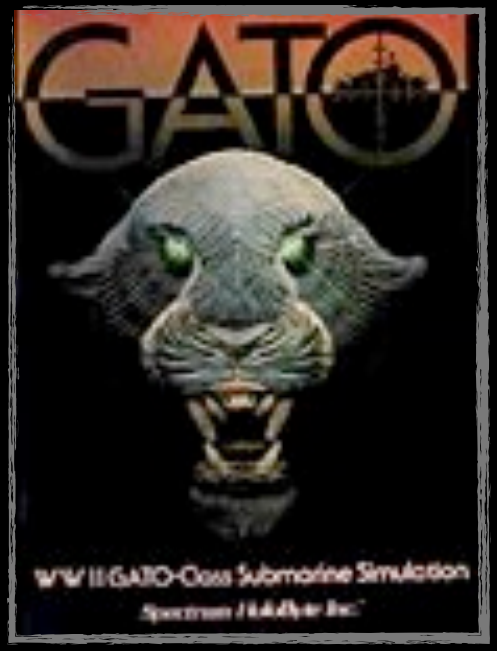
Designing for Interesting Moments

Bill Scott
Director, UI Engineering
Netflix

Twitter Hashtag #dwihts

High Tech Sig ~ Feb. 9, 2010

Me


GATO
WWII GATO-Class Submarine Simulation

Rico
JavaScript for Rich Internet Applications
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
OPEN SOURCE
BROWSER SUPPORT
AJAX SUPPORT
DRAG AND DROP
CINEMATIC EFFECTS
BEHAVIORS

YAHOO! DEVELOPER NETWORK
Design Pattern Library
Welcome
What's a Pattern?
Recent Patterns

Principles and Patterns for Rich Interactions
Designing Web Interfaces
O'REILLY
Bill Scott & Theresa Neil

NETFLIX
Because you enjoyed:
TV Sci-Fi & Fantasy
TV Dramas

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

BBC News | News Front Page | World Edition

- Fugitive linked to Jakarta blasts
- Tour de France spectator killed
- New photos show Apollo sites on Moon

Wired Top Stories

- Your Apollo Anniversary Experience
- Google Says Mobile App Stores Have

NYT > Home Page

- News Analysis: Iran Insider Sees a Chance to Seize Moment
- News Analysis: Democrats Grow Wary as Health Bill Advances
- Drivers Dismiss Risks of Multitasking on the Road
- An Appraisal: Cronkite's Signature: Approachable Authority
- Media Decoder: Explaining Cronkite to the YouTube Generation
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- Crime Drops Despite Fewer Officers in Lean Times
- Congressional Memo: In Books on Two Powerbrokers, Hints of the Future

Top Stories

Bombings, business and the future of Indonesia
Los Angeles Times - all 5951 related »

RIP, Uncle Walter
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Obama Reaches Out to Republicans on Health Care, but Bipartisan ...
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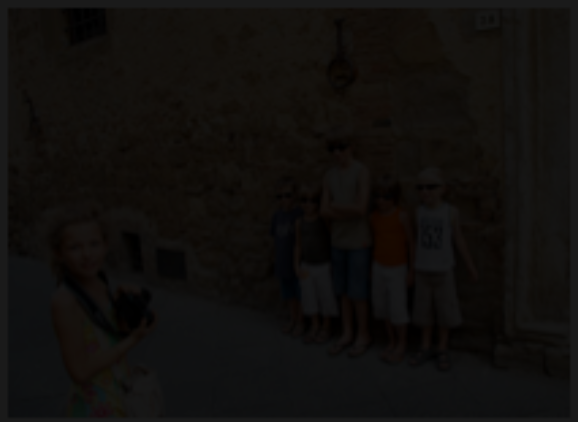

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Simple Interaction? Events...

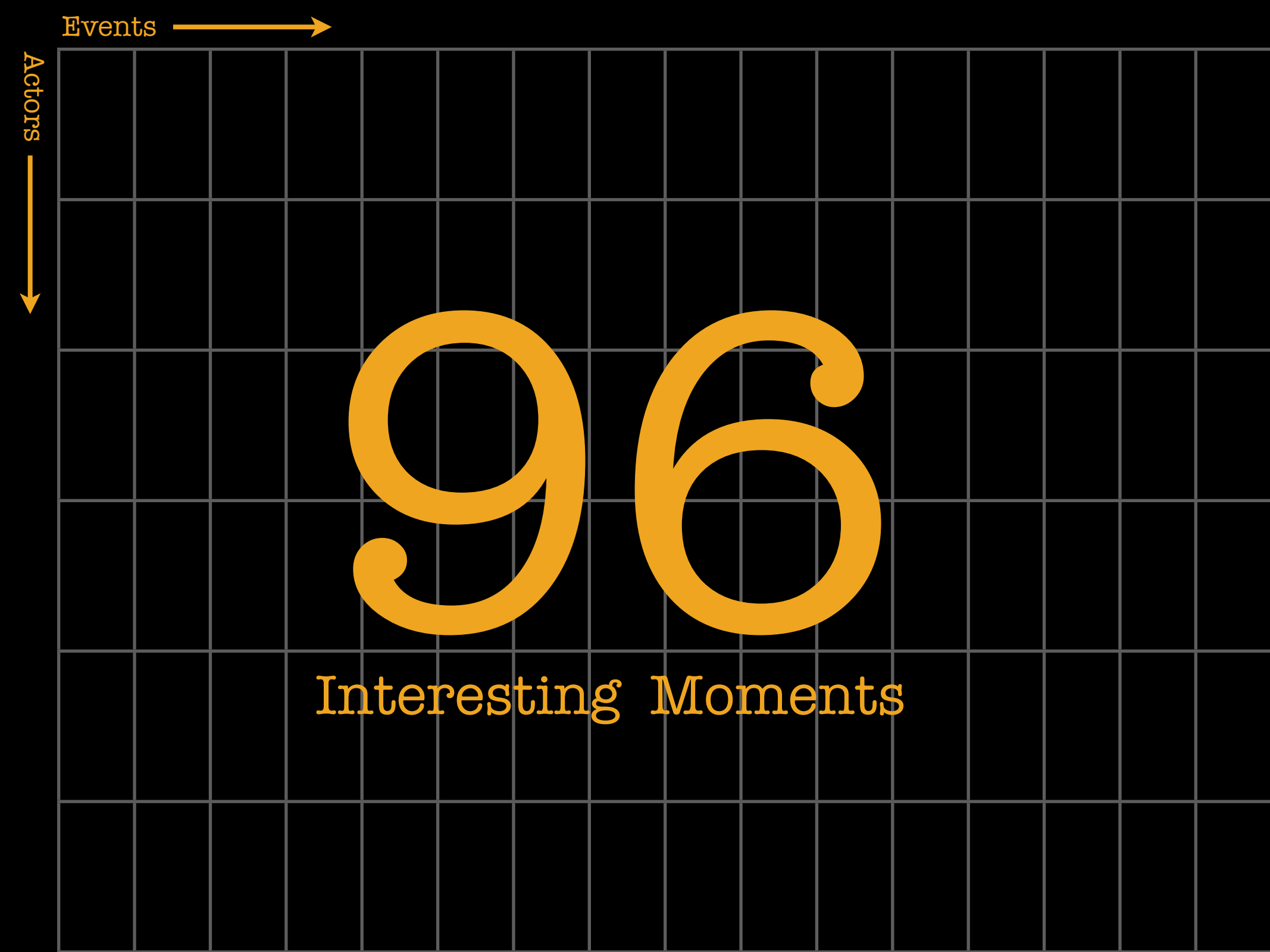
Page load. Mouse hover. Mouse down. Drag initiated. Drag leaves original location. Drag re-enters original location. Drag re-enters original location. Drag enters valid target. Drag exits valid target. Drag enters specific invalid target. Drag is over no specific target. Drag hovers over valid target.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

16+

Simple Interaction? Actors...

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

6+


Events
Actors
96
Interesting Moments

Interesting Moments

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

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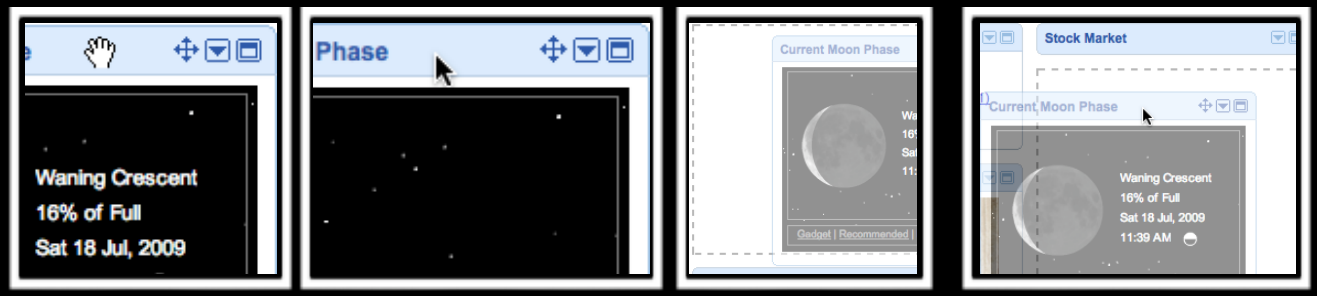

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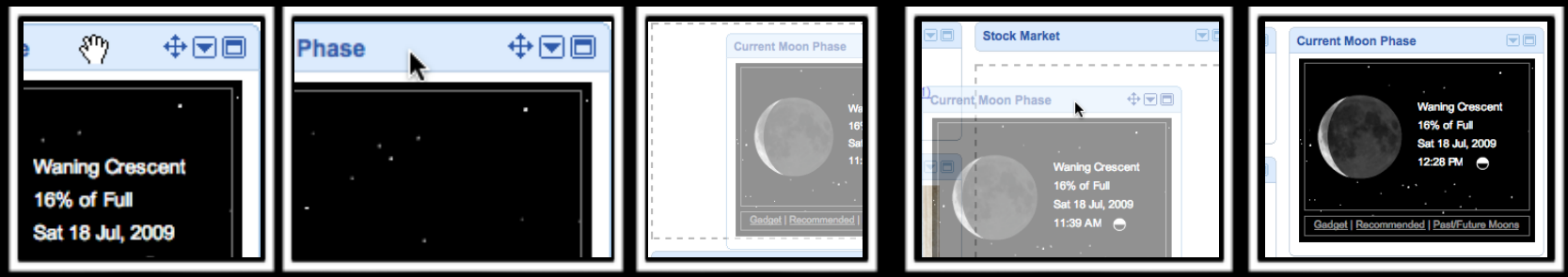

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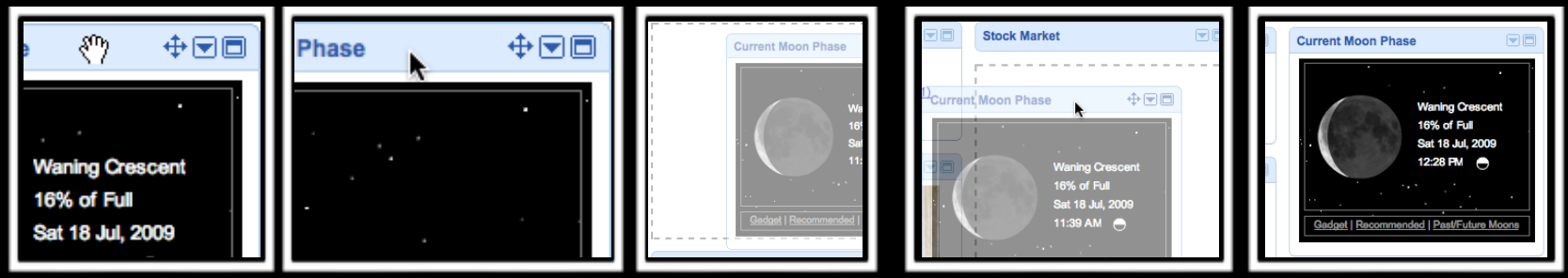

Captures microstates

	Mou			Drag Hovers over Valid Target*	Drop Accepted
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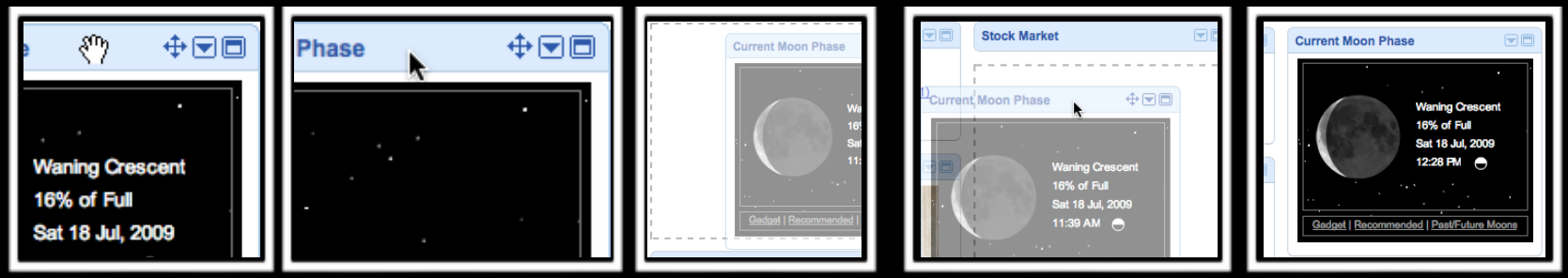

Captures microstates

Speaks to the possibilities

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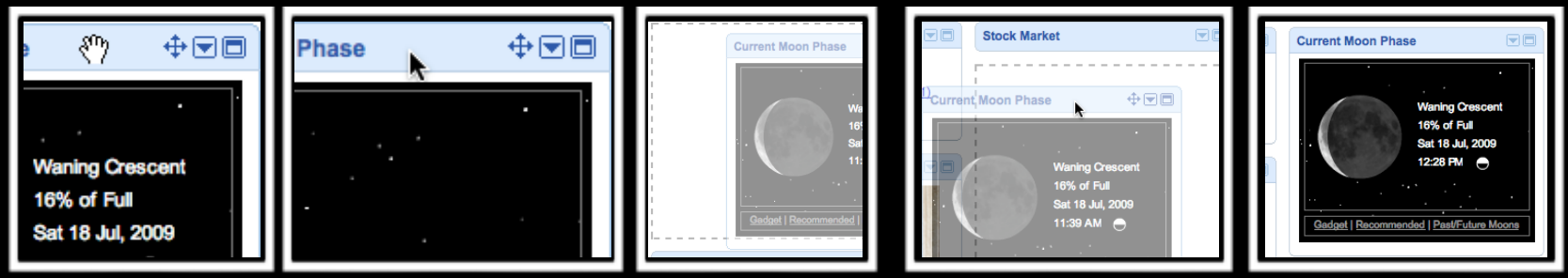

Captures microstates

Speaks to the possibilities

Serves as a tickler

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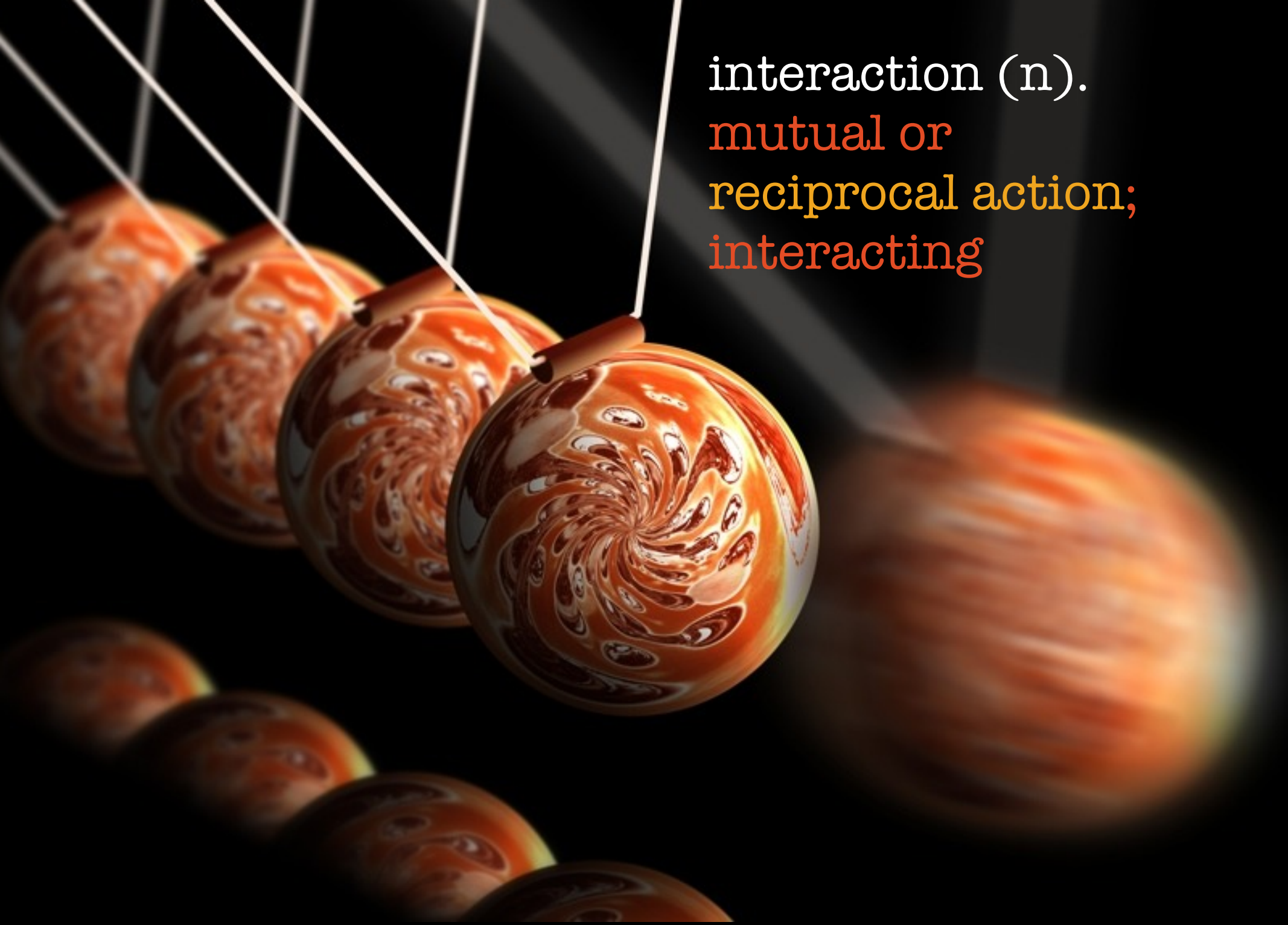
interaction (n).
mutual or
reciprocal action;
interacting

interaction.
interplay between
system and user

interaction.
interplay between
system and user

interaction.
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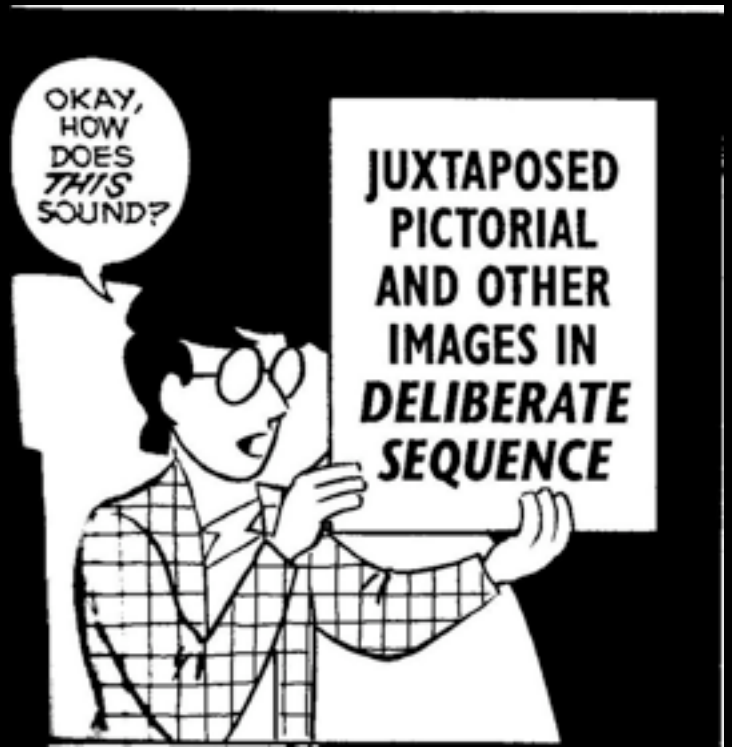

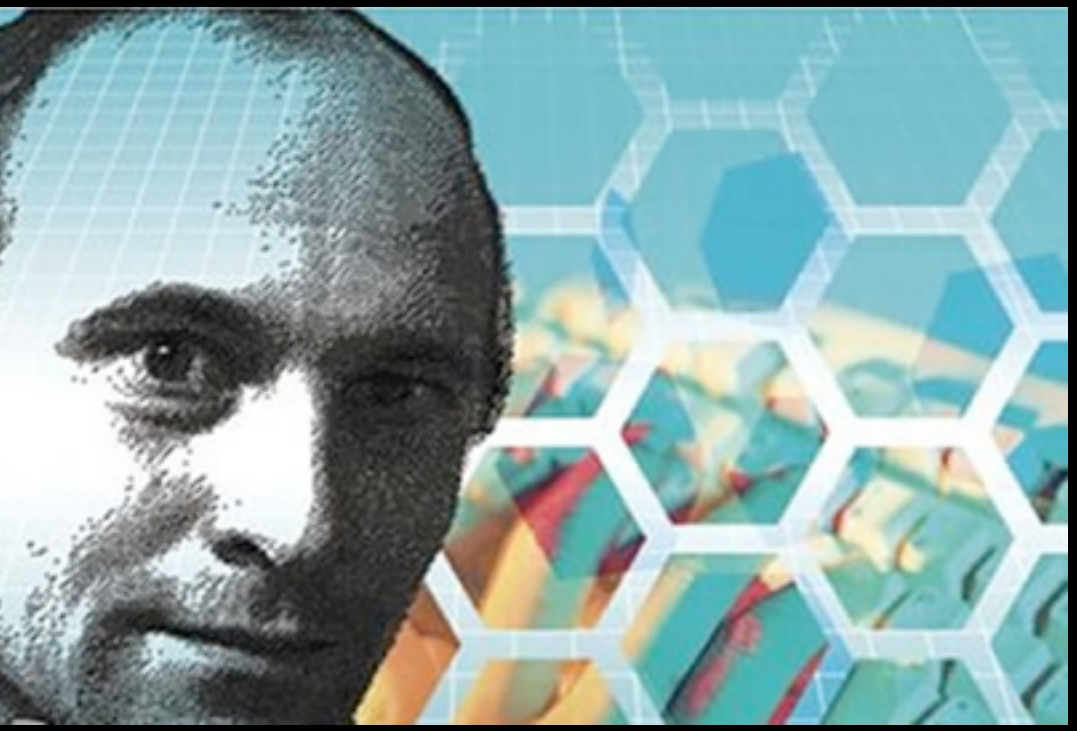

interactivity.
cyclic process
between two or
more active agents
in which each agent
alternatively
listens, thinks, and
speaks.

Chris Crawford
Interactive Storytelling

6 principles

6 principles

for designing interesting moments

Input where you output.

- Alan Cooper

In Page Editing

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Additions:

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

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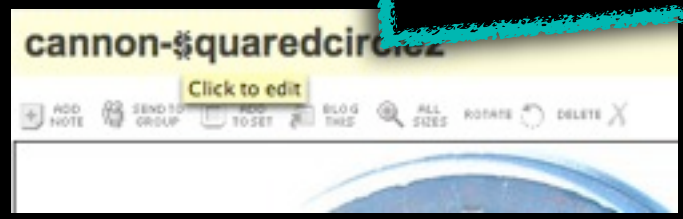
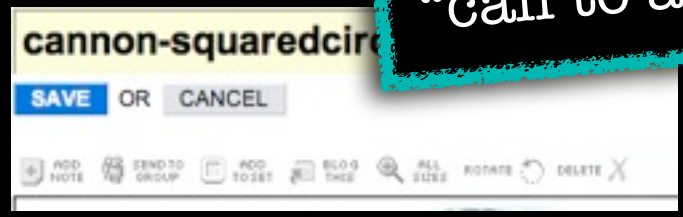
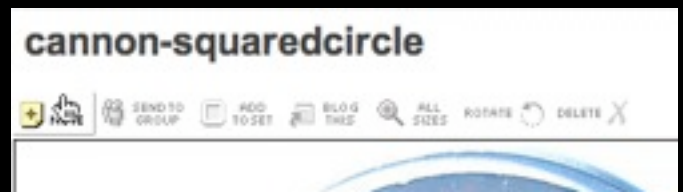


Pay attention to discoverability

Use a clear "call to action"





anti-pattern. non-symmetrical. iphone

anti-pattern. non-symmetrical. iphone

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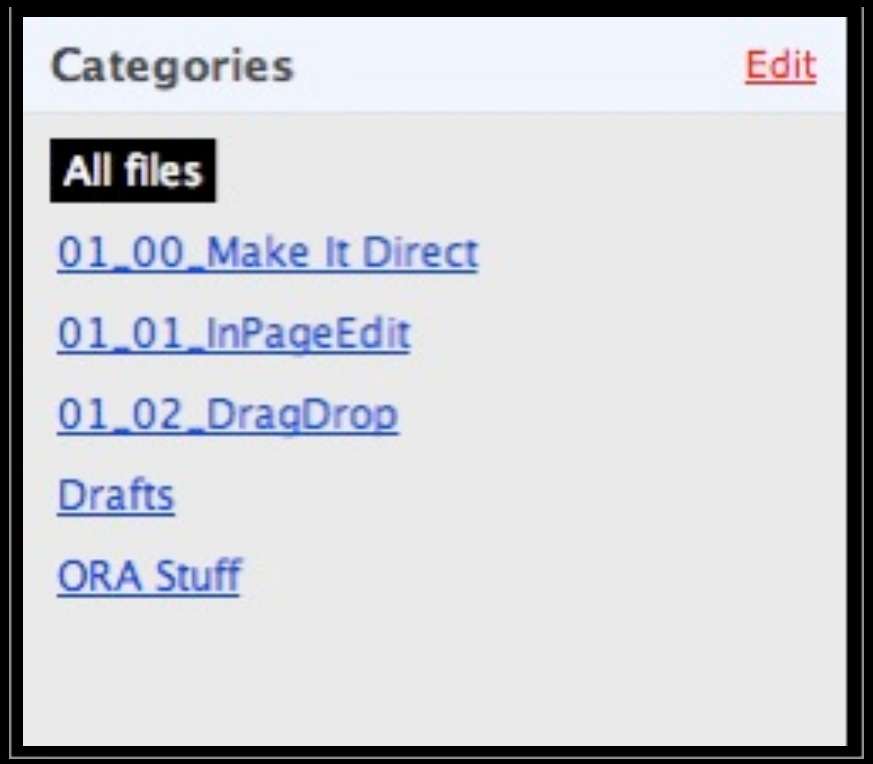
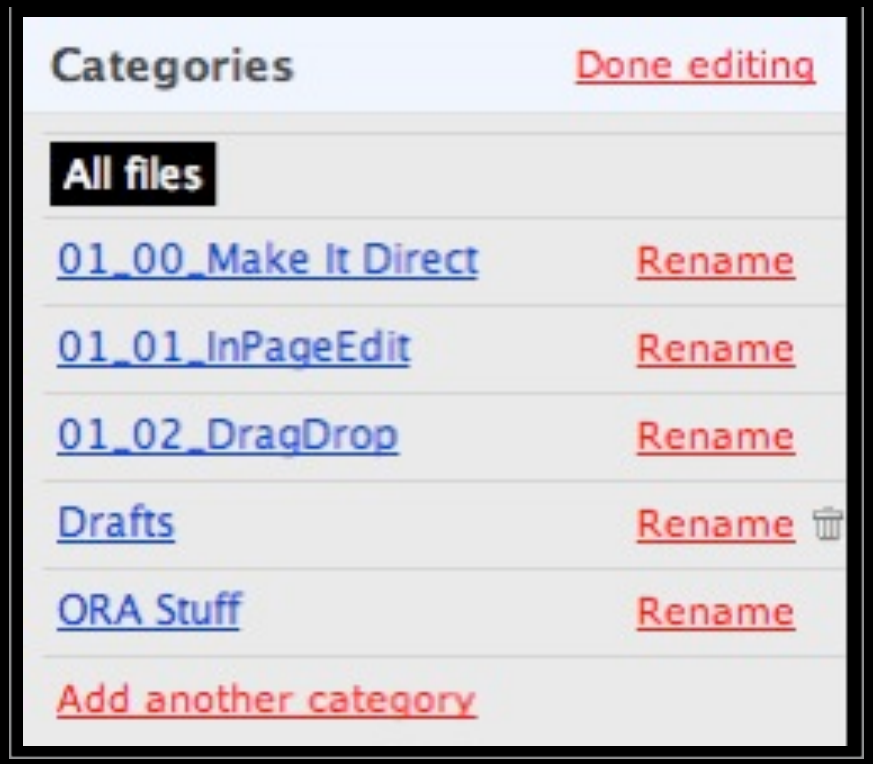


symmetrical interaction. basecamp

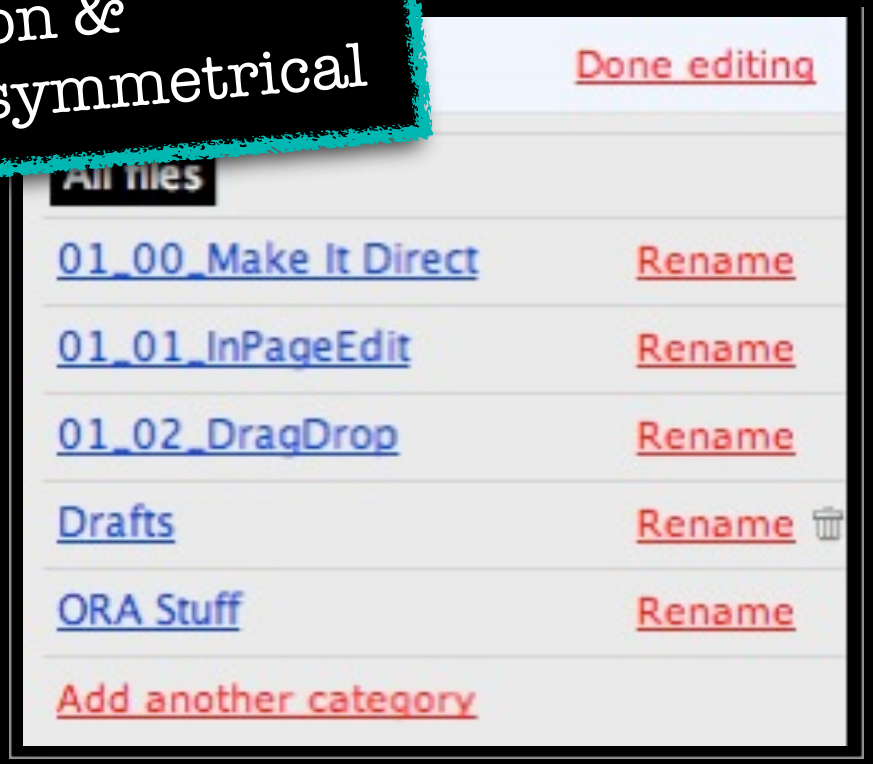
anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

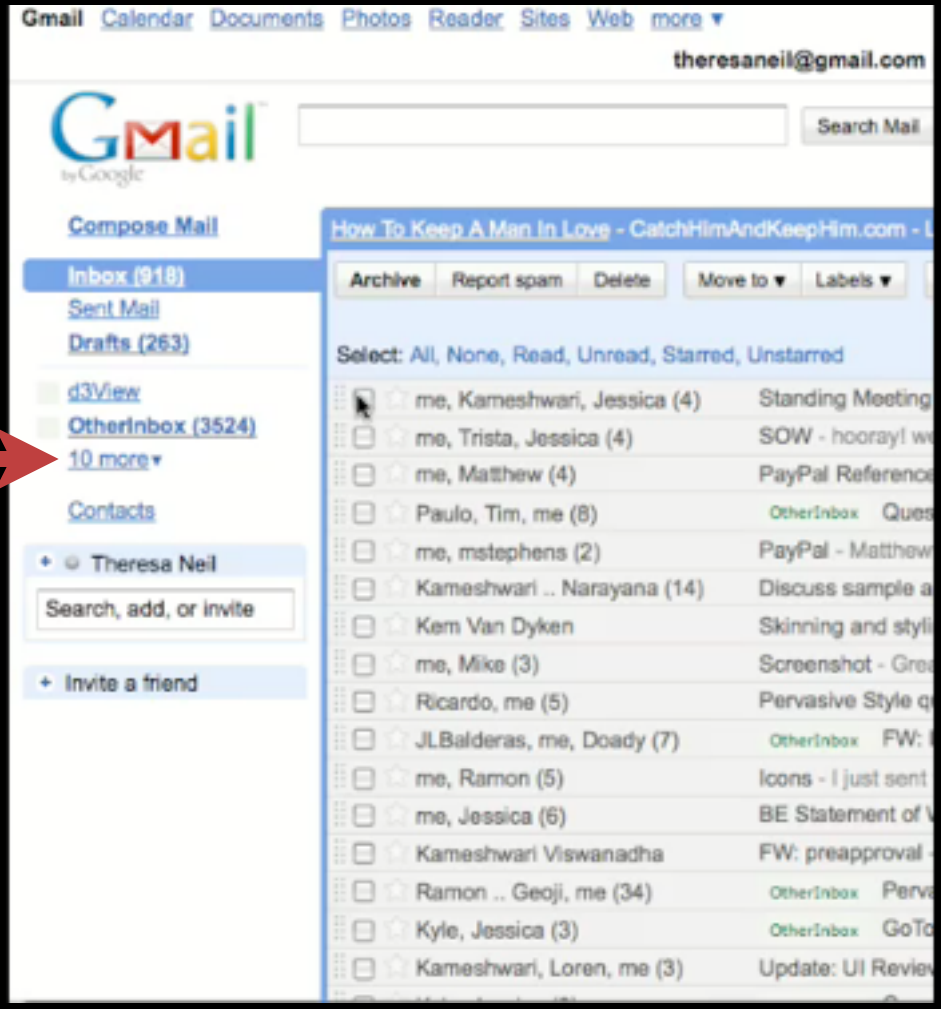
Keep activation & deactivation symmetrical

anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

Drag, Open & Drop



drag and drop. gmail

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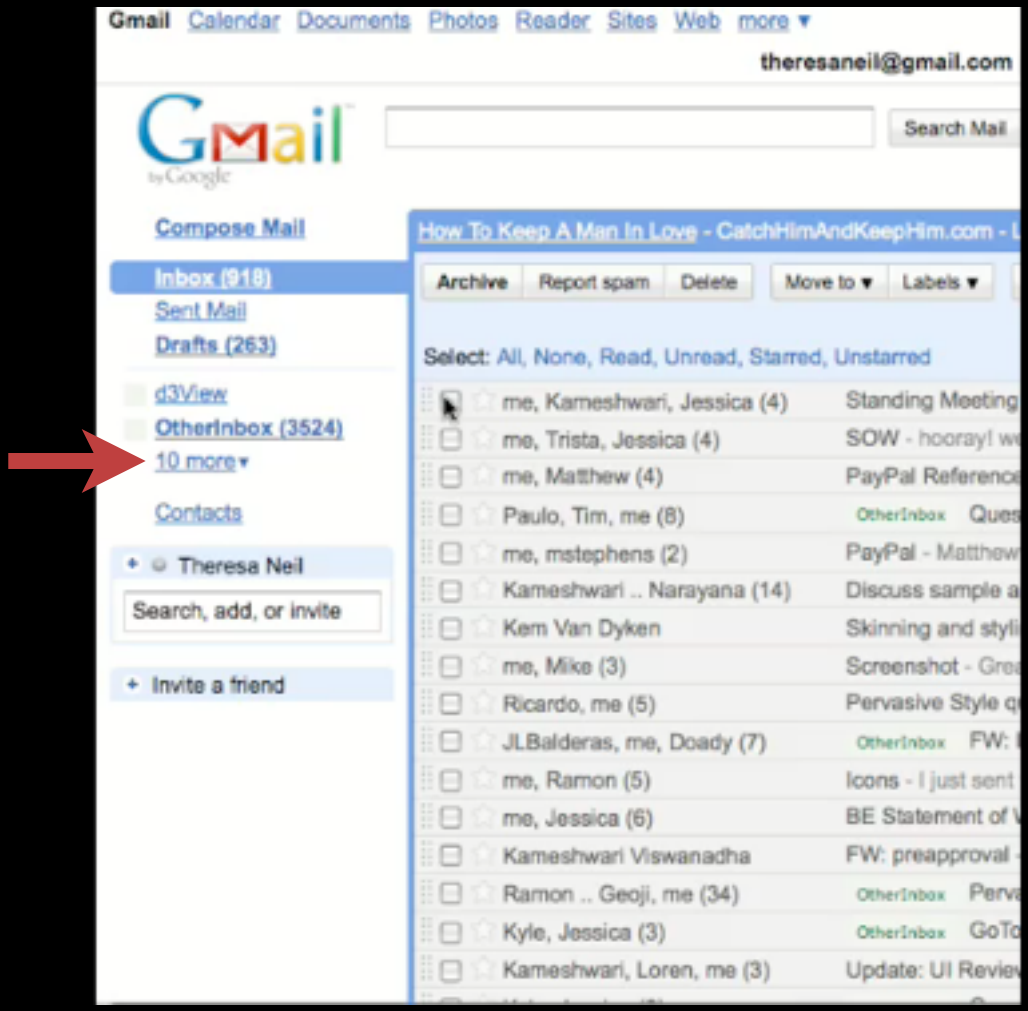


drag and drop. gmail

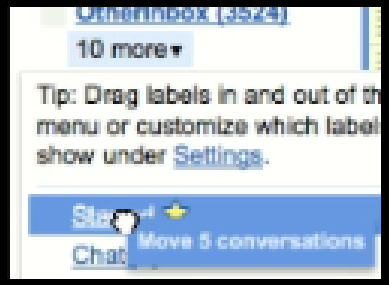
Mouse hover & initiation

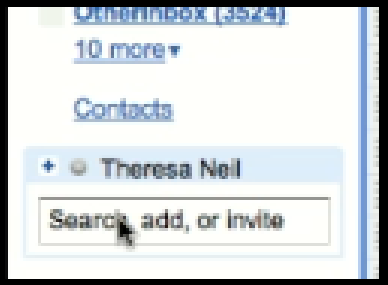
Anti-pattern: Tiny Targets

Drop accepted

What happened?

Collapses immediately.





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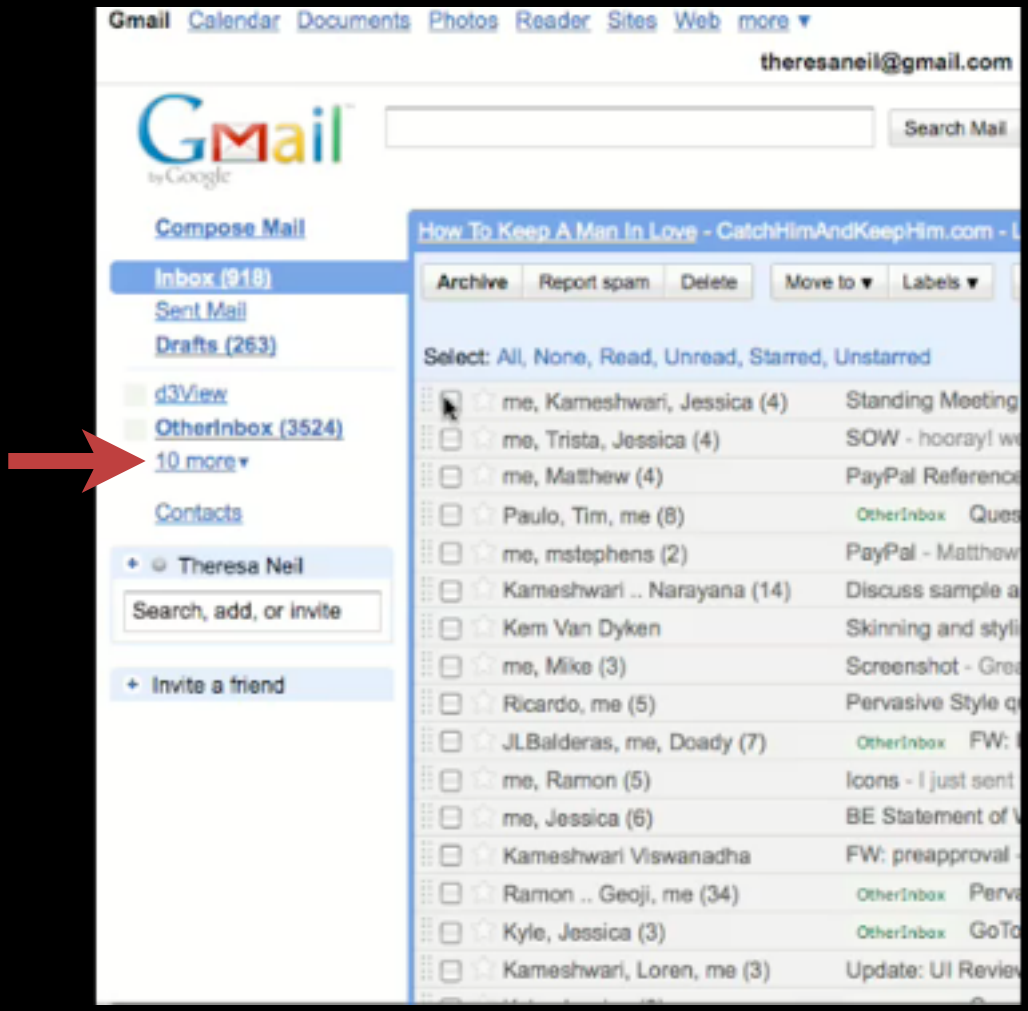

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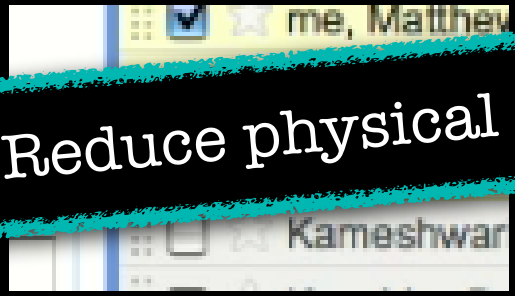

Reduce physical effort.

