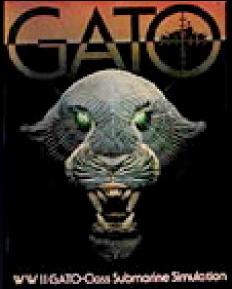
# Designing for Ajax Principles and patterns for rich interaction

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

# background



Spectrum / Ld. Byter Inc."

## background

### JavaScript for Rich Internet Applications

Home Features Demos Documentation Downloads About

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

### AAHOVID-OOM

#### 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 <u>prototype.js</u> effort from the Ruby on Rails folks.

#### **OPEN SOURCE**

Ri

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

#### **BROWSER SUPPORT**

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

### AJAX SUPPORT

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

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

#### DRAG AND DROP

Desktop applications have long used drag and drop in their interfaces to simplify user interaction. Rico provides one of the simplest interfaces for enabling your web application to support drag and drop. Just register any HTML element or

JavaScript object as a draggable and any other HTML element or JavaScript object as a drop zone and Rico handles the rest.

### CINEMATIC EFFECTS

When actions are no longer occurring just at the page level but within the page itself, more clues are required to clue the user on what has transpired. Cinematic effects such as scaling and smooth sliding transitions can communicate change in richer ways than traditional web applications have explored before. Rico provides several cinematic effects as well as some simple visual style effects in a very simple interface.

#### BEHAVIORS

Take some raw HTML and sprinkle in some behaviors and what do you get? Well in Rico you can get an <u>Accordion</u> component like those found in Macromedia Flex and Laszlo. Just nest some DIVs and with one line of JavaScript turn your div panels into an accordion. And the latest behavior is the LiveGrid. LiveGrid allows you to connect an Html table up to a stream of Ajax responses. Ajax requests are automatically called during table scrolling. The result is now Html tables can hold an unlimited amount of data scrolled into view on the fly as needed! More behaviors are planned!



 NEW! LiveGrid Behavio!

 NEW: LiveGrid Behavio!

 New Sector

 New Sector<

## background

### 10 JavaScript for Rich Internet Applications

Home Features Demos Documentation Downloads About

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#### Developer Network Home Help

- NAVIGATE

Tabs

EXPLORE DATA

GIVE FEEDBACK

PERFORM ACTION

Drag and Drop

Modules

In Page Editing

CALL ATTENTION

IMPROVE READABILITY

Ratings & Reviews

GROUP RELATED ITEMS

ORGANIZE SCREEN/PAGE

**Review Architecture** 

Sliders

Drag and Drop

Drag and Drop Objects

CUSTOMIZE

Ratings & Reviews

Auto Complete

Calendar Picker Pagination

Item Pagination

Search Pagination ORGANIZE DATA

Architecture Review

Rating an Object

Writing a Review

Breadcrumbs

Fly-out Menus

Horizontal Bar Hub and Spoke Left Navigation

> Module Tabs Navigation Tabs

Faceted Navigation

### TAHOO DEVELOPER NETWORK

### Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

### 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 ...

Site Search

Search

#### Recent Patterns

Module Tabs

The user needs to navigate

Results Page:

1 2 3 4 Next

of search results ranked by

relevance that is too large to

easily display within a single

panes of content without

refreshing the page.

Search Pagination

through one or more stacked

To: yul Cc: Yusef Jones <yusef@s Yusef Smith <vusefs@ Auto-Complete The user needs to enter an item into a text box which could ambiguous or hard to remember and therefore has the potential to be mis-typed.</vusefs@ </yusef@s 	Travel > Guides > North Ameri         ica > United States > New York         vew York City > Things to do         Breadcrumbs         User needs to navigate         potentially large quantities of         information efficiently,         without becoming lost.	▼ Ask Yahoo!       Thursday, February       ▼ Weather, have hore       Thouse and Drop Modules       The user needs needs to re-arrange the layout of modules on a web page directly with the mouse.
AP Reuters   AFP   USATOD - Cargo Ship Blocks Sue; - International Observers - Doll Shown Divide Amo	News Home U.S. Business W Photos Opinion Local News Odd N Search:	1 - 5 of 32 First   < Prev   Next 32 First   < Prev   Next >   Last

Navigation Tabs

The user needs to navigate

have clear indication of their

through a site to locate

content and features and

current location in the site.

leave their opinion on an

flow they are involved in.

interruption to any other task

object, with minimal

The user needs to view a set A user wants to quickly

#### 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.

- e.g. We can'

eview - Your

Average Rating (24)	*Review Title
Read 20 reviews	Great
Good	*Write your re
Rating an Object	Writing a Review

#### Writing a Review User wants to share her

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

page

See Rico in Action!

## Origin of Patterns

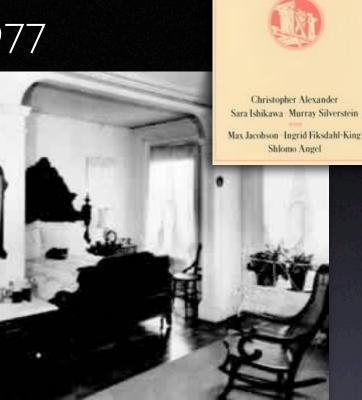
A Pattern Language, Alexander, 1977 Dissatisfied with sterile, impersonal design

Defined it as Solution to a problem in context

Captured Situation, competing constraints, canonical solution

## Examples

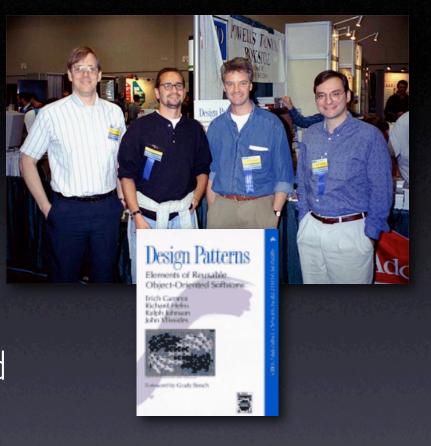
Couples Realm, House for a Couple, Sitting Circle, Marriage Bed



A Pattern Language Towns Buildings Construction

## Origin of Patterns

Applied to software design, Gang of four, 1995 1996, Alexander raises the challenge higher User experience patterns 1997, Tidwell's Common Ground Welie's pattern site Design of Sites book 2005, Tidwell, Designing Interfaces



## developer.yahoo.com/ypatterns

Developer Network Home Help

Site Search

**YAHOO** DEVELOPER NETWORK

Yahoo! Developer Network > Design Pattern Library

- NAVIGATE

#### Breadcrumbs

Faceted Navigation Fly-out Menus

Horizontal Bar Hub and Spoke

Left Navigation 🔷 Tabs

Module Tabs Navigation Tabs

### **EXPLORE DATA** Auto Complete

Calendar Picker - Pagination

Item Pagination

Search Pagination ORGANIZE DATA

GIVE FEEDBACK

- Ratings & Reviews

Architecture Review Rating an Object

Writing a Review

PERFORM ACTION

- CUSTOMIZE

- Drag and Drop Drag and Drop

Modules

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### Sliders

CALL ATTENTION

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> ORGANIZE SCREEN/PAGE

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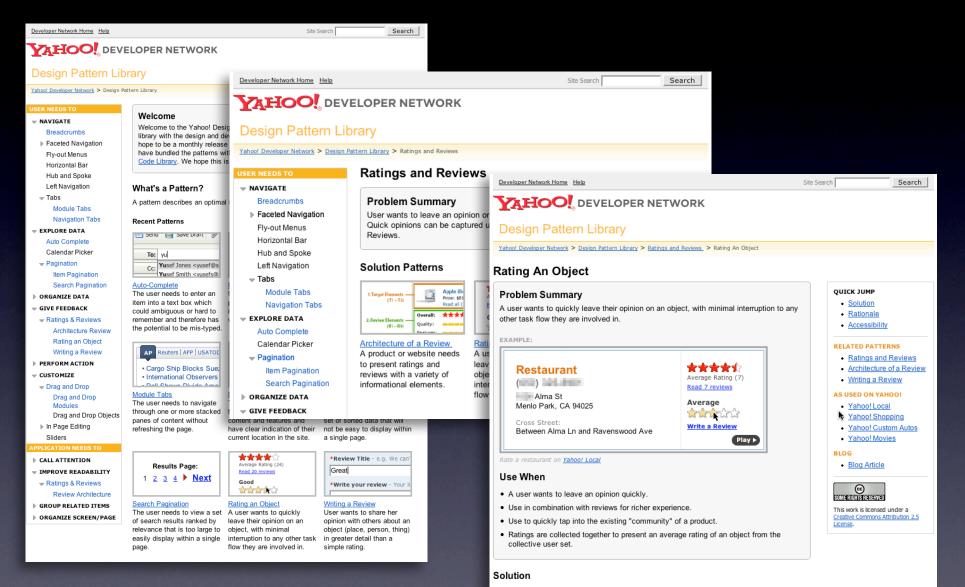
### Recent Patterns

Welcome

To: yd Cc: Yusef Jones <yusef@s Vusef Jones <yusef@s Auto-Complete The user needs to enter an item into a text box which could ambiguous or hard to remember and therefore has the potential to be mis-typed.</yusef@s </yusef@s 	Travel > Guides > North Amer       ica > United States > New York       vew York City > Things to do       Breadcrumbs       User needs to navigate potentially large quantities of information efficiently, without becoming lost.	♥ Ask Yahoo!           Thursday, February           ♥ Weather, and home           Prag and Drop Modules           The user needs needs to re-arrange the layout of modules on a web page directly with the mouse.
AP Reuters   AFP   USATOL • Cargo Ship Blocks Sue: • International Observers • Poll Shure Divide Area	News Home U.S. Business W Photos Opinion Local News Odd N Search:	1 - 5 of 32 First   < Prev   Next 32 First   < Prev   Next >   Last
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 larg set of sorted data that will not be easy to display within a single page.
Results Page:           1         2         3         4         ▶         Next	Average Rating (24) Read 20 reviews Good	*Review Title - e.g. We can Great *Write your review - Your I

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

## developer.yahoo.com/ypatterns



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

# surfacing vocabulary

# surfacing vocabulary

### current patterns

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

### rich patterns

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

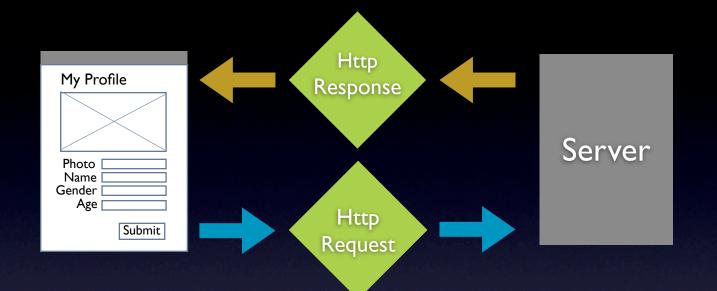
## classic model. rich model.

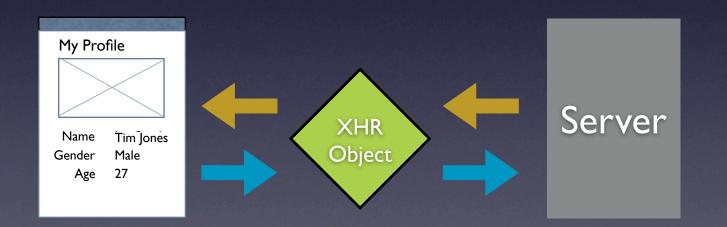


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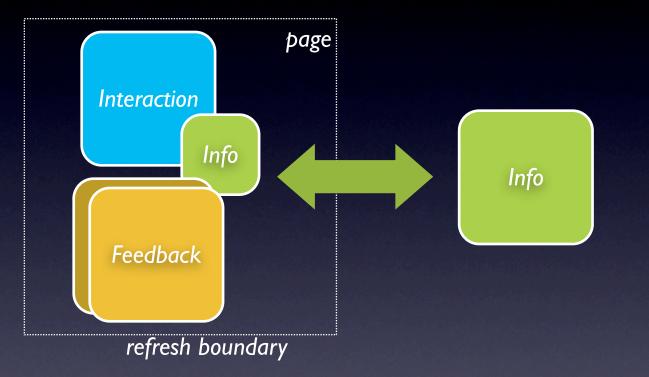


## classic model. rich model.





## interaction. feedback. information.



## interaction + feedback + information = richness



## interaction + feedback + information = richness

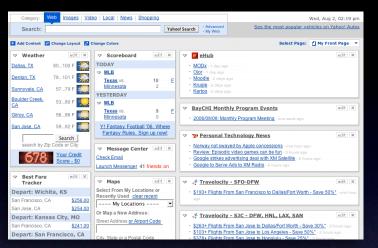




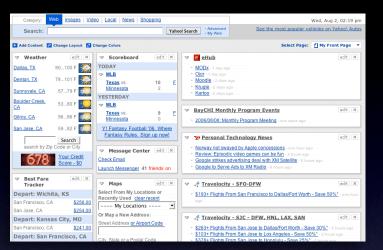
# design principles for richness



# interaction principles



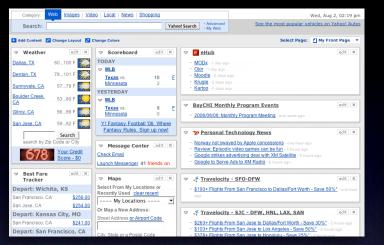
pattern. drag & drop.



