

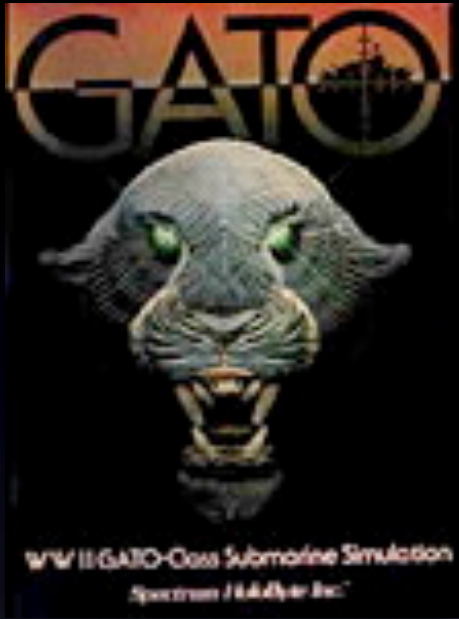
Crafting Rich Web Experiences

Designing Web Interfaces: Principles & patterns for rich interfaces

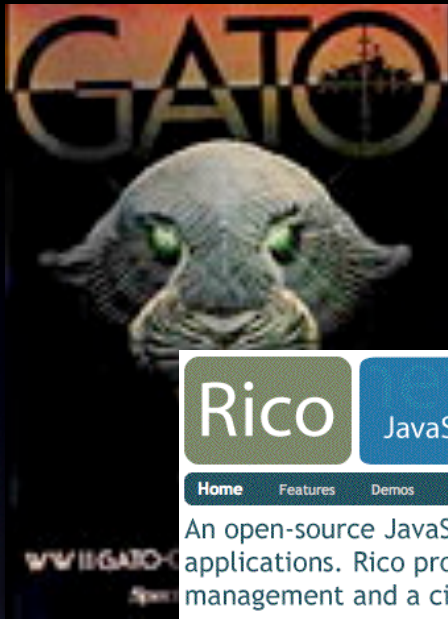
Bill Scott
Director, UI Engineering

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

background



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, drag and drop management and a cinematic effects library.

BACKGROUND

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

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

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

OPEN SOURCE

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

BROWSER SUPPORT

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

AJAX SUPPORT

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

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

DRAW AND DROP

Desktop applications have long used drag and drop in their interfaces to simplify user interaction. Rico provides one of the simplest interfaces for enabling your web application to support drag and drop. Just register any HTML element or JavaScript object as a draggable and any other HTML element or JavaScript object as a drop zone and Rico handles the rest.

CINEMATIC EFFECTS

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

BEHAVIORS

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

NEW! LiveGrid Behavior!

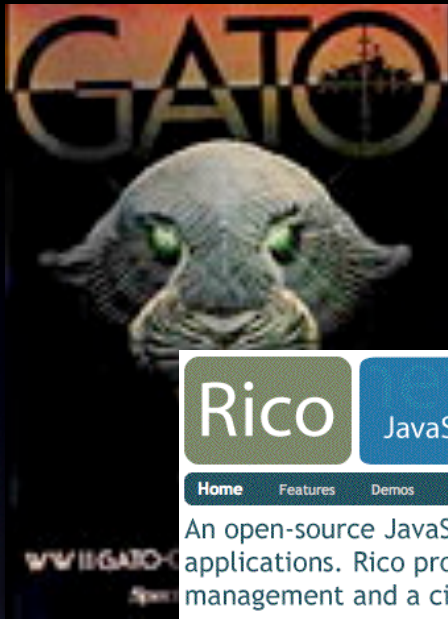


Check out the Alternative to Paging!



See Rico in Action!

background



Rico

JavaScript for Rich Internet Applications

[Home](#) [Features](#) [Demos](#) [Documentation](#) [Downloads](#) [About](#)

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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, and 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, Rico provides several cinematic effects to help the user understand what is happening. Rico provides several cinematic effects to help the user understand what is happening.

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

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.

[Object Pagination](#)
The user needs to view data items from a potentially large set of sorted data that will not be easy to display within a single page.

[Rating an Object](#)
A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.

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

[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.

[Results Page:](#)
1 2 3 4 [Next](#)

[Review Title - e.g. We can't](#)
[Great!](#)
[Write your review - Your II](#)

[Average Rating \(24\)](#)
[Read 20 reviews](#)
Good
★★★★★

[See Rico in Action!](#)

6 principles for Crafting Rich Web Experiences

make it direct

keep it lightweight

stay on the page

provide invitations

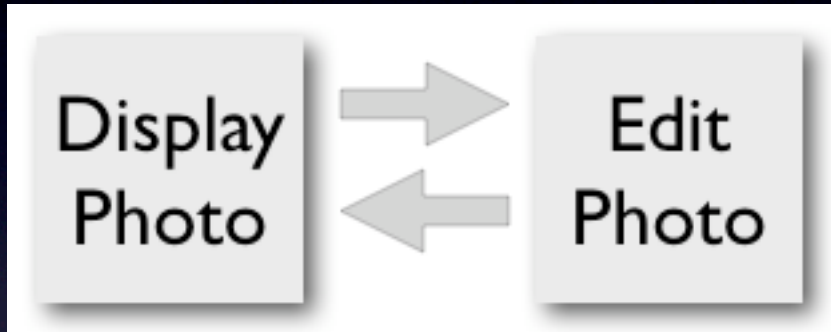
use transitions

react immediately

make it direct

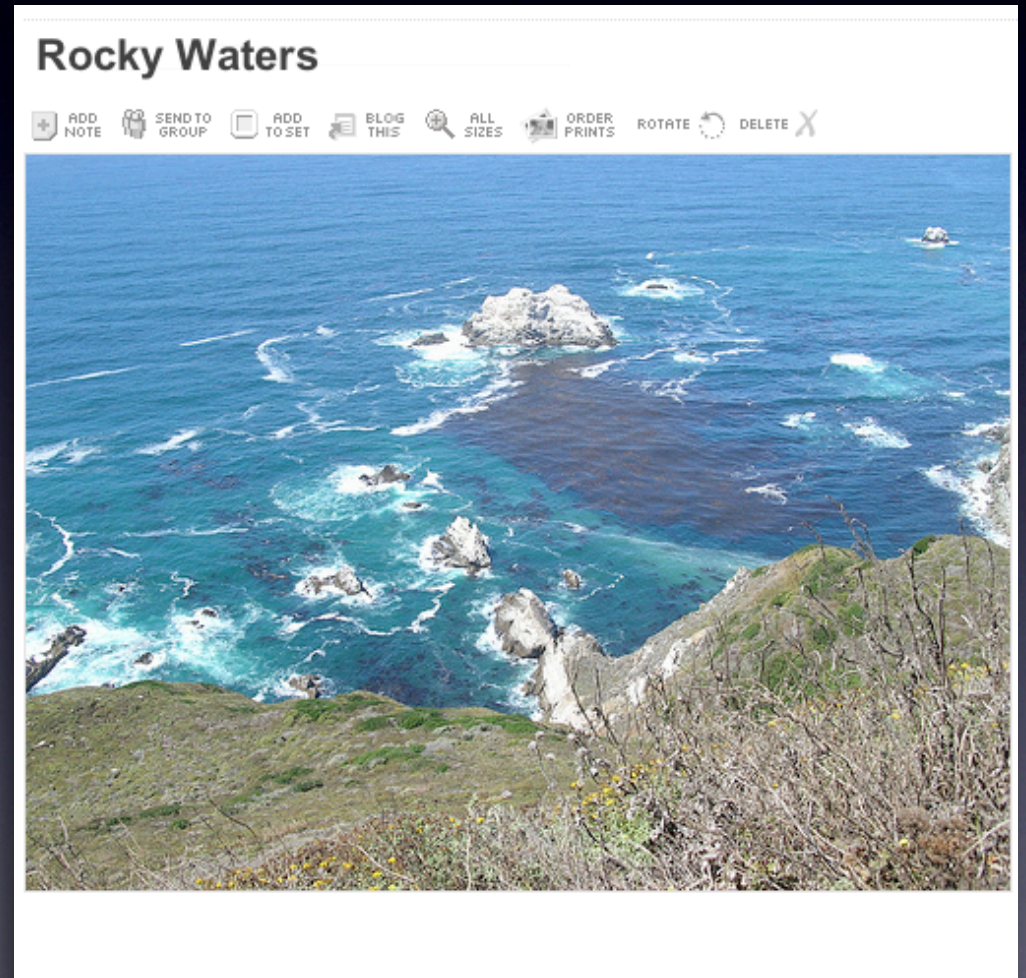
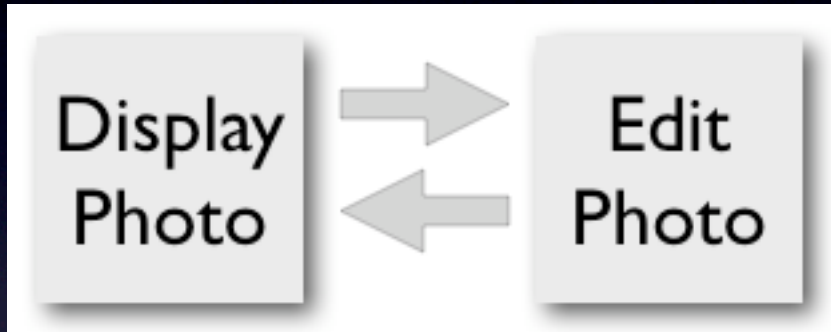
Allow input wherever you have output
Shorten the length of interaction
Make objects directly actionable

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



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
[Email](#) - [IM](#) - [Delete](#)
Shared by: Me - [Details](#) - [Edit](#)
Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)
 Access: Everyone
<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)

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

make it direct. **inline editing**

discoverability

invitations

make it direct. **inline editing**

discoverability invitations



What are you doing right now?

facebook, **prompt-based invitation**

make it direct. **inline editing**

discoverability
invitations

A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man with glasses. To its right is a text input field containing the text "Bill is" followed by a vertical cursor. A mouse cursor is positioned over the input field. To the right of the input field is a blue button with the word "Post" in white text.

Bill is |

Post

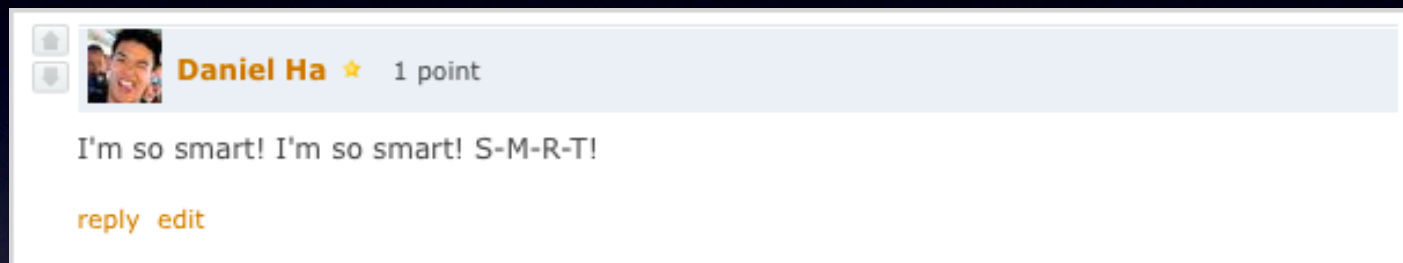
facebook, **prompt-based invitation**

make it direct. **inline editing**

discoverability invitations

A screenshot of a Facebook post creation interface. On the left is a small profile picture of a man with glasses. To its right is a text input field containing the text "Bill is |". A mouse cursor is positioned at the end of the text in the input field. To the right of the input field is a blue button with the word "Post" in white text.

facebook. **prompt-based** invitation

A screenshot of a Disqus comment interface. At the top left are two small square icons. Next to them is a profile picture of a man. To the right of the profile picture is the name "Daniel Ha" in bold, followed by a yellow star icon and the text "1 point". Below this header is the comment text "I'm so smart! I'm so smart! S-M-R-T!". At the bottom left of the comment box are the words "reply" and "edit" in a smaller, lighter font.

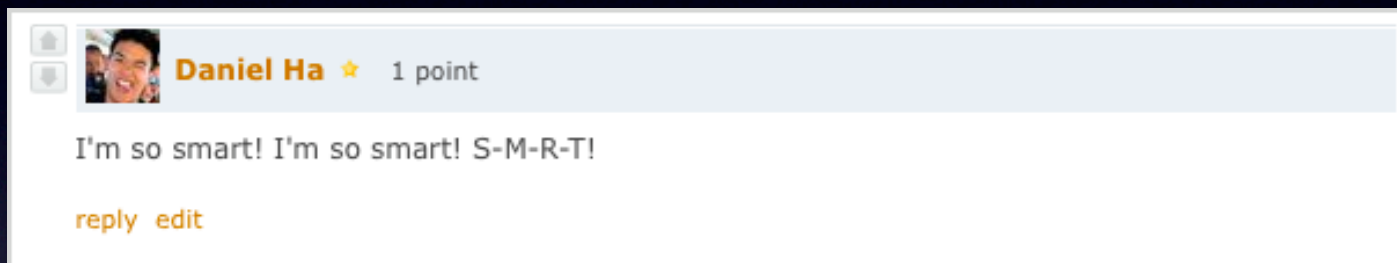
disqus. **explicit “edit”** invitation

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



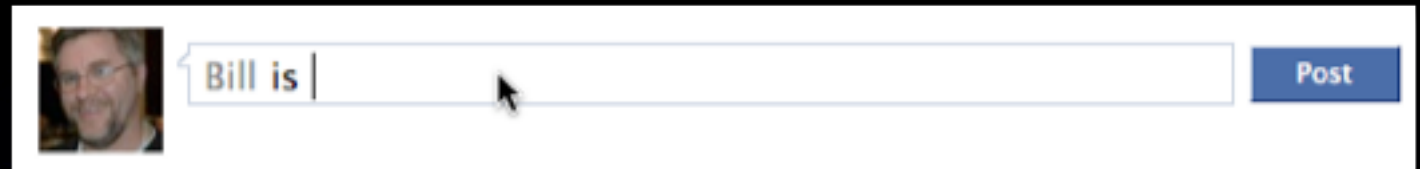
disqus. **explicit “edit” invitation**



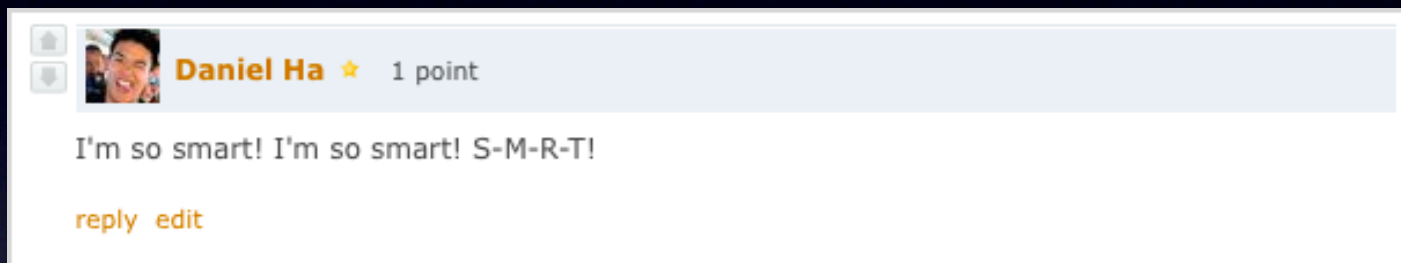
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



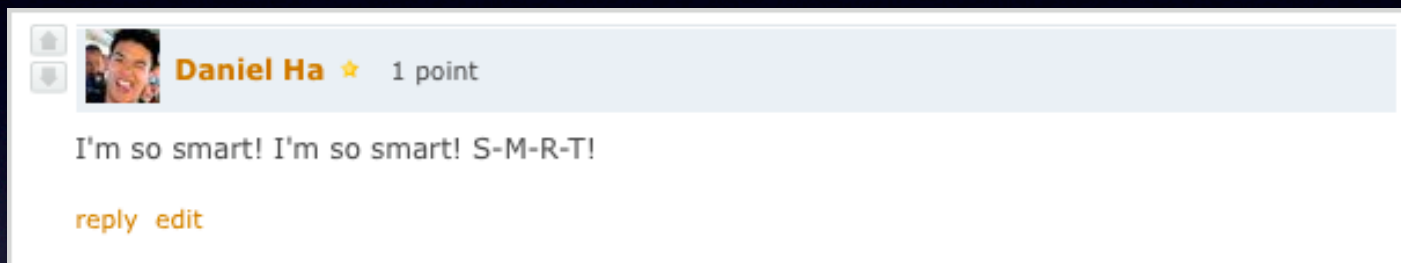
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



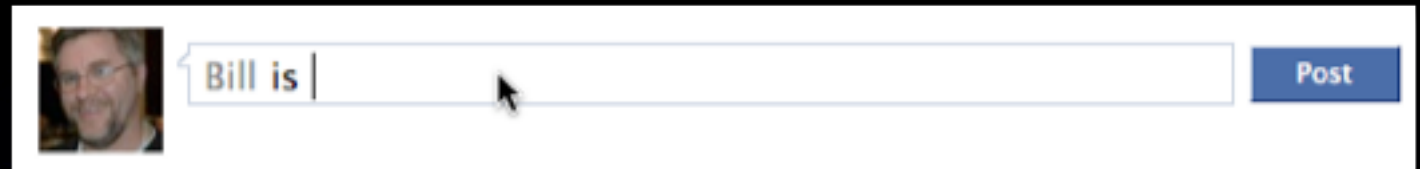
disqus. **explicit “edit” invitation**



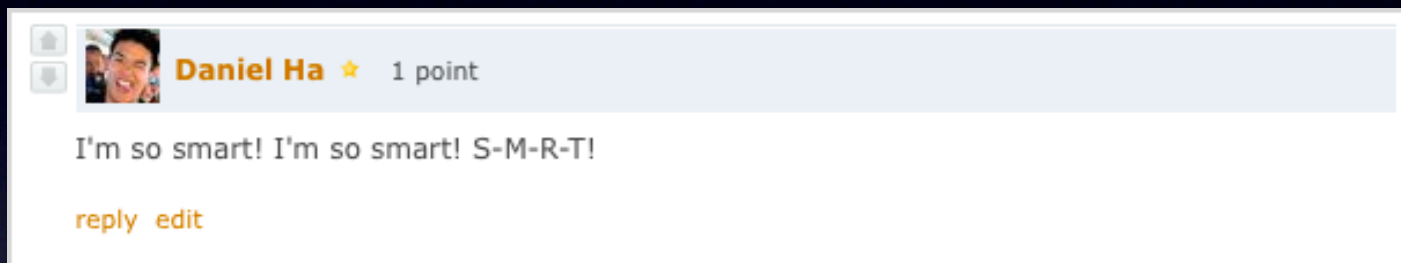
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



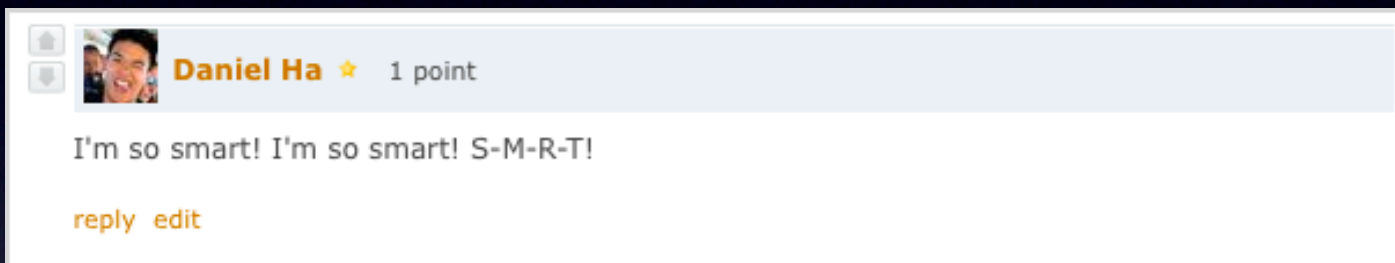
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



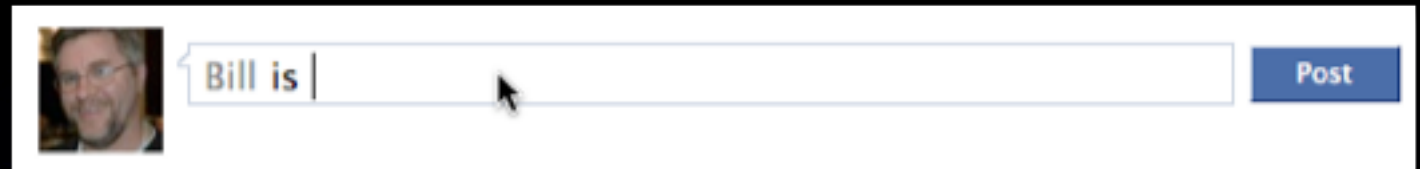
disqus. **explicit “edit” invitation**



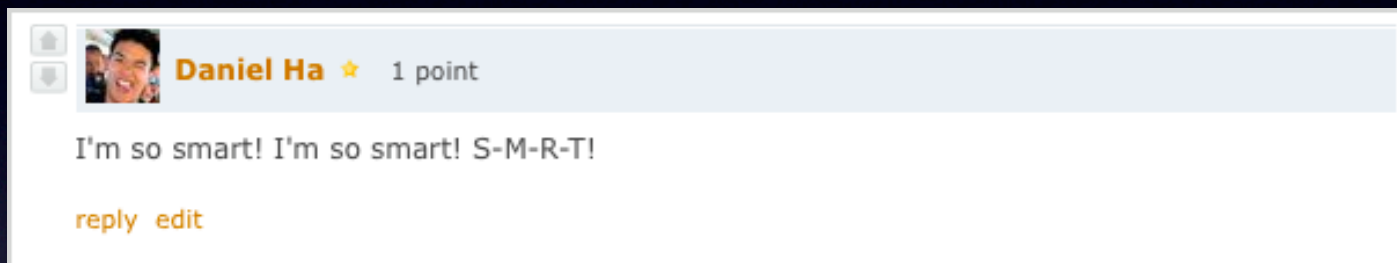
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



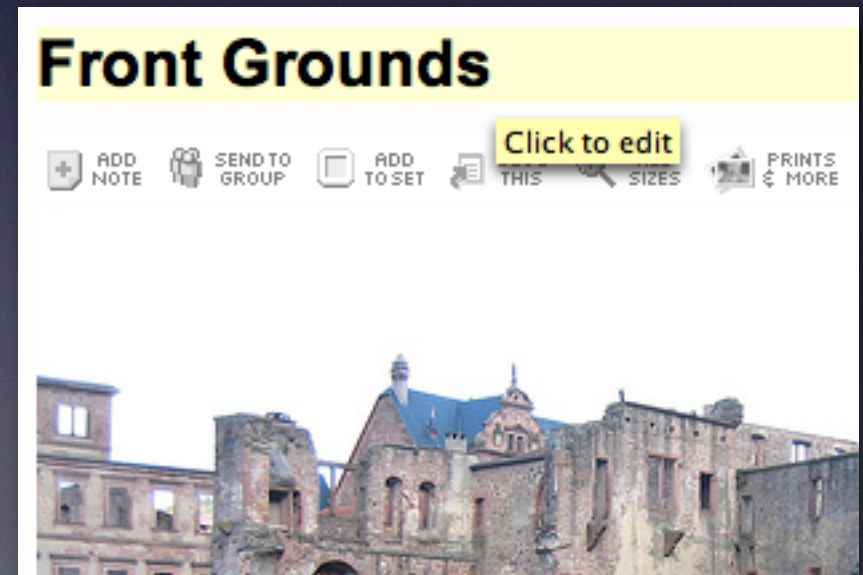
facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



Y!photo. **implicit**



flickr. **on hover**

make it direct. **inline editing**

considerations

complex editing

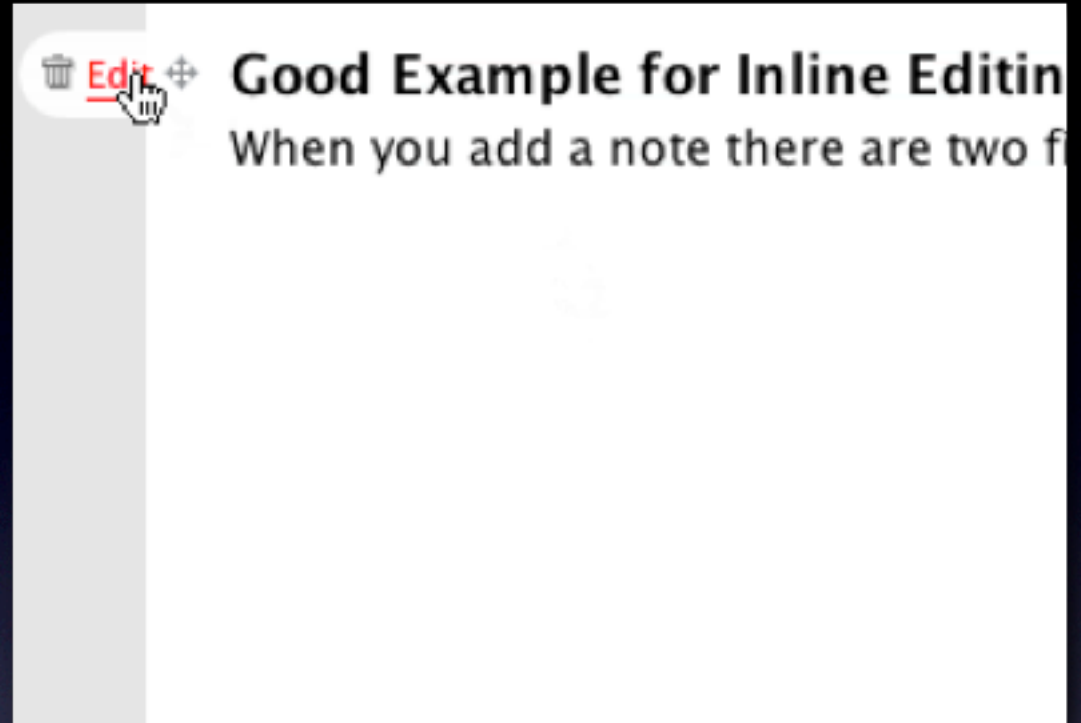
blending modes

make it direct. **inline editing**

considerations

complex editing

blending modes



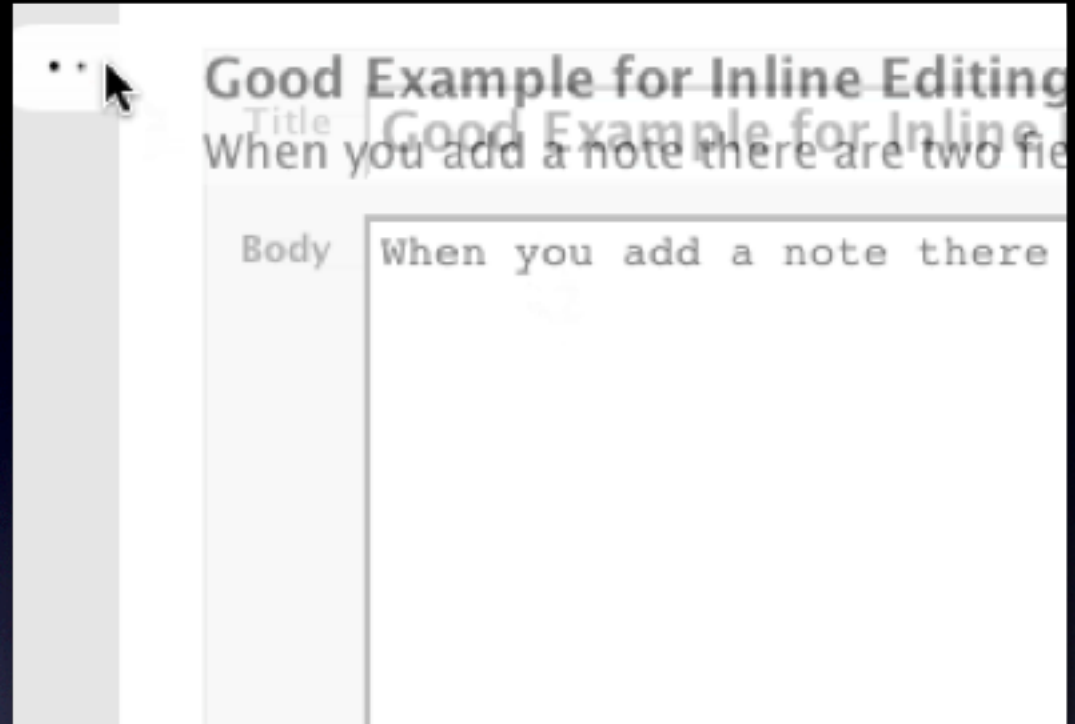
backpackit. **complex inline editing**

make it direct. **inline editing**

considerations

complex editing

blending modes



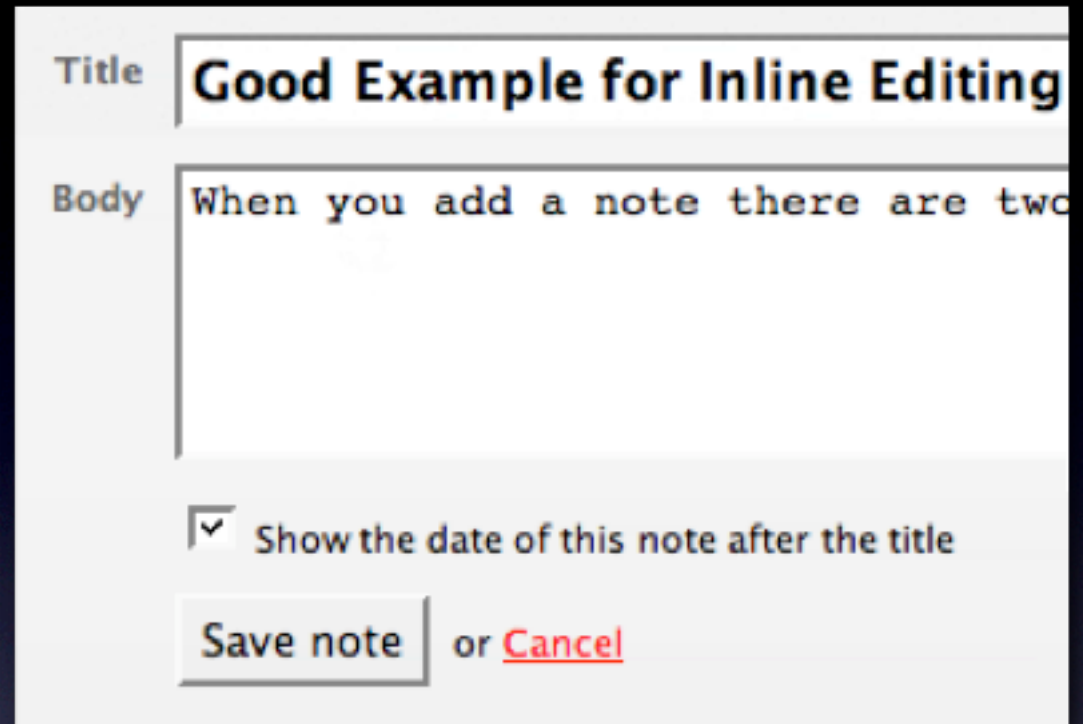
backpackit. **complex inline editing**

make it direct. **inline editing**

considerations

complex editing

blending modes



The screenshot shows a note editor interface. It has a 'Title' field with the text 'Good Example for Inline Editing' and a 'Body' field with the text 'When you add a note there are two'. Below the body field is a checkbox labeled 'Show the date of this note after the title' which is checked. At the bottom, there is a 'Save note' button and a red 'Cancel' link.

Title	Good Example for Inline Editing
Body	When you add a note there are two

☒ Show the date of this note after the title

Save note or [Cancel](#)

backpackit. **complex inline editing**

make it direct. **inline editing**

considerations

complex editing

blending modes

Good Example for Inline Editing

When you add a note there are two fields

This would also work well for more complex
such as pick a date range or and advanced

backpackit. **complex inline editing**

make it direct. **inline editing**

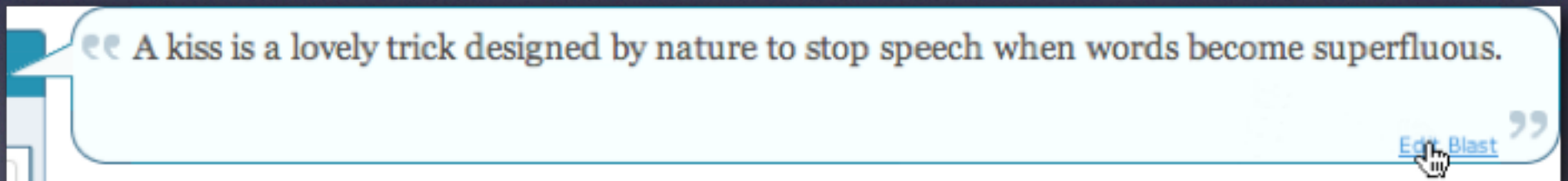
considerations

complex editing
blending modes

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When you add a note there are two fields
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backpackit. **complex inline editing**

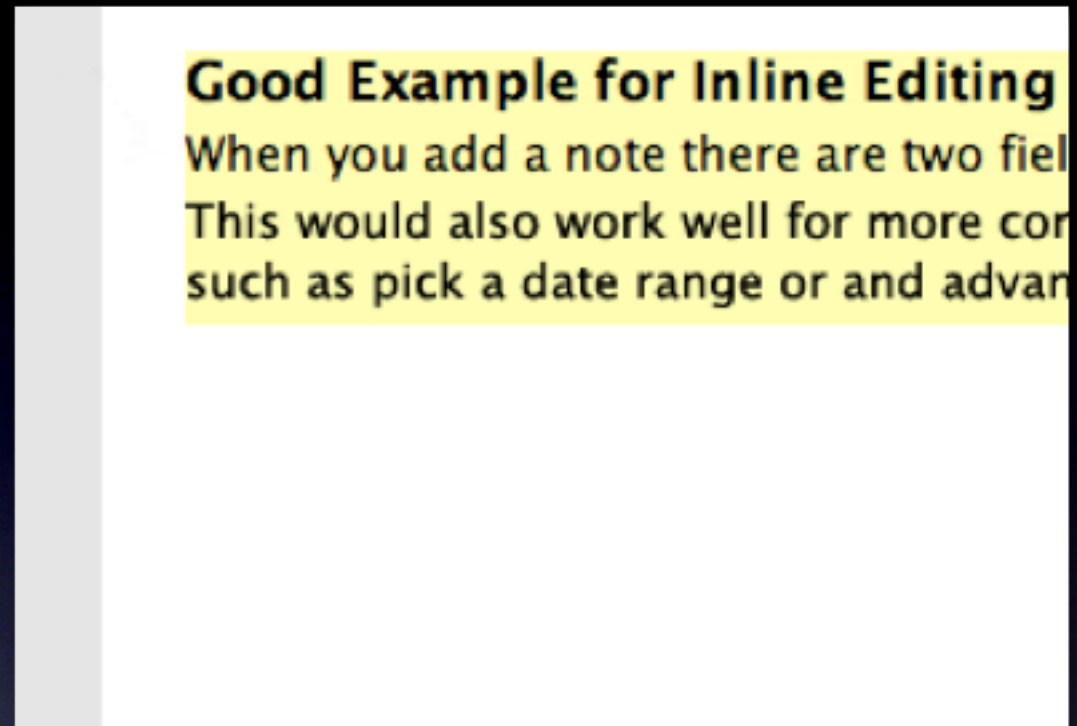


Yahoo! 360 blast. **blending display & edit modes**

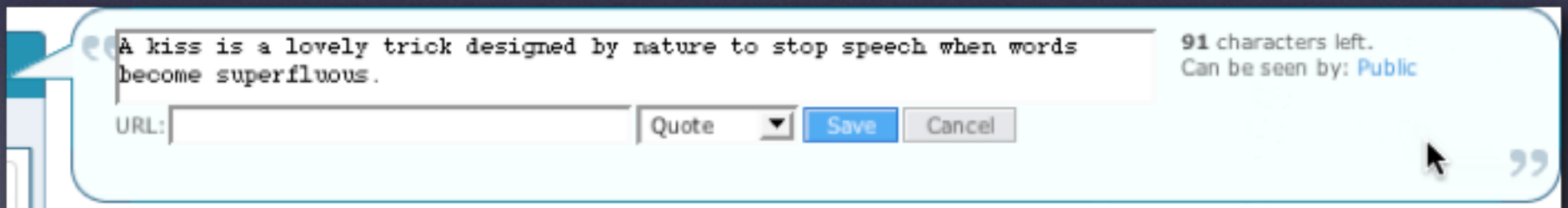
make it direct. **inline editing**

considerations

complex editing
blending modes



backpackit. **complex inline editing**



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

make it direct. **inline editing**

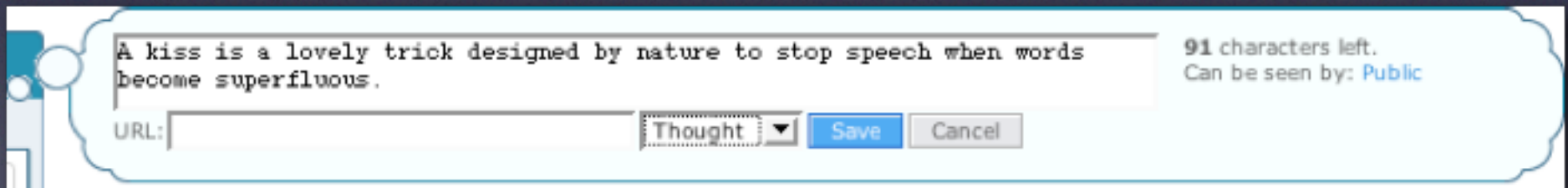
considerations

complex editing
blending modes

Good Example for Inline Editing

When you add a note there are two fields
This would also work well for more complex
such as pick a date range or and advanced

backpackit. **complex inline editing**



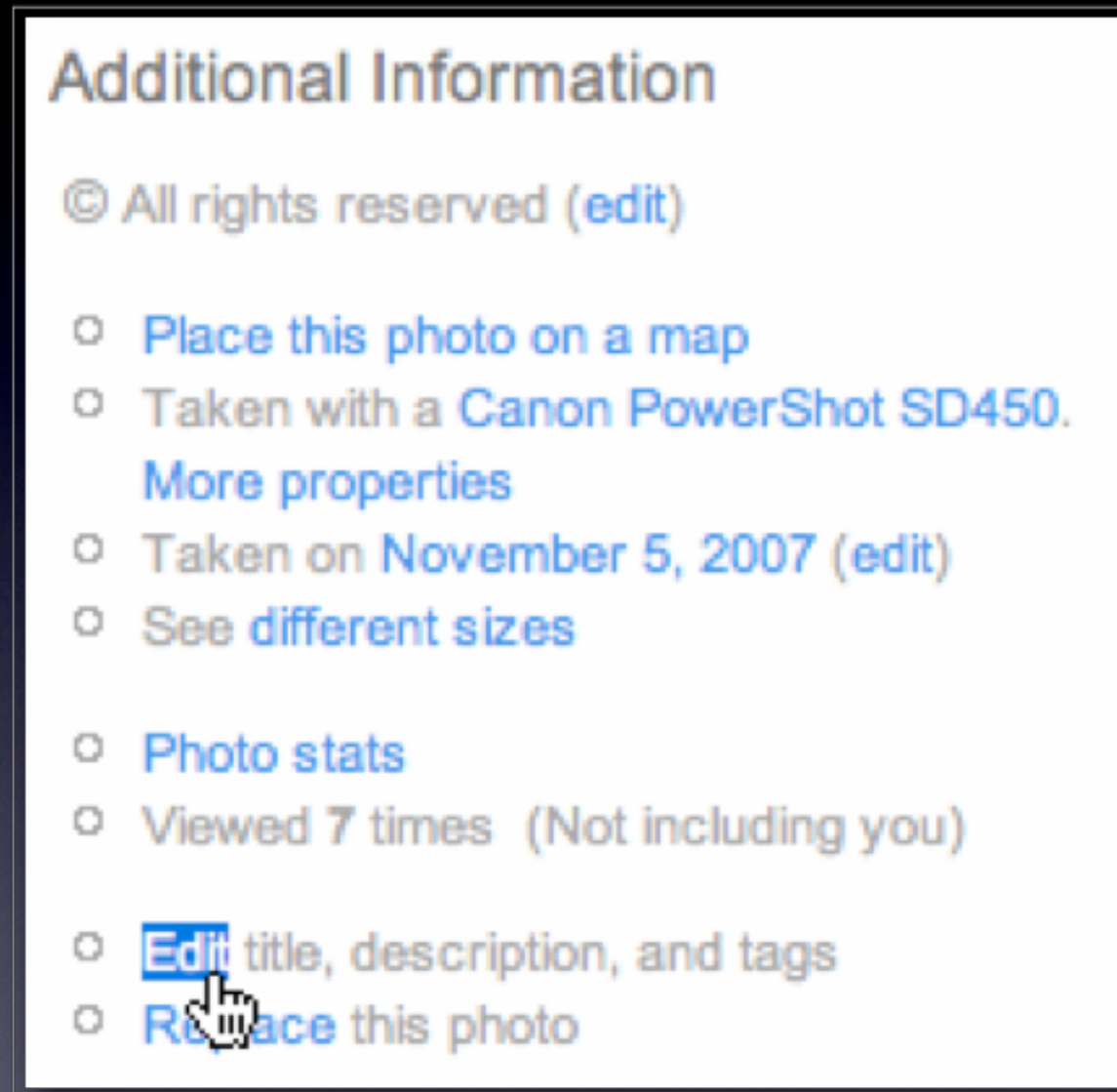
A screenshot of a web form element. It features a text input field containing the text "A kiss is a lovely trick designed by nature to stop speech when words become superfluous." To the right of the text field is a character count "91 characters left." and a link "Can be seen by: [Public](#)". Below the text field is a URL input field labeled "URL:". To the right of the URL field is a dropdown menu with the word "Thought" selected. To the right of the dropdown are two buttons: "Save" and "Cancel".

