

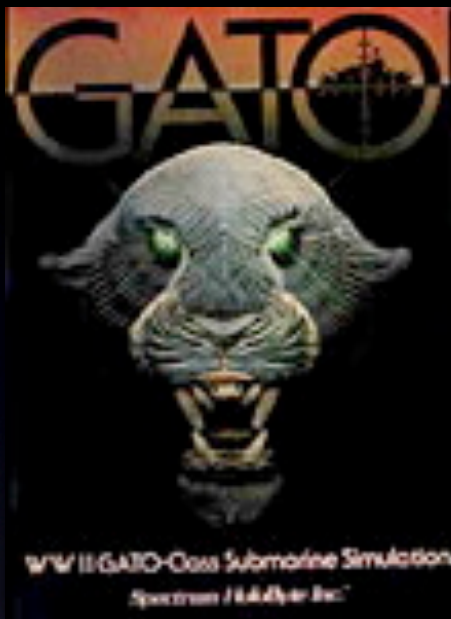
Designing Web Interfaces

Principles & Patterns for Rich Interaction

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



Developer Network Home Help Site Search Search

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

USER NEEDS TO

- NAVIGATE
 - Breadcrumbs
 - Faceted Navigation
 - Fly-out Menus
 - Horizontal Bar
 - Hub and Spoke
 - Left Navigation
 - Tabs
 - Module Tabs
 - Navigation Tabs
- EXPLORE DATA
 - Auto Complete
 - Calendar Picker
 - Pagination
 - Item Pagination
 - Search Pagination
- ORGANIZE DATA
- GIVE FEEDBACK
 - Ratings & Reviews
 - Architecture Review
 - Rating an Object
 - Writing a Review
- PERFORM ACTION
- CUSTOMIZE
 - Drag and Drop
 - Drag and Drop Modules
 - Drag and Drop Objects
 - In Page Editing
 - Sliders

APPLICATION NEEDS TO

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

Welcome

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

What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context. [more...](#)

Recent Patterns

Travel > Guides > North America > United States > New York > New York City > Things to do

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.

Travel > Guides > North America > United States > New York > New York City > Things to do

Breadcrumbs

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

Travel > Guides > North America > United States > New York > New York City > Things to do

Drag and Drop Modules

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

Travel > Guides > North America > United States > New York > New York City > Things to do

Module Tabs

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

Travel > Guides > North America > United States > New York > New York City > Things to do

Navigation Tabs

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

Travel > Guides > North America > United States > New York > New York City > Things to do

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.

Travel > Guides > North America > United States > New York > New York City > Things to do

Results Page:

1 2 3 4 Next

Search Pagination

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

Travel > Guides > North America > United States > New York > New York City > Things to do

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.

Travel > Guides > North America > United States > New York > New York City > Things to do

Writing a Review

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

NETFLIX Bill Scott | Your Account | Buy / Redeem Gift | Help

Browse DVDs Watch Instantly Your Queue Movies Friends & Community DVD Sale \$5.99 Movies, actors, directors, genres Search

Home Genres New Releases Previews Netflix Top 100 Critics' Picks Award Winners

Because you enjoyed:

Error: The Smartest Guys in the Room
Who Killed the Electric Car?
Iran for Sale: The War Profiteers

We think you'll enjoy:
Global Warming: The Signs and the Science

Play Add

OFFER HOME VIDEO

GENERAL WARNING
This DVD is not rated by the MPAA.

★★★★★
(Not Interested)

YOUR RECENT ACTIVITY

10/19 You watched **Supernatural**
10/18 You watched **I Remember Me**
10/18 You watched **The Office: Season 2: "Performance Review"**
10/18 You watched **21 Up**
10/17 You watched **The Whipping Boy**

SUGGESTIONS FOR YOU

You have **new suggestions** in Movies You'll ♥

TV Sci-Fi & Fantasy

Based on your interest in:
Jericho, Season 2
Battlestar Galactica, Season 1
Heroes, Season 3

Set this genre
TV Sci-Fi & Fantasy

See all >>

Eleventh Hour
Add All
★★★★★
(Not Interested)

StarGate Atlantis, Season 1
Add All
★★★★★
(Not Interested)

Hex, Season 1
Add All
★★★★★
(Not Interested)

The 4400, Season 1
Add All
★★★★★
(Not Interested)

TV Dramas

Based on your interest in:
Jericho, Season 2
Battlestar Galactica, Season 1
Heroes, Season 3

Set this genre
TV Dramas

See all >>

House, M.D., Season 1
Add All
★★★★★
(Not Interested)

Desperate Housewives, Season 1
Add All
★★★★★
(Not Interested)

The Cleaner, Season 1
Add All
★★★★★
(Not Interested)

The Wire, Season 2
Add All
★★★★★
(Not Interested)

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](#) is effort from the Ruby on Rails folks.

OPEN SOURCE

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

BROWSER SUPPORT

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

AJAX SUPPORT

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](#).

DRAG AND DROP

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

CINEMATIC EFFECTS

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

BEHAVIORS

Take some raw HTML and sprinkle in some behaviors and what do you get? Well in Rico you can get an [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!

Principles and Patterns for Rich Interactions

Designing Web Interfaces

O'REILLY®

Bill Scott & Theresa Neil

Newton's Third Law of Motion

For every action, there is an equal and opposite reaction

interesting moments abound to engage the user
it's the nuance stupid
make "less" become "more"



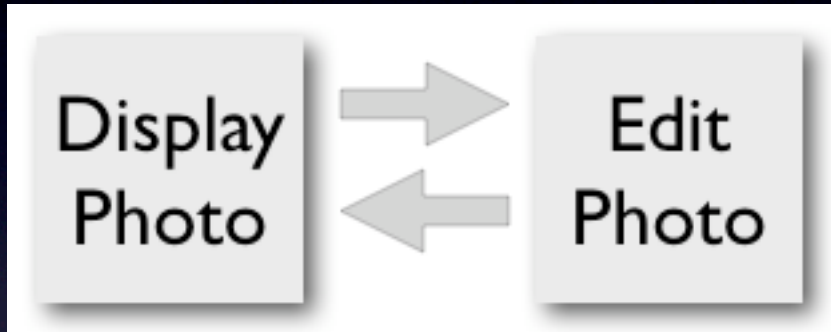
6 principles for Designing Web Interfaces

1. make it direct
2. keep it lightweight
3. stay on the page
4. provide invitations
5. use transitions
6. react immediately

make it direct

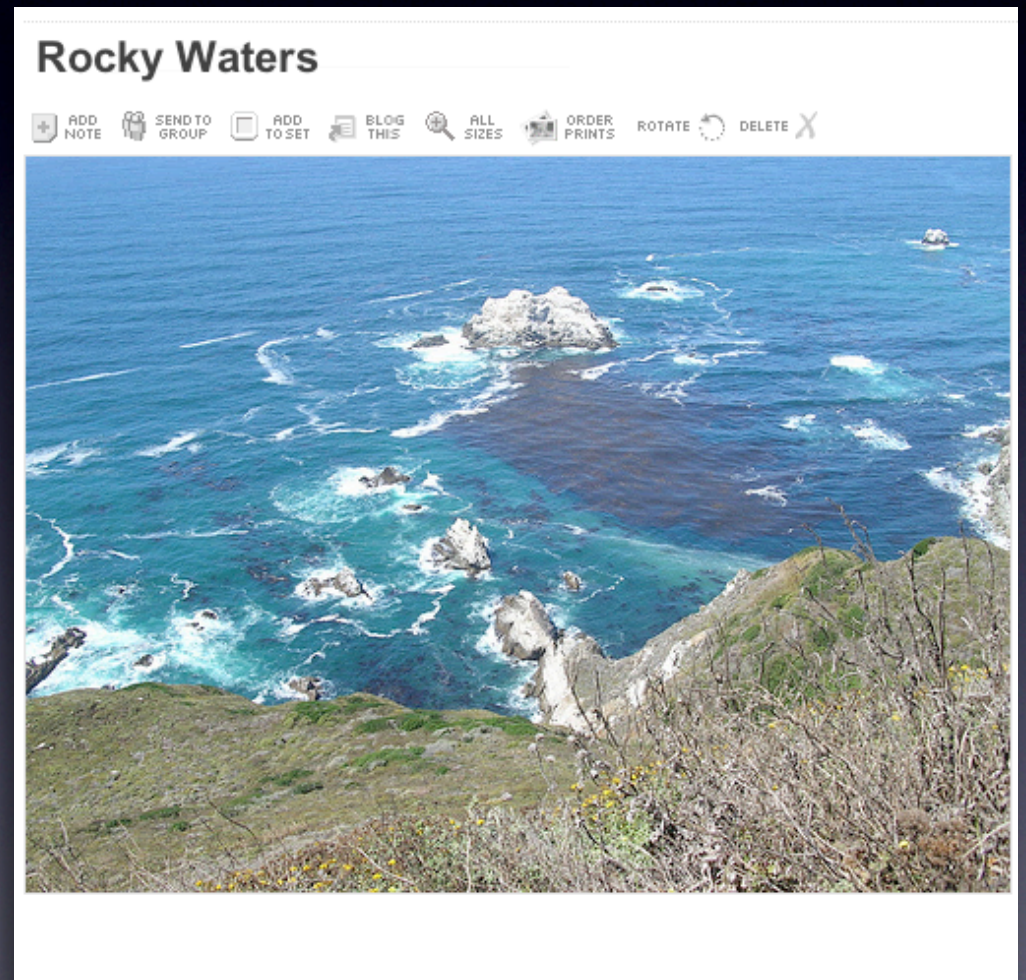
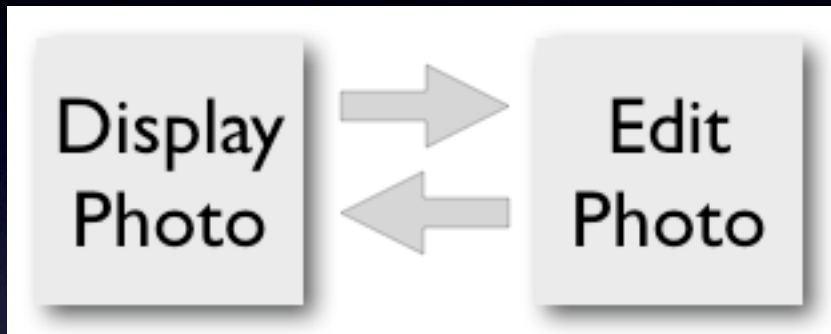
Allow input wherever you have output
Shorten the length of interaction
Make objects directly actionable

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

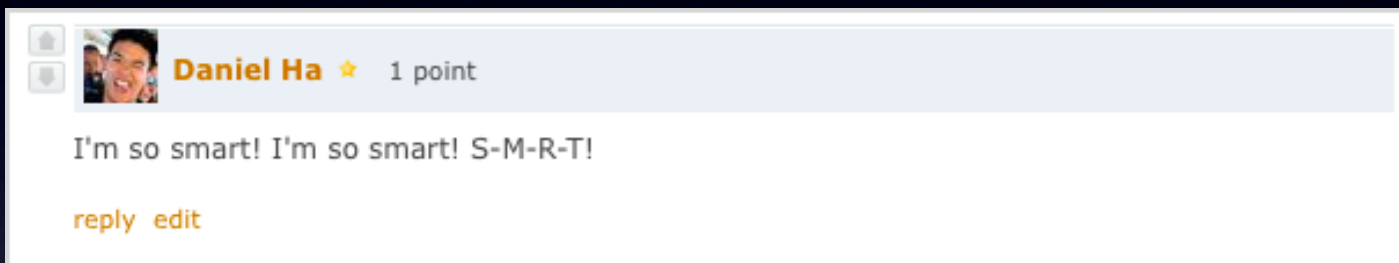
facebook, **prompt-based invitation**

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.

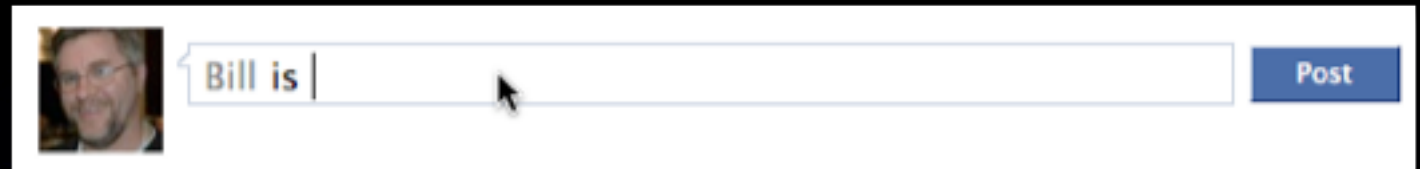
facebook. **prompt-based** invitation

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.

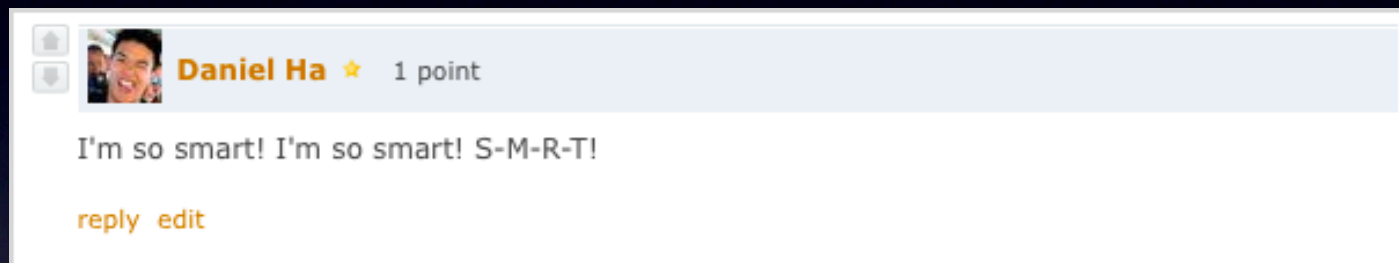
disqus. **explicit “edit”** invitation

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



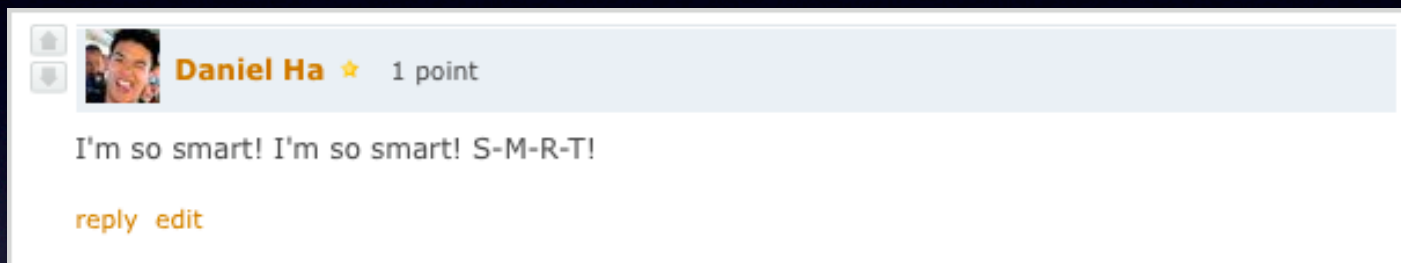
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



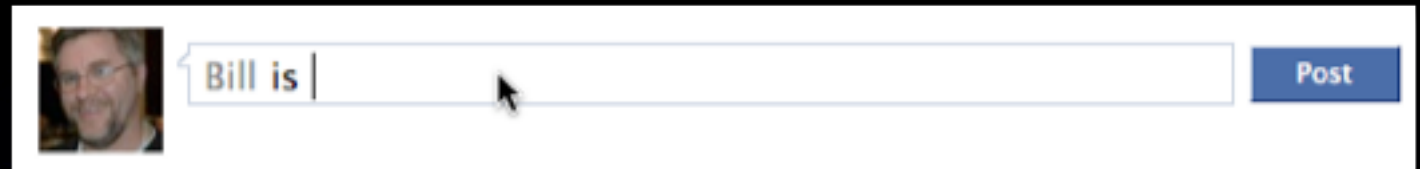
disqus. **explicit “edit” invitation**



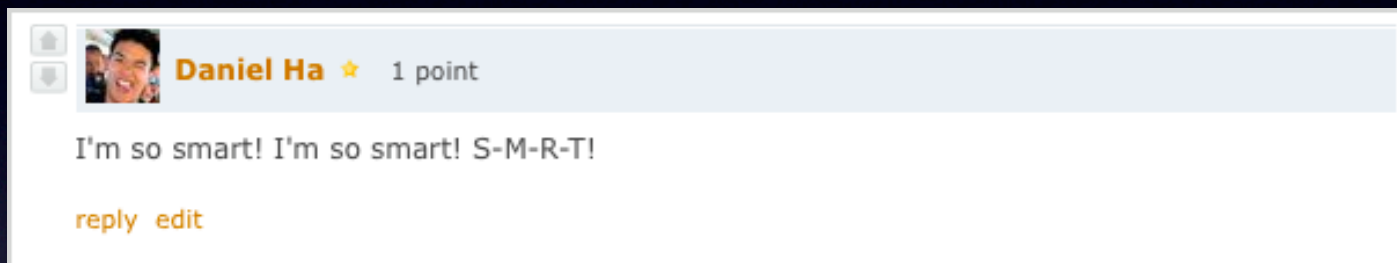
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



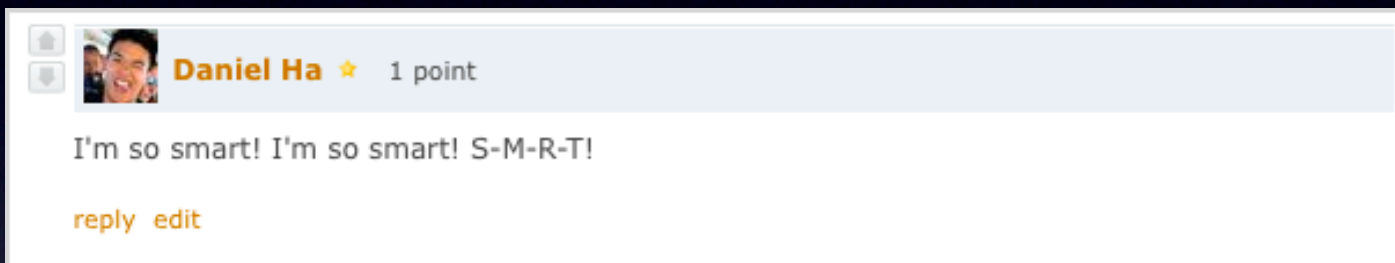
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



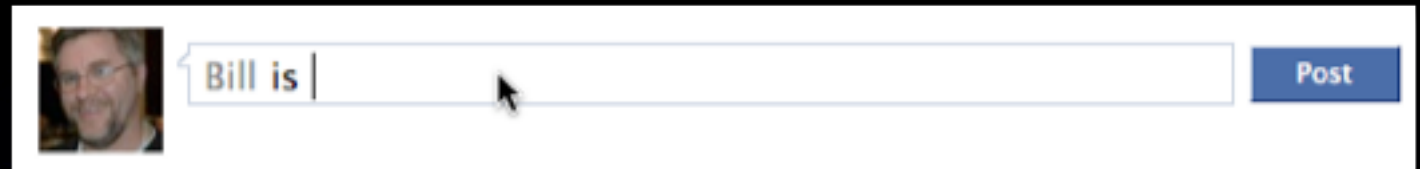
disqus. **explicit “edit” invitation**



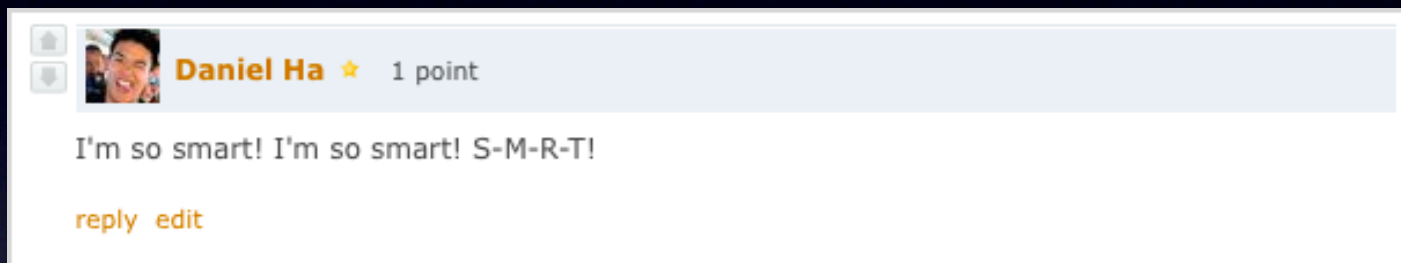
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



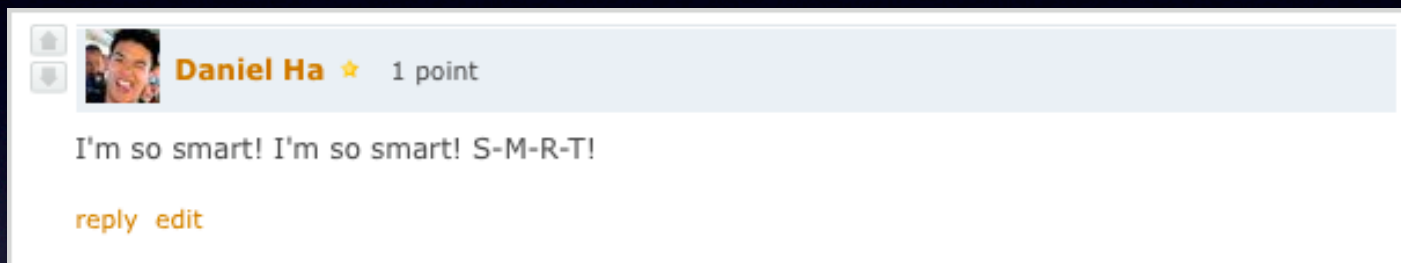
Y!photo. **implicit**

make it direct. **inline editing**

discoverability invitations



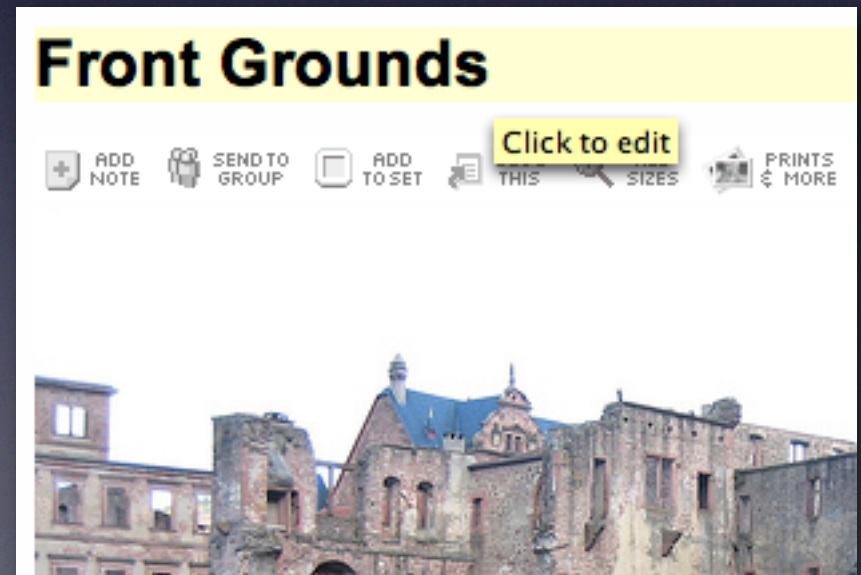
facebook. **prompt-based invitation**



disqus. **explicit “edit” invitation**



Y!photo. **implicit**



flickr. **on hover**

make it direct. **inline editing**

considerations

complex editing

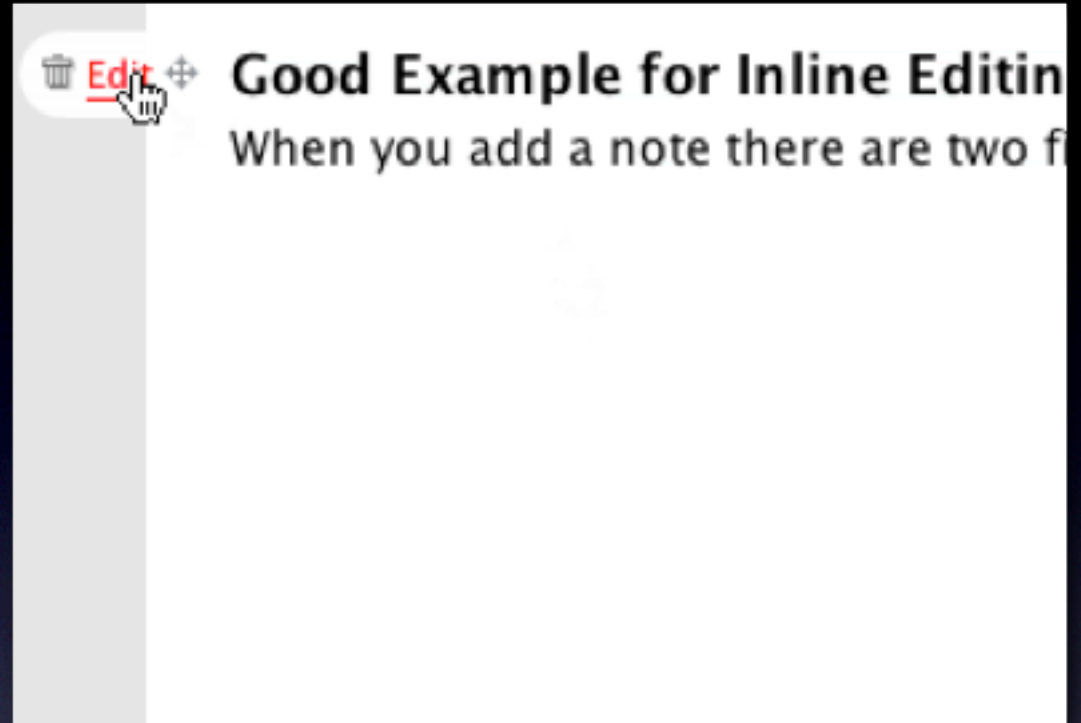
blending modes

make it direct. **inline editing**

considerations

complex editing

blending modes



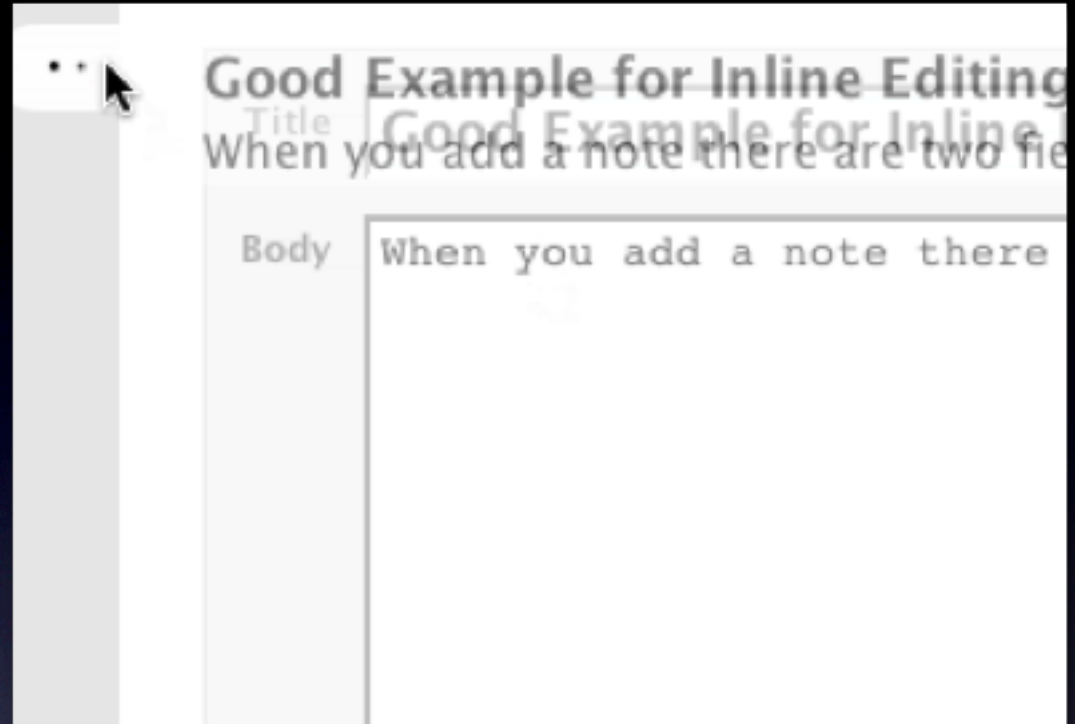
backpackit. **complex inline editing**

make it direct. **inline editing**

considerations

complex editing

blending modes

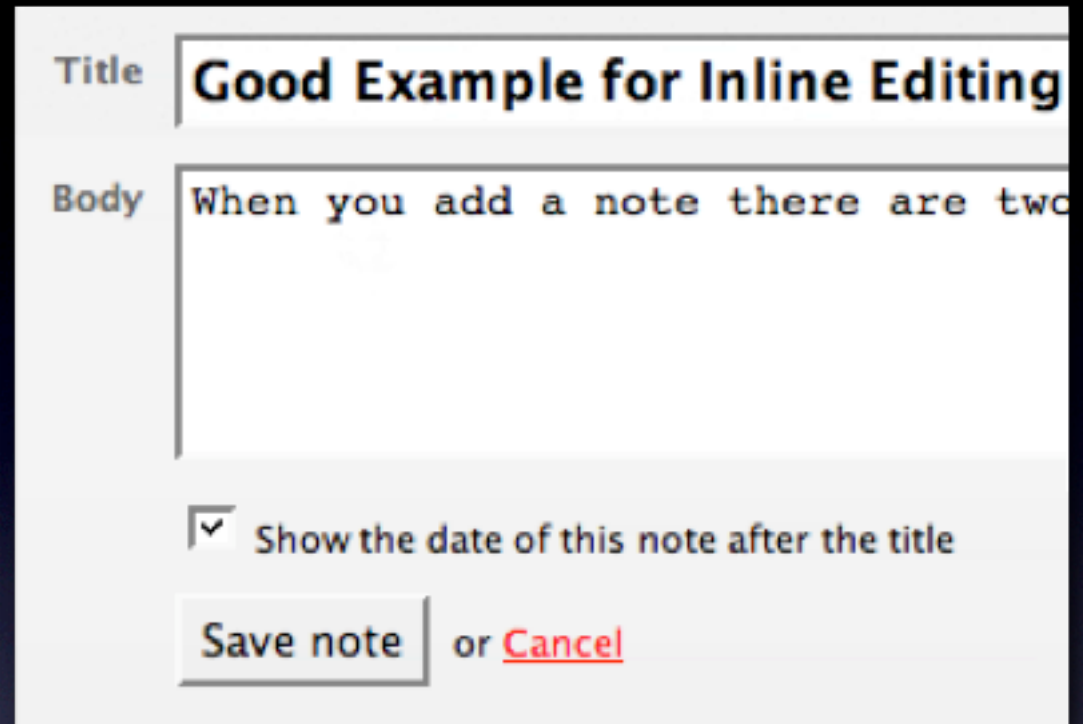


backpackit. **complex inline editing**

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
<input checked="" type="checkbox"/> Show the date of this note after the title	
<button>Save note</button> 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**

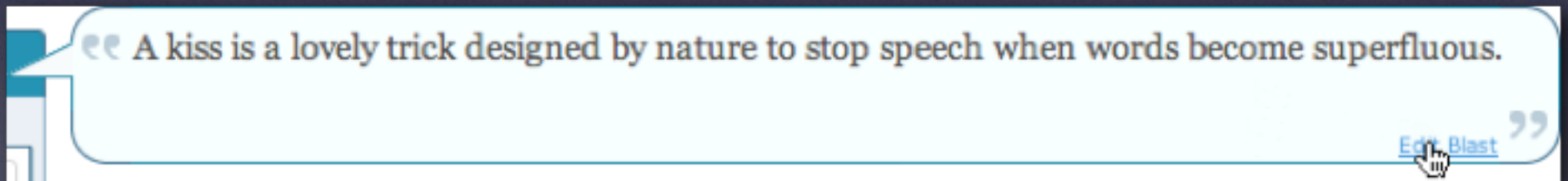
considerations

complex editing
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Good Example for Inline Editing

When you add a note there are two fields
This would also work well for more complex
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backpackit. **complex inline editing**

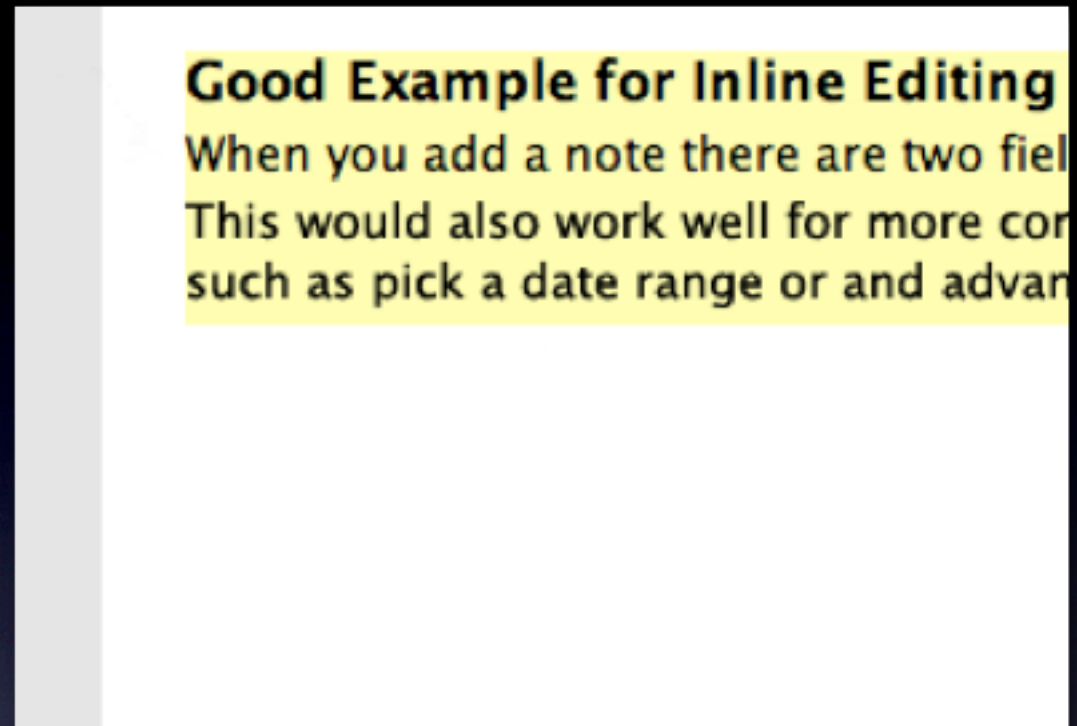


Yahoo! 360 blast. **blending display & edit modes**

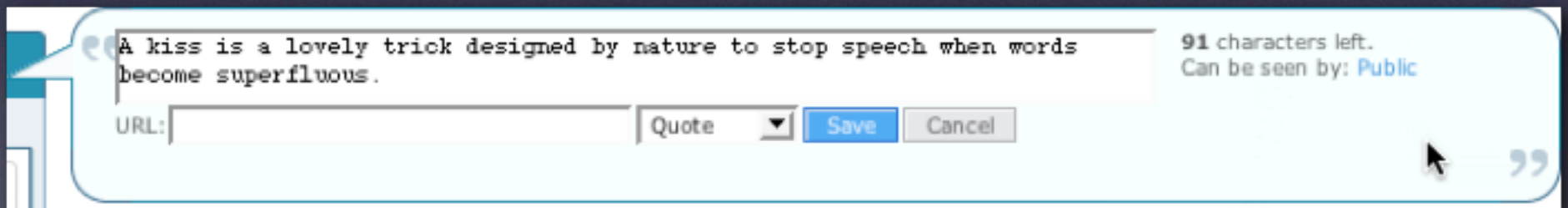
make it direct. **inline editing**

considerations

complex editing
blending modes



backpackit. **complex inline editing**



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

make it direct. **inline editing**

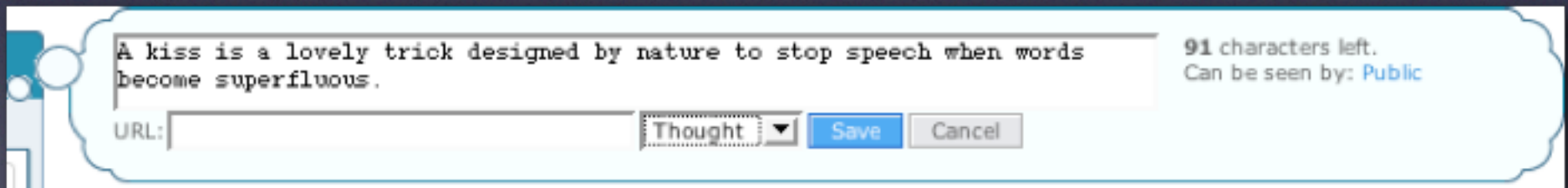
considerations

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." Below the text field is a URL input field. 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". The entire form is enclosed in a light blue border with a decorative, cloud-like shape on the left side.

