

Designing for Interesting Moments

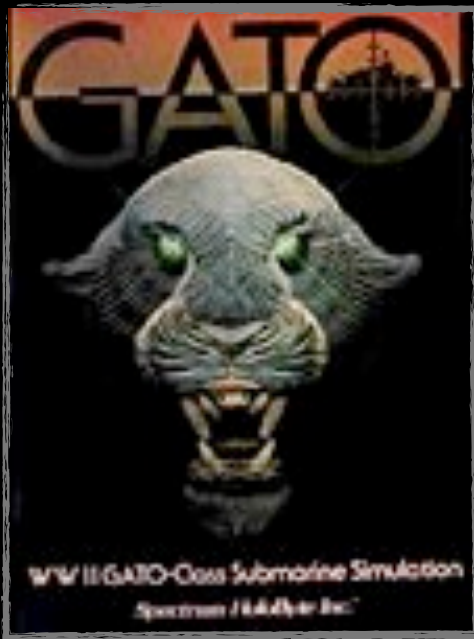
Bill Scott

Director, UI Engineering
Netflix

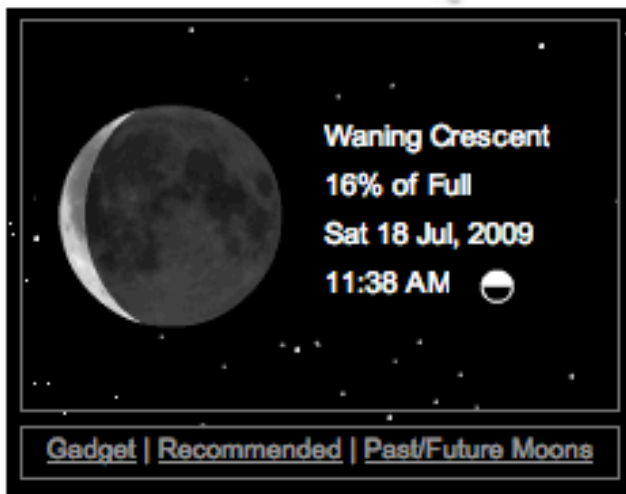
Twitter Hashtag #dwihts

High Tech Sig ~ Feb. 9, 2010

Me



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](#)
- + [Media Decoder: Memorable Video by Walter Cronkite](#)
- + [Media Decoder: Television Icons Reflect on Cronkite's Career](#)
- + [Crime Drops Despite Fewer Officers in Lean Times](#)
- + [Congressional Memo: In Books on Two Powerbrokers, Hints of the Future](#)

Top Stories

[Bombings, business and the future of Indonesia](#)

Los Angeles Times - [all 5951 related »](#)

[RIP, Uncle Walter](#)

msnbc.com - [all 3415 related »](#)

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

FOXNews - [all 2473 related »](#)

Simple Interaction?

Current Moon Phase



Waning Crescent

16% of Full

Sat 18 Jul, 2009

11:38 AM



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

Stock Market

- [+ 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](#)
- [+ Media Decoder: Memorable Video by Walter Cronkite](#)
- [+ Media Decoder: Television Icons Reflect on Cronkite's Career](#)
- [+ Crime Drops Despite Fewer Officers in Lean Times](#)
- [+ Congressional Memo: In Books on Two Powerbrokers, Hints of the Future](#)

Top Stories

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

youtube :: top rated

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

National Geographic POD



POD -

[Google Webmaster Tools](#)

Simple Interaction? Events...

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

Simple Interaction? Actors...

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

Events →

Actors ↓

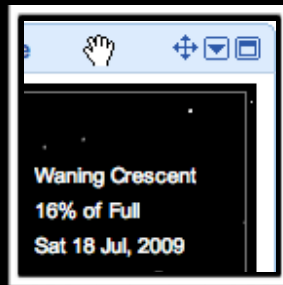
96

Interesting Moments

Interesting Moments

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

Interesting Moments



	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



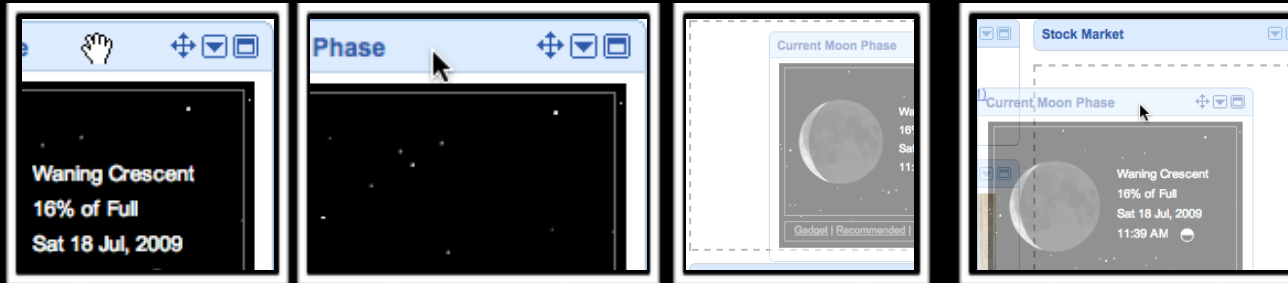
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is 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



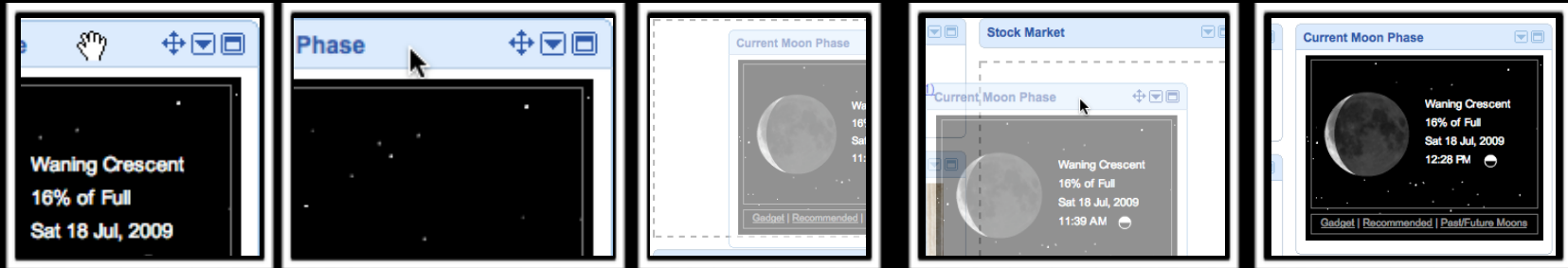
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is 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



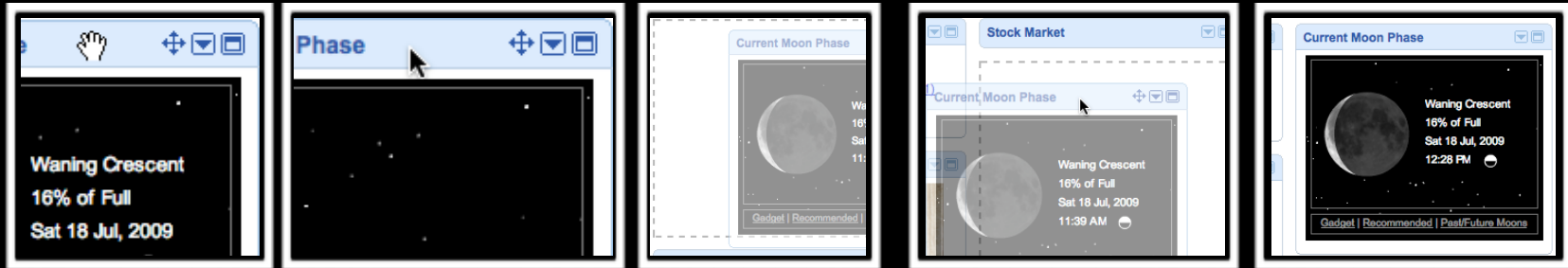
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is 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



	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.

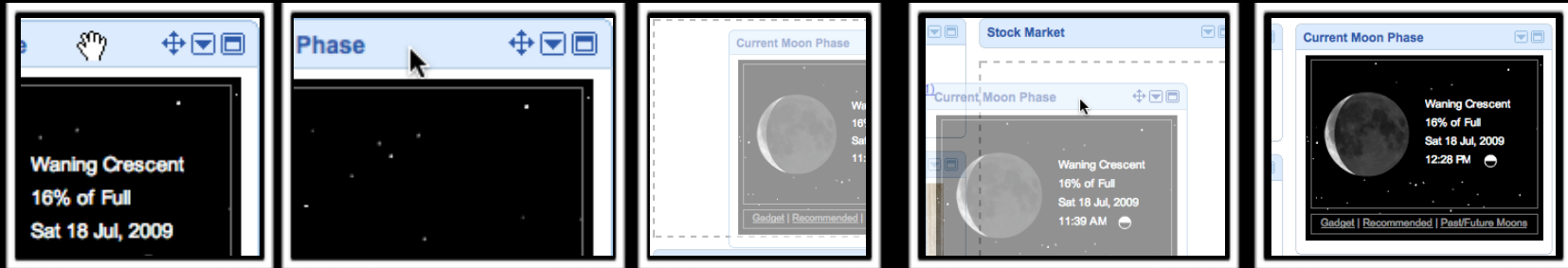
Interesting Moments



		Drag Hovers over Valid Target*		Drop Accepted
Cursor	Change hand			
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.

Captures microstates

Interesting Moments

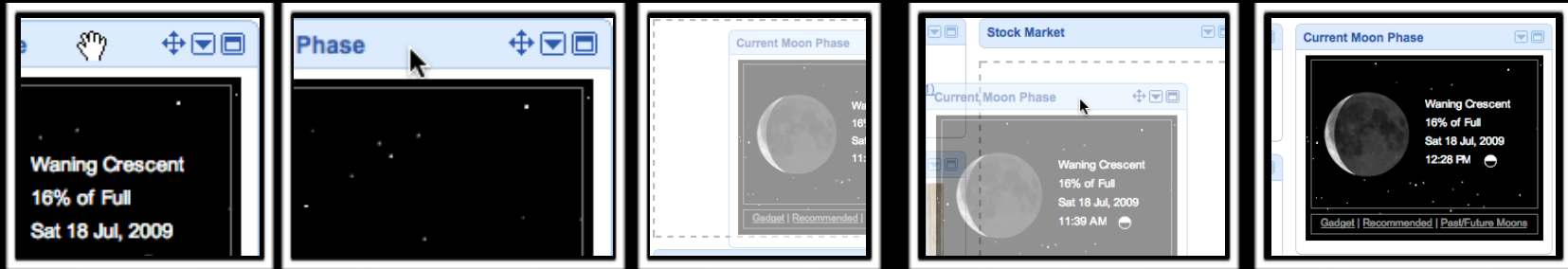


			Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change hand			
Dragged Module		Parent.		Dragged module removed.
Drop Module		Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Original Location				
Drop Target			Hole (gray, thick, dashed outline) is moved to the new drop spot. Other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

Captures microstates

Speaks to the possibilities

Interesting Moments



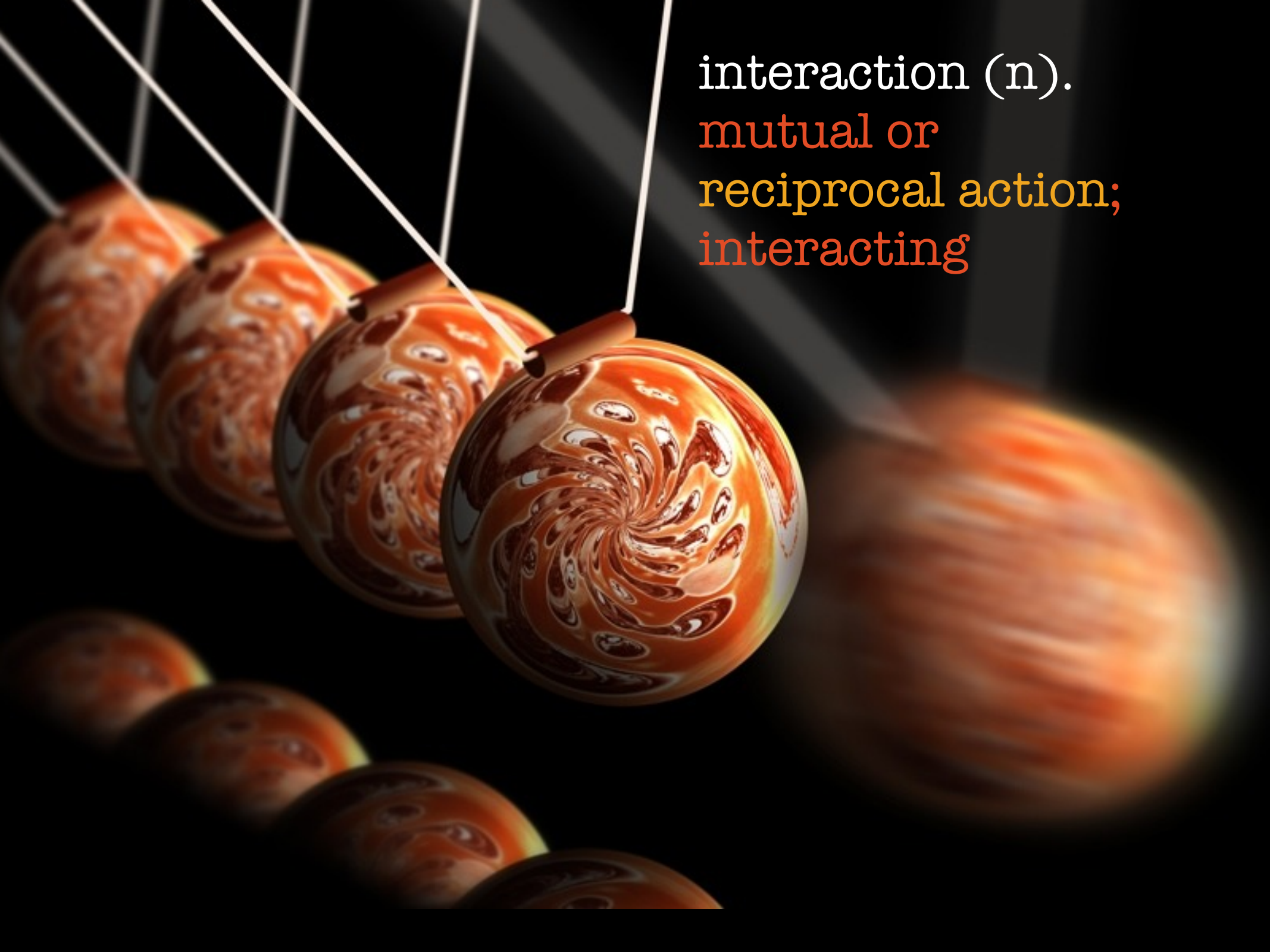
	Drag Hovers over Valid Target*	Drop Accepted
Cursor Change hand		
Dragged Module Module is being dragged.		Dragged module removed.
Drop Module Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Original Location Module is shown as a gray, thick, dashed outline.		
Drop Target Module is shown as a gray, thick, dashed outline.	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.

Captures microstates

Speaks to the possibilities

Serves as a tickler

interaction (n).
mutual or
reciprocal action;
interacting





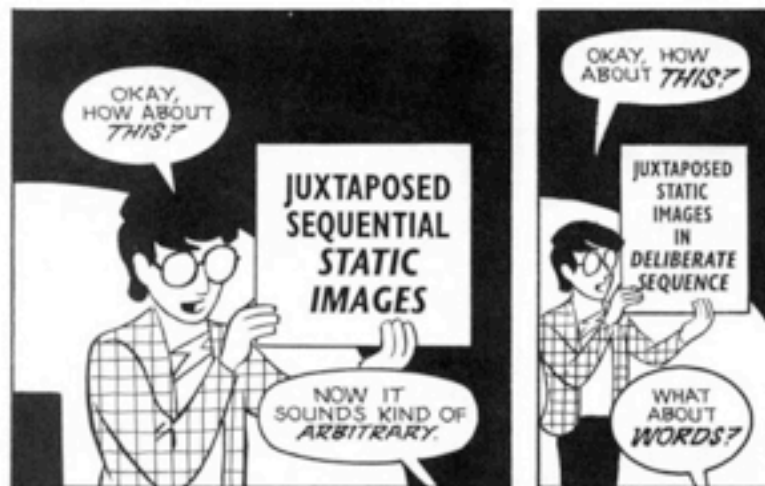
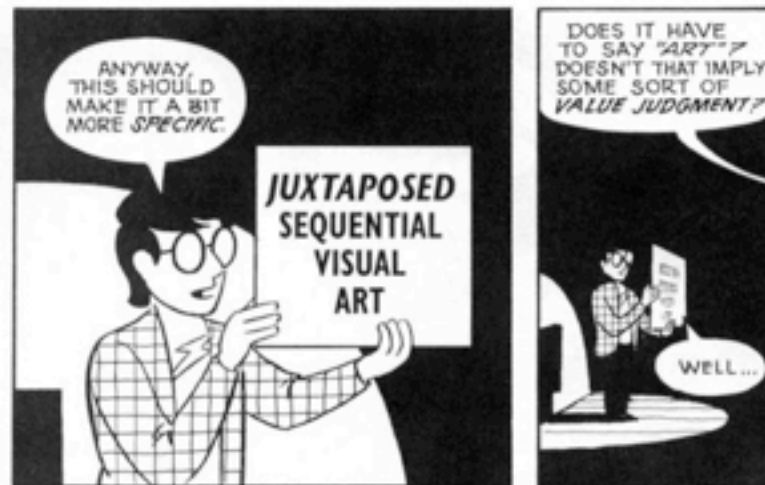
interaction.

interplay between
system and user

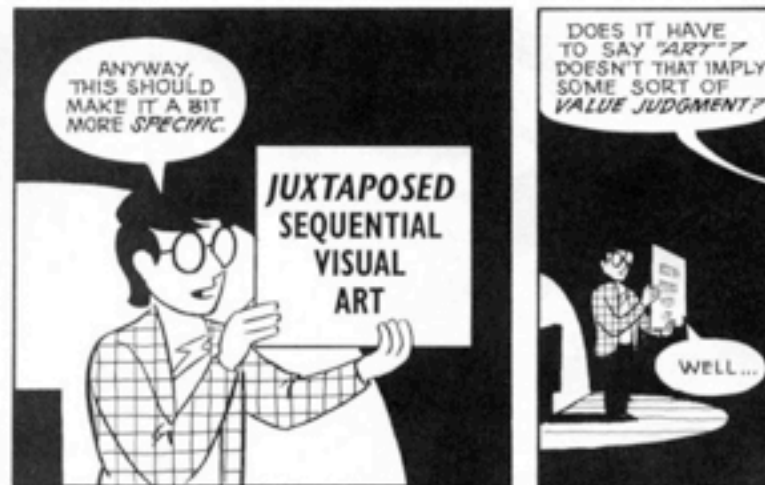
"A REMARKABLE NEW BAEDEKER OF THE TOONS."

—GARRY TRUDEAU, NEW YORK TIMES BOOK REVIEW

interaction.
interplay between
system and user



interaction.
interplay between
system and user





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



inline editing. [flickr.com](https://www.flickr.com)

In Page Editing



inline editing. flickr.com

Additions:

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

In Page Editing



inline editing. flickr.com



Pay attention to discoverability

Additions:

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

In Page Editing



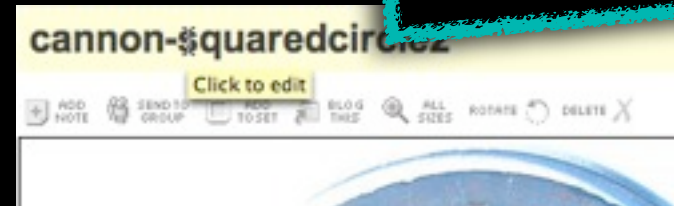
inline editing. flickr.com

Additions:

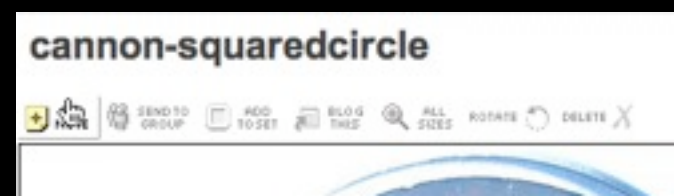
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



Pay attention to discoverability



Use a clear "call to action"





anti-pattern. non-symmetrical. iphone



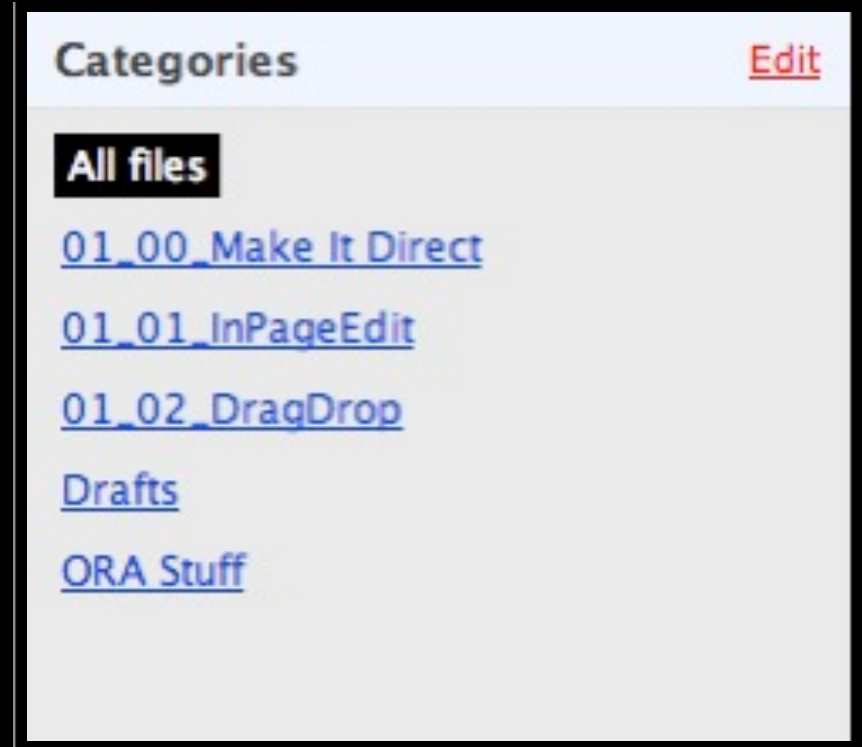
anti-pattern. non-symmetrical. iphone



anti-pattern. non-symmetrical. iphone




anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

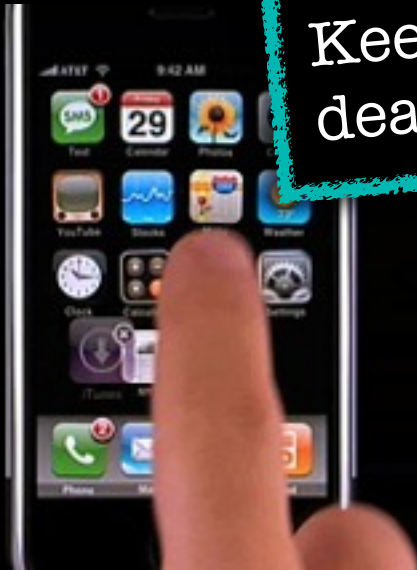


anti-pattern. non-symmetrical. iphone

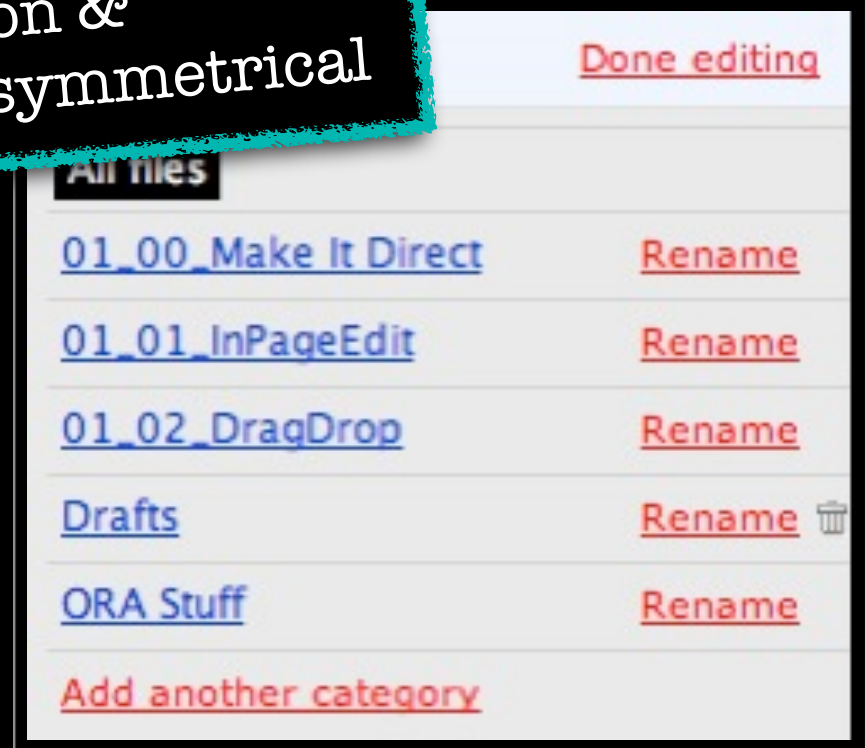
Categories		Done editing
All files		
01_00_Make It Direct	Rename	
01_01_InPageEdit	Rename	
01_02_DragDrop	Rename	
Drafts	Rename	
ORA Stuff	Rename	
Add another category		

symmetrical interaction. basecamp

Keep activation & deactivation symmetrical

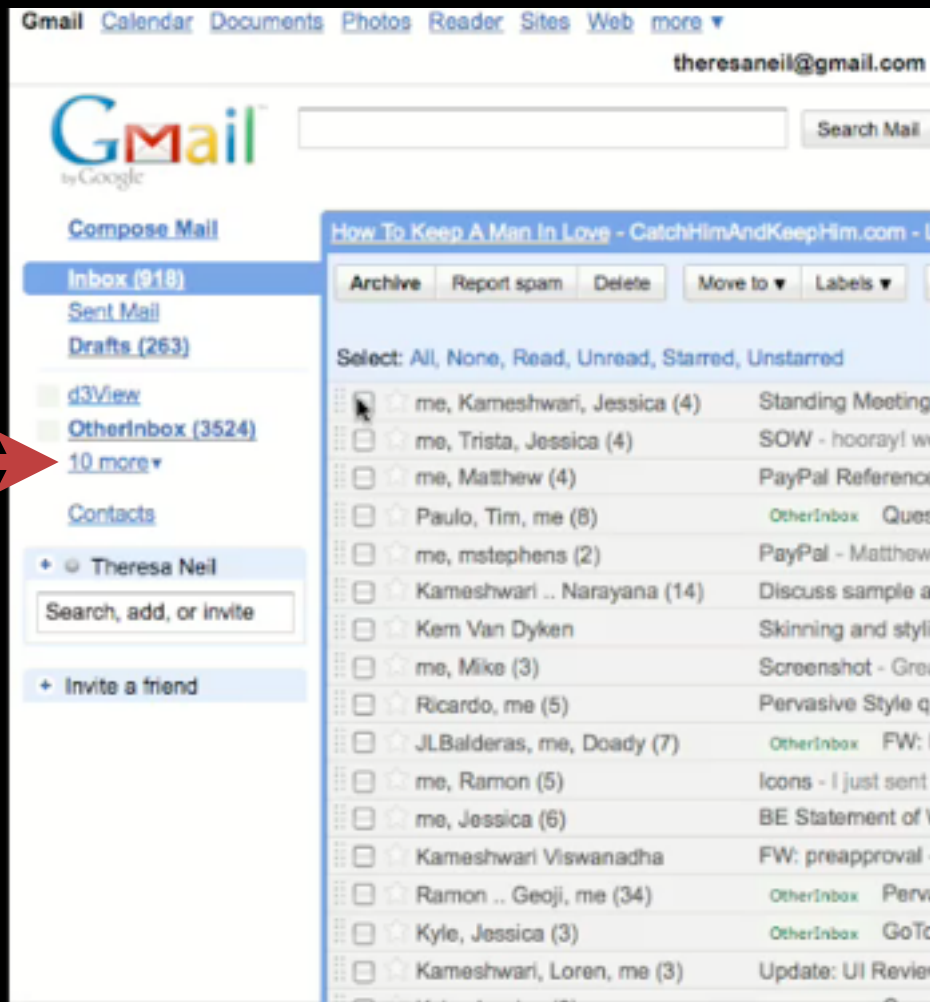


anti-pattern. non-symmetrical. iphone



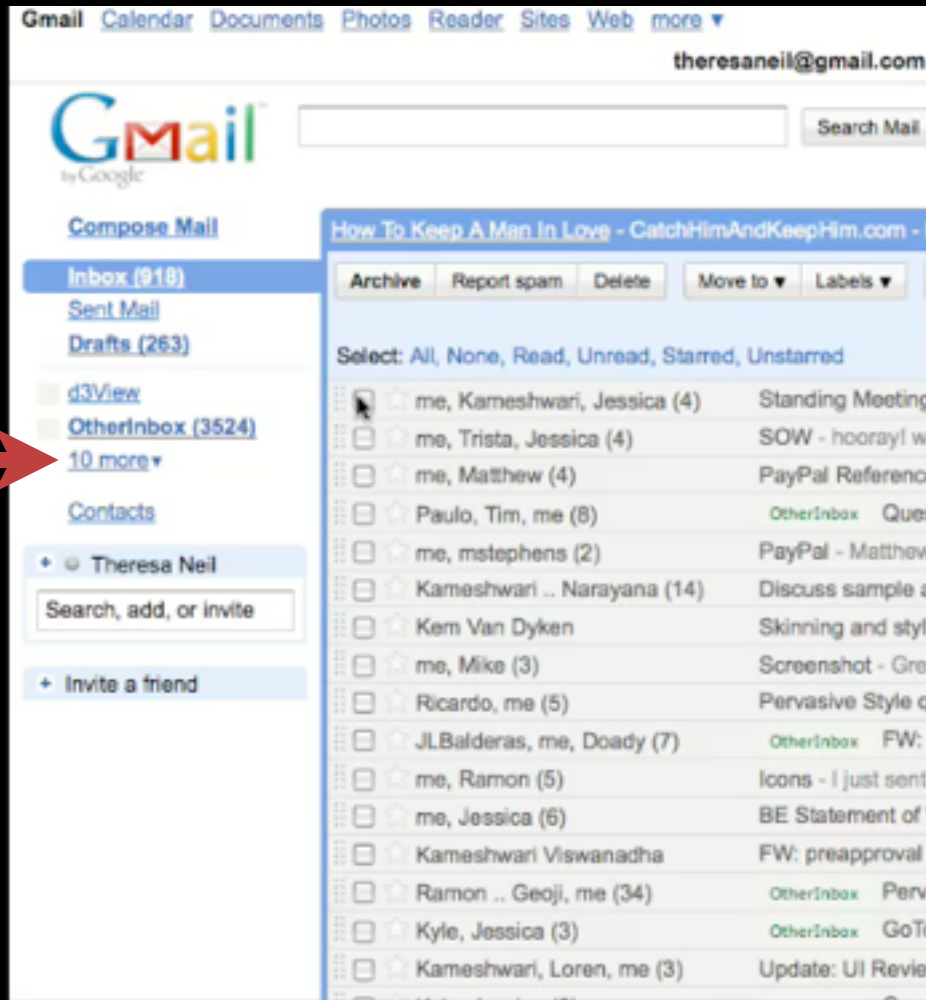
symmetrical interaction. basecamp

Drag, Open & Drop



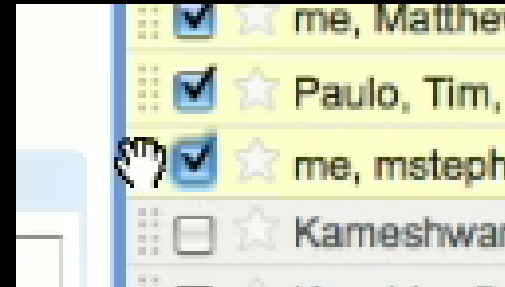
drag and drop. gmail

Drag, Open & Drop

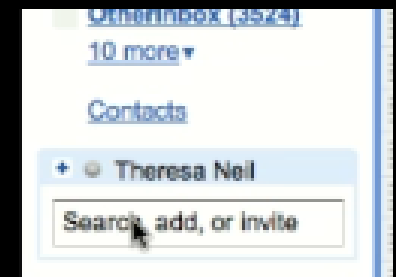
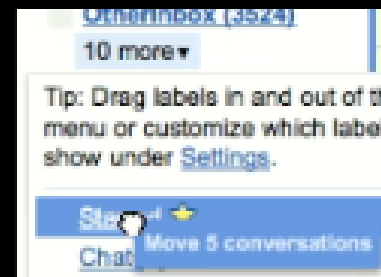


drag and drop. gmail

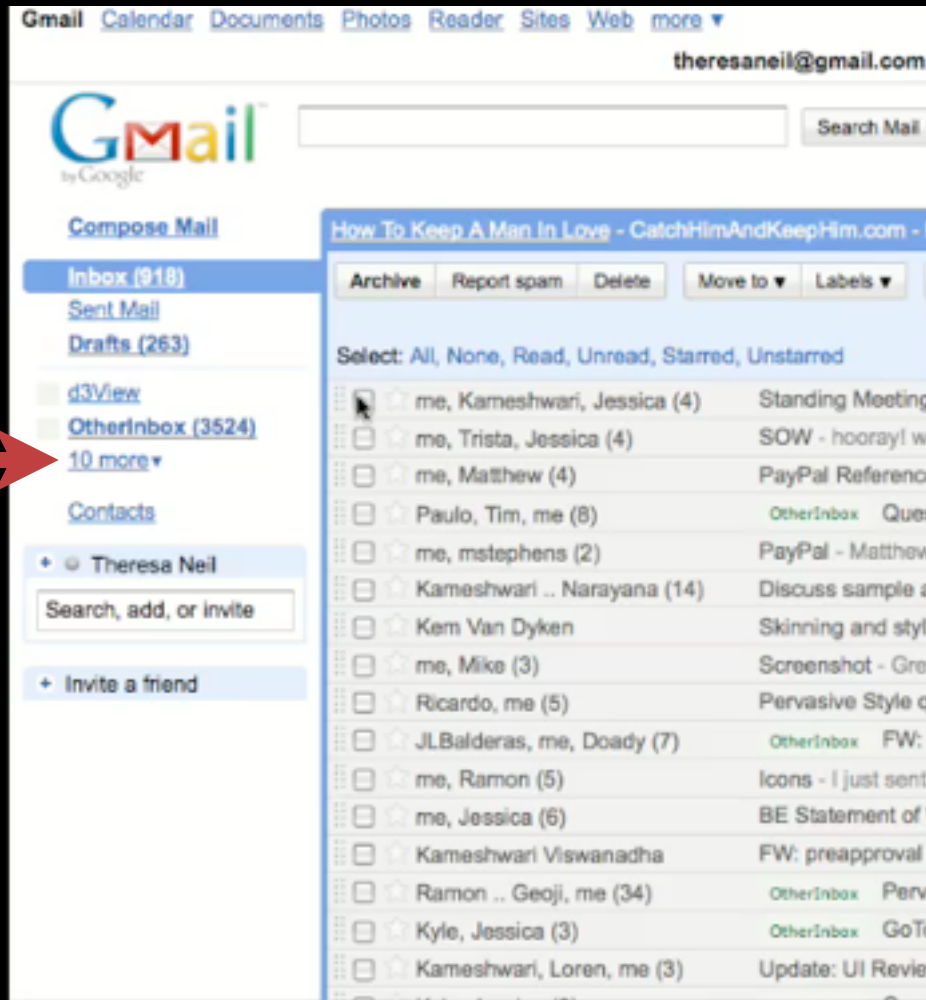
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Drag, Open & Drop

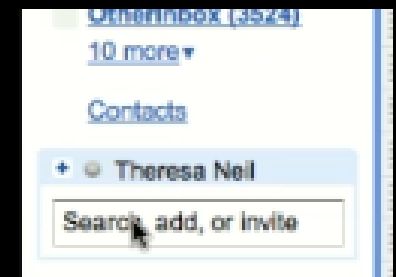
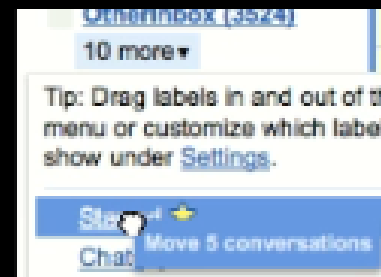


drag and drop. gmail

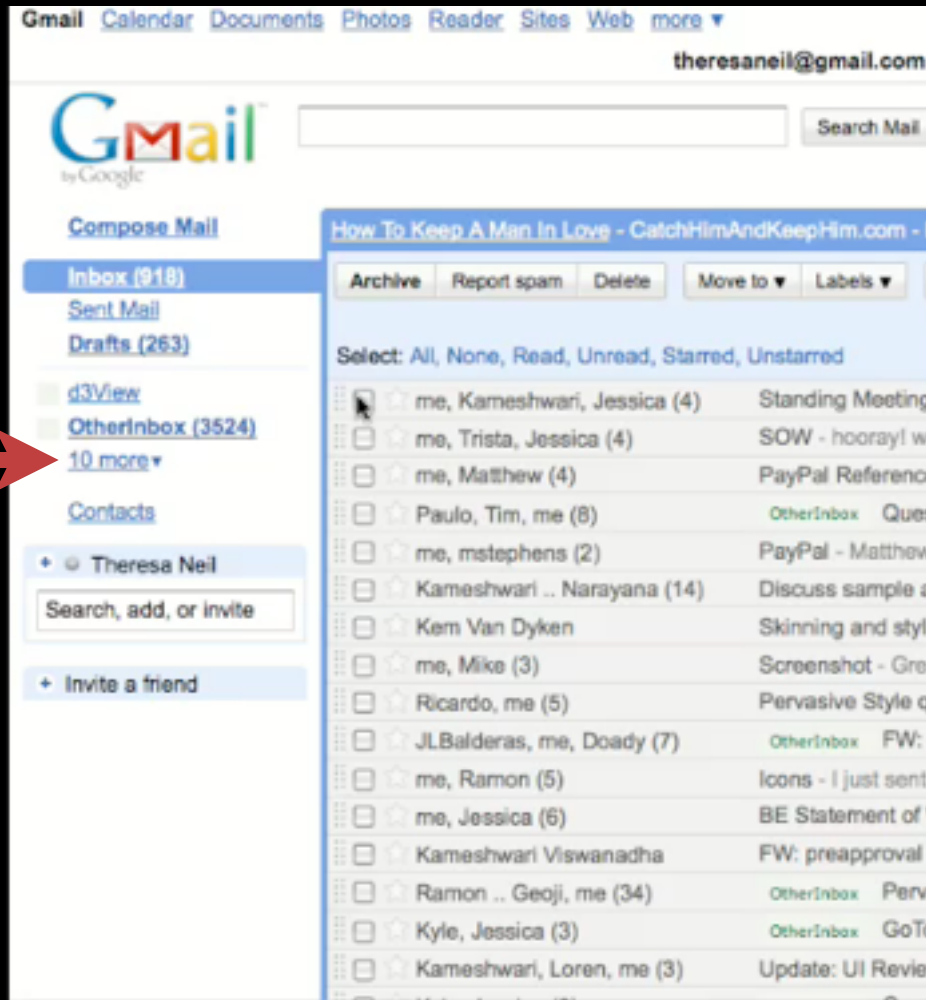
Mouse hover & initiation
Anti-pattern: Tiny Targets

Reduce physical effort.

Drop accepted
What happened?
Collapses immediately.



Drag, Open & Drop



drag and drop. gmail

Mouse hover & initiation
Anti-pattern: Tiny Targets

Reduce physical effort.

Drop accepted
What happened?
Collapses immediately.

Reduce mental effort.

Home Locator

SEARCH AREA

North America

FILTER

Price Range: \$0 - \$1,000,000

Bedrooms: 1 - 10

Bathrooms: 1 - 10

Property Features: All

Advanced Search: Yes No

Map: Yes No

Search: Go

Results

Price	Sq. Ft.	Bedrooms	Bathrooms	Photos
\$400,000	900	3	2	
\$350,000	700	2	1	
\$300,000	600	2	1	
\$250,000	500	2	1	
\$200,000	400	2	1	
\$150,000	300	1	1	
\$100,000	200	1	1	
\$50,000	100	1	1	

Map

Property Information

Address: 1234 Main St, City, State, Zip

Price: \$400,000

Sq. Ft.: 900

Bedrooms: 3

Bathrooms: 2

Photos: 10

VIEW MORE PROPERTIES

The Home Locator is your best friend.