### pattern. drag & drop.

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





### pattern. drag & drop.

### My Saved Pages > ypatternexample

Access: Just me

Items 1 - 4 of about 4	Sort by: Date Saved   Title   URL
coming soon.mov (video/quicktime Object)	Shared at 4:49 PM PST
Shared by: Me - Details - Edit	Email - IM - Delete
Tags: comment, digg, incontextexpandpatte, inlinepageeditpatter, ratinganobjectpatter	
more	
Access: Everyone	
http://sjc.videos.revision3.com/diggnation/coming_soon.mov	
Ajaxian ? New Digg Ajax Comment System	Shared at 4:49 PM PST
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http://ajaxian.com/archives/new-digg-ajax-comment-system - My cached copy	
Yahoo! Groups : scotts-pub Post Message	Saved on February 16, 2006
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Note: rich text editor for blogs	

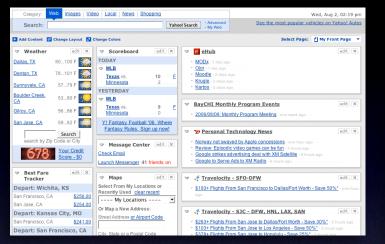
### pattern. inline editing.

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

Tags: code, inline edit, internalyahoo, patterns, ypatternexample, more...

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### Ajaxian ? New Digg Ajax Comment System

pattern. inline editing.

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Access: Everyone http://ajaxian.com/archives/new-digg-ajax-comment-system - My cached copy

Yahoo! Groups : scotts-pub Post Message Saved by: Me - Details - Edit Note: rich text editor for blogs Tags: code, inline edit, internalvahoo, patterns, vpatternexample, more... Access: Just me http://f3.corp.yahoo.com/~scotts/xpost.html

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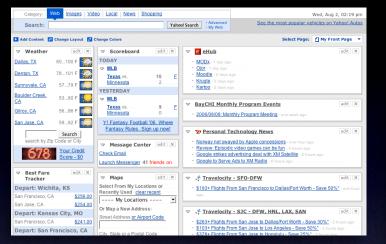
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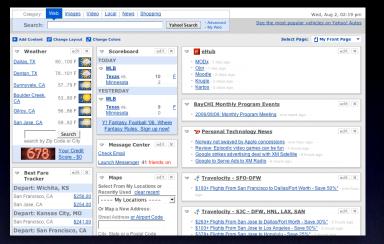
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pattern. in-context tools.



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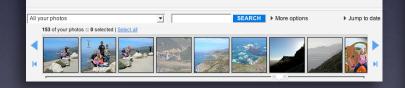
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Some HTML is OK.)

### Iantzilla pro says: ...with biscuits and gravy and all the fixins... Posted 16 hours ago. (permalink)

### Add your comment

Pick Up at the Store
☐ Milk
🖂 Orange Juice
Tomatoes
Lettuce
🖂 Bread
Chips

pattern. in-context tools.

Inline Editing Use inline forms where possible Use lightweight popups for ancillary information

### **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

### **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)

AVE	OR	CANCEL

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Saved by: Me - <u>Details</u> - <u>Edit</u>	Email - IM - Delete
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Tags: code, inline edit, internalyahoo, patterns, ypatternexample, more Access: Just me	
http://f3.corp.yahoo.com/~scotts/xpost.html	

### **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)



### Scheduled Items Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park S 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: | Edk | k Tags: [ Ed≵ ] Dates: [ Add ] Wed, Nov 23rd - Fri, Nov 25th [ Edk ] < 🖸 Tunnel View My Sav +1 209 372 1000 Items 1 · Wawona Rd Yosemite National Park, CA 95389 comin United States Shared Tags: c This breathtaking and spectacular sight is located on Highway 41 just more... north of Wawona, and just south of the Valley Floor. This popular spot Acce is the most photographed view of the valley. It received ..... http://sj Ajaxian ? New Digg Ajax Comment System Shared at 4:49 PM PST Email - IM - Delete Shared by: Me - Details - Edit Tags: comment, digg, incontextexpandpatte..., inlinepageeditpatter..., ratinganobjectpatter.... more... Access: Everyone http://ajaxian.com/archives/new-digg-ajax-comment-system - My cached copy Yahoo! Groups : scotts-pub Post Message Saved on February 16, 2006 Email - IM - Delete Saved by: Me - Details - Edit Note: rich text editor for blogs Tags: code, inline edit, internalyahoo, patterns, ypatternexample, more... Access: Just me http://f3.corp.yahoo.com/~scotts/xpost.html

### **In-context tools**

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

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

Edit

Create a home page for the VisDe to make findability easier

🖻 Edit 🔲 🔽 Account for experimental patterns as well as established patterns

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

Create a home page for the VisDe to make findability easier **Account for experimental patterns** as well as established patterns 💼 <u>Edit</u> lantzilla pro says: ...with biscuits and gravy and all the fixins ... Posted 16 hours ago. (permalink)

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(Some HTML is OK.)

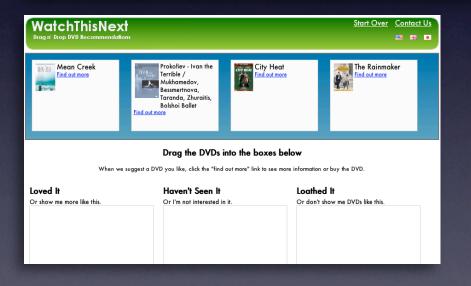
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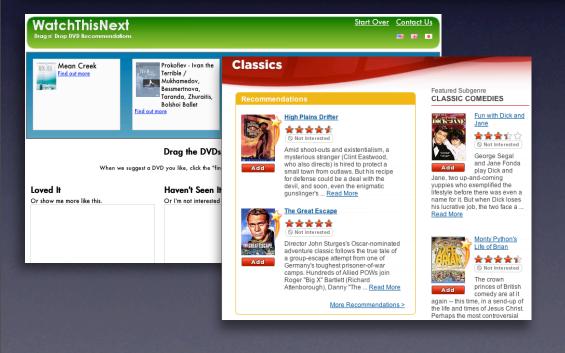
New



Not for simply setting an attribute Don't construct artificial visual constructs

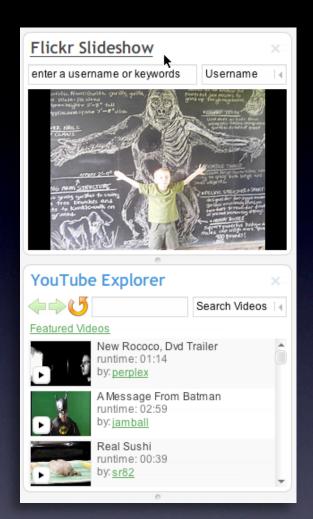


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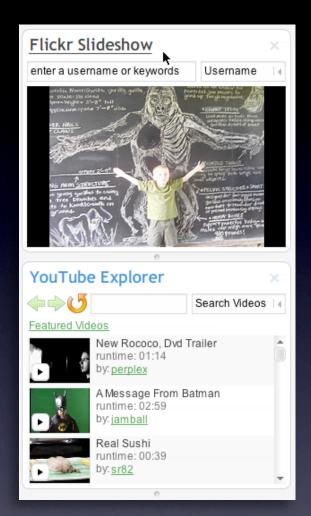
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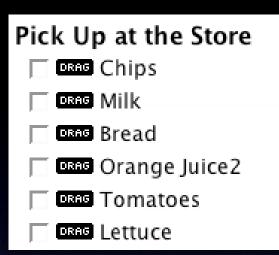
Don't construct artificial visual constructs Good for layout changes Needs transitions Discoverability is big issue



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Discoverability is big issue

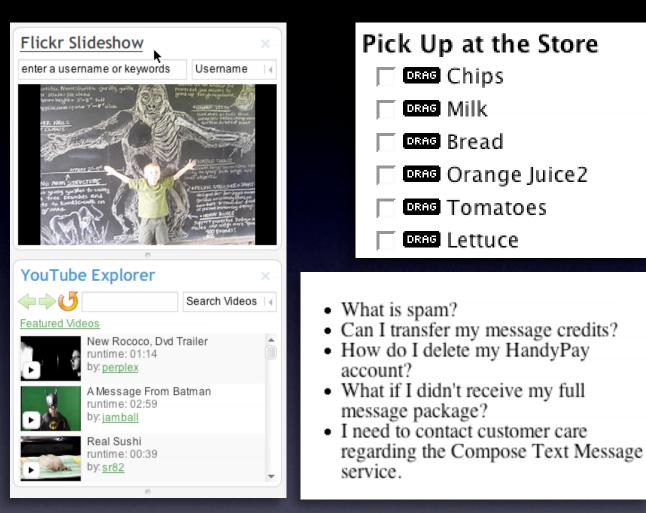




#### Use Drag & Drop where appropriate

Don't construct artificial visual constructs Good for layout changes Needs transitions

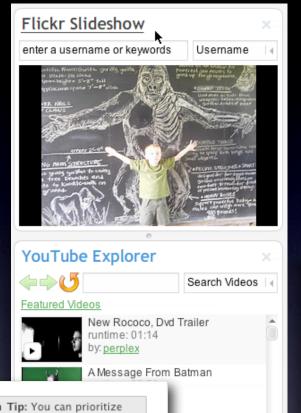
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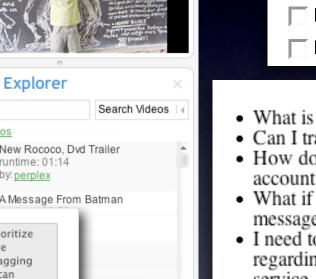


#### Use Drag & Drop where appropriate

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

Discoverability is big issue







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**

Good for layout changes Needs transitions Discoverability is big issue



Recently Added

27. Unforgiven View All 28 Movies



Netflix.com

Prioritization Tip: You can prioritize entire to-do lists by clicking the Reorder lists link and then dragging the lists to reorder them. You can reorder individual items by clicking the "Reorder" link by the list title and dragging the items to reorder them.

Basecamphq.com

#### **Use When**

- . within a paging context
- . need a simple way to provide discontiguous selection

#### **Potential Pitfalls**

- . confusion between checkbox and clicking in row
- . mixing with drag and drop
- . handling actions on no selection

#### **Best Practices**

- . use only within context of paging; not for scrolled content
- . combine with a row of buttons or toolbar that operates on the selected items
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### **Use When**

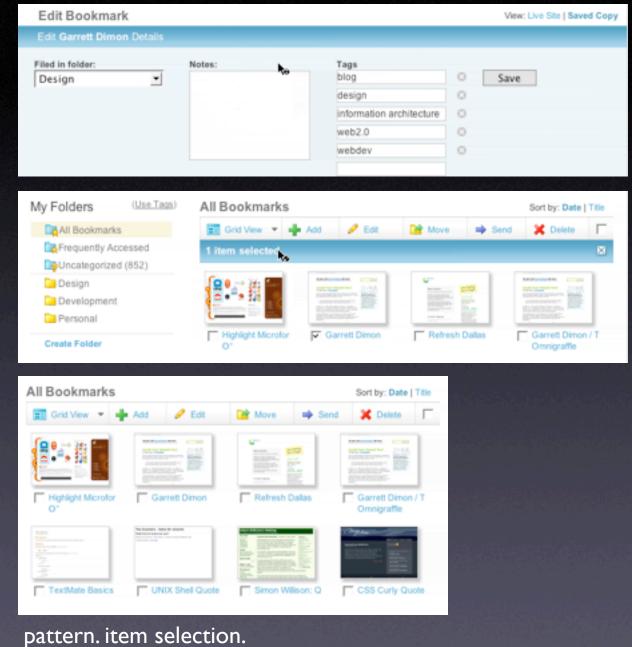
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#### **Use When**

- . in a scrolled table
- . selecting objects

#### **Potential Pitfalls**

- . complexity of contiguous vs. discontiguous
- . using CTRL for discontiguous will not work on Macintosh

#### **Best Practices**

- . allow multiple selection
- . allow discontiguous selection

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#### **Potential Pitfalls**

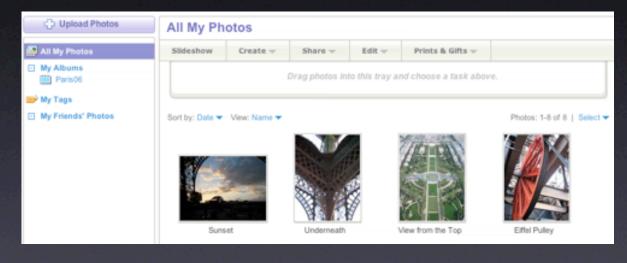
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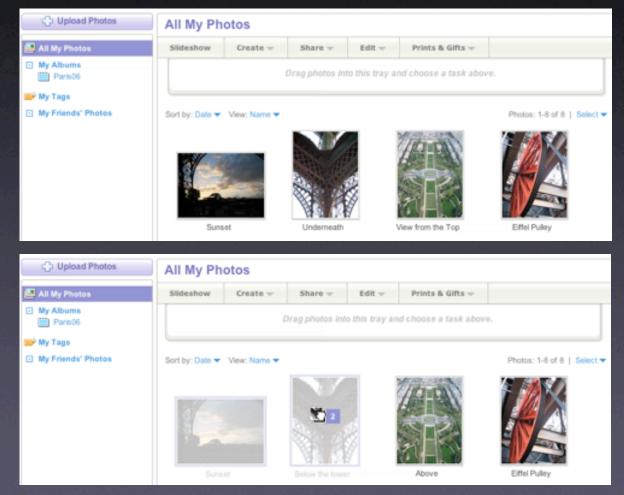
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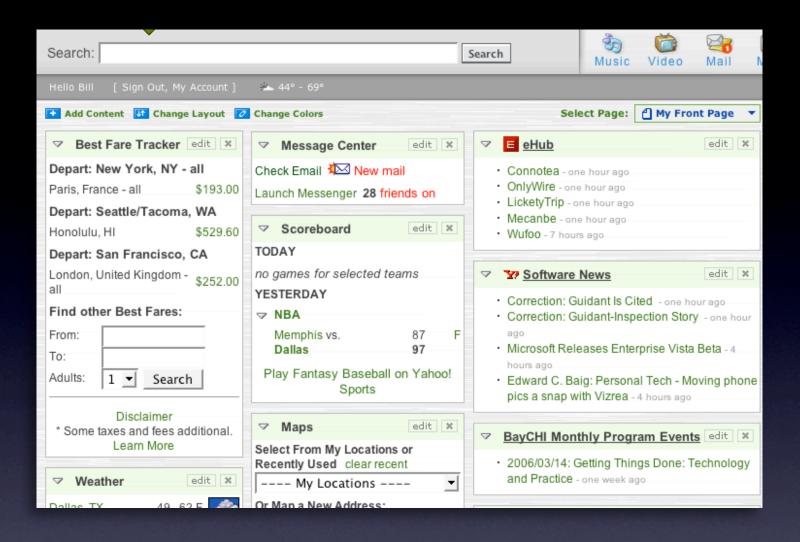
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#### pattern. in page action.

