

interactive language of attention.



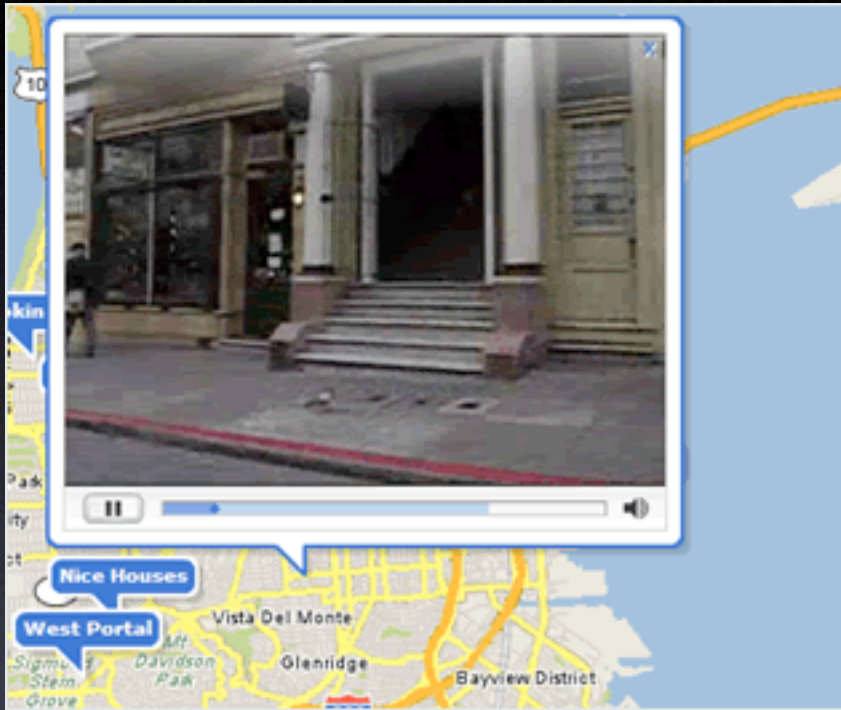
attention. tribes pay attention.



attention. tribal platform.



