

# Designing for Interesting Moments

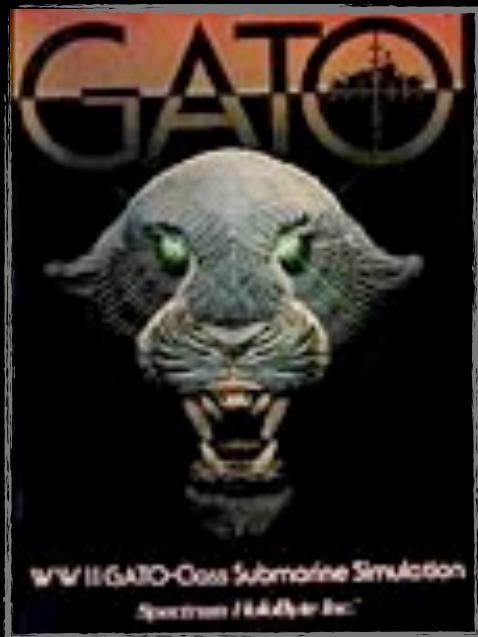
Bill Scott

Director, UI Engineering  
Netflix

Twitter Hashtag #dwihts

High Tech Sig ~ Feb. 9, 2010

Me



# Rico

## JavaScript for Rich Internet Applications

[Home](#) [Features](#) [Demos](#) [Documentation](#) [Downloads](#) [About](#)

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

**BACKGROUND**

Rico is a Spanish word meaning rich. The goal of Rico is to provide a rich environment for using Ajax technology.

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

The library is a fully object-oriented JavaScript library. Recently we refactored the library to extend the excellent [Prototypal.js](#) effort from the Rico on Rails folks.

**OPEN SOURCE**

Rico is provide free and open-source [Apache 2.0 License](#) for anyone to use. [Source Code](#) is available. [Submit A Patch](#) (Submit A Patch) retains the copyright on the Rico code contributed at [SourceForge](#).

**BROWSER SUPPORT**

Rico has been tested in IE 5.5, IE 6, Firefox 1.5, Opera, Camino, Max, Firefox 1.0, and Camino. Currently there is no behavior in IE 5.5, but one will be provided in a near-future release for Safari.

**AJAX SUPPORT**

Ajax is the term that describes a set of web development techniques for creating interactive web applications. One of the key ingredients is the [AjaxRequest](#) object. Rico provides a very simple interface for registering Ajax requests as well as cancel, enqueue or dequeue them. Objects as [AjaxRequest](#) can be submitted, canceled or their status may be updated as the result of one Ajax request.

[Want to get started learning? Check out our \[Ajax\]\(#\) and then read our two \[Ajax tutorials\]\(#\) on the \[Documentation\]\(#\) area.](#)

**DRAG AND DROP**

Dropzone applications have long used drag and drop in their interfaces to simplify user interaction. Rico provides one of the simplest interfaces for enabling your web application to support drag and drop. Just register any HTML, element or [JavaScript](#) object as a [dragtarget](#) and any other HTML, element or [JavaScript](#) object as a [dropzone](#) and Rico handles the rest.

**CINEMATIC EFFECTS**

When actions are no longer occurring just at the page level but within the page itself, more clues are required to clue the user on what has transpired. Cinematic effects such as waiting and smooth sliding transitions can communicate change in richer ways than traditional sensible user behavior have explained before. Rico provides several cinematic effects as well as some classic visual style effects in a very simple interface.

**BEHAVIORS**

Take some raw effects, and synthesize in some behaviors and what do you get? Head on over to the [Behaviors](#) page for some [Behaviors](#) examples and [Behaviors API](#). And just like you can get an [AjaxRequest](#) component like [Mouse](#) found in the [Behaviors](#) and [Behaviors API](#). And just like you can get some [DRD](#) and with one line of [JavaScript](#) turn your [divs](#) into an [accordion](#). And the [select](#) behavior is the [checkbox](#). [Livebind](#) allows you to connect an [HTML](#) table up to a [a](#) of [Ajax](#) responses. [Ajax](#) requires [AJAX](#) and [AJAX](#) requires [Behaviors](#) and [Behaviors](#) requires [Behaviors API](#). The result is now [HTML](#) tables can hold an unlimited amount of [data](#) scrolled into view on the fly as-needed! More behaviors are planned!

**NEW! LiveGrid Behavior!**

[SELECT](#) [SELECT](#)



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



[See Rico in Action!](#)



The image is a screenshot of the Netflix website. At the top, there's a navigation bar with links for 'HOME', 'MOVIES', 'TV SHOWS', 'WATCH IMMEDIATELY', 'WHAT'S NEW', 'WHAT'S HOT', 'AWARD WINNERS', and 'MOVIES, ACTORS, DIRECTORS, GENRES'. Below the navigation is a search bar with the placeholder 'Search Netflix'. The main content area features a large banner with the text 'Because you enjoyed:' followed by a movie poster for 'The Martian'. To the right of the poster, there's a section titled 'YOUR RECENT ACTIVITY' with a list of watched titles. Below that is a 'SUGGESTIONS FOR YOU' section with a list of recommended titles. The bottom half of the page is divided into several sections for different genres: 'TV Sci-Fi & Fantasy', 'TV Dramas', and 'TV Crime'. Each genre section contains a list of recommended shows with their posters and 'ADD TO' buttons. The overall layout is clean and organized, typical of a recommendation-based streaming service.

[Design Pattern Library](#) [Search](#)

## Design Pattern Library

Design Patterns [View Details](#) [Image Version](#)

**ABOUT THIS PATTERN**

- **NAVIGATION**
  - **Breadcrumbs**
  - **Faceted Navigation**
  - **Fly-out Menus**
  - **Horizontal Bar**
  - **Hub and Spoke**
  - **Left Navigation**
  - **Tab**
    - **Module Tabs**
    - **Navigation Tabs**
- **EXPLORE DATA**
  - **Auto Complete**
  - **Calendar Picker**
  - **Pagination**
    - **Item Pagination**
    - **Search Pagination**
- **ORGANIZE SCREEN**
- **Give Feedback**
  - **Ratings & Reviews**
    - **Architecture Reviews**
    - **Rating an Object**
    - **Writing a Review**
- **PERFORM ACTION**
- **CUSTOMIZE**
  - **Drag and Drop**
    - **Drag and Drop Modules**
    - **Drag and Drop Objects**
  - **In-Page Editing**
  - **Notes**
- **CALL ATTENTION**
- **IMPROVE READABILITY**
  - **Ratings & Reviews**
    - **Review Architecture**
- **GROUP RELATED ITEMS**
- **ORGANIZE SCREEN/PAGE**

**Welcome**

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

**What's a Pattern?**

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

**Recent Patterns**

<a href="#">List View</a> <a href="#">Grid View</a> <a href="#">Search</a> <a href="#">...</a> No val Go <a href="#">Read More</a> <a href="#">Read Less</a> <a href="#">Read More</a> <a href="#">Read Less</a>	<a href="#">Search</a> <a href="#">Results</a> <a href="#">Actions</a> Set <a href="#">Select Status</a> <a href="#">Delete</a> <a href="#">New York City</a> <a href="#">Things to do</a>	<a href="#">Ask Yahoo!</a> Thursday, February 19, 2004 10 questions
--	--	---

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

**Breadcrumbs**  
The user needs to navigate potentially large quantities of information efficiently, without becoming lost.

**Drag and Drop Modules**  
The user needs to re-arrange the layout of modules on a web page directly with the mouse.

**Module Tabs**  
The user needs to navigate through one or more stacked pieces of content without refreshing the page.

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

**Results Page**  
1 2 3 4 [Next](#)

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

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

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

## Current Moon Phase



Waning Crescent  
16% of Full  
Sat 18 Jul, 2009  
11:38 AM

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

## 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](#)

## youtube :: top rated

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

## National Geographic POD



POD -

[Google Webmaster Tools](#)

## 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

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Current Moon Phase

# Simple Interaction?

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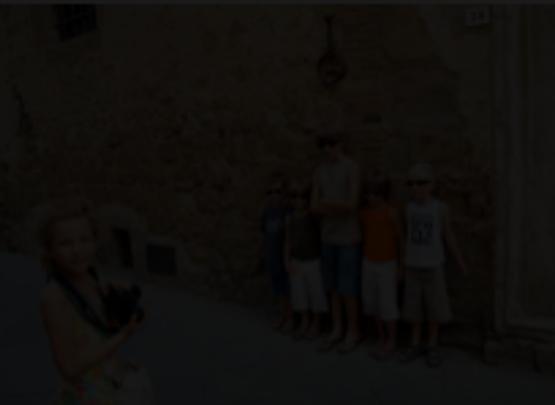
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# Simple Interaction? Events...

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.

# 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.

# Interesting Moments



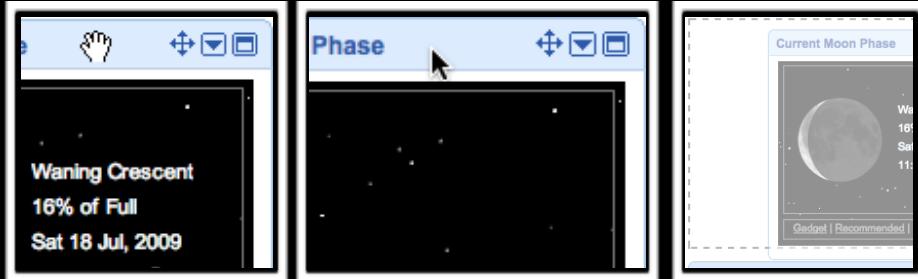
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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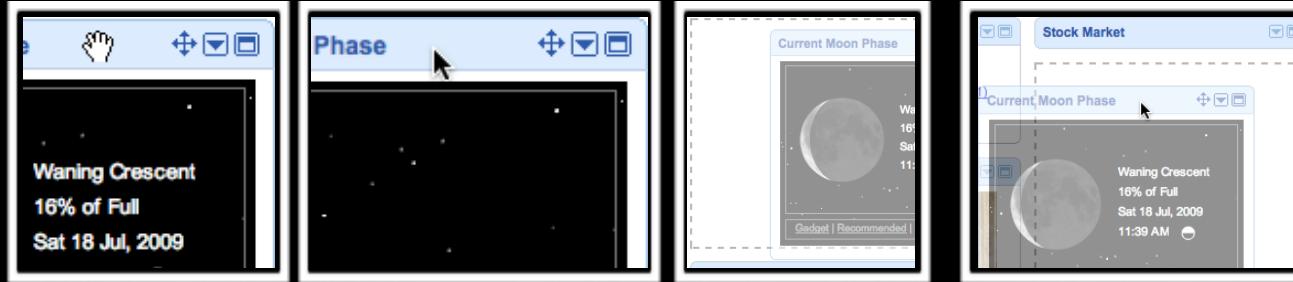
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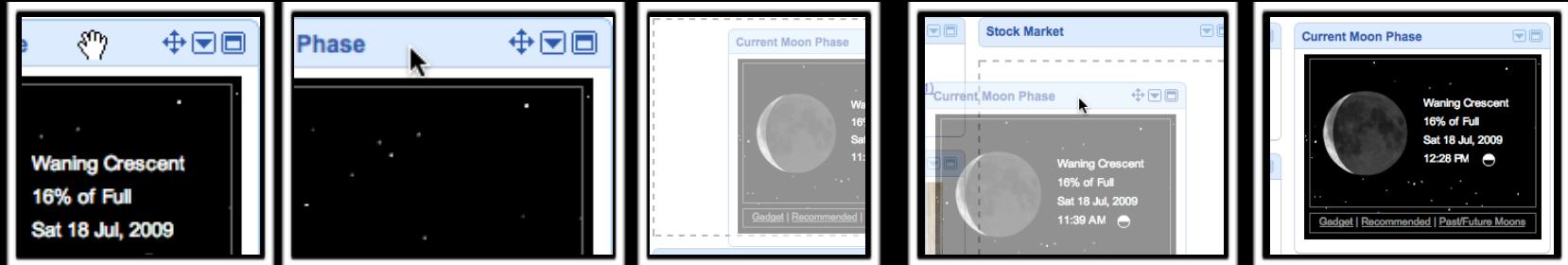
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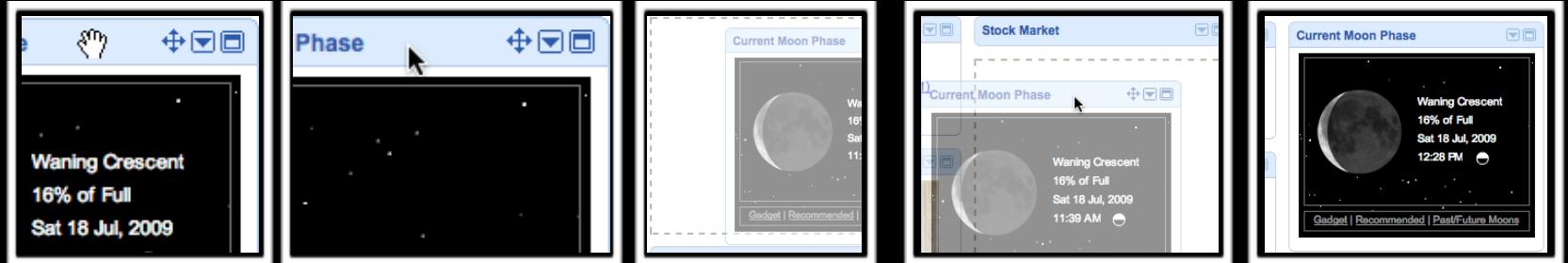
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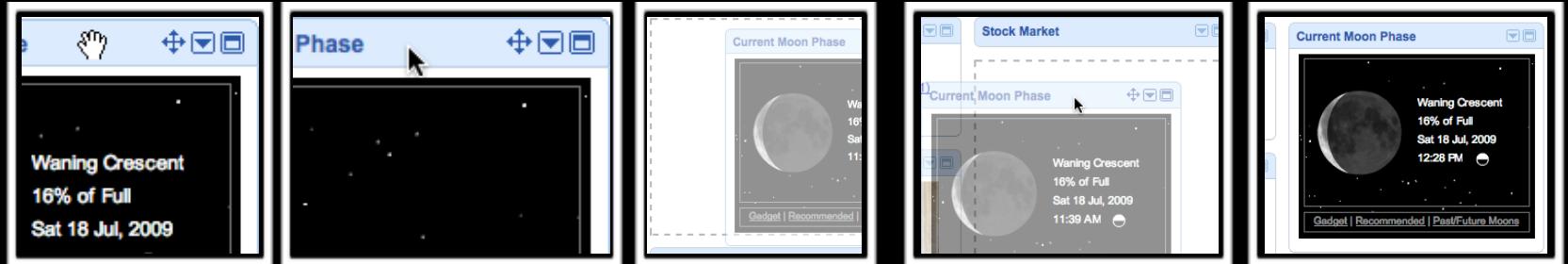
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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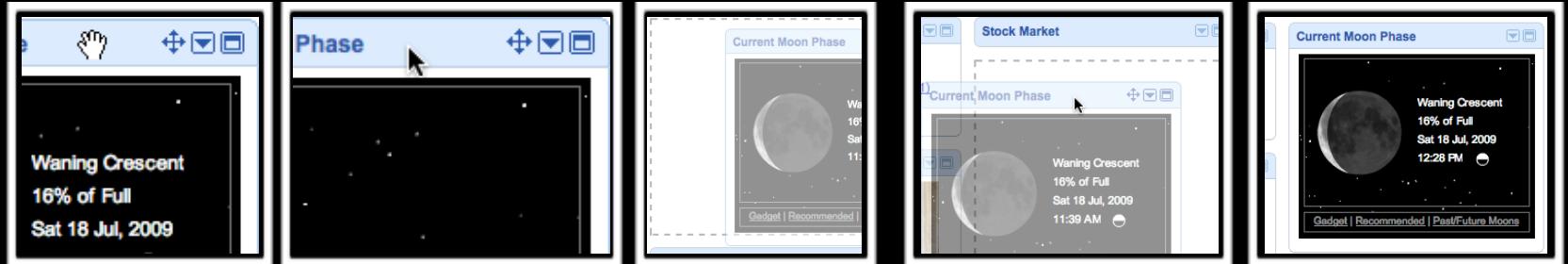


		Captures microstates	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change hand			
Dragged Module		Slightly transparent.		Dragged module removed.
Dragged Modules Original Location		Hole is shown as a gray, thick, dashed outline.		Hole is removed.
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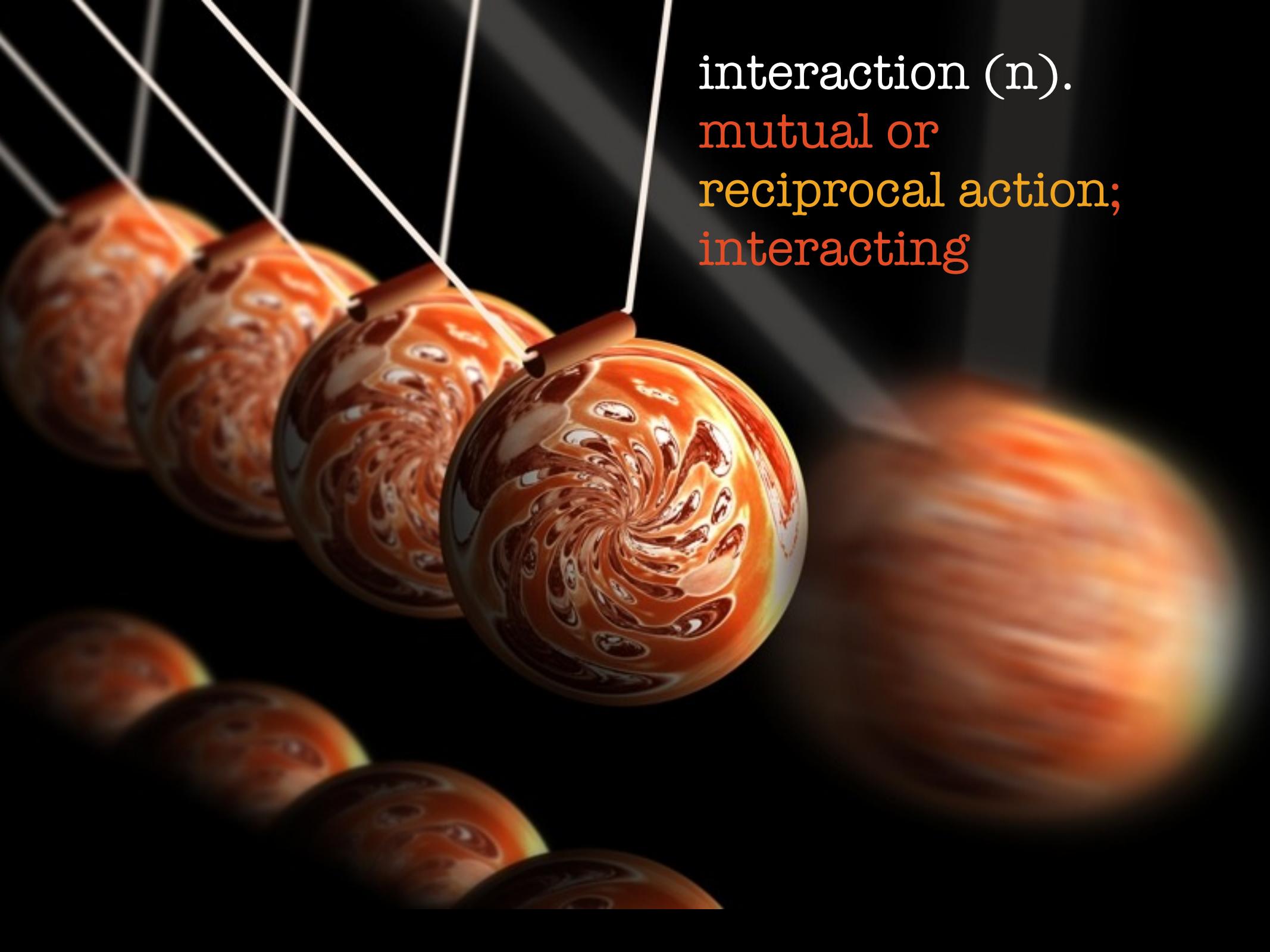
# Interesting Moments



# Interesting Moments



Cursor	Drag Hovers over Valid Target*	Drop Accepted
Chang hand		
Dragged Module	Dragged module removed.	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.

A string of marbles is shown against a black background. The marbles are orange and yellow with intricate, swirling patterns. The first three marbles are in sharp focus, while the ones behind them and the ones in the foreground are blurred, creating a sense of depth and motion. The text is positioned to the right of the marbles.

interaction (n).  
mutual or  
reciprocal action;  
interacting



interaction.  
interplay between  
system and user

# 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

# 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

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# In Page Editing



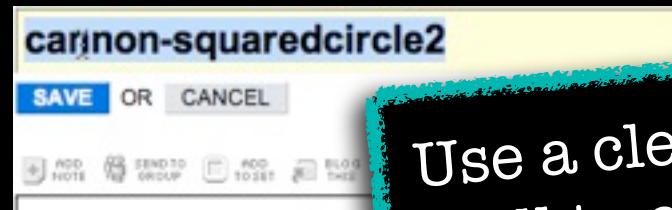
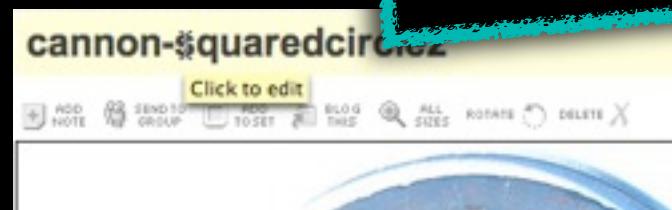
inline editing. flickr.com

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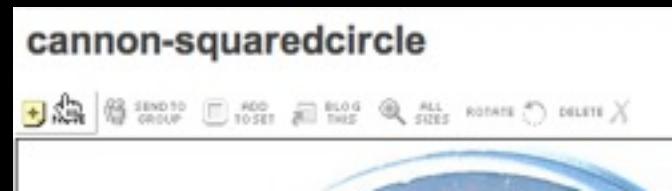
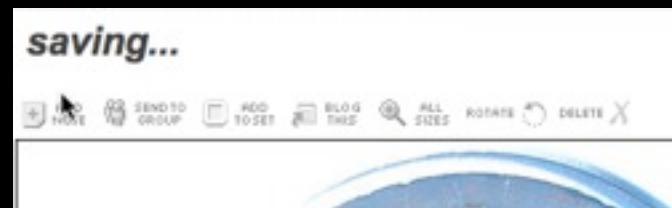
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



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

A screenshot of a 'Categories' list in a web application. The interface is highly symmetrical. At the top, the word 'Categories' is centered above a red 'Edit' link. Below this, a bold black box contains the text 'All files'. The list of categories is presented in a symmetrical grid. The first column contains five items: '01\_00\_Make It Direct', '01\_01\_InPageEdit', '01\_02\_DragDrop', 'Drafts', and 'ORA Stuff'. The second column is empty. The entire list is centered on the page.

symmetrical interaction. basecamp



anti-pattern. non-symmetrical. iphone

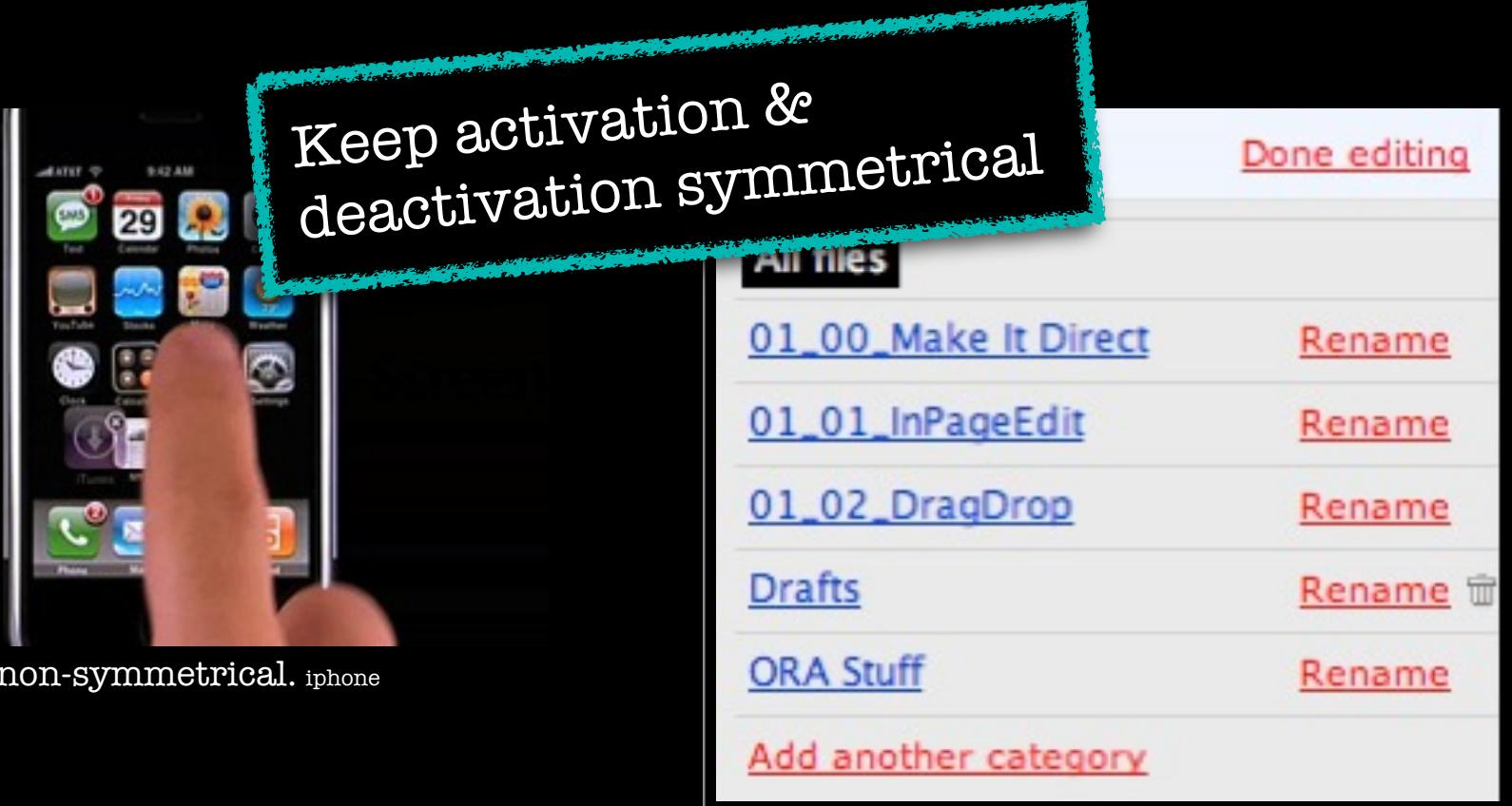
Categories

All files

<u>01_00_Make It Direct</u>	<u><a href="#">Rename</a></u>
<u>01_01_InPageEdit</u>	<u><a href="#">Rename</a></u>
<u>01_02_DragDrop</u>	<u><a href="#">Rename</a></u>
<u>Drafts</u>	<u><a href="#">Rename</a></u> 
<u>ORA Stuff</u>	<u><a href="#">Rename</a></u>

[Add another category](#)

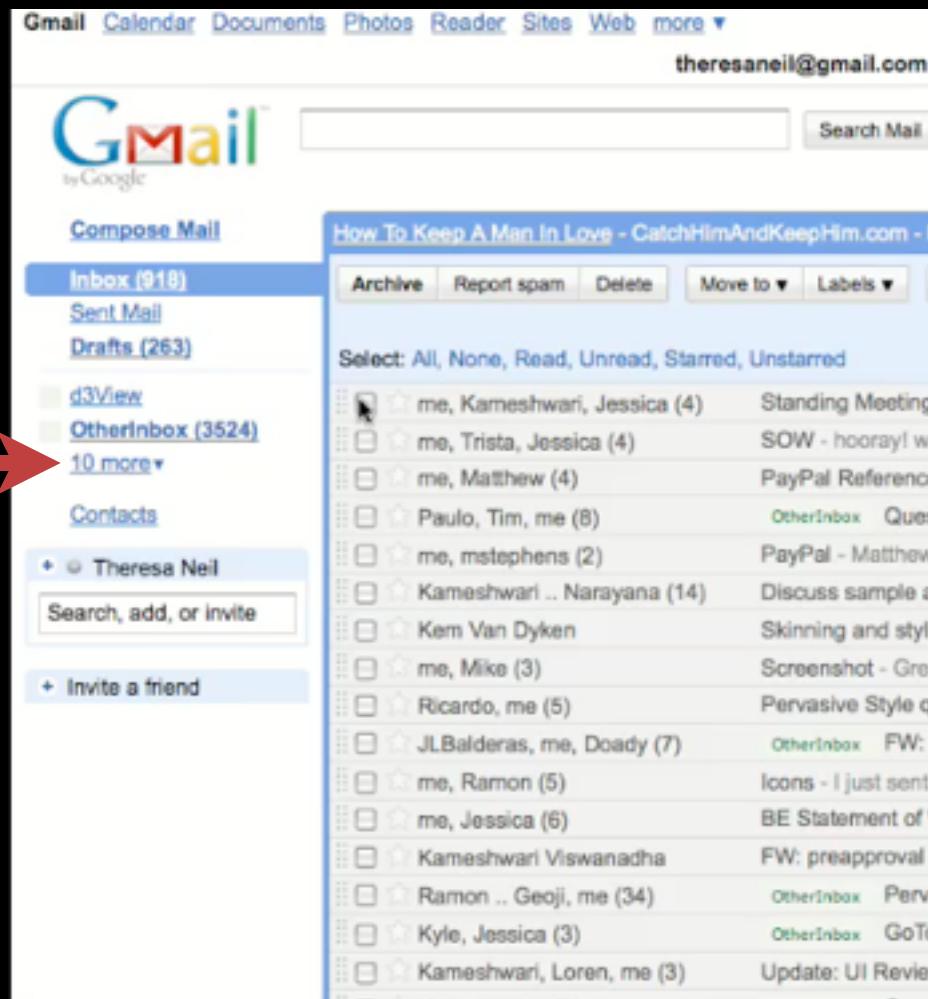
symmetrical interaction. basecamp



anti-pattern. non-symmetrical. iphone

symmetrical interaction. basecamp

# Drag, Open & Drop

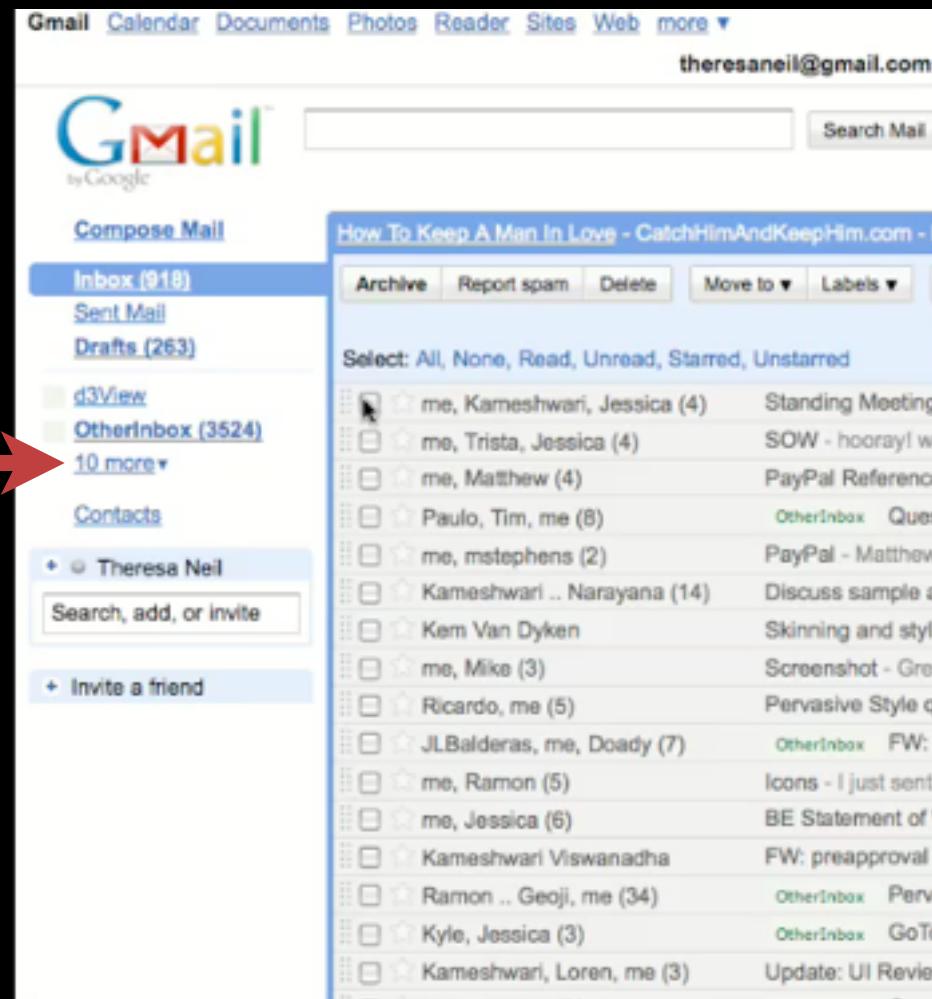


A screenshot of a Gmail inbox. The left sidebar shows navigation links: 'Compose Mail', 'Inbox (918)', 'Sent Mail', 'Drafts (263)', 'd3View', 'OtherInbox (3524)', '10 more...', 'Contacts', and a 'Theresa Neil' contact card. A red arrow points to the 'OtherInbox (3524)' link. The main area displays an 'OtherInbox' folder with 3524 items. The first few items are:

From	Subject
me, Kameshwari, Jessica (4)	Standing Meeting
me, Trista, Jessica (4)	SOW - hooray! w
me, Matthew (4)	PayPal Reference
Paulo, Tim, me (8)	OtherInbox Ques
me, mstephens (2)	PayPal - Matthew
Kameshwari .. Narayana (14)	Discuss sample a
Kem Van Dyken	Skinning and styl
me, Mike (3)	Screenshot - Gro
Ricardo, me (5)	Pervasive Style q
JLBalderas, me, Doady (7)	OtherInbox FW: I
me, Ramon (5)	Icons - I just sent
me, Jessica (6)	BE Statement of V
Kameshwari Viswanadha	FW: preapproval
Ramon .. Geoji, me (34)	OtherInbox Perva
Kyle, Jessica (3)	OtherInbox GoTo
Kameshwari, Loren, me (3)	Update: UI Review

drag and drop. gmail

# Drag, Open & Drop

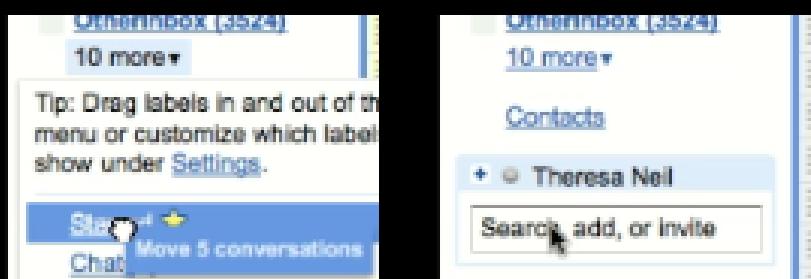


drag and drop. gmail

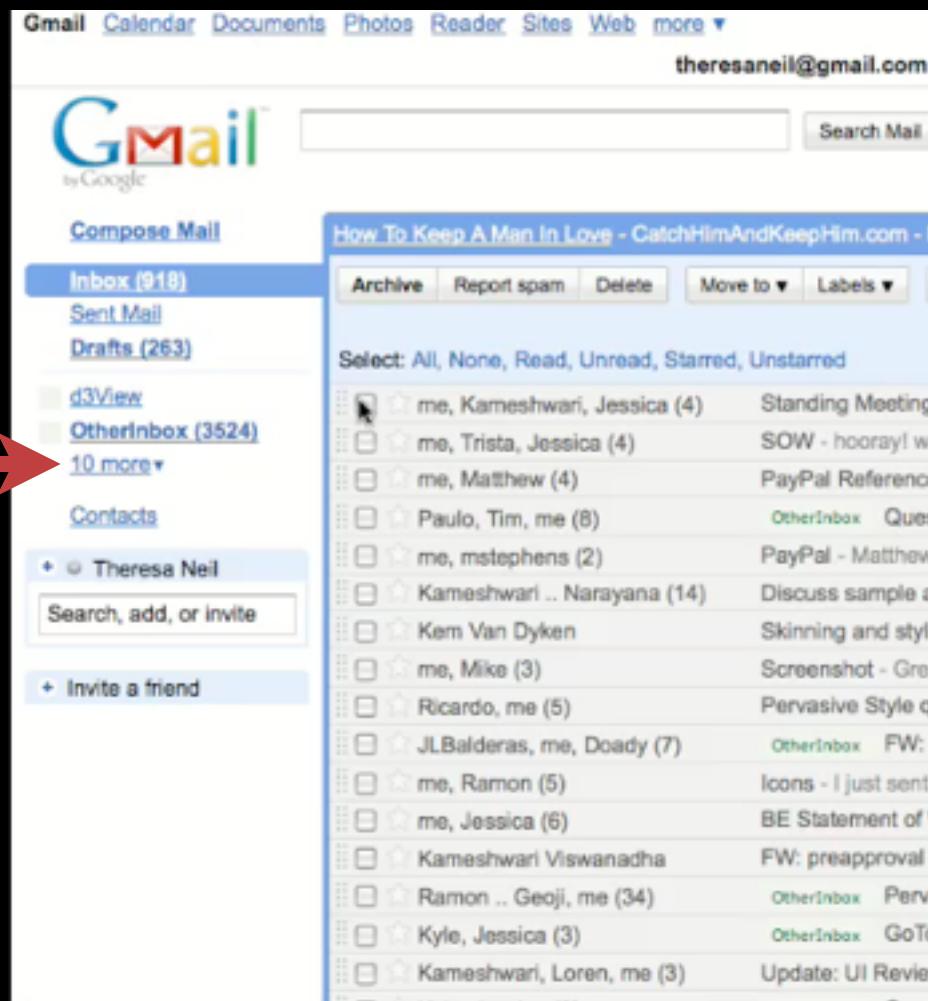
Mouse hover & initiation  
Anti-pattern: Tiny Targets



Drop accepted  
What happened?  
Collapses immediately.



