

Designing for Interesting Moments

Web App Masters Tour
Seattle, WA

Bill Scott
@billwscott

<http://billwscott.com/share/presentations/2010/wamtsea>



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

Current Moon Phase



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

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- [+ Summer and Ending Hunger \(Ep.11\)](#)
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National Geographic POD



POD -

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Current Moon Phase

Interesting Moments

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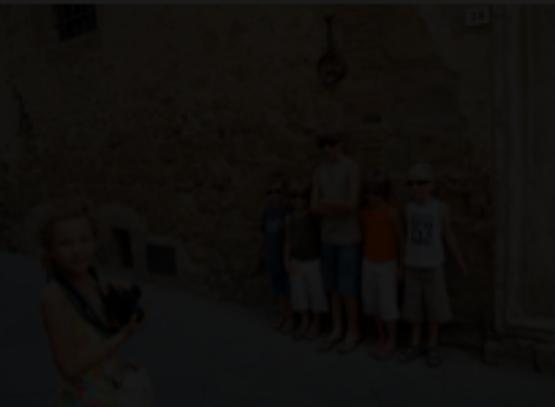
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Interesting Moments: Events

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

Interesting Moments: Actors

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

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



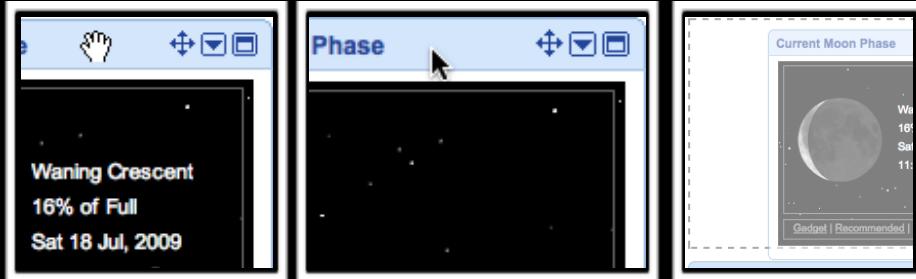
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Interesting Moments



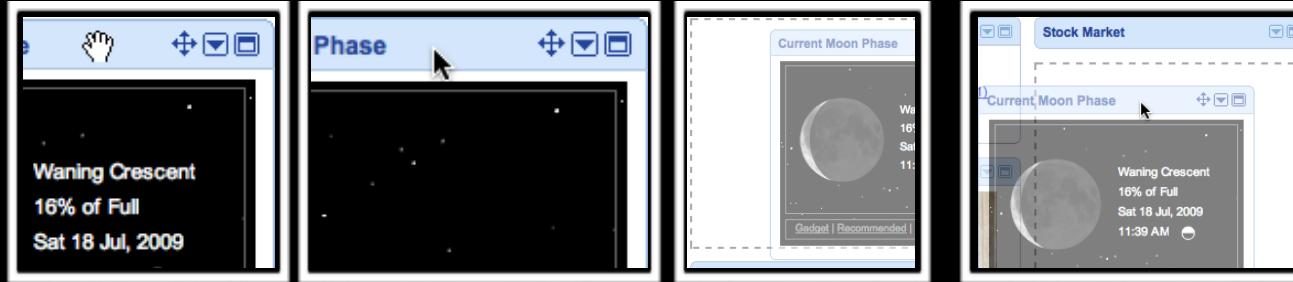
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Interesting Moments



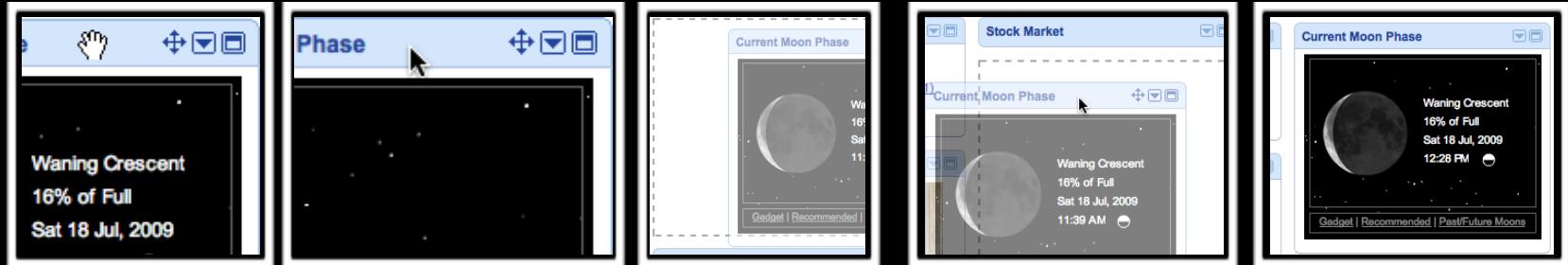
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Interesting Moments



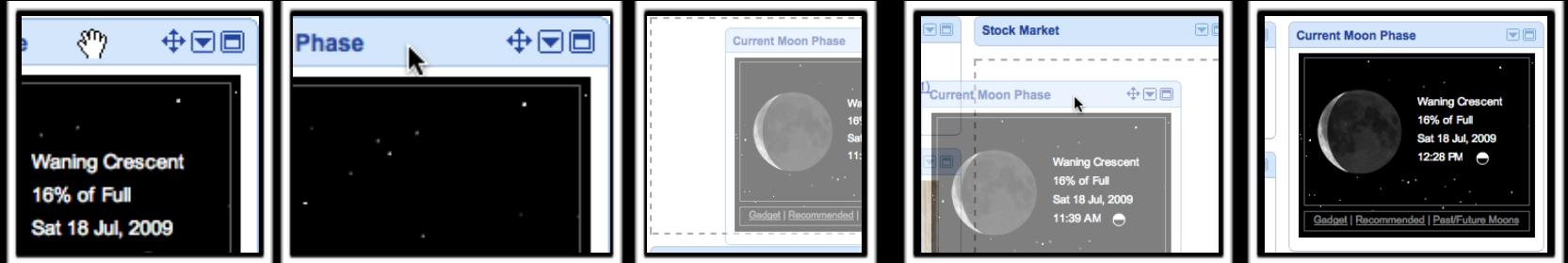
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Interesting Moments



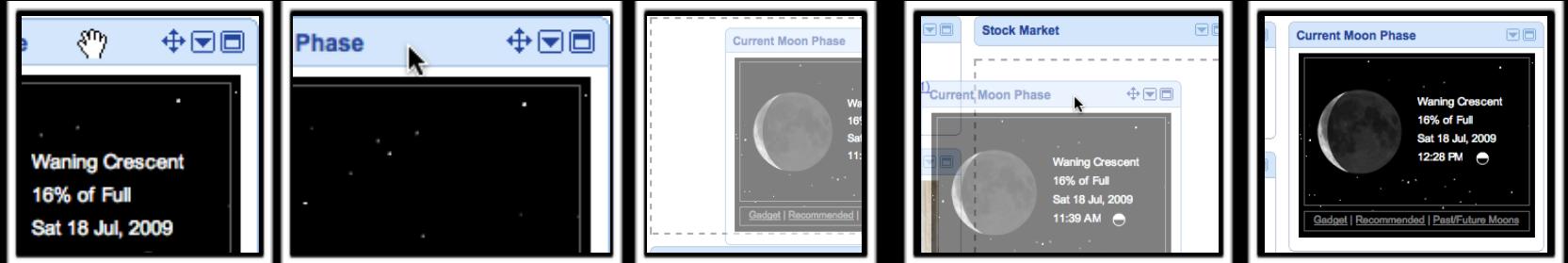
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Interesting Moments



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module					
Original Location					
Drop Target					
Planned engagement					
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module					
Original Location					
Drop Target					

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					
Original Location	Planned engagement				
Drop Target	Planned moments of rest			Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Hole is removed.

Bounce

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

twitter.com

Grab Screenshot

Screenshots powered by [xBrowse](#)



Click and drag to make notes.



Write some totally rad feedback.



Share with friends (or enemies)!



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

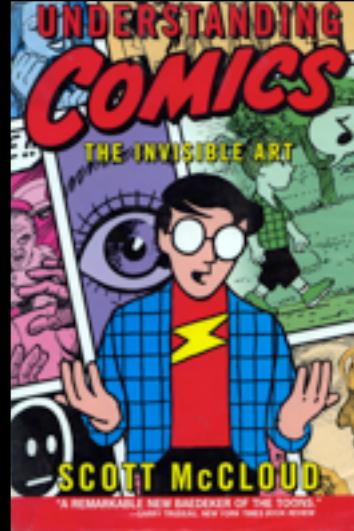
Wanna talk? **Call us at (408) 341-0600.**

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

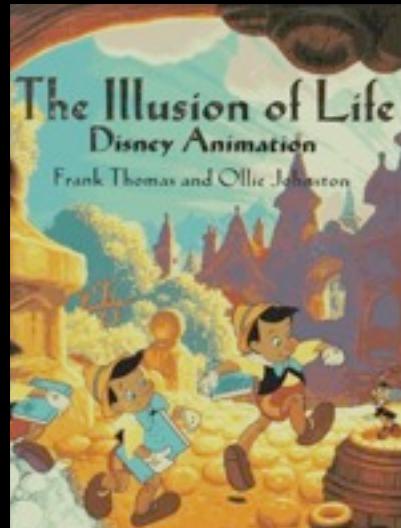
Interesting Moments



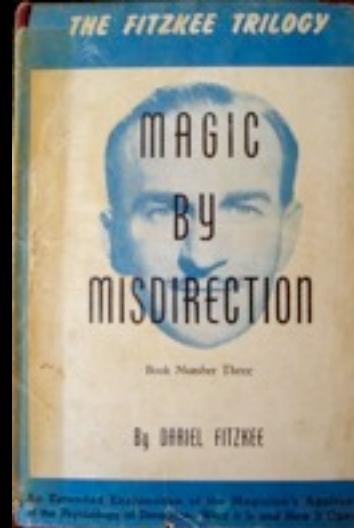
Frescoes & stained glass have been telling stories for a long time.
panes
tell the moments of a story



“Juxtaposed pictorial & other images in deliberate sequence.”
panels
tell the moments of a story

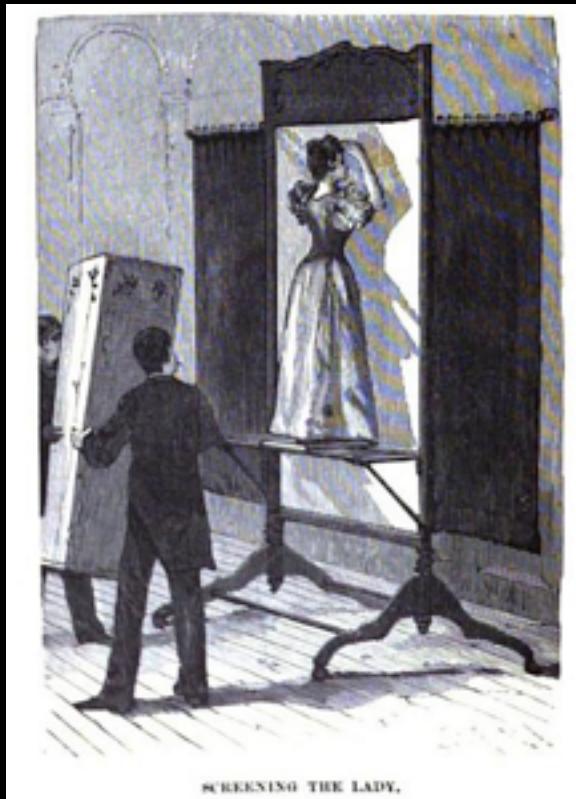


The masters of animation called it the “Illusion of Life”.
cells
tell the moments of a story



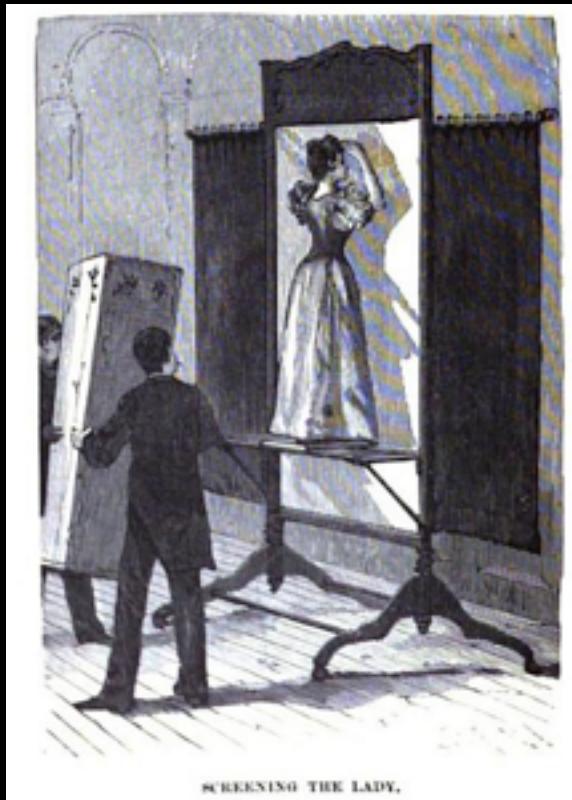
Magic hangs in the balance of the “delicacy of the illusion”.
the performance overshadows the moments of a story

This is an Illusion

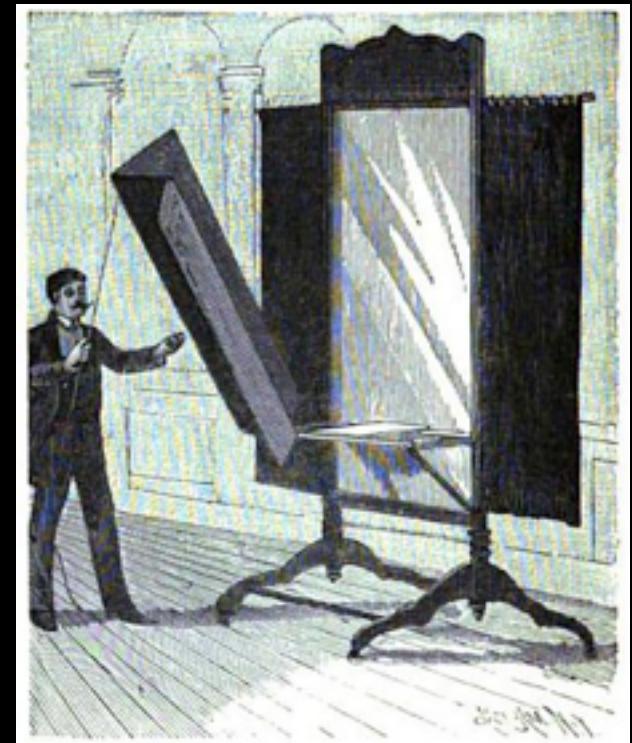


SCREENING THE LADY.

This is an Illusion



SCREENING THE LADY.

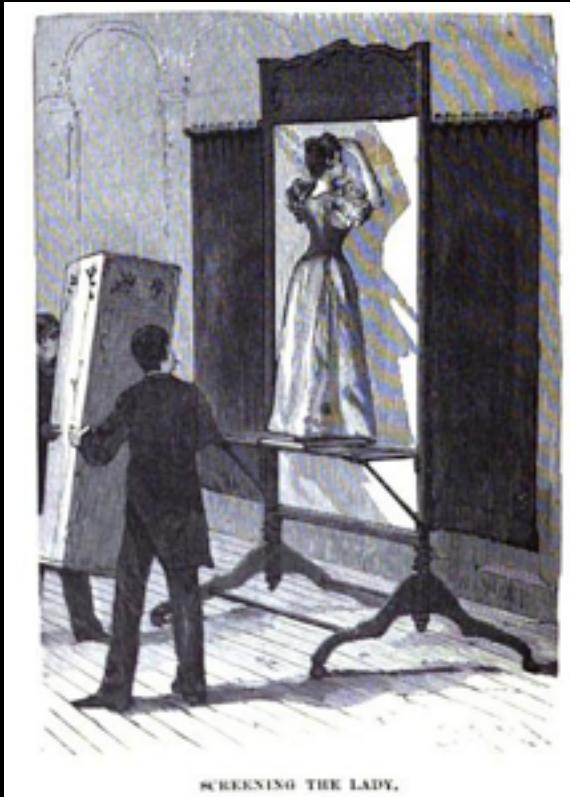


THE LADY HAS VANISHED.

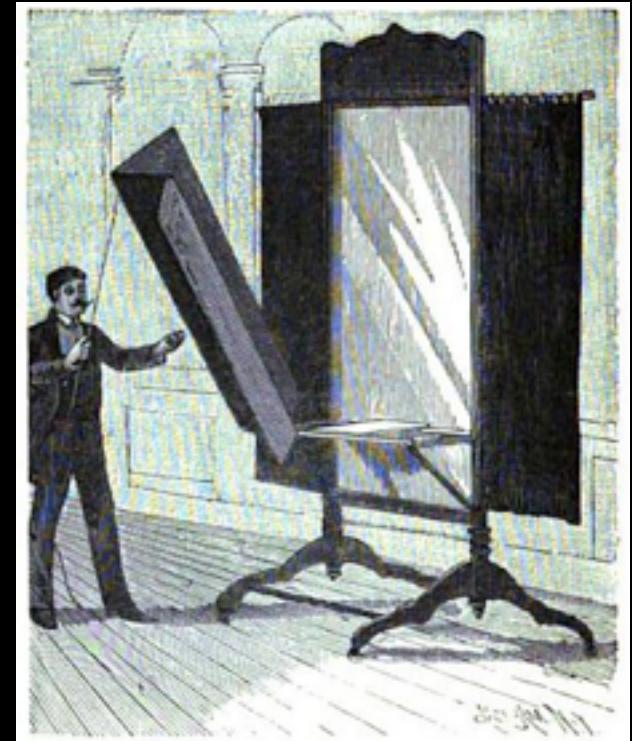
This is an Illusion

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

- Dariel Fitzkee

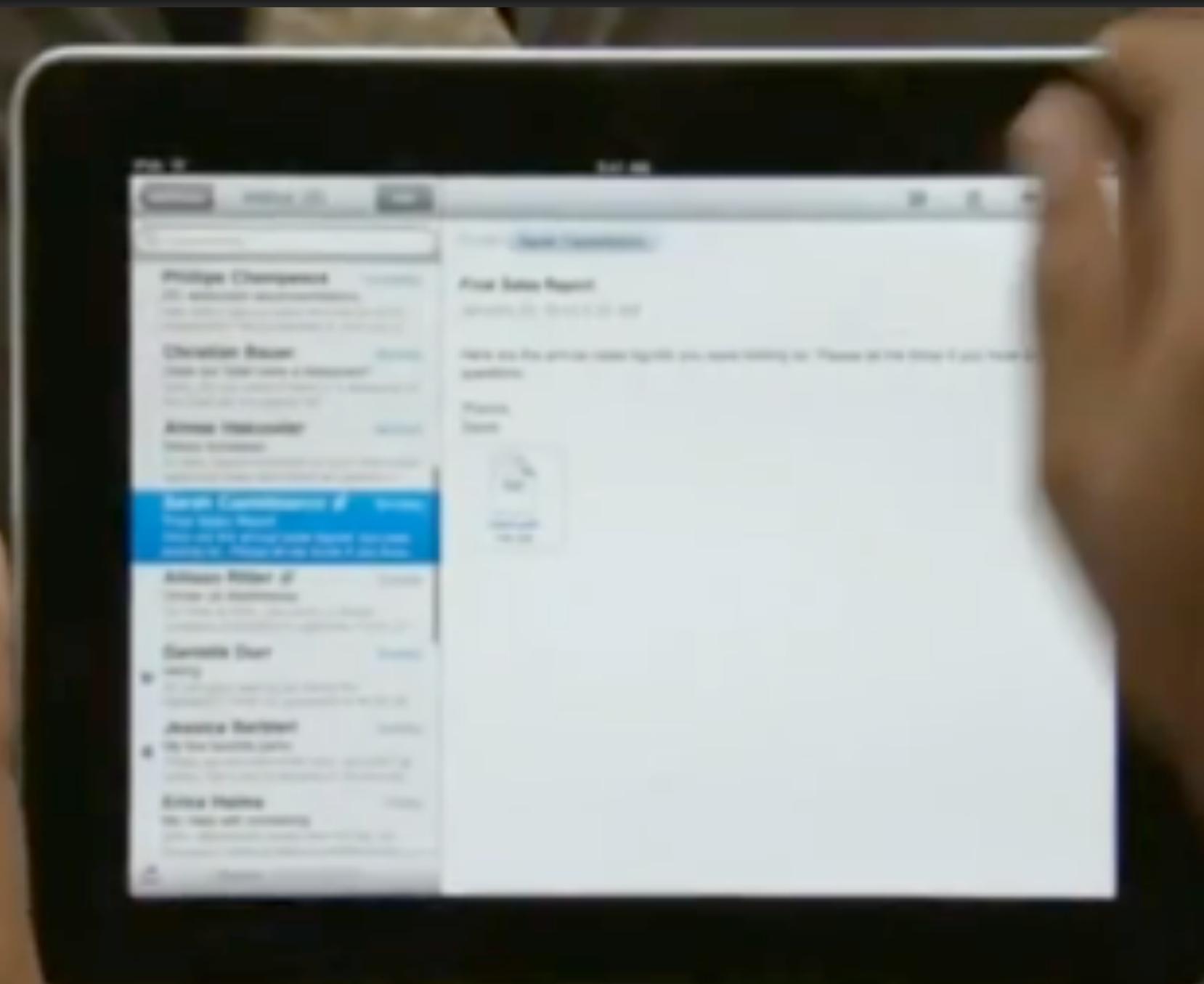


SCREENING THE LADY.

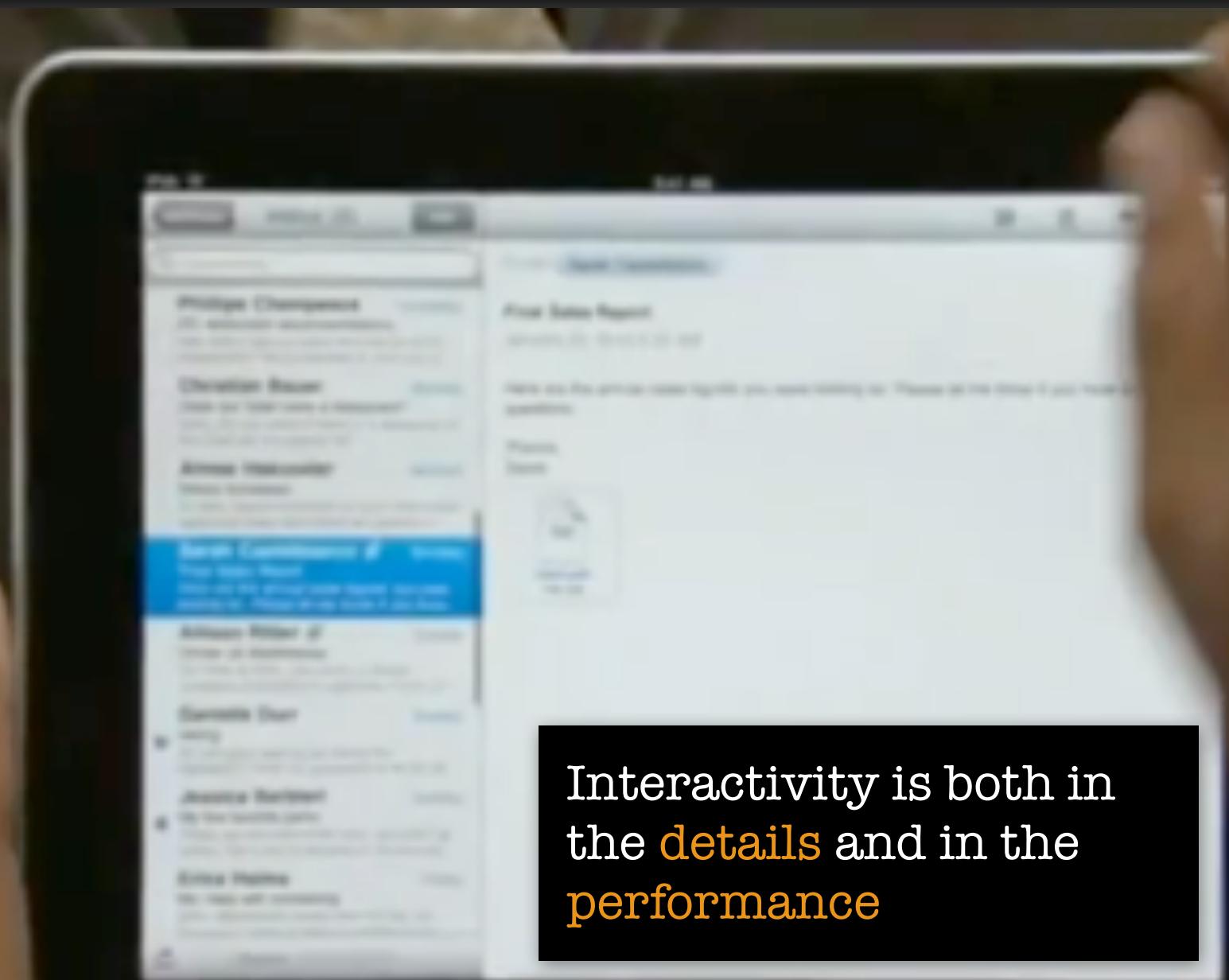


THE LADY HAS VANISHED.

This is also an Illusion

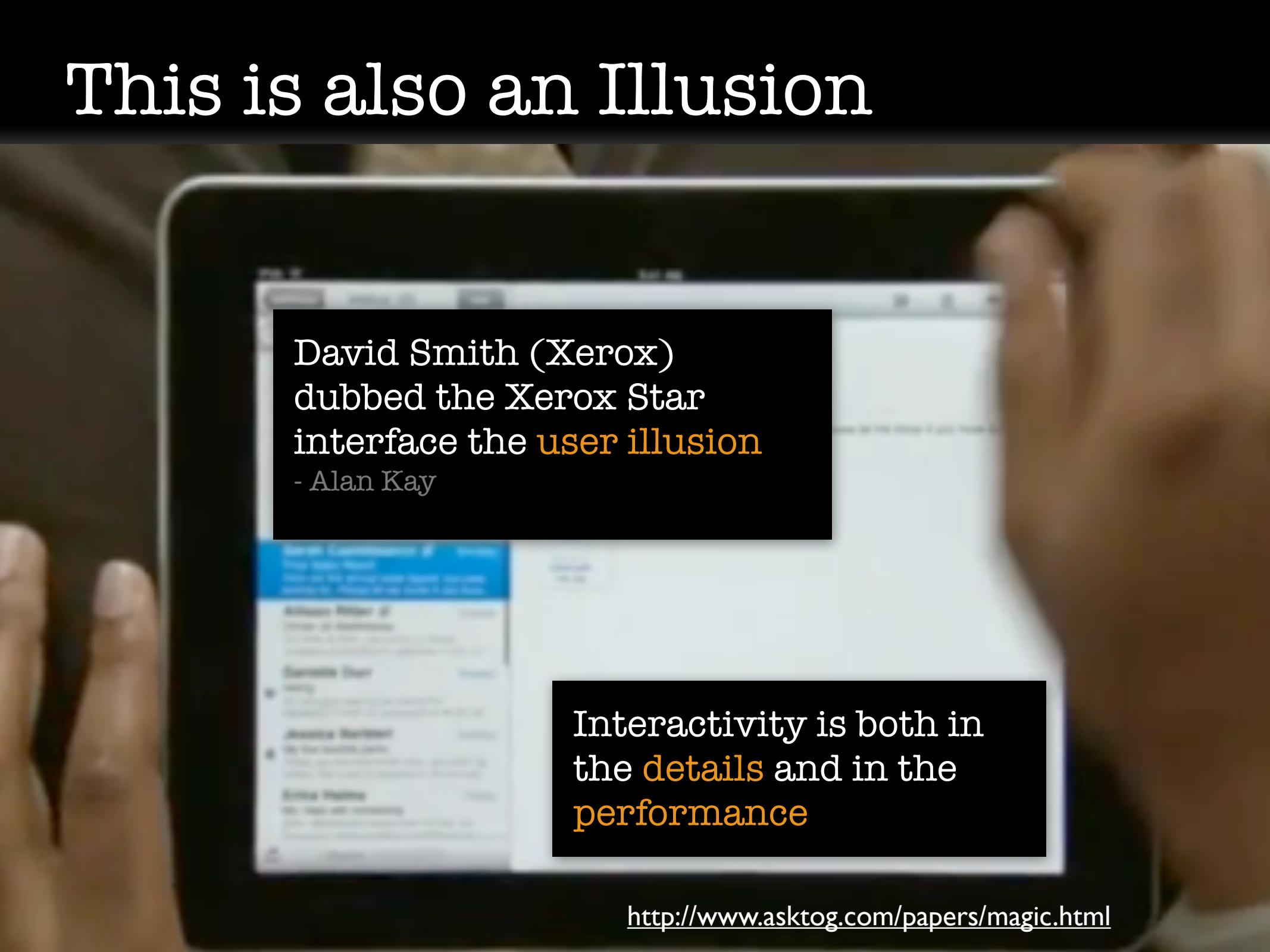


This is also an Illusion



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

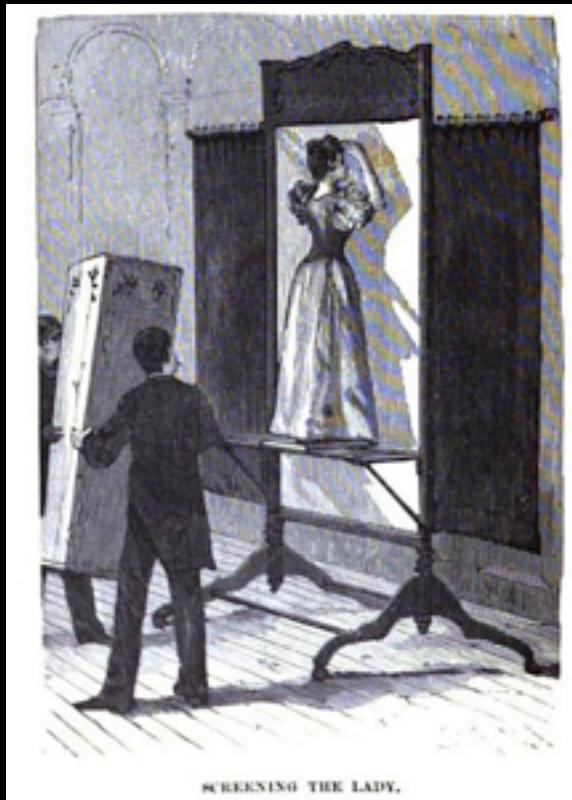
This is also an Illusion



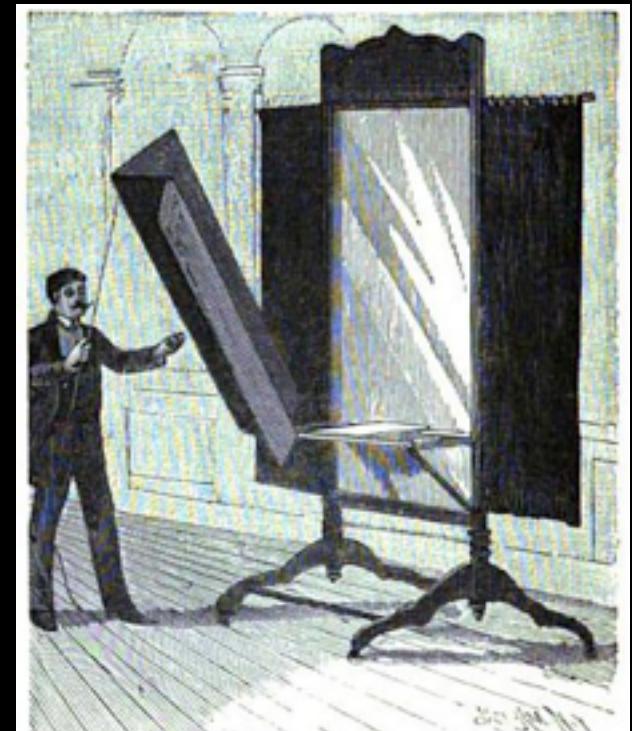
David Smith (Xerox)
dubbed the Xerox Star
interface the **user illusion**
- Alan Kay

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

Delicacy of an Illusion



SCREENING THE LADY.



