

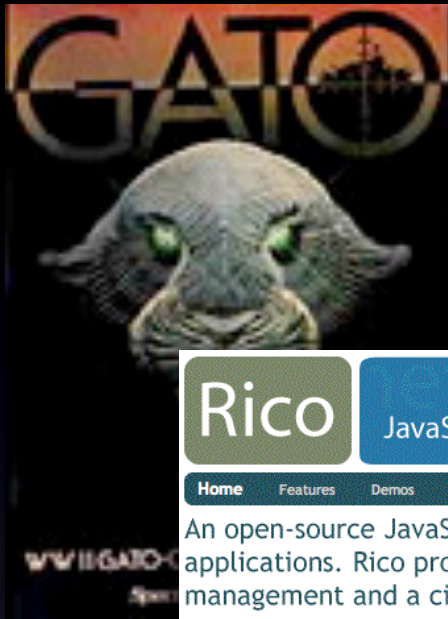
Crafting Rich Web Experiences

Designing Web Interfaces: Principles & patterns for rich interfaces

Bill Scott
Director, UI Engineering

The Netflix logo, consisting of the word "NETFLIX" in white, bold, sans-serif capital letters, set against a red rectangular background.

background



Rico

JavaScript for Rich Internet Applications

Home Features Demos Documentation Downloads About

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

BACKGROUND

Rico is a Spanish word meaning *rich*. The goal of Rico is to provide a rich experience for web sites using Ajax technology.

Rico is just one small part of a larger effort at Sabre Airline Solutions to create a suite of rich internet components, behaviors and effects for the web application space.

The library is a fully object-oriented JavaScript library. Recently we refactored the library to extend the excellent *prototype* is effort from the Ruby on Rails folks.

OPEN SOURCE

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

BROWSER SUPPORT

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

AJAX SUPPORT

Ajax is the term that describes a set of techniques for creating interactive web interfaces. The key ingredients are the JavaScript XMLHttpRequest object, which Rico provides a very simple interface for request handlers as well as HTML elements that can be updated as the result of an Ajax response.

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

DRAG AND DROP

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

CINEMATIC EFFECTS

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

BEHAVIORS

Take some raw HTML and sprinkle in some Rico and you can get an *Accordion* component. Just nest some DIVs and with one line of code you can connect an HTML table up to a stream of data that is automatically called during table scrolling. The result is now HTML tables can hold an unlimited amount of data scrolled into view on the fly as needed! More behaviors are planned!

[Developer Network Home](#) [Help](#)

Site Search

Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

[Yahoo! Developer Network](#) > Design Pattern Library

USER NEEDS TO

NAVIGATE

[Breadcrumbs](#)

[Faceted Navigation](#)

[Fly-out Menus](#)

[Horizontal Bar](#)

[Hub and Spoke](#)

[Left Navigation](#)

▼ 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 be ambiguous or hard to remember and therefore has the potential to be mis-typed.

[Breadcrumbs](#)

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

[Drag and Drop Modules](#)

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

[Module Tabs](#)

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

[Navigation Tabs](#)

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

[Object Pagination](#)

The user needs to view 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 wants 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.

[Review Title - e.g. We can't](#)

Great!

Write your review - Your II

[Average Rating \(24\)](#)

Read 20 reviews

Good

[Writing a Review](#)

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

[See Rico in Action!](#)

6 principles for Crafting Rich Web Experiences

make it direct

keep it lightweight

stay on the page

provide invitations

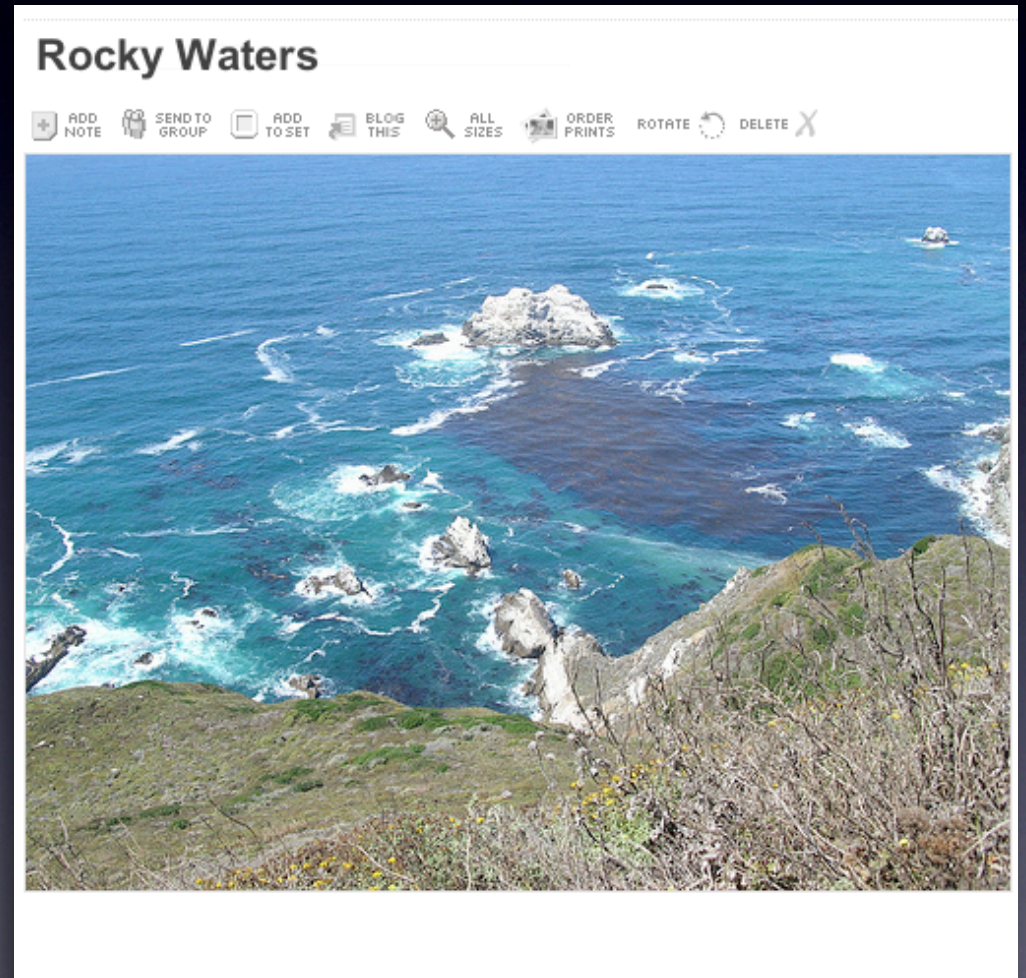
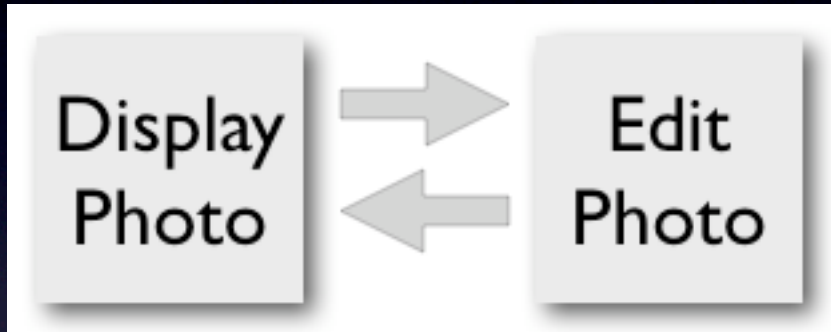
use transitions

react immediately

make it direct

make it direct

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





inline editing


My Saved Pages > ypatternexample

Items **1** - 4 of about 4

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

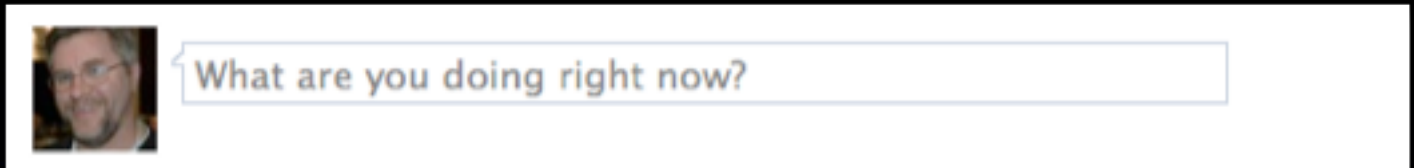
[coming_soon.mov \(video/quicktime Object\)](#) Shared at 4:49 PM PST
[Email](#) - [IM](#) - [Delete](#)
Shared by: Me - [Details](#) - [Edit](#)
Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)
 Access: Everyone
http://sjc.videos.revision3.com/diggnation/coming_soon.mov

[Ajaxian ? New Digg Ajax Comment System](#) Shared at 4:49 PM PST
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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](#)

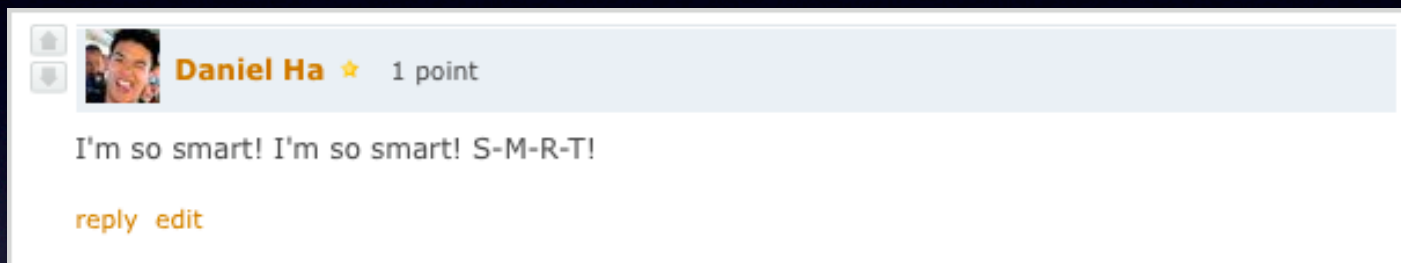
[Yahoo! Groups : scotts-pub Post Message](#) Saved on February 16, 2006
[Email](#) - [IM](#) - [Delete](#)
Saved by: Me - [Details](#) - [Edit](#)
Note: **rich text editor for blogs**
Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)
 Access: Just me
<http://f3.corp.yahoo.com/~scotts/xpost.html>

make it direct. **inline editing**

discoverability invitations



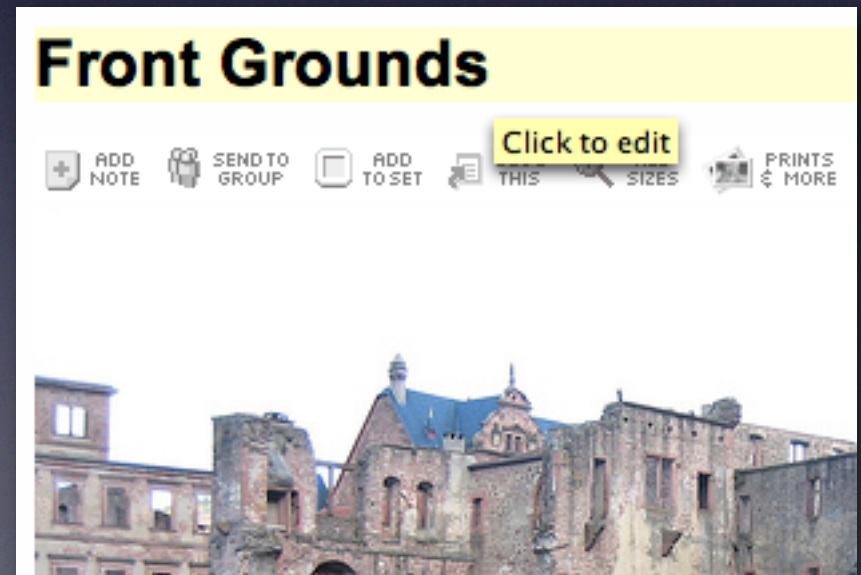
facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



Y!photo. **implicit**

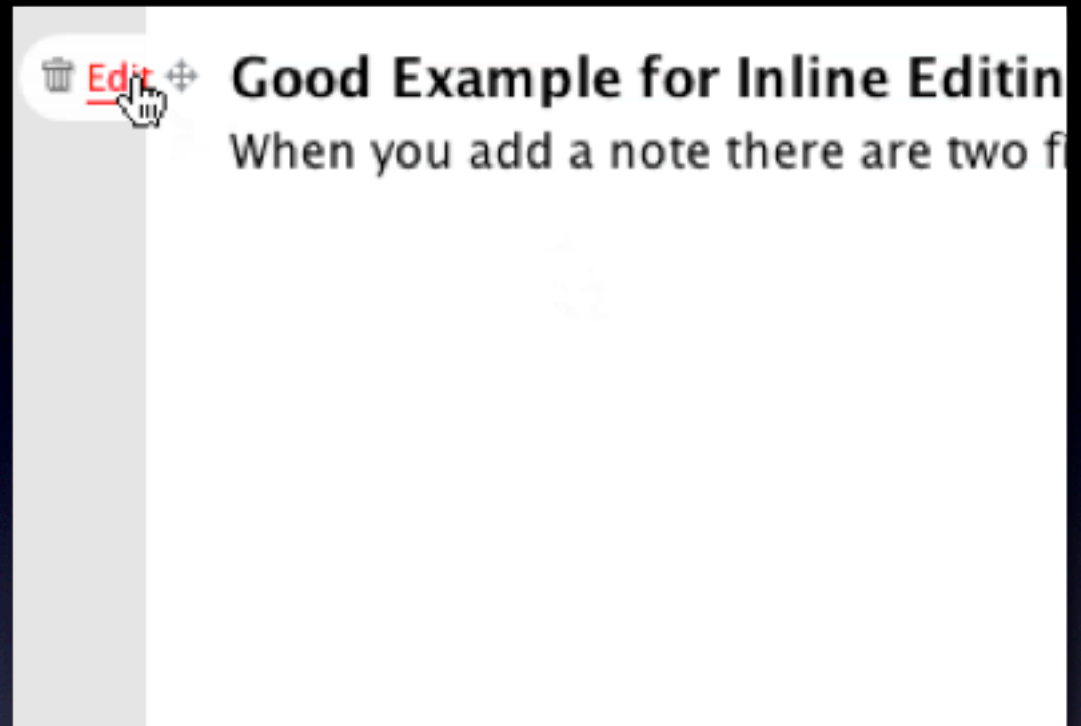


flickr. **on hover**

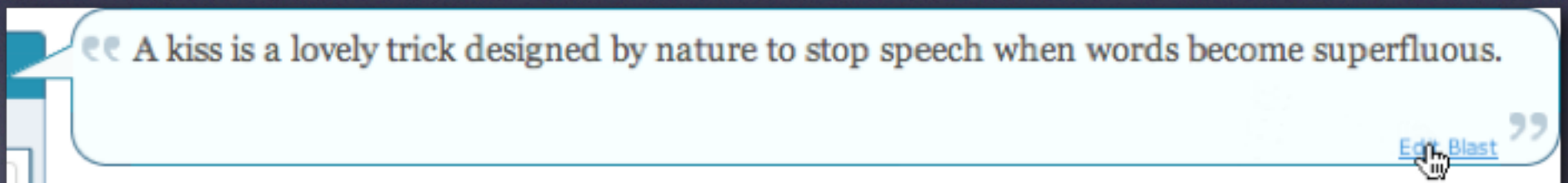
make it direct. **inline editing**

considerations

complex editing
blending modes



backpackit. **complex inline editing**



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

accessibility

Additional Information

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- [Replace](#) this photo

flickr: alternate edit path

make it direct. **inline editing**

group editing

symmetry of interaction

discoverability vs readability



iPhone. non-symmetrical; readability

<table><tr><th>Categories</th><th>Edit</th></tr><tr><td>All files</td><td></td></tr><tr><td>01_00_Make It Direct</td><td></td></tr><tr><td>01_01_InPageEdit</td><td></td></tr><tr><td>01_02_DragDrop</td><td></td></tr><tr><td>Drafts</td><td></td></tr><tr><td>ORA Stuff</td><td></td></tr></table>	Categories	Edit	All files		01_00_Make It Direct		01_01_InPageEdit		01_02_DragDrop		Drafts		ORA Stuff		<table><tr><th>Categories</th><th>Done editing</th></tr><tr><td>All files</td><td></td></tr><tr><td>01_00_Make It Direct</td><td>Rename</td></tr><tr><td>01_01_InPageEdit</td><td>Rename</td></tr><tr><td>01_02_DragDrop</td><td>Rename</td></tr><tr><td>Drafts</td><td>Rename</td></tr><tr><td>ORA Stuff</td><td>Rename</td></tr><tr><td>Add another category</td><td></td></tr></table>	Categories	Done editing	All files		01_00_Make It Direct	Rename	01_01_InPageEdit	Rename	01_02_DragDrop	Rename	Drafts	Rename	ORA Stuff	Rename	Add another category	
Categories	Edit																														
All files																															
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01_02_DragDrop	Rename																														
Drafts	Rename																														
ORA Stuff	Rename																														
Add another category																															

basecamp. symmetry of interaction

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

make it direct

drag and drop

Category: **Web** | [Images](#) | [Video](#) | [Local](#) | [News](#) | [Shopping](#)

Search: **Yahoo! Search** [Advanced](#) [My Web](#)

Wed, Aug 2, 02:19 pm [See the most popular vehicles on Yahoo! Autos](#)

[Add Content](#) [Change Layout](#) [Change Colors](#) **Select Page:** [My Front Page](#)

Weather [edit](#) [x](#)

[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 by Zip Code or City

678 [Your Credit Score - \\$0](#)

Scoreboard [edit](#) [x](#)

TODAY

MLB

[Texas](#) vs. [Minnesota](#) 10 2 [E](#)

YESTERDAY

MLB

[Texas](#) vs. [Minnesota](#) 9 0 [E](#)

[Y! Fantasy Football '06. Where Fantasy Rules. Sign up now!](#)

Message Center [edit](#) [x](#)

[Check Email](#)

[Launch Messenger](#) 41 friends on

Best Fare Tracker [edit](#) [x](#)

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

Maps [edit](#) [x](#)

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](#) [x](#)

- [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](#) [x](#)

- [2006/08/08: Monthly Program Meeting](#) - one week ago

Personal Technology News [edit](#) [x](#)

- [Norway not swayed by Apple concessions](#) - one hour ago
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Travelocity - SFO-DFW [edit](#) [x](#)

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Travelocity - SJC - DFW, HNL, LAX, SAN [edit](#) [x](#)

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My Yahoo! drag and drop


[TEXT ONLY]

USGS
science for a changing world

Hawaiian Volcano Observatory

Volcanic Hazards

**When Lava Enters the Sea:
Growth & Collapse of Lava Deltas**



Photograph by C. Heliker on November 12, 1992.