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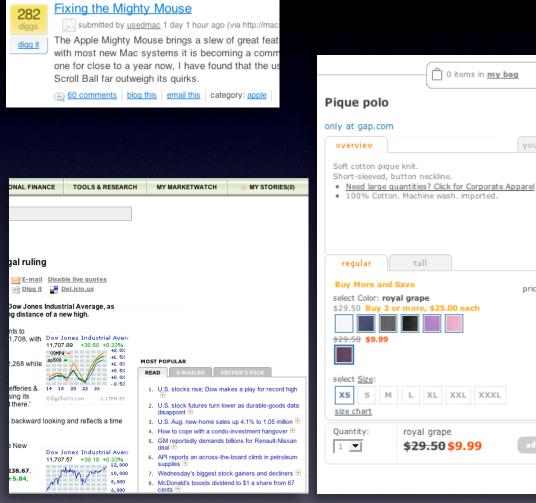
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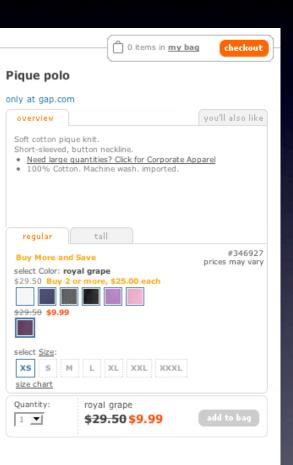
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### Remove the "pain points"

Shorten the path Keep actions immediate and light Use hover, blur, focus; avoid heavy events

#### **Remove the "pain points"**

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#### Classics



#### **High Plains Drifter** \*\*\*1 ○ Not Interested

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## High Plains Drifter

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#### 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.

<u>60 comments</u> <u>blog this</u> <u>email this</u> <u>category</u>: <u>apple</u>

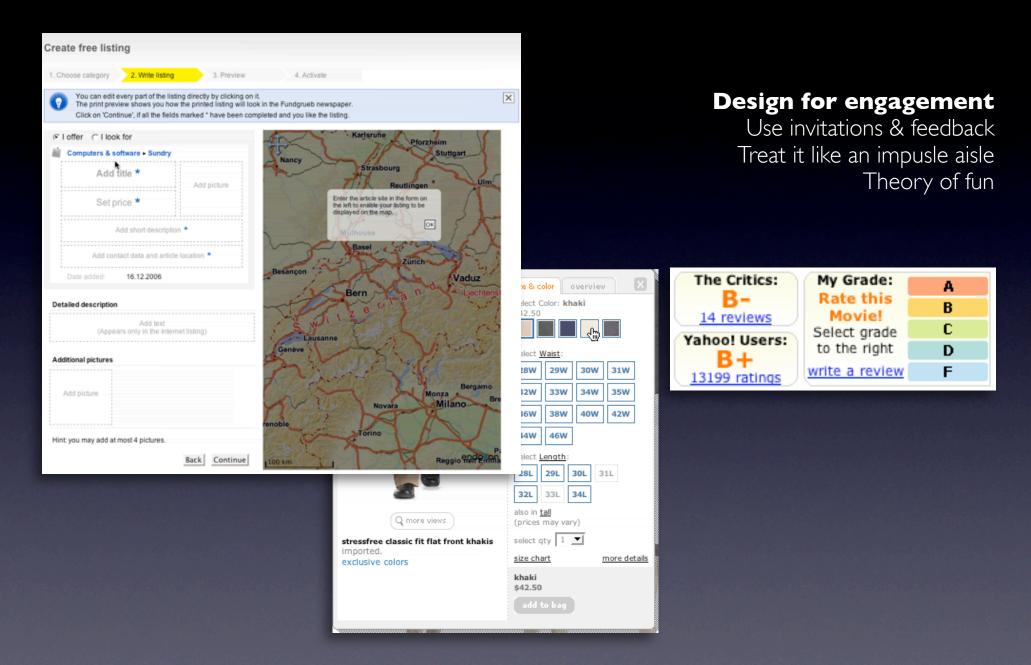
### **Design for engagement** Use invitations & feedback

Use invitations & feedback Treat it like an impusle aisle Theory of fun

### **Design for engagement** Use invitations & feedback

Use invitations & feedback Treat it like an impusle aisle Theory of fun

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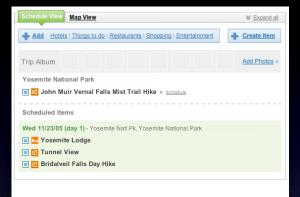
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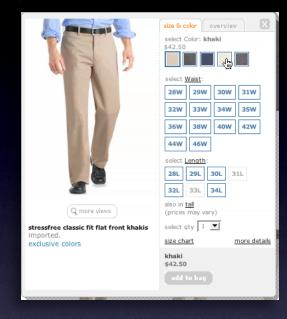
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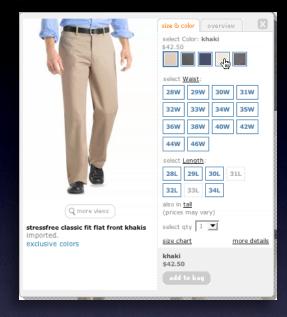
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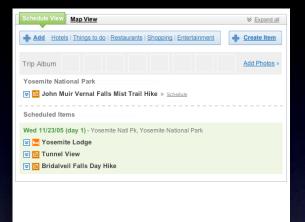
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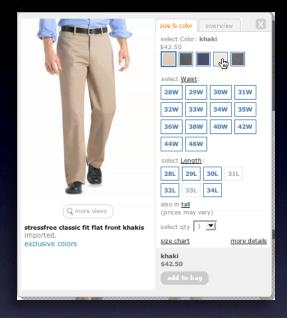
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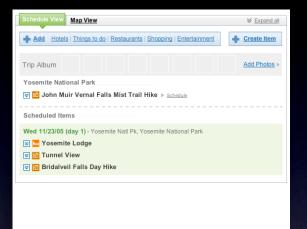
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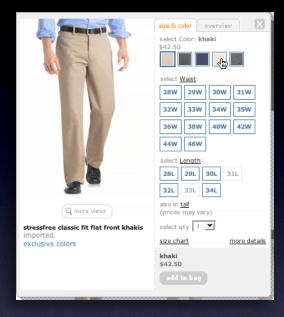
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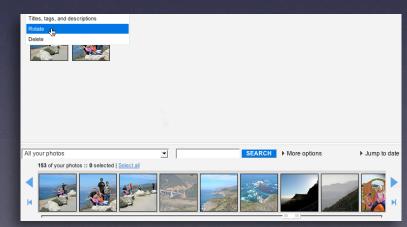


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<ul> <li>Insurgents Thwarting In</li> <li>House Clears Budget-0</li> </ul>		NEW YORK (Marketwatch)				
<ul> <li>Police Apologize, Drop</li> </ul>	Charge Vs. Sh	The Dow industrials (SINDU 11,720.77, just shy of its reco 18 of 30 components contrib	ord high close of 1	.10, +0.4% ) rose as much a 1,722.98. It was last up 39 pc	oints at 11.708, with	Dow Jones Industrial Aver: 11,707.89 +38.50 +0.33% 48.02
<ul> <li>'Commander in Chief' 1</li> <li>&gt; All Top Stories from AF</li> </ul>		I The Nasdaq Composite (SC		, +5.84, +0.3% ) was up 7 p +0.2% ) gained 2 points to 1		sp500 - +1.5% +1.5% +0.5% +0.0%
		Co. "You have lower energy dividend and some good nerget dividend and some good nerget dividend di	prices and low in	Art Hogan, chief market strat erest rates. You have McDor s more good news than bad	ald's raising its	14 18 20 22 26 -0.5% ©BigCharts.com 1:17PH ET
MORE TOP NEWS: U.S. N	lews & World Re	Hogan said the market was when energy prices were mu		ak durable goods report bec ng orders for big-ticket items.	ause it is backward lo	ooking and reflects a time
		On the broader market for ec York Stock Exchange, and b		outpaced decliners by 21 to Nasdaq.		Dow Jones Industrial Aver: 11,707.57 +38.18 +0.33% 12,000
			BTK: 668.93, +8.	2.45, +0.5% ) , networkers (§ 68, +1.3% ) and oil ( <u>\$OIX</u> : 6, +2.1% ) stocks put in soli	585.28, +6.57,	10,000 8,000 6,000

Market Watch

### pattern. lightweight popup + lightbox.

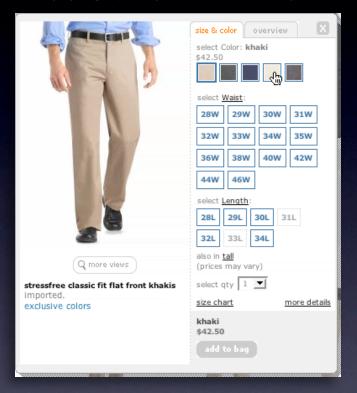


### **Rethink process flows**

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

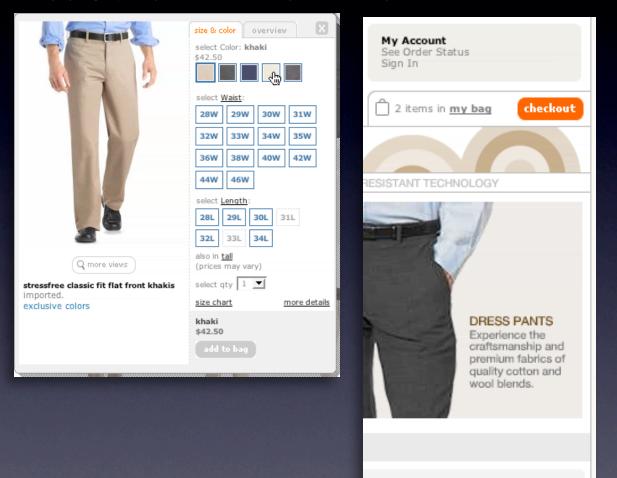
### **Rethink process flows**

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



#### **Rethink process flows**

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



**Re-think paging** Use scrolling for "owned" data Watch out for dual scroll bar issue Hybrid of paging & scrolling

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	<u>550701</u>	MULTI	TOUR							
	\$1,995,000 Single Res	6+, 4+ 5675	17617 MOUNTAIN CHARLIE RD LOS GATOS, CA 95033 (Unincorporated Los Gatos Mins) Almaden Oaks Realtors	<u>608215</u>	MULTI								
	\$2,286,000 Single Res	5, 4+ 4800	20930 PANORAMA DR Los Gatos, CA 95033 (Los Gatos Mtns) Alain Pinel Realtors	<u>604907</u>	MULTI	TOUR							
	\$2,750,000 Single Res	5, 4+ 5000	155 LARITA DR Ben Lomond, CA 95005 (San Lorenzo Valley) Network Alliance Real Estate	<u>616947</u>	MULTI								
	\$2,777,000 Single Res	5, 4+ 5819	777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate	<u>616474</u>	MULTI								
New Search			< Previot	us	Next	New Search Next >>							

**Re-think paging** Use scrolling for "owned" data Watch out for dual scroll bar issue Hybrid of paging & scrolling

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	<u>550701</u>	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	<u>608215</u>	MULTI	
	\$2,286,000 Single Res	5, 4+ 4800	20930 PANORAMA DR Los Gatos, CA 95033 (Los Gatos Mtns) Alain Pinel Realtors	<u>604907</u>	MULTI	TOUR
And the second s	\$2,750,000 Single Res	5, 4+ 5000	155 LARITA DR Ben Lomond, CA 95005 (San Lorenzo Valley) Network Alliance Real Estate	<u>616947</u>	MULTI	
	\$2,777,000 Single Res	5, 4+ 5819	777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate	<u>616474</u>	MULTI	
New Search			< Previou	us	Next	>>

#### **RICO** AJAX SEARCH

LiveGrid Demor	nstration			Pov	vered by Yaho	oo! Search	
Select Search Category	Web	Images	Videos				
Search Images:	flowers	•				Search Yahoo!	
Search Results					Results 1 - 5 of	about 1580284 for flowers	
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**Re-think paging** Use scrolling for "owned" data Watch out for dual scroll bar issue Hybrid of paging & scrolling

### **Re-think paging**

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

#### FEATURED RECIPES









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Chewy Chocolate **Gingerbread Cookies** 



#### RICO AJAX SEARCH

LiveGrid Demo	onstration			Po	owered by Ya	hoo! Sea	rch	
Select Search Catego	ry: Web	Images	Videos					_
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Pear Bruschetta with Hazelnut Cream

Roasted Asparagus with Pine Nuts

Chicken

Easy Cheesy Stuffed

#### **Re-think paging**

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

#### FEATURED RECIPES









1

Chewy Chocolate Gingerbread Cookies

Pear Bruschetta with Hazeinut Cream

Roasted Asparagus with Pine Nuts

us with Easy Ch Chicken

Easy Cheesy Stuffed Chicken

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
 BerFinal highlights, including head-butt