Drop accepted

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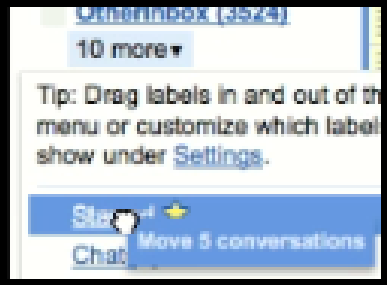

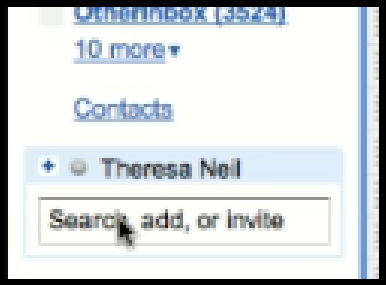

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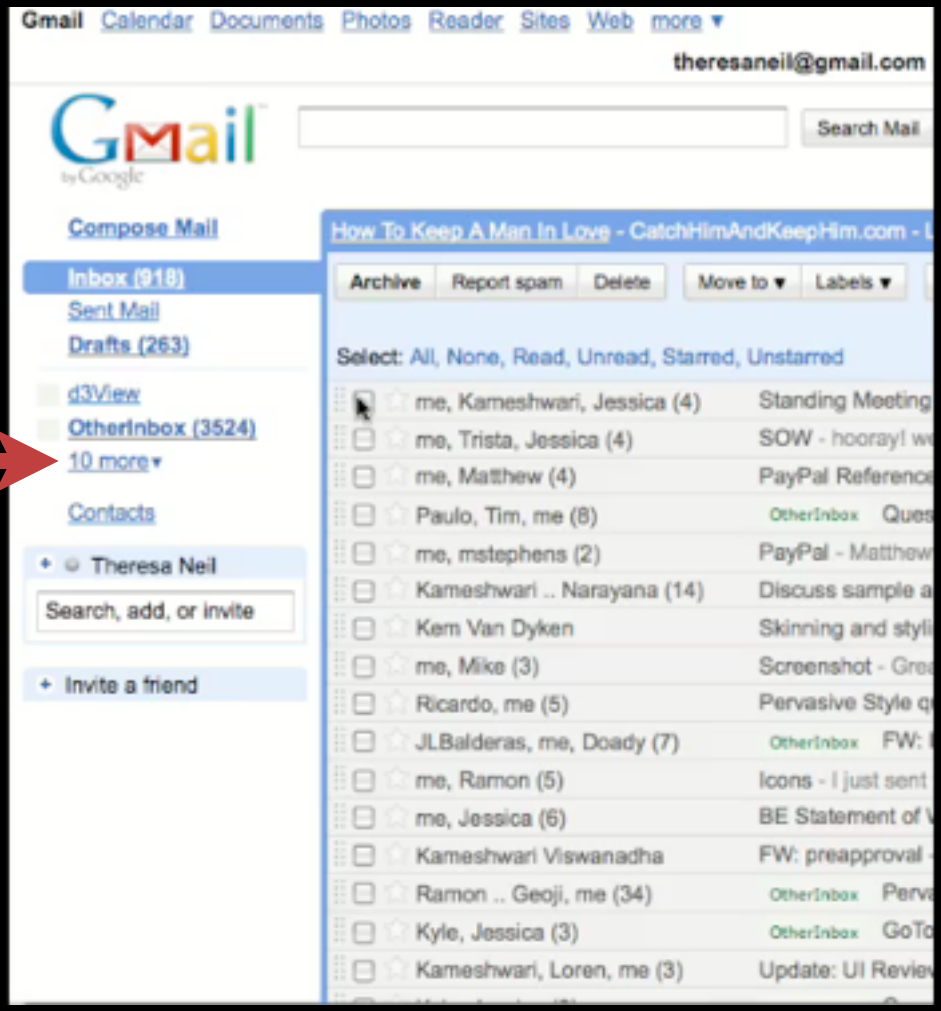

drag and drop. gmail

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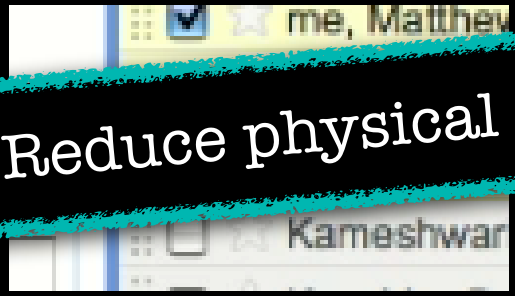

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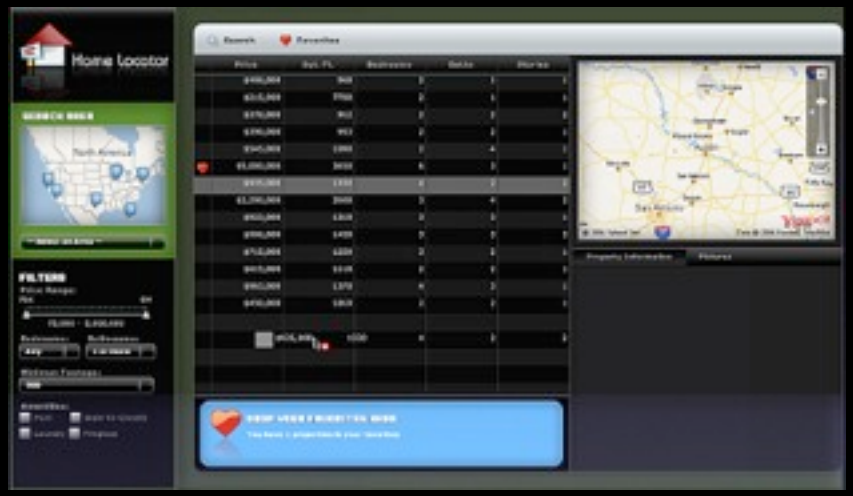
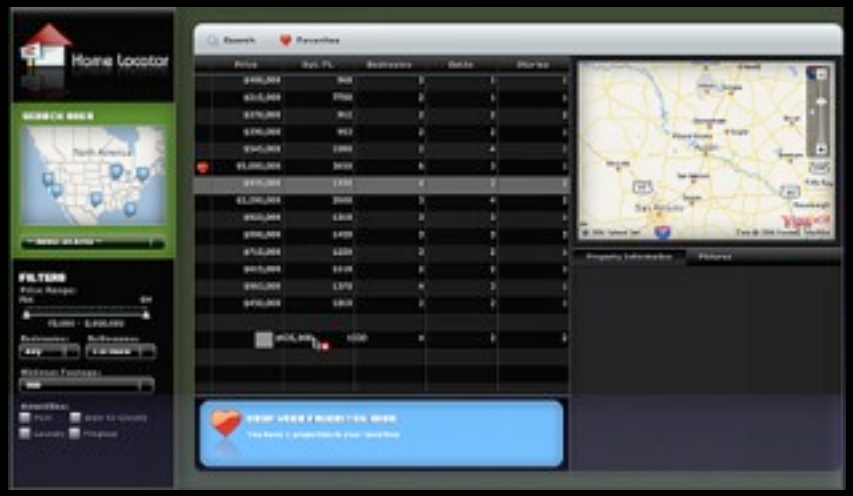

Home Locator
FILTERS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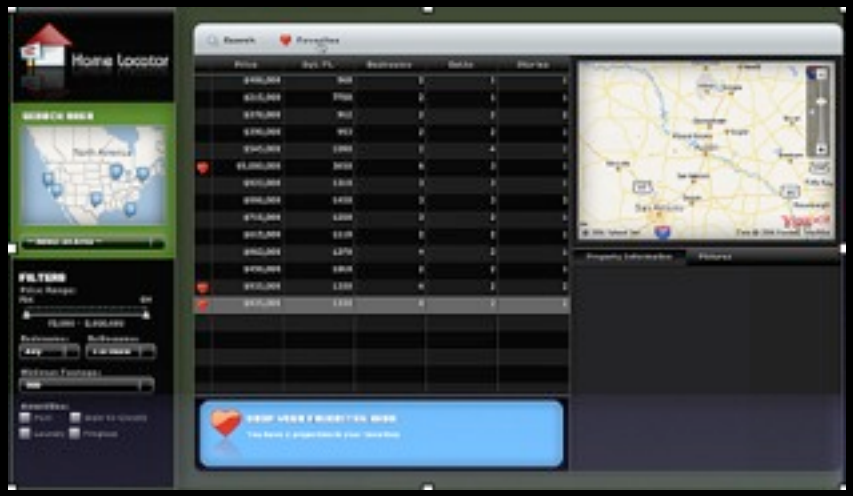
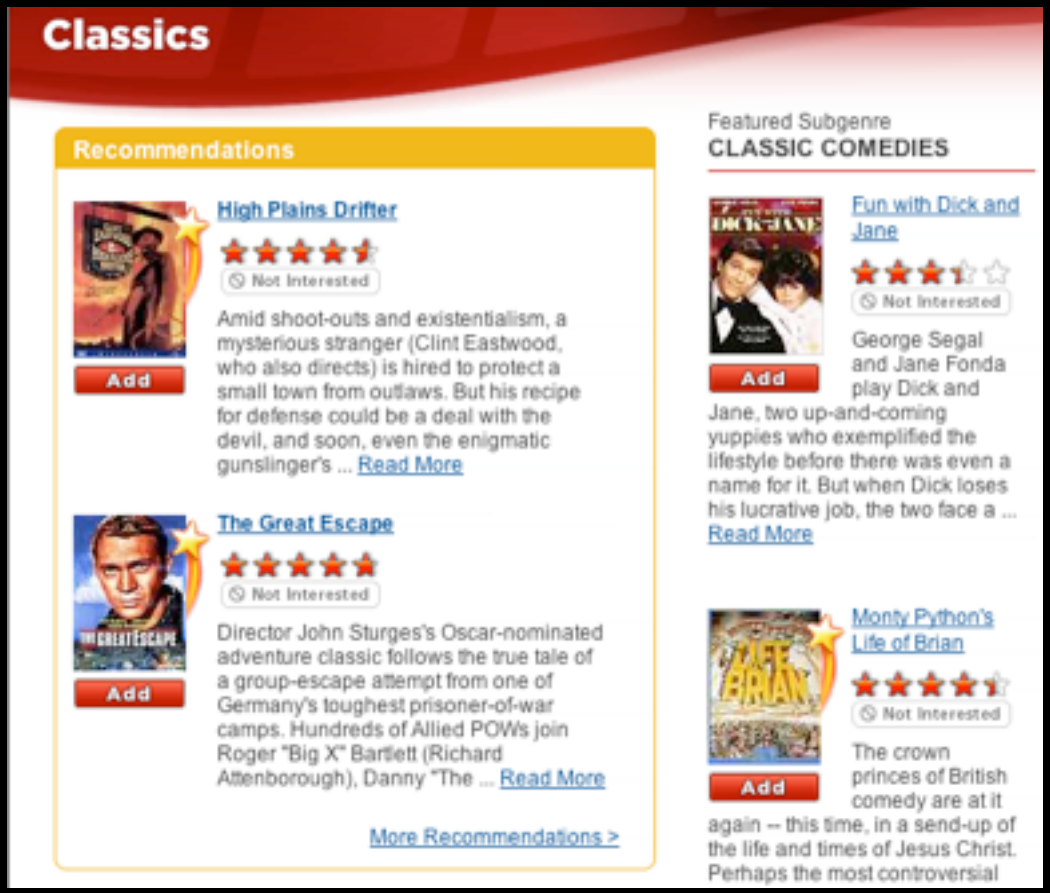

Home Locator
FILTERS

Home Locator

anti-pattern. artificial construct.

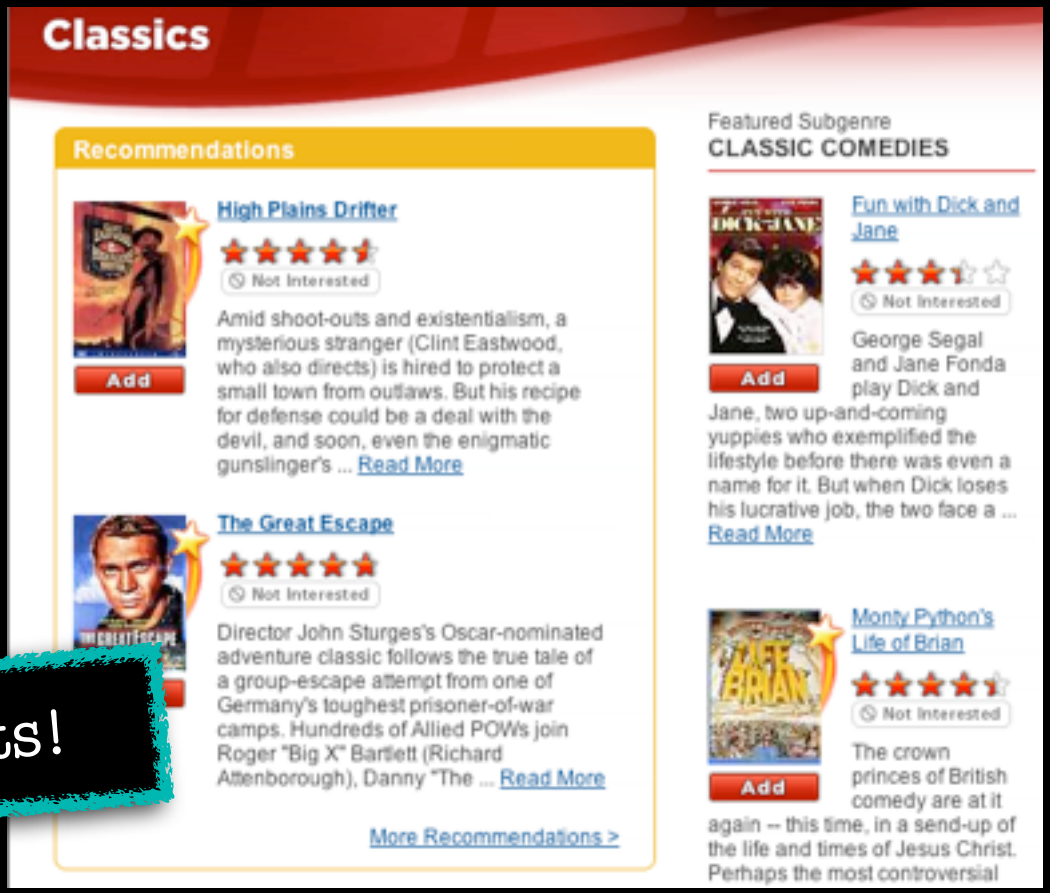
anti-pattern. artificial construct.



rate an object. netflix.com

Avoid artificial constructs!

anti-pattern. artificial construct.



rate an object. netflix.com

Require a
light footprint.

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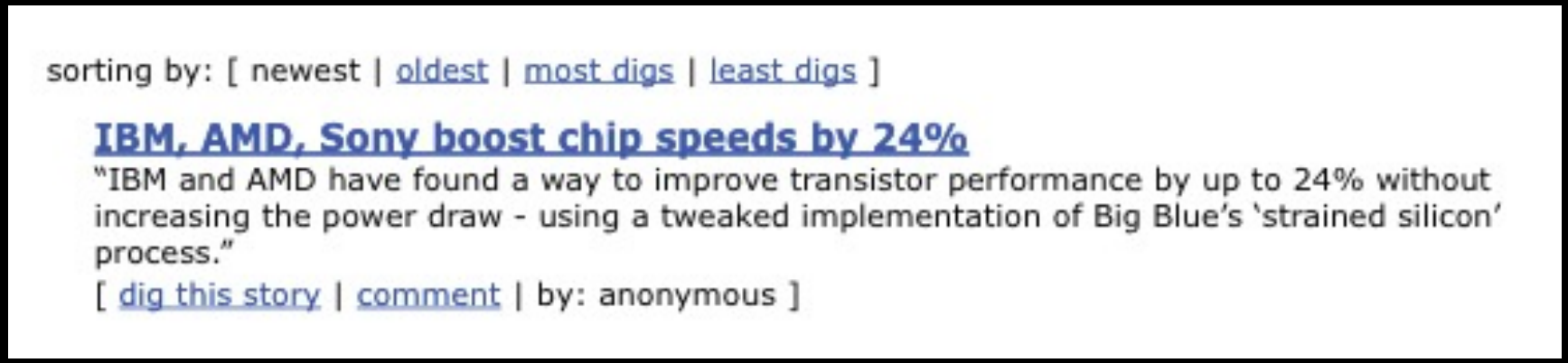

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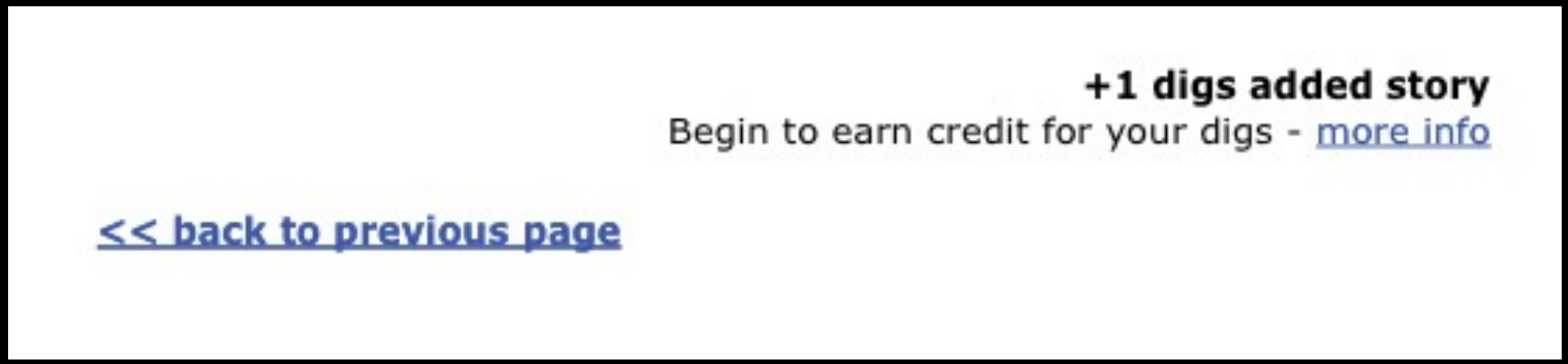
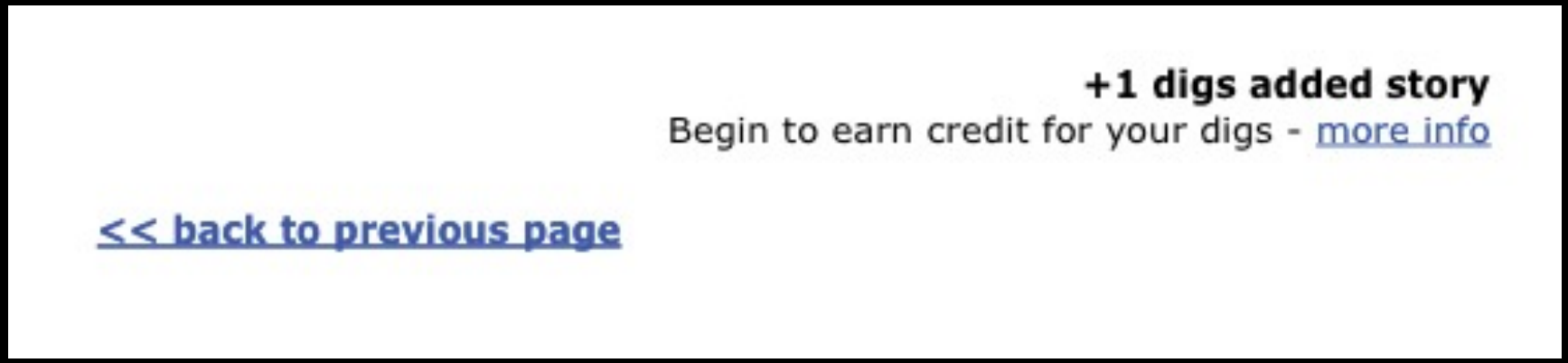


original digg site. digg.com 1.0

In Page Actions (always visible)



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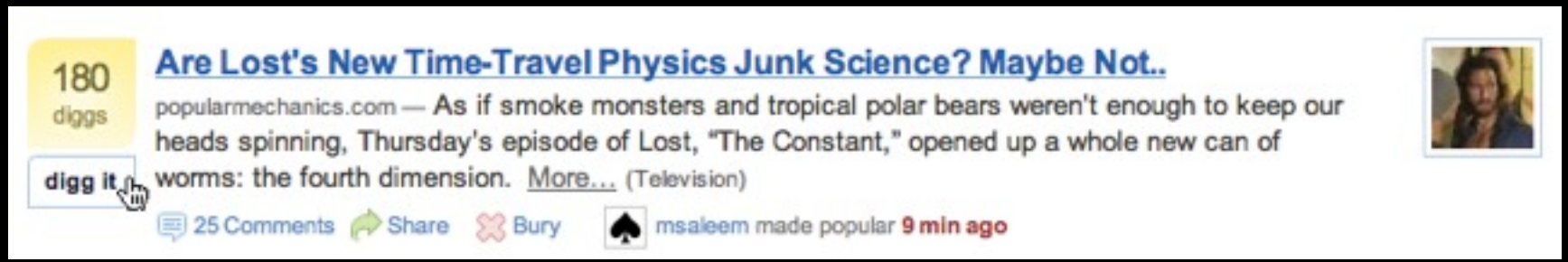

in-page action. digg.com

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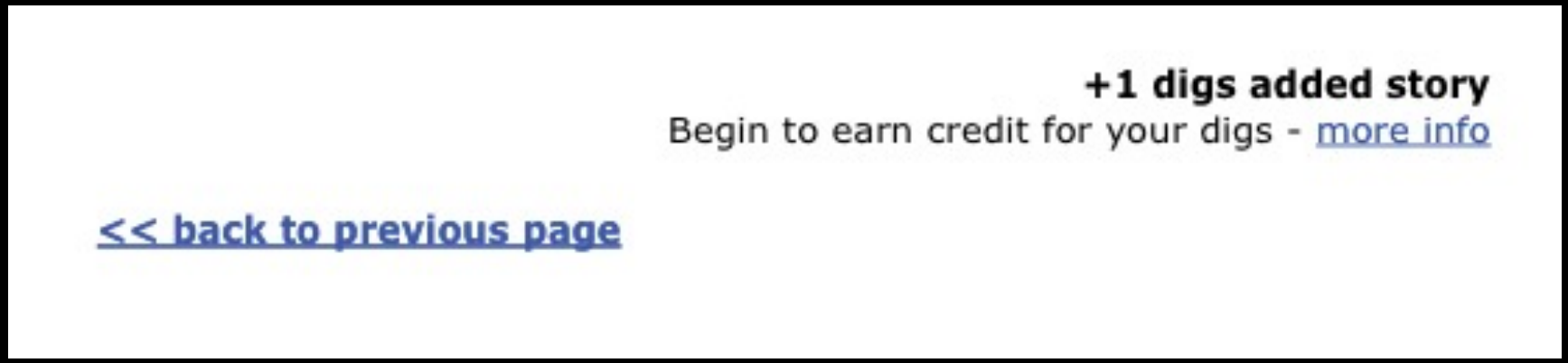
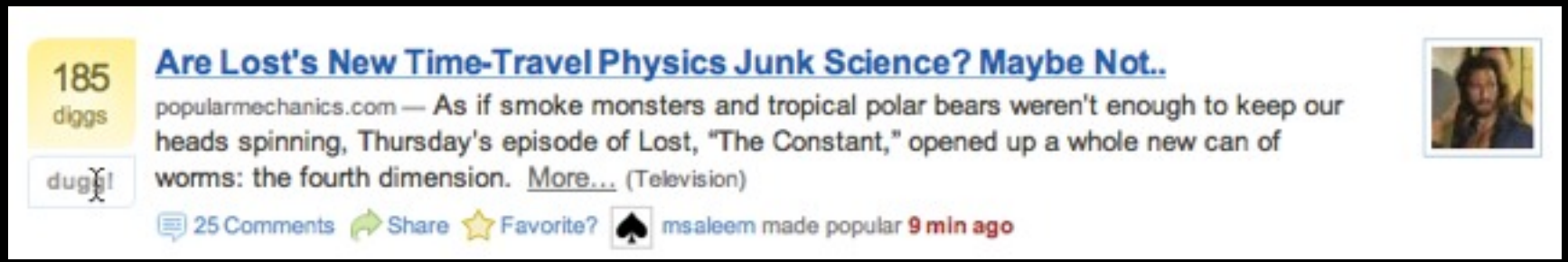


original digg site. digg.com 1.0



in-page action. digg.com

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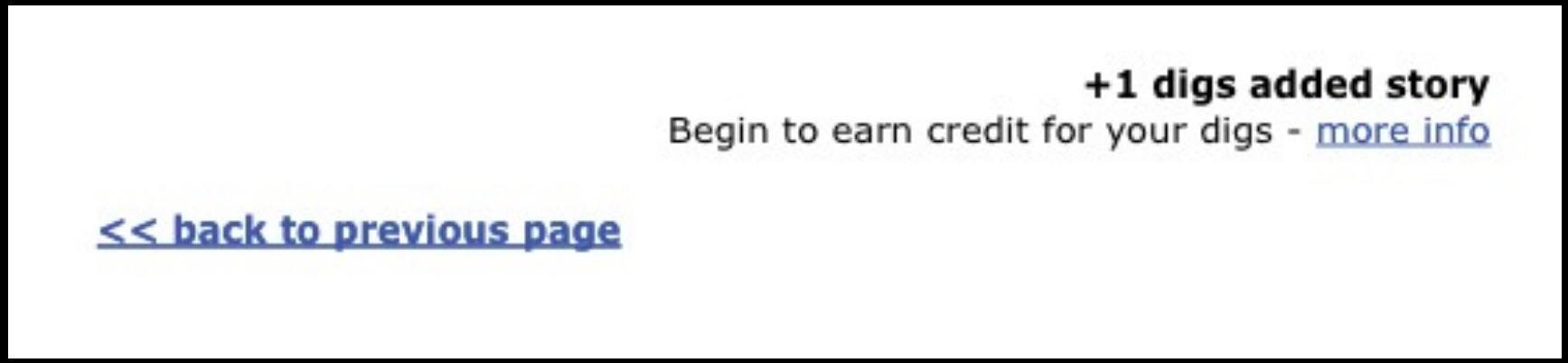
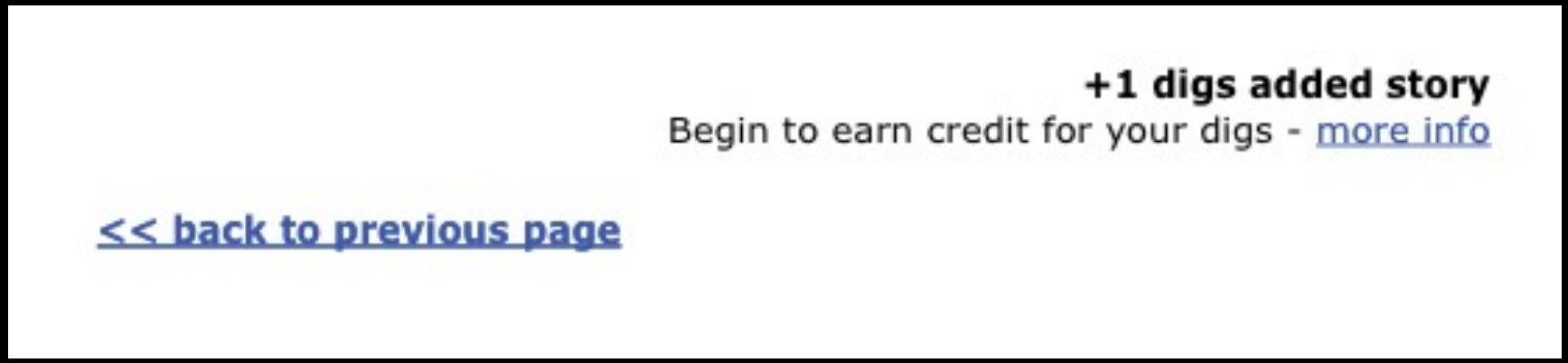


original digg site. digg.com 1.0

in-page action. digg.com

In Page Actions (always visible)



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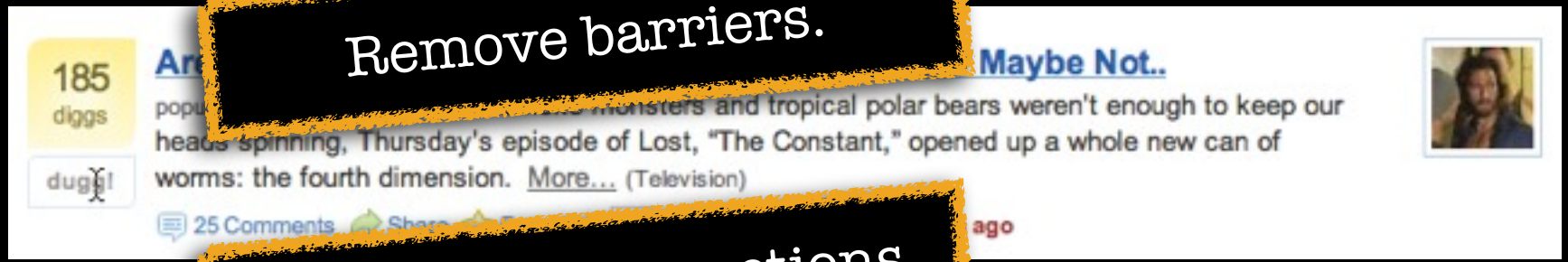


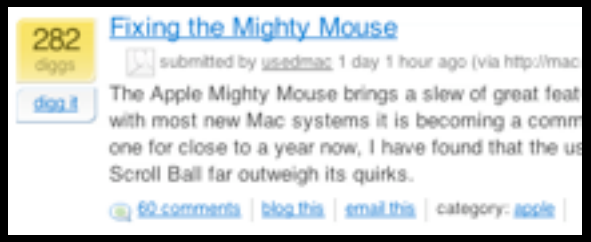
Remove barriers.

Use for primary actions.

in-page action. digg.com

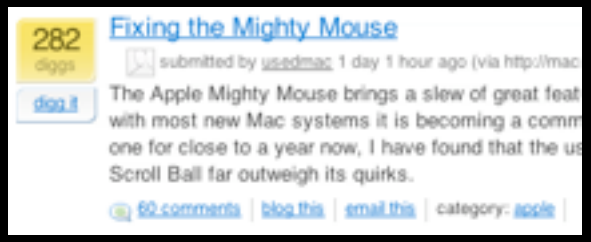
In Page Actions (always visible)

in-page action. digg.com

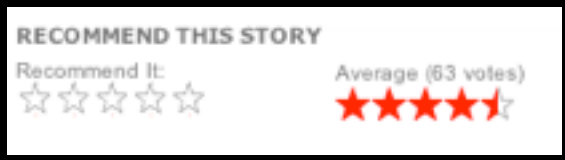


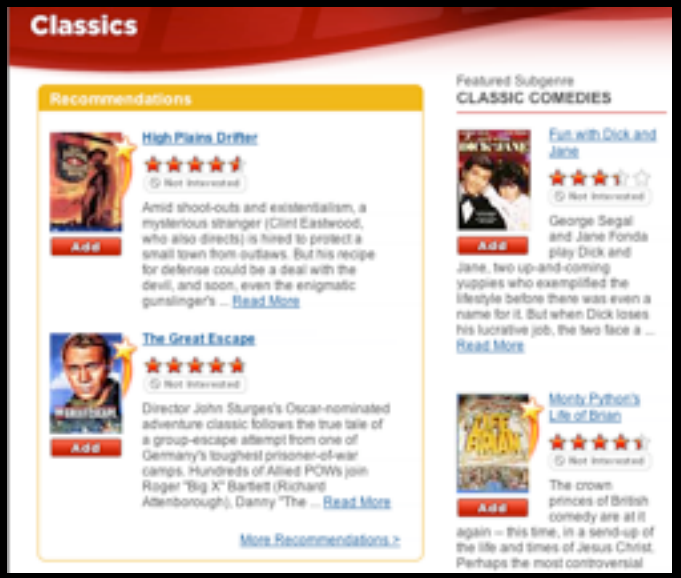
In Page Actions (always visible)

in-page action. digg.com



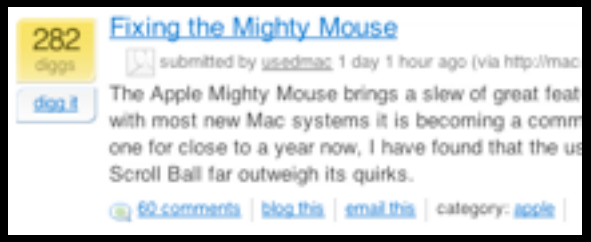
rating an object. y!news, netflix





In Page Actions (always visible)

in-page action. digg.com



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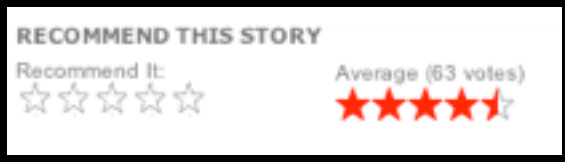
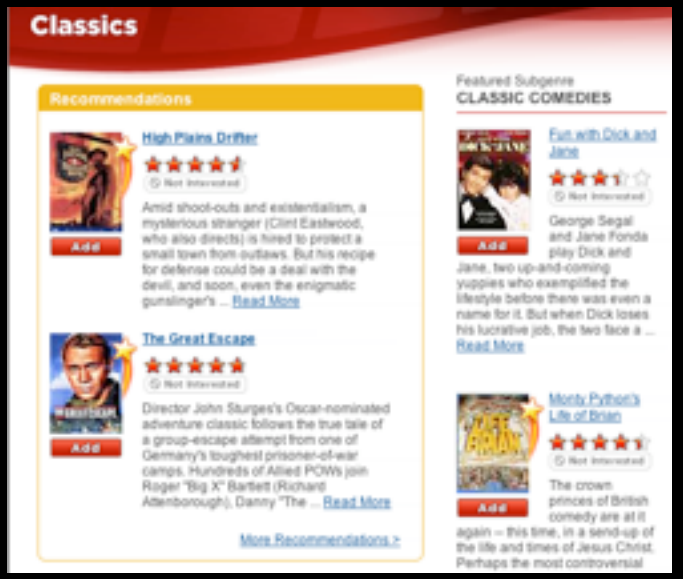
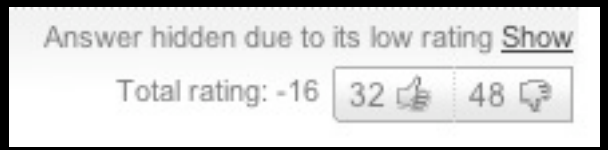


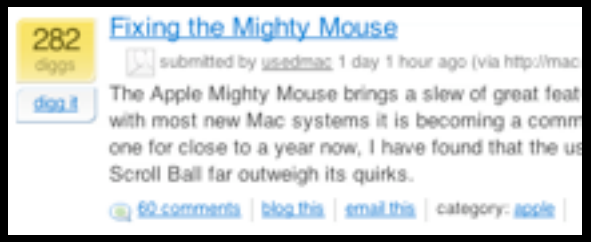




rating an object. y!movies, y!answers

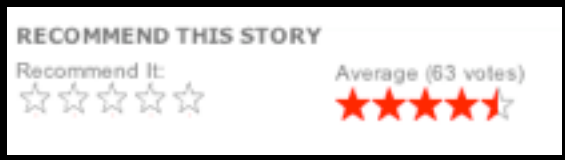
In Page Actions (always visible)

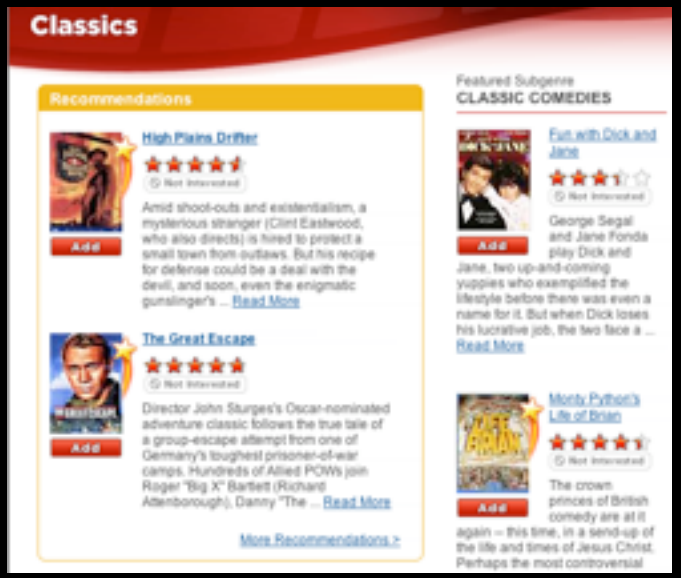
in-page action. digg.com

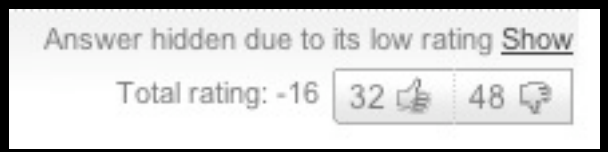


remembered collections. gap.com

rating an object. y!news, netflix



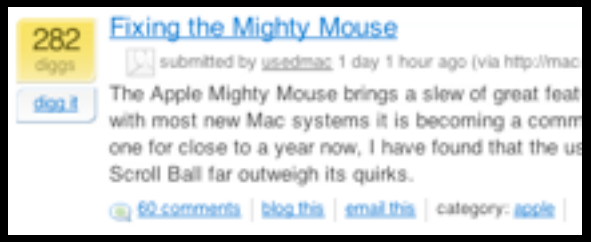




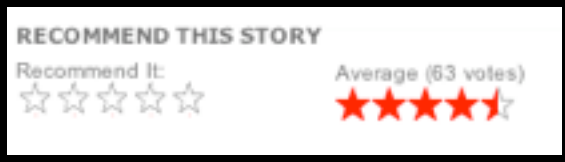
rating an object. y!movies, y!answers

In Page Actions (always visible)

in-page action. digg.com



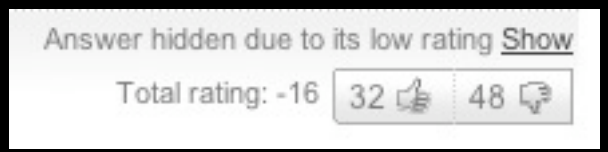
rating an object. y!news, netflix



Use to reduce the "click weight."

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

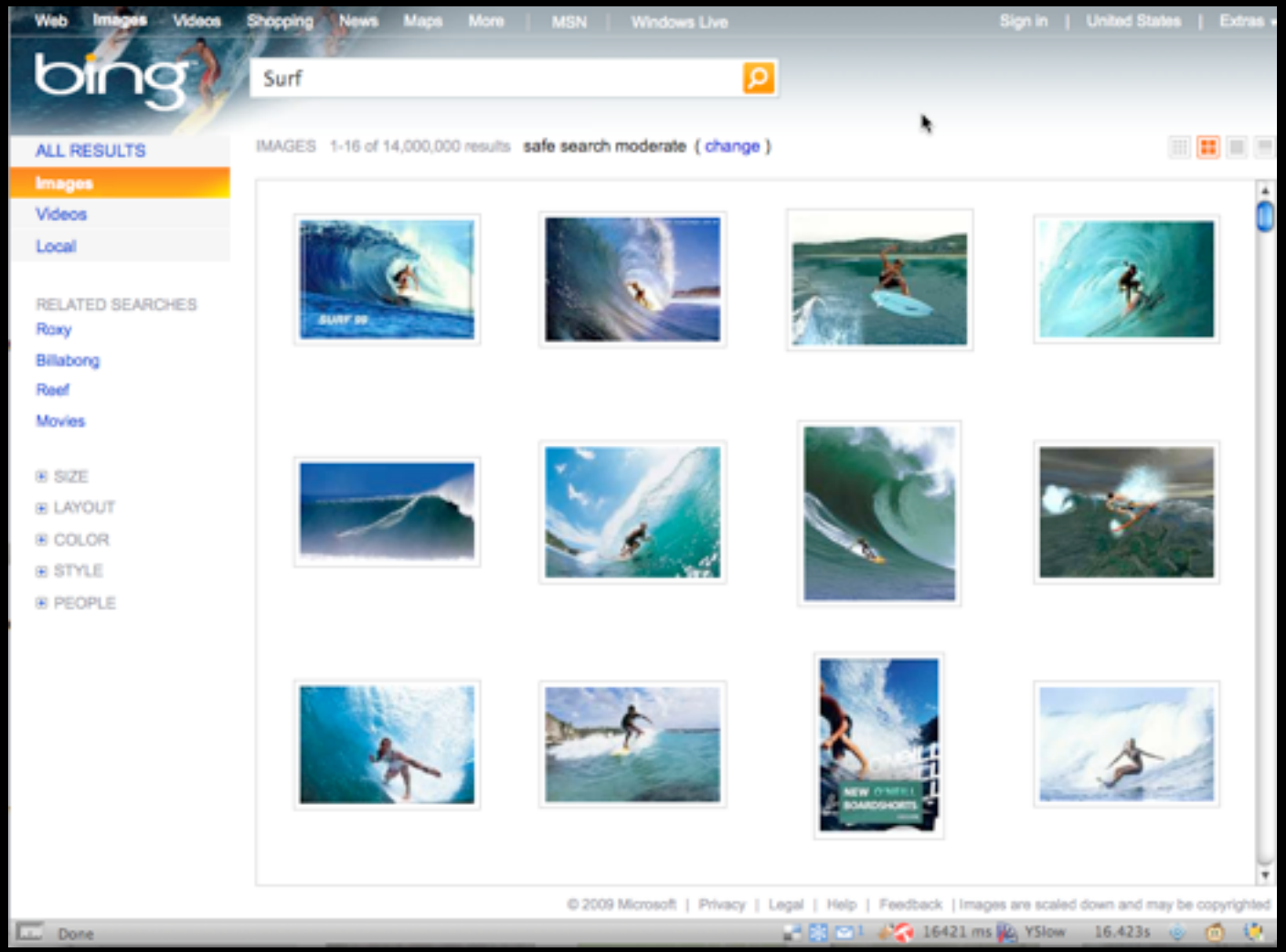
remembered collections. gap.com



rating an object. y!movies, y!answers

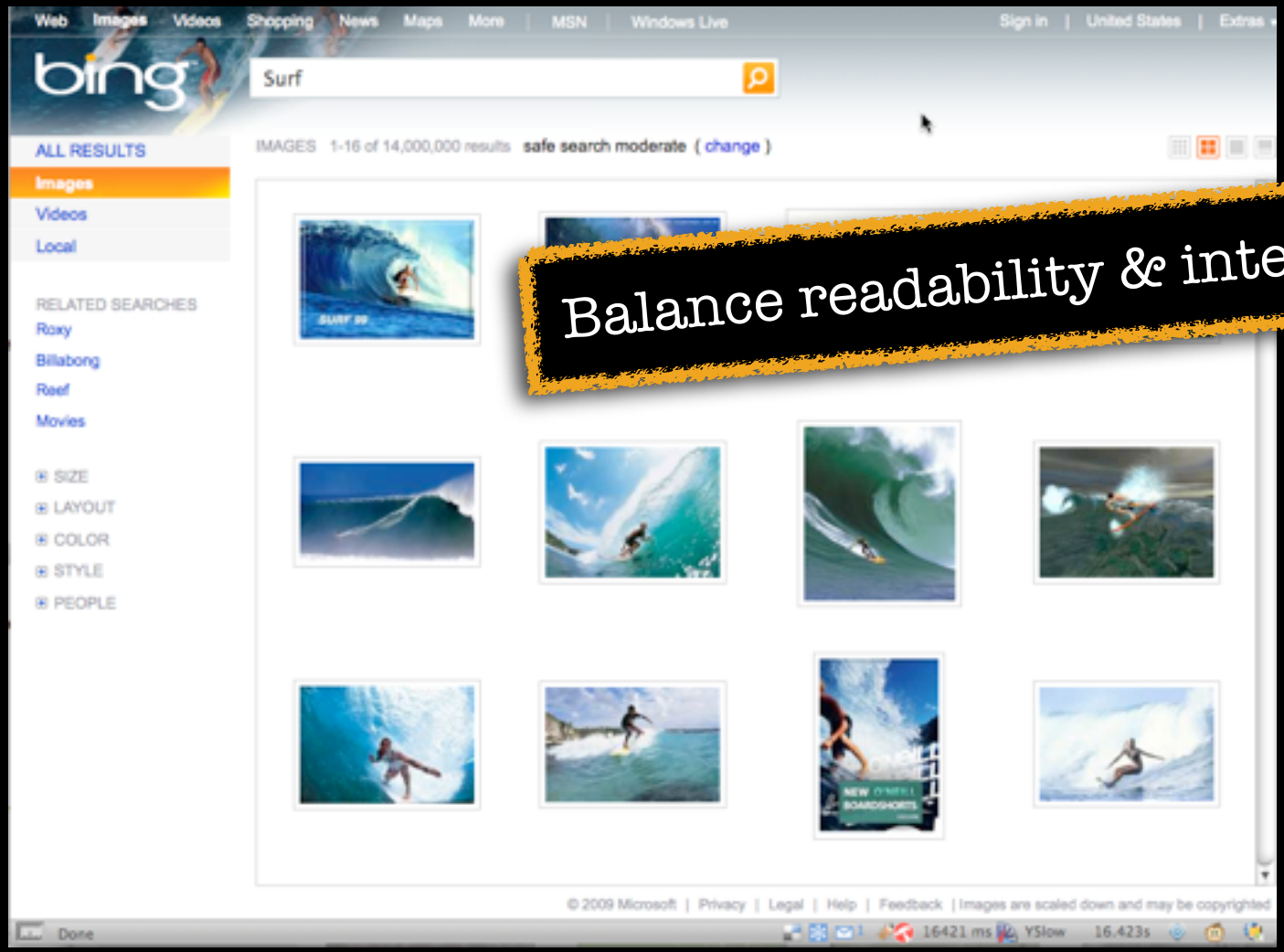
http://genesisconduit.wordpress.com/2008/07/13/click-weight/
http://www.amazon.com/Designing-Both-Sides-Screen-Collaborate/dp/0672321513

Contextual Tools (inlay on hover)



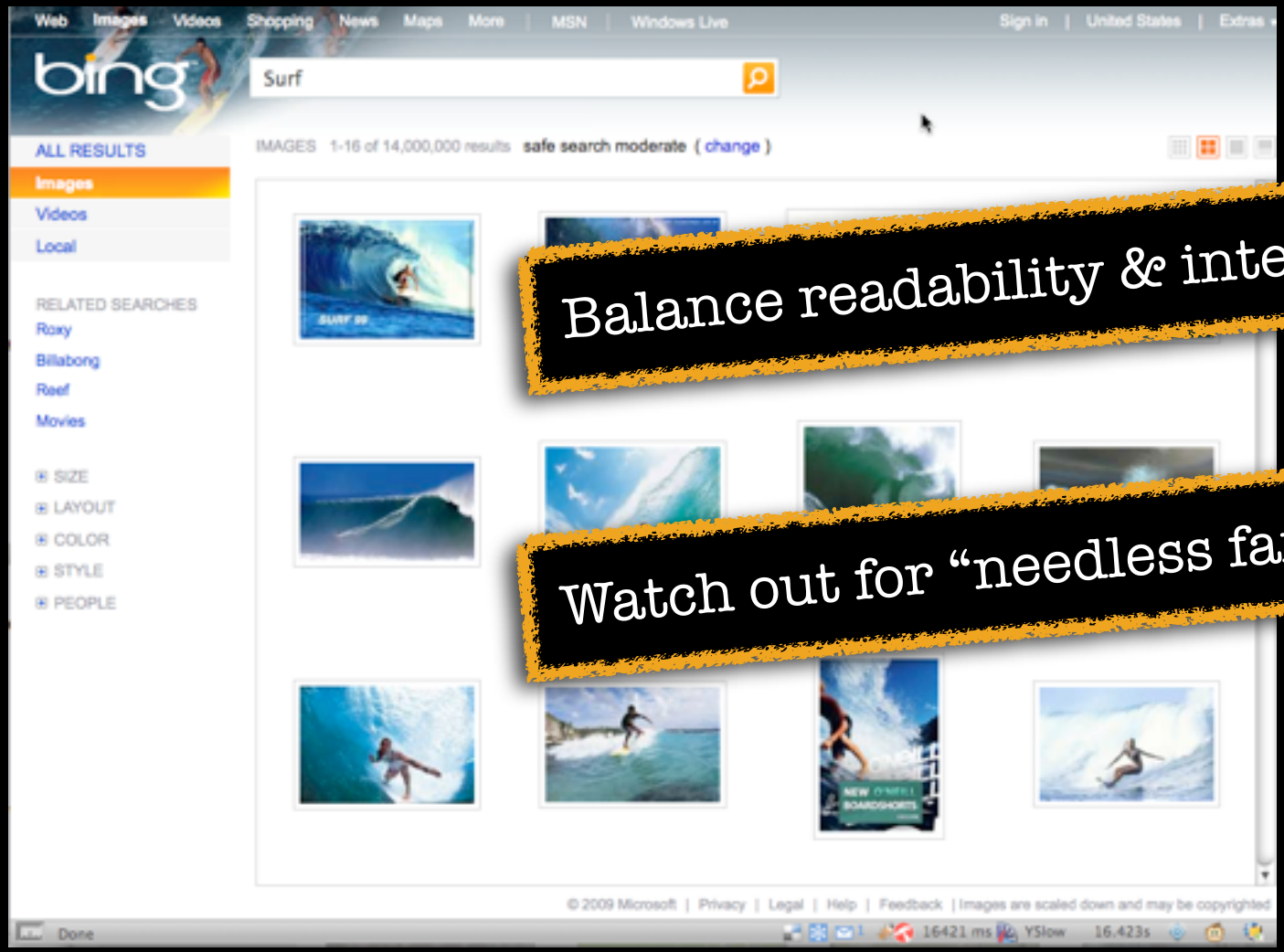
contextual tool overlay. bing.com

Contextual Tools (inlay on hover)



contextual tool overlay. bing.com

Contextual Tools (inlay on hover)

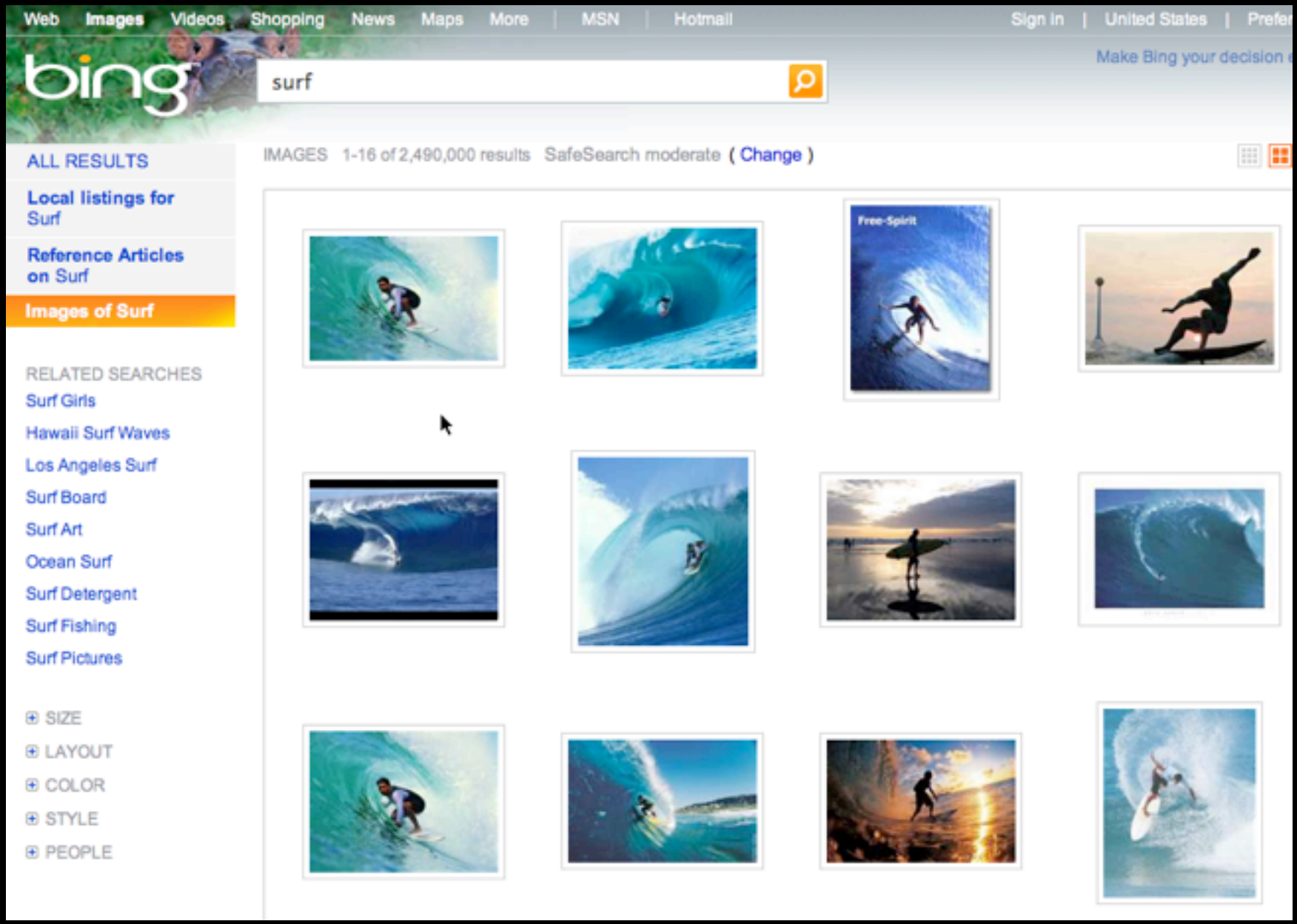


Balance readability & interactivity.

