Crafting Rich Web Experiences

Designing Web Interfaces: Principles & patterns for rich interfaces

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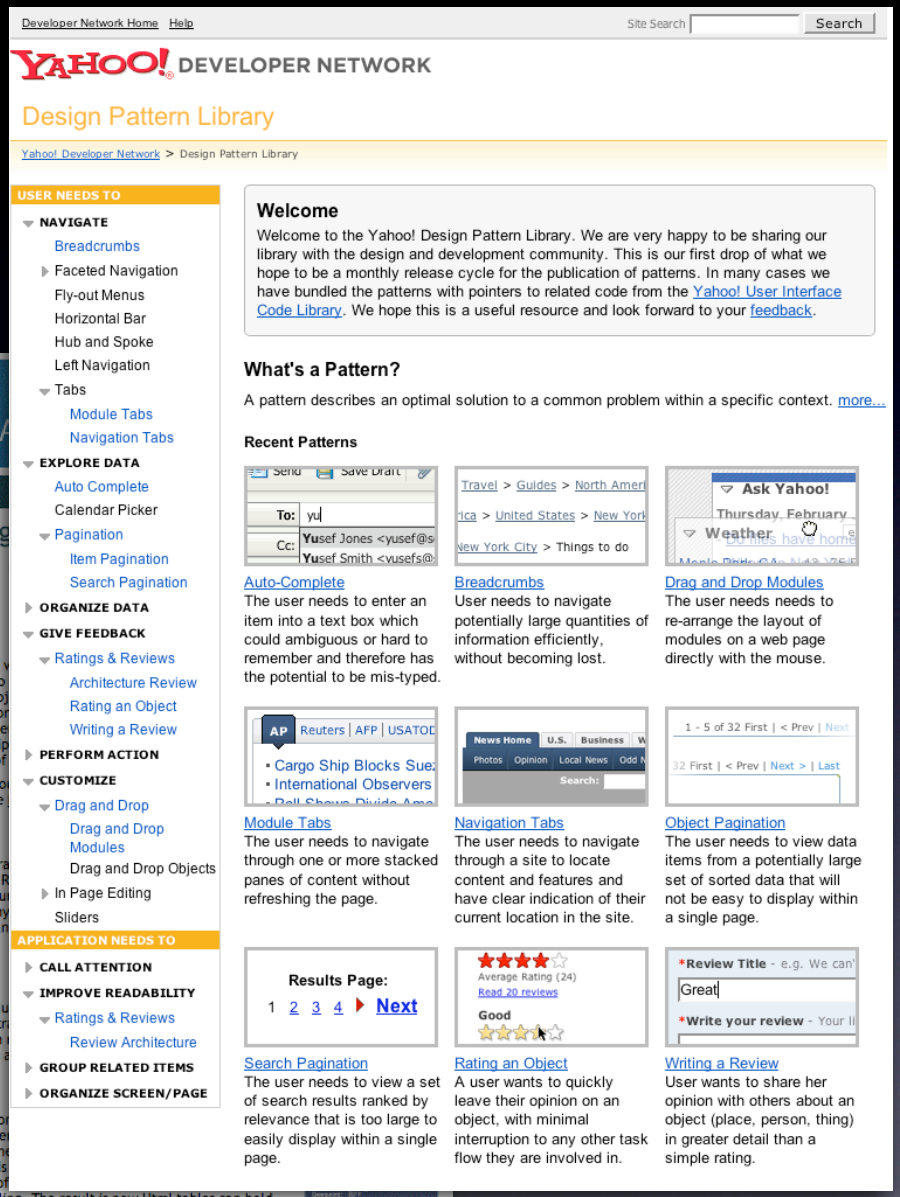
NETFLIX

background

GATO

Rico
JavaScript for Rich Internet
Home
Features
Demos
Documentation
Downloads
About
An open-source JavaScript library for creating
applications. Rico provides full Ajax support,
management and a cinematic effects library.
BACKGROUND
Rico is a Spanish word meaning rich. The goal of Rico is to provide a rich experience for web sites using Ajax technology.
Rico is just one small part of a larger effort at Sabre Airline Solutions to create a suite of rich internet components, behaviors and effects for the web application space.
The library is a fully object-oriented JavaScript library. Recently we refactored the library to extend the excellent prototype.js effort from the Ruby on Rails folks.
OPEN SOURCE
Rico is provide free and open-source (Apache 2.0 License) for either your personal or commercial use. Sabre Airline Solutions retains the copyright on the Rico code produced at Sabre.
BROWSER SUPPORT
Rico has been tested on IE 5.5, IE 6, Firefox 1.0x/Win, Camino/Mac, Firefox 1.0x/Mac. Currently there is no Safari or Mac IE 5.2 support. Support will be provided in a near future release for Safari.
AJAX SUPPORT
DRAG AND DROP
CINEMATIC EFFECTS
BEHAVIORS
See Rico in Action!

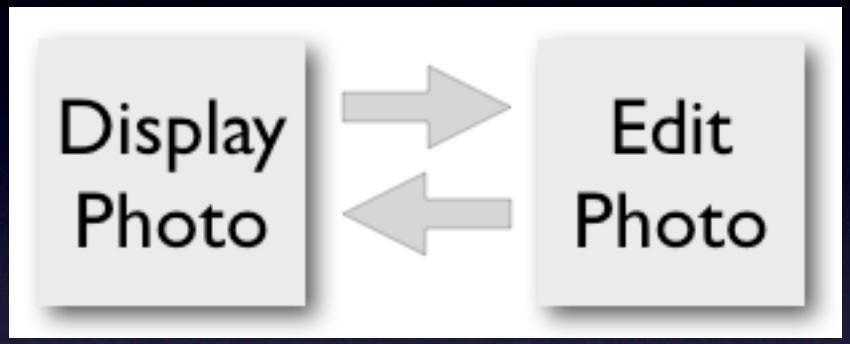

Developer Network Home
Help
Site Search
Search
YAHOO! DEVELOPER NETWORK
Design Pattern Library
Yahoo! Developer Network > Design Pattern Library
USER NEEDS TO
NAVIGATE
Breadcrumbs
Faceted Navigation
Fly-out Menus
Horizontal Bar
Hub and Spoke
Left Navigation
Tabs
Module Tabs
Navigation Tabs
EXPLORE DATA
Auto Complete
Calendar Picker
Pagination
Item Pagination
Search Pagination
ORGANIZE DATA
GIVE FEEDBACK
Ratings & Reviews
Architecture Review
Rating an Object
Writing a Review
PERFORM ACTION
CUSTOMIZE
Drag and Drop
Drag and Drop Modules
Drag and Drop Objects
In Page Editing
Sliders
APPLICATION NEEDS TO
CALL ATTENTION
IMPROVE READABILITY
Ratings & Reviews
Review Architecture
GROUP RELATED ITEMS
ORGANIZE SCREEN/PAGE
Welcome
Welcome to the Yahoo! Design Pattern Library. We are very happy to be sharing our library with the design and development community. This is our first drop of what we hope to be a monthly release cycle for the publication of patterns. In many cases we have bundled the patterns with pointers to related code from the Yahoo! User Interface Code Library. We hope this is a useful resource and look forward to your feedback.
What's a Pattern?
A pattern describes an optimal solution to a common problem within a specific context. more...
Recent Patterns
Auto-Complete
The user needs to enter an item into a text box which could ambiguous or hard to remember and therefore has the potential to be mis-typed.
Breadcrumbs
User needs to navigate potentially large quantities of information efficiently, without becoming lost.
Drag and Drop Modules
The user needs needs to re-arrange the layout of modules on a web page directly with the mouse.
Module Tabs
The user needs to navigate through one or more stacked panes of content without refreshing the page.
Navigation Tabs
The user needs to navigate through a site to locate content and features and have clear indication of their current location in the site.
Object Pagination
The user needs to view data items from a potentially large set of sorted data that will not be easy to display within a single page.
Results Page:
1 2 3 4 Next
Search Pagination
The user needs to view a set of search results ranked by relevance that is too large to easily display within a single page.
Rating an Object
A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.
Writing a Review
User wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating.

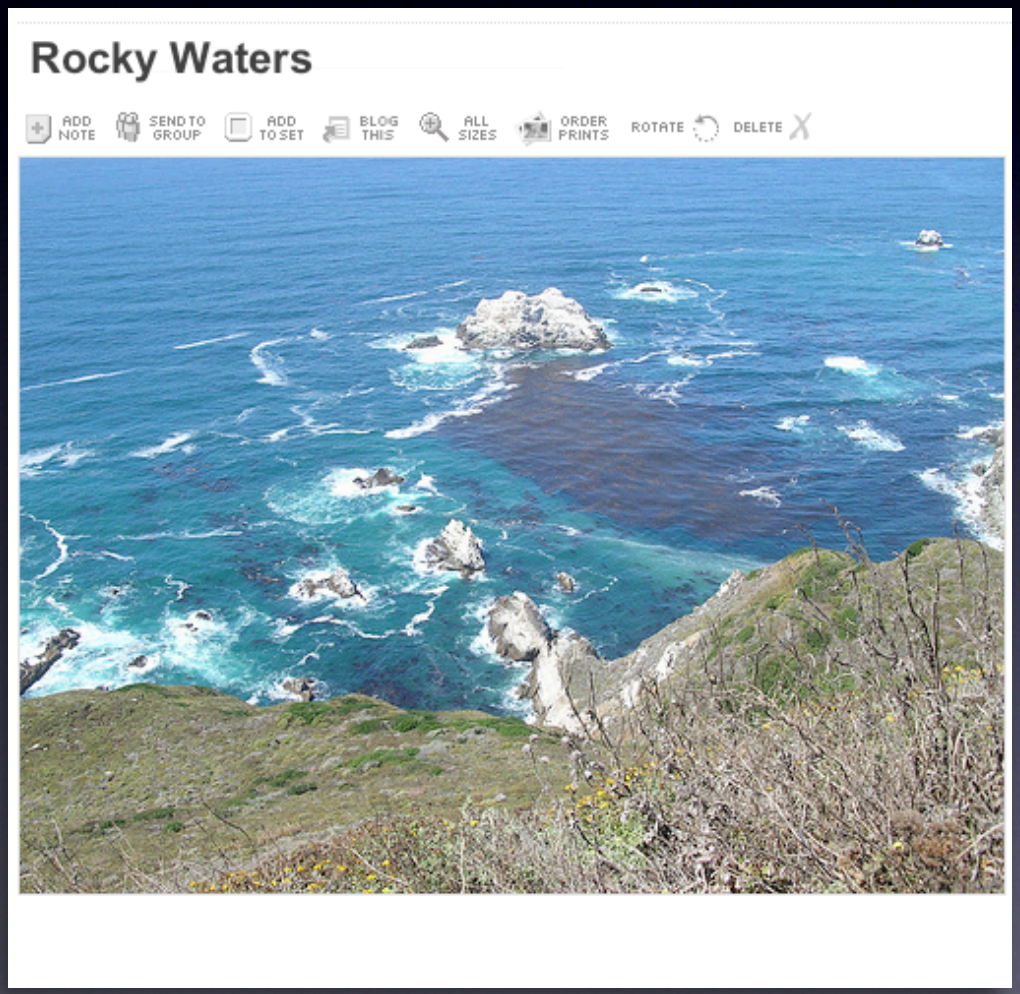
6 principles for Crafting Rich Web Experiences

make it direct
keep it lightweight
stay on the page
provide invitations
use transitions
react immediately

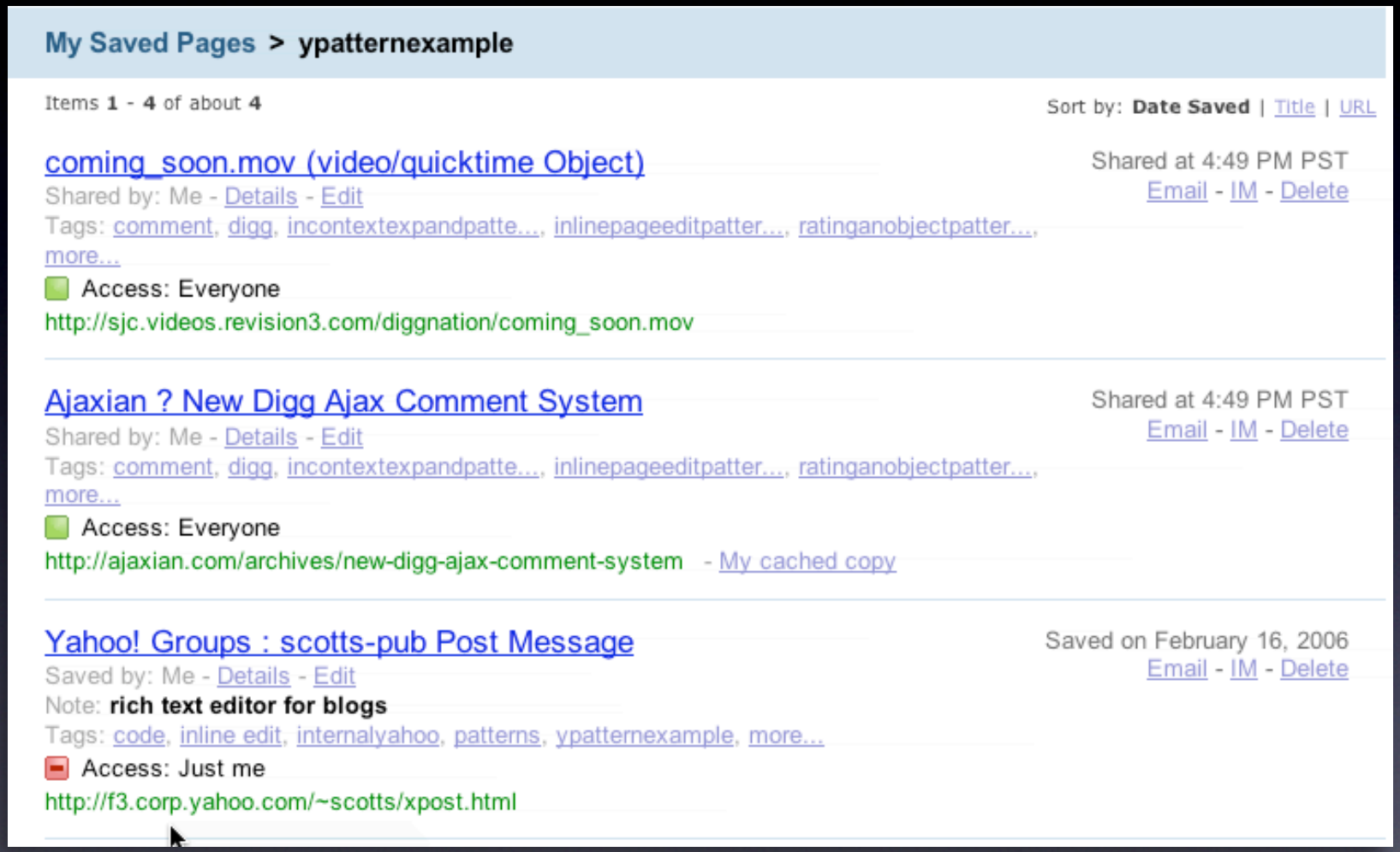
make it direct

Allow input wherever you have output
Shorten the length of interaction
Make objects directly actionable