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

make it direct. **inline editing**

accessibility

accessibility




flickr: alternate edit path

make it direct. **inline editing**

accessibility

Edit your photo



Title

Description

Tags

[Choose from your tags](#)

SAVE CHANGES

Or, [cancel and go back to the photo view.](#)

flickr: **alternate edit path**

make it direct. **inline editing**

group editing

symmetry of interaction

discoverability vs readability

make it direct. **inline editing**

group editing

symmetry of interaction

discoverability vs readability



iPhone. **non-symmetrical**; readability

make it direct. **inline editing**

group editing

symmetry of interaction

discoverability vs readability



iPhone. **non-symmetrical**; readability

make it direct. **inline editing**

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discoverability vs readability



iPhone. **non-symmetrical**; readability

make it direct. **inline editing**

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discoverability vs readability



iPhone. non-symmetrical; readability

Categories	Edit	Categories	Done editing
All files		All files	
01_00_Make It Direct		01_00_Make It Direct	Rename
01_01_InPageEdit		01_01_InPageEdit	Rename
01_02_DragDrop		01_02_DragDrop	Rename
Drafts		Drafts	Rename
ORA Stuff		ORA Stuff	Rename
		Add another category	

basecamp. symmetry of interaction

make it direct. **inline editing**

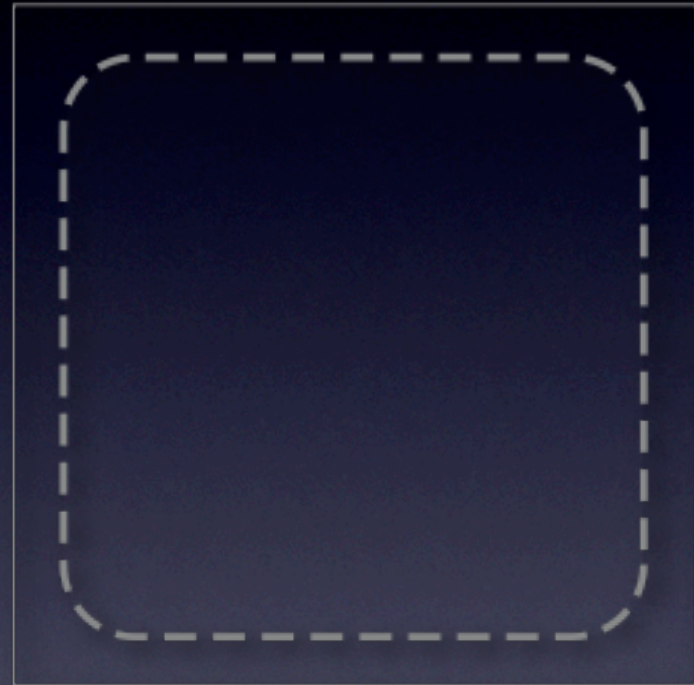
group editing

symmetry of interaction

discoverability vs readability



iPhone. **non-symmetrical**; readability



basecamp. **symmetry of interaction**

make it direct. **inline editing**

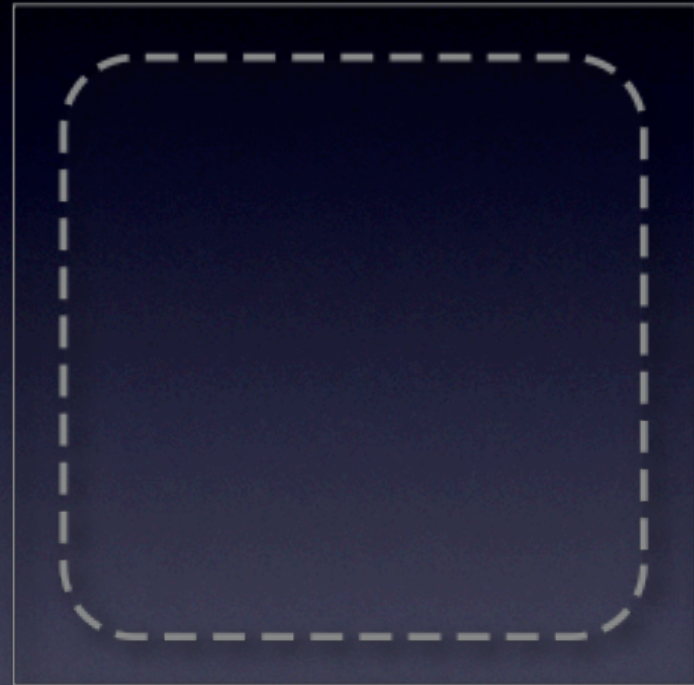
group editing

symmetry of interaction

discoverability vs readability



iPhone. **non-symmetrical**; readability



basecamp. **symmetry of interaction**

make it direct. **inline editing**

group editing

symmetry of interaction

discoverability vs readability



iPhone. non-symmetrical; readability

Categories	Edit	Categories	Done editing
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01_00_Make It Direct		01_00_Make It Direct	Rename
01_01_InPageEdit		01_01_InPageEdit	Rename
01_02_DragDrop		01_02_DragDrop	Rename
Drafts		Drafts	Rename
ORA Stuff		ORA Stuff	Rename
		Add another category	

basecamp. symmetry of interaction

make it direct. **inline editing**

group editing

symmetry of interaction

discoverability vs readability



iPhone. non-symmetrical; readability

Categories	Edit	Categories	Done editing
All files		All files	
01_00_Make It Direct		01_00_Make It Direct	Rename
01_01_InPageEdit		01_01_InPageEdit	Rename
01_02_DragDrop		01_02_DragDrop	Rename
Drafts		Drafts	Rename
ORA Stuff		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

YESTERDAY

MLB

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

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

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

- [\\$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%*](#) - one hour ago

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

- [\\$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

make it direct. **drag and drop**

Take care of the interesting moments

Gmail

[edit](#)[X](#)
Inbox (11) [Hide preview](#)
eBay Member :, Mail Delivery (2) - Que Dec 11
eBay Member :, Mail Delivery (2) - Que Dec 3
dev-reject-11641931., Mail Delivery (2) - Nov 22
dev-reject-11639872., Mail Delivery (2) - Nov 19
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Volcanic Hazards

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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

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
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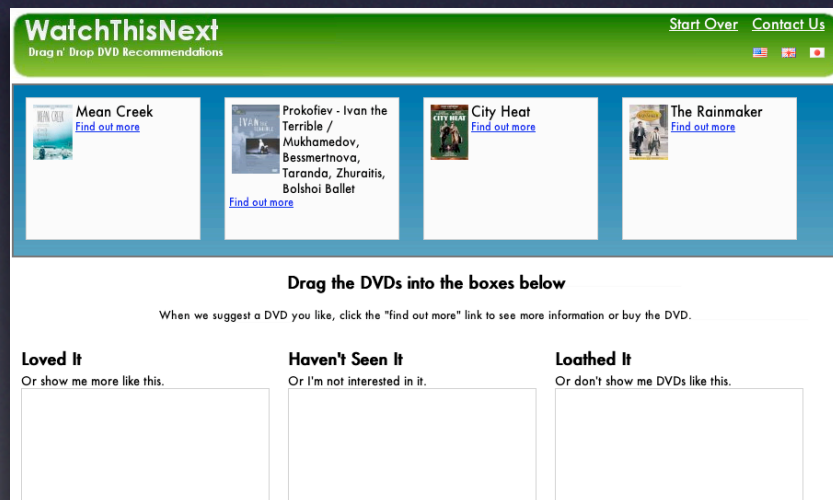
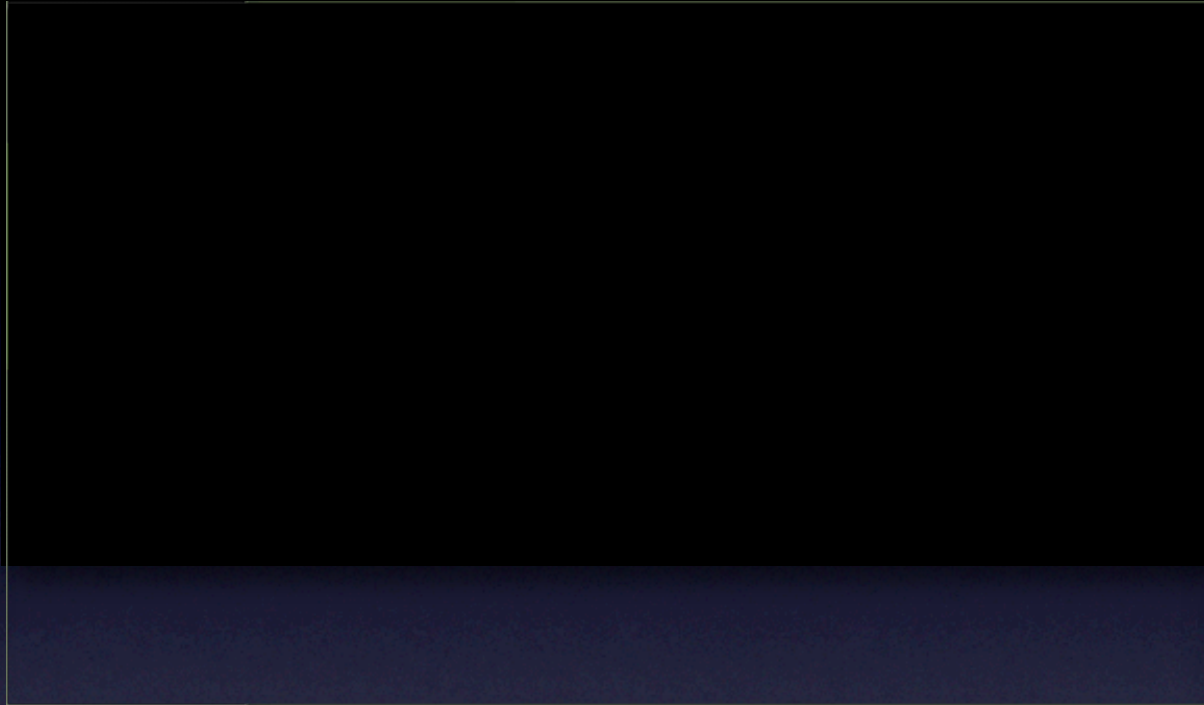


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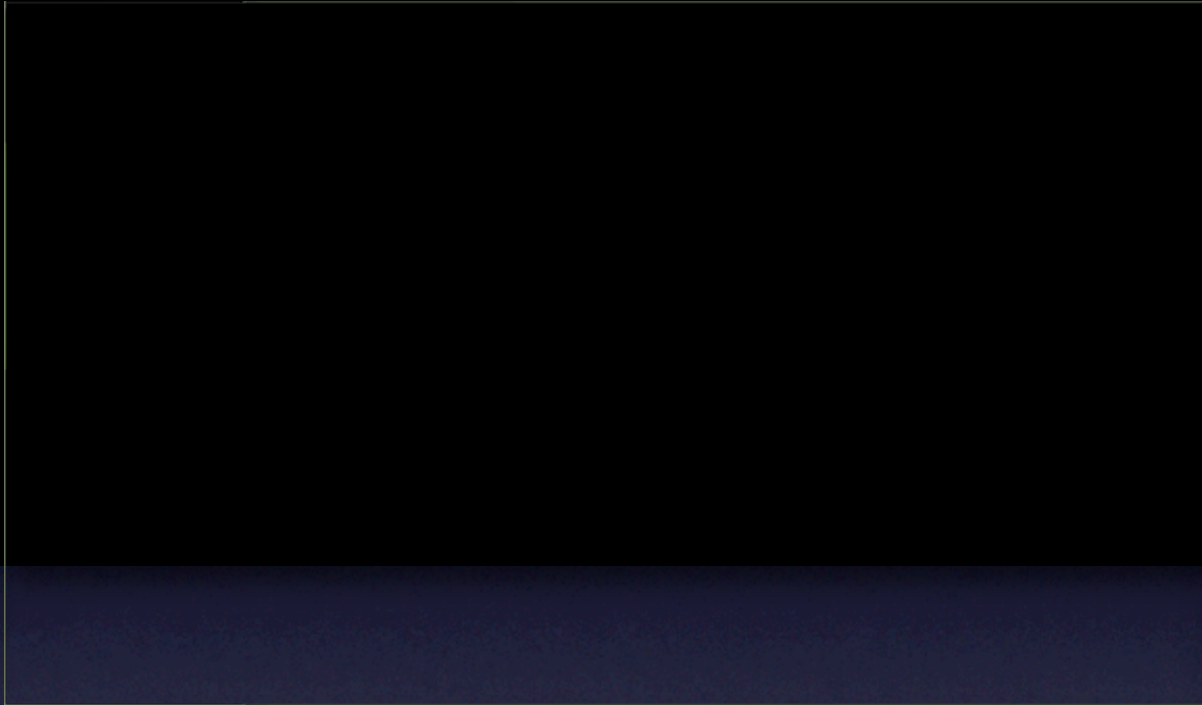
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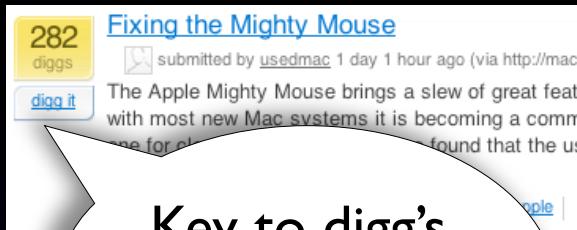
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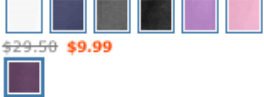
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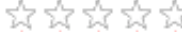
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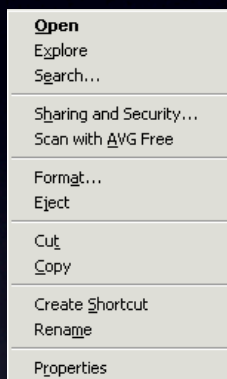
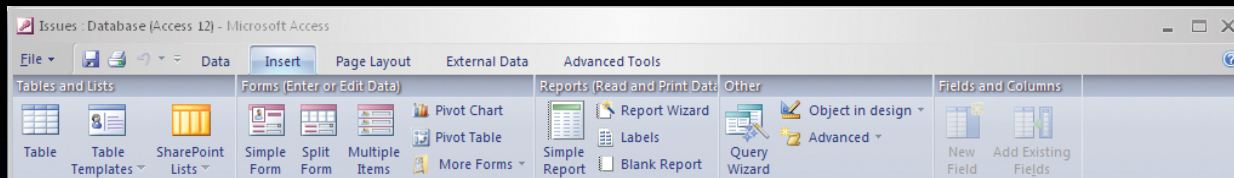
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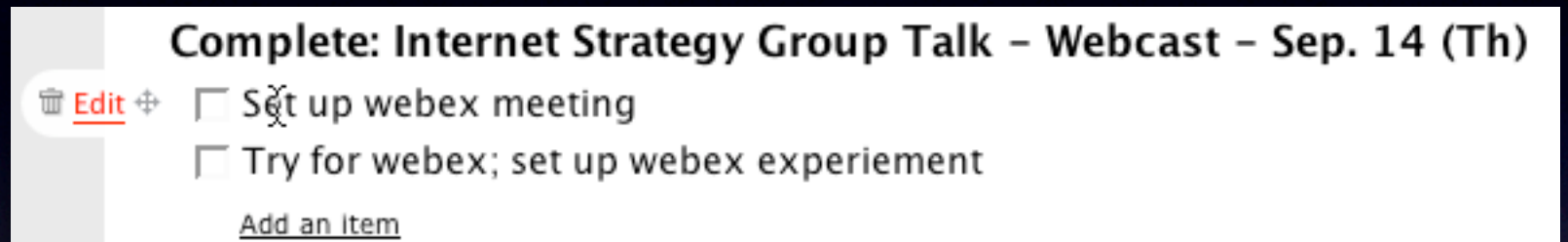
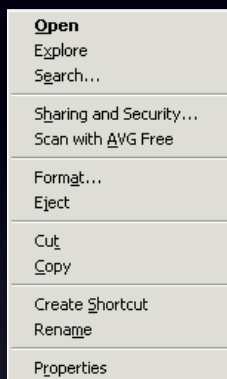
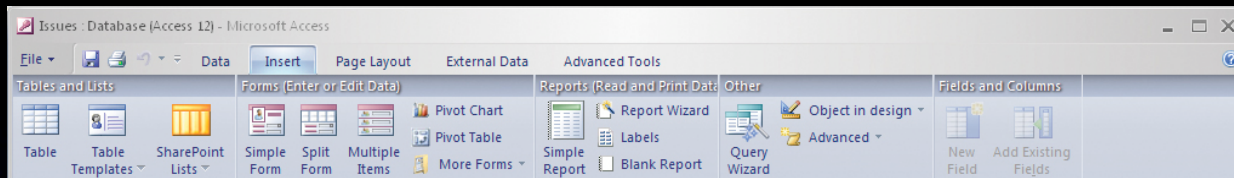
keep it lightweight. **contextual tools**

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



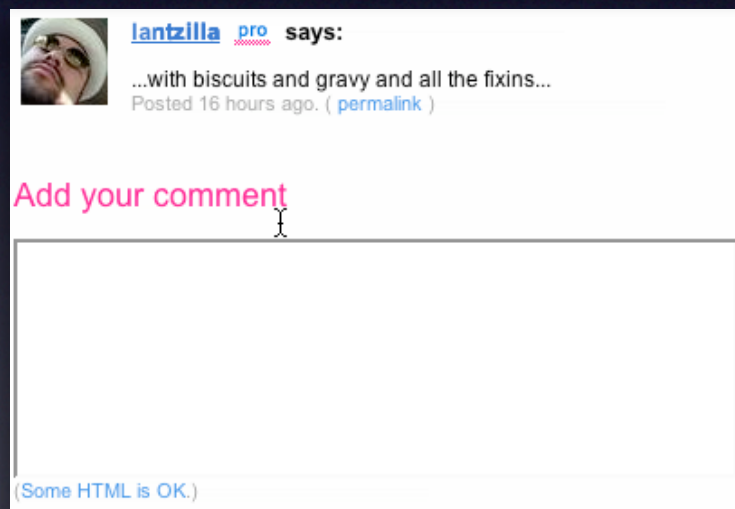
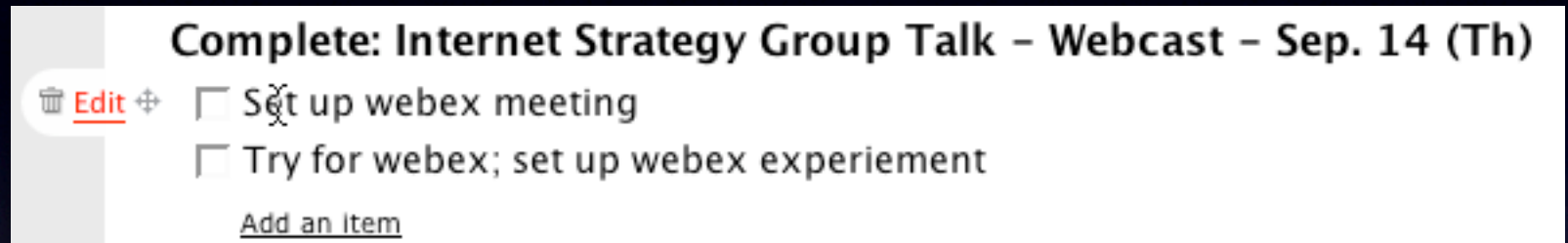
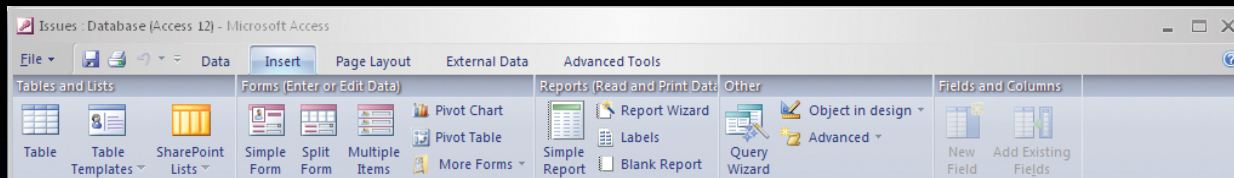
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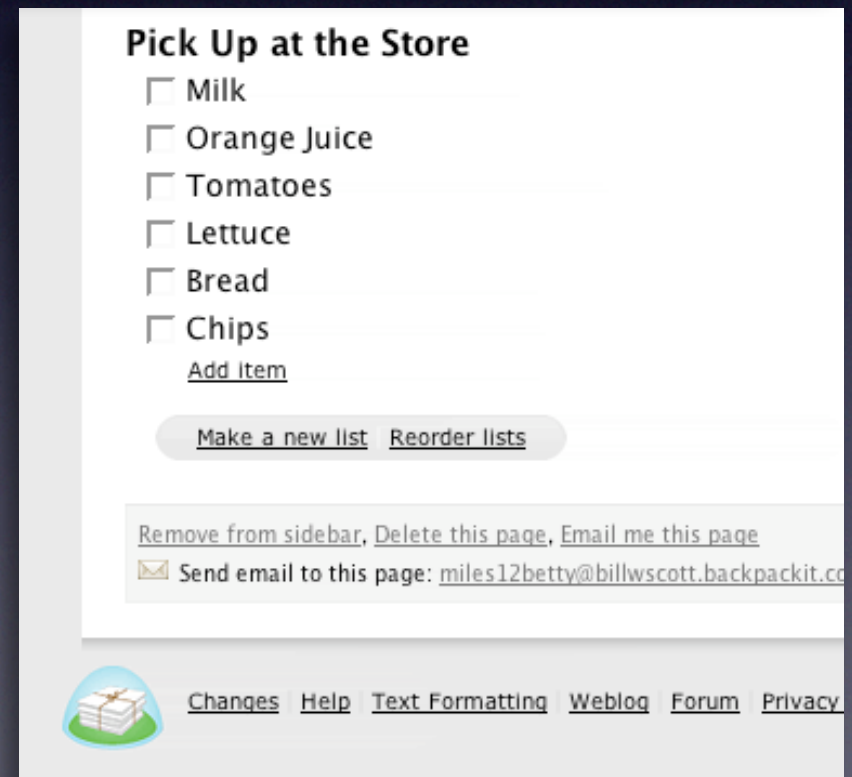
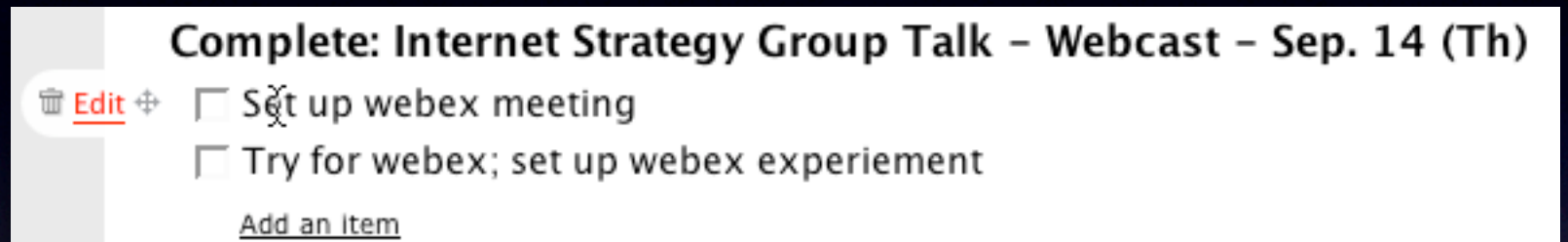
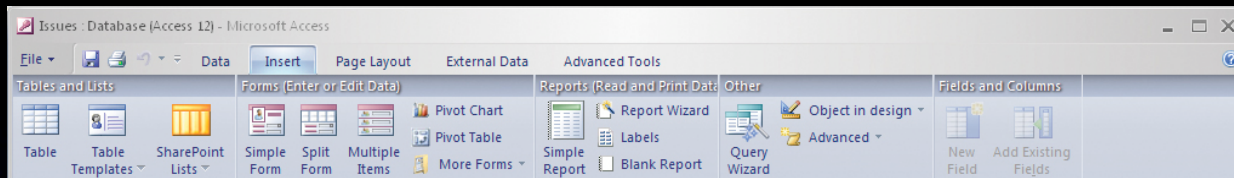
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keep it lightweight. **contextual tools**

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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

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


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

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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](#)

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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

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Monty Python's Life of Brian

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☐ Not Interested

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282
diggs

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Fixing the Mighty Mouse

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

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

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

digg. vote

click-weight

decision time

seek time

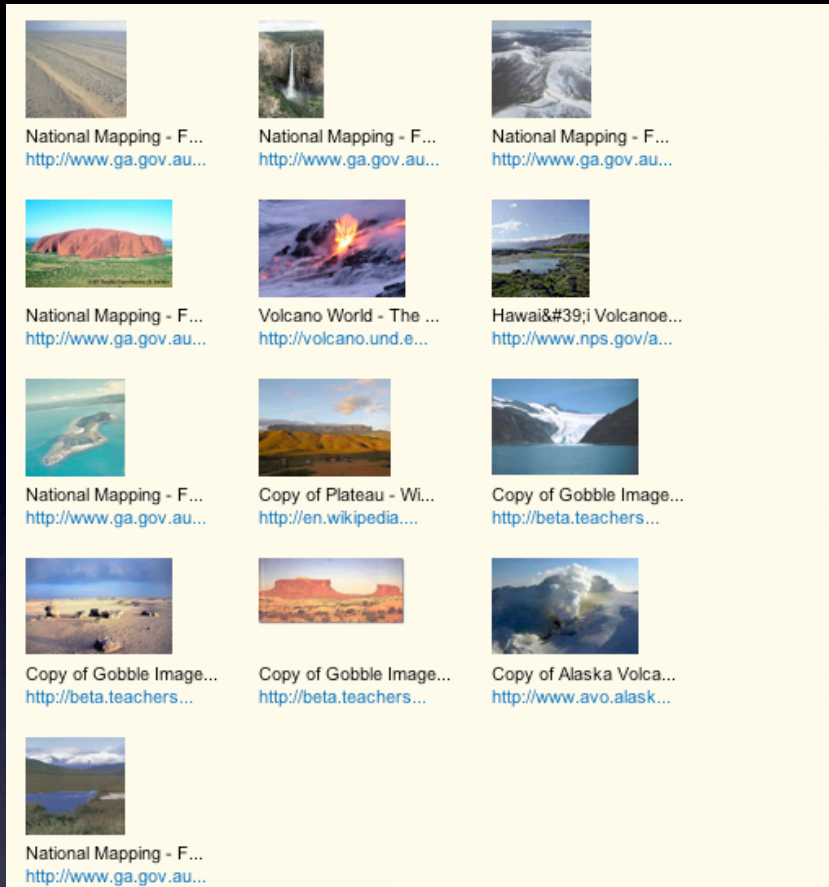
second guessing

wait time

netflix. ratings

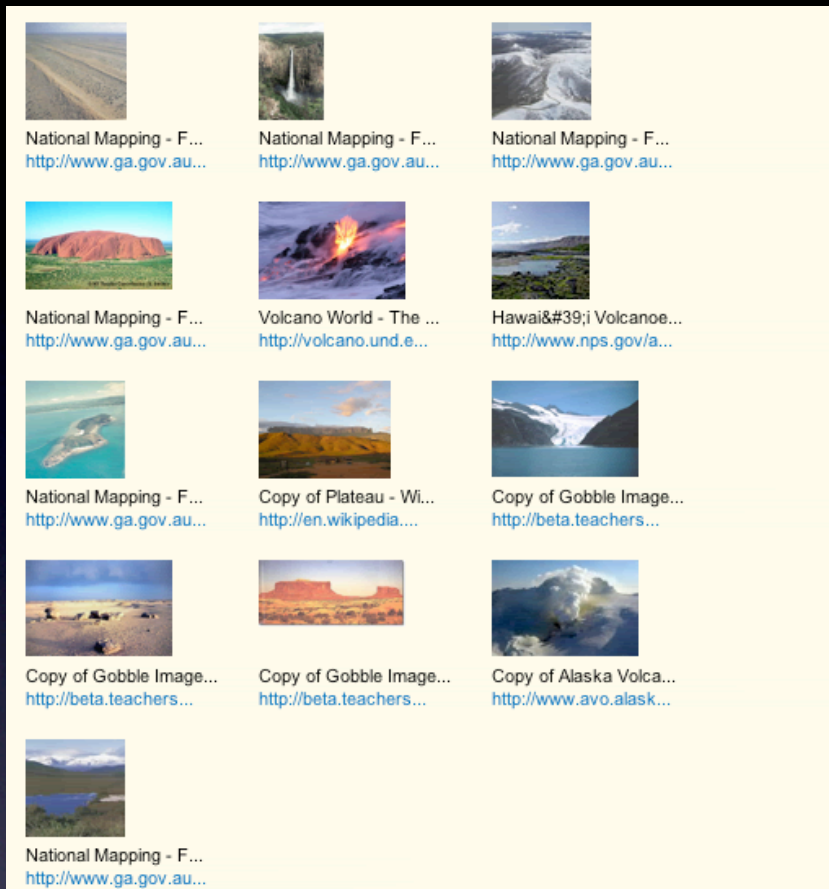
keep it lightweight. **anti-patterns**

keep it lightweight. **anti-patterns**

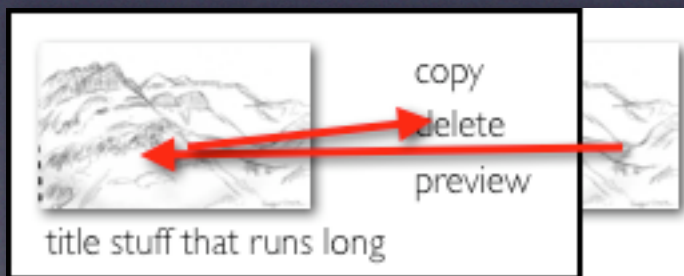


y! teachers. anti-pattern. **hover & cover**

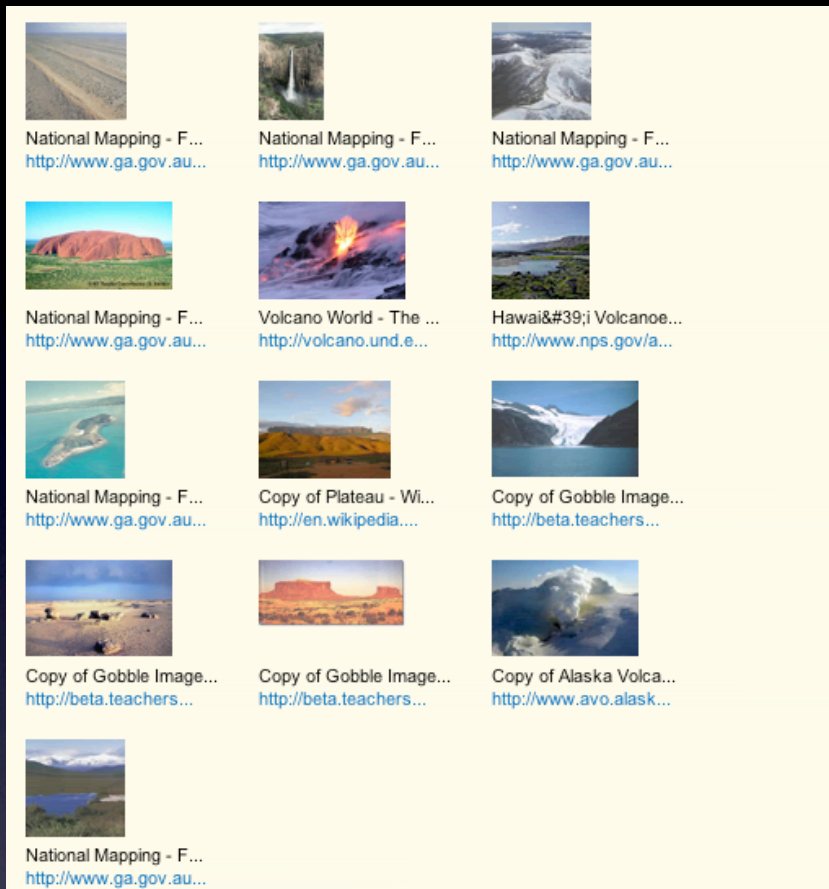
keep it lightweight. **anti-patterns**



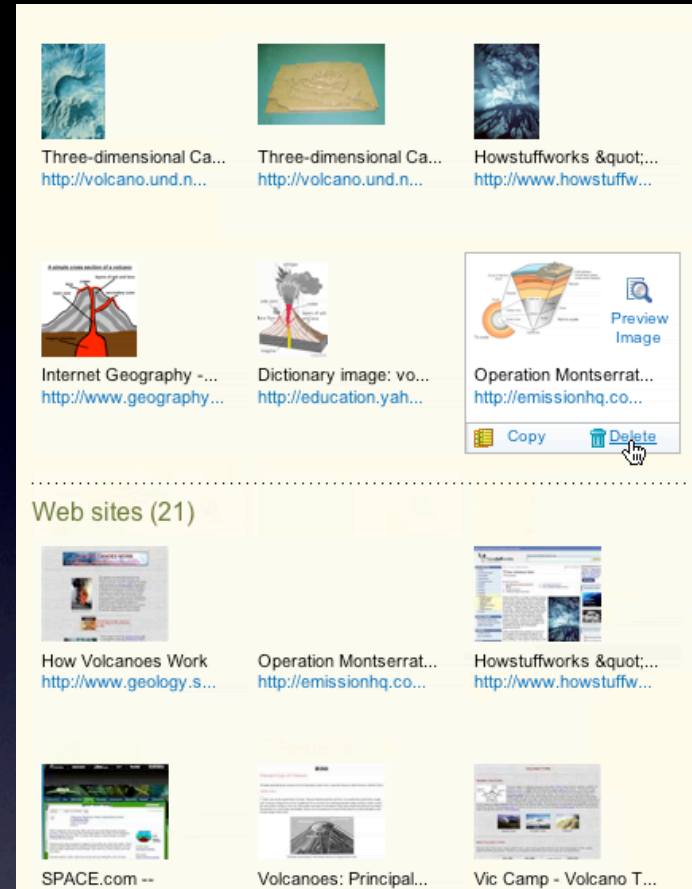
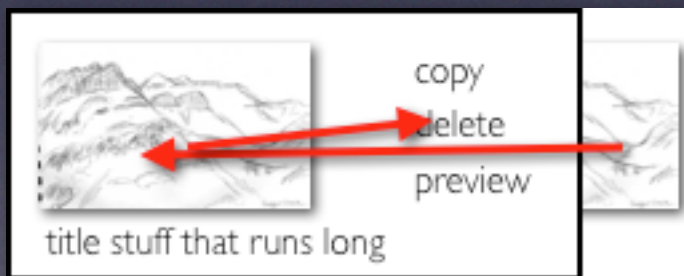
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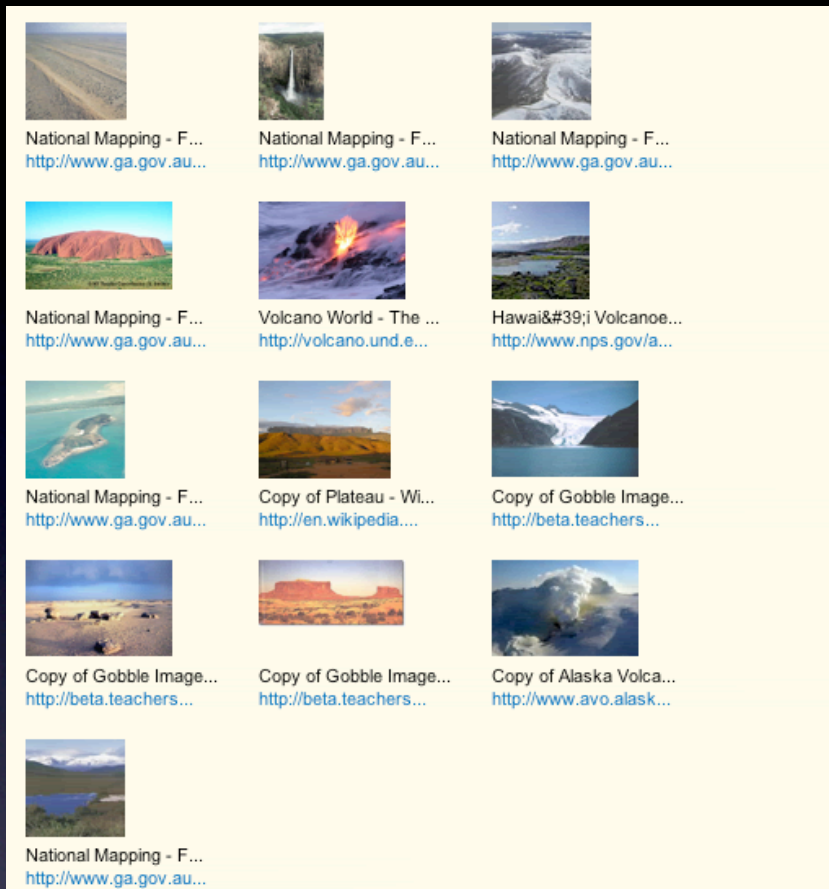