Home Locator

SEARCH AREA

North America

FILTER

Price Range: \$0 - \$1,000,000

Bedrooms: 1 - 10

Bathrooms: 1 - 10

Property Features: All

Advanced Search: Yes No

Map: Yes No

Search: Go

Results

Price	Sq. Ft.	Bedrooms	Bathrooms	Photos
\$450,000	1,000	3	2	
\$500,000	1,200	3	2	
\$550,000	1,400	3	2	
\$600,000	1,600	3	2	
\$650,000	1,800	3	2	
\$700,000	2,000	4	3	
\$750,000	2,200	4	3	
\$800,000	2,400	4	3	
\$850,000	2,600	4	3	
\$900,000	2,800	4	3	
\$950,000	3,000	4	3	
\$1,000,000	3,200	4	3	
\$1,050,000	3,400	4	3	
\$1,100,000	3,600	4	3	
\$1,150,000	3,800	4	3	
\$1,200,000	4,000	4	3	
\$1,250,000	4,200	4	3	
\$1,300,000	4,400	4	3	
\$1,350,000	4,600	4	3	
\$1,400,000	4,800	4	3	
\$1,450,000	5,000	4	3	
\$1,500,000	5,200	4	3	
\$1,550,000	5,400	4	3	
\$1,600,000	5,600	4	3	
\$1,650,000	5,800	4	3	
\$1,700,000	6,000	4	3	
\$1,750,000	6,200	4	3	
\$1,800,000	6,400	4	3	
\$1,850,000	6,600	4	3	
\$1,900,000	6,800	4	3	
\$1,950,000	7,000	4	3	
\$2,000,000	7,200	4	3	
\$2,050,000	7,400	4	3	
\$2,100,000	7,600	4	3	
\$2,150,000	7,800	4	3	
\$2,200,000	8,000	4	3	
\$2,250,000	8,200	4	3	
\$2,300,000	8,400	4	3	
\$2,350,000	8,600	4	3	
\$2,400,000	8,800	4	3	
\$2,450,000	9,000	4	3	
\$2,500,000	9,200	4	3	
\$2,550,000	9,400	4	3	
\$2,600,000	9,600	4	3	
\$2,650,000	9,800	4	3	
\$2,700,000	10,000	4	3	
\$2,750,000	10,200	4	3	
\$2,800,000	10,400	4	3	
\$2,850,000	10,600	4	3	
\$2,900,000	10,800	4	3	
\$2,950,000	11,000	4	3	
\$3,000,000	11,200	4	3	
\$3,050,000	11,400	4	3	
\$3,100,000	11,600	4	3	
\$3,150,000	11,800	4	3	
\$3,200,000	12,000	4	3	
\$3,250,000	12,200	4	3	
\$3,300,000	12,400	4	3	
\$3,350,000	12,600	4	3	
\$3,400,000	12,800	4	3	
\$3,450,000	13,000	4	3	
\$3,500,000	13,200	4	3	
\$3,550,000	13,400	4	3	
\$3,600,000	13,600	4	3	
\$3,650,000	13,800	4	3	
\$3,700,000	14,000	4	3	
\$3,750,000	14,200	4	3	
\$3,800,000	14,400	4	3	
\$3,850,000	14,600	4	3	
\$3,900,000	14,800	4	3	
\$3,950,000	15,000	4	3	
\$4,000,000	15,200	4	3	
\$4,050,000	15,400	4	3	
\$4,100,000	15,600	4	3	
\$4,150,000	15,800	4	3	
\$4,200,000	16,000	4	3	
\$4,250,000	16,200	4	3	
\$4,300,000	16,400	4	3	
\$4,350,000	16,600	4	3	
\$4,400,000	16,800	4	3	
\$4,450,000	17,000	4	3	
\$4,500,000	17,200	4	3	
\$4,550,000	17,400	4	3	
\$4,600,000	17,600	4	3	
\$4,650,000	17,800	4	3	
\$4,700,000	18,000	4	3	
\$4,750,000	18,200	4	3	
\$4,800,000	18,400	4	3	
\$4,850,000	18,600	4	3	
\$4,900,000	18,800	4	3	
\$4,950,000	19,000	4	3	
\$5,000,000	19,200	4	3	
\$5,050,000	19,400	4	3	
\$5,100,000	19,600	4	3	
\$5,150,000	19,800	4	3	
\$5,200,000	20,000	4	3	
\$5,250,000	20,200	4	3	
\$5,300,000	20,400	4	3	
\$5,350,000	20,600	4	3	
\$5,400,000	20,800	4	3	
\$5,450,000	21,000	4	3	
\$5,500,000	21,200	4	3	
\$5,550,000	21,400	4	3	
\$5,600,000	21,600	4	3	
\$5,650,000	21,800	4	3	
\$5,700,000	22,000	4	3	
\$5,750,000	22,200	4	3	
\$5,800,000	22,400	4	3	
\$5,850,000	22,600	4	3	
\$5,900,000	22,800	4	3	
\$5,950,000	23,000	4	3	
\$6,000,000	23,200	4	3	
\$6,050,000	23,400	4	3	
\$6,100,000	23,600	4	3	
\$6,150,000	23,800	4	3	
\$6,200,000	24,000	4	3	
\$6,250,000	24,200	4	3	
\$6,300,000	24,400	4	3	
\$6,350,000	24,600	4	3	
\$6,400,000	24,800	4	3	
\$6,450,000	25,000	4	3	
\$6,500,000	25,200	4	3	
\$6,550,000	25,400	4	3	
\$6,600,000	25,600	4	3	
\$6,650,000	25,800	4	3	
\$6,700,000	26,000	4	3	
\$6,750,000	26,200	4	3	
\$6,800,000	26,400	4	3	
\$6,850,000	26,600	4	3	
\$6,900,000	26,800	4	3	
\$6,950,000	27,000	4	3	
\$7,000,000	27,200	4	3	
\$7,050,000	27,400	4	3	
\$7,100,000	27,600	4	3	
\$7,150,000	27,800	4	3	
\$7,200,000	28,000	4	3	
\$7,250,000	28,200	4	3	
\$7,300,000	28,400	4	3	
\$7,350,000	28,600	4	3	
\$7,400,000	28,800	4	3	
\$7,450,000	29,000	4	3	
\$7,500,000	29,200	4	3	
\$7,550,000	29,400	4	3	
\$7,600,000	29,600	4	3	
\$7,650,000	29,800	4	3	
\$7,700,000	30,000	4	3	
\$7,750,000	30,200	4	3	
\$7,800,000	30,400	4	3	
\$7,850,000	30,600	4	3	
\$7,900,000	30,800	4	3	
\$7,950,000	31,000	4	3	
\$8,000,000	31,200	4	3	
\$8,050,000	31,400	4	3	
\$8,100,000	31,600	4	3	
\$8,150,000	31,800	4	3	
\$8,200,000	32,000	4	3	
\$8,250,000	32,200	4	3	
\$8,300,000	32,400	4	3	
\$8,350,000	32,600	4	3	
\$8,400,000	32,800	4	3	
\$8,450,000	33,000	4	3	
\$8,500,000	33,200	4	3	
\$8,550,000	33,400	4	3	
\$8,600,000	33,600	4	3	
\$8,650,000	33,800	4	3	
\$8,700,000	34,000	4	3	
\$8,750,000	34,200	4	3	
\$8,800,000	34,400	4	3	
\$8,850,000	34,600	4	3	
\$8,900,000	34,800	4	3	
\$8,950,000	35,000	4	3	
\$9,000,000	35,200	4	3	
\$9,050,000	35,400	4	3	
\$9,100,000	35,600	4	3	
\$9,150,000	35,800	4	3	
\$9,200,000	36,000	4	3	
\$9,250,000	36,200	4	3	
\$9,300,000	36,400	4	3	
\$9,350,000	36,600	4	3	
\$9,400,000	36,800	4	3	
\$9,450,000	37,000	4	3	
\$9,500,000	37,200	4	3	
\$9,550,000	37,400	4	3	
\$9,600,000	37,600	4	3	
\$9,650,000	37,800	4	3	
\$9,700,000	38,000	4	3	
\$9,750,000	38,200	4	3	
\$9,800,000	38,400	4	3	
\$9,850,000	38,600	4	3	
\$9,900,000	38,800	4	3	
\$9,950,000	39,000	4	3	
\$10,000,000	39,200	4	3	

Map

PROPERTY INFORMATION

Address: 1234 Main St, City, State, Zip

Price: \$1,000,000

Sq. Ft.: 1,000

Bedrooms: 3

Bathrooms: 2

Photos: 10

Description: This is a beautiful property with a large lot and a well-maintained house. It features a modern kitchen, hardwood floors, and a large living room. The property is located in a desirable neighborhood and is a great investment opportunity.

VIEW MORE PROPERTIES

See more properties in your area.

Home Locator


SEARCH AREA

FILTER
 Price Range: \$0 - \$1,000,000
 Bedrooms: 1 - 5
 Bathrooms: 1 - 5
 Sq. Ft.: 100 - 10,000
 Year Built: 1900 - 2020
 Property Type: All

Price	Sq. Ft.	Bedrooms	Bathrooms	Year Built
\$400,000	1,500	3	2	2010
\$350,000	1,200	2	2	2008
\$300,000	1,000	2	2	2005
\$250,000	900	2	2	2003
\$200,000	800	2	2	2001
\$150,000	700	2	2	1998
\$100,000	600	2	2	1995
\$50,000	500	2	2	1990

VIEW MORE PROPERTIES
 The best properties for you.


Home Locator

SEARCH AREA


SEARCH RESULTS

Address	City	State	Zip	Distance	Score	Details
1000 W. 10th St.	Charlotte	NC	28203	0.1	100	View Details
1000 W. 10th St.	Charlotte	NC	28203	0.1	100	View Details



PROPERTY INFORMATION

1000 W. 10th St.

Charlotte, NC 28203

Property Information


HOME LOCATOR

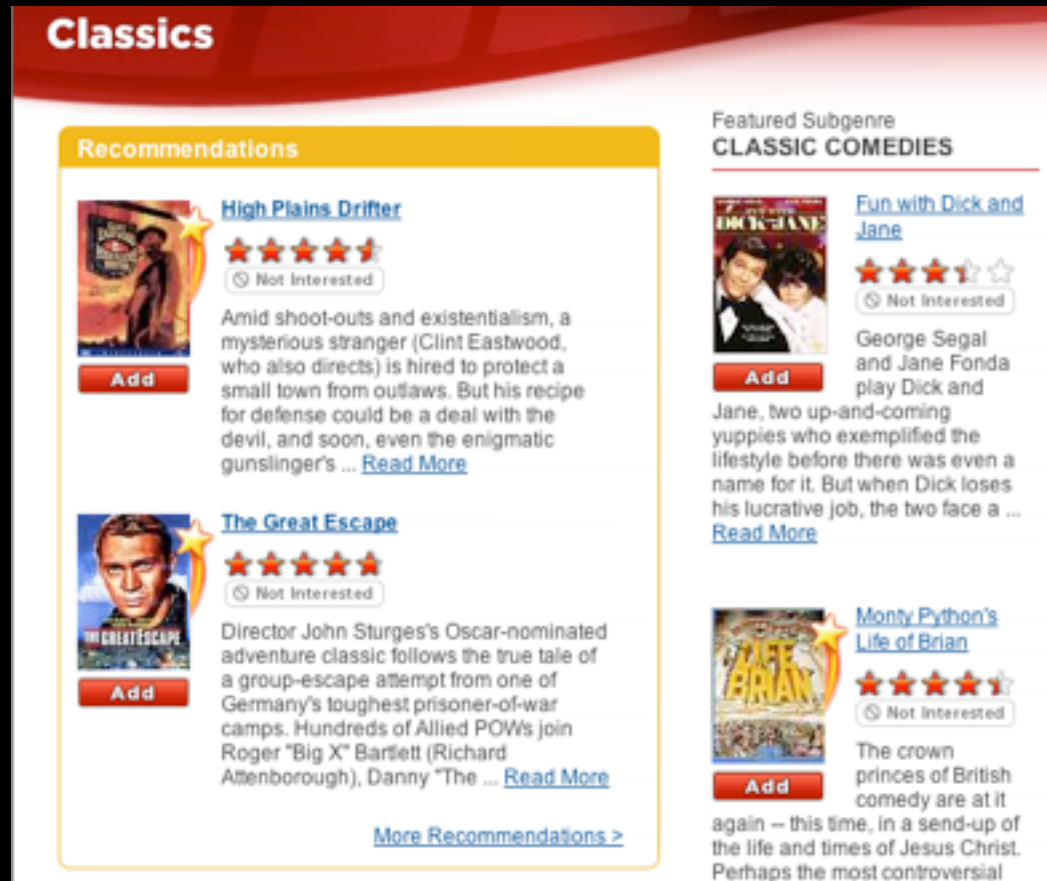
The Home Locator is a tool that helps you find the best location for your business.



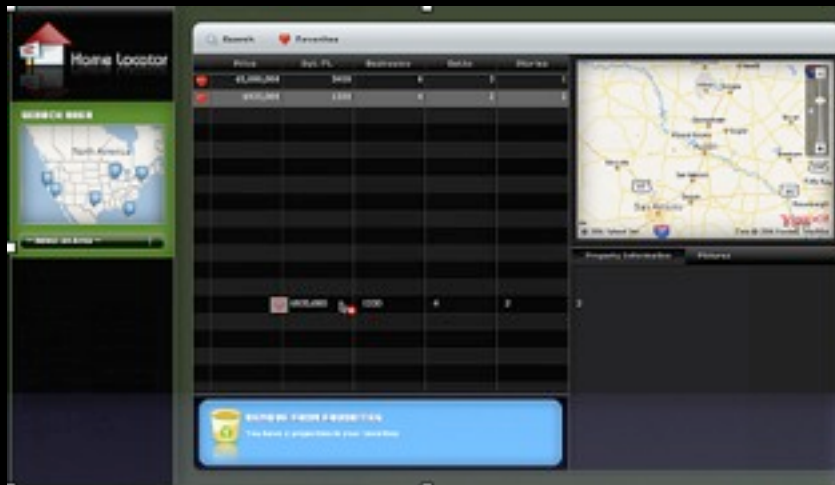
anti-pattern. artificial construct.



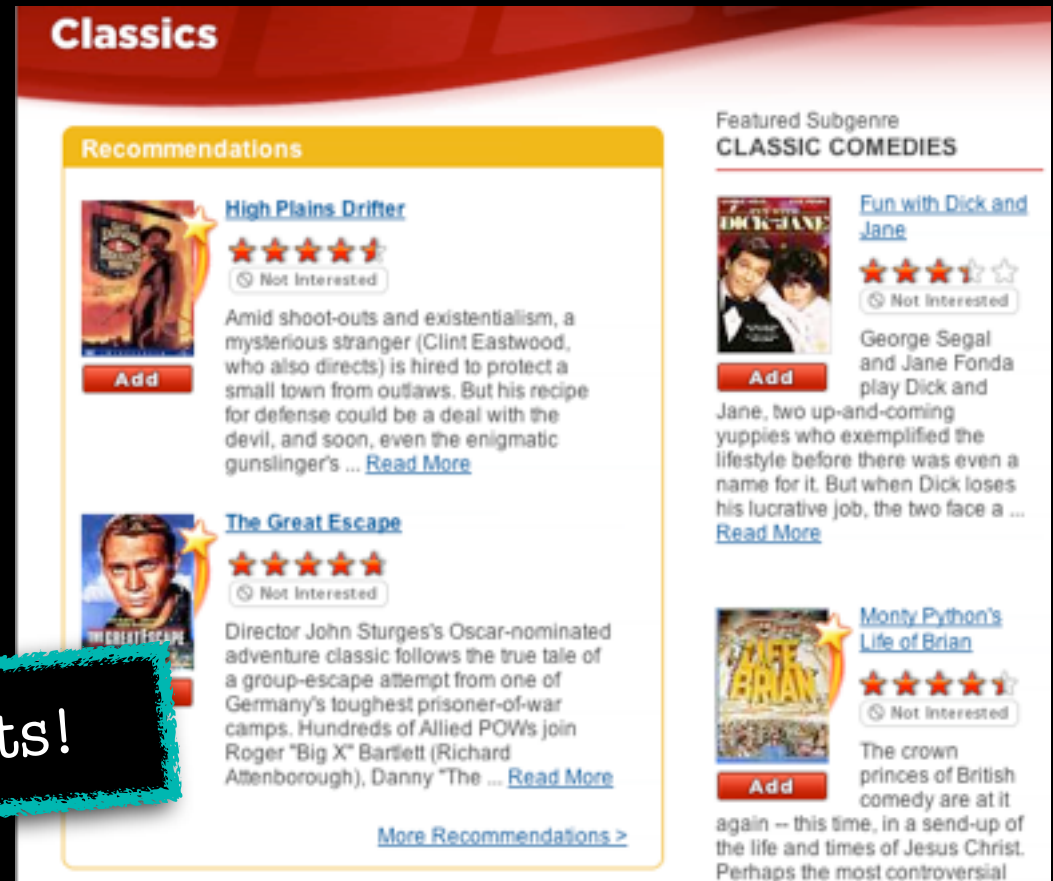
anti-pattern. artificial construct.



rate an object. netflix.com



anti-pattern. artificial construct.



rate an object. netflix.com



Require a
light footprint.

digg™

digg



In Page Actions (always visible)

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

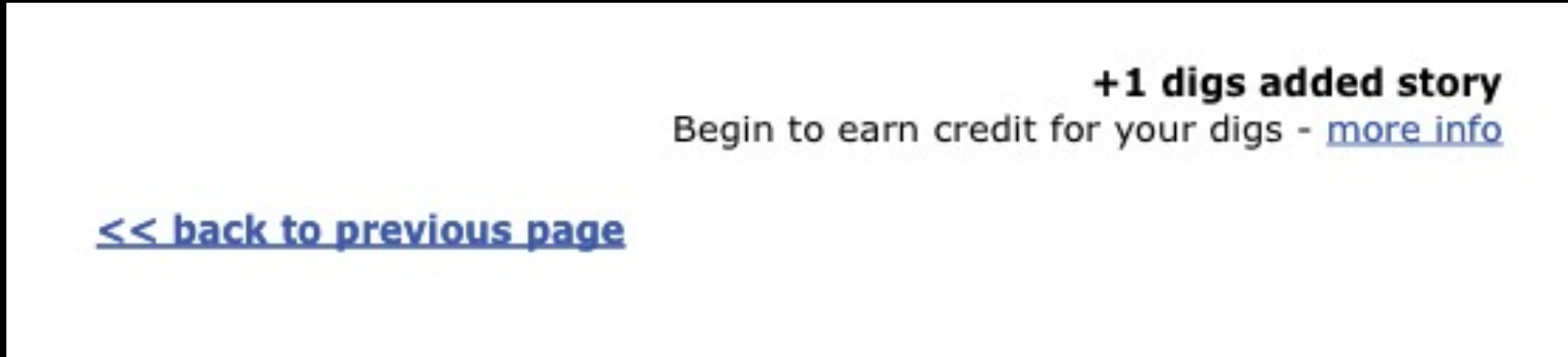
IBM, AMD, Sony boost chip speeds by 24%

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

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

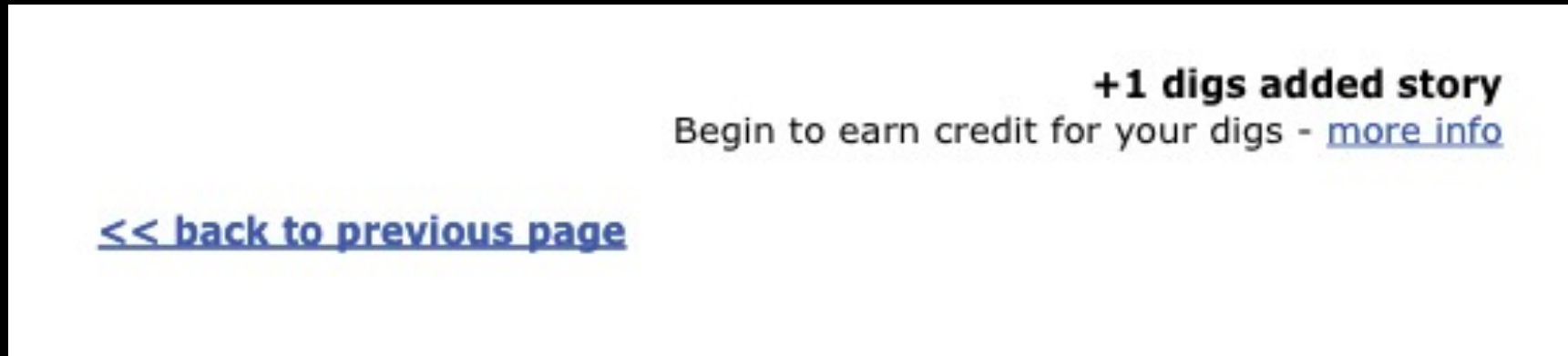
original digg site. [digg.com](#) 1.0

In Page Actions (always visible)

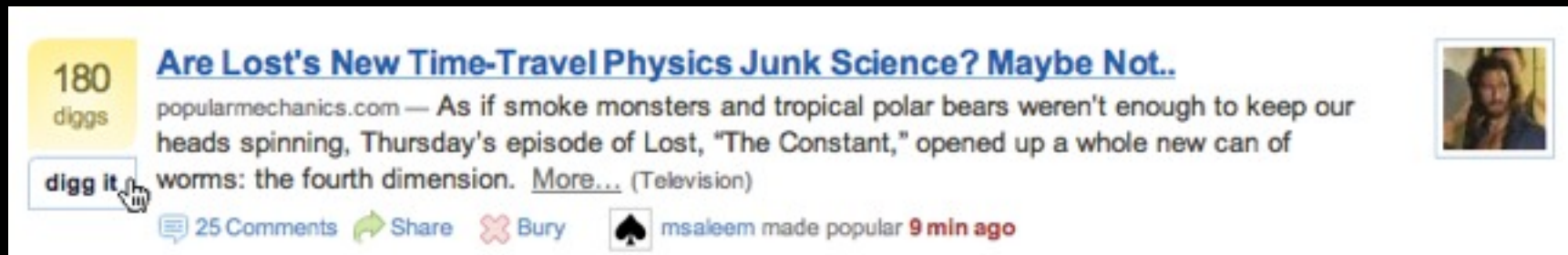


original digg site. [digg.com](#) 1.0

In Page Actions (always visible)

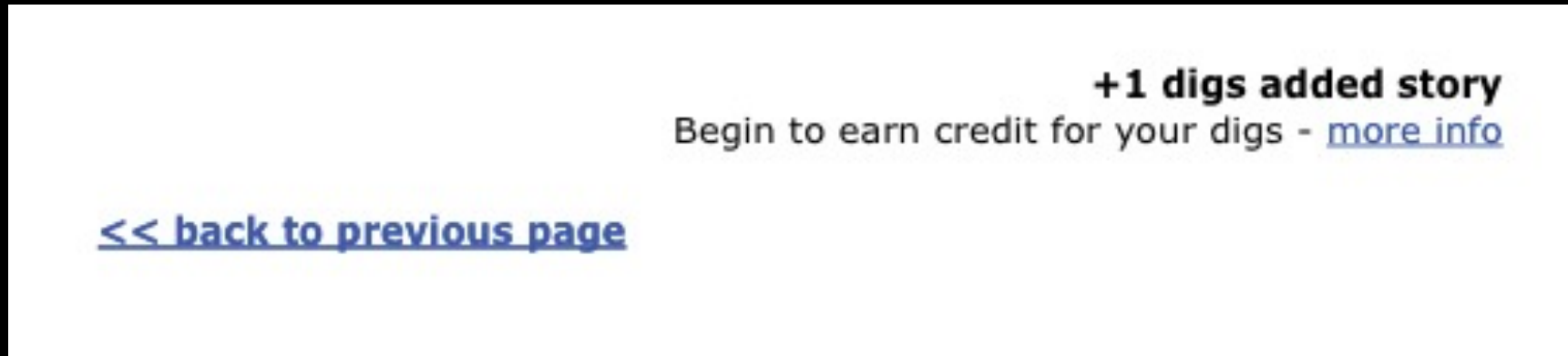


original digg site. [digg.com](#) 1.0



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

In Page Actions (always visible)

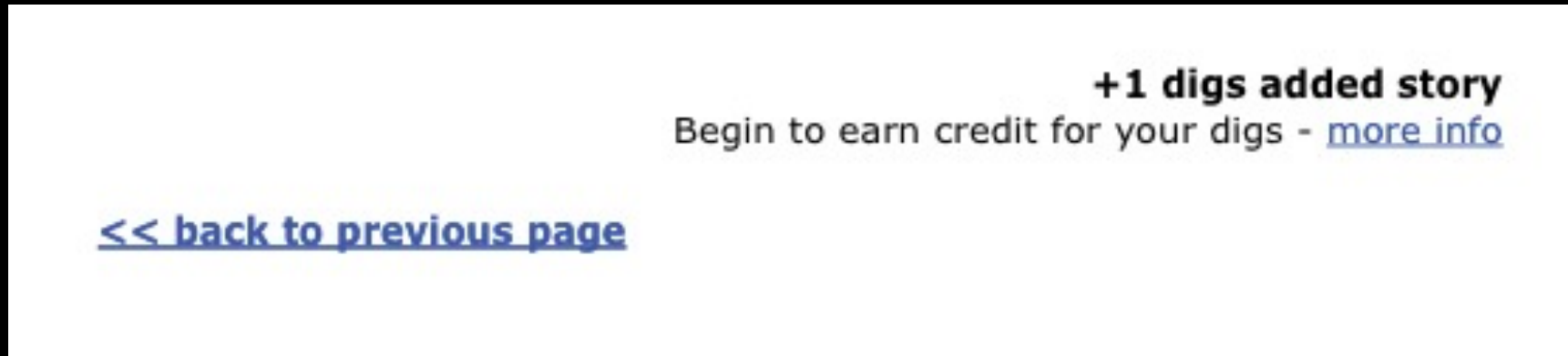


original digg site. [digg.com](#) 1.0

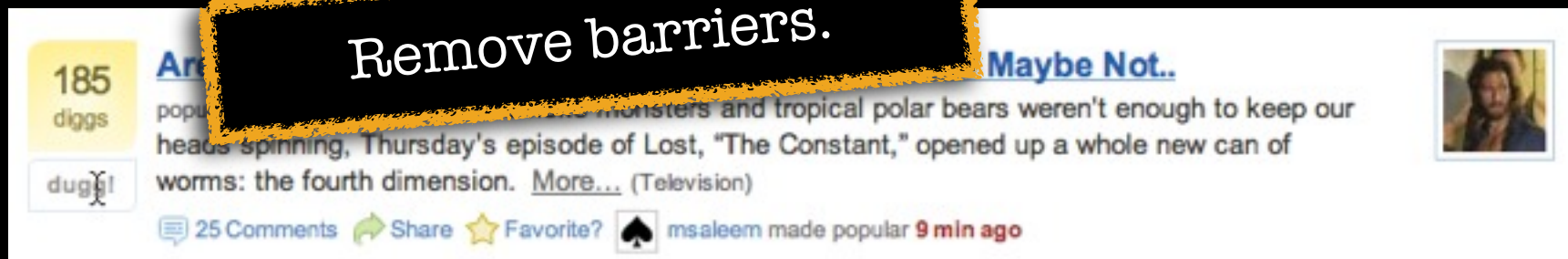


in-page action. [digg.com](#)

In Page Actions (always visible)

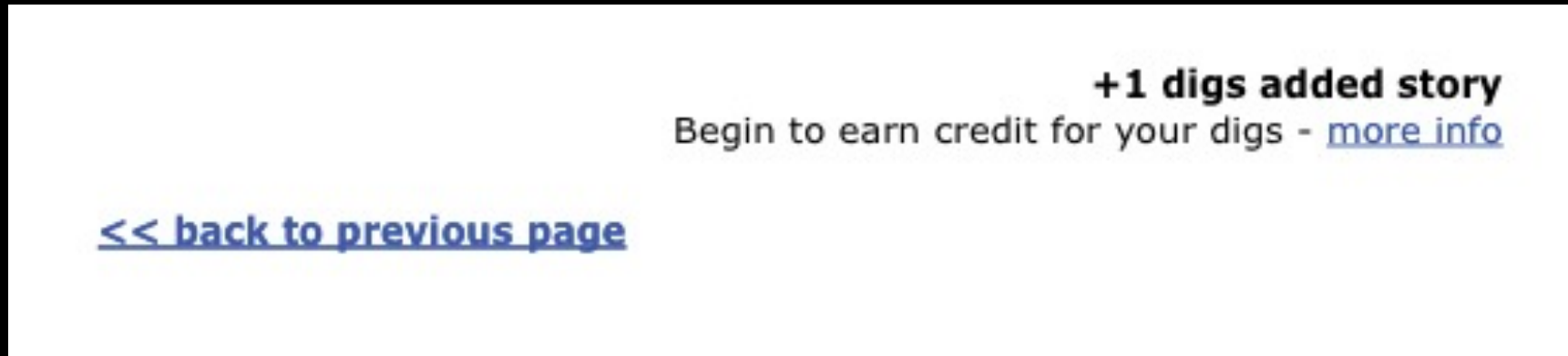


original digg site. digg.com 1.0

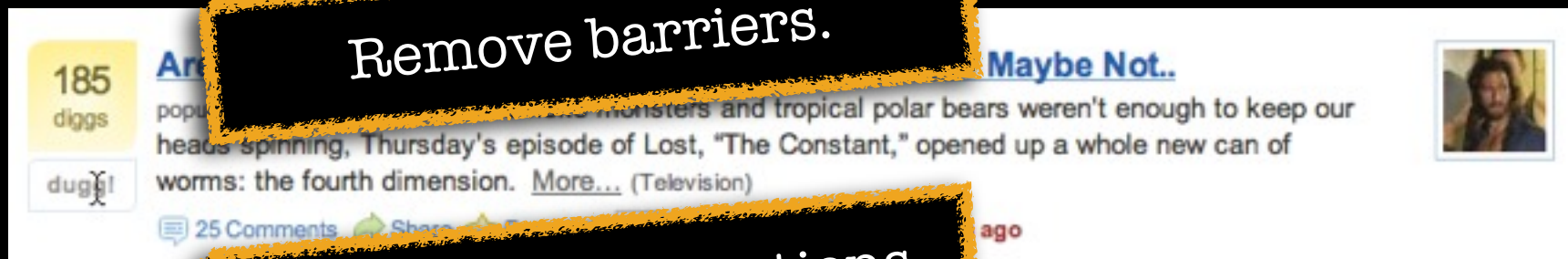


in-page action. digg.com

In Page Actions (always visible)



original digg site. digg.com 1.0

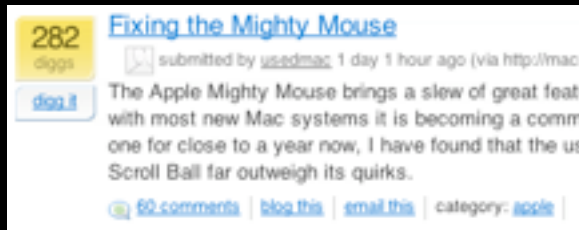


Use for primary actions.

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](#)

282
digg

[Fixing the Mighty Mouse](#)

 submitted by [usedmac](#) 1 day 1 hour ago (via [http://mac](#))

[digg it](#)

The Apple Mighty Mouse brings a slew of great feat with most new Mac systems it is becoming a comm one for close to a year now, I have found that the us Scroll Ball far outweigh its quirks.

[62 comments](#) | [blog this](#) | [email this](#) | category: [apple](#)

rating an object. [y!news](#), [netflix](#)

RECOMMEND THIS STORY

Recommend It:

☐ ☐ ☐ ☐ ☐

Average (63 votes)

☒ ☒ ☒ ☒ ☒

Classics

Recommendations



Add

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



Add

The Great Escape
★★★★★
☐ Not Interested
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 Subgenre
CLASSIC COMEDIES



Add

Fun with Dick and Jane
★★★★★
☐ Not Interested
George Segal and Jane Fonda play Dick and Jane, two up-and-coming yuppies who exemplified the lifestyle before there was even a name for it. But when Dick loses his lucrative job, the two face a ... [Read More](#)



Add

Monty Python's Life of Brian
★★★★★
☐ Not Interested
The crown princes of British comedy are at it again -- this time, in a send-up of the life and times of Jesus Christ. Perhaps the most controversial

In Page Actions (always visible)

in-page action. digg.com

282
digs

[dig it](#)

Fixing the Mighty Mouse
submitted by [usedmac](#) 1 day 1 hour ago (via [http://mac](#))

The Apple Mighty Mouse brings a slew of great feat with most new Mac systems it is becoming a comm one for close to a year now, I have found that the us Scroll Ball far outweigh its quirks.

[60 comments](#) | [blog this](#) | [email this](#) | category: [apple](#)

rating an object. y!news, netflix

RECOMMEND THIS STORY

Recommend It:  Average (63 votes) 

Classics

Recommendations



High Plains Drifter

★★★★★
(Not Interested)

Amid shoot-outs and existentialism, a mysterious stranger (Clint Eastwood, who also directs) is hired to protect a small town from outlaws. But his recipe for defense could be a deal with the devil, and soon, even the enigmatic gunslinger's ... [Read More](#)



The Great Escape

★★★★★
(Not Interested)

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 Ringer "Big X" Bartlett (Richard Attenborough), Danny The ... [Read More](#)

[More Recommendations >](#)

Featured Subjects

CLASSIC COMEDIES



Fun with Dick and Jane

★★★★☆
(Not Interested)

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



Monty Python's Life of Brian

★★★★☆
(Not Interested)

The crown princes of British comedy are at it again — this time, in a send-up of the life and times of Jesus Christ. Perhaps the most controversial



The Critics:
B-
[14 reviews](#)

My Grade:
Rate this Movie!
 Select grade to the right
[write a review](#)

A
B
C
D
F

Yahoo! Users:
B+
[13199 ratings](#)

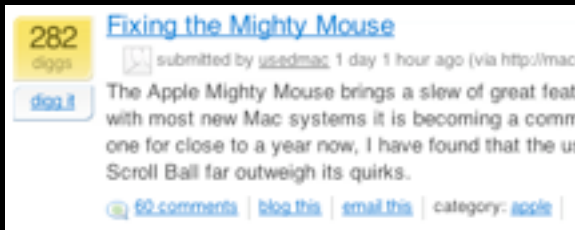
Answer hidden due to its low rating [Show](#)

Total rating: -16 32  48 

rating an object. y!movies, y!answers

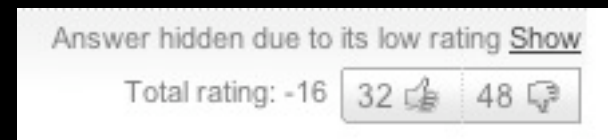
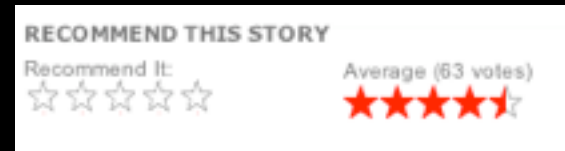
In Page Actions (always visible)

in-page action. digg.com



remembered collections. gap.com

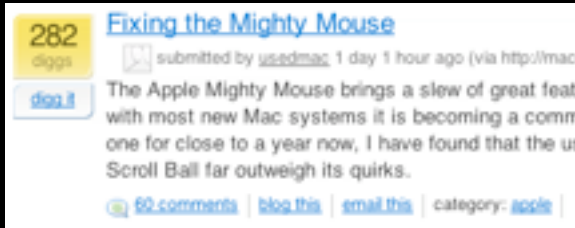
rating an object. y!news, netflix



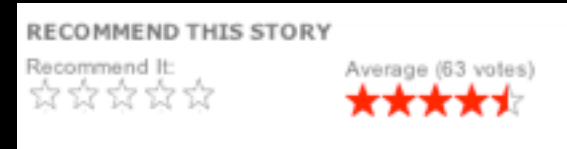
rating an object. y!movies, y!answers

In Page Actions (always visible)

in-page action. digg.com



rating an object. y!news, netflix

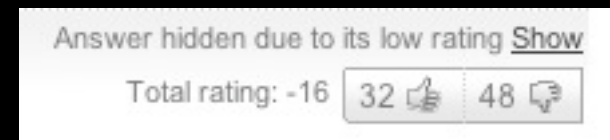


Use to reduce the “click weight.”

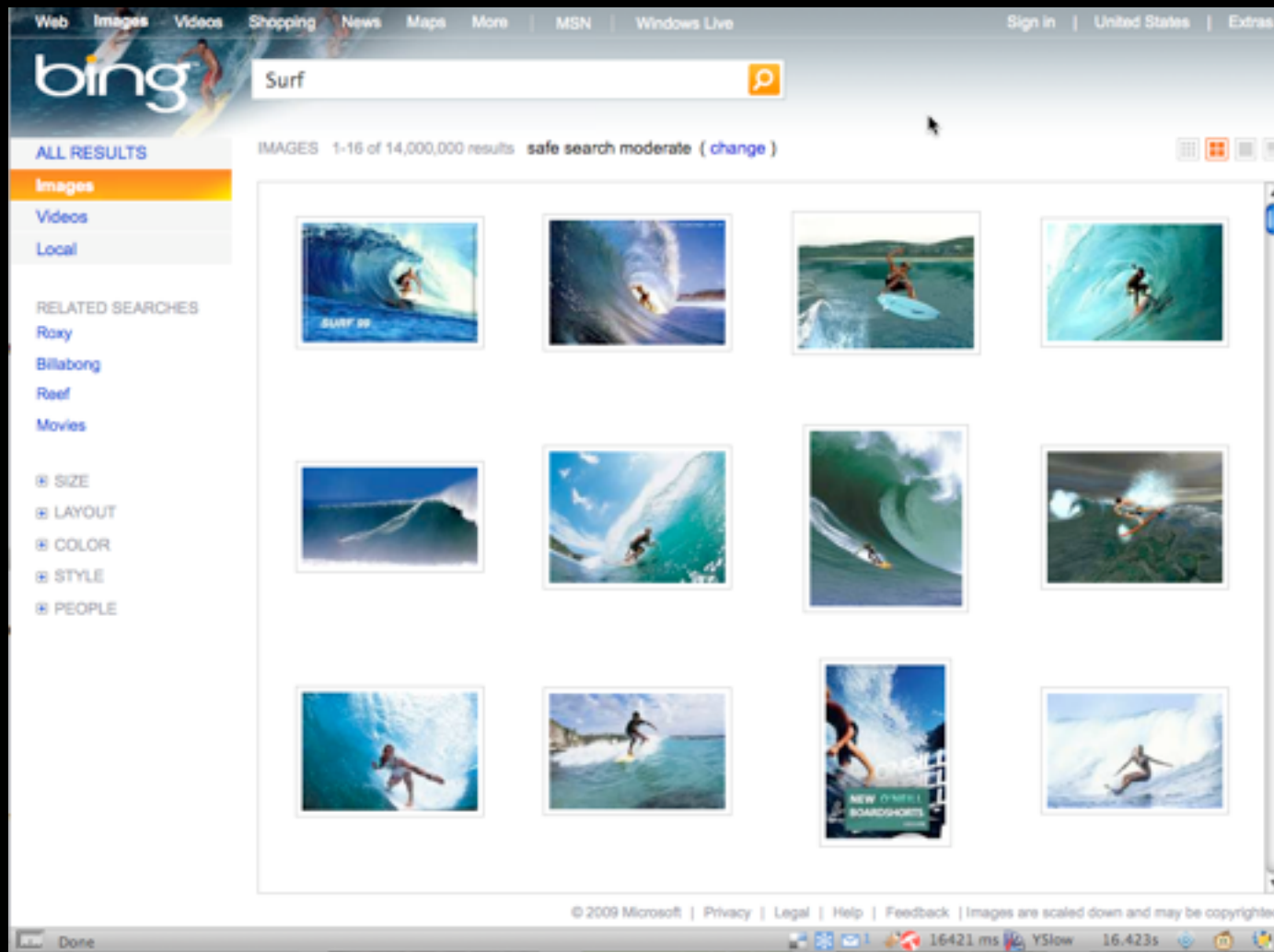
- # of interaction steps
- Decision time
- Seek time
- Second guessing
- Wait time



remembered collections. gap.com

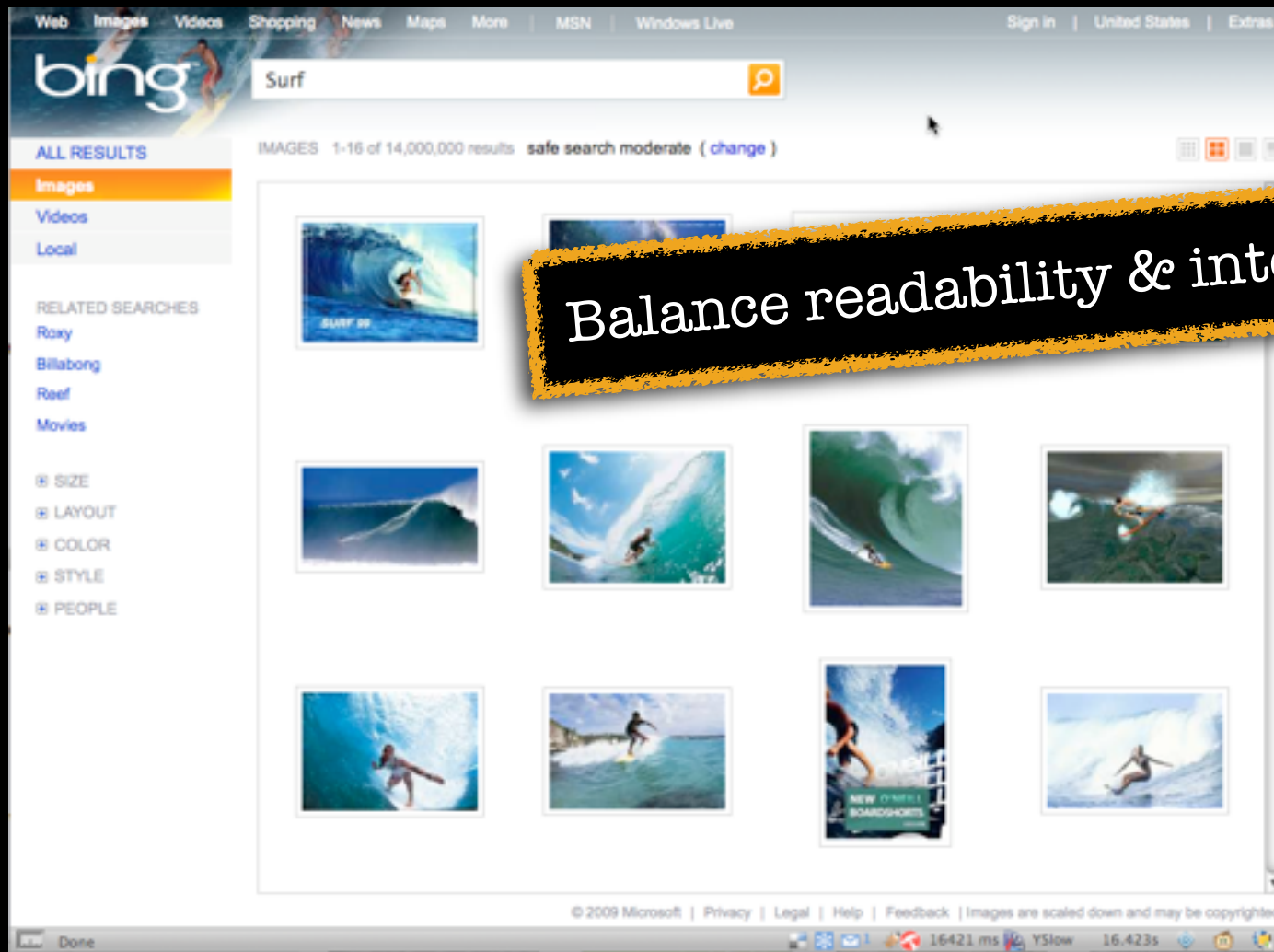


Contextual Tools (inlay on hover)



