

Designing for Interesting Moments

Web App Masters Tour
Seattle, WA

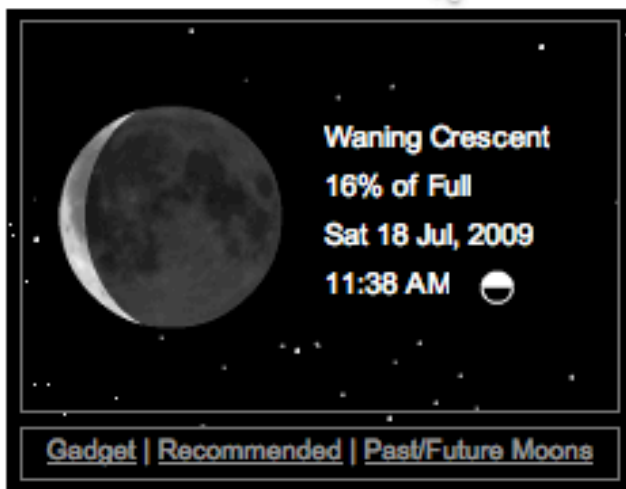
Bill Scott
@billwscott

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



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

Current Moon Phase



youtube :: top rated

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

National Geographic POD



POD -

[Google Webmaster Tools](#)

Stock Market

HowStuffWorks.com Daily Feed

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

Slashdot

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

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- [+ Fugitive linked to Jakarta blasts](#)
- [+ Tour de France spectator killed](#)
- [+ New photos show Apollo sites on Moon](#)

Wired Top Stories

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- [+ Google Says Mobile App Stores Have](#)

NYT > Home Page

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

Top Stories

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

Current Moon Phase



Waning Crescent

16% of Full

Sat 18 Jul, 2009

11:38 AM



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

Stock Market

- [+ Top 5 Energy-efficient Computers](#)
- [+ Fact or Fiction: Fight it Out!](#)
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- [+ Unite Against WMG](#)

National Geographic POD



POD -

[Google Webmaster Tools](#)

Interesting Moments: Events

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

Interesting Moments: Actors

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

Events →

Actors ↓

96

Interesting Moments

Interesting Moments

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

Interesting Moments



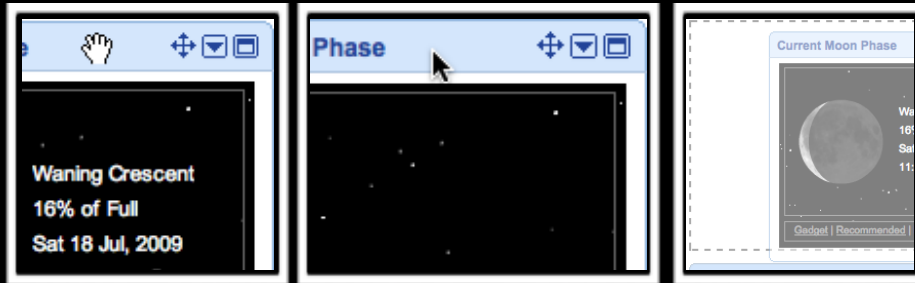
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Dragged Module			Slightly transparent.		Dragged module removed.
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Interesting Moments



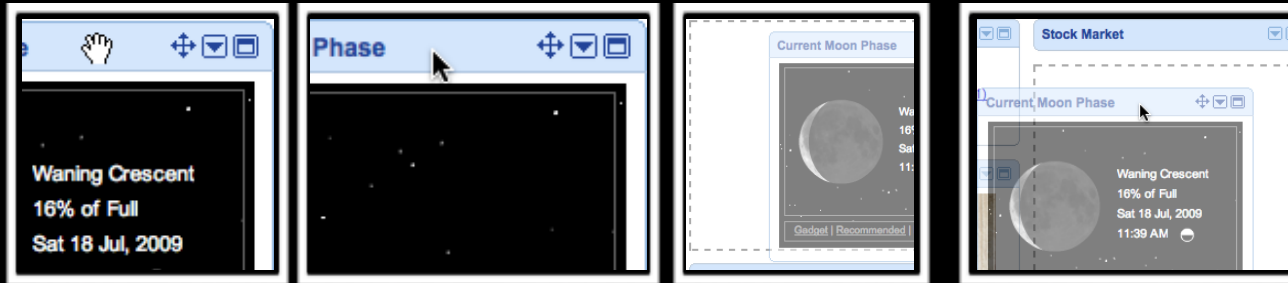
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Interesting Moments



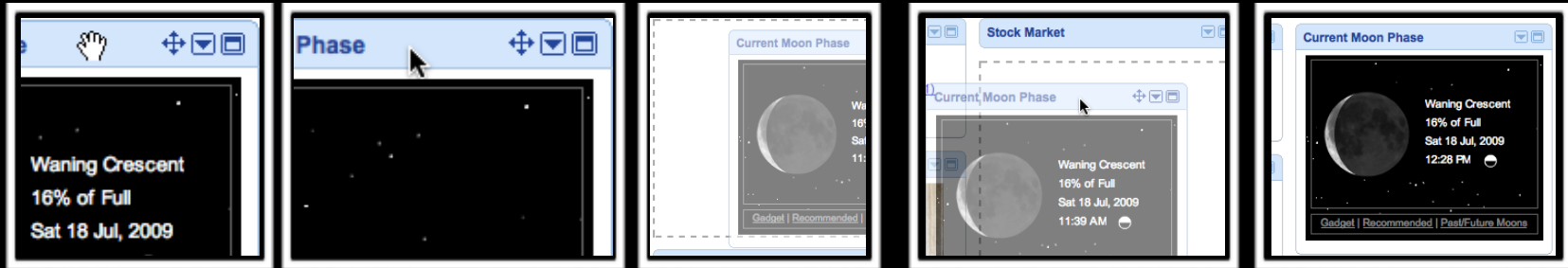
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
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Interesting Moments



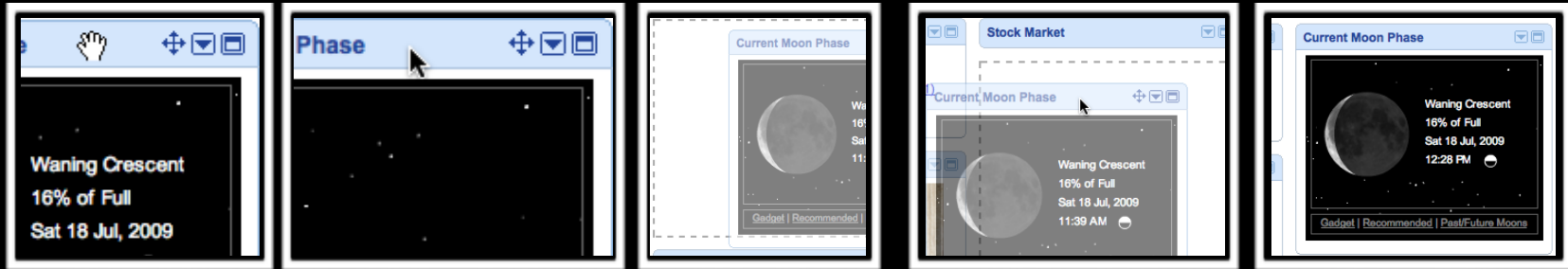
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
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Interesting Moments



	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			Slightly transparent.		Dragged module removed.
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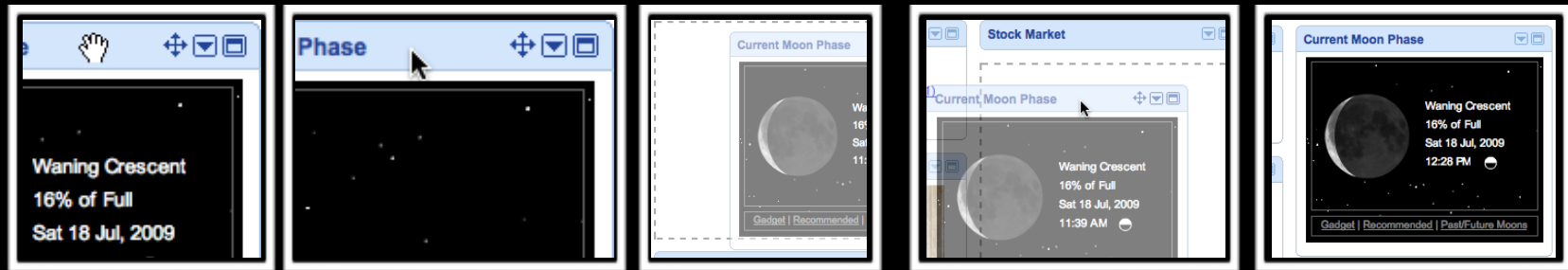
Interesting Moments



	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			Module is highlighted by its parent.		Dragged module removed.
Drop Module Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Planned engagement

Interesting Moments



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

Planned engagement

Planned moments of rest

Bounce

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

[Grab Screenshot](#)

Screenshots powered by [xBrowse](#)



Click and drag to
make notes.



Write some totally rad
feedback.



Share with friends
(or enemies)!



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

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

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

Interesting Moments



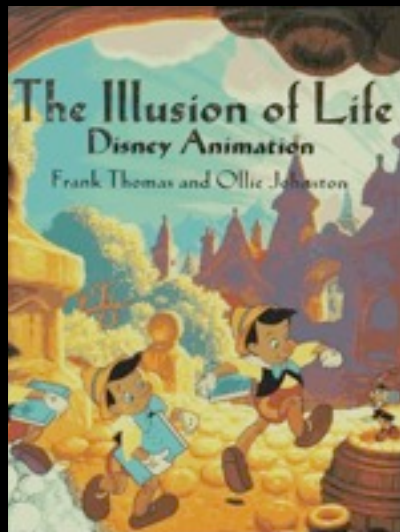
Frescoes & stained glass have been telling stories for a long time.

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”.

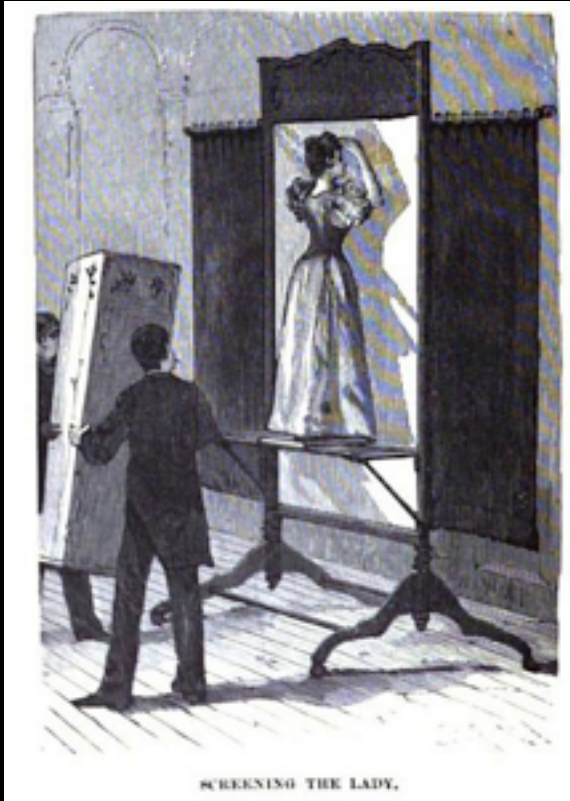
cells
tell the moments
of a story



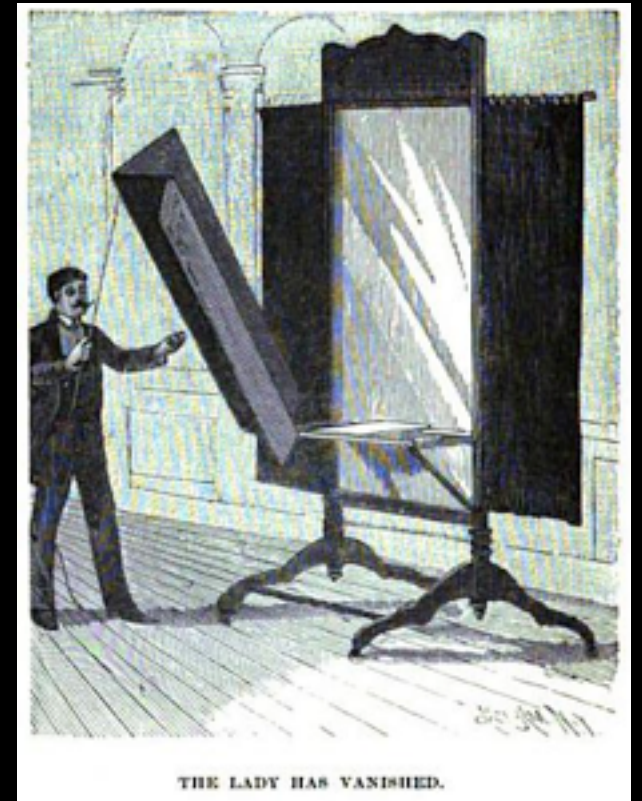
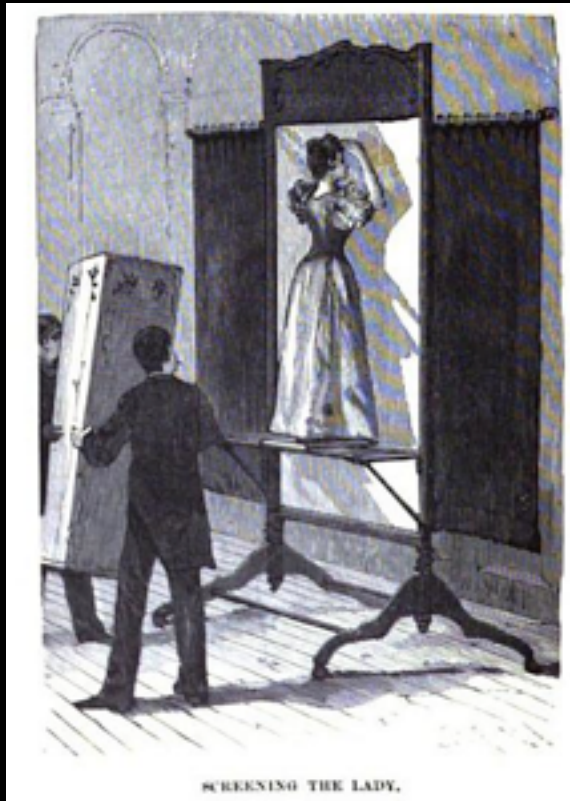
Magic hangs in the balance of the “delicacy of the illusion”.

the performance
overshadows the
moments
of a story

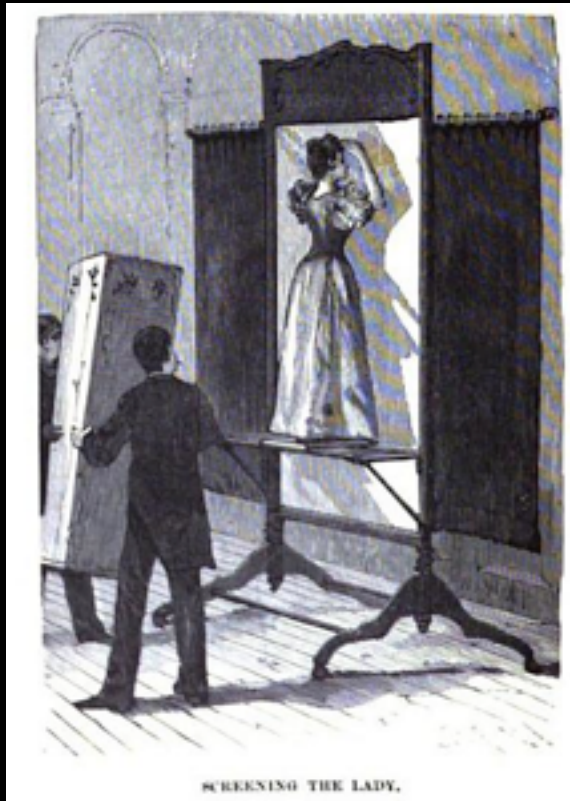
This is an Illusion



This is an Illusion

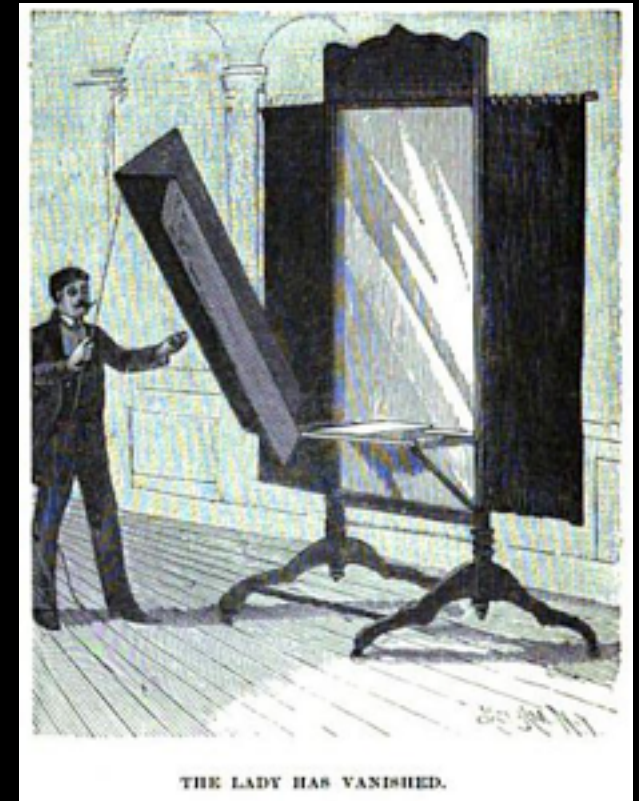


This is an Illusion

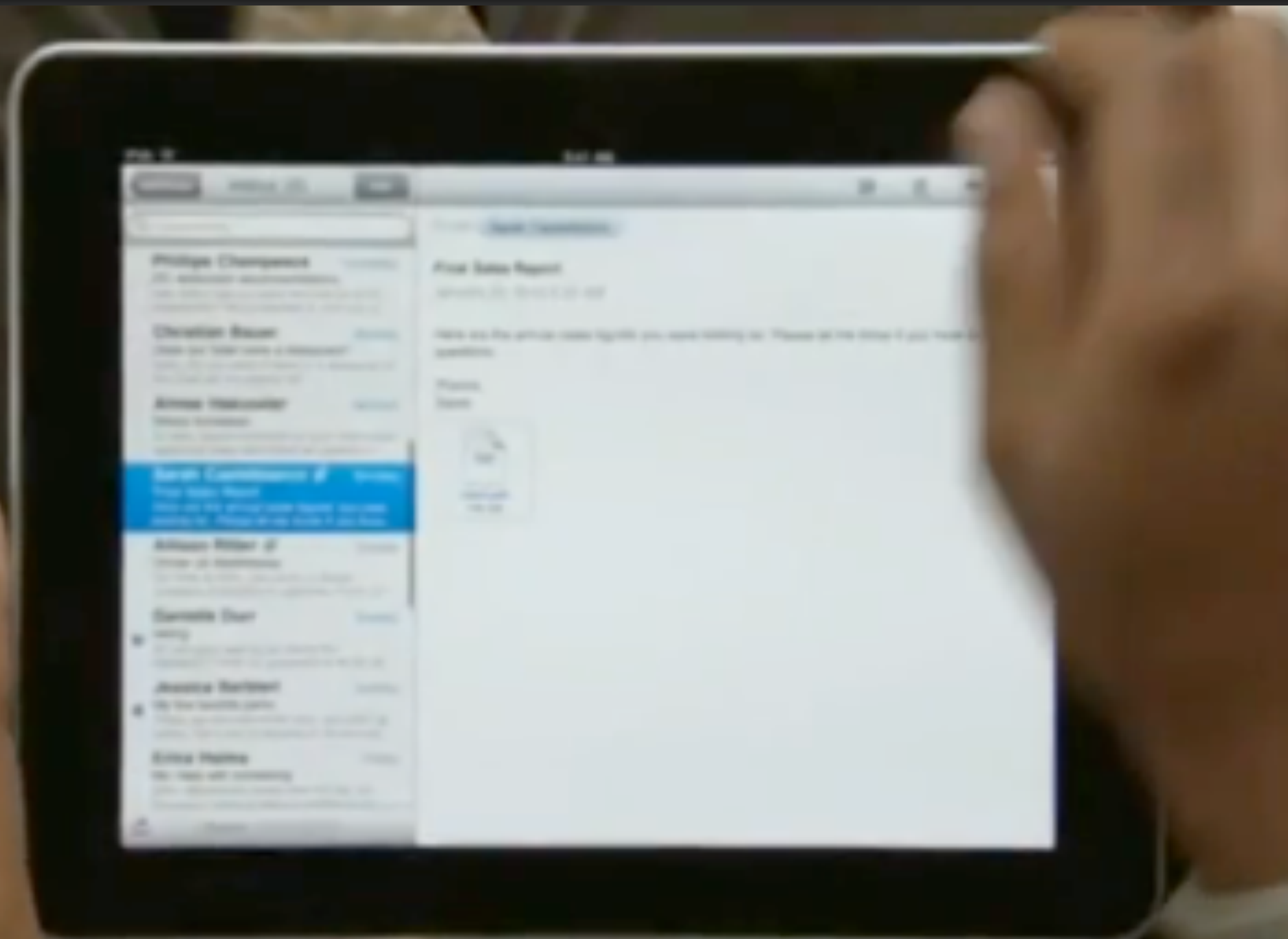


Magic is both in
the **details** and in
the **performance**.

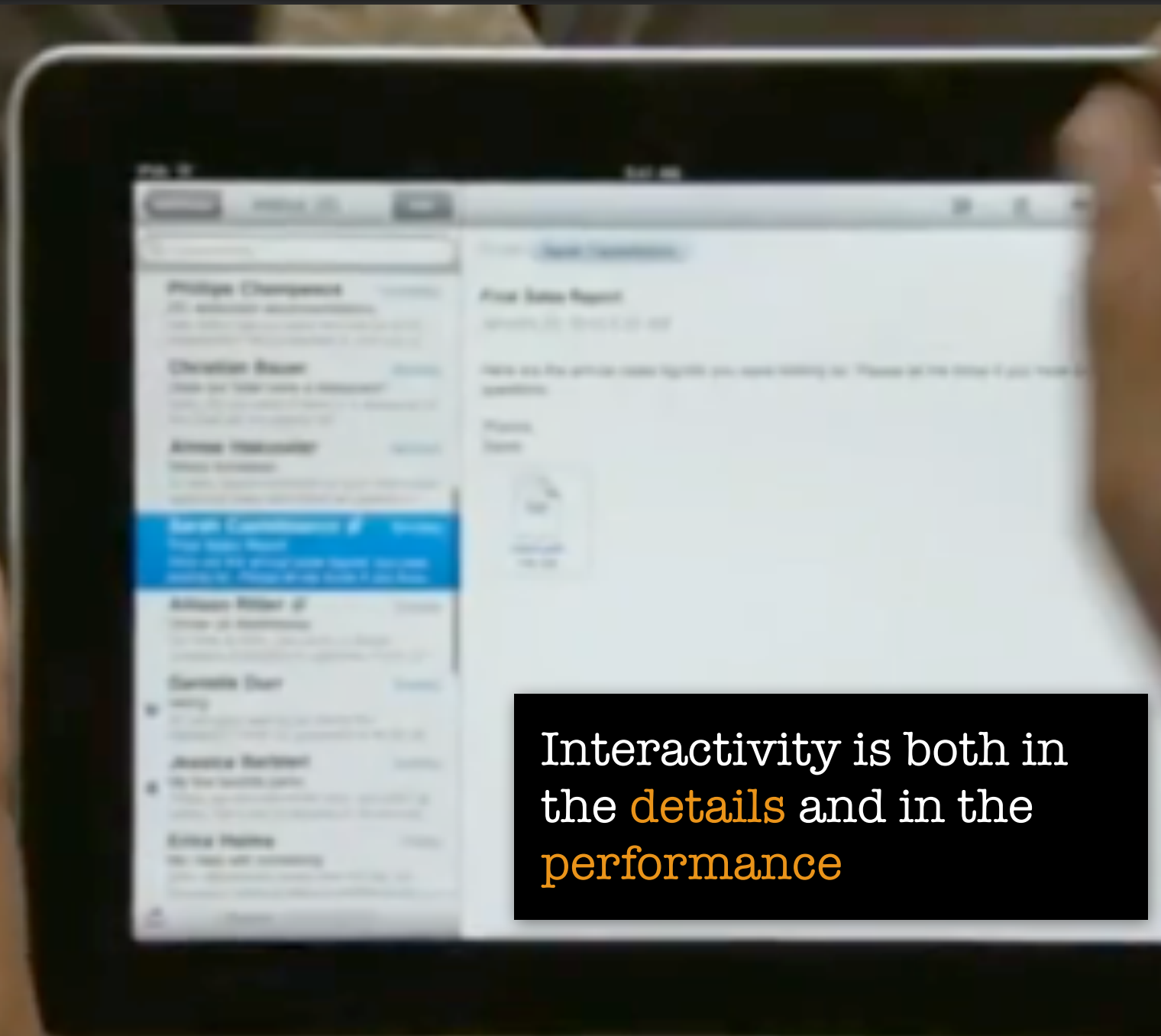
- Dariel Fitzkee



This is also an Illusion

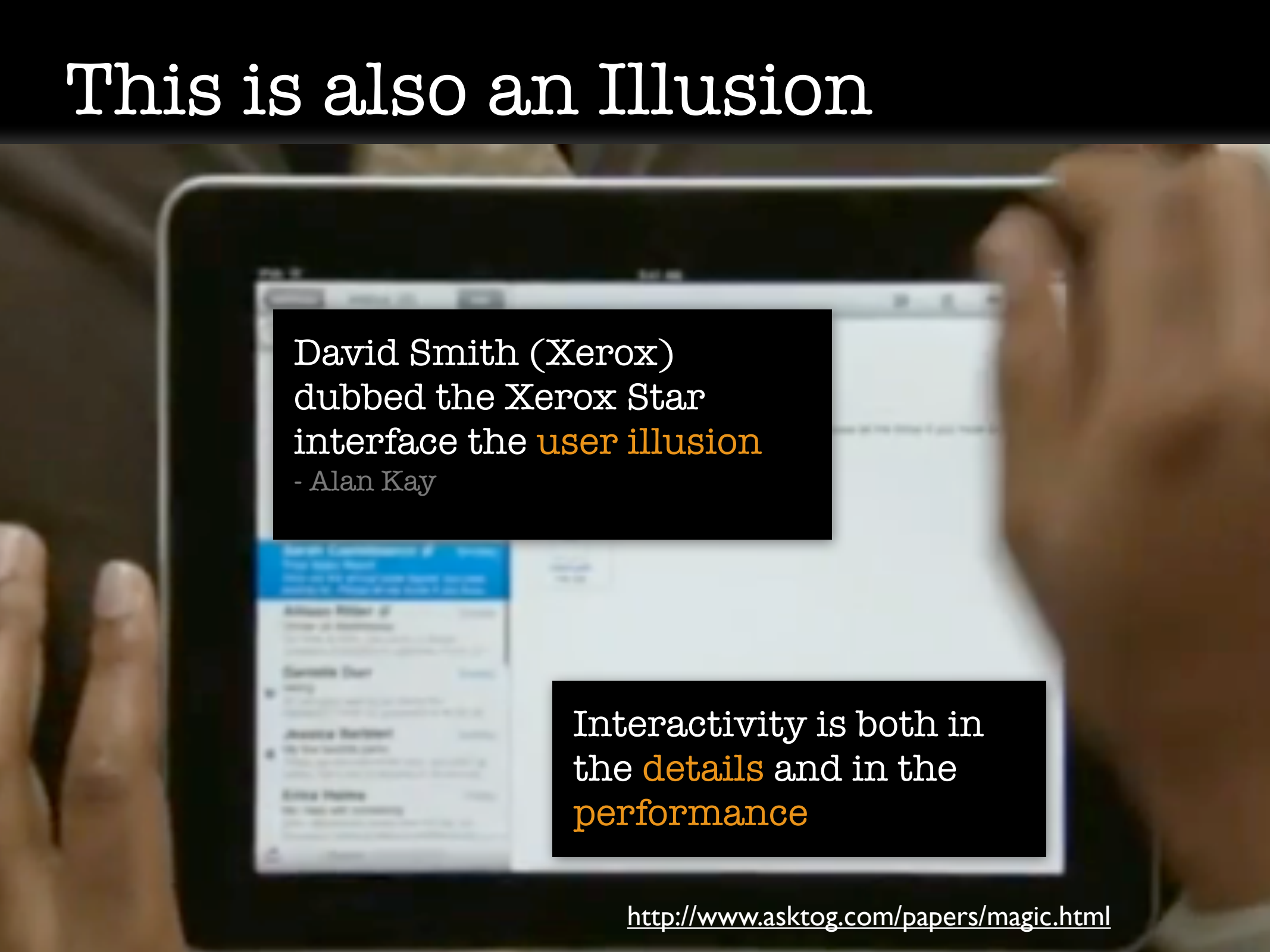


This is also an Illusion



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

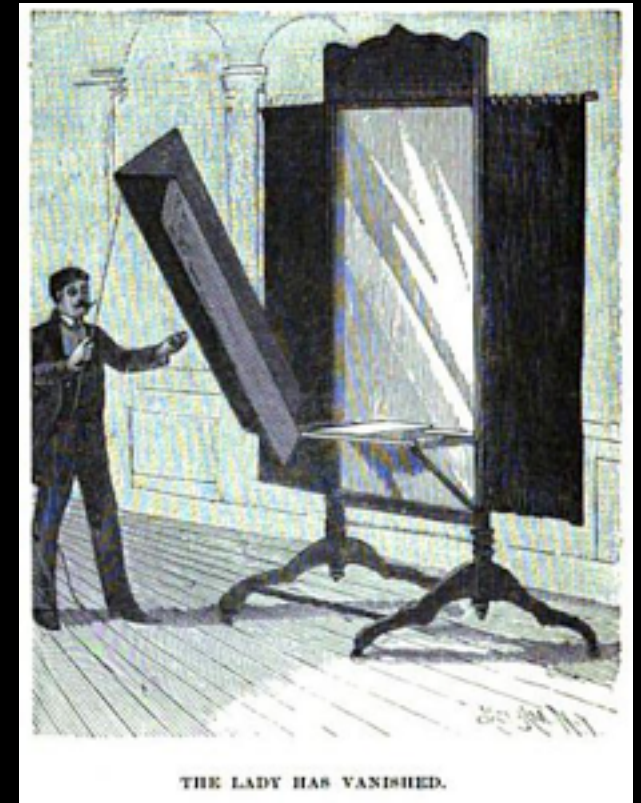
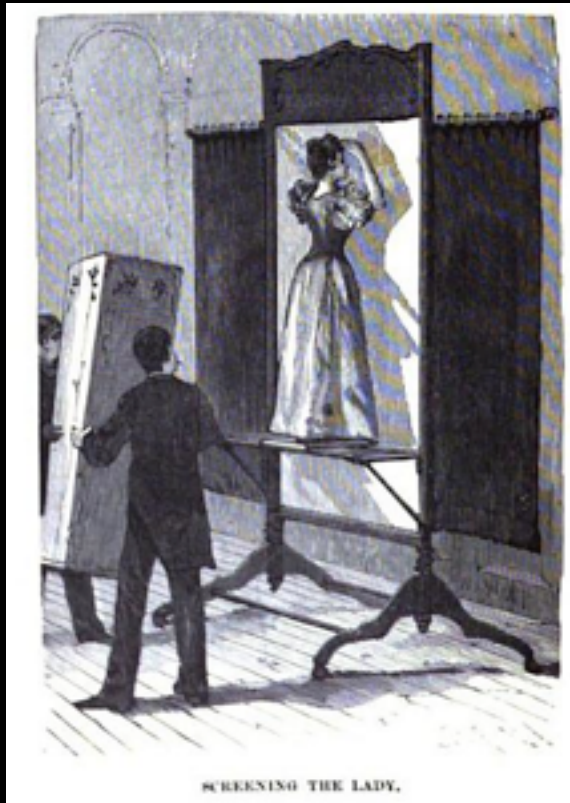
This is also an Illusion

A hand is holding a tablet that displays a document. The document has a blue header and a list of items. Two black text boxes are overlaid on the screen. The first box is in the upper left, and the second box is in the lower right.

