

# Designing for Web 2.0

Principles and patterns for rich interaction

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# 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.js](#) 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 pages. The key ingredients is the JavaScript object XMLHttpRequest. 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 Ajax request.

Want to get started learning? Check out our [Ajax tutorials](#) on the Rico website.

### DRAW AND DROP

Desktop applications have long used drag and drop interfaces to simplify user interaction. Rico provides the simplest interfaces for enabling your web applications to 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, Rico provides a simple interface to required to clue the user on what has transitioned. Rico provides several cinematic effects to help with this.

### 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 Rico you can get an accordion. And the latest behavior is connect an HTML table up to a stream of data. 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
  - Module Tabs
  - Navigation Tabs
- EXPLORE DATA
  - Auto Complete
  - Calendar Picker
  - Pagination
  - Item Pagination
  - Search Pagination
- ORGANIZE DATA
- GIVE FEEDBACK
  - Ratings & Reviews
  - Architecture Review
  - Rating an Object
  - Writing a Review
- PERFORM ACTION
- CUSTOMIZE
  - Drag and Drop
  - Drag and Drop Modules
  - Drag and Drop Objects
  - In Page Editing
  - Sliders

#### APPLICATION NEEDS TO

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

#### Welcome

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

#### What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context.

#### 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 large set of sorted data that will not be easy to display within a single page.

##### Results Page:

1 2 3 4 Next

##### Search Pagination

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

##### Rating an Object

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

##### Writing a Review

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

#### 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



# developer.yahoo.com/ypatterns

**Developer Network Home Help** Site Search Search

## YAHOO! DEVELOPER NETWORK

### Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

**USER NEEDS TO**

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**Welcome**

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**What's a Pattern?**

A pattern describes an optimal solution to a common problem.

**Recent Patterns**

Send Save Draft

To: yd

Cc: Yusef Jones <yusef@...> Yusef Smith <yusef@...>

[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.

**Results Page:**

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[Rating an Object](#)

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[Writing a Review](#)

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

**Ratings and Reviews**

**Problem Summary**

User wants to leave an opinion on an object. Quick opinions can be captured with Reviews.

**Solution Patterns**

**1. Target Elements (T1 - T5)**

**2. Review Elements (R1 - R5)**

**Overall: ★★★★★**

**Quality: Excellent**

[Architecture of a Review](#)

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

**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**

(123456789)

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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A large, gnarled Joshua tree with many spiky green heads against a clear blue sky. The tree's trunk is thick and twisted, with several branches extending outwards. The spiky heads are a vibrant green color. The background is a solid, clear blue sky. In the bottom left corner, some rocky terrain is visible.

surfacing vocabulary



# current patterns

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



# Design Pattern Library

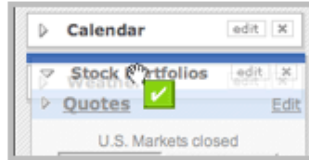
Yahoo! Developer Network > Design Pattern Library > Patterns from A to Z

## Patterns from A to Z



### Alphanumeric Filter Links

The user needs the ability to look up information alphabetically within a large data set.



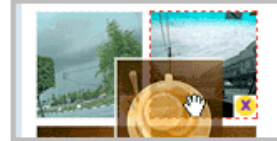
### Animate Transition

The designer needs to communicate that an object is changing its spatial relationship within the page.



### Archite

A product to present reviews



### Drop Invitation

Designer needs to indicate valid candidate drop sites during a drag and drop operation.



### Expand Transition

Designer needs to show the detail of an object in its context or reveal a previously collapsed object.



### Fade In Transition

Designer needs to communicate that an object is being added to the page or application.



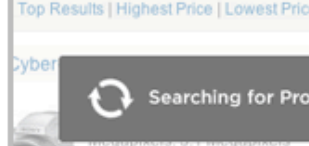
### Fade Out Transition

Designer needs to communicate that an object is going away.



### Breadcrumbs

User needs to navigate potentially large quantities of information efficiently, without becoming lost.



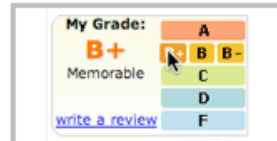
### Brighten Transition

Designer wants to make a previously dimmed object a point of focus by making the object bright again.



### Calendar

User wants a particular information or between



### Hover Invitation

Designer needs to cue the user about what will happen when the mouse is clicked on the hovered object.



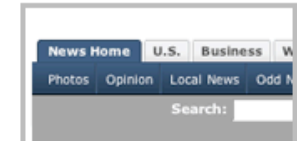
### Item Pagination

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.



### Module Tabs

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



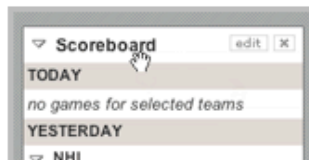
### Navigation Tabs

The user needs to navigate through a site to locate content and features and have clear indication of their current location in the site.



### Cross Fade Transition

Designer wants to communicate that a new view of an object is replacing the previous view.



### Cursor Invitation

Designer needs to cue the user that an object can be interacted with.



### Dim Tr

Designer wants to communicate that an object is of



### Page Grids

For consistent use of common page elements, page width, division of space, ad usage and code base.



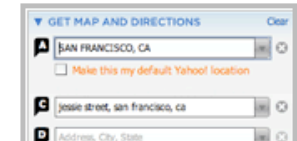
### Rating an Object

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



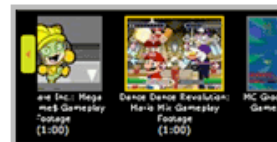
### Search Pagination

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



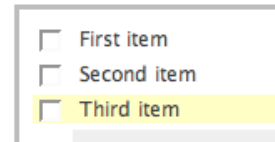
### Self Healing Transition

Designer wants to show that an object has been removed from a list of objects.



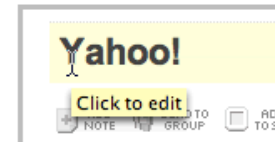
### Slide Transition

The designer wants to bring new content into the page and would like to communicate the additional content's relationship with other items on the page.



### Spotlight Transition

Designer needs to call attention to where a data value or content has changed within the interface.



### Tool Tip Invitation

Designer needs to cue the user about what will happen if they click the mouse on the hovered object.



### Writing a Review

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

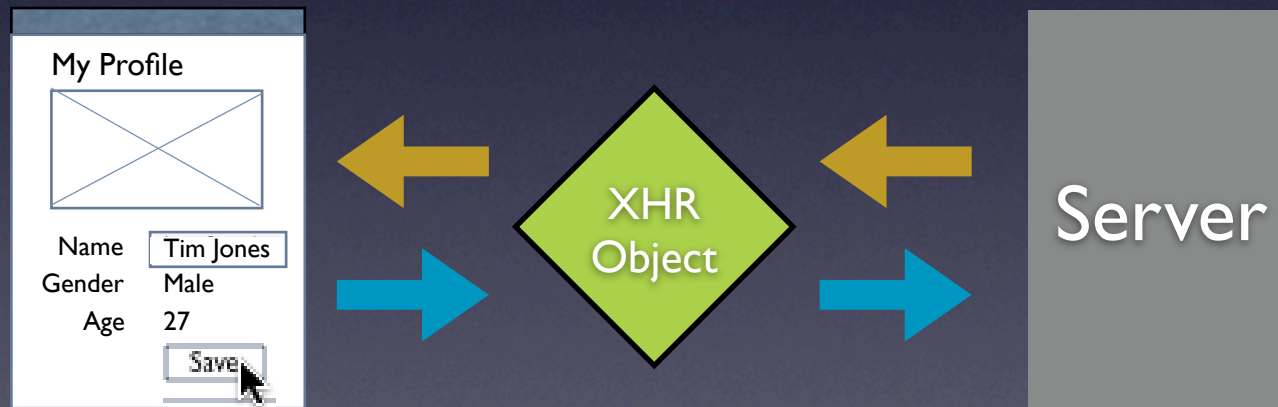
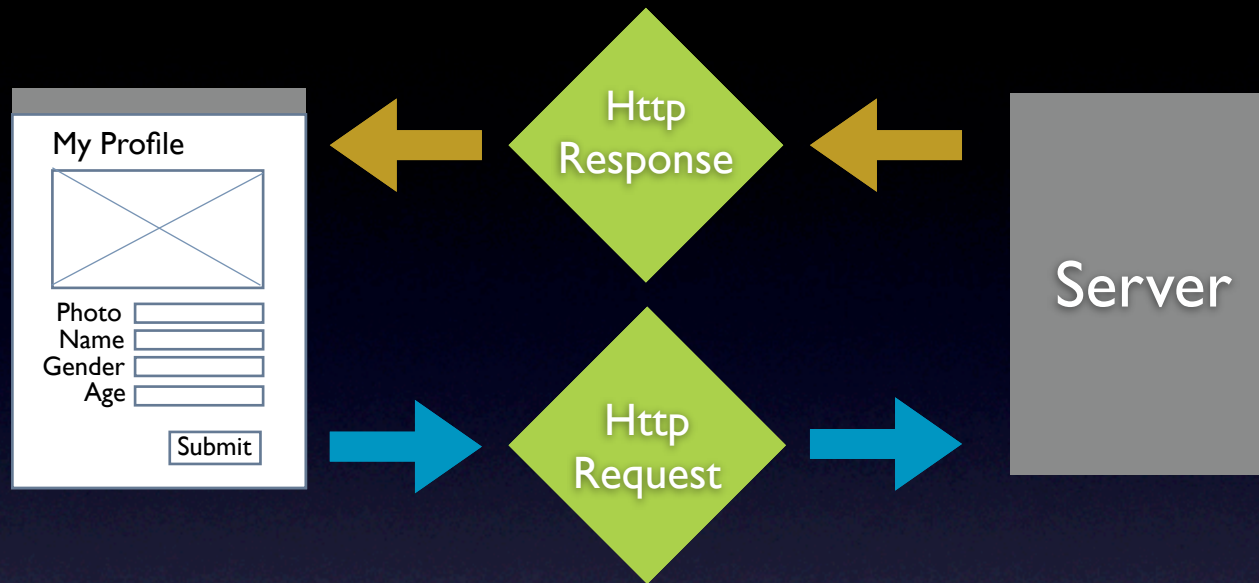


# rich patterns

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

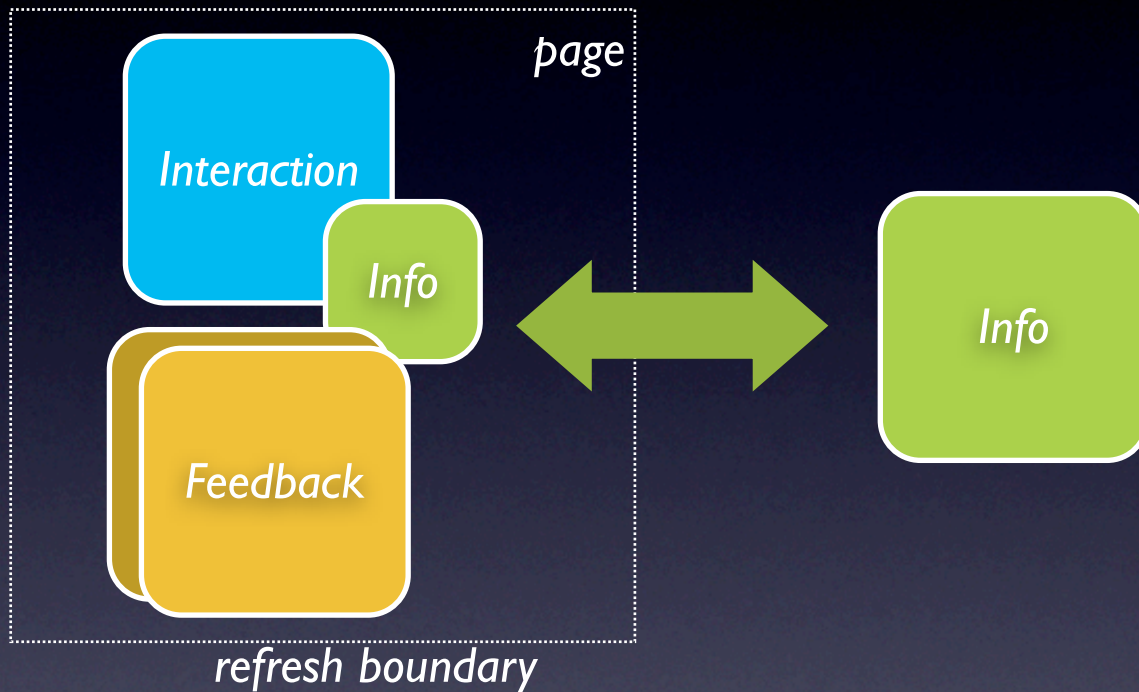


# classic model. rich model.





interaction. feedback. information.





interaction + feedback + information = richness





*Interaction*

*Feedback*

*Info*

design principles for richness





*Interaction*

*Feedback*

*Info*

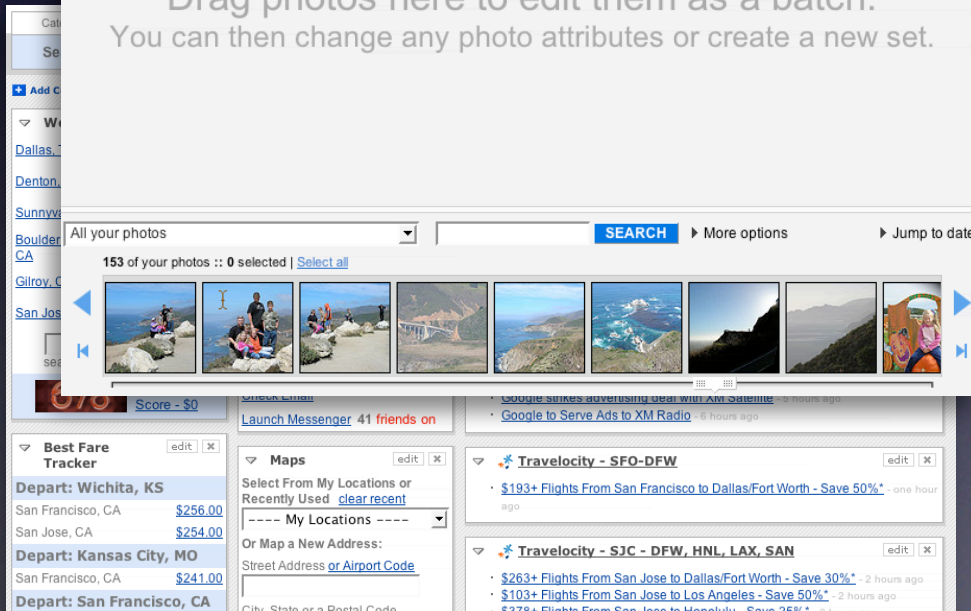
# interaction principles

# principle. make it direct.

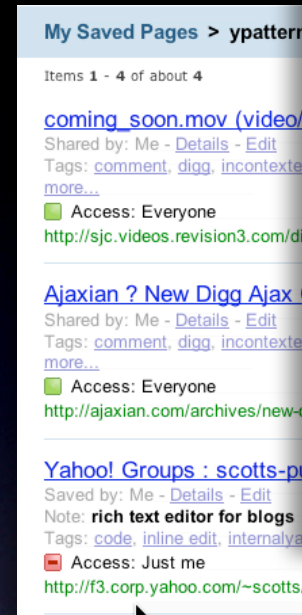


pattern. in-page action.