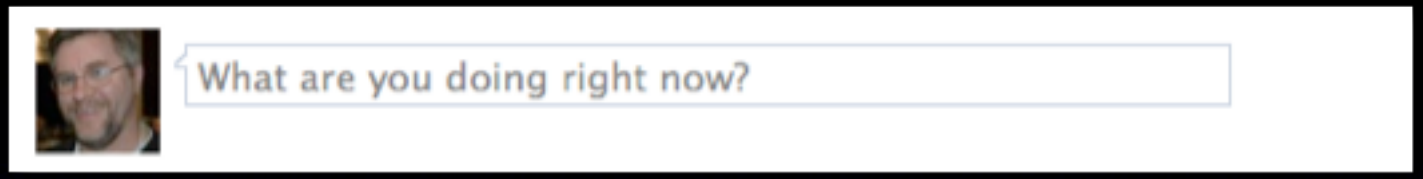
inline editing



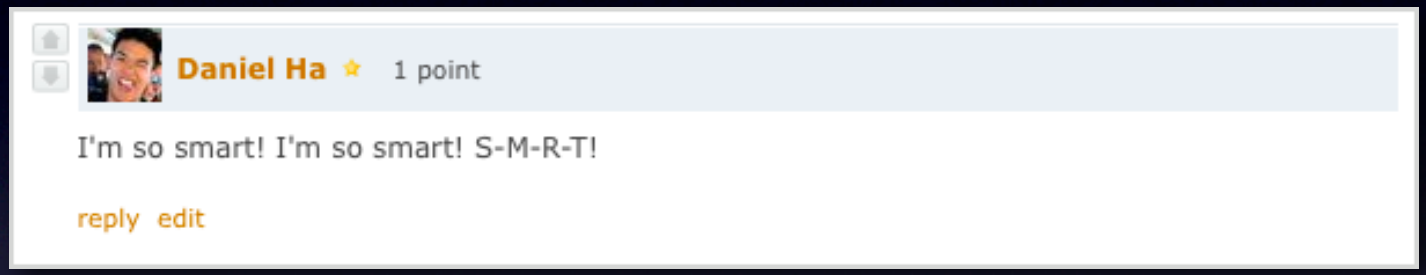
Yahoo! Bookmarks

make it direct. **inline editing**

discoverability
invitations



facebook. **prompt-based invitation**



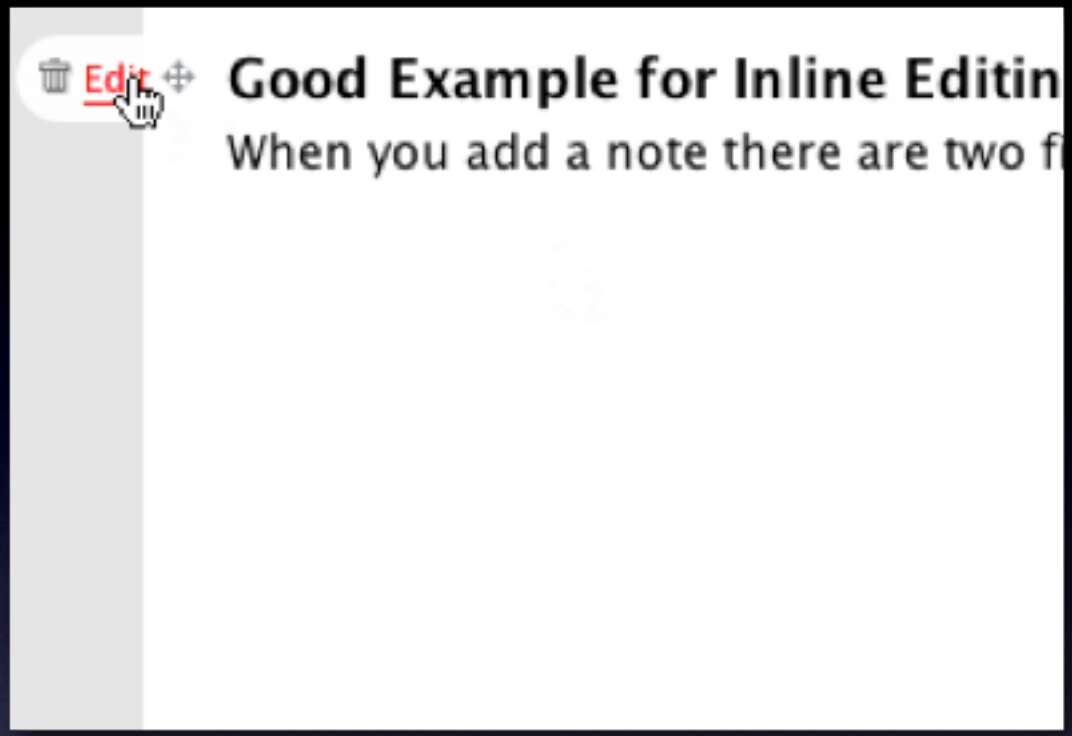
disqus. **explicit "edit" invitation**

Y!photo. **implicit**

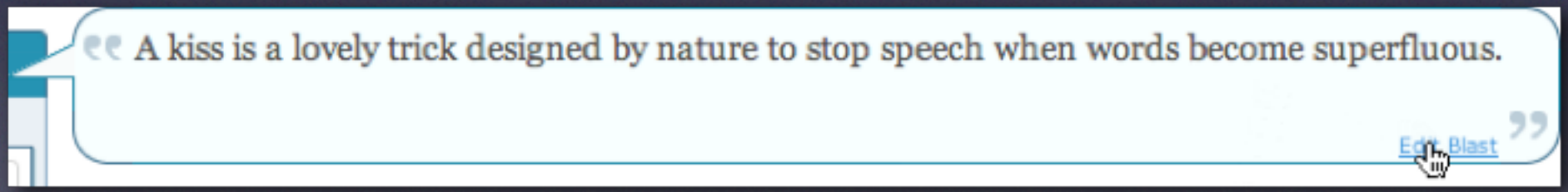
flickr. **on hover**

make it direct. **inline editing**

considerations
complex editing
blending modes

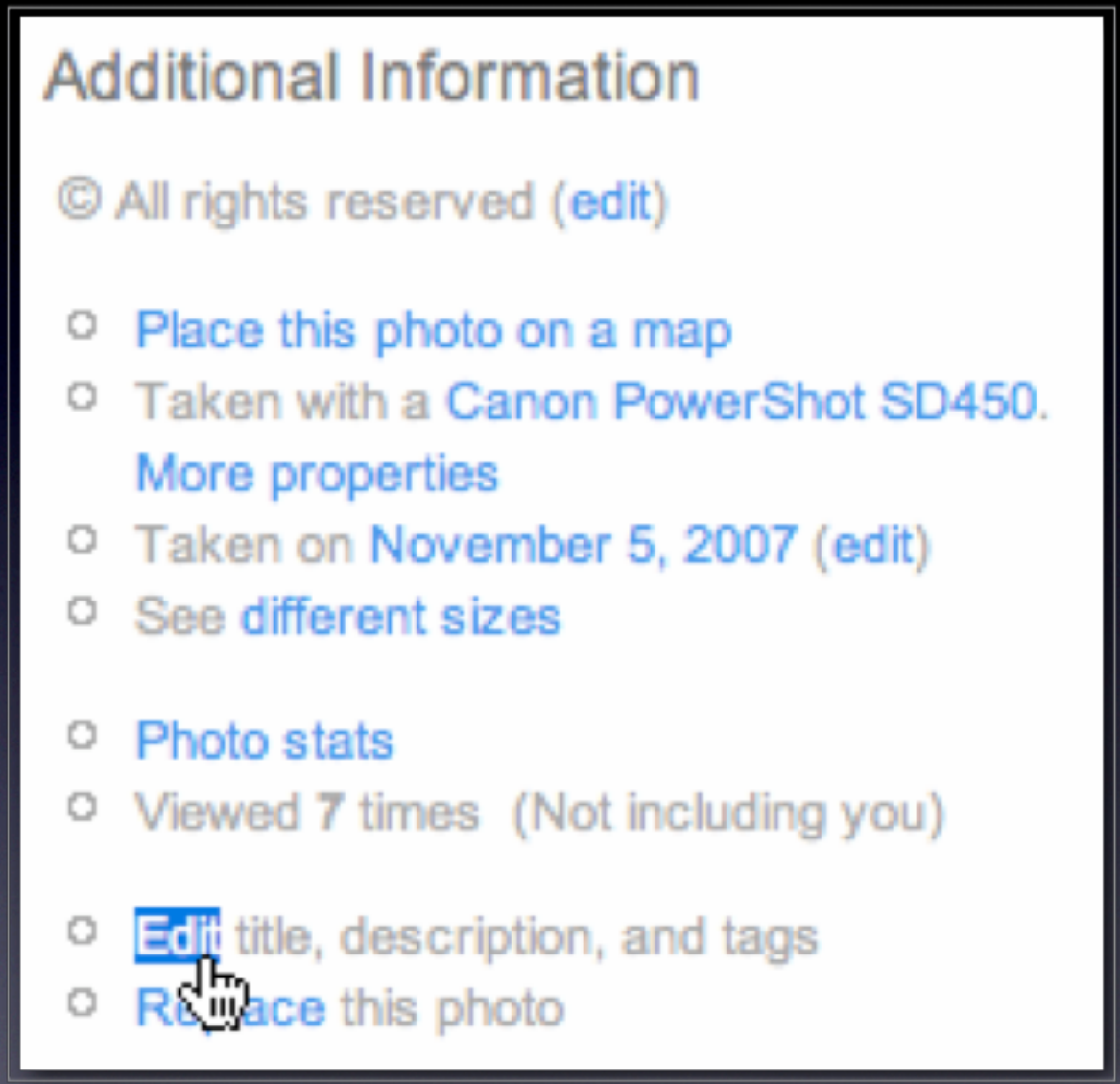


backpackit. **complex inline editing**



Yahoo! 360 blast. **blending display & edit modes**

accessibility

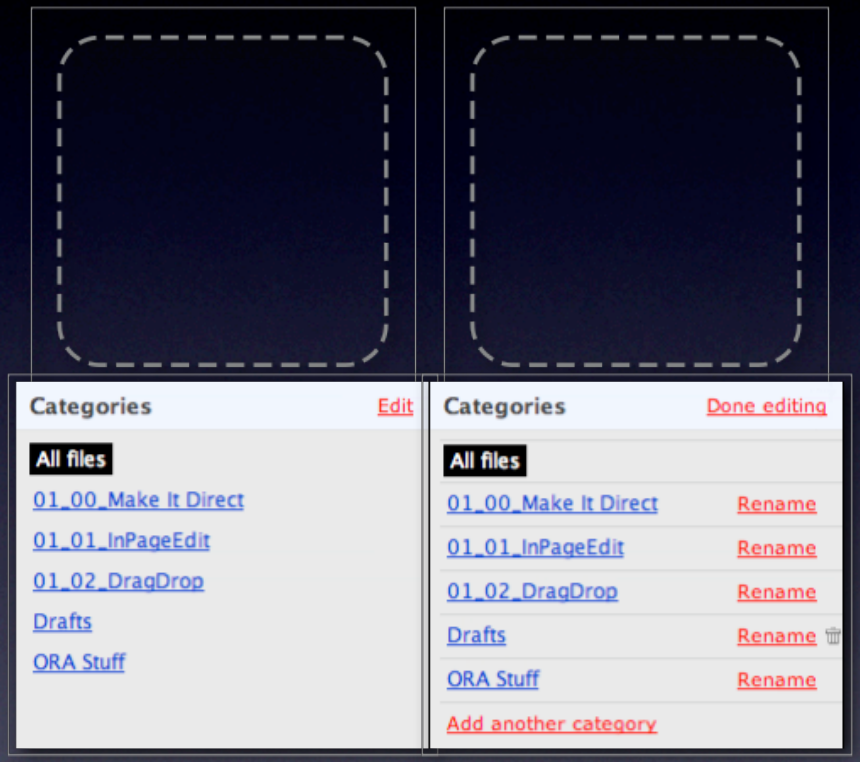


flickr. alternate edit path

group editing

symmetry of interaction
discoverability vs readability

iPhone. **non-symmetrical; readability**



basecamp. **symmetry of interaction**

"If readability is more important than editing
then keep the editing action hidden
until the user interacts with the content."

drag and drop

Category: Web | Images | Video | Local | News | Shopping

Wed, Aug 2, 02:19 pm

Search: Yahoo! Search · Advanced · My Web

See the most popular vehicles on Yahoo! Autos

Add Content | Change Layout | Change Colors

Select Page: My Front Page

Weather edit

Dallas, TX	80...100 F
Denton, TX	78...101 F
Sunnyvale, CA	57...79 F
Boulder Creek, CA	53...80 F
Gilroy, CA	56...86 F
San Jose, CA	59...82 F

Search

search by Zip Code or City

678 Your Credit Score - $0

Best Fare Tracker edit

Depart: Wichita, KS

San Francisco, CA	$256.00
San Jose, CA	$254.00

Depart: Kansas City, MO

San Francisco, CA	$241.00

Depart: San Francisco, CA

Scoreboard edit

TODAY

MLB

Texas vs. Minnesota 10 2 F

YESTERDAY

MLB

Texas vs. Minnesota 9 0 F

Y! Fantasy Football '06. Where Fantasy Rules. Sign up now!

Message Center edit

Check Email

Launch Messenger 41 friends on

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

eHub edit

- MODx - 1 day ago
- Ojor - 1 day ago
- Moodle - 2 days ago
- Krugle - 2 days ago
- Kartoo - 2 days ago

BayCHI Monthly Program Events edit

- 2006/08/08: Monthly Program Meeting - one week ago

Personal Technology News edit

- Norway not swayed by Apple concessions - one hour ago
- Review: Episodic video games can be fun - 3 hours ago
- Google strikes advertising deal with XM Satellite - 5 hours ago
- Google to Serve Ads to XM Radio - 6 hours ago

Travelocity - SFO-DFW edit

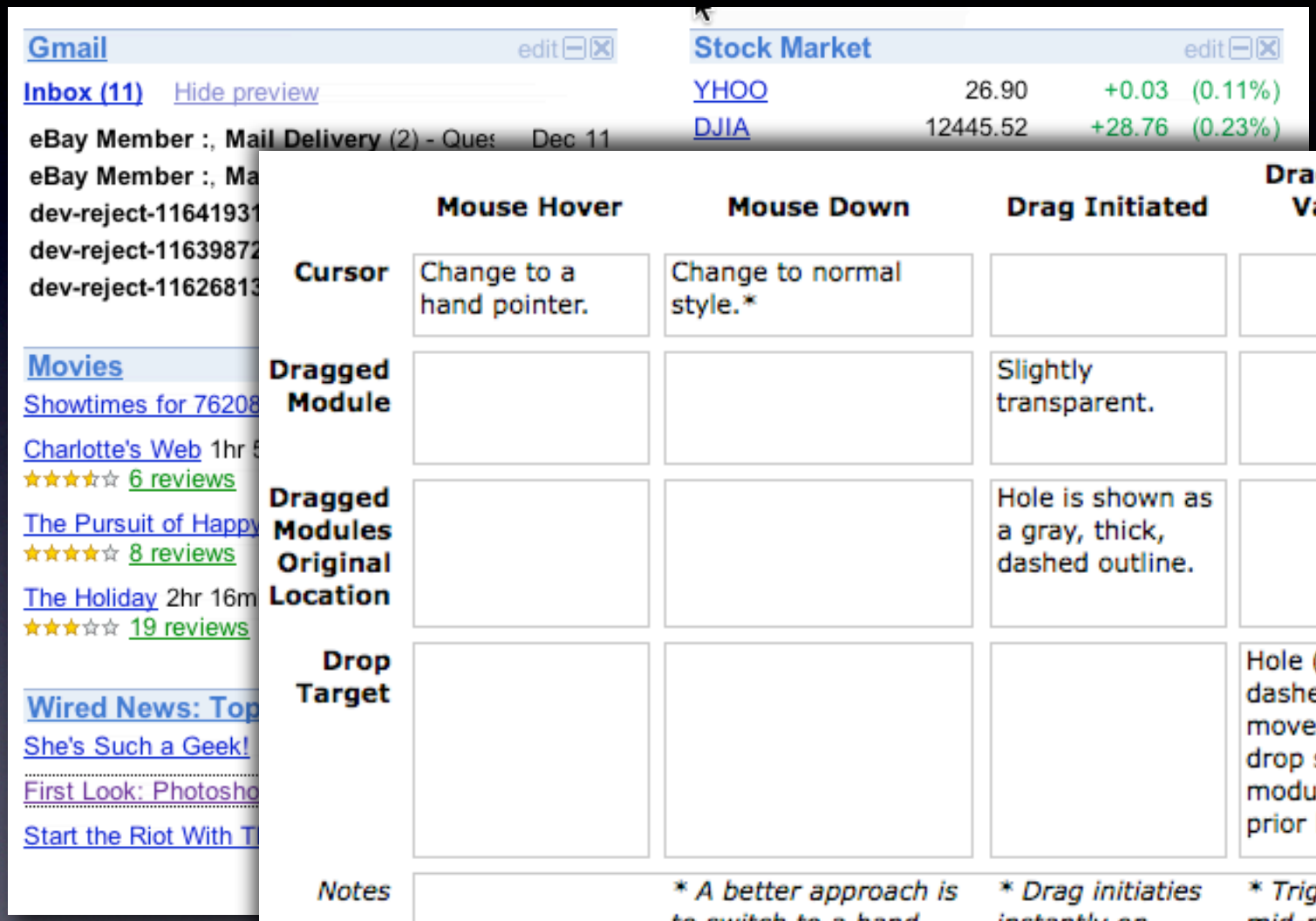
- $193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%* - one hour ago

Travelocity - SJC - DFW, HNL, LAX, SAN edit

- $263+ Flights From San Jose to Dallas/Fort Worth - Save 30%* - 2 hours ago
- $103+ Flights From San Jose to Los Angeles - Save 50%* - 2 hours ago
- $378+ Flights From San Jose to Honolulu - Save 25%* - 2 hours ago

My Yahoo! **drag and drop**

Take care of the interesting moments



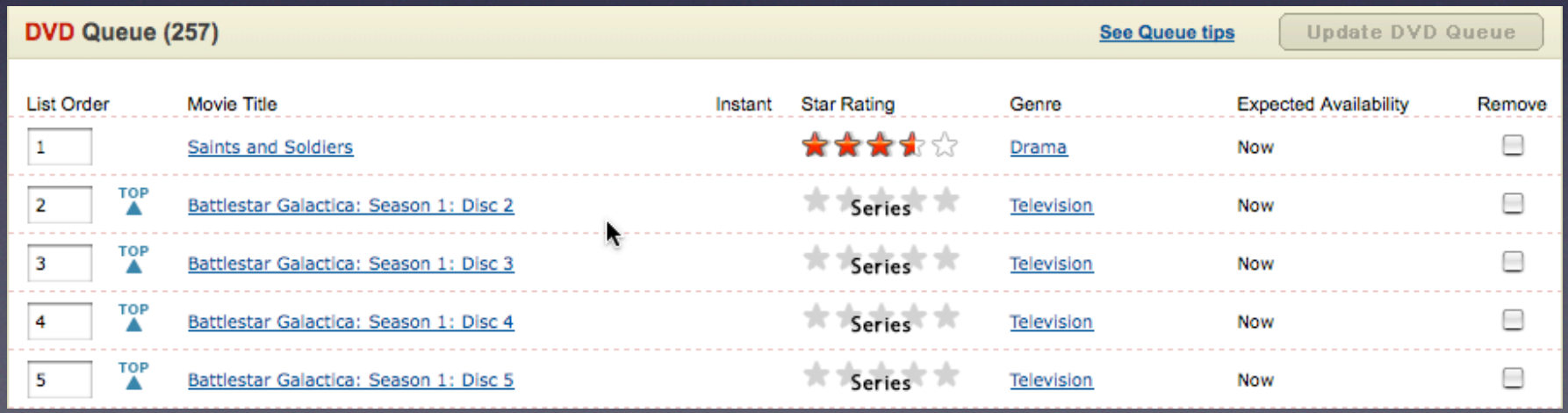
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.
Notes		** A better approach is to switch to a hand that looks like it grabbed the module.*	** Drag initiaties instantly on mouse down.*	** Triggers when the mid-point of the dragged object enters a valid drop target.*	

make it direct. **drag and drop**

discoverability

hover invitation
interesting moments
activation on mouse down
tip during alternate path
additional visual affordances

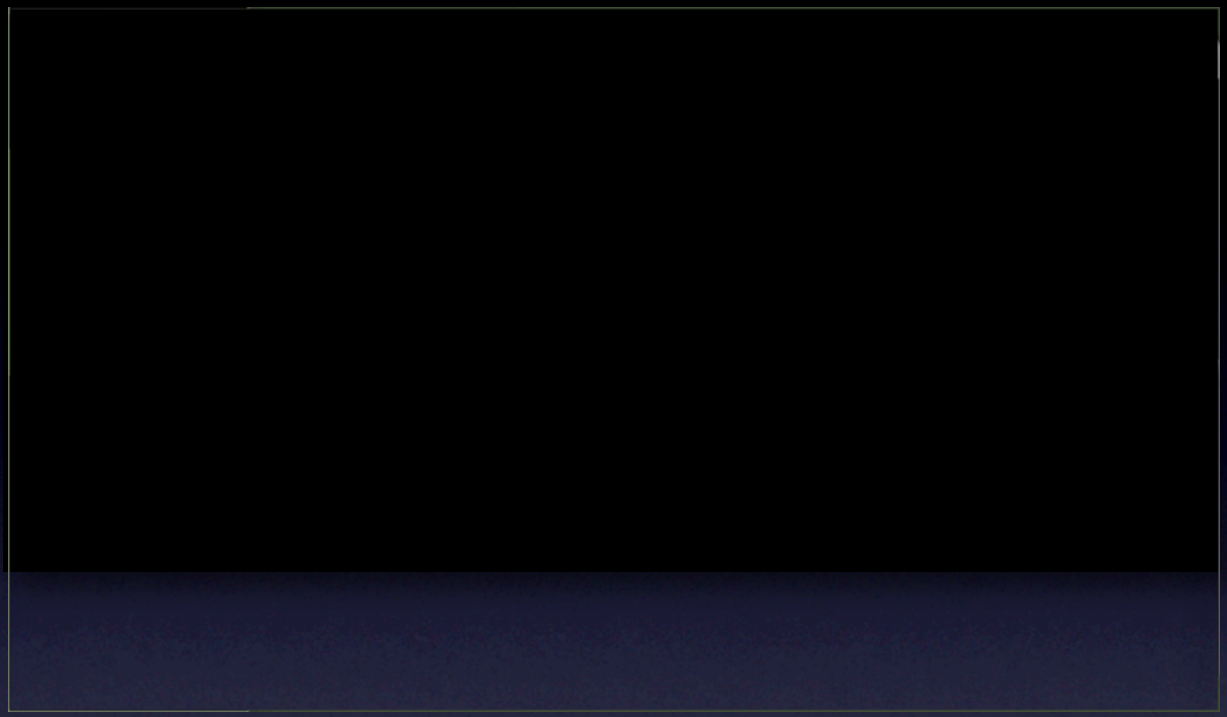
yahoo! teachers. **hints during interesting moments**

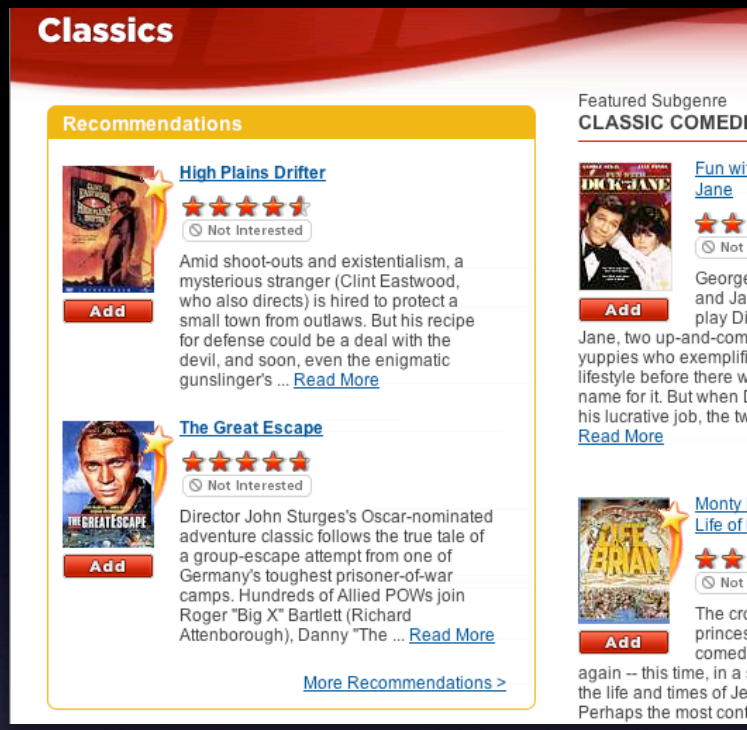


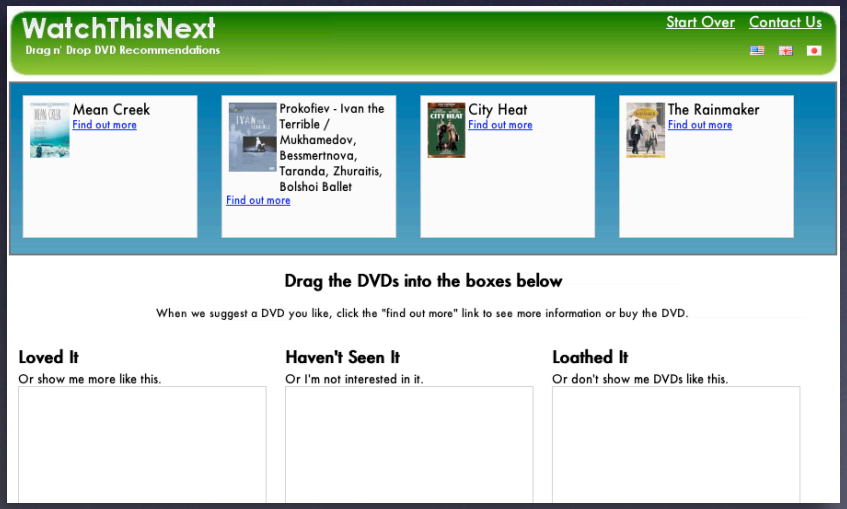
netflix. **few hints.**

anti-pattern. **artificial construct**

make it direct. **drag and drop**







drag and drop

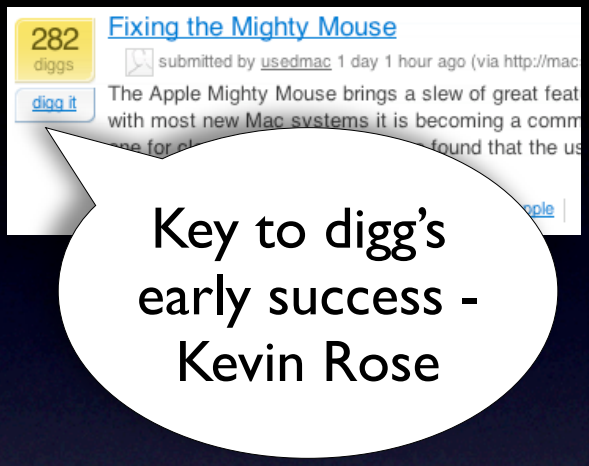
Not for simply setting an attribute

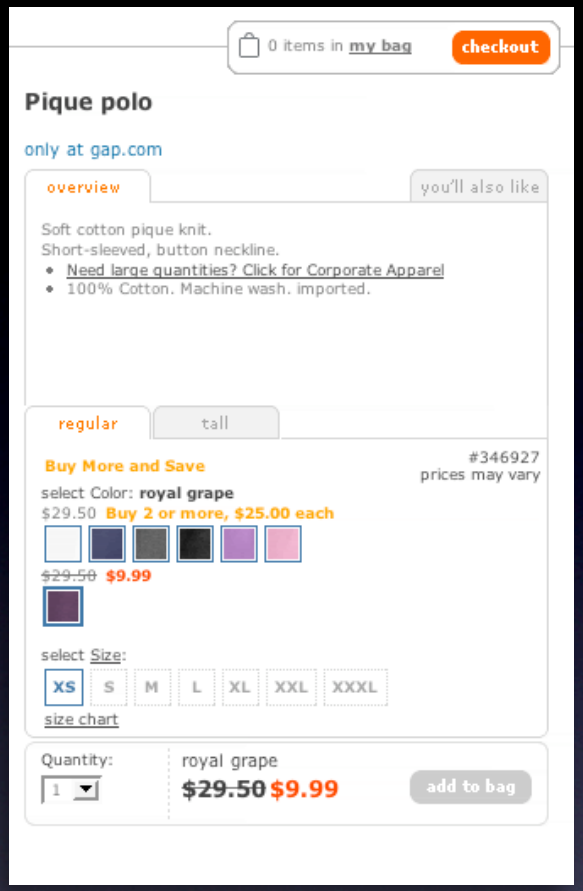
Don't construct artificial visual constructs