Only four days old, this fan-shaped lava delta (center of image) extends about 200 m into the ocean on the southeast coast of Kilauea Volcano, Hawai'i. The diffuse plume of white steam at the leading edge of the delta indicates that several small lava flows are pouring into the ocean. Countless deltas have formed

Navigation Menu:
Kilauea
Mauna Loa
Earthquakes
Other Volcanoes
Volcanic Hazards
Types
• Lava Zones
About HVO

YAHOO! GOBBLER™
Projects (8)
Geography: Land...
“Only four days old, this fan-shaped lava delta (center of image) extends...”
gobble this web page
Birds' Nests
“As waves splash over the advancing...”
gobble this web page
Scratchpad
gobble this web page
Return to Y! Teachers

make it direct. **drag and drop**

discoverability

hover invitation

interesting moments

activation on mouse down

tip during alternate path

additional visual affordances

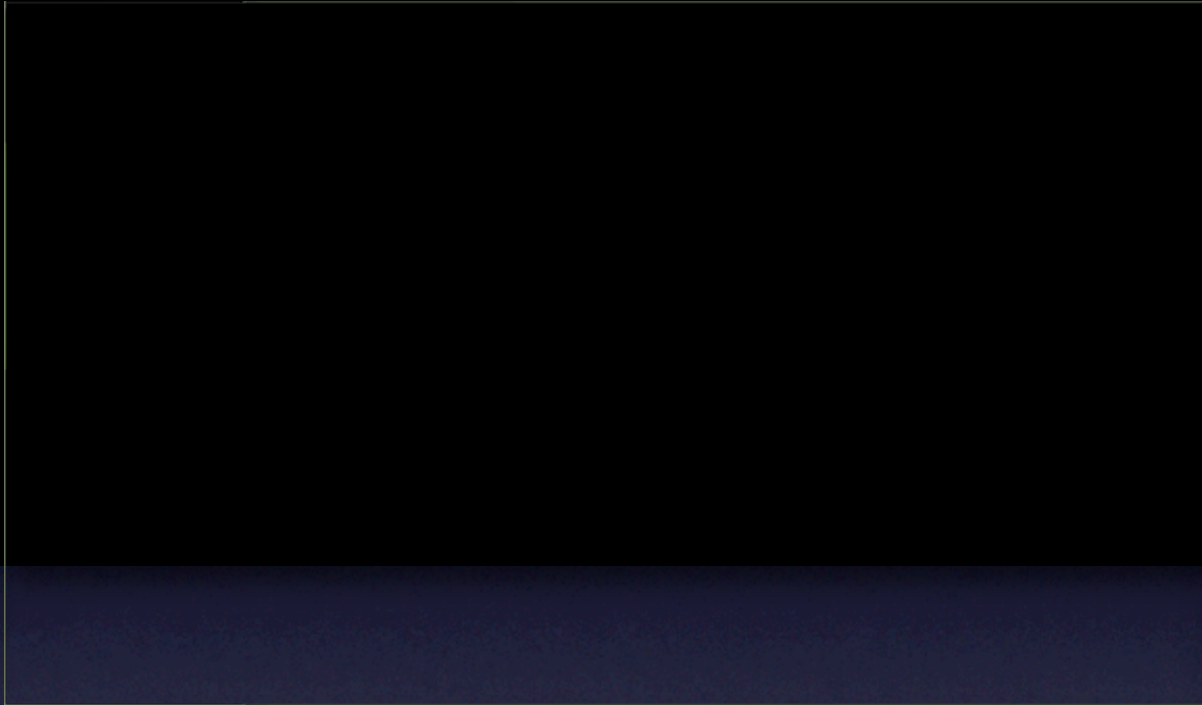
yahoo! teachers. **hints** during interesting moments

DVD Queue (257) [See Queue tips](#) [Update DVD Queue](#)

List Order	Movie Title	Instant	Star Rating	Genre	Expected Availability	Remove
1	Saints and Soldiers		★ ★ ★ ★ ☆	Drama	Now	<input type="checkbox"/>
2	Battlestar Galactica: Season 1: Disc 2		★ ★ Series	Television	Now	<input type="checkbox"/>
3	Battlestar Galactica: Season 1: Disc 3		★ ★ Series	Television	Now	<input type="checkbox"/>
4	Battlestar Galactica: Season 1: Disc 4		★ ★ Series	Television	Now	<input type="checkbox"/>
5	Battlestar Galactica: Season 1: Disc 5		★ ★ Series	Television	Now	<input type="checkbox"/>

netflix. **few hints.**


anti-pattern. **artificial construct**



make it direct. **drag and drop**


Classics

Recommendations



High Plains Drifter
★★★★★
☐ Not Interested
[Add](#)


Amid shoot-outs and existentialism, a mysterious stranger (Clint Eastwood, who also directs) is hired to protect a small town from outlaws. But his recipe for defense could be a deal with the devil, and soon, even the enigmatic gunslinger's ... [Read More](#)



The Great Escape
★★★★★
☐ Not Interested
[Add](#)


Director John Sturges's Oscar-nominated adventure classic follows the true tale of a group-escape attempt from one of Germany's toughest prisoner-of-war camps. Hundreds of Allied POWs join Roger "Big X" Bartlett (Richard Attenborough), Danny "The ... [Read More](#)

[More Recommendations >](#)



Dick Jane
★★★★★
☐ Not Interested
[Add](#)

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




Monty Python and the Holy Grail
★★★★★
☐ Not Interested
[Add](#)

The crown prince's quest for the Holy Grail is a comedy again – this time, in a medieval setting. Perhaps the most controversial ... [Read More](#)


WatchThisNext

Drag n' Drop DVD Recommendations


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




Mean Creek
[Find out more](#)



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



City Heat
[Find out more](#)



The Rainmaker
[Find out more](#)

Drag the DVDs into the boxes below

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

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Or show me more like this.

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

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

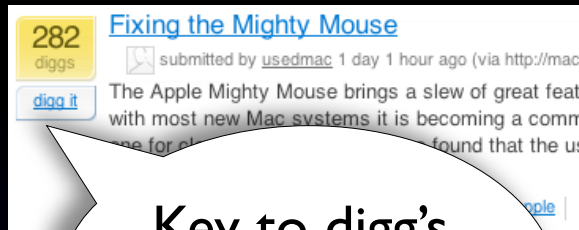
drag and drop

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

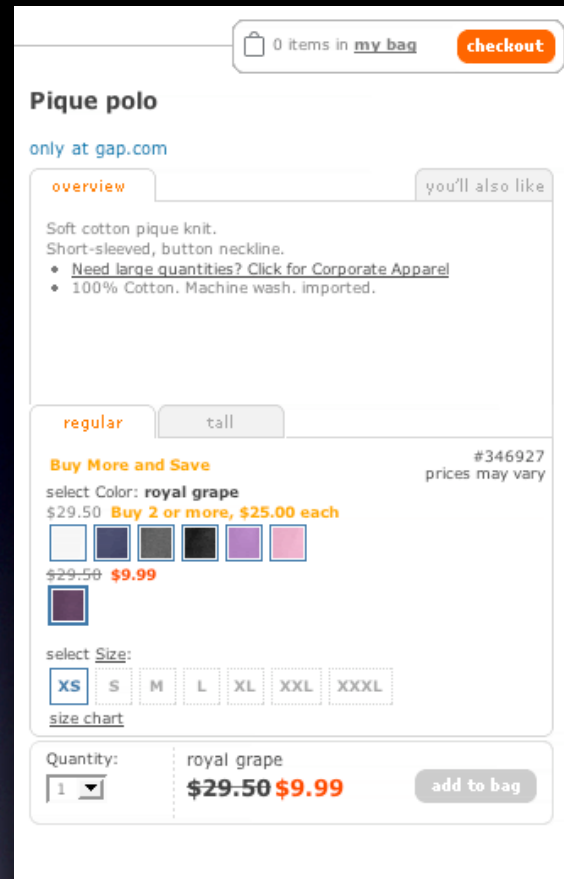
keep it lightweight

keep it lightweight. **contextual tools**

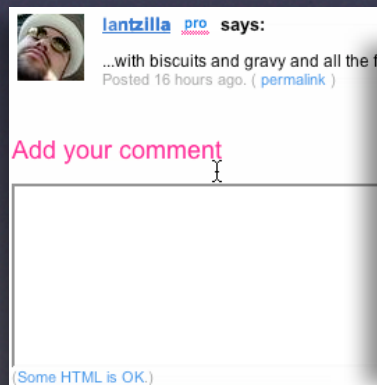
digg. in page action



Key to digg's
early success -
Kevin Rose

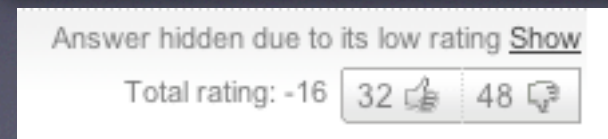
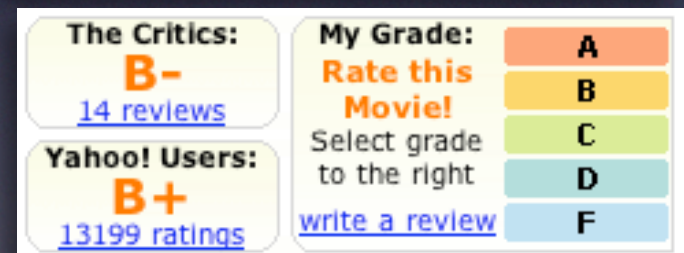
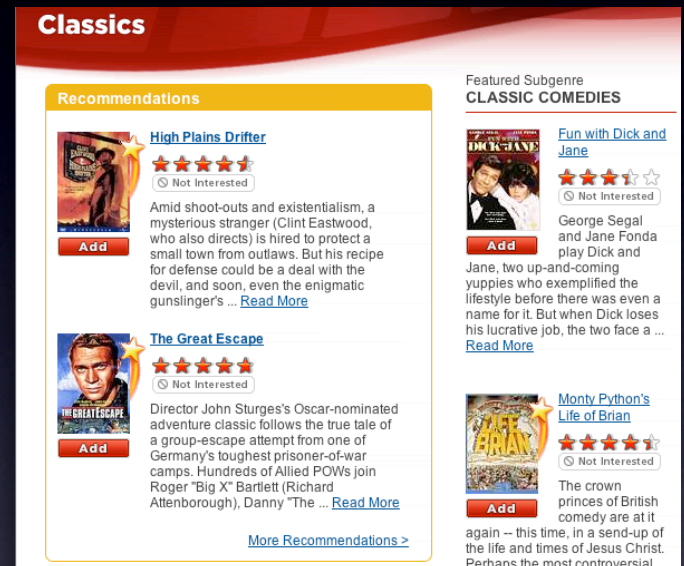
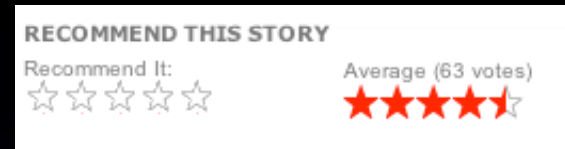


the gap. remembered collections



flickr. in-context tools

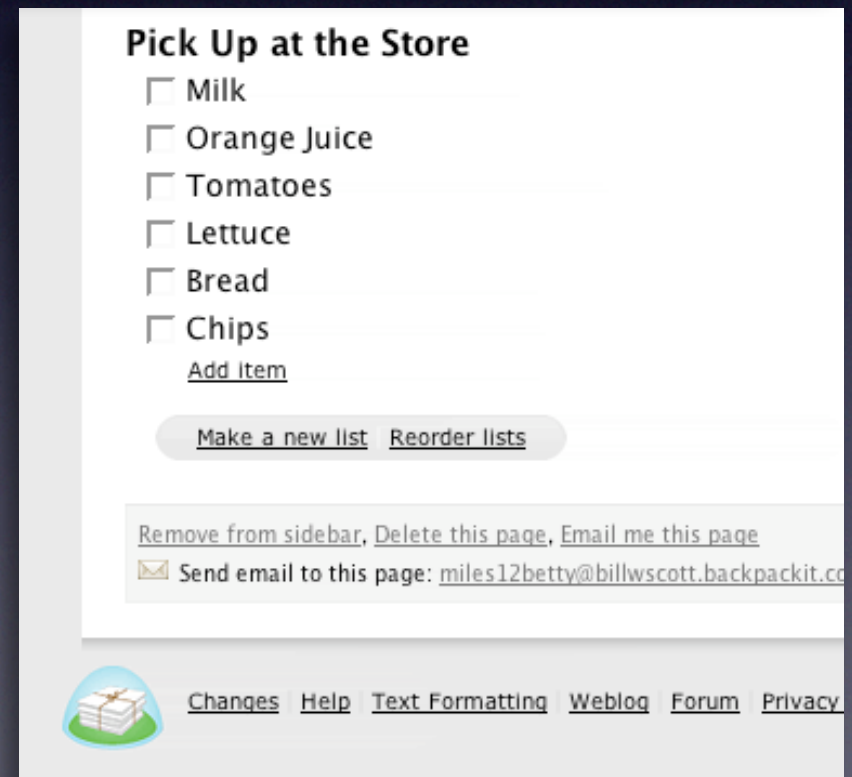
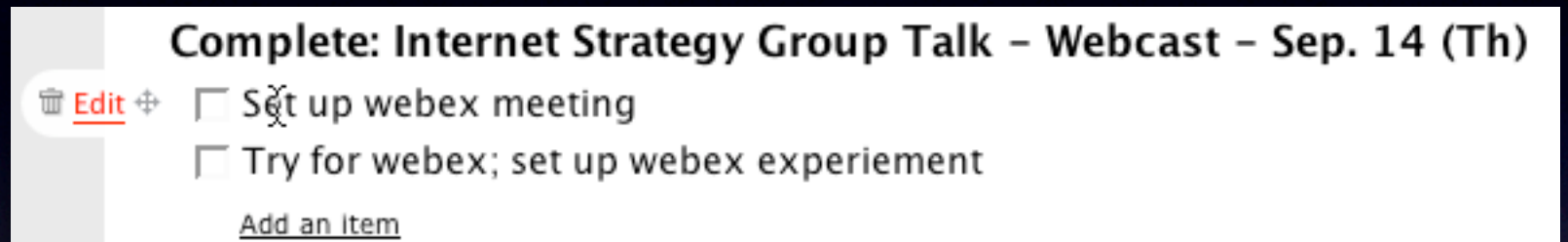
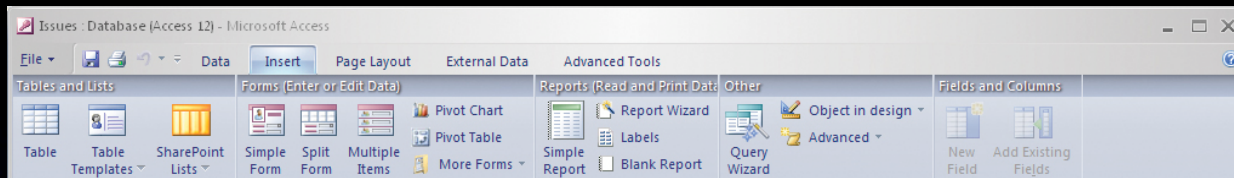
y! news, netflix. rating an object



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



keep it lightweight. **contextual tools**

Remove the “pain points”


Shorten the path

Keep actions immediate and light

Use hover, blur, focus; avoid heavy events

Classics

Recommendations




High Plains Drifter

★★★★★
Not Interested

Amid shoot-outs and existentialism, a mysterious stranger (Clint Eastwood, who also directs) is hired to protect a small town from outlaws. But his recipe for defense could be a deal with the devil, and soon, even the enigmatic gunslinger's ... [Read More](#)

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The Great Escape


★★★★★
Not Interested

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[More Recommendations >](#)

Featured Subgenre
CLASSIC COMEDIES




Fun with Dick and Jane

★★★★★
Not Interested

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

Add



Monty Python's Life of Brian

★★★★★
Not Interested

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

Add

282 diggs

[digg it](#)

