

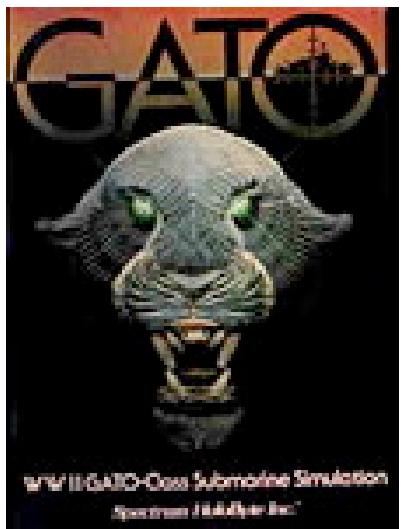


Designing for Ajax

Principles and Patterns for Designing Rich Internet Applications

Bill W. Scott, Ajax Evangelist
Yahoo!

Background



Rico

JavaScript for Rich Internet Applications

Home Features Demos Documentation Downloads About

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

BACKGROUND
Rico is a Spanish word meaning *rich*. The goal of Rico is to provide a rich experience for web sites using Ajax techniques.

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

The Rico is a fully object-oriented JavaScript library. Recently we refactored the library to extend the excellent `prototype.js` effort from the Ruby on Rails folks.

OPEN SOURCE
Rico is provide free and open-source (Apache 2.0 License) for either your personal or commercial use. Sabre Airline Solutions retains the copyright on the Rico code produced at Sabre.

BROWSER SUPPORT
Rico has been tested on IE 5.5, IE 6, Firefox 1.0x/Win, Camino/Mac, Firefox 1.0x/Mac. Currently there is no Safari or Mac IE 5.2 support. Support will be provided in a near future release for Safari.

BEHAVIORS
Take some raw HTML and sprinkle in some behaviors and what do you get? Well in Rico you can get an *Accordion* component, use *Flex* and *Layout*. Just add a *Div* and with one line of JavaScript turn your *div* objects into an *accordion*. And the latest behavior is the *LiveGrid*. *LiveGrid* allows you to connect an *HTML* table up to a stream of *Ajax* responses. *Ajax* requests are automatically called during table scrolling. The result is now *HTML* tables can hold an unlimited amount of data scrolled into view on the fly as needed! More behaviors are planned!

CINEMATIC EFFECTS
Where actions are no longer occurring just at the page level but within the page itself. From *clones* to *sliders* the user on which has transparency effects such as scaling and smooth sliding transitions can communicate change in richer ways than traditional web applications have explored before. Rico provides several cinematic effects as well as some simple visual style effects in a very simple interface.

BEHAVIORS
Take some raw *HTML* and sprinkle in some behaviors and what do you get? Well in Rico you can get an *Accordion* component, use *Flex* and *Layout*. Just add a *Div* and with one line of JavaScript turn your *div* objects into an *accordion*. And the latest behavior is the *LiveGrid*. *LiveGrid* allows you to connect an *HTML* table up to a stream of *Ajax* responses. *Ajax* requests are automatically called during table scrolling. The result is now *HTML* tables can hold an unlimited amount of data scrolled into view on the fly as needed! More behaviors are planned!

NEW! LiveGrid Behavior!

Check out the Alternative to Paging!

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

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

Recent Patterns

- Travel > Guides > North America > Yca > United States > New York > New York City > Things to do**
- Ask Yahoo! Thursday, February 27, 2003 > Weather: home > Meete, Oahu, HI, 31.42, -157.61**
- Drag and Drop Modules**
The user needs to re-arrange the layout of modules on a web page directly with the mouse.
- Auto-Complete**
The user needs to enter an item into a text box which could be ambiguous or hard to remember and therefore has the potential to be mis-typed.
- Breadcrumbs**
The user needs to navigate potentially large quantities of information efficiently, without becoming lost.
- Navigation Tabs**
The user needs to navigate through one or more stacked panes of content without refreshing the page.
- Results Page**
The user needs to view a set of search results ranked by relevance that is too large to easily display within a single page.
- 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.
- Review Title - e.g. We can't get enough of Great!**
- 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

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Yahoo! Developer Network > Design Pattern Library

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Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

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

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- ORGANIZE SCREEN/PAGE**

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

Ratings and Reviews

Problem Summary

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

Solution Patterns

1.Target Elements (T1-T5) 2.Review Elements (R1-R9)

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

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

EXAMPLE:

Restaurant
(...) Alma St
Menlo Park, CA 94025
Cross Street:
Between Alma Ln and Ravenswood Ave

Average Rating (7)
Read 7 reviews
Average
Play ▶

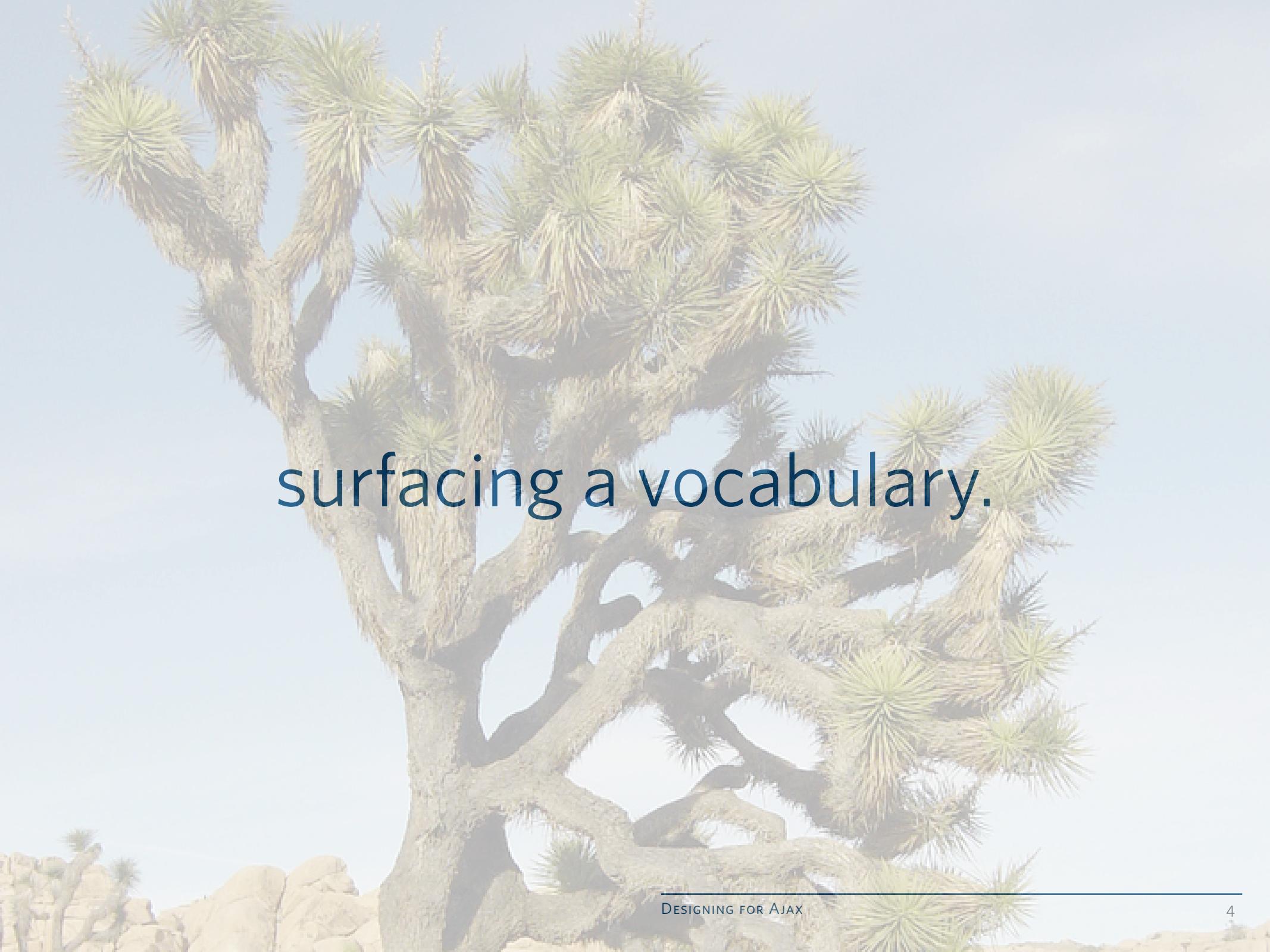
Rate a restaurant on [Yahoo! Local](#)

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.

A large, gnarled Joshua tree with many Yucca plants growing from its branches, set against a clear blue sky.

surfacing a vocabulary.