keep it lightweight

keep it lightweight. **contextual tools**

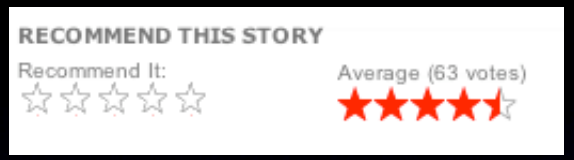
digg. **in page action**

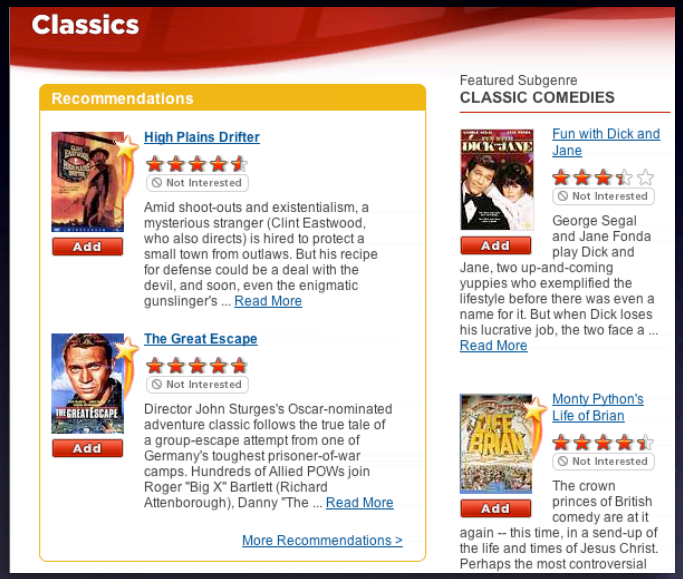


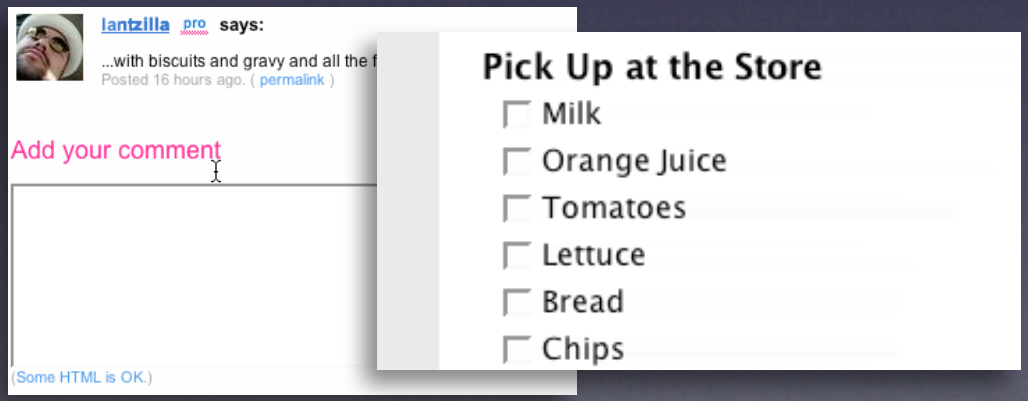


the gap. **remembered collections**

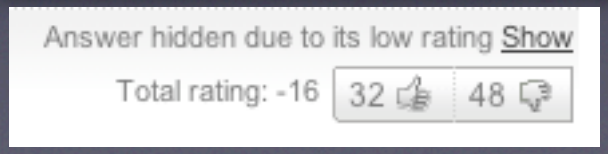
y! news, netflix. **rating an object**







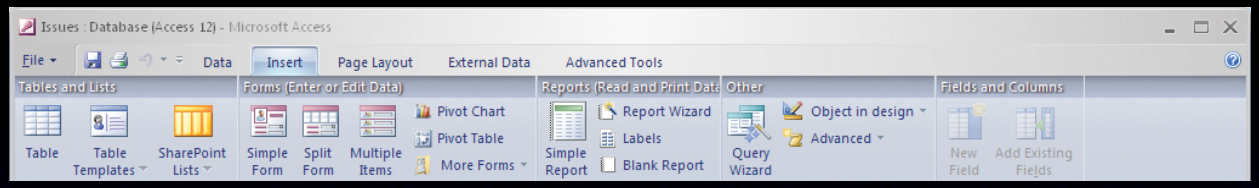
flickr. **in-context tools**

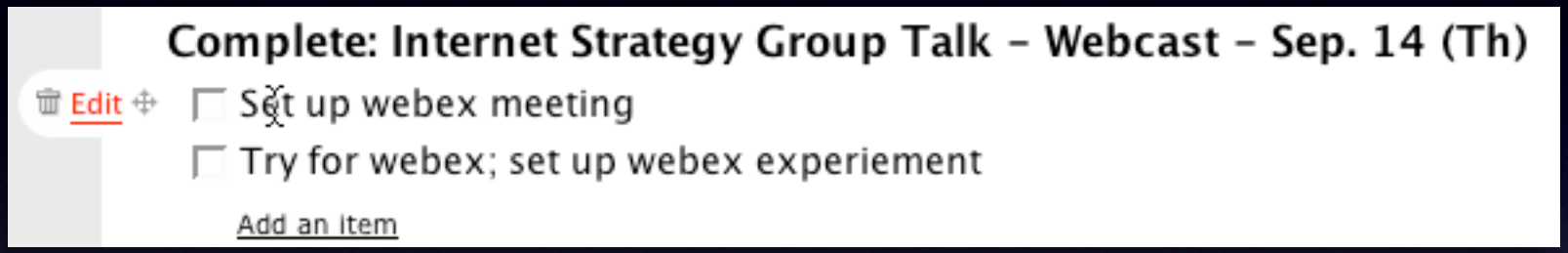


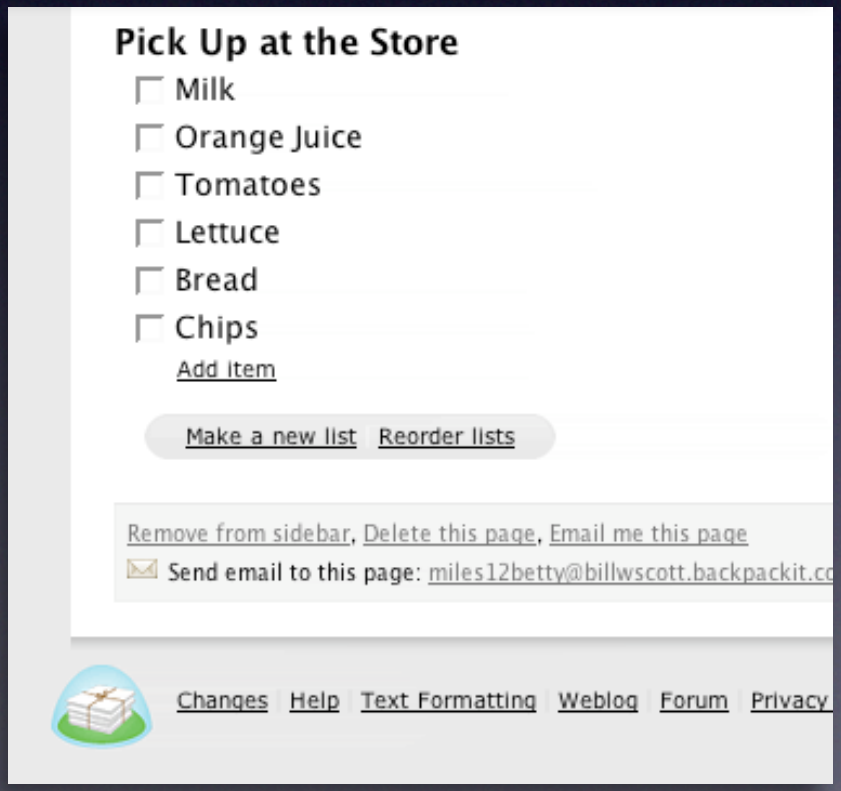
y! movies, y! answers. **rating an object**

keep it lightweight. **contextual tools**

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





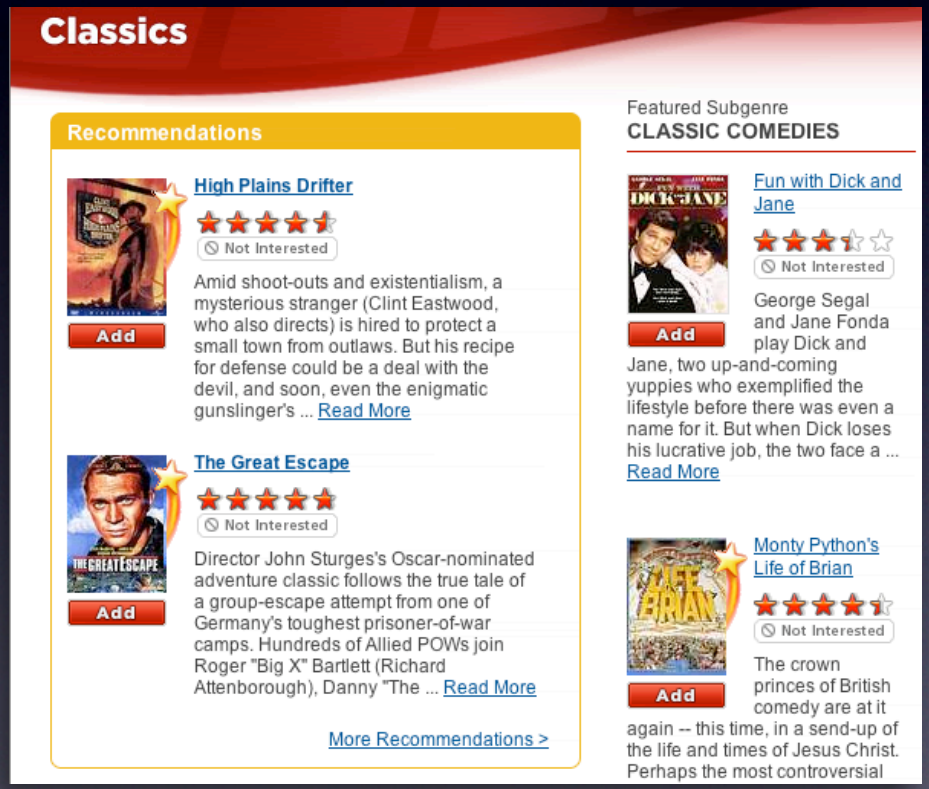


Remove the "pain points"

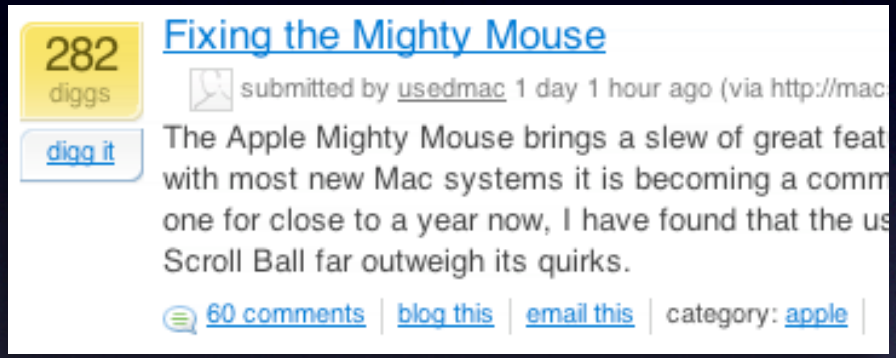
Shorten the path

Keep actions immediate and light

Use hover, blur, focus; avoid heavy events



netflix. **ratings**



digg. **vote**

click-weight

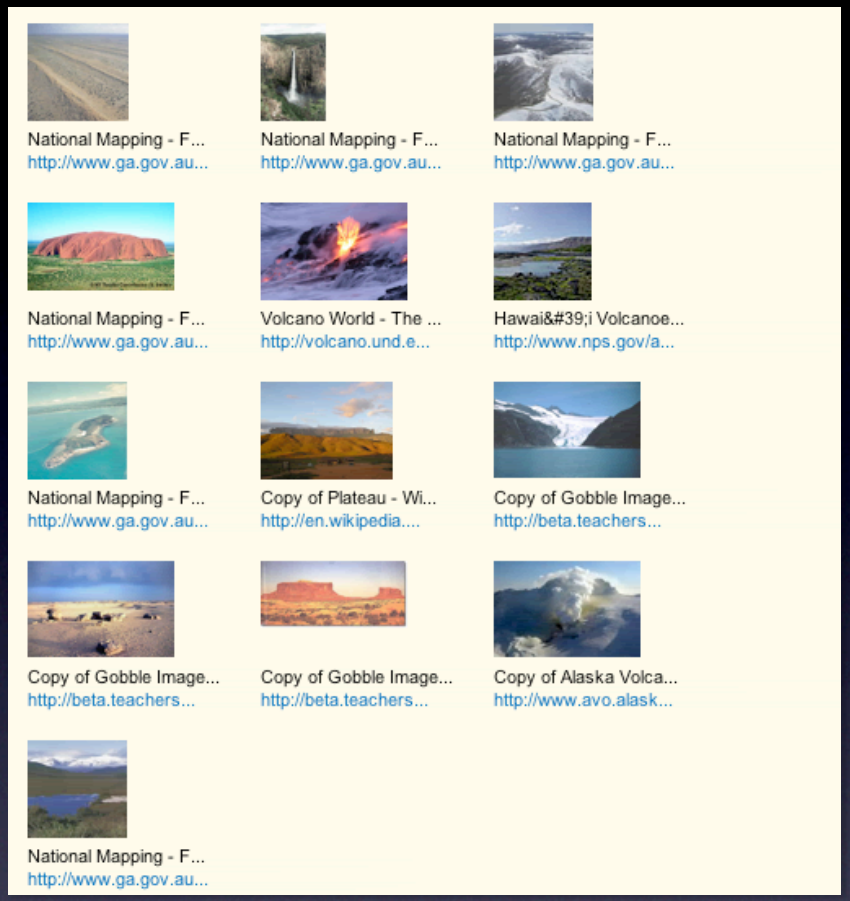
decision time

seek time

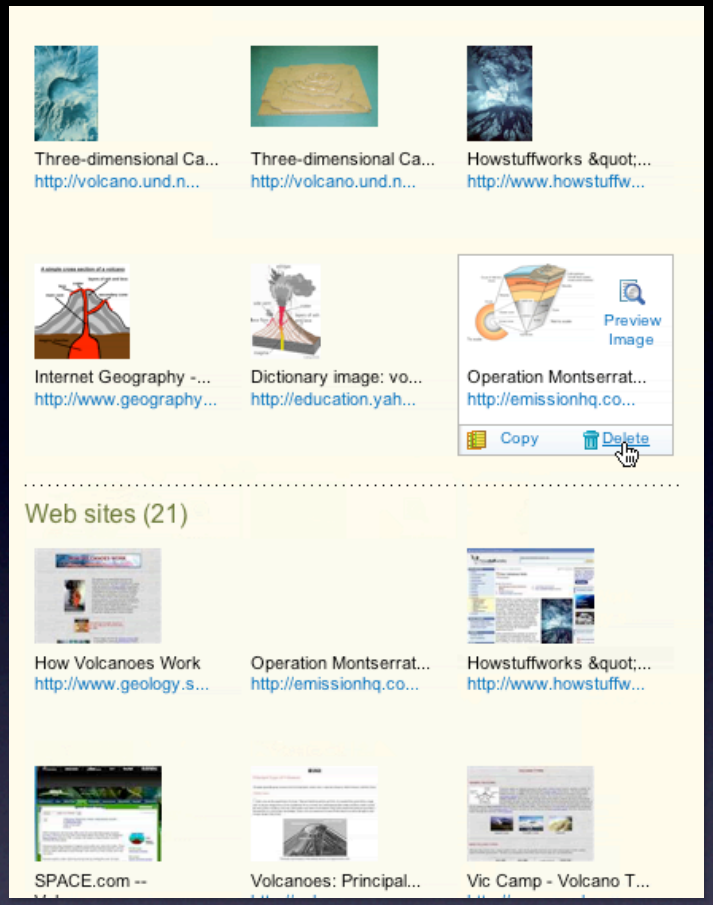
second guessing

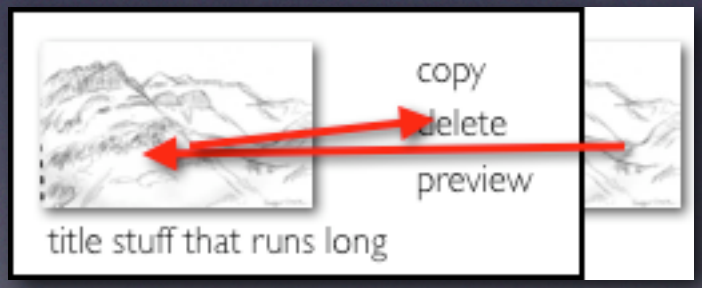
wait time

keep it lightweight. **anti-patterns**

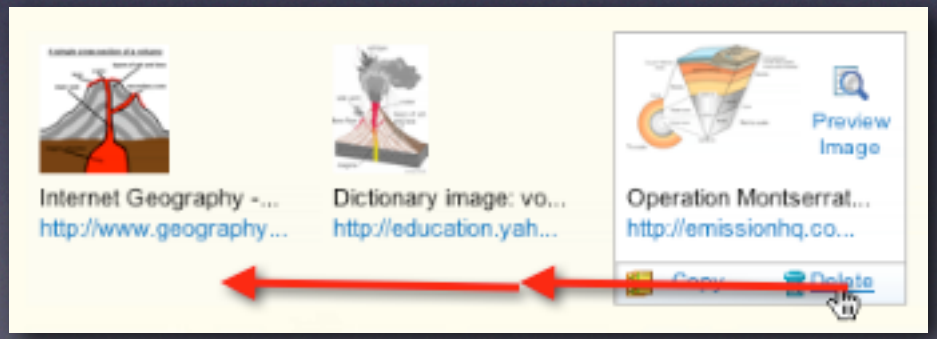


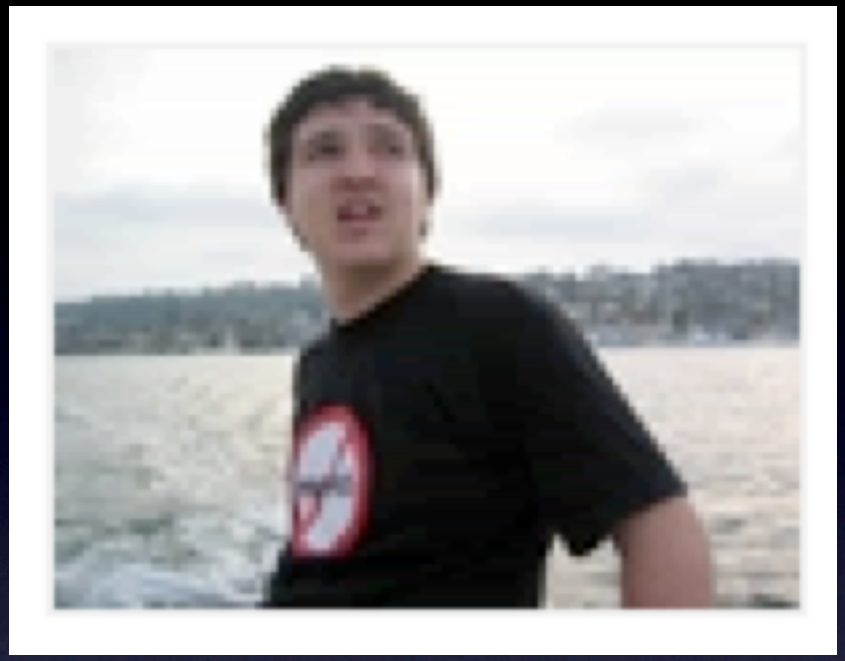
y! teachers. anti-pattern. **hover & cover**