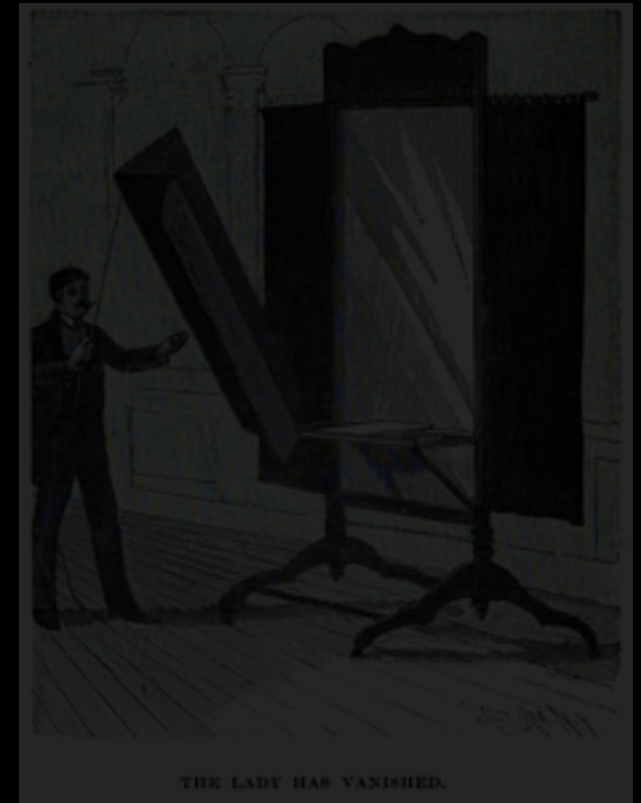
David Smith (Xerox)
dubbed the Xerox Star
interface the **user illusion**
- Alan Kay

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

Delicacy of an Illusion



Delicacy of an Illusion



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

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

-Fitzkee



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

details &
performance of an
illusion.

5 principles

5 principles

for designing interesting moments



Keep Moments
Direct



Editing Moments



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



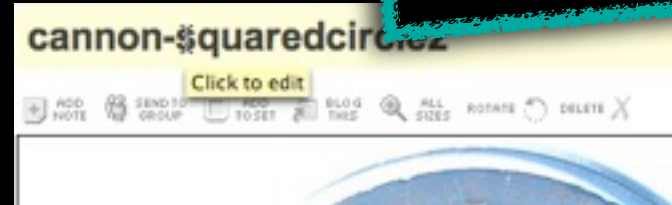
inline editing. flickr.com

Interesting Moments:

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



Pay attention to discoverability



Use a clear "call to action"



Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments

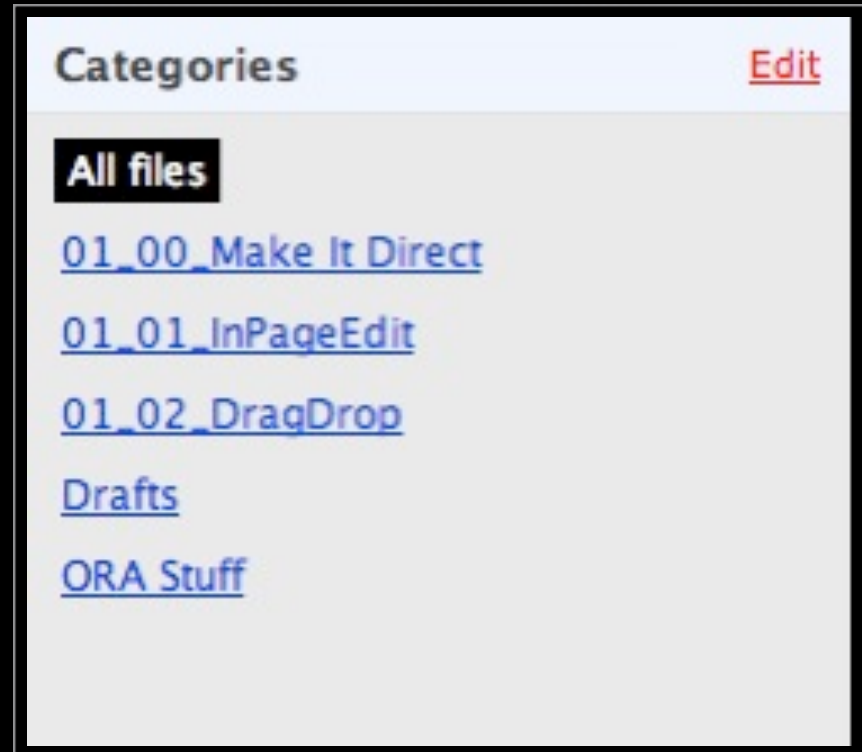


anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

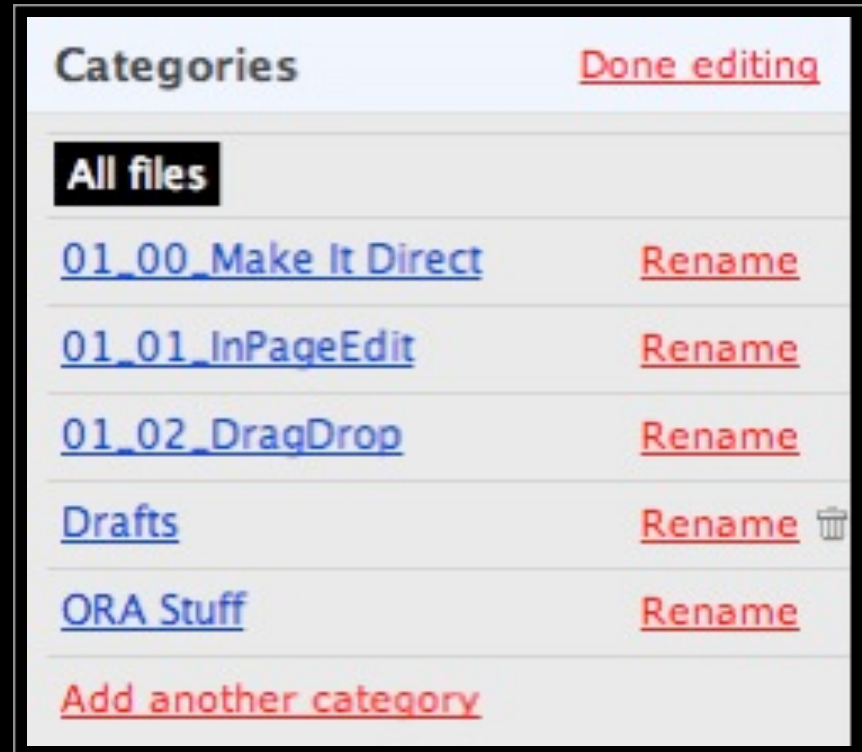


symmetrical interaction. basecamp

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

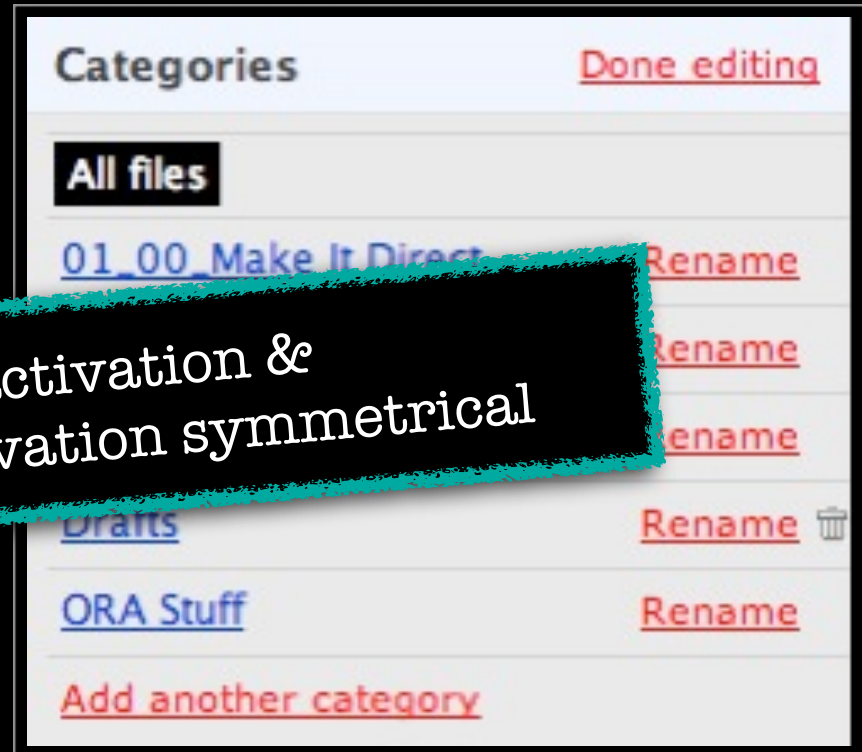


symmetrical interaction. basecamp

Activation/Deactivation Moments



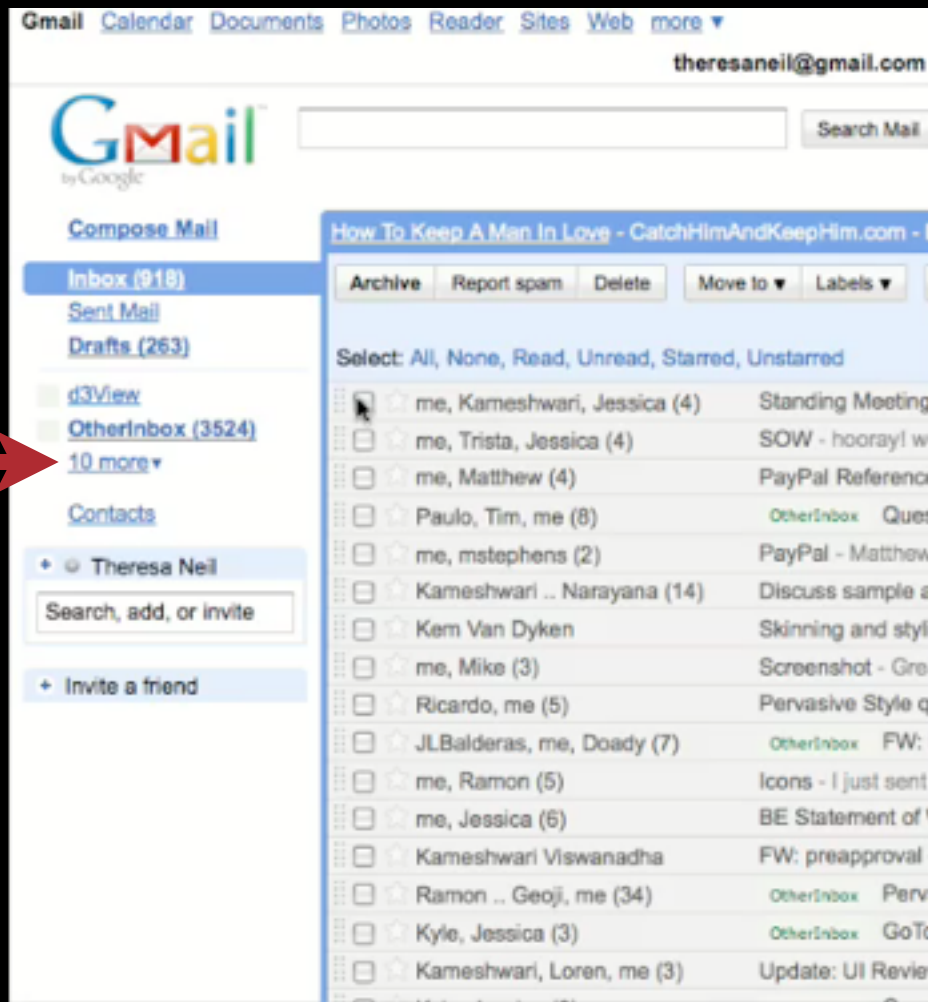
anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

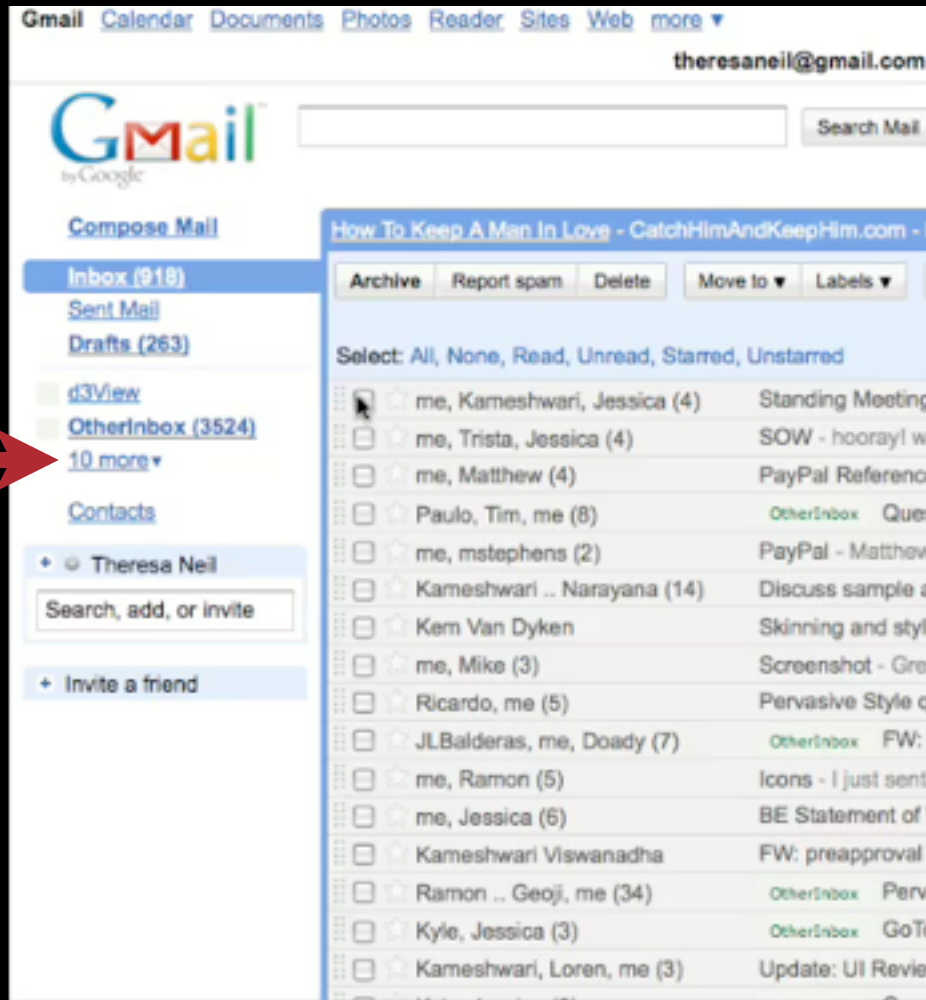
Keep activation & deactivation symmetrical

Drag & Drop Moments



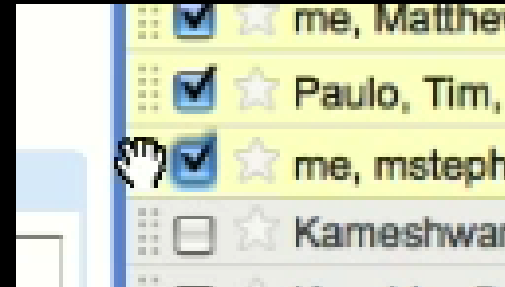
drag and drop. gmail

Drag & Drop Moments

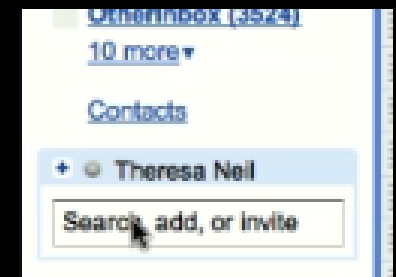
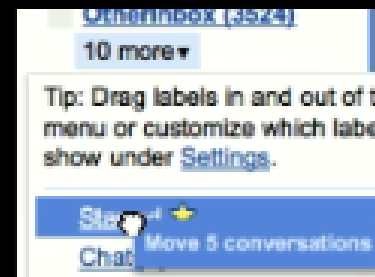


drag and drop. gmail

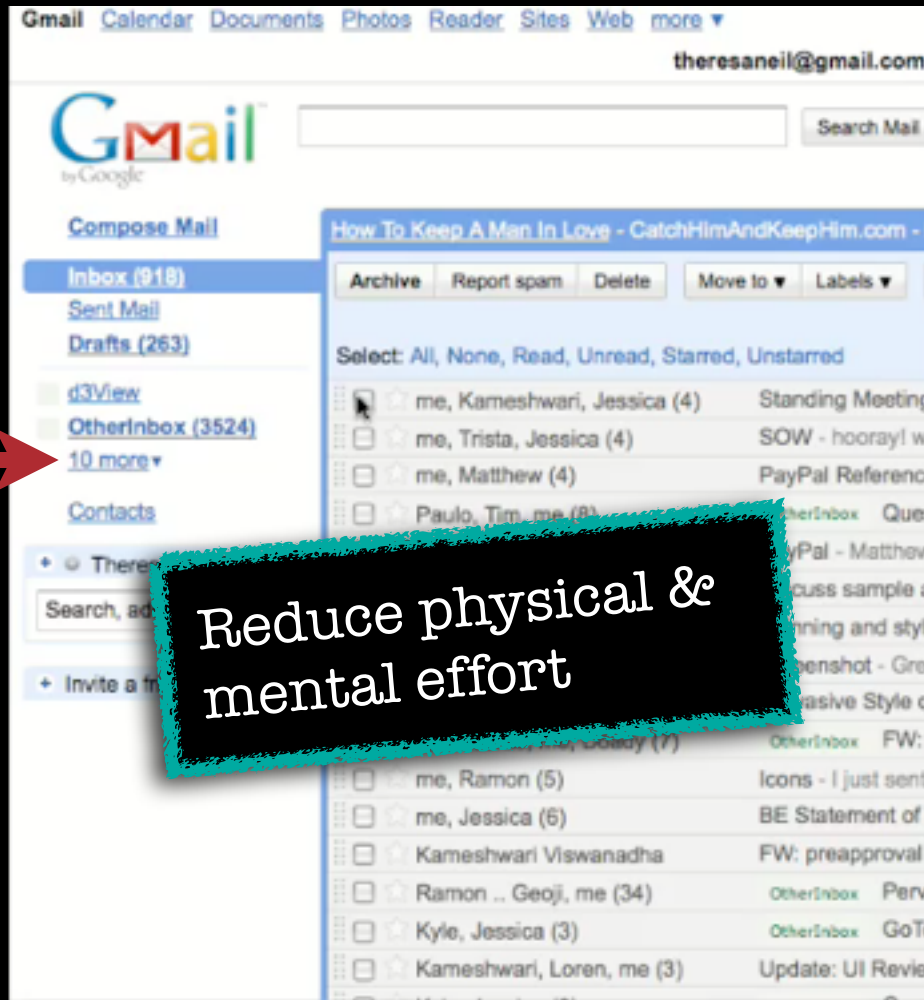
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.

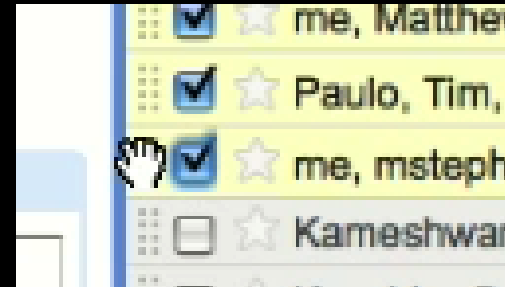


Drag & Drop Moments

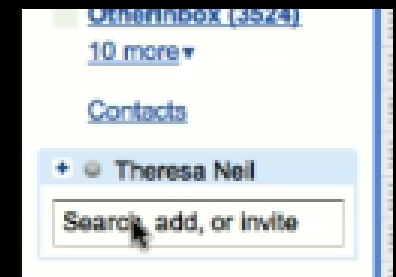
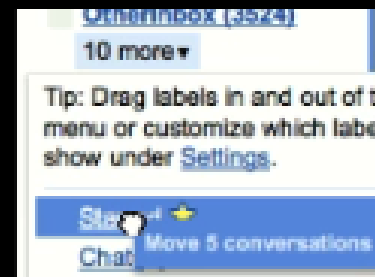


drag and drop. gmail

Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Artificial Moments

Home Locator

SEARCH HERE

North America

SEARCH RESULTS

FILTERS

Price Range:

Min: \$0

Max: \$4,000,000

Bedrooms: 1 to 10

Bathrooms: 1 to 10

Minimum Features:

Max

Advanced:

Map View: Yes

Map View: No

Map View: Yes

Map View: No

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$440,000	948	3	1	1
\$215,000	709	2	1	1
\$370,000	912	3	2	1
\$370,000	953	2	2	1
\$545,000	1398	2	4	1
\$5,000,000	3638	6	3	1
\$115,000	1318	4	2	1
\$3,300,000	2008	3	4	1
\$910,000	1318	3	3	1
\$990,000	1408	3	3	1
\$715,000	1238	3	2	1
\$415,000	1218	2	2	1
\$915,000	1378	4	3	1
\$430,000	1318	2	2	1
\$935,000	1330	4	2	1

Map

Properties Information

Workflows

DEEP VIEW FAVORITES HERE

You have 1 properties in your favorites

Artificial Moments

Home Locator

SEARCH AREA

North America

SEARCH RESULTS

10,000 - 3,000,000

Bedrooms: 1 to 5

Bathrooms: 1 to 5

Minimum Features: 1 to 5

Advanced Search

Map View | List View

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$100,000	948	3	1	1
\$215,000	7098	2	1	1
\$330,000	912	3	2	2
\$330,000	993	2	2	1
\$545,000	1398	2	4	1
\$5,000,000	3638	6	3	1
\$915,000	1318	4	2	2
\$3,300,000	2088	3	4	2
\$915,000	1318	3	3	1
\$995,000	1408	3	3	2
\$715,000	1238	3	2	1
\$415,000	1218	2	2	1
\$915,000	1318	4	3	1
\$430,000	1318	2	2	1
\$935,000	1330	4	2	2

San Antonio

Map

Property Information

Workflows

DEEP VIEW FAVORITES HERE

You have 1 properties in your favorites

Artificial Moments

Home Locator

WEBBCK HOME

North America

NEWLY ADDED

FILTERS

Price Range:

Min: \$0

Max: \$3,000,000

Bedrooms: 1 to 5

Bathrooms: 1 to 5

Minimum Features:

100

Advanced:

Map View: On

Search: On

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$180,000	968	3	1	1
\$215,000	7099	3	1	1
\$230,000	912	3	2	1
\$330,000	993	2	2	1
\$545,000	1398	2	4	1
\$5,000,000	3638	6	3	1
\$610,000	1318	3	3	1
\$660,000	1418	3	3	1
\$710,000	1098	3	3	1
\$815,000	1818	2	2	1
\$815,000	1318	4	3	1
\$430,000	1318	2	2	1
\$815,000	1318	4	2	2
\$815,000	1318	4	2	2

DEEP VIEW FAVORITES HERE

You have 2 properties in your favorites

San Antonio

Map

Properties Information

Workflows

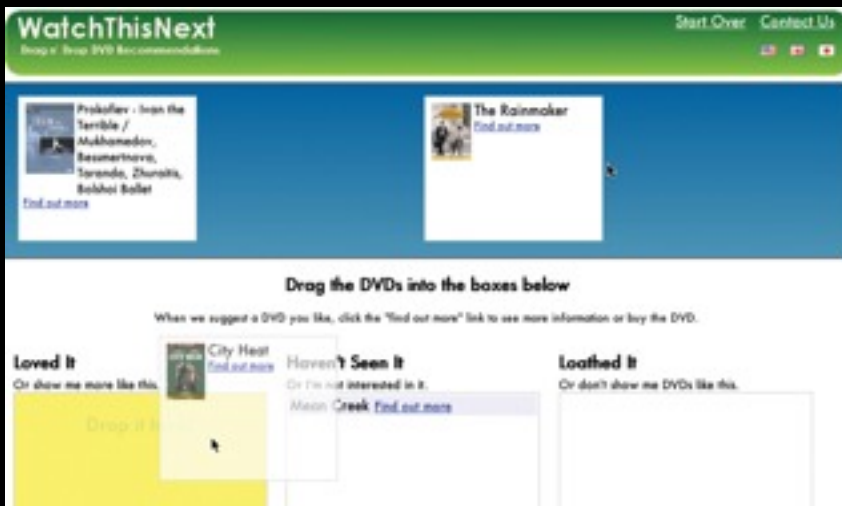
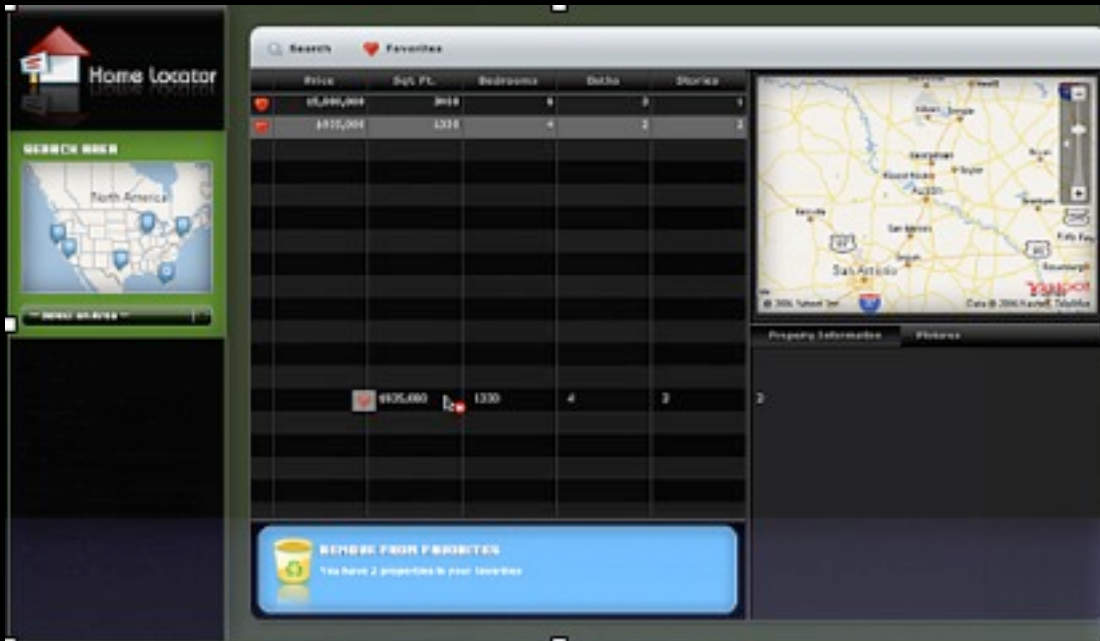
[illegible]

Artificial Moments

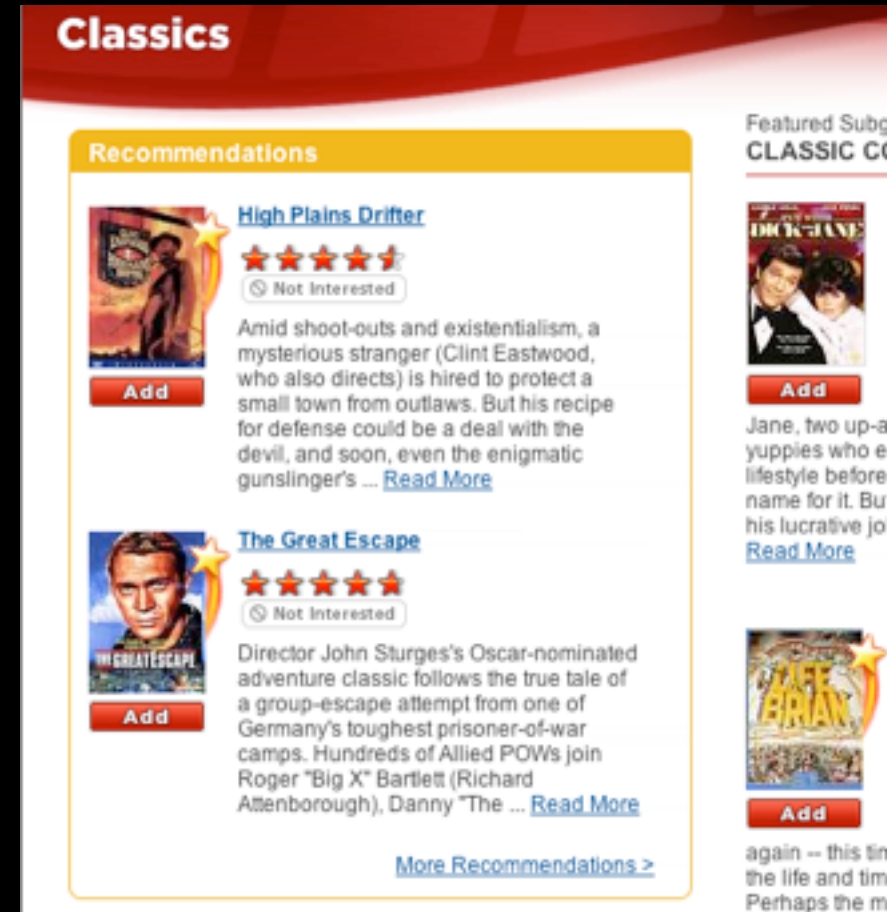


anti-pattern. artificial construct.