Virtual Photo Price Bd/Ba Address and Area MLS # More Click for info (Click for info) Sq Ft Presented By Photos Tours (Click for (Click for view) view) \$1,750,000 14080 BEAR CREEK RD 6+, 4+ <u>550701</u>  $\bigcirc$ Single Res Boulder Creek, CA 95006 (San Lorenzo TOUR MULTI 3700 Valley) Schwarzbach Associates \$1,995,000 6+.4+ 17617 MOUNTAIN CHARLIE RD 608215 0 Single Res LOS 5675 GATOS, CA 95033 (Unincorporated MULTI Los Gatos Mtns) Almaden Oaks Realtors \$2,286,000 20930 PANORAMA DR 5.4+ 604907  $\bigcirc$ Single Res Los Gatos, CA 95033 (Los Gatos Mtns) MULTI 4800 Alain Pinel Realtors \$2,750,000 155 LARITA DR 5,4+ 616947 Single Res Ben Lomond, CA 95005 (San Lorenzo 5000 Valley) Network Alliance Real Estate \$2,777,000 5,4+ 777 HAPPY VALLEY RD 616474 0 Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate Single Res 5819 MULTI TOUR New Search << Previous Next >>

#### RICO AJAX SEARCH

LiveGrid Demo	onstration			Powered b	oy Yahoo!	l Search	
Select Search Catego	wy: Web	Images	Videos				
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#### **Re-think paging**

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

#### FEATURED RECIPES









4

Chewy Chocolate Gingerbread Cookies

Pear Bruschetta with Hazelnut Cream Roasted Asparagus with Pine Nuts

s with Easy Cheesy Stuffed Chicken

Chicken

Page: 1 2 3 4

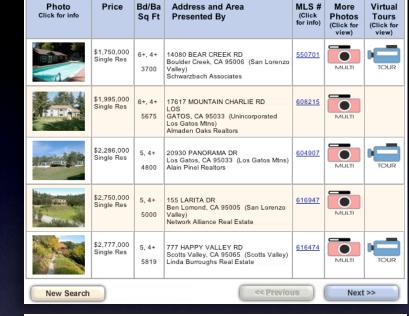


Getting it off his chest

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
 All final highlights, including head-butt

Lonely elephants baffled by post-Katrina life Scientists study gorilla habitat Some birds stay aloft up to 10 years Inflation soaring high Fed wants banks to come into compliance Life after death - is there proof?

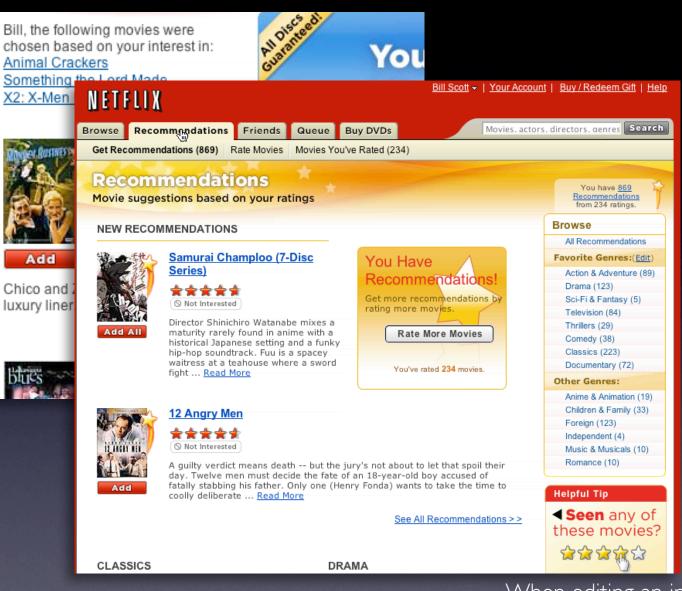


#### RICO AJAX SEARCH

LiveGrid Demo	onstration			Po	owered by Yah	ool Search	
Select Search Catego	ry: Web	Images	Videos				
Search Images:	flowers					Search Yahoo!	
Search Results					Results 1 - 5 of	about 1580284 for flowers	1
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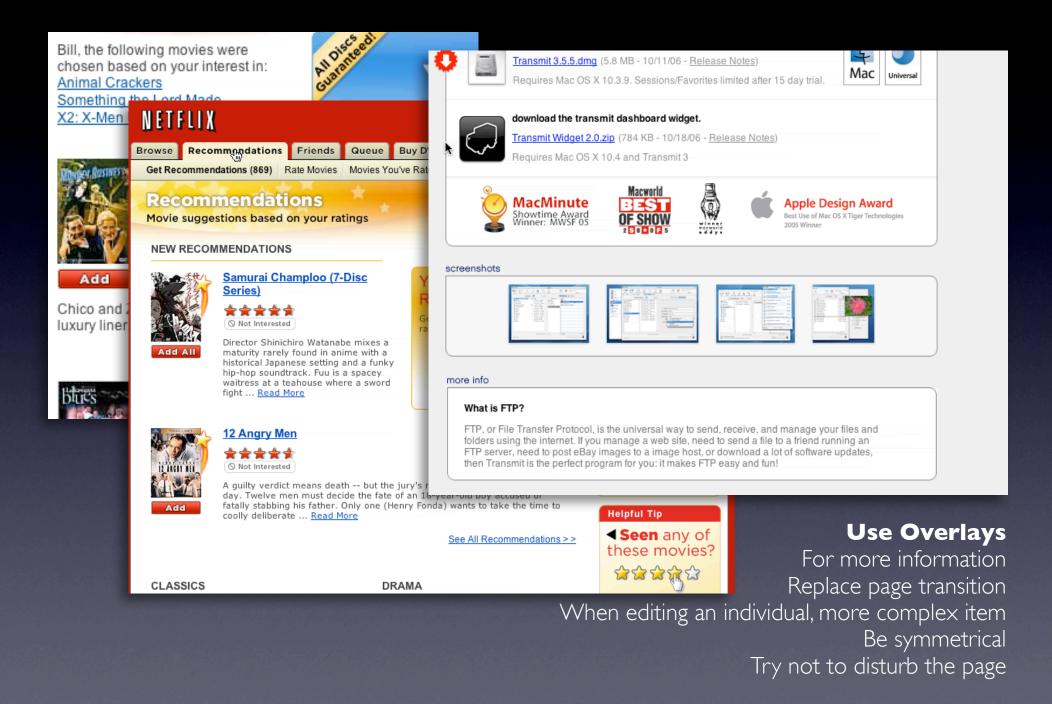
### **Use Overlays**

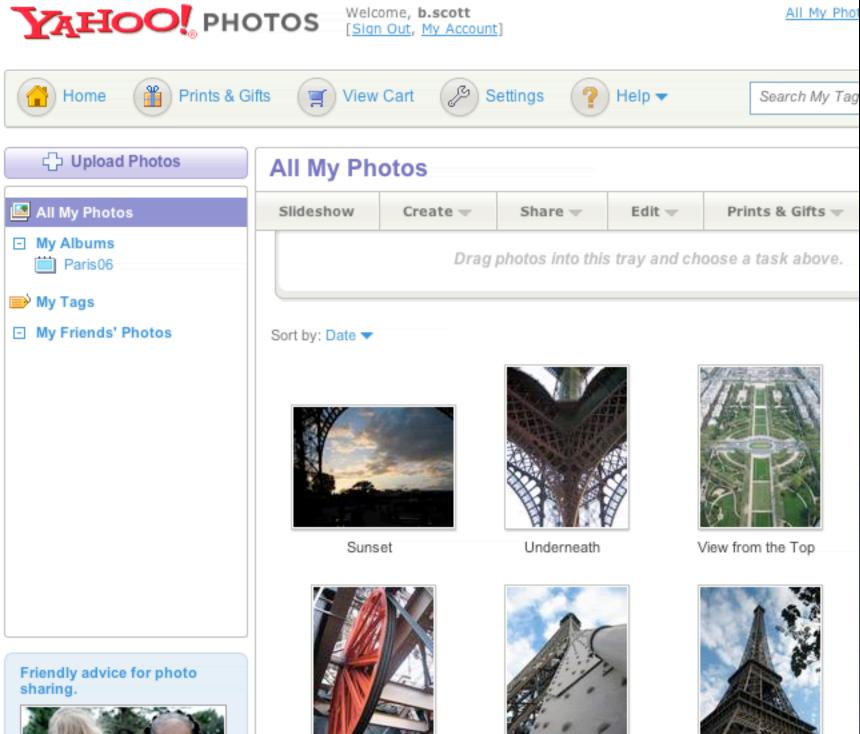
For more information Replace page transition When editing an individual, more complex item Be symmetrical Try not to disturb the page



#### **Use Overlays**

For more information Replace page transition When editing an individual, more complex item Be symmetrical Try not to disturb the page





Eiffel Tower



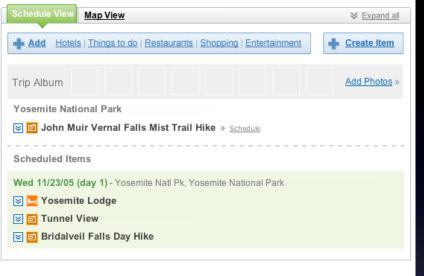
Eiffel Pulley



From Second Floor Up

### Use in-context expands

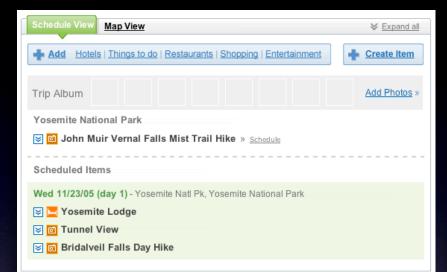
For editing part of a collection Need to see surrounding context For managing content modules



My Saved Pages > ypatternexample	
Items 1 - 4 of about 4	Sort by: Date Saved   Title   URL
coming_soon.mov (video/quicktime Object) Shared by: Me - <u>Details - Edit</u> Tags: <u>comment</u> , digg, incontextexpandpatte, inlinepageeditpatter, ratinganobjectpatter more	Shared at 4:49 PM PST <u>Email</u> - <u>IM</u> - <u>Delete</u>
Access: Everyone http://sjc.videos.revision3.com/diggnation/coming_soon.mov	
Ajaxian ? New Digg Ajax Comment System Shared by: Me - <u>Details</u> - <u>Edit</u> Tags: <u>comment</u> , digg, <u>incontextexpandpatte</u> , <u>inlinepageeditpatter</u> , <u>ratinganobjectpatter</u> more © Access: Everyone http://ajaxian.com/archives/new-digg-ajax-comment-system - <u>My cached copy</u>	Shared at 4:49 PM PST <u>Email</u> - <u>IM</u> - <u>Delete</u>
Yahoo! Groups : scotts-pub Post Message Saved by: Me - Details - Edit Note: rich text editor for blogs Tags: code, inline edit, internalyahoo, patterns, ypatternexample, more	Saved on February 16, 2006 Email - IM - <u>Delete</u>

#### Use in-context expands

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



#### 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   URL
coming_soon.mov (video/quicktime Object)         Shared by: Me - Details - Edit         Tags: comment. digg. incontextexpandpatte, inlinepageeditpatter, ratinganobjectpatter, more         Imore         Access: Everyone         http://sjc.videos.revision3.com/diggnation/coming_soon.mov	Shared at 4:49 PM PST <u>Email</u> - <u>IM</u> - <u>Delete</u>
Ajaxian ? New Digg Ajax Comment System Shared by: Me - Details - Edit Tags: comment, digg, incontextexpandpatte, inlinepageeditpatter, ratinganobjectpatter more Access: Everyone http://ajaxian.com/archives/new-digg-ajax-comment-system - My cached copy	Shared at 4:49 PM PST Email - IM - <u>Delete</u>
Yahoo! Groups : scotts-pub Post Message Saved by: Me - Details - Edit Note: rich text editor for blogs Tags: code, inline edit, internalyahoo, patterns, ypatternexample, more	Saved on February 16, 2006 Email - IM - Delete

Stock Market			edit 🖂 🔀
TSG	31.89	-0.01	(-0.03%)
DJIA	12445.52	+28.76	(0.23%)
NASDAQ	2457.20	+3.35	(0.14%)
NYSE	9140.39	-6.81	(-0.07%)
S&P 500	1427.09	+1.60	(0.11%)
Delayed at least 1	5 minutes unless	s otherw	ise