Watch out for “needless fanfare”.

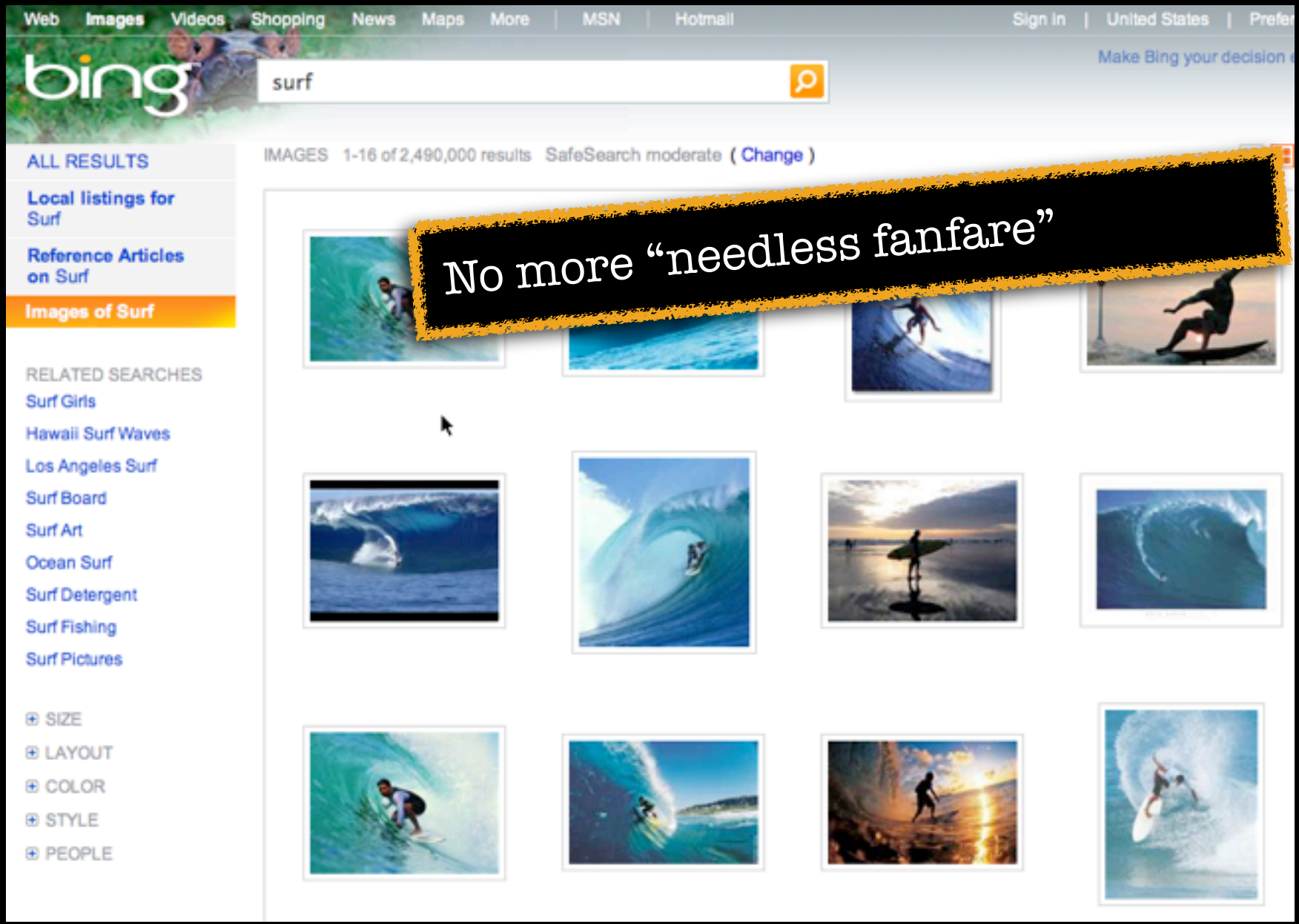
contextual tool overlay. bing.com

Bing Refactored



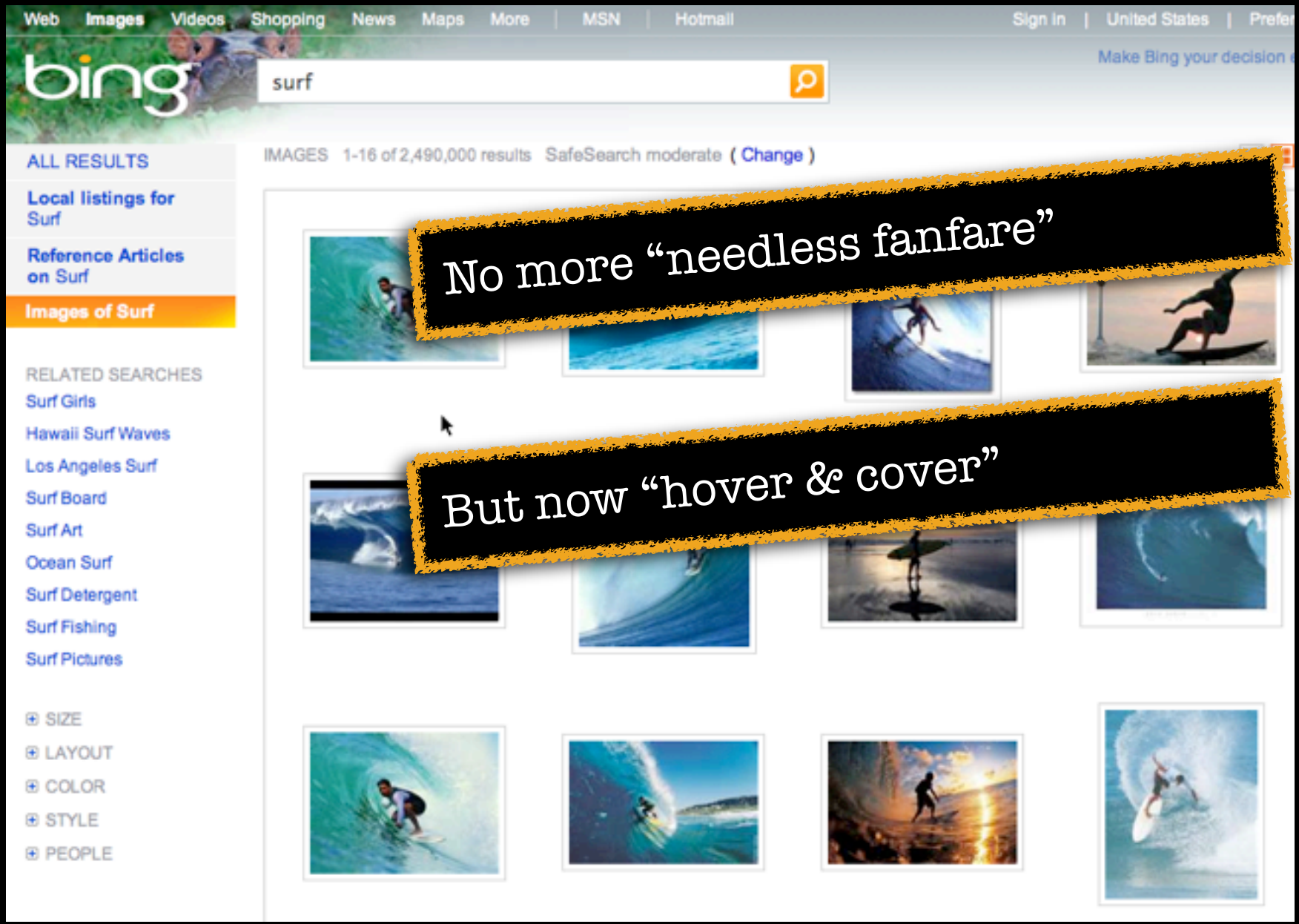
contextual tool overlay. bing.com

Bing Refactored



contextual tool overlay. bing.com

Bing Refactored



contextual tool overlay. bing.com

Contextual Tools (inlay on hover)

Results **1** - **3** of about **3** for **epigenome time** (**0.06** s) - RSS

The Epigenetics of Identical Twins
04:42 - 9 months ago
youtube.com

The Unreal Truth with John Doe 2
06:19 - 3 months ago
youtube.com

Shop for Your Life - HolGenTech at PMWC2010
07:44 - 3 days ago
youtube.com

In order to show you the most relevant results, we have omitted some entries that seemed similar to the displayed results.
If you like, you can repeat the search with all results included.

YouTube results for **epigenome time**

Searches related to: **epigenome time**

all time **low** **first** time time **travel** time **warp**
summer time

*Get the latest videos on **epigenome time** with Google Alerts.*

contextual tool inlay. anti-pattern: Content Shuffle. google videos.com

Contextual Tools (inlay on hover)

Results **1** - **3** of about **3** for **epigenome time** (**0.06** s) - RSS

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The Unreal Truth with John Doe

enTech

Anti-Pattern: Content Shuffle

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contextual tool inlay. anti-pattern: Content Shuffle. google videos.com

Contextual Tools (inlay on hover)

Results **1 - 3** of about **3** for **epigenome time** (**0.06** s) - RSS

Follow the interaction of the environment and the genome in a pair of twins over time. For other great videos, interactive activities and more, be sure to visit: learn. ...

The Epigenetics of Identical Twins
04:42 - 9 months ago
youtube.com

The Unreal Truth with John Doe

enTech

Anti-Pattern: Content Shuffle

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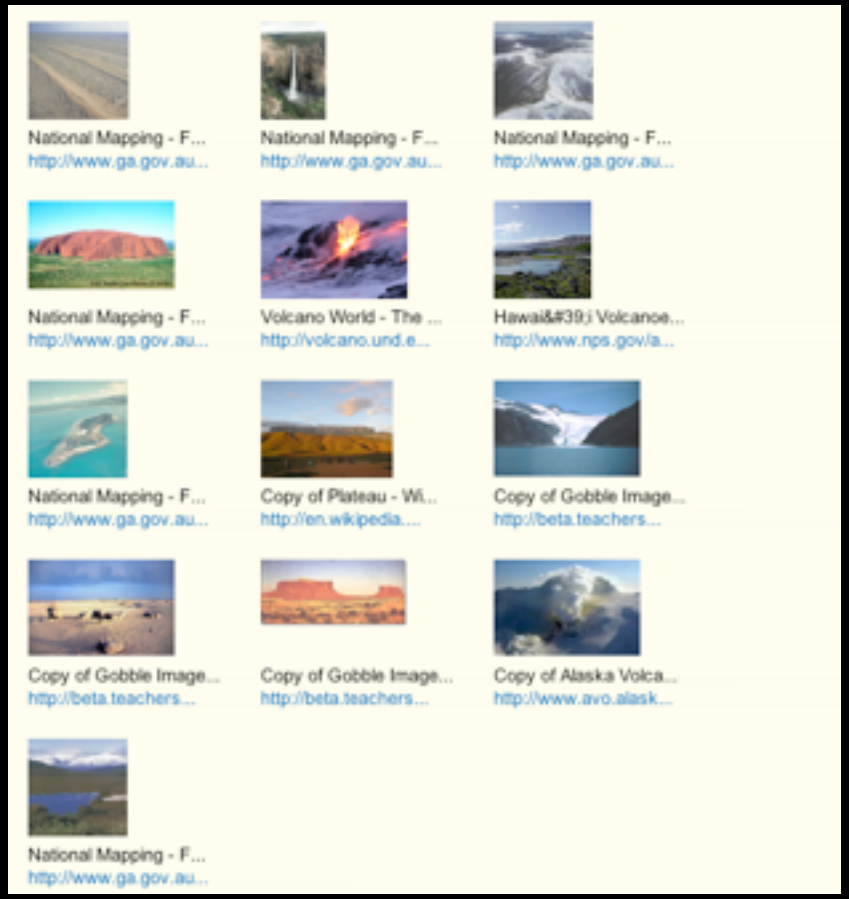
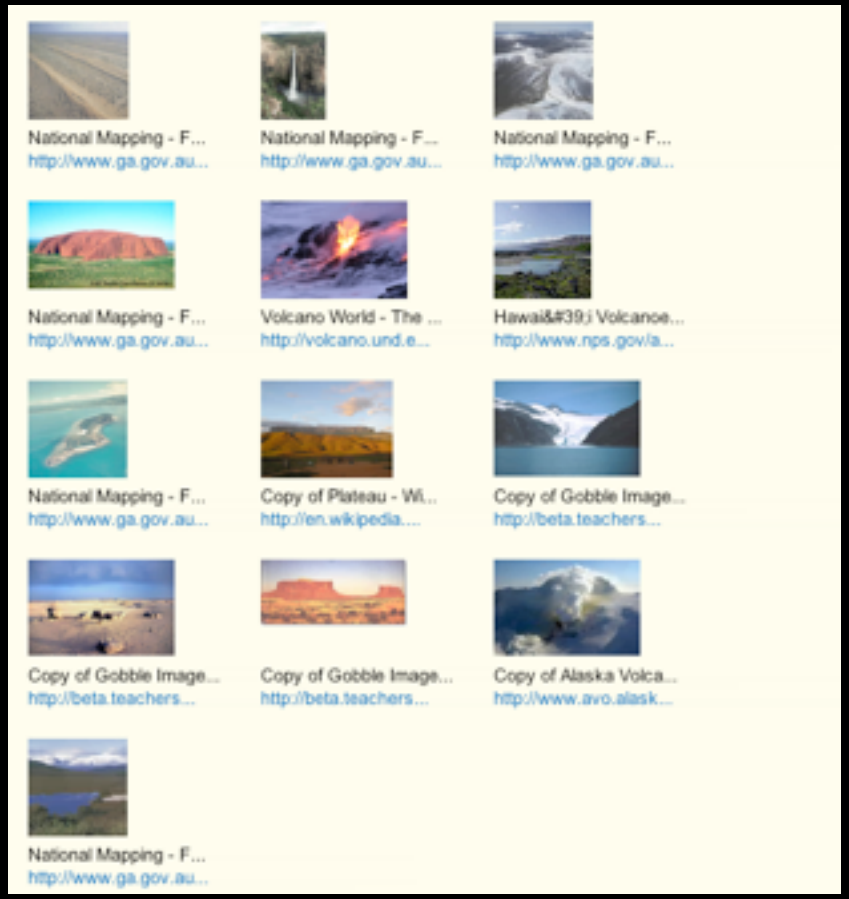
contextual tool inlay. anti-pattern: Content Shuffle. google videos.com

Anti-Pattern: Hover & Cover



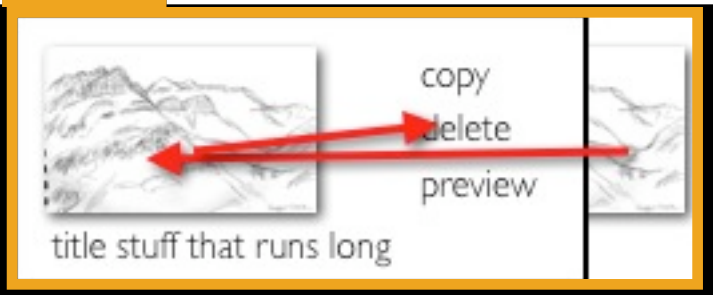
anti-pattern. hover & cover. yahoo! teachers

Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

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

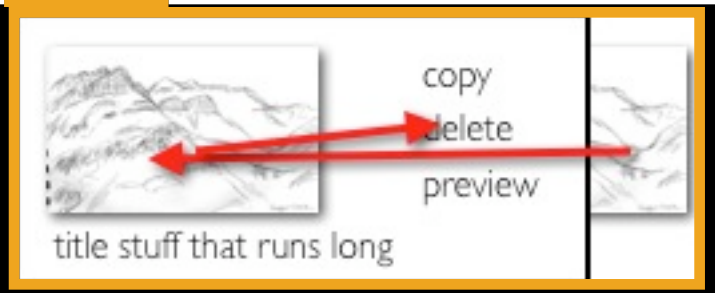


Anti-Pattern: Hover & Cover

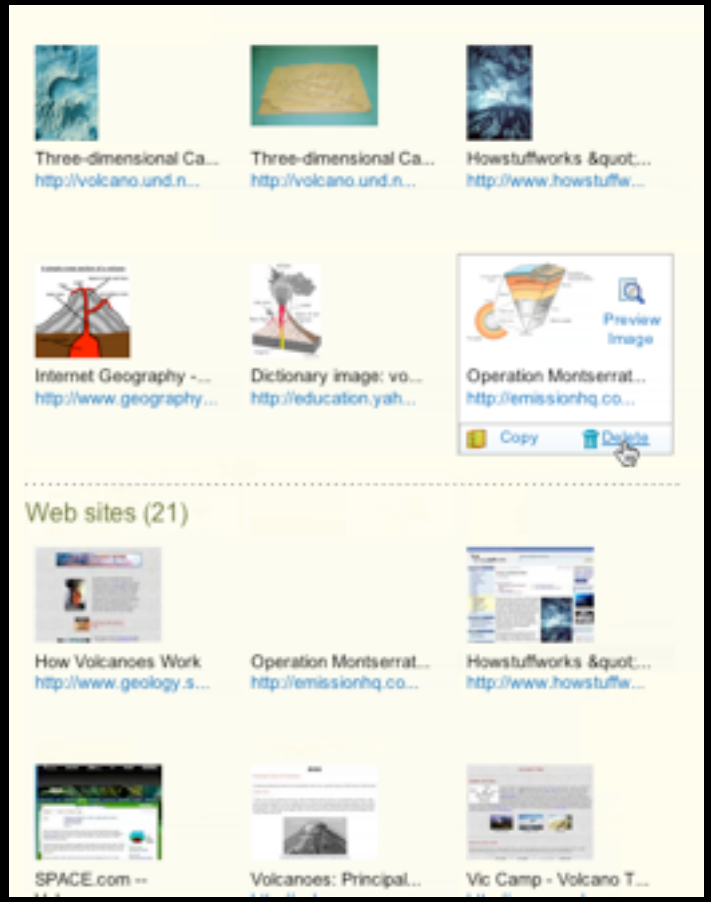
Avoid obscuring context or navigation with popups.

anti-pattern. hover & cover. yahoo! teachers

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

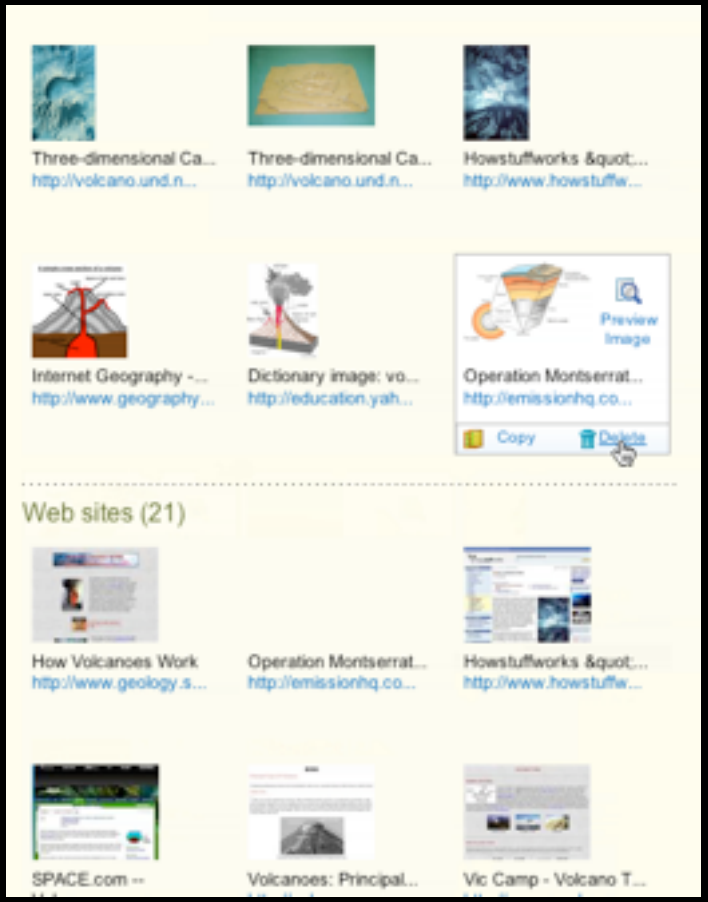


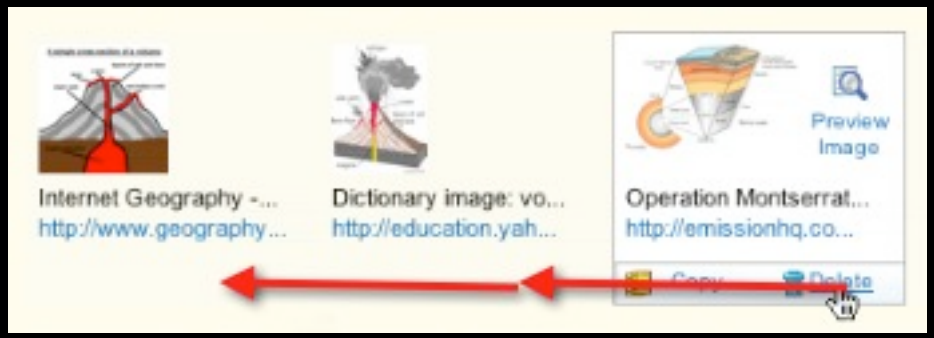
Yahoo! Teachers Refactored



hover & cover resolved. y! teachers

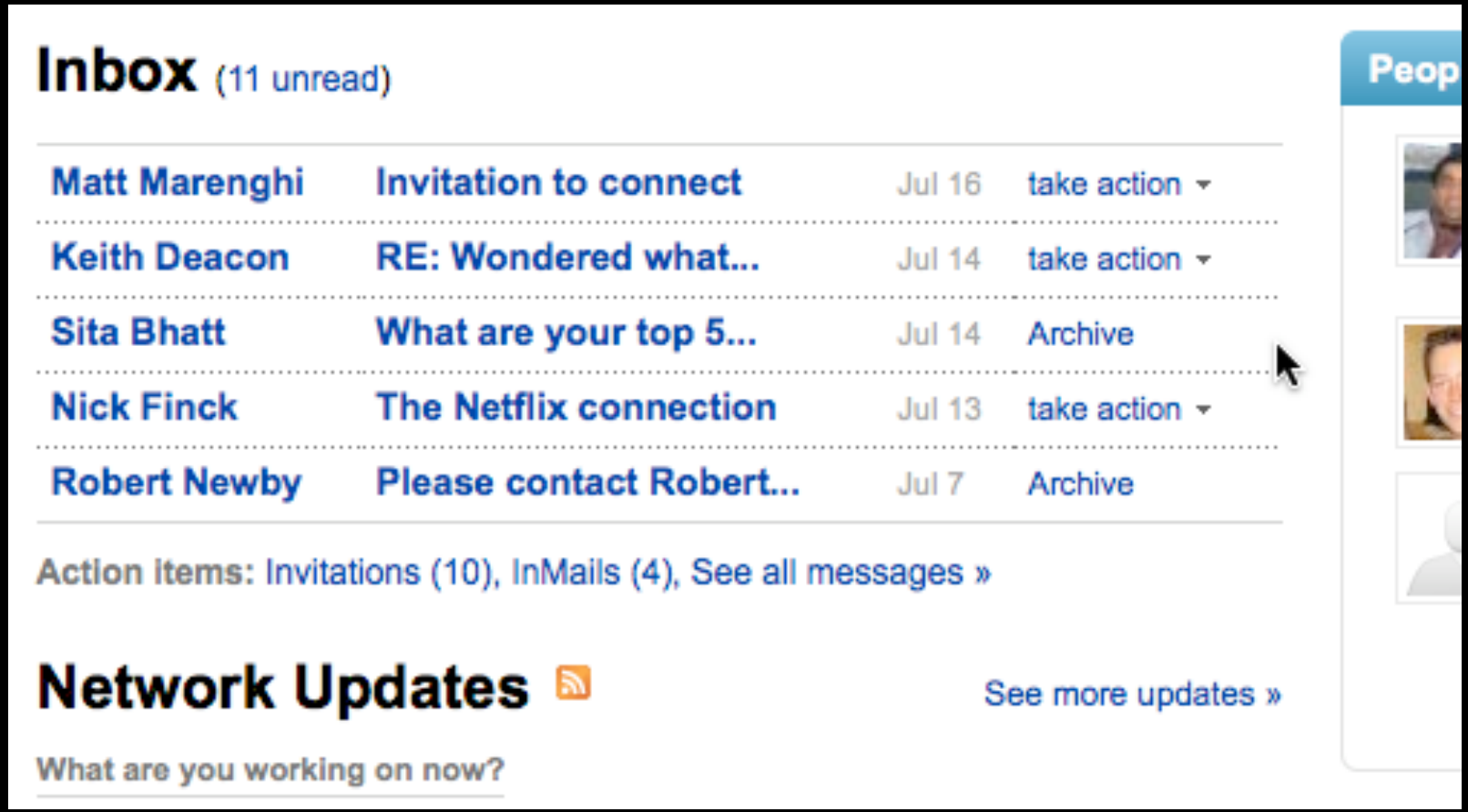
Yahoo! Teachers Refactored





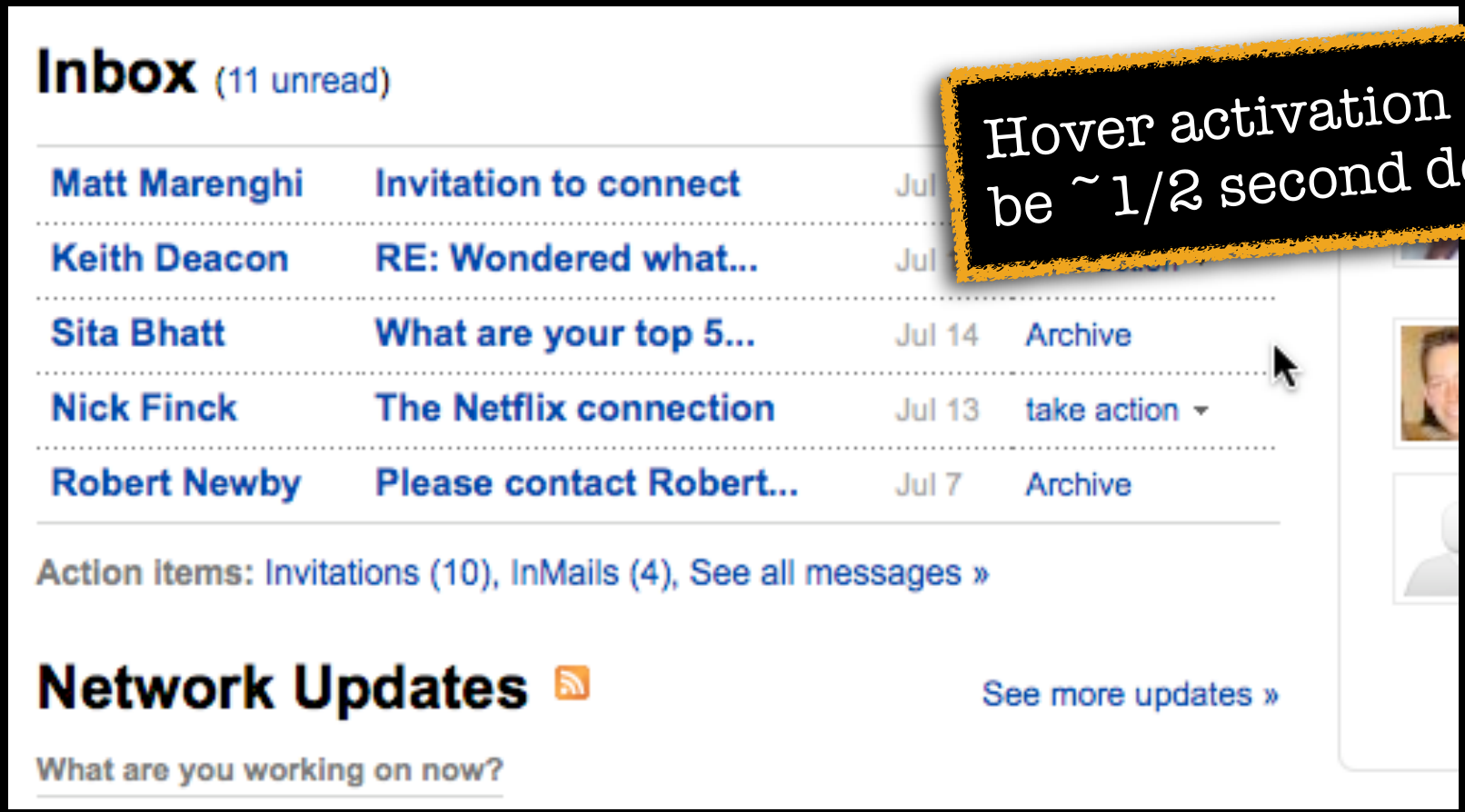
hover & cover resolved. y! teachers

Contextual Tools (overlay on hover)



hover details. linkedin.com

Contextual Tools (overlay on hover)



hover details. linkedin.com

Contextual Tools (overlay on hover)

hover details. linkedin.com

Contextual Tools (overlay on hover)

hover details. linkedin.com

Contextual Tools (overlay on hover)

hover details. linkedin.com

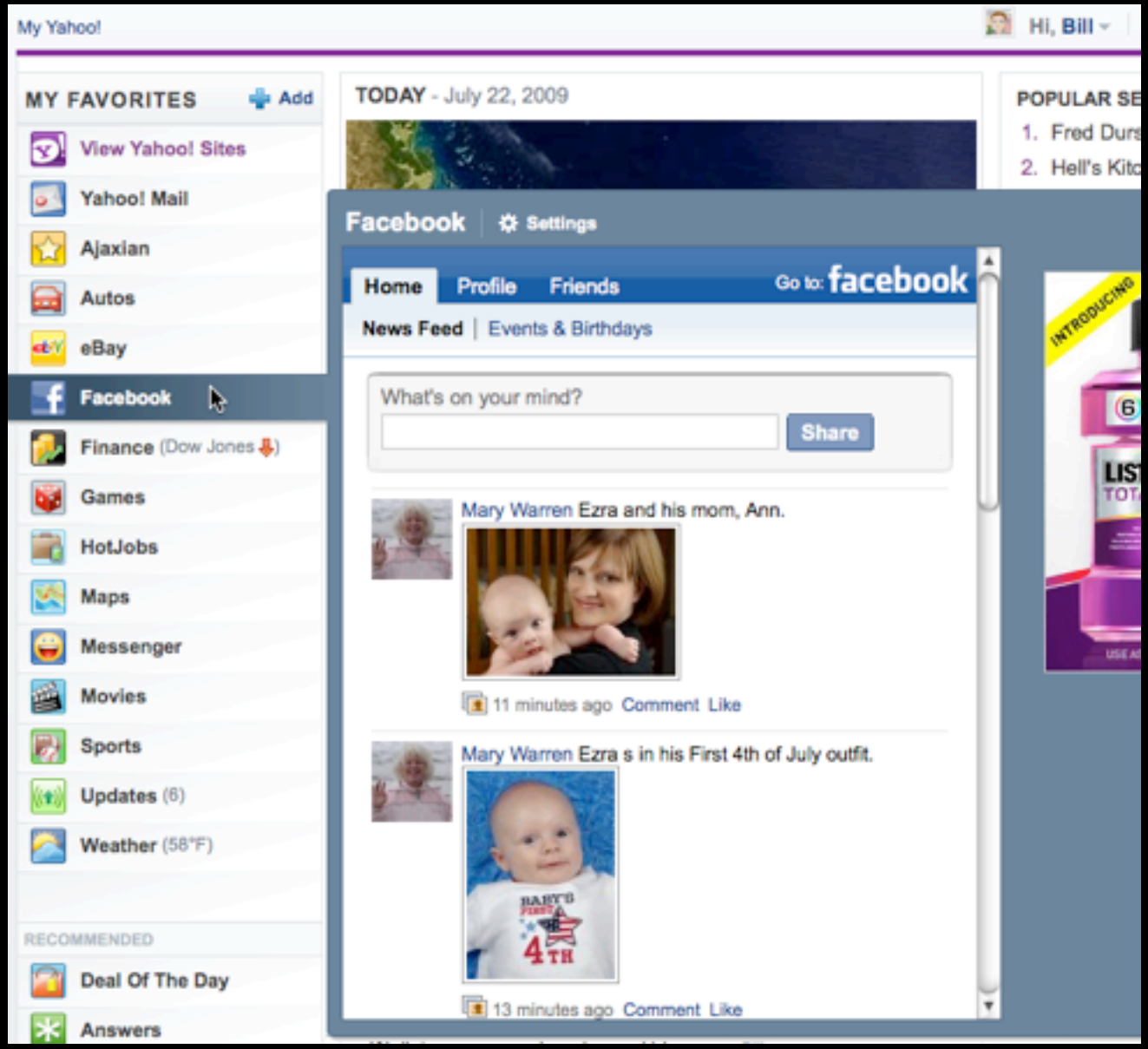
Hover activation should be ~1/2 second delay

Time-based targeting is tricky.

Mouse path targeting is tricky.

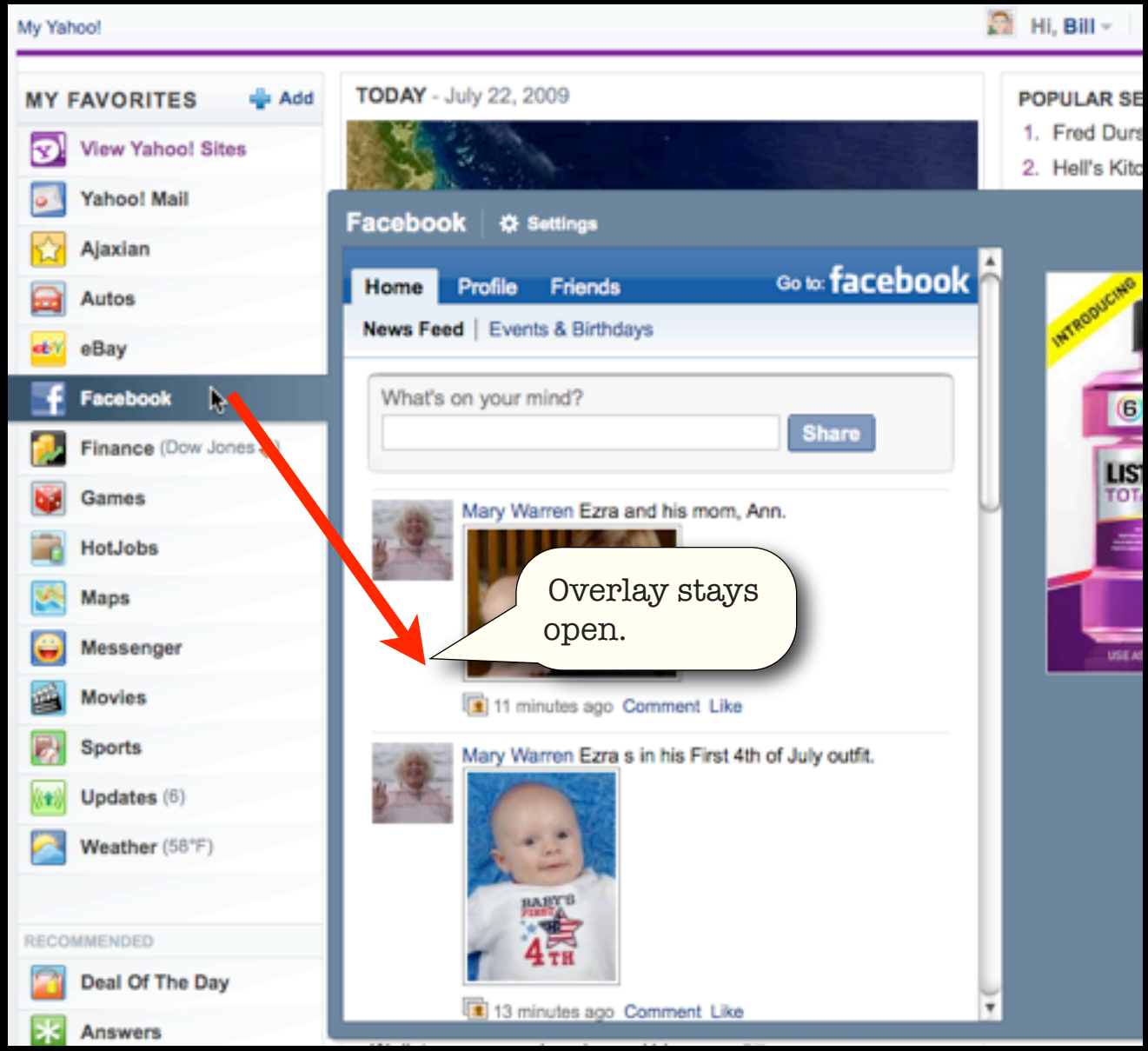
Works well in a list like this.