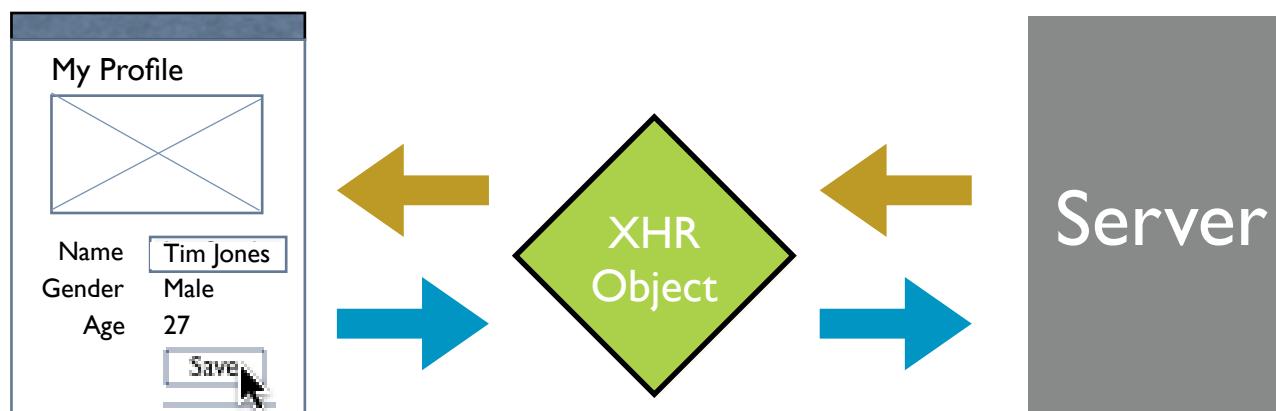
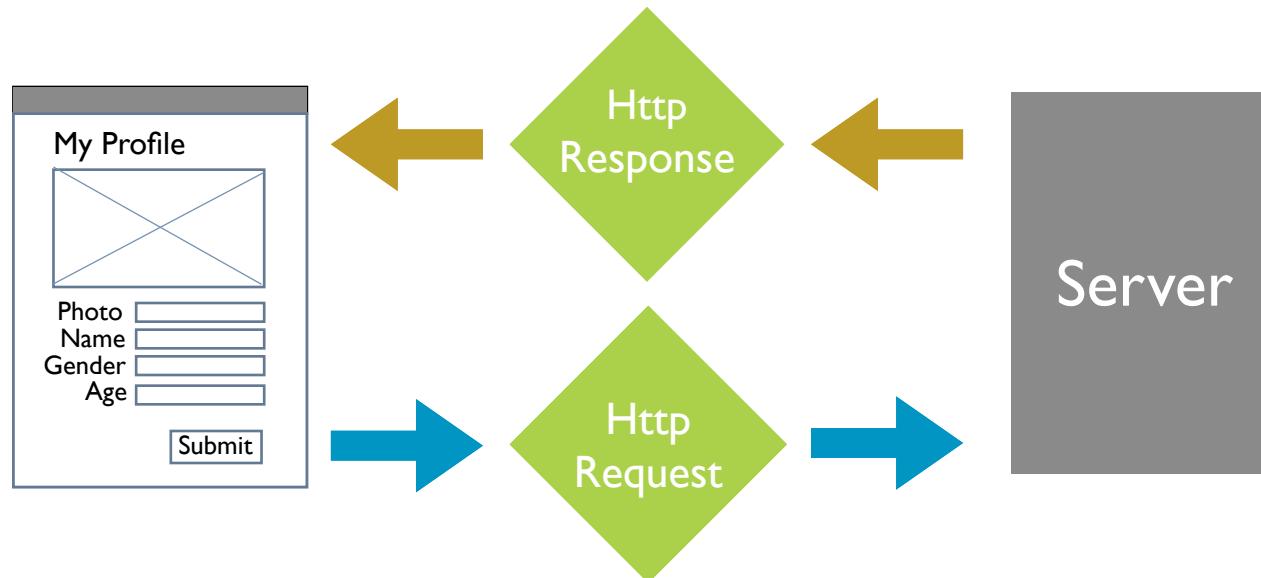
current patterns.

Breadcrumbs. Module Tabs. Navigation Tabs. Auto Complete. Pagination. Item Pagination. Search Pagination. Ratings and Reviews. Architecture of a Review. Rating an Object. Writing a Review. Drag and Drop. Drag and Drop Modules. Transition. Dim. Brighten. Cross Fade. Contract. Expand. Fade In. Fade Out. Move. Self-Healing. Slide. Highlight. Invitation. Cursor Invitation. Drop Invitation. Tool Tip Invitation. Hover Invitation.

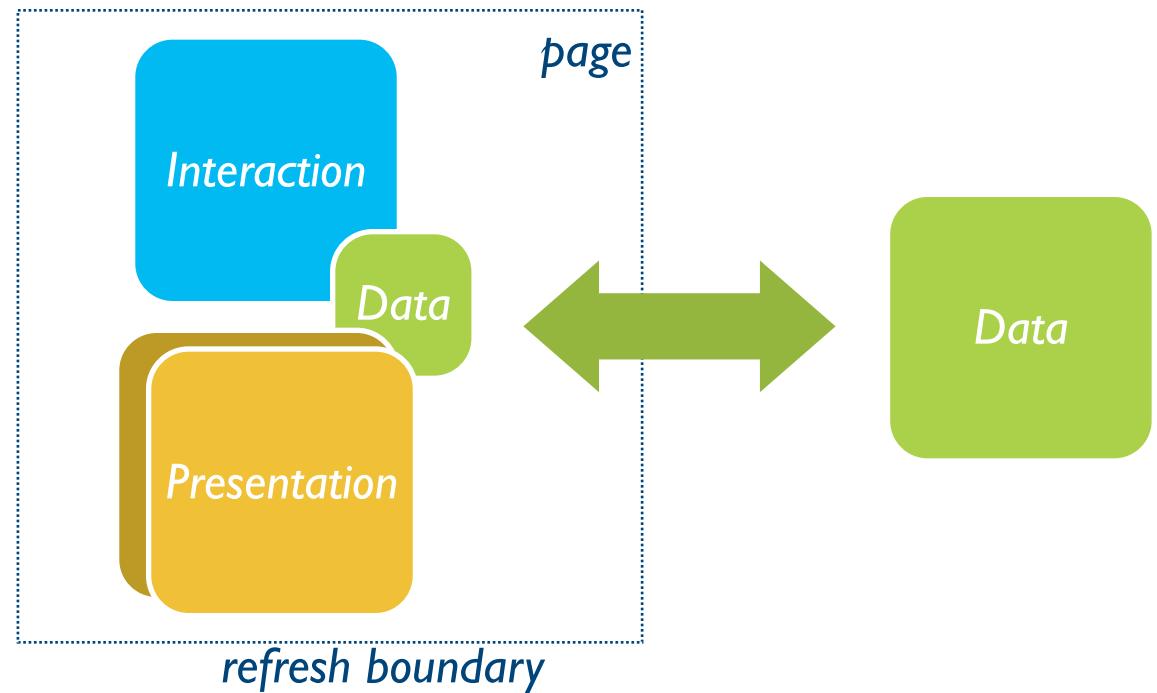
rich patterns.

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.

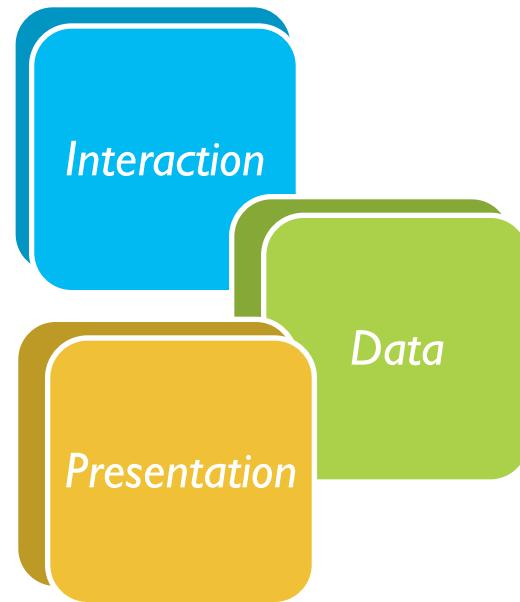
classic model. rich model.



interaction. presentation. data.



data near. interaction rich.



design principles

Principles for Rich Design

1. Keep it direct
2. Leave a light footprint
3. Cross borders reluctantly
4. Provide live feedback
5. Offer an invitation
6. Show transitions
7. Think in objects



1

Keep it Direct

Principle. Keep it Direct

Category: [Web](#) [Images](#) [Video](#) [Local](#) [News](#) [Shopping](#)

Search: [Yahoo Search](#) Advanced
My Web

See the most popular vehicles on [Yahoo Autos](#)

[+ Add Content](#) [Change Layout](#) [Change Colors](#)

Weather edit x
Dallas, TX 80...100 F
Denton, TX 78...101 F
Sunnyvale, CA 57...79 F
Boulder Creek, CA 53...80 F
Gilroy, CA 56...86 F
San Jose, CA 59...82 F
[Search](#) search by Zip Code or City

Scoreboard edit x
TODAY
MLB
Texas vs. Minnesota 10 E 2
YESTERDAY
MLB
Texas vs. Minnesota 9 E 0
[Y! Fantasy Football '06. Where Fantasy Rules. Sign up now!](#)

eHub edit x
MODx 1 day ago
Olor 1 day ago
Moodle 2 days ago
Krugle 2 days ago
Karto 2 days ago

Select Page: [My Front Page](#)

BayCHI Monthly Program Events edit x
2006/08/08: Monthly Program Meeting - one week ago

Personal Technology News edit x
Norway not swayed by Apple concessions - one hour ago
Review: Episodic video games can be fun - 3 hours ago
Google strikes advertising deal with XM Satellite - 5 hours ago
Google to Serve Ads to XM Radio - 6 hours ago

Message Center edit x
[Check Email](#)
[Launch Messenger](#) 41 friends on

Best Fare Tracker edit x
Depart: Wichita, KS
San Francisco, CA \$256.00
San Jose, CA \$254.00
Depart: Kansas City, MO
San Francisco, CA \$241.00
Depart: San Francisco, CA
City, State or a Postal Code

Maps edit x
Select From My Locations or Recently Used [clear recent](#)
---- My Locations ----
Or Map a New Address:
Street Address [or Airport Code](#)

Travelocity - SFO-DFW edit x
\$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%* - one hour ago

Travelocity - SJC - DFW, HNL, LAX, SAN edit x
\$263+ Flights From San Jose to Dallas/Fort Worth - Save 30%* - 2 hours ago
\$103+ Flights From San Jose to Los Angeles - Save 50%* - 2 hours ago
\$378+ Flights From San Jose to Honolulu - Save 25%* - 2 hours ago

pattern. drag and drop.

Drag photos here to edit them as a batch.
You can then change any photo attributes or create a new set.

All your photos SEARCH More options Jump to date

153 of your photos :: 0 selected | [Select all](#)



Rocky Waters

[ADD NOTE](#) [SEND TO GROUP](#) [ADD TO SET](#) [BLOG THIS](#) [ALL SIZES](#) [ORDER PRINTS](#) [ROTATE](#) [DELETE](#)



pattern. inline editing.



[Ianzilla pro](#) says:

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

Add your comment

(Some HTML is OK.)

pattern. in-context tools.

Prefer interaction within the page

What about discoverability?



State park near our home in San
Jose



[Click to edit](#)

5 photos | [Add a comment?](#)

Photos are from
22 Oct 05.

Prefer interaction within the page

What about discoverability?

Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes



State park near our new home in San Jose
(next to Milpitas)

SAVE OR **CANCEL**

Prefer interaction within the page

What about discoverability?