Artificial Moments

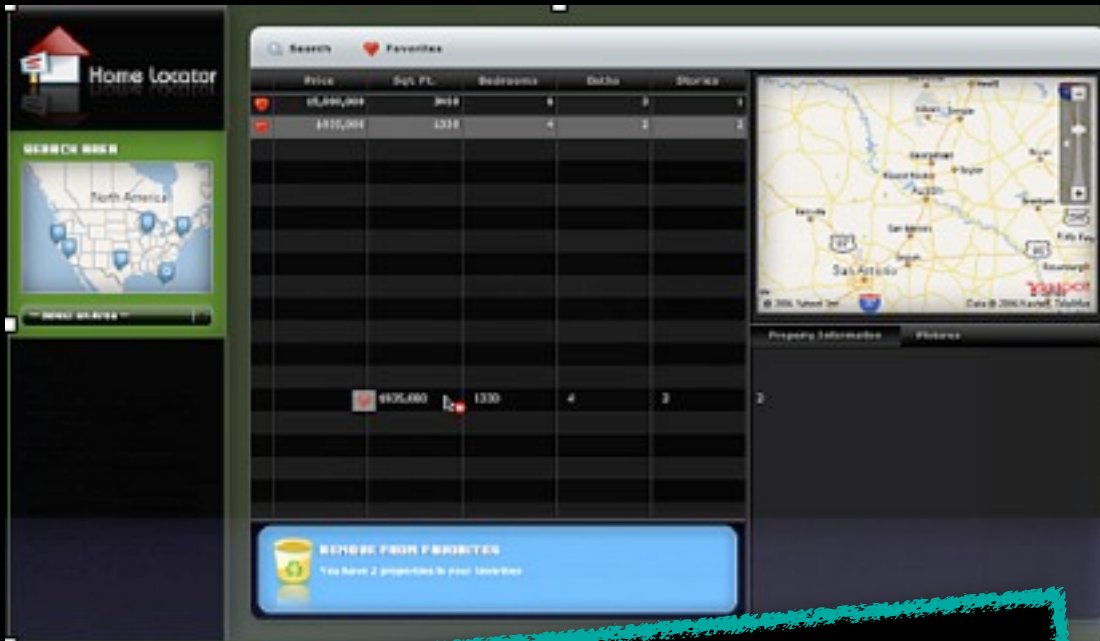


anti-pattern. artificial construct.



rate an object. netflix.com

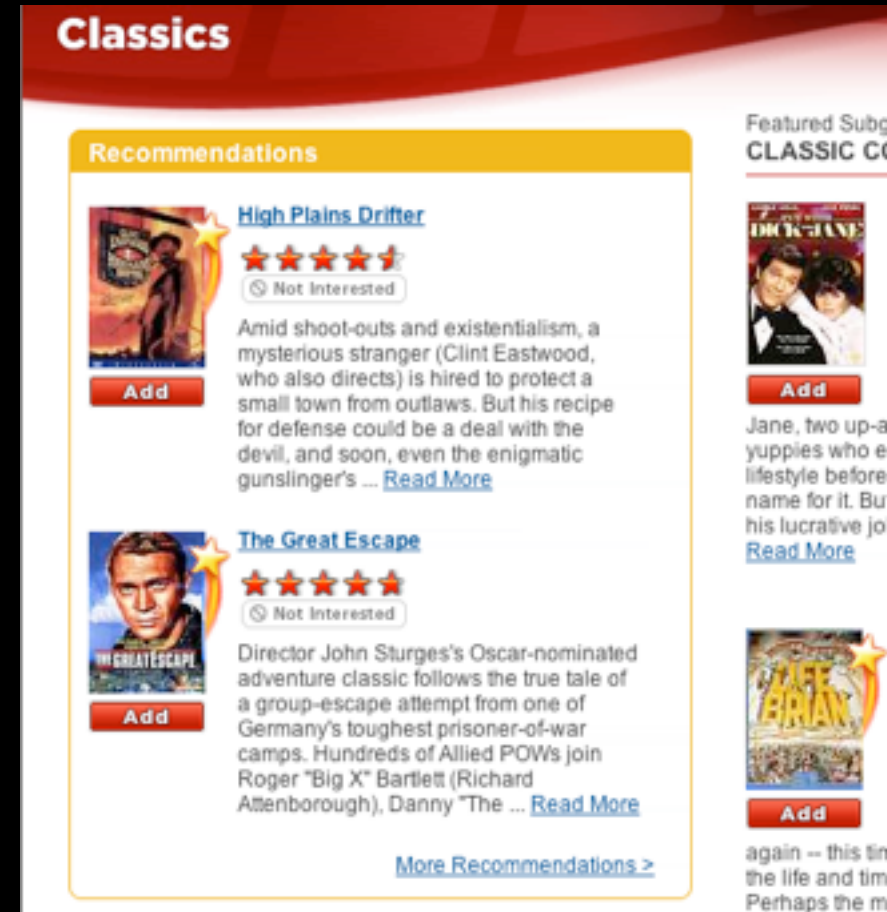
Artificial Moments



Avoid artificial visual constructs for drag and drop.



anti-pattern. artificial construct.



rate an object. netflix.com



Require only a
light footprint.

digg



Unnecessary Moments

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

IBM, AMD, Sony boost chip speeds by 24%

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

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

Unnecessary Moments

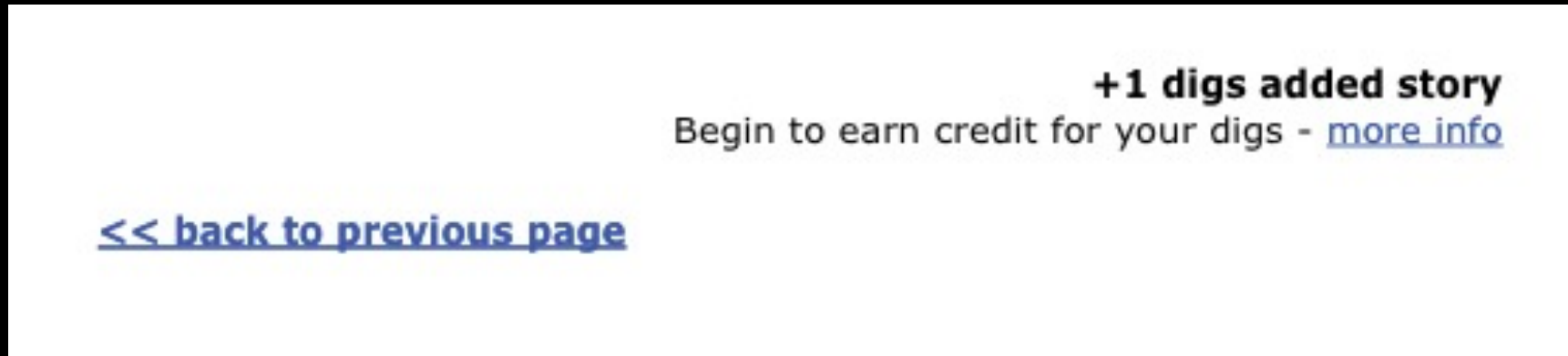
+1 digs added story

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

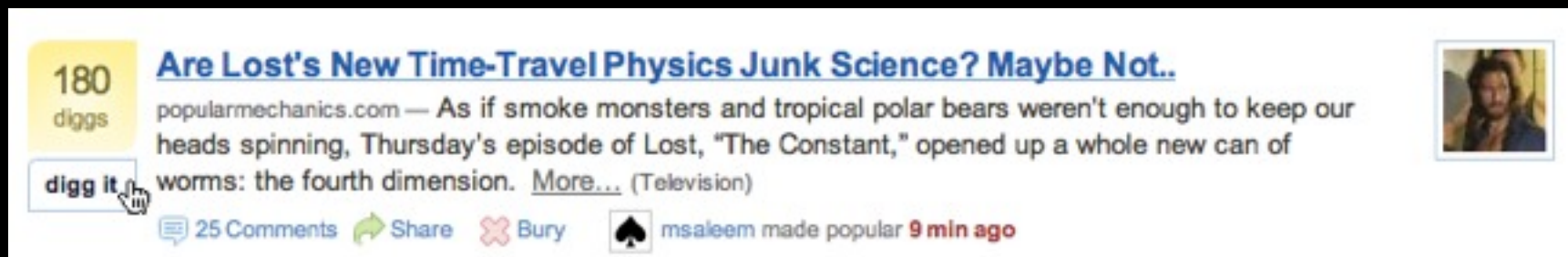
[<< back to previous page](#)

original digg site. digg.com 1.0

Unnecessary Moments

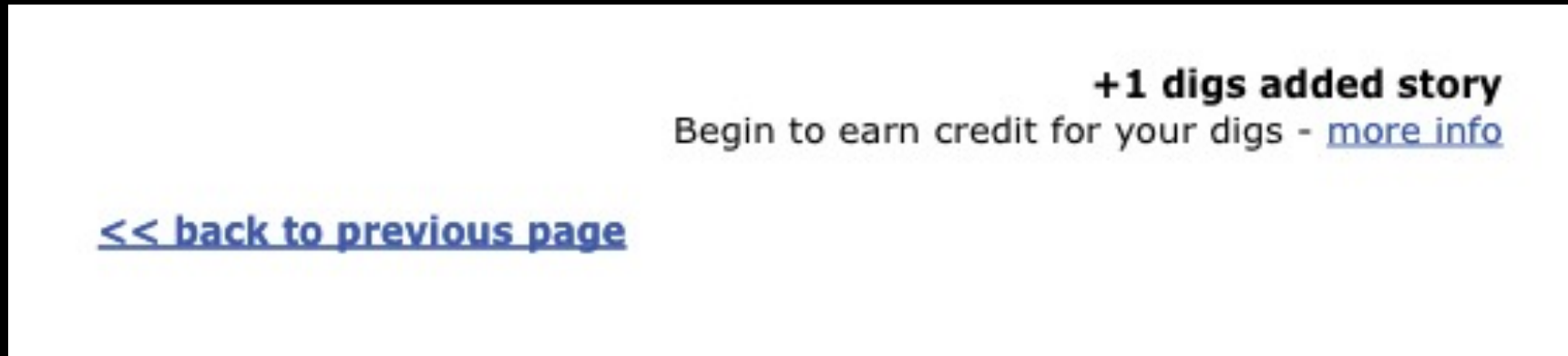


original digg site. [digg.com](#) 1.0



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

Unnecessary Moments



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



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

Unnecessary Moments



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



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

Unnecessary Moments

Yelp Food brought to you by MGD 64



Mi Tierra Foods

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

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

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



[Add Photos](#)

Price Range: \$

Good for Kids: Yes

Take-out: Yes

Outdoor Seating: No

Accepts Credit Cards: Yes

Attire: Casual

Takes Reservations: No

Waiter Service: No

Good for: Lunch

Parking: Street, Private Lot

Good for Groups: No

Delivery: No

Wheelchair Accessible: Yes

Alcohol: None

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

[First to Review](#)  Amy J.

[Send to Friend](#)

[Bookmark](#)

[Send to Phone](#)

[Write a Review](#)

[Print version](#)

Unnecessary Moments

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

2082 San Pablo Avenue
(between Addison
Berkeley, CA 94706
(510) 540-8946



[Add Photos](#)

Don't add unnecessary steps.

Price Range: \$

Good for Kids: Yes

Take-out: Yes

Outdoor Seating: No

Accepts Credit Cards: Yes

Attire: Casual

Takes Reservations: No

Waiter Service: No

Good for: Lunch

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

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[Send to Friend](#)

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[Send to Phone](#)

[Write a Review](#)

[Print version](#)

Heavy Moments

Be mindful of the “click weight.”

Heavy Moments

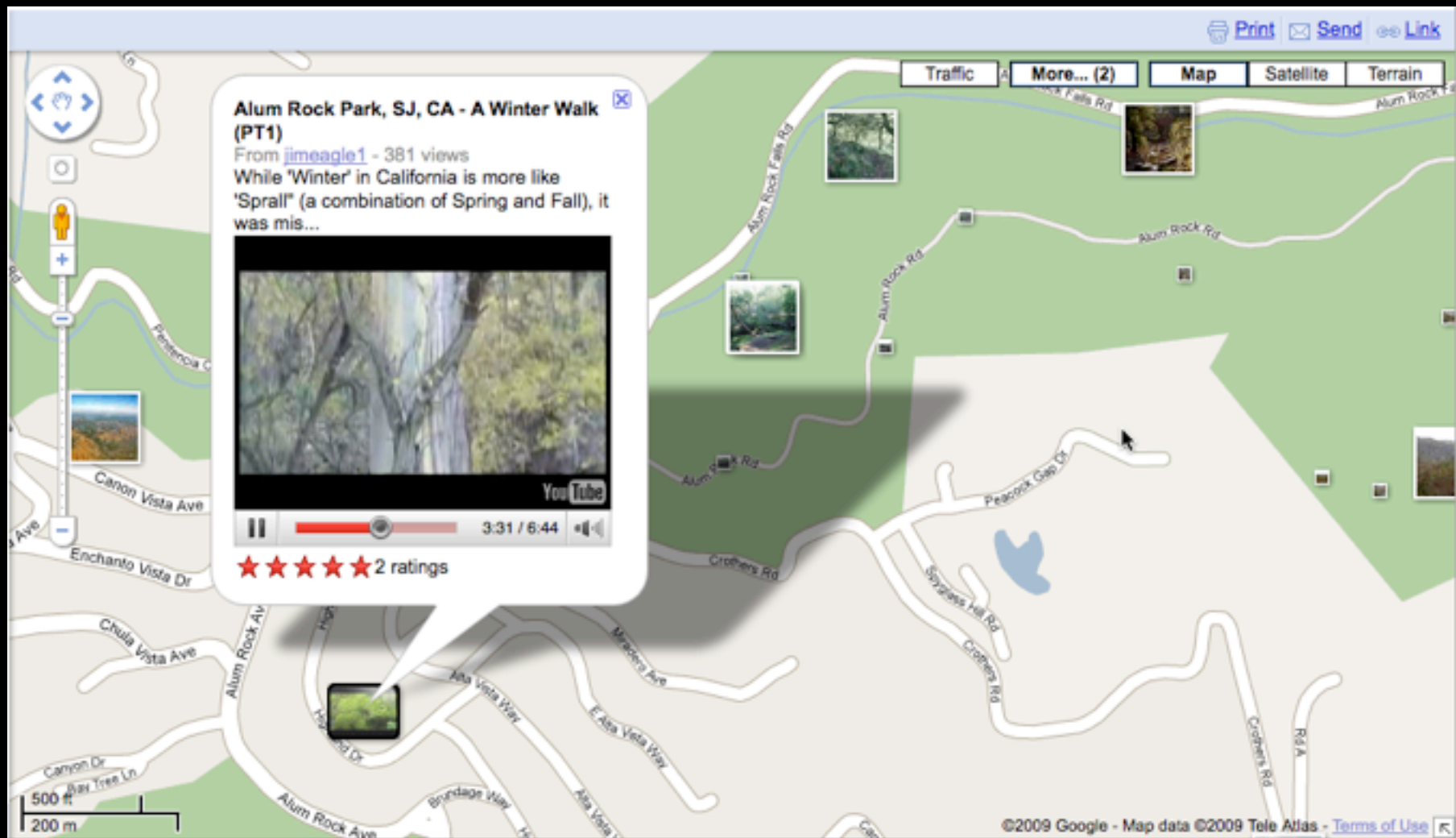
Be mindful of the “click weight.”

- # 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



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



contextual tool menu. flickr.com



contextual tool actions. backpackit

On Hover Moments



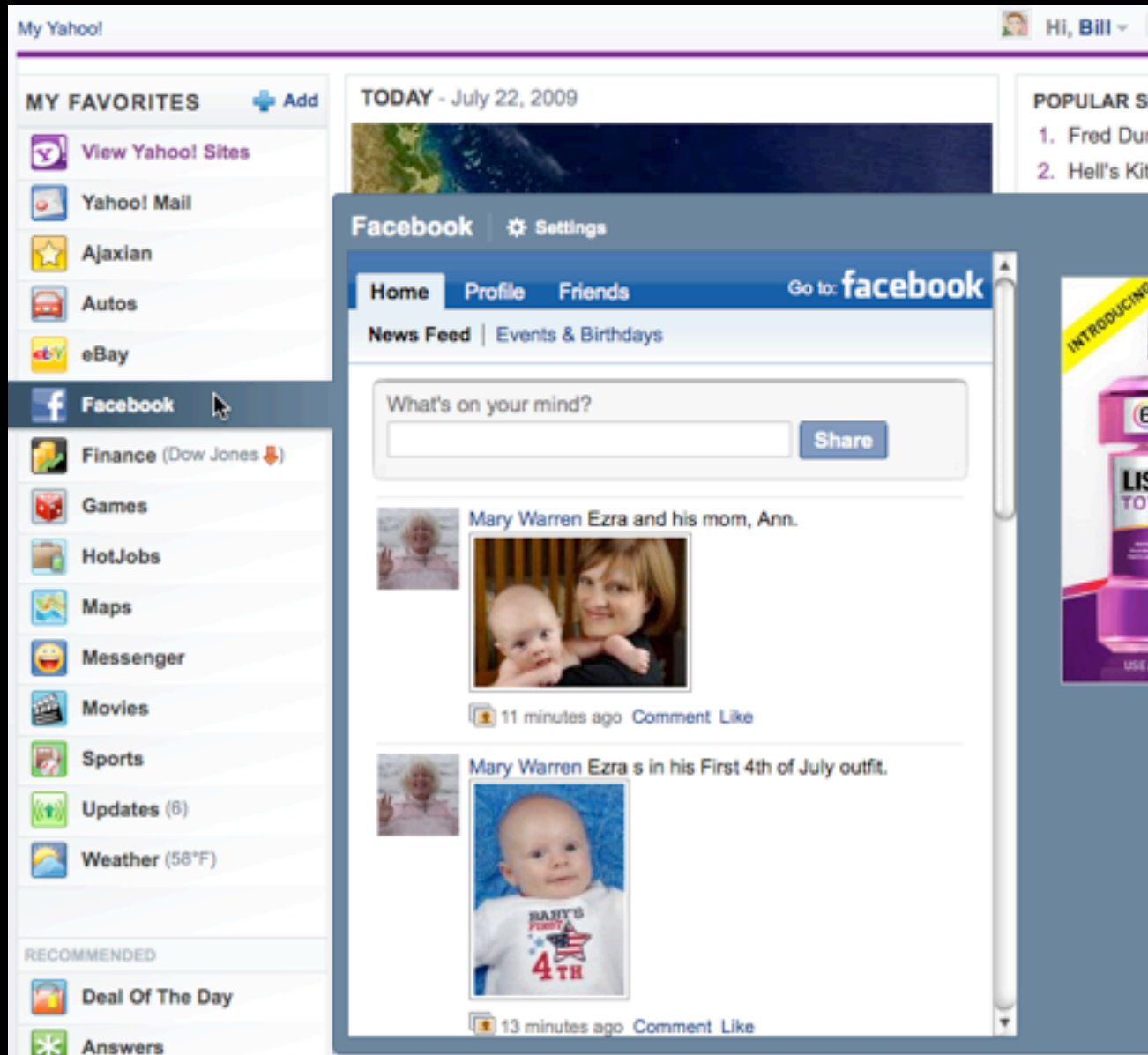
Preserve readability by initially hiding secondary actions.

contextual tool menu. flickr.com



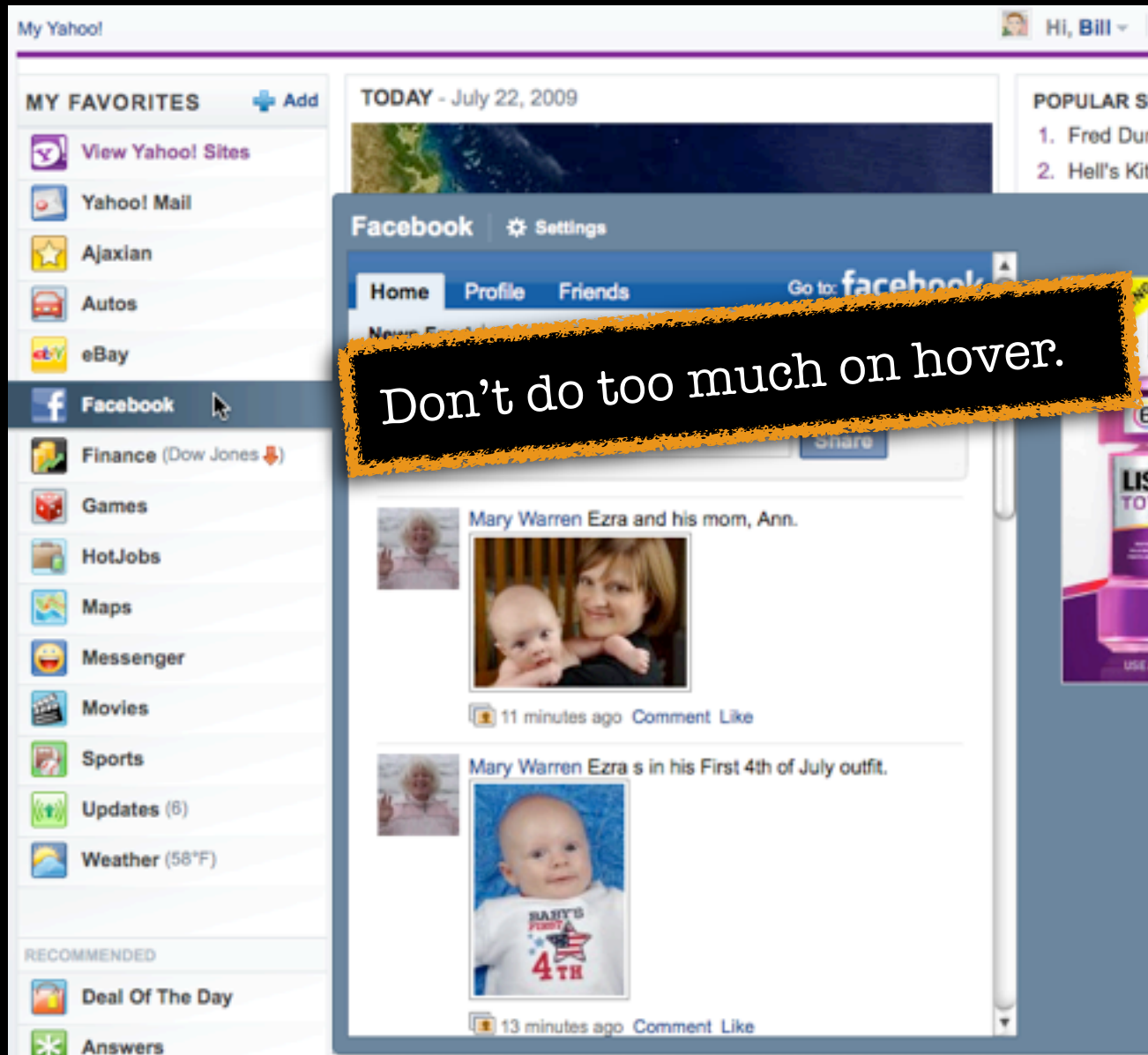
contextual tool actions. backpackit

On Hover Moments



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!

Web Search

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

Priuses recalled in Japan

1 - 4 of 32

NEWS WORLD LOCAL FINANCE

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

TRENDING NOW

1. Dow Jones

2. Brangelina

3. Tracy Porter

4. Charlie Sheen

5. Comcast

6. Chuck

7. International Sp...

8. Kim Kardashian

9. Dear John

10. Laura Chinchilla

Today's Deals from ProFlowers



15 Sweetheart Tulips

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

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



One Dozen Red Roses

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

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

Send VDay Flowers - Ad Feedback

Dream rides: Hottest sports coupes on Y! Autos



Porsche 911 Turbo



Mercedes-Benz SLS AMG



Ferrari 458 Italia

1 of 5

Yahoo! Refactored

Web Images Video Local Shopping More

YAHOO!

My Yahoo! Make Y! your homepage

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

MY FAVORITES Add

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

TODAY - February 08, 2010

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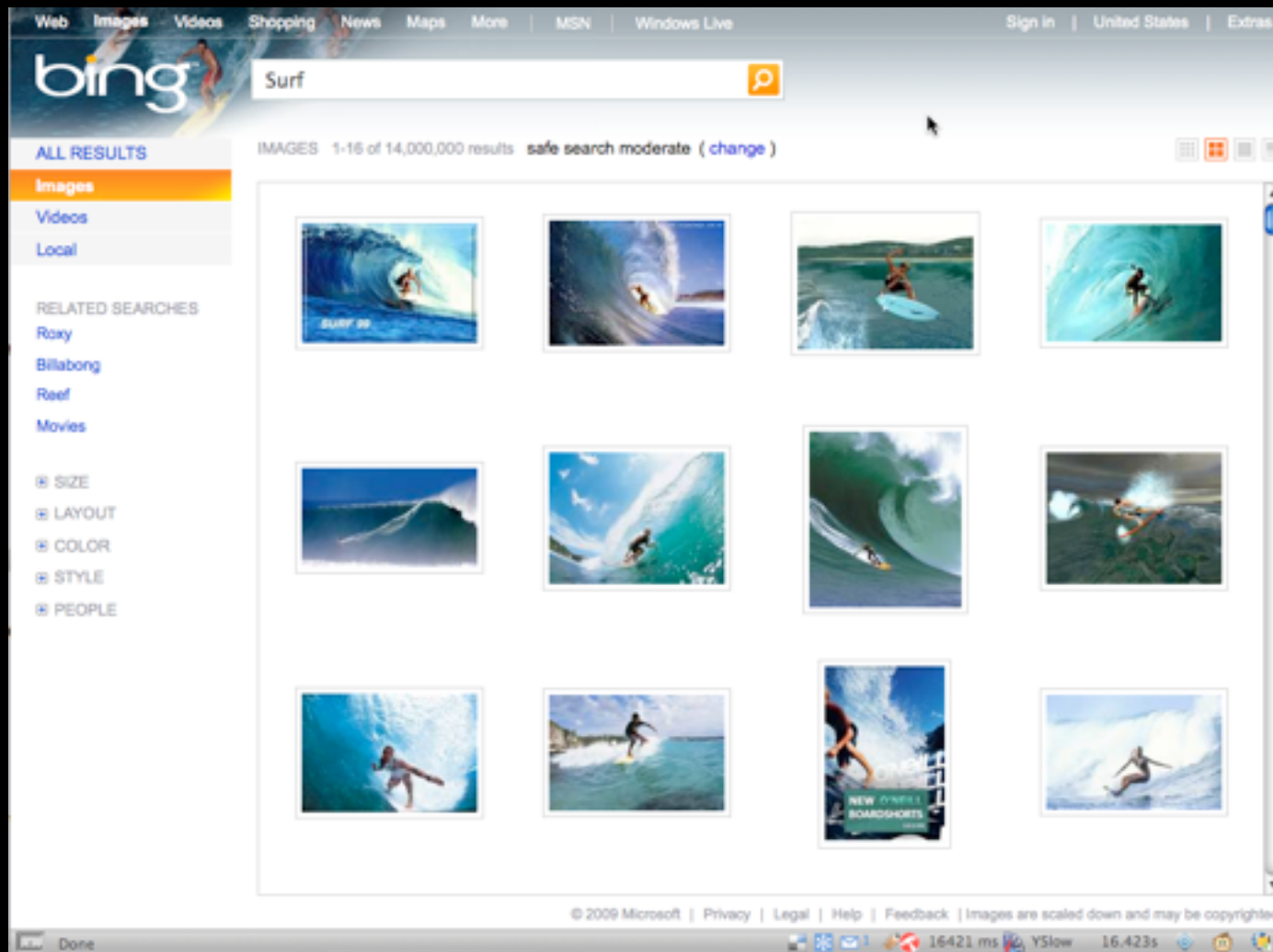
Mercedes-Benz SLS AMG