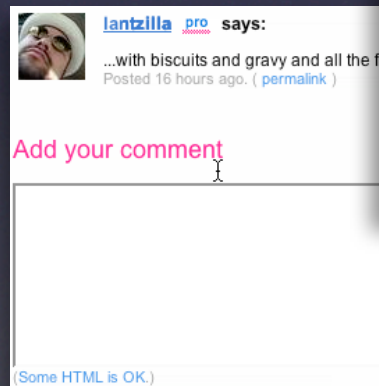
Drag photos here to edit them as a batch.  
You can then change any photo attributes or create a new set.



pattern. drag & drop.

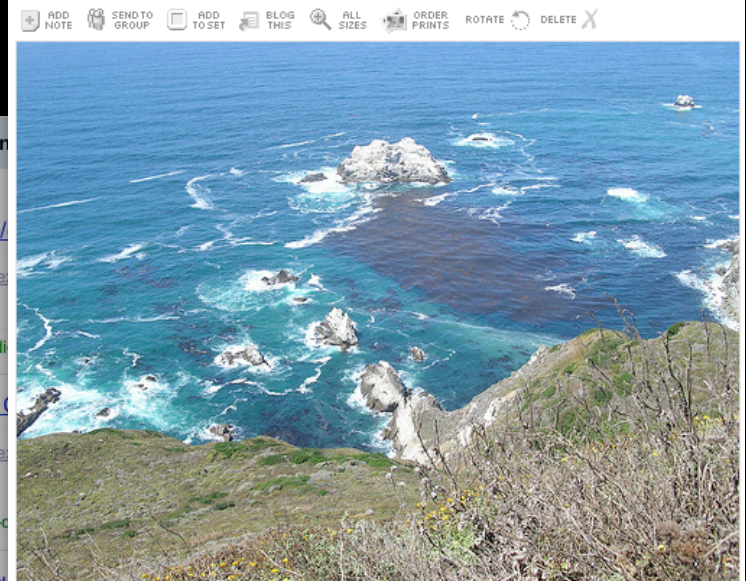


pattern. inline editing.



pattern. in-context tools.

## Rocky Waters



## Pick Up at the Store

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



## Inline Editing

Use inline forms where possible  
Use lightweight popups for ancillary information



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

**SAVE** OR **CANCEL**

### Scheduled Items

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

**Yosemite Lodge** [View](#) | [Delete](#)

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

559-252-4848

Yosemite Natl Pk, CA 95389

United States

In the valley of Yosemite National Park

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

**Tags:** [\[ Edit \]](#)

**Dates:** [\[ Add \]](#)

Wed, Nov 23rd - Fri, Nov 25th [\[ Edit \]](#)



**Tunnel View**

+1 209 372 1000

Wawona Rd

Yosemite National Park, CA 95389

United States

This breathtaking and spectacular sight is located on Highway 41 just north of Wawona, and just south of the Valley Floor. This popular spot is the most photographed view of the valley. It received



### My Saved Items

Items 1

[coming](#)

Shared

Tags: [comment](#), [digg](#), [incontextexpandpatter...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone

[http://sj...](#)

### [Ajaxian ? New Digg Ajax Comment System](#)

Shared at 4:49 PM PST

Shared by: Me - [Details](#) - [Edit](#)

[Email](#) - [IM](#) - [Delete](#)

Tags: [comment](#), [digg](#), [incontextexpandpatter...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

Access: Everyone

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

### [Yahoo! Groups : scotts-pub Post Message](#)

Saved on February 16, 2006

Saved by: Me - [Details](#) - [Edit](#)

[Email](#) - [IM](#) - [Delete](#)

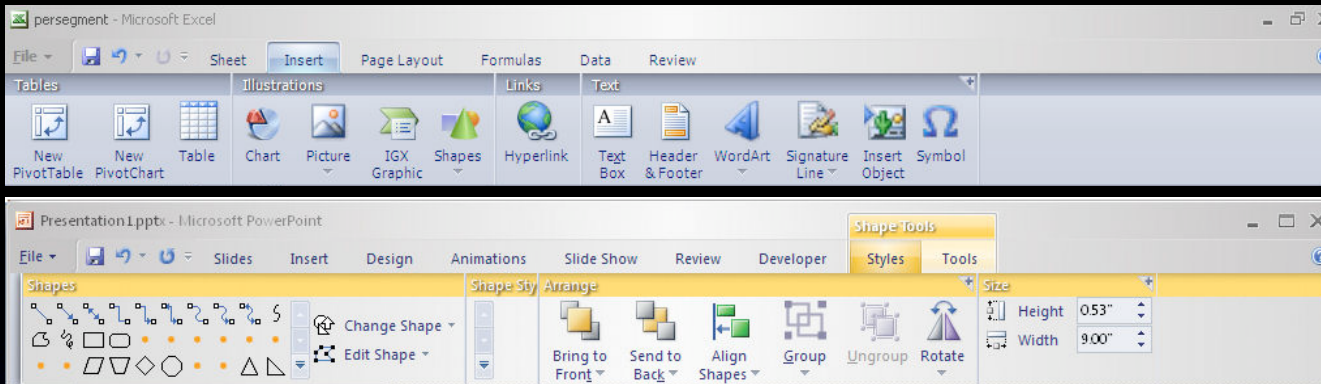
Note: **rich text editor for blogs**

Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

Access: Just me

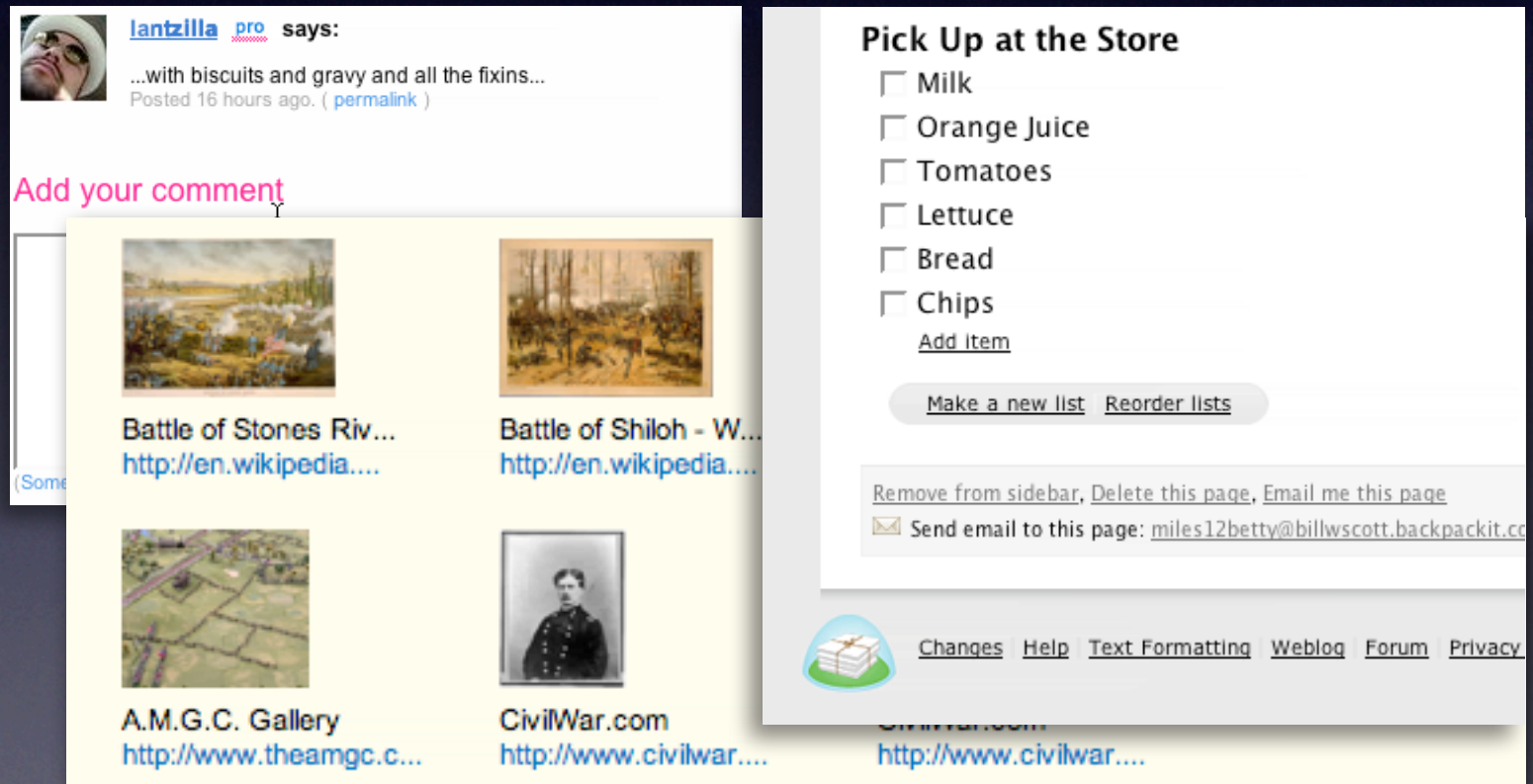
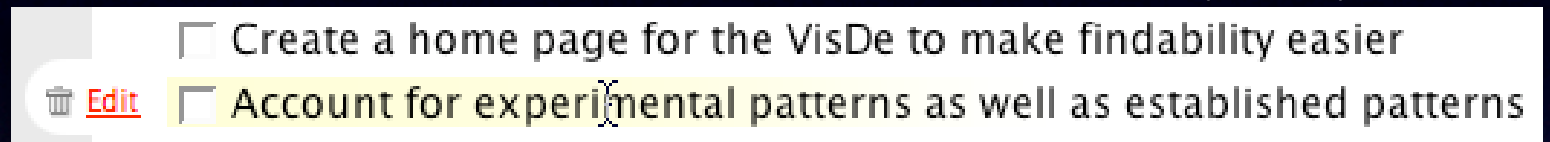
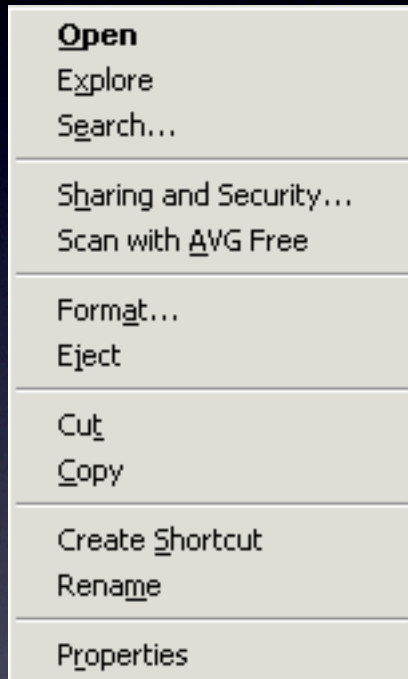
[http://f3.corp.yahoo.com/~scotts/xpost.html](#)

make it direct



## In-context tools

Same as context menus  
Only good for single objects  
Can actually slow you down







make it direct

**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](#)


**Classics**


**Recommendations**

**High Plains Drifter**  
★★★★★  
☐ Not Interested  
Add  
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  
Add  
Director John Sturges's Oscar-nominated adventure classic follows the true tale of a group-escape attempt from one of Germany's toughest prisoner-of-war camps. Hundreds of Allied POWs join Roger "Big X" Bartlett (Richard Attenborough), Danny "The ... [Read More](#)  
[More Recommendations >](#)

**Featured Subgenre**  
**CLASSIC COMEDIES**

**Fun with Dick and Jane**  
★★★★★  
☐ Not Interested  
Add  
George Segal and Jane Fonda play Dick and Jane, two up-and-coming yuppies who exemplified the lifestyle before there was even a name for it. But when Dick loses his lucrative job, the two face a ... [Read More](#)

**Monty Python's Life of Brian**  
★★★★★  
☐ Not Interested  
Add  
The crown princes of British comedy are at it again -- this time, in a send-up of the life and times of Jesus Christ. Perhaps the most controversial

