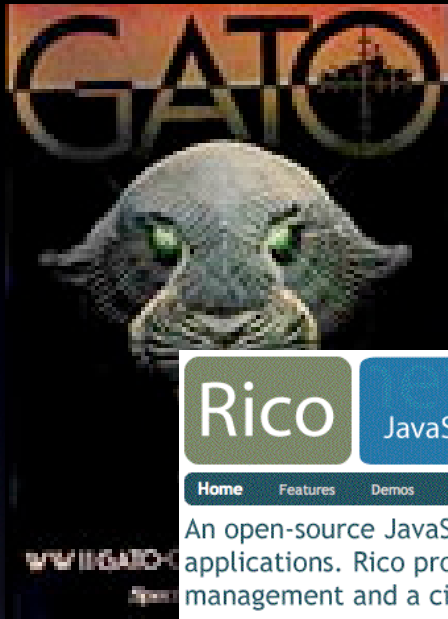


# Anti-Patterns

Designing for the Poor Web Experience

Bill Scott  
Yahoo! Ajax Evangelist  
[bscott@yahoo-inc.com](mailto:bscott@yahoo-inc.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, DOM 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* effort from the Ruby on Rails folks.

#### OPEN SOURCE

Rico is provided 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 techniques for creating interactive web interfaces. The key ingredients are the JavaScript XMLHttpRequest object and the DOM. Rico provides a very simple interface for request handlers as well as HTML elements as Ajax response objects. Multiple objects may be updated as the result of a single request.

Want to get started learning? Check out our Ajax tutorials on the Rico website.

#### DRAG AND DROP

Desktop applications have long used drag and drop interfaces to simplify user interaction. Rico provides the simplest interfaces for enabling user support drag and drop. Just register any JavaScript object as a draggable and Rico handles the rest.

#### CINEMATIC EFFECTS

When actions are no longer occurring just a simple transition can communicate change in the user interface. Rico provides several cinematic effects for the user interface.

#### BEHAVIORS

Take some raw HTML and sprinkle in some Rico and you can get an *Accordion* component. Just nest some DIVs and with one line of JavaScript. And the latest behavior is connect an HTML table up to a stream of data 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!

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
  - 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
      - 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.

#### 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 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 items from a potentially set of sorted data that will not be easy to display on 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.

#### Scratchpad

Add Website to Scratchpad

#### Projects(3)

##### National Mapping - Fab Facts, Landforms

<http://www.ga.gov.au/education/fab>

Geography: Landfor...

Add Website to Project

##### Civil War Battles

Add Website to Project

##### Create a new Project



Home

Explore

Connect

How to

Search

Welcome to Yahoo!  
A place for educators to find

## Featured Projects



**California Mission Social Studies**

★ 12 Teachers like

9 Teachers copied

Discover educators like you



**Anna Log**

Grade 1, 2, 3  
Generalist/Homeroom



**Michael M**

Grade 4  
Science/Mathematics



**Nancy P**

Grade 4  
Generalist/Homeroom



**Arkyscience**

Grade 4, 5, 6  
Science



**The Civil War Home Page**

Dedicated to the participants, both North and South, in the great American Civil War  
1861 - 1865

[Home](#) | [Email](#)

**Recommend A New Link**

Do you have a Civil War related web site or a site to recommend?

[Submit Your Link](#)

**Links Database**

Our Links Database has thousands of Civil War related links. Enter your Search Term or Select from a Predefined Category.

Enter Search Term

[Abolition & Slavery](#)

[Associations](#)

[Battles](#)

[Documents](#)

[General Interest](#)

[Letters & Diaries](#)

[People](#)

[Photos](#)

[Reenacting](#)

[Shops & Dealers](#)

[Unit Information](#)

**Photos Database**

Our Photos Database has over 1,100 of Civil War related pictures, images and Cartes de Visite (CDV) photographs. Enter your Search Term or Select from a Predefined Category.

**Welcome!**

Welcome to the Civil War Home Page, one of the largest and most comprehensive collections of Civil War related material available on the Internet.

Click to view full size

**View Civil War Battle Maps**

- [1. Battle of Antietam](#) (large file 2,482k)
- [2. Battle of Gettysburg](#) (large file 2,130k)
- [3. Battle of Fredericksburg](#) (large file 1,776k)
- [4. Battle of Shiloh](#) (large file 638k)
- [5. Andersonville Prison](#) (large file 1,582k)

**Most Requested Pages**

- [1. Sullivan Ballou's Letter to his Wife](#)
- [2. The Gettysburg Address - Abraham Lincoln](#)
- [3. Timeline of Events Leading to the Civil War](#)
- [4. Women and the Civil War - Duke University](#)
- [5. Virginia Military Institute Archives](#)

**Most Requested Research Pages**

- [1. Union Troops Furnished and Deaths](#)
- [2. Official Records - Joshua Lawrence Chamberlain, Gettysburg Report](#)
- [3. North American Slave Narratives](#)
- [4. Results of 1860 Census](#)
- [5. Ordinances of Secession of the 13 Confederate States of America](#)

**Interactive Pages**

[Message Board](#)

**Official Records**

Battle Reports from the Official Records of the Union and Confederate Armies written by the Commanding Generals

**Fredericksburg**

- [- Ambrose Burnside](#)

**Gettysburg**

- [- Joshua Lawrence Chamberlain](#)
- [- Robert E. Lee](#)
- [- James Longstreet](#)

**Bull Run/Manassas**

- [- Thomas "Stonewall" Jackson](#)
- [- Irvin McDowell](#)

**Antietam / Sharpsburg**

- [- Robert E. Lee](#)
- [- George McClellan](#)

**Shiloh / Pittsburg Landing**

- [- Ulysses S. Grant](#)

**Dyer's Compendium**

State and Territory Detailed Union Regimental Histories

Regimental Histories

Done

Open Notebook

# anti-patterns

## **what are anti-patterns?**

*“Anti-patterns, also called pitfalls, are classes of commonly-reinvented bad solutions to problems. They are studied as a category so they can be avoided in the future, and so instances of them may be recognized when investigating non-working systems. The term originates in computer science, apparently inspired by the Gang of Four's book Design Patterns, which displayed examples of high-quality programming methods.” - Wikipedia, Anti-Pattern.*

## **interaction design anti-patterns**

*Like the software anti-pattern counterparts, the following anti-patterns are common pitfalls to avoid.*



# anti-patterns

big ball of mud. **meandering way.**

**borg idiom.** **tiny targets.** mystery meat.

buried treasure. **hover and cover.**

**pogo stick navigation.** **novel notions.**

against the flow. **metaphor mismatch.**

**double duty.** **linkitus.** blind type.

**windows aplenty.** **animation gone wild.**

**misguided misdirections.** unmarked hazards.

**missed moments.** missing scene.

**one at a time.** **non-symmetrical actions.**

*Note: anti-patterns denoted in **bold** are discussed in this talk.*

# anti-pattern. **borg idiom**

## **summary**

*Not all idioms play well together. Some idioms are more powerful than others. For example, tree controls, drag and drop, selection mechanisms all set up an “interaction theme”.*

*Just like visual styles need to be consistent, interaction styles also need to be consistent throughout the entirety of the interface*

**Borg Idiom** *is the phenomenon of an idiom (once adopted) assimilating the rest of the interface. Sometimes the assimilation is just the fact that one idiom dominates due to the way the interface clues the user to their presence.*




# anti-pattern. borg idiom

*Original design did not accurately reflect the hierarchical nature of projects containing documents.*

*The tab idiom incorrectly communicated that these objects were in parallel.*


## My Portfolio




Project Author:  
**Bill Scott**  
🍎 21

Create a new Project

### Scratchpad (1112)



Lady Bird Johns...  
8 days ago



### Projects (9)

Project name	Last update	Description	Topic
 Geography: Landforms Copy ★ 0	15 seconds ago	Introduces students to a variety of land forms in the United States. Location of the landforms is also explored.	Social studies, the arts
	5 days ago	Método de	Language

### Documents (10)

# anti-pattern. **borg** idiom

*An initial redesign proposed using a tree control. It would communicate projects contain documents. It would also become a navigation that would naturally repeat itself to the “gobbler” as well*

*Tree controls are a “strong” idiom. They are not very friendly on the web. They require some dexterity to navigate. They play better on a desktop where “controls” are favored over “active content”.*








# anti-pattern. borg idiom




*The final approach was to take a more content-driven approach rather than a “control-oriented” approach. This fit nicely with the rest of the interface, leaving all of the site to look like normal web pages.*


## My Portfolio

 **Create a new project**

 7 projects in my portfolio  
 10 documents in my portfolio

**SORT BY:** Most recent | [A - Z](#) | [Most points](#)


  **Project Name Here** (last updated 20 hours ago) [view](#) | [delete](#) 



**Subject area here**



Project description lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur molestie sodales leo. Cras consequat elementum quam. Morbi lacus libero, interdum et, hendrerit eget, ultrices vitae, augue.



**CA, Grade 4, 5**




 [View Standards](#)




[edit project info](#)




**DOCUMENTS:**

 **Document Name Here** (last updated 3 days ago) [preview](#) | [edit](#) | [delete](#)   
[sampledocumenturl.com](#)

 **Document Name Here** (last updated 6 days ago) [preview](#) | [edit](#) | [delete](#)   
[sampledocumenturl.com](#)

  **Project Name Here** (last updated 2 days ago) [view](#) | [delete](#) 

  **Project Name Here** (last updated 4 days ago) [view](#) | [delete](#) 

  **Project Name Here** (last updated 12 days ago) [view](#) | [delete](#) 

# anti-pattern. borg idiom

*Three idioms living in parallel with each other. The old style overwhelms the other two.*

The image shows three overlapping screenshots of a Yahoo! homepage, demonstrating the 'borg idiom' where multiple versions of the same interface coexist. Each screenshot represents a different 'style' or 'idiom' of the user interface.

**Top Screenshot (Leftmost):** Shows the 'Best Fare Tracker' widget with flight details for New York, Seattle/Tacoma, and San Francisco. It includes a search form for 'Find other Best Fares' and a 'Weather' widget for Dallas, TX.

**Middle Screenshot:** Similar to the top one, but includes a 'Message Center' widget with links for 'Check Email' (New mail) and 'Launch Messenger' (28 friends on).

**Bottom Screenshot (Rightmost):** Includes the 'Best Fare Tracker' and 'Message Center' widgets, but also features a 'Scoreboard' widget showing 'NBA' games (Memphis vs. Dallas) and a 'Play Fantasy Baseball on Yahoo!' link.

The overlapping nature of these screenshots illustrates how different UI styles or idioms can coexist on the same page, with the 'old style' (the most complete one) overwhelming the others.



# anti-pattern. borg idiom

*Netflix recently added drag/drop to their movie queue.*

*Notice they were able to mix two idioms without one taking over from the other.*

*Next step? drag drop delete?*

DVDs in Your Queue

Update Your Queue

Priority	Movie Title	Star Rating	MPAA	Genre	Availability	Remove	Move to Top
1	<a href="#">SCTV Network 90: Vol. 2: Disc 1</a>	★★★★★	NR	Television	Now	<input type="checkbox"/>	▲
2	<a href="#">SCTV Network 90: Vol. 2: Disc 3</a>	★ Series Disc ★	NR	Television	Now	<input type="checkbox"/>	▲
3	<a href="#">SCTV Network 90: Vol. 2: Disc 4</a>	★ Series Disc ★	NR	Television	Now	<input type="checkbox"/>	▲
4	<a href="#">The Truman Show</a>	★★★★☆	PG	Comedy	Now	<input type="checkbox"/>	▲
5	<a href="#">SCTV Network 90: Vol. 2: Disc 5</a>	★ Series Disc ★	NR	Television	Now	<input type="checkbox"/>	▲
6	<a href="#">Take the Money and Run</a>	★★★☆☆	R	Comedy	Now	<input type="checkbox"/>	▲
7	<a href="#">The Gathering Storm</a>	★★★★☆	NR	Drama	Now	<input type="checkbox"/>	▲

# anti-pattern. borg idiom

*Two approaches. Object selection (highlight idiom). Item selection (checkbox idiom). Is it possible to marry the two?*

View: [All Messages](#) ▾ Messages 1-25 of 2624 First | Previous | [Next](#) | [Last](#)

▾  ▾

<input type="checkbox"/>	Sender	Subject	Date	Size
<input checked="" type="checkbox"/>	THUNDER BALL PROMOTION 2006	congratulation	Wed Dec 20, 2006	2k
<input type="checkbox"/>	SketchUp	SketchUpdate December 20th	Wed Dec 20, 2006	31k
<input checked="" type="checkbox"/>	Larry Mason	Can you recommend a position ?	Wed Dec 20, 2006	68k
<input checked="" type="checkbox"/>	Brent Ashley	Tools and frameworks re YUI	Wed Dec 20, 2006	2k

Home **Inbox** 2622 messages

Reply ▾ Forward Print Spam Delete More Actions ▾ View ▾

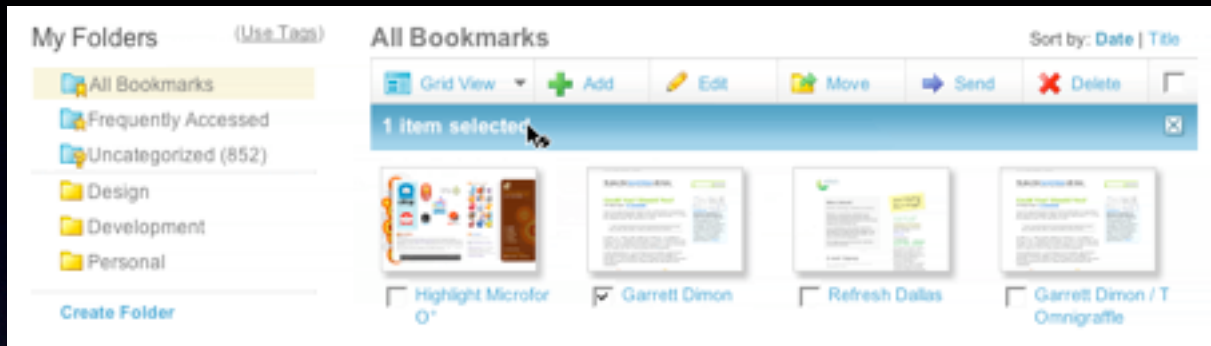
	From	Subject	Date	Size		
	PropertyValues@repl	It's A Home Buyer's Market, Learn Mor	Thu, 12/14/06 4:21 AM	14KB	•	•
	announce@members	Your First Webshots Photo Album	Thu, 12/14/06 3:45 AM	6KB	•	•
	Amazon.com Paymen	Your Amazon Marketplace Purchase	Thu, 12/14/06 1:04 AM	6KB	•	•
	Amazon.com Paymen	Your Amazon Marketplace Purchase	Thu, 12/14/06 1:04 AM	6KB	•	•
	Amazon.com Paymen	Your Amazon Marketplace Purchase	Thu, 12/14/06 1:03 AM	6KB	•	•
	auto-confirm@amaz	Your Order with Amazon.com	Thu, 12/14/06 12:50 AM	16KB	•	•
	auto-confirm@amaz	Your Order with Amazon.com	Thu, 12/14/06 12:38 AM	26KB	•	•



