attention.

evangelism. ajax.

evangelism. ajax. attention?

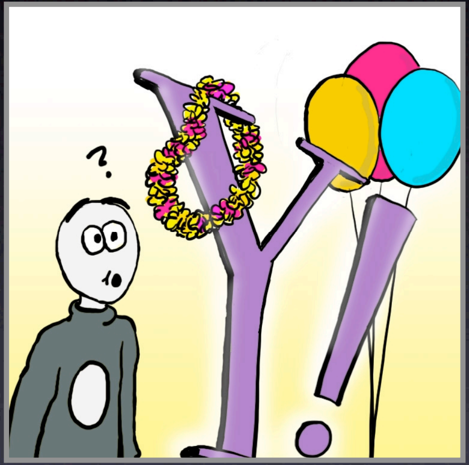
new model. attention.

new model. **attention.**

attention. engaging.

attention. engaging.

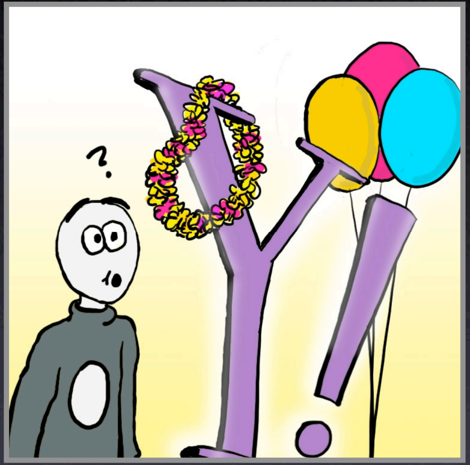
Wow!



engaging

attention. relevant.

Wow!



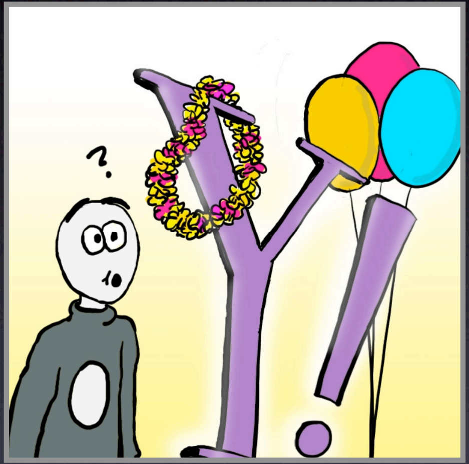
engaging

Delight!

relevant

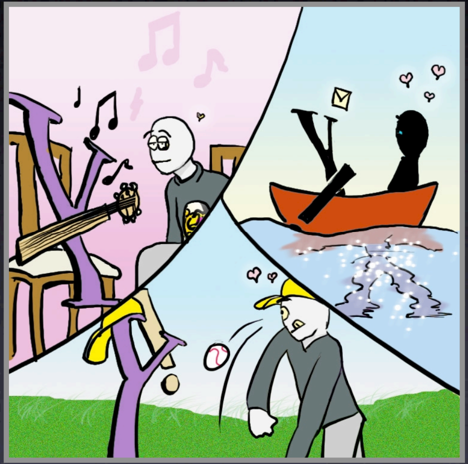
attention. loyalty.

Wow!



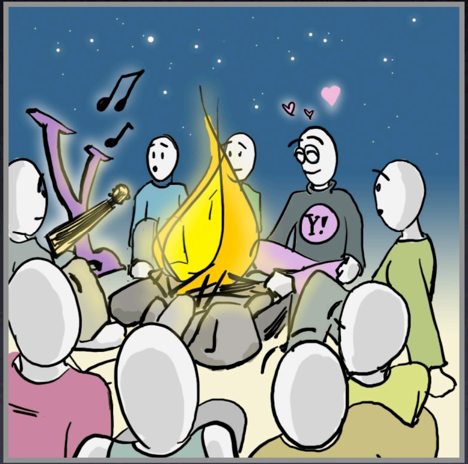
engaging

Delight!



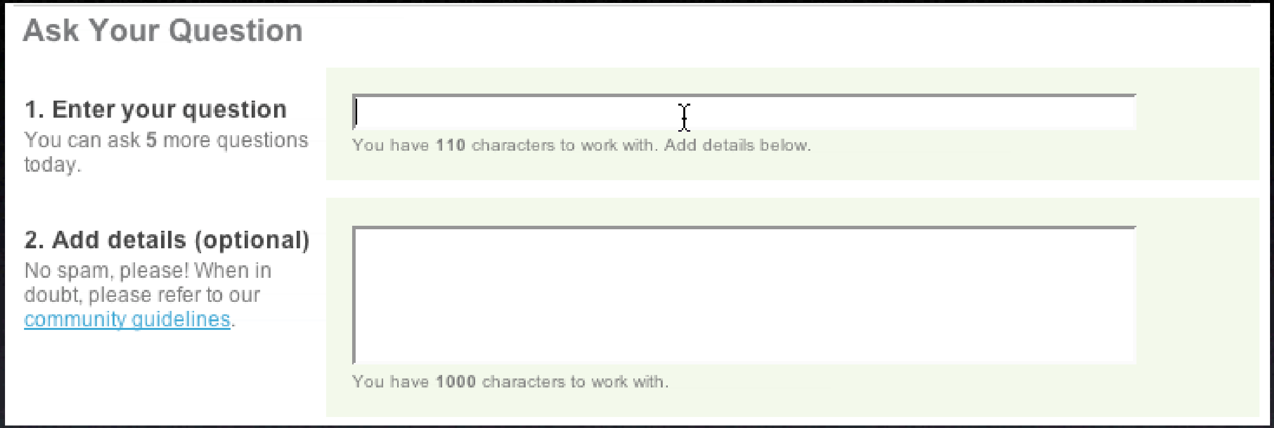
relevant

Love!



loyalty

attention. immediacy.



Ask Your Question

1. Enter your question

You can ask **5** more questions today.

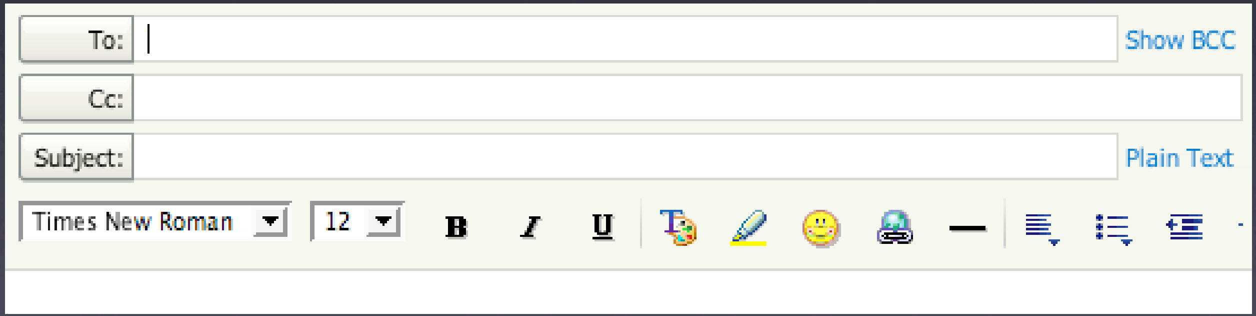
You have **110** characters to work with. Add details below.

2. Add details (optional)

No spam, please! When in doubt, please refer to our community guidelines.