tribal platform. Yahoo! Developer Network



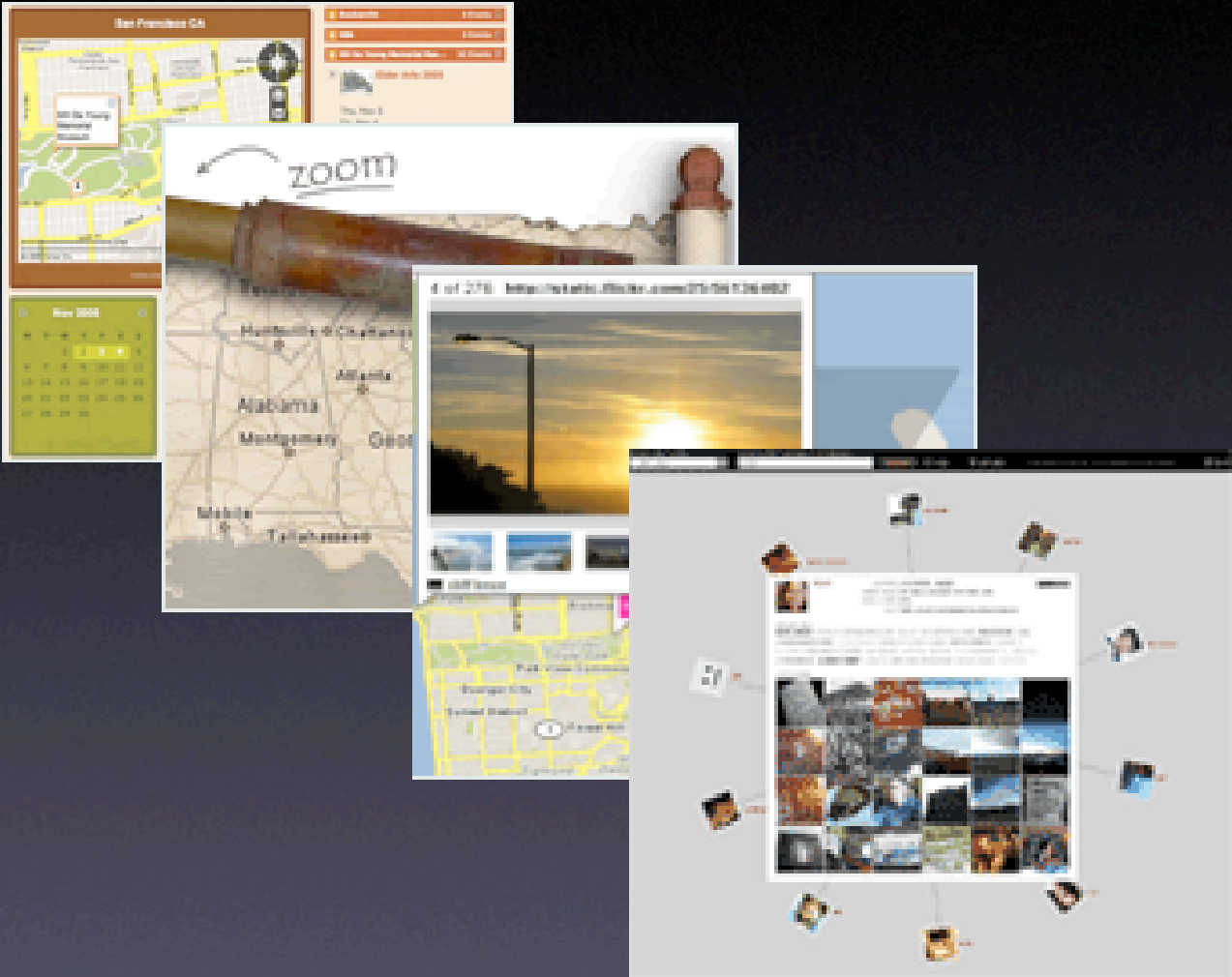
del.icio.us. Finance. Flickr.
HotJobs. Maps. Merchant
Solutions. Music. Search.
Search Marketing. Shopping.
Traffic. Travel. Upcoming.org.
Weather. Webjay.

Yahoo! Developer Network - JavaScript Developer Center

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



tribal platform. internal tribes.



tribal platform. internal tribes.

Edward Ho
(9 min ago)
On the way.

Jonathan Trevor
(17 min ago)
I'm here.

Karon Weber
(1 min ago)
Meet me here.

Jonathan Trevor
(17 min ago)
I'm here.

Samantha Tripodi
(3 min ago)
It's too crowded!

See your friends on a mobile map. Anywhere. Outside or inside.

chaddickerson.com



two recent examples.

Yahoo! Design Pattern Library.

