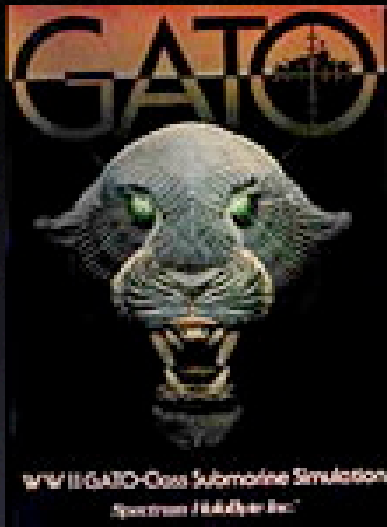


designing for ajax

Bill Scott
Yahoo! Ajax Evangelist
b.scott@yahoo.com



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 technology.

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 library 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.

AJAX SUPPORT

Ajax is the term that describes a set of web development techniques for creating interactive web applications. One of the key ingredients is the JavaScript object XMLHttpRequest. Rico provides a very simple interface for registering Ajax request handlers as well as HTML elements or JavaScript objects as Ajax response objects. Multiple elements and/or objects may be updated as the result of one Ajax request.

Want to get started learning? Check out our demos and then read our two Ajax tutorials on the Documentation page.

DRAG AND DROP

Desktop applications have long used drag and drop in their interfaces to simplify user interaction. Rico provides one of the simplest interfaces for enabling your web application to support drag and drop. Just register any HTML element or JavaScript object as a draggable and any other HTML element or JavaScript object as a drop zone and Rico handles the rest.

CINEMATIC EFFECTS

When actions are no longer occurring just at the page level but within the page itself, more clues are required to clue the user on what has transpired. Cinematic effects such as 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 like those found in Macromedia Flex and Lasso. Just nest some DIVs and with one line of JavaScript turn your div panels 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!

See Rico in Action!

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
 - 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

- 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**
User needs to navigate potentially large quantities of information efficiently, without becoming lost.
- Drag and Drop Modules**
The user needs needs to re-arrange the layout of modules on a web page directly with the mouse.
- Module Tabs**
The user needs to navigate through one or more stacked panes of content without refreshing the page.
- Navigation Tabs**
The user needs to navigate through a site to locate content and features and have clear indication of their current location in the site.
- Object Pagination**
The user needs to view data items from a potentially large set of sorted data that will not be easy to display within a single page.
- Results Page:**
1 2 3 4 Next
- Search Pagination**
The user needs to view a set of search results ranked by relevance that is too large to easily display within a single page.
- Rating an Object**
A user wants to quickly leave their opinion on an object, with minimal interruption to any other task 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.yahoo.com/ypatterns

Design Pattern Library

USER NEEDS TO

- NAVIGATE
 - Breadcrumbs
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PERFORM ACTION

- Drag and Drop
- Modules
- Drag and Drop Objects

CUSTOMIZE

- Drag and Drop
- Modules
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RESULTS PAGE:

1 2 3 4 **Next**

Search Pagination

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Writing a Review

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

Ratings and Reviews

Problem Summary

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

Solution Patterns

- Architecture of a Review
- 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

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](#)

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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.

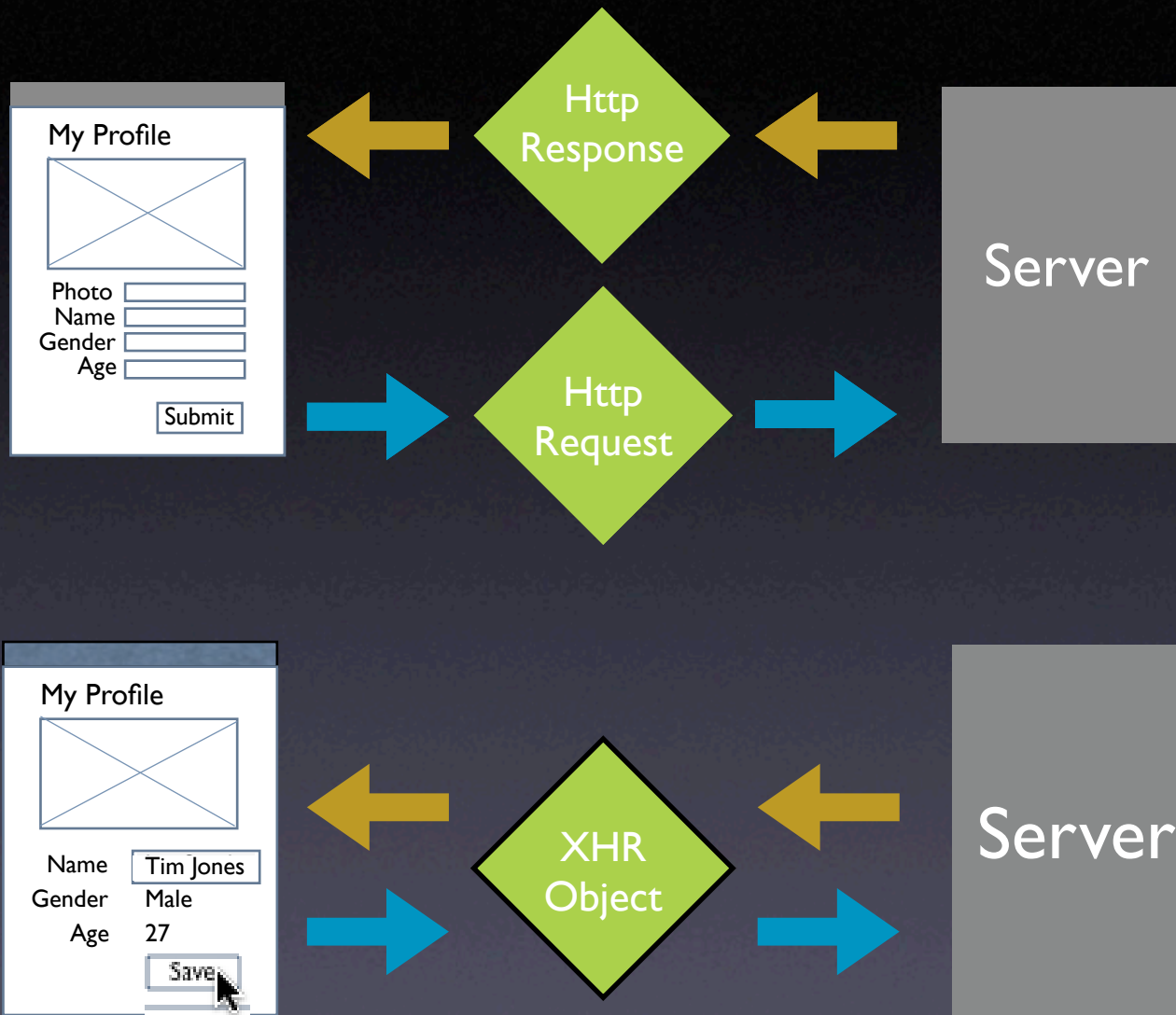


rich patterns.

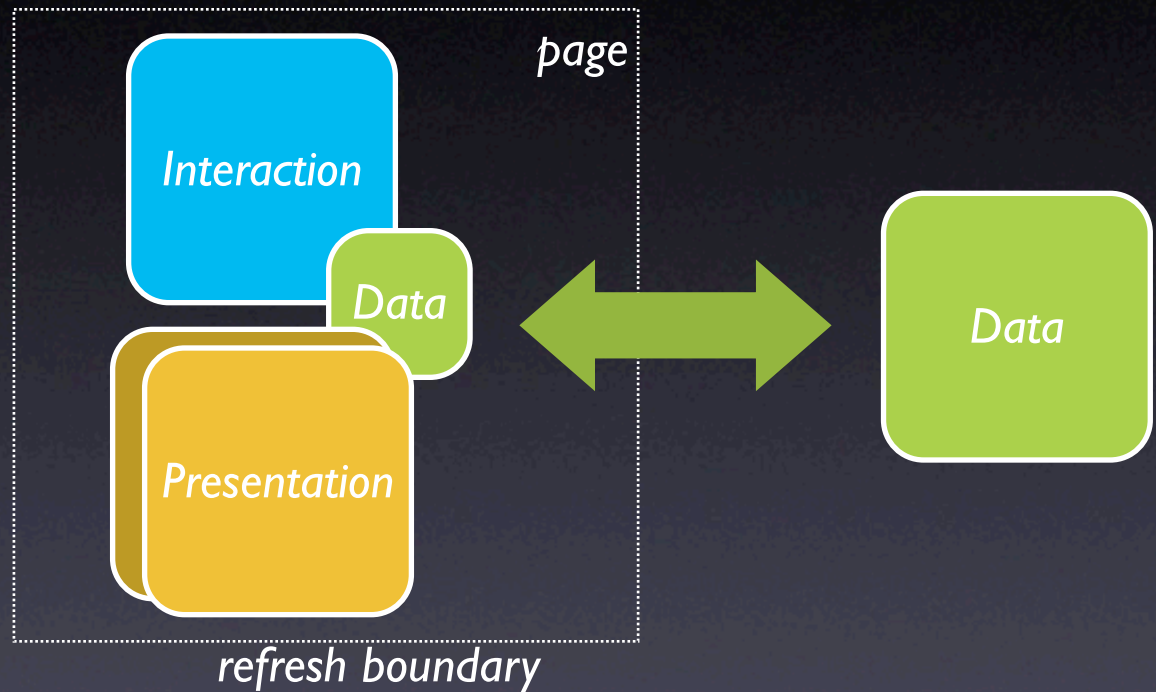
Drag and Drop. Drag and Drop Modules. In Page Editing. In Page Custom Editing. Direct State Editing. Grid Cell Editing. Inline Custom Editing. Inline Tag Editing. Popup Custom Editing. Slide-out Custom Editing. Inline Text Editing. Persistent Portals. Inline Reordering. Indication. Busy Indication. Cursor 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.