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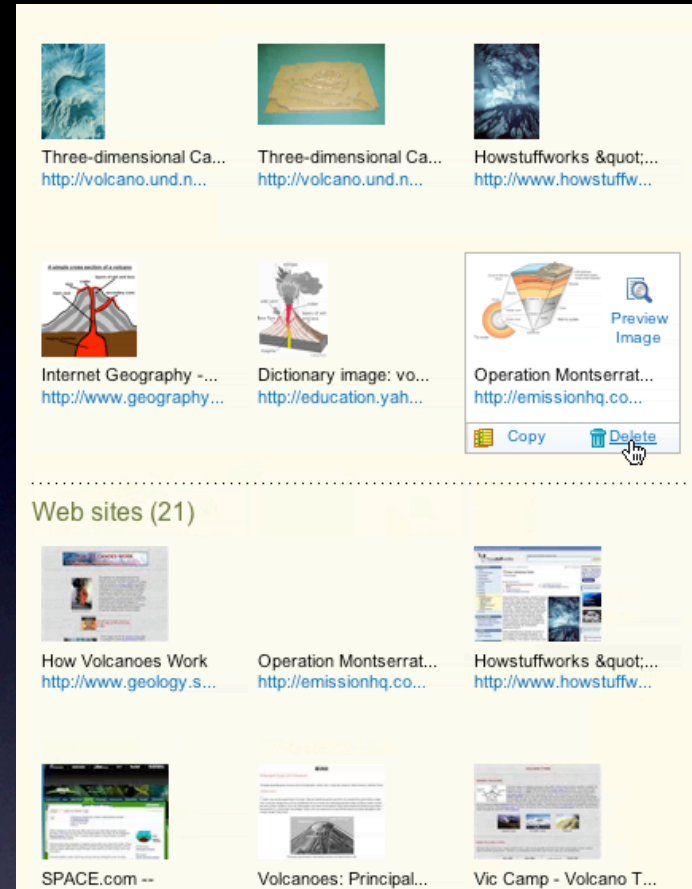
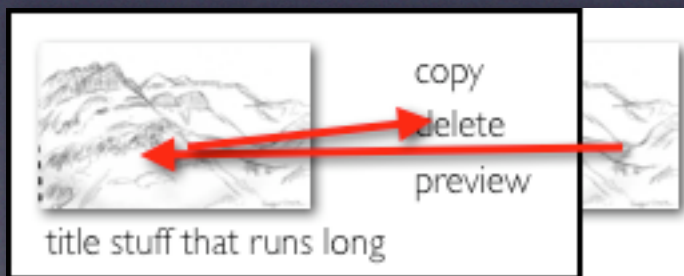


y! teachers. anti-pattern. **hover & cover. resolved**

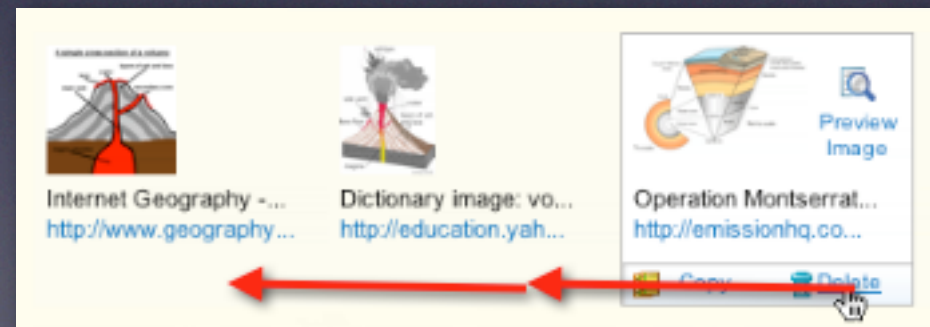
keep it lightweight. **anti-patterns**



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

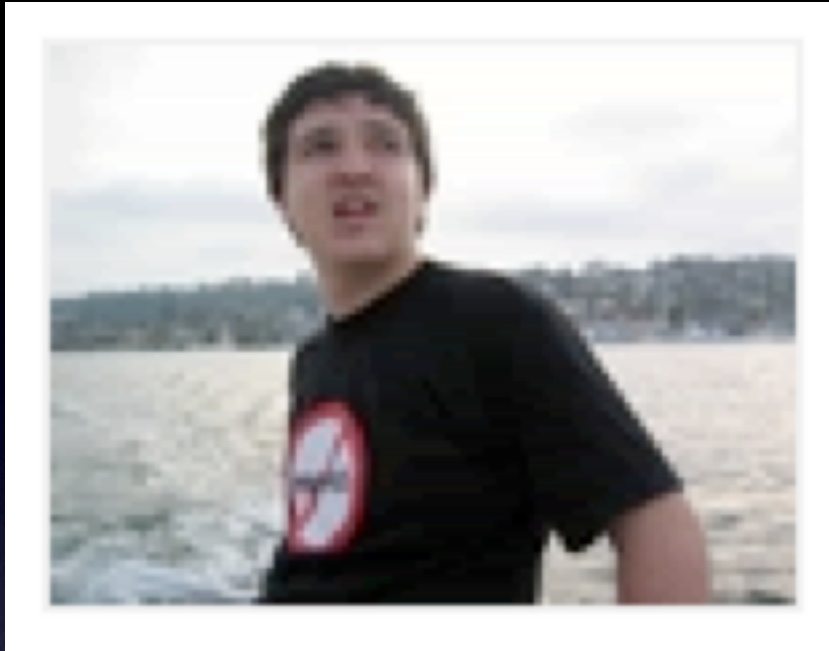


yl teachers. anti-pattern. **hover & cover. resolved**



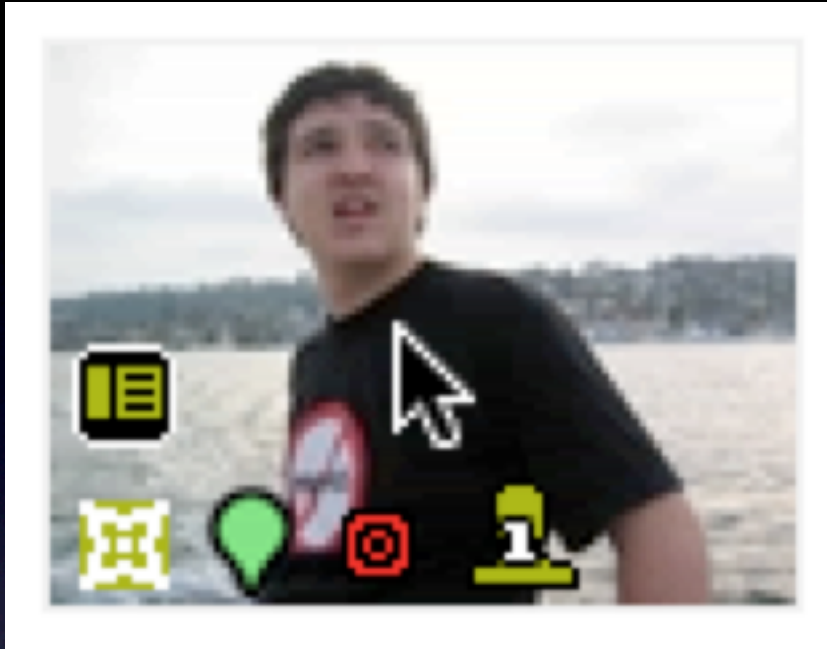
keep it lightweight. **anti-patterns**

keep it lightweight. **anti-patterns**



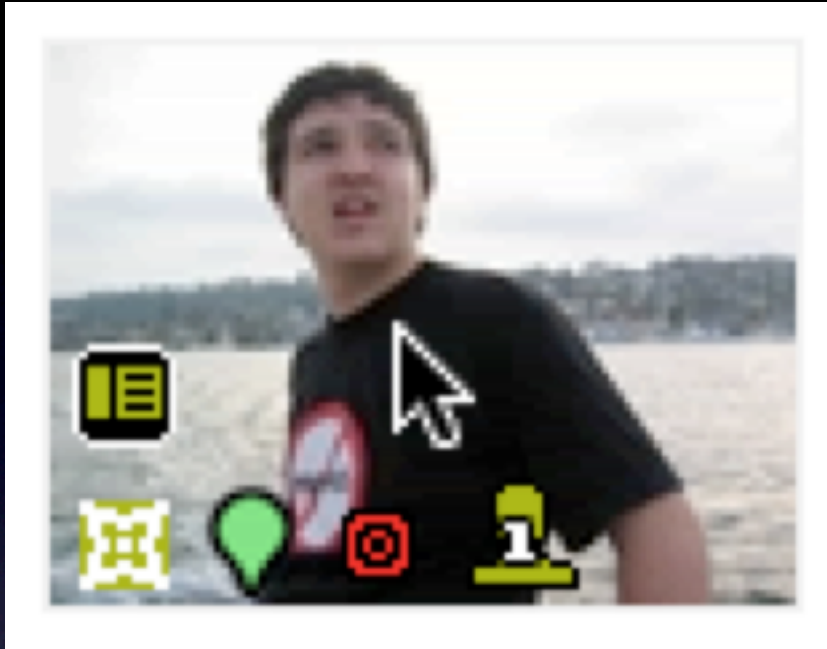
zoomr: anti-pattern. **mystery** meat

keep it lightweight. **anti-patterns**

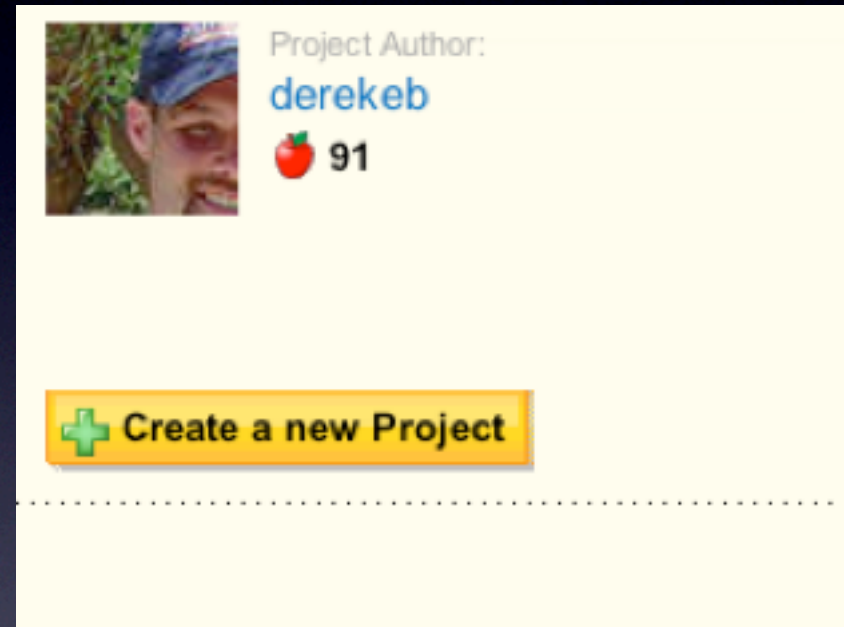


zoomr. anti-pattern. **mystery meat**

keep it lightweight. **anti-patterns**

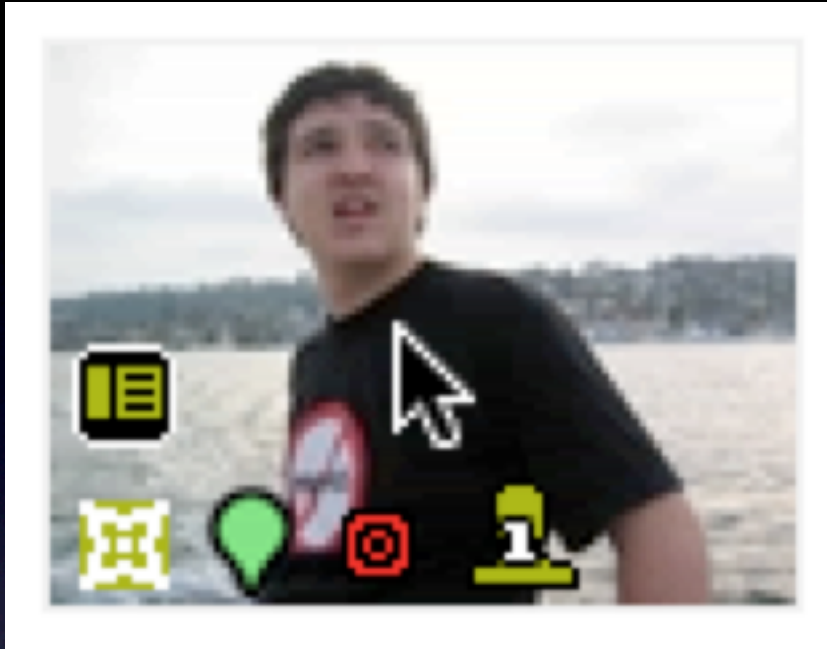


zoomr. anti-pattern. **mystery** meat

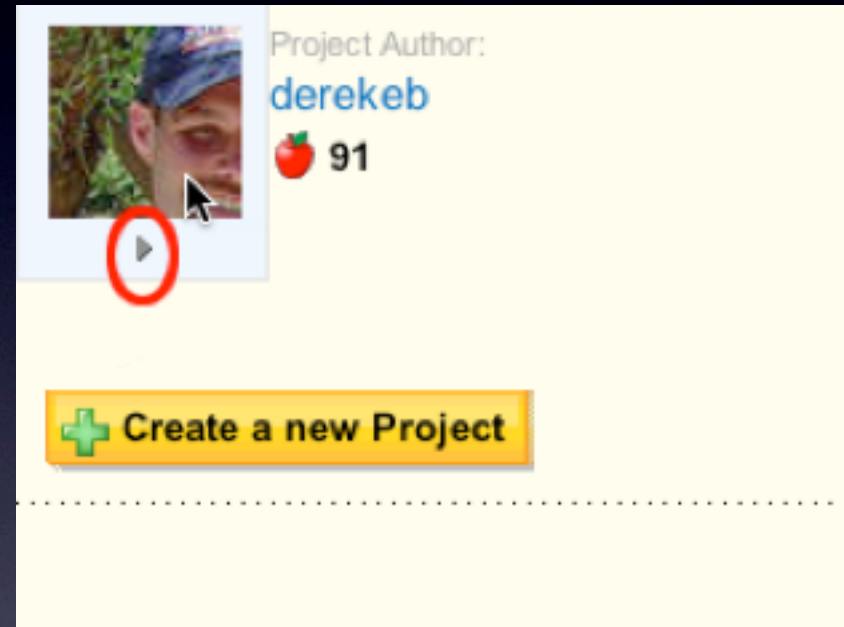


y! teachers. anti-pattern. **tiny** targets

keep it lightweight. **anti-patterns**

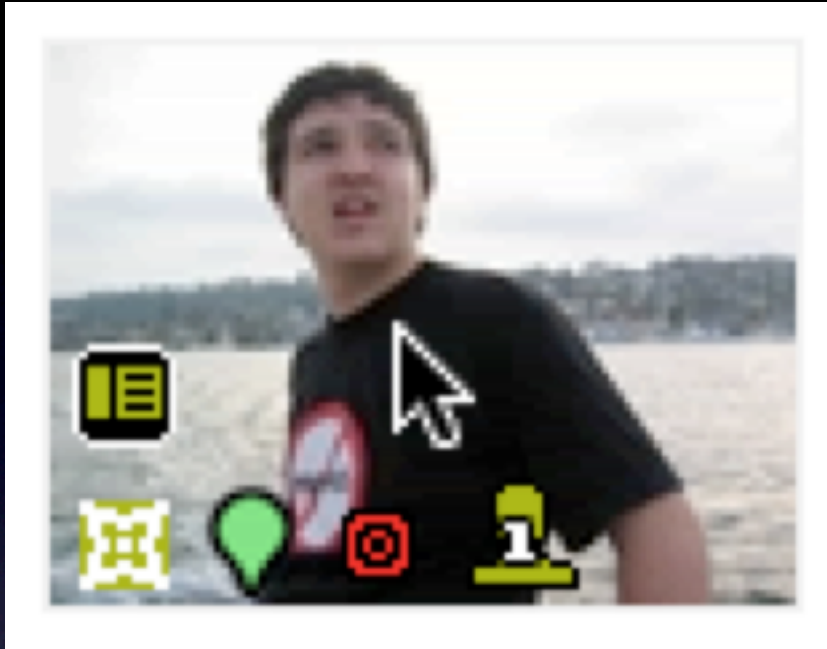


zoommr. anti-pattern. **mystery** meat



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

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

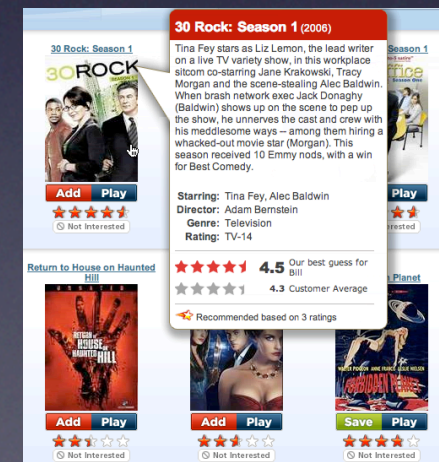
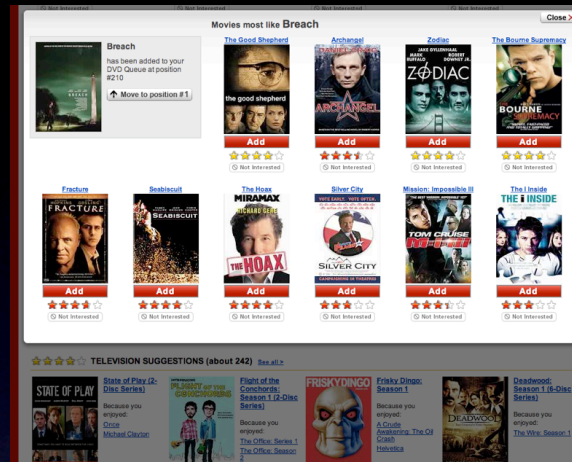
input overlay

considerations

lightbox effect

modality

activation



HOME | PERSONAL CARDS | TRAVEL | SMALL BUSINESS | CORPORATIONS | MERCHANTS

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?

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

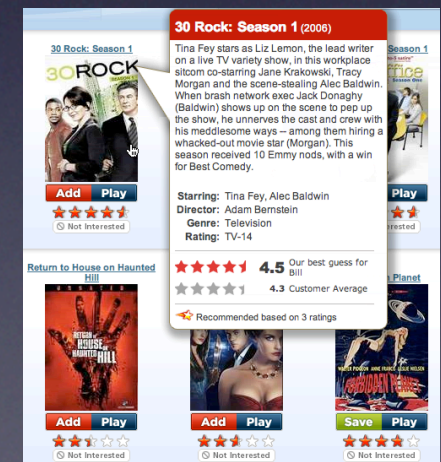
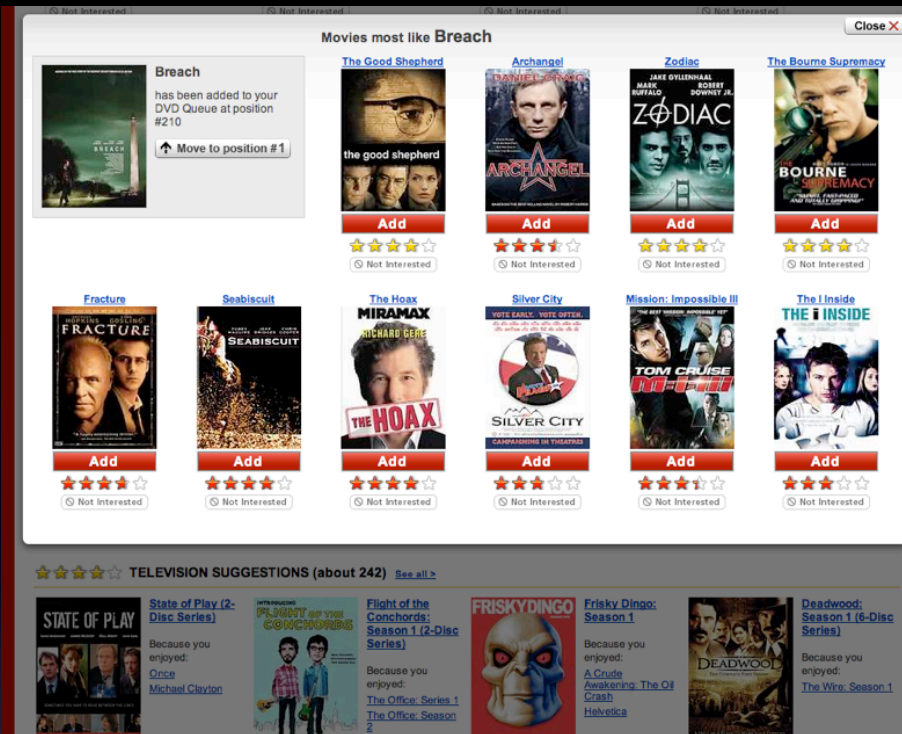
overlays

dialog overlay
detail overlay
input overlay

considerations

lightbox effect
modality
activation

y on the page. **overlay**



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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*

Name on Card*

Home Street Address*

Home Zip Code*

Do you ☐ Own? ☐ Rent? ☐ Other?

E-mail Address*

Date of Birth*

Employer Name*

Employer Phone Number*

Employer City*

Employer State*

Annual Household Income*

Income Source*

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

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.

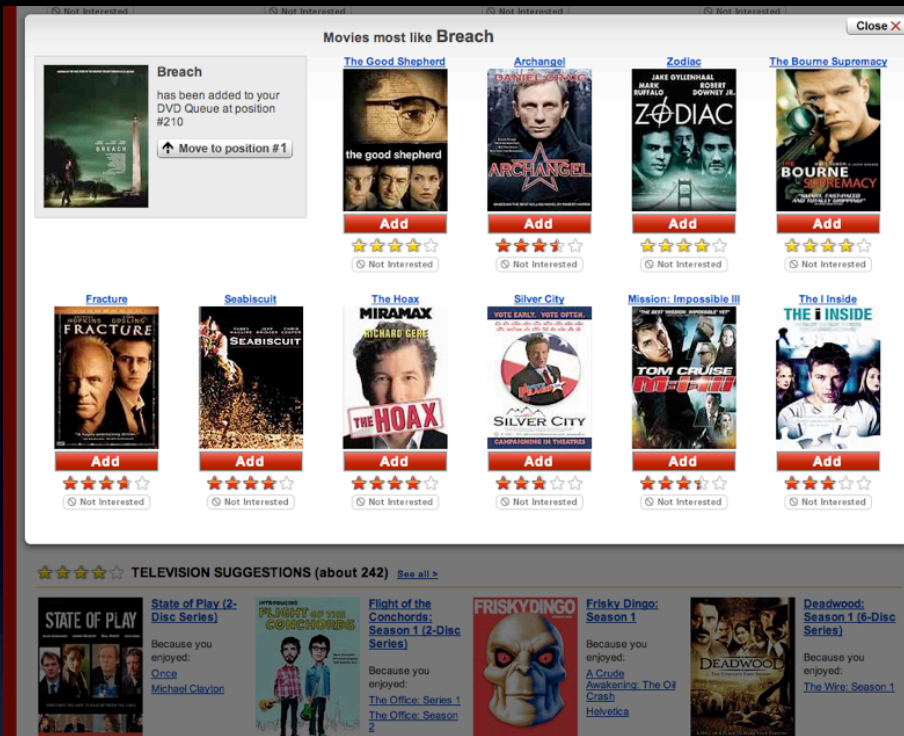
CONTINUE TO VERIFY

overlays

dialog overlay
detail overlay
input overlay

considerations

lightbox effect
modality
activation



y on the page. **overlay**

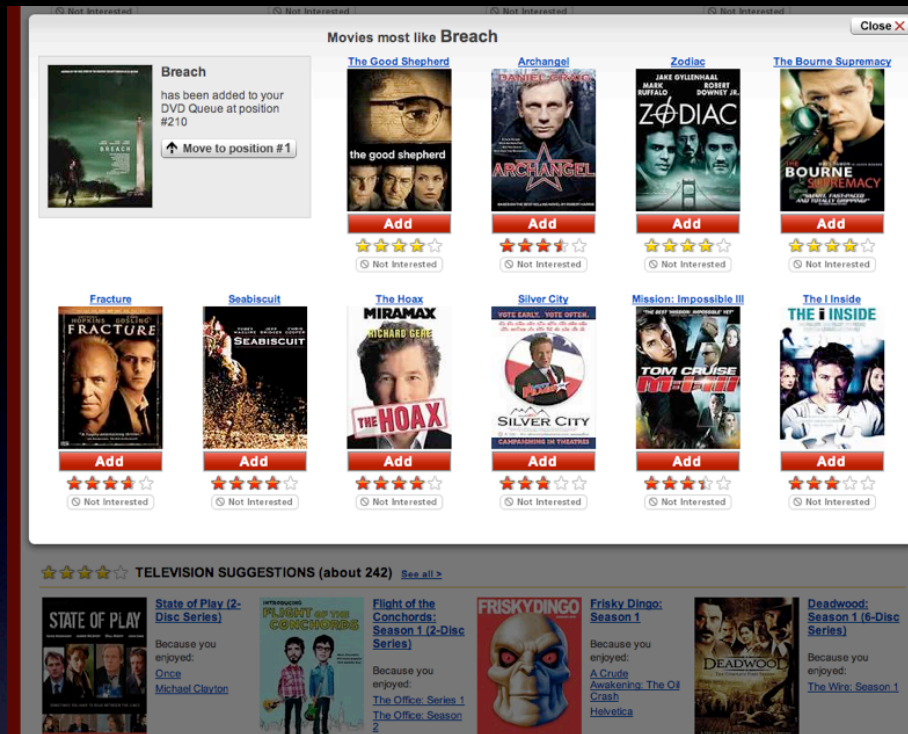
A screenshot of an American Express Rewards Plus Gold Card application form. The form is titled "AMERICAN EXPRESS® REWARDS PLUS GOLD CARD" and includes a section for "PERSONAL CARDS". It contains various input fields for personal information, including "First Name", "Last Name", "Middle Initial", "Home Street Address", "Home Zip Code", "Home Phone Number", "E-mail Address", "Social Security Number", "Employer Name", "Employer City", "Employer State", "Employer Phone Number", "Annual Household Income", and "Income Source". There are also checkboxes for "Do you have a card?", "Do you have a card?", "Do you have a card?", and "Do you have a card?". The form is designed with a clean, professional layout and includes a "CONTINUE TO VERIFY" button at the bottom.

overlays

dialog overlay
detail overlay
input overlay

considerations

lightbox effect
modality
activation



y on the page. **overlay**

TRAVEL SMALL BUSINESS CORPORATIONS MERCHANTS

Have a question?
We can answer it right now.
TALK BY PHONE

Site Help | Search | Contact Us | LOG IN

Explore Rewards & Benefits Additional Products & Services Apply for a Card

AMERICAN EXPRESS® REWARDS PLUS GOLD CARD

* Required Print Secure

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

First Name:*	<input type="text"/>	Last Name:*	<input type="text"/>
Middle Initial:	<input type="text"/>	Name on Card:*	<input type="text"/>
Home Street Address:*	<input type="text"/>		
Home Zip Code:*	<input type="text"/>	Home Apt/Suite#:	<input type="text"/>
Do you	<input checked="" type="radio"/> Own? <input type="radio"/> Rent?	Home Phone Number:	<input type="text"/>
Date of Birth:*	<input type="text"/>	E-mail Address:*	<input type="text"/>
	MM DD YYYY	Social Security Number:*	<input type="text"/>

Employer Name:	<input type="text"/>	Employer Phone Number:	<input type="text"/>
Employer City:	<input type="text"/>	Employer State:	Choose One

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

Annual Household Income:*\$.00 Income Source: Choose One

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 individual(s) age 15 and over.

30 Rock: Season 1 (2006)

Tina Fey stars as Liz Lemon, the lead writer on a live TV variety show, in this workplace sitcom co-starring Jane Krakowski, Tracy Morgan and the scene-stealing Alec Baldwin. When brash network exec Jack Donaghy (Baldwin) shows up on the scene to pep up the show, he unnerves the cast and crew with his middlesome ways – among them hiring a whacked-out movie star (Morgan). This season received 10 Emmy nods, with a win for Best Comedy.

Starring: Tina Fey, Alec Baldwin
Director: Adam Bernstein
Genre: Television
Rating: TV-14

★★★★★ 4.5 Our best guess for Bill
★★★★★ 4.3 Customer Average
Recommended based on 3 ratings

Return to House on Haunted Hill

★★★★★ 4.5 Our best guess for Bill
★★★★★ 4.3 Customer Average
Recommended based on 3 ratings

Planet

★★★★★ 4.5 Our best guess for Bill
★★★★★ 4.3 Customer Average
Recommended based on 3 ratings

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Slideshow **Create** **Share** **Edit** **Prints & Gifts**

Drag photos into this tray and choose a task above.

Sort by: **Date**



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View from the Top



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From Second Floor Up



Eiffel Tower

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Drag photos into this tray and choose a task above.

Sort by: Date

Sunset Underneath View from the Top

Eiffel Pulley From Second Floor Up Eiffel Tower

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

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part of the sign-up

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inlays

in-context configuration

in-context insight

parallel content

inlay vs. overlay

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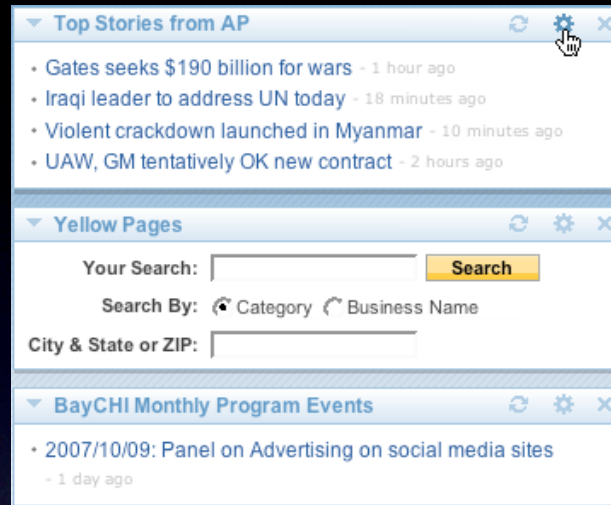
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in-context configuration

in-context insight

parallel content

inlay vs. overlay

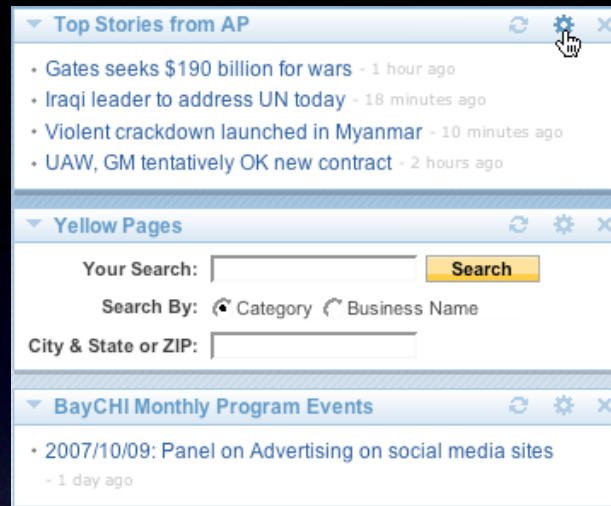


my y!. in-context configuration

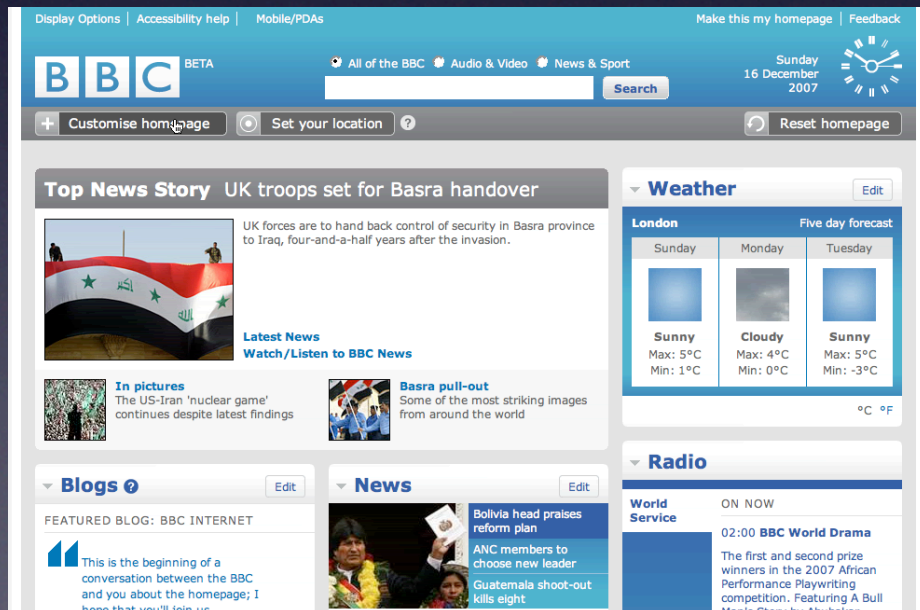
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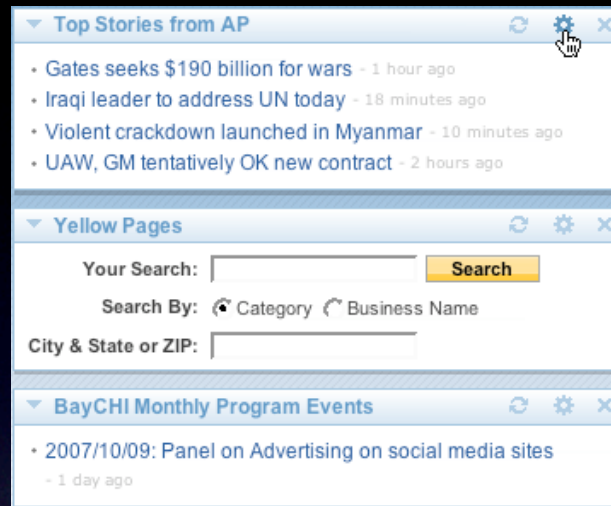


bbc. in-context configuration

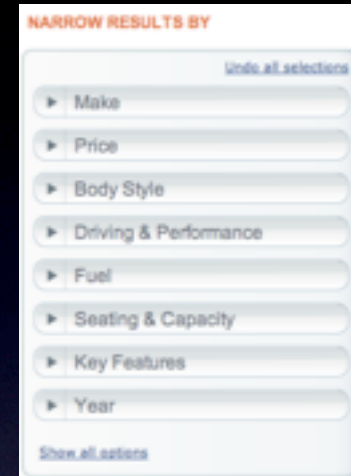
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inlays