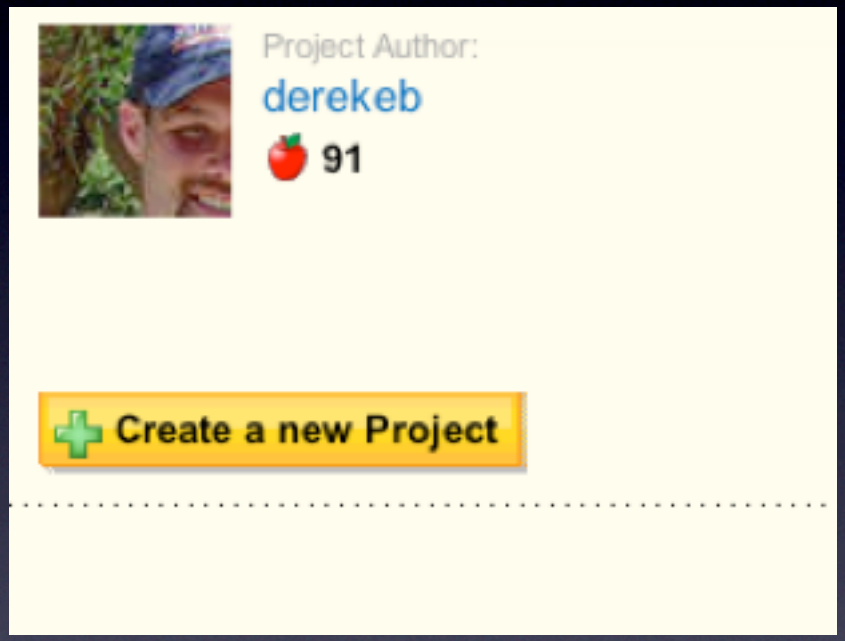


y! teachers. anti-pattern. **hover & cover. resolved**





zooomr. anti-pattern. **mystery meat**



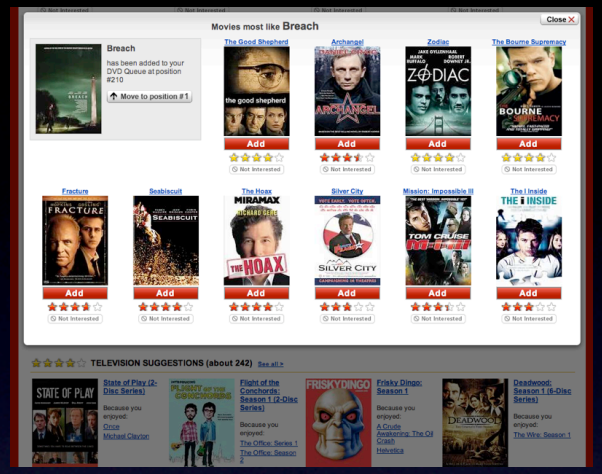
y! teachers. anti-pattern. **tiny targets**

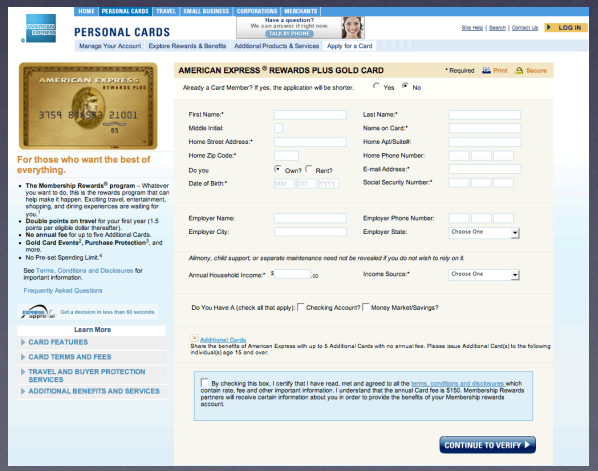
stay on the page

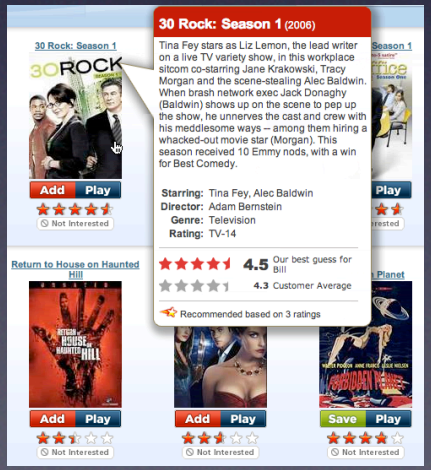
stay on the page. **overlay**

overlays
dialog overlay
detail overlay
input overlay

considerations
lightbox effect
modality
activation







stay on the page. **overlay**

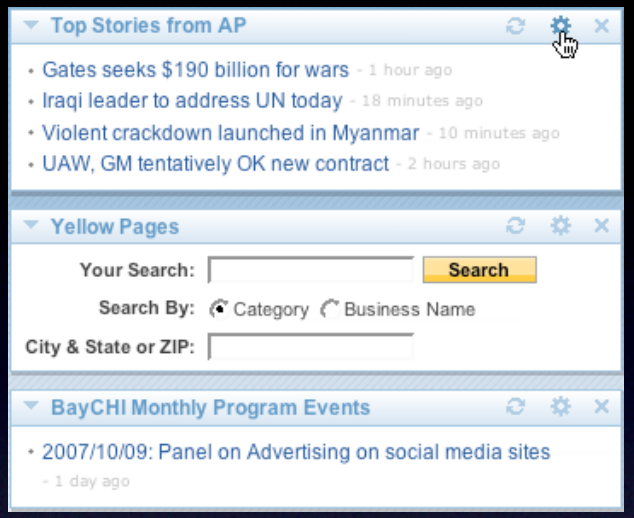
anti-pattern. y! photos. **idiot boxes**

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

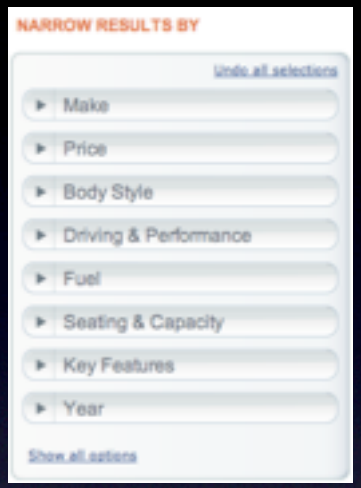
anti-pattern. amazon. **mouse trap**

inlays

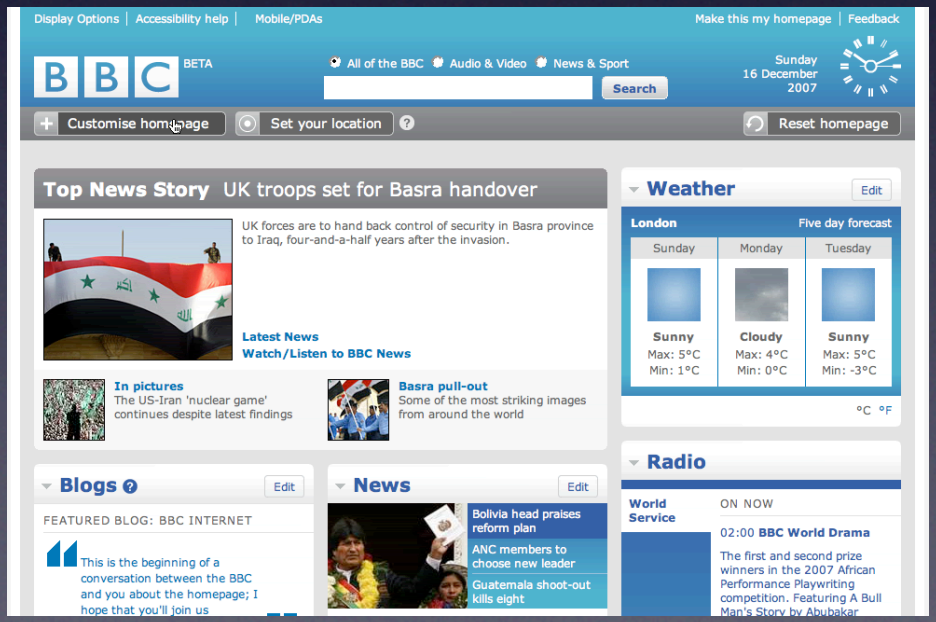
in-context configuration
in-context insight
parallel content
inlay vs. overlay



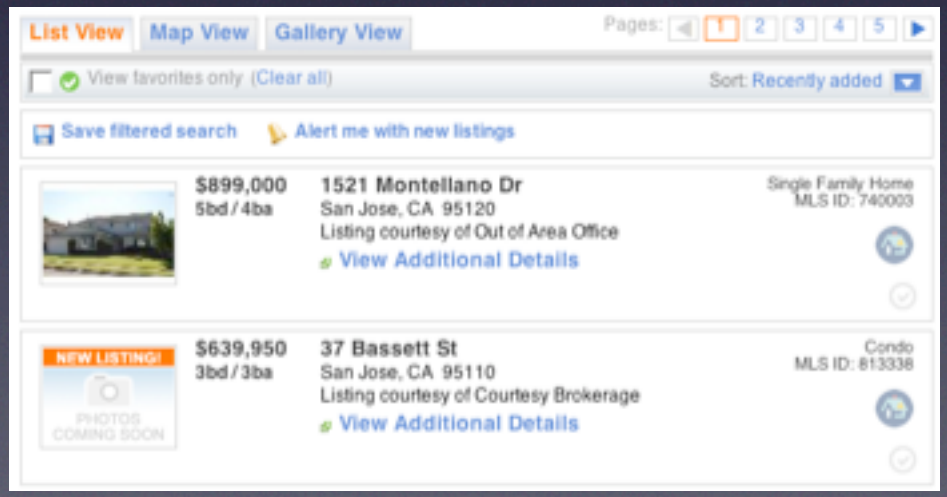
my y!. **in-context configuration**



y! autos. **accordion**



bbc. **in-context configuration**



roost. **in-context insight**

stay on the page. **virtual**

mlslistings. **pagination**

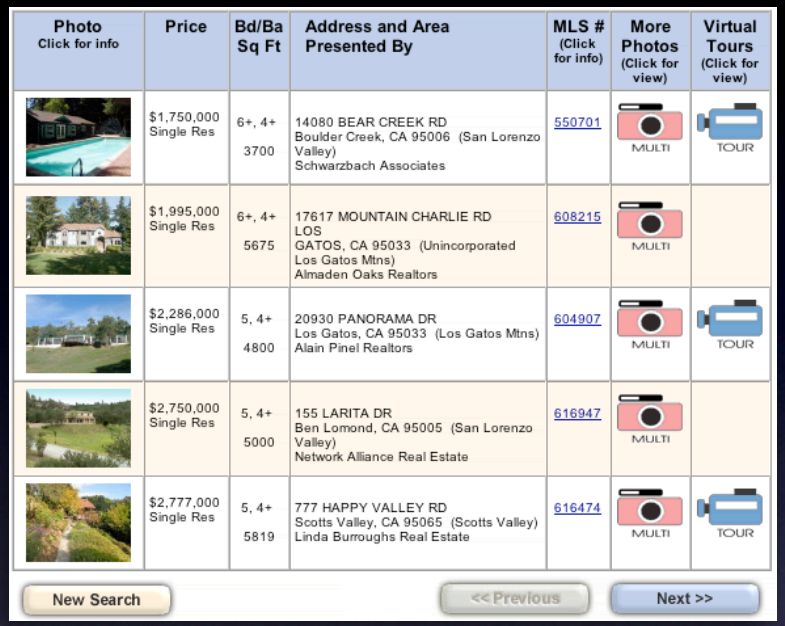


Photo Click for info	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # (Click for info)	More Photos (Click for view)	Virtual Tours (Click for view)
	$1,750,000 Single Res	6+, 4+ 3700	14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Lorenzo Valley) Schwarzbach Associates	550701	MULTI	TOUR
	$1,995,000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

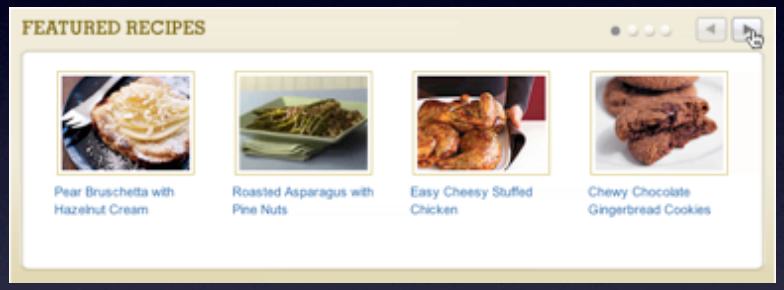
New Search << Previous Next >>

Rethink paging

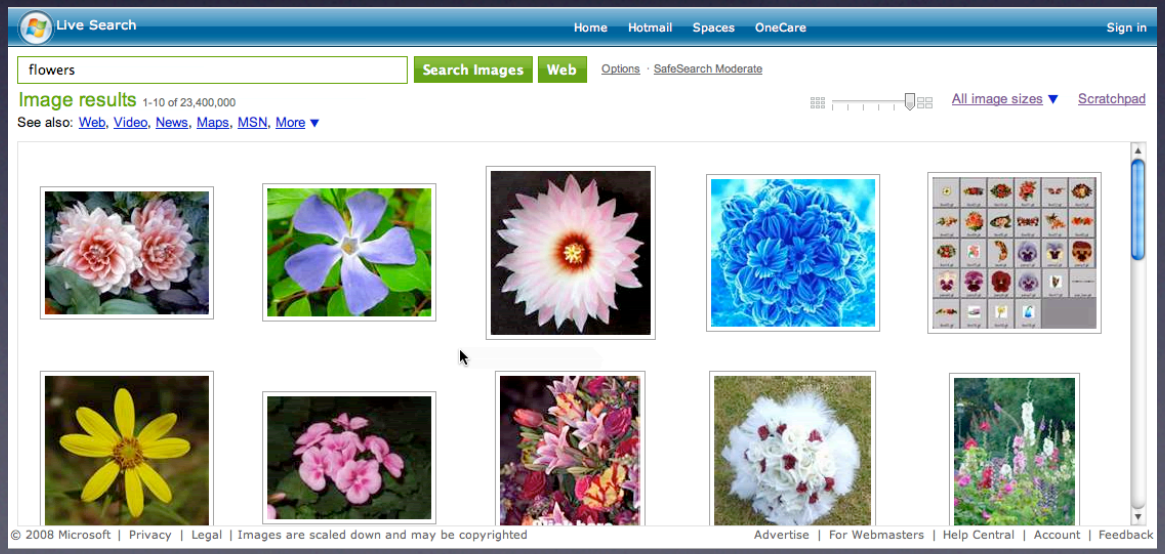
use scrolling for "owned" data

watch out for dual scroll bar issue

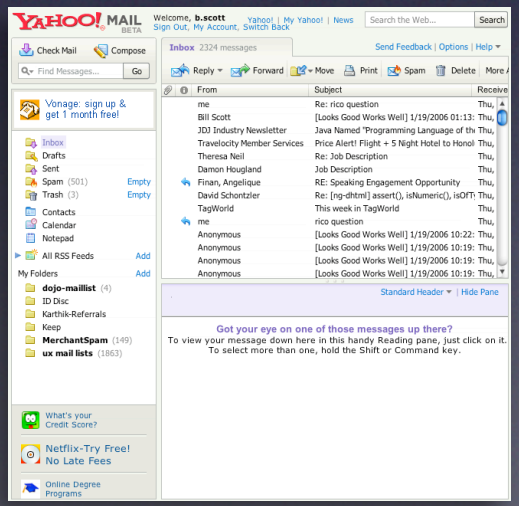
hybrid of paging & scrolling



y! health. **carousel**



microsoft live. **paged scrolling**



y! mail. **on-demand scrolling**

stay on the page. **virtual**

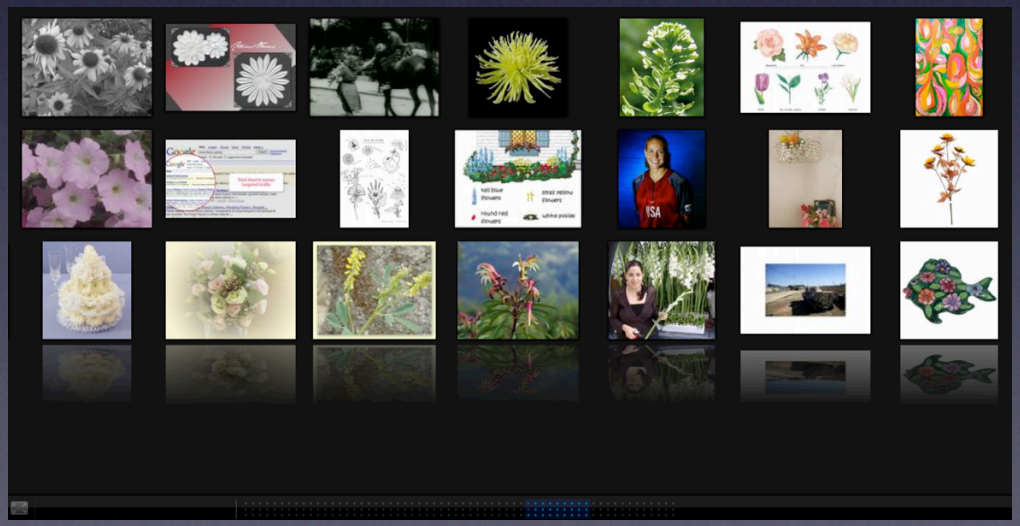
endless. **seamless paging**

Rethink paging

in-place paging

zoomable user interface (zui)