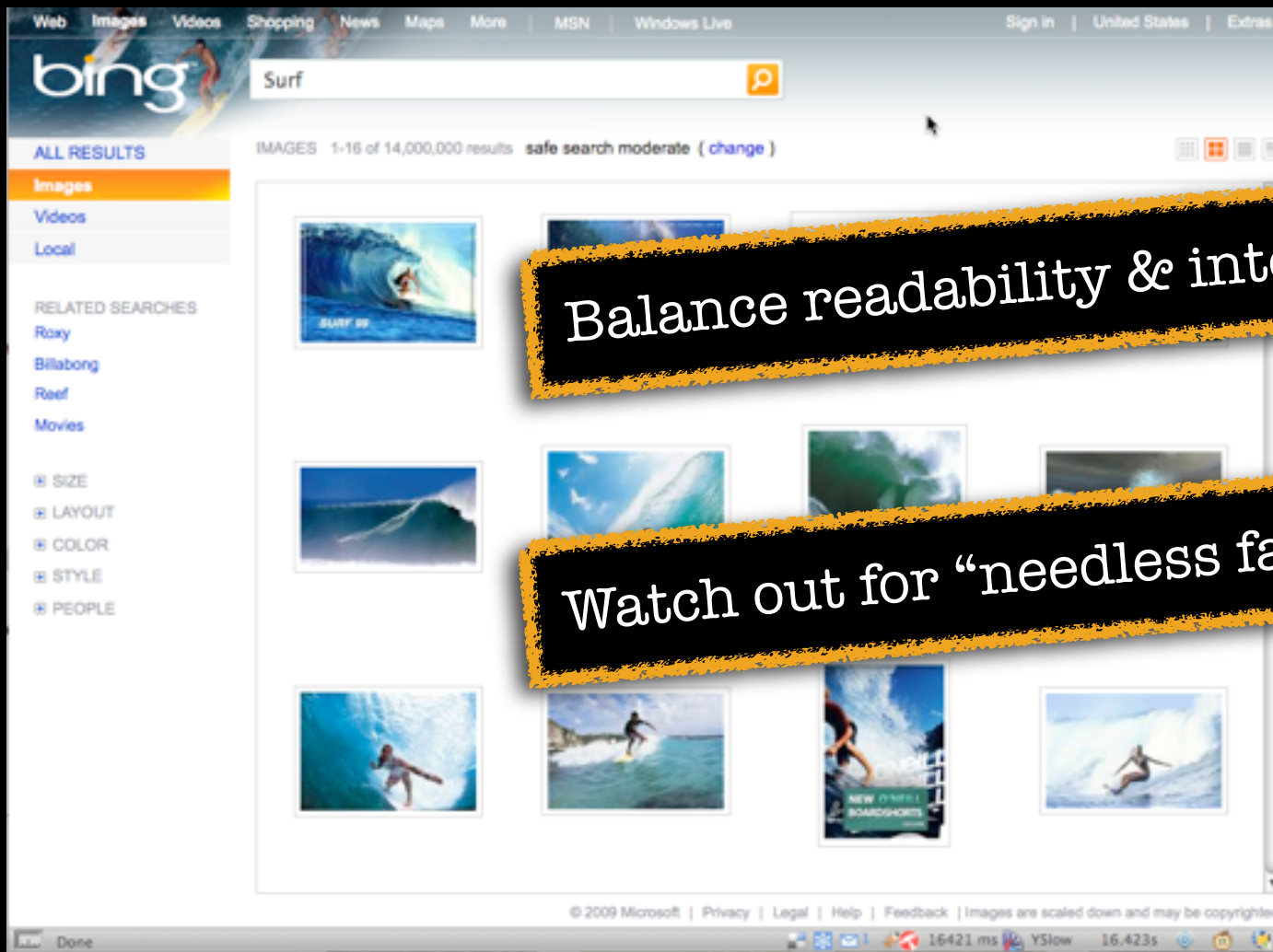
contextual tool overlay. bing.com

Contextual Tools (inlay on hover)



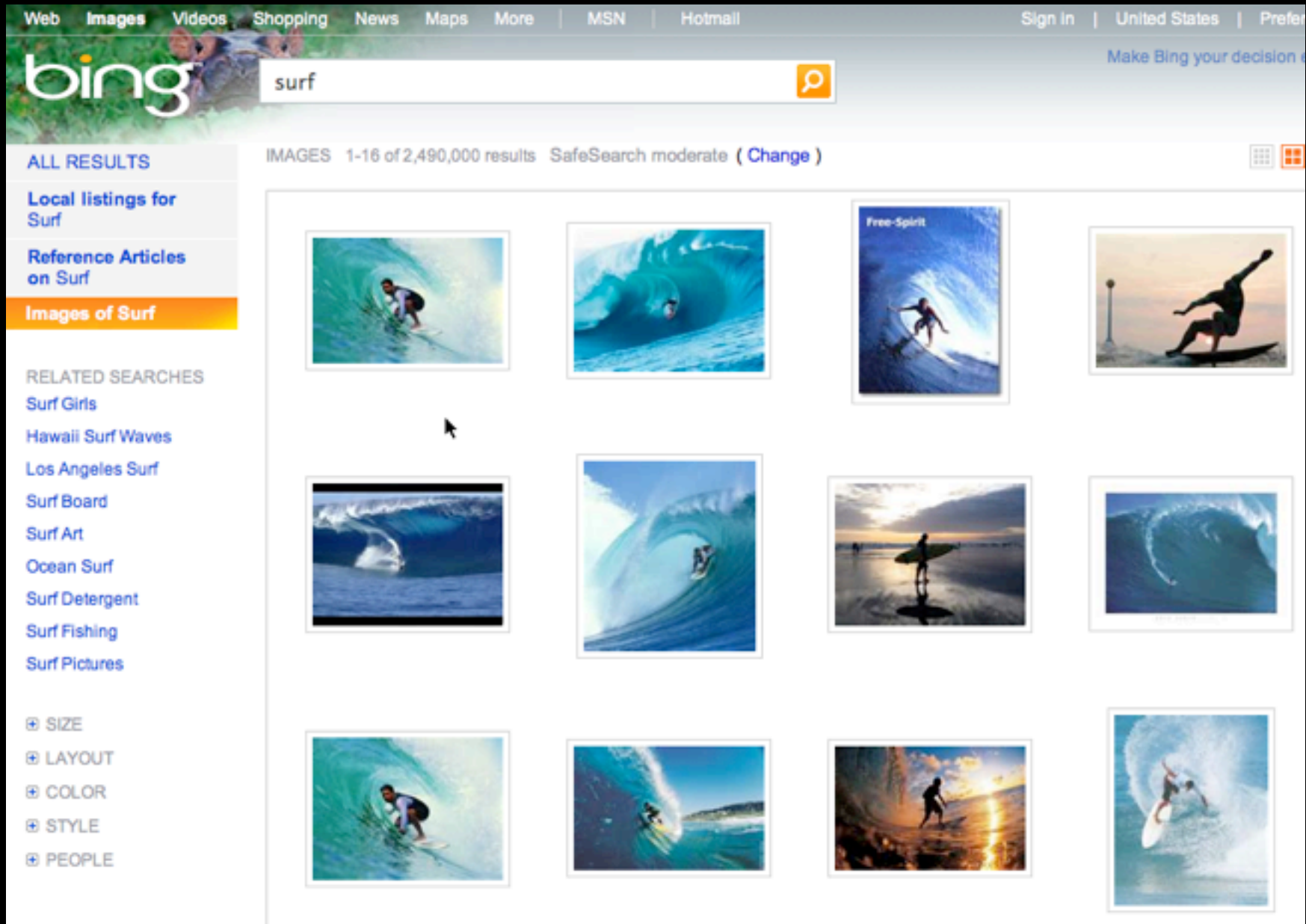
contextual tool overlay. bing.com

Contextual Tools (inlay on hover)



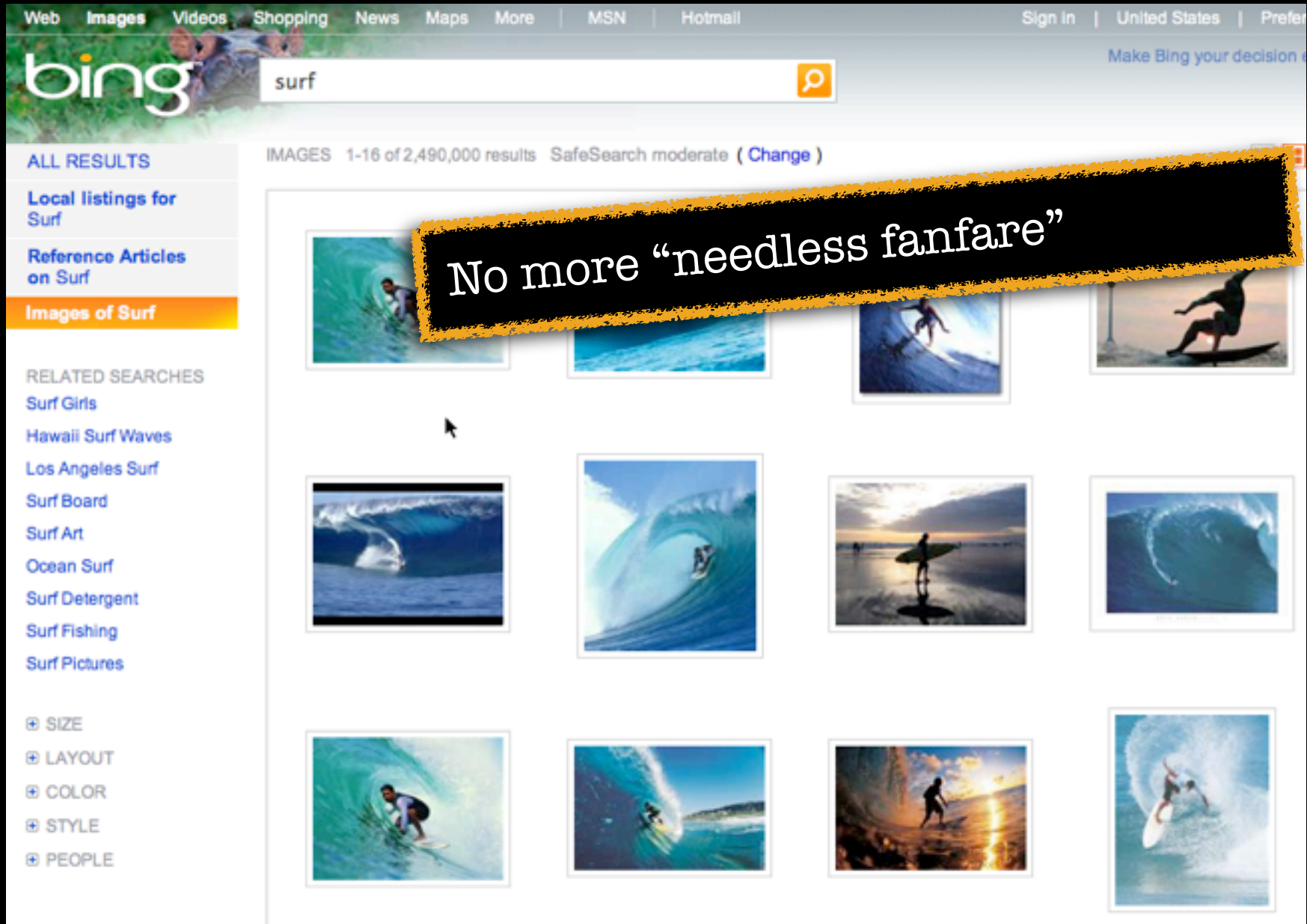
contextual tool overlay. bing.com

Bing Refactored

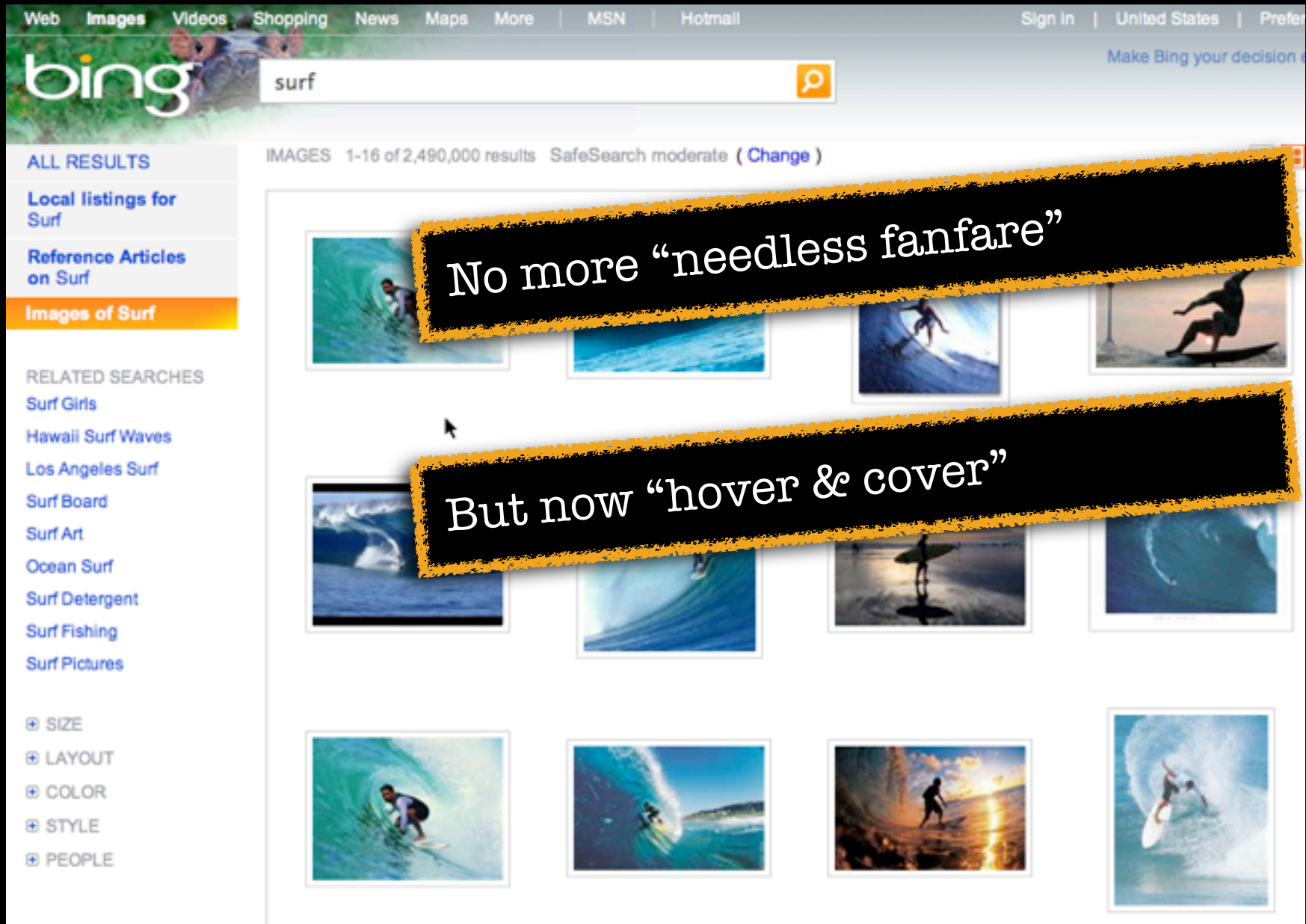


contextual tool overlay. bing.com

Bing Refactored



Bing Refactored



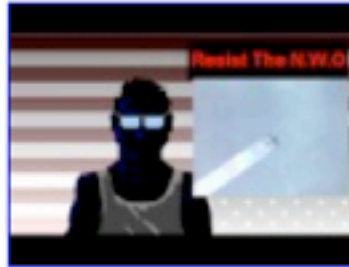
Contextual Tools (inlay on hover)

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.

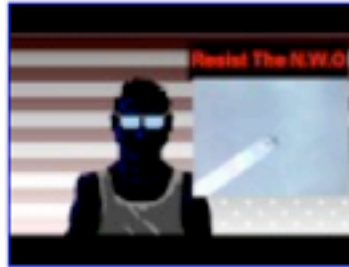
Contextual Tools (inlay on hover)

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](#)



[enTech](#)

Anti-Pattern: Content Shuffle

*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 Tools (inlay on hover)

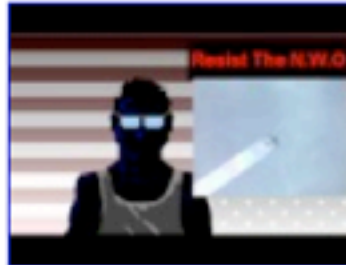
Results 1 - 3 of about 3 for epigenome time (0.06 s) - [RSS](#)



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

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](#).

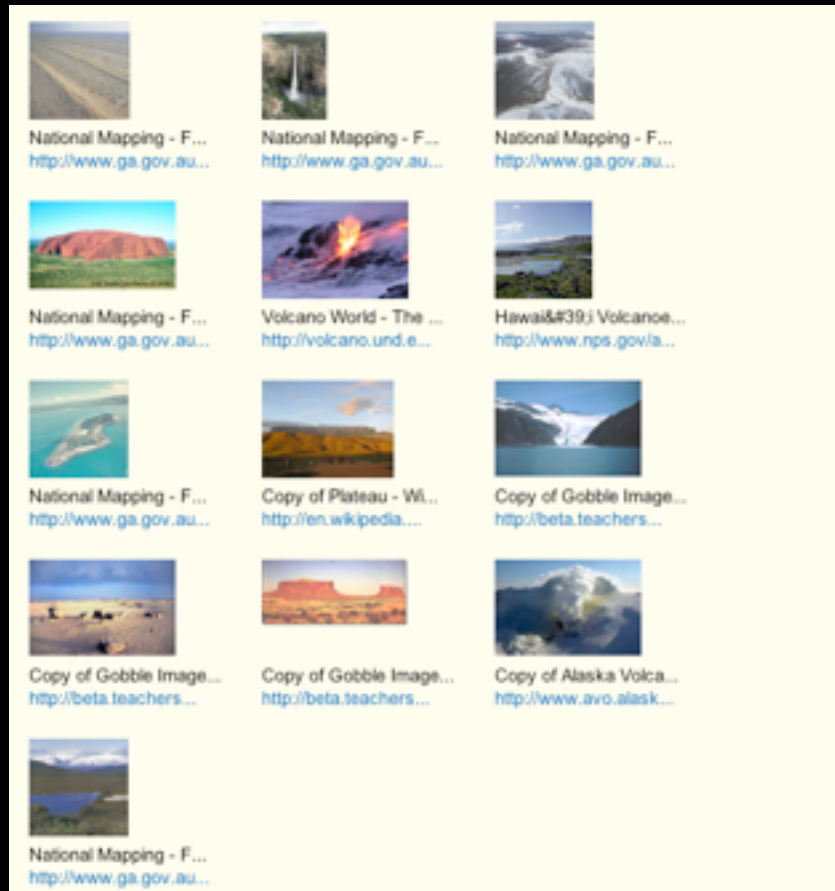
[YouTube results for epigenome time](#)

Searches related to: **epigenome time**

[all time low](#) [first time](#) [time travel](#) [time warp](#)
[summer time](#)

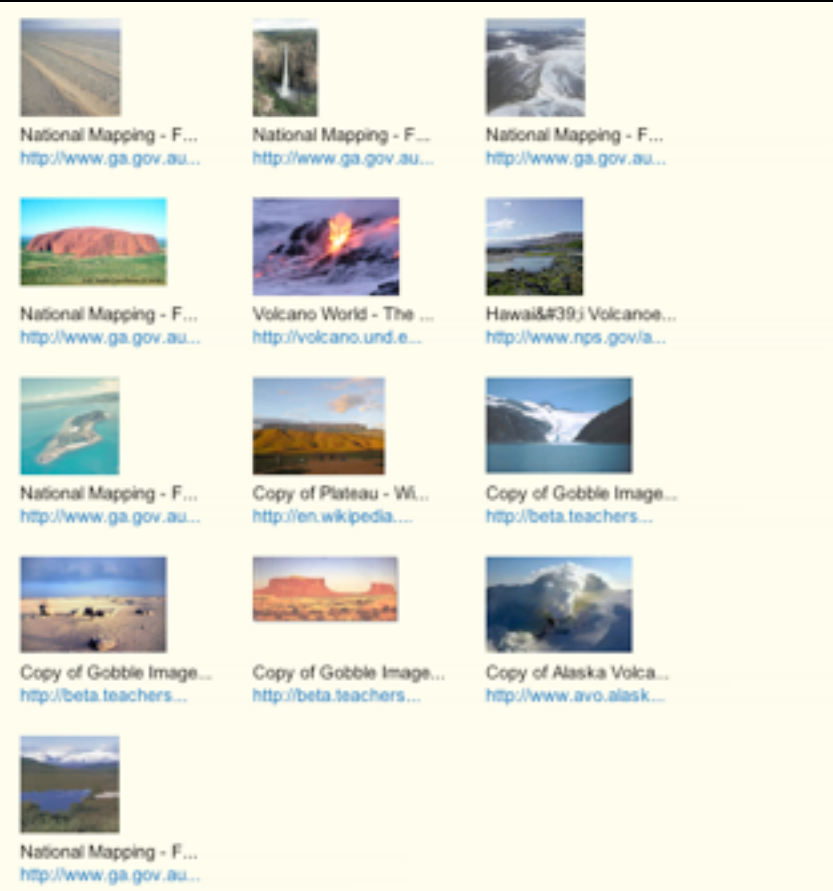
Get the [latest videos on epigenome time](#) with Google Alerts.

Anti-Pattern: Hover & Cover



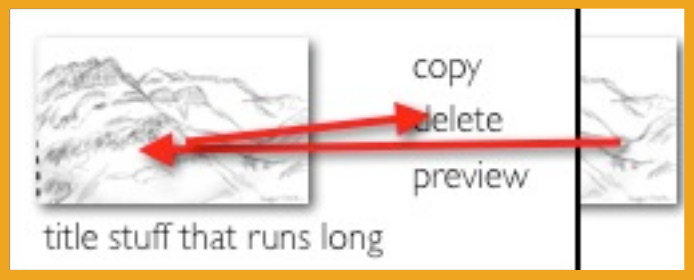
anti-pattern. hover & cover. yahoo! teachers

Anti-Pattern: Hover & Cover



anti-pattern. hover & cover. yahoo! teachers

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

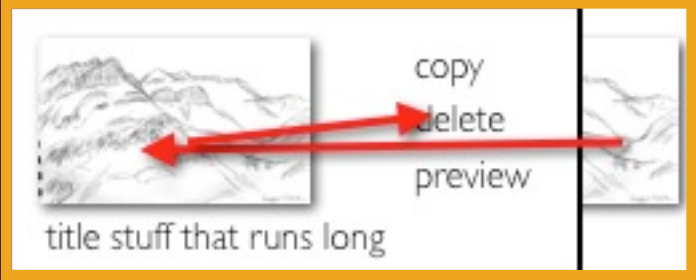


Anti-Pattern: Hover & Cover

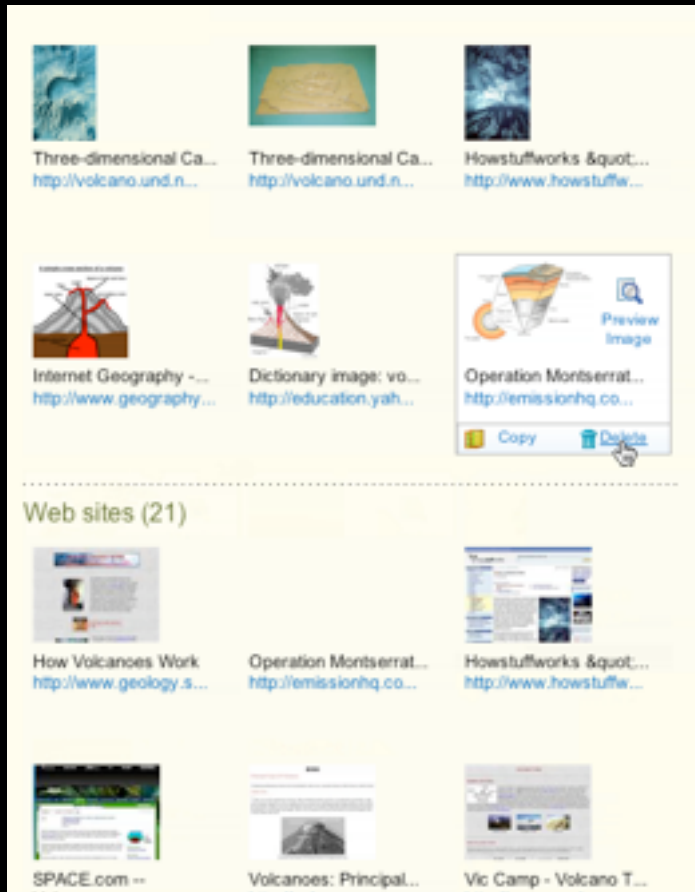


anti-pattern. hover & cover. yahoo! teachers

	Page Render	Mouse over object	Mouse leaves tool layer	Tool selected	In Progress	Complete
		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		

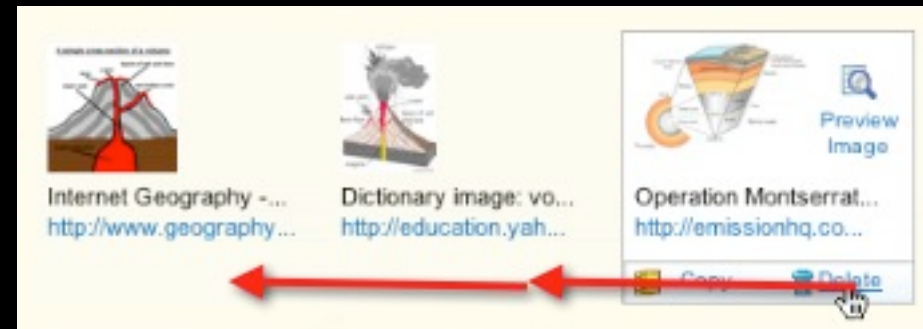
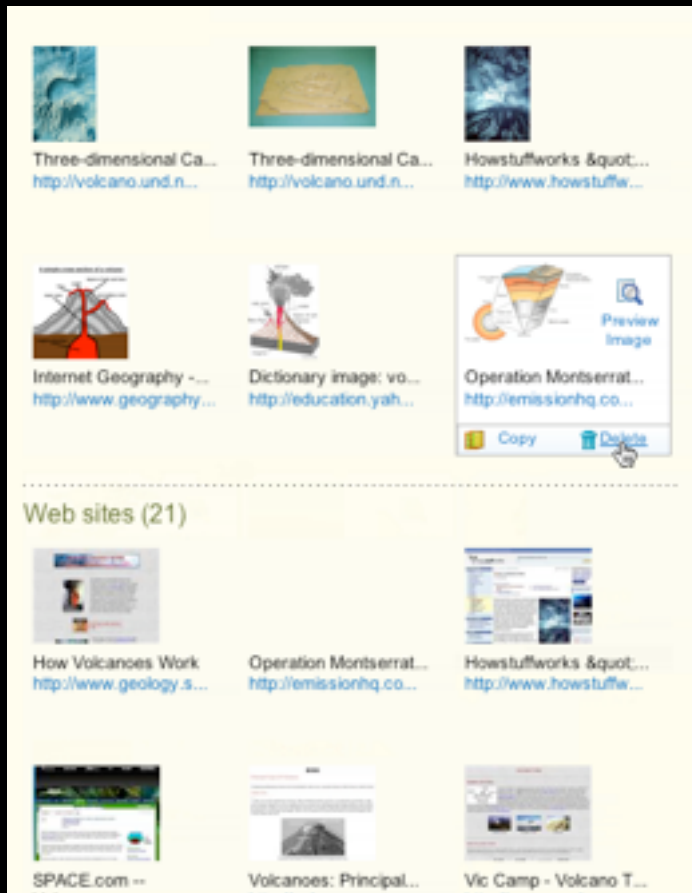


Yahoo! Teachers Refactored



hover & cover resolved. y! teachers

Yahoo! Teachers Refactored



hover & cover resolved. y! teachers

Contextual Tools (overlay on hover)

Inbox (11 unread)

Matt Marenghi	Invitation to connect	Jul 16	take action ▾
Keith Deacon	RE: Wondered what...	Jul 14	take action ▾
Sita Bhatt	What are your top 5...	Jul 14	Archive
Nick Finck	The Netflix connection	Jul 13	take action ▾
Robert Newby	Please contact Robert...	Jul 7	Archive




Action Items: [Invitations \(10\)](#), [InMails \(4\)](#), [See all messages »](#)

Network Updates

[See more updates »](#)

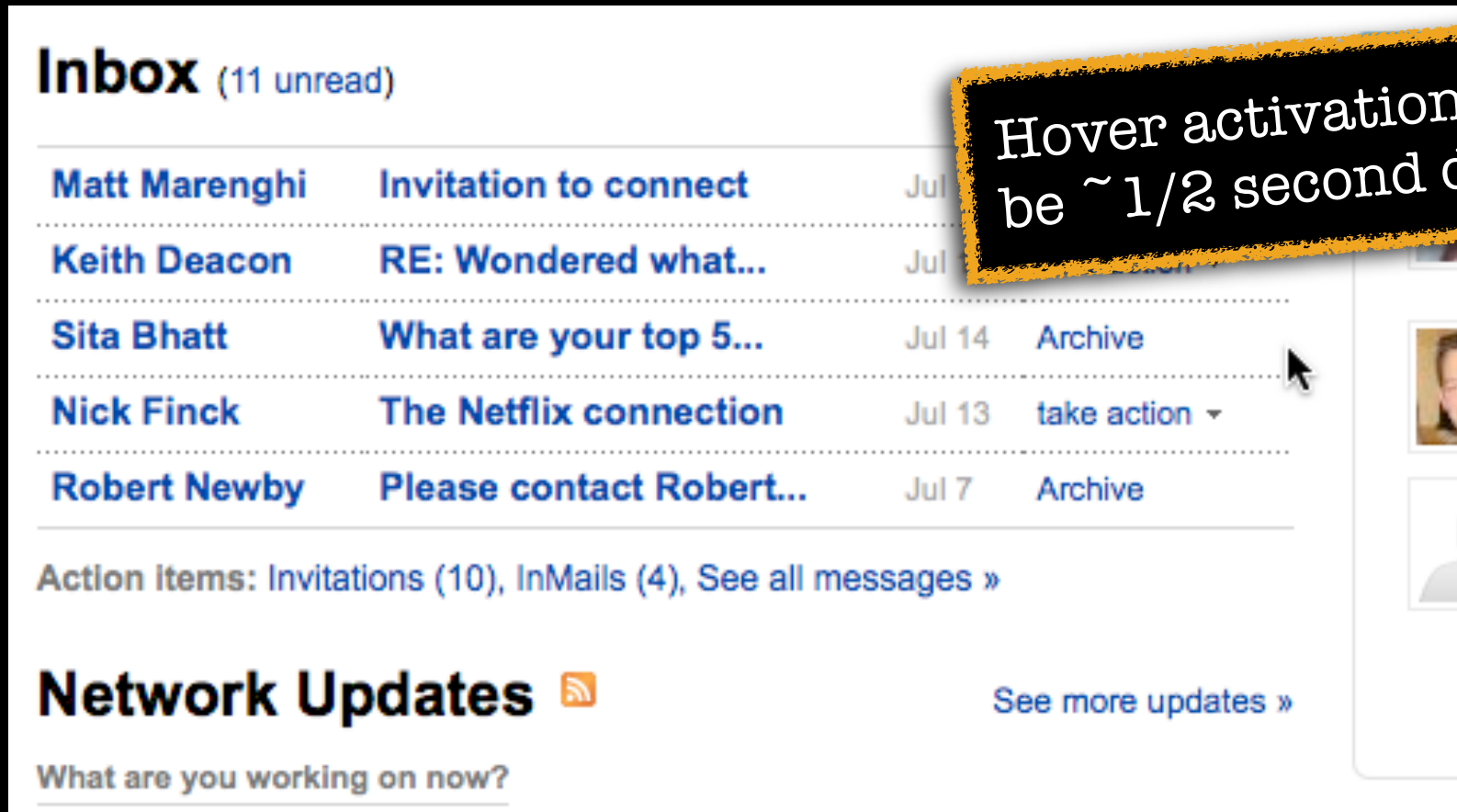
What are you working on now?

Peop



hover details. [linkedin.com](https://www.linkedin.com)

Contextual Tools (overlay on hover)




The screenshot shows a LinkedIn interface. At the top is the 'Inbox' section with '(11 unread)' messages. Below it is a list of five messages from Matt Marenghi, Keith Deacon, Sita Bhatt, Nick Finck, and Robert Newby. Each message has a subject line, a date, and an action link. A mouse cursor is hovering over the 'take action' link for Nick Finck's message. To the right of the messages is a sidebar with profile pictures. Below the inbox is the 'Network Updates' section with a sub-header 'What are you working on now?' and a 'See more updates' link. A yellow callout box with a black border and white text is overlaid on the right side of the inbox, stating: 'Hover activation should be ~ 1/2 second delay'.

Inbox (11 unread)

From	Subject	Date	Action
Matt Marenghi	Invitation to connect	Jul 14	
Keith Deacon	RE: Wondered what...	Jul 14	
Sita Bhatt	What are your top 5...	Jul 14	Archive
Nick Finck	The Netflix connection	Jul 13	take action ▾
Robert Newby	Please contact Robert...	Jul 7	Archive

Action Items: Invitations (10), InMails (4), See all messages »

Network Updates  See more updates »

What are you working on now?

hover details. [linkedin.com](https://www.linkedin.com)


Contextual Tools (overlay on hover)

The screenshot shows a LinkedIn interface. At the top is the 'Inbox' section with 11 unread messages. Below it is a list of five messages from Matt Marenghi, Keith Deacon, Sita Bhatt, Nick Finck, and Robert Newby. Under the messages is an 'Action Items' section with links for 'Invitations (10)', 'InMails (4)', and 'See all messages'. Below that is the 'Network Updates' section with a feed icon and a 'See more updates' link. Two callout boxes with orange borders and black backgrounds are overlaid on the right side of the inbox list.

Inbox (11 unread)

Matt Marenghi	Invitation to connect	Jul
Keith Deacon	RE: Wondered what...	Jul
Sita Bhatt	What are your top 5...	Jul
Nick Finck	The Netflix connection	Jul
Robert Newby	Please contact Robert...	Jul

Action Items: [Invitations \(10\)](#), [InMails \(4\)](#), [See all messages »](#)

Network Updates  [See more updates »](#)

What are you working on now?

Hover activation should be ~ 1/2 second delay

Time-based targeting is tricky.


hover details. [linkedin.com](https://www.linkedin.com)

Contextual Tools (overlay on hover)

Inbox (11 unread)

Matt Marenghi	Invitation to connect	Jul
Keith Deacon	RE: Wondered what...	Jul
Sita Bhatt	What are your top 5...	Jul
Nick Finck	The Netflix connection	Jul
Robert Newby	Please contact Robert...	Jul

Action Items: Invitations (10), InMails (4), See all messages

Network Updates 

What are you working on now?

Callout 1: Hover activation should be ~ 1/2 second delay

Callout 2: Time-based targeting is tricky.

Callout 3: Mouse path targeting is tricky.


hover details. [linkedin.com](https://www.linkedin.com)

Contextual Tools (overlay on hover)

Inbox (11 unread)

Matt Marenghi	Invitation to connect	Jul
Keith Deacon	RE: Wondered what...	Jul
Sita Bhatt	What are your top 5...	Jul
Nick Finck	The Netflix connection	Jul
Robert Newby	Please contact Robert...	Jul

Action Items: Invitations (10), InMails (4), See all messages

Network Updates 

What are you working on now?

hover details. [linkedin.com](https://www.linkedin.com)

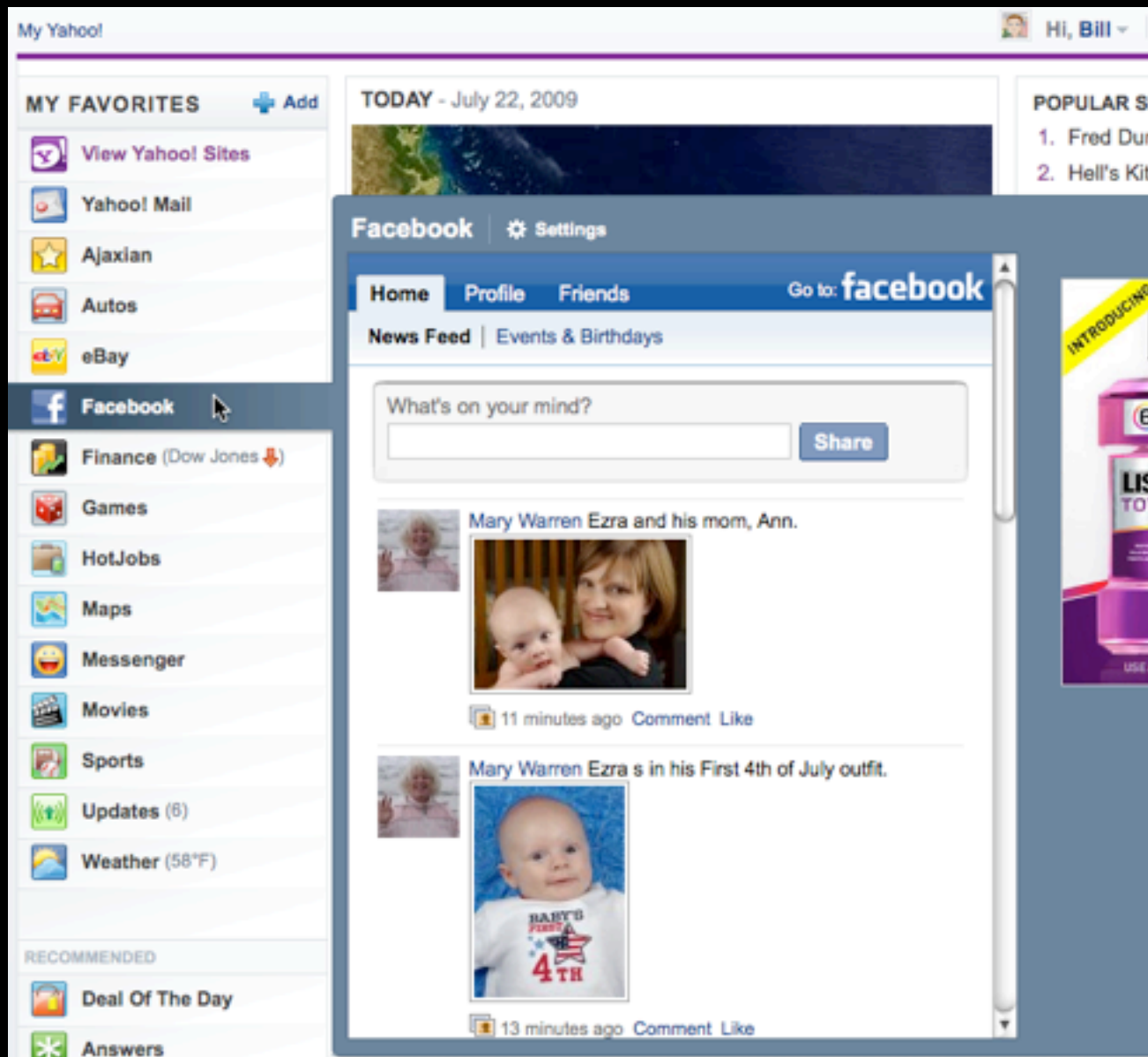
Hover activation should be ~1/2 second delay

Time-based targeting is tricky.

Mouse path targeting is tricky.

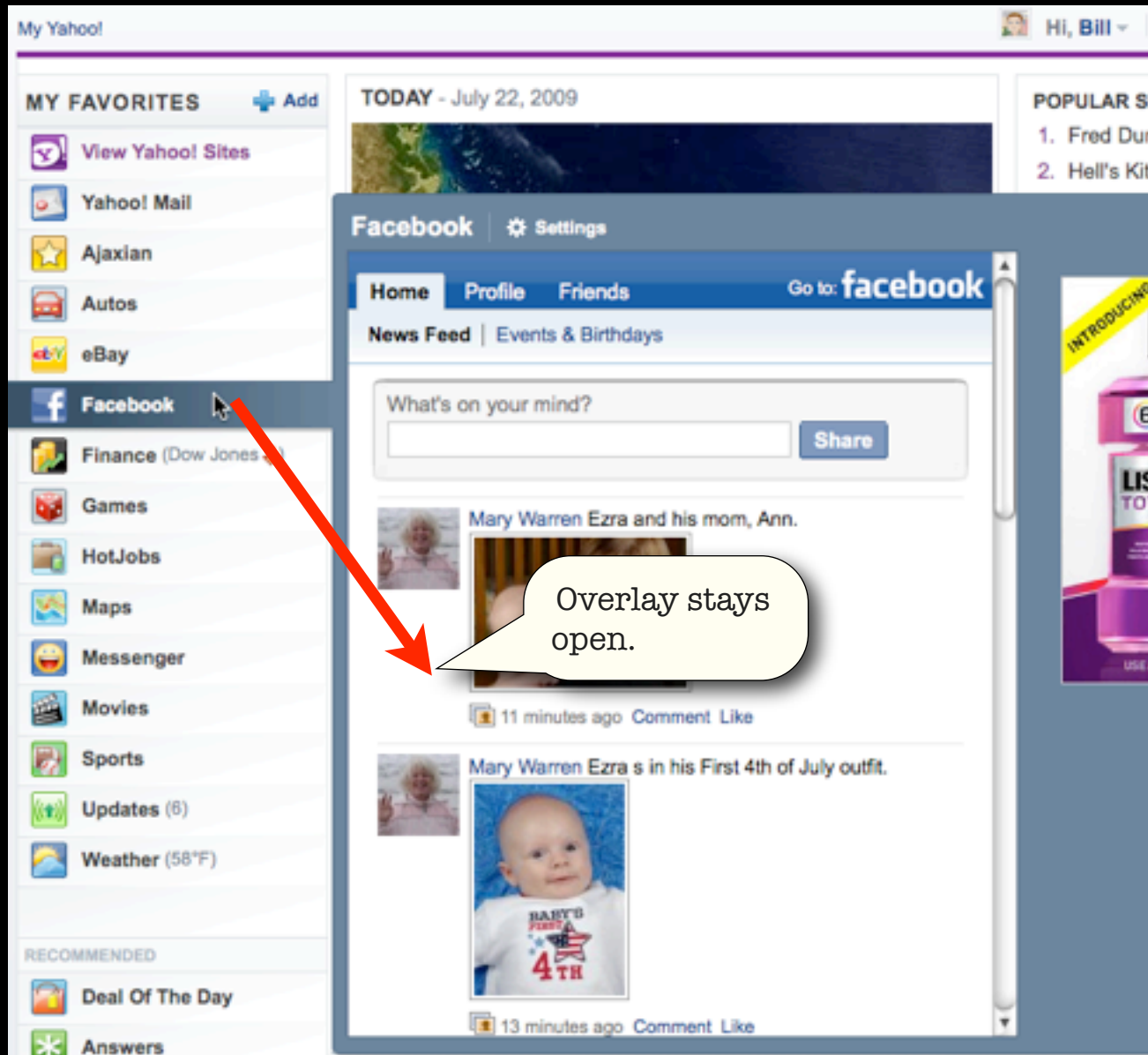
Works well in a list like this.

What about new Yahoo page?