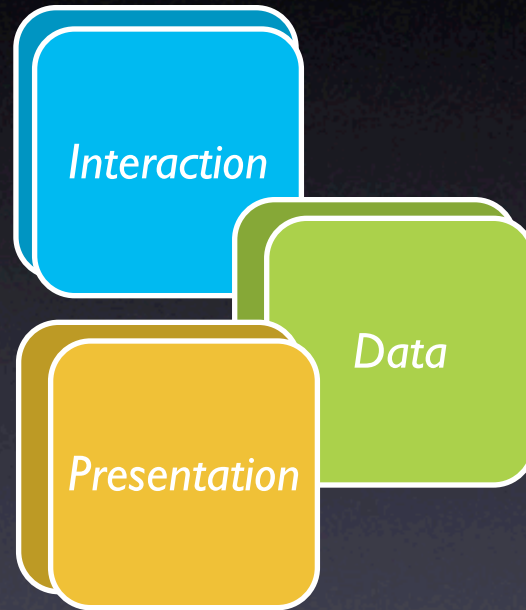
classic model. rich model.



interaction. presentation. data.



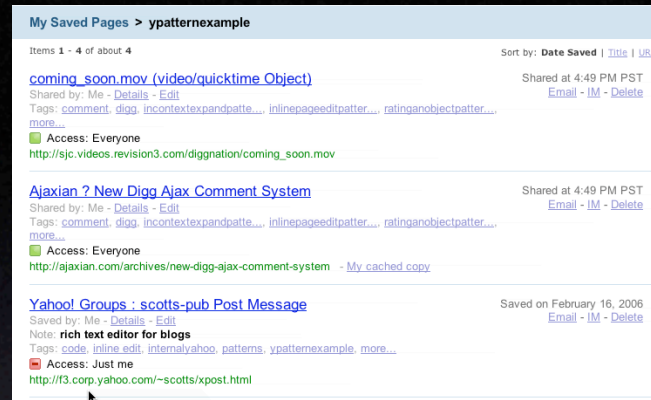
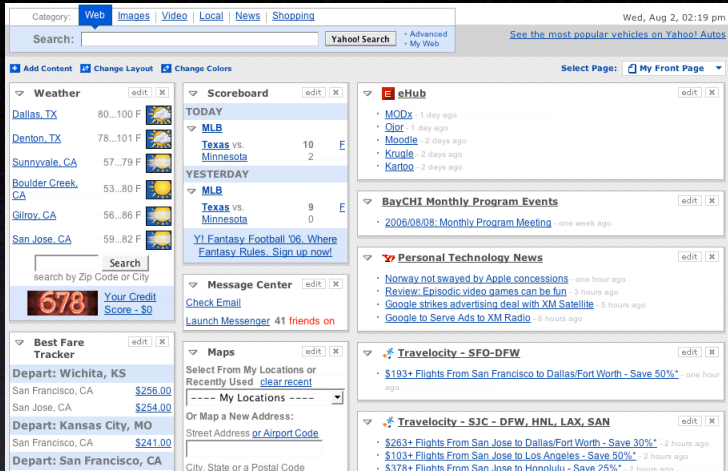
data near. interaction rich.



design principles

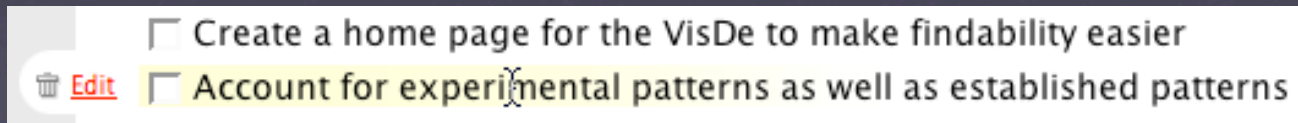
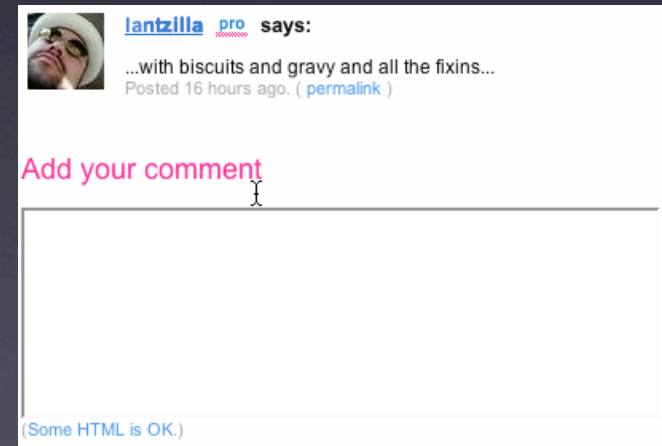
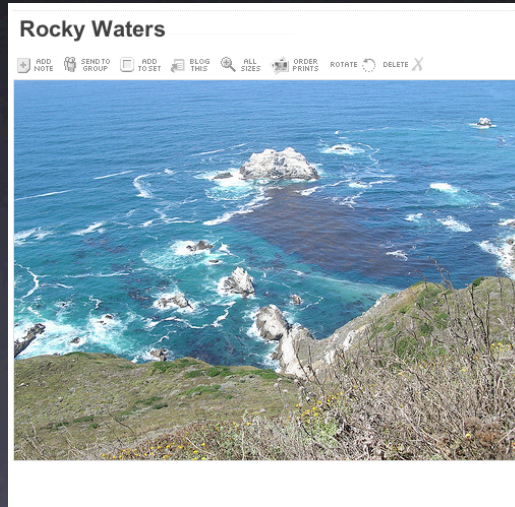
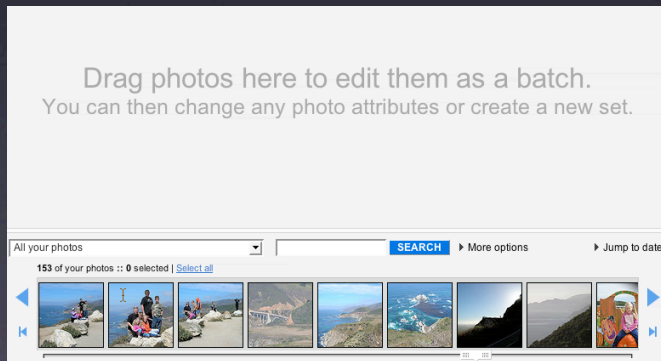


principle. make it direct.



pattern. inline editing.

pattern. drag and drop.



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.



make it direct

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

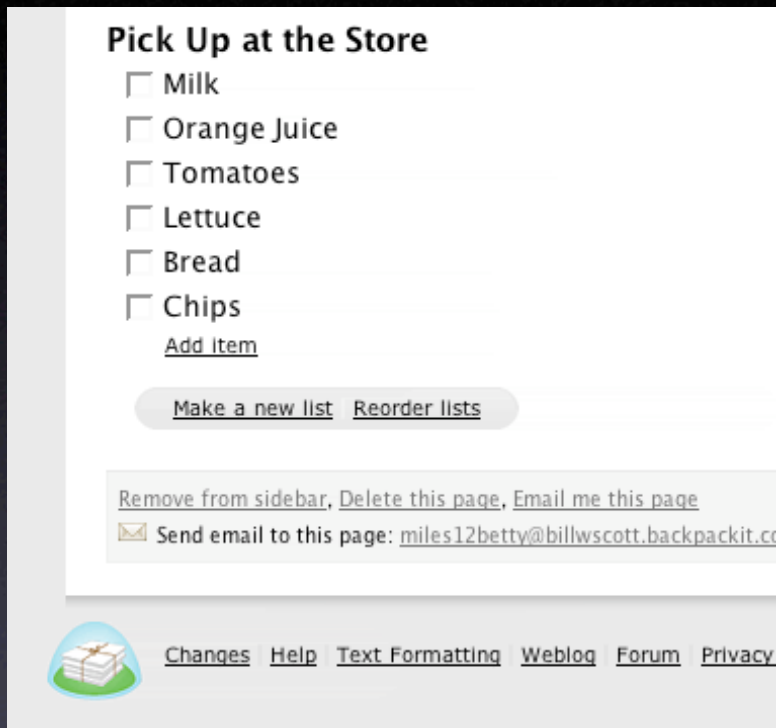
CANCEL



make it direct

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.co

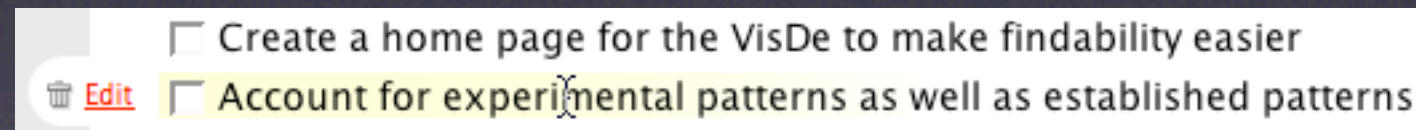
 [Changes](#) [Help](#) [Text Formatting](#) [Weblog](#) [Forum](#) [Privacy](#)

Use direct editing on page content


What about save/cancel?

