



Designing Web Interfaces

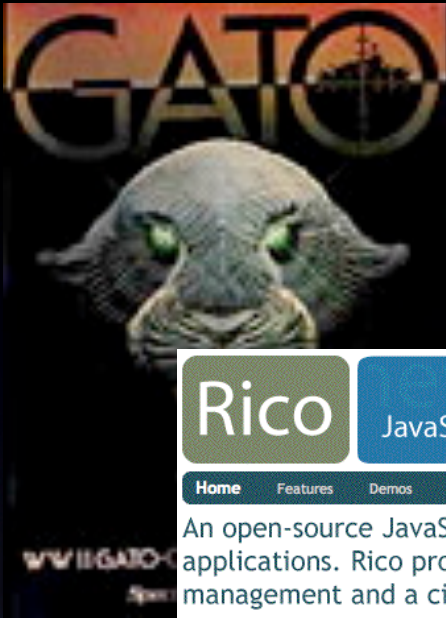
Principles & Patterns for Rich Interaction

Bill Scott

Big D Design Conference
May 30, 2009

Bill Scott
Director, UI Engineering
Netflix

background



Rico

JavaScript for Rich Internet Applications

Home Features Demos Documentation Downloads

BACKGROUND

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

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

The library is a fully object-oriented JavaScript library. Recently we refactored the library to extend the excellent [prototype.js](#) effort from the Ruby or 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 techniques for creating the key ingredients is to Rico provides a very simple request handlers as well as objects as Ajax response objects may be updated.

Want to get started? Then read our two Ajax tutorials.

DRAG AND DROP

Desktop applications have interfaces to simplify the simplest interfaces support drag and drop. JavaScript object as a handles the rest.

CINEMATIC EFFECTS

When actions are no longer required to clue the user transitions can be handled. Rico provides several cinematic effects.

BEHAVIORS

Take some raw HTML and Rico you can get an Ajax Laszlo. Just nest some an accordion. And the connect an HTML table automatically called data is scrolled into view on the fly as needed. More behaviors are planned!

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Developer Network Home Help Site Search

Yahool 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 library with the design and development community. This is our first drop of what hope to be a monthly release cycle for the publication of patterns. In many cases have bundled the patterns with pointers to related code from the [Yahoo! User In 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.

Recent Patterns

- [Auto-Complete](#)
The user needs to enter an item into a text box which could be ambiguous or hard to remember and therefore has the potential to be mis-typed.
- [Breadcrumbs](#)
User needs to navigate through a site to potentially large amounts of information efficiently without becoming lost.
- [Module Tabs](#)
The user needs to navigate through one or more stacked panes of content without refreshing the page.
- [Navigation Tabs](#)
The user needs to navigate through a site to content and features that have clear indicators of their current location.

Results Page:

1 2 3 4 [Next](#)

Search Pagination: The user needs to view a set of search results ranked by relevance that is too large to easily display within a single page.- [Rating an Object](#)
A user wants to leave their opinion on an object, with minimal interruption to a flow they are in.

See Rico in Action!



NETFLIX

Home Genres > New Releases

Because you enjoyed:

- [Enron: The Smartest Guys in the Room Who Killed the Electric Car? Iraq for Sale: The War Profiteers](#)
- [Global Warming: The Signs and the Science](#)

Play Add

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

- [Eleventh Hour](#)
- [Stargate Atlantis: Season 1](#)
- [Hex: Season 1](#)

TV Dramas

Based on your interest in:

- [Jericho: Season 2](#)
- [Battlestar Galactica: Season 1](#)
- [Heroes: Season 3](#)

Set this genre: TV Dramas

- [House, M.D.: Season 1](#)
- [Desperate Housewives: Season 1](#)
- [The Closer: Season 1](#)

Newton's Third Law of Motion

For every action, there is an equal and opposite reaction

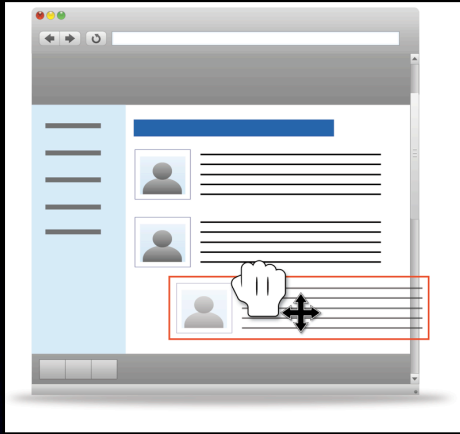
interesting moments abound to engage the user
it's the nuance stupid
make "less" become "more"



6 principles for Designing Rich Web Experiences

1. make it direct
2. keep it lightweight
3. stay on the page
4. offer an invitation
5. show transitions
6. react immediately

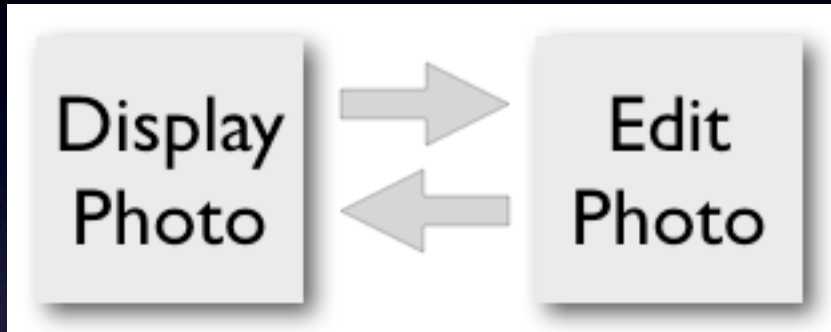
In-Page Editing. Single-Field Inline Edit. Multi-Field Inline Edit. Overlay Edit. Table Edit. Group Edit. Module Configuration. Drag and Drop. Drag and Drop Module. Drag and Drop List. Drag and Drop Object. Drag and Drop Action. Drag and Drop Collection. Direct Selection. Toggle Selection. Collected Selection. Object Selection. Hybrid Selection. Contextual Tools. Always-Visible Tools. Hover-Reveal Tools. Toggle-Reveal Tools. Multi-Level Tools. Secondary Menu. Overlays. Dialog Overlay. Detail Overlay. Input Overlay. Inlays. Dialog Inlay. List Inlay. Detail Inlay. Tabs. Virtual Pages. Virtual Scrolling. Inline Paging. Scrolled Paging. Carousels. Virtual Panning. Zoomable User Interface. Process Flow. Interactive Single-Page. Process Inline Assistant. Process Dialog Overlay. Process Configurator. Static Single-Page Process. Invitation. Static Invitations. Call to Action Invitation. Tour Invitation. Dynamic Invitation. Hover Invitation. Affordance Invitation. Drag and Drop Invitation. Inference Invitation. More Content Invitation. Transitions. Brighten and Dim. Expand/Collapse. Self-Healing. Fade. Animation. Spotlight. Lookup Patterns. Auto Complete. Live Suggest. Live Search. Refining Search. Feedback Patterns. Live Preview. Progressive Disclosure. Progress Indicator. Periodic Refresh.



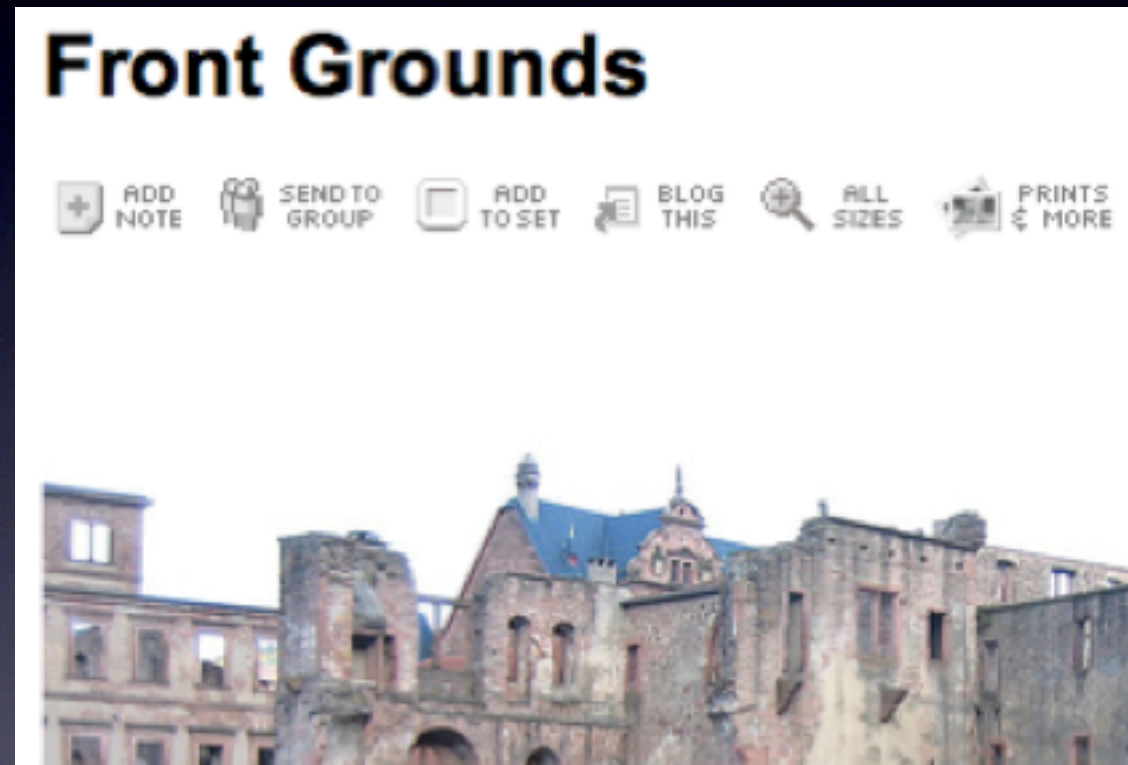
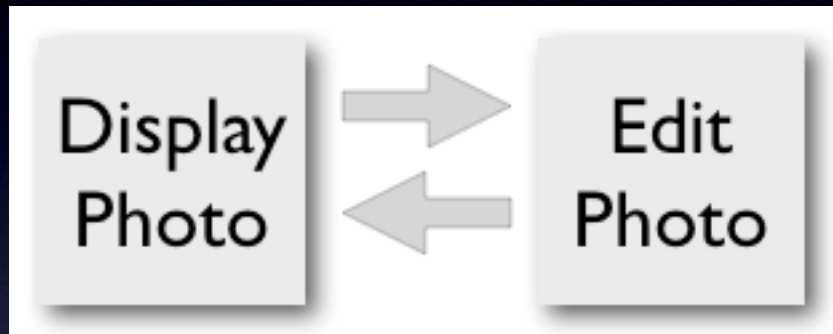
make it direct

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

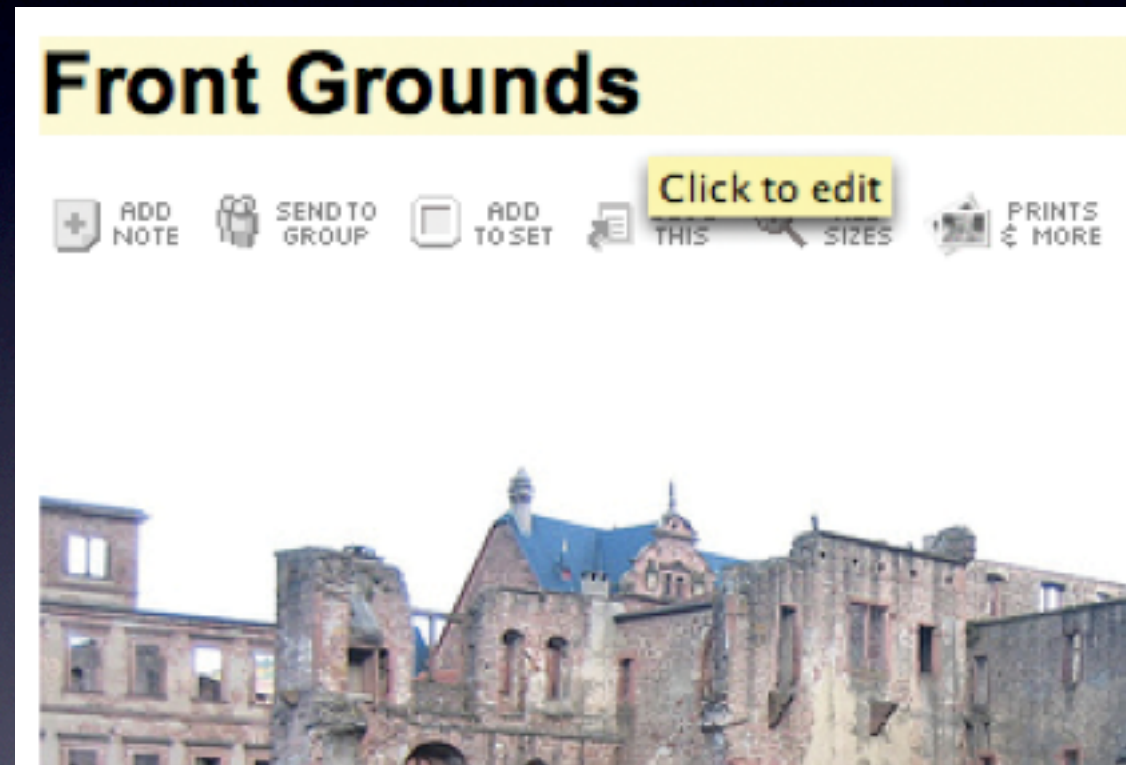
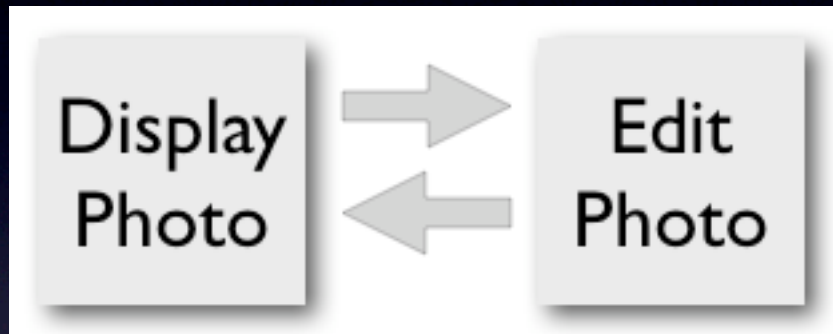
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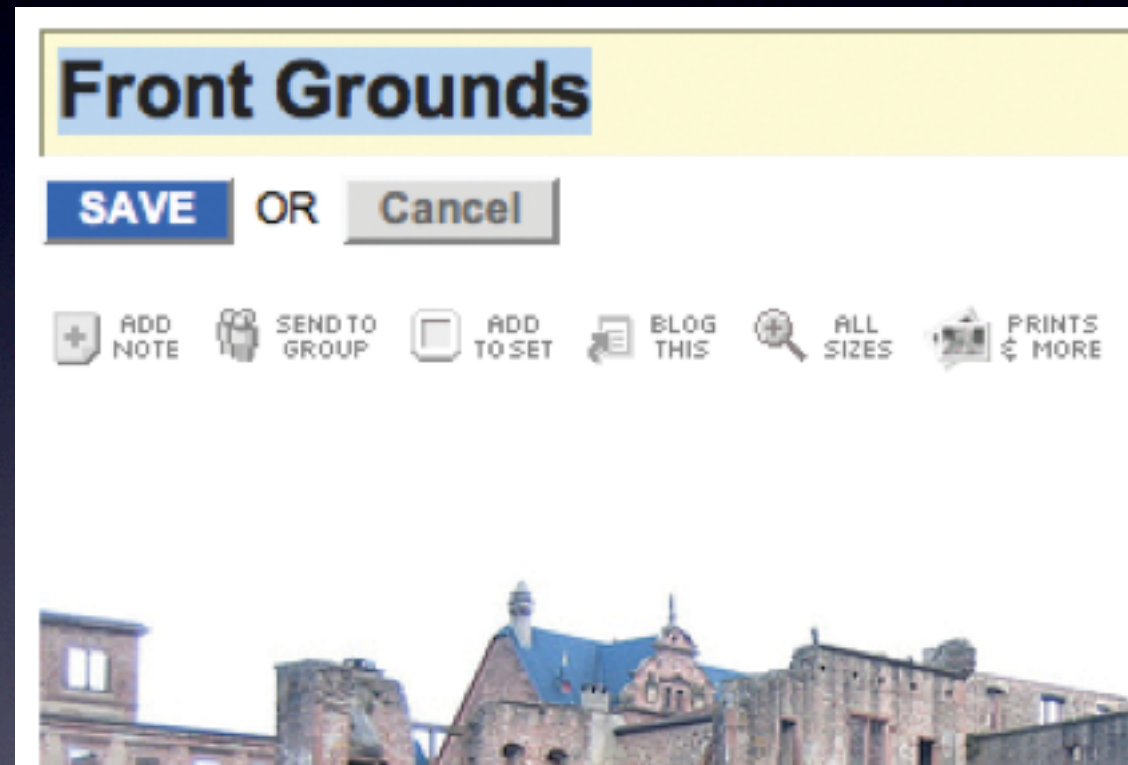
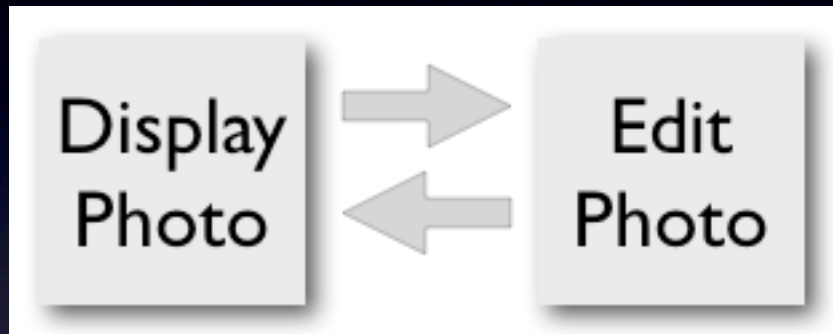
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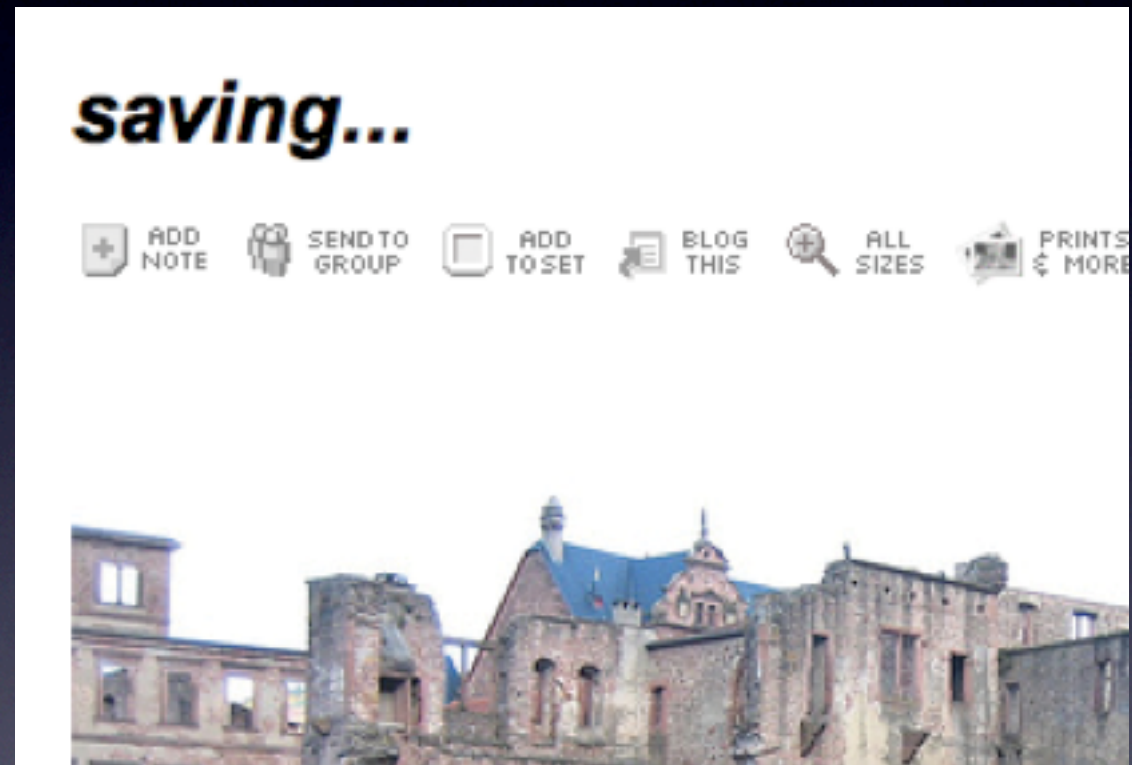
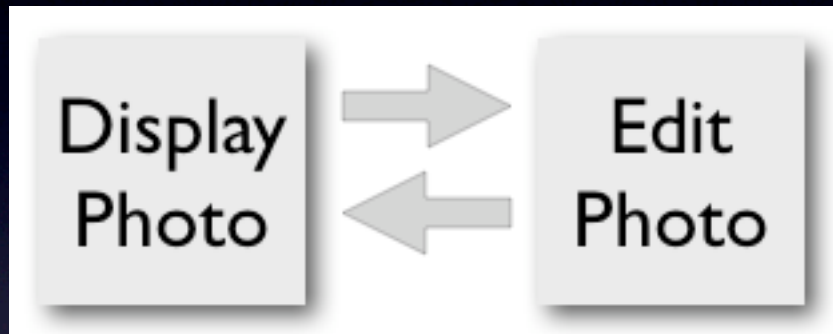
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make it direct. **inline editing**

considerations

discoverability

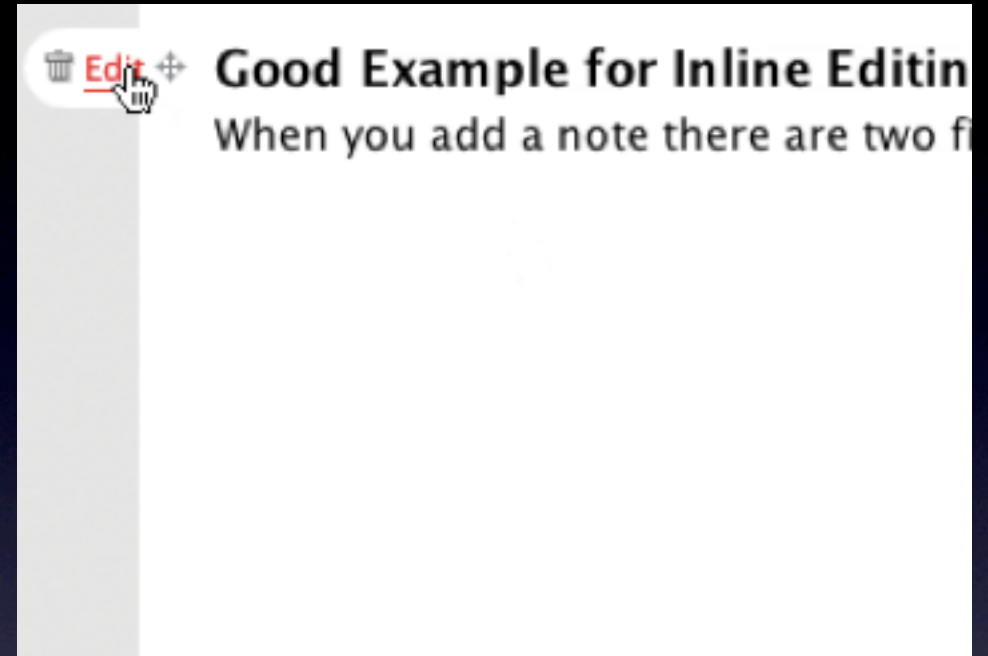
complex editing

blending modes

make it direct. **inline editing**

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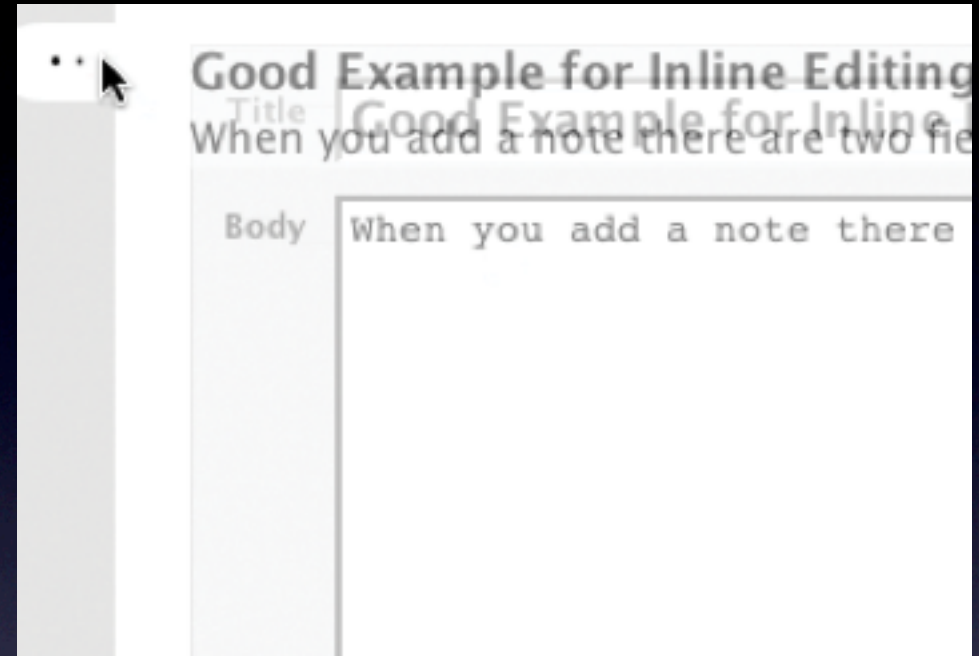


backpackit. **complex inline editing**

make it direct. **inline editing**

considerations

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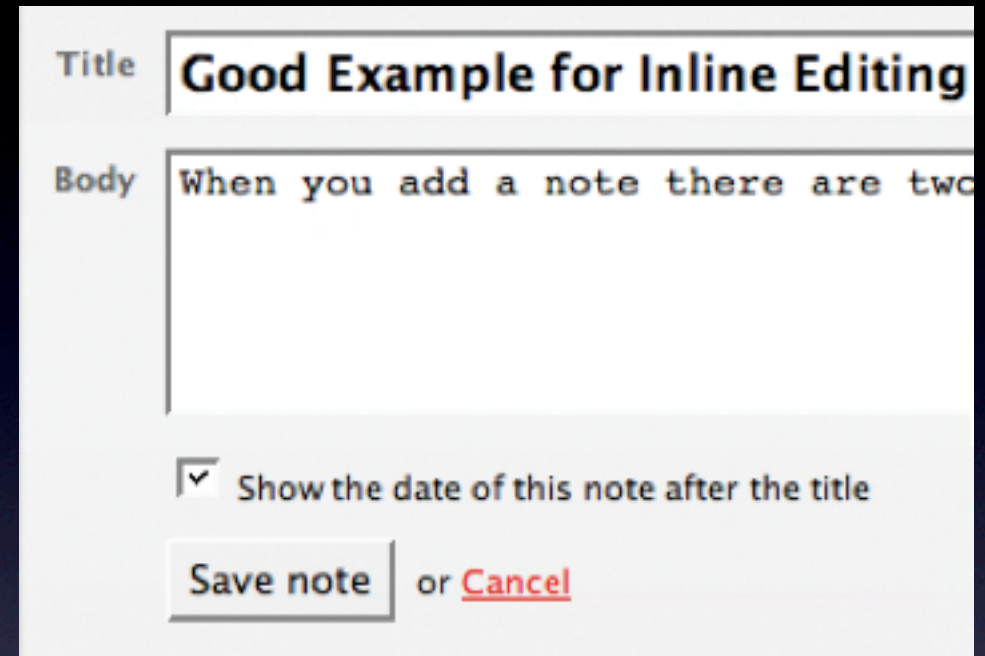


backpackit. **complex inline editing**

make it direct. **inline editing**

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The screenshot shows a form for editing a note. It has a 'Title' field containing 'Good Example for Inline Editing' and a 'Body' field containing '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 'Cancel' link.

Title **Good Example for Inline Editing**

Body When you add a note there are two

Show the date of this note after the title

Save note or [Cancel](#)

backpackit. **complex inline editing**

make it direct. **inline editing**

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Good Example for Inline Editing

When you add a note there are two fields

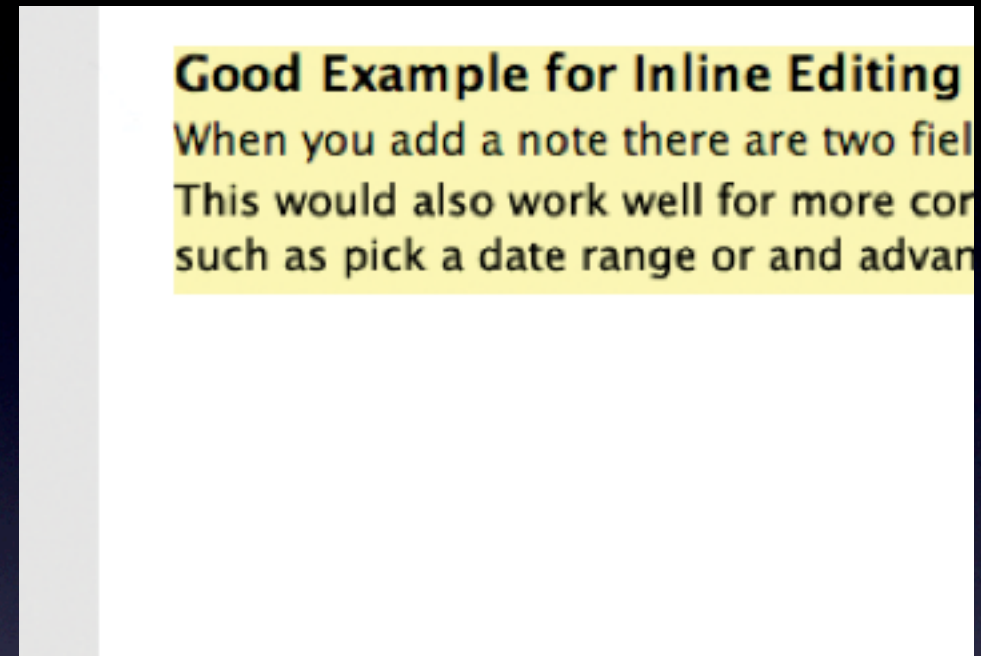
This would also work well for more complex
such as pick a date range or and advanced

backpackit. **complex inline editing**

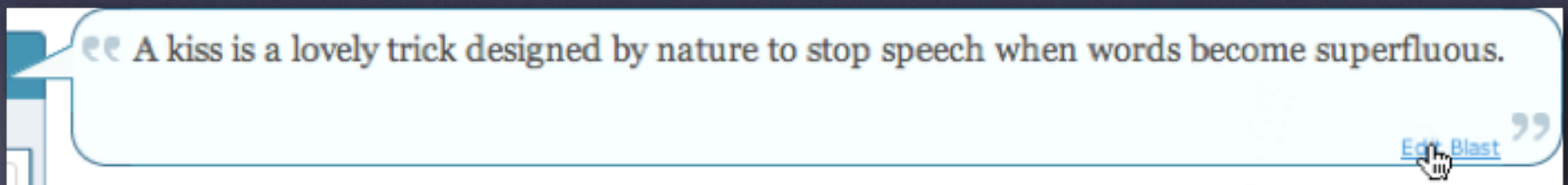
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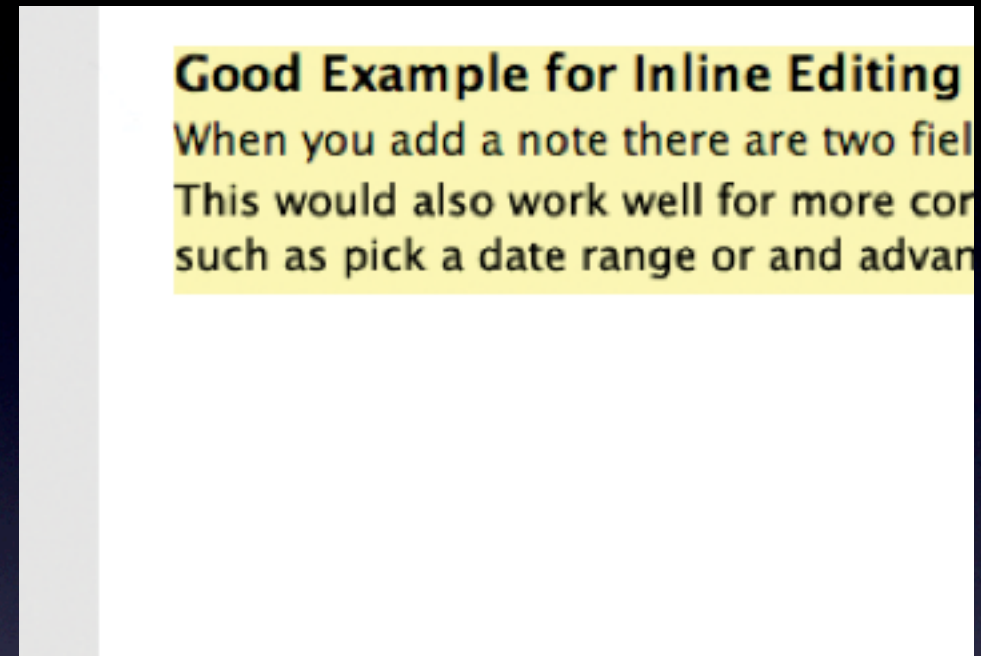


Yahoo! 360 blast. **blending display & edit modes**

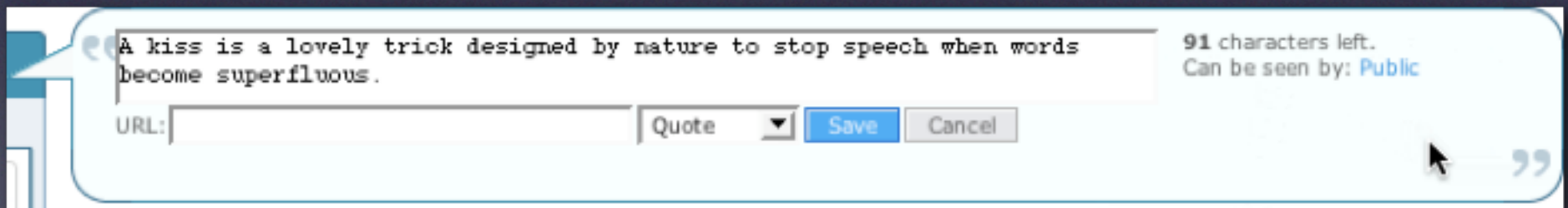
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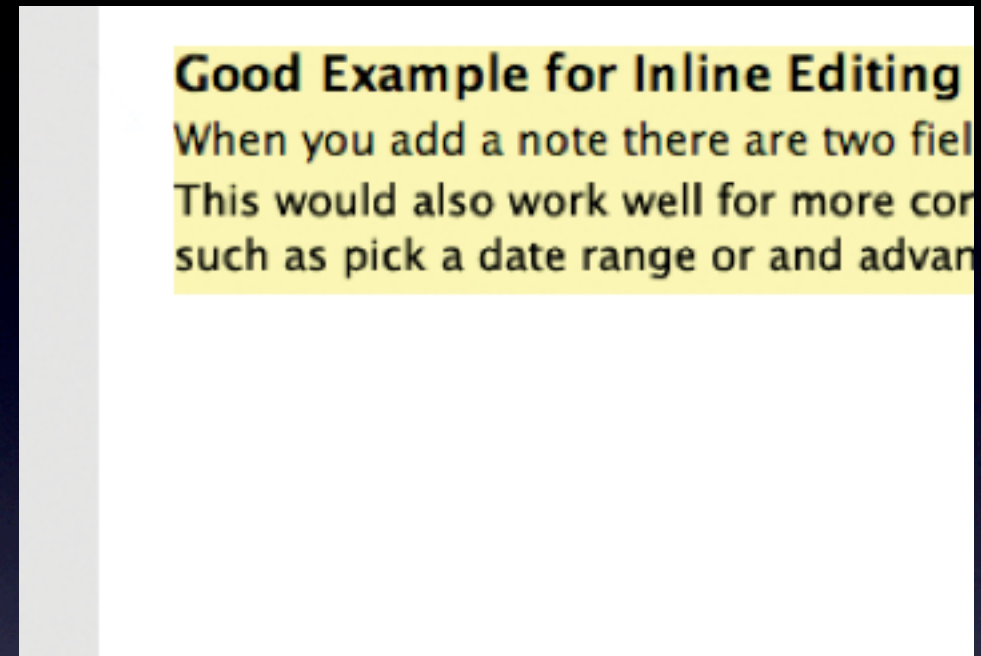


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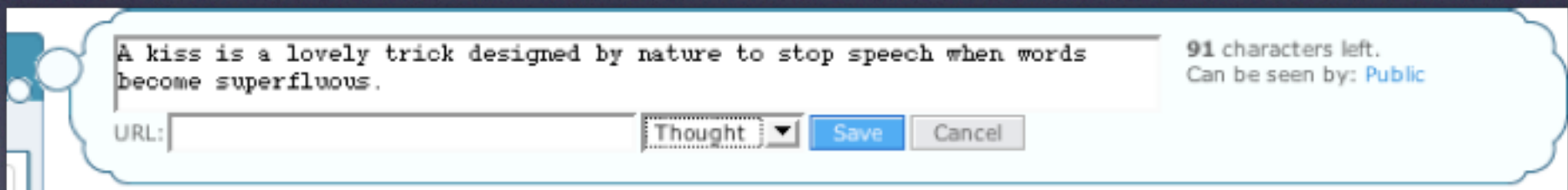
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Yahoo! 360 blast. **blending display & edit modes**

make it direct. **inline editing**

considerations

discoverability

complex editing

blending modes

accessibility

considerations

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complex editing
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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

make it direct. **inline editing**

considerations

discoverability
complex editing
blending modes
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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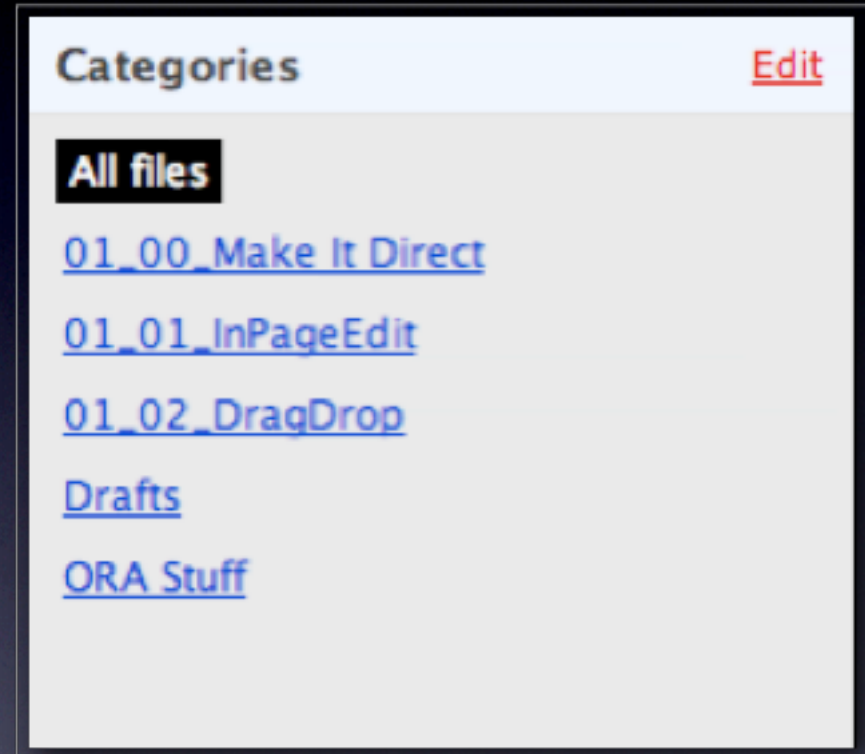
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iPhone. **non-symmetrical**; readability



basecamp. **symmetry of interaction**

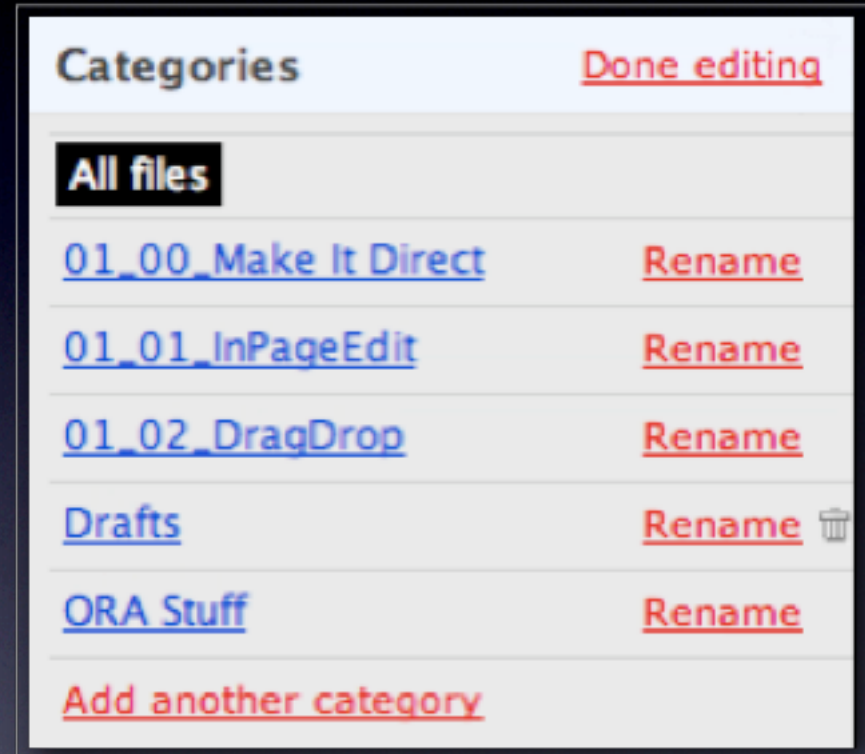
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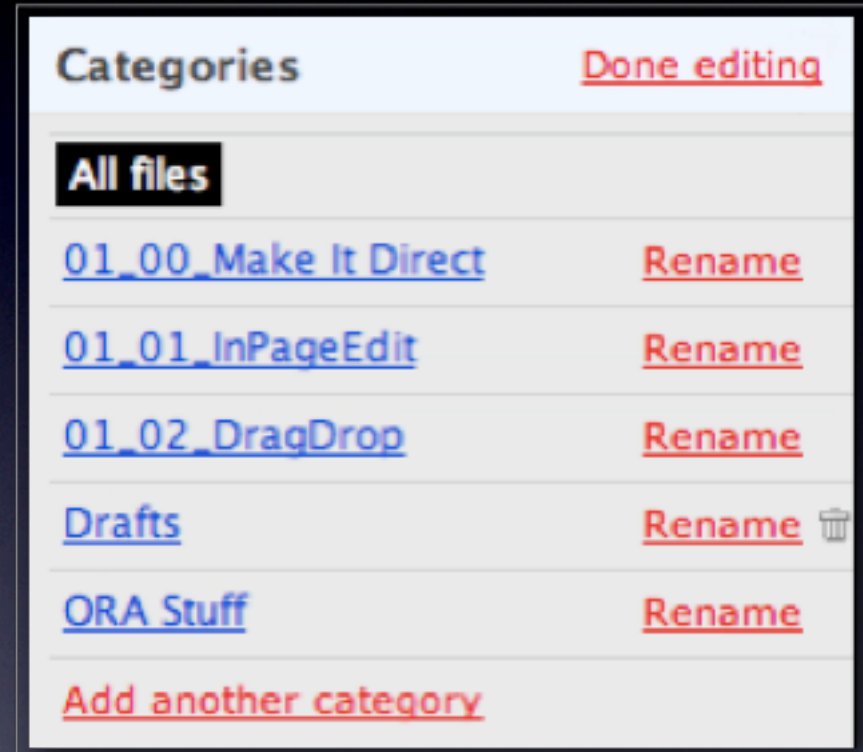
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iPhone. non-symmetrical; readability



basecamp. symmetry of interaction

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

Spenseful Movies on Blu-ray

Bolt



 Add DVD



 Not Interested

Frozen River



 Add DVD



 Not Interested

Transsiberian





 Not Interested

aturing a Strong Female Lead

Netflix. **Symmetrical Interaction**

make it direct. **drag and drop**

Drag and Drop: Take care of the interesting moments

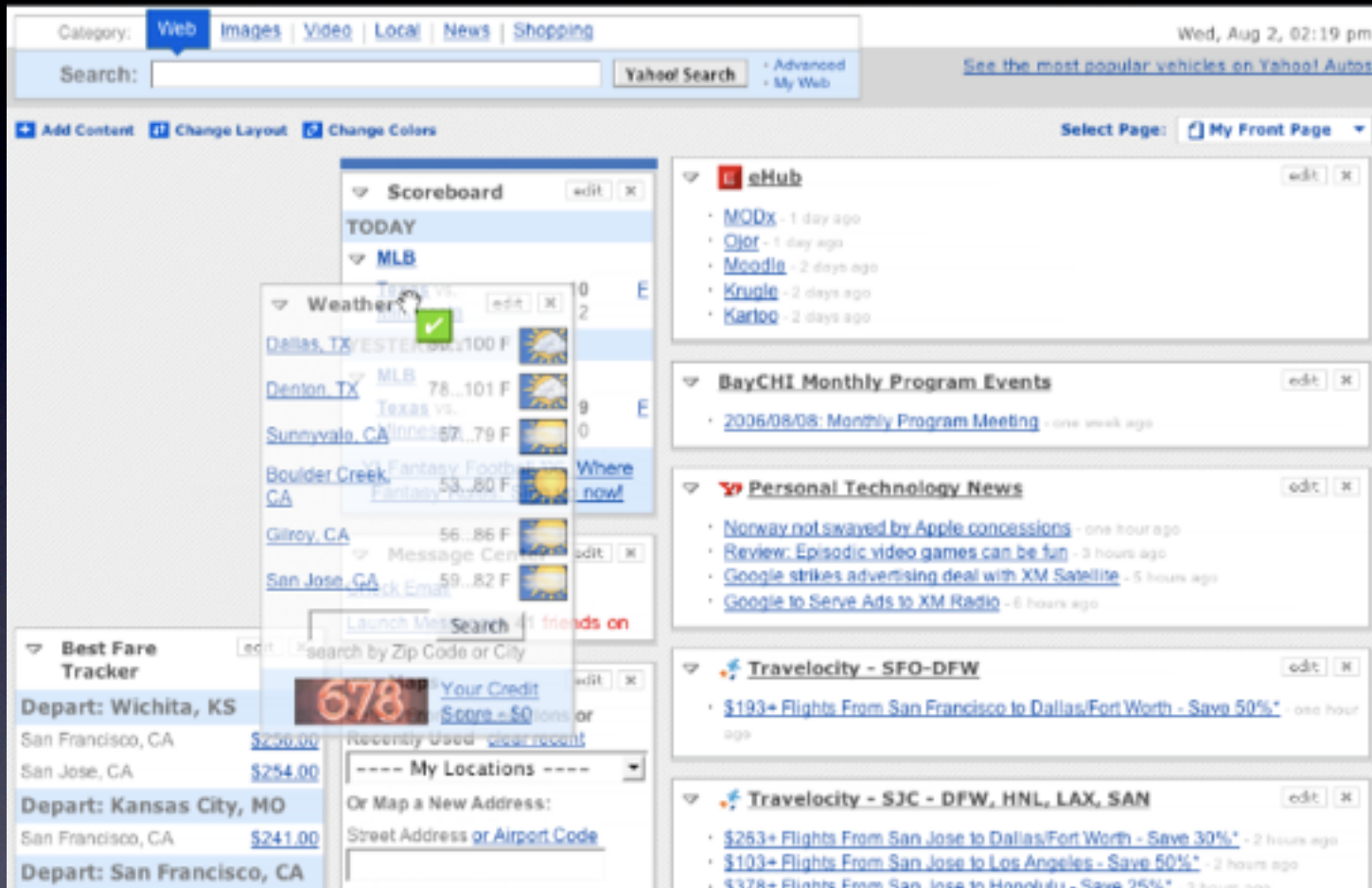
The screenshot shows a My Yahoo! homepage with a search bar at the top and a navigation menu. The main content area is divided into several widgets:

- Weather:** A list of cities with their current weather and temperature ranges: 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), and San Jose, CA (59-82 F). A search box is provided below the list.
- Scoreboard:** A section for MLB games. It shows "TODAY" and "YESTERDAY" games between Texas and Minnesota. Today's game score is 10-2, and yesterday's was 9-0. A link for "Y! Fantasy Football '06" is also present.
- eHub:** A section for user-generated content, listing items like "MODx", "Cjor", "Moodie", "Keuple", and "Kartoo" with their respective ages.
- BayCHI Monthly Program Events:** A section for local events, listing a "2006/08/08: Monthly Program Meeting" from one week ago.
- Personal Technology News:** A section for news articles, including "Norway not swayed by Apple concessions", "Review: Episodic video games can be fun", "Google strikes advertising deal with XM Satellite", and "Google to Serve Ads to XM Radio".
- Best Fare Tracker:** A section for flight deals, showing departures from Wichita, KS, Kansas City, MO, and San Francisco, CA with prices like \$258.00, \$254.00, and \$241.00.
- Message Center:** A section for email and messaging, with a "Launch Messenger" button and a notification for "41 friends on".
- Maps:** A section for location services, including "Select From My Locations or Recently Used" and "Or Map a New Address".
- Travelocity - SFO-DFW:** A section for flight deals from San Francisco to Dallas/Fort Worth, listing a deal for \$193+ with a 50% savings.
- Travelocity - SJC - DFW, HNL, LAX, SAN:** A section for flight deals from San Jose to various destinations, listing deals like \$263+ to Dallas/Fort Worth and \$103+ to Los Angeles.

My Yahoo! drag and drop

make it direct. **drag and drop**

Drag and Drop: Take care of the interesting moments



My Yahoo! drag and drop

make it direct. **drag and drop**

Drag and Drop: Take care of the interesting moments

The screenshot shows a My Yahoo! homepage with a search bar at the top and several widgets. The 'Weather' widget lists cities like Dallas, TX (80-100 F) and Sunnyvale, CA (57-79 F). The 'eHub' widget shows links like 'MODx' and 'Clot'. The 'Personal Technology News' widget features articles such as 'Norway not swayed by Apple concessions'. The 'Travelocity' widget displays flight deals, including '\$193+ Flights From San Francisco to Dallas/Fort Worth - Save 50%*'. A 'Best Fare Tracker' widget shows flight prices from Wichita, KS and Kansas City, MO. A 'Scoreboard' widget shows MLB game results for Texas vs. Minnesota.

My Yahoo! drag and drop

make it direct. **drag and drop**

Drag and Drop: Take care of the interesting moments

The screenshot shows a My Yahoo! homepage with a search bar at the top and several widgets. The 'Best Fare Tracker' widget lists flight options from Wichita, KS to various destinations. The 'Weather' widget shows forecasts for Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA. The 'aHUB' widget lists recent news items. The 'BayCHI Monthly Program Events' widget shows a meeting on 2006/08/08. The 'Personal Technology News' widget lists articles about Norway, video games, and XM Satellite. The 'Travelocity - SFO-DFW' widget shows flight deals from San Francisco to Dallas/Fort Worth. The 'Travelocity - SJC - DFW, HNL, LAX, SAN' widget shows flight deals from San Jose to various destinations. The 'Scoreboard' widget shows MLB game results for Texas vs. Minnesota.

Category	Item	Price/Score
Best Fare Tracker	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	
Dallas, TX - DFW	\$347.00	
Depart: San Jose, CA		
	Dallas, TX - DFW	N/A

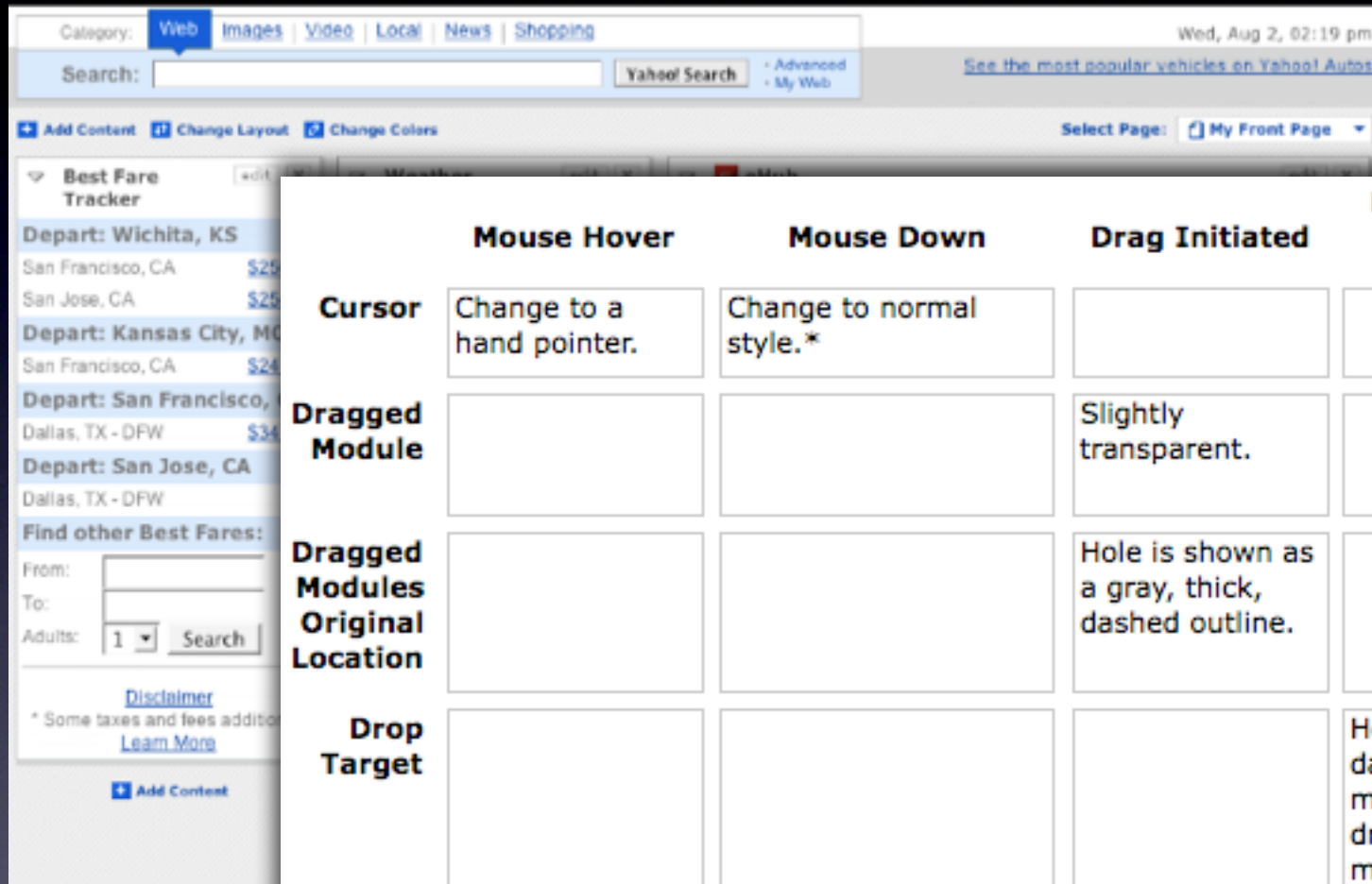
City	Temp Range	Forecast
Dallas, TX	80...100 F	Sunny
Denton, TX	78...101 F	Sunny
Sunnyvale, CA	57...79 F	Sunny
Boulder Creek, CA	53...80 F	Sunny
Gilroy, CA	56...86 F	Sunny
San Jose, CA	59...82 F	Sunny

City	Score	Result
TODAY		
MLB		
Texas vs. Minnesota	10 - 2	E
YESTERDAY		
MLB		
Texas vs. Minnesota	9 - 0	E

My Yahoo! drag and drop

make it direct. **drag and drop**

Drag and Drop: Take care of the interesting moments



My Yahoo! drag

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

make it direct. **drag and drop**

discoverability

hover invitation

interesting moments

activation on mouse down

tip during alternate path

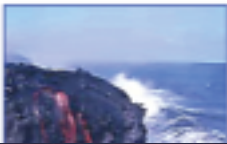
additional visual affordances

at Kilauea Volcano

quietly



ocean at a new location
or black sand beach or spills
5 m tall. As waves splash
surface of the molten
atters into small, glassy
water does not become
the lava, explosions rarely
st few hours of a new ocean
view up close lava entering



YAHOO! GOBBLER™

Projects (8)

Geography: Land...