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

make it direct. **inline editing**

accessibility

accessibility

Additional Information

© All rights reserved ([edit](#))


- [Place this photo on a map](#)
- Taken with a [Canon PowerShot SD450](#).
[More properties](#)
- Taken on [November 5, 2007](#) ([edit](#))
- See [different sizes](#)
- [Photo stats](#)
- Viewed [7 times](#) (Not including you)
- [Edit](#) title, description, and tags
- [Replace](#) this photo

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**

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iPhone. **non-symmetrical**; readability

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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**

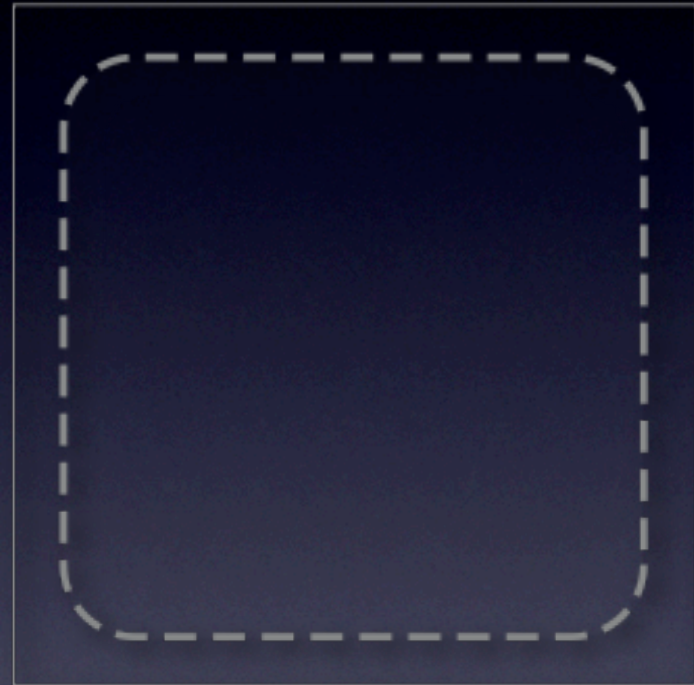
make it direct. **inline editing**

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iPhone. **non-symmetrical**; readability



basecamp. **symmetry of interaction**

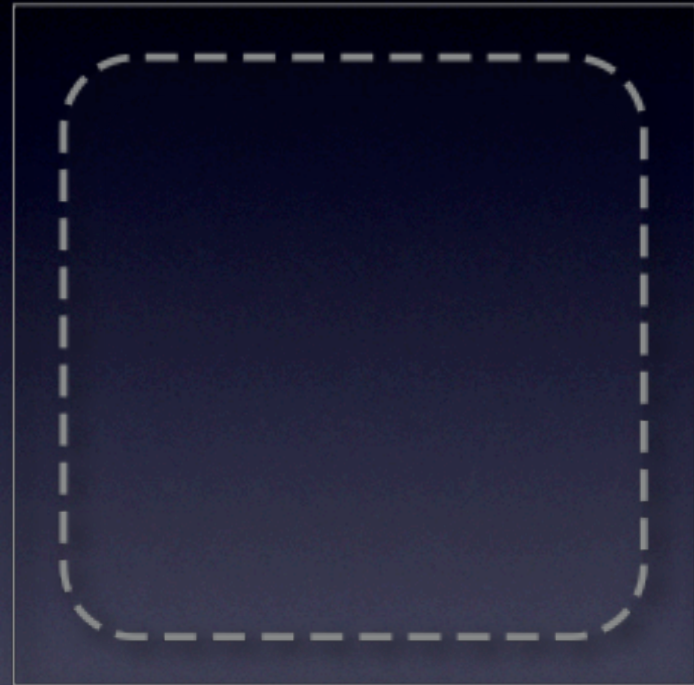
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iPhone. **non-symmetrical**; readability



basecamp. **symmetry of interaction**

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iPhone. non-symmetrical; readability

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01_02_DragDrop		01_02_DragDrop	Rename
Drafts		Drafts	Rename
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		Add another category	

basecamp. symmetry of interaction

make it direct. **inline editing**

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iPhone. non-symmetrical; readability

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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 [E](#)

YESTERDAY

MLB

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

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

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

[Check Email](#)

[Launch Messenger](#) 41 friends on

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

Depart: Wichita, KS

San Francisco, CA [\\$256.00](#)

San Jose, CA [\\$254.00](#)

Depart: Kansas City, MO

San Francisco, CA [\\$241.00](#)

Depart: San Francisco, CA

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

Select From My Locations or Recently Used [clear recent](#)

----- My Locations -----

Or Map a New Address:

Street Address [or Airport Code](#)

City, State or a Postal Code

eHub [edit](#) [x](#)

- [MODx](#) - 1 day ago
- [Ojor](#) - 1 day ago
- [Moodle](#) - 2 days ago
- [Krugle](#) - 2 days ago
- [Kartoo](#) - 2 days ago

BayCHI Monthly Program Events [edit](#) [x](#)

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

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

- [Norway not swayed by Apple concessions](#) - one hour ago
- [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**

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Volcanic Hazards

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



Photograph by C. Heliker on November 12, 1992.

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

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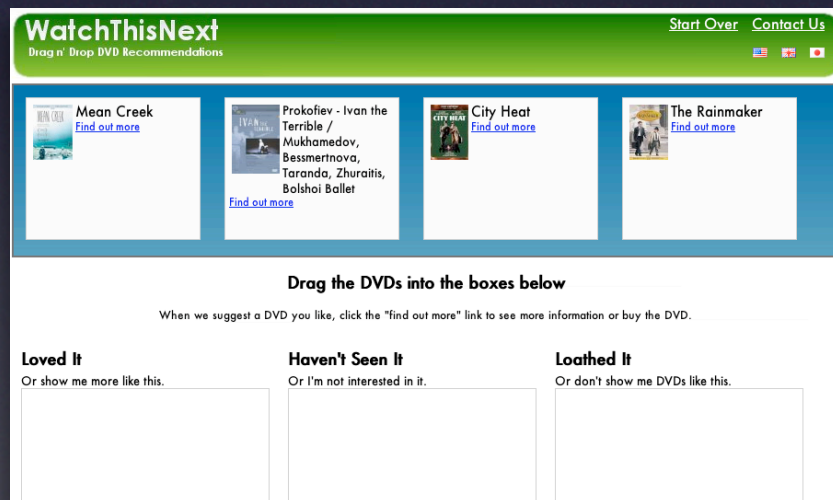


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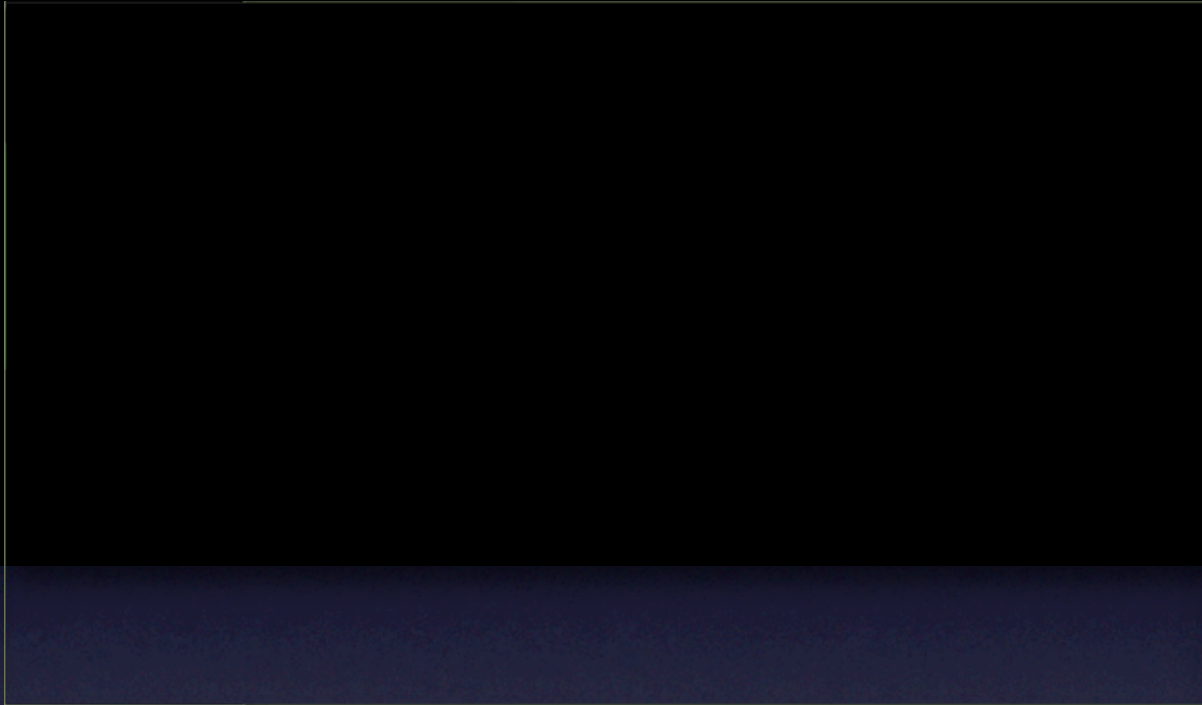
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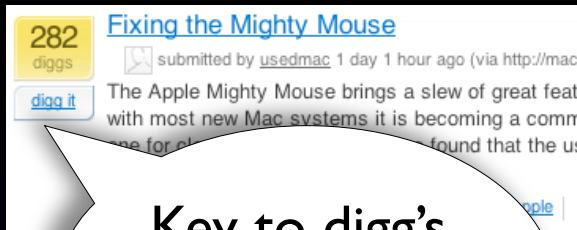
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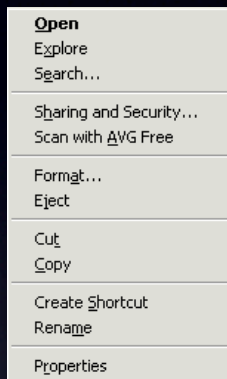
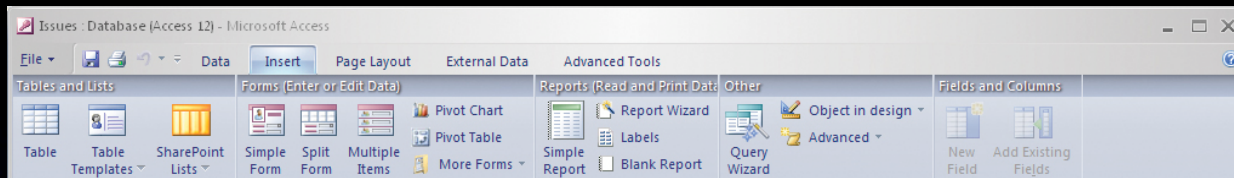
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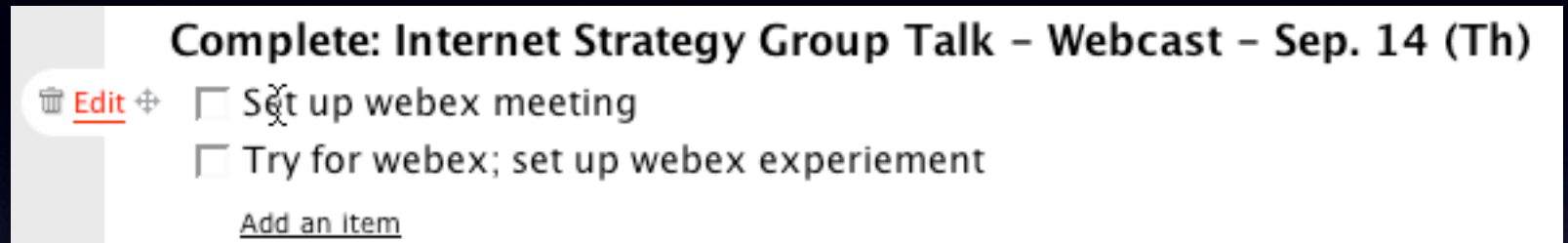
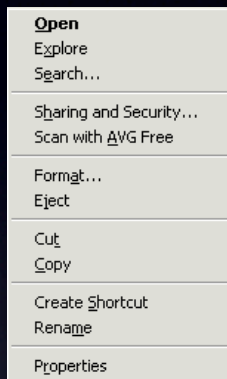
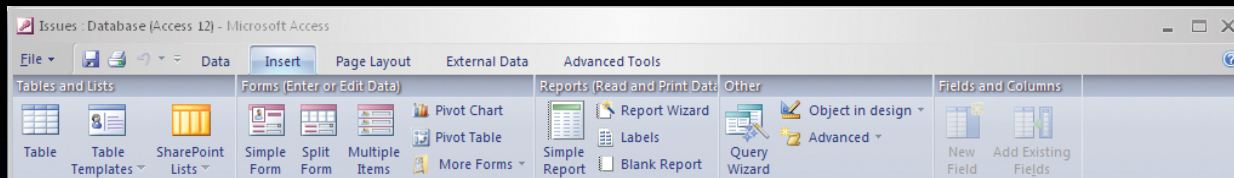
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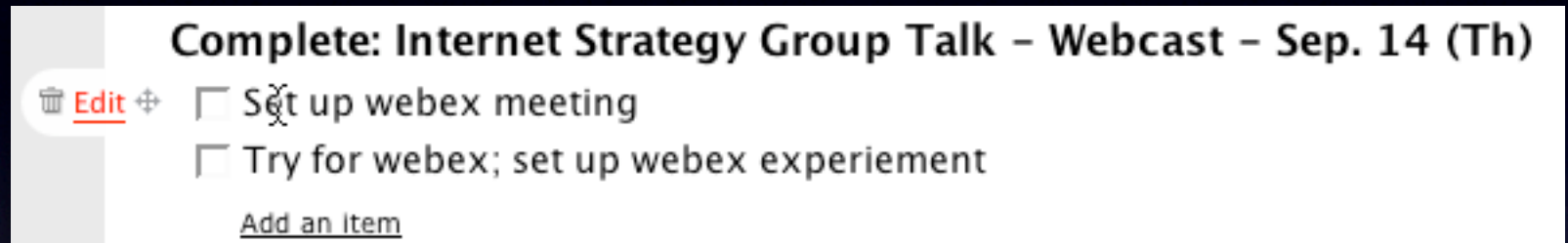
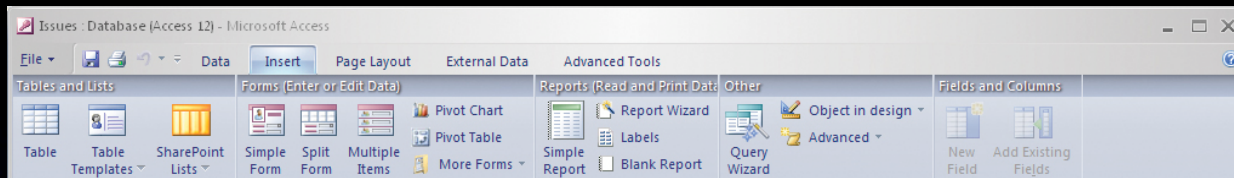
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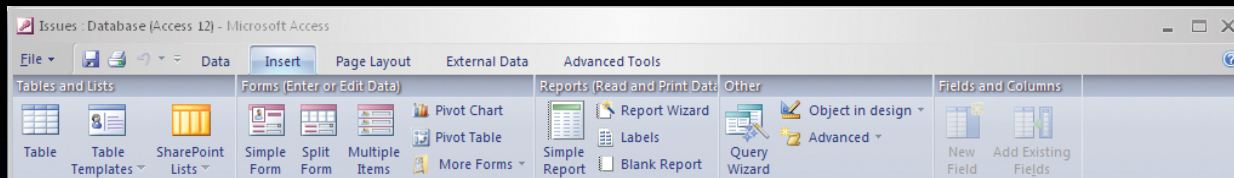
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keep it lightweight. **contextual tools**

Remove the “pain points”

Shorten the path

Keep actions immediate and light

Use hover, blur, focus; avoid heavy events

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Classics

Recommendations




High Plains Drifter

★★★★★

☐ Not Interested

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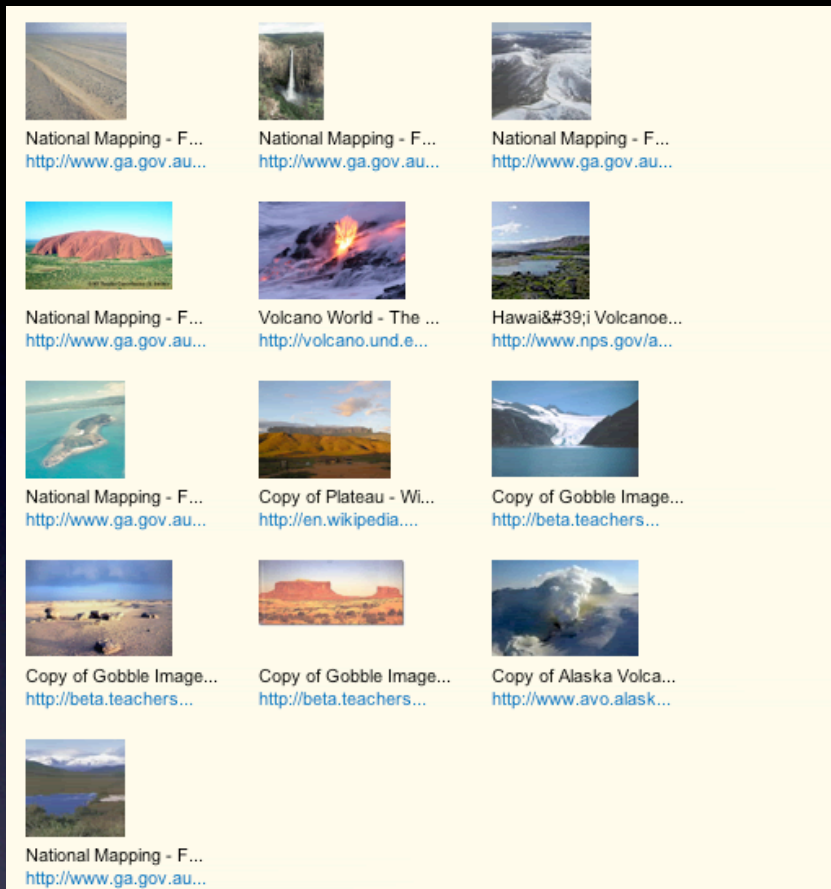
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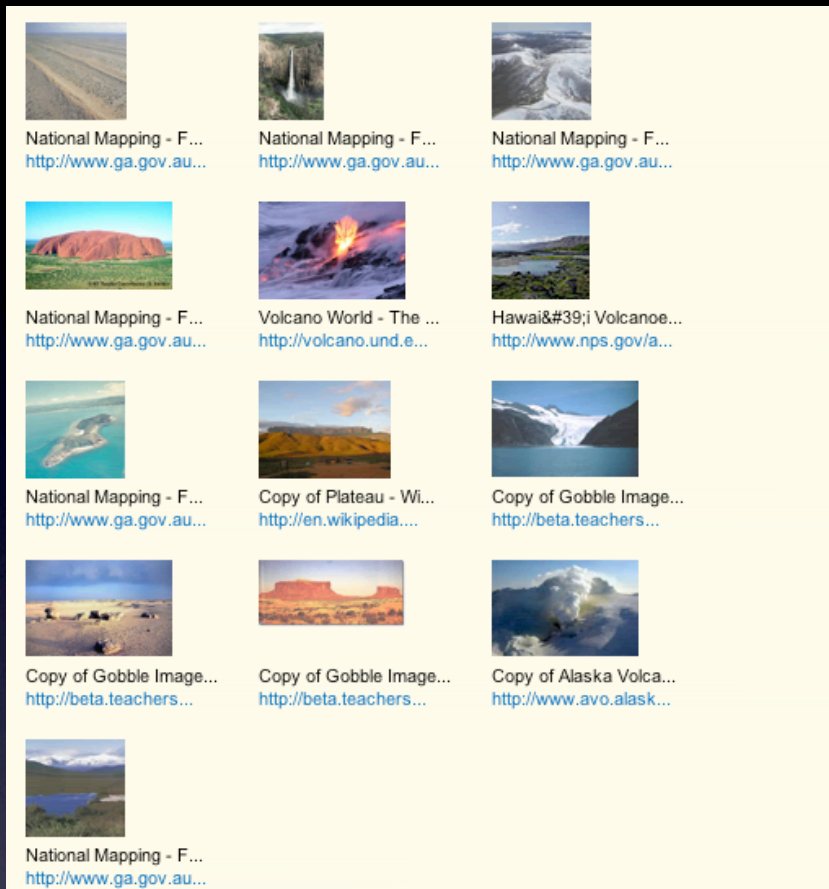
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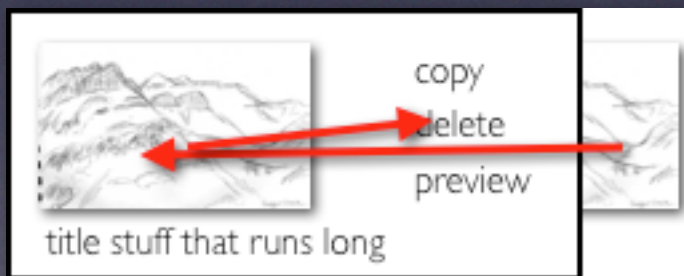


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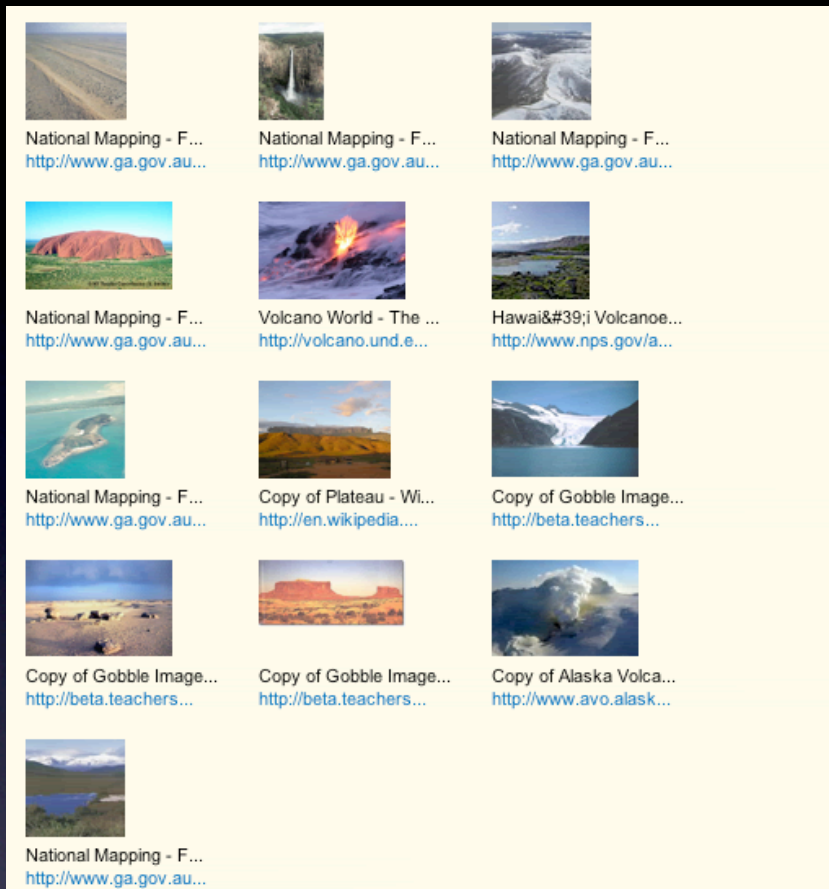
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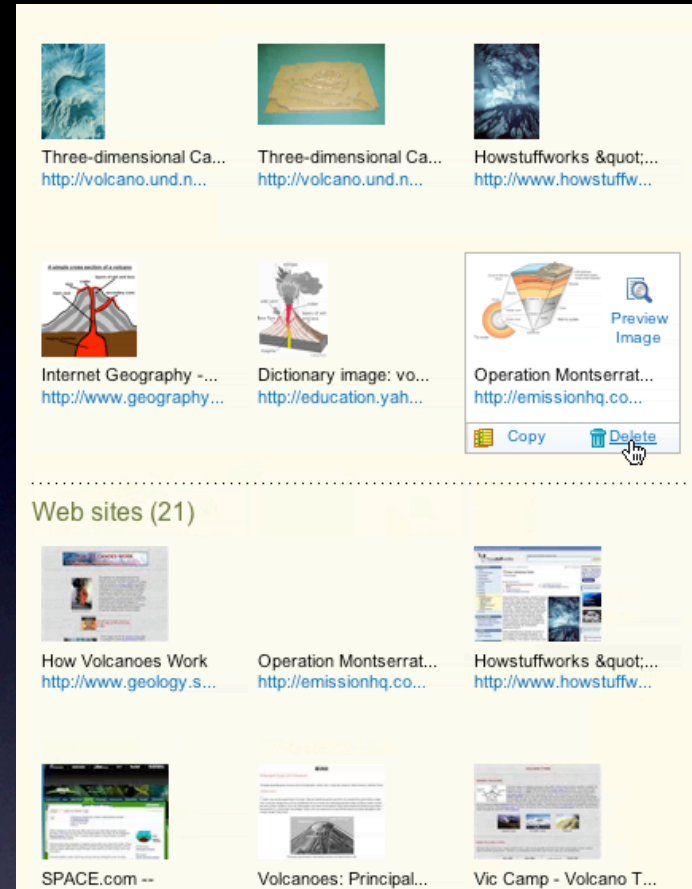
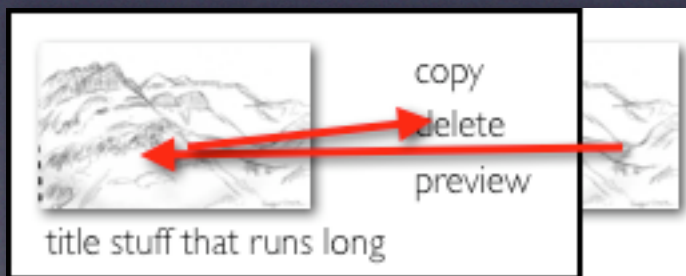
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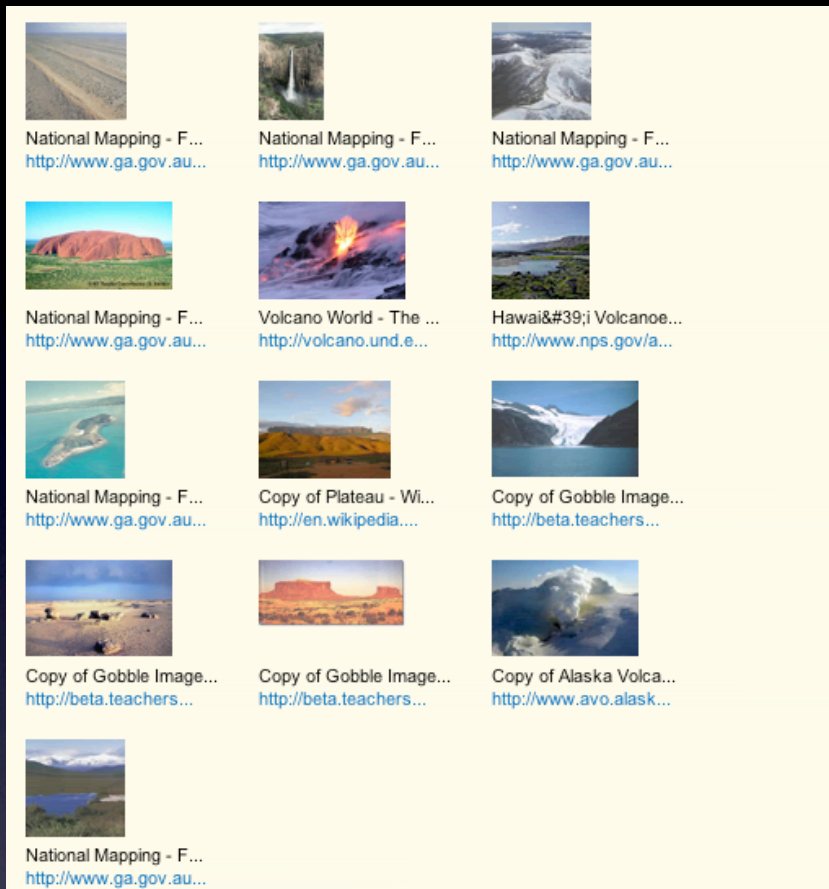