Ferrari 458 Italia

1 of 5

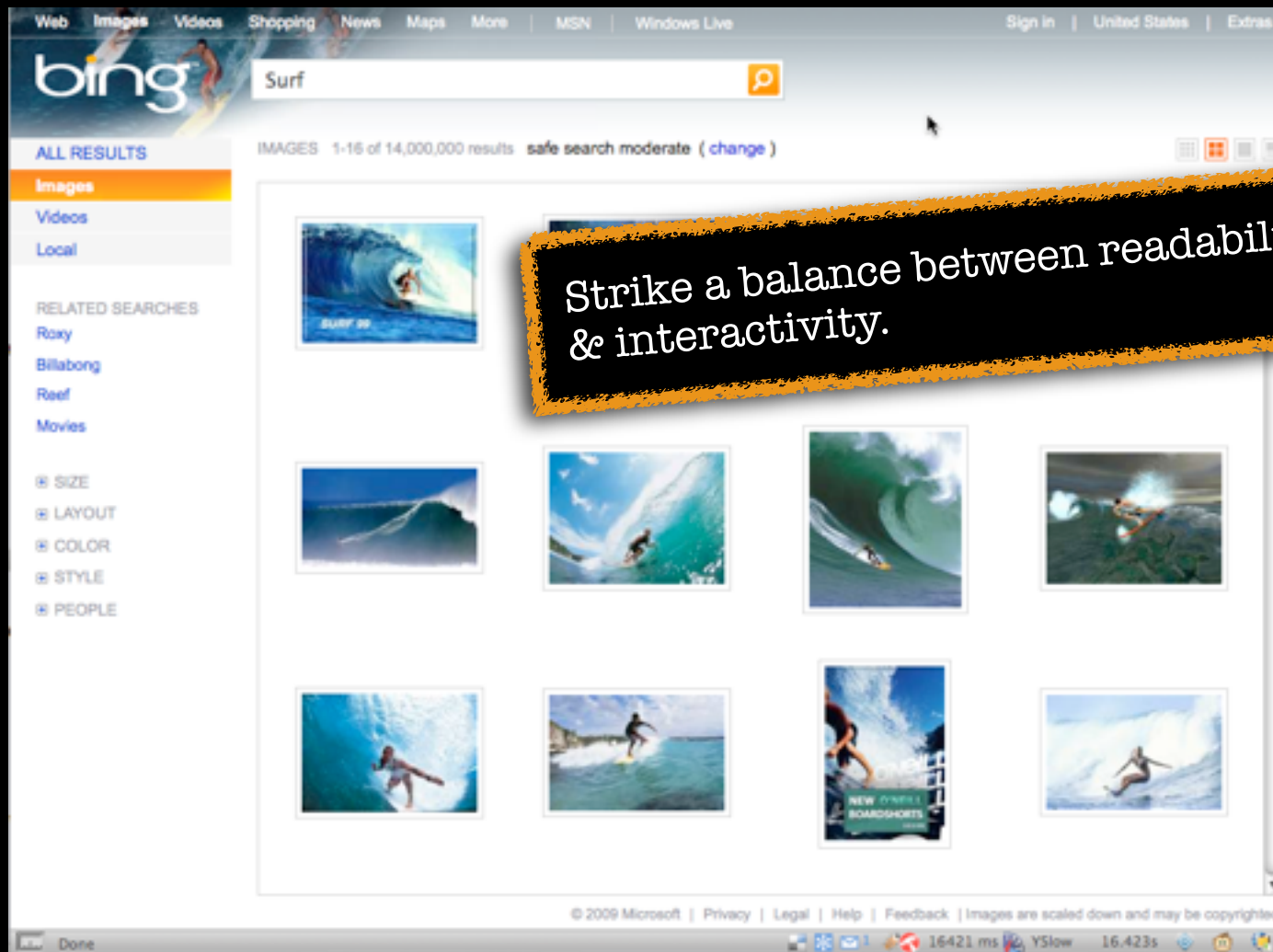
**Clicks are explicit actions.
Hovers are not.**

Distracting Moments



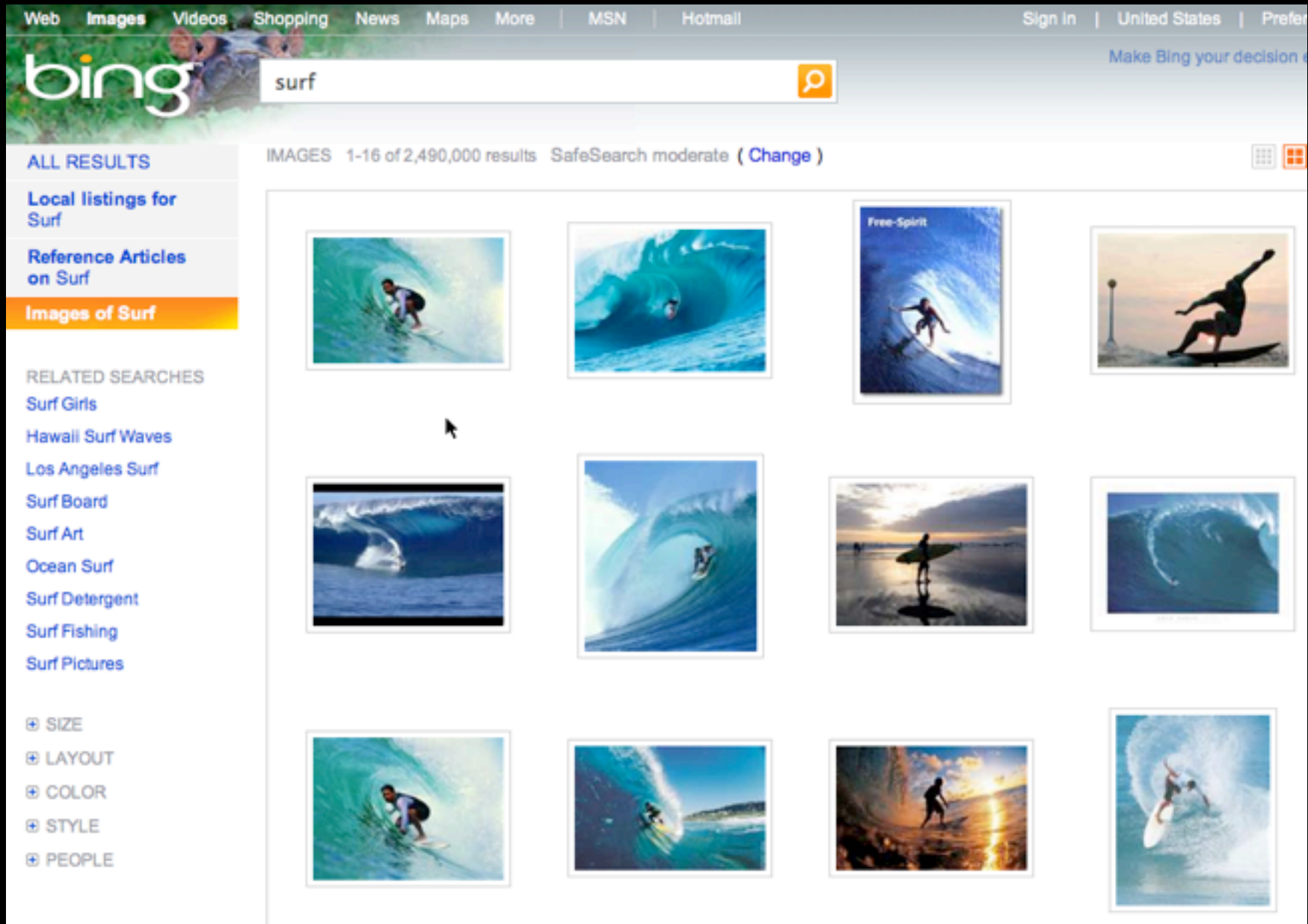
contextual tool overlay. bing.com

Distracting Moments



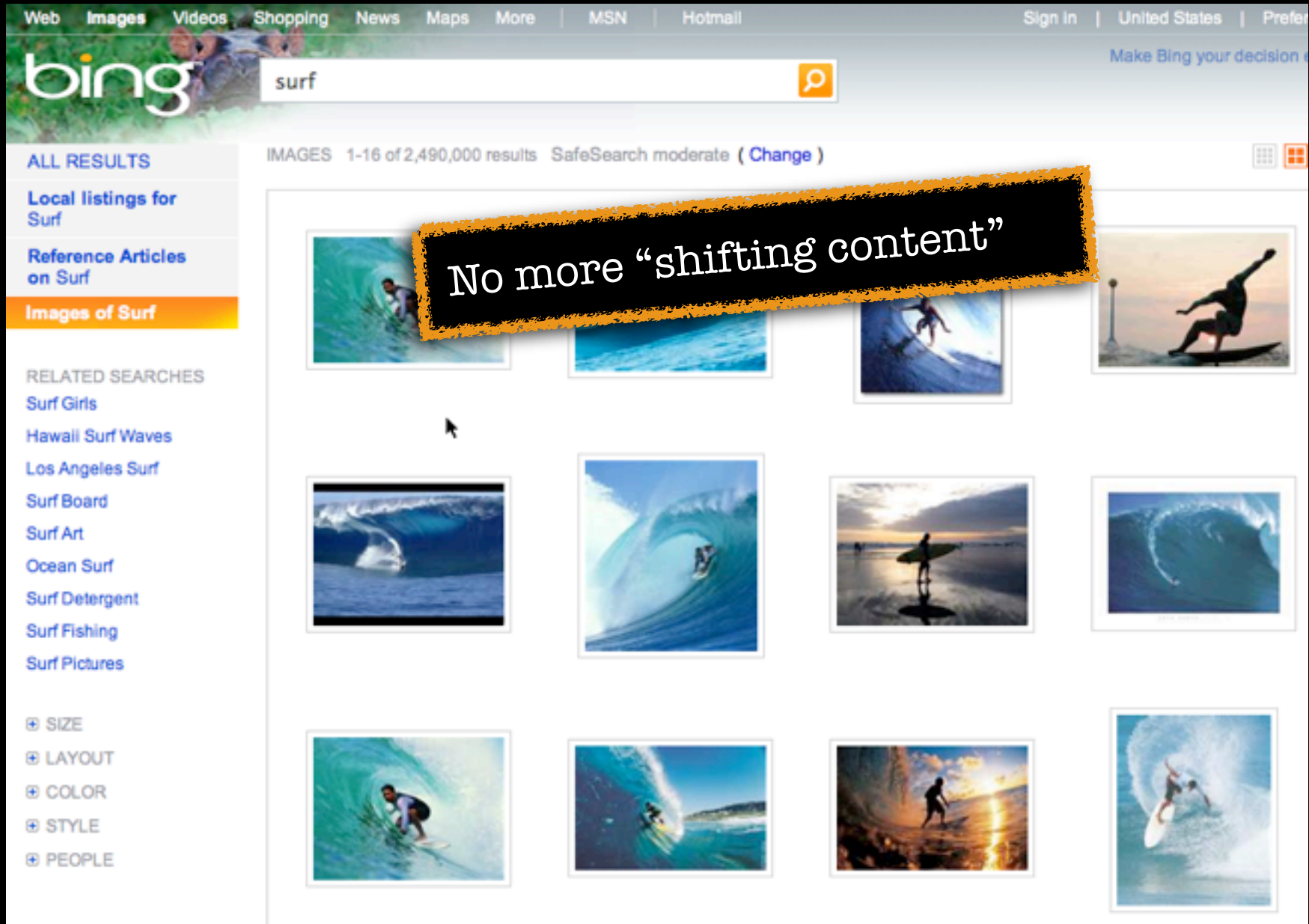
contextual tool overlay. bing.com

Bing Refactored



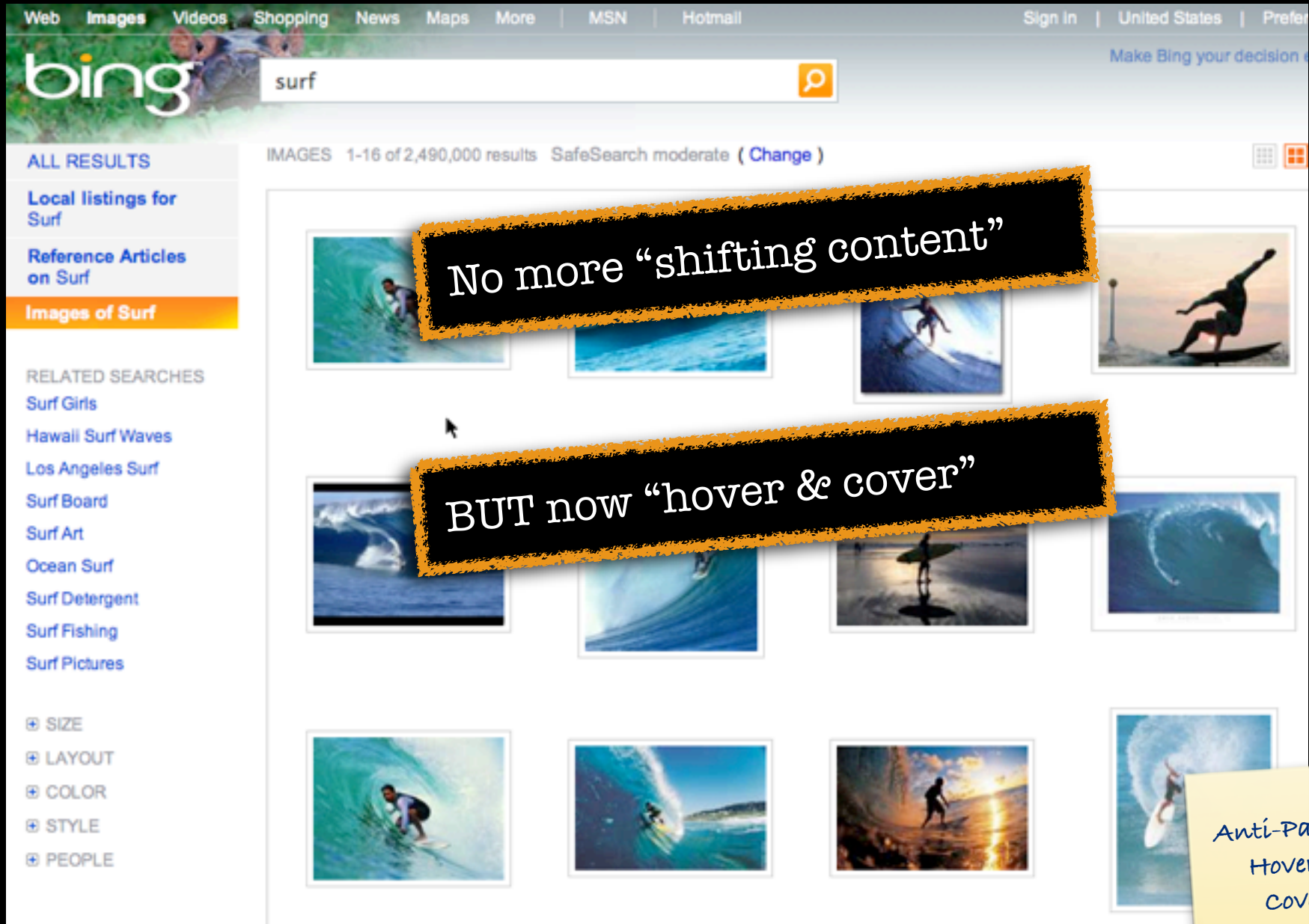
contextual tool overlay. bing.com

Bing Refactored



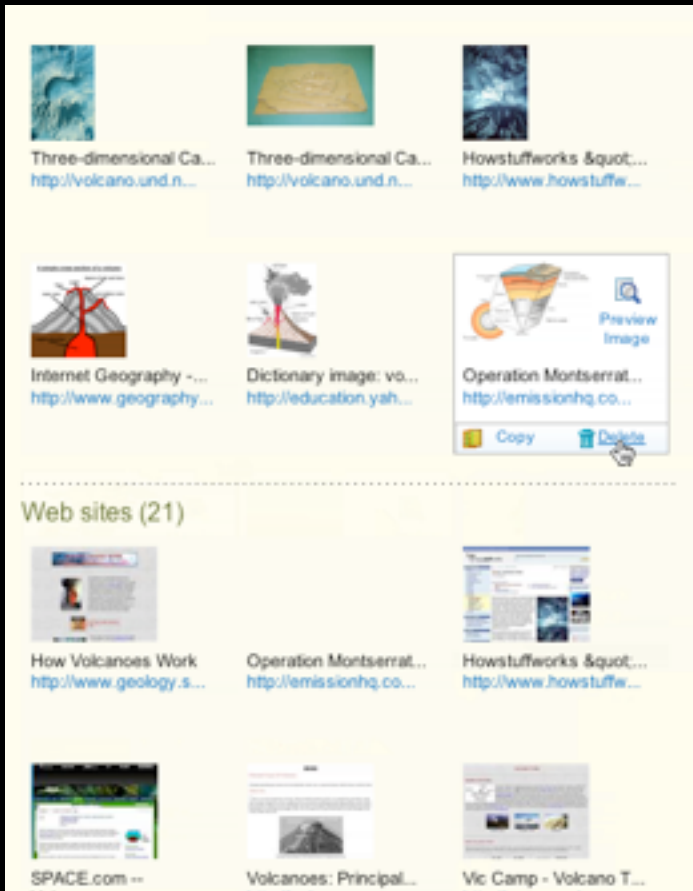
contextual tool overlay. bing.com

Bing Refactored



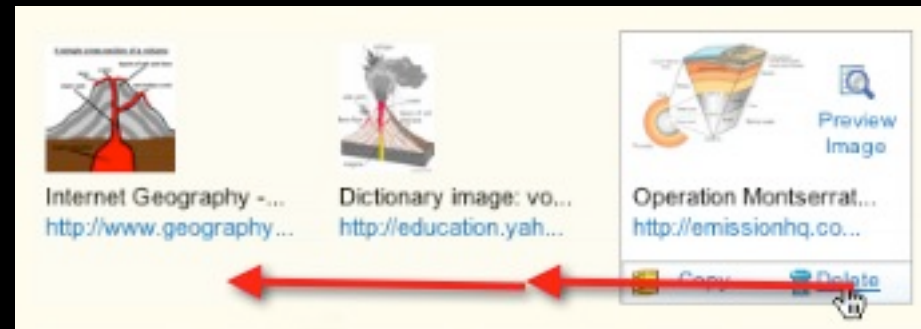
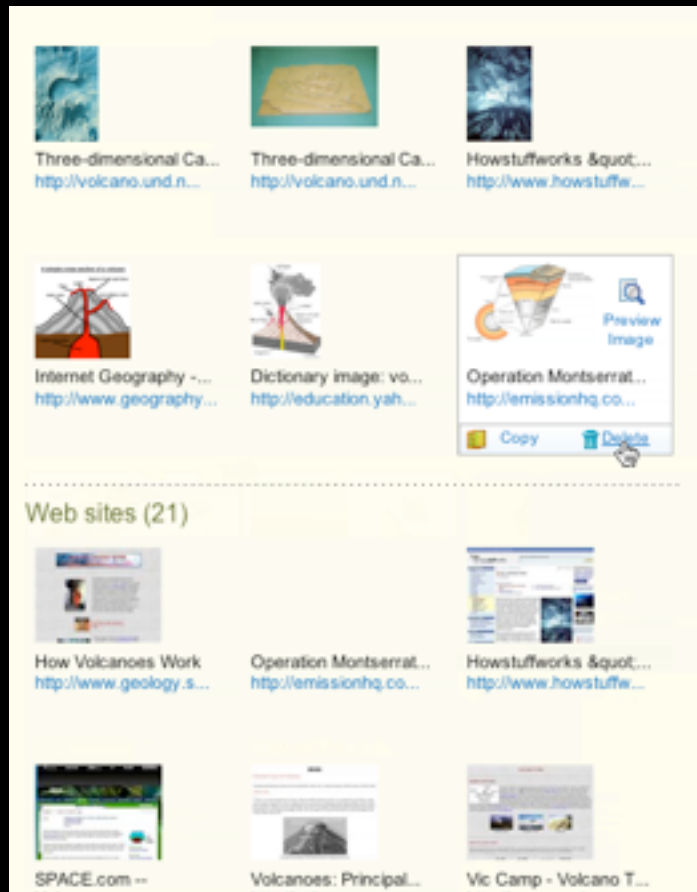
contextual tool overlay. bing.com

Refactoring Distracting Moments



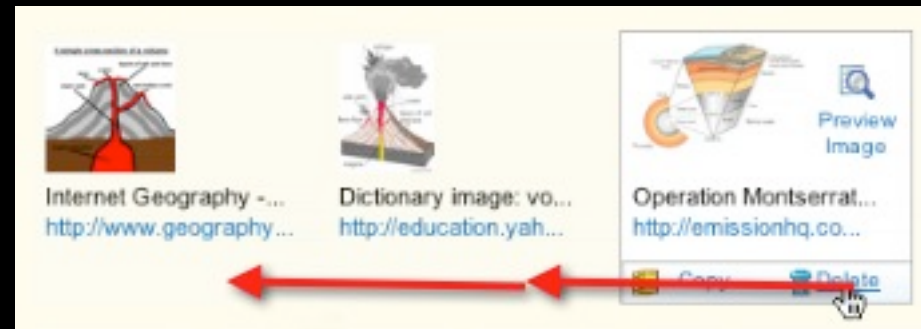
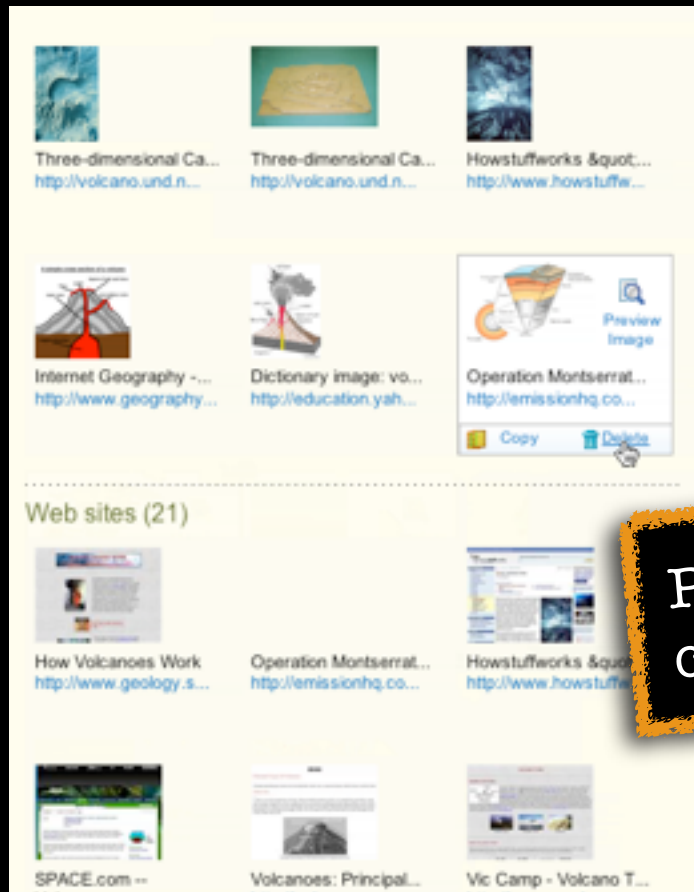
hover & cover resolved. y! teachers

Refactoring Distracting Moments



hover & cover resolved. y! teachers

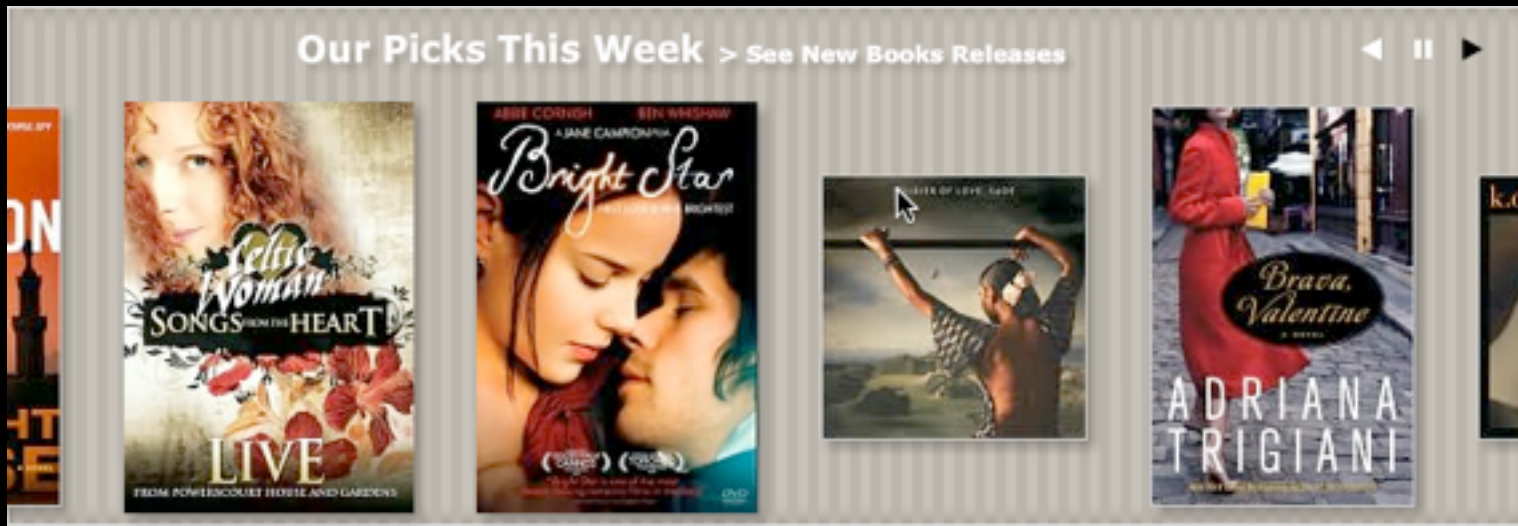
Refactoring Distracting Moments



Provide breathing room for contextual tools.

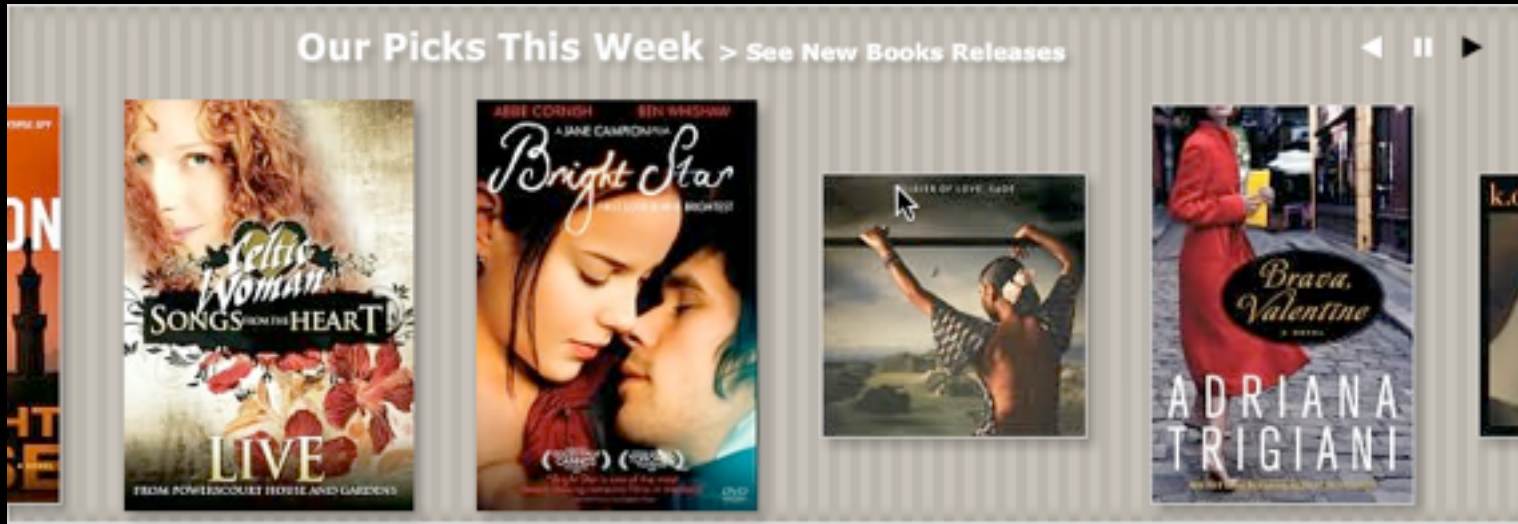
hover & cover resolved. y! teachers

Delicate Balance Broken



barnes and nobles

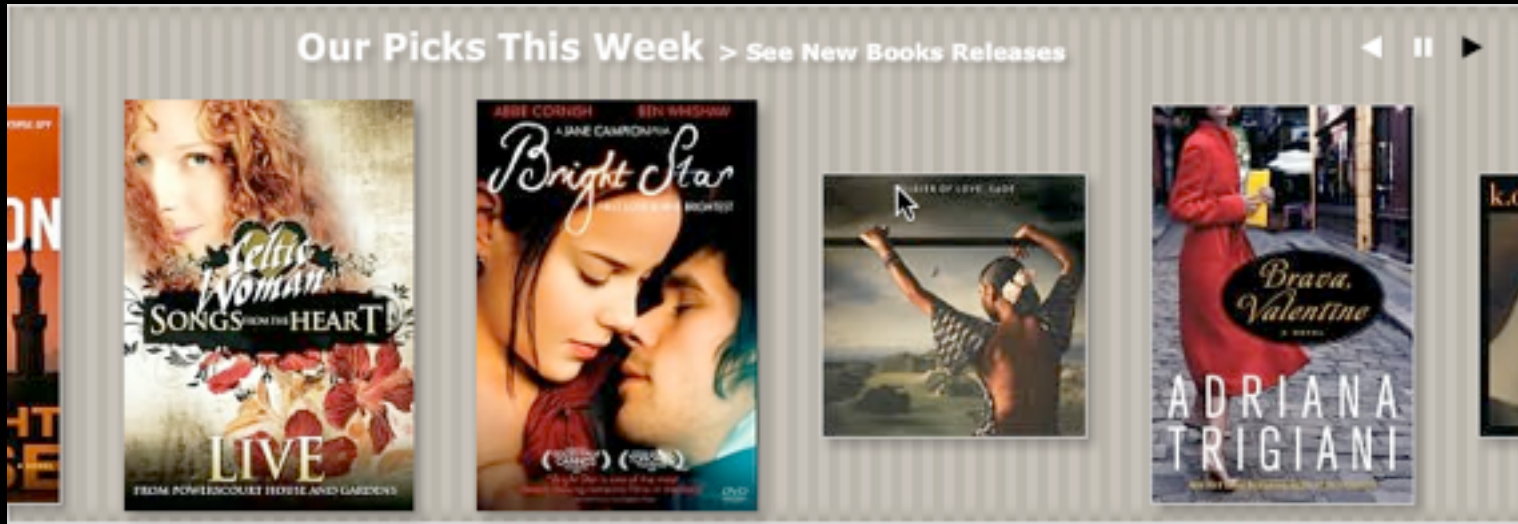
Delicate Balance Broken



barnes and nobles

Anti-Pattern
Hover &
Cover

Delicate Balance Broken

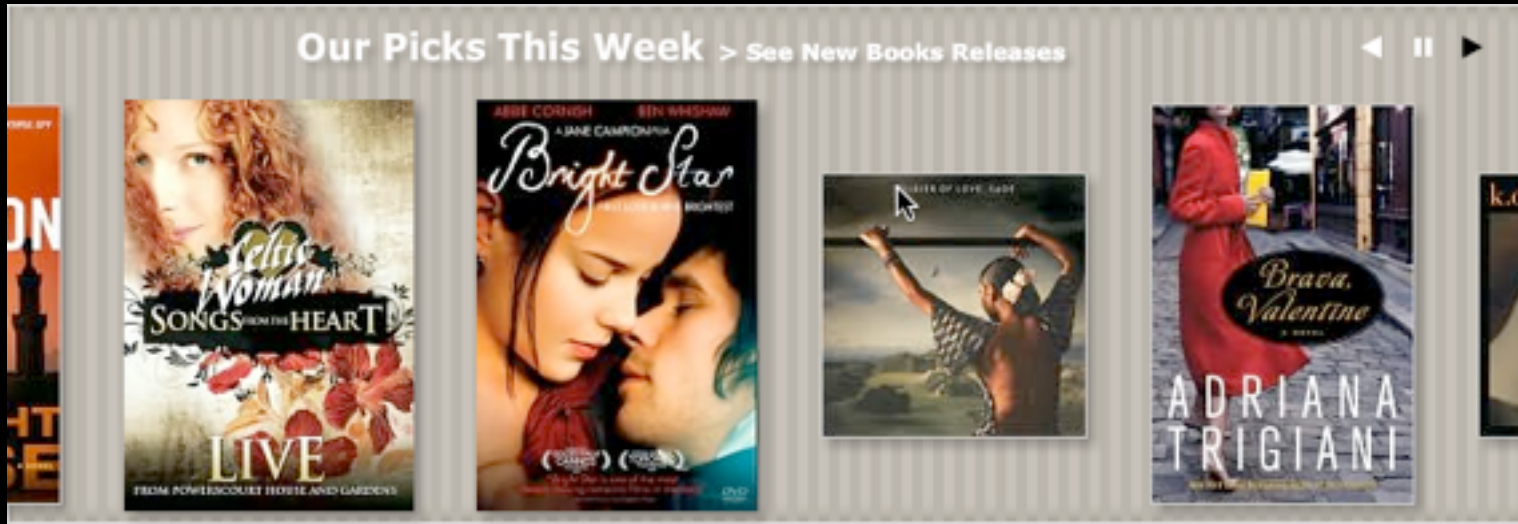


barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Delicate Balance Broken



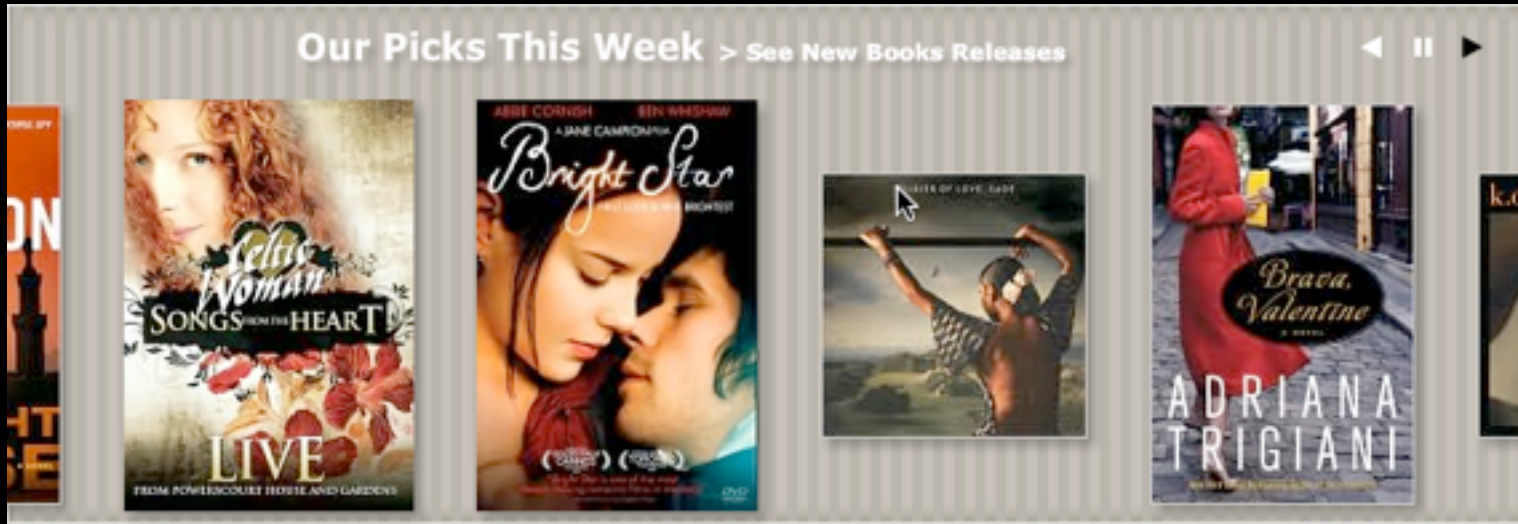
barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Anti-Pattern
Mouse
Trap