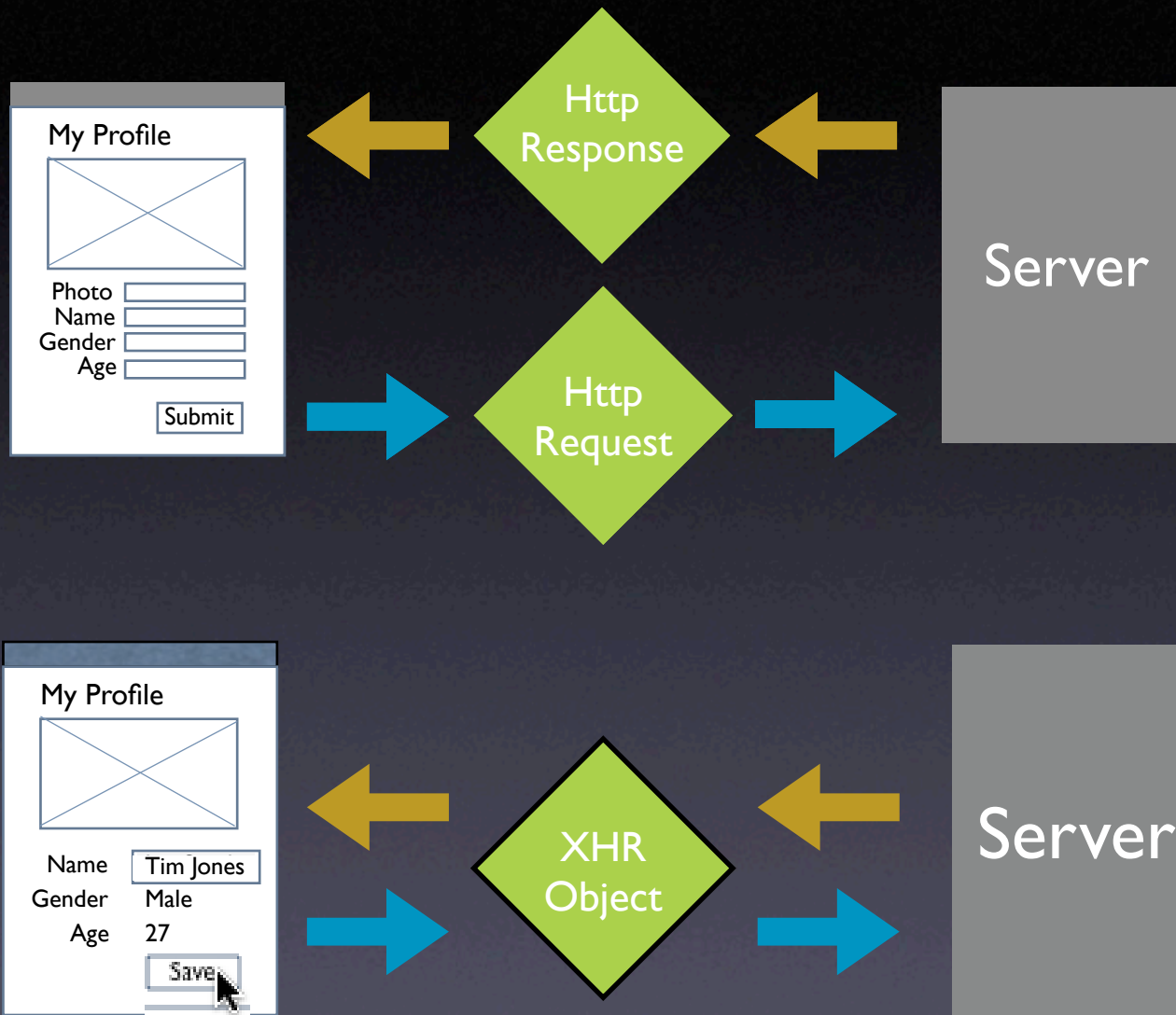
Yahoo! User Interface Library.



design tribe. pattern library.

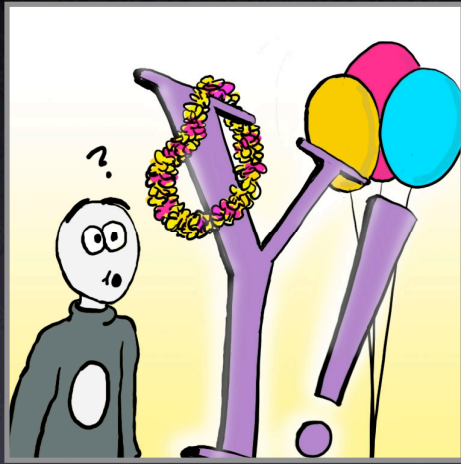


design tribe. new model.



attention. engaging.

Wow!

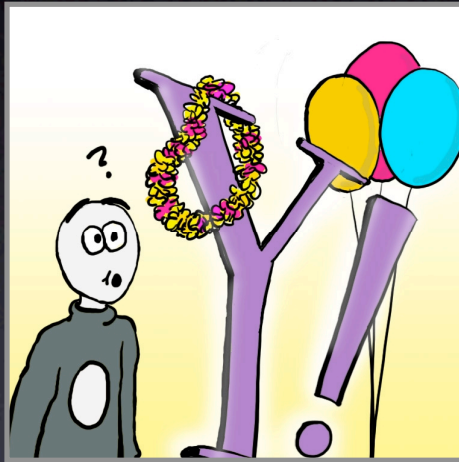


engaging



attention. relevant.

