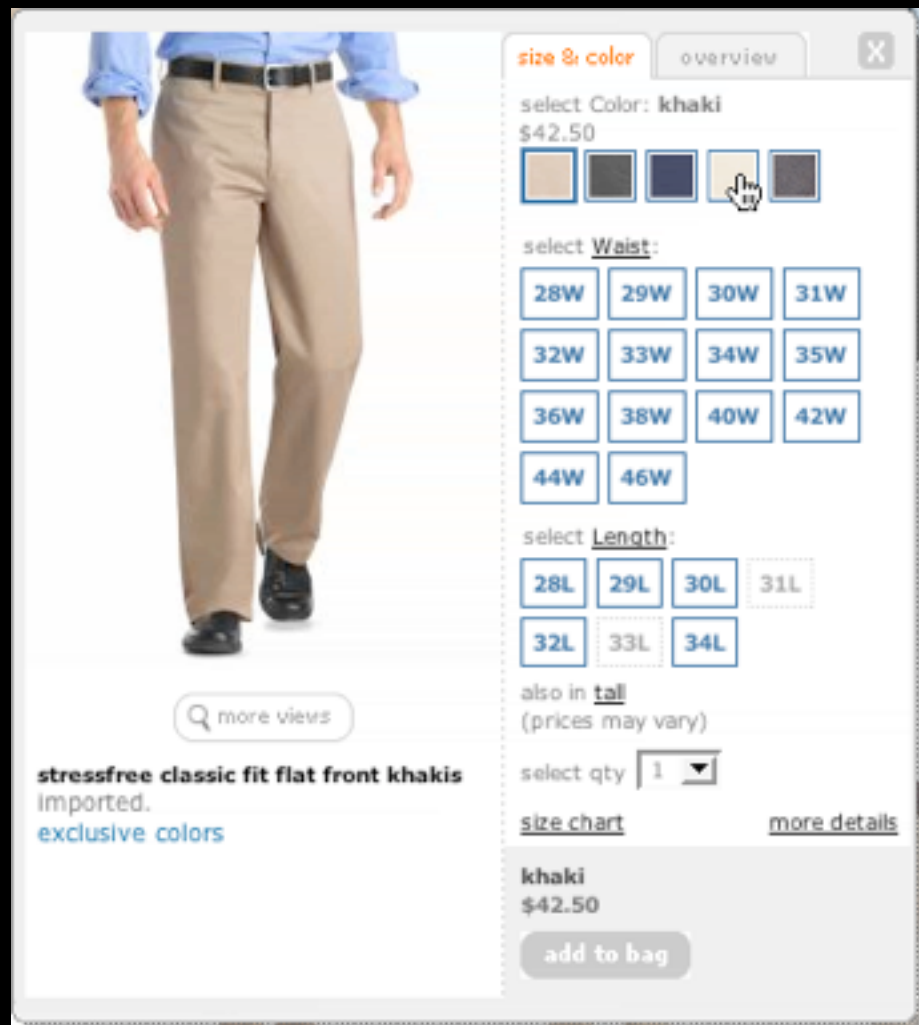


Twitter:

# Moments in a Flow



# Moments in a Flow



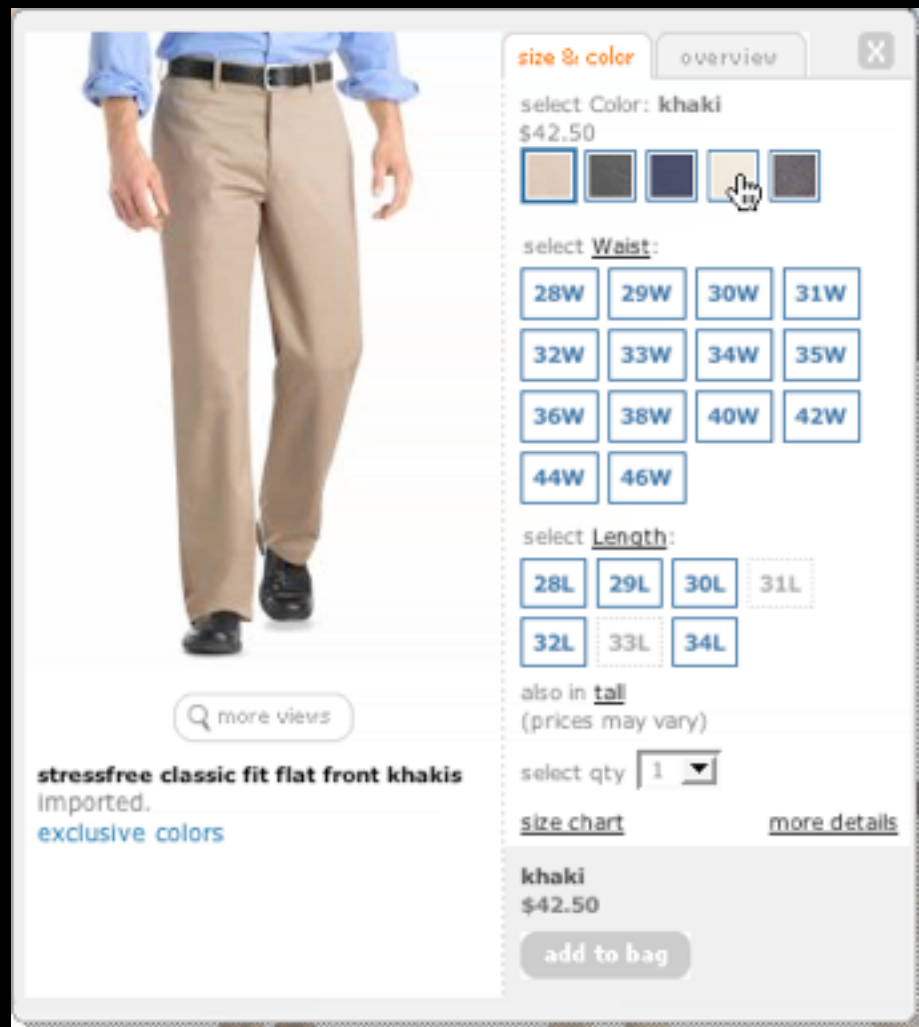
the gap. inline assistant



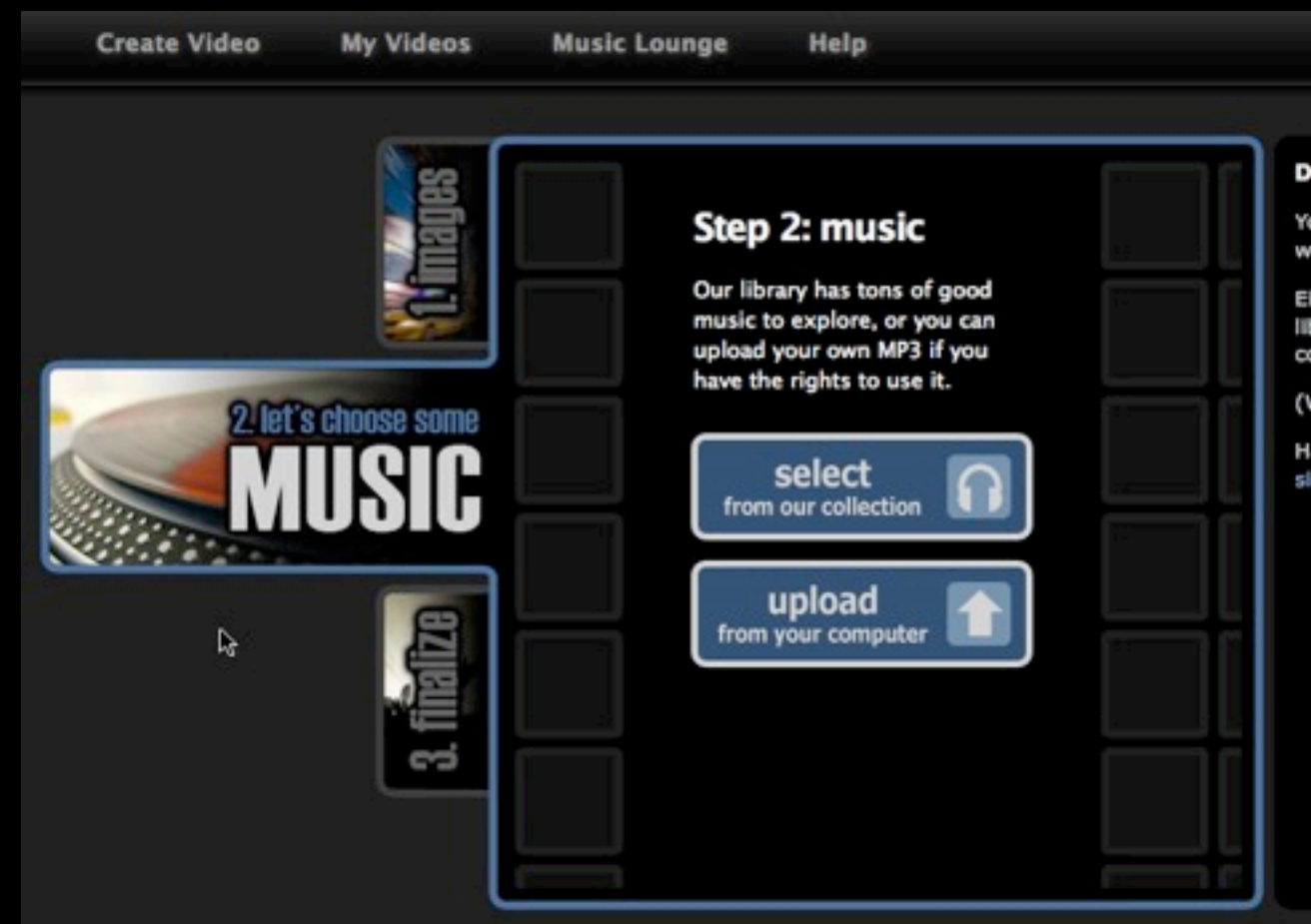
animoto. create a video



# Moments in a Flow

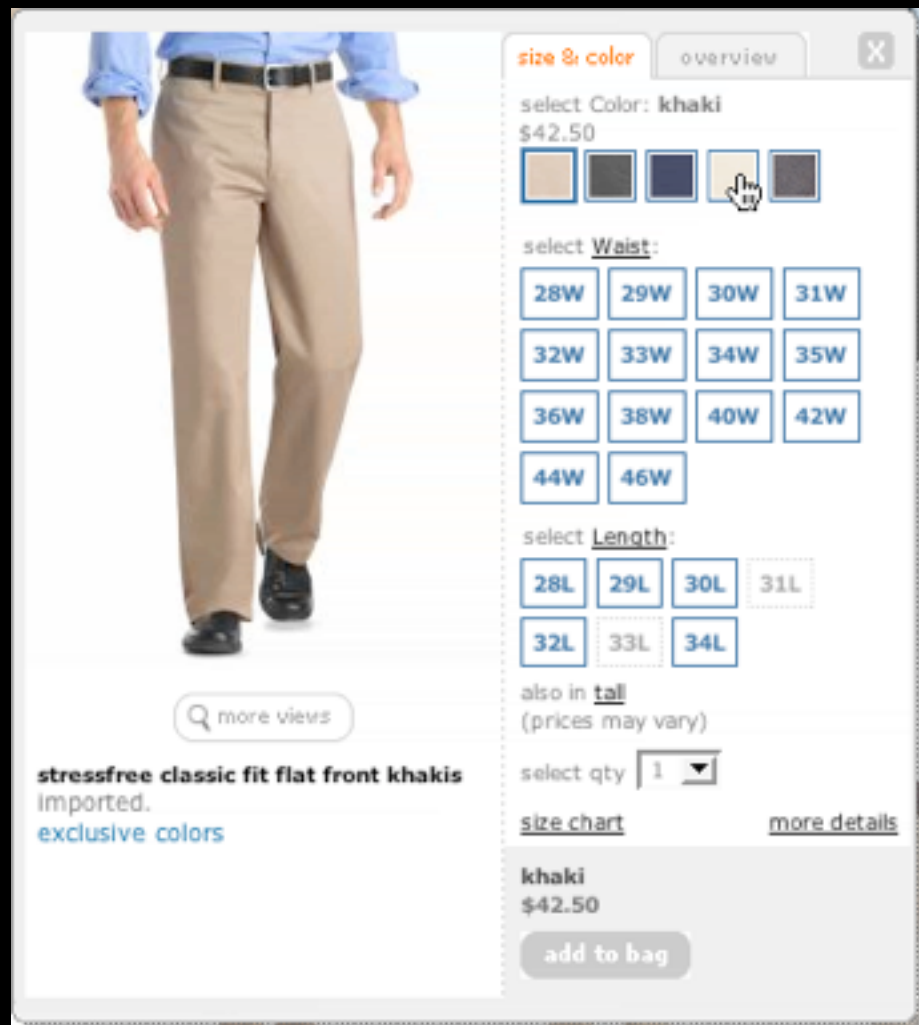


the gap. inline assistant

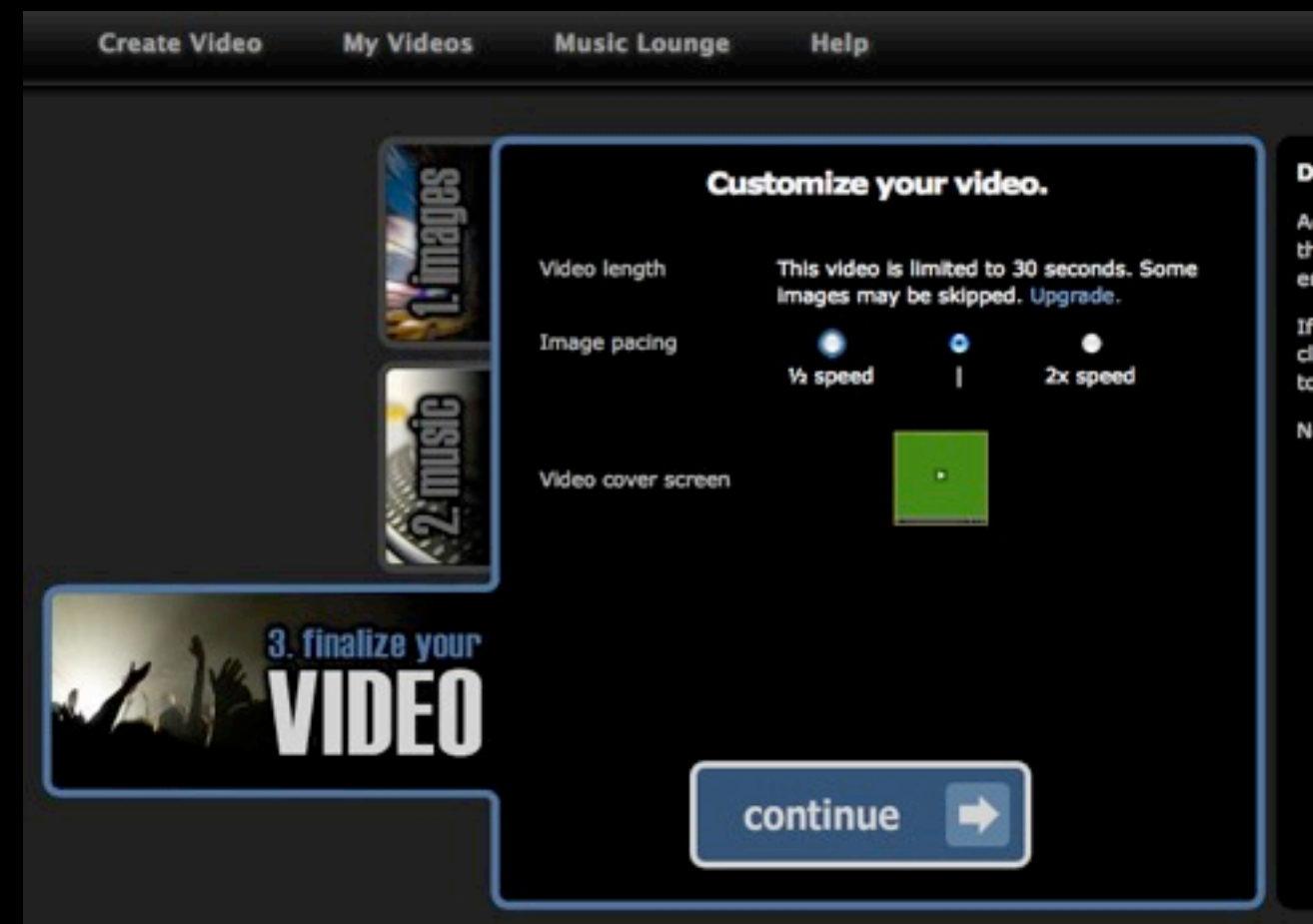


animoto. create a video

# Moments in a Flow

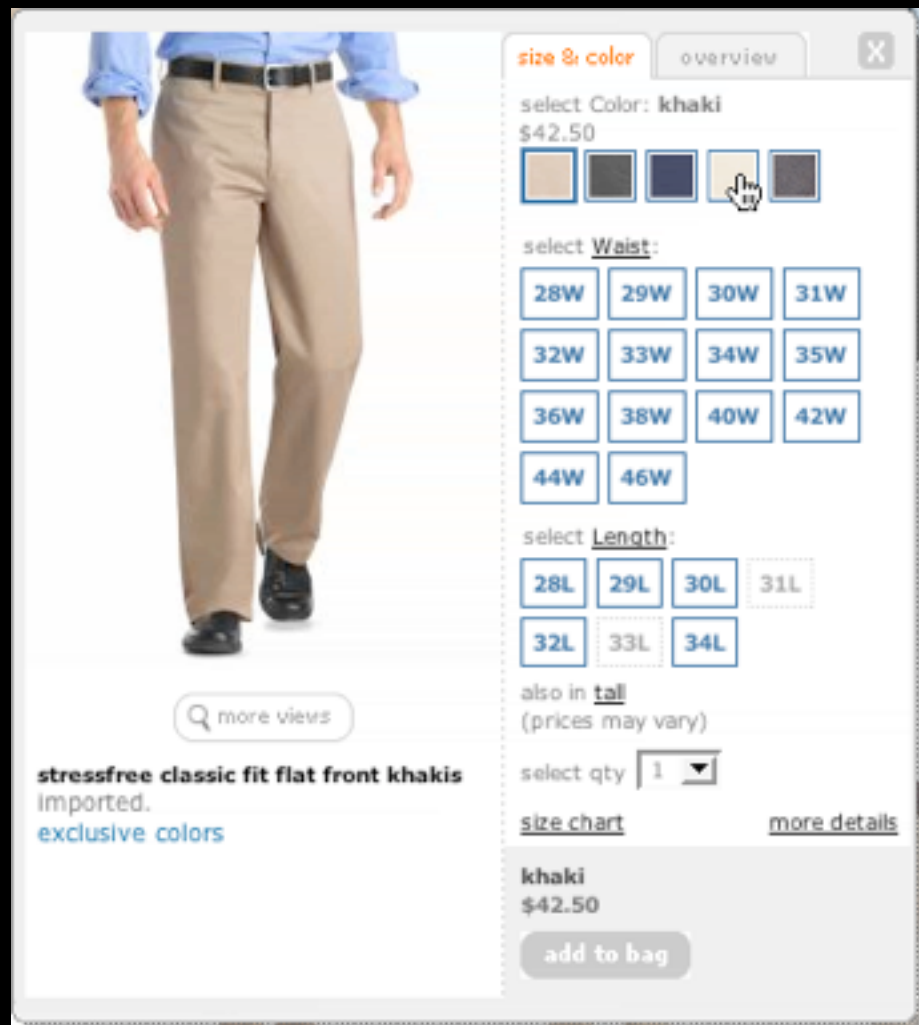


the gap. inline assistant



animoto. create a video

# Moments in a Flow



the gap. inline assistant

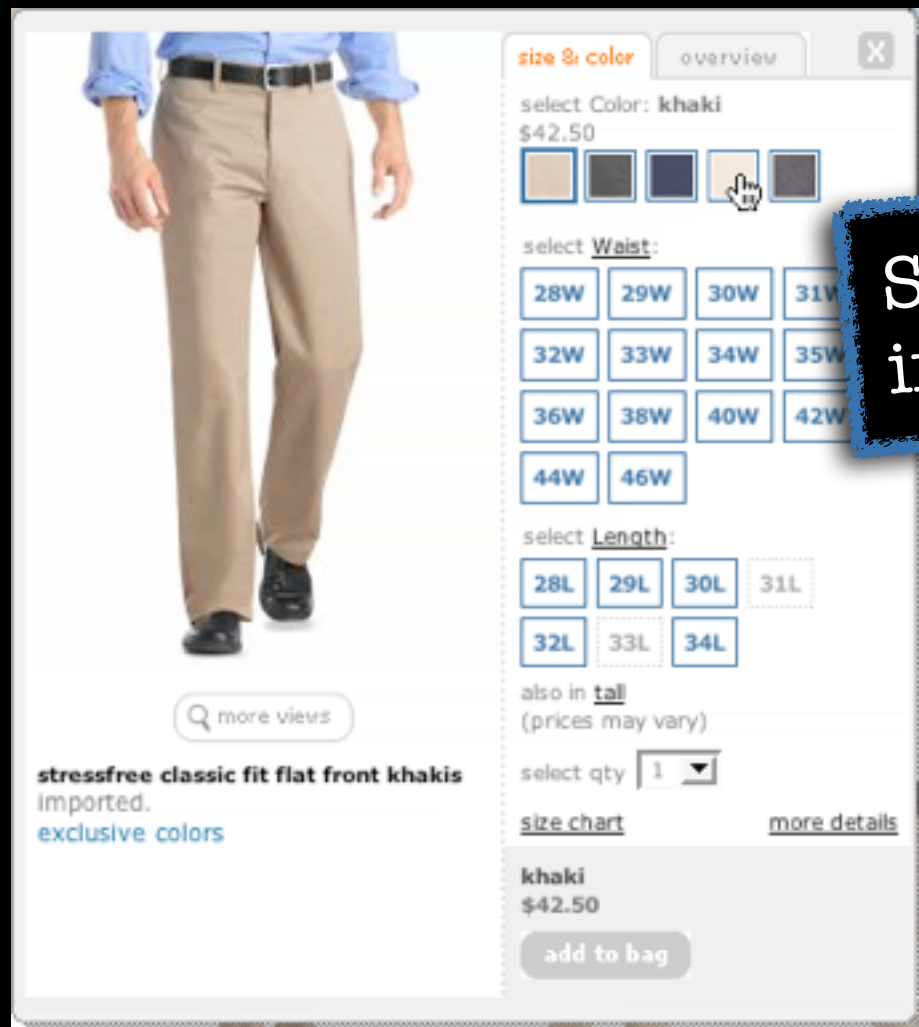
Keep steps clear



animoto. create a video

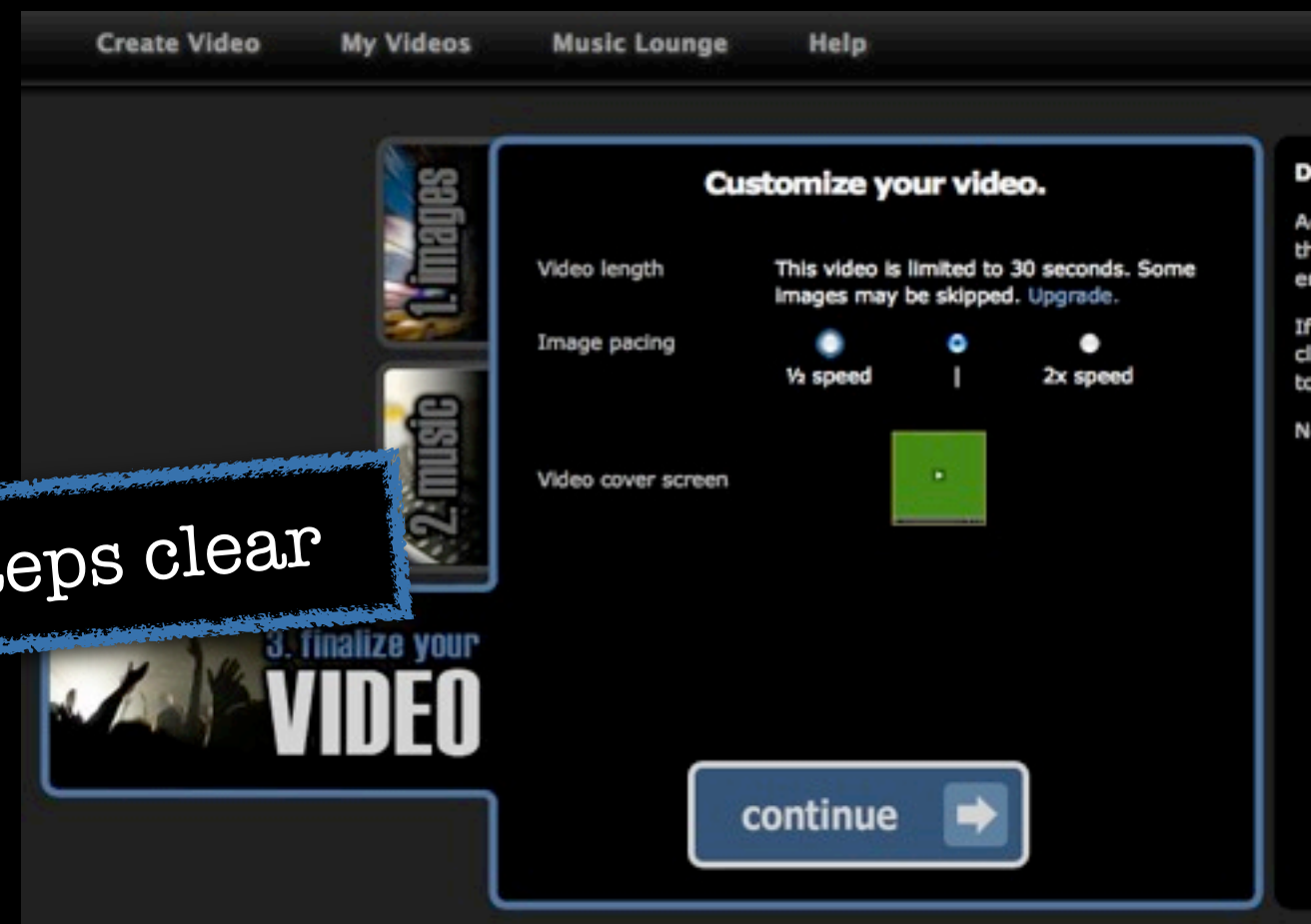


# Moments in a Flow



Single page process \*can\* improve conversions.

the gap. inline assistant



Keep steps clear

animoto. create a video

### 3. Keep the interface moments responsive





April 1977

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



# Why?

Anti-Pattern  
Needless  
Fanfare

# Why?

The screenshot shows the TurboTax Deluxe interface. At the top, there's a navigation bar with tabs: Personal Info, Federal Taxes (selected), Federal Review, and State Taxes. Below this is a sub-navigation bar with: Wages & Income, Deductions & Credits (selected), and Other Tax Situations. On the left, a summary box shows '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 subtitle 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there's a label '(Box 1 on your 1098)' and a text input field containing '0.00'. A yellow sticky note is placed over the top right of the interface, containing the handwritten text 'Anti-Pattern', 'Needless', and 'Fanfare'.

**TurboTax Deluxe**

Personal Info | **Federal Taxes** | Federal Review | State Taxes

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

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

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

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

(Box 1 on your 1098)

Anti-Pattern  
Needless  
Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

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**TurboTax Deluxe**

Personal Info | **Federal Taxes** | Federal Review | State Taxes

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

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

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

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

(Box 1 on your 1098)

Anti-Pattern  
Needless  
Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

A close-up view of the tax due amounts from the TurboTax interface. It shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973, both displayed in large red numbers on a dark background.

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

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

again in slow-motion...