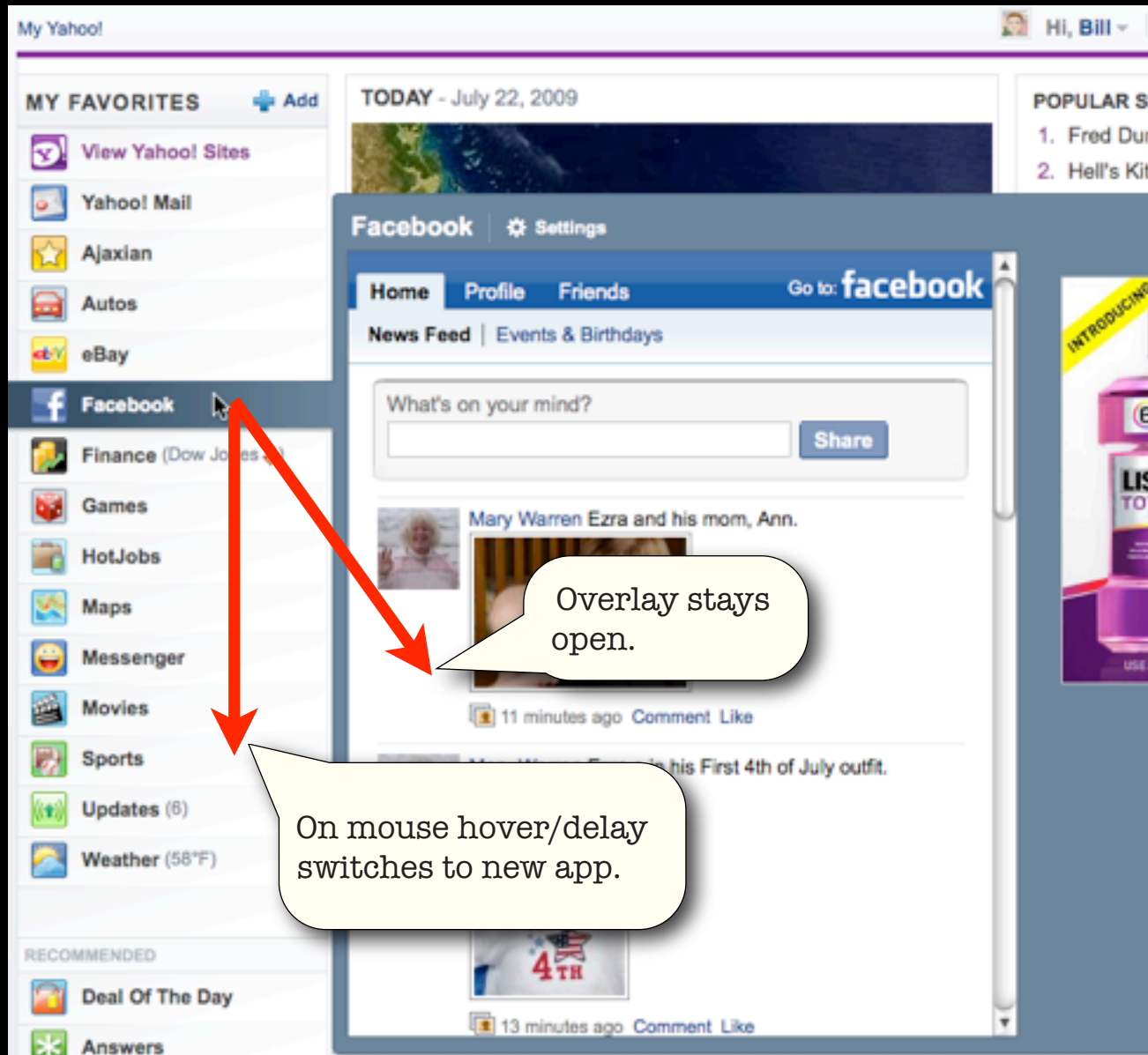
embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



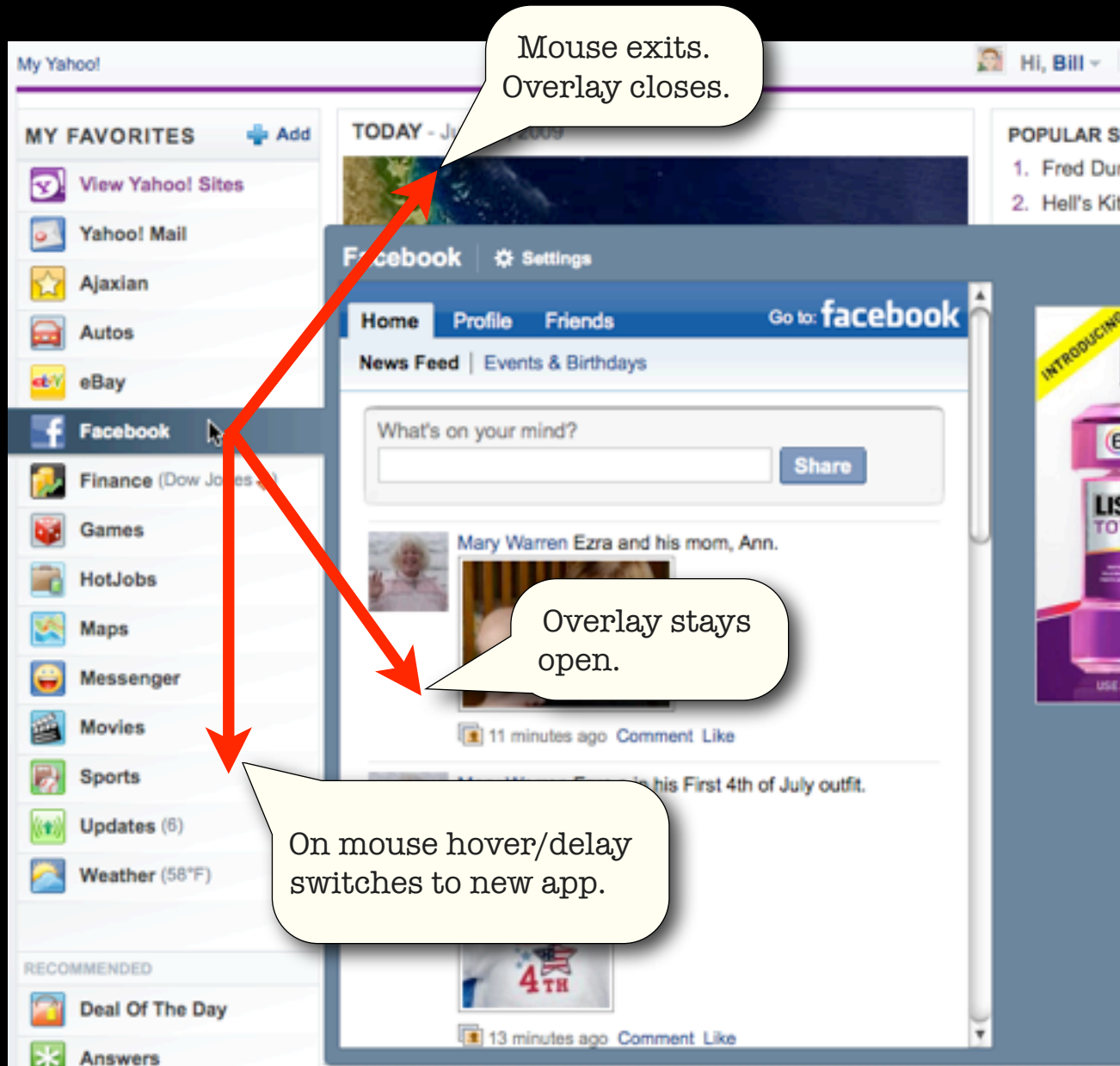
embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?

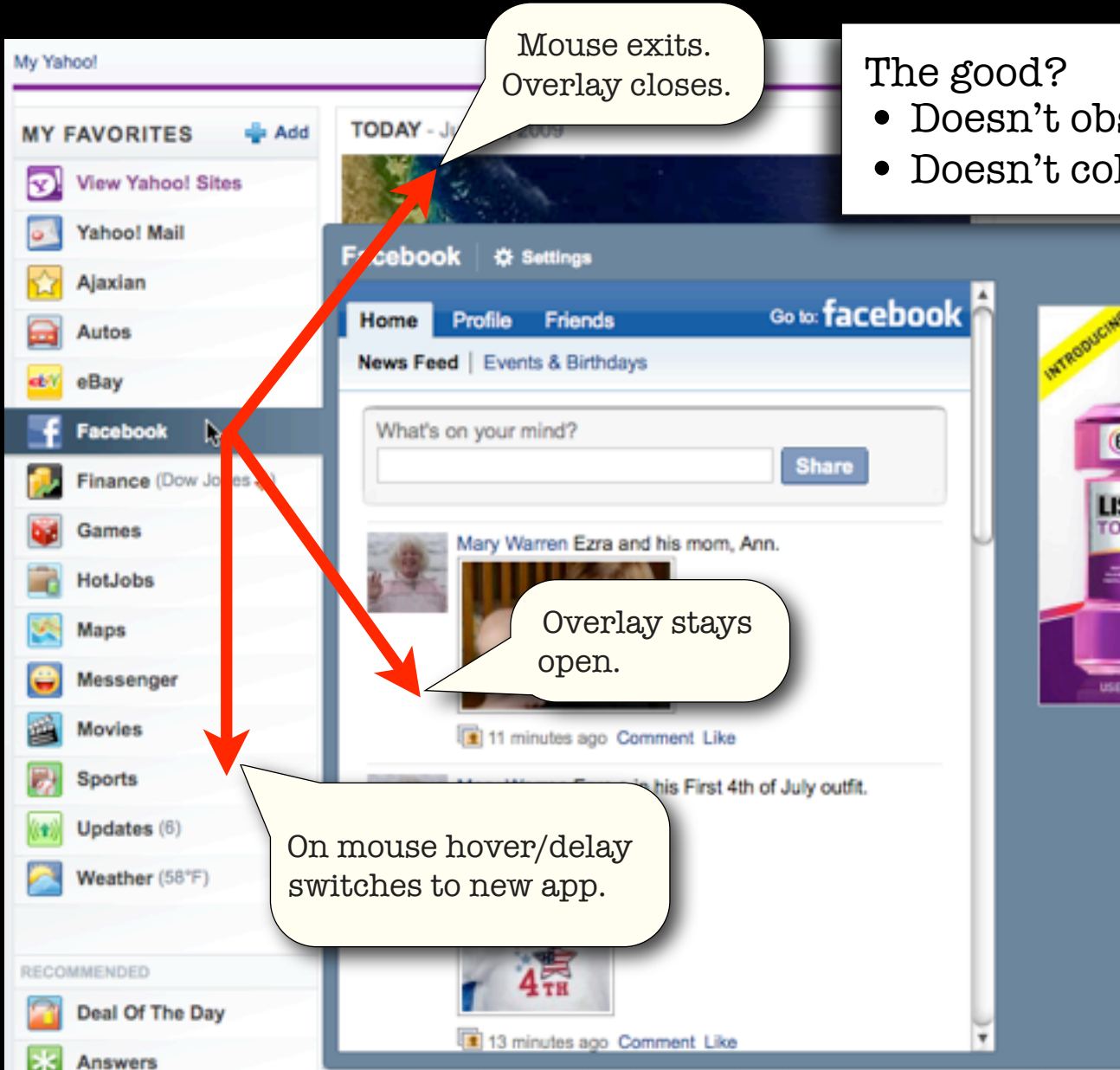


embedded application overlay - hover activated. yahoo.com 2009

What about new Yahoo page?



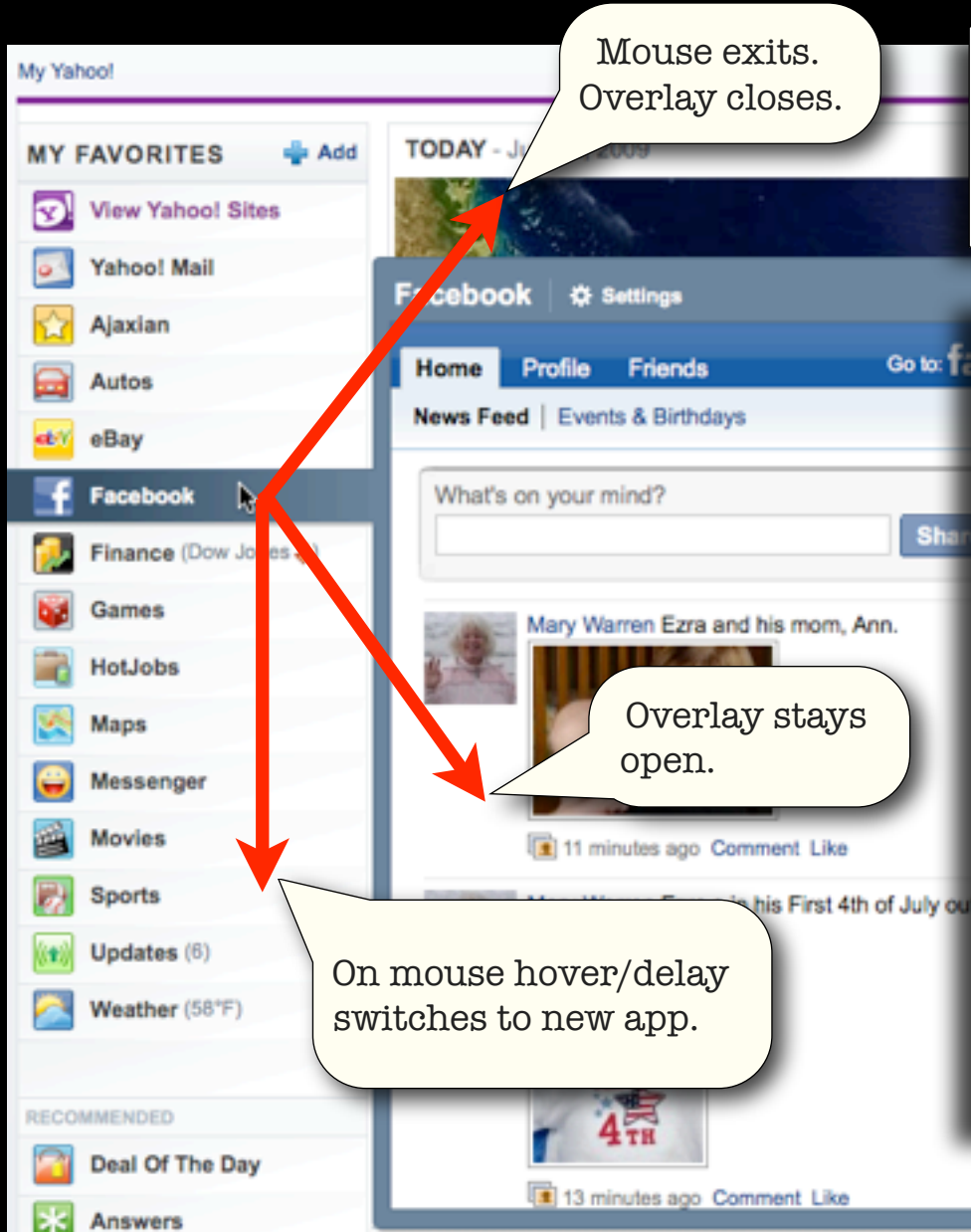
What about new Yahoo page?



The good?

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

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



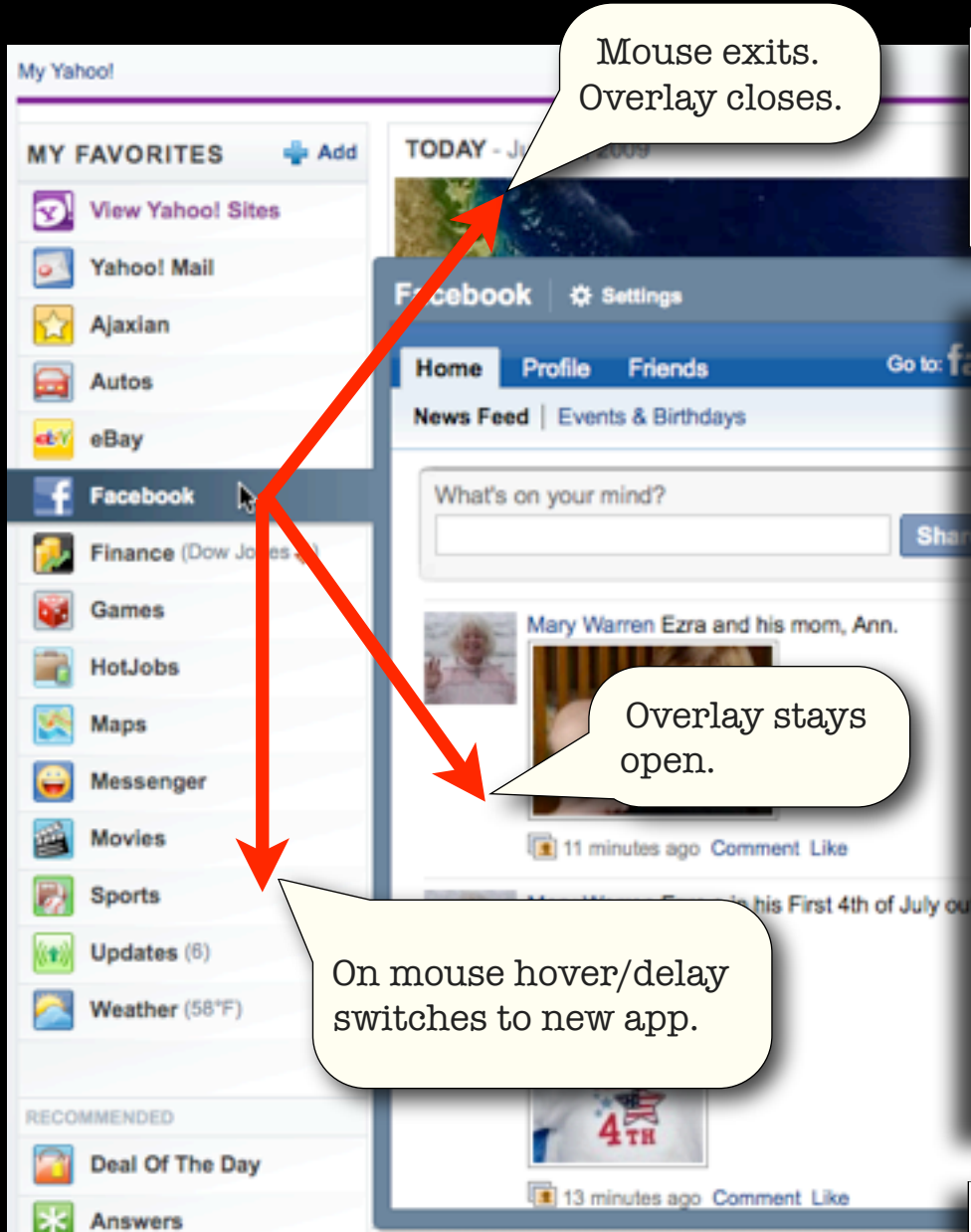
bokardo

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

What about new Yahoo page?



Mouse exits.
Overlay closes.

Overlay stays
open.

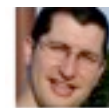
On mouse hover/delay
switches to new app.

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

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

What about new Yahoo page?

My Yahoo!

MY FAVORITES [Add](#)

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

RECOMMENDED

- [Deal Of The Day](#)
- [Answers](#)

TODAY - July 4, 2009

Facebook [Settings](#)

Home Profile Friends Go to: f

News Feed | Events & Birthdays

What's on your mind?

open.

Mouse exits.
Overlay closes.

Avoid doing too much on
the lowly hover.

On mouse hover/delay
switches to new app.

The good?

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

The not so good?

- Activation delay feels sluggish (however, delay is necessary).
- Menus activate a panel.
- Triggering obscuring content).
- 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

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

embedded application overlay - hover activated. yahoo.com

Yahoo! Refactored

Web Images Video Local Shopping More

YAHOO!

Web Search

My Yahoo! Make Y! your homepage

Hi, Bill What are you do... Sign Out Page Options

MY FAVORITES

View Yahoo! Sites

Yahoo! Mail

Ajaxian

Autos

eBay

Facebook

Finance (Dow Jones)

Games

HotJobs

Maps

Messenger

Movies

Sports

Updates (11)

1 2

Edit Add

RECOMMENDED

Travel

Deal Of The Day

TODAY - February 08, 2010



New storm bears down on battered East

Still not dug out from record snowfalls, the coast prepares for another major hit.

» How much expected

Government shutdown

Deadly rains hit Haiti

Energy prices going up



Notes on Palin's hand stir buzz



Favorite color test revelations



New storm to hit East Coast



Priuses recalled in Japan

1 - 4 of 32

< >

NEWS WORLD LOCAL FINANCE

Iran tells U.N. of enrichment plan as new sanctions loom

Britain's Iraq war inquiry turns focus to Bush officials

N. Korea's Kim pledges again to remove nuclear weapons

Rep. John Murtha, Iraq war critic, dies at 77 Photos

Study: Sugary soft drinks linked to pancreatic cancer

Boeing's biggest plane ever finally takes off, a year late

In pennies and dollars, South Bay schools... - S.J. Mercury...

Man accused of Muni stabbings to be in... - S.F....

4 Alarm Fire Breaks Out In S.J. Warehouse - con...

TRENDING NOW

1. Dow Jones

2. Brangelina

3. Tracy Porter

4. Charlie Sheen

5. Comcast

6. Chuck

7. International Sp...

8. Kim Kardashian

9. Dear John

10. Laura Chinchilla

Today's Deals from ProFlowers



15 Sweetheart Tulips

Delight your sweetheart with a fresh bouquet of red, pink and white tulips. Whether you send to her office or home, she's sure to feel the love this Valentine's Day.

~~\$24.99~~ \$19.99^{each} Buy Now



One Dozen Red Roses

What better way to express your affection for that special person than with One Dozen Red Roses? To allow these flowers to last much longer, they are shipped fresh and ready to bloom.

~~\$39.99~~ \$29.99^{each} Buy Now

Send VDay Flowers - Ad Feedback

Dream rides: Hottest sports coupes on Y! Autos



Porsche 911 Turbo



Mercedes-Benz SLS AMG



Ferrari 458 Italia

1 of 5 < >

Yahoo! Refactored

Web Images Video Local Shopping More

YAHOO!

My Yahoo! | Make Y! your homepage

Hi, Bill | What are you do... | Sign Out | Page Options

MY FAVORITES [Add](#)

- [View Yahoo! Sites](#)
- [Yahoo! Mail](#)
- [Ajaxian](#)
- [Autos](#)
- [eBay](#)
- [Facebook](#)
- [Finance \(Dow Jones\)](#)
- [Games](#)
- [HotJobs](#)
- [Maps](#)
- [Messenger](#)
- [Movies](#)
- [Sports](#)
- [Updates \(11\)](#)


[1](#) [2](#)

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

RECOMMENDED

- [Travel](#)
- [Deal Of The Day](#)

TODAY - February 08, 2010



New storm bears down on battered East

Still not dug out from record snowfalls, the coast prepares for another major hit.

- Government shutdown
- Deadly rains hit Haiti
- Energy prices going up

» How much expected

1 - 4 of 32

NEWS **WORLD** **LOCAL** **FINANCE**

- Iran tells U.N. of enrichment plan as new sanctions loom
- Britain's Iraq war inquiry turns focus to Bush officials
- N. Korea's Kim pledges again to remove nuclear weapons
- Rep. John Murtha, Iraq war critic, dies at 77 [Photos](#)
- Study: Sugary soft drinks linked to pancreatic cancer
- Boeing's biggest plane ever finally takes off, a year late
- In pennies and dollars, South Bay schools... - S.J. Mercury...
- Man accused of Muni stabbings to be in... - S.F....
- 4 Alarm Fire Breaks Out In S.J. Warehouse...

TRENDING NOW

1. Dow Jones
2. Brangelina
3. Tracy Porter
4. Charlie Sheen
5. Comcast
6. Chuck
7. International Sp...
8. Kim Kardashian
9. Dear John
10. Laura Chinchilla

Today's Deals from ProFlowers

15 Sweetheart Tulips

AT&T 8:44 AM

All Friends

Joshua Porter
@bokardo
Newburyport, MA

[@reply](#) [send DM](#) [retweet](#)

it appears Yahoo finally got rid of the monster popups, then recast them as opt-in "quickviews":
<http://bit.ly/9lehlw>

Yahoo! Refactored

The image shows a screenshot of the Yahoo! homepage as it appeared on February 8, 2010. The page features a purple header with the 'YAHOO!' logo, navigation links (Web, Images, Video, Local, Shopping, More), and a search bar. Below the header, there are sections for 'MY FAVORITES', 'TODAY - February 08, 2010', and 'TRENDING NOW'. A large, semi-transparent black box with a yellow border is overlaid on the 'TODAY' section, containing the text: 'Clicks are explicit actions. Hovers are not.'

Below the 'TODAY' section, there are several news stories and a 'NEWS' section. The 'NEWS' section includes headlines such as 'Iran tells U.N. of enrichment plan as new sanctions loom', 'Britain's Iraq war inquiry turns focus to Bush officials', and 'N. Korea's Kim pledges again to remove nuclear weapons'. A mobile app interface is overlaid on the right side of the page, showing a user profile for 'Joshua Porter' (@bokardo) and a tweet that reads: 'it appears Yahoo finally got rid of the monster popups, then recast them as opt-in "quickviews": <http://bit.ly/9lehlw>'.



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.




 [BROWSE PRODUCTS](#)

[VIEW CART](#)
(0 items)

ALL PRODUCTS

[SOFT WHITE CHEESE](#)
[SHEEPS MILK CHEESE](#)
[PRESSED CHEESE](#)
[FRESH CHEESE](#)
[COWS FETA](#)
[BLUE CHEESE](#)
[GIFT PACKS](#)
[MERCHANDISE](#)
[GOATS MILK CHEESE](#)


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





BROWSE PRODUCTS



VIEW CART

(0 items)

ALL PRODUCTS

SOFT

SHEEP MILK CHEESE

PRESSED CHEESE

FRESH CHEESE

COWS FETA

BLUE CHEESE

GIFT PACKS

MERCHANDISE

GOATS MILK CHEESE

Keep the moments within the page.

...this is a living
cheese that ripens with ageing.



Rounds



MT DOMET DOUBLE CREAM BRIE

Rounds \$18.25

Named after one of North Otago's
highest mountains, this unstabilised



Rounds



WAITAKI CAMEMBERT

Rounds \$36.00

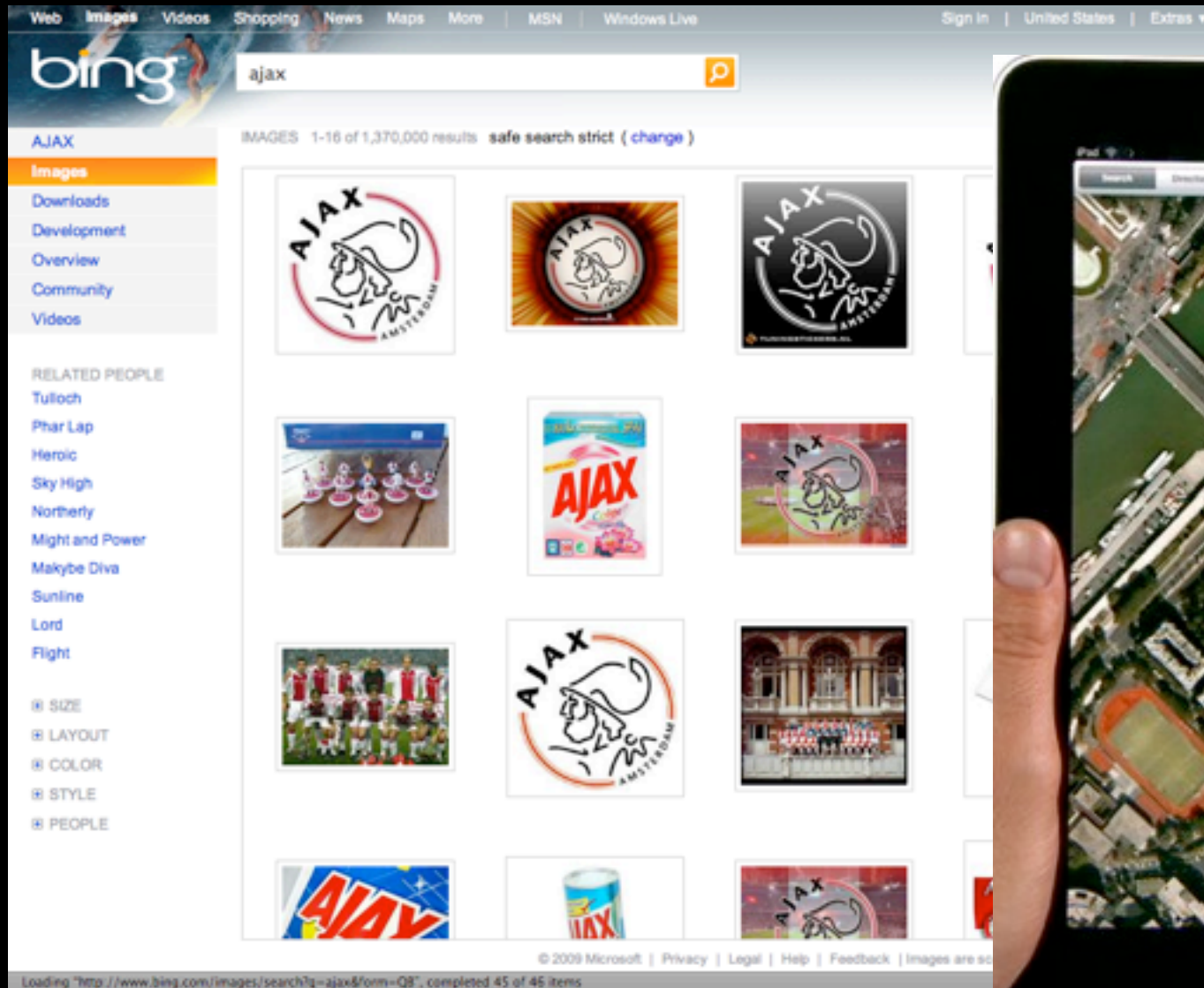
The full and rich flavour of
Waitaki Camembert captures the



Rounds



Virtual Space

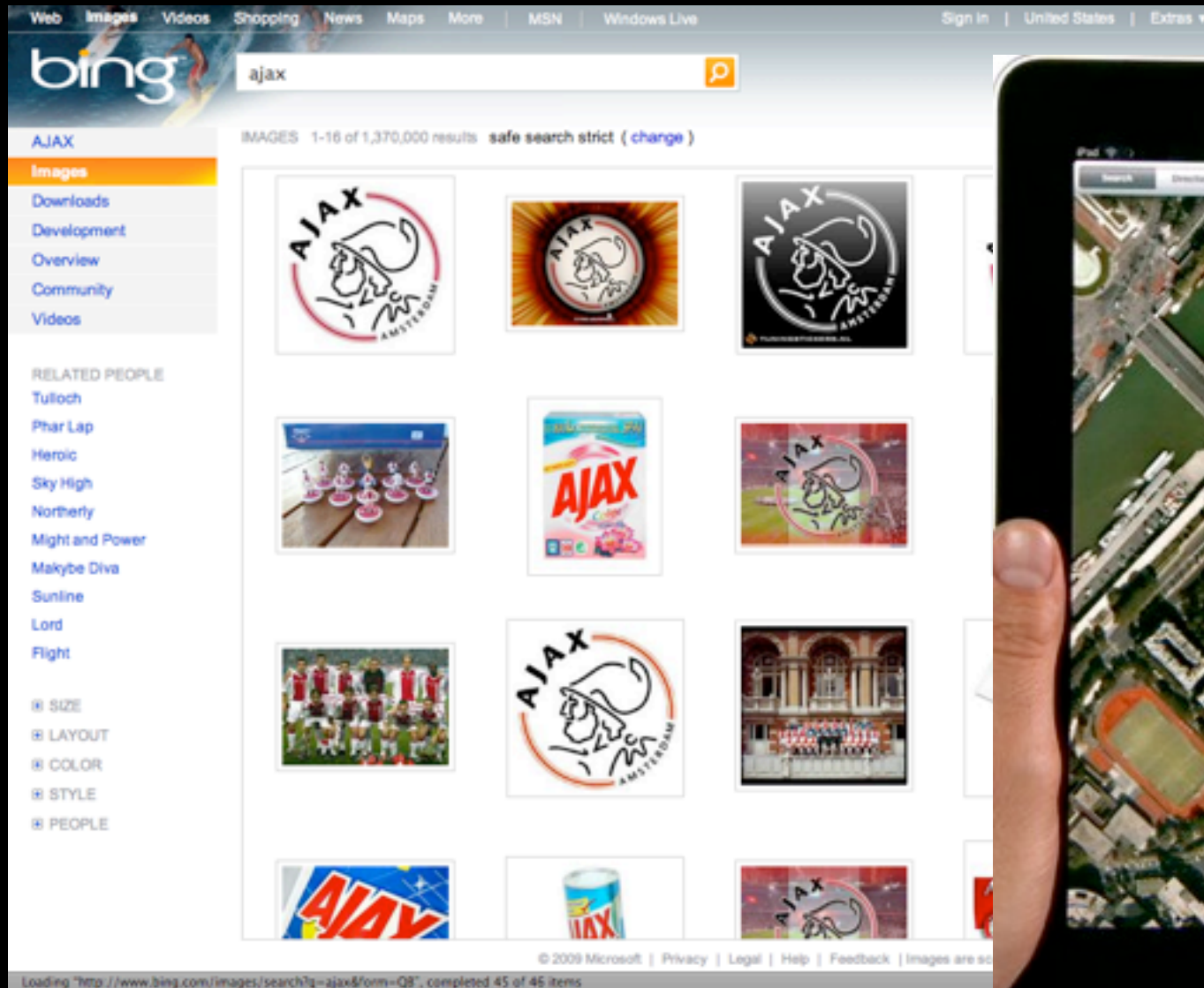


endless scrolling. bing.com



page curl. iPad Maps

Virtual Space

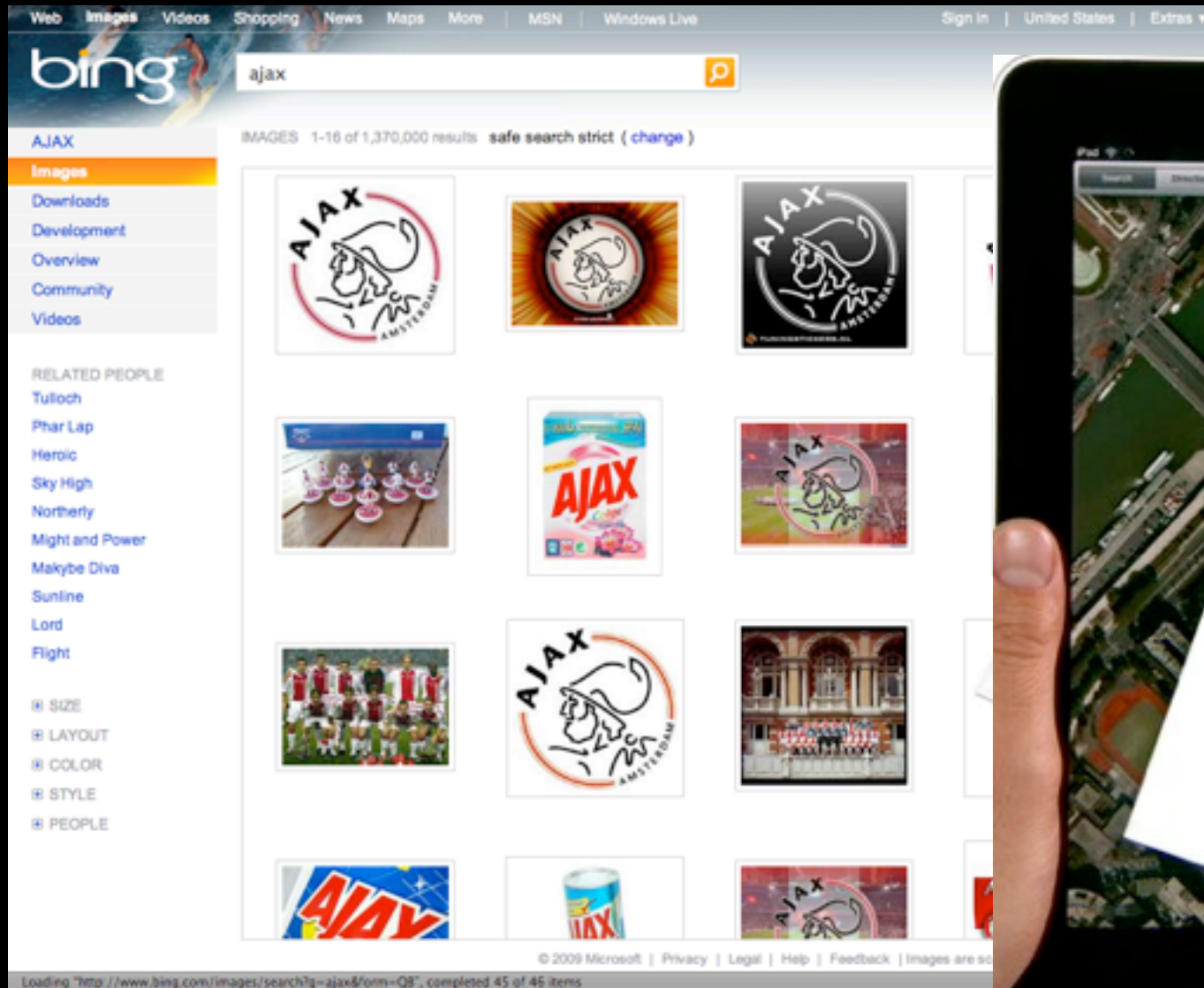


endless scrolling. bing.com



page curl. iPad Maps

Virtual Space

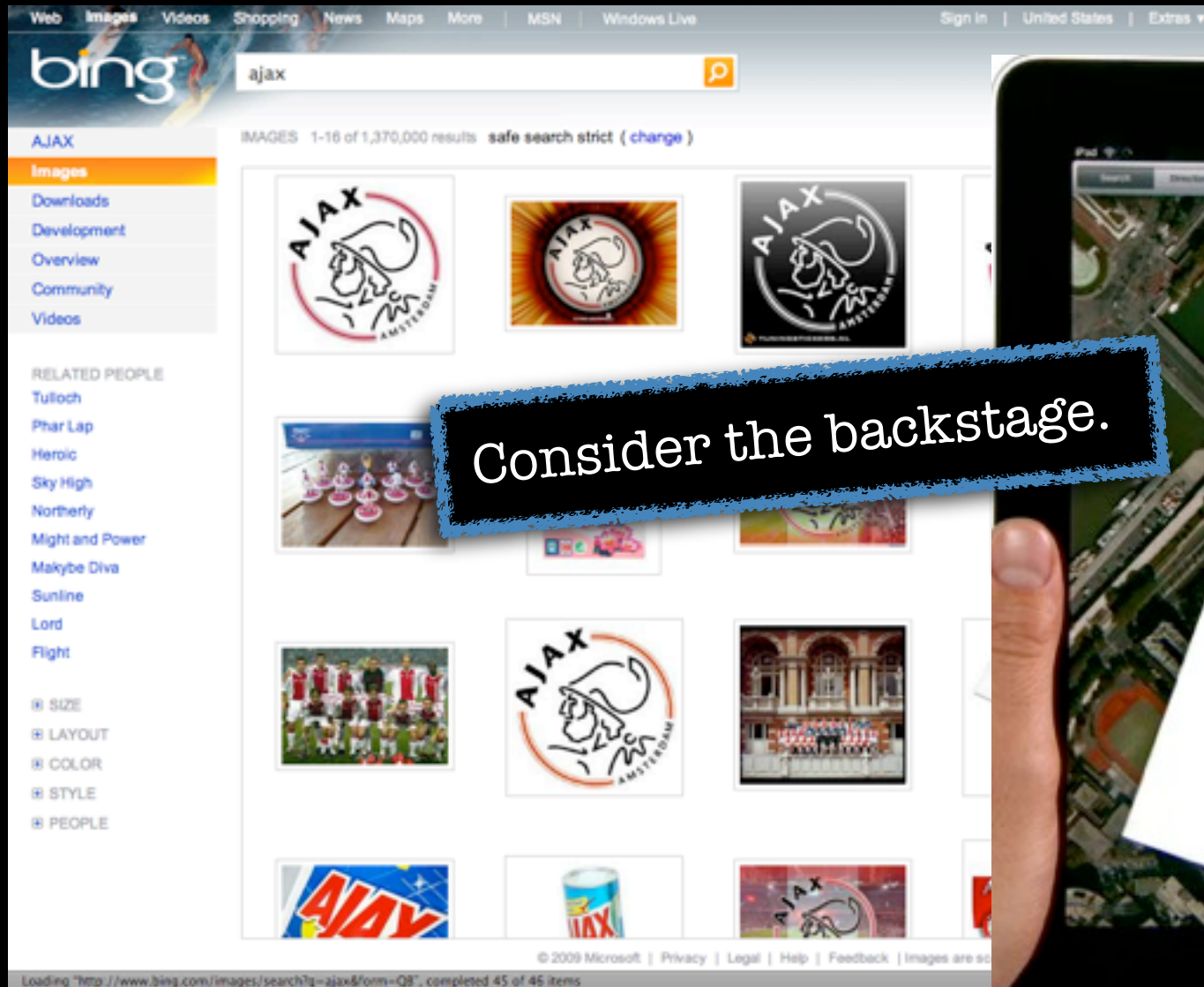


endless scrolling. bing.com



page curl. iPad Maps

Virtual Space























endless scrolling. bing.com



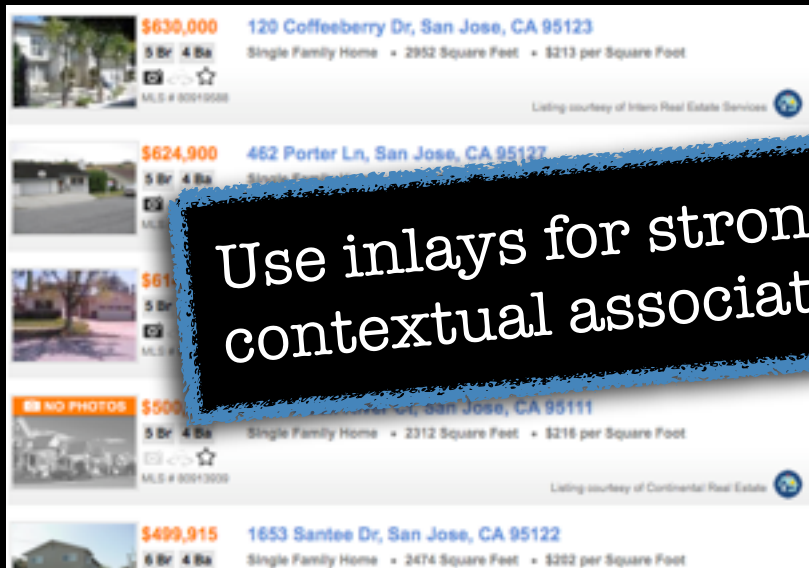
page curl. iPad Maps

Inlays

 <div><div>\$630,000</div><div>5 Br 4 Ba</div><div>  </div><div>MLS # 80919588</div></div>	120 Coffeeberry Dr, San Jose, CA 95123 Single Family Home • 2952 Square Feet • \$213 per Square Foot <small>Listing courtesy of Intero Real Estate Services</small>
 <div><div>\$624,900</div><div>5 Br 4 Ba</div><div>  </div><div>MLS # 80921757</div></div>	452 Porter Ln, San Jose, CA 95127 Single Family Home • 3324 Square Feet • \$188 per Square Foot <small>Listing courtesy of REMAX Real Estate Services</small>
 <div><div>\$614,800</div><div>5 Br 4 Ba</div><div>  </div><div>MLS # 80916759</div></div>	1708 Ewer Dr, San Jose, CA 95124 Single Family Home • 2720 Square Feet • \$226 per Square Foot <small>Listing courtesy of Intero Real Estate Services</small>
<div>NO PHOTOS</div>  <div><div>\$500,000</div><div>5 Br 4 Ba</div><div>  </div><div>MLS # 80913939</div></div>	2924 Rock River Ct, San Jose, CA 95111 Single Family Home • 2312 Square Feet • \$216 per Square Foot <small>Listing courtesy of Continental Real Estate</small>
 <div><div>\$499,915</div><div>6 Br 4 Ba</div><div>  </div><div></div></div>	1653 Santee Dr, San Jose, CA 95122 Single Family Home • 2474 Square Feet • \$202 per Square Foot