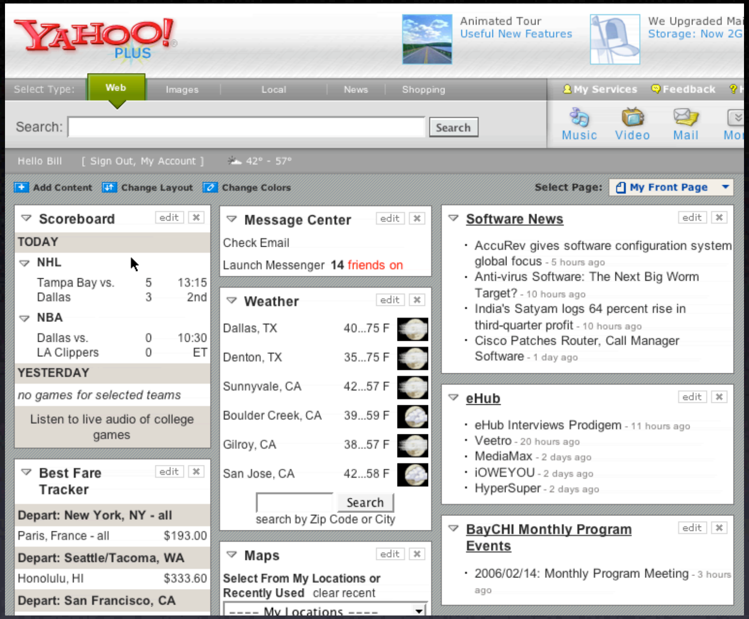
You have **1000** characters to work with.

pattern. Live Suggest.


To:
Show BCC
Cc:
Subject:
Plain Text
Times New Roman
12
B
I
U

pattern. Auto Complete.

attention. directness.


YAHOO! PLUS
Animated Tour
Useful New Features
We Upgraded Ma
Storage: Now 2G
Select Type:
Web
Images
Local
News
Shopping
My Services
Feedback
Search:
Search
Music
Video
Mail
Mo
Hello Bill
[Sign Out, My Account]
42° - 57°
Add Content
Change Layout
Change Colors
Select Page:
My Front Page

Scoreboard edit ✕

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

Best Fare Tracker edit ✕

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 ✕

Check Email

Launch Messenger **14** friends on

Weather edit ✕

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

Maps edit ✕

Select From My Locations or Recently Used clear recent

---- My Locations ----

Software News edit ✕

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

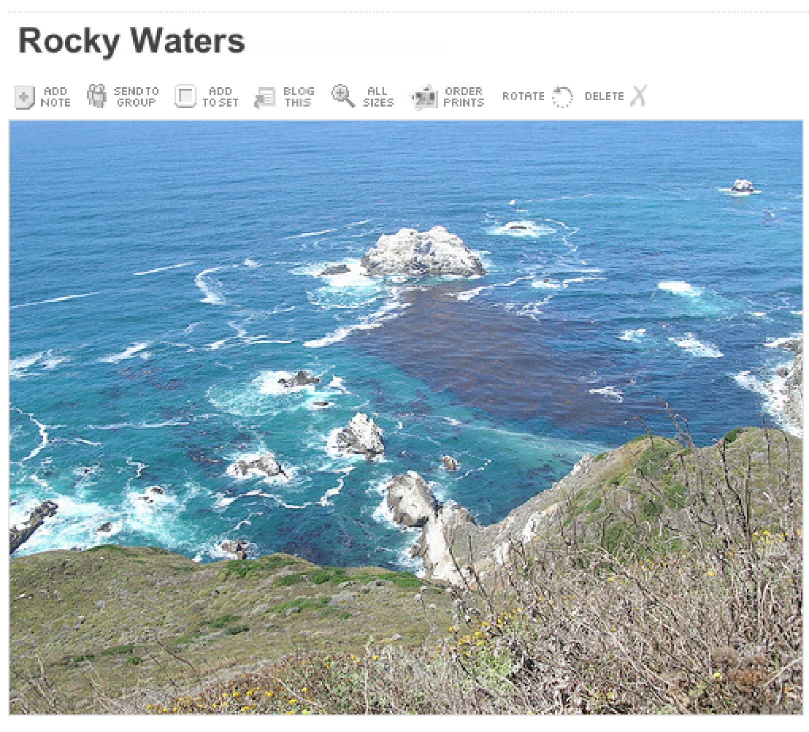
eHub edit ✕

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

BayCHI Monthly Program Events edit ✕

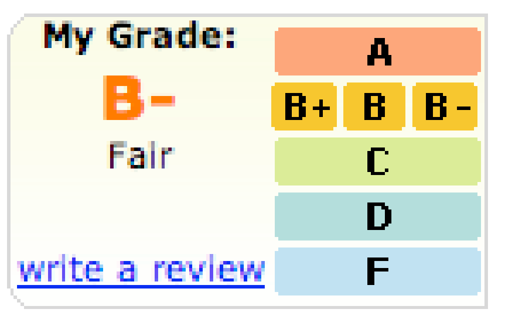
- 2006/02/14: Monthly Program Meeting - 3 hours ago

pattern. Drag and Drop.

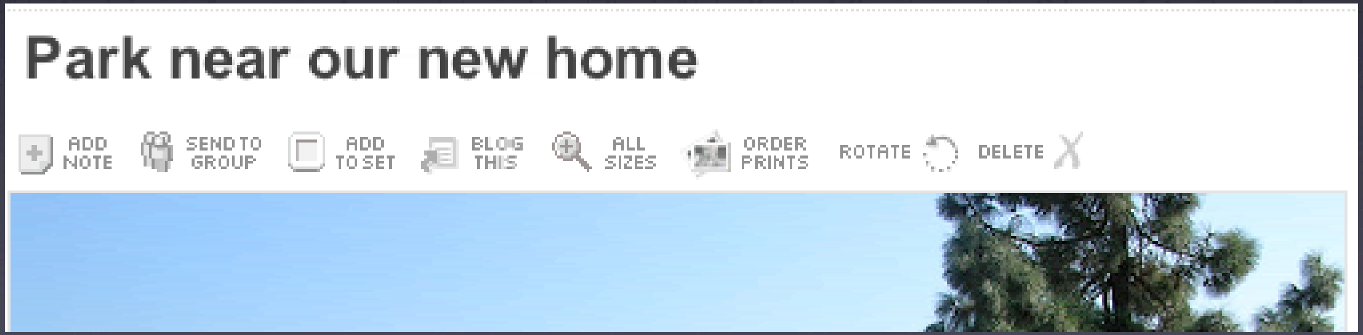

Rocky Waters
ADD NOTE
SEND TO GROUP
ADD TO SET
BLOG THIS
ALL SIZES
ORDER PRINTS
ROTATE
DELETE

pattern. Inline Editing.

attention. invitational.


My Grade:
B-
Fair
write a review
A
B+
B
B-
C
D
F

pattern. Hover Invitation.