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

indicated. Disclaimer

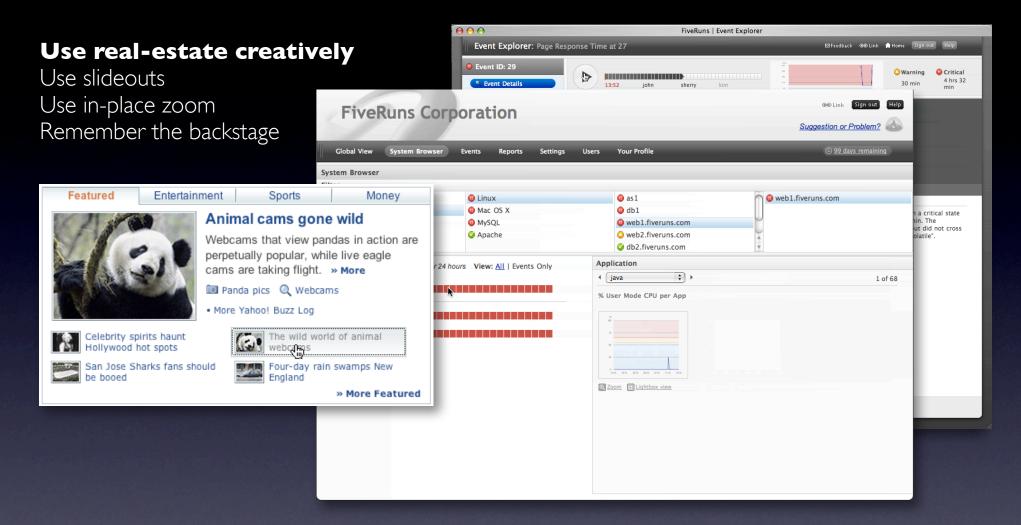
### Use real-estate creatively

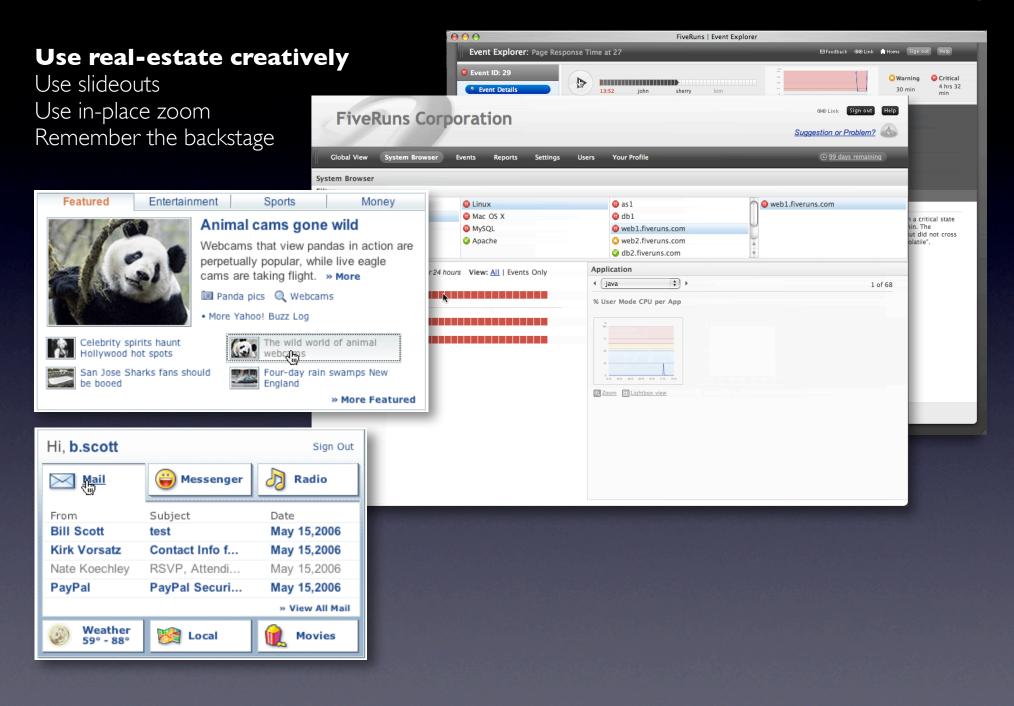
Use slideouts Use in-place zoom Remember the backstage

### Use real-estate creatively

Use slideouts Use in-place zoom Remember the backstage

0	FiveRuns   Event Explorer	
Event Explorer: Page Res	sponse Time at 27	🖾 Feedback 👁 Link 🏫 Home Sign out Help
Event ID: 29		Warning      Oritical     A rrs 32
Event Details Output:	13:52 john sherry kim Add Comments:	
<ul> <li>Suggestions</li> <li>Current Context</li> <li>Targeted Report</li> </ul>		Event Severity: Critical Assigned to: Sherry King
Olose Event	Save & Escalate Save & Remain Paused Cancel	2 value of 27
		Analysis: The server metric (Page Response Time) was in a critical state for 4 hrs 32 min and a warning state for 30 min. The monitored metric exhibited erratic behavior, but did not cross threshold barriers enough to be considered "volatile".
	Edit Thresholds	







Interaction

# prefer direct, lightweight, in-page interaction



# feedback principles

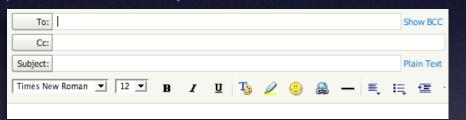
### pattern. live suggest.

Ask Your Question		
1. Enter your question You can ask 5 more questions today.	You have <b>110</b> characters to work with. Add details below.	
2. Add details (optional) No spam, please! When in doubt, please refer to our community guidelines.	You have <b>1000</b> characters to work with.	

#### pattern. live suggest.

Ask Your Question		
<ol> <li>Enter your question You can ask 5 more questions today.</li> </ol>	You have 110 characters to work with. Add details below.	
2. Add details (optional) No spam, please! When in doubt, please refer to our community guidelines.	You have <b>1000</b> characters to work with.	

#### pattern. auto complete.



### pattern. live suggest.

Ask Your Question		
<ol> <li>Enter your question You can ask 5 more questions today.</li> </ol>	) You have <b>110</b> characters to work with. Add details below.	
2. Add details (optional) No spam, please! When in doubt, please refer to our community guidelines.	You have <b>1000</b> characters to work with.	

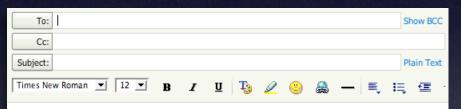
#### pattern. auto complete.

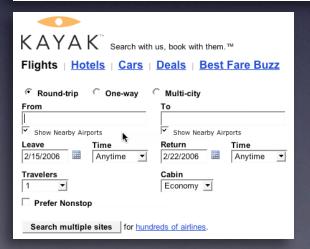
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Show Nearby Airports	Show Nearby Airports		
Leave Time 2/15/2006 Anytime	Return     Time       2/22/2006     Ⅲ     Anytime		
Travelers	Cabin Economy		
Prefer Nonstop			
Search multiple sites for hund	reds of airlines.		

#### pattern. live suggest.

Ask Your Question		
<ol> <li>Enter your question You can ask 5 more questions today.</li> </ol>	You have <b>110</b> characters to work with. Add details below.	
2. Add details (optional) No spam, please! When in doubt, please refer to our community guidelines.		
	You have 1000 characters to work with.	

#### pattern. auto complete.





#### pattern. periodic refresh.



+2.00, +0.8% ), biotech (SBTK: 668.91, +8.66, +1.3% ) and oil (SOIX: 585.23, +6.52, +1.1% ) and oil service (\$OSX : 185.03, +3.77, +2.1% ) stocks put in solid gains.

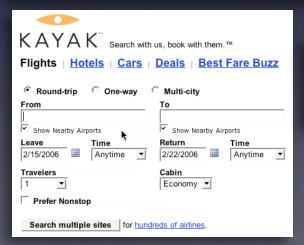
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1,707.57 +38.18 +1	0.33%
- Supply man	10,000
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#### pattern. live suggest.

Ask Your Question		
<ol> <li>Enter your question You can ask 5 more questions today.</li> </ol>	You have 110 characters to work with. Add details below.	
2. Add details (optional) No spam, please! When in doubt, please refer to our community guidelines.		
	You have 1000 characters to work with.	

#### pattern. auto complete.

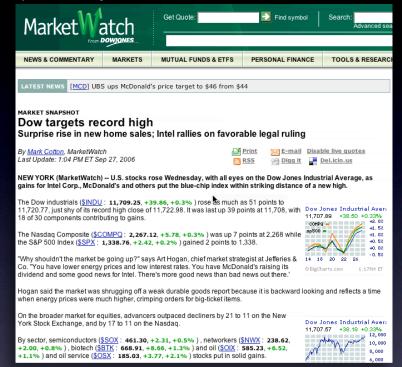
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Times New Roman 💌 12 💌	в	1	u 😼 🖉 🤤 🚨 — 🗉	Ę ∉ ·



#### pattern. busy indicator.

🕹 Check Mail	🍕 Cor	npose
Q, from: darren	Q	Stop

#### pattern. periodic refresh.



#### pattern. live suggest.

Ask Your Question		
<ol> <li>Enter your question You can ask 5 more questions today.</li> </ol>	You have 110 characters to work with. Add details below.	
2. Add details (optional) No spam, please! When in doubt, please refer to our community guidelines.		
	You have 1000 characters to work with.	

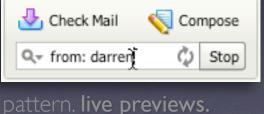
#### pattern. auto complete.



Flights | Hotels | Cars | Deals | Best Fare Buzz

From	То	
Show Nearby Airports	Show Nearby Air	ports
Leave     Time       2/15/2006     Image: Constraint of the second seco	Return 2/22/2006	Time Anytime
Travelers	Cabin Economy	
Prefer Nonstop		

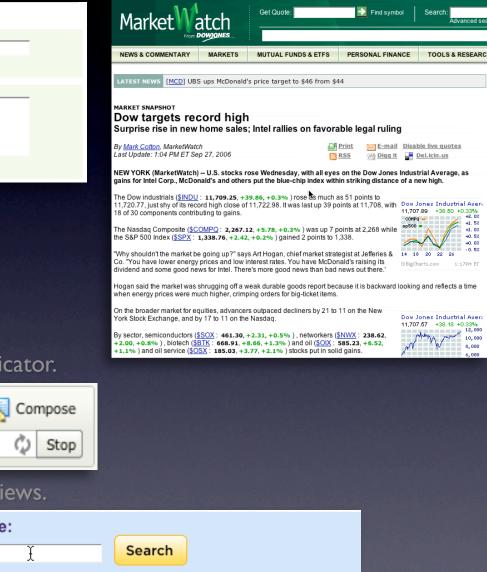
#### pattern. **busy indicator.**



#### Find a domain name:

www. billsportfolio.com (ex. widgetdesigns.com)

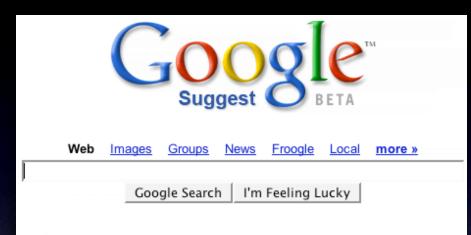
#### pattern. periodic refresh.



**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



pe, Google will offer suggestions. Use the arrow keys to navigate the results. L

Feedback - Discuss - Terms of Use - FAQ

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#### Keep the goal in mind

Design for relevancy Is it narrowing or distracting



#### Instant Search BETA

Search the Web

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

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

- boston weather
- wikipedia
- nfl

- 22 5th ave new york ny
- san francisco coffee shops
- dmv

 Web
 Images
 Groups
 News
 Froogle
 Local
 more >

 Google
 Search
 I'm Feeling Lucky

Feedback - Discuss - Terms of Use - FAQ

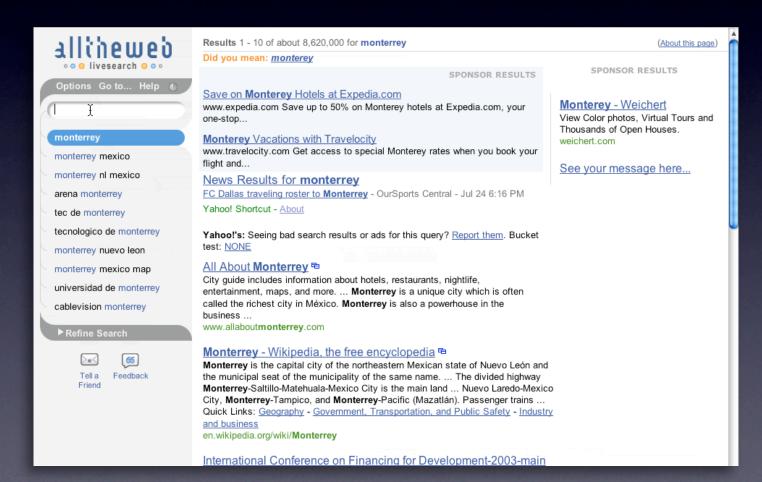
©2006 Google

### Keep the goal in mind

Design for relevancy Is it narrowing or distracting? Use feedback to boost confidence Let the user iterate where possible

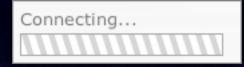
#### Keep the goal in mind

Design for relevancy Is it narrowing or distracting? Use feedback to boost confidence Let the user iterate where possible

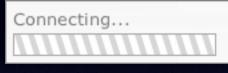


**Shape user perception** Make time pass faster Make application feel more responsive

**Shape user perception** Make time pass faster Make application feel more responsive



**Shape user perception** Make time pass faster Make application feel more responsive





#### **Prevent errors before-hand**

Ounce of preventive design worth pound of error-handling Use live-previews Look before you leap

Find a domain	name:	
www. billsportfolio	o.com £ Search	
(ex. widgetdesig	gns.com)	
Required information for	or Google account	
Your current email address:	someone@somewnere.com	
	e.g. myname@example.com. This will be your username and sign-in.	
Choose a password:	Minimum of 6 cheracters in length.	ort

#### **Prevent errors before-hand**

Ounce of preventive design worth pound of error-handling Use live-previews Look before you leap

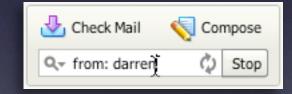


#### **Prevent errors before-hand**

Ounce of preventive design worth pound of error-handling Use live-previews Look before you leap Let the user iterate where possible