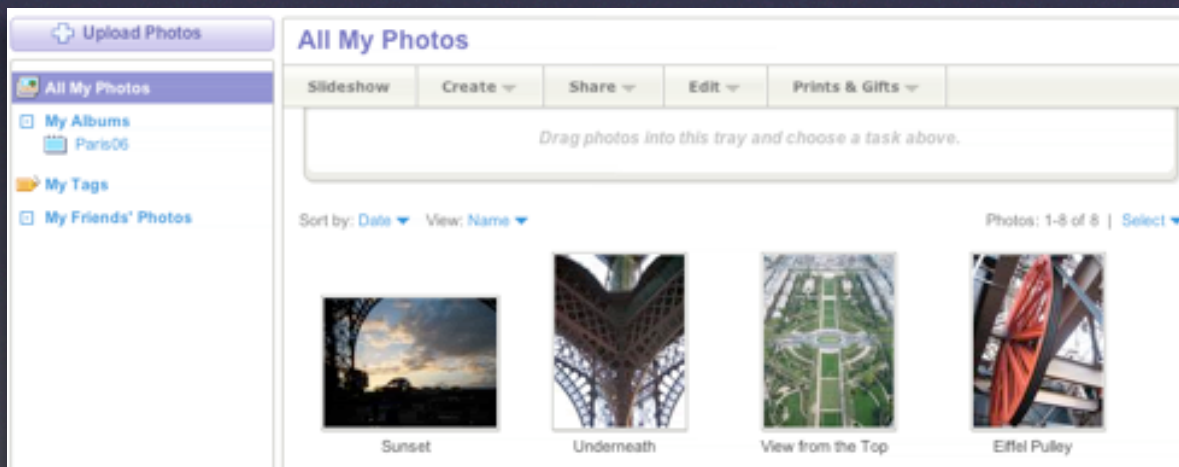


# anti-pattern. borg idiom

*Here was an early attempt on Yahoo! Bookmarks to blend drag and drop with item selection (checkbox idiom). It has odd side effects during the interaction.*



*In Yahoo! Photos (soon to close it's doors) drag selection was implemented well. One issue was the page metaphor + drag selection + a tray idiom.*





## strategies. **borg idiom**

*For content-oriented rich sites, avoid becoming control-heavy. Stay away from the tree control and other strong desktop style controls. Make your content interactive, thus making the content the control.*

*Before adding any interaction style, make sure it will scale across all known parts of your interface.*

*Either allow yourself to be assimilated (be consistently borg :- ) or eliminate the Borg from your site.*

*Watch out when mixing drag and drop with checkbox style selection.*

*Avoid mixing selection styles.*

# anti-pattern. **meandering way**

## **summary**

*Normal flow through the page takes the user on a meandering journey with the mouse.*

## **alternate names**

*zig-zag interaction, scenic route*

## **example**

*Actions hidden under hover (in context tools) that require the user to hover an area, then move the mouse to an area that would normally be outside the object's space (back and forth operation)*



# anti-pattern. meandering way

*In our Y!Teachers product the first version of the hover caused a lot of mouse zig-zagging to do common operations.*



National Mapping - F...  
<http://www.ga.gov.au...>



National Mapping - F...  
<http://www.ga.gov.au...>



National Mapping - F...  
<http://www.ga.gov.au...>



National Mapping - F...  
<http://www.ga.gov.au...>



Volcano World - The ...  
<http://volcano.und.e...>



Hawai&#39;i Volcanoe...  
<http://www.nps.gov/a...>



National Mapping - F...  
<http://www.ga.gov.au...>



Copy of Plateau - Wi...  
<http://en.wikipedia....>



Copy of Gobble Image...  
<http://beta.teachers...>



Copy of Gobble Image...  
<http://beta.teachers...>



Copy of Gobble Image...  
<http://beta.teachers...>



Copy of Alaska Volca...  
<http://www.avo.alask...>

# anti-pattern. meandering way

*In the redesign, we avoid any popup, any page jitter and make it possible to just move the mouse to a predictable spot to do multiple operations.*



Three-dimensional Ca...  
<http://volcano.und.n...>



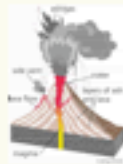
Three-dimensional Ca...  
<http://volcano.und.n...>



Howstuffworks &quot;...  
<http://www.howstuffw...>



Internet Geography -...  
<http://www.geography...>



Dictionary image: vo...  
<http://education.yah...>



Preview  
Image

Operation Montserrat...  
<http://emissionhq.co...>

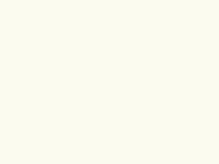
Copy Delete



## Web sites (21)



How Volcanoes Work  
<http://www.geology.s...>



Operation Montserrat...  
<http://emissionhq.co...>

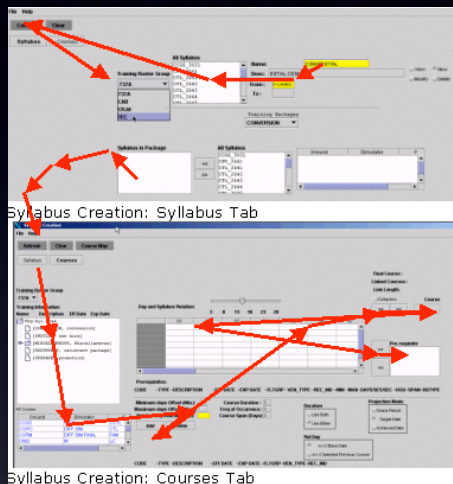


Howstuffworks &quot;...  
<http://www.howstuffw...>

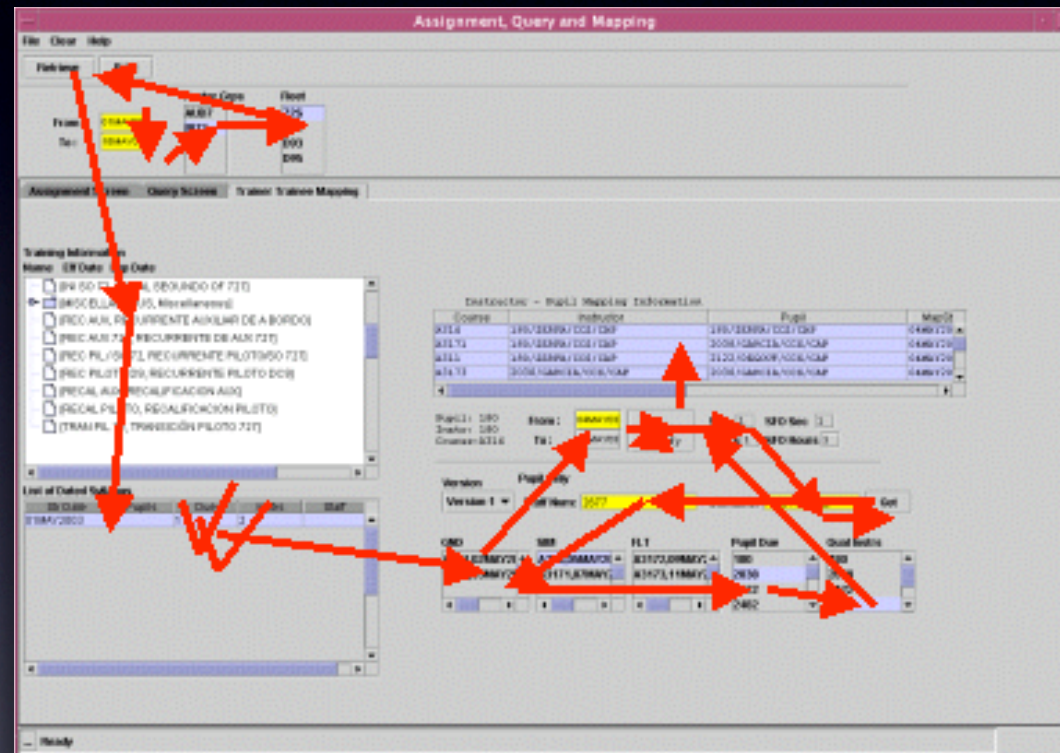
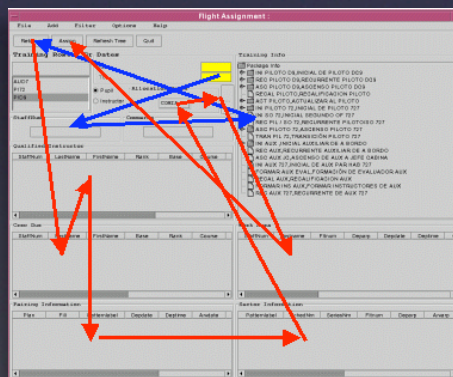


# anti-pattern. meandering way

*In previous company, I found this was a common occurrence in their suite of software application. By drawing red arrows indicating the user flow, it made the problem obvious and helped to refactor to a correct solution..*



Syllabus Creation: Courses Tab





## strategies. **meandering way**

*Take a snapshot. Draw red arrows through the interface for each user scenarios. Use this information to simplify flows and eliminate zig-zag interaction.*

*During design refactoring, only display the elements needed for each interaction. This will allow you to focus on what is important for the interaction-- and what is actually the supporting information.*

*Find the flow and layout consistent with that.*

*Watch out for hovers. Make sure that all in-context tools that get revealed require no extra mouse move and are completely predicatable -- allowing the user to gain speed in using the interface.*



# anti-pattern. **tiny targets**

## **summary**

*Making key interaction points too small increases the likelihood that users will be frustrated with the interface.*

## **fitts law**

*The time to acquire a target is a function of the distance to and size of the target.*

## **examples**

*divots for expand/collapse*

# anti-pattern. **tiny targets**

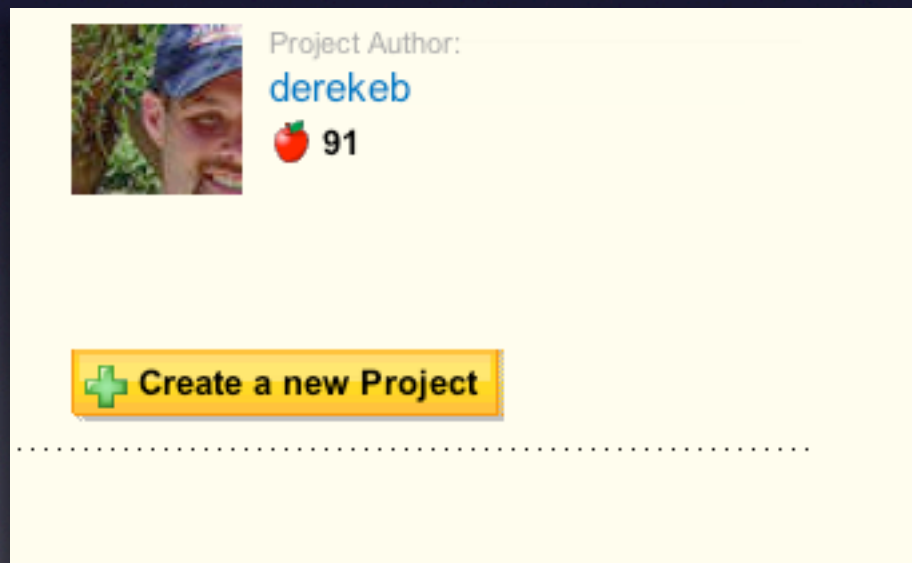
*The identity card area has a summary view and an expanded view.  
The targeting is really small and caused lots of usability issues.*

*Several problems exist:*

The target for expand/collapse is hidden

The area that reveals the target area for our identity card is only the photo and not the complete summary view

The target is a very small divot that is hard to hit.