# Why?

**TurboTax Deluxe**

Personal Info | **Federal Taxes** | Federal Review | State Taxes

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

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

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

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

(Box 1 on your 1098)

*Anti-Pattern  
Needless  
Fanfare*

anti-pattern. needless fanfare. macintosh turbo tax

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**\$10,533**

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

again in slow-motion...



nbc.com

upc.com

# Why?

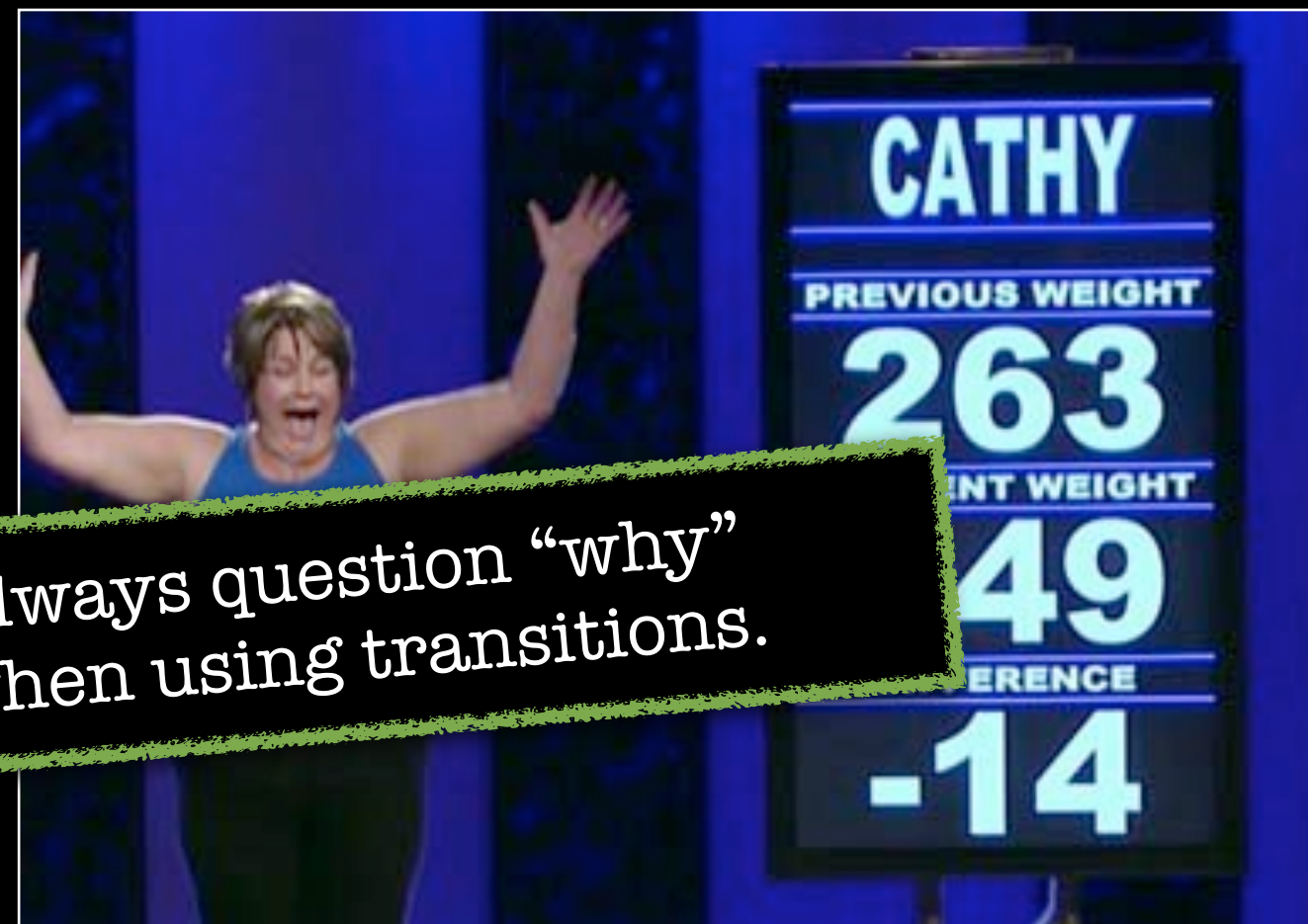
The screenshot shows the TurboTax Deluxe interface. At the top, there are tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', and 'State Taxes'. Below these, there are sub-tabs for 'Wages & Income', 'Deductions & Credits', and 'Other Tax Situations'. On the left, a box displays 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main area has a heading 'Enter Your Interest Paid to Some Lender' with a subtext 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there is a text input field labeled '(Box 1 on your 1098)' with the value '0.00' entered.

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Fanfare

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This is a close-up of the tax due amounts from the TurboTax interface. It shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973, both in red text on a dark background.

again in slow-motion...

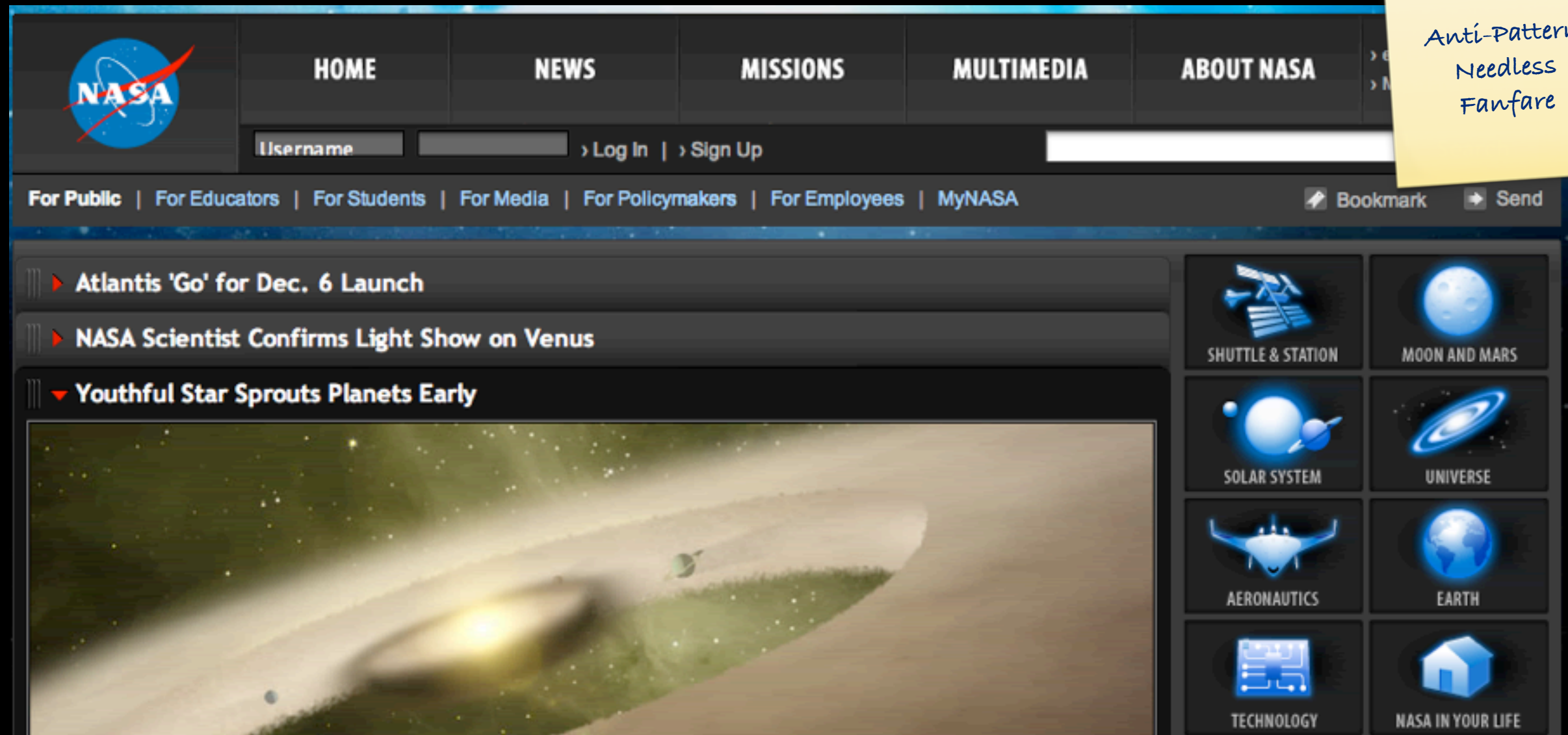


Always question "why"  
when using transitions.

nbc.com

upc.com

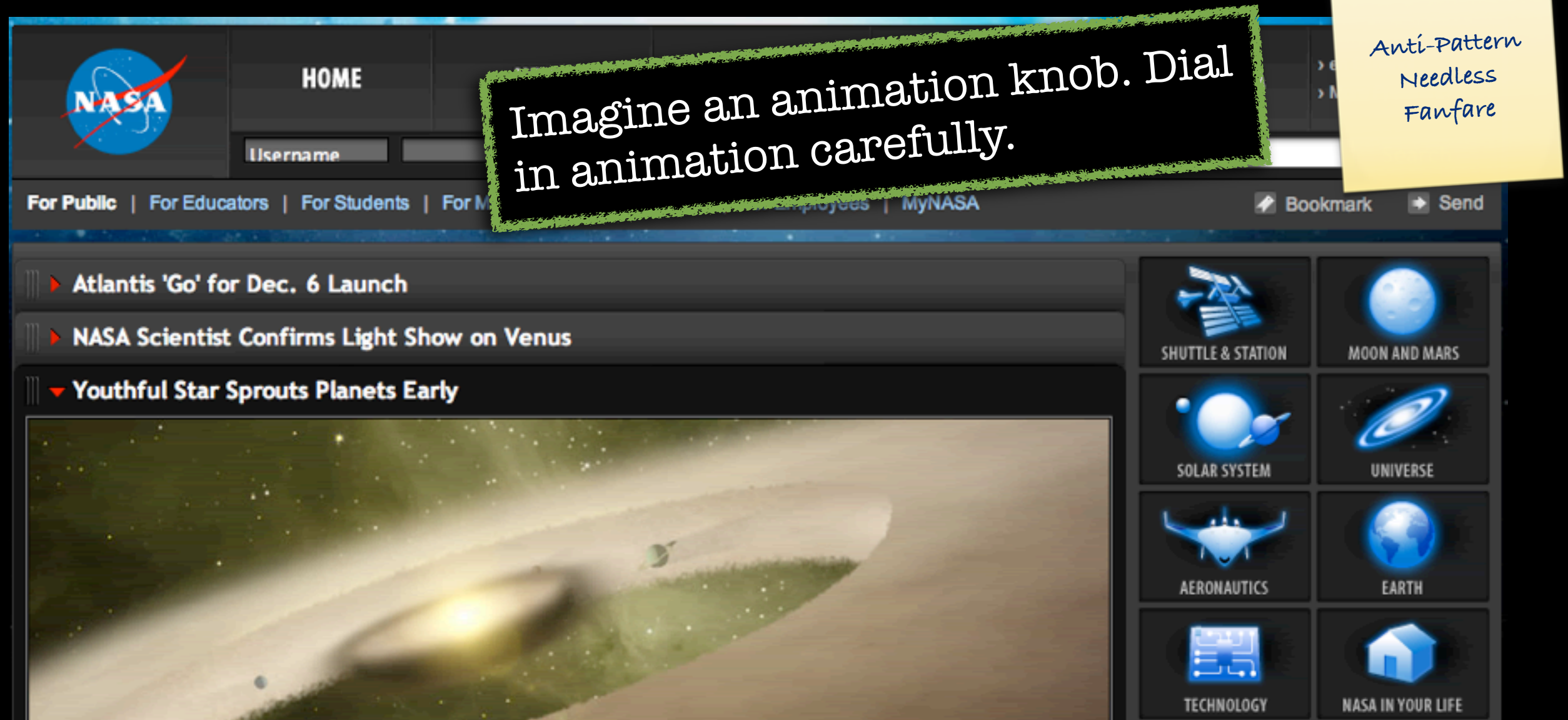
# Imagine - No Animation



anti-pattern. needless fanfare. nasa.gov



# Imagine - No Animation



anti-pattern. needless fanfare. nasa.gov

**16280 Paradise Valley Ln**  
Morgan Hill, CA 95037

**\$2,265,000**



◀ (1 of 9) ▶

Listing courtesy of Intero Real Estate  
Services

[Disclaimer](#)



[View Details](#)



[Schedule a Tour](#)



anti-pattern. needless fanfare. roost.com

16280 Paradise Valley Ln  
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

Listing courtesy of Intero Real Estate  
Services

[Disclaimer](#)



[View Details](#)



[Schedule a Tour](#)



2405 Acorn Bnd  
Denton, TX 76210-3851

\$136,995



1 of 9

Listing courtesy of Richard Trevino

[Disclaimer](#)




anti-pattern. needless fanfare. roost.com

anti-pattern. needless fanfare. roost.com



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(1 of 9)


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

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

anti-pattern. needless fanfare. roost.com

2405 Acorn Bnd  
Denton, TX 76210-3851

\$136,995



Back Next

1 of 9


Listing courtesy of Richard Trevino [Disclaimer](#)

anti-pattern. needless fanfare. roost.com

PBS VIDEO beta

Home Programs Topics Collections I'd like to watch ... Search

EXPLORE: **FEATURED PROGRAMS** FEATURED COLLECTIONS



Visit The NewsHour program page

anti-pattern. needless fanfare. pbs.org

# Overdone Moments



anti-pattern. animation gone wild. behr paint



# Overdone Moments



anti-pattern. animation gone wild. behr paint



# Overdone Moments



Occam: What can be done with less is done in vain with more.

Tufte: Smallest Effective Difference. Make all visual distinctions as subtle as possible, but still clear and effective.

anti-pattern. animation gone wild. behr paint

# Overdone Moments

Occam: What can be done with less is done in vain with more.