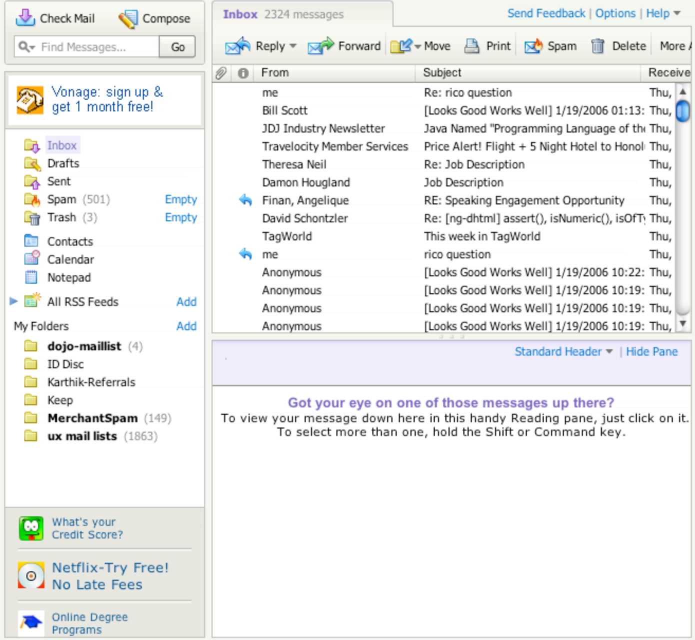


Park near our new home

ADD NOTE
SEND TO GROUP
ADD TO SET
BLOG THIS
ALL SIZES
ORDER PRINTS
ROTATE
DELETE

pattern. Tooltip Invitation + Hover Invitation.

attention. without boundaries.



YAHOO! MAIL BETA
Yahoo! | My Yahoo! | News
Search the Web... Search
Check Mail Compose
Find Messages... Go
Send Feedback | Options | Help
Reply Forward Move Print Spam Delete More

Welcome, **b.scott**
Sign Out, My Account, Switch Back

Vonage: sign up & get 1 month free!

Inbox 2324 messages

- Inbox
- Drafts
- Sent
- Spam (501) Empty
- Trash (3) Empty
- Contacts
- Calendar
- Notepad
- All RSS Feeds Add

My Folders Add

- **dojo-maillist** (4)
- ID Disc
- Karthik-Referrals
- Keep
- **MerchantSpam** (149)
- **ux mail lists** (1863)

From	Subject	Receive
me	Re: rico question	Thu,
Bill Scott	[Looks Good Works Well] 1/19/2006 01:13:	Thu,
JDJ Industry Newsletter	Java Named "Programming Language of th	Thu,
Travelocity Member Services	Price Alert! Flight + 5 Night Hotel to Honol	Thu,
Theresa Neil	Re: Job Description	Thu,
Damon Hougland	Job Description	Thu,
Finan, Angelique	RE: Speaking Engagement Opportunity	Thu,
David Schontzler	Re: [ng-dhtml] assert(), isNumeric(), isOfT	Thu,
TagWorld	This week in TagWorld	Thu,
me	rico question	Thu,
Anonymous	[Looks Good Works Well] 1/19/2006 10:22:	Thu,
Anonymous	[Looks Good Works Well] 1/19/2006 10:19:	Thu,
Anonymous	[Looks Good Works Well] 1/19/2006 10:19:	Thu,
Anonymous	[Looks Good Works Well] 1/19/2006 10:19:	Thu,

Standard Header | Hide Pane

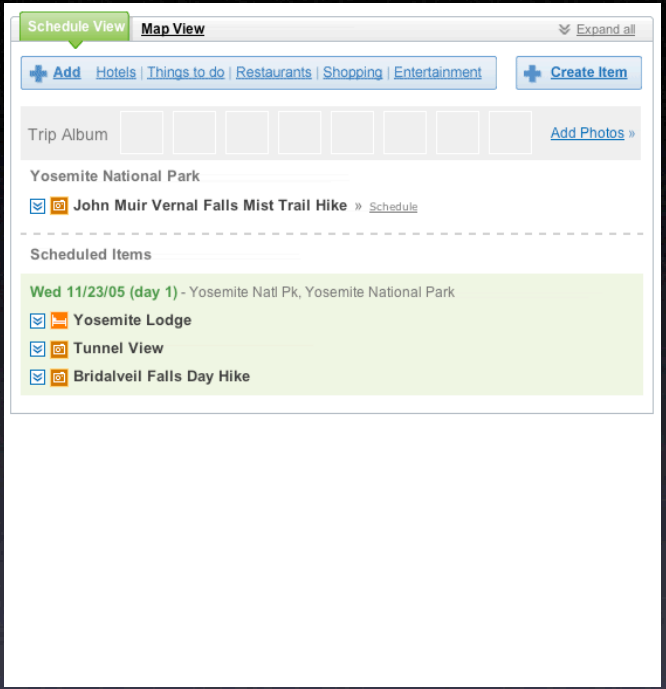
Got your eye on one of those messages up there?
To view your message down here in this handy Reading pane, just click on it.
To select more than one, hold the Shift or Command key.

What's your Credit Score?

Netflix-Try Free! No Late Fees

Online Degree Programs

pattern. Endless Scrolling.



Schedule View
Map View
Expand all
Add
Hotels | Things to do | Restaurants | Shopping | Entertainment
Create Item
Add Photos »
Schedule

Trip Album

Yosemite National Park

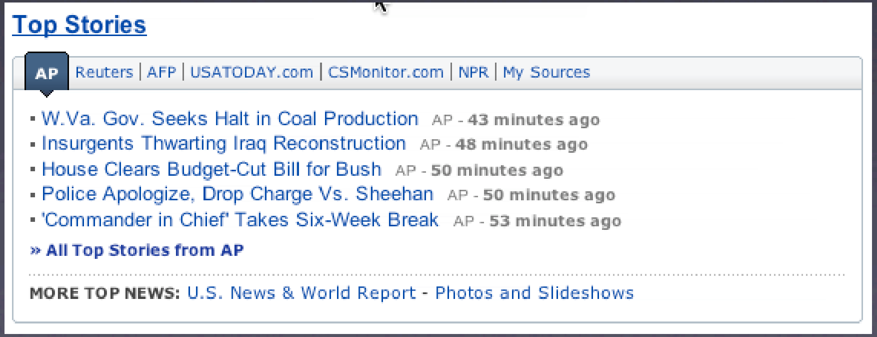
- ☒ **John Muir Vernal Falls Mist Trail Hike** »

Scheduled Items

Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park

- ☒ **Yosemite Lodge**
- ☒ **Tunnel View**
- ☒ **Bridalveil Falls Day Hike**

pattern. In Context Expand.



Top Stories

AP | Reuters | AFP | USATODAY.com | CSMonitor.com | NPR | My Sources

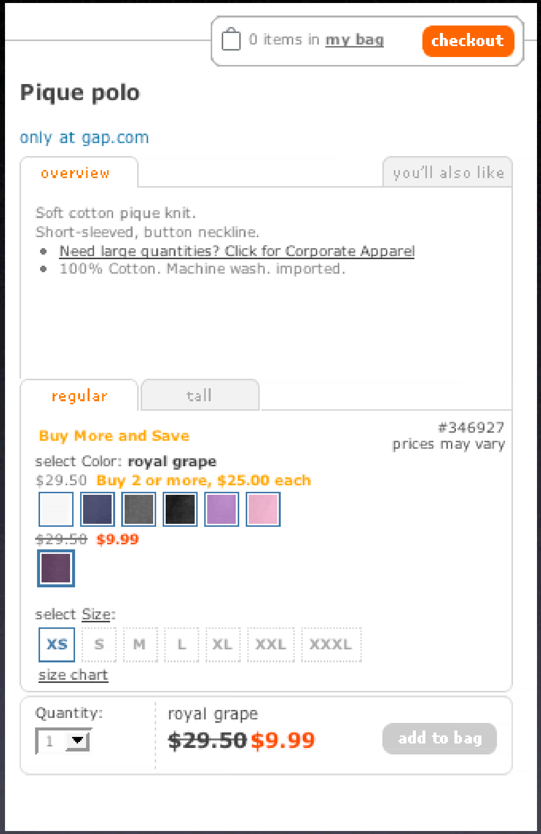
- W.Va. Gov. Seeks Halt in Coal Production AP - **43 minutes ago**
- Insurgents Thwarting Iraq Reconstruction AP - **48 minutes ago**
- House Clears Budget-Cut Bill for Bush AP - **50 minutes ago**
- Police Apologize, Drop Charge Vs. Sheehan AP - **50 minutes ago**
- 'Commander in Chief' Takes Six-Week Break AP - **53 minutes ago**

» All Top Stories from AP

MORE TOP NEWS: U.S. News & World Report - Photos and Slideshows

pattern. Hover Details.

attention. light footprint.