Pick Up at the Store

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

[Add Item](#)

[Make a new list](#) [Reorder lists](#)

[Remove from sidebar](#), [Delete this page](#), [Email me this page](#)
[Send email to this page: miles12betty@billwscott.backpackit.cc](#)

 [Changes](#) [Help](#) [Text Formatting](#) [Weblog](#) [Forum](#) [Privacy](#)

Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes

Provide in-context tools

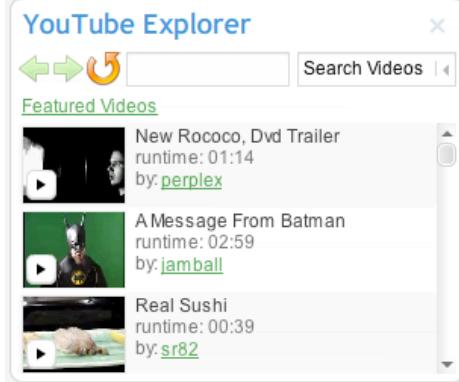
Only good for single operations

Can actually slow you down

- Create a home page for the VisDe to make findability easier
- [Edit](#) Account for experimental patterns as well as established patterns

Prefer interaction within the page

What about discoverability?



Provide in-context tools
Only good for single operations
Can actually slow you down

Pick Up at the Store

- DRAG Chips
- DRAG Milk
- DRAG Bread
- DRAG Orange Juice2
- DRAG Tomatoes
- DRAG Lettuce

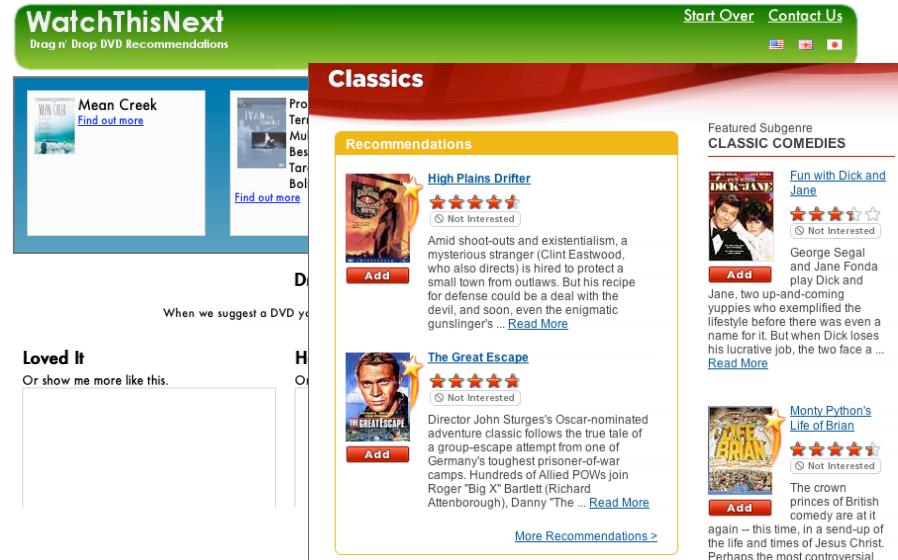
- What is spam?
- Can I transfer my message credits?
- How do I delete my HandyPay account?
- What if I didn't receive my full message package?
- I need to contact customer care regarding the Compose Text Message service.

Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes

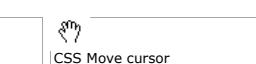
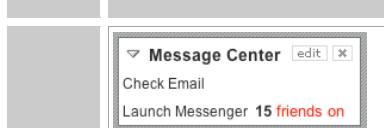
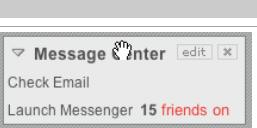
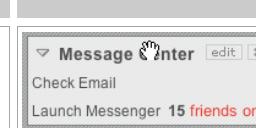
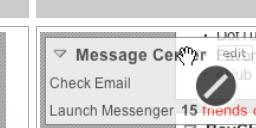
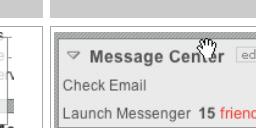
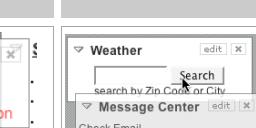
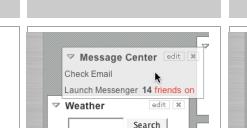
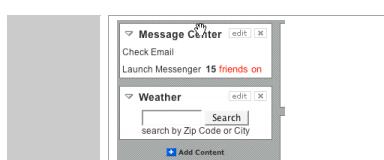
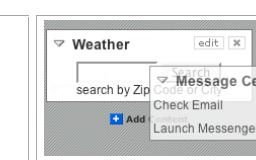
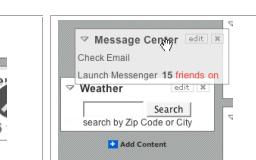
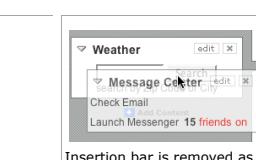
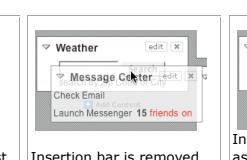


Use drag and drop where appropriate

Not for simply setting an attribute
Good for layout changes or containment

Needs transitions

Take care of the interesting moments

Drag and Drop Modules - Interesting Moments Grid							
Currently on beta.my.yahoo.com		ID: Bill Scott & Eric Miraglia		Date: Nov-05			
Cursor	Mouse Hover	Mouse Down	Drag Initiated	Drag Over Valid Target	Drag Over Invalid Target	Drag Over Parent Container	Drop Accepted
Tool Tip							
Drag Object							
	Full Opacity	Reduced Opacity	Reduced Opacity	Reduced Opacity & Invalid Badge	Reduced Opacity	Modules animates into the area just below insertion bar	Modules animates back to the home area
Drop Target							
	No insertion bar, just a gap	No insertion bar, just a gap	Insertion bar showing where it will drop	No insertion bar, just a gap	No insertion bar, just a gap	Insertion bar is removed as first frame of animation	Insertion bar is removed as first frame of animation



2

Leave a light footprint

0 items in [my bag](#) [checkout](#)

Pique polo

only at [gap.com](#)

[overview](#) [you'll also like](#)

Soft cotton pique knit.
Short-sleeved, button neckline.
• Need large quantities? Click for [Corporate Apparel](#)
• 100% Cotton. Machine wash, imported.

[regular](#) [tall](#)

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** [add to bag](#)

RECOMMEND THIS STORY

Recommend It:


Average (63 votes)



pattern. rating an object.

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 Subgenre
CLASSIC COMEDIES



Fun with Dick and Jane



Not Interested

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



Monty Python's Life of Brian



Not Interested

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

pattern. remembered collection.

282
digs

[dig it](#)

Fixing the Mighty Mouse



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

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

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

pattern. in page action.

Watch your click weight

Keep actions immediate and light
Count “clicks”

Classics

Recommendations

High Plains Drifter

5 stars
 Not Interested
[Add](#)

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Count "clicks"



Design for engaging moments

Use invitations
Keep it fun, exciting and light
Treat it like an impulse aisle

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Keep actions immediate and light
Count “clicks”

Design for engaging moments

Use invitations
Keep it fun, exciting and light
Treat it like an impulse aisle

RECOMMEND THIS STORY

Recommend It:


Average (63 votes)


Use lightweight events

Hover
Blur, focus
Click. Avoid double-click



3

Cross borders reluctantly

Principle. Cross Borders Reluctantly

This screenshot shows the Yahoo! Mail inbox. The left sidebar contains links for Check Mail, Compose, Find Messages, and various account settings. The main area displays a list of 2324 messages. A 'Read pane' at the bottom allows users to view message details without leaving the inbox. The interface uses a standard web-based design with a light blue header and a white body.

pattern. endless scrolling.

This screenshot shows a travel planning application. It features a 'Schedule View' tab and a 'Map View' tab. The 'Schedule View' tab is active, displaying a list of scheduled items: 'Trip Album', 'Yosemite National Park', and 'Scheduled Items' (Wed 11/23/05). The 'Yosemite National Park' section includes a link to 'John Muir Vernal Falls Mist Trail Hike'. The 'Map View' tab is visible above the schedule list. The interface is clean with a white background and blue header buttons.

pattern. in-context expand.

This screenshot shows an e-commerce product page for 'stressfree classic fit flat front khakis'. The product image shows a person wearing the khakis. To the right, there is an 'inline assistant' for selecting size and color. It includes dropdown menus for 'select Color: khaki' (with 'khaki' highlighted) and 'select Waist' (with '28W' highlighted), as well as a grid of size options (28W, 29W, 30W, 31W; 32W, 33W, 34W, 35W; 36W, 38W, 40W, 42W; 44W, 46W). Other buttons include 'size chart' and 'more details'.

pattern. inline assistant.

This screenshot shows a news website's 'Top Stories' section. It features a header with the AP logo and links to Reuters, AFP, USATODAY.com, CSMonitor.com, and NPR. Below is a list of stories: 'W.Va. Gov. Seeks Halt in Coal Production', 'Insurgents Thwarting Iraq Reconstruction', 'House Clears Budget-Cut Bill for Bush', 'Police Apologize, Drop Charge Vs. Sheehan', and 'Commander in Chief' Takes Six-Week Break'. A 'MORE TOP NEWS' link is at the bottom.

pattern. hover details.

This screenshot shows a photo management application. It displays a grid of 153 photos. A context menu is open over the first photo, showing options: 'Titles, tags, and descriptions', 'Rotate' (which is highlighted with a blue background), and 'Delete'. Below the grid, a toolbar includes 'SEARCH', 'More options', and 'Jump to date'. The interface uses a light gray background with blue highlights for selected items.

pattern. lightweight popup + lightbox

Rethink process flows

Its the user's model, not the page model
 Every page jump is a mental speed bump

Product Detail Page (Left):

stressfree classic fit flat front khakis
 Imported.
 exclusive colors

Size & Color Selection:

- select Color: khaki
 \$42.50
- select Waist:
 - 28W
 - 29W
 - 30W
 - 31W
 - 32W
 - 33W
 - 34W
 - 35W
 - 36W
 - 38W
 - 40W
 - 42W
 - 44W
 - 46W
- select Length:
 - 28L
 - 29L
 - 30L
 - 31L
 - 32L
 - 33L
 - 34L
- also in [tall](#)
 (prices may vary)
- select qty
- [size chart](#)
- [more details](#)
- [khaki](#)
 \$42.50
- [add to bag](#)

My Account Page (Top Right):

Checkout Summary:

- 2 items in [my bag](#)
- [checkout](#)

Product Detail Page (Bottom Right):

DRESS PANTS
 Experience the craftsmanship and premium fabrics of quality cotton and wool blends.