THE LADY HAS VANISHED.

Delicacy of an Illusion



SCREENING THE LADY.



THE DISAPPEARANCE EXPLAINED.



THE LADY HAS VANISHED.

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

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



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

details &
performance of an
illusion.

5 principles

5 principles

for designing interesting moments



Keep Moments
Direct



Editing Moments



inline editing. flickr.com

Editing Moments



inline editing. flickr.com

Interesting Moments:

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

Editing Moments



inline editing. flickr.com



Pay attention to discoverability

Interesting Moments:

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

Editing Moments



inline editing. flickr.com

Interesting Moments:

- Yellow spotlight/invitation
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Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments

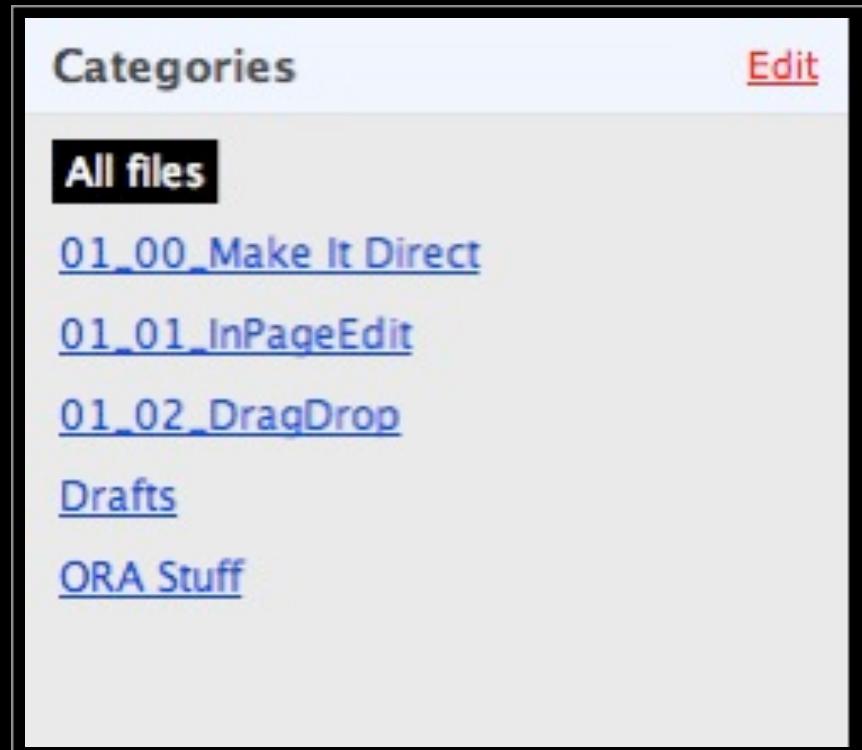


anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

Categories [Done editing](#)

All files

01_00_Make It Direct	Rename
01_01_InPageEdit	Rename
01_02_DragDrop	Rename
Drafts	Rename
ORA Stuff	Rename

[Add another category](#)

symmetrical interaction. basecamp

Activation/Deactivation Moments

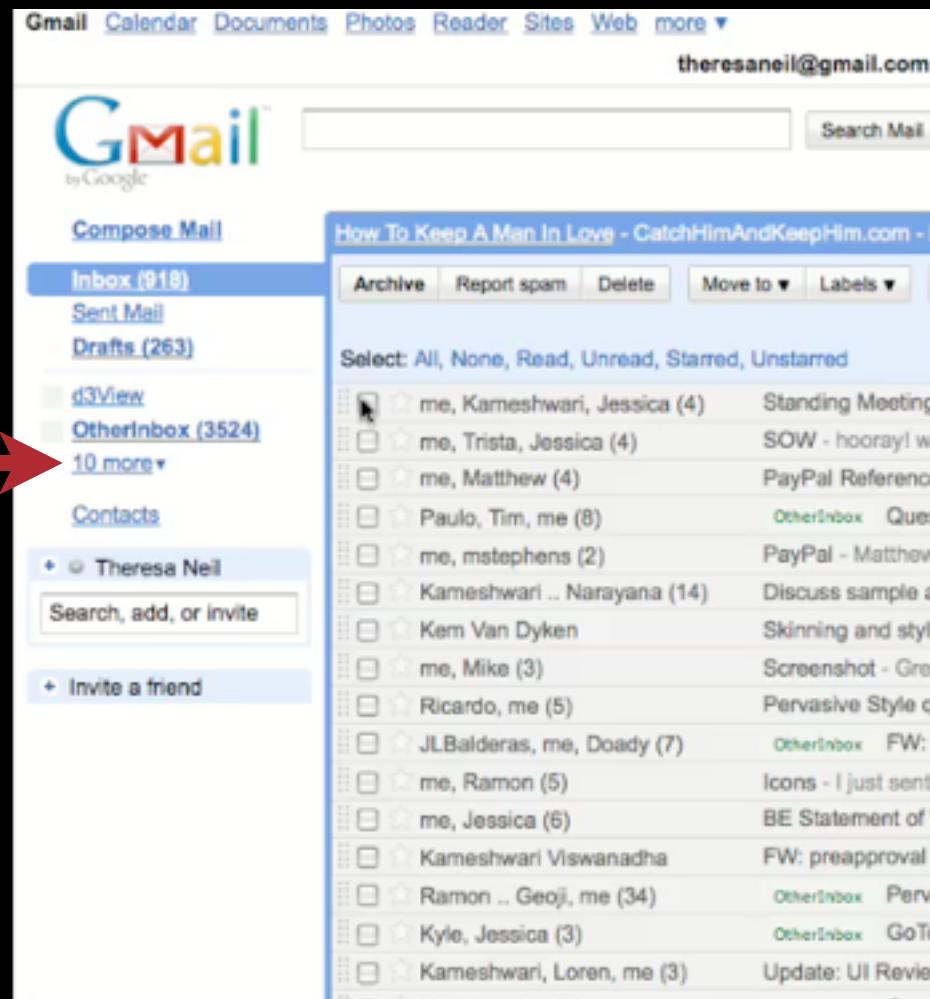


anti-pattern. non-symmetrical. iphone

A screenshot of a 'Categories' screen from the Basecamp application. The top bar has 'Categories' on the left and 'Done editing' on the right. Below this is a section titled 'All files' with a black background. A list of categories follows, each with a 'Rename' link to its right. The categories listed are '01_00_Make It Direct', 'Drafts', and 'ORA Stuff'. At the bottom of the list is a link 'Add another category'. A large, hand-drawn style box with a blue outline and a textured fill is drawn over the '01_00_Make It Direct' item, containing the text 'Keep activation & deactivation symmetrical'.

symmetrical interaction. basecamp

Drag & Drop Moments

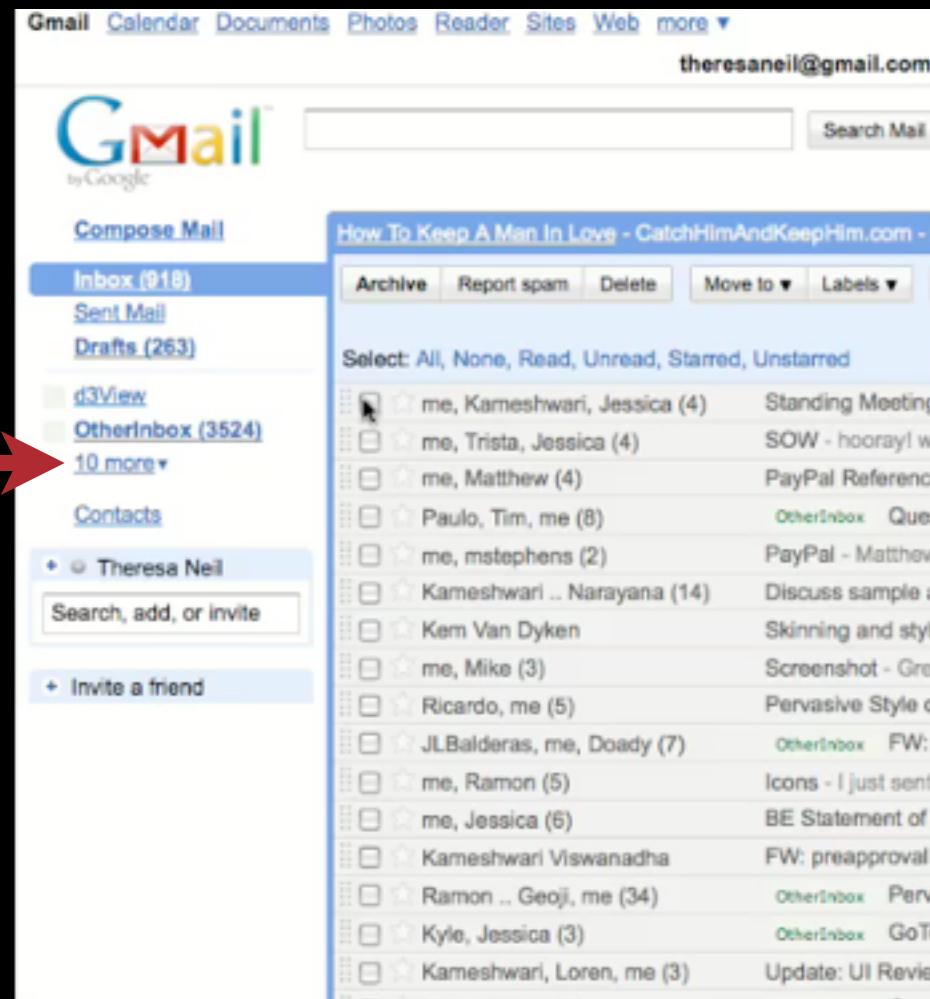


A screenshot of a Gmail inbox. The left sidebar shows navigation links: 'Compose Mail', 'Inbox (918)', 'Sent Mail', 'Drafts (263)', 'd3View', 'OtherInbox (3524)', '10 more...', 'Contacts', and a 'Theresa Neil' contact card. A red arrow points to the 'OtherInbox (3524)' link. The main area displays an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

From	Subject
me, Kameshwari, Jessica (4)	Standing Meeting
me, Trista, Jessica (4)	SOW - hooray! we
me, Matthew (4)	PayPal Reference
Paulo, Tim, me (8)	OtherInbox Ques
me, mstephens (2)	PayPal - Matthew
Kameshwari .. Narayana (14)	Discuss sample a
Kern Van Dyken	Skinning and styl
me, Mike (3)	Screenshot - Gre
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 & Drop Moments

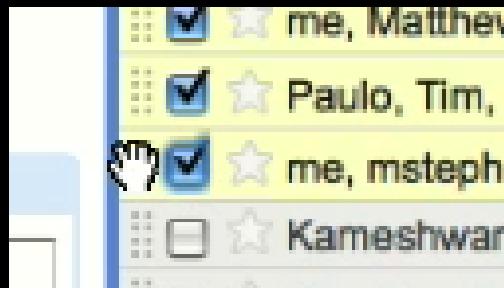


A screenshot of the Gmail inbox interface. The sidebar on the left shows navigation links: 'Compose Mail', 'Inbox (918)', 'Sent Mail', 'Drafts (263)', 'd3View', 'OtherInbox (3524)', '10 more...', 'Contacts', and a 'Theresa Neil' section with 'Search, add, or invite' and '+ Invite a friend'. A red arrow points to the 'OtherInbox (3524)' link. The main area displays a list of 3524 conversations, with the first few items visible:

- me, Kameshwari, Jessica (4) Standing Meeting
- me, Trista, Jessica (4) SOW - hooray! we
- me, Matthew (4) PayPal Reference
- Paulo, Tim, me (8) OtherInbox Ques
- me, mstephens (2) PayPal - Matthew
- Kameshwari .. Narayana (14) Discuss sample a
- Kern Van Dyken Skinning and styl
- me, Mike (3) Screenshot - Great
- 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

Mouse hover & initiation
Anti-pattern: Tiny Targets

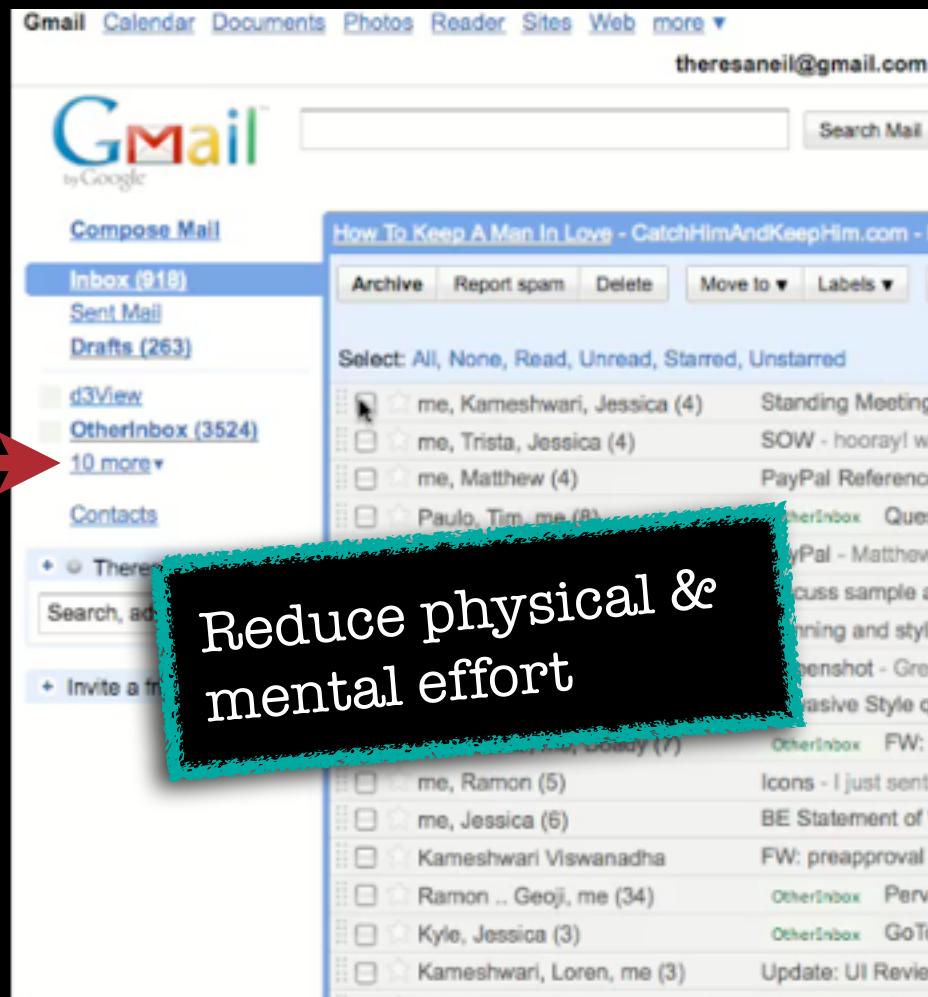


Drop accepted
What happened?
Collapses immediately.



A screenshot of the Gmail inbox showing a tooltip with instructions: 'Tip: Drag labels in and out of the menu or customize which labels show under [Settings](#)'. Below the tooltip, a 'Star' button is highlighted with a cursor, and a blue bar indicates an action: 'Move 5 conversations'.

Drag & Drop Moments



drag and drop. gmail

Compose Mail

Inbox (918)

Sent Mail

Drafts (263)

d3View

OtherInbox (3524)

10 more

Contacts

+ Theresa Neil

Search, add, or invite

+ Invite a friend

Red box callout: Reduce physical & mental effort

How To Keep A Man In Love - CatchHimAndKeepHim.com - L

Archive Report spam Delete Move to Labels

Select: All, None, Read, Unread, Starred, Unstarred

me, Kameshwari, Jessica (4) Standing Meeting

me, Trista, Jessica (4) SOW - hooray! we

me, Matthew (4) PayPal Reference

Paulo, Tim, me (8) OtherInbox Questions

me, Kameshwari, Jessica (7) OtherInbox FW: Icons - I just sent

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Kameshwari Viswanadha OtherInbox Perv

Ramon .. Geoji, me (34) OtherInbox GoTo

Kyle, Jessica (3) OtherInbox Update: UI Review

Kameshwari, Loren, me (3) OtherInbox

Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Artificial Moments

The screenshot shows a real estate search interface with the following components:

- Header:** Home Locator
- Search Bar:** Search and Favorites
- Map:** A map of North America with a green box highlighting the San Antonio area. A red pin is placed on the map.
- Table:** A list of 20 properties with the following columns: Price, Sq.Ft., Bedrooms, Bath, and Stories. The properties range in price from \$140,000 to \$1,015,000.
- Filters:** Price Range (75,000 - 3,500,000), Bed/Bath (2 Bed, 2 Bath), and Minimum Price (200k).
- Buttons:** Advanced Search, Favorites, and Help.
- Bottom Bar:** Click here to favorite this property. You have 2 properties in your favorites.

Price	Sq.Ft.	Bedrooms	Baths	Stories
\$140,000	964	2	1	1
\$225,000	7700	2	1	1
\$310,000	952	2	2	2
\$370,000	953	2	2	1
\$545,000	1399	2	4	1
\$5,800,000	3650	6	3	1
\$915,000	1318	4	2	2
\$12,310,000	2644	3	6	2
\$160,000	1318	3	3	1
\$180,000	1429	3	3	2
\$175,000	1259	3	2	1
\$410,000	1318	2	2	1
\$515,000	1379	4	3	1
\$140,000	1300	2	2	1

Artificial Moments

The screenshot shows a real estate search interface with the following elements:

- Header:** Home Locator
- Search Bar:** Search and Favorites
- Map:** A map of North America with a green box highlighting the San Antonio area. A red pin is placed on the map.
- Table:** A list of 20 property records. The columns are: Price, Sq.Ft., Bedrooms, Bath, and Stories. The data is as follows:

Price	Sq.Ft.	Bedrooms	Bath	Stories
\$410,000	264	2	1	1
\$225,000	7700	2	1	1
\$310,000	912	2	2	2
\$710,000	953	2	2	1
\$545,000	1390	2	4	1
\$5,800,000	3650	6	3	1
\$115,000	1318	4	2	2
\$2,310,000	2644	3	4	2
\$610,000	1318	3	3	1
\$910,000	1429	3	3	2
\$715,000	1250	3	2	1
\$410,000	1318	2	2	1
\$165,000	1370	4	3	1
\$150,000	1300	2	2	1

- Map:** A map of the San Antonio area with major roads and landmarks labeled. A red pin is placed on the map.
- Bottom Bar:** A blue bar with the text "BEAT YOUR FRIENDS HERE" and "You have 2 properties in your favorites".

Artificial Moments

The screenshot shows a real estate search interface titled "Home Locator".

Left Sidebar:

- SEARCH MAP:** A map of North America with several blue location markers.
- FILTERS:**
 - Price Range:** A slider set between \$50,000 and \$500,000, with a midpoint at \$100,000.
 - Bedrooms:** Options for 1, 2, 3, 4, 5, and 6+.
 - Bathrooms:** Options for 1, 2, 3, 4, 5, and 6+.
 - Minimum Lot Size:** A dropdown menu set to 5000.
 - Available:** A checkbox group with options: Rent, With In-Ground, Lease, and Pending.

Top Bar: Includes "Search" and "Favorites" buttons.

Table: A list of 15 properties with the following columns: Price, Sq.Ft., Bedrooms, Bath, and Stories.

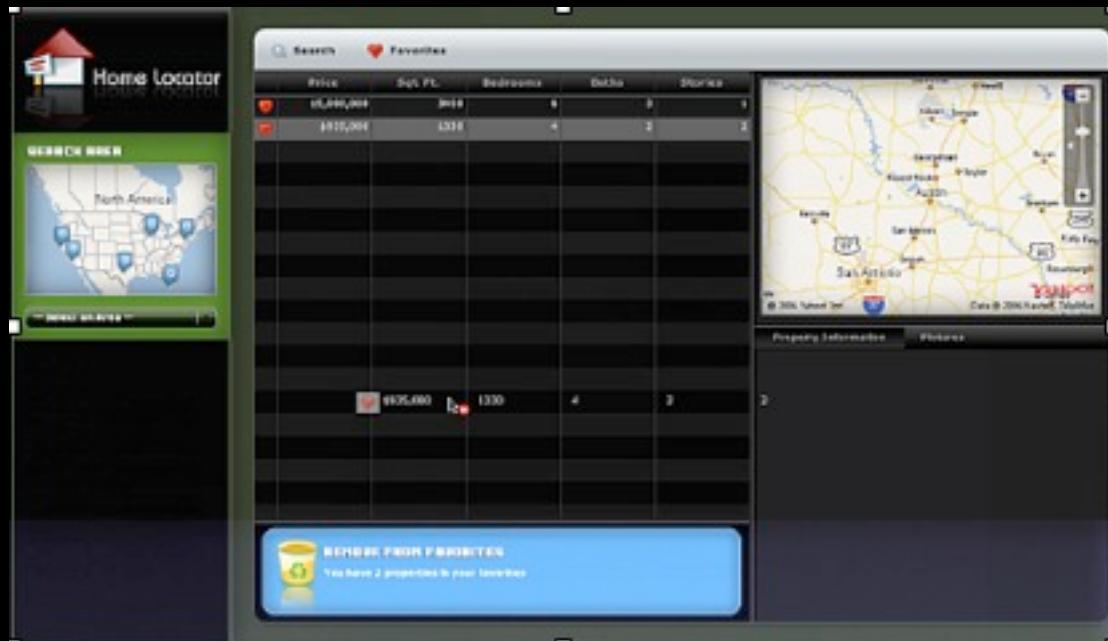
Price	Sq.Ft.	Bedrooms	Bath	Stories
\$400,000	764	2	1	1
\$225,000	7700	2	1	1
\$370,000	952	2	2	1
\$790,000	953	2	2	1
\$545,000	1090	2	4	1
\$5,000,000	3650	6	3	1
\$810,000	1518	3	3	1
\$100,000	1450	3	3	2
\$715,000	5264	3	3	1
\$815,000	1019	2	2	1
\$102,000	1279	4	3	1
\$410,000	1360	2	2	1
\$915,000	1330	4	2	2
\$105,000	1338	4	2	2

Map: A map of the San Antonio area showing streets and landmarks. A red marker is placed near the center of the map.

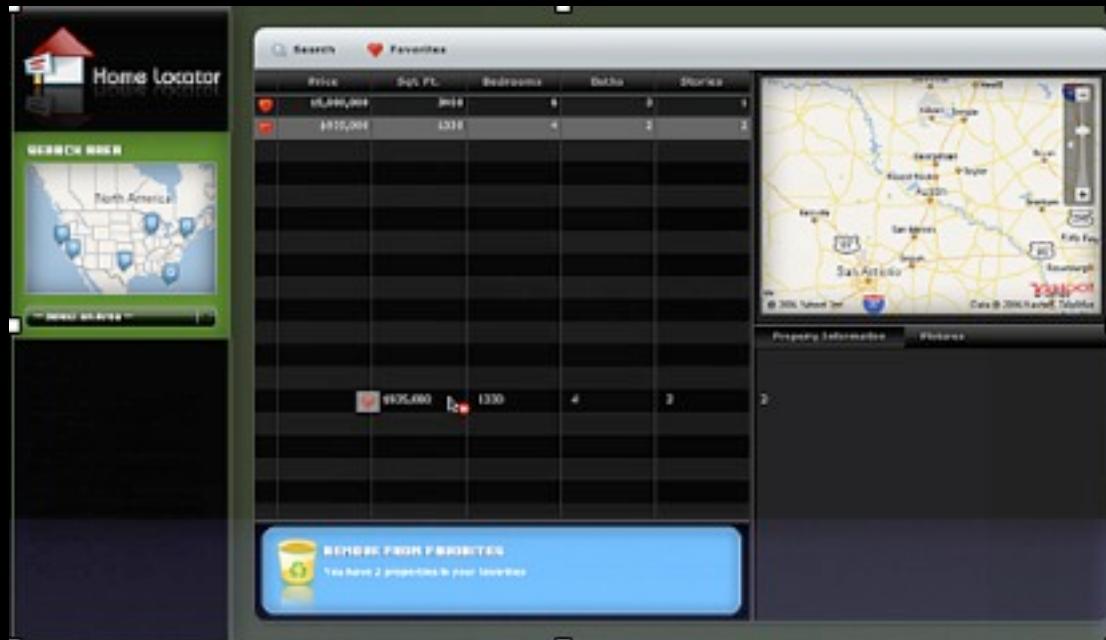
Bottom Bar: Includes "Property Information" and "Pictures" buttons.

Bottom Panel: A blue bar with a heart icon and the text "BEEP WHEN FAVORITES UPDATE". Below it, a message says "You have 2 properties in your favorites".

Artificial Moments



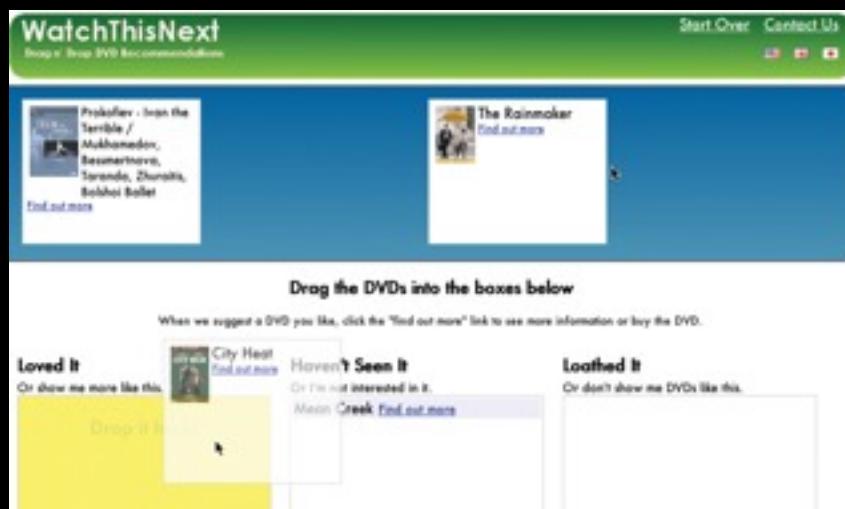
Artificial Moments



The screenshot shows a real estate search interface. At the top, there are 'Search' and 'Favorites' buttons. Below is a table with columns: Price, Sqft, Bedrooms, Bath, and Stories. Two properties are listed:

Price	Sqft	Bedrooms	Bath	Stories
\$1499,000	3000	4	3	1
\$105,000	1300	4	2	2

On the right is a map of the San Antonio area with various neighborhoods and landmarks labeled. Below the map is a 'Property Information' tab. At the bottom, there is a blue button labeled 'REFRESH FROM PROVIDER' with the note 'You have 2 properties in your favorites'.