0 items in my bag
checkout
overview
you'll also like
regular
tall
add to bag

Pique polo

only at gap.com

Soft cotton pique knit.
Short-sleeved, button neckline.

- Need large quantities? Click for Corporate Apparel
- 100% Cotton. Machine wash. imported.

#346927
prices may vary

Buy More and Save

select Color: **royal grape**

$29.50 **Buy 2 or more, $25.00 each**

~~$29.50~~ **$9.99**

select Size:

XS S M L XL XXL XXXL

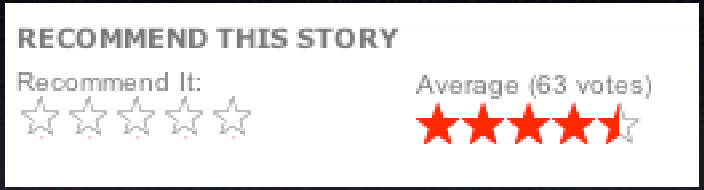
size chart

Quantity: 1

royal grape

~~$29.50~~ **$9.99**

pattern. Remembered Collection.



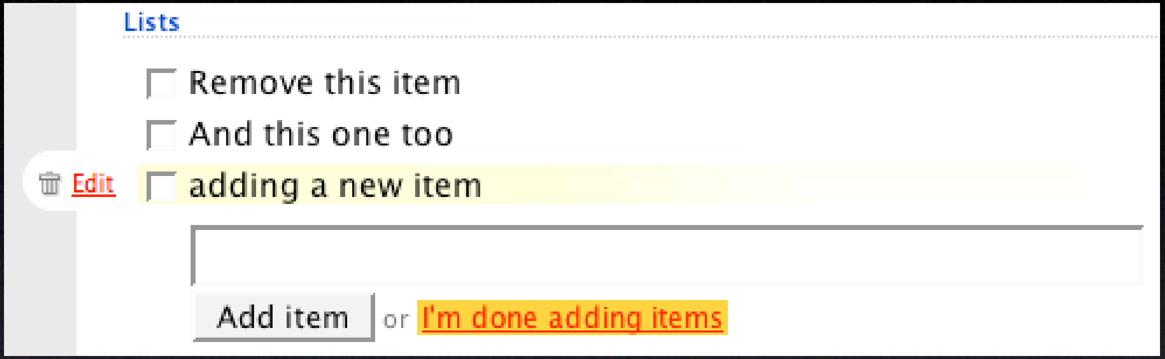
RECOMMEND THIS STORY

Recommend It: ☆☆☆☆☆

Average (63 votes) ★★★★★

pattern. Rating an Object.

attention. cinematic.



Lists

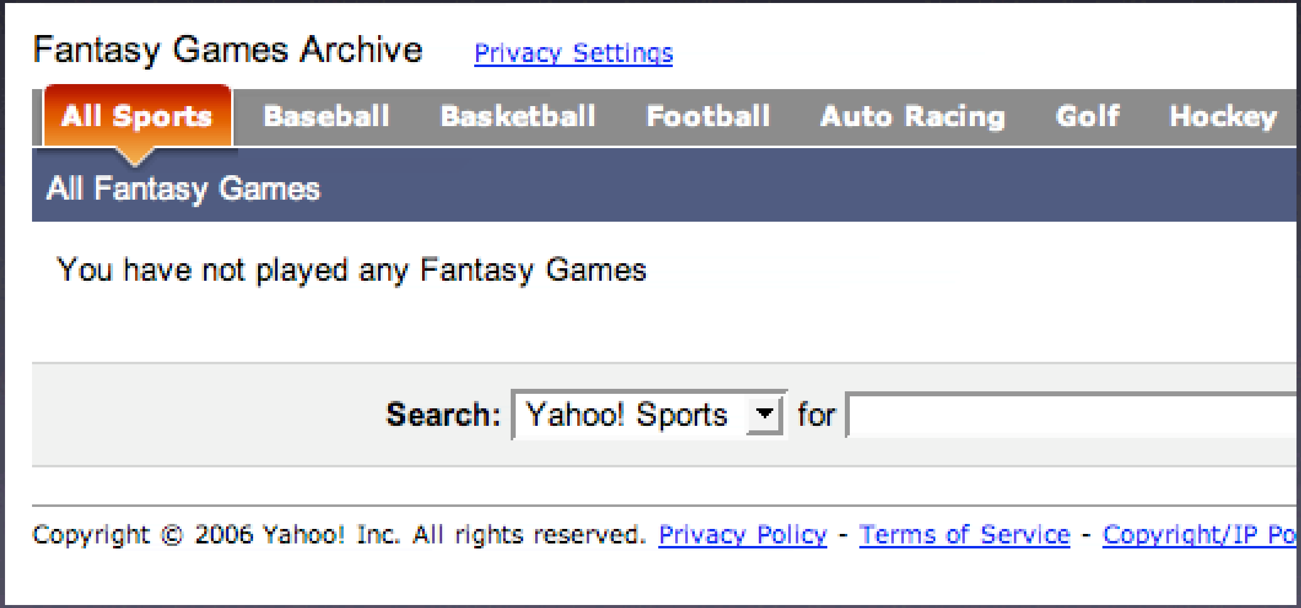
☐ Remove this item

☐ And this one too

Edit ☐ adding a new item

Add item
or I'm done adding items

pattern. Fade Transition + Self-Healing Transition.