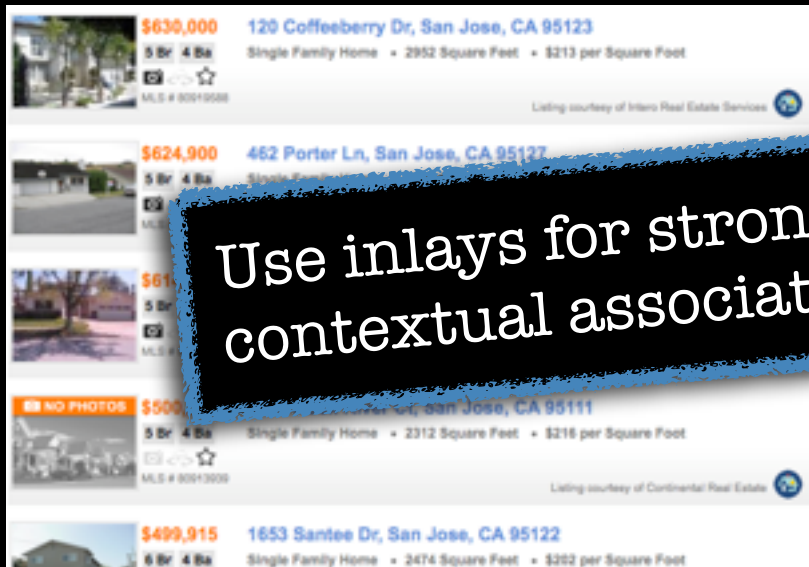
click activated inlay. roost.com

Inlays

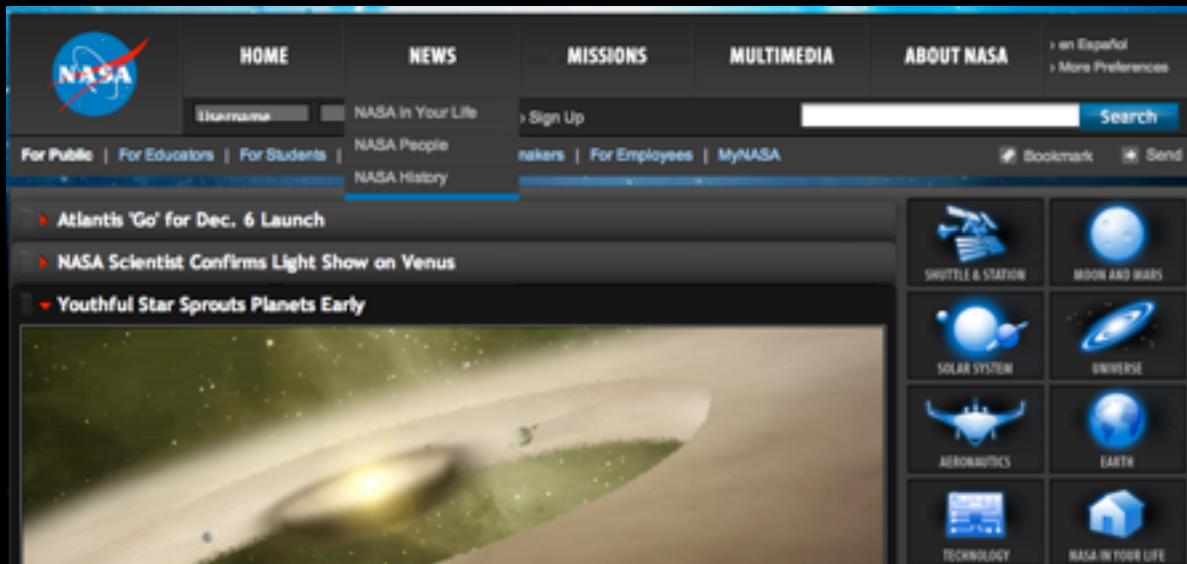


click activated inlay. roost.com

Inlays

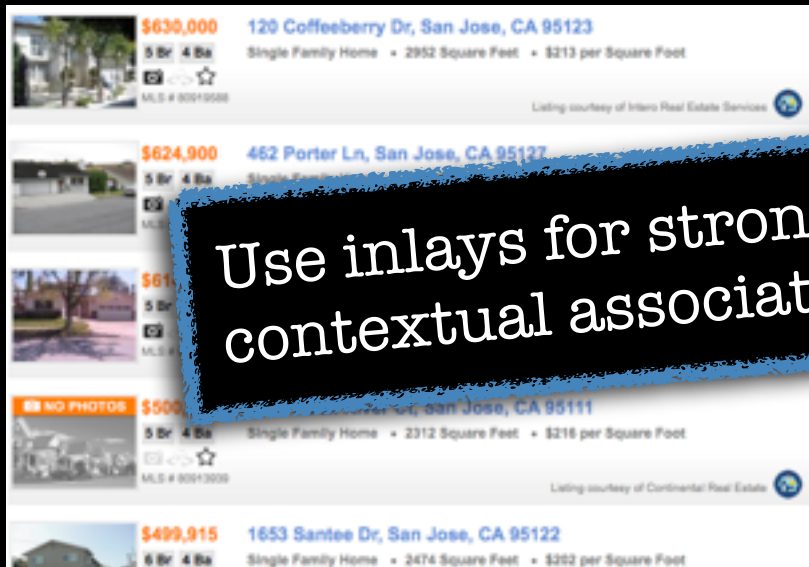


click activated inlay. roost.com

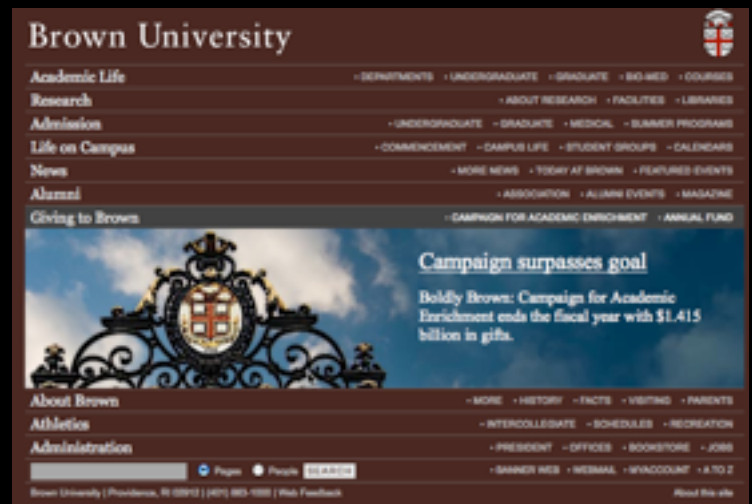


hover activated accordian. nasa.gov

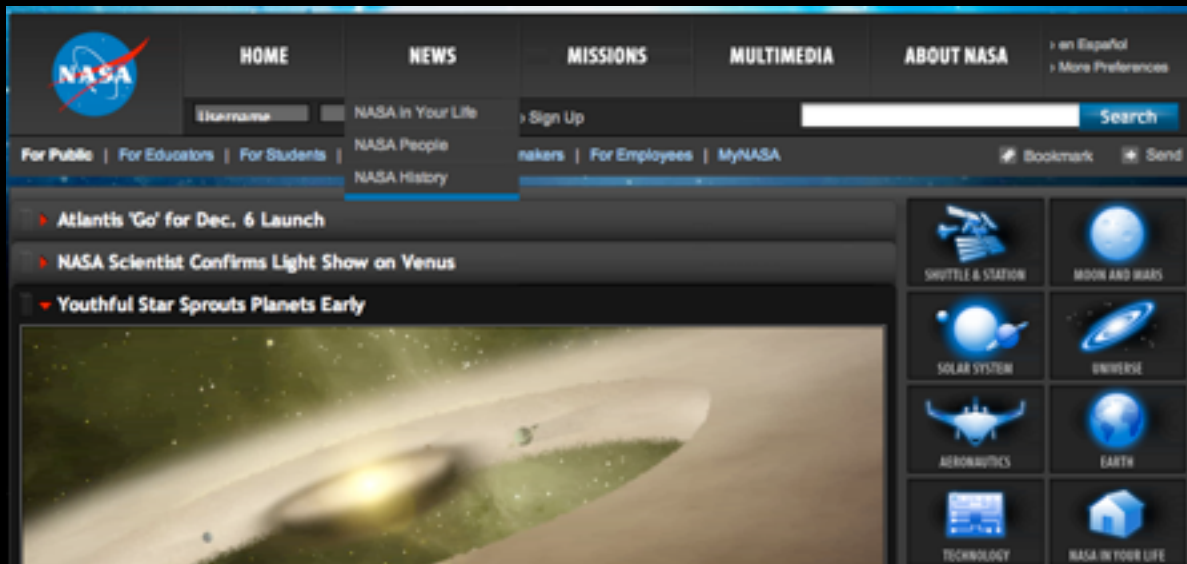
Inlays



click activated inlay. roost.com



hover activated accordion. brown.edu



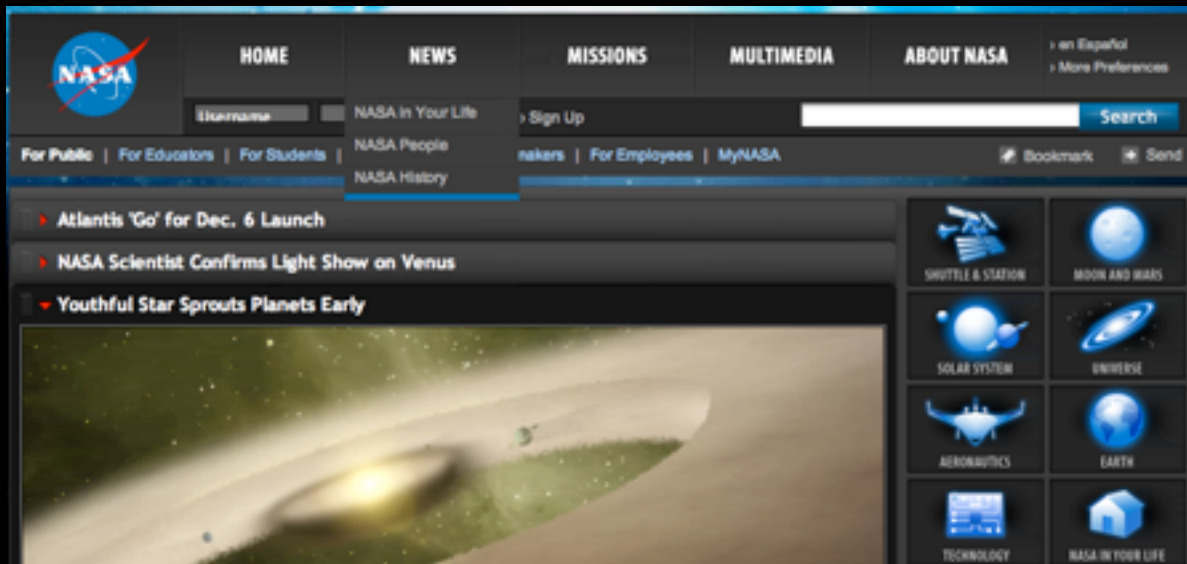
hover activated accordion. nasa.gov

Inlays



Use inlays for strong contextual association.

click activated inlay. roost.com



hover activated accordian. nasa.gov



hover activated accordian. brown.edu

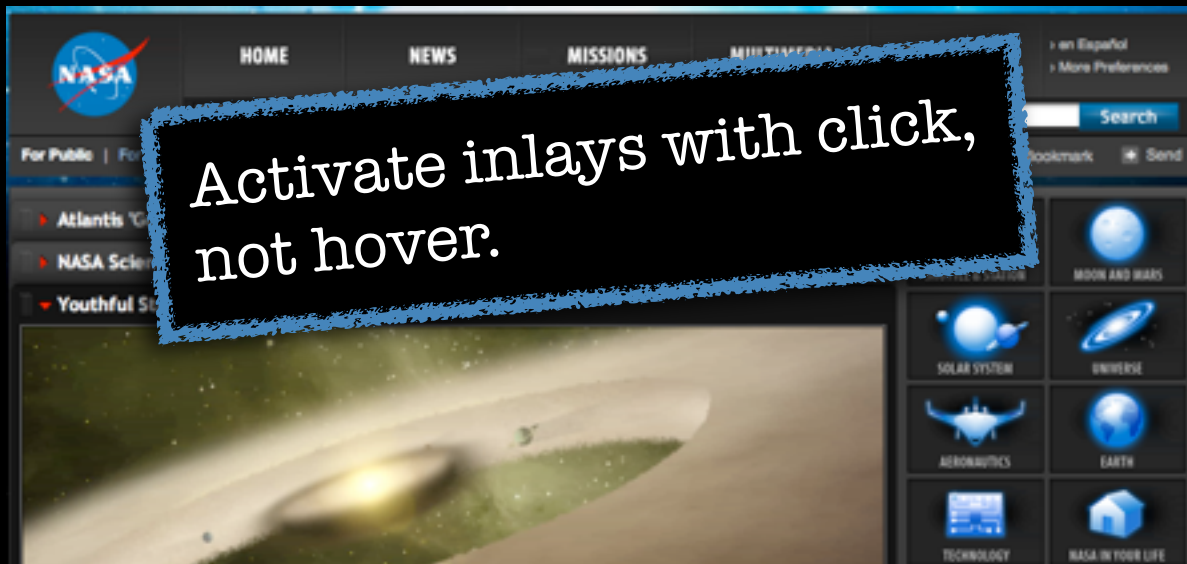


hover activated accordian. apple.com

Inlays



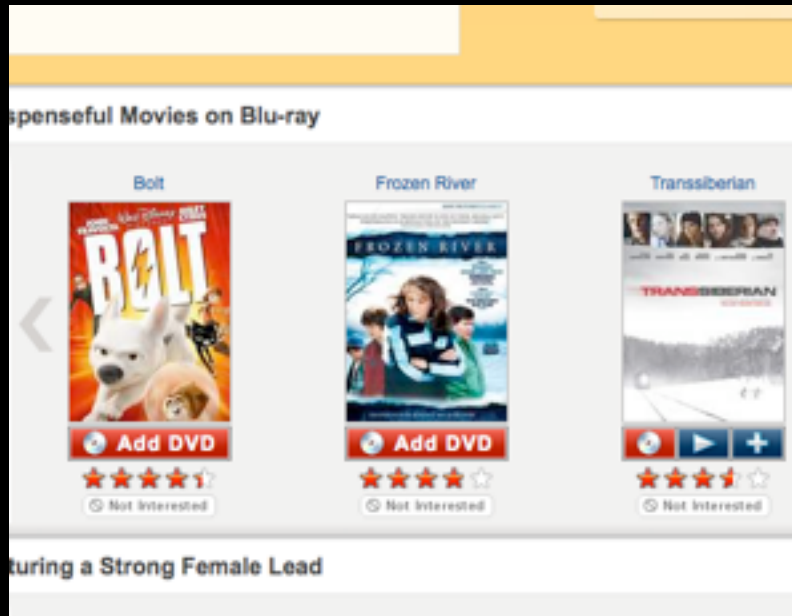
click activated inlay. roost.com



hover activated accordion. nasa.gov



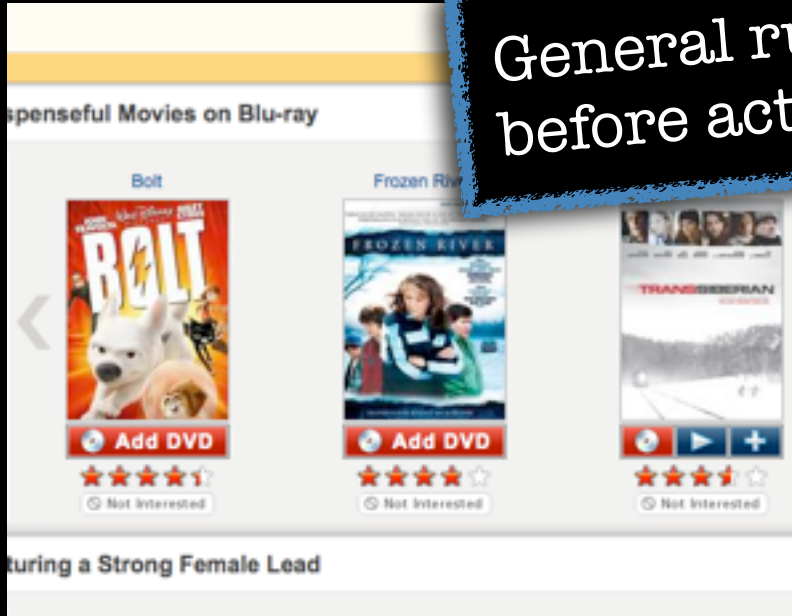
Overlays



hover details. [netflix.com](https://www.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.

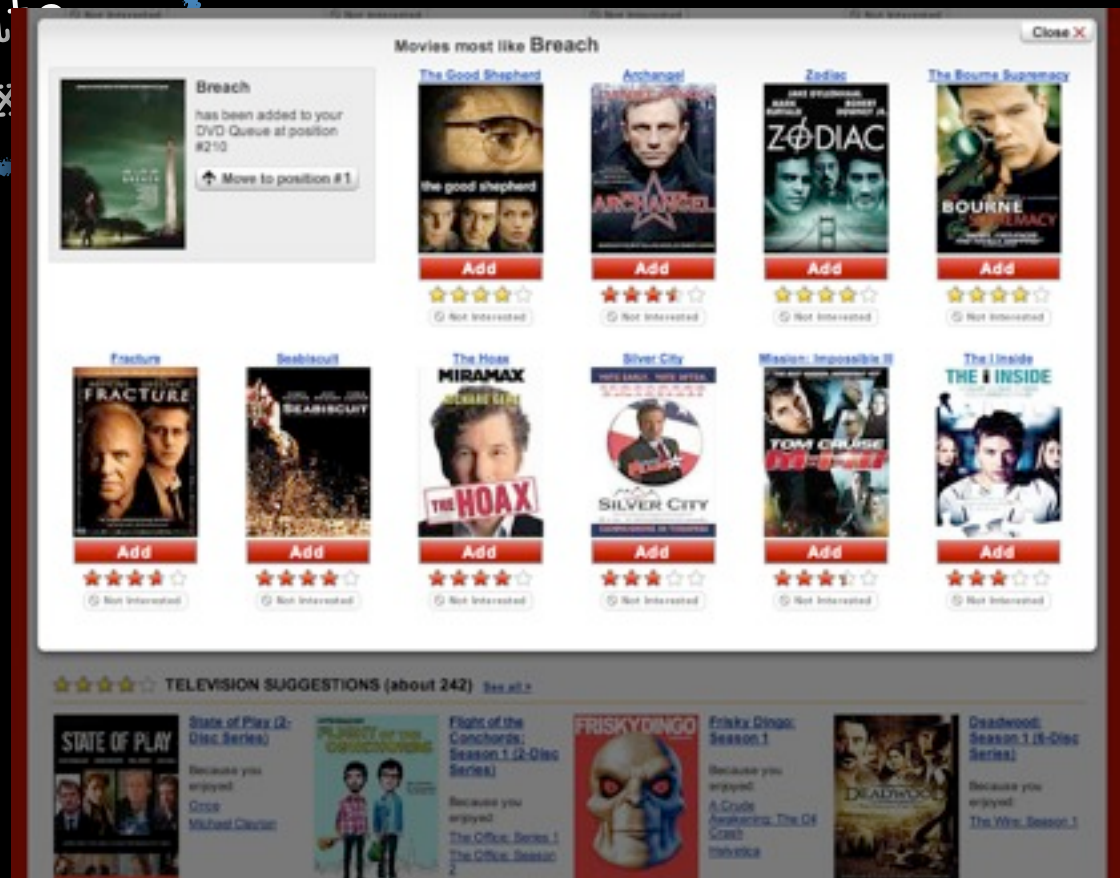
hover details. netflix.com

Overlays

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

But immediately deactivate hover details on mouse exit

hover details. netflix.com



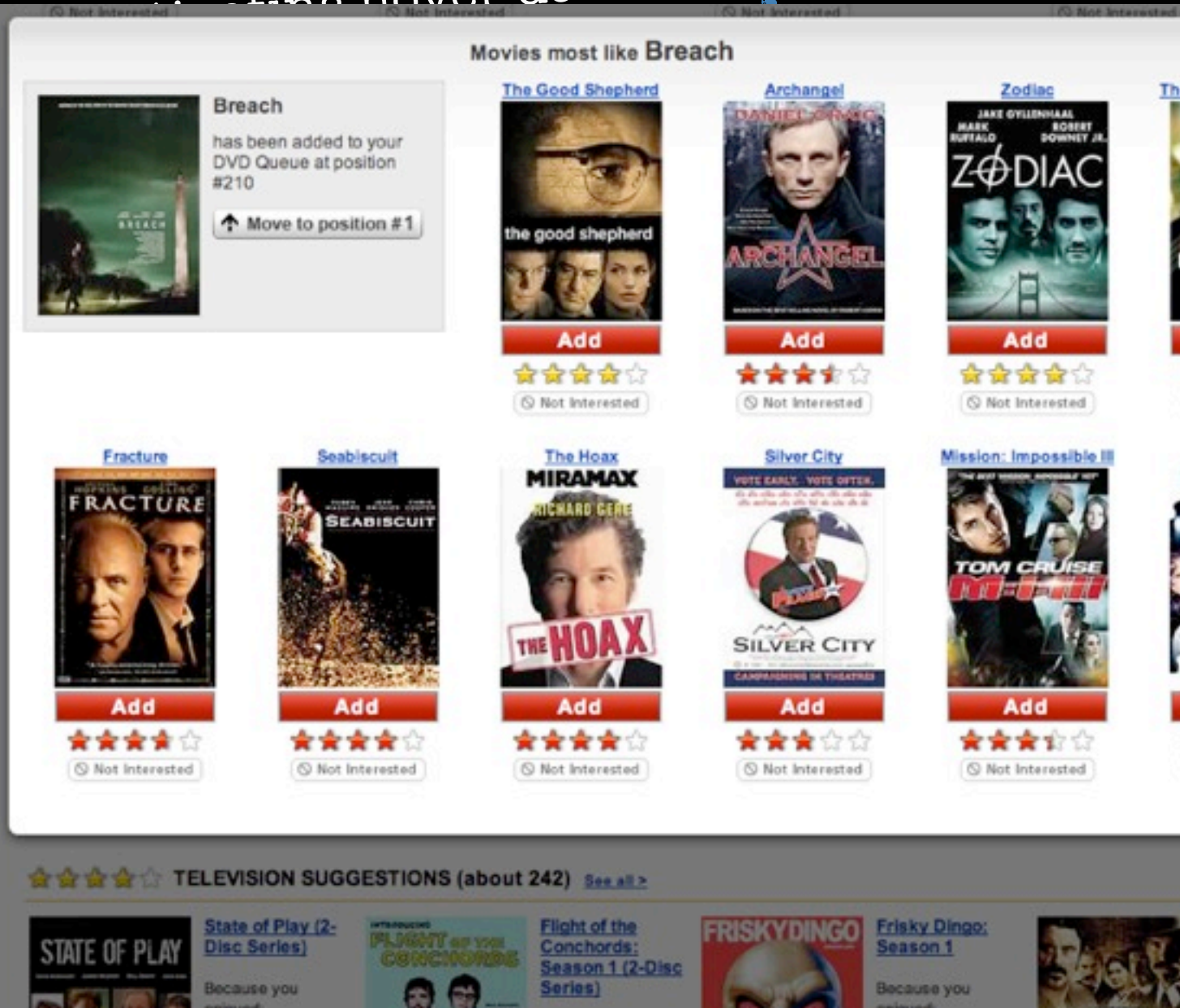
hover dialog. netflix.com

Overlays

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

But immediate hover details on

hover details. netflix.com



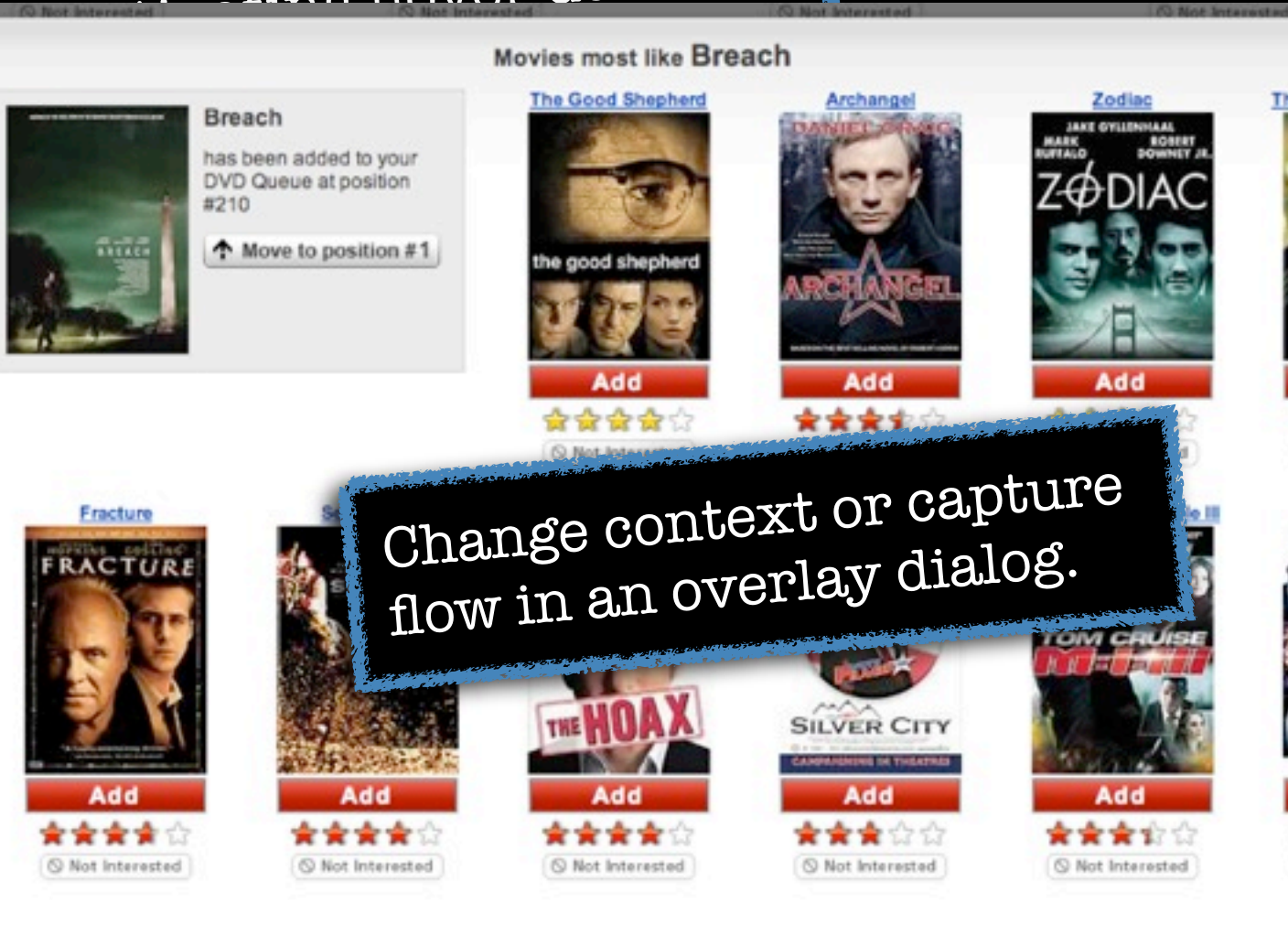
Overlays

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

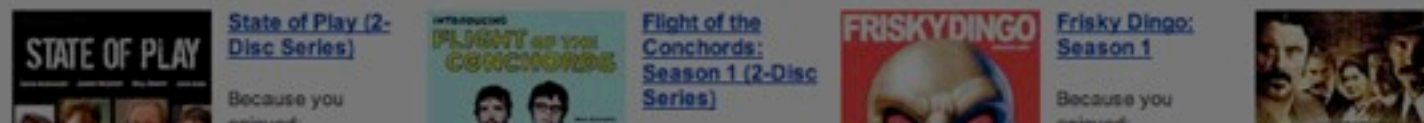
But immediate hover details on

hover details. netflix.com

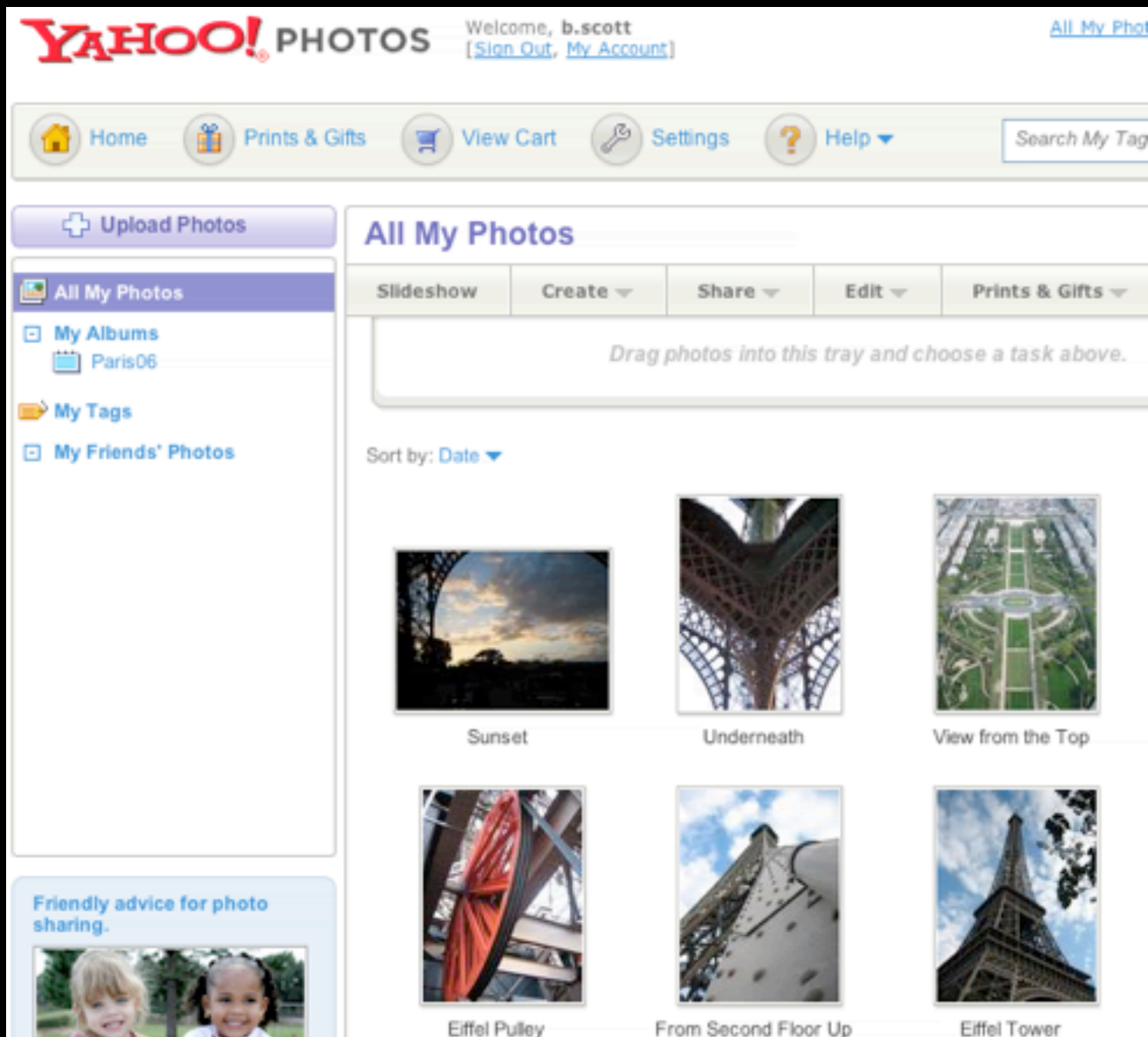
Change context or capture flow in an overlay dialog.



TELEVISION SUGGESTIONS (about 242) [See all >](#)



Anti-Pattern: Idiot Boxes



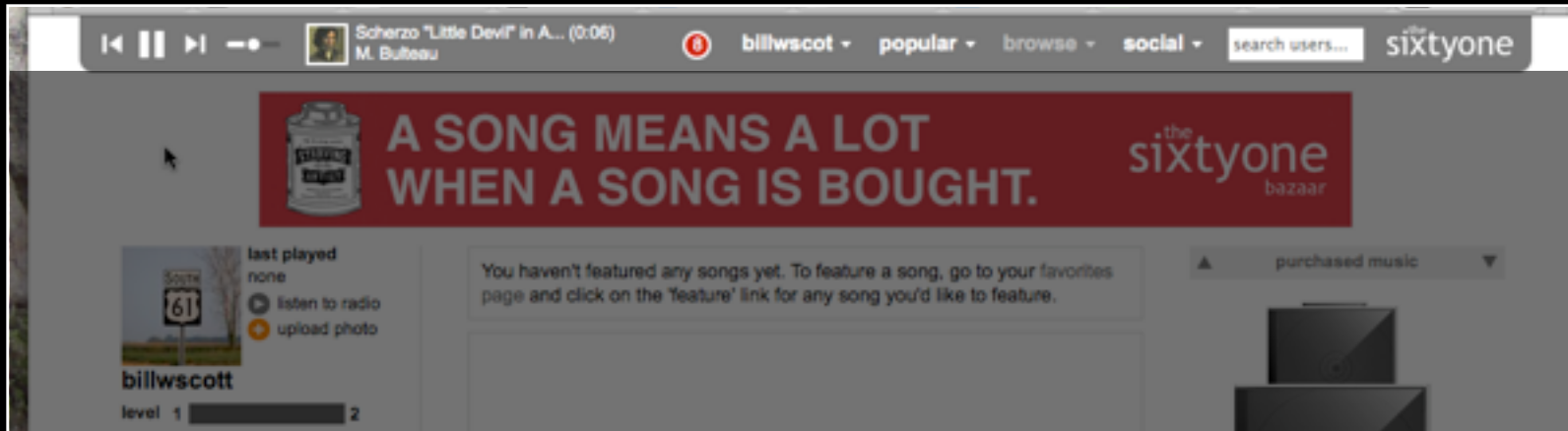
anti-pattern. idiot box. yahoo! photos

Anti-Pattern: Idiot Boxes



anti-pattern. idiot box. yahoo! photos

Nav Bars: Seamless Context



nav status bar. thesixtyone.com

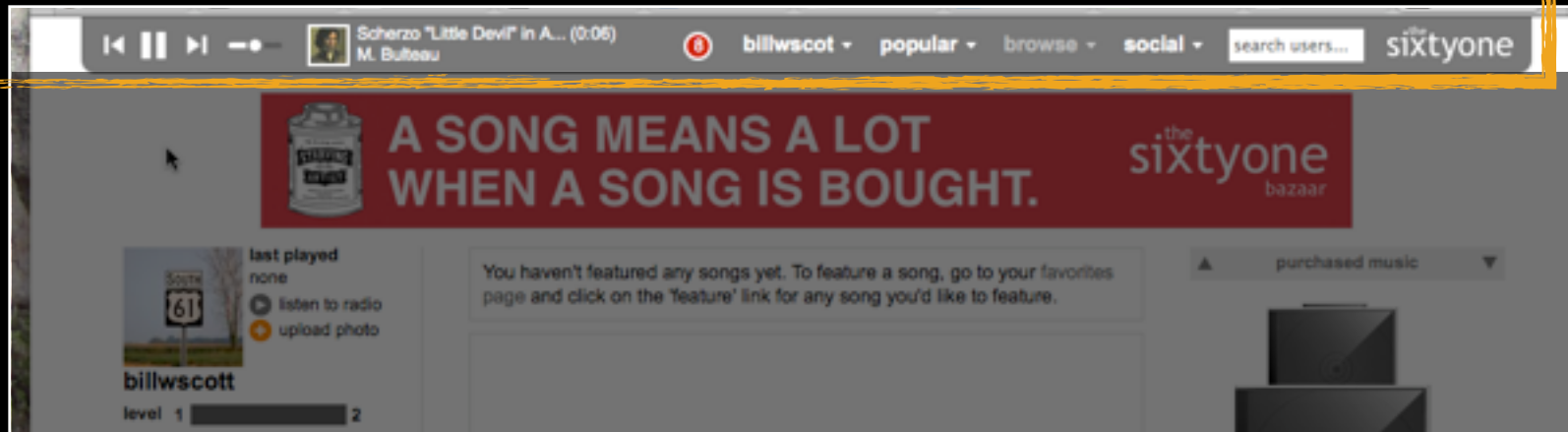


nav status bar. facebook.com

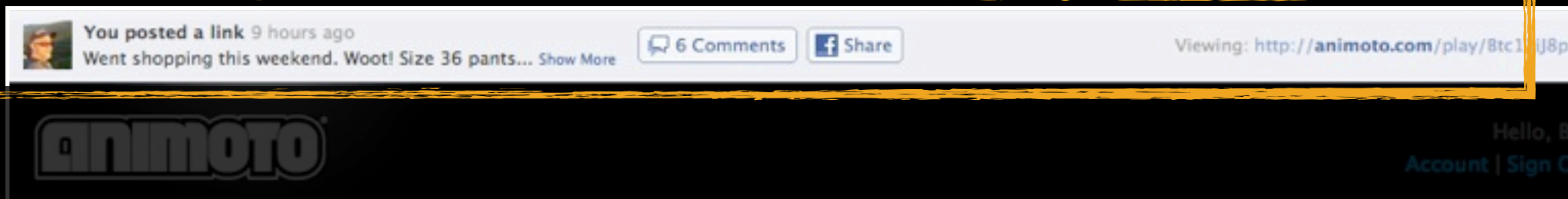
nav status bar. digg.com



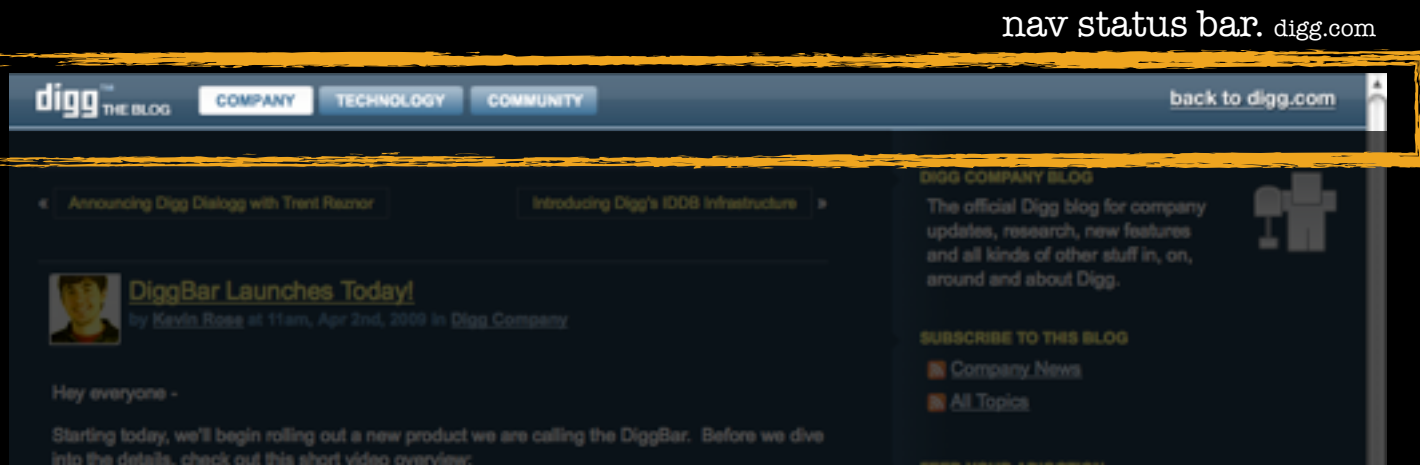
Nav Bars: Seamless Context



nav status bar. thesixtyone.com

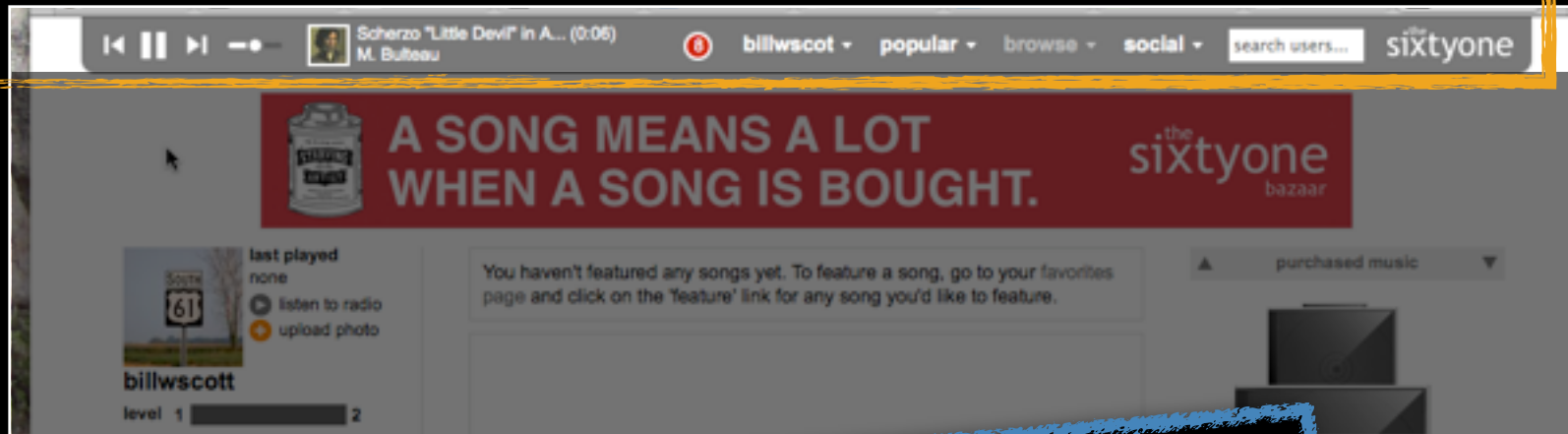


nav status bar. facebook.com



nav status bar. digg.com

Nav Bars: Seamless Context



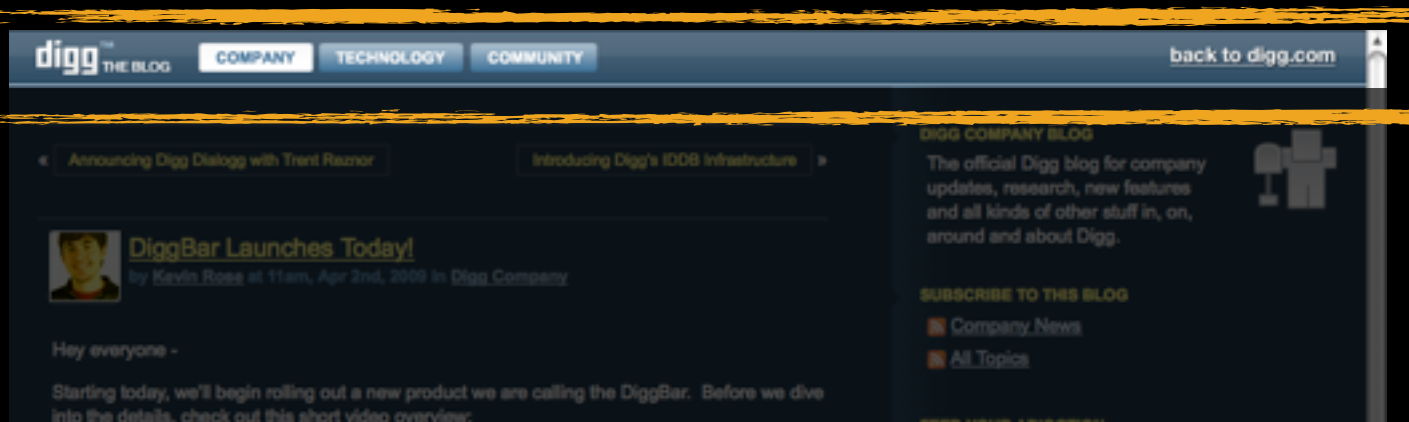
bar. thesixtyone.com

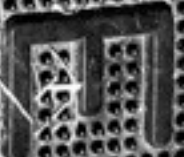
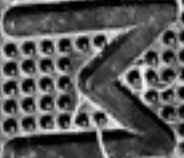
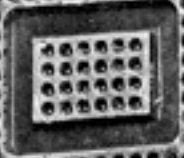
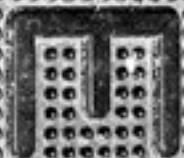
Maintain context across pages.



nav status bar. facebook.com

nav status bar. digg.com





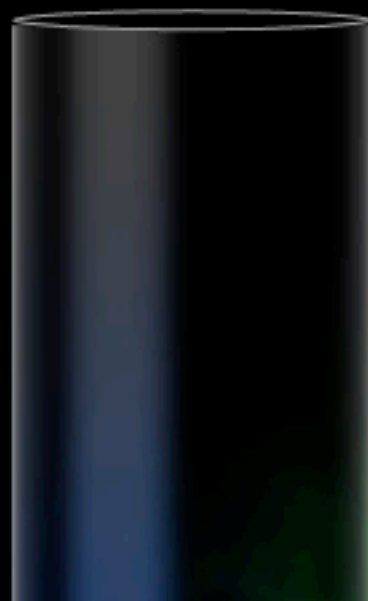
Invite interaction.