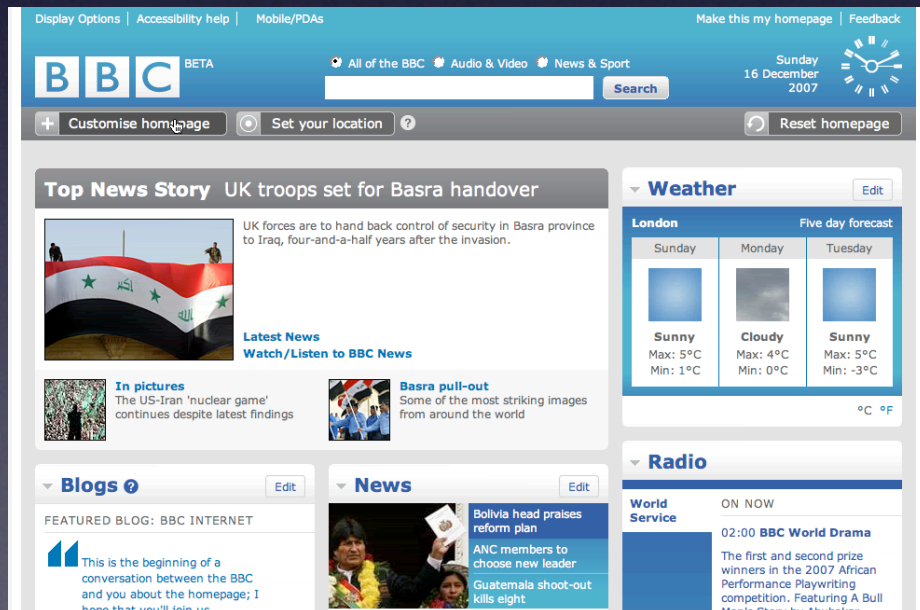
in-context configuration
in-context insight
parallel content
inlay vs. overlay



my y!. in-context configuration



y! autos. **accordion**

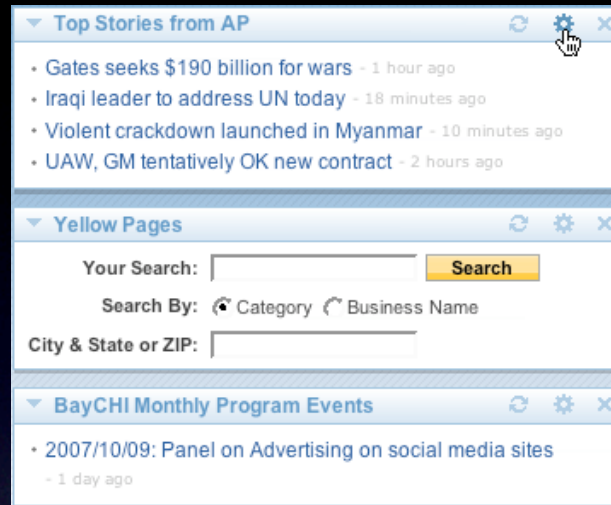


bbc. in-context configuration

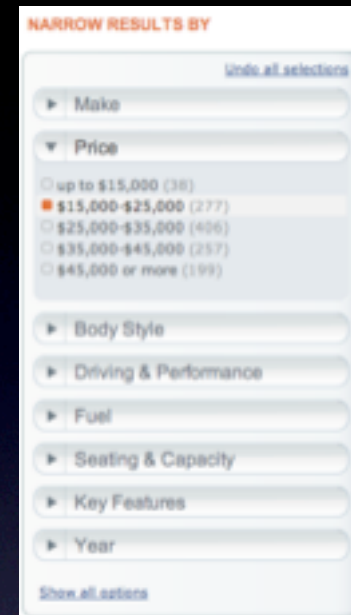
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my y!. in-context configuration



y! autos. accordion

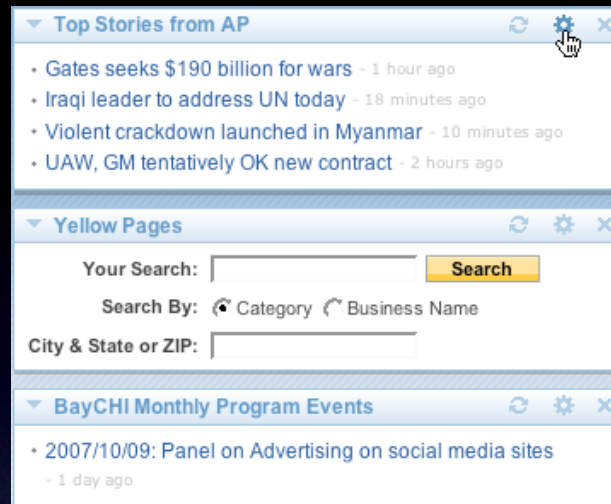


bbc. in-context configuration

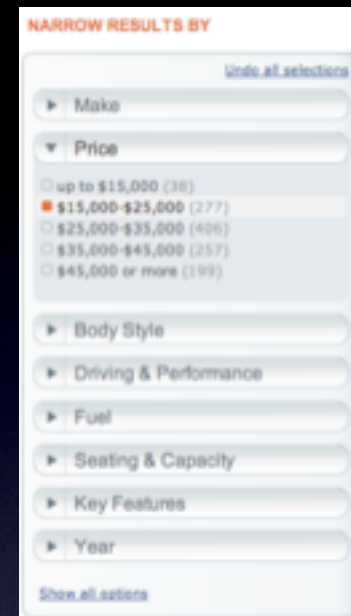
stay on the page. **inlay**

inlays

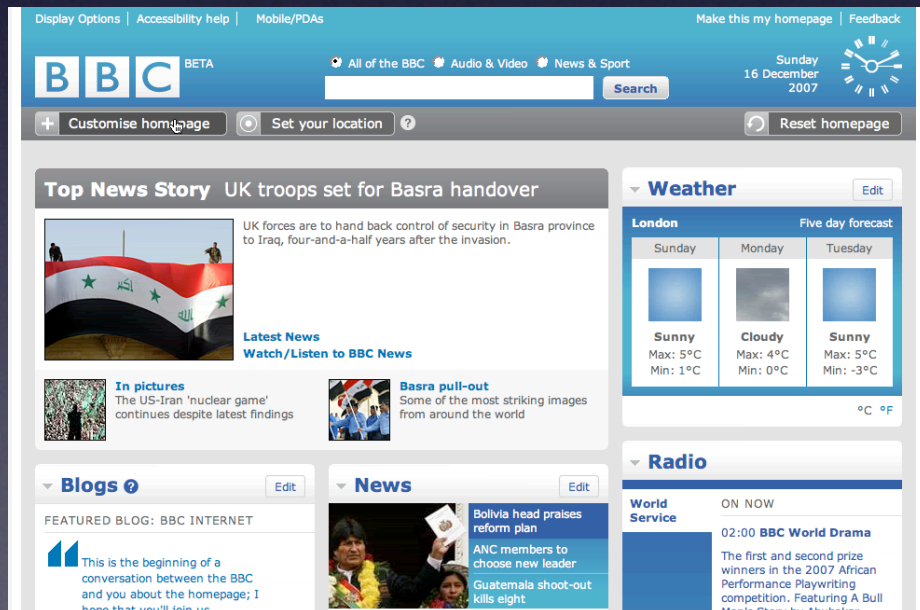
in-context configuration
in-context insight
parallel content
inlay vs. overlay



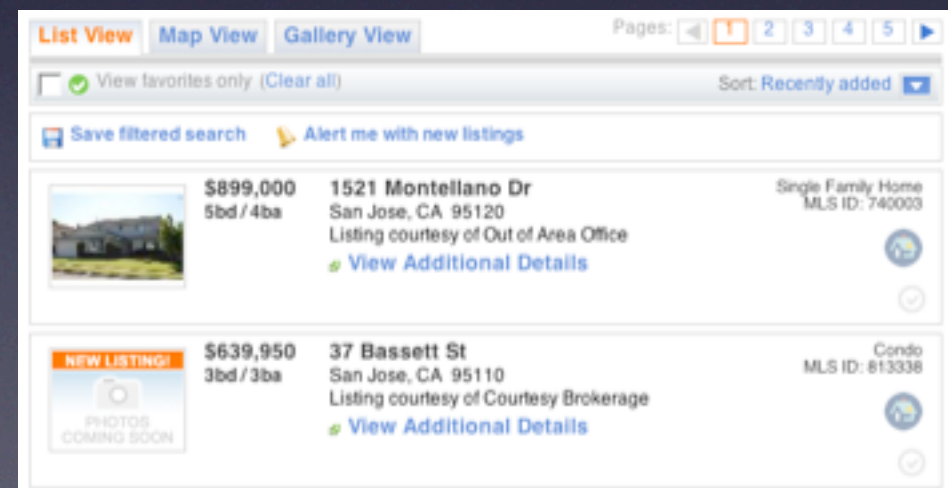
my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration

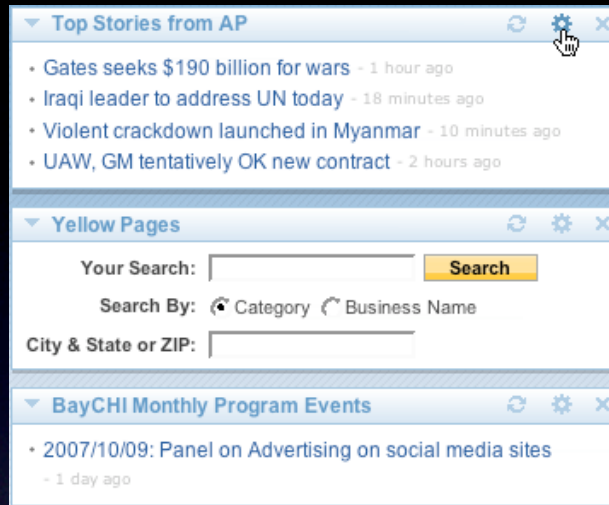


roost. in-context insight

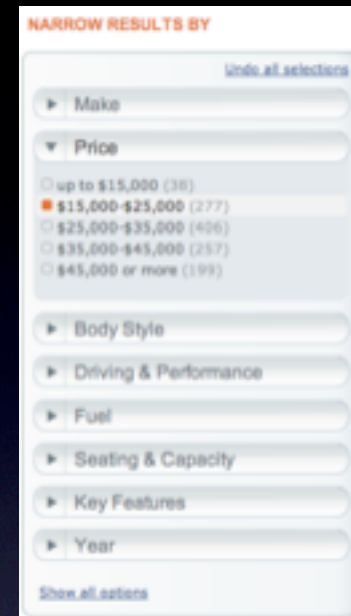
stay on the page. **inlay**

inlays

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



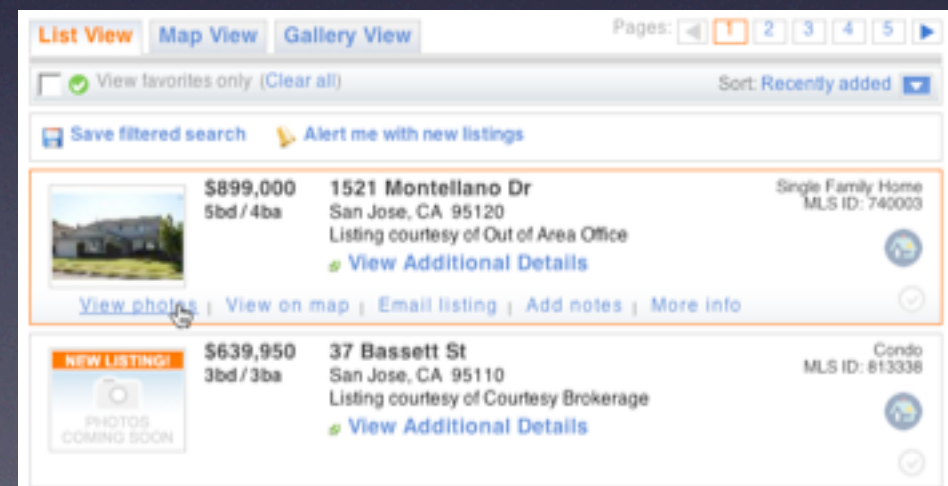
my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration

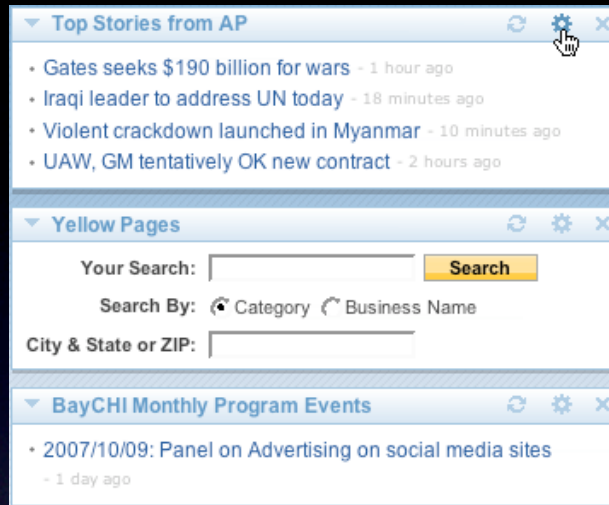


roost. in-context insight

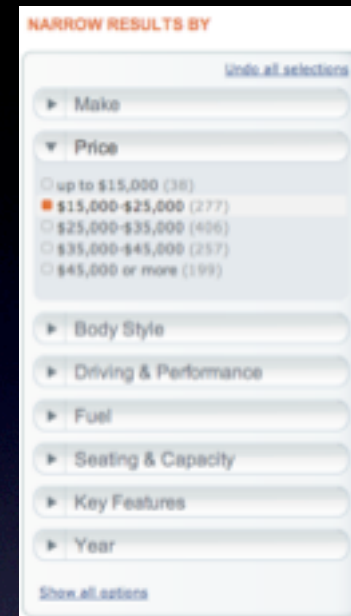
stay on the page. **inlay**

inlays

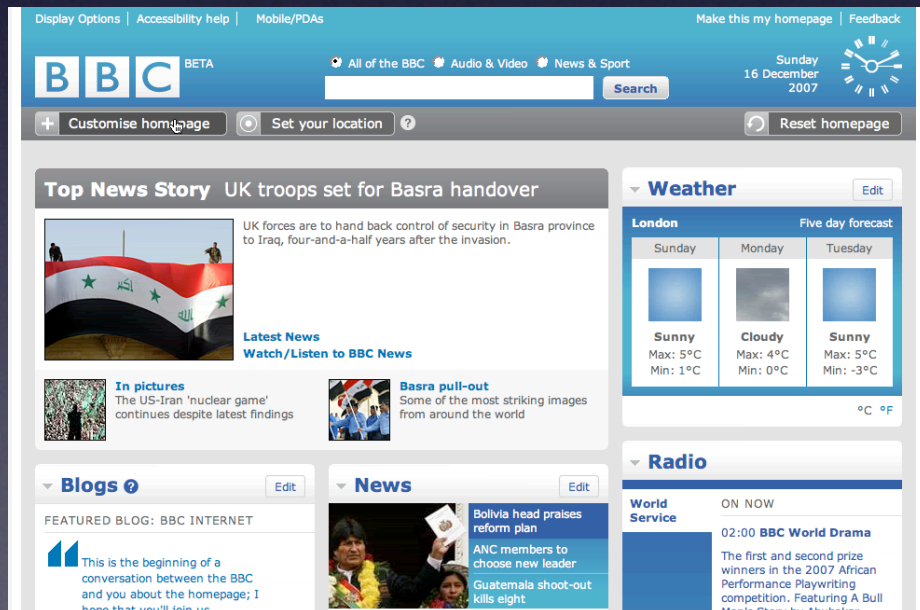
in-context configuration
in-context insight
parallel content
inlay vs. overlay



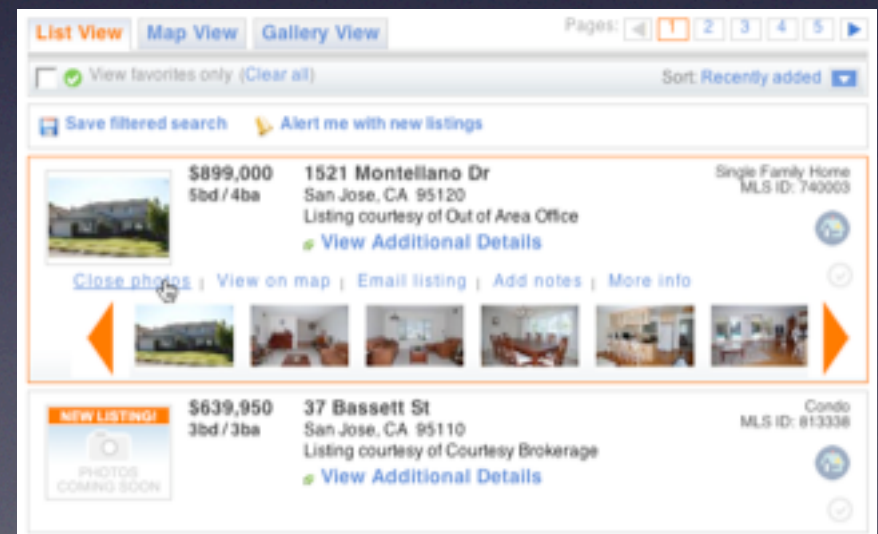
my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration

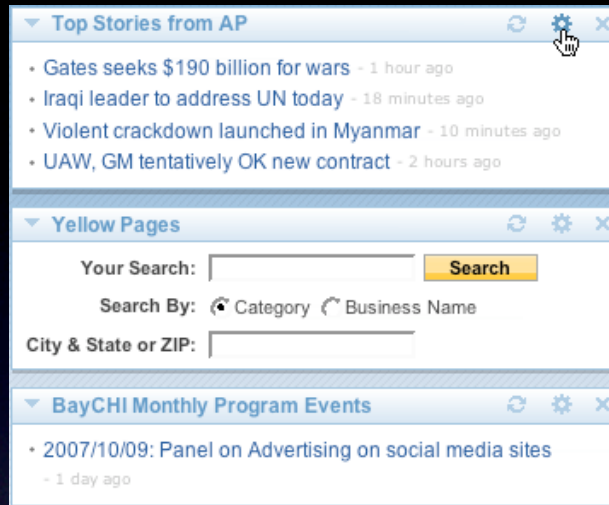


roost. in-context insight

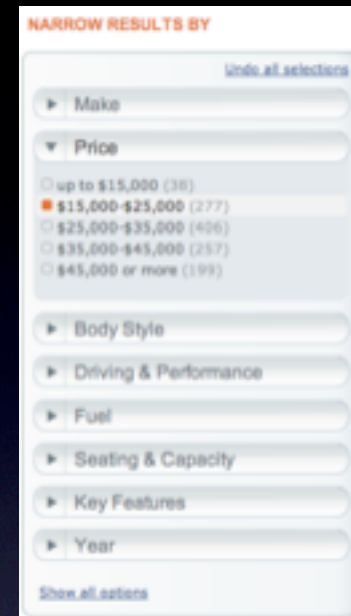
stay on the page. **inlay**

inlays

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



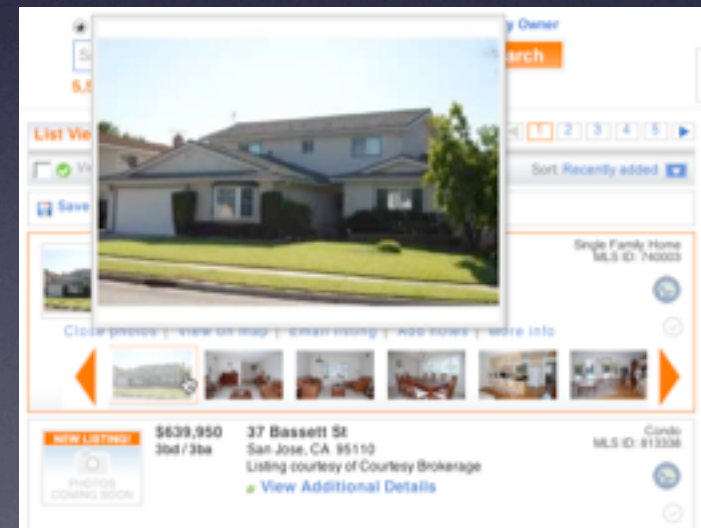
my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration



roost. in-context insight














stay on the page. **virtual**

Rethink paging

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

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
<div>New Search << Previous Next >></div>						

Rethink paging

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

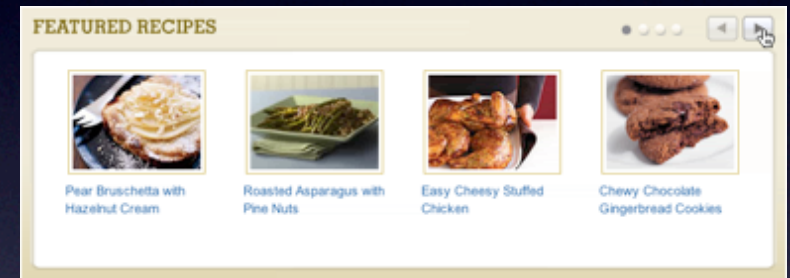
stay on the page. **virtual**

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	
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<div>New Search << Previous Next >></div>						

Rethink paging














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



y! health. carousel

stay on the page. **virtual**

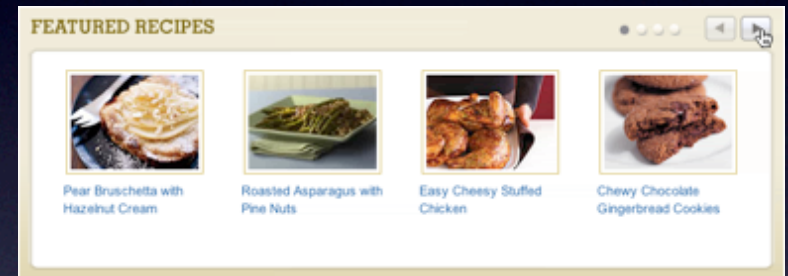
mlslistings. **pagination**

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
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	\$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

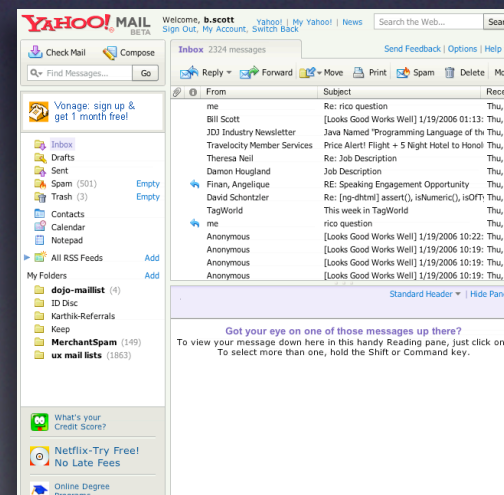
New Search << Previous Next >>

Rethink paging

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
















y! health. **carousel**



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

stay on the page. **virtual**

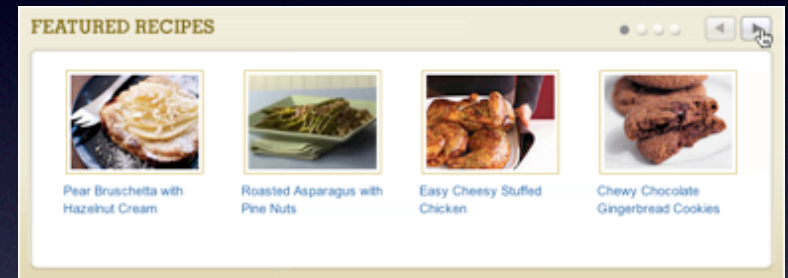
mlslistings. **pagination**

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
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	\$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

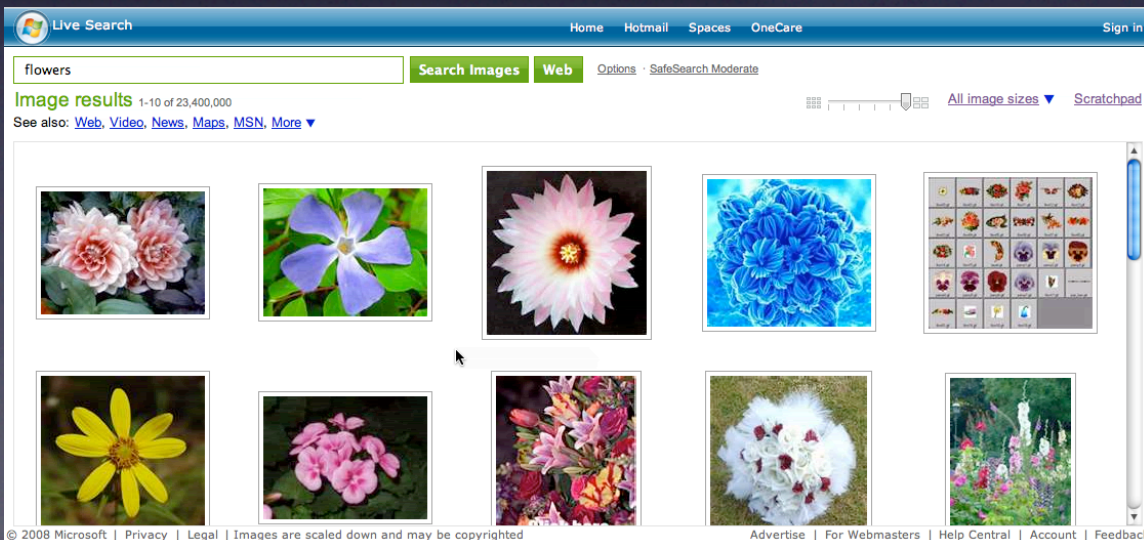
New Search << Previous Next >>

Rethink paging

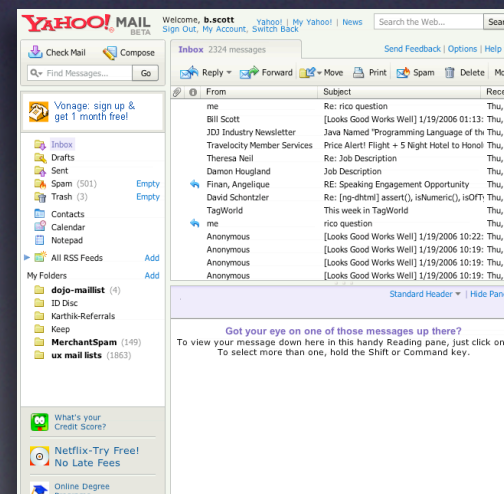
use scrolling for “owned” data
watch out for dual scroll bar issue
hybrid of paging & scrolling



y! health. **carousel**



microsoft live. **paged scrolling**



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

stay on the page. **virtual**

Rethink paging

in-place paging

zoomable user interface (zui)