Rethink process flows

Its the user's model, not the page model
Every page jump is a mental speed bump

Photo Click for info	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # (Click for info)	More Photos (Click for)	Virtual Tours (Click for)
	\$1,750,000 Single Res	6+, 4+ 3700	14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Llore Valley) Schwarzbach Associates			
	\$1,995,000 Single Res	6+, 4+ 5675	17617 MOUNTAIN CHARLIE RD LOS GATOS, CA 95033 (Unincorporated Los Gatos Mtns) Almaden Oaks Realtors			
	\$2,286,000 Single Res	5, 4+ 4800	20930 PANORAMA DR Los Gatos, CA 95033 (Los Gatos M Alain Pinel Realtors			
	\$2,750,000 Single Res	5, 4+ 5000	155 LARITA DR Ben Lomond, CA 95005 (San Lorer Valley) Network Alliance Real Estate			
	\$2,777,000 Single Res	5, 4+ 5819	777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Val Linda Burroughs Real Estate			

[New Search](#)

[<< Pre](#)

RICO AJAX SEARCH

LiveGrid Demonstration

Select Search Category: [Web](#) [Images](#) [Videos](#)

Powered by Yahoo! Search

Search Images:

[Search Yahoo!](#)

Search Results

Results 1 - 5 of about 1580284 for flowers



flowers 025

flowers021.jpg 110k 29Feb2004 flowers022.jpg 783k 29Feb2004 flowers023.jpg 186k
http://wp.li.ru/flowers
1024x768 - jpeg fmt - 0.3MB



flowers 063

flowers059.jpg 122k 29Feb2004 flowers060.jpg 134k 29Feb2004 flowers061.jpg 120k
http://wp.li.ru/flowers
1024x768 - jpeg fmt - 0.1MB



flowers 045

flowers041.jpg 277k 29Feb2004 flowers042.jpg 125k 29Feb2004 flowers043.jpg 744k
http://wp.li.ru/flowers
1024x768 - jpeg fmt - 0.1MB



flowers 076

flowers072.jpg 820k 29Feb2004 flowers073.jpg 160k 29Feb2004 flowers074.jpg 120k
http://wp.li.ru/flowers
1024x768 - jpeg fmt - 0.1MB



flowers 019

flowers015.jpg 781k 29Feb2004 flowers016.jpg 455k 29Feb2004 flowers017.jpg 143k
http://wp.li.ru/flowers
1024x768 - jpeg fmt - 0.3MB

1



Rethink process flows

Its the user's model, not the page model
Every page jump is a mental speed bump

Backbase AJAX RSS Reader

UENav Yahoo! Calendar - bi... Yahoo! Backyard Furl It TinyURL! Rich Interaction Patte... Uncategorized Pla

Y! deep linking richard cowin Search Web My Web Bookmarks My Yahoo! Yahoo!

AS... Hacki... Bscott... Back... Ifram... Richa... Ajaxi... Book...

BACKBASE AJAX RSS Reader: [Download](#) | [About](#)

Search Advanced Show /

Infoworld

Live Archive

Monday 16 January

5:00 [SOA governance steps into the spotlight](#)

3:00 Data theft hits the Bahamas

3:00 Macs get Intel inside

3:00 Product previews

Friday 13 January

15:33 Security vendors looking to define 'rootkit'

13:23 [Salesforce.com goes live with AnnExchange](#)

Slashdot

Live Archive

Tuesday 17 January

20:26 [Vint Cerf Answering Questions on Top-Level Domains](#)

18:38 [Nanobatteries Power Artificial Eyes](#)

16:32 [NCC Calls for Laws to Protect User Rights](#)

Monday 16 January

15:29 [Anonym.OS a Boon for Privacy Geeks?](#)

14:01 [First Draft of GPL Version 3](#)

Ajaxian

Live Archive

Monday 16 January

10:16 [Announcing Wizlite: Collaborative Page Highlighting](#)

7:45 [Lightbox.js - easy image overlays with javascript](#)

7:37 [Quick ajax php function reference](#)

Friday 13 January

7:58 [Bubbleshare: Photo Sharing Community](#)

5:08 [Ajax Navigation in WikiCalc 0.2](#)

Rethink paging

Its the user's model, not the paging model
Use scrolling for "owned" data
Watch out for dual scroll bar issue

Plan for linking, crawling and back button

Not everything is a single page application
What will the user think the back button does?

Use overlays

For momentary interruption

Replace page transition

When editing an individual, more complex item

Be symmetrical

Not disturb the page

- **Starter Web Page**

Publish basic information on a placeholder [web page](#) — until you're ready to upgrade to a full web site.

[View a sample.](#)



[Expand](#)

- **Domain Locking**

Safeguard your domain from hijacking and unauthorized transfers with [domain locking](#). Yahoo! Domains secures your domain for you — and only you.

- **Domain Forwarding**

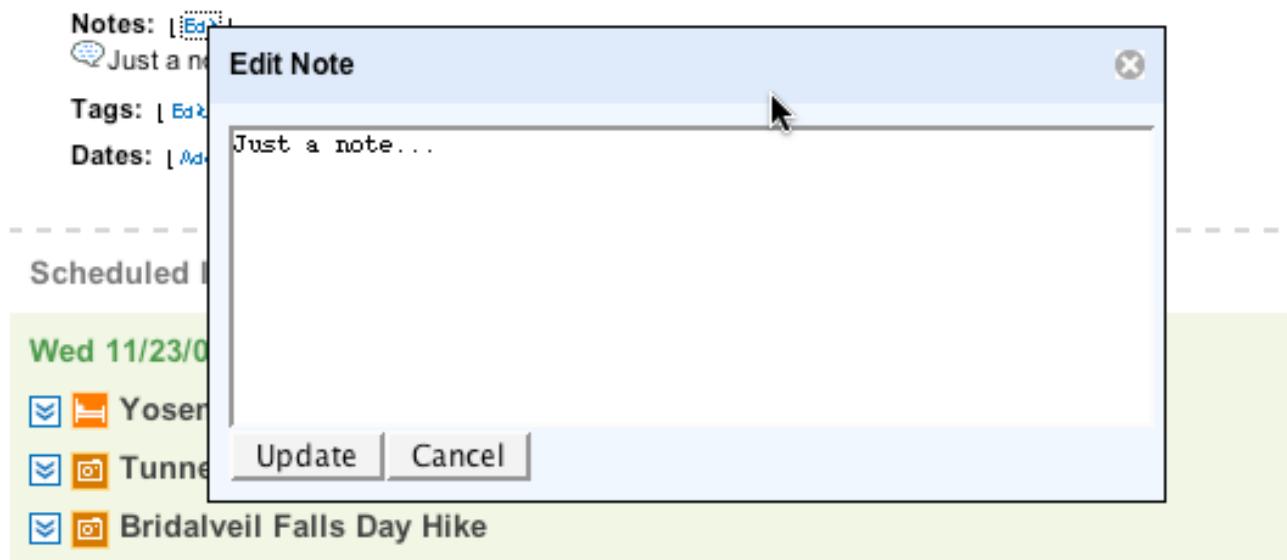
Point your new domain name to a web site you already have with [domain forwarding](#). This is a useful feature if you own multiple domain names.

- **Complete Domain (DNS) Control**

Advanced users: You can easily edit your name servers and [MX](#), [A](#), and [CNAME](#) records for complete control over your domain.

- **Email Forwarding**

Unlimited [forwarding](#) of messages sent to your new domain name into your free Yahoo! email account.



Use overlays

For momentary interruption

Replace page transition

When editing an individual, more complex item

Be symmetrical

Not disturb the page

Wired News: Top Stories [edit](#)

[Christians Code Heavenly Games](#)
[Cloning the Best in Show](#)
[Brain Workouts May Tone Memory](#)

Movies [edit](#)

[Showtimes for 76208 »](#)
 Must Love Does 1hr 30min - Rated PG-13

Featured [Entertainment](#) [Sports](#) [Money](#)

 **Animal cams gone wild**
 Webcams that view pandas in action are perpetually popular, while live eagle cams are taking flight. [» More](#)
 • [Panda pics](#) [Webcams](#)
 • [More Yahoo! Buzz Log](#)

 [Celebrity spirits haunt Hollywood hot spots](#)  [The wild world of animal webcams](#)

 [San Jose Sharks fans should be boozed](#)  [Four-day rain swamps New England](#) [» More Featured](#)

Use in-context expands

For editing part of a collection

Need to see surrounding context

For managing content modules

Schedule View [Map View](#) [Expand all](#)

Add [Hotels](#) | [Things to do](#) | [Restaurants](#) | [Shopping](#) | [Entertainment](#) **Create Item**

Trip Album  [Add Photos »](#)

Yosemite National Park
  [John Muir Vernal Falls Mist Trail Hike](#) » [Schedule](#)

Scheduled Items

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

Hi, **b.scott** [Sign Out](#)

 **Mail**  **Messenger**  **Radio**

From	Subject	Date
Bill Scott	test	May 15, 2006
Kirk Vorsatz	Contact Info f...	May 15, 2006
Nate Koechley	RSVP, Attendi...	May 15, 2006
PayPal	PayPal Securi...	May 15, 2006

[» View All Mail](#)

 **Weather** **59° - 88°**  **Local**  **Movies**

*Prefer direct, lightweight,
in-page interaction.*



4

Provide live feedback

Principle. **Provide Live Feedback**

Ask Your Question

1. Enter your question

You can ask 5 more questions today.

2. Add details (optional)

No spam, please! When in doubt, please refer to our [community guidelines](#).

pattern. live suggest.

To:		Show BCC
Cc:		
Subject:	Plain Text	

Times New Roman 12 **B** *I* U        

pattern. **auto complete.**

Find Athletes and Countries

PRESENTED BY  **CHEVROLET**

Medal Count

	Gold	Silver	Bronze	Total
 GERMANY	11	12	6	29
 UNITED STATES	9	9	7	25
 CANADA	7	10	7	24
 AUSTRIA	9	7	7	23
 RUSSIA	8	6	8	22

» Full Medal Count

Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

Most Popular

Most Emailed | Most Viewed | Most Recommended | My Sources

- [Lonely elephants, edgy apes baffled by post-Katrina life at zoo](#) Knight Ridder - Sun Oct 16, 4:40 PM ET
- [Scientists Study Goril](#) NEW ORLEANS - An AWOL alligator has resurfaced, elephants are forlorn and apes are agitated at Audubon Zoo, one of the nation's most renowned animal sanctuaries, left by Hurricane Katrina both broken and broke.