# Drag, Open & Drop



drag and drop. gmail

# Mouse hover & initiation

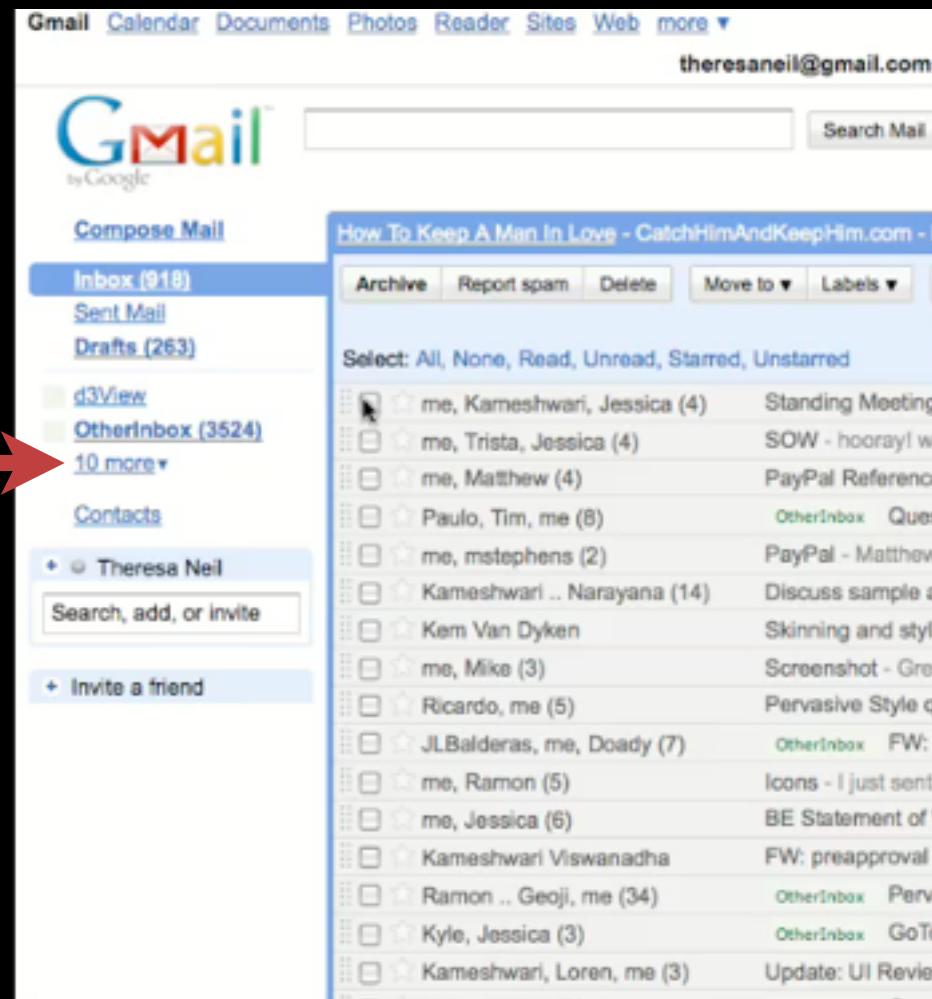
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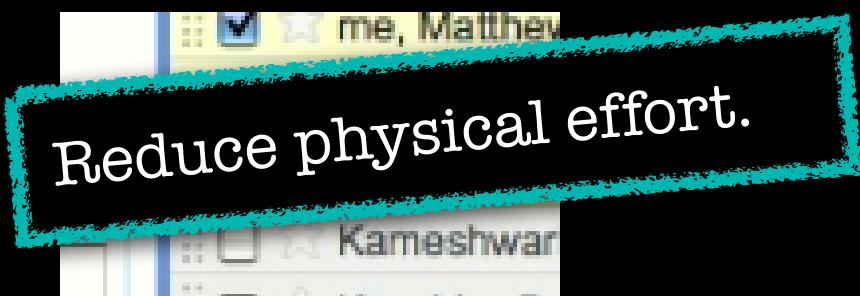


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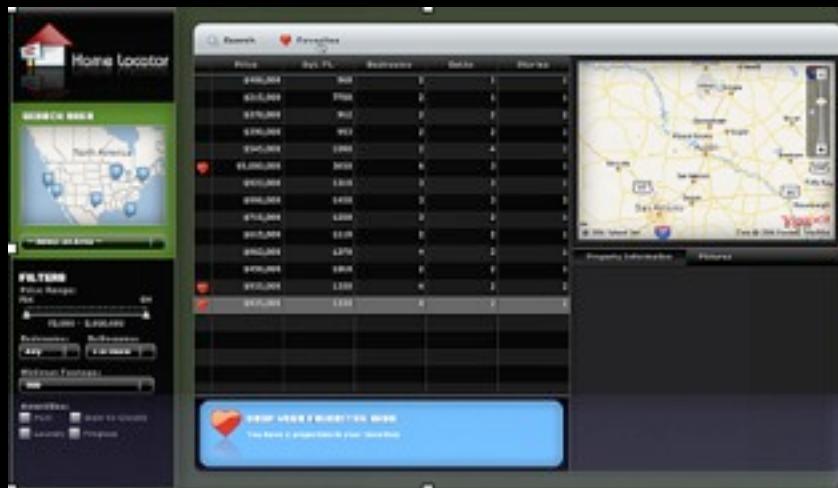


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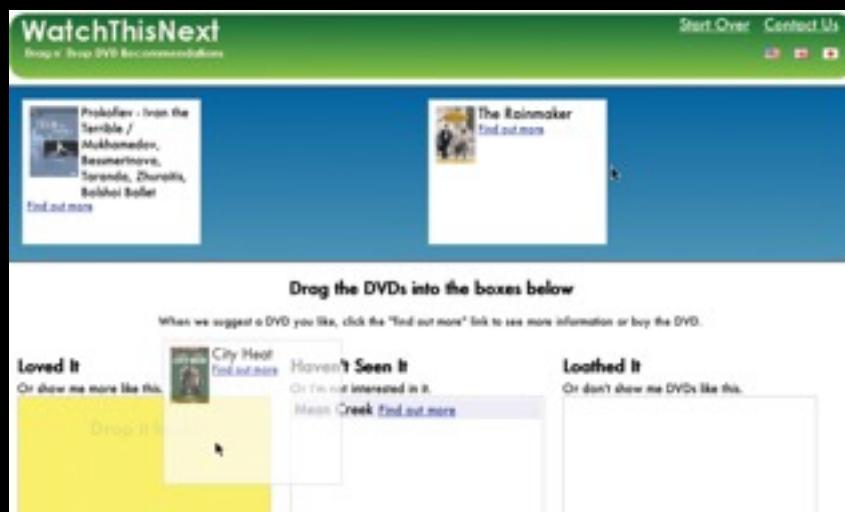












anti-pattern. artificial construct.

A screenshot of a real estate application. At the top, there are tabs for 'Search' and 'Favorites'. Below the tabs is a map of North America with a specific location marked in Texas. To the right of the map is a table with columns for 'Price', 'Beds', 'Baths', 'Acres', 'Status', and 'Sorted'. One row in the table is highlighted in red, representing a property in Houston. At the bottom of the screen, there is a blue button with a house icon and the text 'SEARCH FOR HOMES FOR SALE'.

A screenshot of the 'WatchThisNext' feature on Netflix. The top bar is green with the text 'WatchThisNext' and 'Drop n' Drop DVD Recommendations'. Below the bar, there are two movie cards: 'The Rainmaker' and 'The Great Escape'. A large text box in the center says 'Drag the DVDs into the boxes below'. Below this, there are three categories: 'Loved It', 'Haven't Seen It', and 'Loathed It'. Each category has a small description and a 'Find out more' link.

anti-pattern. artificial construct.

## Classics

### Recommendations



#### High Plains Drifter



Not Interested

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#### The Great Escape



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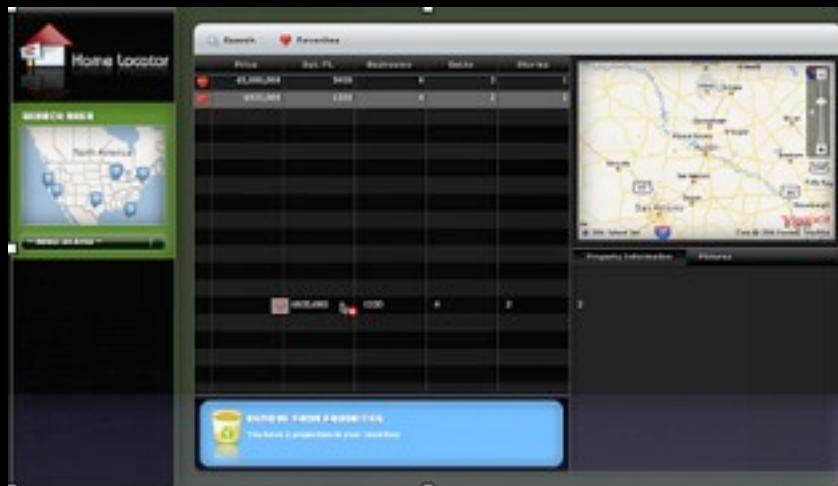
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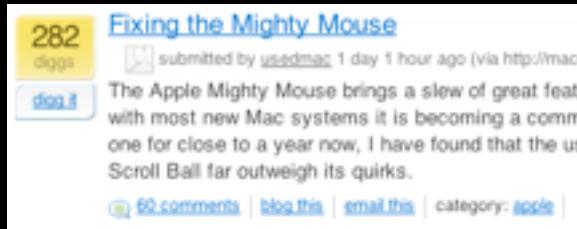


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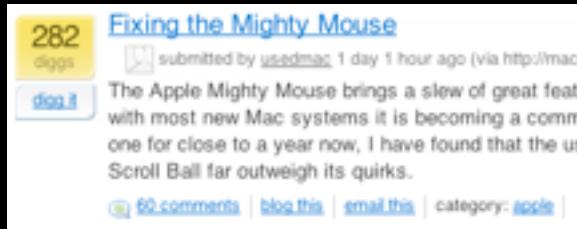
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A screenshot of a Digg article page for the URL <http://digg.com/1000/fixing-the-mighty-mouse>. The page shows a yellow sidebar on the left with the number '282' and the word 'digg'. The main content area features a blue header with the title 'Fixing the Mighty Mouse'. Below the title is a small thumbnail image, the author 'usedmac', the submission time '1 day 1 hour ago', and the URL 'via http://mac'. The main text discusses the Apple Mighty Mouse and its performance with new Mac systems. At the bottom of the article, there are links for '60 comments', 'blog this', 'email this', and 'category: apple'.

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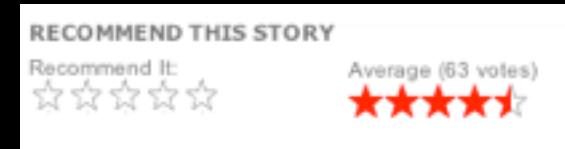
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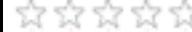
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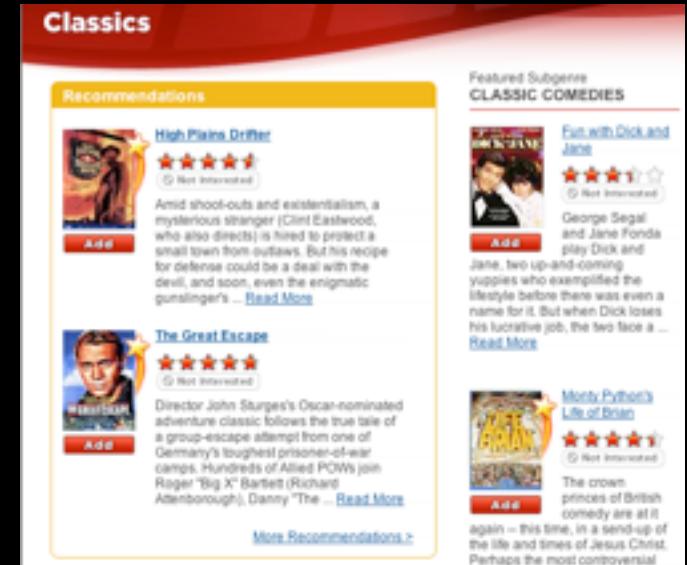
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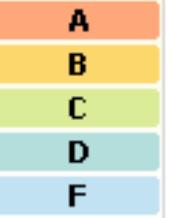
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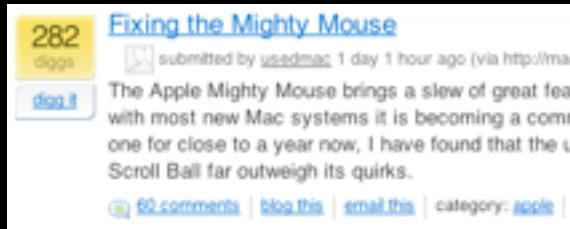
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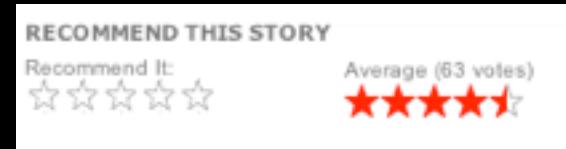
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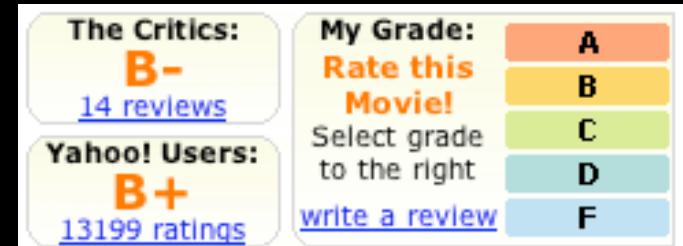
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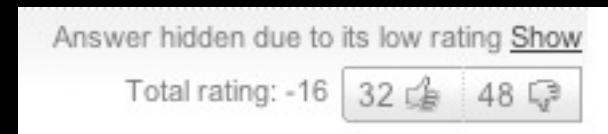


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★★★★★  
Not Interested  
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The Critics: B- 14 reviews  
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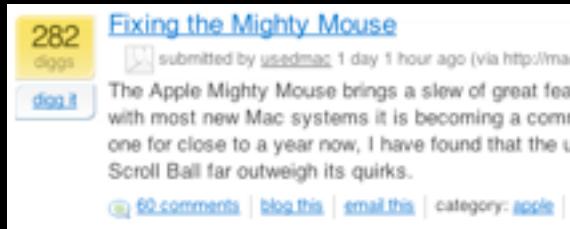


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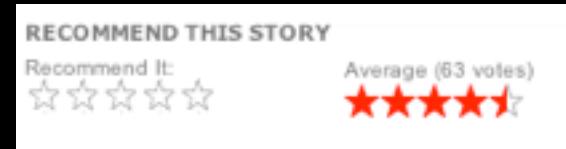
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Classics

High Plains Drifter  
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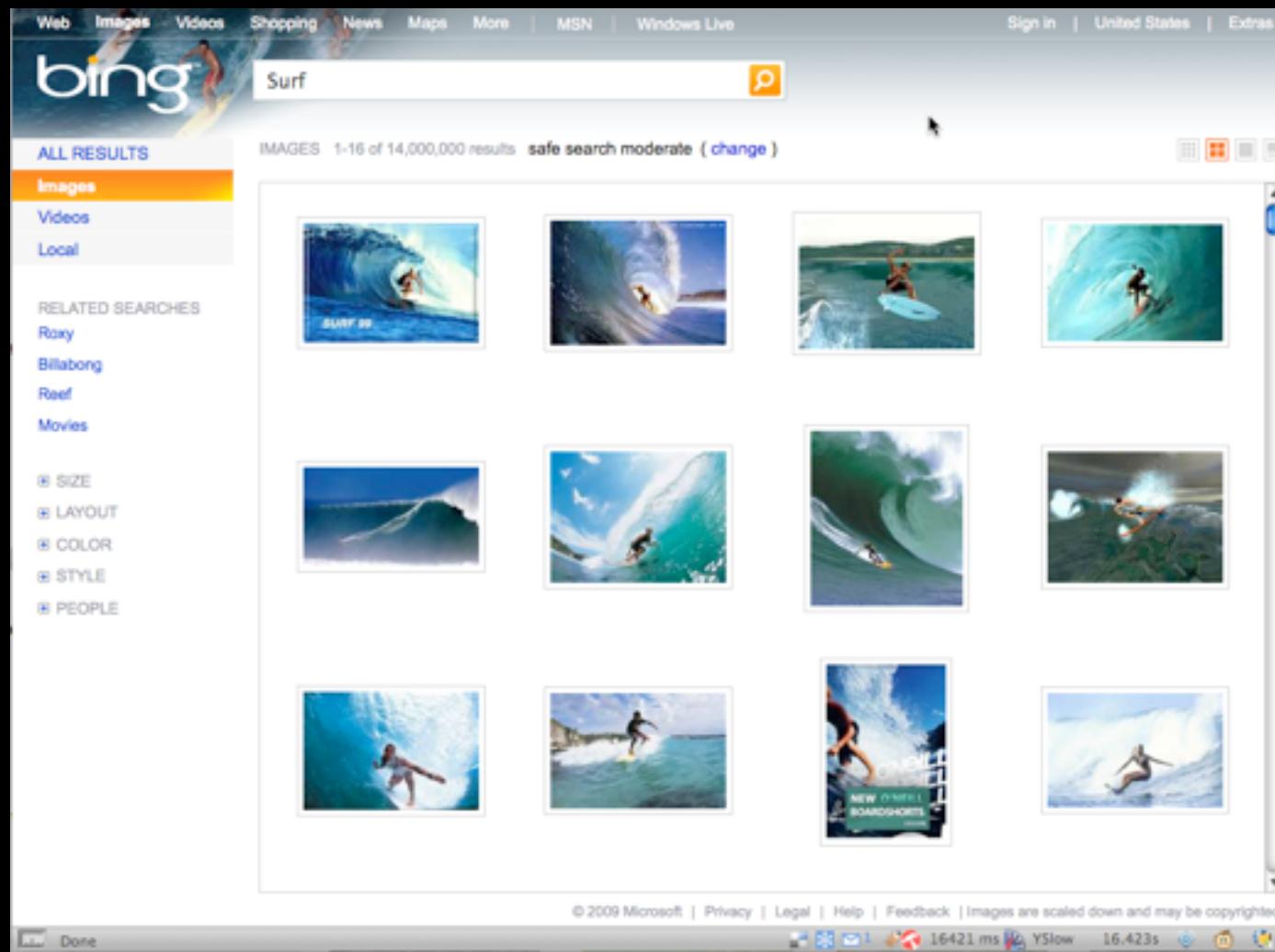
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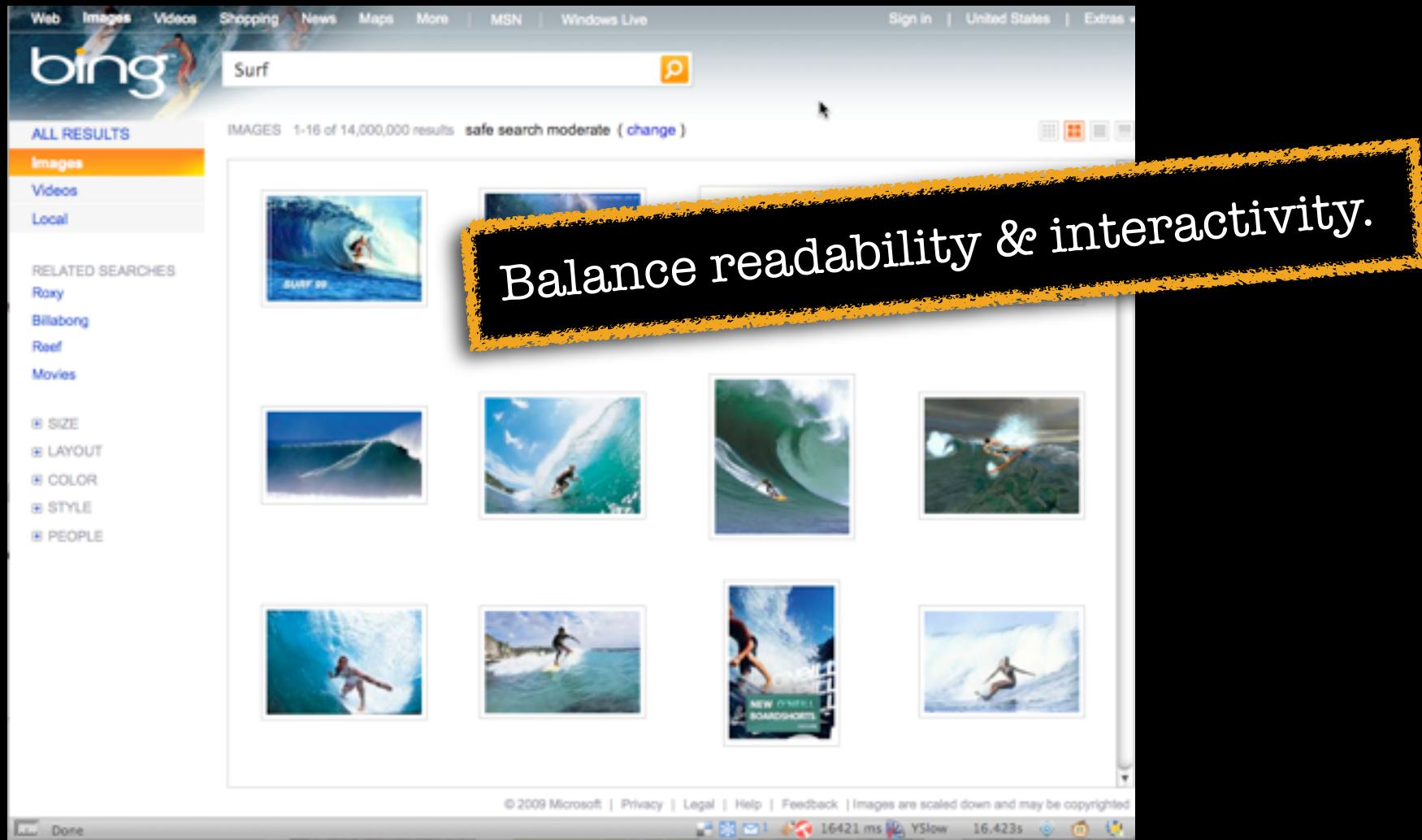
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The screenshot shows the Bing Images search results for the query "Surf". The search bar at the top contains the word "Surf". The results are displayed in a grid format, showing 16 images of surfers. The sidebar on the left is titled "Images" and includes links for "ALL RESULTS", "Videos", "Local", "RELATED SEARCHES" (with options for Roxy, Billabong, Reef, and Movies), and filters for SIZE, LAYOUT, COLOR, STYLE, and PEOPLE. The footer of the page includes a copyright notice for 2009 Microsoft and links for Privacy, Legal, Help, and Feedback. The status bar at the bottom shows the page took 16.421 ms to load and was analyzed by YSlow.

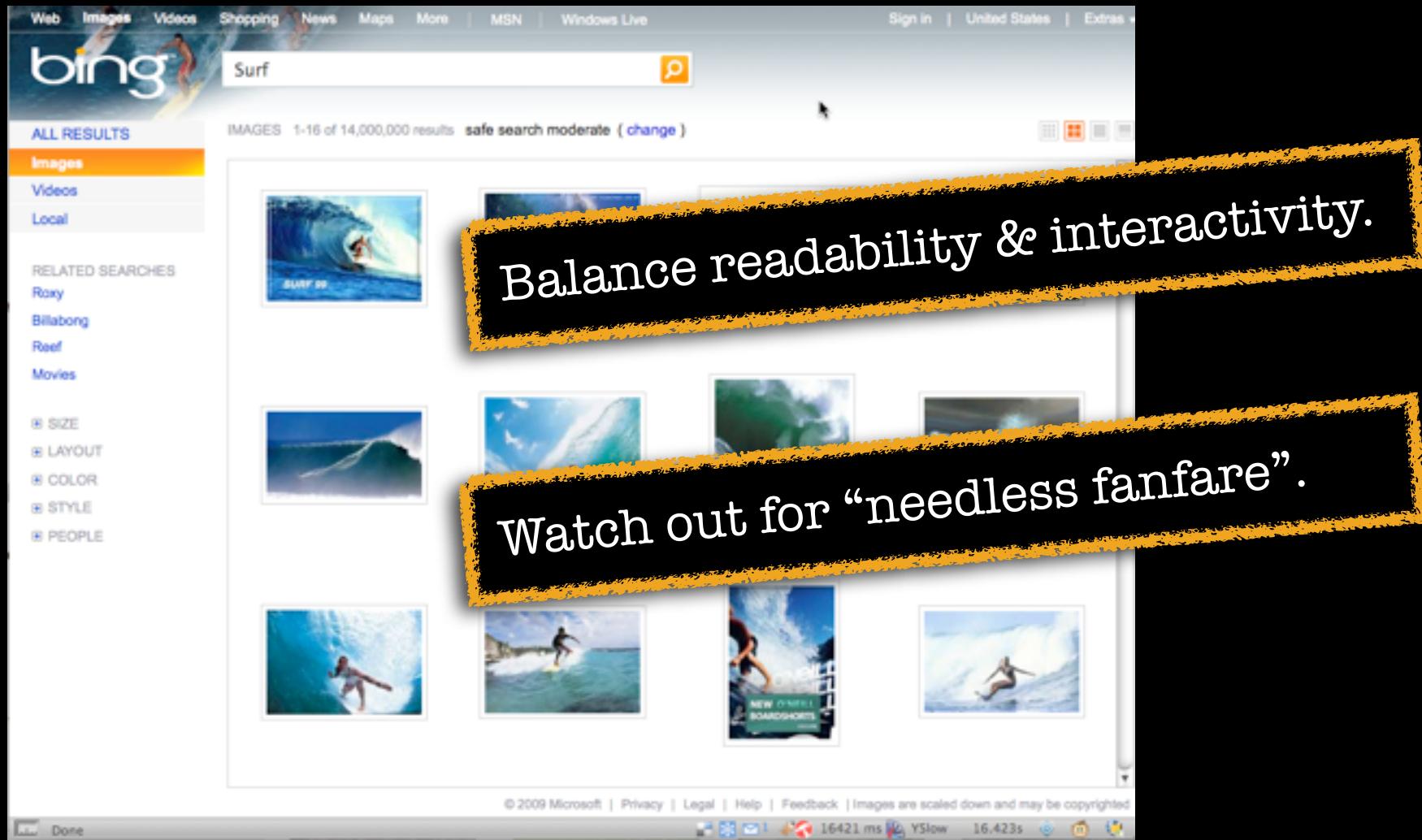
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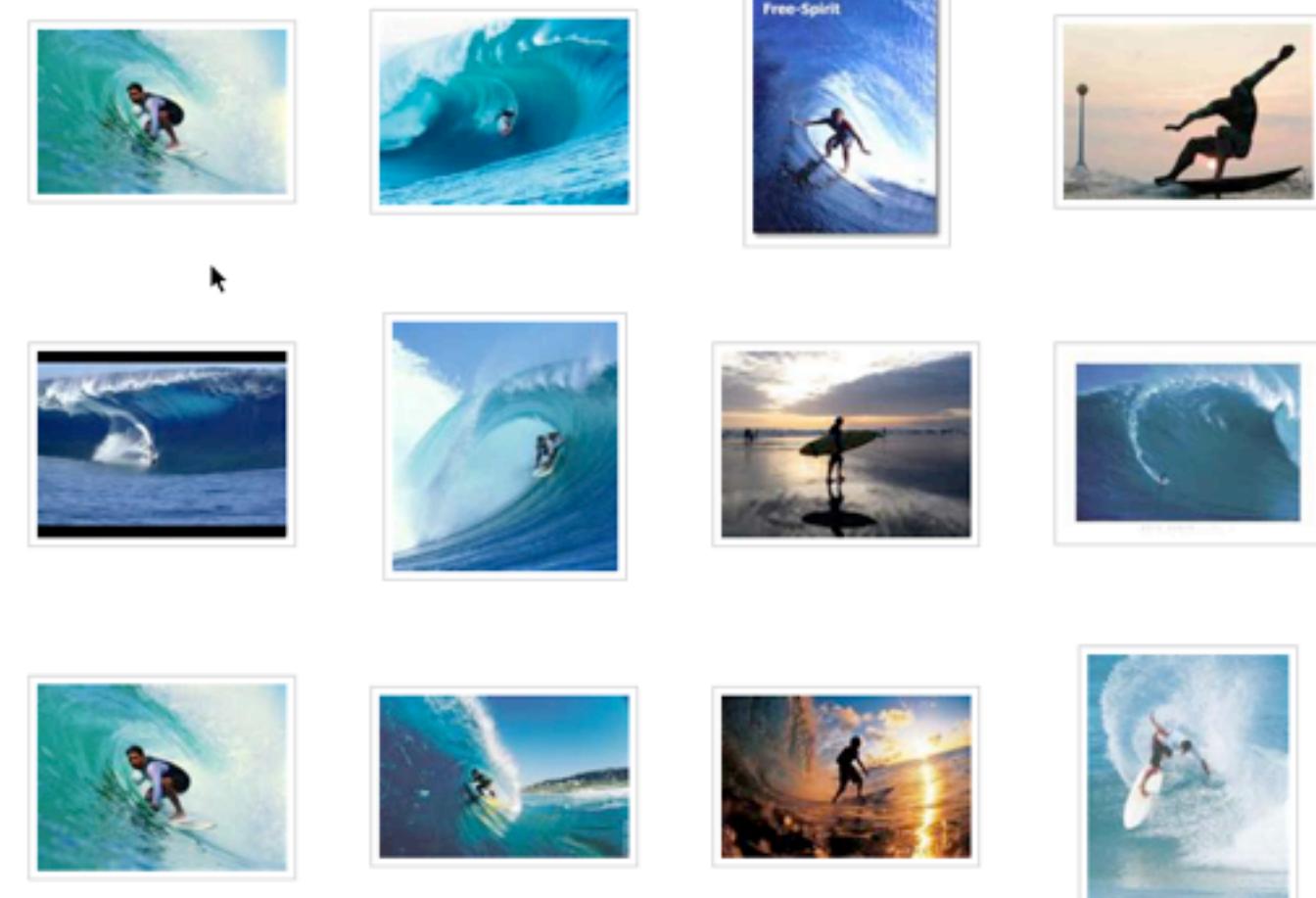
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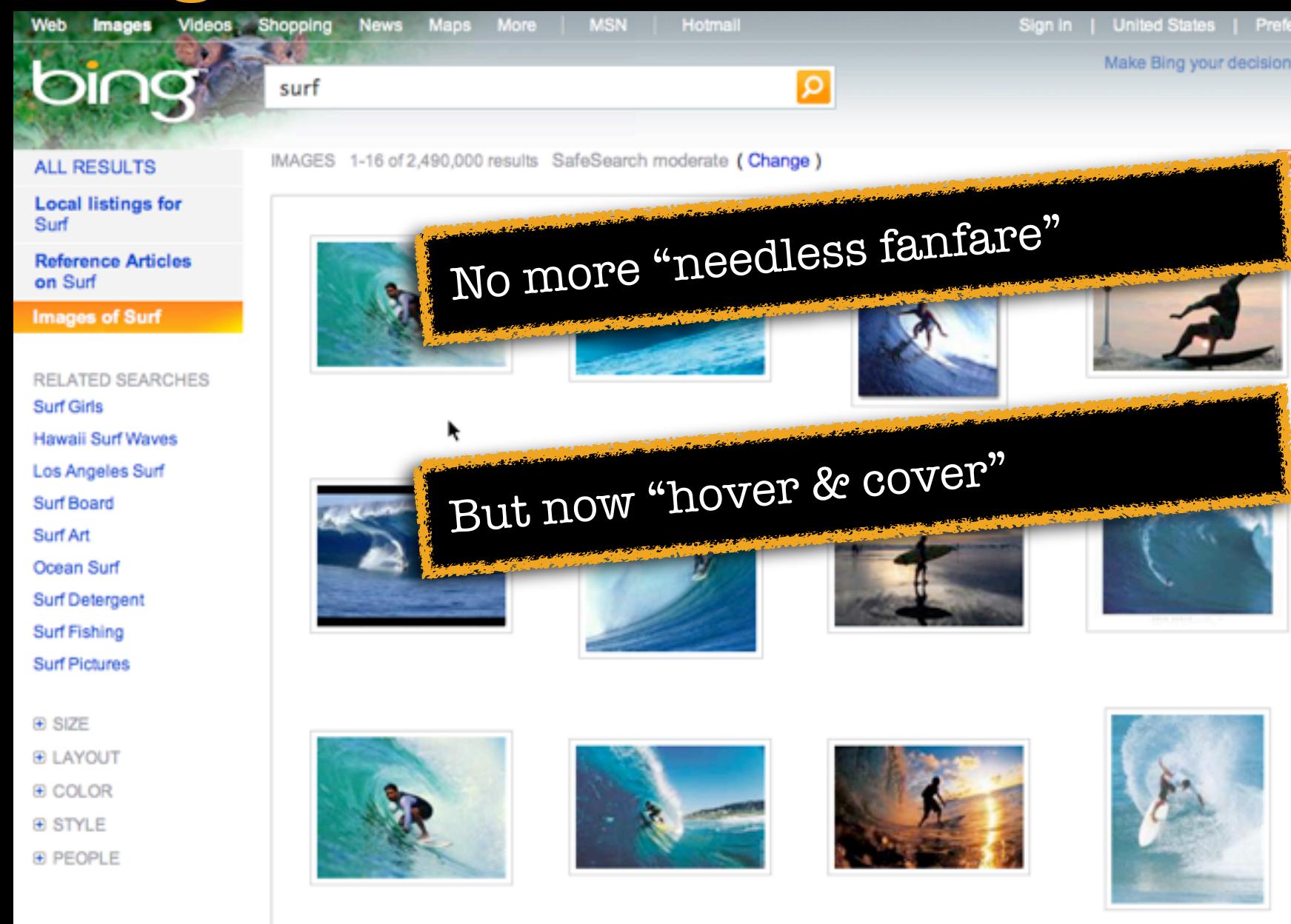
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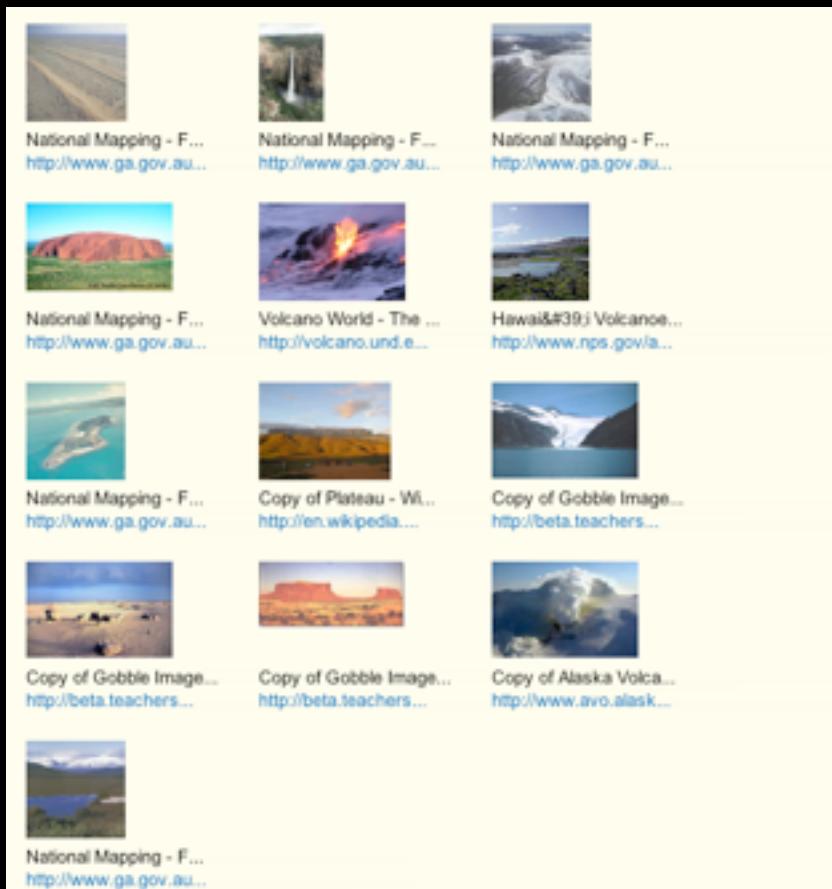
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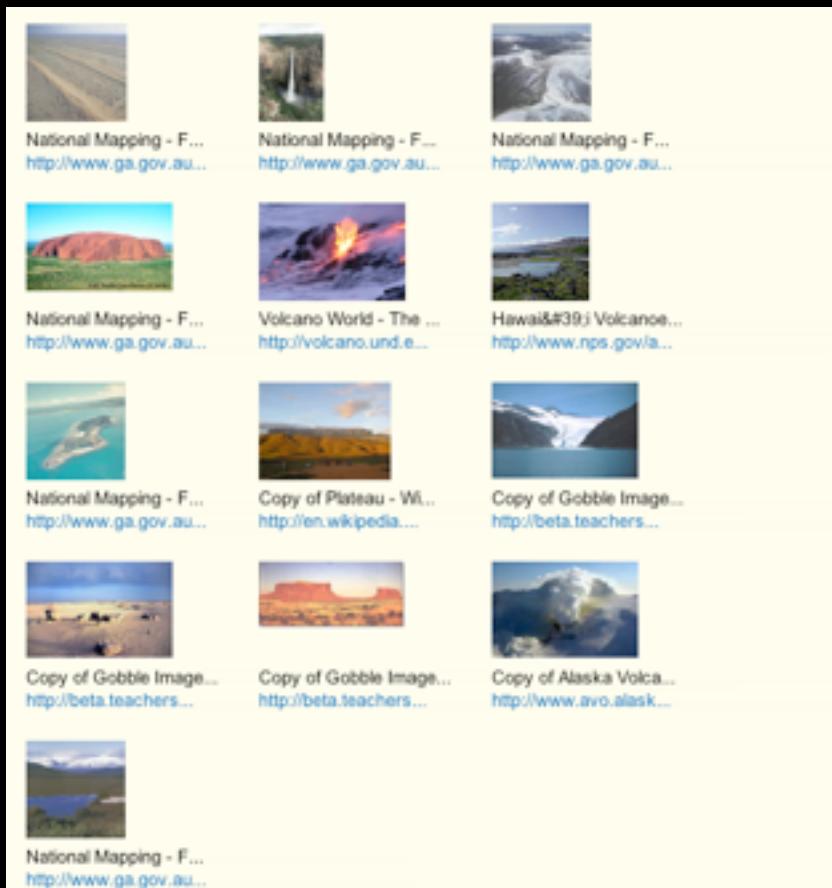
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# Anti-Pattern: Hover & Cover