The screenshot shows a movie recommendation interface. At the top, there are 'Start Over' and 'Contact Us' buttons. Below is a list of movies:

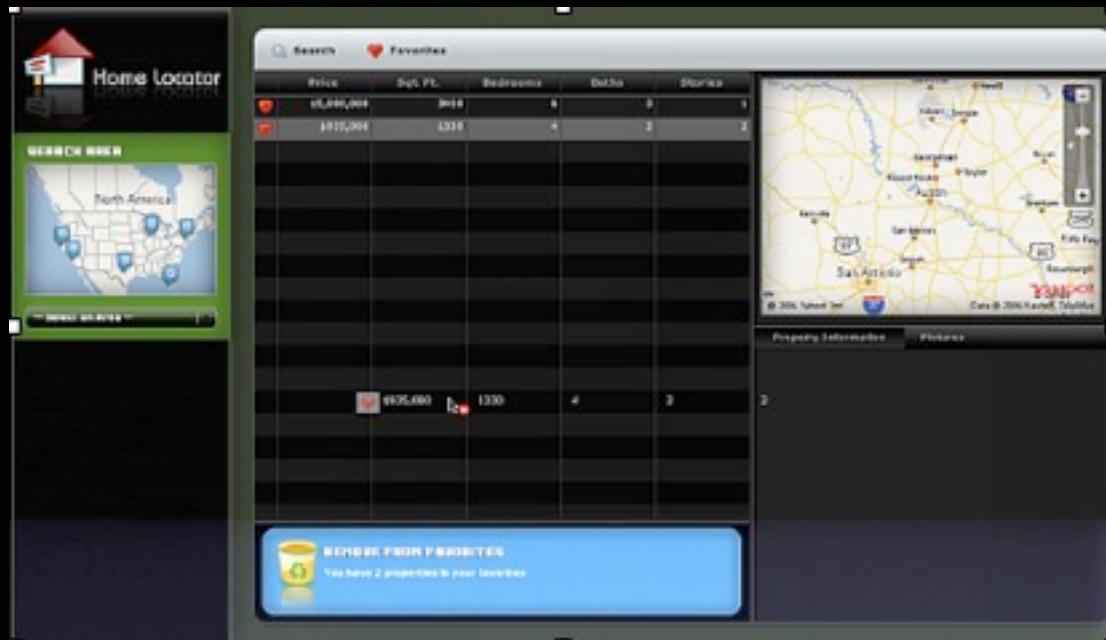
- Prokofiev : From the Terrible / Muhammad, Beaumaris, Torando, Zhurav, Bolshoi Ballet [Find out more](#)
- The Rainmaker [Find out more](#)

Below the list is a section titled 'Drag the DVDs into the boxes below' with the sub-instruction 'When we suggest a DVD you like, click the "Find out more" link to see more information or buy the DVD.' There are three categories for dragging movies:

- Loved It**: 'Or show me more like this.' [Drop it](#)
- Haven't Seen It**: 'Or I'm not interested in it.' [Mean Creek](#) [Find out more](#)
- Loathed It**: 'Or don't show me DVDs like this.'

anti-pattern. artificial construct.

Artificial Moments



A screenshot of a real estate search interface. At the top, there are search and favorite buttons. Below is a table of property listings with columns for Price, Sqft, Bedrooms, Bath, and Stories. One listing is highlighted: \$1,499,000, 3000 sqft, 4 bedrooms, 3.5 baths, 3 stories. To the right is a map of the San Antonio area with a red dot indicating the property's location. At the bottom, there's a 'REMEMBER FROM PREFERENCES' section with a reminder that the user has 2 properties in their favorites.



A screenshot of a movie recommendation interface. At the top, it says 'WatchThisNext' and 'Drag n' Drop DVD Recommendations'. Below is a list of movies: 'Prokofiev: From the Terrible /' (Muhammad Ali, Beethoven, Borodino, Zhivago, Bolshoi Ballet) and 'The Rainmaker' (Brad Pitt). A large blue box contains the text 'Drag the DVDs into the boxes below'. Below this, there are three categories: 'Loved It' (City Heat, Indiana Jones), 'Haven't Seen It' (Or I'm not interested in it, Mean Creek), and 'Loathed It' (Or don't show me DVDs like this). Each category has a 'Find out more' link.

anti-pattern. artificial construct.

Classics

Recommendations



High Plains Drifter



Not Interested

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



The Great Escape



Not Interested

Director John Sturges's Oscar-nominated adventure classic follows the true tale of a group-escape attempt from one of Germany's toughest prisoner-of-war camps. Hundreds of Allied POWs join Roger "Big X" Bartlett (Richard Attenborough), Danny "The ... [Read More](#)

[More Recommendations >](#)

Featured Subg
CLASSIC CO



[Add](#)

Jane, two up-a
yuppies who e
lifestyle before
name for it. Bu
his lucrative jo
[Read More](#)

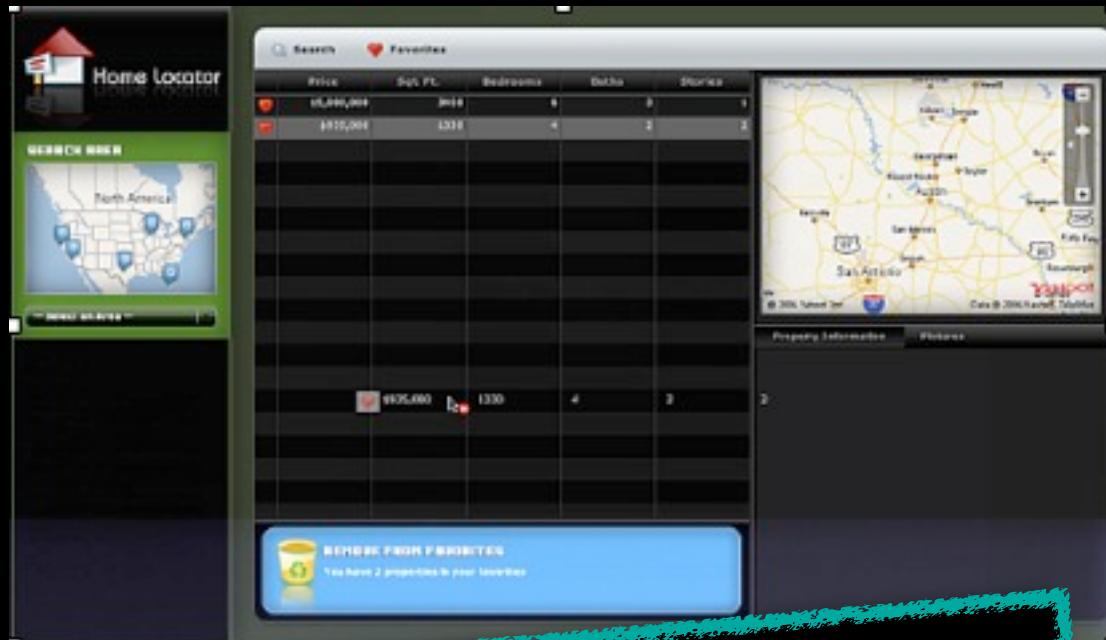


[Add](#)

again -- this tim
the life and tim
Perhaps the m

rate an object. [netflix.com](#)

Artificial Moments



Avoid artificial visual constructs for drag and drop.



anti-pattern. artificial construct.

Classics

Recommendations



High Plains Drifter



Not Interested

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



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[More Recommendations >](#)

rate an object. [netflix.com](#)

Featured Sub...
CLASSIC CO...



Add

Jane, two up-a...
yuppies who e...
lifestyle before
name for it. Bu...
his lucrative jo...
[Read More](#)



Add

again -- this tim...
the life and tim...
Perhaps the m...



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Unnecessary Moments

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

[IBM, AMD, Sony boost chip speeds by 24%](#)

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

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

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

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



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185 diggs dug 11

Are Lost's New Time-Travel Theory

popular heads worms: [REDACTED]

Remove barriers [REDACTED] keep our new can of

25 Comments Share Favorite? ♠ msaleem made popular 9 min ago



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Unnecessary Moments

Yelp Food brought to you by MGD 64



Mi Tierra Foods

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

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

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



[Add Photos](#)

Price Range: \$

Accepts Credit Cards: Yes

Parking: Street, Private Lot

Good for Kids: Yes

Attire: Casual

Good for Groups: No

Take-out: Yes

Takes Reservations: No

Delivery: No

Outdoor Seating: No

Waiter Service: No

Wheelchair Accessible: Yes

Good for: Lunch

Alcohol: None

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

First to Review

Amy J.

[Send to Friend](#)

[Bookmark](#)

[Send to Phone](#)

[Write a Review](#)

[Print version](#)

Unnecessary Moments

Yelp Food brought to you by MGD 64



Mi Tierra Foods

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

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

2082 San Pablo Avenue
(between Addison & 20th)
Berkeley, CA 94704
(510) 540-8946



[Add Photos](#)

Don't add unnecessary steps.

Price Range: \$

Accepts Credit Cards: Yes

Parking: Street, Private Lot

Good for Kids: Yes

Attire: Casual

Good for Groups: No

Take-out: Yes

Takes Reservations: No

Delivery: No

Outdoor Seating: No

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Alcohol: None

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

First to Review

Amy J.

[Send to Friend](#)

[Bookmark](#)

[Send to Phone](#)

[Write a Review](#)

[Print version](#)

Heavy Moments

Be mindful of the “click weight.”

Heavy Moments

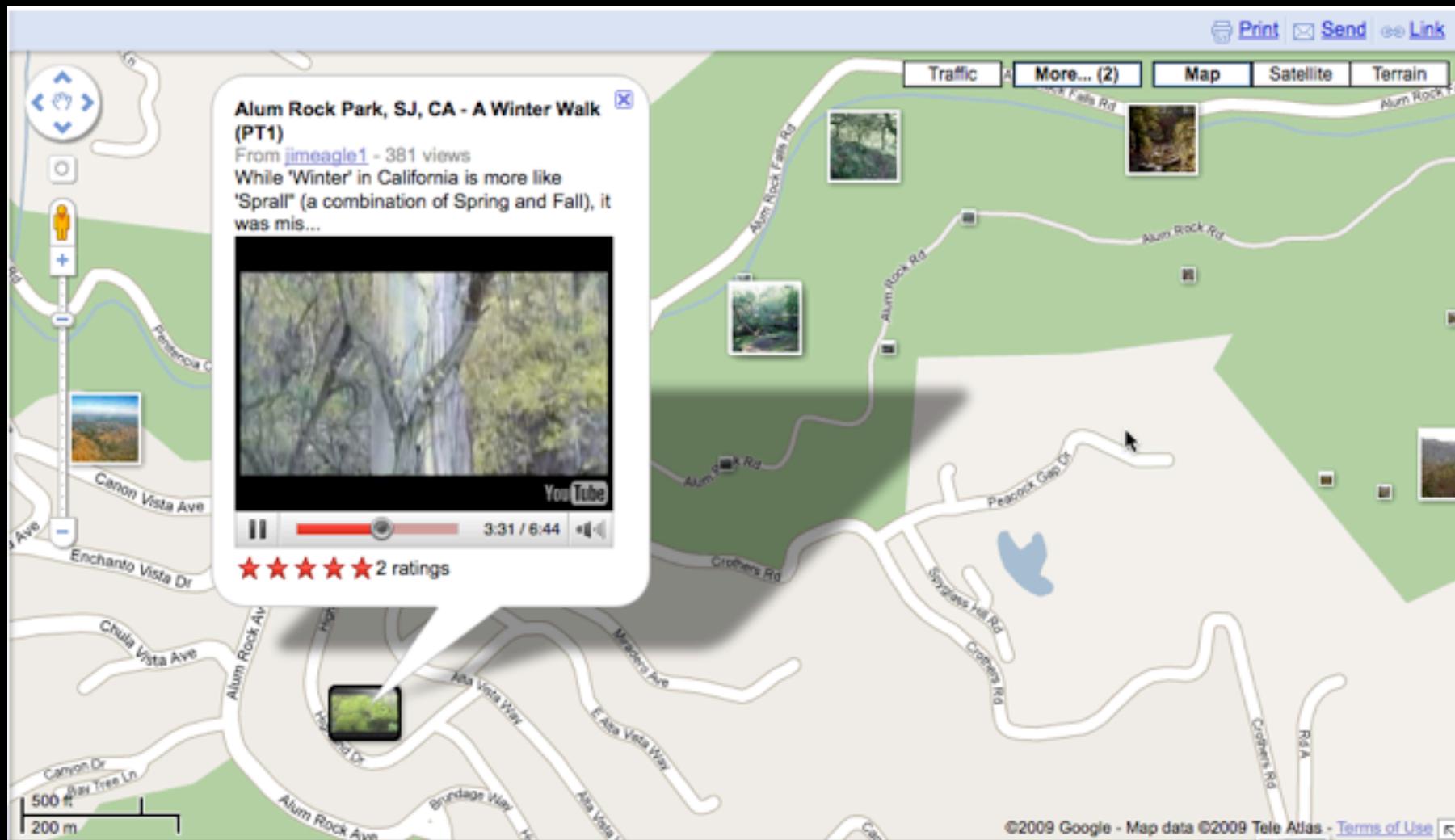
Be mindful of the “click weight.”

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

<http://genesisconduit.wordpress.com/2008/07/13/click-weight/>

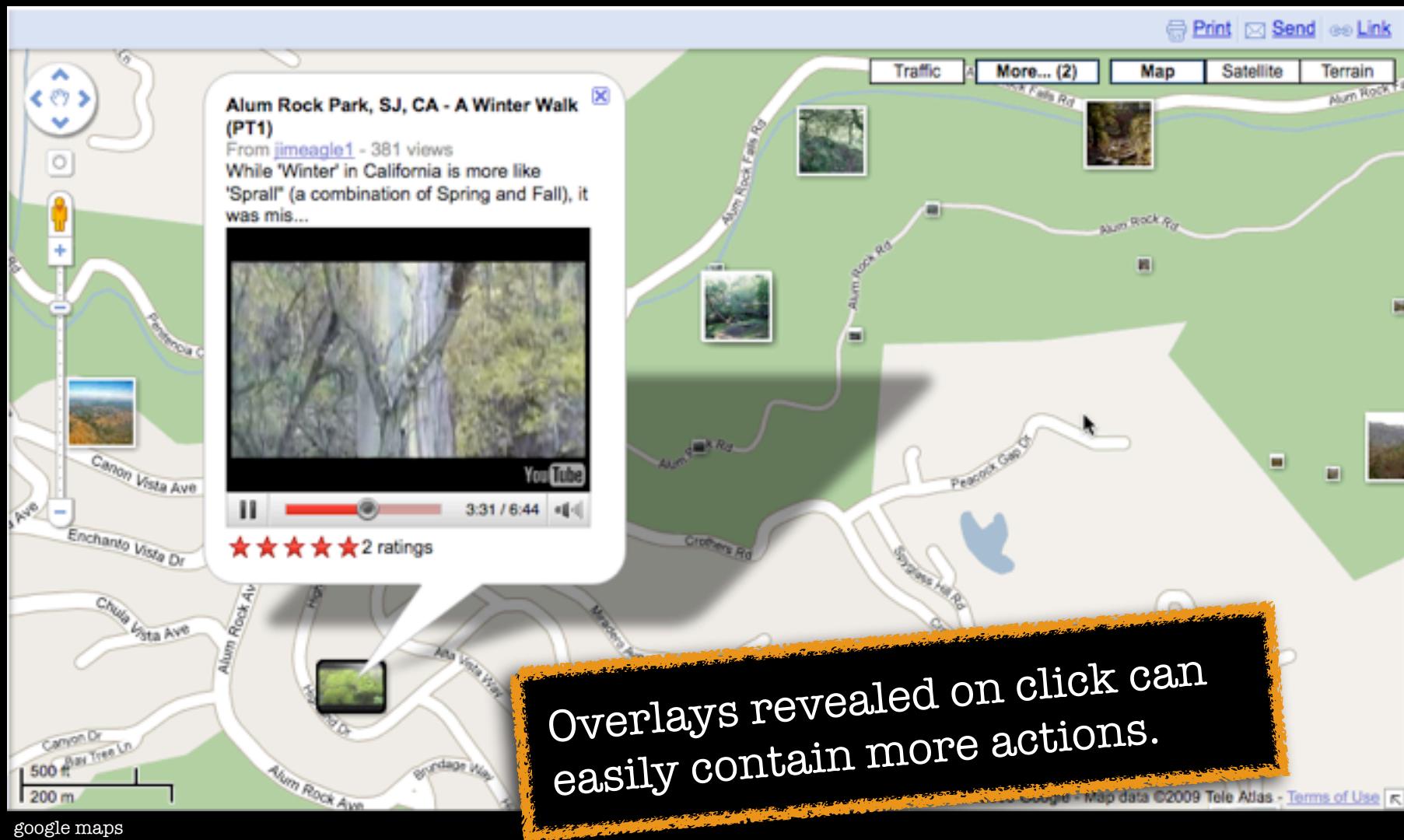
<http://www.amazon.com/Designing-Both-Sides-Screen-Collaborate/dp/0672321513>

On Click Moments



google maps

On Click Moments



Overlays revealed on click can easily contain more actions.

On Hover Moments



[lantzilla](#) pro says:

...with biscuits and gravy and all the fixins...

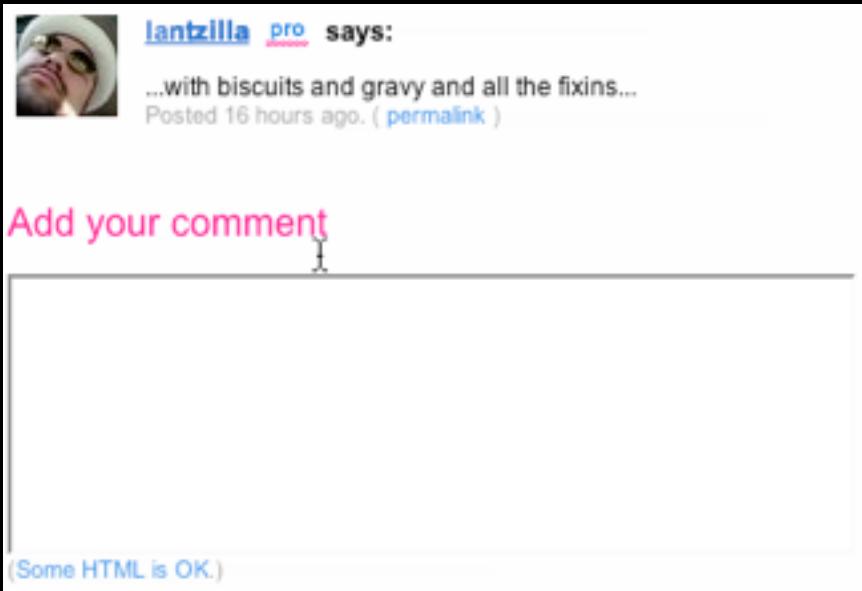
Posted 16 hours ago. ([permalink](#))

Add your comment

(Some HTML is OK.)

contextual tool menu. flickr.com

On Hover Moments



Iantzilla pro says:
...with biscuits and gravy and all the fixins...
Posted 16 hours ago. ([permalink](#))

Add your comment

(Some HTML is OK.)

contextual tool menu. flickr.com



Pick Up at the Store

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

contextual tool actions. backpackit

On Hover Moments



[iantzilla pro](#) says:

...with biscuits and gravy and all the fixins...

Posted 16 hours ago. ([permalink](#))

Add your comment

Preserve readability by initially hiding secondary actions.

(Some HTML is OK.)

contextual tool menu. flickr.com

Pick Up at the Store

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

contextual tool actions. backpackit

On Hover Moments

My Yahoo!

Hi, Bill

MY FAVORITES [+ Add](#)

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

RECOMMENDED

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

TODAY - July 22, 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](#)

 Mary Warren Ezra is in his First 4th of July outfit.

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

POPULAR

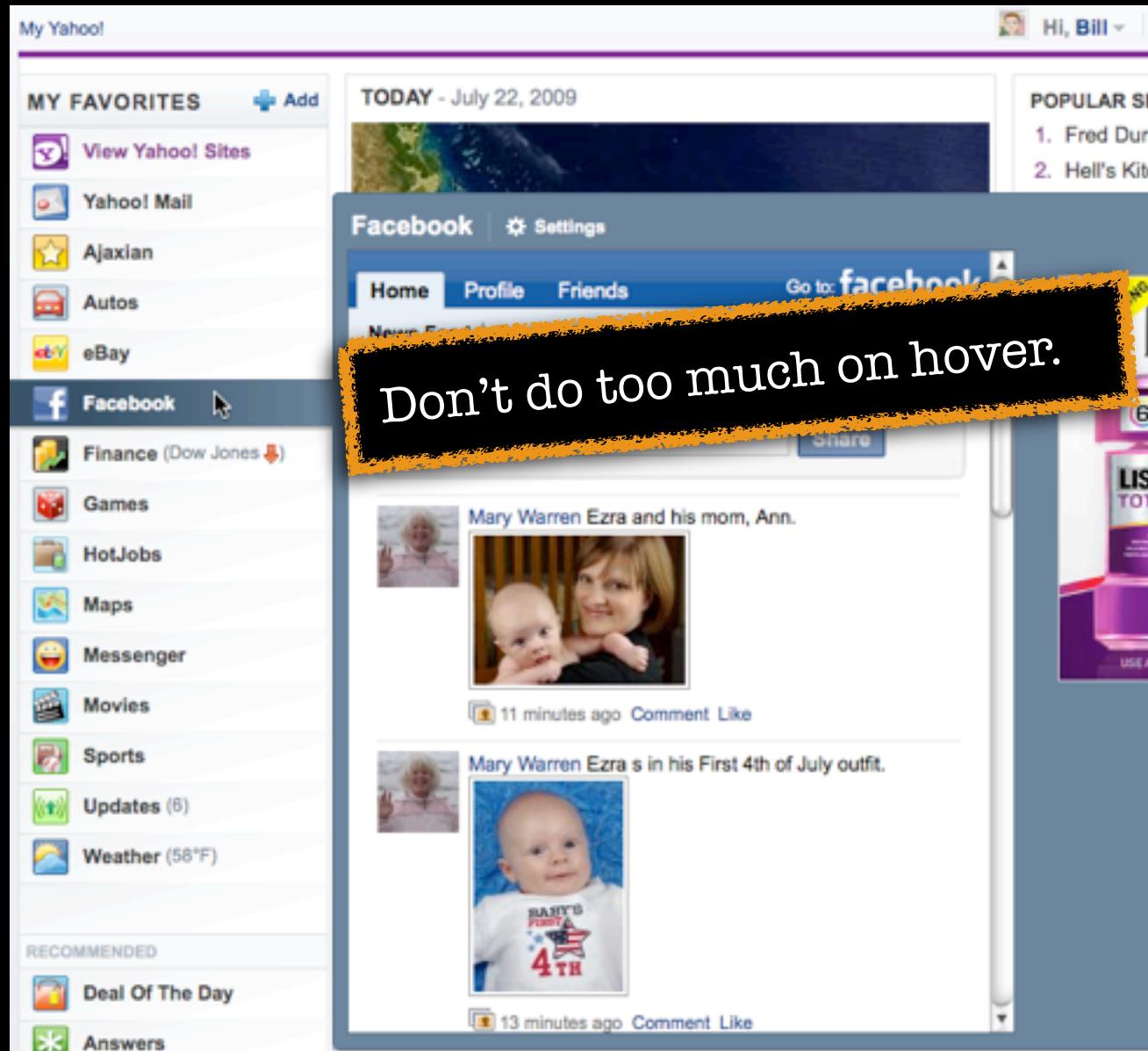
1. Fred Durst
2. Hell's Kitchen

INTRODUCING

LIST TOTAL USE A

embedded application overlay - hover activated. yahoo.com 2009

On Hover Moments



embedded application overlay - hover activated. yahoo.com 2009

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 at 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^{15th}** [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^{15th}** [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 [<](#) [>](#)

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My Yahoo! | Make Y! your homepage

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MY FAVORITES [+ Add](#)

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- [Games](#)
- [HotJobs](#)
- [Maps](#)
- [Messenger](#)
- [Movies](#)
- [Sports](#)
- [Updates \(11\)](#)

1 2

Edit Add

RECOMMENDED

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

TODAY - February 08, 2010

Clicks are explicit actions.
Hovers are not.

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

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- 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 Alamo Fire Breaks Out In S.U. Warehouse - [More](#)

1 of 5

TRENDING NOW

- 6. Chuck
- 7. International Sp...
- 8. Kim Kardashian
- 9. Dear John
- 10. Laura Chinchilla

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\$39.99 **\$29.99th** [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

Distracting Moments

The screenshot shows a Bing search results page for the query "Surf". The search bar at the top contains the word "Surf". The results are categorized under "IMAGES", showing 1-16 of 14,000,000 results with "safe search moderate". The results are displayed in a grid of 16 images, each showing a person surfing. The images are arranged in four rows of four. The first image in the grid is a thumbnail for a "SURF 09" album. The last image in the grid is a thumbnail for a "NEW O'NEILL BOARDSHORTS" advertisement. The left sidebar includes links for "ALL RESULTS", "Images" (which is selected and highlighted in orange), "Videos", "Local", "RELATED SEARCHES" (listing "Roxy", "Billabong", "Reef", "Movies"), and "FILTERS" (listing "SIZE", "LAYOUT", "COLOR", "STYLE", "PEOPLE"). The bottom 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 URL "16421.ms", the page title "16421.ms", and the time "16.423s".

contextual tool overlay. bing.com

Distracting Moments

Surf

IMAGES 1-16 of 14,000,000 results safe search moderate (change)

ALL RESULTS

Images

Videos

Local

RELATED SEARCHES

Roxy

Billabong

Reef

Movies

SIZE

LAYOUT

COLOR

STYLE

PEOPLE

© 2009 Microsoft | Privacy | Legal | Help | Feedback | Images are scaled down and may be copyrighted

Done

16421.ms YSlow 16.423s

contextual tool overlay. bing.com

Bing Refactored

Web Images Videos Shopping News Maps More | MSN | Hotmail

Sign In | United States | Preferences

Make Bing your decision engine

bing surf

ALL RESULTS

Local listings for Surf

Reference Articles on Surf

Images of Surf

RELATED SEARCHES

Surf Girls

Hawaii Surf Waves

Los Angeles Surf

Surf Board

Surf Art

Ocean Surf

Surf Detergent

Surf Fishing

Surf Pictures

SIZE

LAYOUT

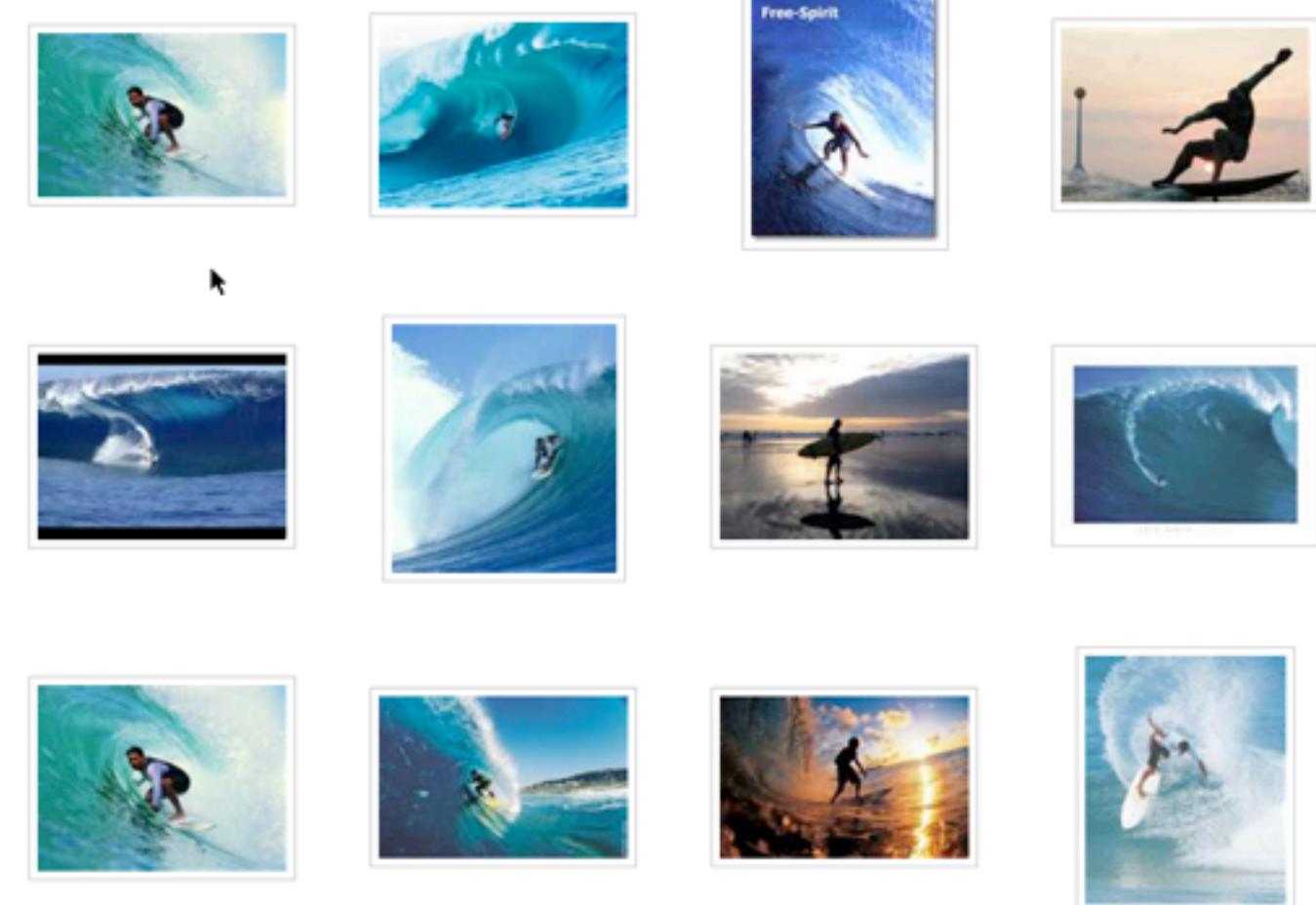
COLOR

STYLE

PEOPLE

IMAGES 1-16 of 2,490,000 results SafeSearch moderate ([Change](#))