“ Pahoehoe lava entering the ocean at a new location either oozes across a...”


gobble this web page

Birds' Nests

“ As waves splash over the advancing...”

gobble this web page

Scratchpad



gobble this web page

Return to Y! Teachers

make it direct. **drag and drop**

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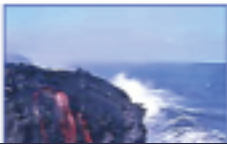
yahoo! teachers. hints during interesting moments

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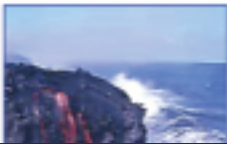
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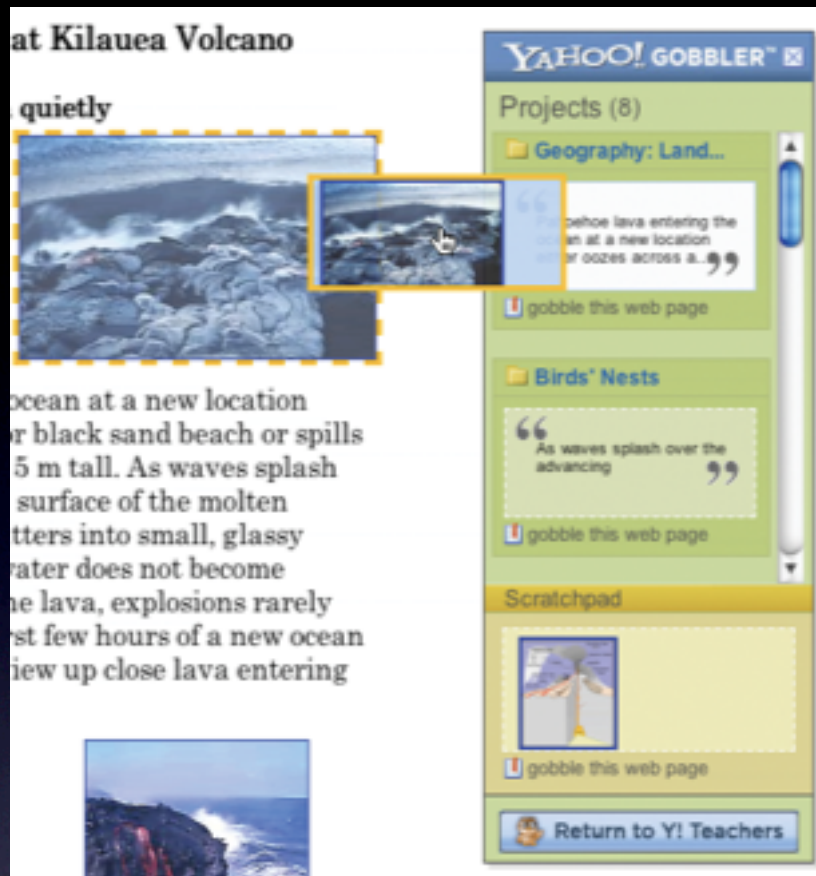
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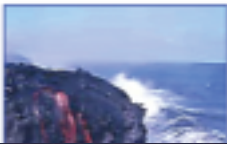
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discoverability

hover invitation

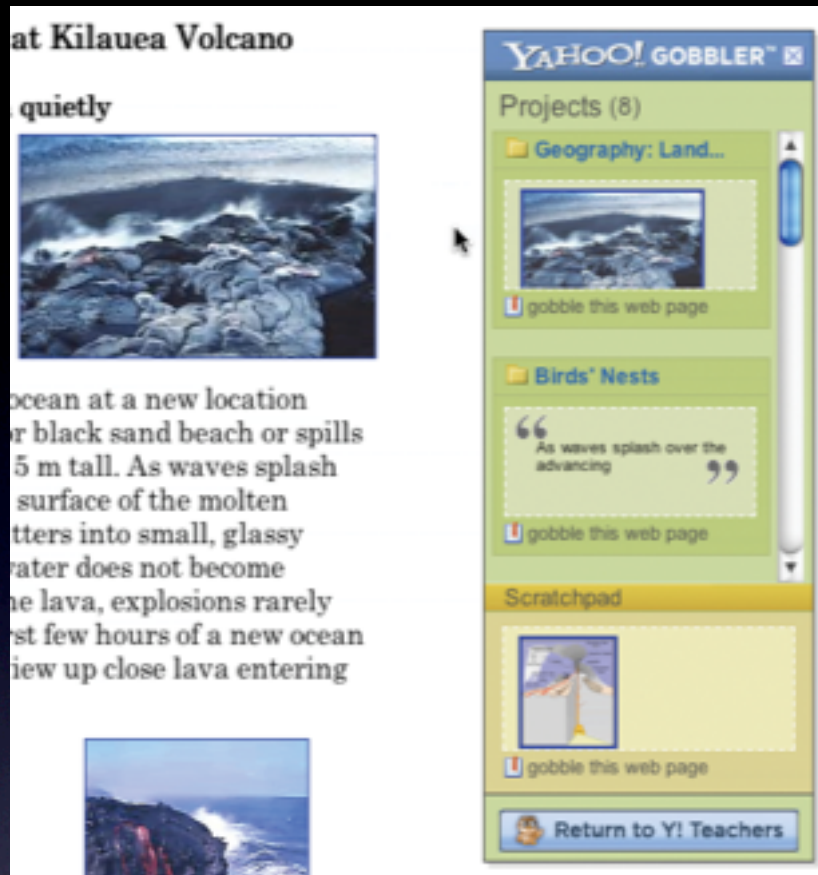
interesting moments

activation on mouse down

tip during alternate path

additional visual affordances

yahoo! teachers. hints during interesting moments



make it direct. **drag and drop**

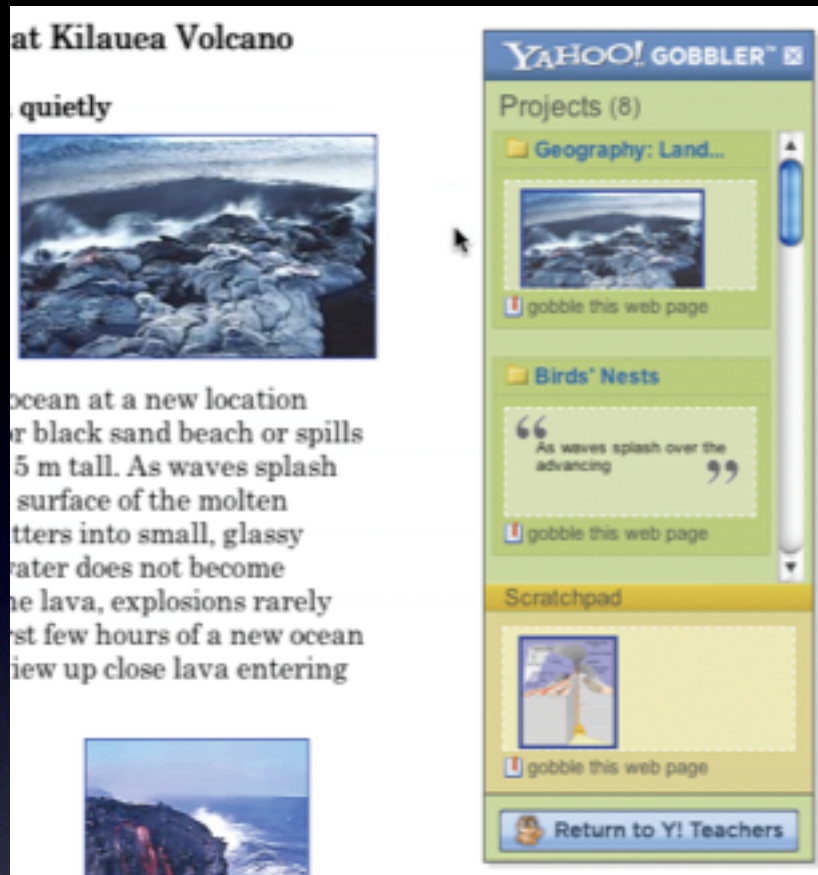
discoverability

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

yahoo! teachers. hints during interesting moments

DVD Queue (109)		See Queue tips	Update DVD Queue		
Ship	Move	Watch	Star Rating	DVD	Remove
Priority to Top	Movie Title	Instantly		Availability	
1	Harry Potter and the Chamber of Secrets		★★★★☆	Now	<input type="checkbox"/>
2	Gattaca		★★★★☆	Now	<input type="checkbox"/>
3	Harry Potter and the Sorcerer's Stone		★★★★☆	Now	<input type="checkbox"/>
4	Le Samourai		★★★★☆	Now	<input type="checkbox"/>

netflix. not enough hints.



make it direct. **drag and drop**

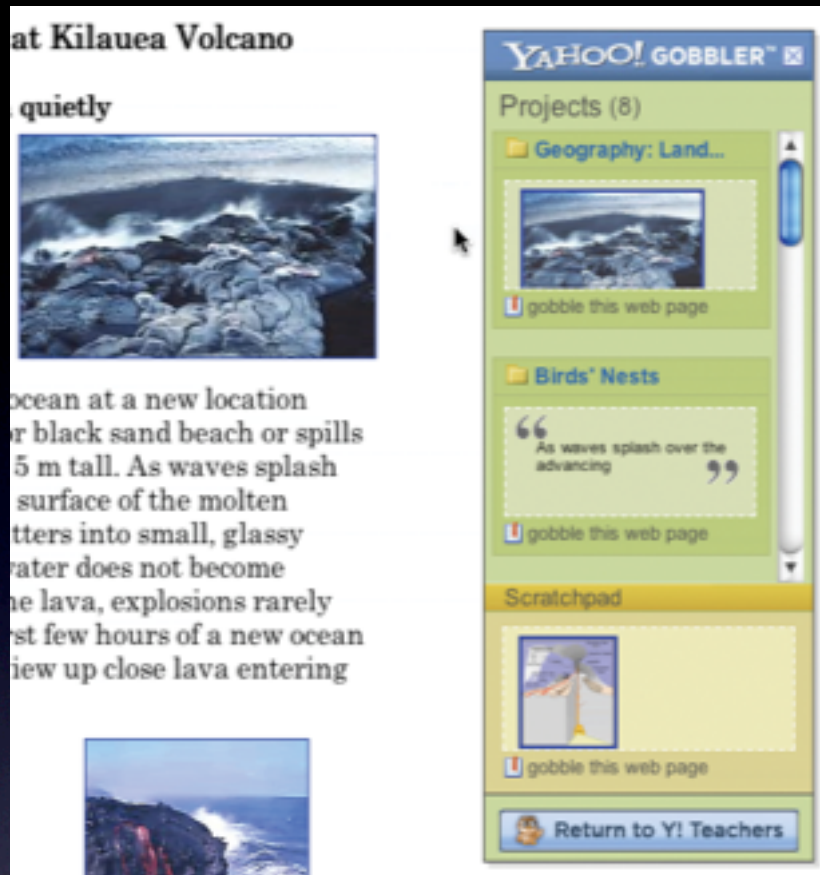
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DVD Queue (109)		See Queue tips	Update DVD Queue		
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netflix. not enough hints.

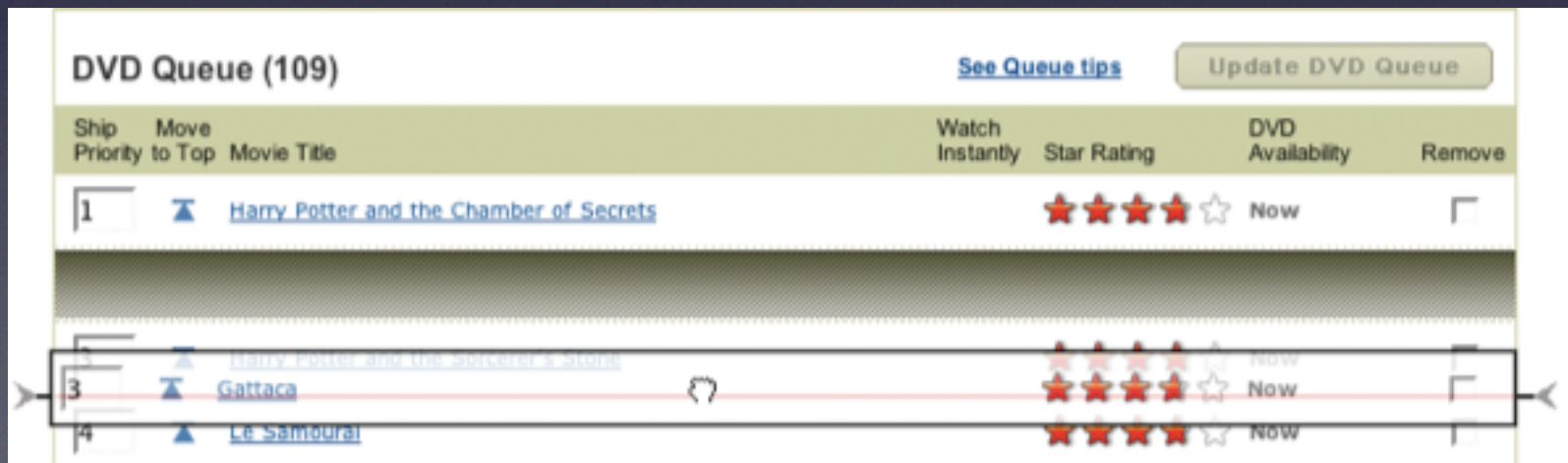


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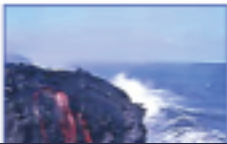
netflix. not enough hints.

at Kilauea Volcano

quietly



ocean at a new location
or black sand beach or spills
5 m tall. As waves splash
surface of the molten
atters into small, glassy
water does not become
the lava, explosions rarely
first few hours of a new ocean
view up close lava entering



YAHOO! GOBBLER™

Projects (8)

- Geography: Land...

gobble this web page
- Birds' Nests
“As waves splash over the advancing”
gobble this web page
- Scratchpad

gobble this web page

Return to Y! Teachers

make it direct. **drag and drop**

discoverability

hover invitation

interesting moments

activation on mouse down

tip during alternate path

additional visual affordances

yahoo! teachers. hints during interesting moments

DVD Queue (109)		See Queue tips	Update DVD Queue			
Ship	Move	Movie Title	Watch Instantly	Star Rating	DVD Availability	Remove
1	▲	Harry Potter and the Chamber of Secrets		★★★★☆	Now	<input type="checkbox"/>
2	▲	Harry Potter and the Sorcerer's Stone		★★★★☆	Now	<input type="checkbox"/>
3	▲	Gattaca		★★★★☆	Now	<input type="checkbox"/>
4	▲	Le Samourai		★★★★☆	Now	<input type="checkbox"/>

netflix. not enough hints.

make it direct. **anti-patterns**

drag and drop

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

make it direct. **anti-patterns**

anti-pattern. **artificial construct**

The screenshot shows a real estate search interface. On the left is a sidebar with a 'Home Locator' logo, a 'SEARCH AREA' map of North America, and 'FILTERS' for Price Range, Bedrooms, Bathrooms, and Maximum Price. The main area features a table of search results with columns for Price, Sq. Ft., Bedrooms, Baths, and Storage. A map on the right shows the search area in the San Antonio region. At the bottom, a blue banner displays a heart icon and the text 'BEP VOOR FAVORIETEN BIK' and 'You have 1 properties in your favorites'.

Price	Sq. Ft.	Bedrooms	Baths	Storage
\$182,000	968	2	1	1
\$115,000	7700	2	1	1
\$170,000	912	2	2	1
\$290,000	910	2	2	1
\$141,000	1398	2	4	1
\$5,300,000	3010	4	3	1
\$171,000	1310	4	2	2
\$1,100,000	2000	3	4	1
\$823,000	1308	3	3	1
\$194,000	1410	3	3	1
\$712,000	1030	2	2	1
\$407,000	1119	2	2	1
\$451,000	1370	4	3	1
\$430,000	1308	2	2	1

drag and drop

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Price	Sq. Ft.	Bedrooms	Baths	Storages
\$100,000	900	2	1	1
\$105,000	7700	2	0	0
\$170,000	910	2	2	1
\$290,000	930	2	2	1
\$345,000	1090	2	4	1
\$5,300,000	3030	4	3	1
\$603,000	1310	3	3	1
\$101,000	1430	3	2	1
\$703,000	1080	3	2	1
\$110,000	1110	3	3	1
\$803,000	1370	4	2	1
\$490,000	1810	2	2	1
\$923,000	1330	4	2	1
\$923,000	1330	4	2	1

drag and drop

Not for simply setting an attribute
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anti-pattern. **artificial construct**

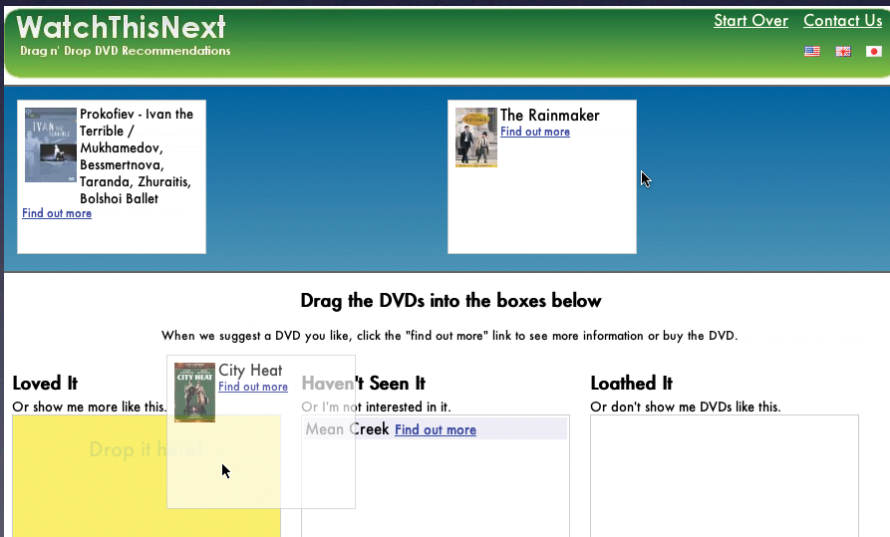


drag and drop

Not for simply setting an attribute
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anti-pattern. **artificial construct**

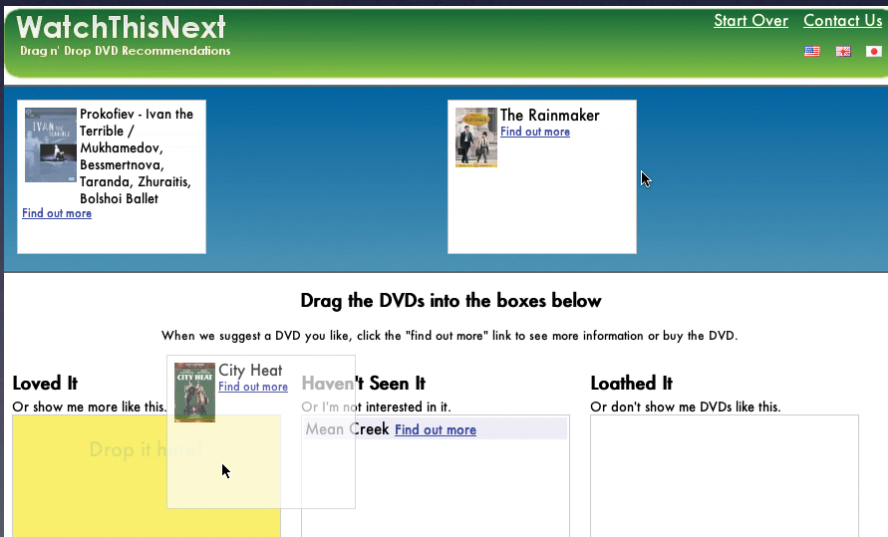
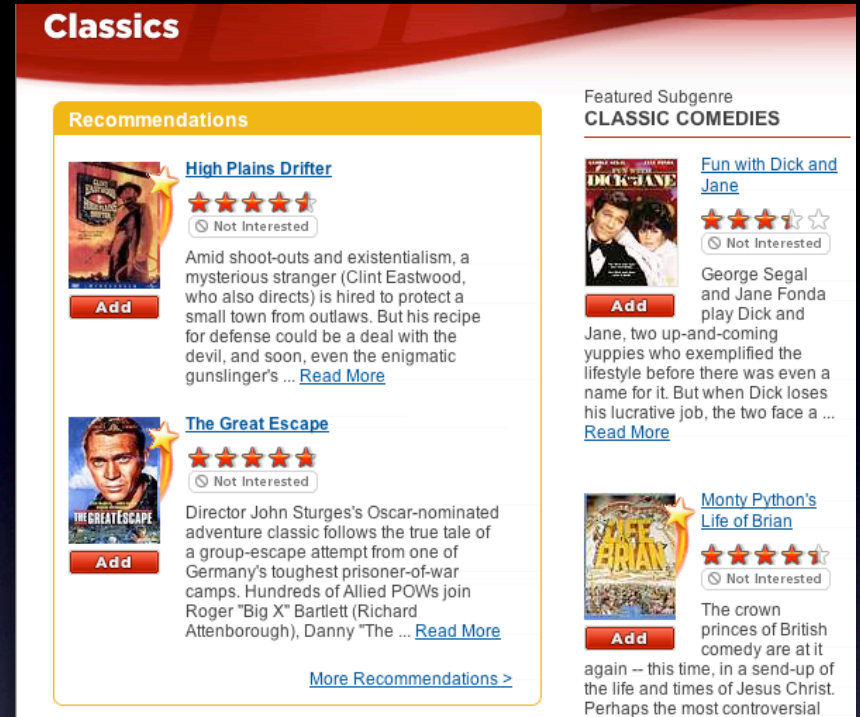


drag and drop

Not for simply setting an attribute
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drag and drop

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



keep it lightweight

keep it lightweight. **contextual tools**

keep it lightweight. **contextual tools**

digg. in page action

180
digg

Are Lost's New Time-Travel Physics Junk Science? Maybe Not..

popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)

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25 Comments Share Bury msaleem made popular 9 min ago





keep it lightweight. **contextual tools**


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185 diggs

Are Lost's New Time-Travel Physics Junk Science? Maybe Not..

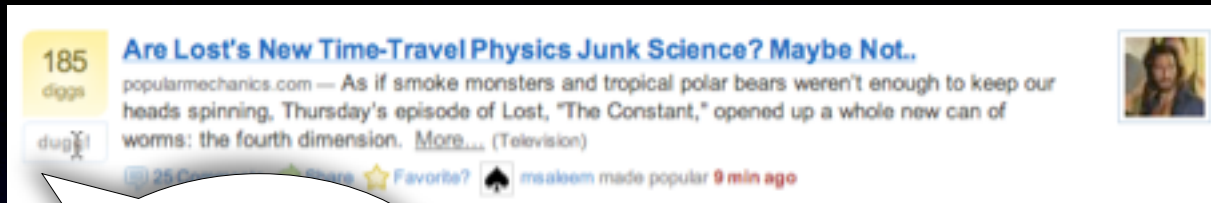
popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)

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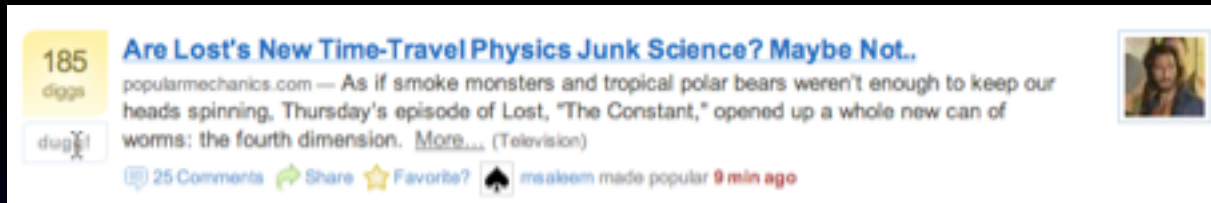
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Key to digg's
early success -
Kevin Rose

keep it lightweight. **contextual tools**

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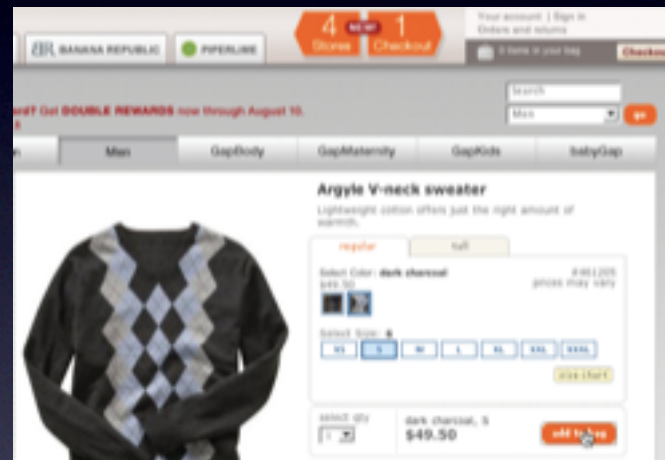


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BANANA REPUBLIC PAPERLINE

4 items 1 item

Your account | Sign in | Orders and returns

0 items in your bag | Checkout

Don't Get DOUBLE REWARDS now through August 10.

Search

Men

Argyle V-neck sweater

Lightweight cotton offers just the right amount of warmth.

regular full

Select Color: **dark charcoal** \$49.50 prices may vary

Select Size: XS S M L XL XXL XXXL

add to bag

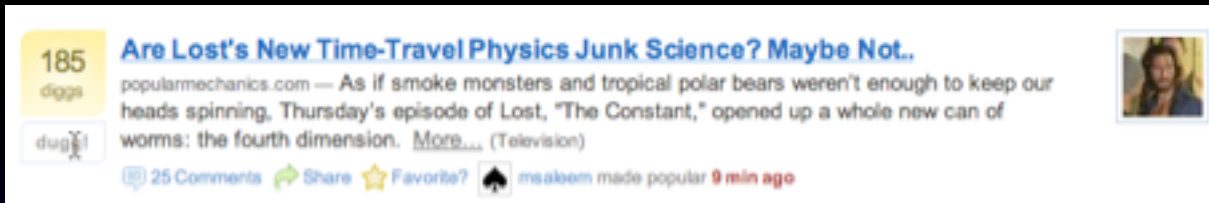
select qty: 1

dark charcoal, S \$49.50

the gap. remembered collections

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digg. in page action



A screenshot of a Digg article snippet. On the left, a yellow box contains the number '185' and the word 'diggs'. Below it is a 'digg!' button. The article title is 'Are Lost's New Time-Travel Physics Junk Science? Maybe Not..'. The text below the title reads: 'popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)'. At the bottom, there are icons for '25 Comments', 'Share', 'Favorite?', and a user profile icon for 'msaleem' with the text 'made popular 9 min ago'. A small profile picture of a man is on the right.

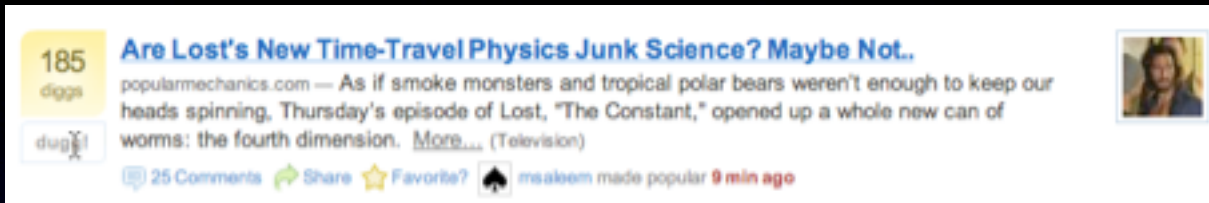


A screenshot of a Gap website product page for an 'Argyle V-neck sweater'. The sweater is dark with a light-colored argyle pattern. The page shows the product name, a description 'Lightweight cotton offers soft warmth.', and a price of '\$49.50'. There are size selection buttons (XS, S, M, L, XL, XXL) and a 'Click Chart' button. A 'WANT MORE?' section suggests adding items from other stores for a \$7 shipping fee. The page also features a shopping cart icon with '4 items' and '1 checkout', and a 'View your bag' button. The top navigation includes 'BANKA REPUBLIC', 'PAPERLINE', and 'Men', 'GapBody', 'GapMaternity'.

the gap. remembered collections

keep it lightweight. **contextual tools**

digg. in page action

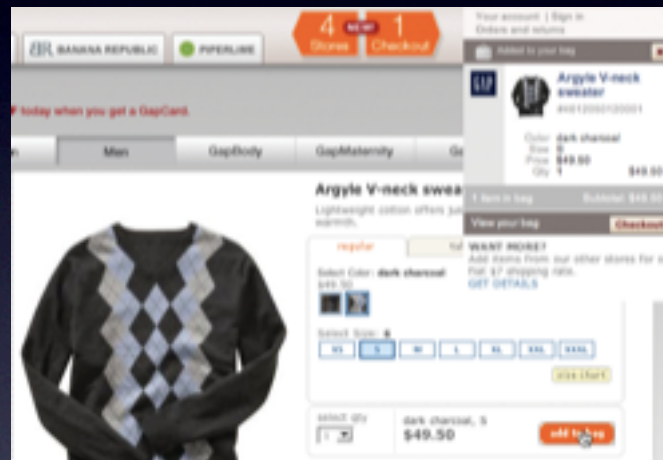


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25 Comments Share Favorite? msaleem made popular 9 min ago



BANANA REPUBLIC PAPERLINE

4 items 1 checkout

today when you get a GapCard.

Men GapBody GapMaternity

Argyle V-neck sweater

Lightweight cotton offers soft warmth.

regular \$49.50

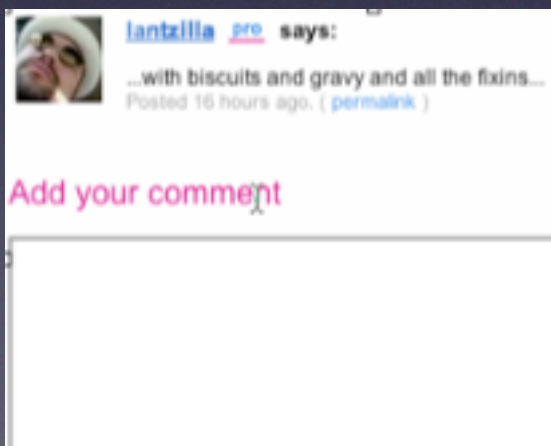
SELECT COLOR: **dark charcoal**

SELECT SIZE: **M**

add to bag

WANT MORE? Add items from our other stores for one flat \$7 shipping rate. [GET DETAILS](#)

the gap. remembered collections



lantzilla says:

...with biscuits and gravy and all the fixins...

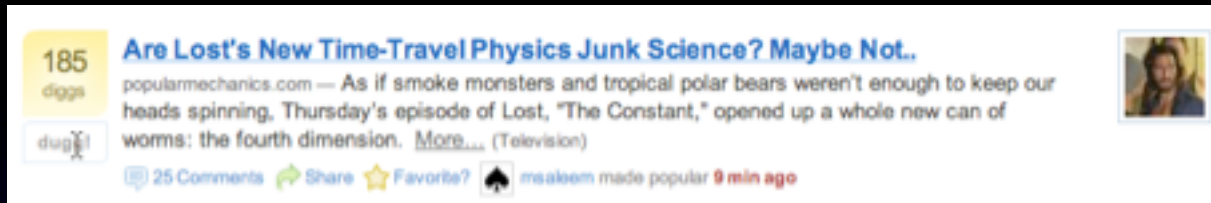
Posted 16 hours ago. ([permalink](#))

Add your comment

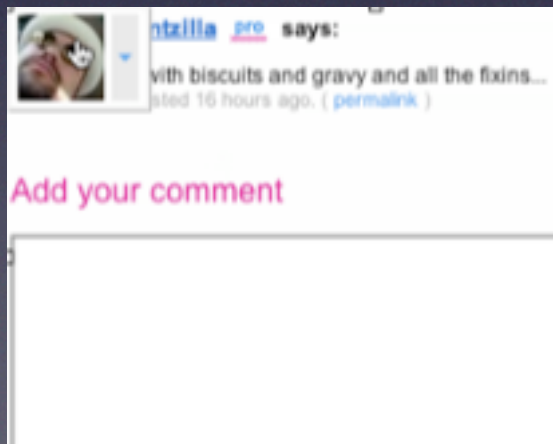
flickr, backpackit. **contextual tools**

keep it lightweight. **contextual tools**

digg. in page action



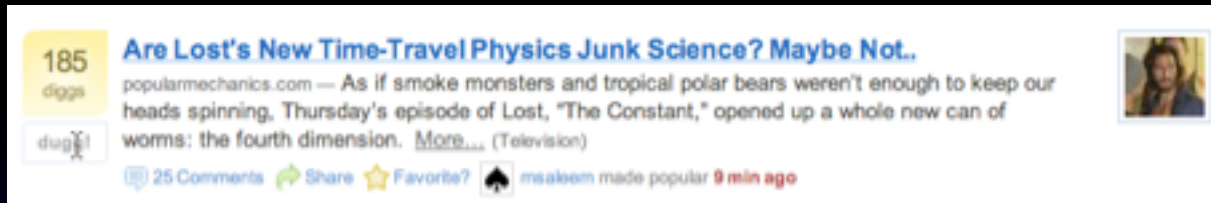
the gap. remembered collections



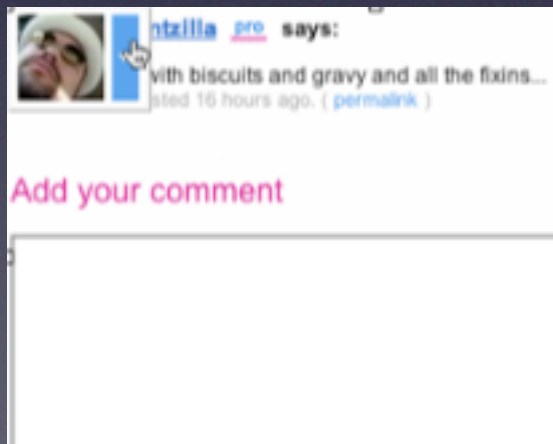
flickr; backpackit. **contextual tools**

keep it lightweight. **contextual tools**

digg. in page action



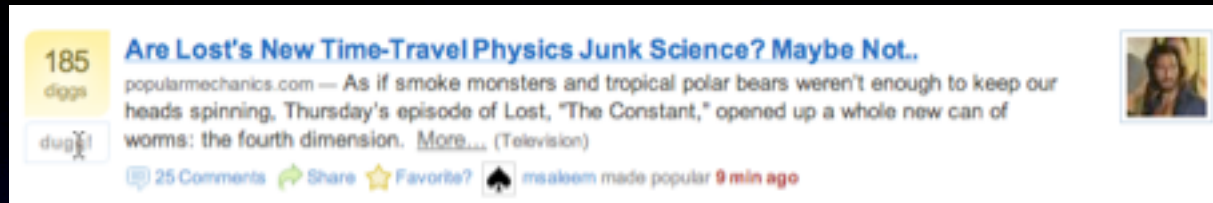
the gap. remembered collections



flickr; backpackit. **contextual tools**

keep it lightweight. **contextual tools**

digg. in page action

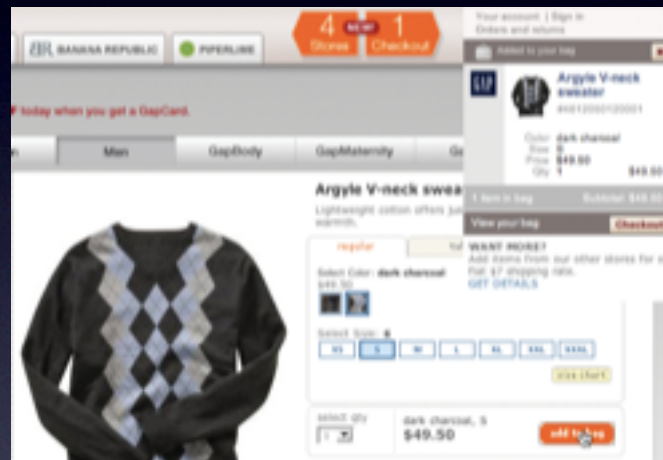


185 diggs

Are Lost's New Time-Travel Physics Junk Science? Maybe Not..

popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)

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BANANA REPUBLIC PAPERLINE

4 items 1 item

today when you get a GapCard.

Men GapBody GapMaternity

Argyle V-neck sweater

Lightweight cotton offers soft warmth.

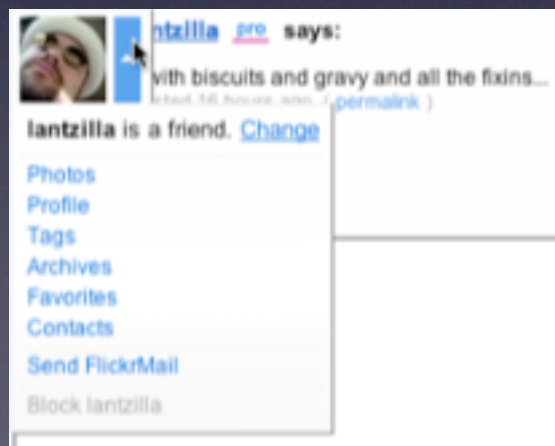
regular **WANT MORE?** Add items from our other stores for one flat \$7 shipping rate. [GET DETAILS](#)

Select Color: **dark charcoal** \$49.50

Select Size: XS S M L XL XXL

add to bag

the gap. remembered collections



lantzilla pro says:

with biscuits and gravy and all the fixins... [permalink](#)

lantzilla is a friend. [Change](#)

- Photos
- Profile
- Tags
- Archives
- Favorites
- Contacts
- Send FlickrMail
- Block lantzilla

flickr; backpackit. **contextual tools**

keep it lightweight. **contextual tools**

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BANANA REPUBLIC PAPERLINE

4 items 1 item

Argyle V-neck sweater

Color: dark charcoal

Price: \$49.50

Subtotal: \$49.50

WANT MORE? Add items from our other stores for one flat \$7 shipping rate. GET DETAILS

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- Send FlickrMail
- Block lantzilla

Pick Up at the Store

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread

flickr; backpackit. **contextual tools**

keep it lightweight. **contextual tools**

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185 diggs

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- Photos
- Profile
- Tags
- Archives
- Favorites
- Contacts
- Send FlickrMail
- Block lantzilla

Pick Up at the Store

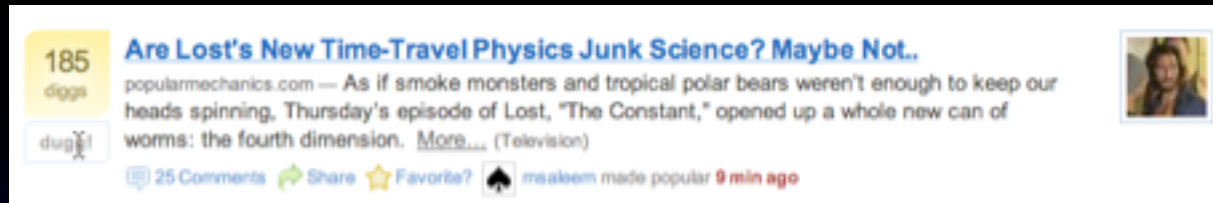
[Edit](#)

- Milk
- Orange Juice
- Tomatoes
- Lettuce
- Bread

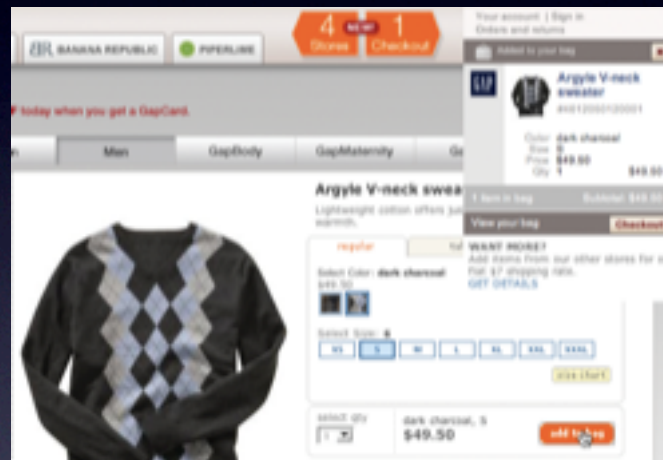
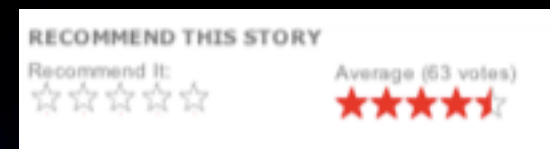
flickr; backpackit. **contextual tools**

keep it lightweight. **contextual tools**

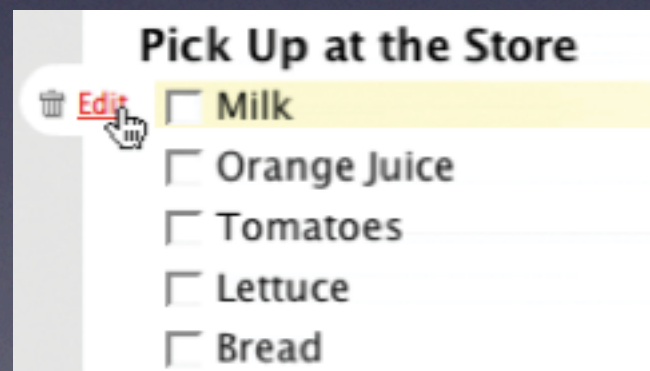
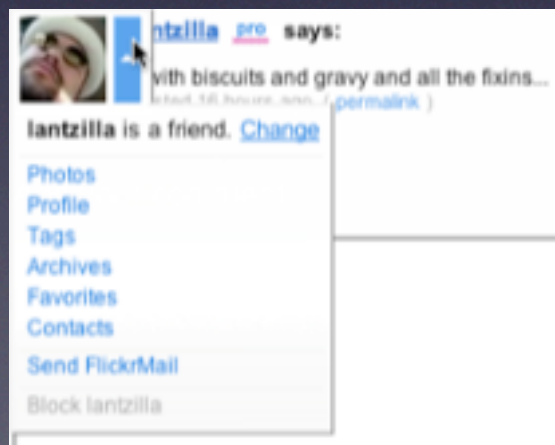
digg. in page action



y! news, netflix. rating an object



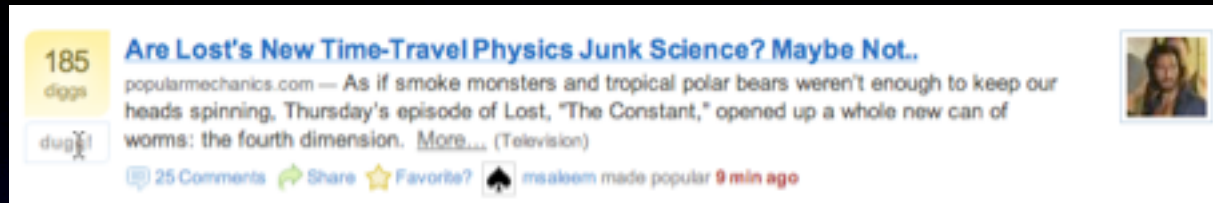
the gap. remembered collections



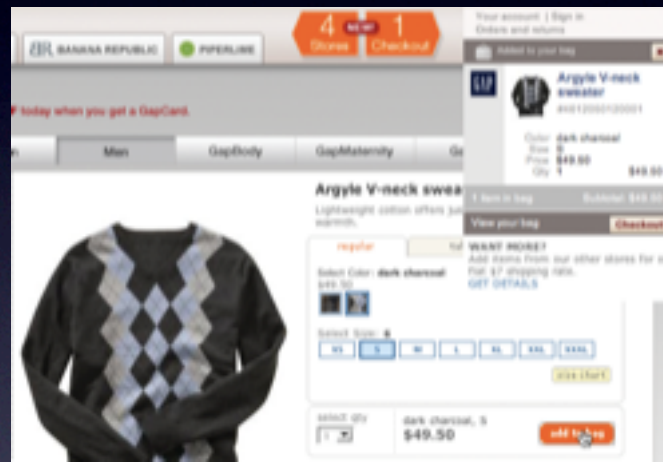
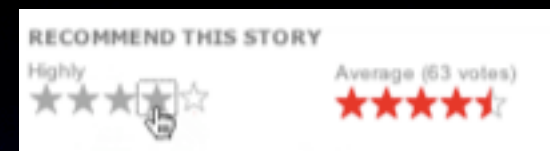
flickr, backpackit. **contextual tools**

keep it lightweight. **contextual tools**

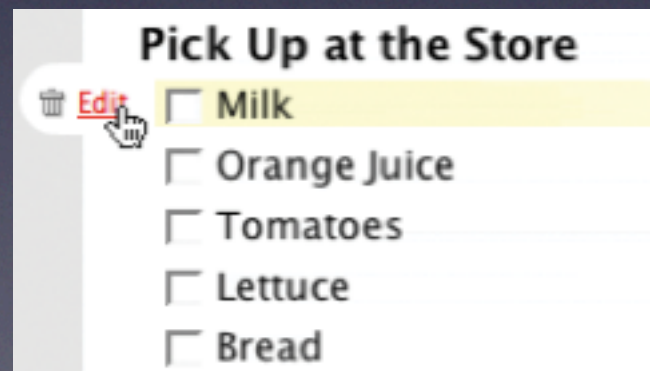
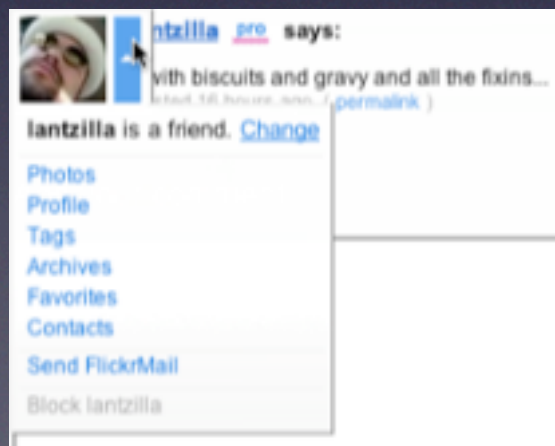
digg. in page action



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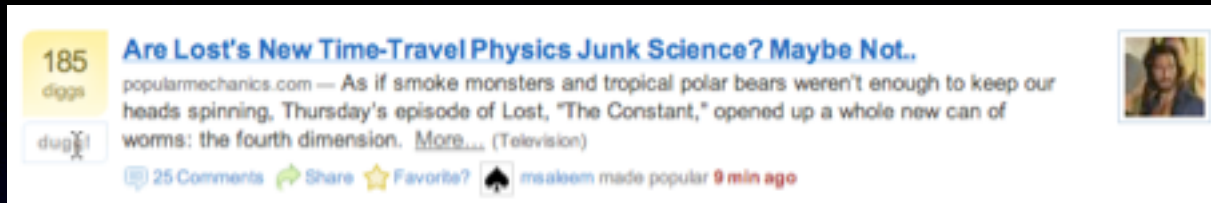
the gap. remembered collections



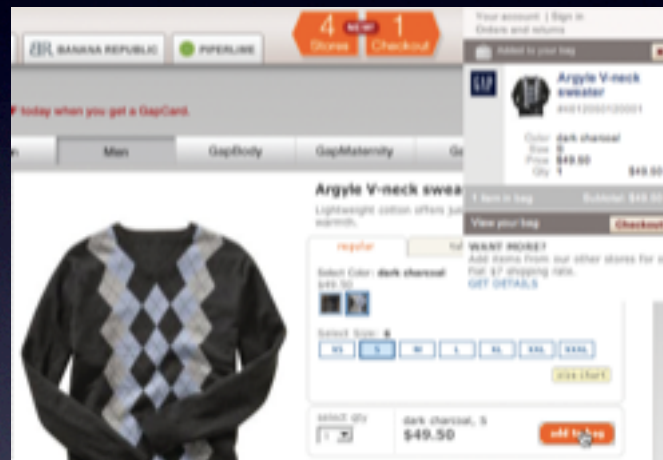
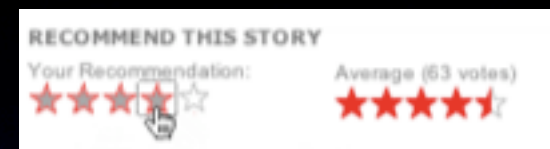
flickr; backpackit. **contextual tools**

keep it lightweight. **contextual tools**

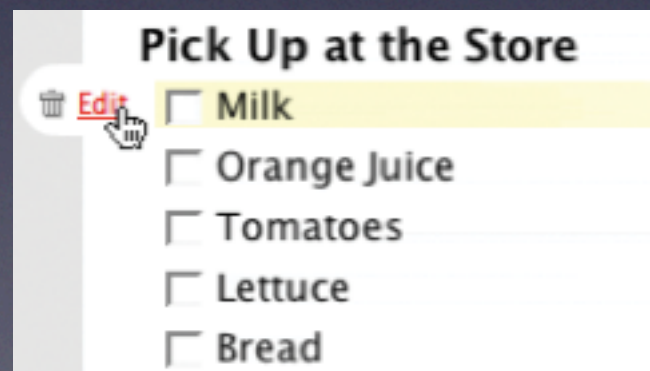
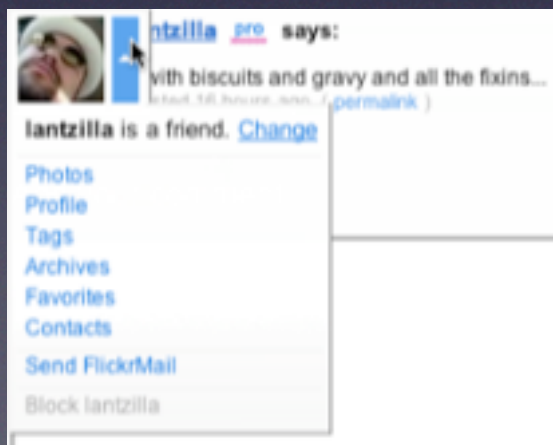
digg. in page action



y! news, netflix. rating an object



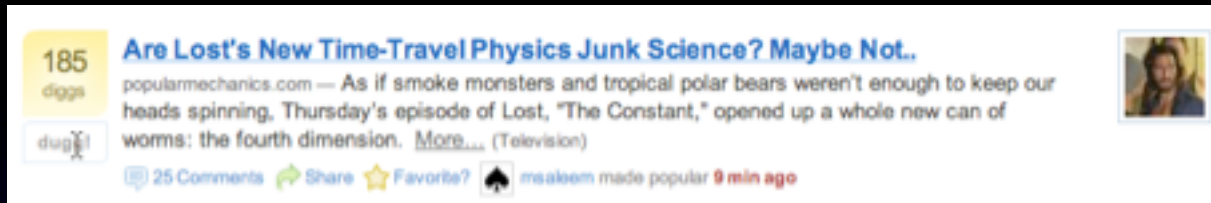
the gap. remembered collections



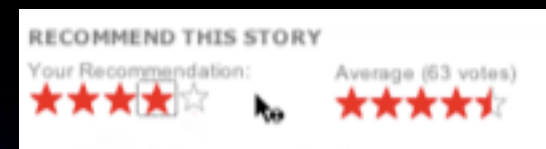
flickr, backpackit. **contextual tools**

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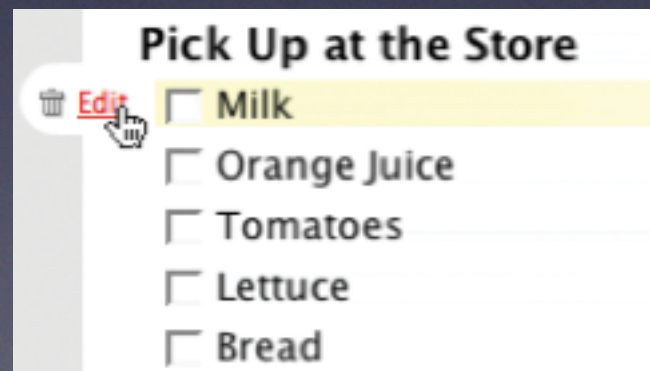
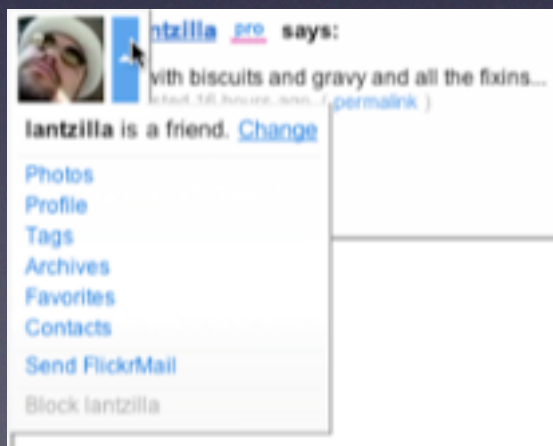
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 Your Recommendation: ★★★★★
 Average (63 votes) ★★★★★

Star Wars: Episode V: The Imperial Strikes Back
 (1980) [PG](#)
 George Lucas's epic saga continues (theatrical version) as Luke Skywalker becomes the Jedi from aging master Yoda.
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The Critics: **B-**
 14 reviews
 Yahoo! Users: **B+**
 13199 ratings
 My Grade: **A**
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My Grade: B Good
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The Critics: B- [14 reviews](#)
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Your Recommendation: ★★★★★

Average (63 votes) ★★★★★

Star Wars: Episode V: The Imperial Strikes Back
Theatrical Version (1980) PG

George Lucas's epic saga continues (the theatrical version) as Luke Skywalker returns to the Jedi from aging master Yoda.