Fixing the Mighty Mouse

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

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

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

digg. vote

click-weight

decision time

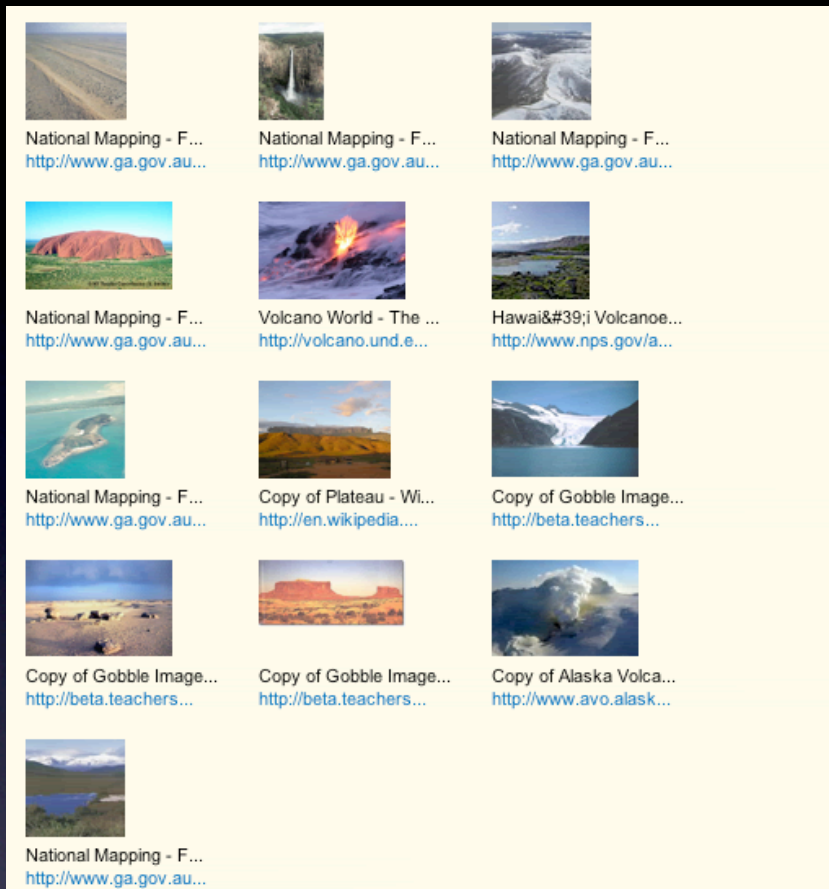
seek time

second guessing

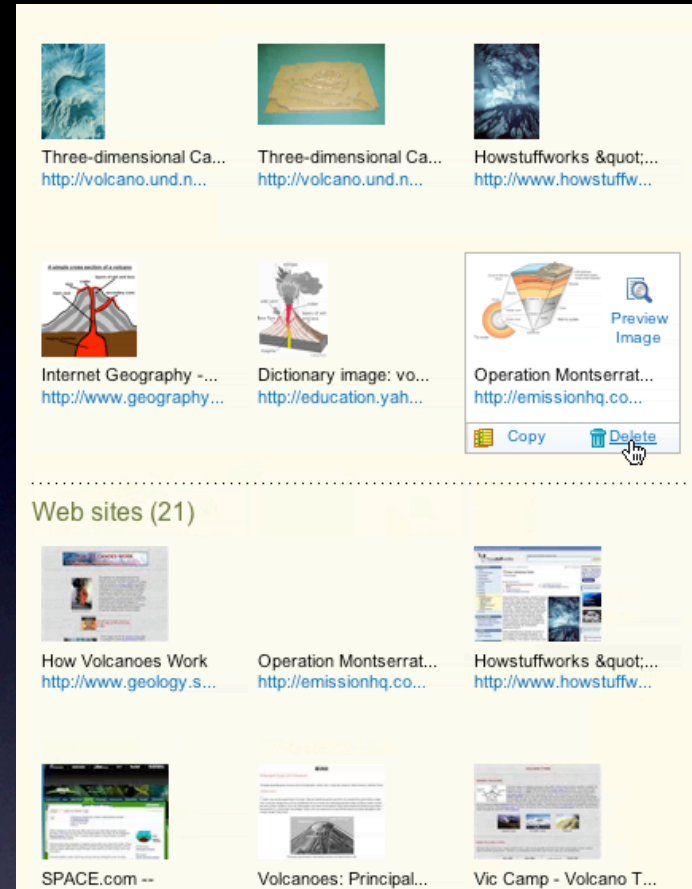
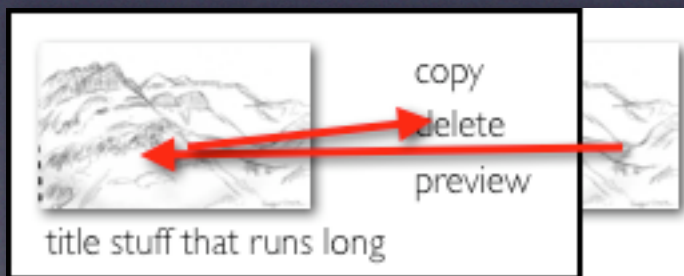
wait time

netflix. ratings

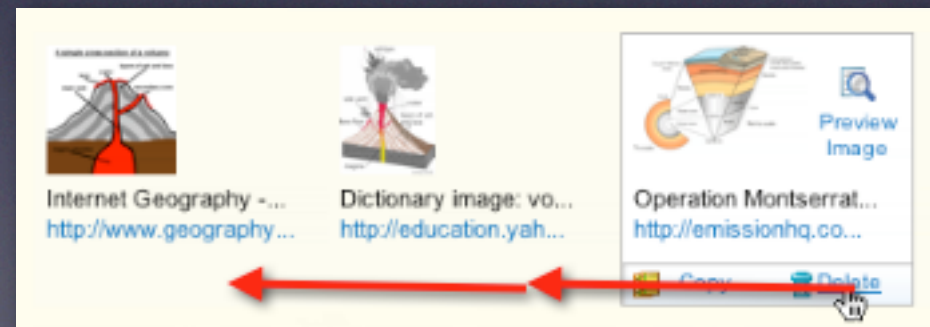
keep it lightweight. **anti-patterns**



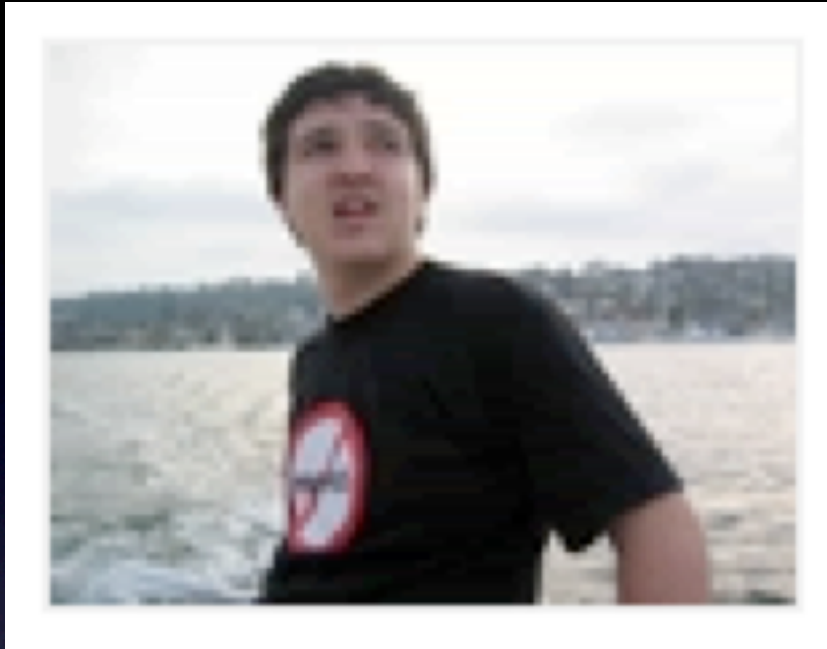
yl teachers. anti-pattern. **hover & cover**



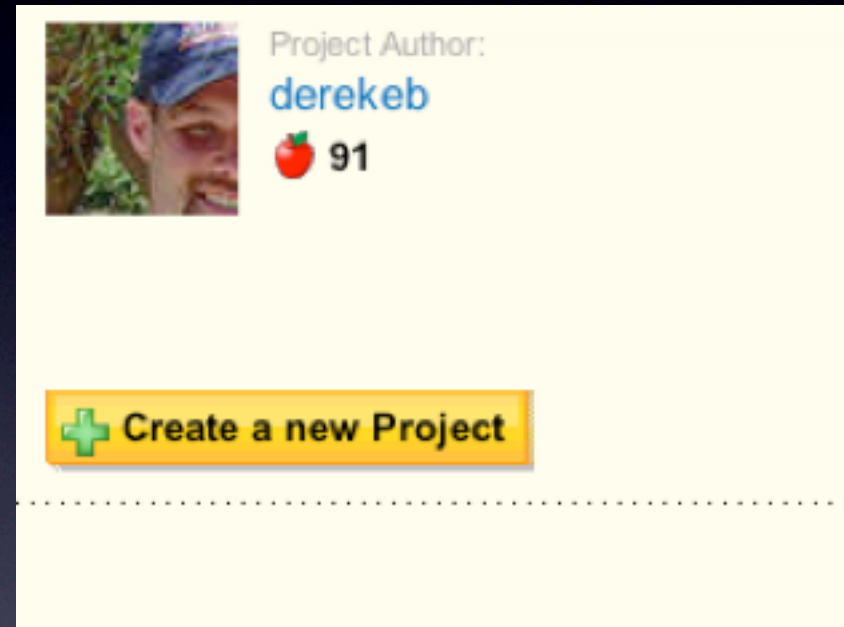
yl teachers. anti-pattern. **hover & cover. resolved**



keep it lightweight. **anti-patterns**



zoomr. anti-pattern. **mystery** meat



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

stay on the page

stay on the page. **overlay**

overlays

dialog overlay

detail overlay

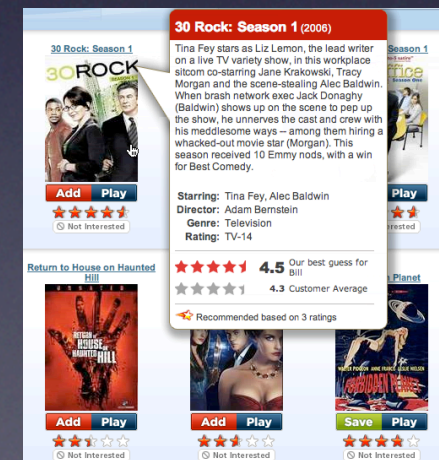
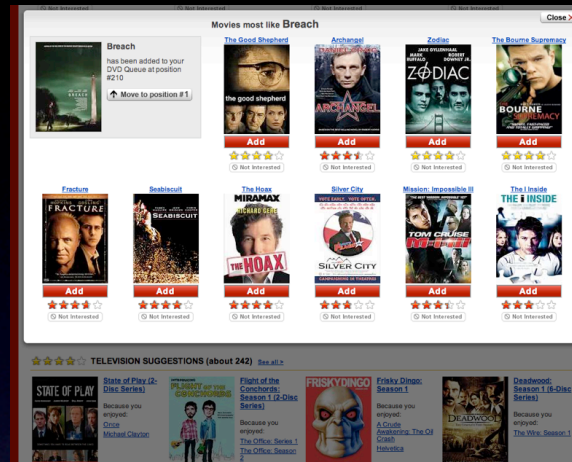
input overlay

considerations

lightbox effect

modality

activation



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PERSONAL CARDS

Manage Your Account | Explore Rewards & Benefits | Additional Products & Services | Apply for a Card

AMERICAN EXPRESS® REWARDS PLUS GOLD CARD

Already a Card Member? If yes, the application will be shorter. ☐ Yes ☐ No

First Name* Last Name*

Middle Initial Name on Card*

Home Street Address* Home Apt/Subst.

Home Zip Code* Home Phone Number

Do you ☐ Own? ☐ Rent? ☐ Lease? ☐ Other?

Date of Birth* E-mail Address* Social Security Number*

Employer Name Employer Phone Number

Employer City Employer State

Alimony, child support, or separate maintenance need not be revealed if you do not wish to rely on it.

Annual Household Income* Income Source*

Do You Have A (check all that apply): ☐ Checking Account? ☐ Money Market/Savings?

☐ Additional Cards

Share the benefits of American Express with up to 5 Additional Cards with no annual fee. (Please issue Additional Card(s) to the following individuals age 18 and over.)

☐ By checking this box, I certify that I have read, met and agreed to all the terms, conditions and disclosures which certain rate, fee and other important information. I understand that the annual Card fee is \$150. Membership Rewards partners will receive certain information about you in order to provide the benefits of your Membership Rewards account.

CONTINUE TO VERIFY

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

Home Prints & Gifts View Cart Settings Help Search My Tags

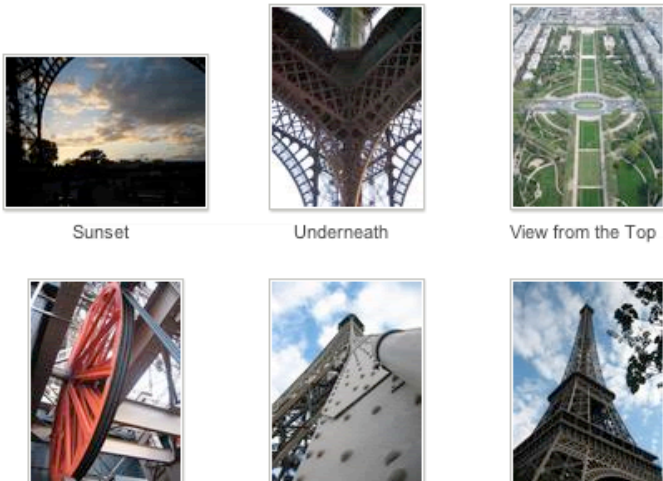
[+ Upload Photos](#)

All My Photos

Slideshow Create Share Edit Prints & Gifts

Drag photos into this tray and choose a task above.

Sort by: Date



Sunset Underneath View from the Top

Eiffel Pulley From Second Floor Up Eiffel Tower

Friendly advice for photo sharing.

anti-pattern. y! photos. idiot boxes

stay on the page. **overlay**

> Back-to-School Deals > TV Box Sets: 40% Off

Merriam-Webster's Collegiate Dictionary
by Merriam-Webster Editorial Staff
(Hardcover)
\$26.95 List Price
\$18.86 Online Price (save 30%)
\$16.97 Member Price



Merriam-Webster's Collegiate Dictionary
Merriam-Webster Editorial Staff
Format: Hardcover
Online Price: \$18.86
Members Pay: \$16.97
Customer Rating: ★★★★★
Usually ships within 24 hours

[Add to Cart](#)

[Add to Wish List](#)

Save on atlases, dictionaries, SAT prep and college guides, [dorm room décor](#), educational toys, and more.

[> Buy TV Box Sets at 40% Off](#)
[> Browse the DVD store](#)

Schedule a [TV-on-DVD](#) marathon! Catch up with your favorites before the new season starts. Load up on hundreds of specially marked box sets online and select titles in stores.

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

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

[Ray!: Original Motion Picture Soundtrack](#)

Forty Associates recently added Associate sites who viewed a purchase nearly 6% of the time. Now we're opening the beta up through a product preview-en [testing product previews](#).

Don't worry if you don't already process. [Click here](#) for answers to questions you might have about the beta program.

amazon.com

Ray!: Original Motion Picture Soundtrack
by Ray Charles
New: **\$12.97** [100 new & used](#) from **\$8.97**
Usually ships within 24 hours
Average Customer Review: ★★★★★



[Buy Now](#)

[Privacy Information](#)

the beta, visitors to clicks resulted in a

s who refer a sale [New Associates in beta](#)

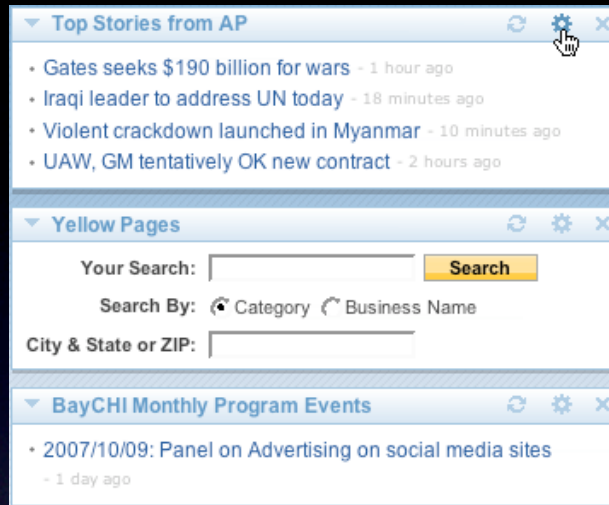
part of the sign-up

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

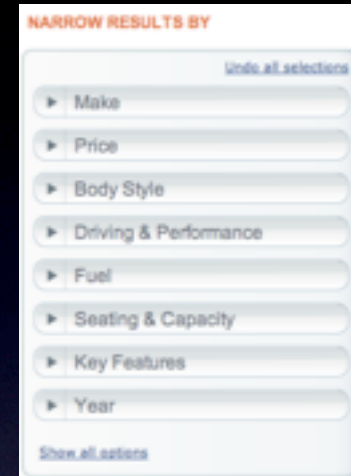
stay on the page. **inlay**

inlays

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



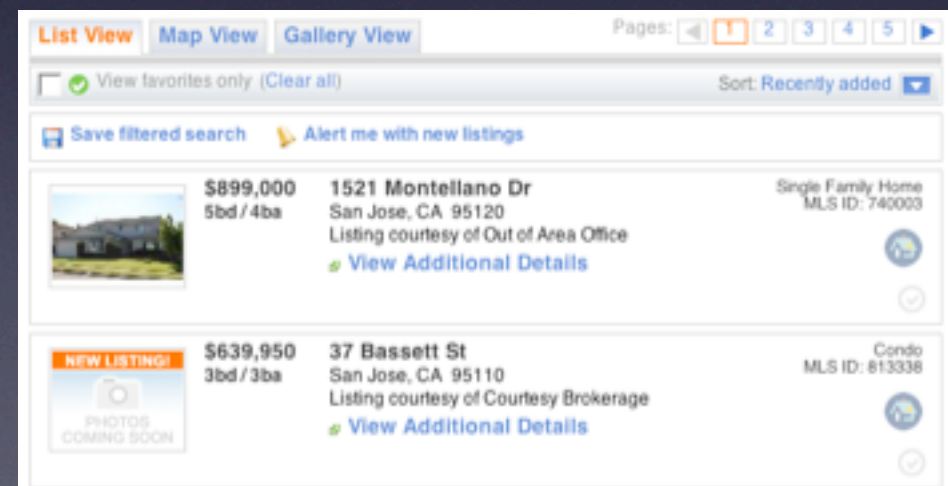
my y!. in-context configuration



y! autos. accordion
















bbc. in-context configuration



roost. in-context insight

stay on the page. **virtual**

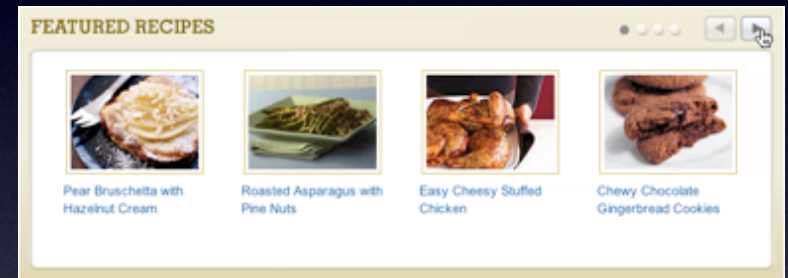
mlslistings. **pagination**

Photo <small>Click for info</small>	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # <small>(Click for info)</small>	More Photos <small>(Click for view)</small>	Virtual Tours <small>(Click for view)</small>
	\$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