hard rock cafe. **zui**

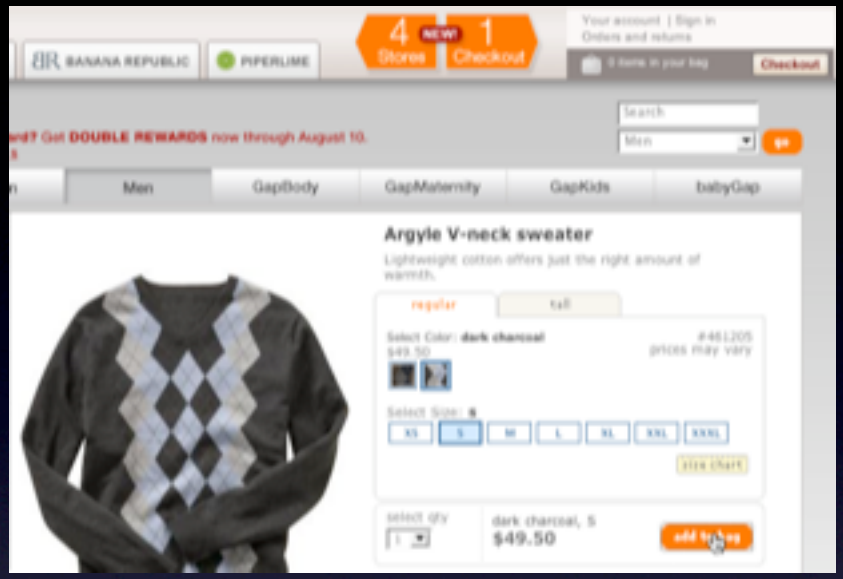


cool iris (piclens). **zui**

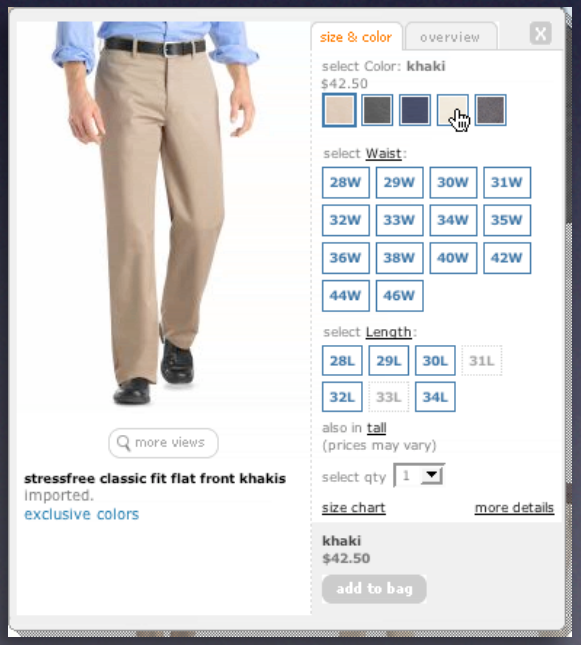
rethink process flows

the user's mental model vs page model

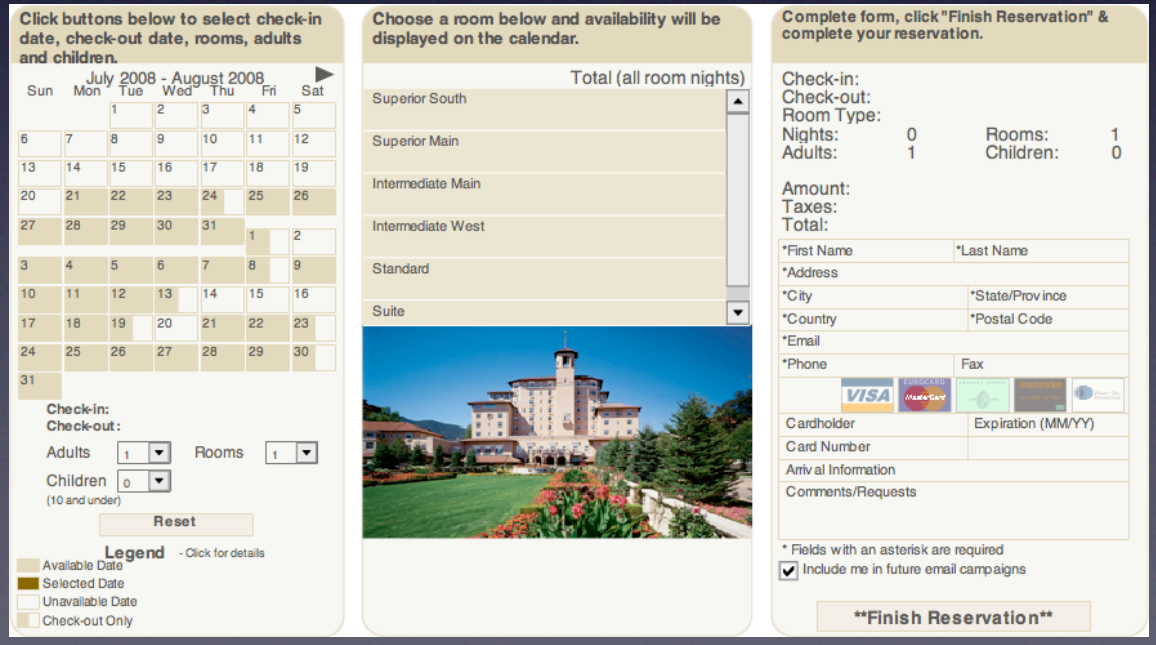
every page jump is a mental speed bump



the gap. **inline checkout**



the gap. **inline assistant**

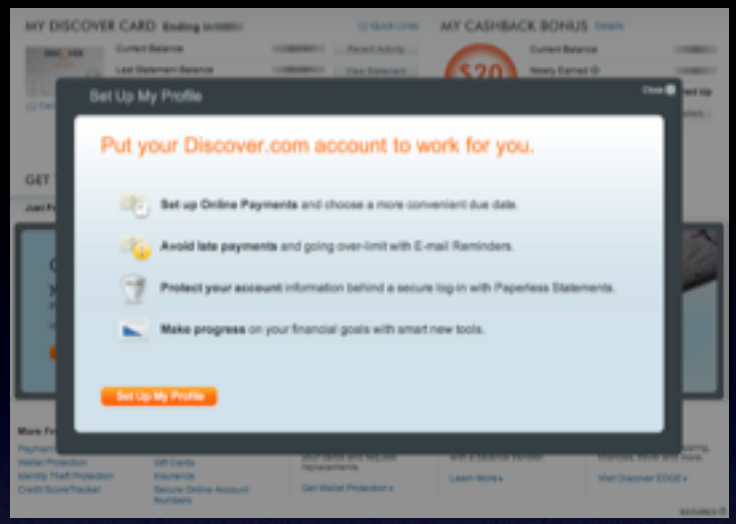


broadmoor hotel. **one page checkout**

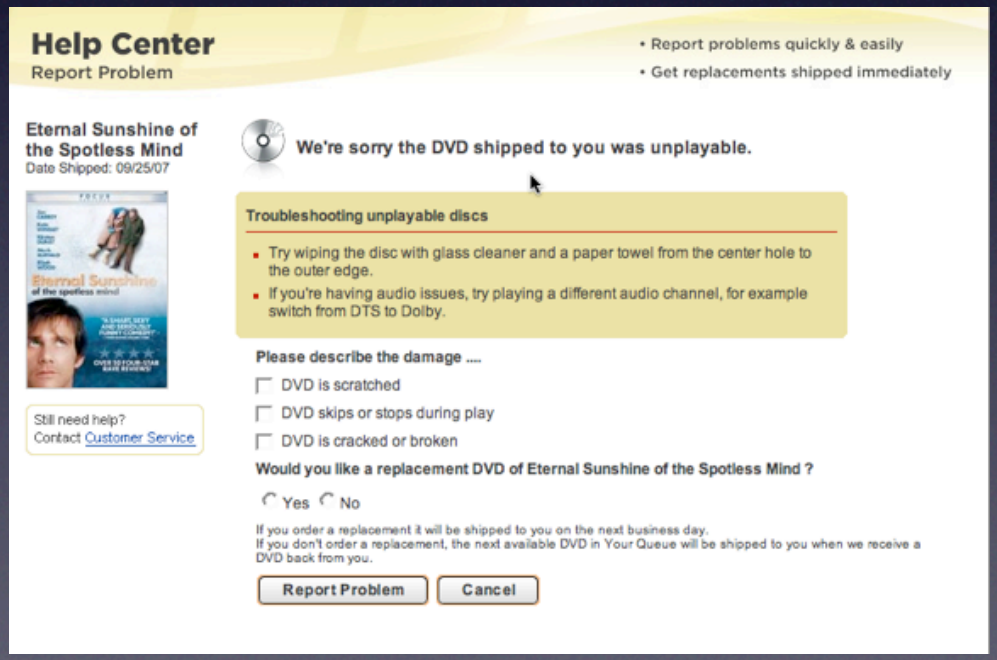
stay on the page. **process flow**

step by step?

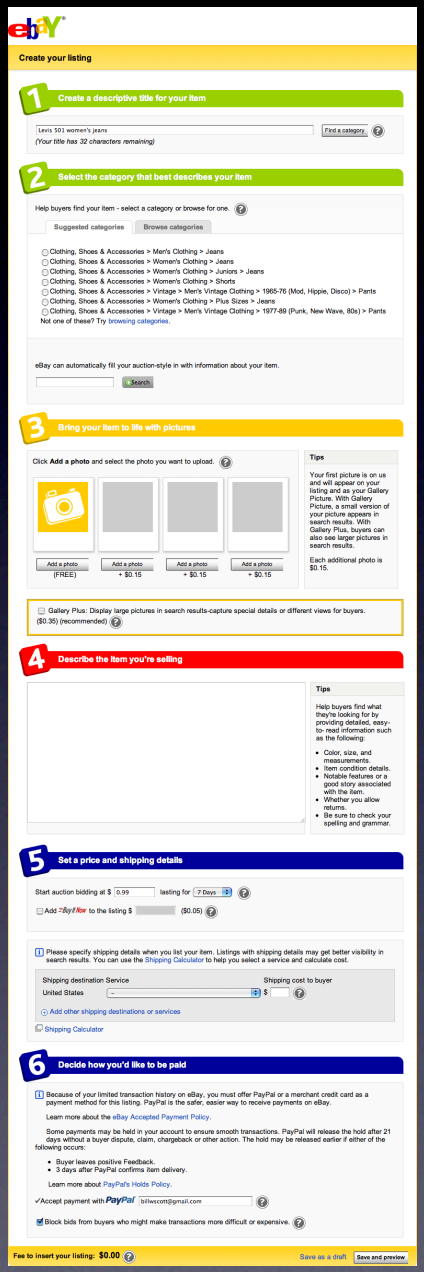
yes, sometimes works best



discover card. **step by step**

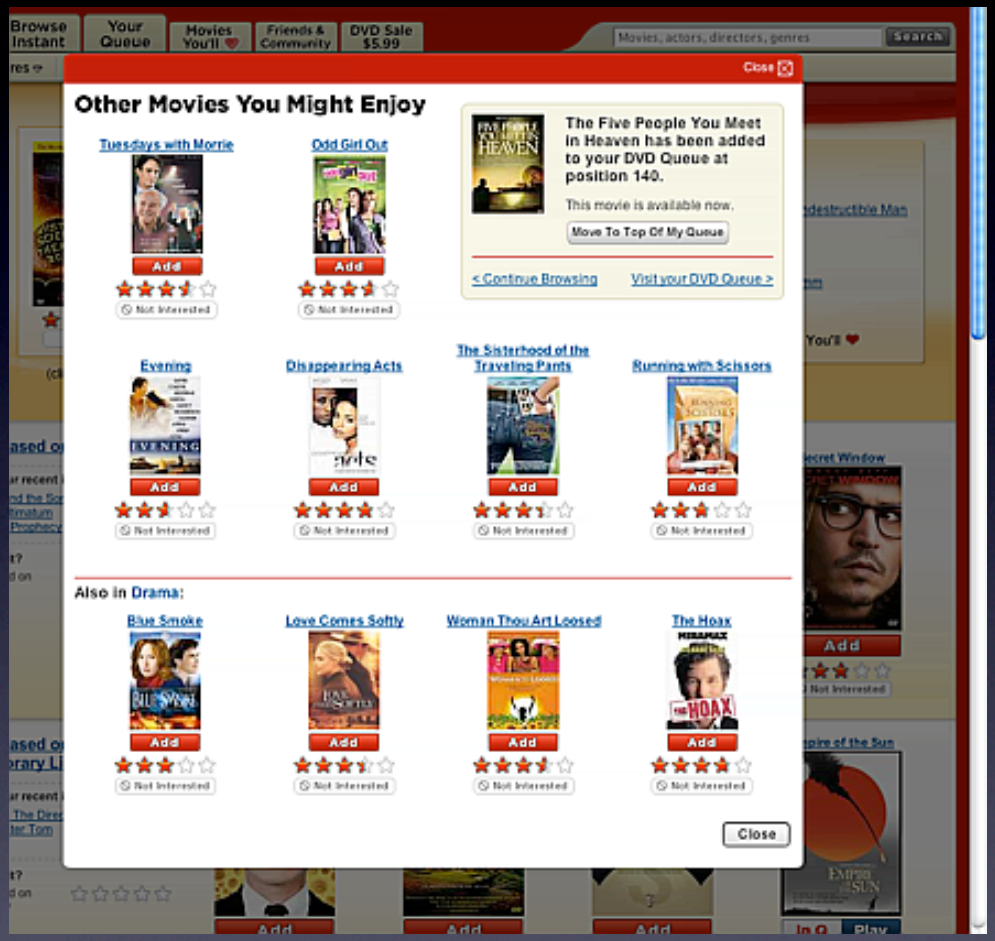


netflix. **step by step**

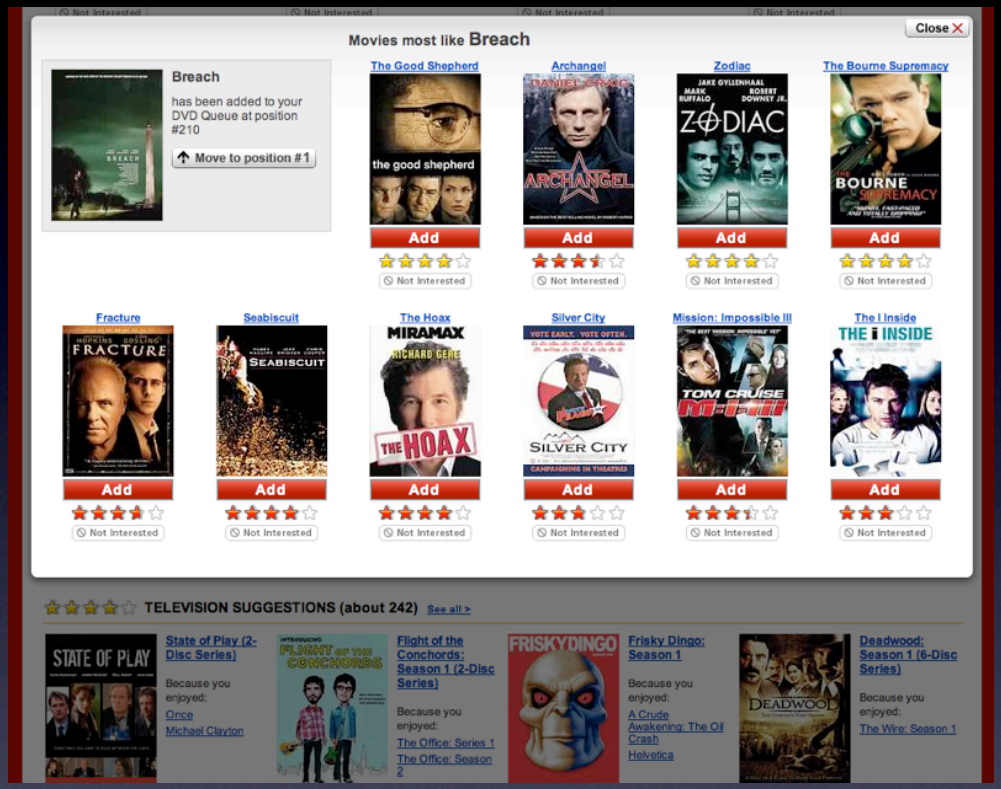


ebay. **single page flow**

the answer is in testing



netflix. **stalker overlay**



netflix. **simpler overlay**

offer an invitation

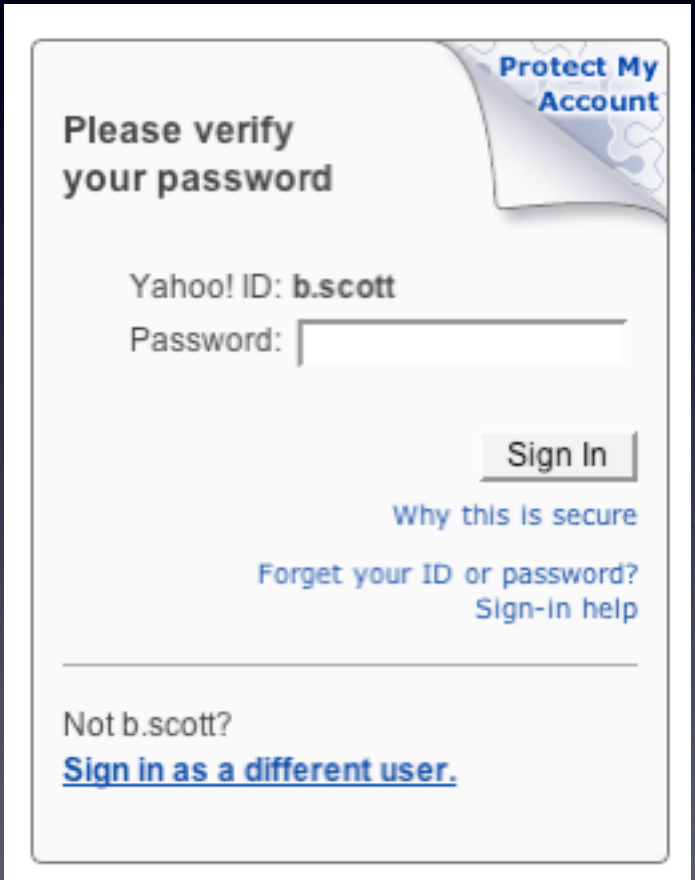
offer an invitation. **static invitation**

unfinished look

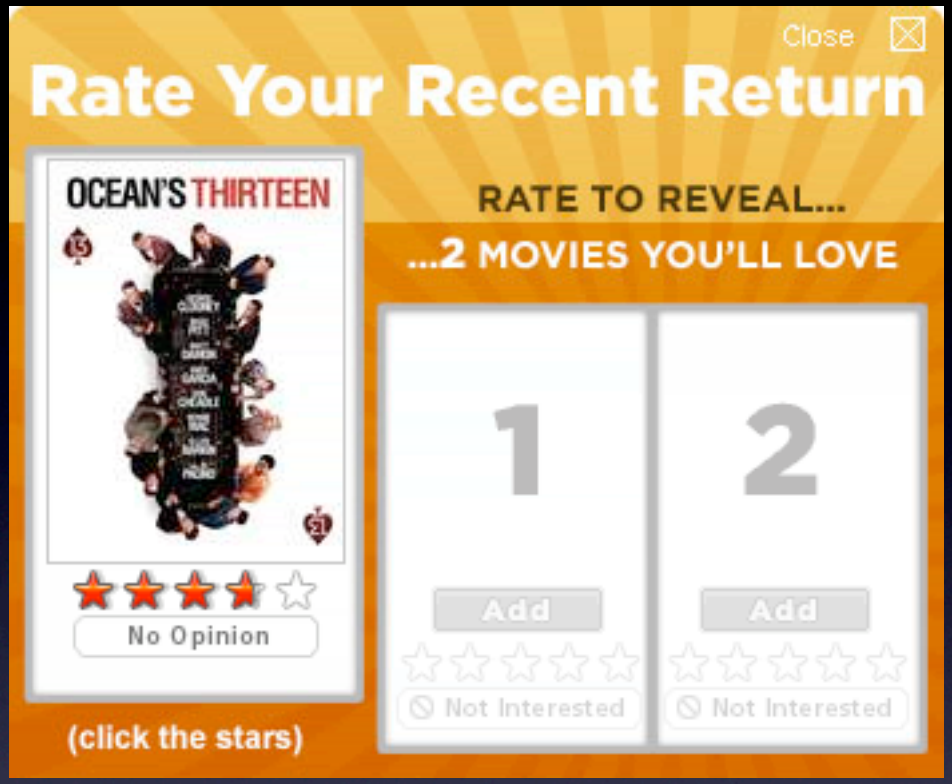
dog-ear

empty slots

blank slate



yahoo login! **dog-ear invite**



netflix. **rate invitiation (blank slots)**

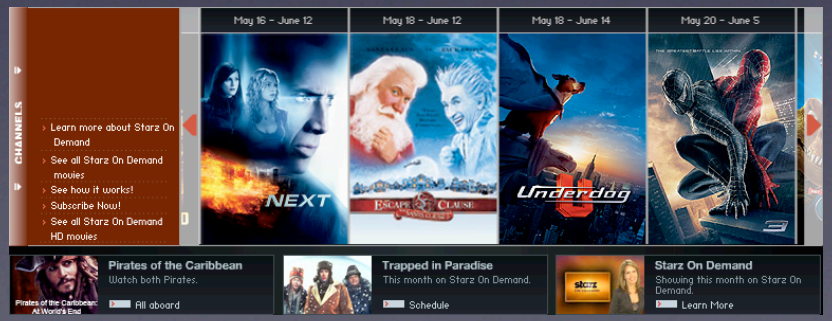
backpackit. **blank slate invitation**

call to action

1-2-3 messaging
spotlighting or lightbox
provide a peek

discover! **1-2-3 call to action**

yahoo! **tour invitation**



starz play! **sneak peek in carousel**

Discoverability

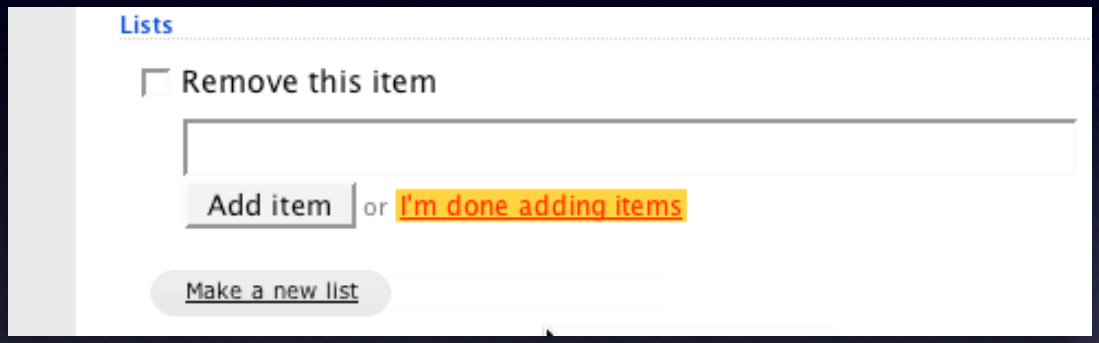
No easy answer

Use the hover to reveal interaction

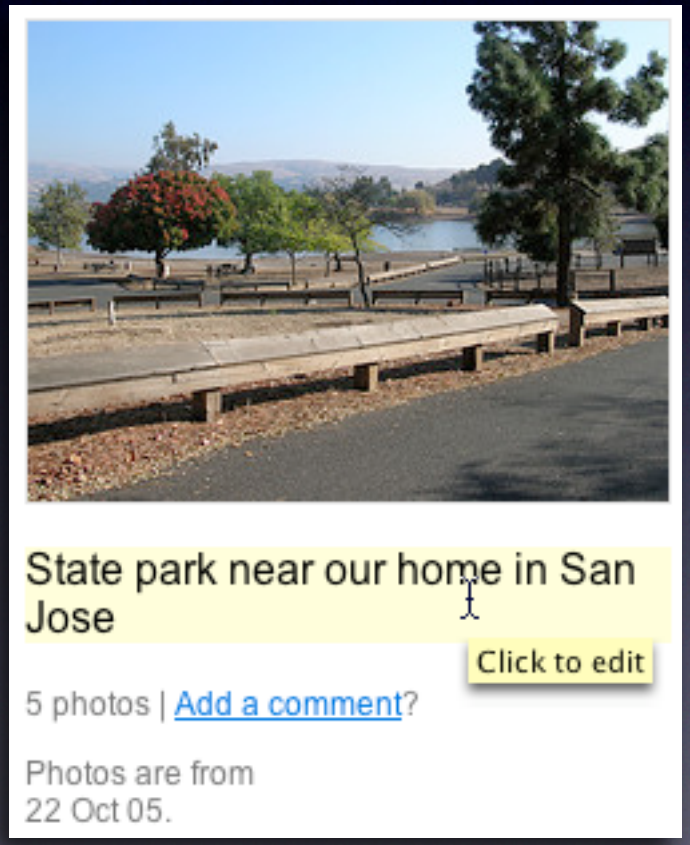
Use the familiar to teach the new

Can't flag all interactions

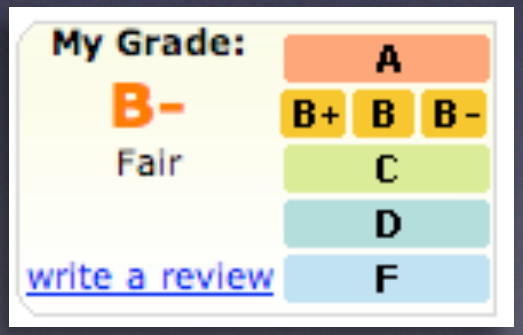
backpackit (fake). **being too explicit**