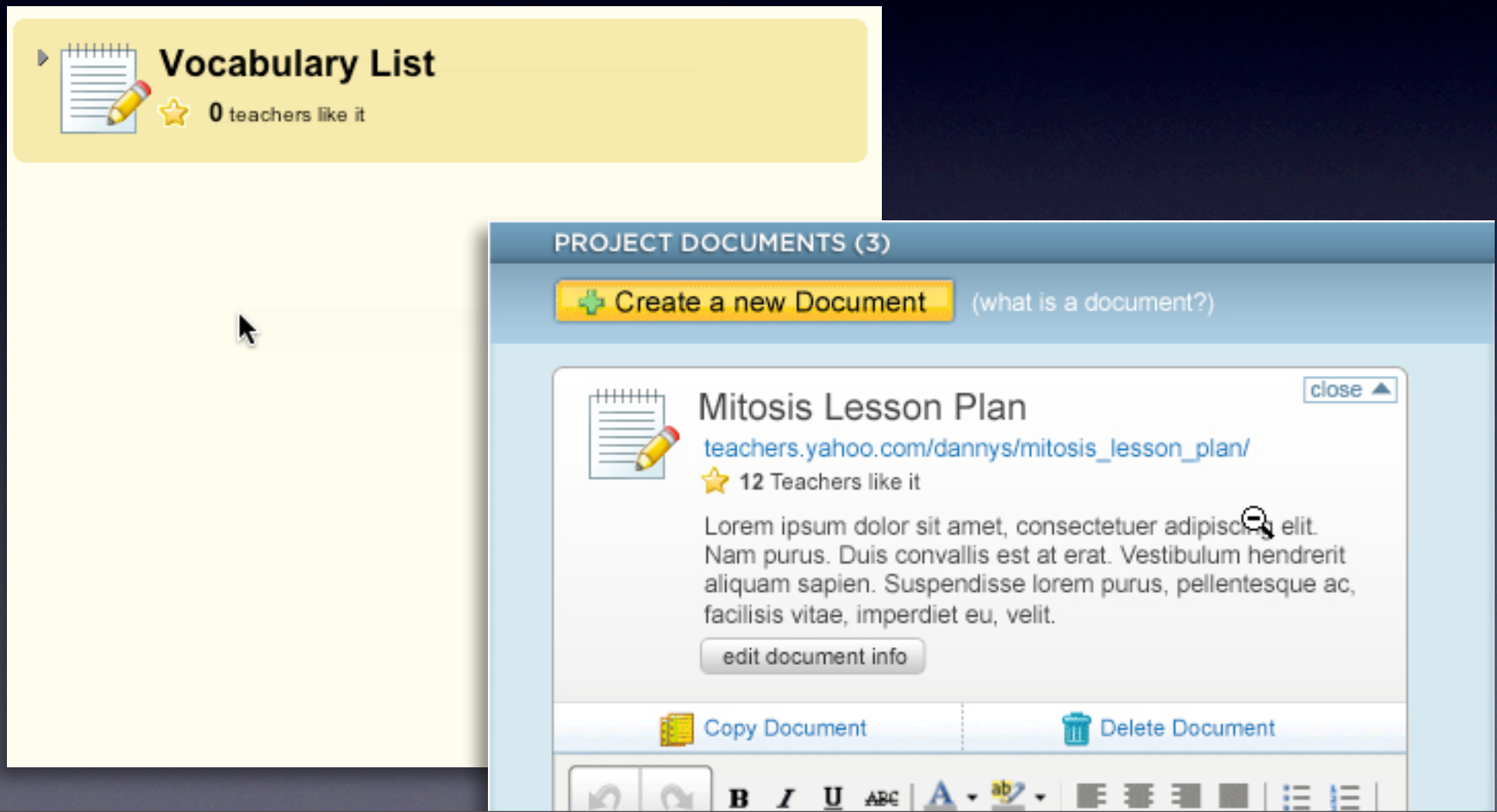




# anti-pattern. **tiny targets**

*The target for opening the vocabulary list is actually anywhere in the complete title. However, it looks like you can only click the little tiny divot (8x8 pixels)*

*Redesign will call out “Close” as bigger target, but also cause title to have link.*





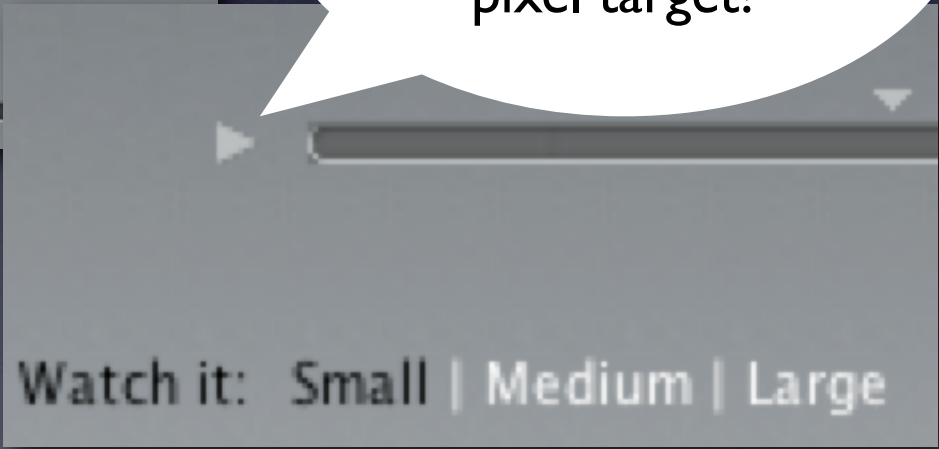


# anti-pattern. tiny targets

*Apple iphone keyboard*



iPhone has revolutionary  
dynamic target sizing



apple web site has the  
play controls as an  
8 x 8  
pixel target!

Watch it: [Small](#) | [Medium](#) | [Large](#)

# strategies. **tiny targets**

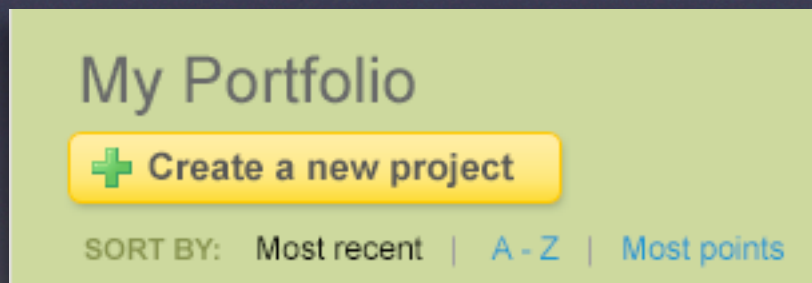
*Activation targets and important commands need to be large enough, clearly visually distinct and in proximity to operation.*

*Use in-context tools to support proximity.*

*Use “Call to Action” style buttons for most important operations.*

*If titles will expand/collapse, at least use hyperlink underline when hover happens to provide a bigger target.*

*Never use 8x8 for targeting :-)*





# anti-pattern. **hover & cover**

## **summary**

*Hover reveal of information and actions has become more and more popular. Hover & Cover is when the hover actually hides important contextual information around the object or gets in the way of other actions.*

# anti-pattern. hover & cover

*Original hover was extremely annoying as it*

Covered the item to the right (natural flow is move to right)

Occluded text edit area (hung open)

**Geography: Landforms**  
Copy

**Websites (27 items)**

- Landforms: Face of t...  
<http://www.edu.pe.ca...>
- Volcanism 01  
<http://geoimages.ber...>
- Volcano Types Diagram...  
<http://flickr.com/ph...>
- Land Forms - Contine...  
<http://www.mcwdn.org...>
- Volcanoes  
<http://pubs.usgs.gov...>

**Documents:**

**Vocabulary List**  
0 teachers like it

**Landforms Vocabulary**

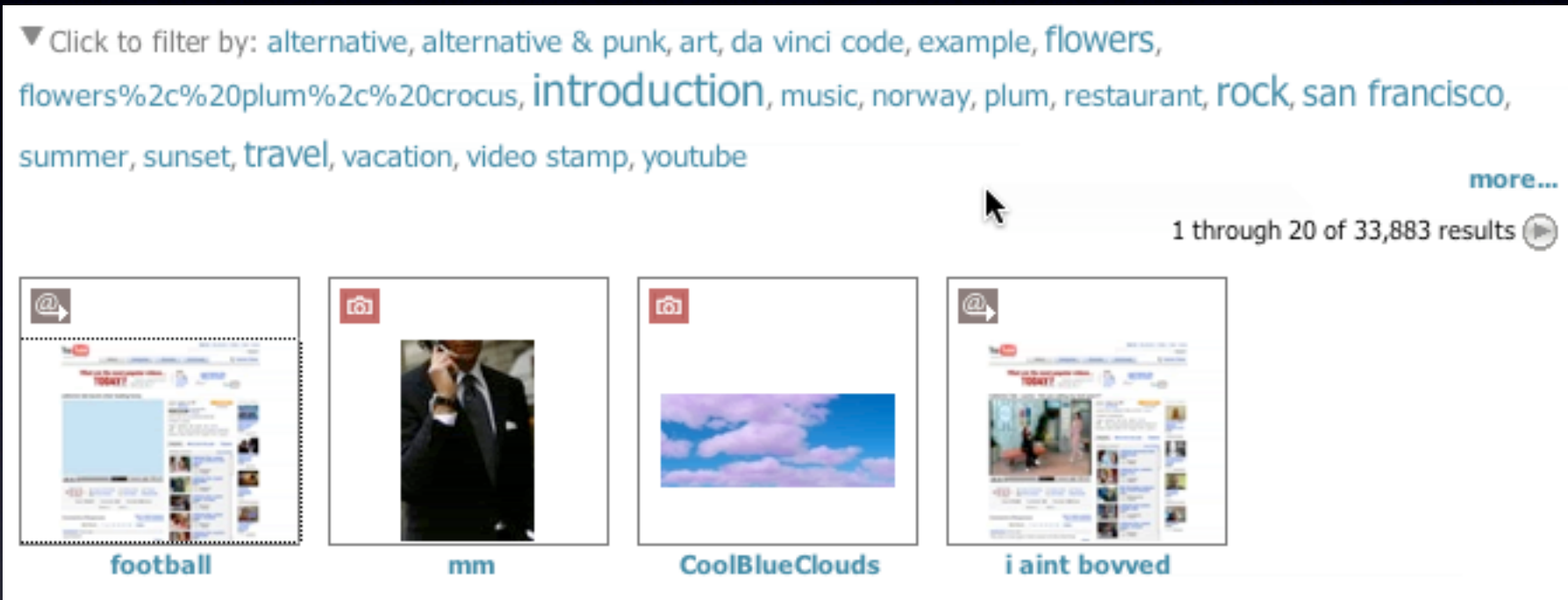
**Volcano**



# anti-pattern. hover & cover

*Example from plum.com*

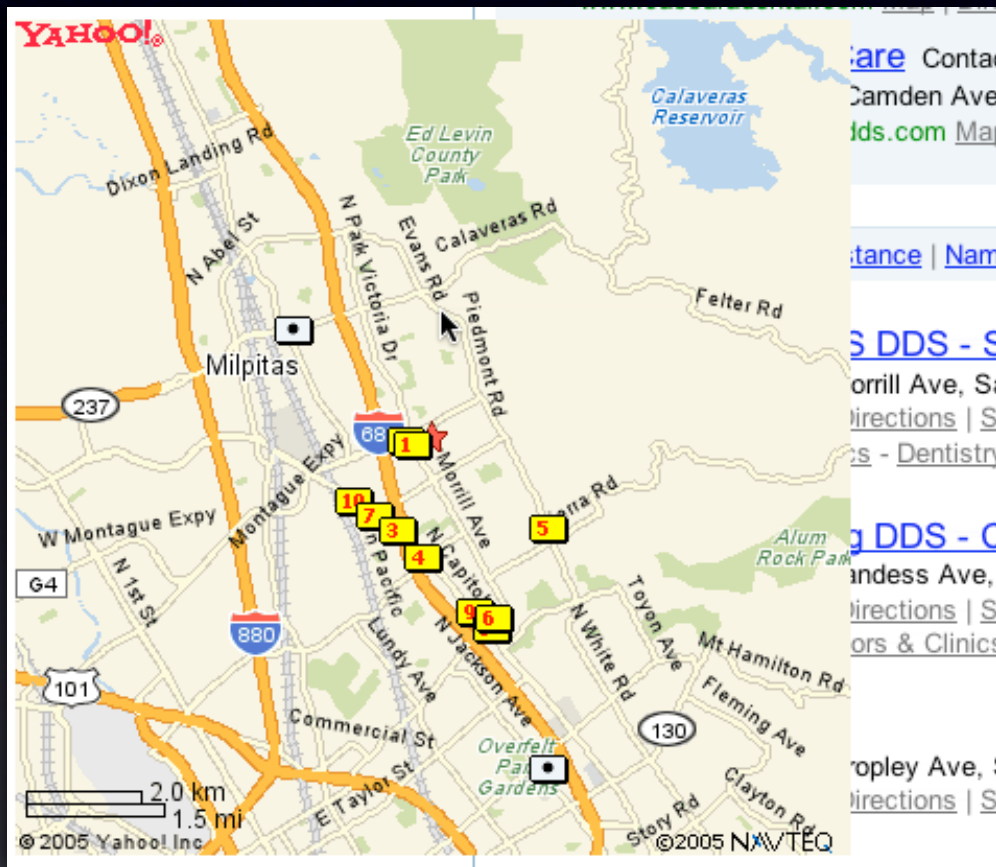
*Drop down menu shows on hover and gets in the way. Too easy to accidentally turn it on.*