Wow!



engaging

Delight!

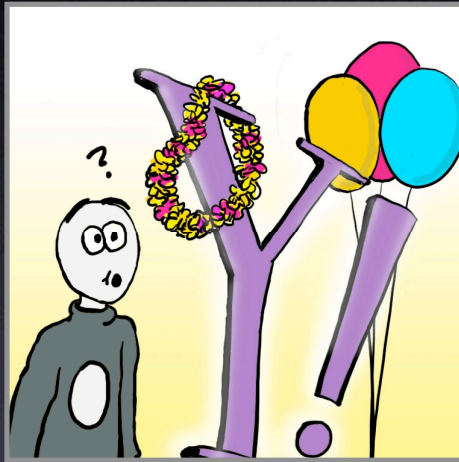


relevant



attention. loyalty.

Wow!



engaging

Delight!



relevant

Love!



loyalty



design tribe. vocabulary.

interactive patterns of attention



patterns. immediacy.

Ask Your Question

1. Enter your question
You can ask 5 more questions today.

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

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

You have 1000 characters to work with.

pattern. Live Suggest.

To: Show BCC

Cc:

Subject: Plain Text

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

pattern. Auto Complete.

Find Athletes and Countries

PRESENTED BY CHEVROLET

Medal Count

				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](#)



patterns. directness.

The screenshot shows the Yahoo! Plus homepage with a search bar at the top, navigation tabs (Web, Images, Local, News, Shopping), and a sidebar with various widgets. The widgets include a Scoreboard for NHL and NBA games, a Message Center, Weather forecasts for several cities, Software News, eHub, and BayCHI Monthly Program Events. The interface is clean and organized, with clear labels and icons for each section.

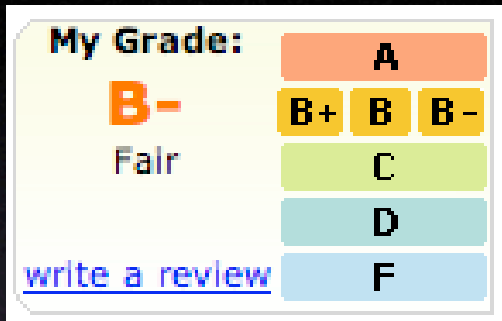
pattern. Drag and Drop.

The screenshot shows the Rocky Waters website with a large, high-quality photograph of a rocky coastline. The website has a clean, minimalist design with a white background and a navigation bar at the top. The navigation bar includes icons for adding notes, sending to groups, adding to sets, blogging, all sizes, order prints, rotate, and delete. The main content area is dominated by the large image of the rocky coastline, which is framed by a thin white border.

pattern. Inline Editing.

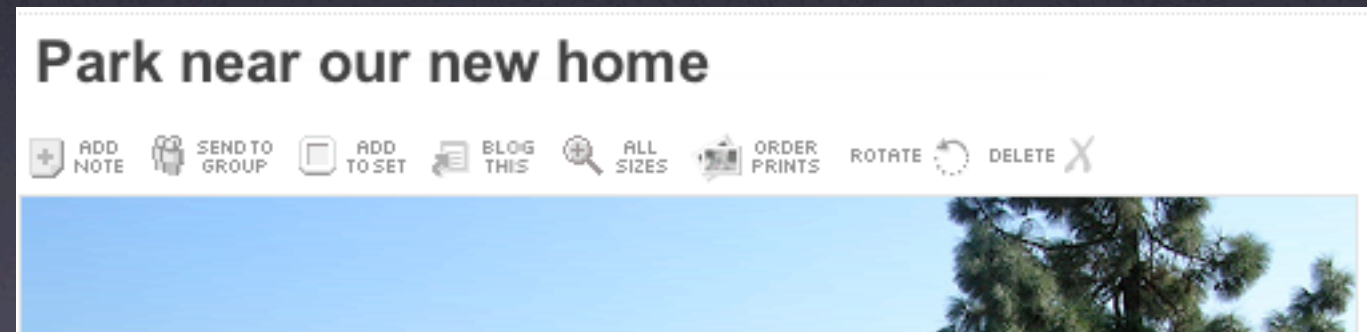


patterns. invitational.