Avoid page jitter

Reduce the feeling of modes



- Create a home page for the VisDe to make findability easier
- Account for experimental patterns as well as established patterns

 [Edit](#)

Provide in-context tools

Only good for single operations

Can actually slow you down



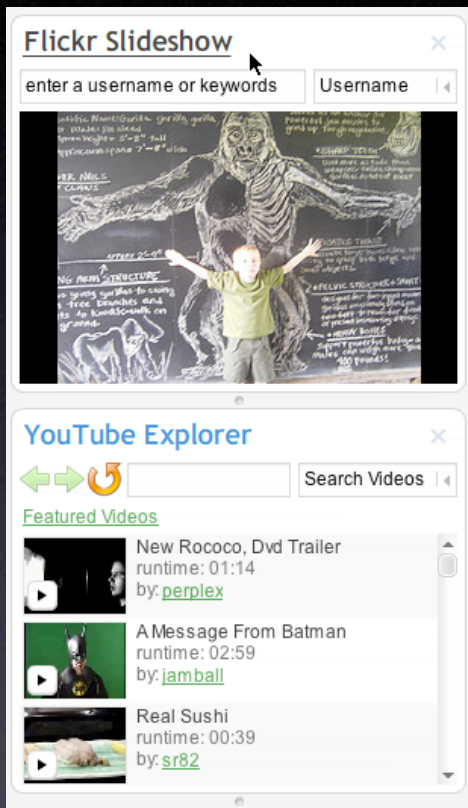
Prefer interaction within the page
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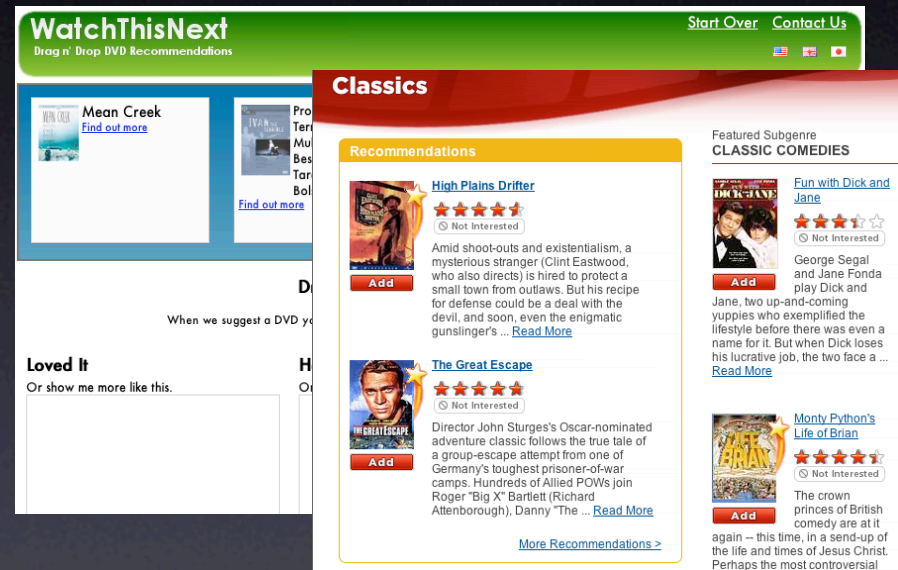
Reduce the feeling of modes



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 drag and drop where appropriate

Not for simply setting an attribute

Good for layout changes or containment

Needs transitions

Provide in-context tools

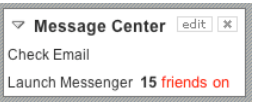
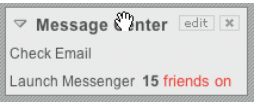
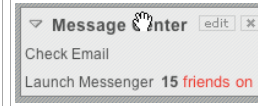
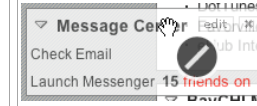
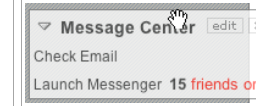
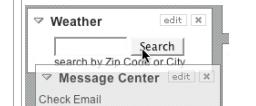
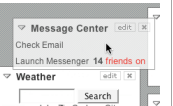
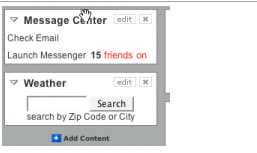
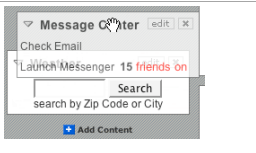
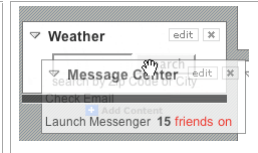
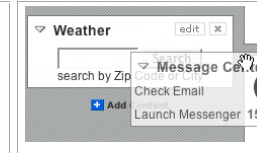
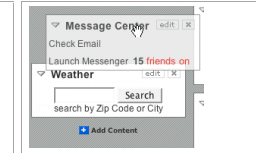
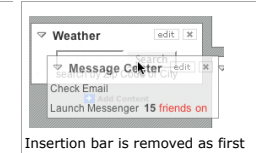
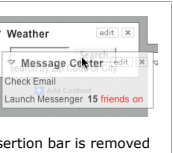
Only good for single operations

Can actually slow you down



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			
Mouse Hover	Mouse Down	Drag Initiated	Drag Over Valid Target	Drag Over Invalid Target	Drag Over Parent Container	Drop Accepted	Drop Rejected
Cursor CSS Move cursor CSS Move cursor		CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	Normal Cursor	Normal Cursor
Tool Tip							
Drag Object	 <p>Full Opacity</p>	 <p>Reduced Opacity</p>	 <p>Reduced Opacity</p>	 <p>Reduced Opacity & Invalid Badge</p>	 <p>Reduced Opacity</p>	 <p>Modules animates into the area just below insertion bar</p>	 <p>Modules animates back to the home area</p>
Drop Target	 <p>No insertion bar, just a gap</p>	 <p>No insertion bar, just a gap</p>	 <p>Insertion bar showing where it will drop</p>	 <p>No insertion bar, just a gap</p>	 <p>No insertion bar, just a gap & original hole</p>	 <p>Insertion bar is removed as first frame of animation</p>	 <p>Insertion bar is removed as first frame of animation</p>



principle. keep 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 #346927 prices may vary

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

Quantity: 1 royal grape \$29.50 \$9.99 add to bag

RECOMMEND THIS STORY

Recommend It: ☆☆☆☆☆ Average (63 votes) ★★★★★

pattern. rating an object.

Classics

Featured Subgenre CLASSIC COMEDIES

Recommendations

- High Plains Drifter** ★★★★★
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** ★★★★★
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 >](#)

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- Monty Python's Life of Brian** ★★★★★
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 diggs

Fixing the Mighty Mouse

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

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[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



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[More Recommendations >](#)

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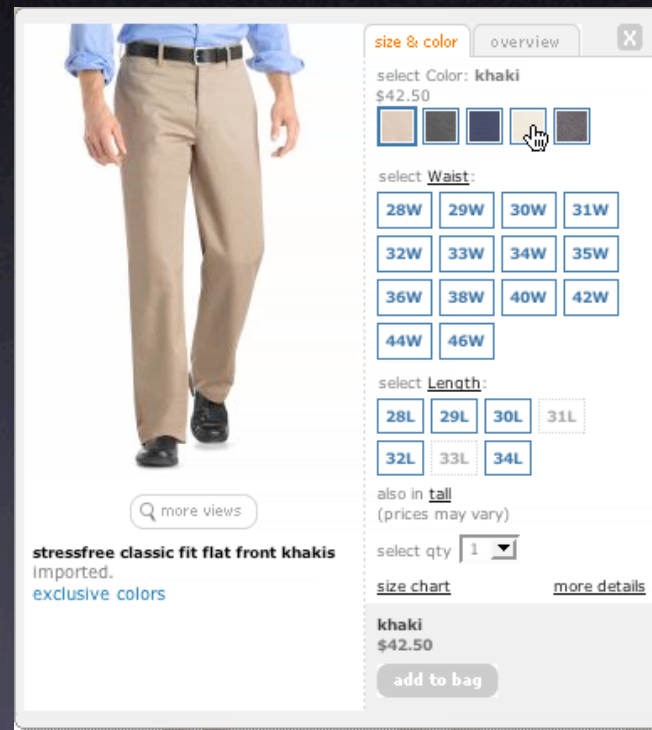
keep a light footprint

Watch your click weight

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



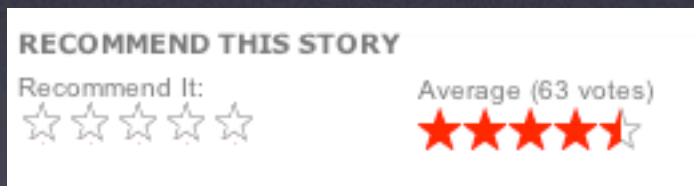
keep a light footprint

Watch your click weight

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



Use lightweight events

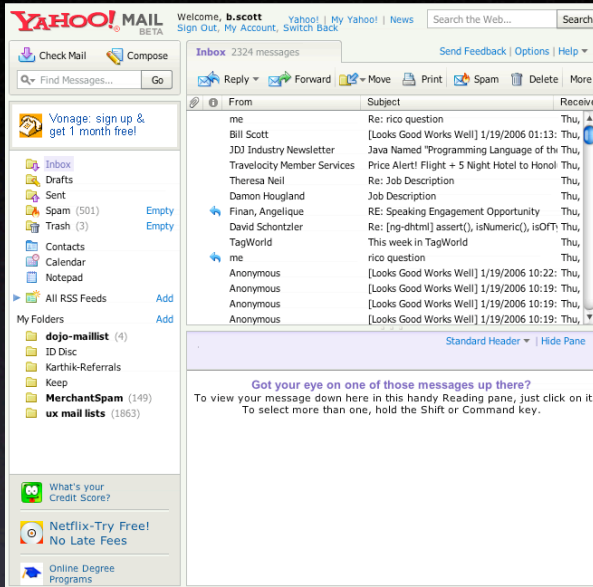
Hover

Blur, focus

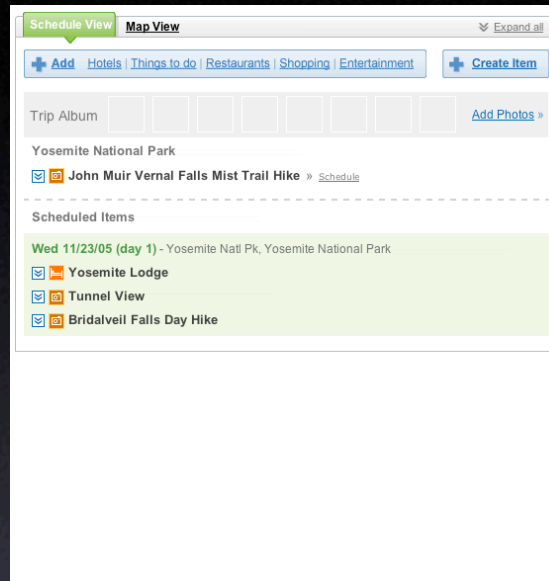
Click. Avoid double-click



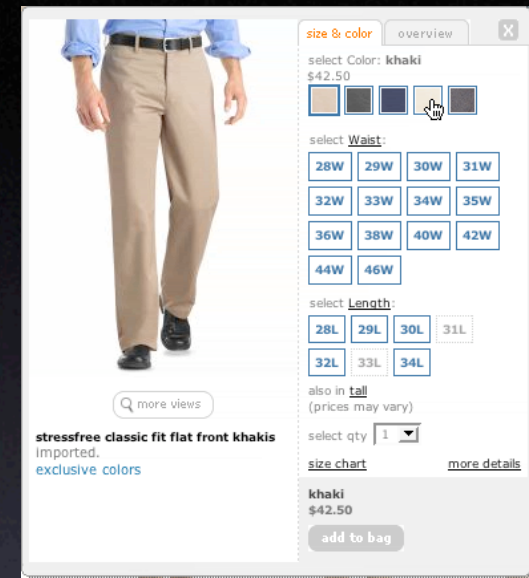
principle. cross borders reluctantly.