What about new Yahoo page?



embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



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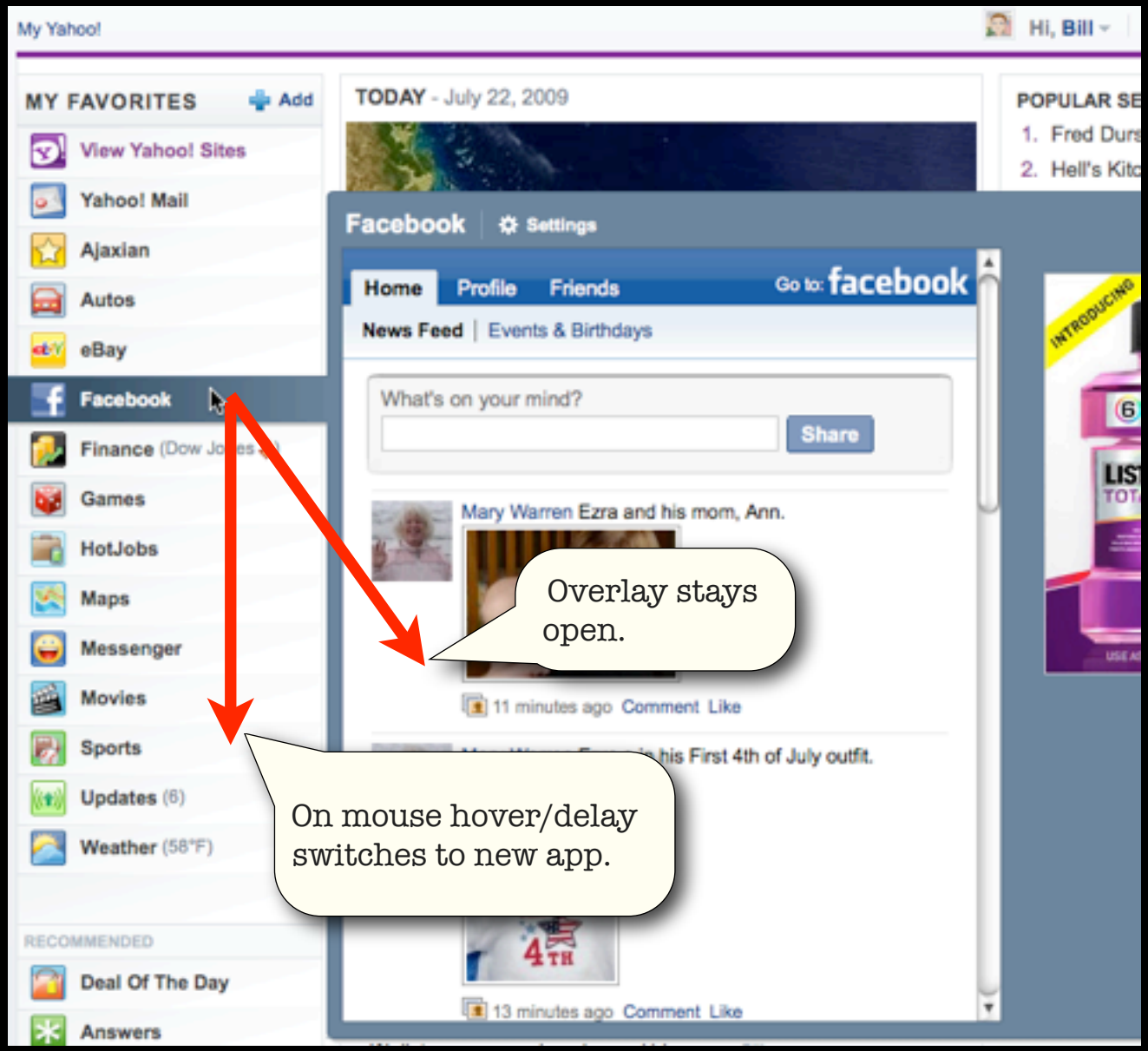

embedded application overlay - hover activated. yahoo.com 2009

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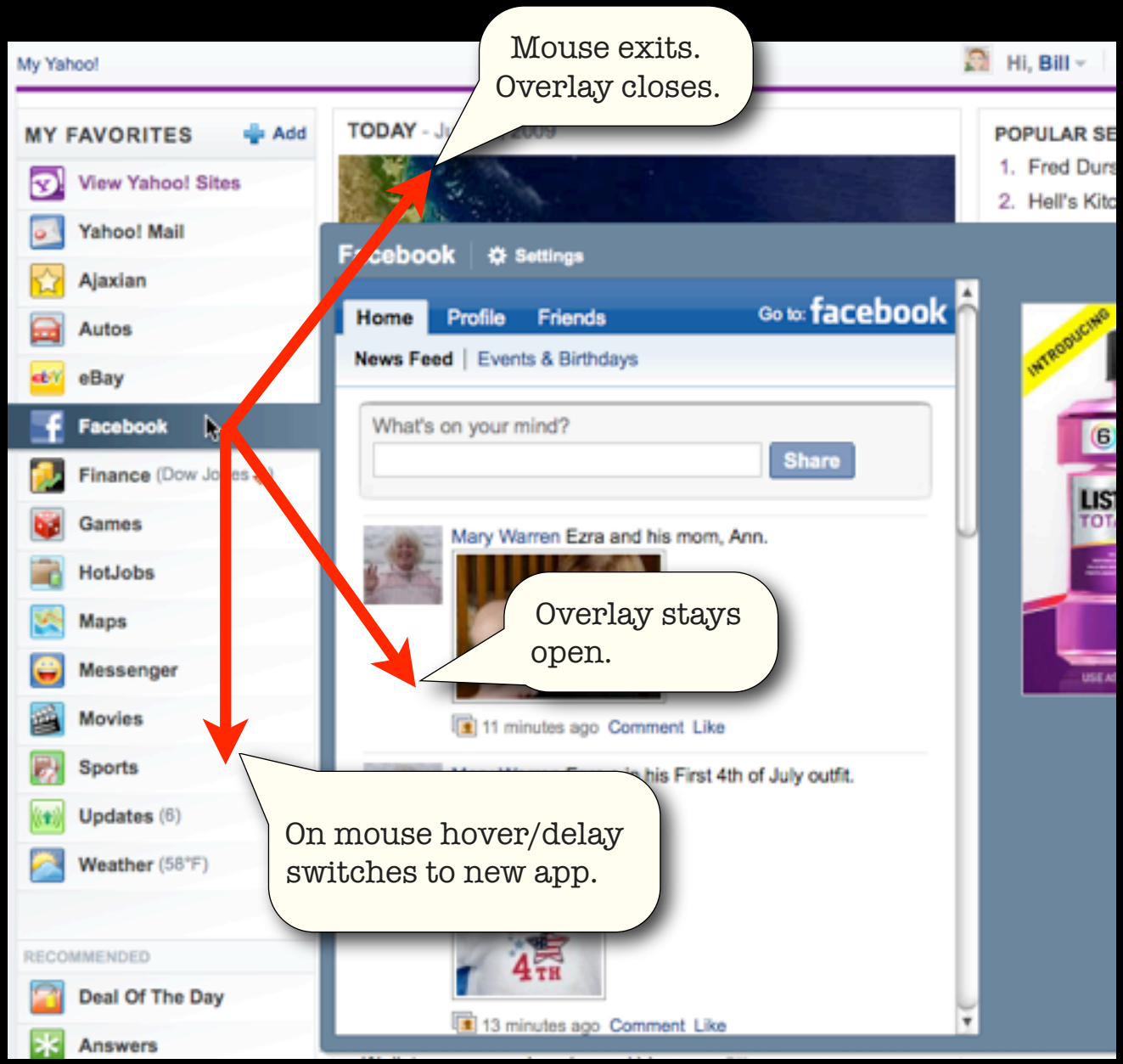

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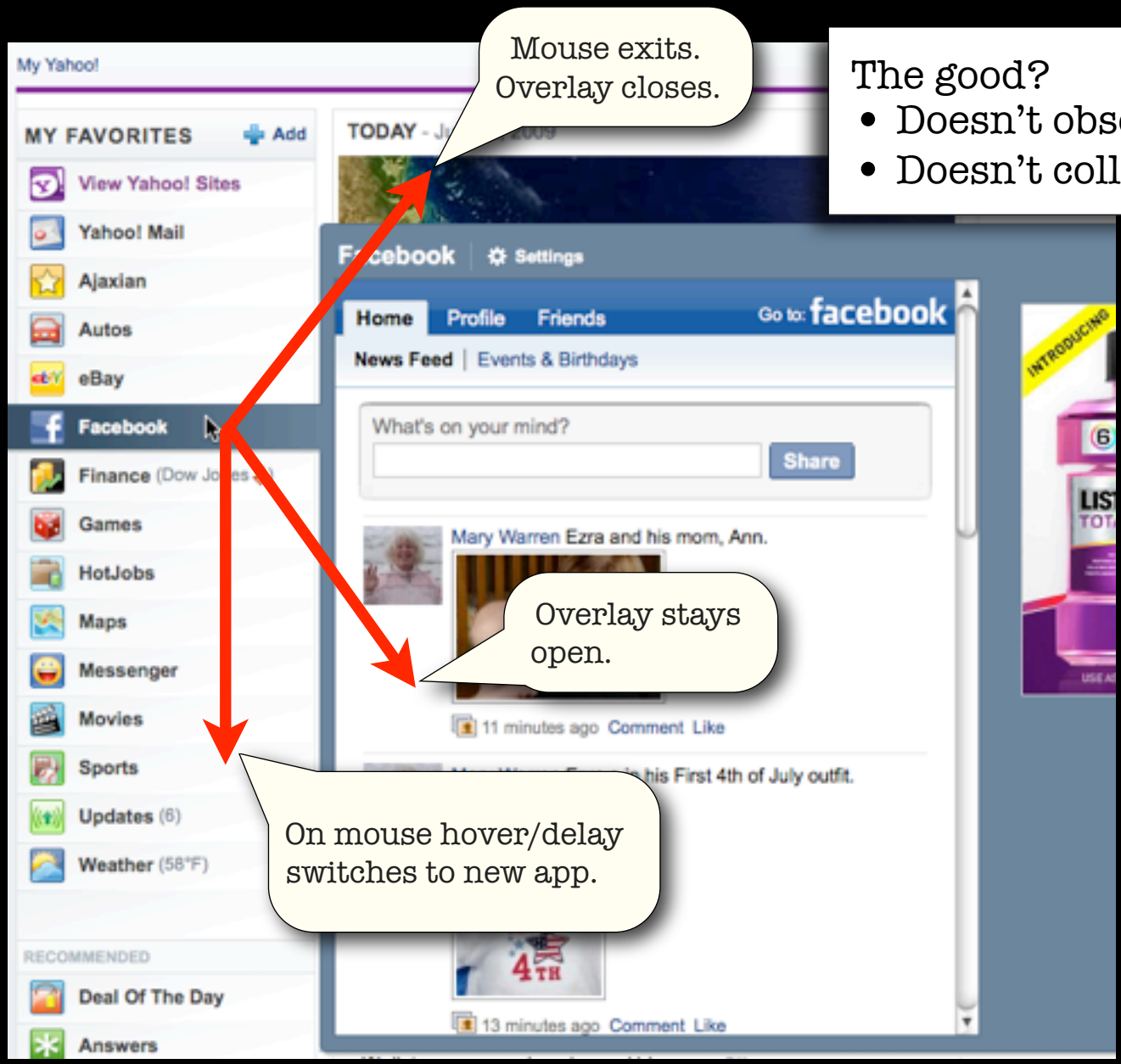
What about new Yahoo page?

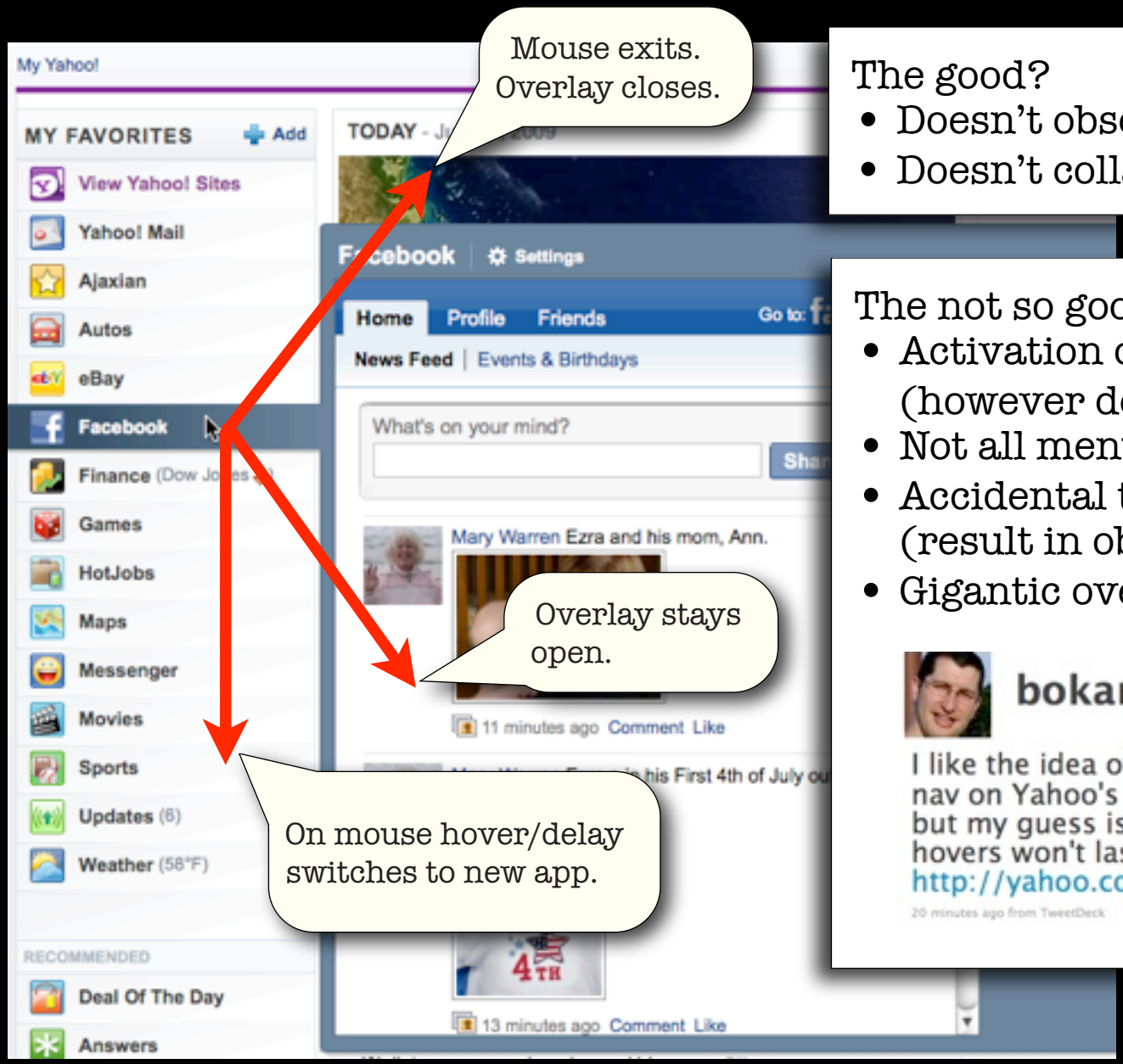


The good?

- Doesn't obscure other navigation.
- Doesn't collapse erratically.

embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



The good?

- Doesn't obscure other navigation.
- Doesn't collapse erratically.

The not so good?

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

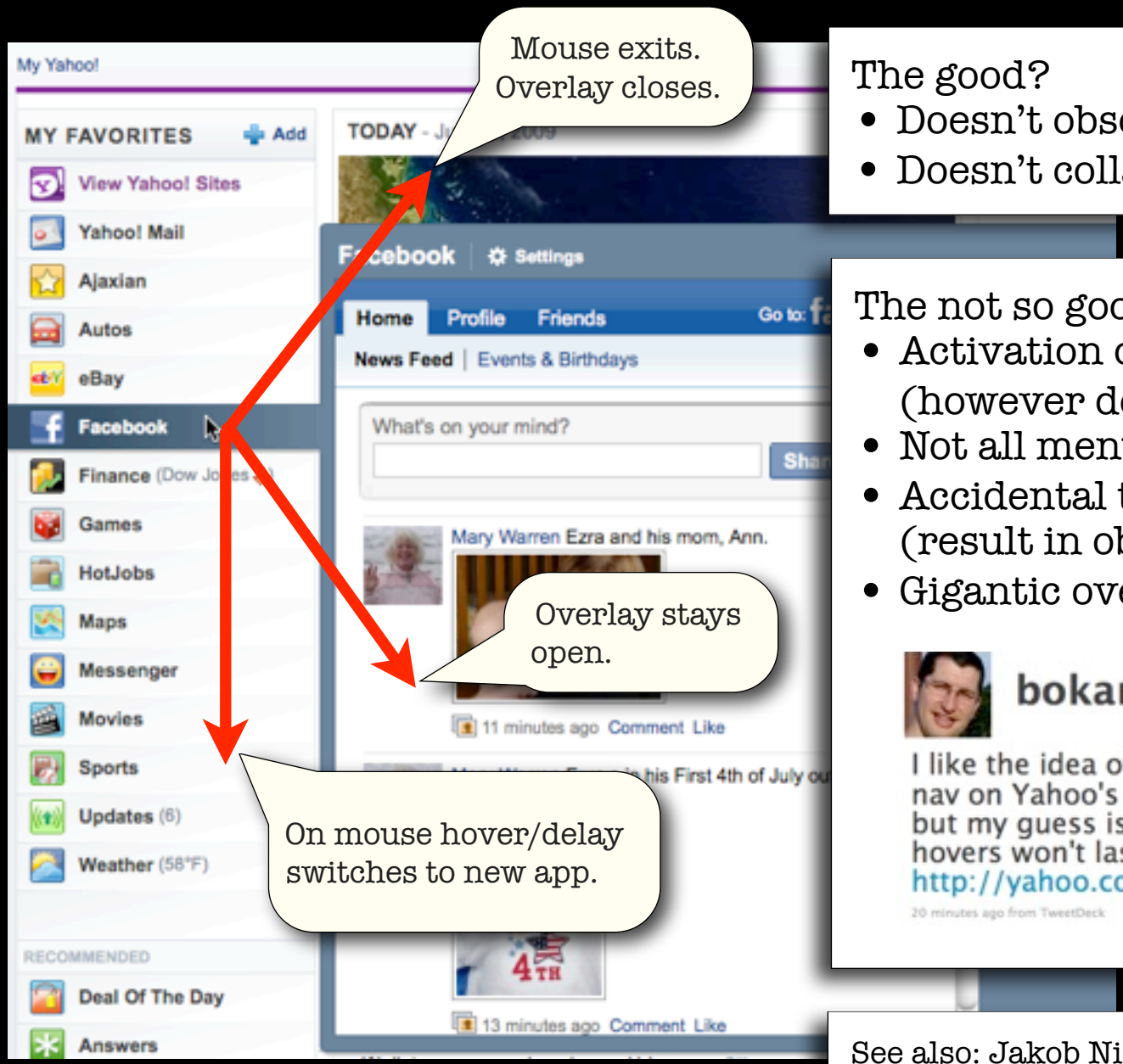
bokardo

I like the idea of the left-hand nav on Yahoo's new home page, but my guess is the gigantic hovers won't last long.
http://yahoo.com

20 minutes ago from TweetDeck

embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



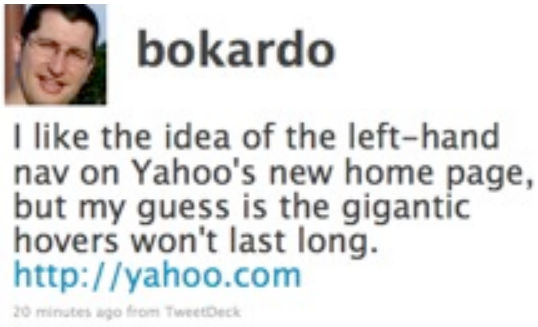
embedded application overlay - hover activated. yahoo.c

The good?

- Doesn't obscure other navigation.
- Doesn't collapse erratically.

The not so good?

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



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

What about new Yahoo page?

embedded application overlay - hover activated. yahoo.c

The good?

- Doesn't obscure other navigation.
- Doesn't collapse erratically.

The not so good?

- Activation delay feels sluggish (however delay is necessary).
- nus activate a panel.
- l triggering
- obscuring content).
- verlays activated by hover

bokardo

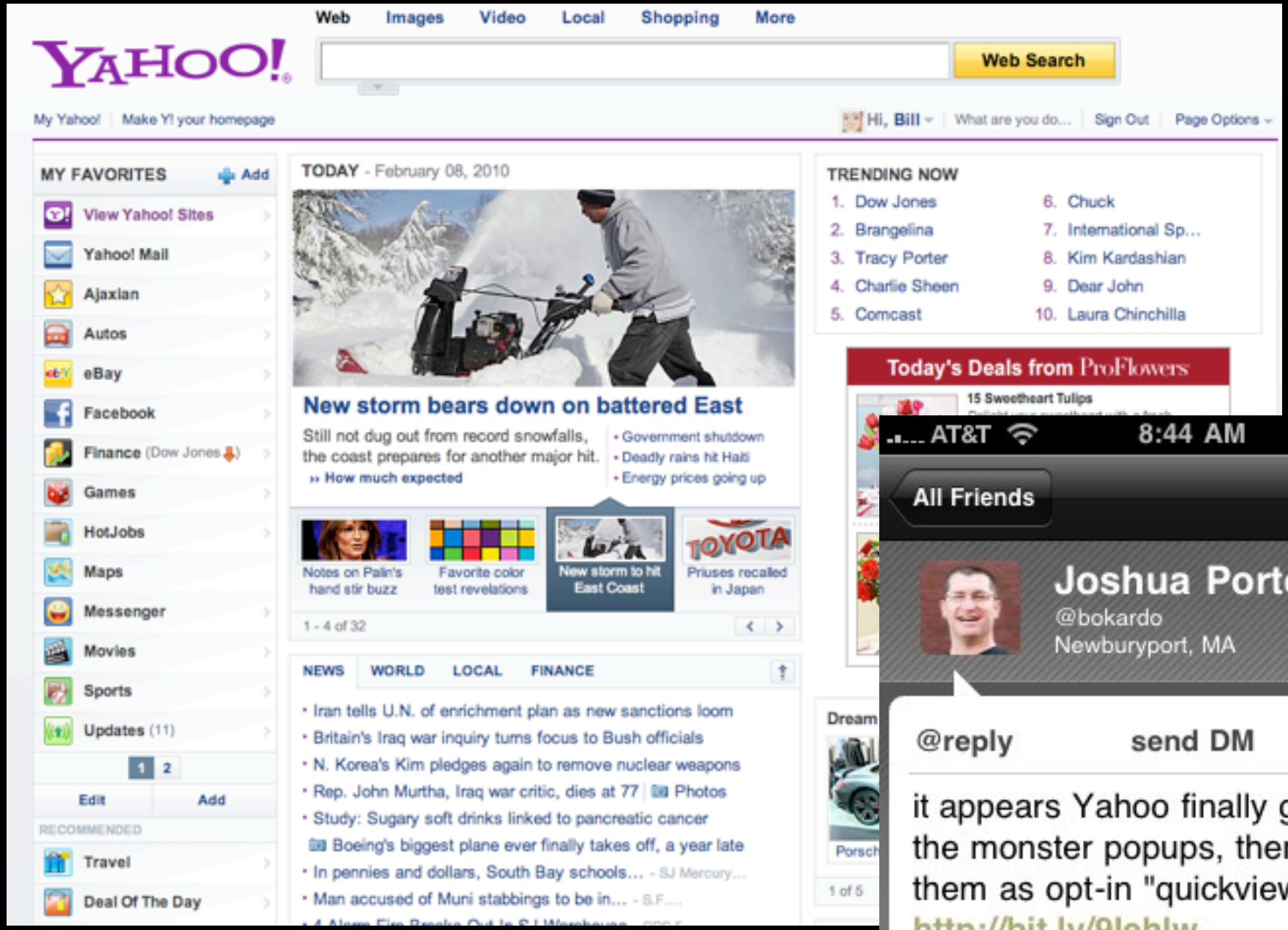
I like the idea of the left-hand nav on Yahoo's new home page, but my guess is the gigantic hovers won't last long.
http://yahoo.com

20 minutes ago from TweetDeck

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

Yahoo! Refactored

Yahoo! Refactored



Yahoo! Refactored

Maintain flow.

Exploratorium Exhibit

Spot the differences

Spot the differences

Now try again...

Now try again...

Now try again...

Keep the moments within the page.

ALL PRODUCTS

SOFT WHITE CHEESE

SHEEPS MILK CHEESE

PRESSED CHEESE

FRESH CHEESE

COWS FETA

BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE

BRIE

Rounds $17.50

An unstabilised brie, this is a living cheese that ripens with ageing.

Rounds

MT DOMET DOUBLE CREAM BRIE

Rounds $18.25

Named after one of North Otagos highest mountains, this unstabilised

Rounds

WAITAKI CAMEMBERT

Rounds $36.00

The full and rich flavour of Waitaki Camembert captures the

Rounds

HOME | ONLINE SHOP | PRODUCT RANGE | THE STORY | NEWS | FACTORY & CAFE | CHEESE FAQ | CONTACT

BROWSE PRODUCTS

VIEW CART (0 items)

Keep the moments within the page.

- ALL PRODUCTS
- SOFT
- SHEEP MILK CHEESE
- PRESSED CHEESE
- FRESH CHEESE
- COWS FETA
- BLUE CHEESE
- GIFT PACKS
- MERCHANDISE
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cheese that ripens with ageing.

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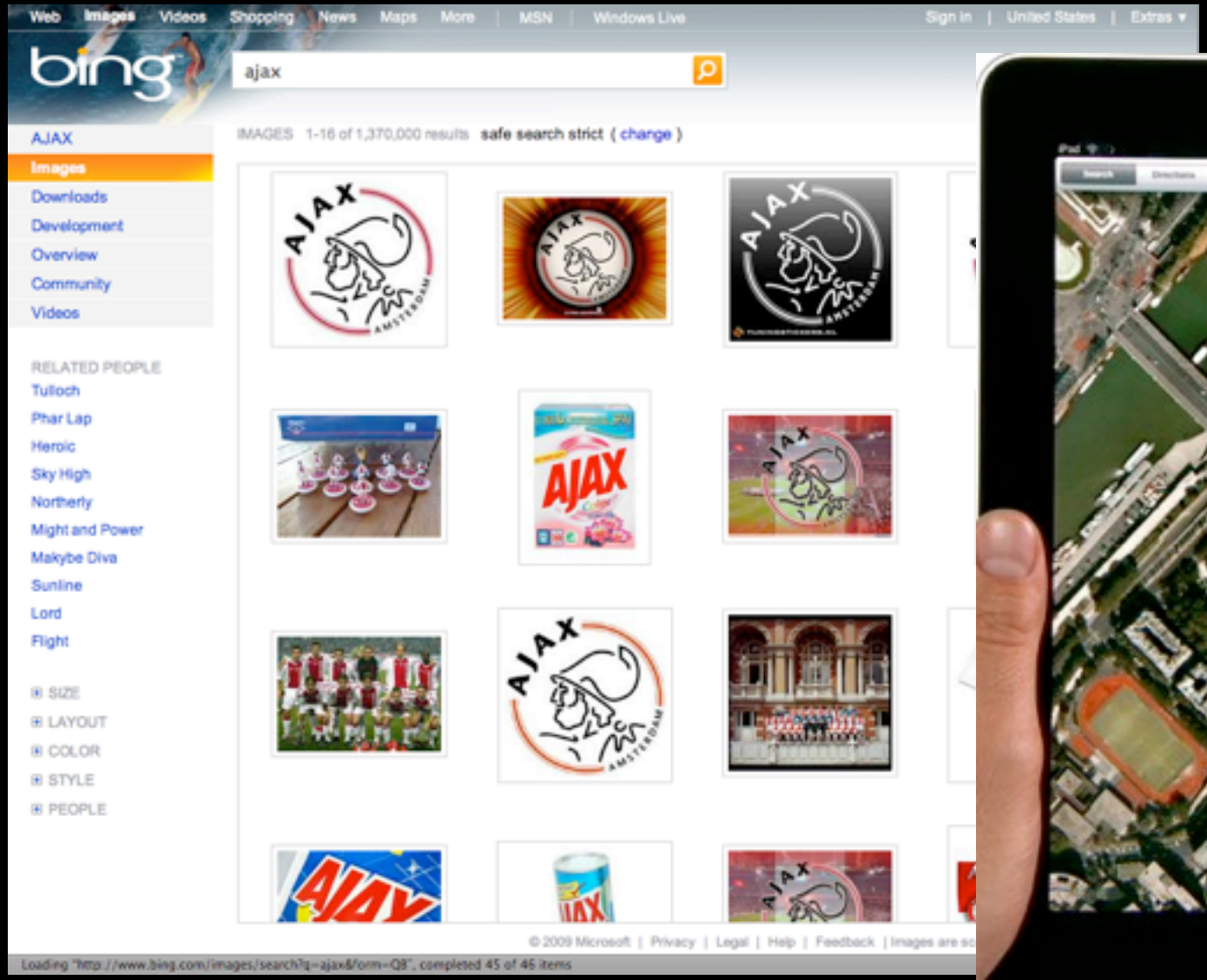
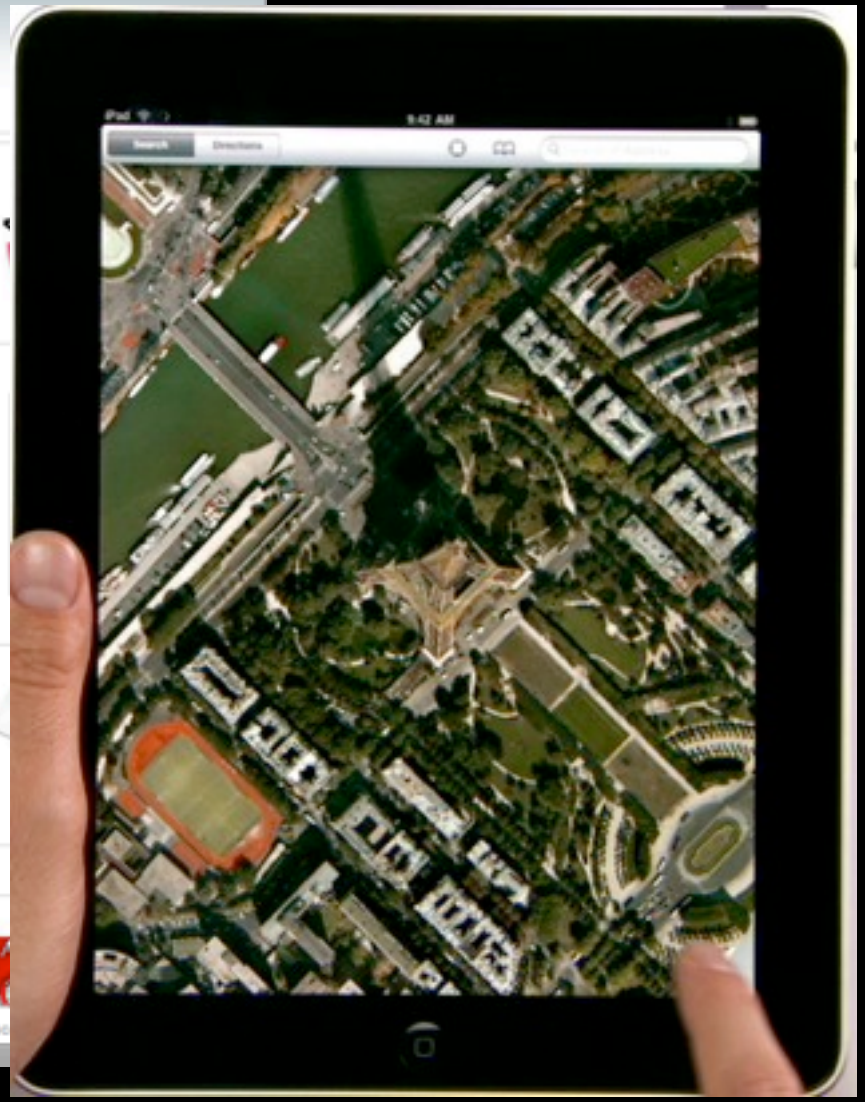
Rounds

Virtual Space

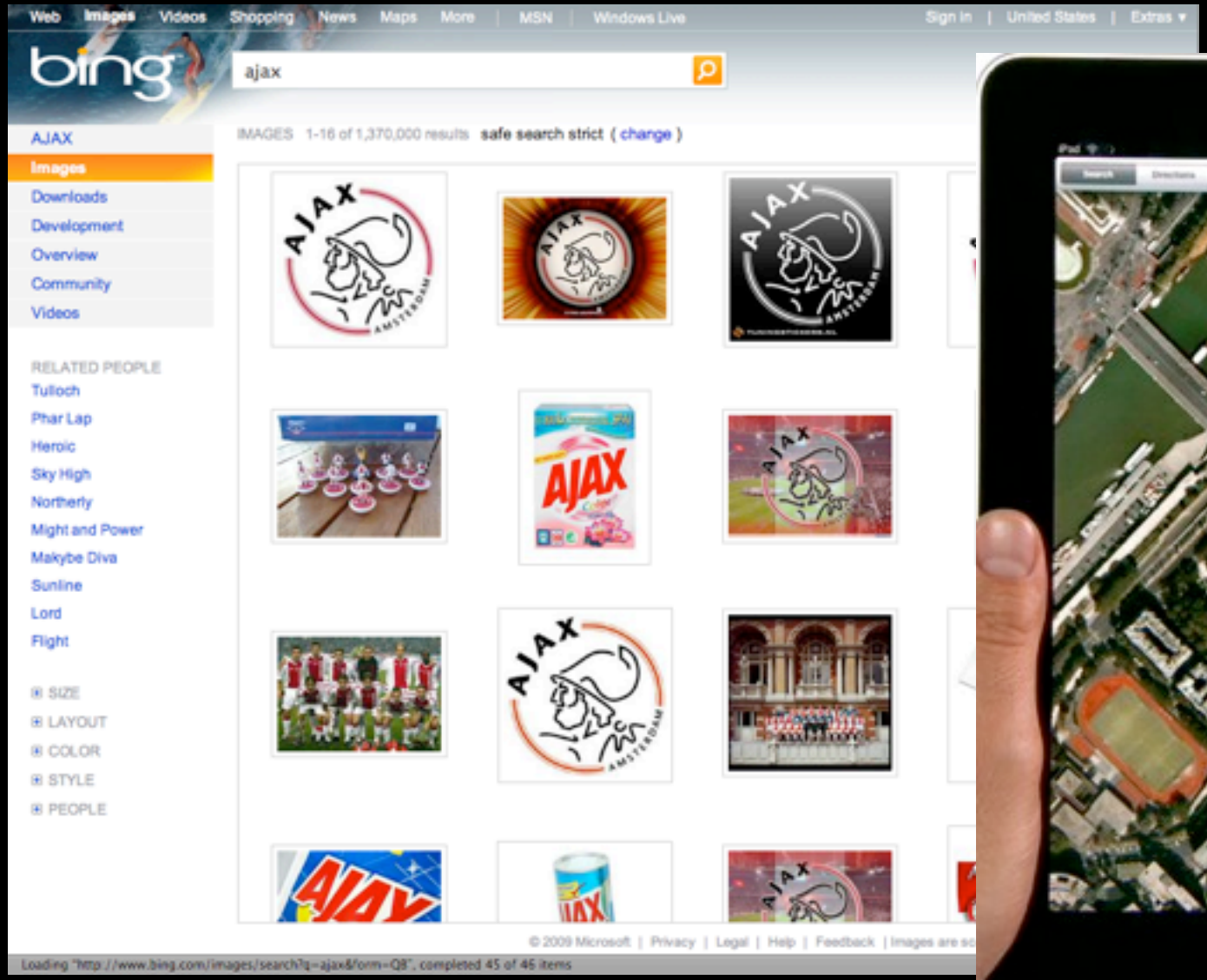


endless scrolling. bing.com

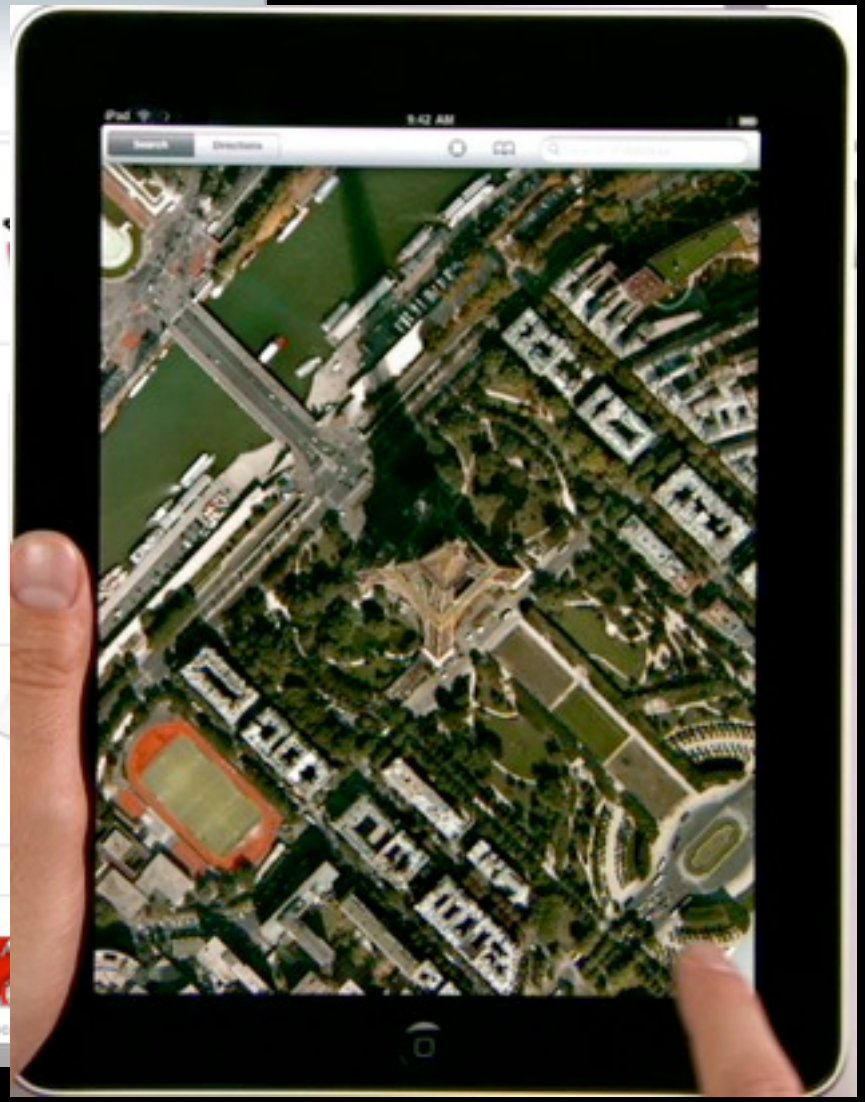


page curl. iPad Maps

Virtual Space



endless scrolling. bing.com



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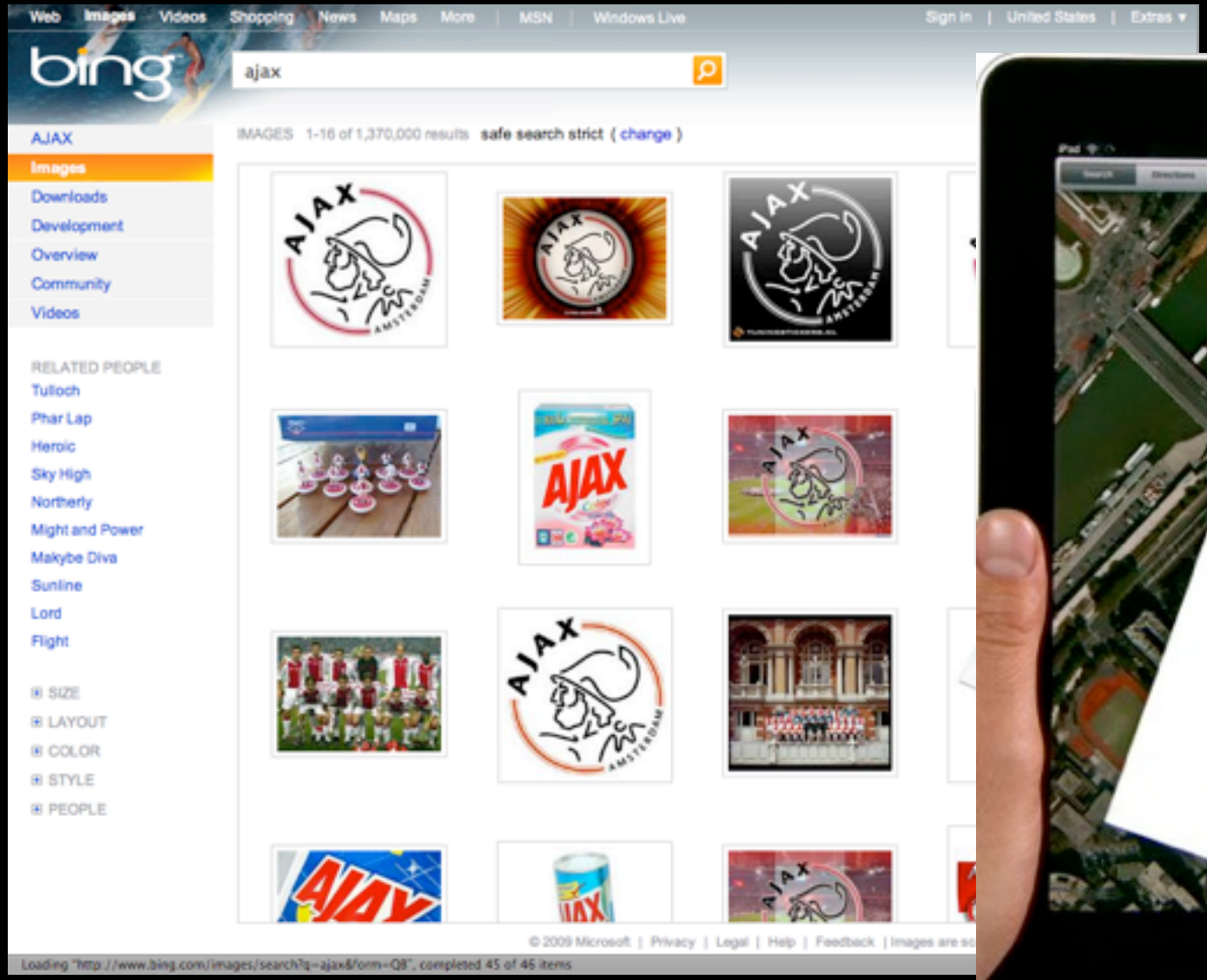
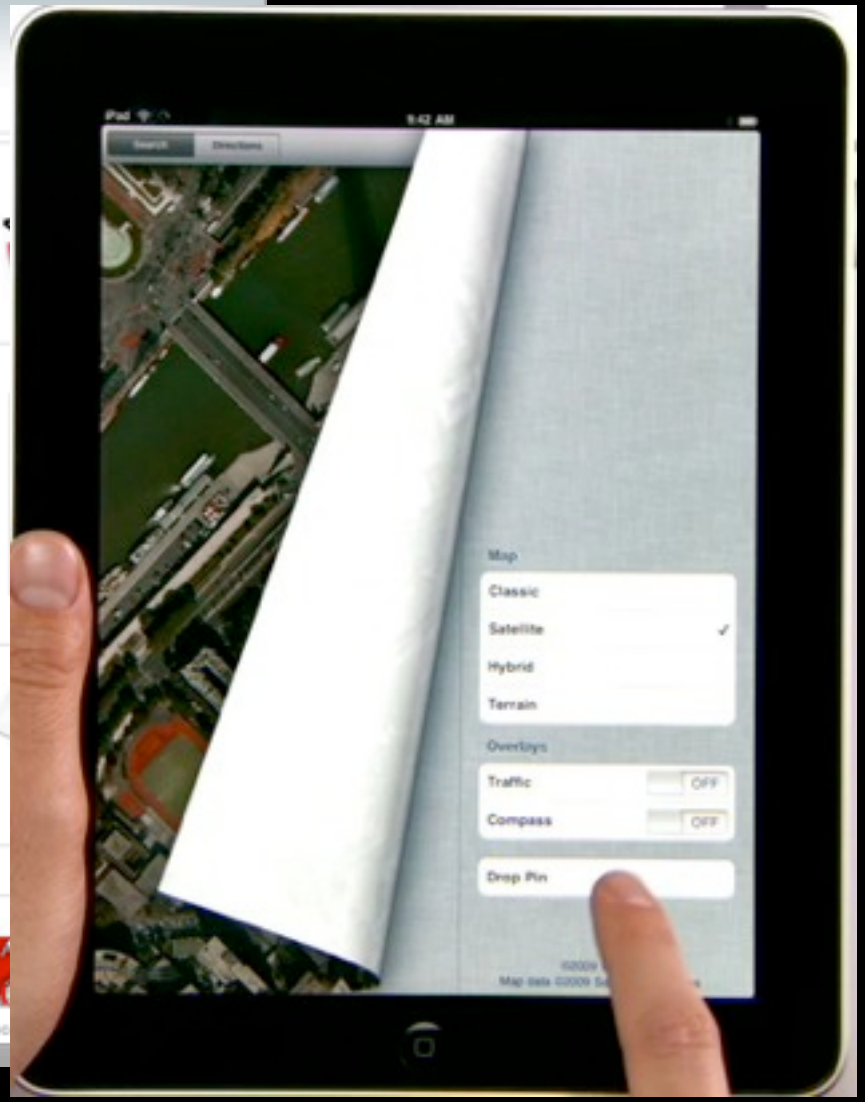
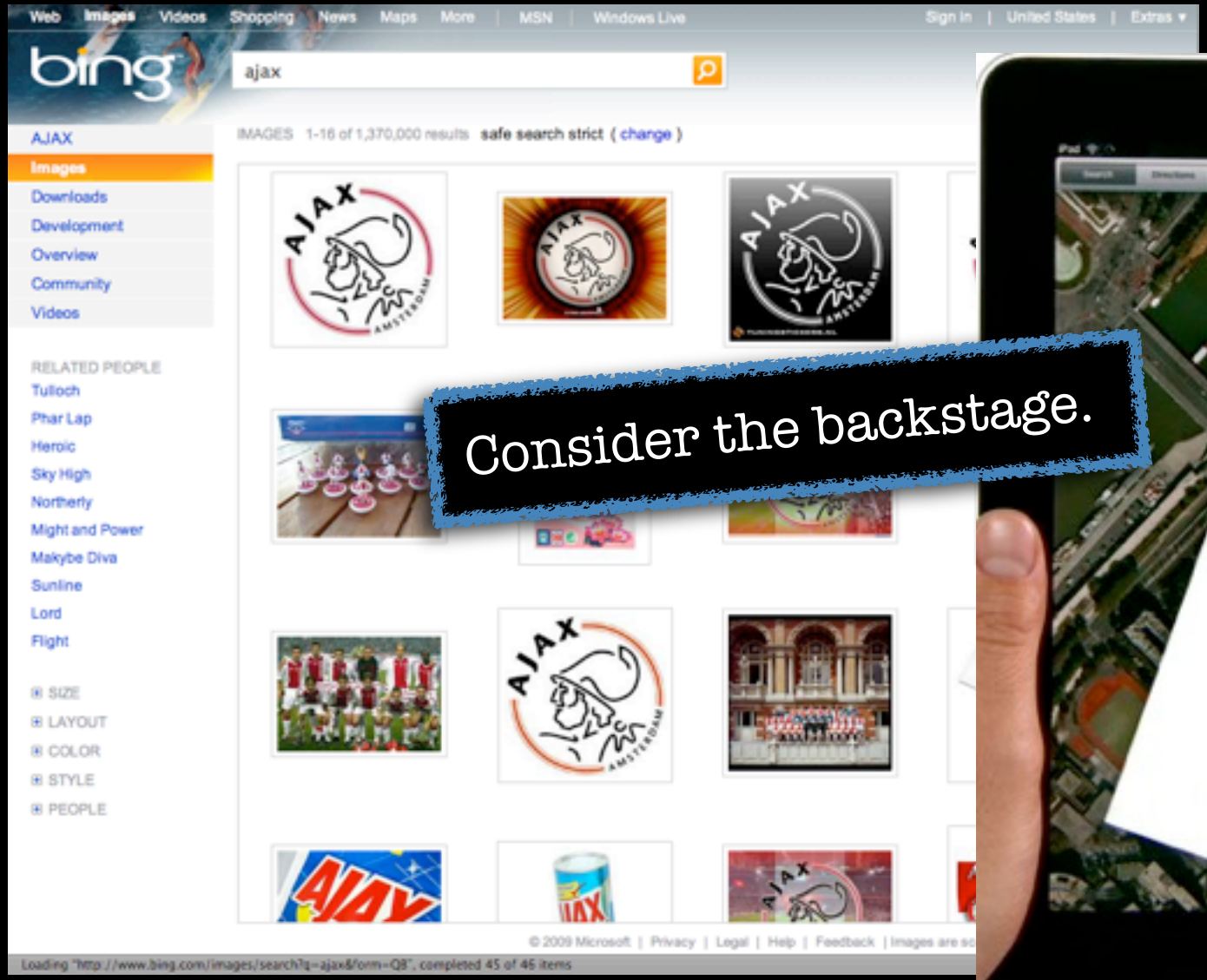


endless scrolling. bing.com



page curl. iPad Maps

Virtual Space

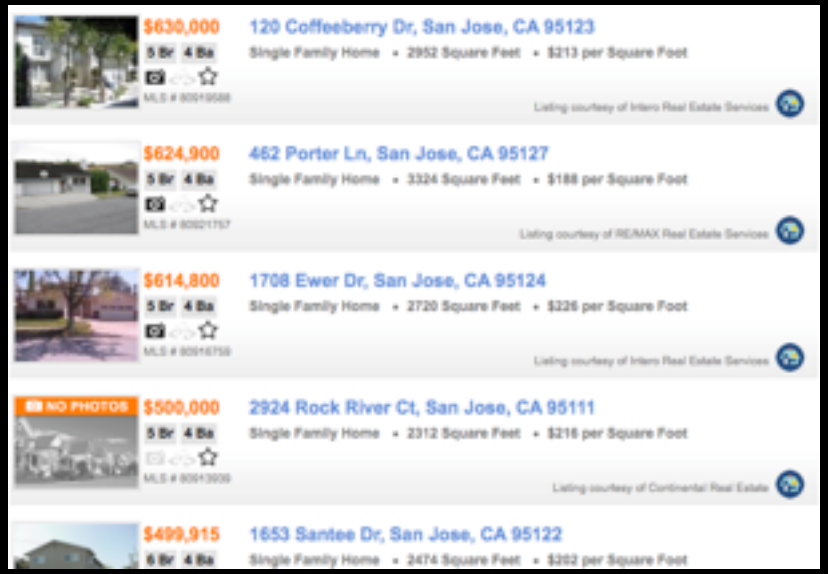


endless scrolling. bing.com

Consider the backstage.