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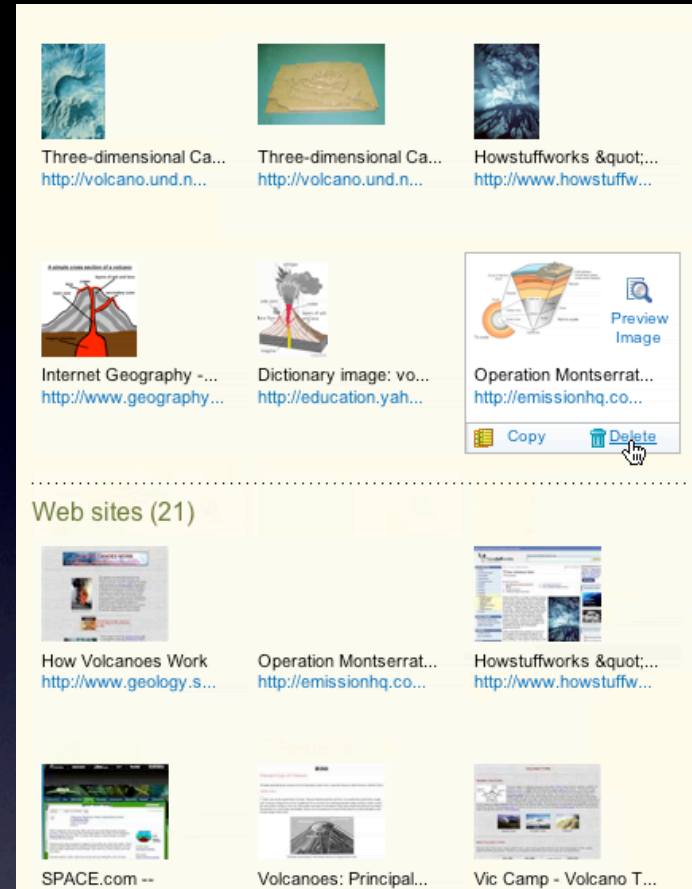
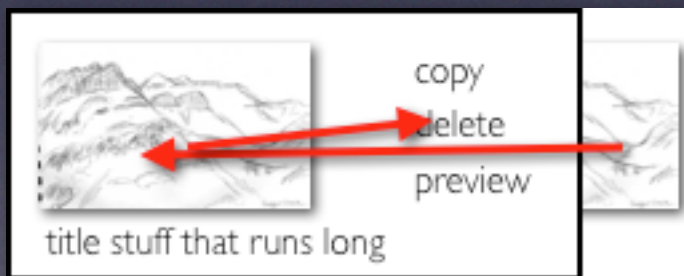


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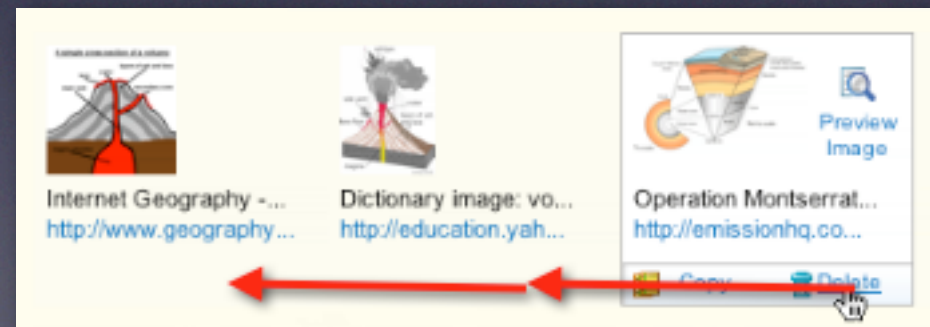
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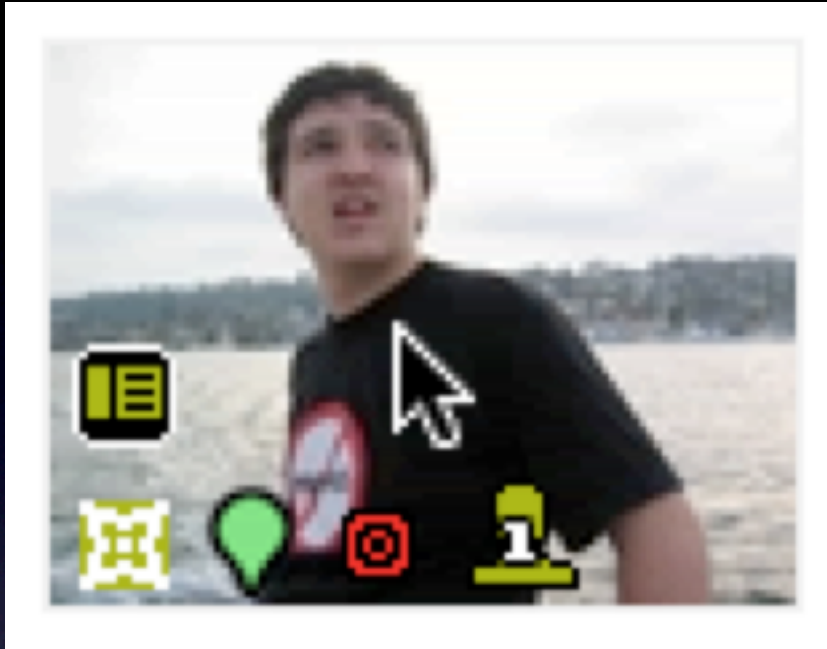
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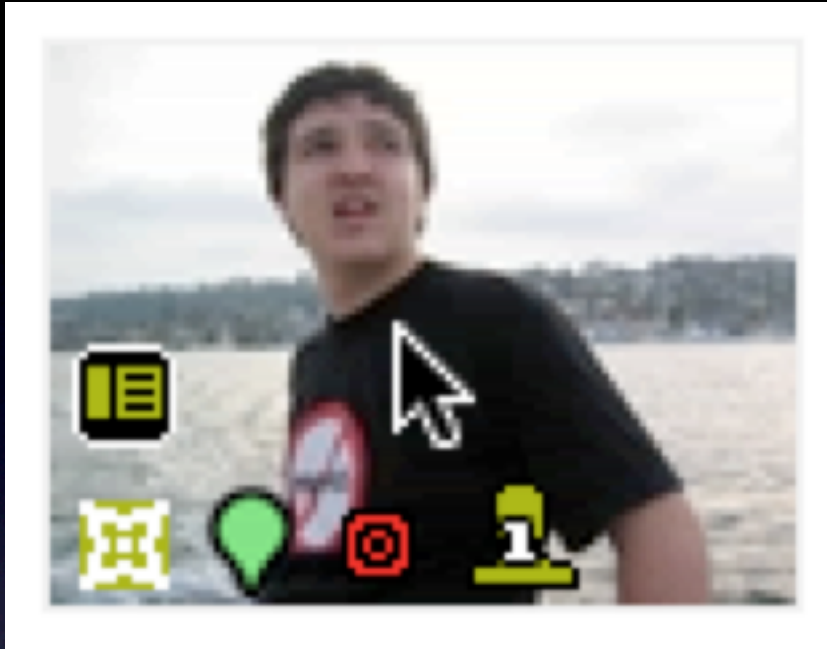
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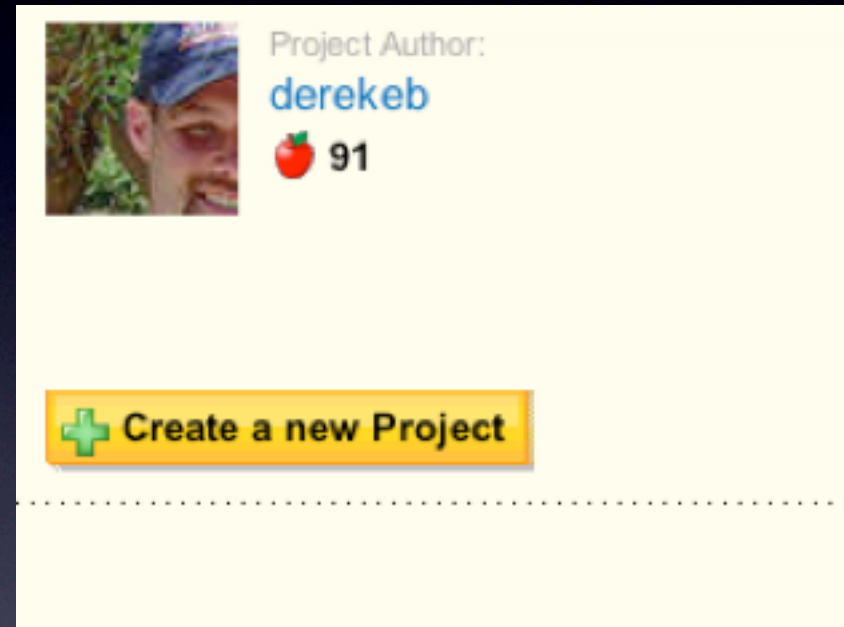


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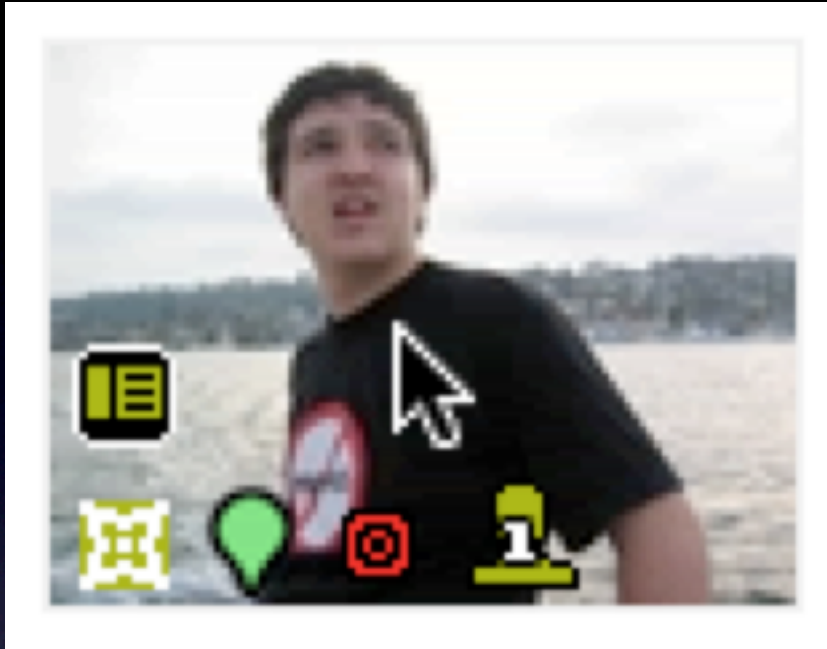


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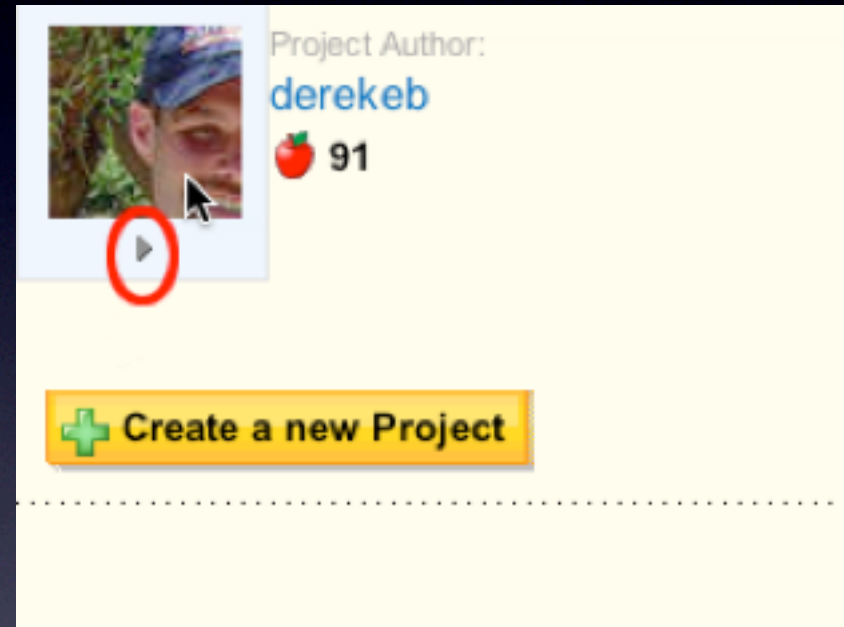


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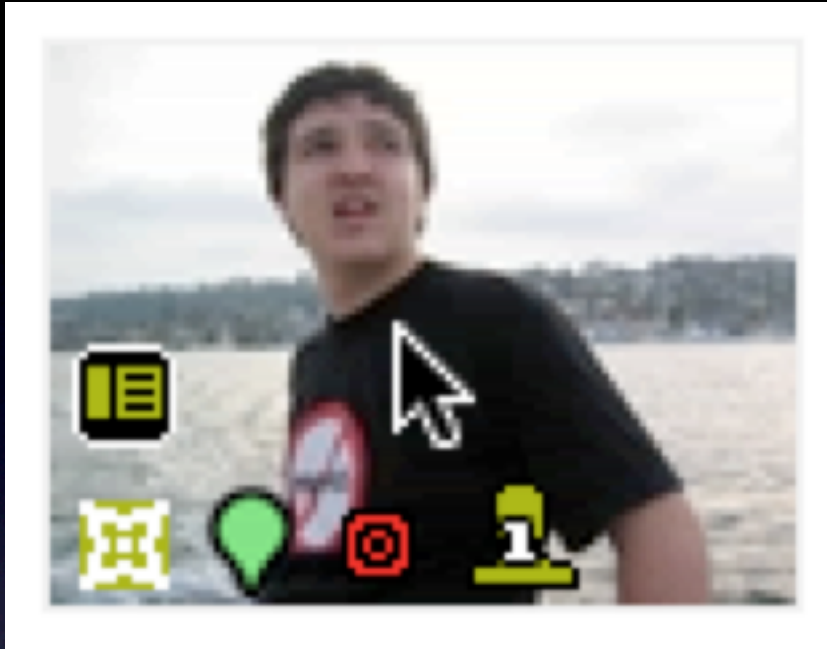


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detail overlay

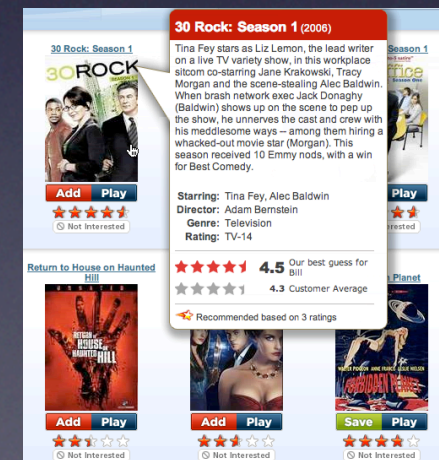
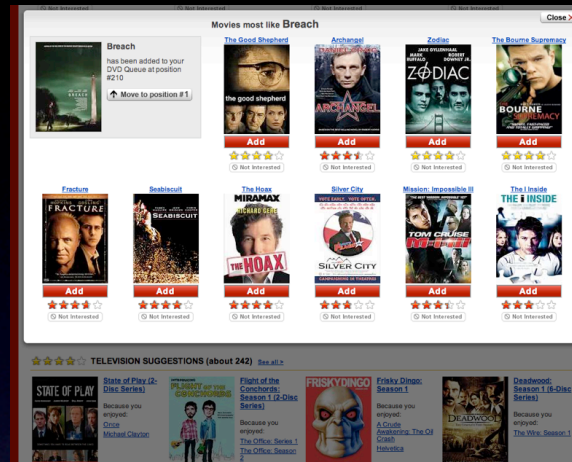
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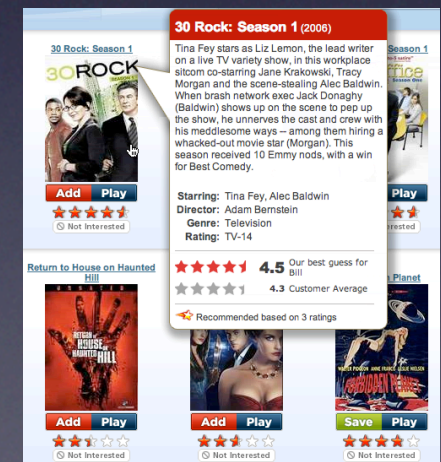
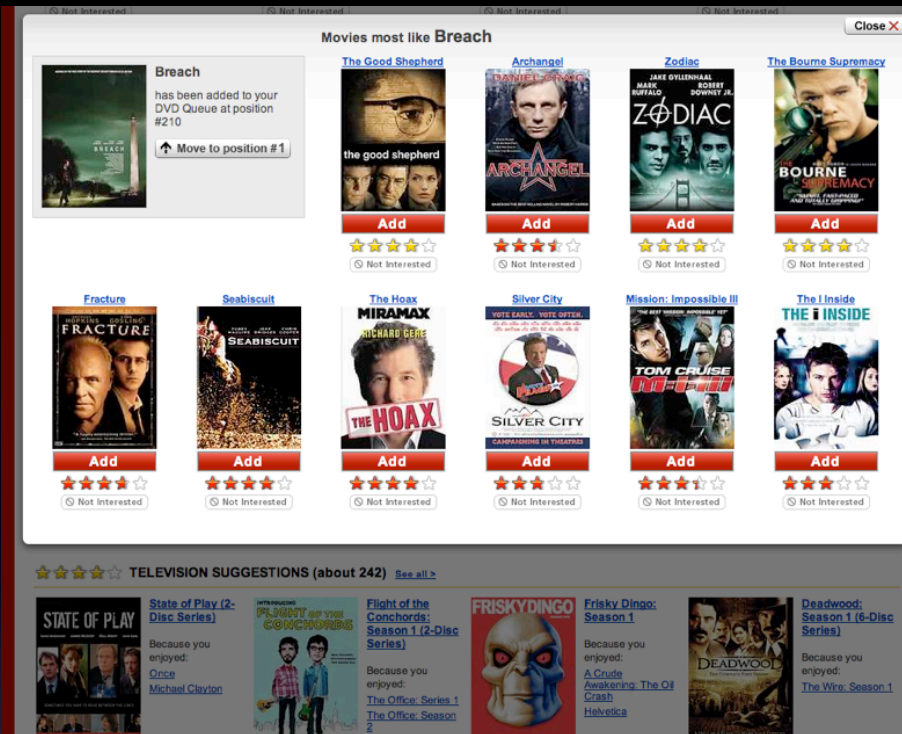
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Date of Birth*

Employer Name*

Employer Phone Number*

Employer City*

Employer State*

Annual Household Income*

Income Source*

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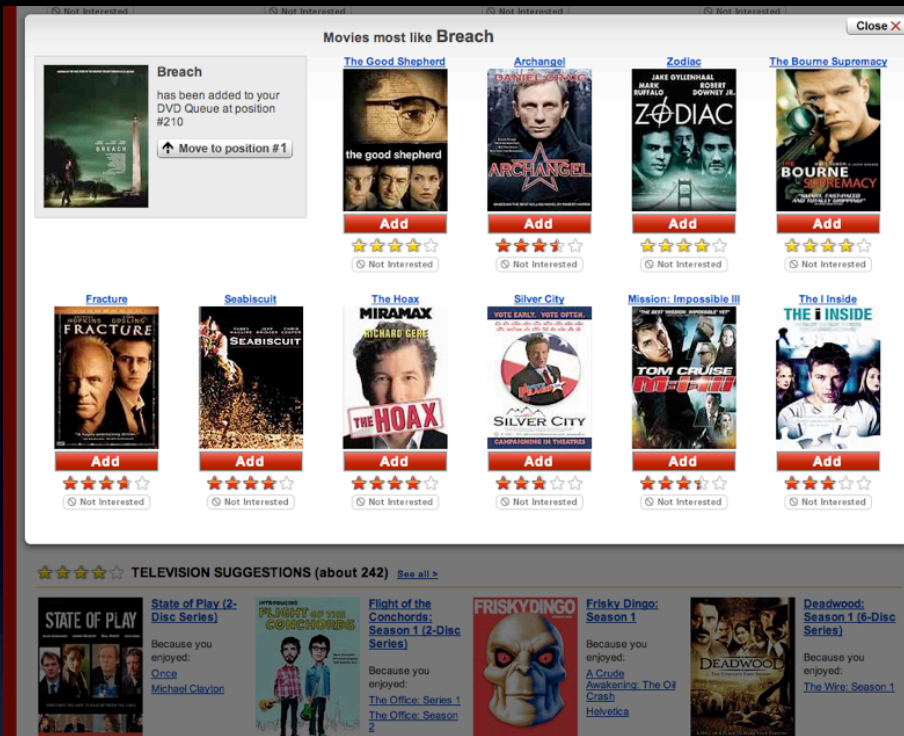
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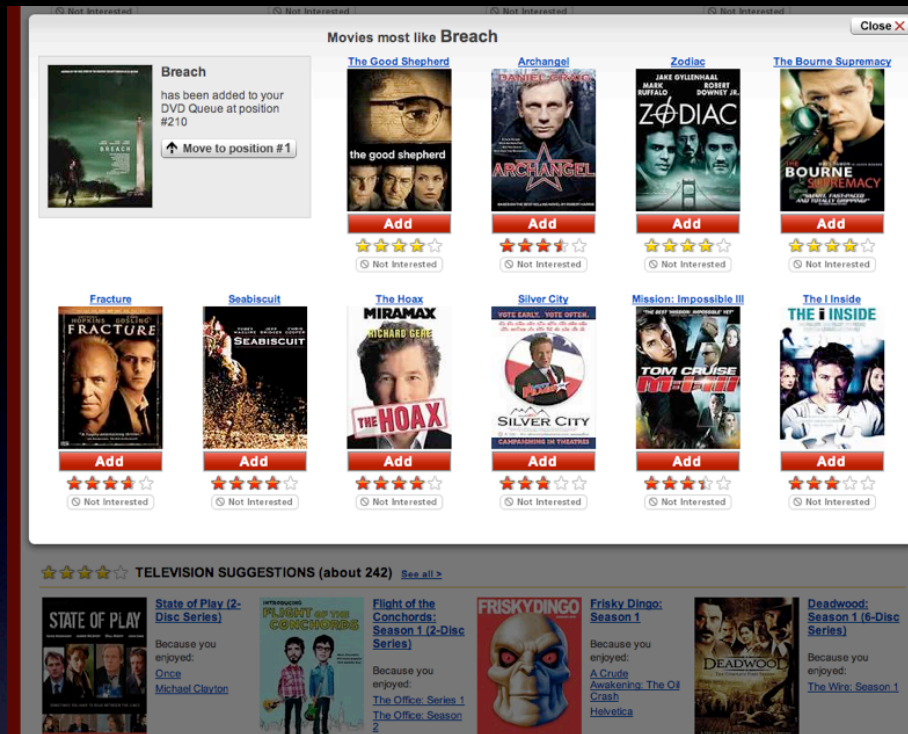


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Do you	<input checked="" type="radio"/> Own? <input type="radio"/> Rent?	Home Phone Number:	<input type="text"/>
Date of Birth:*	<input type="text"/>	E-mail Address:*	<input type="text"/>
	MM DD YYYY	Social Security Number:*	<input type="text"/>

Employer Name:	<input type="text"/>	Employer Phone Number:	<input type="text"/>
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30 Rock: Season 1 (2006)

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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

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★★★★★
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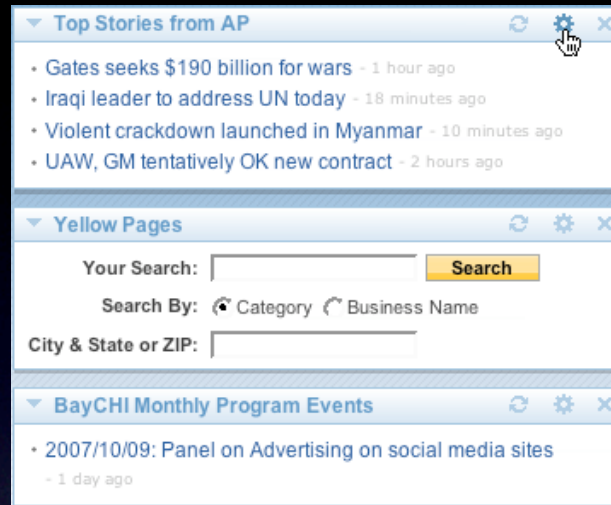
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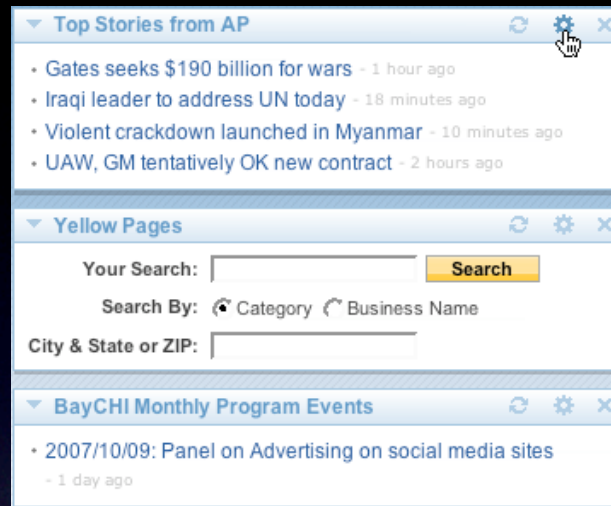


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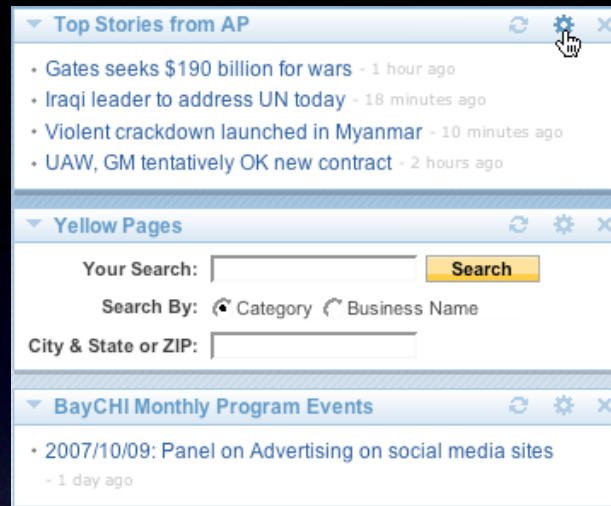


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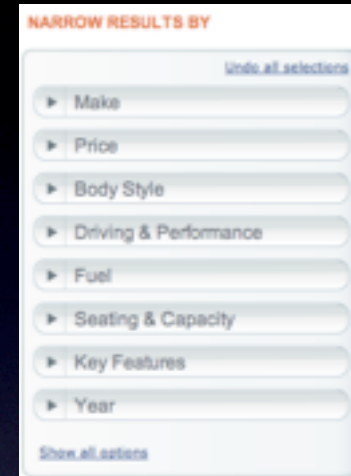
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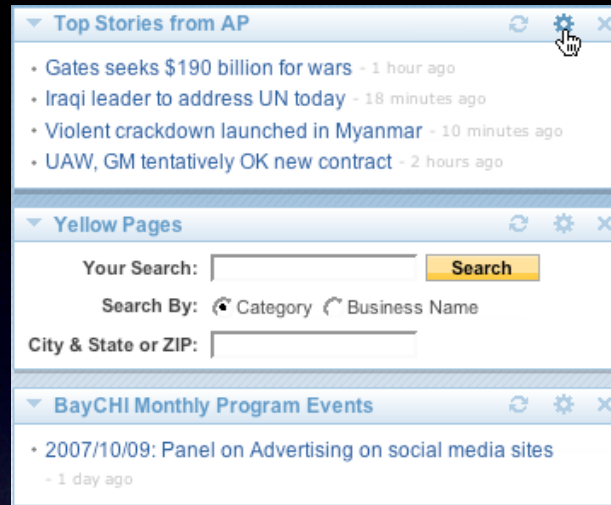


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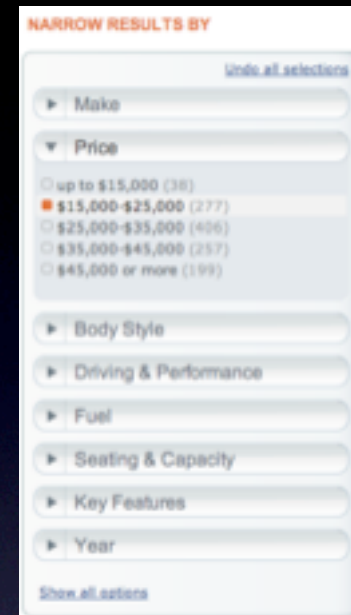
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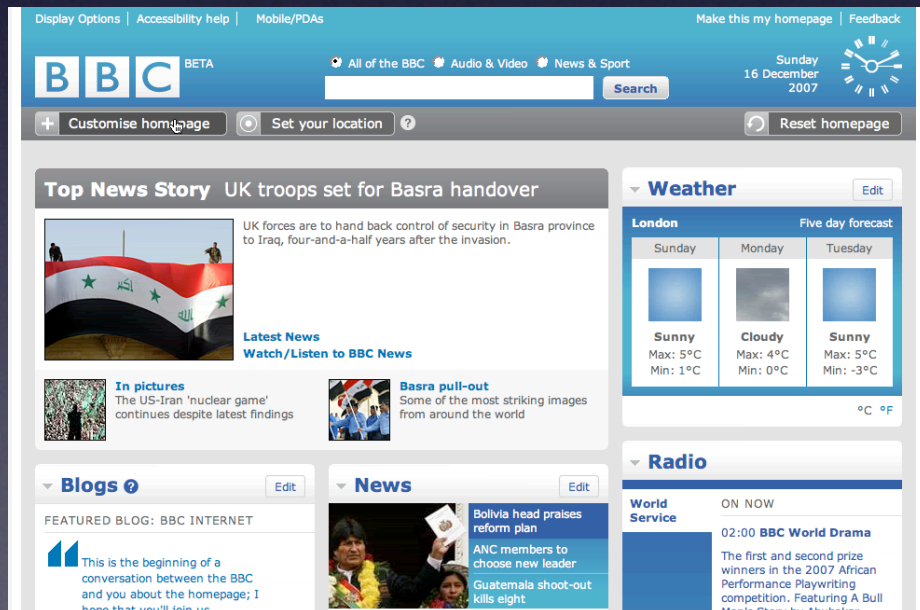
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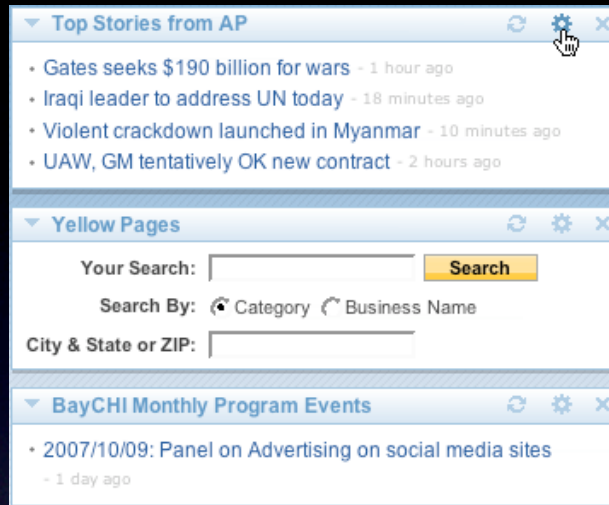


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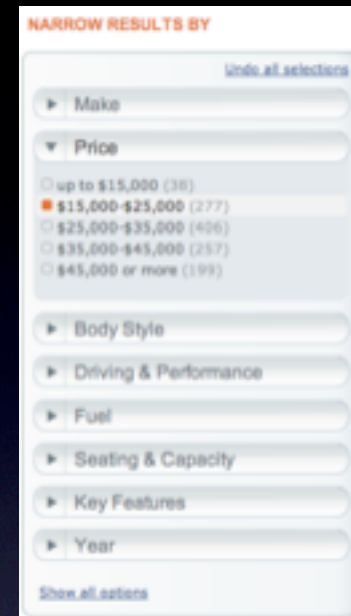
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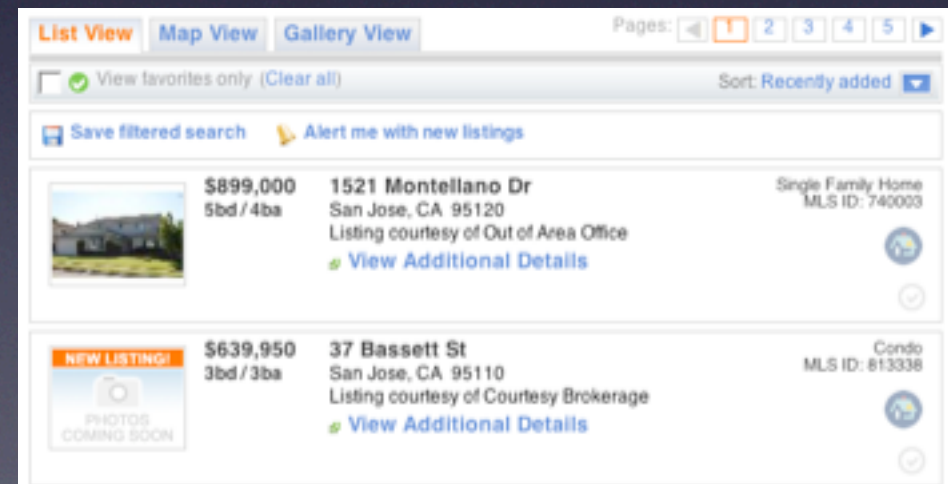
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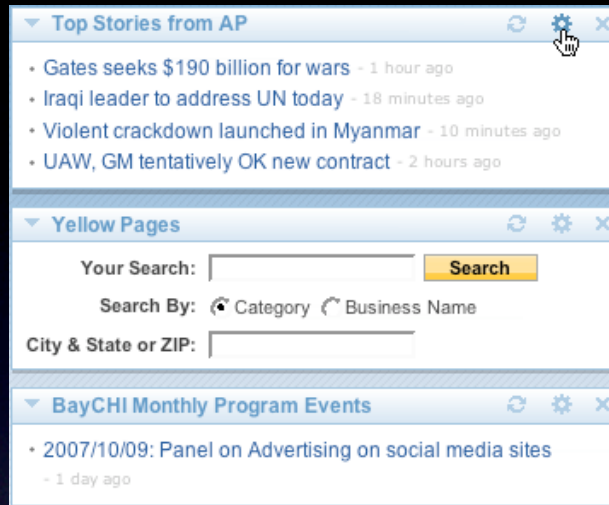