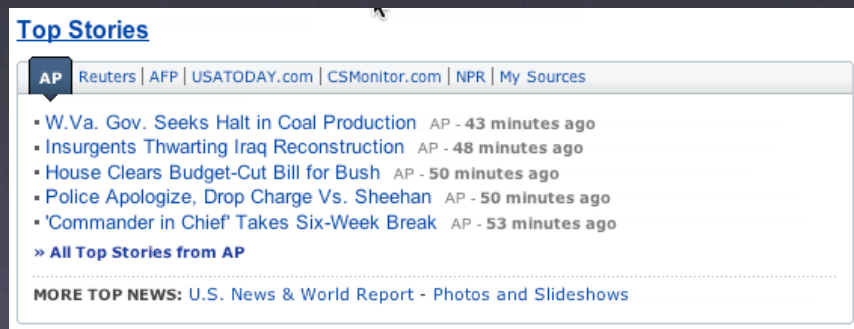
pattern. endless scrolling.



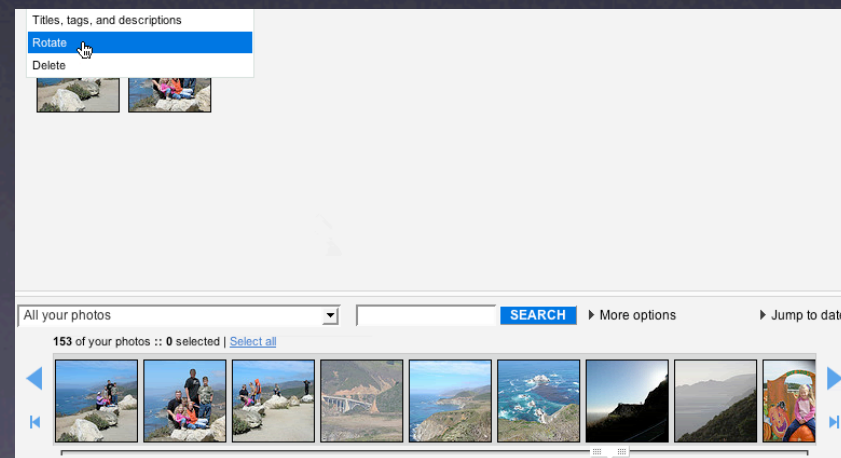
pattern. in-context expand.



pattern. inline assistant.



pattern. hover details.



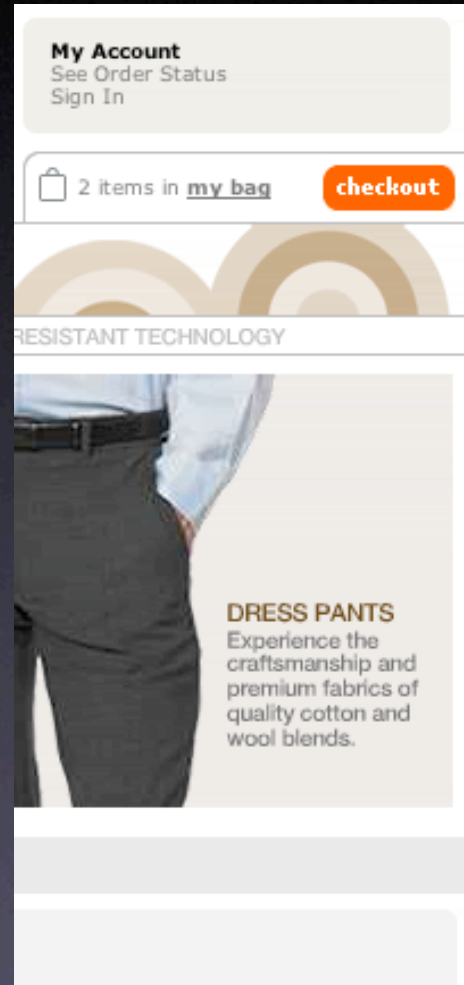
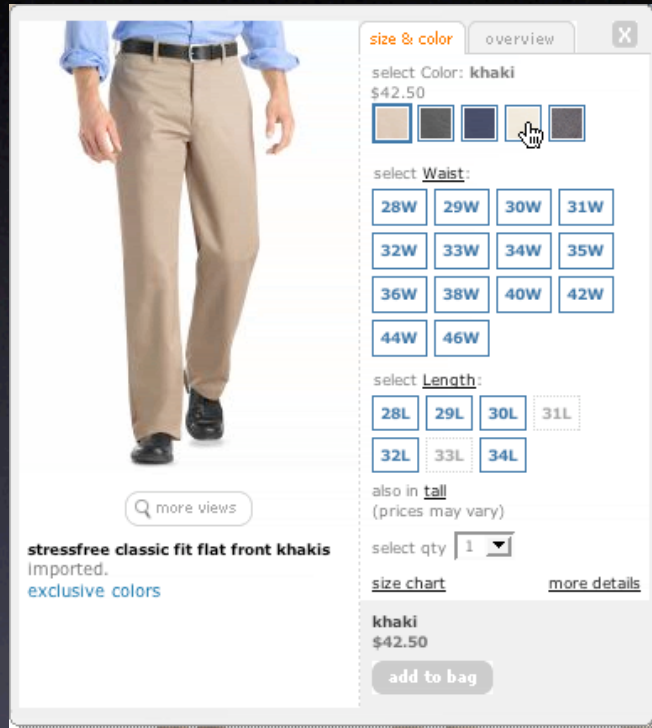
pattern. lightweight popup + lightbox



Rethink process flows

Its the user's model, not the page model

Every page jump is a mental speed bump







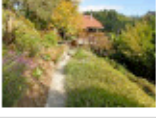
cross borders reluctantly

Rethink process flows

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

Rethink paging

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

Photo Click for info	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # (Click for info)	More Photos (Click for info)	Virtual Tours (Click for info)
	\$1,750,000 Single Res	6+, 4+ 3700	14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Lore 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 Mtns) Alain Pinel Realtors			
	\$2,750,000 Single Res	5, 4+ 5000	155 LARITA DR Ben Lomond, CA 95005 (San Lore Valley) Network Alliance Real Estate			
	\$2,777,000 Single Res	5, 4+ 5819	777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate			

New Search << Pre






RICO AJAX SEARCH

LiveGrid Demonstration Powered by Yahoo! Search

Select Search Category: Web **Images** Videos

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





Think deeper interaction

Selective richness

What about the back button?



Use overlays

For more information

Replace page transition

When editing an individual, more complex item

Be symmetrical

Not disturb the page

My Saved Pages > ypatternexample

Items 1 - 4 of about 4 Sort by: [Date Saved](#) | [Title](#) | [URL](#)

[coming_soon.mov \(video/quicktime Object\)](#) Shared at 4:49 PM PST
[Email](#) - [IM](#) - [Delete](#)

Shared by: Me - [Details](#) - [Edit](#)
Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone
http://sjc.videos.revision3.com/diggation/coming_soon.mov

[Ajaxian ? New Digg Ajax Comment System](#) Shared at 4:49 PM PST
[Email](#) - [IM](#) - [Delete](#)

Shared by: Me - [Details](#) - [Edit](#)
Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone
<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)


[Yahoo! Groups : scotts-pub Post Message](#) Saved on February 16, 2006
[Email](#) - [IM](#) - [Delete](#)

Saved by: Me - [Details](#) - [Edit](#)
Note: [rich text editor for blogs](#)
Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

Access: Just me
<http://f3.corp.yahoo.com/~scotts/xpost.html>


Bill, the following movies were chosen based on your interest in:
[Animal Crackers](#)
[Something the Lord Made](#)
[X2: X-Men United](#)

Monkey Business

 ★★★★★

One of the Marx Brothers' funniest movies, the title of the film says it all as Groucho, Harpo, Chico and Zeppo stow away on a luxury liner. Before ... [Read More](#)

Lackawanna Blues



You loved it...

Now own it for just \$5.99

- FREE shipping
- original artwork
- hardcover case

[Shop now](#) for other previously viewed titles as low as \$5.99

Rate Your

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

NETFLIX


Browse Recommendations Friends Queue Buy DVDs Movies, actors, directors, genres Search

Get Recommendations (869) Rate Movies Movies You've Rated (234)

Recommendations

Movie suggestions based on your ratings

NEW RECOMMENDATIONS



[Samurai Champloo \(7-Disc Series\)](#)

★★★★★

Not Interested

Director Shinichiro Watanabe mixes a maturity rarely found in anime with a historical Japanese setting and a funky hip-hop soundtrack. Fuu is a spacey waitress at a teahouse where a sword fight ... [Read More](#)



[12 Angry Men](#)

★★★★★

Not Interested

A guilty verdict means death -- but the jury's not about to let that spoil their day. Twelve men must decide the fate of an 18-year-old boy accused of fatally stabbing his father. Only one (Henry Fonda) wants to take the time to coolly deliberate ... [Read More](#)

You Have Recommendations!

Get more recommendations by rating more movies.

Rate More Movies

You've rated **234** movies.

Browse

All Recommendations

Favorite Genres: [\(Edit\)](#)

- Action & Adventure (89)
- Drama (123)
- Sci-Fi & Fantasy (5)
- Television (84)
- Thrillers (29)
- Comedy (38)
- Classics (223)
- Documentary (72)

Other Genres:

- Anime & Animation (19)
- Children & Family (33)
- Foreign (123)
- Independent (4)
- Music & Musicals (10)
- Romance (10)

Helpful Tip

◀ **Seen any of these movies?**

★★★★★



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](#) [X](#)

[Christians Code Heavenly Games](#)

[Cloning the Best in Show](#)

[Brain Workouts May Tone Memory](#)

Movies [edit](#) [X](#)

[Showtimes for 76208 »](#)

[Must Love Dogs](#) 1hr 30min - Rated PG-13

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

- [Yosemite Lodge](#)
- [Tunnel View](#)
- [Bridalveil Falls Day Hike](#)

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 booted
- Four-day rain swamps New England

[» More Featured](#)

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**

key principle

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



principle. give 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](#).