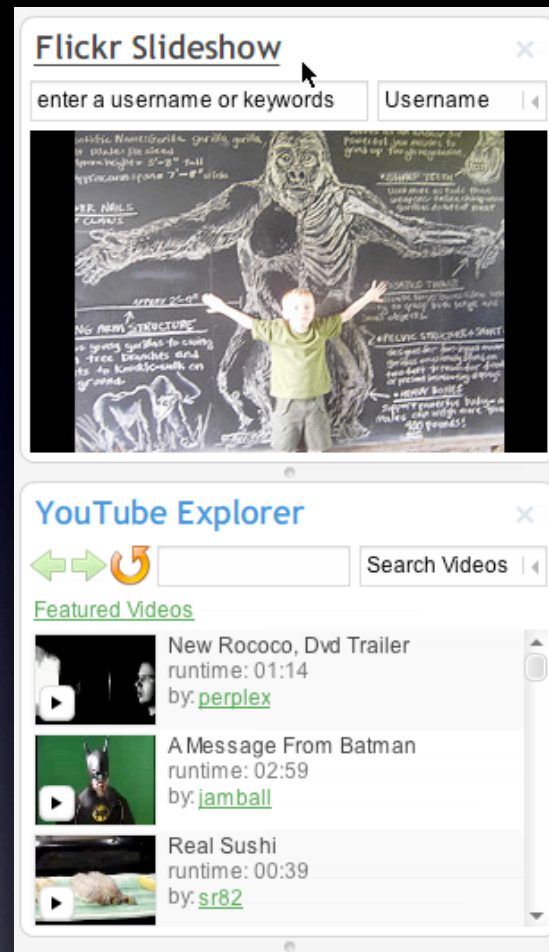
**Drag the DVDs**  
When we suggest a DVD you like, click the "fin

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

**Haven't Seen It**  
Or I'm not interested

**Use Drag & Drop where appropriate**  
Not for simply setting an attribute  
Don't construct artificial visual constructs

make it direct



## Pick Up at the Store

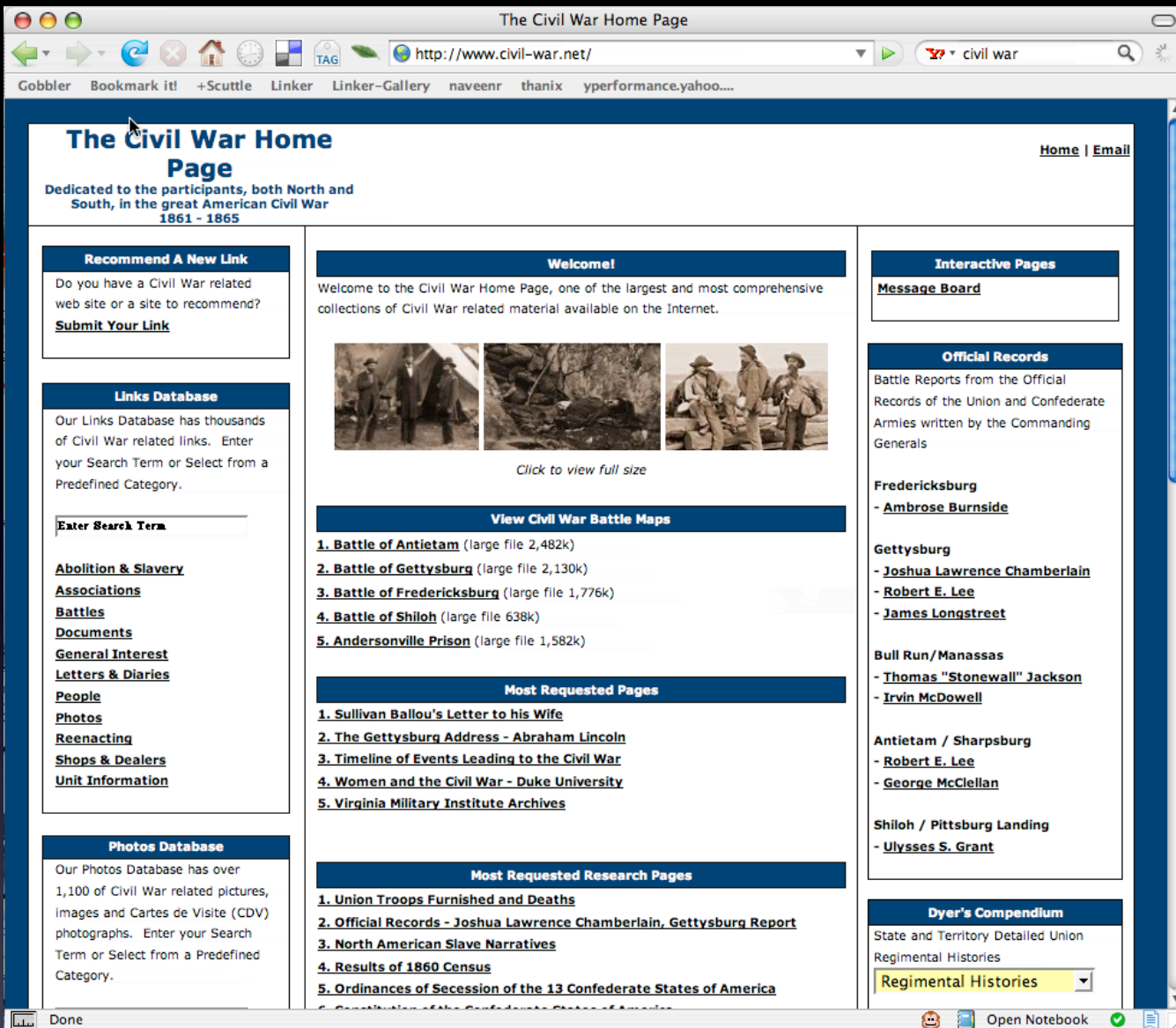
- ☐ **DRAG** Chips
- ☐ **DRAG** Milk
- ☐ **DRAG** Bread
- ☐ **DRAG** Orange Juice2
- ☐ **DRAG** Tomatoes
- ☐ **DRAG** Lettuce

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

## Use Drag & Drop where appropriate

Not for simply setting an attribute  
Don't construct artificial visual constructs  
Good for layout changes (Needs transitions)





make it direct

Use Drag & Drop where appropriate







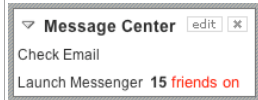
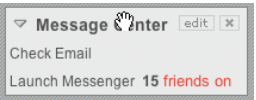
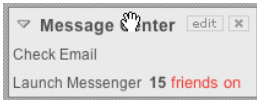
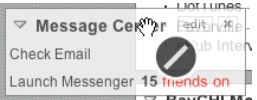
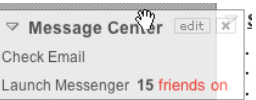
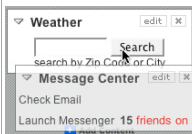
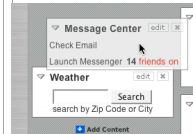
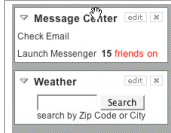
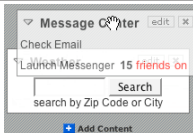
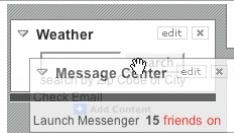
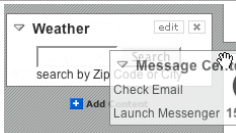
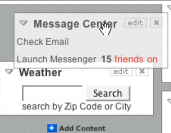
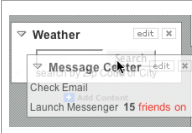
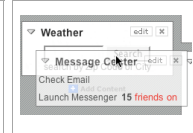
Not for simply setting an attribute

Don't construct artificial visual constructs

Good for layout changes (Needs transitions)

Good for grabbing items

## Drag and Drop Modules - Interesting Moments Grid

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




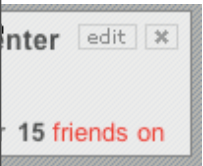
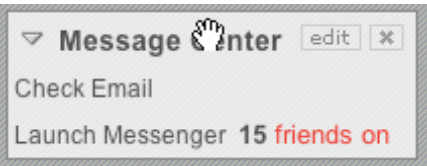
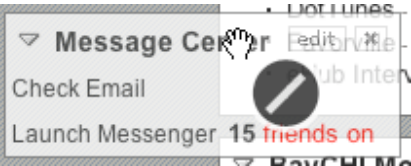
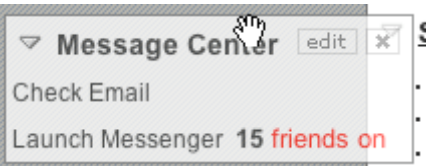
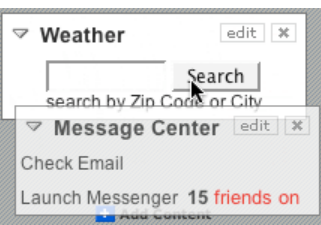
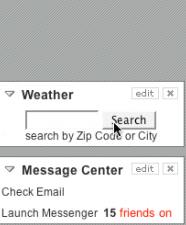
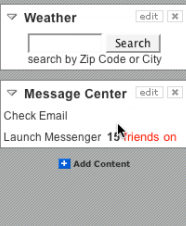

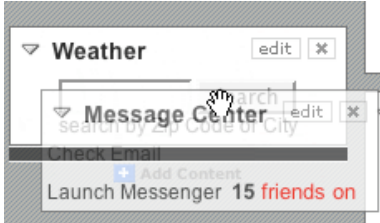
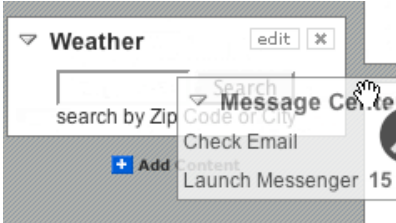
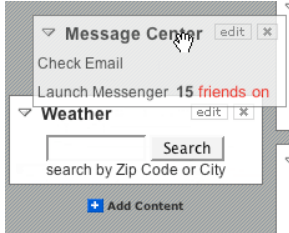
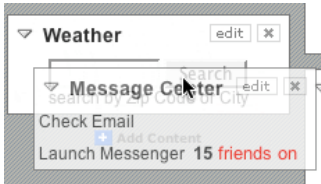
Take care of the interesting moments



Drag and Drop Modules - Interesting Moments Grid

ID: Bill Scott & Eric Miraglia

Date:

Initiated	Drag Over Valid Target	Drag Over Invalid Target	Drag Over Parent Container	Drop Accepted
				
	CSS Move cursor	CSS Move cursor	CSS Move cursor	Normal Cursor
				
	Reduced Opacity	Reduced Opacity & Invalid Badge	Reduced Opacity	Modules animates into the area just below insertion bar
				
				Module comes to rest in new area
				
				Modules slide up in a self-healing transition to close hole
				
				Insertion bar is removed as first

Search:

Search

Music Video Mail

Hello Bill [ Sign Out, My Account ] 44° - 69°

Add Content Change Layout Change Colors

Best Fare Tracker edit ✕  
Depart: New York, NY - all  
Paris, France - all \$193.00  
Depart: Seattle/Tacoma, WA  
Honolulu, HI \$529.60  
Depart: San Francisco, CA  
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Weather edit ✕  
Dallas, TX 49...62 F   
Denton, TX 47...61 F   
Sunnyvale, CA\* 44...69 F   
Boulder Creek, CA\* 40...67 F   
Gilroy, CA\* 41...68 F

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Sunnyvale, CA\* 44...69 F   
Boulder Creek, CA\* 40...67 F   
Gilroy, CA\* 41...68 F

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Add Content Change Layout Change Colors

Message Center edit ✕  
Check Email New mail  
Launch Messenger 28 friends on

Scoreboard edit ✕  
TODAY  
no games for selected teams  
YESTERDAY  
NBA  
Memphis vs. 87 F  
Dallas 97  
Play Fantasy Baseball on Yahoo! Sports

Maps edit ✕  
Select From My Locations or Recently Used clear recent  
---- My Locations ----  
Or Map a New Address:  
Street Address or Airport Code  
City, State or a Postal Code  
U.S.   
Get Map



# principle. keep a light footprint.

pattern. in page action.

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

[digg it](#)

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

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

ONAL FINANCE TOOLS & RESEARCH MY MARKETWATCH

Legal ruling

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Dow Jones Industrial Average, as...  
ing distance of a new high.

nts to 1,708, with  
2,268 while

efferies &  
sing its  
there.'

backward looking and reflects a time

e New

Dow Jones Industrial Averi:  
11,707.89 +38.50 +0.33%  
COMPQ +2.0%  
sp500 +1.0%  
+0.5%  
+0.0%  
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©BigCharts.com 1:17PM ET

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[size chart](#)

Quantity: [1](#) **royal grape**  
**\$29.50 \$9.99** [add to bag](#)

pattern. rating an object.


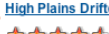
**RECOMMEND THIS STORY**



Recommend It:  Average (63 votes) 

## Classics



Featured Subgenre  
**CLASSIC COMEDIES**


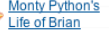
**Recommendations**

**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](#)

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**Fun with Dick and Jane**  
  [Not Interested](#)  
George Segal and Jane Fonda play Dick and Jane, two up-and-coming yuppies who exemplified the lifestyle before there was even a name for it. But when Dick loses his lucrative job, the two face a ... [Read More](#)

**Monty Python's Life of Brian**  
  [Not Interested](#)  
The crown princes of British comedy are at it again -- this time, in a send-up of the life and times of Jesus Christ. Perhaps the most controversial

**The Critics:**  
**B-**  
[14 reviews](#)

**Yahoo! Users:**  
**B+**  
[13199 ratings](#)

**My Grade:**  
**Rate this Movie!**  
Select grade to the right  
[write a review](#)

**A**  
**B**  
**C**  
**D**  
**F**

pattern. remembered collections.

## Remove the “pain points”


Shorten the path

Keep actions immediate and light

Use hover, blur, focus; avoid heavy events

### 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](#)

Add



##### The Great Escape

★★★★★
Not Interested


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[More Recommendations >](#)

#### Featured Subgenre

#### CLASSIC COMEDIES




##### Fun with Dick and Jane

★★★★★
Not Interested

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

Add



##### Monty Python's Life of Brian

★★★★★
Not Interested

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

Add

282  
diggs

[digg it](#)

### Fixing the Mighty Mouse

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

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

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



keep a light footprint

Create free listing

1. Choose category 2. Write listing 3. Preview 4. Activate

You can edit every part of the listing directly by clicking on it. The print preview shows you how the printed listing will look in the Fundgrueb newspaper. Click on 'Continue', if all the fields marked \* have been completed and you like the listing.

I offer I look for

Computers & software Sundry

Add title \*

Set price \*

Add short description \*

Add contact data and article location \*

Date added: 16.12.2006

Detailed description

Add text (Appears only in the Internet listing)

Additional pictures

Add picture

Hint: you may add at most 4 pictures.