A screenshot of a grade selection interface. It features a vertical list of grade options: A (orange), B+ (yellow), B (yellow), B- (yellow), Fair (light green), C (light green), D (teal), and F (light blue). The 'B-' option is highlighted in orange. To the left of the 'B-' option, the text 'My Grade:' is visible. Below the 'B-' option, the word 'Fair' is displayed. At the bottom left, there is a blue link that says 'write a review'.

pattern. Hover Invitation.

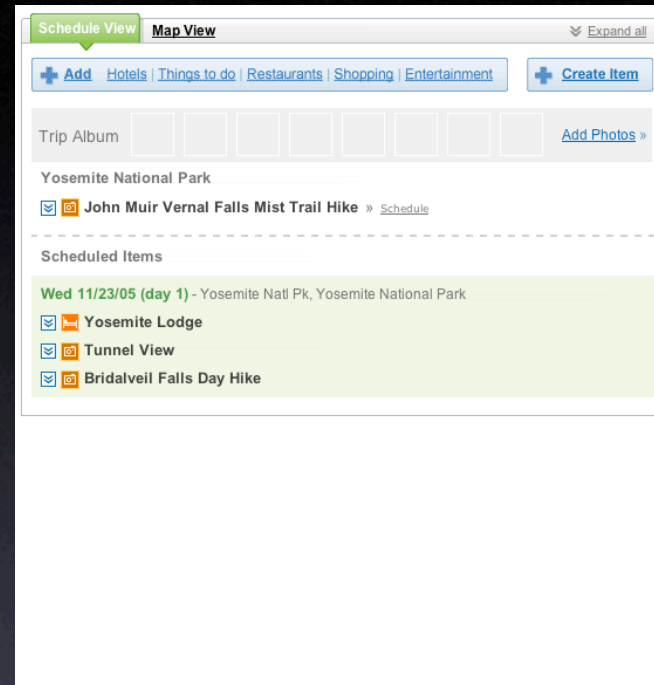
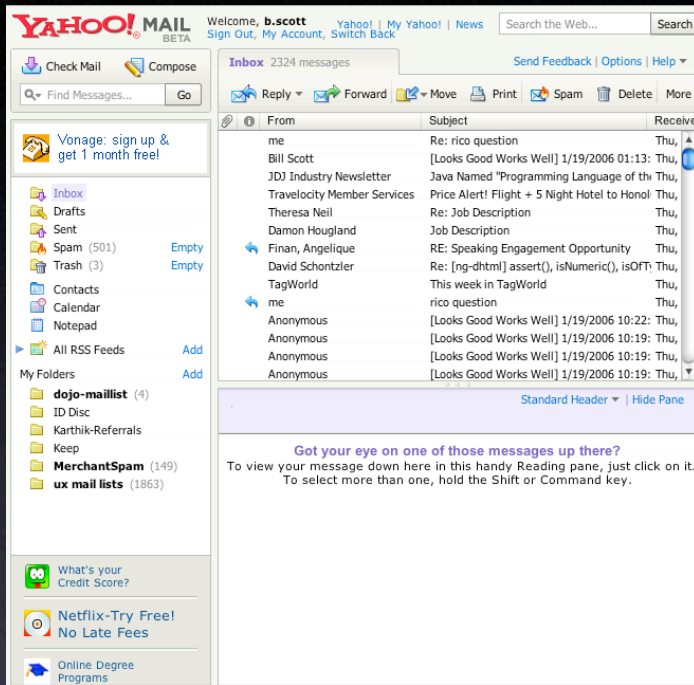


A screenshot of a toolbar for an image gallery. The title 'Park near our new home' is at the top. Below the title is a row of icons and labels: 'ADD NOTE' (plus icon), 'SEND TO GROUP' (group icon), 'ADD TO SET' (document icon), 'BLOG THIS' (document icon), 'ALL SIZES' (magnifying glass icon), 'ORDER PRINTS' (printer icon), 'ROTATE' (circular arrow icon), and 'DELETE' (X icon). Below the toolbar is a large blue rectangular area, and to the right, a portion of a photograph showing green trees against a blue sky.

pattern. Tooltip Invitation + Hover Invitation.



patterns. without boundaries.



pattern. Endless Scrolling.

pattern. In Context Expand.



pattern. Hover Details.



patterns. light footprint.