backpackit. **tooltip invitation + hover invitation + cursor invitation**



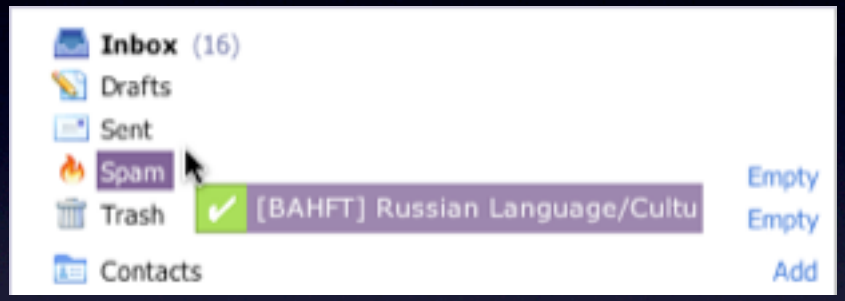
flickr. **hover invitation**



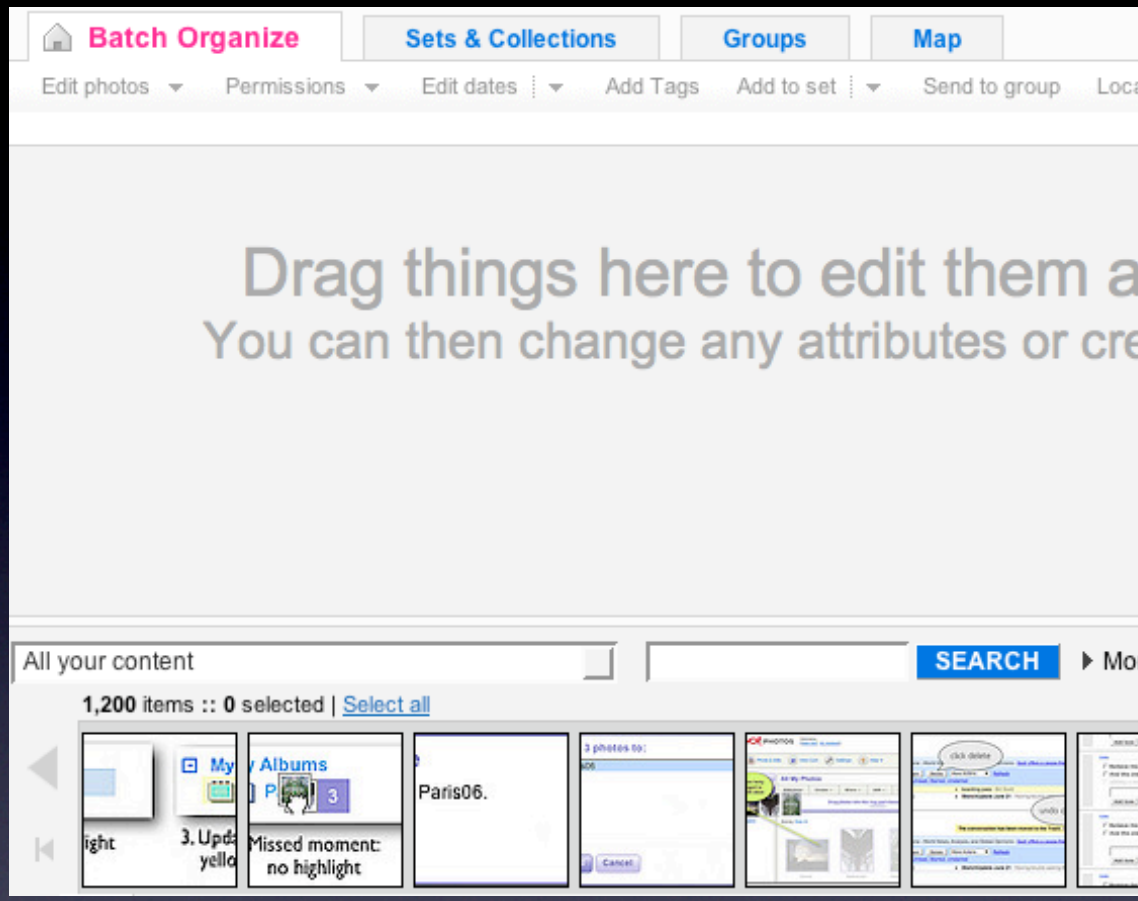
y! movies. **hover invitation**

drag and drop

use the interesting moments
before, during and after

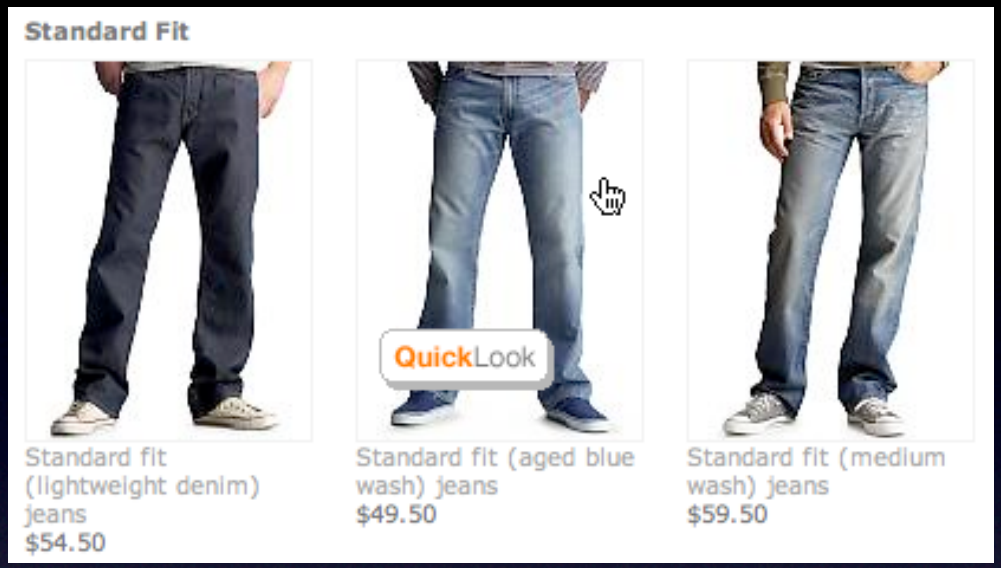


flickr. **drop here invitation (interactive)**



flickr. **drop here invitation (static)**

offer an invitation. **dynamic invitation**



the gap. **button**

bridge the new with the old

hyperlinks as actions
reveal with hovers
drop down clues

backpackit. **revealed hyperlinks/icons**

y! mail. **embedded buttons**

flickr. **drop down affordance**

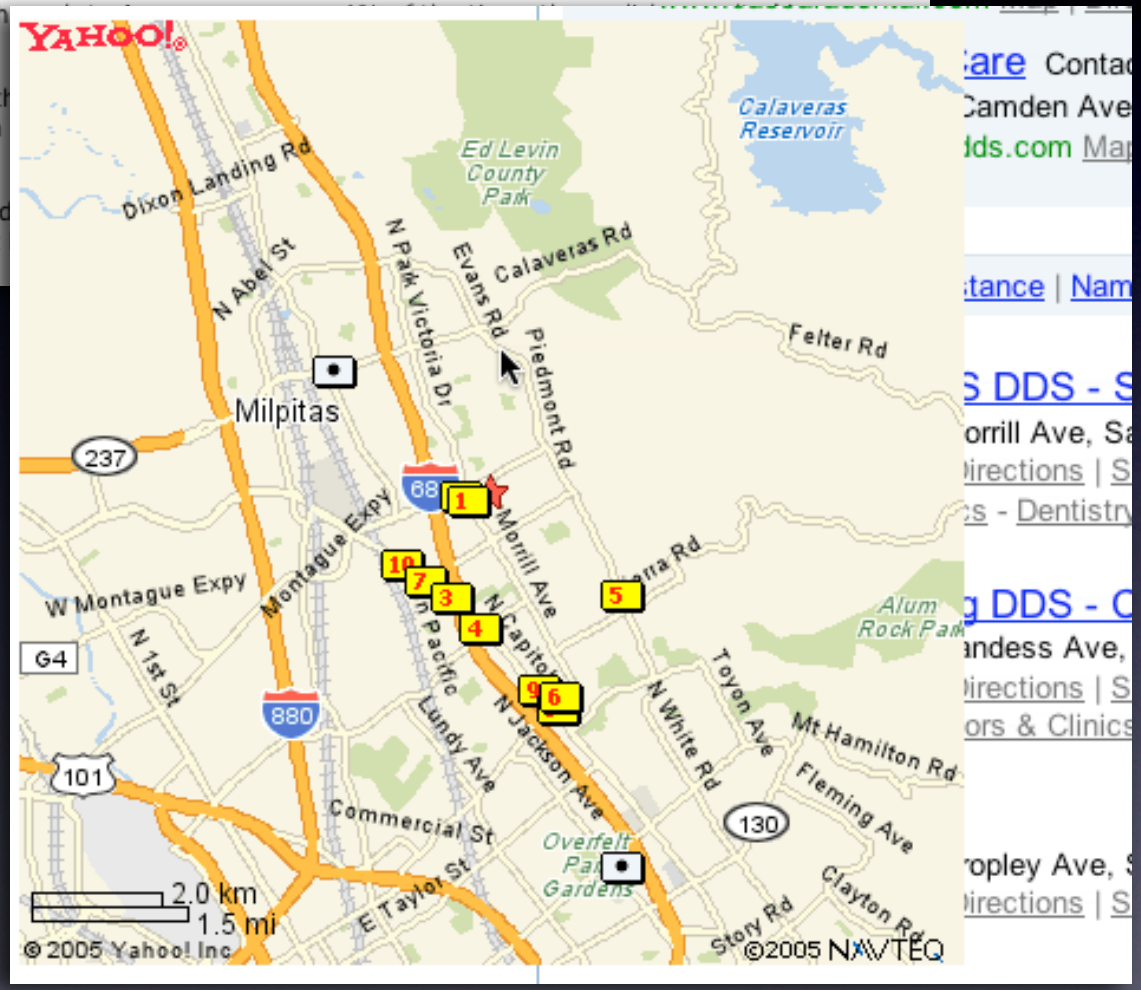
To see a product preview in action, hover over the link below.

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 th
purchase nearly 6% of the time.

Now we're opening the beta up to all Associates to furth
through a product preview-enhanced link will receive a
testing product previews.

Don't worry if you don't already have Basic Display Proc
process. Click here for answers to questions you might

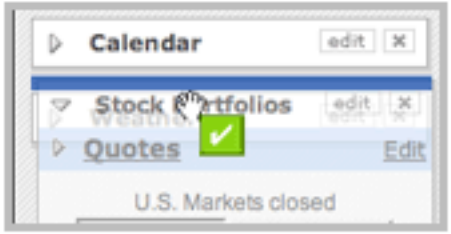
anti-pattern. amazon. **mouse trap**



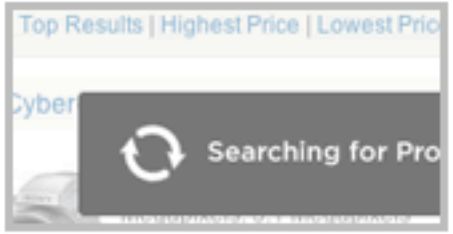
anti-pattern. y! maps. **mouse trap**

use transitions

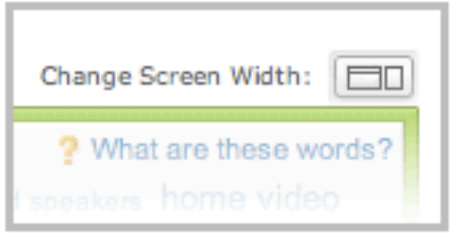
use transitions



Animate Transition
Designer needs to communicate that an object is changing its spatial relationship within the page.

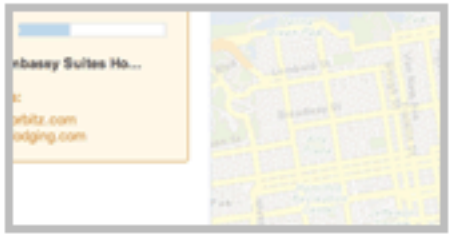


Brighten Transition
Designer wants to make a previously dimmed object a point of focus by making the object bright again.



Collapse Transition
The designer needs to communicate that an object is no longer of primary importance, yet wants to keep it available in a smaller form.

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

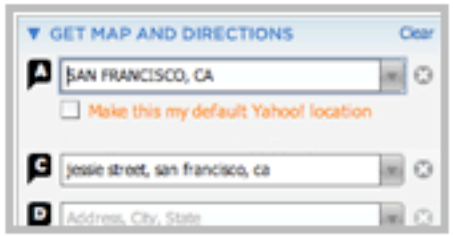


Dim Transition
Designer needs to communicate that an object is of secondary importance.

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.

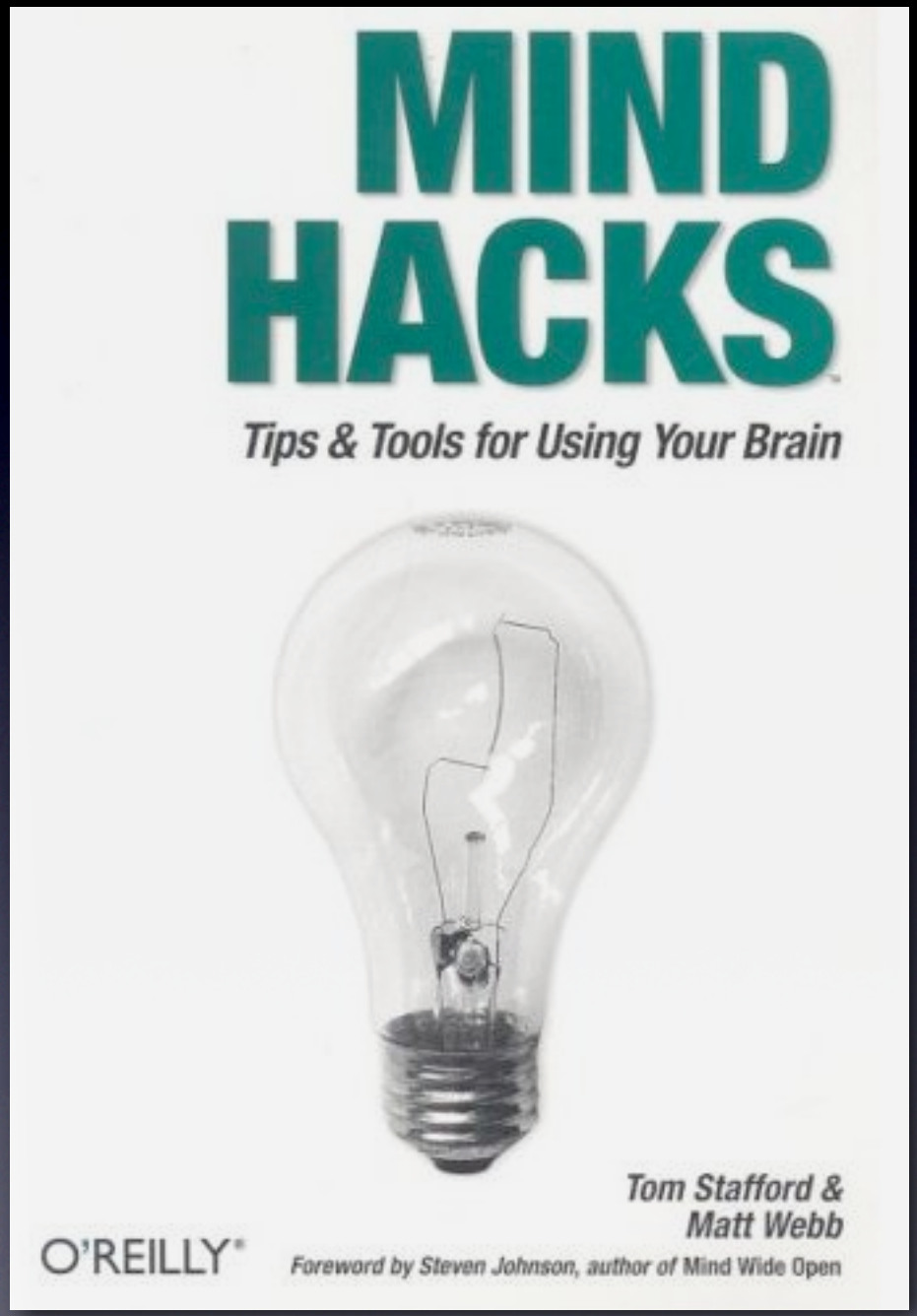


Self Healing Transition
Designer wants to show that an object has been removed from a list of objects.