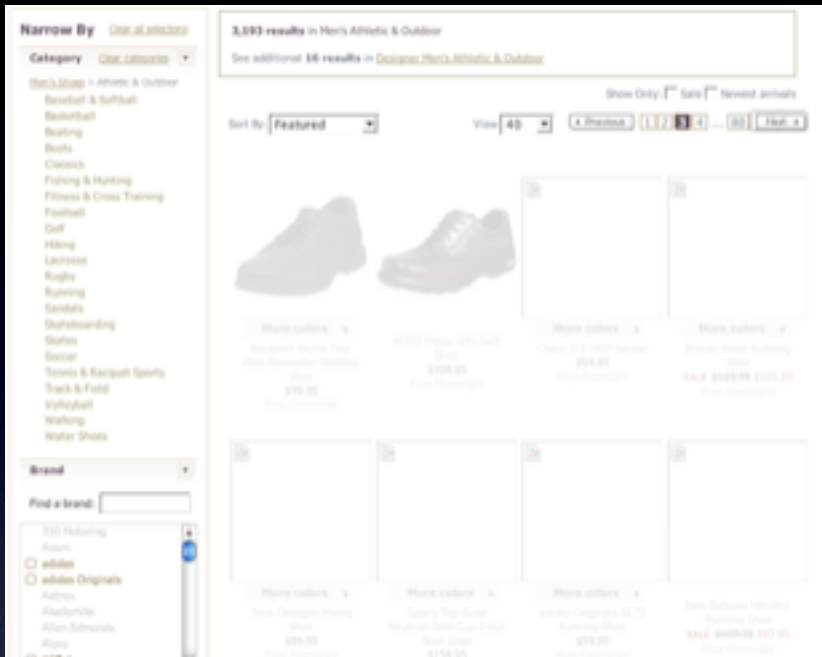
endless. seamless paging



stay on the page. **virtual**

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

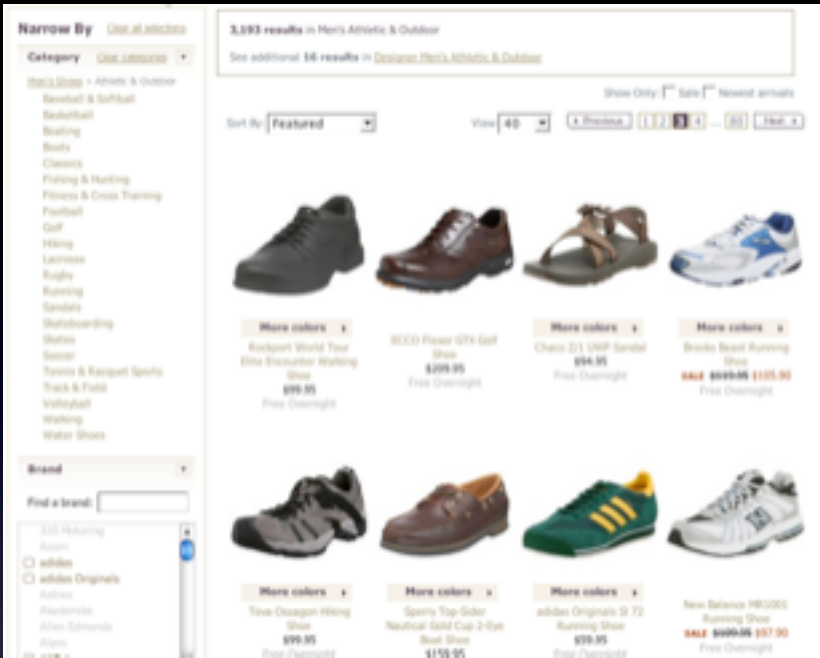
endless. seamless paging



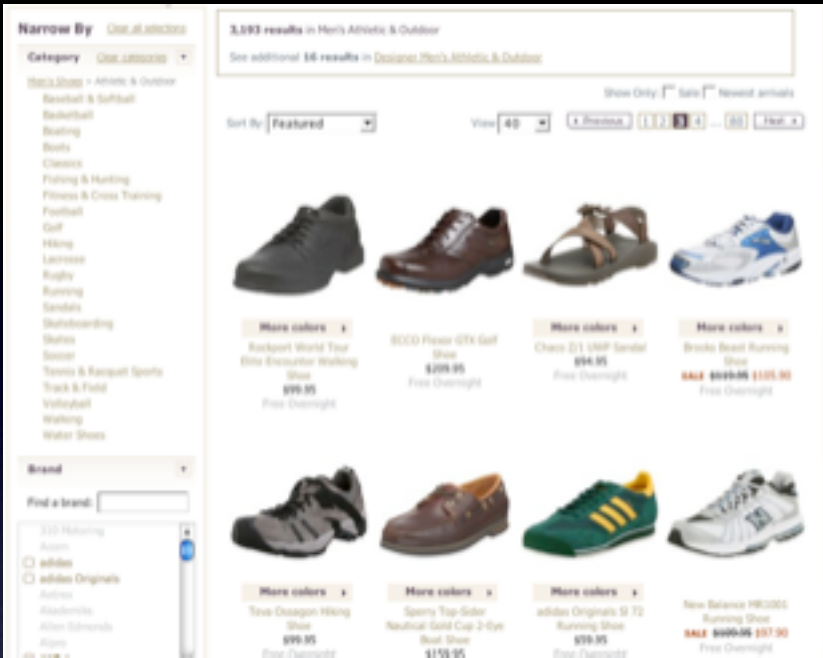
stay on the page. **virtual**

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

endless. seamless paging



endless. seamless paging



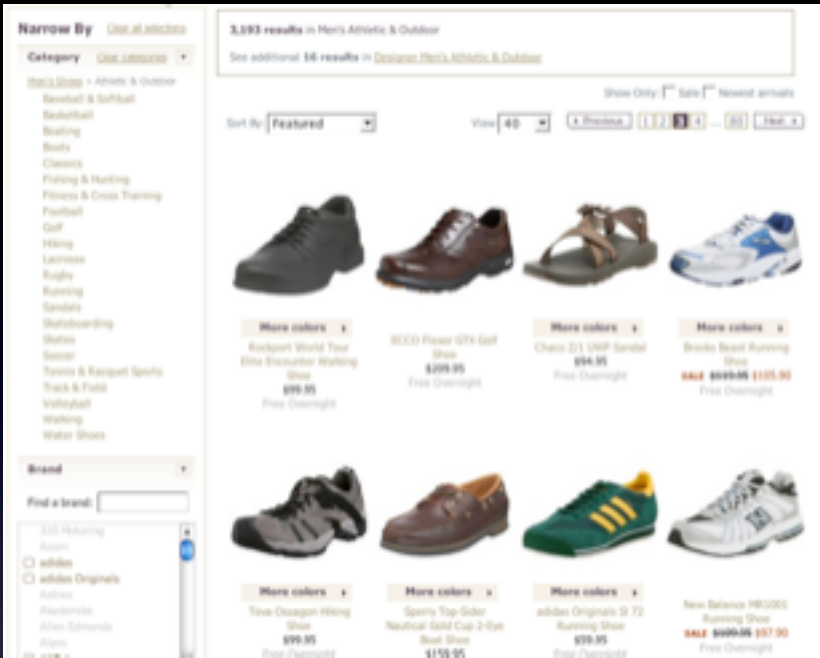
stay on the page. **virtual**

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



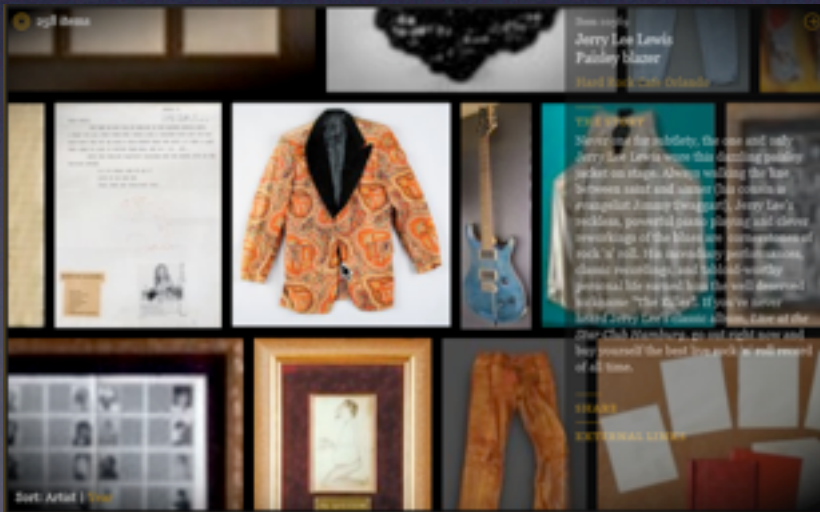
hard rock cafe. **zui**

endless. seamless paging



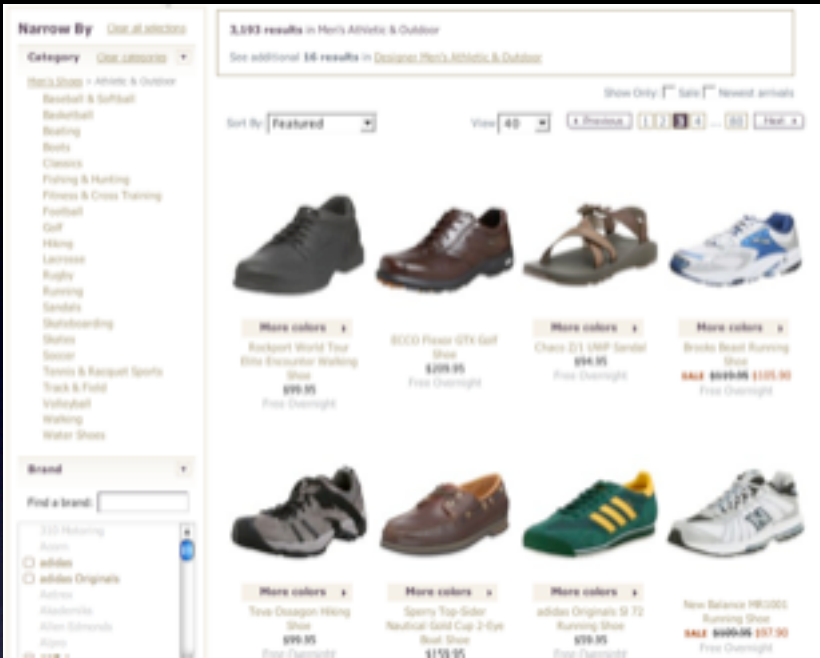
stay on the page. **virtual**

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



hard rock cafe. **zui**

endless. seamless paging



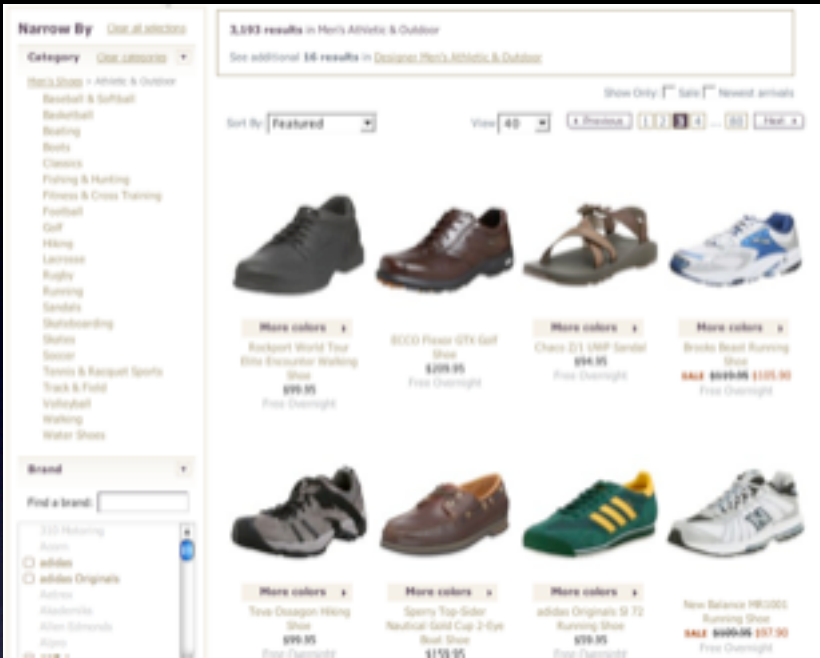
stay on the page. **virtual**

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



hard rock cafe. **zui**

endless. seamless paging

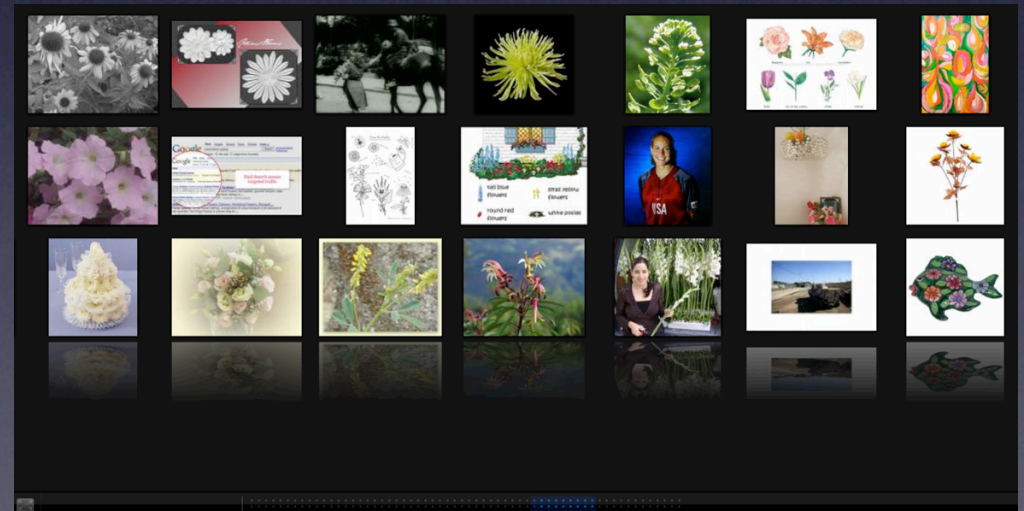


stay on the page. **virtual**

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

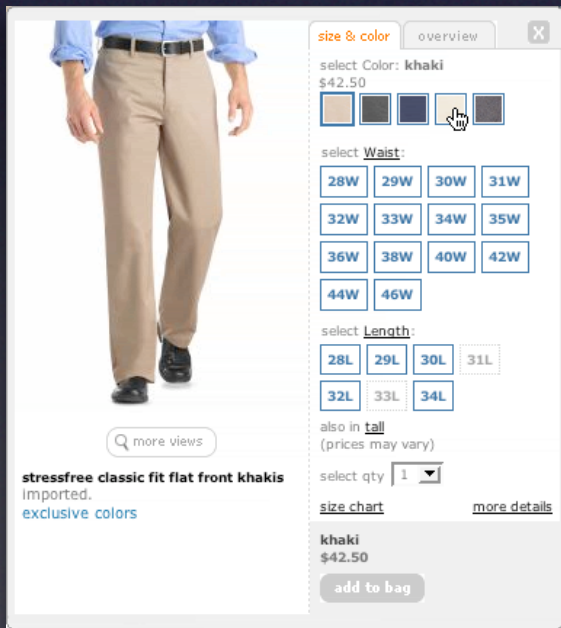
the user's mental model vs page model

every page jump is a mental speed bump

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

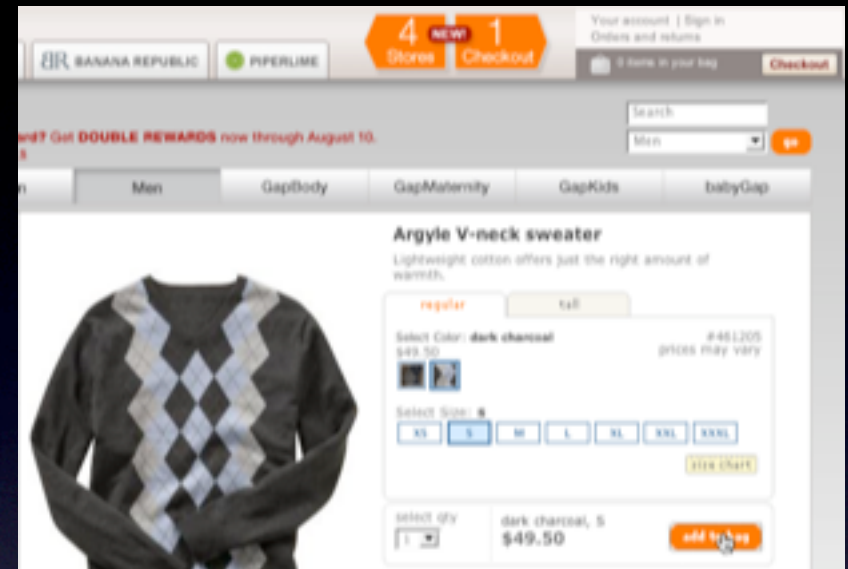


the gap. inline assistant

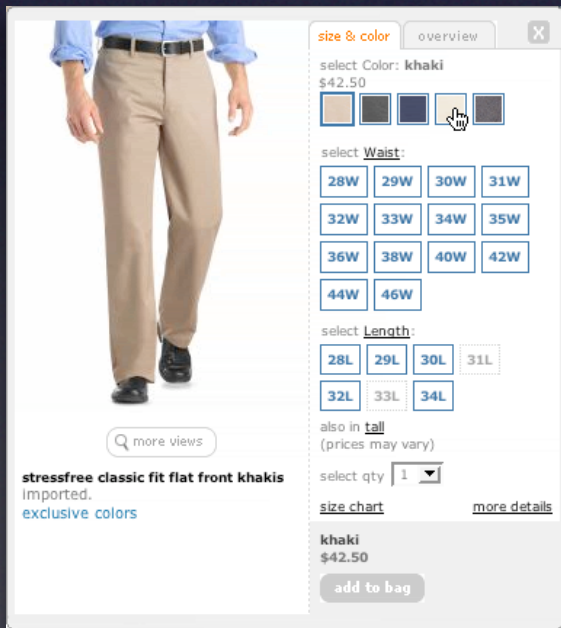
stay on the page. **process flow**

rethink process flows

the user's mental model vs page model
every page jump is a mental speed bump



the gap. inline checkout

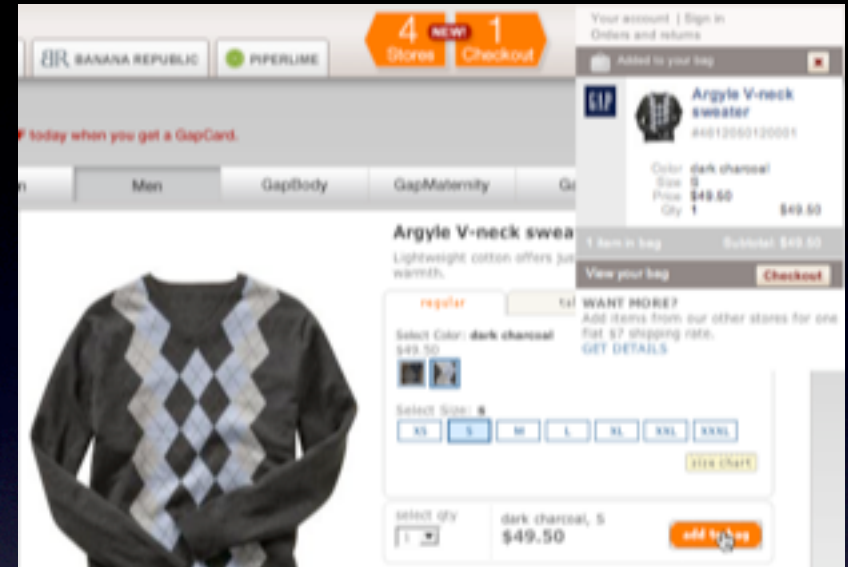


the gap. inline assistant

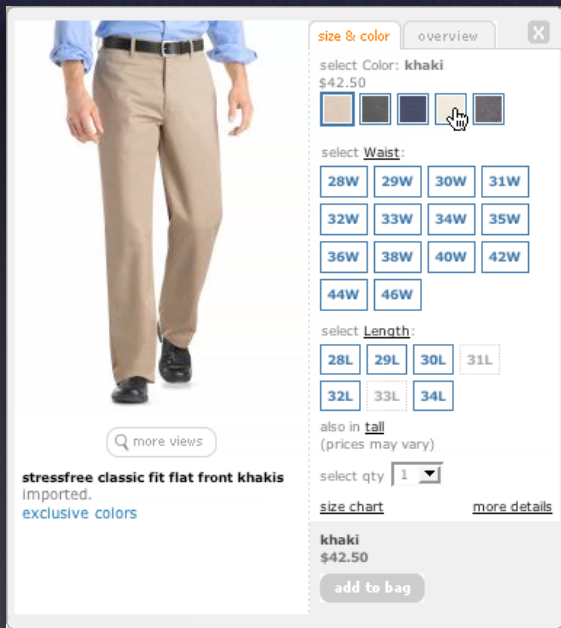
stay on the page. **process flow**

rethink process flows

the user's mental model vs page model
every page jump is a mental speed bump



the gap. inline checkout

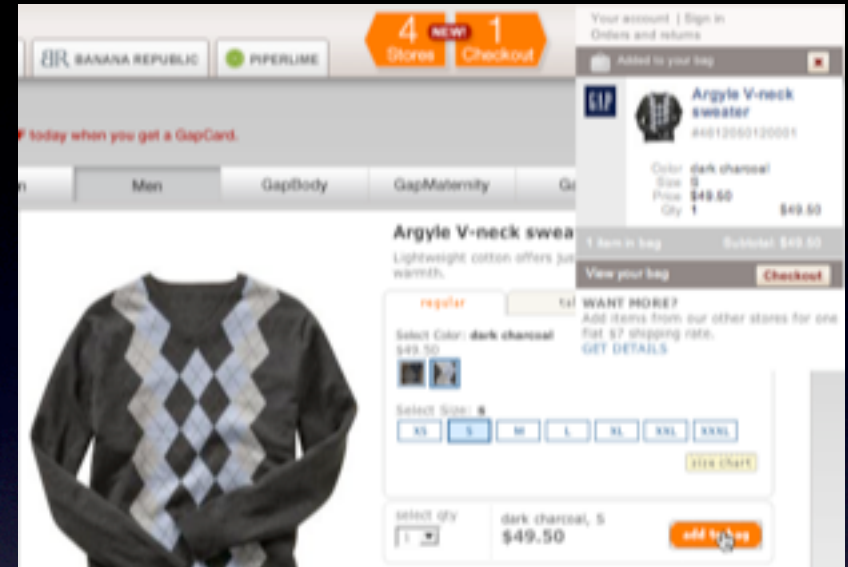


the gap. inline assistant

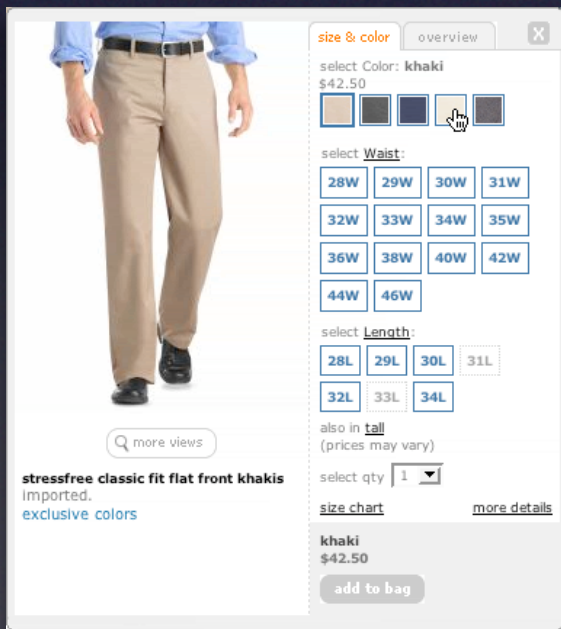
stay on the page. **process flow**

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.

Superior South

Superior Main

Intermediate Main

Intermediate West

Standard

Suite

Total (all room nights)

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

stay on the page. **process flow**

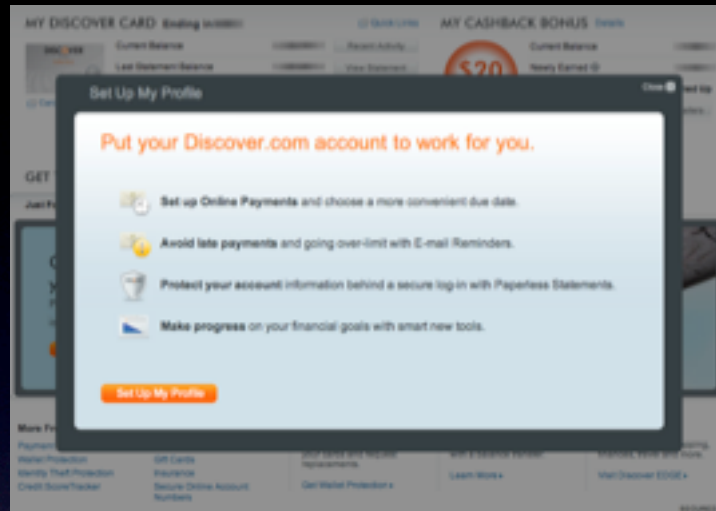
step by step?

yes, sometimes works best

stay on the page. **process flow**

step by step?

yes, sometimes works best

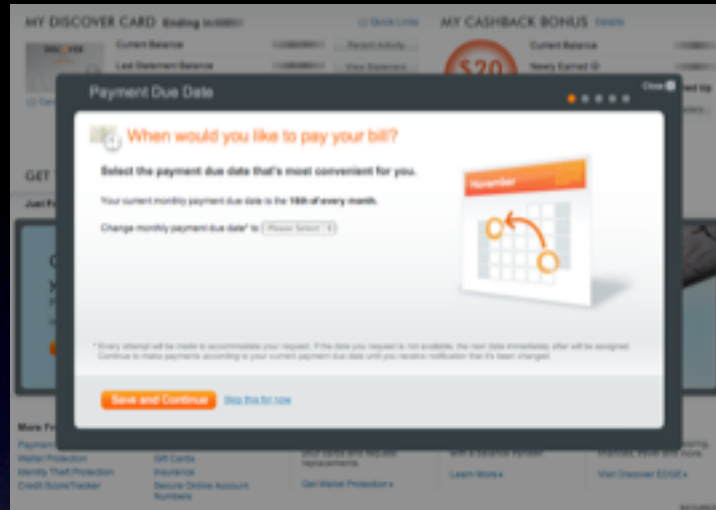


discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best

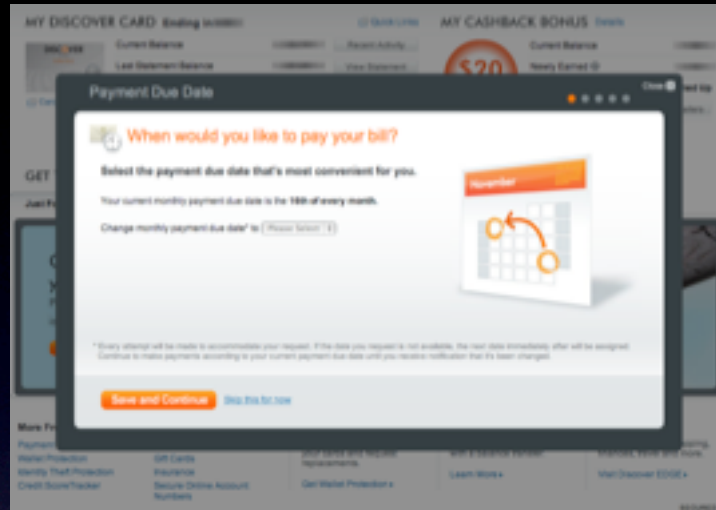


discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best

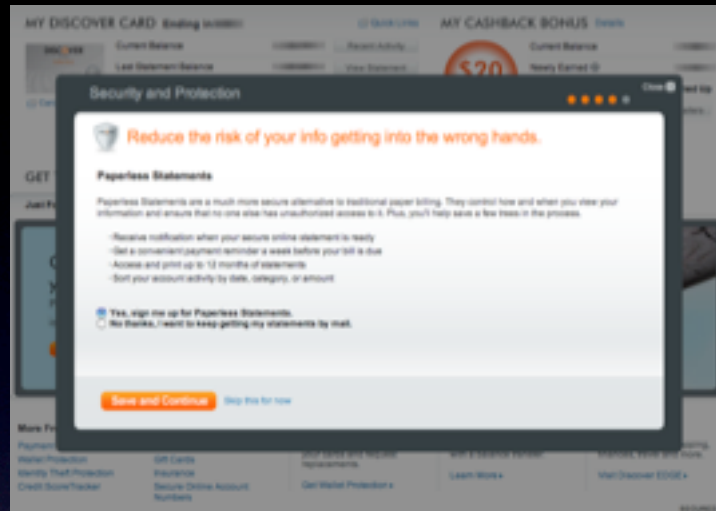


discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best



discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best



discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best

The screenshot shows a Discover Card account page with a modal form titled "Confirm Contact Information". The modal has a progress indicator with four dots, the third of which is filled. The text inside the modal says: "Okay, let's just make sure your contact information is up-to-date." Below this, there are several input fields: "Street Address 1*", "Street Address 2", "City*", "State" (a dropdown menu currently showing "California"), "ZIP*", "Home Phone" (with area code and number fields), "Work Phone" (with area code and number fields), "Mobile Phone" (with area code and number fields), "Mobile Device Address" (with a note: "(or text alerts: e.g., 917555-1234@msging.name.com)"), and "E-mail Address*". There are also links for "View common address formats" and "View our Privacy Policy". At the bottom of the modal is a "Save and Continue" button. The background of the page shows various account details like "MY DISCOVER CARD", "MY CASHBACK BONUS", and "Current Balance".

discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best

A screenshot of a Discover Card website showing a 'Confirm Contact Information' modal form. The form is titled 'Confirm Contact Information' and has a progress indicator with four dots, the second of which is filled. The text inside the modal says 'Okay, let's just make sure your contact information is up-to-date.' Below this, there are several input fields: 'Street Address 1*', 'Street Address 2', 'City*', 'State' (a dropdown menu currently showing 'California'), 'ZIP*', 'Home Phone' (with area code and number fields), 'Work Phone' (with area code and number fields), 'Mobile Phone' (with area code and number fields), and 'Mobile (Device Address)'. There is also an 'E-mail Address*' field. At the bottom of the modal is a 'Save and Continue' button. The background of the website is visible but blurred, showing various account balances and links.

discover card. **step by step**

A screenshot of the Netflix Help Center 'Report Problem' page. The page has a yellow header with the text 'Help Center' and 'Report Problem'. Below the header, there are two bullet points: '• Report problems quickly & easily' and '• Get replacements shipped immediately'. On the left side, there is a section for 'Eternal Sunshine of the Spotless Mind' with a date shipped of '09/25/07' and a small image of the DVD cover. Below this, there is a button that says 'Still need help? Contact Customer Service'. The main content area is titled 'REPORT A PROBLEM AND ORDER REPLACEMENTS' and contains a list of six options, each with an icon and a link: 1. A DVD icon with the link 'The DVD is damaged, scratched or unplayable'. 2. A DVD icon with a red 'X' and the link 'I received the wrong DVD'. 3. A mail icon with the link 'I haven't received the DVD yet'. 4. A DVD icon with a red 'X' and the link 'I returned this DVD, but Netflix hasn't received it'. 5. A DVD icon with a question mark and the link 'I have lost or damaged this DVD and would like to pay for it'. 6. A DVD icon with a red 'X' and the link 'I don't have the white sleeve or red envelope to return the DVD'.

stay on the page. **process flow**

step by step?

yes, sometimes works best

A screenshot of a Discover Card website showing a 'Confirm Contact Information' modal form. The form has a title bar with five stars and a close button. The main heading says 'Okay, let's just make sure your contact information is up-to-date.' Below this, there are fields for 'Street Address 1', 'Street Address 2', 'City', 'State' (a dropdown menu showing 'California'), and 'ZIP'. To the right of these are fields for 'Home Phone', 'Work Phone', and 'Mobile Phone', each with a small 'Area Code' dropdown. There is also a 'Mobile Device Address' field with a note '(for text alerts) (e.g., 1178881210@msging.net)'. At the bottom right is an 'E-mail Address' field with a note '(for email alerts) (e.g., 1178881210@msging.net)'. A 'Save and Continue' button is at the bottom. The background shows parts of the Discover Card account page, including 'MY DISCOVER CARD' and 'MY CASHBACK BONUS'.

discover card. **step by step**

A screenshot of the Netflix Help Center 'Report Problem' page. The page has a yellow header with the title 'Help Center' and 'Report Problem'. Below the header, there are two bullet points: 'Report problems quickly & easily' and 'Get replacements shipped immediately'. The main content area is titled 'Eternal Sunshine of the Spotless Mind' with the date shipped '09/25/07'. To the left of the main content is a small image of the DVD cover. The main content area has a heading 'We're sorry the DVD shipped to you was unplayable.' followed by a 'Troubleshooting unplayable discs' section with two bullet points: 'Try wiping the disc with glass cleaner and a paper towel from the center hole to the outer edge.' and 'If you're having audio issues, try playing a different audio channel, for example switch from DTS to Dolby.' Below this is a section 'Please describe the damage' with three checkboxes: 'DVD is scratched', 'DVD skips or stops during play', and 'DVD is cracked or broken'. Below these is a question 'Would you like a replacement DVD of Eternal Sunshine of the Spotless Mind ?' with 'Yes' and 'No' radio buttons. At the bottom, there is a paragraph explaining the replacement process and two buttons: 'Report Problem' and 'Cancel'.

netflix. **step by step**

step by step?
yes, sometimes works best

stay on the page. **process flow**

A screenshot of a Discover Card website showing a 'Confirm Contact Information' form. The form is titled 'Okay, let's just make sure your contact information is up-to-date.' and contains fields for Street Address 1, Street Address 2, City, State (dropdown), ZIP, Home Phone, Work Phone, Mobile Phone, and Mobile (Device Address). There is also an E-mail Address field. A 'Save and Continue' button is at the bottom. The background shows a blurred view of the Discover Card account page.

discover card. **step by step**

A screenshot of the Netflix Help Center 'Report Problem' page. The page title is 'Help Center Report Problem'. It features a section for 'Eternal Sunshine of the Spotless Mind' with a DVD icon and the text 'We're sorry the DVD shipped to you was unplayable.' Below this is a 'Troubleshooting unplayable discs' section with two bullet points: 'Try wiping the disc with glass cleaner and a paper towel from the center hole to the outer edge.' and 'If you're having audio issues, try playing a different audio channel, for example switch from DTS to Dolby.' There is a 'Please describe the damage' section with three checkboxes: 'DVD is scratched', 'DVD skips or stops during play', and 'DVD is cracked or broken'. Below this is a 'Would you like a replacement DVD of Eternal Sunshine of the Spotless Mind?' section with 'Yes' and 'No' radio buttons. At the bottom are 'Report Problem' and 'Cancel' buttons.

netflix. **step by step**

A screenshot of the eBay 'Create your listing' form. The form is divided into six numbered steps: 1. Create a descriptive title for your item, 2. Select the category that best describes your item, 3. Bring your item to life with pictures, 4. Describe the item you're selling, 5. Set a price and shipping details, and 6. Decide how you'd like to be paid. Each step has a corresponding icon and a brief description of the step's purpose. The form includes various input fields, dropdown menus, and checkboxes for each step.

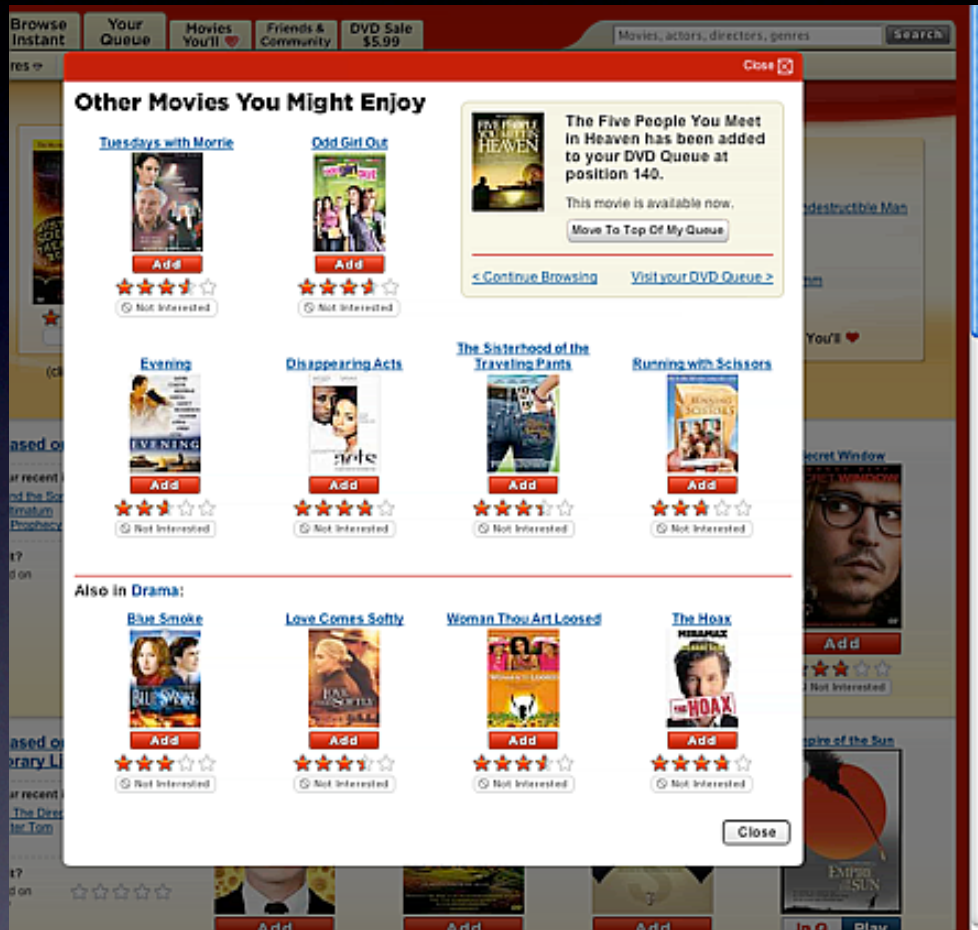
ebay. **single page flow**

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

the answer is in testing

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

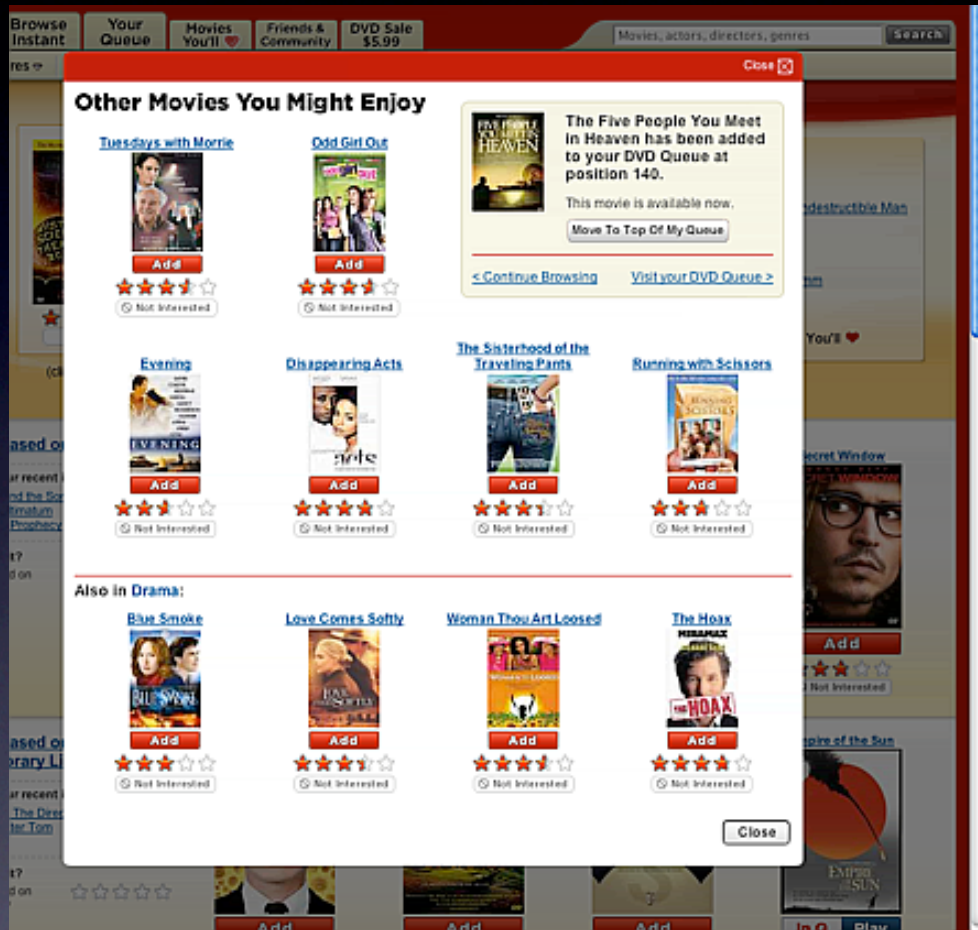
the answer is in testing



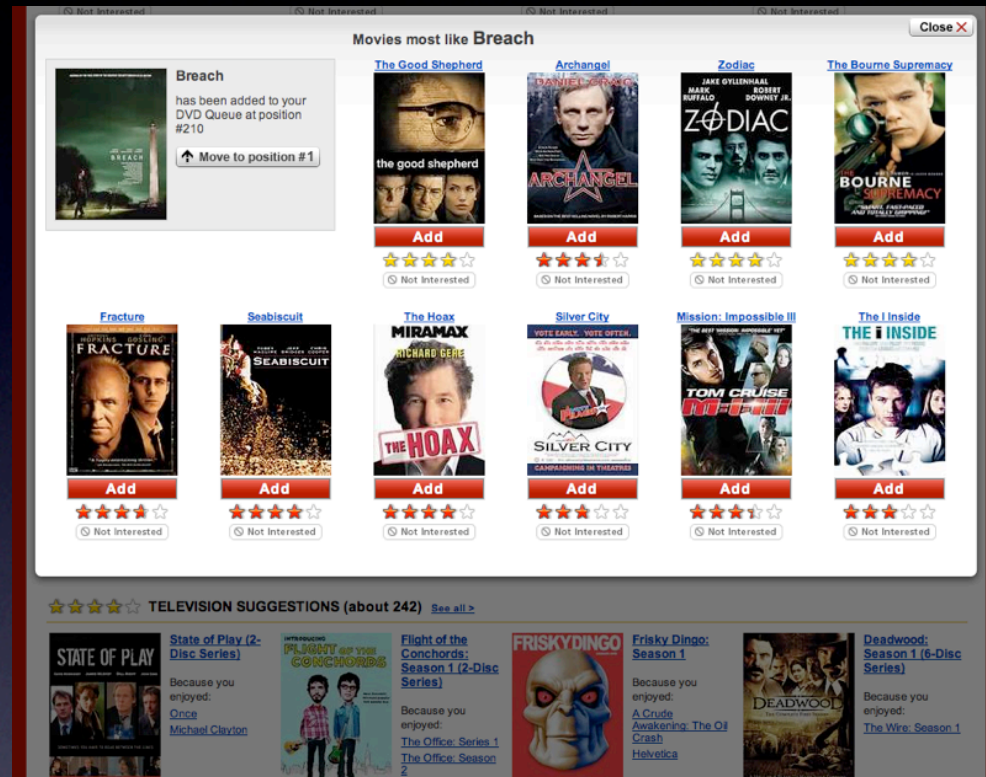
netflix. stalker overlay

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

offer an invitation. **static invitation**

unfinished look

dog-ear

empty slots

blank slate



The image shows a screenshot of a Yahoo! login page with a 'dog-ear' design. The page has a white background with a light blue border. In the top right corner, there is a blue dog-ear graphic with the text 'Protect My Account' in blue. The main content area is white and contains the following elements:

- Please verify your password** (bold black text)
- Yahoo! ID: **b.scott**
- Password:
- [Sign In](#) (button with a border)
- [Why this is secure](#) (blue text)
- [Forget your ID or password?](#) (blue text)
- [Sign-in help](#) (blue text)
-
- Not b.scott?
- [Sign in as a different user.](#) (blue text)

yahoo login! **dog-ear** invite

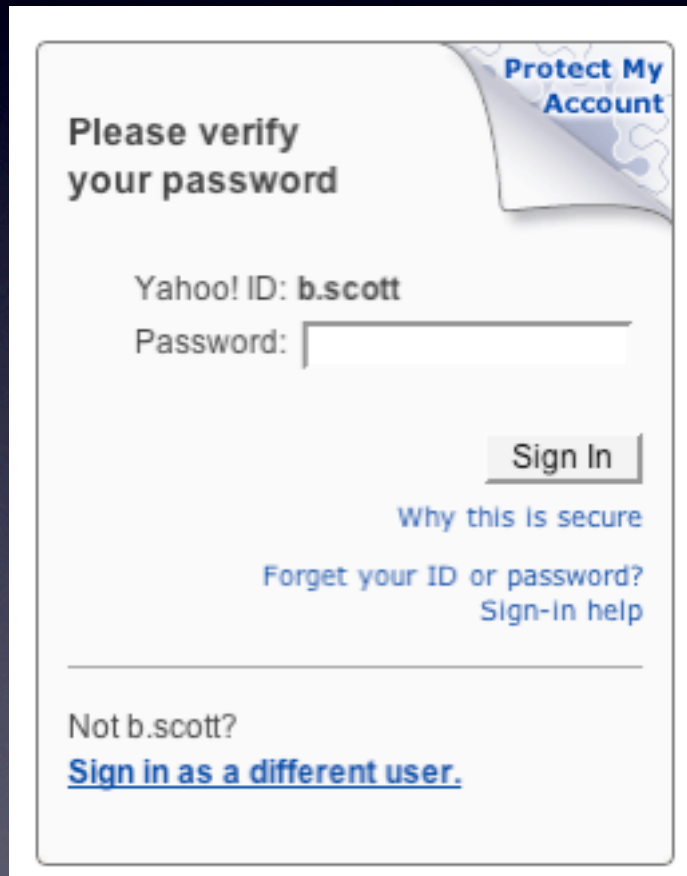
offer an invitation. **static invitation**

unfinished look

dog-ear

empty slots

blank slate



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

Protect My Account

Please verify your password

Yahoo! ID: b.scott

Password:

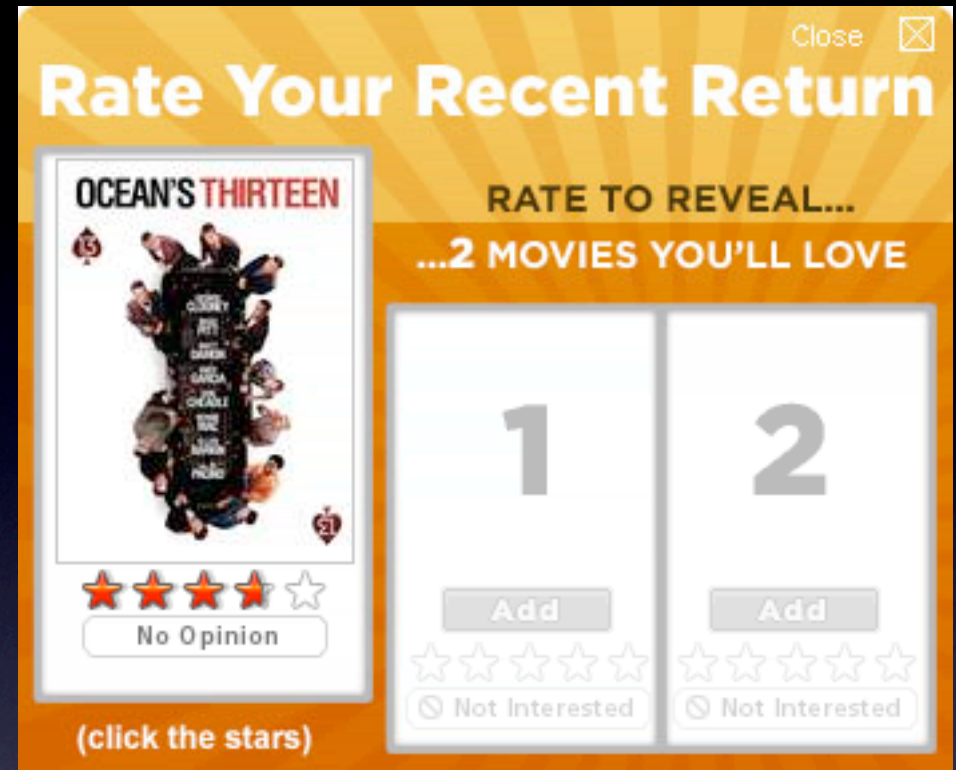
Sign In

Why this is secure

Forget your ID or password?
Sign-in help

Not b.scott?
[Sign in as a different user.](#)

yahoo login! dog-ear invite



The image shows a Netflix interface for rating a recent return. The title is "Rate Your Recent Return" with a "Close" button in the top right. Below the title is the text "RATE TO REVEAL... ...2 MOVIES YOU'LL LOVE". On the left is a movie poster for "OCEAN'S THIRTEEN" with a star rating of 4.5 (4 full stars, 1 half star) and a "No Opinion" button. Below the poster is the text "(click the stars)". On the right are two columns for rating movies. Each column has a large number (1 and 2), an "Add" button, a star rating (5 stars), and a "Not Interested" button.