Free-Spirit



contextual tool overlay. bing.com

Bing Refactored

Web Images Videos Shopping News Maps More | MSN | Hotmail

Sign In | United States | Preferences

Make Bing your decision engine

surf

ALL RESULTS

Local listings for Surf

Reference Articles on Surf

Images of Surf

IMAGES 1-16 of 2,490,000 results SafeSearch moderate ([Change](#))

No more “shifting content”

RELATED SEARCHES

Surf Girls

Hawaii Surf Waves

Los Angeles Surf

Surf Board

Surf Art

Ocean Surf

Surf Detergent

Surf Fishing

Surf Pictures

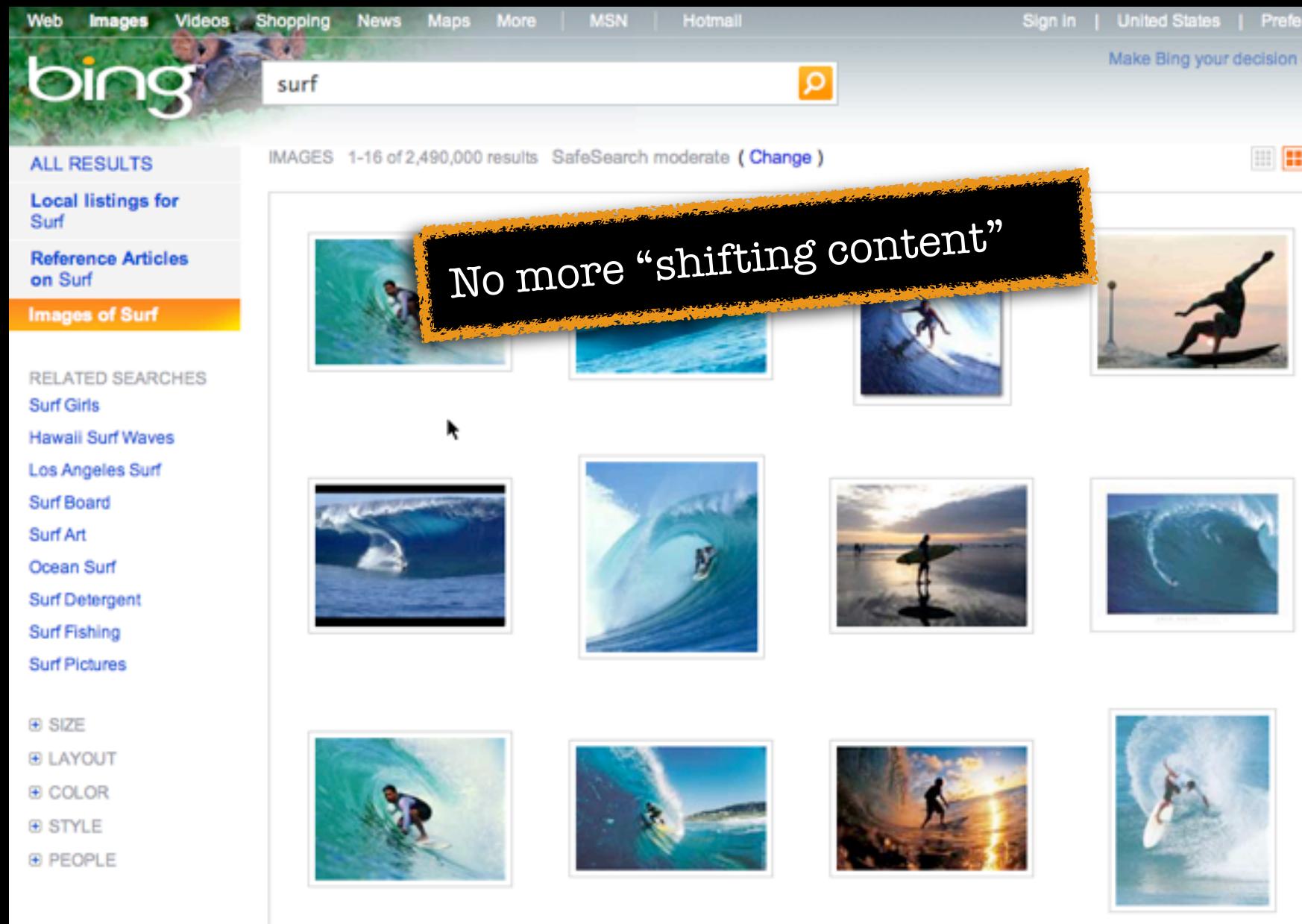
[+ SIZE](#)

[+ LAYOUT](#)

[+ COLOR](#)

[+ STYLE](#)

[+ PEOPLE](#)



Bing Refactored

Web Images Videos Shopping News Maps More | MSN | Hotmail

Sign In | United States | Preferences

Make Bing your decision engine

bing

surf

ALL RESULTS

Local listings for Surf

Reference Articles on Surf

Images of Surf

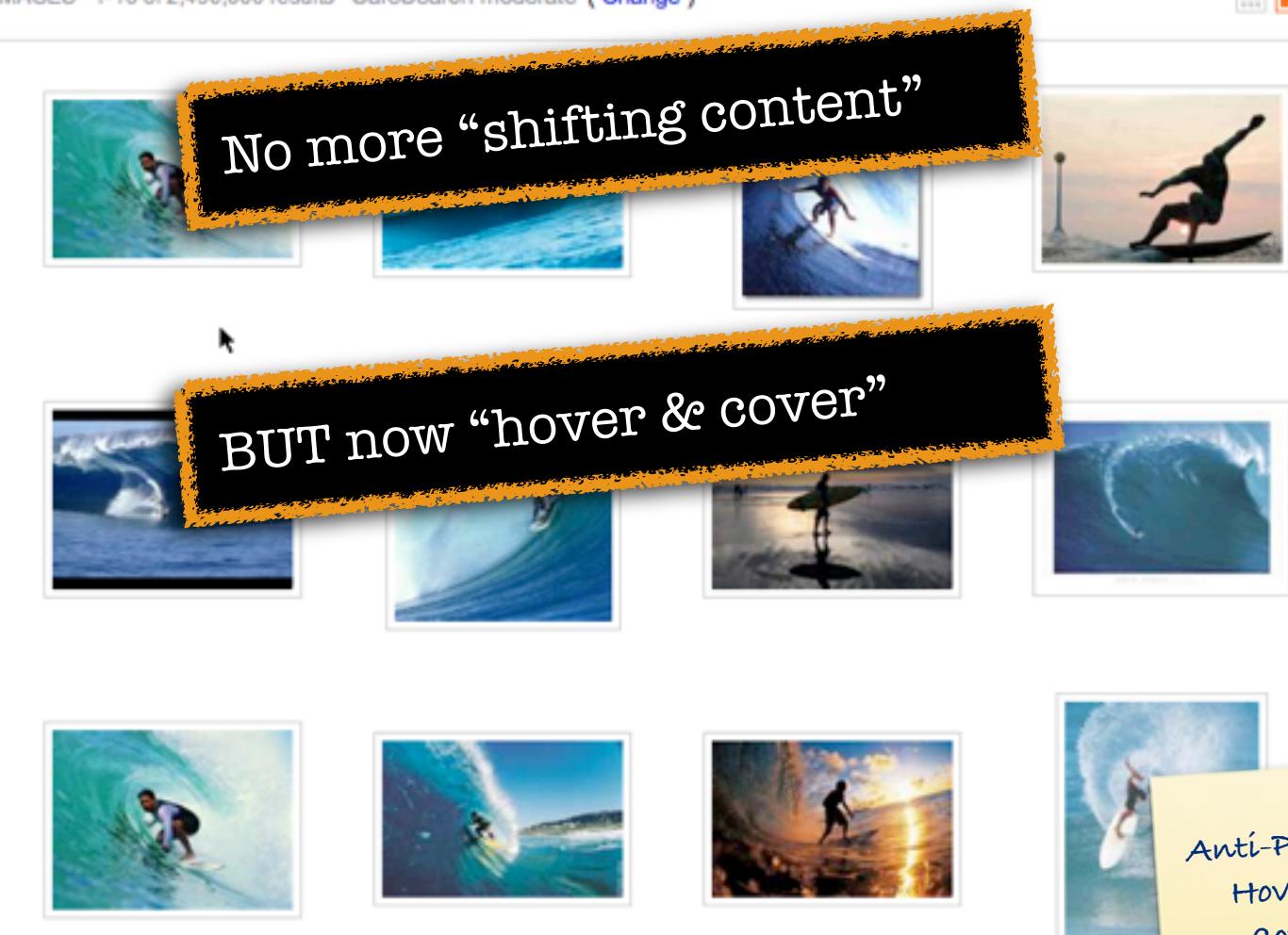
IMAGES 1-16 of 2,490,000 results SafeSearch moderate (Change)

No more “shifting content”

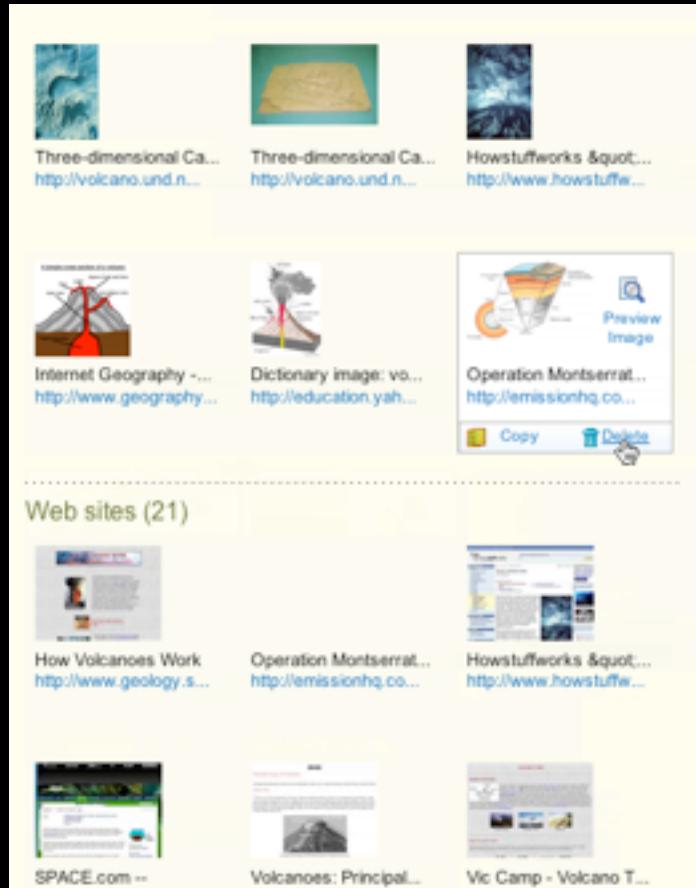
BUT now “hover & cover”

Anti-Pattern
Hover & Cover

contextual tool overlay. bing.com



Refactoring Distracting Moments



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

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

Howstuffworks "...
<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.s...>

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

Howstuffworks "...
<http://www.howstuffw...>

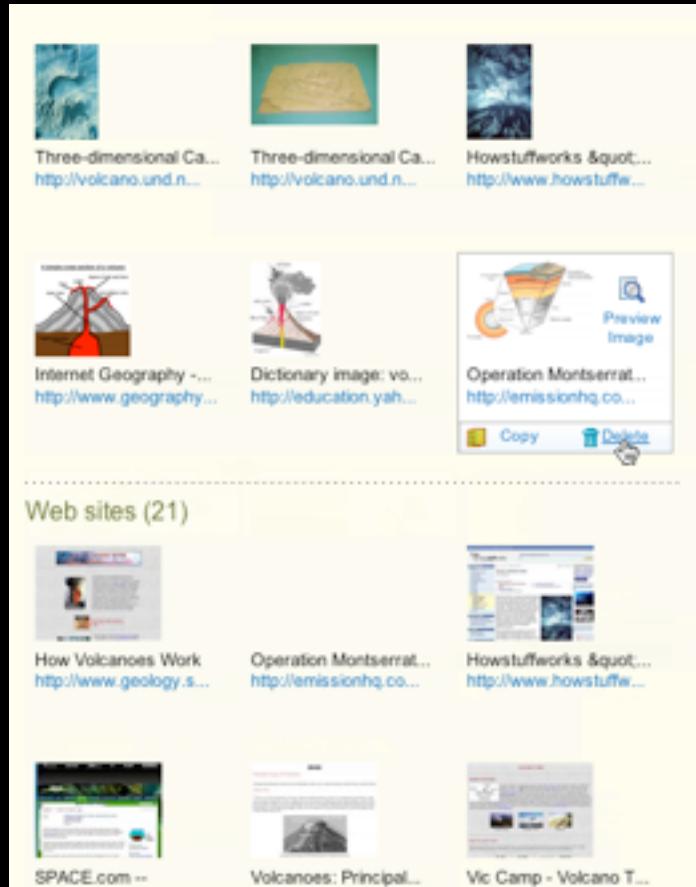
SPACE.com --
[SPACE.com --](#)

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

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

hover & cover resolved. y! teachers

Refactoring Distracting Moments



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

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

Howstuffworks "...
<http://www.howstuffw...>

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

Dictionary image: vo...
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Howstuffworks "...
<http://www.howstuffw...>

SPACE.com ...
<http://www.space.com...>

Volcanoes: Principal...
<http://www.volcanoes...>

Vic Camp - Volcano T...
<http://www.viccamp.co...>



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

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

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

Preview Image

Copy Delete

hover & cover resolved. y! teachers

Refactoring Distracting Moments

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

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

Howstuffworks "...
<http://www.howstuff...>

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

Dictionary image: vo...
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Operation Montserrat...
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Web sites (21)

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

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

Howstuffworks "...
<http://www.howstuff...>

SPACE.com --
<http://www.space.com...>

Volcanoes: Principal...
<http://www.volcanoes...>

Vic Camp - Volcano T...
<http://www.viccamp.co...>

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

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

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

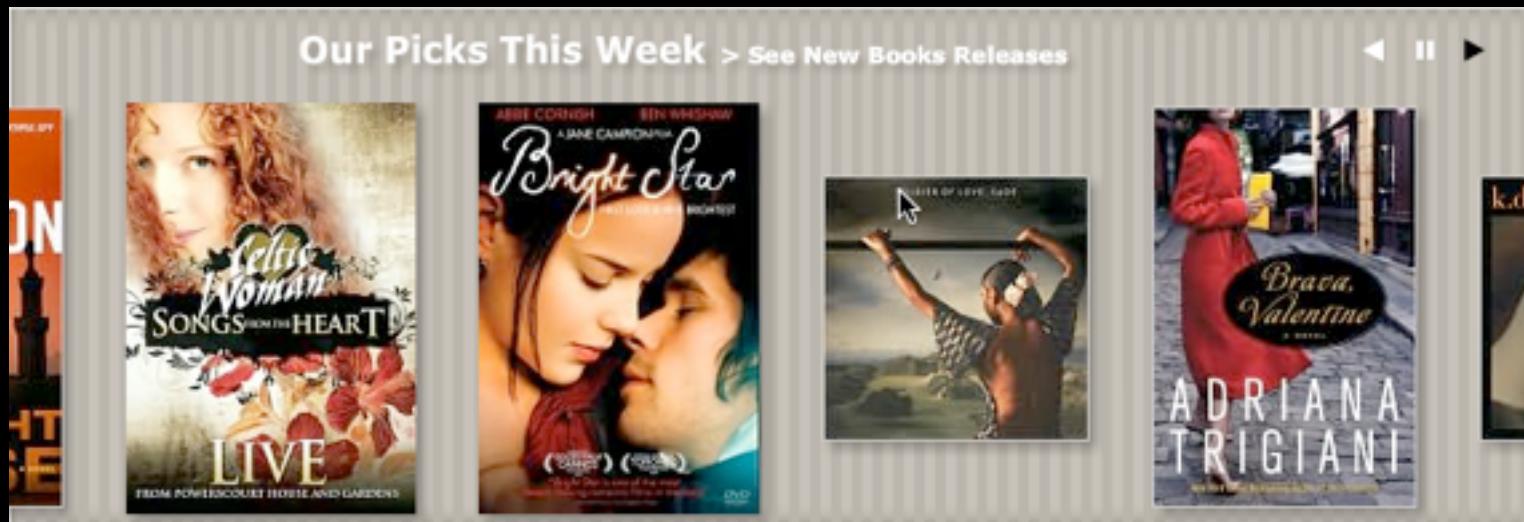
Preview Image

Copy Delete

Provide breathing room for
contextual tools.

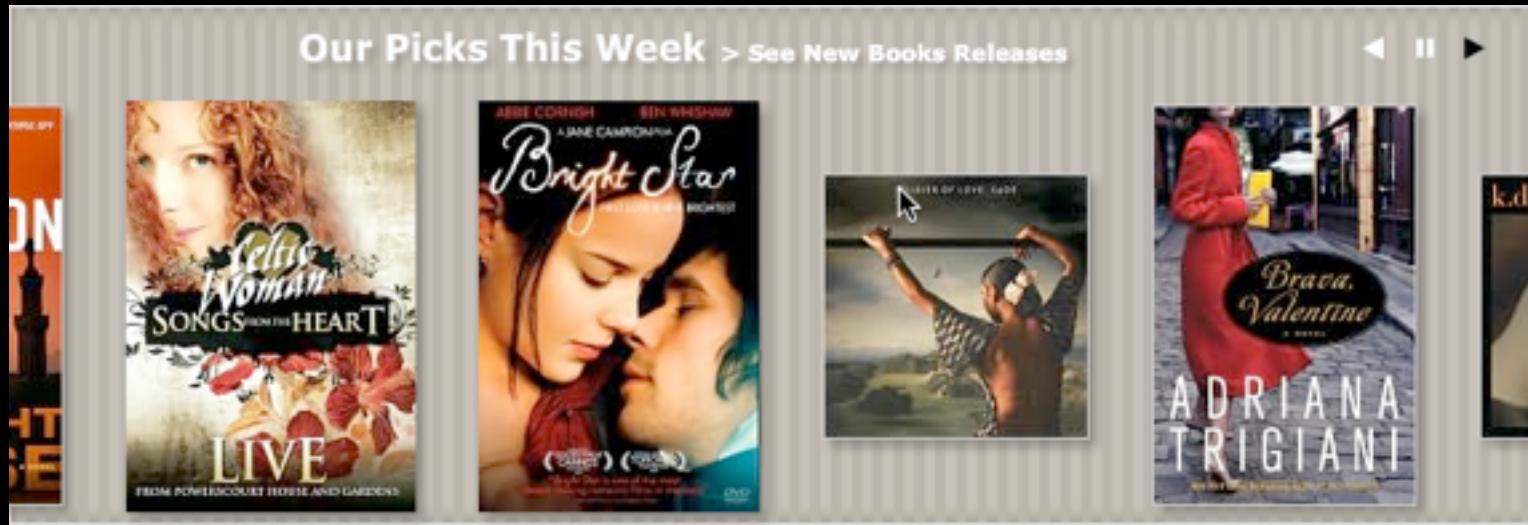
hover & cover resolved. y! teachers

Delicate Balance Broken



barnes and nobles

Delicate Balance Broken



barnes and nobles

Anti-Pattern
Hover &
Cover

Delicate Balance Broken



barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Delicate Balance Broken



barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Anti-Pattern
Mouse
Trap

Delicate Balance Broken



barnes and nobles

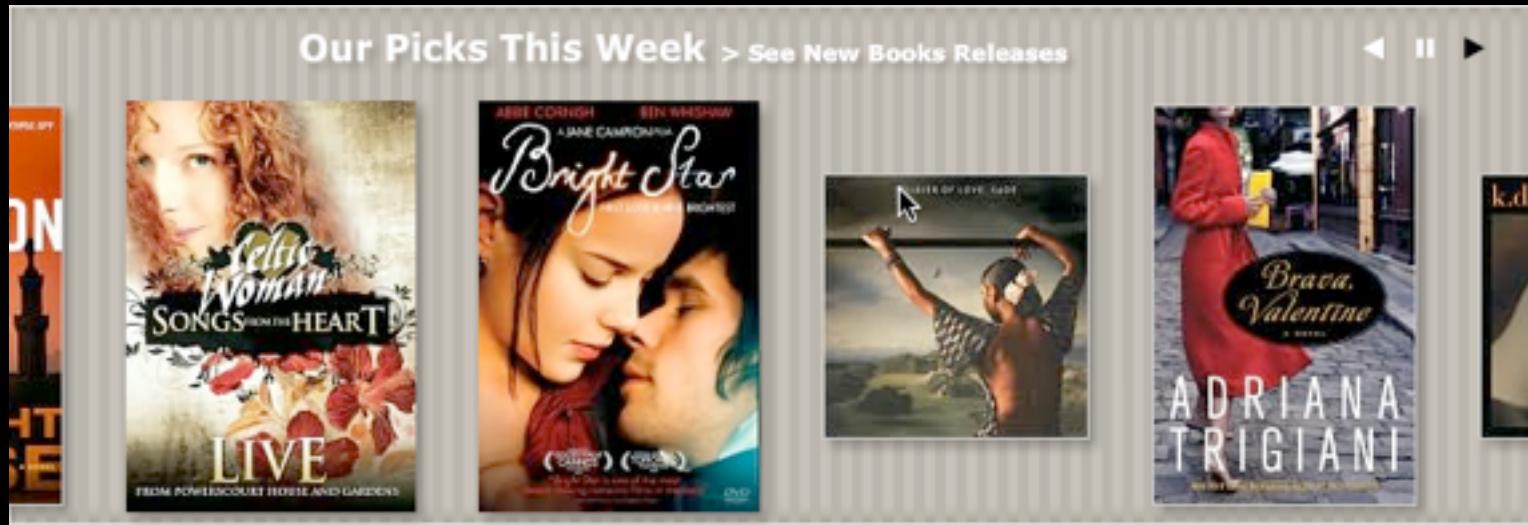
Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Anti-Pattern
Mouse
Trap

Anti-Pattern
Tiny
Target

Delicate Balance Broken



barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Anti-Pattern
Mouse
Trap

Anti-Pattern
Tiny
Target

Anti-Pattern
Novel
Notion



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.



Keeping Context

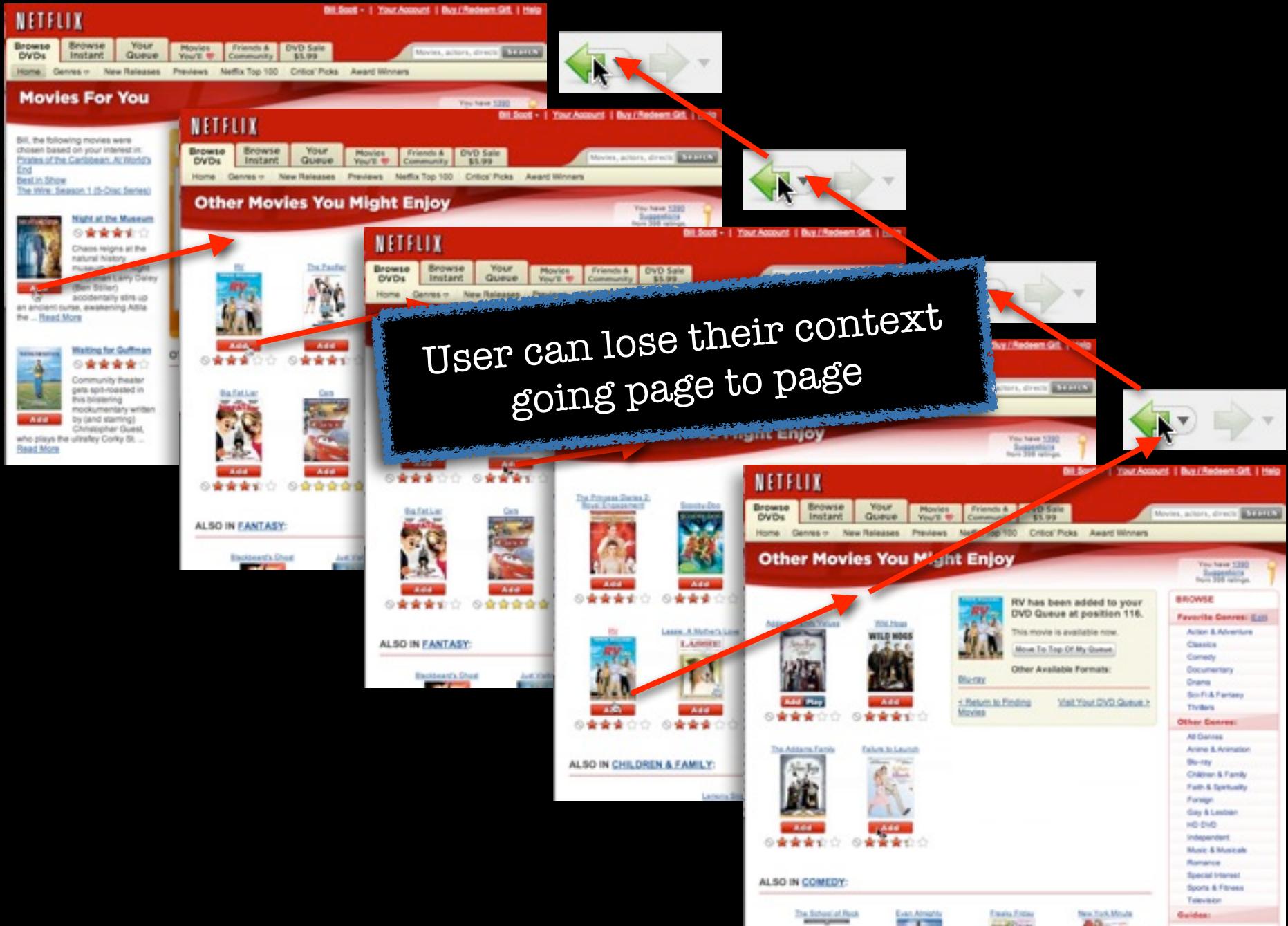
The image consists of five screenshots of the Netflix website, arranged vertically, showing a user's interaction with the 'Other Movies You Might Enjoy' section. Each screenshot shows a different stage of the process:

- Initial Screenshot:** Shows the 'Other Movies You Might Enjoy' section with the movie 'RV' listed. A red arrow points to the 'Add' button for 'RV'.
- Second Screenshot:** Shows the 'Add' button for 'RV' has been clicked, and a confirmation message 'RV has been added to your DVD Queue at position 116.' is displayed.
- Third Screenshot:** Shows the 'Add' button for 'RV' has been clicked again, and a confirmation message 'This movie is available now.' is displayed.
- Fourth Screenshot:** Shows the 'Add' button for 'RV' has been clicked again, and a confirmation message 'Other Available Formats:' is displayed.
- Fifth Screenshot:** Shows the 'Add' button for 'RV' has been clicked again, and a confirmation message 'Return to Finding Movies' is displayed.

Each screenshot also includes a red arrow pointing to the 'Add' button for the movie 'RV'.

Keeping Context

User can lose their context
going page to page



Overlays Capture Moments

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

Left Screenshot (Movies For You):

- Header:** Back to: Confessions of a Superhero, Close
- Breadcrumbs:** NETFLIX, Browse DVDs, Your Queue
- Top Navigation:** Bill Board - Your Account, Buy/Rent/Queue, Help
- Section:** Movies For You
- Content:** A movie card for "Night at the Museum" with a 4-star rating and a "Read More" link. Below it, a card for "Waiting for Guffman" with a 4-star rating and a "Read More" link.
- Callout:** A red arrow points to a tooltip in the top right corner: "You have 1200 suggestions from 200+ ratings."
- Bottom:** Other movies like "Firewall", "1", "2", "Big Fat Liza", "Cars", "Brides to Terrible", and "Just Married".