[» All Most Emailed](#)

World

Just-in-time data

Students to Enroll

Crew Id	Last Name	First Name
600922	Petersen	Shelley
492134	Craft	Adrian
423216	McHughes	Elayne
468170	Hill	Petra
999300	Barnes	James
344935	Smith	James
139234	Hillier	Gordon

Course Calendar

DEC 2005						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Students to Enroll

Crew Id	Last Name	First Name
600922	Petersen	Shelley
344935	Craft	Adrian
423216	McHughes	Elayne
468170	Hill	Petra
999300	Barnes	James
139234	Hillier	Gordon

Course Calendar

DEC 2005						
S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Just-in-time logic



Instant Search BETA

Search the Web

Instant Search gives you answers as you type -- no more waiting!

Why feel lucky when you can be right? With Instant Search, results instantly appear for [Yahoo! Shortcuts](#) and common searches. Give it a spin! Type in these examples below, or try your own searches:

- boston weather
- wikipedia
- nfl
- 22 5th ave new york ny
- san francisco coffee shops
- dmv



Web Images Groups News Froogle Local [more »](#)

[Google Search](#) [I'm Feeling Lucky](#)

Type, Google will offer suggestions. Use the arrow keys to navigate the results. [L](#)

[Feedback](#) - [Discuss](#) - [Terms of Use](#) - [FAQ](#)

©2006 Google

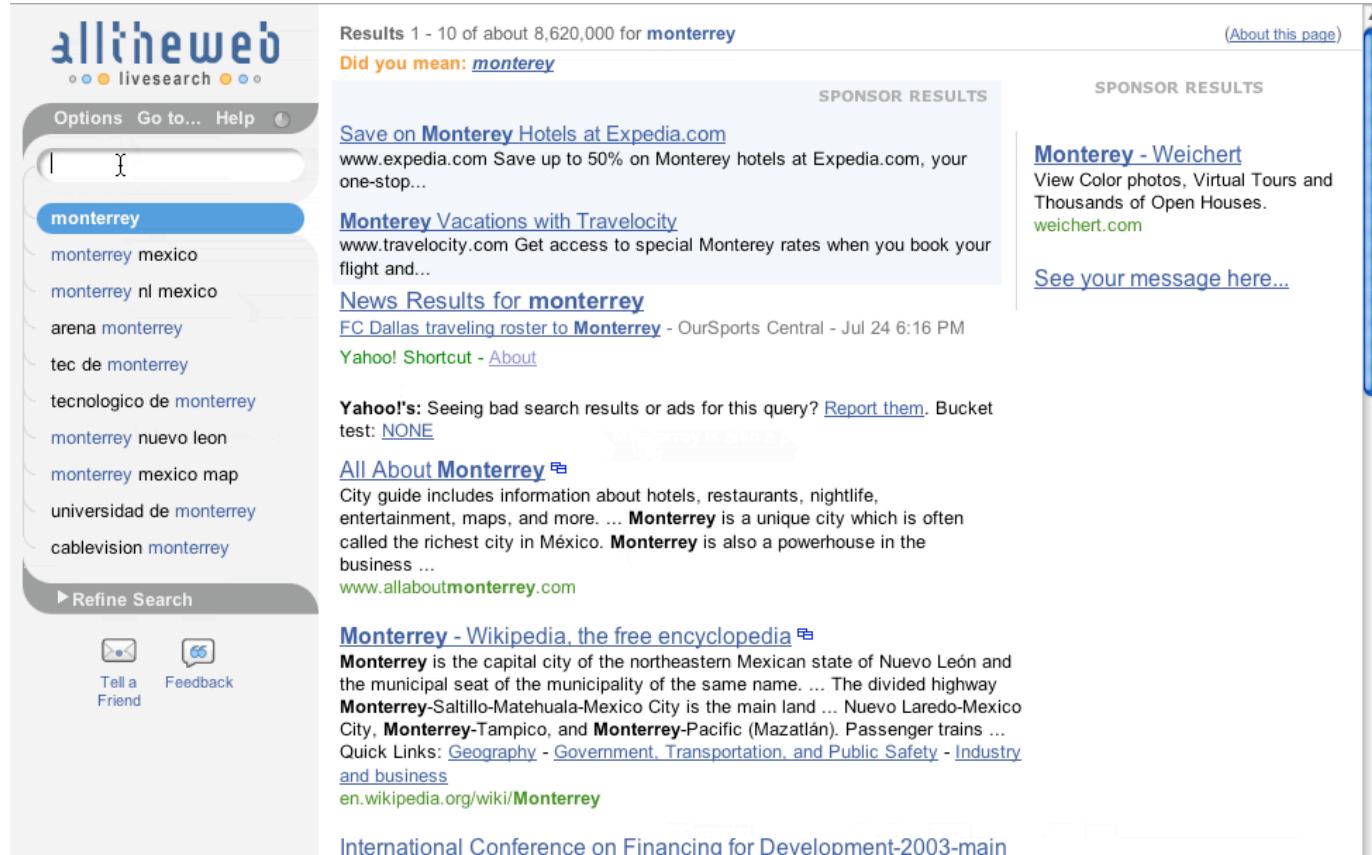
Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

Use feedback to boost confidence

Let the user iterate where possible



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

Did you mean: [monterey](#)

SPONSOR RESULTS

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

[Monterey Vacations with Travelocity](#)
www.travelocity.com Get access to special Monterey rates when you book your flight and...

[News Results for monterrey](#)
FC Dallas traveling roster to **Monterrey** - OurSports Central - Jul 24 6:16 PM

[Yahoo! Shortcut - About](#)

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

All About Monterrey
City guide includes information about hotels, restaurants, nightlife, entertainment, maps, and more. ... **Monterrey** is a unique city which is often called the richest city in México. **Monterrey** is also a powerhouse in the business ...
[www.allaboutmonterrey.com](#)

Monterrey - Wikipedia, the free encyclopedia
Monterrey is the capital city of the northeastern Mexican state of Nuevo León and the municipal seat of the municipality of the same name. ... The divided highway **Monterrey-Saltillo-Matehuala**-Mexico City is the main land ... Nuevo Laredo-Mexico City, **Monterrey-Tampico**, and **Monterrey-Pacific** (Mazatlán). Passenger trains ... Quick Links: [Geography](#) - [Government, Transportation, and Public Safety](#) - [Industry and business](#)
[en.wikipedia.org/wiki/Monterrey](#)

[International Conference on Financing for Development-2003-main](#)

SPONSOR RESULTS

[Monterey - Weichert](#)
View Color photos, Virtual Tours and Thousands of Open Houses.
[weichert.com](#)

[See your message here...](#)

Refine Search

Tell a Friend Feedback

Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

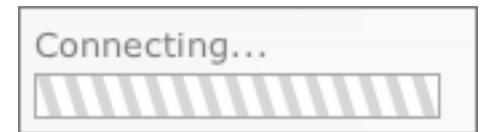
Use feedback to boost confidence

Let the user iterate where possible

Keep the user engaged

Time passes faster

Look for engaging moments



Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

Use feedback to boost confidence

Let the user iterate where possible

Keep the user engaged

Time passes faster

Look for engaging moments

Find a domain name:

www. (ex. widgetdesigns.com)

Search

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.

Use live-previews

Look before you leap

Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

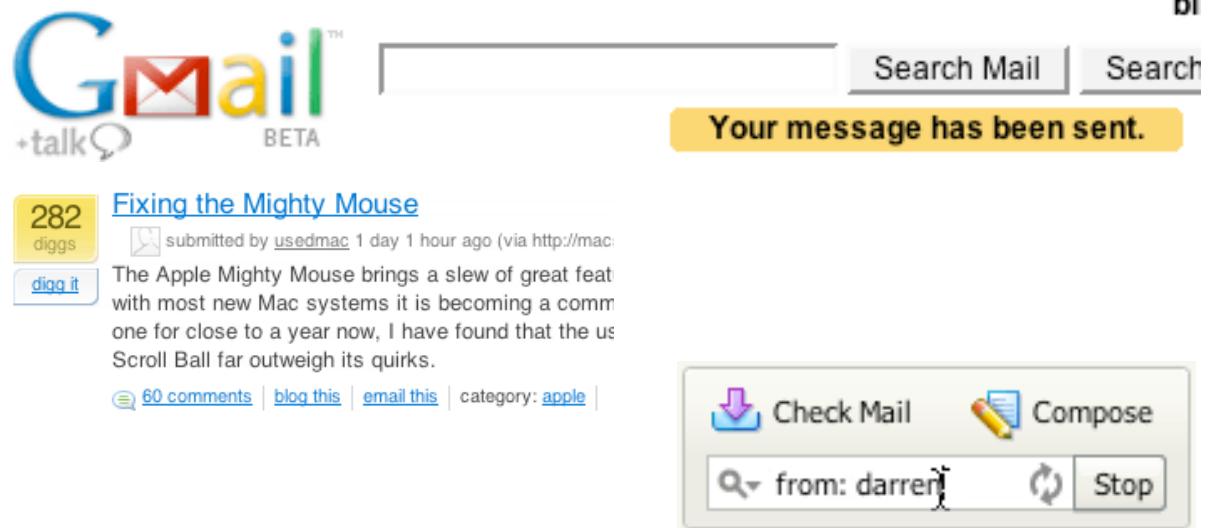
Use feedback to boost confidence

Let the user iterate where possible

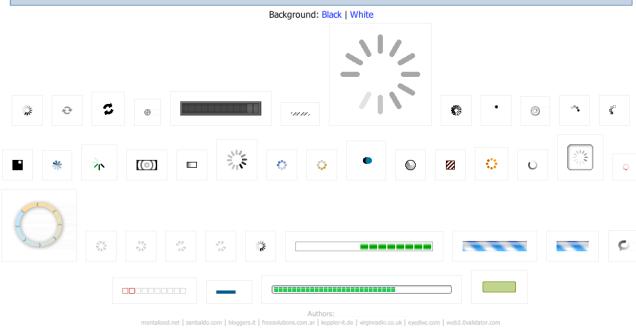
Keep the user engaged

Time passes faster

Look for engaging moments



AJAX Activity Indicators



Use live-previews

Look before you leap

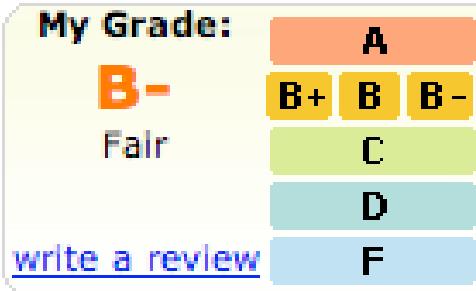
Keep feedback focused
Keep it in context
Updating too many areas at once will be confusing
Show dynamically what is relevant
Avoid creating feedback noise/jitter