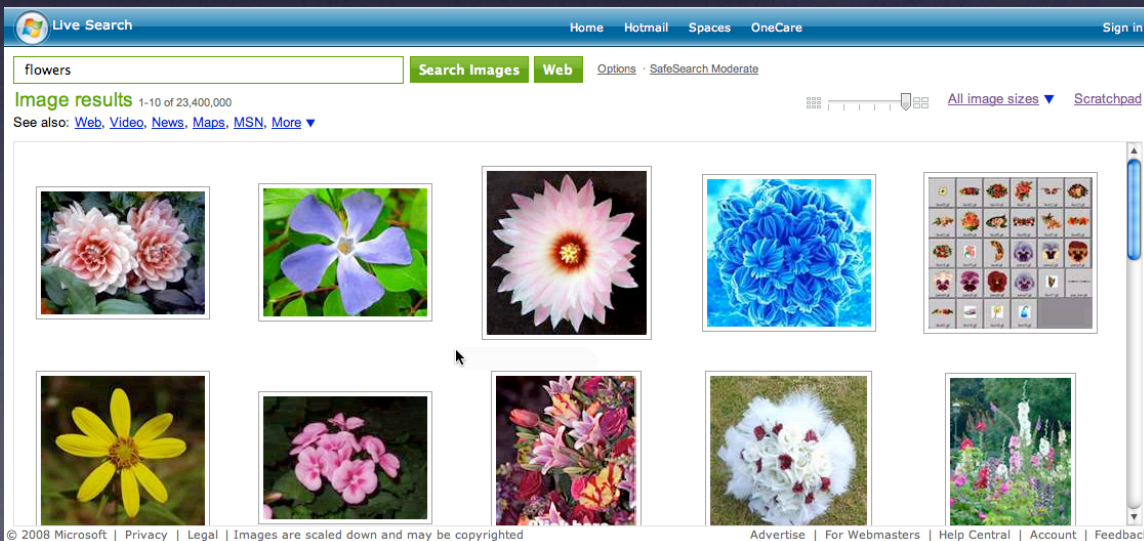
New Search << Previous Next >>

Rethink paging

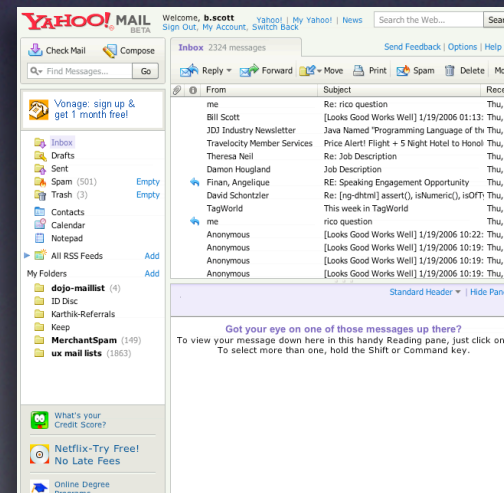
use scrolling for “owned” data
watch out for dual scroll bar issue
hybrid of paging & scrolling



y! health. **carousel**



microsoft live. **paged scrolling**



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

endless. seamless paging

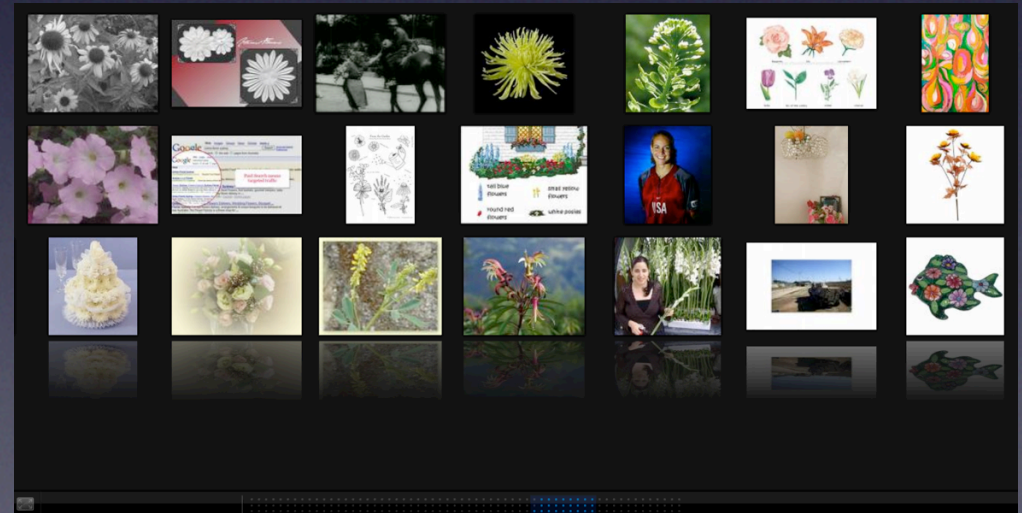


stay on the page. **virtual**

Rethink paging
in-place paging
zoomable user interface (zui)



hard rock cafe. **zui**

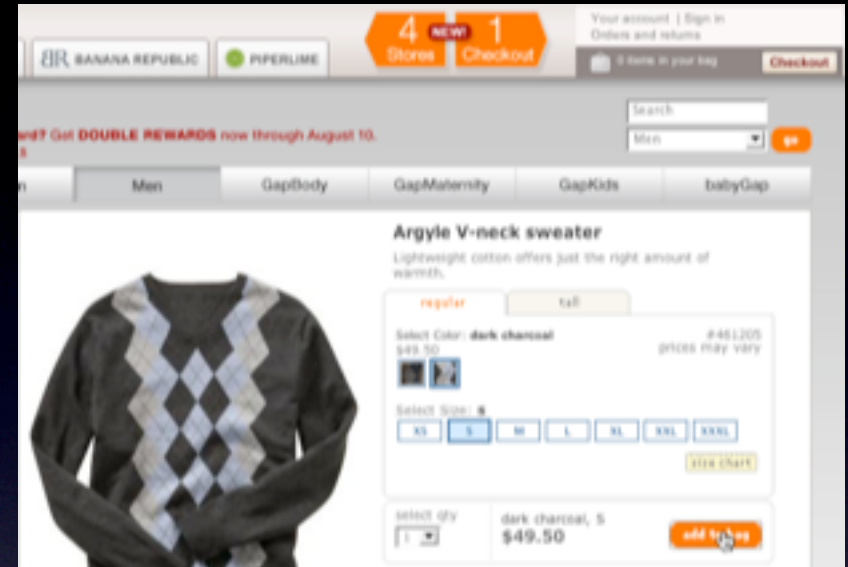


cool iris (piclens). **zui**

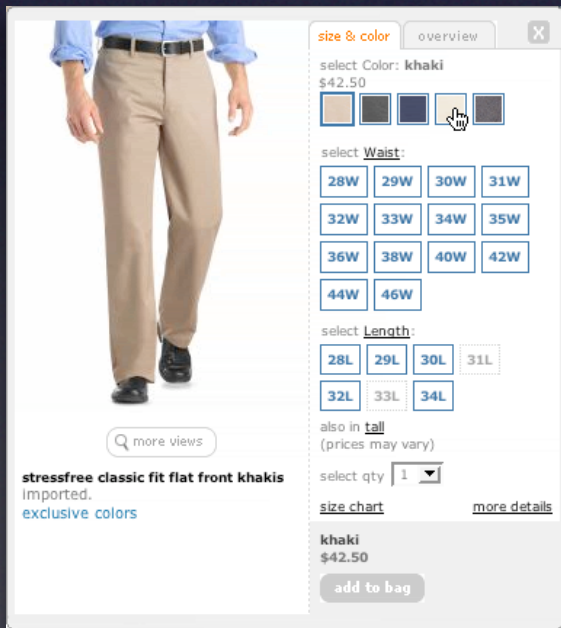
stay on the page. **process flow**

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

Click buttons below to select check-in date, check-out date, rooms, adults and children.

July 2008 - August 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Check-in: Check-out:

Adults: Rooms:

Children: (10 and under)

Reset

Legend - Click for details

- Available Date
- Selected Date
- Unavailable Date
- Check-out Only

Choose a room below and availability will be displayed on the calendar.

Total (all room nights)

Superior South

Superior Main

Intermediate Main

Intermediate West

Standard

Suite

Complete form, click "Finish Reservation" & complete your reservation.

Check-in: Check-out:

Room Type:

Nights: Rooms:

Adults: Children:

Amount:

Taxes:

Total:

*First Name *Last Name

*Address

*City *State/Province

*Country *Postal Code

*Email

*Phone Fax

Cardholder Expiration (MM/YY)