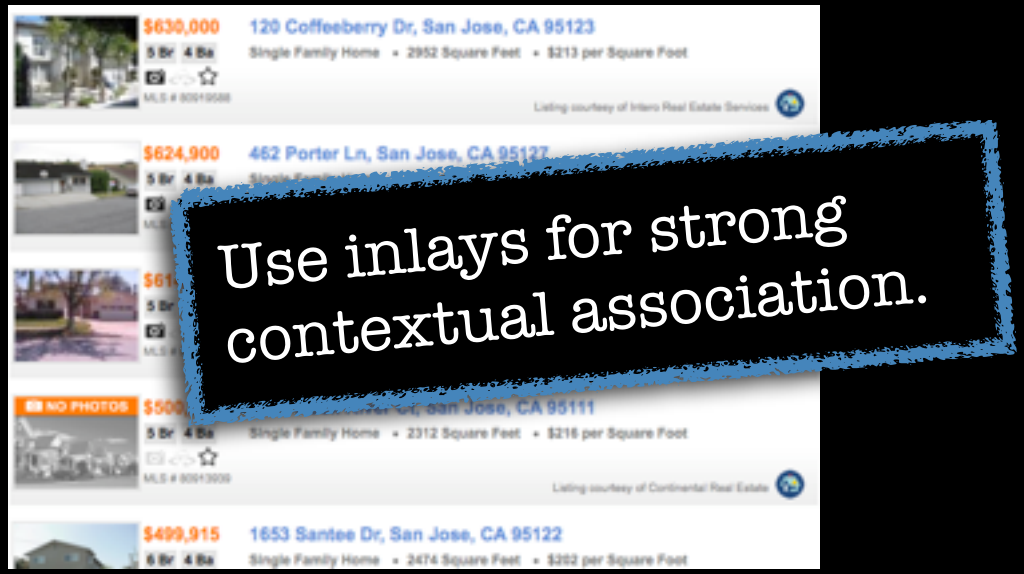
page curl. iPad Maps

Inlays



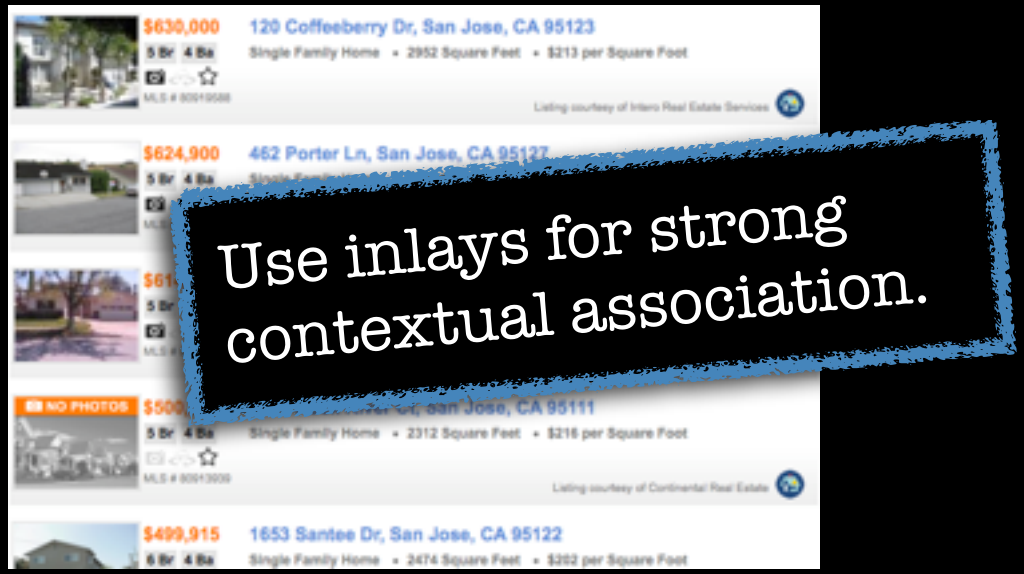
click activated inlay. roost.com

Inlays

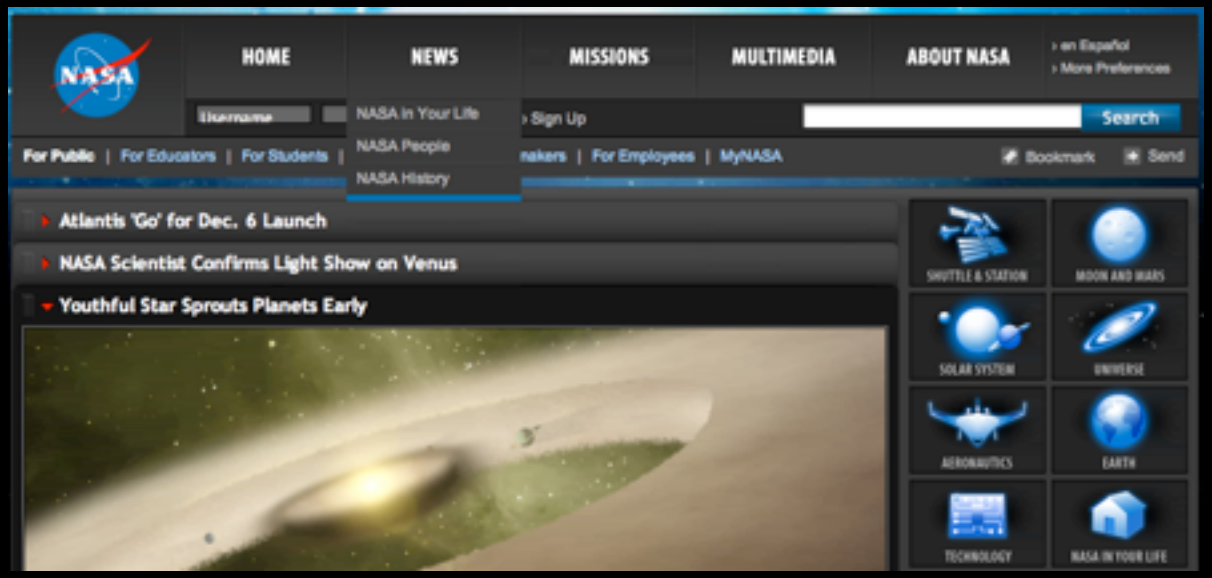


click activated inlay. roost.com

Inlays



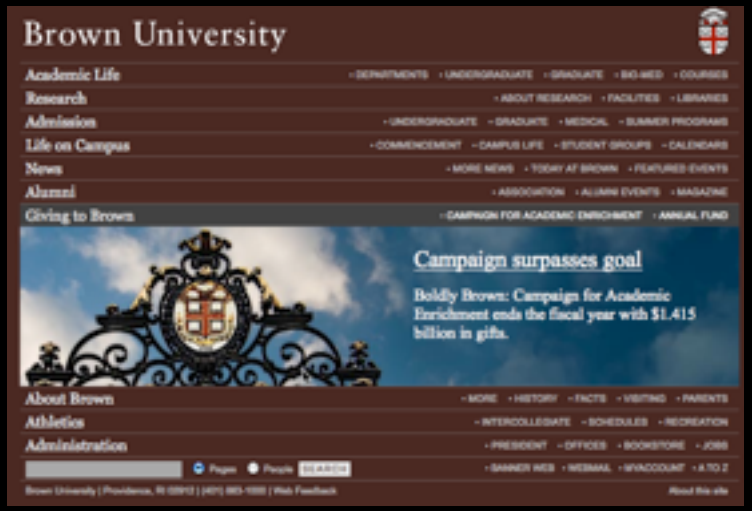
click activated inlay. roost.com



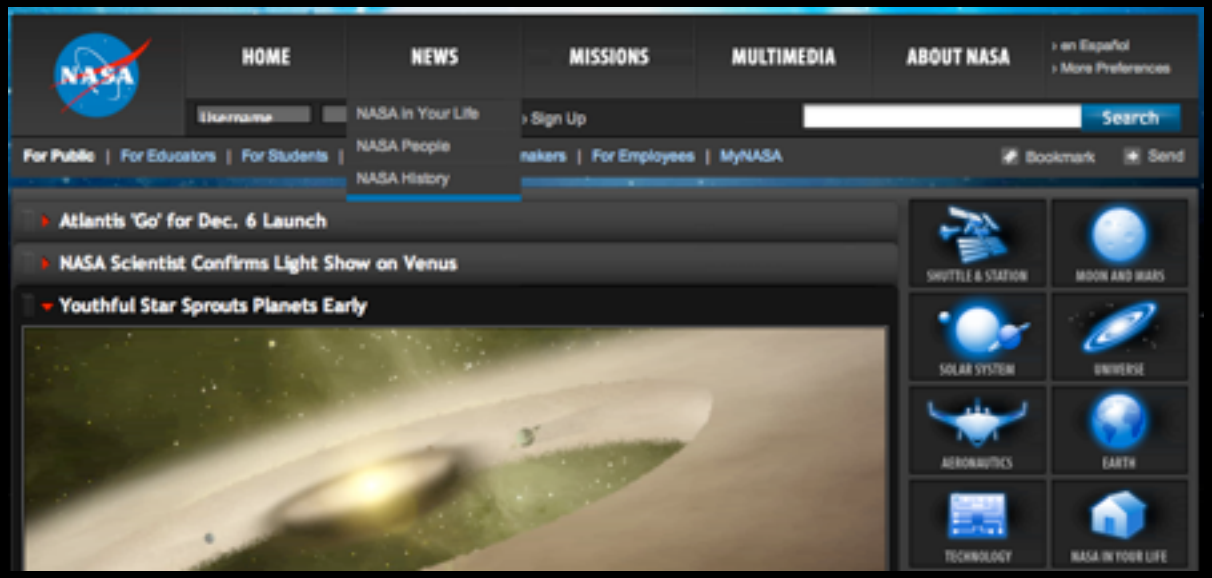
hover activated accordian. nasa.gov

Inlays

click activated inlay. roost.com



hover activated accordian. brown.edu

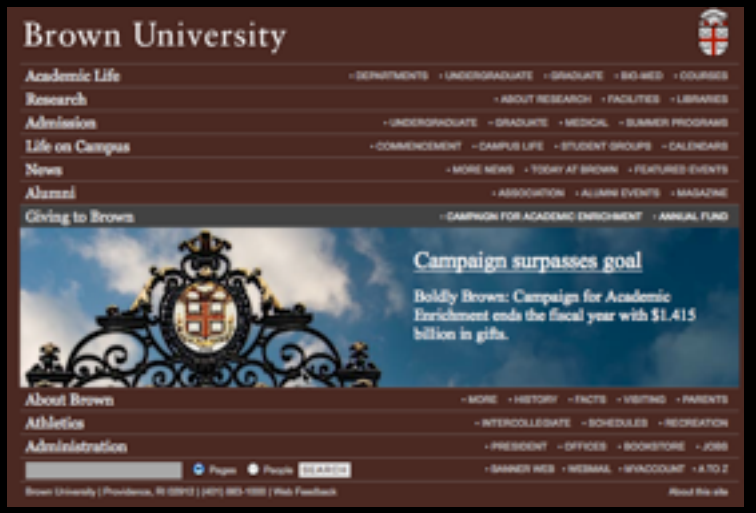


hover activated accordian. nasa.gov

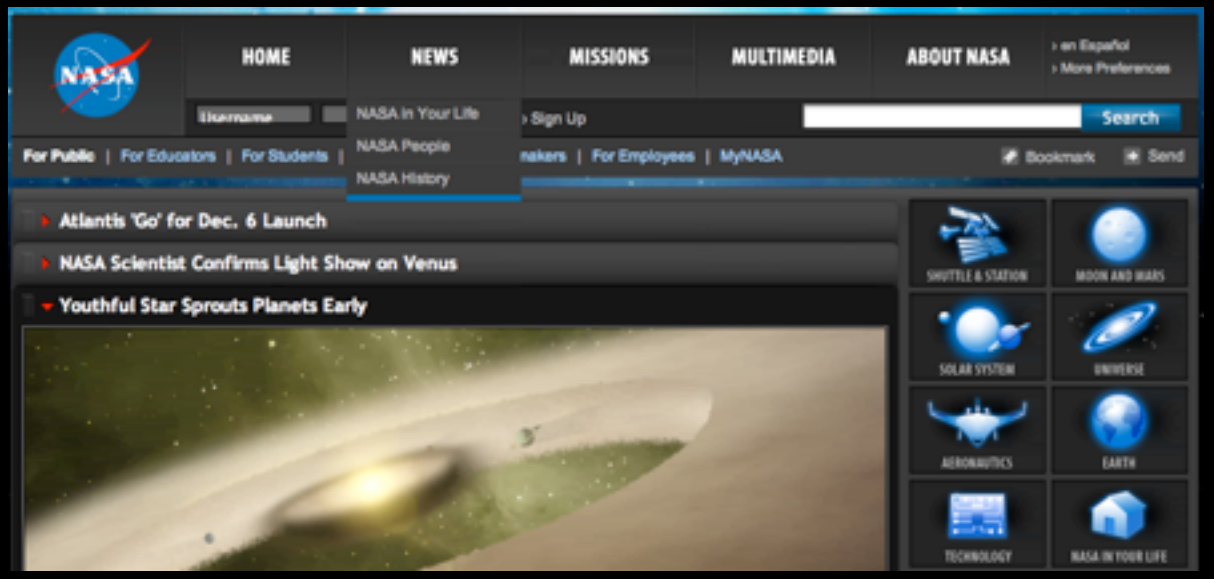
Inlays

Use inlays for strong contextual association.

click activated inlay. roost.com



hover activated accordian. brown.edu

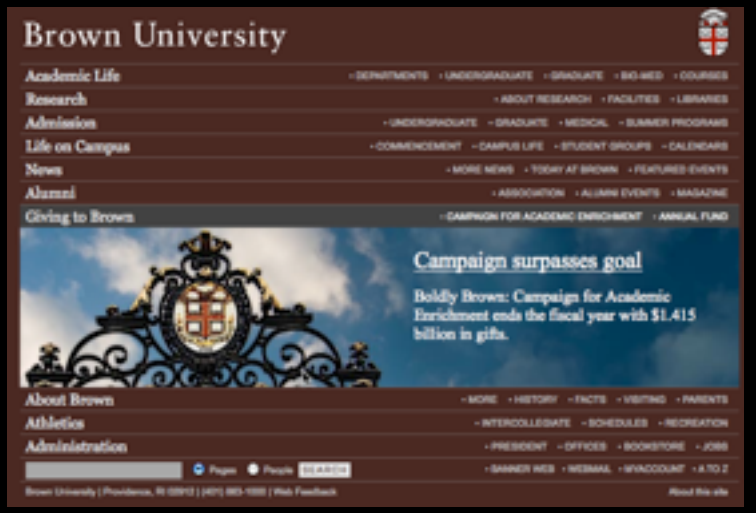


hover activated accordian. nasa.gov

hover activated accordian. apple.com

Inlays

click activated inlay. roost.com

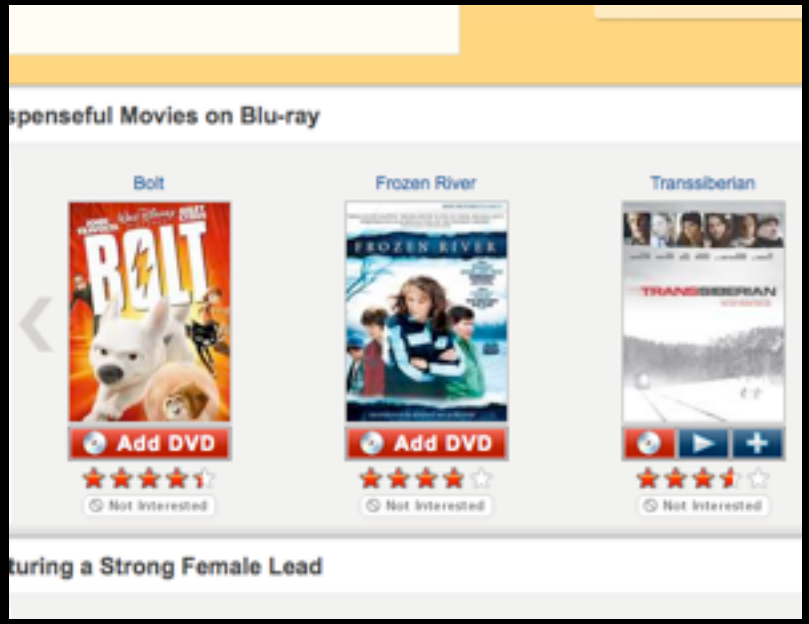


hover activated accordian. brown.edu

hover activated accordian. nasa.gov

hover activated accordian. apple.com

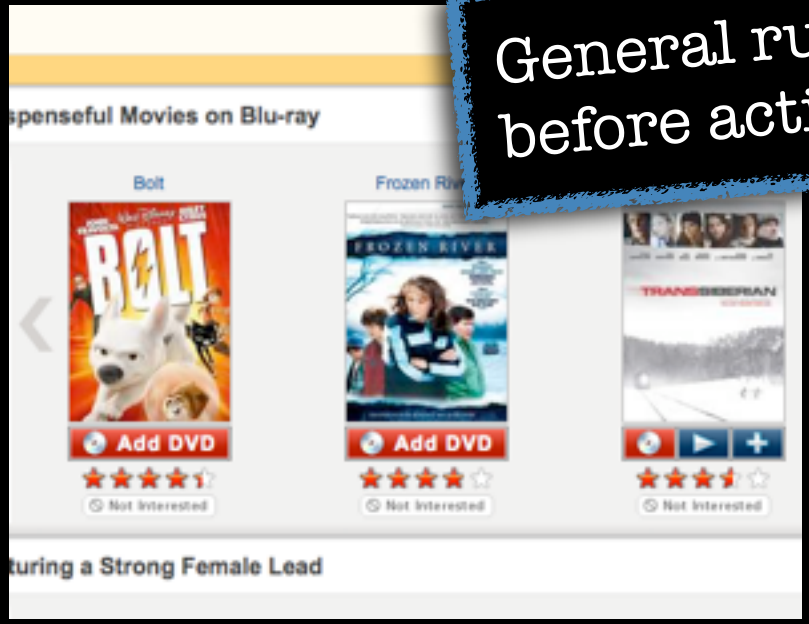
Overlays



hover details. netflix.com

Overlays

General rule: Wait 1/2 second before activating hover details.



hover details. netflix.com

Overlays

General rule: Wait 1/2 second before activating hover details.

But immediately deactivate hover details on mouse exit.

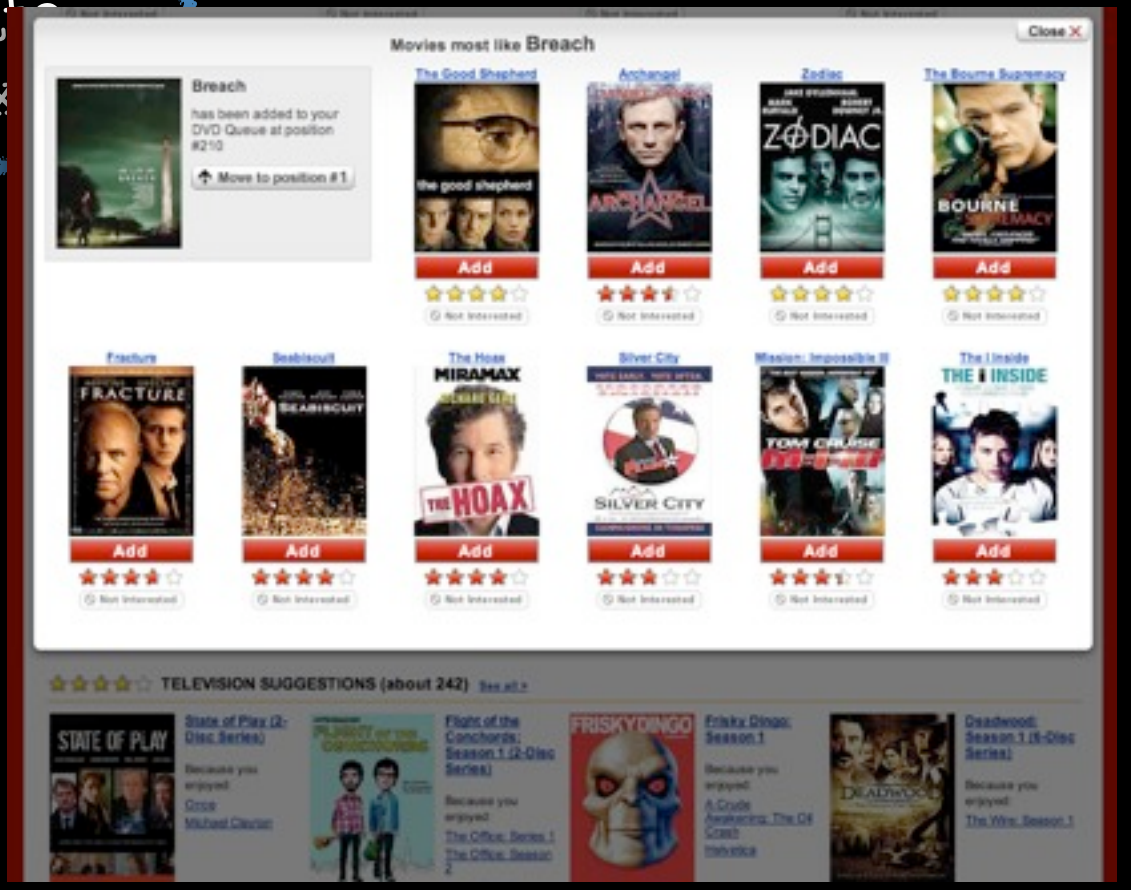
hover details. netflix.com

Overlays

General rule: Wait 1/2 second before activating hover details.

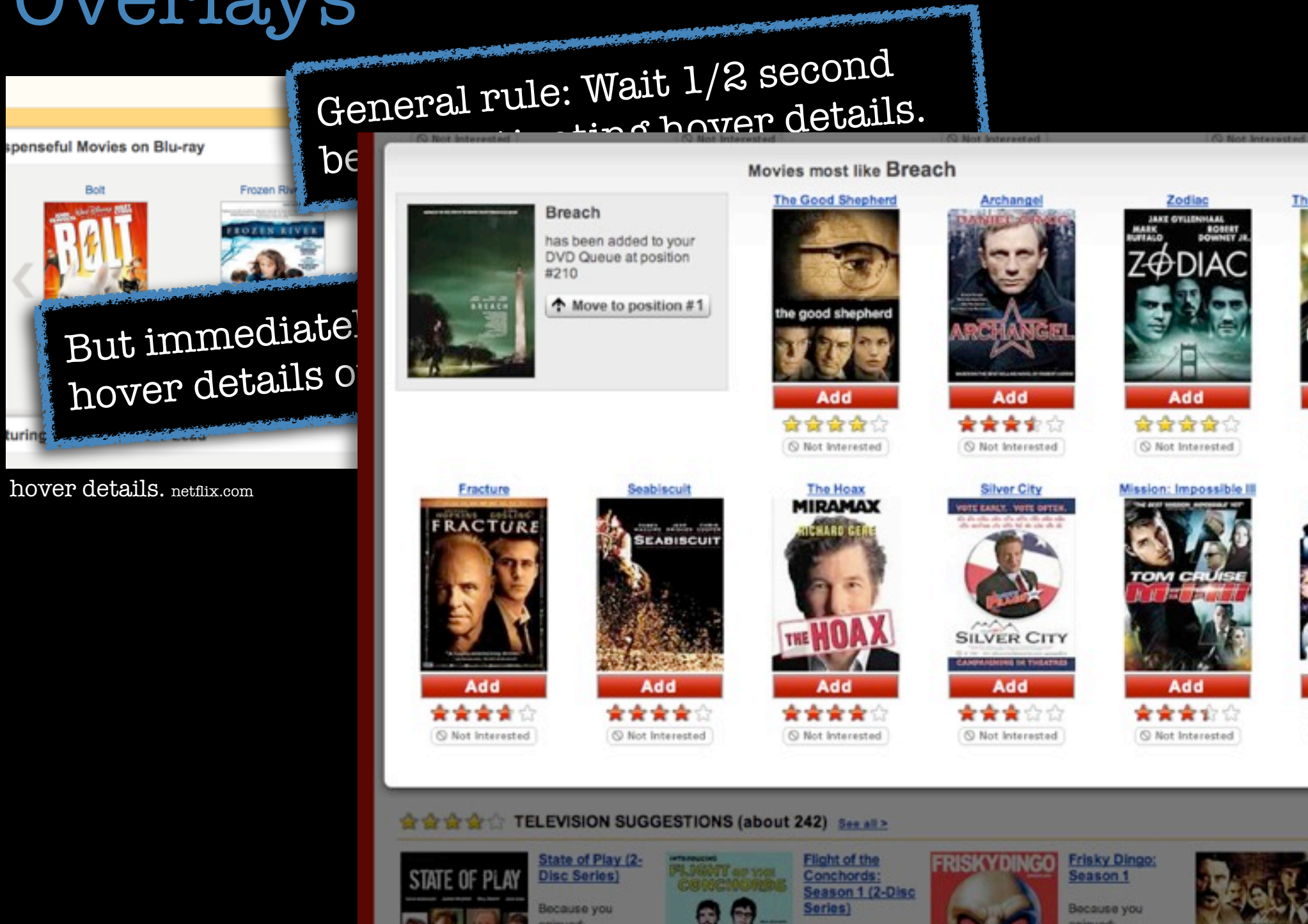
But immediately deactiva
hover details on mouse ex

hover details. netflix.com



hover dialog. netflix.com

Overlays



hover details. netflix.com

Overlays

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General rule: Wait 1/2 second be

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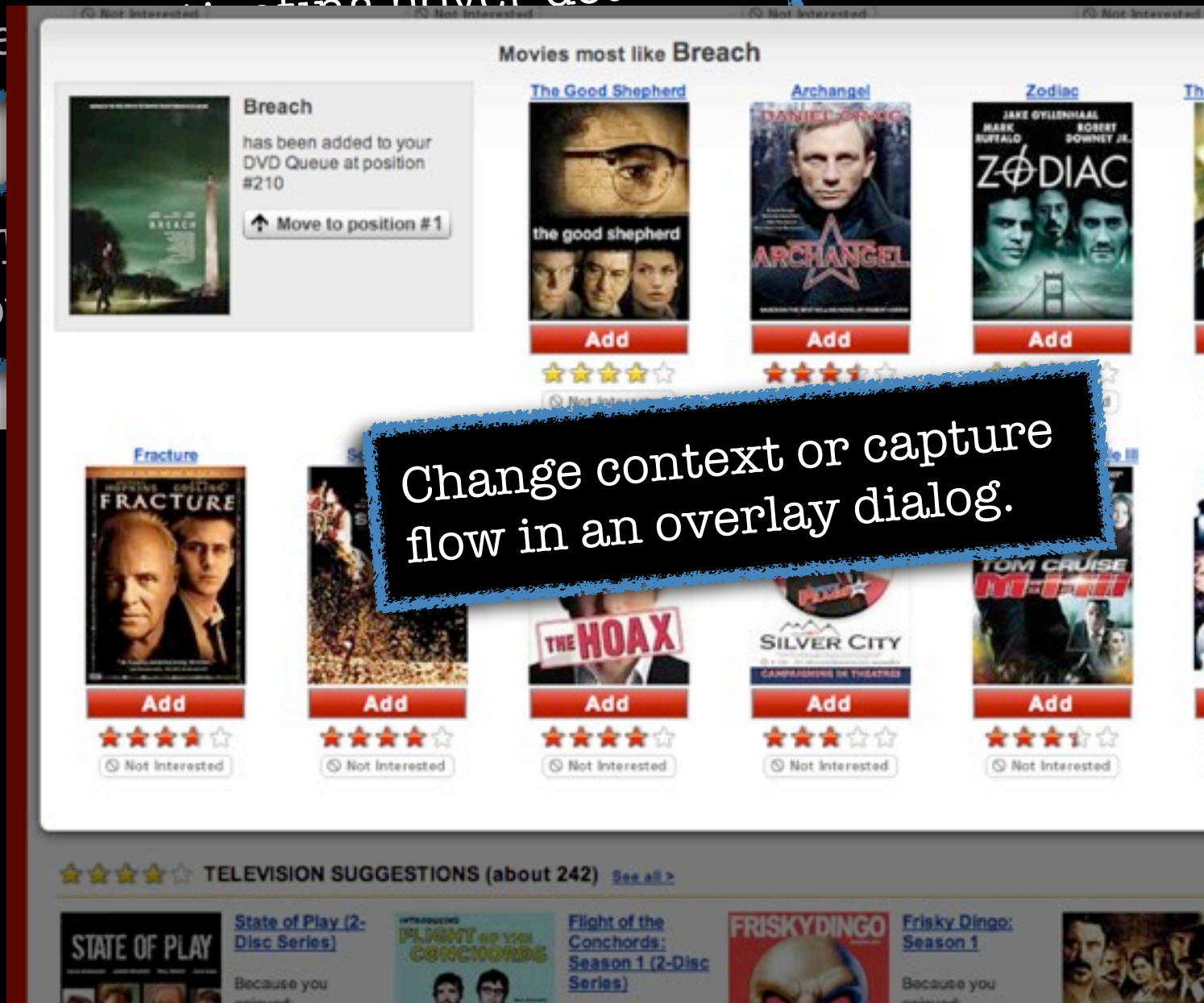


Change context or capture flow in an overlay dialog.

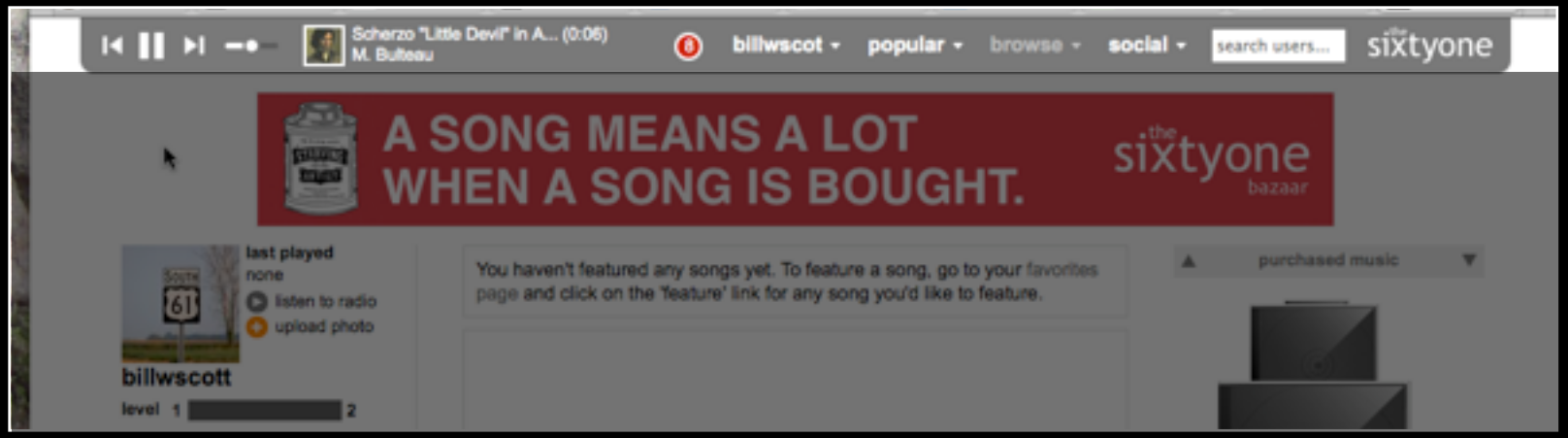
Anti-Pattern: Idiot Boxes

anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes

anti-pattern. idiot box. yahoo! photos

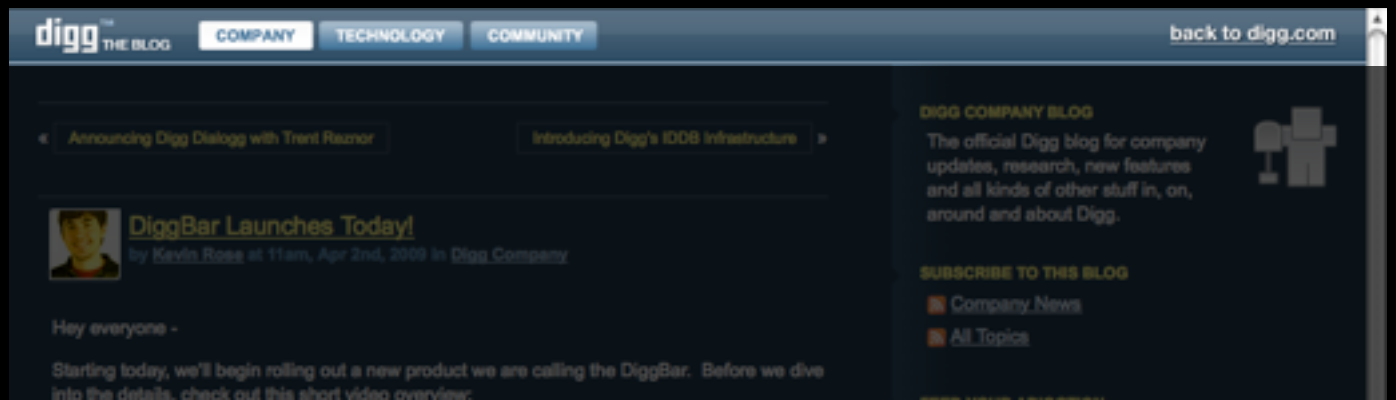
Nav Bars: Seamless Context



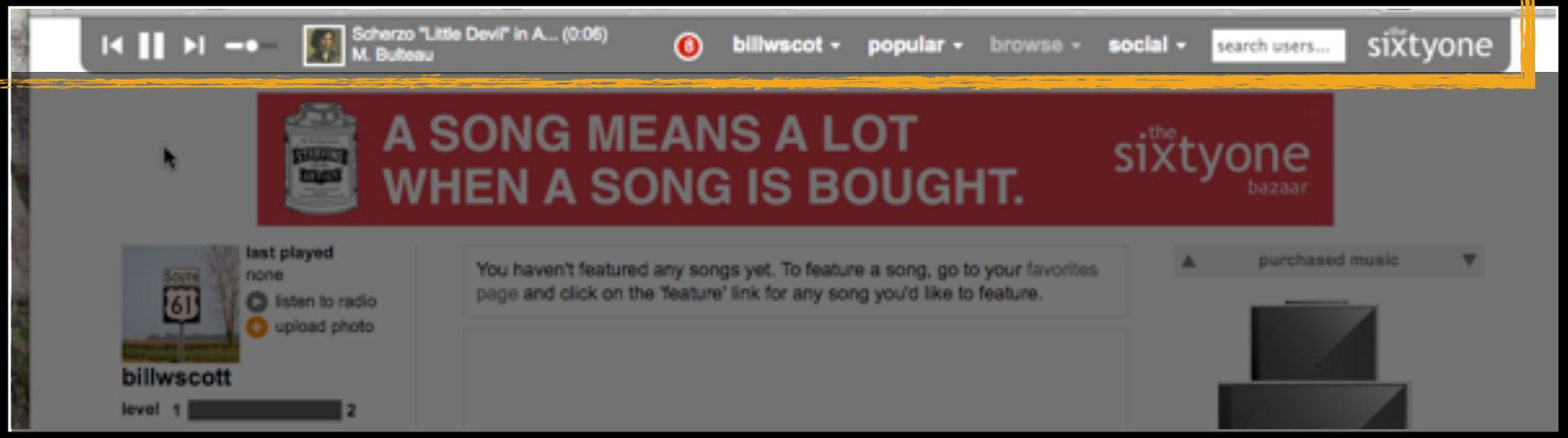
nav status bar. thesixtyone.com

nav status bar. facebook.com

nav status bar. digg.com



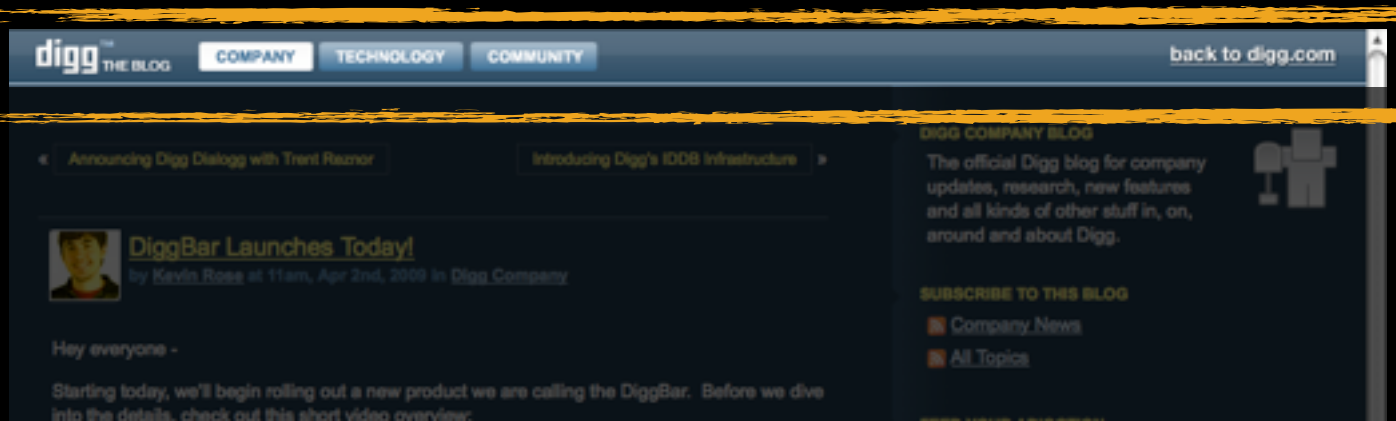
Nav Bars: Seamless Context



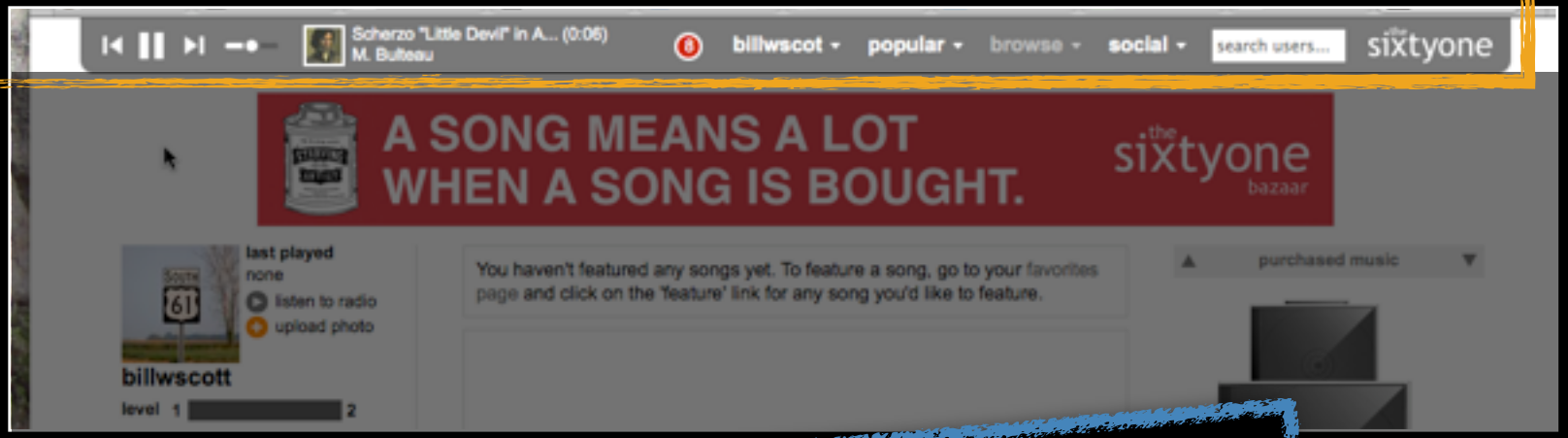
nav status bar. thesixtyone.com

nav status bar. facebook.com

nav status bar. digg.com



Nav Bars: Seamless Context

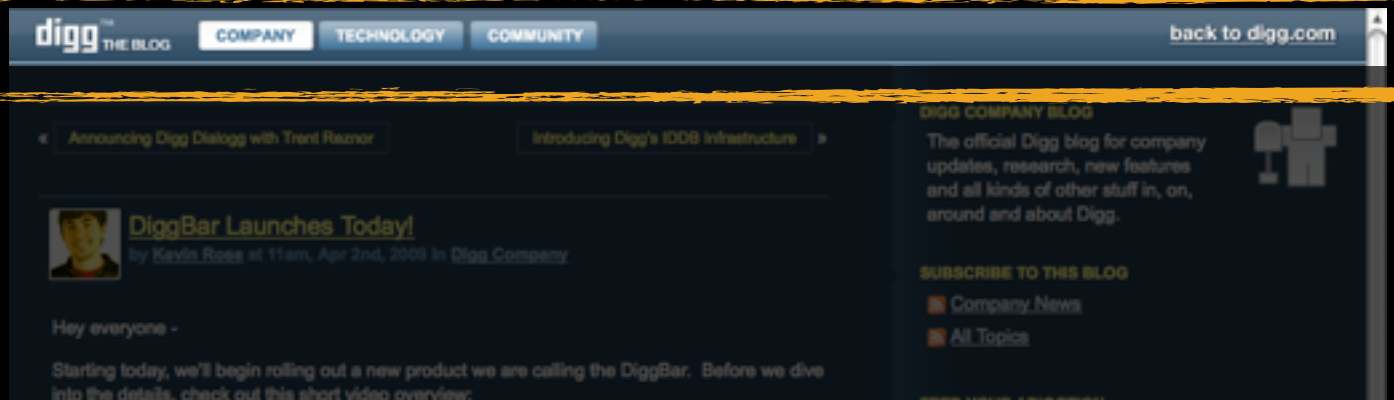


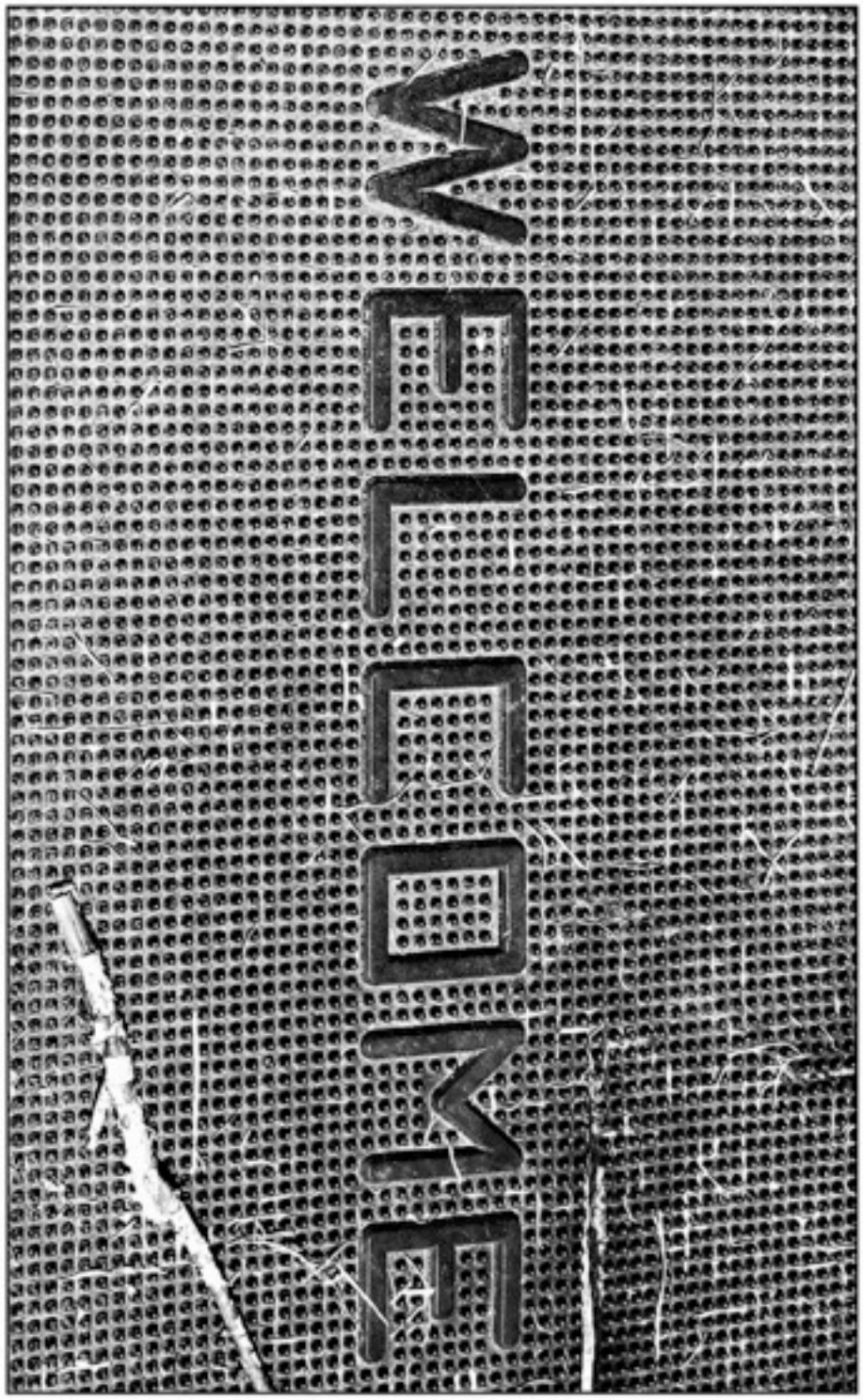
bar. thesixtyone.com

Maintain context across pages.

nav status bar. facebook.com

nav status bar. digg.com





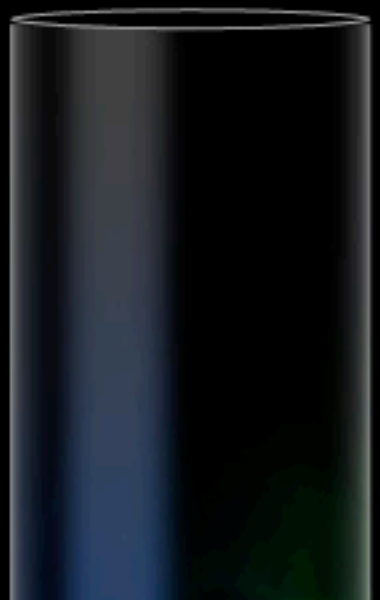
Invite interaction.