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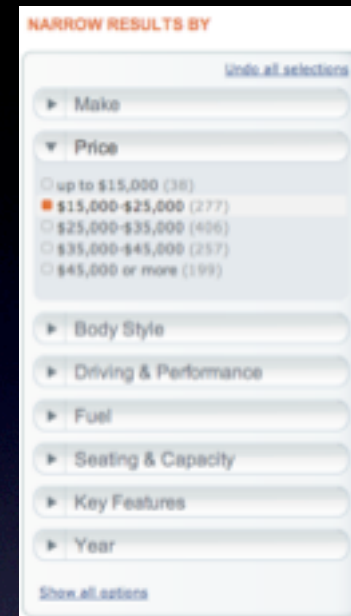
stay on the page. **inlay**

inlays

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



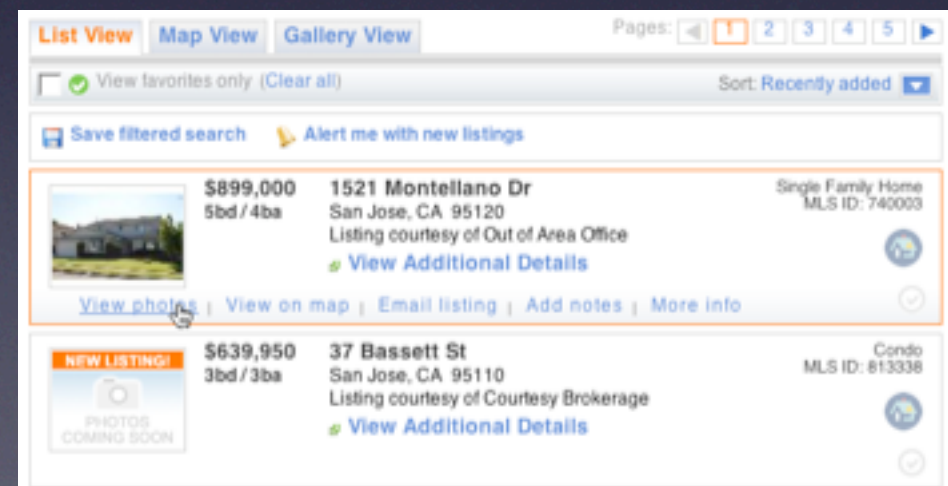
my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration

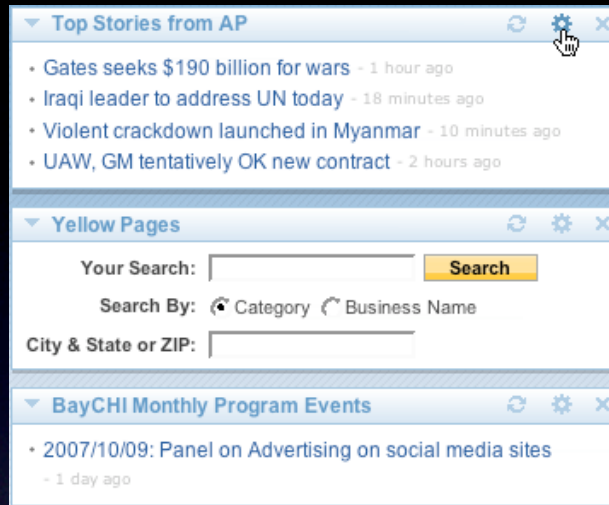


roost. in-context insight

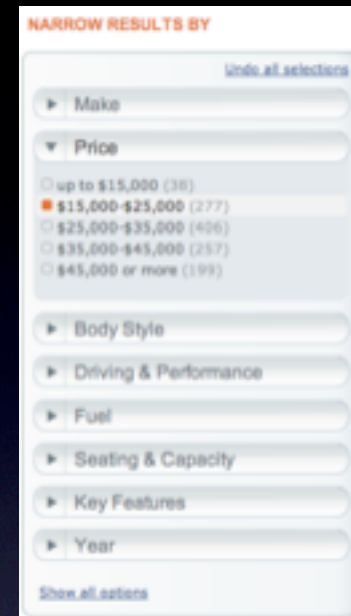
stay on the page. **inlay**

inlays

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



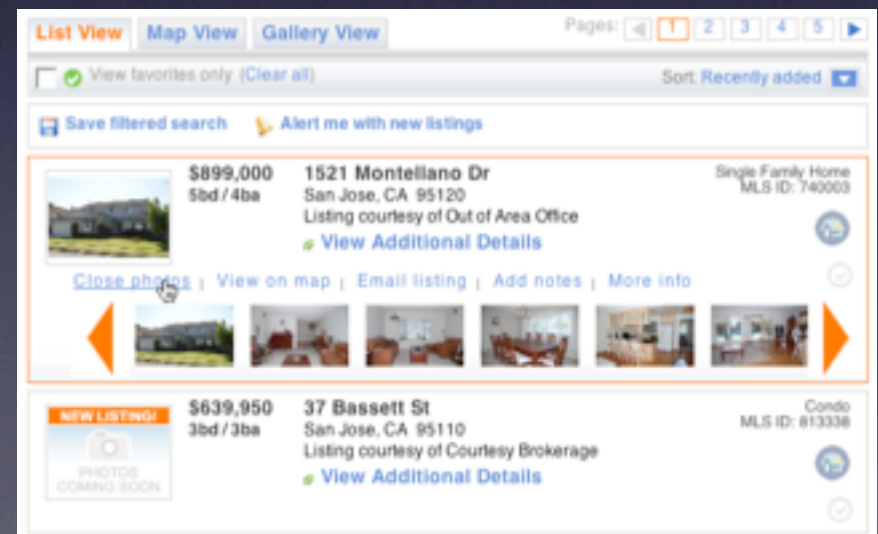
my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration

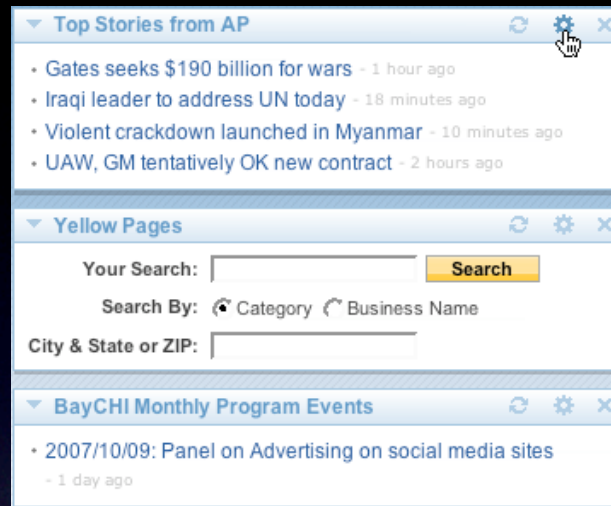


roost. in-context insight

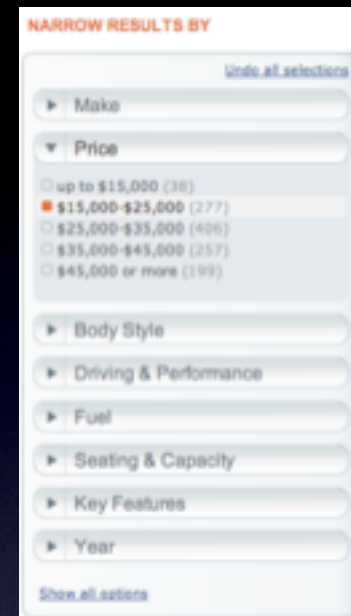
stay on the page. **inlay**

inlays

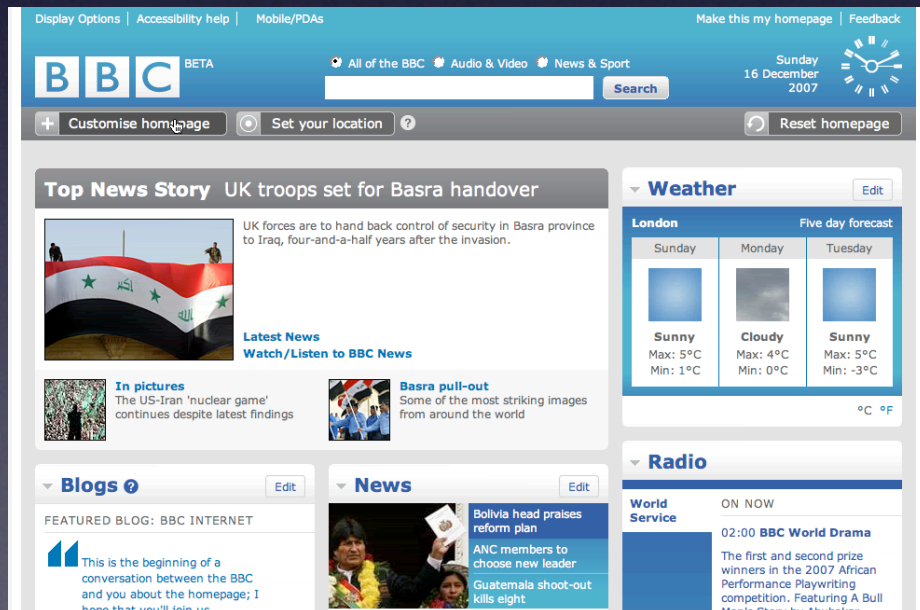
in-context configuration
in-context insight
parallel content
inlay vs. overlay



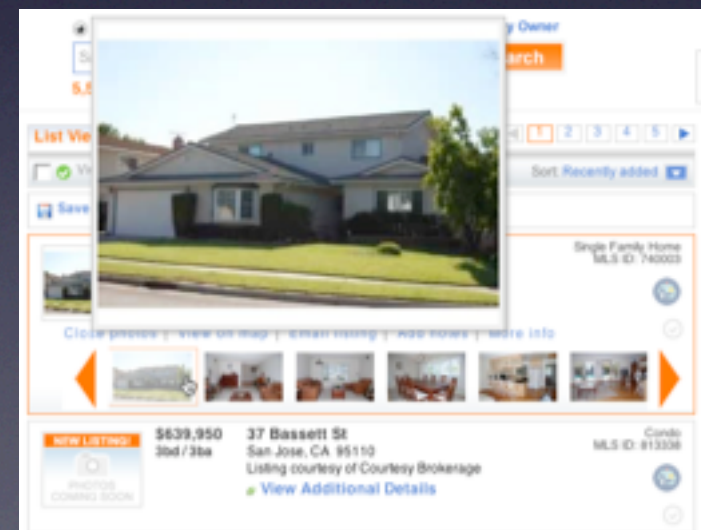
my y!. in-context configuration



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

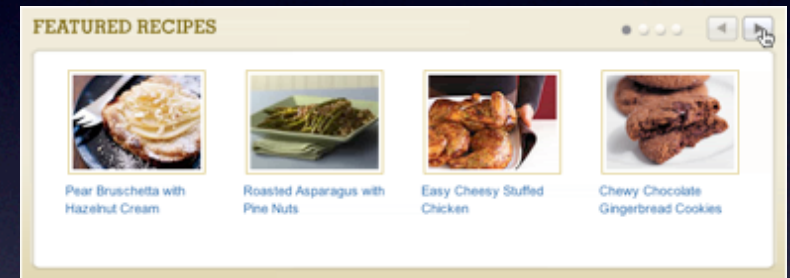
stay on the page. **virtual**

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
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	\$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

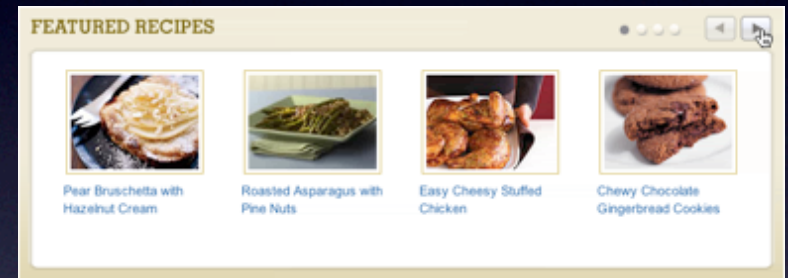
stay on the page. **virtual**

mlslistings. **pagination**

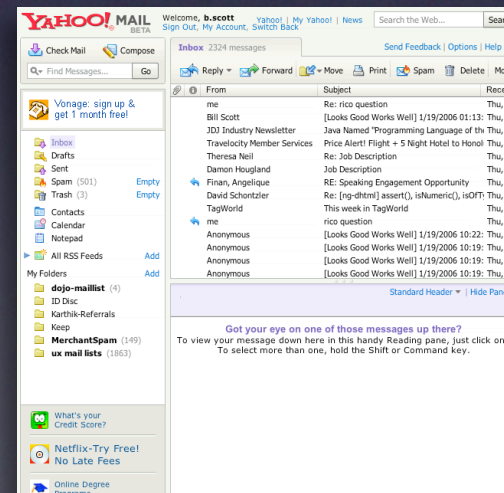
Photo Click for info	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # (Click for info)	More Photos (Click for view)	Virtual Tours (Click for view)
	\$1,750,000 Single Res	6+, 4+ 3700	14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Lorenzo Valley) Schwarzbach Associates	550701	 MULTI	 TOUR
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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

New Search << Previous Next >>

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
















y! health. **carousel**



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

stay on the page. **virtual**

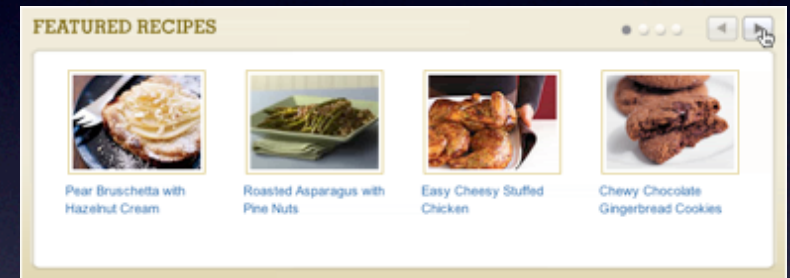
mlslistings. **pagination**

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

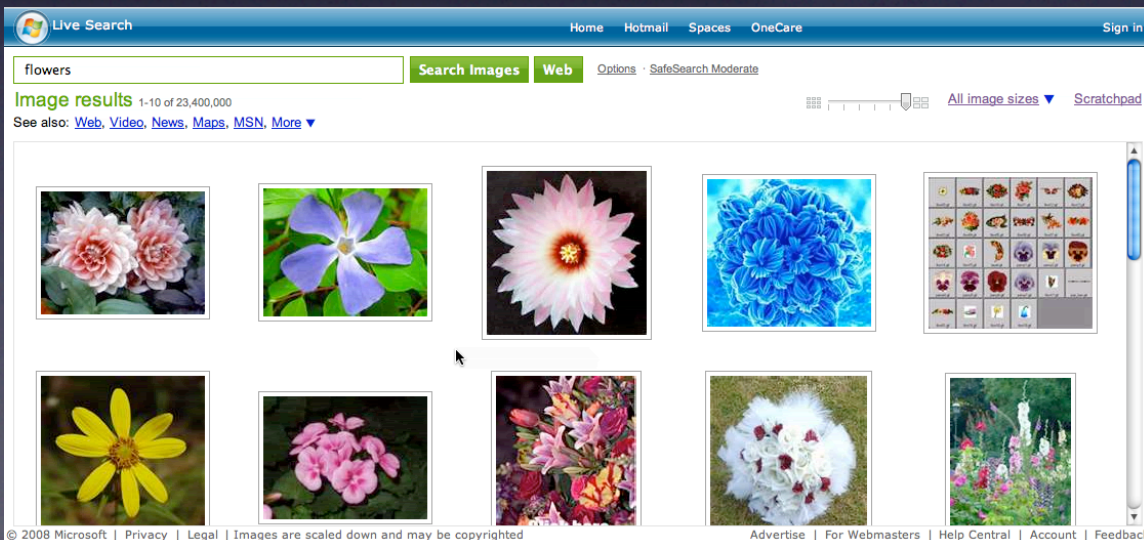
New Search << Previous Next >>

Rethink paging

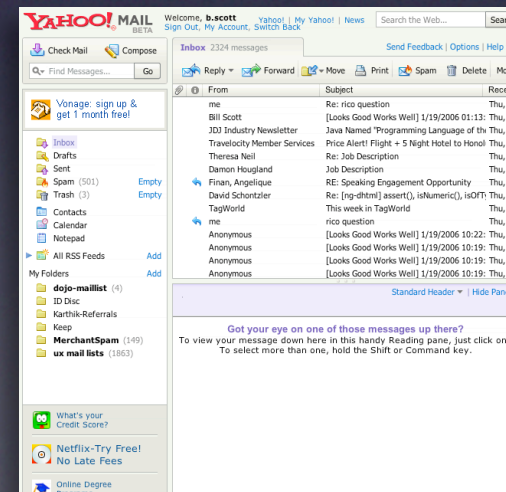
use scrolling for “owned” data
watch out for dual scroll bar issue
hybrid of paging & scrolling



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)