The screenshot shows a product page for a 'Pique polo' shirt. At the top right, there is a shopping bag icon with '0 items in my bag' and a 'checkout' button. The product title 'Pique polo' is followed by 'only at gap.com'. Below this are tabs for 'overview' and 'you'll also like'. The 'overview' tab is active, showing product details: 'Soft cotton pique knit. Short-sleeved, button neckline.' and a list of features: 'Need large quantities? Click for Corporate Apparel' and '100% Cotton. Machine wash. Imported.'. There are tabs for 'regular' and 'tall' sizes. A 'Buy More and Save' section shows a price of '\$29.50' with a 'Buy 2 or more, \$25.00 each' offer. Below this are color swatches for 'royal grape' and other colors. A size selection section shows options from 'XS' to 'XXXL'. At the bottom, there is a quantity selector set to '1', the price '\$29.50 \$9.99', and an 'add to bag' button.

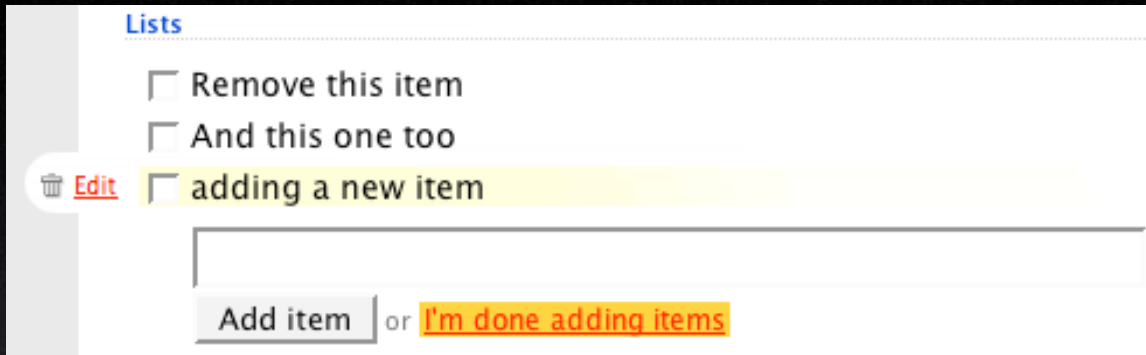
The screenshot shows a 'RECOMMEND THIS STORY' widget. It features the text 'Recommend It:' followed by five empty star icons. To the right, it says 'Average (63 votes)' followed by five filled red star icons.

pattern. Rating an Object.