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

You have 1000 characters to work with.

pattern. live suggest.

To: [Show BCC](#)

Cc:

Subject: [Plain Text](#)

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

KAYAK™ Search with us, book with them.™

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

Round-trip One-way Multi-city

From **To**

Show Nearby Airports Show Nearby Airports

Leave **Time**

Return **Time**

Travelers

Cabin

Prefer Nonstop

for [hundreds of airlines](#).

pattern. auto complete.



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 Gorilla
- Inflation Soars Highest
- Rick Springfield's Soap
- Feds Want Banks to

» All Most Emailed



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.

World

Just-in-time data

YAHOO! SEARCH PLUS

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

Students to Enroll

Crew ID	Last Name	First Name
400922	Peterson	Shelley
349294	Craft	Adrian
432939	Douglas	Elyane
468370	HS	Petra
999350	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Course Calendar

DEC 2005

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
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

Just-in-time logic

Google Suggest BETA

Web | Images | Groups | News | Froogle | Local | more »

Google Search | I'm Feeling Lucky

pe, 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

The screenshot shows the alltheweb search engine interface. The search bar contains the text 'monterrey'. Below the search bar is a list of suggestions: 'monterrey', 'monterrey mexico', 'monterrey nl mexico', 'arena monterrey', 'tec de monterrey', 'tecnologico de monterrey', 'monterrey nuevo leon', 'monterrey mexico map', 'universidad de monterrey', and 'cablevision monterrey'. The search results page displays 'Results 1 - 10 of about 8,620,000 for monterrey'. A 'Did you mean: monterrey' suggestion is shown. The results are categorized into 'SPONSOR RESULTS' and 'All About Monterrey'. The 'SPONSOR RESULTS' section includes links to 'Save on Monterey Hotels at Expedia.com', 'Monterrey Vacations with Travelocity', and 'News Results for monterrey'. The 'All About Monterrey' section provides a city guide and a link to the Wikipedia page for Monterrey. The page also features a 'Tell a Friend' and 'Feedback' button in the bottom left corner.



give live feedback

Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

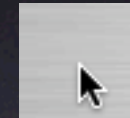
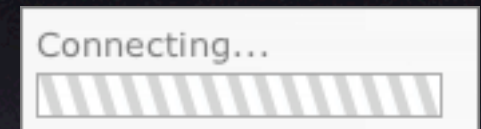
Use feedback to boost confidence

Let the user iterate where possible

Keep the user engaged

Time passes faster

Look for engaging moments



give live 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

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:

Minimum of 6 characters in length.

[Password strength:](#) Too short

Use live-previews

Look before you leap



give live feedback

Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

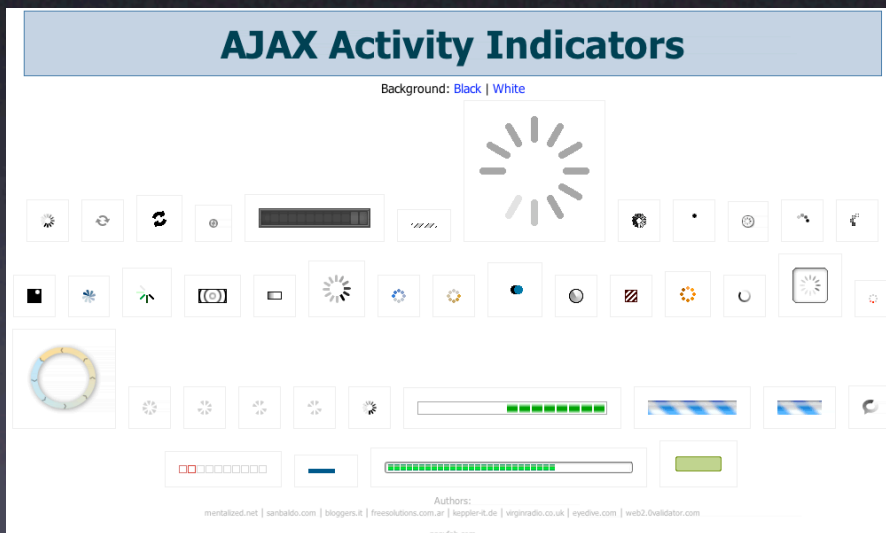
Use feedback to boost confidence

Let the user iterate where possible

Keep the user engaged

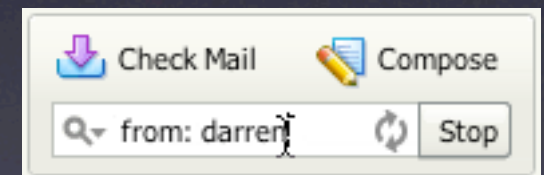
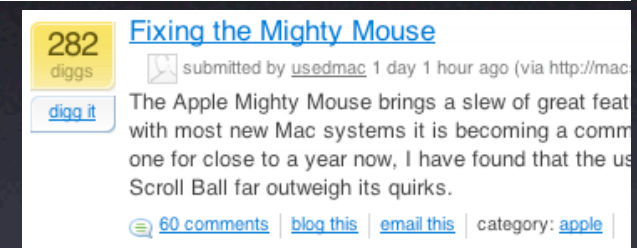
Time passes faster

Look for engaging moments



Use live-previews

Look before you leap



Keep feedback focused

Keep it in context

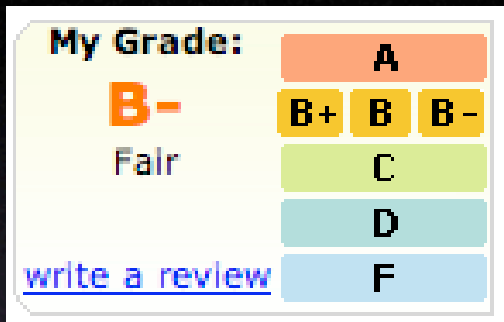
Avoid creating feedback noise/jitter

Show dynamically what is relevant

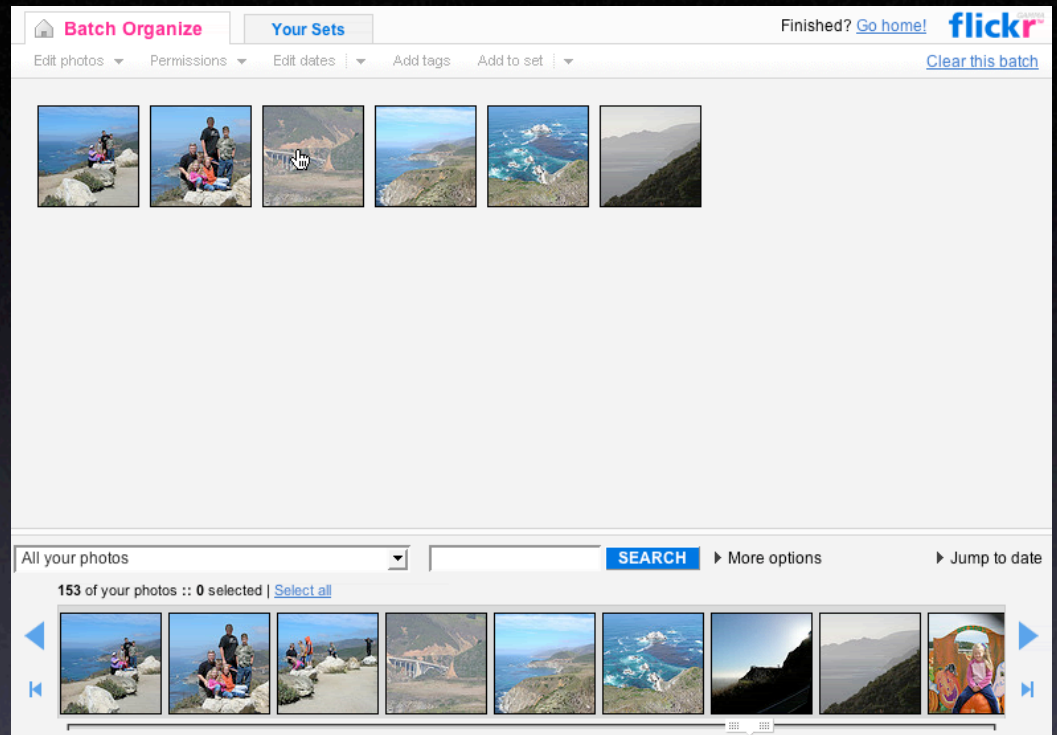
Updating too many areas at once will be confusing



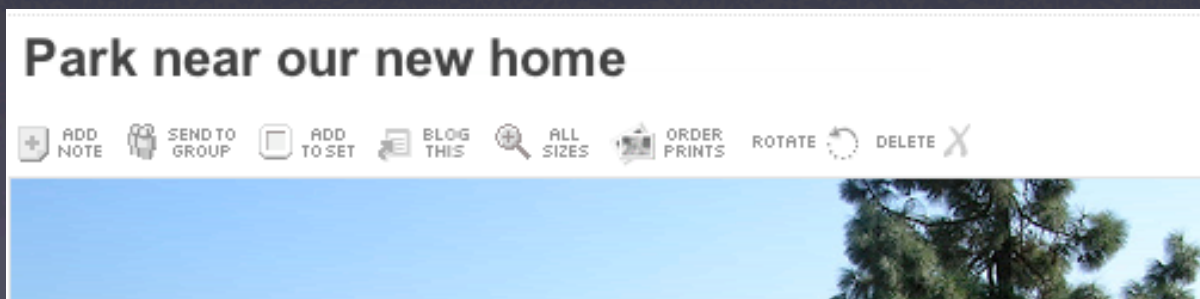
principle. offer an invitation.



pattern. hover invitation.



pattern. drop invitation.



pattern. tooltip invitation + hover invitation + cursor invitation.