Back Continue

Enter the article site in the form on the left to enable your listing to be displayed on the map.

select Color: khaki \$42.50

select Waist:

select Length:

also in tall (prices may vary)

select qty 1

size chart more details

khaki \$42.50

add to bag

stressfree classic fit flat front khakis imported. exclusive colors

more views

## Design for engagement

Use invitations & feedback  
Treat it like an impulse aisle  
Do it in context

The Critics: **B-** [14 reviews](#)

My Grade: **Rate this Movie!**

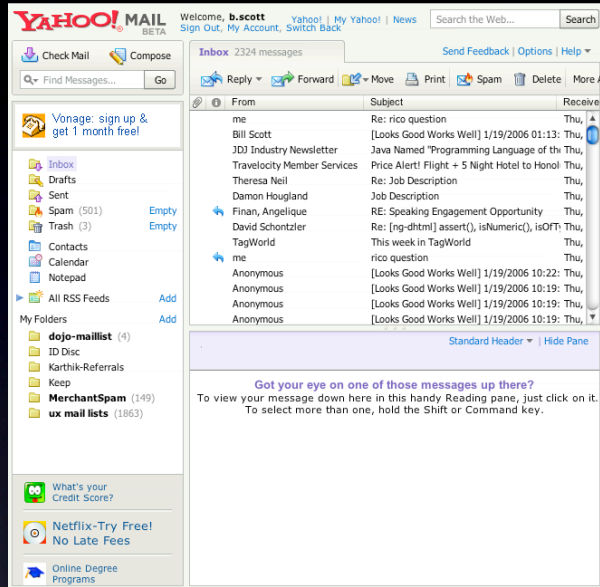
Yahoo! Users: **B+** [13199 ratings](#)

Select grade to the right [write a review](#)

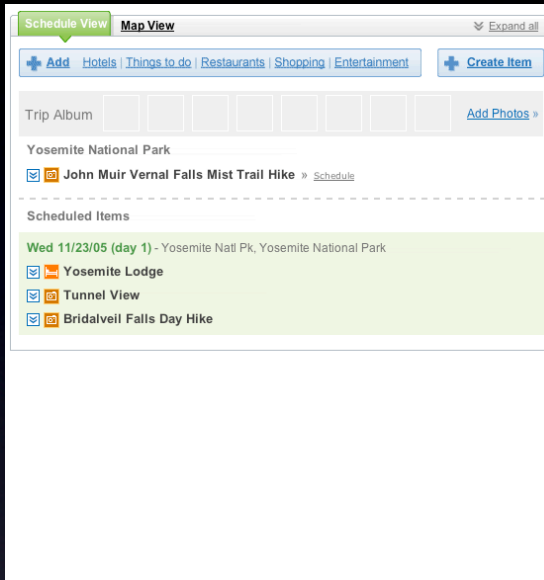
A
B
C
D
F

# principle. cross borders reluctantly.

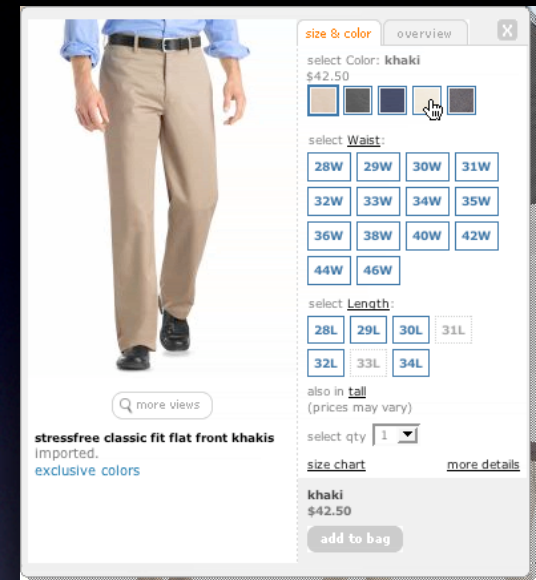
pattern. on-demand scrolling.



pattern. in-context expand.



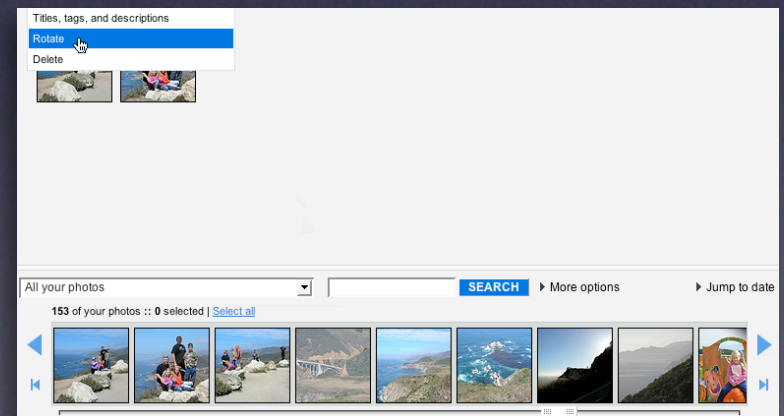
pattern. inline assistant.



pattern. hover details.



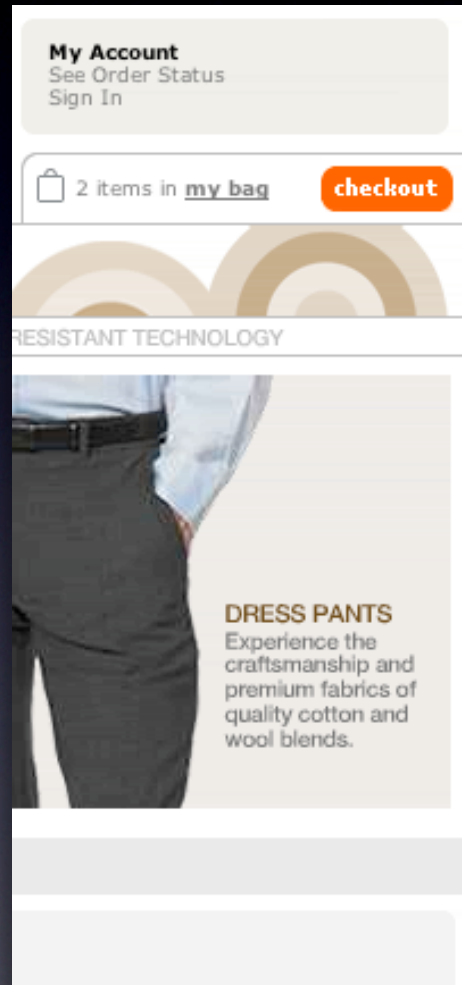
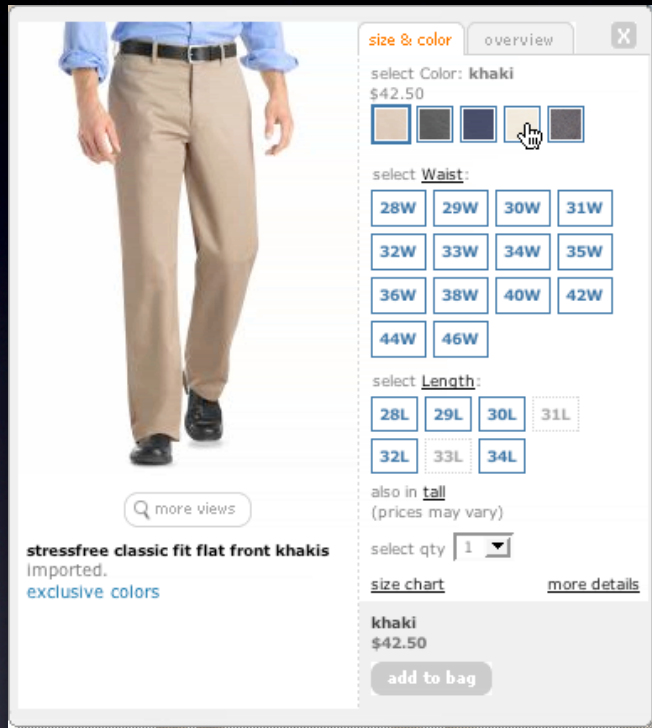
pattern. lightweight popup + lightbox.


















## Rethink process flows

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



cross borders reluctantly


Photo Click for info	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # (Click for info)	More Photos (Click for view)	Virtual Tours (Click for view)
	\$1,750,000 Single Res	6+, 4+ 3700	14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Lorenzo Valley) Schwarzbach Associates	<a href="#">550701</a>	 MULTI	 TOUR
	\$1,995,000 Single Res	6+, 4+ 5675	17617 MOUNTAIN CHARLIE RD LOS GATOS, CA 95033 (Unincorporated Los Gatos Mtns) Almaden Oaks Realtors	<a href="#">608215</a>	 MULTI	
	\$2,286,000 Single Res	5, 4+ 4800	20930 PANORAMA DR Los Gatos, CA 95033 (Los Gatos Mtns) Alain Pinel Realtors	<a href="#">604907</a>	 MULTI	 TOUR
	\$2,750,000 Single Res	5, 4+ 5000	155 LARITA DR Ben Lomond, CA 95005 (San Lorenzo Valley) Network Alliance Real Estate	<a href="#">616947</a>	 MULTI	
	\$2,777,000 Single Res	5, 4+ 5819	777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate	<a href="#">616474</a>	 MULTI	 TOUR
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Select Search Category: Web **Images** Videos

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Search Results Results 1 - 5 of about 1580284 for flowers




**flowers 025**  
flowers021.jpg 110k 29Feb2004 flowers022.jpg 783k 29Feb2004 flowers023.jpg 186k  
<http://wp.li.ru/flowers/1024x768-jpeg-fmt-0.3MB>




**flowers 063**  
flowers059.jpg 122k 29Feb2004 flowers060.jpg 134k 29Feb2004 flowers061.jpg 120k  
<http://wp.li.ru/flowers/1024x768-jpeg-fmt-0.1MB>



**flowers 045**  
flowers041.jpg 277k 29Feb2004 flowers042.jpg 125k 29Feb2004 flowers043.jpg 744k  
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**flowers 076**  
flowers072.jpg 820k 29Feb2004 flowers073.jpg 160k 29Feb2004 flowers074.jpg 120k  
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**flowers 019**  
flowers015.jpg 781k 29Feb2004 flowers016.jpg 455k 29Feb2004 flowers017.jpg 143k  
<http://wp.li.ru/flowers/1024x768-jpeg-fmt-0.3MB>


## Re-think paging


Use scrolling for “owned” data  
Watch out for dual scroll bar issue  
Hybrid of paging & scrolling

FEATURED RECIPES


  
Pear Bruschetta with  
Hazelnut Cream

  
Roasted Asparagus with  
Pine Nuts

  
Easy Cheesy Stuffed  
Chicken

  
Chewy Chocolate  
Gingerbread Cookies

Page: 1 2 3 4



**Getting it off his chest**  
Zinedine Zidane apologizes for using his head, but says he couldn't stomach slurs toward family. [» Story](#)  
• All the rage on the Web • A denial  
Final highlights, including head-butt

[Lonely elephants baffled by post-Katrina life](#)

[Scientists study gorilla habitat](#)

[Some birds stay aloft up to 10 years](#)

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Bill, the following movies were chosen based on your interest in:

[Animal Crackers](#)  
[Something the Lord Made](#)  
[X2: X-Men](#)

**NETFLIX**

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

**Recommendations**  
Movie suggestions based on your ratings

**NEW RECOMMENDATIONS**

**Samurai Champloo (7-Disc Series)**  
★★★★★  
Not Interested  
Director Shinichiro Watanabe mixes a maturity rarely found in anime with a historical Japanese setting and a funky hip-hop soundtrack. Fuu is a spacey waitress at a teahouse where a sword fight ... [Read More](#)

**12 Angry Men**  
★★★★★  
Not Interested  
A guilty verdict means death -- but the jury's not day. Twelve men must decide the fate of an 18-year-old who is accused of fatally stabbing his father. Only one (Henry Fonda) coolly deliberate ... [Read More](#)

[See All Recommendations >>](#)

**Transmit 3.5.5.dmg** (5.8 MB - 10/11/06 - [Release Notes](#))  
Requires Mac OS X 10.3.9. Sessions/Favorites limited after 15 day trial.

**download the transmit dashboard widget.**  
**Transmit Widget 2.0.zip** (784 KB - 10/18/06 - [Release Notes](#))  
Requires Mac OS X 10.4 and Transmit 3

**MacMinute** Showtime Award Winner: MWSF 05  
**Macworld BEST OF SHOW** 2005  
**Apple Design Award** Best Use of Mac OS X Tiger Technologies 2005 Winner

**screenshots**

**more info**

**What is FTP?**  
FTP, or File Transfer Protocol, is the universal way to send, receive, and manage your files and folders using the internet. If you manage a web site, need to send a file to a friend running an FTP server, need to post eBay images to a image host, or download a lot of software updates, then Transmit is the perfect program for you: it makes FTP easy and fun!

**Helpful Tip**  
◀ **Seen any of these movies?**  
★★★★★

## Use Overlays

For more information  
Replace page transition

When editing an individual, more complex item

Be symmetrical

Try not to disturb the page

[+ Upload Photos](#)

[All My Photos](#)

[My Albums](#)

[Paris06](#)

[My Tags](#)

[My Friends' Photos](#)

Friendly advice for photo sharing.