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# Anti-Pattern: Hover & Cover



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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		

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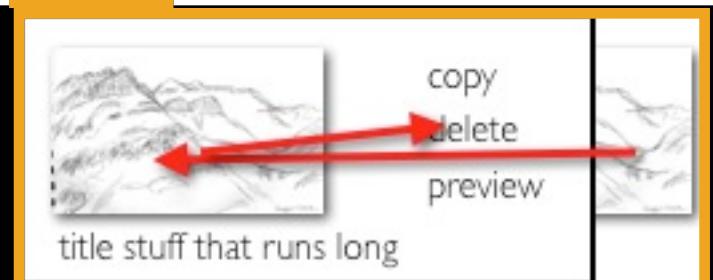


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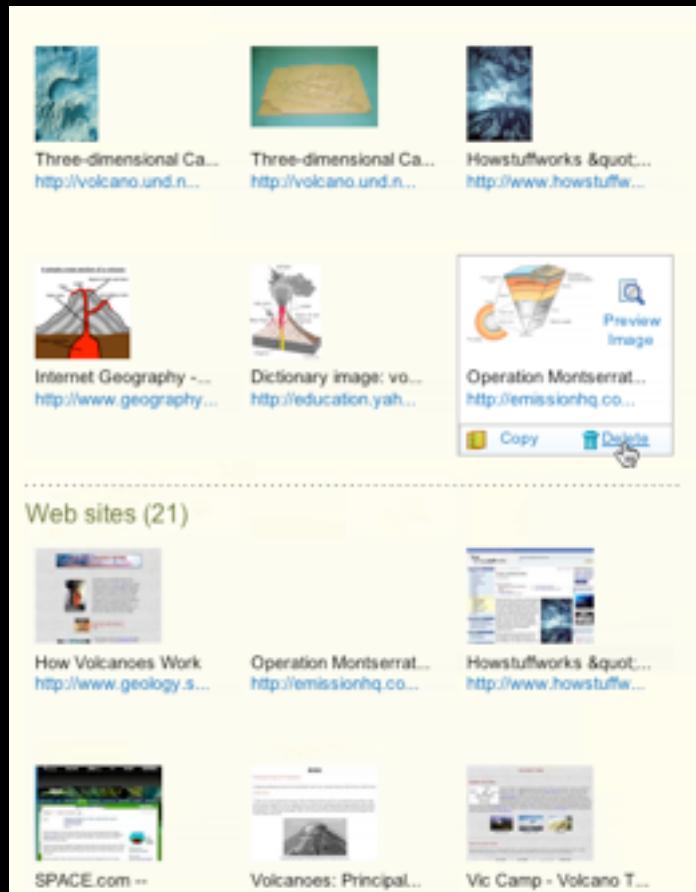


	Page Render	Mouse over object	Mouse leaves tool layer	Tool selected	In Progress	Complete
Actionable Object		Wrapped by tool layer	Normal display mode	Normal display mode		
Contextual Tools		Show tool layer	Hide tool layer	Hide tool layer		

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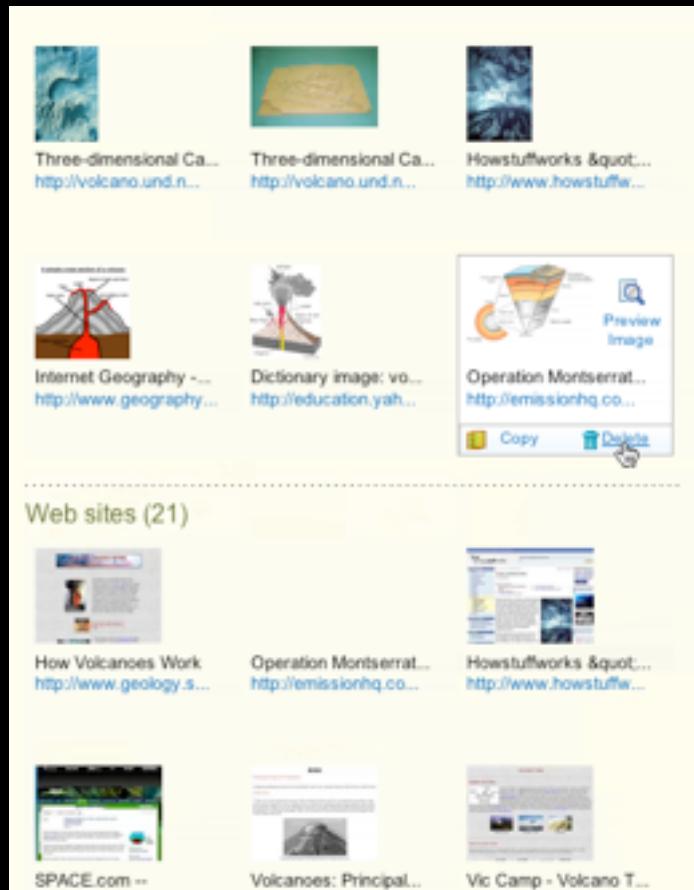


The screenshot shows a list of resources on the Yahoo! Teachers platform. The resources are arranged in a grid format. The first two rows each contain three items. The third row contains three items, with the third item having a context menu open over it. The context menu includes options for 'Preview image', 'Copy', and 'Delete'. A cursor is visible over the 'Delete' option. Below this grid, there is a section titled 'Web sites (21)' which lists three more items. The items in the grid and the 'Web sites' section are as follows:

Image	Title	Link
	Three-dimensional Caldera	<a href="http://volcano.und.n...">http://volcano.und.n...</a>
	Three-dimensional Caldera	<a href="http://volcano.und.n...">http://volcano.und.n...</a>
	Howstuffworks &quot;... Howstuffworks &quot;...	<a href="http://www.howstuffw...">http://www.howstuffw...</a>
	Internet Geography -...	<a href="http://www.geography...">http://www.geography...</a>
	Dictionary image: vo...	<a href="http://education.yah...">http://education.yah...</a>
	Operation Montserrat...	<a href="http://emissionhq.co...">http://emissionhq.co...</a>
	Preview image	
	Copy	
	Delete	
<hr/>		
Web sites (21)		
	How Volcanoes Work	<a href="http://www.geology.a...">http://www.geology.a...</a>
	Operation Montserrat...	<a href="http://emissionhq.co...">http://emissionhq.co...</a>
	Howstuffworks &quot;... Howstuffworks &quot;...	<a href="http://www.howstuffw...">http://www.howstuffw...</a>
	SPACE.com --	
	Volcanoes: Principal...	
	Vic Camp - Volcano T...	

hover & cover resolved. y! teachers

# Yahoo! Teachers Refactored



Three-dimensional Ca...  
<http://volcano.und.n...>

Three-dimensional Ca...  
<http://volcano.und.n...>

Howstuffworks &quot;...  
<http://www.howstuffw...>

Internet Geography -...  
<http://www.geography...>

Dictionary image: vo...  
<http://education.yah...>

Operation Montserrat...  
<http://emissionhq.co...>

Web sites (21)

How Volcanoes Work  
<http://www.geology.a...>

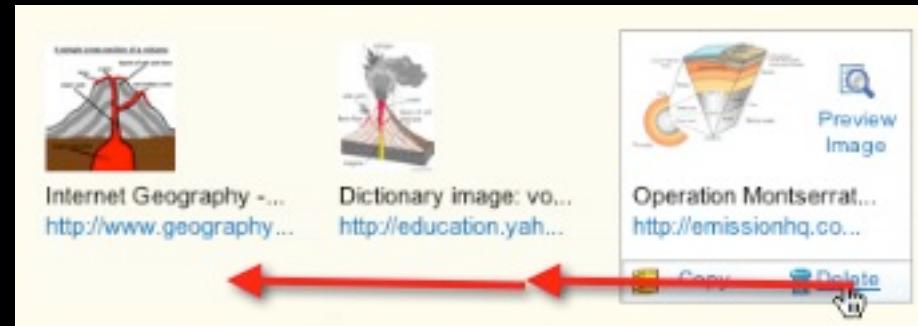
Operation Montserrat...  
<http://emissionhq.co...>

Howstuffworks &quot;...  
<http://www.howstuffw...>

SPACE.com --

Volcanoes: Principal...  
[Volcanoes: Principal...](#)

Vic Camp - Volcano T...  
[Vic Camp - Volcano T...](#)



Internet Geography -...  
<http://www.geography...>

Dictionary image: vo...  
<http://education.yah...>

Operation Montserrat...  
<http://emissionhq.co...>

Preview Image

Copy Delete

Operation Montserrat...  
<http://emissionhq.co...>

Preview Image

Copy Delete

hover & cover resolved. y! teachers

# Contextual Tools (overlay on hover)

**Inbox** (11 unread)

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

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

**Network Updates**  [See more updates »](#)

[What are you working on now?](#)



hover details. [linkedin.com](http://linkedin.com)

# Contextual Tools (overlay on hover)

**Inbox** (11 unread)

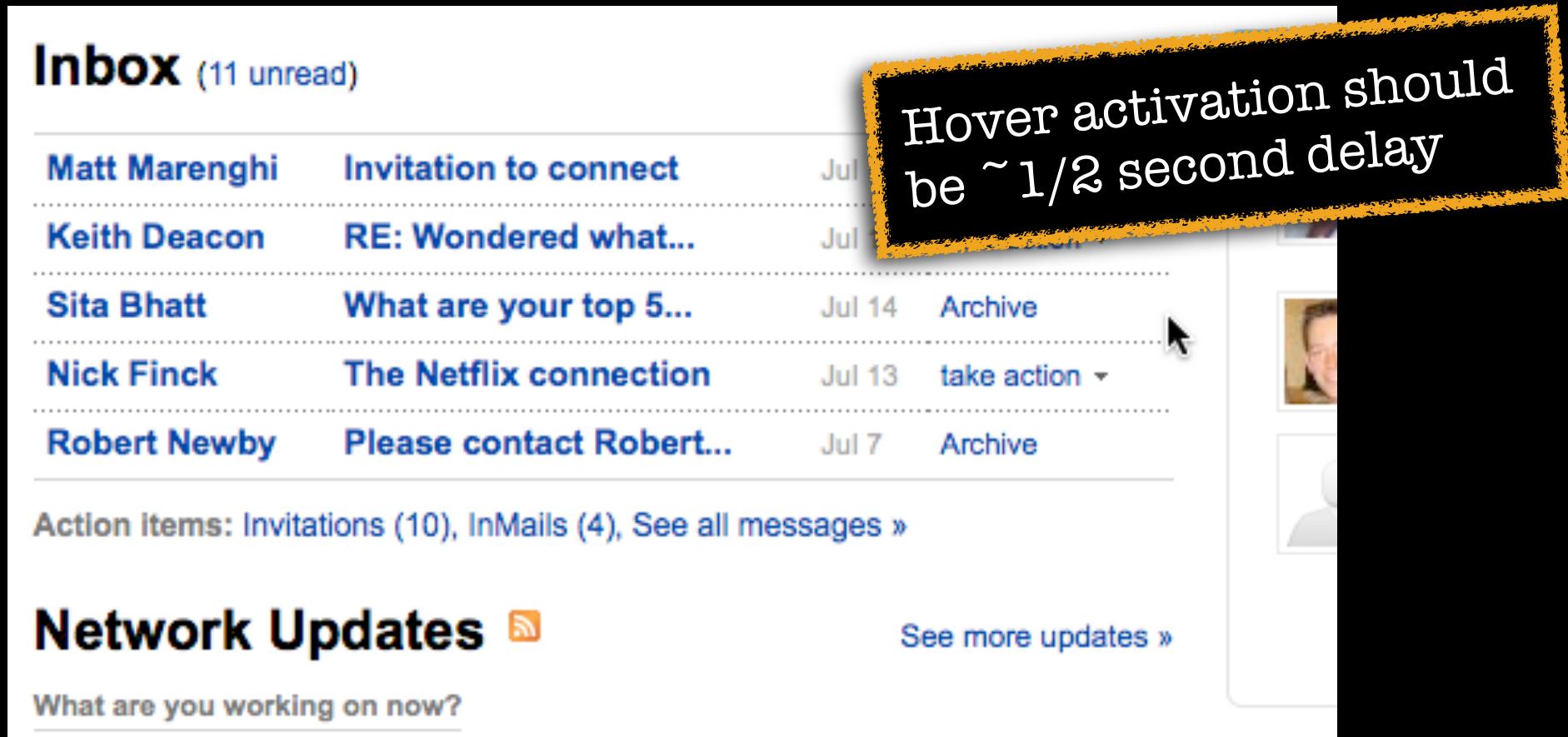
Matt Marenghi	Invitation to connect	Jul 16	Archive
Keith Deacon	RE: Wondered what...	Jul 15	Archive
Sita Bhatt	What are your top 5...	Jul 14	Archive
Nick Finck	The Netflix connection	Jul 13	take action
Robert Newby	Please contact Robert...	Jul 7	Archive

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

**Network Updates** 

[See more updates »](#)

What are you working on now?



A screenshot of the LinkedIn inbox interface. The inbox list shows five messages from Matt Marenghi, Keith Deacon, Sita Bhatt, Nick Finck, and Robert Newby. Each message card has a 'Archive' button on the right. A mouse cursor hovers over the 'take action' button for Nick Finck's message. A yellow hand-drawn style box is overlaid on the screen, containing the text 'Hover activation should be ~1/2 second delay'. To the right of the inbox, there is a sidebar with a user profile picture and a 'Network Updates' section.

hover details. [linkedin.com](http://linkedin.com)

# Contextual Tools (overlay on hover)

**Inbox** (11 unread)

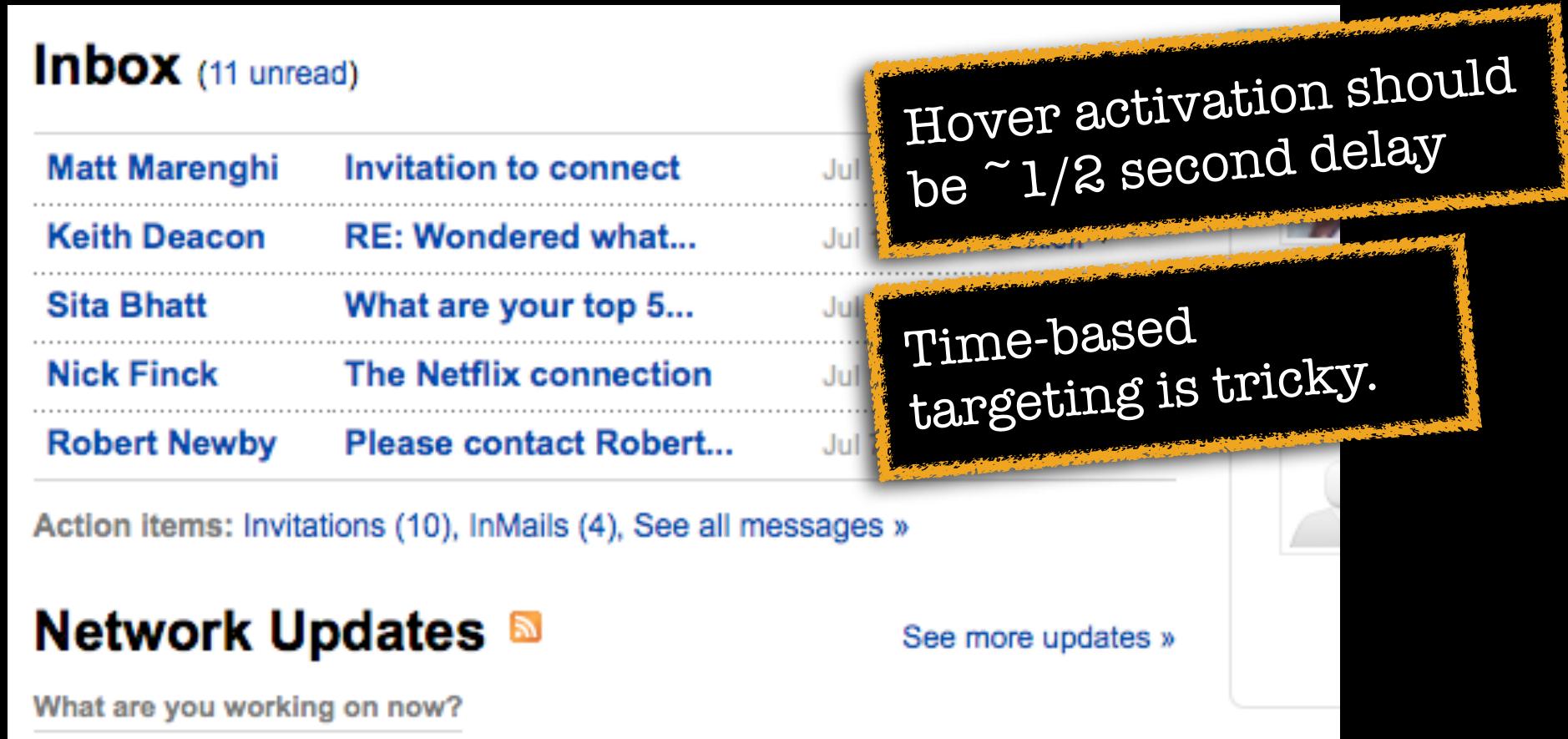
Matt Marenghi	Invitation to connect	Jul
Keith Deacon	RE: Wondered what...	Jul
Sita Bhatt	What are your top 5...	Jul
Nick Finck	The Netflix connection	Jul
Robert Newby	Please contact Robert...	Jul

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

**Network Updates** 

[See more updates »](#)

What are you working on now?



hover details. [linkedin.com](http://linkedin.com)

# Contextual Tools (overlay on hover)

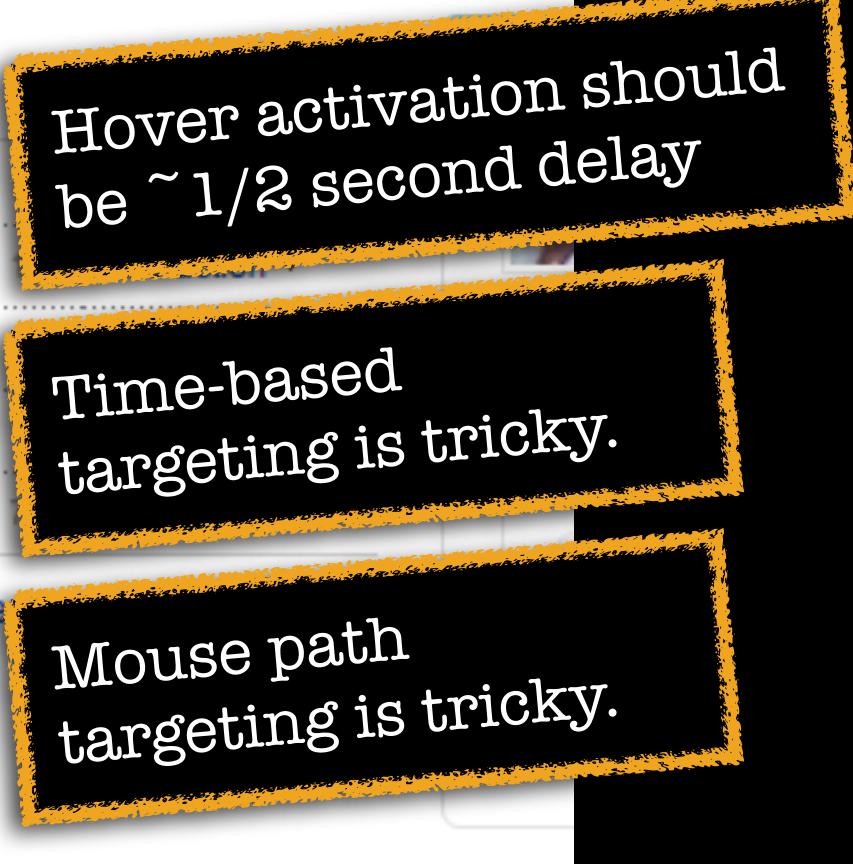
**Inbox** (11 unread)

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 activation should be ~1/2 second delay
- Time-based targeting is tricky.
- Mouse path targeting is tricky.

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

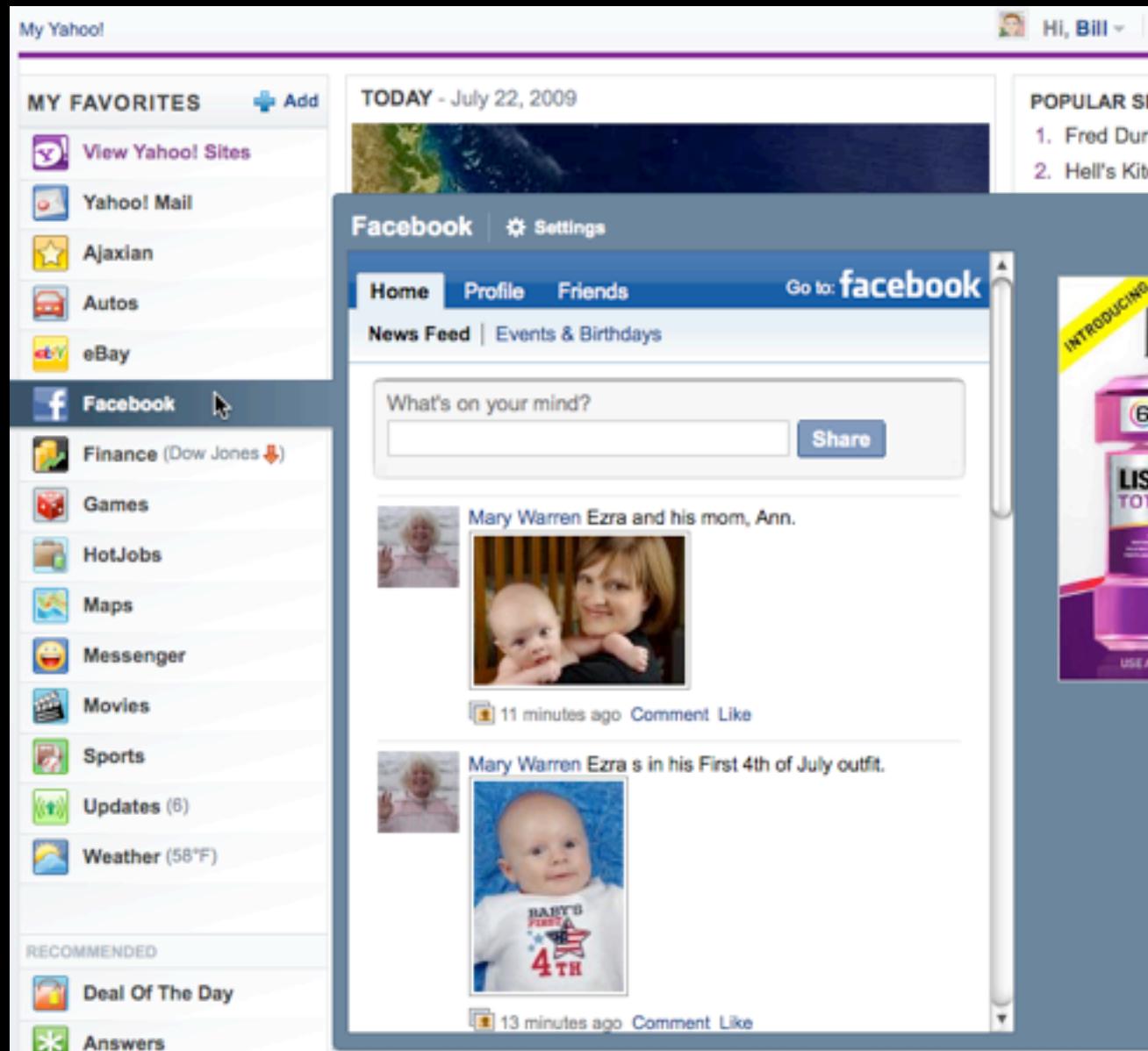
Hover activation should be ~1/2 second delay

Time-based targeting is tricky.

Mouse path targeting is tricky.

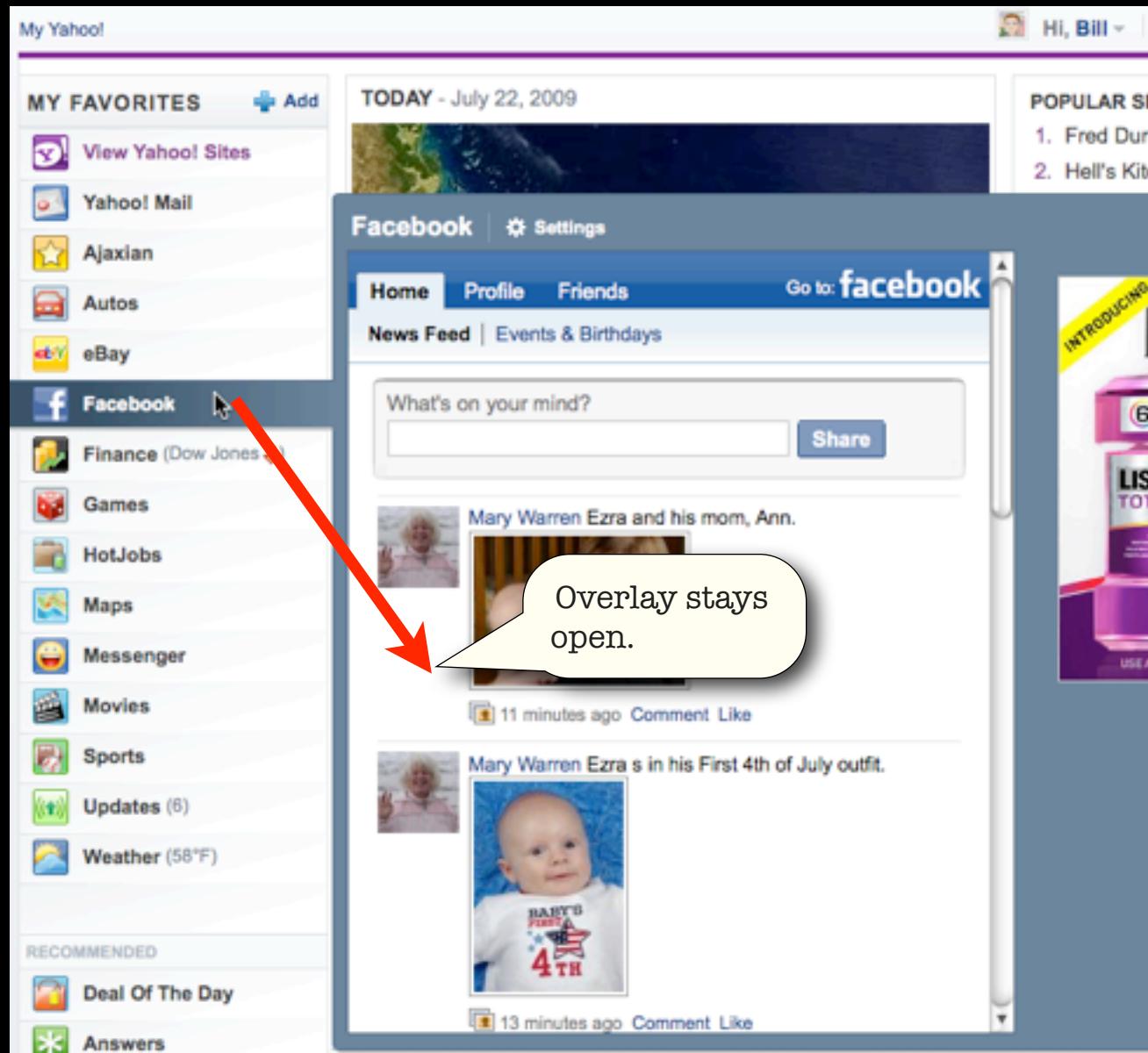
Works well in a list like this.

# What about new Yahoo page?



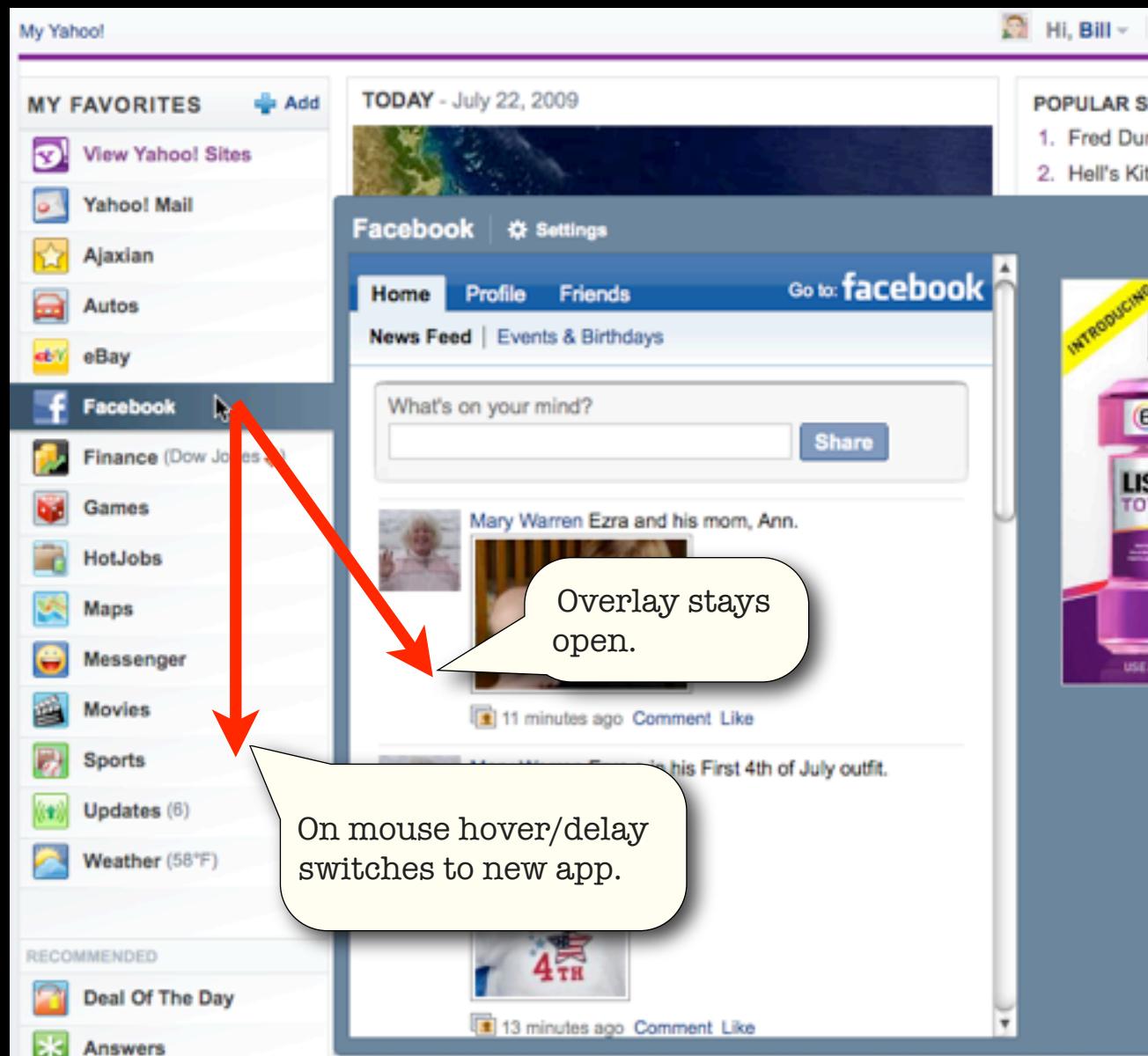
embedded application overlay - hover activated. yahoo.com 2009

# What about new Yahoo page?



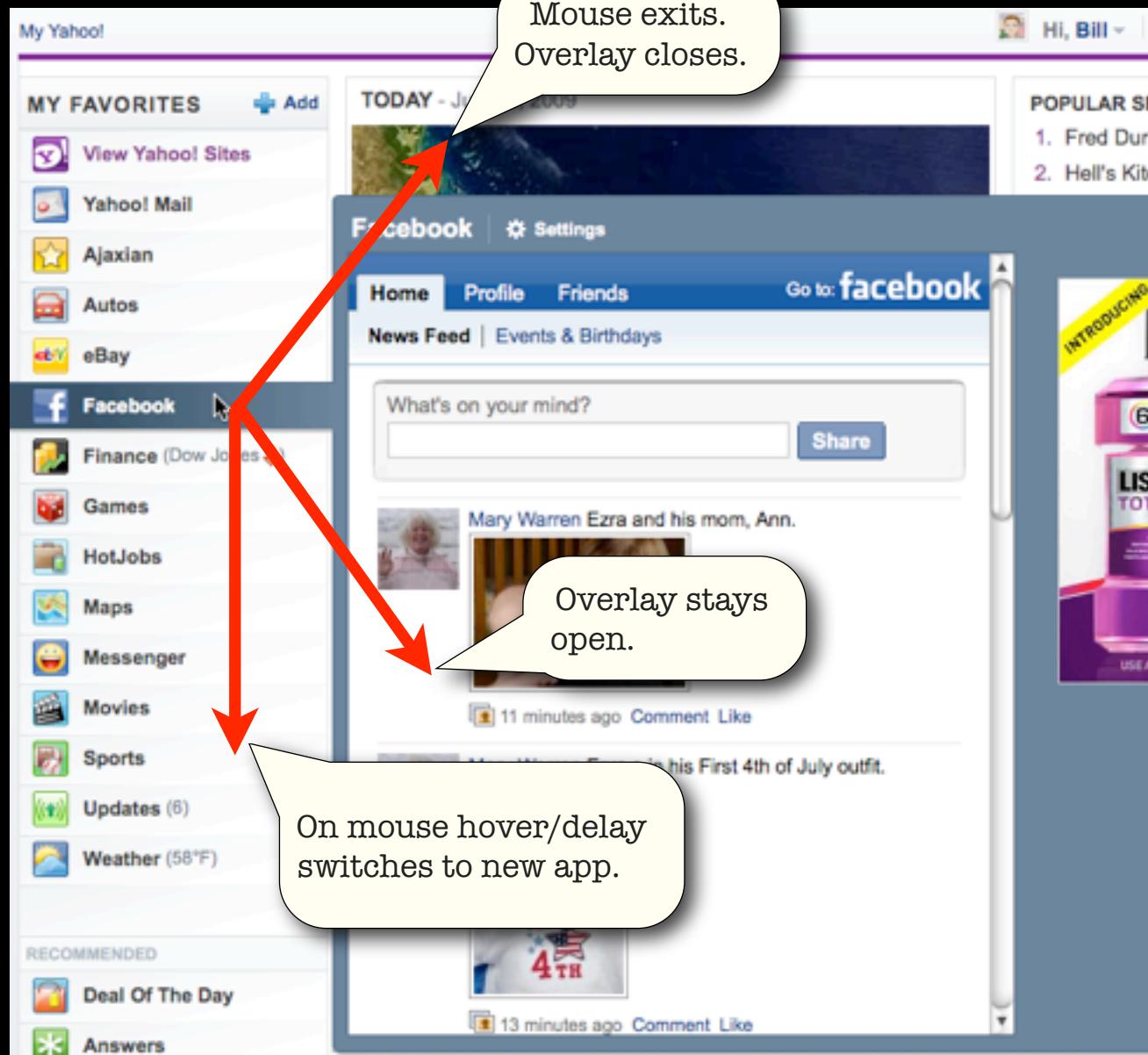
embedded application overlay - hover activated. yahoo.com 2009

# What about new Yahoo page?



embedded application overlay - hover activated. yahoo.com 2009

# What about new Yahoo page?



# What about new Yahoo page?

The screenshot shows the new Yahoo homepage with a sidebar on the left and a main content area on the right. In the main content area, a Facebook application is embedded. A red arrow points from the sidebar to the Facebook overlay. A callout bubble says: "On mouse hover/delay switches to new app." Another callout bubble says: "Overlay stays open." A third callout bubble at the top says: "Mouse exits. Overlay closes." To the right of the main content area, there is a sidebar with an advertisement for "LIST TOTAL" and a "USE AS" button.

My Yahoo!

MY FAVORITES [+ Add](#)

- [View Yahoo! Sites](#)
- [Yahoo! Mail](#)
- [Ajaxian](#)
- [Autos](#)
- [eBay](#)
- [Facebook](#)
- [Finance \(Dow Jones-2\)](#)
- [Games](#)
- [HotJobs](#)
- [Maps](#)
- [Messenger](#)
- [Movies](#)
- [Sports](#)
- [Updates \(6\)](#)
- [Weather \(58°F\)](#)

RECOMMENDED

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

TODAY - Jun 2009

Facebook [Settings](#)

Home Profile Friends [Go to: facebook](#)

News Feed | Events & Birthdays

What's on your mind? [Share](#)

Mary Warren Ezra and his mom, Ann.