Make it engaging

Use lightweight events as a welcome mat

Rediscover the hover

My Grade:

A
B+ B B-
C
D
F

B-
Fair

[write a review](#)

Lists

Remove this item

or **I'm done adding items**



offer an invitation

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

Hi, Bill Sign Out

[Mail](#) [Messenger](#) [Radio](#)

1-4 of 14 Friends Online ◀ Prev | Next ▶

- 😊 annetto8
- 😊 bbakersf
- 😊 chanel_wheeler
- 😊 darren.james

» See your friends on 360 » Launch Messenger

[Weather](#) 53° - 75° [Local](#) [Movies](#)

DVD Rentals Delivered

FREE Shipping **Only \$5.99**
No Late Fees **a month**
60,000+ Titles [Click here](#)

Try Netflix for Free - Ad Feedback

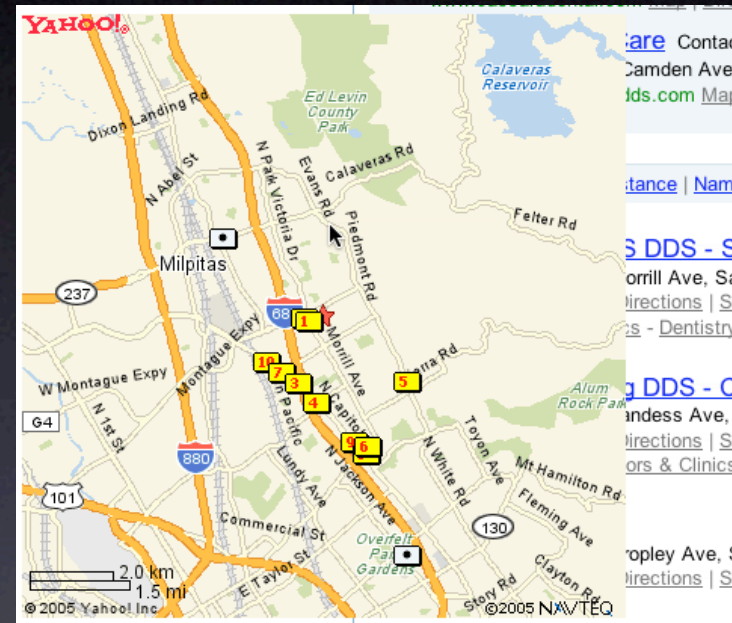
To see a product preview in action, hover over the link below.



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.



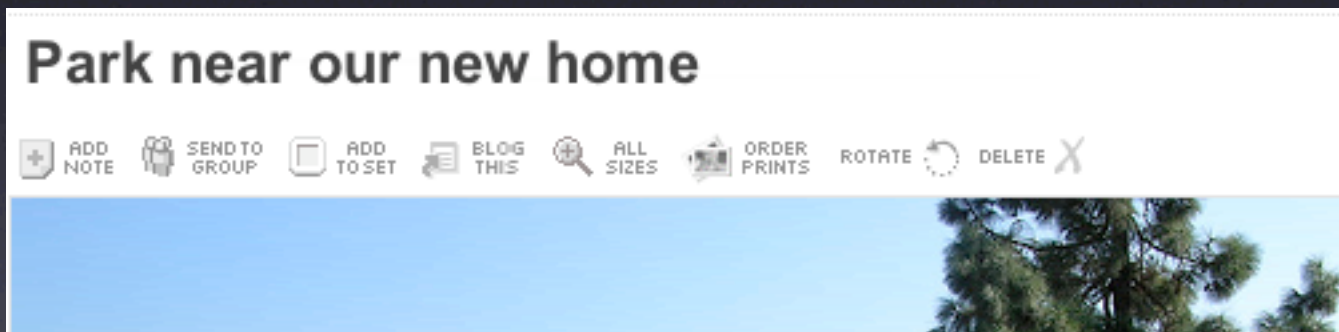
offer an invitation

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



Get the actors involved

Hover Invitation
Cursor Invitation
Tooltip Invitation



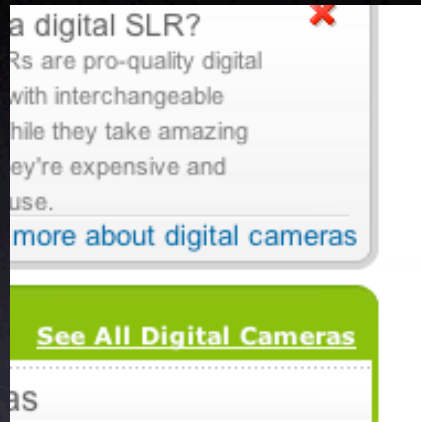
offer an invitation

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



Use invitations to aid discoverability

Two challenges: idiom & feature

Adding signposts, always-on clues doesn't scale

Add tours, help pedals, tips, spotlights

Get the actors involved

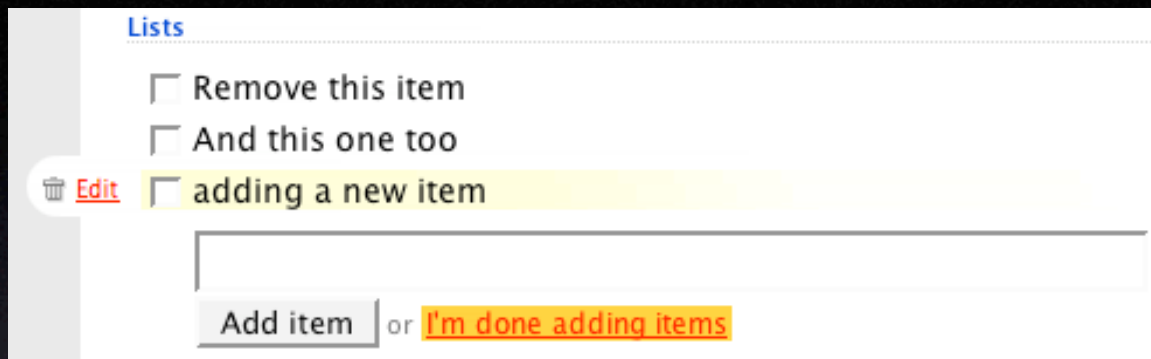
Hover Invitation

Cursor Invitation

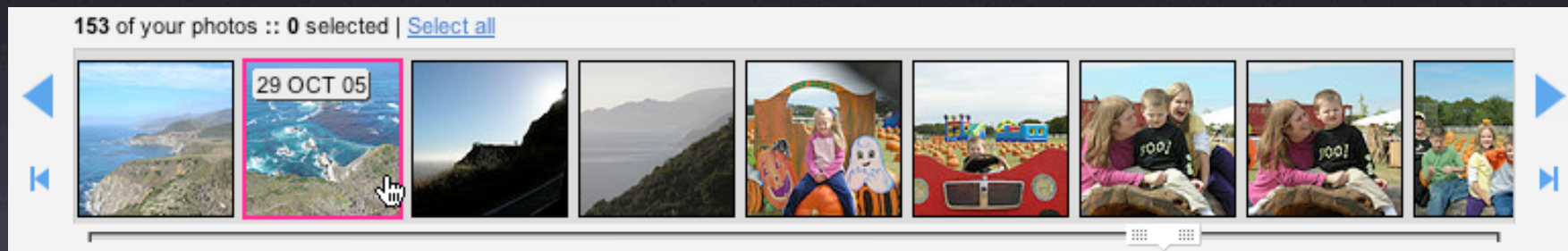
Tooltip Invitation



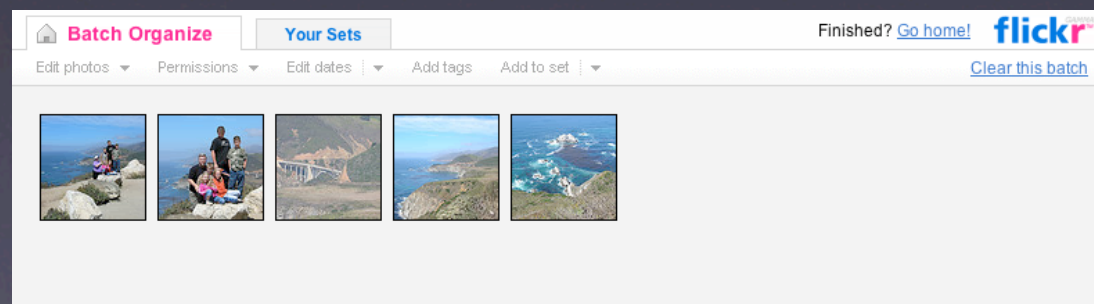
principle. show transitions.



pattern. fade transition + self-healing transition.



pattern. slide + animate.