## All My Photos

[Slideshow](#)

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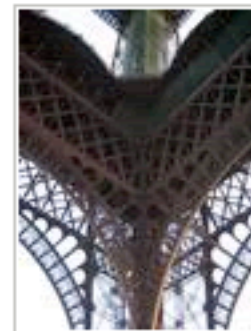
[Prints & Gifts](#)

*Drag photos into this tray and choose a task above.*

Sort by: [Date](#)



Sunset



Underneath



View from the Top



Eiffel Pulley



From Second Floor Up










Eiffel Tower




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Trip Album        [Add Photos »](#)




**Yosemite National Park**

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

---

**Scheduled Items**

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

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

## Use in-context expands

For editing part of a collection  
Need to see surrounding context  
For managing content modules

## My Saved Pages > ypatternexample

Items 1 - 4 of about 4

Sort by: **Date Saved** | [Title](#)


### [coming\\_soon.mov \(video/quicktime Object\)](#)

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Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

 Access: Everyone

[http://sjc.videos.revision3.com/diggation/coming\\_soon.mov](http://sjc.videos.revision3.com/diggation/coming_soon.mov)


### [Ajaxian ? New Digg Ajax Comment System](#)

Shared at 4:49 PM

Shared by: Me - [Details](#) - [Edit](#)

[Email](#) - [IM](#) - [D](#)

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

 Access: Everyone

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

### [Yahoo! Groups : scotts-pub Post Message](#)


Saved on February 16,

Saved by: Me - [Details](#) - [Edit](#)

[Email](#) - [IM](#) - [D](#)

Note: **rich text editor for blogs**

Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

 Access: Just me

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

Stock Market <span>edit </span>			
<a href="#">ISG</a>	31.89	-0.01	(-0.03%)
<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. <a href="#">Disclaimer</a>			

## Use real-estate creatively

Use slideouts

Use in-place zoom

Remember the backstage

Featured

Entertainment

Sports

Money



### Animal cams gone wild

Webcams that view pandas in action are perpetually popular, while live eagle cams are taking flight. [» More](#)

[Panda pics](#) [Webcams](#)

• [More Yahoo! Buzz Log](#)



Celebrity spirits haunt Hollywood hot spots



San Jose Sharks fans should be booed




The wild world of animal webcams





Four-day rain swamps New England

[» More Featured](#)

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


 [Mail](#)


 [Messenger](#)


 [Radio](#)

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

[» View All Mail](#)

 **Weather**  
59° - 88°

 **Local**

 **Movies**

FiveRuns Corporation

[Global View](#)
[System Browser](#)
[Events](#)
[Reports](#)
[Settings](#)
[Users](#)
[Your Profile](#)

Event Explorer: Page Response Time at 27

Event ID: 29

Event Details

13:52 john sherry kim

Warning 30 min

Critical 4 hrs 32 min

Linux

Mac OS X

MySQL

Apache

as1

db1

web1.fiveruns.com

web2.fiveruns.com

db2.fiveruns.com

web1.fiveruns.com

24 hours

View: [All](#) | Events Only

Application

java

1 of 68

% User Mode CPU per App

Zoom

Lightbox view



key principle

*Interaction*

prefer direct,  
lightweight,  
in-page interaction

*Interaction*

*Feedback*

*Info*

# feedback principles



# principle. give live feedback.

pattern. live suggest.

### Ask Your Question

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

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

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

You have 1000 characters to work with.

pattern. auto complete.

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

[Show BCC](#)  
[Plain Text](#)

Search with us, book with them.™  
**Flights** | [Hotels](#) | [Cars](#) | [Deals](#) | [Best Fare Buzz](#)

☒ Round-trip ☐ One-way ☐ Multi-city

From  
  
☒ Show Nearby Airports

Leave  
2/15/2006  
Time  
Anytime

To  
  
☒ Show Nearby Airports

Return  
2/22/2006  
Time  
Anytime

Travelers  
1

Cabin  
Economy

☐ Prefer Nonstop

for [hundreds of airlines](#).

pattern. busy indicator.

Check Mail Compose

pattern. live previews.

**Find a domain name:**

(ex. [wildgetdesigns.com](#))

pattern. periodic refresh.

**MarketWatch**  
From DOW JONES

Get Quote:  Find symbol Search:  Advanced search

NEWS & COMMENTARY | **MARKETS** | MUTUAL FUNDS & ETFs | PERSONAL FINANCE | TOOLS & RESEARCH

**LATEST NEWS** [\[MCD\]](#) UBS ups McDonald's price target to \$46 from \$44

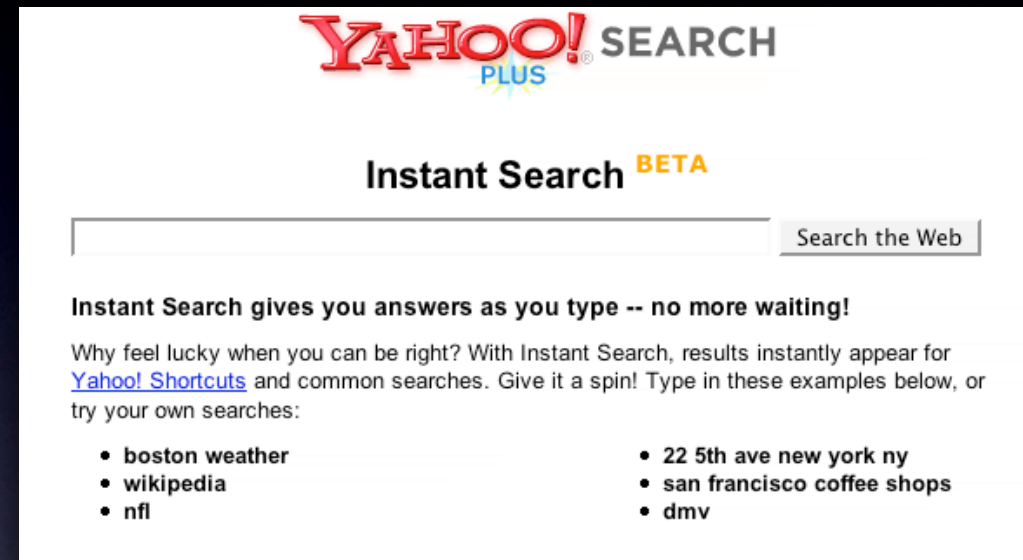
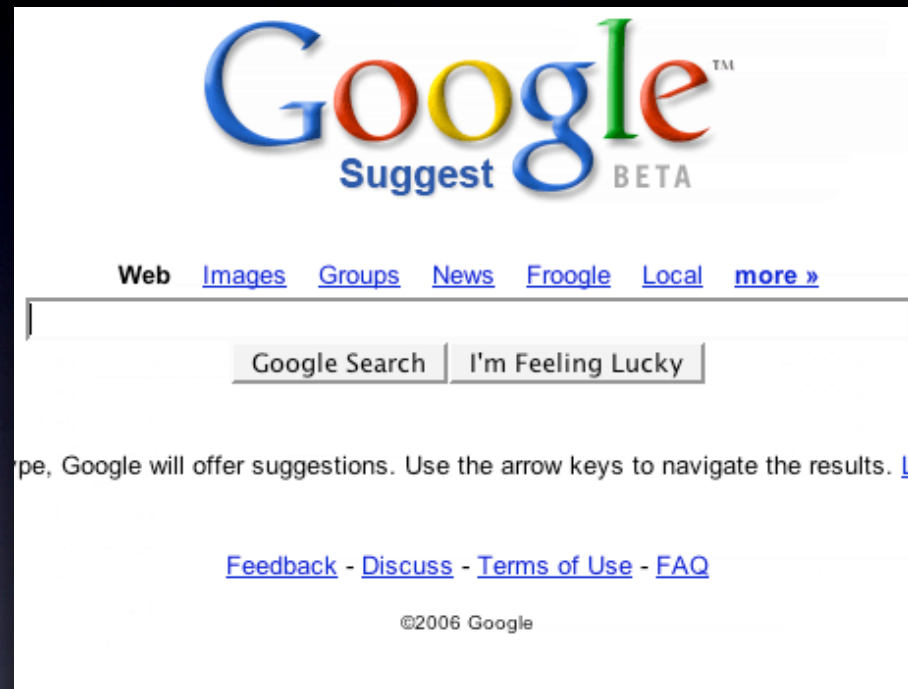
**MARKET SNAPSHOT**  
**Dow targets record high**  
Surprise rise in new home sales; Intel rallies on favorable legal ruling  
By [Mark Cotton](#), MarketWatch  
Last Update: 1:04 PM ET Sep 27, 2006  
[Print](#) [E-mail](#) [Disable live quotes](#)  
[RSS](#) [Digg It](#) [Del.icio.us](#)

**NEW YORK (MarketWatch)** -- U.S. stocks rose Wednesday, with all eyes on the Dow Jones Industrial Average, as gains for Intel Corp., McDonald's and others put the blue-chip index within striking distance of a new high.  
The Dow industrials ([\\$INDU](#) : 11,709.25, +39.86, +0.3% ) rose as much as 51 points to 11,720.77, just shy of its record high close of 11,722.98. It was last up 39 points at 11,708, with 18 of 30 components contributing to gains.  
The Nasdaq Composite ([\\$COMPQ](#) : 2,267.12, +5.78, +0.3% ) was up 7 points at 2,268 while the S&P 500 Index ([\\$SPX](#) : 1,338.76, +2.42, +0.2% ) gained 2 points to 1,338.  
"Why shouldn't the market be going up?" says Art Hogan, chief market strategist at Jefferies & Co. "You have lower energy prices and low interest rates. You have McDonald's raising its dividend and some good news for Intel. There's more good news than bad news out there."  
Hogan said the market was shrugging off a weak durable goods report because it is backward looking and reflects a time when energy prices were much higher, crimping orders for big-ticket items.  
On the broader market for equities, advancers outpaced decliners by 21 to 11 on the New York Stock Exchange, and by 17 to 11 on the Nasdaq.  
By sector, semiconductors ([\\$SOX](#) : 461.30, +2.31, +0.5% ), networkers ([\\$NWX](#) : 238.62, +2.00, +0.8% ), biotech ([\\$BTK](#) : 668.91, +8.66, +1.3% ) and oil ([\\$OIL](#) : 585.23, +6.52, +1.1% ) and oil service ([\\$OSX](#) : 185.03, +3.77, +2.1% ) stocks put in solid gains.

## Keep the goal in mind

Design for relevancy

Is it narrowing or distracting





## Keep the goal in mind

Design for relevancy

Is it narrowing or distracting?

Use feedback to boost confidence

Let the user iterate where possible

The screenshot shows the alltheweb search engine interface. The search bar contains the text 'monterrey'. Below the search bar, a list of suggestions is visible: 'monterrey', 'monterrey mexico', 'monterrey nl mexico', 'arena monterrey', 'tec de monterrey', 'tecnologico de monterrey', 'monterrey nuevo leon', 'monterrey mexico map', 'universidad de monterrey', and 'cablevision monterrey'. The search results page displays 'Results 1 - 10 of about 8,620,000 for monterrey'. It includes a 'Did you mean: monterrey' suggestion, a 'SPONSOR RESULTS' section with links to Expedia.com and Travelocity, and a 'News Results for monterrey' section with a link to FC Dallas. There is also a 'Yahoo! Shortcut' link and a 'Yahoo!'s' section with a 'Report them' link. The page also features a 'Tell a Friend' and 'Feedback' button.

alltheweb  
livesearch

Options Go to... Help

monterrey

monterrey mexico  
monterrey nl mexico  
arena monterrey  
tec de monterrey  
tecnologico de monterrey  
monterrey nuevo leon  
monterrey mexico map  
universidad de monterrey  
cablevision monterrey

Refine Search

Tell a Friend Feedback

Results 1 - 10 of about 8,620,000 for **monterrey** [\(About this page\)](#)

Did you mean: [monterrey](#)

SPONSOR RESULTS

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

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

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

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

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

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

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

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

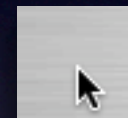
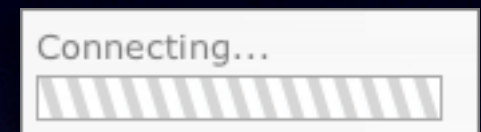
[International Conference on Financing for Development-2003-main](#)

give live feedback

## **Shape user perception**

Make time pass faster

Make application feel more responsive





give live feedback



Find a domain name:

www.

(ex. widgetdesigns.com)

Required information for Google account

Your current email address:

e.g. myname@example.com. This will be your username and sign-in.

Choose a password:

[Password strength:](#) Too short

Minimum of 6 characters in length.

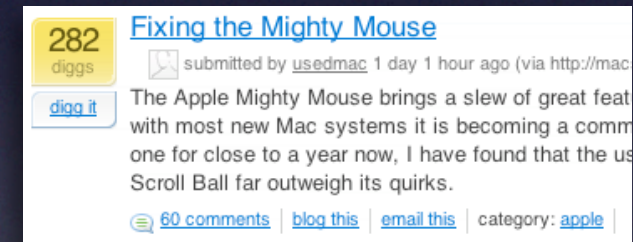
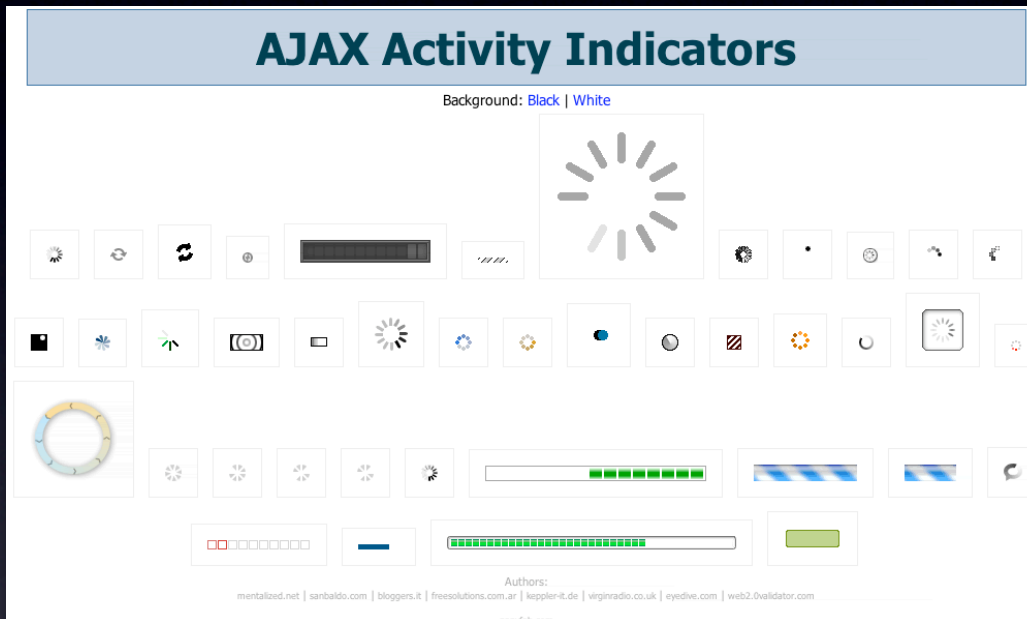
## Prevent errors before-hand

Ounce of preventive design worth pound of error-handling

Look before you leap

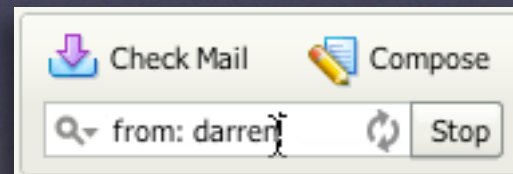
Use live-previews

give live feedback



## Keep feedback focused

Use laws of proximity in context feedback  
Respect feedback bandwidth  
Avoid side-noise (peripheral distractions)





give live feedback

Blueprint music

POWERED BY LASZLO

IN ASSOCIATION WITH amazon.com.