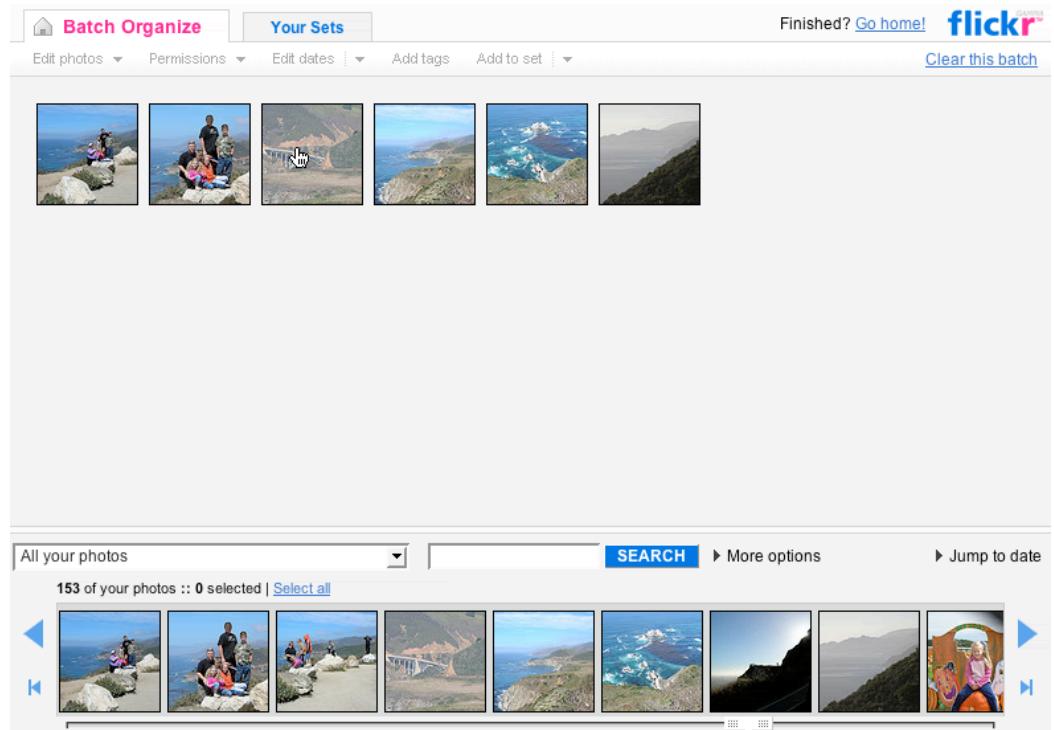
5

Offer an invitation

Principle. Offer an Invitation.



pattern. hover invitation.



pattern. drop invitation.

Park near our new home

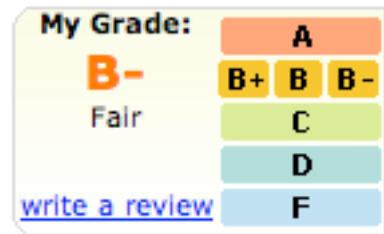


pattern. tooltip invitation + hover invitation.

Make it engaging

Use lightweight events as a welcome mat

Rediscover the hover



Lists

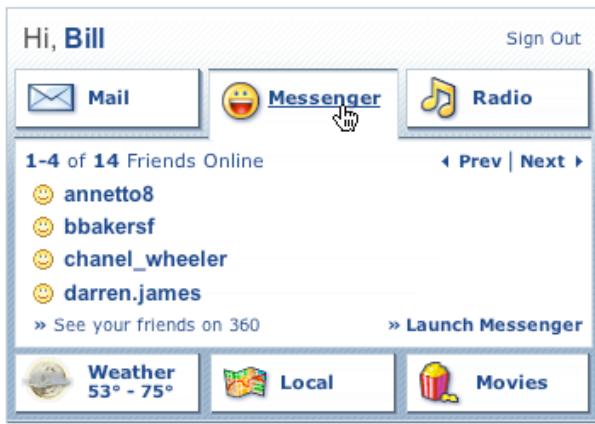
Remove this item

Add item or [I'm done adding items](#)

[Make a new list](#)

Make it engaging

Use lightweight events as a welcome mat
Rediscover the hover



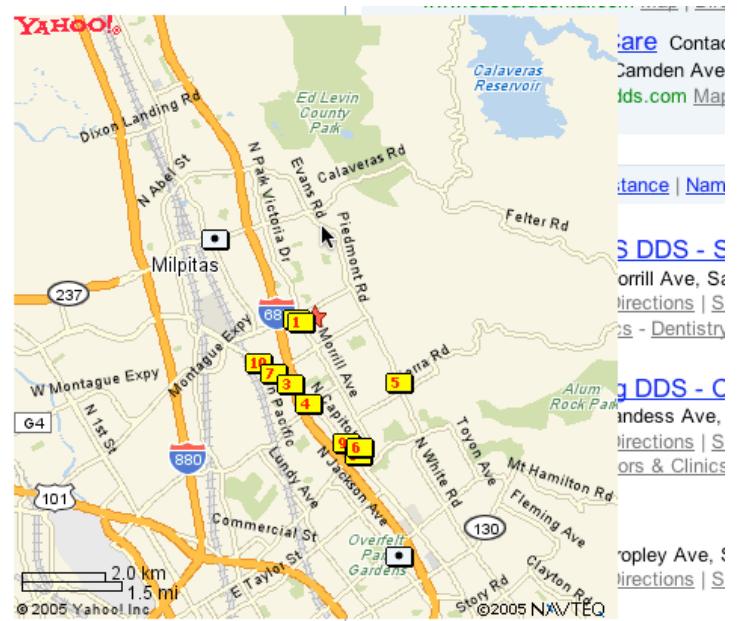
Forty Associates recently added product previews to their Web site as part of a small beta program. During the beta, visitors to Associate sites who viewed a product preview clicked through to Amazon.com over 4% of the time; those clicks resulted in a purchase nearly 6% of the time.

Now we're opening the beta up to all Associates to further improve product previews. The first 500 Associates who refer a sale through a product preview-enhanced link will receive a \$5 Amazon gift certificate. [Click here to join your fellow Associates in beta testing product previews.](#)

Don't worry if you don't already have Basic Display Product Links on your Web site. You can create them as part of the sign-up process. [Click here](#) for answers to questions you might have about the beta program.

Keep actions out of it

Don't make the user afraid to explore
Don't proselytize



Make it engaging

Use lightweight events as a welcome mat

Rediscover the hover

Keep actions out of it

Don't make the user afraid to explore

Don't proselytize

Park near our new home



Get the actors involved

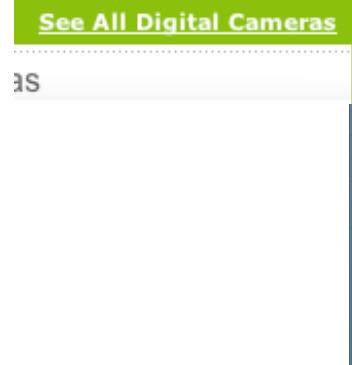
Hover Invitation

Cursor Invitation

Tooltip Invitation

Make it engaging

Use lightweight events as a welcome mat
Rediscover the hover



Get the actors involved

Hover Invitation
Cursor Invitation
Tooltip Invitation

Keep actions out of it

Don't make the user afraid to explore
Don't proselytize



Use invitations to aid discoverability

Two challenges: idiom & feature
Adding signposts, always-on clues doesn't scale
Add tours, help pedals, tips, spotlights

6

Show transitions



Yosemite Thanksgiving [\[Edit\]](#)

A trip to YOSEMITE NATIONAL PARK
Fun in Yosemite with Daniel & Kids

 [This trip is public](#) • [Sharing settings](#) • [Email this trip](#)

[\[Update photos \]](#)

[Schedule View](#) [Map View](#) [Expand all](#)

 [Add](#) [Hotels](#) | [Things to do](#) | [Restaurants](#) | [Shopping](#) | [Entertainment](#)  [Create Item](#)

Trip Album  [Add Photos »](#)

Yosemite National Park

  [John Muir Vernal Falls Mist Trail Hike](#) » [Schedule](#)

Scheduled Items

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

 [Yosemite Lodge](#)
From \$97.00 to \$146.00 per night. • [Reserve Now](#)
 559-252-4848
Yosemite Natl Pk, CA 95389
United States
In the valley of Yosemite National Park

Notes: [\[Edit\]](#)