# anti-pattern. **hover & cover**

*Yahoo! Local originally had this hover beast.*

*Thankfully it no longer functions this way :-)*

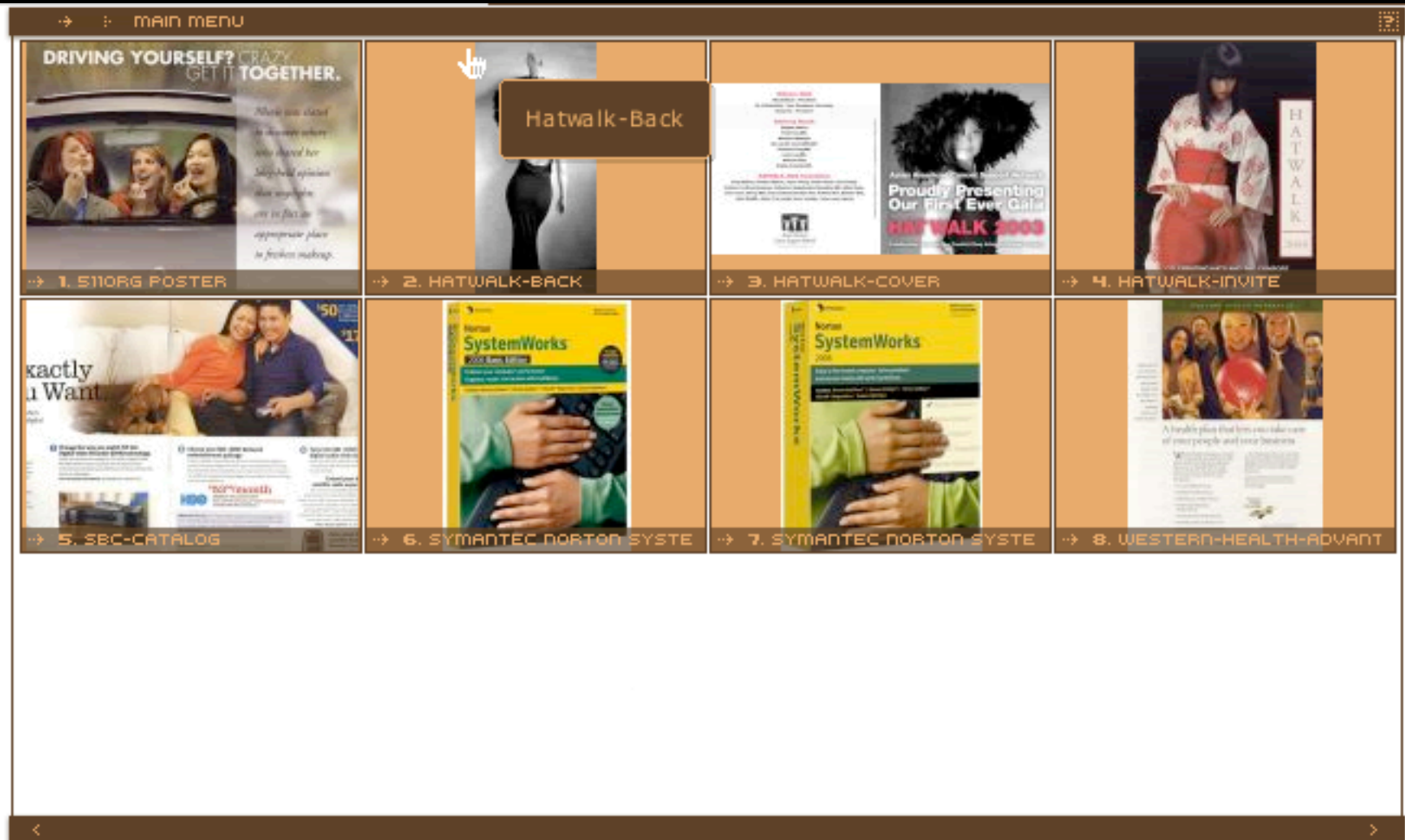




# anti-pattern. hover & cover

*This one almosts leads to a new anti-pattern-- hover madness*

*Seriously what were they thinking?*



# strategies. **hover & cover**

*For in-context tools, attempt to reserve same space for both hovered and non-hovered state*

*For hover details (information) place the hover in a manner that does not cover up important controls, will not cause accidental popup & down and is easy to deactivate.*

*For hover details, allow a 1/4 second delay before activating.*

*For in-context tools, show hover state immediately and provide consistent targeting for operations from object to object (allow user to get action item just in time)*

The screenshot displays a movie recommendation interface. At the top, text reads: "Bill, the following movies were chosen based on your interest in: [Animal Crackers](#), [Something the Lord Made](#), [X2: X-Men United](#)". Below this, two movie cards are shown. The first card, for "Monkey Business", features a movie poster, a star icon, and a 5-star rating. A red "Add" button is visible. The second card, for "Lackawanna Blues", shows a movie poster and the title. To the right of these cards is a promotional banner for "You loved it.. Now own it for just \$5.99" with a list of features: "FREE shipping", "original artwork", and "hardcover case". A "Shop now" link is also present. At the bottom right, a yellow button says "Rate Your".

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 our previously viewed titles low as \$5.99

**Rate Your**



# anti-pattern. **pogo stick navigation**

## **summary**

*Requiring the user to go down a level or two, perform an operation, come back to the top and then have to go back down again. Name comes from hopping up and down through the site.*

## **credit**

*Jared Spool*

# anti-pattern. pogo stick navigation

*Netflix faced the problem of users needing more information on a movie.*

*They would go down to the details of the movie, possibly adding to the queue.*

*Then they would go back to where they come from and repeat this*

*Their solution involved an overlay that can support an alternate navigation stream. Then the user can come back to the main flow anytime they desire.*

The screenshot shows the Netflix website interface. At the top, the Netflix logo is on the left, and navigation links for 'Bill Scott', 'Your Account', 'Buy / Redeem Gift', and 'Help' are on the right. Below the logo is a navigation bar with tabs: 'Browse', 'Recommendations' (which is highlighted), 'Friends', 'Queue', and 'Buy DVDs'. To the right of these tabs is a search bar with the text 'Movies, actors, directors, genres' and a 'Search' button. Below the navigation bar, there are links for 'Get Recommendations (869)', 'Rate Movies', and 'Movies You've Rated (234)'. The main content area is titled 'Recommendations' with the subtitle 'Movie suggestions based on your ratings'. It features a section for 'NEW RECOMMENDATIONS' with two movie cards. The first card is for 'Samurai Champloo (7-Disc Series)' with a star rating and a 'Not Interested' button. The second card is for '12 Angry Men' with a star rating and a 'Not Interested' button. To the right of the movie cards is a yellow box with the text 'You Have Recommendations!' and a 'Rate More Movies' button. At the bottom of the main content area is a link 'See All Recommendations >>'. On the right side of the page, there is a 'Browse' section with a list of genres and their counts: Action & Adventure (89), Drama (123), Sci-Fi & Fantasy (5), Television (84), Thrillers (29), Comedy (38), Classics (223), Documentary (72), Anime & Animation (19), Children & Family (33), Foreign (123), Independent (4), Music & Musicals (10), and Romance (10). At the bottom right is a 'Helpful Tip' section with the text 'Seen any of these movies?' and a list of movie titles.

NETFLIX

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

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

You have 869 Recommendations from 234 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](#)

Add All



**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](#)

Add

**You Have Recommendations!**

Get more recommendations by rating more movies.

[Rate More Movies](#)

You've rated 234 movies.

[See All Recommendations >>](#)

### 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?



# strategies. **pogo stick**

*Draw flow arrows between pages to catch the zig-zag bouncing from page to page (see Meandering Way anti-pattern).*

*To avoid pogo effect:*

- Use incontext tools to bring actions into the current page*
- Use hover details to reveal information in context*
- Use overlays for encapsulating an alternate navigation path to allow temporary exploration without losing the original context of navigation*
- All in page actions like inline editing, etc. to provide functionality inline.*
- Use incontext expands to reveal information on the page*

# anti-pattern. **novel notion**

## **summary**

*Creating a new interface for a common idiom that is more confusing than the original. Sometimes it is just mis-using a component for a new purpose.*

## **examples**

*Using drag and drop for simple attribute setting; using odd navigation schemes for some supposed effect*



# anti-pattern. novel notion

*This is just bizarre. Especially the “Search Jobs” link. And it plays music ;-)*



[Home](#)

2008/02/02

[About us](#)

2008/02/02

[Corporate Assistance](#)

[Candidate Assistance](#)

[Search Jobs](#)

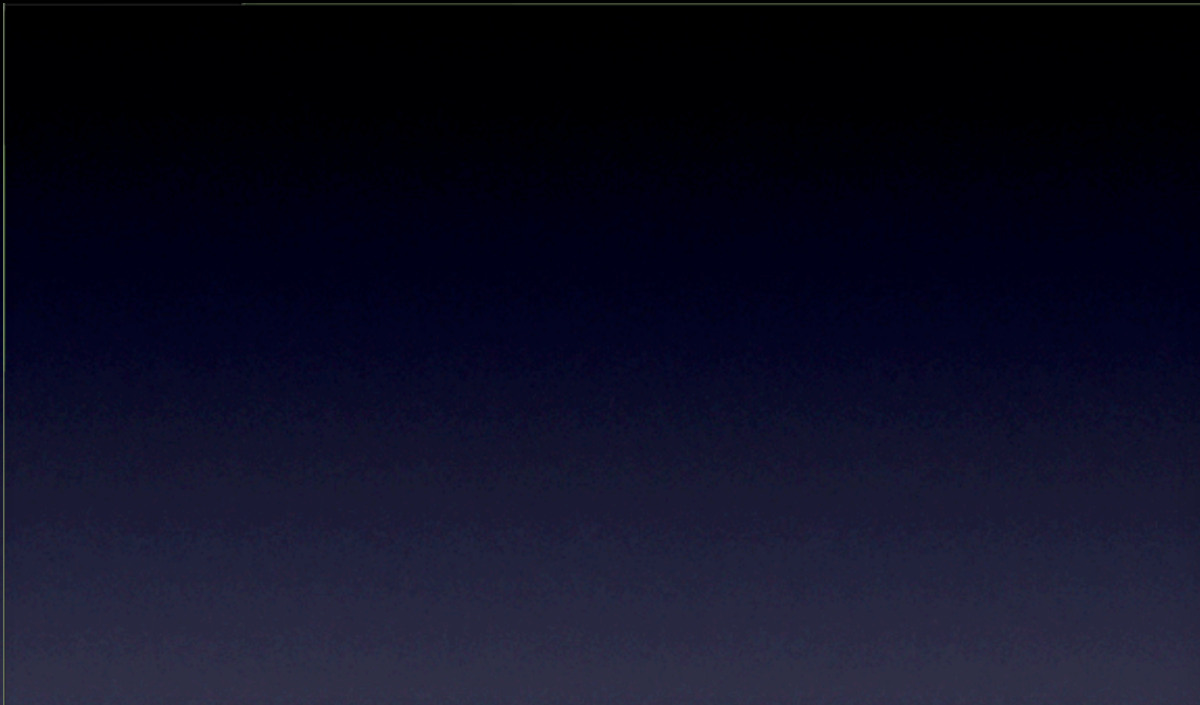
2008/02/02

[Contact Us](#)

2008/02/02

# anti-pattern. novel notion

*This guy won an award! Look it's just marking stuff as 'favorite'.*



*Already solved.*

*And this is yet another novel approach to favorites*

**WatchThisNext**  
Drag n' Drop DVD Recommendations

[Start Over](#) [Contact Us](#)

Mean Creek  
[Find out more](#)

Prokofiev - Ivan the Terrible / Mukhamedov, Bessmertnova, Taranda, Zhuraitis, Bolshoi Ballet  
[Find out more](#)

City Heat  
[Find out more](#)

The Rainmaker  
[Find out more](#)

**Drag the DVDs into the boxes below**

When we suggest a DVD you like, click the "find out more" link to see more information or buy the DVD.


**Loved It**  
Or show me more like this.


**Haven't Seen It**  
Or I'm not interested in it.

**Loathed It**  
Or don't show me DVDs like this.

**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 Subg**  
**CLASSIC CO**

 **Add**  
Jane, two up-a-yuppies who ex-lifestyle before name for it. But his lucrative job [Read More](#)

 **Add**  
again -- this tim the life and time Perhaps the mo

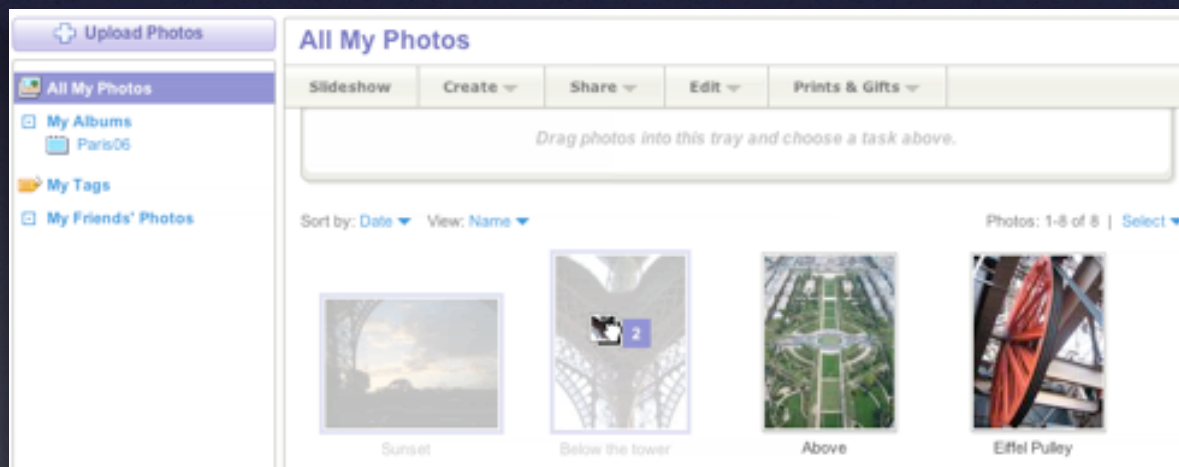


# anti-pattern. **novel notion**

*Yahoo! Photos (going away) tried a novel approach to selection. It involved the new concept of a “tray” for holding temporarily selected items.*

*Technically perfect. But design-wise misguided. Created two targets for commands: selected items and items in the tray.*

*As a result the menu commands were duplicated for the tray and for the current selection. Confusing.*



# strategies. **novel notion**

*Understand the purpose of each type of component*

- Carousels do not replace scrolled lists*
- Drag and drop is not for single attribute setting*

*Don't construct an artificial interface to support an idiom (don't create the house for the nail)*