Card Number

Arrival Information

Comments/Requests

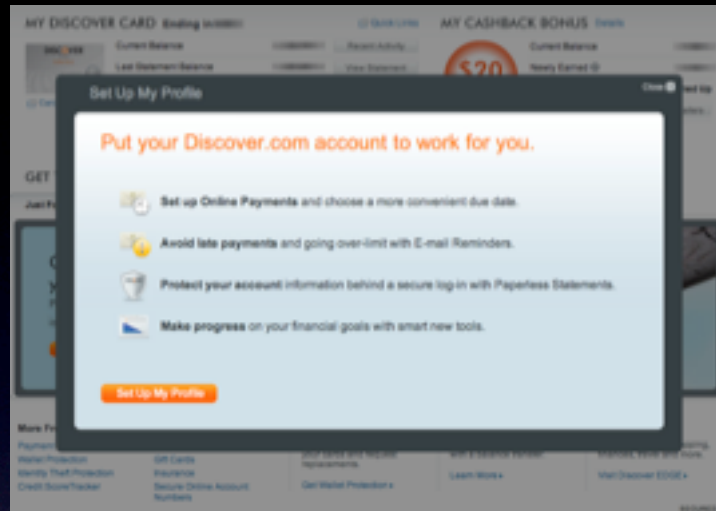
* Fields with an asterisk are required

☒ Include me in future email campaigns

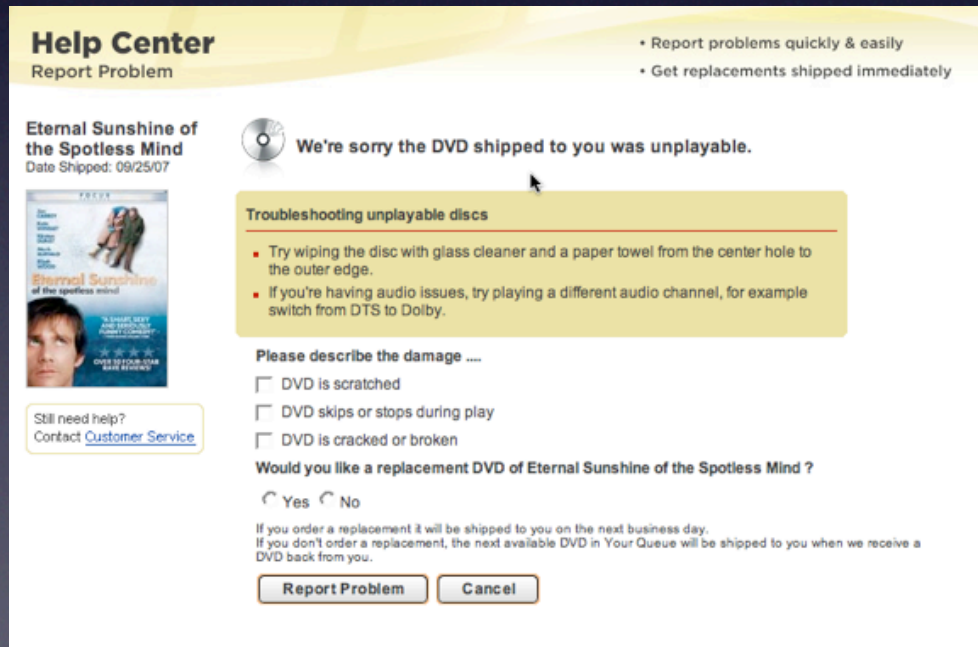
Finish Reservation

broadmoor hotel. one page checkout

step by step?
yes, sometimes works best

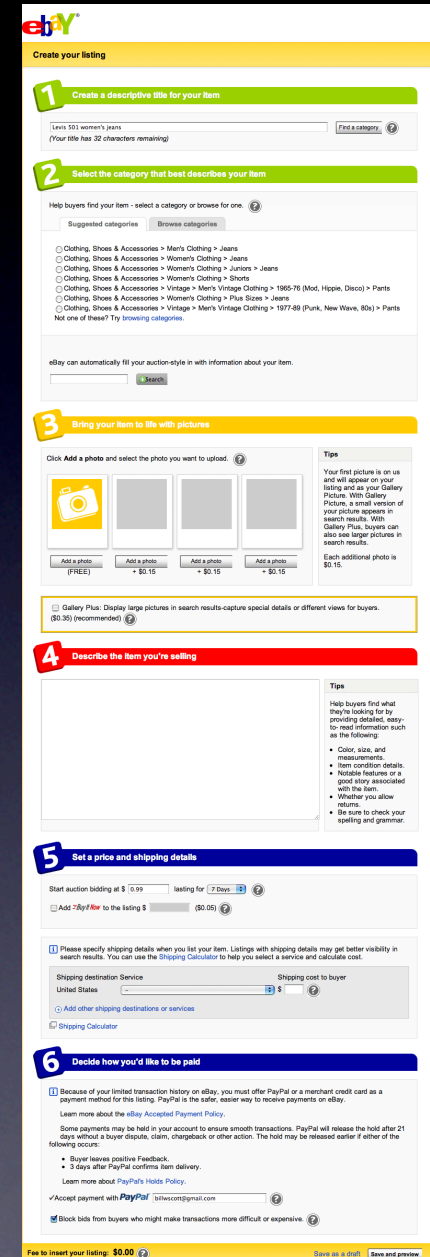


discover card. step by step



netflix. step by step

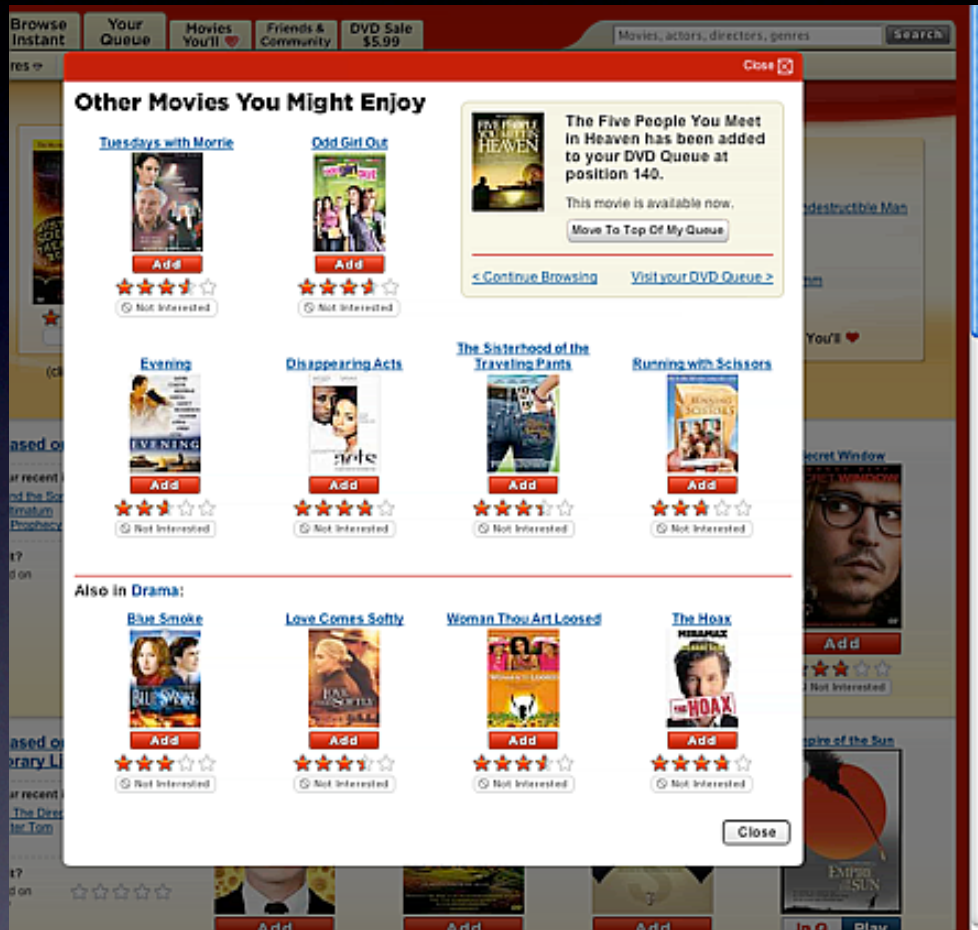
stay on the page. **process flow**



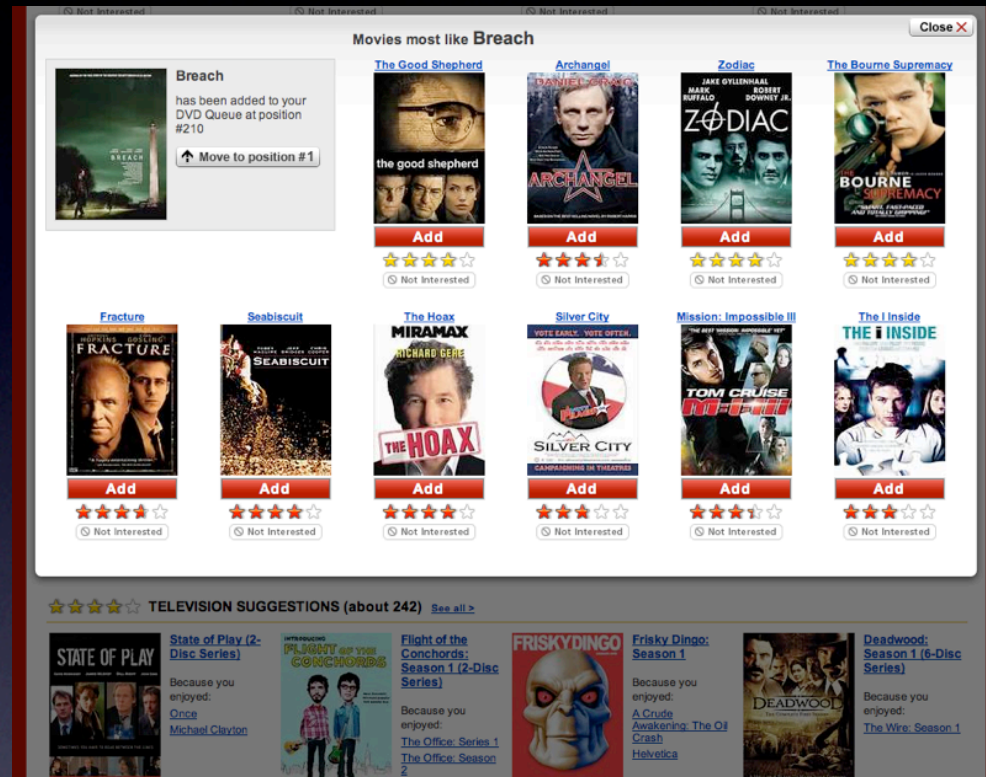
ebay. single page flow

stay on the page. **anti-patterns**

the answer is in testing



netflix. **stalker overlay**



netflix. **simpler overlay**

offer an invitation

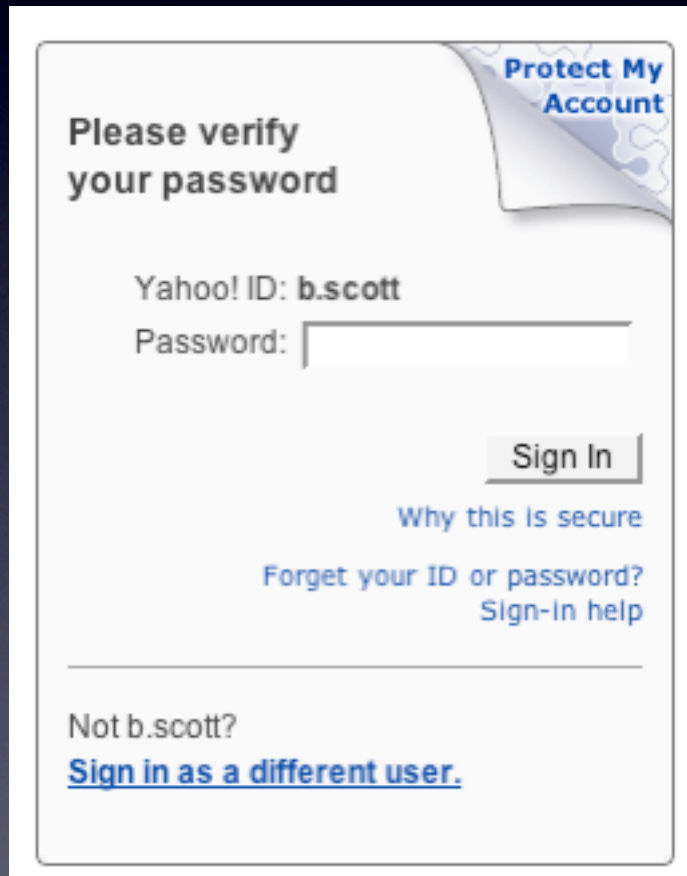
offer an invitation. **static invitation**

unfinished look

dog-ear

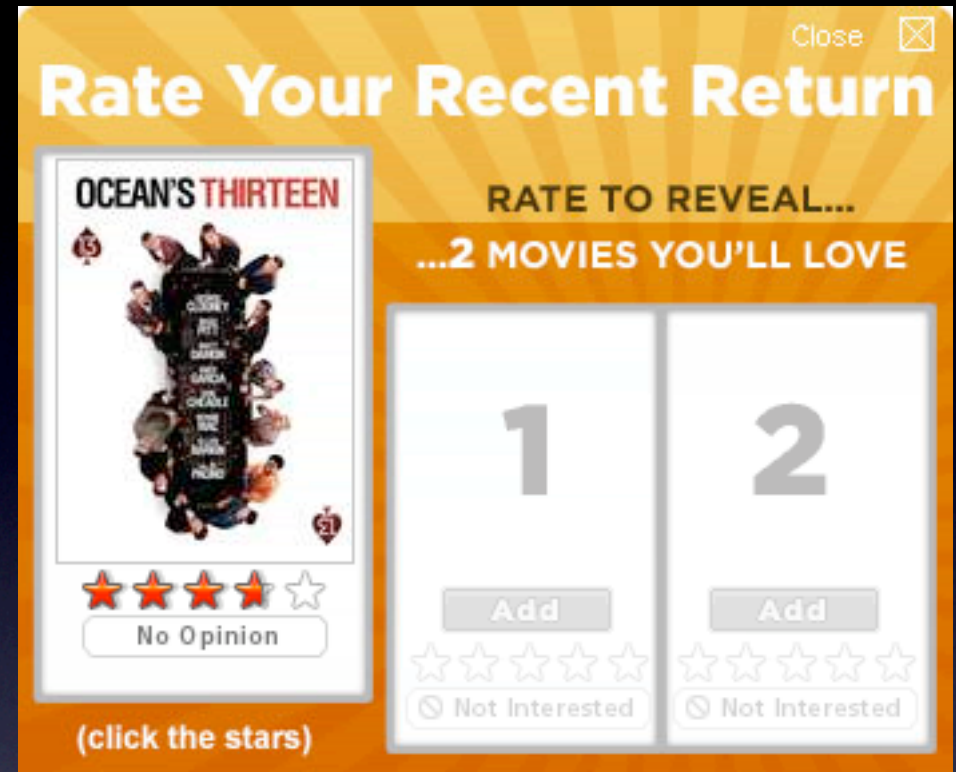
empty slots

blank slate



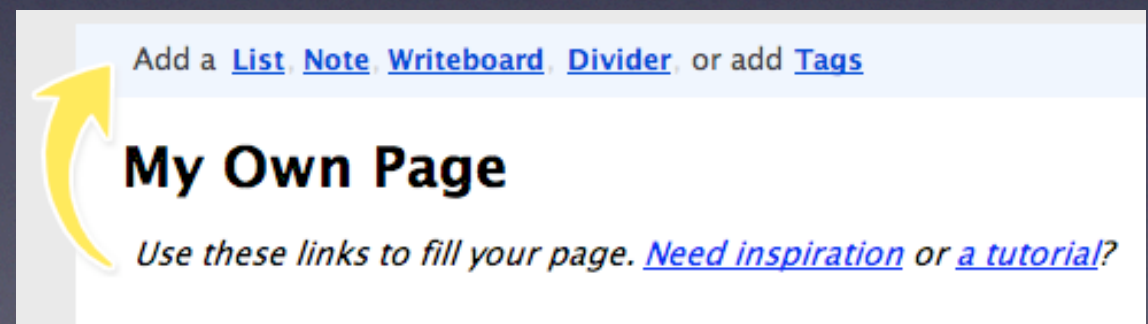
The image shows a Yahoo! login page. At the top right, there is a blue dog-ear graphic with the text "Protect My Account". The main heading is "Please verify your password". Below it, the "Yahoo! ID" is "b.scott". The "Password" field is empty. There is a "Sign In" button. Below the button, there are links: "Why this is secure", "Forget your ID or password?", and "Sign-In help". At the bottom, there is a link: "Not b.scott? Sign in as a different user."

yahoo login! dog-ear invite



The image shows a Netflix interface titled "Rate Your Recent Return". It features a movie poster for "OCEAN'S THIRTEEN" with a rating of "No Opinion" (4 stars out of 5). To the right, there are two columns labeled "1" and "2" under the heading "RATE TO REVEAL... ...2 MOVIES YOU'LL LOVE". Each column has an "Add" button and a "Not Interested" button. The interface is designed to encourage users to rate movies they've recently watched.

netflix. rate invitation (blank slots)



The image shows a Backpackit interface titled "My Own Page". It features a yellow arrow pointing to a section where users can add content. The text says: "Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)". Below this, there is a heading "My Own Page" and a subheading "Use these links to fill your page. [Need inspiration](#) or [a tutorial?](#)".




backpackit. blank slate invitation

offer an invitation. **static invitation**

call to action

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

Paydown Planner **at a Glance** [Back](#)

- 1** Get a clear picture of your account.

No hunting for your statement. Log in and we'll load in your account information.
- 2** You make changes. We do the math.

Enter your paydown goals. We'll help you reach them.
- 3** Reach your goals.

Get a plan that works for you. Plus, get access to other tools and info to help you get ahead.

See it in action. [Watch Demo](#)

discover! 1-2-3 call to action

1 Search Smarter... **2** Find it Faster... **3** Get Personal. [Next >](#) [Close](#)

Switch to old page [Yahoo! Tech: TV tune-up makeover. Sponsored by Verizon Wireless.](#)

YAHOO! Web | Images | Video | Audio | Directory | Local | News | Shopping

Search: [Web Search](#)

[My Yahoo!](#) [My Mail](#)

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

[Mail](#) [Messenger](#) [Radio](#)

[Weather 59° - 88°](#) [Local](#) [Movies](#)

Search smarter

[Web](#) [Images](#) [Video](#) [Directory](#)

[Yahoo! Answers: Ask a question](#) [Answer questions](#)

Find things faster and easier with handy tabs to narrow your search

- Search the Web on any topic
- Click a tab to focus your search on Images, Video, Local and more
- Try Yahoo! Answers: A new place to get real answers from real people

[Next >](#)

PEPSI COOL TONES AND MOTOROLA PHONES

yahoo! tour invitation

CHANNELS

Learn more about Starz On Demand
See all Starz On Demand movies
See how it works!
Subscribe Now!
See all Starz On Demand HD movies

May 16 - June 12 **May 18 - June 12** **May 18 - June 14** **May 20 - June 5**

NEXT **ENSLAVERS OF CLAUDE** **Underdog** **Spider-Man 3**

Pirates of the Caribbean: At World's End Watch both Pirates. [Full aboard](#)

Trapped in Paradise This month on Starz On Demand. [Schedule](#)

Starz On Demand Showing this month on Starz On Demand. [Learn More](#)

starz play! sneak peek in carousel

offer an invitation. **dynamic invitation**

Discoverability

No easy answer

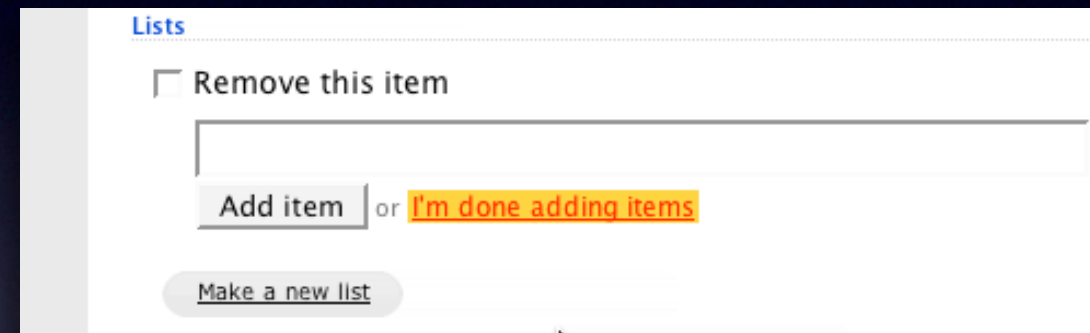
Use the hover to reveal interaction

Use the familiar to teach the new

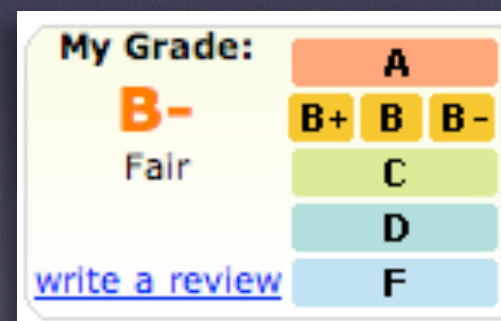
Can't flag all interactions



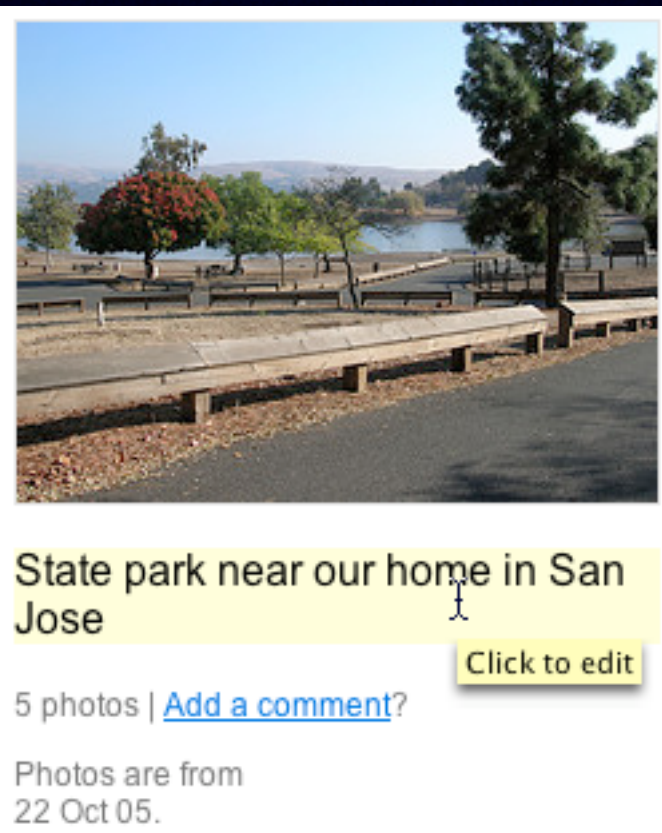
backpackit (fake). **being too explicit**



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



y! movies. **hover invitation**

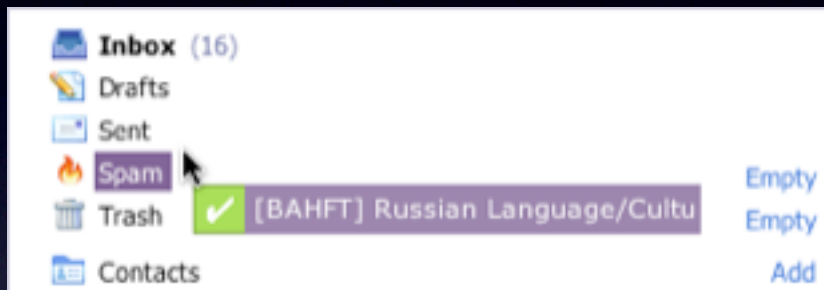


flickr. **hover invitation**

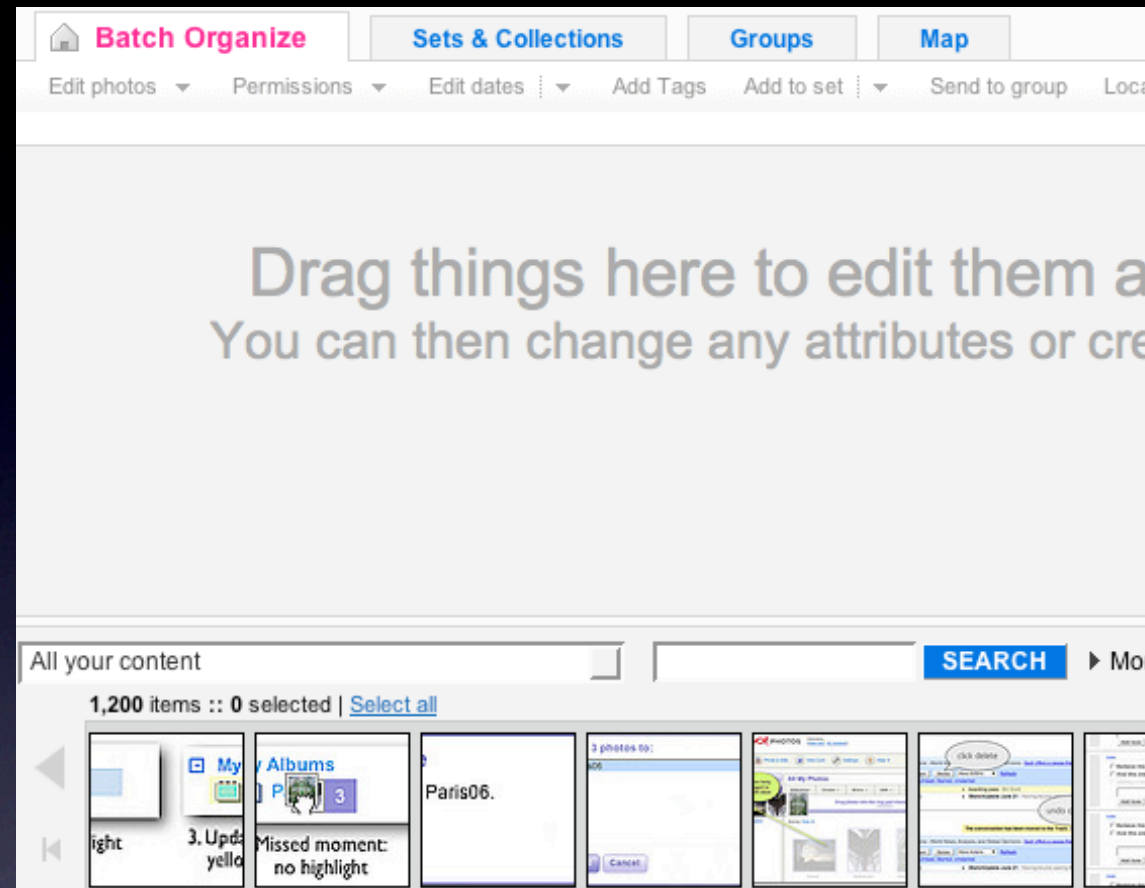
offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after