Delicate Balance Broken



barnes and nobles

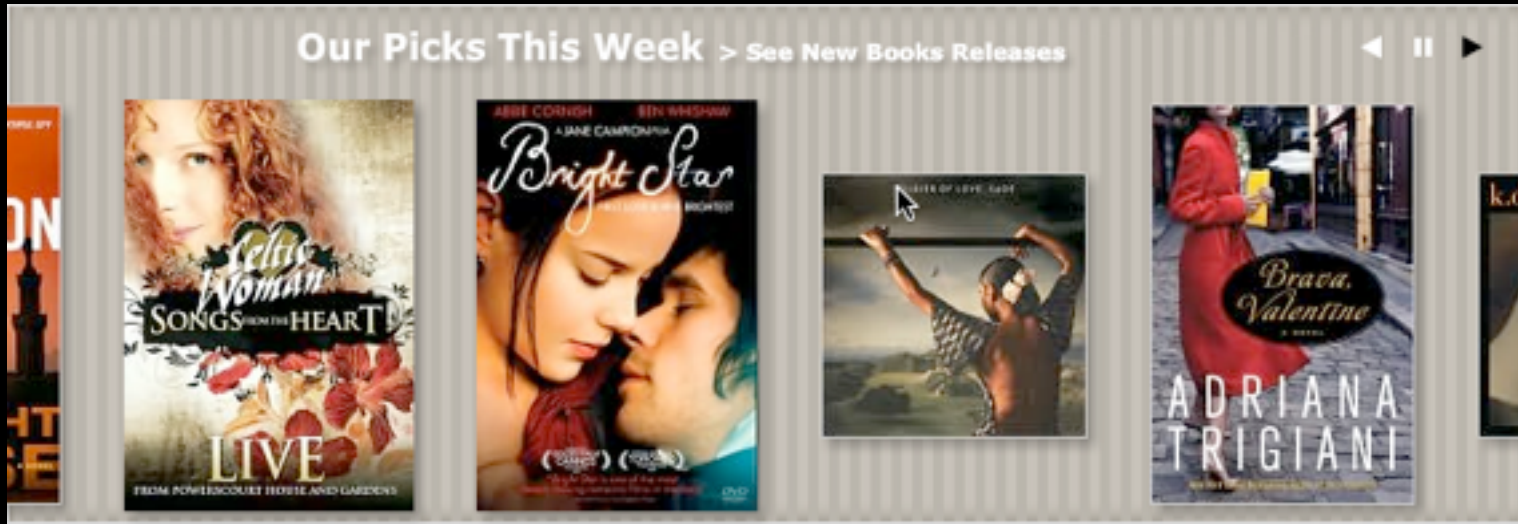
Anti-Pattern
Hover &
Cover

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...

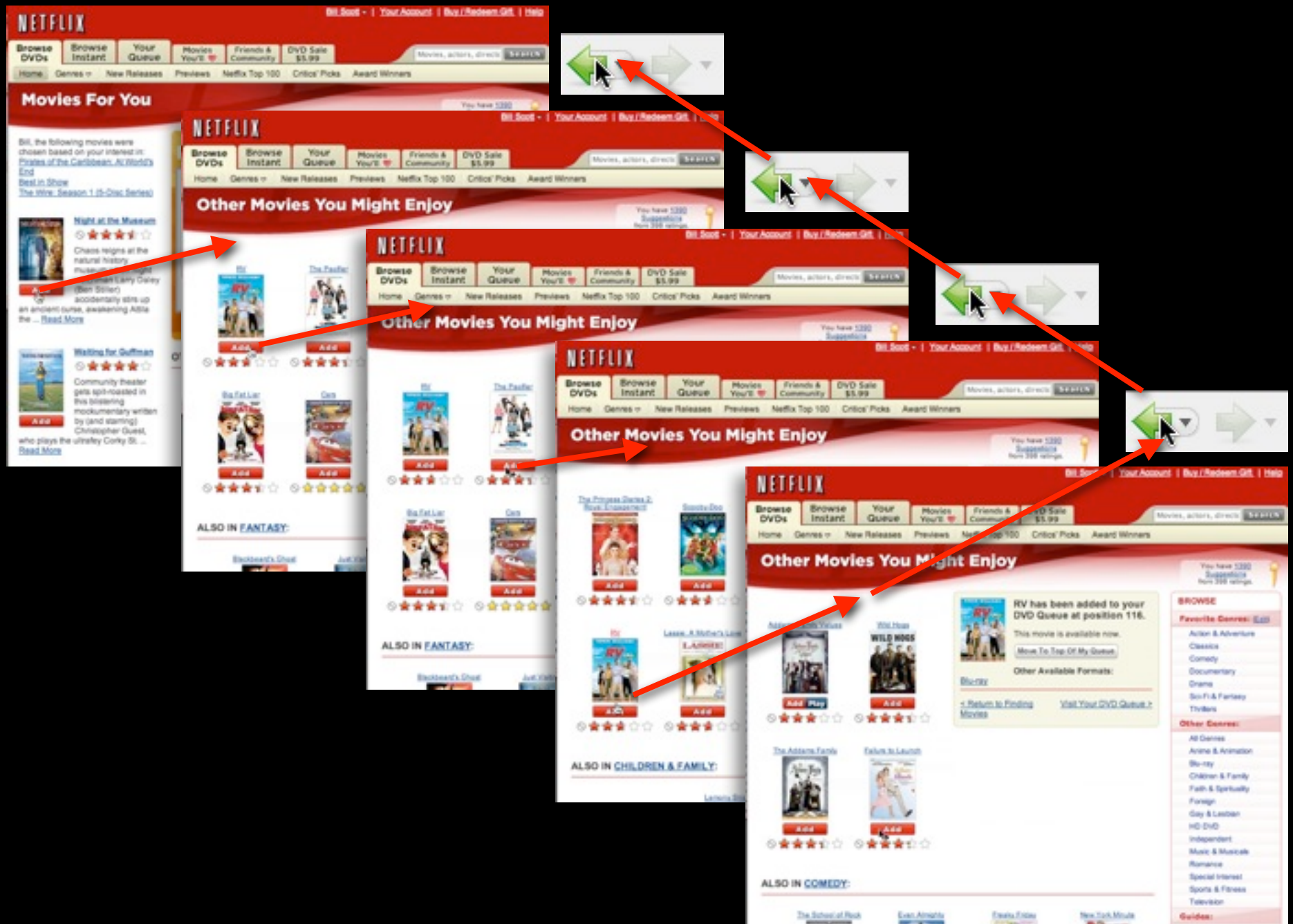


Now try again...

Keep the moments within the page.



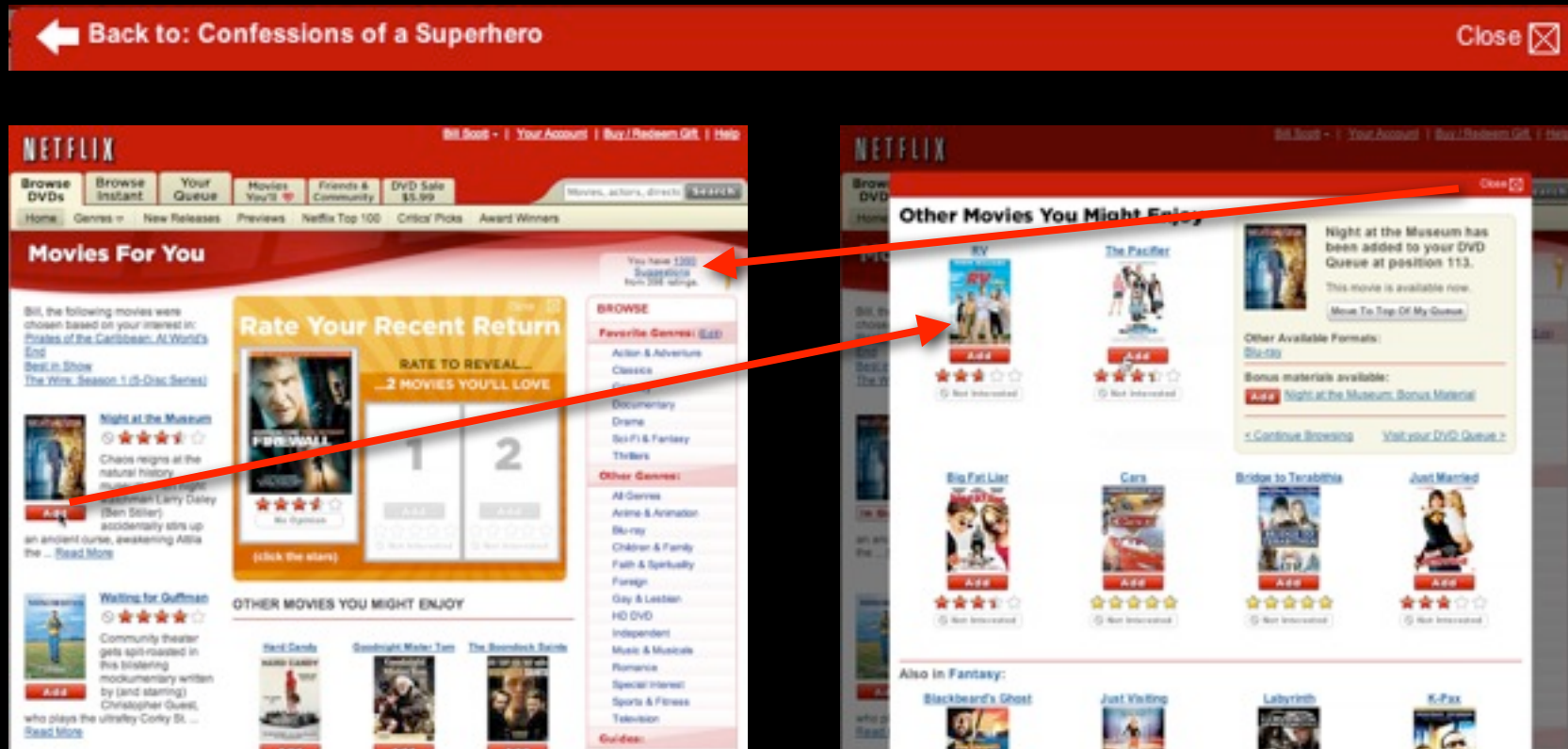
Keeping Context



Keeping Context



Overlays Capture Moments



Overlays Capture Moments

The image displays two screenshots of the Netflix website interface, illustrating how an overlay can capture a specific moment. The left screenshot shows the main 'Movies For You' page with a 'Rate Your Recent Return' overlay. The right screenshot shows the 'Other Movies You Might Enjoy' page with a 'Back to: Night at the Museum' overlay. Red arrows indicate the transition from the main page to the overlay and then to the recommendation page.

Left Screenshot: Main Page

- Header:** Netflix logo, user account links (Bill Scott, Your Account, Buy/Redeem Gift, Help).
- Navigation:** Browse DVDs, Browse Instant, Your Queue, Movies You've Watched, Friends & Community, DVD Sale \$5.99.
- Section: Movies For You**
 - Bill, the following movies were chosen based on your interest in: *Pirates of the Caribbean: At World's End*, *Seville*, *Shogun*, *The Yams*, *Season 1 (5-Disc Series)*.
 - Night at the Museum** (★★★★☆) - Add
 - Waiting for Guffman** (★★★★☆) - Add
- Rate Your Recent Return** (★★★★☆) - Add
- OTHER MOVIES YOU MIGHT ENJOY**
 - Best Santa* (★★★★☆) - Add
 - Sandwich Water?* (★★★★☆) - Add
 - The Room* (★★★★☆) - Add
- BROWSE**
 - Favorite Genres:** Action & Adventure, Classics, Documentary, Drama, Sci-Fi & Fantasy, Thrillers.
 - Other Genres:** All Genres, Anime & Animation, Blu-ray, Children & Family, Faith & Spirituality, Foreign, Gay & Lesbian, HD DVD, Independent, Music & Musicals, Romance, Special Interest, Sports & Fitness, Television.

Right Screenshot: Recommendation Page

- Header:** Netflix logo, user account links (Bill Scott, Your Account, Buy/Redeem Gift, Help).
- Section: Other Movies You Might Enjoy**
 - Back to: Night at the Museum** (Close)
 - Are We There Yet?** (★★★★☆) - Add
 - Tours, Mine and Ours** (★★★★☆) - Add
 - The Princess Diaries 2: Royal Engagement** (★★★★☆) - Add
 - Princess Natasha: Season 1** (★★★★☆) - Add
 - Miss Congeniality** (★★★★☆) - Add
 - RV** (★★★★☆) - Add
- Also in Children & Family:**
 - Home on the Range* (★★★★☆) - Add
 - Atlantis: The Lost Empire* (★★★★☆) - Add
 - Treasure Planet* (★★★★☆) - Add
 - Pooh's Heffalump Movie* (★★★★☆) - Add

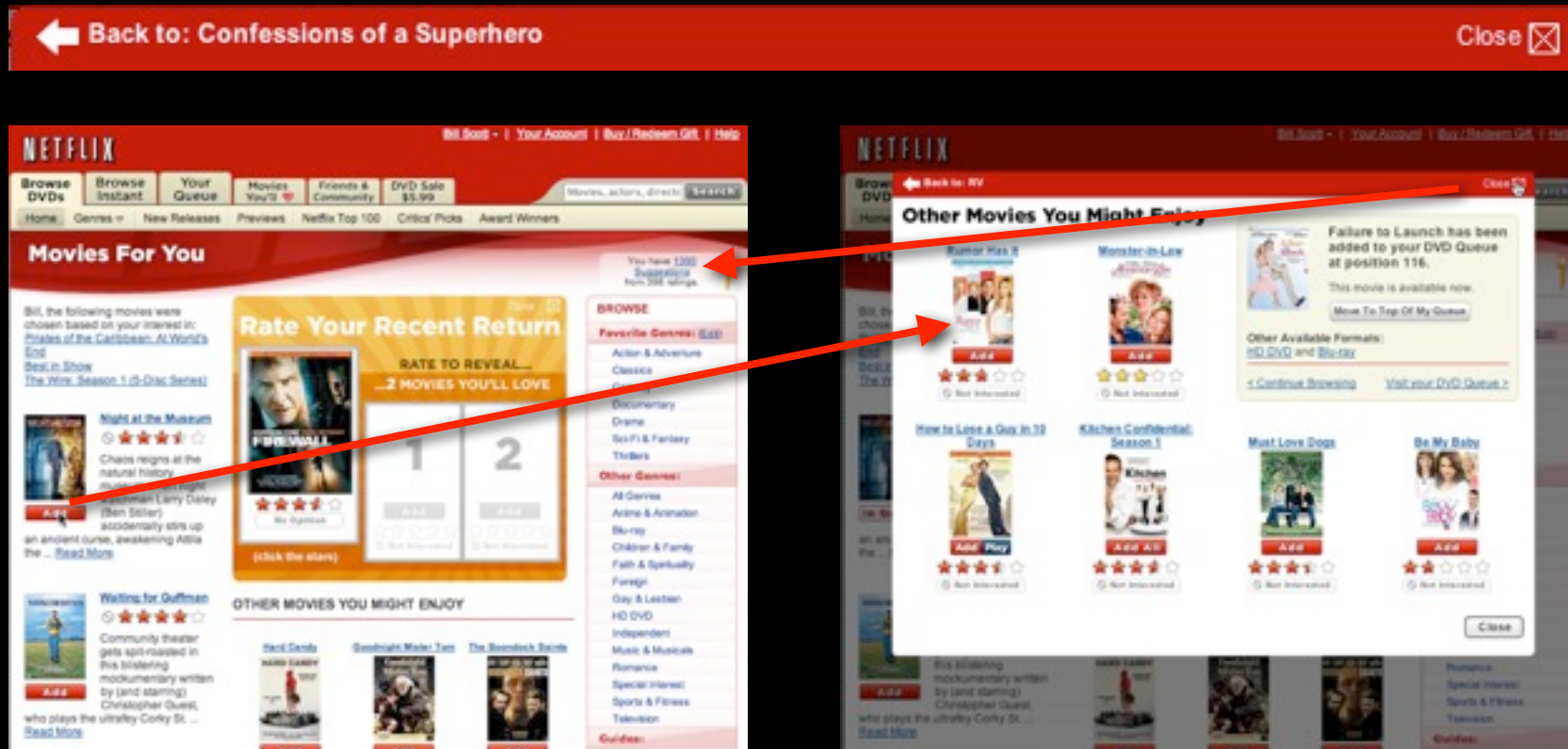
Overlay Details:

- Left Overlay:** 'Rate Your Recent Return' (★★★★☆) - Add. A red arrow points from the 'Night at the Museum' movie card to this overlay.
- Right Overlay:** 'Back to: Night at the Museum' (Close). A red arrow points from the 'Night at the Museum' movie card to this overlay.

Overlays Capture Moments



Overlays Capture Moments



Overlays Capture Moments



Interrupting Moments

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

[Home](#) [Prints & Gifts](#) [View Cart](#) [Settings](#) [Help](#)

[+ Upload Photos](#)

All My Photos

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

[My Tags](#)


[My Friends' Photos](#)


All My Photos


[Slideshow](#) [Create](#) [Share](#) [Edit](#) [Prints & Gifts](#)

Drag photos into this tray and choose a task above.


Sort by: [Date](#)


Sunset


Underneath



View from the Top


Eiffel Pulley


From Second Floor Up


Eiffel Tower

Friendly advice for photo sharing.



anti-pattern. idiot box. yahoo! photos

Interrupting Moments



Look Ahead Moments

Showing Creative Commons-licensed content ×

Sort: **Relevant** | Recent | Interesting

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

Groups

- Poor-Man's Ma description car 3,814 members
- Closer and Clo 45,632 members

Photographers

- r9M See related photo
- seriykotik1970 See related photo

Tag Clusters

Photos with tags

Places

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

From starmist1

From Tall Chris

From 3fold

From Wes2theG09

From stephenjohnb...

From massdistract...

From FoxMulderVen

From Wes2theG09

From kajyu

From Wes2theG09

From mewroh

From Nancy~ in AZ

From IceSabre

From smileham

From Nancy~ in AZ

From zophonias

From alanwoo

From Today

click overlay. flickr

Look Ahead Moments

Showing Creative Commons-licensed content ×

Sort: **Relevant** | Recent | Interesting

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- Poor-Man's Ma description car 3,814 members
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From alanwoo

From Today

click overlay. flickr

Moments in Context

What is the relationship between the individual and the social?

How do we understand the individual in the context of the social?

What are the implications of this relationship for the individual?

How do we understand the social in the context of the individual?

What are the implications of this relationship for the social?





















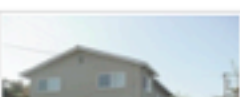
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Moments in Context


	\$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 # 80916759	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

Moments in Context



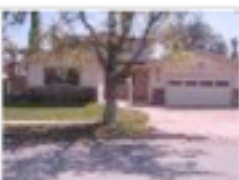
\$630,000
5 Br 4 Ba
MLS # 80919588

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



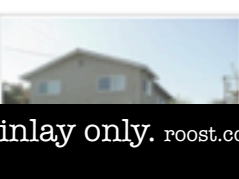
\$614,800
5 Br 4 Ba
MLS # 80916759

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



NO PHOTOS
\$500,000
5 Br 4 Ba
MLS # 80913939

2924 Rock River Ct, San Jose, CA
Single Family Home • 2312 Square



\$499,915
6 Br 4 Ba

1653 Santee Dr, San Jose, CA
Single Family Home • 2474 Square

0 chars

Select Social Network(s)

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



Use inlays for strong contextual association.

0 chars

Select Social Network(s)

Send Now

Mentions (billwscott)

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9:48am, Feb 24 from Web
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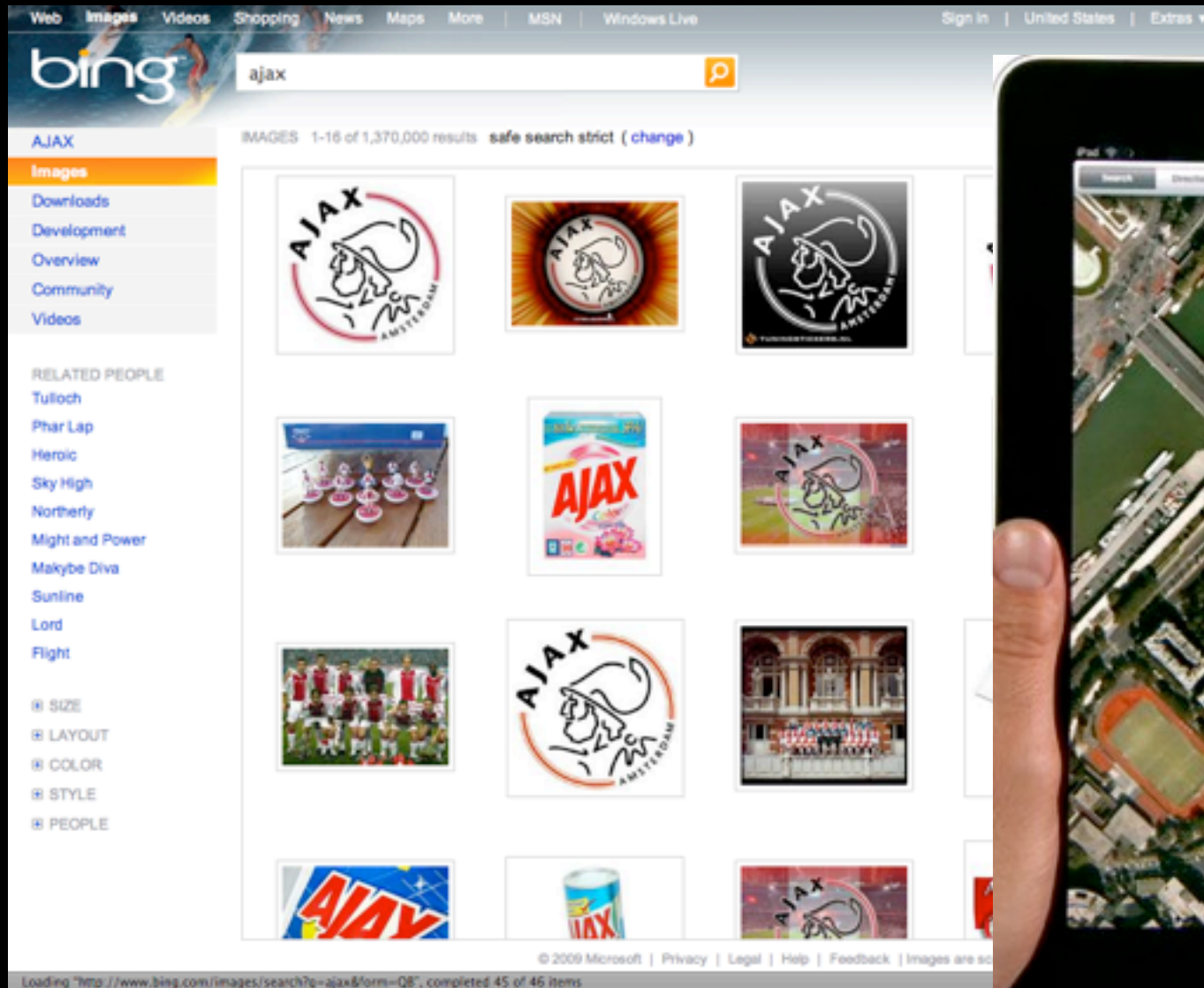
 **bookslope**
6:47am, Feb 24 from TweetDeck
RT [@Design_Innovate](#): Information Design: SpoolCast: Interesting Moments with [@billwscott](#) <http://bit.ly/9bTghf>
+ Full <http://bit.ly/2H3BJ1> +

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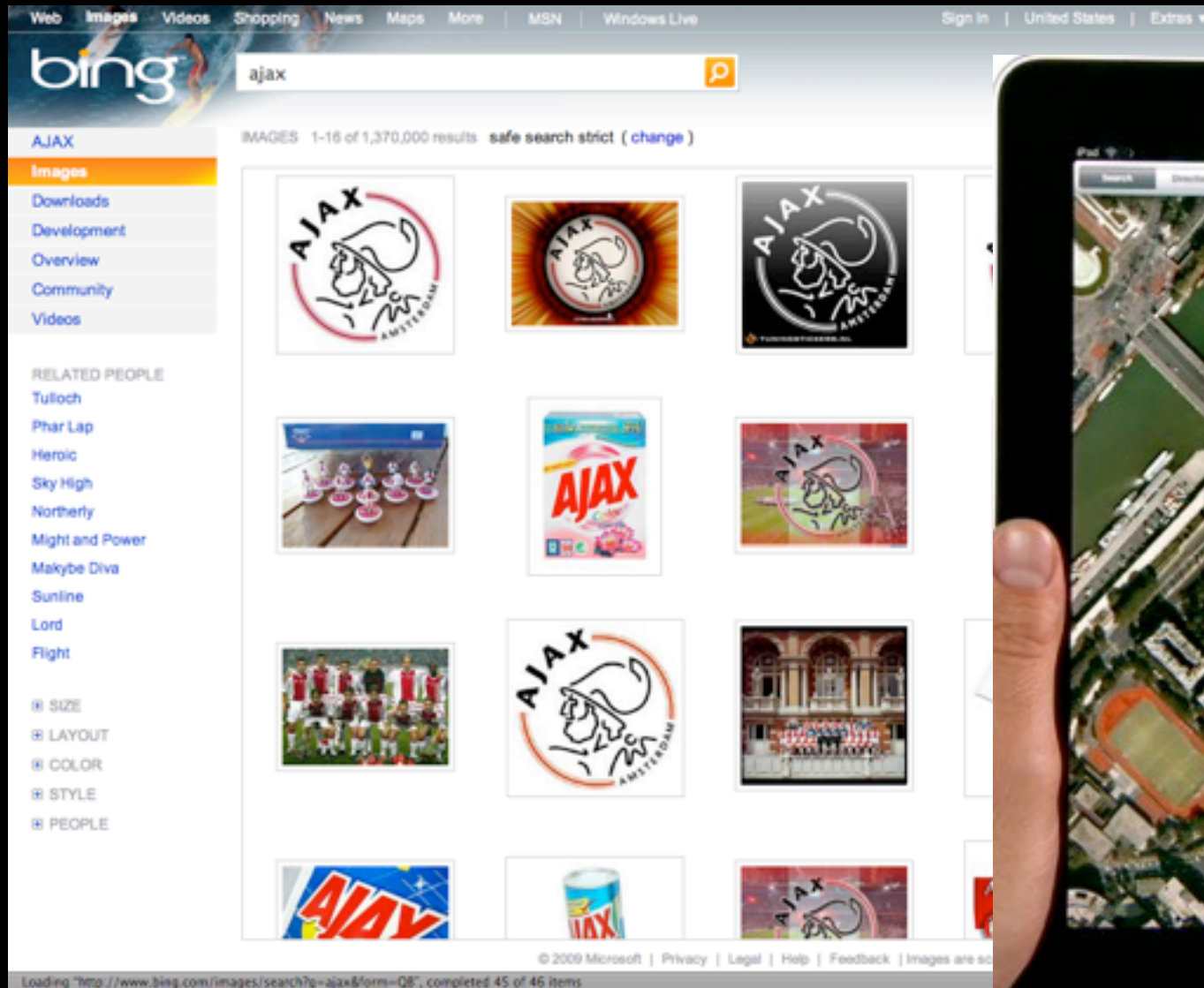
inlay only. roost.com