Close

Rate Your Recent Return

RATE TO REVEAL...
...2 MOVIES YOU'LL LOVE

OCEAN'S THIRTEEN

4.5

No Opinion

(click the stars)

1

Add

5

Not Interested

2

Add

5

Not Interested

netflix. rate invitation (blank slots)

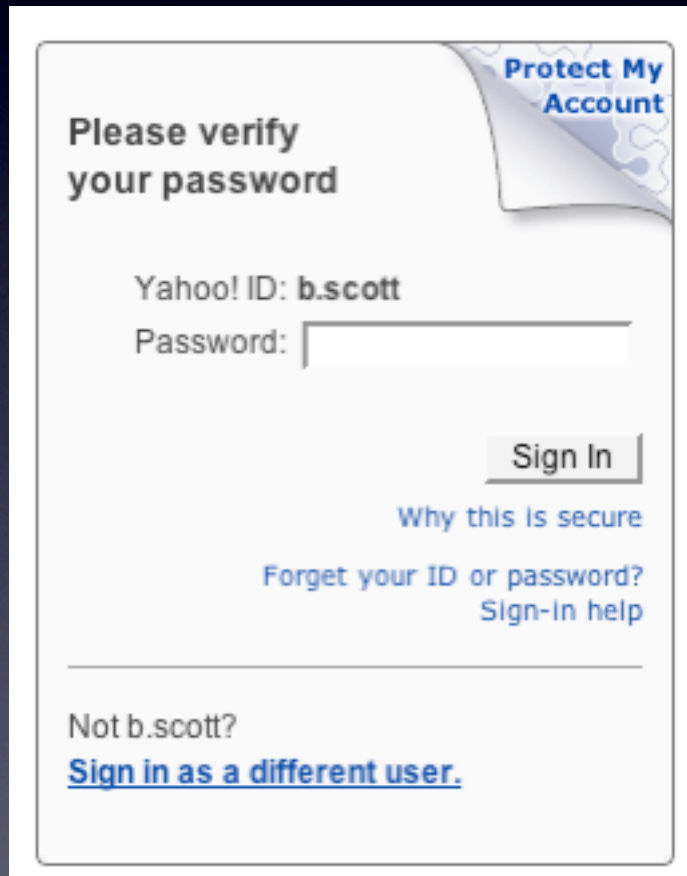
offer an invitation. **static invitation**

unfinished look

dog-ear

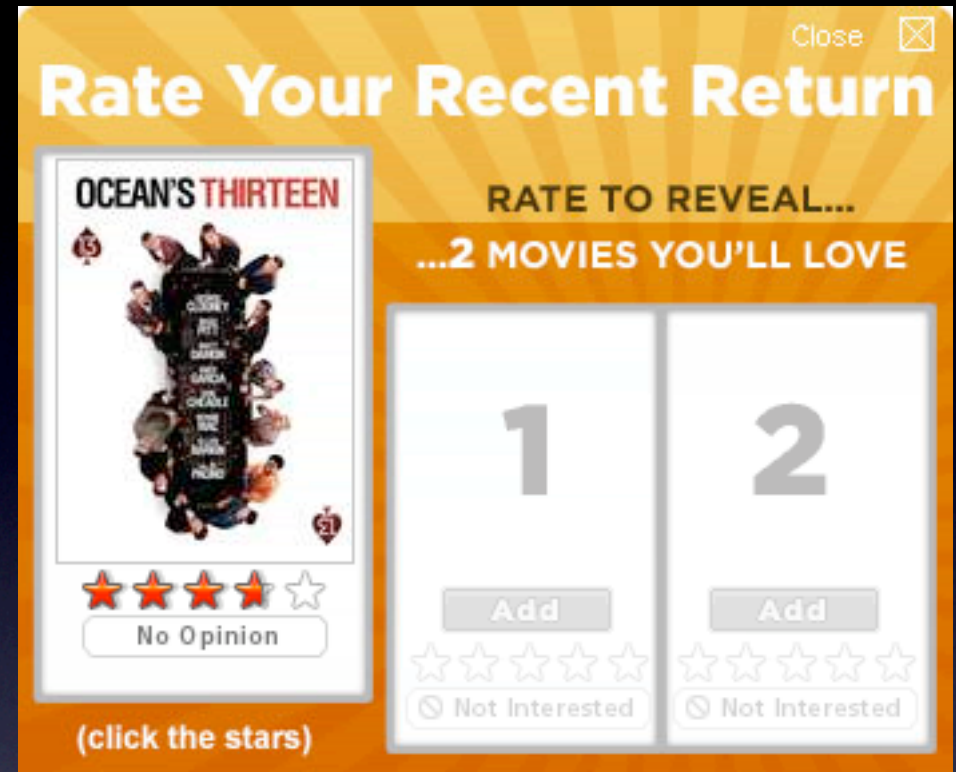
empty slots

blank slate



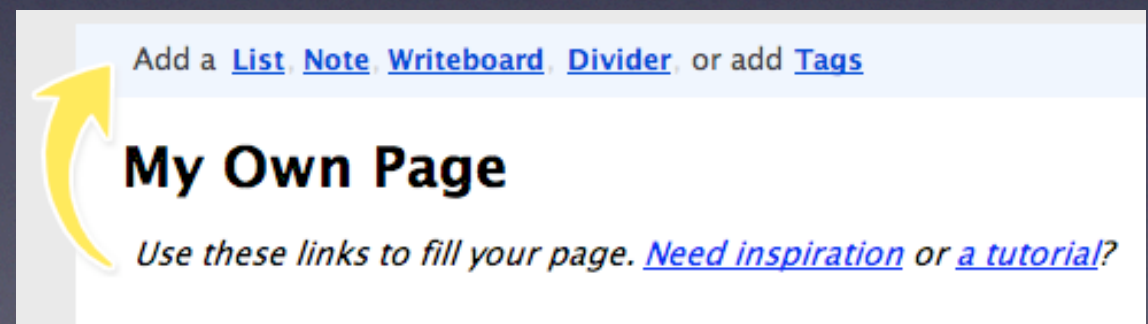
The image shows a Yahoo! login page. At the top right, there is a blue dog-ear graphic with the text "Protect My Account". Below it, the text "Please verify your password" is displayed. The "Yahoo! ID: b.scott" is shown, and the "Password:" field is empty. A "Sign In" button is located below the password field. At the bottom, there are links for "Why this is secure", "Forget your ID or password?", "Sign-In help", and "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 "No Opinion" button and five stars. 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, with five stars above each button.

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



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

backpackit. **blank slate** invitation

offer an invitation. **static invitation**

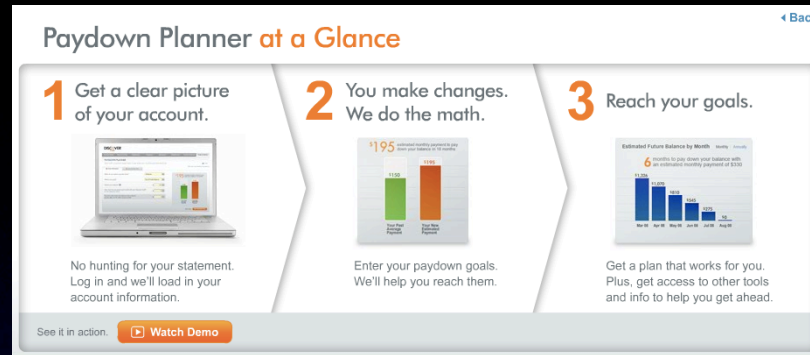
call to action

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

offer an invitation. **static invitation**

call to action

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

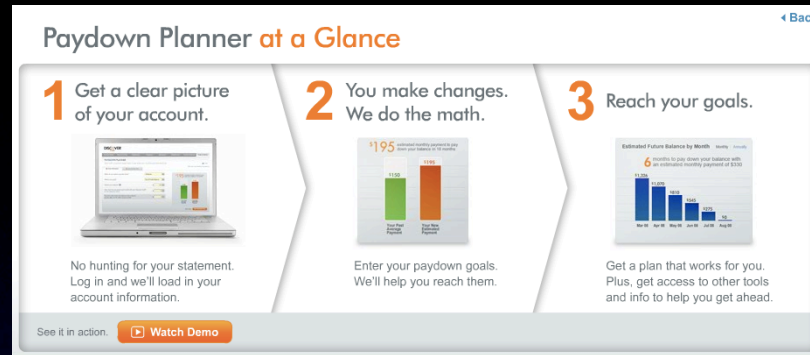


discover! 1-2-3 call to action

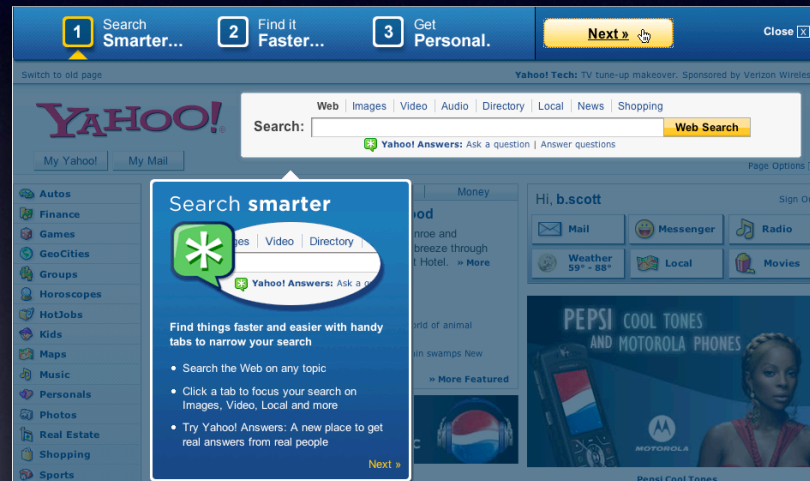
offer an invitation. **static invitation**

call to action

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



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

Autos Finance Games GeoCities Groups Horoscopes HotJobs Kids Maps Music Personals Photos Real Estate Shopping Sports

Search smarter

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 >](#)

Hi, b.scott Sign Out

Mail Messenger Radio

Weather 59° - 88° Local Movies

PEPSI COOL TONES AND MOTOROLA PHONES

Pepsi Cool Tones

The figure is a screenshot of the Yahoo! homepage. At the top, there is a navigation bar with three numbered steps: '1 Search Smarter...', '2 Find it Faster...', and '3 Get Personal.', followed by a 'Next >' button and a 'Close' button. Below this is a search bar with the text 'Search: ' and a 'Web Search' button. To the left of the search bar is a sidebar with various categories like 'Autos', 'Finance', 'Games', etc. In the center, there is a 'Search smarter' lightbox with a green asterisk icon and a list of three bullet points: 'Search the Web on any topic', 'Click a tab to focus your search on Images, Video, Local and more', and 'Try Yahoo! Answers: A new place to get real answers from real people'. To the right of the search bar, there is a 'Yahoo! Answers' link. Below the search bar, there is a 'Hi, b.scott' greeting and a 'Sign Out' link. Further down, there are links for 'Mail', 'Messenger', 'Radio', 'Weather', 'Local', and 'Movies'. At the bottom, there is a 'PEPSI COOL TONES AND MOTOROLA PHONES' advertisement.




yahoo! tour 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 **NEXT**

May 18 - June 12 **ENSLAVERS OF CLAUDE**

May 18 - June 14 **Underdog**

May 20 - June 5 **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

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



State park near our home in San Jose

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

Photos are from
22 Oct 05.

flickr: hover invitation

offer an invitation. **dynamic invitation**

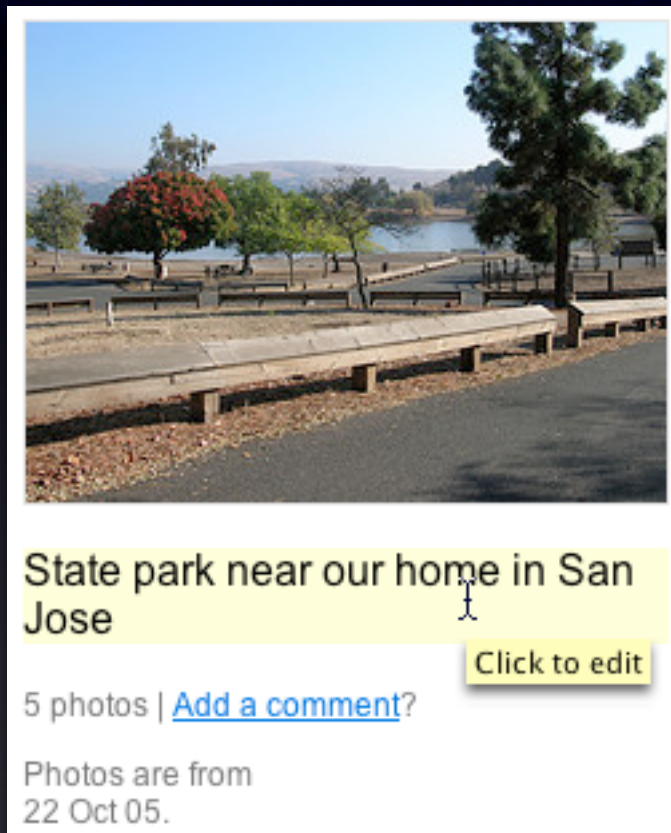
Discoverability

No easy answer

Use the hover to reveal interaction

Use the familiar to teach the new

Can't flag all interactions



flickr: hover invitation

offer an invitation. **dynamic invitation**

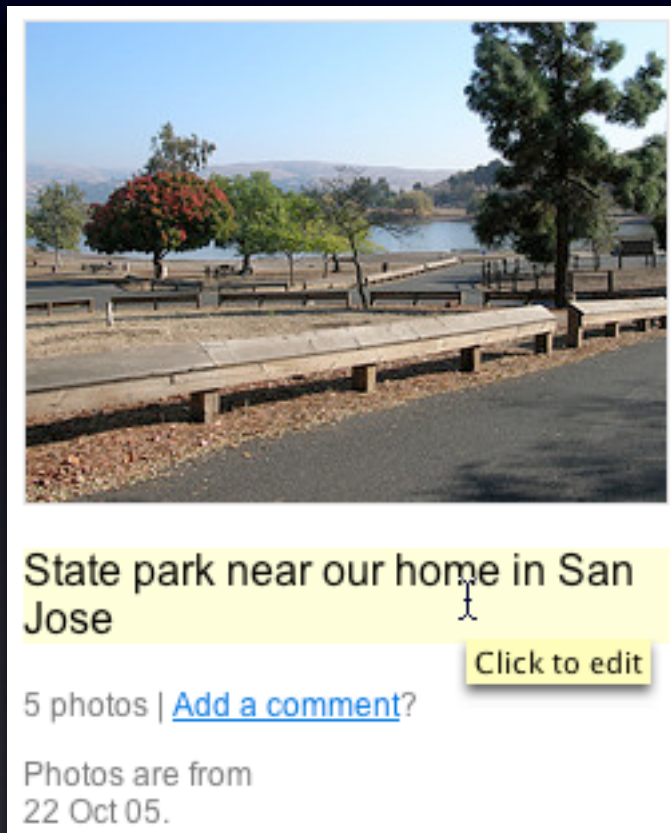
Discoverability

No easy answer

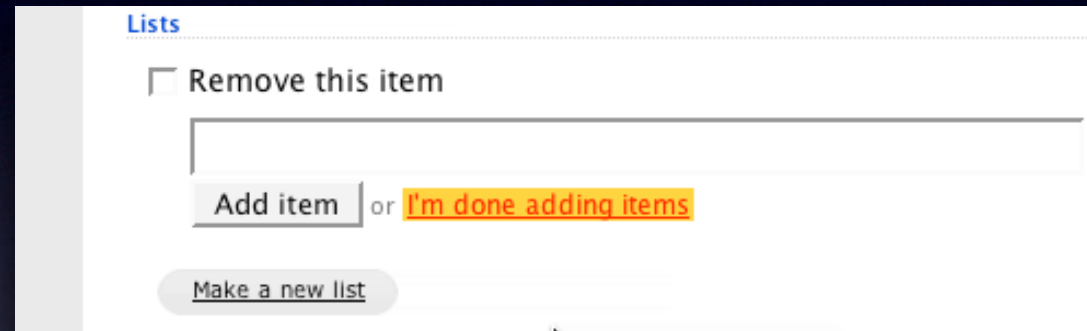
Use the hover to reveal interaction

Use the familiar to teach the new

Can't flag all interactions



flickr: hover invitation



backpackit: tooltip invitation + hover invitation +
cursor invitation

offer an invitation. **dynamic invitation**

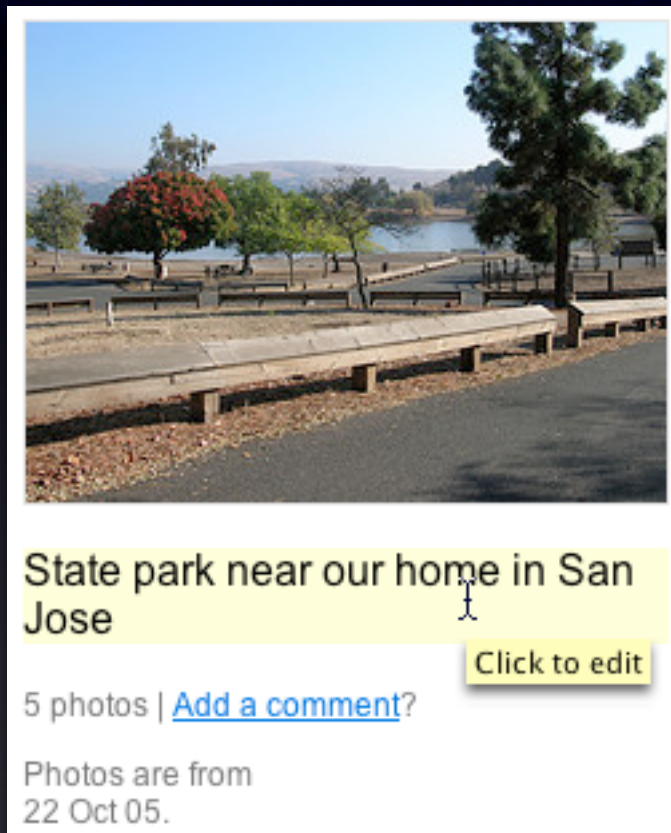
Discoverability

No easy answer

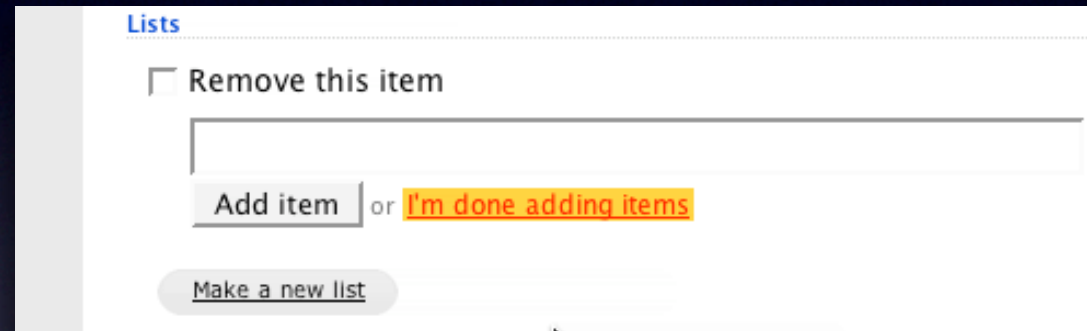
Use the hover to reveal interaction

Use the familiar to teach the new

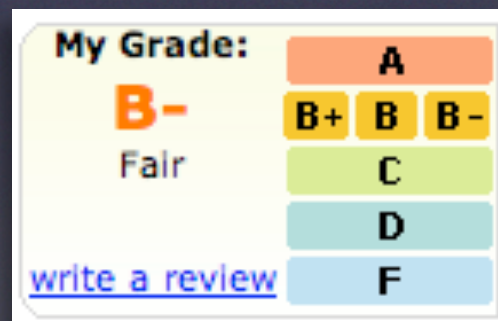
Can't flag all interactions



flickr. **hover invitation**



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



y! movies. **hover invitation**

offer an invitation. **dynamic invitation**

Discoverability

No easy answer

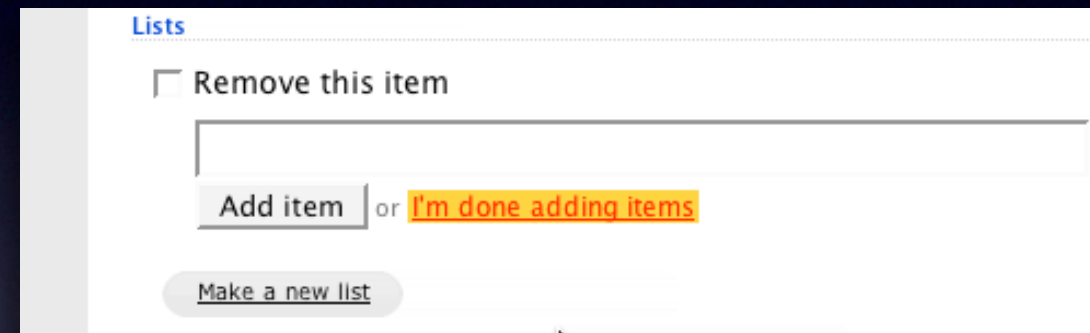
Use the hover to reveal interaction

Use the familiar to teach the new

Can't flag all interactions



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



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



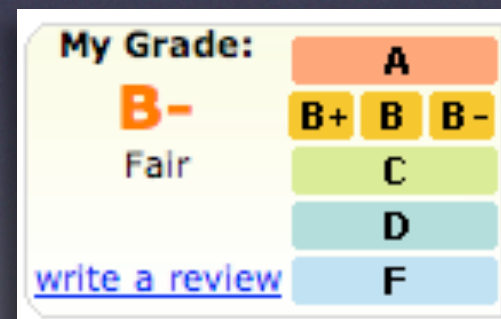
State park near our home in San Jose

Click to edit

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

Photos are from
22 Oct 05.

flickr. **hover invitation**



y! movies. **hover invitation**

offer an invitation. **dynamic invitation**

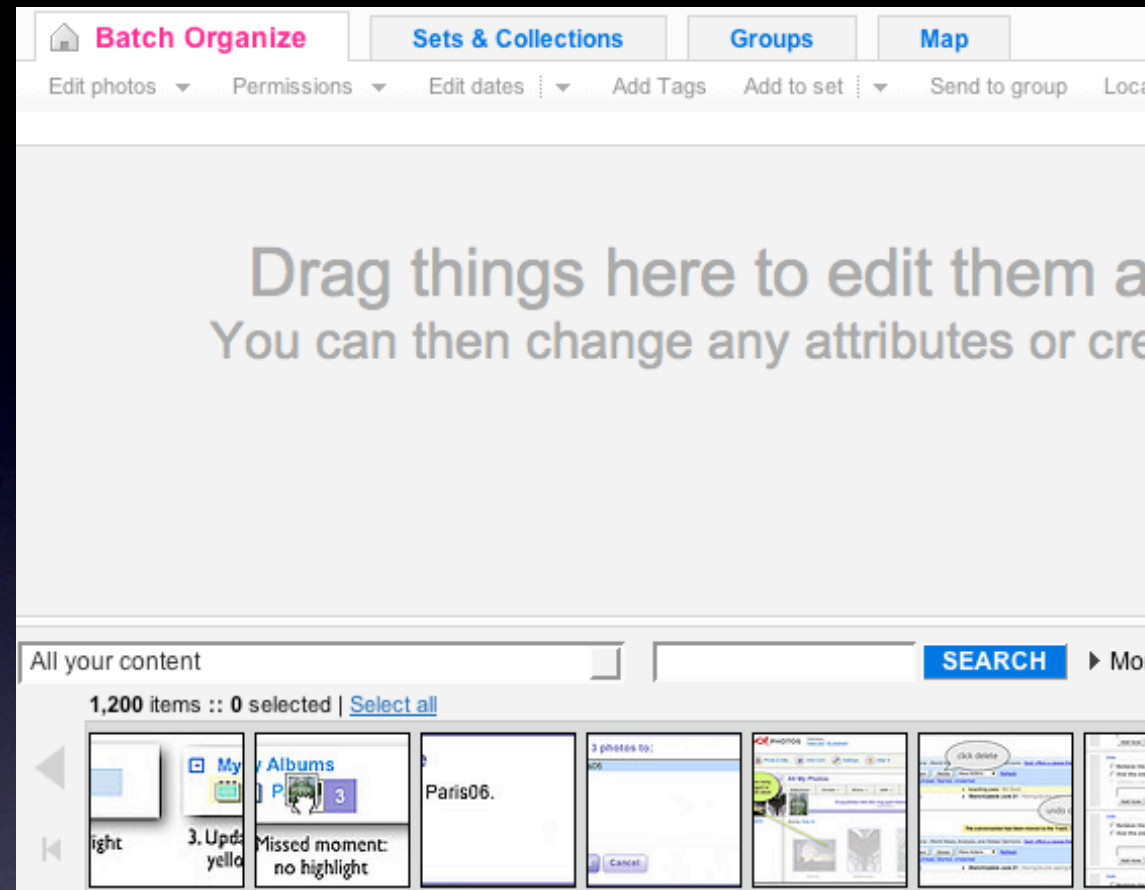
drag and drop

use the interesting moments
before, during and after

offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after

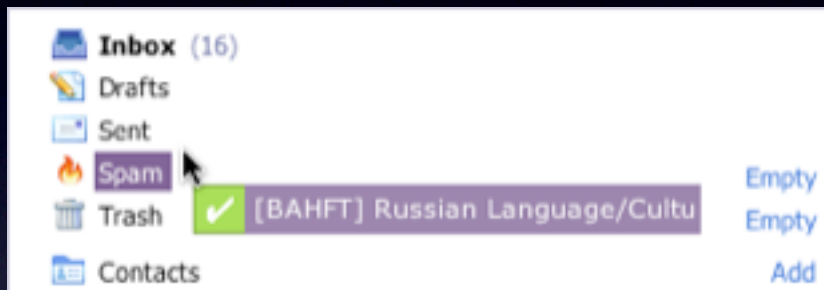


flickr: drop here invitation (static)

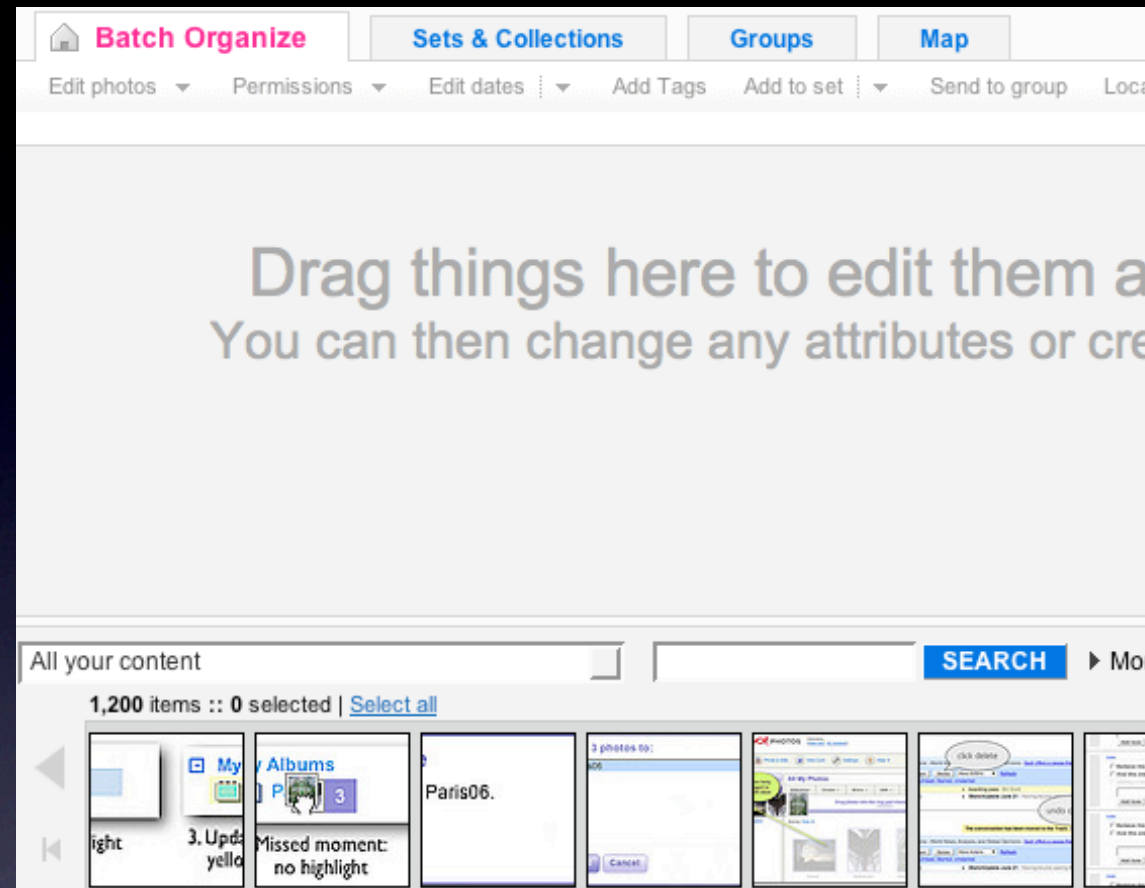
offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after



flickr: drop here invitation (interactive)

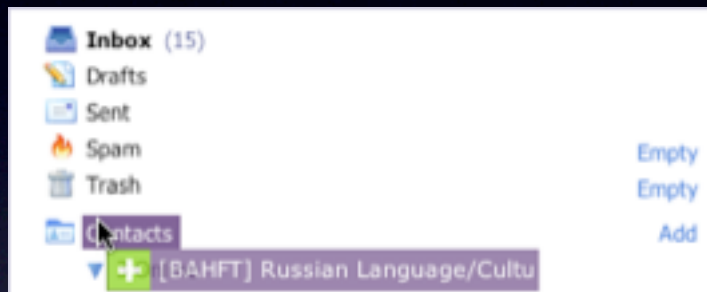


flickr: drop here invitation (static)

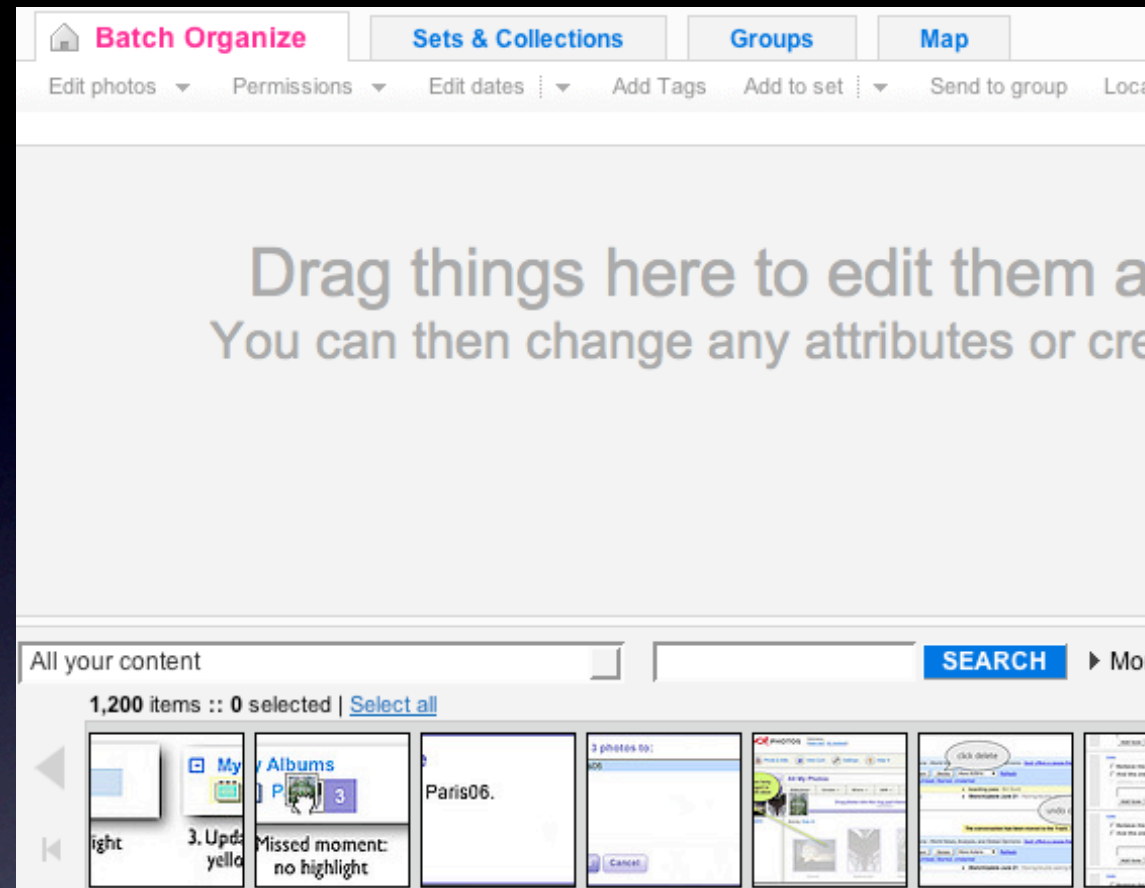
offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after



flickr: drop here invitation (interactive)

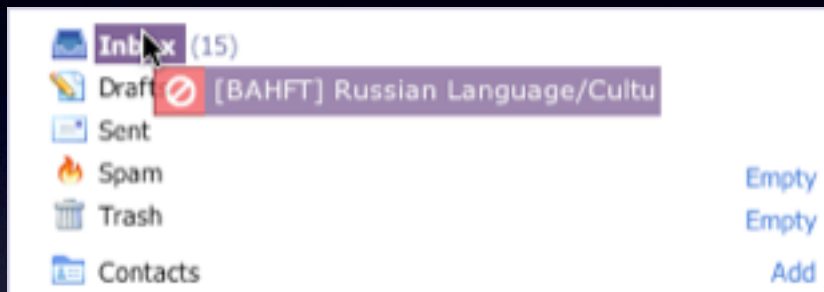


flickr: drop here invitation (static)

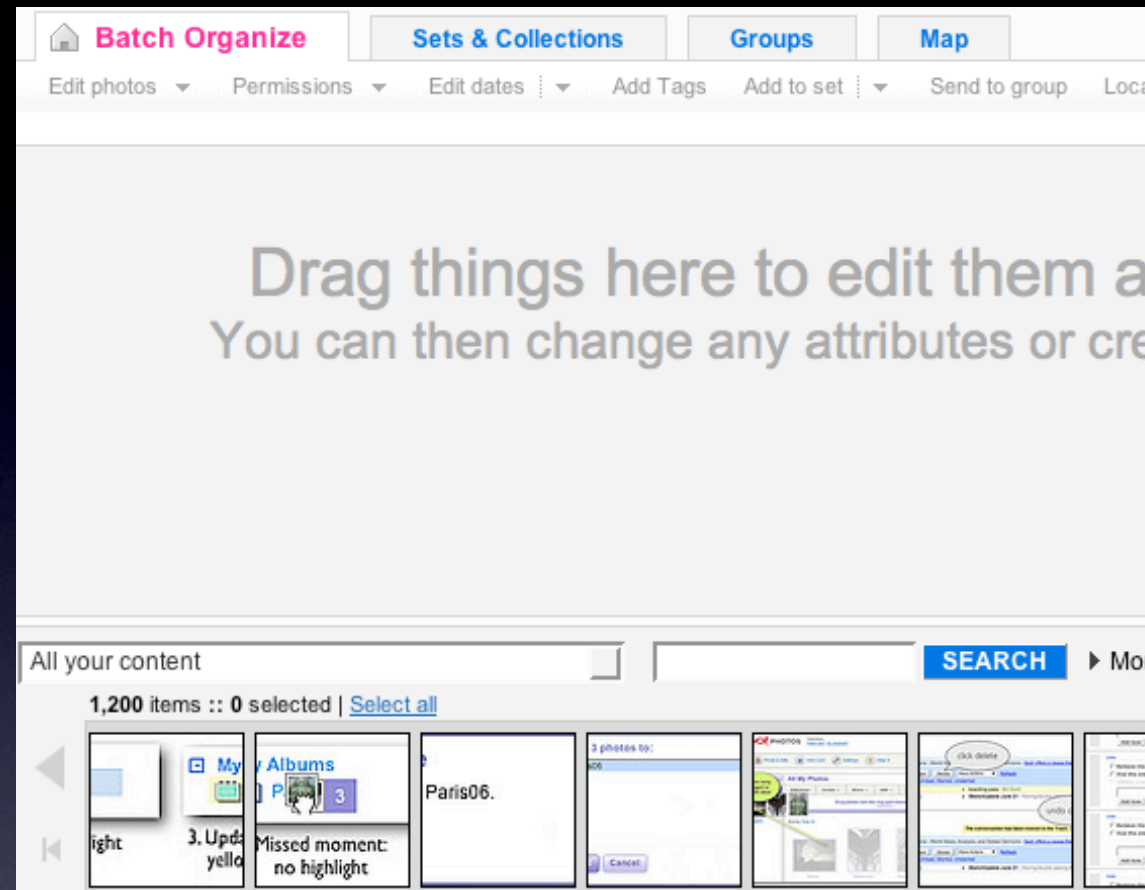
offer an invitation. **dynamic invitation**