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★★★★★

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Color: dark charcoal

Price: \$49.50

Subtotal: \$49.50

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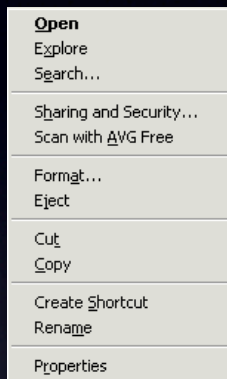
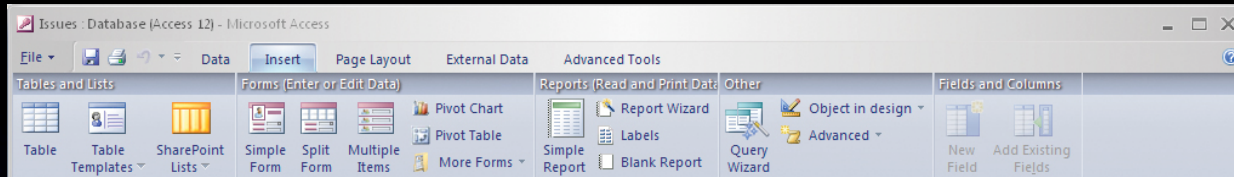
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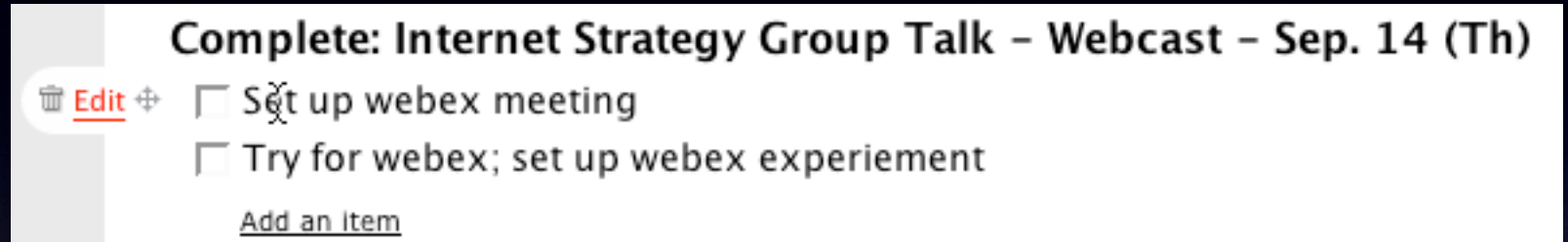
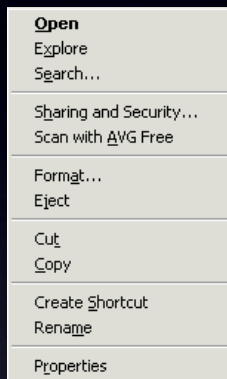
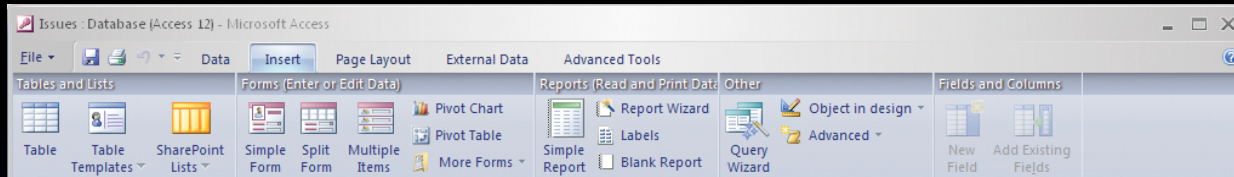
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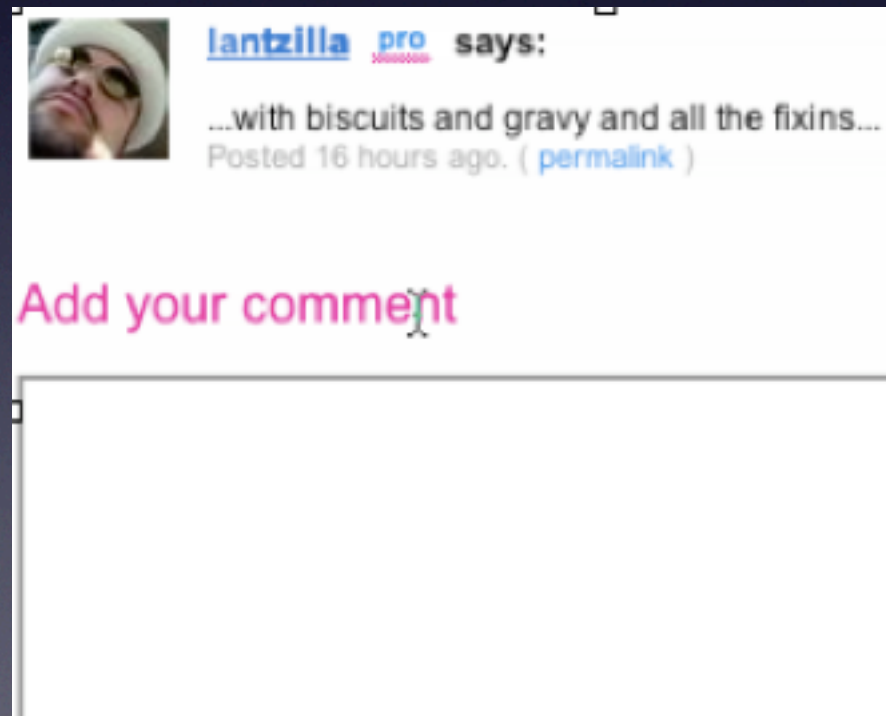
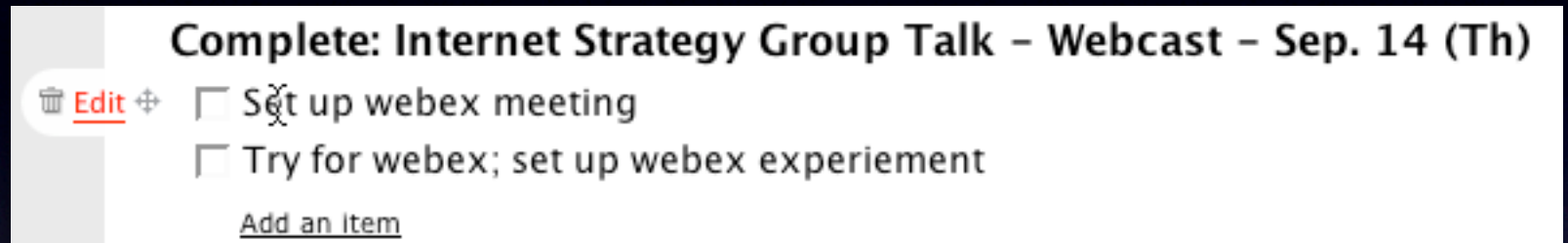
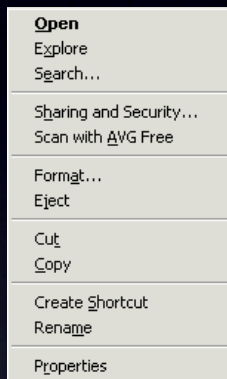
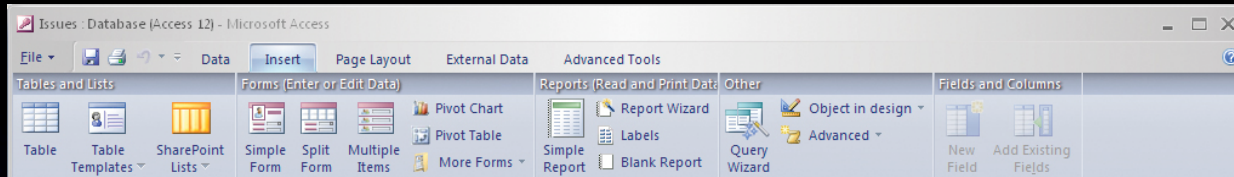
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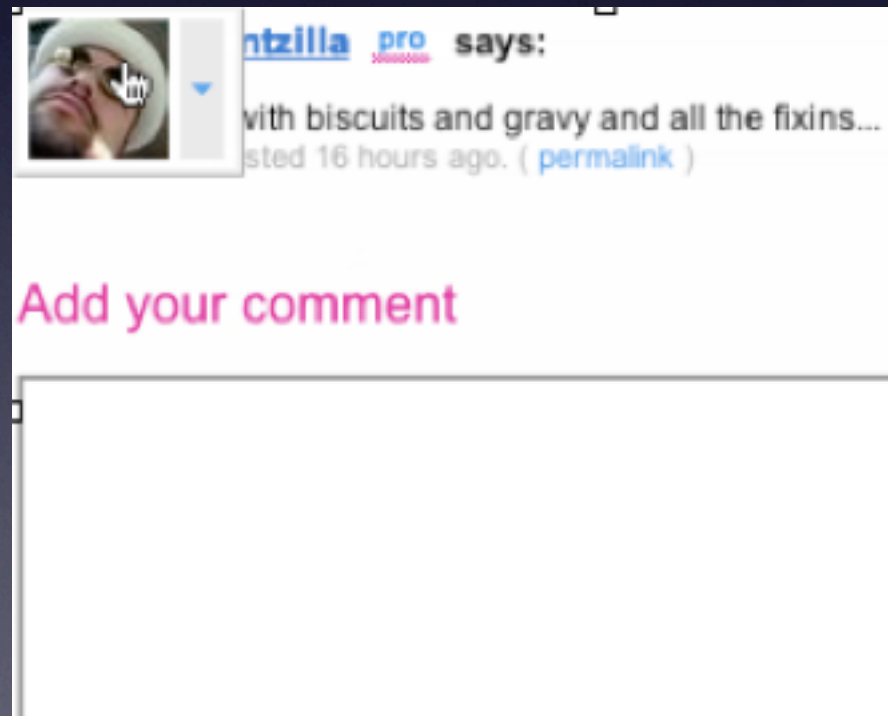
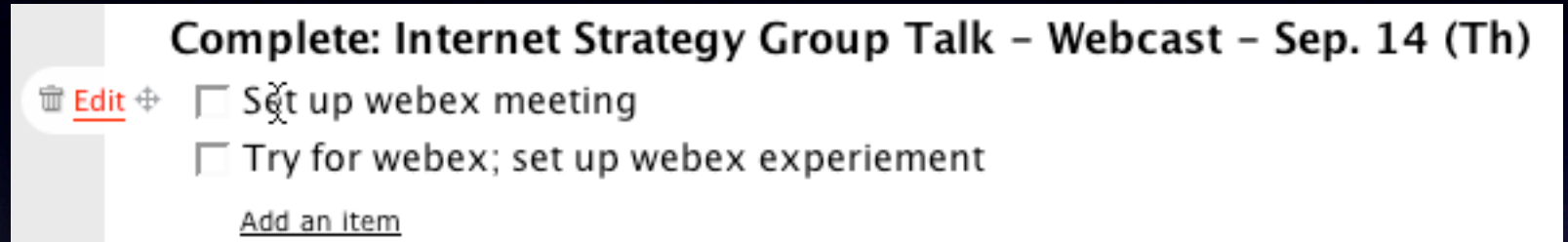
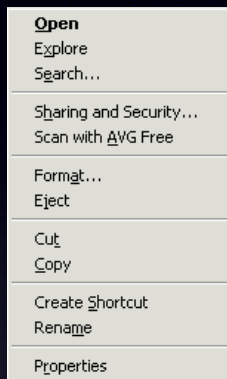
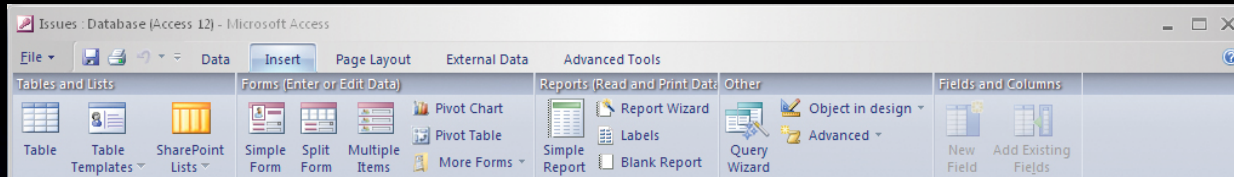
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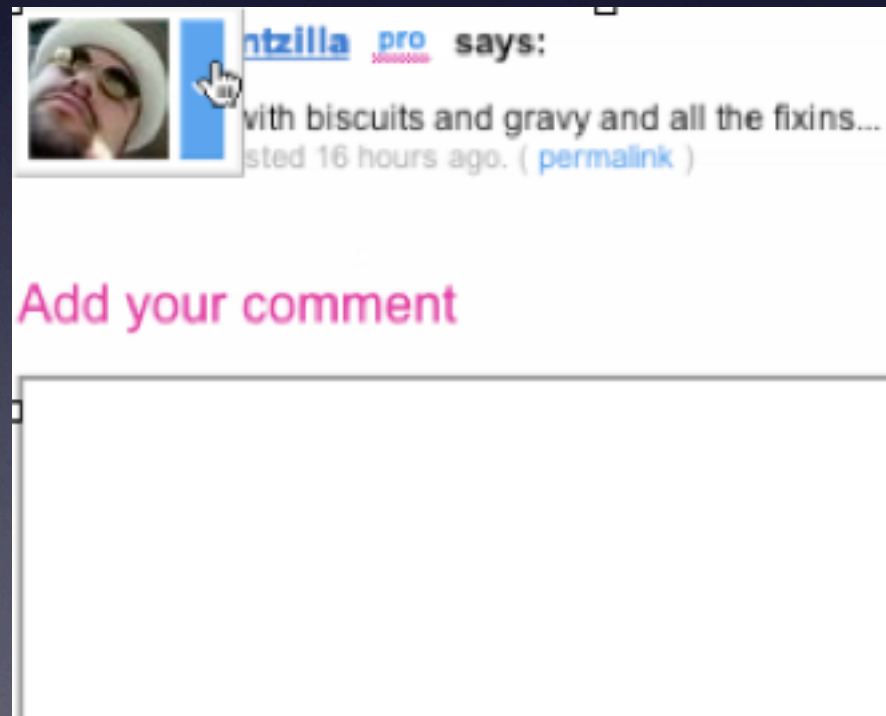
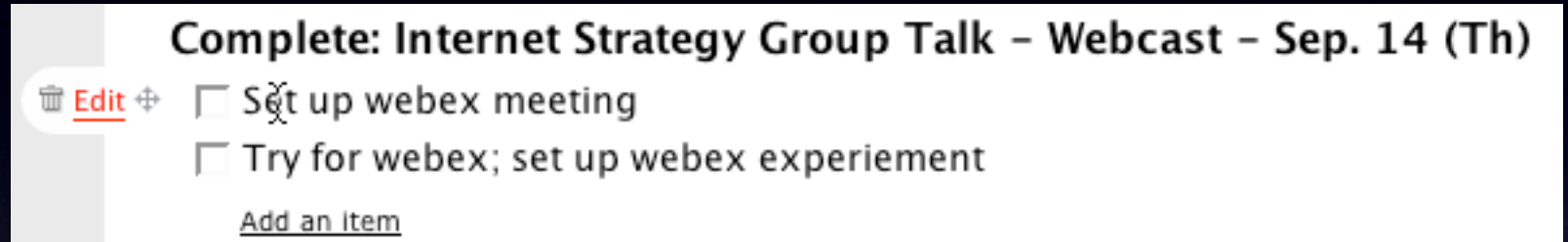
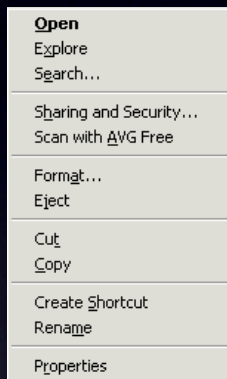
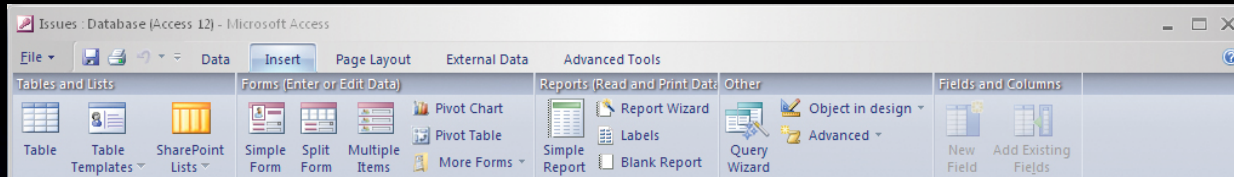
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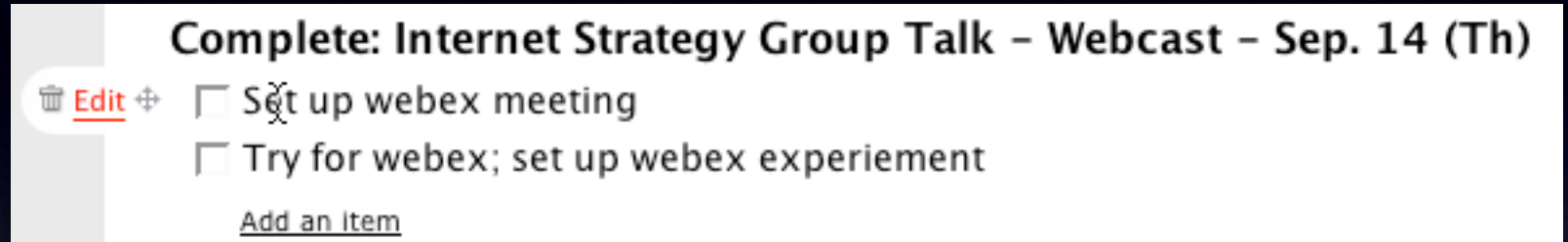
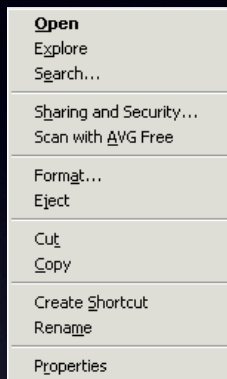
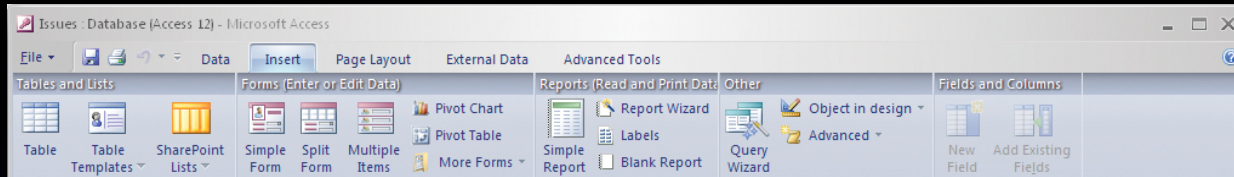
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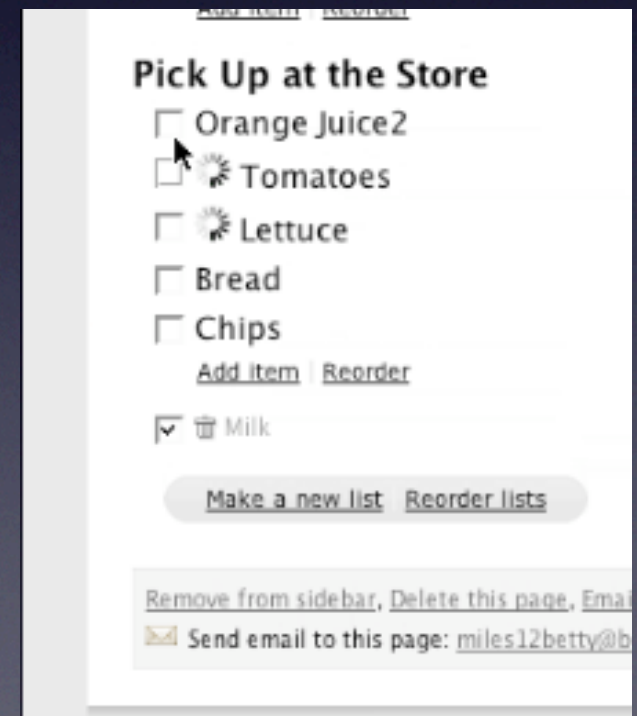
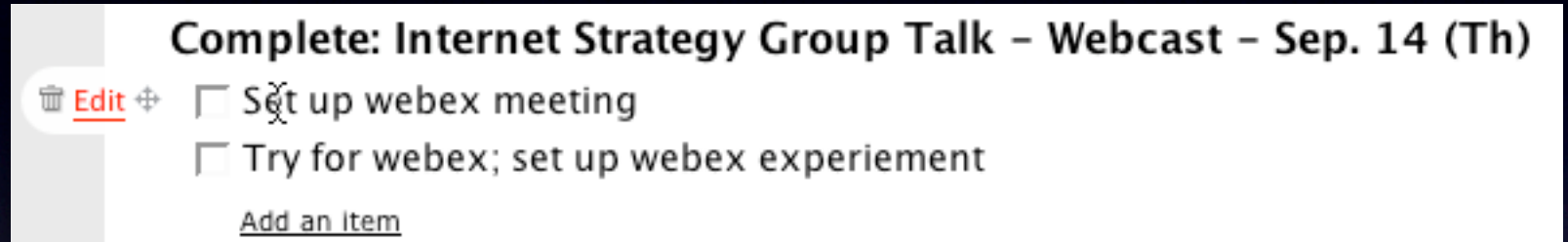
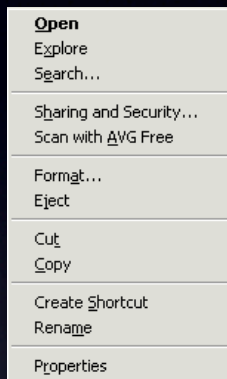
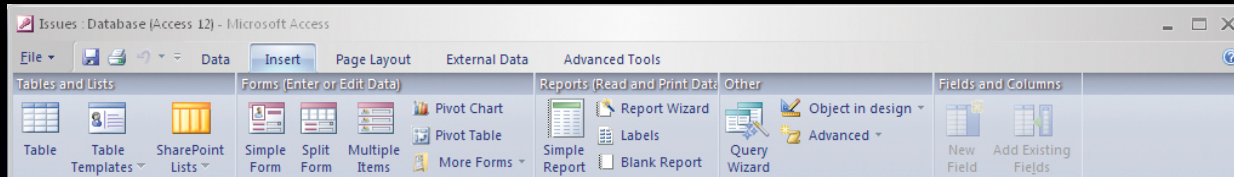
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keep it lightweight. **contextual tools**

Remove the “pain points”

Shorten the path

Keep actions immediate and light

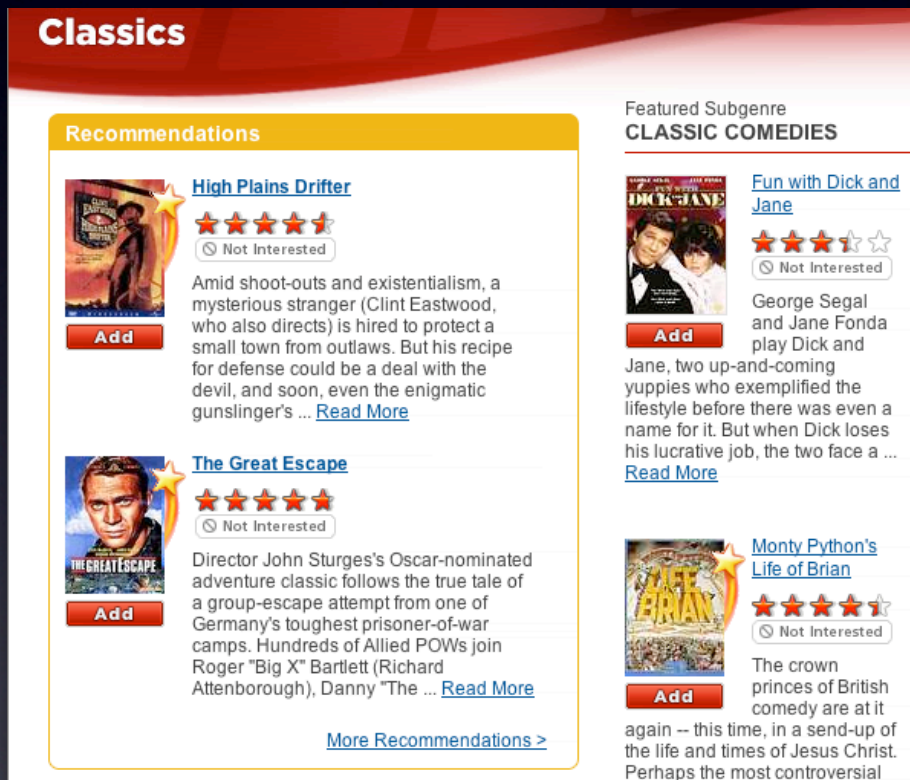
Use hover, blur, focus; avoid heavy events

Remove the “pain points”

Shorten the path

Keep actions immediate and light

Use hover, blur, focus; avoid heavy events



The screenshot shows a 'Classics' section on a website. It features a 'Recommendations' sidebar on the left and a main content area on the right. The sidebar lists 'High Plains Drifter' and 'The Great Escape', each with a star rating, a 'Not Interested' button, and an 'Add' button. The main content area features a 'Featured Subgenre CLASSIC COMEDIES' section with three items: 'Fun with Dick and Jane', 'Monty Python's Life of Brian', and another item partially visible. Each item in the main area also includes a star rating, a 'Not Interested' button, and an 'Add' button. A 'More Recommendations >' link is at the bottom of the sidebar.

Classics

Recommendations

High Plains Drifter
★★★★★
Not Interested
Add
Amid shoot-outs and existentialism, a mysterious stranger (Clint Eastwood, who also directs) is hired to protect a small town from outlaws. But his recipe for defense could be a deal with the devil, and soon, even the enigmatic gunslinger's ... [Read More](#)

The Great Escape
★★★★★
Not Interested
Add
Director John Sturges's Oscar-nominated adventure classic follows the true tale of a group-escape attempt from one of Germany's toughest prisoner-of-war camps. Hundreds of Allied POWs join Roger "Big X" Bartlett (Richard Attenborough), Danny "The ... [Read More](#)

[More Recommendations >](#)

Featured Subgenre CLASSIC COMEDIES

Fun with Dick and Jane
★★★★★
Not Interested
Add
George Segal and Jane Fonda play Dick and Jane, two up-and-coming yuppies who exemplified the lifestyle before there was even a name for it. But when Dick loses his lucrative job, the two face a ... [Read More](#)

Monty Python's Life of Brian
★★★★★
Not Interested
Add
The crown princes of British comedy are at it again -- this time, in a send-up of the life and times of Jesus Christ. Perhaps the most controversial

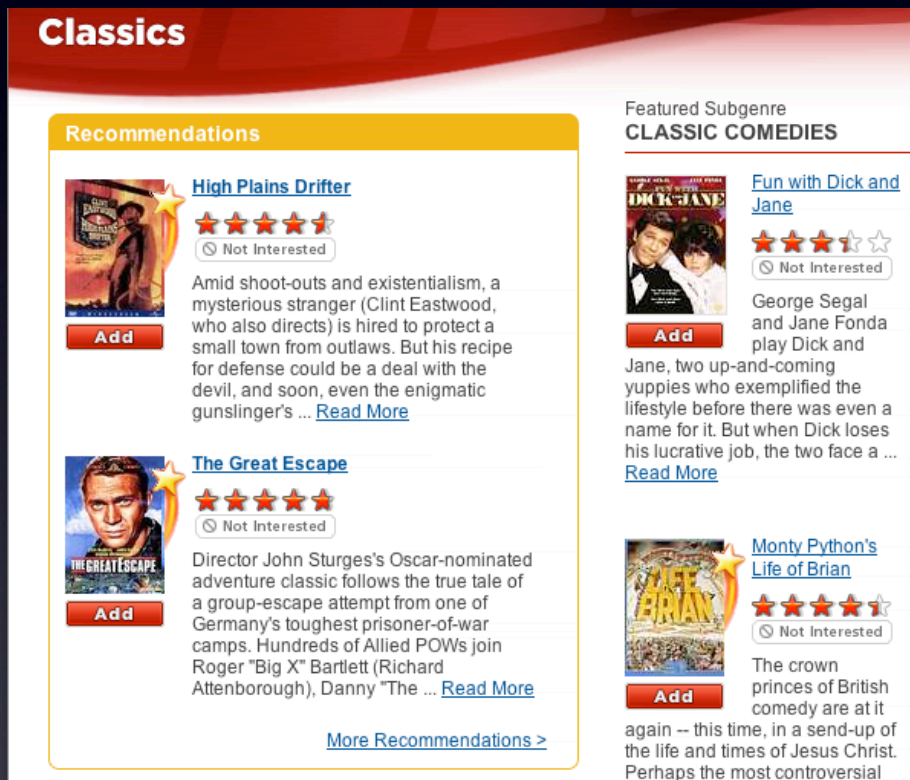
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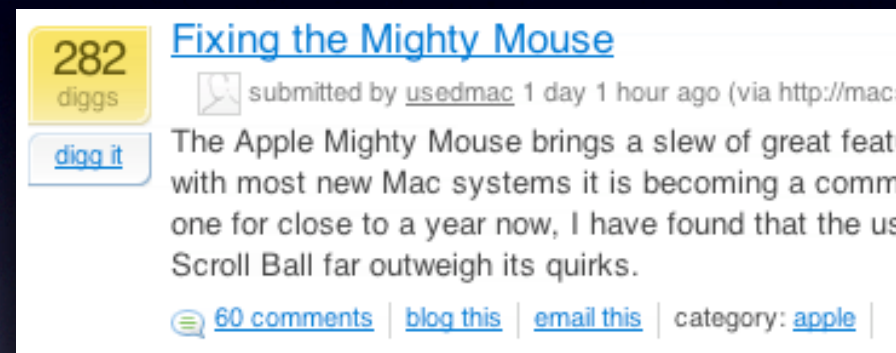
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decision time

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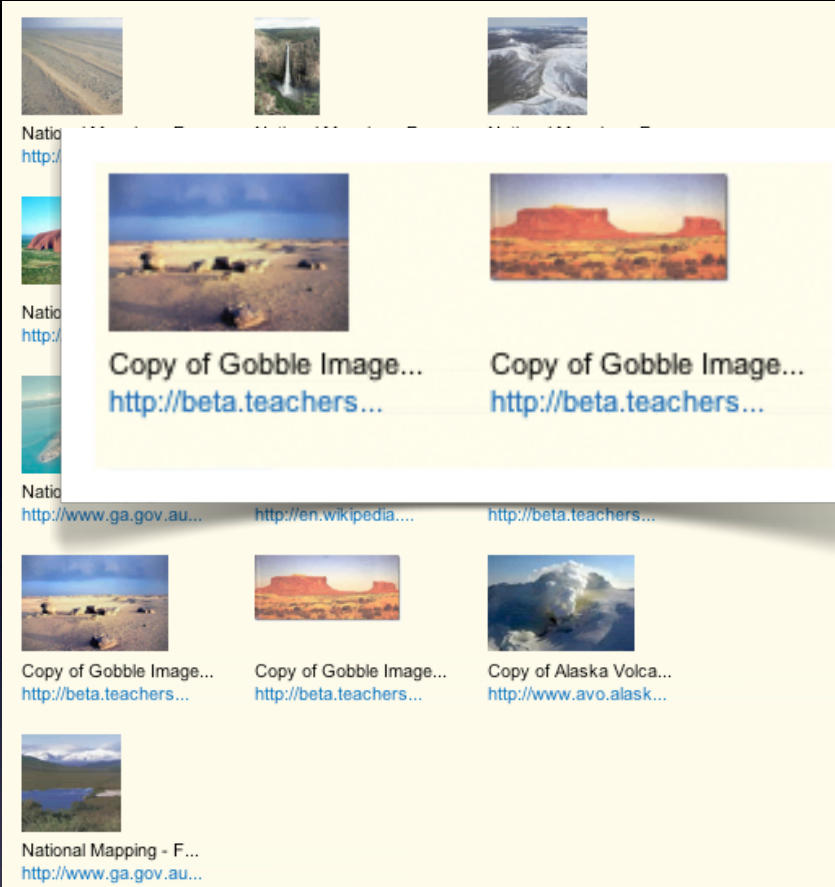
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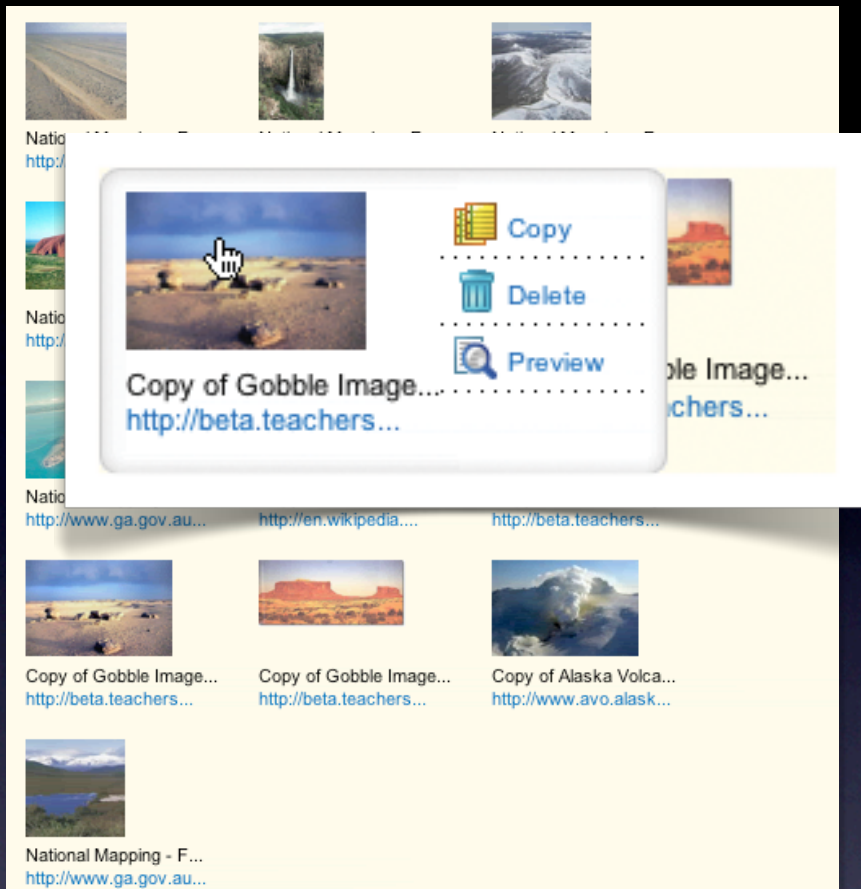
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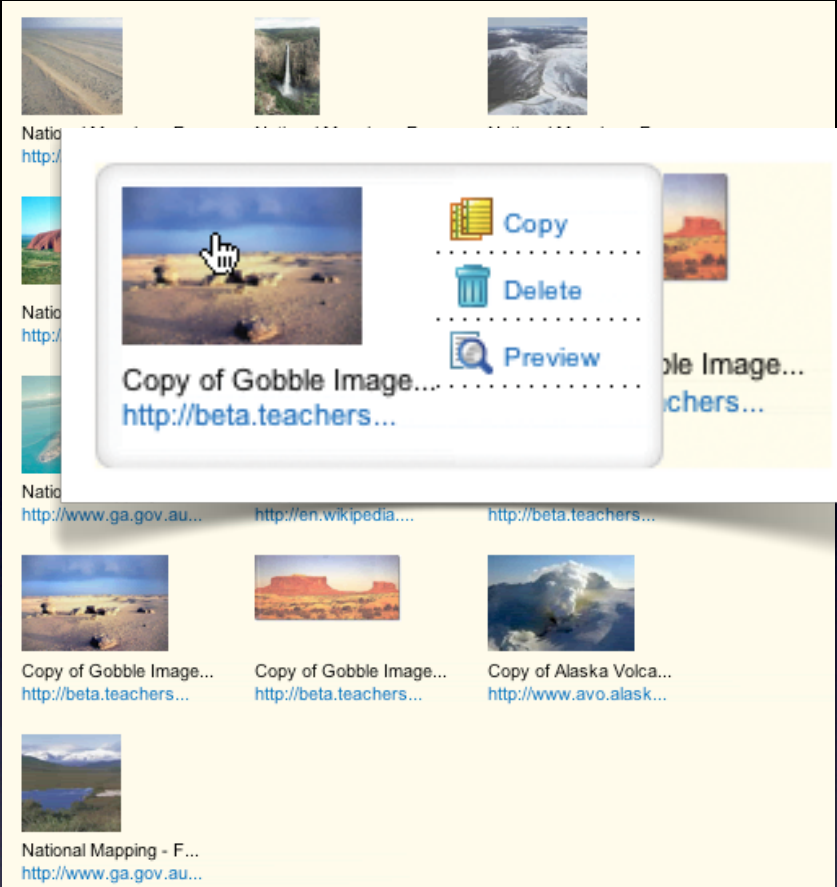
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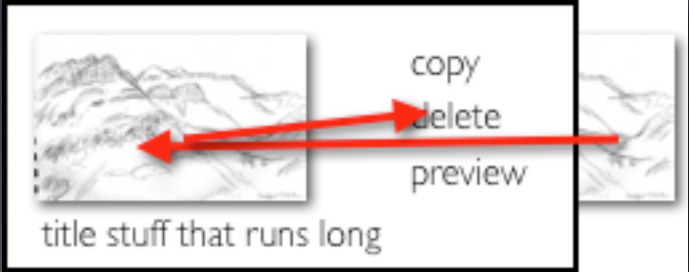


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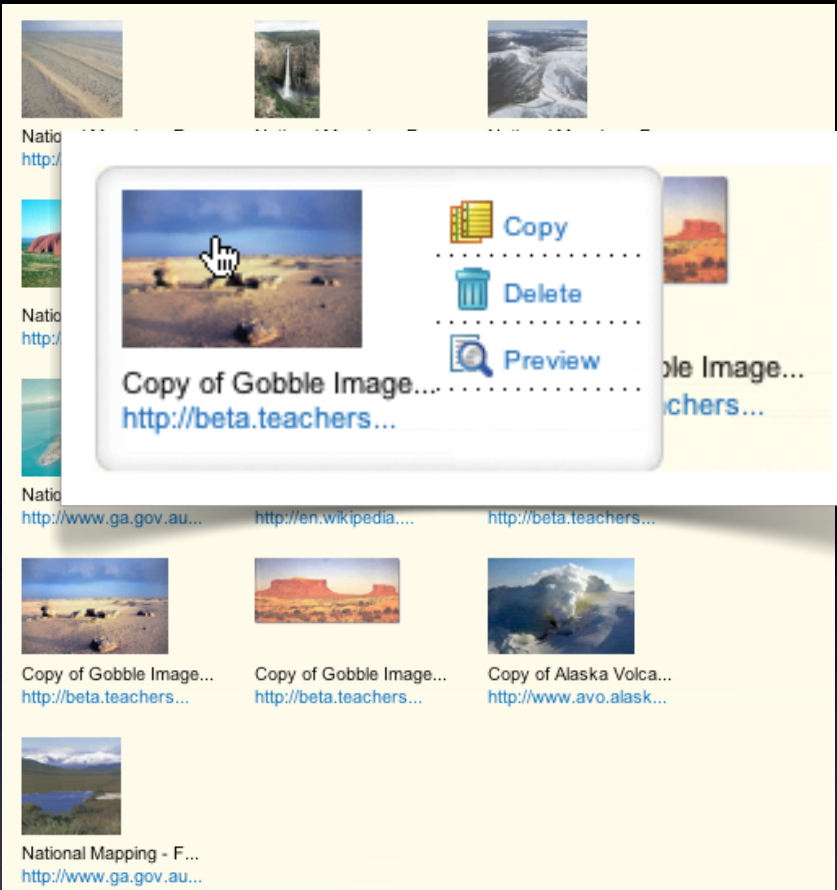
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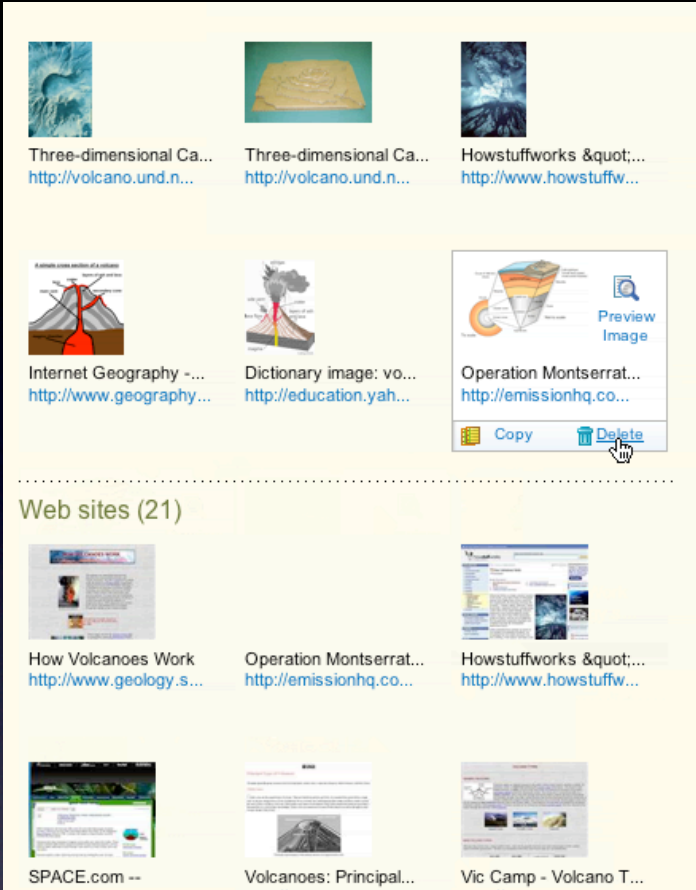
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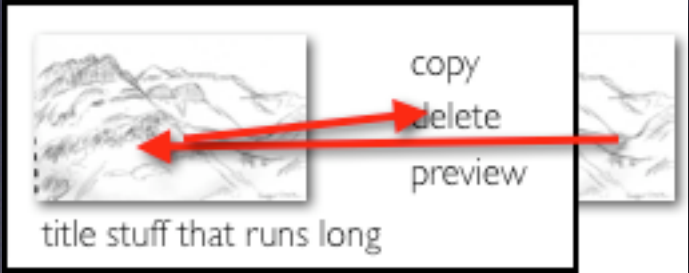
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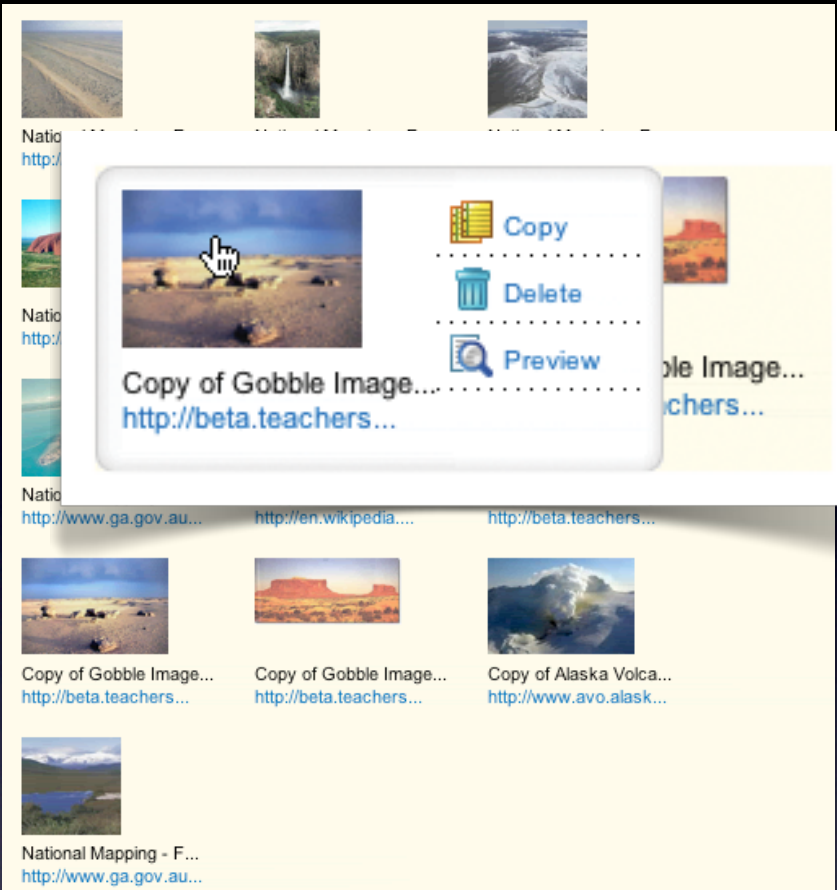
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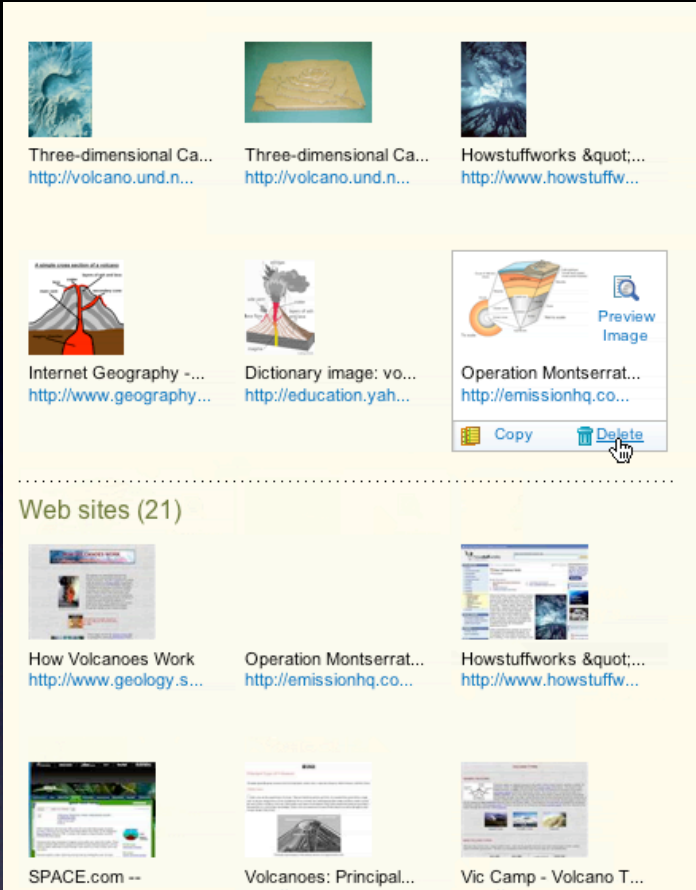
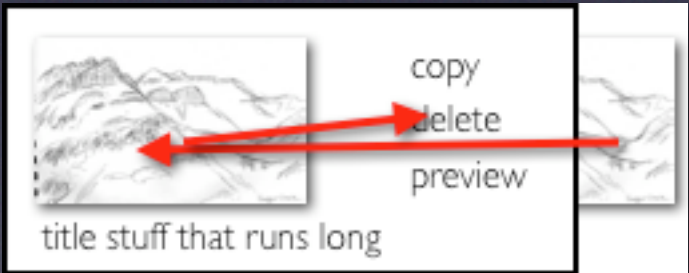
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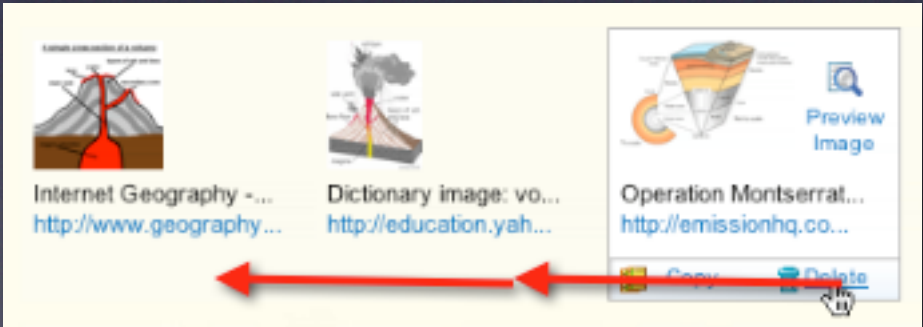
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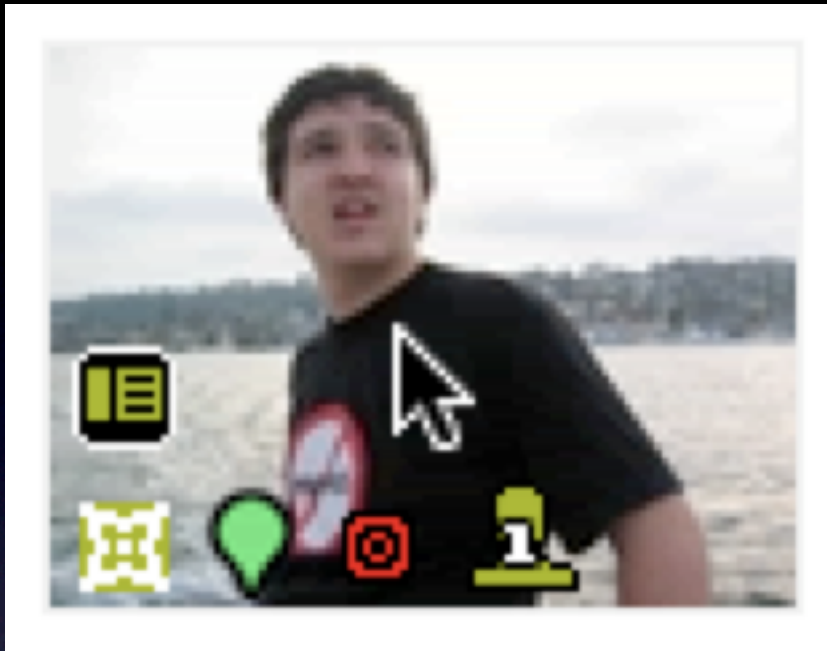
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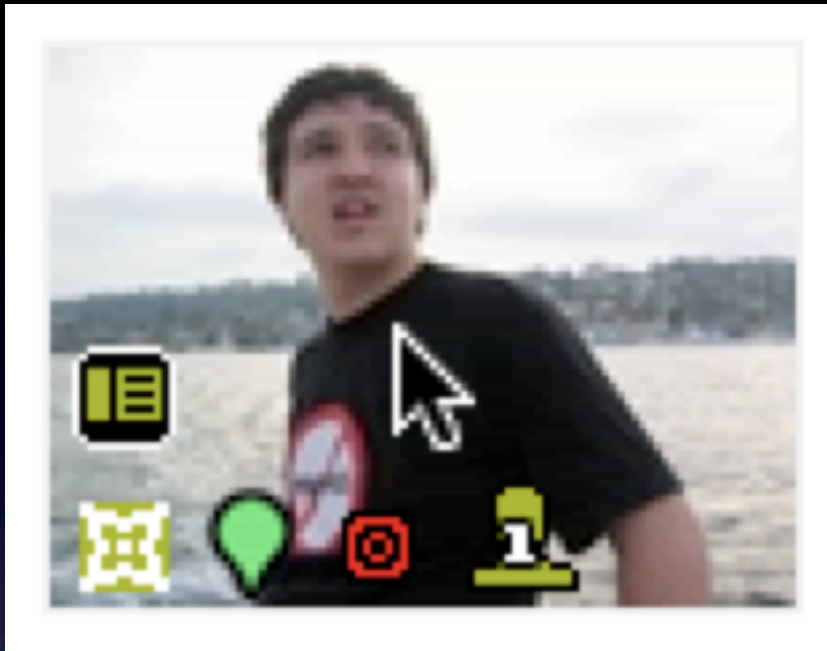
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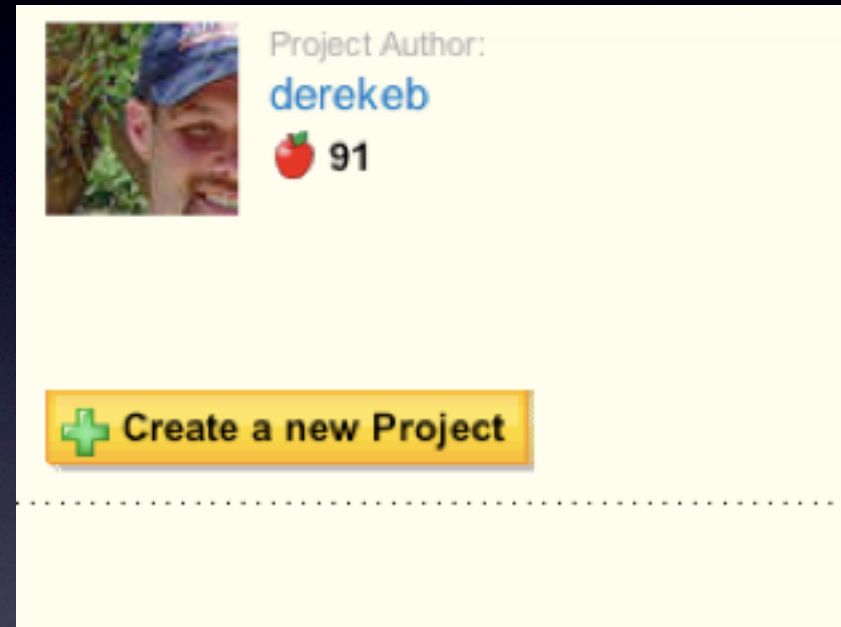


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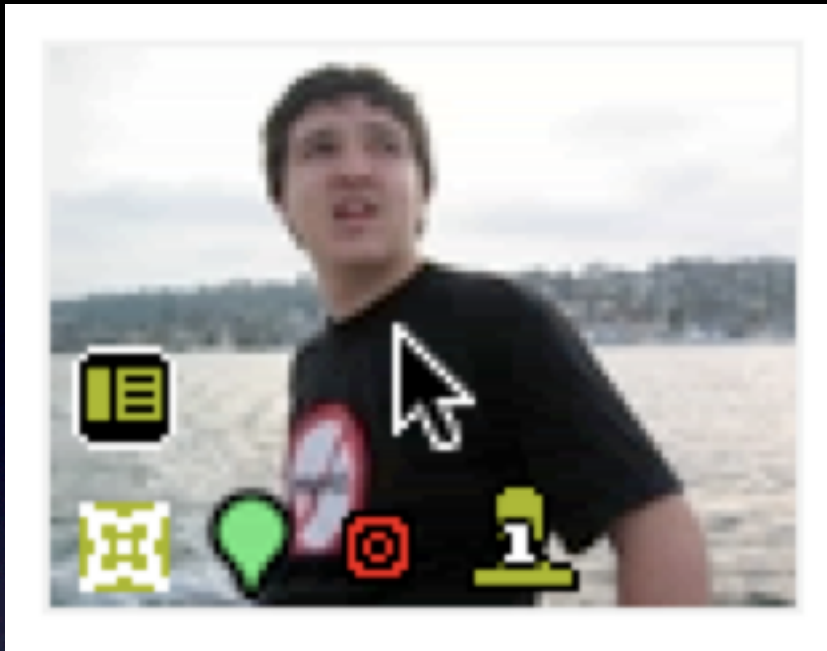


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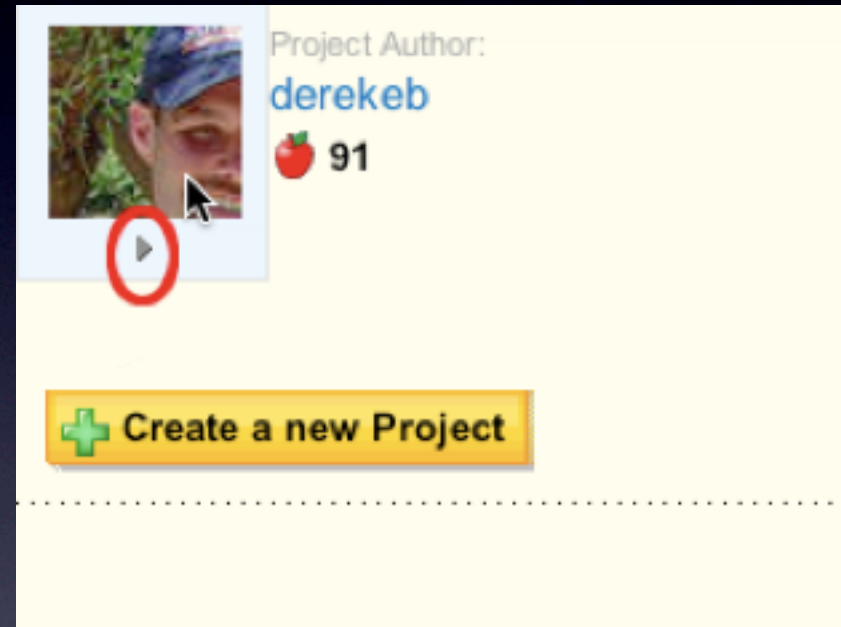