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Needless  
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Tufte: Smallest Effective Difference. Make all visual distinctions as subtle as possible, but still clear and effective.



anti-pattern. animation gone wild. behr paint



[Animated Tour](#)  
[Useful New Features](#)

[We Upgraded Mail](#)  
[Storage: Now 2GB](#)

Select Type:

Web
Images
Local
News
Shopping

My Services
Feedback

Search:

Hello Bill
[ Sign Out, My Account ]
42° - 57°

Add Content
Change Layout
Change Colors

Select Page:

My Front Page

Scoreboard
edit x

TODAY

NHL

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

NBA

Dallas vs. 0 10:30  
LA Clippers 0 ET

YESTERDAY

no games for selected teams

Listen to live audio of college games

Best Fare Tracker
edit x

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

Message Center
edit x

Check Email

Launch Messenger 14 friends on

Weather
edit x

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 by Zip Code or City

Maps
edit x

Select From My Locations or Recently Used clear recent

---- My Locations ----

Software News
edit x

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

eHub
edit x

eHub Interviews Prodigem - 11 hours ago

Veetro - 20 hours ago

MediaMax - 2 days ago

iOWEYOU - 2 days ago

HyperSuper - 2 days ago

BayCHI Monthly Program Events
edit x

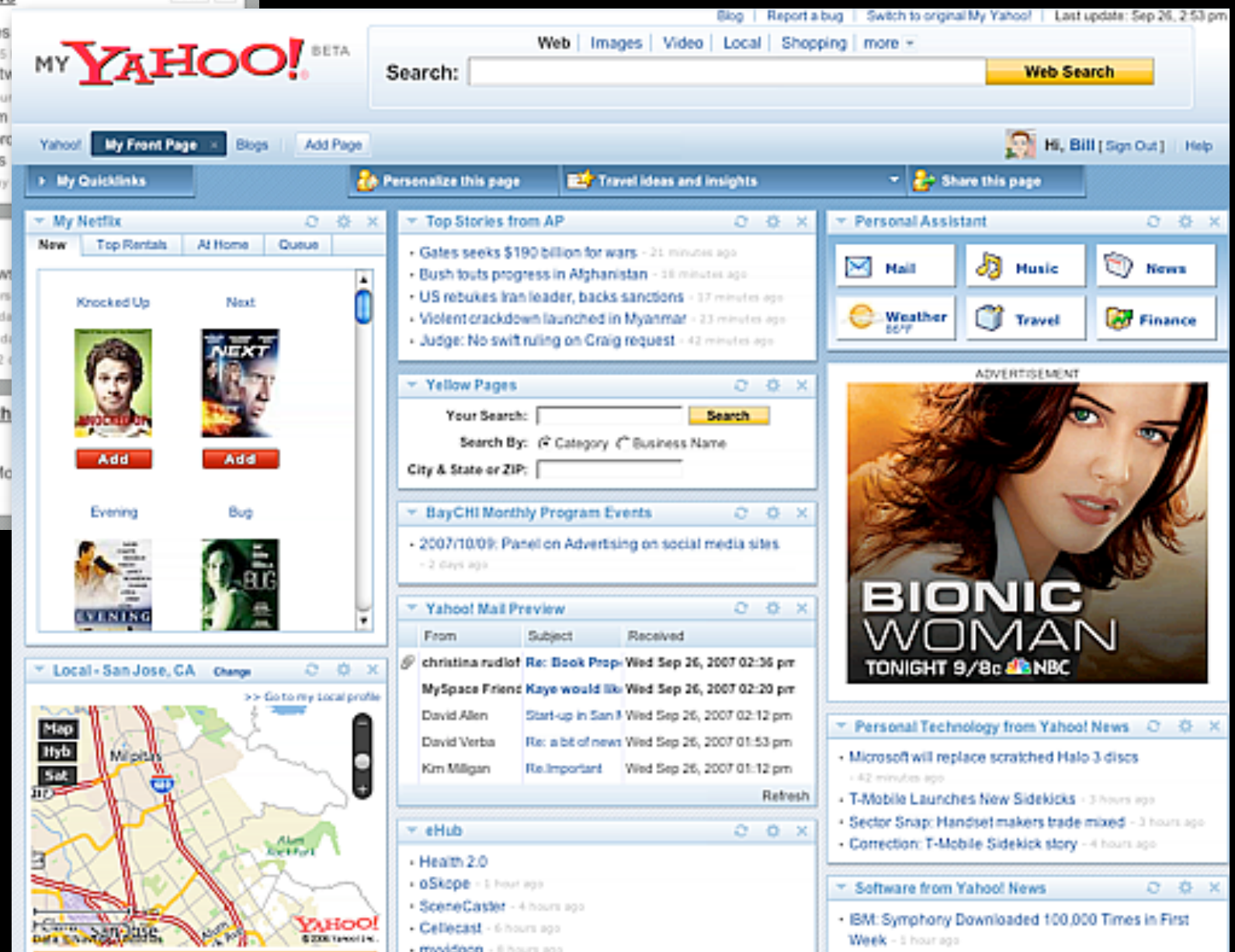
2006/02/14: Monthly Program Meeting - 3 hours ago

original. animation on drop. my yahoo!





original. animation on drop. my yahoo!

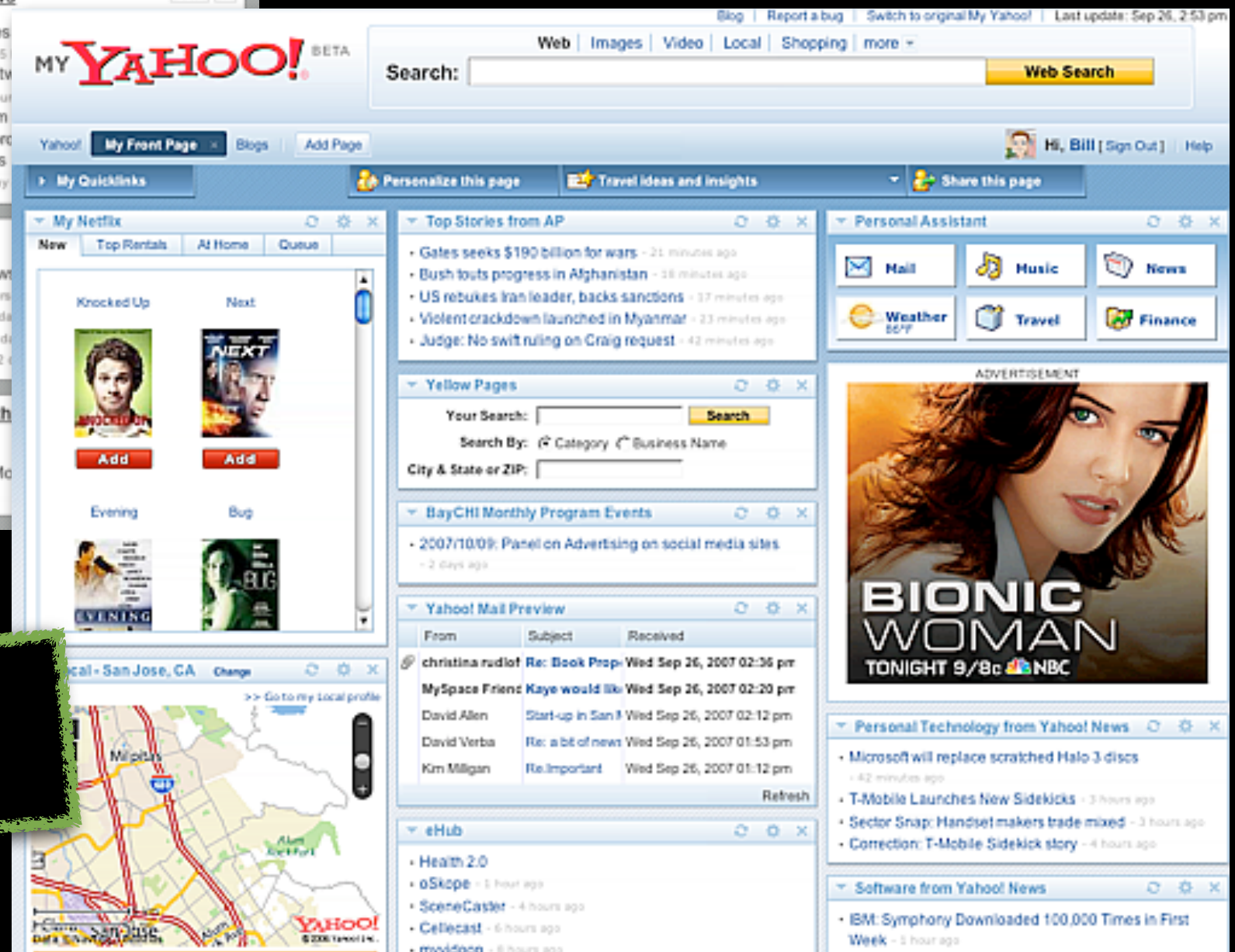


current. no animation on drop. my yahoo!



original. animation on drop. my yahoo!

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



current. no animation on drop. my yahoo!



# Animated Moments

## Used car locator

[Back to Used cars homepage](#)

My search

☆ My favourites

Setup your search, enter your location and click 'search now'

### 1. Chosen models:

#### To ADD a model:

Simply click a model on the right.

Please note.

You can add more than one model to your search.

#### Once added:

Click the 'model image' for more options that allow you to select only specific model variations & trims.

OR

Click the 'remove' button to delete the model from your search.

### 2. Fine-tune your search:

### 3. Must haves:

4. Search type: ☒ Available stock ☐ Coming soon stock

### 5. Enter your postcode or location:

Search now

### Model selection

Lupo



£2,990 to £8,990

Fox



£4,685 to £8,995

Polo



£3,995 to £14,995

Golf



£4,995 to £27,000

Golf GTI



£6,492 to £29,990

Golf Plus



£6,995 to £19,995

New Beetle



£5,980 to £22,490

Bora



£3,995 to £7,999

Jetta



£6,995 to £19,995

Eos



£12,250 to £28,990

Scirocco



£18,990 to £26,995

Passat



£4,295 to £37,000

Passat CC



£16,950 to £32,494

Touran



£6,995 to £23,490

Sharan



£8,450 to £23,995

Tiguan



£16,290 to £27,995

Touareg



£14,999 to £52,980

Phaeton



£12,999 to £39,990

View:

All

Hatchbacks

Saloons

Estates

Coupe/Cabrio

Executives

MPVs

4x4s



# Animated Moments

Animation must reinforce the interaction.

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[Back to Used cars homepage](#)

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4. Search type: ☒ Available stock ☐ Coming soon stock

5. Enter your postcode or location:

Search now

### Model selection

Lupo  £2,990 to £8,990	Fox  £4,685 to £8,995	Polo  £3,995 to £14,995	Golf  £4,995 to £27,000	Golf GTI  £6,492 to £29,990
Golf Plus  £6,995 to £19,995	New Beetle  £5,980 to £22,490	Bora  £3,995 to £7,999	Jetta  £6,995 to £19,995	Eos  £12,250 to £28,990
Scirocco  £18,990 to £26,995	Passat  £4,295 to £37,000	Passat CC  £16,950 to £32,494	Touran  £6,995 to £23,490	Sharan  £8,450 to £23,995
Tiguan  £16,290 to £27,995	Touareg  £14,999 to £52,980	Phaeton  £12,999 to £39,990		

View:

All

Hatchbacks

Saloons

Estates

Coupe/Cabrio

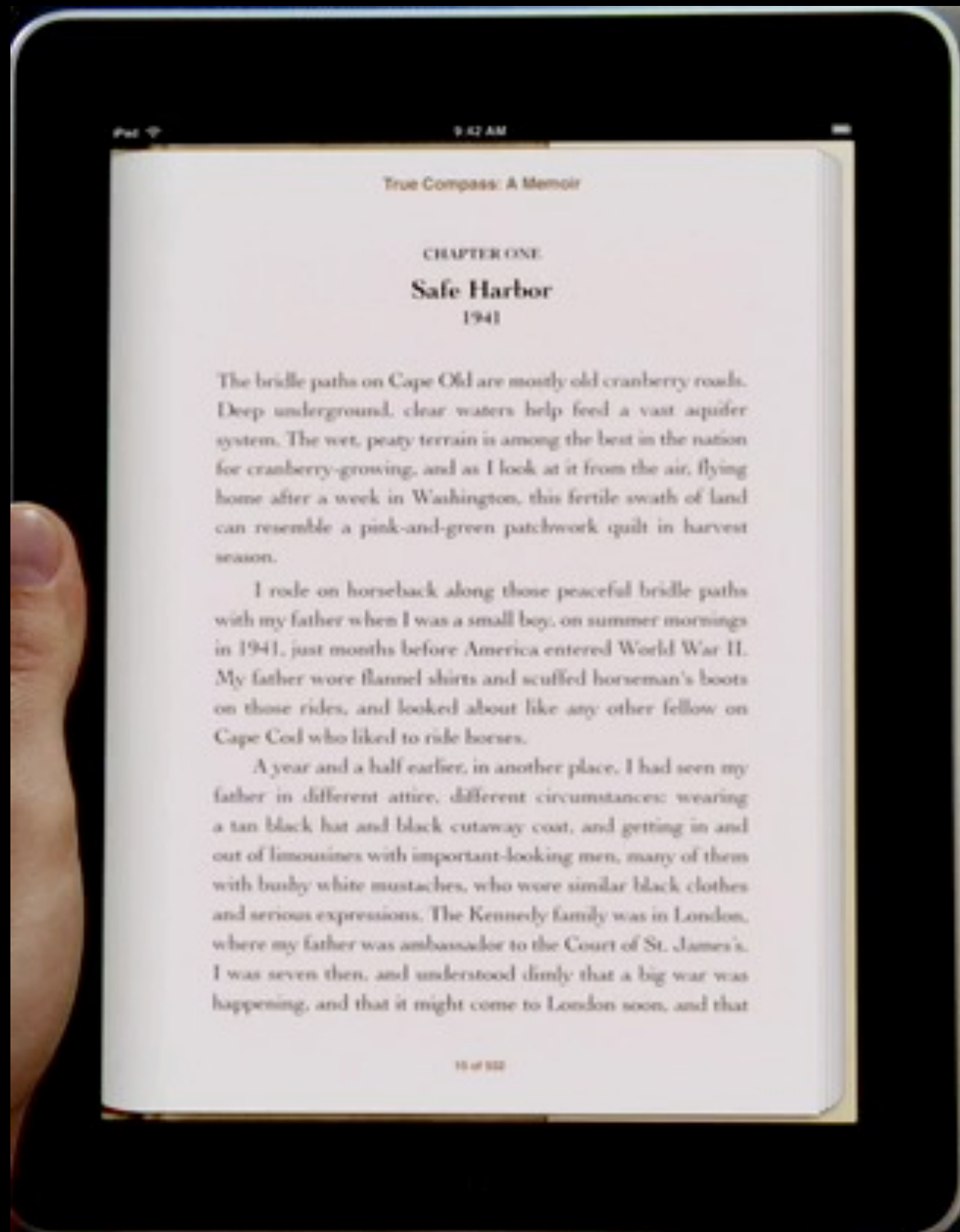
Executives

MPVs

4x4s



# Animation Can Be Good



True Compass: A Memoir

## CHAPTER ONE

### Safe Harbor

1941

The bridle paths on Cape Cod are mostly old cranberry roads. Deep underground, clear waters help feed a vast aquifer system. The wet, peaty terrain is among the best in the nation for cranberry-growing, and as I look at it from the air, flying home after a week in Washington, this fertile swath of land can resemble a pink-and-green patchwork quilt in harvest season.

I rode on horseback along those peaceful bridle paths with my father when I was a small boy, on summer mornings in 1941, just months before America entered World War II. My father wore flannel shirts and scuffed horseman's boots on those rides, and looked about like any other fellow on Cape Cod who liked to ride horses.