11 minutes ago [Comment](#) [Like](#)

his First 4th of July outfit.

4 TH

13 minutes ago [Comment](#) [Like](#)

Mouse exits.  
Overlay closes.

The good?

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

# What about new Yahoo page?

The screenshot shows the new Yahoo homepage with a sidebar of 'MY FAVORITES' and a main content area. A large, semi-transparent overlay for the Facebook application is active. A red arrow points from the sidebar to the overlay. Three callout bubbles provide feedback: one at the top right of the overlay stating 'Mouse exits. Overlay closes.', one in the center of the overlay stating 'Overlay stays open.', and one at the bottom left of the overlay stating 'On mouse hover/delay switches to new app.' The Facebook overlay displays a news feed, profile picture, and status update.

My Yahoo!

MY FAVORITES [+ Add](#)

- [View Yahoo! Sites](#)
- [Yahoo! Mail](#)
- [Ajaxian](#)
- [Autos](#)
- [eBay](#)
- [Facebook](#)
- [Finance \(Dow Jones-2\)](#)
- [Games](#)
- [HotJobs](#)
- [Maps](#)
- [Messenger](#)
- [Movies](#)
- [Sports](#)
- [Updates \(6\)](#)
- [Weather \(58°F\)](#)

TODAY - Jun 2009

Facebook [Settings](#)

Home Profile Friends Go to: [Facebook](#)

News Feed | Events & Birthdays

What's on your mind? [Share](#)

Mary Warren Ezra and his mom, Ann.

11 minutes ago [Comment](#) [Like](#)

13 minutes ago [Comment](#) [Like](#)

RECOMMENDED

[Deal Of The Day](#)

[Answers](#)

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



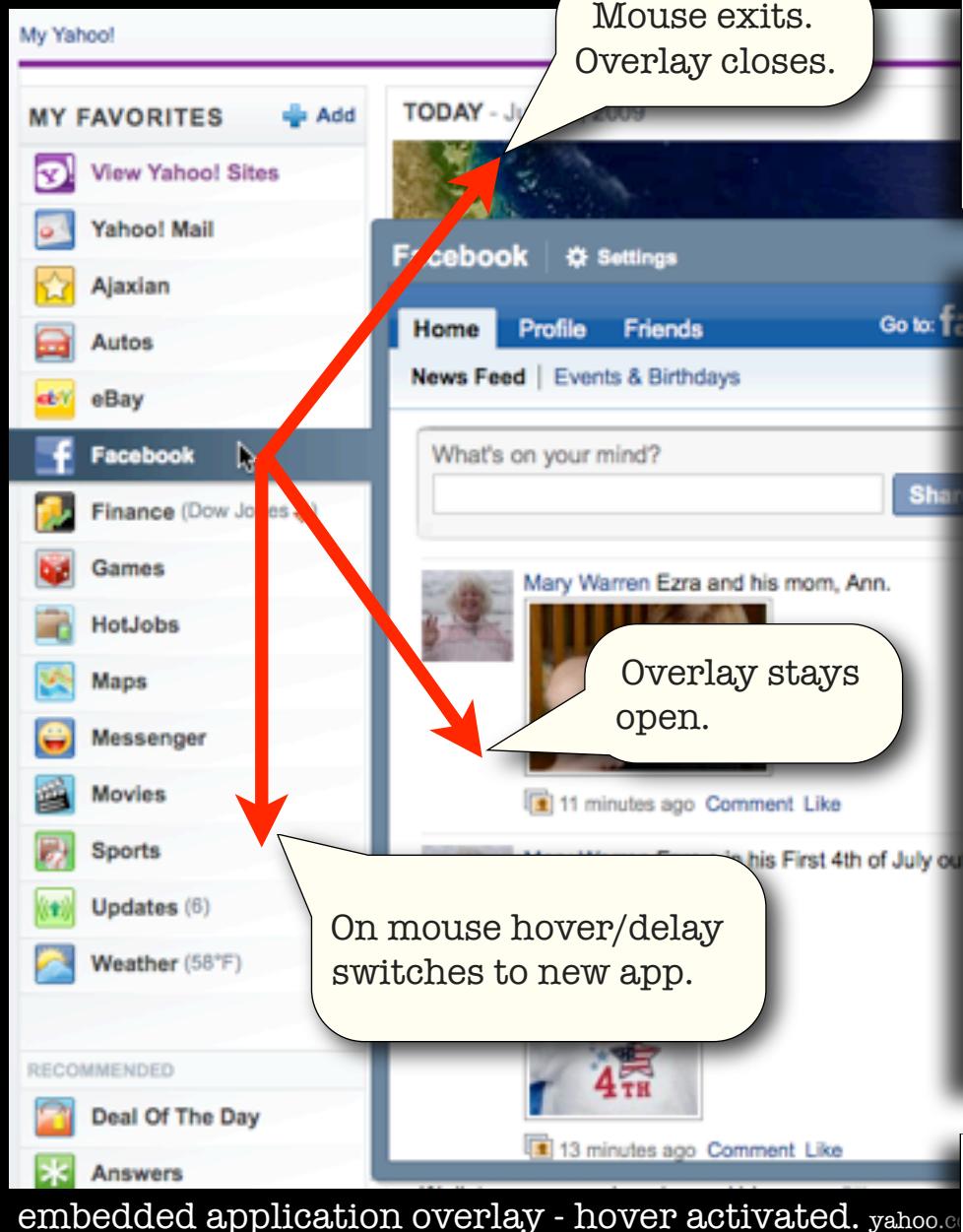
**bokardo**

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

# 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.
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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.c

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

# 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).  
• Menus activate a panel.  
• Panel triggering obscuring content).  
• Multiple overlays activated by hover



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

# 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. [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](#) [TOYOTA](#) 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... - [SJ Mercury...](#)
- Man accused of Muni stabbings to be in... - [S.F....](#)
- 4 Arrests After Break-In to S.F. Warehouse - [ABC7...](#)

**TRENDING NOW**

1. Dow Jones	6. Chuck
2. Brangelina	7. International Sp...
3. Tracy Porter	8. Kim Kardashian
4. Charlie Sheen	9. Dear John
5. Comcast	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<sup>th</sup>** [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<sup>th</sup>** [Buy Now](#)

[Send Valentine's Day 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!  Web Search

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 \(11\)](#)

TODAY - February 08, 2010



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1 - 4 of 32

NEWS WORLD LOCAL FINANCE

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- Rep. John Murtha, Iraq war critic, dies at 77 | [Photos](#)
- Study: Sugary soft drinks linked to pancreatic cancer
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- Man accused of Muni stabbings to be in... - [S.F....](#)
- 4 Alarm Fire Breaks Out In S.F. Warehouse - [ABC7...](#)

RECOMMENDED

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

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

TRENDING NOW

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4. Charlie Sheen	9. Dear John
5. Comcast	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

Web Images Video Local Shopping More

YAHOO!

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

RECOMMENDED

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

TODAY - February 08, 2010

Clicks are explicit actions.  
Hovers are not.

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  
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1 - 4 of 32

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

TRENDING NOW

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@bokardo  
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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](#)
[MERCANDISE](#)
[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 Otagos highest mountains, this unstabilised


[Rounds](#)


### WAITAKI CAMEMBERT

Rounds \$36.00

The full and rich flavour of Waitaki Camembert captures the


[Rounds](#)


# Virtual Space

Web Images Videos Shopping News Maps More | MSN | Windows Live Sign In | United States | Extras

bing ajax

AJAX

Images

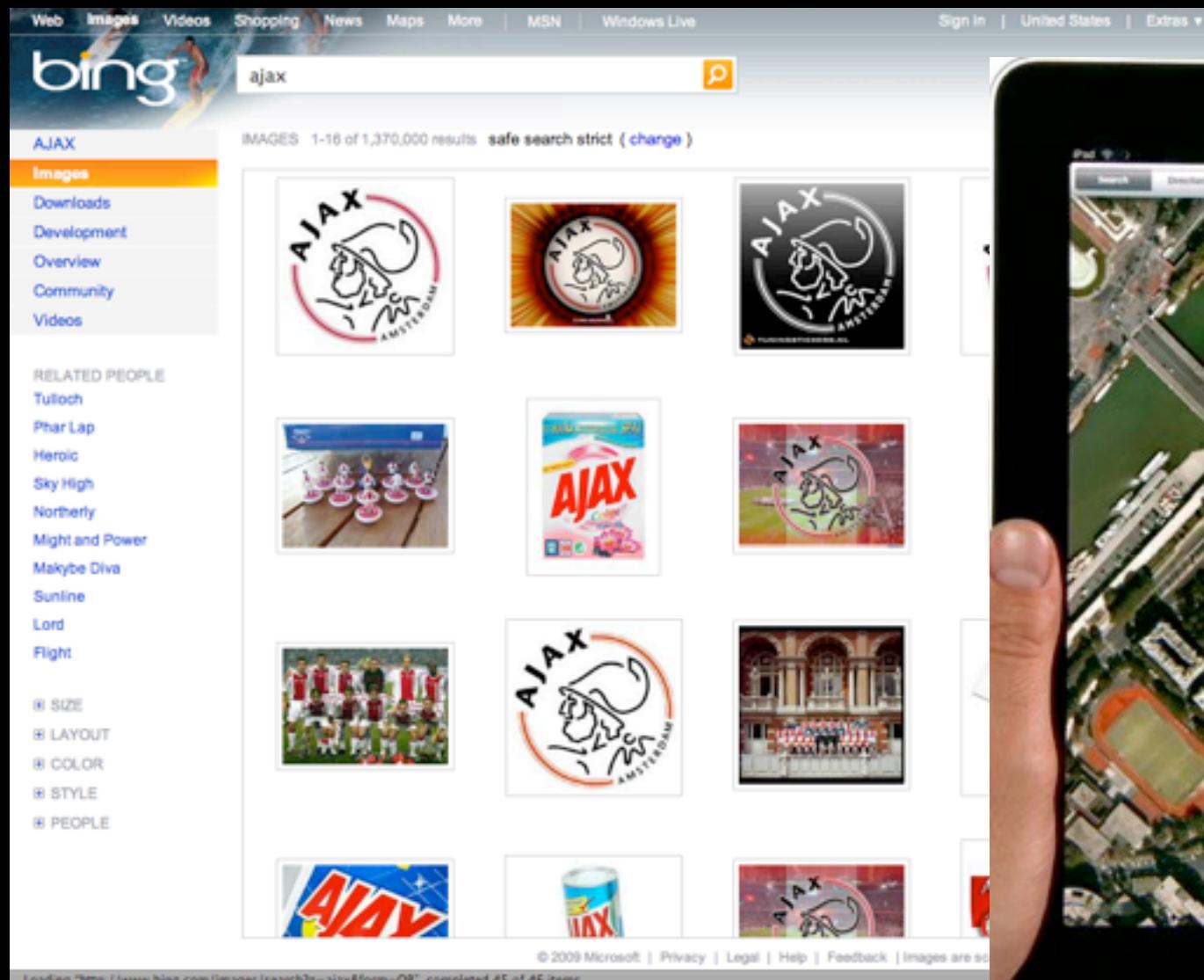
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Northerly  
Might and Power  
Makybe Diva  
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Lord  
Flight

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LAYOUT  
COLOR  
STYLE  
PEOPLE

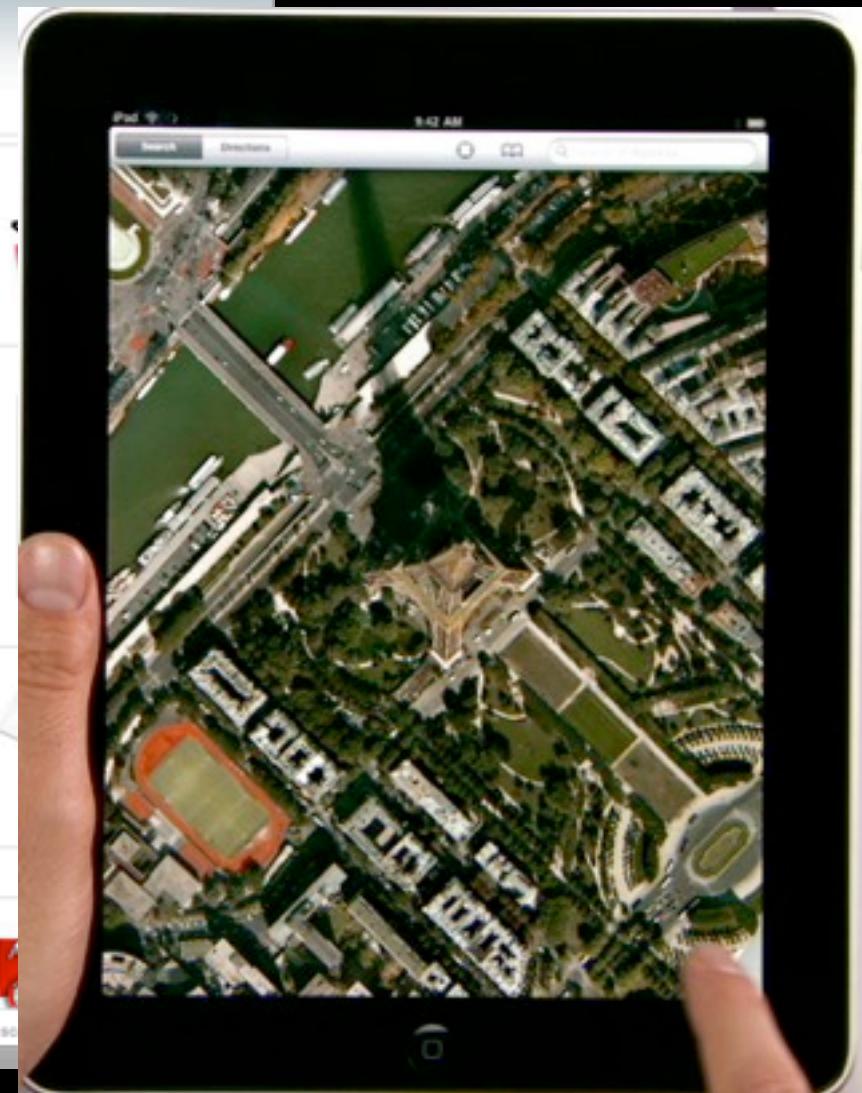
IMAGES 1-16 of 1,370,000 results safe search strict ( change )



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endless scrolling. bing.com



page curl. iPad Maps

# Virtual Space

Web Images Videos Shopping News Maps More | MSN | Windows Live Sign In | United States | Extras

bing ajax

AJAX

Images

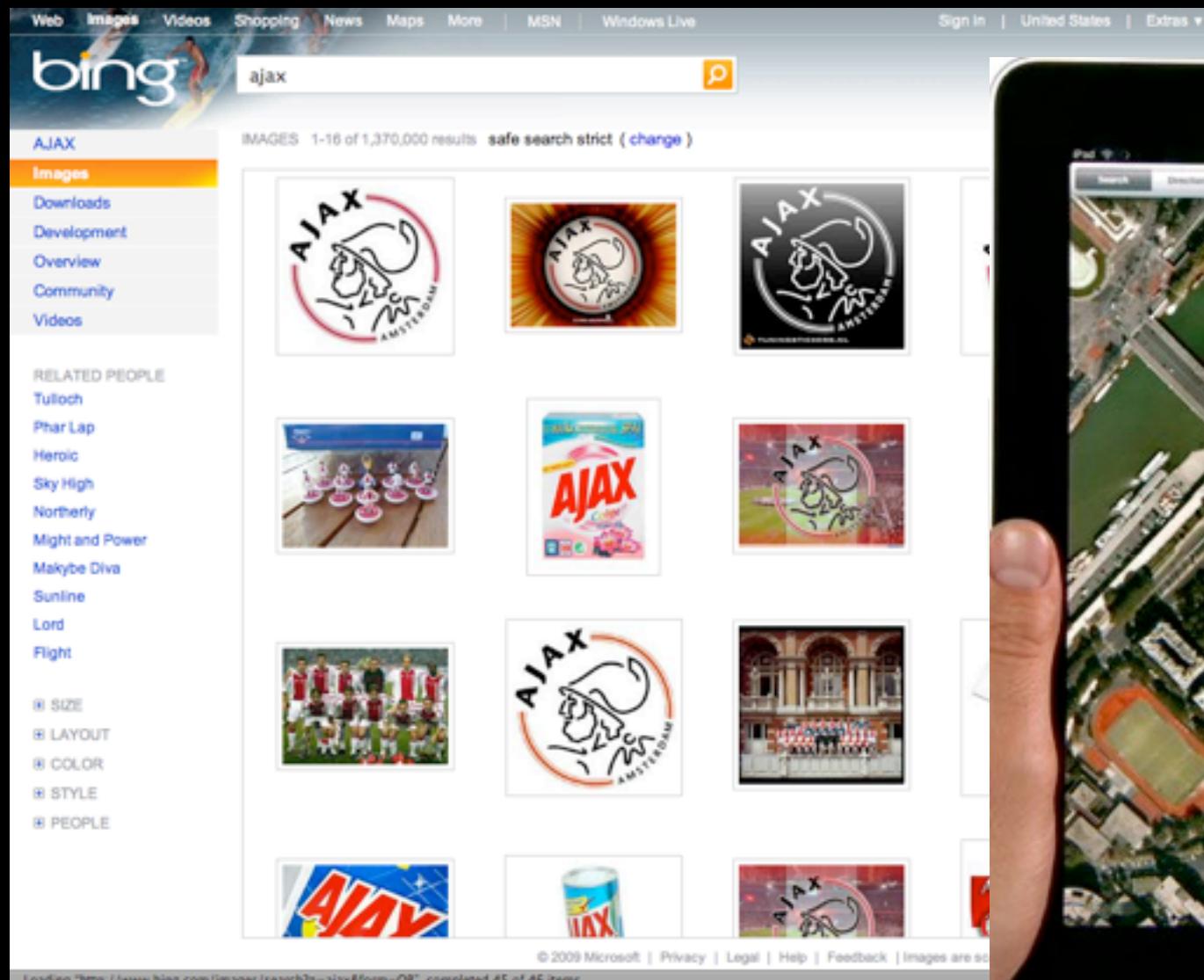
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Phar Lap  
Heroic  
Sky High  
Northerly  
Might and Power  
Makybe Diva  
Sunline  
Lord  
Flight

SIZE  
LAYOUT  
COLOR  
STYLE  
PEOPLE

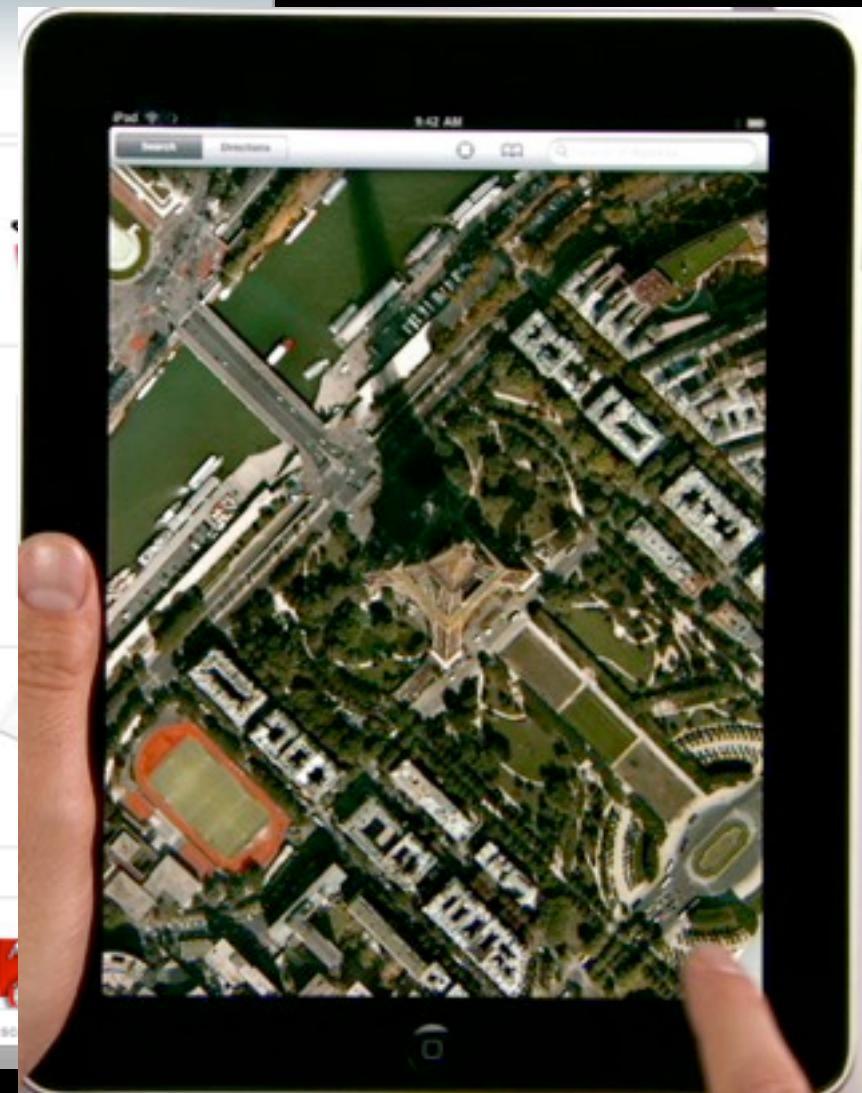
IMAGES 1-16 of 1,370,000 results safe search strict ( change )



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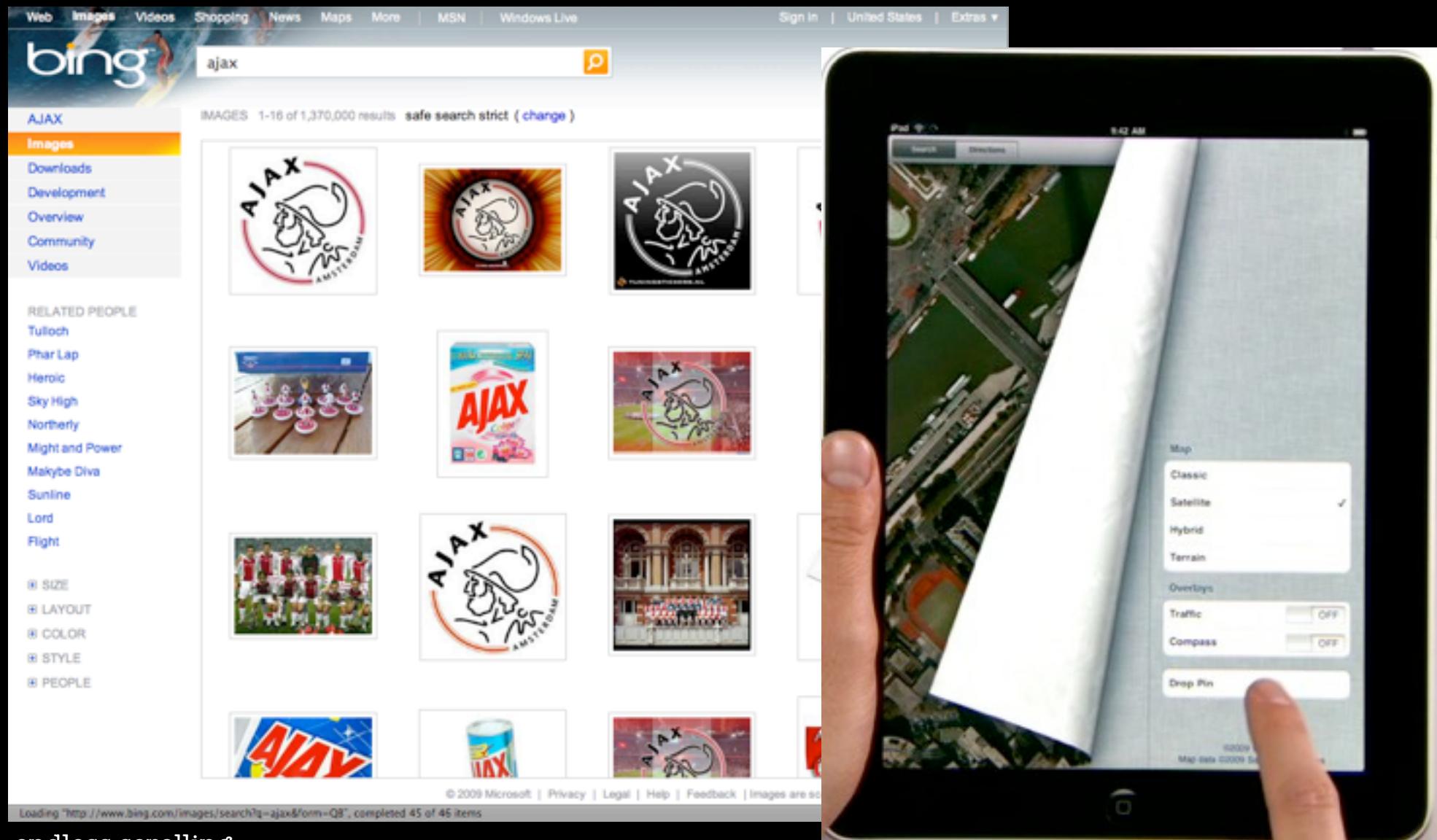
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endless scrolling. bing.com



page curl. iPad Maps

# Virtual Space



Web Images Videos Shopping News Maps More | MSN | Windows Live Sign In | United States | Extras

bing ajax

IMAGES 1-16 of 1,370,000 results safe search strict ( change )

AJAX

Images

Downloads Development Overview Community Videos

RELATED PEOPLE

- Tullock
- Phar Lap
- Heroic
- Sky High
- Northerly
- Might and Power
- Makaybe Diva
- Sunline
- Lord
- Flight

SIZE LAYOUT COLOR STYLE PEOPLE

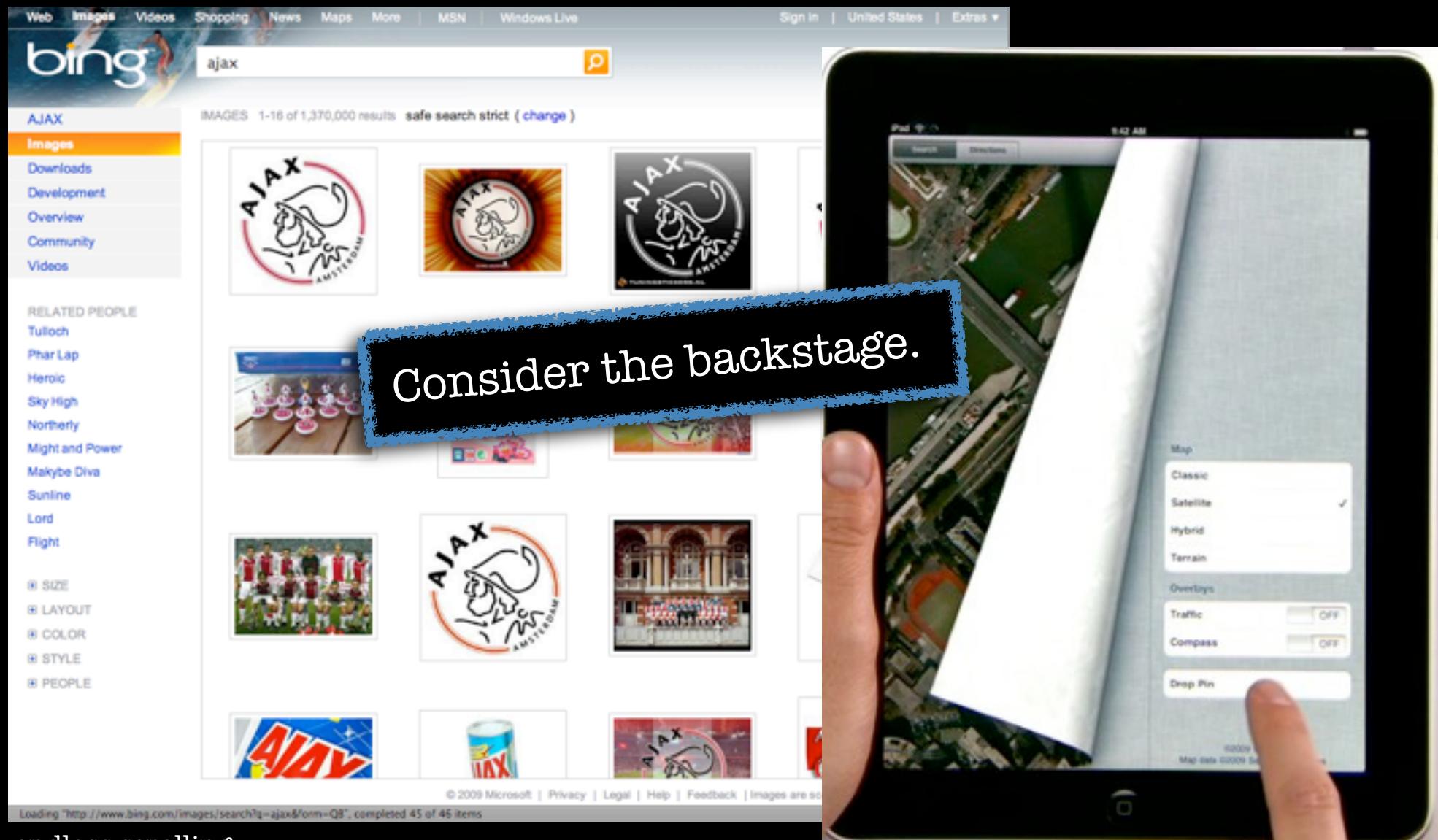
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endless scrolling. bing.com

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# Virtual Space

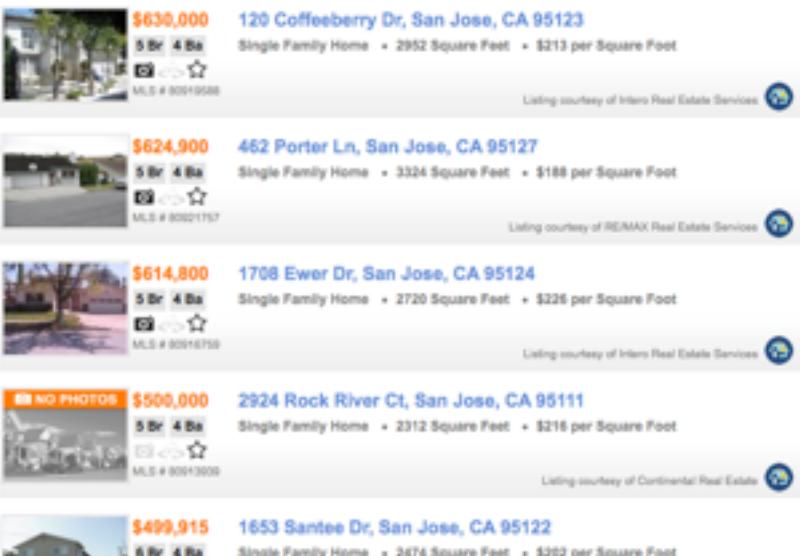


Consider the backstage.

endless scrolling. bing.com

page curl. iPad Maps

# Inlays



**\$630,000** [120 Coffeeberry Dr, San Jose, CA 95123](#)  
Single Family Home • 2952 Square Feet • \$213 per Square Foot  
5 Br 4 Ba   MLS # 80919588 Listing courtesy of Intero Real Estate Services 

**\$624,900** [462 Porter Ln, San Jose, CA 95127](#)  
Single Family Home • 3324 Square Feet • \$188 per Square Foot  
5 Br 4 Ba   MLS # 80921707 Listing courtesy of RE/MAX Real Estate Services 

**\$614,800** [1708 Ewer Dr, San Jose, CA 95124](#)  
Single Family Home • 2720 Square Feet • \$223 per Square Foot  
5 Br 4 Ba   MLS # 80918758 Listing courtesy of Intero Real Estate Services 

**\$500,000** [2924 Rock River Ct, San Jose, CA 95111](#)  
Single Family Home • 2312 Square Feet • \$218 per Square Foot  
5 Br 4 Ba   MLS # 80913609 Listing courtesy of Continental Real Estate 

**\$499,915** [1653 Santee Dr, San Jose, CA 95122](#)  
Single Family Home • 2474 Square Feet • \$202 per Square Foot  
6 Br 4 Ba   MLS # 80913610 Listing courtesy of Continental Real Estate 

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# Inlays

**\$630,000** 120 Coffeeberry Dr, San Jose, CA 95123  
5 Br 4 Ba  
MLS # 80919588

**\$624,900** 462 Porter Ln, San Jose, CA 95127  
5 Br 4 Ba  
MLS # 80919589

**\$611,000** 1653 Santee Dr, San Jose, CA 95122  
5 Br 4 Ba  
MLS # 80919590

**\$500,000** 1653 Santee Dr, San Jose, CA 95122  
5 Br 4 Ba  
MLS # 80919591

**\$499,915** 1653 Santee Dr, San Jose, CA 95122  
6 Br 4 Ba  
Single Family Home • 2474 Square Feet • \$202 per Square Foot

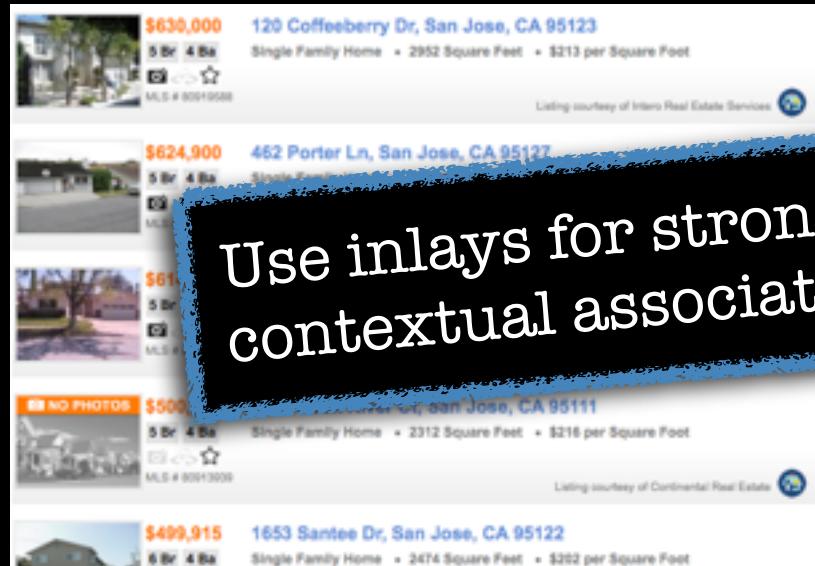
Listing courtesy of Intero Real Estate Services

Listing courtesy of Continental Real Estate

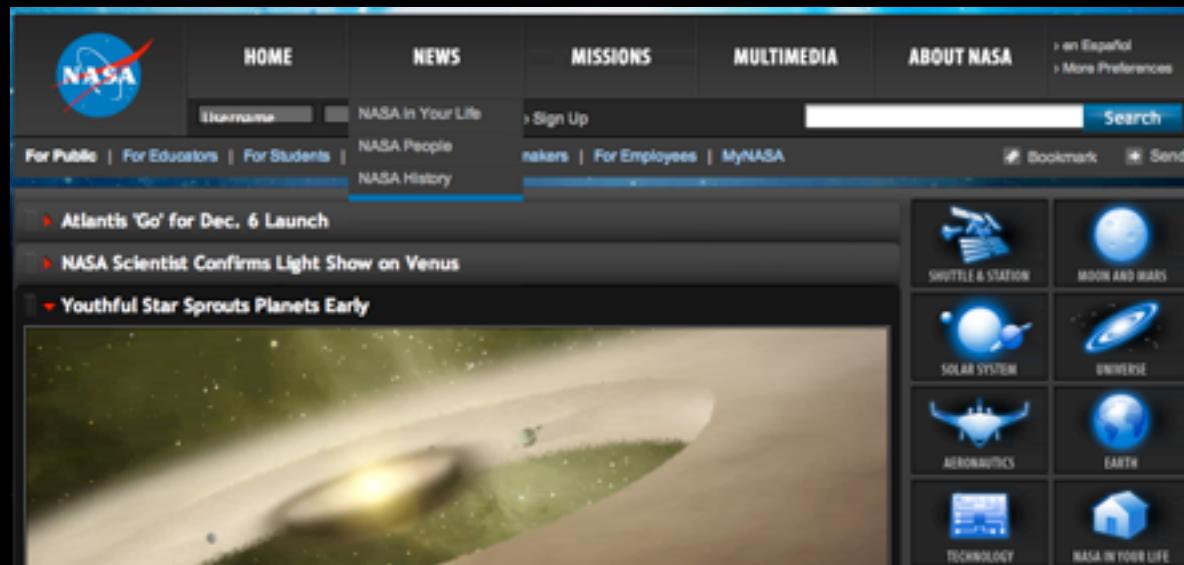
Use inlays for strong contextual association.