Right Screenshot (Other Movies You Might Enjoy):

- Header:** NETFLIX, Close
- Breadcrumbs:** NETFLIX, Browse DVDs, Home
- Section:** Other Movies You Might Enjoy
- Content:** A movie card for "RV" with a 4-star rating and a "Read More" link. Below it, a card for "The Pacifier" with a 4-star rating and a "Read More" link.
- Callout:** A red arrow points to a tooltip in the top right corner: "Night at the Museum has been added to your DVD Queue at position 113. This movie is available now. Move To Top Of My Queue".
- Bottom:** Other movies like "Big Fat Liza", "Cars", "Brides to Terrible", and "Just Married".

Overlays Capture Moments

← Back to: Confessions of a Superhero

Close 

NETFLIX

86.80\$ - | Your Account | Buy/Rent/Queue | Help

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

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

Movies For You

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

Rate Your Recent Return

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



Night at the Museum
★★★★★
Chaos reigns at the natural history museum when Sherman (Larry Daley [Ben Stiller]) accidentally stirs up an ancient curse, awakening Attila the ... [Read More](#)



The Princess Diaries 2: Royal Engagement
★★★★★
A year after the events of the first movie, Anne (Anne Hathaway) is engaged to Prince Edward (James Marsden). Anne's best friend, Mia (Kristen Bell), is still trying to figure out what she wants to do with her life. ... [Read More](#)



Princess Diaries, Season 1
★★★★★
Anne (Anne Hathaway) is a bright, bubbly young woman who has just graduated from college and is about to begin her first year of law school. She is a bit of a dreamer, but she is determined to succeed. ... [Read More](#)



Miss Congeniality
★★★★★
A year after the events of the first movie, Anne (Anne Hathaway) is engaged to Prince Edward (James Marsden). Anne's best friend, Mia (Kristen Bell), is still trying to figure out what she wants to do with her life. ... [Read More](#)



Princess Diaries, Season 2
★★★★★
Anne (Anne Hathaway) is a bright, bubbly young woman who has just graduated from college and is about to begin her first year of law school. She is a bit of a dreamer, but she is determined to succeed. ... [Read More](#)

Other Movies You Might Enjoy



Hard Candy
★★★★★
Community theater gets split-in-half in this blistering mockumentary written by (and starring) Christopher Guest, who plays the ultrafly Corky St. ... [Read More](#)



Goodnight, My Love
★★★★★
A woman (Demi Moore) who has been estranged from her husband (John Travolta) for 10 years returns home to find that her son (Jesse Plemons) has been raised by his father's new wife (Naomi Watts). ... [Read More](#)



The Brothers Grimsby
★★★★★
A retired secret agent (Will Ferrell) is recruited by his estranged twin brother (Mark Wahlberg) to infiltrate a secret society of super-villains. ... [Read More](#)

Also In Children & Family:



Home on the Range
★★★★★
A young cow named Buttercup (voiced by Renée Zellweger) and her best friend, a horse named Biggs (voiced by Dennis Hopper), set out on a 1,000-mile journey to the Grand Canyon to find Buttercup's missing father. ... [Read More](#)



Atlantis: The Lost Empire
★★★★★
A young boy named Kida (voiced by Dwayne Johnson) is the last of his people, the Atlanteans, who have been banished from their underwater city. ... [Read More](#)



Treasure Planet
★★★★★
A young boy named Jim (voiced by Ben Stiller) is the last of his people, the Pilgrims, who have been banished from their home planet. ... [Read More](#)



Pooh's Heffalump Movie
★★★★★
A young boy named Jim (voiced by Ben Stiller) is the last of his people, the Pilgrims, who have been banished from their home planet. ... [Read More](#)

Overlays Capture Moments

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

Left Screenshot (Overlays):

- Header:** Back to: Confessions of a Superhero, Close
- Top Navigation:** NETFLIX, Browse DVDs, Browse Instant, Your Queue, Movies You'll Love, Friends & Community, DVD Sales \$5.99, Help
- Middle Section:** Movies For You, Rate Your Recent Return (with a callout: You have 1200 suggestions from 200+ ratings), and a movie card for *Night at the Museum*.
- Bottom Section:** Waiting for Guffman, and a movie card for *Firewall*.

Right Screenshot (Overlays):

- Header:** Back to: The Panther, Close
- Top Navigation:** NETFLIX, Browse DVDs, Home, Genres, New Releases, Previews, Netflix Top 100, Critics' Picks, Award Winners
- Middle Section:** Other Movies You Might Enjoy, featuring *Adams Family Values*, *Wild Hogs*, *The Adams Family*, *Failure to Launch*, *Monster-in-Law*, and *Big Trouble*.
- Bottom Section:** Also in Comedy: *The School of Rock*, *Evan Almighty*, *Freaky Friday*, and *New York Minute*.

Two red arrows point from the top right of the left screenshot to the top right of the right screenshot, highlighting the consistent use of the "Close" button across both pages.

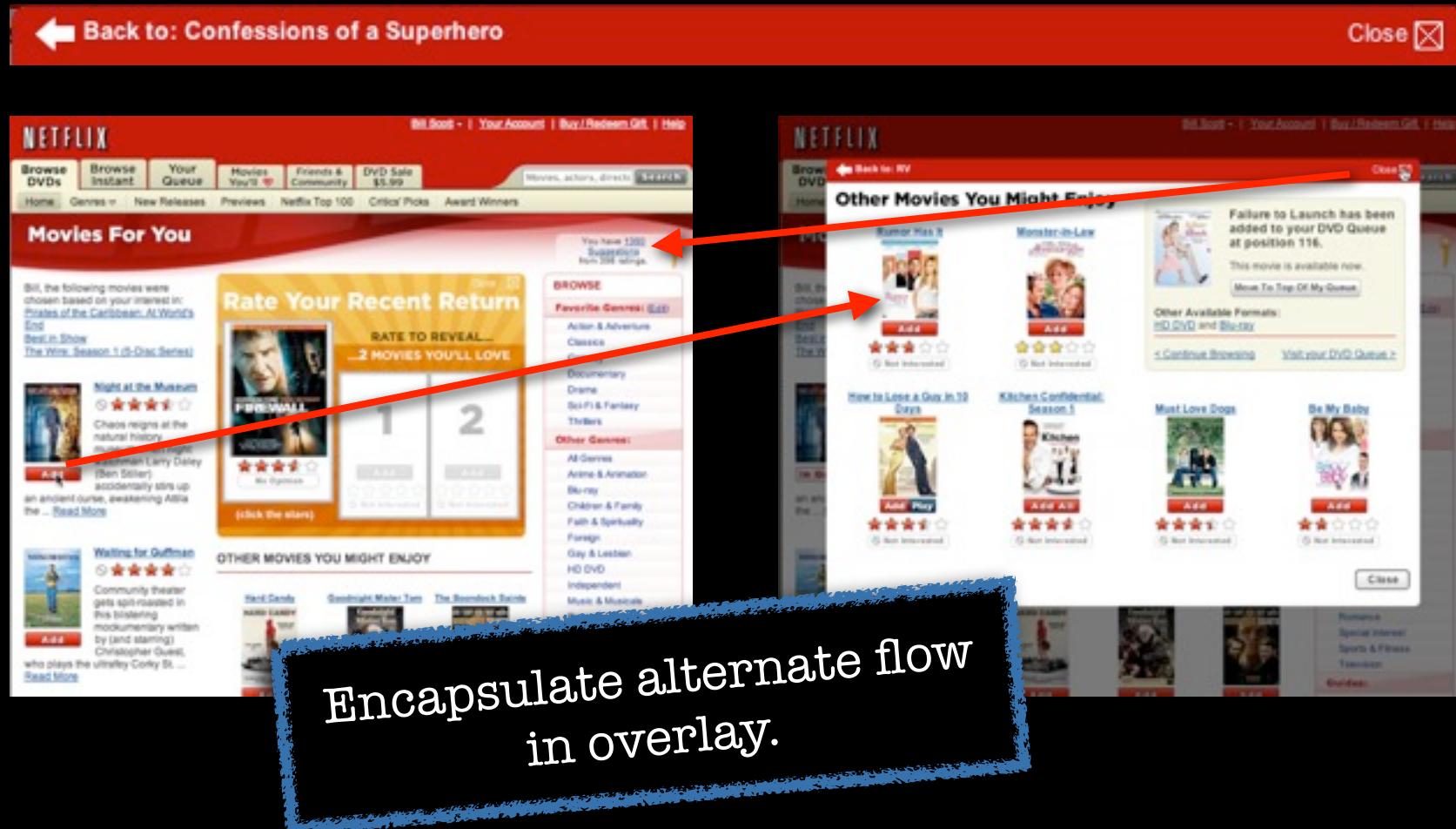
Overlays Capture Moments

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

Left Screenshot (Initial State): The main content area shows a "Movies For You" section with a "Rate Your Recent Return" card for the movie "Firewall". Below it, there are sections for "Night at the Museum" and "Waiting for Guffman". A sidebar on the right lists "Other Genres" including All Genres, Animation, Blu-ray, Children & Family, etc. A red arrow points from the sidebar to a tooltip in the top right corner: "You have 1200 suggestions from 200+ ratings." The top navigation bar includes links for "Back to: Confessions of a Superhero", "Close", "Browse DVDs", "Browse Instant", "Your Queue", "Movies You'll Love", "Friends & Community", "DVD Sales \$5.99", and "Help".

Right Screenshot (Captured Moment): The same "Movies For You" section is shown, but the sidebar has been overlaid by a modal window titled "Other Movies You Might Enjoy". This modal lists several movies with "Add" buttons: "Failure to Launch", "How to Lose a Guy in 10 Days", "Kitchen Confidential: Season 1", "Must Love Dogs", and "Be My Baby". A message in the modal states: "Failure to Launch has been added to your DVD Queue at position 116." Below the modal, the "Close" button is visible.

Overlays Capture Moments



Interrupting Moments

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 ▾

Drag photos into this tray and choose a task above.

  
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

Interrupting Moments

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

All My Photos

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

Sunset

Underneath

View from

Anti-Pattern
idiot
BOX

Eiffel Pulley

From Second Floor Up

Eiffel Tower

Friendly advice for photo sharing.



anti-pattern. idiot box. yahoo! photos

Look Ahead Moments

Showing Creative Commons-licensed content

Sort: Relevant | Recent | Interesting

View: Small | Medium | Detail | Slideshow

The page displays a grid of 20 images, each showing a different subject being viewed through a magnifying glass. The images include:

- Flowers (pink petunias) viewed through a magnifying glass.
- An open book viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.
- A magnifying glass itself.
- A person's face viewed through a magnifying glass.
- Pink flowers viewed through a magnifying glass.
- A car viewed through a magnifying glass.
- A chandelier viewed through a magnifying glass.
- A snake viewed through a magnifying glass.
- A magnifying glass icon.
- A person's face viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.
- A person's face viewed through a magnifying glass.

Groups

-  Poor-Man's Magnifying Glass 3,814 members
-  Closer and Closer 45,632 members

Photographers

-  r9M See related photo
-  seriykotik1970 See related photo

Tag Clusters

-  Photos with tags

Places

-  London, England See related photo
-  Cardiff, Wales See related photo

click overlay. flickr

Look Ahead Moments

Showing Creative Commons-licensed content

Sort: Relevant | Recent | Interesting

View: Small | Medium | Detail | Slideshow

The image grid displays 20 Creative Commons-licensed photos related to magnifying glasses. The images include:

- Flowers through a magnifying glass (From starmist1)
- An open book with a magnifying glass (From Tall Chris)
- A person looking through a magnifying glass (From 3fold)
- A person's face magnified through a lens (From Wes2theG09)
- A person holding a magnifying glass (From stephenjohnb...)
- A magnifying glass on a table (From massdistract...)
- A magnifying glass over a basketball (From Wes2theG09)
- Pink flowers (From kajyu)
- A car with a magnifying glass (From Wes2theG09)
- A chandelier (From mewroh)
- A snake (From Nancy~ in AZ)
- A magnifying glass icon (From FoxMulderVen)
- A person's face magnified (From kajyu)
- A close-up of a metallic object (From Nancy~ in AZ)
- A person's face (From zophonias)
- A blue patterned bag (From louisa_catlo...)
- A textured surface (From alanwoo)
- A person's face (From smileham)
- A close-up of a metallic object (From Nancy~ in AZ)
- A person's face (From zophonias)
- A magnifying glass icon (From Torley)
- A person's face (From alanwoo)

Groups

-  Poor-Man's Magnifying Glass 3,814 members
-  Closer and Closer 45,632 members

Photographers

-  r9M See related photo
-  seriykotik1970 See related photo

Tag Clusters

-  Photos with tags

Places

-  London, England See related photo
-  Cardiff, Wales See related photo

click overlay. flickr

Moments in Context

Moments in Context



\$630,000

5 Br

4 Ba



MLS # 80919588

120 Coffeeberry Dr, San Jose, CA 95123

Single Family Home • 2952 Square Feet • \$213 per Square Foot

Listing courtesy of Intero Real Estate Services



\$624,900

5 Br

4 Ba



MLS # 80921757

462 Porter Ln, San Jose, CA 95127

Single Family Home • 3324 Square Feet • \$188 per Square Foot

Listing courtesy of RE/MAX Real Estate Services



\$614,800

5 Br

4 Ba



MLS # 80916750

1708 Ewer Dr, San Jose, CA 95124

Single Family Home • 2720 Square Feet • \$226 per Square Foot

Listing courtesy of Intero Real Estate Services



NO PHOTOS

\$500,000

5 Br

4 Ba



MLS # 80913939

2924 Rock River Ct, San Jose, CA 95111

Single Family Home • 2312 Square Feet • \$216 per Square Foot

Listing courtesy of Continental Real Estate



\$499,915

6 Br

4 Ba

1653 Santee Dr, San Jose, CA 95122

Single Family Home • 2474 Square Feet • \$202 per Square Foot

inlay only. roost.com

Moments in Context



\$630,000
5 Br 4 Ba
MLS # 80919588

120 Coffeeberry Dr, San Jose, CA 95123
Single Family Home • 2952 Square



\$624,900
5 Br 4 Ba
MLS # 80921757

462 Porter Ln, San Jose, CA
Single Family Home • 3324 Square



\$614,800
5 Br 4 Ba
MLS # 80916750

1708 Ewer Dr, San Jose, CA
Single Family Home • 2720 Square



NO PHOTOS
5 Br 4 Ba
MLS # 80913939

\$500,000
5 Br 4 Ba
Single Family Home • 2312 Square



\$499,915
6 Br 4 Ba
Single Family Home • 2474 Square

Send Later 0 chars Select Social Network:


Send Now

Mentions (billwscott)

 **astorybeforebed** 9:48am, Feb 24 from Web
@billwscott YAY! :D
[Show Conversation](#)

 **bookslope** 6:47am, Feb 24 from TweetDeck
RT @Design_Innovate: Information Design: SpoolCast:
Interesting Moments with @billwscott <http://bit.ly/9bTghf>
+ Full <http://bit.ly/2H3BJ1> +

 **Michaelynch** 5:00pm, Feb 23 from Web
@billwscott Interesting. I'm actually developing a demo
for a flash game based on fishing and outdoor activity in
small town Canada.
[Show Conversation](#)

 **mediajunkie** 8:22am, Feb 23 from Tweetie
RT @UIE: Last day to save \$100 when you register for

inlay only. roost.com

Moments in Context

The image shows a real estate website interface. On the left, there are four house listings with their details and a 'NO PHOTOS' note. On the right, there is a sidebar titled 'Mentions (billwscott)' showing tweets from various users. A large, hand-drawn style callout box is overlaid on the top listing, containing the text 'Use inlays for strong contextual association.'

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

1708 Ewer Dr, San Jose, CA
\$614,800
5 Br 4 Ba
MLS # 80916750

2924 Rock River Ct, San Jos
\$500,000
5 Br 4 Ba
MLS # 80913939

1653 Santee Dr, San Jose, C
\$499,915
6 Br 4 Ba

Use inlays for strong contextual association.

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RT @UIE: Last day to save \$100 when you register for

inlay only. roost.com

Behind the Scenes Moments



A screenshot of a Bing search results page for the query "ajax". The results are filtered to show images. The first result is the official logo of AFC Ajax, a football club from Amsterdam, featuring a scorpion and the word "AJAX" in a circular emblem. Below the logo are several other images, including a group photo of the team, a can of Ajax laundry detergent, and a stadium. The search interface includes a sidebar with filters for "AJAX", "Images", and "Related People", as well as buttons for "SIZE", "LAYOUT", "COLOR", "STYLE", and "PEOPLE". The Bing logo is visible in the top left corner of the search results.

Loading "http://www.bing.com/images/search?q=ajax&fom=QB", completed 45 of 46 items

endless scrolling. bing.com

Behind the Scenes Moments

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

bing ajax

AJAX

Images

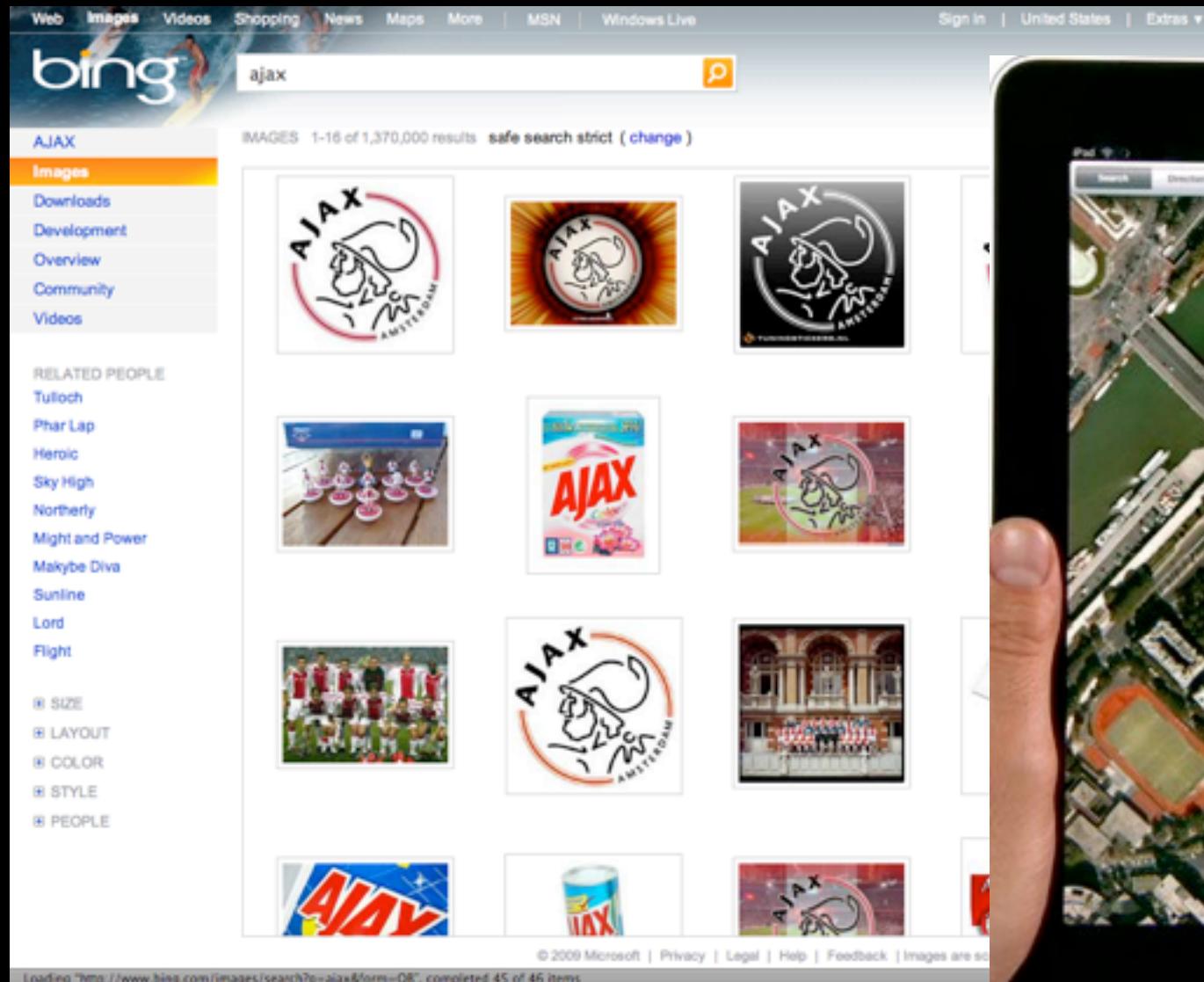
Downloads Development Overview Community Videos

RELATED PEOPLE

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

SIZE
LAYOUT
COLOR
STYLE
PEOPLE

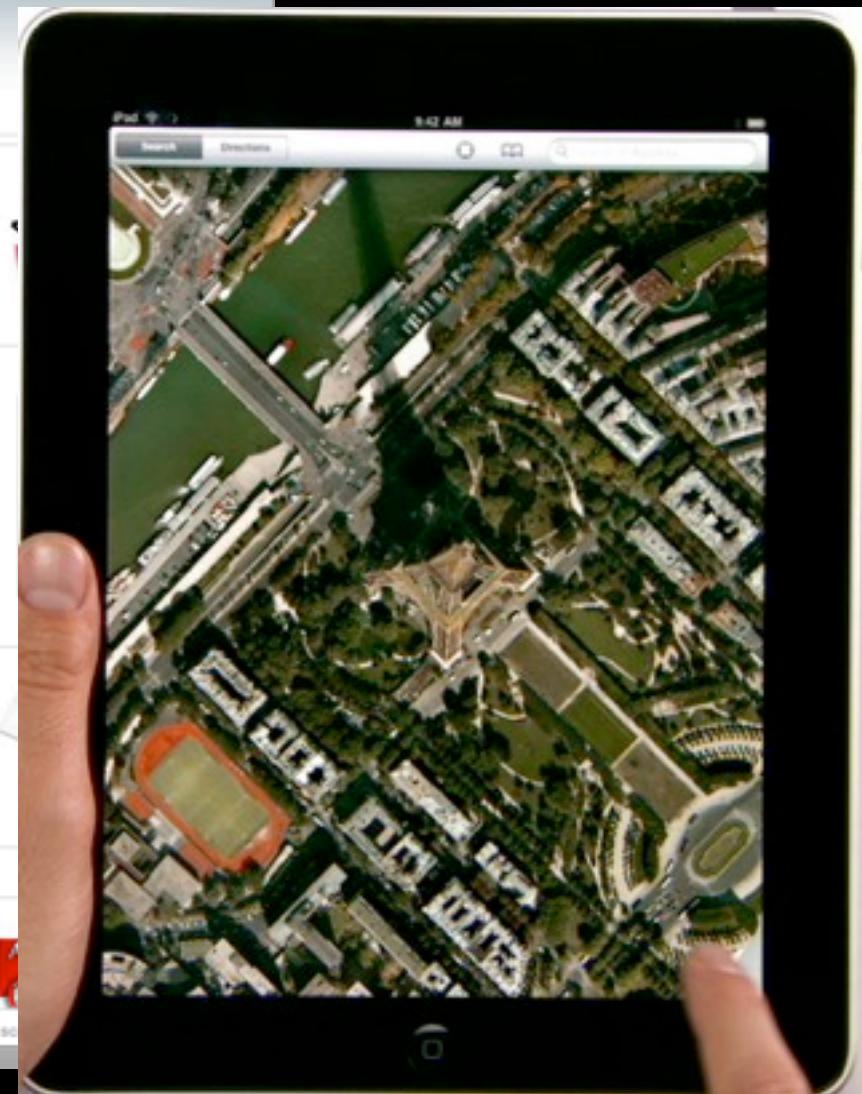
IMAGES 1-16 of 1,370,000 results safe search strict (change)



© 2009 Microsoft | Privacy | Legal | Help | Feedback | Images are safe

Loading "http://www.bing.com/images/search?q=ajax&fom=QB", completed 45 of 46 items

endless scrolling. bing.com



page curl. iPad Maps

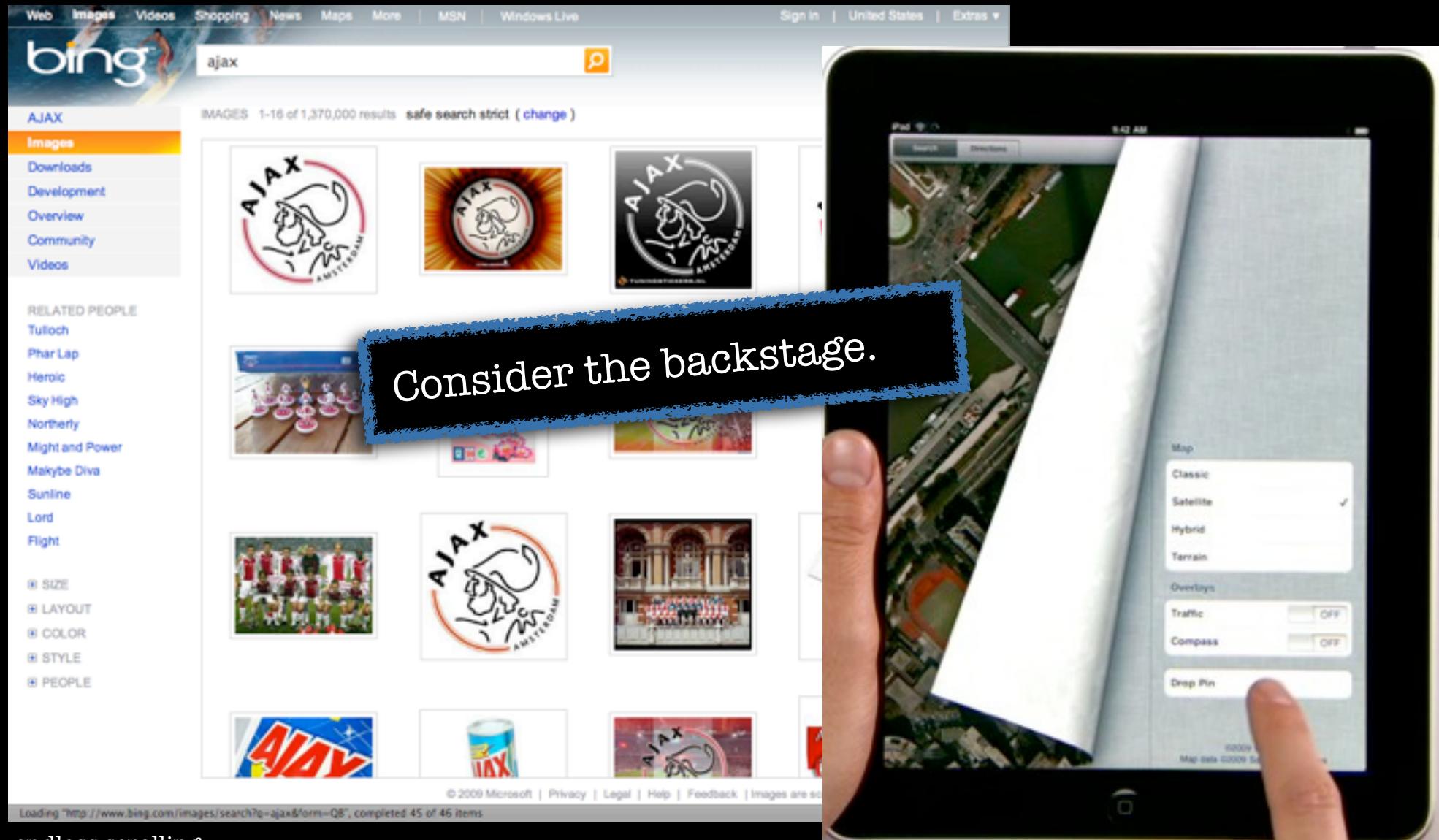
Behind the Scenes Moments

The image shows two side-by-side screenshots. On the left is a screenshot of a Bing search results page for the query 'ajax'. The results are categorized under 'Images' and show various images related to the Ajax football club, including their logo and group photos. On the right is a screenshot of the iPad Maps app. A finger is pointing at the 'Overlays' button in the sidebar, which is currently set to 'Map'. The main view shows a satellite map of a city area.

endless scrolling. bing.com

page curl. iPad Maps

Behind the Scenes Moments



endless scrolling. bing.com

page curl. iPad Maps

Moments in a Flow



The screenshot shows a software interface for creating a video. At the top, there are navigation links: 'Create Video', 'My Videos', 'Music Lounge', and 'Help'. Below this, a large banner reads '1. let's get your IMAGERY' with a city skyline image. To the right, a vertical column of three numbered steps is visible: '1. upload', '2. select', and '3. finalize'. To the right of these steps is a section titled 'Step 1: pics & vids' with the sub-instruction: 'Load up your video with images and video clips. You'll have a chance to add more later.' Below this are three buttons: 'upload from your computer' with an upward arrow icon, 'select from our collection' with a grid icon, and 'retrieve from another site' with a circular arrow icon. At the bottom right, a note says 'Having trouble uploading? Try our [simple uploader](#) instead.'

Create Video My Videos Music Lounge Help

1. let's get your
IMAGERY

Step 1: pics & vids

Load up your video with images and video clips. You'll have a chance to add more later.