#### Keep feedback focused

Let the user iterate where possible

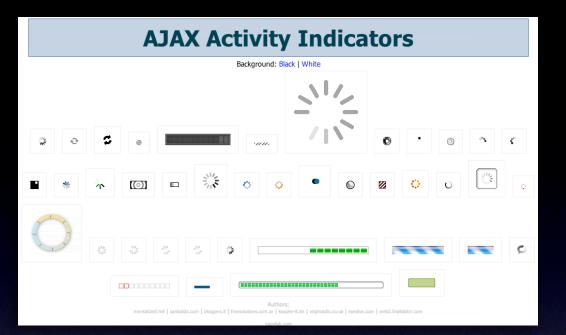


#### Keep feedback focused

#### Let the user iterate where possible

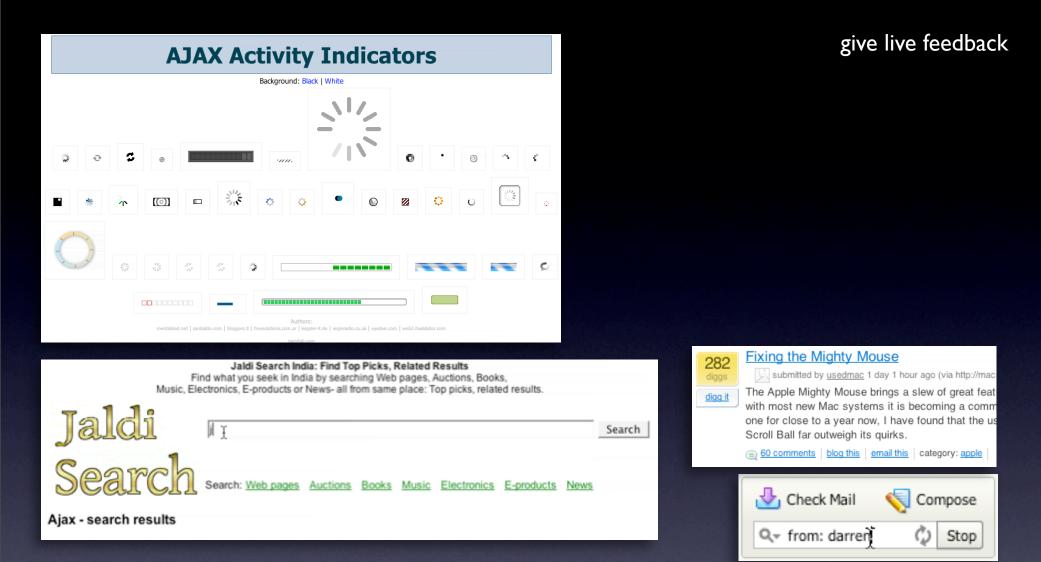


#### Keep feedback focused



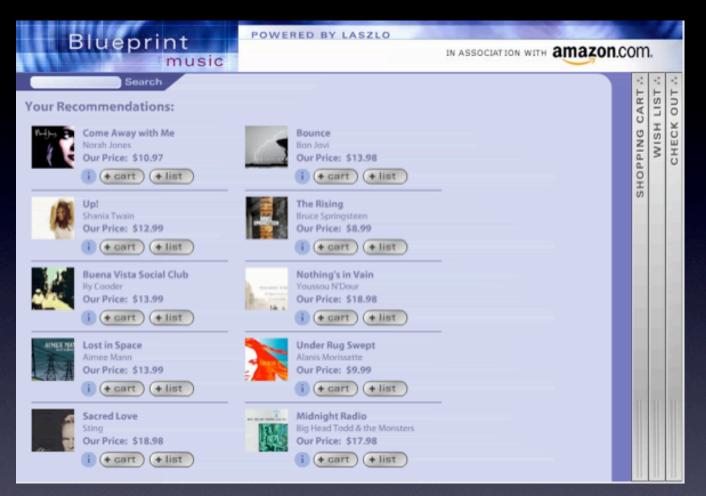
282 diggs	Fixing the Mighty Mouse
digg it	The Apple Mighty Mouse brings a slew of great feat with most new Mac systems it is becoming a comm one for close to a year now, I have found that the us Scroll Ball far outweigh its quirks. (a) 60 comments   blog this   email this   category: apple
	Check Mail Compose

#### Keep feedback focused



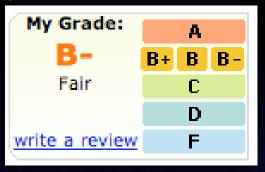
#### Keep feedback focused

#### Keep feedback focused

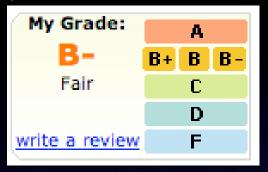


#### Keep feedback focused

#### pattern. hover invitation.



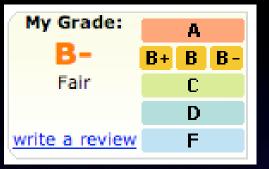
#### pattern. hover invitation.



#### pattern. tour invitation.



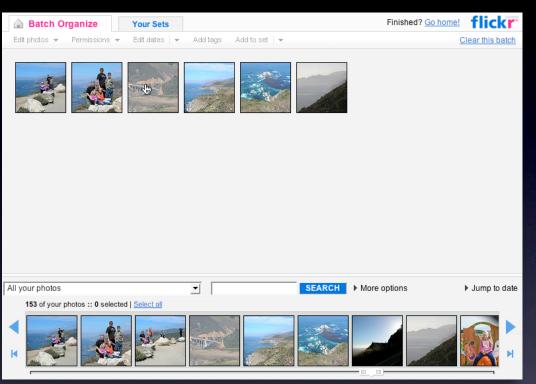
#### pattern. hover invitation.



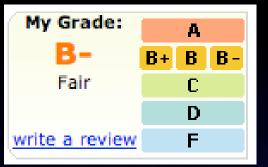
#### pattern. tour invitation.

1 Seard Sma	h 2 Find it rter 2 Faster	3 Get Personal.	Next »	<del>\</del>	Close 🗵
			Yahoo! Tech: TV tune-up m		by Verizon Wireless.
Удн	Search:	Web   Images   Video   Audio   Direct		Web Searc	h
My Yahoo! My	/ Mail				Page Options 💌
Autos Finance Games GeoCities	Search smarte	firectory breeze through		) Hessenger	Sign Out
Groups Horoscopes HotJobs	Yahoo! Answe		PEPSI CO		Movies
Kids Naps	Find things faster and easie tabs to narrow your search	in swamps New		TOROLA PHON	s 🦳
Music Personals	<ul> <li>Search the Web on any top</li> <li>Click a tab to focus your set</li> </ul>	» More Featured			199
Photos Real Estate	Images, Video, Local and n • Try Yahoo! Answers: A new real answers from real peop	w place to get			
🛞 Sports		NGXT X		Pepsi Cool Tones	

#### pattern. drop invitation.



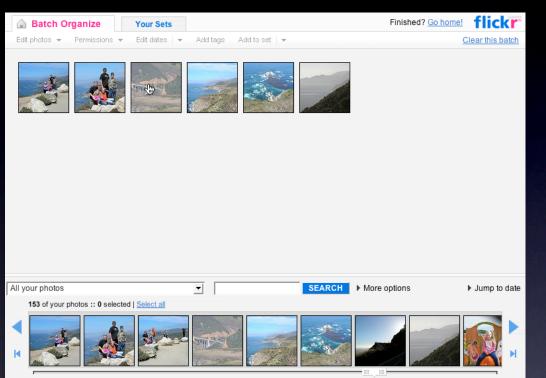
#### pattern. hover invitation.



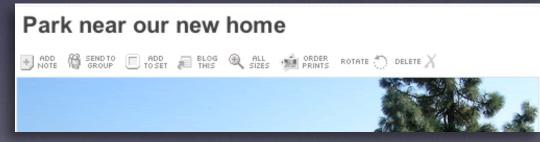
#### pattern. tour invitation.

Search Smarter	2 Find it Faster	Get Personal.	Next » 🕤	Close 🗵
		Y	ahoo! Tech: TV tune-up makeover. Sponso	red by Verizon Wireless.
My Yahool My Mail	Search:	Video   Audio   Directory	Local   News   Shopping     Web S     N   Answer questions	earch Page Options 🕤
Autos     Finance     Games     GeoCities     Groups     Moroscopes	rch smarter	Money Hod Inroe and breeze through t Hotel More	Hi, b.scott Mail & Messenge Weather S9"-88" & Local	Sign Out
Hottobs     Kids     Kids	ngs faster and easier with handy narrow your search h the Web on any topic a tab to focus your search on s, Video, Local and more ahoot Answers: A new place to get navers from neal paople	vid of primal in swamps New - More Featured	PEPSI COOL TONES	ONES

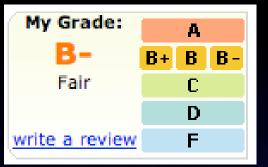
#### pattern. drop invitation.



#### pattern. tooltip invitation + hover invitation + cursor invitation.



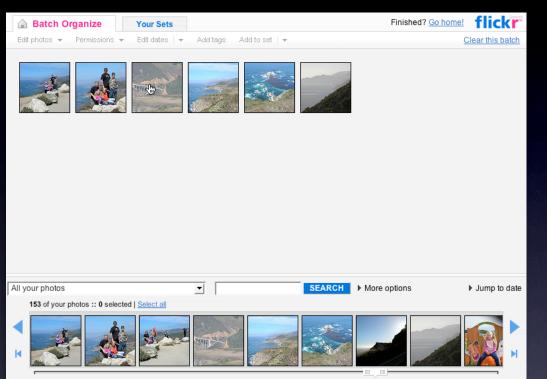
#### pattern. hover invitation.



#### pattern. tour invitation.

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Transme     Search smarter     Monoreage     Generie     Monoreage     Monoreage	
PHotools Find things faster and easier with handy rid of animal PEPSI COOL TONES	sign Out dio wies
Angel Angel	

#### pattern. drop invitation.



#### pattern. tooltip invitation + hover invitation + cursor invitation.

Park near our new home	Lists
ADD NOTE SEND TO D ADD TO SET A BLOG ALL SIZES ORDER ROTATE DELETE X	Add item or <u>I'm done adding items</u>

No easy answer Use the hover to reveal interaction Use the familar to teach the new Tours are generally a band-aid Can't flag all interactions

No easy answer Use the hover to reveal interaction Use the familar to teach the new Tours are generally a band-aid Can't flag all interactions

🗌 Remov	e this item			
Add it	em or <u>I'm do</u>	ne adding iten	15	
Make a n	ew list			

No easy answer Use the hover to reveal interaction Use the familar to teach the new Tours are generally a band-aid Can't flag all interactions



State park near our home in San Jose

5 photos | Add a comment?

Lists	
🗌 Remove this item	
Add item or I'm done adding items	
Make a new list	

No easy answer Use the hover to reveal interaction Use the familar to teach the new Tours are generally a band-aid Can't flag all interactions



State park near our home in San Jose

5 photos | Add a comment?

Lists	
	Remove this item
	Add item or I'm done adding items
	Make a new list

No easy answer Use the hover to reveal interaction Use the familar to teach the new Tours are generally a band-aid Can't flag all interactions



# State park near our home in San Jose

5 photos | Add a comment?

List	5			
	Remove this item			
	Add item or <u>I'm do</u>	ne adding	<u>items</u>	
	Make a new list			
1 Search Smai	rter 2 Find it Faster 3	Get Personal.	Next » 🐁	Close 🔀
Switch to old page		Y	ahool Tech: TV tune-up makeover. Sponsore	d by Verizon Wireless.
	Search:	ideo   Audio   Directory	/   Local   News   Shopping Web Sea	rch Page Options 🖂
Autos	Search smarter	Money	Hi, b.scott	Sign Out
<ul><li>Finance</li><li>Games</li></ul>	Video Directory	od nroe and breeze through	Mail 🔐 Messenger	Radio
S GeoCities	Xahoo! Answers: Ask a g	t Hotel. » More	Weather 59° - 88° Local	Movies
Horoscopes				
Kids	Find things faster and easier with handy tabs to narrow your search	orld of animal	PEPSI COOL TONES	IES CON
Music	Search the Web on any topic	» More Featured		00
Personals Photos	<ul> <li>Click a tab to focus your search on Images, Video, Local and more</li> </ul>			
Real Estate	<ul> <li>Try Yahoo! Answers: A new place to get real answers from real people</li> </ul>		MOTOROLA	Nº TO
) Shopping Sports	Next »		MOTOROLA	

#### offer an invitation

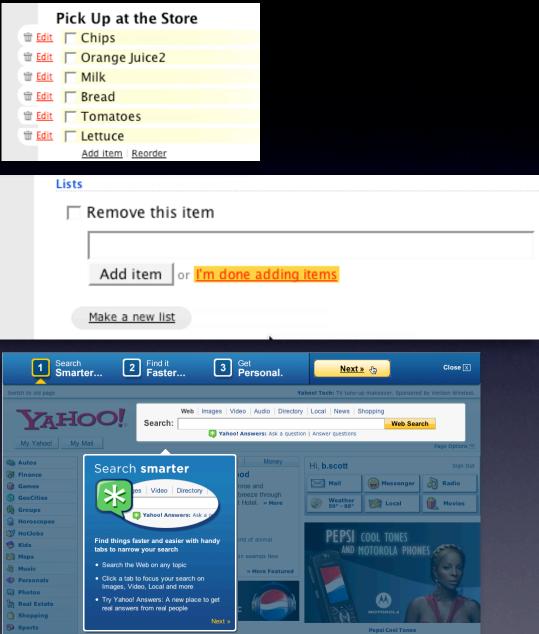
#### Discoverability

No easy answer Use the hover to reveal interaction Use the familar to teach the new Tours are generally a band-aid Can't flag all interactions



## State park near our home in San Jose

5 photos | Add a comment?