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# Inlays

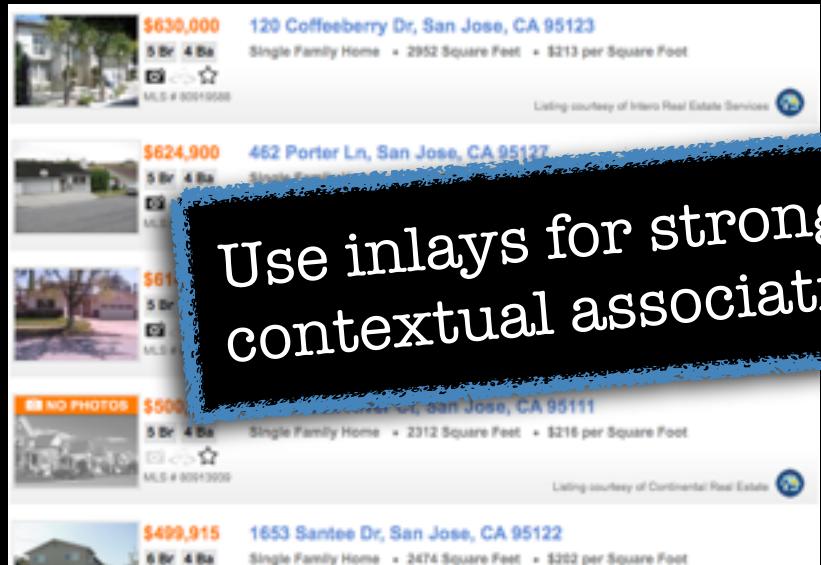


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# Inlays



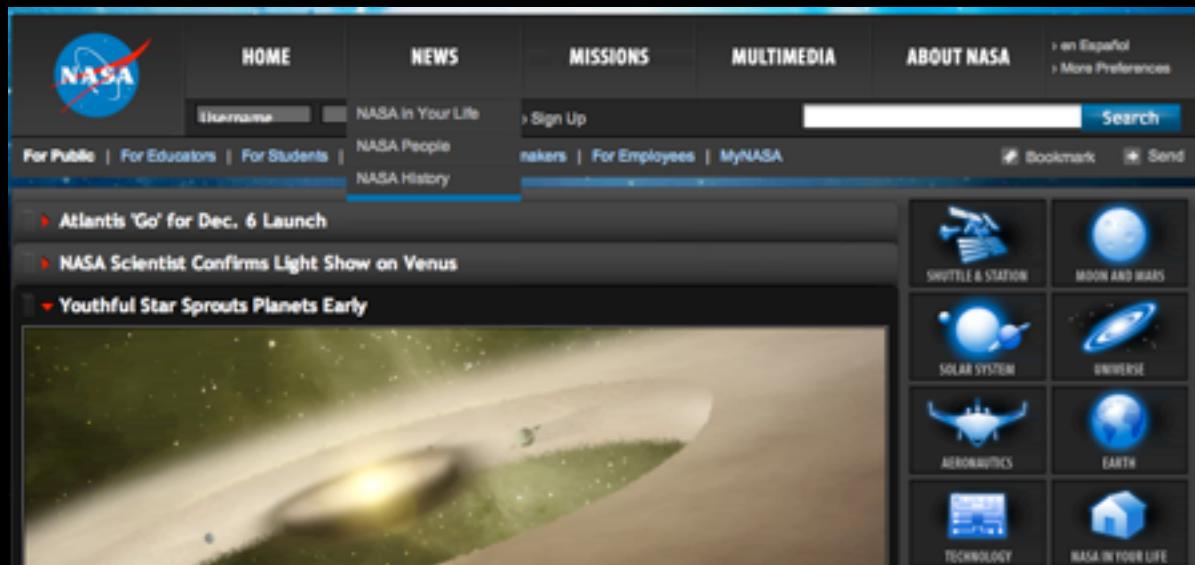
\$630,000 120 Coffeeberry Dr, San Jose, CA 95123  
Single Family Home • 2952 Square Feet • \$213 per Square Foot

\$624,900 462 Porter Ln, San Jose, CA 95127  
Single Family Home • 2952 Square Feet • \$213 per Square Foot

\$611,000 1653 Santee Dr, San Jose, CA 95122  
Single Family Home • 2312 Square Feet • \$218 per Square Foot

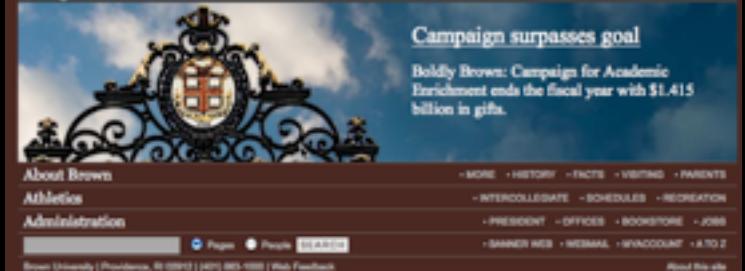
\$499,915 1653 Santee Dr, San Jose, CA 95122  
Single Family Home • 2474 Square Feet • \$202 per Square Foot

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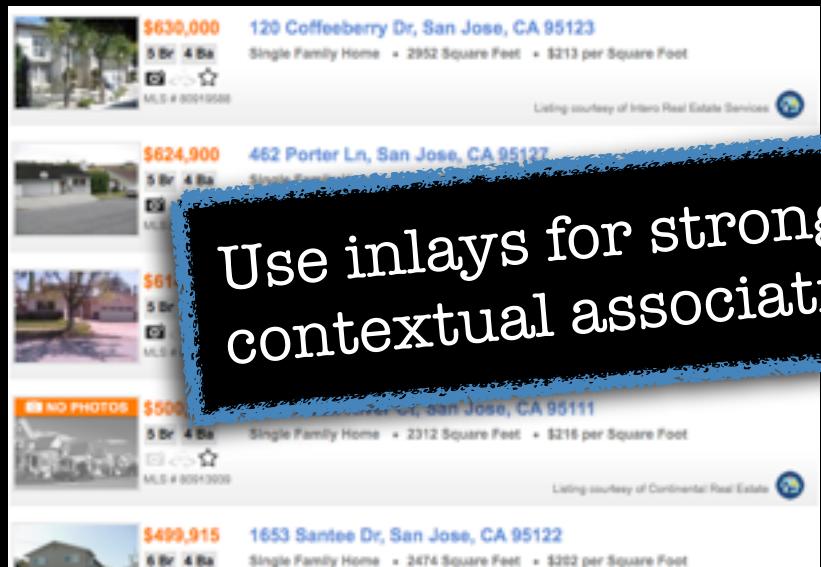
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## Brown University



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# Inlays



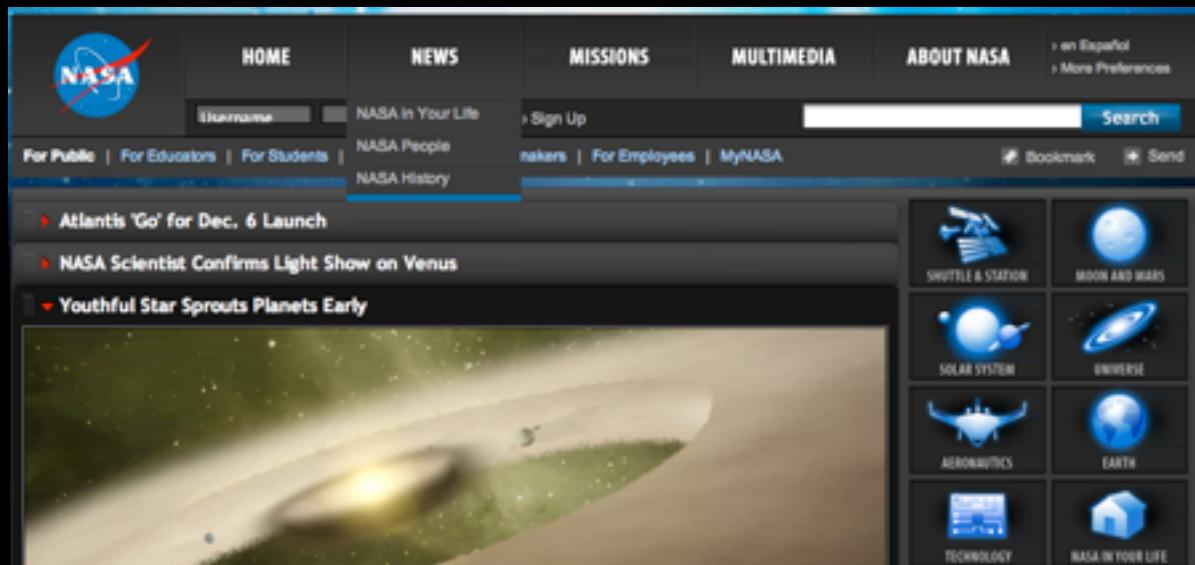
\$630,000 120 Coffeeberry Dr, San Jose, CA 95123  
Single Family Home • 2952 Square Feet • \$213 per Square Foot

\$624,900 462 Porter Ln, San Jose, CA 95127  
Single Family Home • 2312 Square Feet • \$268 per Square Foot

\$611,000 1200 2nd St, San Jose, CA 95111  
Single Family Home • 2312 Square Feet • \$268 per Square Foot

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

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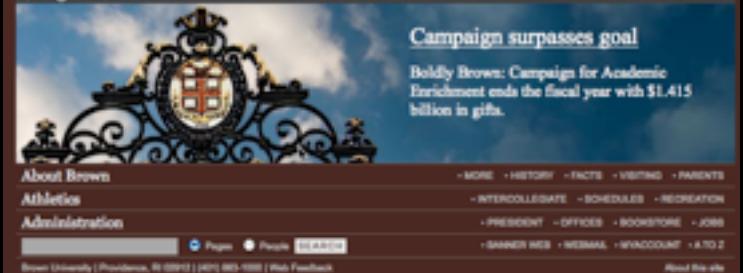
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# Inlays

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5 Br, 4 Ba  
MLS # 80919590

\$611,000 1200 1st St, San Jose, CA 95111  
5 Br, 4 Ba  
MLS # 80919599

\$499,915 1653 Santee Dr, San Jose, CA 95122  
6 Br, 4 Ba  
Single Family Home • 2474 Square Feet • \$216 per Square Foot

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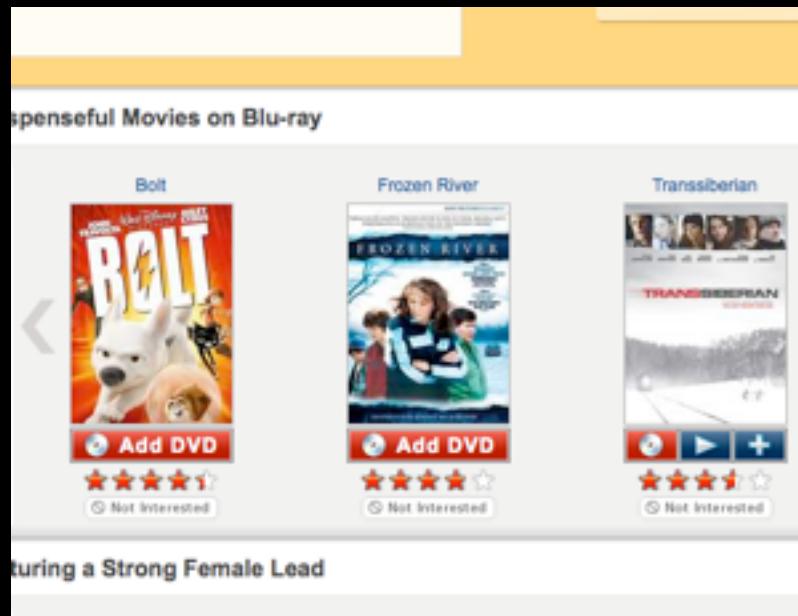
1. iTunes
2. QuickTime
3. Safari
4. iWork '09
5. Messenger for Mac  
An integrated communications client that...
6. Mozilla Firefox
7. A Vampyre Story
8. Solitaire Greatest...
9. Live Interior 3D S...
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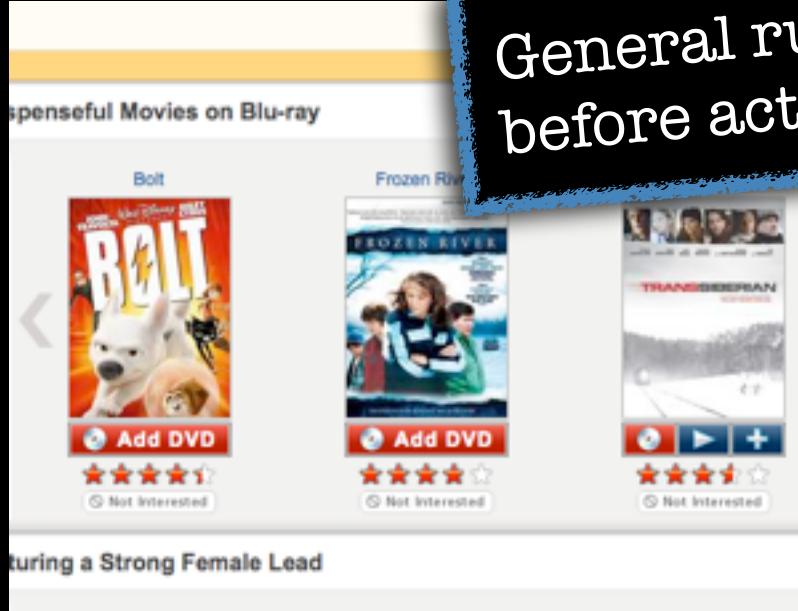
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# Overlays



hover details. [netflix.com](http://netflix.com)

# Overlays



hover details. [netflix.com](http://netflix.com)

# Overlays



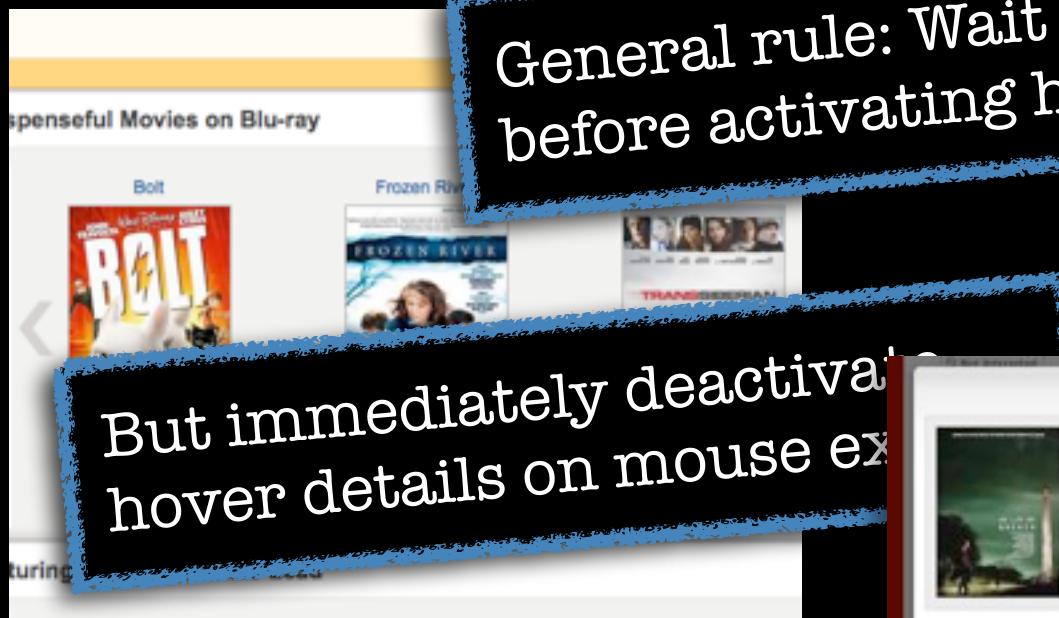
General rule: Wait 1/2 second  
before activating hover details.

But immediately deactivate  
hover details on mouse exit.

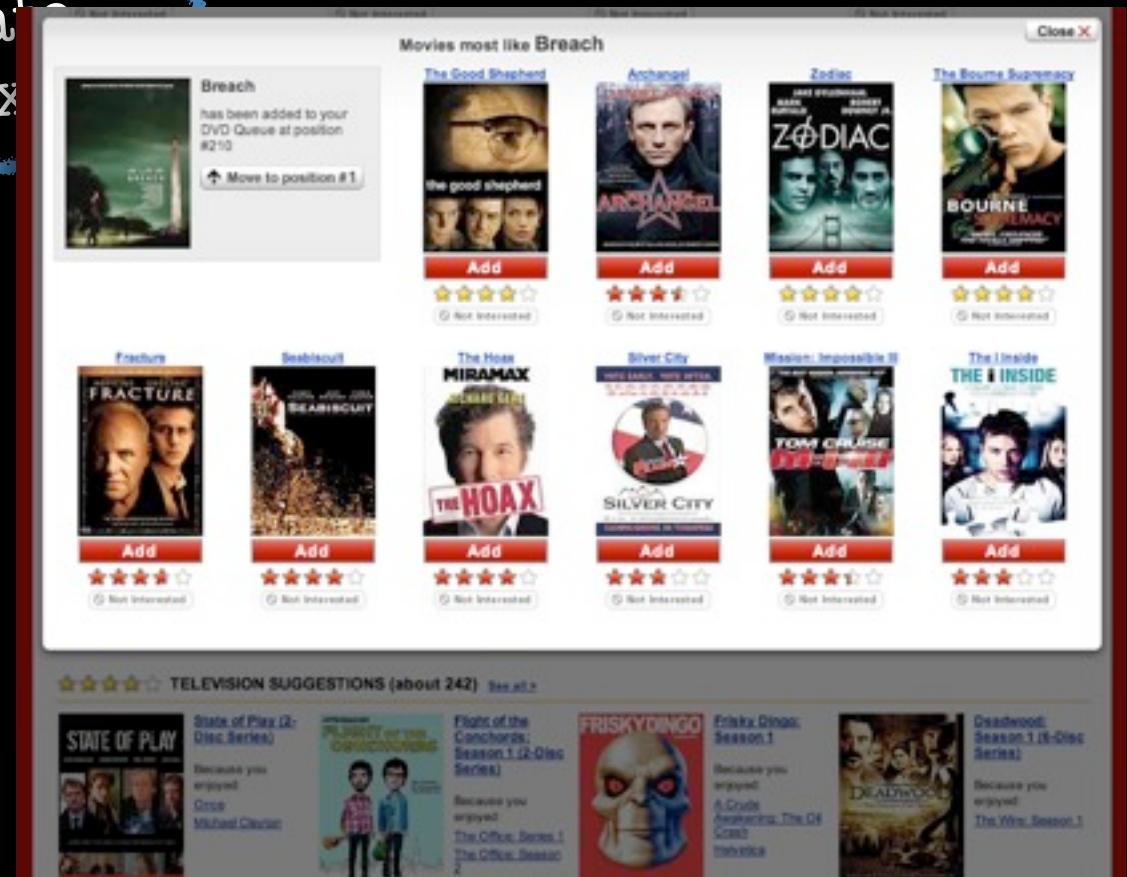
hover details. [netflix.com](http://netflix.com)

# Overlays

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



hover details. netflix.com



hover dialog. netflix.com

# Overlays

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

But immediately show hover details

suspenseful Movies on Blu-ray



turing

hover details. netflix.com

The screenshot shows a list of movie suggestions on the Netflix website. A red box highlights a specific suggestion for the movie 'Breach'. The suggestion card for 'Breach' includes the movie poster, the title 'Breach', a message stating 'has been added to your DVD Queue at position #210', and a 'Move to position #1' button. Below this card, there is a 'Not Interested' button with a radio button and a 'Not Interested' label. The rest of the page shows other movie suggestions like 'Fracture', 'Seabiscuit', 'The Hoax', 'Silver City', and 'Mission: Impossible III', each with a similar suggestion card and 'Not Interested' button.

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



State of Play (2-Disc Series)

Because you



Flight of the Conchords: Season 1 (2-Disc Series)



Frisky Dingo: Season 1

Because you



# Overlays



hover details. netflix.com

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

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

Movies most like Breach

The Good Shepherd  
Add

Archangel  
Add

Zodiac  
Add

Fracture  
Add

The HOAX  
Add

SILVER CITY  
Add

MI-6  
Add

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

STATE OF PLAY State of Play (2-Disc Series)  
Because you

INTRODUCING FLIGHT OF THE CONCHORDS Flight of the Conchords: Season 1 (2-Disc Series)

FRISKY DINGO Frisky Dingo: Season 1  
Because you

Change context or capture flow in an overlay dialog.

# Anti-Pattern: Idiot Boxes

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

Home Prints & Gifts View Cart Settings Help ▾ Search My Tag

[+ Upload Photos](#)

[All My Photos](#)

[My Albums](#)  
[Paris06](#)

[My Tags](#)

[My Friends' Photos](#)

Sort by: Date ▾

 **Sunset**

 **Underneath**

 **View from the Top**

 **Eiffel Pulley**

 **From Second Floor Up**

 **Eiffel Tower**

Friendly advice for photo sharing.



anti-pattern. idiot box. yahoo! photos

# Anti-Pattern: Idiot Boxes

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

Home Prints & Gifts View Cart Settings Help Search My Tag

Upload Photos All My Photos

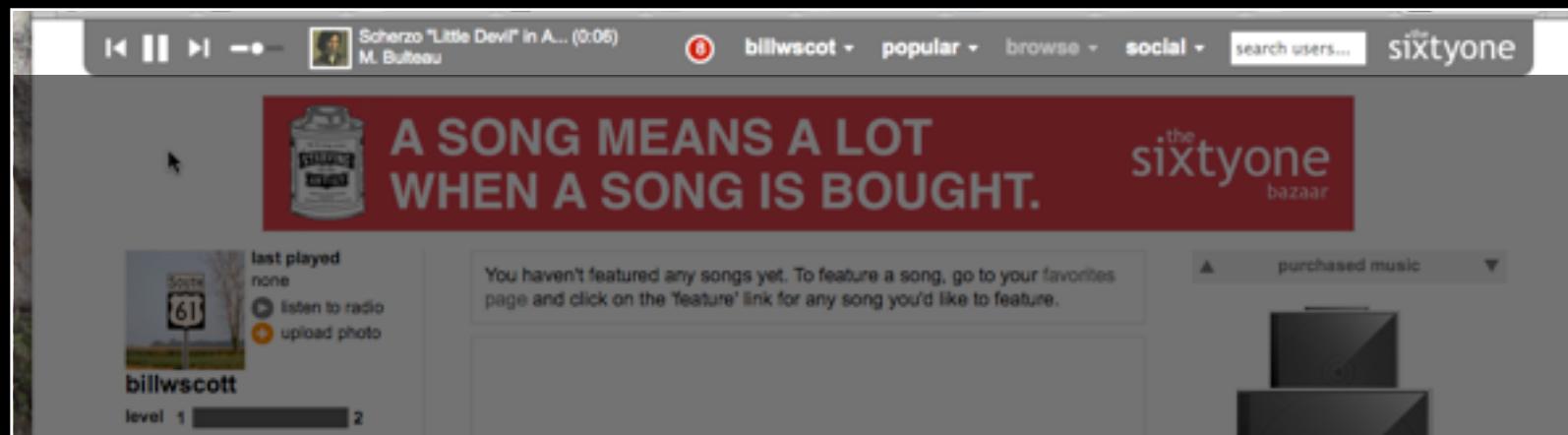
All My Photos My Albums Paris06 My Tags My Friends' Photos

“Don’t stop the proceedings with idiocy.” - Alan Cooper



anti-pattern. idiot box. yahoo! photos

# Nav Bars: Seamless Context

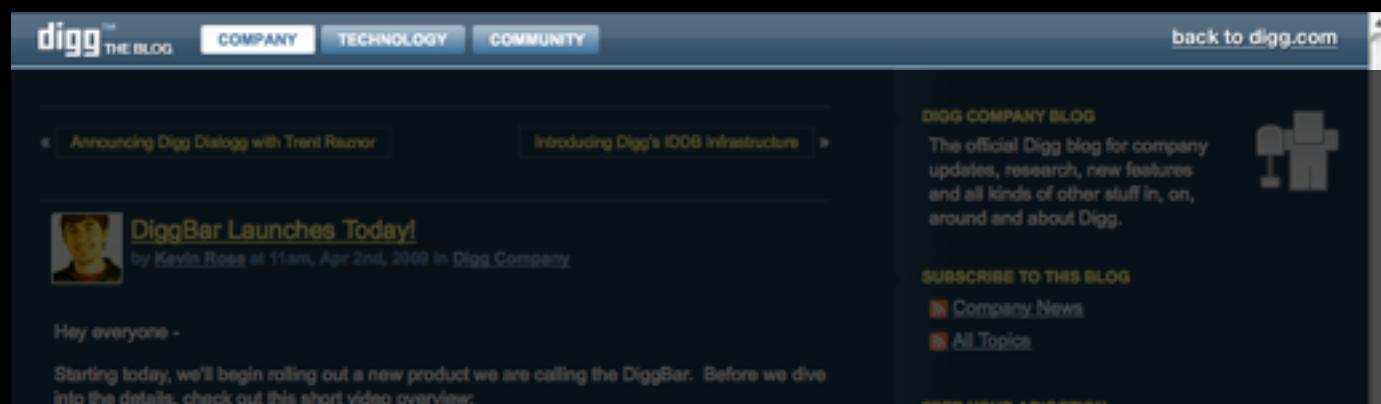


nav status bar. thesixtyone.com

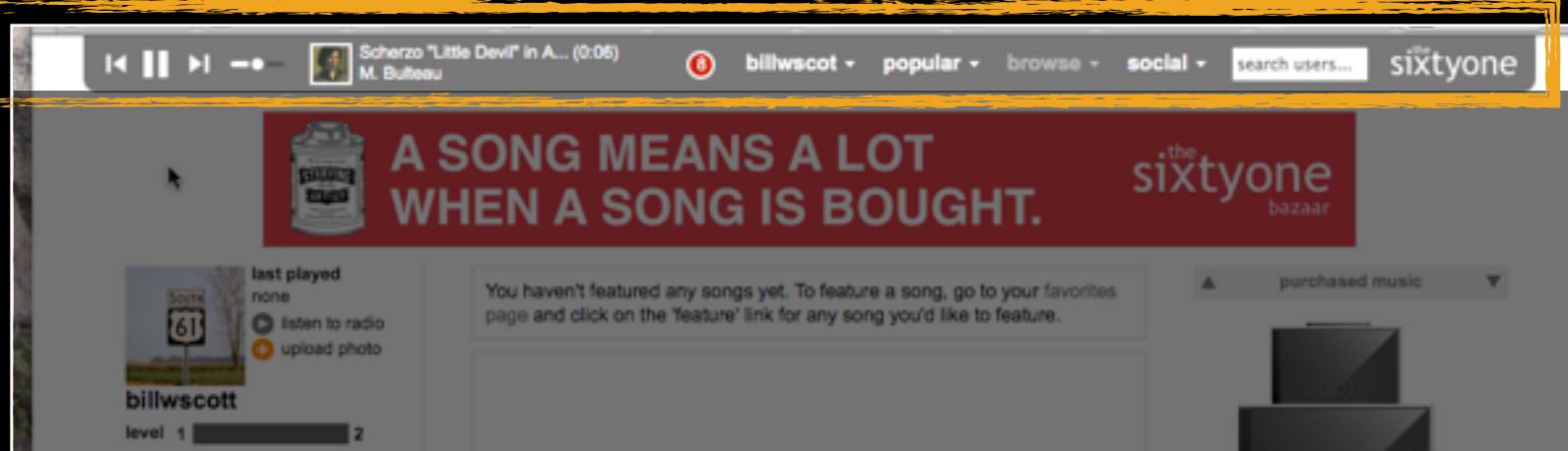


nav status bar. facebook.com

nav status bar. digg.com



# Nav Bars: Seamless Context



A screenshot of the [thesixtyone](http://thesixtyone.com) website. The top navigation bar includes links for 'billwscot', 'popular', 'browse', 'social', and 'search users...'. A yellow box highlights the 'thesixtyone' logo. Below the navigation, a red banner features the text 'A SONG MEANS A LOT WHEN A SONG IS BOUGHT.' and an image of a vinyl record. The main content area shows a user profile for 'billwscott' with a 'last played' section, a 'listen to radio' button, and an 'upload photo' button. A message box says 'You haven't featured any songs yet. To feature a song, go to your favorites page and click on the 'Feature' link for any song you'd like to feature.' To the right, there's a 'purchased music' section with a list of items. A yellow box highlights the 'thesixtyone' logo again in the top right corner.

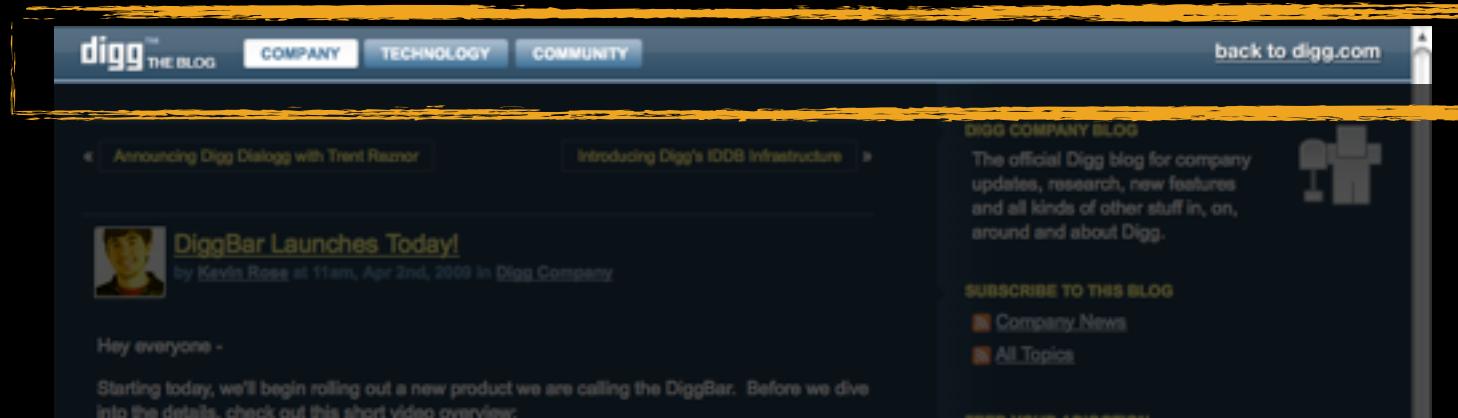
nav status bar. [thesixtyone.com](http://thesixtyone.com)



A screenshot of the [facebook.com](http://facebook.com) website. The top navigation bar includes links for '6 Comments' and 'Share'. A yellow box highlights the 'Share' button. The main content area shows a user post from 'You posted a link 9 hours ago' with the text 'Went shopping this weekend. Woot! Size 36 pants... [Show More](#)'. To the right, a message box says 'Viewing: <http://animoto.com/play/Btc1Uj8p>'. A yellow box highlights the 'Share' button again in the top right corner.

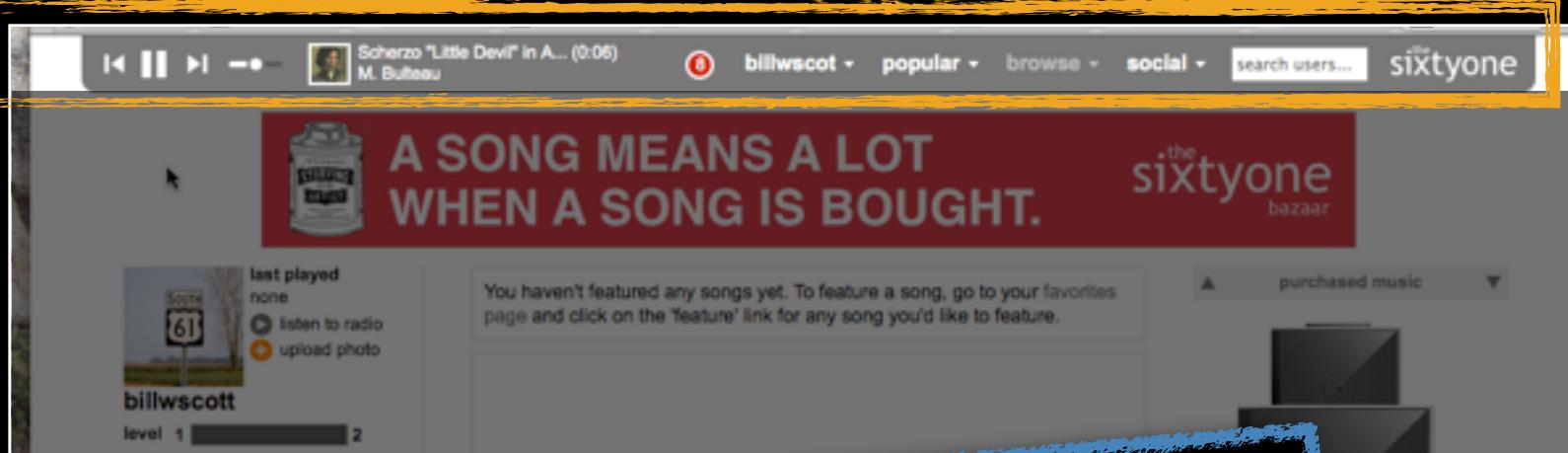
nav status bar. [facebook.com](http://facebook.com)

nav status bar. [digg.com](http://digg.com)



A screenshot of the [digg.com](http://digg.com) website. The top navigation bar includes links for 'digg THE BLOG', 'COMPANY', 'TECHNOLOGY', and 'COMMUNITY'. A yellow box highlights the 'digg THE BLOG' link. The main content area shows a blog post by Kevin Rose with the title 'DiggBar Launches Today!' and the text 'Hey everyone - Starting today, we'll begin rolling out a new product we are calling the DiggBar. Before we dive into the details, check out this short video overview:'. To the right, a sidebar for 'DIGG COMPANY BLOG' includes a 'back to digg.com' link, a 'DiggBar' icon, and links for 'Company News' and 'All Topics'. A yellow box highlights the 'DiggBar' icon in the sidebar.

# Nav Bars: Seamless Context



Scherzo "Little Devil" in A... (0:06)  
M. Buteau

billwscot popular browse social search users... thesixtyone

A SONG MEANS A LOT WHEN A SONG IS BOUGHT.

last played none  
listen to radio upload photo

You haven't featured any songs yet. To feature a song, go to your favorites page and click on the 'Feature' link for any song you'd like to feature.

purchased music

bar. thesixtyone.com

Maintain context across pages.



You posted a  
Went shopping

share

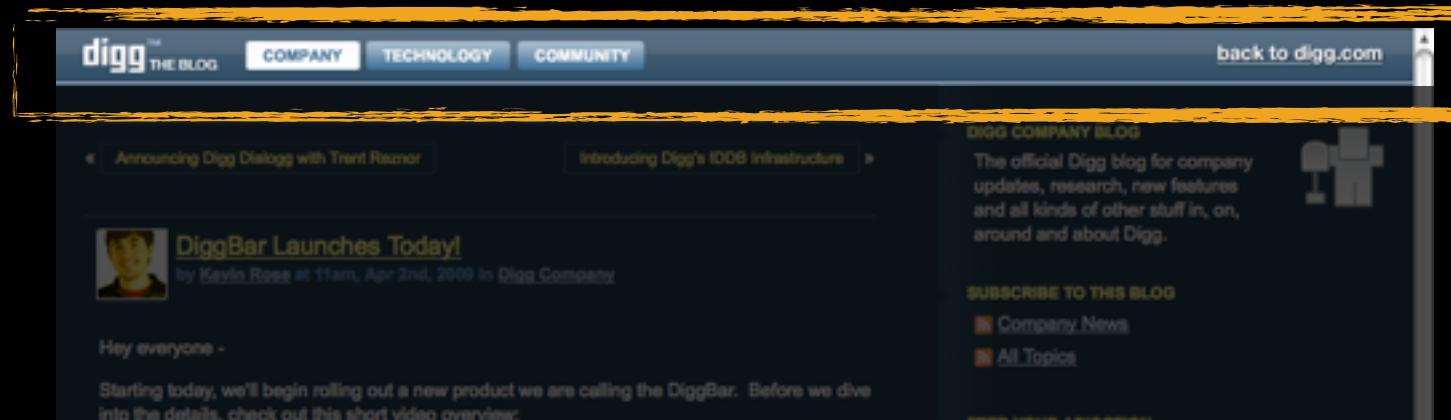
Viewing: http://animoto.com/play/Btc1Uj8p

Hello, B  
Account | Sign Out

animoto

nav status bar. facebook.com

nav status bar. digg.com



digg THE BLOG COMPANY TECHNOLOGY COMMUNITY back to digg.com

Announcing Digg Dialog with Trent Reznor

Introducing Digg's IDDB Infrastructure

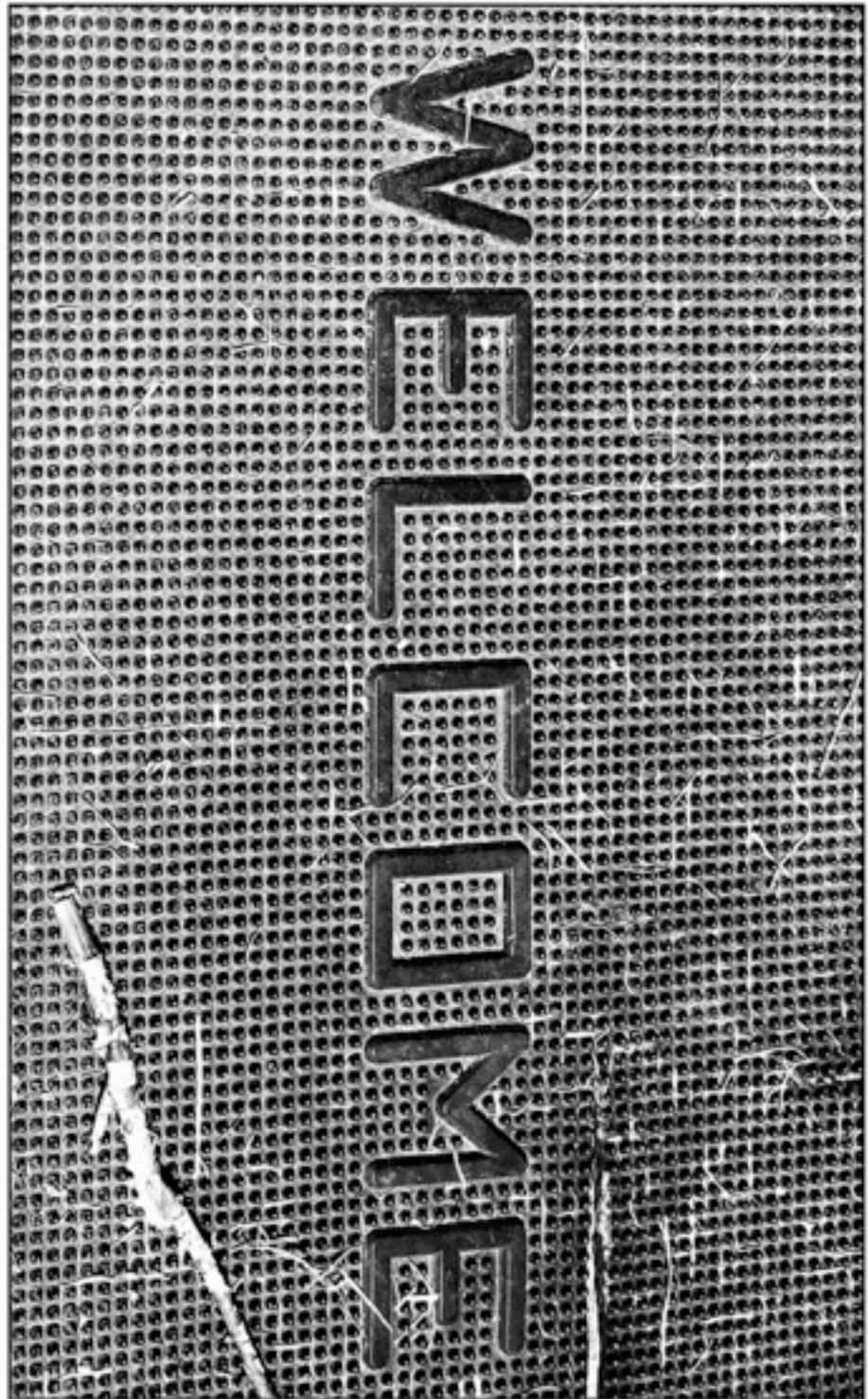
DiggBar Launches Today!  
by Kevin Rose at 11am, Apr 2nd, 2009 in Digg Company

Hey everyone -

Starting today, we'll begin rolling out a new product we are calling the DiggBar. Before we dive into the details, check out this short video overview:

DIGG COMPANY BLOG  
The official Digg blog for company updates, research, new features and all kinds of other stuff in, on, around and about Digg.