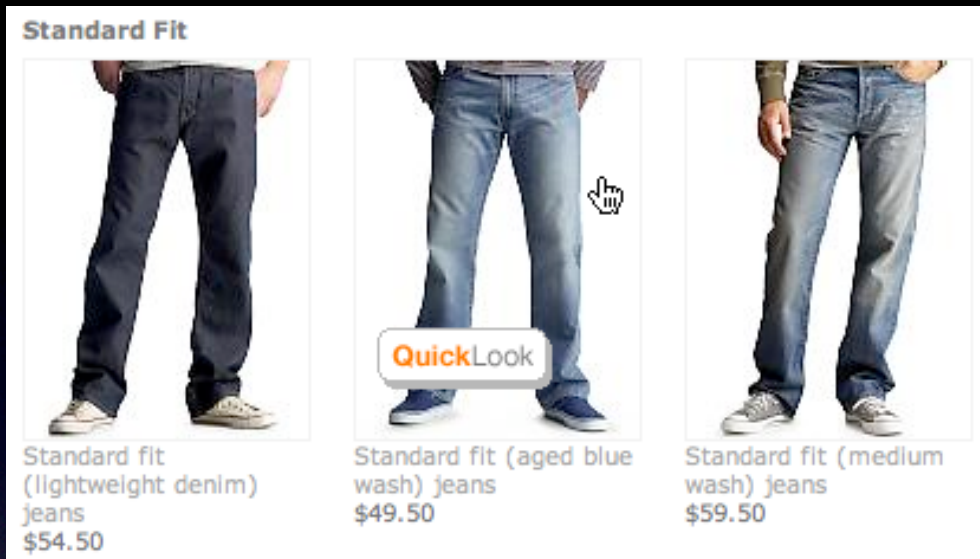


flickr: drop here invitation (interactive)



flickr: drop here invitation (static)

offer an invitation. **dynamic invitation**



the gap. **button**



y! mail. **embedded buttons**

bridge the new with the old
hyperlinks as actions
reveal with hovers
drop down clues



backpackit. **revealed hyperlinks/icons**



flickr. **drop down affordance**

offer an invitation. **anti-patterns**

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

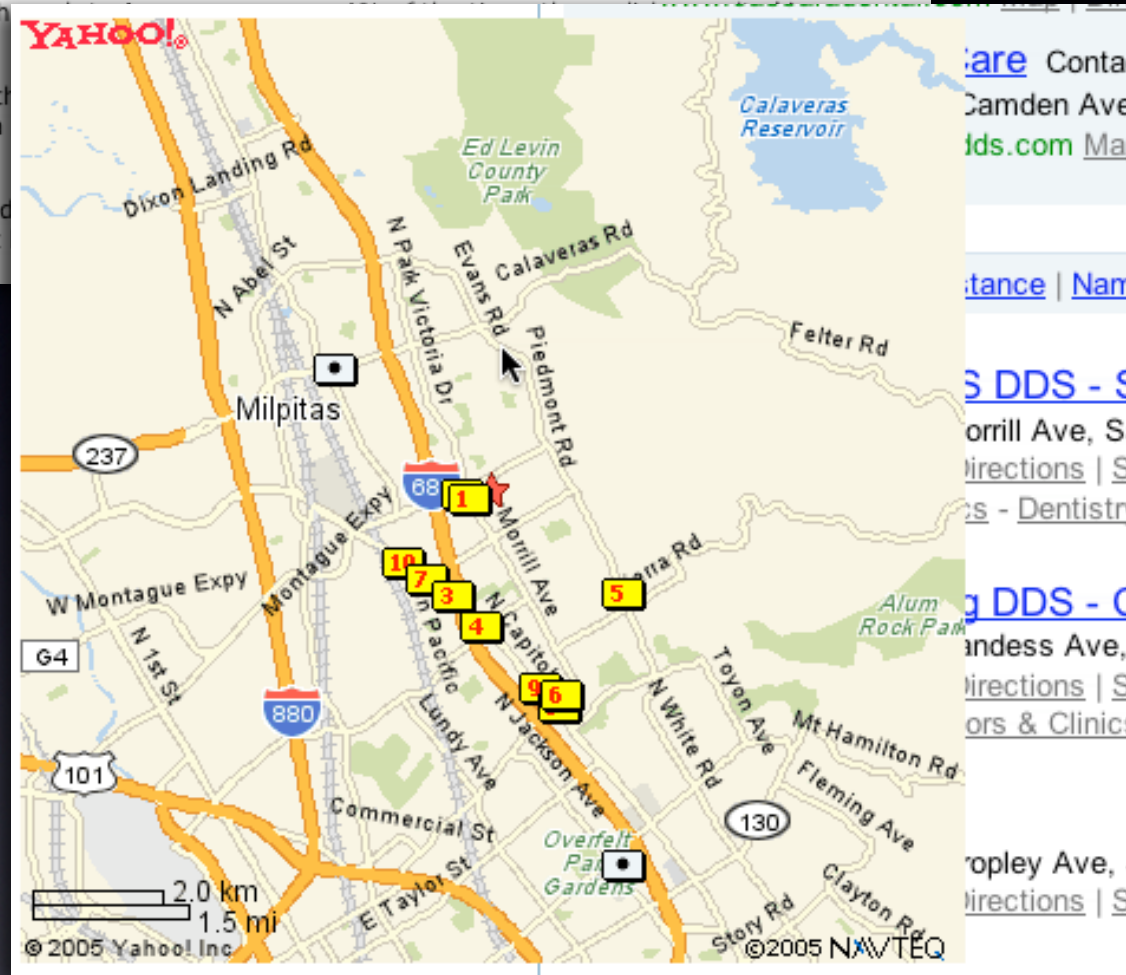


Forty Associates recently added product previews to their Web site as part of a small beta program. During the beta, visitors to Associate sites who viewed a product preview clicked the purchase nearly 6% of the time.

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

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

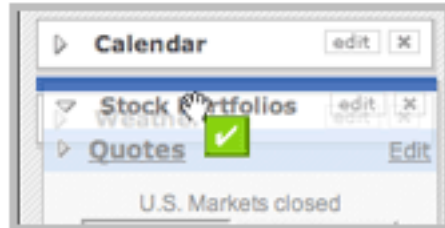
anti-pattern. amazon. **mouse trap**



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

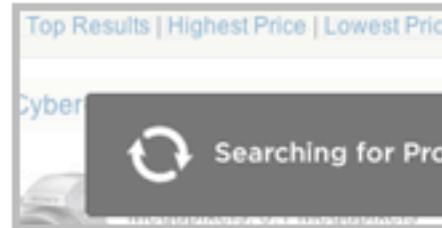
use transitions

use transitions



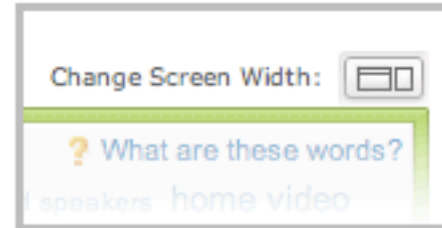
Animate Transition

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



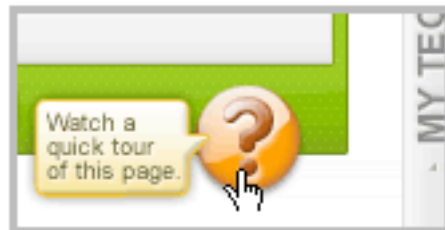
Brighten Transition

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



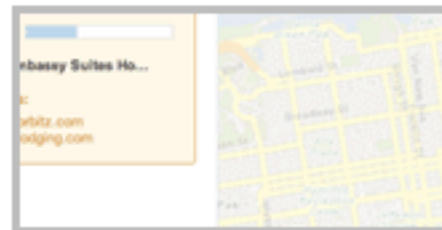
Collapse Transition

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.



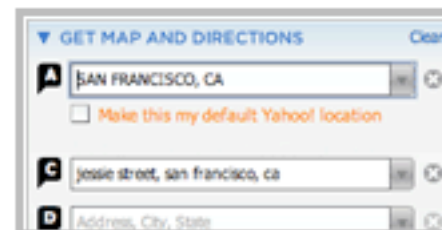
Fade In Transition

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.

Speak to the brain

Understanding attention processing

MIND HACKS

Tips & Tools for Using Your Brain



**Tom Stafford &
Matt Webb**

O'REILLY®

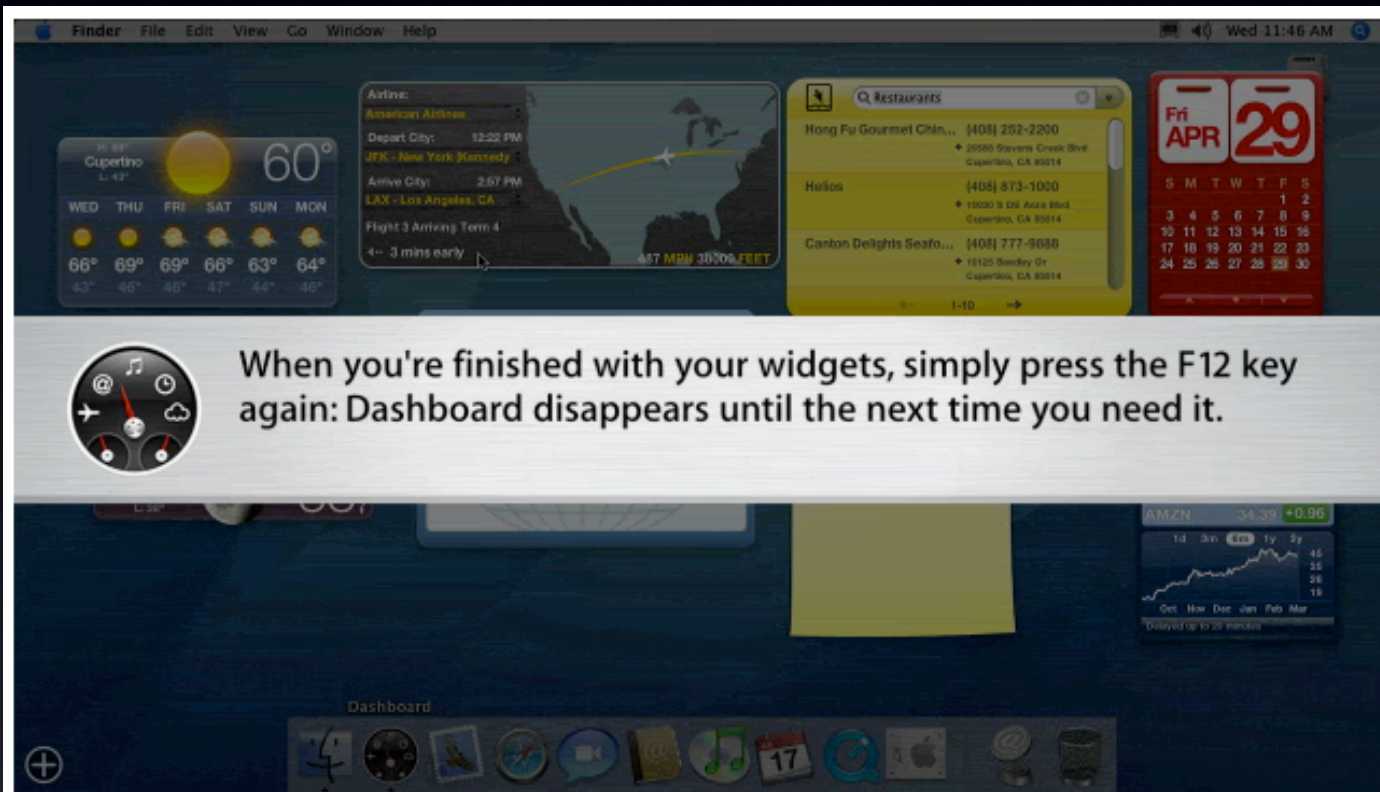
Foreword by Steven Johnson, author of Mind Wide Open

use transitions

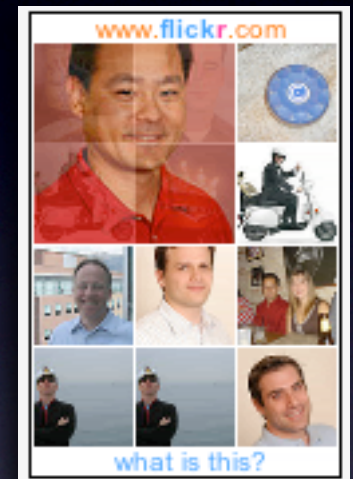
Speak to the brain

Understanding attention processing

Sending the wrong message



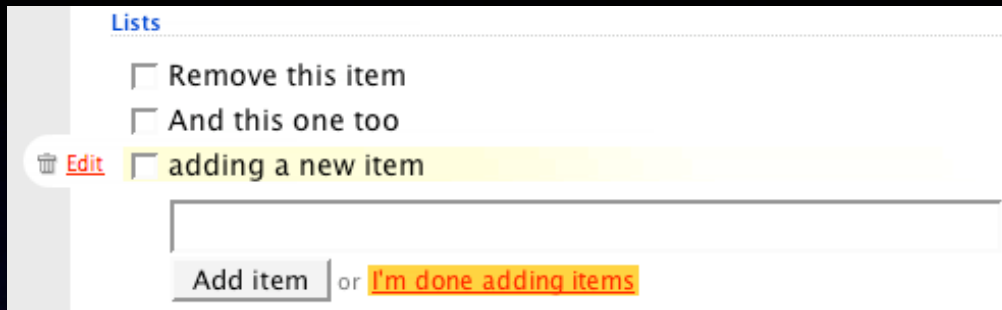
mac widgets



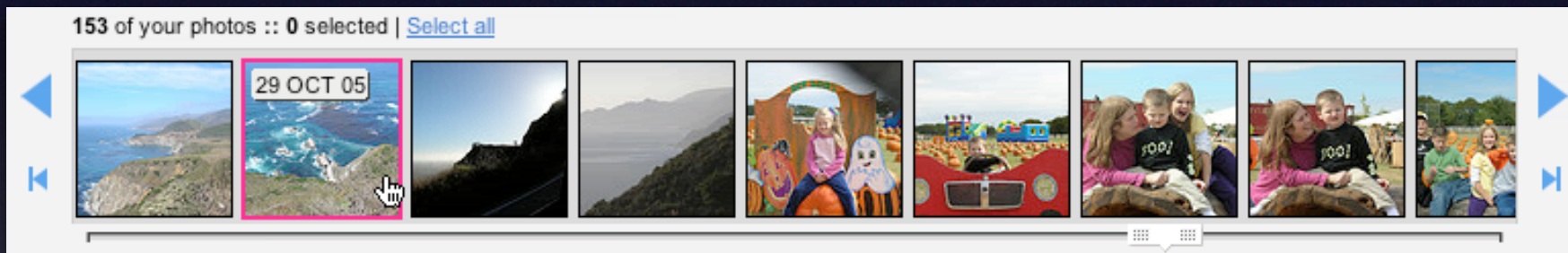
flickr zeitgeist

use transitions

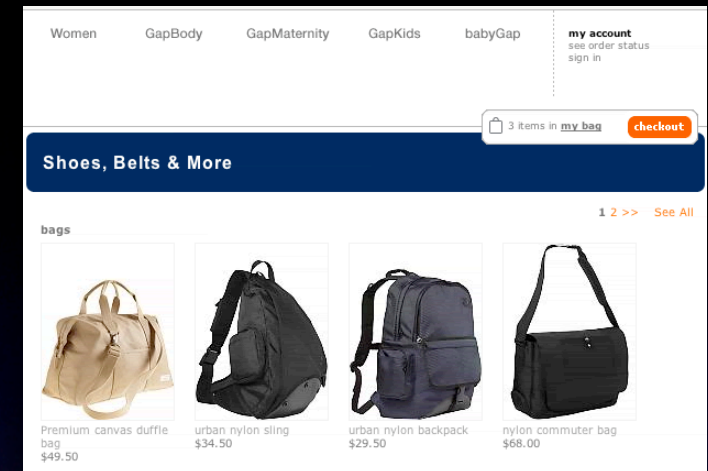
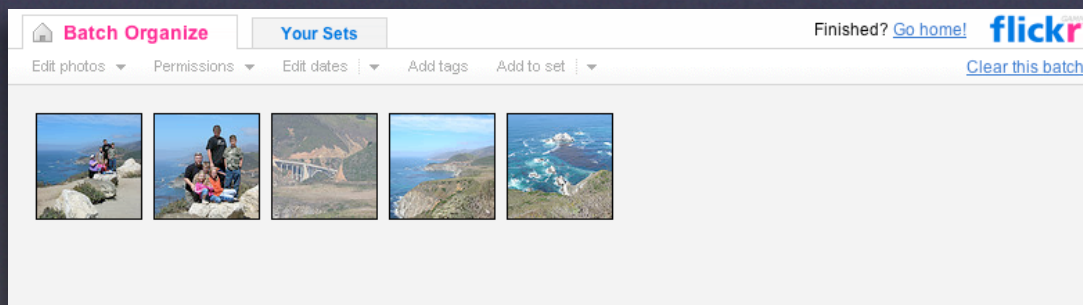
backpackit. fade transition + self-healing transition.



flickr. slide transition.



flickr. active spotlight.




the gap. zoom box.

use transitions

Lists

☐ Remove this item

☐ And this one too

 [Edit](#) ☐ adding a new item

or

you can...