A year and a half earlier, in another place, I had seen my father in different attire, different circumstances: wearing a tan black hat and black cutaway coat, and getting in and out of limousines with important-looking men, many of them with bushy white mustaches, who wore similar black clothes and serious expressions. The Kennedy family was in London, where my father was ambassador to the Court of St. James's. I was seven then, and understood dimly that a big war was happening, and that it might come to London soon, and that



# Transitional Moments Communicate



progress indicator

# Transitional Moments Communicate



# Transitional Moments Communicate

Speed up time.

Connecting...



progress indicator

Slow down time.

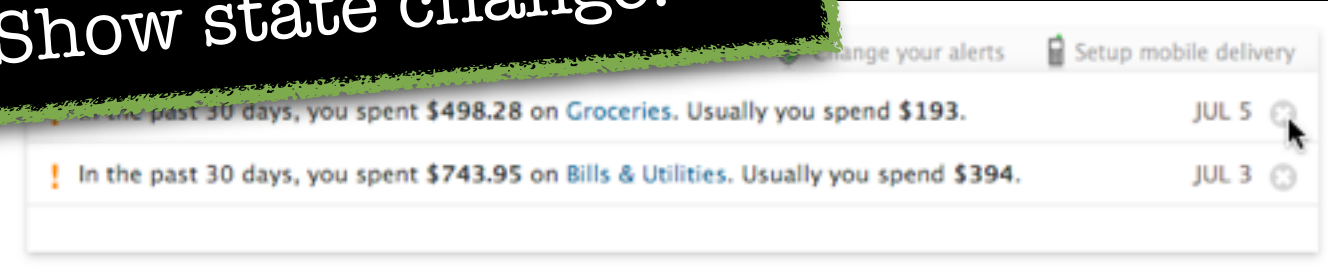


earlier version of my yahoo!



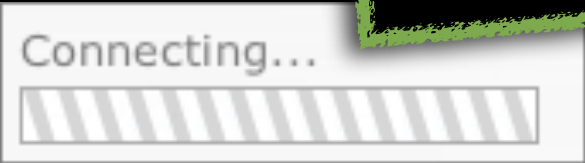
# Transitional Moments Communicate

Show state change.



mint.com

Speed up time.



progress indicator

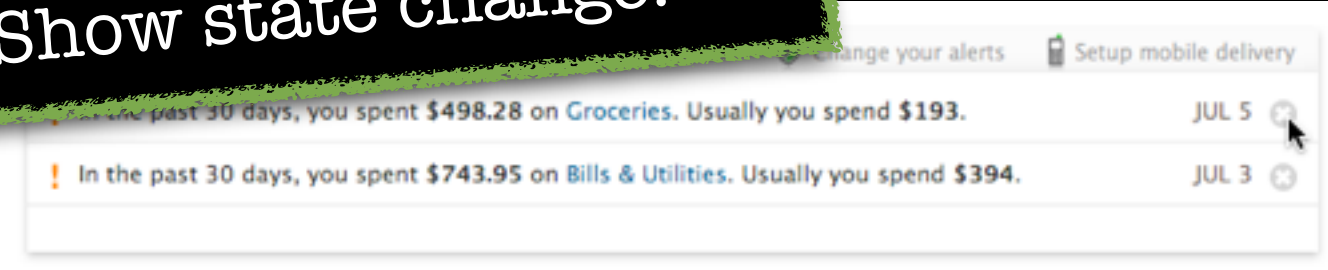
Slow down time.



earlier version of my yahoo!

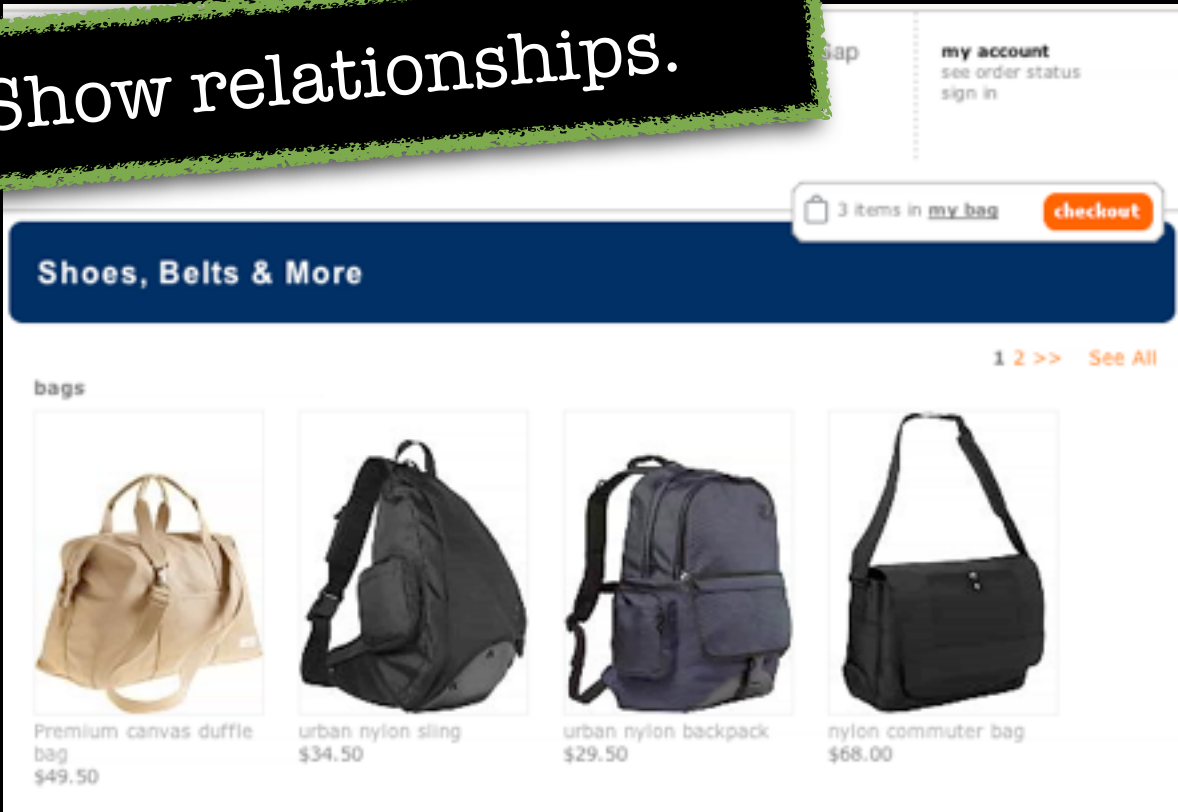
# Transitional Moments Communicate

Show state change.



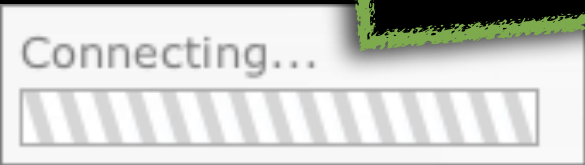
mint.com

Show relationships.



the gap

Speed up time.



progress indicator

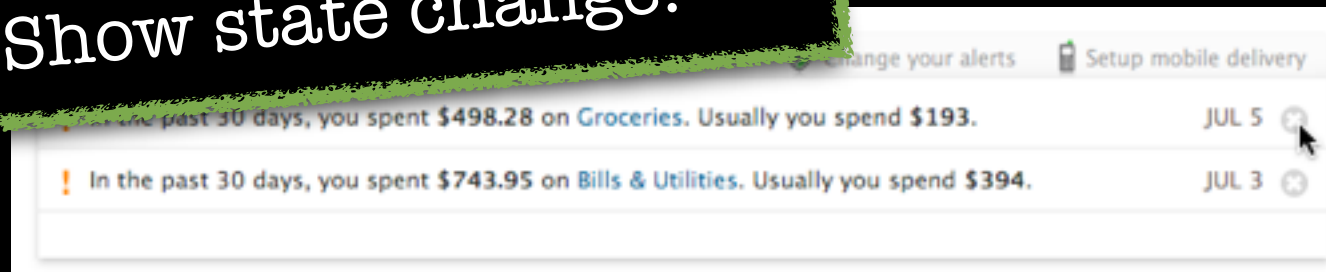
Slow down time.



earlier version of my yahoo!

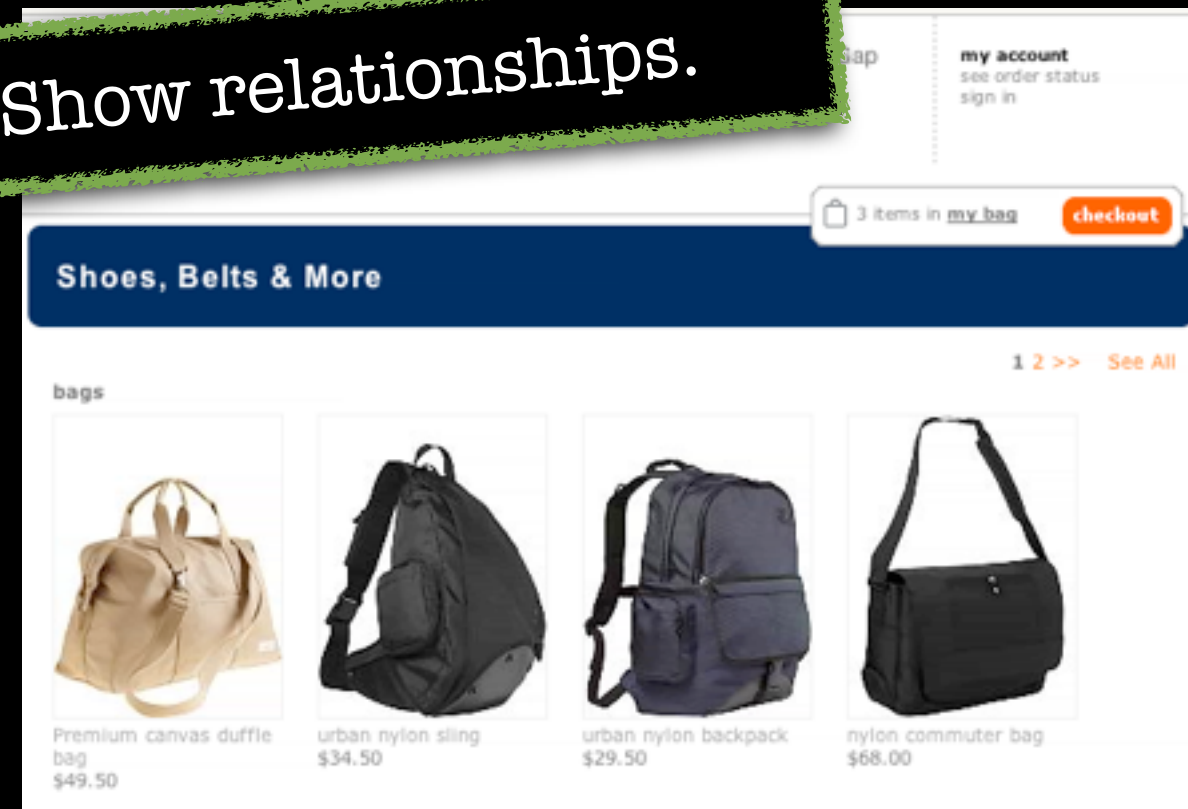
# Transitional Moments Communicate

Show state change.



mint.com

Show relationships.



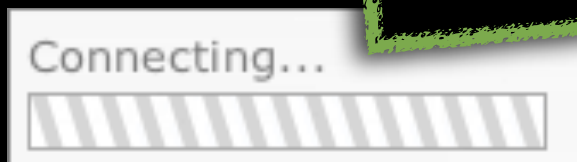
the gap

Focus attention.



flickr organizr

Speed up time.



progress indicator

Slow down time.



earlier version of my yahoo!



Late Night Comedies

Based on your interest in  
[National Lampoon's Pledge This!](#)  
[The Stoned Age](#)  
[Team America: World Police](#)

Set this genre

Late Night Comedies

Sometimes watch

[Humboldt County](#)



Add

★ ★ ★ ★ ☆

⌵ Not Interested

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



Add

★ ★ ★ ★ ☆

⌵ Not Interested

[The Onion Movie](#)



Add

★ ★ ★ ☆ ☆

⌵ Not Interested

[A Dirty Shame](#)



Add

★ ★ ★ ☆ ☆

⌵ Not Interested

experiment on home page

Late Night Comedies

Not Interested See All >

Based on your interest in  
[National Lampoon's Pledge This!](#)  
[The Stoned Age](#)  
[Team America: World Police](#)

Set this genre  
Late Night Comedies  
☐ ☒ ☐ Sometimes watch

[Humboldt County](#)



Add

★★★★☆

Not Interested

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



Add

★★★★☆

Not Interested

[The Onion Movie](#)



Add

★★★★☆

Not Interested

[A Dirty Shame](#)



Add

★★★★☆

Not Interested

experiment on home page

NETFLIX

Bill Scott | Your Account | Buy / Redeem Gift | Help

Browse DVDs

Watch Instantly

Your Queue

Movies You'll ❤️

Movies, actors, directors, genres Search

Suggestions (1435) Rate Movies Taste Preferences Movies You've Rated (608)

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

Rating Movies in All Genres

RATED MOVIES 608

Miss Congeniality

Big Momma's House

Hitch

Taxi Driver

dedicated area.

# Feedback Moments



# Feedback Moments

The screenshot shows the Omio website's 'Contract Phones' section. The left sidebar contains navigation links for 'Pay Monthly', 'Pay As You Go', 'SIM Free', 'SIM Only', 'Retailers', and 'Free gifts'. Below this is a 'Quick Find' section with 'Select Brand' and 'Select Model' dropdowns, and an 'Omio Tools' section with links to 'Phone Finder', 'Compare Phones', 'Recycle Mobile Phones', 'Latest Mobile Phones', and 'Mobile Phone Reviews'. The main content area is titled 'Contract Phones' and 'Compare all contract mobile phone deals in the UK instantly'. It features a filter bar with tabs for 'Networks', 'Brands', 'Tariffs', 'Features', 'Styles', 'Offers', and 'Colour'. The 'Tariffs' tab is active, showing three sliders: 'Monthly Cost' (set to £50 monthly), 'Inclusive Texts' (set to 300 txts+), and 'Monthly Minutes' (set to any). A large number '122,367 Deals Compared' is displayed. Below the filters, there is a table of deals with columns for 'Handset/Tariff/Offer', 'Mins', 'Texts', 'Handset Cost', 'Contract Length', 'Monthly Cost', and 'Where to buy from'. The table lists three deals: Nokia N97 (Black) Your Plan 600, Nokia N97 (Black) Dolphin £45 NOW £35, and Sony Ericsson W995 (Black).