Hello average person,

You should follow me on Twitter.

A quick study exploring the power language has on clickthrough rates.

July 14, 2009



I spend a lot of time thinking about how to improve user experiences. Sometimes, I take my ideas and create experiments to get hard data about how users behave in the real world.

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

PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%

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

PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%
“Follow me on twitter.”	7.31%

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

PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%
“Follow me on twitter.”	7.31%
“You should follow me on twitter.”	10.09%

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

PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%
“Follow me on twitter.”	7.31%
“You should follow me on twitter.”	10.09%
“You should follow me on twitter here.”	12.81%

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

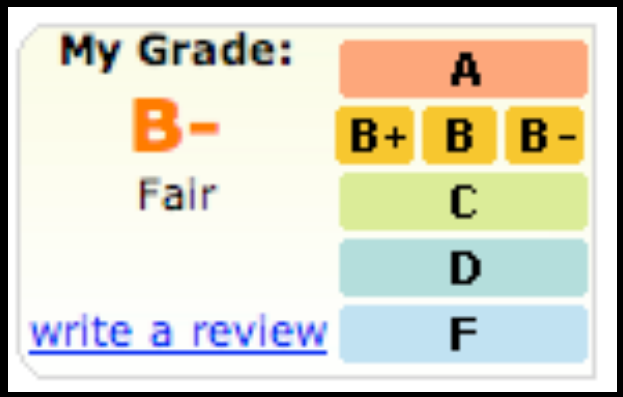
PERMUTATION	CLICKTHROUGH
“I’m on Twitter.”	4.70%
“Follow me on twitter.”	7.31%
“You should follow me on twitter.”	10.09%
“You should follow me on twitter here.”	12.81%

Use a clear call to action.

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

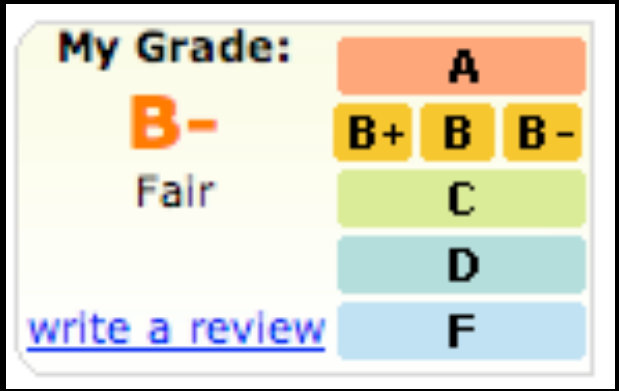
Hover Invitations

hover invitation. y!movies



Hover Invitations

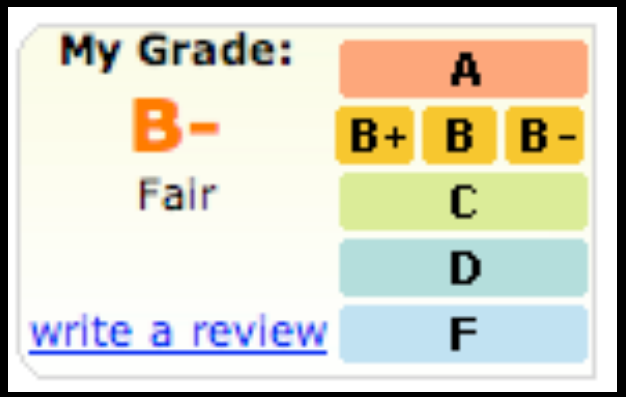
hover invitation. y!movies



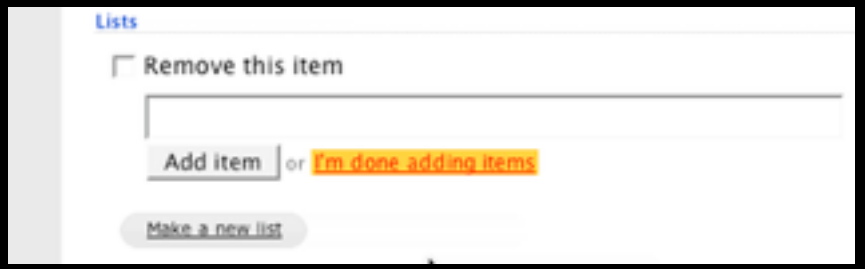
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



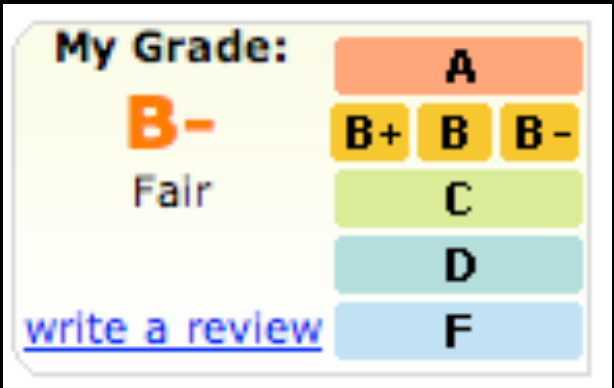
hover & tool invitation. backpackit



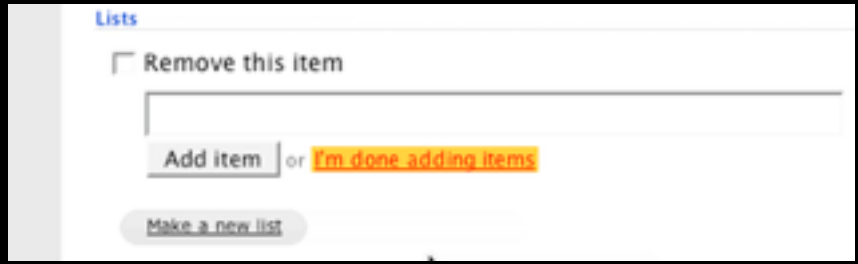
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



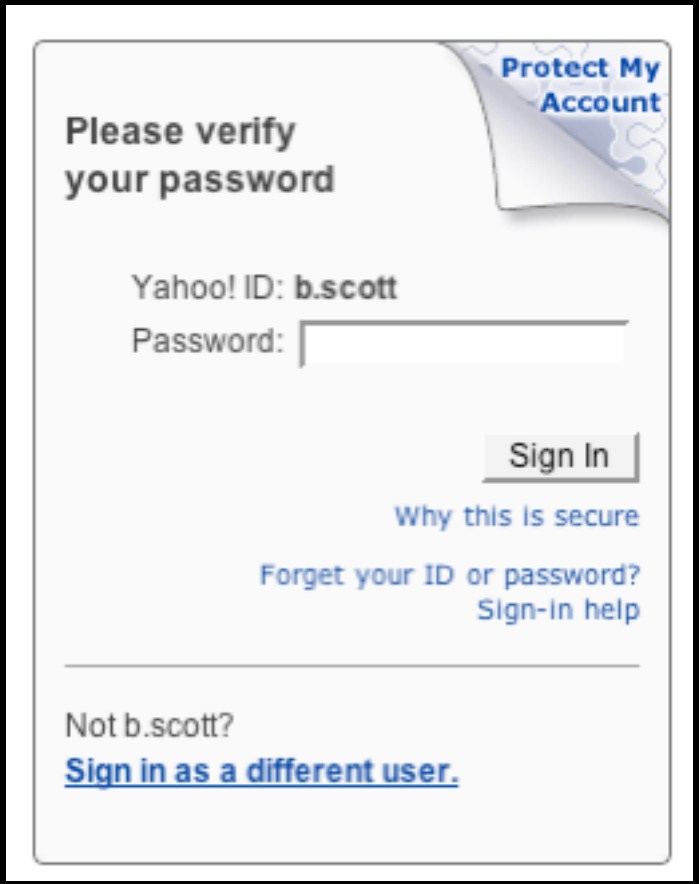
hover & tool invitation. backpackit



Aid discoverability with hover invitations.

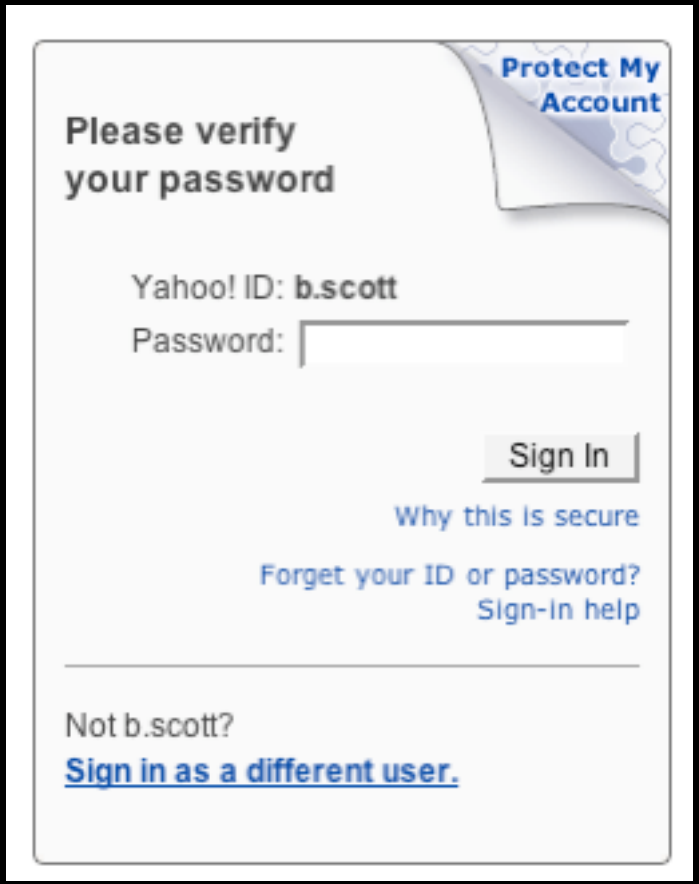
tooltip, hover & cursor invitation. flickr.com

Blank Slate Invitation

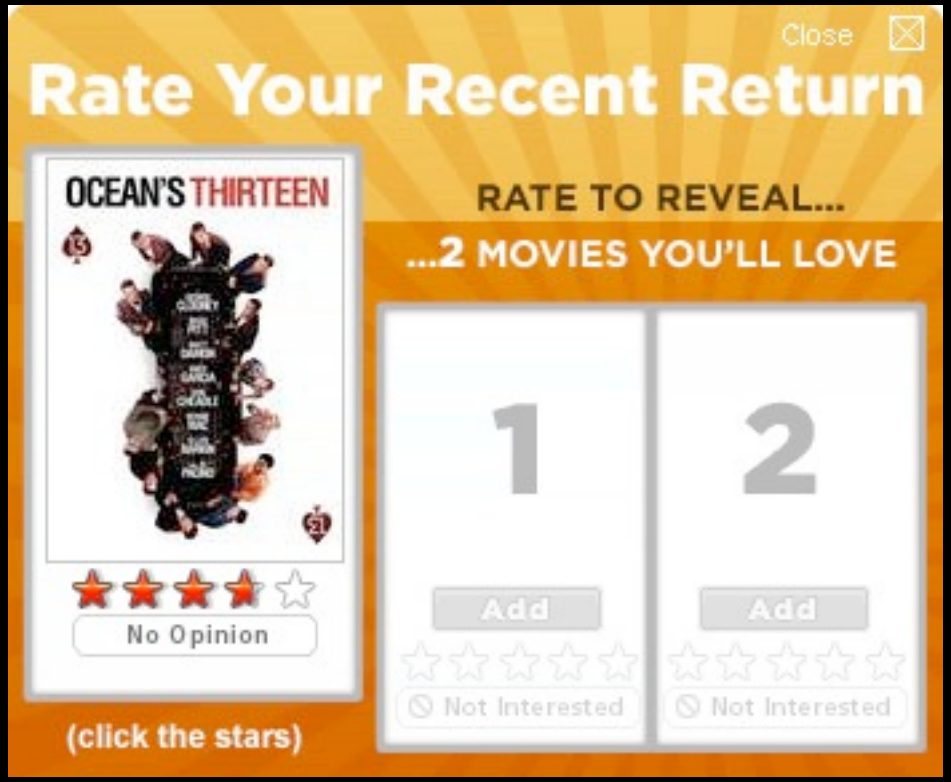


dog-ear invitation. login.yahoo.com

Blank Slate Invitation

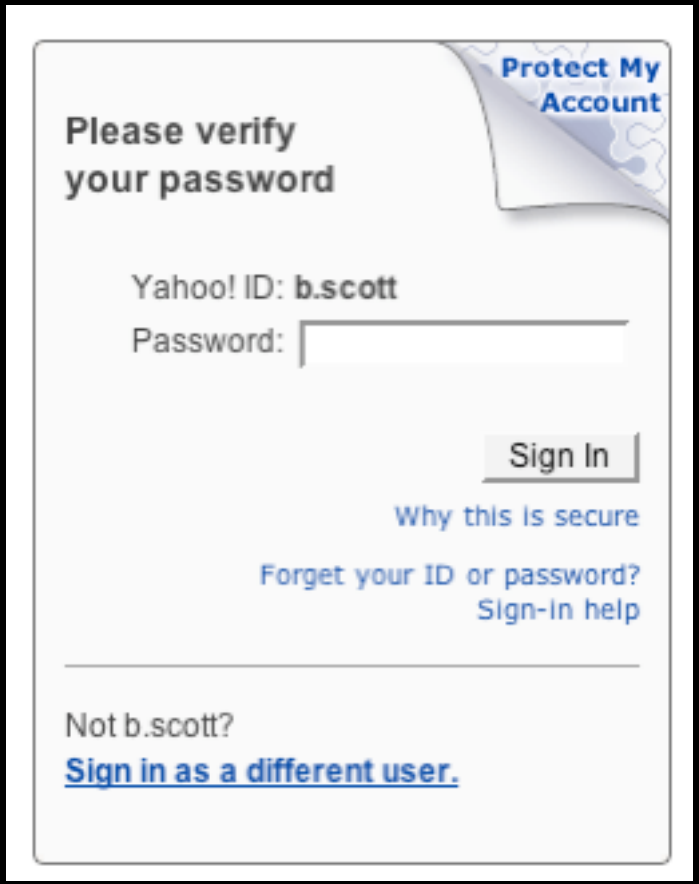


dog-ear invitation. login.yahoo.com

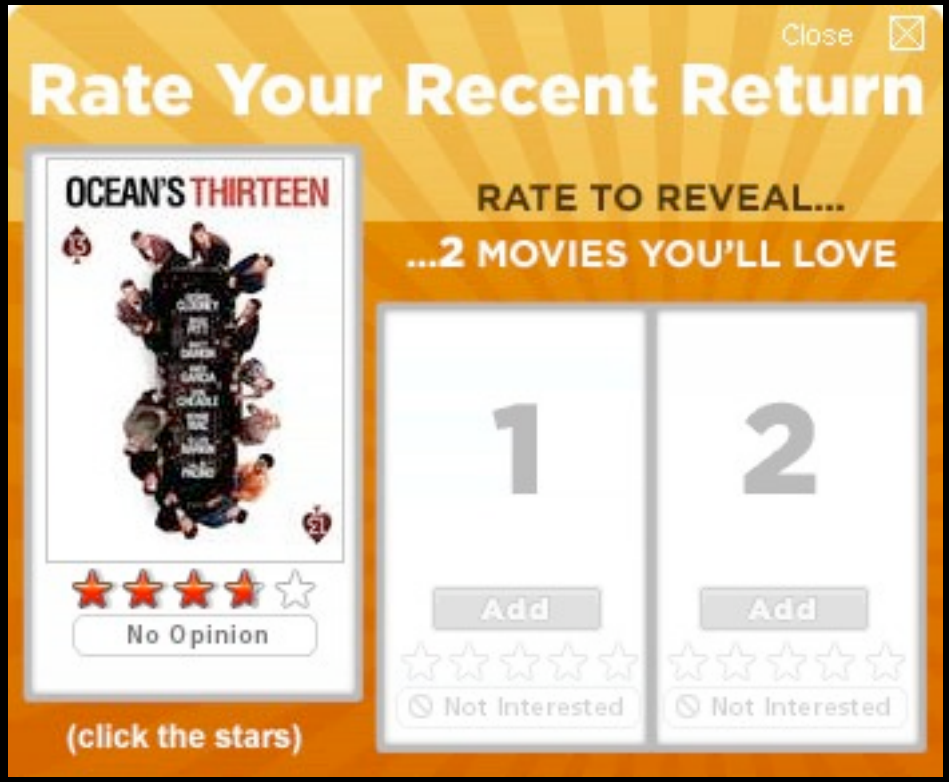


fill-in-the-blanks invitation. netflix

Blank Slate Invitation



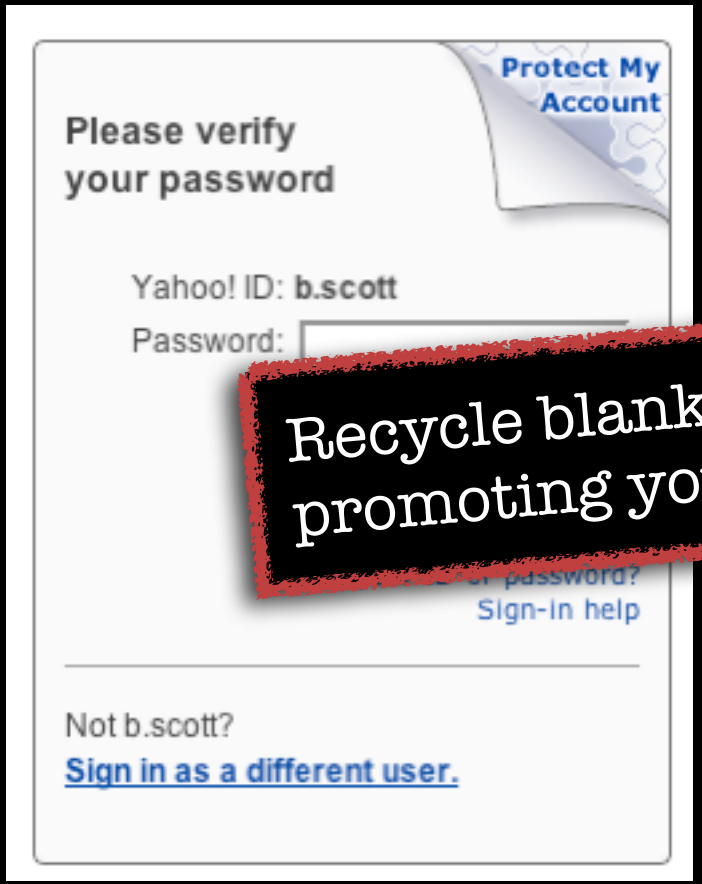
dog-ear invitation. login.yahoo.com



fill-in-the-blanks invitation. netflix

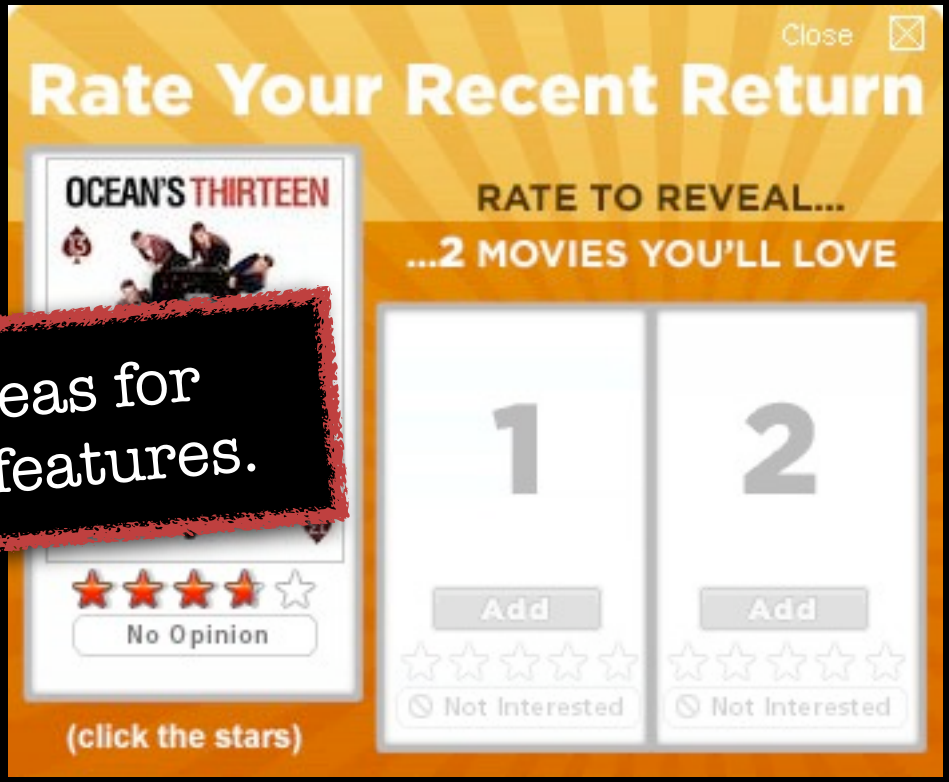
blank-slate invitation. backpackit

Blank Slate Invitation



dog-ear invitation. login.yahoo.com

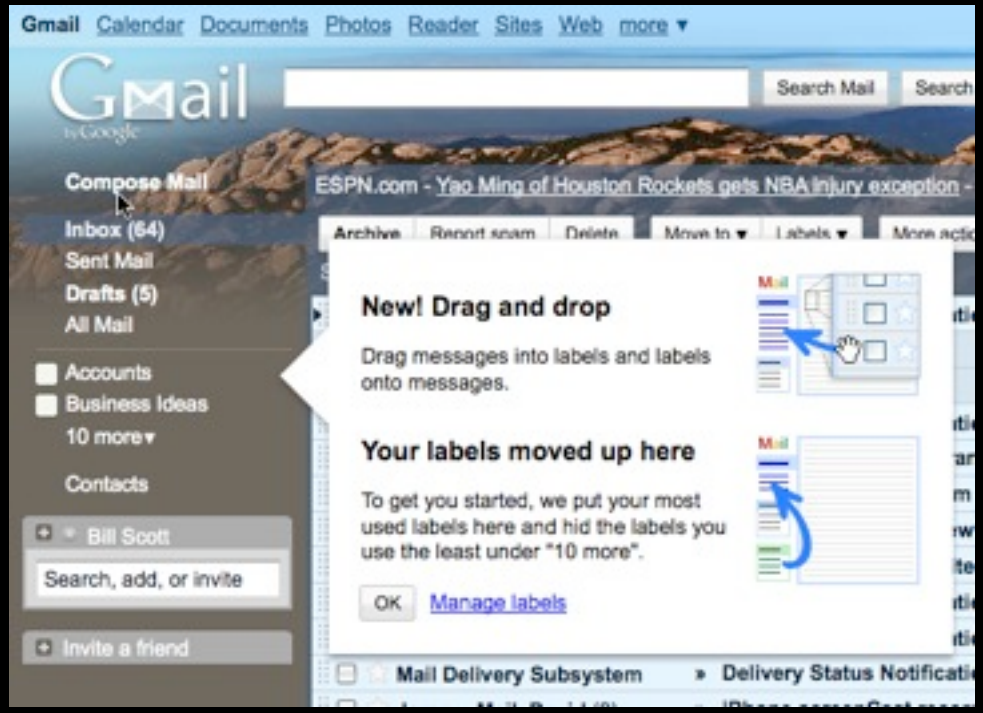
Recycle blank areas for promoting your features.



fill-in-the-blanks invitation. netflix

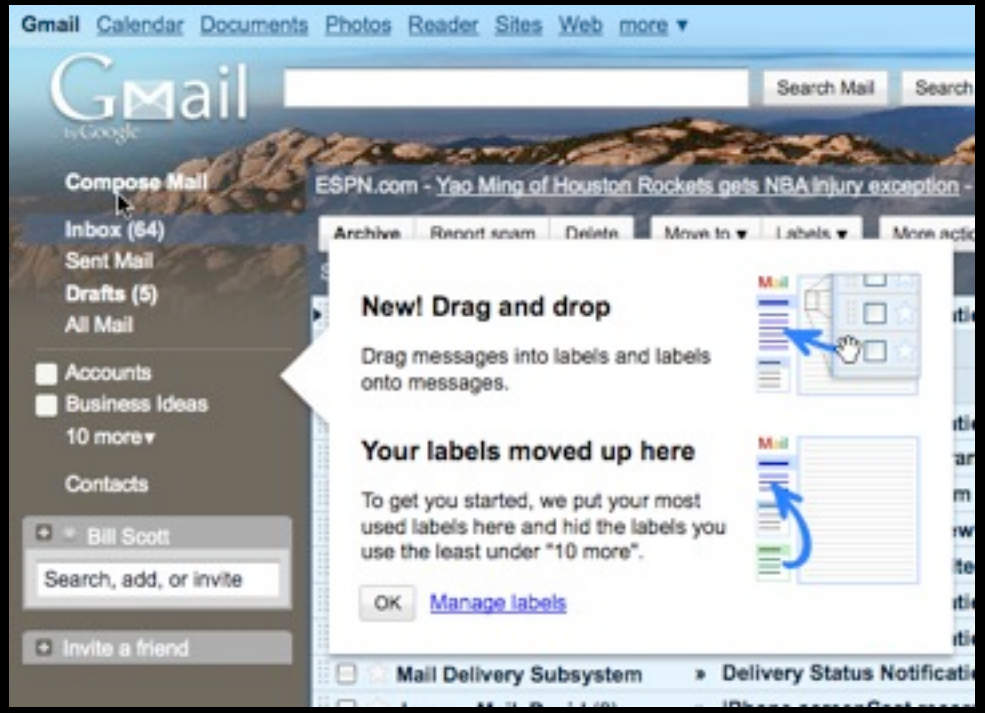
blank-slate invitation. backpackit

Tour Invitation



tour invitation. gmail

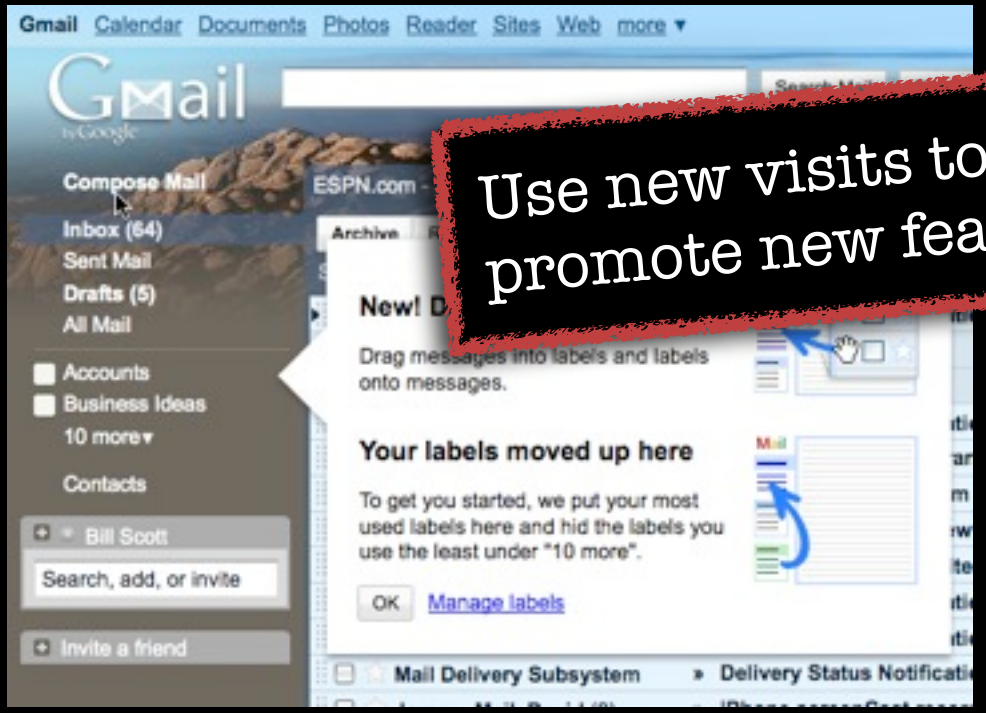
Tour Invitation



tour invitation. gmail

tour invitation. yahoo.com

Tour Invitation



tour invitation. gmail

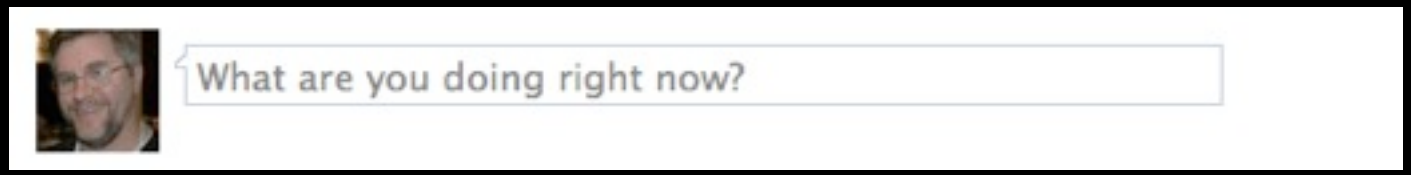
tour invitation. yahoo.com

Tour Invitation

tour invitation. gmail

ion. yahoo.com

Prompt Invitation



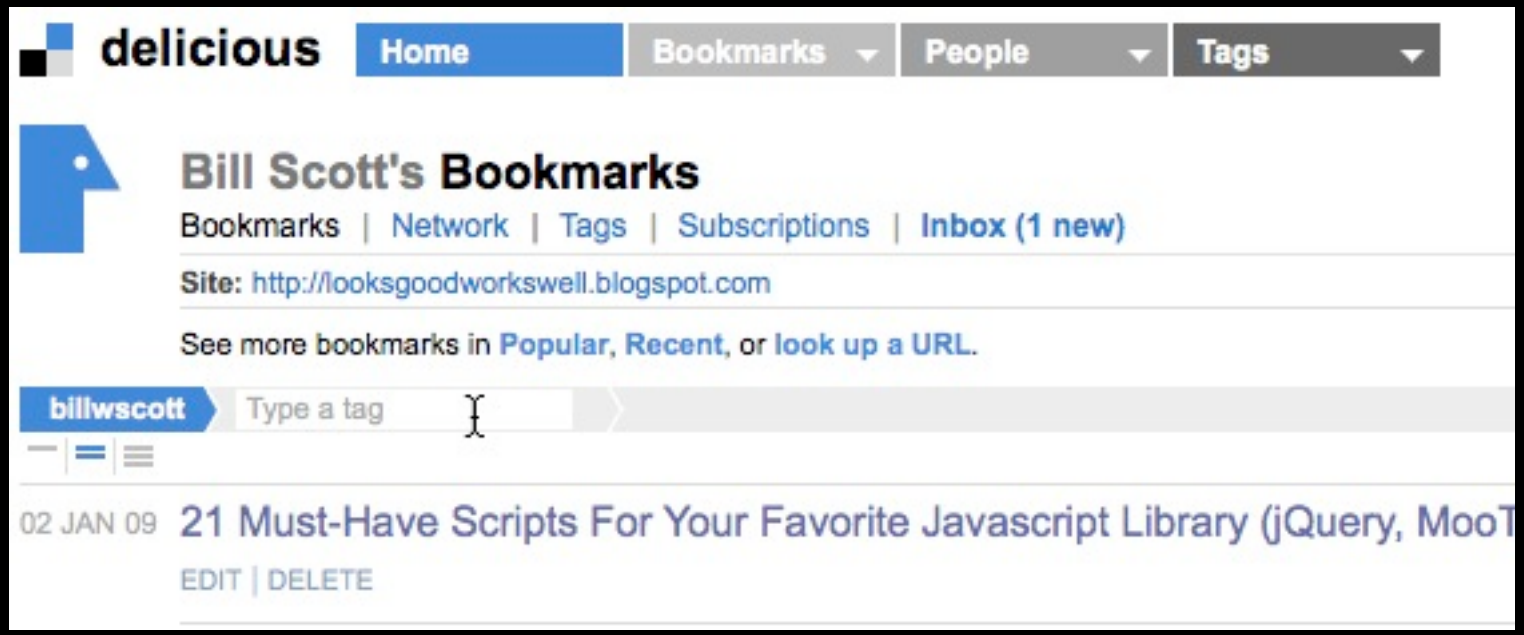
facebook.com

Prompt Invitation

facebook.com

Prompt Invitation

facebook.com

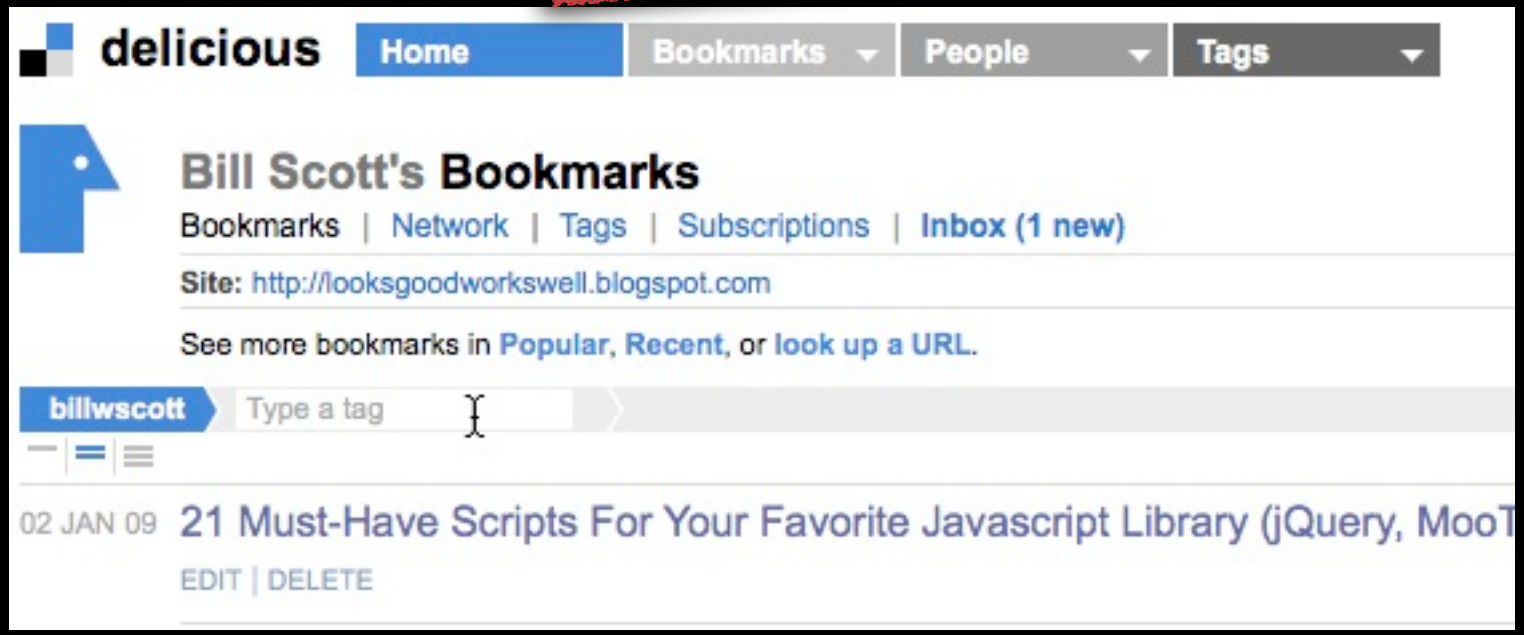


delicious.com

Prompt Invitation

facebook.com

Use questions or commands to prompt for input.



delicious.com

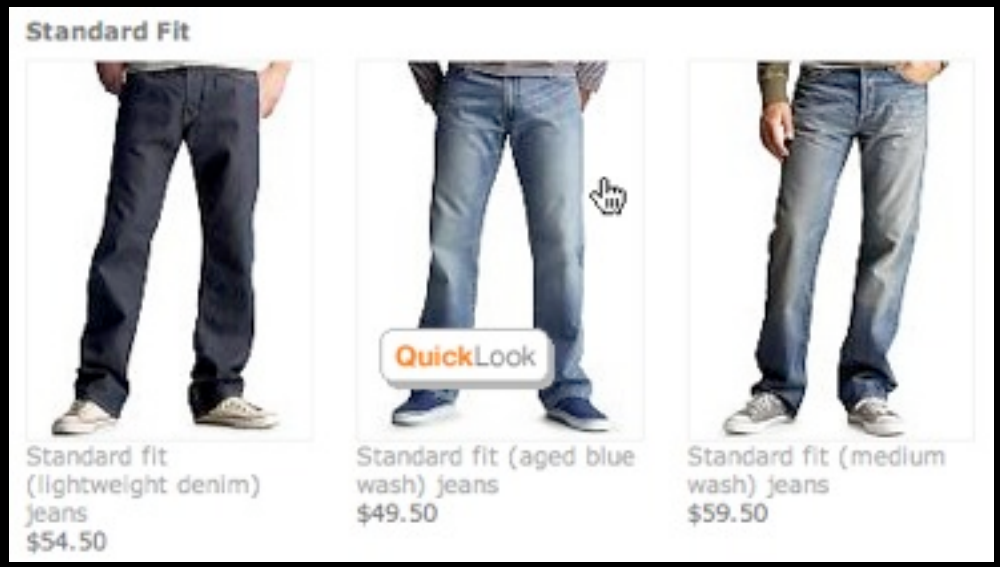
Prompt Invitation

facebook.com

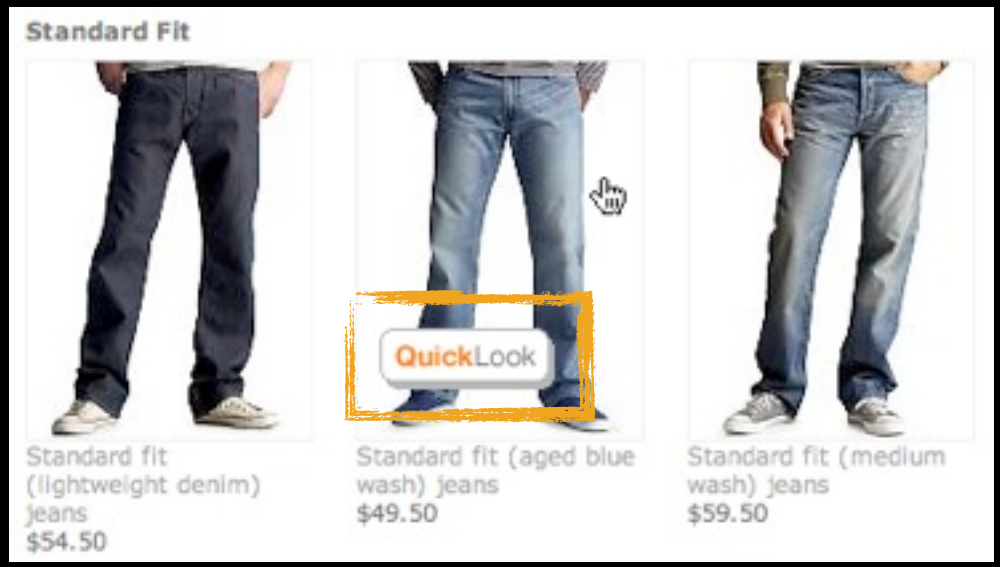
Use questions or commands to prompt for input.

delicious.com

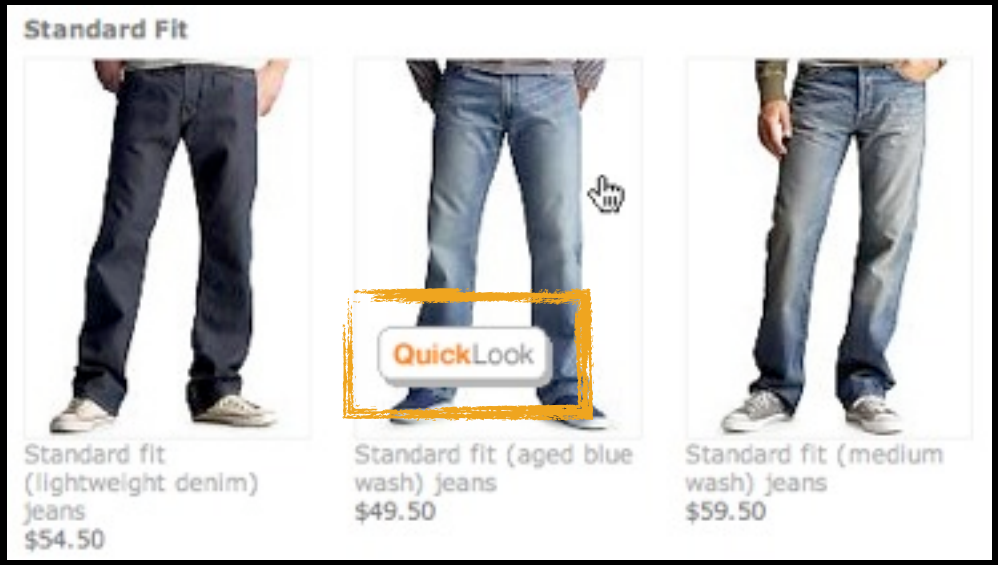
Caution: Watch out for clutter spoiling a good invitation.