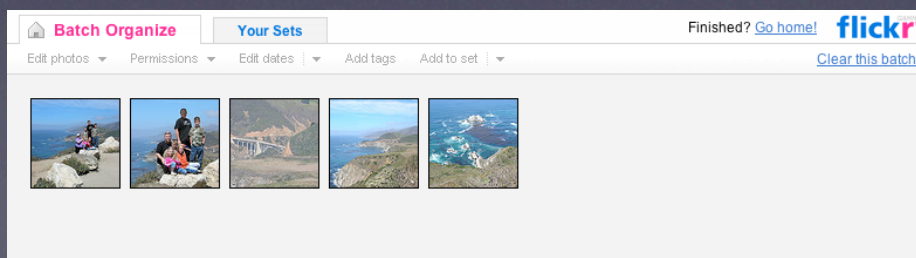
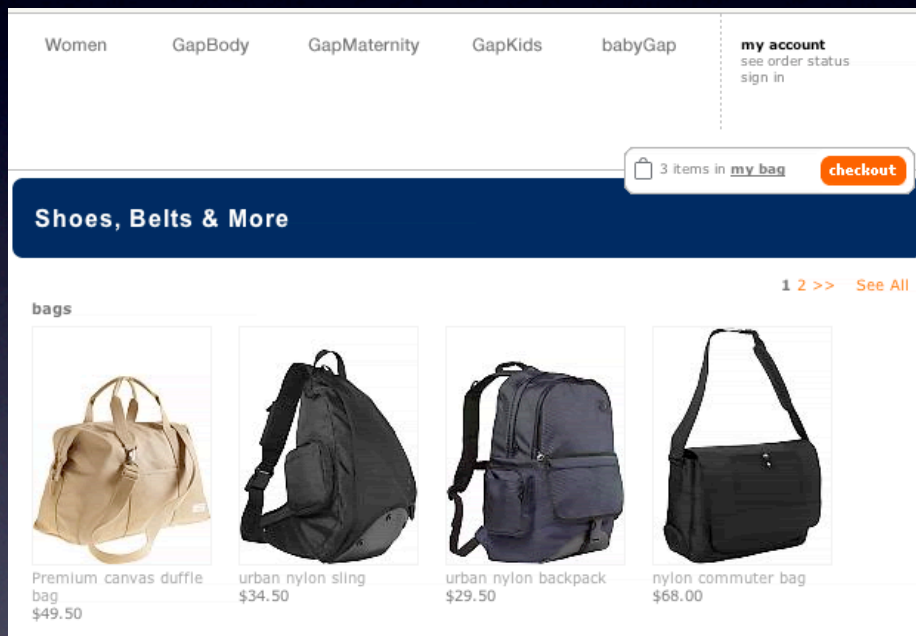
speed up time

slow down interaction

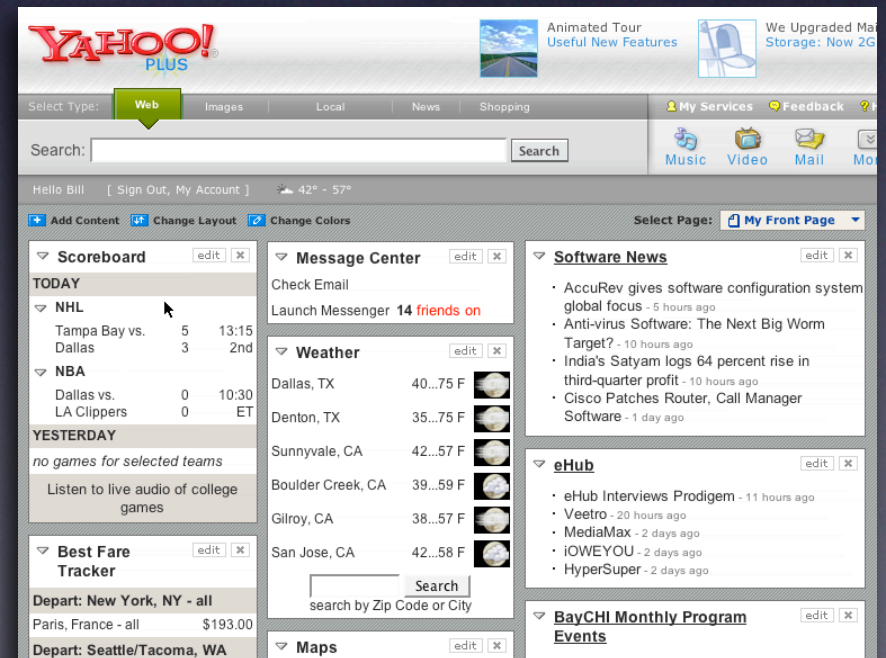
show state change

show relationships between objects

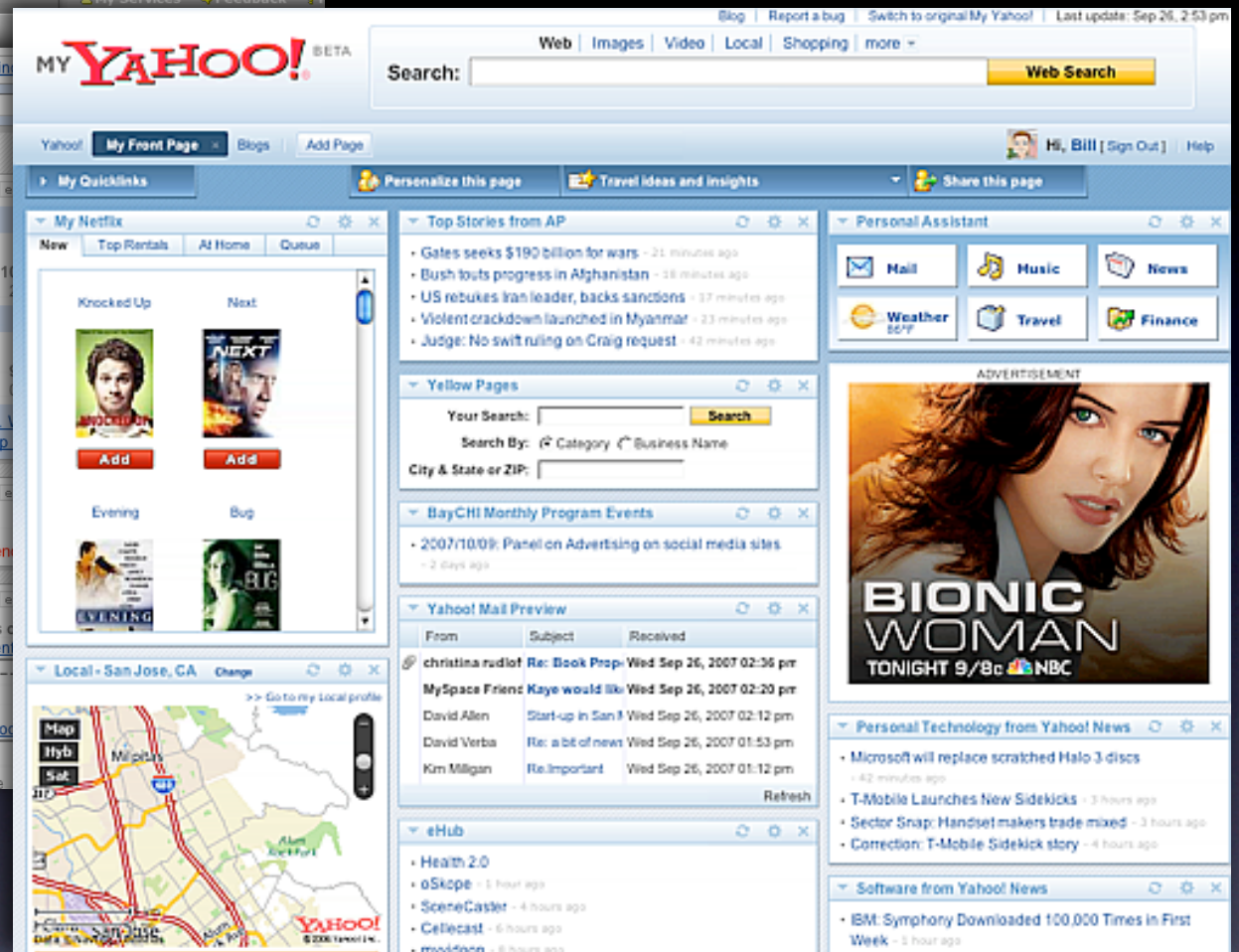
focus attention



Connecting...



use transitions



Keep it sane

“Cut it in-half” rule of thumb
Use “contrast knob” approach

use transitions. **anti-patterns**

BORDERS. search Music advanced search

Welcome! Sign In

Your Account • Order Status • Customer Care

Shopping Cart 0 Items Wish List Store Locator

Home Books Music DVDs Kids BordersMedia Borders Rewards Borders Perks Gift Cards

New Releases Upcoming Releases Bestsellers Free Music Download Borders Playlist Kids' Music Used Music

music

Borders Playlist

This week, hear music from The Hold Steady, John Mayer, and more in the **Borders Playlist**

narrow results by

Genre

- Bluegrass (1,355)
- Blues (6,517)
- Christian & Gospel (6,005)
- Classical (43,359)
- Comedy (1,130)
- Country (9,009)
- Dance (82)
- Dance & Electronica (12,792)
- Easy Listening (8,590)
- Folk (6,292)
- Heavy Metal (5,561)
- Holiday (2,643)
- Indie Rock (10,182)
- Jazz (29,822)
- Kids (2,849)
- Latin (10,538)
- Miscellaneous (780)
- New Age (4,291)
- Pop (4,831)
- R&B / Soul (9,588)
- Rap (9,984)
- Reggae (4,435)
- Rock (63,165)
- Shows & Soundtracks (5,642)
- World (20,984)

Format

- Compact Disc (302,901)
- DVD Audio (97)
- Dual Disc (359)
- Super Audio CD (102)

Special Features

- Box Sets (3,668)
- Cast Recordings (912)

Breakout
by Miley Cyrus
Available July 22

July 22
Nine Inch Nails, The Slip
Buddy Guy, Skin Deep

July 29
Sugarland, Love on the Inside

August 5 & Beyond
August 5 — Randy Newman, Harpsand Angels
August 12 — Jonas Brothers, A Little Bit Longer

• More Coming Soon

• Willie & Wynton • John Mellencamp • Coming Soon

FREE MUSIC DOWNLOAD

Janiva Magness
"That's What Love Will Make You Do" [download](#)

through July 28

Borders.com
summer BLOWOUT
SAVINGS EVENT

[SHOP THE SALE](#)

location: Music sort: Bestsellers

page: 1 2 3 4 5 6-10 next 303,883 results: 25 50 per page view as: ☐ ☒

MAMMA MIA!
THE MOVIE SOUNDTRACK

BECK
MODERN GUILT

ABBA
GOLD
GREATEST HITS

CAMP ROCK

EMINEM
HITIS

where the light is
john mayer live in los angeles

Duffy
ROCK FEVER

Justin
NOTHING BUT THE BEST

WAYNE
THE CENTER

JASON MRAZ

LEONA LEWIS

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

use transitions. **anti-patterns**

anti-pattern. amazon. animation gone wild

Our Favorites for Summer (Re)Reading



anti-pattern. afi. animation gone wild

use transitions. **anti-patterns**

Yahoo! My Yahoo! Mail Help Search: Web Search

YAHOO! LOCAL Welcome, b.scott Sign Out

City Guide My Local Directory

drain repair San Jose, CA Search

San Jose City Guide > drain repair

CATEGORY SPONSORS

- **C & K Drain Plumbing Repair** - Why Pay More? Call and Compare. Call Anytime (408) 483-1044, 3560 Flora Vista Ave # 204, Santa Clara, CA
[Get directions](#)

Results 1-10 out of 318 total ([About these results](#))

[Narrow your search](#) by category, rating, and more.

Sorted by: **top results** | [distance](#) [Print results](#)

Yahoos: [Report bad local results or ads for this query.](#)

1

Plumber by Lalos Sewer & Drain Cleaning Services
(408) 590-6547
471 N 18th St, San Jose, CA
[Get Directions](#)
www.zoneprofiles.com/plumberinsanjose.html

★★★★★ (1)
[Write a review](#)

0.87 mi

2

Sunnyvale Storm Drain Repairs
(408) 730-7510
221 Commercial St, Sunnyvale, CA
[Get Directions](#)

★★★★★
[Write a review](#)

6.22 mi

3

C & K Drain Plumbing Repair
[Merchant verified](#)
(408) 483-1044
3560 Flora Vista Ave # 204, Santa Clara, CA
[Get Directions](#)

★★★★★
[Write a review](#)

5.10 mi

4

Alum Rock Hardware
(408) 258-6084
2243 Alum Rock Ave, San Jose, CA
[Get Directions](#)
www.acehardware.com/

★★★★☆ (2)
[jcgarc55](#) - "Wayne was very helpful and informative. They know what..." [more](#)

2.49 mi

5

YOUR PLUMBING SPECIALIST
(408) 832-1445

★★★★★
[Write a review](#)

Zoom in and search the map

[Move map with results](#)

SPONSOR RESULTS

Smart Plumbers & Rooters
Get professional services, warranty and fixing right now.
www.SmartPlumber.org

Rescue Rooter Plumbing
Get \$25 off any plumbing service. Schedule an appointment today.
www.rescueroooter.com

Plumbing Repair
Affordable Plumbing Repairs and Installations in Windsor, CA.
SimeonePlumbing.com

anti-pattern. y! local. **stalker**



react immediately

react immediately



american airlines from july 12 to july 16

Expedia flight search

 [redirect](#) 

Don't want Expedia? You can also use CheapTickets, Kayak, Orbitz, Sidestep or Travelocity. Just say so!

From Boston, Logan, MA (BOS)
To Dallas/Ft. Worth, TX (DFW)

Dates:

leaving Sat July 12, 2008
returning Wed July 16, 2008

Passengers:

1 adult

Other trip details:

Economy class on American Airlines

react immediately

y! answers. live suggest

Ask Your Question: Enter Your Question and Check Spelling

Asking costs you 5 points. You can ask 5 more questions today.
You have 198 points. Earn more points by [answering](#) other people's questions.

1. Enter your question
Be more specific for better answers.

2. Add details (optional)
The more details you provide, the better your results will be.

[Check Spelling](#)

You have 110 characters to work with. Please follow our [community guidelines](#).

You have 1000 characters to work with.

y! mail. kayak. auto complete

To: [Show BCC](#)

Cc:

Subject: [Plain Text](#)

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

KAYAK™ Search with us, book with them.™

Flights | [Hotels](#) | [Cars](#) | [Deals](#) | [Best Fare Buzz](#)

☒ Round-trip ☐ One-way ☐ Multi-city

From **To**

☒ Show Nearby Airports ☒ Show Nearby Airports

Leave **Time** **Return** **Time**

Travelers **Cabin**

☐ Prefer Nonstop

for [hundreds of airlines](#).

y!mail. busy indicator

Check Mail Compose

y! small biz. live previews

Find a domain name:

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

netflix. periodic refresh

Netflix Community
Millions of Members Helping You

Latest Member Reviews (Mouse over to pause)

Bridget Jones: The Edge of Reason JA 1493624

☆☆☆☆☆

What happened to the vivid, charming, independent Bridget? The Bridg in this second movie is bumbling, paranoid, and not that bright. They have taken an incredibly charming character and turned her ...

[Read the full review](#)

64% Similar to you

Godsend ypm 1892048

☆☆☆☆☆

This movie was boring. It did not have much suspense and we only watched about 45 minutes of the movie.