use transitions

Speak to the brain

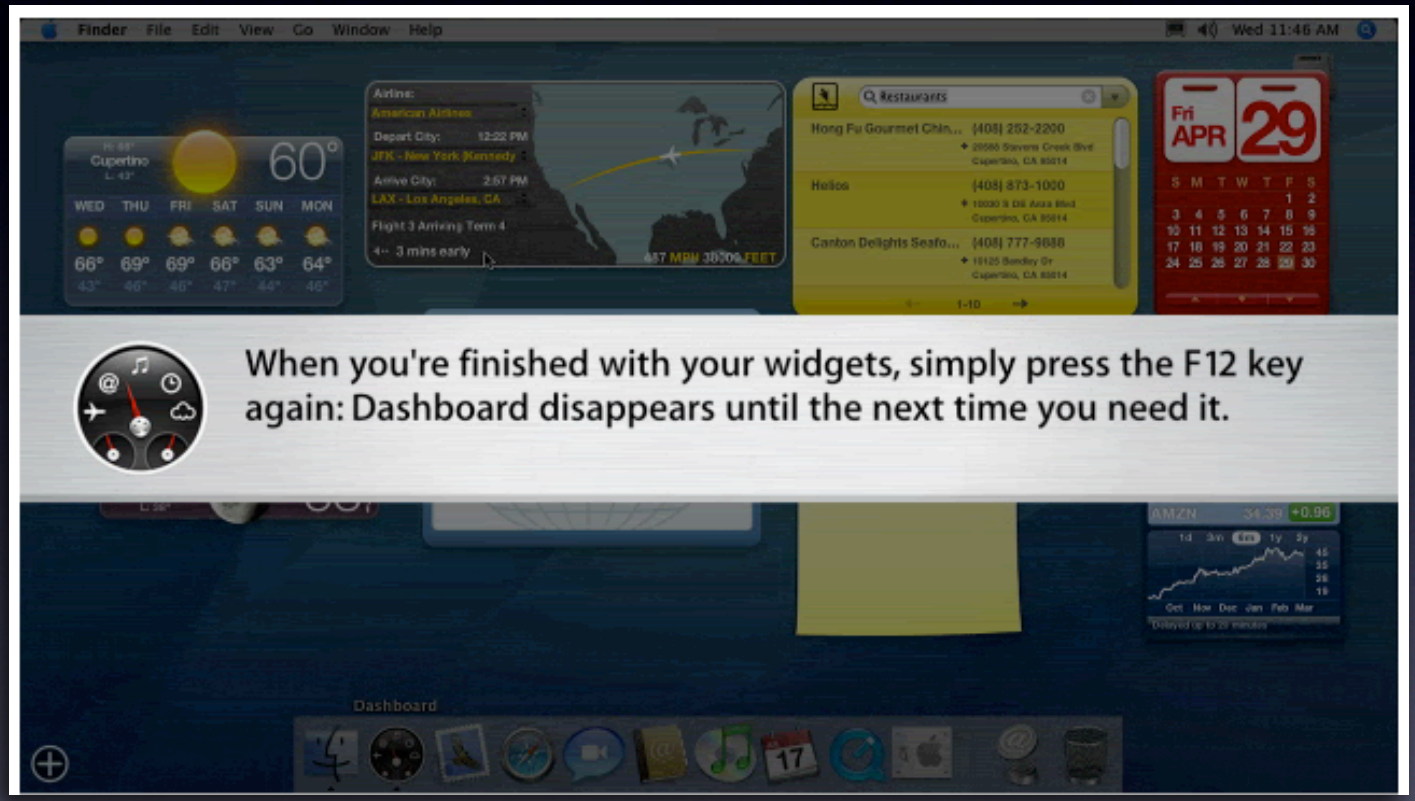
Understanding attention processing



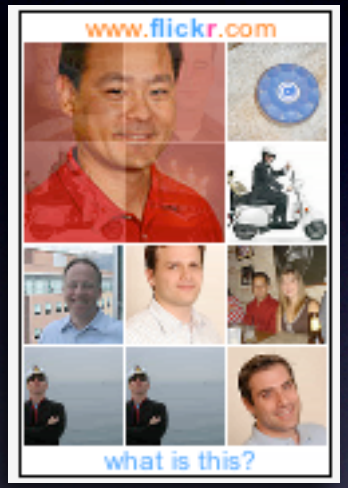
Speak to the brain

Understanding attention processing

Sending the wrong message

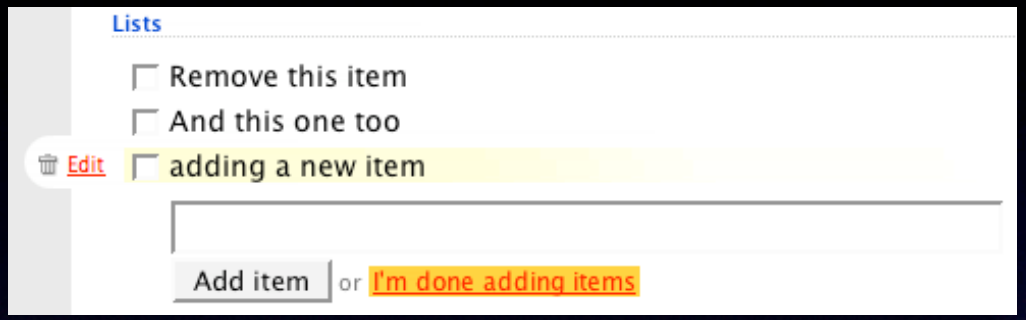


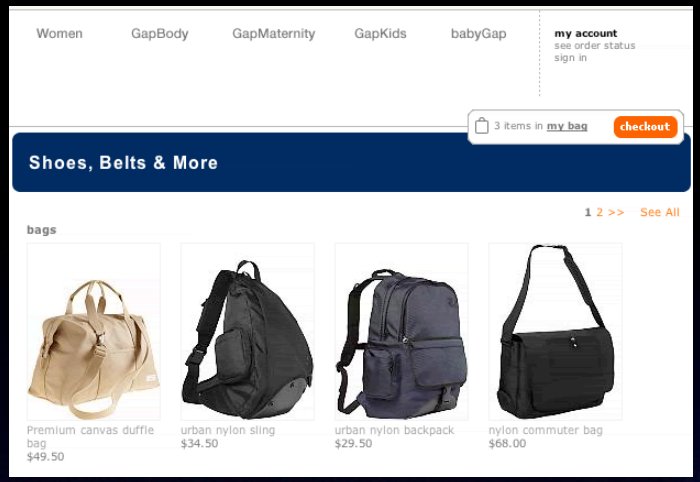
mac **widgets**



flickr **zeitgeist**

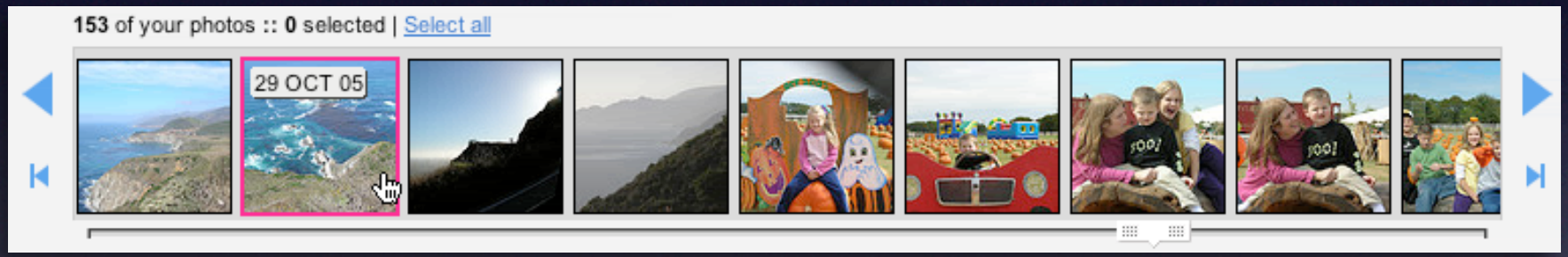
backpackit. **fade transition + self-healing transition.**



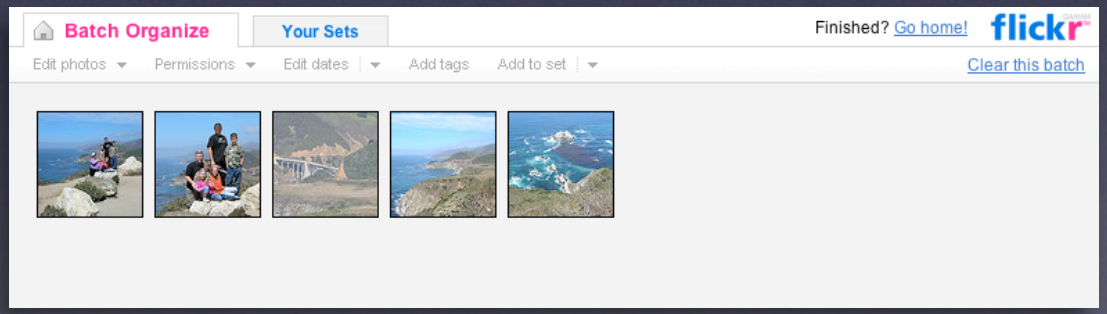


the gap. **zoom box.**

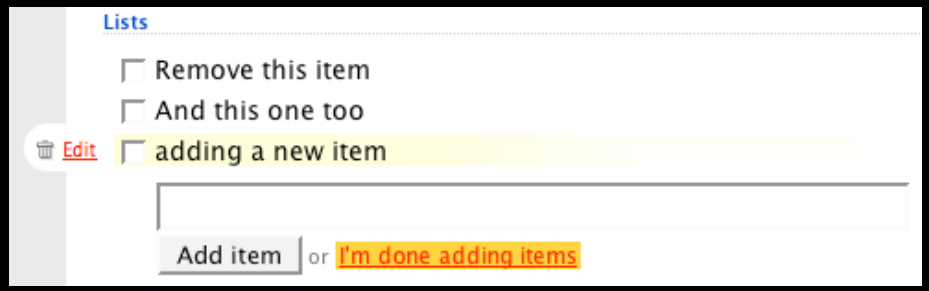
flickr. **slide transition.**



flickr. **active spotlight.**



use transitions



you can...

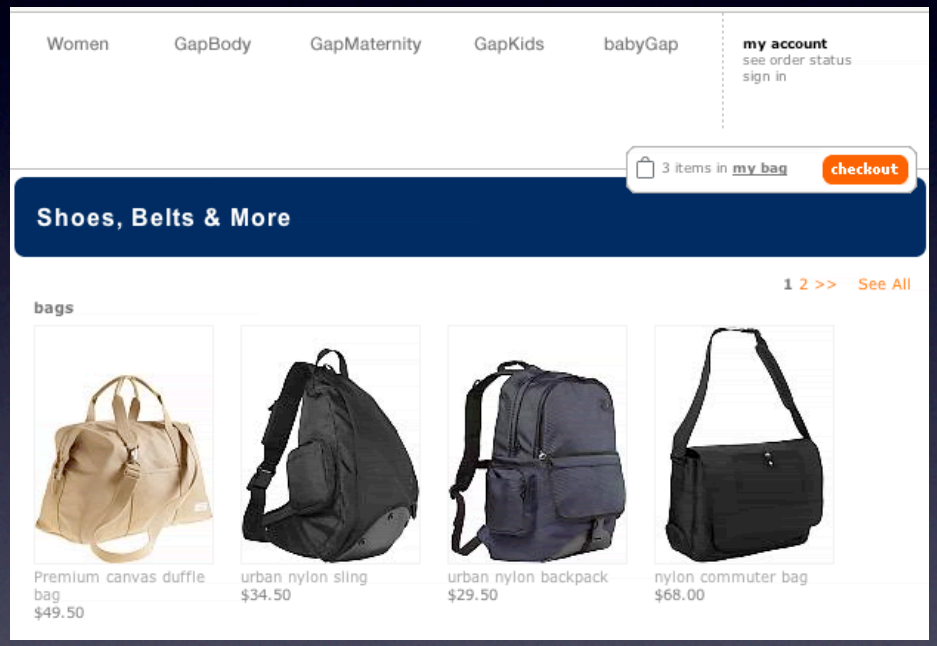
speed up time

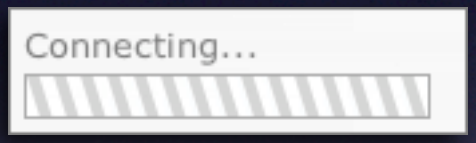
slow down interaction

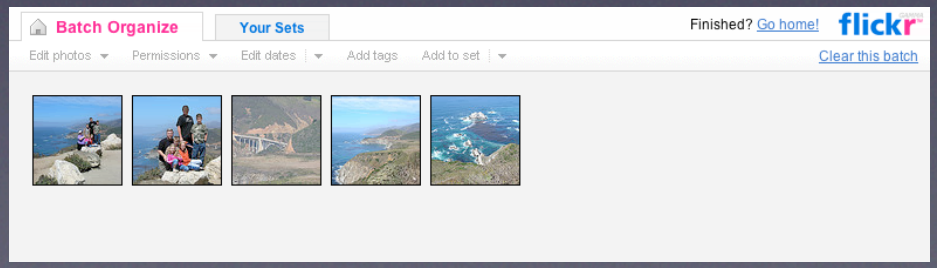
show state change

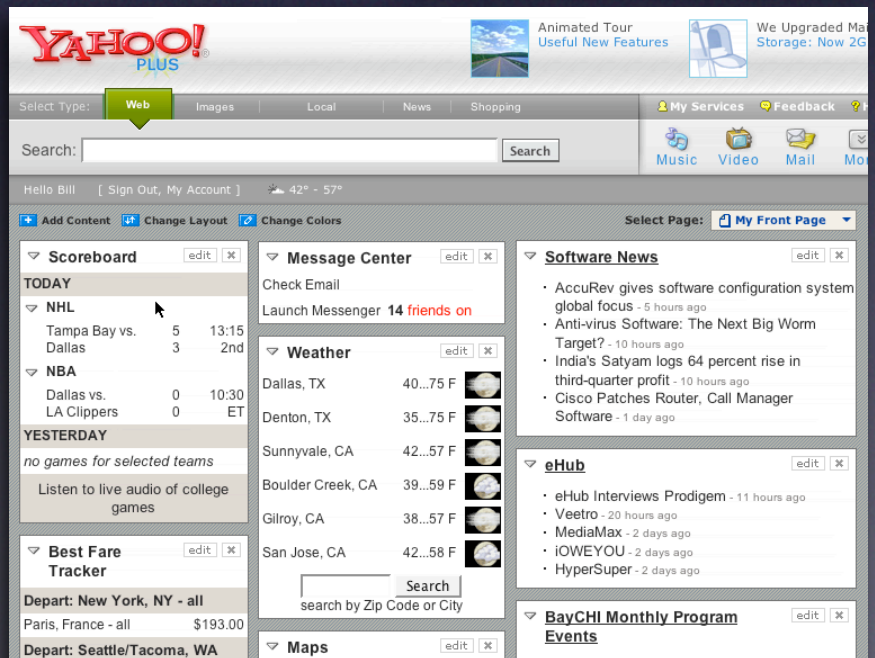
show relationships between objects

focus attention

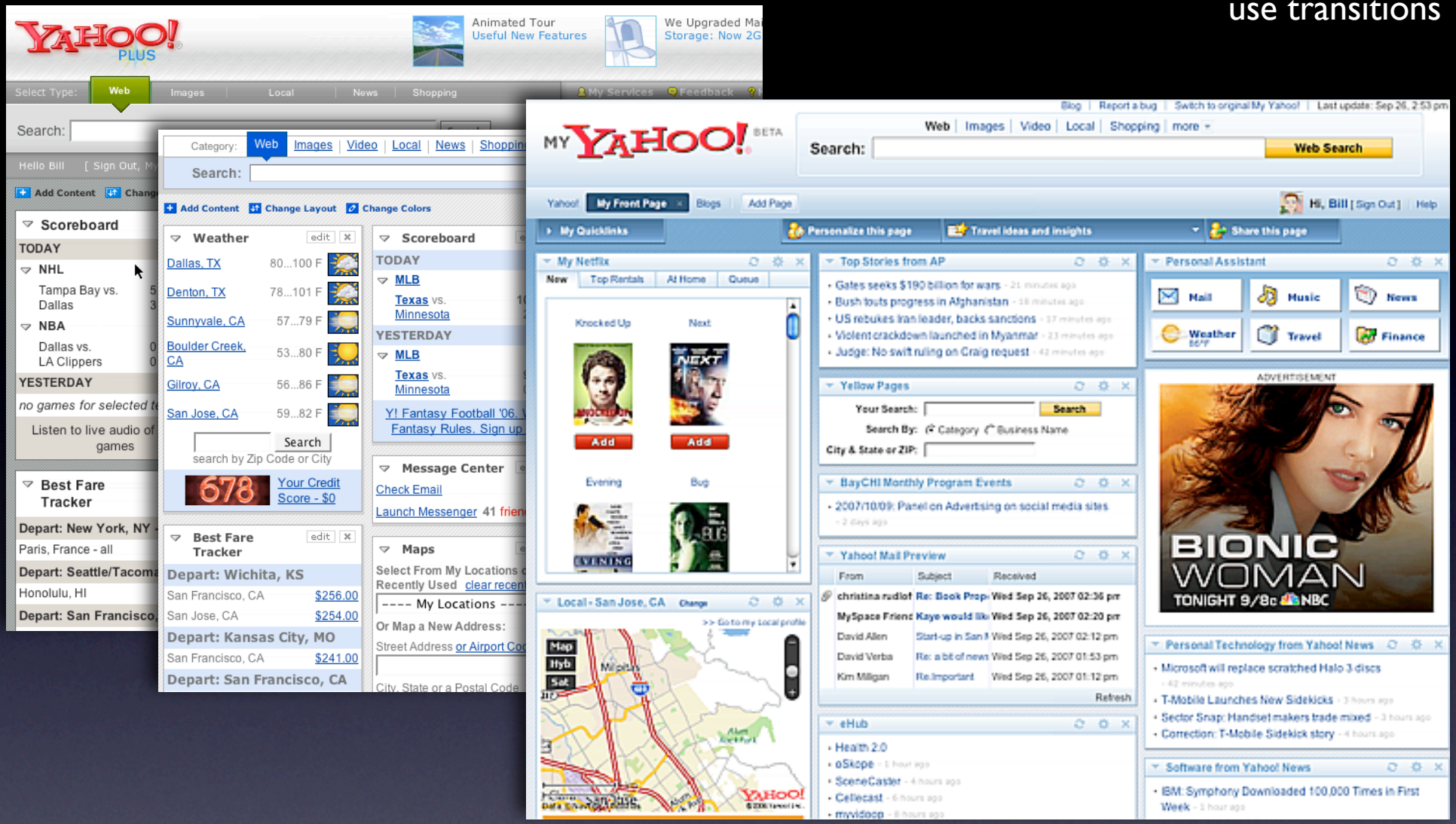








use transitions



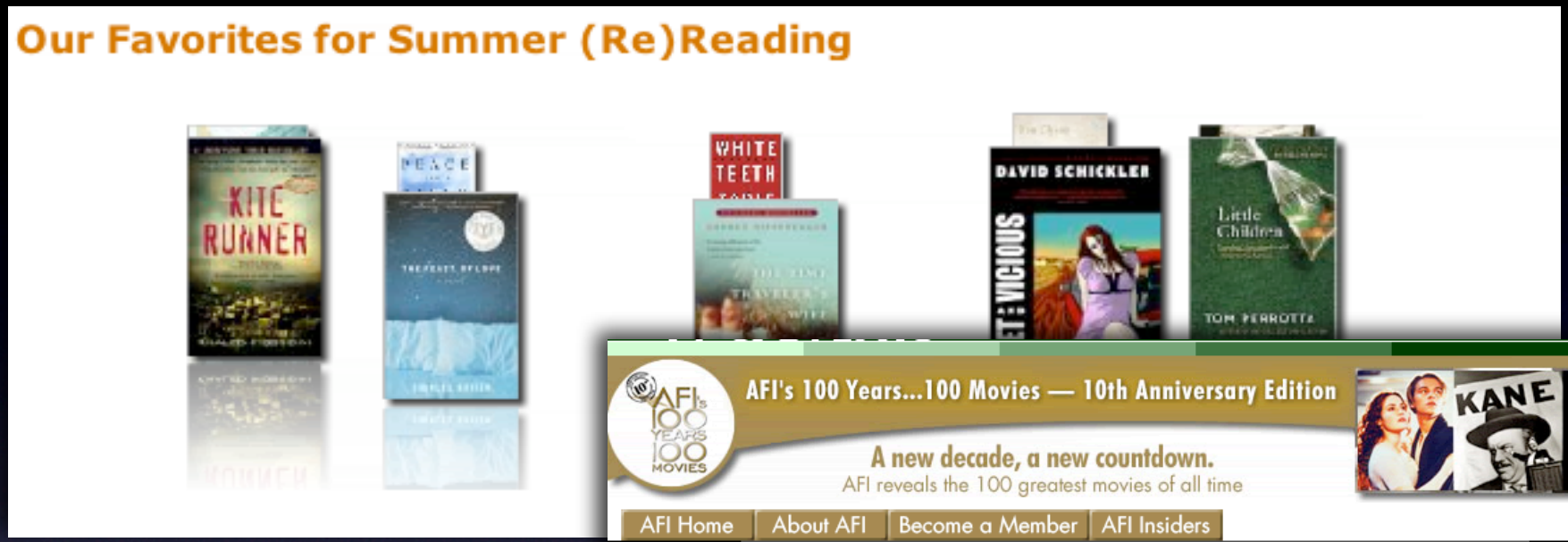
Keep it sane

"Cut it in-half" rule of thumb

Use "contrast knob" approach

anti-pattern. borders. **needless fanfare**

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



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

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   (408) 483-1044
   3560 Flora Vista Ave # 204, Santa Clara, CA
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   jcgarc55- "Wayne was very helpful and informative. They know what..." more

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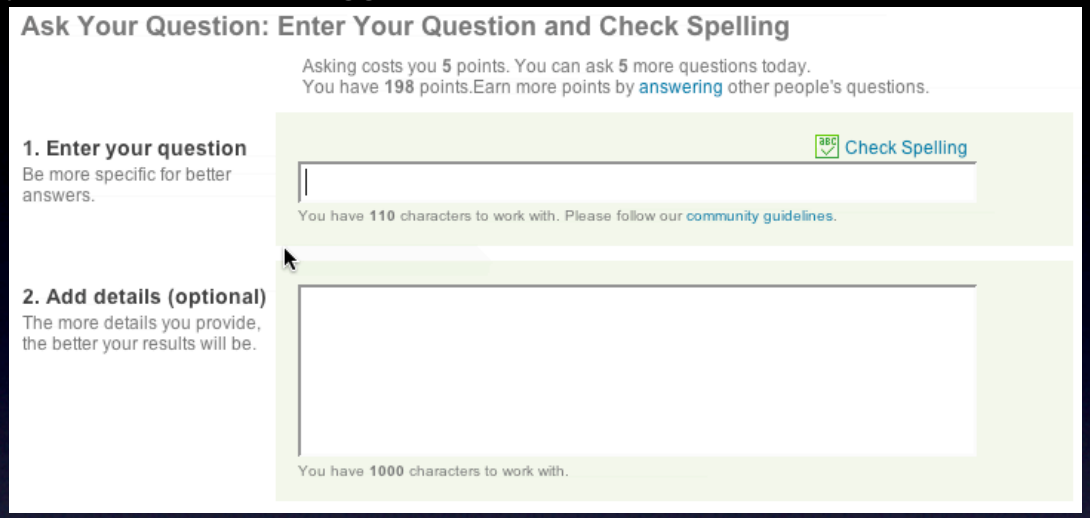
react immediately