Fantasy Games Archive

Privacy Settings
All Sports
Baseball
Basketball
Football
Auto Racing
Golf
Hockey

All Fantasy Games

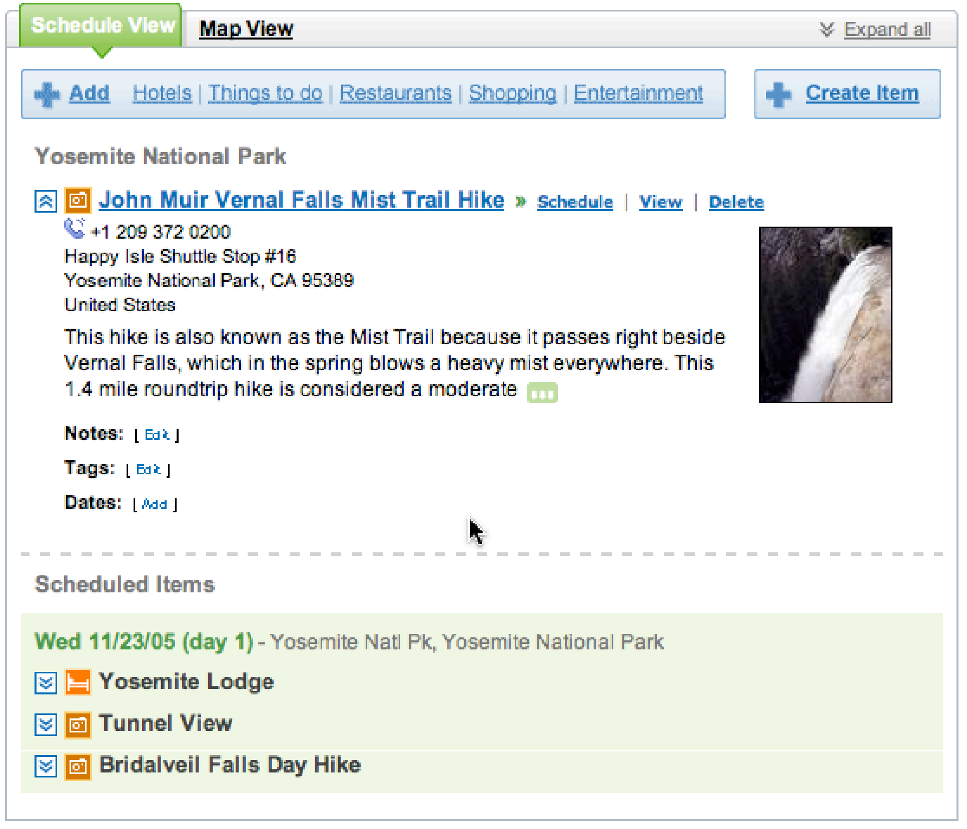
You have not played any Fantasy Games

Search: Yahoo! Sports for

Copyright © 2006 Yahoo! Inc. All rights reserved. Privacy Policy - Terms of Service - Copyright/IP Po

pattern. Slide + Fade In + Fade Out.

attention. rich content.


Schedule View
Map View
Expand all
Add
Hotels | Things to do | Restaurants | Shopping | Entertainment
Create Item
Schedule | View | Delete

Yosemite National Park

John Muir Vernal Falls Mist Trail Hike

☎ +1 209 372 0200
Happy Isle Shuttle Stop #16
Yosemite National Park, CA 95389
United States

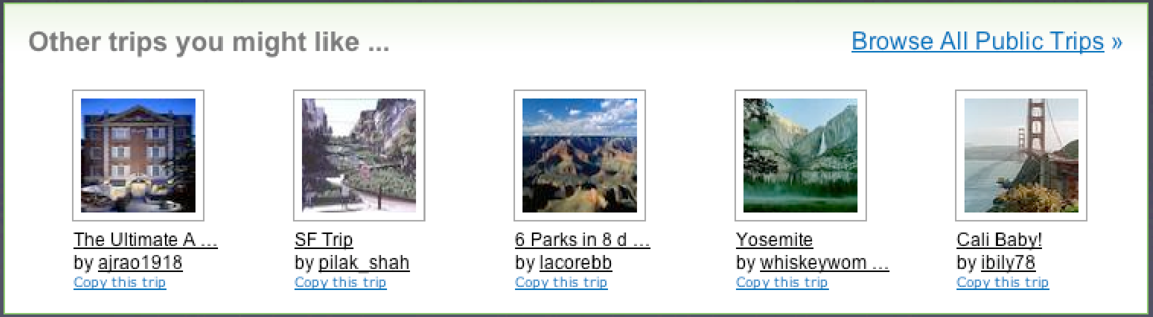
This hike is also known as the Mist Trail because it passes right beside Vernal Falls, which in the spring blows a heavy mist everywhere. This 1.4 mile roundtrip hike is considered a moderate ...

Notes: [Edit]
Tags: [Edit]
Dates: [Add]

Scheduled Items

Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park
- Yosemite Lodge
- Tunnel View
- Bridalveil Falls Day Hike

pattern. Shareable Object.


Browse All Public Trips »
Copy this trip

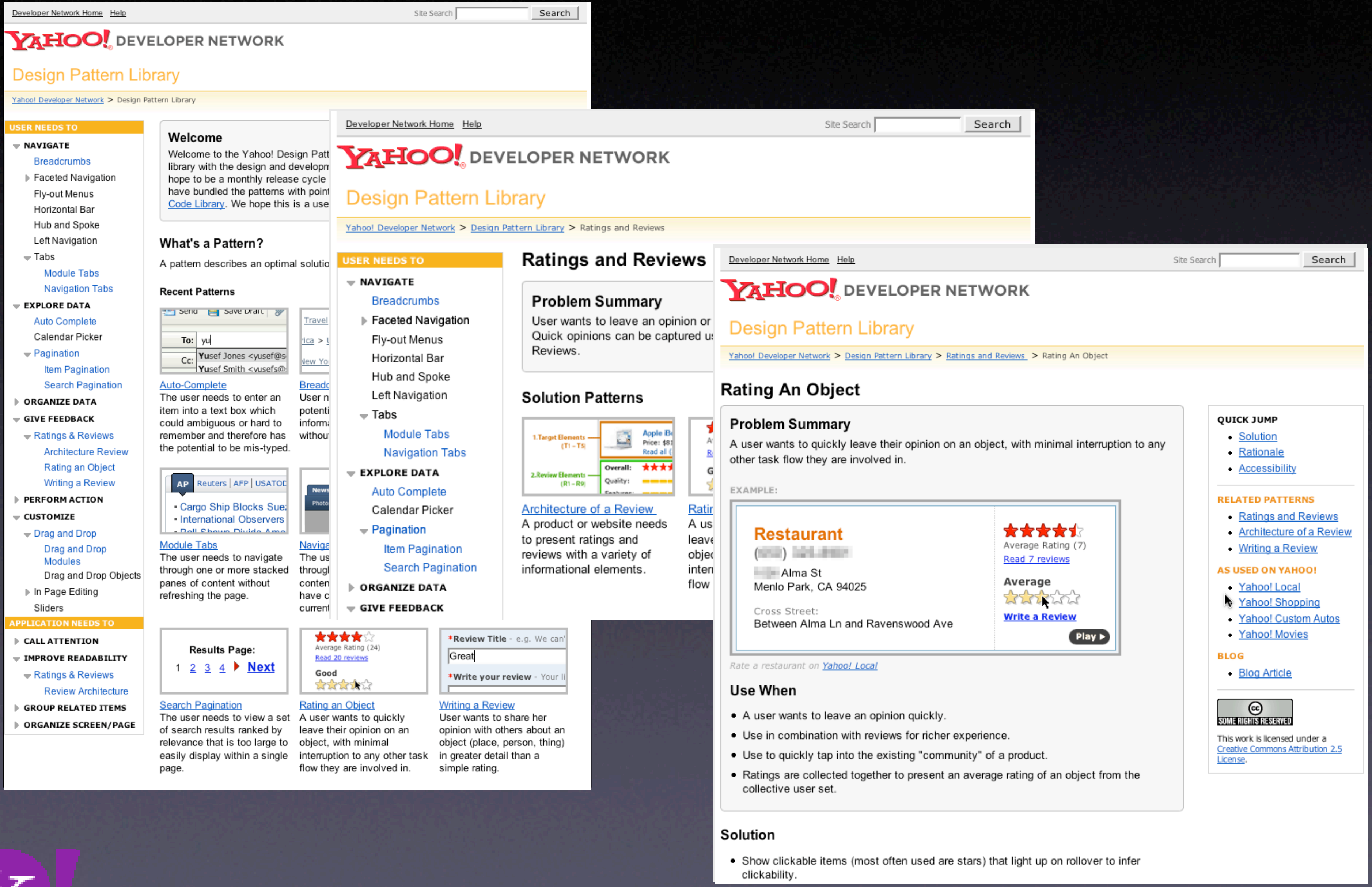
Other trips you might like ...