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keep it lightweight. **anti-patterns**

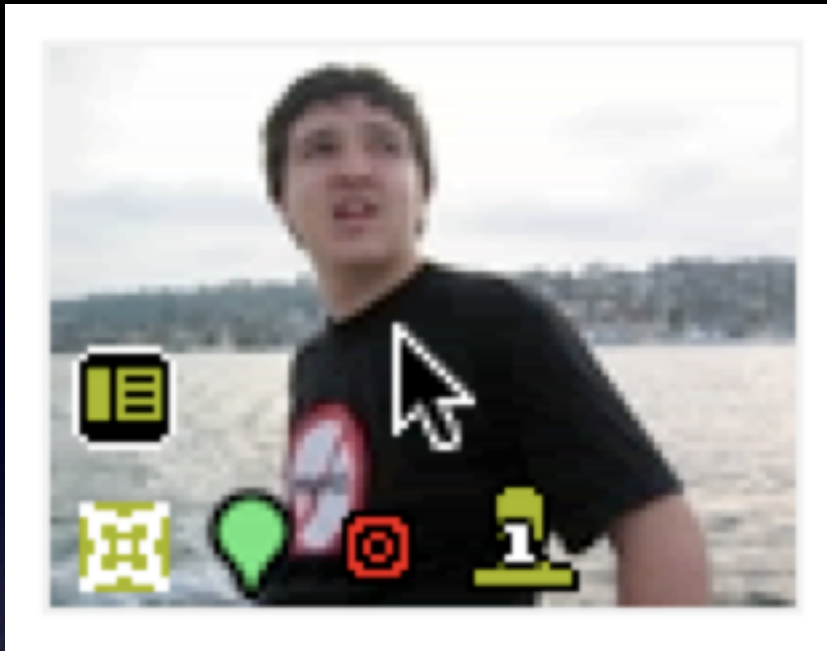


zoomr. anti-pattern. **mystery meat**



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

keep it lightweight. **anti-patterns**



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



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

keep it lightweight. **anti-patterns**

Ambiguity between hover & click (clicking arrow does 2 things)

Continue shopping: Customers Who Bought Items in Your Recent History Also Bought Page 1 of 17





[Treat Your Own Neck 4th Ed](#) by Robin Mckenzie
★★★★★ (28) \$10.00



[7 Steps to a Pain-Free Life: H...](#) by Robin McKenzie
★★★★★ (72) \$11.56



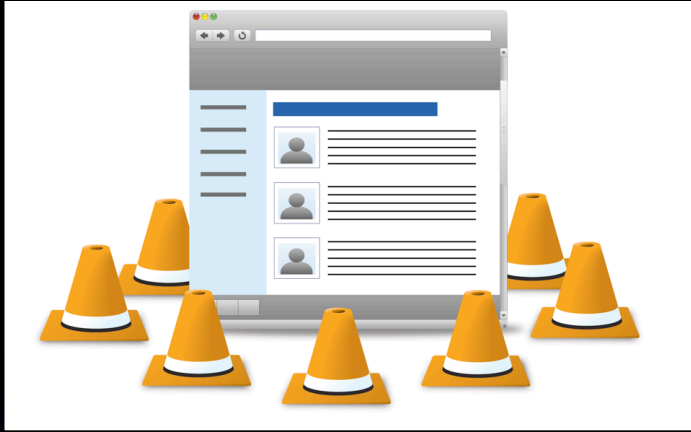
[Talent Is Not Enough: Business S...](#) by Shel Perkins
★★★★★ (3) \$26.39



[design management](#) (Books)

[Top of Page](#)

on.com® [Amazon.com Home](#) | [Directory of All Stores](#)



stay on the page

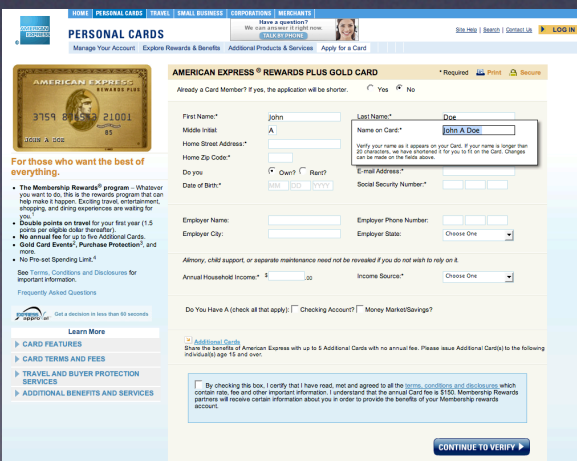
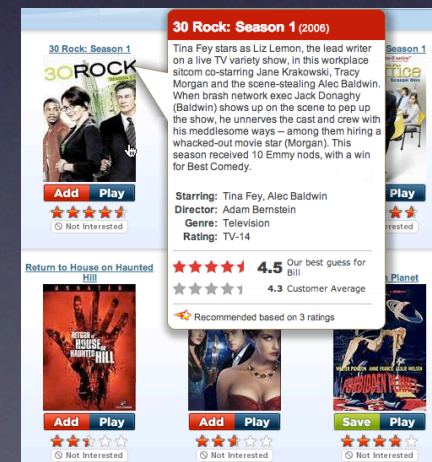
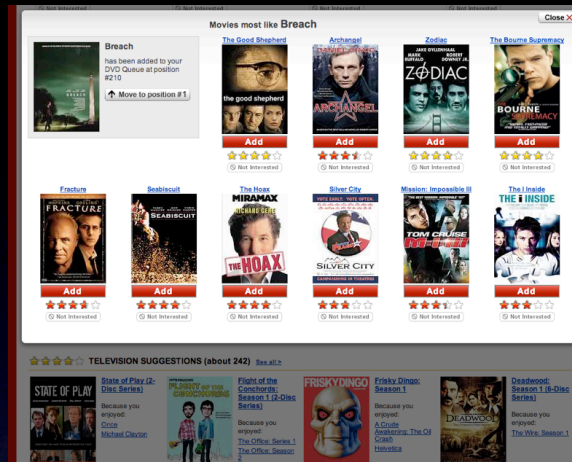
stay on the page. **overlay**

overlays

dialog overlay
detail overlay
input overlay

considerations

lightbox effect
modality
activation

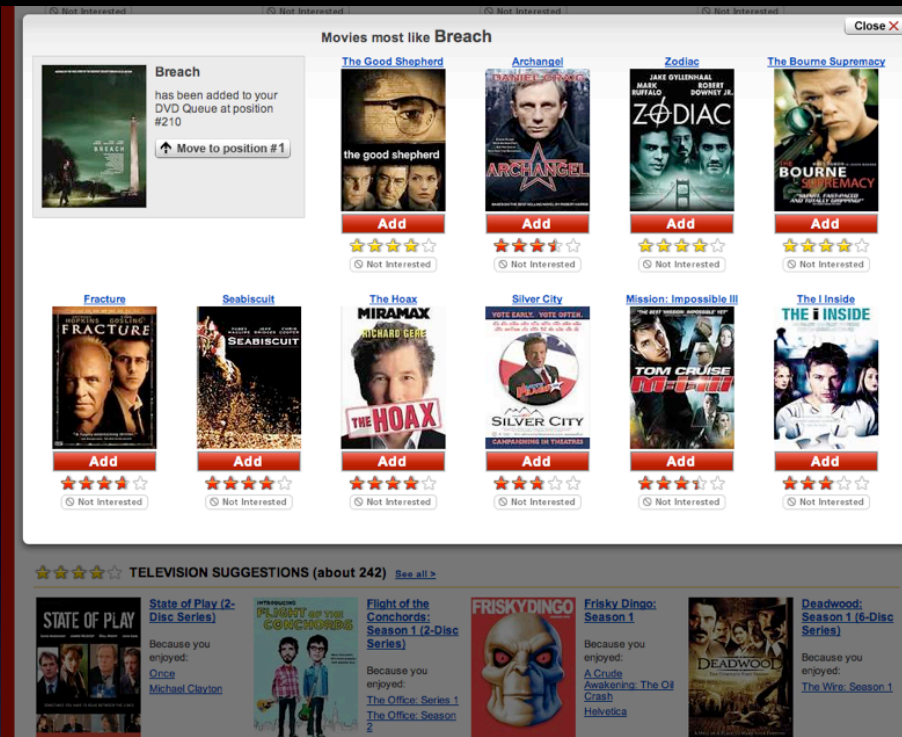


overlays

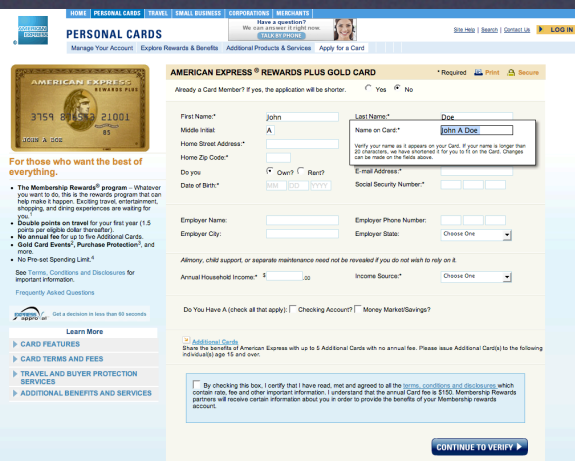
dialog overlay
detail overlay
input overlay

considerations

lightbox effect
modality
activation



y on the page. overlay



overlays

dialog overlay
lightbox effect
detail overlay
input overlay

considerations

lightbox effect
modality
activation

This screenshot shows a recommendation interface for movies similar to 'Breach'. At the top left, a notification states: 'Breach has been added to your DVD Queue at position #210' with a 'Move to position #1' button. Below this, a grid of movie posters is displayed, each with an 'Add' button, a star rating, and a 'Not Interested' button. The movies include 'The Good Shepherd', 'Archangel', 'Zodiac', 'The Bourne Supremacy', 'Fracture', 'Seabiscuit', 'The Hoax', 'Silver City', 'Mission: Impossible III', and 'The Inside'. Below the grid, there are 'TELEVISION SUGGESTIONS (about 242)' with a 'See all >' link. These suggestions include 'State of Play (2-Disc Series)', 'Flight of the Conchords: Season 1 (2-Disc Series)', 'FRISKYDINGO', 'Frisky Dingo: Season 1', and 'Deadwood: Season 1 (6-Disc Series)'. Each suggestion includes a brief reason for the recommendation, such as 'Because you enjoyed: Once' or 'The Office: Series 1'.

y on the page. overlay

This screenshot shows a recommendation interface for the TV show '30 Rock: Season 1'. The main card features the show's title, a cast photo, and buttons for 'Add' and 'Play'. Below the card is a star rating of 4.5 and a 'Not Interested' button. A detailed tooltip overlay is positioned over the card, containing the following information: '30 Rock: Season 1 (2006)', 'Tina Fey stars as Liz Lemon, the lead writer on a live TV variety show, in this workplace sitcom co-starring Jane Krakowski, Tracy Morgan and the scene-stealing Alec Baldwin. When brash network exec Jack Donaghy (Baldwin) shows up on the scene to pep up the show, he unnerves the cast and crew with his middle-some ways – among them hiring a whacked-out movie star (Morgan). This season received 10 Emmy nods, with a win for Best Comedy.', 'Starring: Tina Fey, Alec Baldwin', 'Director: Adam Bernstein', 'Genre: Television', and 'Rating: TV-14'. Below the tooltip, there is a '4.5' rating with the text 'Our best guess for Bill' and '4.3 Customer Average', along with a note 'Recommended based on 3 ratings'. At the bottom, there are three smaller recommendation cards for 'Return to House on Haunted Hill', 'Planet 51', and 'The Hot Chick', each with 'Add' and 'Play' buttons and star ratings.

This screenshot shows the application form for an American Express Rewards Plus Gold Card. The form is titled 'AMERICAN EXPRESS® REWARDS PLUS GOLD CARD' and includes a 'CONTINUE TO VERIFY' button at the bottom. The form fields are organized into sections: 'Personal Information' (First Name, Last Name, Address, Home Zip Code, Date of Birth, Social Security Number), 'Employment Information' (Employer Name, Employer Phone Number, Employer City, Employer State), and 'Financial Information' (Annual Household Income, Income Source). There are also checkboxes for 'Do You Have A (check all that apply): Checking Account? Money Market Savings?'. A 'Learn More' section is visible on the left side of the form.

overlays

dialog overlay
detail overlay
input overlay

considerations

lightbox effect
modality
activation

on the page. overlay

This screenshot shows a 'Movies most like Breach' dialog overlay. The overlay is a white box with a 'Close X' button in the top right corner. It features a grid of movie posters, each with an 'Add' button, a star rating, and a 'Not Interested' button. The first movie, 'Breach', is highlighted with a message: 'Breach has been added to your DVD Queue at position #210' and a 'Move to position #1' button. Below the movie grid, there are 'TELEVISION SUGGESTIONS (about 242)' with a 'See all >' link. The suggestions include 'State of Play (2-Disc Series)', 'Flight of the Conchords: Season 1 (2-Disc Series)', 'FRISKYDINGO', 'Frisky Dingo: Season 1', and 'Deadwood: Season 1 (6-Disc Series)'. Each suggestion includes a small image and a brief description.

This screenshot shows the application form for an American Express Rewards Plus Gold Card. The form is titled 'AMERICAN EXPRESS® REWARDS PLUS GOLD CARD' and includes a 'Print' and 'Secure' icon. It asks if the user is already a card member and provides fields for personal information: First Name (John), Middle Initial (A), Last Name (Doe), Name on Card (John A Doe), Home Street Address, Home Zip Code, Date of Birth (MM/DD/YYYY), and Social Security Number. It also includes fields for employment: Employer Name, Employer Phone Number, Employer City, and Employer State. A note states: 'Alimony, child support, or separate maintenance need not be revealed if you do not wish to rely on it.' There are fields for Annual Household Income and Income Source. At the bottom, there are checkboxes for 'Additional Cards' and 'Do You Have A (check all that apply):' with options for 'Checking Account?' and 'Money Market/Savings?'. A footer note says: 'Share the benefits of American Express with up to 5 Additional Cards with no annual fee. Please issue Additional Card(s) to the following individual(s) age 15 and over.'

This screenshot shows a movie detail overlay for '30 Rock: Season 1 (2006)'. The overlay is a white box with a 'Close X' button in the top right corner. It features a large movie poster for '30 Rock: Season 1' with an 'Add' and 'Play' button. Below the poster is a star rating of 4.5 and a 'Not Interested' button. To the right of the poster is a description: 'Tina Fey stars as Liz Lemon, the lead writer on a live TV variety show, in this workplace sitcom co-starring Jane Krakowski, Tracy Morgan and the scene-stealing Alec Baldwin. When brash network exec Jack Donaghy (Baldwin) shows up on the scene to pep up the show, he unnerves the cast and crew with his middle-aged ways – among them hiring a whacked-out movie star (Morgan). This season received 10 Emmy nods, with a win for Best Comedy.' Below the description are the following details: 'Starring: Tina Fey, Alec Baldwin', 'Director: Adam Bernstein', 'Genre: Television', and 'Rating: TV-14'. At the bottom, there is a '4.5' rating with 'Our best guess for Bill' and a '4.3 Customer Average' rating. A note says: 'Recommended based on 3 ratings'. Below the main poster are three smaller movie posters: 'Return to House on Haunted Hill', 'The Matrix', and 'The Matrix Reloaded', each with an 'Add' and 'Play' button and a star rating.

Shift to “Stay in the Page”



Hagen-Rivers Report. http://www.uie.com/articles/rivers_interview/

*shift away from paging paradigm
eliminate unnecessary navigation*

*map screen flow directly to user
tasks*

one-screen-per-goal philosophy

Hub & Spoke Model

billwscott@gmail.com | My Profile | Help | My Account | Sign out

Google Maps Search Maps Show search options

Find businesses, addresses and places of interest. Learn more.

Get Directions My Maps

A Rome, Italy
B Florence, Italy
Add Destination Show options
By car Get Directions

Driving directions to Florence, Italy
284 km – about 2 hours 51 mins

A Rome Italy

1. Head east on Piazza Venezia toward Via dei Fori Imperiali 64 m
2. Slight right at Via dei Fori Imperiali 0.4 km
3. Slight right to stay on Via dei Fori Imperiali 0.4 km
4. Continue on Piazza del Colosseo 0.3 km
5. Continue on Via Labicana 0.4 km
6. Slight right to stay on Via Labicana 0.4 km
7. Continue on Viale Manzoni 0.7 km
8. Turn right at Via di Porta Maggiore 0.4 km
9. Turn right at Piazza di Porta Maggiore 0.1 km
10. Turn left at Via Eleniana 48 m
11. Turn left at Piazzale Labicano 0.2 km
12. Turn left to stay on Piazzale Labicano 65 m
13. Turn right at Viale dello Scalo San Lorenzo 0.6 km

emphasizes visual communication

de-emphasizes navigation and extraneous tasks

stay on the page experience



stay on the page. **overlay**

YAHOO! PHOTOS Welcome, **B. SCOTT**
[Sign Out](#) [My Account](#) All My Photos

Home | Prints & Gifts | View Cart | Settings | Help | Search My Tags

Upload Photos

All My Photos

My Albums
ParisOS



My Tags

My Friends' Photos


Slideshow | Create | Share | Edit | Prints & Gifts

Drag photos into this tray and choose a task above.

Sort by: Date

		
Sunset	Underneath	View from the Top
		
Eiffel Pulley	From Second Floor Up	Eiffel Tower

Friendly advice for photo sharing.



stay on the page. **overlay**

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

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Home Prints & Gifts View Cart Settings Help Search My Tags

Upload Photos

All My Photos

My Albums ParisOS
My Tags
My Friends' Photos

Slideshow Create Share Edit Prints & Gifts

Drag photos into this tray and choose a task above.

Sort by: Date

Sunset Underneath View from the Top

Eiffel Pulley From Second Floor Up Eiffel Tower

Friendly advice for photo sharing.

stay on the page. **overlay**

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



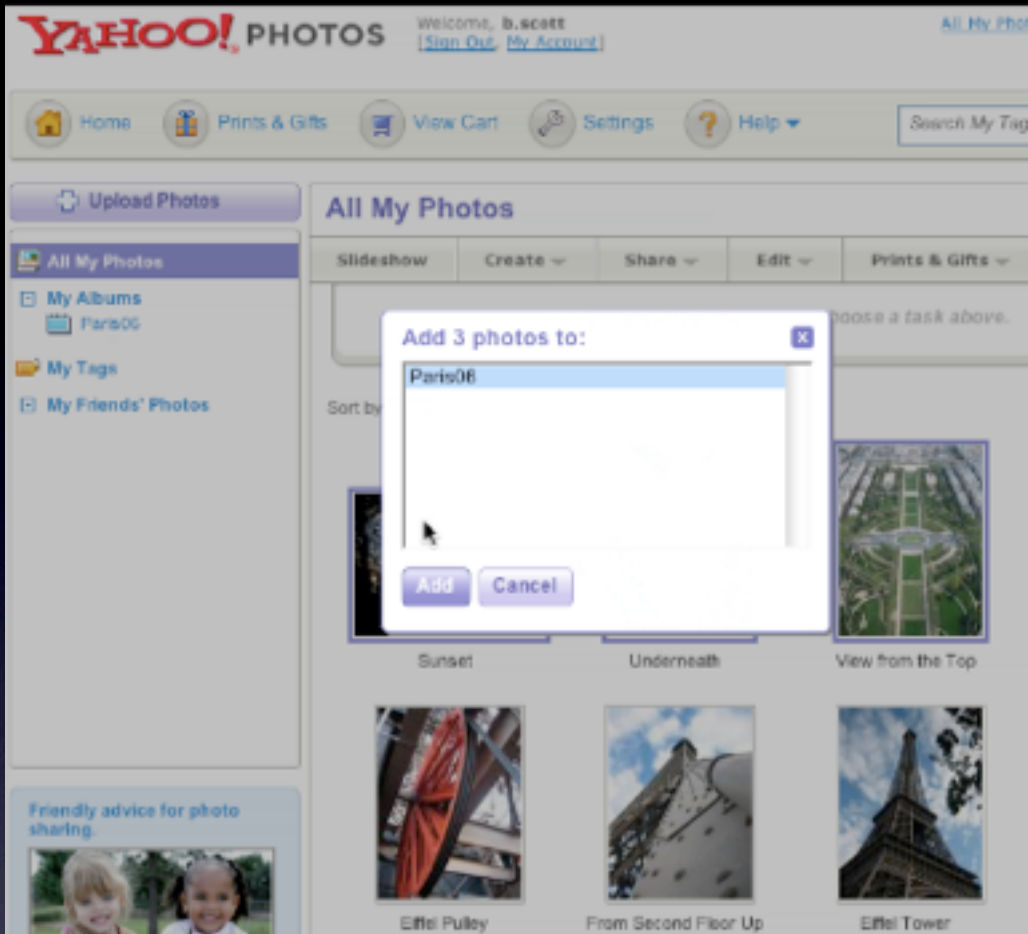
stay on the page. **overlay**

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



stay on the page. **overlay**

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



stay on the page. **overlay**

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

YAHOO! PHOTOS Welcome, **B. SCOTT** [Sign Out](#) [My Account](#) All My Photos

Home Prints & Gifts View Cart Settings Help Search My Tags

Upload Photos

All My Photos

My Albums Paris06

My Tags

My Friends' Photos

Slideshow Create Share Edit Prints & Gifts

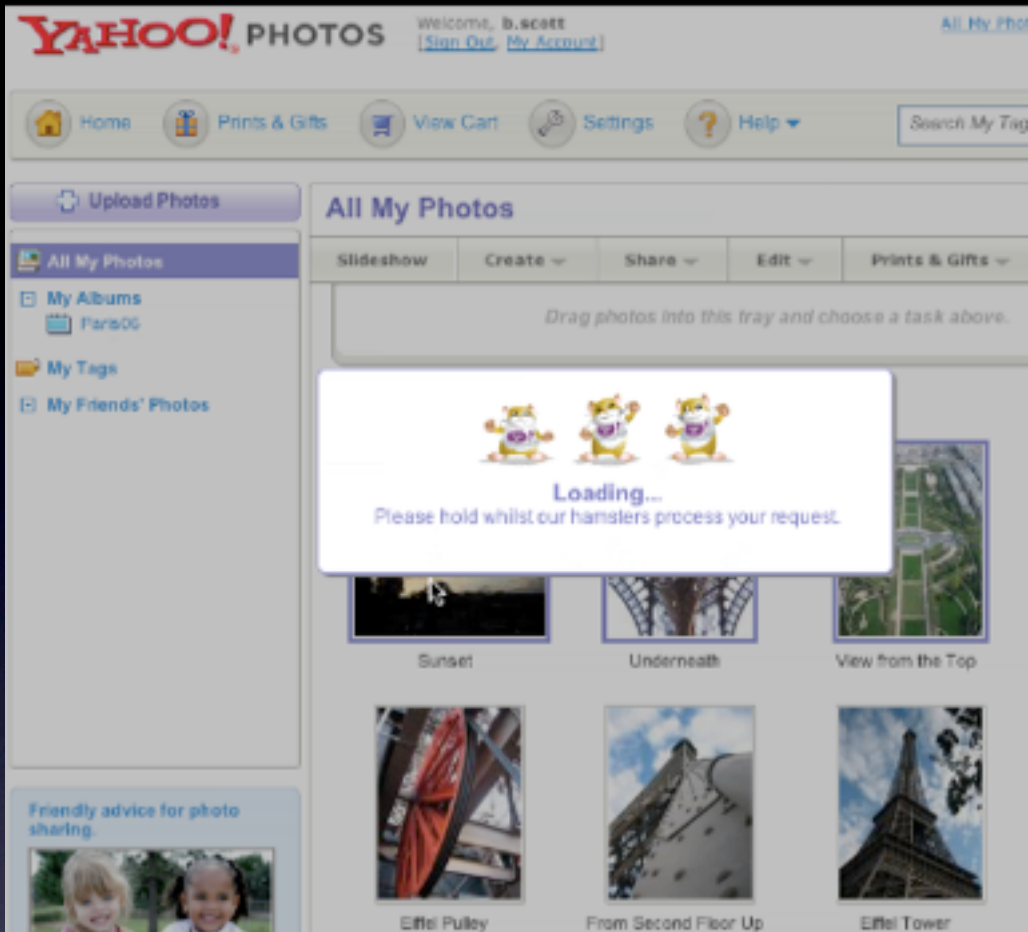
Drag photos into this tray and choose a task above.

Loading...
Please hold whilst our handlers process your request.

Sunset Underneath View from the Top

Eiffel Pulley From Second Floor Up Eiffel Tower

Friendly advice for photo sharing



stay on the page. **overlay**

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

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Home Prints & Gifts View Cart Settings Help Search My Tags

Upload Photos

All My Photos

My Albums Paris06
My Tags
My Friends' Photos

Slideshow Create Share Edit Prints & Gifts

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Loading...
Please hold whilst our handlers process your request.

Sunset Underneath View from the Top

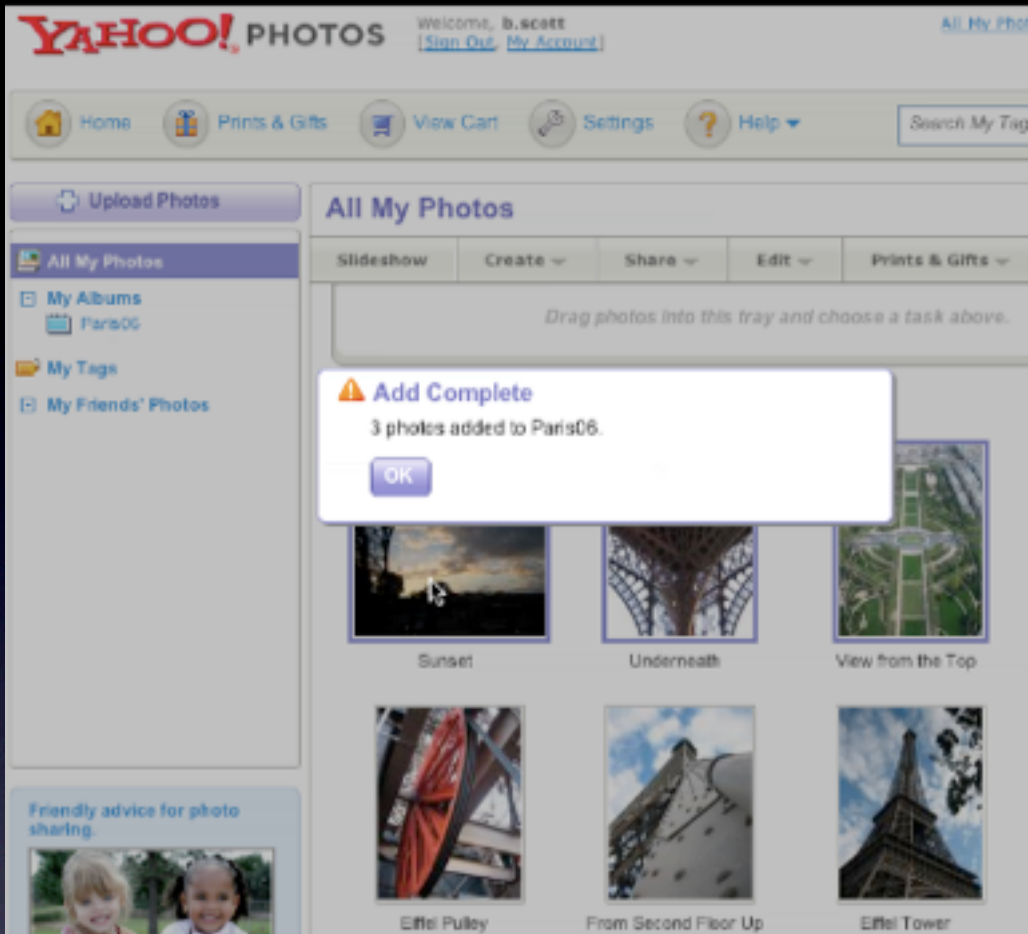
Eiffel Pulley From Second Floor Up Eiffel Tower

Friendly advice for photo sharing



stay on the page. **overlay**

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



stay on the page. **overlay**

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

Home Prints & Gifts View Cart Settings Help Search My Tags

Upload Photos

All My Photos

Slideshow Create Share Edit Prints & Gifts

Drag photos into this tray and choose a task above.

Add Complete
3 photos added to Paris06.
OK

Sunset Underneath View from the Top

Eiffel Pulley From Second Floor Up Eiffel Tower

Friendly advice for photo sharing

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

stay on the page. **overlay**

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

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

Add to Cart

[Add to Wish List](#)

Save on atlases, dictionaries, SAT prep and college guides, dorm room décor, educational toys, and more.
[> See all Back-to-School offers](#)

Mad Men - Season 1
Jon Hamm (DVD)
\$49.99 List Price
\$29.99 Online Price (save 40%)
\$26.99 Member Price

Add to Cart

[Add to Wish List](#)

Schedule a TV-on-DVD marathon! Catch up with your favorites before the new season starts. Load up on hundreds of specially marked box sets online and select titles in stores.
[> Buy TV Box Sets at 40% Off](#)
[> Browse the DVD store](#)

anti-pattern. barnes & nobles. **hover & cover**

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

Home Prints & Gifts View Cart Settings Help Search My Tags

Upload Photos

All My Photos

My Albums Paris06

My Tags

My Friends' Photos

Slideshow Create Share Edit Prints & Gifts

Drag photos into this tray and choose a task above.

Add Complete
3 photos added to Paris06.
OK

Sunset Underneath View from the Top

Eiffel Pulley From Second Floor Up Eiffel Tower

Friendly advice for photo sharing

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

stay on the page. **overlay**

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

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

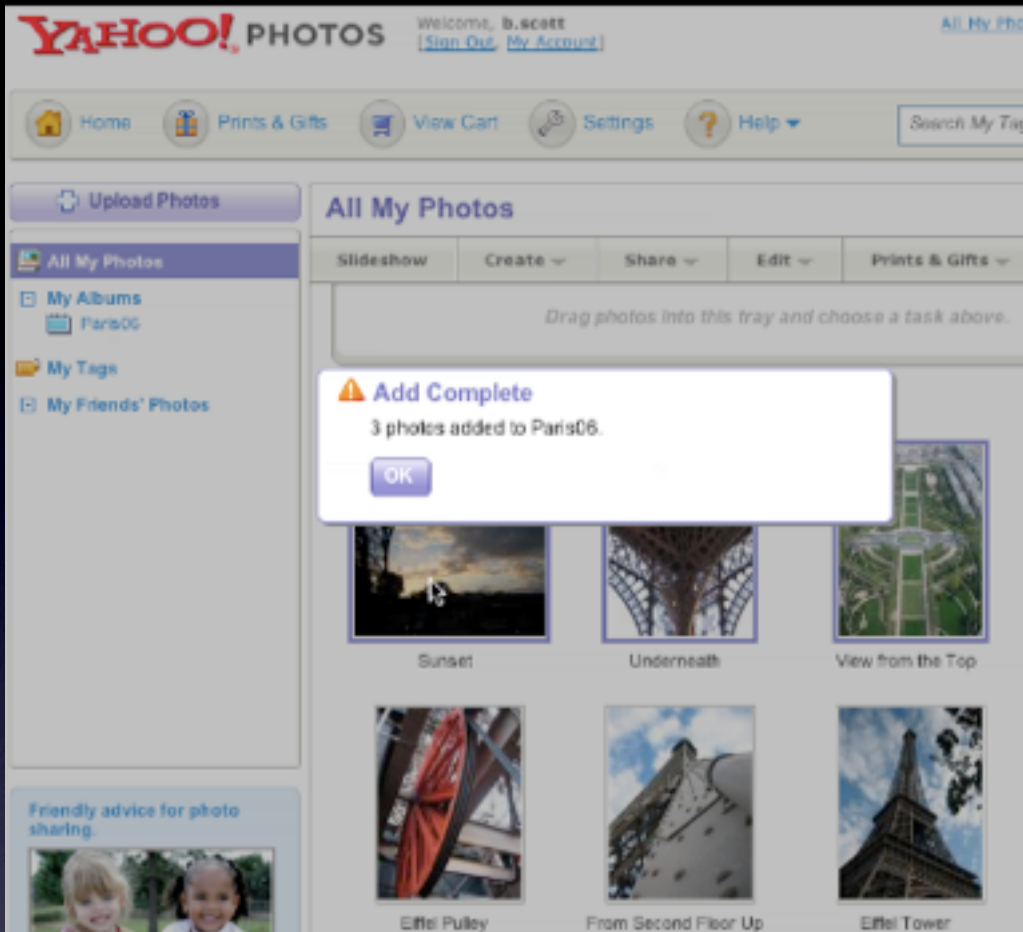
Merriam-Webster's Collegiate Dictionary
Merriam-Webster Editorial Staff
Format: Hardcover
Online Price: \$18.86
Members Pay: \$16.97
Customer Rating: ★★★★★
Usually ships within 24 hours

Add to Cart

Add to Wish List
Save on atlases, dictionaries, SAT prep and college guides, dorm room décor, educational toys, and more.
> See all Back-to-School offers

Schedule a **TV-on-DVD** marathon! Catch up with your favorites before the new season starts. Load up on hundreds of specially marked box sets online and select titles in stores.
> Buy TV Box Sets at 40% Off
> Browse the DVD store

anti-pattern. barnes & nobles. **hover & cover**



anti-pattern. y! photos. idiot boxes

stay on the page. overlay



anti-pattern. barnes & nobles. hover & cover

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

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

Forty Associates recently added this product to their site. Associate sites who viewed a product page resulted in a purchase nearly 6% of the time.

Now we're opening the beta up to all our members through a product preview-environment. [View product preview-environment testing product previews.](#)

Don't worry if you don't already have an account. [Click here](#) to go through the sign-up process. [Click here](#) for answers to questions you might have about the beta program.



anti-pattern. amazon. mouse trap

...e beta, visitors to ...cks resulted in a

...s who refer a sale ...w Associates in beta

...art of the sign-up

inlays

in-context configuration

in-context insight

parallel content

inlay vs. overlay

stay on the page. **inlay**

inlays

in-context configuration

in-context insight

parallel content

inlay vs. overlay



my y!. in-context configuration

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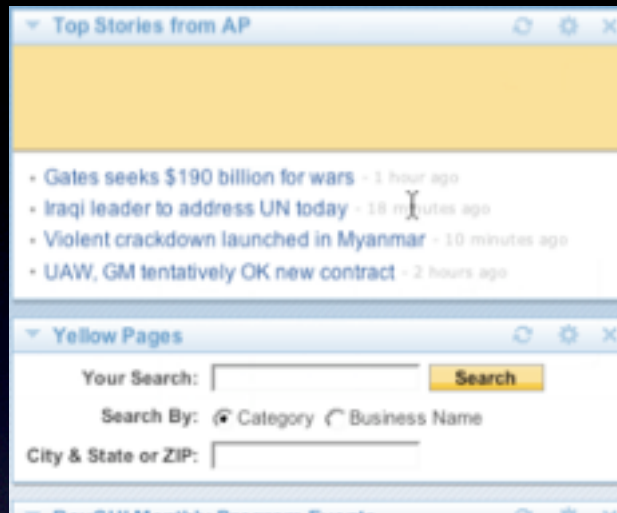
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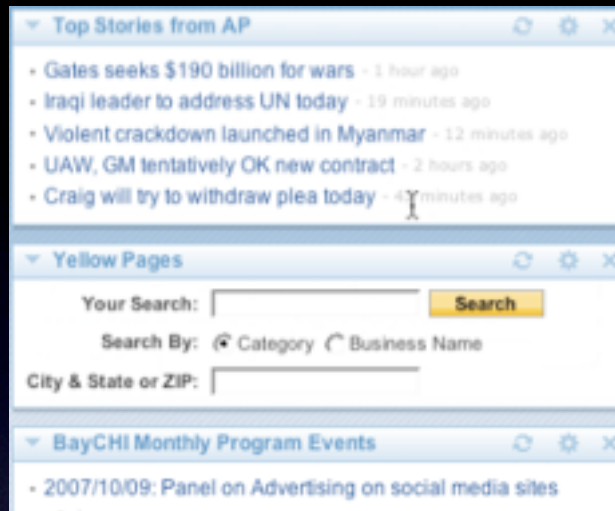


my y!. in-context configuration

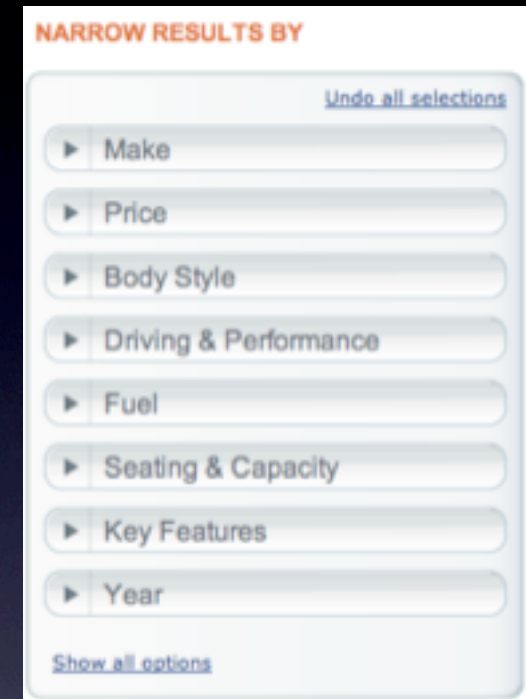
stay on the page. **inlay**

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in-context insight
parallel content
inlay vs. overlay



my!. in-context configuration



y! autos. accordion

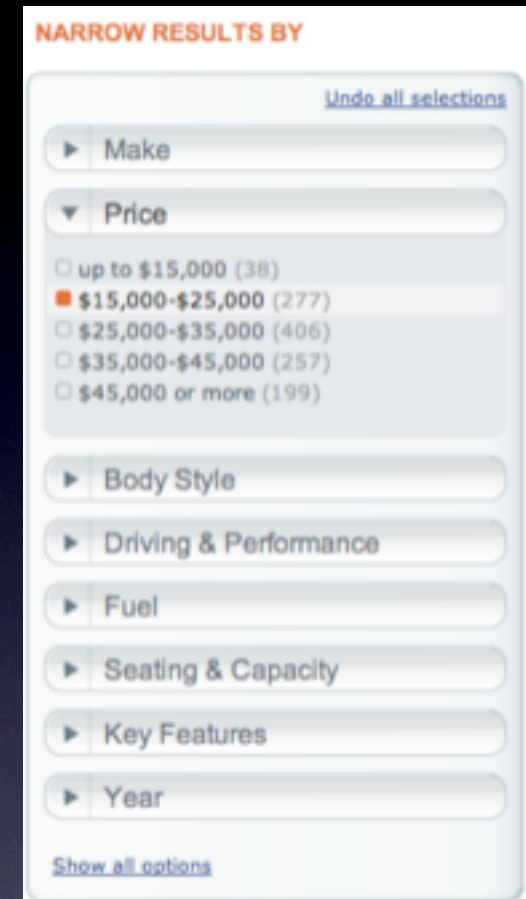
stay on the page. **inlay**

inlays

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



my y!. in-context configuration



y! autos. accordion

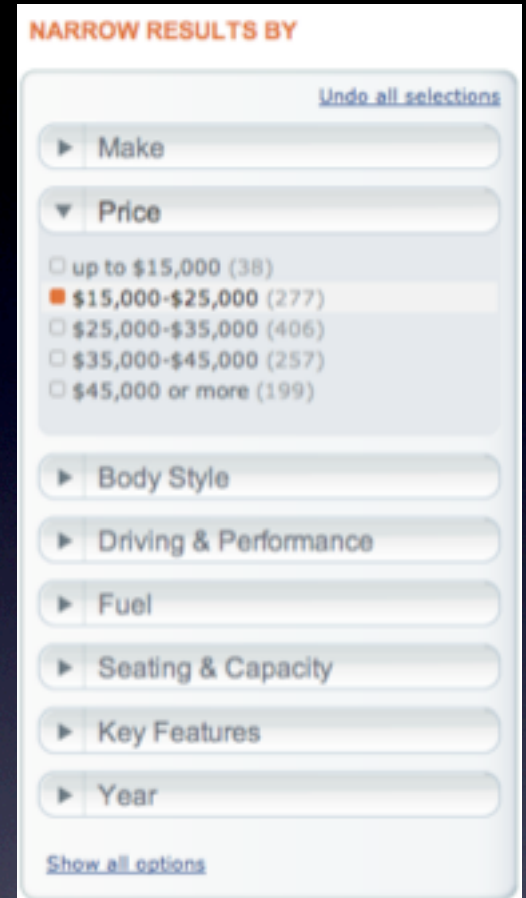
stay on the page. **inlay**

inlays

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



my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration

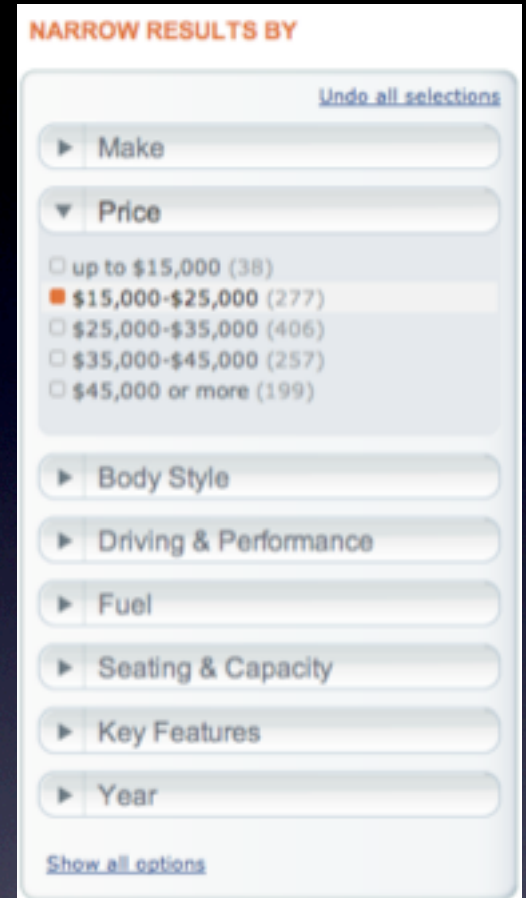
stay on the page. **inlay**

inlays

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



my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration

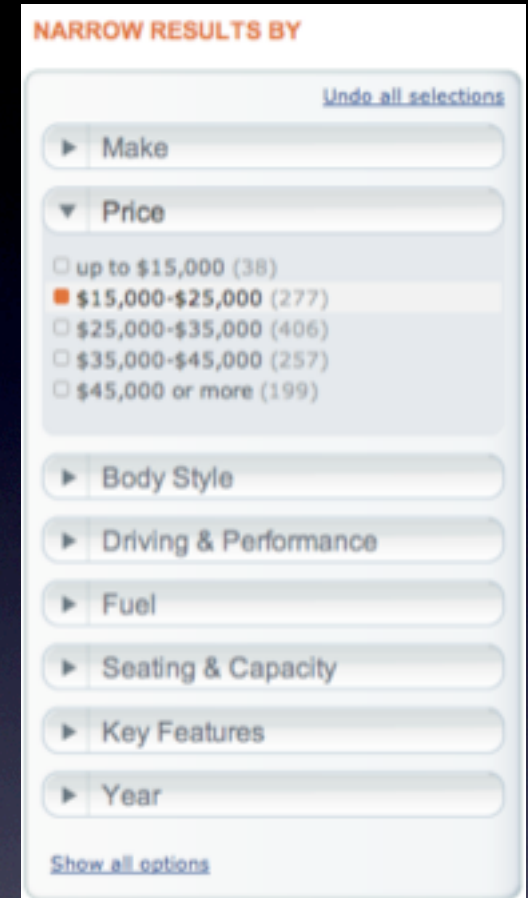
stay on the page. **inlay**

inlays

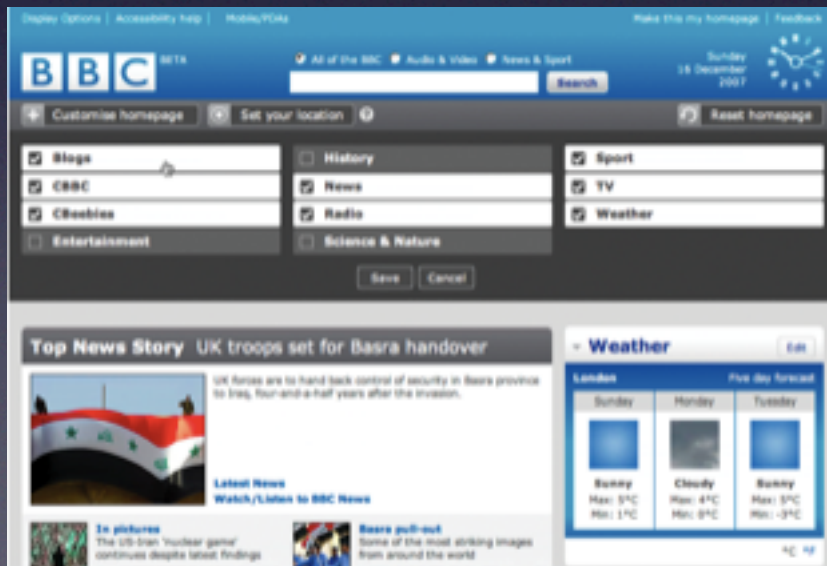
in-context configuration
in-context insight
parallel content
inlay vs. overlay



my y!. in-context configuration



y! autos. accordion



bbc. in-context configuration







stay on the page. **inlay**

stay on the page. **inlay**

List View Map View Gallery View Pages: 1 2 3 4 5

View favorites only (Clear all) Sort: Recently added

Save filtered search Alert me with new listings





	\$899,000 5bd / 4ba	1521 Montellano Dr San Jose, CA 95120 Listing courtesy of Out of Area Office View Additional Details	Single Family Home MLS ID: 740003  
NEW LISTING!  PHOTOS COMING SOON	\$639,950 3bd / 3ba	37 Bassett St San Jose, CA 95110 Listing courtesy of Courtesy Brokerage View Additional Details	Condo MLS ID: 813338  

stay on the page. **inlay**

List View | Map View | Gallery View | Pages: 1 2 3 4 5

View favorites only (Clear all) | Sort: Recently added

Save filtered search | Alert me with new listings


	\$899,000 5bd / 4ba	1521 Montellano Dr San Jose, CA 95120 Listing courtesy of Out of Area Office View Additional Details	Single Family Home MLS ID: 740003 
View photos View on map Email listing Add notes More info			
NEW LISTING!  PHOTOS COMING SOON	\$639,950 3bd / 3ba	37 Bassett St San Jose, CA 95110 Listing courtesy of Courtesy Brokerage View Additional Details	Condo MLS ID: 813338 

stay on the page. **inlay**


List View | Map View | Gallery View | Pages: 1 2 3 4 5


View favorites only (Clear all) | Sort: Recently added

Save filtered search | Alert me with new listings

 **\$899,000** | **1521 Montellano Dr** | Single Family Home
5bd / 4ba | San Jose, CA 95120 | MLS ID: 740003
Listing courtesy of Out of Area Office
[View Additional Details](#)

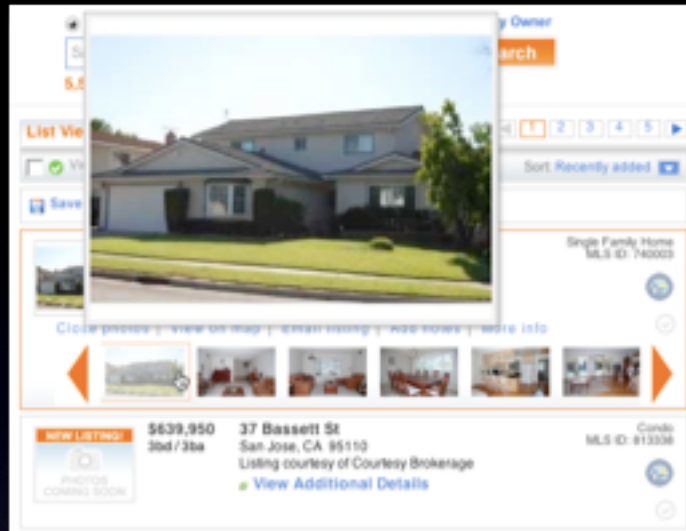
[Close photos](#) | [View on map](#) | [Email listing](#) | [Add notes](#) | [More info](#)



NEW LISTING!  PHOTOS COMING SOON

\$639,950 | **37 Bassett St** | Condo
3bd / 3ba | San Jose, CA 95110 | MLS ID: 813338
Listing courtesy of Courtesy Brokerage
[View Additional Details](#)

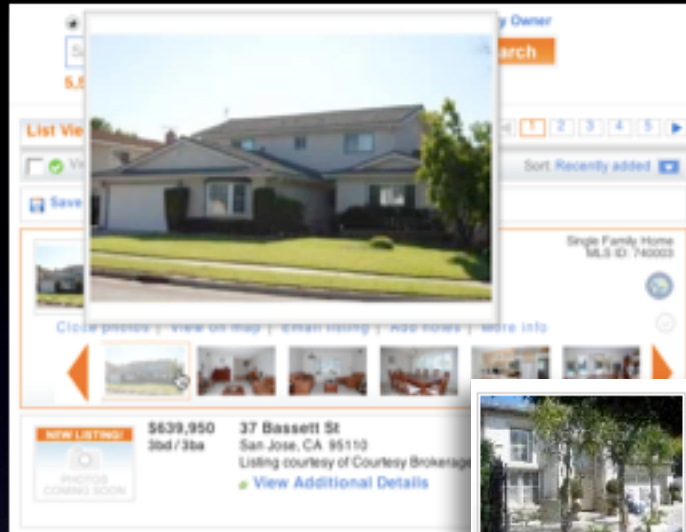
stay on the page. **inlay**








roost. inlay + overlay

roost. all inlays

stay on the page. **inlay**



roost. inlay + overlay

-  **\$630,000** **120 Coffeeberry Dr, San Jose, CA 95123**
Single Family Home • 2952 Square Feet • \$213 per Square Foot
5 Br 4 Ba
MLS # 80919588
Listing courtesy of Intero Real Estate Services
-  **\$624,900** **462 Porter Ln, San Jose, CA 95127**
Single Family Home • 3324 Square Feet • \$188 per Square Foot
5 Br 4 Ba
MLS # 80921757
Listing courtesy of RE/MAX Real Estate Services
-  **\$614,800** **1708 Ewer Dr, San Jose, CA 95124**
Single Family Home • 2720 Square Feet • \$226 per Square Foot
5 Br 4 Ba
MLS # 80916759
Listing courtesy of Intero Real Estate Services
-  **\$500,000** **2924 Rock River Ct, San Jose, CA 95111**
Single Family Home • 2312 Square Feet • \$216 per Square Foot
5 Br 4 Ba
MLS # 80913939
Listing courtesy of Continental Real Estate
-  **\$499,915** **1653 Santee Dr, San Jose, CA 95122**
Single Family Home • 2474 Square Feet • \$202 per Square Foot
6 Br 4 Ba

roost. all inlays

stay on the page. **virtual**

Rethink paging

use scrolling for “owned” data
watch out for dual scroll bar issue
hybrid 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 <small>Single Res</small>	6+, 6+ 3750	14280 BEAR CREEK RD Boulder Creek, CA 95026 (San Lorenzo Valley) Schwanhart Associates	0102721		
	\$1,000,000 <small>Single Res</small>	6+, 6+ 3375	17017 MOUNTAIN CHARLIE RD LIVE DARTON, CA 95020 (Sarasota/Redwood Lake/Galena Mills) Atkinson Gate Realty	0102115		
	\$2,200,000 <small>Single Res</small>	5, 4+ 4500	20150 FAIRWAY DR Los Gatos, CA 95032 (Los Gatos Mills) Aqua Pool Realty	0102302		
	\$2,750,000 <small>Single Res</small>	5, 4+ 5000	140 LARITA DR San Lorenzo, CA 95008 (San Lorenzo Valley) Network Alliance Real Estate	0102842		
	\$2,777,000 <small>Single Res</small>	5, 4+ 3315	777 HAPPY VALLEY RD South Valley, CA 95061 (South Valley) Linda Burroughs Real Estate	0102126		

[New Search](#) [View Properties](#) [Next >>](#)

Rethink paging

use scrolling for “owned” data
watch out for dual scroll bar issue
hybrid 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>
	\$2,888,000 Single Res	5, 4+ 4280	20 PASEO DEL ARROYO Folsom Valley, CA 95632 (Folsom Valley) Coltland Barker-Martin Park-El Camino	6102708		
	\$2,898,000 Single Res	6+, 4+ 4300	415 WOODSIDE DR Woodlake, CA 95692 (Woodlake) Easton Property	6102742		
	\$2,499,000 Single Res	5, 4+ 7080	1924 ARROYOVIEW DR Los Gatos, CA 95026 (Los Gatos West) Coltland Barker	6102625		
	\$2,899,000 Single Res	5, 4+ 4240	180 CEDRONCE WAY Folsom Valley, CA 95632 (Folsom Valley) Coltland Barker-Folsom Valley	6102706		
	\$4,875,000 Single Res	6+, 4+ 4848	480 OLD LA HONZA RD Woodlake, CA 95692 (Woodlake) Coltland Barker-Folsom Valley	6102658		

New Search << Previous Next >>

Rethink paging

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

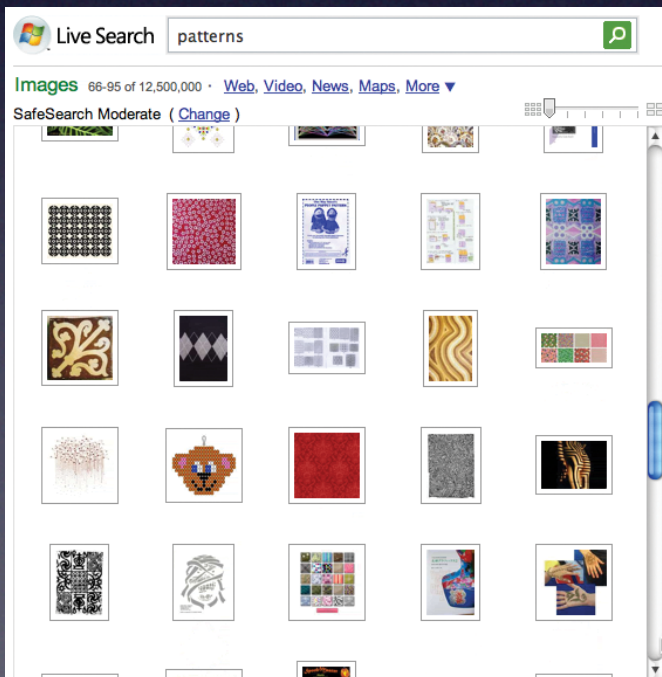
stay on the page. **virtual**

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>
	\$2,888,000 <small>Tough Res</small>	5, 4+ 4280	20 PASEO DEL ARROYO Palo Alto Valley, CA 94302 (Palo Alto Valley) Coltland Barker-Moore Park-El Camino	6102708		
	\$2,899,000 <small>Tough Res</small>	5+, 4+ 4300	415 WOODSIDE DR Woodside, CA 94062 (Woodside) Exotic Property	6102702		
	\$2,499,000 <small>Tough Res</small>	5, 4+ 7080	4924 ARROYOVIEW DR Los Gatos, CA 95026 (Los Gatos West) Coltland Barker	6096265		
	\$2,499,000 <small>Tough Res</small>	5, 4+ 4240	180 CEDRONES WAY Palo Alto Valley, CA 94302 (Palo Alto Valley) Coltland Barker-Palo Alto Valley	6102706		
	\$4,875,000 <small>Tough Res</small>	6+, 4+ 4848	485 OLIVE HENNA RD Woodside, CA 94062 (Woodside) Coltland Barker-Palo Alto Valley	6102705		