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**

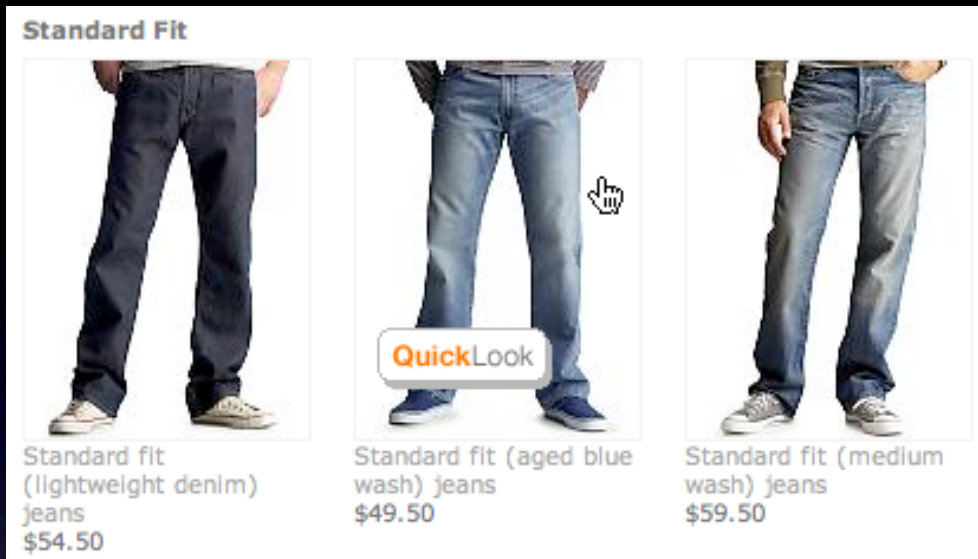
bridge the new with the old

hyperlinks as actions

reveal with hovers

drop down clues

offer an invitation. **dynamic invitation**

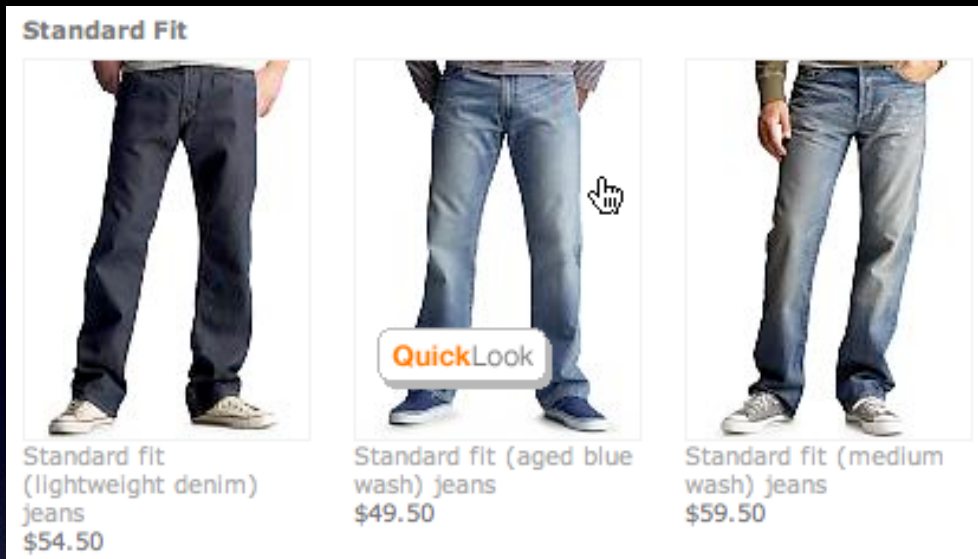


the gap. **button**

bridge the new with the old

hyperlinks as actions
reveal with hovers
drop down clues

offer an invitation. **dynamic invitation**



the gap. **button**

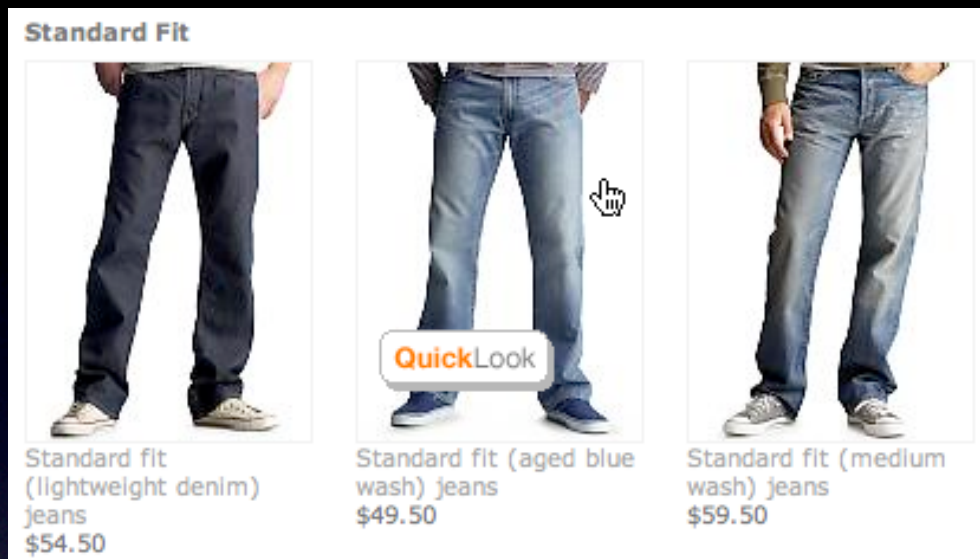


y! mail. **embedded buttons**

bridge the new with the old

hyperlinks as actions
reveal with hovers
drop down clues

offer an invitation. **dynamic invitation**



the gap. **button**



y! mail. **embedded buttons**

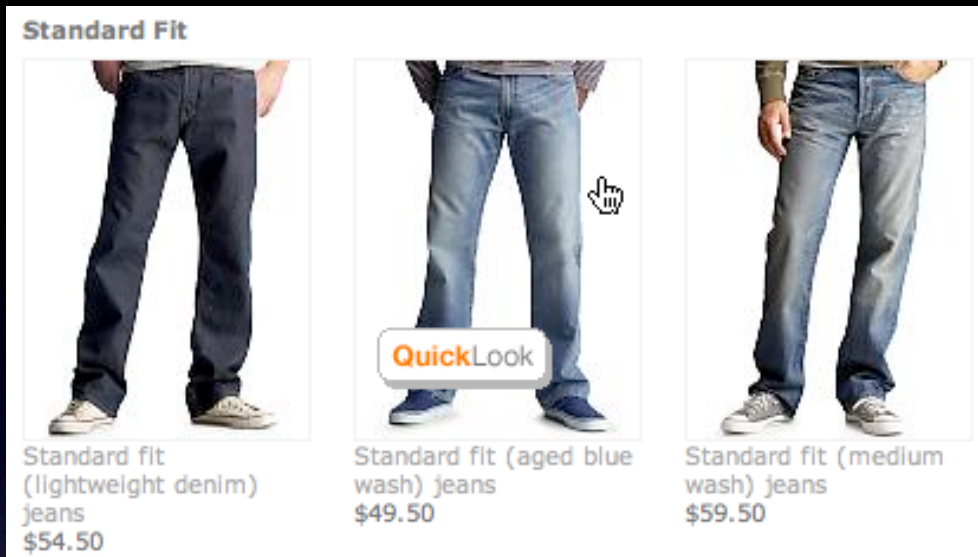
bridge the new with the old

hyperlinks as actions
reveal with hovers
drop down clues



backpackit. **revealed hyperlinks/icons**

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**

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 through to Amazon.com over 4% of the time; those clicks resulted in a purchase nearly 6% of the time.

Now we're opening the beta up to all Associates to further improve product previews. The first 500 Associates who refer a sale through a product preview-enhanced link will receive a \$5 Amazon gift certificate. [Click here to join your fellow Associates in beta testing product previews.](#)

Don't worry if you don't already have Basic Display Product Links on your Web site. You can create them as part of the sign-up process. [Click here](#) for answers to questions you might have about the beta program.

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

offer an invitation. **anti-patterns**

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

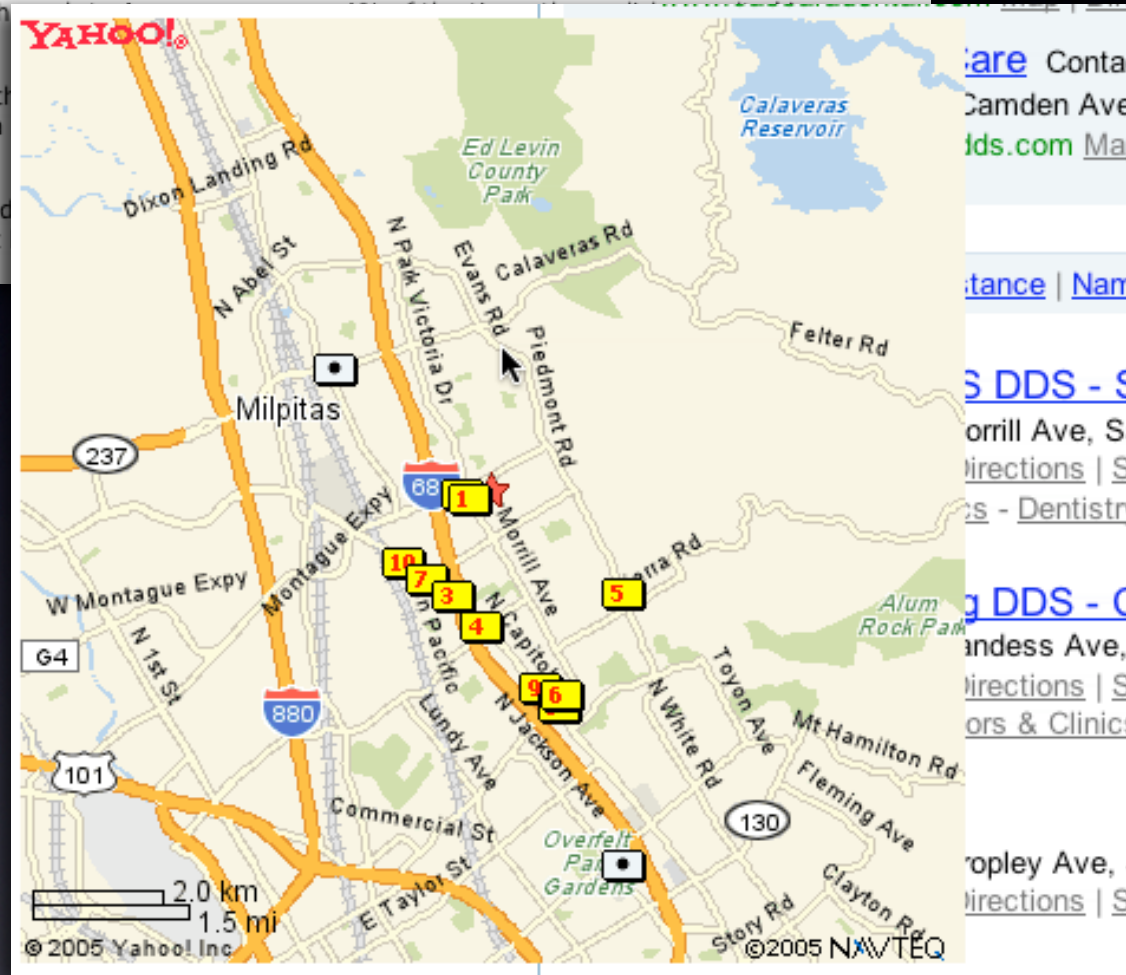


Forty Associates recently added product previews to their Web site as part of a small beta program. During the beta, visitors to Associate sites who viewed a product preview clicked the purchase nearly 6% of the time.

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

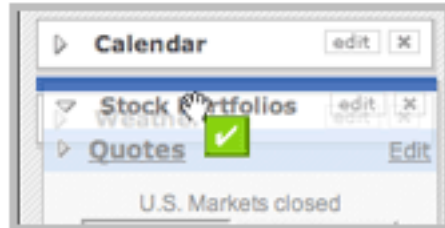
anti-pattern. amazon. **mouse trap**



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

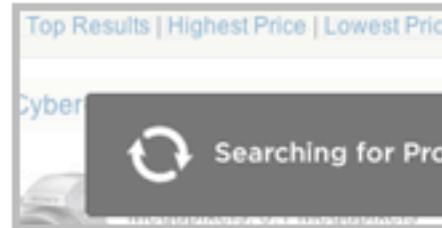
use transitions

use transitions



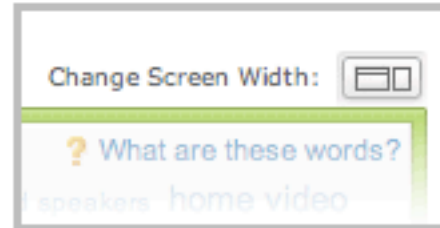
Animate Transition

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



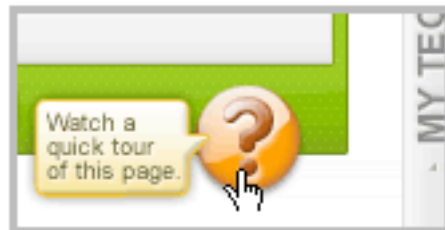
Brighten Transition

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



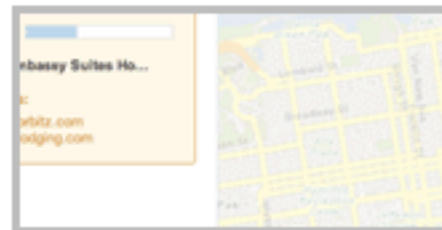
Collapse Transition

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.



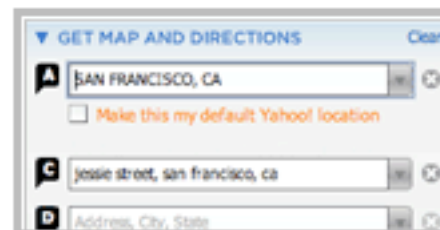
Fade In Transition

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



Fade Out Transition

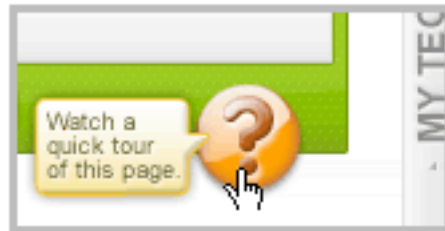
Designer needs to communicate that an object is going away.



Self Healing Transition

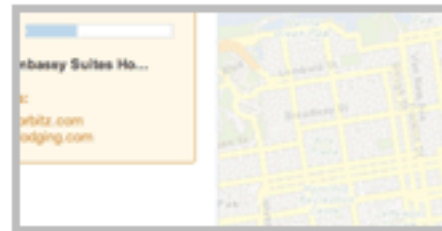
Designer wants to show that an object has been removed from a list of objects.

use transitions



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.



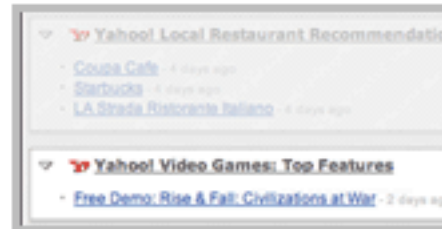
Expand Transition

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



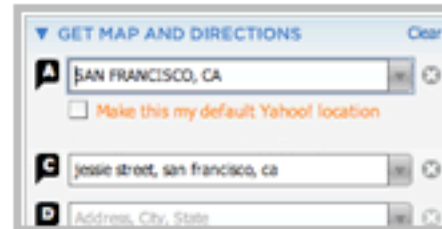
Fade In Transition

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



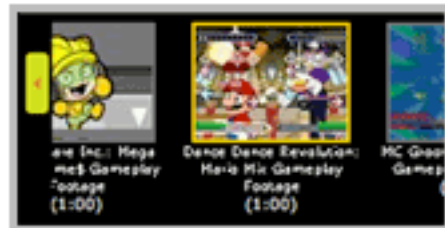
Fade Out Transition

Designer needs to communicate that an object is going away.



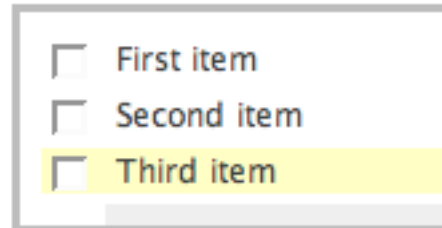
Self Healing Transition

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



Slide Transition

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



Spotlight Transition

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

Speak to the brain

Understanding attention processing

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

Speak to the brain

Understanding attention processing

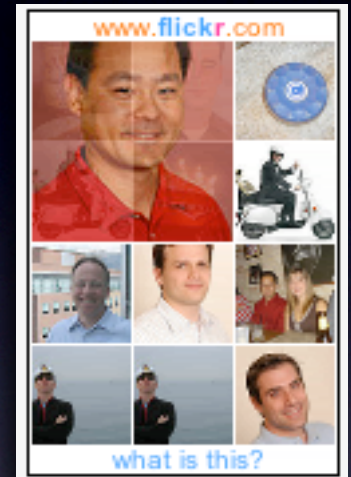
Sending the wrong message

use transitions

Speak to the brain

Understanding attention processing

Sending the wrong message



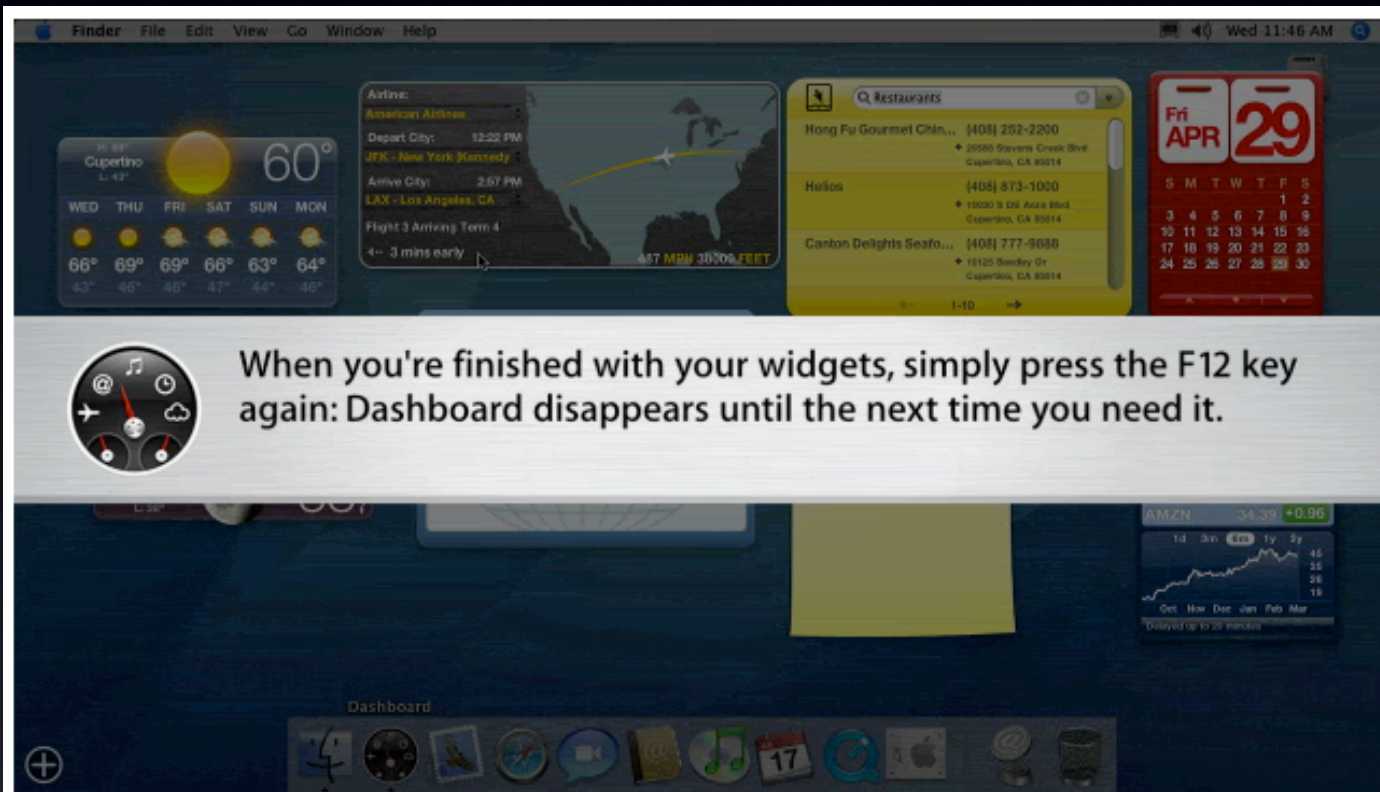
flickr zeitgeist

use transitions

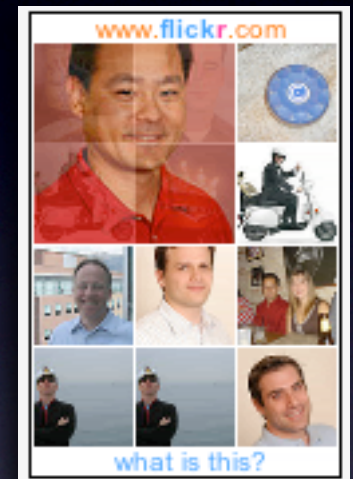
Speak to the brain

Understanding attention processing

Sending the wrong message



mac widgets



flickr zeitgeist

use transitions


use transitions

backpackit. fade transition + self-healing transition.

Lists

☐ Remove this item

☐ And this one too

 Edit

☐ adding a new item

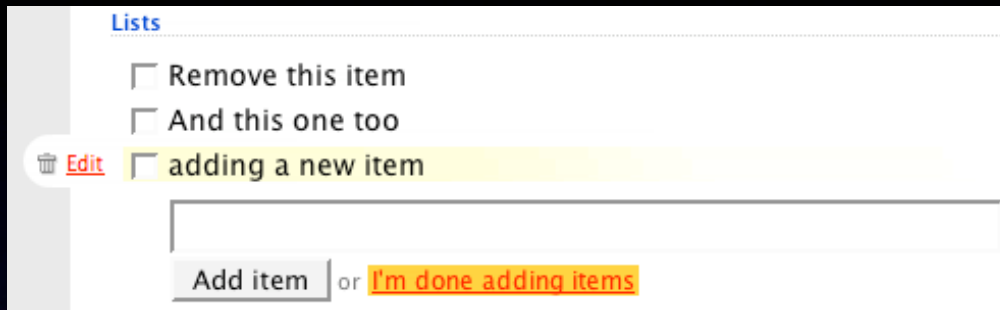
Add item

 or

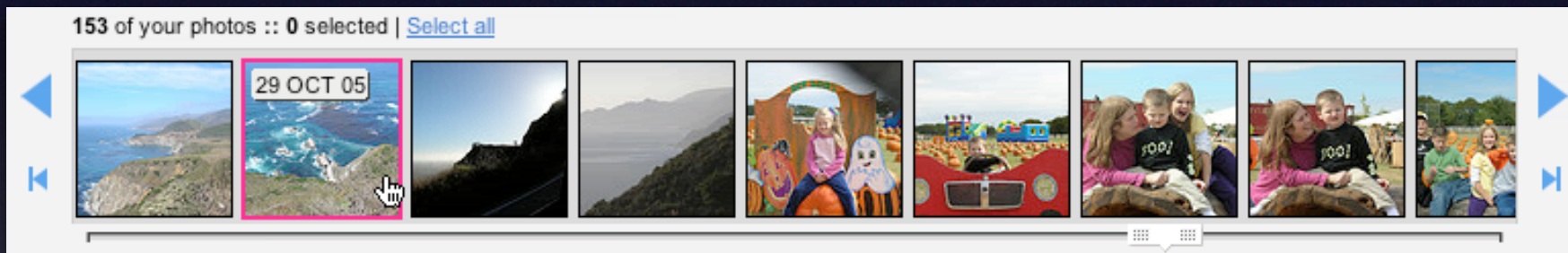
I'm done adding items

use transitions

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

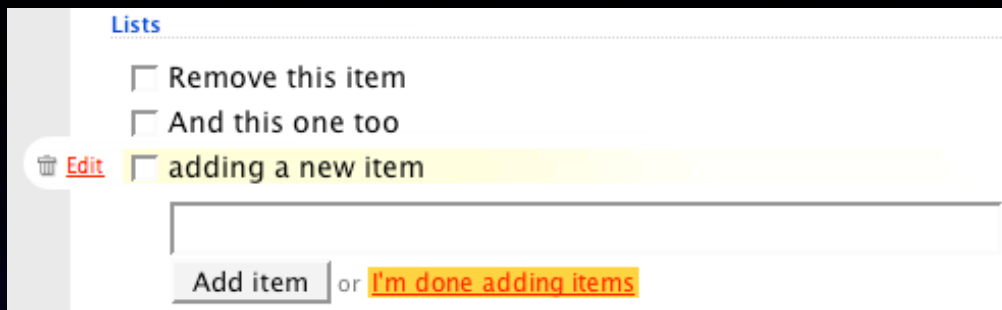


flickr. **slide transition.**

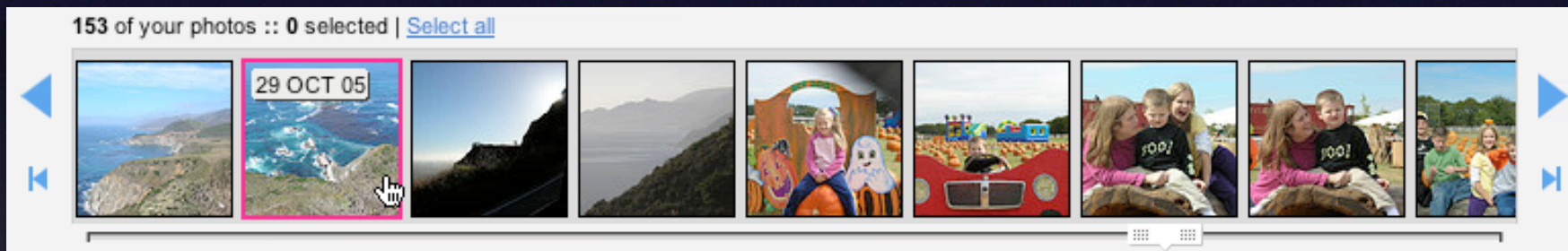


use transitions

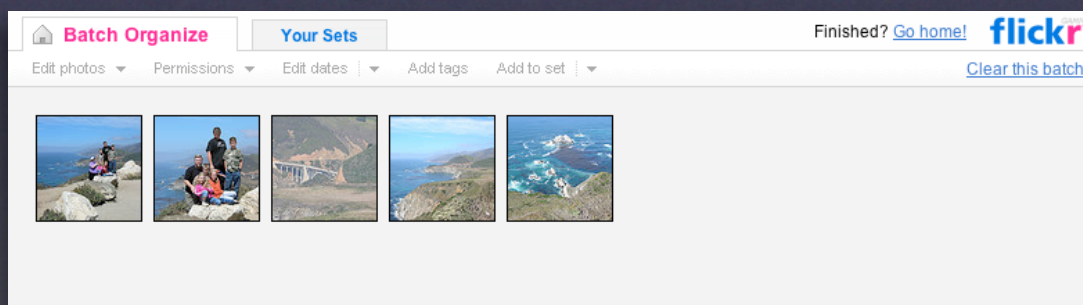
backpackit. fade transition + self-healing transition.



flickr. slide transition.

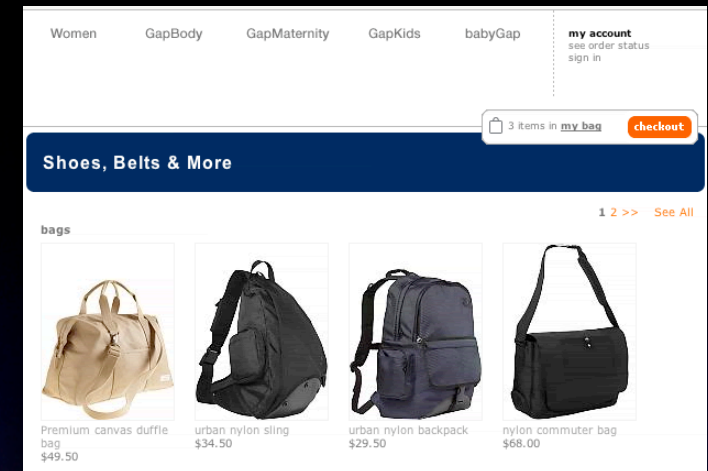
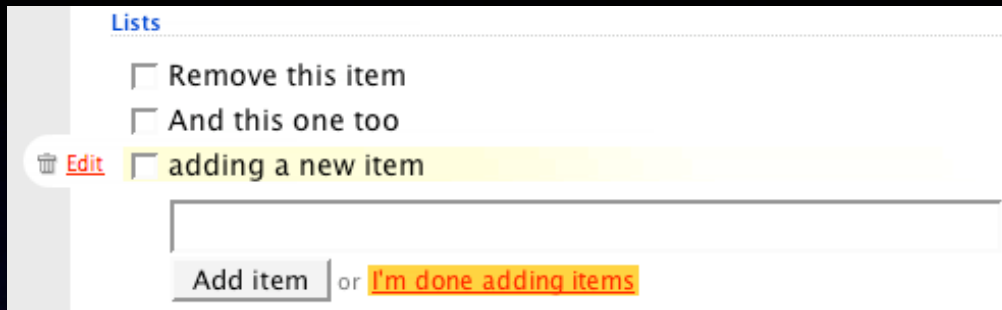


flickr. active spotlight.

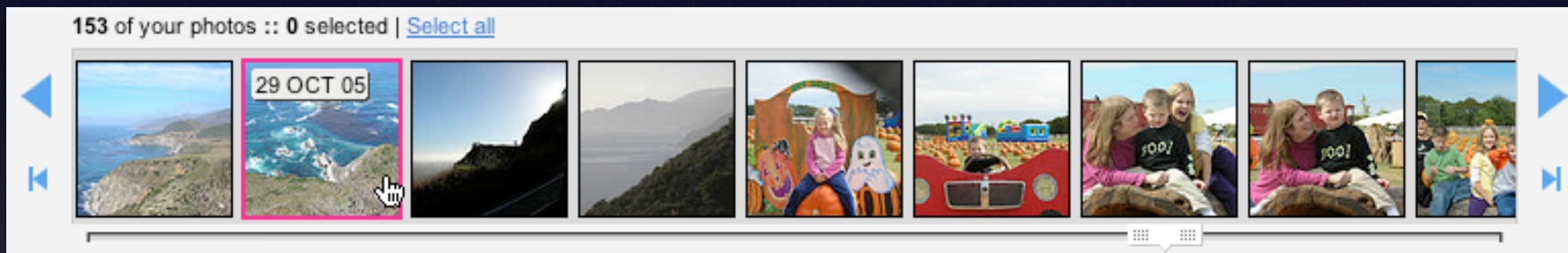


use transitions

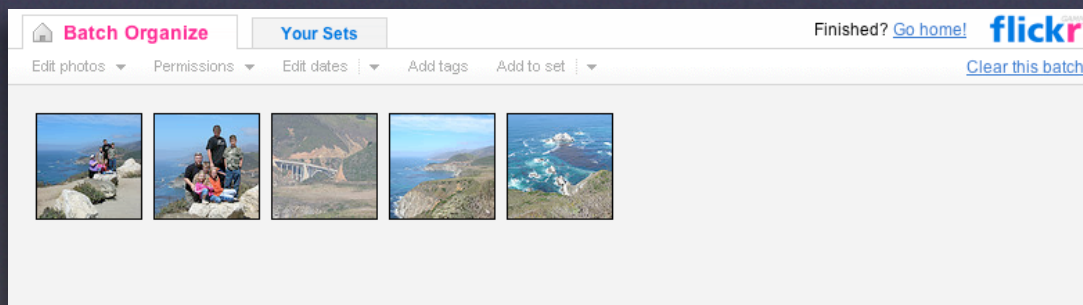
backpackit. fade transition + self-healing transition.



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

you can...

speed up time

slow down interaction

show state change

show relationships between objects

focus attention

Connecting...



use transitions

you can...

speed up time

slow down interaction

show state change

show relationships between objects

focus attention

Connecting...

The screenshot shows the Yahoo! Plus homepage with a grey header and a white content area. The header includes the Yahoo! Plus logo, a search bar, and navigation links. The main content area is divided into several sections:

- Scoreboard**: A table showing NHL and NBA game results. The NHL section shows Tampa Bay vs. Dallas (5-3) and Dallas vs. LA Clippers (0-0). The NBA section shows Dallas vs. LA Clippers (0-0). Below the table, it says "no games for selected teams" and "Listen to live audio of college games".
- Message Center**: A section for checking email and launching messenger. It shows "14 friends on".
- Weather**: A section showing weather forecasts for various locations including Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA.
- Software News**: A section with news items about software configuration systems, anti-virus software, and India's Satyam logs.
- eHub**: A section with news items about eHub interviews, Veetro, MediaMax, iOWEYOU, and HyperSuper.
- Best Fare Tracker**: A section showing flight prices for routes like New York, NY to all, and Seattle/Tacoma, WA to all.

A loading bar with the text "Connecting..." is visible at the top right of the page.

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...

The screenshot shows the Yahoo! Plus homepage with a grey header and a white main content area. The header includes the Yahoo! Plus logo, a search bar, and navigation links. The main content area is divided into several sections, each with a title and a list of items. The sections include:


- Scoreboard**: A table showing NHL and NBA game results for today and yesterday.
- Message Center**: A section for checking email and launching messenger.
- Weather**: A section showing weather forecasts for various locations.
- Software News**: A section with news articles about software updates and security.
- eHub**: A section with links to various services and news.
- Best Fare Tracker**: A section for tracking flight fares.
- Maps**: A section for finding locations and directions.
- BayCHI Monthly Program Events**: A section for local events.

use transitions

Lists

☐ Remove this item

☐ And this one too

 [Edit](#) ☐ adding a new item


or

Women GapBody GapMaternity GapKids babyGap my account
see order status
sign in


3 items in my bag

Shoes, Belts & More


bags 1 2 >> [See All](#)




Premium canvas duffle bag
\$49.50



urban nylon sling
\$34.50



urban nylon backpack
\$29.50



nylon commuter bag
\$68.00

you can...

- speed up time
- slow down interaction
- show state change
- show relationships between objects
- focus attention

Connecting...

YAHOO! PLUS

Animated Tour Useful New Features We Upgraded Mail Storage: Now 2GB

Select Type: **Web** Images Local News Shopping

Search:

Hello Bill [Sign Out, My Account] 42° - 57°

Select Page: **My Front Page**

Scoreboard

TODAY

NHL

Tampa Bay vs. Dallas	5 3	13:15 2nd
----------------------	-----	-----------

NBA

Dallas vs. LA Clippers	0 0	10:30 ET
------------------------	-----	----------

YESTERDAY

no games for selected teams

Listen to live audio of college games

Message Center

Check Email

Launch Messenger **14 friends** on

Weather

Dallas, TX	40...75 F
Denton, TX	35...75 F
Sunnyvale, CA	42...57 F
Boulder Creek, CA	39...59 F
Gilroy, CA	38...57 F
San Jose, CA	42...58 F

search by Zip Code or City

Software News

- AccuRev gives software configuration system global focus - 5 hours ago
- Anti-virus Software: The Next Big Worm Target? - 10 hours ago
- India's Satyam logs 64 percent rise in third-quarter profit - 10 hours ago
- Cisco Patches Router, Call Manager Software - 1 day ago

eHub

- eHub Interviews Prodigem - 11 hours ago
- Veetro - 20 hours ago
- MediaMax - 2 days ago
- iOWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Program Events

Best Fare Tracker

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA


Maps

use transitions

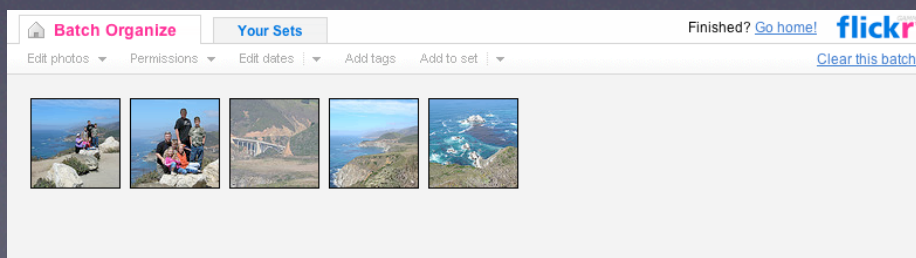
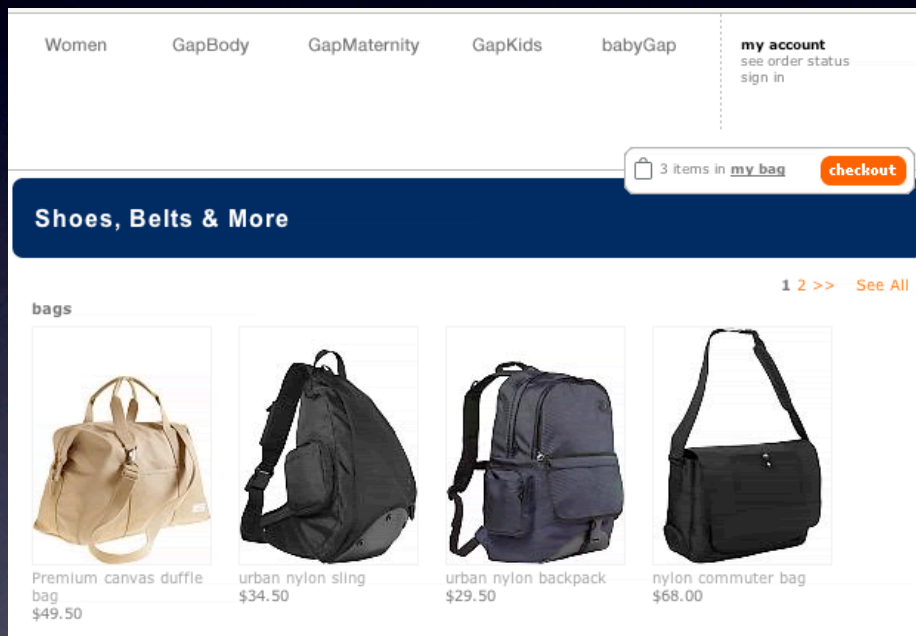
Lists

☐ Remove this item

☐ And this one too

 [Edit](#) ☐ adding a new item

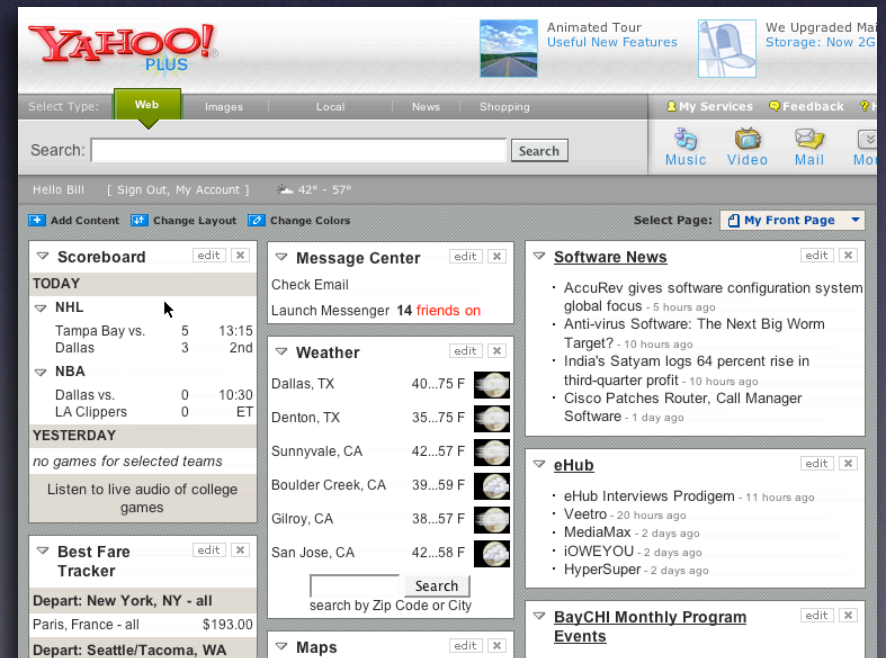
or



you can...