Tags: [\[Edit\]](#)
yosemite, hiking



Speak to the BRAIN

Understanding attention processing

MIND HACKS

Tips & Tools for Using Your Brain

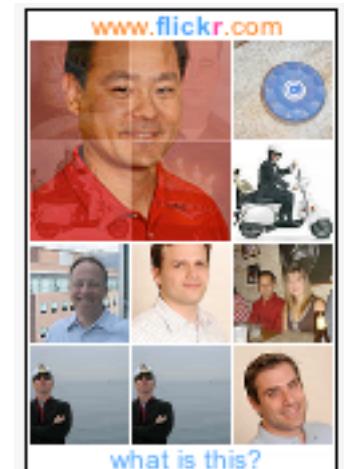
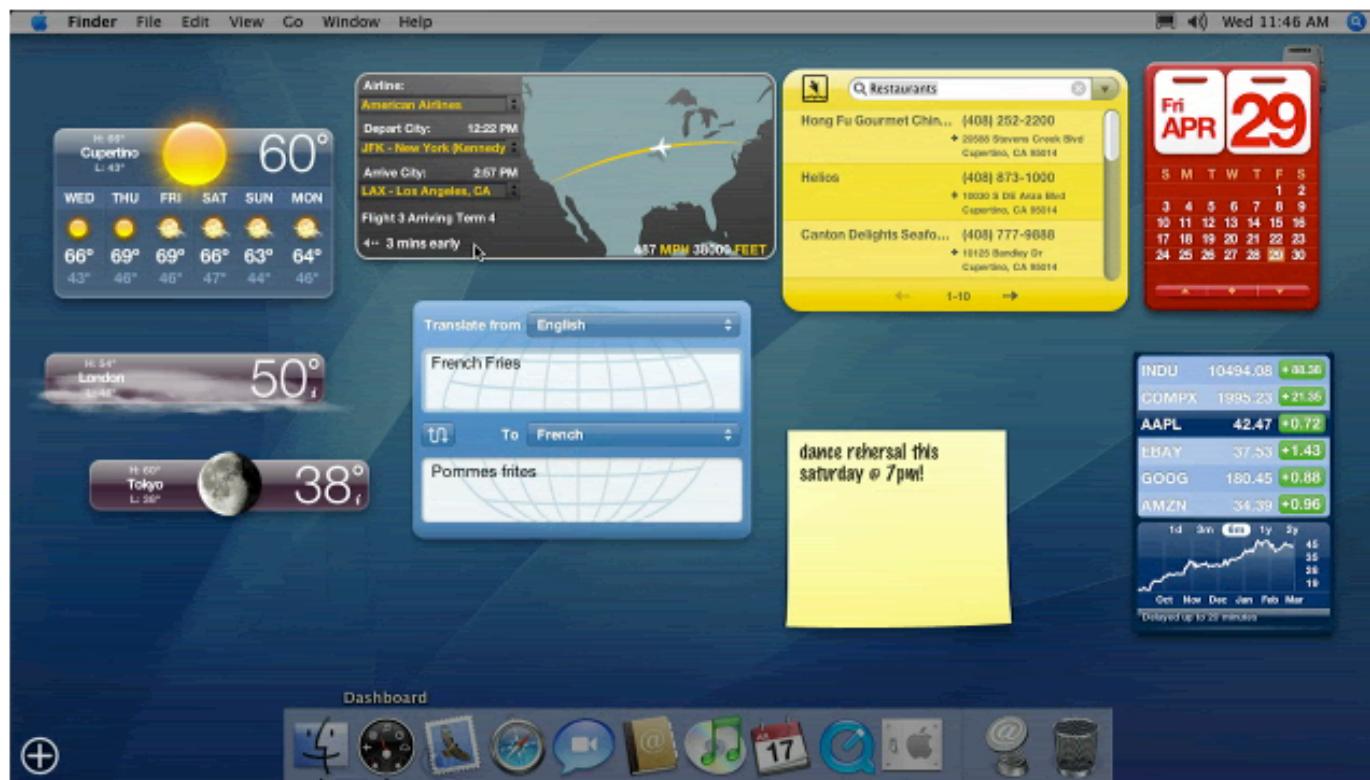


O'REILLY®

*Tom Stafford &
Matt Webb*
Foreword by Steven Johnson, author of Mind Wide Open

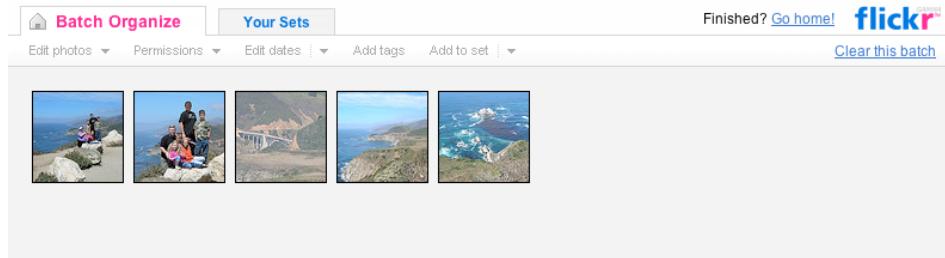
Speak to the BRAIN

Understanding attention processing
Sending the wrong message



Speak to the BRAIN

Understanding attention processing
Sending the wrong message



Lists

- Remove this item
- And this one too
- adding a new item**

[Edit](#) [Add item](#) or **I'm done adding items**

Women GapBody GapMaternity GapKids babyGap

my account
see order status
sign in

Scoreboard TODAY NHL Tampa Bay vs. 5 13:15 Dallas 3 2nd NBA Dallas vs. 0 10:30 LA Clippers 0 ET

Message Center Check Email Launch Messenger 14 friends on Weather Dallas, TX 40...75 F Denton, TX 35...75 F Sunnyvale, CA 42...57 F Boulder Creek, CA 39...59 F Gilroy, CA 38...57 F San Jose, CA 42...58 F

Software News AccuRev gives software configuration system global focus - 5 hours ago

eHub eHub Interviews Prodigem - 11 hours ago

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

Shoes, Belts & More

1 2 >> See All

bags

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

What you can communicate

Speed up time
Slow down time
Show state change
Show relationships between objects
Focus attention

Connecting...

YAHOO! PLUS

Animated Tour Useful New Features We Upgraded Mai Storage: Now 2G

Music Video Mail More

Search: Search

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

Message Center Check Email Launch Messenger 14 friends on Weather Dallas, TX 40...75 F Denton, TX 35...75 F Sunnyvale, CA 42...57 F Boulder Creek, CA 39...59 F Gilroy, CA 38...57 F San Jose, CA 42...58 F

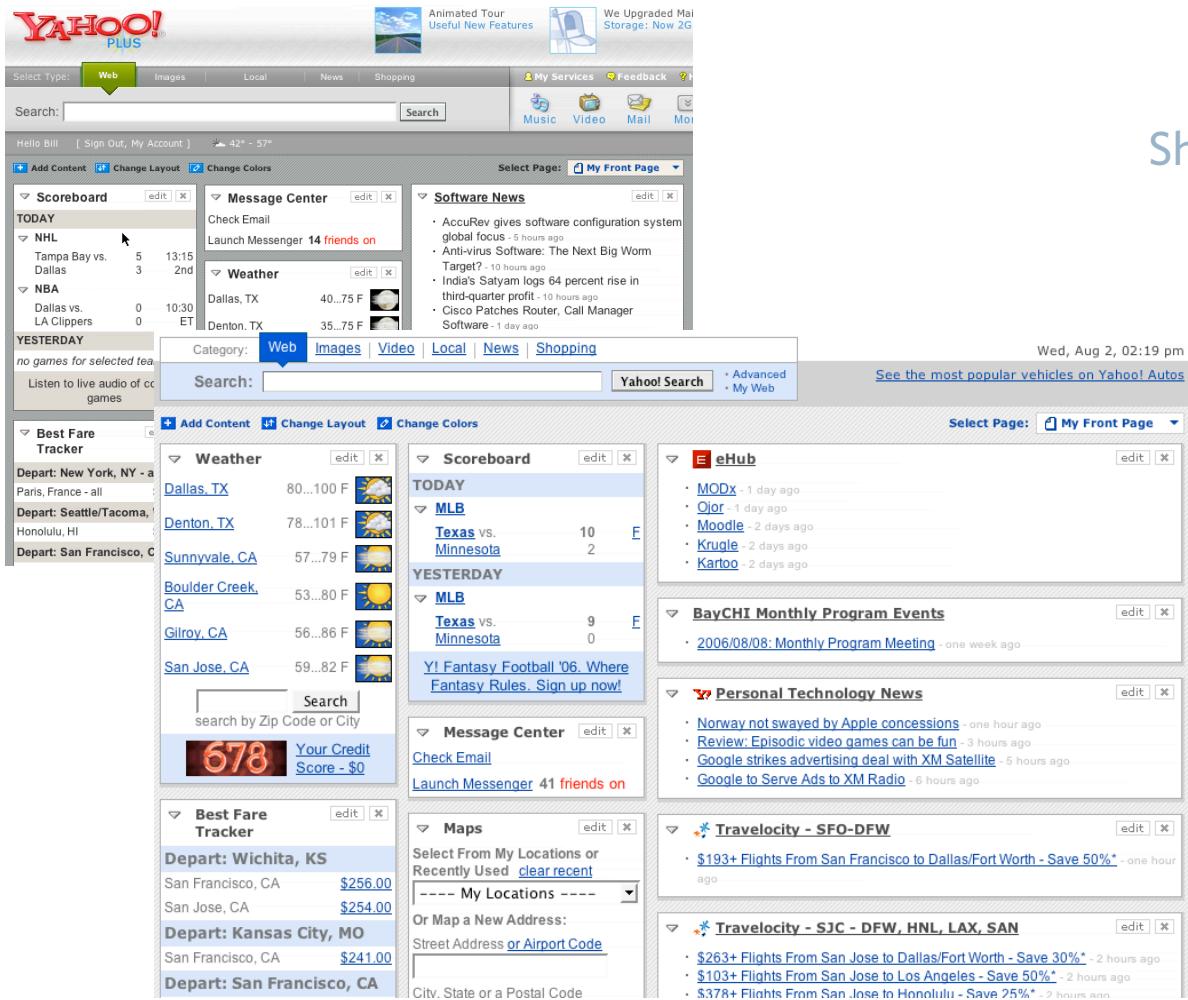
Software News AccuRev gives software configuration system global focus - 5 hours ago

eHub eHub Interviews Prodigem - 11 hours ago

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

Speak to the BRAIN

Understanding attention processing
Sending the wrong message



The screenshot shows the original Yahoo! homepage from 2006. It features a complex layout with many overlapping content blocks. At the top, there are banners for 'Animated Tour Useful New Features' and 'We Upgraded Mai Storage: Now 2G'. Below the search bar, there are sections for 'Scoreboard', 'Message Center', 'Software News', 'Weather', 'Best Fare Tracker', 'eHub', 'BayCHI Monthly Program Events', 'Personal Technology News', 'Travelocity - SFO-DFW', and 'Travelocity - SJC - DFW, HNL, LAX, SAN'. The layout is cluttered, with many overlapping and semi-transparent blocks, making it difficult to focus on any single piece of information.

What you can communicate

Speed up time
Slow down time
Show state change
Show relationships between objects
Focus attention

Keep it sane

"Cut in half" rule of thumb
Use a "contrast knob" approach
Don't overuse

*Provide invitations beforehand,
transitions during,
and feedback after interaction*

7

Think in objects

	Page-Based Web	Rich Internet App
Richer Model	Document	Rich Internet Object
Longer Lifecycle	Transient	Permanent
Community/ Sharing	Bookmark	Content, properties, and behaviors

Principle. Think in Objects

Schedule View [Map View](#) [Expand all](#)

[Add](#) [Hotels](#) | [Things to do](#) | [Restaurants](#) | [Shopping](#) | [Entertainment](#) [Create Item](#)

Yosemite National Park

[John Muir Vernal Falls Mist Trail Hike](#) » [Schedule](#) | [View](#) | [Delete](#)

+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

Other trips you might like ...