New Search << Previous Next >>

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



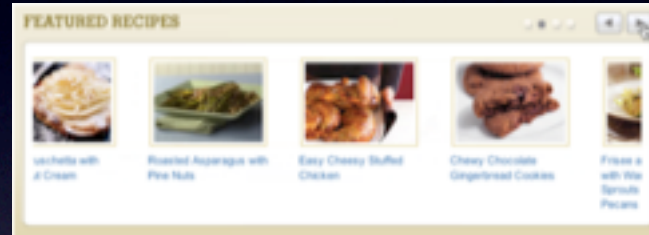
microsoft live. **paged scrolling**

stay on the page. **virtual**

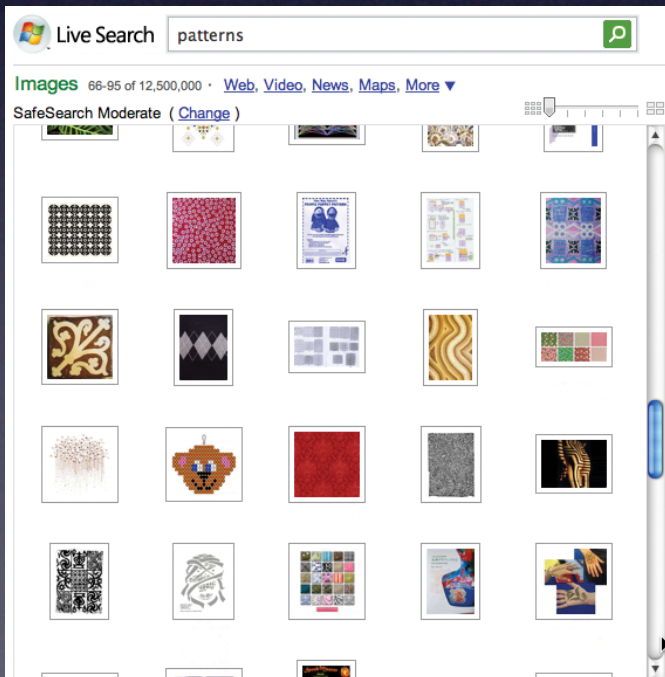
mlslistings. **pagination**

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>
	\$2,888,000 Single Res	5, 4+ 4280	20 PASEO DEL ARROYO Palo Alto, CA 94302 (Palo Alto) Coldwell Banker-Martin Park-El Camino	6102708		
	\$2,899,000 Single Res	5+, 4+ 4300	415 WOODSIDE DR Woodside, CA 94062 (Woodside) Evans Property	6102702		
	\$2,499,000 Single Res	5, 4+ 7280	1928 ARROYOVIEW DR San Carlos, CA 94069 (San Carlos) Coldwell Banker	6102685		
	\$2,499,000 Single Res	5, 4+ 4240	180 CEDARCREST WAY Palo Alto, CA 94302 (Palo Alto) Coldwell Banker-Palo Alto	6102706		
	\$4,475,000 Single Res	6+, 4+ 4848	480 OULDA HONDA RD Woodside, CA 94062 (Woodside) Coldwell Banker-Palo Alto	6102688		

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



y! health. **carousel**



microsoft live. **paged scrolling**

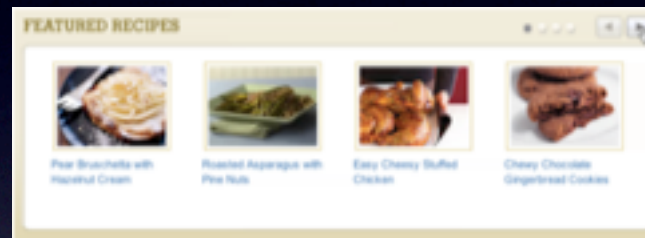
stay on the page. **virtual**

mlslistings. **pagination**

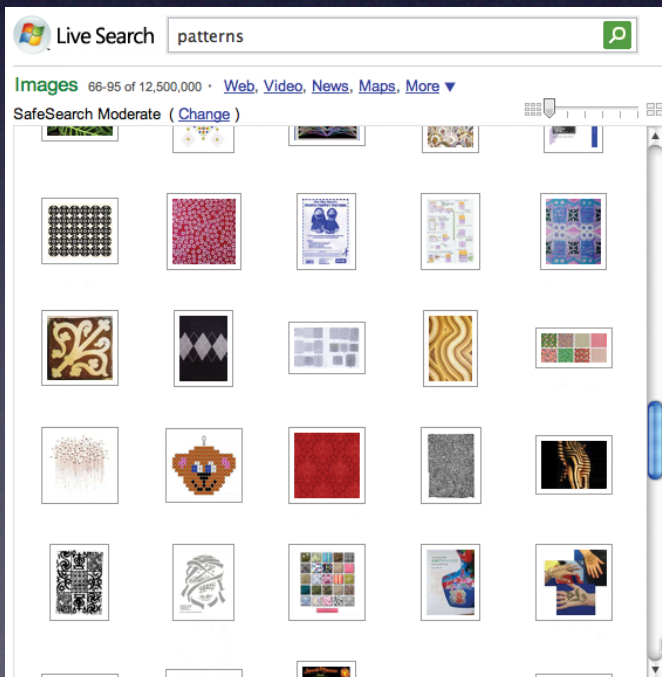
Photo <small>Click for info</small>	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # <small>(Click for info)</small>	More Photos <small>(Click for view)</small>	Virtual Tours <small>(Click for view)</small>
	\$2,888,000 Single Res	5, 4+ 4280	20 PASO DEL ARROYO Palo Alto Valley, CA 94302 (Palo Alto Valley) Coltland Banker-Moore Park-El Camino	6102708		
	\$2,899,000 Single Res	5+, 4+ 4300	415 WOODSIDE DR Woodside, CA 94062 (Woodside) Exotic Property	6102702		
	\$2,499,000 Single Res	5, 4+ 7280	4924 ARROYOVIEW DR San Bruno, CA 94066 San Bruno West Coltland Banker	6102655		
	\$2,499,000 Single Res	5, 4+ 4340	180 CEDRONES WAY Palo Alto Valley, CA 94302 (Palo Alto Valley) Coltland Banker-Palo Alto Valley	6102706		
	\$4,475,000 Single Res	6+, 4+ 4848	485 OULDA HONDA RD Woodside, CA 94062 (Woodside) Coltland Banker-Palo Alto Valley	6102658		

Rethink paging

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



y! health. **carousel**



microsoft live. **paged scrolling**

stay on the page. **virtual**

mlslistings. **pagination**

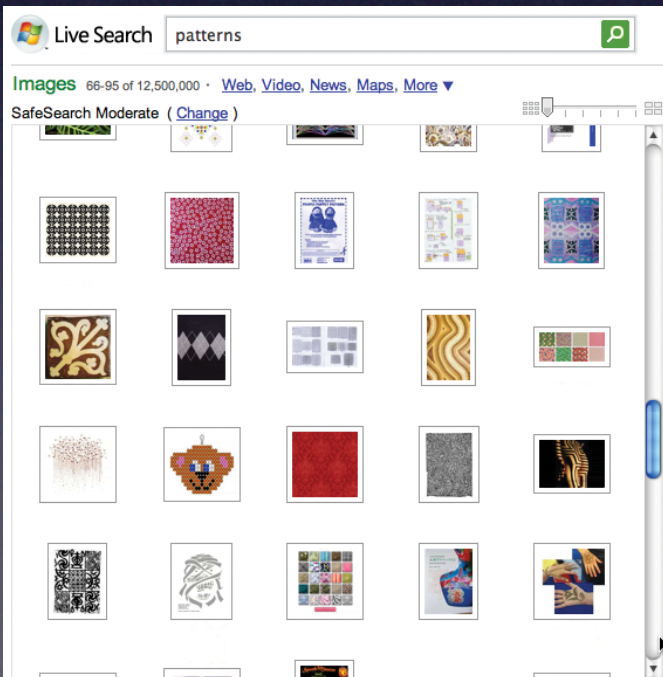
Photo <small>Click for info</small>	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # <small>(Click for info)</small>	More Photos <small>(Click for view)</small>	Virtual Tours <small>(Click for view)</small>
	\$2,888,000 Single Res	5, 4+ 4280	20 PASEO DEL ARROYO Palo Alto, CA 94304 (Palo Alto Valley) Cottrell Barker-Moore Park-El Camino	6102708		
	\$2,899,000 Single Res	5+, 4+ 4300	415 WOODSIDE DR Woodside, CA 94062 (Woodside) Exotic Property	6102702		
	\$2,499,000 Single Res	5, 4+ 7280	4924 ARROYOVIEW DR Los Gatos, CA 95032 (Los Gatos West) Cottrell Barker	6102655		
	\$2,499,000 Single Res	5, 4+ 4240	140 CEDRON RD Palo Alto, CA 94304 (Palo Alto Valley) Cottrell Barker-Palo Alto Valley	6102706		
	\$4,475,000 Single Res	6+, 4+ 4848	485 OLIVE HENNA RD Woodside, CA 94062 (Woodside) Cottrell Barker-Palo Alto Valley	6102658		

Rethink paging

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



y! health. **carousel**



microsoft live. **paged scrolling**

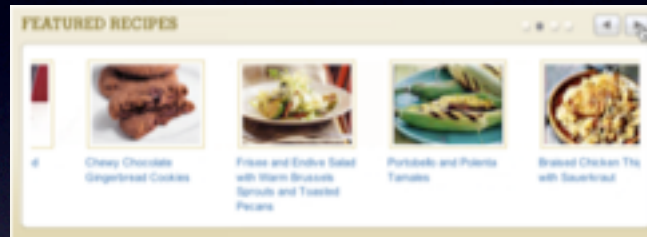
stay on the page. **virtual**

mlslistings. **pagination**

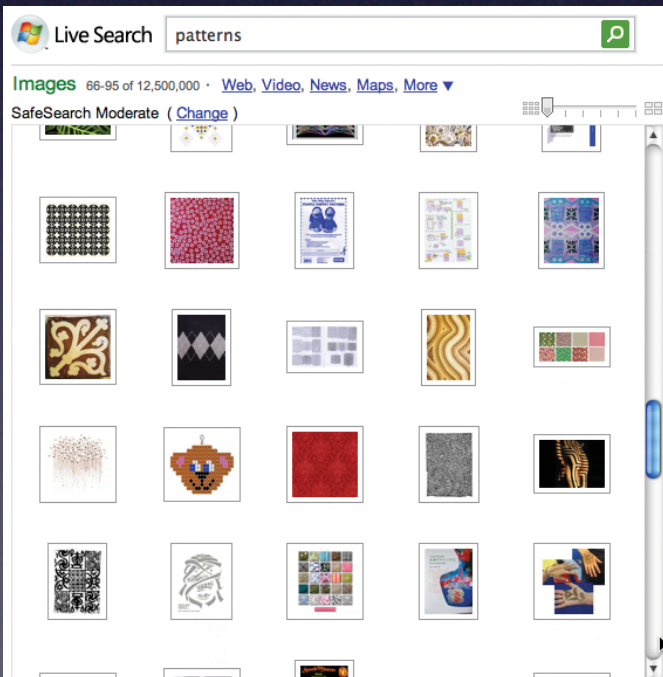
Photo <small>Click for info</small>	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # <small>(click for info)</small>	More Photos <small>(click for view)</small>	Virtual Tours <small>(click for view)</small>
	\$2,888,000 <small>Single Res</small>	5, 4+ 4280	20 PASEO DEL ARROYO Palo Alto, CA 94302 (Palo Alto) Cathedral Serrano-Monte Park-El Camino	6102708		
	\$2,899,000 <small>Single Res</small>	5+, 4+ 4300	415 WOODSIDE DR Woodside, CA 94062 (Woodside) Exotic Property	6102702		
	\$2,499,000 <small>Single Res</small>	5, 4+ 7200	1924 AEROWAY CT Los Gatos, CA 95032 (Los Gatos West) Cathedral Serrano	6102695		
	\$2,499,000 <small>Single Res</small>	5, 4+ 4340	180 CHEROKEE WAY Palo Alto, CA 94302 (Palo Alto) Cathedral Serrano-Palo Alto	6102706		
	\$4,475,000 <small>Single Res</small>	6+, 4+ 4848	485 OULDA HONDA RD Woodside, CA 94062 (Woodside) Cathedral Serrano-Palo Alto	6102705		

Rethink paging

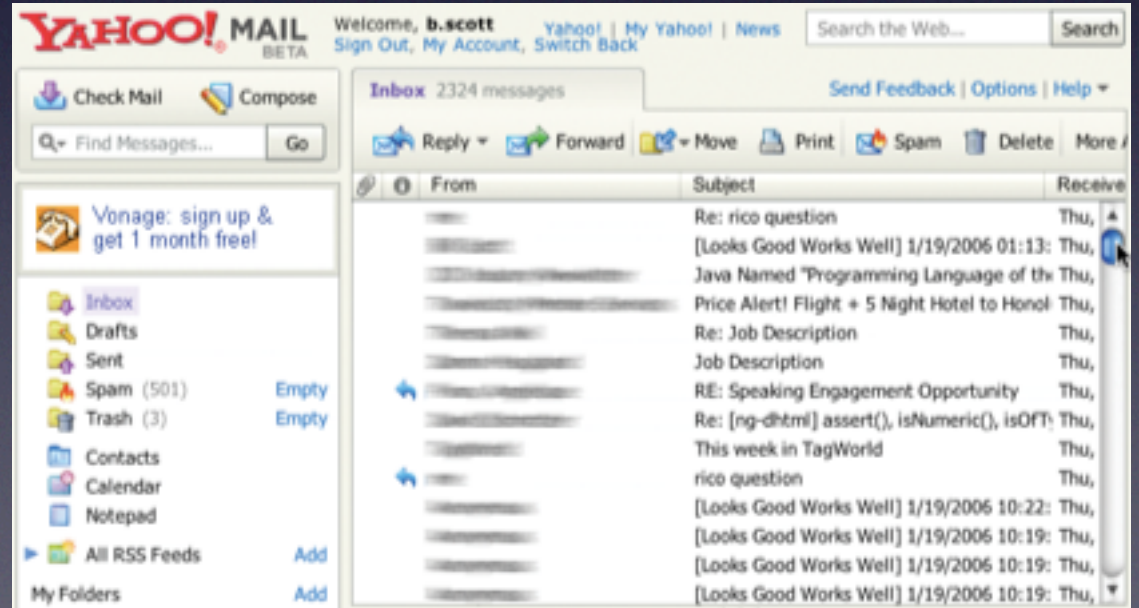
use scrolling for “owned” data
watch out for dual scroll bar issue
hybrid paging & scrolling



y! health. **carousel**



microsoft live. **paged scrolling**



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

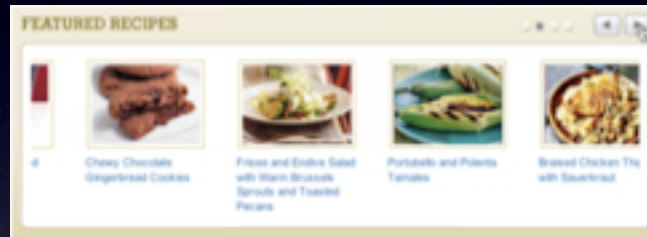
stay on the page. **virtual**

mlslistings. **pagination**

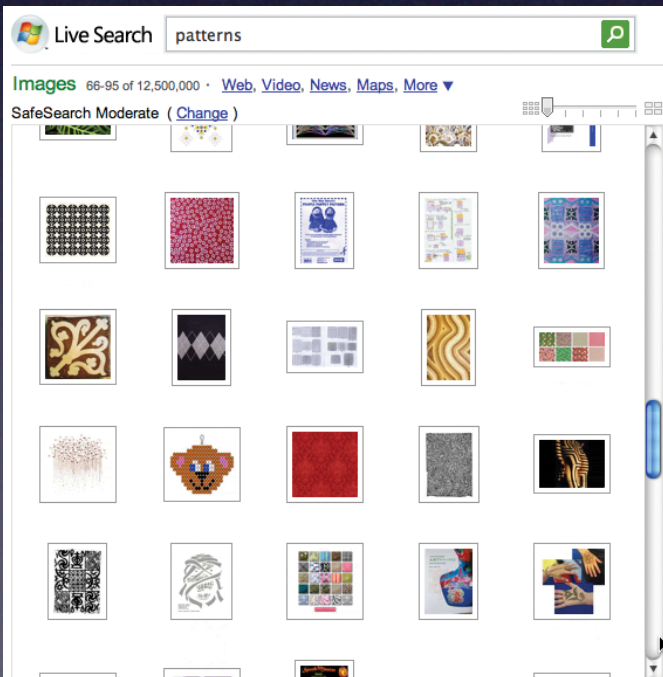
Photo <small>Click for info</small>	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # <small>(Click for info)</small>	More Photos <small>(Click for view)</small>	Virtual Tours <small>(Click for view)</small>
	\$2,888,000 Single Res	5, 4+ 4280	20 PASEO DEL ARROYO Palo Alto, CA 94304 (Palo Alto) Cottrell Banker-Morris Park-II Center	6102708		
	\$2,899,000 Single Res	5+, 4+ 4300	415 WOODSIDE DR Woodside, CA 94062 (Woodside) Exotic Property	6102702		
	\$2,499,000 Single Res	5, 4+ 7200	1924 AEROWAY CT San Carlos, CA 94050 (San Carlos) Cottrell Banker	6102695		
	\$2,499,000 Single Res	5, 4+ 4340	180 CHEROKEE WAY Palo Alto, CA 94304 (Palo Alto) Cottrell Banker-Palo Alto	6102706		
	\$4,475,000 Single Res	6+, 4+ 4848	485 OULDA HONDA RD Woodside, CA 94062 (Woodside) Cottrell Banker-Palo Alto	6102705		

Rethink paging

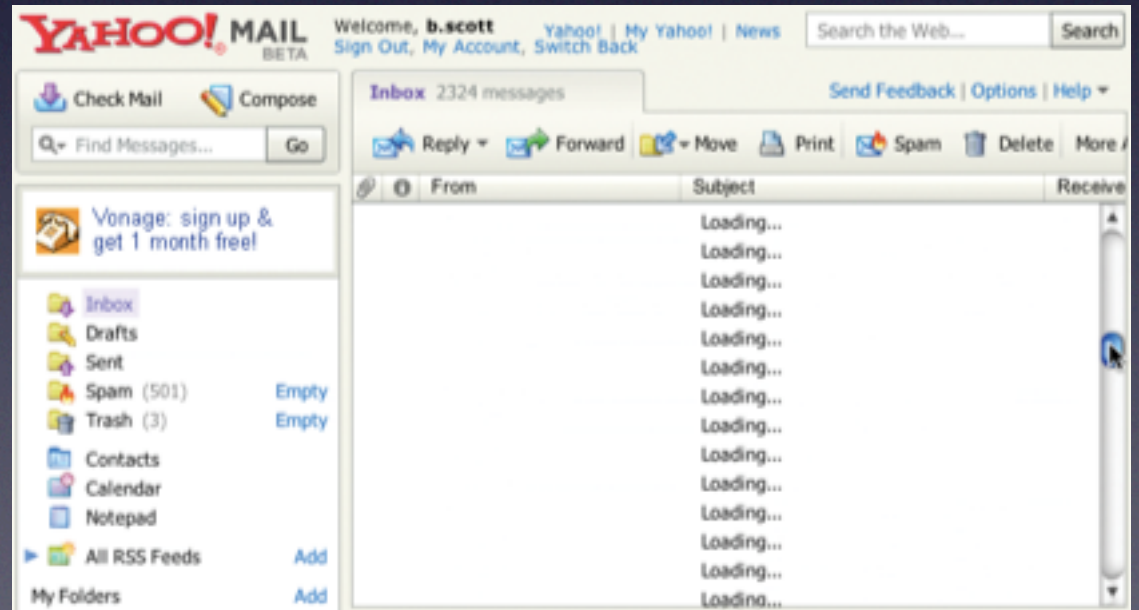
use scrolling for “owned” data
watch out for dual scroll bar issue
hybrid paging & scrolling



y! health. **carousel**



microsoft live. **paged scrolling**



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

stay on the page. **virtual**

mlslistings. **pagination**

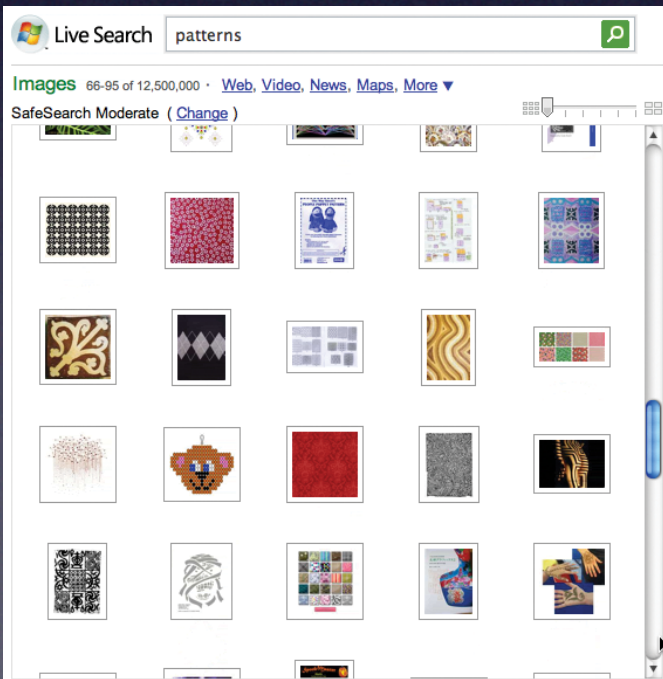


Rethink paging

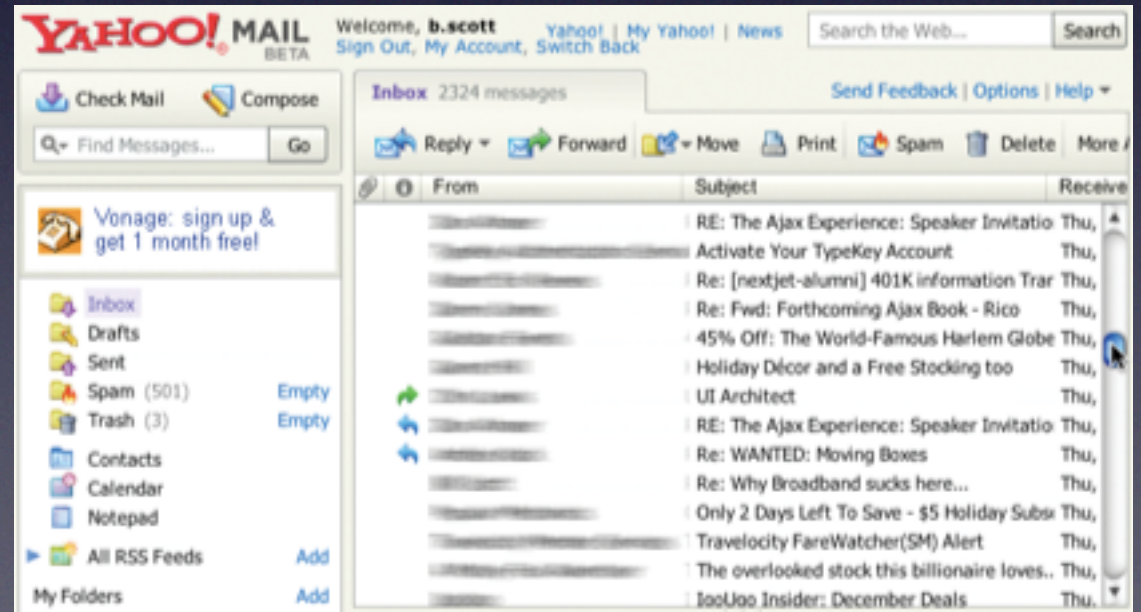
use scrolling for “owned” data
watch out for dual scroll bar issue
hybrid paging & scrolling



y! health. **carousel**



microsoft live. **paged scrolling**



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

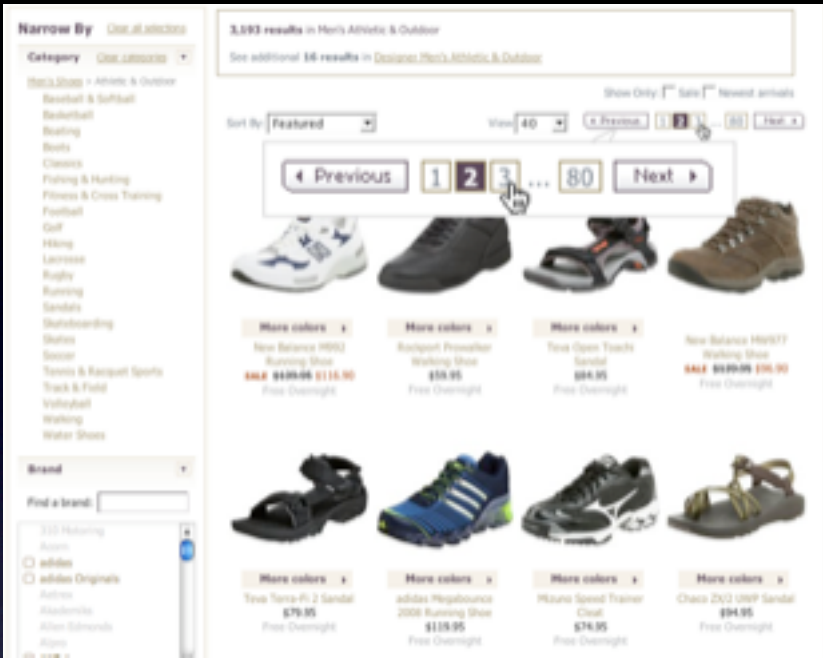
stay on the page. **virtual**

Rethink paging

in-place paging

zoomable user interface (zui)

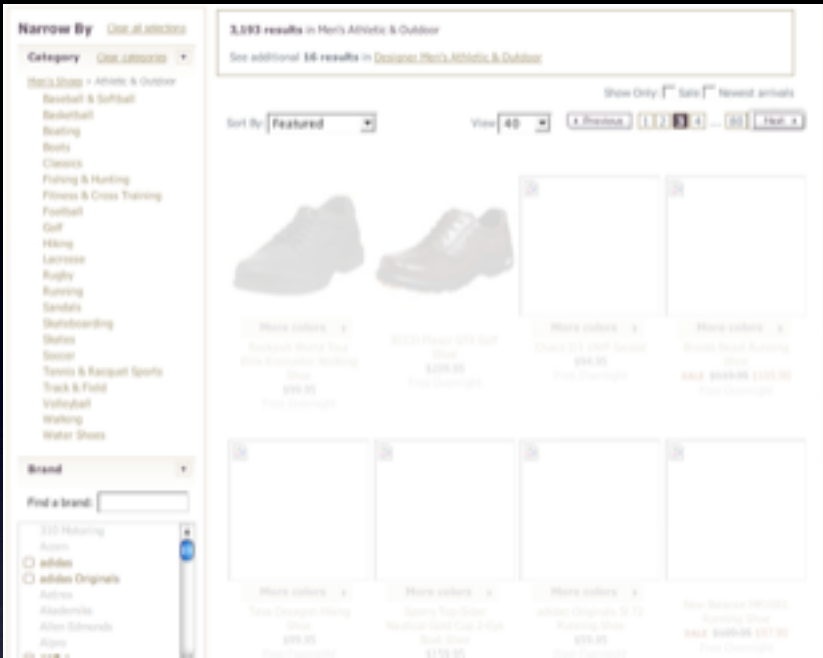
endless. seamless paging



stay on the page. **virtual**

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

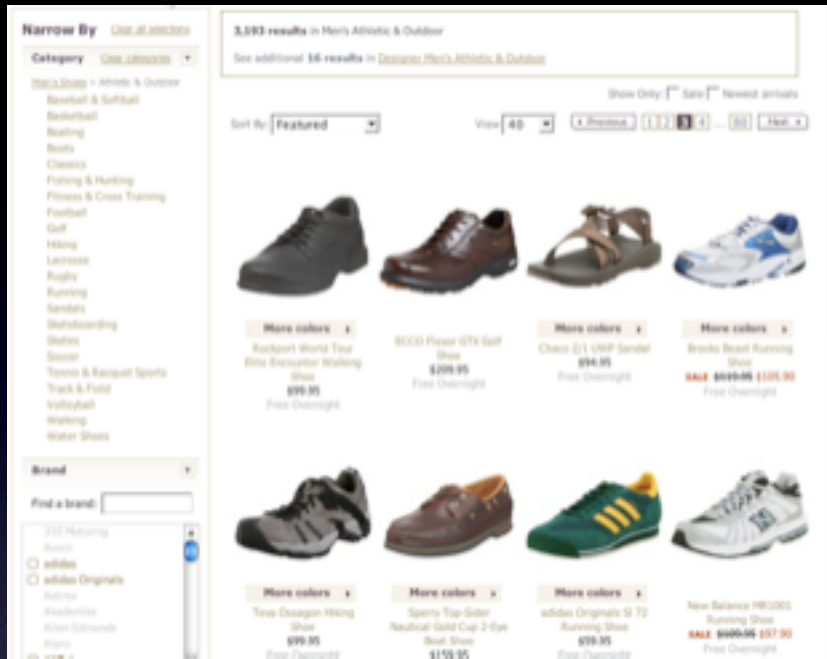
endless. seamless paging



stay on the page. **virtual**

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

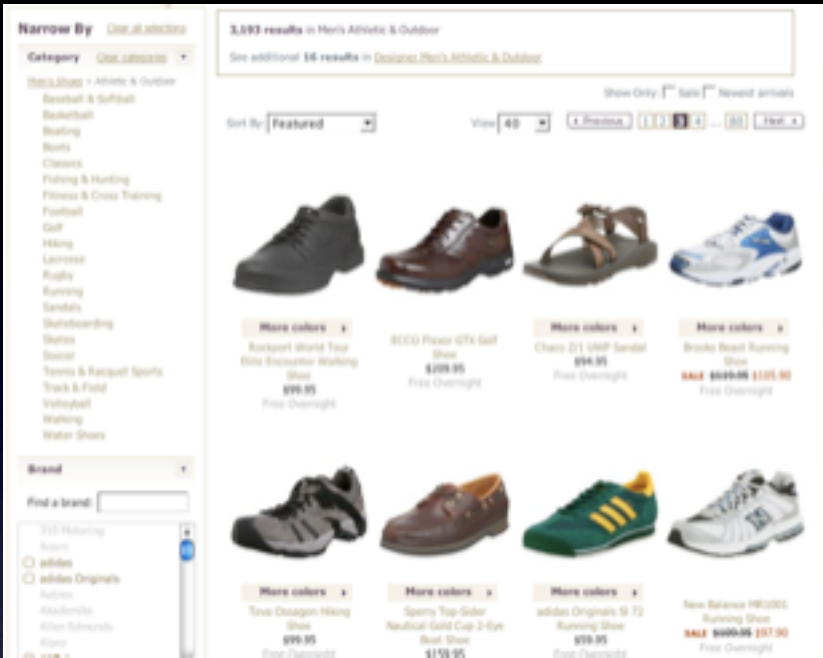
endless. seamless paging



stay on the page. **virtual**

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

endless. seamless paging



stay on the page. **virtual**

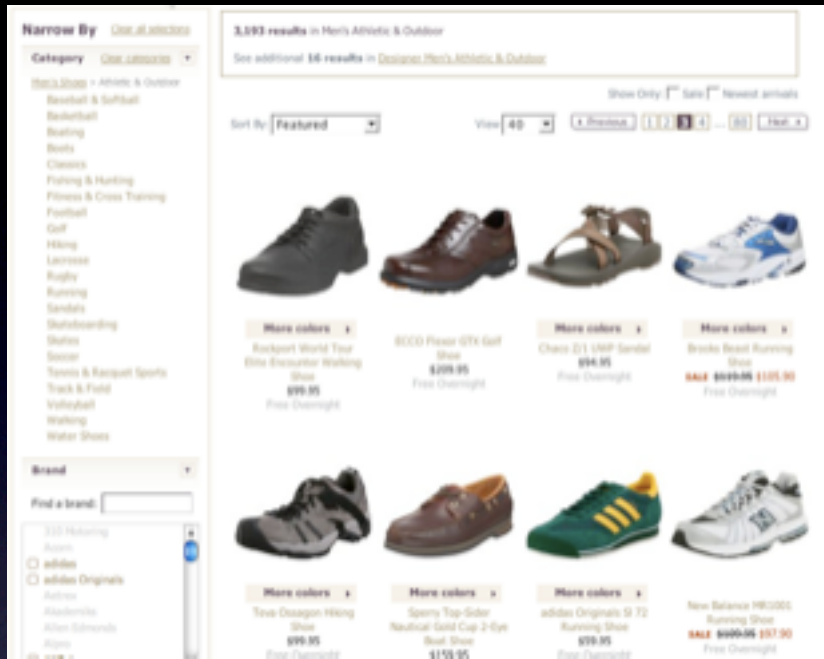
Rethink paging
in-place paging
zoomable user interface (zui)



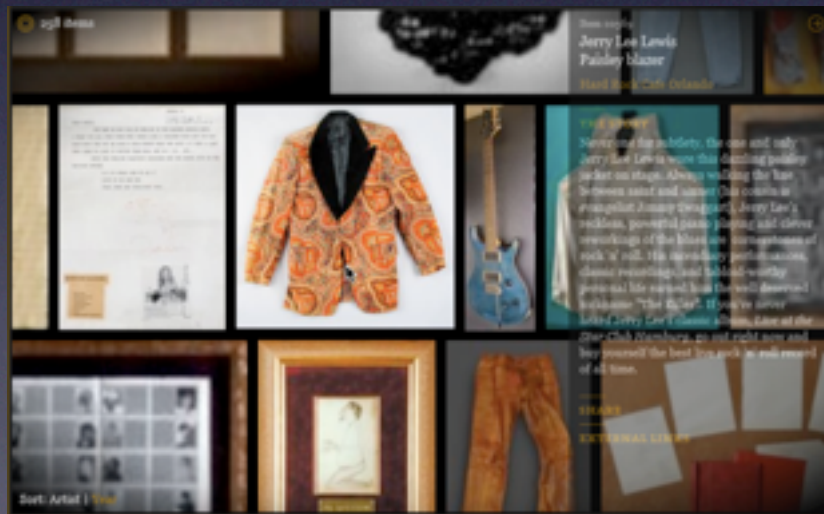
hard rock cafe. zui

stay on the page. **virtual**

endless. **seamless** paging

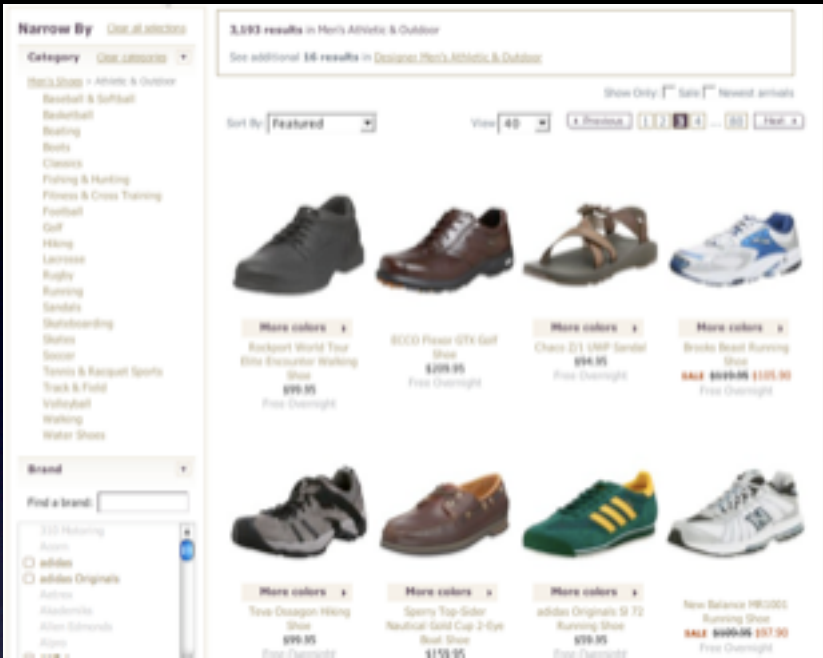


Rethink paging
in-place paging
zoomable user interface (zui)



hard rock cafe. **zui**

endless. seamless paging



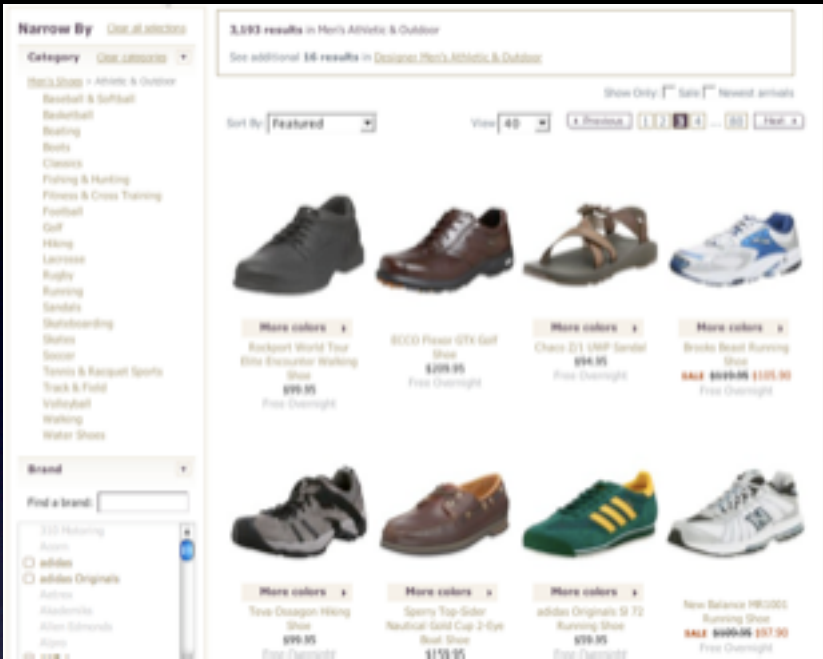
stay on the page. **virtual**

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



hard rock cafe. **zui**

endless. seamless paging

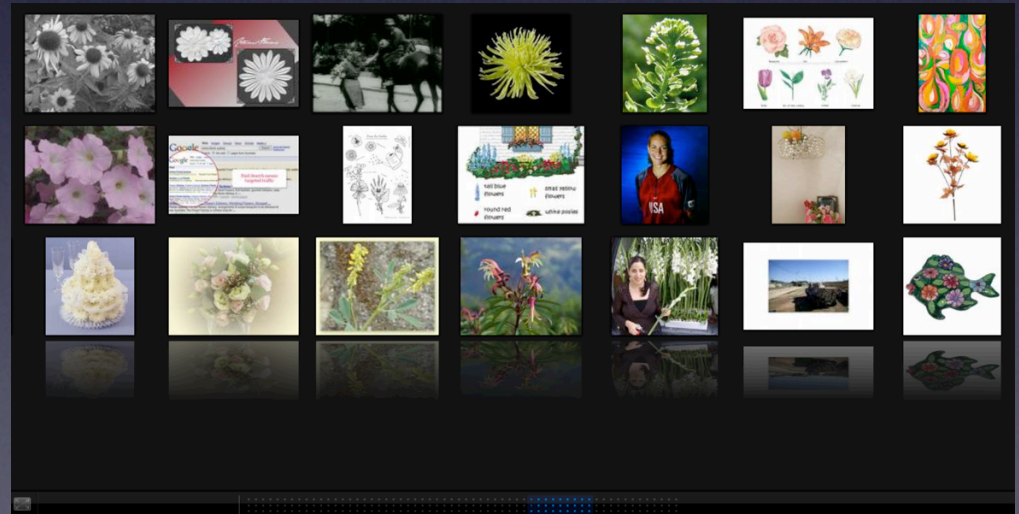


stay on the page. **virtual**

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

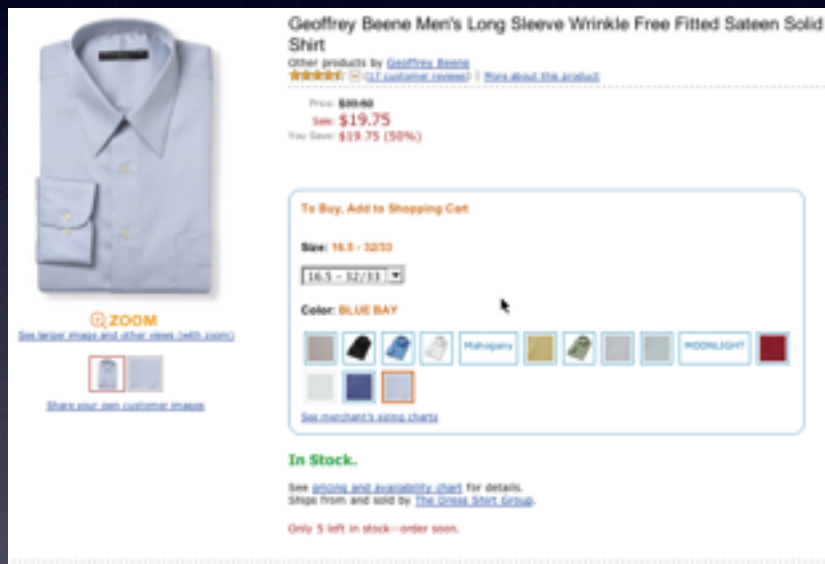
the user's mental model vs page model

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

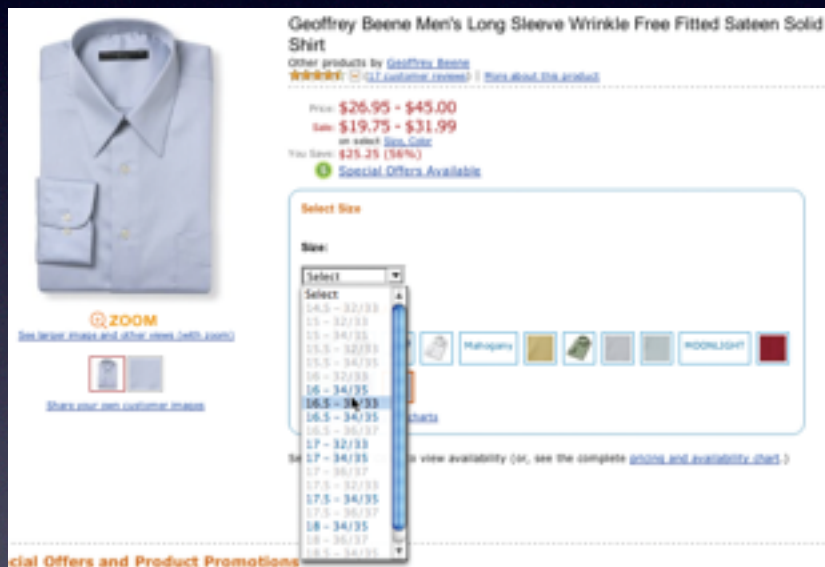


the gap. inline assistant

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 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 assistant**

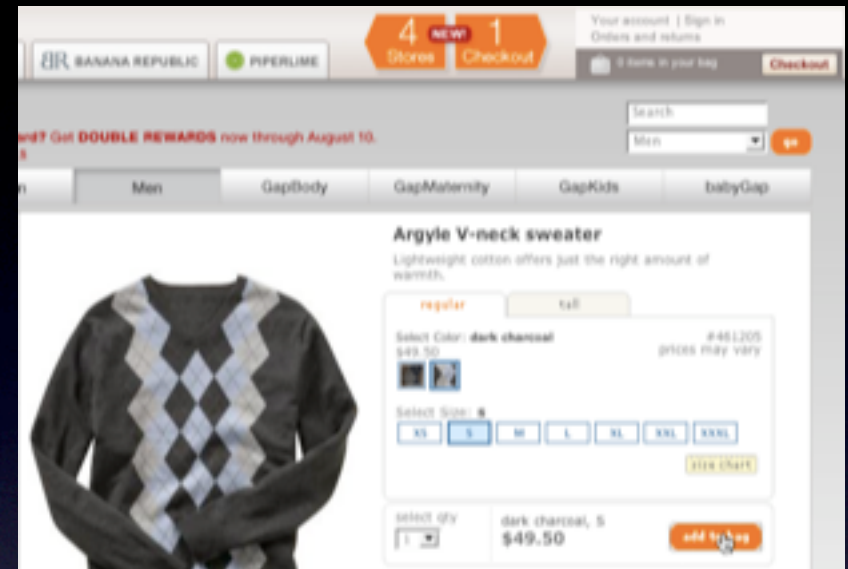
stay on the page. **process flow**

rethink process flows

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



the gap. inline assistant



the gap. inline checkout

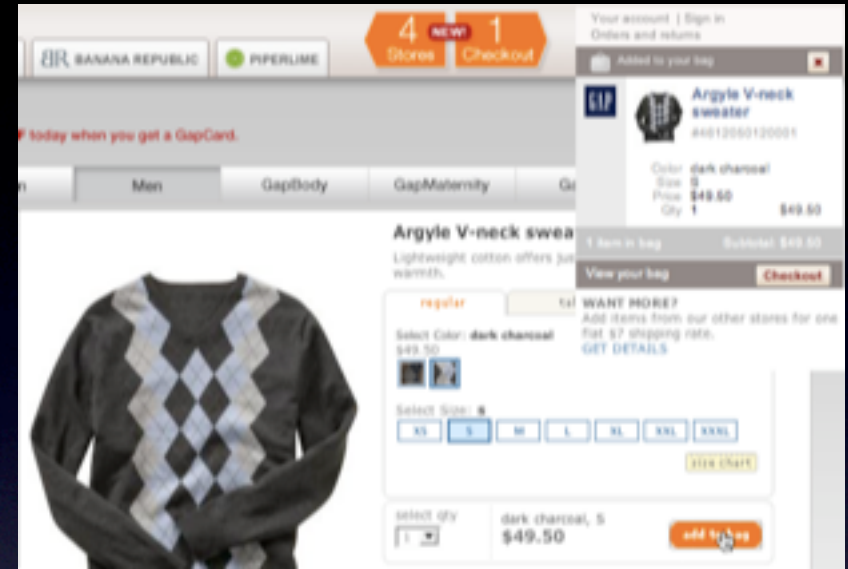
stay on the page. **process flow**

rethink process flows

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



the gap. inline assistant

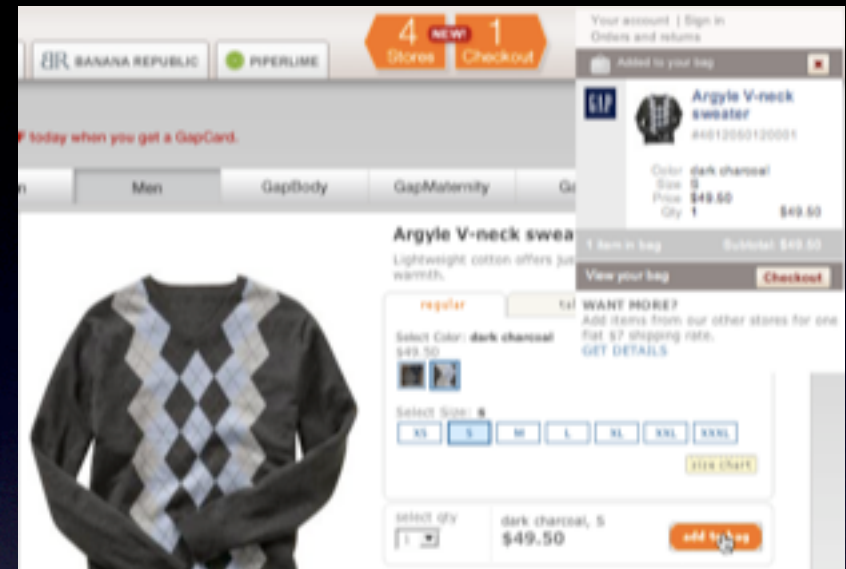


the gap. inline checkout

stay on the page. **process flow**

rethink process flows

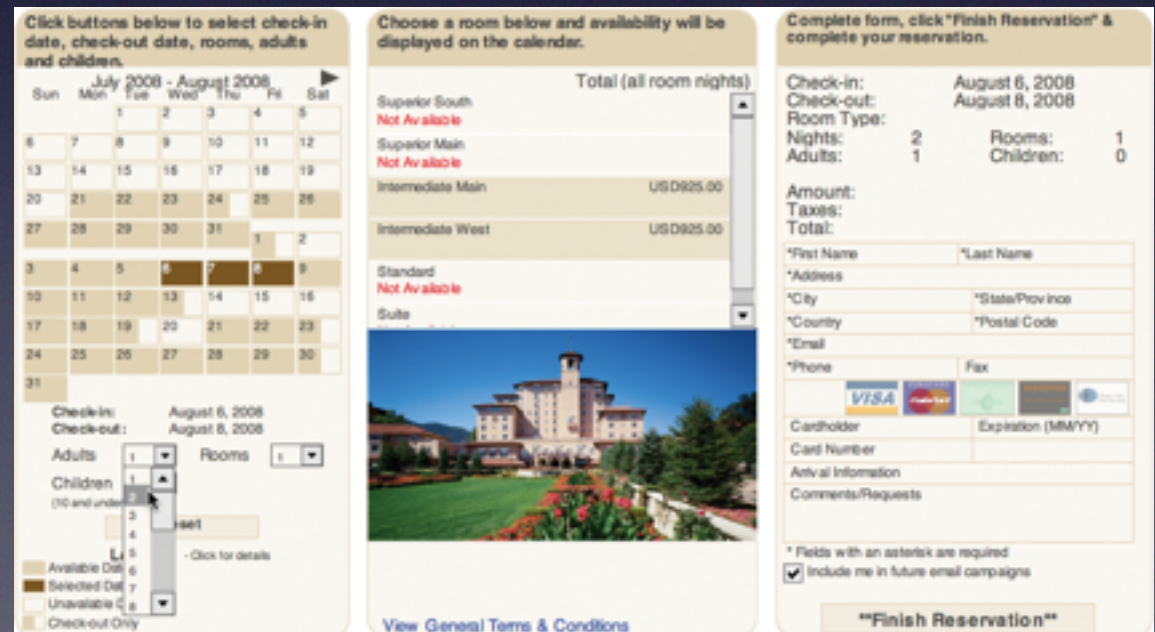
the user's mental model vs page model
every page jump is a mental speed bump



the gap. inline checkout



the gap. inline assistant

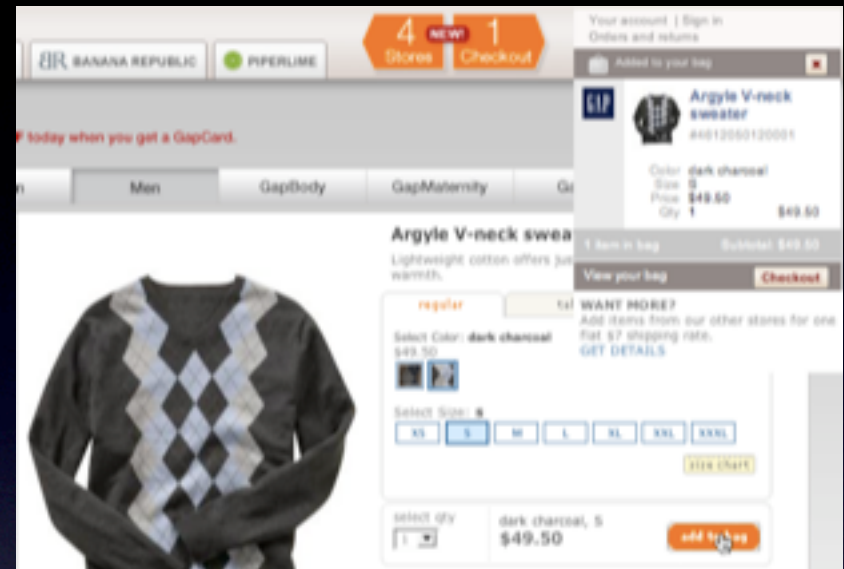


broadmoor hotel. one page checkout

stay on the page. **process flow**

rethink process flows

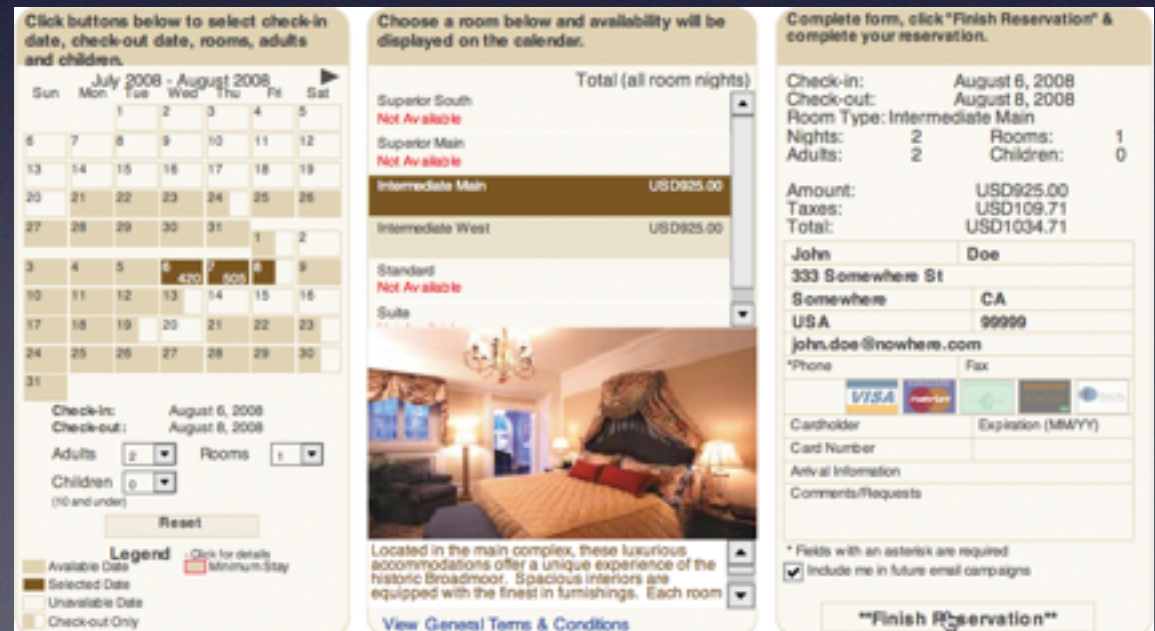
the user's mental model vs page model
every page jump is a mental speed bump



the gap. inline checkout



the gap. inline assistant



broadmoor hotel. one page checkout

stay on the page. **process flow**

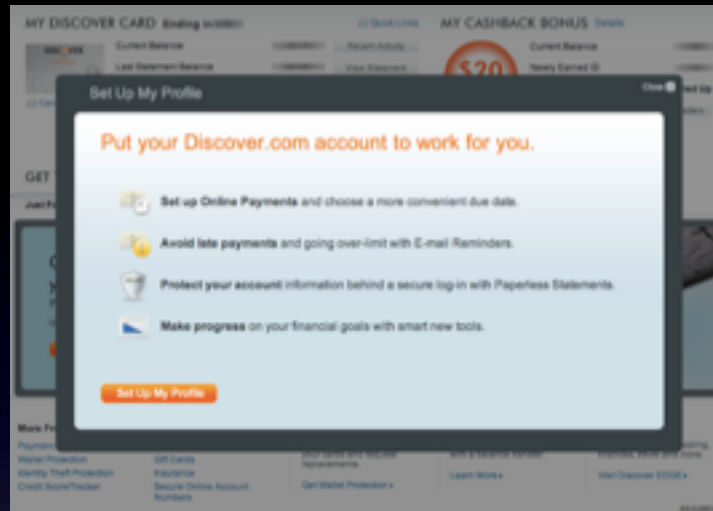
step by step?