Search

Your Recommendations:

Album Cover	Album Title	Artist	Our Price	Buttons
	Come Away with Me	Norah Jones	\$10.97	<a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a>
	Bounce	Bon Jovi	\$13.98	<a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a>
	Up!	Shania Twain	\$12.99	<a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a>
	The Rising	Bruce Springsteen	\$8.99	<a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a>
	Buena Vista Social Club	Ry Cooder	\$13.99	<a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a>
	Nothing's in Vain	Yousou N'Dour	\$18.98	<a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a>
	Lost in Space	Aimee Mann	\$13.99	<a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a>
	Under Rug S	Alanis Morisse	\$	<a href="#">i</a> <a href="#">+ cart</a>
	Sacred Love	Sting	\$18.98	<a href="#">i</a> <a href="#">+ cart</a> <a href="#">+ list</a>
	Midnight Ra	Big Head Todd	\$	<a href="#">i</a> <a href="#">+ cart</a>

SHOPPING CART [+](#) [-](#)

WISH LIST [+](#) [-](#)

CHECK OUT [+](#) [-](#)

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

## Keep feedback focused

Use laws of proximity in context feedback

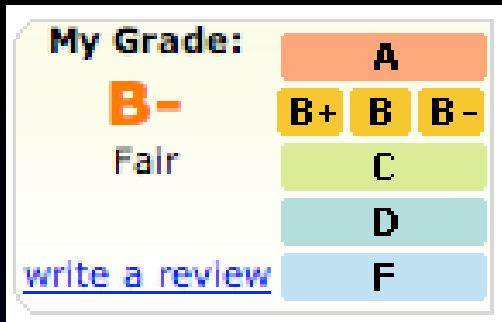
Respect feedback bandwidth

Avoid side-noise (periphial distractions)

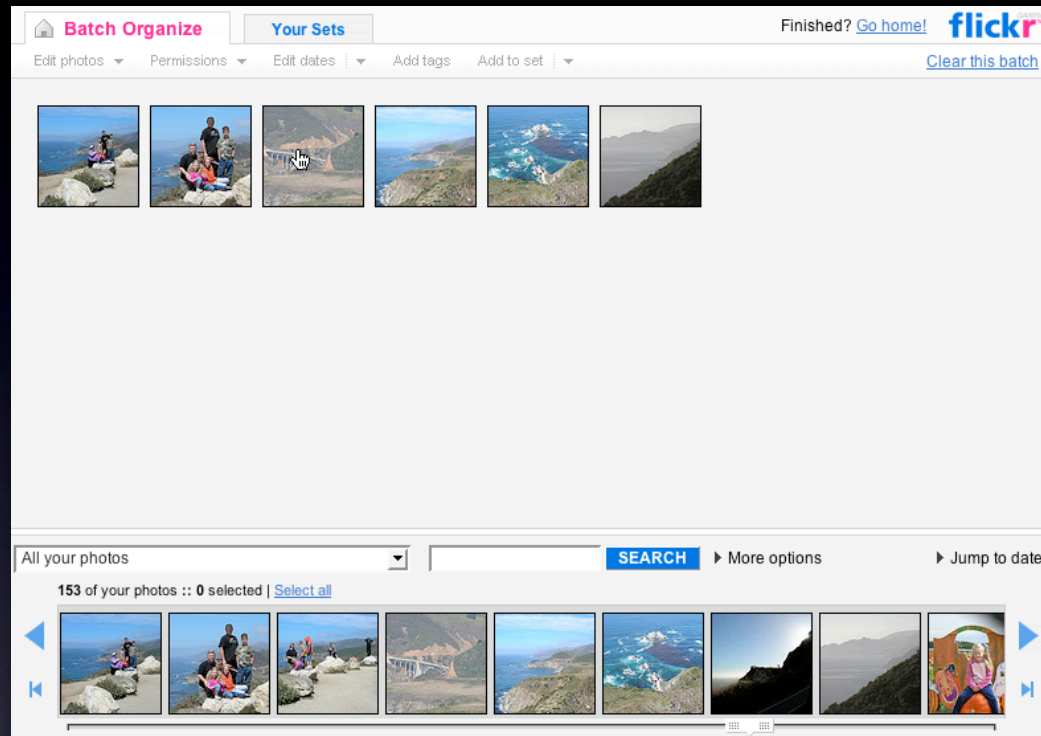
Use nuance

# principle. offer an invitation.

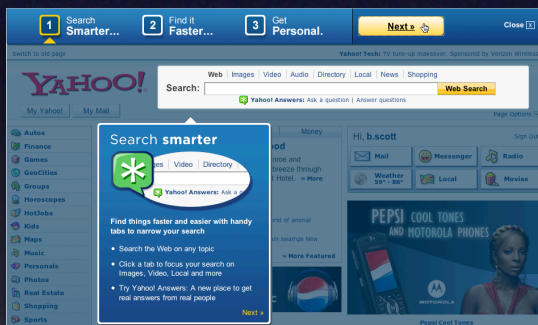
pattern. hover invitation.



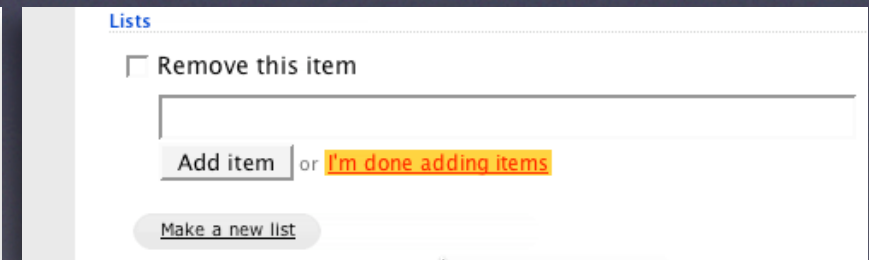
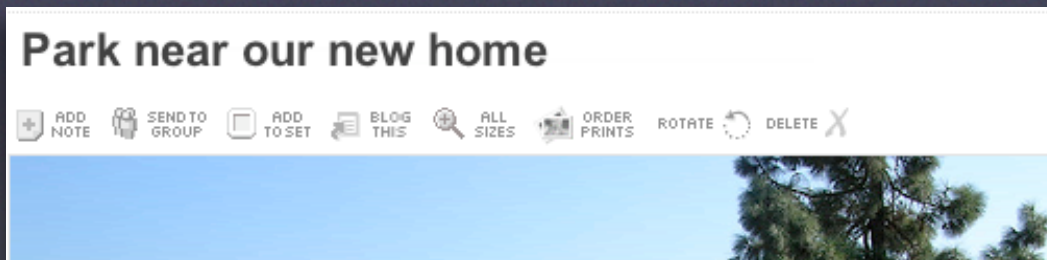
pattern. drop invitation.



pattern. tour invitation.



pattern. tooltip invitation + hover invitation + cursor invitation.





offer an invitation

## Discoverability

# No easy answer

Use the hover to reveal interaction

## Use the familiar to teach the new

Tours are generally a band-aid

## Can't flag all interactions

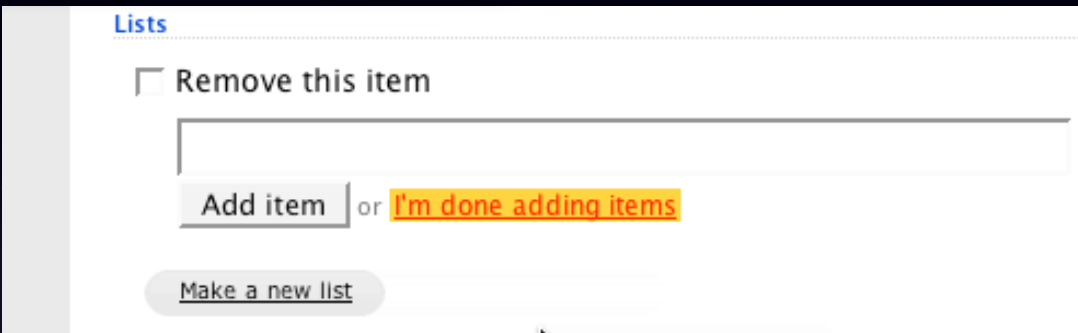


State park near our home in San Jose

Click to edit

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

Photos are from  
22 Oct 05.



offer an invitation

## Bridge the new with the old

Hyperlinks as actions

Reveal with hovers

Drop down clues

17%

Tue 12/05/06  
9:04 AM



40°

San Jose, CA

H 67° L 41°

WED



67° 45°

### Pick Up at the Store

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



[lantilla](#) pro says:

...with biscuits and gravy and all the fixins...

Posted 16 hours ago. ([permalink](#))

Add your comment

(Some HTML is OK.)




offer an invitation

**My Grade:**

	<b>A</b>
<b>B-</b>	<b>B+</b> <b>B</b> <b>B-</b>
Fair	<b>C</b>
	<b>D</b>
<a href="#">write a review</a>	<b>F</b>


[Batch Organize](#) [Your Sets](#) Finished? [Go home!](#) **flickr**

[Edit photos](#) [Permissions](#) [Edit dates](#) [Add tags](#) [Add to set](#) [Clear this batch](#)



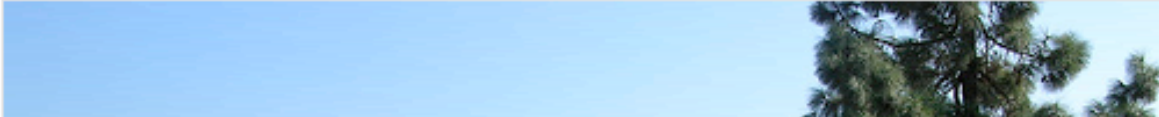
All your photos  [SEARCH](#) [More options](#) [Jump to date](#)

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



**Park near our new home**

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



**Make it inviting**  
Treat it as a welcome mat  
Use hover, cursor, tooltip, and page  
Keep the noise down

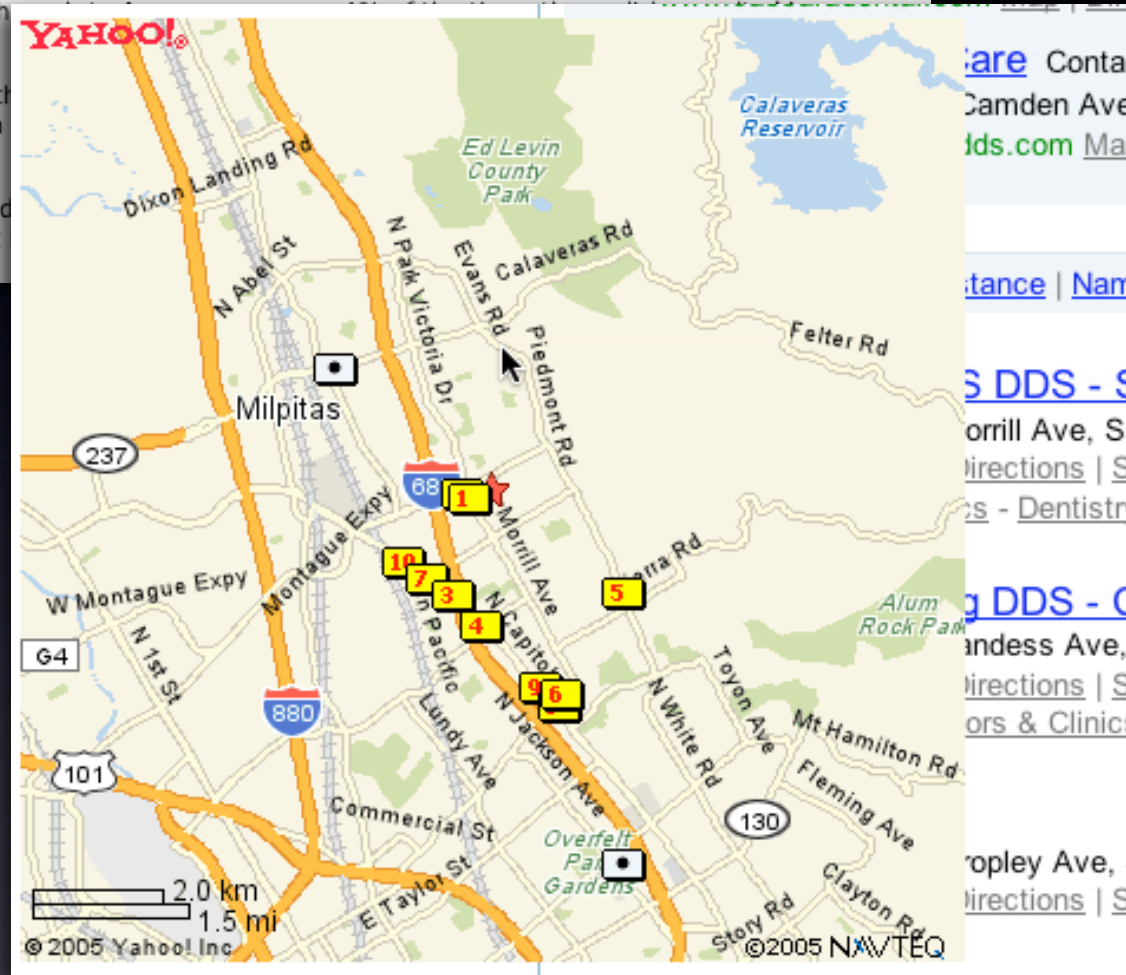
To see a product preview in action, hover over the link below.