*If you think you need something never created before, think twice about it*



# anti-pattern. **metaphor mismatch**

## **summary**

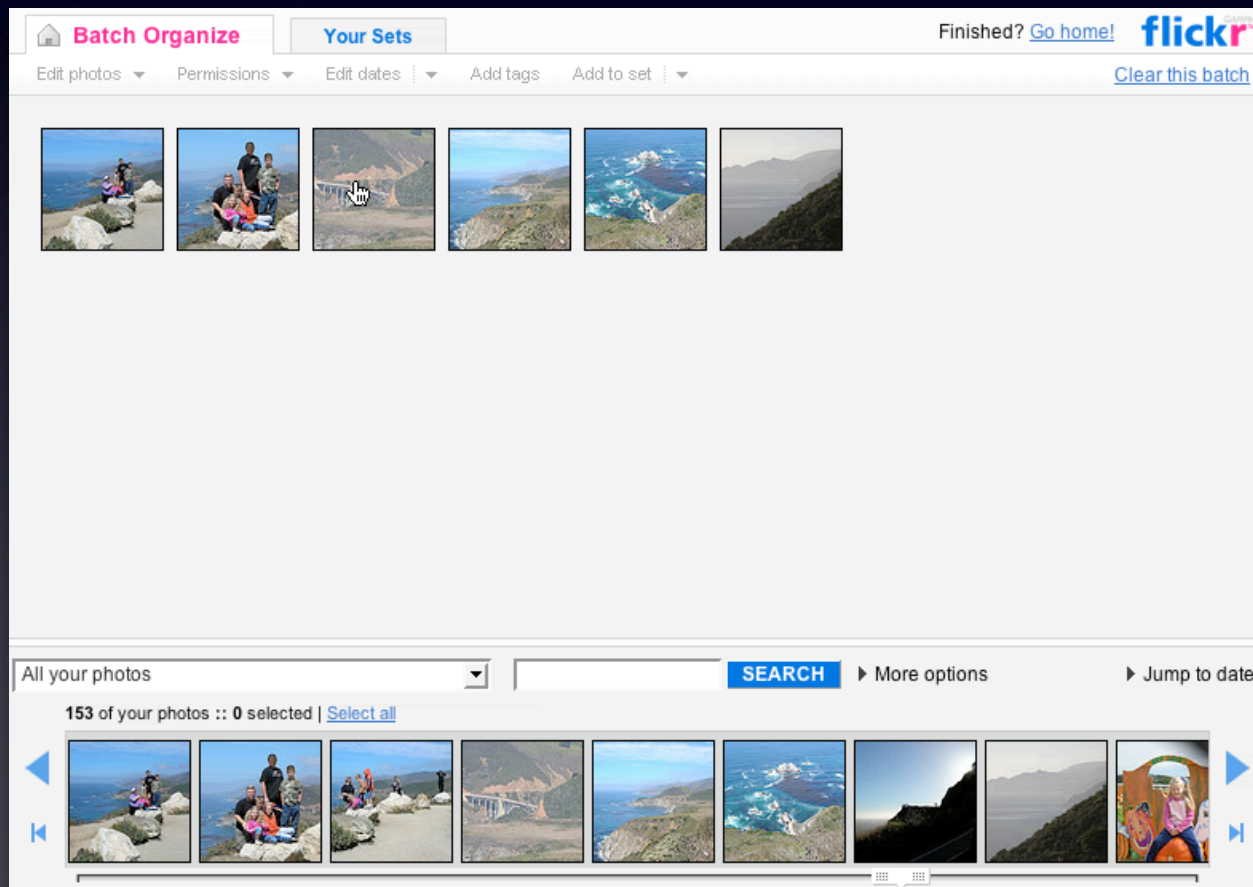
*When an idiom is employed that creates the wrong mental model for the user.*

# anti-pattern. metaphor mismatch

*Flickr allows you to have a temporary work area when organizing your photos.*

*When removing items from this work area, you*

- drag and drop an item from work area back into your photo set*
- it shows a nuclear explosion when the item is put back into the set*





# anti-pattern. metaphor mismatch

Yahoo! TV. Redesigned the home page. What was the typical user's mental model for Y!TV? TV Listings.  
Where did my mental model go?


The original Yahoo! TV homepage (dated Tuesday, Nov 28, 2006) features a prominent "my boys" banner at the top. Below the banner, the page is organized into several sections: "Local TV Listings" with a search bar, "TV Preview" and "Daily TV Picks" featuring actor portraits, "Yahoo! Advance Look" for "My Boys", and a "TV Tonight" section displaying a grid of TV listings by time slot (8:00pm to 10:50pm). The grid lists various programs like "A Checkmate Challenge", "The Office", "The Sopranos", etc. The layout is dense and text-heavy, typical of early 2000s web design.

The redesigned Yahoo! TV homepage (dated Tuesday, Nov 28, 2006) features a more modern, clean layout. The top navigation bar includes links for "Home", "TV Listings", "Today's Picks", "News & Gossip", "Ent. Preview", "Shows & Z", and "Soap Operas". The main content area is dominated by a large "Office Politics" featured image. Below this, there are sections for "TV News", "TV Picks: Tonight" (featuring "Shark", "Supernatural", "The Office", and "Lily Tomlin"), "Adult Animation" (featuring "The Simpsons", "Futurama", "South Park", and "The Cleveland Show"), "Comedy with an Edge" (featuring "Sex and the City", "The Office", "Ali G", and "The Daily Show"), "Hot Girl's Who Fight" (featuring "MP", "Buffy", "The CW", and "The CW"), and "I See Dead People" (featuring "The Mentalist", "CSI", and "The Mentalist"). The layout is more visually appealing and easier to navigate than the original version.



# anti-pattern. metaphor mismatch

*yahoo underground gets it right with the carousel... timeline... starts at end*





PRESENTED BY **YAHOO!** NEWS

Welcome, **b.scott**  
[ [Sign Out](#), [My Account](#) ]

NEWS WEB

SEARCH

 PREVIOUSLY RIGHT NOW! UP NEXT 

**RECENT**

- + [TOPSY-TURVY BUS](#)
- + [WIN FRIENDS AND INFLUENCE PEOPLE](#)
- + [SHREDDING THE ENVELOPE](#)
- + [ROCKETEERS](#)

**MOST POPULAR**


- + [WIN FRIENDS AND INFLUENCE PEOPLE](#)
- + [THE FASTEST WALLS IN THE WEST](#)
- + [PINK MONKEYS CREATE PARALLEL MAGIC KINGDOM](#)
- + [GAY RODEO AIN'T FOR SISSIES](#)

**ODD NEWS**



- + [RATS AND CATS WORK TO SNIFF OUT MINES \(AP\)](#)
- + [ONCE, TWICE, THREE TIMES ARRESTED \(AP\)](#)
- + [ANGER COUNSELOR CHARGED IN DOMESTIC SPAT \(AP\)](#)

## Topsy-Turvy Bus

### BEN & JERRY'S LATEST FLAVOR?



Put it to a vote:  
**Your art car aesthetic?**



**VS.**

**Clutter** **Clean lines**

Click to vote ... or [see results only](#).



## strategies. **metaphor mismatch**

*Realize that something as subtle as a title to an area, an icon (even used transiently) can mislead the user into thinking something else is happening*

*Understand the mental model you are constructing with each page. Ask yourself about how consistently you re-enforce that model by your interactions.*

# anti-pattern. **double duty**

## **summary**

*When a single interface element is called upon to perform multiple functions*

## **examples**

*Expand collapse header that also leads to details*



# anti-pattern. double duty

*Most common example is when a header performs expand/collapse, but also is a link that leads to the item's detail. Will clicking the project name take you to the project page or expand/collapse the project area?*



## My Portfolio

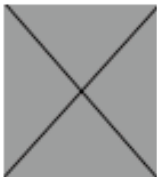
[+ Create a new project](#)

7 projects in my portfolio

10 documents in my portfolio

SORT BY: Most recent | A - Z | Most points


▼  Project Name Here (last updated 20 hours ago) [view](#) | [delete](#) 



### Subject area here



Project description lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur molestie sodales leo. Cras consequat elementum quam. Morbi lacus libero, interdum et, hendrerit eget, ultrices vitae, augue.



CA, Grade 4, 5



[View Standards](#) 



[edit project info](#)

DOCUMENTS:

 Document Name Here (last updated 3 days ago) [preview](#) | [edit](#) | [delete](#)   
[sampledocumenturl.com](#)

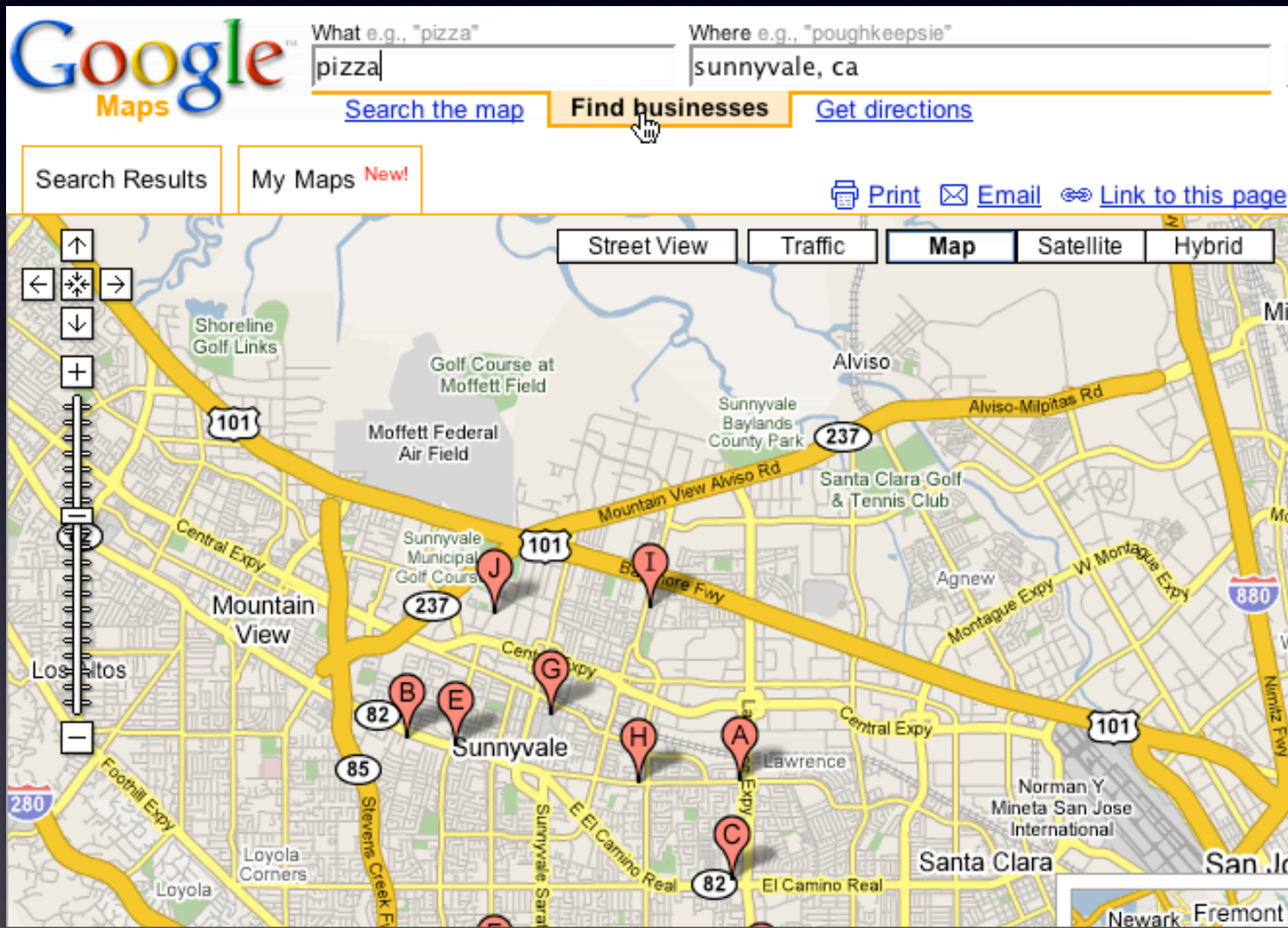
 Document Name Here (last updated 6 days ago) [preview](#) | [edit](#) | [delete](#)   
[sampledocumenturl.com](#)

▶  Project Name Here (last updated 2 days ago) [view](#) | [delete](#) 

▶  Project Name Here (last updated 4 days ago) [view](#) | [delete](#) 

# anti-pattern. double duty

Here in Google Maps, the search can take us to a location and bring in pizza locations on the map. Dragging the map can take us to a location also. What happens when I drag? Will pizza locations update? The answer is no... but this does cause confusion.





# anti-pattern. **linkitus**

## **summary**

*The syndrome of having no idea where a link will lead you. could be an in page action, could reveal information, could take you to new page, could popup something, could engage on hover. Can also be aggravated by inconsistent use of links on the same page.*

## **examples**

*yahoo.com inconsistent use of links on main page, teachers.yahoo.com around id card*

# anti-pattern. linkitus


On the home page, there are three kinds of links:

- Reveal other content in context
- Take you to the article
- Expose area (hover to reveal, click to go to tool)

**Featured**

EntertainmentSportsLife

Jul 24, 2007





### Best & worst smoothies


Some drinks are healthy, but others are loaded with calories. [» More](#)

- How to make a healthy smoothie
- Peach-banana smoothie recipe
- Wake-up morning drink

Best and worst smoothies for your diet

NFL rankings: Where's your team ranked?