Join Omio | Login | About

Home Deals Phones Networks Forum Blog

Home > Mobile Phone Deals

## Contract Phones

Compare all contract mobile phone deals in the UK instantly

Pay Monthly Term up to: 36 months | Pay As You Go | SIM Free

Networks Brands **Tariffs** Features Styles Offers Colour

Monthly Cost: doesn't matter, £50 monthly, zero

Inclusive Texts: unlimited, 300 txts+, doesn't matter

Monthly Minutes: unlimited, any, doesn't matter

£50 monthly X 300 txts X

# 122,367

Deals Compared

View: Deals Phones Show 10 Sort By Most popular

Handset/Tariff/Offer	Mins	Texts	Handset Cost	Contract Length	Monthly Cost	Where to buy from
<b>Nokia N97 (Black)</b> Your Plan 600	<b>600</b> Anytime Cross network	<b>Unlimited</b>	<b>FREE</b>	<b>24</b> Months	<b>£29.36</b>	<b>mobiles.co.uk</b> Retailer Info <a href="#">more info</a>
<b>Nokia N97 (Black)</b> Dolphin £45 NOW £35	<b>1200</b> Anytime Cross network	<b>Unlimited</b>	<b>FREE</b>	<b>18</b> Months	<b>£35</b>	<b>dial a phone</b> Retailer Info <a href="#">more info</a>
<b>Sony Ericsson W995 (Black)</b>	<b>400</b> Anytime	<b>Unlimited</b>	<b>FREE</b>	<b>18</b> Months	<b>£19.57</b>	<b>mobiles.co.uk</b>

live feedback. omio

# Feedback Moments

omio

Home Deals Phones Networks Forum Blog

Home > Mobile Phone Deals

## Contract Phones

Compare all contract mobile phone deals in the UK instantly

Pay Monthly Term up to: 36 months | Pay As You Go | SIM Free

Networks Brands Tariffs Features Styles Offers Colour

Monthly Cost: doesn't matter | Inclusive Texts: unlimited | Monthly Minutes: unlimited

£50 monthly X 300 txts X

122,367 Deals Compared

Show 10 Sort By Most popular

Texts	Handset Cost	Contract Length	Monthly Cost	Where to buy from
limited	FREE	24 Months	£29.36	mobiles.co.uk Retailer Info more info
limited	FREE	18 Months	£35	dial a phone Retailer Info more info
limited	FREE	18 Months	£19.57	mobiles.co.uk

live feedback. omio

myPlan Snapshot

Current age 45 Your annual income \$ 75000 Your savings thus far \$ 80000

Our assumptions and methodology

Time retirement age 65

Money contributions \$400/mo

Investment style Growth

If the market performs poorly

YOUR GOAL\* \$1,755,000 at retirement

If the market performs on average

On-Track to Have: \$366,000

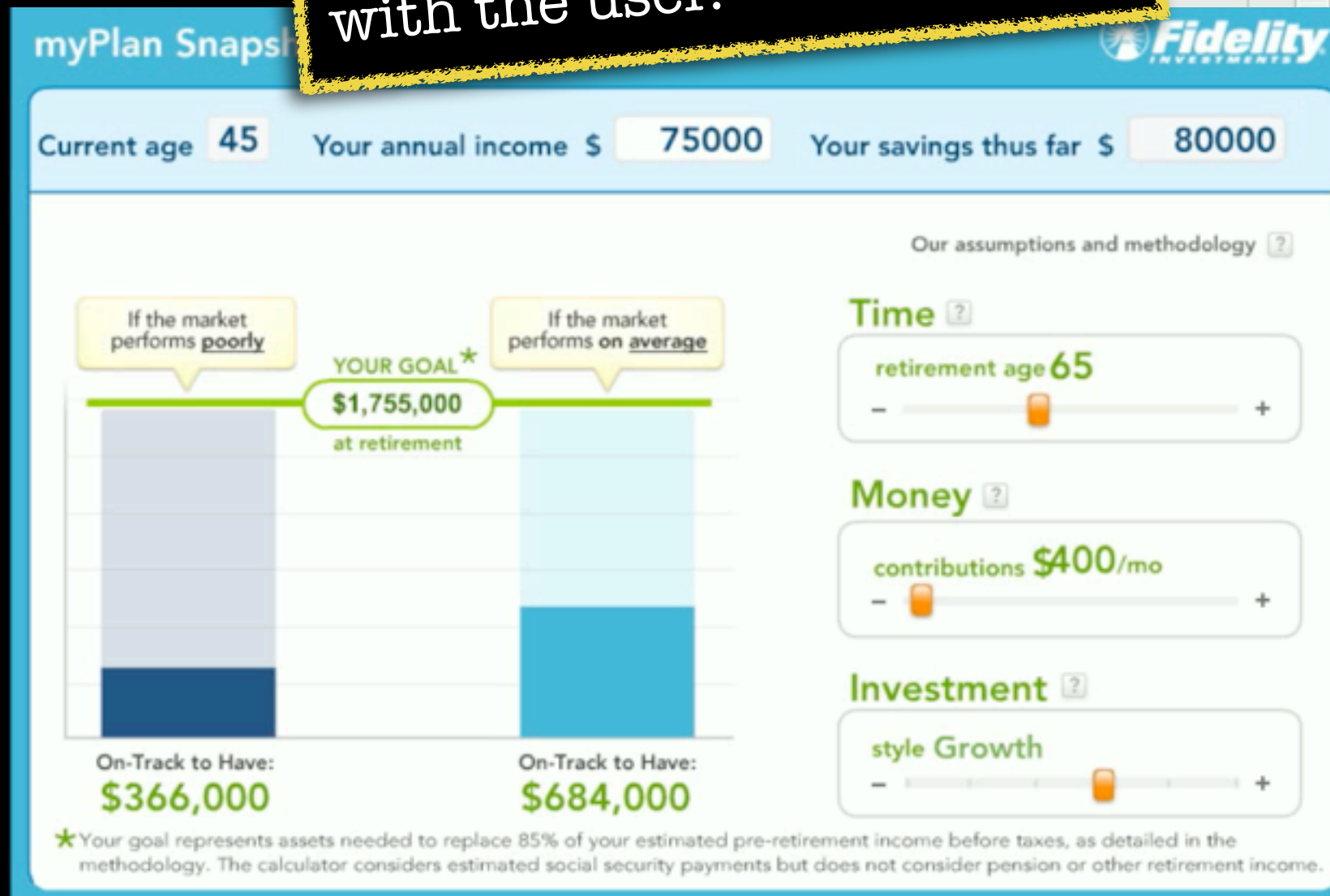
On-Track to Have: \$684,000

\*Your goal represents assets needed to replace 85% of your estimated pre-retirement income before taxes, as detailed in the methodology. The calculator considers estimated social security payments but does not consider pension or other retirement income.

live feedback. fidelity

# Feedback Moments

Create a tight feedback loop with the user.



live feedback. fidelity

omio

Home Deals Phones Networks Forum Blog

Home > Mobile Phone Deals

## Contract Phones

Compare all contract mobile phone deals in the UK instantly

Pay Monthly Term up to: **36 months** | Pay As You Go | SIM Free

Share this Selection | Reset

£50 monthly X 300 txts X

122,367 Deals Compared

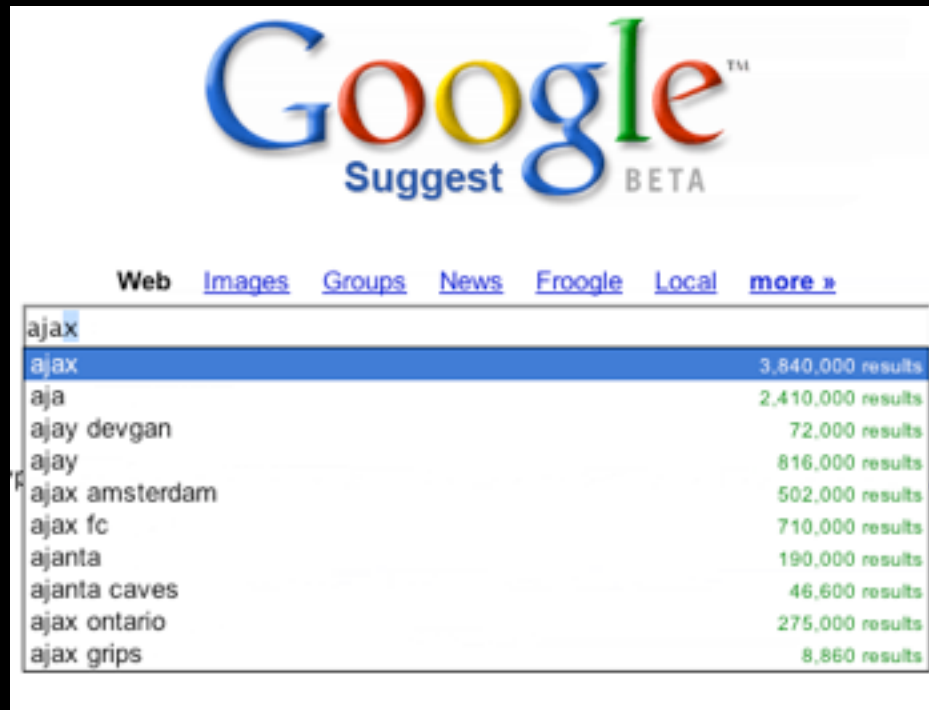
Show 10 Sort By Most popular

Texts	Handset Cost	Contract Length	Monthly Cost	Where to buy from
limited	FREE	24 Months	£29.36	mobiles.co.uk Retailer Info more info
limited	FREE	18 Months	£35	dial a phone Retailer Info more info
limited	FREE	18 Months	£19.57	mobiles.co.uk

live feedback. omio

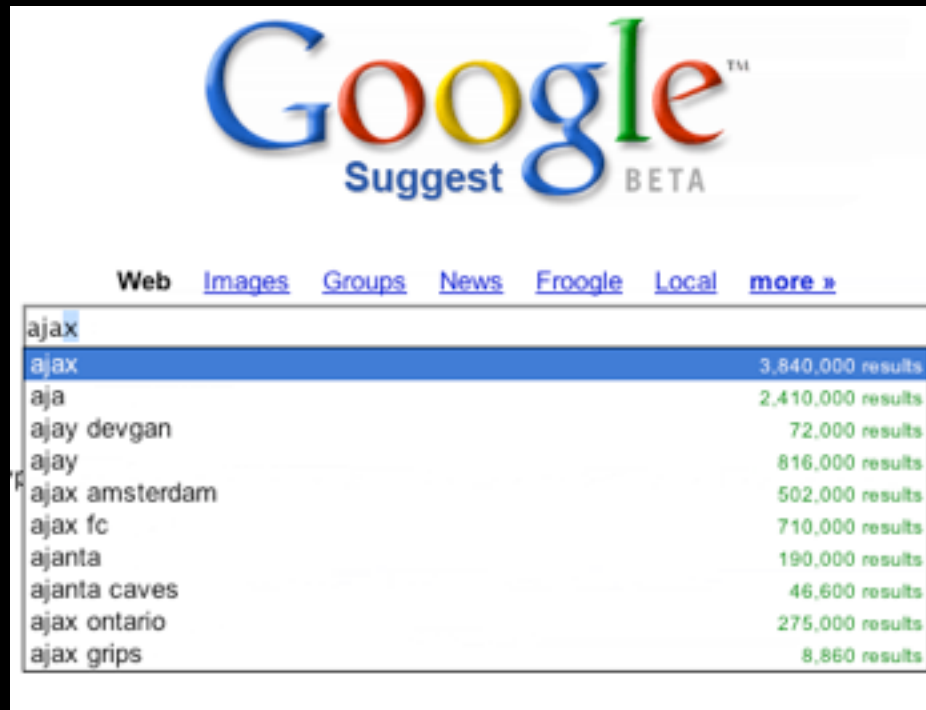


# Narrowing Moments

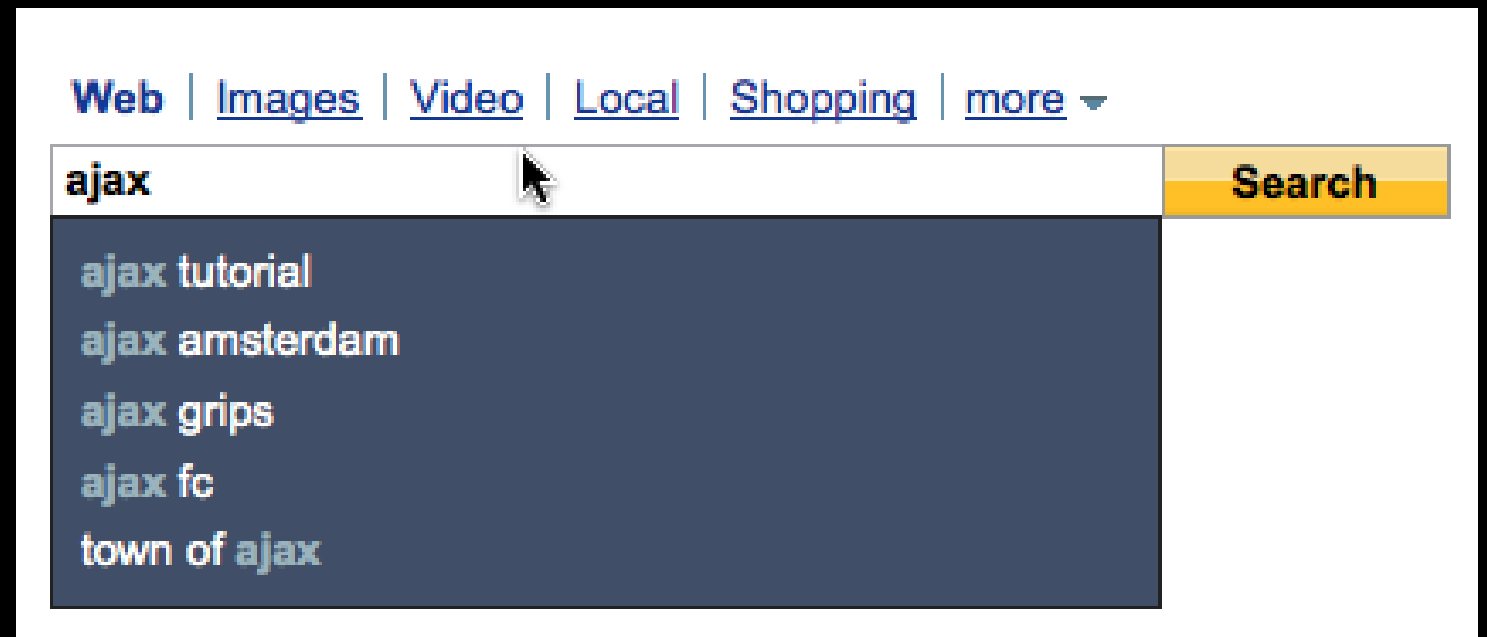


live suggest. google (early version)