SUBSCRIBE TO THIS BLOG  
Company News  
All Topics



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](http://dustincurtis.com/images/twitter/green_spill.jpg)

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

**4.70%**

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

**7.31%**

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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%**

[http://dustincurtis.com/images/twitter/green\\_spill.jpg](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

“You should follow me on twitter here.”

**12.81%**

[http://dustincurtis.com/images/twitter/green\\_spill.jpg](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

"You should follow me on twitter here."

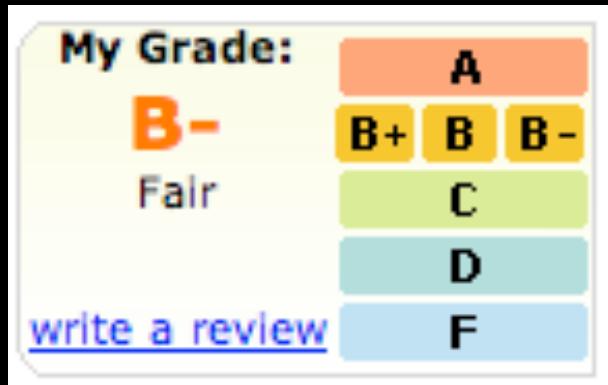
**12.81%**

Use a clear call to action.

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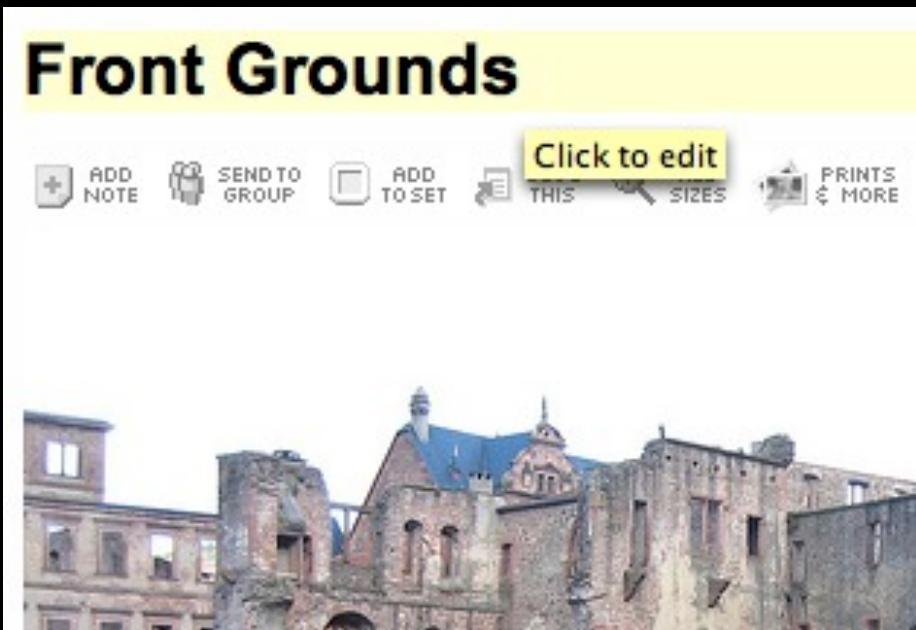
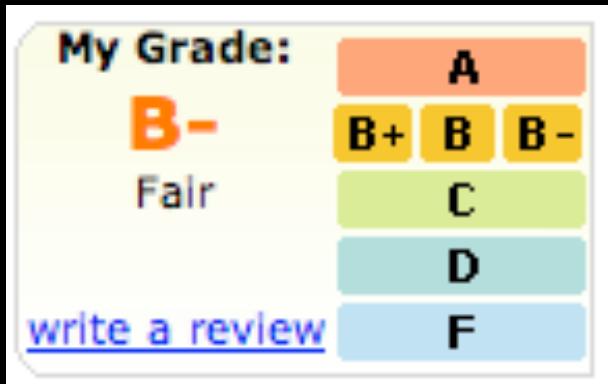
# Hover Invitations

hover invitation. y!movies



# Hover Invitations

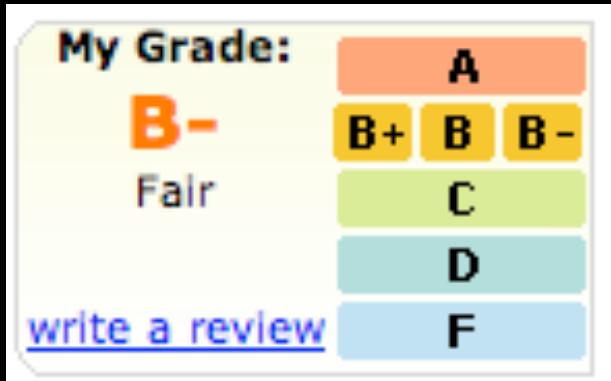
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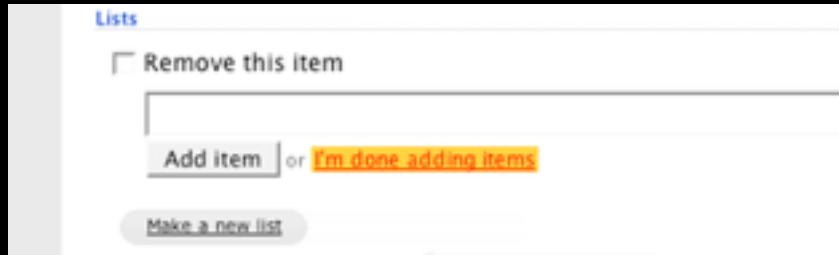
tooltip, hover & cursor invitation. flickr.com

# Hover Invitations

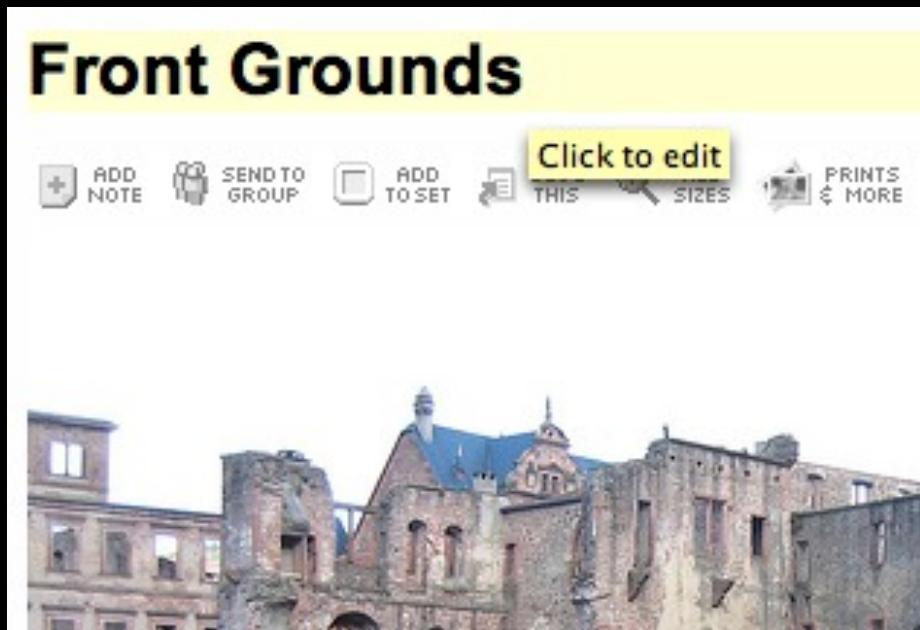
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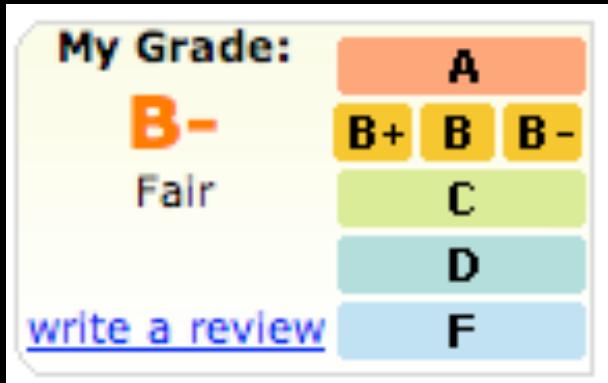
## Front Grounds



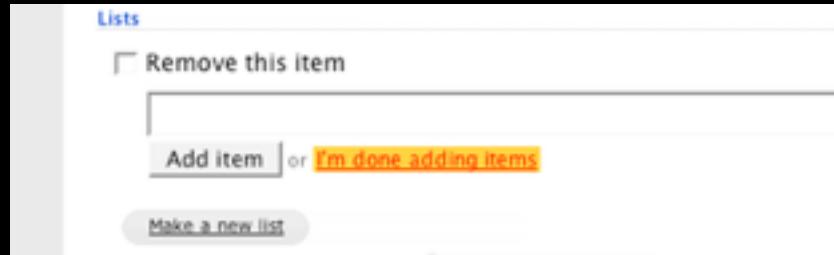
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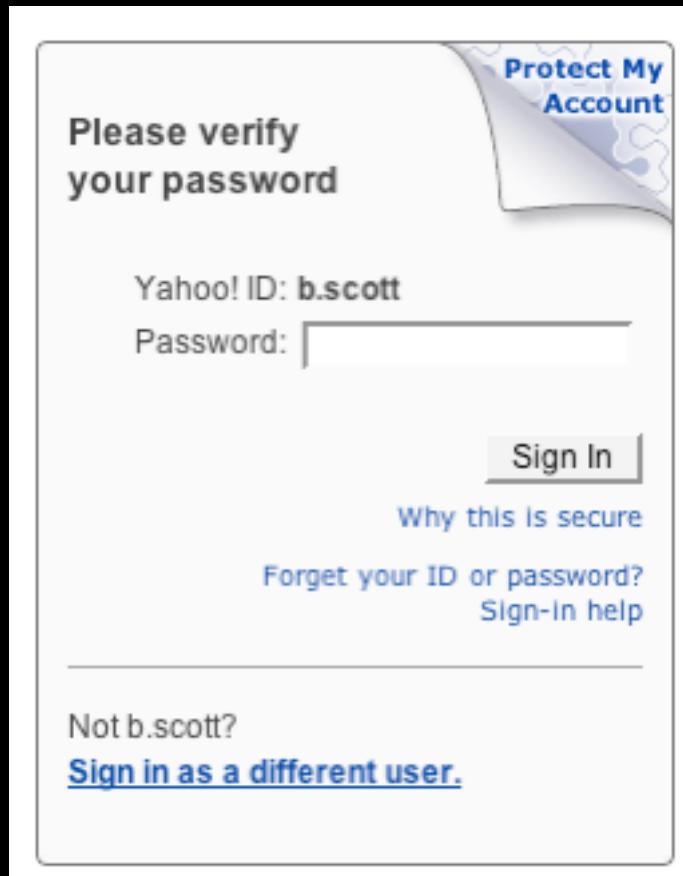


## Front Grounds



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# Blank Slate Invitation



dog-ear invitation. [login.yahoo.com](http://login.yahoo.com)

# Blank Slate Invitation

Please verify your password

Yahoo! ID: **b.scott**

Password:

[Why this is secure](#)

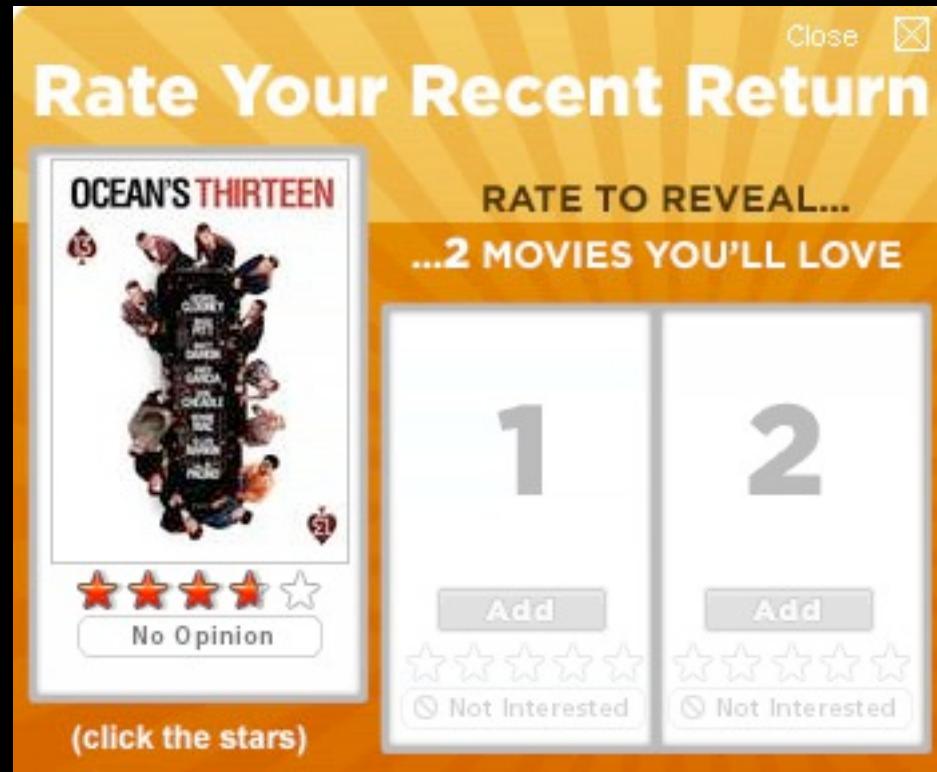
[Forget your ID or password?](#)

[Sign-in help](#)

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Not b.scott?

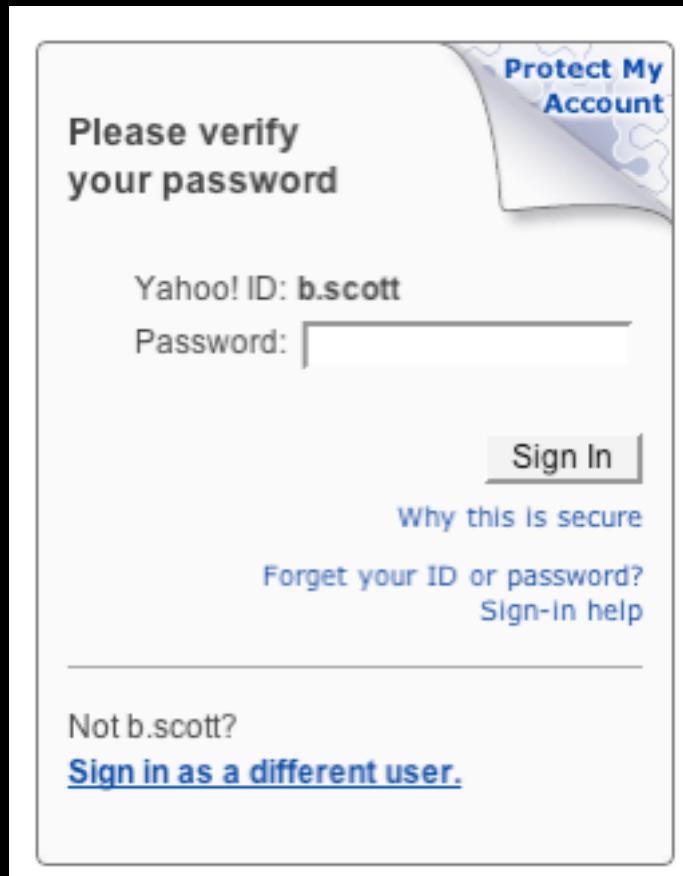
[Sign in as a different user.](#)



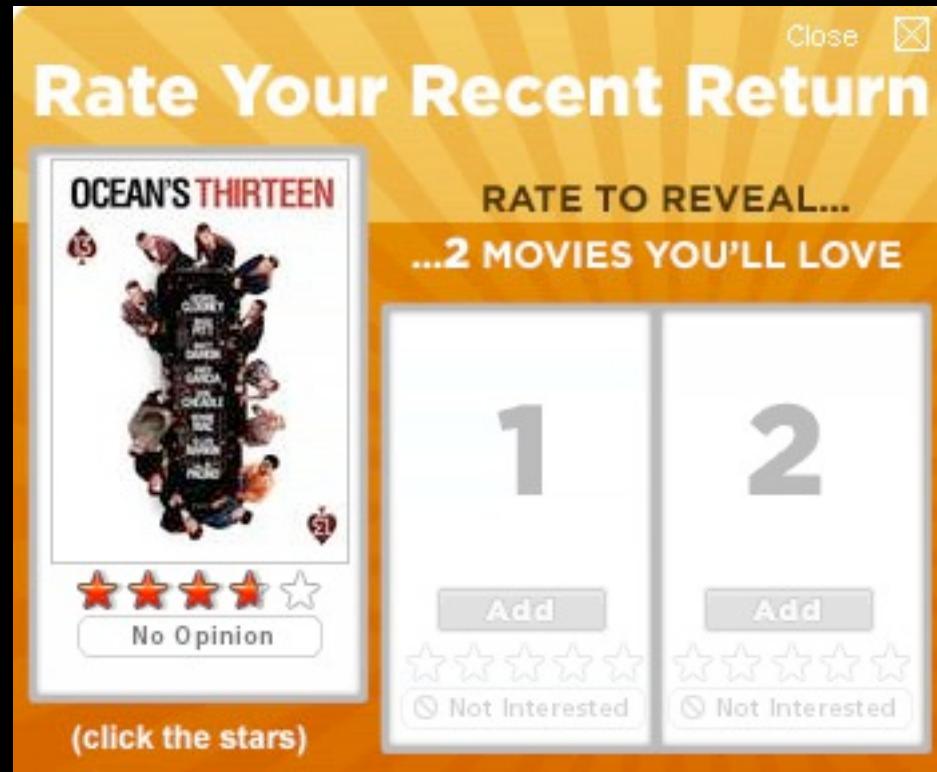
fill-in-the-blanks invitation. netflix

dog-ear invitation. [login.yahoo.com](http://login.yahoo.com)

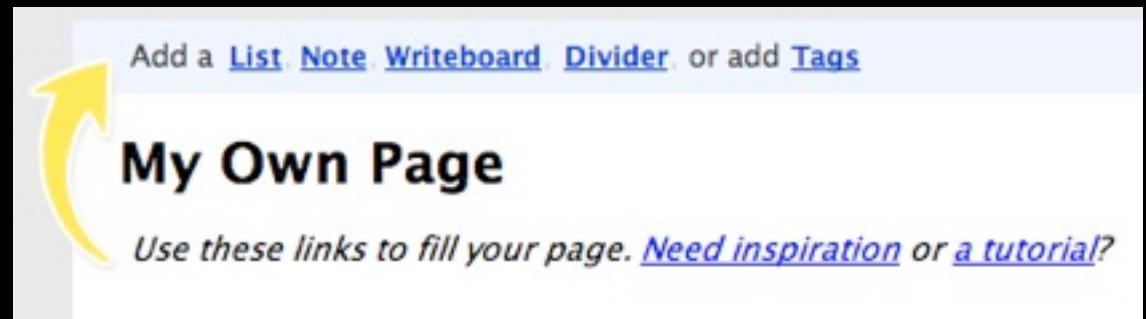
# Blank Slate Invitation



dog-ear invitation. login.yahoo.com

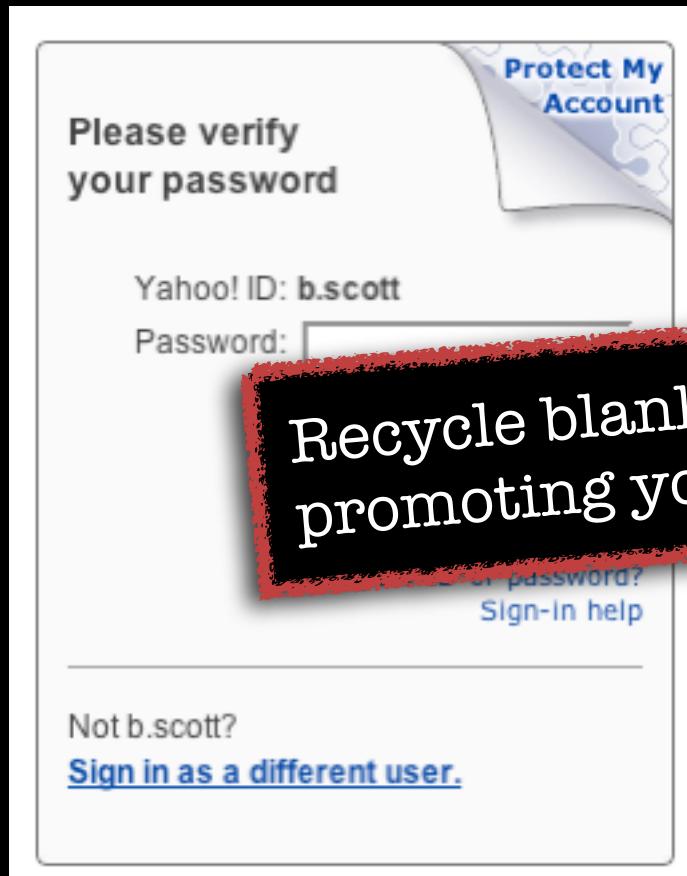


fill-in-the-blanks invitation. netflix

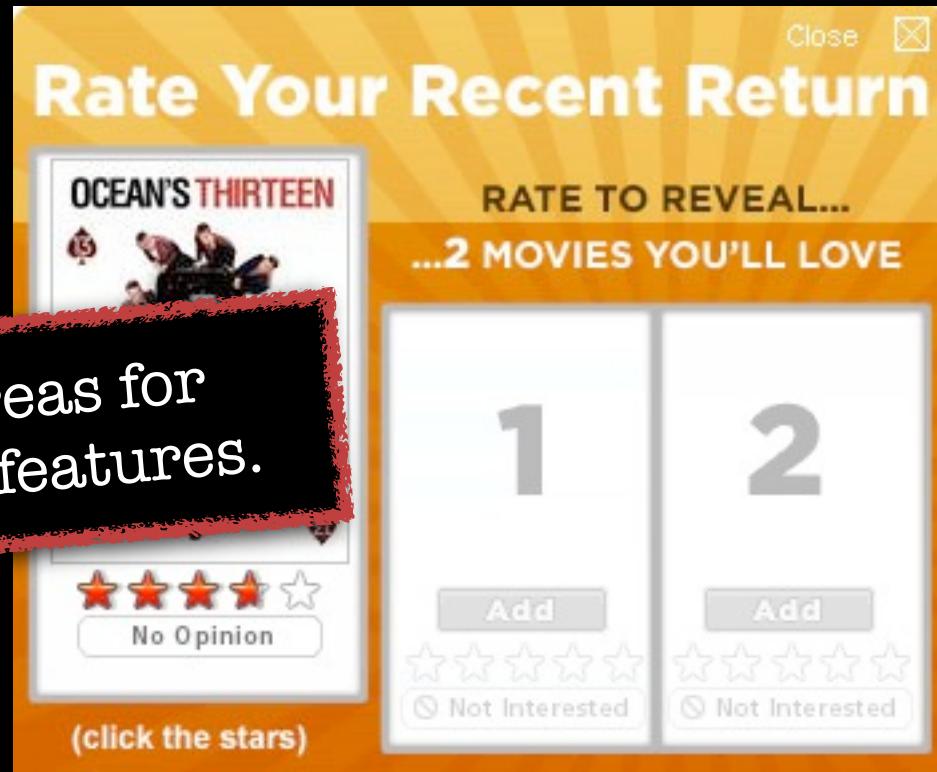


blank-slate invitation. backpackit

# Blank Slate Invitation



dog-ear invitation. [login.yahoo.com](http://login.yahoo.com)

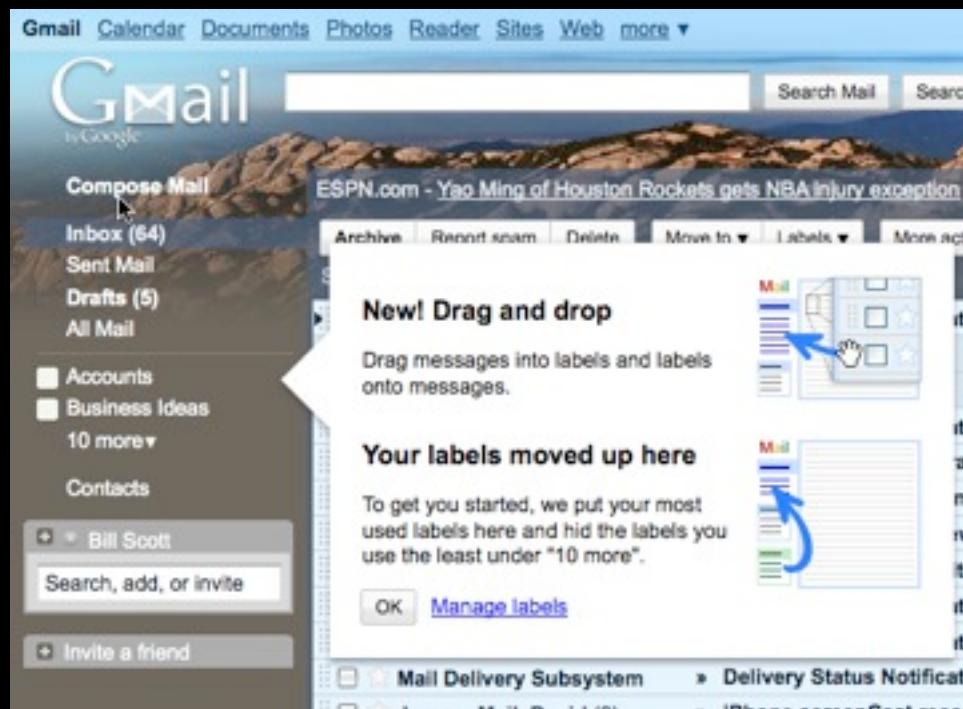


fill-in-the-blanks invitation. [netflix](http://netflix.com)



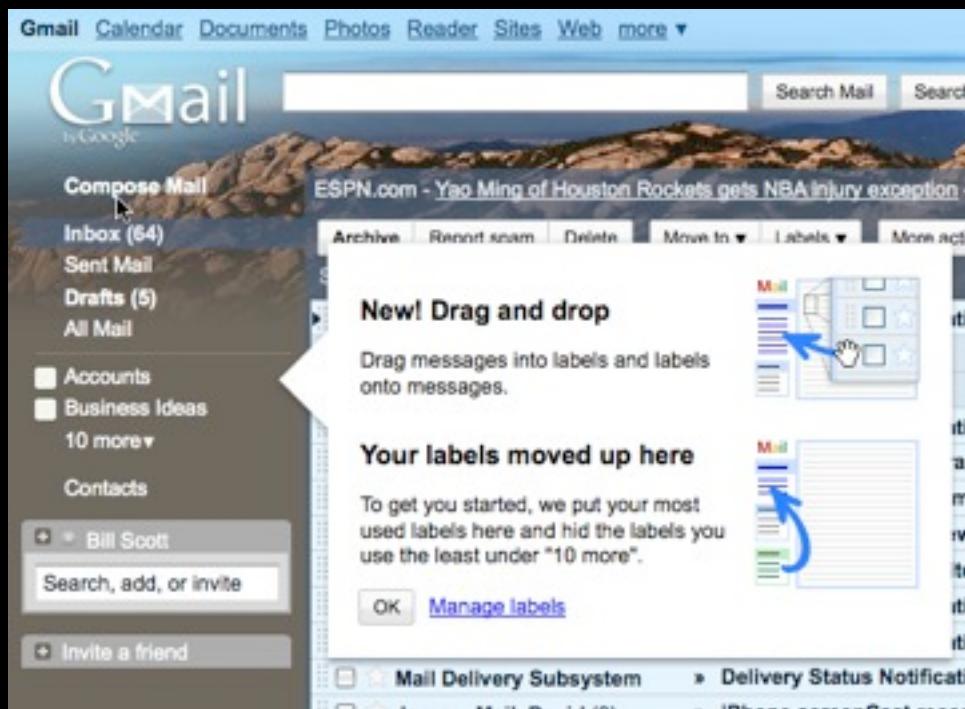
blank-slate invitation. [backpackit](http://backpackit.com)

# Tour Invitation



tour invitation. gmail

# Tour Invitation

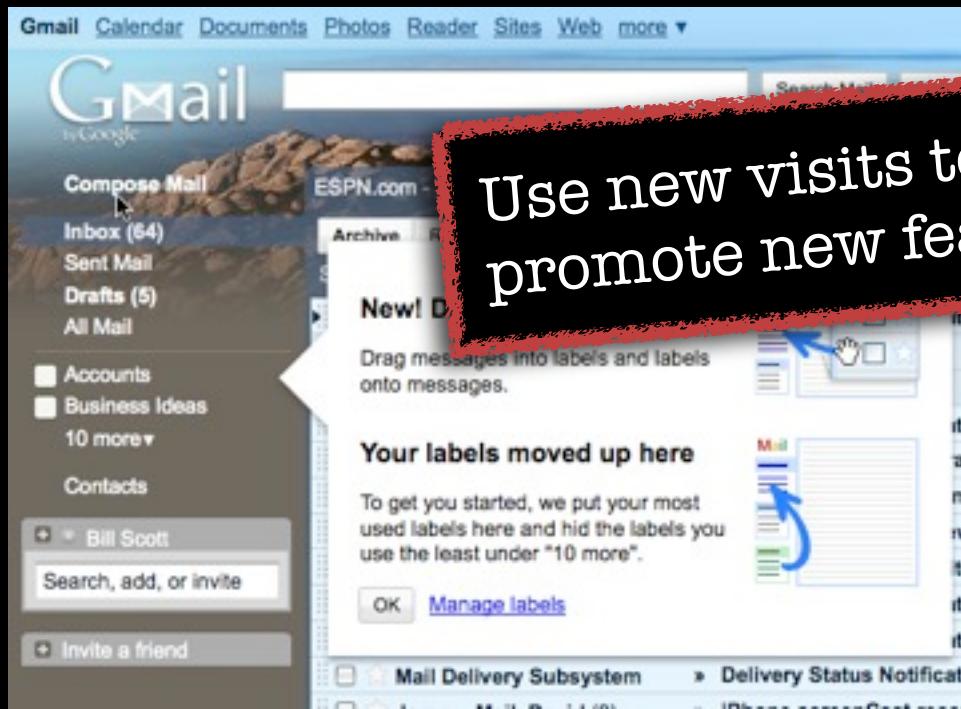


tour invitation. gmail



tour invitation. yahoo.com

# Tour Invitation

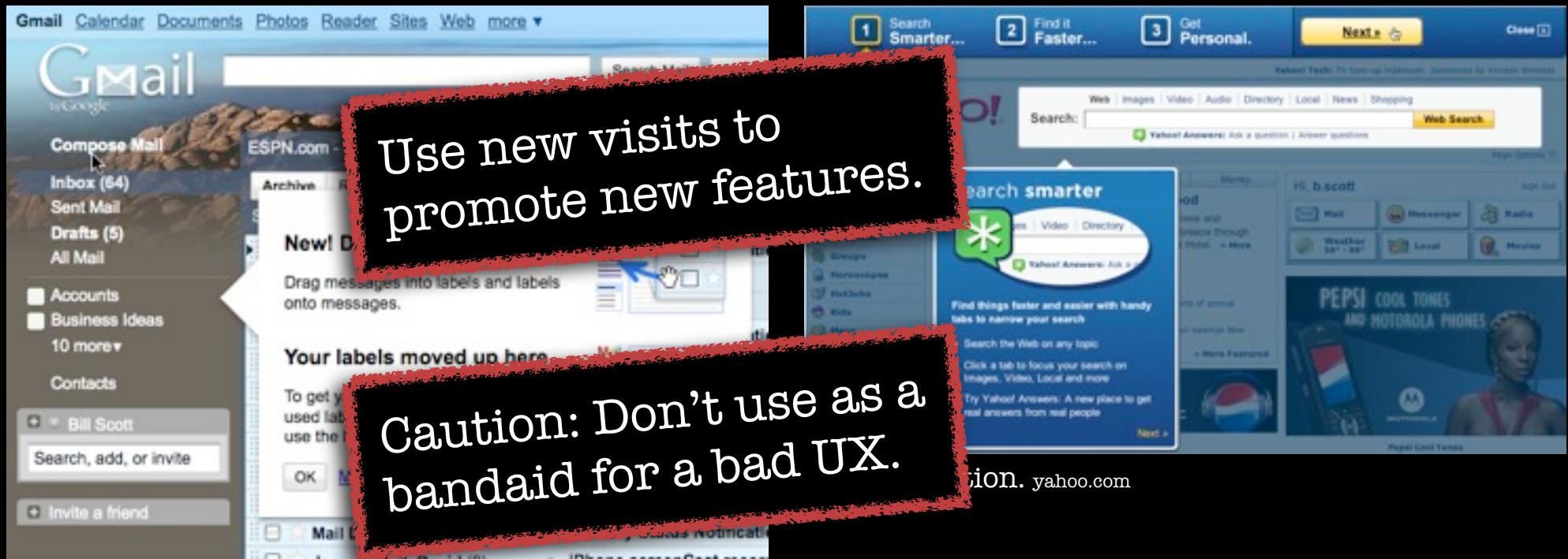


tour invitation. gmail



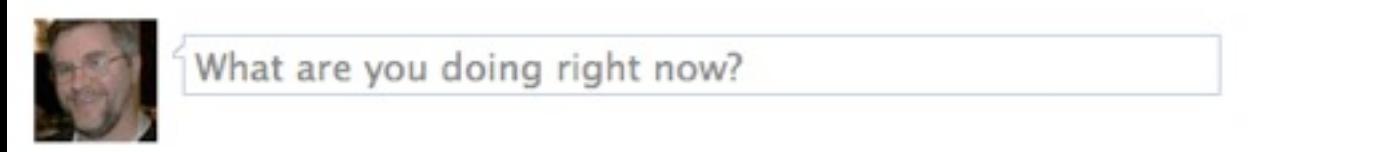
tour invitation. yahoo.com

# Tour Invitation



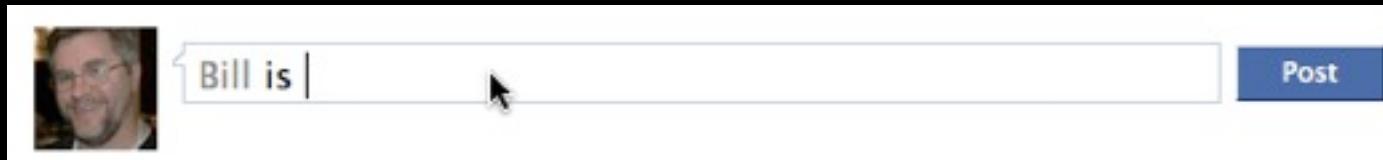
tour invitation. gmail

# Prompt Invitation



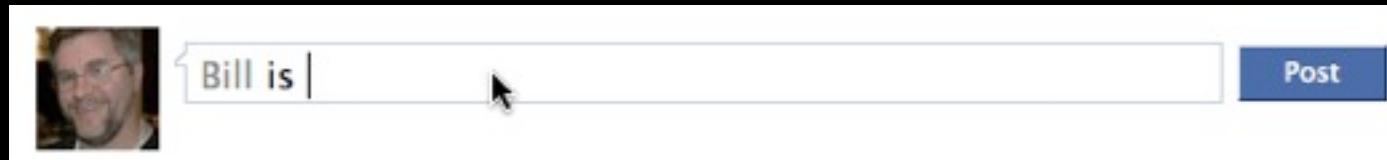
facebook.com

# Prompt Invitation



facebook.com

# Prompt Invitation



facebook.com

A screenshot of the delicious.com website. At the top, there is a navigation bar with the logo, "delicious", and links for "Home", "Bookmarks", "People", and "Tags". Below the navigation bar, there is a large blue icon of a notepad with a dot. The main content area is titled "Bill Scott's Bookmarks". It includes links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". Below these links, it shows "Site: http://looksgoodworkswell.blogspot.com". It also says "See more bookmarks in Popular, Recent, or look up a URL." At the bottom of the page, there is a search bar with the text "billwscott" and a "Type a tag" placeholder. Below the search bar, there are buttons for "EDIT" and "DELETE".