Close plays a ruthless attorney in 'Damages'

Save big with biweekly mortgage payments

[» More Featured](#)


Hi, **Bill**

Sign Out

Mail  
45 New

Weather  
78°F

Messenger

Local

Radio

Horoscope

SUNDAY  
AUGUST 2007

5

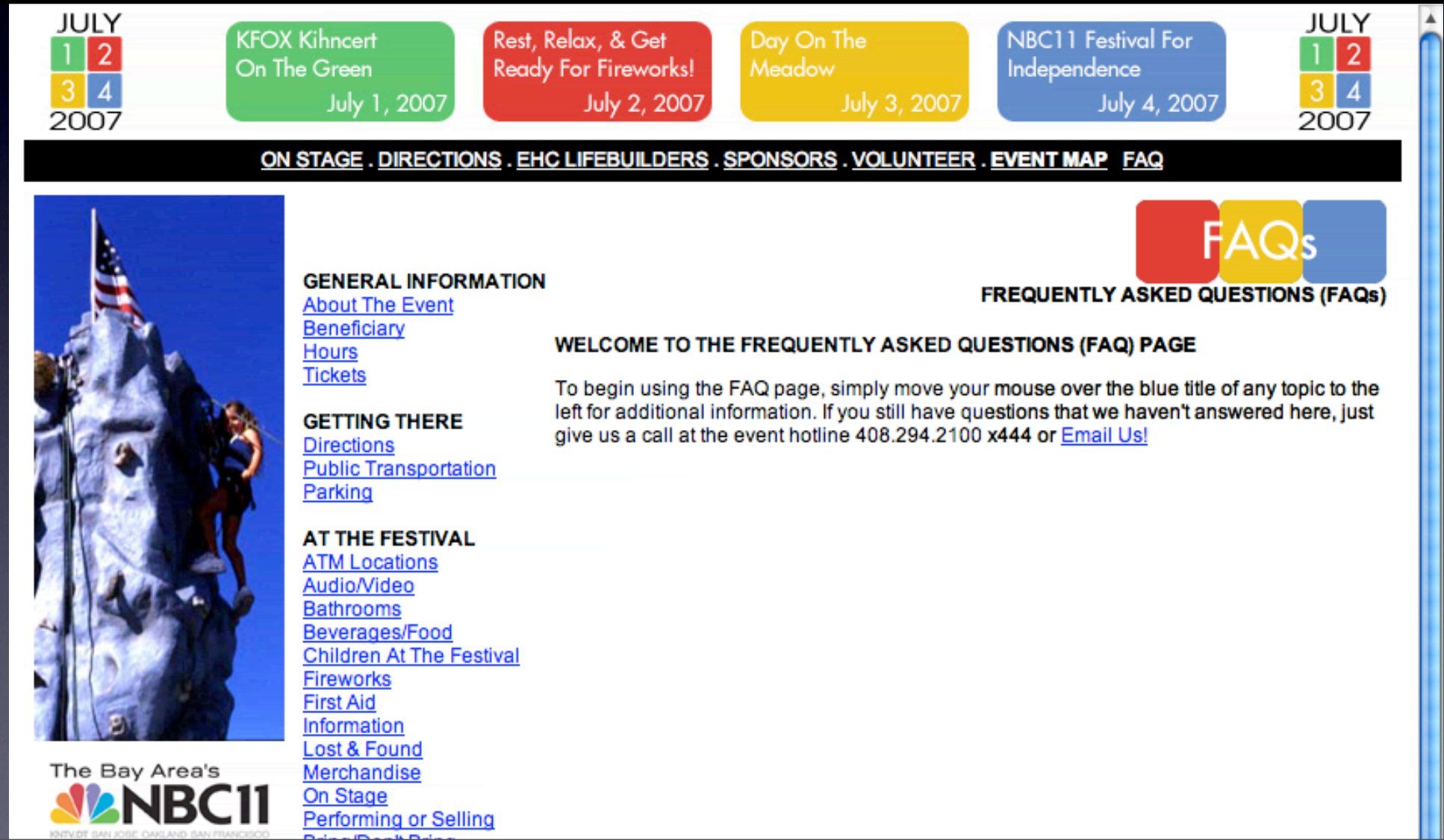
CAST YOUR VOTE FOR THE  
WINNING PROJECT BEFORE  
MIDNIGHT ON SUNDAY,



# anti-pattern. linkitus

*Bizarre use of links. Hover reveals information. Click does nothing.*

*Very close to being a candidate for Novel Notions.*



The screenshot shows the NBC11 Festival For Independence website. At the top, there is a calendar for July 2007 with a grid of dates 1 through 4. Below the calendar, there are four colored boxes representing events: a green box for 'KFOX Kihncert On The Green' on July 1, 2007; a red box for 'Rest, Relax, & Get Ready For Fireworks!' on July 2, 2007; a yellow box for 'Day On The Meadow' on July 3, 2007; and a blue box for 'NBC11 Festival For Independence' on July 4, 2007. Below these boxes is a black navigation bar with white text links: 'ON STAGE . DIRECTIONS . EHC LIFEBUILDERS . SPONSORS . VOLUNTEER . EVENT MAP FAQ'. On the left side, there is a large image of a person climbing a rock wall. To the right of the image, there is a section titled 'GENERAL INFORMATION' with links for 'About The Event', 'Beneficiary', 'Hours', and 'Tickets'. Below this is a section titled 'GETTING THERE' with links for 'Directions', 'Public Transportation', and 'Parking'. Further down is a section titled 'AT THE FESTIVAL' with links for 'ATM Locations', 'Audio/Video', 'Bathrooms', 'Beverages/Food', 'Children At The Festival', 'Fireworks', 'First Aid', 'Information', 'Lost & Found', 'Merchandise', 'On Stage', and 'Performing or Selling'. On the right side, there is a section titled 'FAQs' with the subtitle 'FREQUENTLY ASKED QUESTIONS (FAQs)'. Below this, there is a heading 'WELCOME TO THE FREQUENTLY ASKED QUESTIONS (FAQ) PAGE' and a paragraph of text: 'To begin using the FAQ page, simply move your mouse over the blue title of any topic to the left for additional information. If you still have questions that we haven't answered here, just give us a call at the event hotline 408.294.2100 x444 or [Email Us!](#)'.

JULY  
1 2  
3 4  
2007

KFOX Kihncert  
On The Green  
July 1, 2007

Rest, Relax, & Get  
Ready For Fireworks!  
July 2, 2007

Day On The  
Meadow  
July 3, 2007

NBC11 Festival For  
Independence  
July 4, 2007

JULY  
1 2  
3 4  
2007

ON STAGE . DIRECTIONS . EHC LIFEBUILDERS . SPONSORS . VOLUNTEER . EVENT MAP FAQ

FAQs  
FREQUENTLY ASKED QUESTIONS (FAQs)

GENERAL INFORMATION  
[About The Event](#)  
[Beneficiary](#)  
[Hours](#)  
[Tickets](#)

GETTING THERE  
[Directions](#)  
[Public Transportation](#)  
[Parking](#)

AT THE FESTIVAL  
[ATM Locations](#)  
[Audio/Video](#)  
[Bathrooms](#)  
[Beverages/Food](#)  
[Children At The Festival](#)  
[Fireworks](#)  
[First Aid](#)  
[Information](#)  
[Lost & Found](#)  
[Merchandise](#)  
[On Stage](#)  
[Performing or Selling](#)

The Bay Area's  
NBC11  
KNTV OF SAN JOSE OAKLAND SAN FRANCISCO

WELCOME TO THE FREQUENTLY ASKED QUESTIONS (FAQ) PAGE

To begin using the FAQ page, simply move your mouse over the blue title of any topic to the left for additional information. If you still have questions that we haven't answered here, just give us a call at the event hotline 408.294.2100 x444 or [Email Us!](#)

# anti-pattern. windows aplenty

## summary

*The practice of throwing up unnecessary idiot boxes.  
So many reasons this is just wrong...*

The screenshot displays the Yahoo! Photos web interface. At the top, the 'YAHOO! PHOTOS' logo is on the left, and a user greeting 'Welcome, b.scott' with links for '[Sign Out, My Account]' is on the right. Below this is a horizontal navigation bar with icons and labels for 'Home', 'Prints & Gifts', 'View Cart', 'Settings', and 'Help'. A search box labeled 'Search My Tag' is positioned to the right of these links. On the left side, there is a vertical sidebar with a 'Upload Photos' button at the top, followed by a list of links: 'All My Photos', 'My Albums' (with a sub-link 'Paris06'), 'My Tags', and 'My Friends' Photos'. The main content area is titled 'All My Photos' and features a row of action buttons: 'Slideshow', 'Create', 'Share', 'Edit', and 'Prints & Gifts'. Below these buttons is a large, empty rectangular box with the instruction 'Drag photos into this tray and choose a task above.' Underneath this box, there is a 'Sort by: Date' dropdown menu. At the bottom, three photo thumbnails are displayed with captions: 'Sunset', 'Underneath', and 'View from the Top'.

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

Home Prints & Gifts View Cart Settings Help Search My Tag

Upload Photos

All My Photos

My Albums Paris06

My Tags

My Friends' Photos

All My Photos

Slideshow Create Share Edit Prints & Gifts

Drag photos into this tray and choose a task above.

Sort by: Date

Sunset Underneath View from the Top



# anti-pattern. **animation gone wild**

## **summary**

*Animation effects that become the central focus instead of being part of reinforcing a message.*

## **examples**

*amazon carousel, tab animation, (stuff from transition talk)*

# anti-pattern. animation gone wild

*Why the extra little slide in?*

## 11 Step Eleven

Water thoroughly so the soil is moist to a depth of 6 to 8 inches.

## 12 Step Twelve

Keep the seed bed moist (but not soggy) until sod roots knit with soil below. In hot weather, you may have to water more than once a day.

### Tips & Warnings

- 💡 Lay the sod on dry soil to avoid a muddy mess.
- 💡 When laying sod, kneel on a piece of plywood so you don't disturb soil or damage sod, and use kneepads to keep your knees from getting sore.
- 💡 Laying sod is hard work. Enlist the help of friends, and use a wheelbarrow to cart pieces around.
- 💡 Keep [pets](#) and kids off your new lawn by enclosing it with stakes and string.
- ❗ Avoid letting sod dry out, whether it's stacked in a pile or already laid. Occasionally sprinkle with water from a handheld hose to keep it moist,



# anti-pattern. animation gone wild

*Wow! What more can I say?*

*Seems to be either a pixel at a time or going so fast you can't use it*

## Our Favorites for Summer (Re)Reading



# anti-pattern. animation gone wild

*More from the gratuitous animation department...*





# anti-pattern. auto play itus

*Not sure how much animation does for a tab control?*  
*Candidate for Novel Notions*



Sites



Files



Editor



Preview



CSS



Terminal



Books

## Terminal: built right in.

OK, it's not very sexy. In fact, it's quite the opposite. But Coda is all about the little things that make your web development a squidgeon easier. If you need to SSH into a server and run some MySQL queries, or restart Apache, or debug some PHP in real time, there's only one way you're gonna do it: terminal. **Coda's got a terminal one mouse click away.**

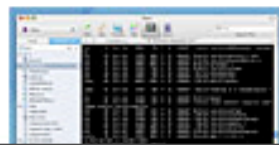


```
egrep 'bellslwhistle' /usr/share/dict/web2
```

Features? Our terminal has 'em. Connect to a local shell or connect via SSH to a remote server. Put a Terminal in a split, or put a Terminal in its own tab. Copy and paste from the output, or scroll back into the buffer. It's a terminal! And it's convenient!

```
export CLICOLOR=1
```

Wait! There's kind of more! ANSI colors also work! You can also, via the preferences, change the font and background colors, or the terminal font itself. Unfortunately, you can't yet set the background to a picture of Arwyn. But e-mail us, we'll always consider it.



# TV Listings

Select a provider to choose your favorite channels.

Select a provider to choose your favorite channels.

	<div> <div></div> <div>Select date</div> <div></div> </div>														
	Tue Mar 20			Wed Mar 21			Thu Mar 22			Fri Mar 23			Sat Mar 24		
	10:00am			11:00am			12:00pm								
ABC				The View TV14 (CC)			Local Programming (CC)								
CBS				The Price Is Right TVG (CC)			Local Programming (CC)			The Young and the I TV14 (CC)					
FOX															
NBC	Local Programming (CC)														
PBS	Local Programming (CC)		Between the Lions TVY (CC)		Sesame Street TVY (CC)				Mister Rogers' Neighborhood TVY (CC)		Curious George TVY (CC)				
CW															
MNT															
PAX	Local Programming (CC)		Local Programming (CC)		Local Programming (CC)		Local Programming (CC)		Local Programming (CC)		Local Programming (CC)				
AMC	V14													Midnight I MOVIE TV	
RET	The Price Is Right		The Price Is Right		The Price Is Right				The Price Is Right		The Price Is Right				



# TV Listings

☒ Display My Favorite Channels Only  
[Select Favorites](#)

Tuesday, July 24 7 pm Go

Jump to: [Now](#) | [Primetime Tonight](#)

	7:00pm		8:00pm		9:00pm	
245 TNT	The Closer TV14 (CC) HDTV		Without a Trace TV14 (CC) HDTV		Without a Trace TV14 (CC) HDTV	
247 TBS	MLB Baseball (CC)					
248 FX	Damages TVMA (CC)		Damages TVMA (CC)		That '70s Show TV14 (CC)	That '70s Show TV14 (CC)
249 COMEDY	Mind of Mencia TV14 (CC)	American Body Shop TV14 (CC)	Daily Show With Jon Stewart TV14 (CC)	Colbert Report TV14 (CC)	Rodney Carrington Live at the Majestic TV14 (CC)	
254 AMC	Patriot Games TV14 (CC)					Buffalo Soldiers TV14 (CC)
256 TCM	Flying Tigers (CC)				Air Force (CC)	
265 A&E	Criss Angel: Mindfreak TVPG (CC)	Criss Angel: Mindfreak TVPG (CC)	Criss Angel: Mindfreak TVPG (CC)	Criss Angel: Mindfreak TVPG (CC)	Dog the Bounty Hunter TVPG (CC)	Dog the Bounty Hunter TVPG (CC)
266 BIO	Breaking Vegas TVPG (CC)		Mobsters TVPG (CC)		Notorious TVPG (CC)	
269 HIST	Ice Road Truckers TVPG (CC)		Modern Marvels TVPG (CC)		Mega Disasters TVPG (CC)	
273	Kathy Griffin: My Life on the D-List		Flipping Out	Kathy Griffin: My Life on the D-List	Kathy Griffin:	

# strategy. animation gone wild

*Transitions mean something. They communicate.*

*Understand the hierarchy of transition communication*

- Rapid movement
- Rapid color change
- Slow movement
- Slow color change

*If you are refactoring a wild interface, simply turn off all animations and start by communicating fully without it, then add it back in.*




# anti-pattern. **misguided misdirection**

## **summary**

*When you avert the user's attention to the wrong thing due to some effect that was unintended (like page jitter; animation gone wild)*

# anti-pattern. misguided misdirection

BETA**snooth**

Log In

home **search** recommendations friends my ratings

easy drinking red >>

refine your search

☒ All Wines ☐ Wines In Stock


popular searches:

MAXIMUM PRICE: NONE

US\$0 US\$250+


suggest a wine


Showing results 17-24 of hundreds for easy drinking; Red



**Torbreck Shiraz Woodcutter's** (2004)


Winery: Torbreck  
Varietal: Shiraz  
Region: South Eastern Australia > South Australia > Barossa > Barossa Valley  
Type: Red Wine  
User Tags: berry, fruity, color descriptors, blackberry, spices, bramble fruits, spice, balance ... **easy drinking**


**SnoothRank 4.0**  




**Neal Family Zinfandel** (2002)


Winery: Neal Family  
Varietal: Zinfandel  
Region: USA > California > Napa > Rutherford  
Type: Red Wine  
User Tags: fruity, dessert, spices, spice, caramel, big, insects, stone fruits ... **easy drinking**