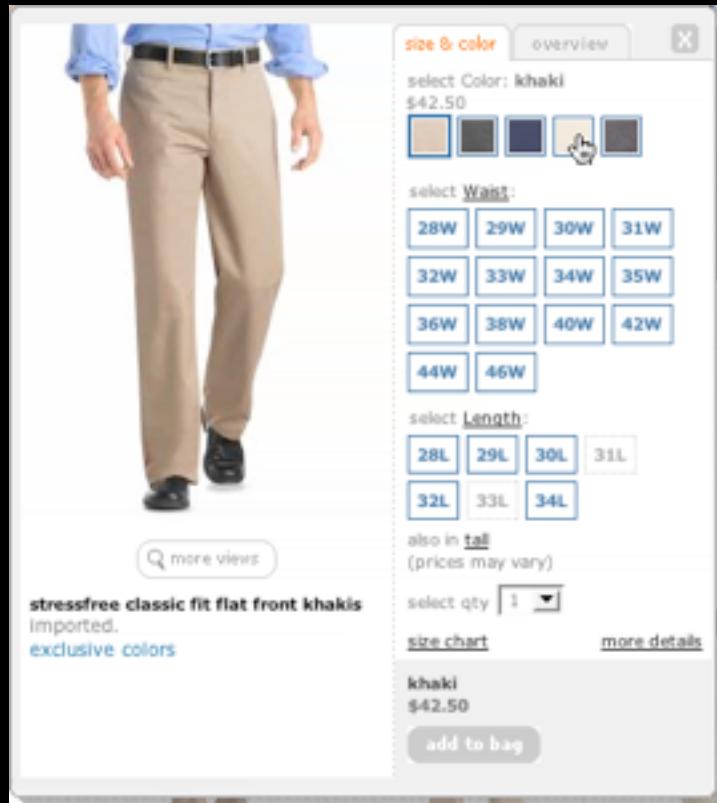
1. upload from your computer

2. select from our collection

3. finalize

Having trouble uploading? Try our [simple uploader](#) instead.

Moments in a Flow

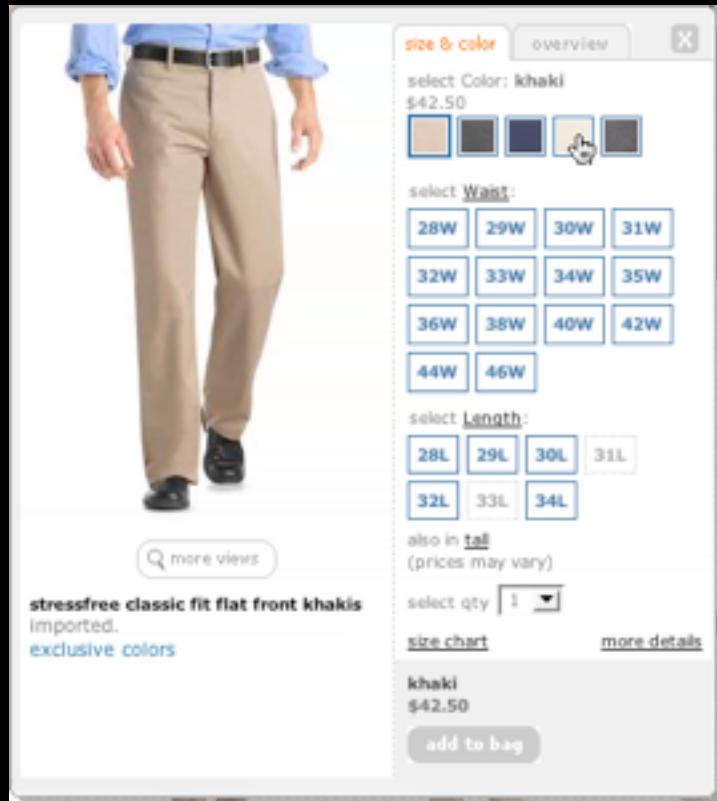


the gap. inline assistant



animoto. create a video

Moments in a Flow

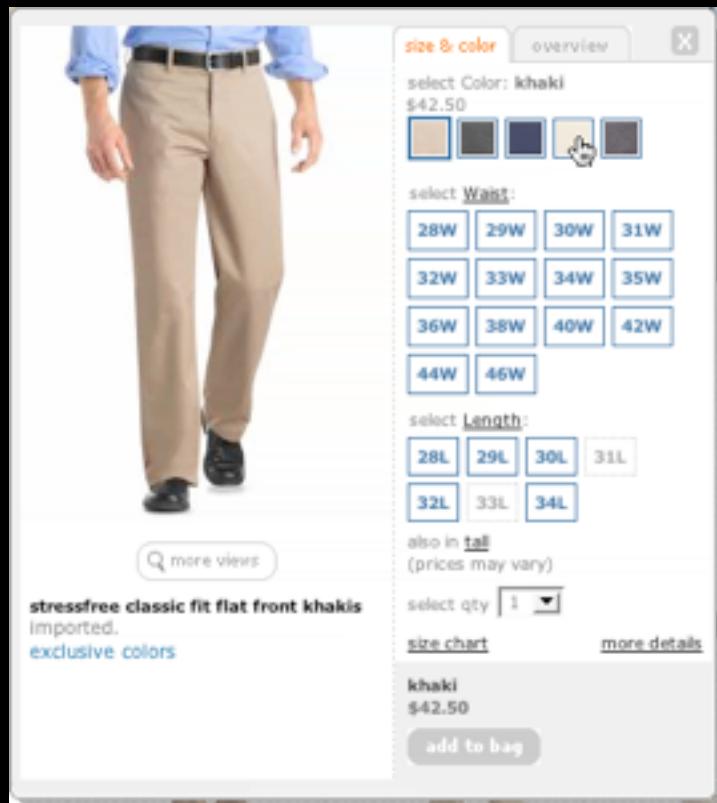


the gap. inline assistant

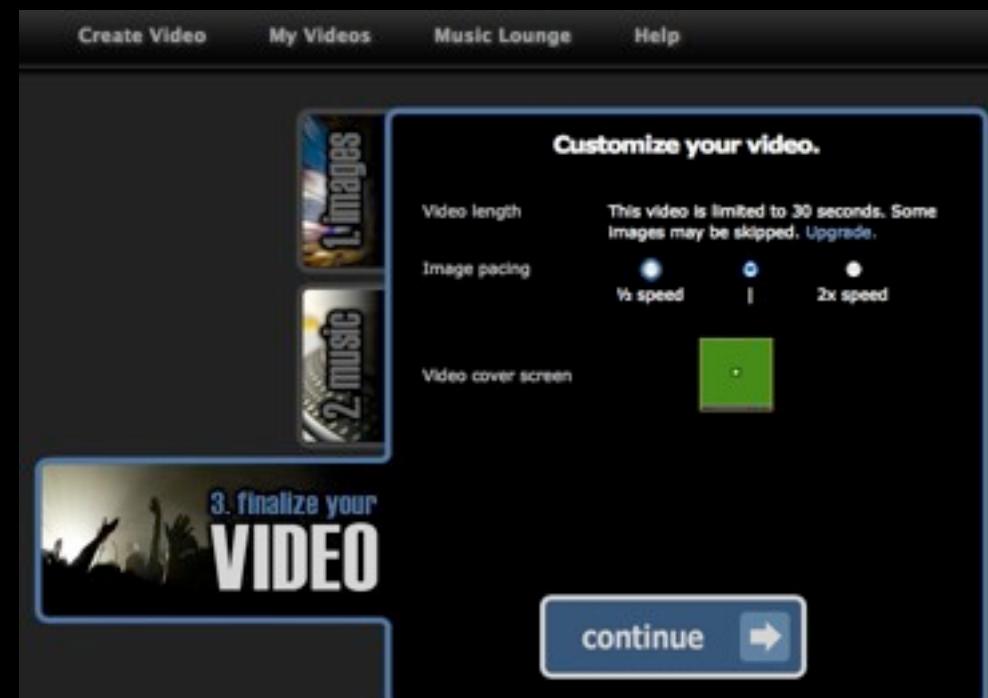


animoto. create a video

Moments in a Flow

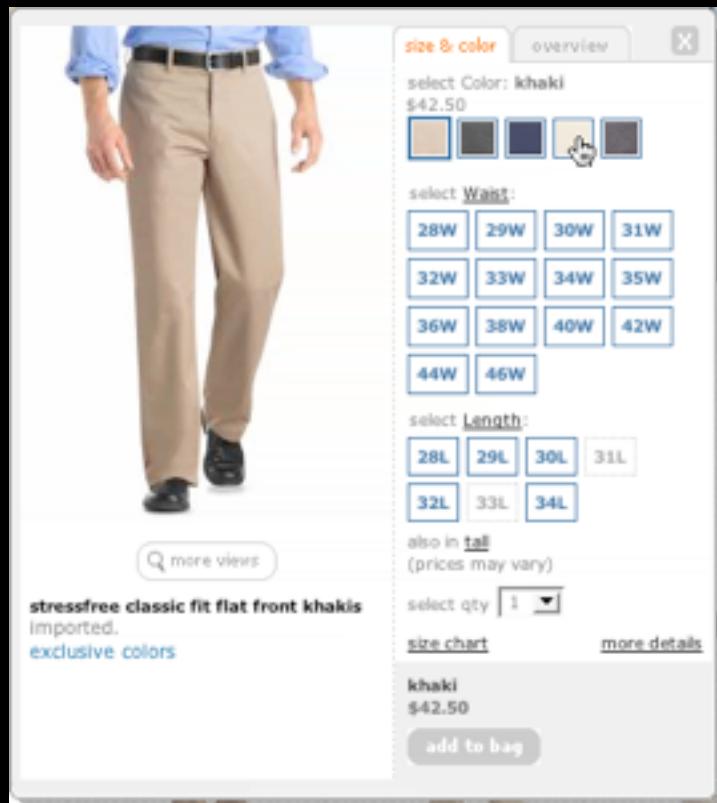


the gap. inline assistant

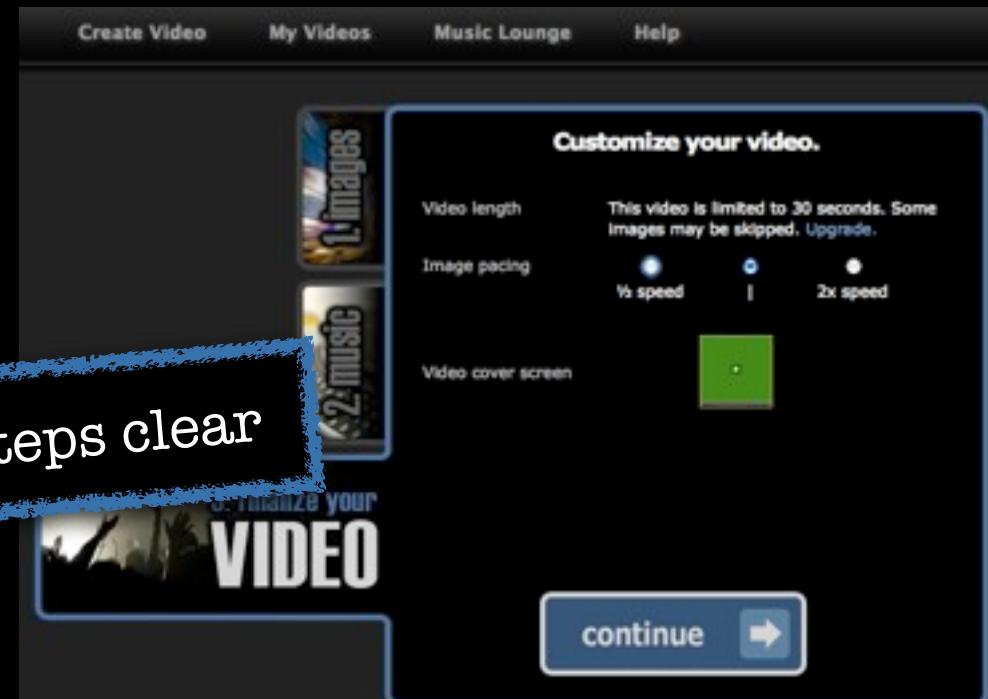


animoto. create a video

Moments in a Flow



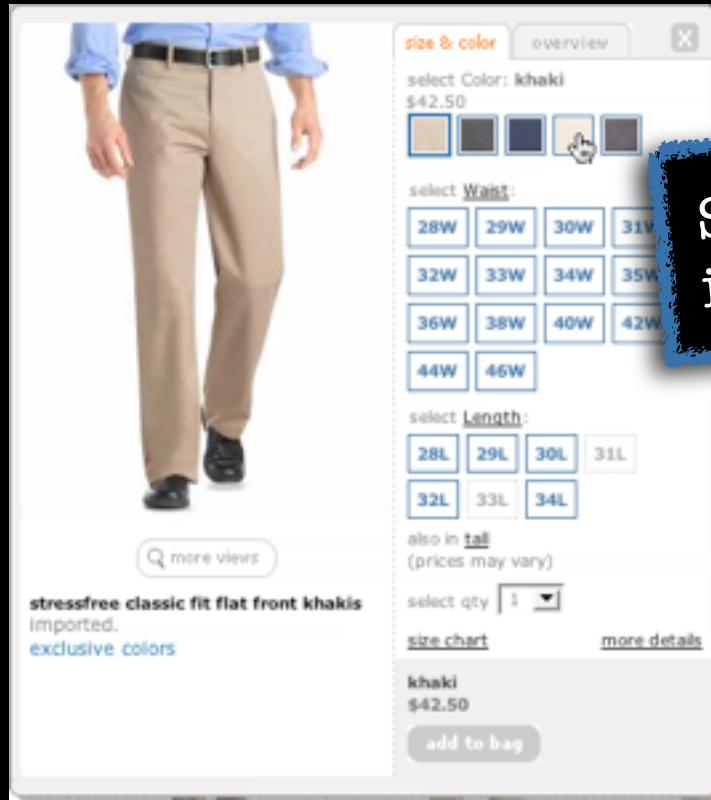
the gap. inline assistant



animoto. create a video

Keep steps clear

Moments in a Flow



the gap. inline assistant

Single page process *can*
improve conversions.



animoto. create a video



Show transitions.

Why?

Anti-Pattern
Needless
Fanfare

Why?

The screenshot shows the TurboTax Deluxe software interface. At the top, there are tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', and 'State Taxes'. Below these, sub-tabs include 'Wages & Income', 'Deductions & Credits', and 'Other Tax Situations'. A large, bold red box on the left displays 'Federal Tax Due' as '\$10,533' and 'CA Tax Due' as '\$4,973'. In the center, a section titled 'Enter Your Interest Paid to Some Lender' contains the text 'Deductible interest paid in 2008 See qualifications and limitations.' Below this is a text input field with '(Box 1 on your 1098)' and a value of '0.00' in a red box. A yellow sticky note in the top right corner reads 'Anti-Pattern' and 'Needless Fanfare'.

anti-pattern. needless fanfare. macintosh turbo tax

Why?



anti-pattern. needless fanfare. macintosh turbo tax



again in slow-motion...

Why?

TurboTax Deluxe

Personal Info Federal Taxes Federal Review State Taxes

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)

Anti-Pattern
Needless Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

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

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

again in slow-motion...



Why?

The screenshot shows the TurboTax Deluxe software interface. At the top, there are tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', and 'State Taxes'. Below these are sub-tabs: 'Federal Tax Due' (displaying '\$10,533'), 'Wages & Income', 'Deductions & Credits' (which is highlighted in blue), and 'Other Tax Situations'. On the left, there are two large black boxes: one for 'Federal Tax Due' and one for 'CA Tax Due' (displaying '\$4,973'). In the center, the text 'Enter Your Interest Paid to Some Lender' is displayed, followed by a note about deductible interest for 2008. Below this is a text input field with '(Box 1 on your 1098)' and a value of '0.00'. A yellow sticky note in the top right corner reads 'Anti-Pattern' and 'Needless Fanfare'.

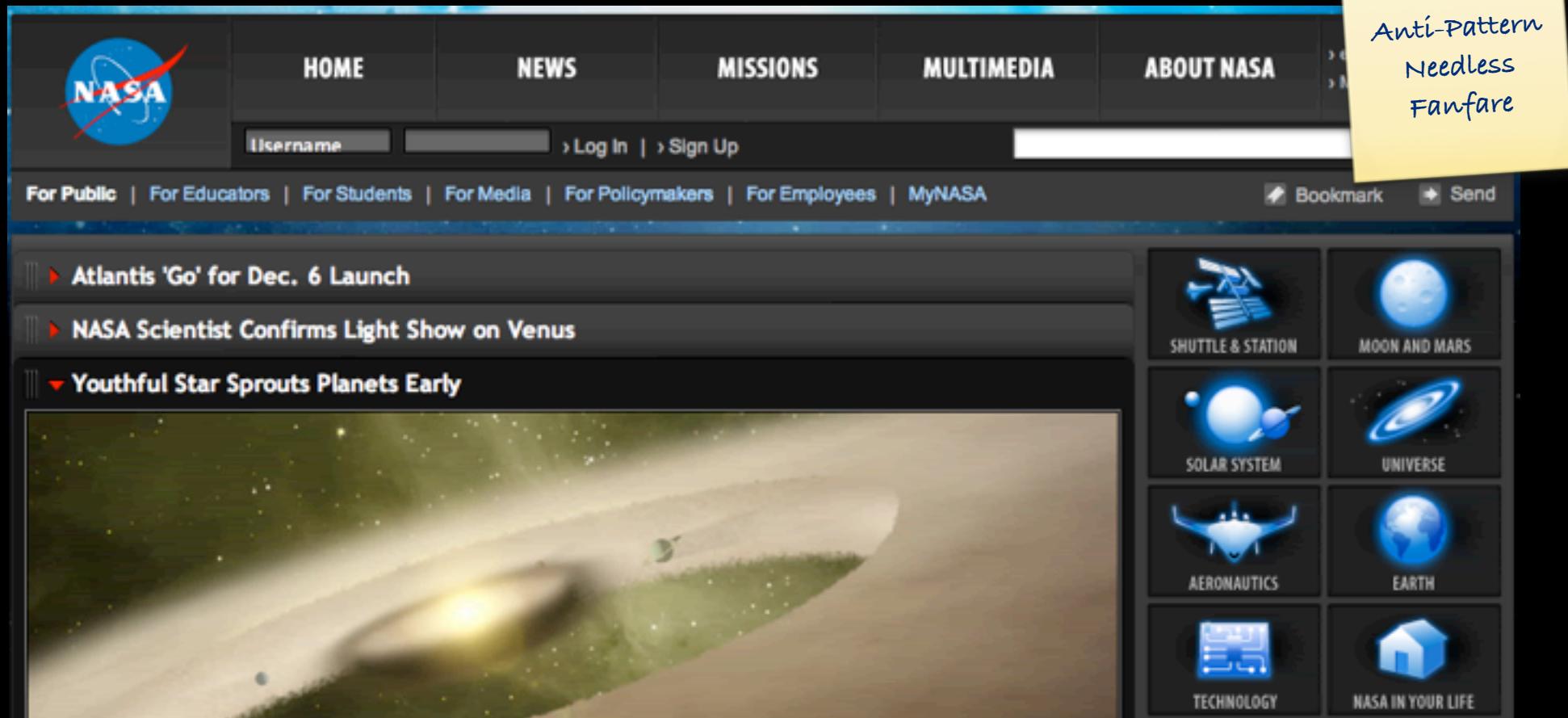
anti-pattern. needless fanfare. macintosh turbo tax

This screenshot is identical to the one above, showing the TurboTax Deluxe interface with the 'Deductions & Credits' tab selected. It displays the same tax amounts and a note about deductible interest.

again in slow-motion...



Imagine - No Animation

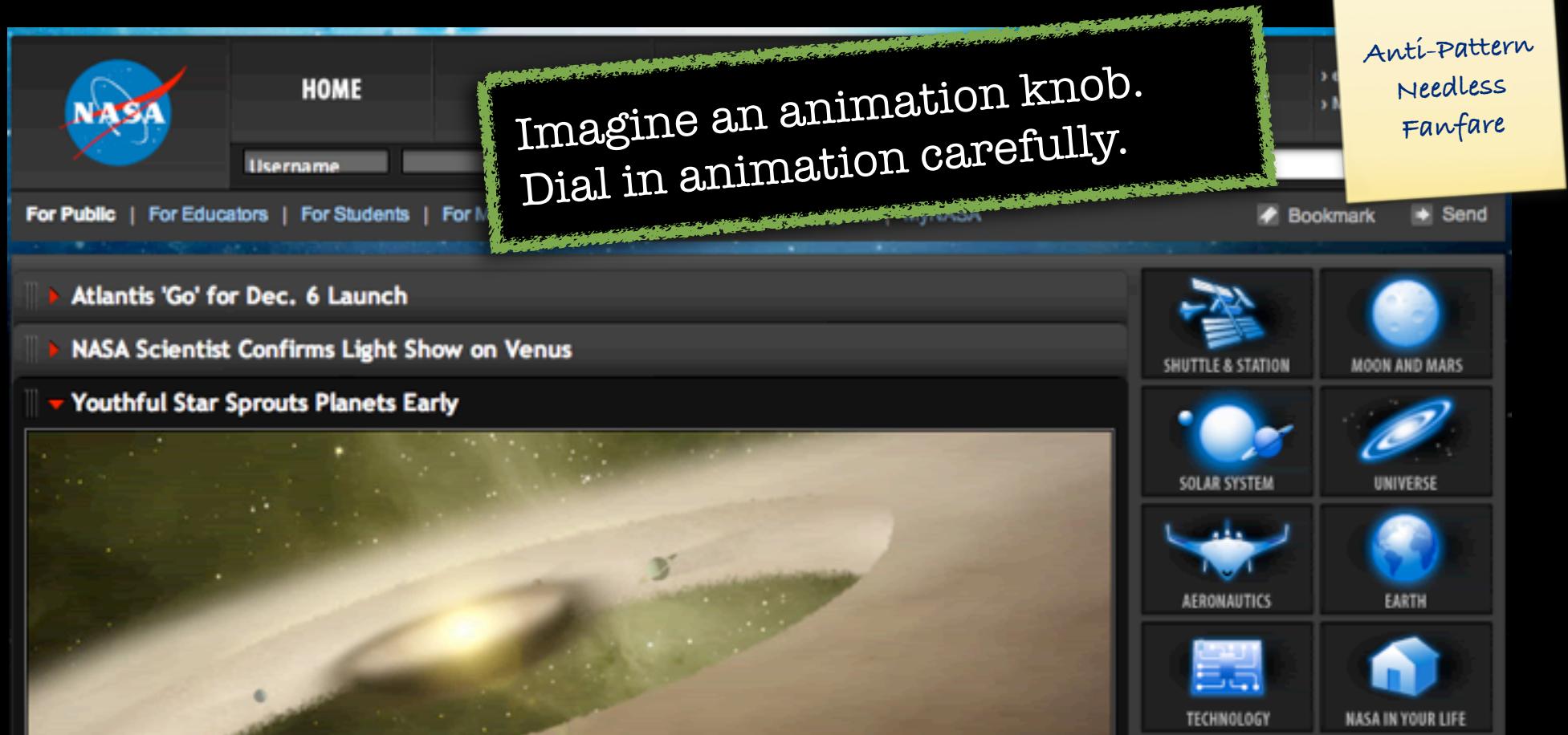


The screenshot shows the NASA website's homepage. At the top, there is a navigation bar with links for HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA. Below the navigation bar is a search bar with fields for 'Username' and 'Password', and links for 'Log In' and 'Sign Up'. The main content area features a large, static image of a rocket launching from a launch pad. To the right of the image is a grid of nine icons, each representing a different NASA program or topic: SHUTTLE & STATION, MOON AND MARS, SOLAR SYSTEM, UNIVERSE, AERONAUTICS, EARTH, TECHNOLOGY, and NASA IN YOUR LIFE. A yellow sticky note in the top right corner of the image area contains the text 'Anti-Pattern' and 'Needless Fanfare'.

Anti-Pattern
Needless
Fanfare

anti-pattern. needless fanfare. nasa.gov

Imagine - No Animation



The screenshot shows the NASA website homepage. At the top left is the NASA logo. To its right is a 'HOME' button and a 'Username' input field. Below the logo is a navigation bar with links for 'For Public', 'For Educators', 'For Students', and 'For M'. On the right side of the header are 'Bookmark' and 'Send' buttons. The main content area features a large image of a celestial body with a bright light source. To the left of the image is a list of news items:

- ▶ Atlantis 'Go' for Dec. 6 Launch
- ▶ NASA Scientist Confirms Light Show on Venus
- ▶ Youthful Star Sprouts Planets Early

On the right side of the page is a sidebar with eight categories, each with an icon:

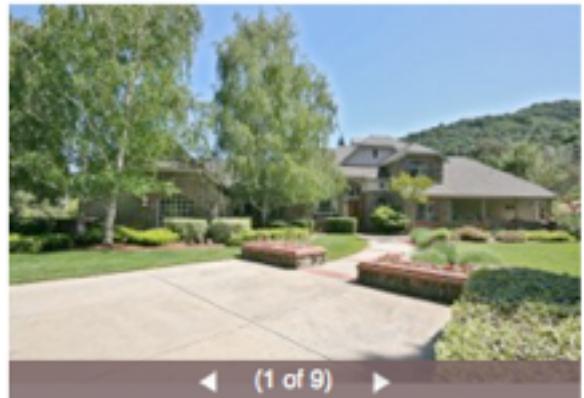
SHUTTLE & STATION	MOON AND MARS
SOLAR SYSTEM	UNIVERSE
AERONAUTICS	EARTH
TECHNOLOGY	NASA IN YOUR LIFE

A large, hand-drawn style callout box is overlaid on the page, containing the text: 'Imagine an animation knob. Dial in animation carefully.' A yellow sticky note in the top right corner contains the text: 'Anti-Pattern' and 'Needless Fanfare'.

anti-pattern. needless fanfare. nasa.gov

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



Listing courtesy of Intero Real Estate
Services

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[View Details](#)



[Schedule a Tour](#)



anti-pattern. needless fanfare. roost.com

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

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

[View Details](#)

[Schedule a Tour](#) ▼

2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



Listing courtesy of Richard Trevino [Disclaimer](#)

Next

anti-pattern. needless fanfare. roost.com

anti-pattern. needless fanfare. roost.com

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

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

anti-pattern. needless fanfare. roost.com

2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



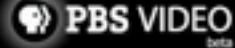
◀ Back ▶

1 of 9

Listing courtesy of Richard Trevino [Disclaimer](#) 

Next

anti-pattern. needless fanfare. roost.com

 PBS VIDEO beta

[Home](#) [Programs](#) [Topics](#) [Collections](#) [Search](#)