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.

"I'm on Twitter."

4.70%

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

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

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

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter here."

12.81%

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

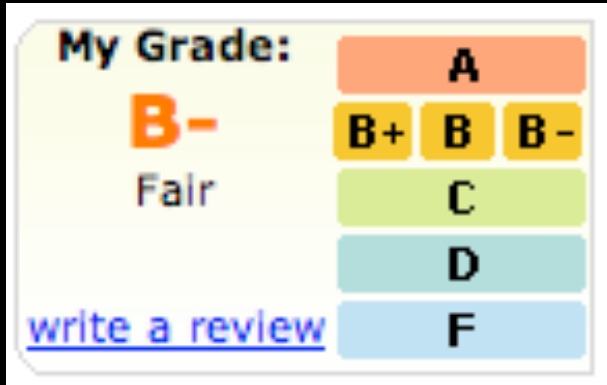
"You should follow me on twitter here."

12.81%

Use a clear call to action.

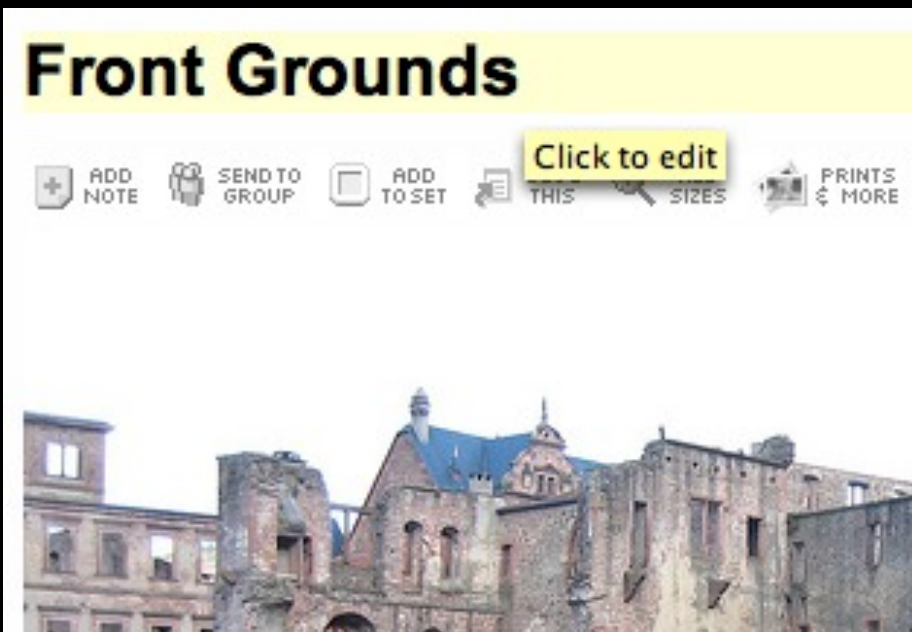
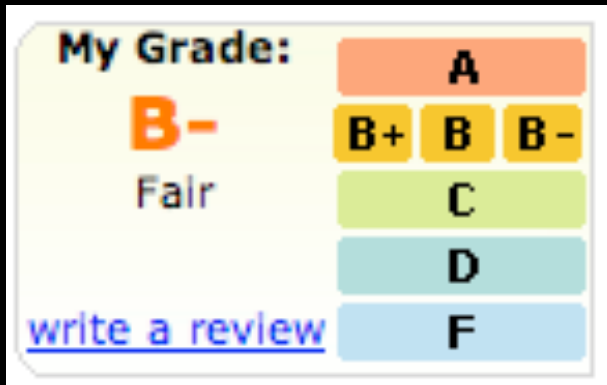
Hover Invitations

hover invitation. y!movies



Hover Invitations

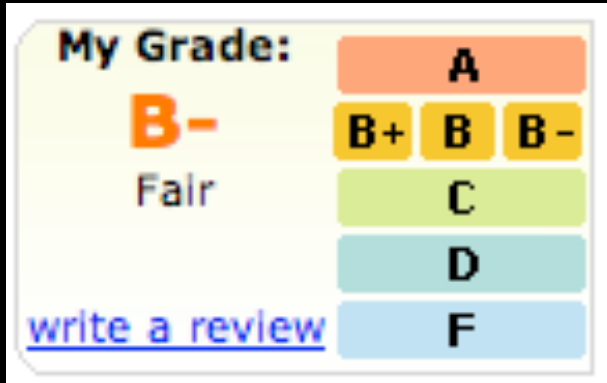
hover invitation. y!movies



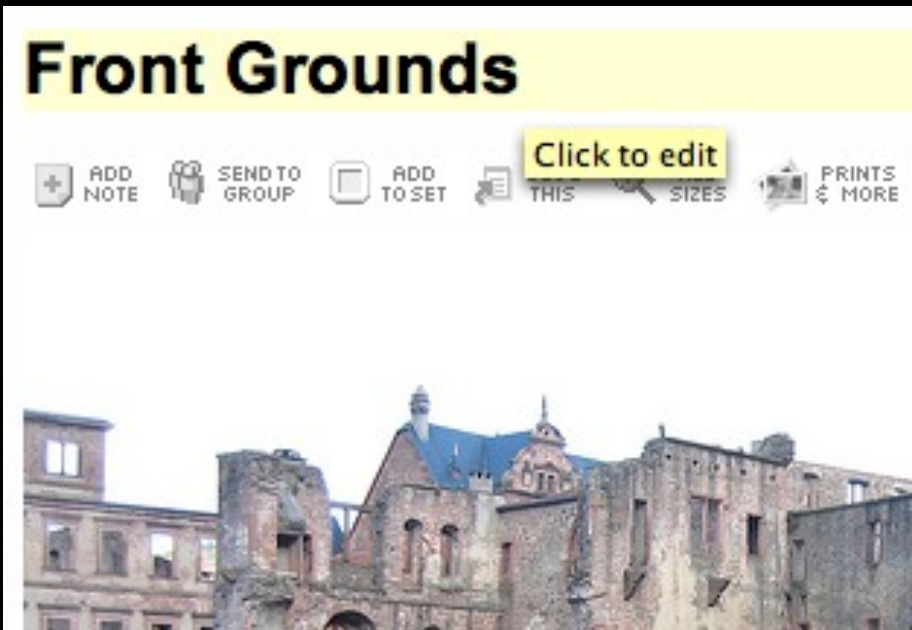
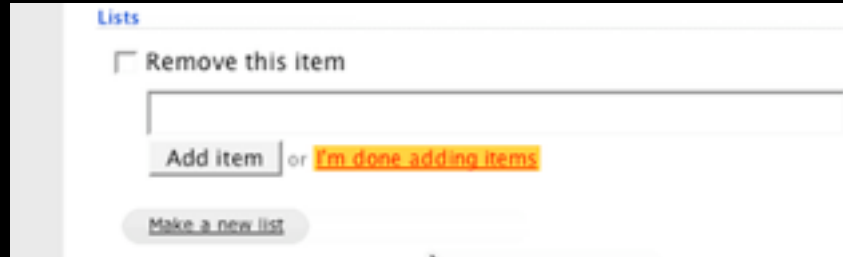
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



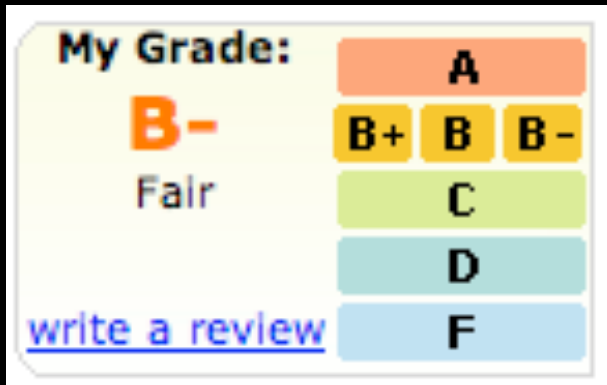
hover & tool invitation. backpackit



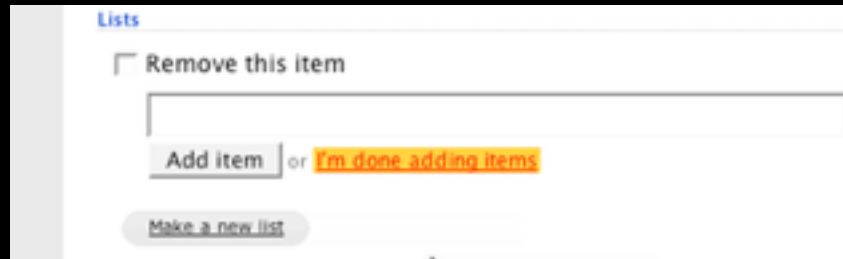
tooltip, hover & cursor invitation. flickr.com

Hover Invitations

hover invitation. y!movies



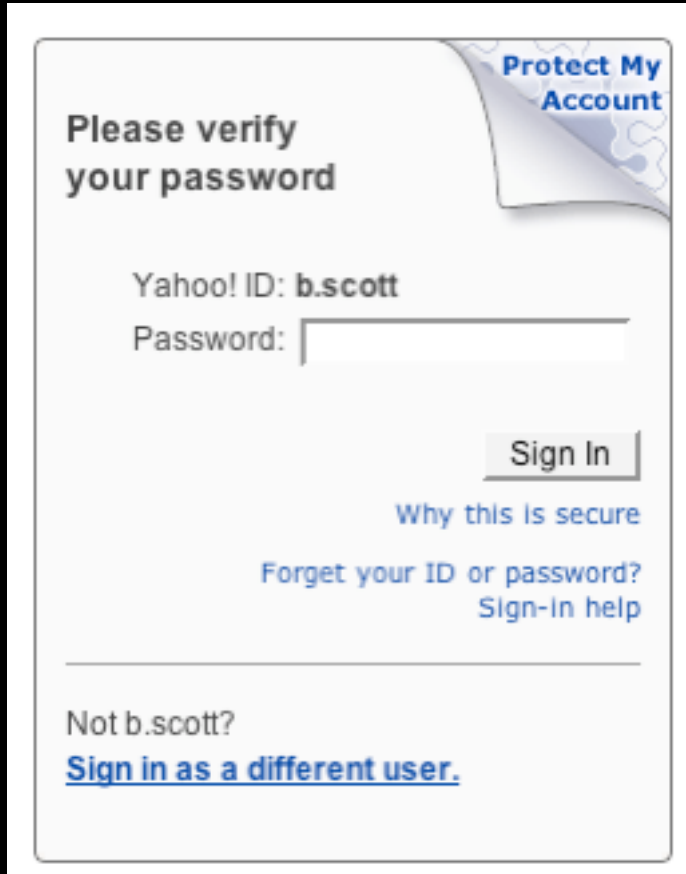
hover & tool invitation. backpackit



Aid discoverability with
hover invitations.

tooltip, hover & cursor invitation. flickr.com

Blank Slate Invitation



The image shows a screenshot of a Yahoo! login page. At the top right, there is a blue banner with the text "Protect My Account" and a graphic of a puzzle piece. The main heading is "Please verify your password". Below this, it says "Yahoo! ID: b.scott". There is a "Password:" label followed by a text input field. A "Sign In" button is located below the password field. Under the button, there are three links: "Why this is secure", "Forget your ID or password?", and "Sign-In help". At the bottom, there is a horizontal line, followed by the text "Not b.scott?" and a link that says "Sign in as a different user.".

Protect My Account

Please verify your password

Yahoo! ID: b.scott

Password:

Sign In

[Why this is secure](#)

[Forget your ID or password?](#)

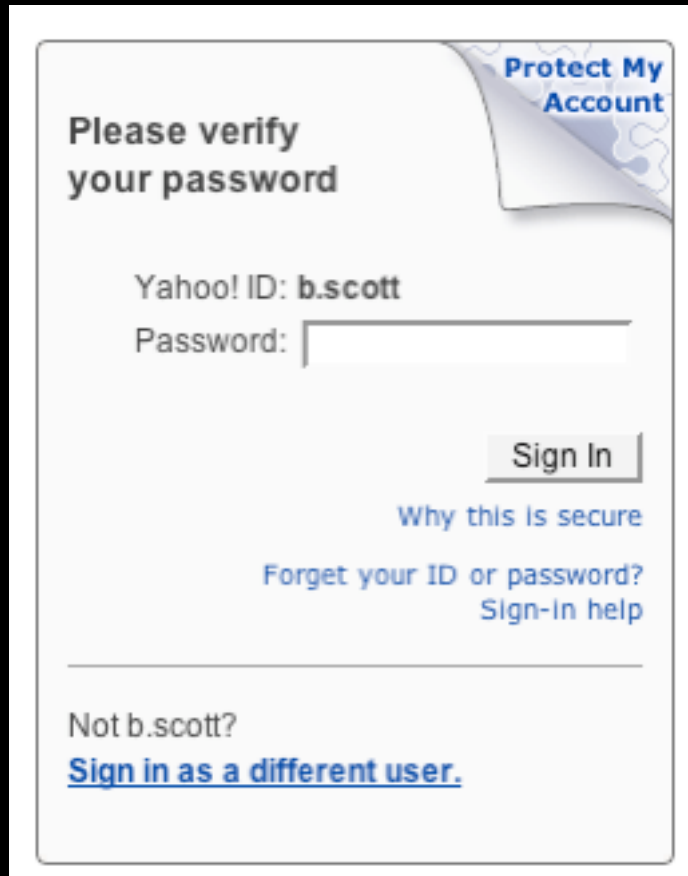
[Sign-In help](#)

Not b.scott?

[Sign in as a different user.](#)

dog-ear invitation. login.yahoo.com

Blank Slate Invitation



Please verify your password

Protect My Account

Yahoo! ID: **b.scott**

Password:

Sign In

[Why this is secure](#)

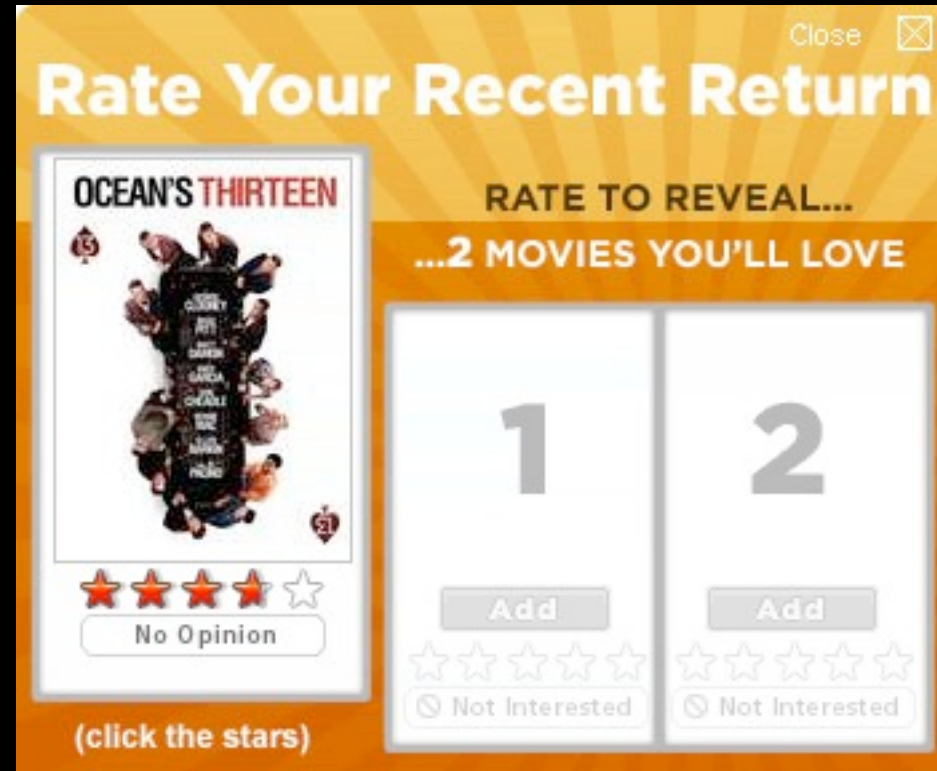
[Forget your ID or password?](#)

[Sign-in help](#)

Not b.scott?

[Sign in as a different user.](#)

dog-ear invitation. login.yahoo.com



Close ☐

Rate Your Recent Return

OCEAN'S THIRTEEN

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

1

Add

☐ ☐ ☐ ☐ ☐

☐ Not Interested

2

Add

☐ ☐ ☐ ☐ ☐

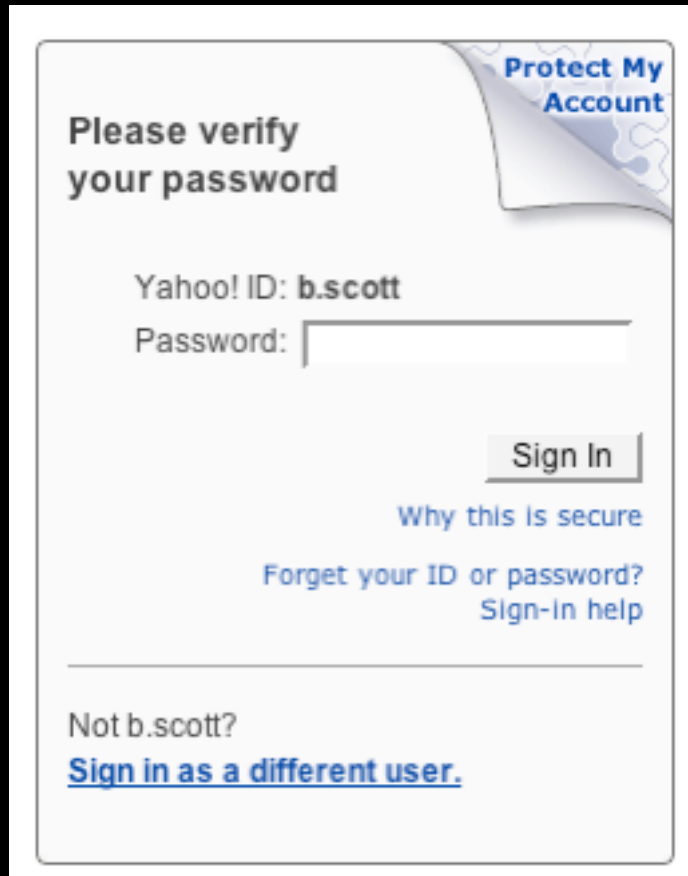
☐ Not Interested

(click the stars)

No Opinion

fill-in-the-blanks invitation. netflix

Blank Slate Invitation



Please verify your password

Yahoo! ID: b.scott

Password:

[Sign In](#)

[Why this is secure](#)

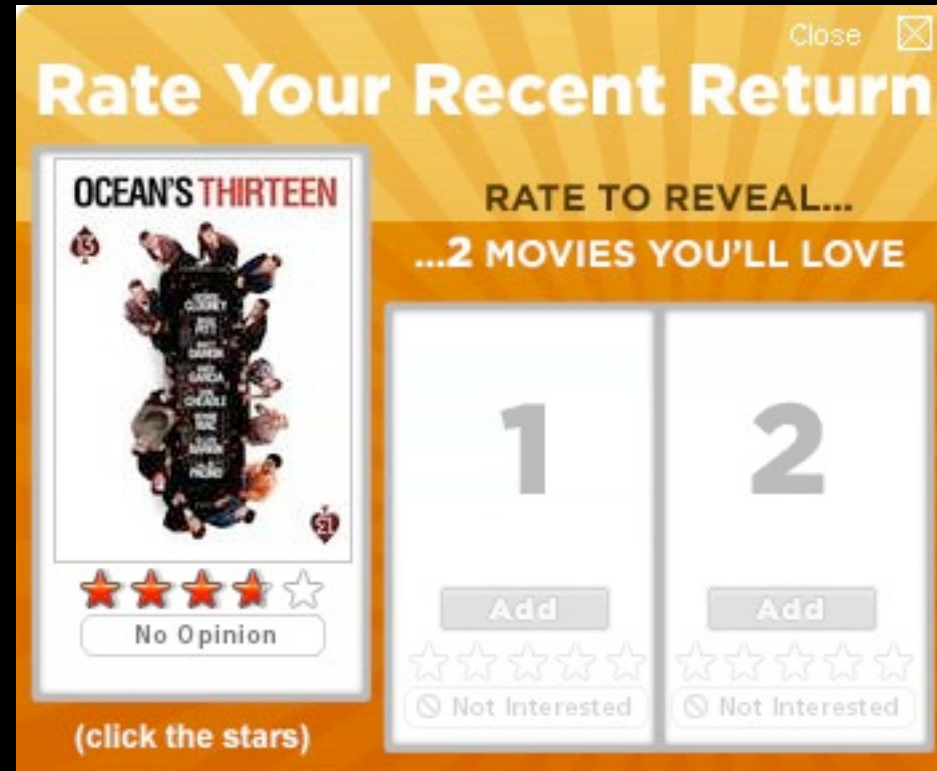
[Forget your ID or password?](#)


[Sign-in help](#)

Not b.scott?

[Sign in as a different user.](#)

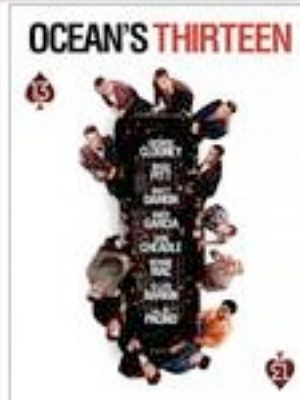
dog-ear invitation. [login.yahoo.com](#)



Close 

Rate Your Recent Return

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



OCEAN'S THIRTEEN

★★★★☆


No Opinion

(click the stars)

1

[Add](#)


★★★★☆

 Not Interested

2

[Add](#)

★★★★☆

 Not Interested

fill-in-the-blanks invitation. [netflix](#)



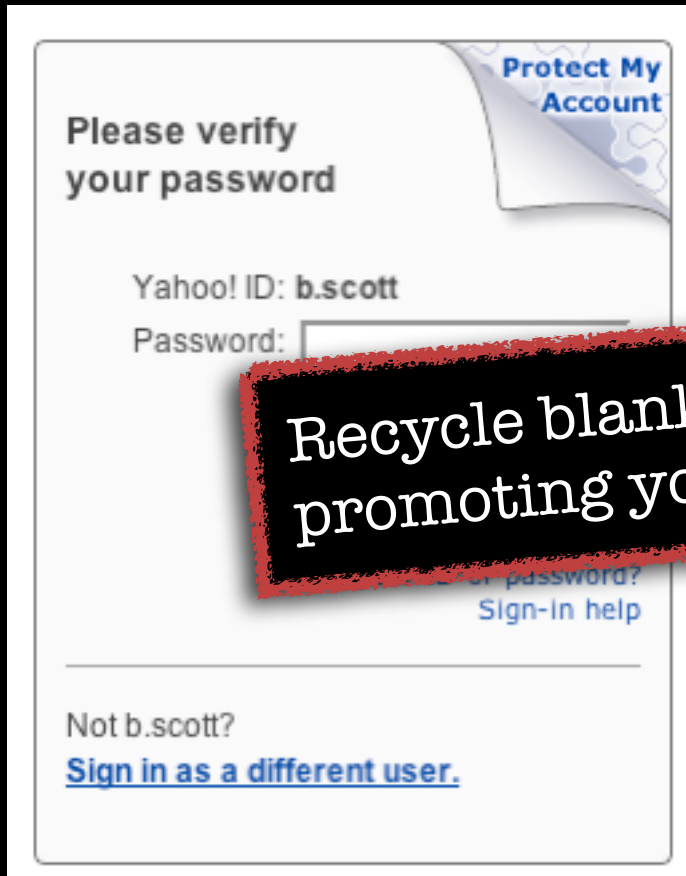
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

My Own Page

Use these links to fill your page. [Need inspiration](#) or [a tutorial?](#)

blank-slate invitation. [backpackit](#)

Blank Slate Invitation



Please verify your password

Protect My Account

Yahoo! ID: b.scott

Password:

[Forgot your password?](#)

[Sign-in help](#)

Not b.scott?

[Sign in as a different user.](#)

dog-ear invitation. [login.yahoo.com](#)

Recycle blank areas for promoting your features.



Close 

Rate Your Recent Return

OCEAN'S THIRTEEN

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

1

2

Add


Not Interested

Add


Not Interested

(click the stars)

fill-in-the-blanks invitation. [netflix](#)



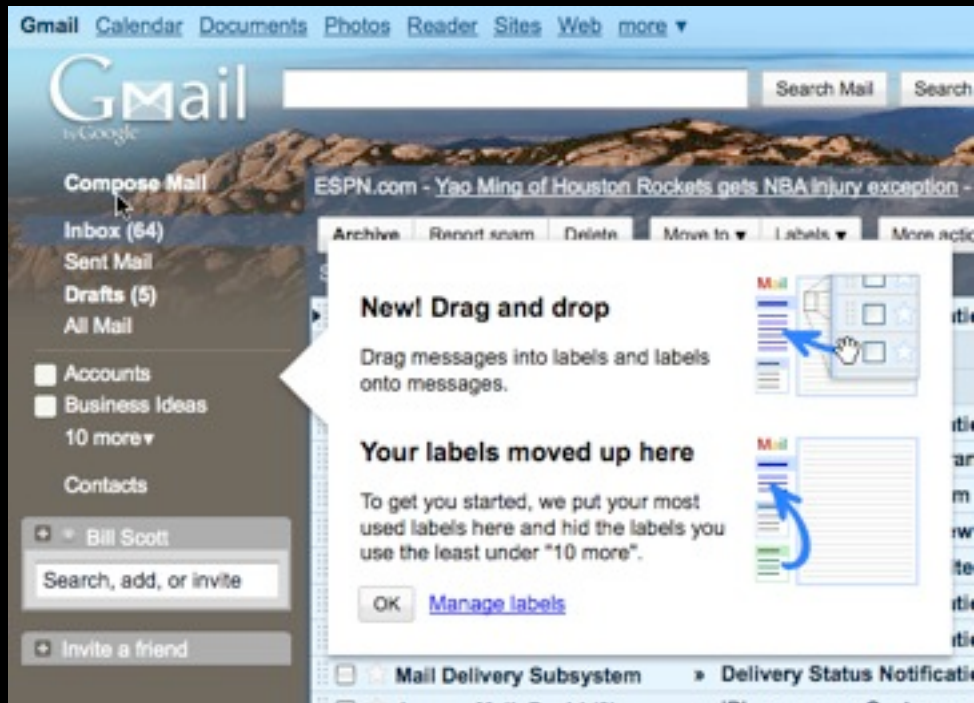
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

My Own Page

Use these links to fill your page. [Need inspiration](#) or [a tutorial?](#)

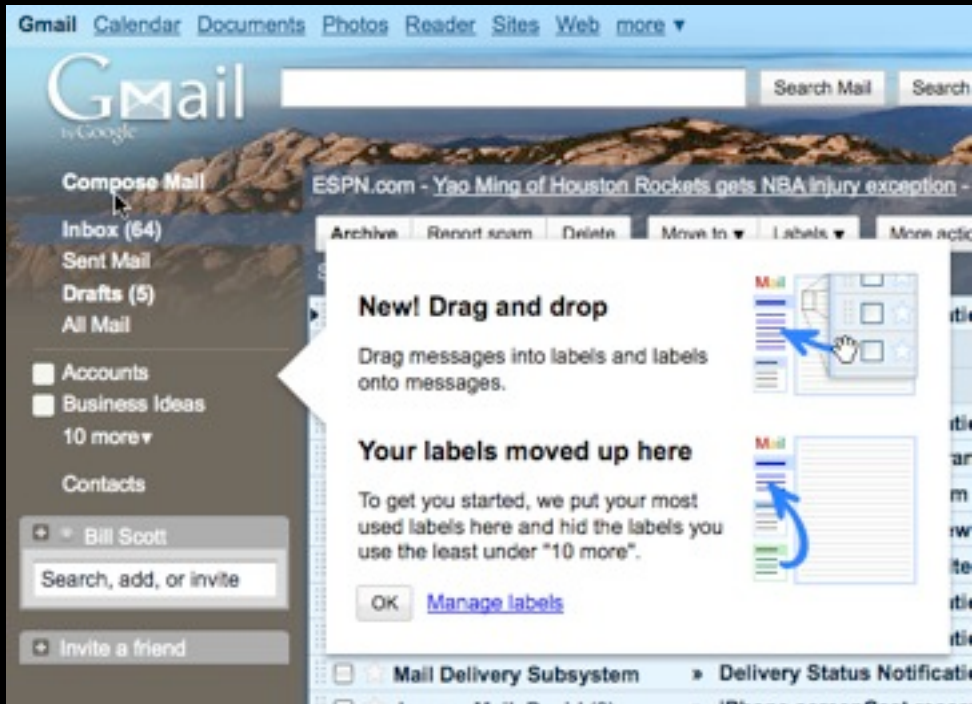
blank-slate invitation. [backpackit](#)

Tour Invitation



tour invitation. gmail

Tour Invitation

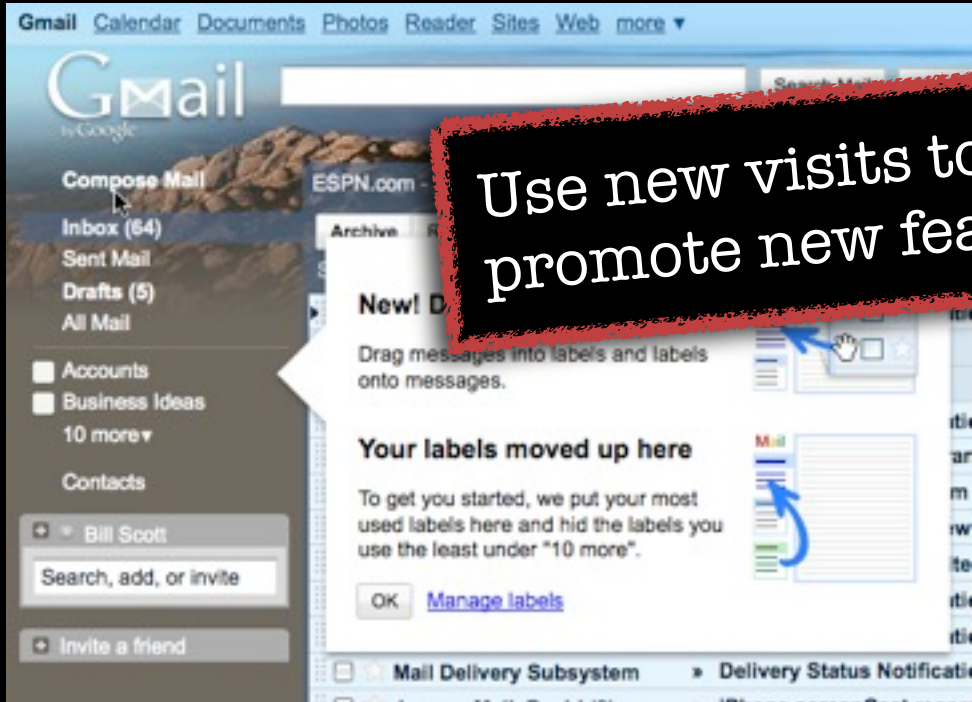


tour invitation. gmail



tour invitation. yahoo.com

Tour Invitation



Use new visits to promote new features.



tour invitation. yahoo.com

tour invitation. gmail

Tour Invitation



tour invitation. gmail

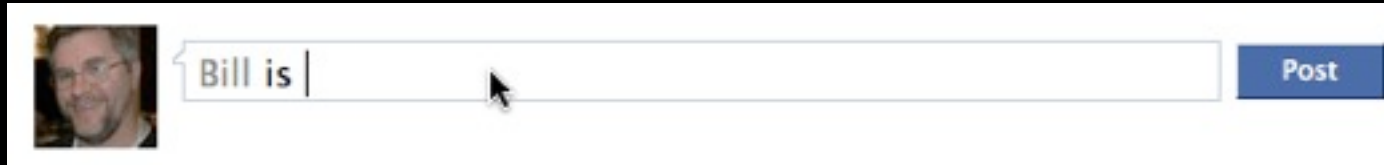
Prompt Invitation



What are you doing right now?

facebook.com

Prompt Invitation

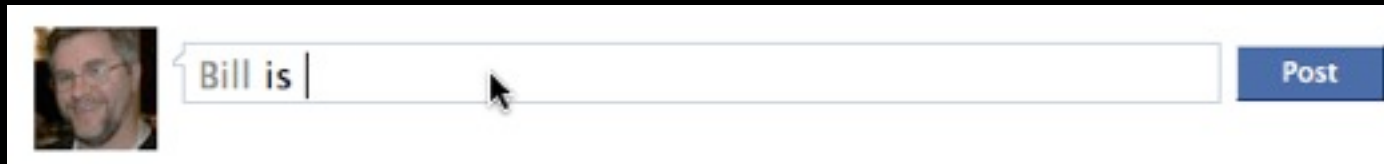
A screenshot of a Facebook post creation interface. On the left is a small square profile picture of a man with glasses and a beard. To its right is a text input field with a light blue border. Inside the field, the text "Bill is" is followed by a vertical cursor line. A mouse cursor is positioned at the end of the text. To the right of the input field is a blue rectangular button with the word "Post" in white text.

Bill is |

Post

facebook.com

Prompt Invitation



A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man with glasses. To its right is a text input field containing the text "Bill is |". A mouse cursor is positioned at the end of the text in the input field. To the right of the input field is a blue button with the word "Post" in white text.

facebook.com



A screenshot of the Delicious bookmarks page for a user named Bill Scott. The top navigation bar includes the "delicious" logo and links for "Home", "Bookmarks", "People", and "Tags". Below this is a blue header with the user's name "Bill Scott's Bookmarks" and links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". The user's site is listed as "http://looksgoodworkswell.blogspot.com". A section titled "See more bookmarks in Popular, Recent, or look up a URL." is followed by a search bar with the text "billwscott" and a placeholder "Type a tag". Below the search bar are three icons: a minus sign, an equals sign, and a hamburger menu. The main content area shows a bookmark entry dated "02 JAN 09" with the title "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT" and links for "EDIT" and "DELETE".

delicious.com

Prompt Invitation



delicious.com

Prompt Invitation



Standard Fit



Standard fit
(lightweight denim)
jeans
\$54.50



Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

button. the gap

Standard Fit



Standard fit
(lightweight denim)
jeans
\$54.50

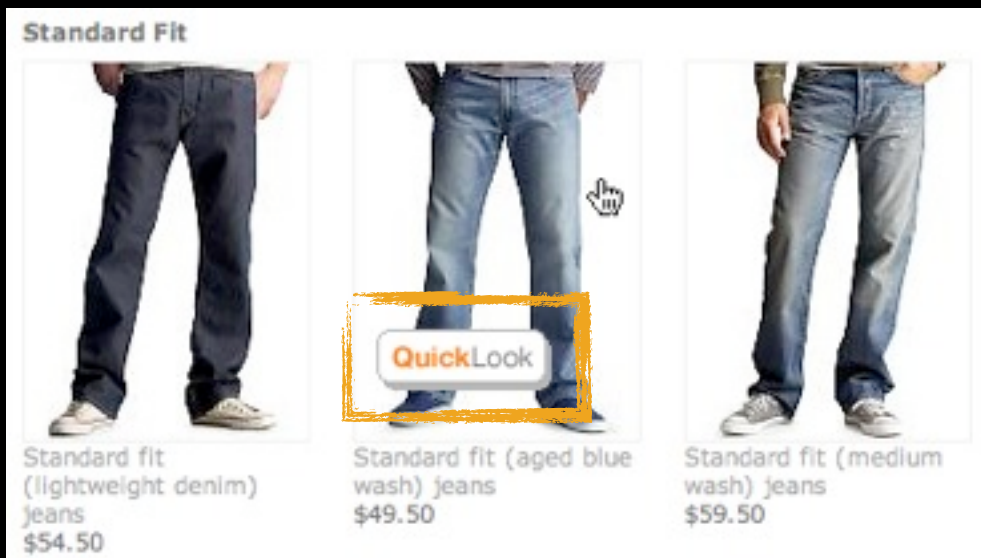


Standard fit (aged blue
wash) jeans
\$49.50



Standard fit (medium
wash) jeans
\$59.50

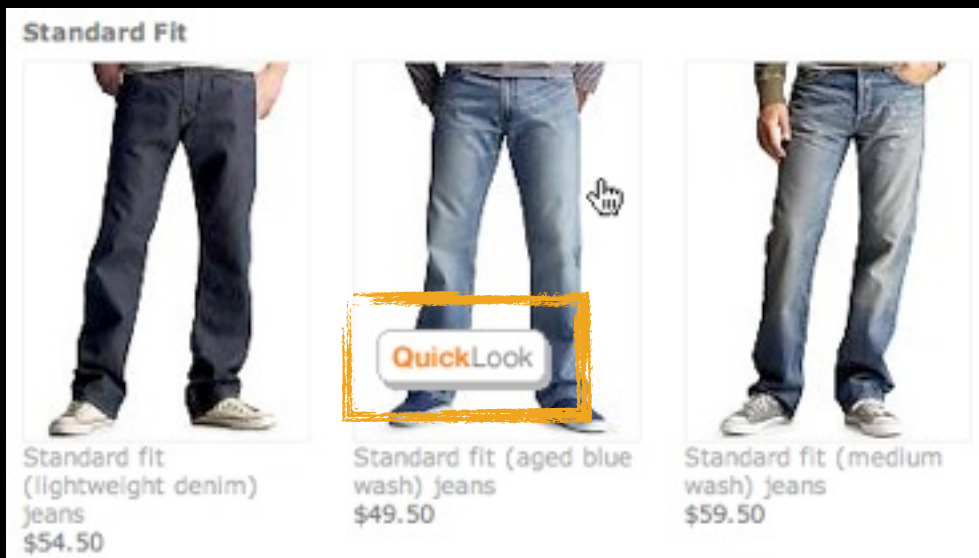
button. the gap



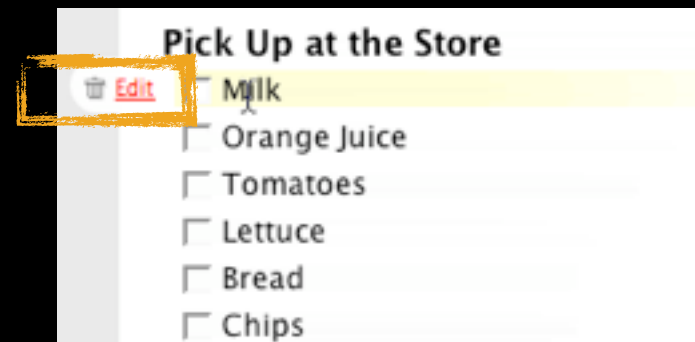
button. the gap



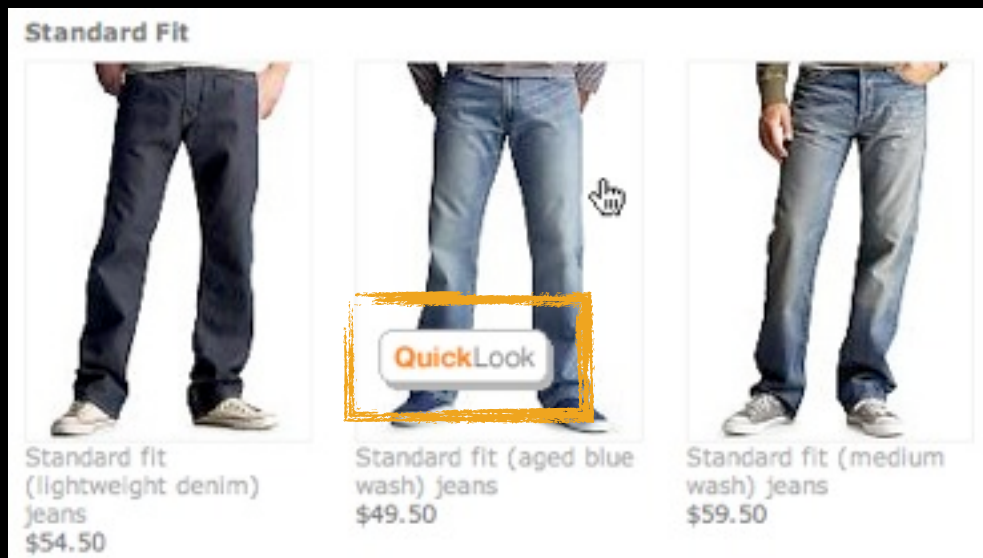
hyperlink. backpackit



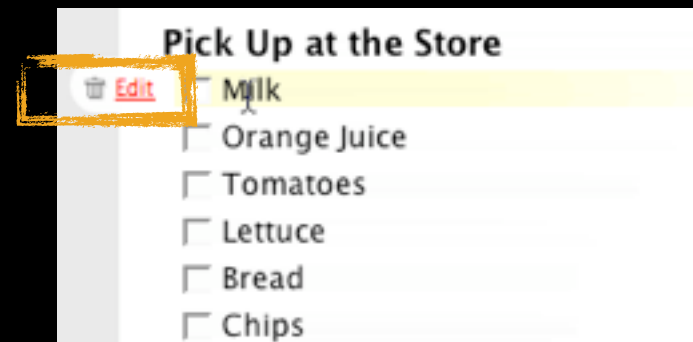
button. the gap



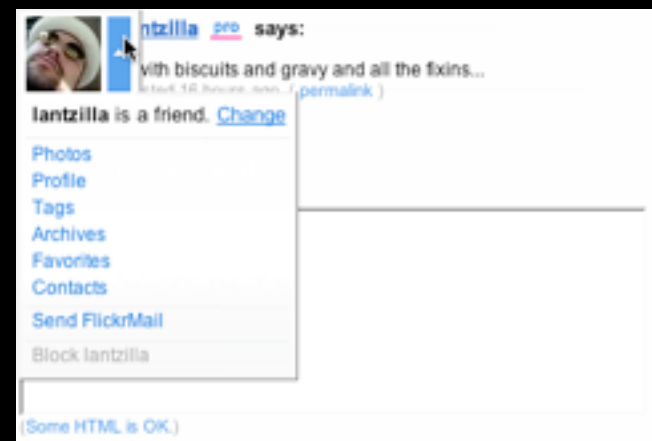
hyperlink. backpackit



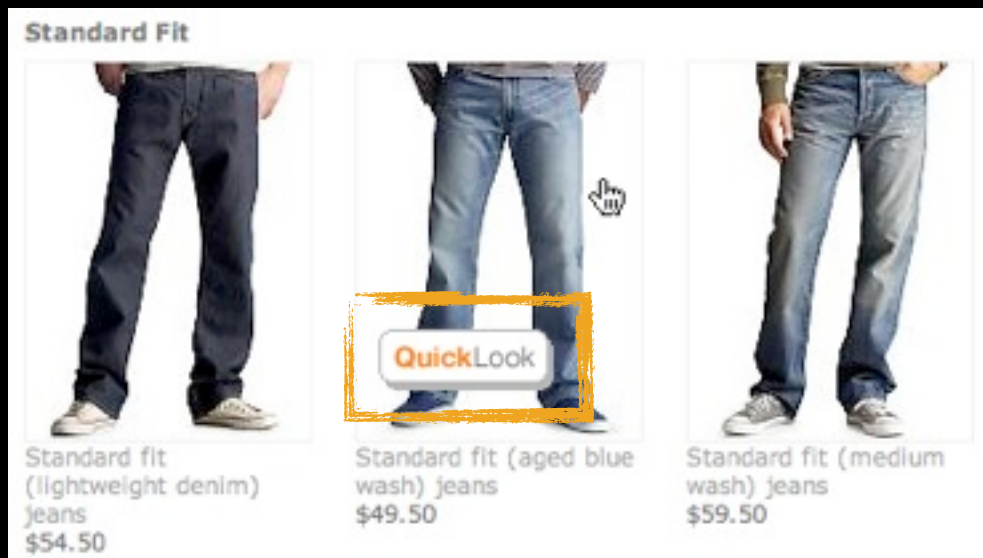
button. the gap



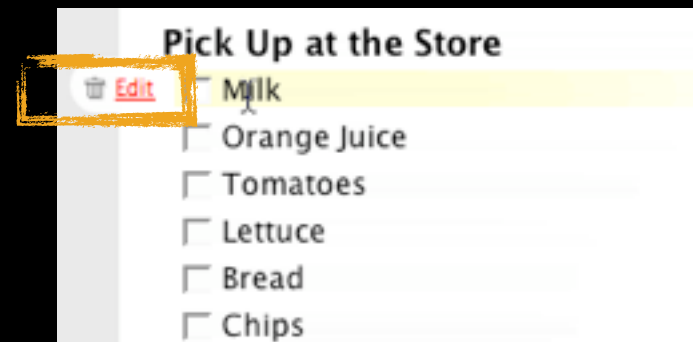
hyperlink. backpackit



drop down arrow. flickr



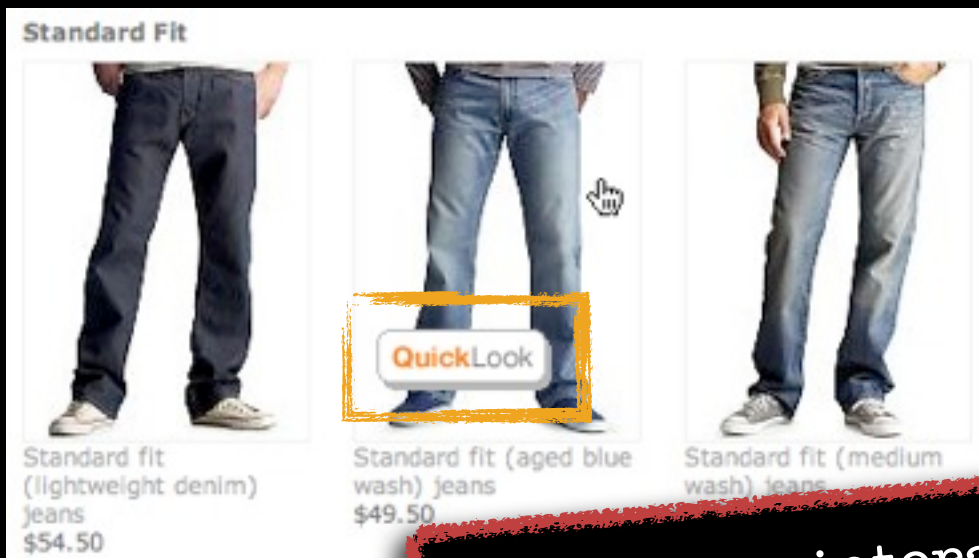
button. the gap



hyperlink. backpackit



drop down arrow. flickr



button. the gap

Bridge new interaction styles with familiar idioms.