Behind the Scenes Moments



endless scrolling. bing.com

Behind the Scenes Moments

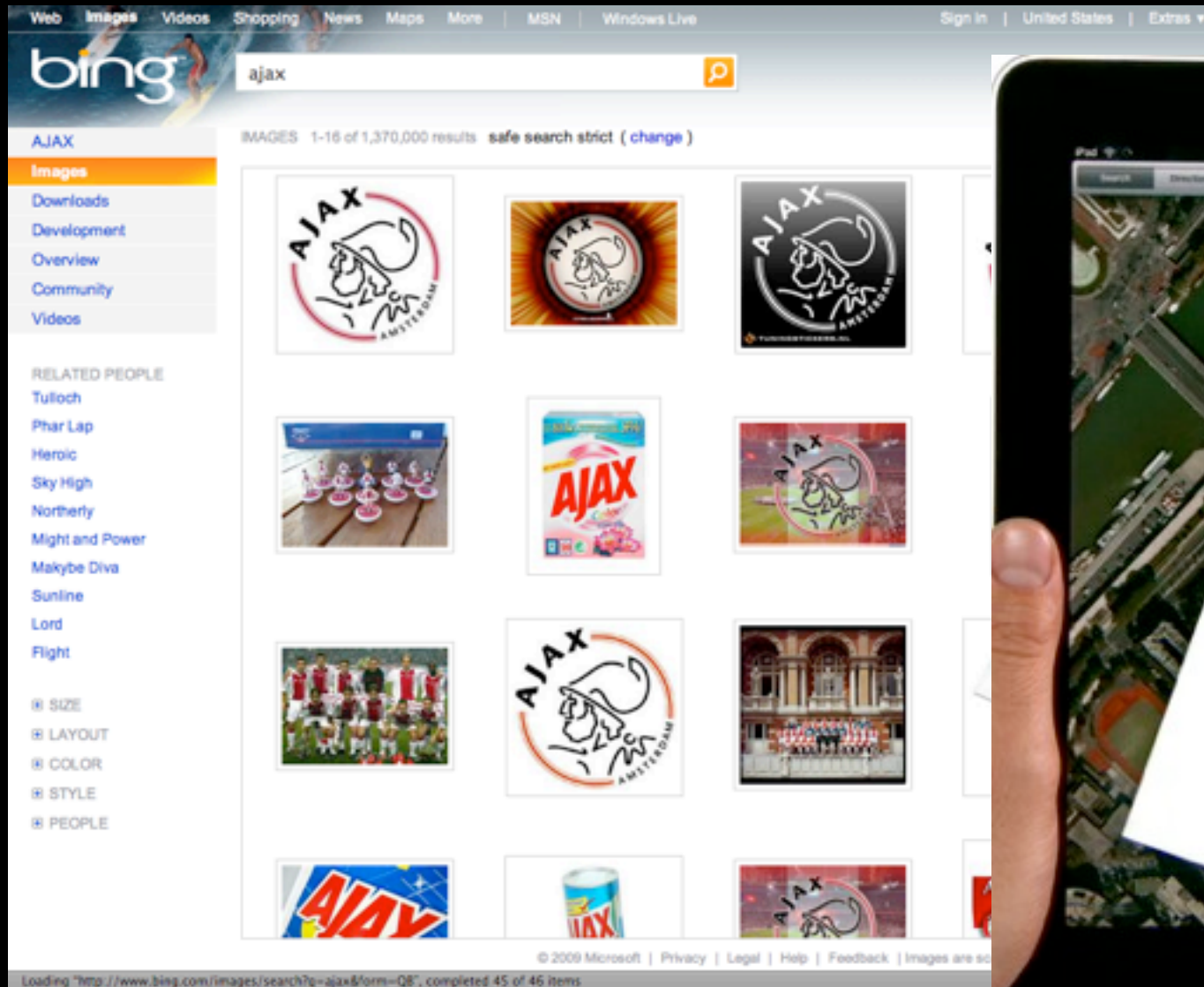


endless scrolling. bing.com



page curl. iPad Maps

Behind the Scenes Moments

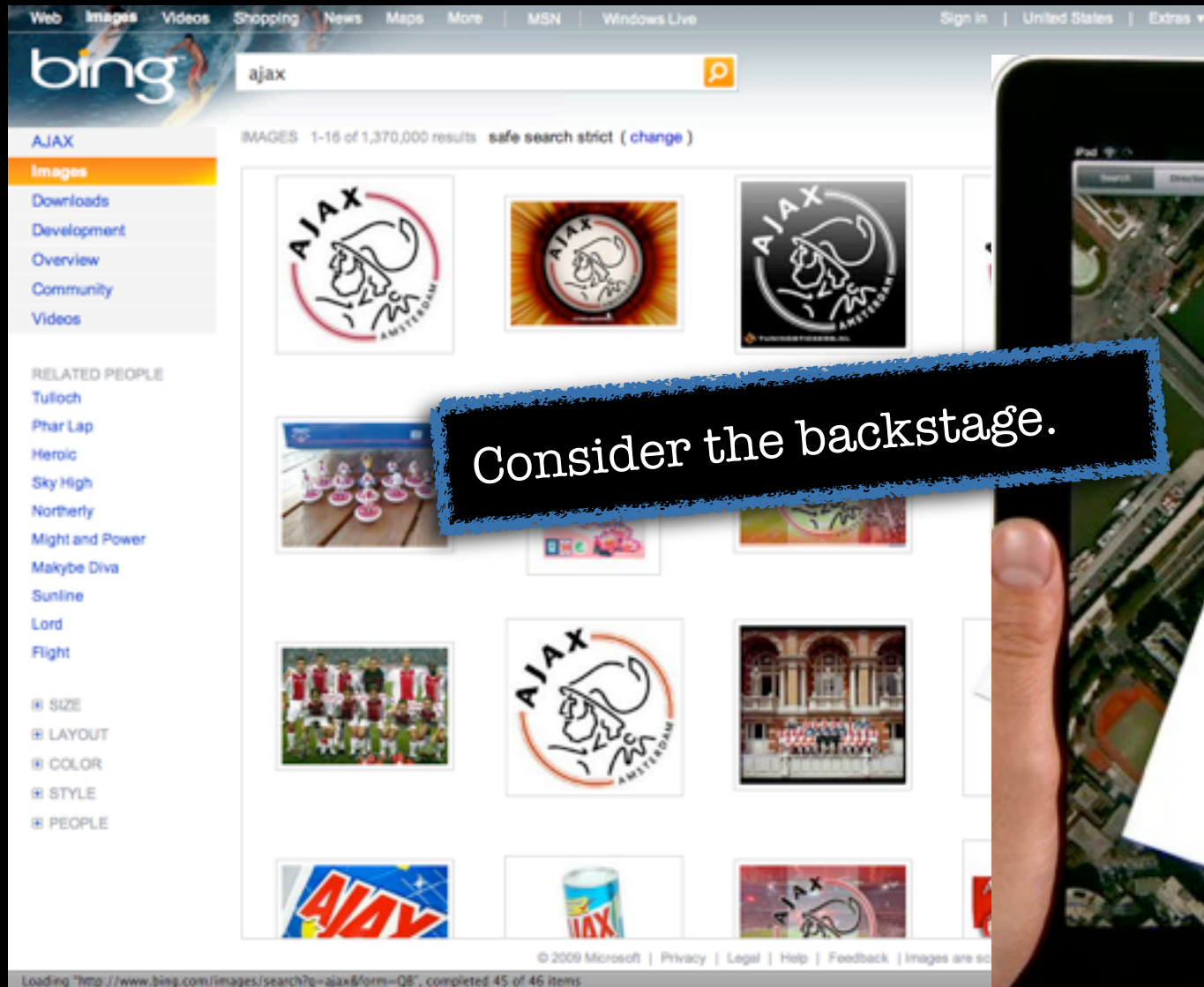


endless scrolling. bing.com



page curl. iPad Maps

Behind the Scenes Moments



endless scrolling. bing.com

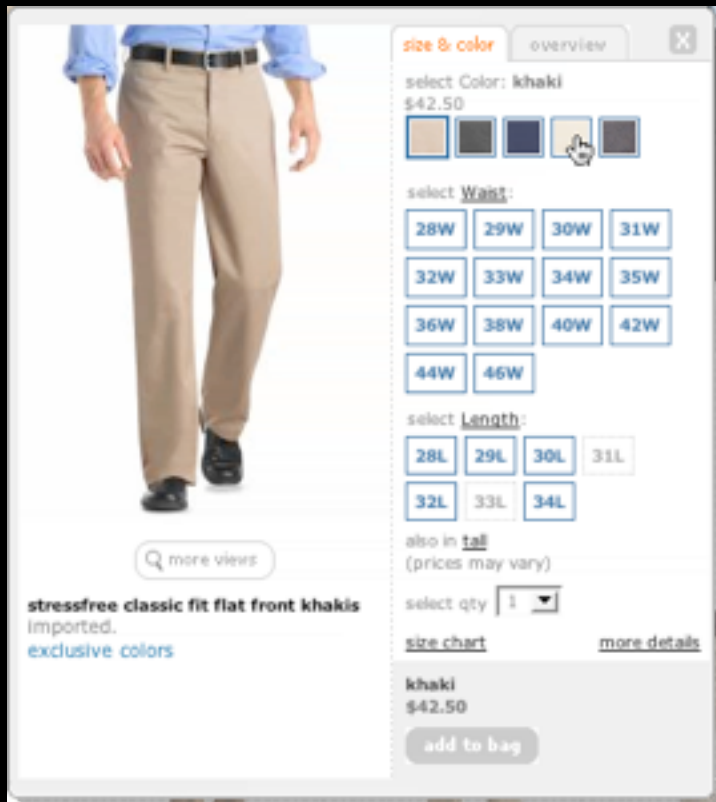


page curl. iPad Maps

Moments in a Flow



Moments in a Flow

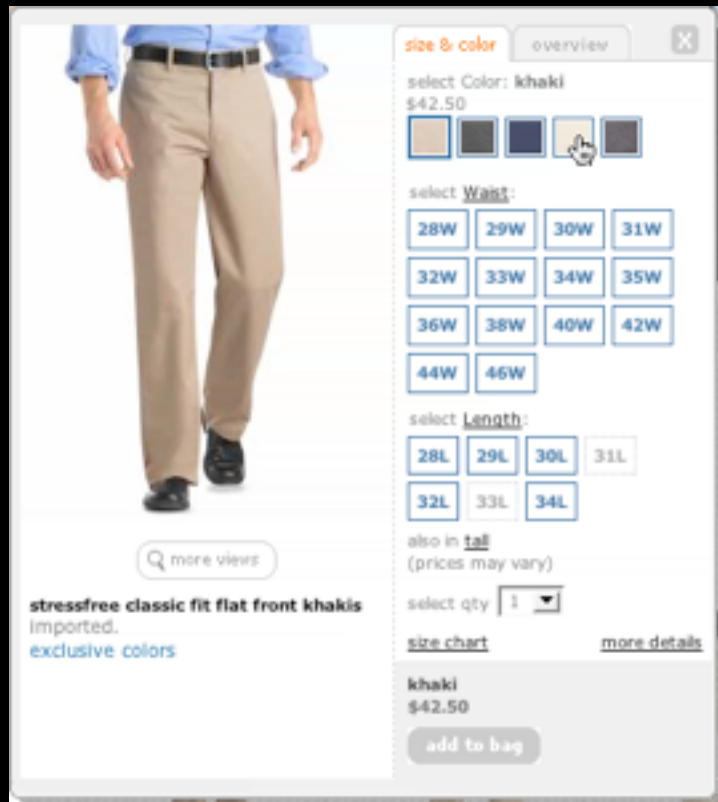


the gap. inline assistant



animoto. create a video

Moments in a Flow

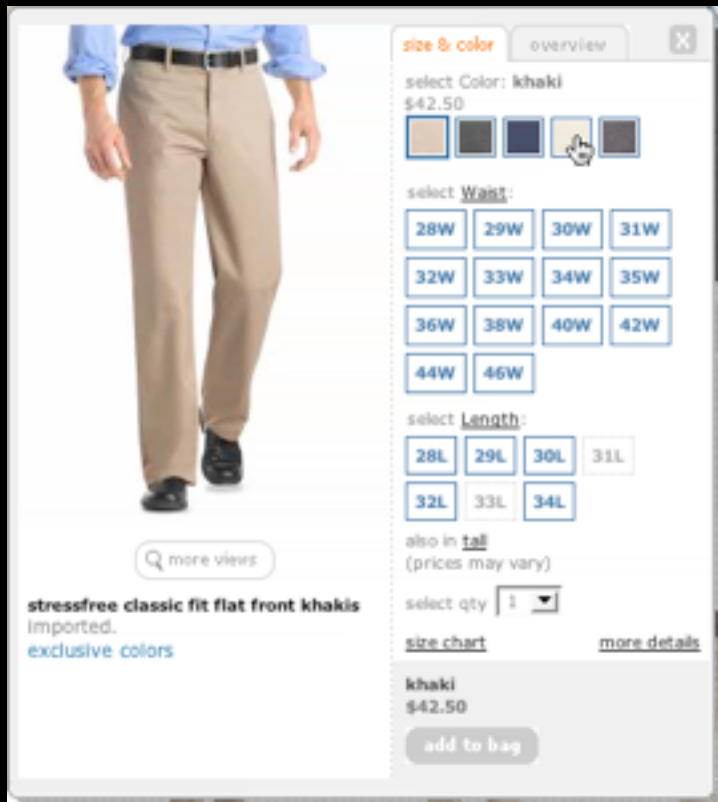


the gap. inline assistant



animoto. create a video

Moments in a Flow

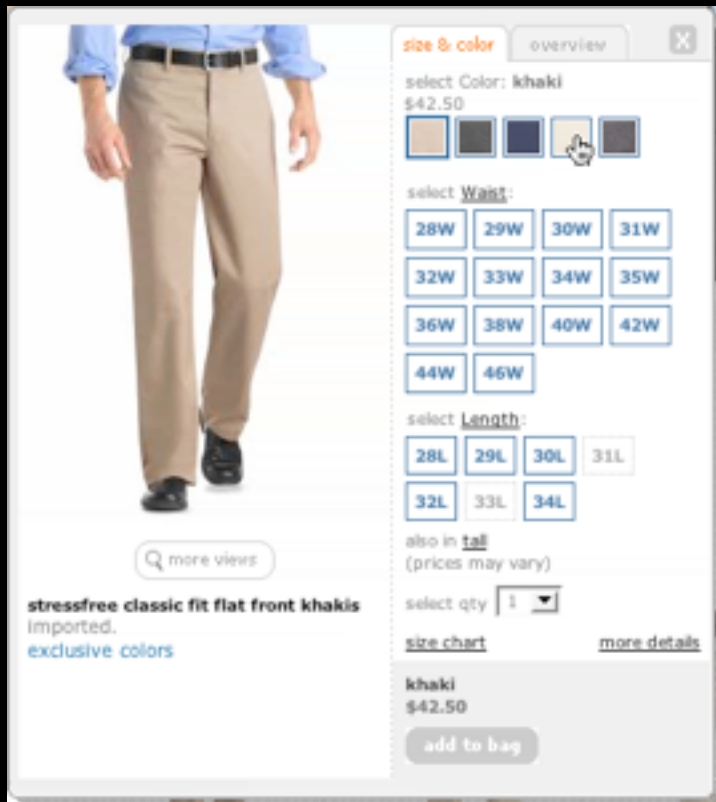


the gap. inline assistant



animoto. create a video

Moments in a Flow



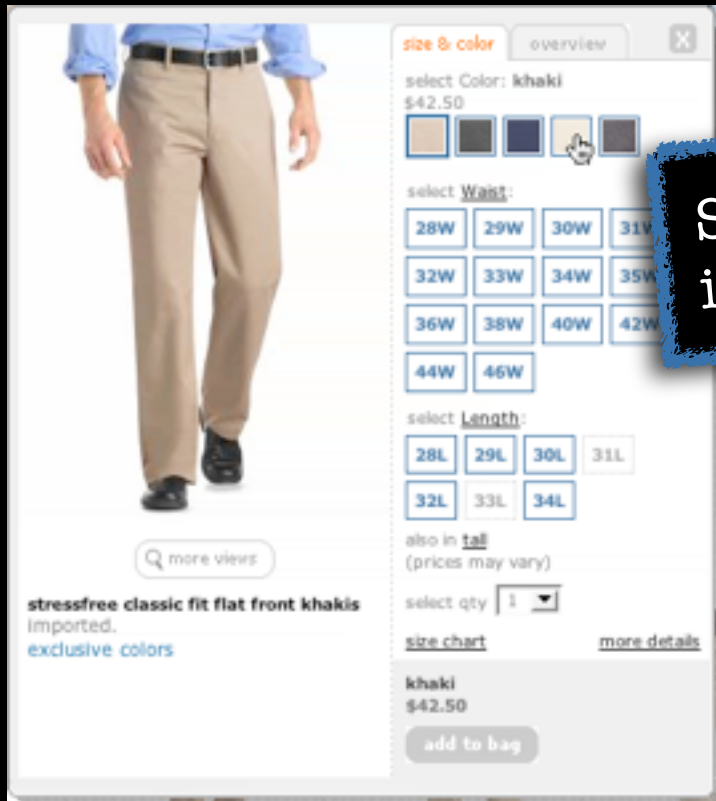
the gap. inline assistant

Keep steps clear



animoto. create a video

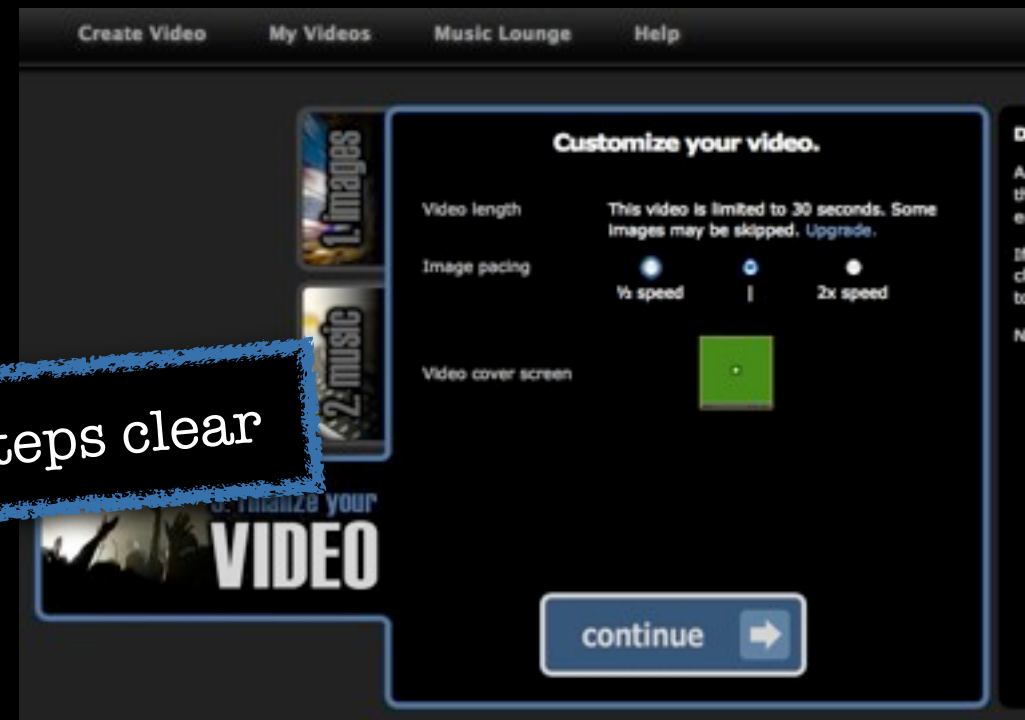
Moments in a Flow



the gap. inline assistant

Single page process *can*
improve conversions.

Keep steps clear



animoto. create a video



Show transitions.

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Why?

Anti-Pattern
Needless
Fanfare

Why?

The screenshot shows the TurboTax Deluxe interface. At the top, there's a blue header with the TurboTax logo and a red checkmark. Below the header, there are several tabs: "Personal Info", "Federal Taxes" (which is selected), "Federal Review", and "State Taxes". Under the "Federal Taxes" tab, there are sub-tabs: "Wages & Income", "Deductions & Credits" (which is selected), and "Other Tax Situations". On the left side, there's a summary box showing "Federal Tax Due" as \$10,533 and "CA Tax Due" as \$4,973. The main area is titled "Enter Your Interest Paid to Some Lender" with a subtitle "Deductible interest paid in 2008 [See qualifications and limitations.](#)". Below this, there's a label "(Box 1 on your 1098)" and a text input field containing "0.00". A yellow sticky note is attached to the top right of the interface, reading "Anti-Pattern", "Needless", and "Fanfare".

TurboTax Deluxe

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

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

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

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

(Box 1 on your 1098)

Anti-Pattern
Needless
Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

Why?

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TurboTax Deluxe

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

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

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

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

(Box 1 on your 1098)

Anti-Pattern
Needless
Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

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

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...

Why?

TurboTax Deluxe

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

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

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

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

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Anti-Pattern
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Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

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CA Tax Due
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again in slow-motion...



nbc.com

upc.com

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

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\$10,533

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(Box 1 on your 1098)

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Needless
Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

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Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...

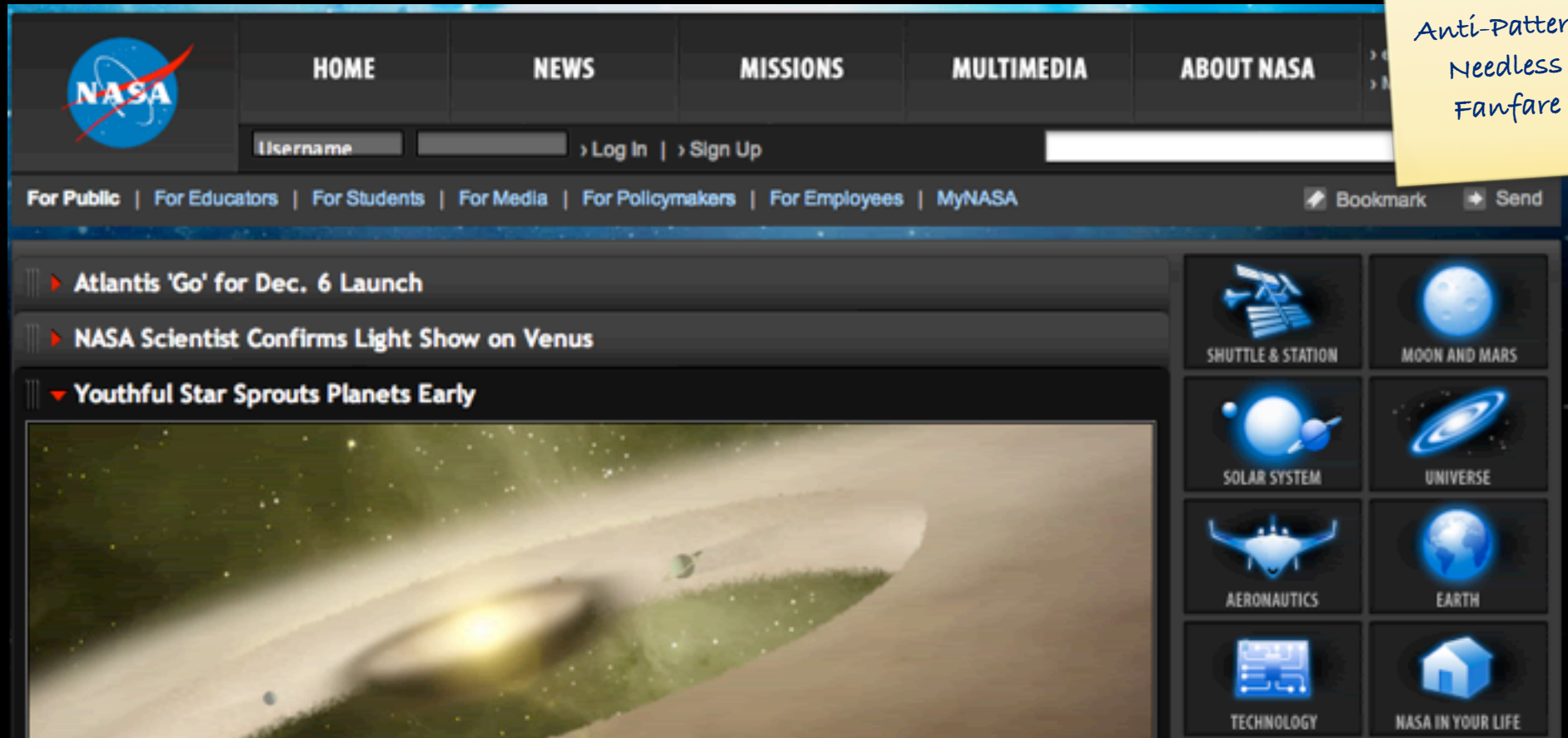
Always question "why"
when using transitions.



nbc.com

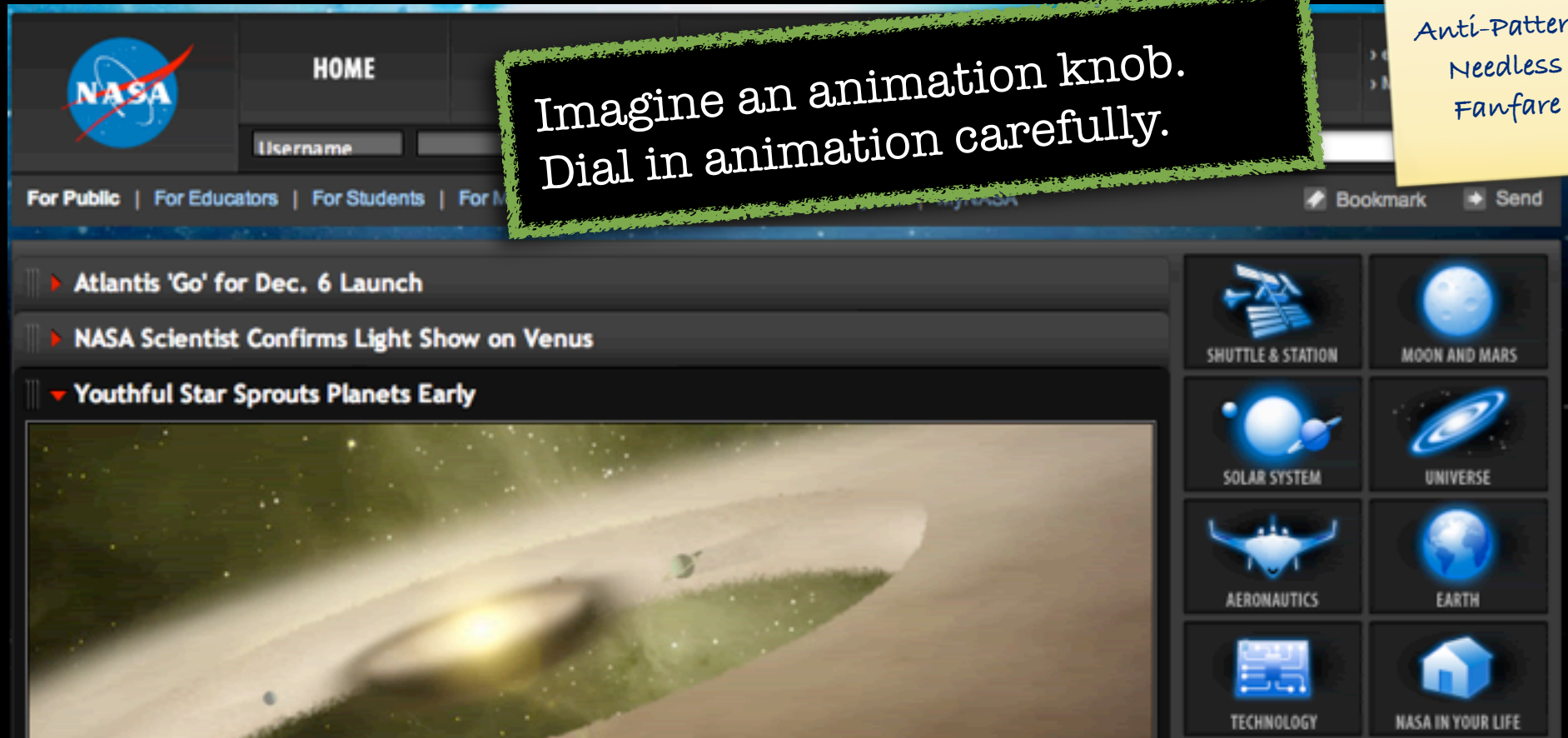
upc.com

Imagine - No Animation



anti-pattern. needless fanfare. nasa.gov

Imagine - No Animation



anti-pattern. needless fanfare. nasa.gov

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

Listing courtesy of Intero Real Estate
Services

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[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](#)



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[Schedule a Tour](#)



2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



1 of 9

Listing courtesy of Richard Trevino

[Disclaimer](#)




anti-pattern. needless fanfare. roost.com

anti-pattern. needless fanfare. roost.com

16280 Paradise Valley Ln
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(1 of 9)


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

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

anti-pattern. needless fanfare. roost.com

2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



1 of 9

Listing courtesy of Richard Trevino [Disclaimer](#)

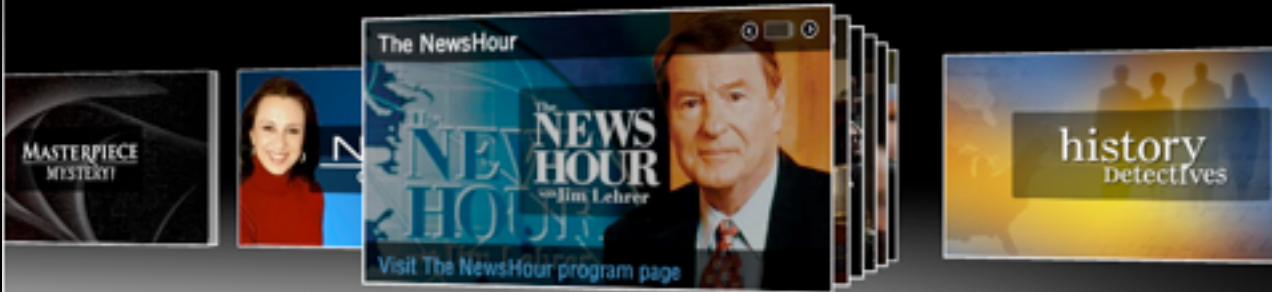
anti-pattern. needless fanfare. roost.com

PBS VIDEO beta

shop PBS CARRIER OWN IT NOW ON DVD.