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 the purchase nearly 6% of the time.

Now we're opening the beta up to all Associates to further through a product preview-enhanced link will receive a [testing product previews](#).

Don't worry if you don't already have Basic Display Product process. [Click here](#) for answers to questions you might



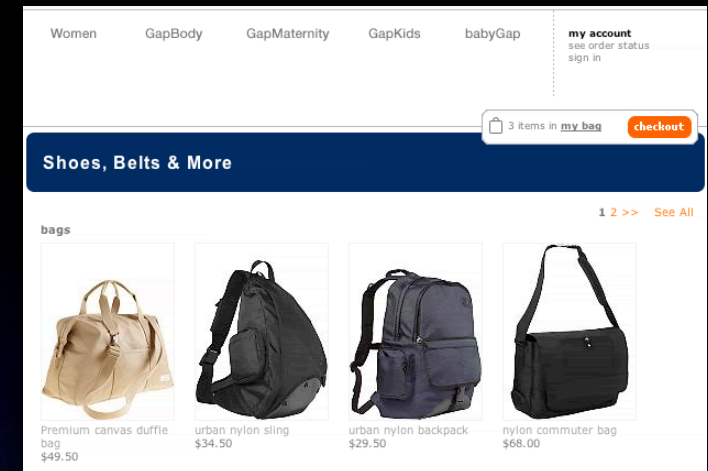
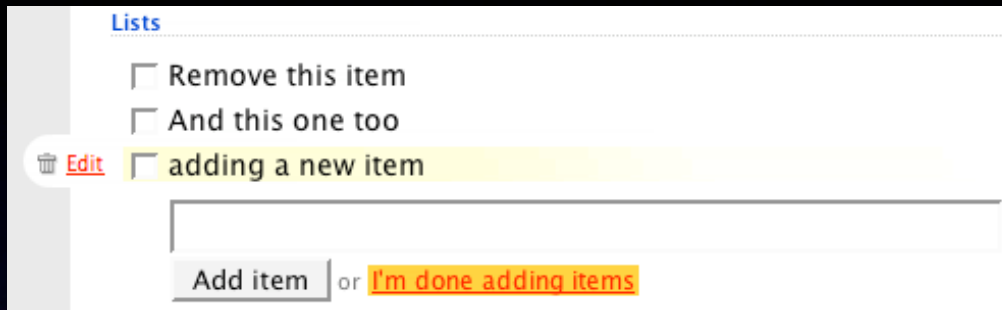
## Keep actions out of it

Let the user feel free to explore  
Don't proselytize

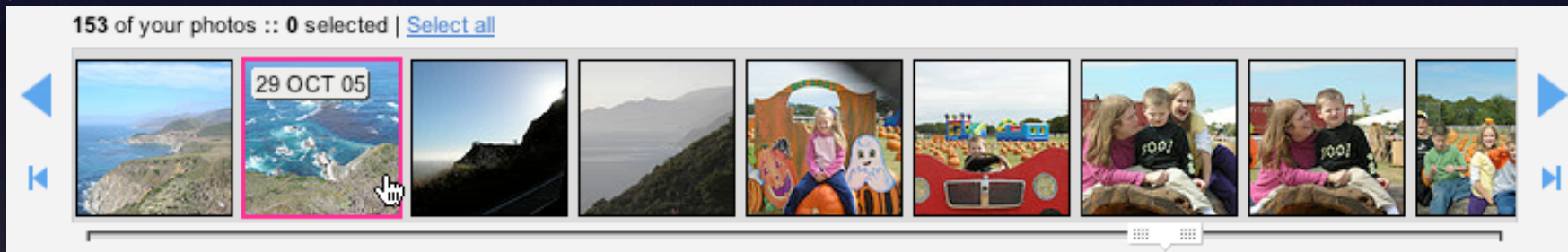


# principle. show transitions.

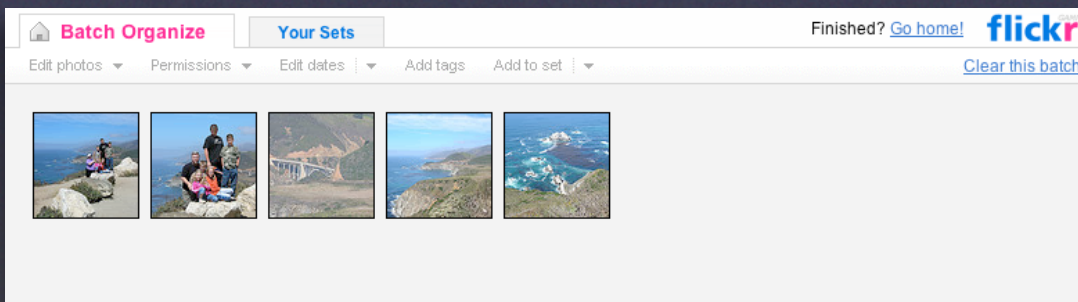
pattern. fade transition + self-healing transition.



pattern. slide transition.

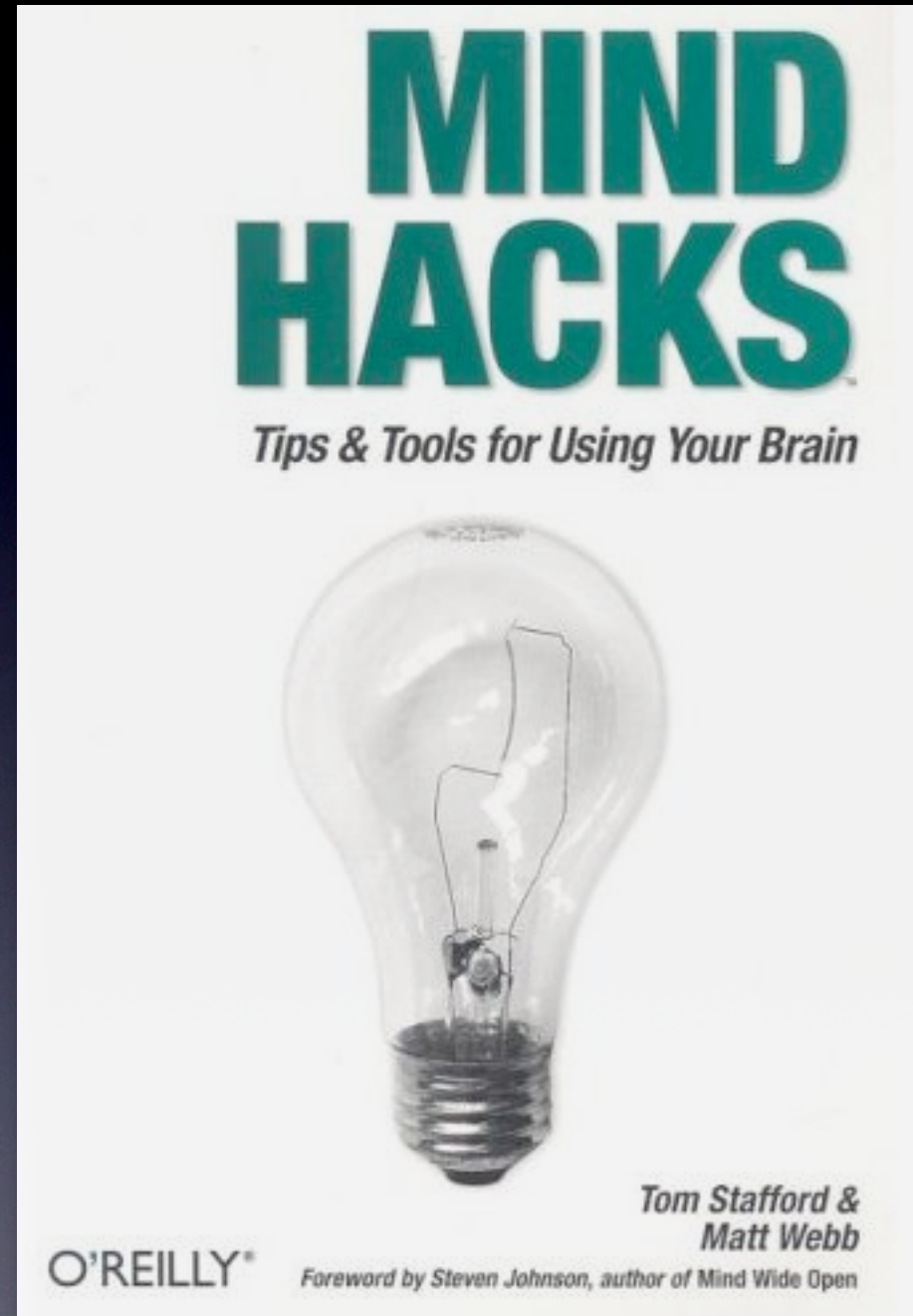


pattern. active spotlight.



## Speak to the brain

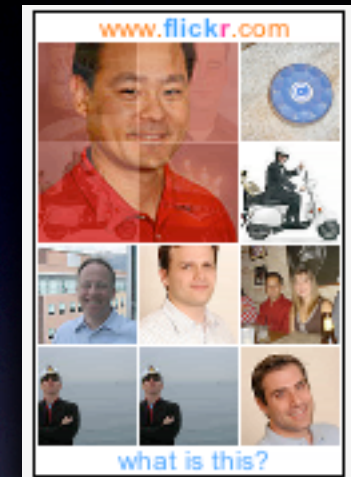
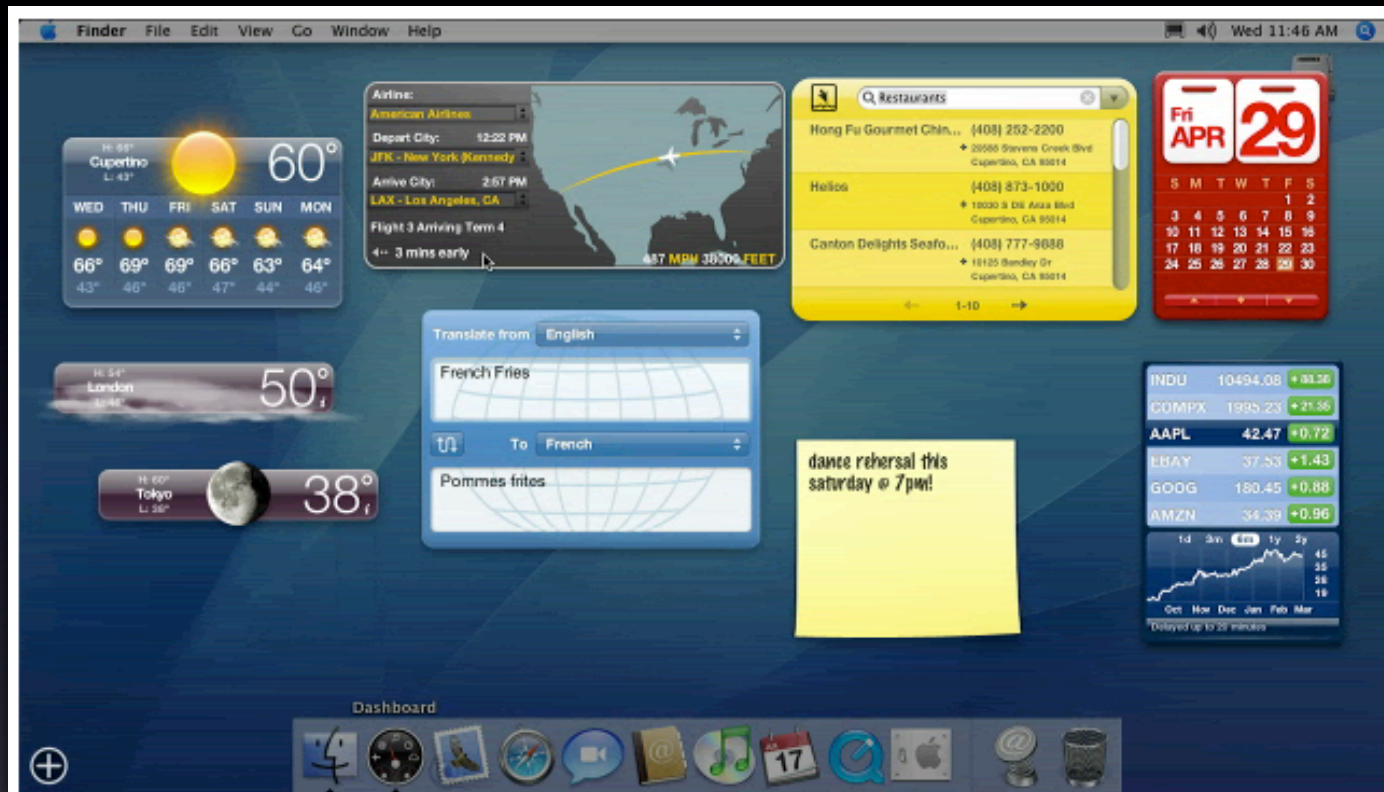
Understanding attention processing