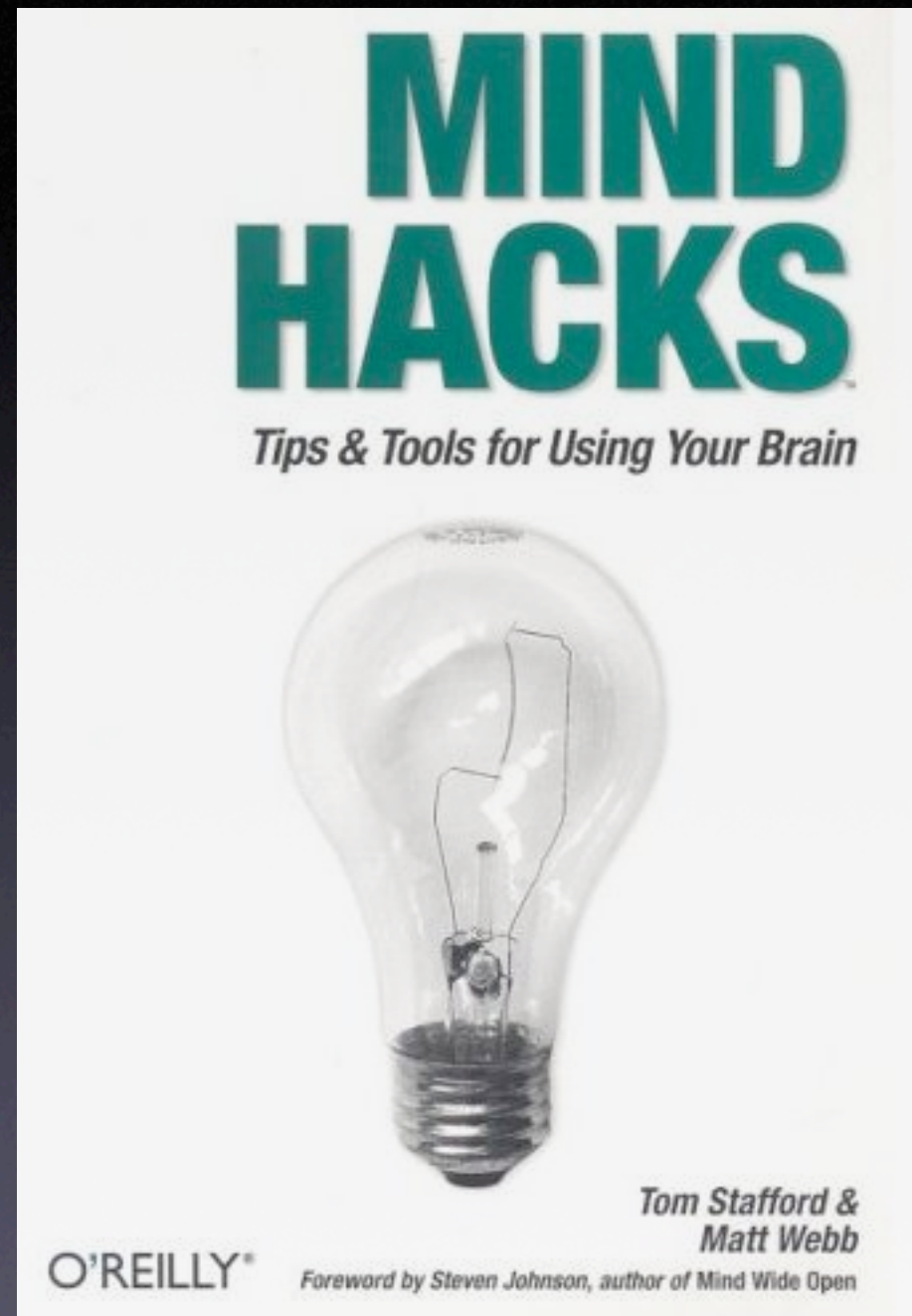


pattern. spotlight.



Speak to the BRAIN

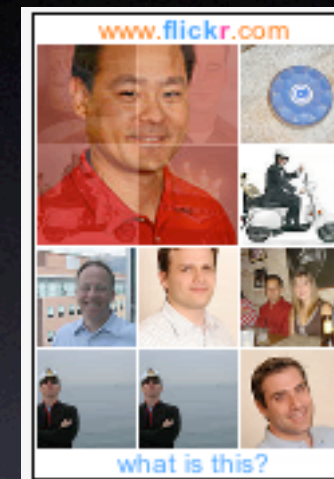
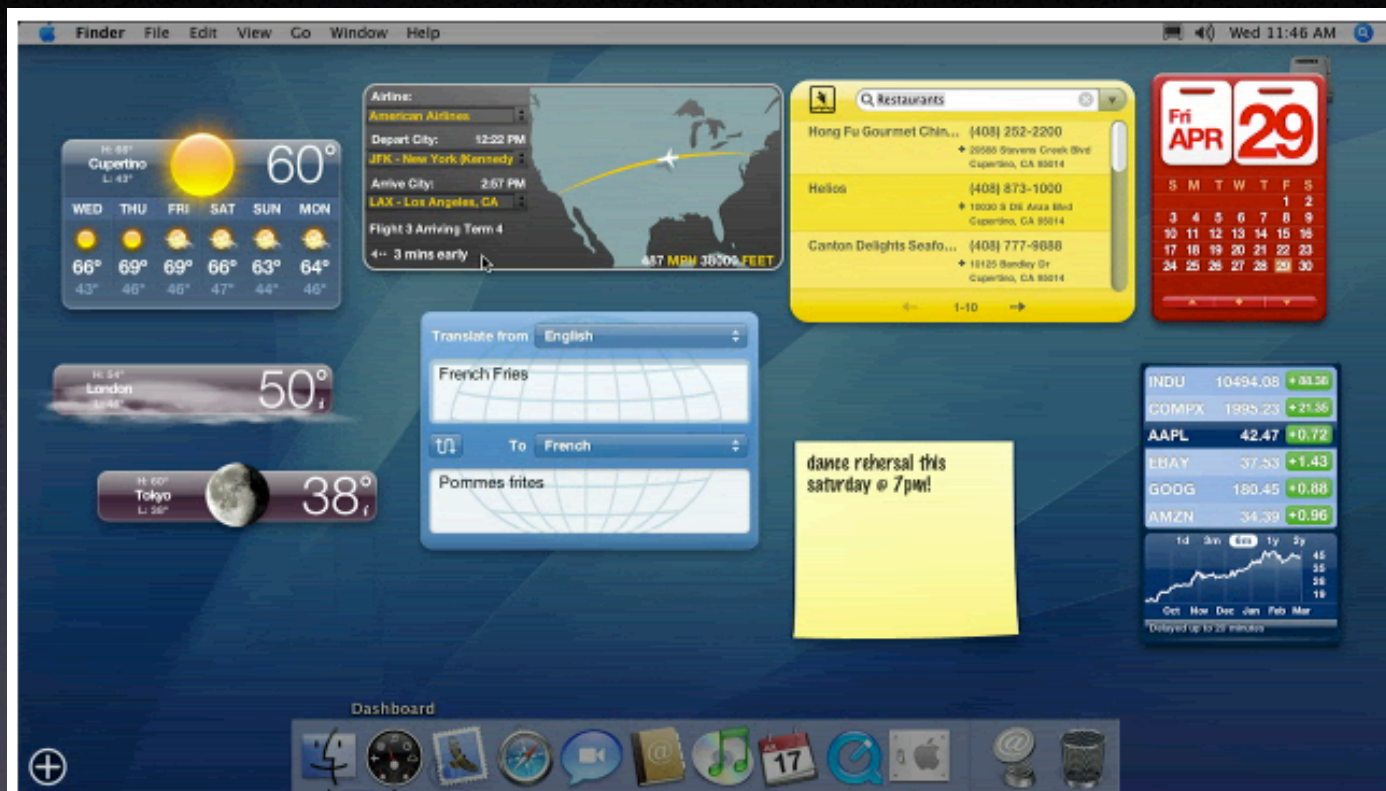
Understanding attention processing



Speak to the BRAIN

Understanding attention processing

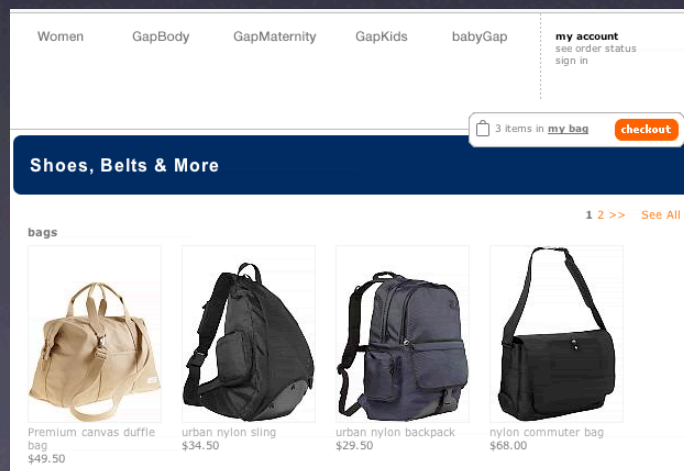
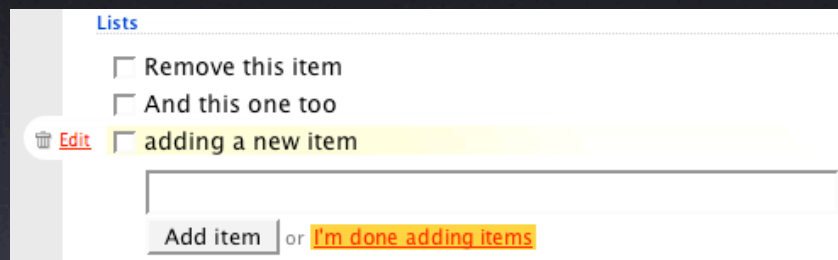
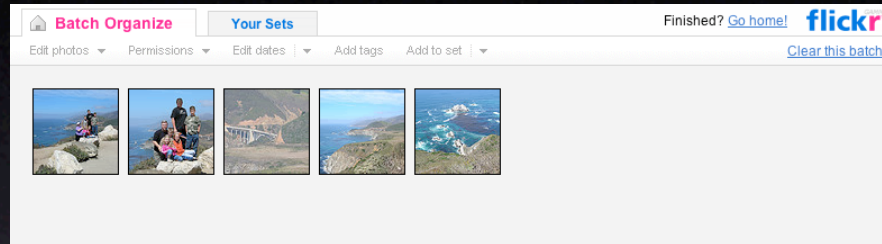
Sending the wrong message



show transitions

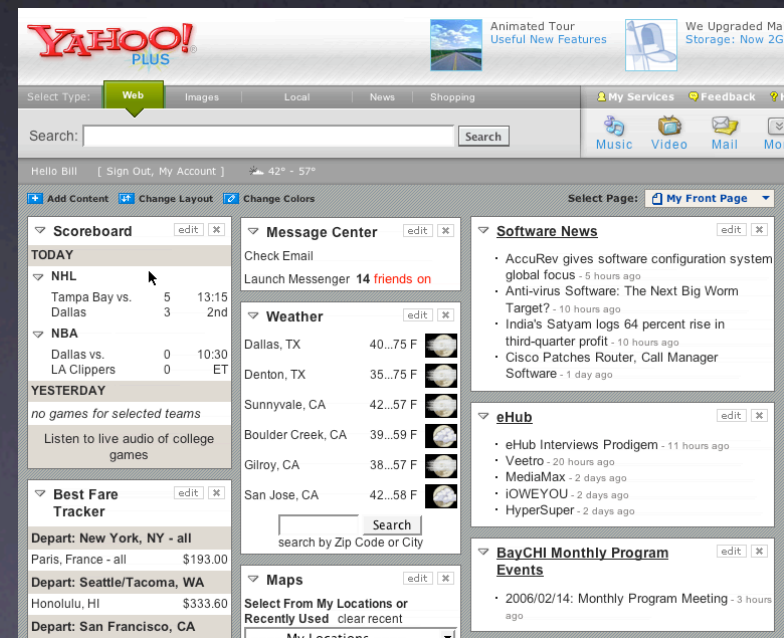
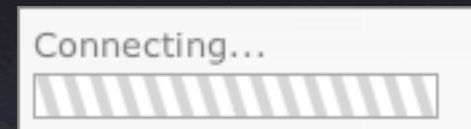
Speak to the BRAIN