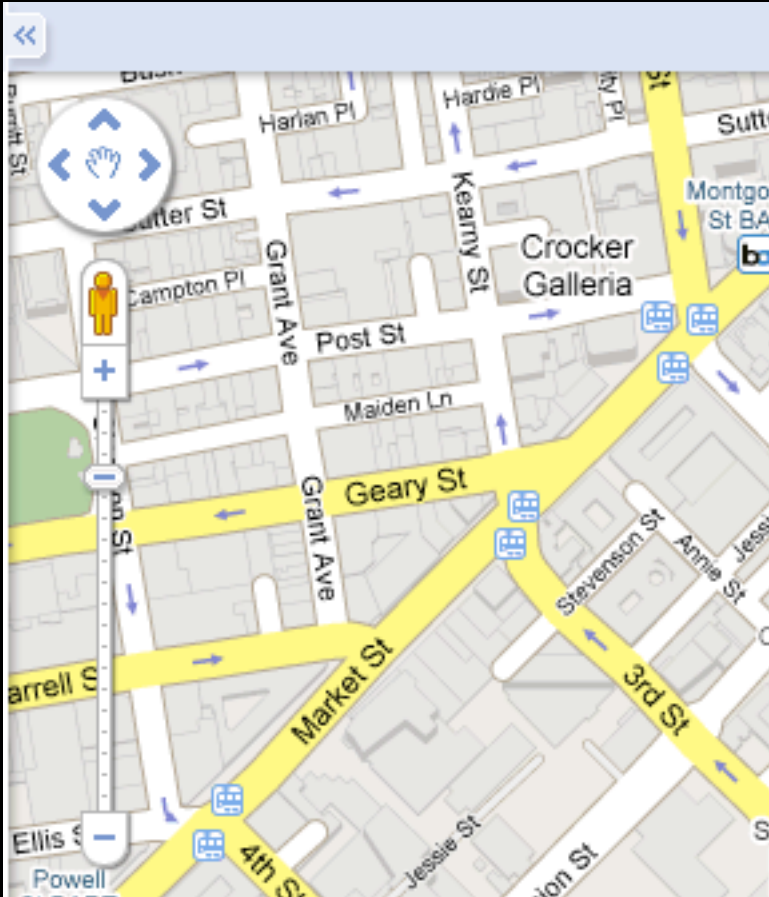


hyperlink. backpackit



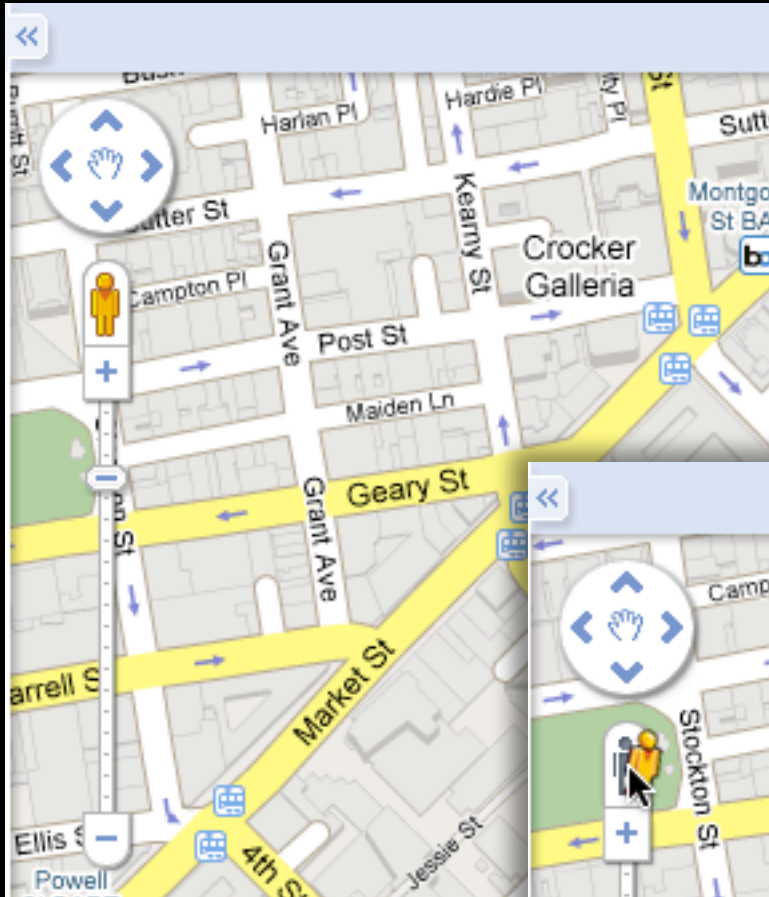
drop down arrow. flickr

Drag & Drop Invitation

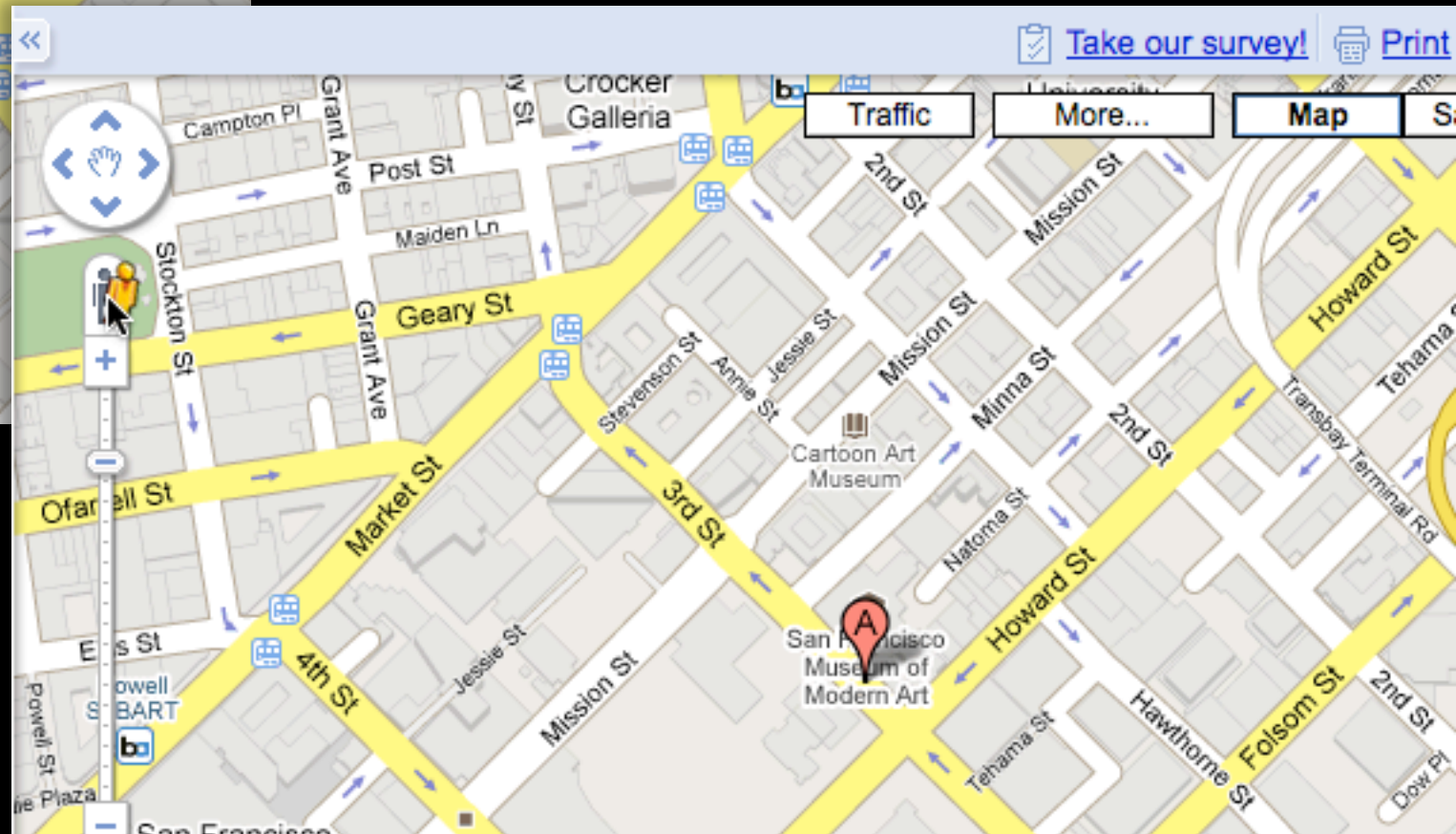


drag invitation. google maps

Drag & Drop Invitation

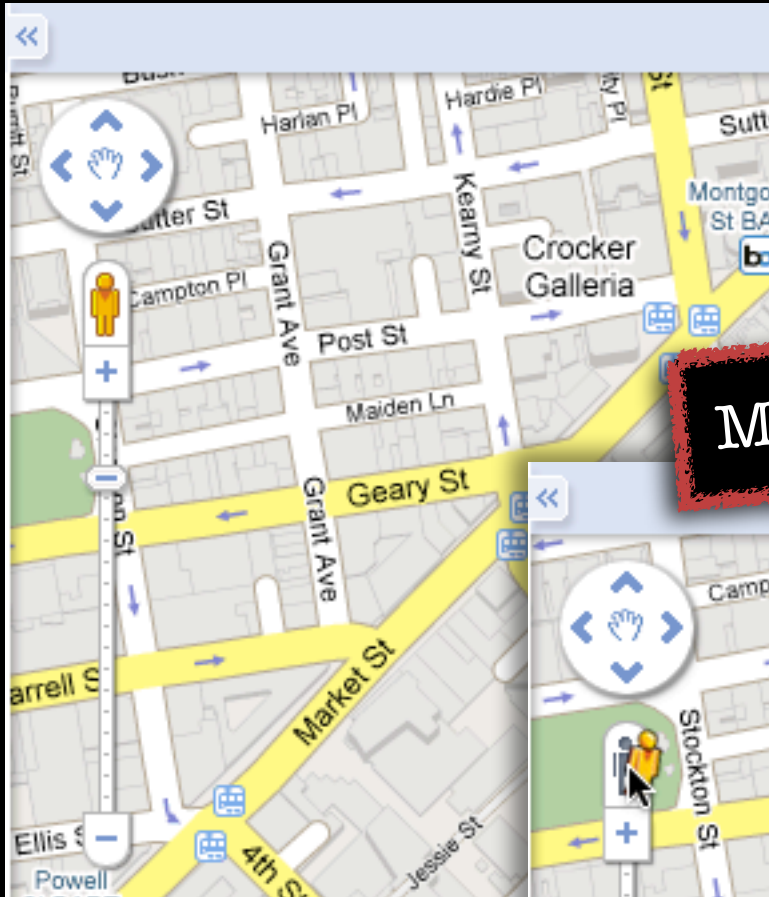


drag invitation. google maps



drop invitation. google maps

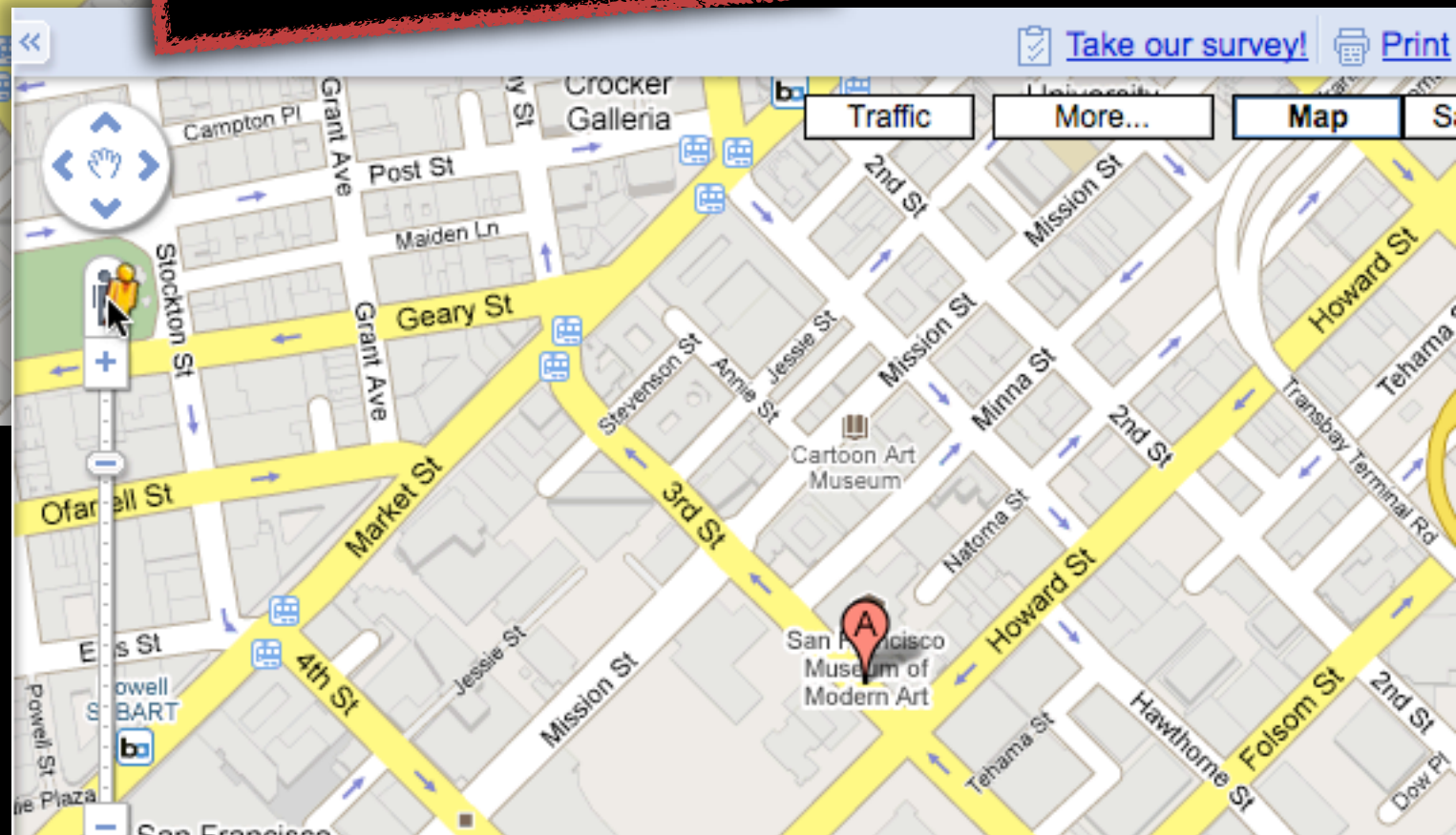
Drag & Drop Invitation



drag invitation. google maps

Mind your moments.

drop invitation. google maps





Show transitions.

April 1999

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

TurboTax
Deluxe

Personal InfoFederal TaxesFederal ReviewState TaxesPrint & File

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


Wages & IncomeDeductions & CreditsOther Tax Situations

Enter Your Interest Paid to Some Lender

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

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

TurboTax 
Deluxe

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

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

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

Enter Your Interest Paid to Some Lender

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

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

again in slow-motion...

TurboTax Deluxe

Personal Info Federal Taxes Federal Review State Taxes Print & File

Wages & Income Deductions & Credits Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender

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

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due

\$10,533

CA Tax Due

\$4,973

again in slow-motion...



nbc.com

upc *cow

TurboTax 
Deluxe

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

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

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

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

(Box 1 on your 1098)

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...




nbc.com


upc *cow

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](#)

anti-pattern. needless fanfare. roost.com

NASA

HOME NEWS MISSIONS MULTIMEDIA ABOUT NASA

en Español
More Preferences

Username Log In Sign Up Search

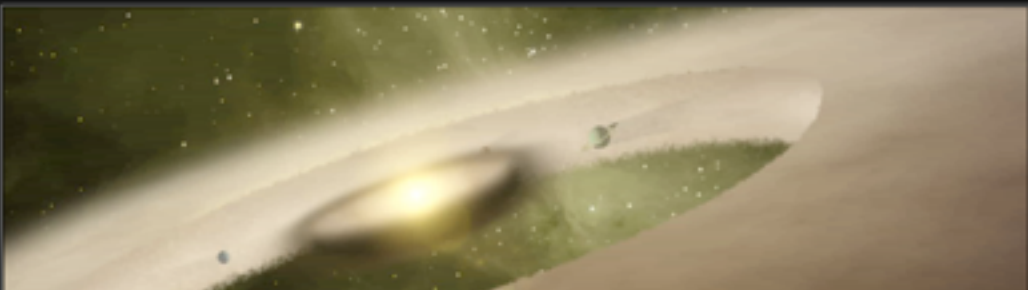
For Public | For Educators | For Students | For Media | For Policymakers | For Employees | MyNASA

Bookmark Send

Atlantis 'Go' for Dec. 6 Launch

NASA Scientist Confirms Light Show on Venus

Youthful Star Sprouts Planets Early



SHUTTLE & STATION

MOON AND MARS

SOLAR SYSTEM

UNIVERSE

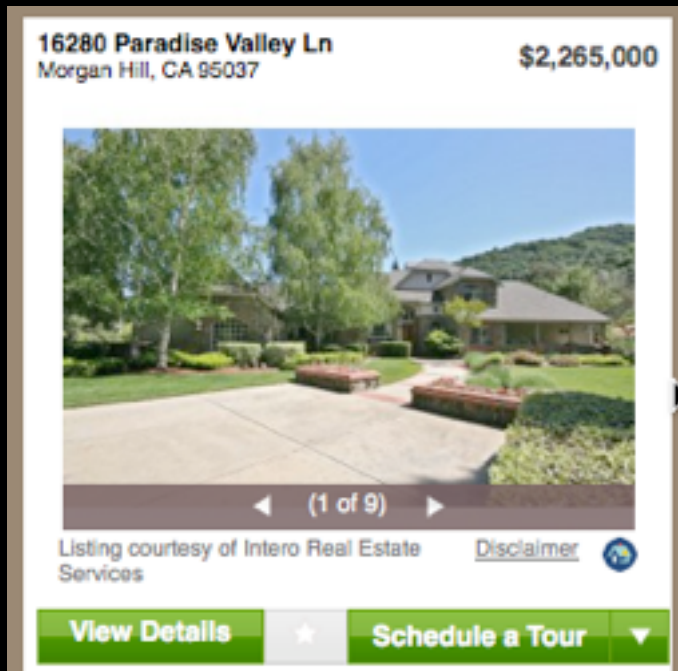
AERONAUTICS

EARTH

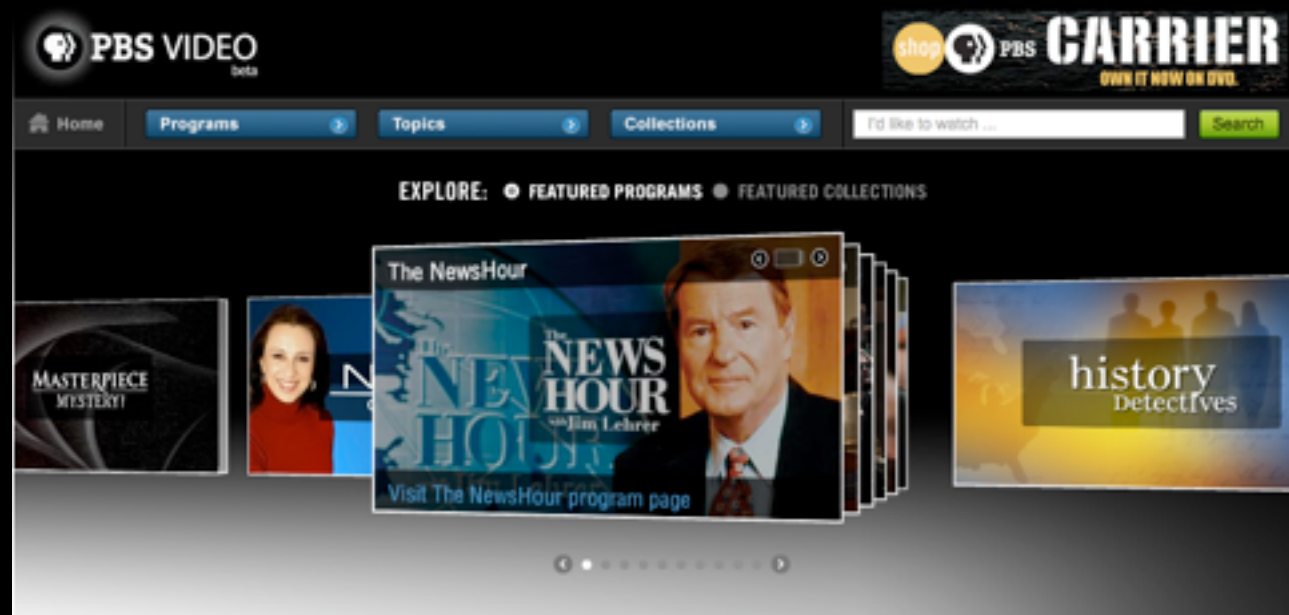
TECHNOLOGY

NASA IN YOUR LIFE

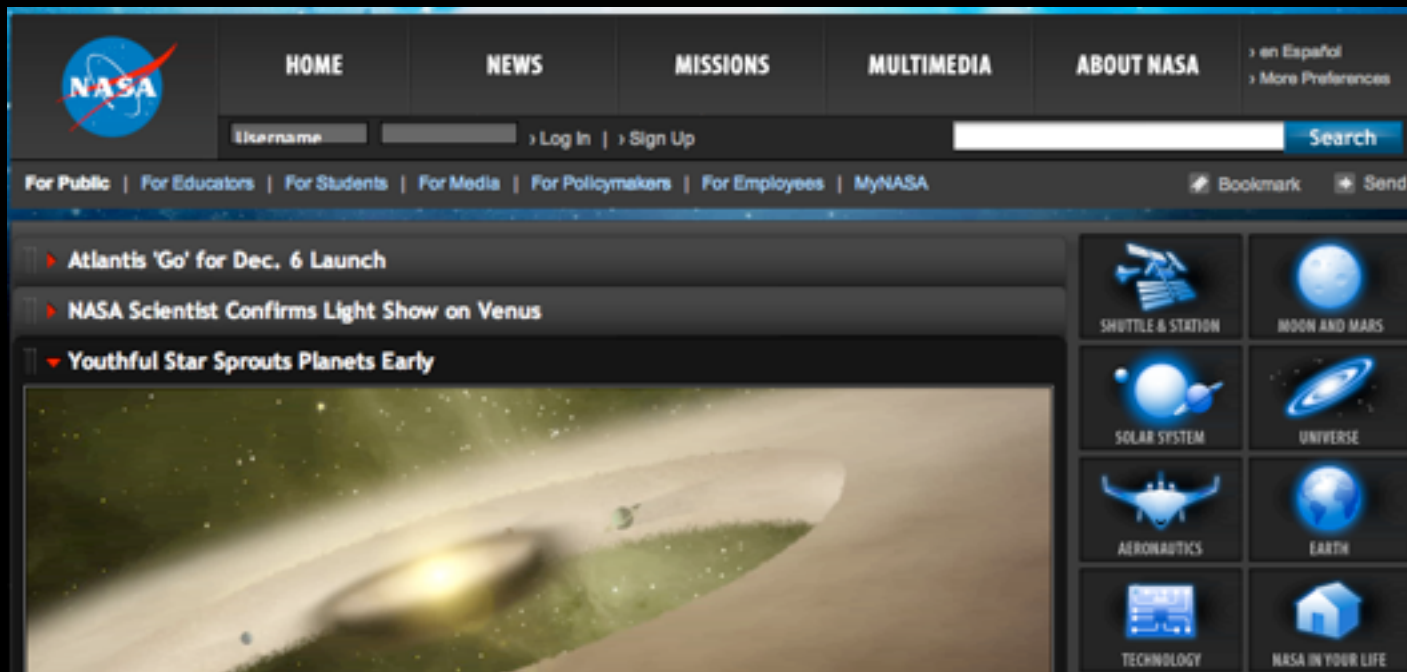
anti-pattern. needless fanfare. nasa.gov



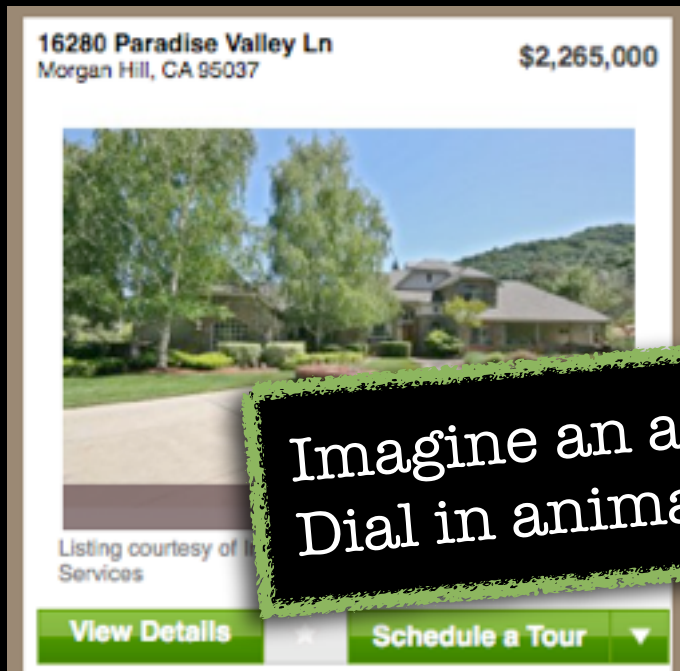
anti-pattern. needless fanfare. roost.com



anti-pattern. needless fanfare. pbs.org



anti-pattern. needless fanfare. nasa.gov

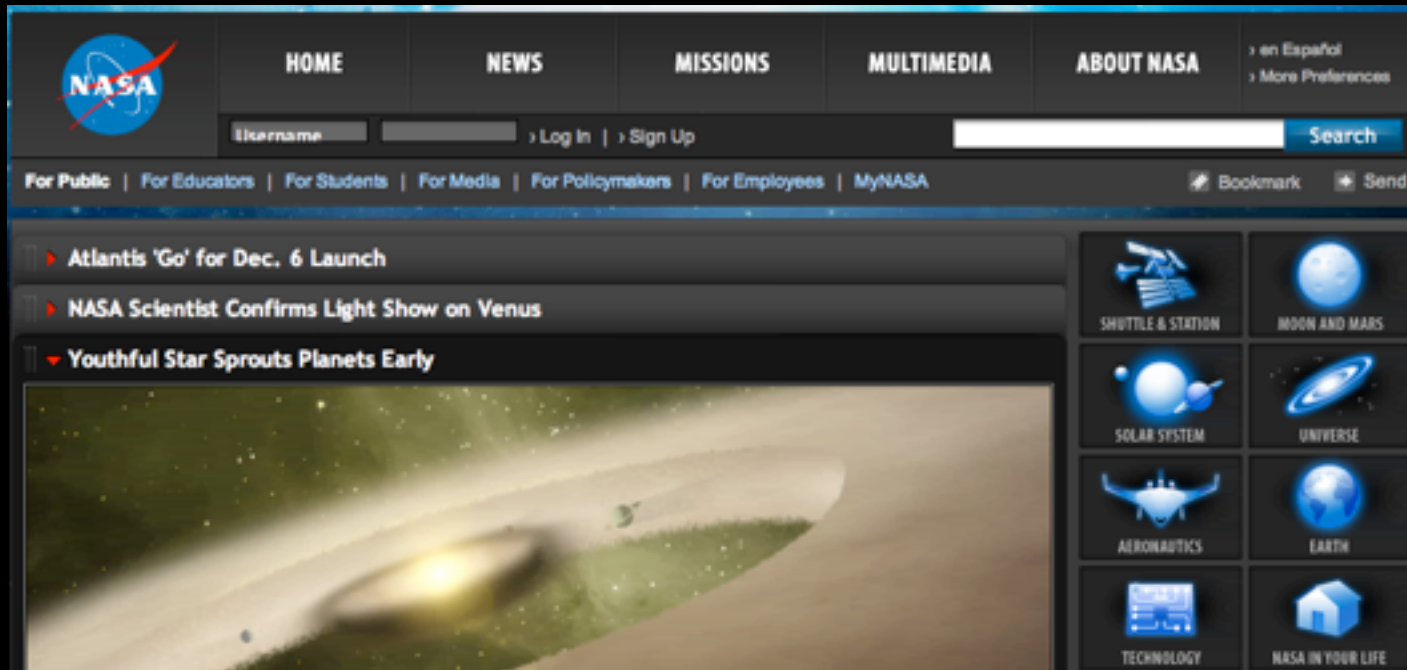


Imagine an animation knob.
Dial in animation carefully.

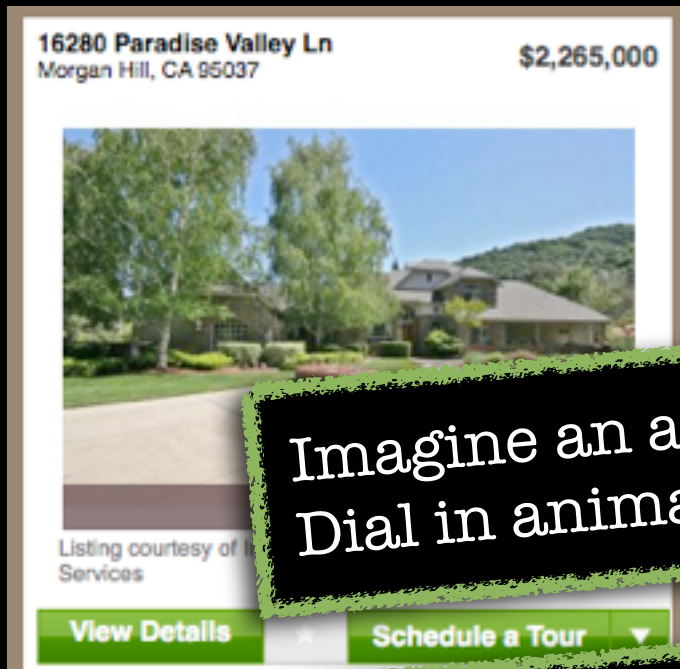


anti-pattern. needless fanfare. pbs.org

anti-pattern. needless fanfare. roost.com



anti-pattern. needless fanfare. nasa.gov

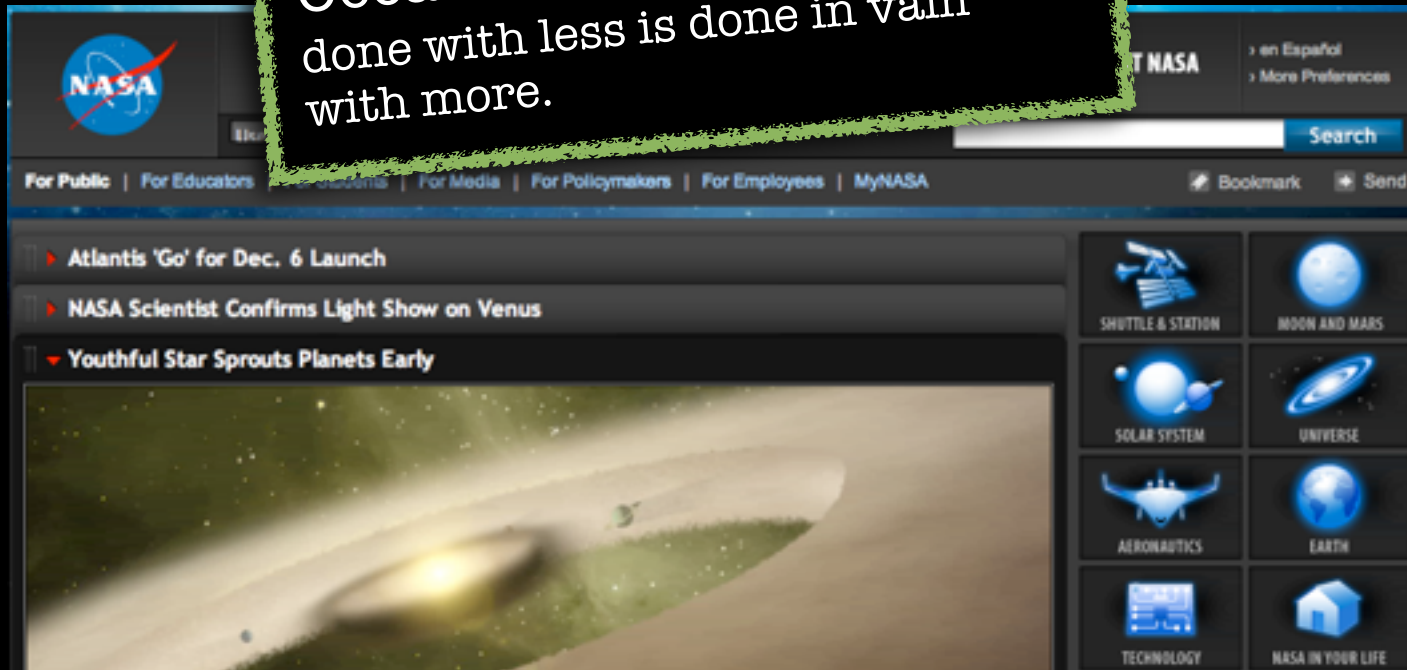


Imagine an animation knob.
Dial in animation carefully.

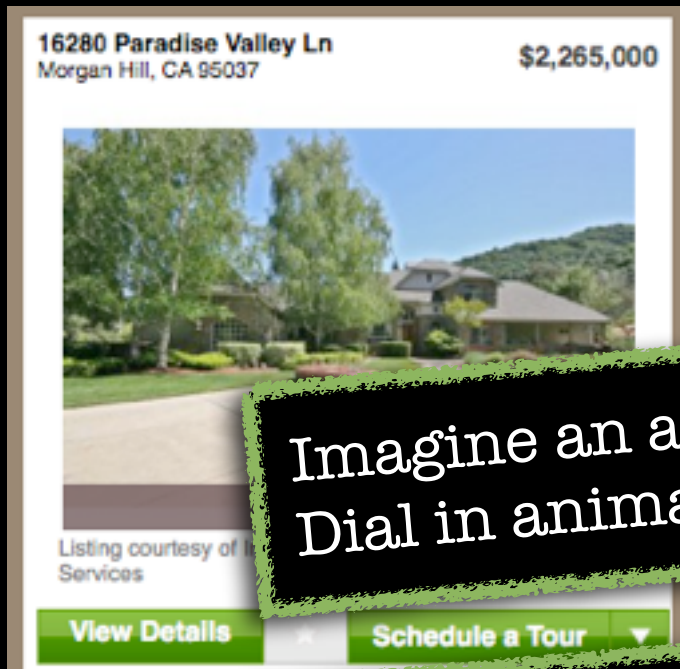
anti-pattern.

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.



fanfare. pbs.org

anti-pattern.

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

YAHOO! PLUS

Animated Tour Useful New Features | We Upgraded Mail Storage! Now 2GB

Select Type: **Web** | Images | Local | News | Shopping

Search: Search

My Services | Feedback

Music | Video | Mail | More

Hello Bill | Sign Out, My Account | 42° - 57°

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

Scoreboard

TODAY

NHL

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

NBA

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

YESTERDAY

no games for selected teams

Listen to live audio of college games

Message Center

Check Email

Launch Messenger **14 friends on**

Software News

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

Best Fare Tracker

Depart: New York, NY - all

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

Depart: Seattle/Tacoma, WA

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

Depart: San Francisco, CA

Weather

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

Search

search by Zip Code or City

eHub

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

Maps

Select From My Locations or Recently Used clear recent

--- My Locations ---

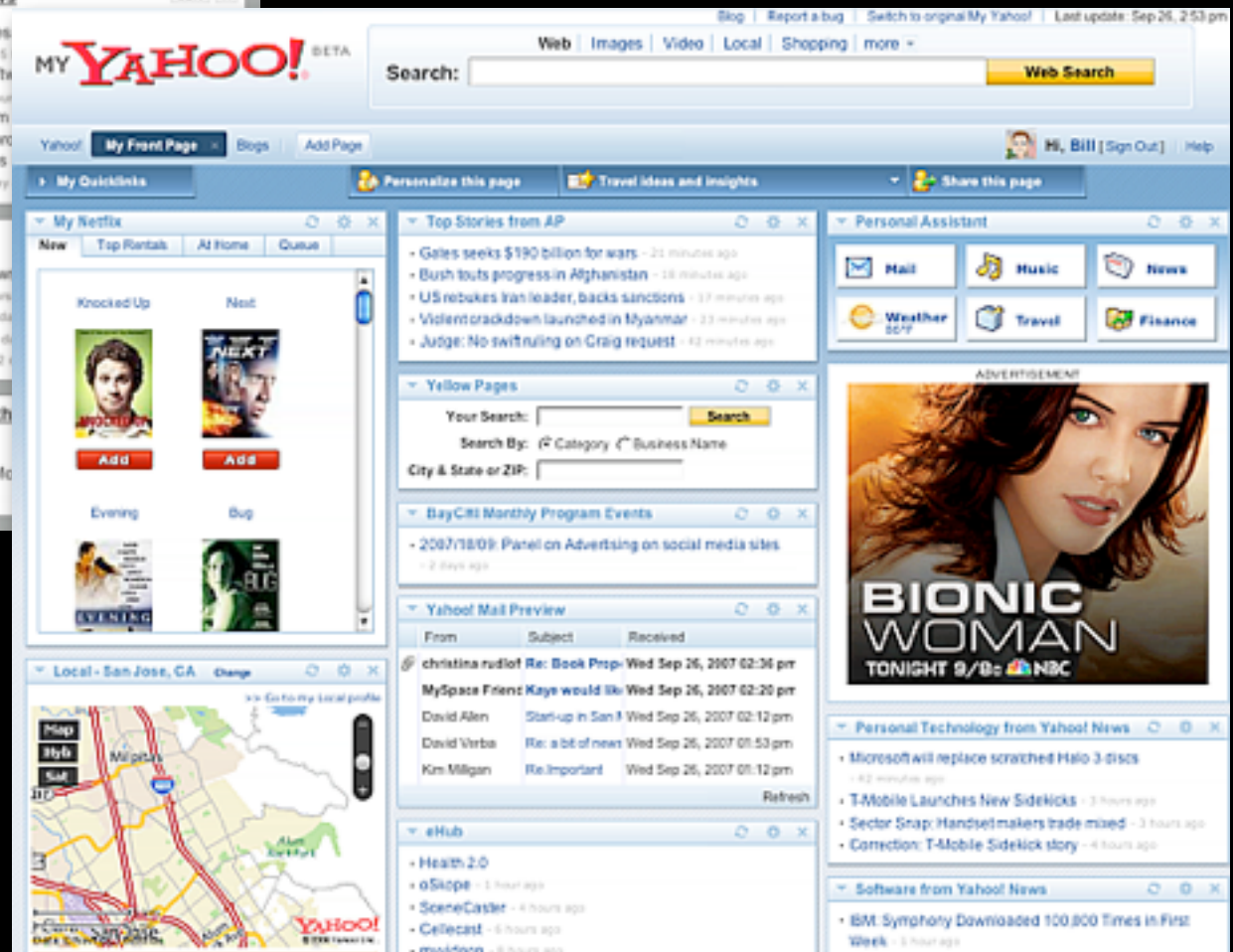
BayCHI Monthly Program Events

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

original. animation on drop. my yahoo!



original. animation on drop. my yahoo!



current. no animation on drop. my yahoo!



original. animation on drop. my yahoo!