EXPLORE: FEATURED PROGRAMS FEATURED COLLECTIONS

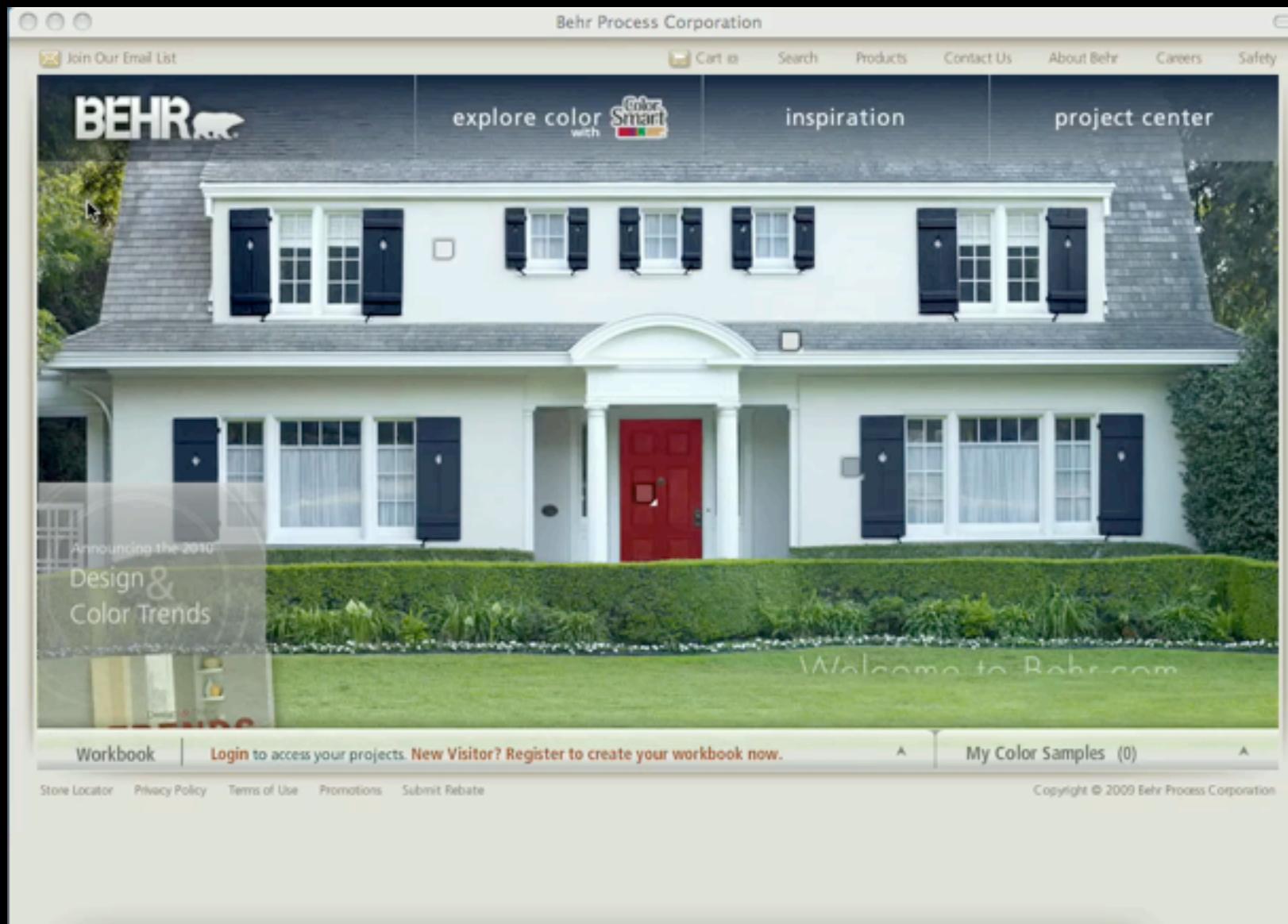


The NewsHour
Visit The NewsHour program page

history Detectives

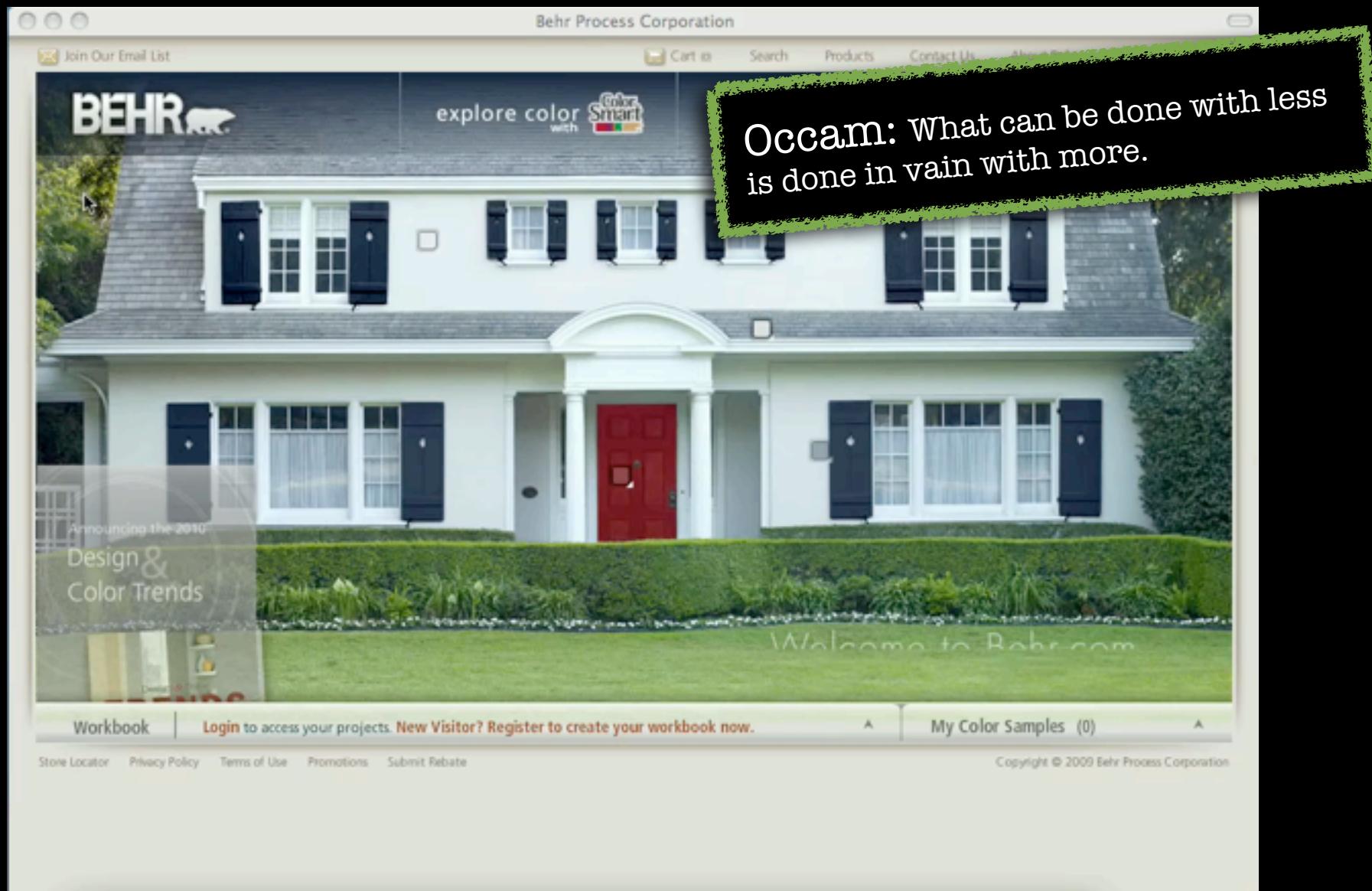
anti-pattern. needless fanfare. pbs.org

Overdone Moments



anti-pattern. animation gone wild. behr paint

Overdone Moments



anti-pattern. animation gone wild. behr paint

Overdone Moments



anti-pattern. animation gone wild. behr paint

Overdone Moments



anti-pattern. animation gone wild. behr paint



Animated Tour
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

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 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 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

- ehub Interviews Prodigem - 11 hours ago
- Veetno - 20 hours ago
- MediaMax - 2 days ago
- IOWEYOU - 2 days ago
- HyperSuper - 2 days 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 **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 \$193.00
Paris, France - all \$193.00
Depart: Seattle/Tacoma, WA \$333.60
Honolulu, HI \$333.60
Depart: San Francisco, CA

Message Center **Weather**

Check Email
Launch Messenger 14 friends on

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
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- India's Satyam third-quarter profit - 1 day ago
- Cisco Patches Software - 1 day ago

Message Center **Weather**

Check Email
Launch Messenger 14 friends on

Dallas, TX 40° 75 F
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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 Target? - 10 hours ago
- India's Satyam third-quarter profit - 1 day ago
- Cisco Patches Software - 1 day ago

original. animation on drop. my yahoo!

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:

Yahoo! My Front Page

My Quicklinks

My Netflix

Knocked Up Next
Evening Bug

BayCHI Month Events

2006/02/14:

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 Program Events

- 2007/10/09: Panel on Advertising on social media sites - 2 days ago

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

Local - San Jose, CA

eHub

Personal Assistant

ADVERTISEMENT

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

Search: [Search]

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

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 edit X

Depart: New York, NY - all \$193.00

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA \$333.60

Honolulu, HI \$333.60

Depart: San Francisco, CA

Search [search by Zip Code or City]

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 global focus - 5 hours ago
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- India's Satyam third-quarter profit - 1 day ago
- Cisco Patches Software - 1 day ago

eHub

- eHub Interview - 20 hours ago
- Veebro - 20 hours ago
- MediaMax - 2 days ago
- IOWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Events

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

Maps

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.

Animated Tour Useful New Features

We Upgraded Mail Storage! Now 2G

My Services Feedback

Music Video Mail More

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

Add Content Change Layout Change Colors

Select Page: My Front Page

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

Web Images Video Local Shopping more

Search: [Web Search]

Hi, Bill [Sign Out] Help

My Yahoo! BETA

Yahoo! My Front Page Blogs Add Page

My Quicklinks Personalize this page Travel Ideas and Insights Share this page

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 - 12 minutes ago

Yellow Pages

Your Search: [Search]

Search By: Category Business Name

City & State or ZIP: []

BayCHI Monthly Program Events

- 2007/10/07: Panel on Advertising on social media sites - 2 days ago

Yahoo! Mail Preview

From Subject Received

- christina.rudolf 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.Miligan 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
- mvideop - 6 hours ago

ADVERTISEMENT

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!

Animated Moments

Used car locator

[◀ Back to Used cars homepage](#)

My search

My favourites

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

1. Chosen models:

To ADD a model:

Simply click a model on the right.

Please note.

You can add more than one model to your search.

Once added:

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

OR

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

2. Fine-tune your search:

3. Must haves:

4. Search type: Available stock Coming soon stock

5. Enter your postcode or location:

Search now

Model selection



£2,990 to £8,990



£4,685 to £8,995



£3,995 to £14,995



£4,995 to £27,000



£6,492 to £29,990



£6,995 to £19,995



£5,980 to £22,490



£3,995 to £7,999



£6,995 to £19,995



£12,250 to £28,990



£18,990 to £26,995



£4,295 to £37,000



£16,950 to £32,494



£6,995 to £23,490



£8,450 to £23,995



£16,290 to £27,995



£14,999 to £52,980



£12,999 to £39,990

View:

All

Hatchbacks

Saloons

Estates

Coupe/Cabrio

Executives

MPVs

4x4s

Animated Moments

Used car locator

[◀ Back to Used cars homepage](#)

My search

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OR

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

2. Fine-tune your search:

3. Must haves:

4. Search type: Available stock Coming soon stock

5. Enter your postcode or location:

Search now

Animation must reinforce the interaction.

Model selection

Lupo



£2,990 to £8,990

Fox



£4,685 to £8,995

Polo



£3,995 to £14,995

Golf



£4,995 to £27,000

Golf GTI



£6,492 to £29,990

Golf Plus



£6,995 to £19,995

New Beetle



£5,980 to £22,490

Bora



£3,995 to £7,999

Jetta



£6,995 to £19,995

Eos



£12,250 to £28,990

Scirocco



£18,990 to £26,995

Passat



£4,295 to £37,000

Passat CC



£16,950 to £32,494

Touran



£6,995 to £23,490

Sharan



£8,450 to £23,995

Tiguan



£16,290 to £27,995

Touareg



£14,999 to £52,980

Phaeton



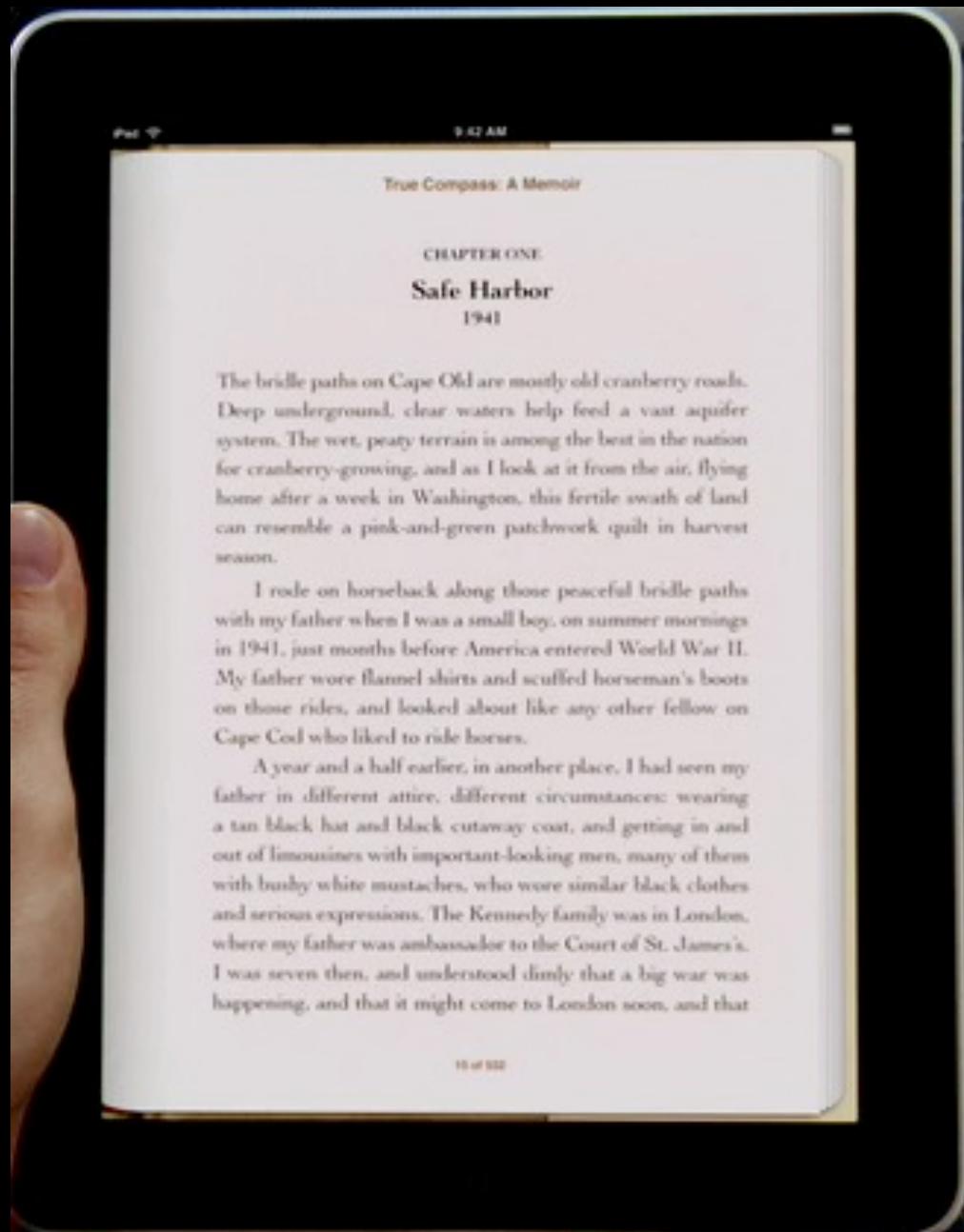
£12,999 to £39,990

View: [All](#) [Hatchbacks](#) [Saloons](#) [Estates](#) [Coupe/Cabrio](#) [Executives](#) [MPVs](#) [4x4s](#)

Animation Can Be Good



Animation Can Be Good



Transitional Moments Communicate



progress indicator

Transitional Moments Communicate



Transitional Moments Communicate



progress indicator



YAHOO! PLUS

Animated Tour Useful New Features

We Upgraded Mail Storage: Now 2G

My Services Feedback

Music Video Mail More

Search: Search

Hello Bill [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 edit X

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

Message Center edit X

Check Email

Launch Messenger 14 friends on

Weather edit X

Dallas, TX 40..75 F

Denton, TX 35..75 F

Sunnyvale, CA 42..57 F

Boulder Creek, CA 39..59 F

Gilroy, CA 38..57 F

San Jose, CA 42..58 F

Software News edit X

- AccuRev gives software configuration system global focus - 5 hours ago
- Anti-virus Software: The Next Big Worm Target? - 13 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
- Veebro - 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!

Transitional Moments Communicate

Connecting...

progress indicator

Speed up time.

Slow down time.

earlier version of my yahoo!

The image shows a screenshot of a web browser. At the top, a progress bar is visible with the text "Connecting..." above it. A green speech bubble on the right says "Speed up time." Below the progress bar, the Yahoo! Plus homepage is displayed. The homepage features a search bar, a "Select Type" dropdown with "Web" selected, and a "Search" button. On the left, there's a "Scoreboard" section for NHL and NBA games. In the center, there's a "Message Center" with a "Check Email" link and a "Launch Messenger" button. To the right, there are sections for "Weather" (showing temperatures for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA), "Software News" (listing news items about AccuRev, Anti-virus Software, Satyam, and Cisco), "eHub" (listing news items about eHub Interviews, Veebro, MediaMax, IDWEYOU, and HyperSuper), and "BayCHI Monthly Program Events" (listing a meeting for 2006/02/14). The bottom of the page has a "Maps" section and a "My Locations" dropdown.

Transitional 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



Speed up time.

YAHOO! PLUS

Select Type: Web Images

Search: Search

Hello Bill | 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 edit X

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

Message Center edit X

Check Email

Launch Messenger 14 friends on

Weather edit X

Dallas, TX 40..75 F

Denton, TX 35..75 F

Sunnyvale, CA 42..57 F

Boulder Creek, CA 39..59 F

Gilroy, CA 38..57 F

San Jose, CA 42..58 F

Software News edit X

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eHub edit X

- eHub Interviews Prodigem - 11 hours ago
- Veebro - 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

Slow down time.

earlier version of my yahoo!

Transitional Moments Communicate



mint.com

Show state change.



Speed up time.



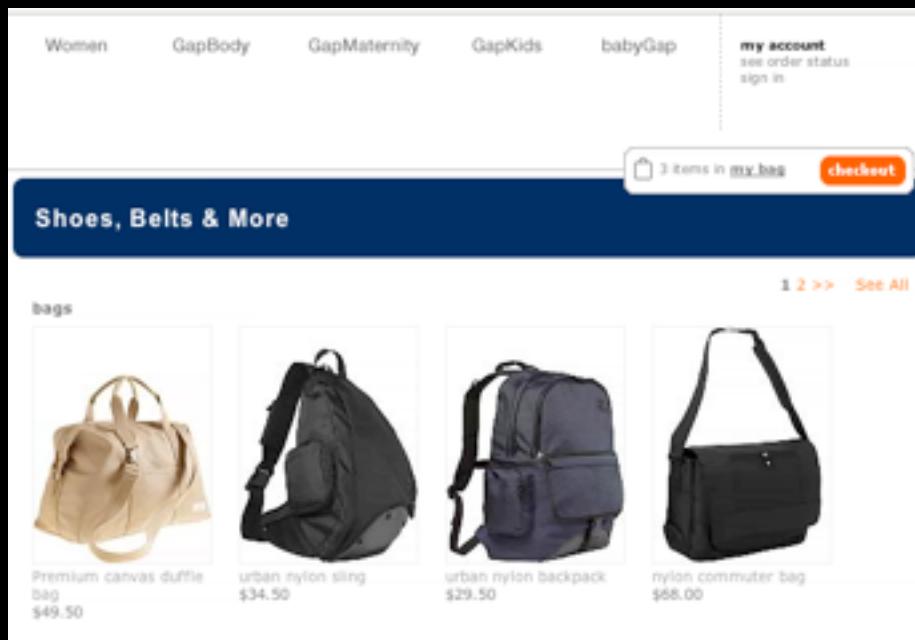
Slow down time.

earlier version of my yahoo!

Transitional Moments Communicate



mint.com



the gap

A screenshot of the Yahoo! Plus homepage. At the top, there's a 'Connecting...' progress bar with a 'cancel' button. Below it is a 'progress indicator' bar. The main content area features the Yahoo! logo and a search bar. On the left, there's a 'Scoreboard' section for 'TODAY' and 'YESTERDAY' with sports scores. On the right, there are several news and utility modules: 'Message Center', 'Weather' (showing Dallas, TX at 40.75 F), 'Software News' (listing AccuRev, Anti-virus Software, and Cisco patches), 'eHub' (listing eHub Interviews, Veebro, MediaMax, IDWEYOU, and HyperSuper), and 'BayCHI Monthly Program Events' (listing a meeting for 2006/02/14). At the bottom, there's a 'Maps' section and a 'search by Zip Code or City' input field.

earlier version of my yahoo!

Transitional Moments Communicate



YOUR ALERTS

- In the past 30 days, you spent \$394.00 on groceries.
- In the past 30 days, you spent \$394.00 on groceries.

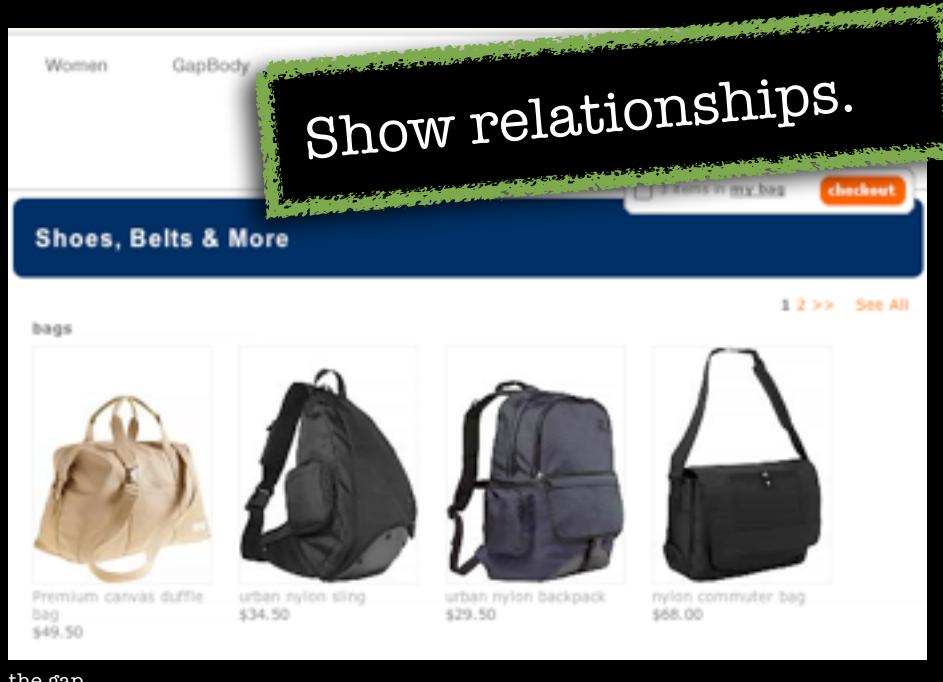
Spending Trends

July 3

Spent \$394.00 on groceries

mint.com

Show state change.



Women GapBody

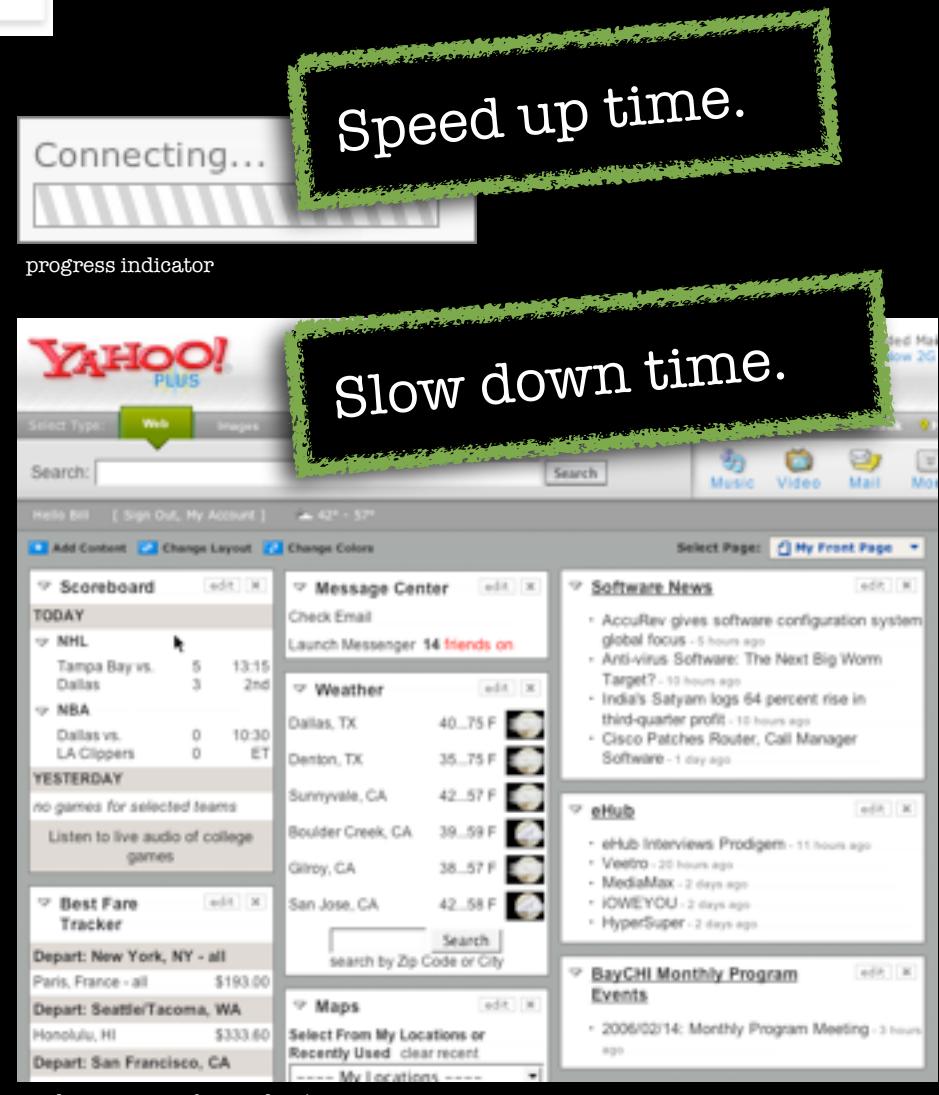
Shoes, Belts & More

bags

Product	Description	Price
Premium canvas duffle bag	\$49.50	
urban nylon sling	\$34.50	
urban nylon backpack	\$29.50	
nylon commuter bag	\$68.00	

the gap

Show relationships.



Connecting...

progress indicator

YAHOO! PLUS

Select Type: Web Images

Search:

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

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

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eHub edit X

- eHub Interviews Prodigem - 11 hours ago
- Veetron - 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!

Speed up time.

Slow down time.

Transitional Moments Communicate



YOUR ALERTS

- In the past 30 days, you spent \$394.00 on groceries.
- In the past 30 days, you spent \$394.00 on groceries.

Spent \$394.00 on groceries in the past 30 days. Overall you spent \$394. JUL 3

mint.com



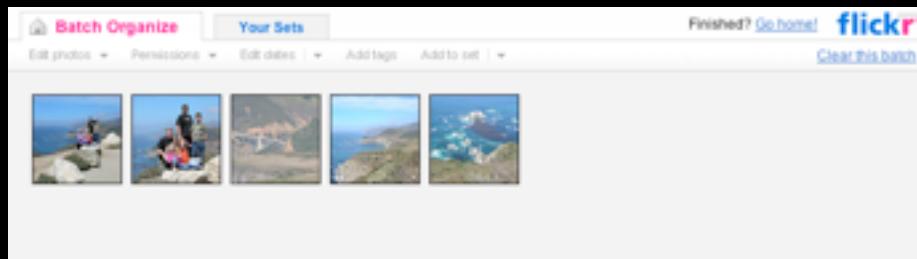
Women GapBody

Shoes, Belts & More

bags

Product	Description	Price
Premium canvas duffle bag	\$49.50	
urban nylon sling	\$34.50	
urban nylon backpack	\$29.50	
nylon commuter bag	\$68.00	

the gap



Batch Organize Your Sets

Finished? Go home flickr

Edit photos Permissions Edit dates Add tags Add to set

Clear this batch

Batch Organize

Batch Organize

Batch Organize

Batch Organize

Batch Organize

flickr organizr

Show state change.

Connecting...

progress indicator

Speed up time.

Slow down time.



YAHOO! PLUS

Select Type: Web Images

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

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 edit X

Depart: New York, NY - all

Paris, France - all \$199.00

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? - 13 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
- Veebro - 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!

Transitional Moments Communicate



mint.com



the gap



flickr organizr





Be reactive.