yes, sometimes works best

stay on the page. **process flow**

step by step?

yes, sometimes works best

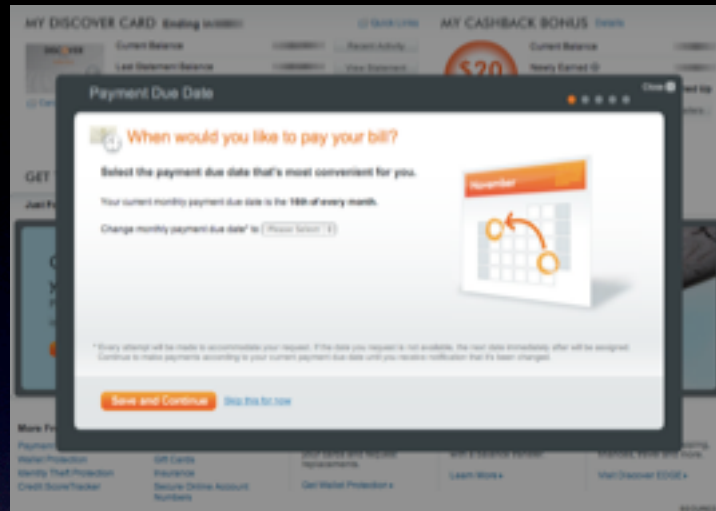


discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best

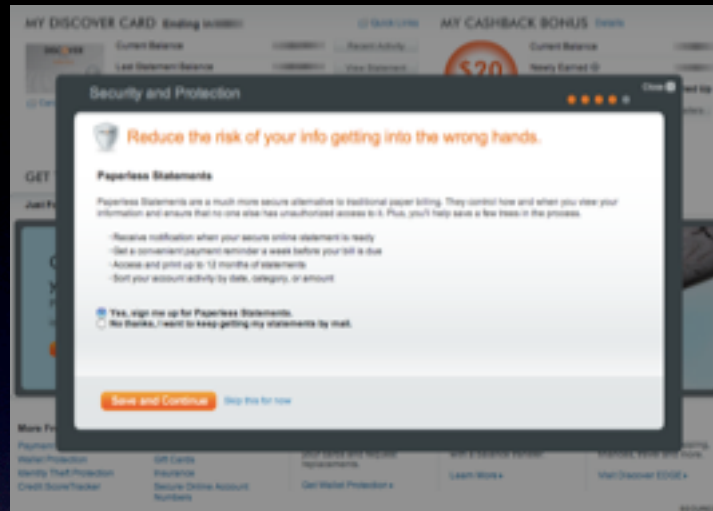


discover card. **step by step**

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

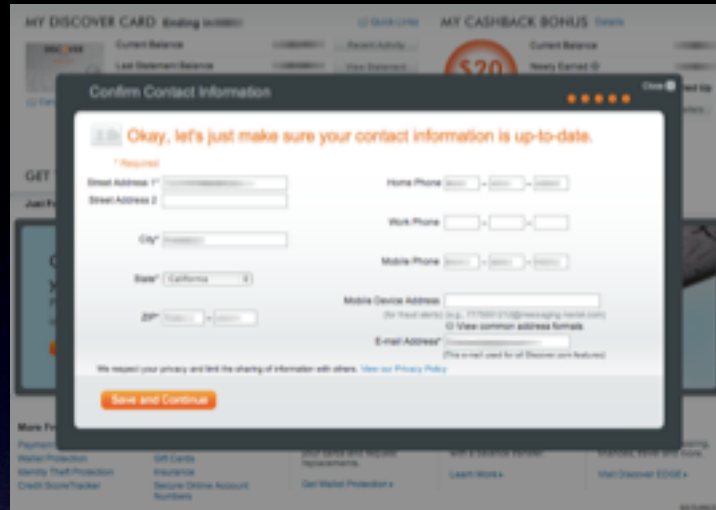


discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best

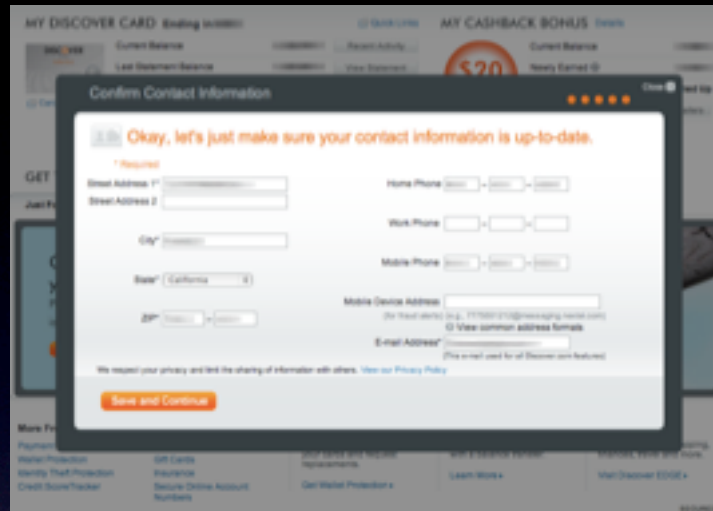
A screenshot of a Discover Card account page. The page is titled 'MY DISCOVER CARD' and 'MY CASHBACK BONUS'. A modal window titled 'Confirm Contact Information' is overlaid on the page. The modal contains the following text: 'Okay, let's just make sure your contact information is up-to-date.' Below this, there are several input fields: 'Street Address 1', 'Street Address 2', 'City', 'State' (with a dropdown menu showing 'California'), and 'ZIP'. To the right of these fields are 'Home Phone', 'Work Phone', and 'Mobile Phone' fields, each with a dropdown menu for the area code. Below the address fields is a 'Mobile Device Address' field with a note: '(If your device is, e.g., 11758121@msging.mydis.com)'. There is also an 'E-mail Address' field. At the bottom of the modal, there is a 'Save and Continue' button. The background of the page shows various account details and links.

discover card. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best



discover card. **step by step**


Help Center

Report Problem

- Report problems quickly & easily
- Get replacements shipped immediately







Eternal Sunshine of the Spotless Mind

Date Shipped: 09/25/07



Still need help?
Contact [Customer Service](#)

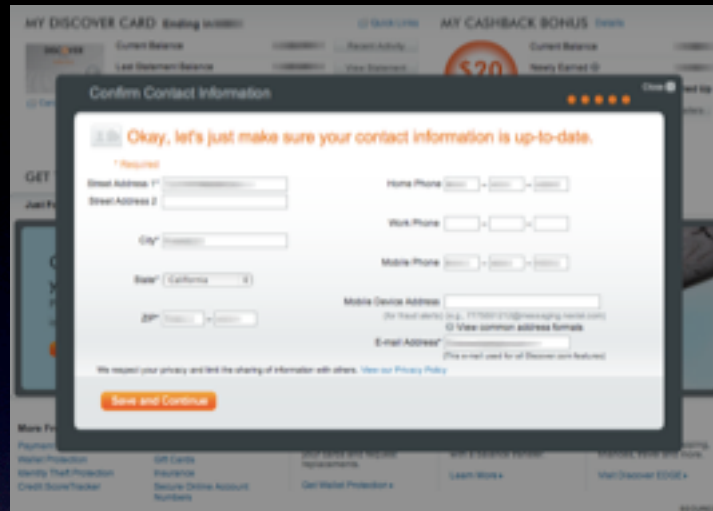
REPORT A PROBLEM AND ORDER REPLACEMENTS

-  [The DVD is damaged, scratched or unplayable](#)
-  [I received the wrong DVD](#)
-  [I haven't received the DVD yet](#)
-  [I returned this DVD, but Netflix hasn't received it](#)
-  [I have lost or damaged this DVD and would like to pay for it](#)
-  [I don't have the white sleeve or red envelope to return the DVD](#)

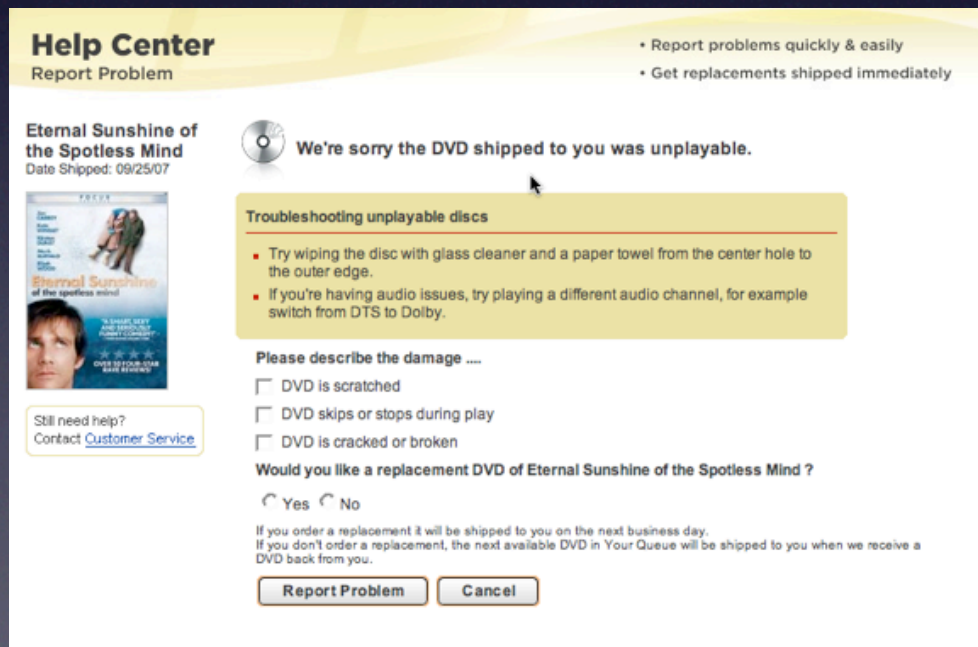
stay on the page. **process flow**

step by step?

yes, sometimes works best



discover card. **step by step**

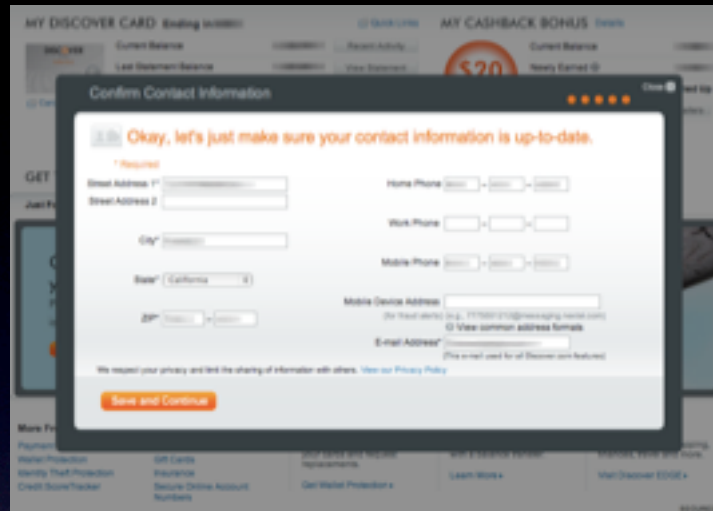


netflix. **step by step**

stay on the page. **process flow**

step by step?

yes, sometimes works best



discover card. **step by step**

Help Center

Report Problem

- Report problems quickly & easily
- Get replacements shipped immediately

Eternal Sunshine of the Spotless Mind

Date Shipped: 09/25/07

We're sorry the DVD shipped to you was unplayable.

Troubleshooting unplayable discs

- Try wiping the disc with glass cleaner and a paper towel from the center hole to the outer edge.
- If you're having audio issues, try playing a different audio channel, for example switch from DTS to Dolby.

Please describe the damage

- DVD is scratched
- DVD skips or stops during play
- DVD is cracked or broken

Would you like a replacement DVD of Eternal Sunshine of the Spotless Mind ?

Yes No

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.

netflix. **step by step**

ebay

Create your listing

- 1 Create a descriptive title for your item**
Levis 501 women's jeans (Your title has 32 characters remaining)
- 2 Select the category that best describes your item**
Help buyers find your item - select a category or browse for one.
Suggested categories:
 - Clothing, Shoes & Accessories > Men's Clothing > Jeans
 - Clothing, Shoes & Accessories > Women's Clothing > Jeans
 - Clothing, Shoes & Accessories > Women's Clothing > Juniors > Jeans
 - Clothing, Shoes & Accessories > Women's Clothing > Shorts
 - Clothing, Shoes & Accessories > Vintage > Men's Vintage Clothing > 1965-76 (Mod, Hippie, Disco) > Pants
 - Clothing, Shoes & Accessories > Women's Clothing > Plus Sizes > Jeans
 - Clothing, Shoes & Accessories > Vintage > Men's Vintage Clothing > 1977-89 (Punk, New Wave, 80s) > PantsNot one of these? [Try browsing categories.](#)
eBay can automatically fill your auction-style in with information about your item.
- 3 Bring your item to life with pictures**
Click **Add a photo** and select the photo you want to upload.

Add a photo (FREE) | Add a photo + \$0.15 | Add a photo + \$0.15 | Add a photo + \$0.15
Each additional photo is \$0.15.
 Gallery Plus: Display large pictures in search results-capture special details or different views for buyers. (\$0.30) (recommended)
- 4 Describe the item you're selling**
Help buyers find what they're looking for by providing detailed, easy-to-read information such as the following:
 - Color, size, and measurements.
 - Item condition details.
 - Notable features or a good story associated with the item.
 - Whether you allow returns.
 - Be sure to check your spelling and grammar.
- 5 Set a price and shipping details**
Start auction bidding at \$ 0.99 | lasting for 7 Days |
 Add 7-day Risk to the listing \$ (00.05)
Please specify shipping details when you list your item. Listings with shipping details may get better visibility in search results. You can use the Shipping Calculator to help you select a service and calculate cost.
Shipping destination: United States | Shipping cost to buyer: \$ |
 Shipping Calculator
- 6 Decide how you'd like to be paid**
 Because of your limited transaction history on eBay, you must offer PayPal or a merchant credit card as a payment method for this listing. PayPal is the safer, easier way to receive payments on eBay.
Learn more about the eBay Accepted Payment Policy.
Some payments may be held in your account to ensure smooth transactions. PayPal will release the hold after 21 days without a buyer dispute, claim, chargeback, or other action. The hold may be released earlier if either of the following occurs:
 - Buyer leaves positive feedback.
 - 3 days after PayPal confirms item delivery.Learn more about PayPal's Holds Policy.
 Accept payment with PayPal |

Fee to insert your listing: \$0.00 |

ebay. **single page flow**

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

[+ Upload Photos](#)

All My Photos







- [My Albums](#)
 - Paris06
- [My Tags](#)
- [My Friends' Photos](#)

All My Photos


[Slideshow](#) [Create](#) [Share](#) [Edit](#) [Prints & Gifts](#)

Drag photos into this tray and choose a task above.

Sort by: [Date](#)

 Sunset	 Underneath	 View from the Top
 Eiffel Pulley	 From Second Floor Up	 Eiffel Tower

Friendly advice for photo sharing.



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

anti-pattern. y! photos. idiot boxes

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

Home Prints & Gifts View Cart Settings Help Search My Tags


[+ Upload Photos](#)

All My Photos

Slideshow Create Share Edit Prints & Gifts

Drag photos into this tray and choose a task above.

Sort by: **Date**



Sunset



Underneath




View from the Top



Eiffel Pulley



From Second Floor Up



Eiffel Tower

Friendly advice for photo sharing.



anti-pattern. y! photos. idiot boxes

stay on the page. anti-patterns

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

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



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

Add to Cart

[Add to Wish List](#)

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

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

> Buy TV Box Sets at 40% Off
> Browse the DVD store

> See all Back-to-School offers

anti-pattern. borders. hover & cover

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

Home Prints & Gifts View Cart Settings Help Search My Tags

Upload Photos

All My Photos

Slideshow Create Share Edit Prints & Gifts

Drag photos into this tray and choose a task above.

Sort by: Date

Sunset Underneath View from the Top

Eiffel Pulley From Second Floor Up Eiffel Tower

Friendly advice for photo sharing.

anti-pattern. y! photos. idiot boxes

stay on the page. anti-patterns

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

Merriam-Webster's Collegiate Dictionary
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(Hardcover)

\$26.95 List Price
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[> Buy TV Box Sets at 40% Off](#)
[> Browse the DVD store](#)

anti-pattern. borders. hover & cover

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

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

Forty Associates recently added Associate sites who viewed a purchase nearly 6% of the time

Now we're opening the beta up through a product preview-[en testing product previews.](#)

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

amazon.com

Ray!: Original Motion Picture Soundtrack **Buy Now**

by Ray Charles
New: **\$12.97** 100 new & used from **\$8.97**
Usually ships within 24 hours
Average Customer Review: ★★★★★

[Privacy Information](#)

beta, visitors to clicks resulted in a

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

part of the sign-up

anti-pattern. amazon. mouse trap

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

the answer is in testing

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

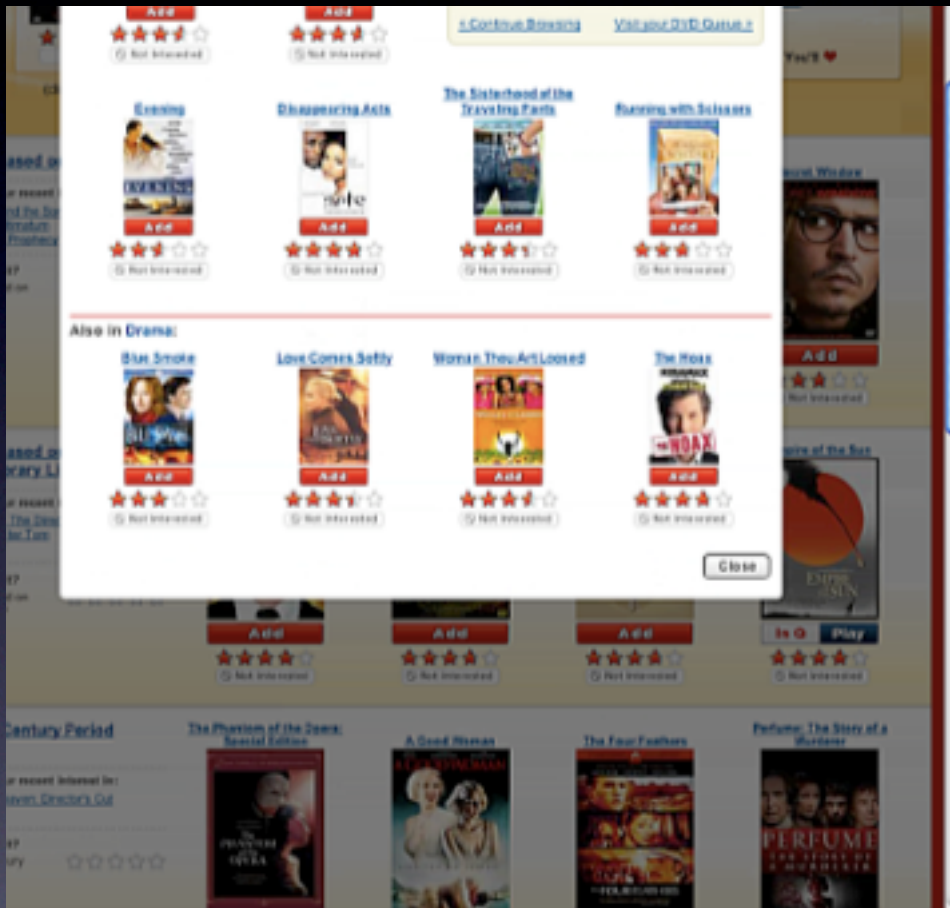
the answer is in testing



netflix. **stalker overlay**

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

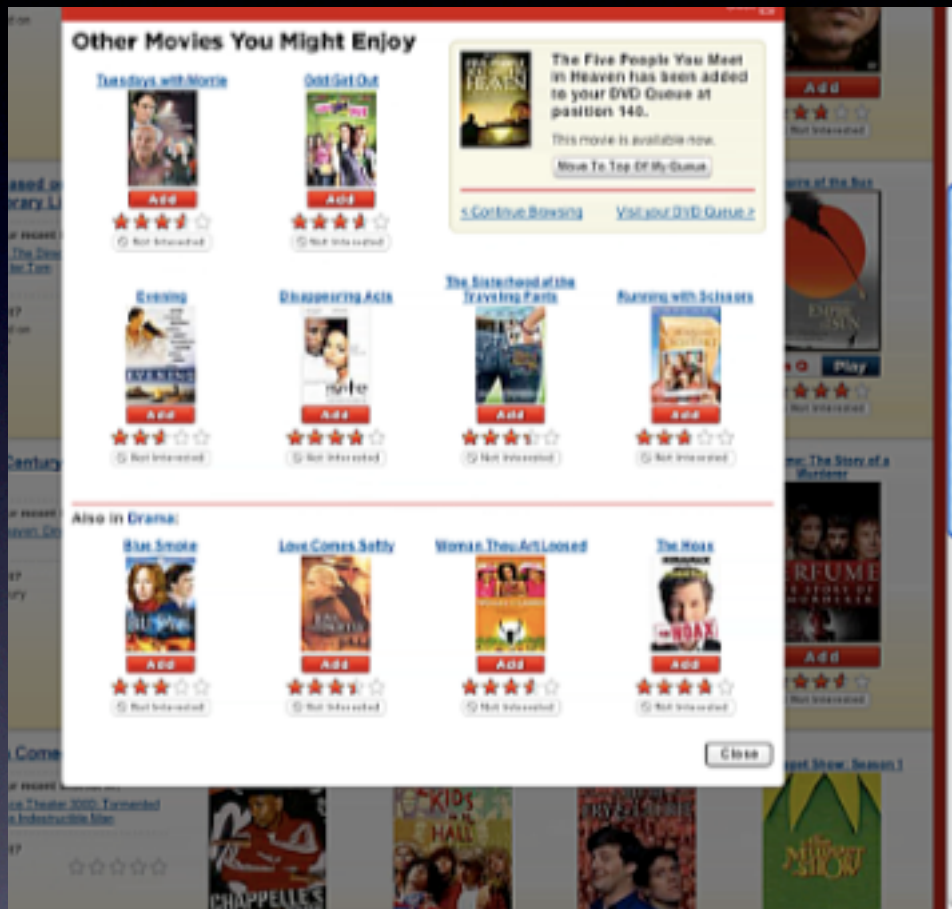
the answer is in testing



netflix. **stalker overlay**

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

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

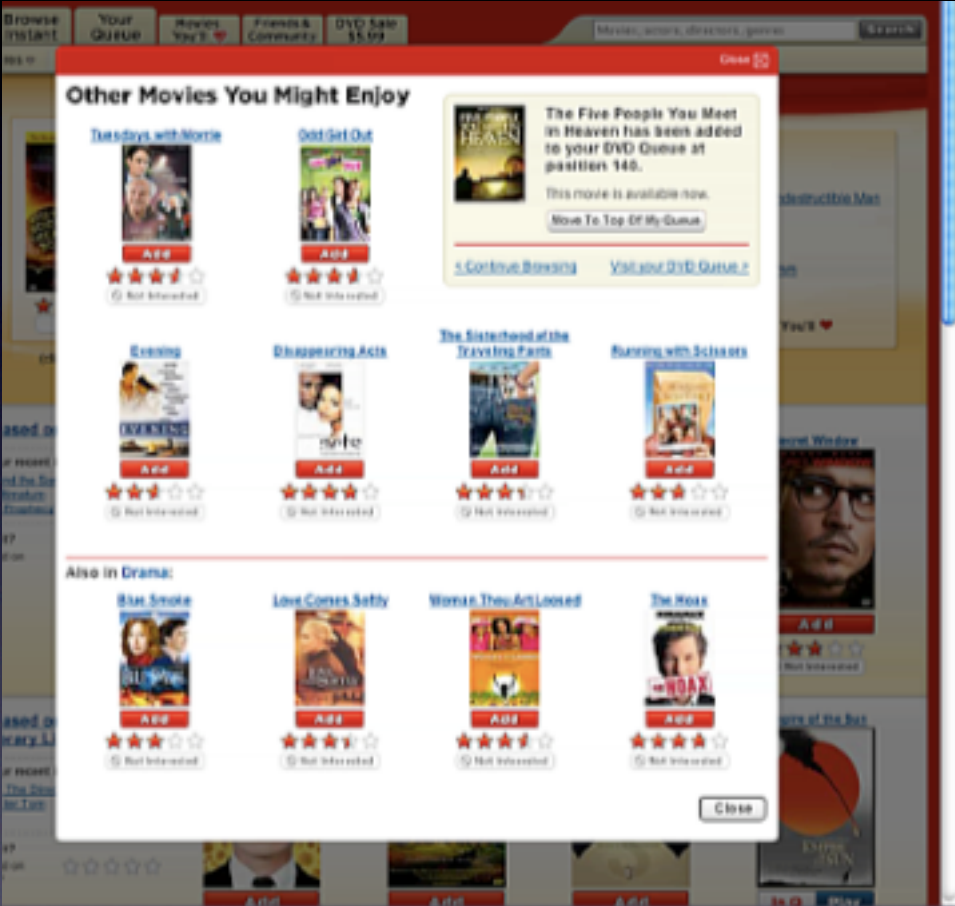
the answer is in testing



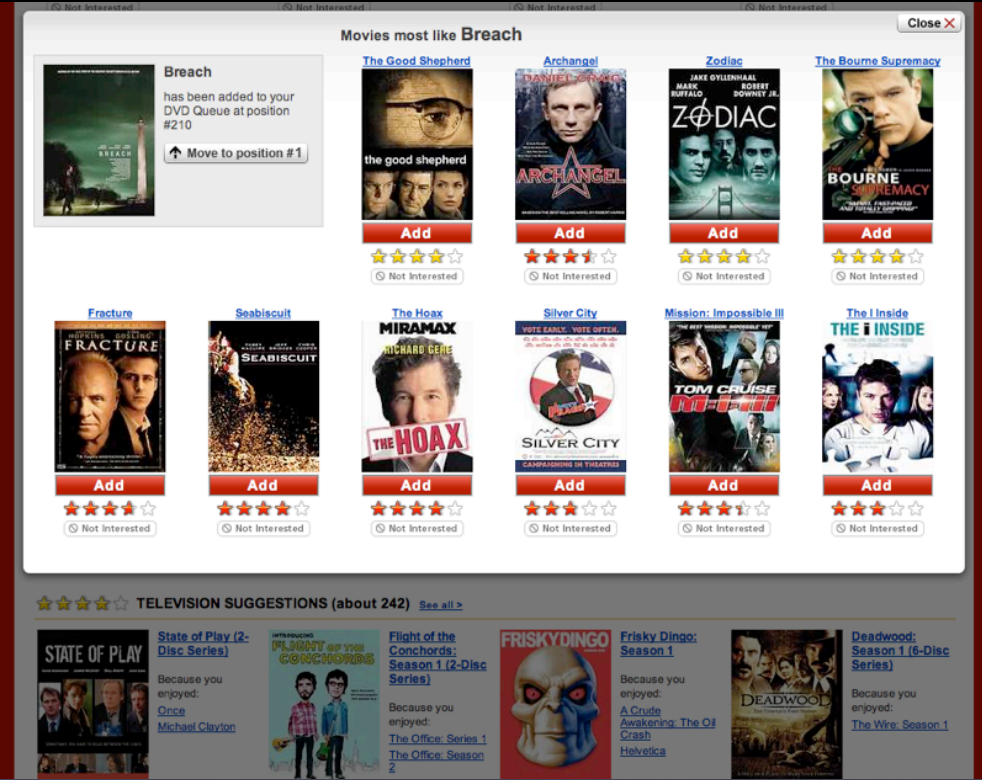
netflix. stalker overlay

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

blank slots

blank slate

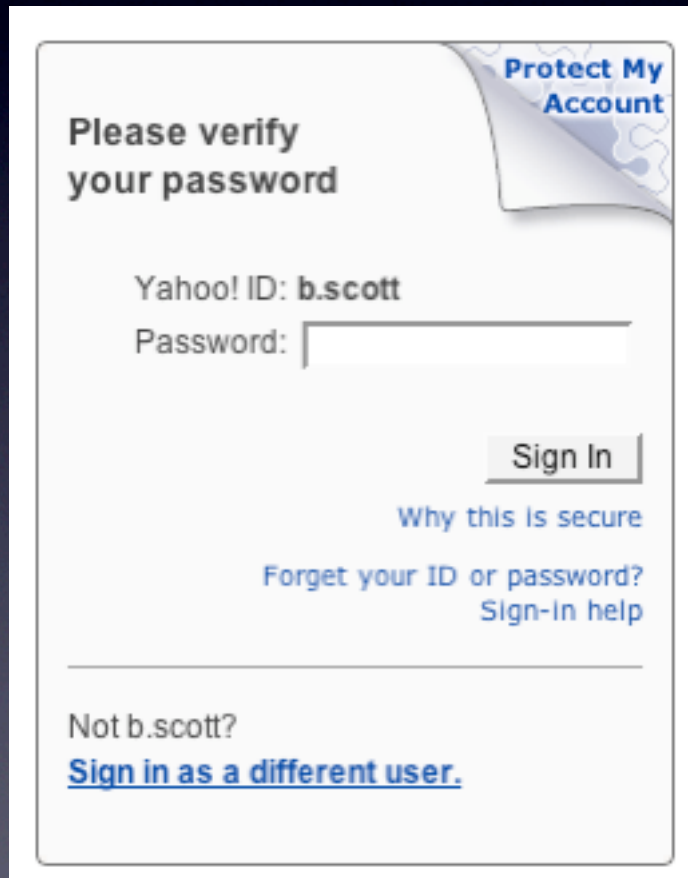
offer an invitation. **static invitation**

unfinished look

dog-ear

blank slots

blank slate



The image shows a screenshot of a Yahoo! login page. The page has a white background with a thin black border. In the top right corner, there is a blue dog-ear graphic that appears to be peeling away from the page, revealing a blue background with the text "Protect My Account" in white. Below this, the main content area is white and contains the following text and elements:

- Please verify your password**
- Yahoo! ID: **b.scott**
- Password:
-
- [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

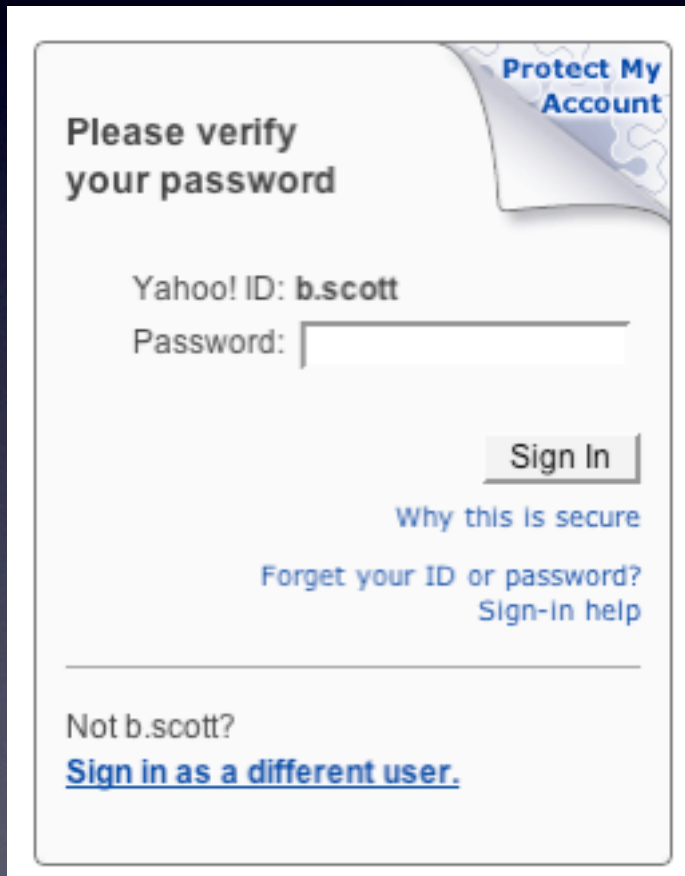
offer an invitation. **static invitation**

unfinished look

dog-ear

blank slots

blank slate



Protect My Account

Please verify your password

Yahoo! ID: **b.scott**

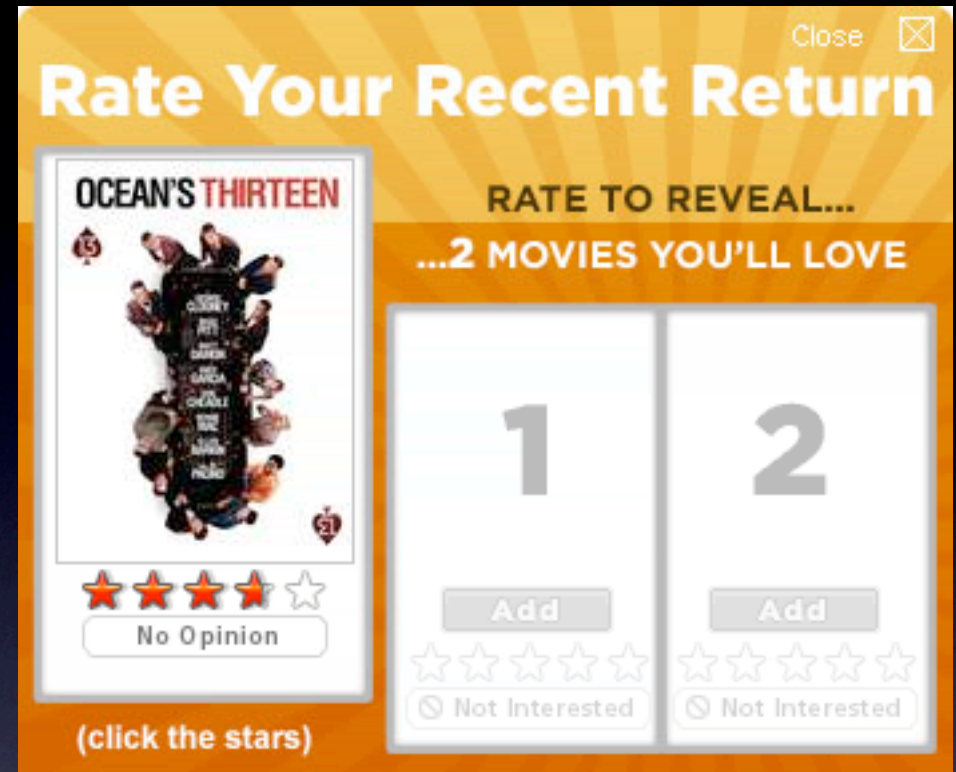
Password:

[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

OCEAN'S THIRTEEN

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

1 2

★ ★ ★ ★ ☆ No Opinion

★ ★ ★ ★ ☆ Not Interested

★ ★ ★ ★ ☆ Not Interested

(click the stars)

netflix. rate invitation (blank slots)

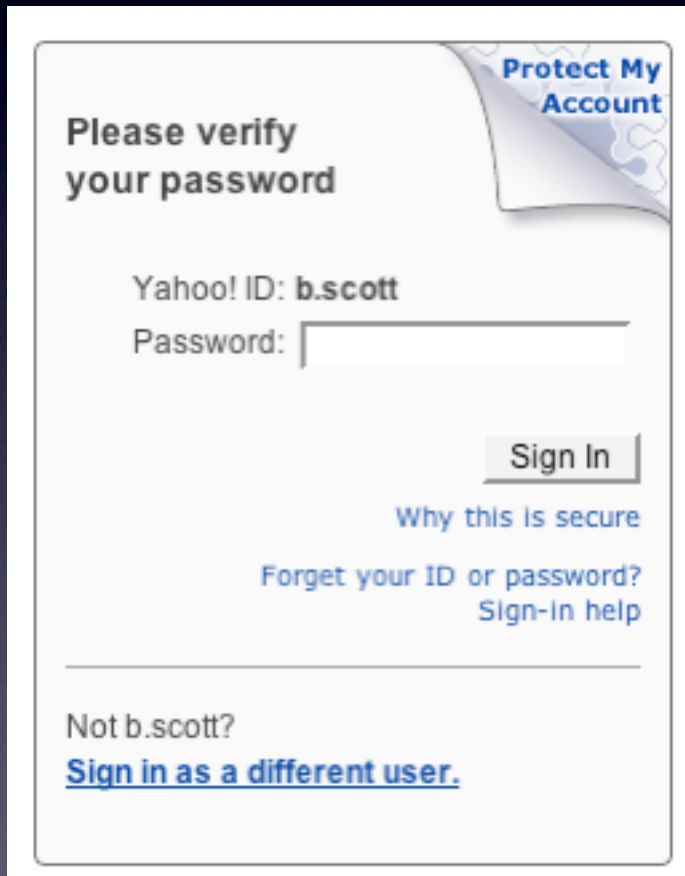
offer an invitation. **static invitation**

unfinished look

dog-ear

blank slots

blank slate



Protect My Account

Please verify your password

Yahoo! ID: **b.scott**

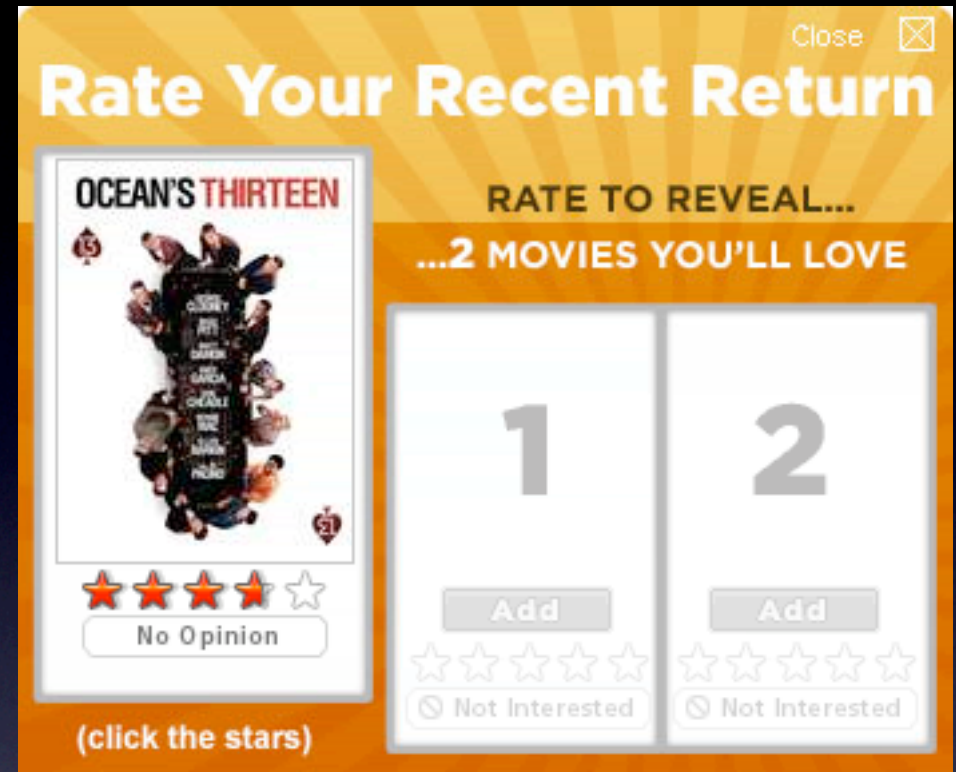
Password:

[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)

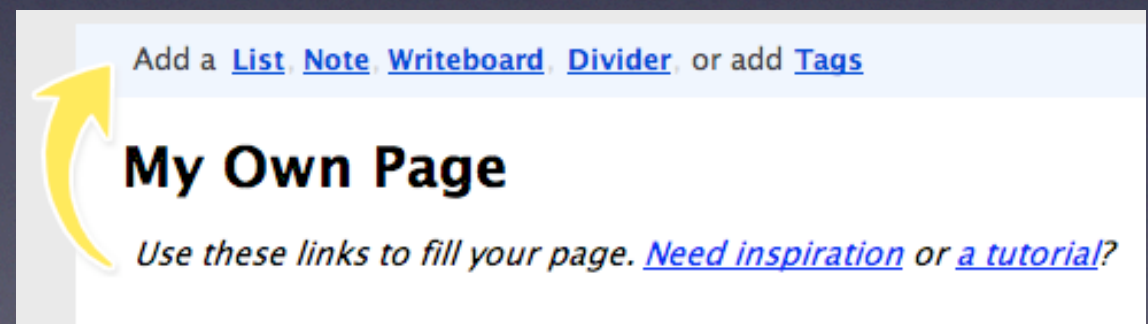
1 Add

2 Add

☆☆☆☆☆ Not Interested

☆☆☆☆☆ Not Interested

netflix. rate invitation (blank slots)



Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

My Own Page

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

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.

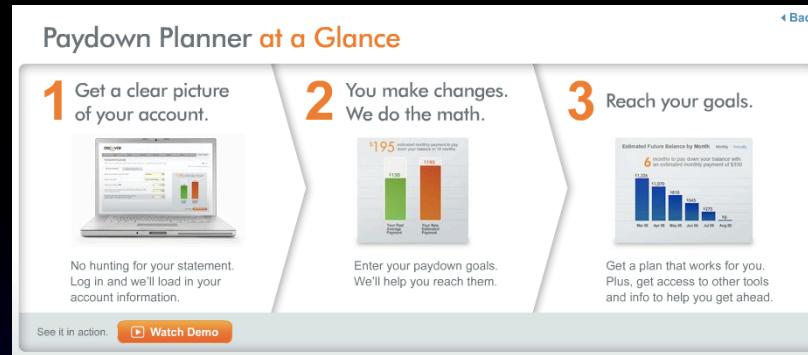
See it in action. [▶ Watch Demo](#)

discover! 1-2-3 call to action




offer an invitation. **static invitation**

call to action

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




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

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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](#) [Page Options](#)

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

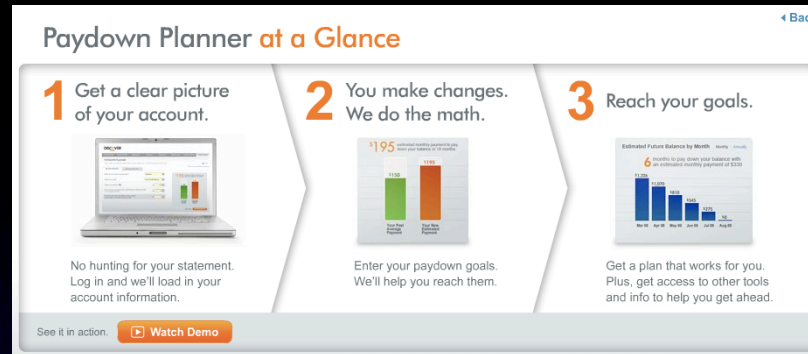
[Next](#)

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.
[Watch Demo](#)
- 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 Page Options

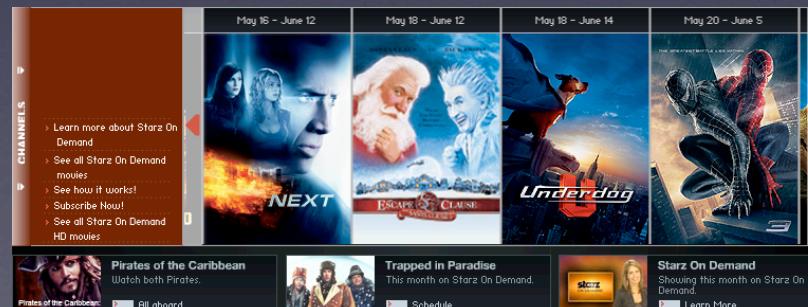
Search smarter

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](#)

yahoo! tour invitation



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

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

Next

Escapes & Claims

Underdog

Starz On Demand

Pirates of the Caribbean
Watch both Pirates.

Trapped in Paradise
This month on Starz On Demand.

Starz On Demand
Showing this month on Starz On Demand.

starz play! sneak peek in carousel

offer an invitation. **static invitation**

SCOPRI TUTTE LE NOSTRE DESTINAZIONI



offer an invitation. **static invitation**

SCOPRI TUTTE LE NOSTRE DESTINAZIONI



talkeetnaviaggi.it. **navigation invitation**

offer an invitation. **static invitation**


The screenshot shows a 'Tickler Menu' overlay on a web page. The menu is titled 'Switch to a different project' and lists several project options. The 'Campfire' project is highlighted with a mouse cursor. Below the list is a search bar labeled 'Select a project...'. The background shows a sidebar with 'Messages' and 'Pages' sections, and a main content area with a post by Joe Smith.

board
Are
Message
Pages
MARCH
na, n
free o
David
17 DEC
g ho
it Last by Joe Smith on Wed, 17 Dec at 9:45am
retty?
oe Smith in Assets | [Edit](#) | 1 comment

Switch to a different project

Last projects you've accessed

Backpack
37signals

Campfire 
37signals

Infrastructure
37signals

The 37signals Book
Crown Publishing

Things Are Going To Change
Testing A Company

Other recently accessed projects

Select a project...

basecamp. **Tickler Menu.**

offer an invitation. **static invitation**

The image shows a screenshot of the MSNBC website's navigation menu. The menu is divided into two main sections: 'Latest headlines' and 'Topics'. The 'Latest headlines' section lists several news items, each with a small icon and a right-pointing arrow. The 'Topics' section lists various subject areas, also with icons and arrows. The website's header includes navigation links for 'Today Show', 'Nightly News', 'Dateline', 'Meet the Press', 'MSNBC TV', and 'NB'. At the bottom, there are buttons for 'More news', 'My news', and 'Pinned', along with an advertisement placeholder.

Latest headlines

- [Today Front Page](#)
- [Ga-ga-goo-green? 10 tips to raise an eco-kid](#)
- [Money 911: Get the most from creditors](#)
- [Get fit! Joy Bauer offers live nutrition advice](#)
- [Bo Obama comes home to the White House](#)
- [9 things Maxim taught me about women](#)
- [Tori Spelling takes on 'Mommywood'](#)
- [Images: Capturing the 'American Character'](#)
- [She dived 314 feet — with one breath](#)
- [Beckham book sheds light on soccer star](#)
- [Is the economy hurting your health? E-mail us](#)
- [As Obama pup arrives, hounding can stop](#)

Topics

- [Food & Wine](#)
- [Health](#)
- [Pets](#)
- [Fashion & beauty](#)
- [Parenting](#)
- [Relationships](#)
- [Entertainment](#)
- [Books](#)
- [People](#)
- [Technology & Money](#)
- [Home & Garden](#)
- [Weather](#)
- [Travel](#)
- [Weddings](#)

advertisement | your ad here

More news My news Pinned

Only on msnbc.com

Ask

msnbc.com. **Page as Menu.**

offer an invitation. **dynamic invitation**

discoverability

invitations

offer an invitation. **dynamic invitation**

discoverability
invitations

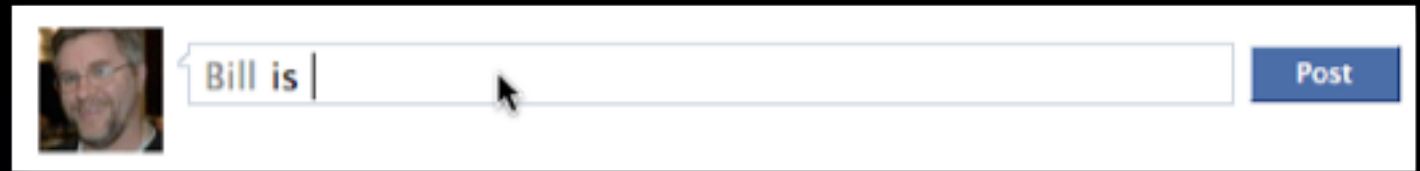


What are you doing right now?