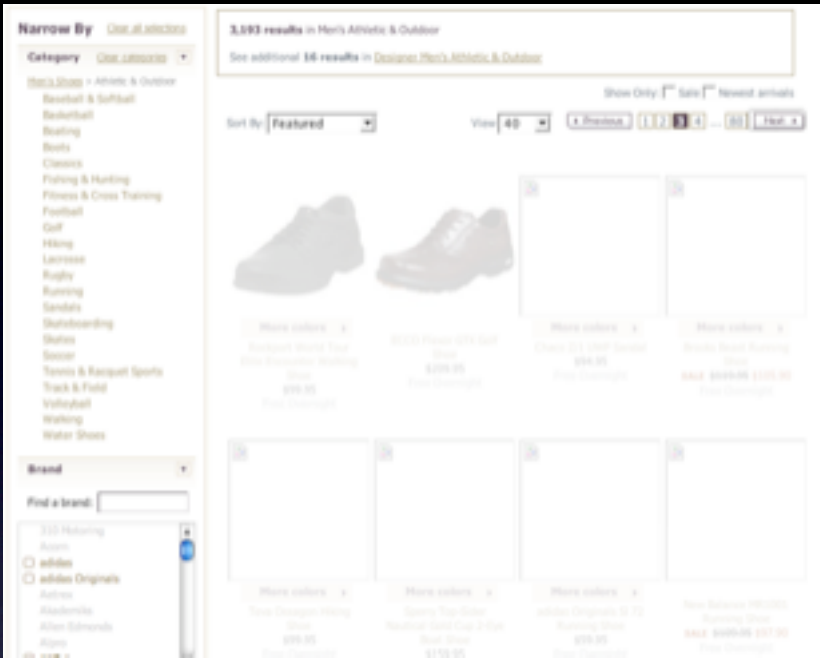
endless. seamless paging



stay on the page. **virtual**

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

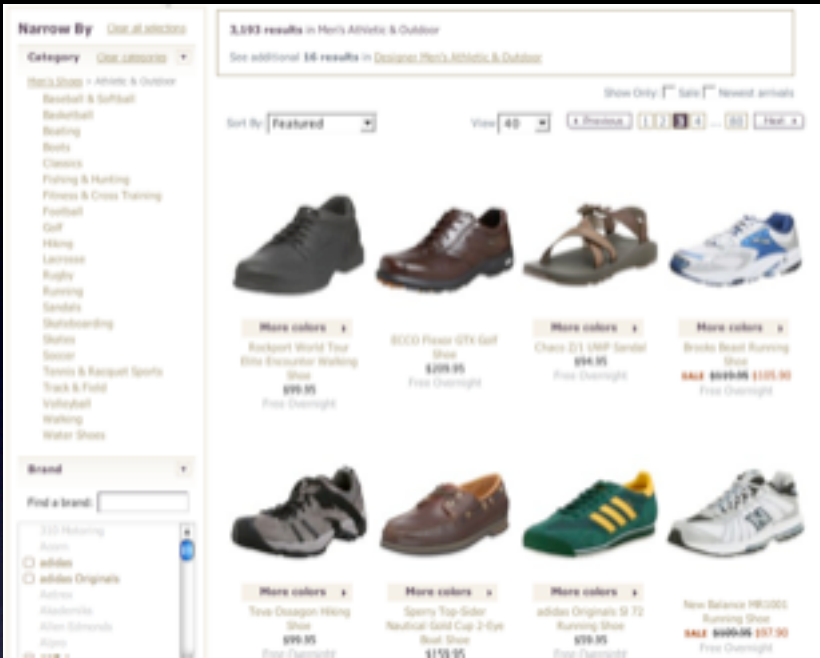
endless. seamless paging



stay on the page. **virtual**

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

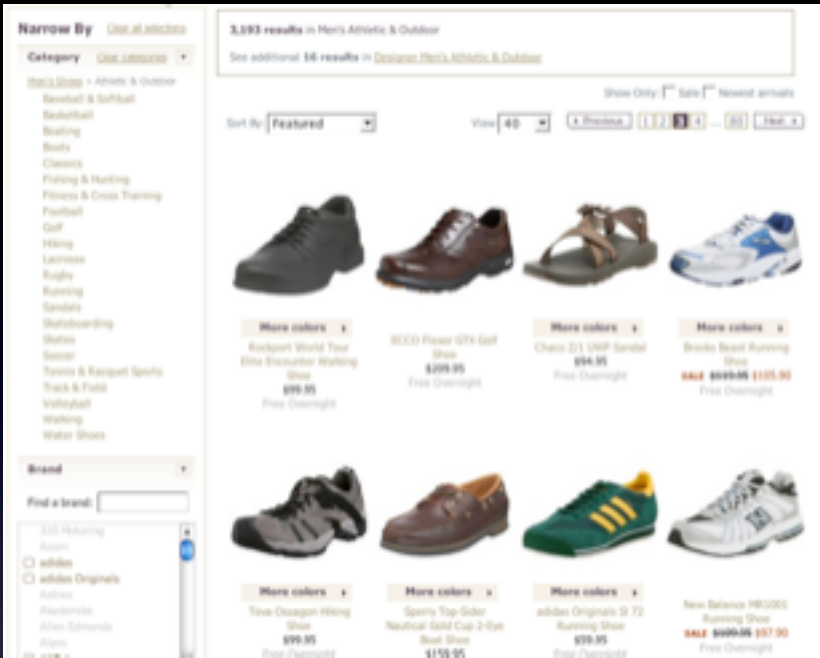
endless. seamless paging



stay on the page. **virtual**

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

endless. seamless paging



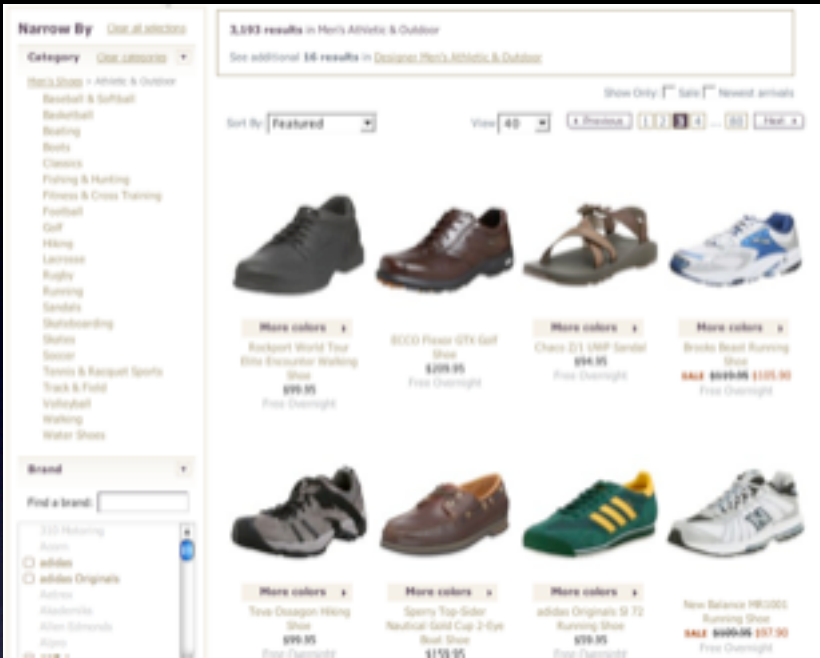
stay on the page. **virtual**

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



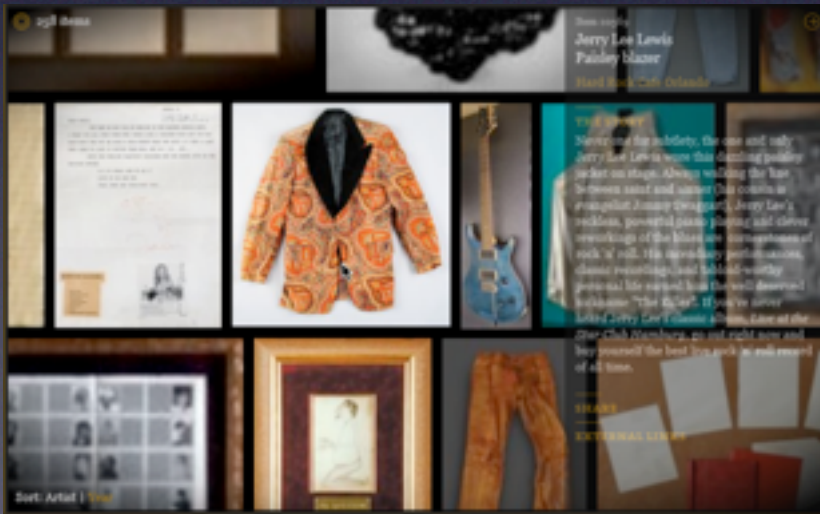
hard rock cafe. **zui**

endless. seamless paging



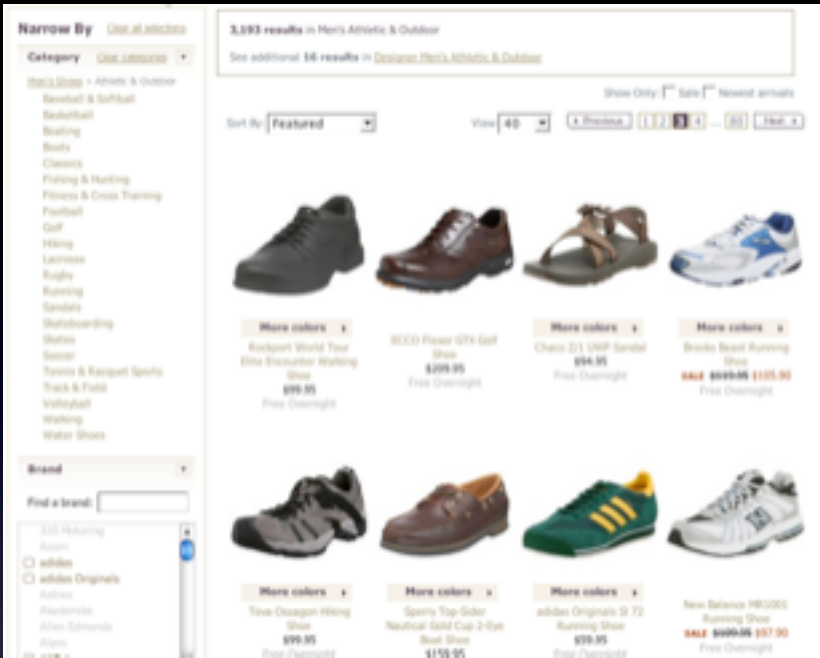
stay on the page. **virtual**

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



hard rock cafe. **zui**

endless. seamless paging



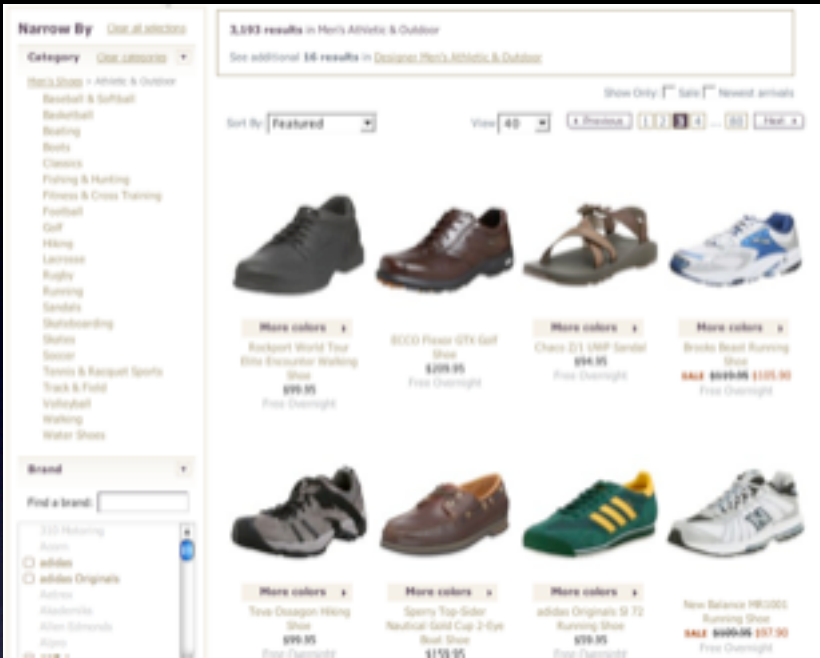
stay on the page. **virtual**

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



hard rock cafe. **zui**

endless. seamless paging

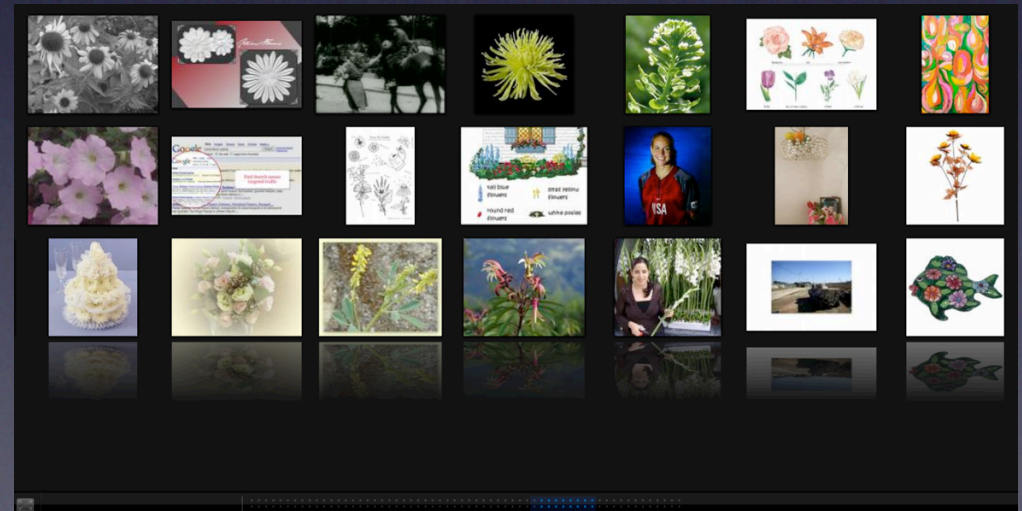


stay on the page. **virtual**

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

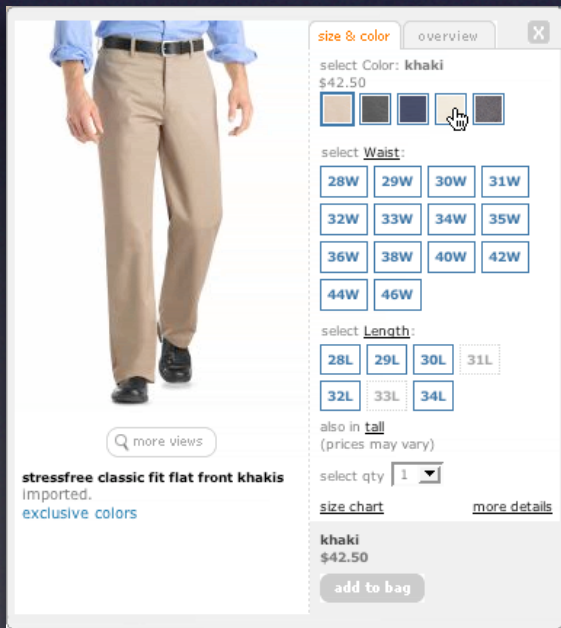
the user's mental model vs page model

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

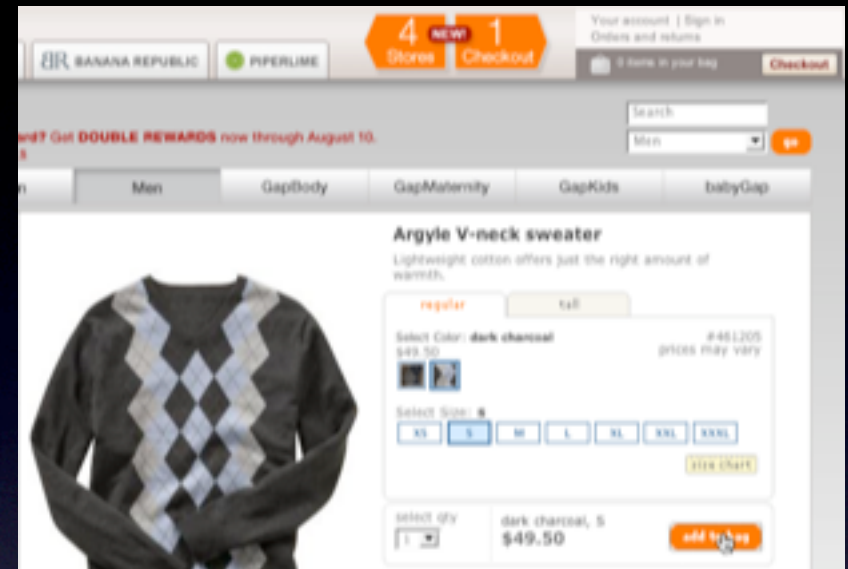


the gap. inline assistant

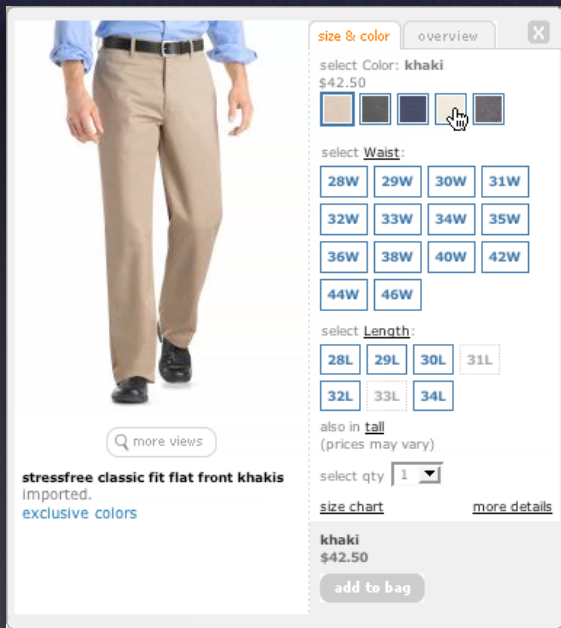
stay on the page. **process flow**

rethink process flows

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



the gap. inline checkout

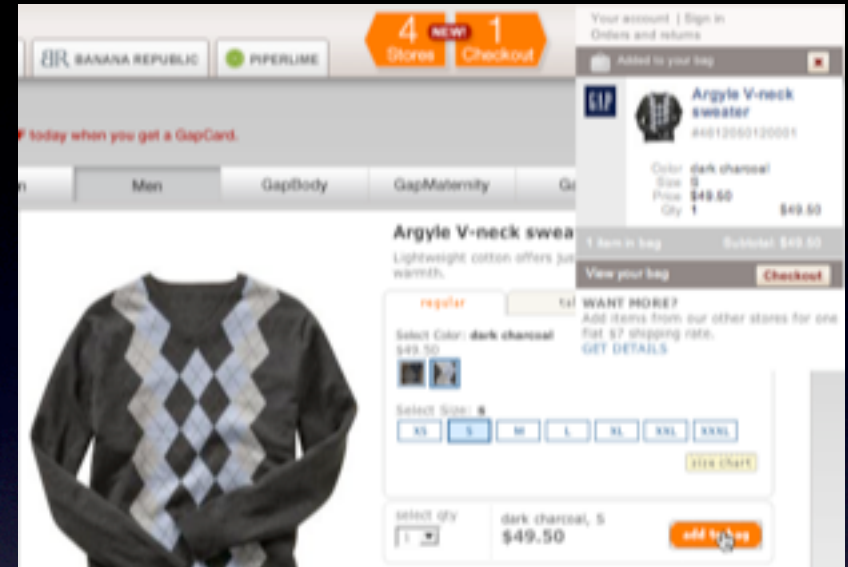


the gap. inline assistant

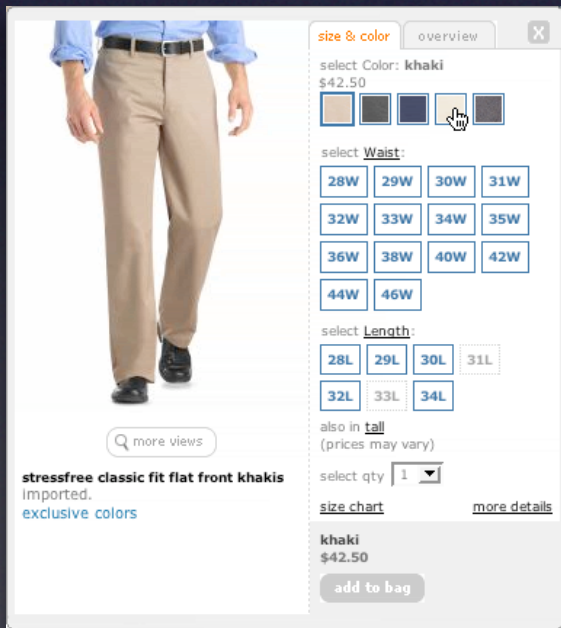
stay on the page. **process flow**

rethink process flows

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



the gap. inline checkout

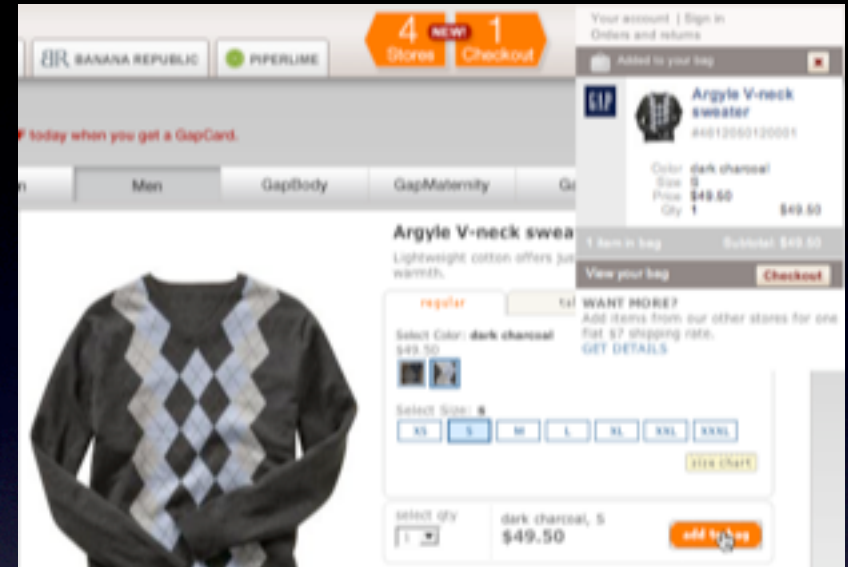


the gap. inline assistant

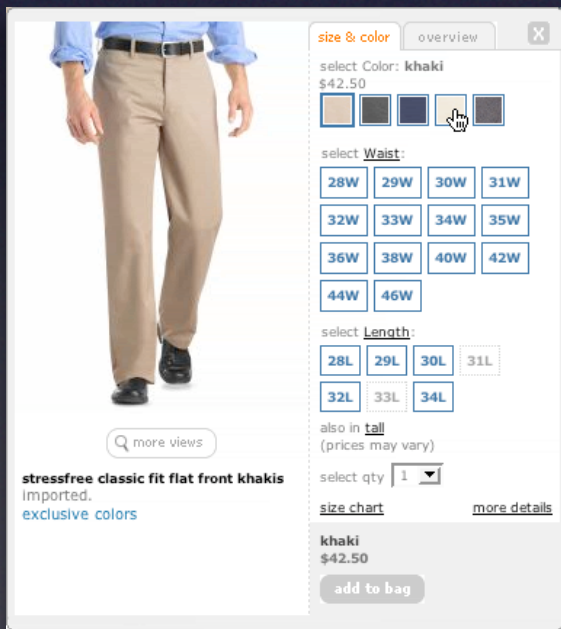
stay on the page. **process flow**

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)

Legend - Click for details

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

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

Total (all room nights)

Superior South

Superior Main

Intermediate Main

Intermediate West

Standard

Suite

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

Check-in: Check-out:

Room Type:

Nights: Rooms:

Adults: Children:

Amount:

Taxes:

Total:

*First Name *Last Name

*Address

*City *State/Province

*Country *Postal Code

*Email

*Phone Fax

Cardholder Expiration (MM/YY)

Card Number

Arrival Information

Comments/Requests

* Fields with an asterisk are required

☒ Include me in future email campaigns

broadmoor hotel. one page checkout

stay on the page. **process flow**

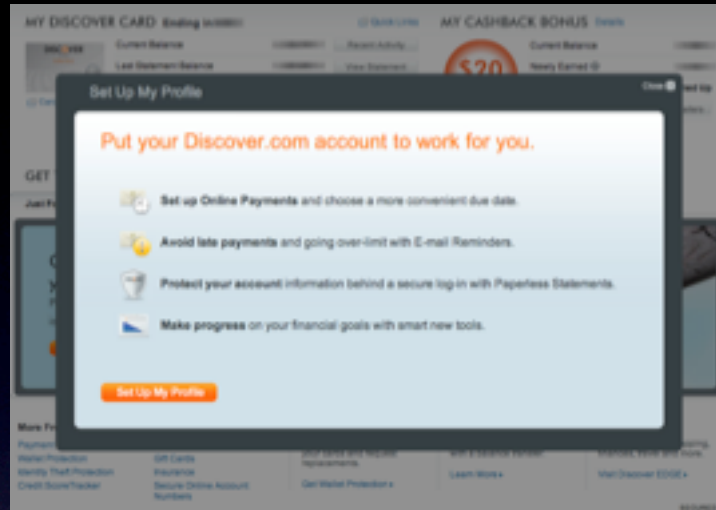
step by step?

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

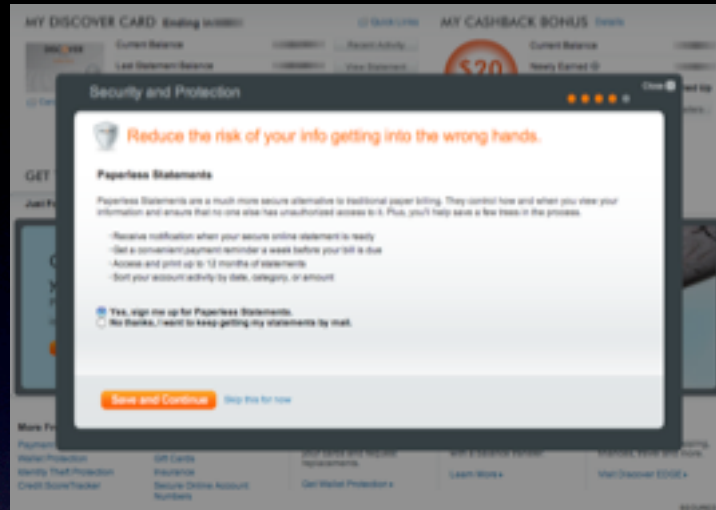


discover card. **step by step**

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., 919555-1234@msging.name.com)"), and "E-mail Address*". 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 sub-header 'Okay, let's just make sure your contact information is up-to-date.' It contains several input fields: 'Street Address 1*', 'Street Address 2', 'City*', 'State' (a dropdown menu showing 'California'), '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 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 'Help Center' and 'Report Problem'. Below the header, there's a section for 'Eternal Sunshine of the Spotless Mind' with its cover image and shipping date. To the right, there are two bullet points: 'Report problems quickly & easily' and 'Get replacements shipped immediately'. The main content area is titled 'REPORT A PROBLEM AND ORDER REPLACEMENTS' and lists six options, each with an icon and a link: 1. 'The DVD is damaged, scratched or unplayable' (DVD icon), 2. 'I received the wrong DVD' (DVD icon with a red X), 3. 'I haven't received the DVD yet' (mail icon), 4. 'I returned this DVD, but Netflix hasn't received it' (DVD icon with a red X), 5. 'I have lost or damaged this DVD and would like to pay for it' (DVD icon with a question mark), and 6. 'I don't have the white sleeve or red envelope to return the DVD' (DVD icon with a red envelope). A 'Still need help? Contact Customer Service' button is at the bottom left.

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., 1175551210@msging.net)'. At the bottom right is an 'E-mail Address' field with a note '(for email alerts) (e.g., 1175551210@msging.net)'. A 'Save and Continue' button is at the bottom center. 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 subtitle 'Report Problem'. On the right, there are two bullet points: '• Report problems quickly & easily' and '• Get replacements shipped immediately'. The main content area features a DVD icon and the text 'We're sorry the DVD shipped to you was unplayable.' Below this is a yellow box titled 'Troubleshooting unplayable discs' containing 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.' To the left of this box is a DVD cover for 'Eternal Sunshine of the Spotless Mind' with the text 'Date Shipped: 09/25/07'. Below the cover is a button that says 'Still need help? Contact Customer Service'. Below the troubleshooting box, there 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 this is a question 'Would you like a replacement DVD of Eternal Sunshine of the Spotless Mind ?' with radio buttons for 'Yes' and 'No'. At the bottom, there is a paragraph of text: 'If you order a replacement it will be shipped to you on the next business day. If you don't order a replacement, the next available DVD in Your Queue will be shipped to you when we receive a DVD back from you.' and two buttons: 'Report Problem' and 'Cancel'.

netflix. **step by step**

step by step?
yes, sometimes works best

A screenshot of a Discover Card website showing a 'Confirm Contact Information' form. The form is titled 'Confirm Contact Information' and has a sub-header 'Okay, let's just make sure your contact information is up-to-date.' It contains several input fields for contact details: Street Address 1, Street Address 2, City, State (a dropdown menu currently showing 'California'), 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 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 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

stay on the page. **process flow**

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. The background is a light yellow color.

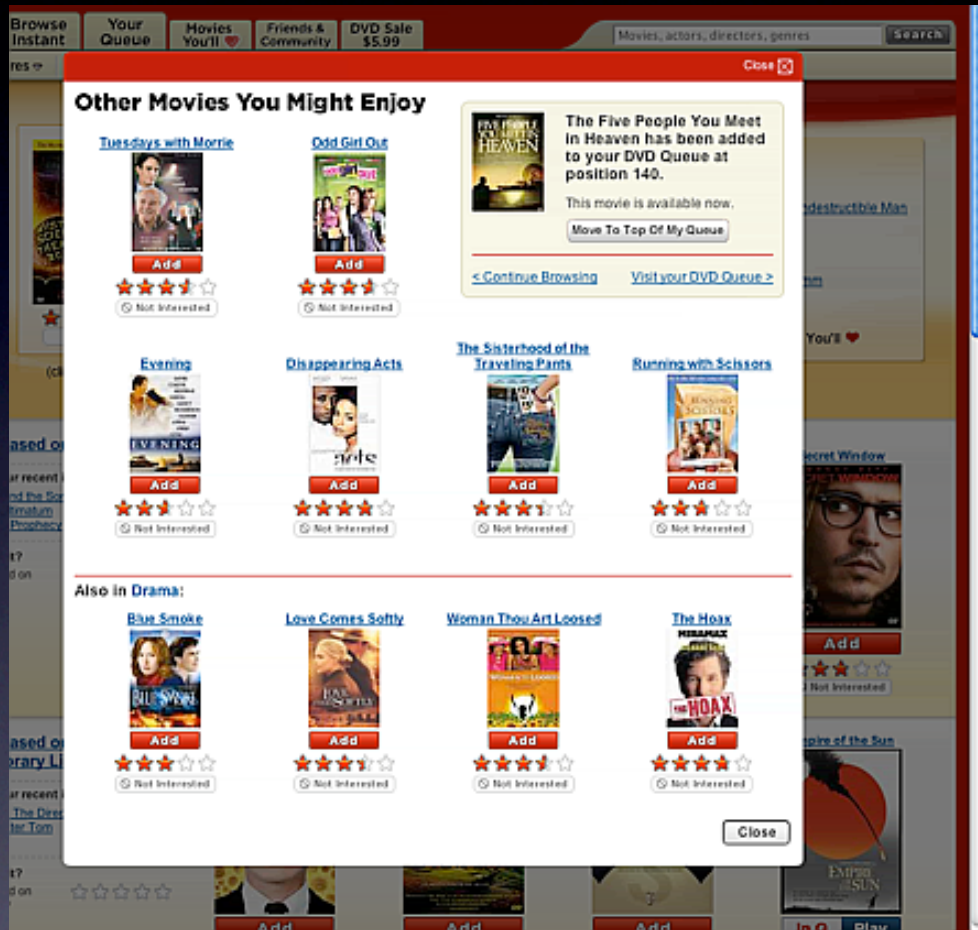
ebay. single page flow

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

the answer is in testing

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

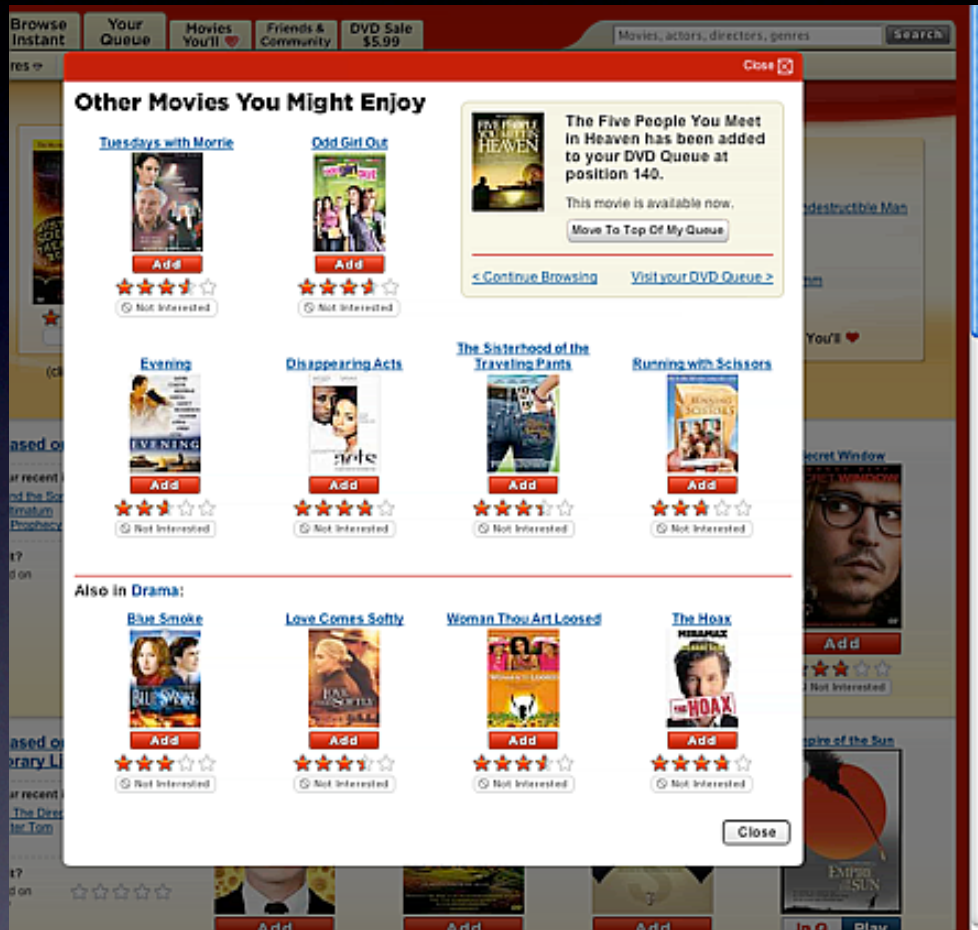
the answer is in testing



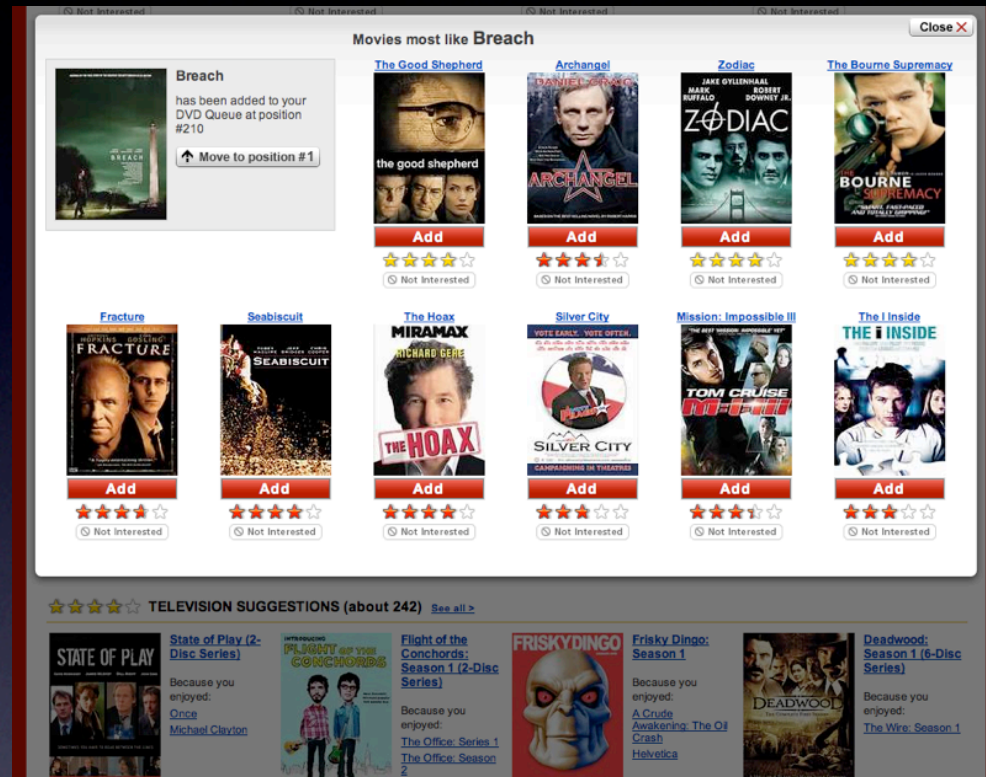
netflix. stalker overlay

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

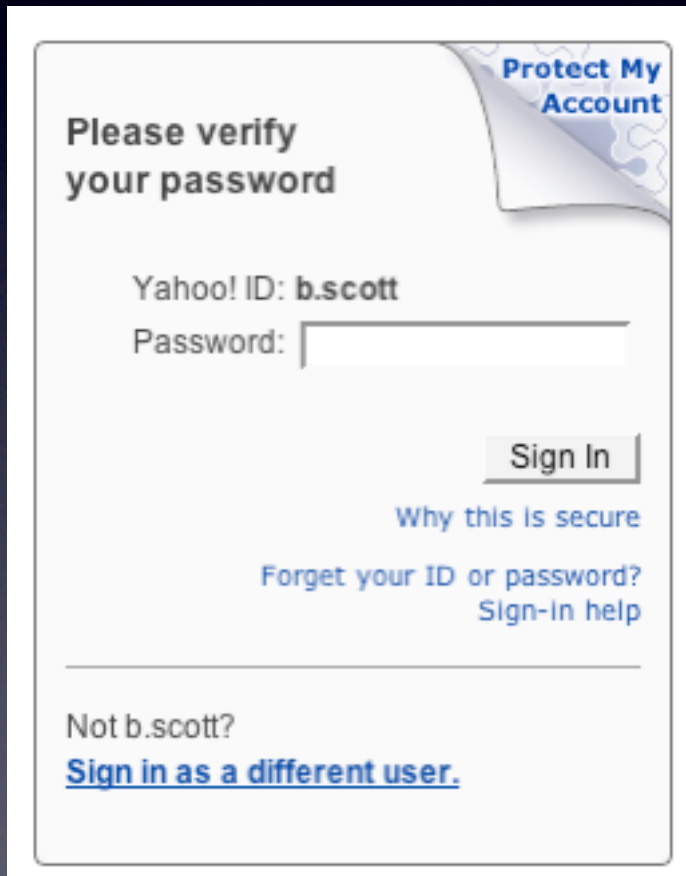
offer an invitation. **static invitation**

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:

- The text 'Please verify your password' in bold black font.
- The text 'Yahoo! ID: b.scott' in black font.
- A password input field with the label 'Password:' and a small blue eye icon to toggle visibility.
- A 'Sign In' button with a blue border and a blue shadow.
- Links for 'Why this is secure', 'Forget your ID or password?', and 'Sign-in help' in blue text.
- A horizontal line separating the main login area from the bottom section.
- The text 'Not b.scott?' in black font.
- A link 'Sign in as a different user.' in blue text.

yahoo login! dog-ear invite

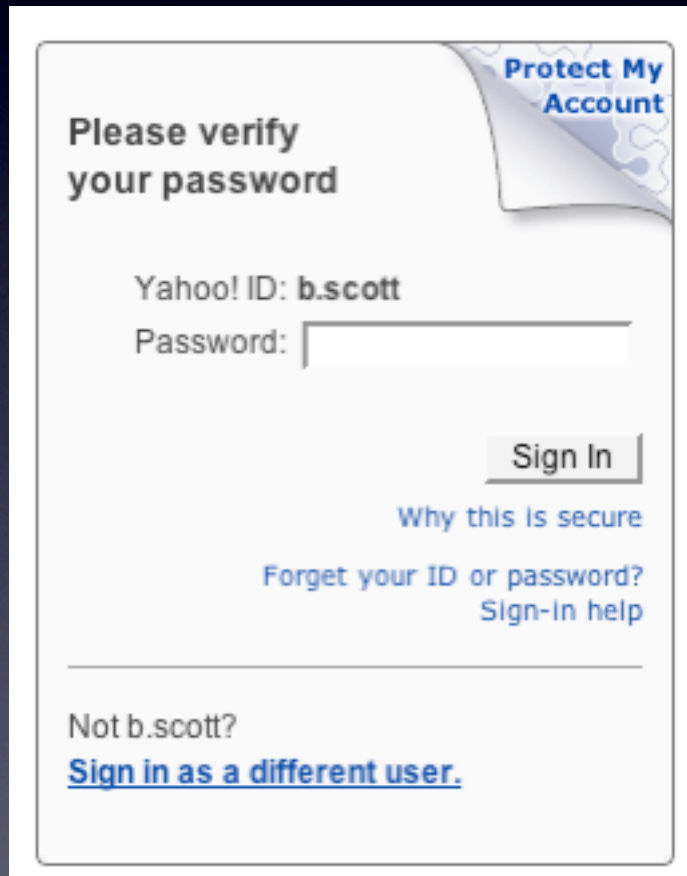
offer an invitation. **static invitation**

unfinished look

dog-ear

empty slots

blank slate



Protect My Account

Please verify your password

Yahoo! ID: b.scott

Password:

Sign In

[Why this is secure](#)

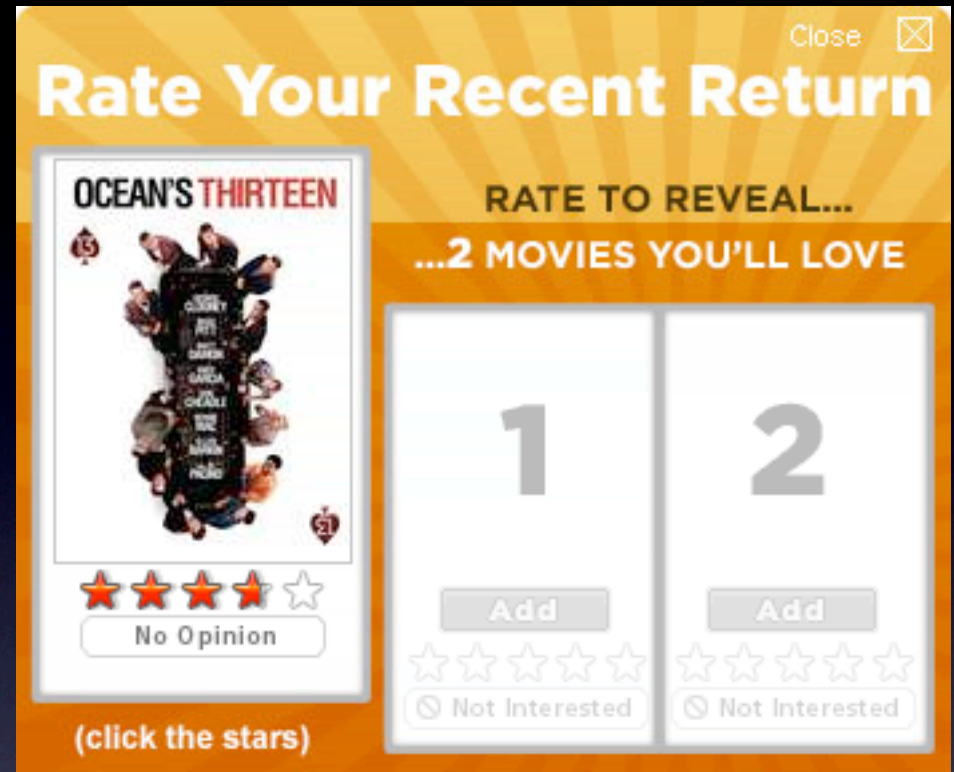
[Forget your ID or password?](#)

[Sign-in help](#)

Not b.scott?