59% Similar to you

Spanglish MS 868728

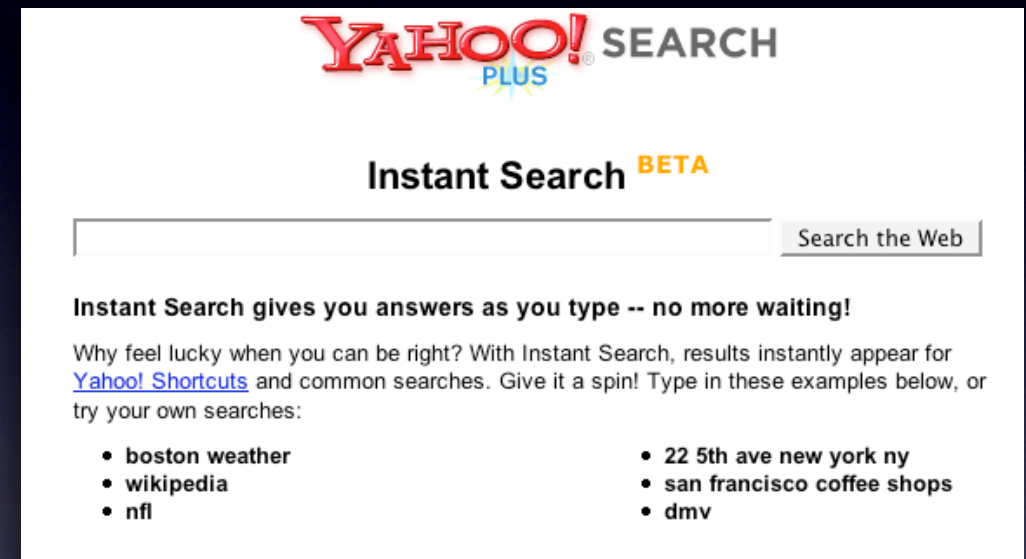
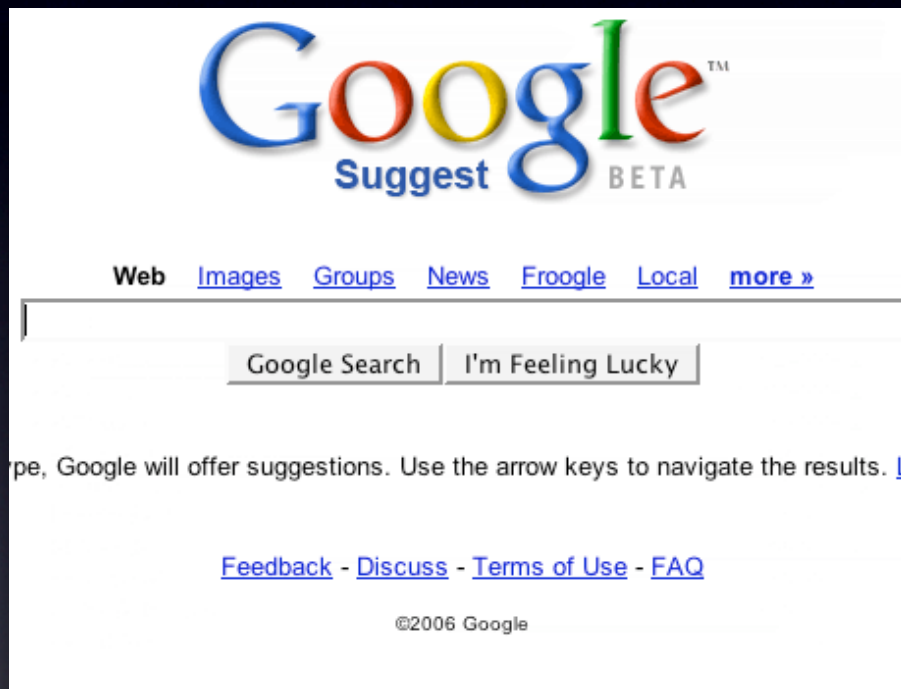
☆☆☆☆☆

react immediately

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting



react immediately

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting?

Use feedback to boost confidence

Let the user iterate where possible

The screenshot shows the alltheweb search engine interface. The search bar contains the text 'monterrey'. Below the search bar, a list of suggestions is visible: 'monterrey mexico', 'monterrey nl mexico', 'arena monterrey', 'tec de monterrey', 'tecnologico de monterrey', 'monterrey nuevo leon', 'monterrey mexico map', 'universidad de monterrey', and 'cablevision monterrey'. The search results page displays 'Results 1 - 10 of about 8,620,000 for monterrey'. The first result is a sponsored link from Expedia.com titled 'Save on Monterrey Hotels at Expedia.com'. The second result is a sponsored link from Travelocity.com titled 'Monterrey Vacations with Travelocity'. The third result is a news item from OurSports Central titled 'FC Dallas traveling roster to Monterrey'. The fourth result is a link to 'All About Monterrey' which provides a city guide. The fifth result is a link to the Wikipedia page for Monterrey. The interface includes a sidebar with navigation links like 'Options', 'Go to...', and 'Help', and a footer with 'Tell a Friend' and 'Feedback' buttons.

alltheweb
livesearch

Options Go to... Help

monterrey

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

Refine Search

Tell a Friend Feedback

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

Did you mean: [monterrey](#)

SPONSOR RESULTS

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

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

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

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

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

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

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

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

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

react immediately

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting?

Use feedback to boost confidence

Let the user iterate where possible

The screenshot displays the Intero Real Estate Services website interface. At the top, it says 'LISTINGS FEATURED BY: INTERO' and 'Welcome, Bill. | Log out Brought to you by: roost'. The Intero logo and contact information are on the left. A search bar contains 'san jose, ca' with a 'Search' button and a 'Save this search' link. Below the search bar, it states '4879 properties found in "san jose, ca"'. The main content area shows a list of properties with columns for price, address, and details. The first property is '5929 Killarney Cir' for \$1,149,999. The second is '3625 Emanuel Ct' for \$579,999. The third is '3150 Pomeroy Ave' for \$580,000. The fourth is '1644 Enesco Ave' for \$580,000. On the left, there are filters for 'Refine Your Search' including 'Existing Homes (MLS)', 'New Construction', and 'For Sale By Owner'. There are also filters for 'Amenity / Keyword / Id#', 'Property Type', 'Price', 'Beds', and 'Baths'. On the right, there are sections for 'Saved Searches', 'Recent Searches', and 'Coverage Areas'.

LISTINGS FEATURED BY: INTERO

Welcome, Bill. | Log out Brought to you by: roost

INTERO REAL ESTATE SERVICES

10275 N. De Anza Blvd.
Cupertino, CA 95014
(408) 342-3000

Search all broker listings, new construction, and homes for sale by owner

san jose, ca Search Save this search

4879 properties found in "san jose, ca"

Refine Your Search

Existing Homes (MLS)

New Construction

For Sale By Owner

Amenity / Keyword / Id#: Find
i.e. "Pool", "Hardwood Floors", etc.

Property Type:
All
Single Family Home
Multi-Family Home
Condo
Mobile Home
View more property types

Price: \$0 - Up

Beds: All

Baths: All

Find: tap

Next Previous Highlight all Match case

View only highlighted (Clear all) Sort: Median prices first

View photos View details on Featured Broker's Site

View photos View details on Featured Broker's Site

View photos View details on Featured Broker's Site

View photos View details on Featured Broker's Site

Saved Searches

Recent Searches

Coverage Areas:

Greater Atlanta Metro Area

Baltimore-D.C. Metro Area

Boise Metro Area

Greater Boston Area

Chicagoland Area

Dallas-Ft. Worth Metro Area

Greater Houston Area

Minneapolis-St. Paul Area

Orange County Area

Greater Philadelphia Area

Portland Metro Area

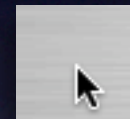
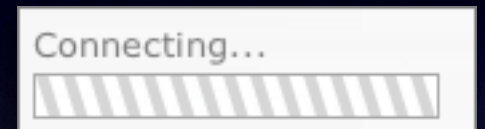
roost

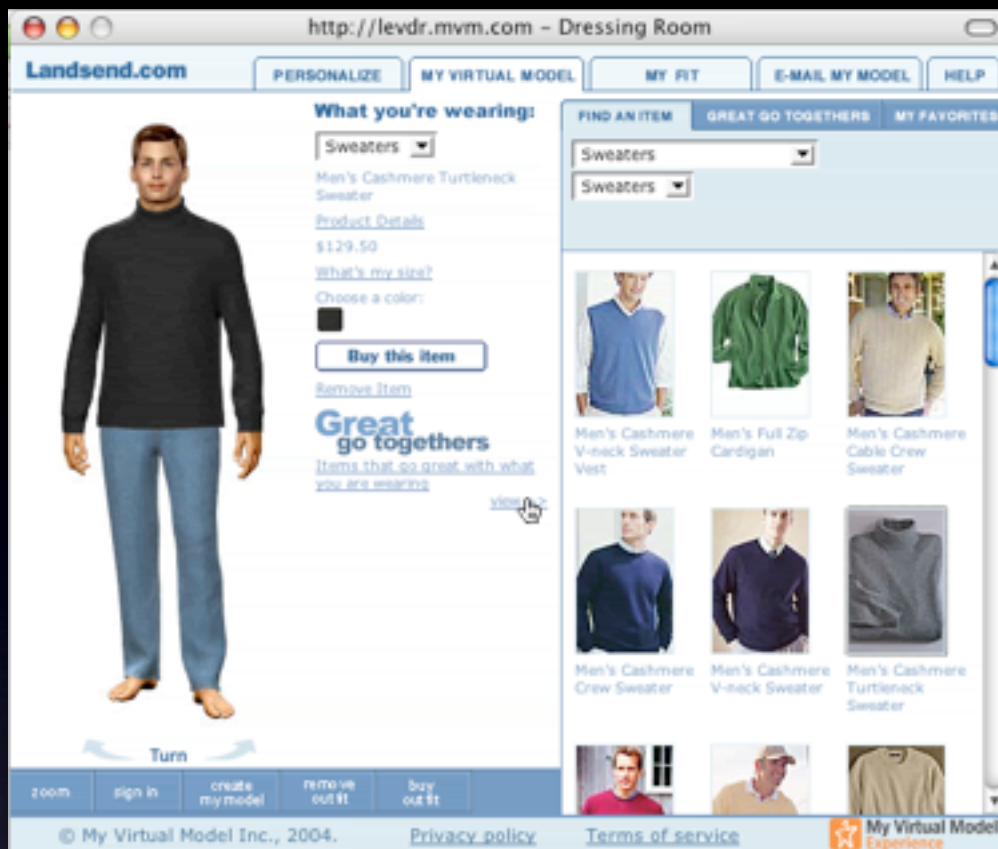
react immediately

Shape user perception

Make time pass faster

Make application feel more responsive





react immediately

Find a domain name:

www.

(ex. widgetdesigns.com)

Required information for Google account

Your current email address:

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

Choose a password:

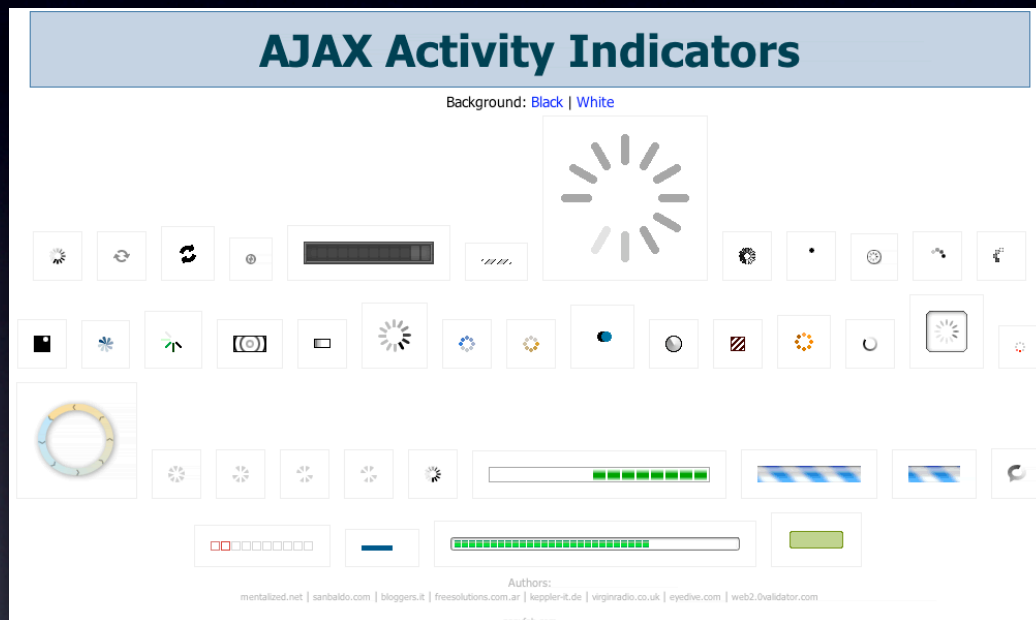
[Password strength:](#) Too short

Minimum of 6 characters in length.

Prevent errors before-hand

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

react immediately

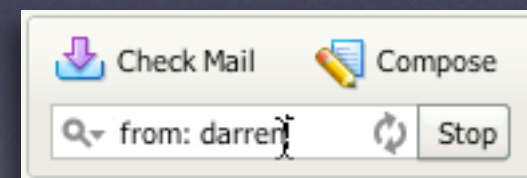
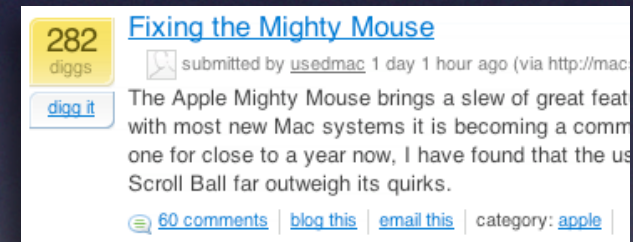


Keep feedback focused

Avoid side-noise (peripheral distractions)

Use laws of proximity in context feedback

Respect feedback bandwidth



react immediately











Blueprint **music**

POWERED BY LASZLO

IN ASSOCIATION WITH **amazon.com**

Search

Your Recommendations:

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

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

Jaldi Search

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

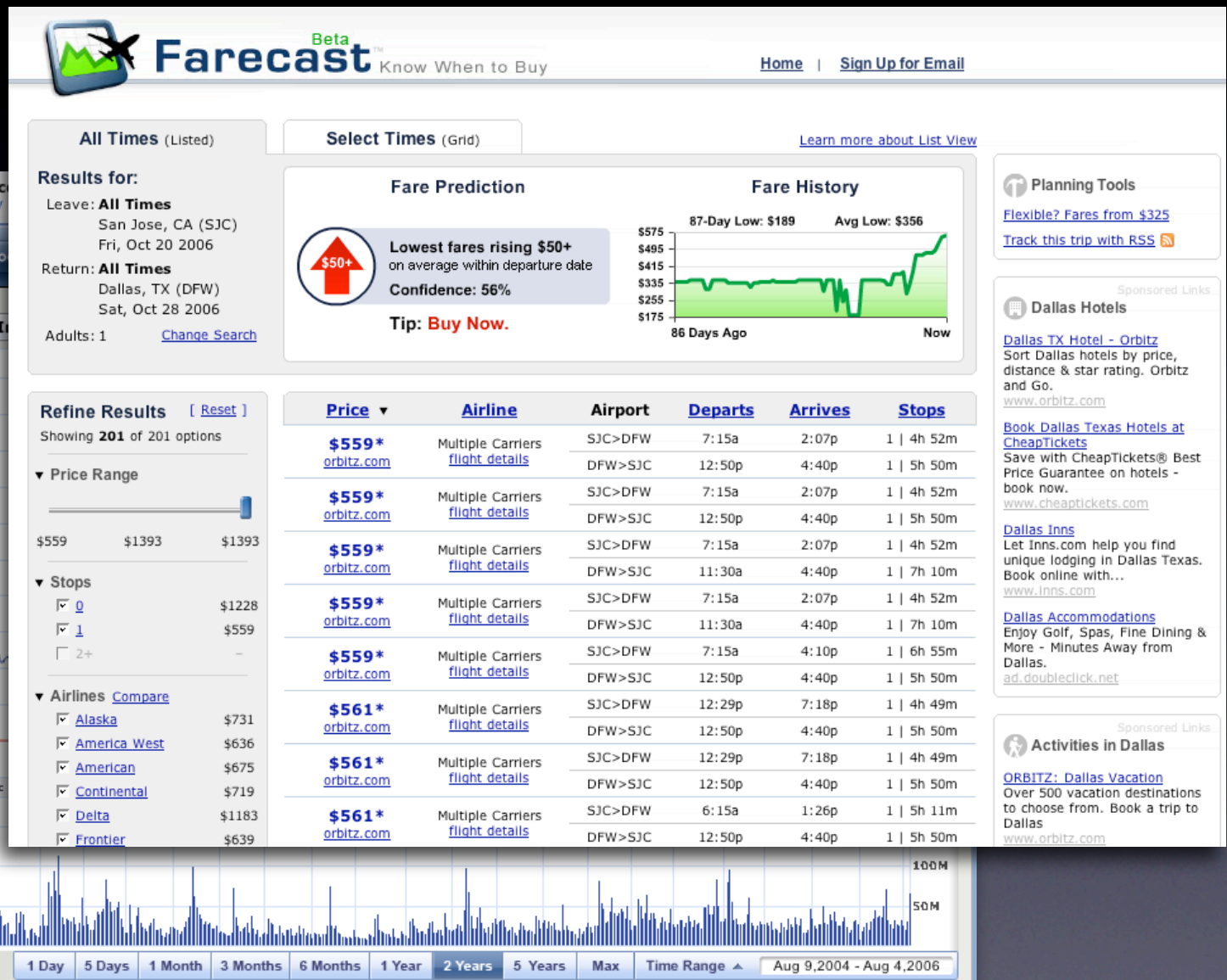
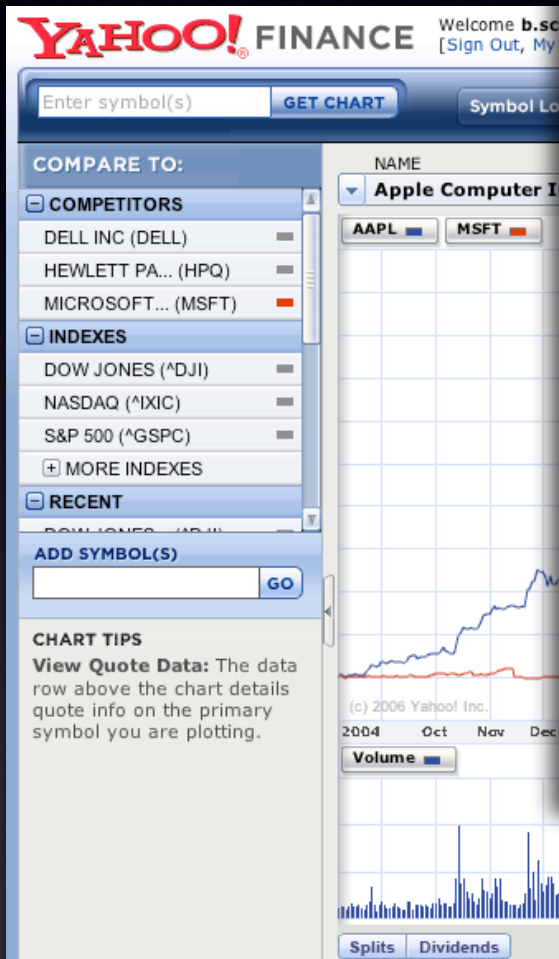
Ajax - search results

Keep feedback focused
Use 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>