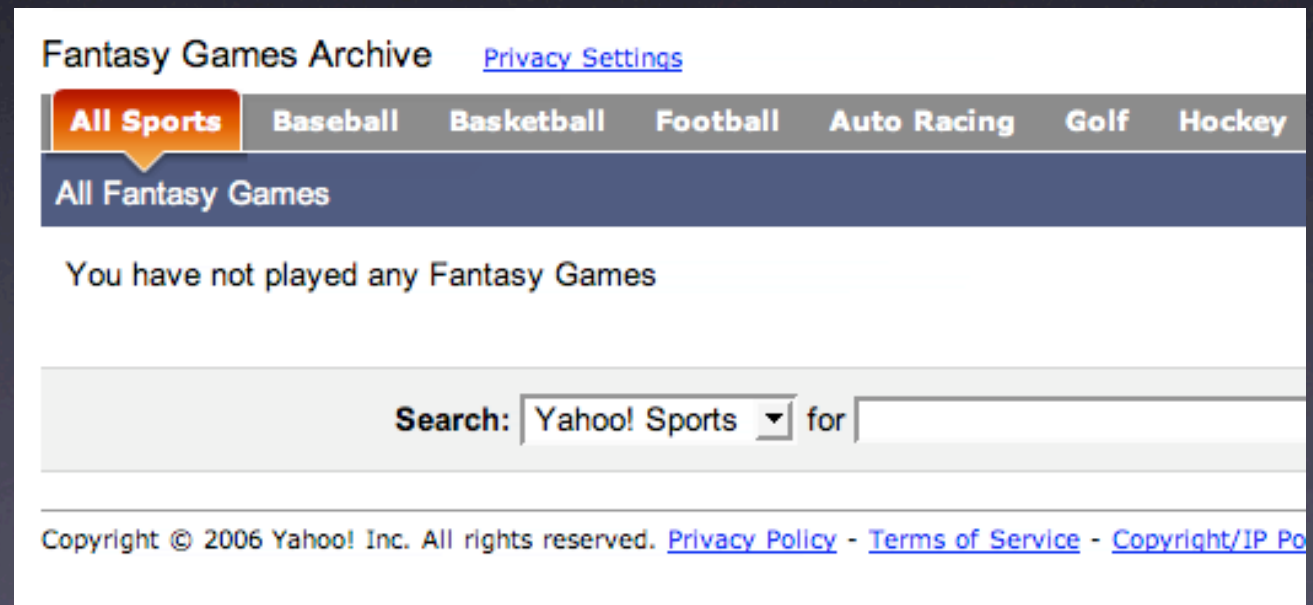
pattern. Remembered Collection.



patterns. cinematic.



pattern. Fade Transition + Self-Healing Transition.



pattern. Slide + Fade In + Fade Out.



patterns. rich content.

Schedule View | **Map View** Expand all

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

Yosemite National Park

[Home](#) | [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: [\[Add \]](#)





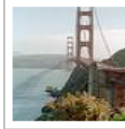
Scheduled Items

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

- [\[Home \]](#) Yosemite Lodge
- [\[Home \]](#) Tunnel View
- [\[Home \]](#) 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>



interactive design patterns for attention.

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



Yahoo! Design Pattern Library Released 2/13

Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

USER NEEDS TO

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

APPLICATION NEEDS TO

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

Welcome

Welcome to the Yahoo! Design Pattern library with the design and development hope to be a monthly release cycle have bundled the patterns with point [Code Library](#). We hope this is a use

What's a Pattern?

A pattern describes an optimal solution

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.
- [Module Tabs](#)
The user needs to navigate through one or more stacked panes of content without refreshing the 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.

USER NEEDS TO

- NAVIGATE
 - Breadcrumbs
 - Faceted Navigation
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 - Tabs
 - Module Tabs
 - Navigation Tabs
- EXPLORE DATA
 - Auto Complete
 - Calendar Picker
 - Pagination
 - Item Pagination
 - Search Pagination
- ORGANIZE DATA
- GIVE FEEDBACK

Ratings and Reviews

Problem Summary

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

Solution Patterns

- [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 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.

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

Alma St
Menlo Park, CA 94025

Cross Street:
Between Alma Ln and Ravenswood Ave

Average Rating (7)
Read 7 reviews

Average
Write a Review

Play

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

Use When

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

Solution

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

QUICK JUMP

- [Solution](#)
- [Rationale](#)
- [Accessibility](#)

RELATED PATTERNS

- [Ratings and Reviews](#)
- [Architecture of a Review](#)
- [Writing a Review](#)

AS USED ON YAHOO!

- [Yahoo! Local](#)
- [Yahoo! Shopping](#)
- [Yahoo! Custom Autos](#)
- [Yahoo! Movies](#)

BLOG

- [Blog Article](#)

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surfacing a vocabulary.



surfacing a vocabulary.
exposing solutions.



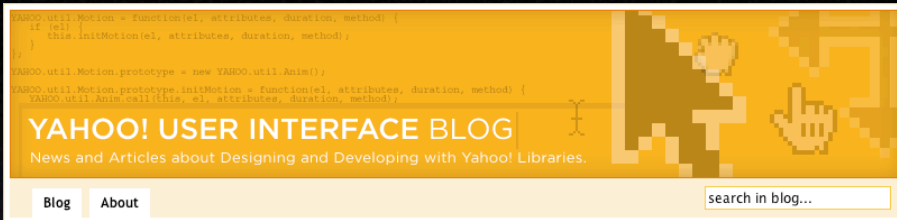
developer tribe.



developer tribe. exposing solutions.