# Narrowing Moments



live suggest. google (early version)

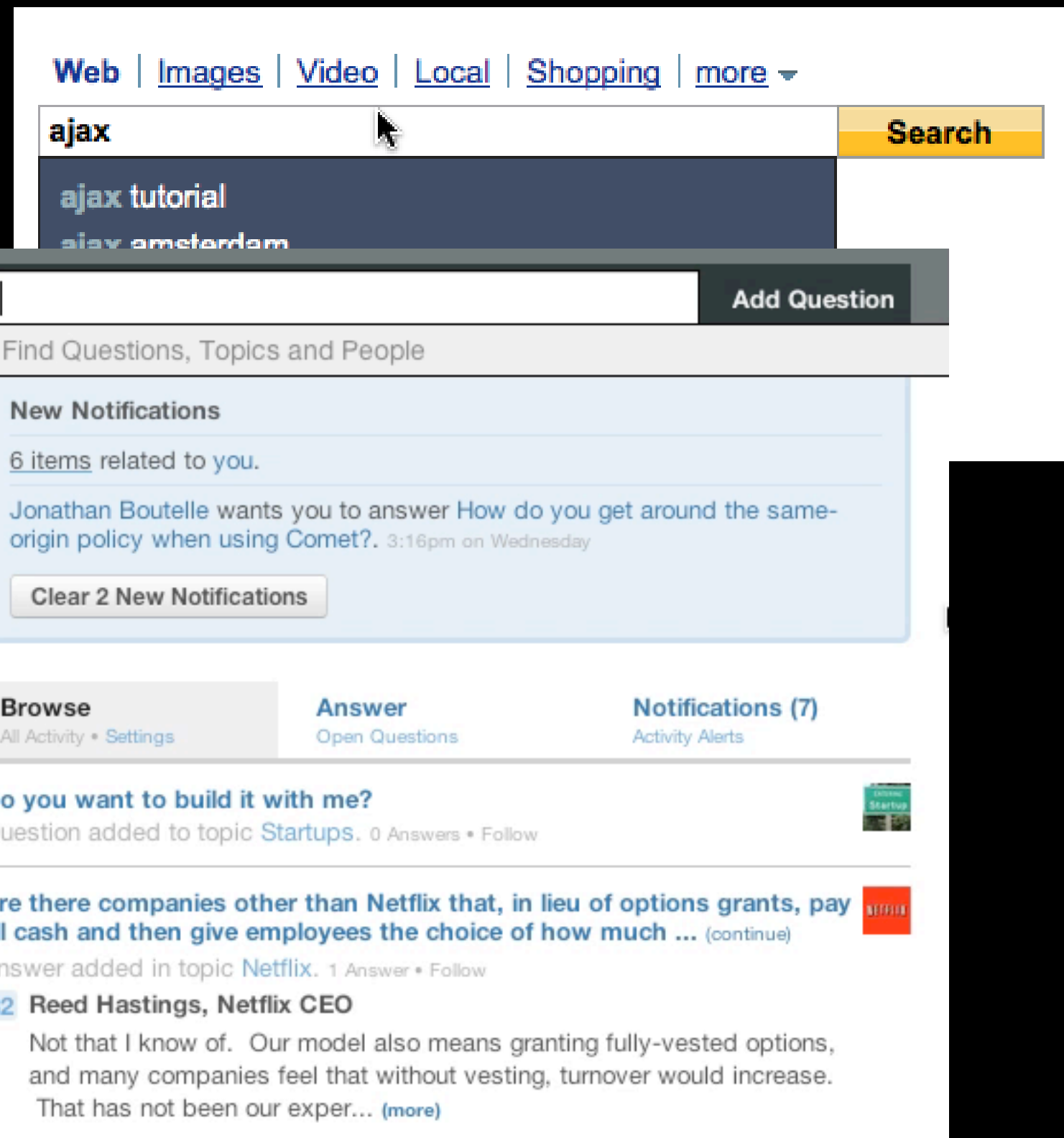


live suggest. yahoo search

# Narrowing Moments



live suggest. google (early version)

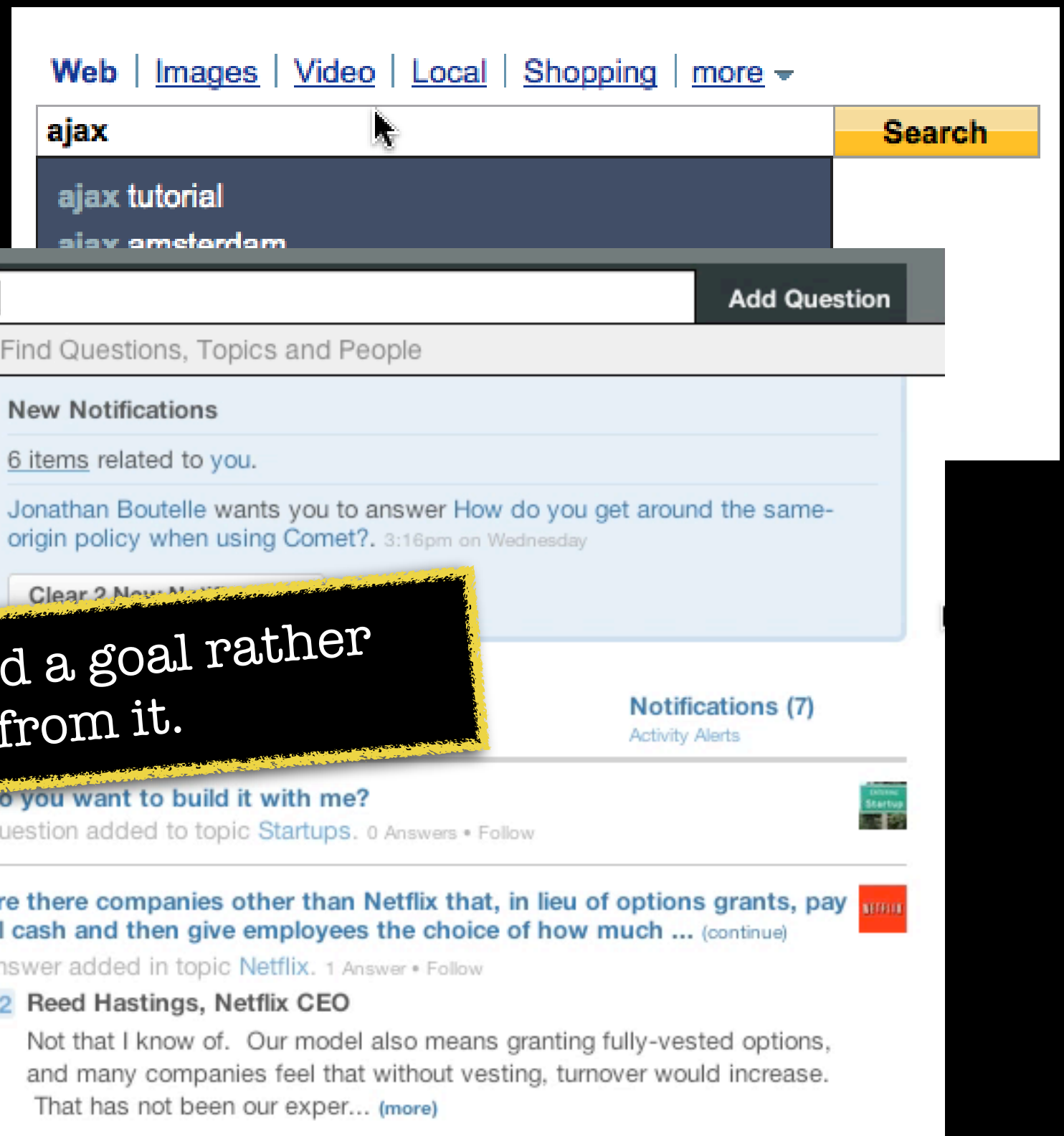




# Narrowing Moments

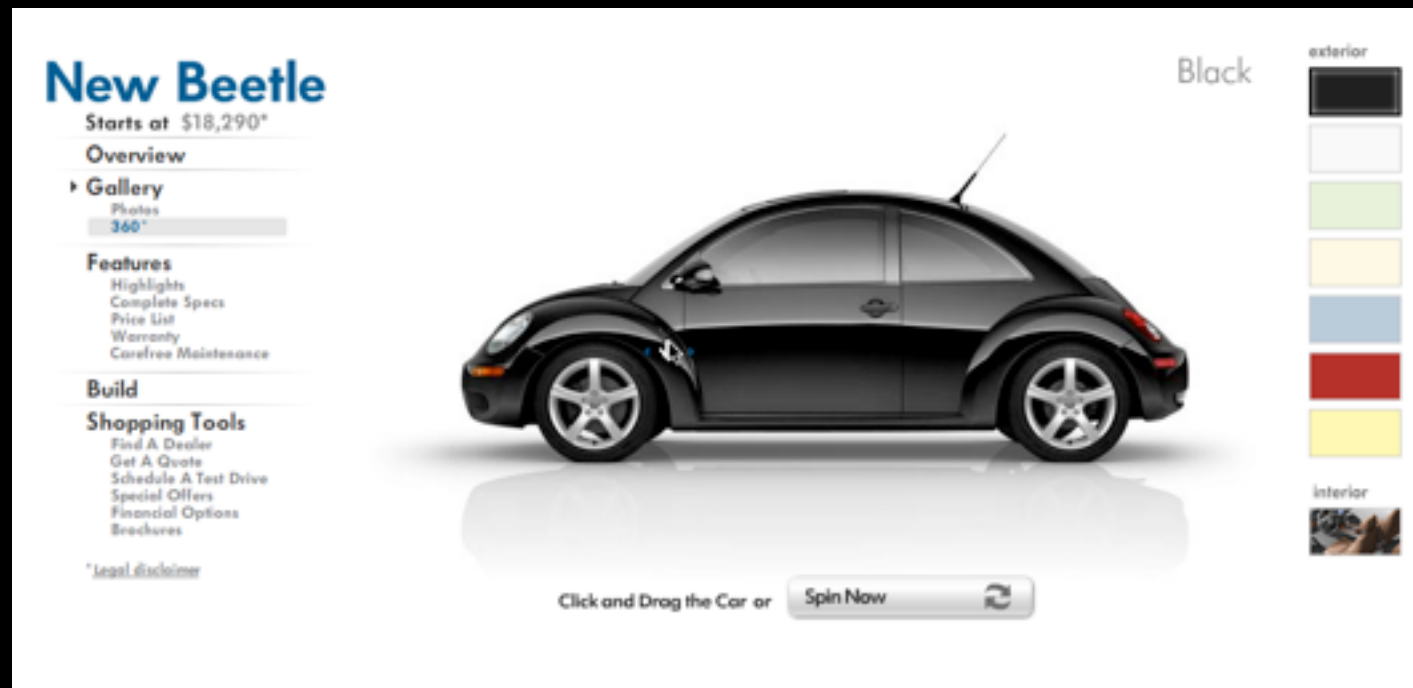


live suggest. google (early version)



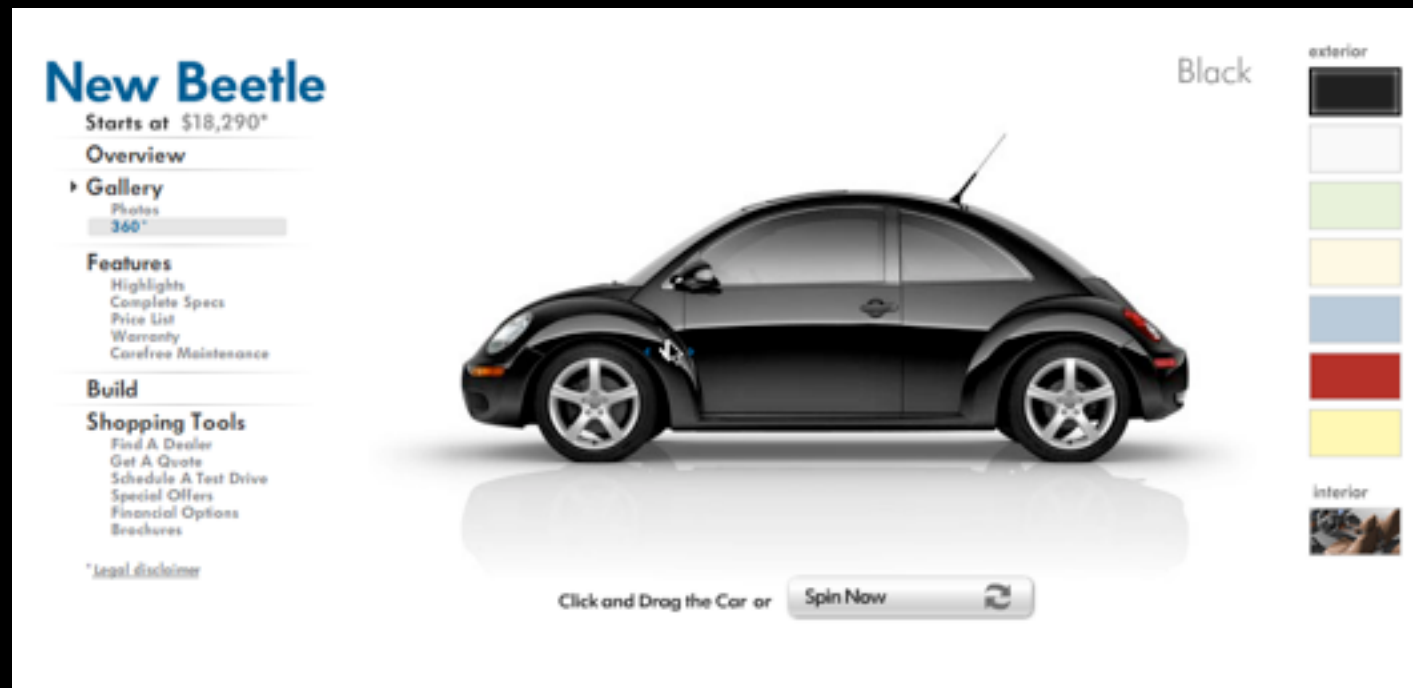
Narrow toward a goal rather than distract from it.