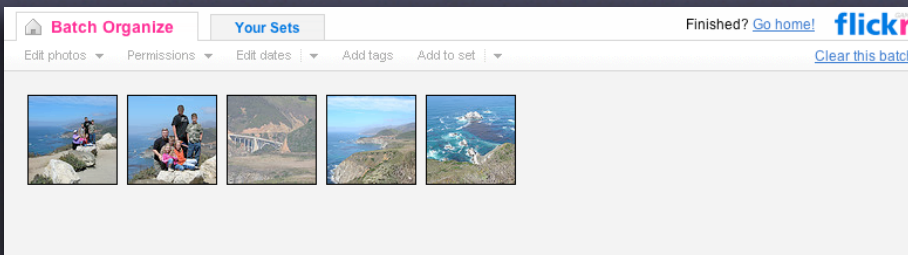
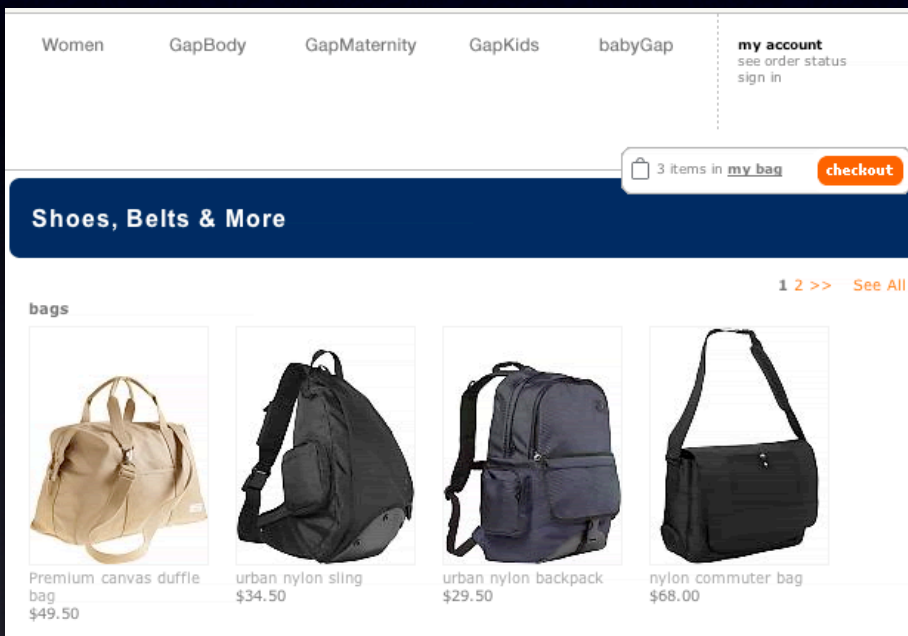
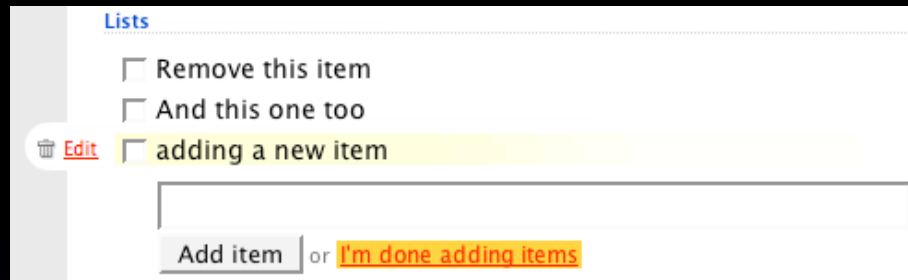


## Speak to the brain

Understanding attention processing  
Sending the wrong message



show transitions



## What you can communicate...

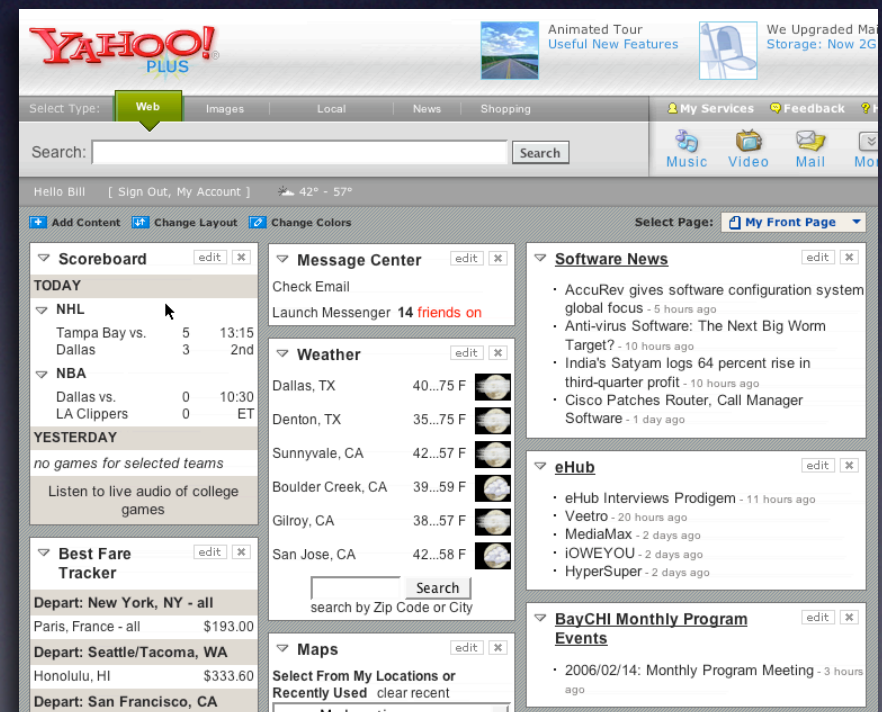
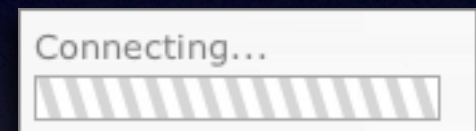
Speed up time

Slow down interaction

Show state change

Show relationships between objects

Focus attention





show transitions

The screenshot displays the Yahoo! Plus homepage with a grid of various widgets. The top navigation bar includes links for Web, Images, Local, News, and Shopping. A search bar is prominently featured. The main content area is organized into several columns, each containing different types of information:

- Scoreboard:** Displays sports scores for today and yesterday, including NHL and NBA games.
- Weather:** Provides weather forecasts for various locations like Dallas, TX, Denton, TX, and Sunnyvale, CA.
- Best Fare Tracker:** Shows flight prices and departure times for destinations like New York, Paris, Seattle, and San Francisco.
- eHub:** Offers a collection of links to various services and news items.
- BayCHI Monthly Program Events:** Lists upcoming events, such as the 2006/08/08 Monthly Program Meeting.
- Personal Technology News:** Features news articles related to technology, including Apple concessions and Google's advertising deals.
- Travelocity:** Provides flight deals and travel information for various routes, such as SFO-DFW and SJC-DFW.

The interface is designed to be highly functional and easy to navigate, with clear labels and organized content.

Keep it sane

“Cut it in-half” rule of thumb  
Use “contrast knob” approach  
Don’t overuse

key principle

*Feedback*

Provide invitations beforehand,  
transitions during,  
and feedback after interaction



*Interaction*

*Feedback*

*Info*

# information principles

# principle. think in objects.



pattern. shareable object.



[Amsterdam Trip Plans on Yahoo! Travel](#)

Yahoo! Shortcut - [About](#)

[My Web Results for amsterdam trip \(49\)](#)

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

Web trip to Amsterdam. Historical and sightseeing overview ... **Trip to Amsterdam**. To begin with **Amsterdam** we should first note, that this city has two features making ... One will never forget a **Amsterdam trip** around the city by river ...

[www.medievalamsterdam.com](#) - 9k - [Cached](#) - [More from this site](#) - [Save](#)

The collage consists of three overlapping web browser screenshots. The top-left screenshot is a Yahoo! search result for 'Amsterdam Trip Plans', showing a link to 'Trip to Amsterdam' and a brief description. The top-right screenshot is a 'TRIP PLANNER' interface with a search bar containing 'yosemite' and a 'GO' button. The bottom screenshot is a Flickr map view of Amsterdam, showing a map with a yellow route and a photo gallery at the bottom with 338 photos, 91 of which are selected.

principle. tie information to interactivity.



pattern. multi-variate views.



## Think “deeper interaction”

Multi-variate data  
focus + context

**YAHOO! FINANCE**

Enter symbol(s) [GET CHART](#)

**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.


**Farecast** Beta Know When to Buy

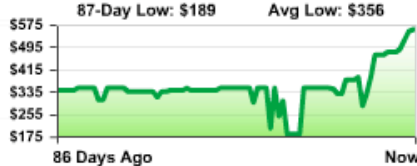
[Home](#) | [Sign Up for Email](#)

[Learn more about List View](#)

**All Times (Listed)** **Select Times (Grid)**

**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  


**Refine Results** [\[ Reset \]](#)  
 Showing 201 of 201 options

**Price Range**  
 \$559 \$1393 \$1393

**Stops**  
☒ 0 \$1228  
☒ 1 \$559  
☐ 2+ -

**Airlines Compare**  
☒ Alaska \$731  
☒ America West \$636  
☒ American \$675  
☒ Continental \$719  
☒ Delta \$1183  
☒ Frontier \$639

Price	Airline	Airport	Departs	Arrives	Stops
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	2:07p	1   4h 52m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	2:07p	1   4h 52m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	2:07p	1   4h 52m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	11:30a	4:40p	1   7h 10m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	2:07p	1   4h 52m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	11:30a	4:40p	1   7h 10m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	7:15a	4:10p	1   6h 55m
<a href="#">\$559*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<a href="#">\$561*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	12:29p	7:18p	1   4h 49m
<a href="#">\$561*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<a href="#">\$561*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	12:29p	7:18p	1   4h 49m
<a href="#">\$561*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m
<a href="#">\$561*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	SJC>DFW	6:15a	1:26p	1   5h 11m
<a href="#">\$561*</a> <a href="#">orbitz.com</a>	Multiple Carriers <a href="#">flight details</a>	DFW>SJC	12:50p	4:40p	1   5h 50m

[Splits](#) [Dividends](#) [1 Day](#) [5 Days](#) [1 Month](#) [3 Months](#) [6 Months](#) [1 Year](#) [2 Years](#) [5 Years](#) [Max](#) [Time Range](#) ▲ Aug 9, 2004 - Aug 4, 2006

**Planning Tools**  
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## Think “deeper interaction”

Multi-variate data  
focus + context  
Interesting relationships

EVENTS BROWSER

**San Francisco CA**

Richmond District  
Kaiser Permanente-San Francisco  
Arguello Blvd  
Sutro St  
University Of San Francisco  
Nassau Ave  
Fulton St  
St Mary's Medical Center  
Panhandle  
Golden Gate Park  
Kearny Dr  
Park View Commons  
Grattan Playground  
Interior

make start location

**Apr 2006**

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

**All Art**  
Western Folk Museum  
**Events Museum & Galleries**  
Music Rock & Pop Sports  
**Theater**

**Zimbra**

Search Search Builder

**Dan Demouser**  
Quota: 134.3 KB of unlimited

**Mail** View

**Folders**

- Inbox (7)
- Sent (2)
- Drafts
- Junk (1)
- Trash
- Open Source
- Stash (2)

**Searches**

- Follow up
- From External Domain
- Unread
- With attachments

**Tags**

- Customers (1)
- Industry News (2)
- Zimbra (10)

**Zimlets**

- Search

**Skype Me and Map My Location** Close

From: Fred Friend  
Fragment  
Folder: 490 B  
Received: 6:50 PM

**Subject: Skype Me and Map My Location**

▼ Sent by: Fred Friend <ffriend@lkjhgf.com> On: Sun Oct 15 18:50:40 2006  
To: Dan Demouser

Hey - when you get a moment call me at (415) 555-1212. You can click the number to call add me to your Contacts directly from here.

If you want to see a map of my location, mouse over the address below:

1101 Park Pl San Mateo CA 94403

Let's try to catch up today.

Fred

October 2006

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




7:24 PM



## Think “deeper interaction”

Multi-variate data  
focus + context  
Interesting relationships  
Just-in-time information

### Students to Enroll

	Crew Id	Last Name	First Name
	349394	Craft	Adrian
	432939	Douglas	Elayne
	468370	Hill	Petra

### Course Calendar

◀
DEC 2005
▶

S	M	T	W	T	F	S
				1	2	3
4	5 600922/Peterson	6	7 999300/Barnes 344935/Smith 139204/Miller	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

key principle

*Info*

Think in objects,  
tie information to interactivity



# key principles for richness

## *Interaction*

Prefer direct, lightweight, in-page interactions

## *Feedback*

Provide invitations beforehand,  
transitions during and feedback after interaction

## *Info*

Think in objects and  
tie information to interactivity

pattern library. [developer.yahoo.com/ypatterns/](http://developer.yahoo.com/ypatterns/)  
xian@yahoo-inc.com (Christian Crumlish)  
yahoo! blog. [yuiblog.com](http://yuiblog.com)  
my blog. [looksgoodworkswell.com](http://looksgoodworkswell.com)  
this prez. [billwscott.com/share/presentations/2007/mix07/](http://billwscott.com/share/presentations/2007/mix07/)

The screenshot shows the Yahoo! User Interface Blog homepage. At the top, there's a header with the title "YAHOO! USER INTERFACE BLOG" and a subtitle "News and Articles about Designing and Developing with Yahoo! Libraries." Below the header, there's a navigation bar with "Blog" and "About" links. A search bar is also present. The main content area features a post titled "Yahoo! Design Pattern Library Released" dated February 13, 2006, by Bill Scott. The post text mentions the release of the Yahoo! Design Pattern Library under a Creative Commons License. To the right of the post, there's a "SYNDICATE" section with links to "All Entries" and "All Comments" via "MY YAHOO!" and "RSS" feeds. Below that, a "RECENT POSTS" section lists several articles, including "Developing a JavaScript Library for Yahoo!", "Welcome to the Yahoo! User Interface Blog", "The Yahoo! User Interface Library", "Yahoo! Design Pattern Library Released", "Search Pagination Design Pattern", "Item Pagination Design Pattern", and "Rating an Object Pattern".

The screenshot shows the Yahoo! Developer Network Design Pattern Library homepage. At the top, there's a header with the title "YAHOO! DEVELOPER NETWORK" and a subtitle "Design Pattern Library". Below the header, there's a navigation bar with "Developer Network Home" and "Help" links. A search bar is also present. The main content area features a "Welcome" message, a "What's a Pattern?" section, and a "Recent Patterns" section. The "Recent Patterns" section lists several patterns: "Auto-Complete", "Breadcrumbs", "Drag and Drop Modules", "Module Tabs", "Navigation Tabs", "Object Pagination", "Results Page", "Search Pagination", "Rating an Object", and "Writing a Review". Each pattern has a brief description and a link to its details page. On the left side, there's a "USER NEEDS TO" section with links to "NAVIGATE", "EXPLORE DATA", "ORGANIZE DATA", "GIVE FEEDBACK", "PERFORM ACTION", and "CUSTOMIZE". Below that, there's an "APPLICATION NEEDS TO" section with links to "CALL ATTENTION", "IMPROVE READABILITY", "GROUP RELATED ITEMS", and "ORGANIZE SCREEN/PAGE".