**SnoothRank 4.0**  




**Philip Togni Cabernet Sauvignon** (1997)

Winery: Philip Togni  
Varietal: Cabernet Sauvignon  
Region: USA > California > Napa > Spring Mountain District  
Type: Red Wine  
User Tags: fruity, berry, cherry, (tree) fruit, big, round, stone fruits, black currant ... **easy drinking**

**SnoothRank 4.0**  




**Les Cailloux André Brunel**  
**Châteauneuf-du-Pape** (2003)

Winery: Domaine André Brunel

**SnoothRank 4.0**



# anti-pattern. misguided misdirection

*Two versions of interactive Google. Second one does less mis-direction.*

**Gmail** [edit](#)

[Inbox](#) [Hide preview](#)

me - file:///Users/bill/Desktop/AM%20E> Jul 26

me, Joshua Scott (3) - Apple Computers - Jul 26

Daniel Bodnar, Ginni (2) - Fwd: Fw: Watch Jul 26

me, Richard Cowin (2) - Demo of Livegrid I Jul 26

me - myspace article - http://www.msnbc.i Jul 26

**Stock Market** [edit](#)

<a href="#">TSG</a>	19.33	-0.06	(-0.31%)
<a href="#">DJIA</a>	10610.10	-87.49	(-0.82%)
<a href="#">NASDAQ</a>	2191.32	-25.49	(-1.15%)
<a href="#">NYSE</a>	7515.18	-51.36	(-0.68%)
<a href="#">S&amp;P 500</a>	1235.86	-9.18	(-0.74%)

Delayed at least 15 minutes unless otherwise indicated. [Disclaimer](#)

**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 Dogs](#) 1hr 30min - Rated PG-13  
★★★★☆ [29 reviews](#)

[Stealth](#) 2hr 1min - Rated PG-13  
★★★★☆ [25 reviews](#)

[Charlie and the Chocolate Factory](#) 1hr 46min - Rated PG  
★★★★☆ [65 reviews](#)

**NYT > Home Page** [edit](#)

[Offer by Europe Would Give Iran Nuclear Future](#)

[Niger's Anguish Is Reflected in Its Dying Children](#)

[Court Nominee Advised Group on Gay Rights](#)

**Gmail** [edit](#)

[Inbox \(11\)](#) [Hide preview](#)

eBay Member :, Mail Delivery (2) - Que: Dec 11

eBay Member :, Mail Delivery (2) - Que: Dec 3

dev-reject-11641931., Mail Delivery (2) - Nov 22

dev-reject-11639872., Mail Delivery (2) - Nov 19

dev-reject-11626813., Mail Delivery (2) - Nov 4

**Stock Market** [edit](#)

<a href="#">YHOO</a>	26.90	+0.03	(0.11%)
<a href="#">DJIA</a>	12445.52	+28.76	(0.23%)
<a href="#">NASDAQ</a>	2457.20	+3.35	(0.14%)
<a href="#">NYSE</a>	9140.39	-6.81	(-0.07%)
<a href="#">S&amp;P 500</a>	1427.09	+1.60	(0.11%)

Delayed at least 15 minutes unless otherwise indicated. [Disclaimer](#)

**Movies** [edit](#)

[Showtimes for 76208 »](#)

[Charlotte's Web](#) 1hr 53min - Rated G  
★★★★☆ [6 reviews](#)

[The Pursuit of Happyness](#) 1hr 56min - Rated PG-13  
★★★★☆ [8 reviews](#)

[The Holiday](#) 2hr 16min - Rated PG-13  
★★★★☆ [19 reviews](#)

**Wired News: Top Stories** [edit](#)

[She's Such a Geek!](#)

[First Look: Photoshop CS3 Beta](#)

**NYT > Home Page** [edit](#)

[Global Warming Poses Threat to Ski Resorts in the Alps](#)

[Governor Mum on Replacement Talk](#)

[Options Sought for Surge in US Troops to Stabilize Iraq](#)

# anti-pattern. misguided misdirection

*One hits you over the head; the other is nuanced.*

Jaldi Search India: Find Top Picks, Related Results  
Find what you seek in India by searching Web pages, Auctions, Books, Music, Electronics, E-products or News- all from same place: Top picks, related results.

# Jaldi Search

Search: [Web pages](#) [Auctions](#) [Books](#) [Music](#) [Electronics](#) [E-products](#) [News](#)

Ajax - search results











Blueprint music

POWERED BY LASZLO

IN ASSOCIATION WITH amazon.com.

Search

Your Recommendations:

 <p>Come Away with Me Norah Jones Our Price: \$10.97</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>	 <p>Bounce Bon Jovi Our Price: \$13.98</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>
 <p>Up! Shania Twain Our Price: \$12.99</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>	 <p>The Rising Bruce Springsteen Our Price: \$8.99</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>
 <p>Buena Vista Social Club Ry Cooder Our Price: \$13.99</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>	 <p>Nothing's in Vain Youssou N'Dour Our Price: \$18.98</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>
 <p>Lost in Space Aimee Mann Our Price: \$13.99</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>	 <p>Under Rug Swept Alanis Morissette Our Price: \$9.99</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>
 <p>Sacred Love Sting Our Price: \$18.98</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>	 <p>Midnight Radio Big Head Todd &amp; the Monsters Our Price: \$17.98</p> <p><a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a></p>

SHOPPING CART [+](#)  
WISH LIST [+](#)  
CHECK OUT [+](#)



# anti-pattern. misguided misdirection

*In Y! Local, there is a two-step operation to open up information on the map.*

Hover activates the balloon.

Click to get the details

However, the hover brings up a popup which you expect to contain information. However, it contains the message “Click icon for more info”.

*Here is what happens*

The popup mis-directs you to what you think is information.

You start to move the mouse to where it says “Click...”

You realize that you have to find the icon

Then you re-target the icon you were just hovering over

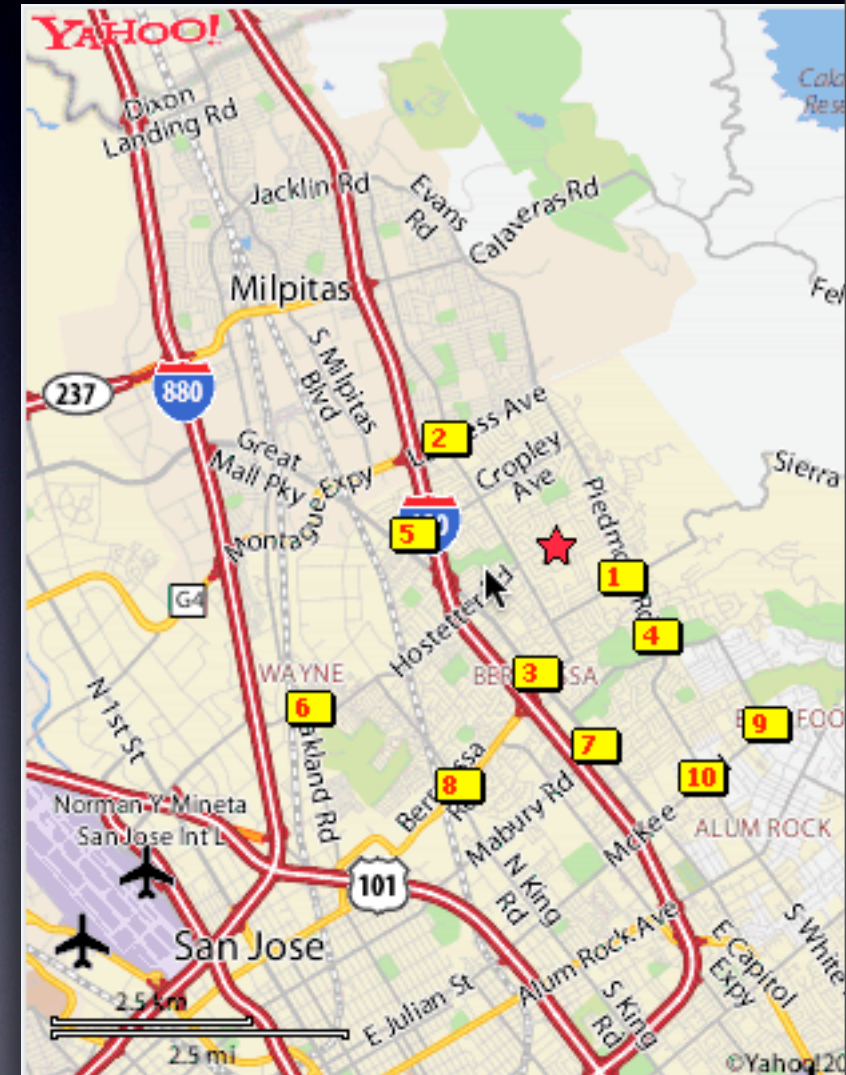
And click to get the information.

*Compare this to Google Maps*

I just click.

No hover to distract.

You can actually do the same on both





# anti-pattern. **missed moments**

## **summary**

*Not providing feedback throughout an interaction. These missed moments can confuse the user about what to do.*

## **examples**

*Drag and drop is classic example.*

## **solutions**

*Use interesting moments grid to think through each moment*



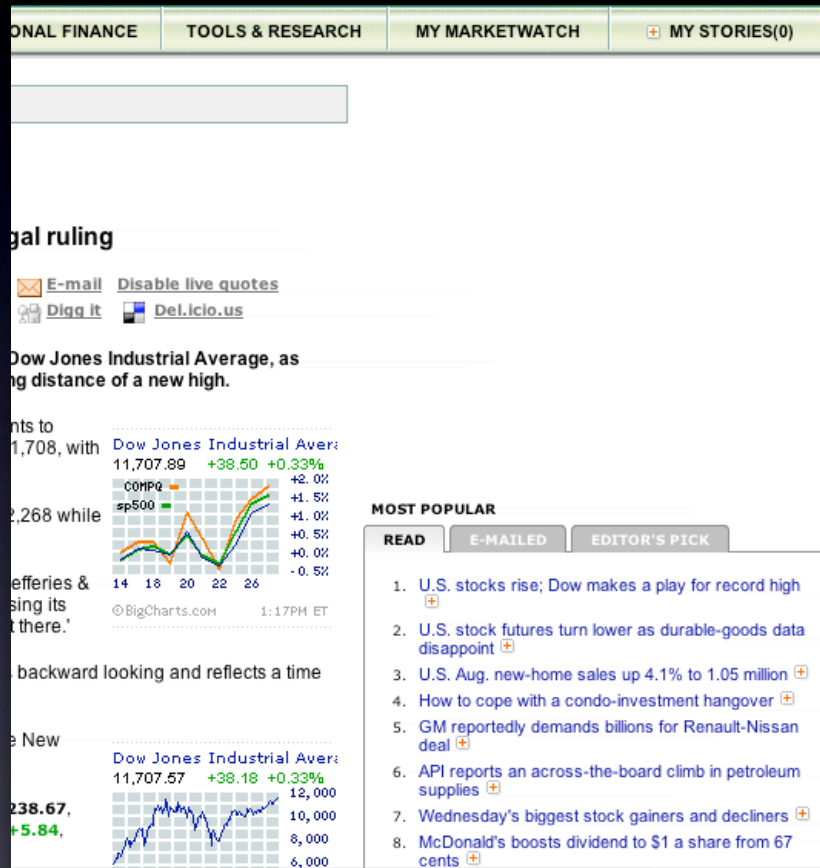
anti-pattern. missed moments

	Page Generation	Mouse Hover	Drag Initiated	Drag over Valid	Drag over Invalid	Drag over Original	Drop Accepted	Drop Rejected	Drop on Original
Page Content	Hint	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Cursor	Normal	Move Cursor	Move Cursor	Move Cursor	Move Cursor	Move Cursor	Normal	Normal	Normal
Drag Object	Normal	Normal	Reduced Opacity & Tracking	Reduced Opacity & Tracking	Reduced Opacity & Tracking + Invalid Badge	Reduced Opacity & Tracking	2. Modules animates into the area just below insertion bar 3. Module comes to rest in new area 4. Modules slide up in a self-healing transition to close hole	Normal Opacity + Zoom Back to Original	Normal Opacity + Zoom Back to Original
Orig Location	Normal	Normal	Hole Opens	Hole Remains	Hole Remains	Hole Remains	Hole Remains	Hole refilled with drag object	Hole refilled with drag object
Drop Target	Normal	Normal	Normal	Insertion Bar	N/A	N/A	1. Insertion Bar Removed	N/A	N/A

[illegible]

# anti-pattern. missed moments

*This does not work because a number of interaction points miss providing clues during the adding stock symbols*





# anti-pattern. missed moments

*Using Y! Photos as example again. Notice missing feedback at key point piles on the problems.*

The screenshot displays the Yahoo! Photos web interface for a user named b.scott. The top navigation bar includes links for Home, Prints & Gifts, View Cart, Settings, and Help, along with a search bar. The main content area is titled "All My Photos" and features a toolbar with options like Slideshow, Create, Share, Edit, and Prints & Gifts. A central instruction box says "Drag photos into this tray and choose a task above." Below this, photos are sorted by date and displayed in a grid. The first row shows three photos: "Sunset", "Underneath", and "View from the Top". The left sidebar contains links to "All My Photos", "My Albums" (with a sub-link for "Paris06"), "My Tags", and "My Friends' Photos".

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

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


[+ Upload Photos](#)


**All My Photos**


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

Drag photos into this tray and choose a task above.

Sort by: [Date](#)

 **Sunset**

 **Underneath**

 **View from the Top**

[All My Photos](#)

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

[My Tags](#)

[My Friends' Photos](#)

# anti-pattern. missed moments

*You can also miss moments of creating interactive relationships of data. The event browser ties interactivity with information. Google maps search loses that.*

Google Maps interface showing a search for "pizza" and a map view of the San Francisco area. The search bar is labeled "What e.g., 'pizza'" and the location bar is labeled "Where e.g., 'poughkeepsie'". The map shows the San Francisco area with various landmarks and roads.