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

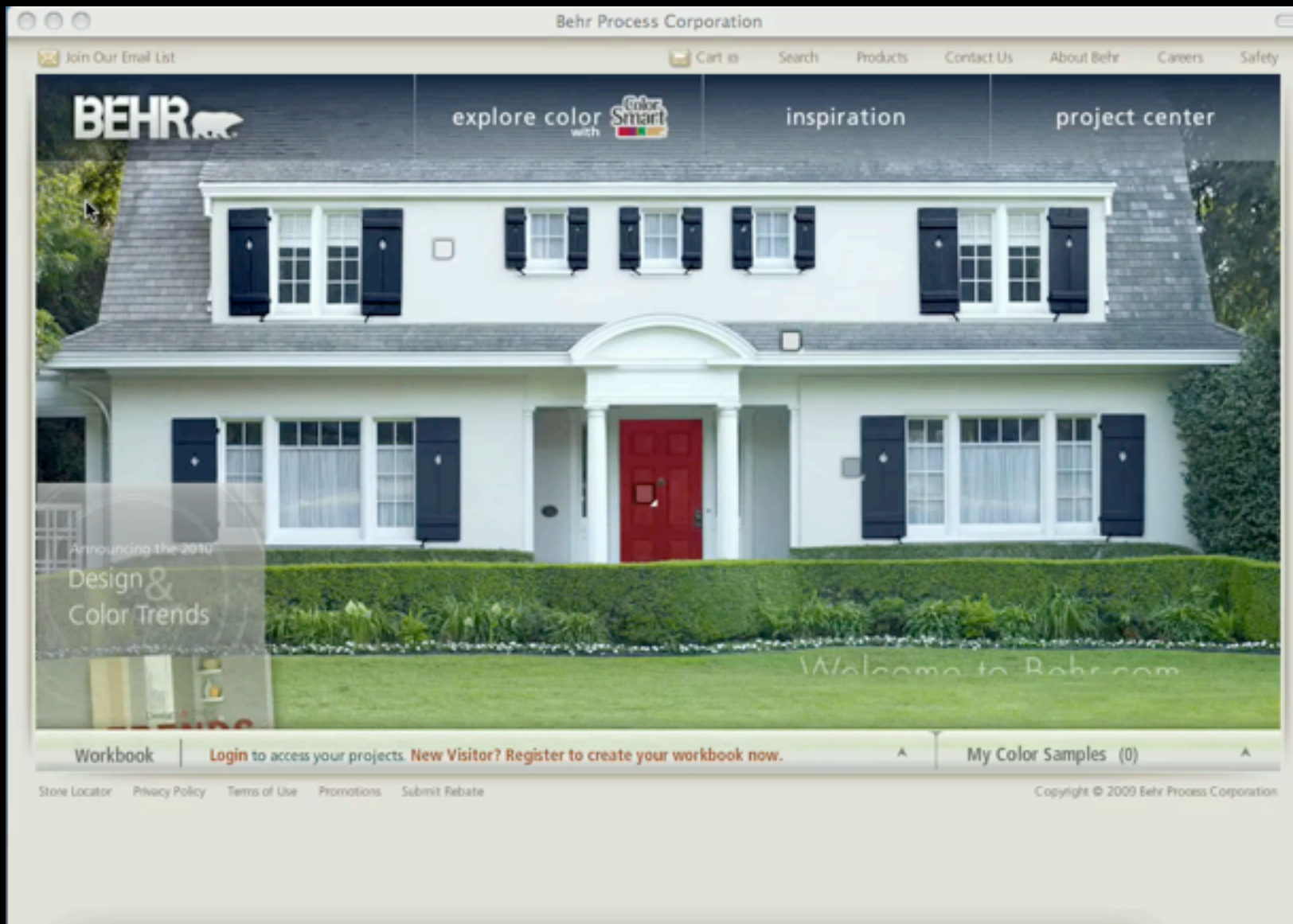
EXPLORE: ● FEATURED PROGRAMS ● FEATURED COLLECTIONS



Visit The NewsHour program page

anti-pattern. needless fanfare. pbs.org

Overdone Moments



anti-pattern. animation gone wild. behr paint

Overdone Moments



anti-pattern. animation gone wild. behr paint

Overdone Moments



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

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

anti-pattern. animation gone wild. behr paint

Overdone Moments

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Anti-Pattern
Needless
Fanfare

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anti-pattern. animation gone wild. behr paint

YAHOO! PLUS

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

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

Search: Search

My Services | Feedback

Music | Video | Mail | More

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

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

Scoreboard

TODAY

NHL

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

NBA

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

YESTERDAY

no games for selected teams

Listen to live audio of college games

Message Center

Check Email

Launch Messenger **14 friends on**

Software News

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

Best Fare Tracker

Depart: New York, NY - all

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

Depart: Seattle/Tacoma, WA

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

Depart: San Francisco, CA

Weather

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

Search

search by Zip Code or City

eHub

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

Maps

Select From My Locations or Recently Used clear recent

--- My Locations ---

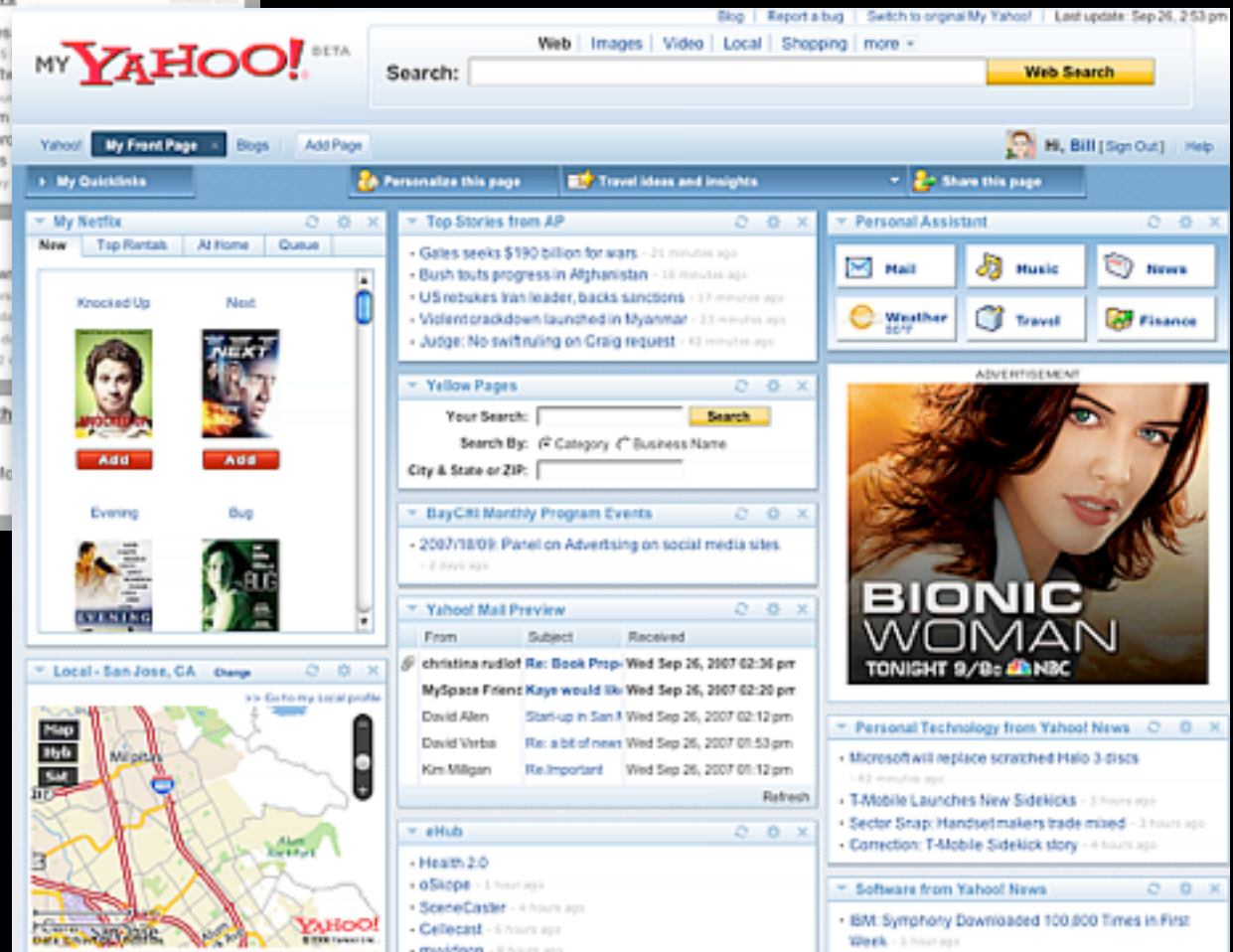
BayCHI Monthly Program Events

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

original. animation on drop. my yahoo!



original. animation on drop. my yahoo!

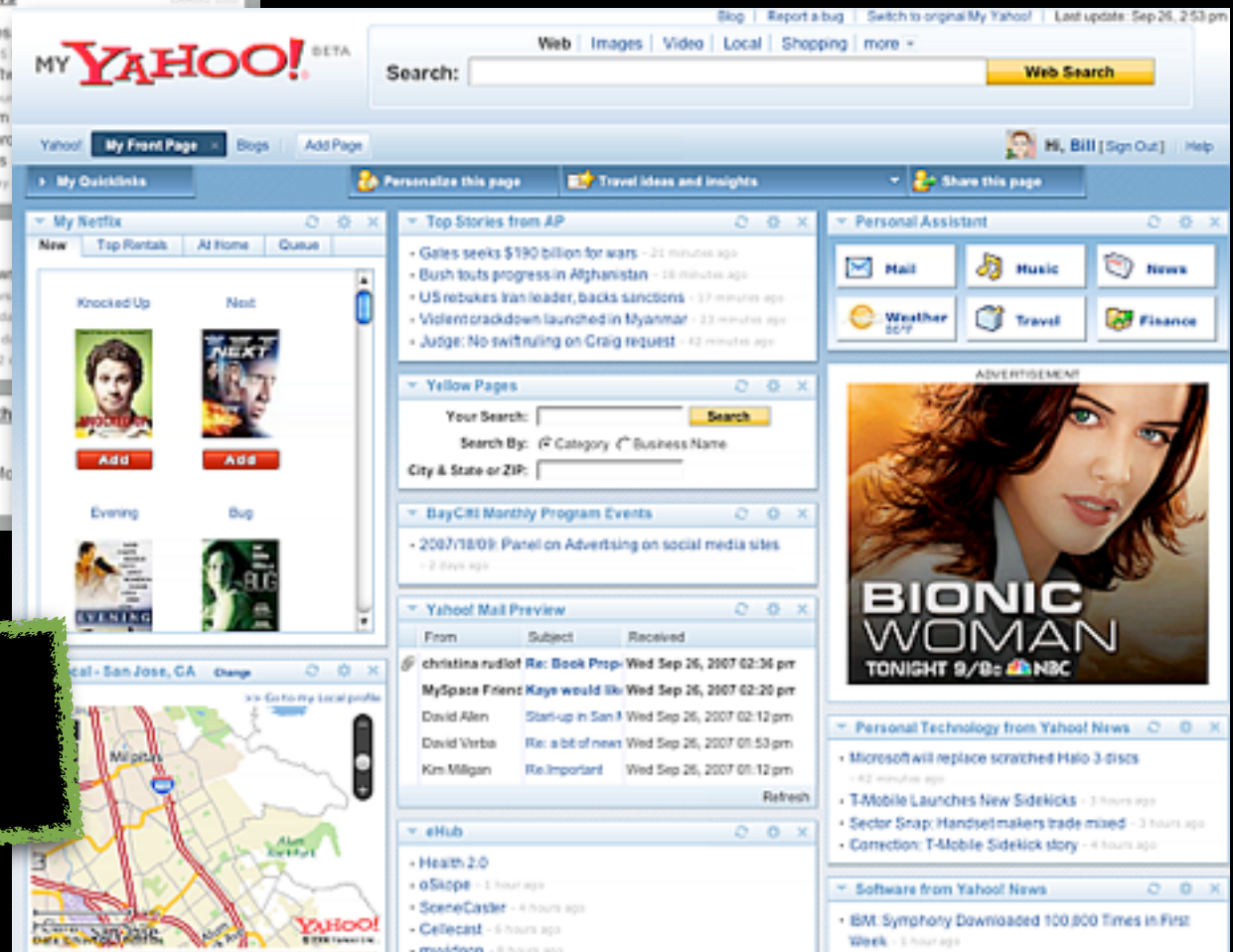


current. no animation on drop. my yahoo!



original. animation on drop. my yahoo!

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



current. no animation on drop. my yahoo!

Animated Moments

Used car locator

[Back to Used cars homepage](#)

My search

☆ My favourites

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

1. Chosen models:

To ADD a model:

Simply click a model on the right.

Please note.

You can add more than one model to your search.

Once added:

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

OR

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

2. Fine-tune your search:

3. Must haves:

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

5. Enter your postcode or location:

Search now

Model selection

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

Views:

All

Hatchbacks

Saloons

Estates

Coupe/Cabrio

Executives

MPVs

4x4s

Animated Moments

Animation must reinforce the interaction.

Used car locator

[Back to Used cars homepage](#)

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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

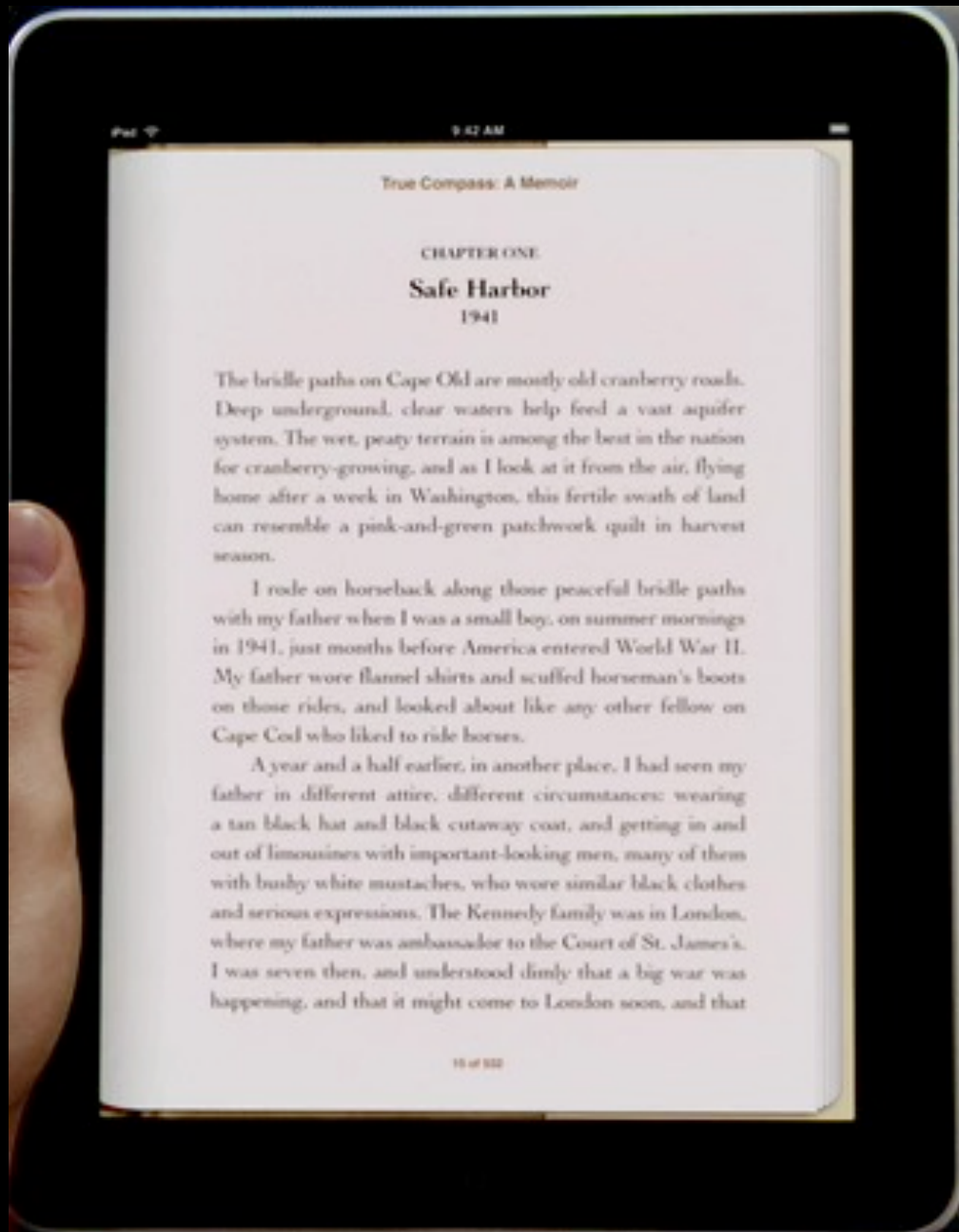
Executives

MPVs

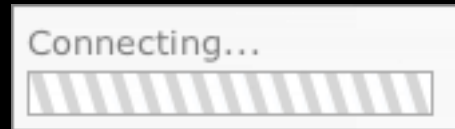
4x4s

A close-up photograph of a person's hand touching the screen of an iPad. The screen displays the iBooks application, which features a virtual wooden bookshelf. The bookshelf is filled with various book covers, including 'Wolf Hall' by Hilary Mantel, 'The Hobbit' by J.R.R. Tolkien, and 'The Great Gatsby' by F. Scott Fitzgerald. The iPad's status bar at the top shows the time as 9:42 AM and the battery level at 100%. The person's hand is positioned as if they are about to select one of the books.

Animation Can Be Good



Transitional Moments Communicate



progress indicator

Transitional Moments Communicate



Transitional Moments Communicate

Connecting...



progress indicator

Speed up time.



earlier version of my yahoo!

Transitional Moments Communicate

Connecting...

progress indicator

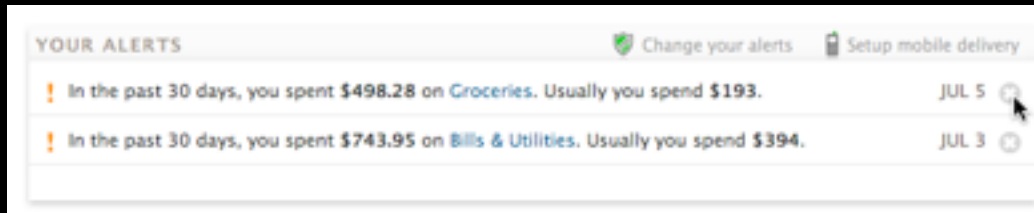
Speed up time.



earlier version of my yahoo!

Slow down time.

Transitional Moments Communicate



mint.com

Connecting...

progress indicator

Speed up time.



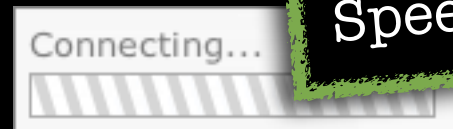
earlier version of my yahoo!

Slow down time.

Transitional Moments Communicate



mint.com



progress indicator

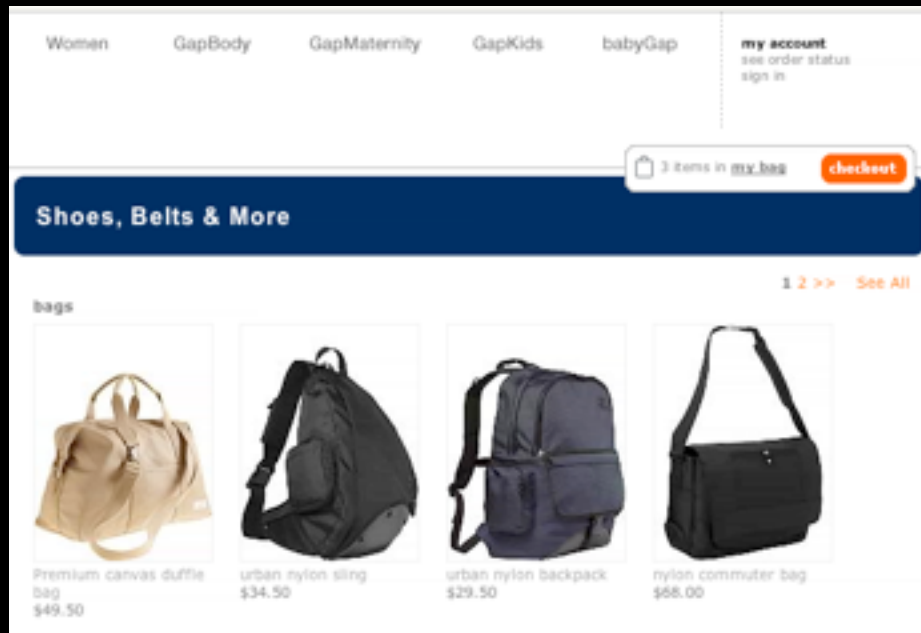


earlier version of my yahoo!

Transitional Moments Communicate



mint.com



the gap



progress indicator

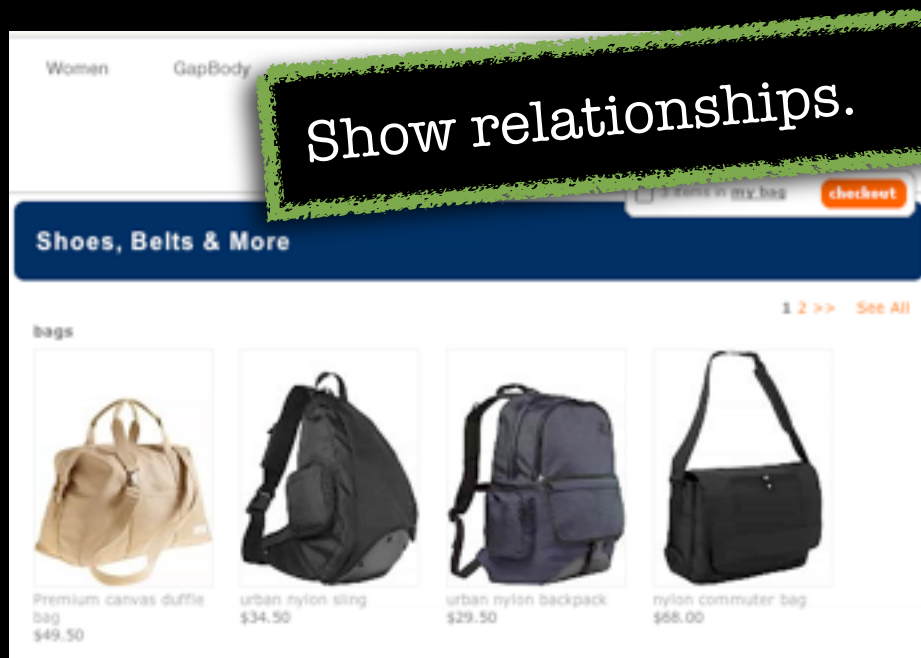


earlier version of my yahoo!

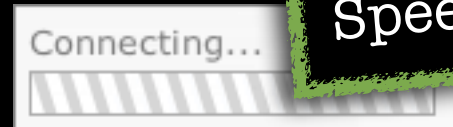
Transitional Moments Communicate



mint.com



the gap



progress indicator

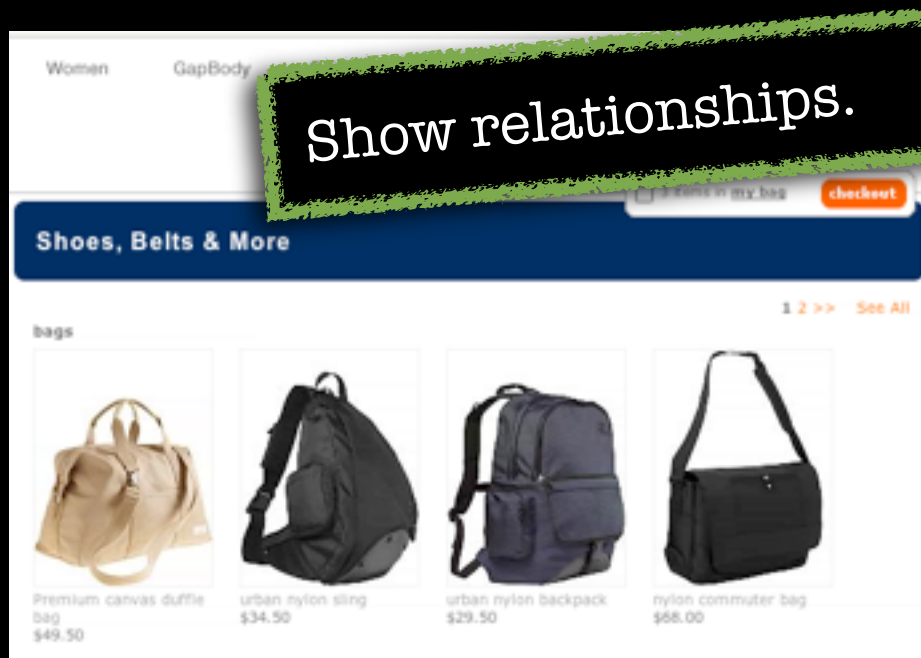


earlier version of my yahoo!

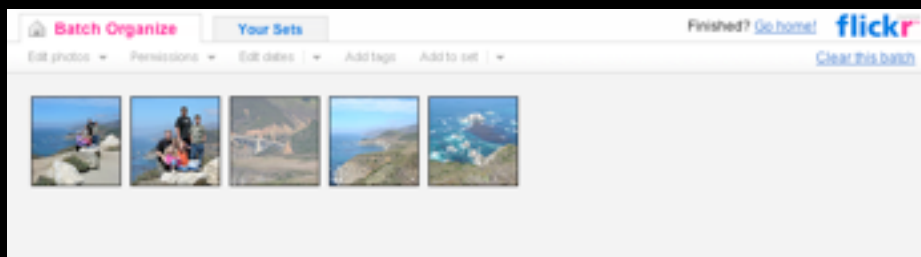
Transitional Moments Communicate



mint.com



the gap



flickr organizer



progress indicator

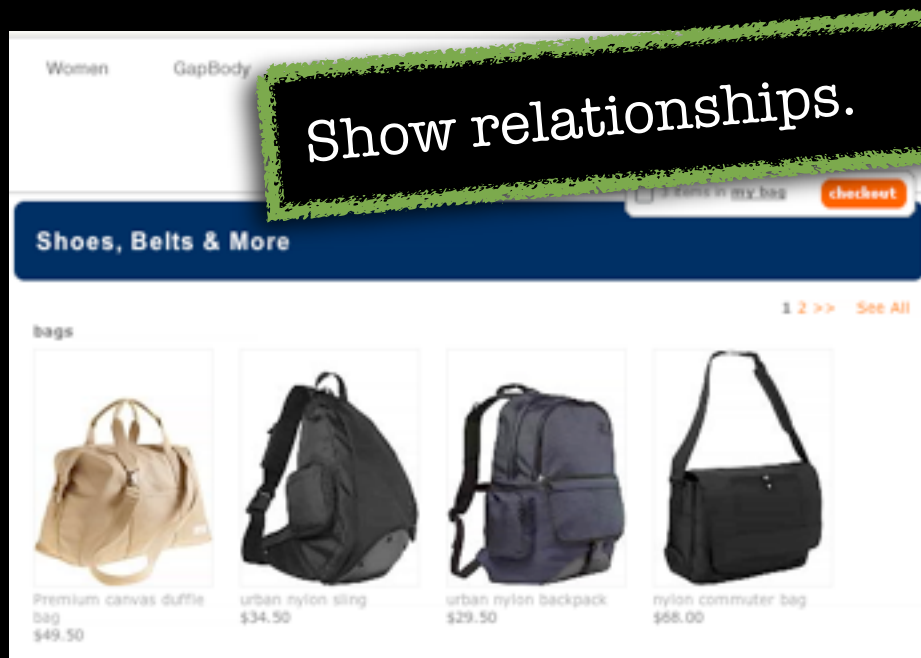


earlier version of my yahoo!

Transitional Moments Communicate



mint.com



the gap



flickr organizer



progress indicator



earlier version of my yahoo!



Be reactive.

Late Night Comedies

Not Interested See All >

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

Set this genre
Late Night Comedies
☐ ☒ ☐ Sometimes watch

[Humboldt County](#)



Add

★★★★☆

Not Interested

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



Add

★★★★☆

Not Interested

[The Onion Movie](#)



Add

★★★★☆

Not Interested

[A Dirty Shame](#)



Add

★★★★☆

Not Interested

experiment on home page

Late Night Comedies

Not Interested See All >

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

Set this genre
Late Night Comedies
☐ ☒ ☐ Sometimes watch

[Humboldt County](#)



Add

★★★★☆

Not Interested

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



Add

★★★★☆

Not Interested

[The Onion Movie](#)



Add

★★★★☆

Not Interested

[A Dirty Shame](#)



Add

★★★★☆

Not Interested

experiment on home page

NETFLIX

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

Browse DVDs

Watch Instantly

Your Queue

Movies You'll ♥

Movies, actors, directors, genres

Search

Suggestions (1435)

Rate Movies

Taste Preferences

Movies You've Rated (608)

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

Rating Movies in All Genres

RATED MOVIES 608

Miss Congeniality

Add

Big Momma's House

Add

Hitch

Add

Taxi Driver

Add

dedicated area.