offer an invitation

## Bridge the new with the old Hyperlinks as actions

Hyperlinks as actions Reveal with hovers Drop down clues

## Bridge the new with the old Hyperlinks as actions

Hyperlinks as actions Reveal with hovers Drop down clues

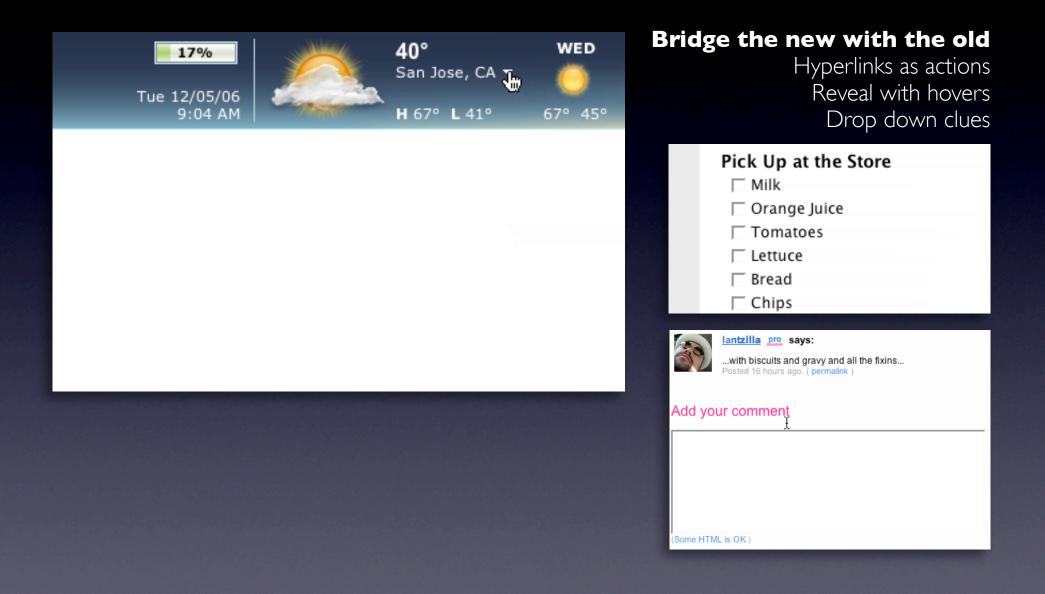
Pick Up at the Store	
☐ Milk	
🗌 Orange Juice	
Tomatoes	
Lettuce	
🕅 Bread	
Chips	

## Bridge the new with the old Hyperlinks as actions

Hyperlinks as actions Reveal with hovers Drop down clues

	Pick Up at the Store	
	🗌 Orange Juice	
	Tomatoes	
	Lettuce	
	🗍 Bread	
	Chips	
(a)	lantzilla pro says:	
32	with biscuits and gravy and all the fixins Posted 16 hours ago. ( permalink )	
Add y	our comment	
	· · · · · · · · · · · · · · · · · · ·	

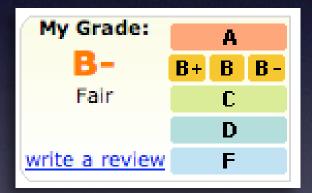
(Some HTML is OK.)



<b>17%</b> Tue 12/05/06 9:04 AM	Si Si	<b>0°</b> <sup>an Jose, CA 🚡 67° L 41°</sup>	WED 0 67° 45°	Bridge the new with the old Hyperlinks as actions Reveal with hovers Drop down clues
				Pick Up at the Store         Milk         Orange Juice         Tomatoes         Lettuce         Bread         Chips         Intzilla pro says:        with biscuits and gravy and all the fixins         Posted 16 hours ago. (permalink.)
<ul> <li><u>Donovan who? Garcia leads Eagles to win (AP)</u></li> <li>Arenas, Wizards end Mavs' winning streak (AP)</li> <li>Turco, Stars end Sharks winning streak (AP)</li> <li>No. 11 Wisconsin beats Winthrop in OT (AP)</li> <li>Redskins place faith in Suisham after releasing Novak (Reuters)</li> </ul>			Add your comment	

### Make it inviting

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



### Park near our new home

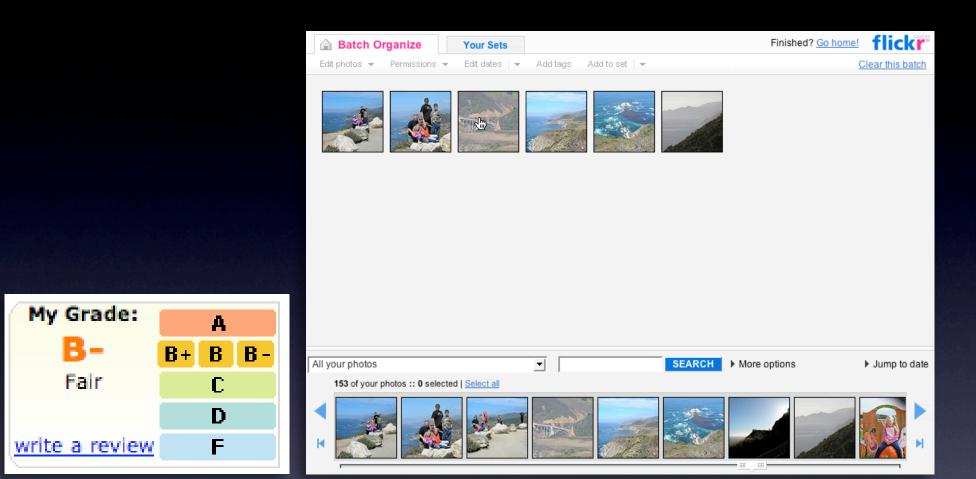
💽 ADD 🆓 SEND TO 🔲 ADD 🚚 BLOG 🍭 ALL 🐋 ORDER ROTATE 💭 DELETE 📈



#### Make it inviting

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

#### offer an invitation



### Park near our new home

🛃 ADD 🎁 SEND TO 🔲 ADD 🚚 BLOG 🔍 ALL 🐋 ORDER ROTATE 🕥 DELETE 🗡 🗌



### Make it inviting

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

### Keep actions out of it

Let the user feel free to explore Don't proselytize

#### offer an invitation

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

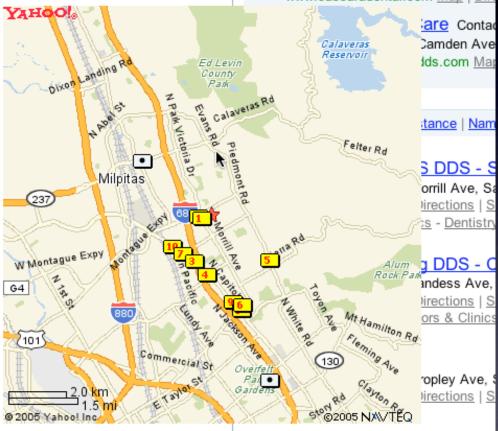
Forty Associates recently added product previews to their Web site as part of a small beta program. During the beta, visitors to Associate sites who viewed a product preview clicked through to Amazon.com over 4% of the time; those clicks resulted in a purchase nearly 6% of the time.

Now we're opening the beta up to all Associates to further improve product preview-enhanced link will receive a \$5 Amazon gift certificat testing product previews.

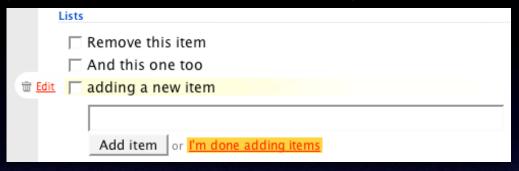
Don't worry if you don't already have Basic Display Product Links on your Web s process. <u>Click here</u> for answers to questions you might have about the beta pro

#### Keep actions out of it

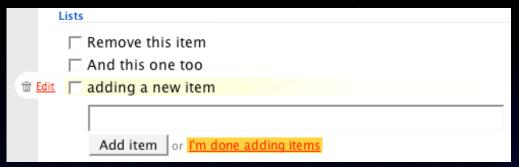
Let the user feel free to explore Don't proselytize



pattern. fade transition + self-healing transition.



### pattern. fade transition + self-healing transition.

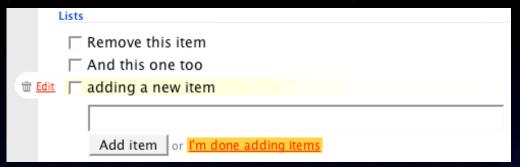


### pattern. slide transition.

153 of your photos :: 0 selected | Select all



### pattern. fade transition + self-healing transition.



### pattern. slide transition.

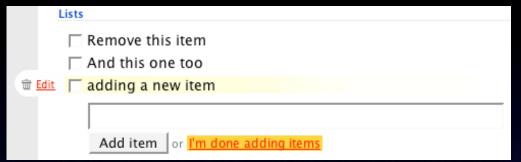
153 of your photos :: 0 selected | Select all



### pattern. active spotlight.

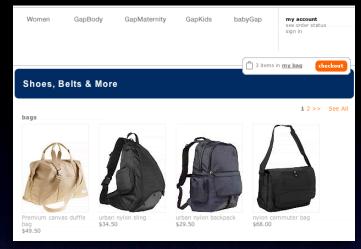
<b>Batch Organize</b> You	ır Sets	Finished? Go home!	flickr
Edit photos 👻 Permissions 👻 Edit	dates 🛛 👻 🐘 Add tags 🐘 Add to set 🗍 💌	<u>(</u>	lear this batch

### pattern. fade transition + self-healing transition.



### pattern. slide transition.

153 of your photos :: 0 selected | Select all



### pattern. zoom box.



### pattern. active spotlight.

🝙 Batch Organize	Your Sets		Finished? Go home!	flickr
Edit photos 👻 Permissions	▼ Edit dates 🛛 ▼	Add tags 🔹 Add to set 📔 👻	<u>C</u>	Clear this batch

**Speak to the brain** Understanding attention processing

### show transitions

### Speak to the brain

Understanding attention processing



Tips & Tools for Using Your Brain

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

O'REILLY\*

**Speak to the brain** Understanding attention processing Sending the wrong message

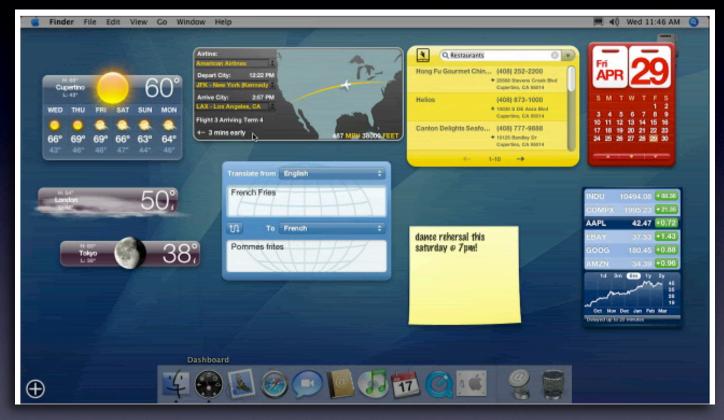
show transitions

**Speak to the brain** Understanding attention processing Sending the wrong message



### Speak to the brain

Understanding attention processing Sending the wrong message





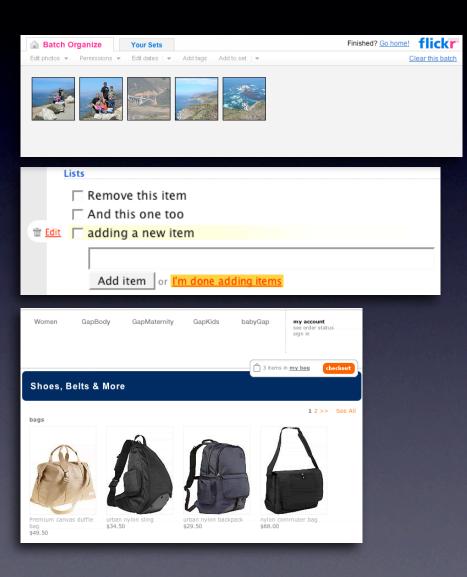
### What you can communicate...

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

### What you can communicate...

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





### Keep it sane

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

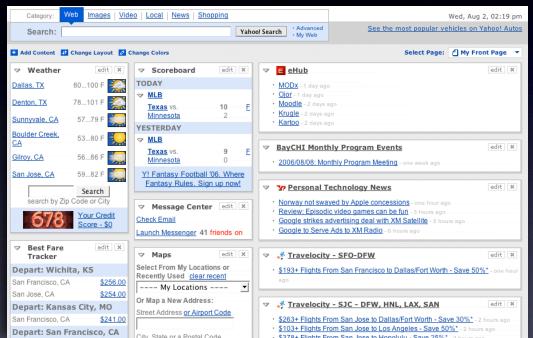
#### show transitions



### Keep it sane

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





**Keep it sane** "Cut it in-half" rule of thumb Use "contrast knob" approach Don't overuse



Feedback

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



# information principles

# principle. think in objects.

# principle. think in objects.

Schedule View Map View	¥ Expand all
Add Hotels   Things to do   Restaurants   Shopping   Entertainment	<u>Create Item</u>
Yosemite National Park	
<ul> <li>John Muir Vernal Falls Mist Trail Hike » Schedule   View   Delet</li> <li>+1 209 372 0200</li> <li>Happy Isle Shuttle Stop #16</li> <li>Yosemite National Park, CA 95389</li> <li>United States</li> <li>This hike is also known as the Mist Trail because it passes right beside</li> <li>Vernal Falls, which in the spring blows a heavy mist everywhere. This</li> <li>1.4 mile roundtrip hike is considered a moderate</li> </ul>	
Notes: [Eak]	
Tags: [ ⊟t ≿ ]	
Dates: [ Add ]	
Scheduled Items	
Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park	
😒 🧮 Yosemite Lodge	
😒 📴 Tunnel View	
😒 📴 Bridalveil Falls Day Hike	

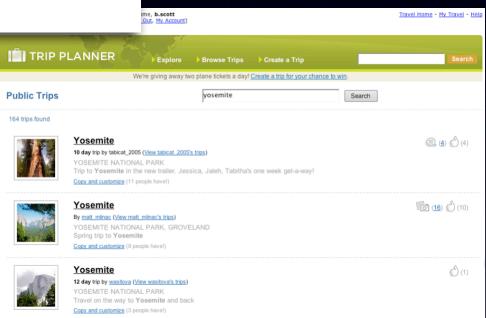
pattern. shareable object.