The Ultimate A ...	SF Trip	6 Parks in 8 d ...	Yosemite	Cali Baby!
by ajrao1918	by pilak_shah	by lacorebb	by whiskeywom ...	by ibily78

attention. design patterns.

Drag and Drop. Drag and Drop Modules. In Page Editing. In Page Custom Editing. Direct State Editing. Grid Cell Editing. Inline Custom Editing. Inline Tag Editing. Popup Custom Editing. Slide-out Custom Editing. Inline Text Editing. Persistent Portals. Inline Reordering. Indication. Busy Indication. Cursor Busy. In Context Busy. In Context Progress. Inline Status. Auto Complete. Balloon Error Tip. Deferred Content Loading. Dynamic Goal. Narrowing Choices. Refining Search. Live Search. Dynamic Filter. Invitation. Cursor Invitation. Drop Invitation. Tool Tip Invitation. Hover Invitation. Detail Zoom. Opacity Focus. Configurable Module - Faceplate. Configurable Module - Flip It. Configurable Module - Inline Configure. Configurable Module - Slide Out Drawer. Slide Out. Flip. Opacity Fade. Endless Scrolling. Expandable Paging Boundary. Fresh Content. Hover Detail. In Place Drill Down. Inline Assistant. Inline Validation. Validate Then Suggest. On Demand Refresh. Periodic Refresh. Resizable Modules. Scrolling Modules. Auto Save. In Context Tools. Remembered Collection. Remembered Preferences. Auto Form Fill. Rating an Object. Transition. Brighten Transition. Cross Fade Transition. Dim Transition. Expand Transition. Fade In Transition. Fade Out Transition. Flip Transition. Move Transition. Self-Healing Transition. Collapse Transition. Slide Transition. Rich Internet Object. Available. Selected. Identifiable Object.

Yahoo! Design Pattern Library Released 2/13



Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

USER NEEDS TO
- NAVIGATE
  - Breadcrumbs
  - Faceted Navigation
  - Fly-out Menus
  - Horizontal Bar
  - Hub and Spoke
  - Left Navigation
  - Tabs
    - Module Tabs
    - Navigation Tabs
- EXPLORE DATA
  - Auto Complete
  - Calendar Picker
  - Pagination
    - Item Pagination
    - Search Pagination
- ORGANIZE DATA
- GIVE FEEDBACK
  - Ratings & Reviews
    - Architecture Review
    - Rating an Object
    - Writing a Review
- PERFORM ACTION
- CUSTOMIZE
  - Drag and Drop
    - Drag and Drop Modules
    - Drag and Drop Objects
  - In Page Editing
  - Sliders

APPLICATION NEEDS TO
- CALL ATTENTION
- IMPROVE READABILITY
  - Ratings & Reviews
    - Review Architecture
- GROUP RELATED ITEMS
- ORGANIZE SCREEN/PAGE

Welcome

Welcome to the Yahoo! Design Patt library with the design and developm hope to be a monthly release cycle have bundled the patterns with point Code Library. We hope this is a use

What's a Pattern?

A pattern describes an optimal solutio

Recent Patterns

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

Breadc
User n potenti informa withou

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

Naviga
The us throug conten have c current

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

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

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

Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library > Ratings and Reviews

USER NEEDS TO
- NAVIGATE
  - Breadcrumbs
  - Faceted Navigation
  - Fly-out Menus
  - Horizontal Bar
  - Hub and Spoke
  - Left Navigation
  - Tabs
    - Module Tabs
    - Navigation Tabs
- EXPLORE DATA
  - Auto Complete
  - Calendar Picker
  - Pagination
    - Item Pagination
    - Search Pagination
- ORGANIZE DATA
- GIVE FEEDBACK

Ratings and Reviews

Problem Summary

User wants to leave an opinion or Quick opinions can be captured u Reviews.

Solution Patterns

Architecture of a Review
A product or website needs to present ratings and reviews with a variety of informational elements.

Ratir
A us leave objec interr flow

Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library > Ratings and Reviews > Rating An Object

Rating An Object

Problem Summary

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

EXAMPLE:

Restaurant
([redacted]) [redacted]
[redacted] Alma St
Menlo Park, CA 94025

Cross Street:
Between Alma Ln and Ravenswood Ave

Average Rating (7)
Read 7 reviews
Average
Write a Review
Play ▸

Rate a restaurant on Yahoo! Local

Use When

- A user wants to leave an opinion quickly.
- Use in combination with reviews for richer experience.
- Use to quickly tap into the existing "community" of a product.
- Ratings are collected together to present an average rating of an object from the collective user set.

Solution

- Show clickable items (most often used are stars) that light up on rollover to infer clickability.

QUICK JUMP
- Solution
- Rationale
- Accessibility

RELATED PATTERNS
- Ratings and Reviews
- Architecture of a Review
- Writing a Review

AS USED ON YAHOO!
- Yahoo! Local
- Yahoo! Shopping
- Yahoo! Custom Autos
- Yahoo! Movies

BLOG
- Blog Article

SOME RIGHTS RESERVED

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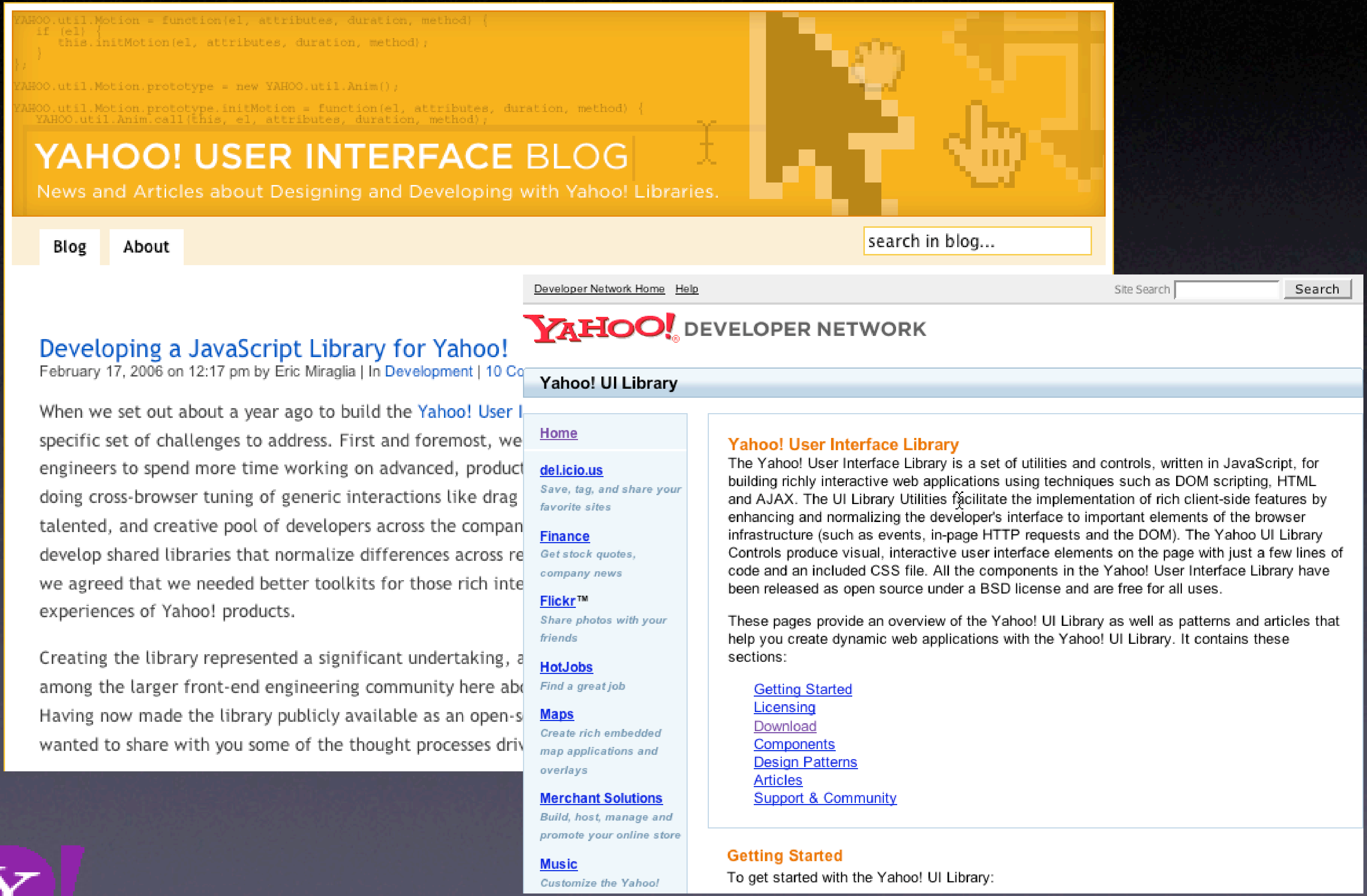
Yahoo! User Interface Library Released 2/13



```
YAHOO.util.Motion = function(el, attributes, duration, method) {
   if (el) {
      this.initMotion(el, attributes, duration, method);
   }
};

YAHOO.util.Motion.prototype = new YAHOO.util.Anim();

YAHOO.util.Motion.prototype.initMotion = function(el, attributes, duration, method) {
   YAHOO.util.Anim.call(this, el, attributes, duration, method);
```