facebook, **prompt-based invitation**

offer an invitation. **dynamic invitation**

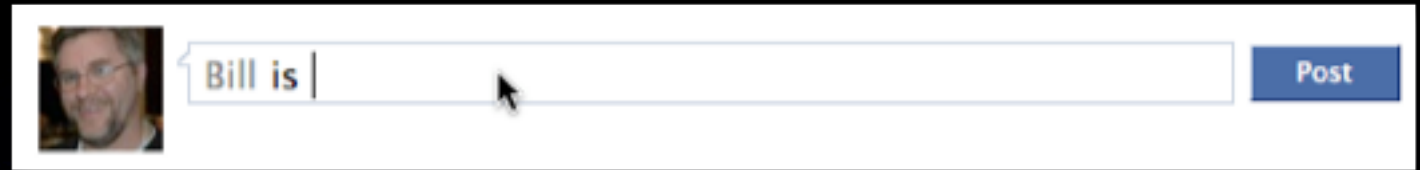
discoverability
invitations



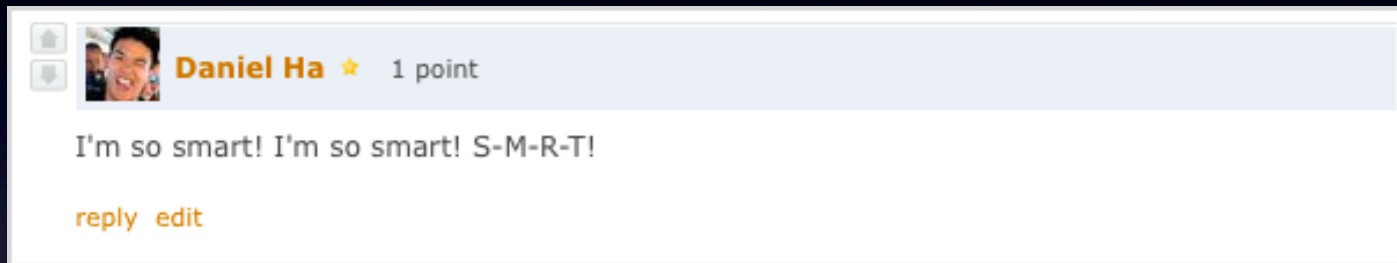
facebook, **prompt-based invitation**

offer an invitation. **dynamic invitation**

discoverability invitations



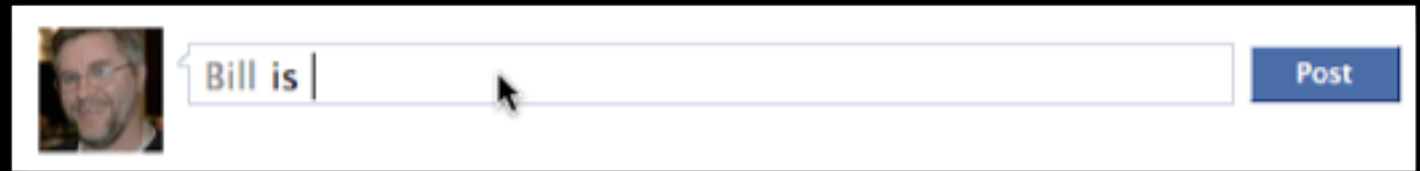
facebook. **prompt-based invitation**



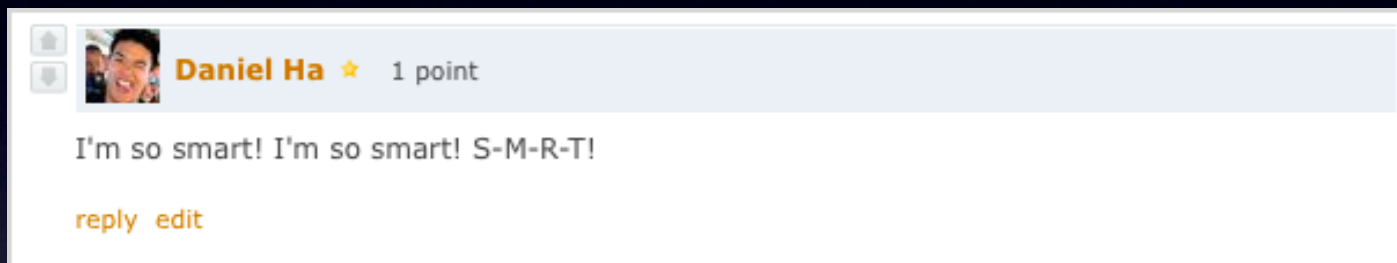
disqus. **explicit "edit" invitation**

offer an invitation. **dynamic invitation**

discoverability invitations



facebook. **prompt-based invitation**



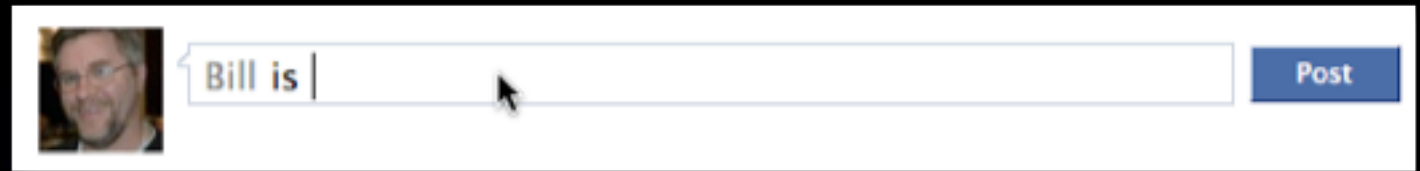
disqus. **explicit "edit" invitation**



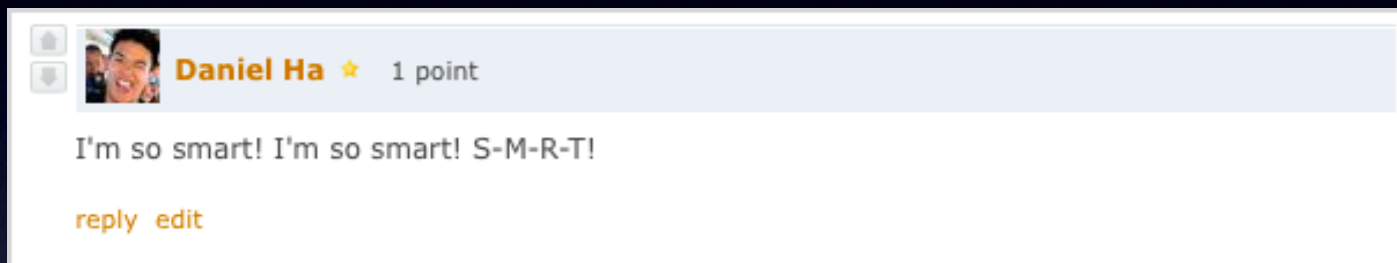
Y!photo. **implicit**

offer an invitation. **dynamic invitation**

discoverability invitations



facebook. **prompt-based invitation**



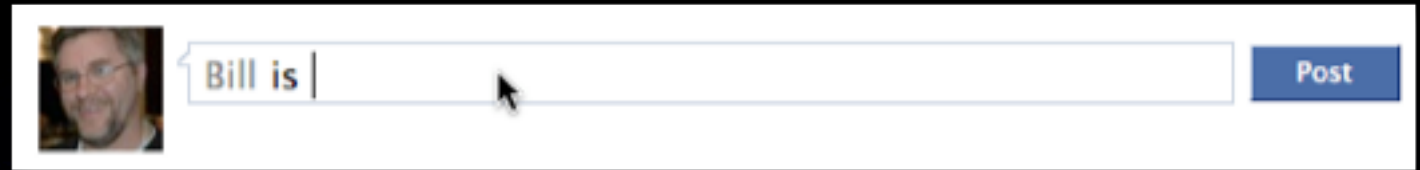
disqus. **explicit "edit" invitation**



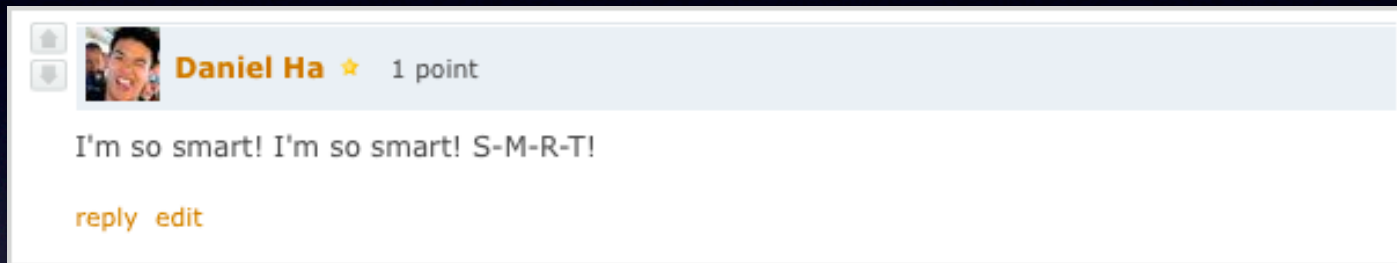
Y!photo. **implicit**

offer an invitation. **dynamic invitation**

discoverability invitations



facebook. **prompt-based invitation**



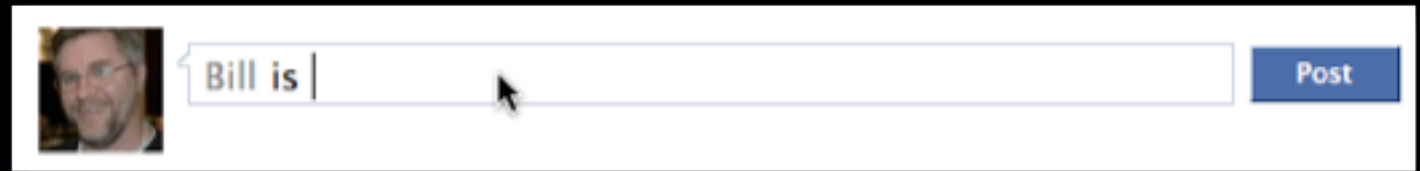
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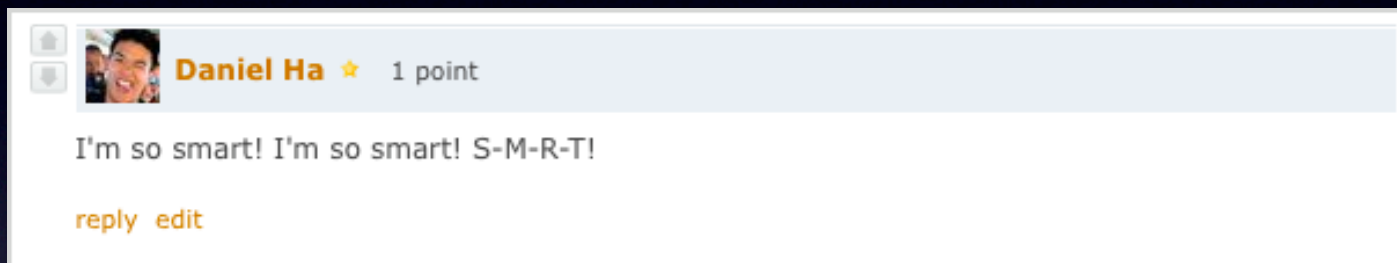
Y!photo. **implicit**

offer an invitation. **dynamic invitation**

discoverability invitations



facebook. **prompt-based invitation**



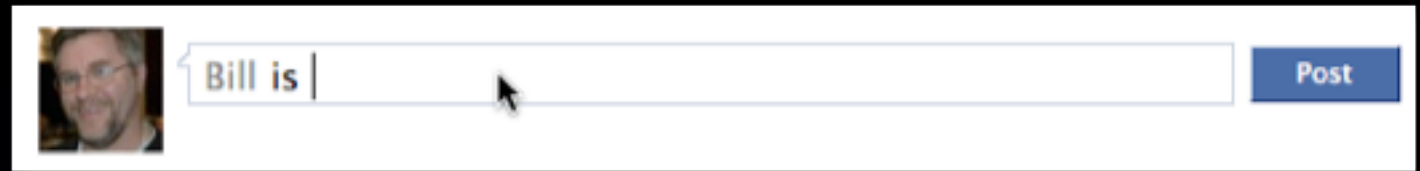
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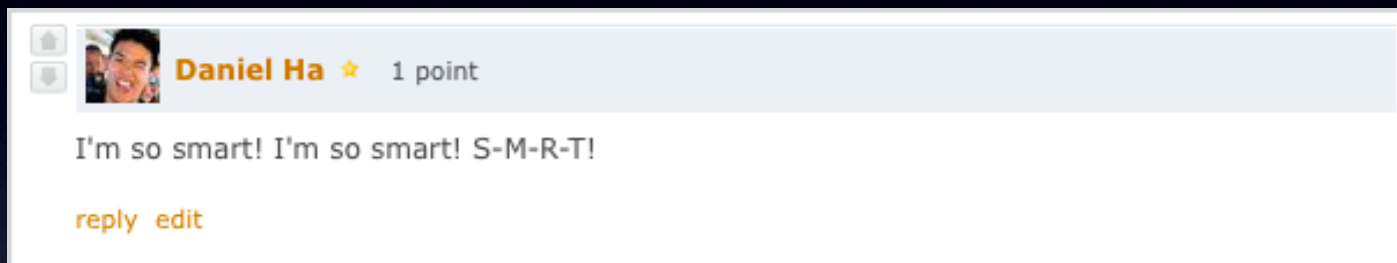
Y!photo. **implicit**

offer an invitation. **dynamic invitation**

discoverability invitations



facebook. **prompt-based invitation**



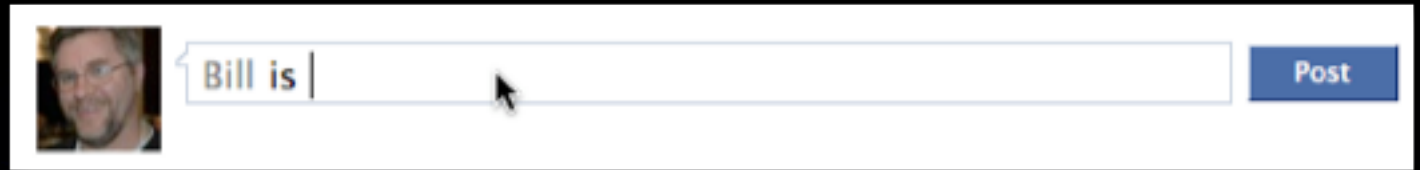
disqus. **explicit "edit" invitation**



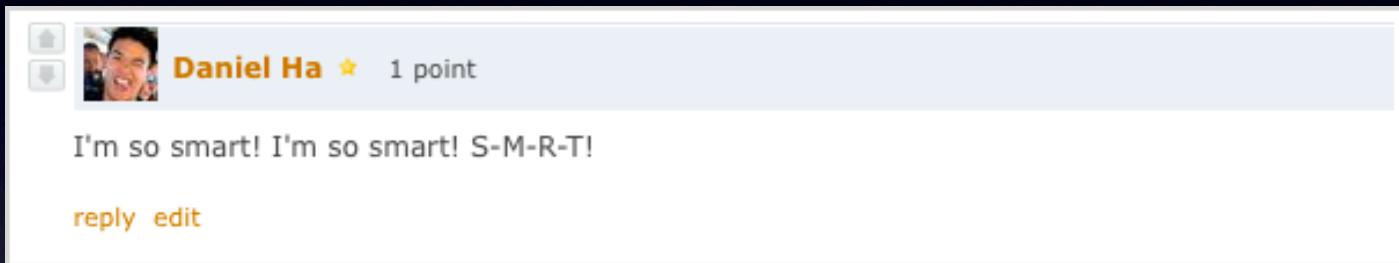
Y!photo. **implicit**

offer an invitation. **dynamic invitation**

discoverability invitations



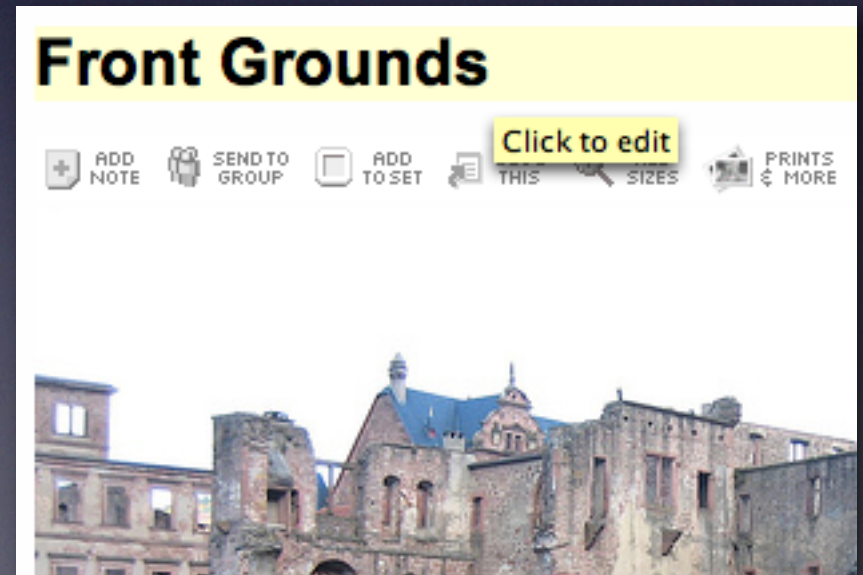
facebook. **prompt-based invitation**



disqus. **explicit "edit" invitation**



Y!photo. **implicit**



flickr. **on hover**

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.

offer an invitation. **dynamic invitation**

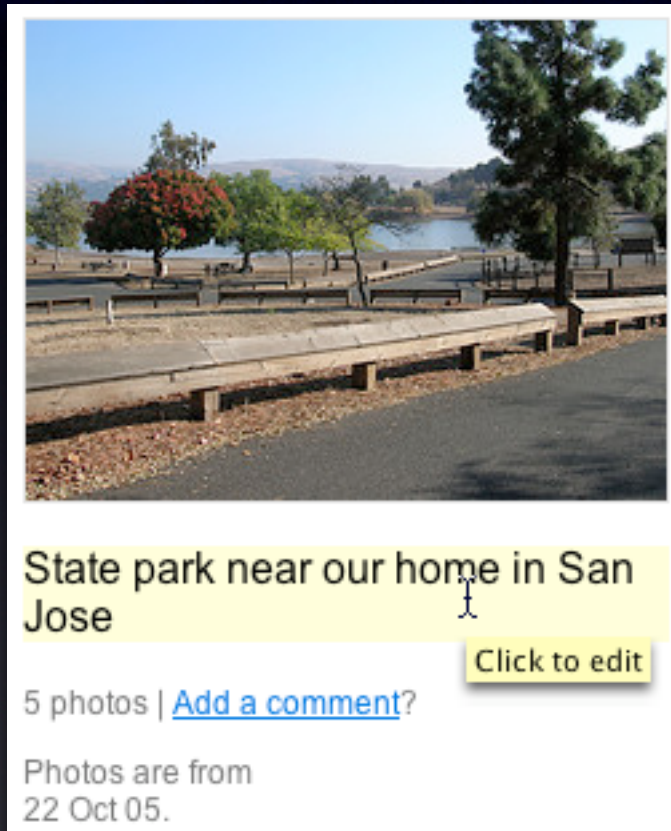
Discoverability

No easy answer

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Use the familiar to teach the new

Can't flag all interactions



flickr: hover invitation

offer an invitation. **dynamic invitation**

Discoverability

No easy answer

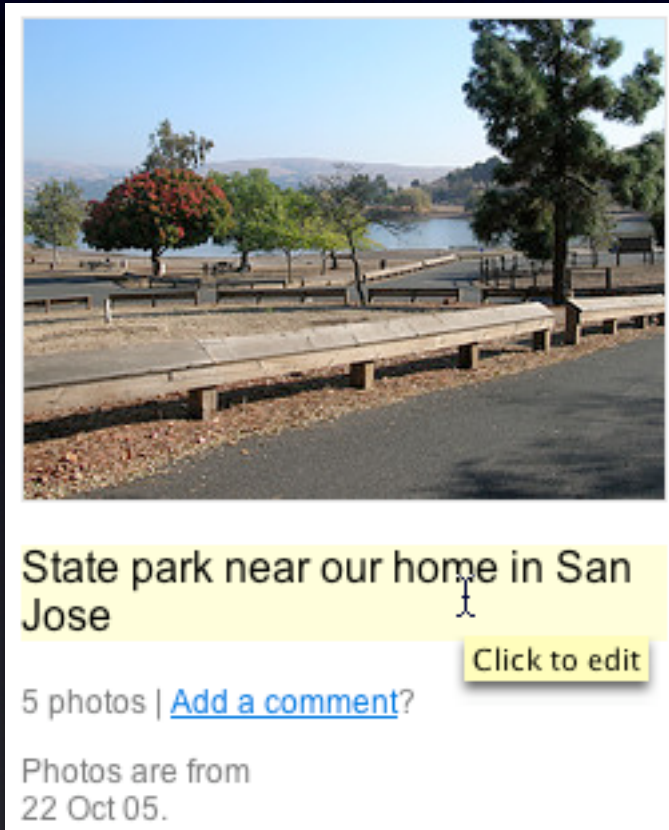
Use the hover to reveal interaction

Use the familiar to teach the new

Can't flag all interactions



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



flickr. **hover invitation**

offer an invitation. **dynamic invitation**

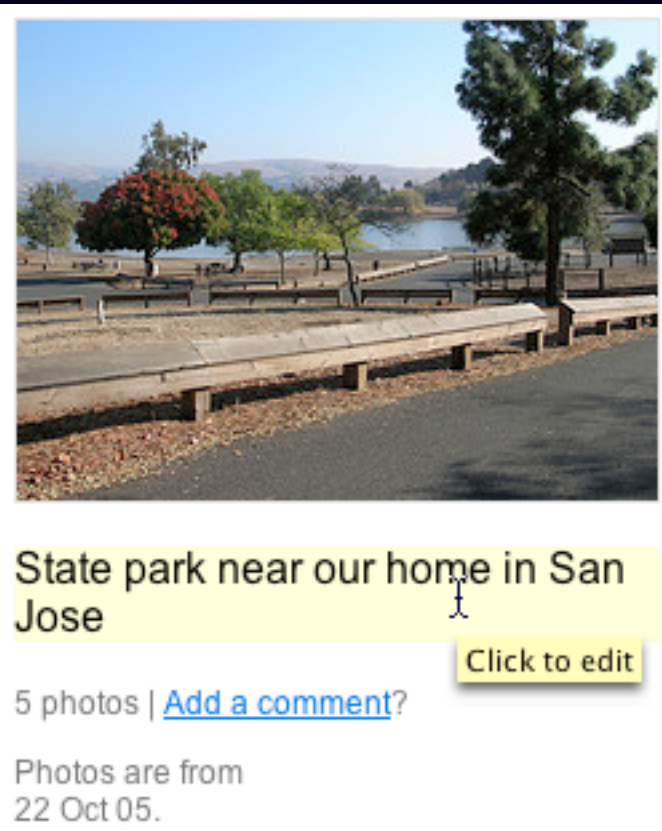
Discoverability

No easy answer

Use the hover to reveal interaction

Use the familiar to teach the new

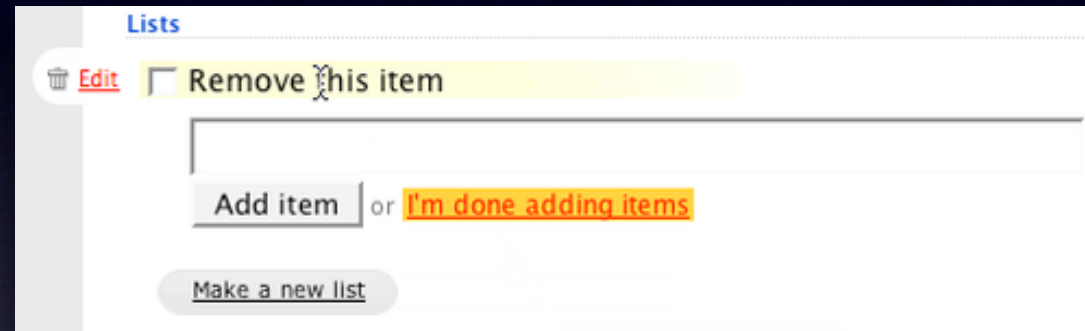
Can't flag all interactions



flickr. **hover invitation**



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



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



State park near our home in San Jose

Click to edit

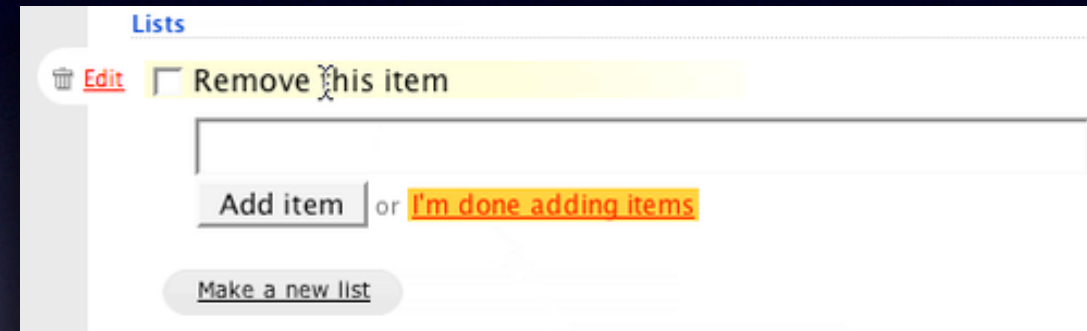
5 photos | [Add a comment?](#)

Photos are from
22 Oct 05.

flickr. **hover invitation**



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



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



y! movies. **hover invitation**

offer an invitation. **dynamic invitation**

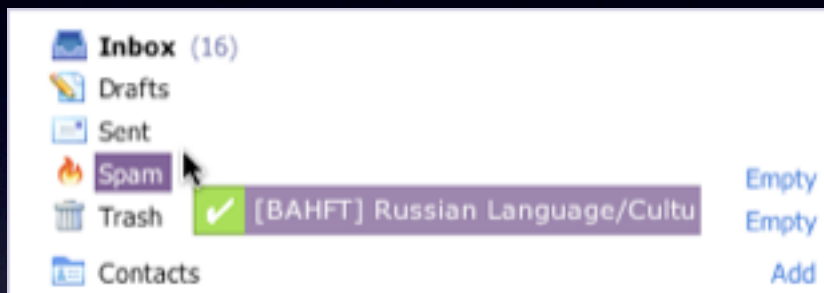
drag and drop

use the interesting moments
before, during and after

offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after

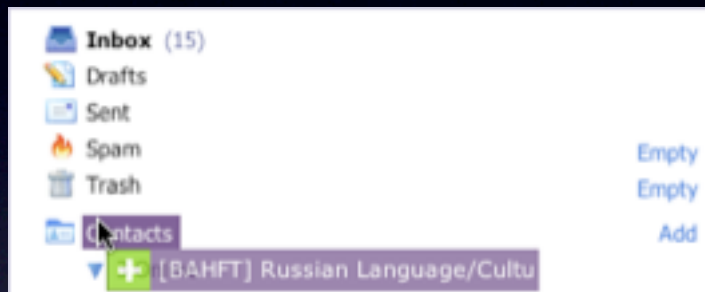


flickr: drop here invitation (interactive)

offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after

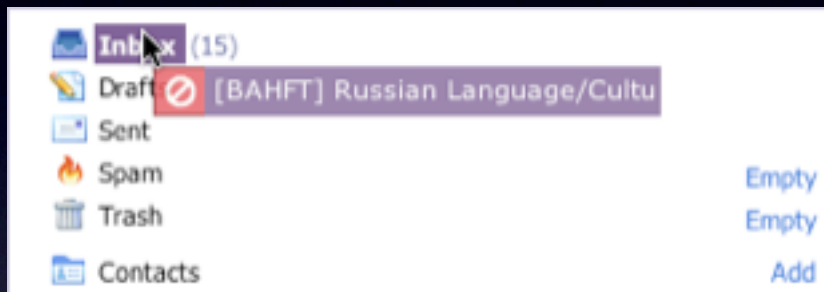


flickr: drop here invitation (interactive)

offer an invitation. **dynamic invitation**

drag and drop

use the interesting moments
before, during and after

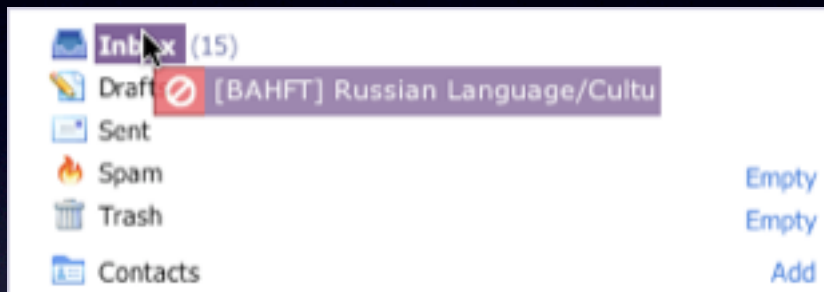


flickr: drop here invitation (interactive)

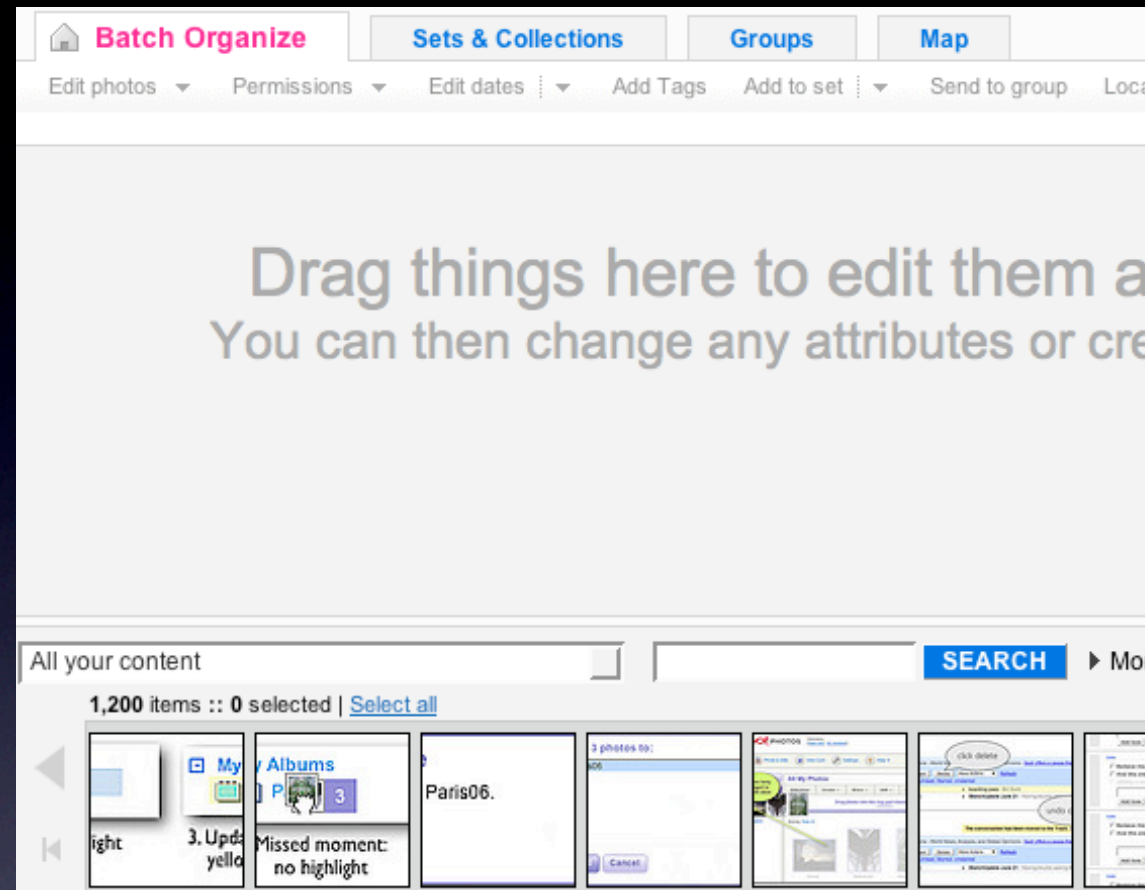
offer an invitation. **dynamic invitation**

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

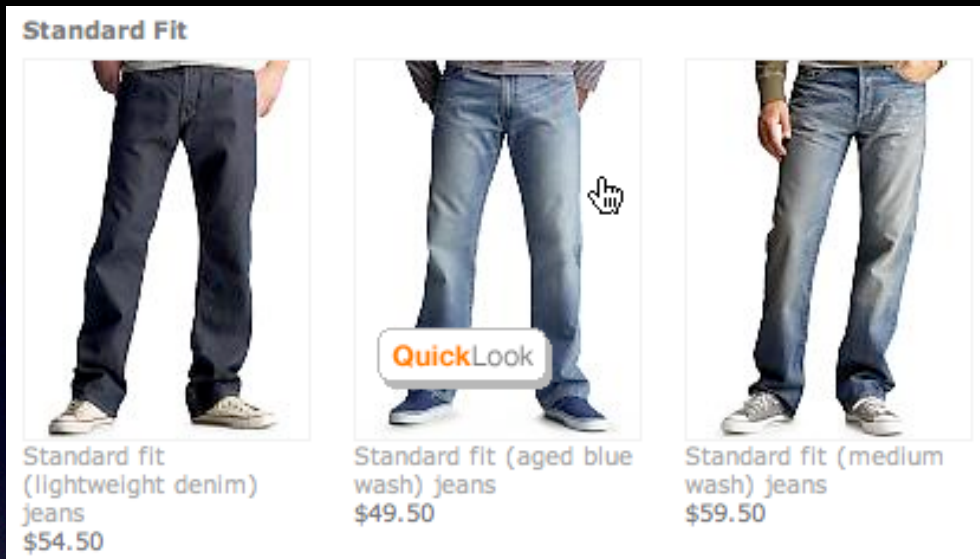
hyperlinks as actions

reveal with hovers

drop down clues

offer an invitation. **dynamic invitation**

Standard Fit



Standard fit (lightweight denim) jeans \$54.50

Standard fit (aged blue wash) jeans \$49.50

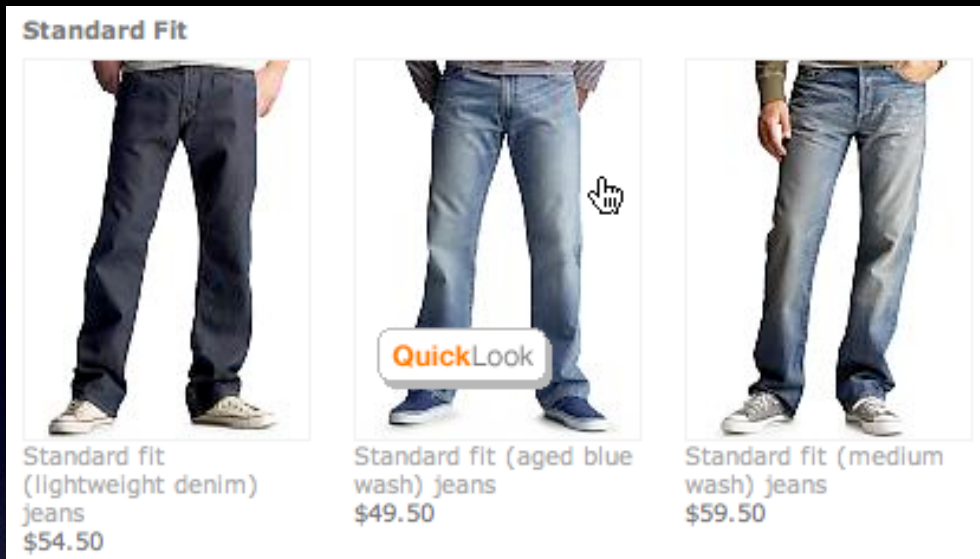
Standard fit (medium wash) jeans \$59.50

bridge the new with the old

hyperlinks as actions
reveal with hovers
drop down clues

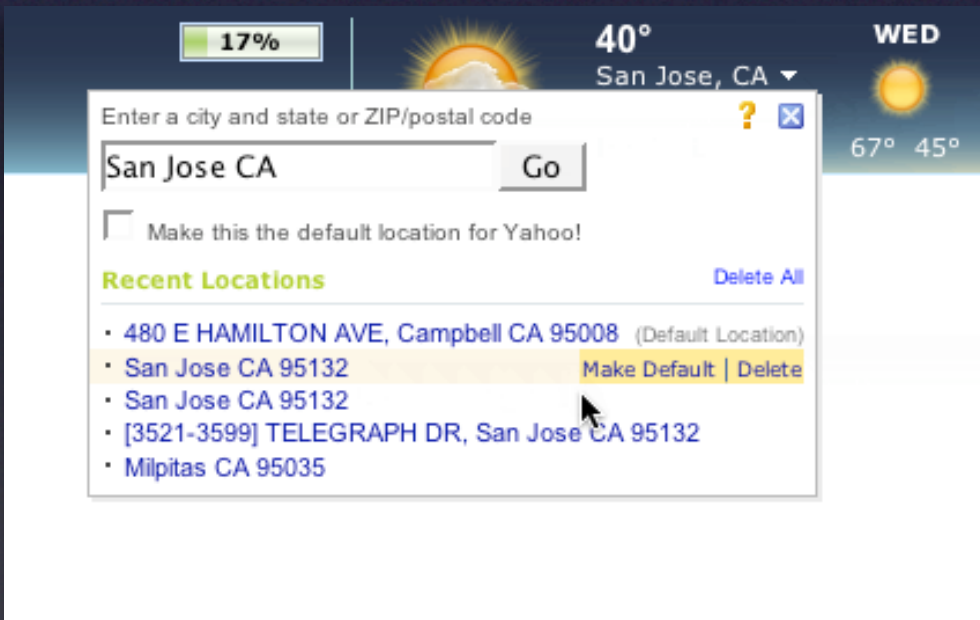
the gap. **button**

offer an invitation. **dynamic invitation**



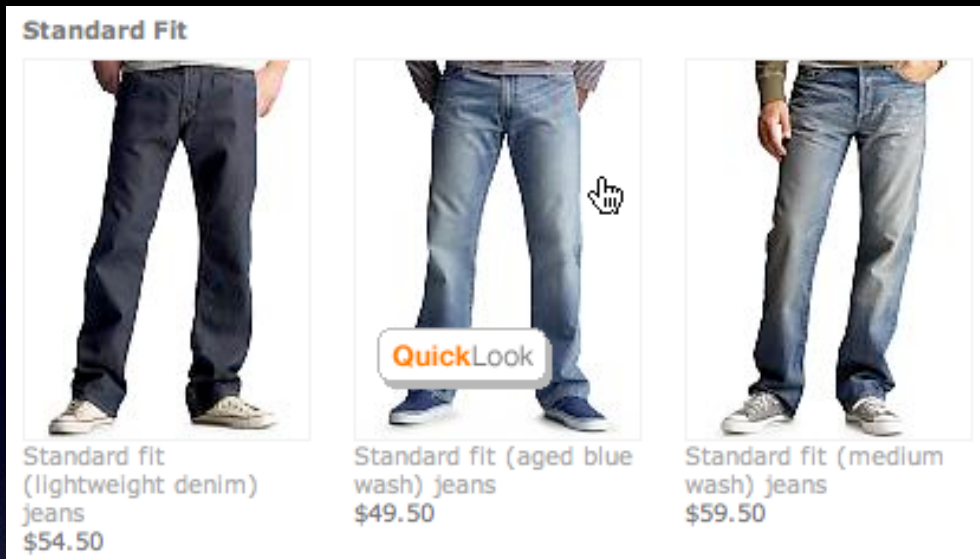
bridge the new with the old
hyperlinks as actions
reveal with hovers
drop down clues

the gap. **button**



y! mail. **embedded buttons**

offer an invitation. **dynamic invitation**

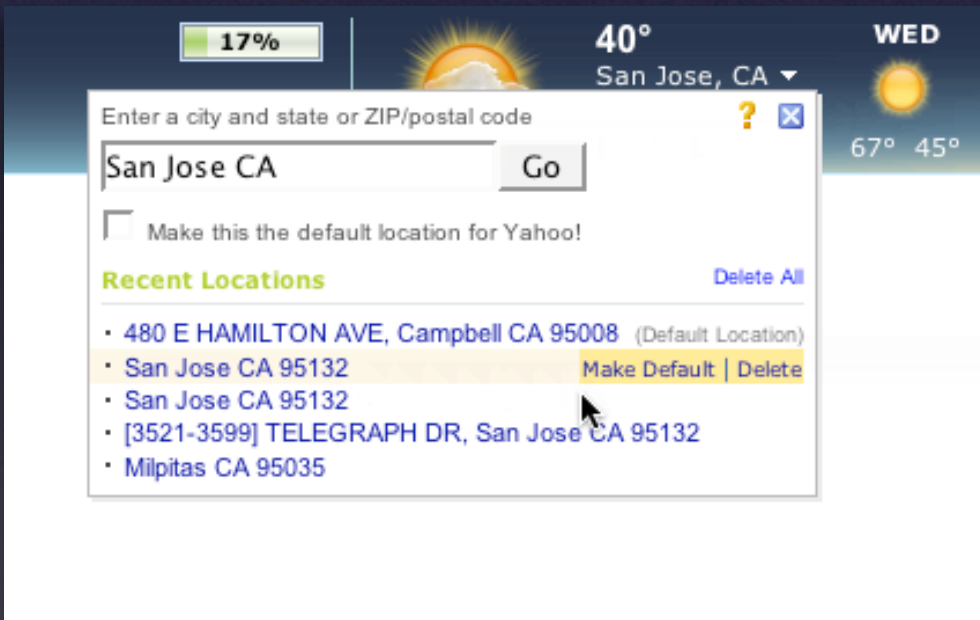


the gap. **button**

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

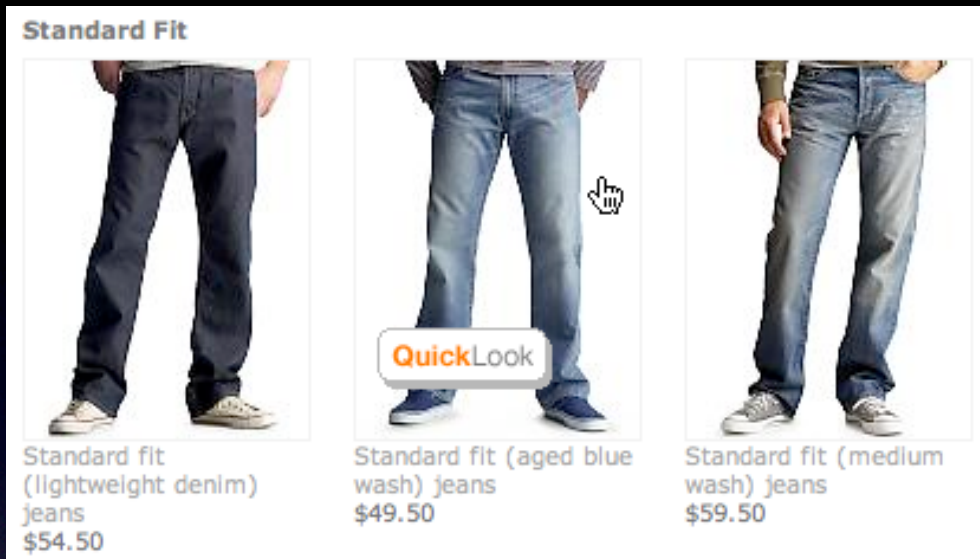


backpackit. **revealed hyperlinks/icons**



y! mail. **embedded buttons**

offer an invitation. **dynamic invitation**

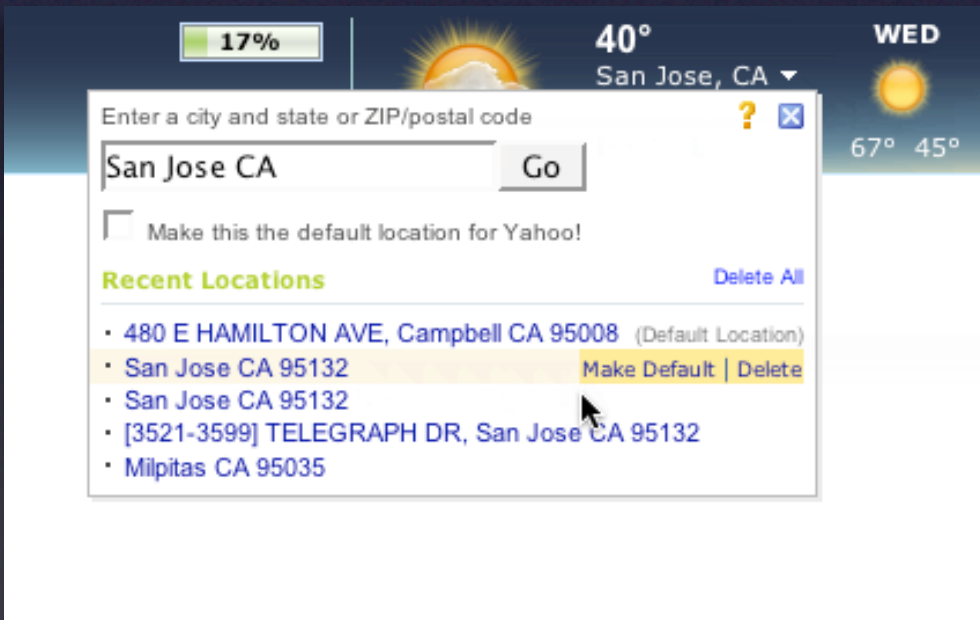


the gap. **button**

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



backpackit. **revealed hyperlinks/icons**



! mail. **embedded buttons**



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.

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

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**

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amazon.com

Close



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

Buy Now

Privacy Information

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Buy Now

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view larger map

Category:

- [Doctors & Clinics](#) (1770)
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See all: [Dentistry](#)

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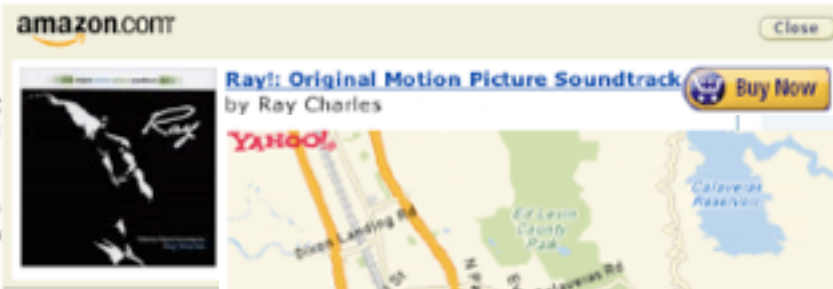
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Doctors & Clinics (1770)
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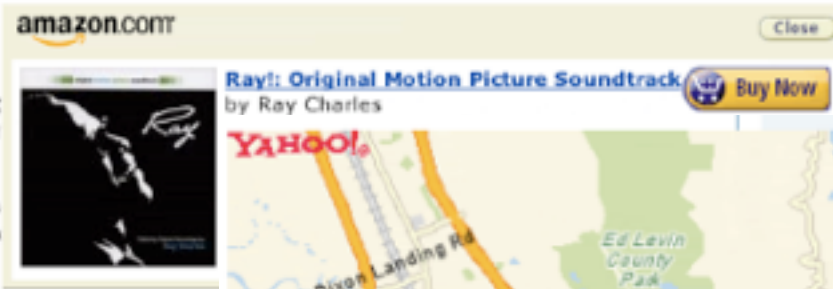
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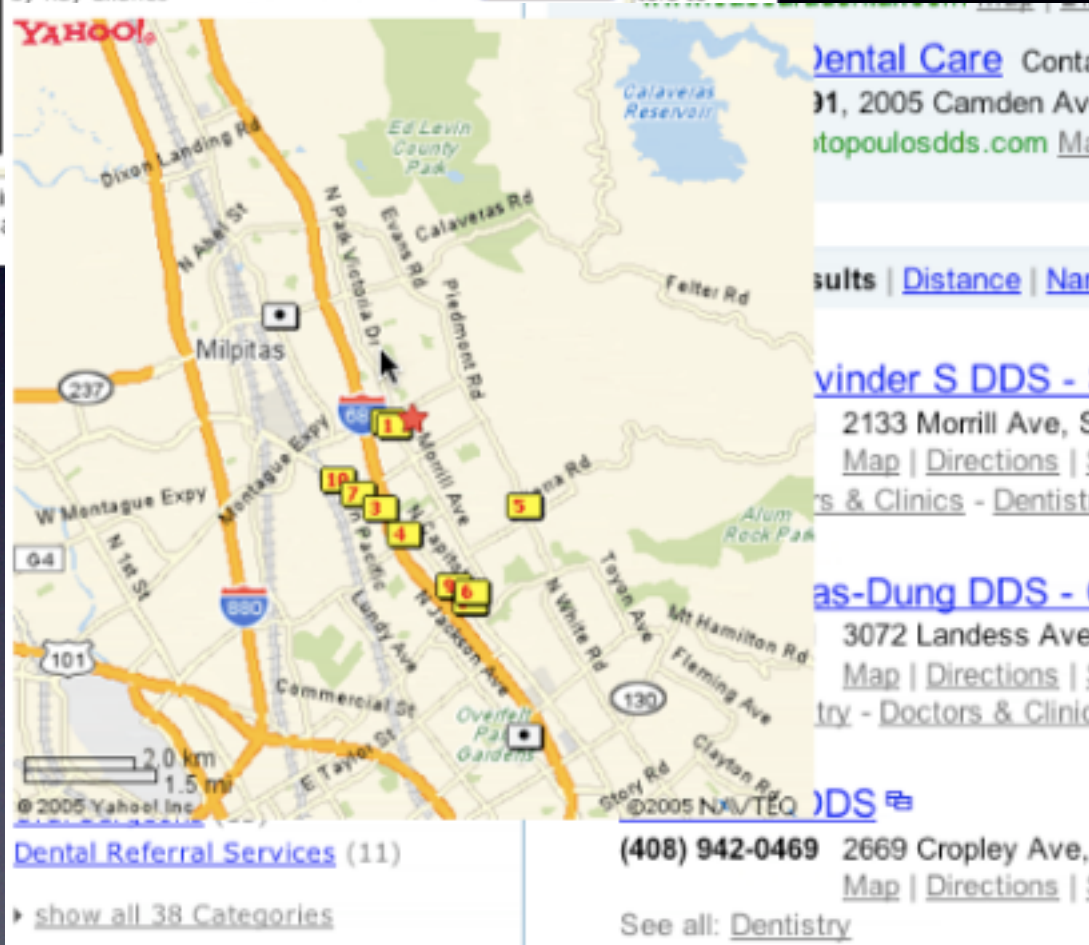
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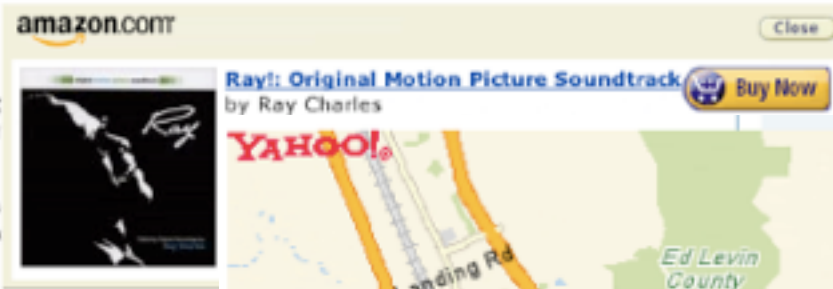
[Ray!: Original Motion Picture Soundtrack](#)

amazon.com

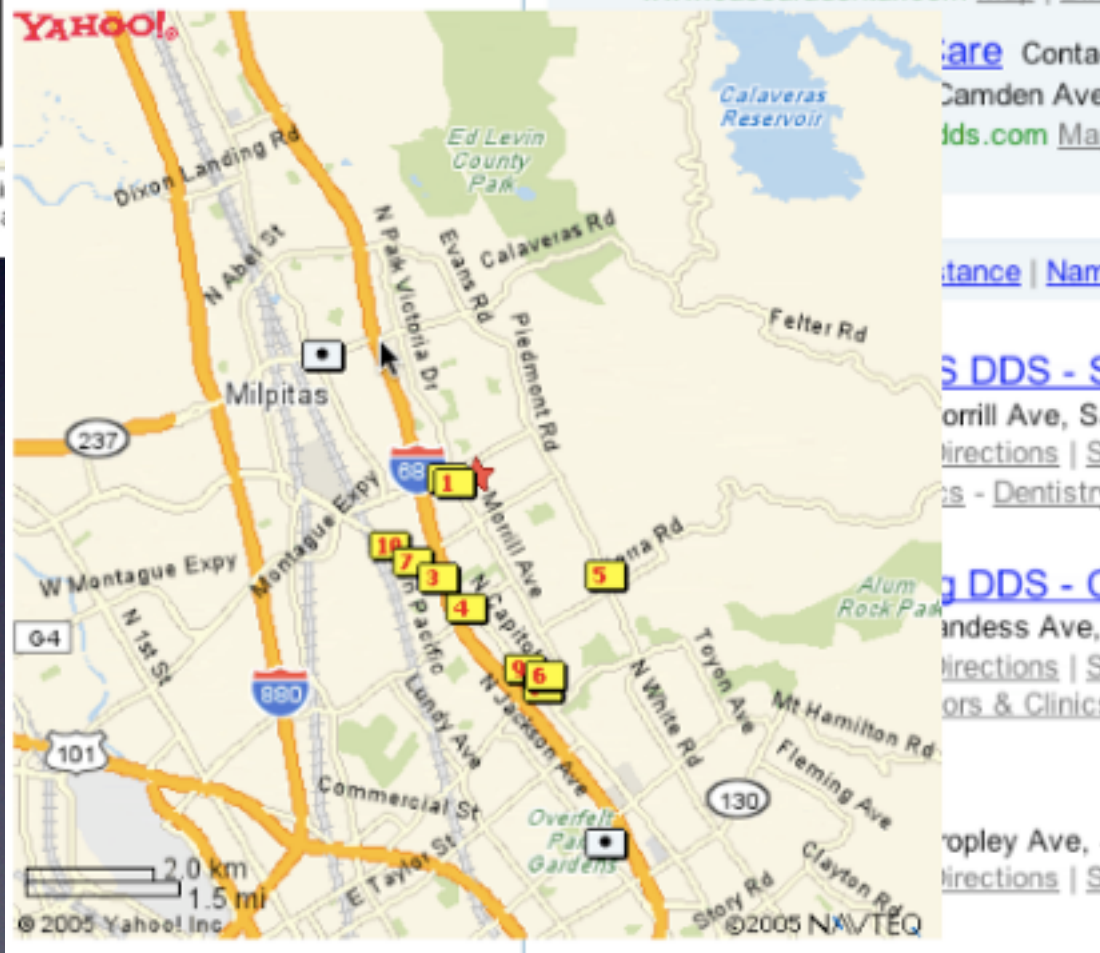
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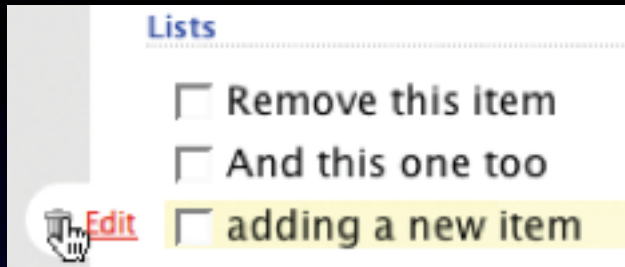
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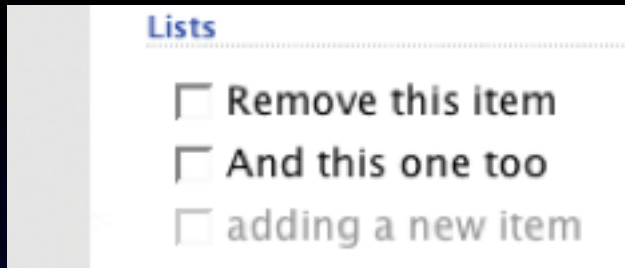
show transitions

show transitions

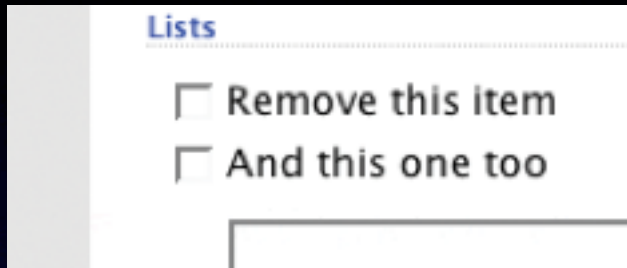
backpackit. fade transition + self-healing transition.



backpackit. fade transition + self-healing transition.



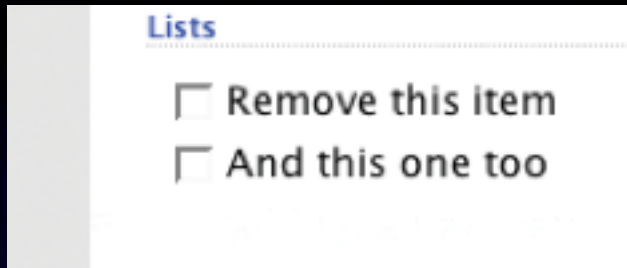
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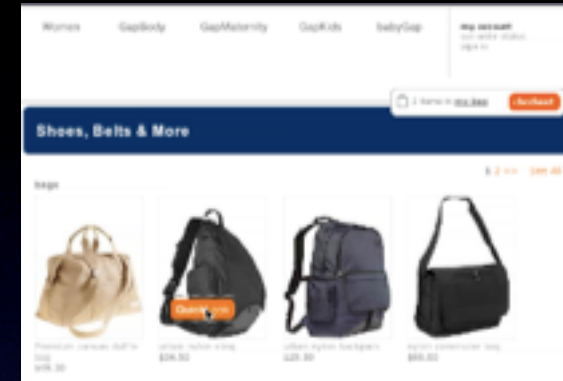
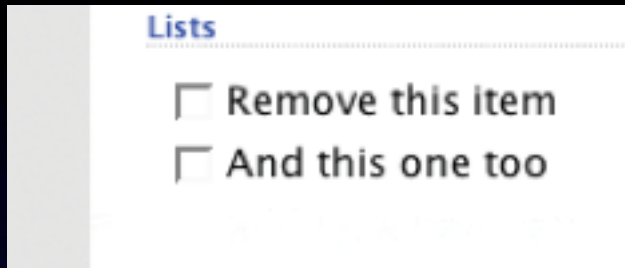
backpackit. fade transition + self-healing transition.



show transitions

backpackit. fade transition + self-healing transition.

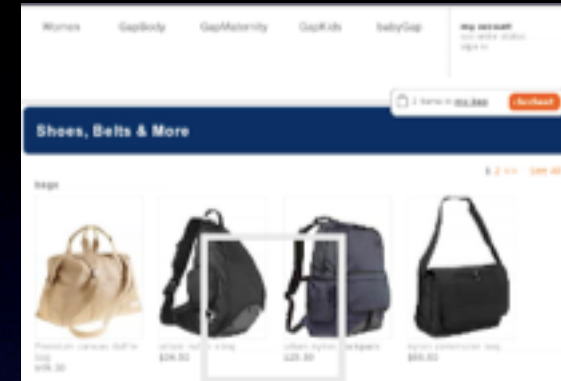
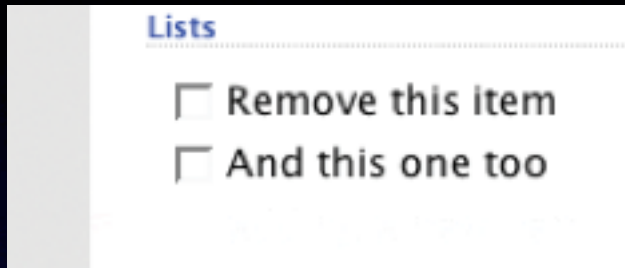
the gap. zoom box.



show transitions

backpackit. fade transition + self-healing transition.

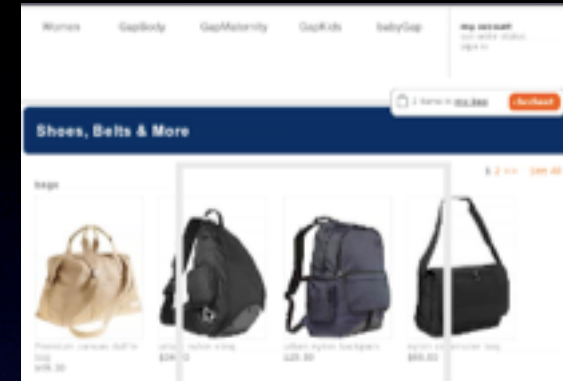
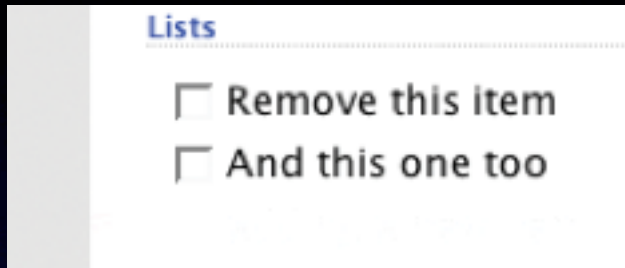
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show transitions

backpackit. fade transition + self-healing transition.

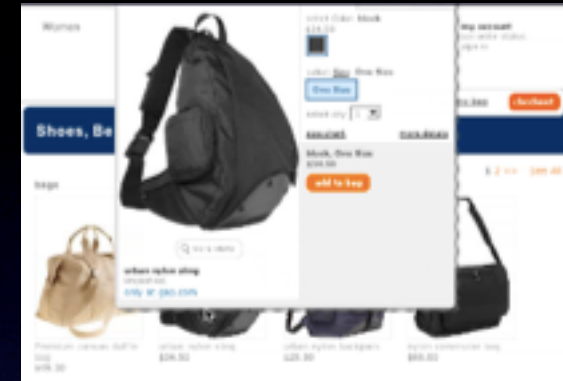
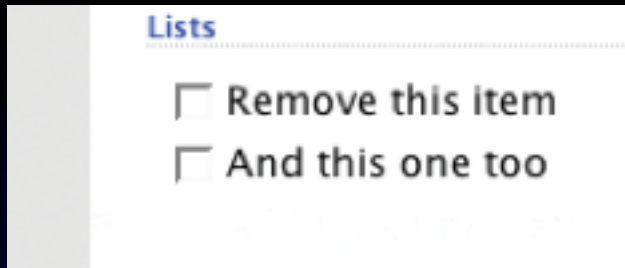
the gap. zoom box.



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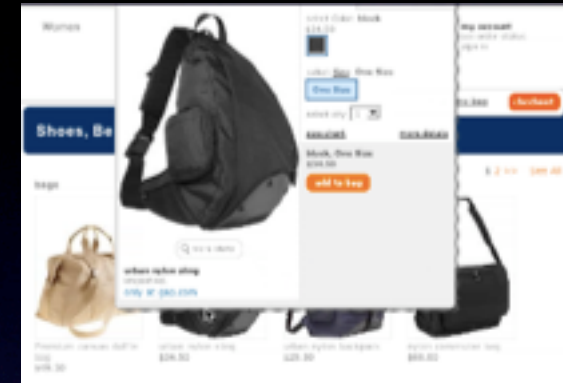
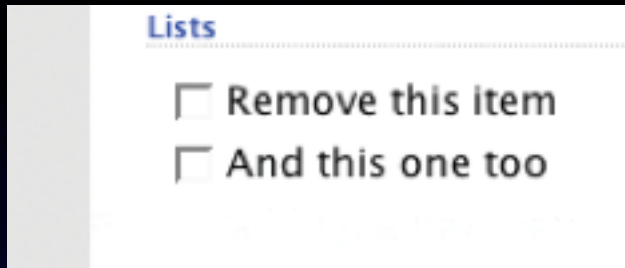
the gap. zoom box.