[Sign in as a different user.](#)


yahoo login! dog-ear invite



Close

Rate Your Recent Return

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



OCEAN'S THIRTEEN

★★★★☆
No Opinion

(click the stars)

1

Add

★★★★☆
Not Interested

2

Add

★★★★☆
Not Interested

netflix. rate invitation (blank slots)

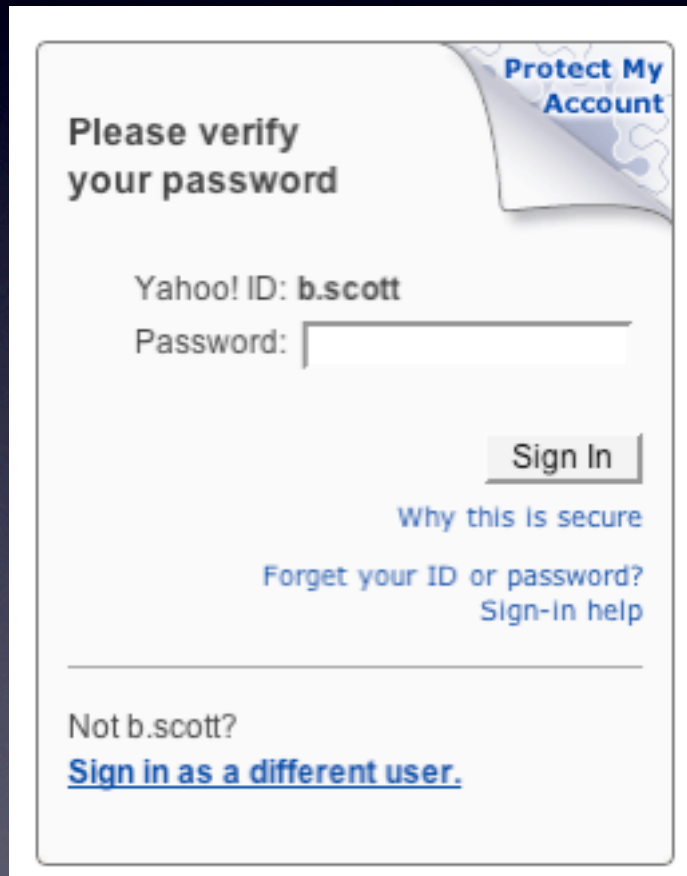
offer an invitation. **static invitation**

unfinished look

dog-ear

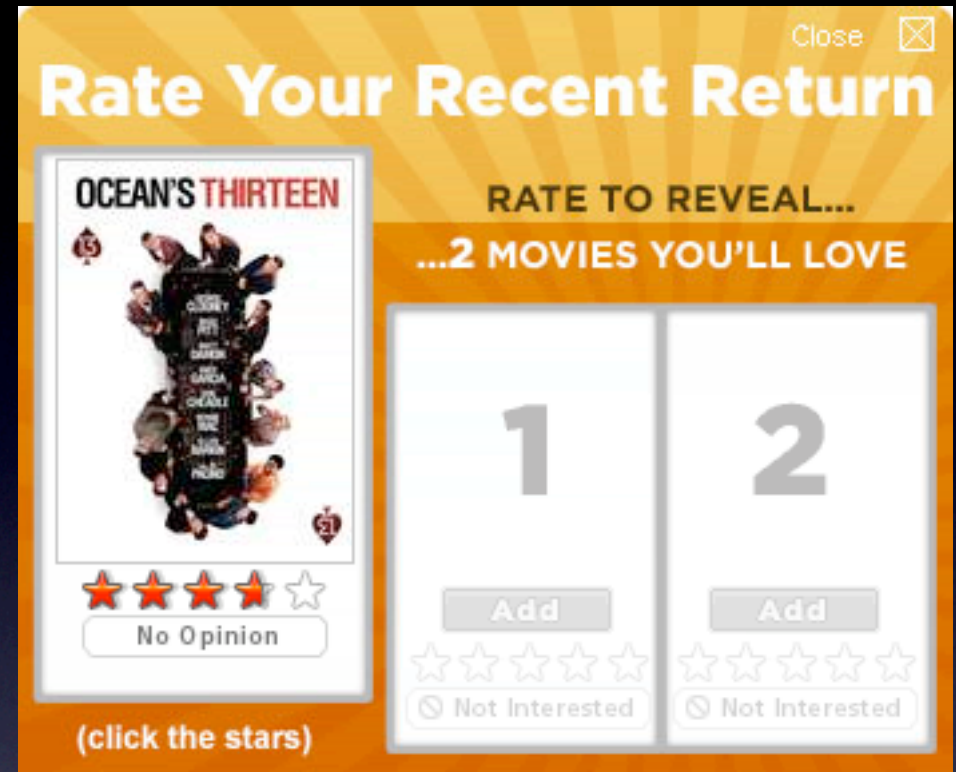
empty slots

blank slate



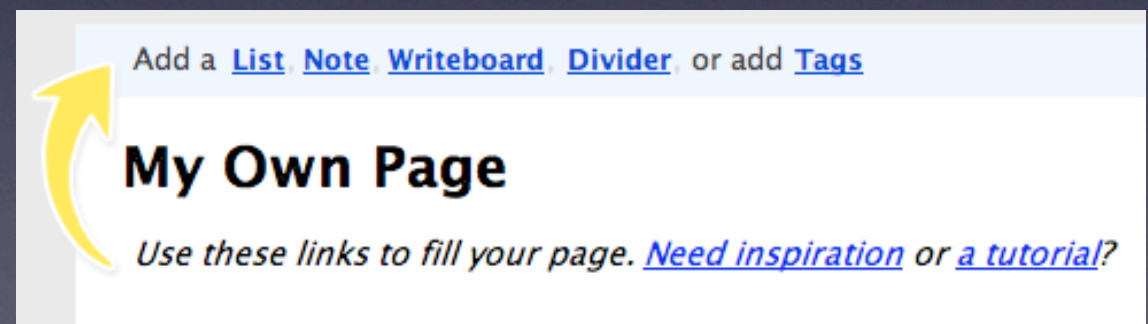
The image shows a Yahoo! login page. At the top right, there is a blue dog-ear graphic with the text "Protect My Account". The main heading is "Please verify your password". Below it, the "Yahoo! ID" is "b.scott". The "Password" field is empty. There is a "Sign In" button. Below the button, there are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

yahoo login! dog-ear invite



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

netflix. rate invitation (blank slots)



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

backpackit. blank slate invitation

offer an invitation. **static invitation**

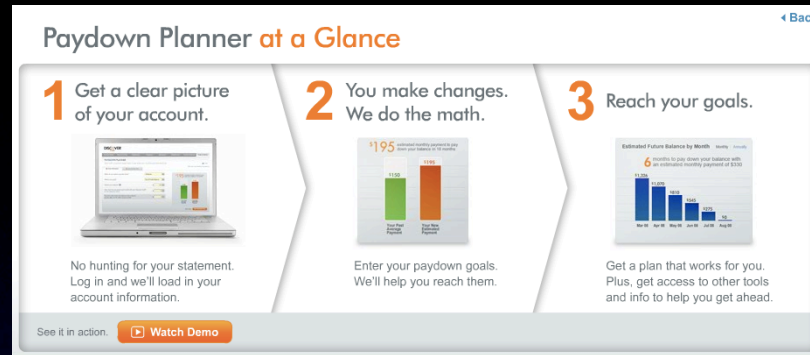
call to action

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

offer an invitation. **static invitation**

call to action

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

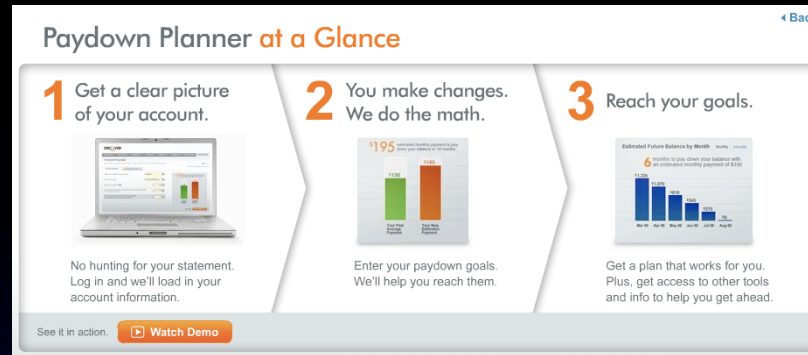


discover! 1-2-3 call to action


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

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**

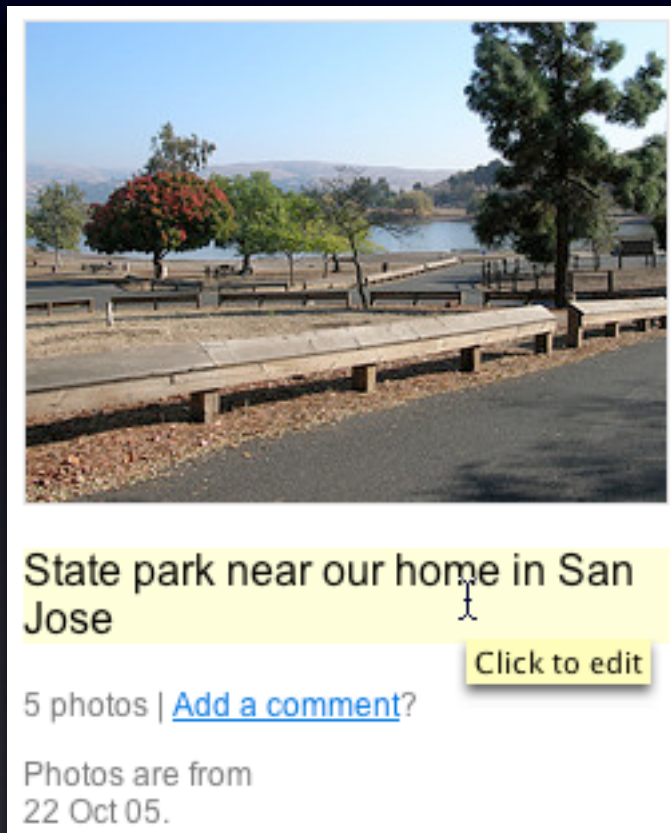
Discoverability

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**

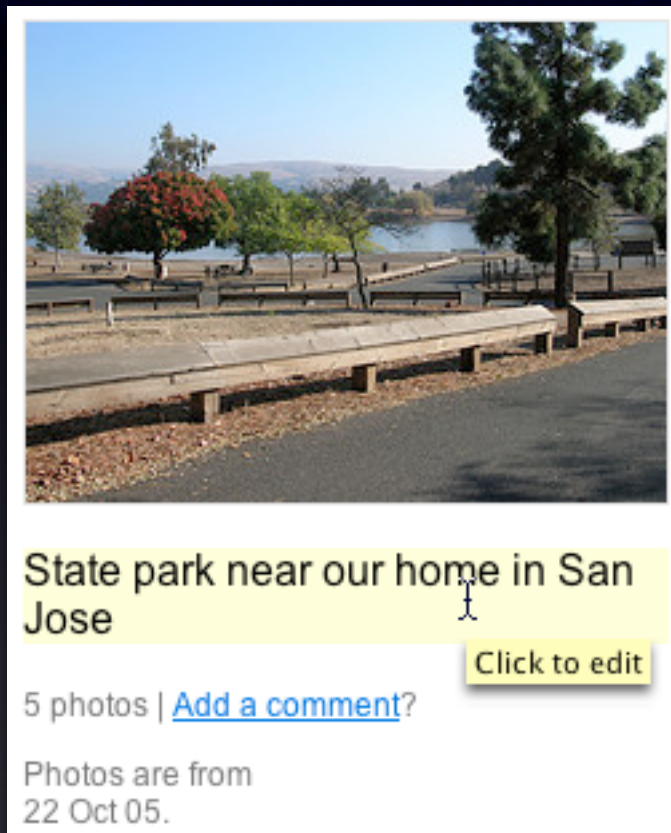
Discoverability

No easy answer

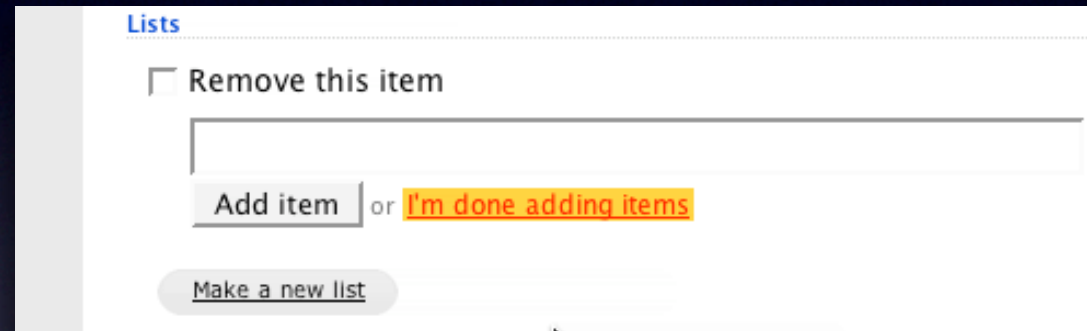
Use the hover to reveal interaction

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**

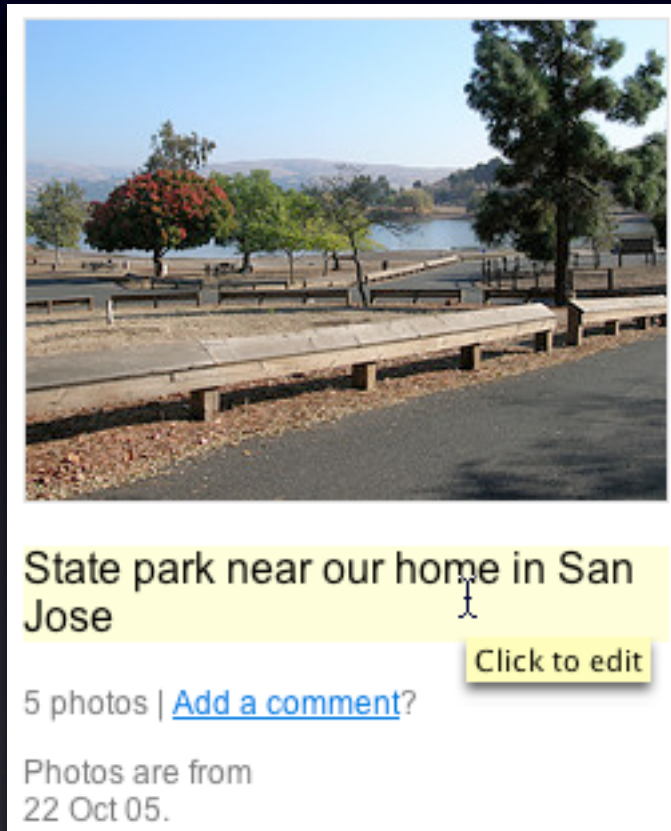
Discoverability

No easy answer

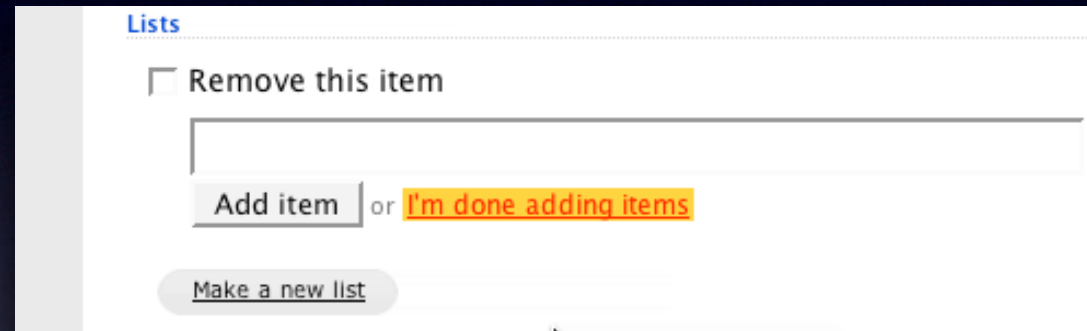
Use the hover to reveal interaction

Use the familiar to teach the new

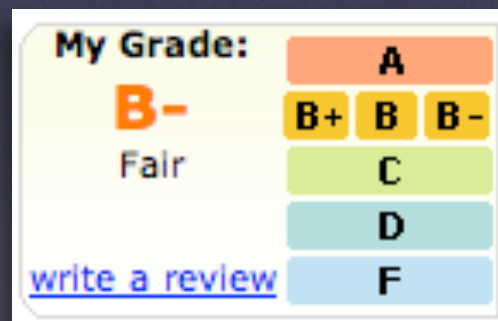
Can't flag all interactions



flickr. **hover invitation**



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



y! movies. **hover invitation**

offer an invitation. **dynamic invitation**

Discoverability

No easy answer

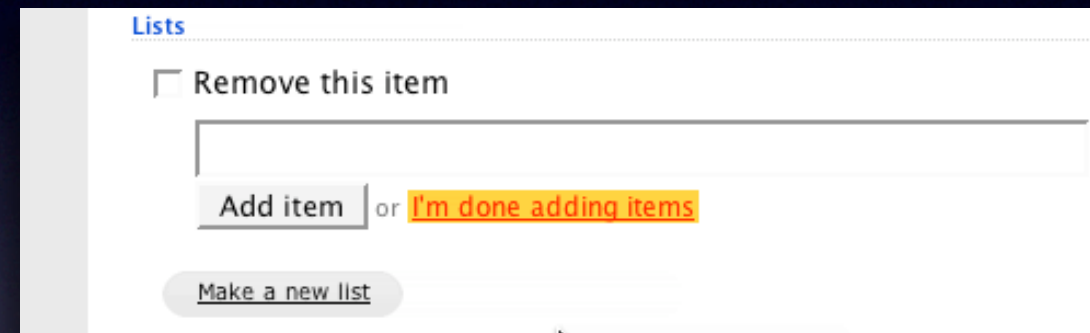
Use the hover to reveal interaction

Use the familiar to teach the new

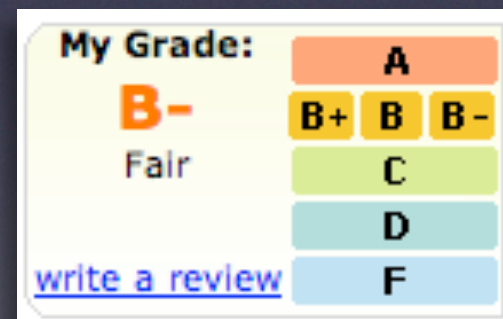
Can't flag all interactions



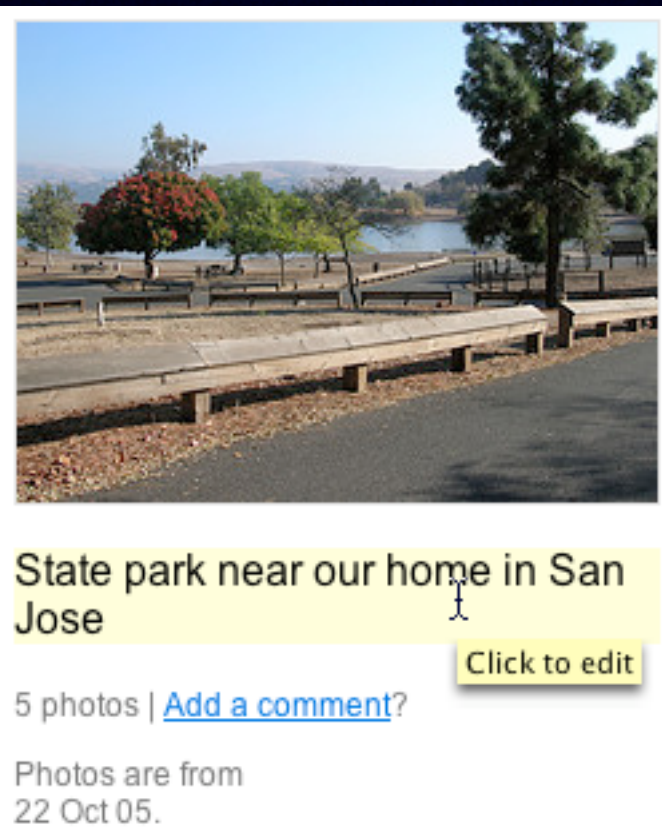
backpackit (fake). **being too explicit**



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



y! movies. **hover invitation**



flickr. **hover invitation**

offer an invitation. **dynamic invitation**

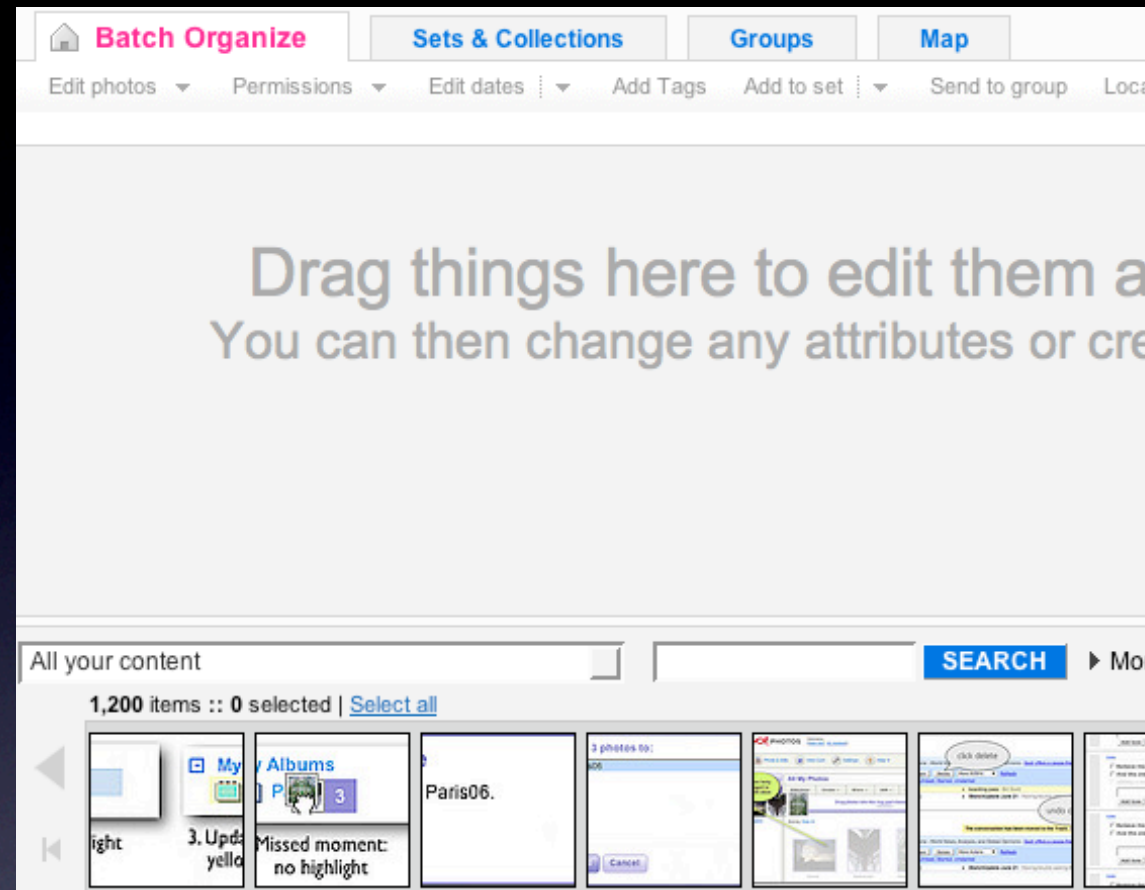
drag and drop

use the interesting moments
before, during and after

offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after

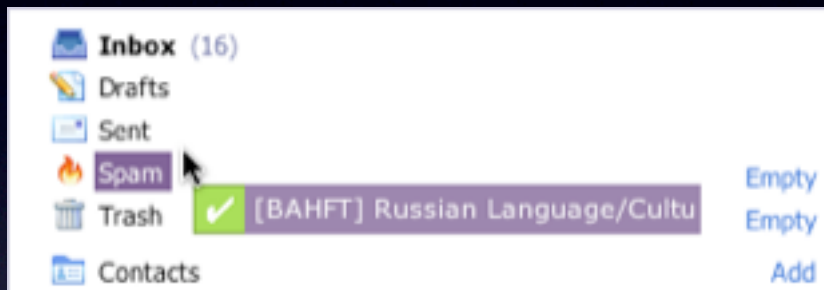


flickr: drop here invitation (static)

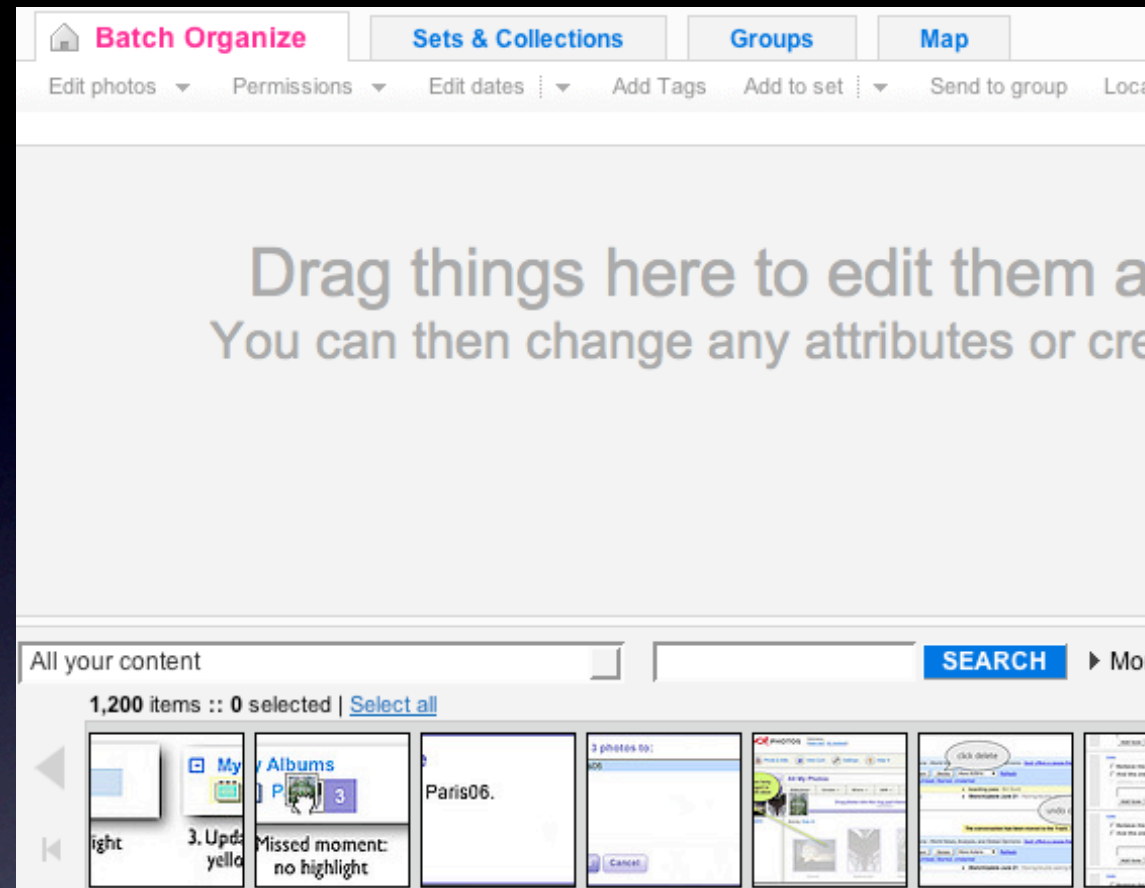
offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after



flickr: drop here invitation (interactive)

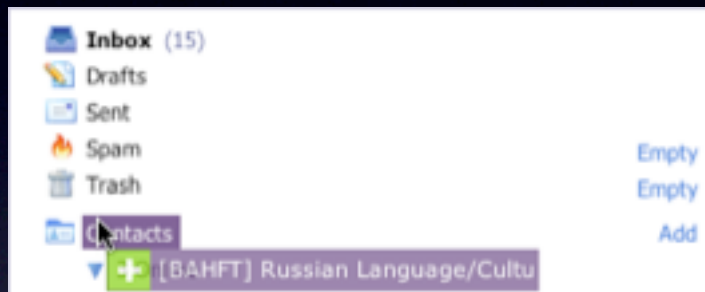


flickr: drop here invitation (static)

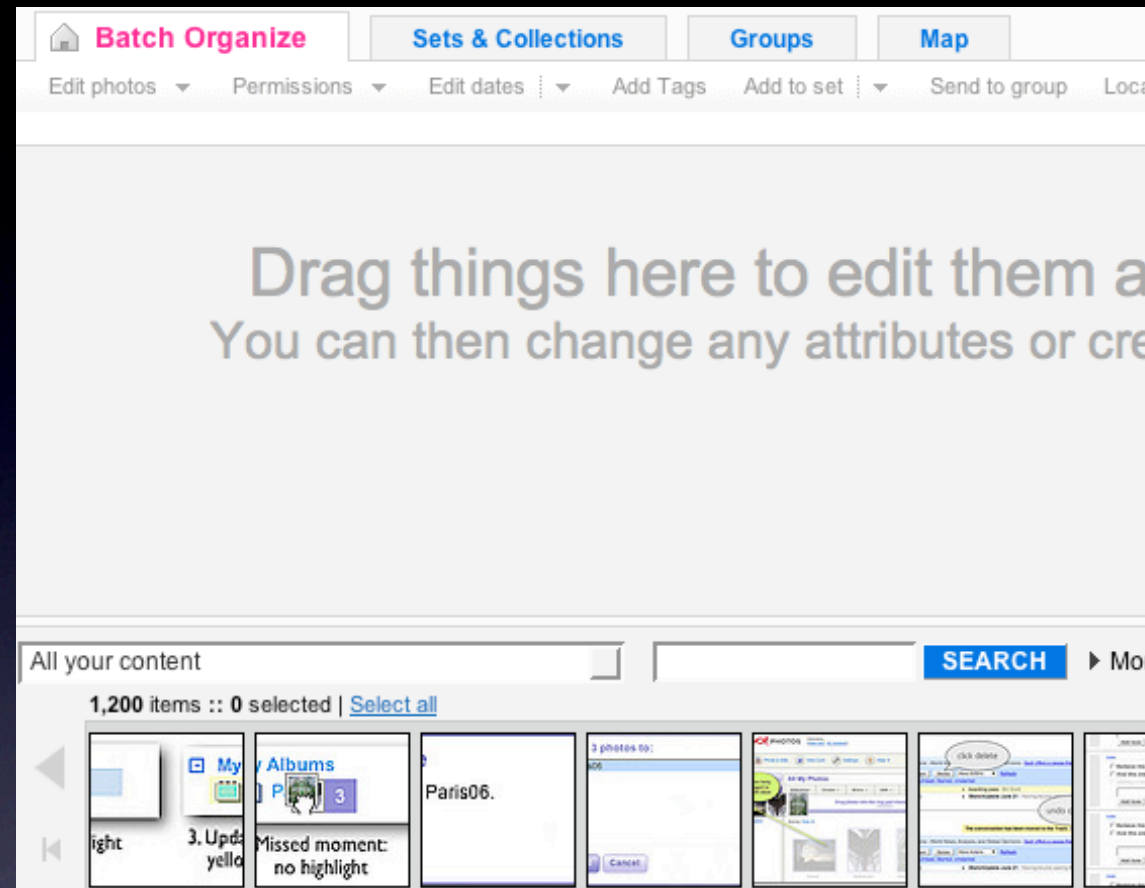
offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after



flickr: drop here invitation (interactive)

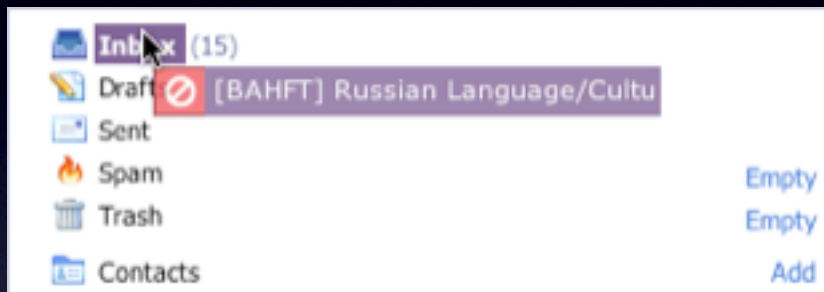


flickr: drop here invitation (static)

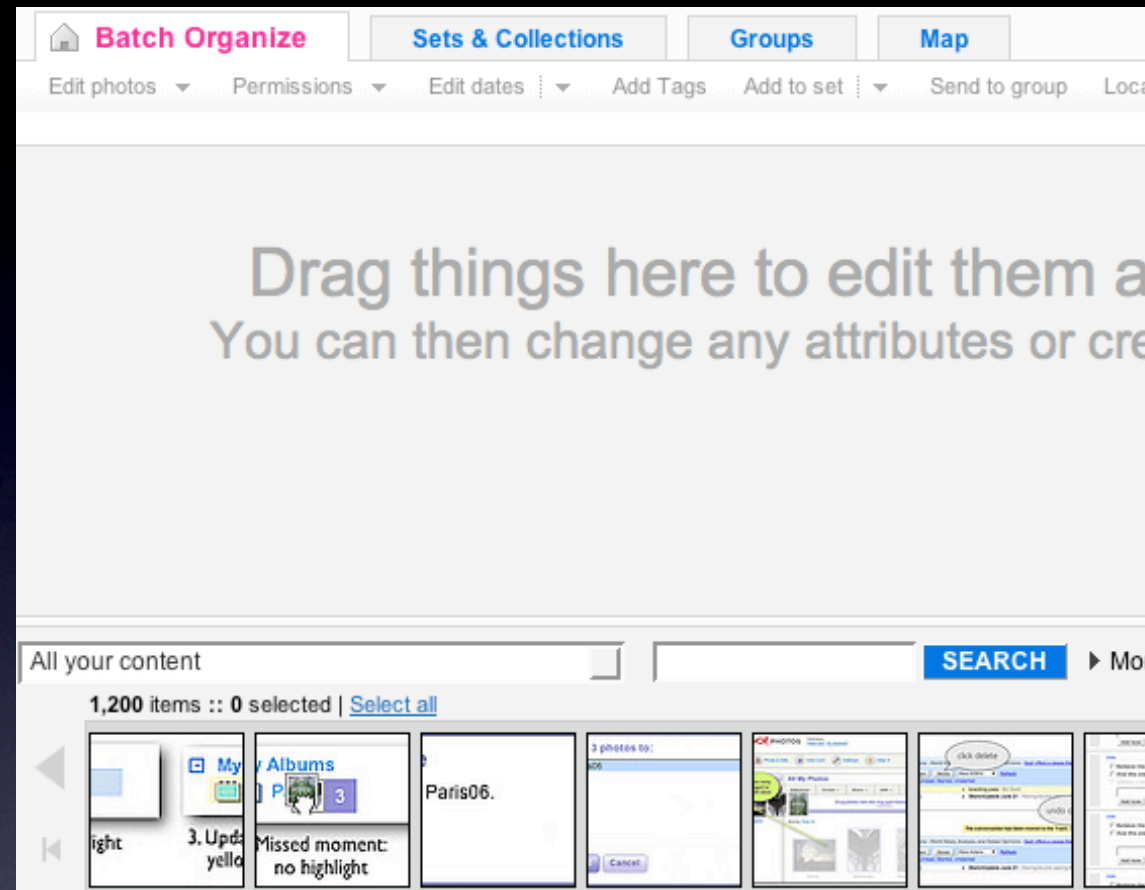
offer an invitation. **dynamic invitation**