### think in objects

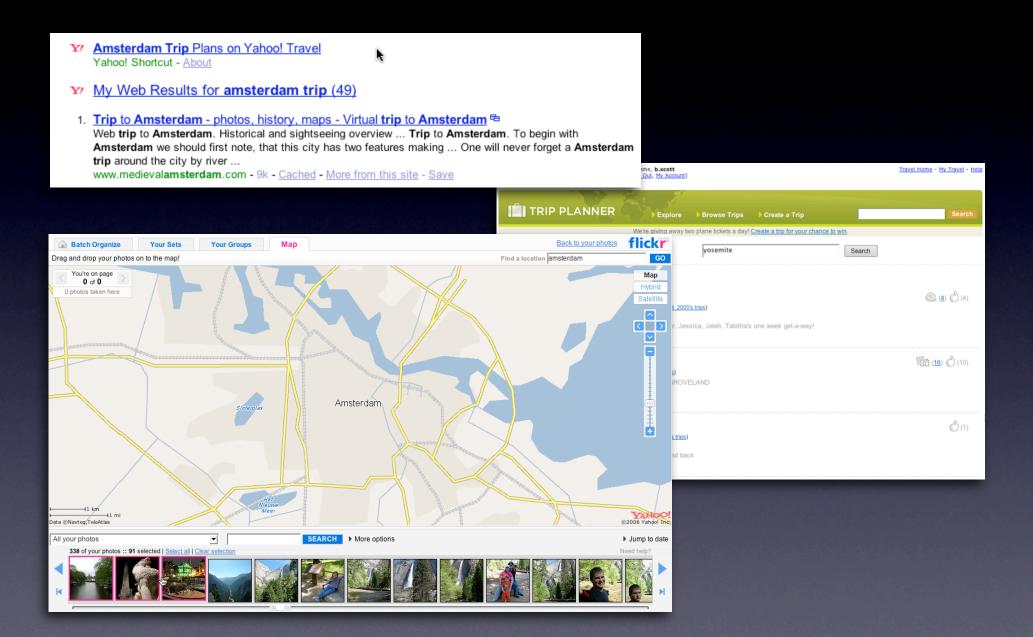
### think in objects

- Y Amsterdam Trip Plans on Yahoo! Travel Yahoo! Shortcut - About
- Y My Web Results for amsterdam trip (49)
- 1. <u>Trip to Amsterdam photos, history, maps Virtual trip to Amsterdam</u> 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 - <u>Cached</u> - <u>More from this site</u> - <u>Save</u>

k

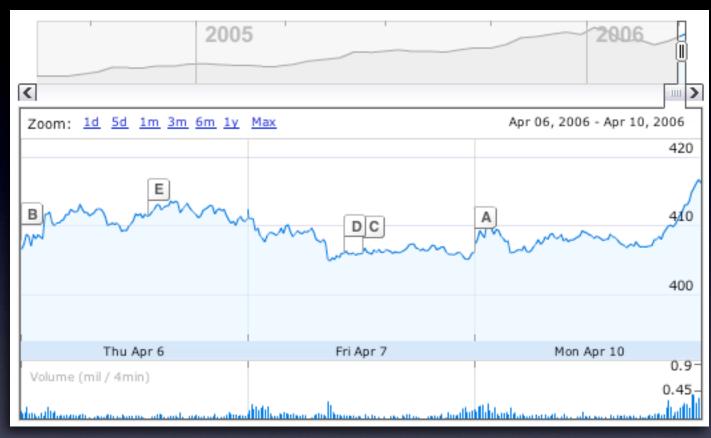


### think in objects



# principle. tie information to interactivity.

## principle. tie information to interactivity.



pattern. multi-variate views.

# **Think "deeper interaction"** Multi-variate data

Multi-variate data



#### tie information to interactivity

### Think "deeper interaction"

-

100

-

GO

Multi-variate data

Enter symbol(s)

COMPARE TO:

COMPETITORS

INDEXES

RECENT

DELL INC (DELL)

HEWLETT PA... (HPQ)

MICROSOFT... (MSFT)

DOW JONES (^DJI)

NASDAQ (^IXIC)

S&P 500 (^GSPC)

HORE INDEXES

DOM LONGO (AD II)

View Quote Data: The data

row above the chart details

quote info on the primary

symbol you are plotting.

ADD SYMBOL(S)

CHART TIPS

#### Farecast Know When to Buy Home Sign Up for Email All Times (Listed) Select Times (Grid) Learn more about List View FINANC Results for: Planning Tools **Fare Prediction** Fare History Leave: All Times Flexible? Fares from \$325 87-Day Low: \$189 Avg Low: \$356 GET CHART San Jose, CA (SJC) \$575 Fri, Oct 20 2006 Lowest fares rising \$50+ \$495 on average within departure date \$415 Return: All Times \$335 Dallas, TX (DFW) Confidence: 56% - A \$255 Sat. Oct 28 2006 \$175 AAPI Tip: Buy Now. 86 Days Ago Now Adults: 1 Change Search and Go. [ Reset ] Price • Airline Airport Departs Arrives Stops Refine Results Showing 201 of 201 options SJC>DFW 7:15a 2:07p 1 | 4h 52m \$559\* Multiple Carriers CheapTickets flight details orbitz.com DFW>SJC 12:50p 4:40p 1 | 5h 50m Price Range book now. SJC>DFW 7:15a 2:07p 1 | 4h 52m \$559\* Multiple Carriers flight details orbitz.com DFW>SJC 12:50p 4:40p 1 | 5h 50m Dallas Inns \$559 \$1393 \$1393 SJC>DFW 7:15a 2:07p 1 | 4h 52m \$559\* Multiple Carriers flight details orbitz.com DFW>SJC 11:30a 4:40p 1 | 7h 10m Stops SJC>DFW 7:15a 2:07p 1 | 4h 52m \$559\* Multiple Carriers **•** 0 \$1228 flight details orbitz.com DFW>SJC 11:30a 4:40p 1 | 7h 10m **F** 1 \$559 SJC>DFW 7:15a 2+ 4:10p 1 | 6h 55m \$559\* Multiple Carriers Dallas. flight details orbitz.com DFW>SJC 12:50p 4:40p 1 | 5h 50m Airlines Compare 2004 SJC>DFW 12:29p 7:18p 1 | 4h 49m \$561\* Multiple Carriers Alaska \$731 Volu flight details orbitz.com DFW>SJC 12:50p 4:40p 1 | 5h 50m America West \$636 SJC>DFW 12:29p 7:18p 1 | 4h 49m \$561\* Multiple Carriers American \$675 flight details orbitz.com DFW>SJC 12:50p 4:40p 1 | 5h 50m \$719 Continental SJC>DFW 6:15a 1:26p 1 | 5h 11m 🔽 Delta \$1183 \$561\* Multiple Carriers Dallas orbitz.com flight details DFW>SJC 12:50p 4:40p 1 | 5h 50m Frontier \$639 nahi di Uli Max Time Range 🔺 Aug 9,2004 - Aug 4,2006 1 Day 5 Days 1 Month 3 Months 6 Months 1 Year 2 Years 5 Years Splits Dividends

Track this trip with RSS 🔝 Dallas Hotels Dallas TX Hotel - Orbitz Sort Dallas hotels by price, distance & star rating. Orbitz Book Dallas Texas Hotels at Save with CheapTickets® Best Price Guarantee on hotels www.cheaptickets.com Let Inns.com help you find unique lodging in Dallas Texas. Book online with ... Dallas Accommodations Enjoy Golf, Spas, Fine Dining & More - Minutes Away from ad.doubleclick.net

Activities in Dallas

#### ORBITZ: Dallas Vacation

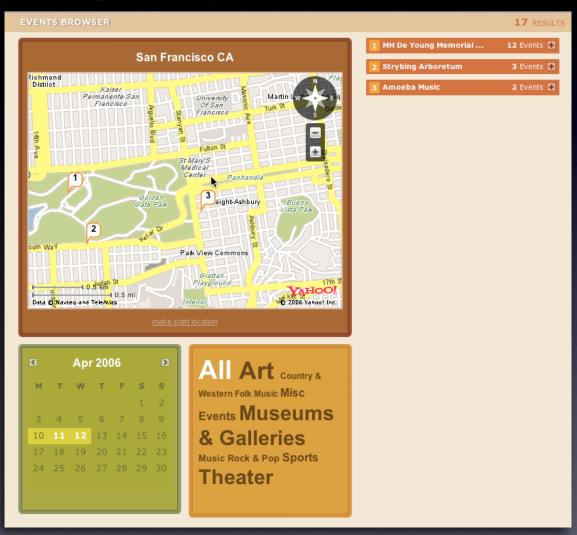
Over 500 vacation destinations to choose from. Book a trip to

Multi-variate data Interesting relationships

### tie information to interactivity

### Think "deeper interaction"

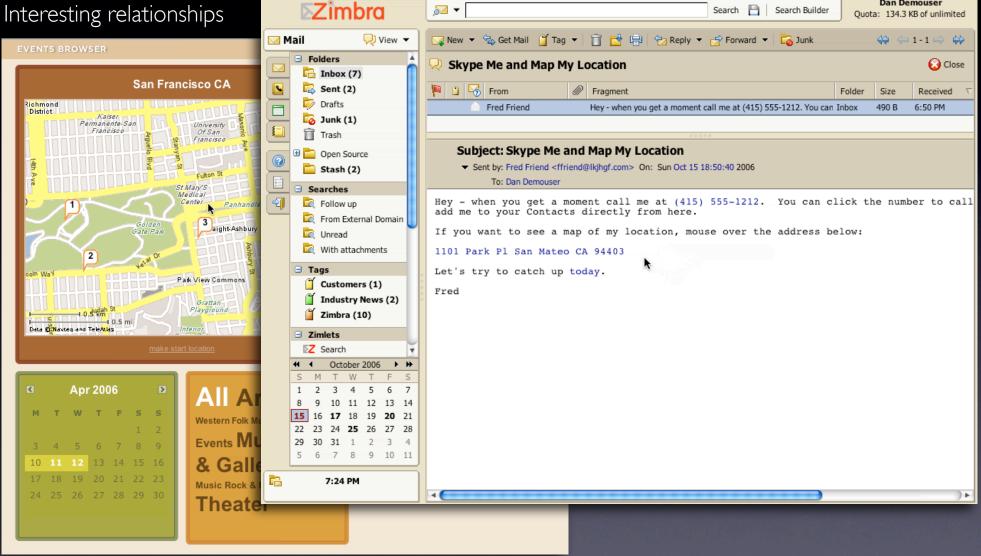
Multi-variate data Interesting relationships



Dan Demouser

### Think "deeper interaction"

Multi-variate data



	Crew Id	Last Name	First Nam	10				
5	349394	Craft	Adrian					
3	432939	Douglas	Elayne					
7	468370	Hill	Petra					
K	999300	Barnes	James					
3	344935	Smith	James					
7	139204	Miller	Gordon					
	S	М	т		W	т	F	S
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		4	5	6	7	8	9	
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	1	600922/Peterson	12	13	14	15	16	
	1	600922/Peterson						
	1	600922/Peterson	12	13	14	15	16	

	Crew Id	Last Name	First Name				
8	349394	Craft	Adrian				
8	432939	Douglas	Elayne				
8	468370	Hill	Petra				
R.	999300	Barnes	James				
8	344935	Smith	James				
8	139204	Miller	Gordon				
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	Crew Id	Last Name	First Name					
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3	432939	Douglas	Elayne					
8	468370	Hill	Petra					
8	999300	Barnes	James					
8	344935	Smith	James					
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	Crew Id	Last Name	Firs	st Name					
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		Elay	ne						
		Petr	а						
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8	344935	Smith	Jam	es					
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	Crew Id	Last Name	First Name				
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8	432939	Douglas	Elayne				
8	468370	Hill	Petra				
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# Think in objects, tie information to interactivity

## key principles for richness

Feedback

Interaction

Prefer direct, lightweight, in-page interactions

Provide invitations beforehand, transitions during and feedback after interaction

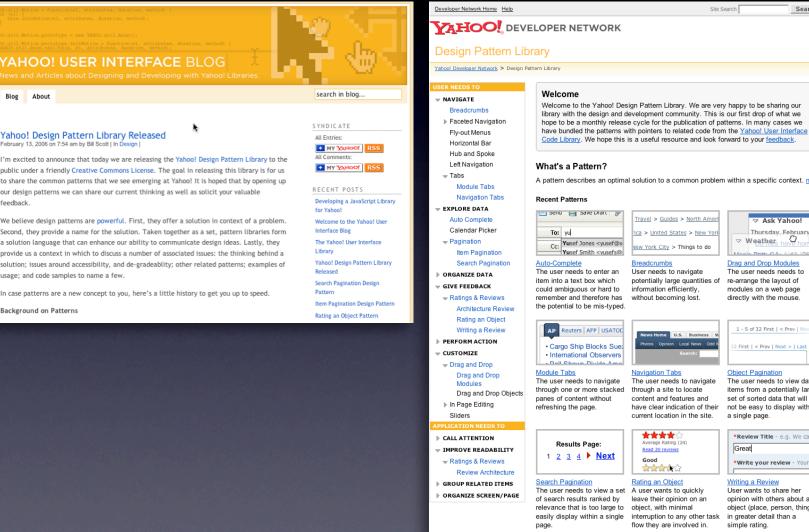
Info

Think in objects and tie information to interactivity

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

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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-gradeablity; 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

Blog About

> A pattern describes an optimal solution to a common problem within a specific context. more... Ask Yahoo! Thursday, February



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