YAHOO! USER INTERFACE BLOG

News and Articles about Designing and Developing with Yahoo! Libraries.

Developing a JavaScript Library for Yahoo!

February 17, 2006 on 12:17 pm by Eric Miraglia | In Development | 10 Co

When we set out about a year ago to build the Yahoo! User I
specific set of challenges to address. First and foremost, we
engineers to spend more time working on advanced, product
doing cross-browser tuning of generic interactions like drag
talented, and creative pool of developers across the compan
develop shared libraries that normalize differences across re
we agreed that we needed better toolkits for those rich inte
experiences of Yahoo! products.

Creating the library represented a significant undertaking, a
among the larger front-end engineering community here ab
Having now made the library publicly available as an open-s
wanted to share with you some of the thought processes driv

YAHOO! DEVELOPER NETWORK

Yahoo! UI Library

- Home
- del.icio.us — Save, tag, and share your favorite sites
- Finance — Get stock quotes, company news
- Flickr™ — Share photos with your friends
- HotJobs — Find a great job
- Maps — Create rich embedded map applications and overlays
- Merchant Solutions — Build, host, manage and promote your online store
- Music — Customize the Yahoo!

Yahoo! User Interface Library

The Yahoo! User Interface Library is a set of utilities and controls, written in JavaScript, for building richly interactive web applications using techniques such as DOM scripting, HTML and AJAX. The UI Library Utilities facilitate the implementation of rich client-side features by enhancing and normalizing the developer's interface to important elements of the browser infrastructure (such as events, in-page HTTP requests and the DOM). The Yahoo UI Library Controls produce visual, interactive user interface elements on the page with just a few lines of code and an included CSS file. All the components in the Yahoo! User Interface Library have been released as open source under a BSD license and are free for all uses.

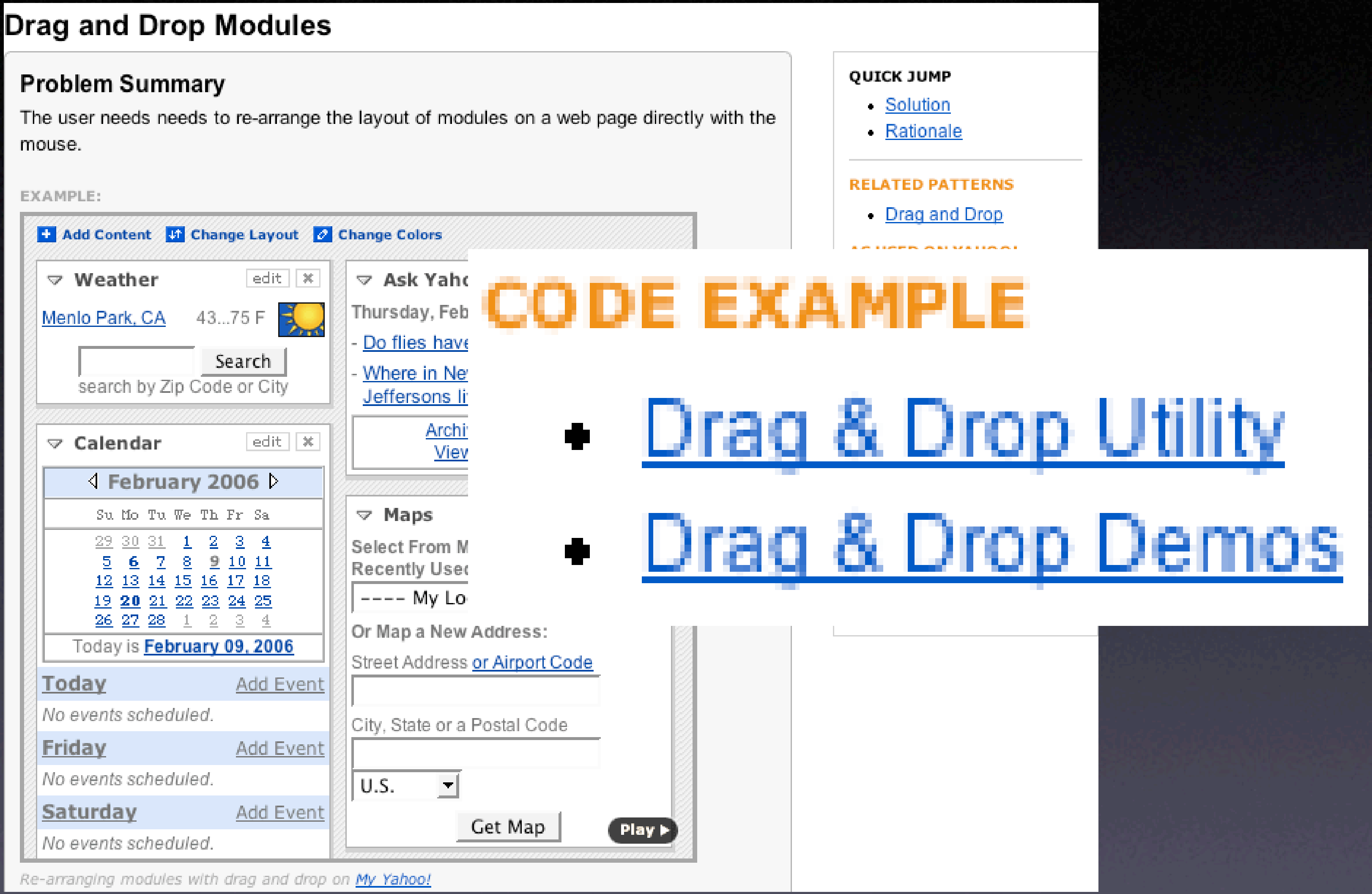
These pages provide an overview of the Yahoo! UI Library as well as patterns and articles that help you create dynamic web applications with the Yahoo! UI Library. It contains these sections:

- Getting Started
- Licensing
- Download
- Components
- Design Patterns
- Articles
- Support & Community

Getting Started

To get started with the Yahoo! UI Library:

Yahoo! User Interface Library Released 2/13



Drag and Drop Modules

Problem Summary

The user needs needs to re-arrange the layout of modules on a web page directly with the mouse.