Bill Scott's Bookmarks

Bookmarks | Network | Tags | Subscriptions | Inbox (1 new)

Site: <http://looksgoodworkswell.blogspot.com>

See more bookmarks in [Popular](#), [Recent](#), or [look up a URL](#).

billwscott Type a tag

02 JAN 09 21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooTools, Prototype, etc.)

[EDIT](#) | [DELETE](#)

delicious.com

# Prompt Invitation

facebook.com

Bill is |

Use questions or commands to prompt for input.

**delicious** Home Bookmarks ▾ People ▾ Tags ▾

**Bill Scott's Bookmarks**

Bookmarks | Network | Tags | Subscriptions | [Inbox \(1 new\)](#)

Site: <http://looksgoodworkswell.blogspot.com>

See more bookmarks in [Popular](#), [Recent](#), or [look up a URL](#).

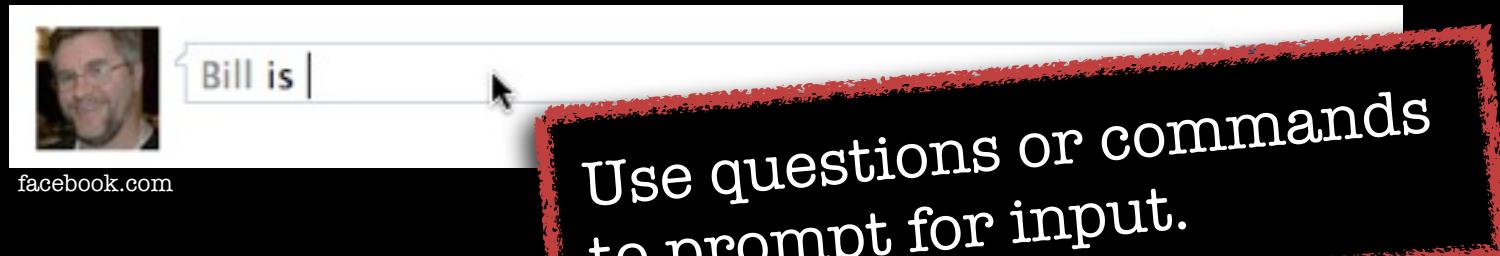
billwscott Type a tag

02 JAN 09 [21 Must-Have Scripts For Your Favorite Javascript Library \(jQuery, MooTools, Prototype, etc.\)](#)

[EDIT](#) | [DELETE](#)

delicious.com

# Prompt Invitation



A screenshot of a delicious.com bookmarks page for 'Bill Scott's Bookmarks'. The page includes a sidebar with a profile picture, the user's name, and a 'Type a tag' input field. The main content area shows the title 'Bill Scott's Bookmarks', a list of links, and a note about new items in the inbox. A red callout box with a hand-drawn style border contains the text: 'Caution: Watch out for clutter spoiling a good invitation.'

## Standard Fit



Standard fit  
(lightweight denim)  
jeans  
\$54.50



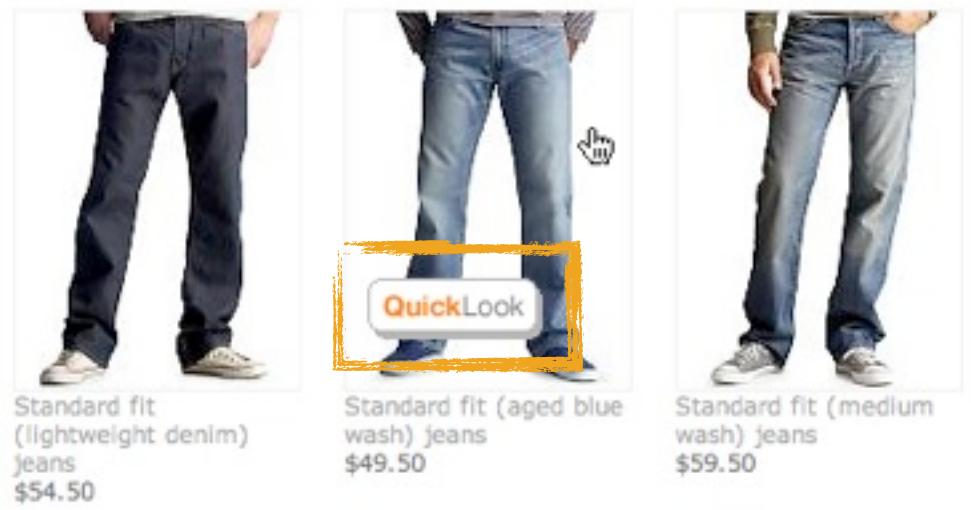
QuickLook  
Standard fit (aged blue  
wash) jeans  
\$49.50



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

**QuickLook**

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

Pick Up at the Store

[Edit](#)

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread
- Chips

hyperlink. backpackit

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

Pick Up at the Store

Milk

Orange Juice

Tomatoes

Lettuce

Bread

Chips

hyperlink. backpackit

Standard Fit

Standard fit (lightweight denim) jeans \$54.50

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Standard fit (medium wash) jeans \$59.50

button. the gap

Pick Up at the Store

Milk

Orange Juice

Tomatoes

Lettuce

Bread

Chips

hyperlink. backpackit

lantzilla pro says:

with biscuits and gravy and all the fixins... about 10 thousand views / permalink

lantzilla is a friend. [Change](#)

Photos  
Profile  
Tags  
Archives  
Favorites  
Contacts  
Send FlickrMail  
Block lantzilla

(Some HTML is OK.)

drop down arrow. flickr

Standard Fit

Standard fit (lightweight denim) jeans \$54.50

Standard fit (aged blue wash) jeans \$49.50

Standard fit (medium wash) jeans \$59.50

**QuickLook**

Pick Up at the Store

Milk

Orange Juice

Tomatoes

Lettuce

Bread

Chips

hyperlink. [backpackit](#)

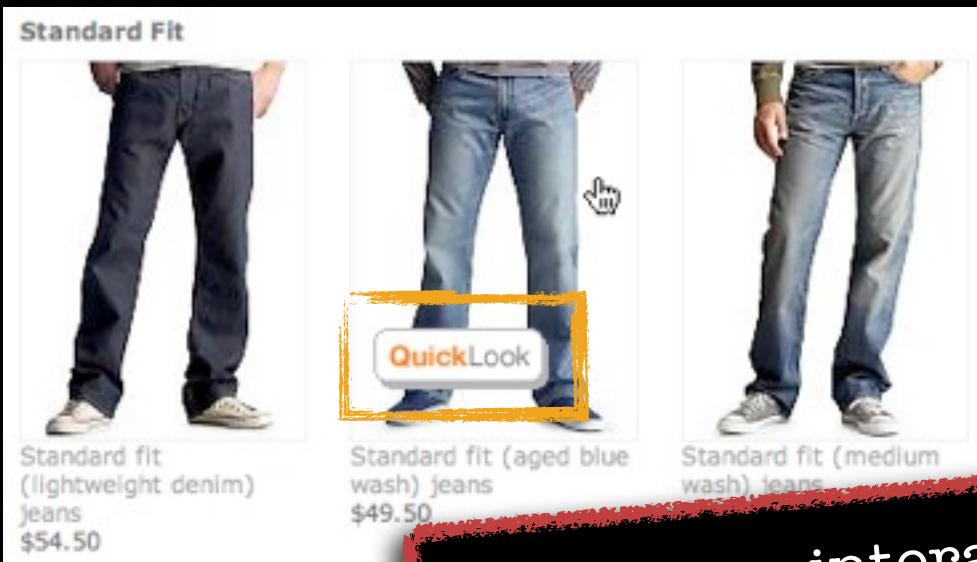
button. [the gap](#)

lantzilla says:  
with biscuits and gravy and all the fixins... [permalink](#)

Photos  
Profile  
Tags  
Archives  
Favorites  
Contacts  
Send FlickrMail  
Block lantzilla

Some HTML is OK.)

drop down arrow. [flickr](#)



button. the gap



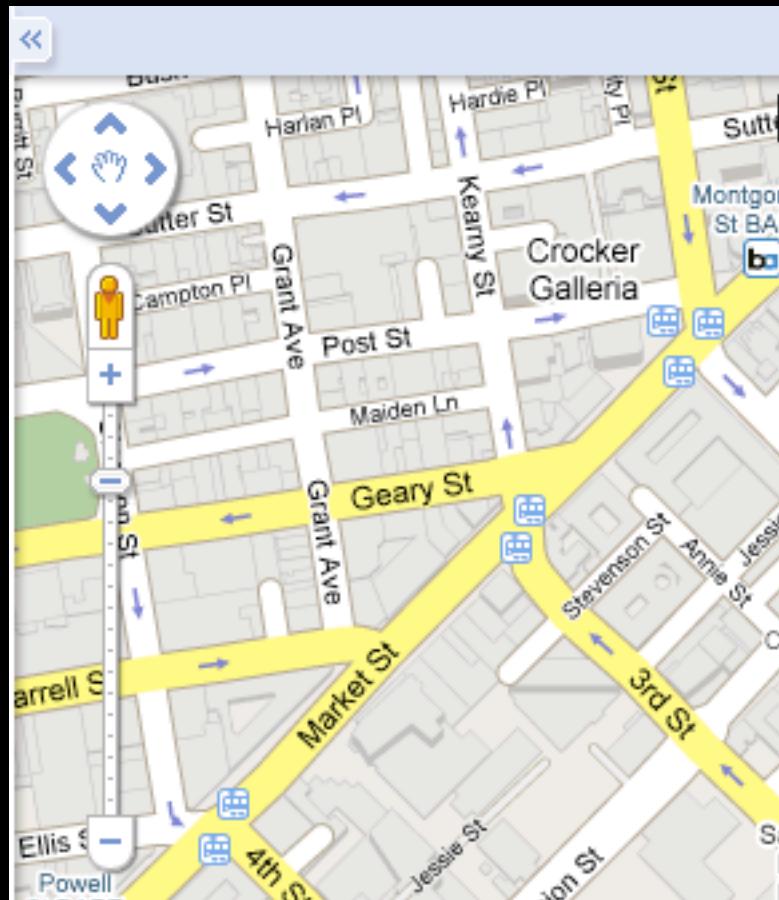
hyperlink. backpackit

Bridge new interaction  
styles with familiar idioms.



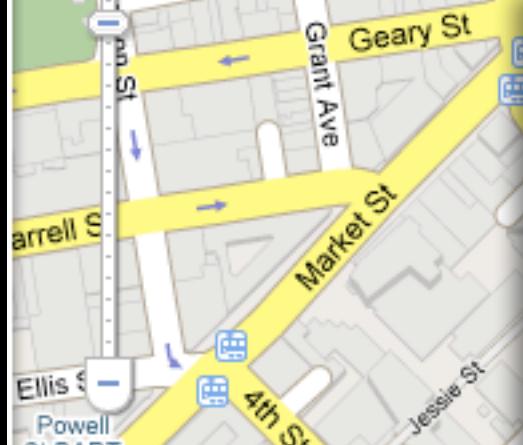
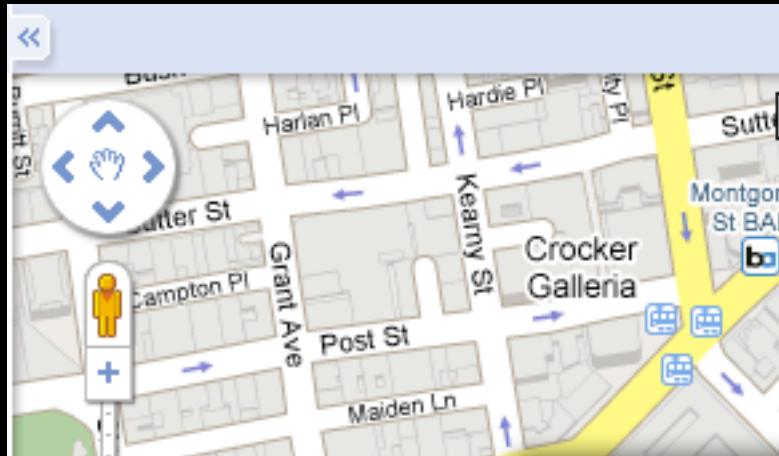
drop down arrow. flickr

# Drag & Drop Invitation

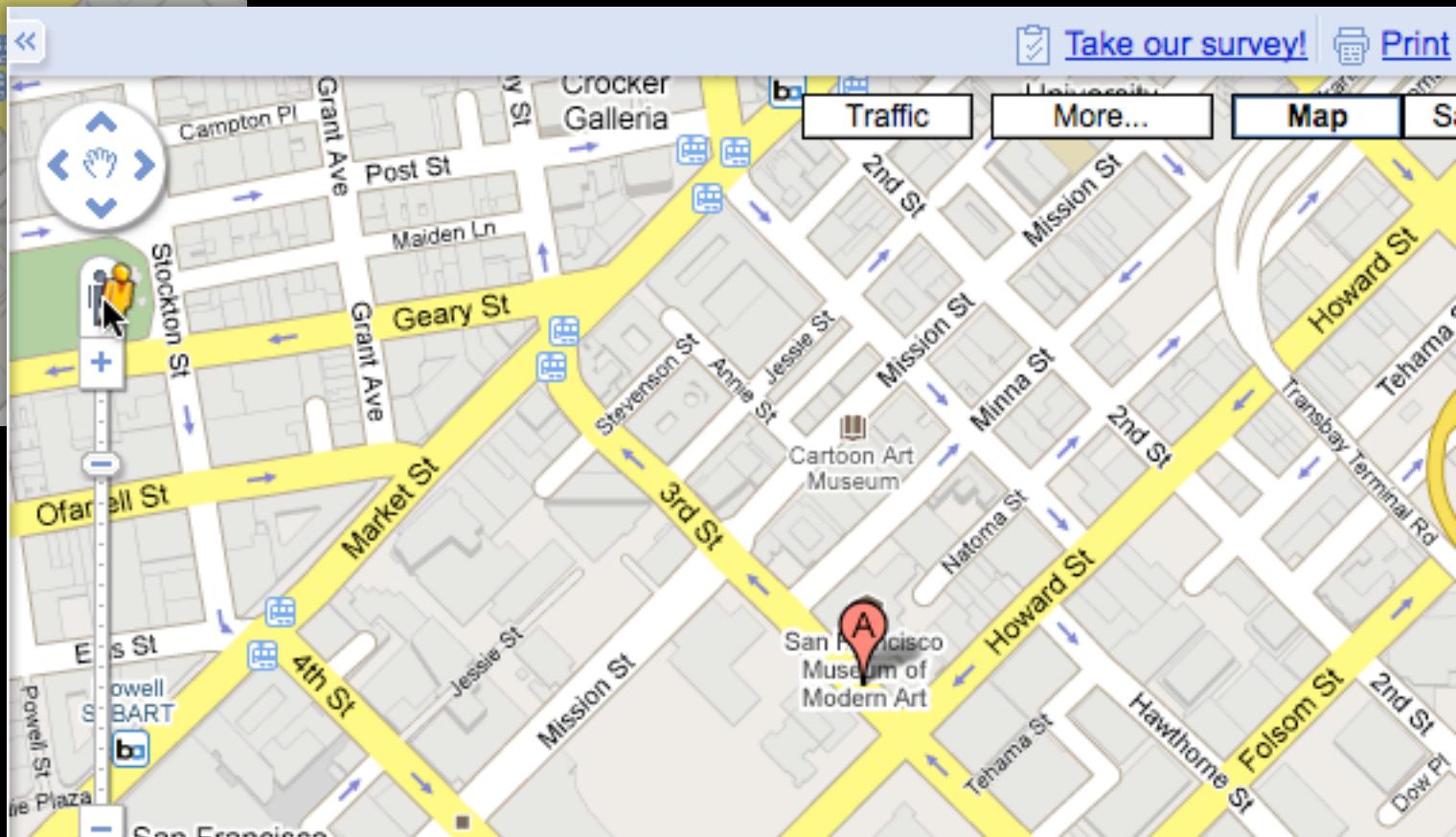


drag invitation. google maps

# Drag & Drop Invitation



drag invitation. google maps

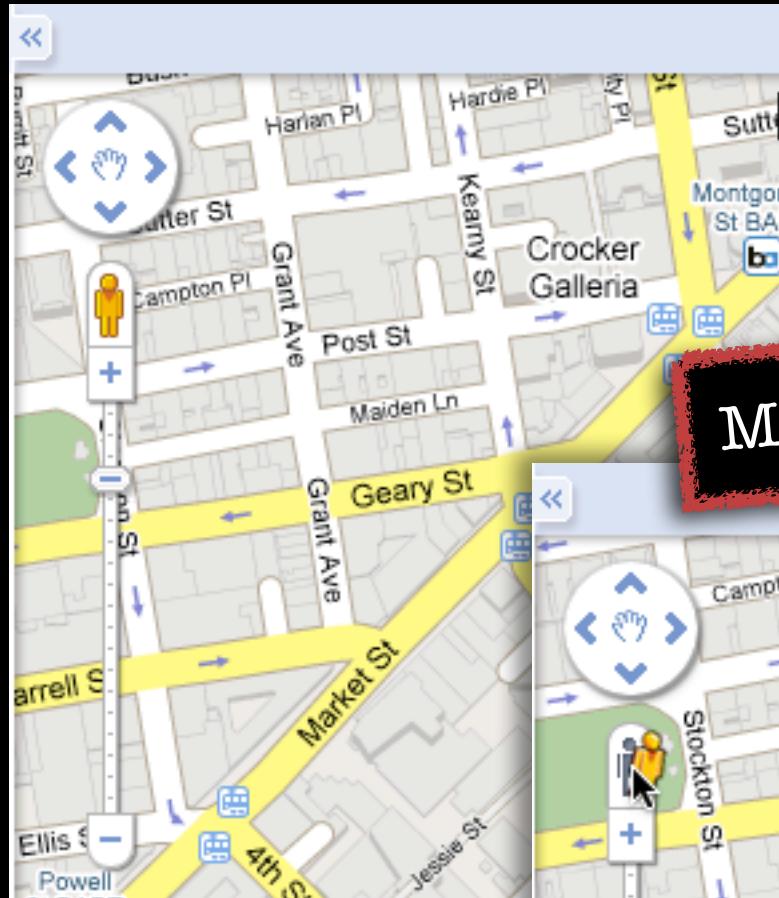


drop invitation. google maps

[Take our survey!](#) [Print](#)

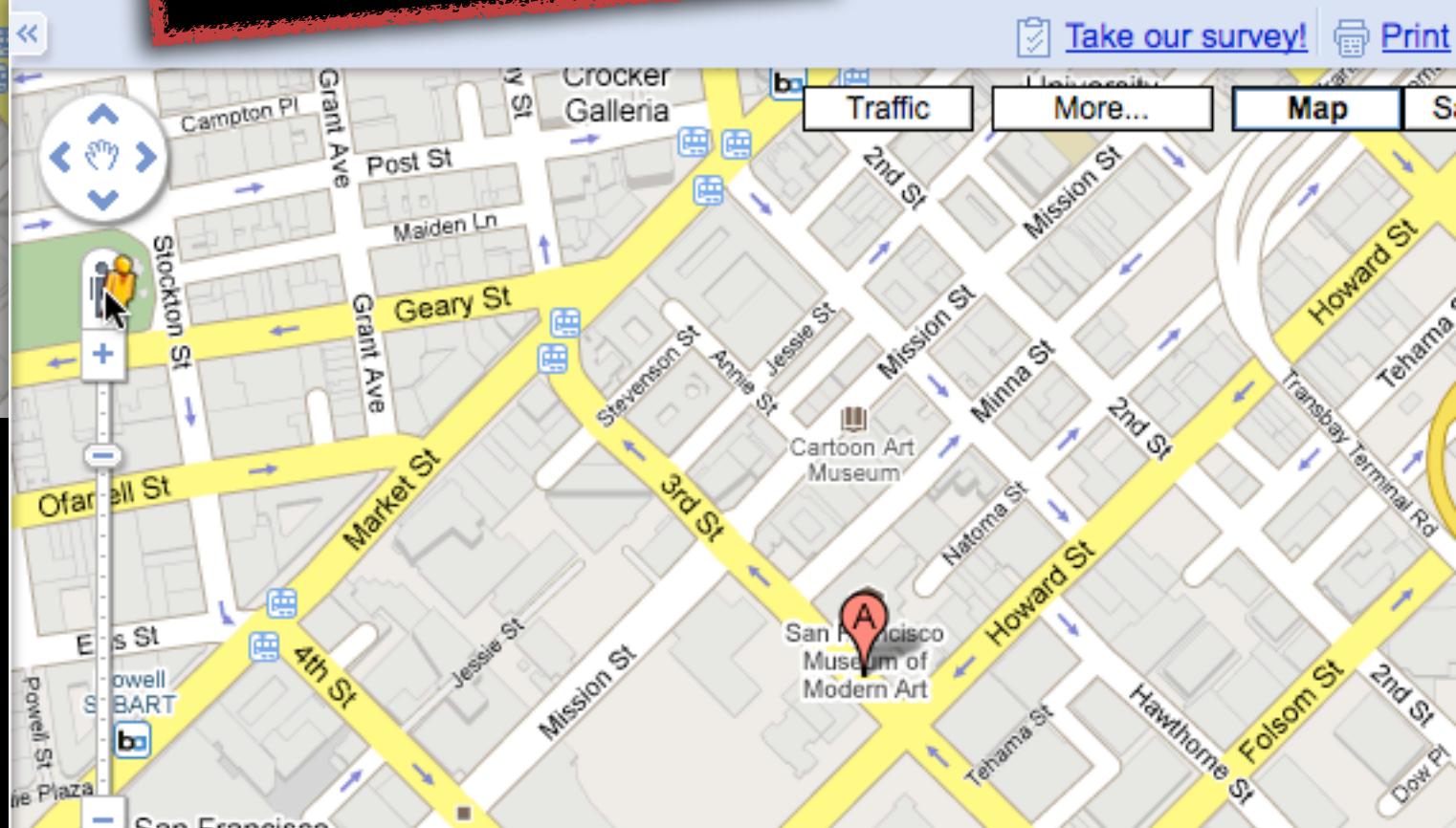
[Map](#)

# Drag & Drop Invitation



Mind your moments.

drop invitation. google maps





Show transitions.

S	M	T	W	Th	F	S
4	5	6	7	8	9	10
12	13	14	15	16	17	24
20	21	22	23	29	30	
28	29	30				





Personal Info

Federal Taxes

Federal Review

State Taxes

Print & File

Federal Tax Due

**\$10,533**

CA Tax Due

**\$4,973**

Wages & Income

Deductions & Credits

Other Tax Situations

## Enter Your Interest Paid to Some Lender

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

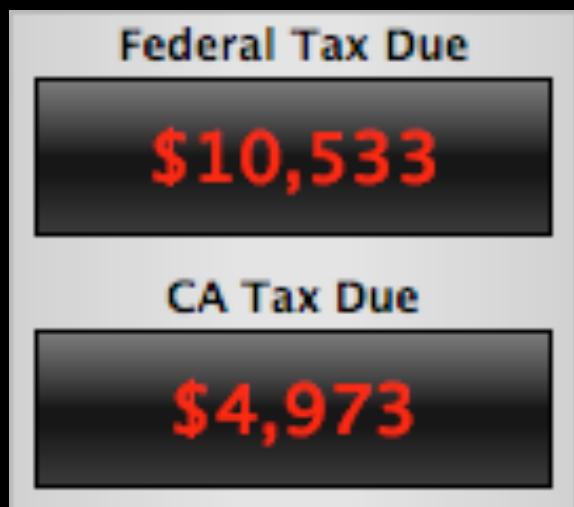
(Box 1 on your 1098)

0.00

anti-pattern. needless fanfare. macintosh turbo tax



anti-pattern. needless fanfare. macintosh turbo tax



again in slow-motion...

**TurboTax® Deluxe**

Personal Info    Federal Taxes    Federal Review    State Taxes    Print & File

Federal Tax Due    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)    0.00

anti-pattern. needless fanfare. macintosh turbo tax

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

CA Tax Due  
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again in slow-motion...



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Personal Info    Federal Taxes    Federal Review    State Taxes    Print & File

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

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**\$4,973**

Enter Your Interest Paid to Some Lender  
Deductible interest paid in 2008 See qualifications and limitations.  
(Box 1 on your 1098)    **0.00**

anti-pattern. needless fanfare. macintosh turbo tax

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

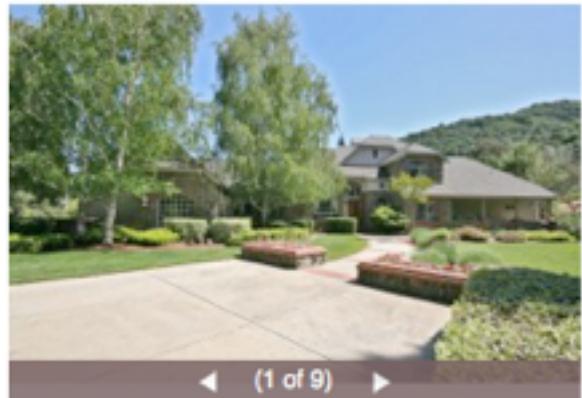
CA Tax Due  
**\$4,973**

again in slow-motion...



16280 Paradise Valley Ln  
Morgan Hill, CA 95037

\$2,265,000



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Morgan Hill, CA 95037

\$2,265,000



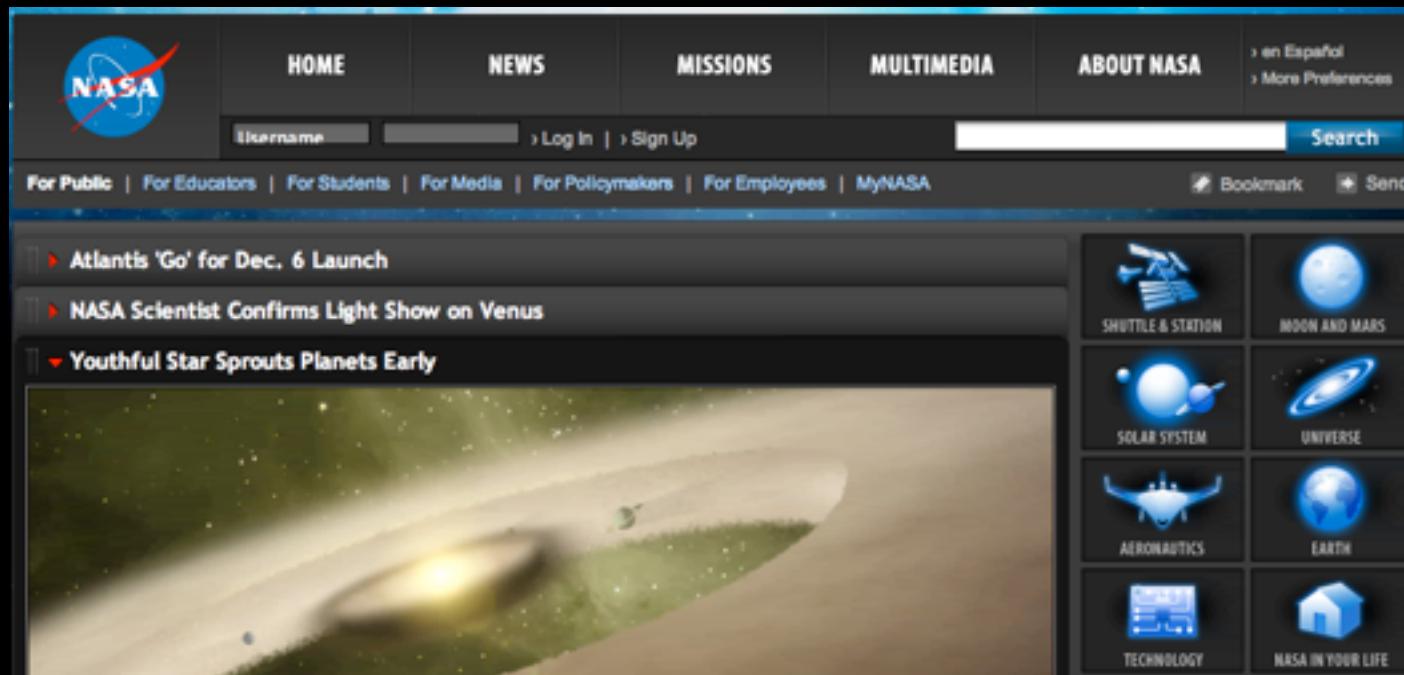
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Morgan Hill, CA 95037

\$2,265,000



(1 of 9)

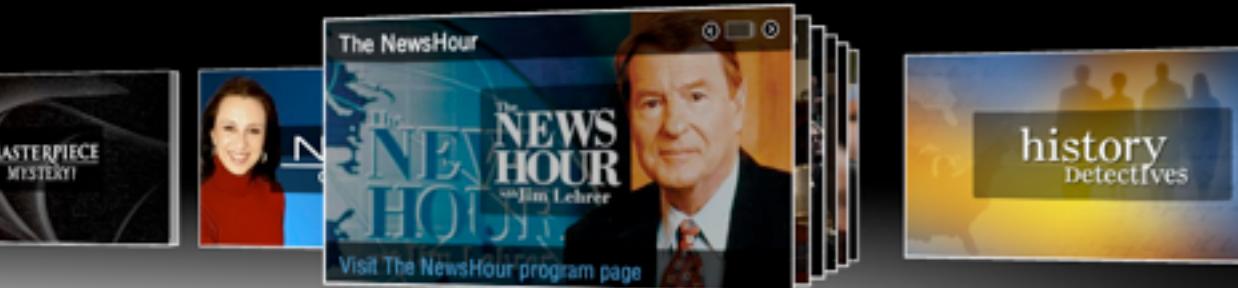
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 <a href="#">SOLAR SYSTEM</a>	 <a href="#">UNIVERSE</a>
 <a href="#">AERONAUTICS</a>	 <a href="#">EARTH</a>
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\$2,265,000

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Dial in animation carefully.

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▶ Atlantis 'Go' for Dec. 6 Launch

▶ NASA Scientist C

▶ Youthful Star Spr

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

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Search

Bookmark Send

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SOLAR SYSTEM	UNIVERSE
AERONAUTICS	EARTH
TECHNOLOGY	NASA IN YOUR LIFE



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Useful New Features



We Upgraded Mail  
Storage! Now 2G

Selected Type: **Web** Images Local News Shopping My Services Feedback

Search:   Music Video Mail More

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

Add Content  Change Layout  Change Colors Select Page:  My Front Page

**Scoreboard**   **Message Center**   **Software News**

**TODAY**

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

**NBA**   Dallas vs. 0 10:30  
LA Clippers 0 ET

**YESTERDAY**  
no games for selected teams  
Listen to live audio of college games

**Best Fare Tracker**

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

**eHub**  

- eHub Interviews Prodigem - 11 hours ago
- Veebro - 20 hours ago
- MediaMax - 2 days ago
- IOWEYOU - 2 days ago
- HyperSuper - 2 days ago

**Maps**    
Select From My Locations or Recently Used   
---- My Locations ----

**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

**BayCHI Monthly Program Events**  

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

original. animation on drop. my yahoo!

**YAHOO! PLUS**

Selected Type: **Web** Images Local News Shopping My Services Feedback

Search:  Search

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

Add Content  Change Layout  Change Colors

**Scoreboard**

**TODAY**

**NHL**  Tampa Bay vs. 5 13:15  
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**YESTERDAY**  
no games for selected teams  
Listen to live audio of college games

**Message Center**

Check Email  
Launch Messenger 14 friends on

**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

**Software News**

- AccuRev gives global focus - 5 hours ago
- Anti-virus Software Target? - 10 hours ago
- India's Satyam third-quarter profit - 1 day ago
- Cisco Patches Software - 1 day ago

**Best Fare Tracker**

Depart: New York, NY - all \$193.00  
Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA \$333.60

Depart: San Francisco, CA

**Maps**

Select From My Locations or Recently Used

**Local - San Jose, CA**

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**MY YAHOO! BETA**

Blog Report a bug Switch to original My Yahoo! Last update: Sep 26, 2:53 pm

Web Images Video Local Shopping more

Search:

Hi, Bill [ Sign Out ] Help

**My Front Page**

**My Quicklinks**

**Top Stories from AP**

- Gates seeks \$190 billion for wars - 21 minutes ago
- Bush touts progress in Afghanistan - 18 minutes ago
- US rebukes Iran leader, backs sanctions - 17 minutes ago
- Violent crackdown launched in Myanmar - 23 minutes ago
- Judge: No switcuring on Craig request - 42 minutes ago

**Yellow Pages**

**BayCHI Monthly Events**

**Yahoo! Mail Preview**

christina radloff Re: Book Prop- Wed Sep 26, 2007 02:36 pm  
MySpace Friend Kaye would like Wed Sep 26, 2007 02:20 pm  
David Allen Start-up in San F- Wed Sep 26, 2007 02:12 pm  
David Verba Re: a bit of news Wed Sep 26, 2007 01:53 pm  
Kim Milligan Re:Important Wed Sep 26, 2007 01:12 pm

**eHub**

**Health 2.0**  
- oSlope - 1 hour ago  
- SceneCaster - 4 hours ago  
- Cellcast - 6 hours ago  
- myvideo - 6 hours ago

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**BIONIC WOMAN**  
TONIGHT 9/8c NBC

**Personal Technology from Yahoo! News**

Microsoft will replace scratched Halo 3 discs - 42 minutes ago  
T-Mobile Launches New Sidekick - 3 hours ago  
Sector Snap: Handsetmakers trade mixed - 3 hours ago  
Correction: T-Mobile Sidekick story - 4 hours ago

**Software from Yahoo! News**

IBM Symphony Downloaded 100,000 Times in First Week - 3 hours ago

current. no animation on drop. my yahoo!

YAHOO! PLUS

Selected Type: Web Images Local News Shopping My Services Feedback

Search: [Search]

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

Add Content Change Layout Change Colors Select Page: My Front Page

**Scoreboard** edit X **Message Center** edit X **Software News** edit X

**TODAY**

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

**NBA** Dallas vs. 0 10:30 LA Clippers 0 ET

**YESTERDAY**  
no games for selected teams  
Listen to live audio of college games

**Best Fare Tracker** edit X

Depart: New York, NY - all  
Paris, France - all \$193.00  
Depart: Seattle/Tacoma, WA  
Honolulu, HI \$333.60  
Depart: San Francisco, CA

Check Email  
Launch Messenger 14 friends on

**Weather** edit X

Dallas, TX 40...75 F Dallas, 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]

**Maps** edit X

Select From My Locations or Recently Used clear recent  
---- My Locations ----

original. animation on drop. my yahoo!

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



current. no animation on drop. my yahoo!

MY YAHOO! BETA

Blog Report a bug Switch to original My Yahoo! Last update: Sep 24, 2:53 pm

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Search: [Web Search]

Hi, Bill [Sign Out] Help

My Front Page Blogs Add Page

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Top Stories from AP

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- Bush touts progress in Afghanistan - 18 minutes ago
- US rebukes Iran leader, backs sanctions - 17 minutes ago
- Violent crackdown launched in Myanmar - 23 minutes ago
- Judge: No switcuring on Craig request - 42 minutes ago

Yellow Pages

Your Search: [Search]

Search By: Category Business Name

City & State or ZIP: [ ]

BayCHI Monthly Events

- 2006/02/14: Mo... ago

Evening Bug

EVENING BUG

Yahoo! Mail Preview

From Subject Received

- christina radloff Re: Book Prop- Wed Sep 26, 2007 02:36 pm
- MySpace Friend Kaye would like Wed Sep 26, 2007 02:20 pm
- David Allen Start-up in San I- Wed Sep 26, 2007 02:12 pm
- David Verba Re: a bit of news Wed Sep 26, 2007 01:53 pm
- Kim Milligan Re:Important Wed Sep 26, 2007 01:12 pm

Refresh

eHub

Health 2.0

- oSlope - 1 hour ago
- SceneCaster - 4 hours ago
- Cellcast - 6 hours ago
- myvideo - 6 hours ago

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TONIGHT 9/8c NBC

Personal Technology from Yahoo! News

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- Sector Snap: Handsetmakers trade mixed - 3 hours ago
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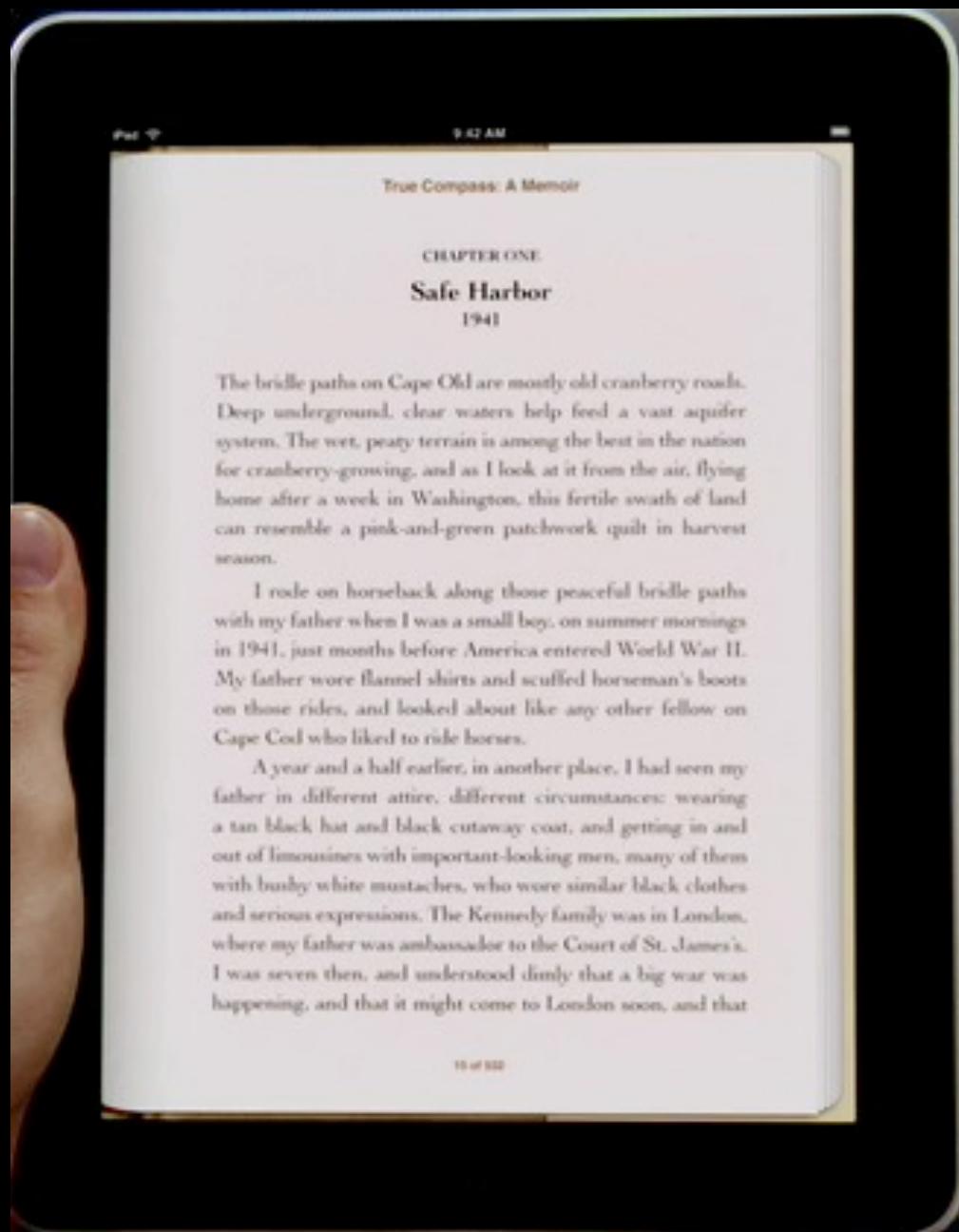
Software from Yahoo! News

- IBM: Symphony Downloaded 100,000 Times in First Week - 3 hours ago

# iPad Example



# iPad Example



# Moments Communicate

# Moments Communicate



progress indicator

# Moments Communicate



# Moments Communicate



progress indicator

A screenshot of the original My Yahoo! homepage. The page features a large search bar at the top with the word 'Search' and a 'Search' button. Below the search bar are several news and information modules. On the left, there are 'Scoreboard' and 'Message Center' modules. In the center, there is a 'Weather' module showing temperatures for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. To the right, there are 'Software News', 'eHub', and 'BayCHI Monthly Program Events' modules. The top right corner of the page includes a 'We Upgraded Mail' message and links for 'My Services' and 'Feedback'.

earlier version of my yahoo!