Yahoo! User Interface Library Released 2/13



Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Developing a JavaScript Library

February 17, 2006 on 12:17 pm by Eric Miraglia

When we set out about a year ago to build a specific set of challenges to address. First, we wanted engineers to spend more time working on doing cross-browser tuning of generic interfaces, and a talented, and creative pool of developers to develop shared libraries that normalize our experiences of Yahoo! products.

Creating the library represented a significant challenge among the larger front-end engineering team. Having now made the library publicly available, we wanted to share with you some of the things we learned.

Yahoo! UI Library

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

Yahoo! User Interface Library

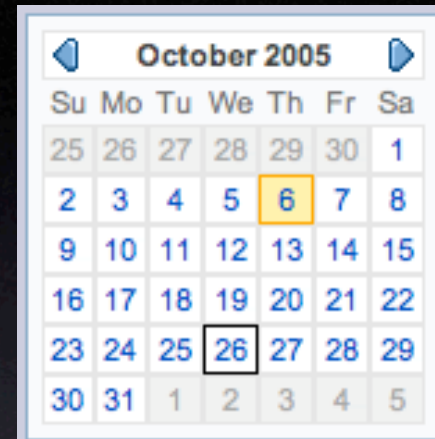
The Yahoo! User Interface Library is a set of utilities and controls, written in JavaScript, for building richly interactive web applications using techniques such as DOM scripting, HTML and AJAX. The UI Library Utilities facilitate the implementation of rich client-side features by enhancing and normalizing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

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

- [Getting Started](#)
- [Licensing](#)
- [Download](#)
- [Components](#)
- [Design Patterns](#)
- [Articles](#)
- [Support & Community](#)

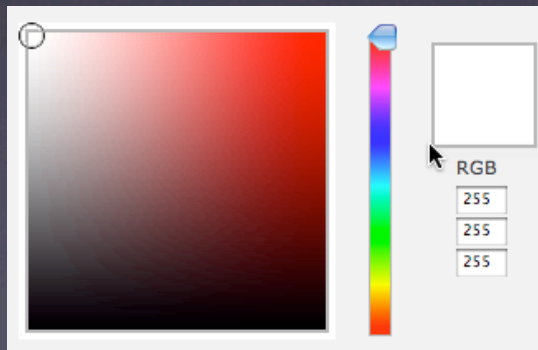
Getting Started

To get started with the Yahoo! UI Library:



APPLICATION NEEDS TO

- ▼ **CALL ATTENTION**
 - ▶ Help
 - ▶ Invitation
 - ▶ Jump to Details
 - ▶ Progress Indication
 - ▶ Transitions
 - ▶ Zoom
- ▶ **IMPROVE READABILITY**
- ▶ **GROUP RELATED ITEMS**
- ▶ **ORGANIZE SCREEN/PAGE**



Yahoo! User Interface Library Released 2/13

Drag and Drop Modules

Problem Summary

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

EXAMPLE:

Weather Menlo Park, CA 43...75 F

Calendar February 2006

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	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	1	2	3	4

Today is **February 09, 2006**

Today Add Event
No events scheduled.

Friday Add Event
No events scheduled.

Saturday Add Event
No events scheduled.

Maps
Select From Recently Used
---- My Location
Or Map a New Address:
Street Address or Airport Code
City, State or a Postal Code
U.S.
Get Map Play

Re-arranging modules with drag and drop on [My Yahoo!](#)

QUICK JUMP

- [Solution](#)
- [Rationale](#)

RELATED PATTERNS

- [Drag and Drop](#)

CODE EXAMPLE



[Drag & Drop Utility](#)



[Drag & Drop Demos](#)



surfacing a vocabulary
+
exposing solutions



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



<http://yuiblog.com>

<http://developer.yahoo.net>

<http://developer.yahoo.net/yui>

<http://developer.yahoo.net/ypatterns>