Feedback Moments

Feedback Moments

The screenshot shows the Omio website's 'Contract Phones' section. The page is designed for users to compare mobile phone deals in the UK. It features a navigation bar with links to Home, Deals, Phones, Networks, Forum, and Blog. A search bar is located in the top right corner. The main content area is titled 'Contract Phones' and includes a sub-header 'Compare all contract mobile phone deals in the UK instantly'. Below this, there are filters for 'Pay Monthly' (selected), 'Pay As You Go', 'SIM Free', 'SIM Only', 'Retailers', and 'Free gifts'. A 'Quick Find' section allows users to select a brand and model. The 'Omio Tools' section includes links to 'Phone Finder', 'Compare Phones', 'Recycle Mobile Phones', 'Latest Mobile Phones', and 'Mobile Phone Reviews'. The main comparison area shows three sliders for 'Monthly Cost' (set to £58 monthly), 'Inclusive Texts' (set to 300 texts), and 'Monthly Minutes' (set to any). A large number '122,367' indicates the number of deals compared. Below the sliders, there is a table of deals with columns for Handset/Tariff/Offer, Mins, Texts, Handset Cost, Contract Length, Monthly Cost, and Where to buy from. The table lists three deals: Nokia N97 (Black) Your Plan 600, Nokia N97 (Black) Dolphin £45 NOW £35, and Sony Ericsson W995 (Black).

Join Omio | Login | About

Home Deals Phones Networks Forum Blog

Google Custom Search Search

Home > Mobile Phone Deals

Contract Phones

Compare all contract mobile phone deals in the UK instantly

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

Networks Brands Tariffs Features Styles Offers Colour

Monthly Cost: doesn't matter, £58 monthly, zero

Inclusive Texts: unlimited, 300 texts, doesn't matter

Monthly Minutes: unlimited, any, doesn't matter

£58 monthly X 300 texts X

122,367

Deals Compared

View: Deals Phones Show 10 Sort By Most popular

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

live feedback. omio

Feedback Moments

omio

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Home Deals Phones Networks Forum Blog

Home > Mobile Phone Deals

Contract Phones

Compare all contract mobile phone deals in the UK instantly

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

Networks Brands Tariffs Features Styles Offers Colour

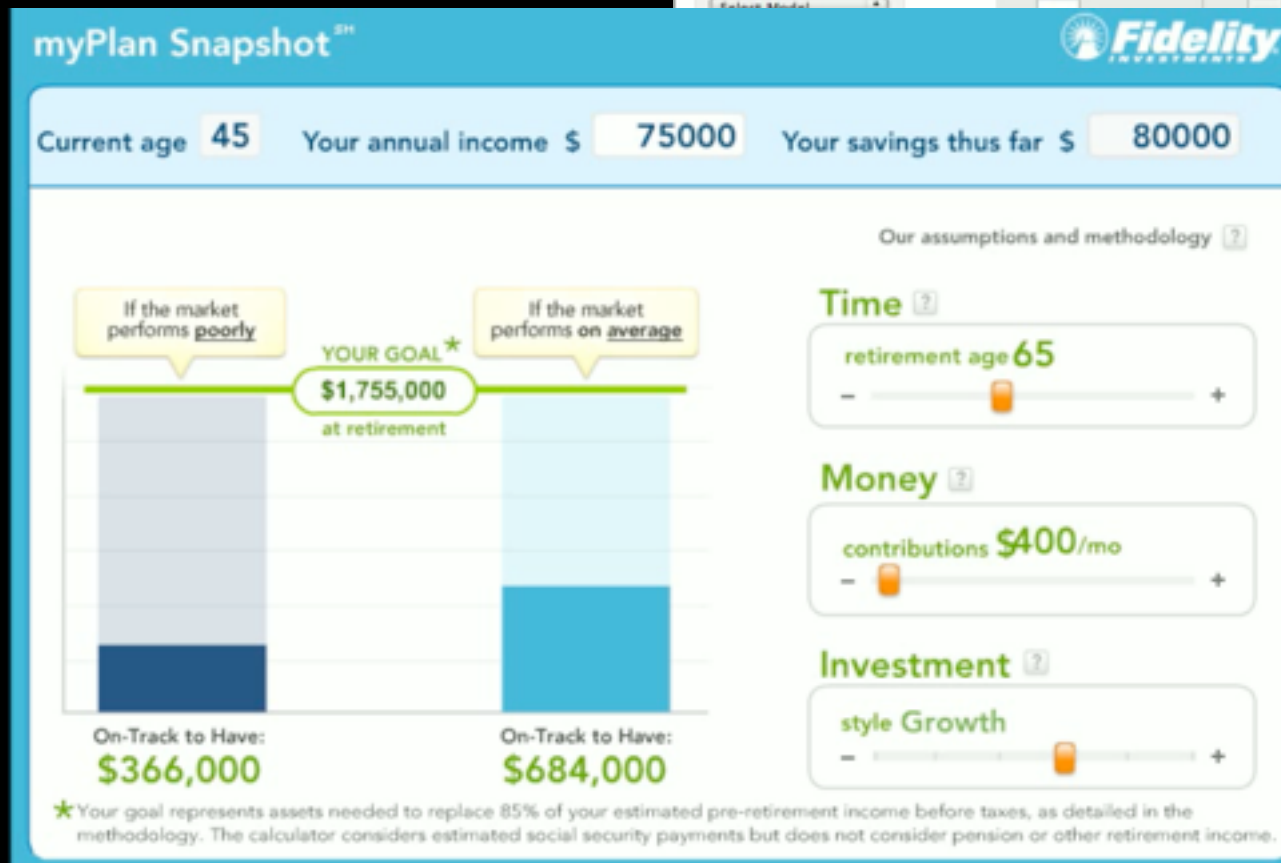
Monthly Cost: doesn't matter | Inclusive Texts: unlimited | Monthly Minutes: unlimited

£58 monthly X 300 texts X

122,367 Deals Compared

Show 10 Sort By Most popular

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

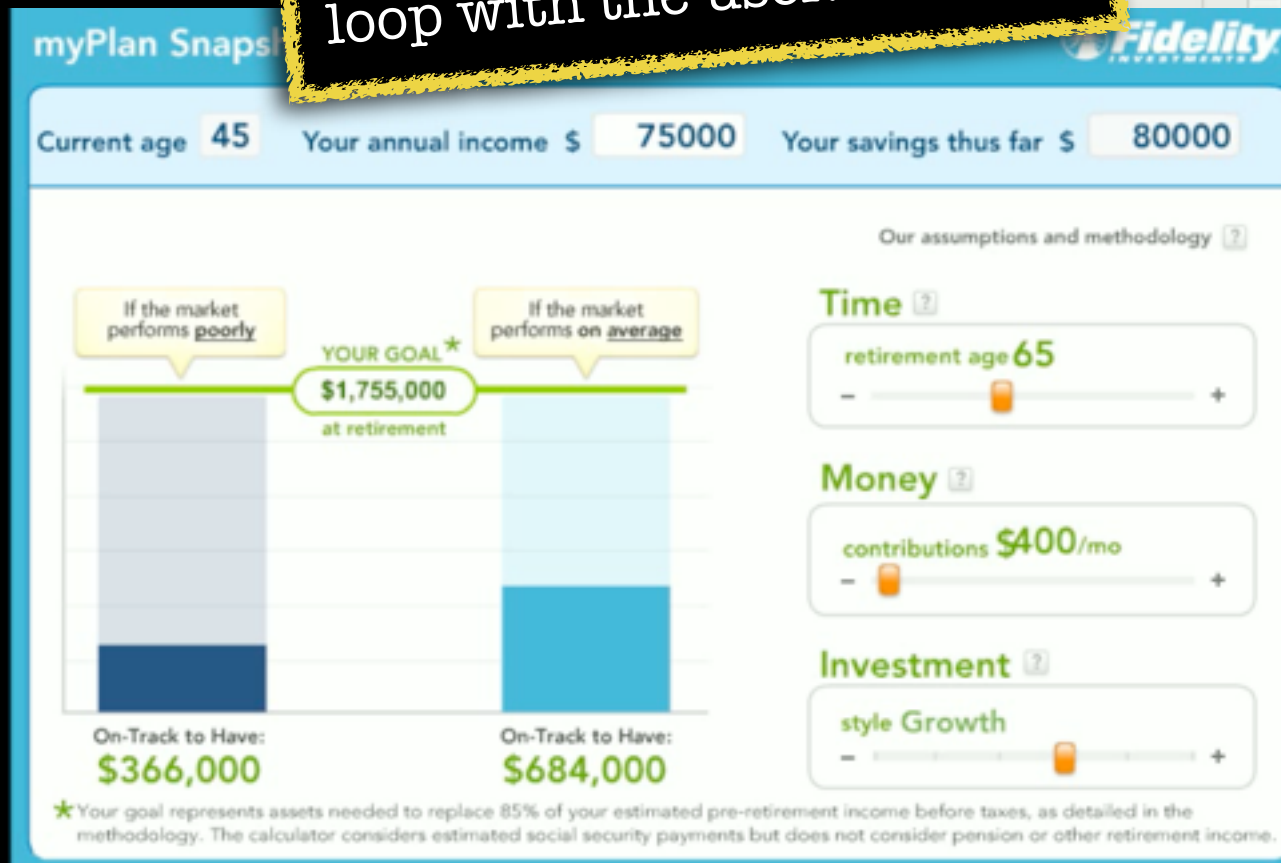


live feedback. fidelity

live feedback. omio

Feedback Moments

Create a tight feedback loop with the user.



live feedback. fidelity

omio

Home Deals Phones Networks Forum Blog

Home > Mobile Phone Deals

Contract Phones

Compare all contract mobile phone deals in the UK instantly

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

Pay Monthly

Pay As You Go

SIM Free

SIM Only

tariffs Features Styles Offers Colour

£58 monthly X 300 texts X

122,367 Deals Compared

Show 10 Sort By Most popular

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

live feedback. omio

Narrowing Moments

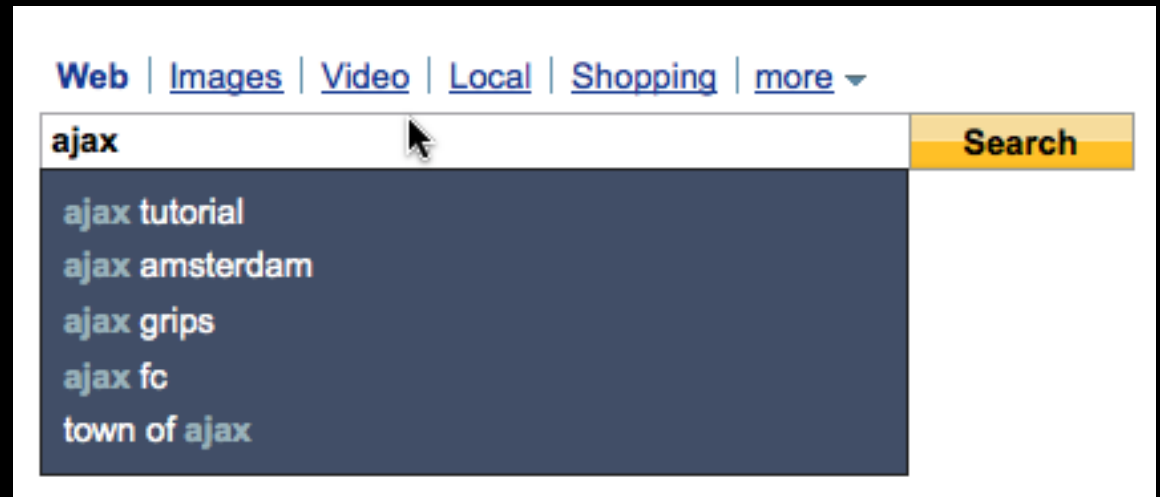


live suggest. google (early version)

Narrowing Moments



live suggest. google (early version)

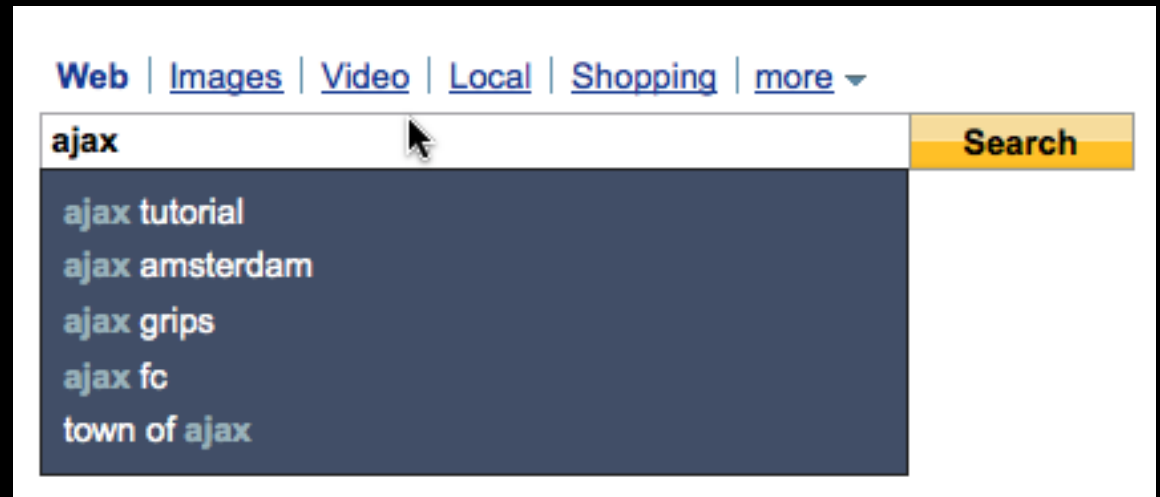


live suggest. yahoo search

Narrowing Moments



live suggest. google (early version)



live suggest. yahoo search

Narrow toward a goal rather than distract from it.

Preview Moments

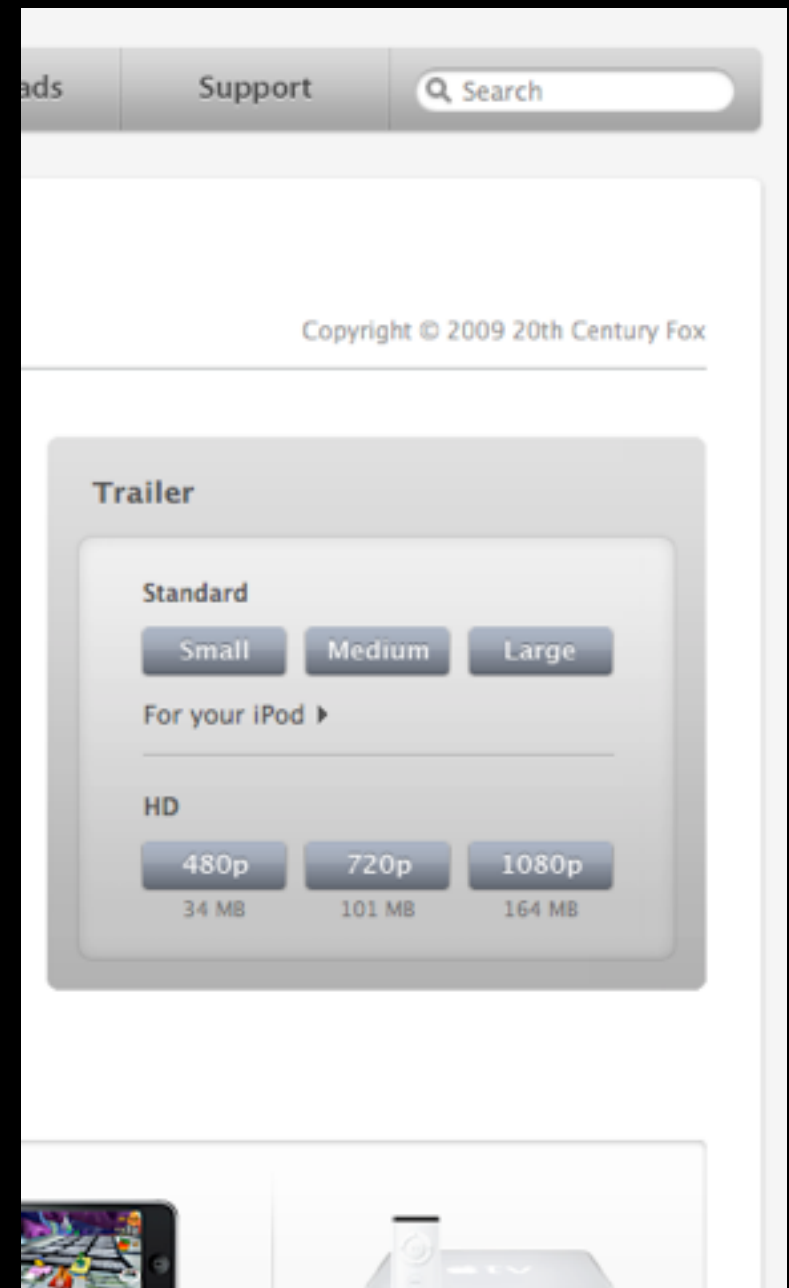


live preview. volkswagen car configurator

Preview Moments



live preview. volkswagen car configurator



live suggest. apple search

Preview Moments



live preview. volkswagen car configurator



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:

[Password strength:](#) Too short

Minimum of 6 characters in length.

live forms. google account creation

Moments in Forms

Find a domain name:

www.

(ex. widgetdesigns.com)

live forms. yahoo! small business

Prevent errors beforehand
with live forms.

Required information for Google account

Your current email address:

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


Choose a password:

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[Password strength:](#) Too short

live forms. google account creation

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

To

☒ Show Nearby Airports

Leave  **Time** ▼

Return  **Time** ▼

Travelers
 ▼

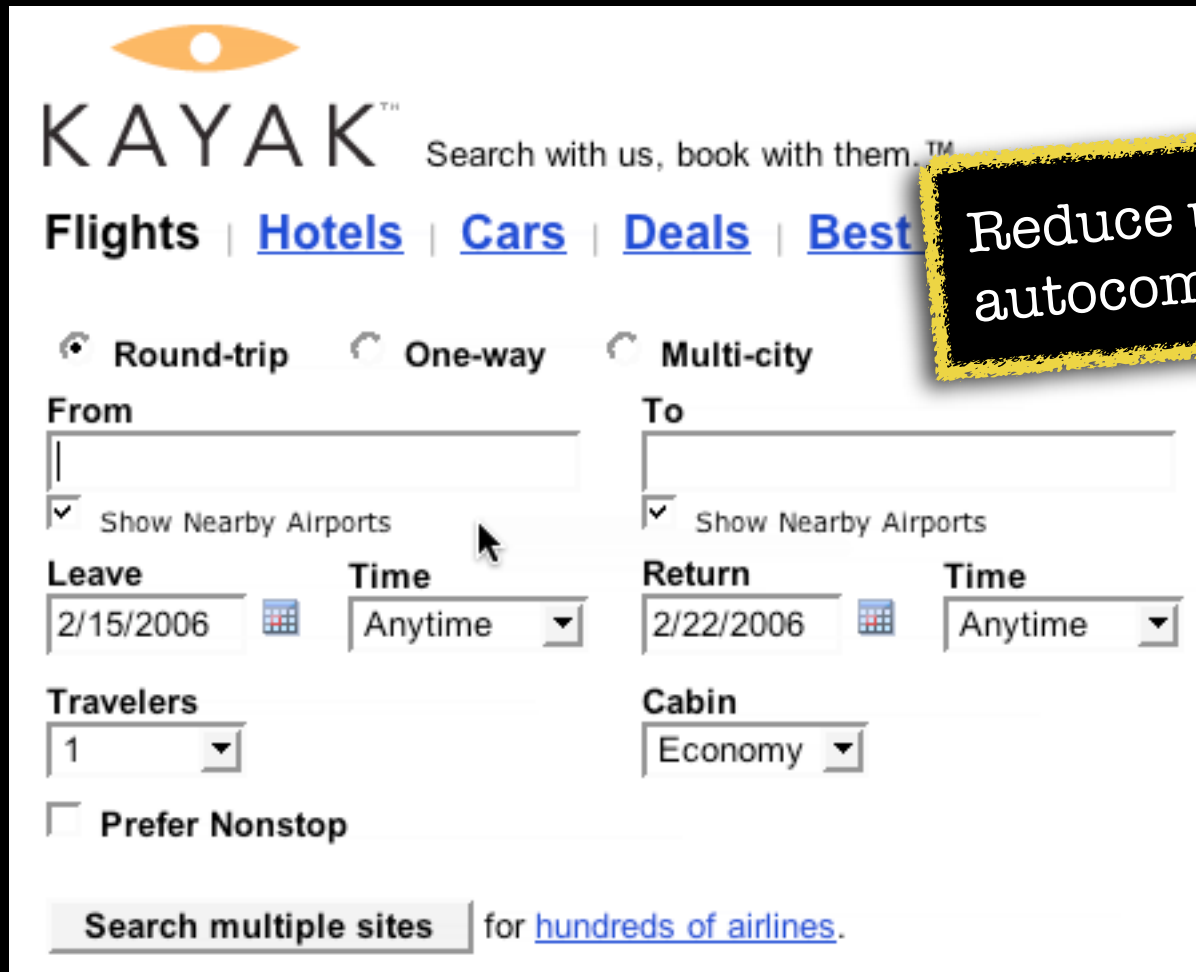
Cabin
 ▼

☐ Prefer Nonstop

for [hundreds of airlines.](#)

auto complete. kayak

Moments in Forms



The image shows a screenshot of the KAYAK flight search interface. At the top is the KAYAK logo with the tagline "Search with us, book with them.™". Below the logo are navigation links for "Flights", "Hotels", "Cars", "Deals", and "Best". The main form is for flight booking, featuring radio buttons for "Round-trip" (selected), "One-way", and "Multi-city". It has input fields for "From" and "To", each with a "Show Nearby Airports" checkbox. Below these are "Leave" and "Return" date pickers (set to 2/15/2006 and 2/22/2006) and "Time" dropdown menus (both set to "Anytime"). There are also dropdowns for "Travelers" (set to 1) and "Cabin" (set to Economy). A checkbox for "Prefer Nonstop" is at the bottom left. A search button labeled "Search multiple sites" is followed by the text "for [hundreds of airlines.](#)".

Reduce user effort by
autocompleting correctly.

auto complete. kayak

Interactive Moments

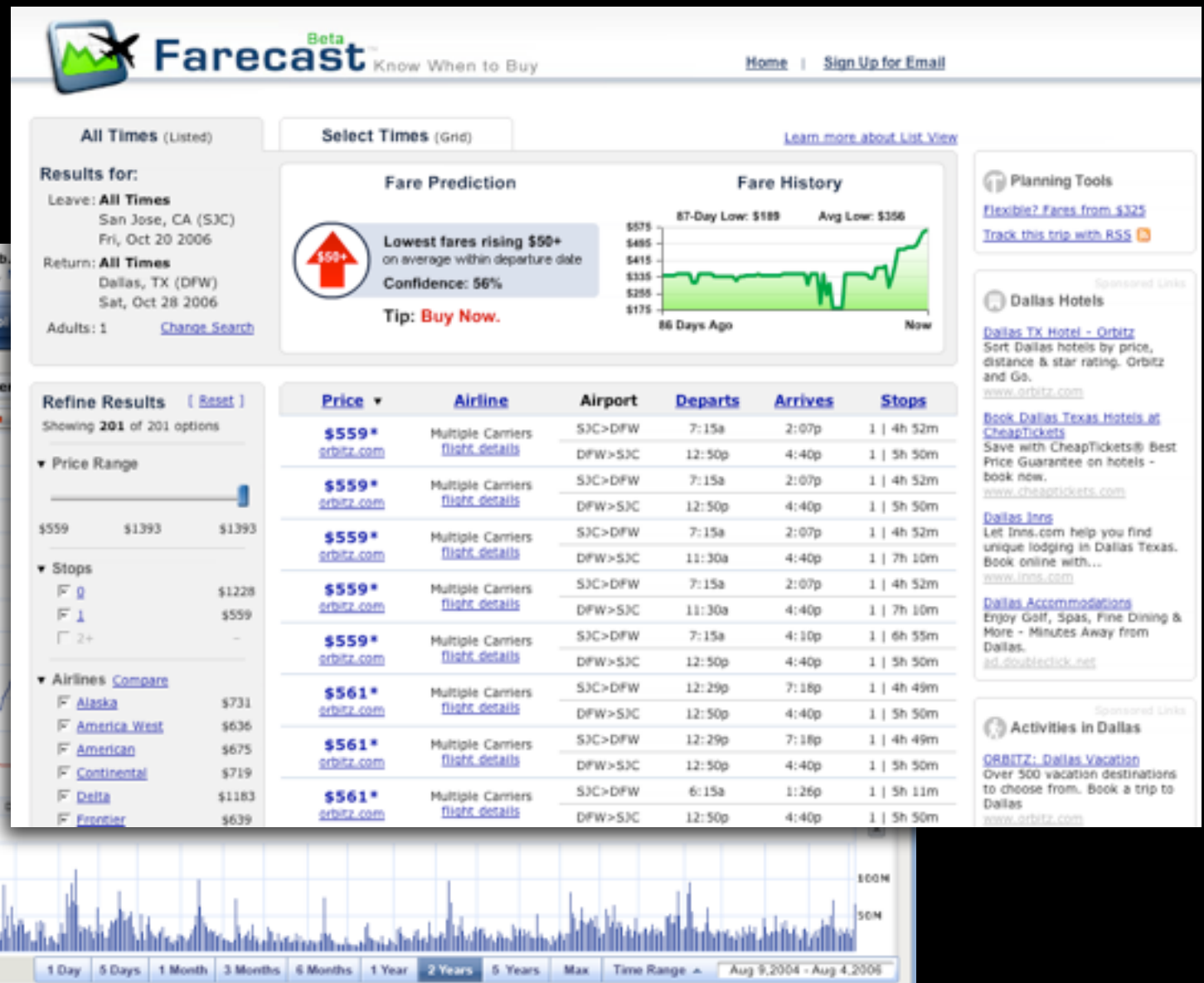
yahoo! finance



Interactive Moments

farecast.com

yahoo! finance



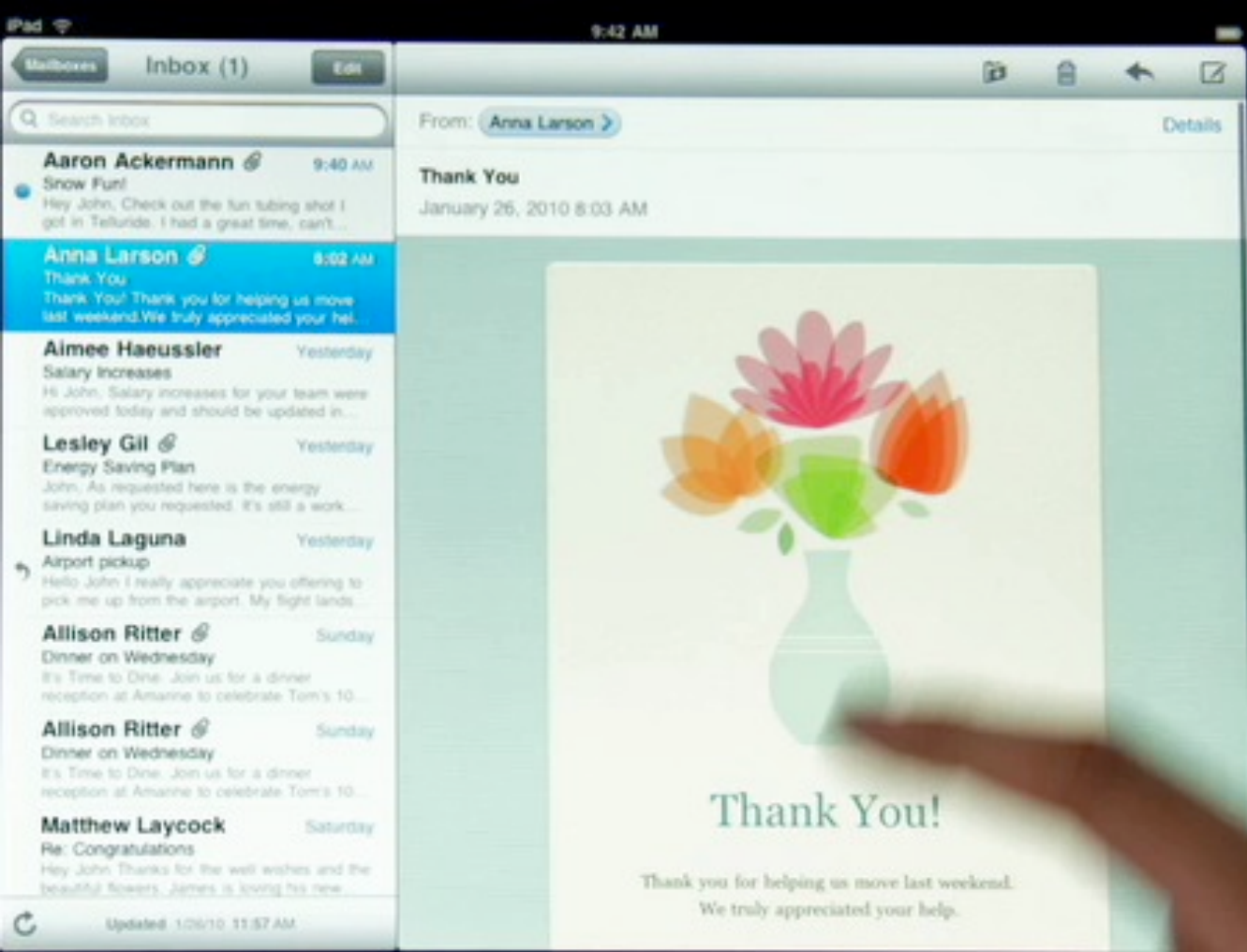
Interesting Moments



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

Delete Messages. iPad Mail

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Delete Messages. iPad Mail

Presentation

billwscott.com/share/presentations/2010/wamtsea

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