# Moments Communicate



Connecting...

progress indicator



YAHOO! PLUS

Search:

Scoreboard

TODAY

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

NBA

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

YESTERDAY

no games for selected teams

Listen to live audio of college games

Best Fare Tracker

- Depart: New York, NY - all
- Paris, France - all \$193.00
- Depart: Seattle/Tacoma, WA
- Honolulu, HI \$333.60
- Depart: San Francisco, CA

Message Center

Check Email

Launch Messenger 14 friends on

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

Software News

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- Anti-virus Software: The Next Big Worm Target? - 10 hours ago
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eHub

- eHub Interviews Prodigem - 11 hours ago
- Veetzo - 20 hours ago
- MediaMax - 2 days ago
- IDWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Program Events

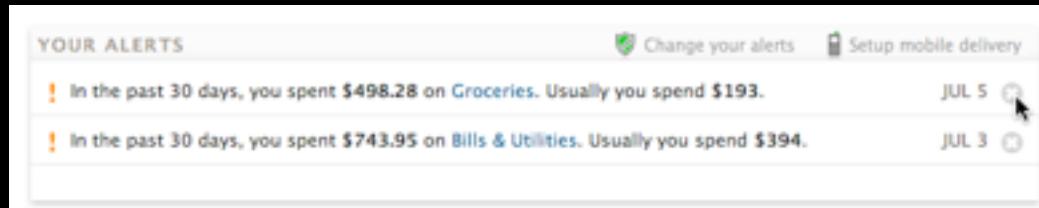
- 2006/02/14: Monthly Program Meeting - 3 hours ago

earlier version of my yahoo!

Speed up time.

Slow down time.

# Moments Communicate



YOUR ALERTS

Change your alerts | Setup mobile delivery

In the past 30 days, you spent \$498.28 on Groceries. Usually you spend \$193. JUL 5

In the past 30 days, you spent \$743.95 on Bills & Utilities. Usually you spend \$394. JUL 3

mint.com



Connecting...

progress indicator

Speed up time.



YAHOO! PLUS

Select Type: Web Images

Search:

Help | Sign Out, My Account | 42° - 52°

Add Content Change Layout Change Colors

Scoreboard edit X

TODAY

NHL

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

NBA

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

YESTERDAY

no games for selected teams

Listen to live audio of college games

Best Fare Tracker

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

Message Center edit X

Check Email

Launch Messenger 14 friends on

Weather edit X

Dallas, TX 40.75° F

Denton, TX 35.75° F

Sunnyvale, CA 42.57° F

Boulder Creek, CA 39.59° F

Gilroy, CA 38.57° F

San Jose, CA 42.58° F

Software News edit X

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

eHub edit X

- eHub Interviews Prodigem - 11 hours ago
- Veetzo - 20 hours ago
- MediaMax - 2 days ago
- IDWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Program Events edit X

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

earlier version of my yahoo!

# Moments Communicate



mint.com

Show state change.



JUL 3



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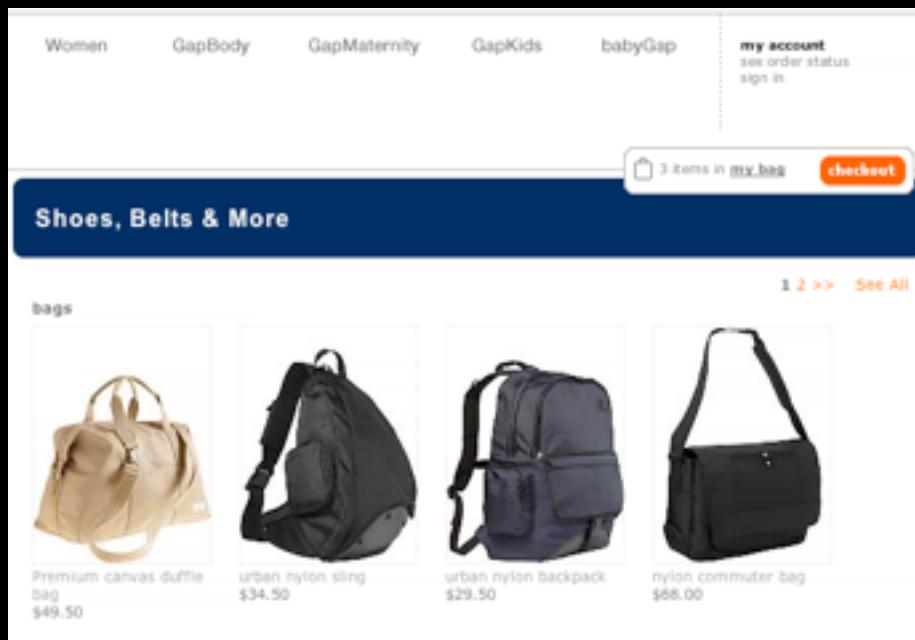
...



# Moments Communicate



mint.com



Show state change.

A screenshot of an older version of the Yahoo! homepage. At the top, it says 'Connecting...' with a progress bar. Below this is a 'progress indicator' bar. The main content area includes the 'YAHOO! PLUS' logo, a search bar, and various news and information boxes. These boxes include 'Scoreboard', 'Message Center', 'Weather', 'Best Fare Tracker', 'Maps', and 'Software News'. The 'Software News' box lists several software-related news items. The bottom of the page has a 'earlier version of my yahoo!' footer.

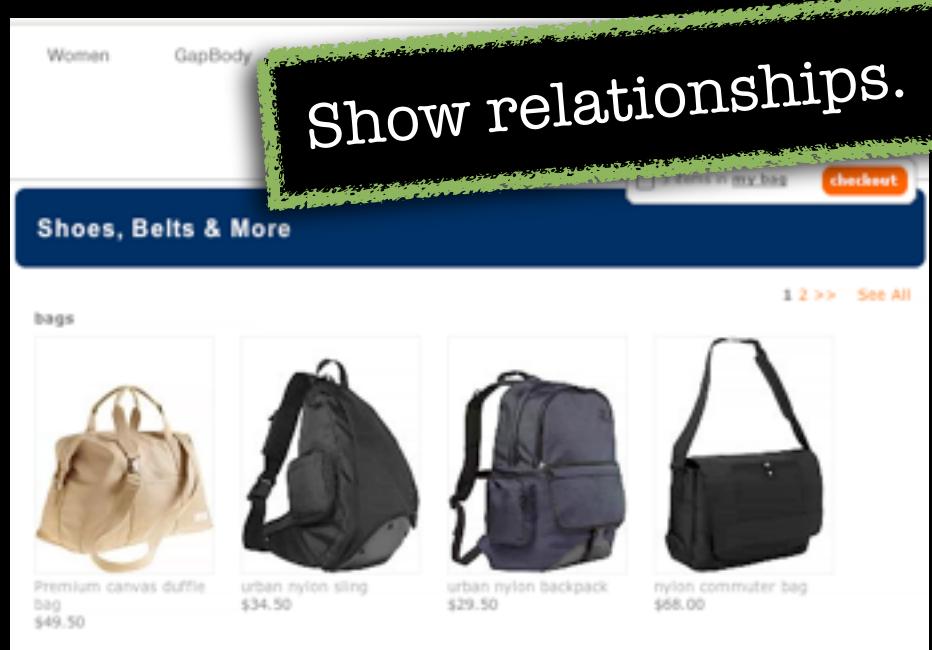
Speed up time.

Slow down time.

# Moments Communicate



mint.com



the gap

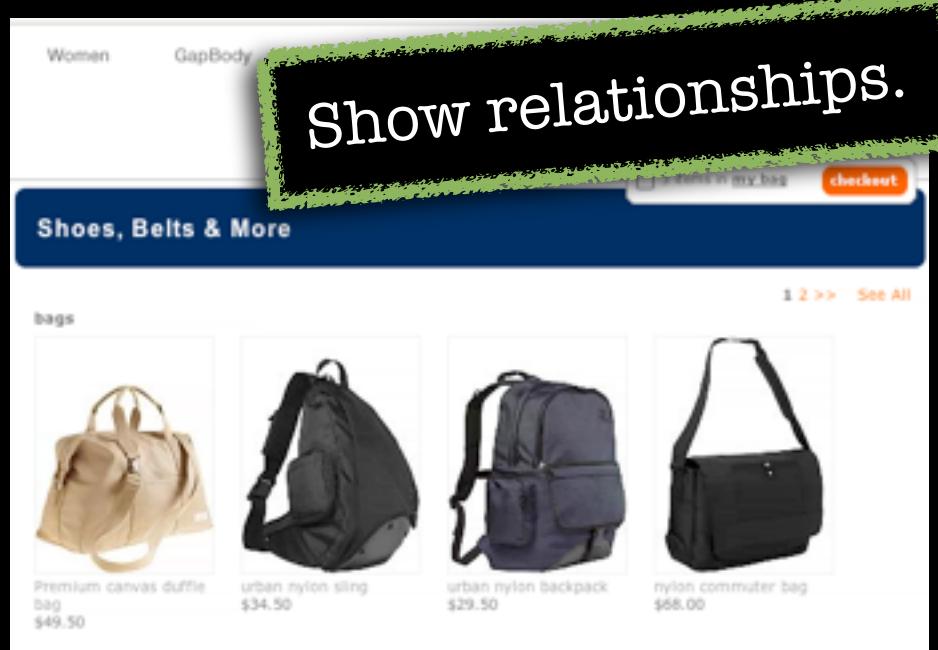
A screenshot of an earlier version of the my yahoo! homepage. A green box contains the text "Speed up time." It points to a "Connecting..." progress indicator. Another green box contains the text "Slow down time." It points to the "Software News" and "eHub" sections, which are filled with a large number of news items and links.

earlier version of my yahoo!

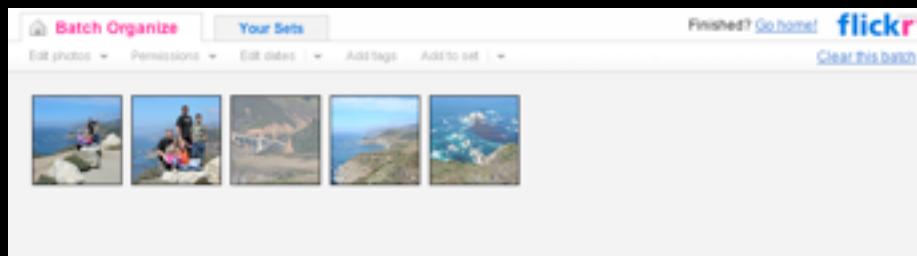
# Moments Communicate



mint.com



the gap



flickr organizr

A screenshot of an earlier version of the My Yahoo! homepage. At the top, it says 'Connecting...' with a progress bar. Below that, it shows a search bar, a 'Hello Bill' greeting, and a 'Sign Out, My Account' link. The page is filled with various modules: 'Scoreboard' (NHL and NBA scores), 'Message Center' (friends online), 'Weather' (local forecasts for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA), 'Best Fare Tracker' (flights from New York, NY, Paris, France, Seattle/Tacoma, WA, Honolulu, HI, and San Francisco, CA), 'Maps' (location selection), and 'Software News' (headlines from AccuRev, Anti-virus Software, India's Satyam, Cisco, and others). A large green box with a hand-drawn style border contains the text 'Speed up time.' on the left and 'Slow down time.' on the right. Below the 'progress indicator' text, it says 'earlier version of my yahoo!'

# Moments Communicate



mint.com



the gap



flickr organizr

A screenshot of an earlier version of the My Yahoo! homepage. A box labeled 'Speed up time.' is overlaid on the 'Connecting...' progress indicator. Another box labeled 'Slow down time.' is overlaid on the right sidebar. The sidebar includes sections for 'Scoreboard', 'Message Center', 'Weather', 'Best Fare Tracker', 'Maps', and 'Software News'. The 'Software News' section lists items like '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', and 'Cisco Patches Router, Call Manager Software - 1 day ago'. The 'Maps' section shows travel information: 'Depart: New York, NY - all', 'Paris, France - all \$193.00', 'Depart: Seattle/Tacoma, WA', 'Honolulu, HI \$333.60', and 'Depart: San Francisco, CA'.

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

**theONION MOVIE**  
AMERICA'S FINEST NEWS SOURCE

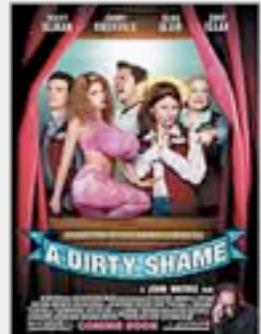


[Add](#)



Not Interested

## A Dirty Shame



[Add](#)



Not Interested

experiment on home page

## Late Night Comedies

Not Interested [See All >](#)

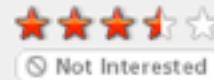
Based on your interest in  
[National Lampoon's Pledge This!](#)  
[The Stoned Age](#)  
[Team America: World Police](#)

Set this genre  
Late Night Comedies  
   Sometimes watch

### Humboldt County

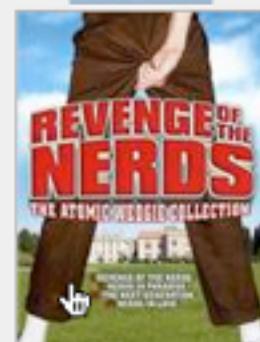


[Add](#)



Not Interested

### Revenge of the Nerds: Panty Raid Edition

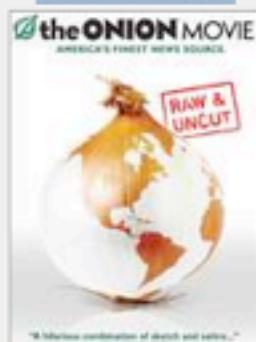


[Add](#)



Not Interested

### The Onion Movie



[Add](#)

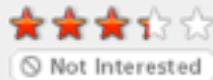


Not Interested

### A Dirty Shame



[Add](#)



Not Interested

# NETFLIX

[Browse DVDs](#)

[Watch Instantly](#)

[Your Queue](#)

[Movies You'll ❤](#)

Suggestions (1435)

[Rate Movies](#)

[Taste Preferences](#)

[Movies You've Rated \(608\)](#)

Bill Scott | [Your Account](#) | [Buy / Redeem Gift](#) | [Help](#)

experiment on home page

Movies, actors, directors, genres

[Search](#)

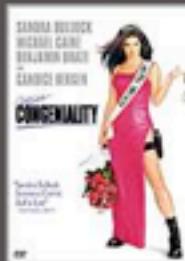
**Rate Movies you've seen to discover movies you'll love**

Rating Movies In [All Genres](#)

RATED MOVIES

608

#### Miss Congeniality



[Add](#)



#### Big Momma's House



[Add](#)



#### Hitch



[Add](#)



#### Taxi Driver



[Add](#)



Haven't Seen It



Haven't Seen It



Haven't Seen It



Haven't Seen It

dedicated area

# Live Suggest

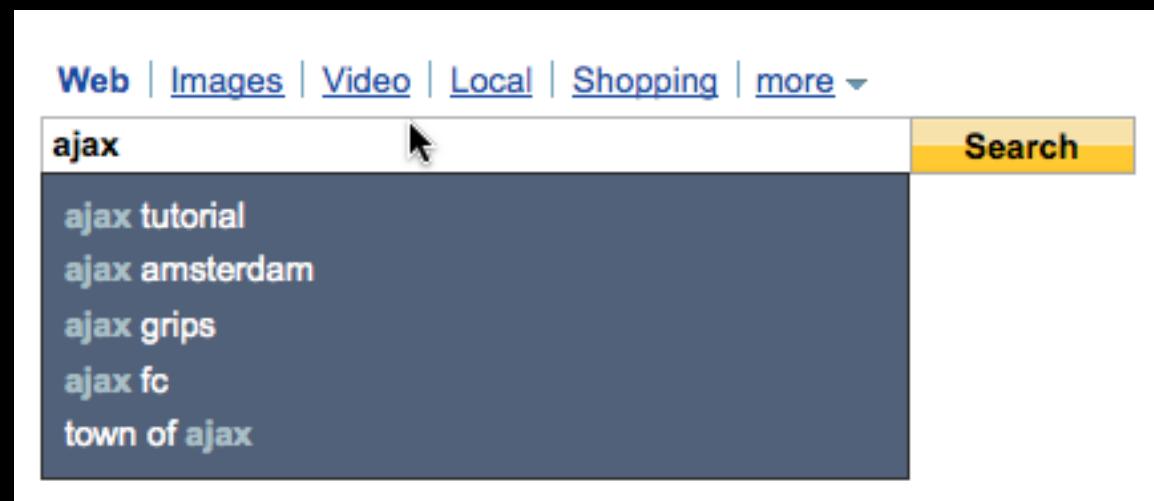


live suggest. google (early version)

# Live Suggest



live suggest. google (early version)



live suggest. yahoo search

# Live Suggest



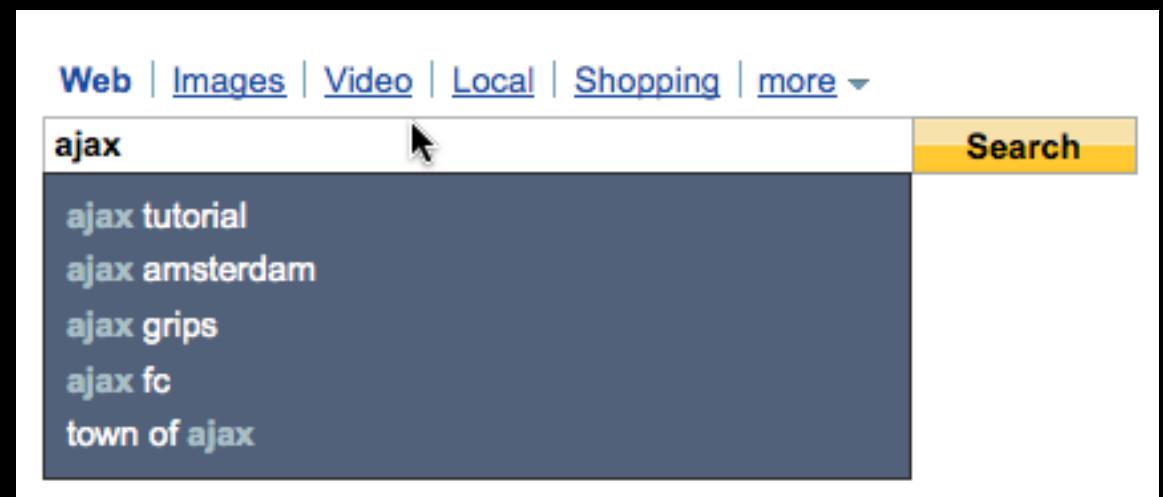
Google Suggest BETA

Web Images Groups News Froogle Local more »

ajax

ajax	3,840,000 results
aja	2,410,000 results
ajay devgan	72,000 results
ajay	816,000 results
ajax amsterdam	502,000 results
ajax fc	710,000 results
ajanta	190,000 results
ajanta caves	46,600 results
ajax ontario	275,000 results
ajax grips	8,860 results

live suggest. google (early version)



Web | Images | Video | Local | Shopping | more ▾

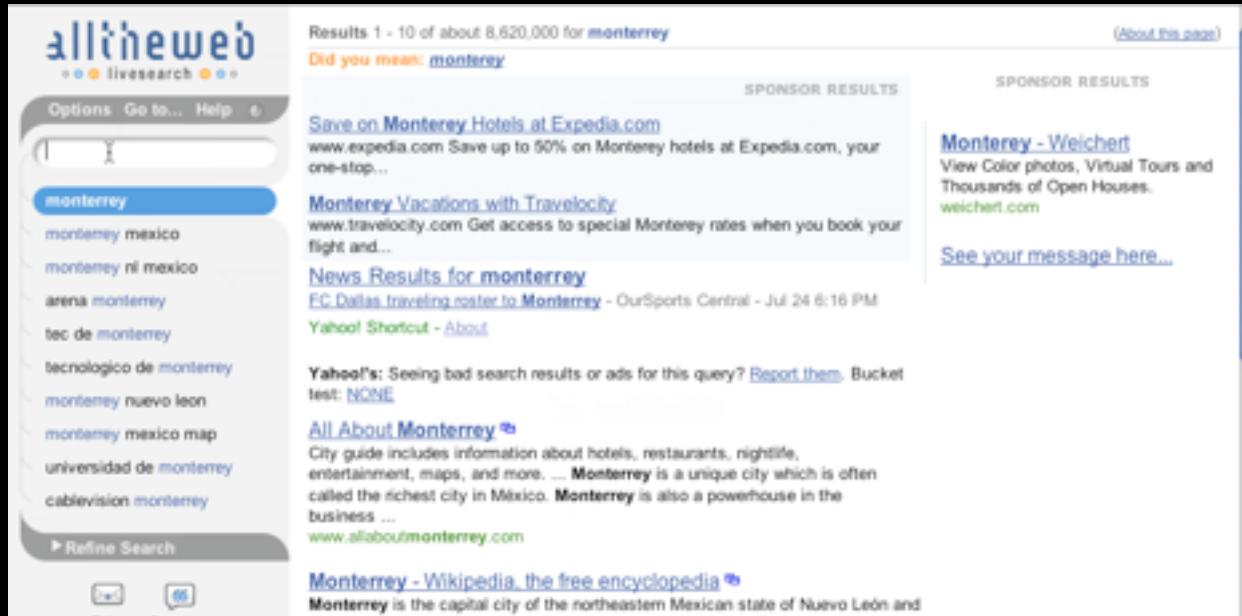
ajax

ajax tutorial  
ajax amsterdam  
ajax grips  
ajax fc  
town of ajax

Search

live suggest. yahoo search

live suggest. early yahoo search experiment



alltheweb live search

Options Go to... Help

monterrey

monterrey mexico  
monterrey nl mexico  
arena monterrey  
tec de monterrey  
tecnologico de monterrey  
monterrey nuevo leon  
monterrey mexico map  
universidad de monterrey  
cablevision monterrey

Results 1 - 10 of about 8,620,000 for monterrey

Did you mean: [monterrey](#)

Save on Monterey Hotels at Expedia.com  
www.expedia.com Save up to 50% on Monterey hotels at Expedia.com, your one-stop...

Monterey Vacations with Travelocity  
www.travelocity.com Get access to special Monterey rates when you book your flight and...

News Results for monterrey  
FC Dallas traveling roster to Monterey - OurSports Central - Jul 24 6:16 PM  
Yahoo! Shortcut - About

Yahoo!'s: Seeing bad search results or ads for this query? [Report them](#). Bucket test: **NONE**

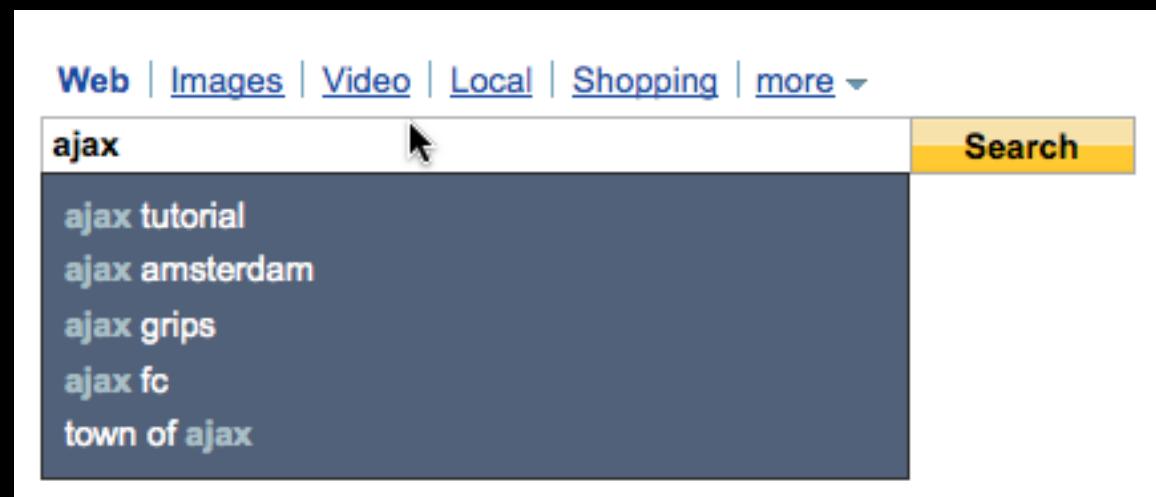
All About Monterey  
City guide includes information about hotels, restaurants, nightlife, entertainment, maps, and more. ... Monterey is a unique city which is often called the **richest city in Mexico**. Monterey is also a powerhouse in the business ...  
www.allaboutmonterrey.com

Monterrey - Wikipedia, the free encyclopedia  
Monterrey is the capital city of the northeastern Mexican state of Nuevo León and

# Live Suggest

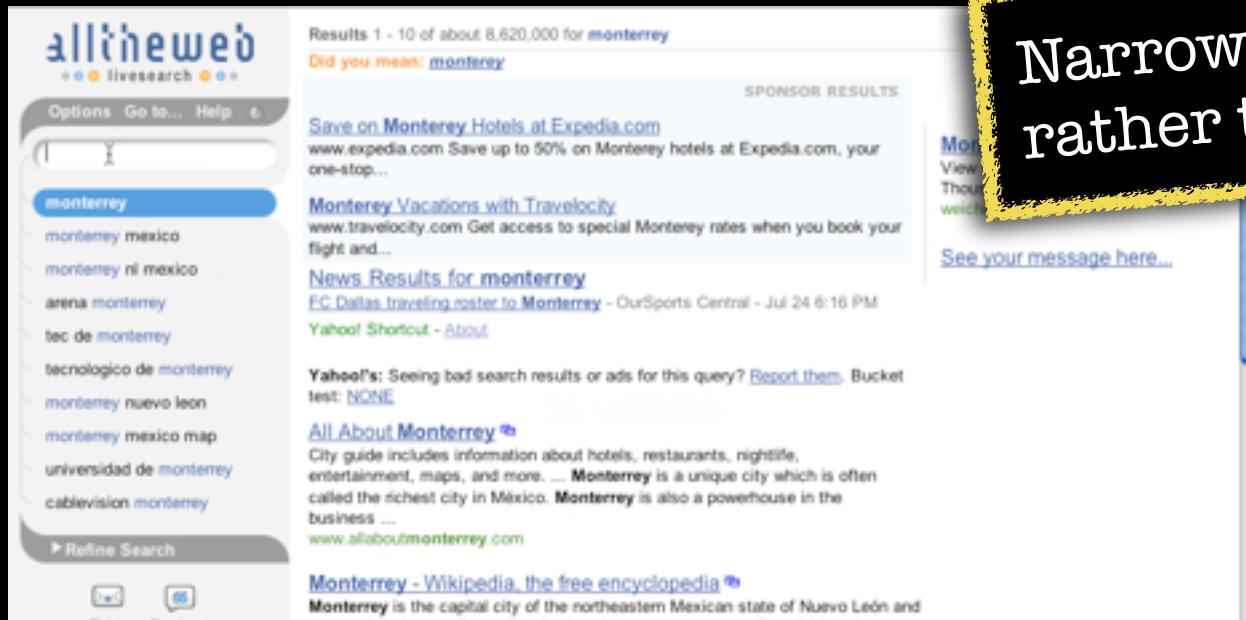


live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal  
rather than distract from it.

# Live Previews

**New Beetle**  
Starts at \$18,290<sup>1</sup>

[Overview](#)  
» [Gallery](#)  
  Photos  
  360°

**Features**  
Highlights  
Complete Specs  
Price List  
Warranty  
Carfax Maintenance

**Build**  
**Shopping Tools**  
Find A Dealer  
Get A Quote  
Schedule A Test Drive  
Special Offers  
Financial Options  
Brochures

<sup>1</sup>Legal disclosure

Block



live preview. volkswagen car configurator

# Live Previews

New Beetle

Starts at \$18,290<sup>1</sup>

Overview

» **Gallery**

Photos 360°

Features

Highlights Complete Specs Price List Warranty Carefree Maintenance

Build

Shopping Tools

Find A Dealer Get A Quote Schedule A Test Drive Special Offers Financial Options Brochures

<sup>1</sup>Legal disclosure

Block

exterior

Black

Click and Drag the Car or Spin Now

interior

live preview. volkswagen car configurator

Support

Search

Copyright © 2009 20th Century Fox

Trailer

Standard

Small Medium Large

For your iPod ▶

HD

480p 720p 1080p

34 MB 101 MB 164 MB

live suggest. apple search

# Live Previews

New Beetle  
Starts at \$18,290<sup>1</sup>  
Overview  
» **Gallery**  
Photos 340<sup>2</sup>  
Features  
Highlights  
Complete Specs  
Price List  
Warranty  
CarCare Maintenance  
Build  
Shopping Tools  
Find A Dealer  
Get A Quote  
Schedule A Test Drive  
Special Offers  
Financial Options  
Brochures  
<sup>1</sup>MSRP. <sup>2</sup>Photo gallery. © 2009 Volkswagen AG. All rights reserved.

Live previews are engaging.

live preview. volkswagen car configurator

Copyright © 2009 20th Century Fox

Trailer

Standard

Small Medium Large

For your iPod ▶

HD

480p 720p 1080p  
34 MB 101 MB 164 MB

live suggest. apple search

live suggest. apple search

# Live Previews

New Beetle  
Starts at \$18,290<sup>1</sup>  
Overview  
» Gallery  
Photos 340<sup>2</sup>  
Features  
Highlights  
Complete Specs  
Price List  
Warranty  
Carfax Maintenance  
Build  
Shopping Tools  
Find A Dealer  
Get A Quote  
Schedule A Test Drive  
Special Offers  
Financial Options  
Brochure  
<sup>1</sup>MSRP. <sup>2</sup>Photo gallery. © 2009 Volkswagen AG. All rights reserved.

Block

exterior

Black

Live previews are engaging.

live preview. volkswagen car configurator

Copyright © 2009 20th Century Fox

Trailer

Standard

Small Medium Large

For your iPod ▶

HD

480p 720p 1080p

34 MB 101 MB 164 MB

Let the user see ahead.

live suggest. apple search

live suggest. apple search

# Live Forms

Find a domain name:

www.  (ex. widgetdesigns.com)

live forms. yahoo! small business

# Live Forms

Find a domain name:

www.    
(ex. [widgetdesigns.com](http://widgetdesigns.com))

live forms. yahoo! small business

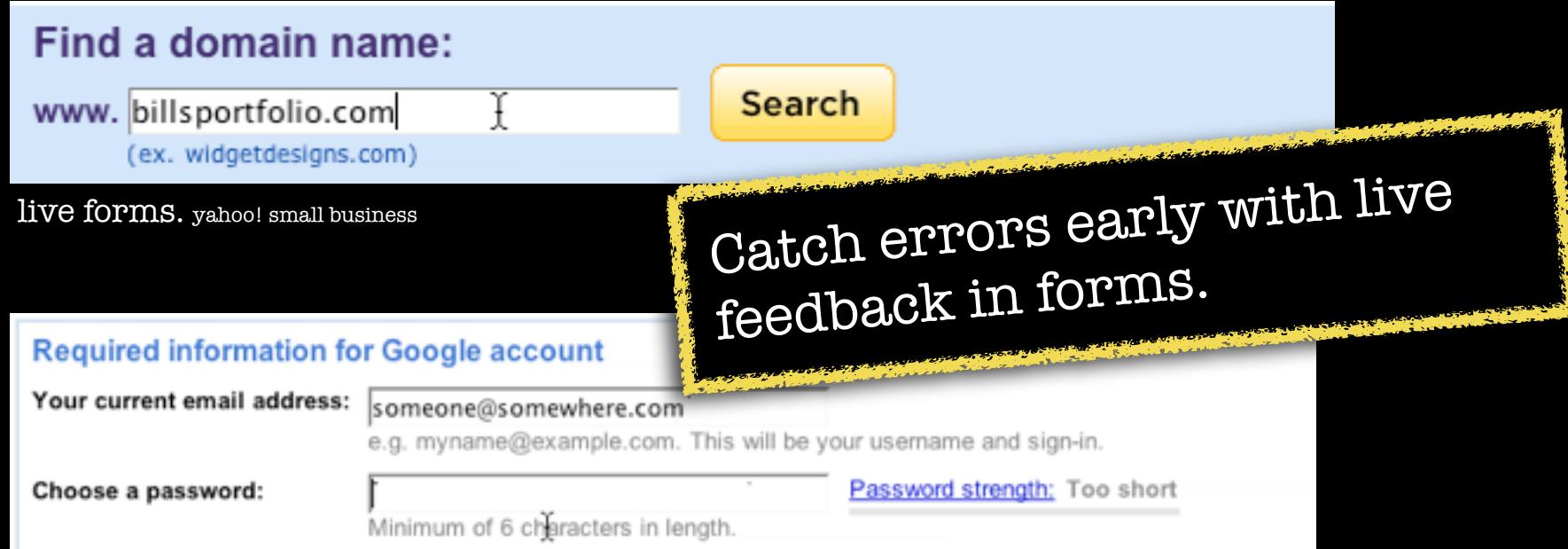
Required information for Google account

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](http://widgetdesigns.com))

live forms. yahoo! small business

Required information for Google account

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

Choose a password:  >Password strength: Too short  
Minimum of 6 characters in length.

live forms. google account creation

Catch errors early with live feedback in forms.

# 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 

**Leave**   **Time**  

**To**  
  
 Show Nearby Airports

**Return**   **Time**  

**Travelers**  **Cabin**  

Prefer Nonstop

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

auto complete. kayak

# Auto Complete



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

Round-trip  One-way  Multi-city

**From**

Show Nearby Airports 

**Leave**   **Time**  

**To**

Show Nearby Airports

**Return**   **Time**  

**Travelers**  **Cabin**  

Prefer Nonstop

**Search multiple sites** 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

iPad  9:42 AM

Mailboxes **Inbox (1)** Edit

Search inbox

**Aaron Ackermann** 9:40 AM  
Show Fun!  
Hey John, Check out the fun tubing shot I got in Telluride. I had a great time, can't...

**Anna Larson** 8:02 AM  
Thank You  
Thank You! Thank you for helping us move last weekend. We truly appreciated your help.

**Aimee Haeussler** Yesterday  
Salary Increases  
Hi John, Salary increases for your team were approved today and should be updated in...

**Lesley Gil** Yesterday  
Energy Saving Plan  
John, As requested here is the energy saving plan you requested. It's still a work...

**Linda Laguna** Yesterday  
Airport pickup  
Hello John I really appreciate you offering to pick me up from the airport. My flight lands...

**Allison Ritter** Sunday  
Dinner on Wednesday  
It's Time to Dine. Join us for a dinner reception at Amarrone to celebrate Tom's 10...

**Allison Ritter** Sunday  
Dinner on Wednesday  
It's Time to Dine. Join us for a dinner reception at Amarrone to celebrate Tom's 10...

**Matthew Laycock** Saturday  
Re: Congratulations  
Hey John, Thanks for the well wishes and the beautiful flowers. James is loving his new...

Updated: 1/26/10 11:57 AM

From: [Anna Larson](#)     Details

**Thank You**

January 26, 2010 8:03 AM



Thank You!

Thank you for helping us move last weekend.  
We truly appreciated your help.

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](http://looksgoodworkswell.com)

twitter  
[@billwscott](http://@billwscott)



book  
[designingwebinterfaces.com](http://designingwebinterfaces.com)  
O'Reilly