Understanding attention processing
Sending the wrong message



What you can communicate

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



show transitions

Speak to the BRAIN

Understanding attention processing

Sending the wrong message

What you can communicate

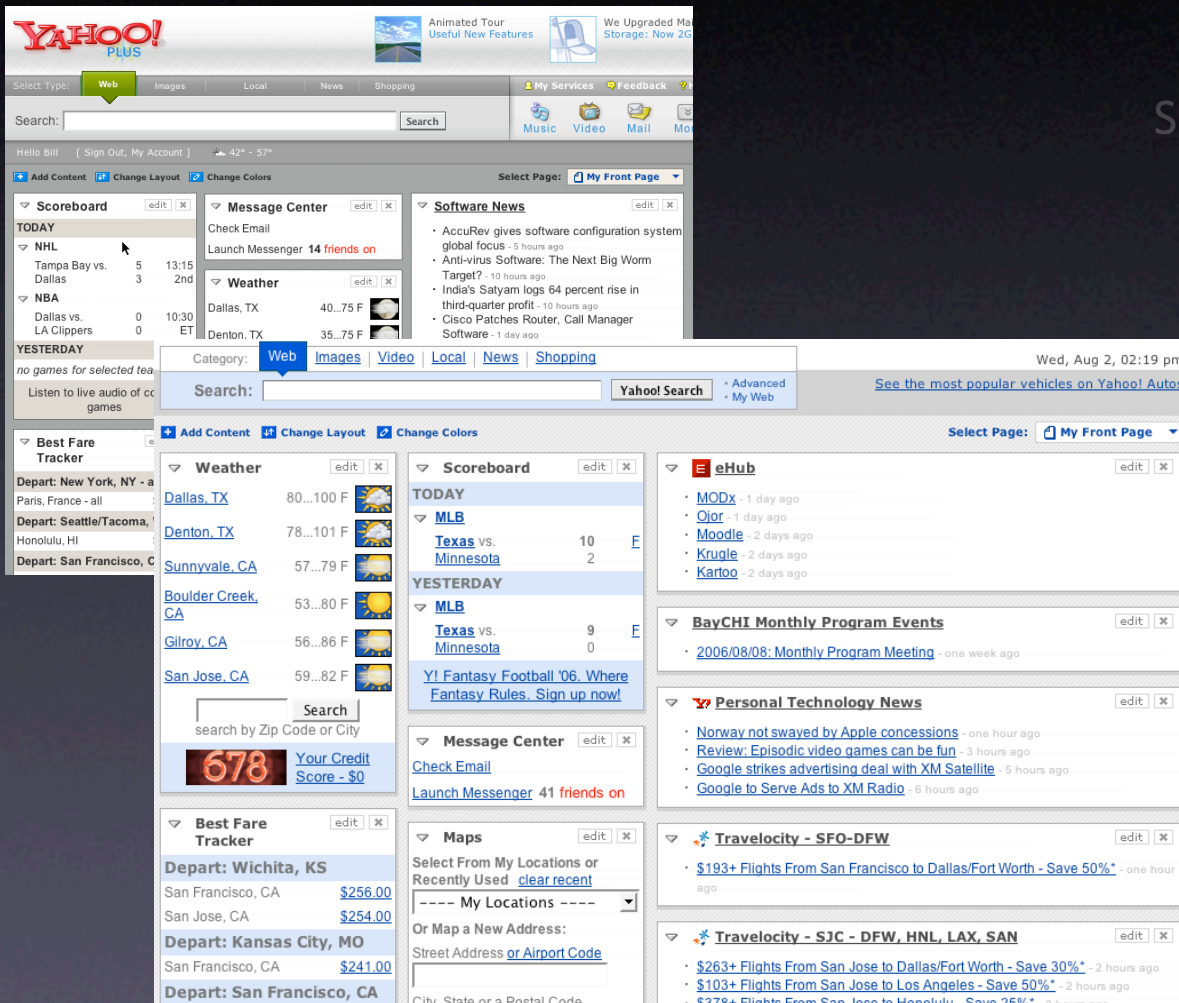
Speed up time

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



key principle

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



principle. think in objects.

Schedule View **Map View** Expand all

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

Yosemite National Park

[Home](#) [Photo](#) **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: [\[Add \]](#)





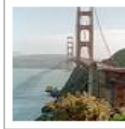
Scheduled Items

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

- [Home](#) [Photo](#) **Yosemite Lodge**
- [Home](#) [Photo](#) **Tunnel View**
- [Home](#) [Photo](#) **Bridalveil Falls Day Hike**

pattern. Shareable Object.


Other trips you might like ... [Browse All Public Trips »](#)


				
<p>The Ultimate A... by ajrao1918 Copy this trip</p>	<p>SF Trip by pilak_shah Copy this trip</p>	<p>6 Parks in 8 d... by jacorebb Copy this trip</p>	<p>Yosemite by whiskeywom... Copy this trip</p>	<p>Cali Baby! by ibily78 Copy this trip</p>




The power of sharing

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

 [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](#)




YAHOO! TRAVEL Welcome, **b.scott**
[\[Sign Out\]](#) [\[My Account\]](#) [Travel Home](#) - [My Travel](#) - [Help](#)




TRIP PLANNER [Explore](#) [Browse Trips](#) [Create a Trip](#) [Search](#)

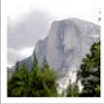

We're giving away two plane tickets a day! [Create a trip for your chance to win.](#)

Public Trips [Search](#)

164 trips found

 **Yosemite**  (4)  (4)
10 day trip by [tabicat_2005](#) ([View tabicat_2005's trips](#))
YOSEMITE NATIONAL PARK
Trip to Yosemite in the new trailer. Jessica, Jaleh, Tabitha's one week get-away!
[Copy and customize](#) (11 people have!)

 **Yosemite**  (16)  (10)
By [matt_mlinac](#) ([View matt_mlinac's trips](#))
YOSEMITE NATIONAL PARK, GROVELAND
Spring trip to Yosemite
[Copy and customize](#) (9 people have!)

 **Yosemite**  (1)
12 day trip by [wasitova](#) ([View wasitova's trips](#))
YOSEMITE NATIONAL PARK
Travel on the way to Yosemite and back
[Copy and customize](#) (3 people have!)



think in objects

The power of sharing
Bloggable, shareable, findable
How to dial-in community
Collections

The screenshot shows a web application interface for an 'EVENTS BROWSER'. At the top, it displays 'San Francisco CA' and '17 RESULTS'. The main content area is divided into three sections:

- Map:** A map of San Francisco with three red circular markers labeled 1, 2, and 3. Marker 1 is near the Golden Gate Park area, marker 2 is near the Panhandle area, and marker 3 is near the University of San Francisco area. The map includes street names like 'Fulton St', 'Van Ness Ave', and 'Grove St'. A 'make start location' link is visible below the map.
- Calendar:** A calendar for April 2006. The days of the week are listed as M, T, W, T, F, S, S. The dates 10, 11, and 12 are highlighted in green, indicating events for those days.
- Event Categories:** A list of categories including 'All Art', 'Country &', 'Western Folk Music Misc', 'Events Museums & Galleries', 'Music Rock & Pop Sports', and 'Theater'.

On the right side of the interface, there is a list of event collections:

- 1 MH De Young Memorial ... 12 Events
- 2 Strybing Arboretum 3 Events
- 3 Amoeba Music 2 Events

Web 2.0 as a platform

Rich objects fit the SOA model

Creates a good separation of concerns

Mashups



key principle

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



key principles

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.



pattern library.
yahoo! blog.
my blog.
this presentation.

developer.yahoo.com/ypatterns
yuiblog.com
looksgoodworkswell.com
billwscott.com/share/presentations/baychi/

The screenshot shows the top of the Yahoo! User Interface Blog. It features a yellow header with the title "YAHOO! USER INTERFACE BLOG" and a subtitle "News and Articles about Designing and Developing with Yahoo! Libraries." Below the header is a navigation bar with "Blog" and "About" tabs, and a search box. The main content area displays a post titled "Yahoo! Design Pattern Library Released" dated February 13, 2006, by Bill Scott. The post text begins with "I'm excited to announce that today we are releasing the Yahoo! Design Pattern Library to the public under a friendly Creative Commons License." To the right of the main text are sections for "SYNDICATE" with "MY YAHOO!" and "RSS" buttons, and "RECENT POSTS" listing other articles like "Developing a JavaScript Library for Yahoo!" and "Welcome to the Yahoo! User Interface Blog".

The screenshot shows the "Design Pattern Library" page on the Yahoo! Developer Network. The page has a yellow header with the "YAHOO! DEVELOPER NETWORK" logo and a "Design Pattern Library" title. A navigation sidebar on the left is organized into "USER NEEDS TO" and "APPLICATION NEEDS TO" sections. The "USER NEEDS TO" section includes categories like "NAVIGATE" (Faceted Navigation, Fly-out Menus, etc.), "EXPLORE DATA" (Auto Complete, Calendar Picker, etc.), "GIVE FEEDBACK" (Ratings & Reviews), "PERFORM ACTION" (Drag and Drop, Sliders), and "CUSTOMIZE". The "APPLICATION NEEDS TO" section includes "CALL ATTENTION", "IMPROVE READABILITY", "GROUP RELATED ITEMS", and "ORGANIZE SCREEN/PAGE". The main content area features a "Welcome" message, a "What's a Pattern?" definition, and a "Recent Patterns" section. Each pattern entry includes a small image of the pattern in use, a title, and a brief description of the user need it addresses. For example, "Auto-Complete" is described as "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." The "Recent Patterns" section includes examples like "Travel > Guides > North America > United States > New York > New York City > Things to do" and "Ask Yahoo! > Thursday, February 9 > Weather > What's the weather in...".