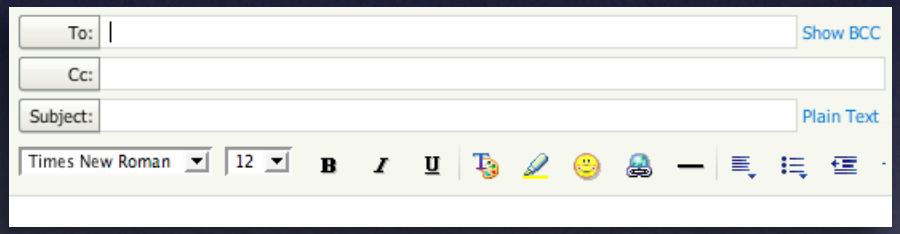
react immediately

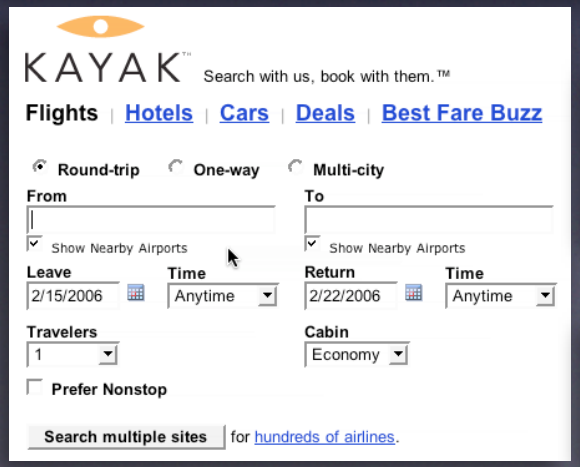
react immediately

y! answers. **live suggest**

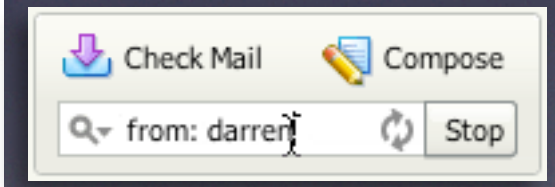


y! mail, kayak. **auto complete**

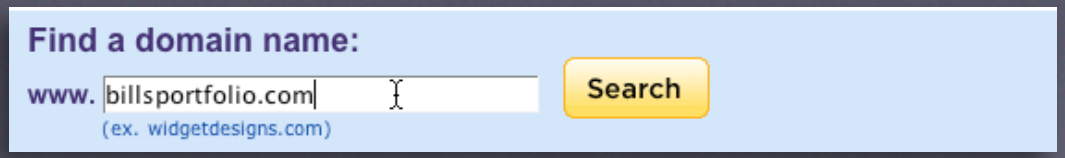




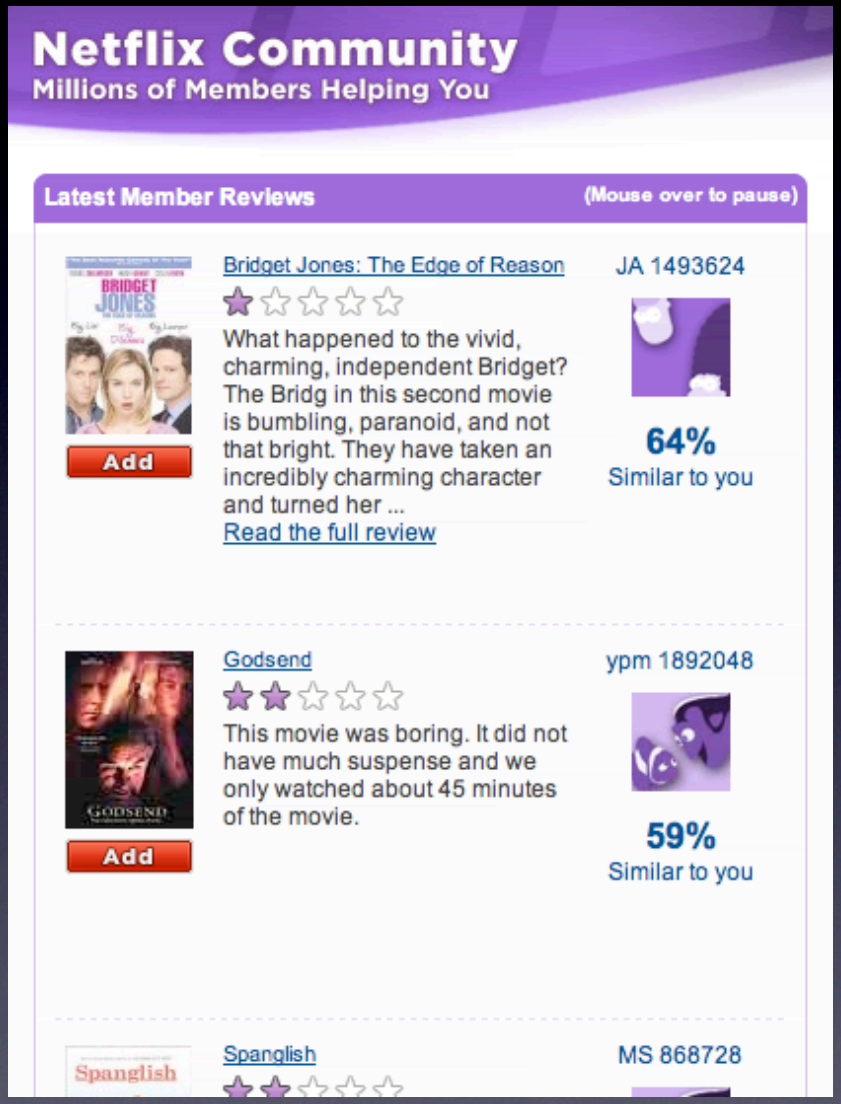
y!mail. **busy indicator**



y! small biz. **live previews**



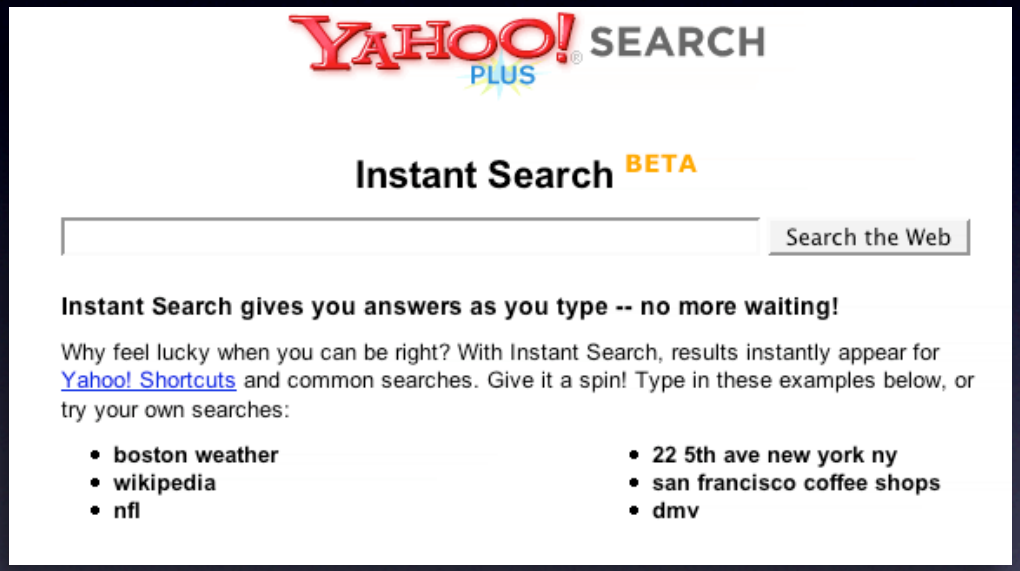
netflix. **periodic refresh**



Keep the goal in mind

Design for relevancy

Is it narrowing or distracting



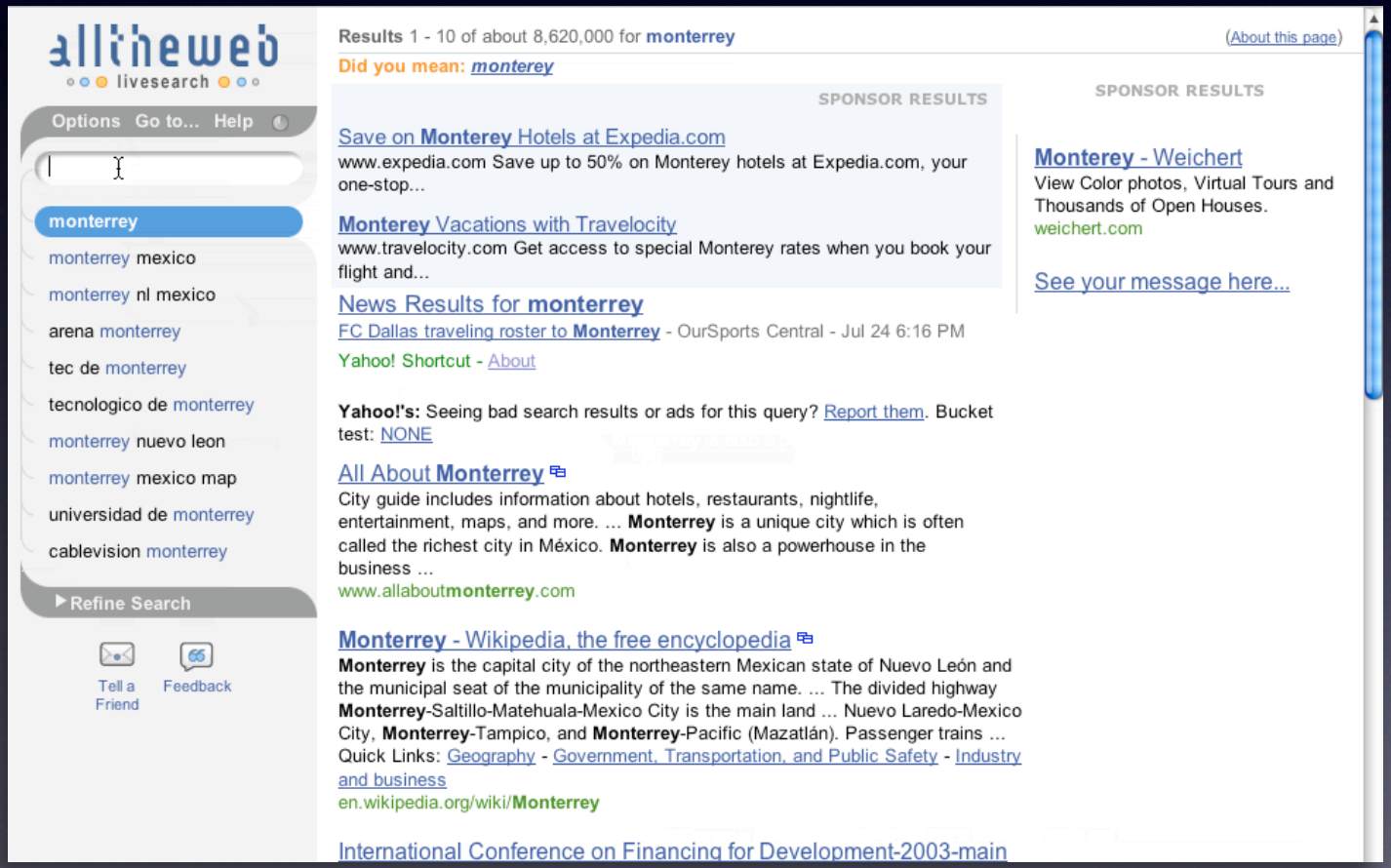
Keep the goal in mind

Design for relevancy

Is it narrowing or distracting?

Use feedback to boost confidence

Let the user iterate where possible



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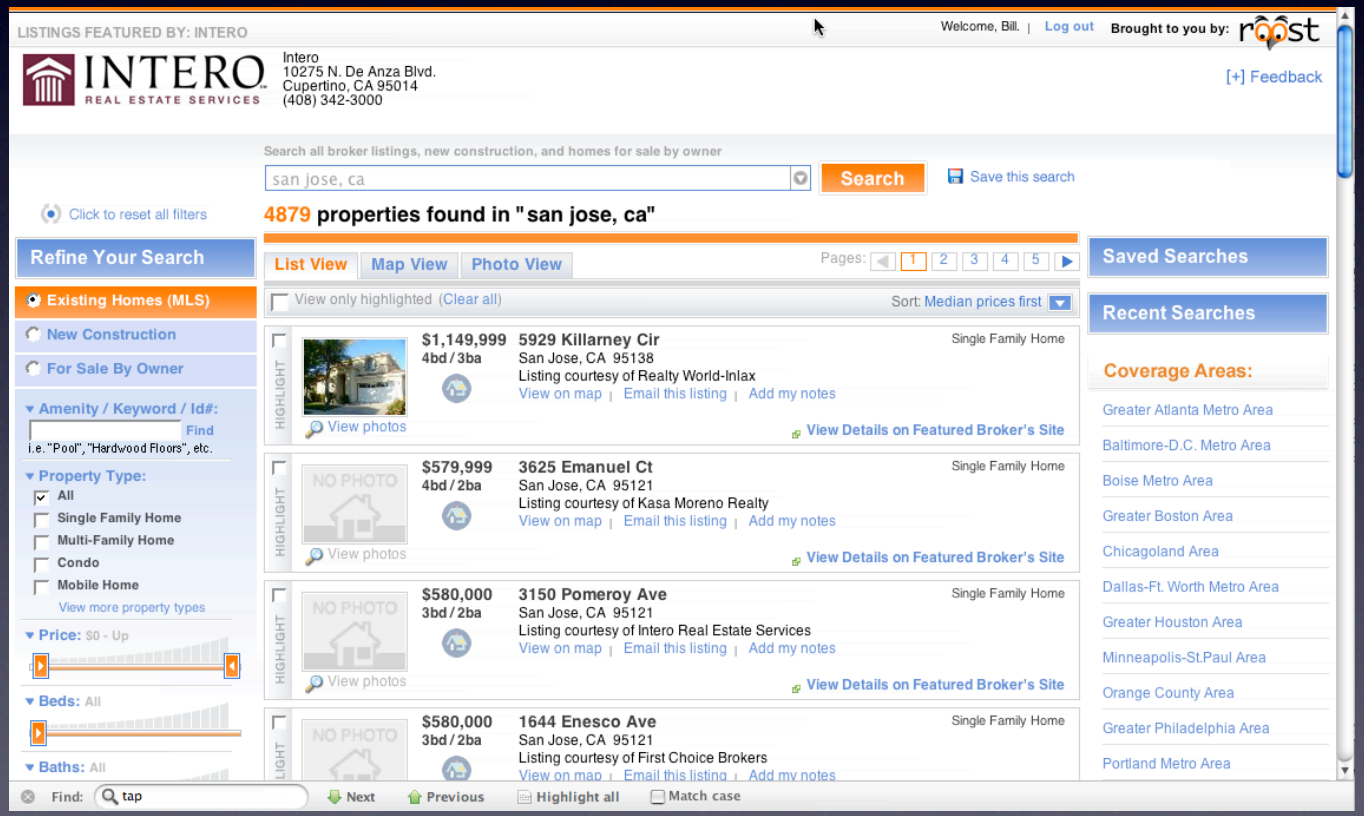
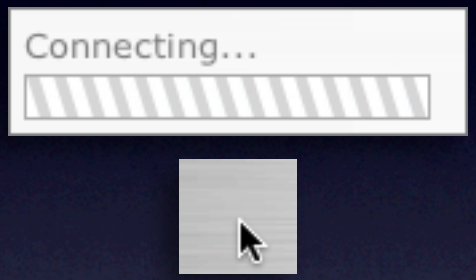


roost

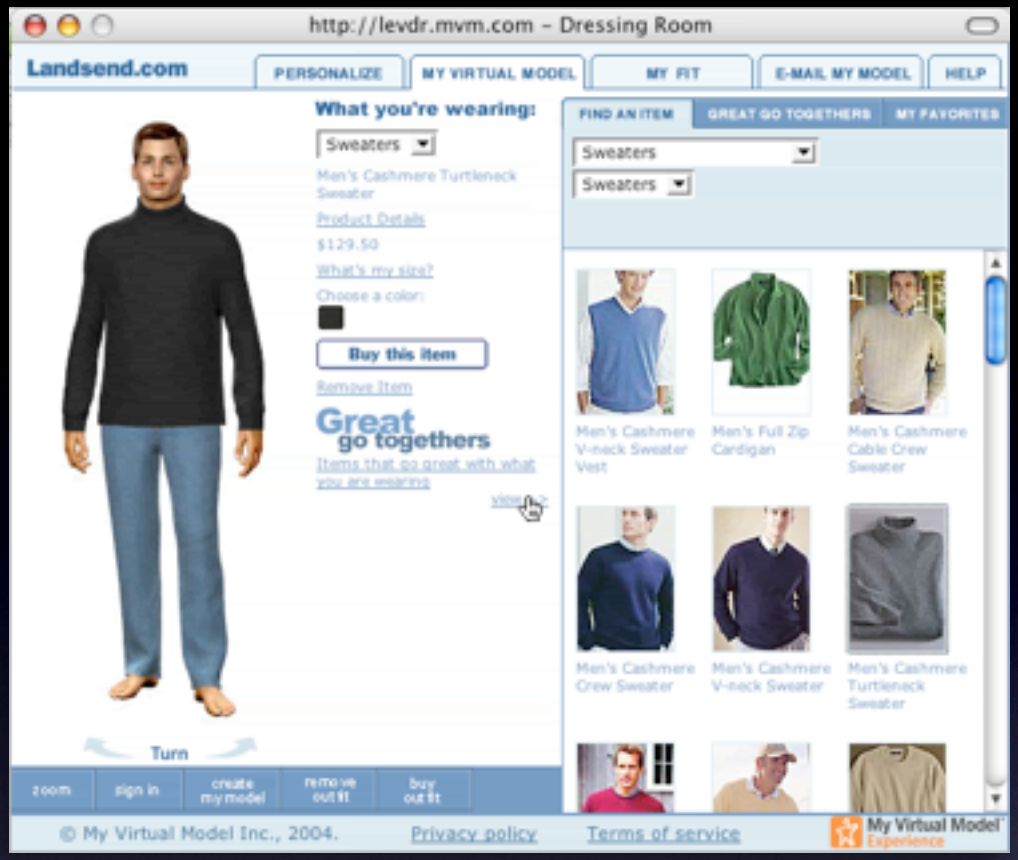
Shape user perception

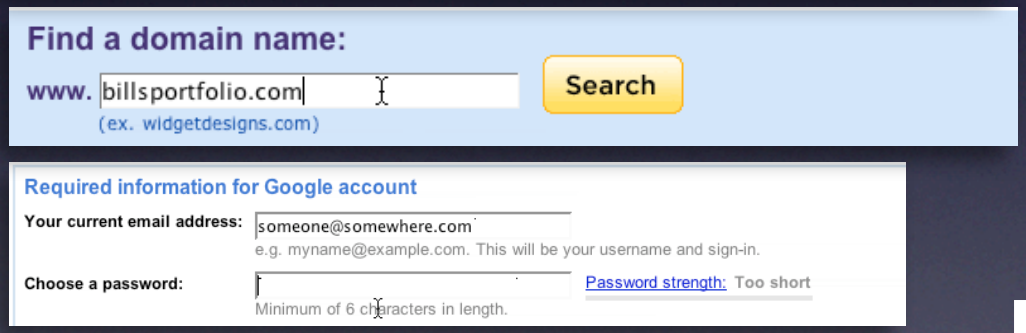
Make time pass faster

Make application feel more responsive



react immediately



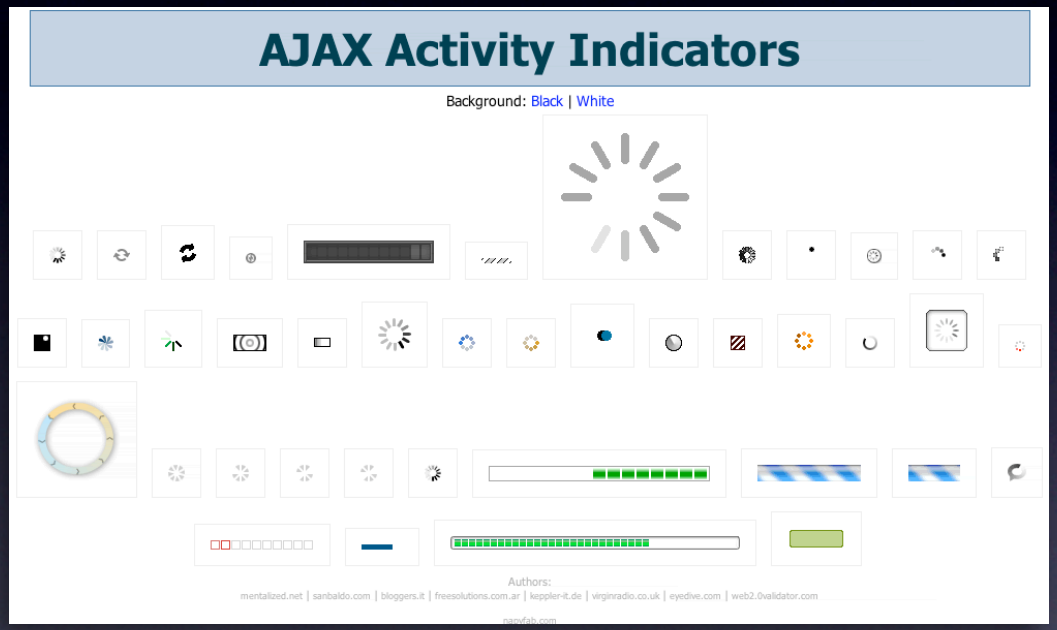


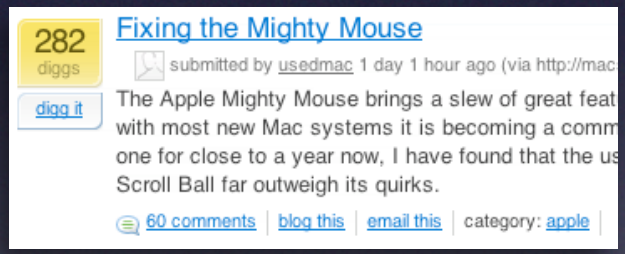
Prevent errors before-hand

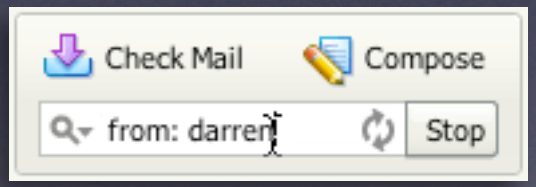
Ounce of preventive design worth pound of error-handling

Look before you leap

react immediately







Keep feedback focused

Avoid side-noise (peripheral distractions)

Use laws of proximity in context feedback

Respect feedback bandwidth

react immediately

Keep feedback focused

Use nuance

react immediately

Think “deeper interaction”

Multi-variate data

focus + context

6 principles for Crafting Rich Web Experiences

make it direct
keep it lightweight
stay on the page
provide invitations
use transitions
react immediately

Upcoming Book:
Designing Web Interfaces: Principles & Patterns for Rich Interfaces
O'Reilly

This Presentation:
http://billwscott.com/share/presentations/2008/ajaxworld