EXAMPLE:

Add Content
Change Layout
Change Colors
Weather
edit
Menlo Park, CA
43...75 F
Search
search by Zip Code or City
Calendar
edit
February 2006
Su Mo Tu We Th Fr Sa
Today is February 09, 2006
Today
Add Event
No events scheduled.
Friday
Add Event
No events scheduled.
Saturday
Add Event
No events scheduled.
Ask Yaho
Thursday, Feb
- Do flies have
- Where in Ne
Jeffersons li
Archi
View
Maps
Select From M
Recently Usec
---- My Lo
Or Map a New Address:
Street Address or Airport Code
City, State or a Postal Code
U.S.
Get Map
Play ▶

Re-arranging modules with drag and drop on My Yahoo!

QUICK JUMP

- Solution
- Rationale

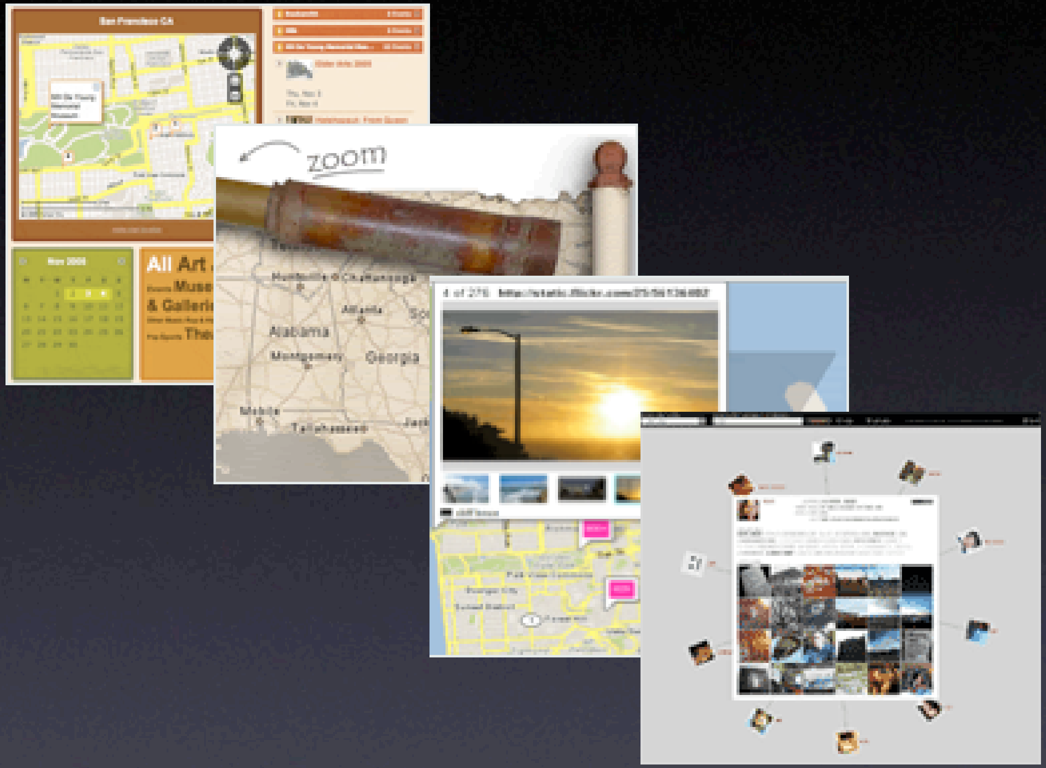
RELATED PATTERNS

- Drag and Drop

CODE EXAMPLE

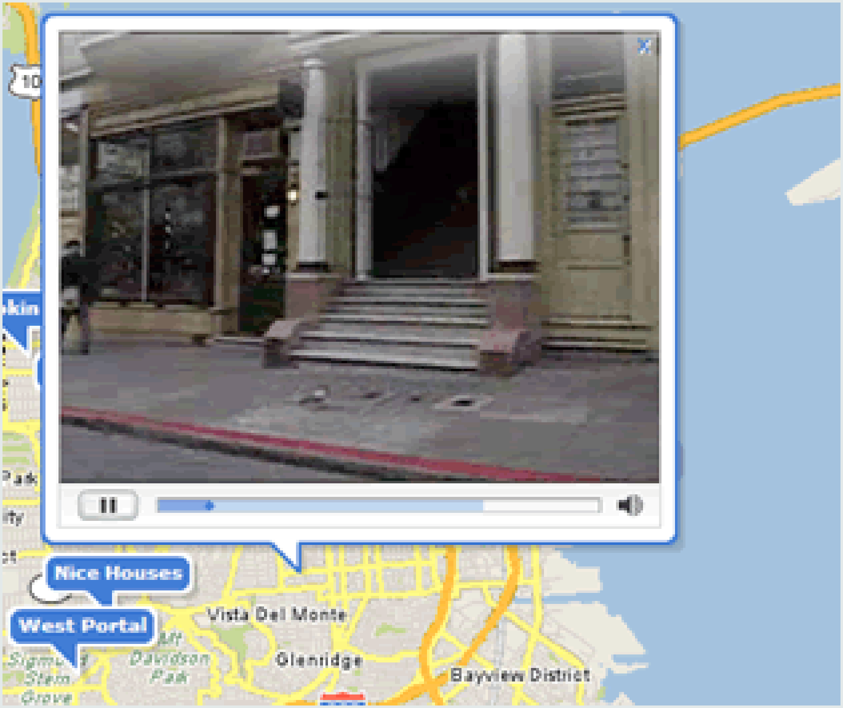
- Drag & Drop Utility
- Drag & Drop Demos

Yahoo! Developer Network


zoom
All Art
Alabama
Georgia
Atlanta
Montgomery
Mobile
Tallahassee

del.icio.us. Finance. Flickr. HotJobs. Maps. Merchant Solutions. Music. Search. Search Marketing. Shopping. Traffic. Travel. Upcoming.org. Weather. Webjay.

Yahoo! Developer Network


Nice Houses
West Portal
Vista Del Monte
Glenridge
Bayview District

information. just-in-time. services. apis. xml. json. mashups. web services. soa.

Yahoo! Developer Network - JavaScript Developer Center

JavaScript Developer Center. PHP Developer Center. Yahoo! User Interface Library. Yahoo! Design Pattern Library. Widgets. JSON.

attention.

attention. our part.

attention. our part. **tools.**

surfacing a vocabulary. findable solutions. exposing services.

surfacing a vocabulary. findable solutions. exposing services.

surfacing a vocabulary. findable solutions. exposing services.

Yahoo! Developer Network
Yahoo! User Interface Library
Yahoo! Design Pattern Library

http://yuiblog.com
http://developer.yahoo.net
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