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**

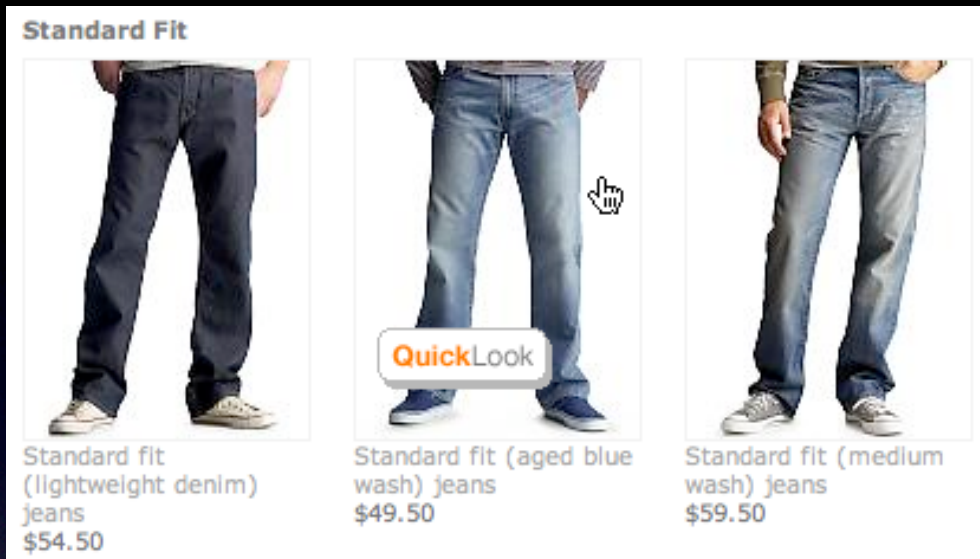
bridge the new with the old

hyperlinks as actions

reveal with hovers

drop down clues

offer an invitation. **dynamic invitation**

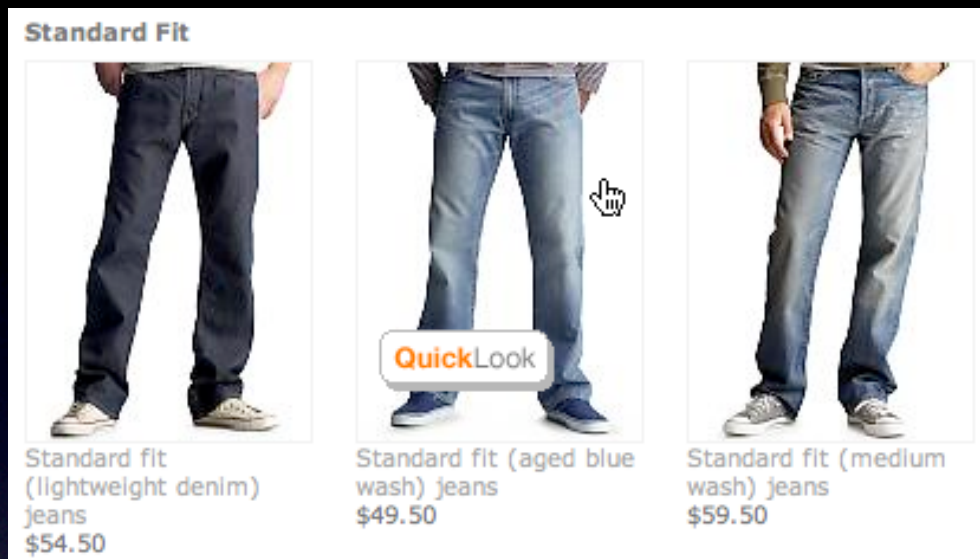


the gap. **button**

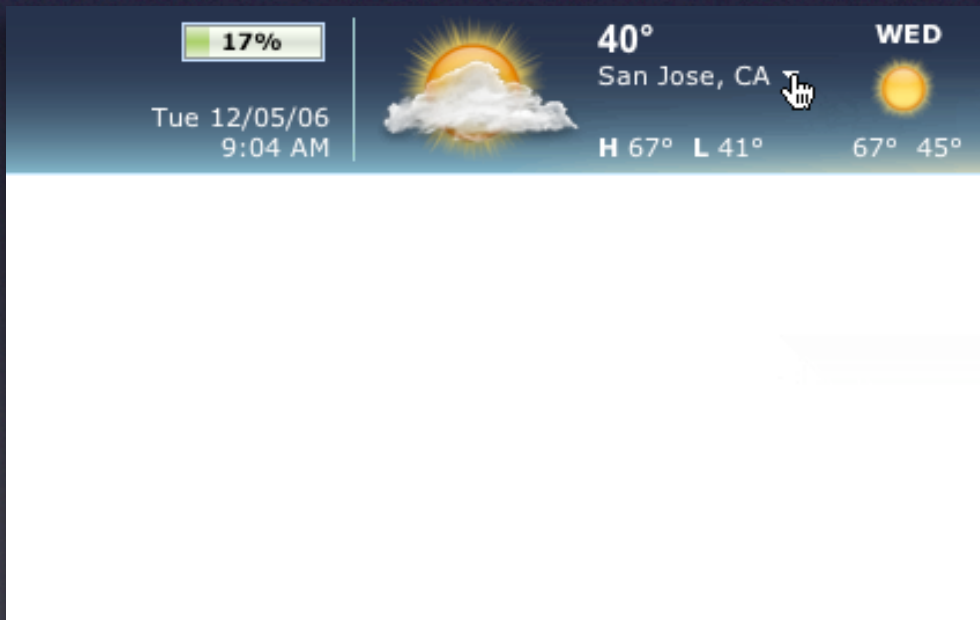
bridge the new with the old

hyperlinks as actions
reveal with hovers
drop down clues

offer an invitation. **dynamic invitation**



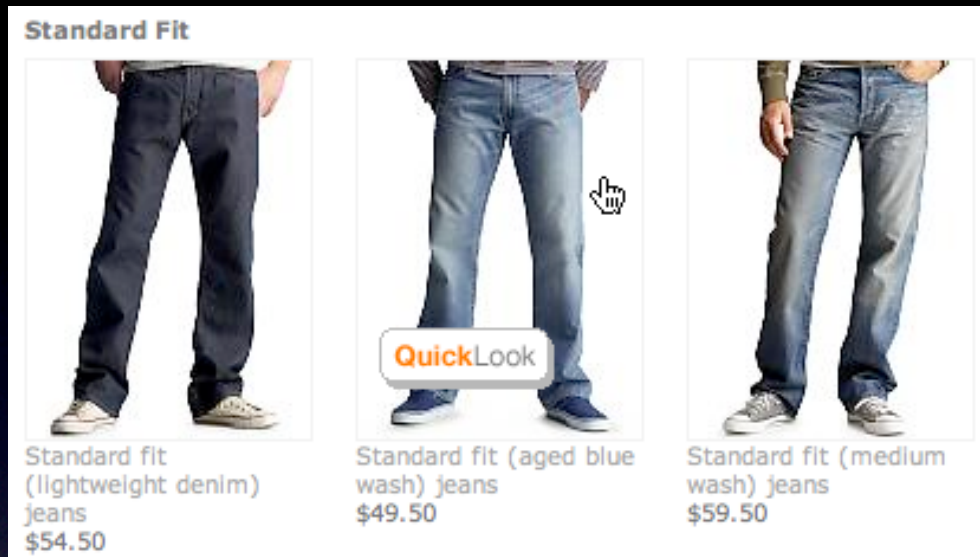
the gap. **button**



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**



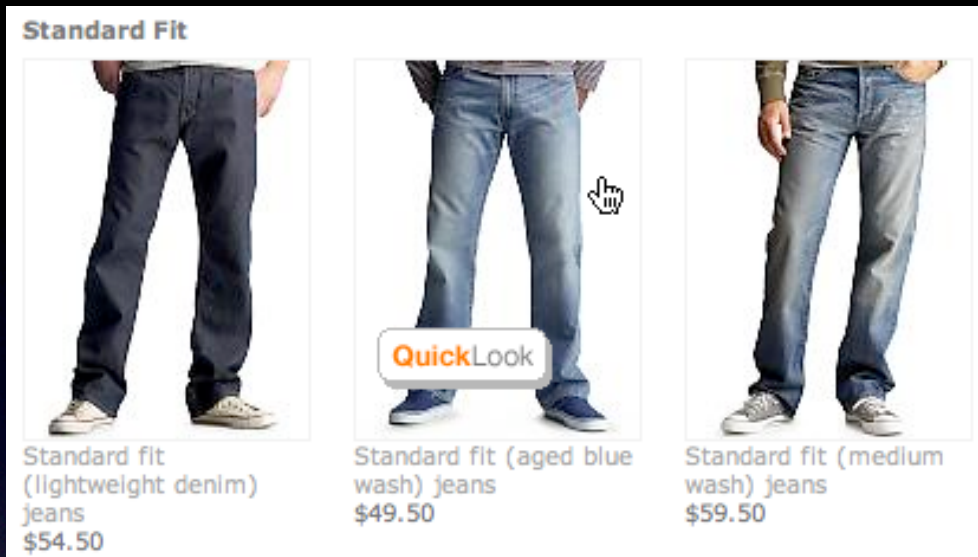
y! mail. **embedded buttons**

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.

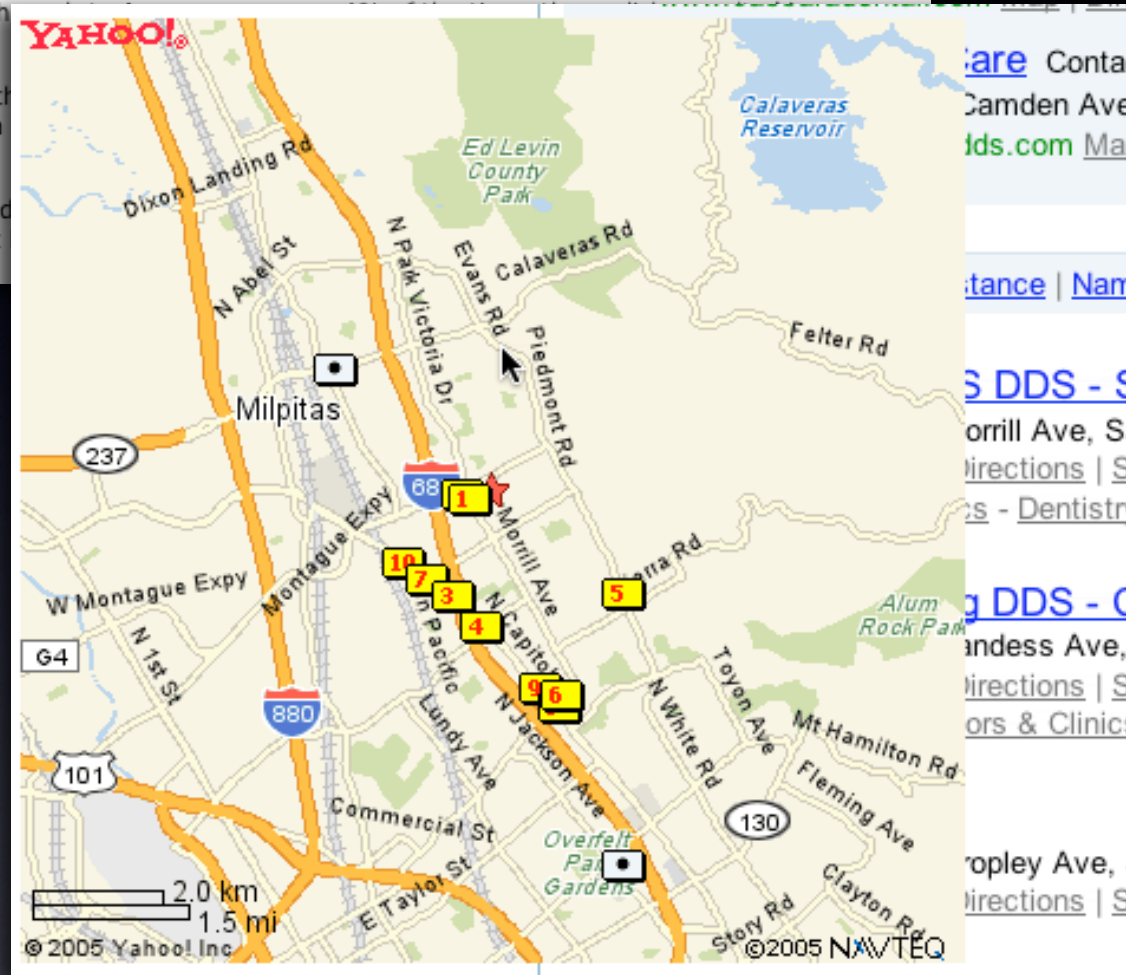


Forty Associates recently added product previews to their Web site as part of a small beta program. During the beta, visitors to Associate sites who viewed a product preview clicked the purchase nearly 6% of the time.

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

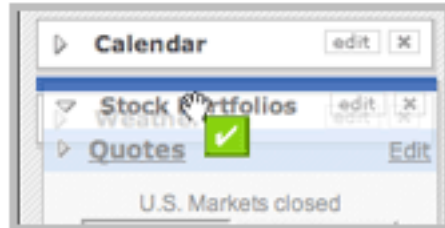
anti-pattern. amazon. **mouse trap**



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

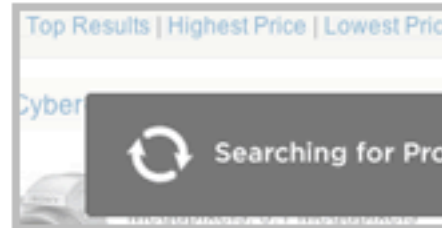
use transitions

use transitions



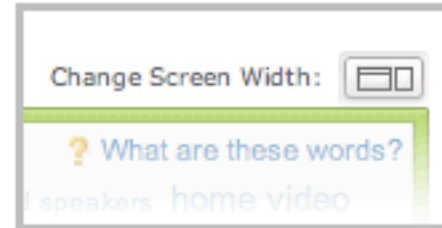
Animate Transition

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



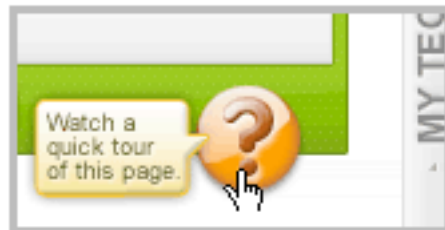
Brighten Transition

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



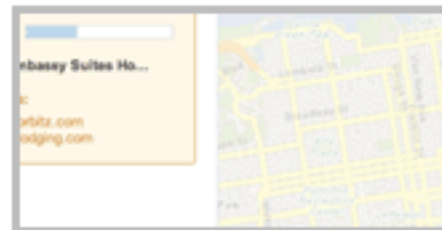
Collapse Transition

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.



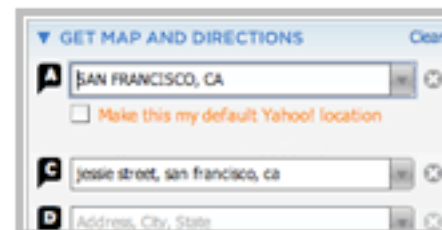
Fade In Transition

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



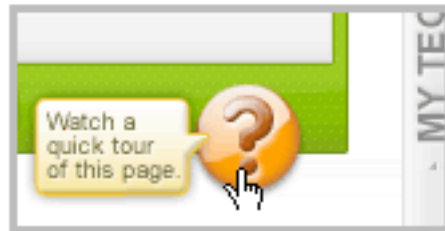
Fade Out Transition

Designer needs to communicate that an object is going away.



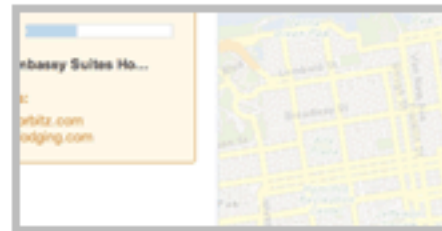
Self Healing Transition

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



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.



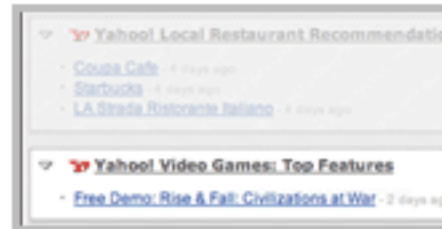
Expand Transition

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



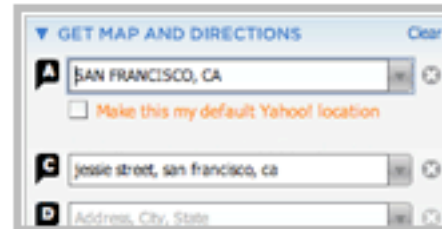
Fade In Transition

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



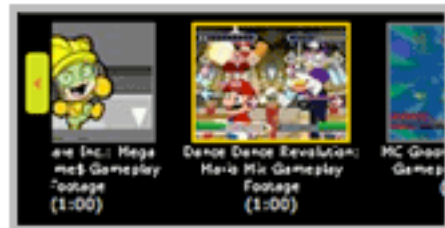
Fade Out Transition

Designer needs to communicate that an object is going away.



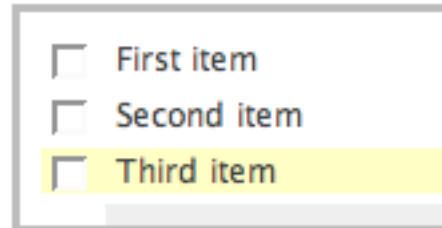
Self Healing Transition

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

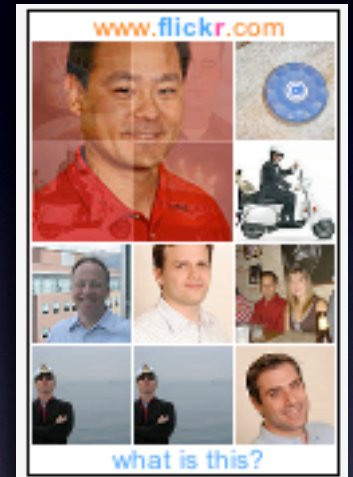
Sending the wrong message

use transitions

Speak to the brain

Understanding attention processing

Sending the wrong message



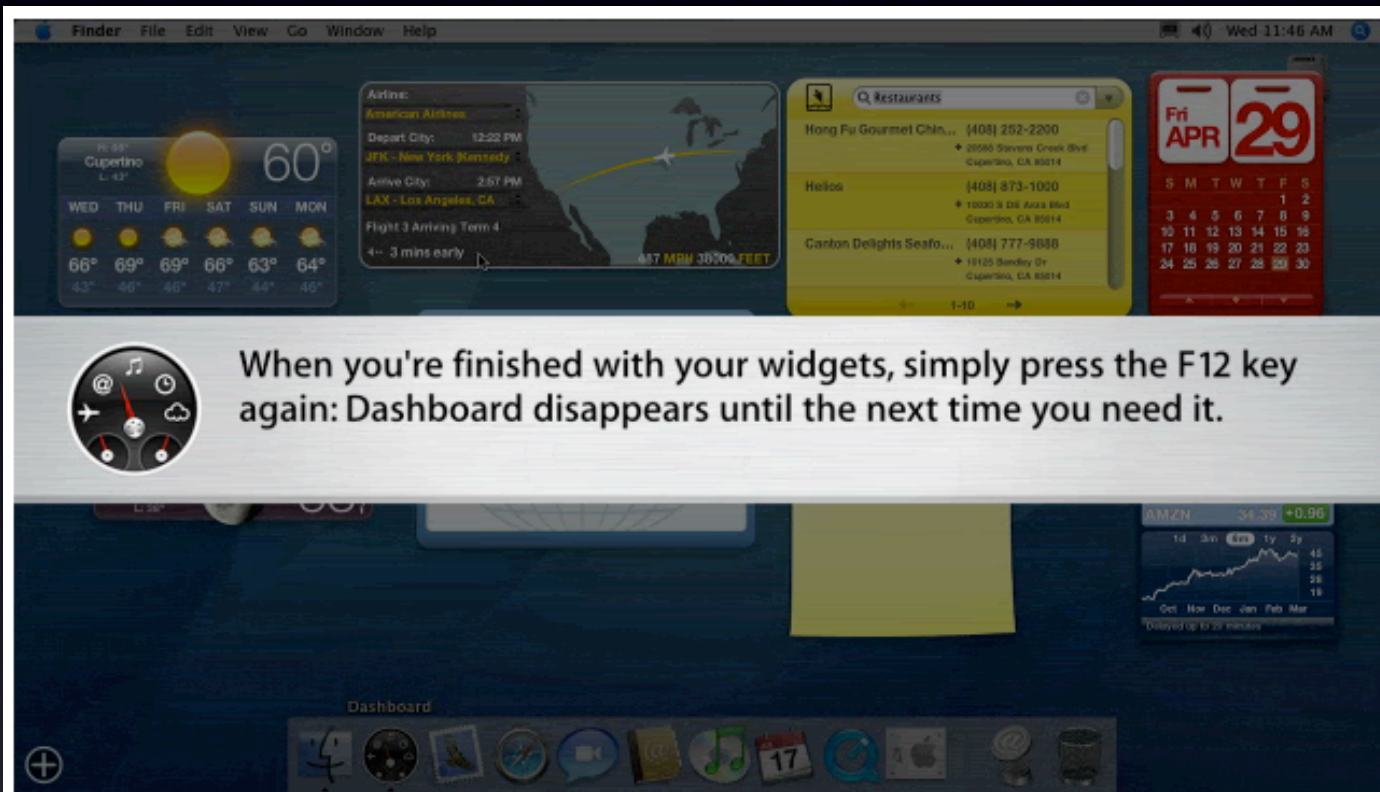
flickr zeitgeist

use transitions

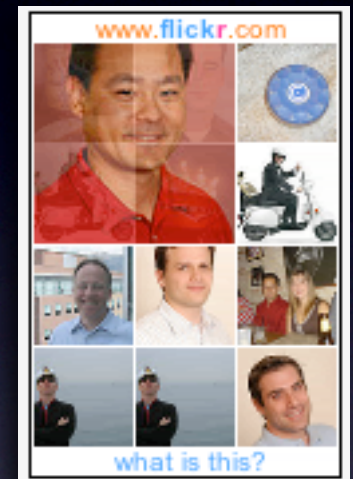
Speak to the brain

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

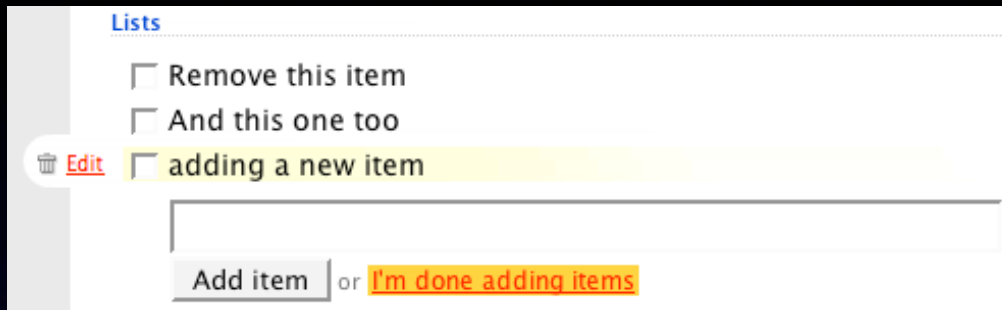
Add item

 or

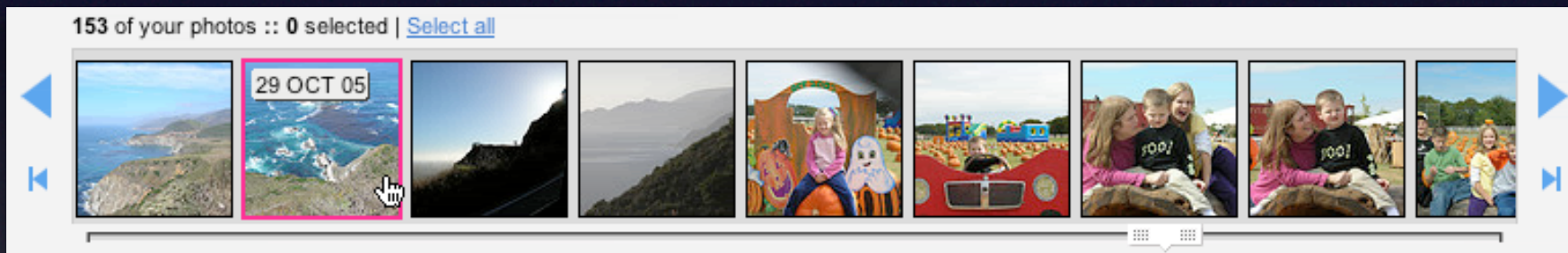
I'm done adding items

use transitions

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

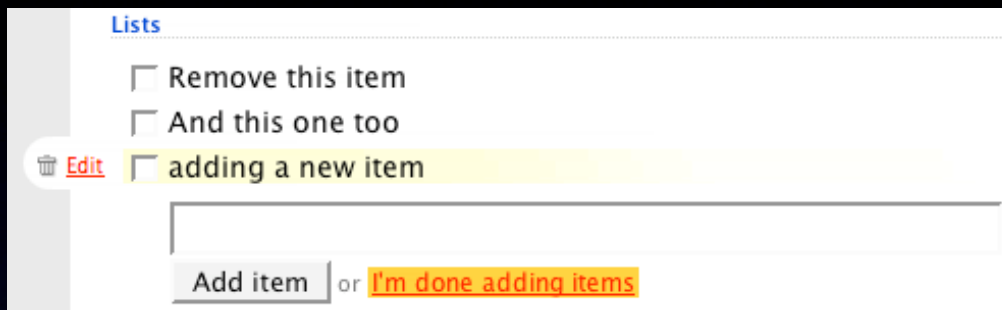


flickr. **slide transition.**

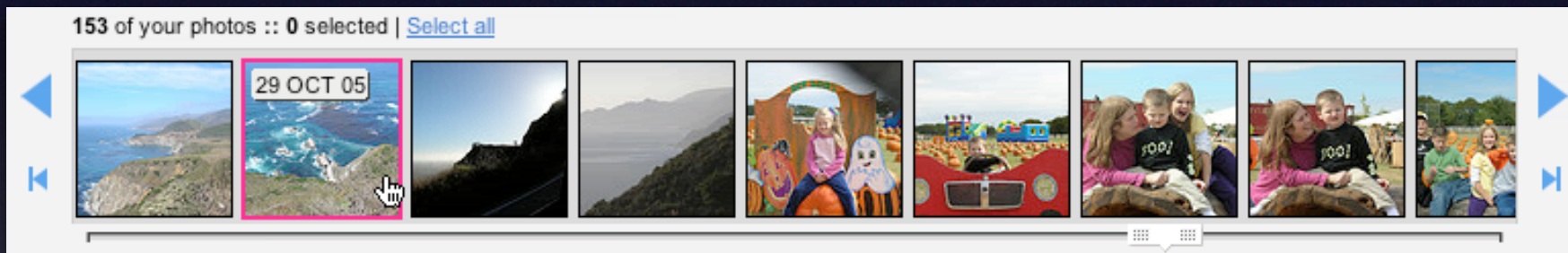


use transitions

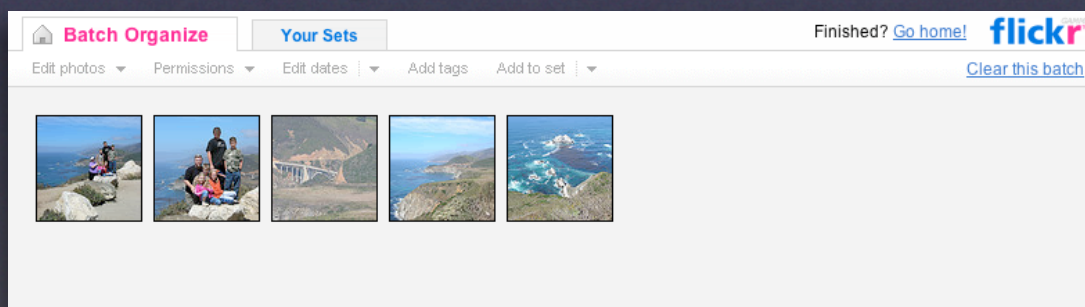
backpackit. fade transition + self-healing transition.



flickr. slide transition.

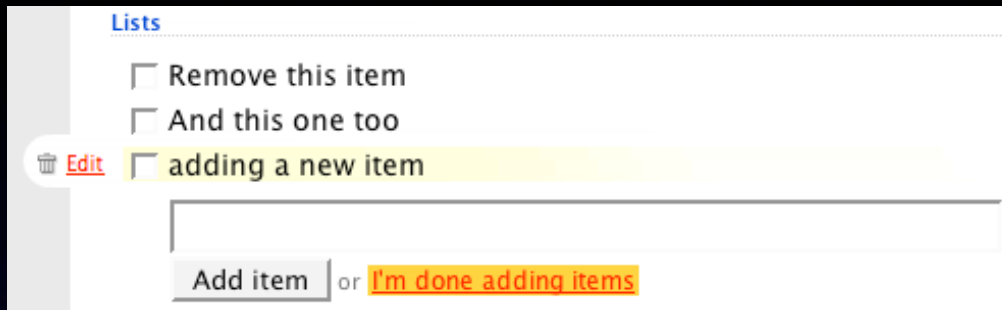


flickr. active spotlight.

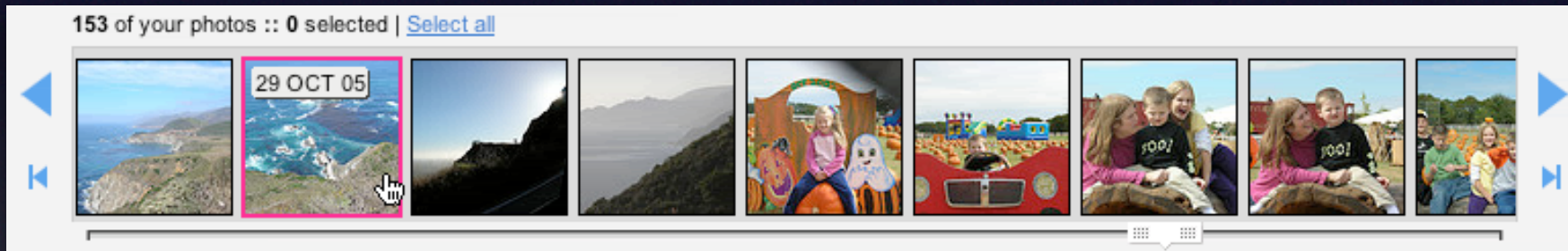


use transitions

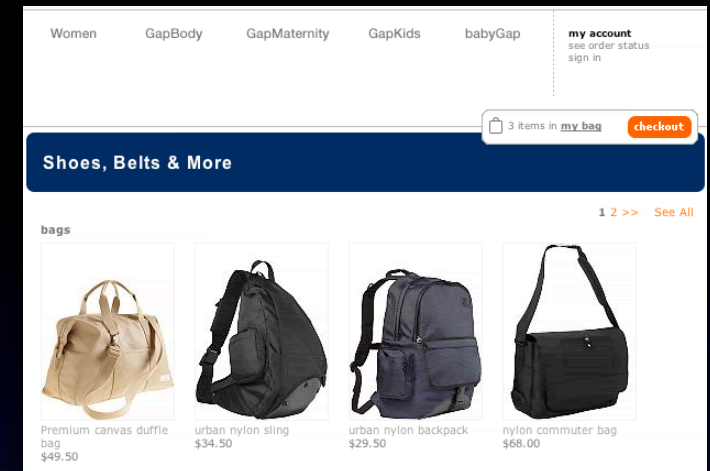
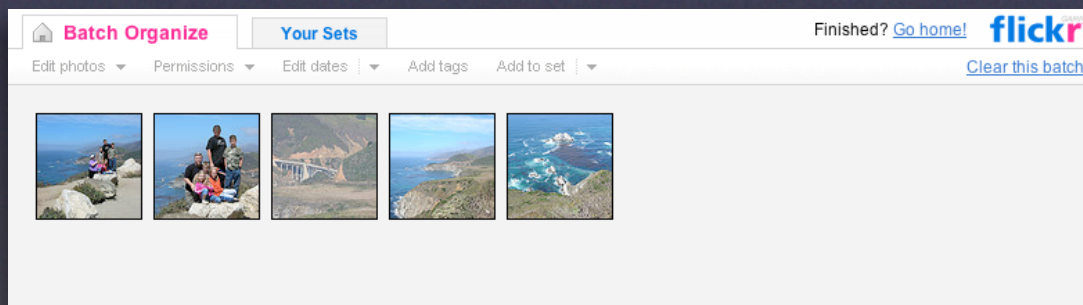
backpackit. fade transition + self-healing transition.



flickr. slide transition.



flickr. active spotlight.



the gap. zoom box.

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 articles about software, including "AccuRev gives software configuration system global focus", "Anti-virus Software: The Next Big Worm Target?", "India's Satyam logs 64 percent rise in third-quarter profit", and "Cisco Patches Router, Call Manager Software".
- eHub**: A section with news articles about eHub, including "eHub Interviews Prodigem", "Veetro", "MediaMax", "iOWEYOU", and "HyperSuper".
- Best Fare Tracker**: A section showing flight prices for routes like "Depart: New York, NY - all" and "Depart: Seattle/Tacoma, WA".
- Maps**: A section for finding locations by zip code or city.

The page also features a "Connecting..." loading bar at the top right, indicating that some content is still loading.

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 navigation bar at the top. The main content area is divided into several sections:

- Scoreboard:** Displays today's NHL and NBA games. NHL games include Tampa Bay vs. Dallas (5-3) and Dallas vs. LA Clippers (0-0). NBA games include Dallas vs. LA Clippers (0-0). Yesterday's games are listed as "no games for selected teams".
- Message Center:** Includes a "Check Email" button and a "Launch Messenger" button with 14 friends online.
- Weather:** Shows weather for 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), and San Jose, CA (42...58 F).
- Software News:** Lists news items such as "AccuRev gives software configuration system global focus" and "Anti-virus Software: The Next Big Worm".
- eHub:** Lists news items such as "eHub Interviews Prodigem" and "Veetro".
- Best Fare Tracker:** Displays flight information for Paris, France and Seattle/Tacoma, WA.
- Maps:** Includes a search bar for "search by Zip Code or City".

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

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


3 items in my bag checkout

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

Connecting...

YAHOO! PLUS

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

Select Type: Web Images Local News Shopping

Search: Search

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

+ Add Content + Change Layout + Change Colors Select Page: My Front Page

Scoreboard edit x

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 edit x

Check Email

Launch Messenger 14 friends on

Weather edit x

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
search by Zip Code or City

Software News edit x

- 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 edit x

- 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 edit x

Best Fare Tracker edit x

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA


Maps edit x

use transitions

Lists

☐ Remove this item

☐ And this one too

 [Edit](#) ☐ adding a new item

or

you can...