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

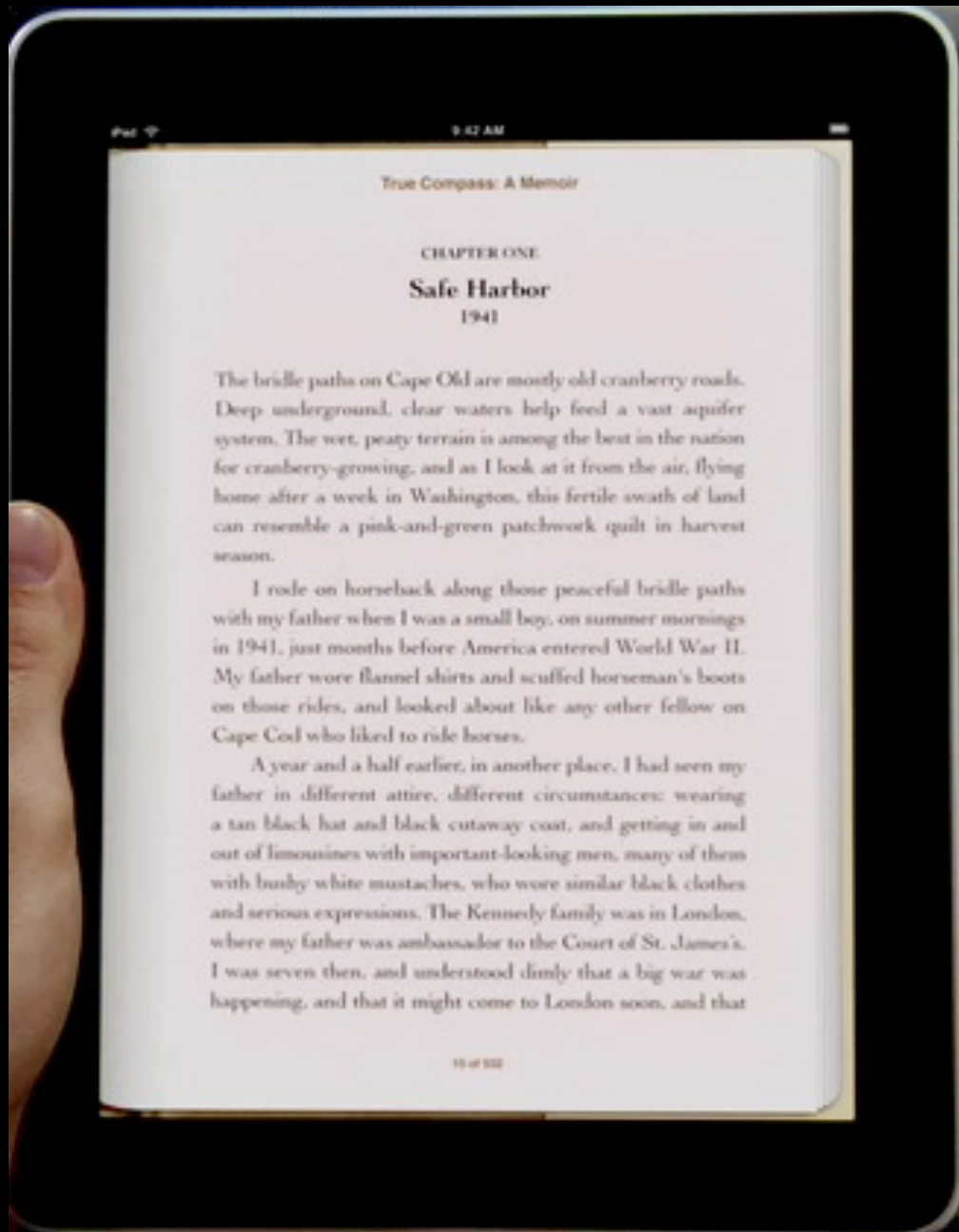


current. no animation on drop. my yahoo!

iPad Example



iPad Example



True Compass: A Memoir

CHAPTER ONE

Safe Harbor

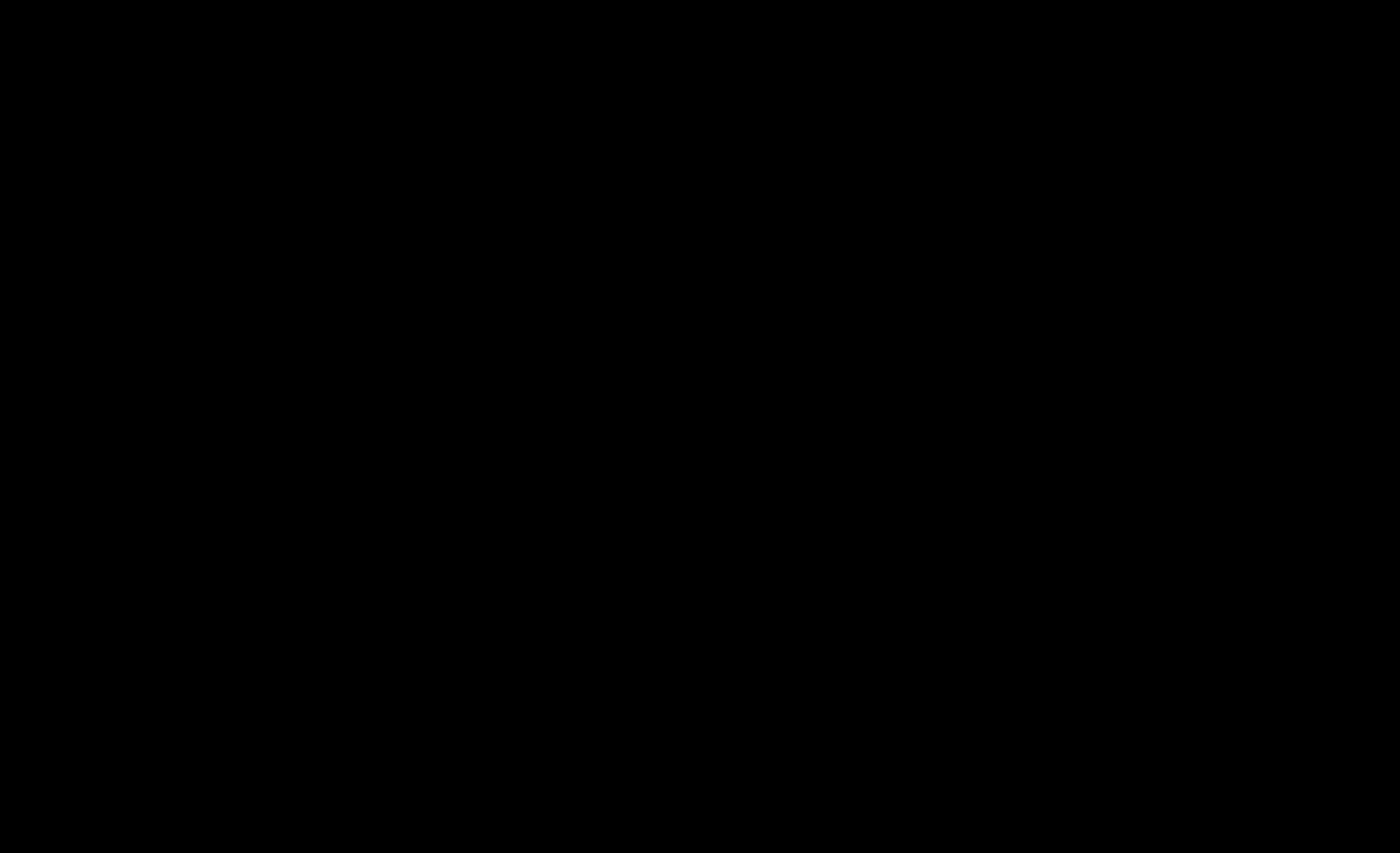
1941

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.

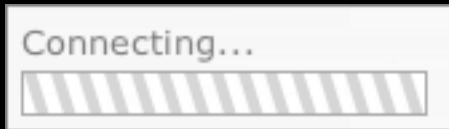
I rode on horseback along those peaceful bridle paths with my father when I was a small boy, on summer mornings in 1941, just months before America entered World War II. My father wore flannel shirts and scuffed horseman's boots on those rides, and looked about like any other fellow on Cape Cod who liked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

Moments Communicate



Moments Communicate



progress indicator

Moments Communicate



Moments Communicate

Connecting...



progress indicator

Speed up time.



earlier version of my yahoo!

Moments Communicate

Connecting...

progress indicator

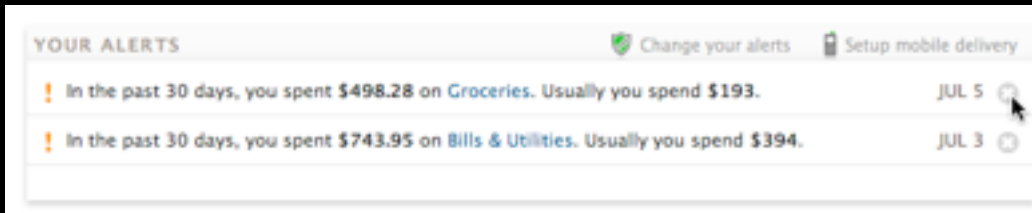
Speed up time.

Slow down time.

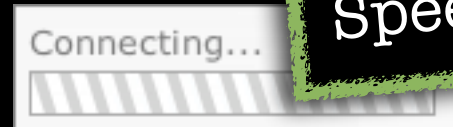


earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

Speed up time.

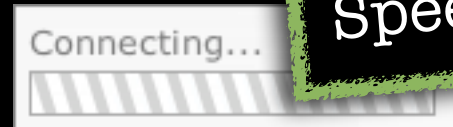


earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

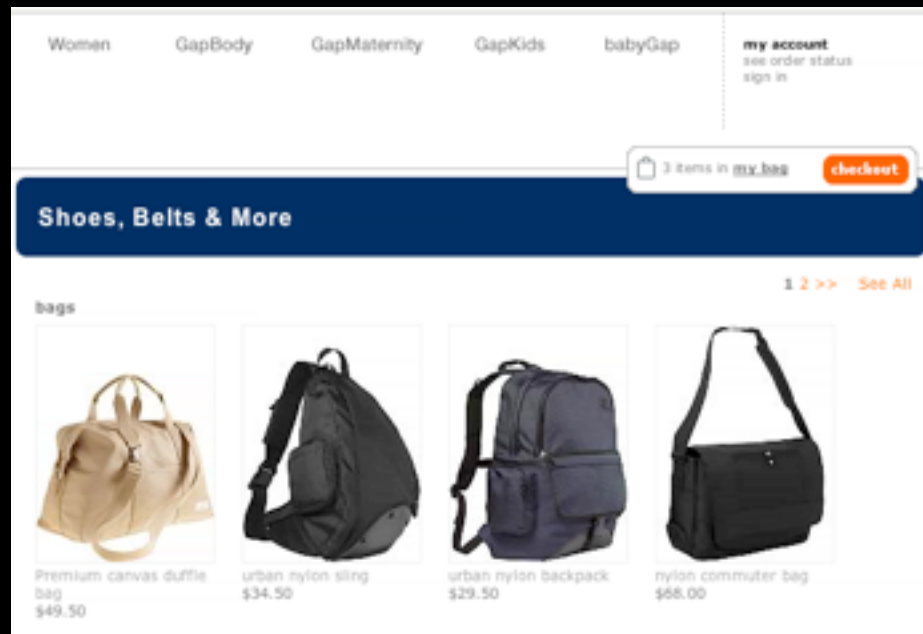


earlier version of my yahoo!

Moments Communicate



mint.com



the gap



Speed up time.



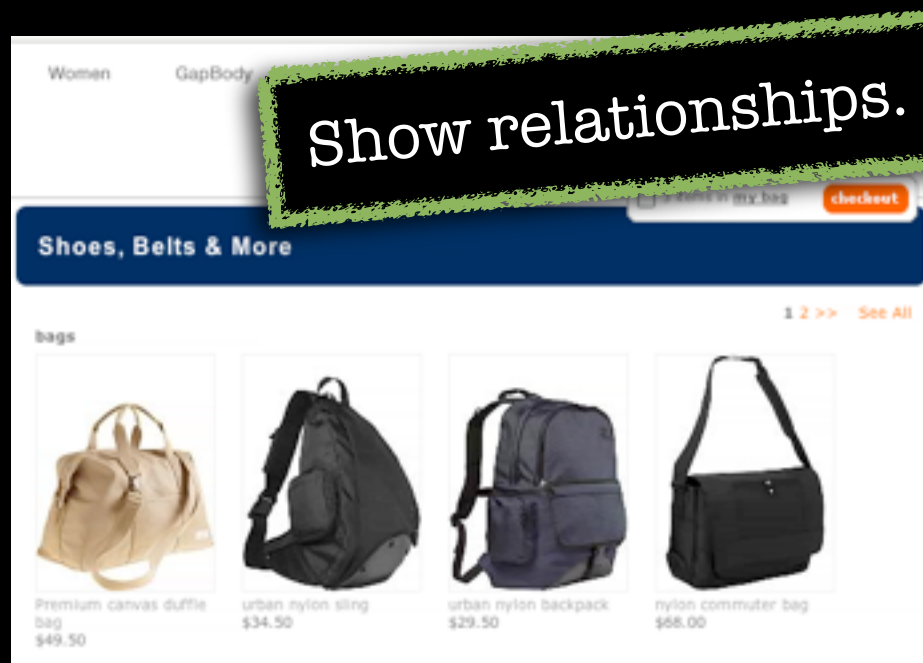
earlier version of my yahoo!

Slow down time.

Moments Communicate



mint.com



the gap

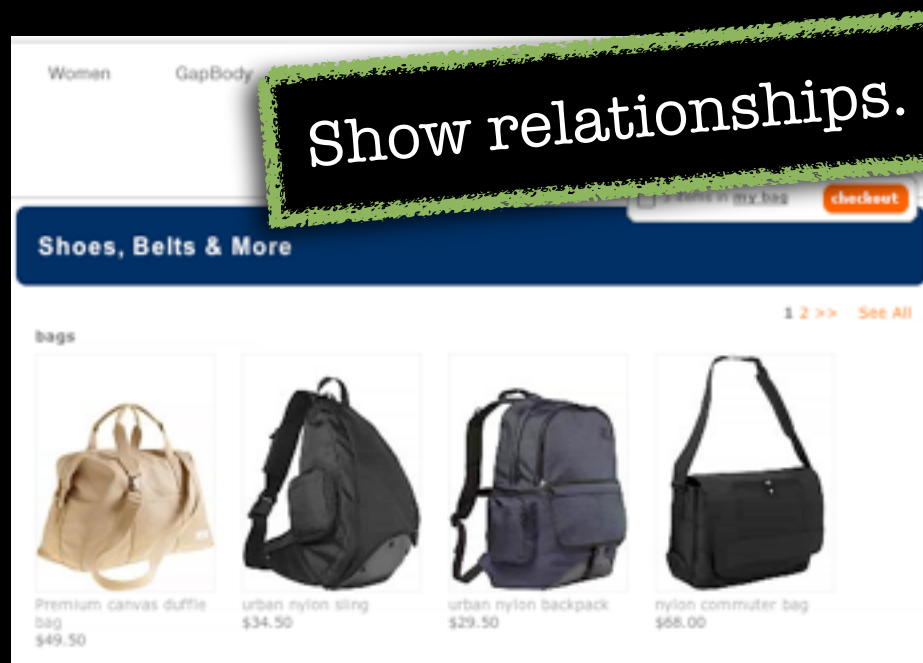


earlier version of my yahoo!

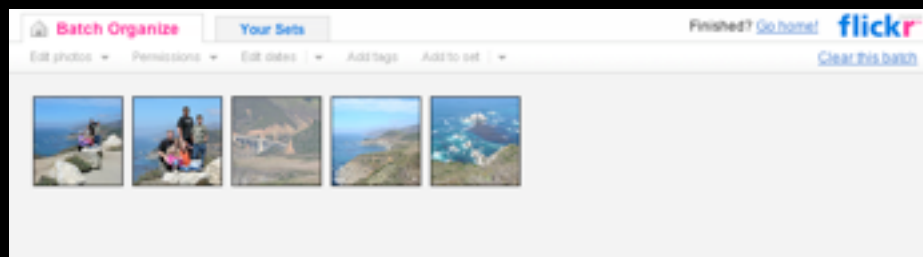
Moments Communicate



mint.com



the gap



flickr organizer



progress indicator

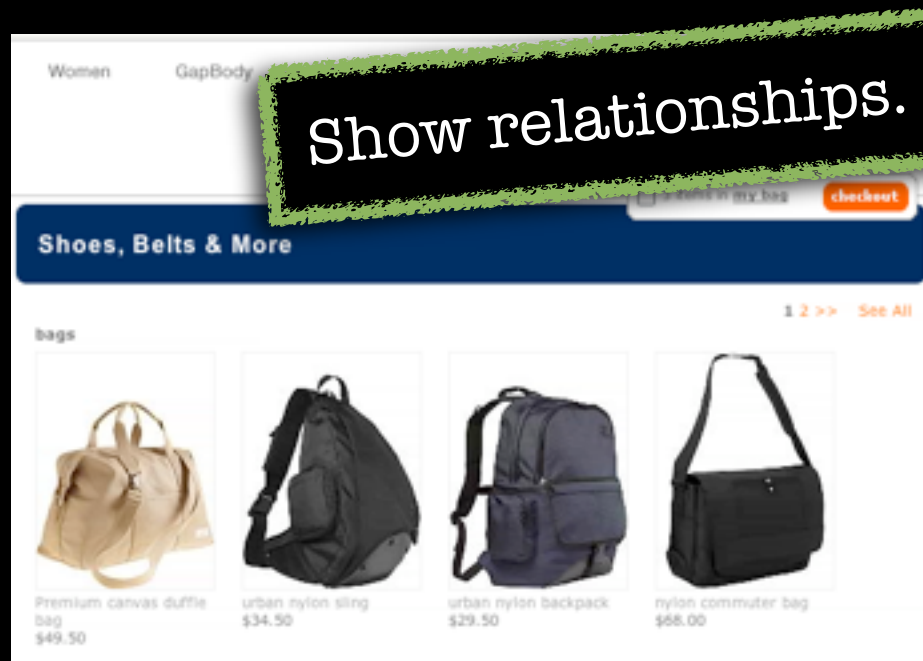


earlier version of my yahoo!

Moments Communicate



mint.com



the gap



flickr organizer



progress indicator



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

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




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

experiment on home page

dedicated area

Live Suggest

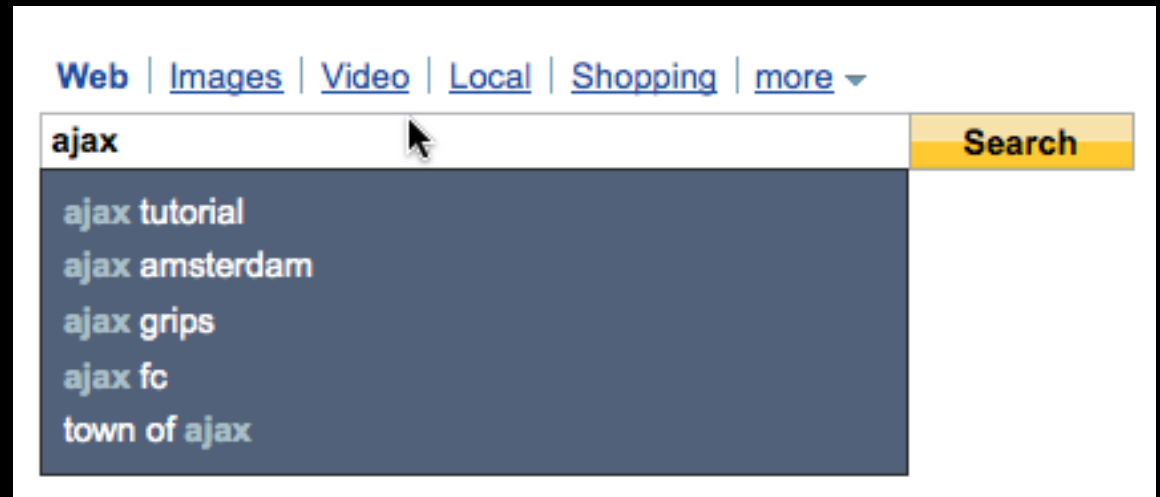


live suggest. google (early version)

Live Suggest



live suggest. google (early version)

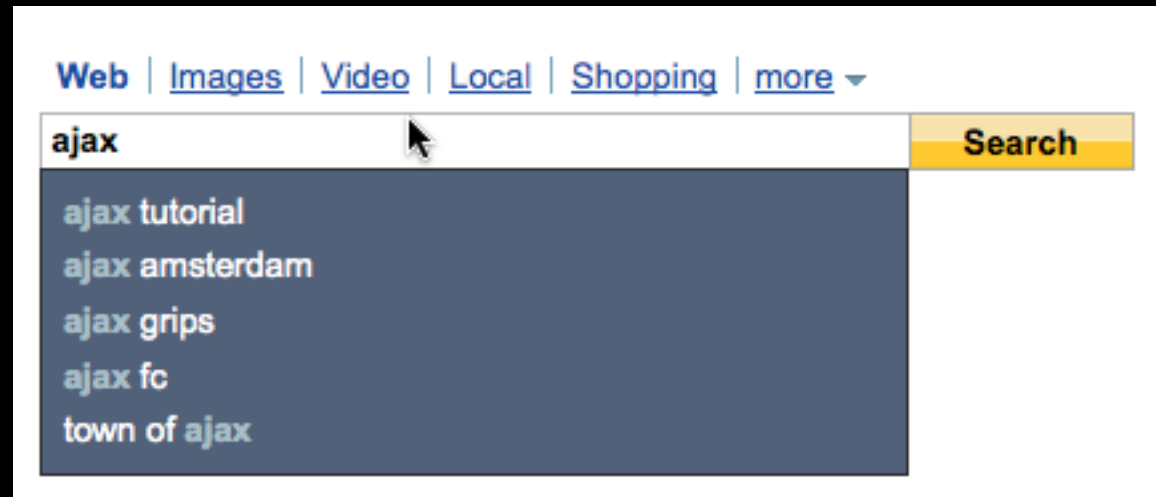


live suggest. yahoo search

Live Suggest

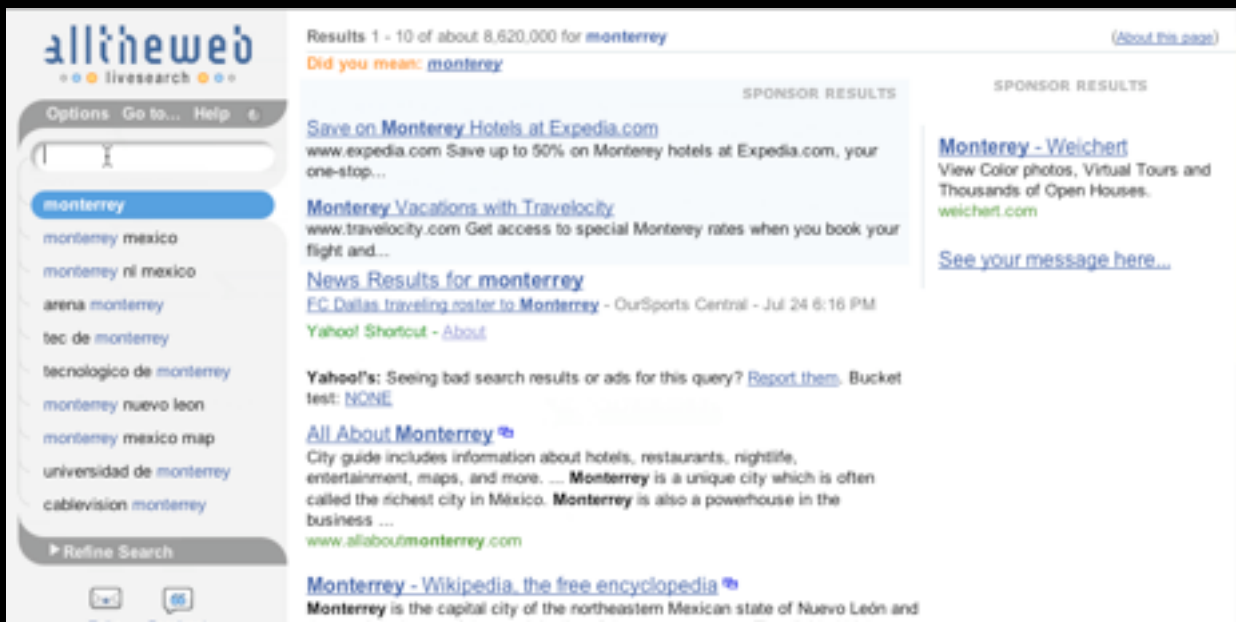


live suggest. google (early version)



live suggest. yahoo search

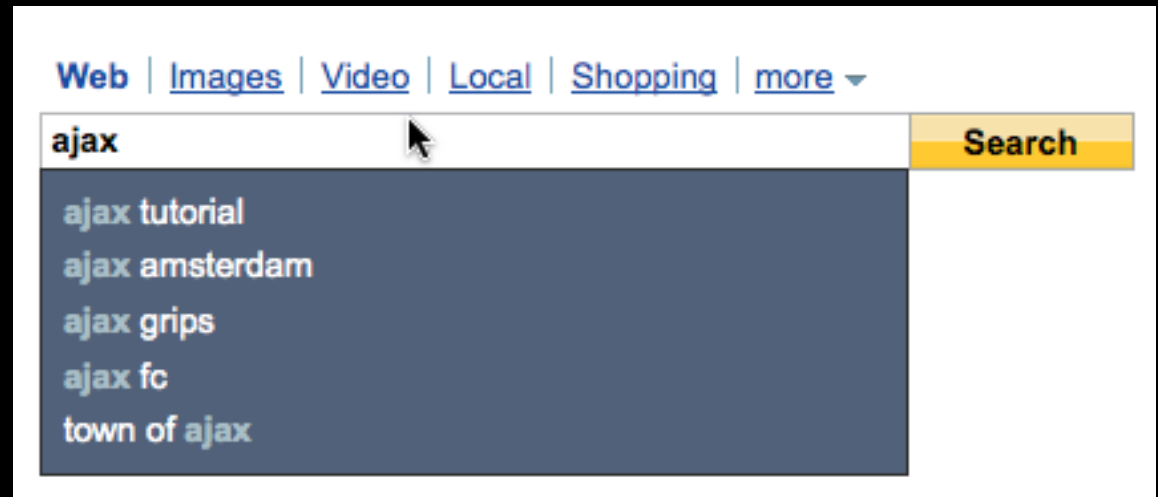
live suggest. early yahoo search experiment



Live Suggest

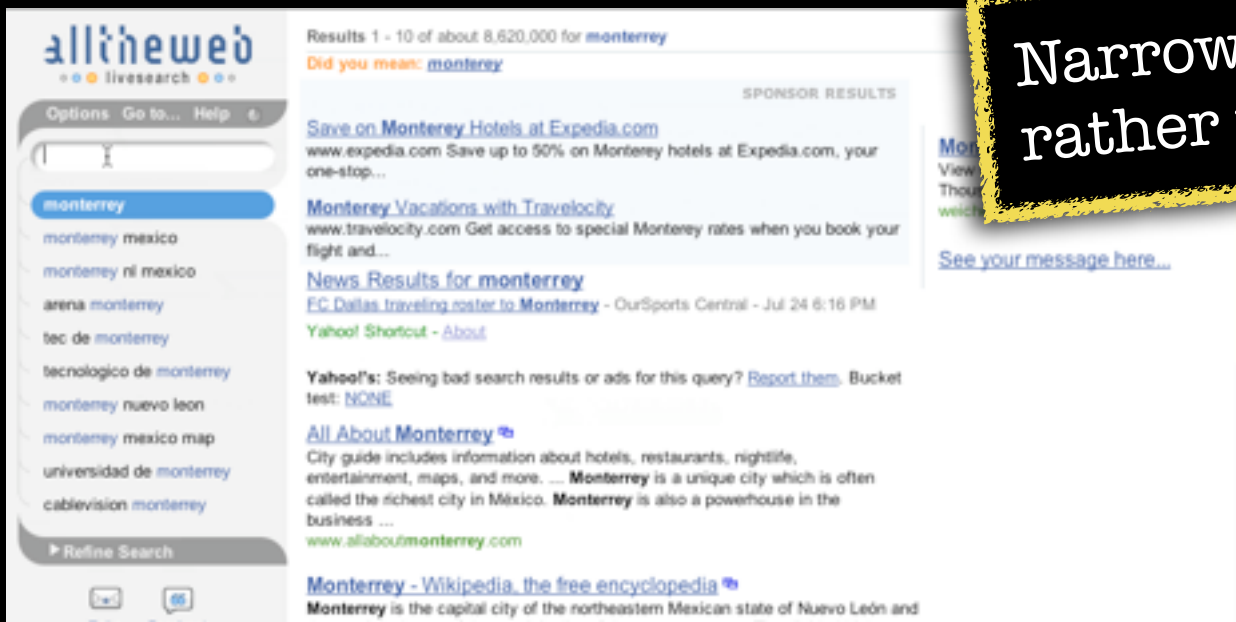


live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal
rather than distract from it.

Live Previews

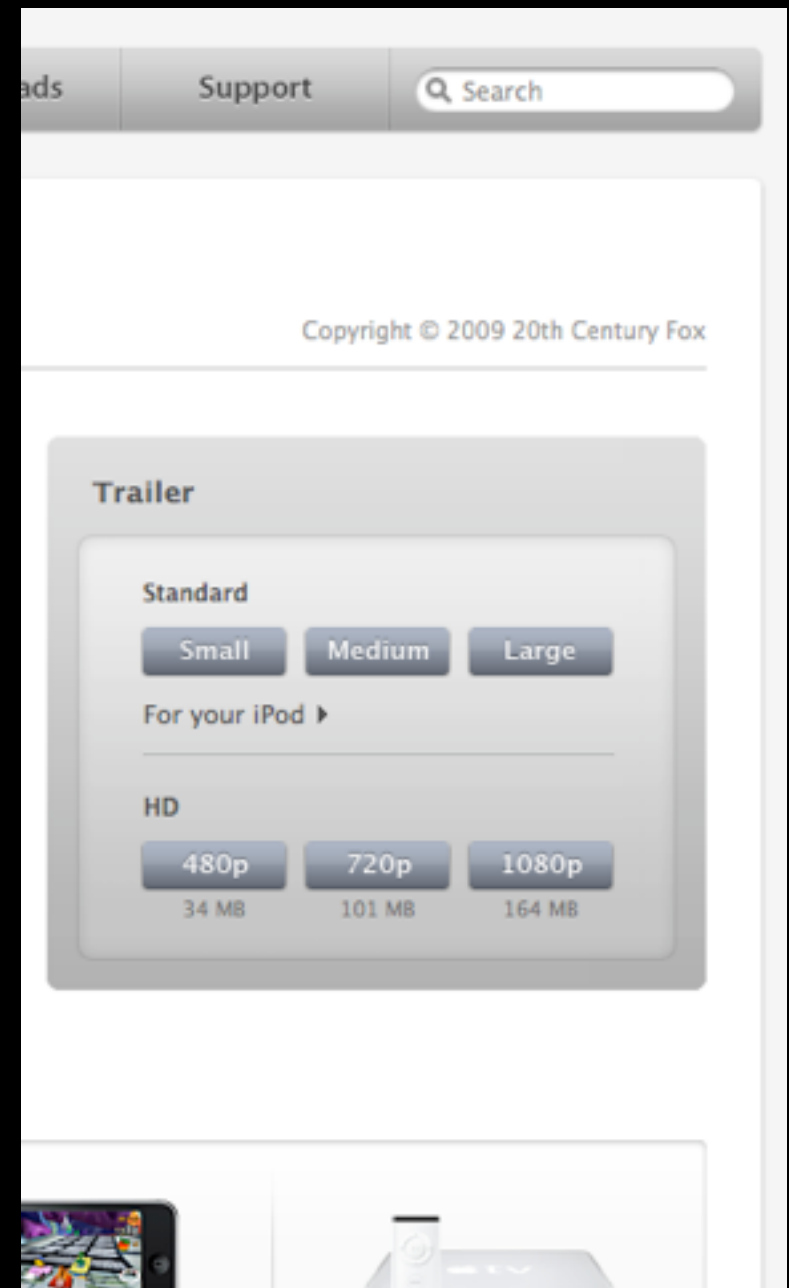


live preview. volkswagen car configurator

Live Previews



live preview. volkswagen car configurator

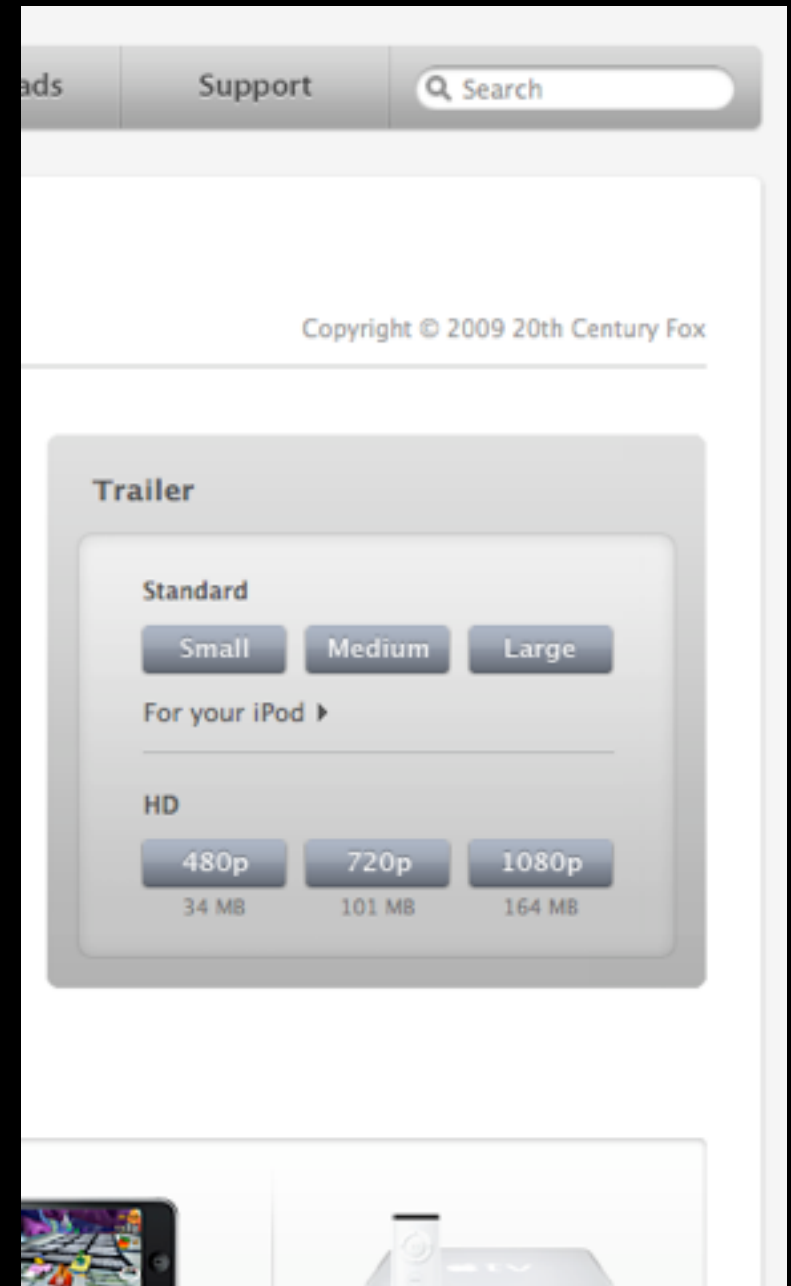


live suggest. apple search

Live Previews



live preview. volkswagen car configurator



live suggest. apple search

Live Previews



live preview. volkswagen car configurator



live suggest. apple search

Live Forms

Find a domain name:

www.
 (ex. widgetdesigns.com)

Search

live forms. yahoo! small business

Live 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

Live Forms

Find a domain name:

www.
 (ex. widgetdesigns.com)

Search

live forms. yahoo! small business

Catch errors early with live feedback in forms.


Required information for Google account

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

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

live forms. google account creation

Auto Complete



KAYAK™ Search with us, book with them.™

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


☒ Round-trip ☐ One-way ☐ Multi-city


From

☒ Show Nearby Airports

To

☒ Show Nearby Airports

Leave  **Time** ▼

Return  **Time** ▼

Travelers ▼


Cabin ▼

☐ Prefer Nonstop

for [hundreds of airlines.](#)

auto complete. kayak

Auto Complete



KAYAK™ Search with us, book with them.™

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

☒ Round-trip ☐ One-way ☐ Multi-city

From

☒ Show Nearby Airports

Leave Time

Travelers

☐ Prefer Nonstop

To

☒ Show Nearby Airports

Return Time

Cabin

for [hundreds of airlines.](#)

Autocomplete effortlessly.

auto complete. kayak

Input where you output.

Maintain flow.

Require a light footprint.

Invite interaction.

Show transitions.

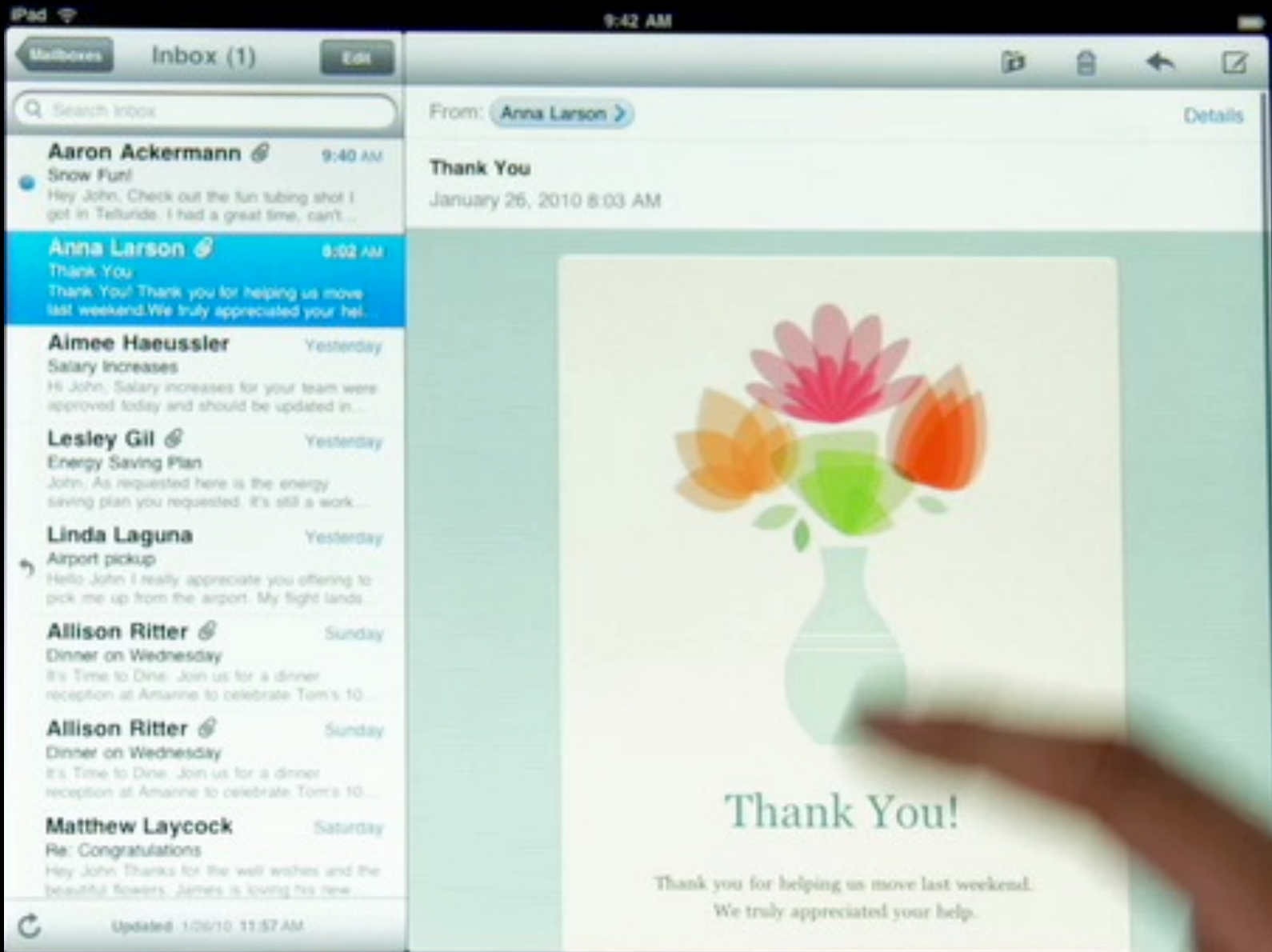
Be reactive.

Bringing it All Together



Delete Messages. iPad Mail

Bringing it All Together



Delete Messages. iPad Mail

flickr credits

<http://tr.im/t6Ew>

presentation

[billwscott.com/share/
presentations/2010/htsig](http://billwscott.com/share/presentations/2010/htsig)

blog

looksgoodworkswell.com

twitter

[@billwscott](https://twitter.com/billwscott)



book

designingwebinterfaces.com
O'Reilly