# Preview Moments



live preview. volkswagen car configurator

# Preview Moments



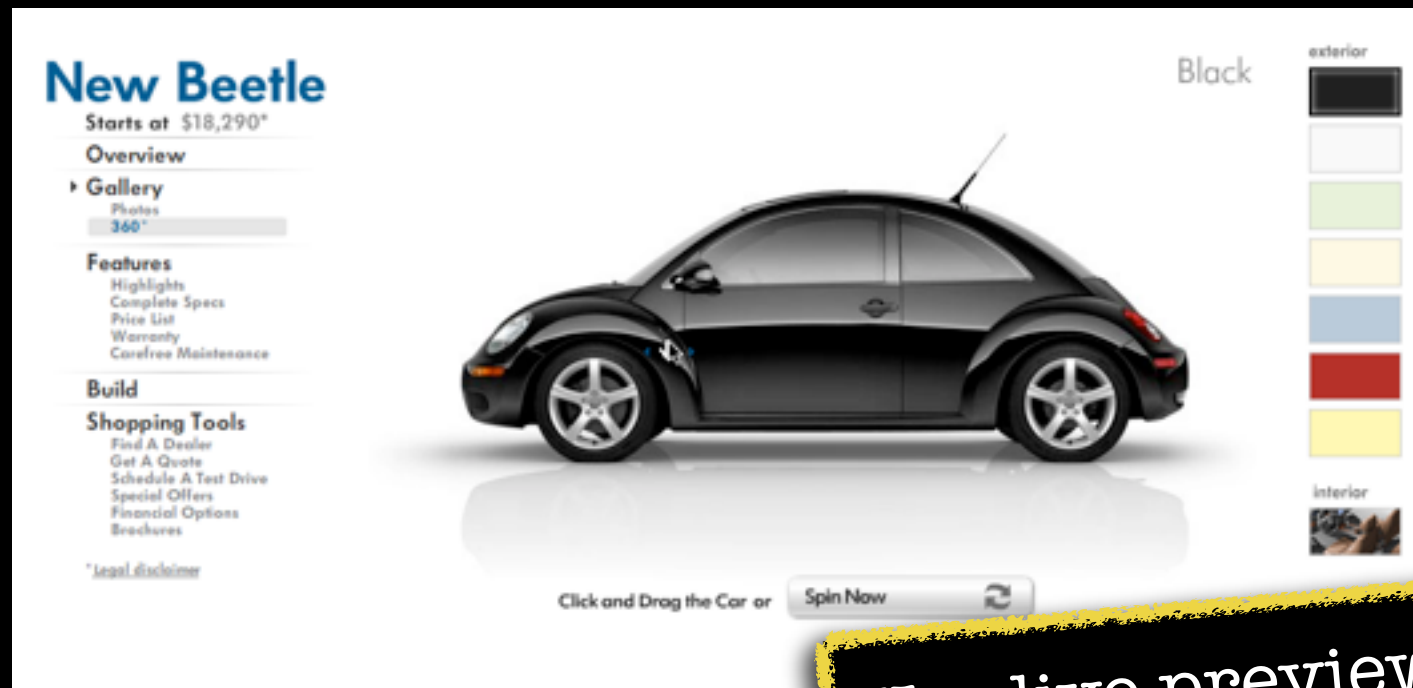
live preview. volkswagen car configurator



live suggest. apple search



# Preview Moments



live preview. volkswagen car configurator

Use live previews.



live suggest. apple search

# Moments in Forms

Find a domain name:

www.

(ex. widgetdesigns.com)

Search

live forms. yahoo! small business

# Moments in Forms

**Find a domain name:**

www.

(ex. widgetdesigns.com)

**Search**

live forms. yahoo! small business

**Required information for Google account**

**Your current email address:**

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

**Choose a password:**

Minimum of 6 characters in length.

[Password strength:](#) Too short

live forms. google account creation



# Moments in Forms

**Find a domain name:**

www.

(ex. widgetdesigns.com)

**Search**

live forms. yahoo! small business

**Required information for Google account**

**Your current email address:**

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

**Choose a password:**

Minimum of 6 characters in length.

[Password strength:](#) Too short

live forms. google account creation

**Quora** A continually improving  
created, edited, and org

**Login to Quora**

Email Address:

Password:

☒ Let me login without a  
password on this browser

**Login**

live forms. quora

# Moments in Forms

**Find a domain name:**

www.

(ex. widgetdesigns.com)

**Search**

live forms. yahoo! small business

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live forms. google account creation

**Quora** A continually improving created, edited, and org

**Login to Quora**

Email Address:

Password:


☒ Let me login without a password on this browser

**Login**

live forms. quora

Prevent errors beforehand  
with live forms.

# Moments in Forms




KAYAK™ Search with us, book with them.™


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

☒ Round-trip ☐ One-way ☐ Multi-city

**From**  
  
☒ Show Nearby Airports

**Leave**  
  **Time**  
 ▼

**To**  
  
☒ Show Nearby Airports

**Return**  
  **Time**  
 ▼

**Travelers**  
 ▼

**Cabin**  
 ▼

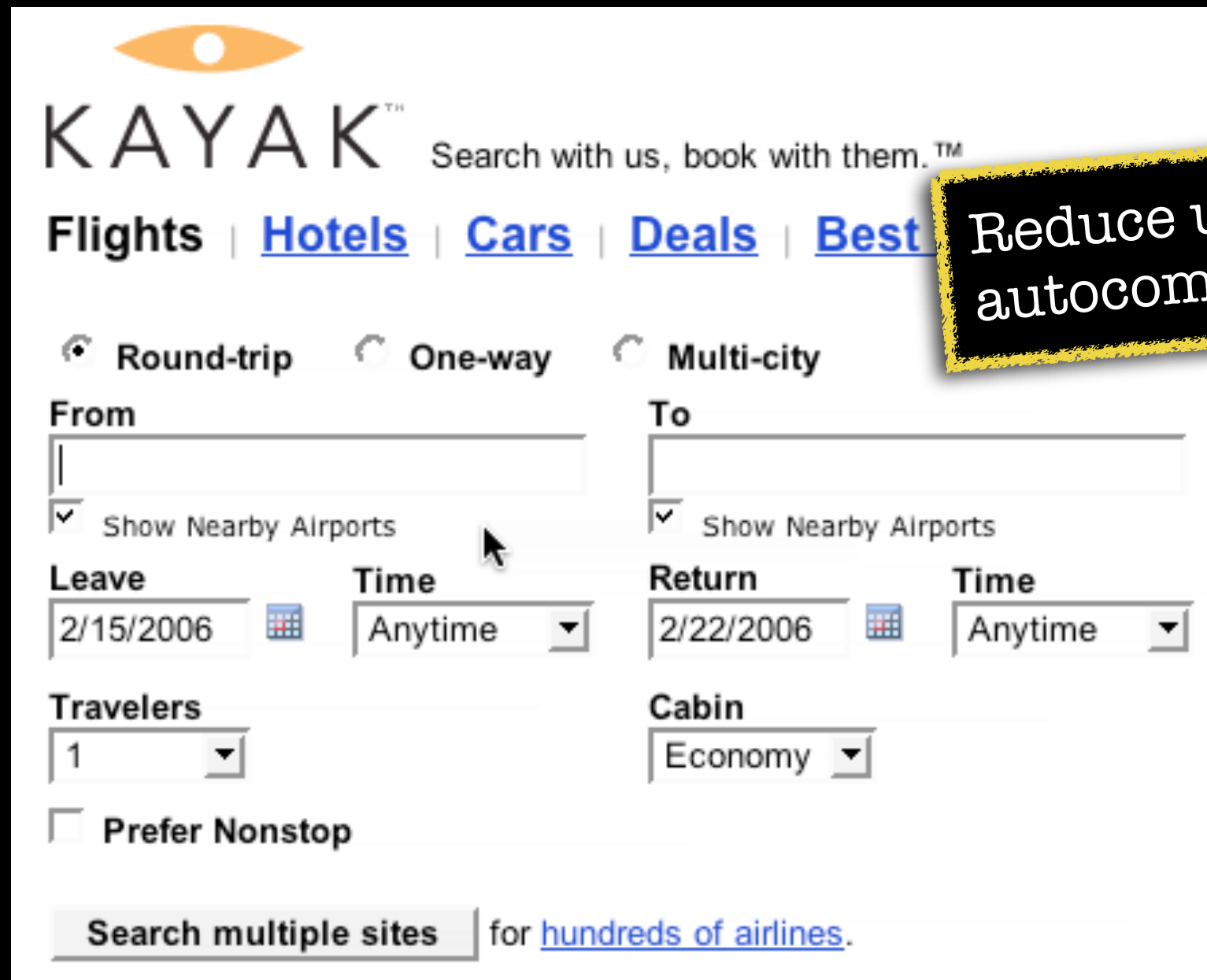
☐ Prefer Nonstop

for [hundreds of airlines.](#)

auto complete. kayak



# Moments in Forms



The image shows a screenshot of the KAYAK website's flight search interface. At the top is the KAYAK logo with the tagline "Search with us, book with them.™". Below the logo are navigation links for "Flights", "Hotels", "Cars", "Deals", and "Best". The main search form is divided into two columns. The left column has a "From" field, a "Leave" date field (set to 2/15/2006), and a "Travelers" dropdown (set to 1). The right column has a "To" field, a "Return" date field (set to 2/22/2006), and a "Cabin" dropdown (set to Economy). Both columns have "Show Nearby Airports" checkboxes and "Time" dropdowns (both set to "Anytime"). There are radio buttons for "Round-trip", "One-way", and "Multi-city". A "Prefer Nonstop" checkbox is at the bottom left. A search button labeled "Search multiple sites" is at the bottom, followed by the text "for [hundreds of airlines.](#)".

KAYAK™ Search with us, book with them.™

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

☒ Round-trip ☐ One-way ☐ Multi-city

From

☒ Show Nearby Airports

Leave

Time

Travelers

☐ Prefer Nonstop

To

☒ Show Nearby Airports

Return

Time

Cabin

for [hundreds of airlines.](#)

Reduce user effort by  
autocompleting correctly.

auto complete. kayak

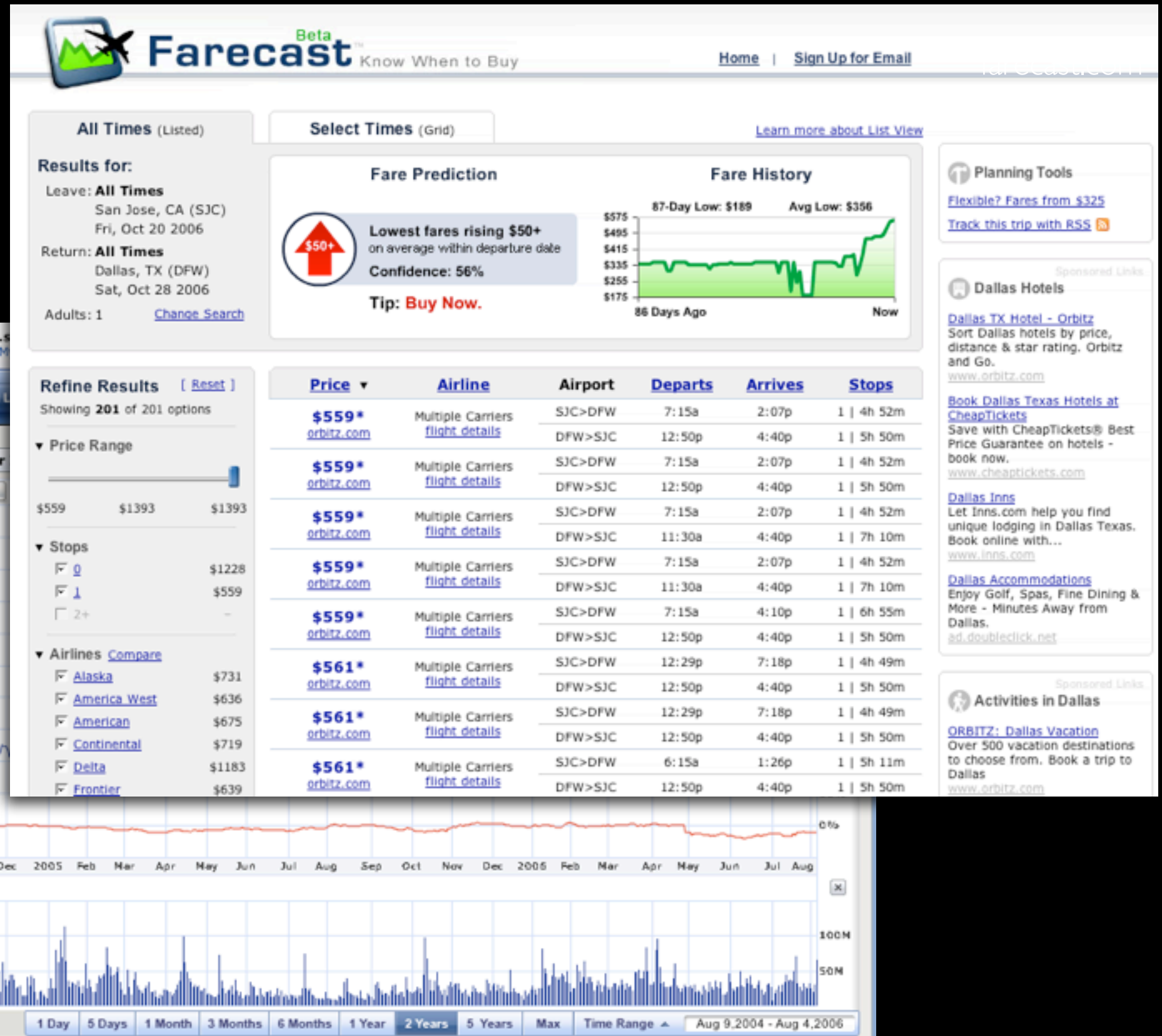
# Interactive Moments

yahoo! finance



# Interactive Moments

yahoo! finance





# Interesting Moments



1. Keep the moments lightweight
2. Keep the user in the moment
3. Keep the interface moments responsive

Delete Messages. iPad Mail

# Interesting Moments



1. Keep the moments lightweight
2. Keep the user in the moment
3. Keep the interface moments responsive

Delete Messages. iPad Mail

## Blogs

<http://looksgoodworkswell.com>

<http://designingwithlenses.com>

<http://designingwebinterfaces.com>

## Follow me on twitter!

@billwscott

@uxlenses



## Book

<http://designingwebinterfaces.com>

## Video

<http://oreil.ly/dwivideo>

## Flickr Credits

<http://tr.im/t6Ew>