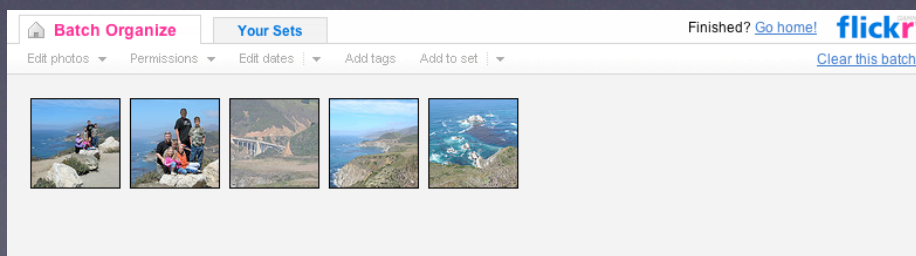
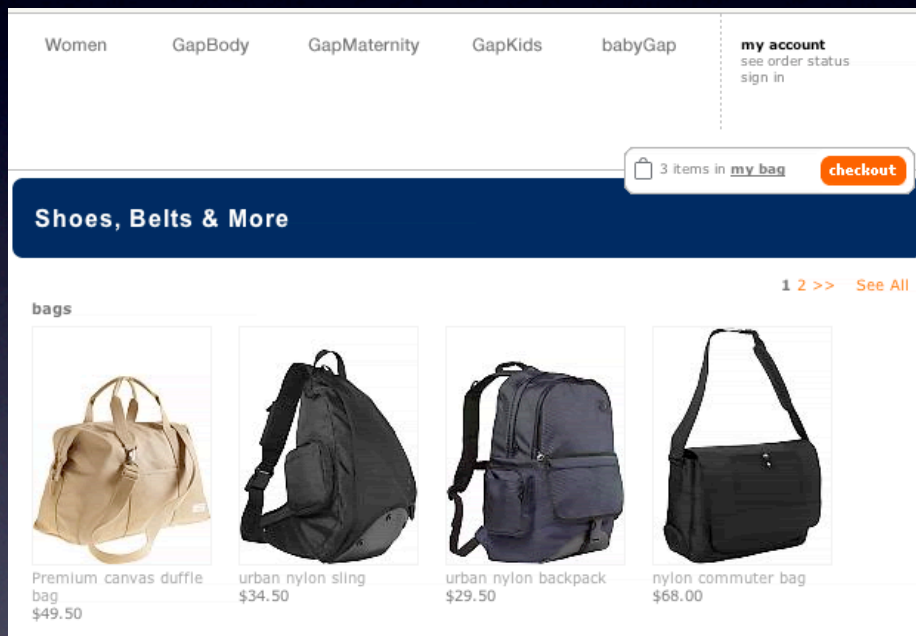
speed up time

slow down interaction

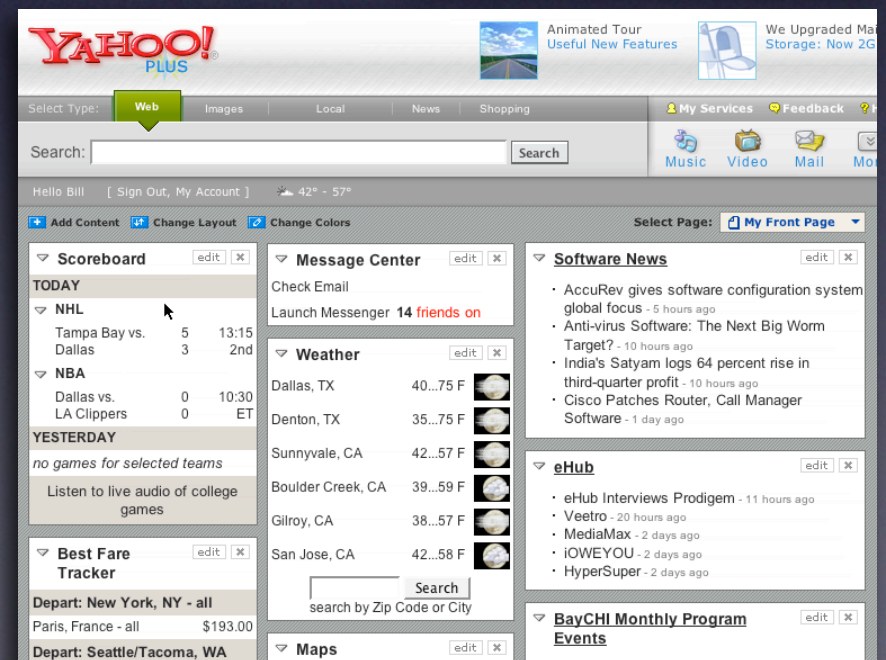
show state change

show relationships between objects

focus attention



Connecting...



use transitions

The screenshot shows the Yahoo! Plus homepage with a grid layout. At the top is the Yahoo! Plus logo and navigation links. Below is a search bar and a user greeting. The main content area is divided into several widgets, each with an 'edit' and 'x' button. The widgets include:

- Scoreboard**: Shows NHL and NBA game results for today and yesterday.
- Message Center**: Includes a 'Check Email' button and a 'Launch Messenger' button with a notification for 14 friends online.
- Software News**: Lists recent software news items with timestamps.
- Weather**: Displays weather forecasts for various locations like Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA.
- eHub**: Lists recent eHub interviews and updates.
- Best Fare Tracker**: Shows flight deals from New York, NY to Paris, France and from Seattle/Tacoma, WA to Honolulu, HI.
- Maps**: Includes a search bar and a dropdown menu for selecting locations.

Keep it sane

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

use transitions

The image shows a screenshot of the Yahoo! Plus homepage. At the top, there's a navigation bar with the Yahoo! Plus logo and links for 'Animated Tour', 'Useful New Features', and 'We Upgraded Mail Storage: Now 2G'. Below this is a search bar with a 'Web' tab selected. The main content area is divided into several sections: 'Scoreboard' (NHL, NBA), 'Weather' (Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, San Jose, CA), 'Best Fare Tracker' (Wichita, KS, Kansas City, MO, San Francisco, CA), 'eHub' (MODx, Olor, Moodle, Krugle, Kartoo), 'BayCHI Monthly Program Events', 'Personal Technology News', 'Travelocity - SFO-DFW', and 'Travelocity - SJC - DFW, HNL, LAX, SAN'. Each section has an 'edit' or 'x' button. The date 'Wed, Aug 2, 02:19 pm' is displayed in the top right corner.

Keep it sane

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

use transitions

This screenshot shows the original Yahoo! Plus homepage. It features a large red 'YAHOO! PLUS' logo at the top left. Below the logo is a navigation bar with tabs for 'Web', 'Images', 'Local', 'News', and 'Shopping'. A search bar is positioned below the navigation bar. The main content area is divided into several sections: 'Scoreboard' (showing NHL and NBA games), 'Weather' (for Dallas, TX), 'Best Fare Tracker' (showing flights from San Francisco to various destinations), and 'Maps' (showing a map of San Jose, CA). The layout is cluttered with many links and advertisements.

This screenshot shows the redesigned Yahoo! homepage. It features a clean, modern layout with a large red 'MY YAHOO! BETA' logo at the top left. The navigation bar is simplified, with tabs for 'Web', 'Images', 'Video', 'Local', 'Shopping', and 'more'. A search bar is positioned below the navigation bar. The main content area is organized into a grid of sections: 'My Netfix' (showing movies like 'Knocked Up' and 'Next'), 'Top Stories from AP' (showing news headlines), 'Personal Assistant' (with links to Mail, Music, News, Weather, Travel, and Finance), 'Yellow Pages' (with a search bar), 'BayCHI Monthly Program Events', 'Yahoo! Mail Preview' (showing email snippets), 'eHub' (with links to Health 2.0, oScope, SceneCaster, Ceticast, and myvideo), and 'Personal Technology from Yahoo! News' (showing tech news headlines). The layout is clean and easy to navigate.

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

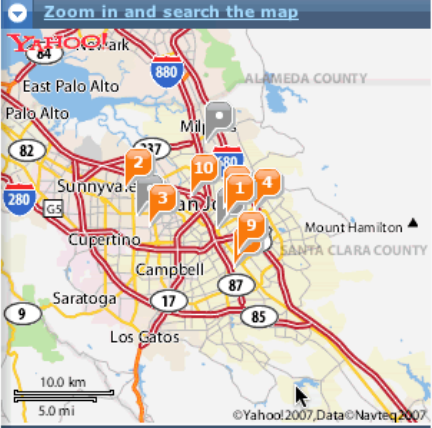
2.49 mi

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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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

Ask Your Question: Enter Your Question and Check Spelling

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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

☒ Show Nearby Airports


Leave

2/15/2006



Time

Anytime




To

☒ Show Nearby Airports


Return

2/22/2006




Time

Anytime




Travelers

1



Cabin

Economy



☐ Prefer Nonstop

Search multiple sites

for [hundreds of airlines](#).

react immediately

y! answers. live suggest

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[Check Spelling](#)

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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

[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

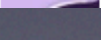


Spanglish

★ ★ ★ ★ ★

Add

MS 868728



react immediately

y! answers. live suggest

Ask Your Question: Enter Your Question and Check Spelling

Asking costs you 5 points. You can ask 5 more questions today.
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1. Enter your question
Be more specific for better answers.

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

[Check Spelling](#)

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

You have 1000 characters to work with.

y! mail. kayak. auto complete

To: [Show BCC](#)

Cc:

Subject: [Plain Text](#)

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

KAYAK™ Search with us, book with them.™

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

☒ Round-trip ☐ One-way ☐ Multi-city

From **To**

☒ Show Nearby Airports ☐ Show Nearby Airports

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

Travelers **Cabin**

☐ **Prefer Nonstop**

for [hundreds of airlines](#).

y!mail. busy indicator

Check Mail Compose

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

☆☆☆☆☆

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59%
Similar to you

Spanglish MS 868728

☆☆☆☆☆

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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

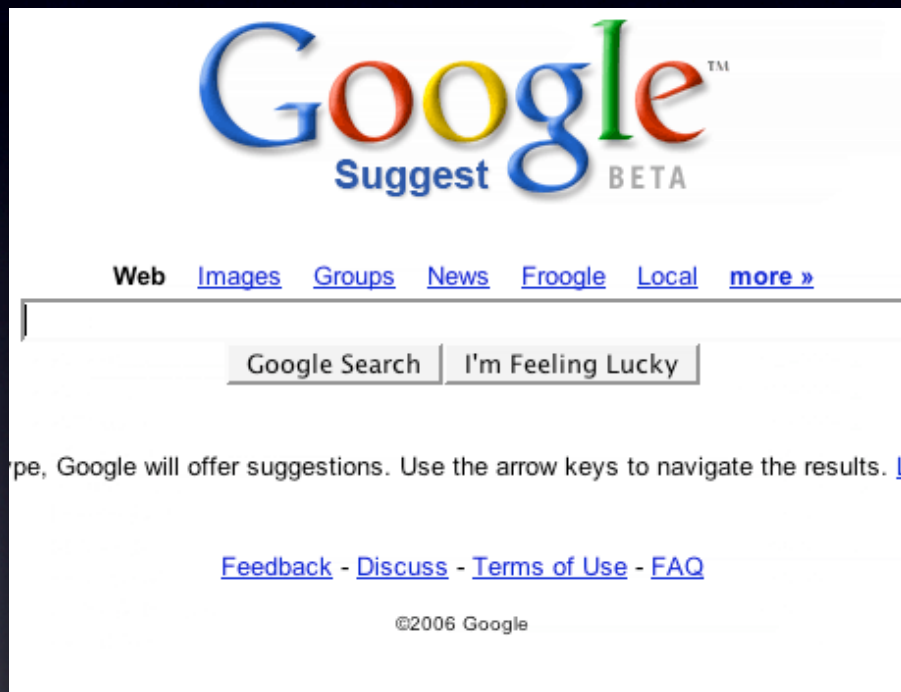
Is it narrowing or distracting

react immediately

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting

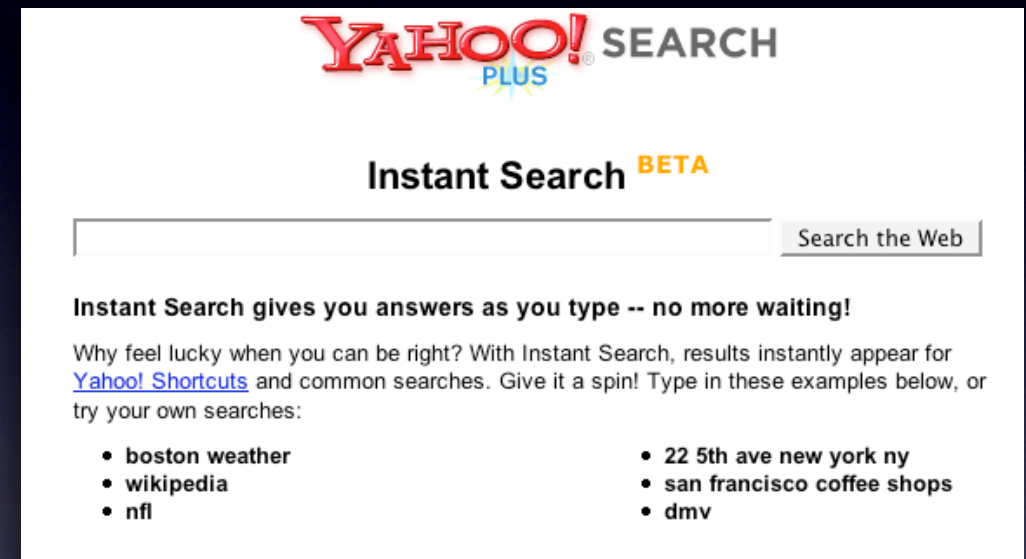
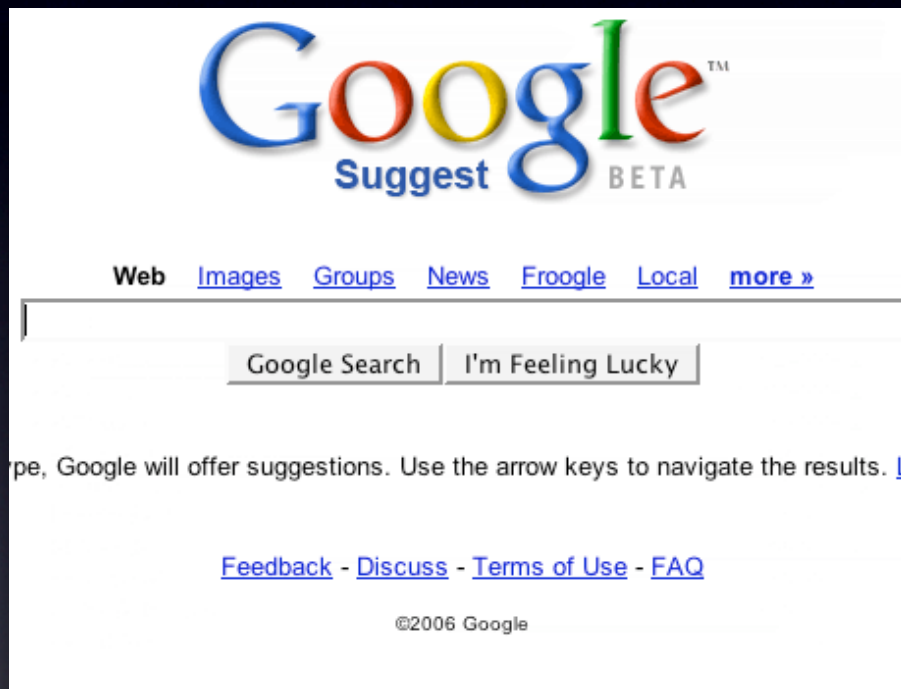


react immediately

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 for 'Monterrey Hotels at Expedia.com'. The second result is a sponsored link for 'Monterrey Vacations with Travelocity'. The third result is a news link for 'FC Dallas traveling roster to Monterrey'. The fourth result is a link for 'All About Monterrey'. The fifth result is a link for 'Monterrey - Wikipedia, the free encyclopedia'. The sixth result is a link for '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](#)

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

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

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

react immediately

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting?

Use feedback to boost confidence

Let the user iterate where possible

The screenshot displays the Intero Real Estate Services website interface. At the top, it says 'LISTINGS FEATURED BY: INTERO' and 'Welcome, Bill. | Log out Brought to you by: roost'. The Intero logo and contact information are on the left. A search bar contains 'san jose, ca' with a 'Search' button and a 'Save this search' link. Below the search bar, it states '4879 properties found in "san jose, ca"'. The 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

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

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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
View Details on Featured Broker's Site

roost

react immediately

Shape user perception

Make time pass faster

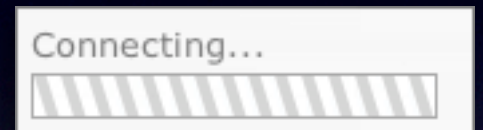
Make application feel more responsive

react immediately

Shape user perception

Make time pass faster

Make application feel more responsive

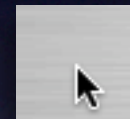
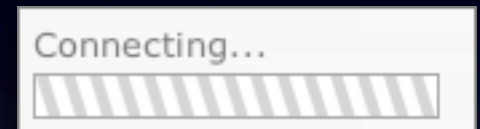


react immediately

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.

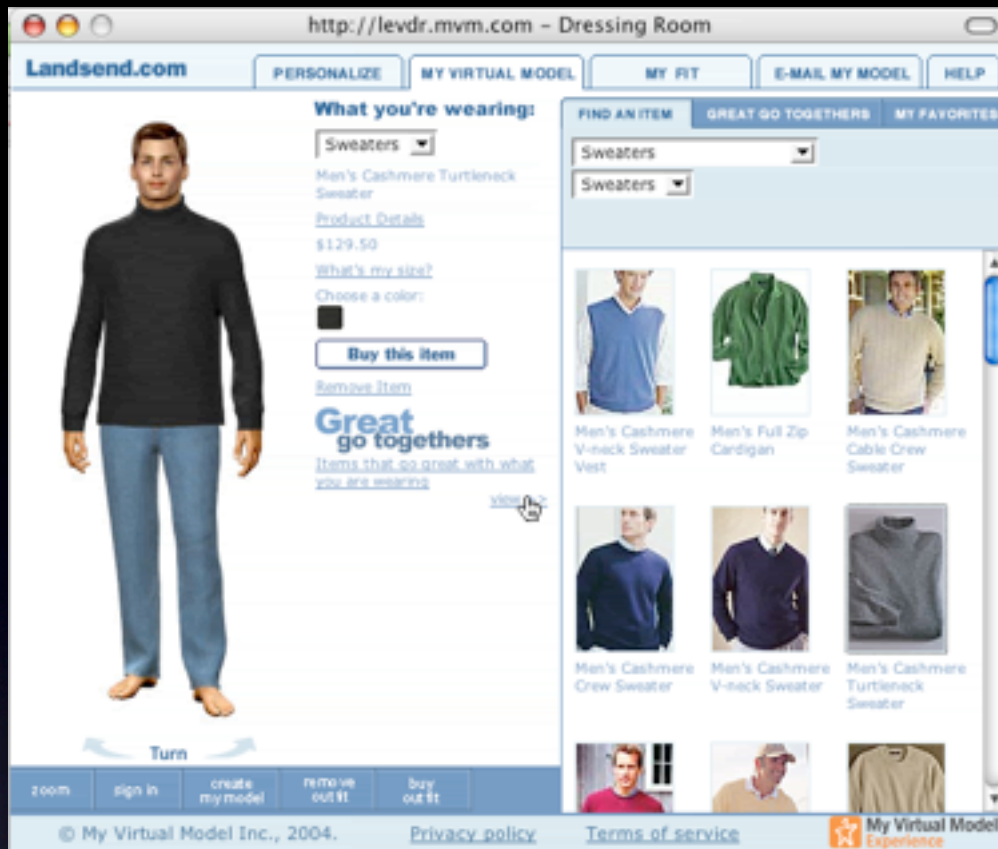
Choose a password:

[Password strength:](#) Too short

Minimum of 6 characters in length.

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Find a domain name:

www.

(ex. widgetdesigns.com)

Required information for Google account

Your current email address:

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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

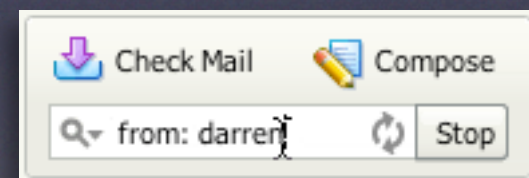
react immediately

Keep feedback focused

Avoid side-noise (peripheral distractions)

Use laws of proximity in context feedback

Respect feedback bandwidth



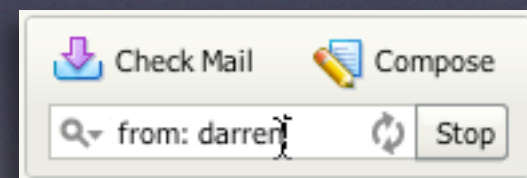
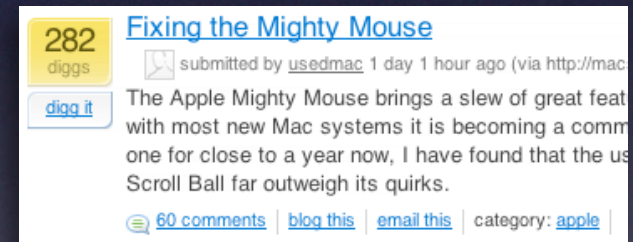
react immediately

Keep feedback focused

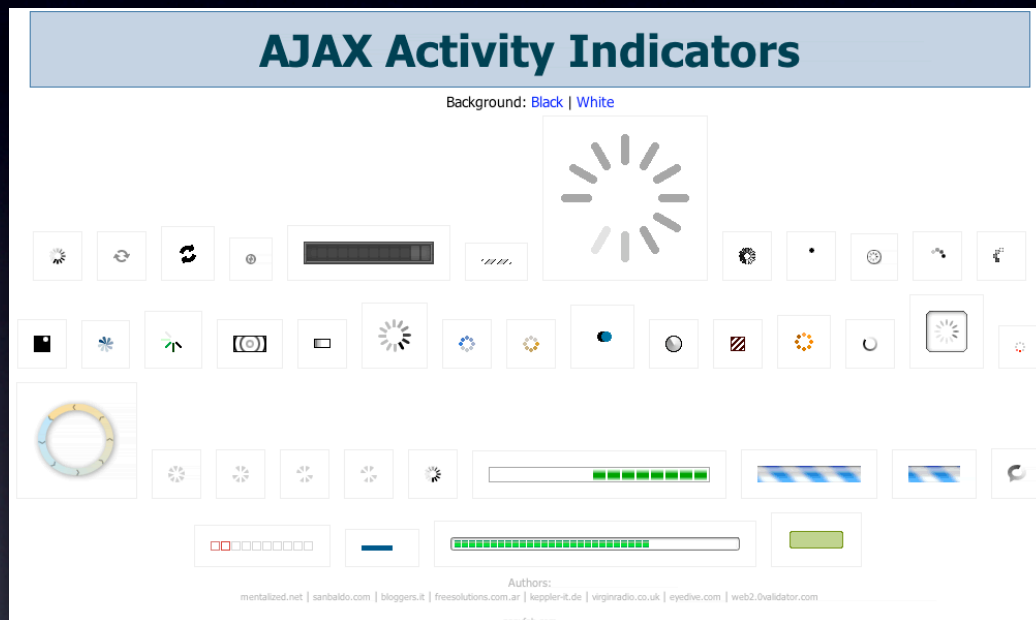
Avoid side-noise (peripheral distractions)

Use laws of proximity in context feedback

Respect feedback bandwidth



react immediately

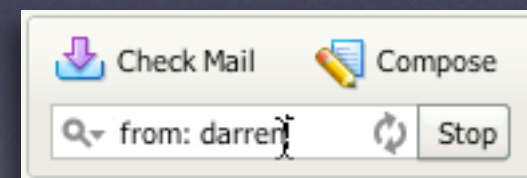
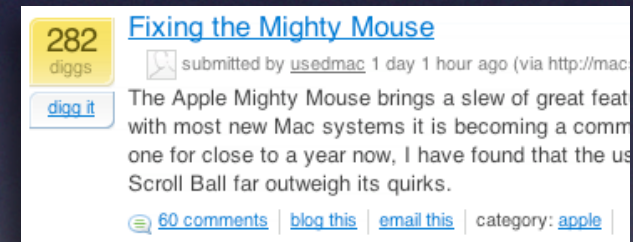


Keep feedback focused

Avoid side-noise (peripheral distractions)

Use laws of proximity in context feedback

Respect feedback bandwidth

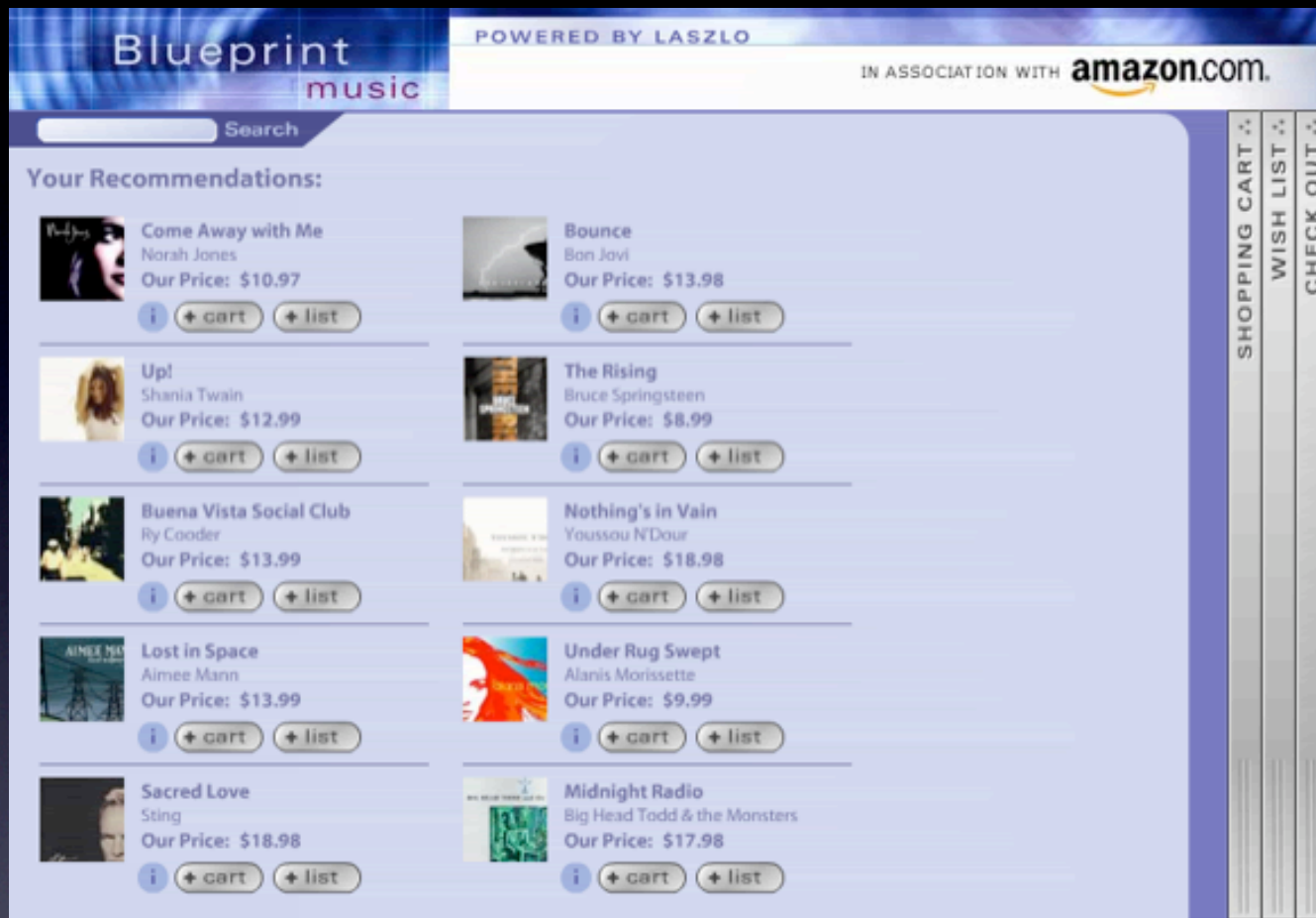


react immediately

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:

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

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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”

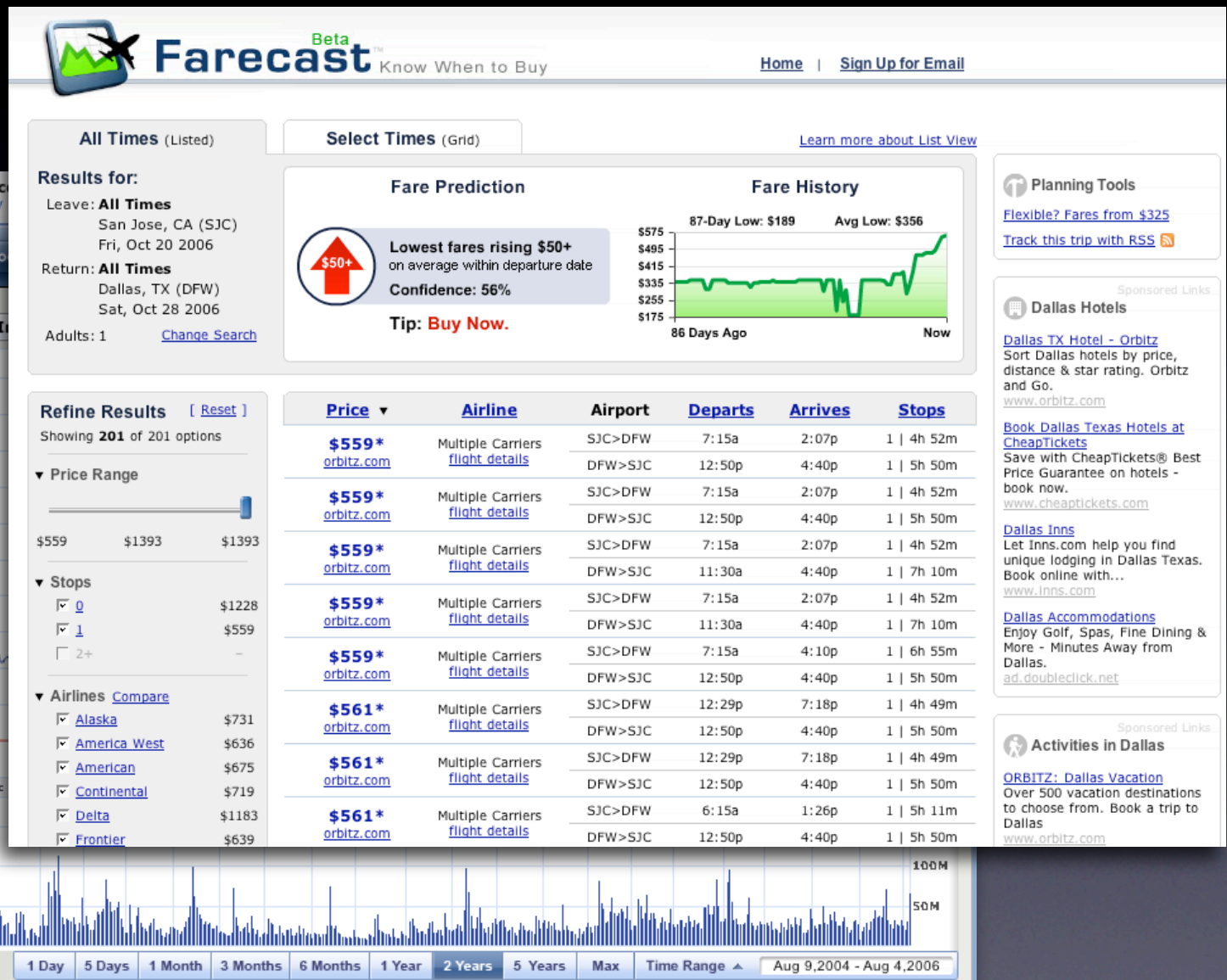
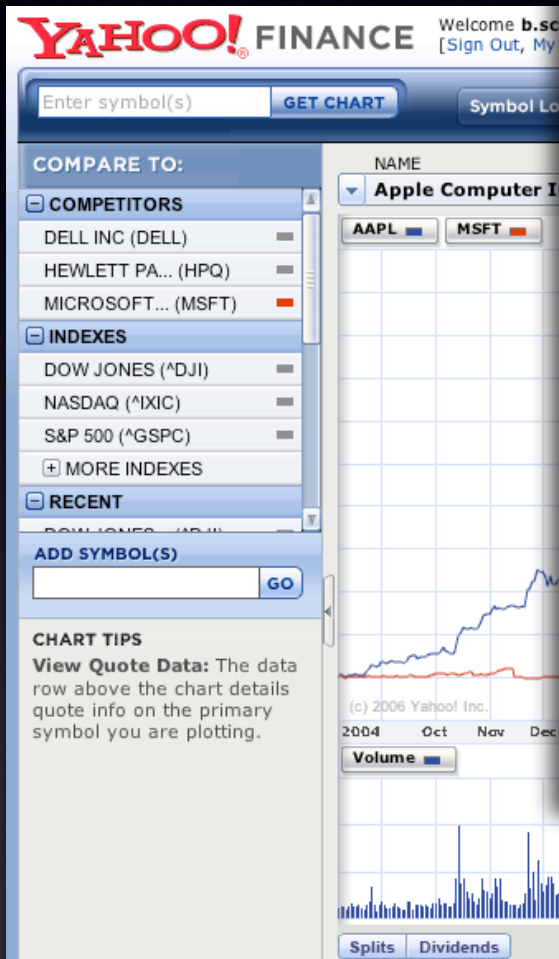
Multi-variate data
focus + context



react immediately

Think “deeper interaction”

Multi-variate data
focus + context



6 principles for Designing Web Interfaces

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/rubygroup>