The Ultimate A ...
by [ajrao1918](#)
[Copy this trip](#)



SF Trip
by [pilak_shah](#)
[Copy this trip](#)



6 Parks in 8 d ...
by [iacorebb](#)
[Copy this trip](#)



Yosemite
by [whiskeywom...](#)
[Copy this trip](#)



Cali Baby!
by [ibily78](#)
[Copy this trip](#)

[Browse All Public Trips »](#)

Rethinking the model

What is the user's mental model?
How to distinguish from content?

 **Yosemite Thanksgiving** [\[Edit\]](#)

A trip to YOSEMITE NATIONAL PARK
Fun in Yosemite with Daniel & Kids

[This trip is public](#) • [Sharing settings](#) • [Email this trip](#)

[\[Update photos \]](#)

Schedule View **Map View** [▼ Expand all](#)

+ Add [Hotels](#) | [Things to do](#) | [Restaurants](#) | [Shopping](#) | [Entertainment](#) **+ Create Item**

Trip Album         [Add Photos »](#)

Yosemite National Park

 [John Muir Vernal Falls Mist Trail Hike](#) » [Schedule](#)

Scheduled Items

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

  **Yosemite Lodge**

From \$97.00 to \$146.00 per night. [•Reserve Now](#)

 559-252-4848
Yosemite Natl Pk, CA 95389
United States
In the valley of Yosemite National Park

Notes: [\[Edit\]](#)

Tags: [\[Edit\]](#) [yosemite](#), [hiking](#)

Rethinking the model

What is the user's mental model?
How to distinguish from content?

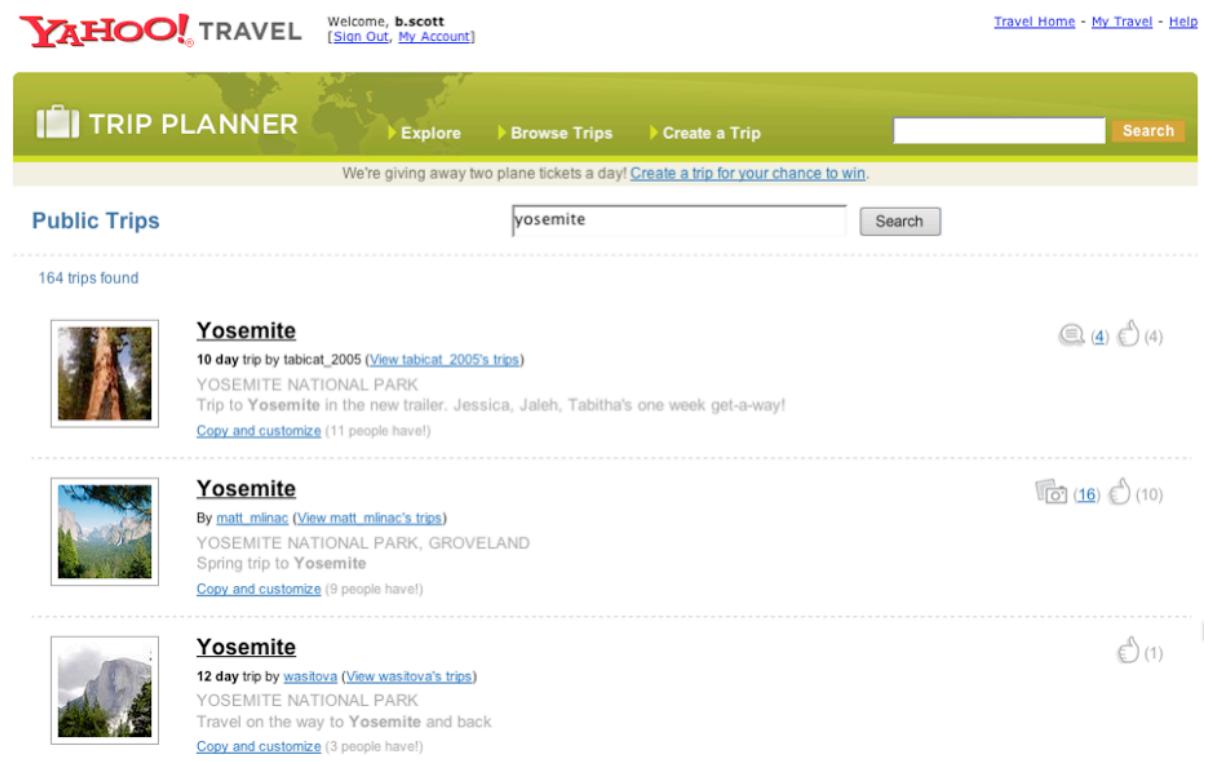
- ☒ [Amsterdam Trip Plans on Yahoo! Travel](#)
- ☒ [Yahoo! Shortcut](#) - [About](#)
- ☒ [My Web Results for amsterdam trip \(49\)](#)

1. [Trip to Amsterdam - photos, history, maps - Virtual trip to Amsterdam](#) ↗

Web trip to Amsterdam. Historical and sightseeing overview ... **Trip to Amsterdam**. To begin with **Amsterdam** we should first note, that this city has two features making ... One will never forget a **Amsterdam** trip around the city by river ...
www.medievalamsterdam.com - 9k - [Cached](#) - [More from this site](#) - [Save](#)

The power of sharing

Bloggable, shareable, findable
How to dial-in community
Collections



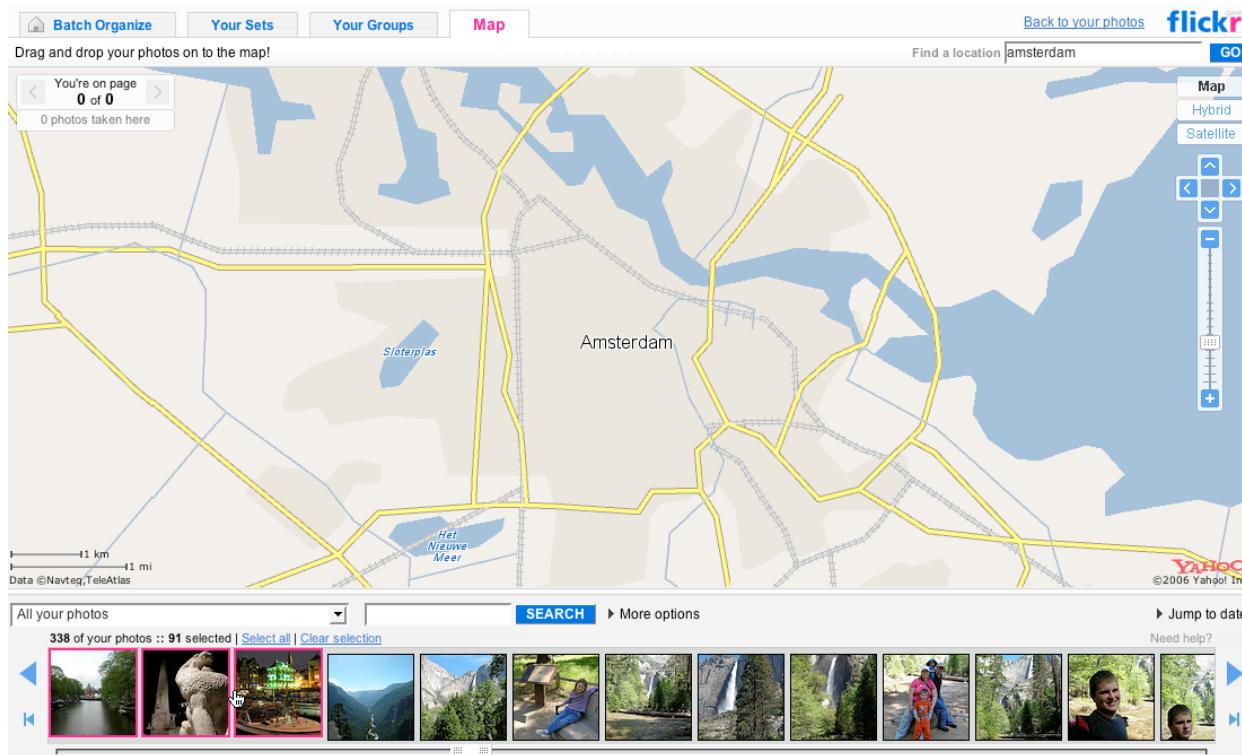
The screenshot shows the Yahoo! Travel Trip Planner interface. At the top, there's a navigation bar with the Yahoo! Travel logo, a welcome message for 'b.scott' with links to 'Sign Out' and 'My Account', and links to 'Travel Home', 'My Travel', and 'Help'. The main header is 'TRIP PLANNER' with sub-links 'Explore', 'Browse Trips', and 'Create a Trip'. A search bar contains the text 'yosemite' and a 'Search' button. Below the header, a message says 'We're giving away two plane tickets a day! [Create a trip for your chance to win.](#)'

The main content area is titled 'Public Trips' and shows a list of search results for 'yosemite'. There are three results displayed:

- Yosemite** (4 photos, 4 comments) - A 10-day trip by 'tabicat_2005' (View tabicat_2005's trips). It's described as a 'YOSEMITE NATIONAL PARK' trip. A link 'Copy and customize (11 people have!)' is shown.
- Yosemite** (16 photos, 10 comments) - A trip by 'matt_mlinac' (View matt_mlinac's trips) to 'YOSEMITE NATIONAL PARK, GROVELAND'. It's described as a 'Spring trip to Yosemite'. A link 'Copy and customize (9 people have!)' is shown.
- Yosemite** (1 photo, 1 comment) - A 12-day trip by 'wasitova' (View wasitova's trips) to 'YOSEMITE NATIONAL PARK'. It's described as a 'Travel on the way to Yosemite and back'. A link 'Copy and customize (3 people have!)' is shown.

Rethinking the model

What is the user's mental model?
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Web 2.0 as a platform

Rich objects fit the SOA model
Creates a good separation of concerns
Mashups

Think in terms of the user's mental model and their primary goals

Prefer direct, lightweight, in-page interaction.

Provide invitations beforehand, transitions during, and feedback after interaction.

Think in terms of the user's mental model and their primary goals.