button. the gap

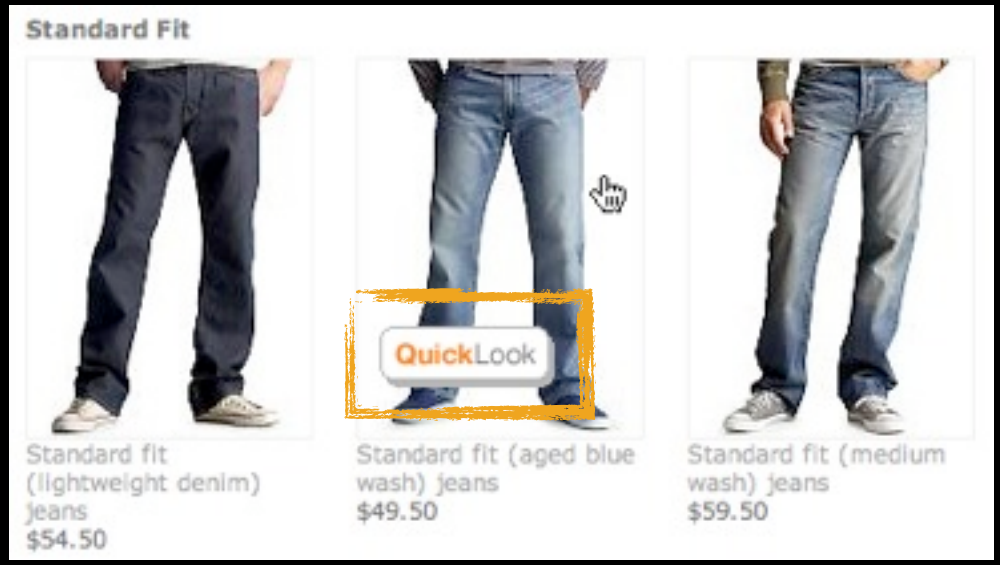


button. the gap



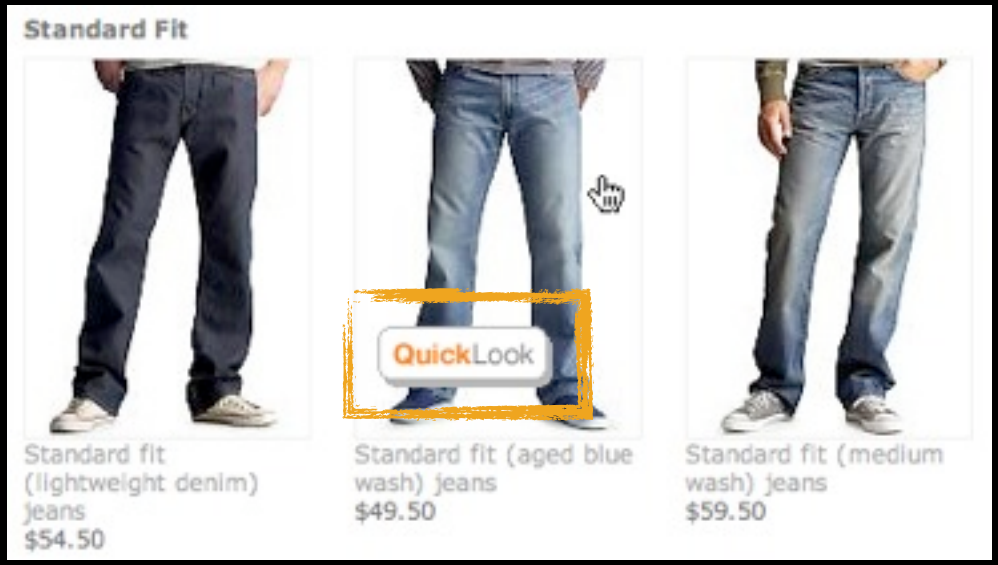
button. the gap

hyperlink. backpackit



button. the gap

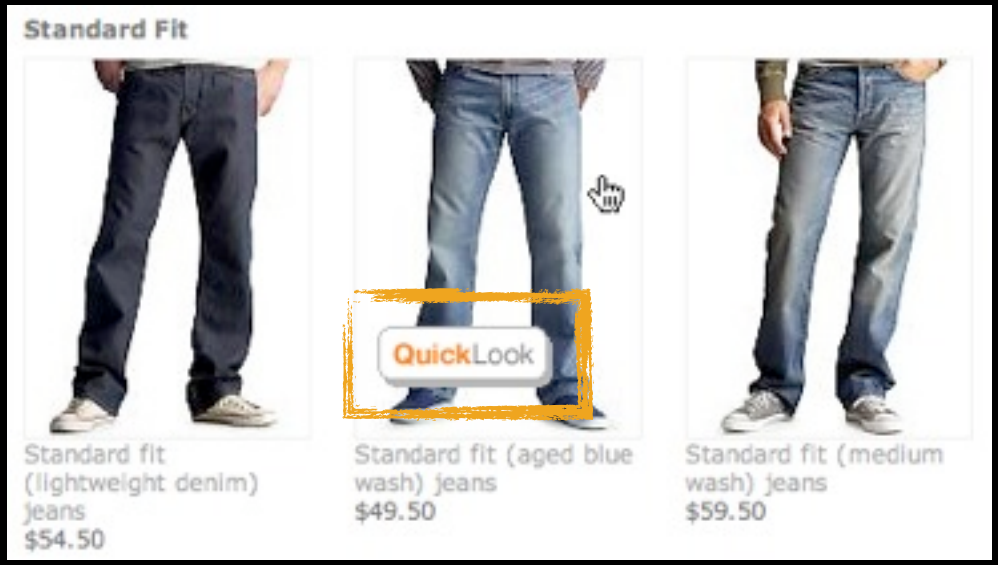
hyperlink. backpackit



button. the gap

hyperlink. backpackit

drop down arrow. flickr



button. the gap

hyperlink. backpackit

drop down arrow. flickr

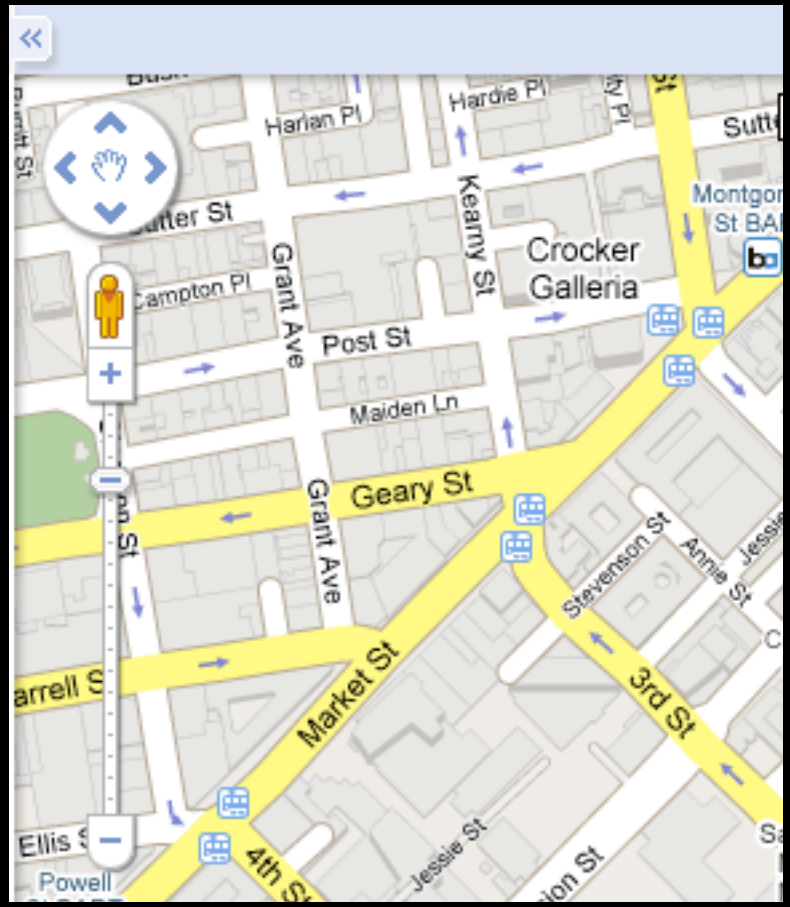
button. the gap

Bridge new interaction styles with familiar idioms.

hyperlink. backpackit

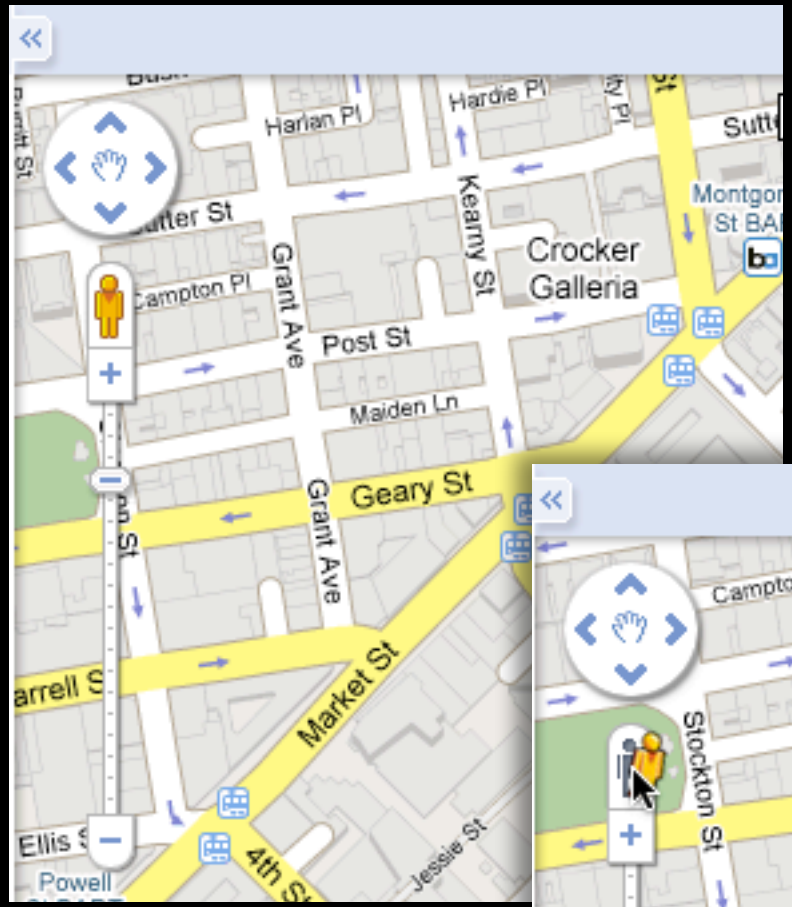
drop down arrow. flickr

Drag & Drop Invitation

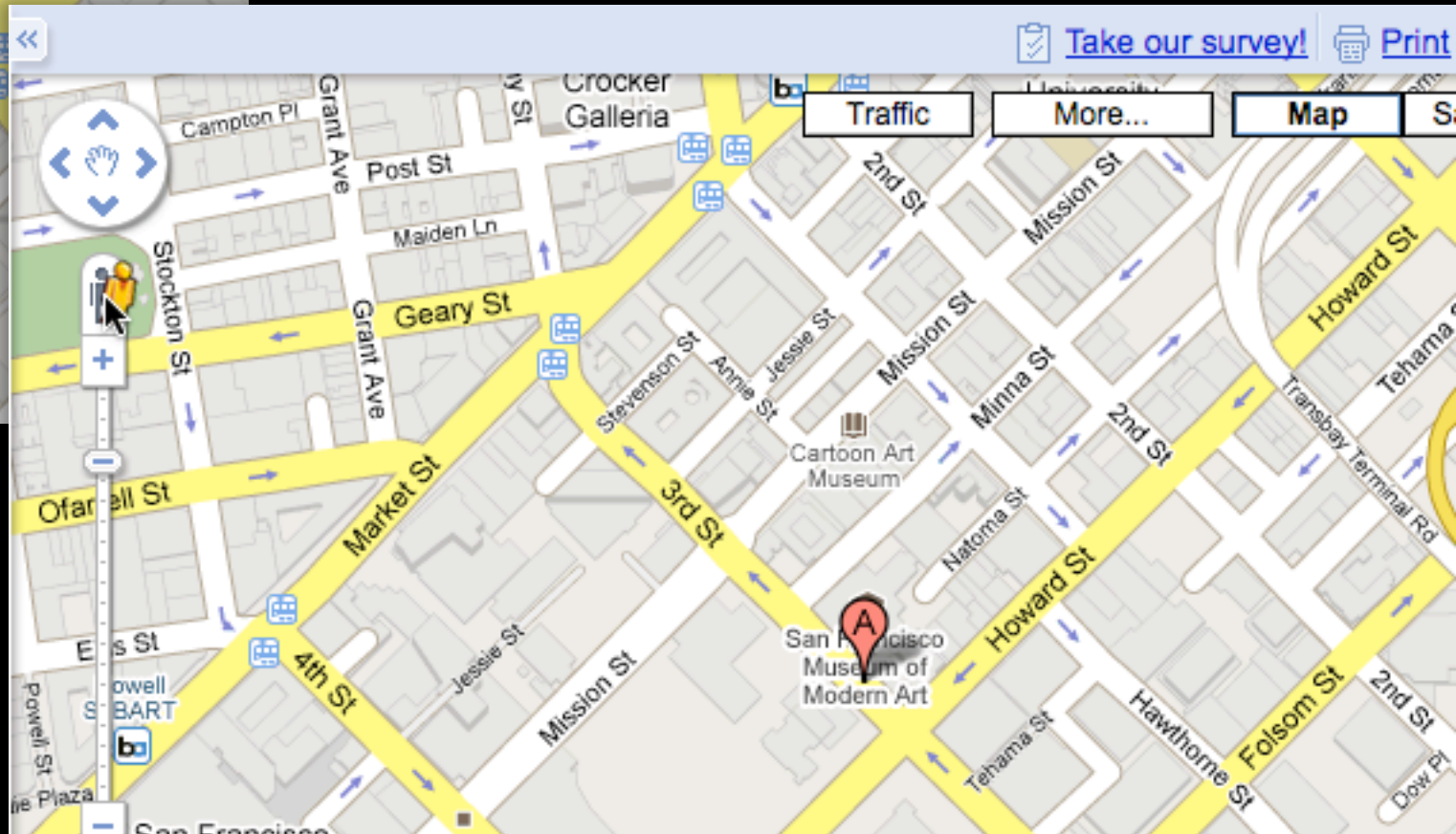


drag invitation. google maps

Drag & Drop Invitation

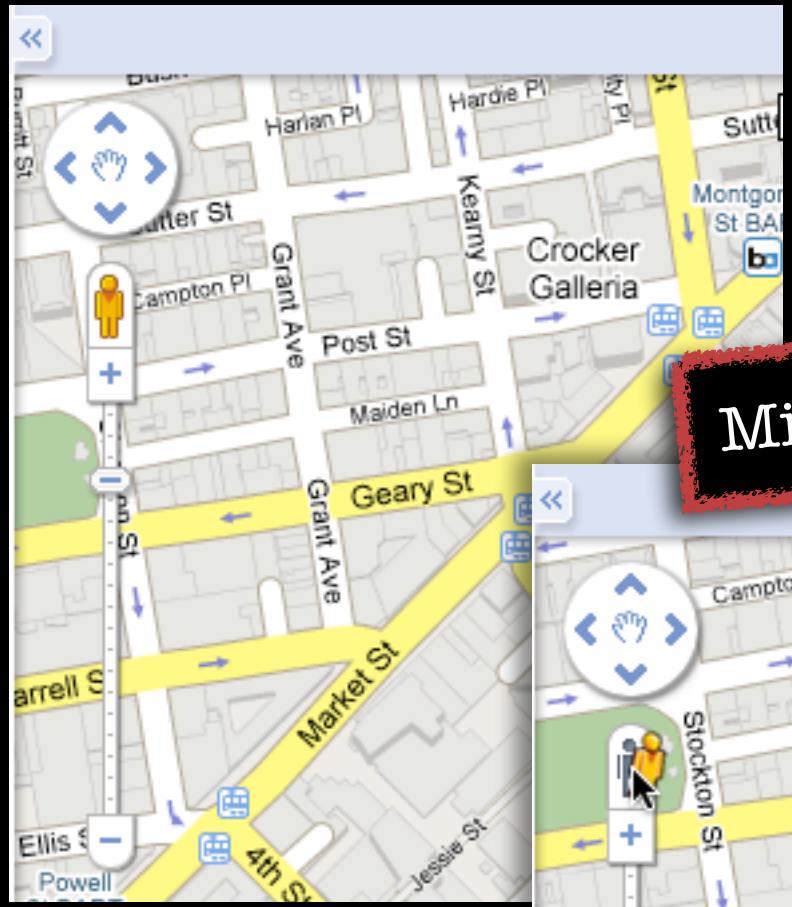


drag invitation. google maps



drop invitation. google maps

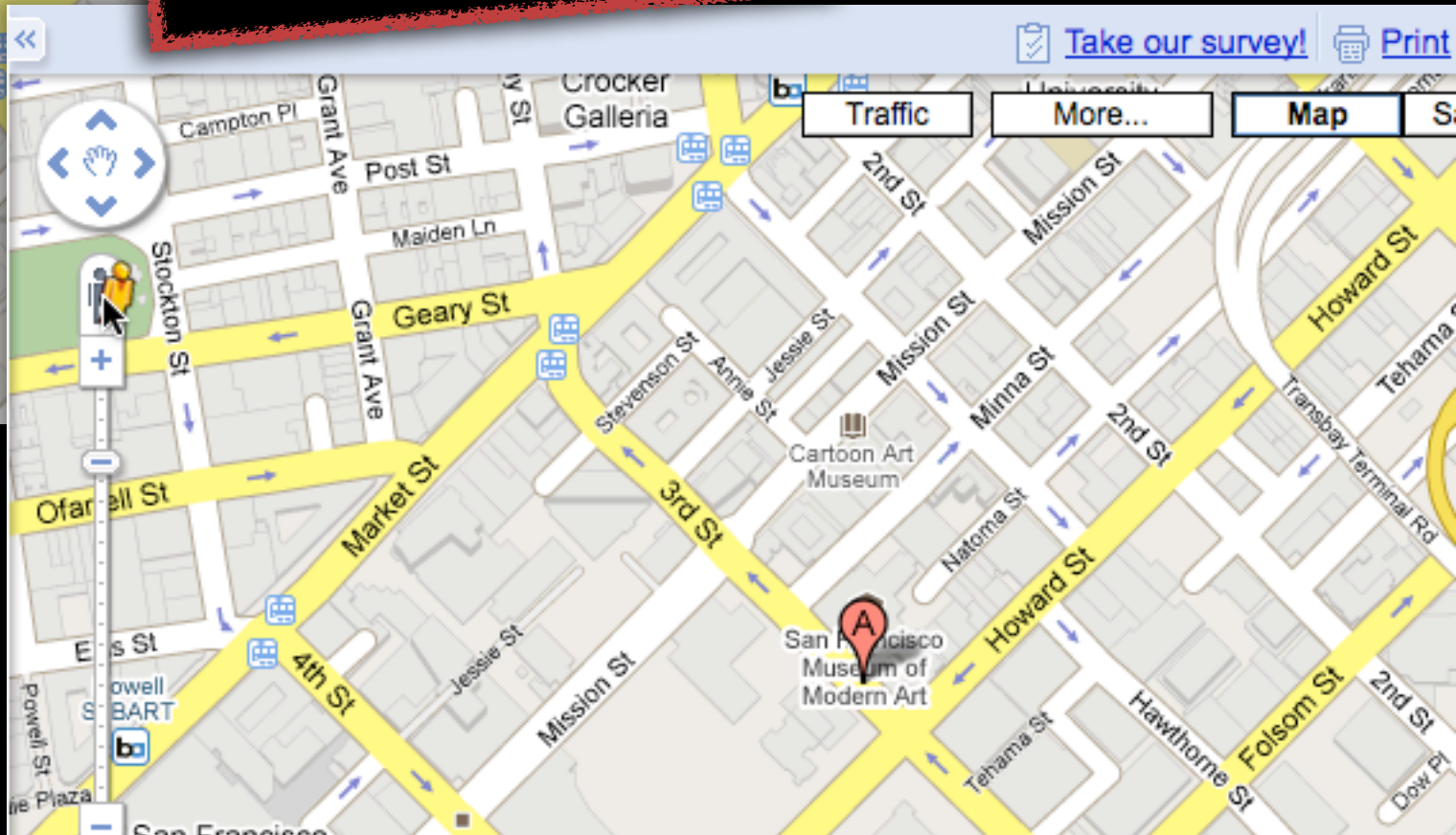
Drag & Drop Invitation



drag invitation. google maps

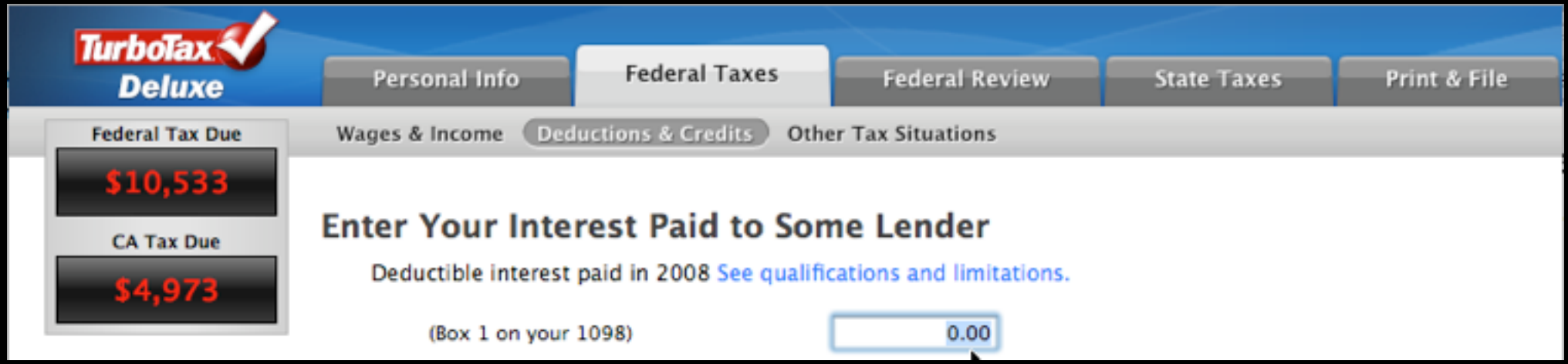
Mind your moments.

drop invitation. google maps

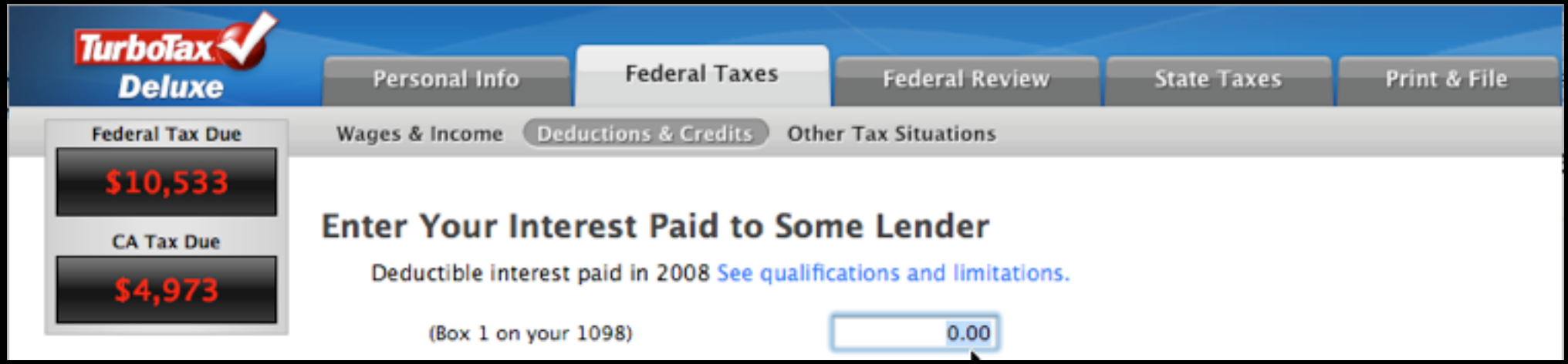


Show transitions.

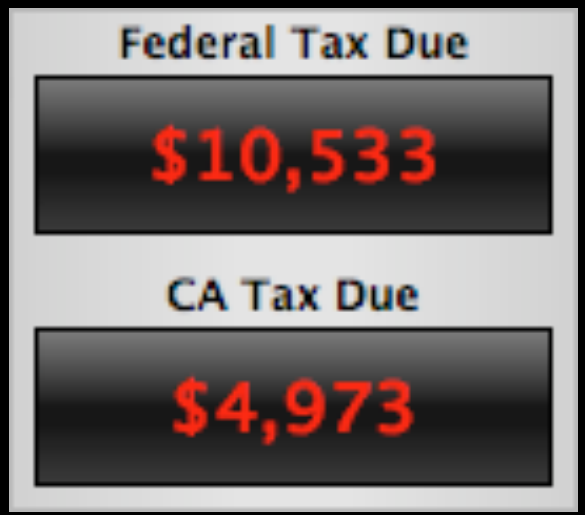
April
S M T W T
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30



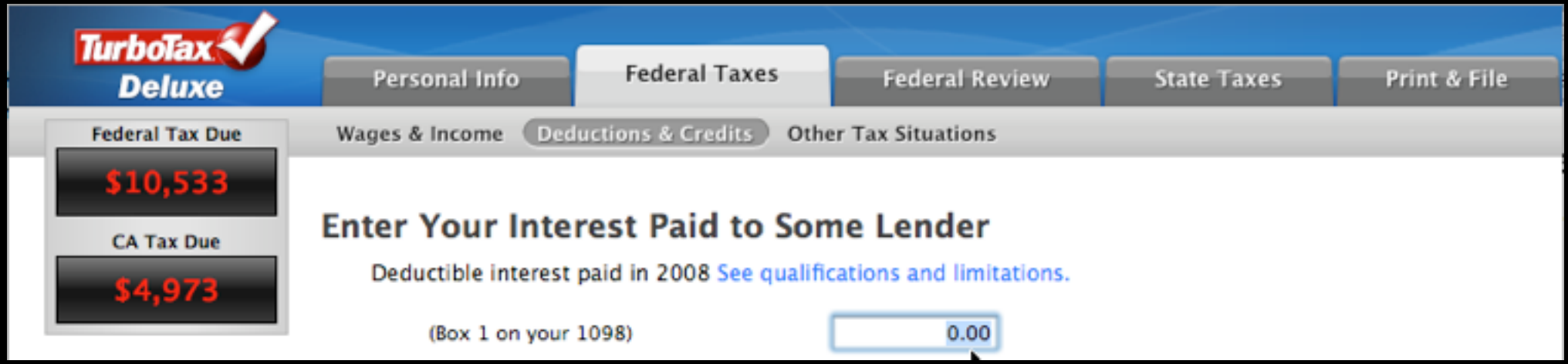
anti-pattern. needless fanfare. macintosh turbo tax



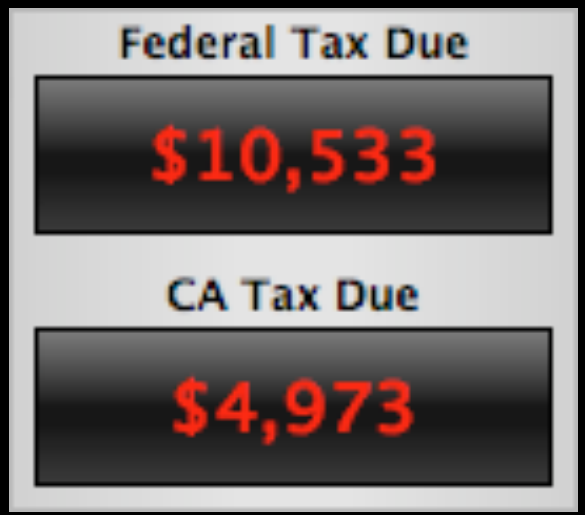
anti-pattern. needless fanfare. macintosh turbo tax



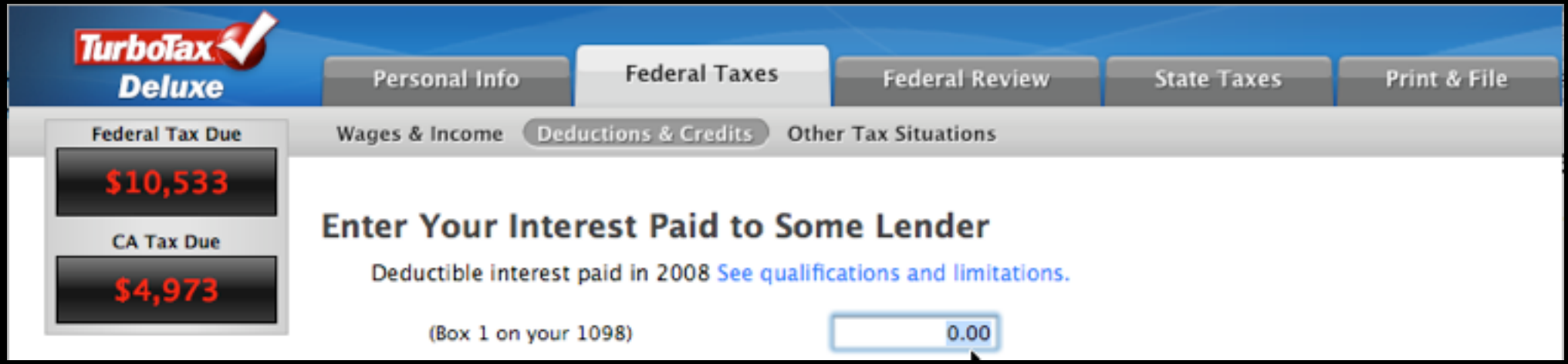
again in slow-motion...



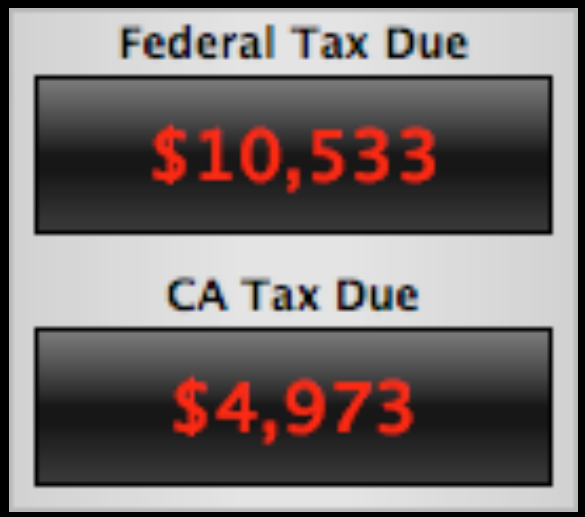
anti-pattern. needless fanfare. macintosh turbo tax



again in slow-motion...

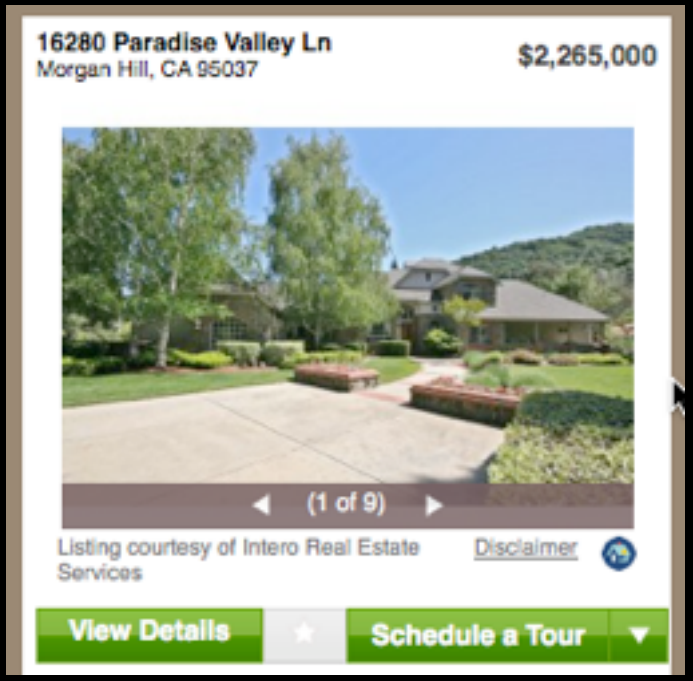


anti-pattern. needless fanfare. macintosh turbo tax

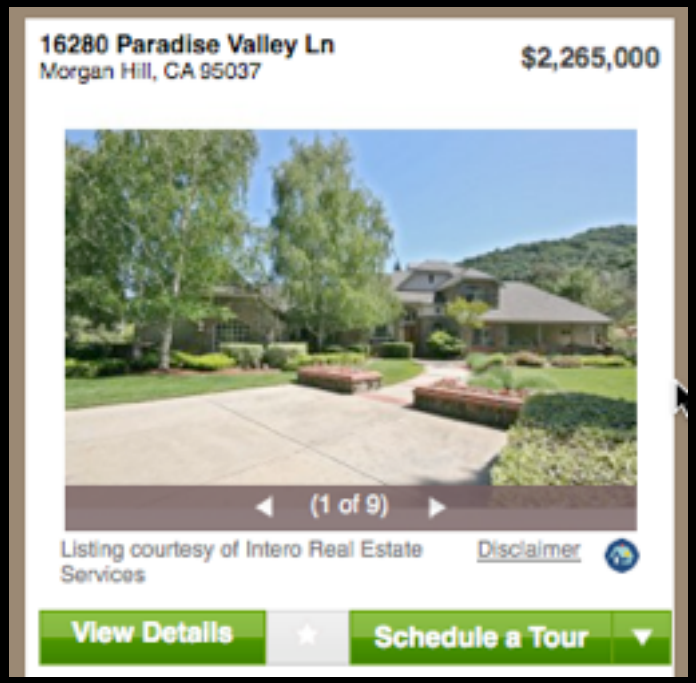


again in slow-motion...

Always question "why" when using transitions.



anti-pattern. needless fanfare. roost.com



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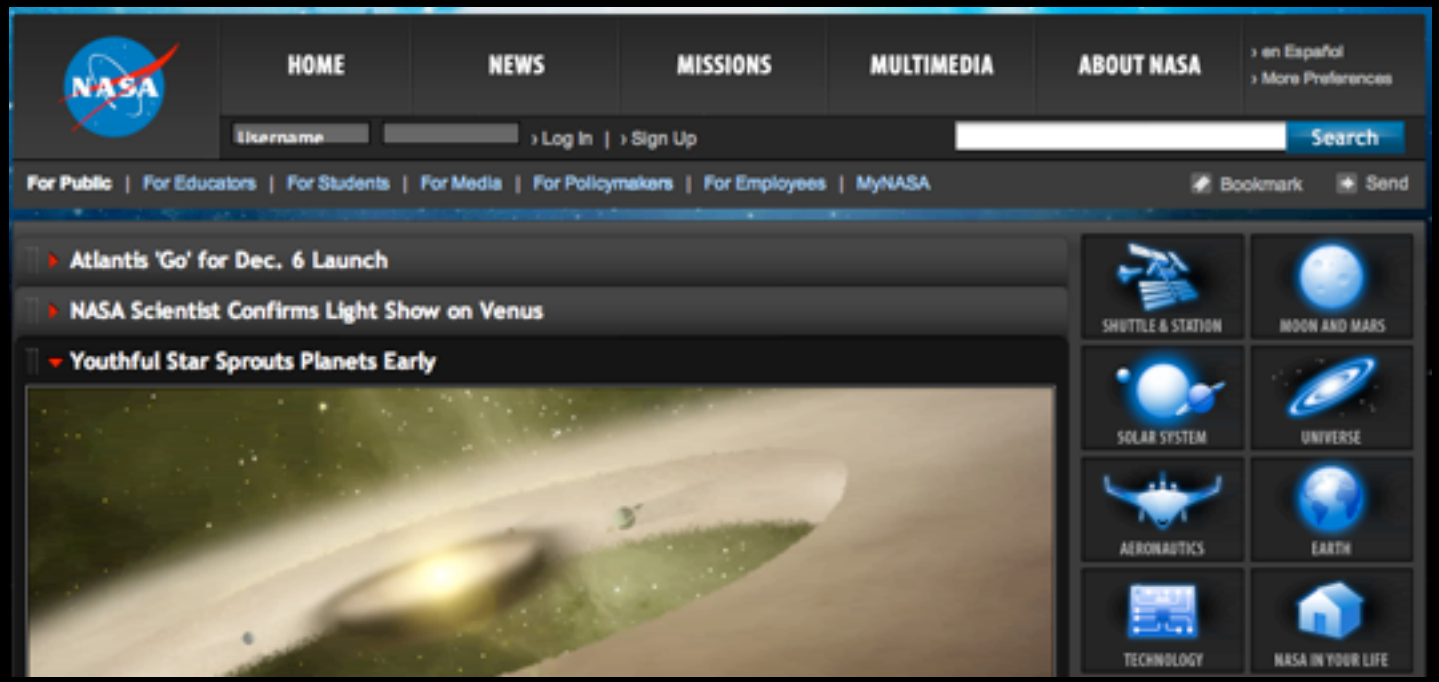
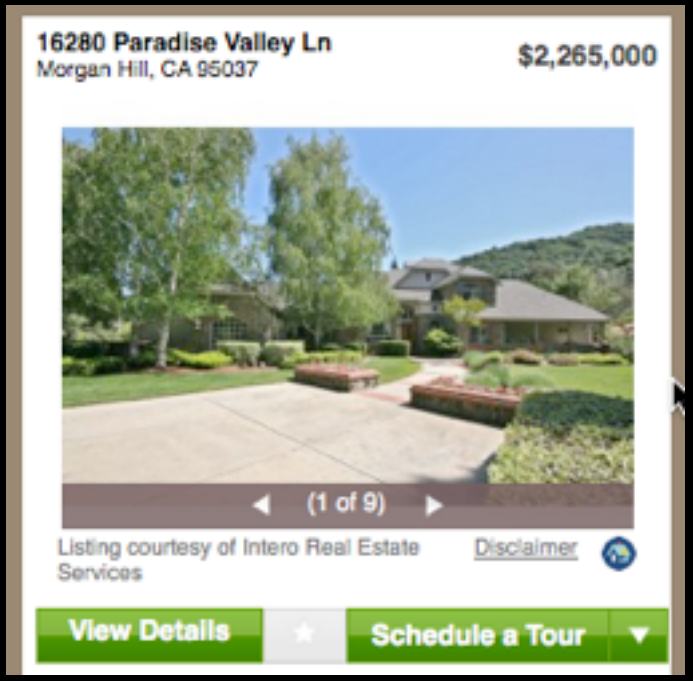


anti-pattern. needless fanfare. nasa.gov



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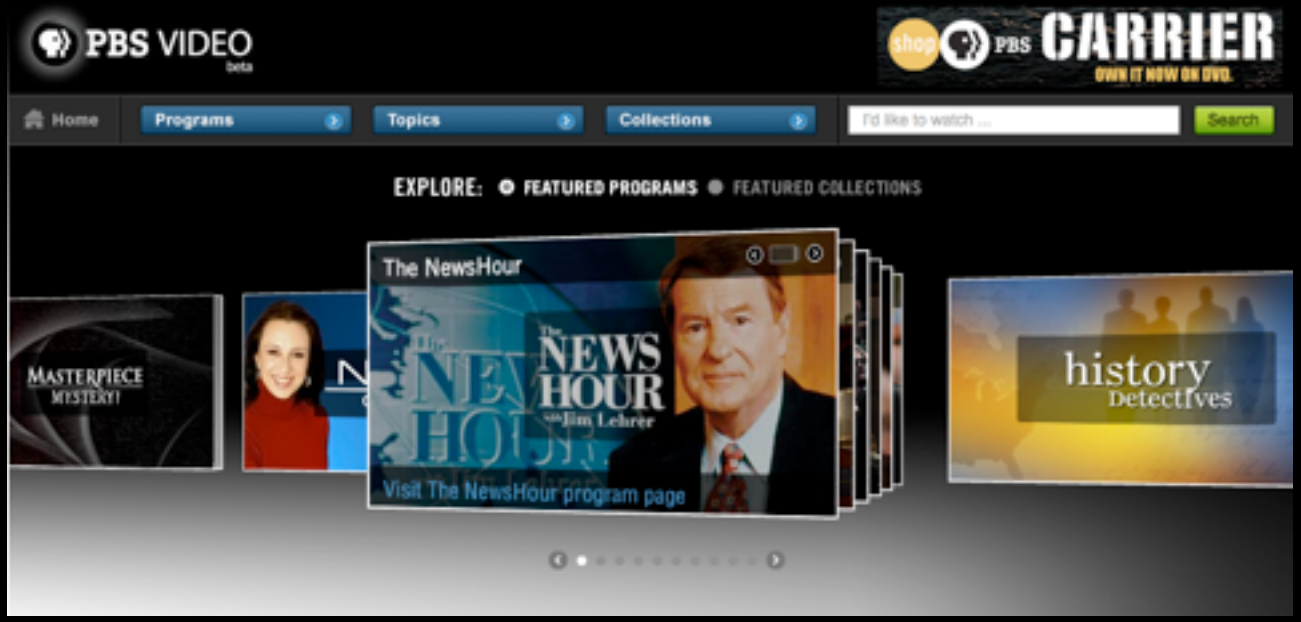
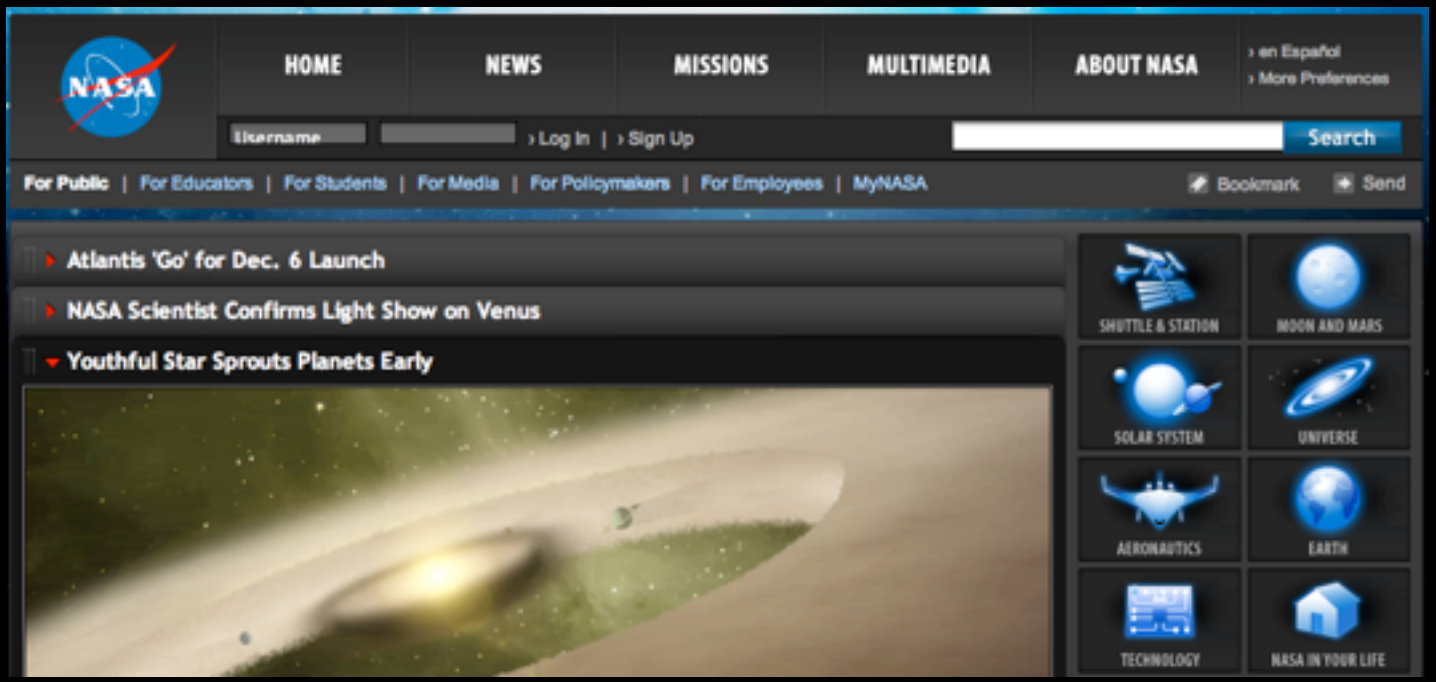
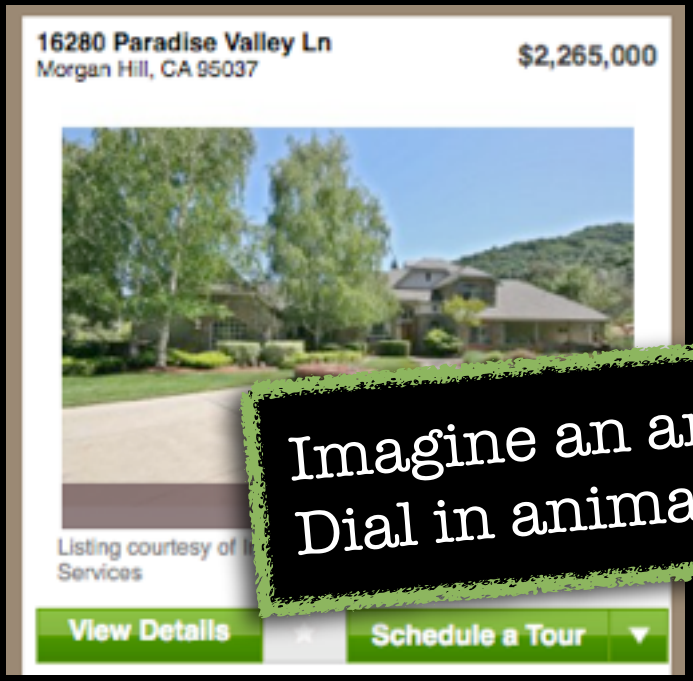


anti-pattern. needless fanfare. pbs.org



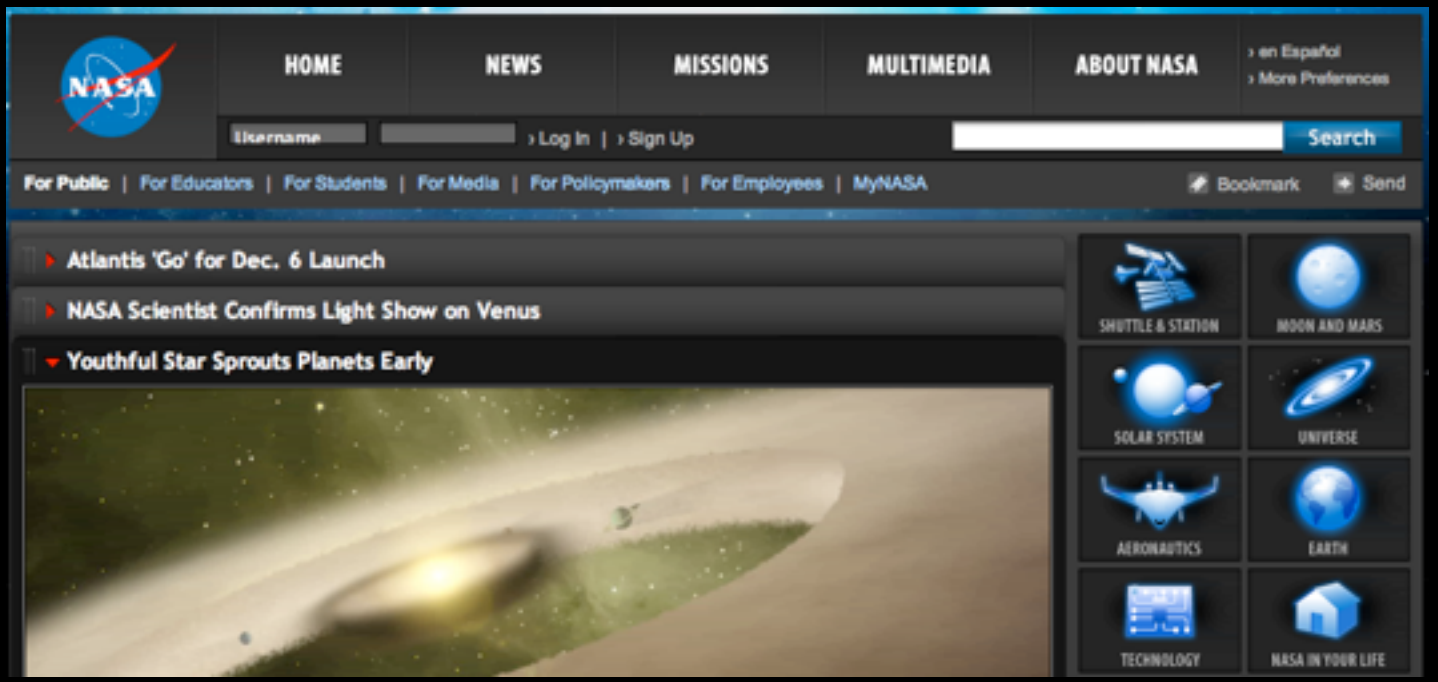
anti-pattern. needless fanfare. nasa.gov



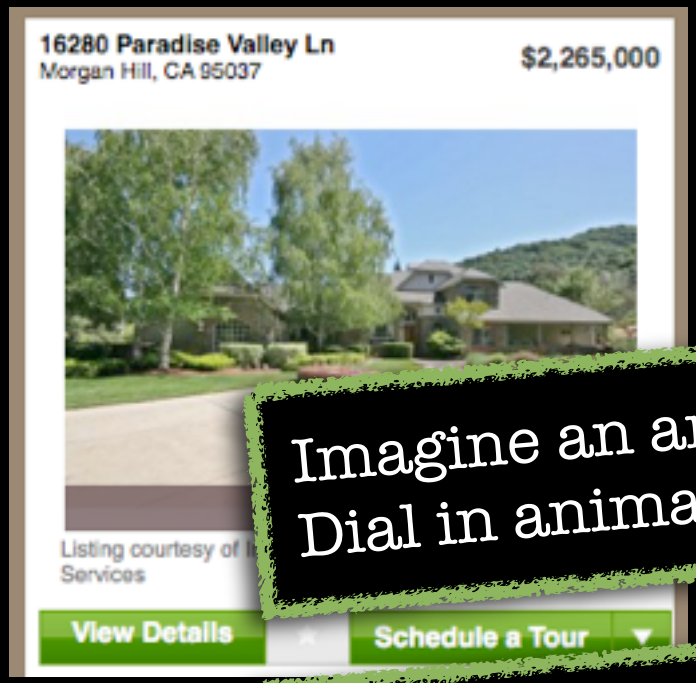
anti-pattern. needless fanfare. roost.com

Imagine an animation knob.
Dial in animation carefully.

anti-pattern. needless fanfare. pbs.org



anti-pattern. needless fanfare. nasa.gov

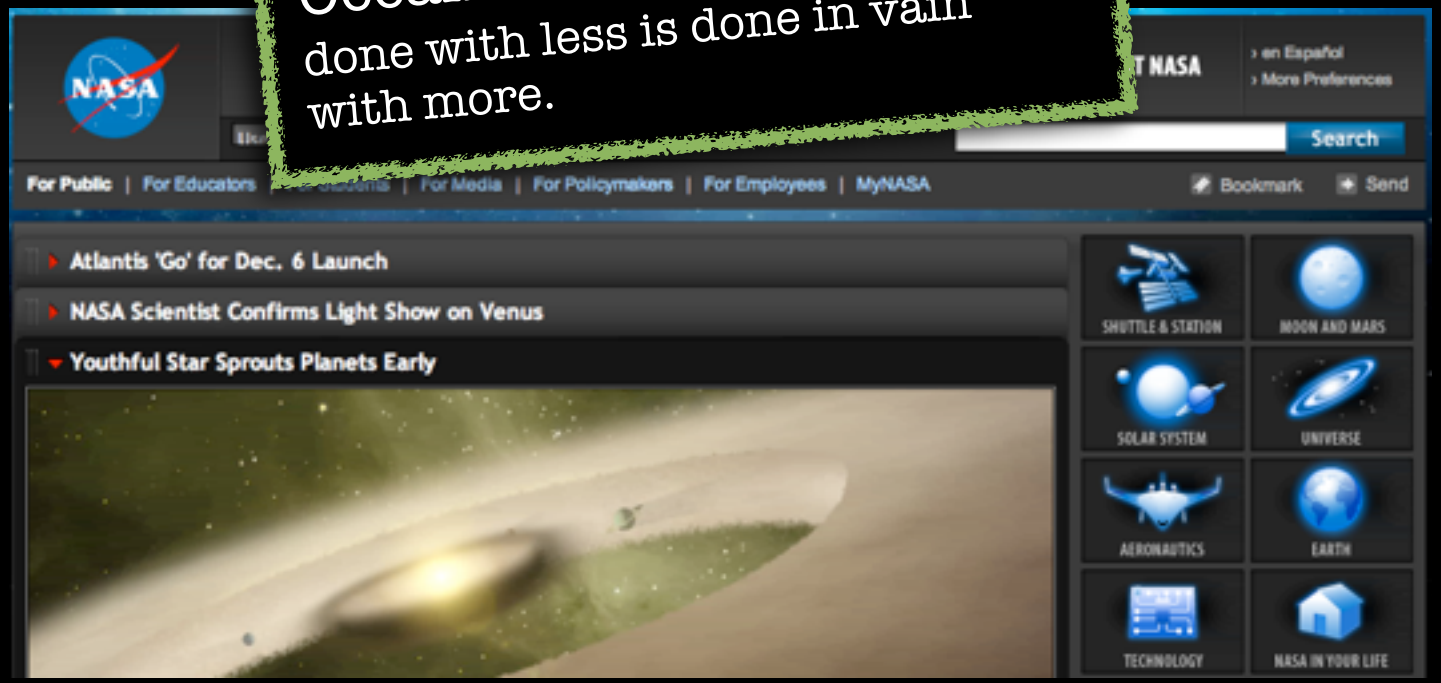


Imagine an animation knob.
Dial in animation carefully.