Events Browser interface showing a map of San Francisco CA with three numbered locations (1, 2, 3) and a list of events:

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

Below the map is a calendar for April 2006 and a list of categories:

- All Art Country & Western Folk Music Misc
- Events Museums & Galleries
- Music Rock & Pop Sports
- Theater



# anti-pattern. missed moments

*Lots of opportunities exist if you are careful to catch them*

**YAHOO! FINANCE** Welcome **b.scott**  
[Sign Out, My Account]

Yahoo! | My Yahoo! | **Classic Charts** | Help

SEARCH

**GET CHART** **Symbol Lookup** **Technical Indicators** **Chart Settings** **Print** **Email** **Reset**

**COMPARE TO:**

- ☒ **COMPETITORS**
  - DELL INC (DELL)
  - HEWLETT PA... (HPQ)
  - MICROSOFT... (MSFT)
- ☒ **INDEXES**
  - DOW JONES (^DJI)
  - NASDAQ (^IXIC)
  - S&P 500 (^GSPC)
  - + MORE INDEXES
- ☒ **RECENT**

**ADD SYMBOL(S)** **GO**

**CHART TIPS**

View Quote Data: The data row above the chart details quote info on the primary symbol you are plotting.

NAME	LAST TRADE	CHANGE	VOLUME	TIME
<b>Apple Computer Inc.(AAPL)</b>	<b>64.78</b>	<b>▼ 2.43(3.62%)</b>	35,526,180	4:01pm ET

**AAPL** **MSFT**

 **Farecast** Beta Know When to Buy

[Home](#) | [Sign Up for Email](#)

**All Times (Listed)**

**Select Times (Grid)**

[Learn more about List View](#)

**Results for:**

Leave: **All Times**  
San Jose, CA (SJC)  
Fri, Oct 20 2006

Return: **All Times**  
Dallas, TX (DFW)  
Sat, Oct 28 2006

Adults: 1 [Change Search](#)

**Fare Prediction**



**Lowest fares rising \$50+**  
on average within departure date

**Confidence: 56%**

**Tip: Buy Now.**

**Fare History**



87-Day Low: \$189 Avg Low: \$356

86 Days Ago Now

**Refine Results** [\[ Reset \]](#)

Showing 201 of 201 options

**▼ Price Range**

**▼ Stops**

- ☒ 0 \$1228
- ☒ 1 \$559
- ☐ 2+ -

**▼ Airlines** [Compare](#)

- ☒ Alaska \$731
- ☒ America West \$636
- ☒ American \$675
- ☒ Continental \$719

Price	Airline	Airport	Departs	Arrives	Stops
<b>\$559*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	2:07p	1   4h 52m
<b>\$559*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<b>\$559*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	2:07p	1   4h 52m
<b>\$559*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<b>\$559*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	2:07p	1   4h 52m
<b>\$559*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	11:30a	4:40p	1   7h 10m
<b>\$559*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	4:10p	1   6h 55m
<b>\$559*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<b>\$561*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	12:29p	7:18p	1   4h 49m
<b>\$561*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<b>\$561*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	12:29p	7:18p	1   4h 49m
<b>\$561*</b> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m

**Planning Tools**

- [Flexible? Fares from \\$325](#)
- [Track this trip with RSS](#)

**Sponsored Links**

- Dallas Hotels**
  - [Dallas TX Hotel - Orbitz](#)

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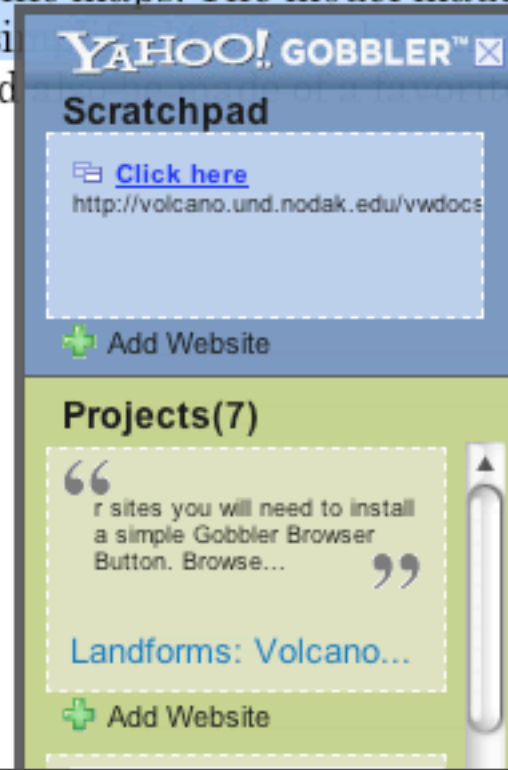
# anti-pattern. missed moments

*Turns out that a number of events exist during drag and drop that we can use to our advantage.*

## Step 1. Selecting a Volcano

Topographic maps are available for all the volcanoes in the United States. Topographical and outdoor recreation stores also sell topographic maps. The model made by the USGS in 1980 about Mount St. Helens. [Click here](#) for a site with information about major dome building episodes. Your model could

## Step 2. Creating a Pattern.





# anti-pattern. **one at a time**

## **summary**

*When you can only update small pieces of the interface instead of doing things in a group.*

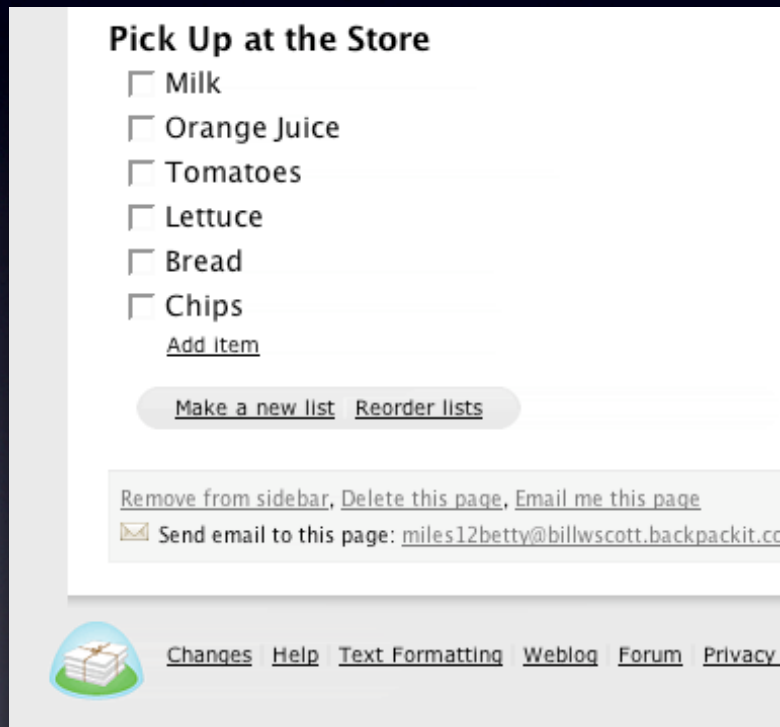
## **examples**

*backpackit*

# anti-pattern. **one at a time**

*Key is what is the workflow? One at a time or multiple operations allowed.*


*These kind of interfaces (in context tools) always present a problem for doing operations on multiple items.*





# anti-pattern. one at a time

*Takes one at a time check box to the extreme*




my  
**FUTON CRITIC**  
the web's best television resource

You are logged in as **b.scott@yahoo**

titles

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 **SHOWWATCH**

series	alert me?	date start/end	network	time slot	status
AMAZING RACE, THE	<input type="checkbox"/>	9/5/01 - ???	CBS	completed airing its current season	returning next season (2007-2008 season)
AMERICAN INVENTOR	<input type="checkbox"/>	3/16/06 - ???	ABC	wednesdays (9:00 PM-10:00 PM EST)	returning this summer (yet to premiere)
AMERICA'S FUNNIEST HOME VIDEOS	<input checked="" type="checkbox"/>	1/14/90 - ???	ABC	completed airing its current season	returning next season (2007-2008 season)
AMERICA'S GOT TALENT	<input checked="" type="checkbox"/>	6/21/06 - ???	NBC	tuesdays (8:00 PM-9:00 PM EST)	returning this summer (yet to premiere)
AMERICA'S MOST WANTED: AMERICA STRIKES BACK	<input checked="" type="checkbox"/>	2/7/88 - ???	FOX	saturdays (9:00 PM-10:00 PM EST)	currently airing (2006-2007 season)

# anti-pattern. **non-symmetrical actions**

## **summary**

*when what it takes to activate a window or function is really different that what it takes to deactivate the window or undo the function.*

## **examples**

*amazon hover popup*

## **solutions**



# anti-pattern. non-symmetrical actions

*Too easy to popup... Too hard to get rid of.*

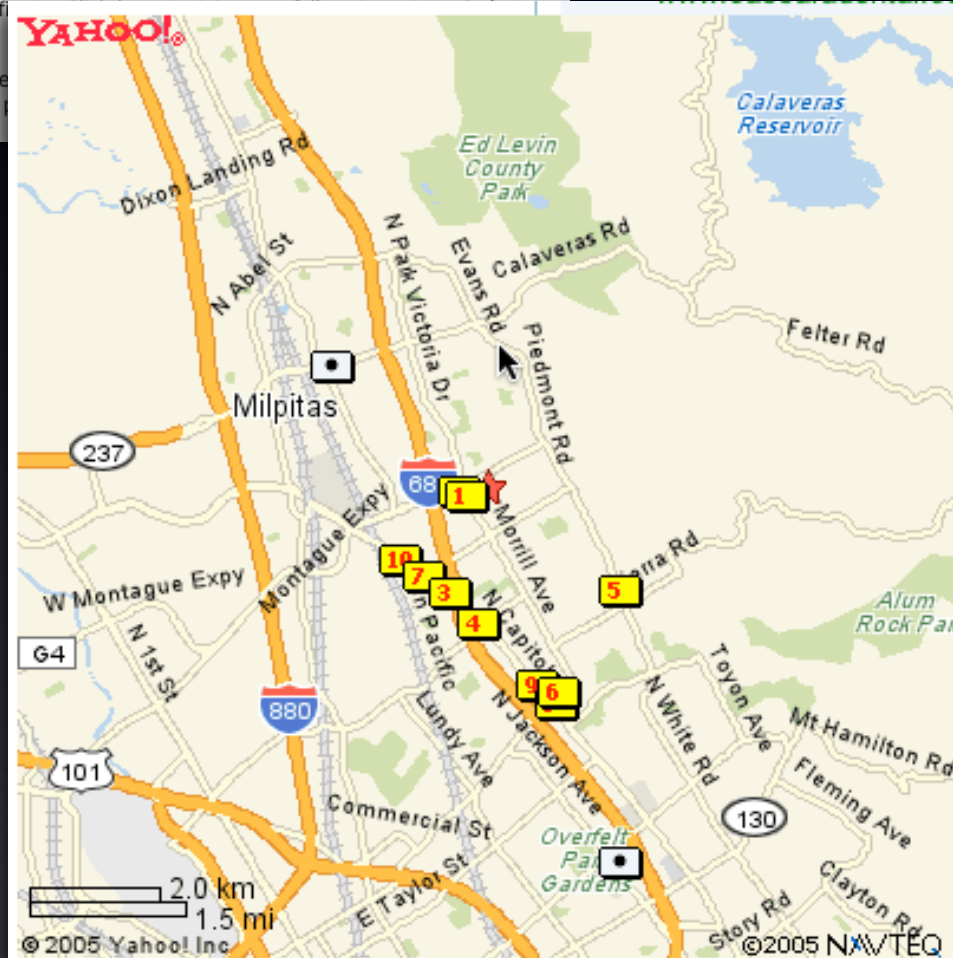
To see a product preview in action, hover over the link below.



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](#) for answers to questions you might have about the beta program.

Don't worry if you don't already have Basic Display Product Links on your Web site. [Click here](#) for answers to questions you might have about the beta program.



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Camden Ave  
[Ids.com](#) Map

[Distance](#) | [Name](#)

[S DDS - S](#)

orrill Ave, Sa

Directions | S

cs - [Dentistry](#)

[g DDS - C](#)

andess Ave,

Directions | S

ors & Clinics

ropley Ave, S

Directions | S

# anti-patterns

big ball of mud. **meandering way.**

**borg idiom. tiny targets.** mystery meat.

buried treasure. **hover and cover.**

**pogo stick navigation. novel notions.**

against the flow. **metaphor mismatch.**

**double duty. linkitus.** blind type.

**windows aplenty. animation gone wild.**

**misguided misdirections.** unmarked hazards.

**missed moments.** missing scene.

**one at a time. non-symmetrical actions.**



my blog.  
this prez.

looksgoodworkswell.com

[billwscott.com/share/presentations/2007/aesf/](http://billwscott.com/share/presentations/2007/aesf/)

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

YAHOO.widget.Button.prototype = new YAHOO.widget.Button();

YAHOO.widget.Button.prototype.initMotion = function(el, attributes, duration, method) {
    YAHOO.widget.Button.call(this, el, attributes, duration, method);
};
```

# YAHOO! USER INTERFACE BLOG

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

Blog

About

search in blog...

Yahoo! Design Pattern Library Released

February 13, 2006 on 7:54 am by Bill Scott | In Design |

I'm excited to announce that today we are releasing the [Yahoo! Design Pattern Library](#) to the public under a friendly [Creative Commons License](#). The goal in releasing this library is for us to share the common patterns that we see emerging at Yahoo! It is hoped that by opening up our design patterns we can share our current thinking as well as solicit your valuable feedback.

We believe design patterns are [powerful](#). First, they offer a solution in context of a problem. Second, they provide a name for the solution. Taken together as a set, pattern libraries form a solution language that can enhance our ability to communicate design ideas. Lastly, they provide us a context in which to discuss a number of associated issues: the thinking behind a solution; issues around accessibility, and de-gradeability; other related patterns; examples of usage; and code samples to name a few.

In case patterns are a new concept to you, here's a little history to get you up to speed.

Background on Patterns

SYNDICATE

All Entries:  
[★ MY YAHOO!](#) [RSS](#)

All Comments:  
[★ MY YAHOO!](#) [RSS](#)

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[The Yahoo! User Interface Library](#)

[Yahoo! Design Pattern Library Released](#)

[Search Pagination Design Pattern](#)

[Item Pagination Design Pattern](#)

[Rating an Object Pattern](#)

[Site 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
- ▶ PERFORMANCE 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.

[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.

[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.

#### 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.