- speed up time
- slow down interaction
- show state change
- show relationships between objects
- focus attention

Connecting...



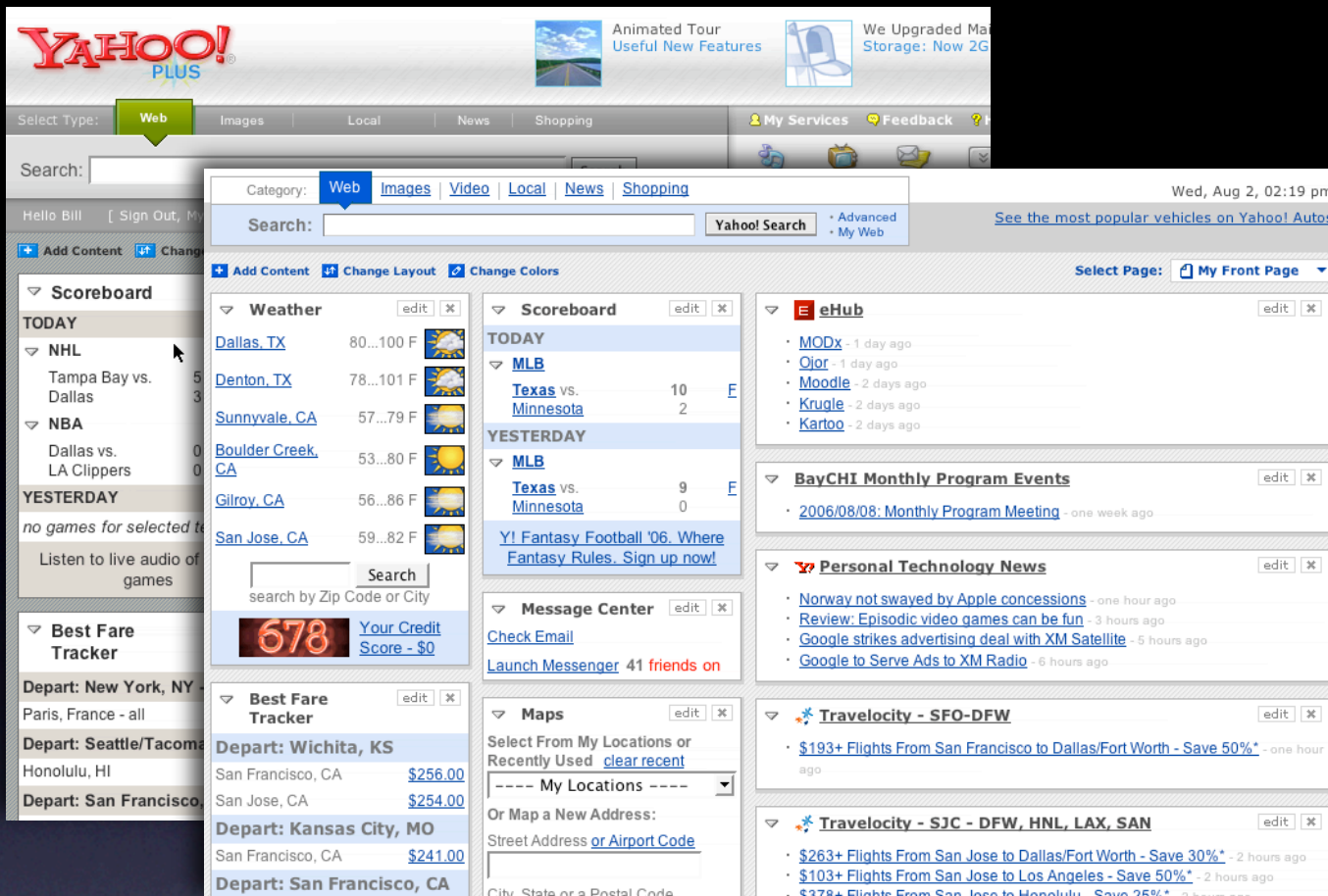
use transitions

The screenshot shows the Yahoo! Plus homepage with a complex layout. At the top is the Yahoo! Plus logo and navigation links like 'Animated Tour' and 'We Upgraded Mail Storage'. Below this is a search bar and a 'Select Type' dropdown menu. The main content area is divided into several sections: 'Scoreboard' (showing NHL and NBA games), 'Message Center' (with 'Check Email' and 'Launch Messenger'), 'Software News' (with links to AccuRev, Anti-virus Software, and India's Satyam), 'Weather' (showing temperatures for various locations), 'eHub' (with links to eHub Interviews, Veetro, MediaMax, iOWEYOU, and HyperSuper), and 'Best Fare Tracker' (showing flight prices for New York, Seattle/Tacoma, and San Francisco). The layout is dense and uses a grid system to organize the content.

Keep it sane

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

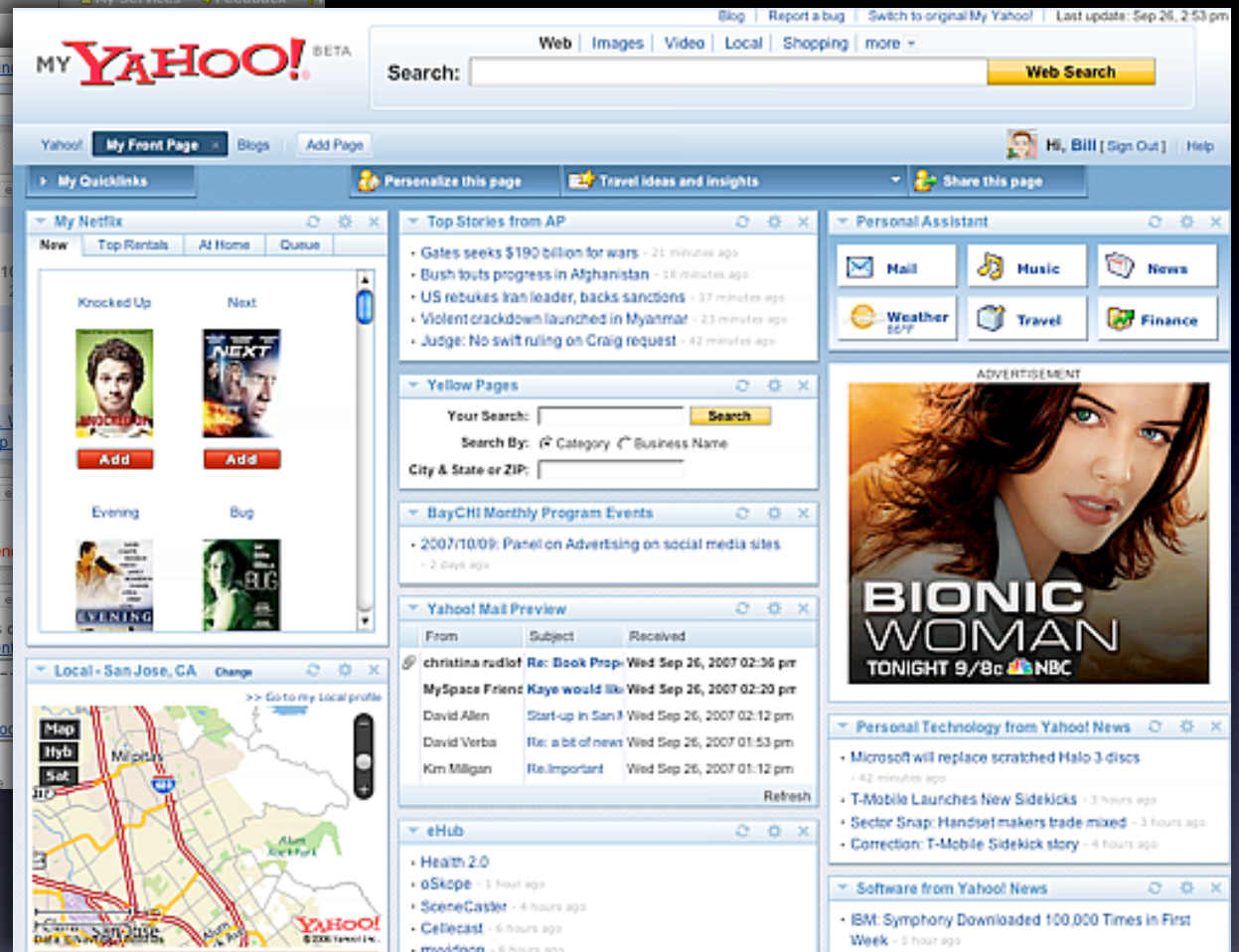
use transitions



Keep it sane

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

use transitions



Keep it sane

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

use transitions. **anti-patterns**

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**

use transitions. **anti-patterns**

anti-pattern. amazon. animation gone wild

Our Favorites for Summer (Re)Reading



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**

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)
[Write a review](#)
 [jcgarc55](#) - "Wayne was very helpful and informative. They know what..." [more](#)

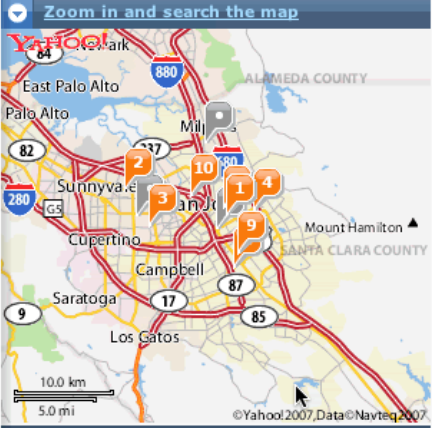
2.49 mi

5

YOUR PLUMBING SPECIALIST
(408) 832-1445

★★★★★
[Write a review](#)

Zoom in and search the map



© Yahoo! 2007, Data © Navteq 2007

☒ 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

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.

abc ✓ [Check Spelling](#)

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

2. Add details (optional)

The more details you provide, the better your results will be.

You have 1000 characters to work with.

react immediately

y! answers. **live suggest**

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abc ✓ [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 |     |   

react immediately

y! answers. live suggest

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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

2/15/2006

Time

Anytime

Return

2/22/2006

Time

Anytime

Travelers

1

Cabin

Economy

☐ Prefer Nonstop

Search multiple sites

for [hundreds of airlines](#).

react immediately

y! answers. live suggest

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To:

Show BCC

Cc:

Subject:

Plain Text

Times New Roman

12

B

I

U

Search with us, book with them.™

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

☒ Round-trip

☐ One-way

☐ Multi-city

From

Show Nearby Airports

To

Show Nearby Airports

Leave

2/15/2006

Time

Anytime

Return

2/22/2006

Time

Anytime

Travelers

1

Cabin

Economy

☐ Prefer Nonstop

Search multiple sites

for [hundreds of airlines](#).

netflix. periodic refresh

Netflix Community

Millions of Members Helping You

Latest Member Reviews (Mouse over to pause)

[Bridget Jones: The Edge of Reason](#)
★ ★ ★ ★ ★
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](#)

Add

JA 1493624

64%
Similar to you

[Godsend](#)
★ ★ ★ ★ ★
This movie was boring. It did not have much suspense and we only watched about 45 minutes of the movie.

Add

ypm 1892048

59%
Similar to you

[Spanglish](#)
★ ★ ★ ★ ★

Add

MS 868728

react immediately

y! answers. live suggest

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2. Add details (optional)
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[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

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](#)

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59%
Similar to you

Spanglish MS 868728

☆☆☆☆☆

react immediately

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2. Add details (optional)
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[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 2/15/2006 **Time** Anytime **Return** 2/22/2006 **Time** Anytime

Travelers 1 **Cabin** Economy

☐ Prefer Nonstop

[Search multiple sites](#) for [hundreds of airlines](#).

y!mail. busy indicator

Check Mail Compose

y! small biz. live previews

Find a domain name:

www.

(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

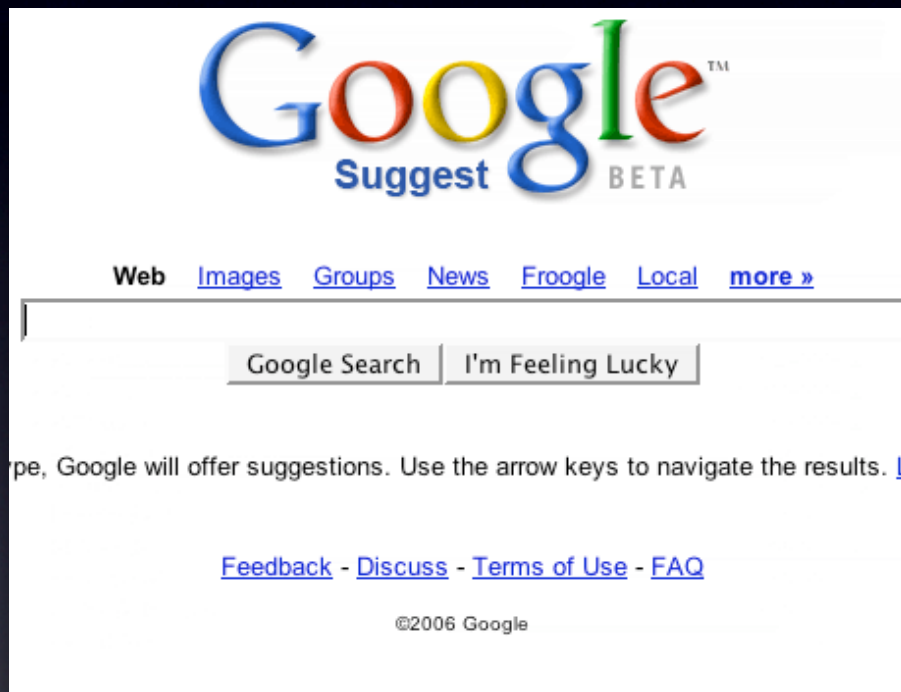
Is it narrowing or distracting

react immediately

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting

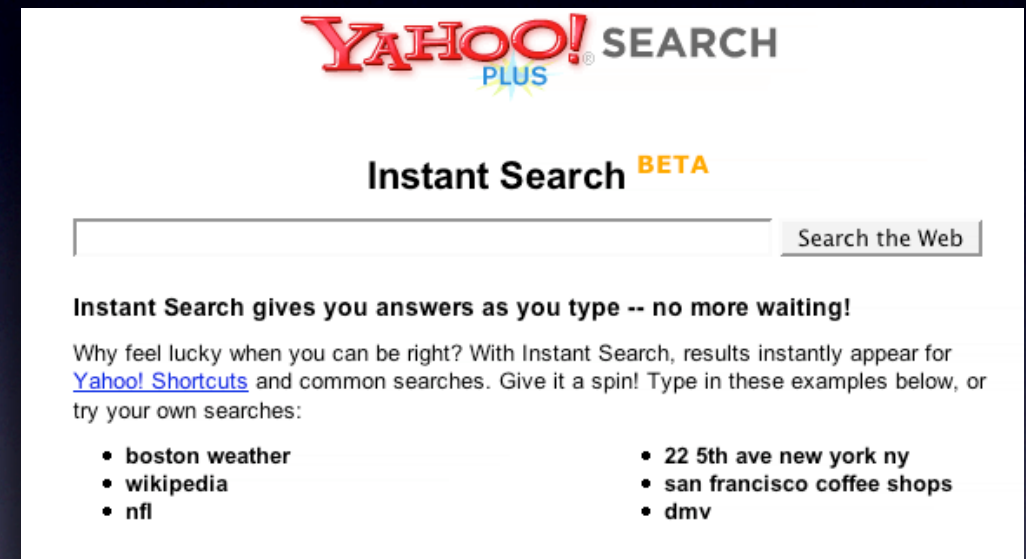
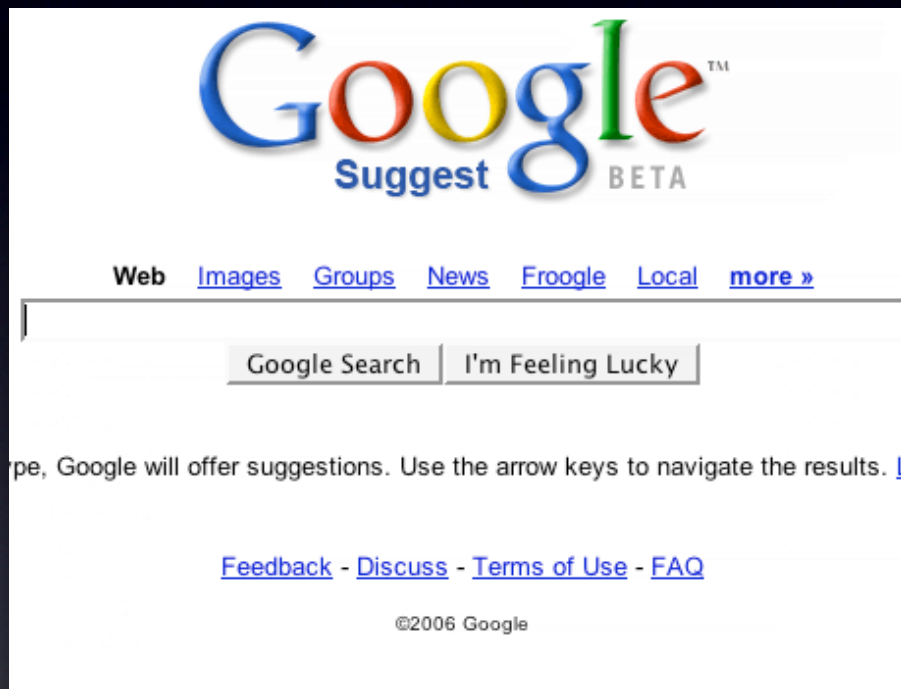


react immediately

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

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' with a city guide. The fifth result is a link to 'Monterrey - Wikipedia, the free encyclopedia' with a brief description of the city. The sixth result is a link to 'International Conference on Financing for Development-2003-main'.

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](#)

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

SPONSOR RESULTS

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

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

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 \$1,149,999 for 5929 Killarney Cir. The second is \$579,999 for 3625 Emanuel Ct. The third is \$580,000 for 3150 Pomeroy Ave. The fourth is \$580,000 for 1644 Enesco Ave. 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" listing various metro areas like Greater Atlanta, Baltimore-D.C., Boise, Greater Boston, Chicagoland, Dallas-Ft. Worth, Greater Houston, Minneapolis-St. Paul, Orange County, Greater Philadelphia, and Portland Metro Area.

LISTINGS FEATURED BY: INTERO

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

INTERO REAL ESTATE SERVICES

Intero
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

Click to reset all filters

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

List View Map View Photo View Pages: 1 2 3 4 5 Sort: Median prices first

View only highlighted (Clear all)

View photos

\$1,149,999 5929 Killarney Cir
4bd / 3ba
San Jose, CA 95138
Listing courtesy of Realty World-Inlax
View on map | Email this listing | Add my notes
View Details on Featured Broker's Site

View photos

\$579,999 3625 Emanuel Ct
4bd / 2ba
San Jose, CA 95121
Listing courtesy of Kasa Moreno Realty
View on map | Email this listing | Add my notes
View Details on Featured Broker's Site

View photos

\$580,000 3150 Pomeroy Ave
3bd / 2ba
San Jose, CA 95121
Listing courtesy of Intero Real Estate Services
View on map | Email this listing | Add my notes
View Details on Featured Broker's Site

View photos

\$580,000 1644 Enesco Ave
3bd / 2ba
San Jose, CA 95121
Listing courtesy of First Choice Brokers
View on map | Email this listing | Add my notes

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

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 results are displayed in a list view, showing four properties with their prices, addresses, and details. 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

Click to reset all filters

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

1 2 3 4 5

Sort: Median prices first

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

5929 Killarney Cir
San Jose, CA 95138
Listing courtesy of Realty World-Inlax
View on map | Email this listing | Add my notes
View photos
View Details on Featured Broker's Site

3625 Emanuel Ct
San Jose, CA 95121
Listing courtesy of Kasa Moreno Realty
View on map | Email this listing | Add my notes
View photos
View Details on Featured Broker's Site

3150 Pomeroy Ave
San Jose, CA 95121
Listing courtesy of Intero Real Estate Services
View on map | Email this listing | Add my notes
View photos
View Details on Featured Broker's Site

1644 Enesco Ave
San Jose, CA 95121
Listing courtesy of First Choice Brokers
View on map | Email this listing | Add my notes
View photos

react immediately

Shape user perception

Make time pass faster

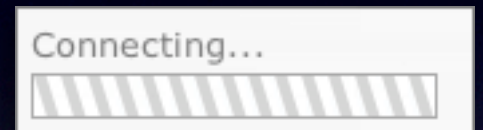
Make application feel more responsive

react immediately

Shape user perception

Make time pass faster

Make application feel more responsive

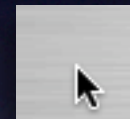
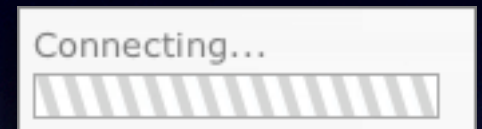


react immediately

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

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:
Minimum of 6 characters in length.

[Password strength:](#) Too short

Prevent errors before-hand

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

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.

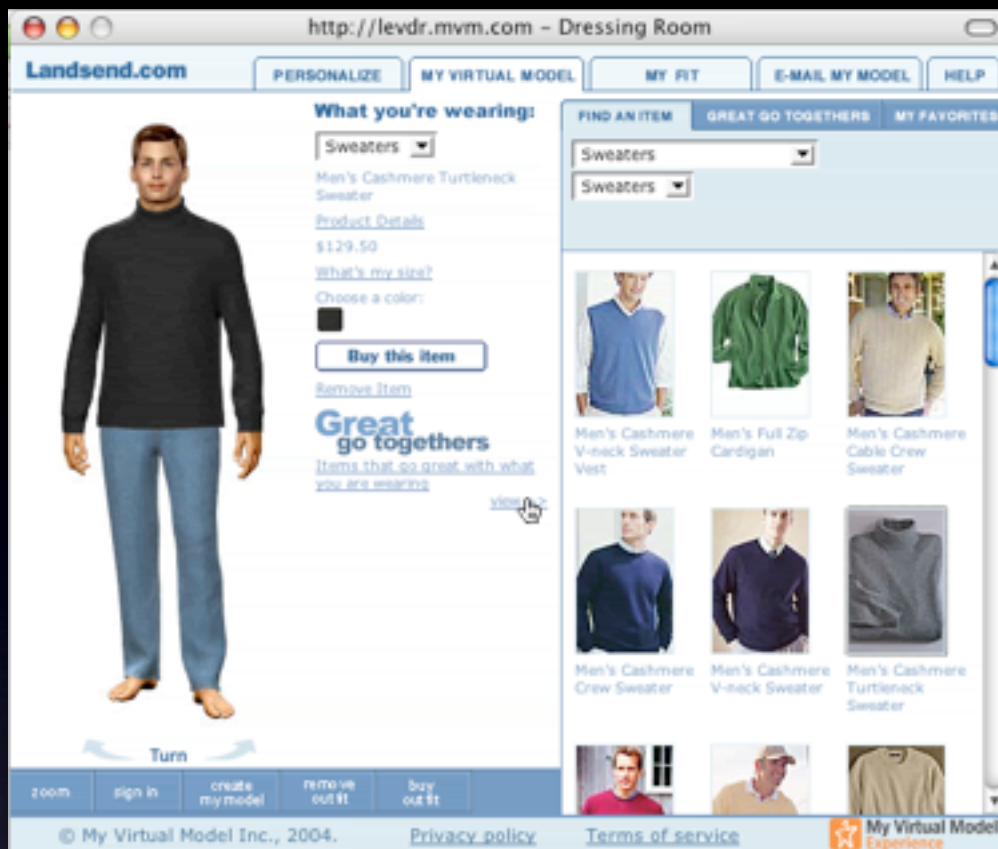
Choose a password:

[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

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)

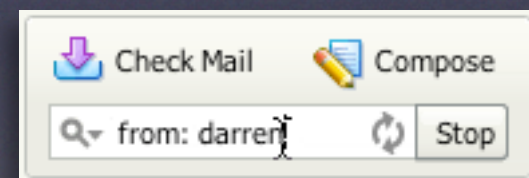
Use laws of proximity in context feedback

Respect feedback bandwidth

react immediately

Keep feedback focused

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



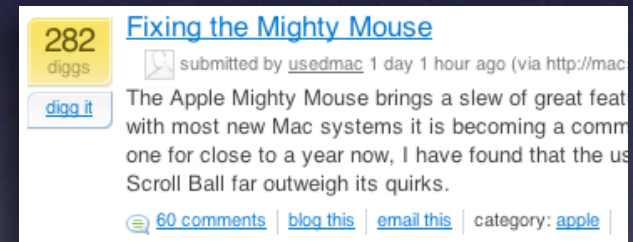
react immediately

Keep feedback focused

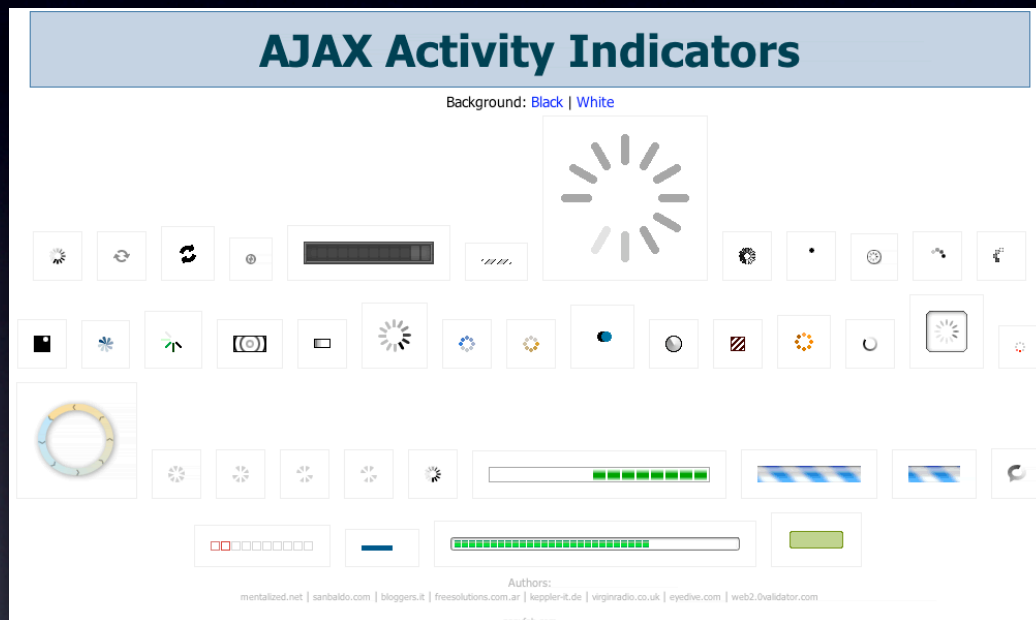
Avoid side-noise (peripheral distractions)

Use laws of proximity in context feedback

Respect feedback bandwidth



react immediately

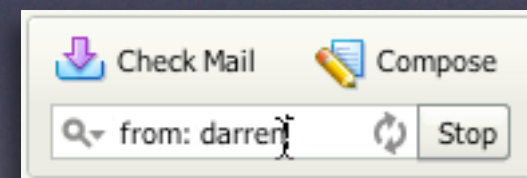
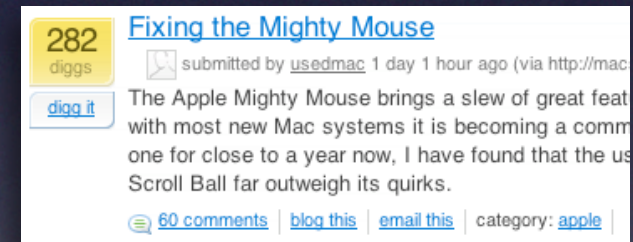


Keep feedback focused

Avoid side-noise (peripheral distractions)

Use laws of proximity in context feedback

Respect feedback bandwidth

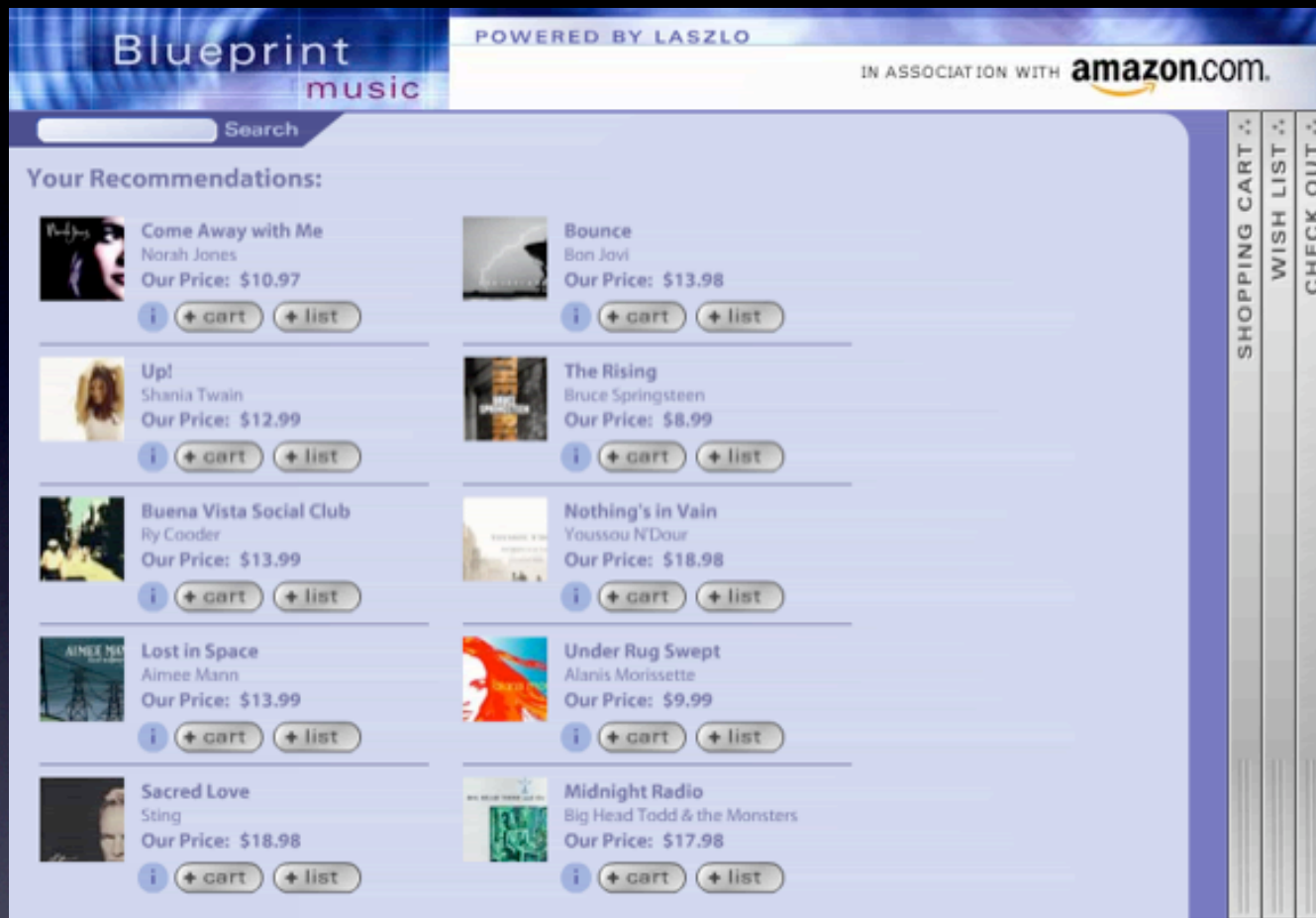


react immediately

Keep feedback focused

Use nuance

react immediately



Keep feedback focused

Use nuance

react immediately











Blueprint **music**

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IN ASSOCIATION WITH **amazon.com**

Search

Your Recommendations:

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

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Ajax - search results

Keep feedback focused
Use nuance

react immediately

Think “deeper interaction”

Multi-variate data

focus + context

react immediately

Think “deeper interaction”

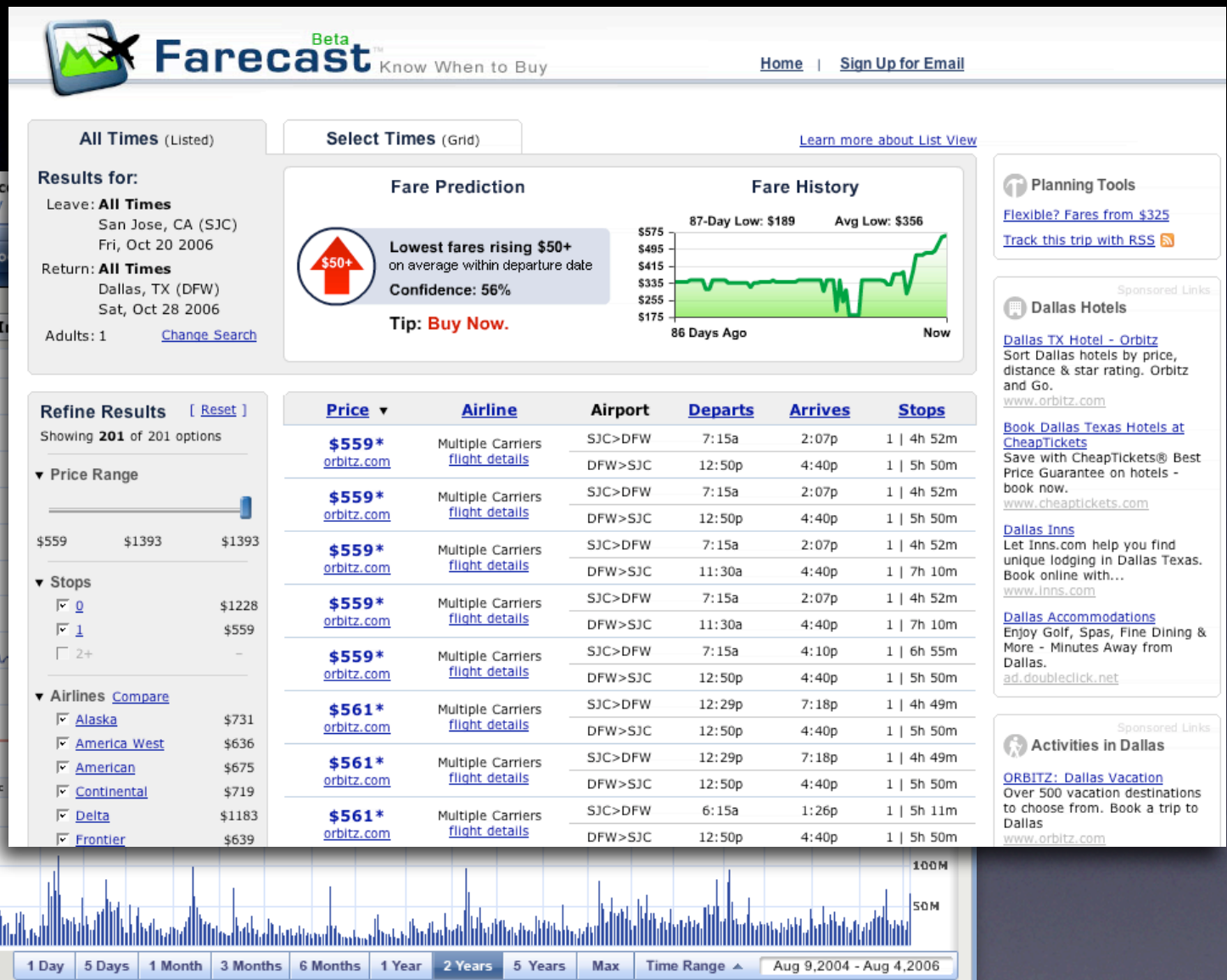
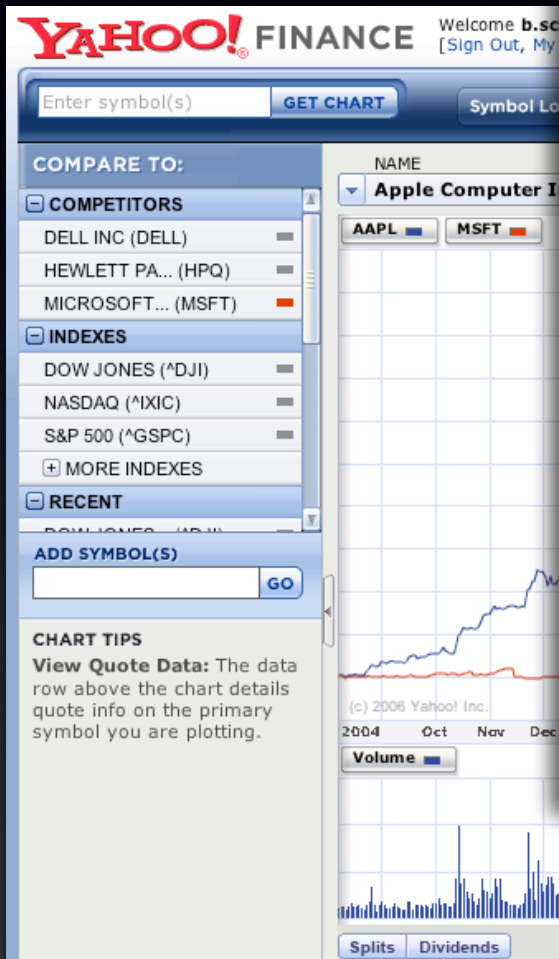
Multi-variate data
focus + context



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>