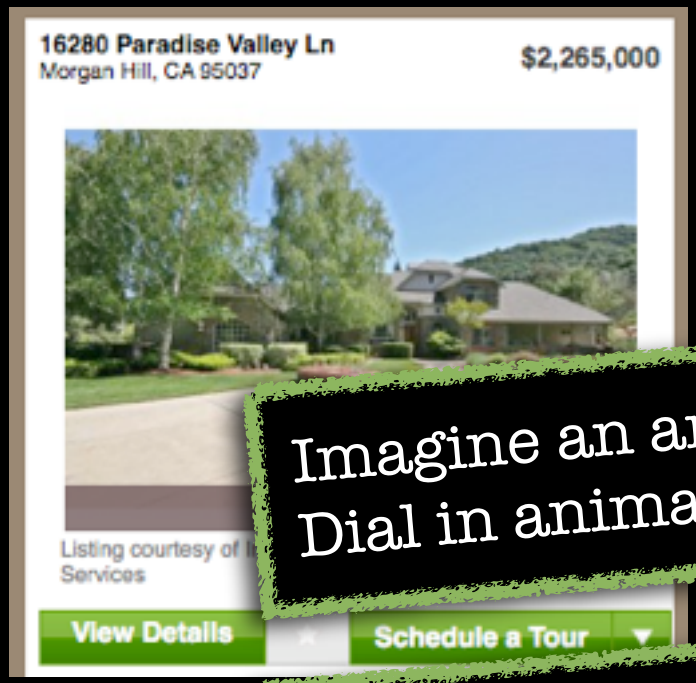
anti-pattern.

fanfare. pbs.org

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



anti-pattern. needless fanfare. nasa.gov



Imagine an animation knob.
Dial in animation carefully.

anti-pattern.

fanfare. pbs.org

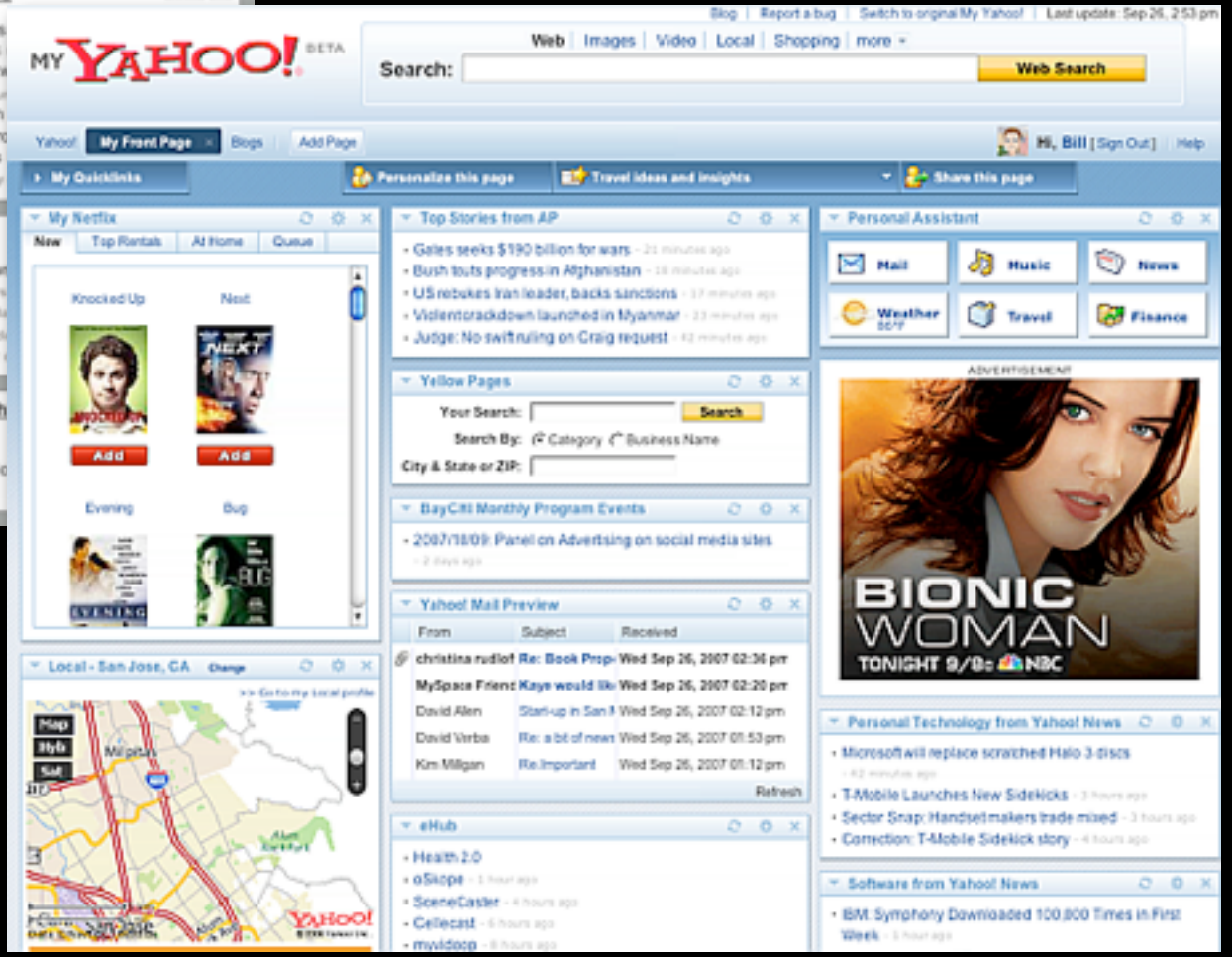
Occam's Razor: What can be done with less is done in vain with more.

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

anti-pattern. needless fanfare. nasa.gov

original. animation on drop. my yahoo!

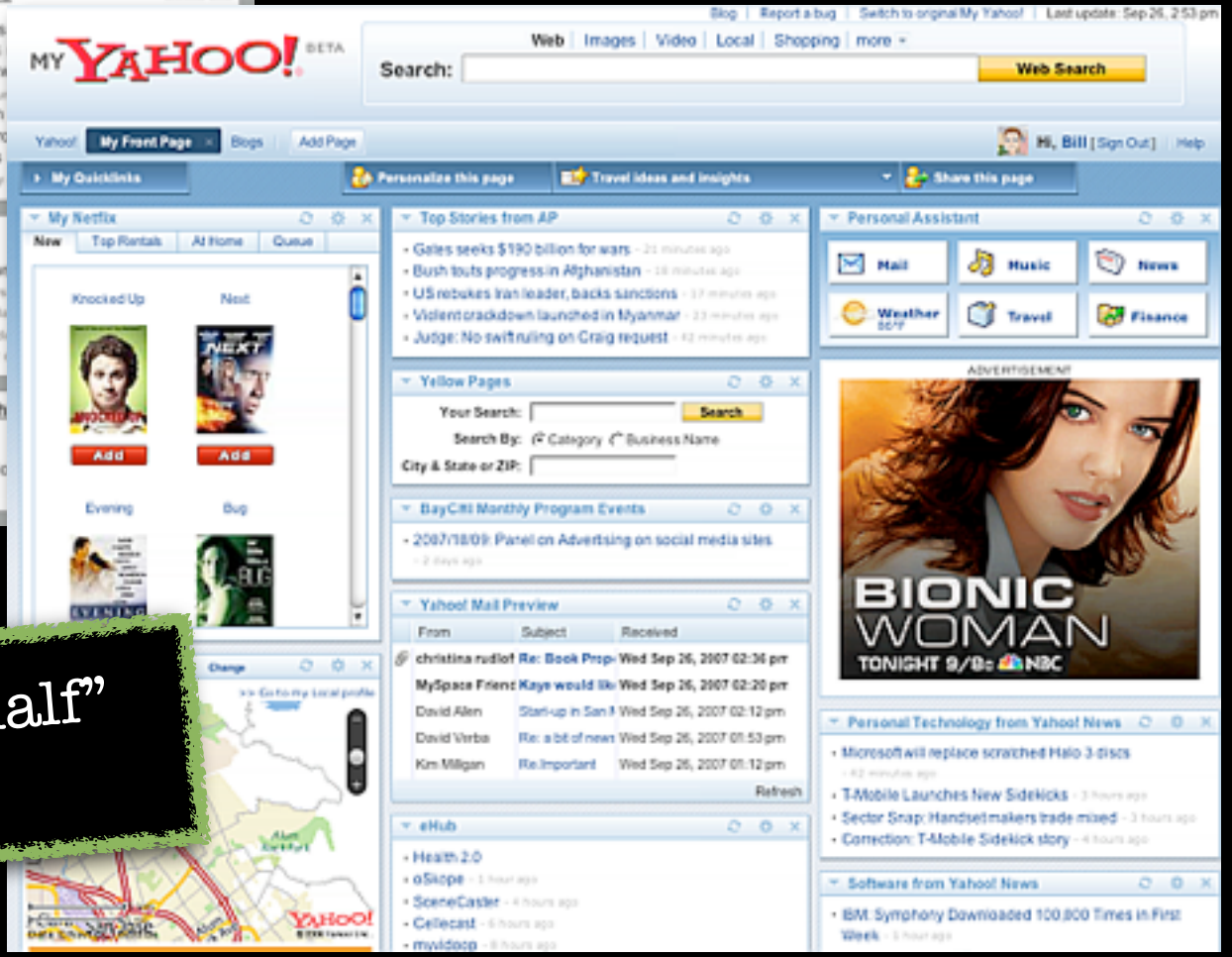
original. animation on drop. my yahoo!



current. no animation on drop. my yahoo!

original. animation on drop. my yahoo!

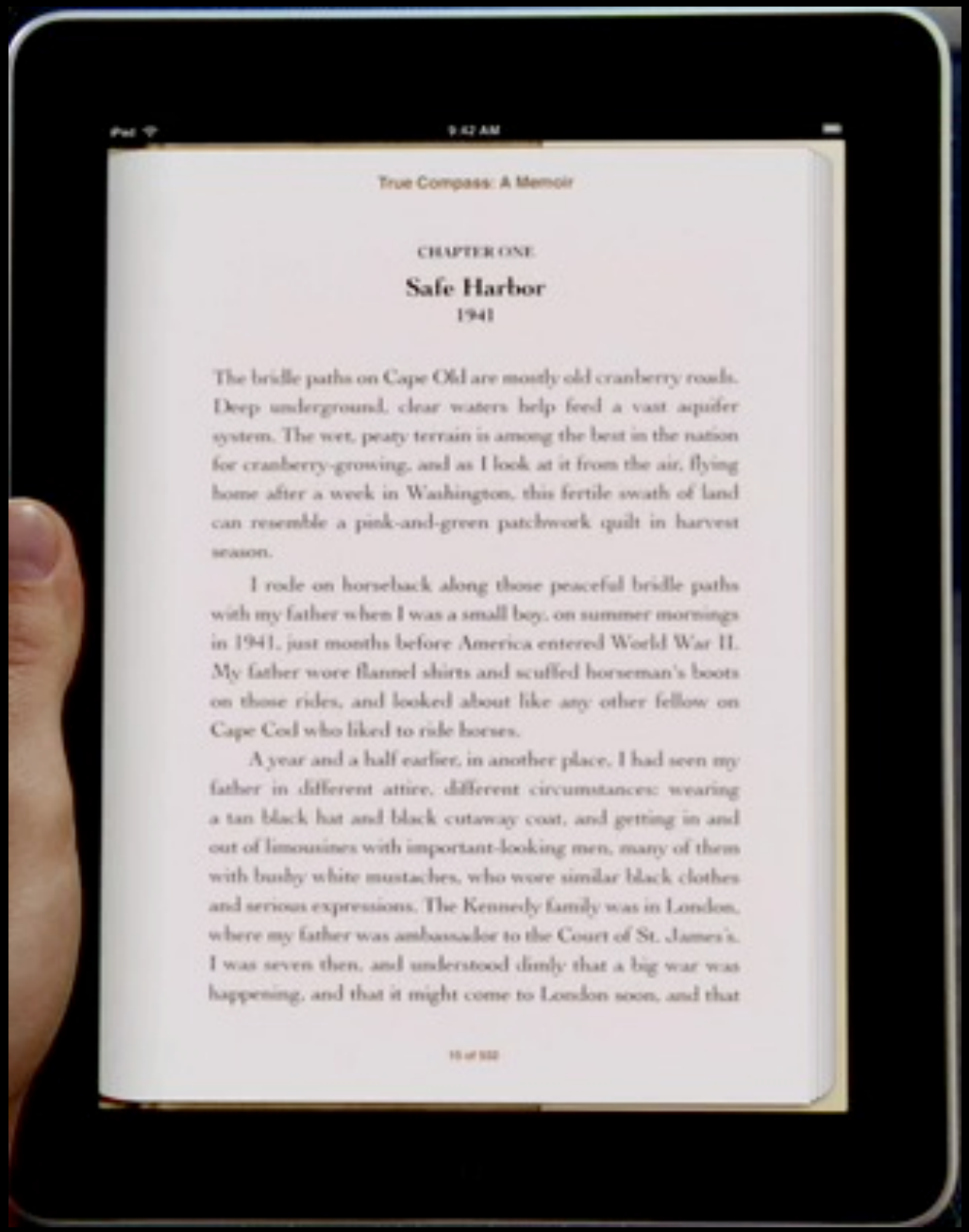
Use the “cut it in-half” rule of thumb.



current. no animation on drop. my yahoo!

iPad Example

iPad Example



Moments Communicate

Moments Communicate

progress indicator

Moments Communicate

progress indicator

Moments Communicate

progress indicator

earlier version of my yahoo!

Moments Communicate

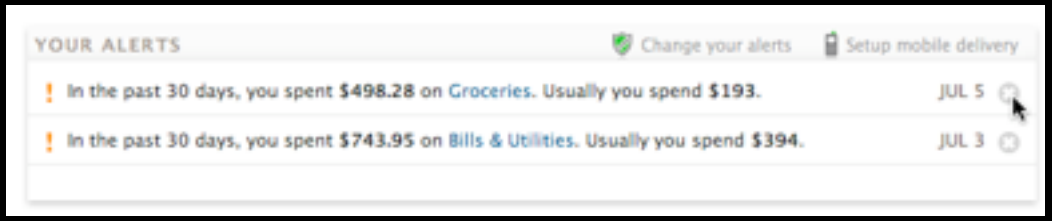
Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

Moments Communicate



mint.com

progress indicator

earlier version of my yahoo!

Moments Communicate

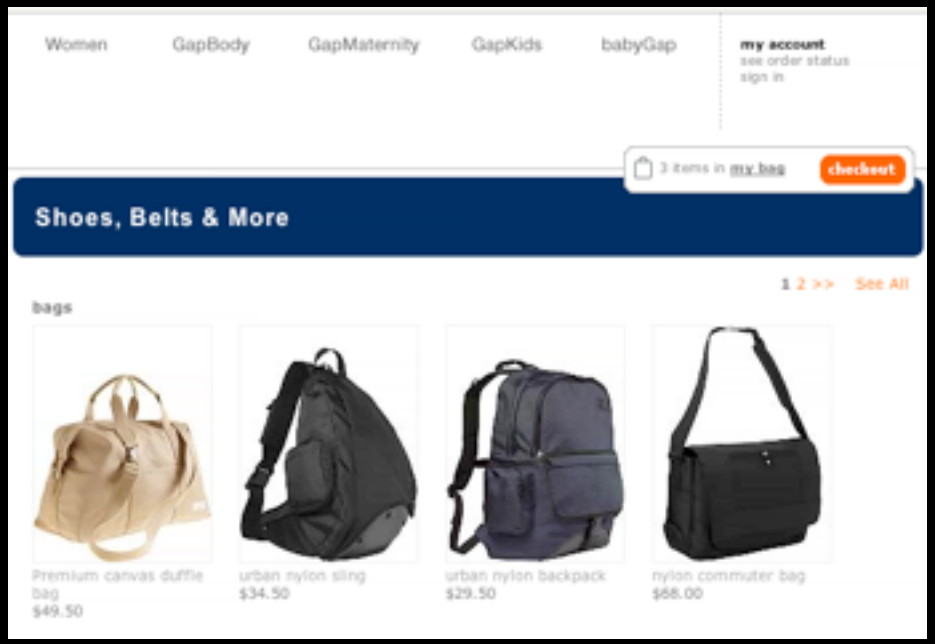
mint.com

progress indicator

earlier version of my yahoo!

Moments Communicate

mint.com



the gap

progress indicator

earlier version of my yahoo!

Moments Communicate

Show state change.

mint.com

Show relationships.

the gap

Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

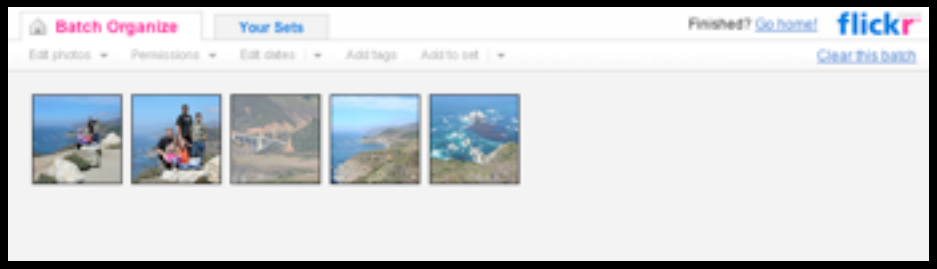
Moments Communicate

Show state change.

mint.com

Show relationships.

the gap



flickr organizr

Speed up time.

progress indicator

Slow down time.

earlier version of my yahoo!

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!

Be reactive.

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

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

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RATED MOVIES 608

Miss Congeniality

Add

Haven't Seen It

Big Momma's House

Add

Haven't Seen It

Hitch

Add

Haven't Seen It

Taxi Driver

Add

Haven't Seen It

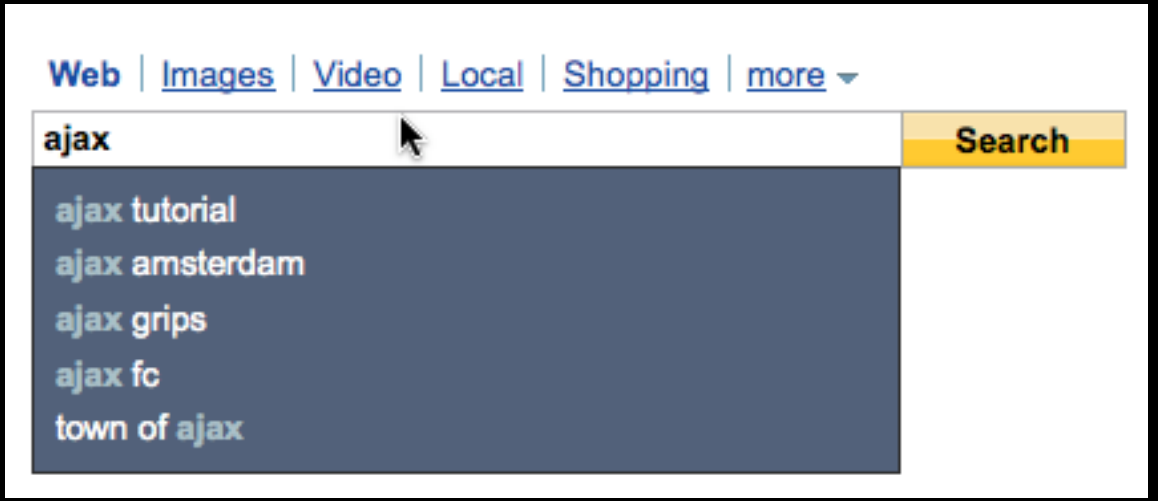
dedicated area

Live Suggest

live suggest. google (early version)

Live Suggest

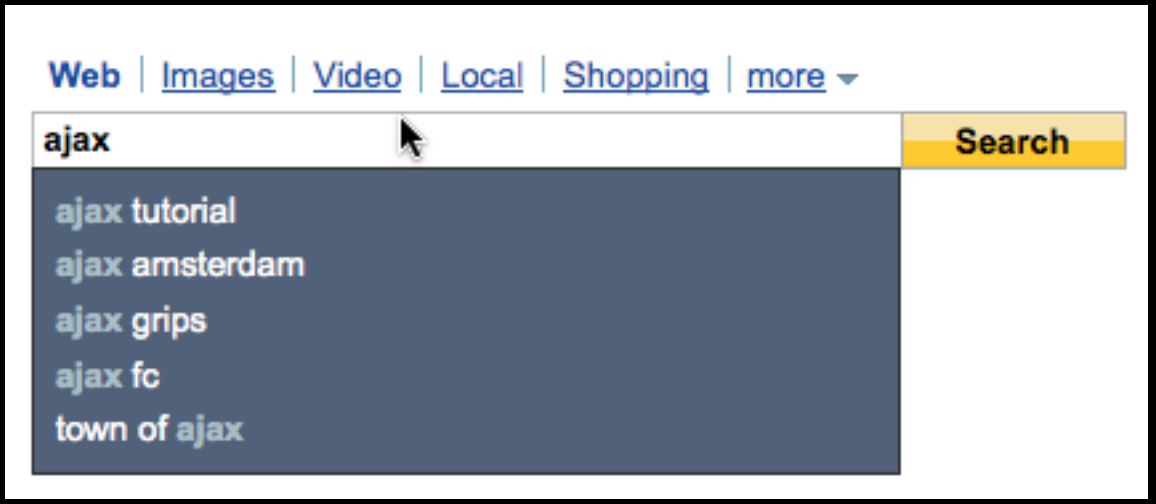
live suggest. google (early version)



live suggest. yahoo search

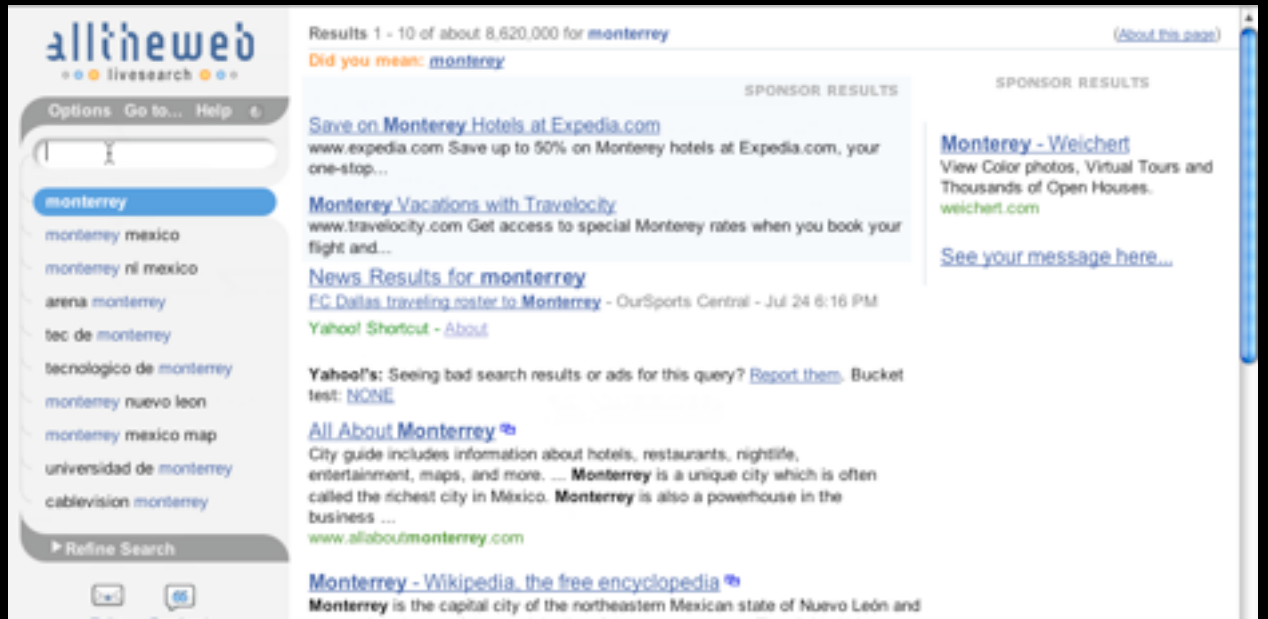
Live Suggest

live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment

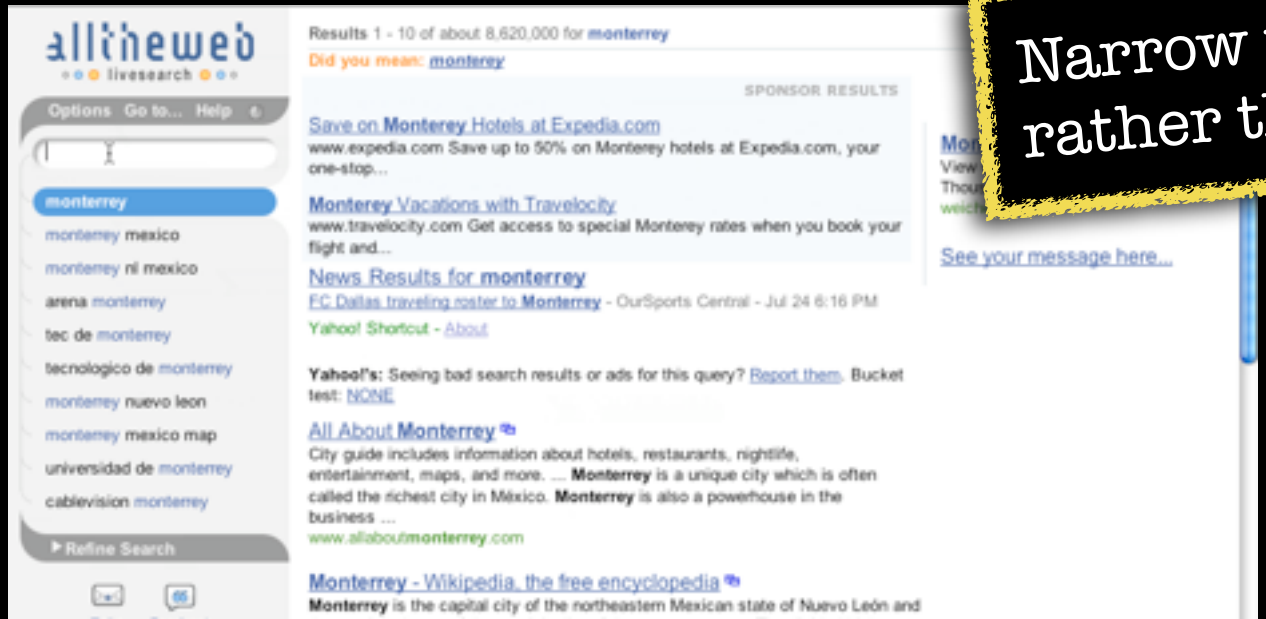


Live Suggest

live suggest. google (early version)

live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal
rather than distract from it.

Live Previews

live preview. volkswagen car configurator

Live Previews

live preview. volkswagen car configurator

live suggest. apple search

Live Previews

live preview. volkswagen car configurator

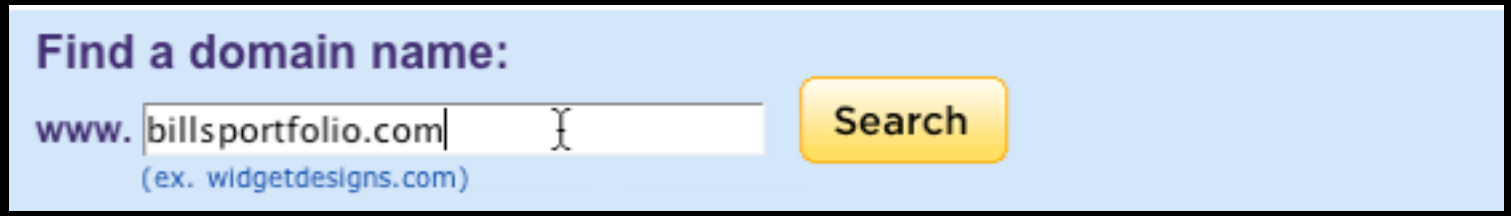
live suggest. apple search

Live Previews

live preview. volkswagen car configurator

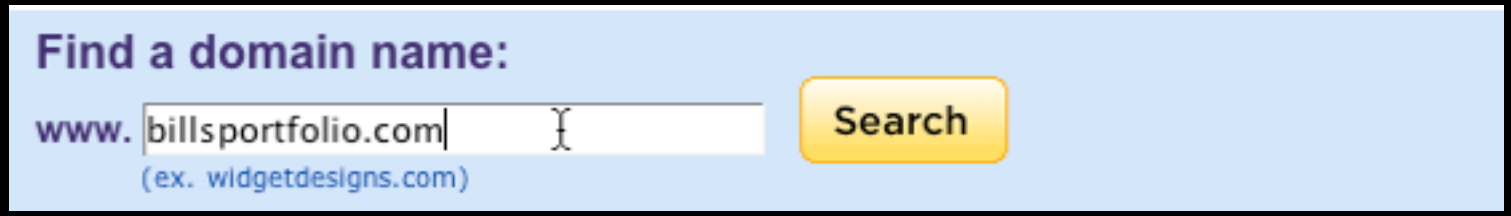
live suggest. apple search

Live Forms



live forms. yahoo! small business

Live Forms



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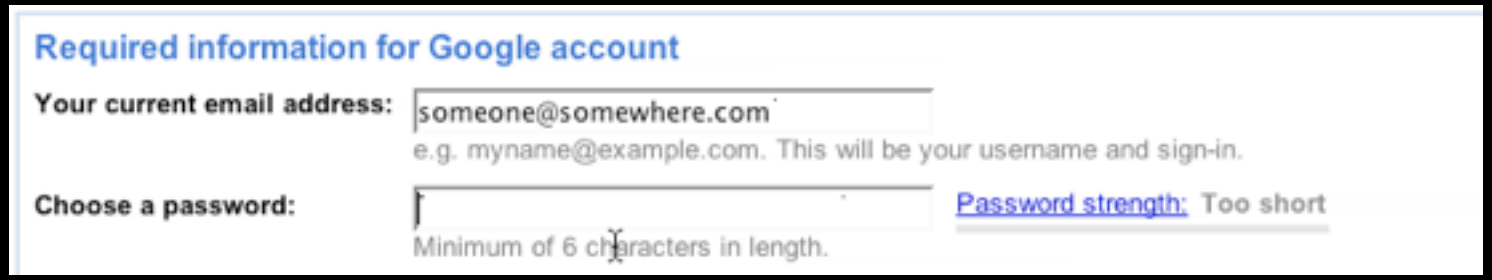
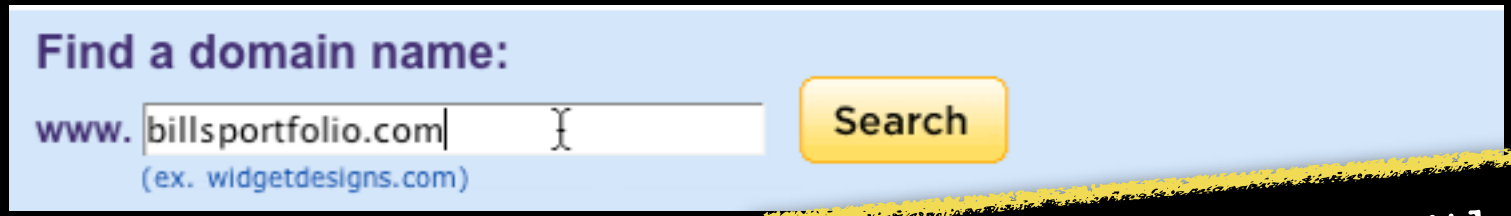


live forms. google account creation

Live Forms

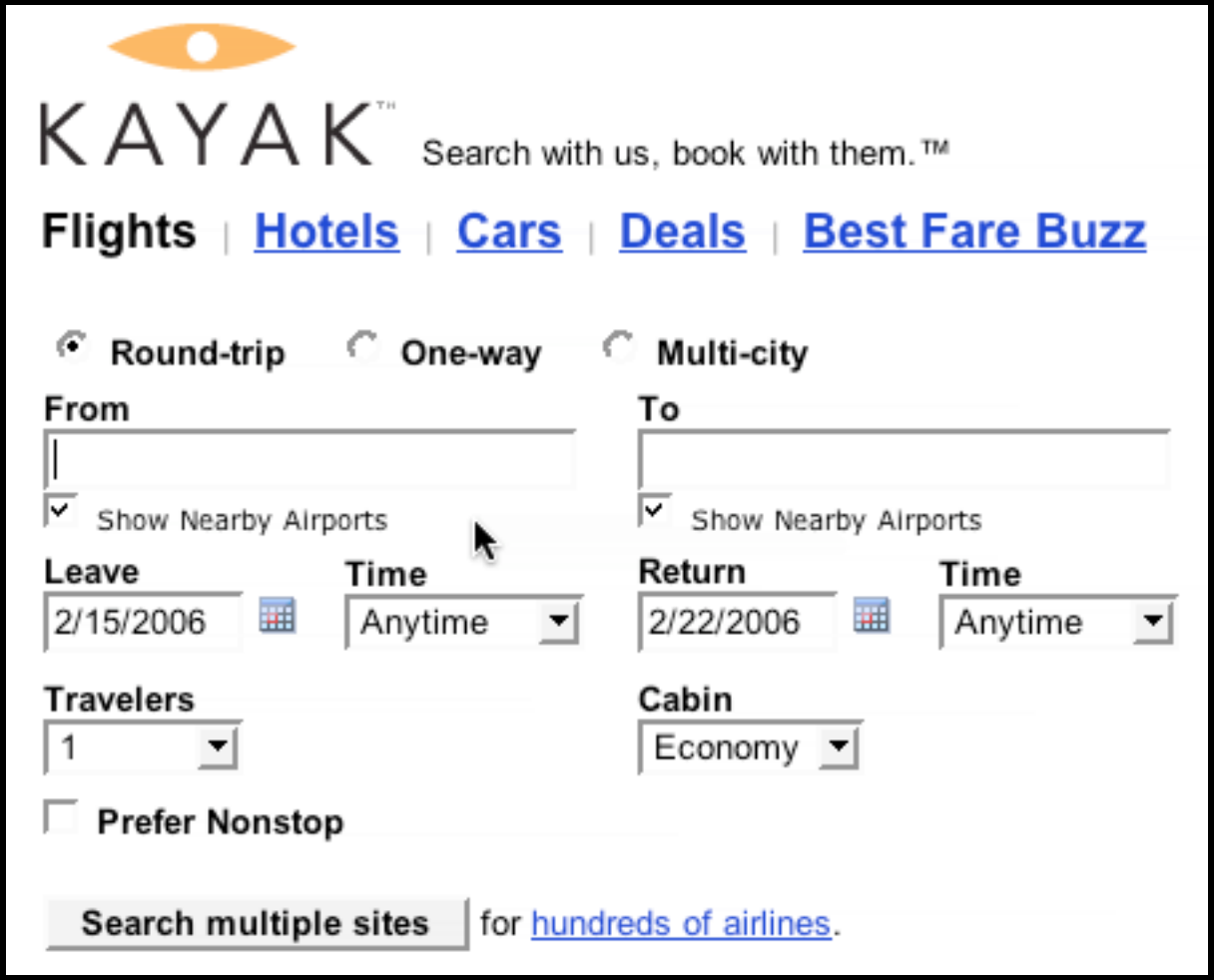


live forms. yahoo! small business

Catch errors early with live feedback in forms.

live forms. google account creation

Auto Complete



auto complete. kayak

Auto Complete

Autocomplete effortlessly.

auto complete. kayak

Input where you output.

Maintain flow.

Require a light footprint.

Invite interaction.

Show transitions.

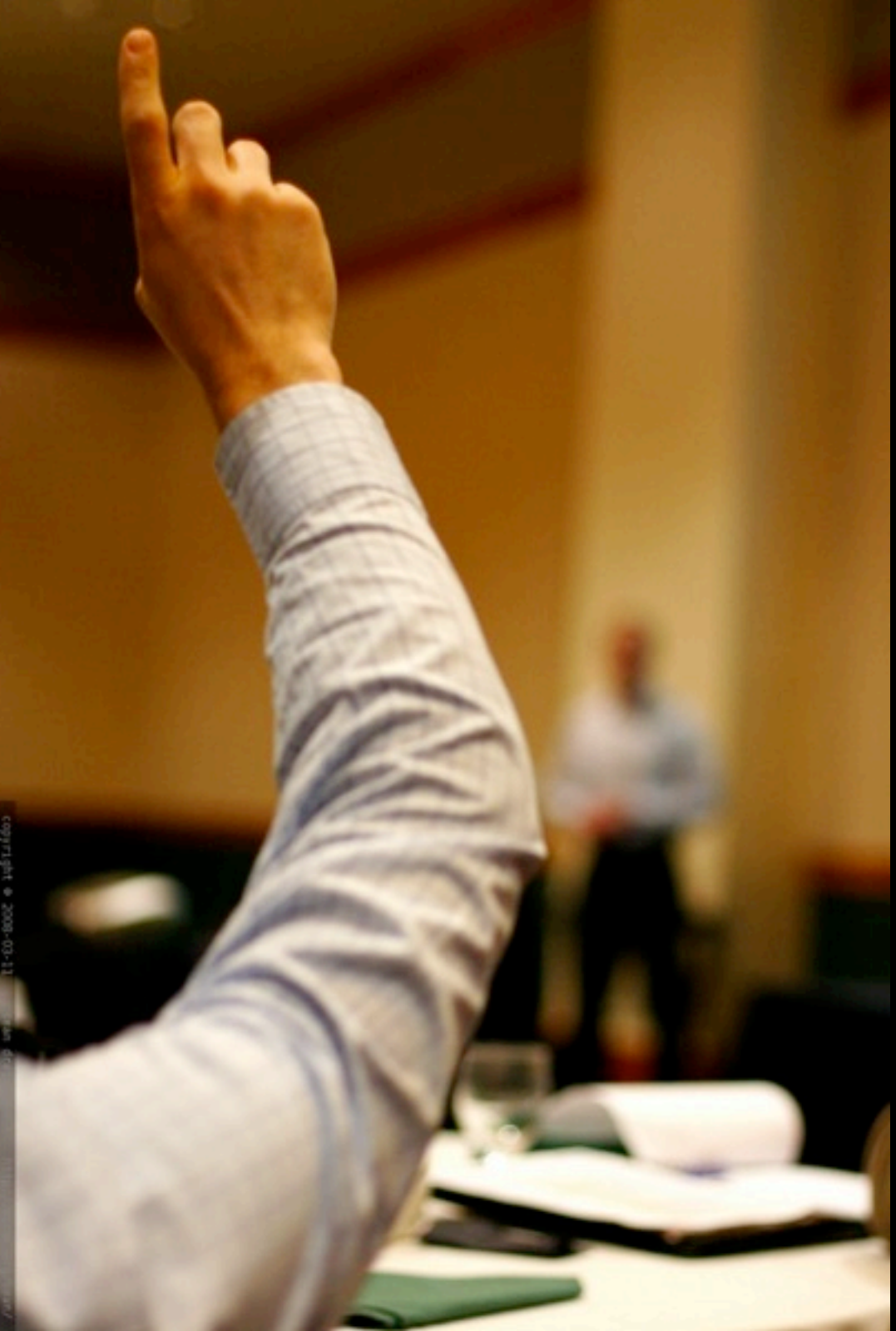
Be reactive.

Bringing it All Together

Delete Messages. iPad Mail

Bringing it All Together

Delete Messages. iPad Mail



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