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

Set this genre
Late Night Comedies

Sometimes watch

[Humboldt County](#)



[Add](#)



Not Interested

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

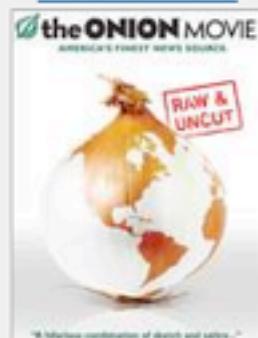


[Add](#)



Not Interested

[The Onion Movie](#)



[Add](#)



Not Interested

[A Dirty Shame](#)



[Add](#)



Not Interested

[experiment on home page](#)

Late Night Comedies

Not Interested [See All >](#)

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

Set this genre

Late Night Comedies

Sometimes watch

Humboldt County



Add



Not Interested

Revenge of the Nerds: Panty Raid Edition

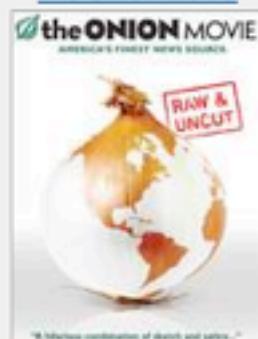


Add



Not Interested

The Onion Movie



Add



Not Interested

A Dirty Shame



Add



Not Interested

[experiment on home page](#)



Browse DVDs

Watch Instantly

Your Queue

Movies You'll

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Movies, actors, directors, genres

Search

Suggestions (1435) Rate Movies Taste Preferences Movies You've Rated (508)

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



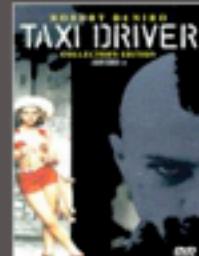
Add

Hitch



Add

Taxi Driver



Add

dedicated area

Feedback Moments

Feedback Moments

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Home > Mobile Phone Deals

Contract Phones

Compare all contract mobile phone deals in the UK instantly

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

Networks | Brands | **Tariffs** | Features | Styles | Offers | Colour

ES6 monthly X 300 bits X

Share this Selection | Reset

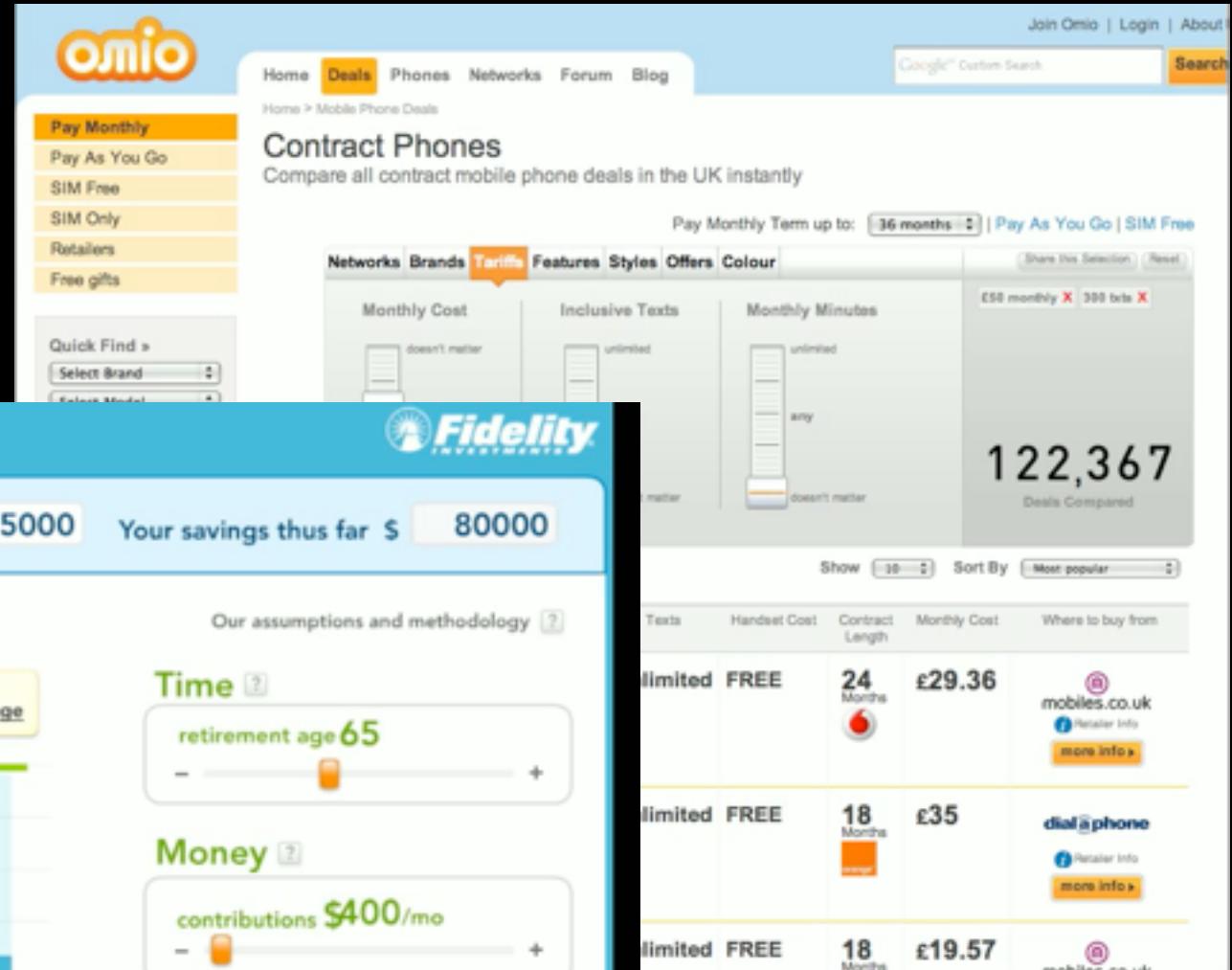
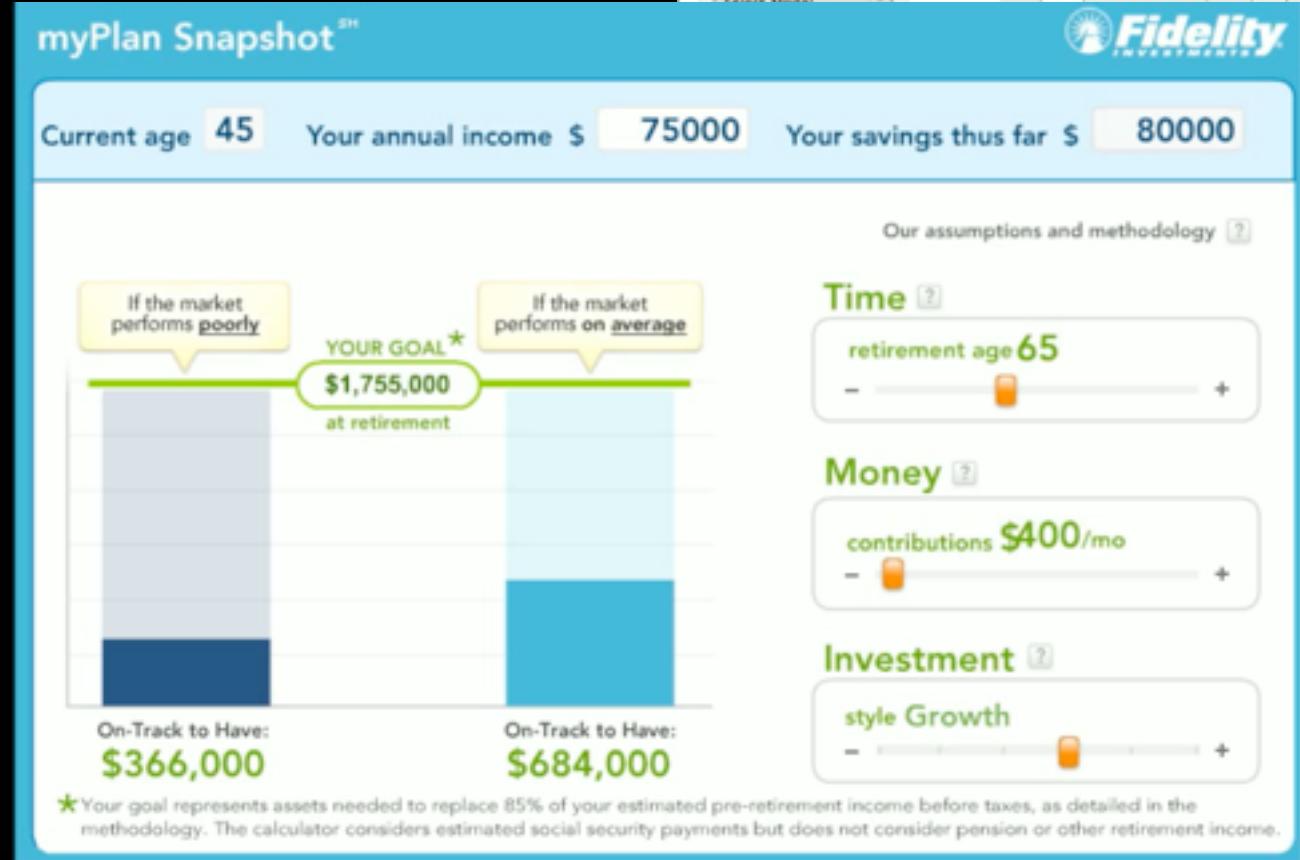
122,367 Deals Compared

View: Deals | Phones | Show 10 | Sort By: Most popular

Handset/Tariff/Offer	Mins	Texts	Handset Cost	Contract Length	Monthly Cost	Where to buy from
 Nokia N97 (Black) Your Plan 600	600 Anytime Cross network	Unlimited	FREE	24 Months	£29.36	 Retailer Info more info >
 Nokia N97 (Black) Dolphin 646 NOW E36	1200 Anytime Cross network	Unlimited	FREE	18 Months	£35	 Retailer Info more info >
 Sony Ericsson W995 (Black)	400 Anytime	Unlimited	FREE	18 Months	£19.57	 Retailer Info more info >

live feedback. omio

Feedback Moments



live feedback. omio

Feedback Moments

myPlan Snapshot

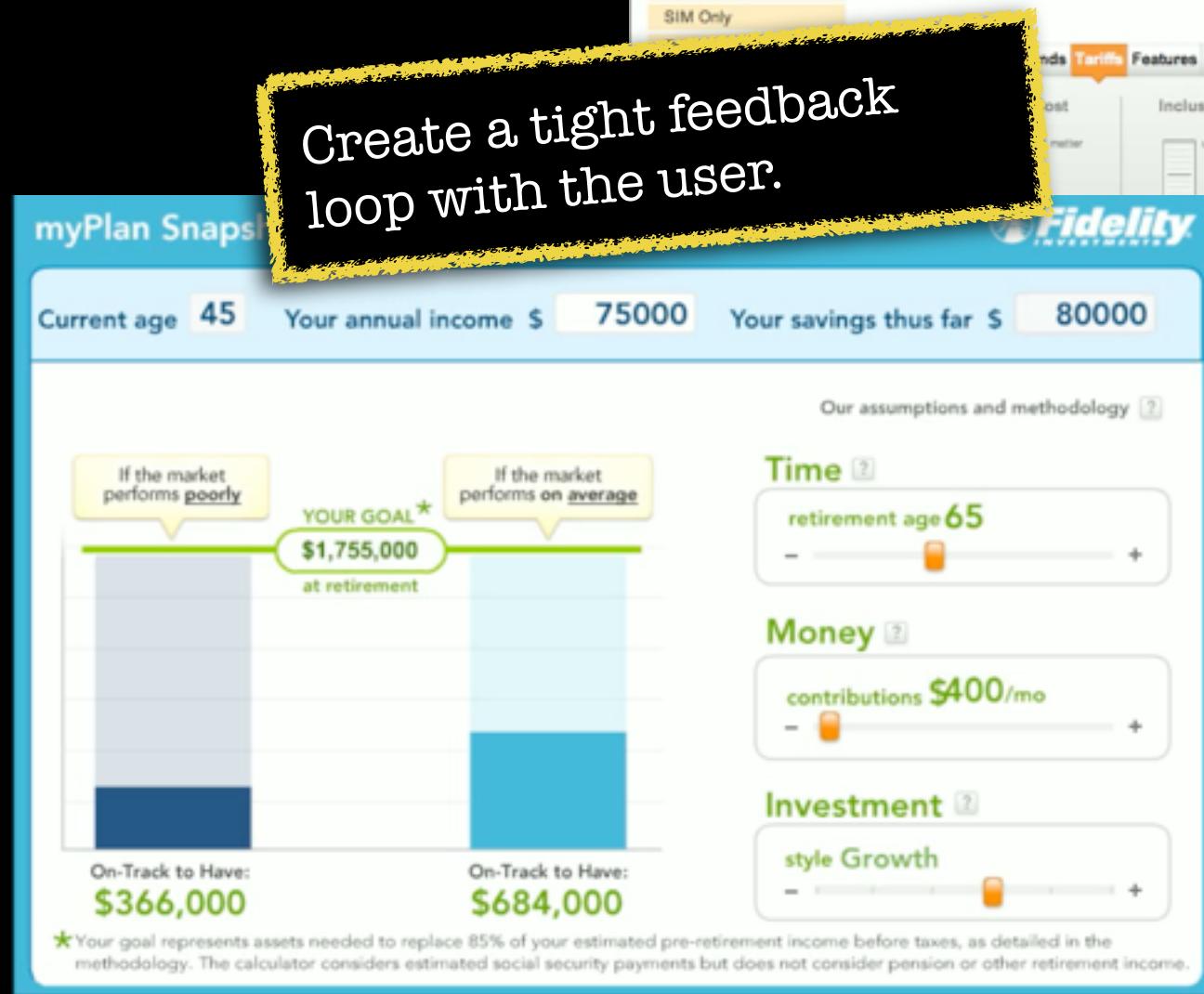
Current age 45 Your annual income \$ 75000 Your savings thus far \$ 80000

If the market performs poorly If the market performs on average

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

On-Track to Have: \$366,000 On-Track to Have: \$684,000

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



live feedback. fidelity

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Contract Phones

Compare all contract mobile phone deals in the UK instantly

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

Tariffs Features Styles Offers Colour

ESB monthly X 300 texts X

122,367 Deals Compared

Texts Handset Cost Contract Length Monthly Cost Where to buy from

limited	FREE	24 Months	£29.36	mobiles.co.uk Retailer Info more info >
limited	FREE	18 Months	£35	dialaphone Retailer Info more info >
limited	FREE	18 Months	£19.57	mobiles.co.uk

live feedback. omio

Narrowing Moments

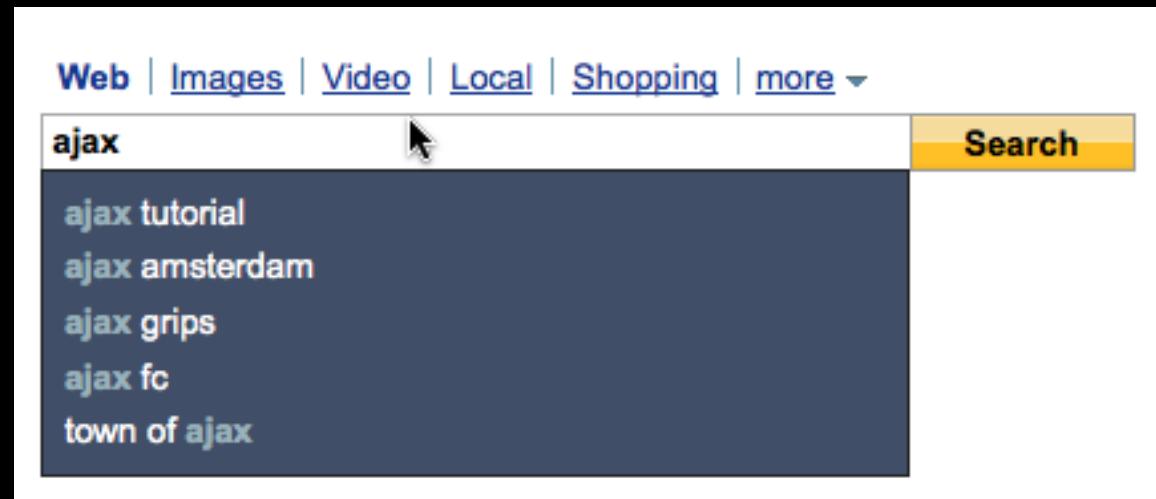


live suggest. google (early version)

Narrowing Moments



live suggest. google (early version)

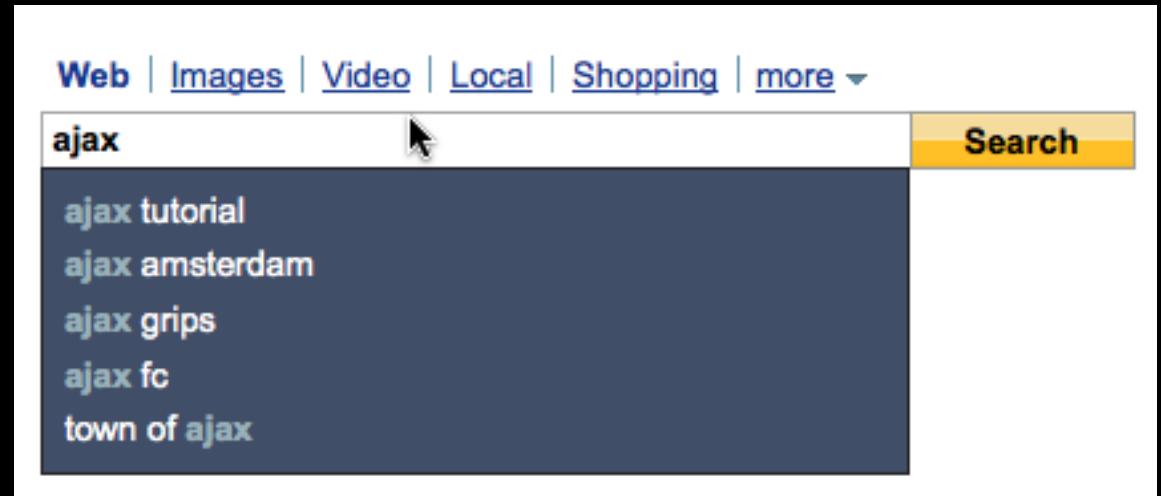


live suggest. yahoo search

Narrowing Moments



live suggest. google (early version)



live suggest. yahoo search

Narrow toward a goal rather
than distract from it.

Preview Moments

New Beetle
Starts at \$18,290¹

[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

¹Legal disclosure

Block



live preview. [volkswagen car configurator](#)

Preview Moments

New Beetle
Starts at \$18,290¹
[Overview](#)
» [Gallery](#)
 Photos
 360°
[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
¹MSRP. Excludes destination. ©2009 Volkswagen AG. All rights reserved.



Black

exterior

interior

Click and Drag the Car or Spin Now

live preview. volkswagen car configurator

ads Support

Copyright © 2009 20th Century Fox

Trailer

Standard

Small **Medium** **Large**

For your iPod ▶

HD

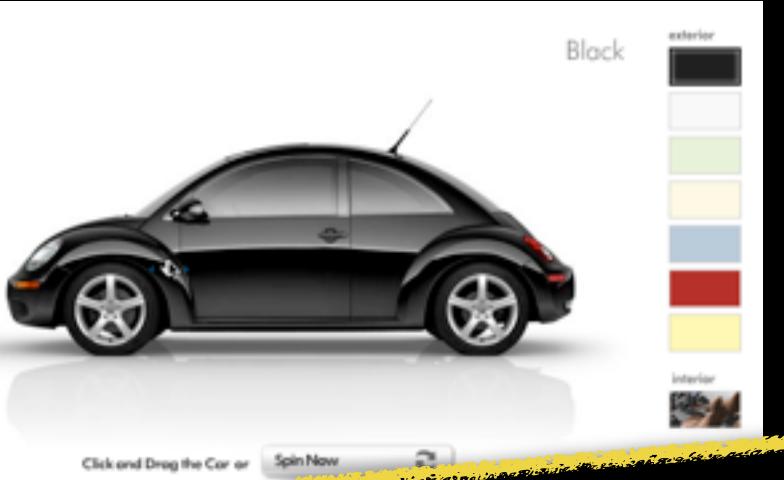
480p **720p** **1080p**

34 MB 101 MB 164 MB



live suggest. apple search

Preview Moments



New Beetle
Starts at \$18,290¹
Overview
» **Gallery**
Photos 340²
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
¹Legal disclosure

Block

exterior

interior

Click and Drag the Car or Spin Now

Use live previews.

live preview. volkswagen car configurator

ads Support Search

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Trailer

Standard

Small Medium Large

for your iPod ▶

HD

480p 720p 1080p

34 MB 101 MB 164 MB



live suggest. apple search

Moments in Forms

Find a domain name:

www. (ex. widgetdesigns.com)

Search

live forms. yahoo! small business

Moments in Forms

Find a domain name:

www.
(ex. widgetdesigns.com)

live forms. yahoo! small business

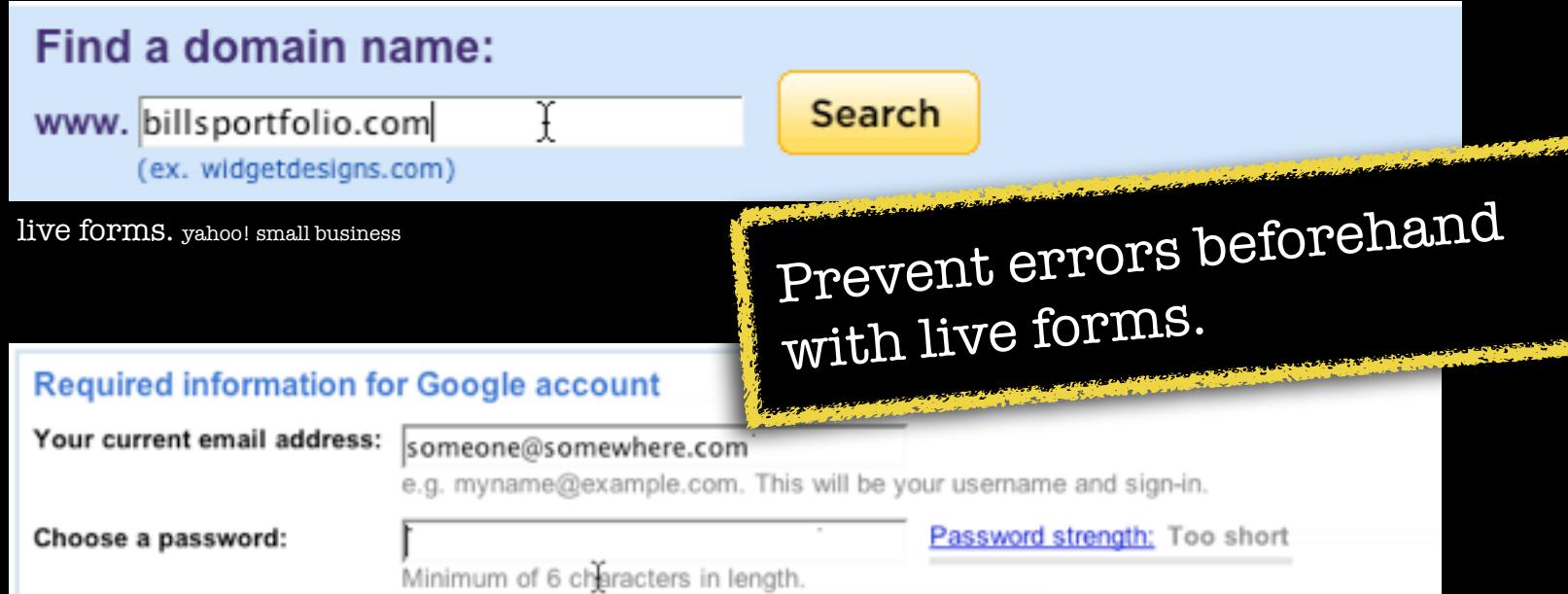
Required information for Google account

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

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

live forms. google account creation

Moments in Forms



Find a domain name:

www.
(ex. [widgetdesigns.com](#))

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

Prevent errors beforehand with live forms.

Moments in Forms



KAYAK™ Search with us, book with them.™

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

Round-trip One-way Multi-city

From

 Show Nearby Airports 

Leave  **Time** 

To

 Show Nearby Airports

Return  **Time** 

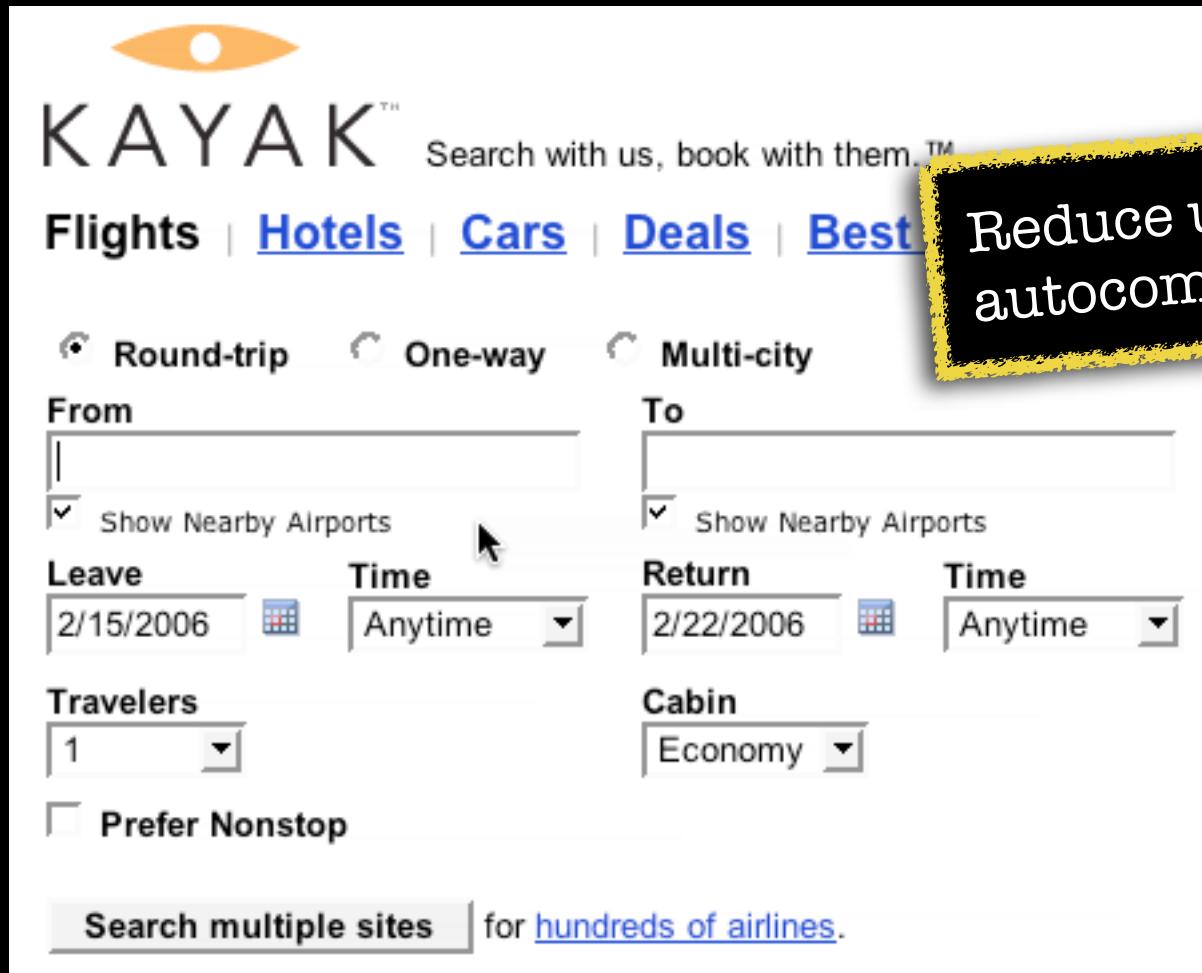
Travelers **Cabin** 

Prefer Nonstop

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

auto complete. kayak

Moments in Forms



The screenshot shows the KAYAK flight search interface. At the top, there's a logo with an orange eye icon and the text "KAYAK™ Search with us, book with them.™". Below the logo, there are navigation links: "Flights" (highlighted in blue), "Hotels", "Cars", "Deals", and "Best". There are three radio button options for trip type: "Round-trip" (selected), "One-way", and "Multi-city". The "From" field is empty. Below it is a "Show Nearby Airports" checkbox with a checked state. The "Leave" field shows "2/15/2006" and a calendar icon, with a "Time" dropdown set to "Anytime". The "To" field is also empty, with its own "Show Nearby Airports" checkbox. The "Return" field shows "2/22/2006" and a calendar icon, with a "Time" dropdown set to "Anytime". Under "Travelers", there's a dropdown set to "1". Under "Cabin", there's a dropdown set to "Economy". A checkbox for "Prefer Nonstop" is unchecked. At the bottom, there's a button labeled "Search multiple sites" followed by the text "for [hundreds of airlines](#)". A yellow callout box with a hand-drawn style border is positioned on the right side of the "From" field, containing the text "Reduce user effort by autocompleting correctly.".

auto complete. kayak

Interactive Moments

yahoo! finance



Interactive Moments

yahoo! finance

The screenshot shows the Yahoo! Finance interface. On the left, there's a sidebar with 'COMPARE TO:' dropdowns for 'COMPETITORS' (DELL INC (DELL), HEWLETT PA... (HPO), MICROSOFT... (MSFT)), 'INDEXES' (DOW JONES (^DJI), NASDAQ (^DQIC), S&P 500 (^GSPC)), and 'RECENT' symbols. Below that is an 'ADD SYMBOL(S)' input field. The main area features a chart for Apple Computer (AAPL) with a red line showing price over time, and a blue line for volume. A legend at the bottom indicates 'Splits' and 'Dividends'. The top navigation bar includes 'YAHOO! FINANCE', 'Welcome back [Sign Out]', and a 'Symbol' search bar.

The screenshot shows the Farecast website. At the top, the logo says 'Farecast Beta Know When to Buy' with a 'Home' and 'Sign Up for Email' link. Below the header, there are three tabs: 'All Times (Listed)', 'Select Times (Grid)', and 'Learn more about List View'. The 'All Times (Listed)' tab is selected. It shows a 'Results for:' section with departure from San Jose, CA (SJC) on Friday, Oct 20 2006, and return to Dallas, TX (DFW) on Saturday, Oct 28 2006, for one adult. A 'Fare Prediction' box displays an upward arrow icon, stating 'Lowest fares rising \$50+ on average within departure date' with a 'Confidence: 56%' and a 'Tip: Buy Now.' A 'Fare History' chart shows price fluctuations over 87 days, with a green line representing the trend. To the right, there are 'Planning Tools' (Flexible? Fares from \$325, Track this trip with RSS), 'Dallas Hotels' (Dallas TX Hotel - Orbitz), 'Dallas Inns' (Dallas Inns), 'Dallas Accommodations' (Dallas Accommodations), and 'Activities in Dallas' (Orbitz: Dallas Vacation). The bottom of the page has a 'Time Range' dropdown and a date range 'Aug 9, 2004 - Aug 4, 2006'.

farecast.com

Interesting Moments



Delete Messages. iPad Mail

- Keep it direct
- Maintain flow
- Require a light footprint
- Invite interaction
- Show transitions
- Be reactive

Interesting Moments



Delete Messages. iPad Mail

- Keep it direct
- Maintain flow
- Require a light footprint
- Invite interaction
- Show transitions
- Be reactive



Presentation

billwscott.com/share/presentations/2010/wamtsea

Blogs

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<http://designingwithlenses.com>

<http://designingwebinterfaces.com>

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