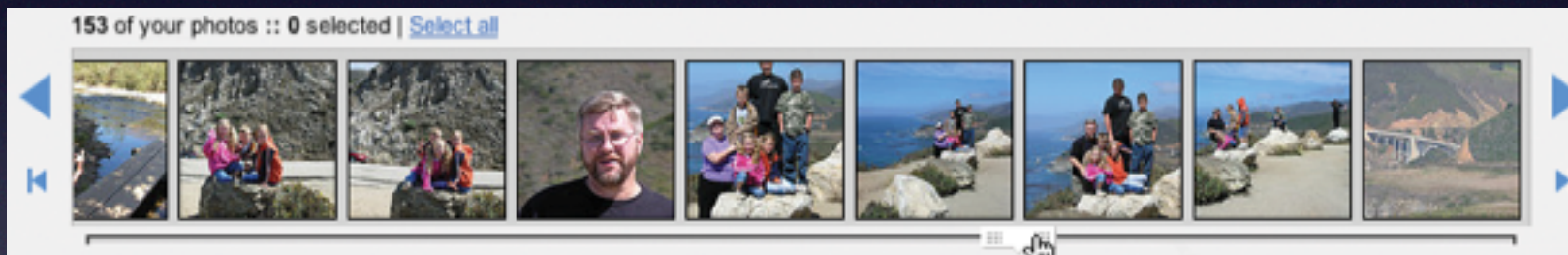
show transitions

backpackit. fade transition + self-healing transition.

the gap. zoom box.



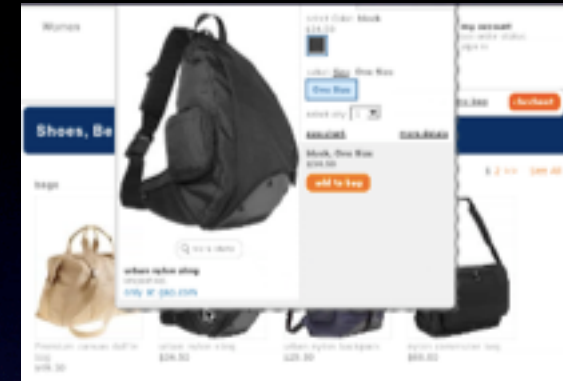
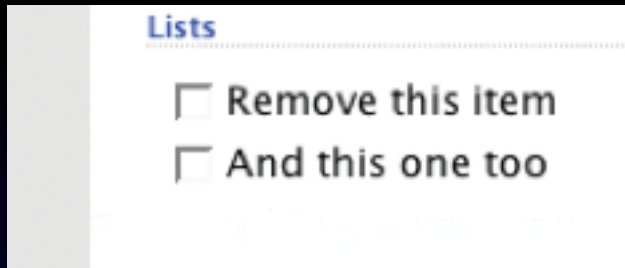
flickr. slide transition.



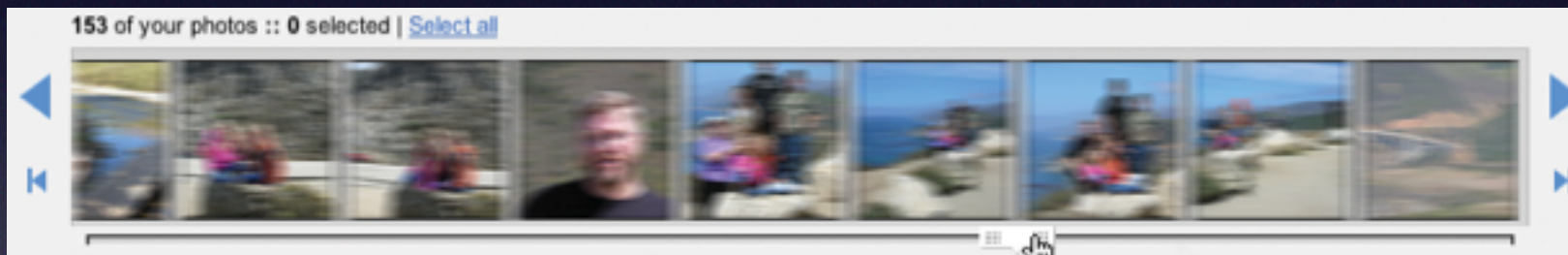
show transitions

backpackit. fade transition + self-healing transition.

the gap. zoom box.



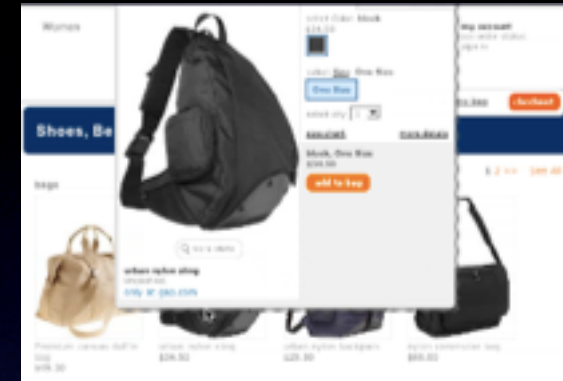
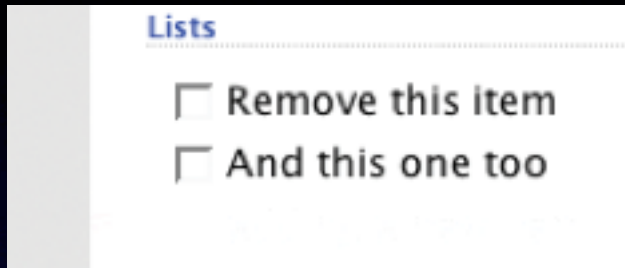
flickr. slide transition.



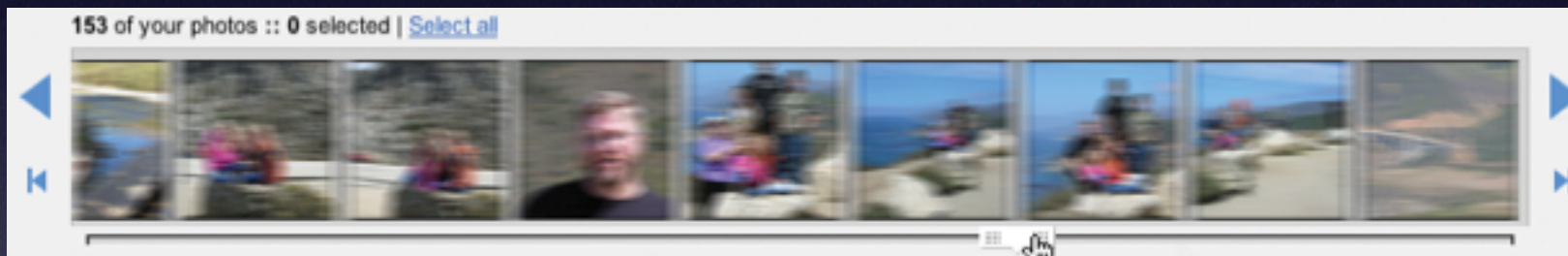
show transitions

backpackit. fade transition + self-healing transition.

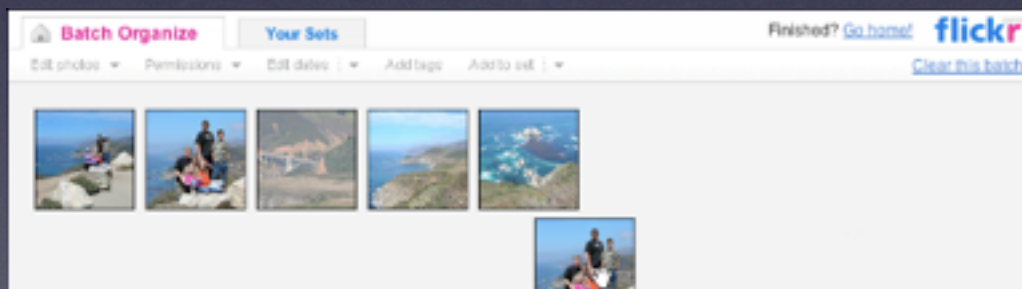
the gap. zoom box.



flickr. slide transition.



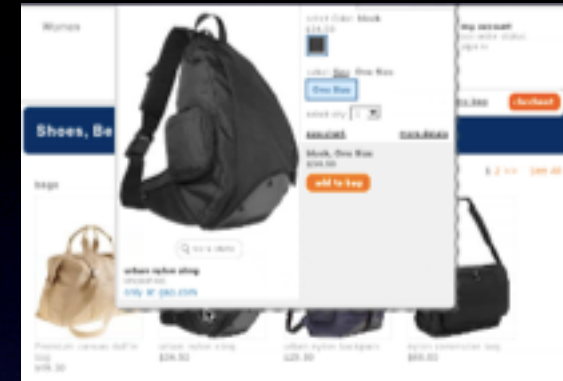
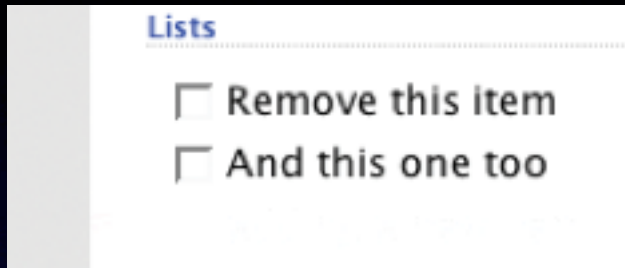
flickr. active spotlight.



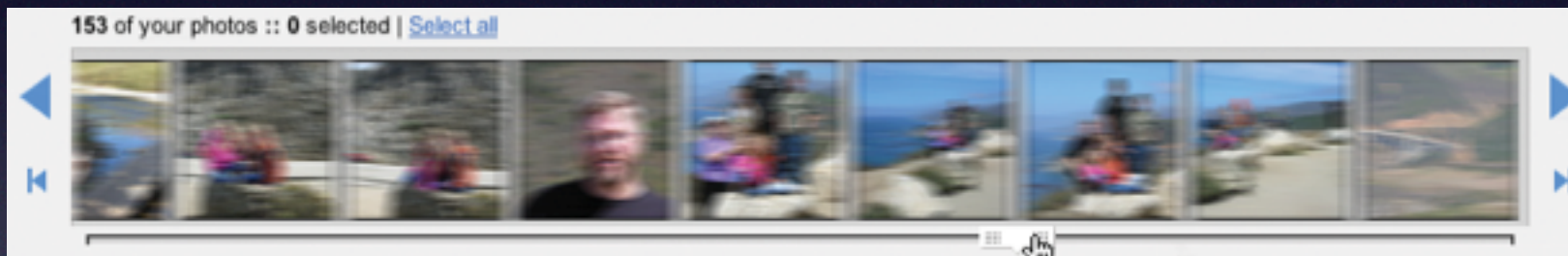
show transitions

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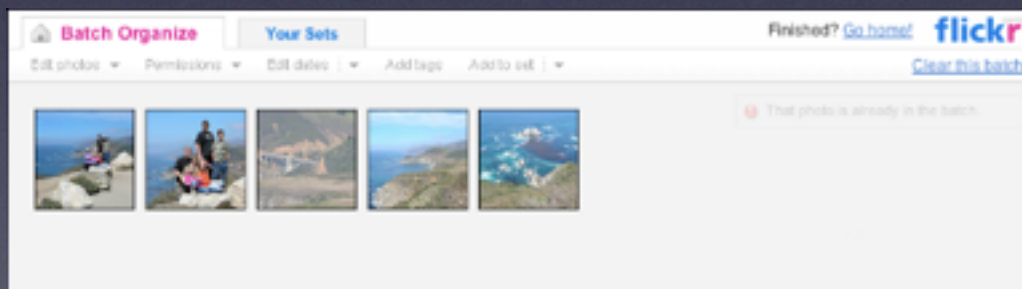
the gap. zoom box.



flickr. slide transition.



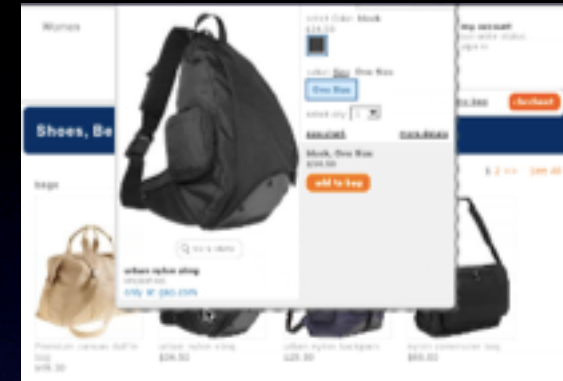
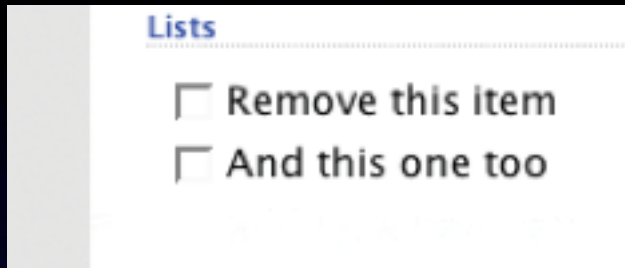
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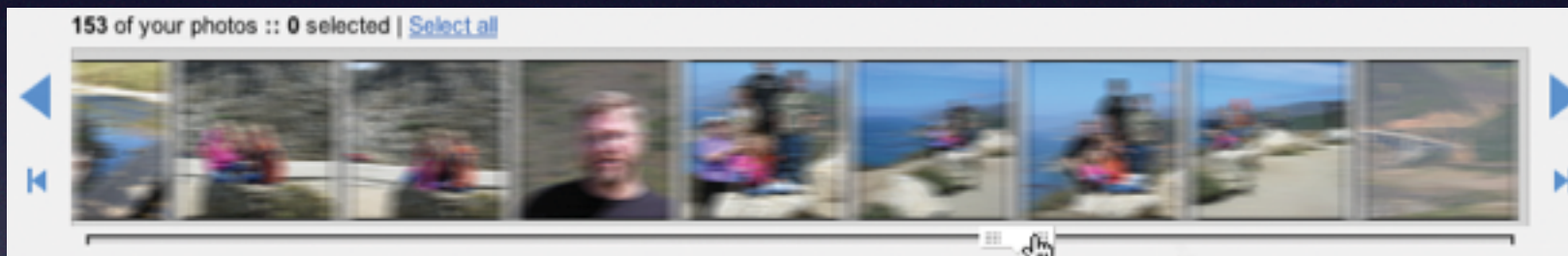
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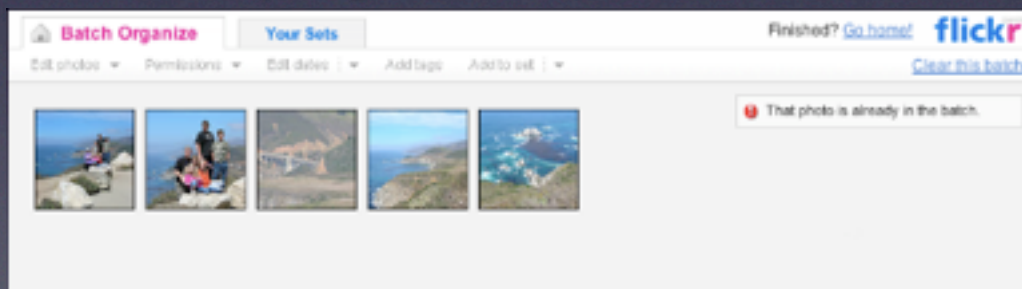
the gap. zoom box.



flickr. slide transition.



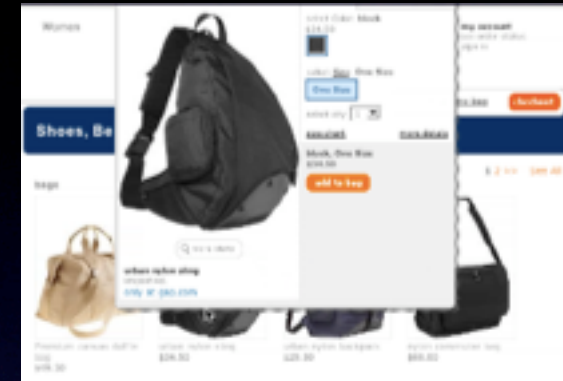
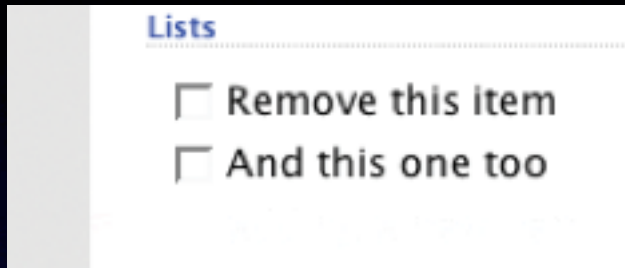
flickr. active spotlight.



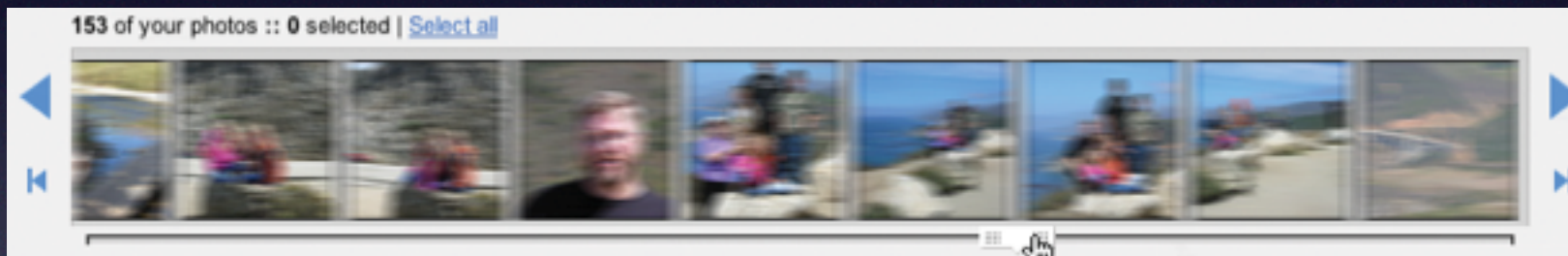
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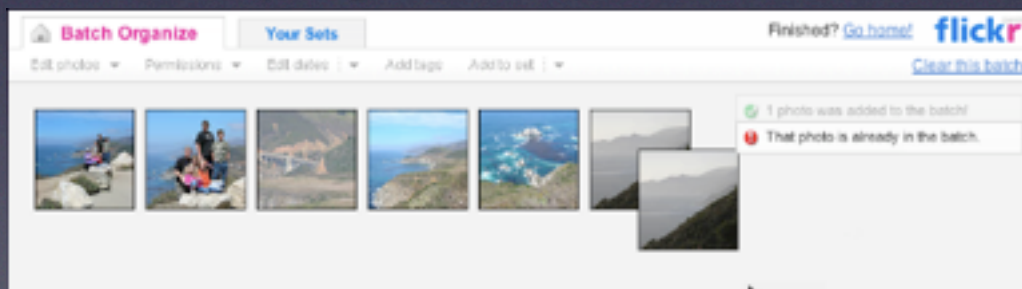
the gap. zoom box.



flickr. slide transition.



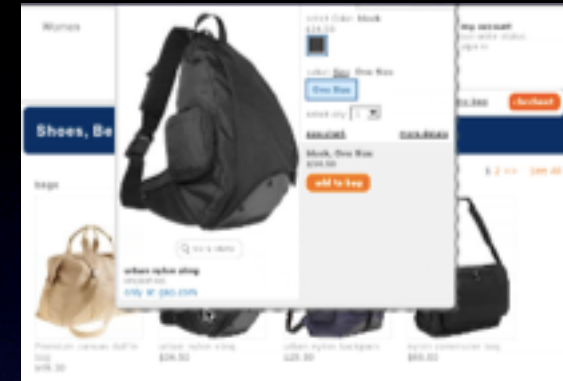
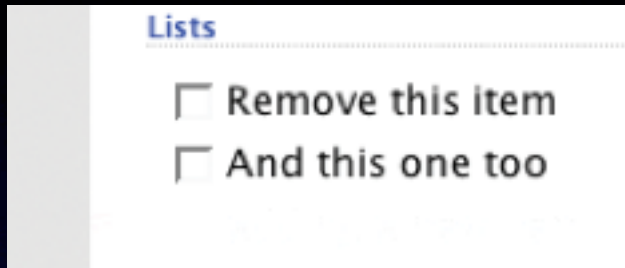
flickr. active spotlight.



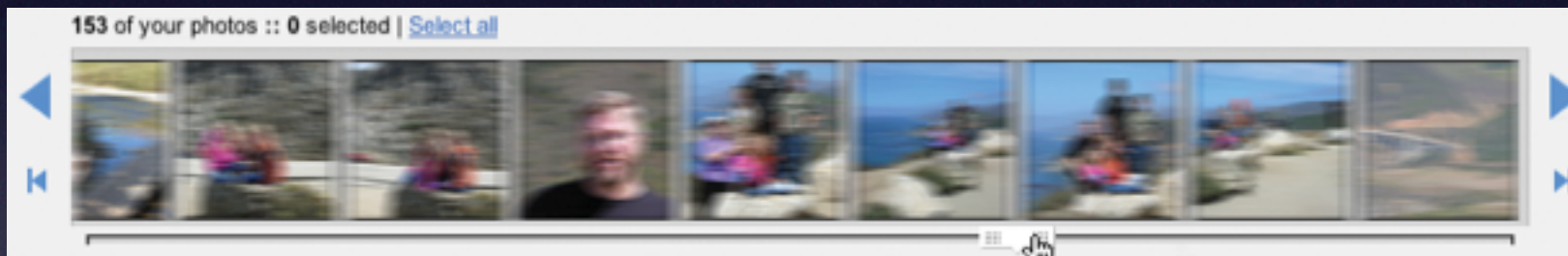
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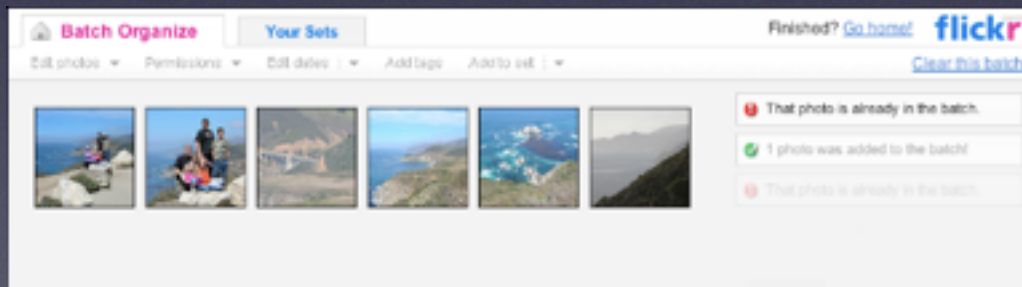
the gap. zoom box.



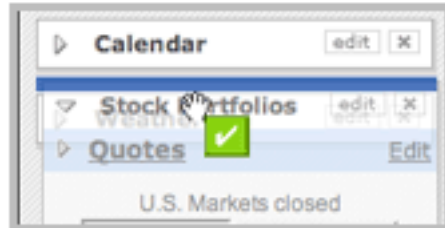
flickr. slide transition.



flickr. active spotlight.

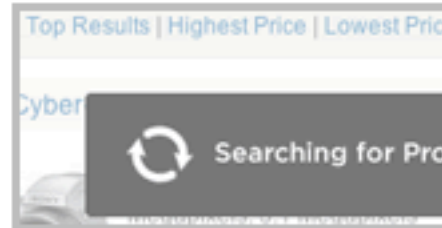


show transitions



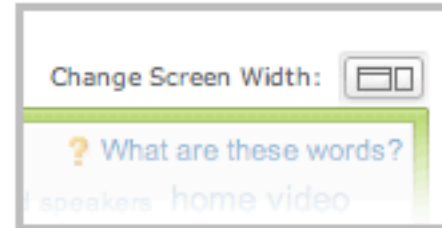
Animate Transition

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



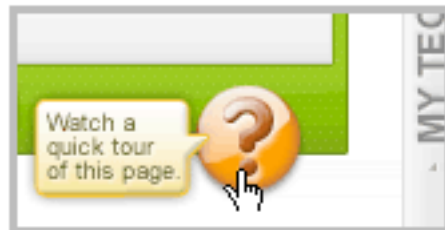
Brighten Transition

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



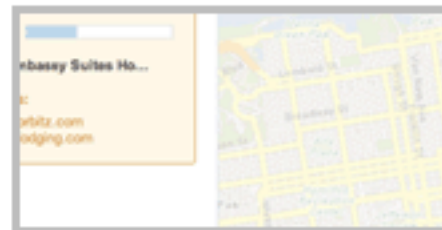
Collapse Transition

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.



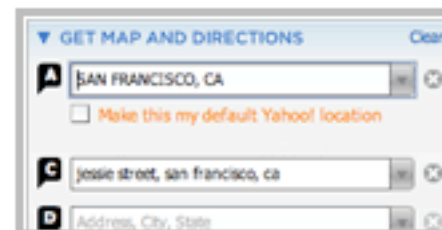
Fade In Transition

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.



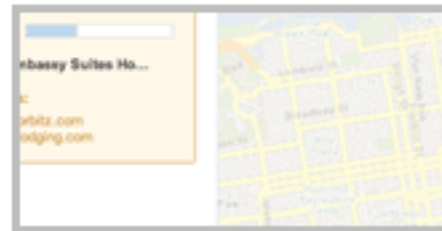
Self Healing Transition

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.



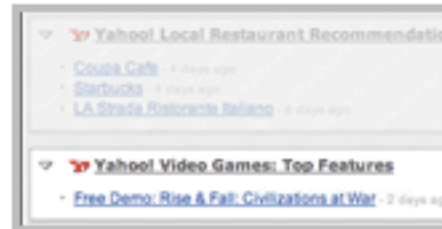
Expand Transition

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



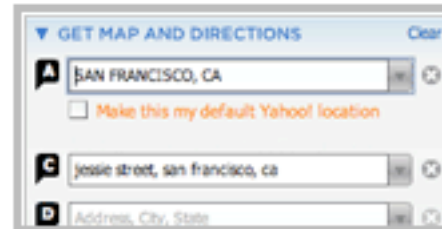
Fade In Transition

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



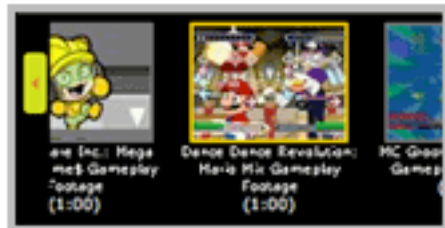
Fade Out Transition

Designer needs to communicate that an object is going away.



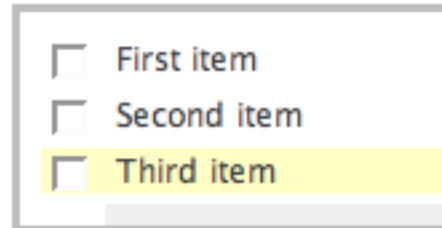
Self Healing Transition

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

Speak to the brain

Understanding attention processing

Sending the wrong message

The screenshot shows the TurboTax Deluxe interface. At the top, there are navigation tabs: Personal Info, Federal Taxes (selected), Federal Review, State Taxes, and Print & File. Below these are sub-tabs: Wages & Income, Deductions & Credits (selected), and Other Tax Situations. On the left, a summary box shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main content area is titled 'Enter Your Interest Paid to Some Lender' with a sub-heading 'Deductible interest paid in 2008 See qualifications and limitations.' Below this is a text input field labeled '(Box 1 on your 1098)' containing the value '0.00'.

TurboTax
Deluxe

Personal Info | **Federal Taxes** | Federal Review | State Taxes | Print & File

Wages & Income | **Deductions & Credits** | Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender
Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

Speak to the brain

Understanding attention processing
Sending the wrong message

The image shows a screenshot of the TurboTax Deluxe software interface. At the top, the TurboTax logo and 'Deluxe' branding are visible. Below this, a navigation bar contains several tabs: 'Personal Info', 'Federal Taxes', 'Federal Review', 'State Taxes', and 'Print & File'. The 'Federal Taxes' tab is currently selected. Underneath, there are sub-tabs for 'Wages & Income', 'Deductions & Credits', and 'Other Tax Situations'. On the left side, a summary box displays 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The main content area is titled 'Enter Your Interest Paid to Some Lender' and includes a sub-header 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there is a text input field with the value '0.00'. A modal dialog box is overlaid on the screen, mirroring the summary box on the left, showing 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973.

TurboTax
Deluxe

Personal Info | **Federal Taxes** | Federal Review | State Taxes | Print & File

Wages & Income | **Deductions & Credits** | Other Tax Situations

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

Enter Your Interest Paid to Some Lender
Deductible interest paid in 2008 [See qualifications and limitations.](#)

Federal Tax Due

\$10,533

CA Tax Due
\$4,973

show transitions

you can...

speed up time

slow down interaction

show state change

show relationships between objects

focus attention

show transitions

you can...

speed up time

slow down interaction

show state change

show relationships between objects

focus attention

Connecting...



show transitions

you can...

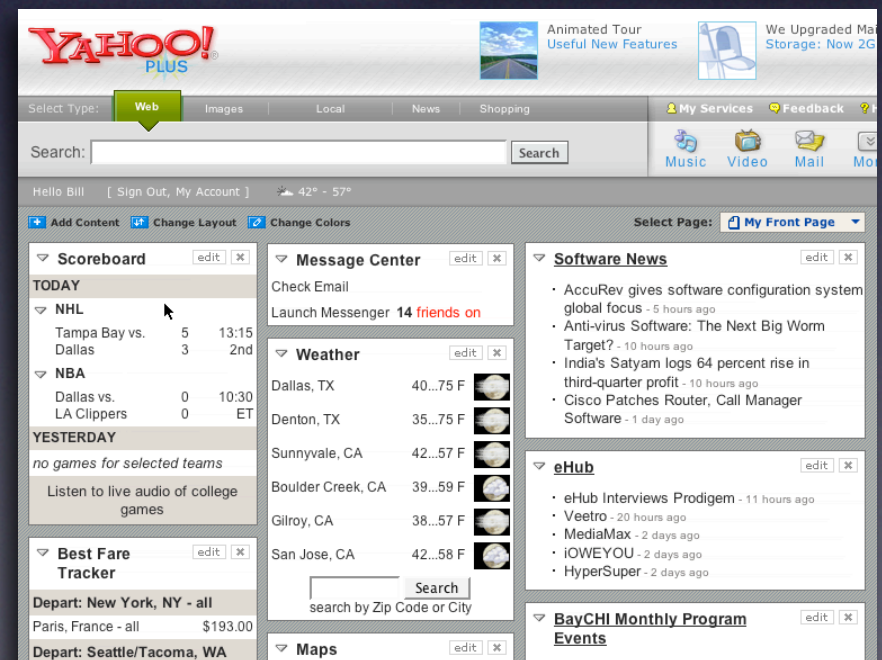
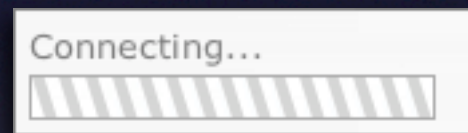
speed up time

slow down interaction

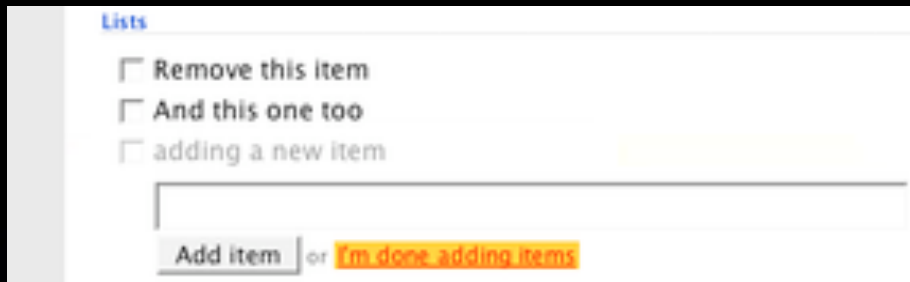
show state change

show relationships between objects

focus attention



show transitions



you can...

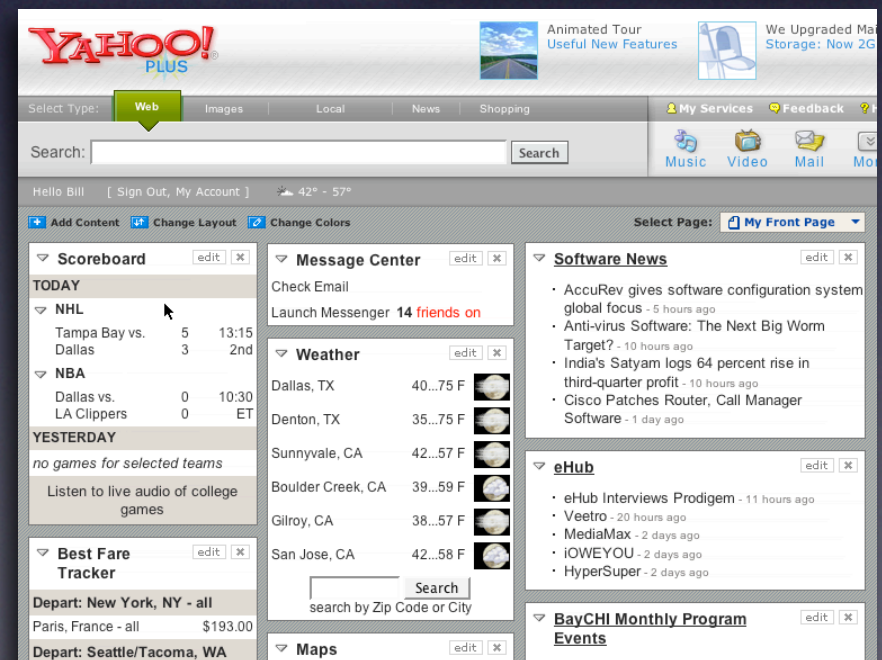
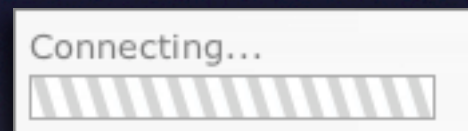
speed up time

slow down interaction

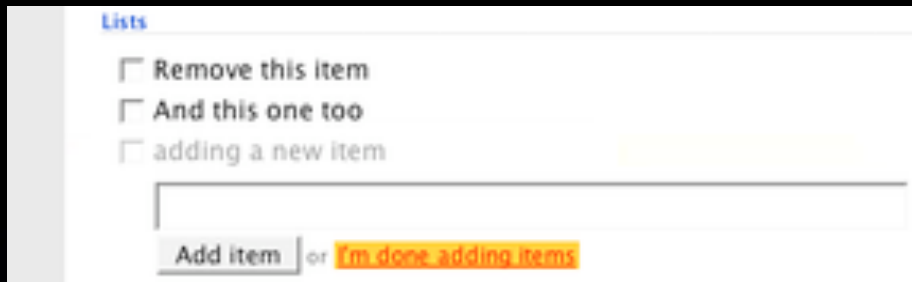
show state change

show relationships between objects

focus attention



show transitions



you can...

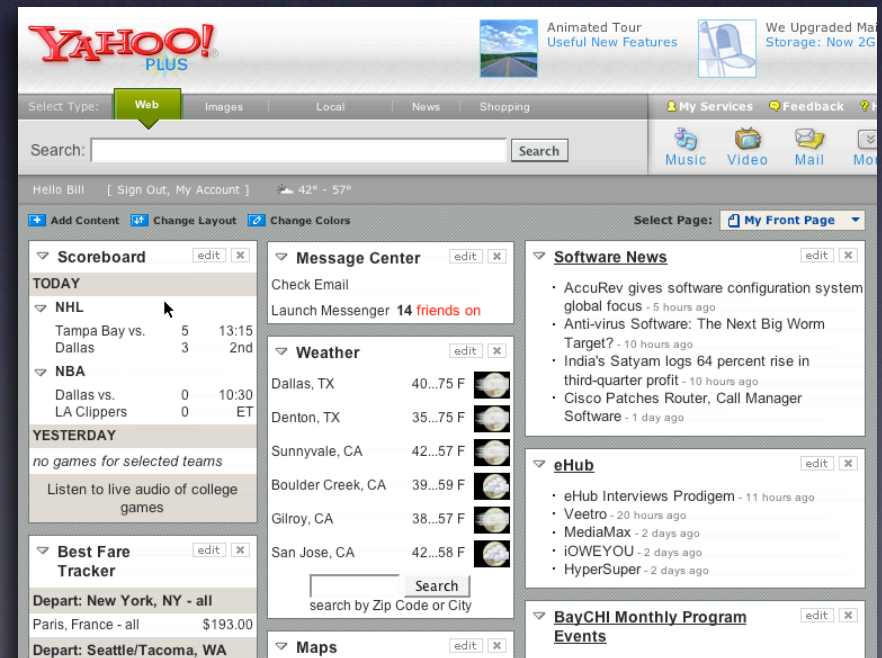
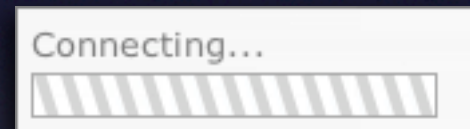
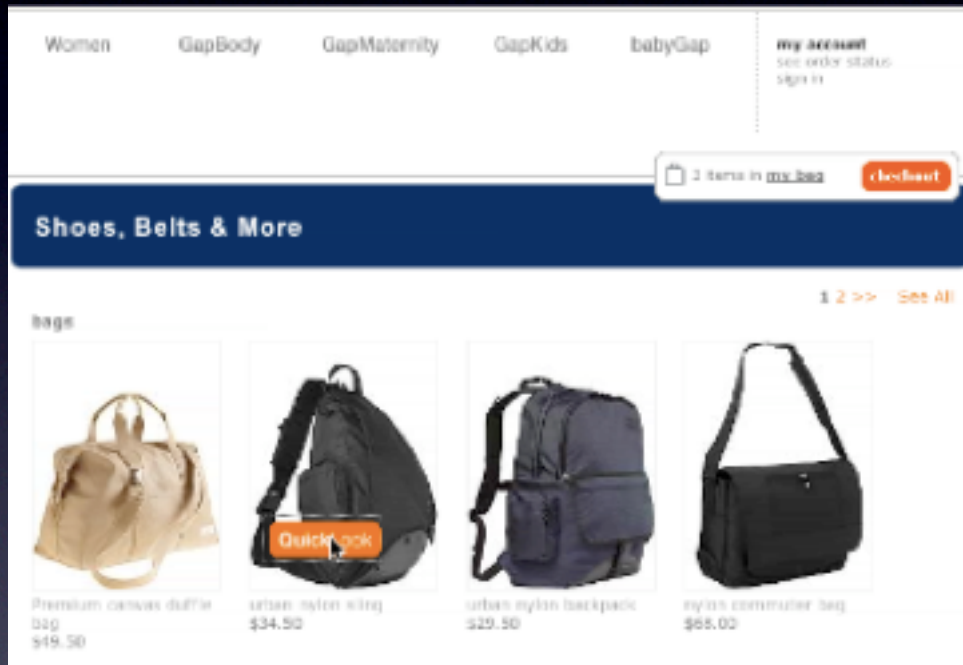
speed up time

slow down interaction

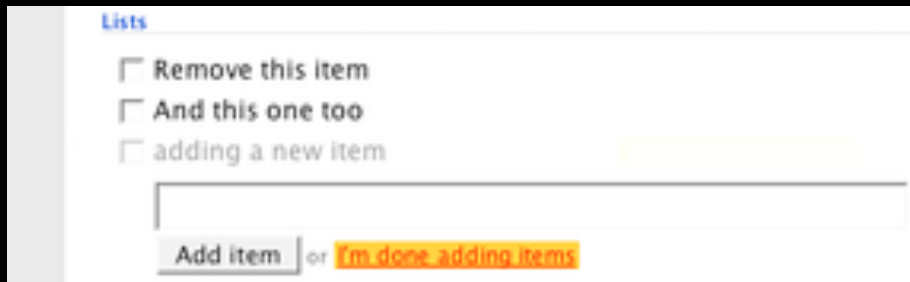
show state change

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focus attention



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you can...

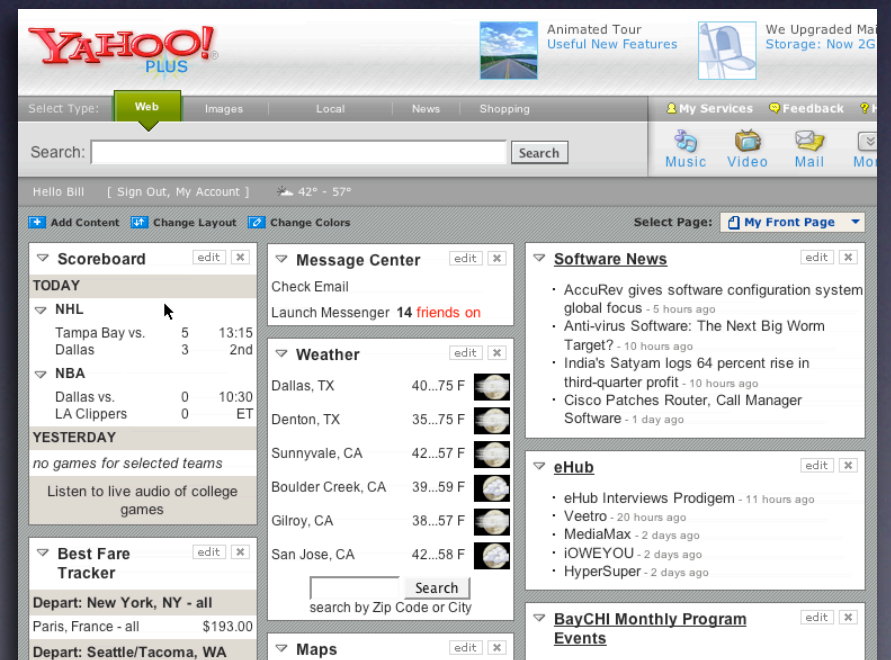
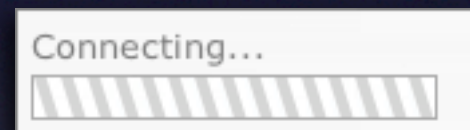
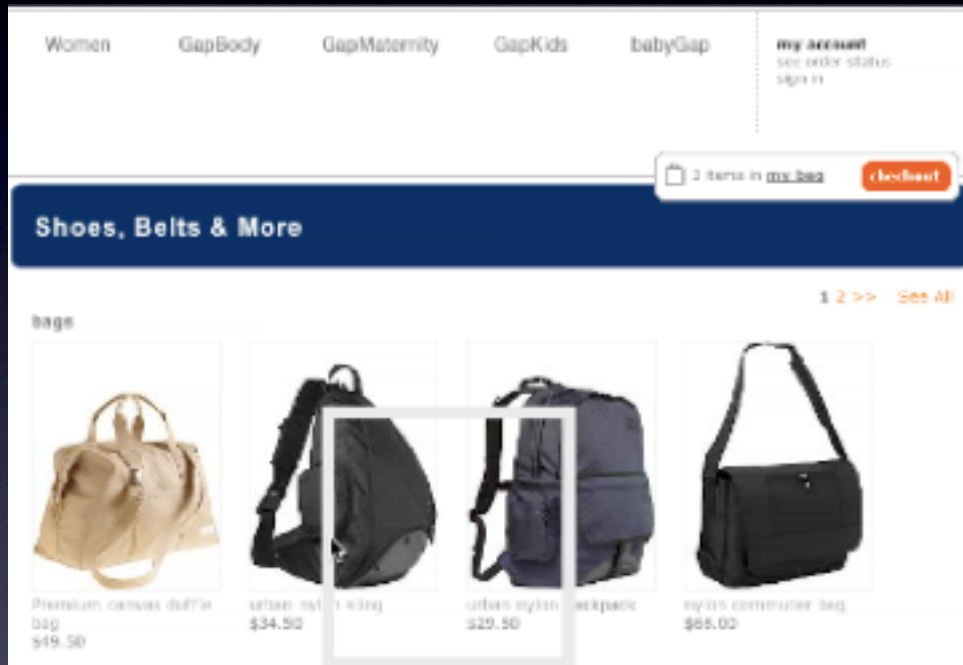
speed up time

slow down interaction

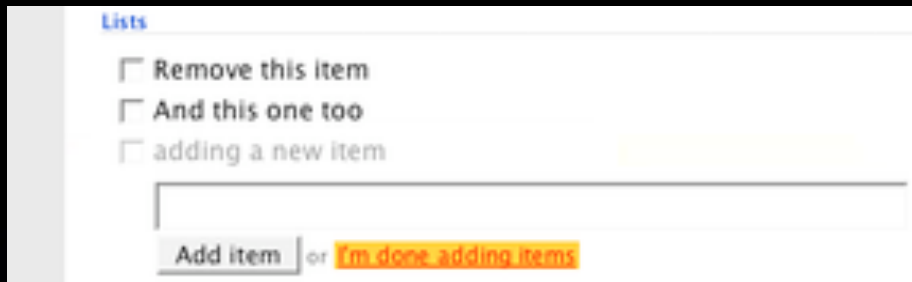
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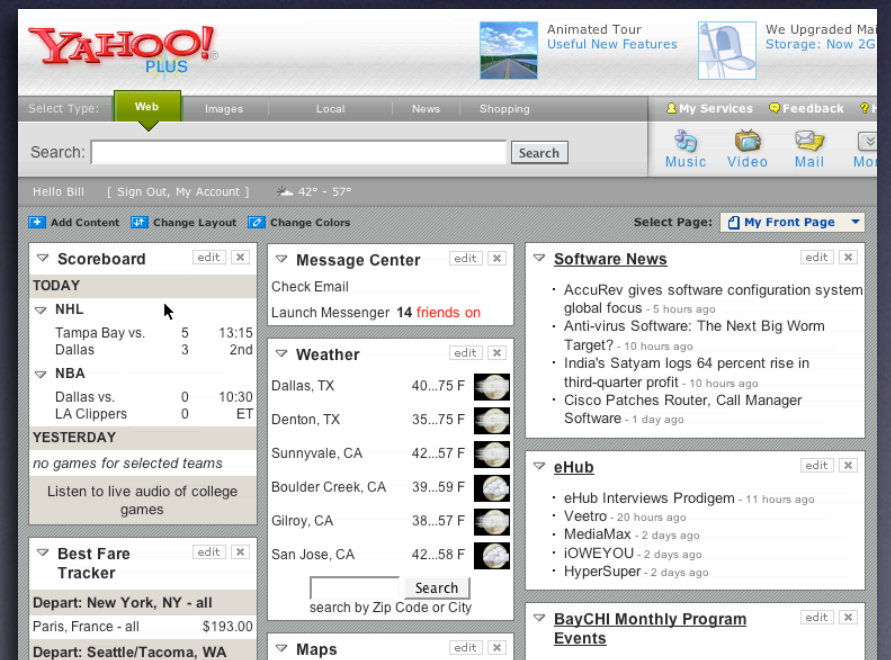
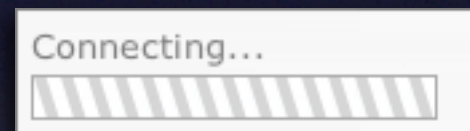
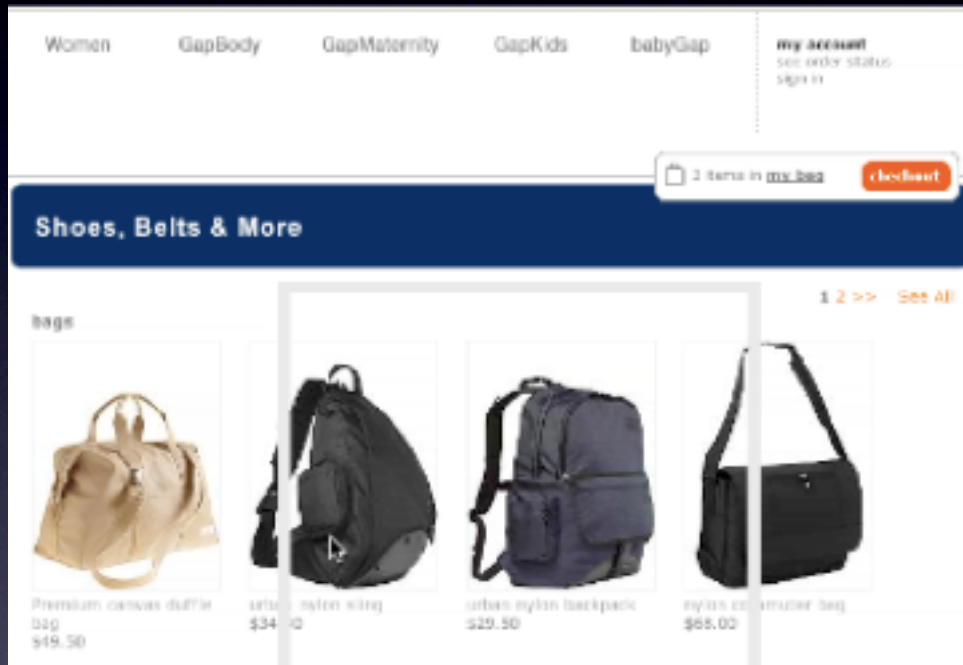
speed up time

slow down interaction

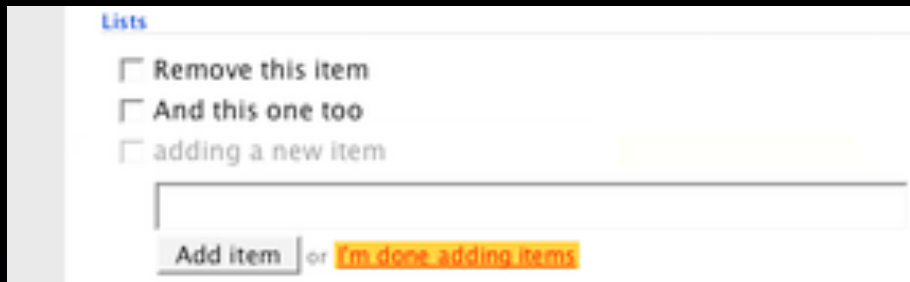
show state change

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focus attention



show transitions



you can...

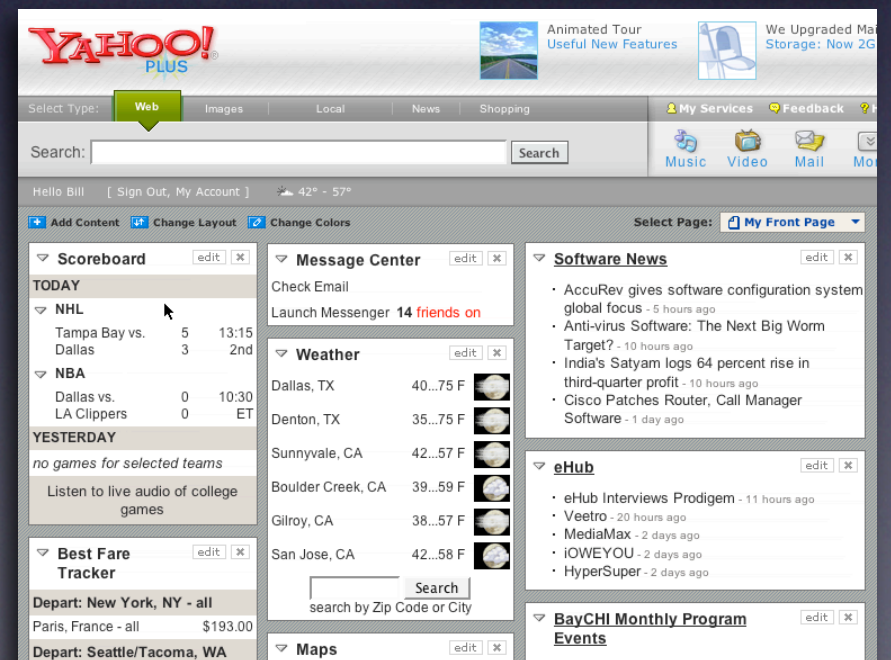
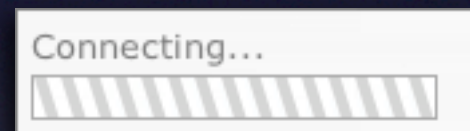
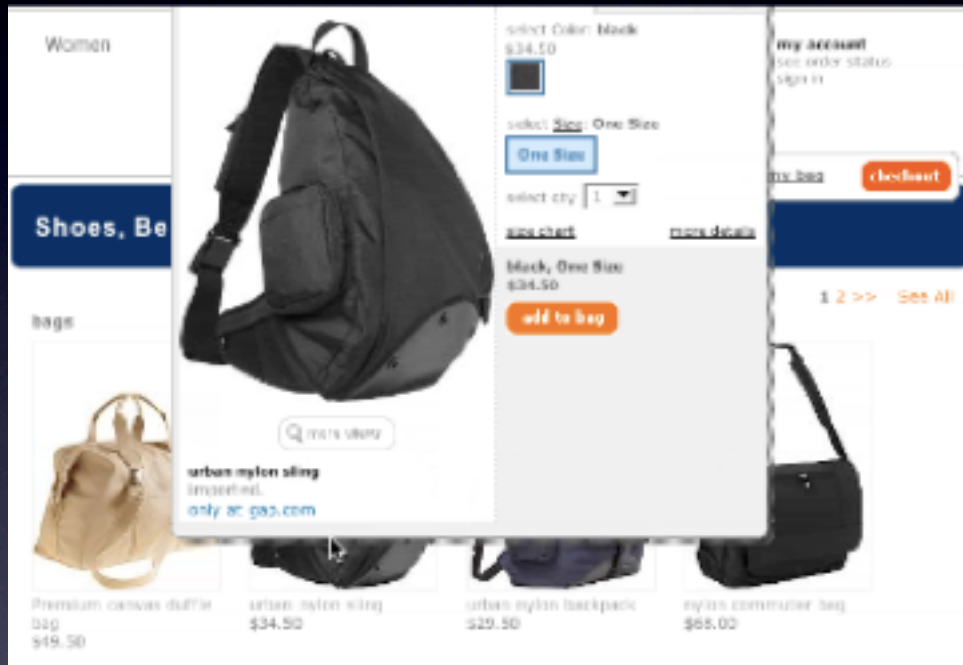
speed up time

slow down interaction

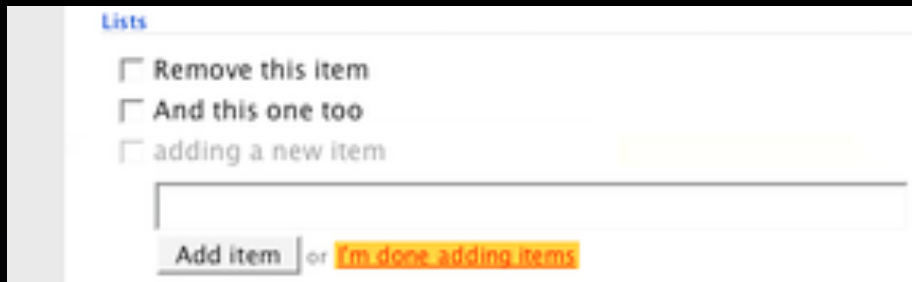
show state change

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focus attention



show transitions



you can...

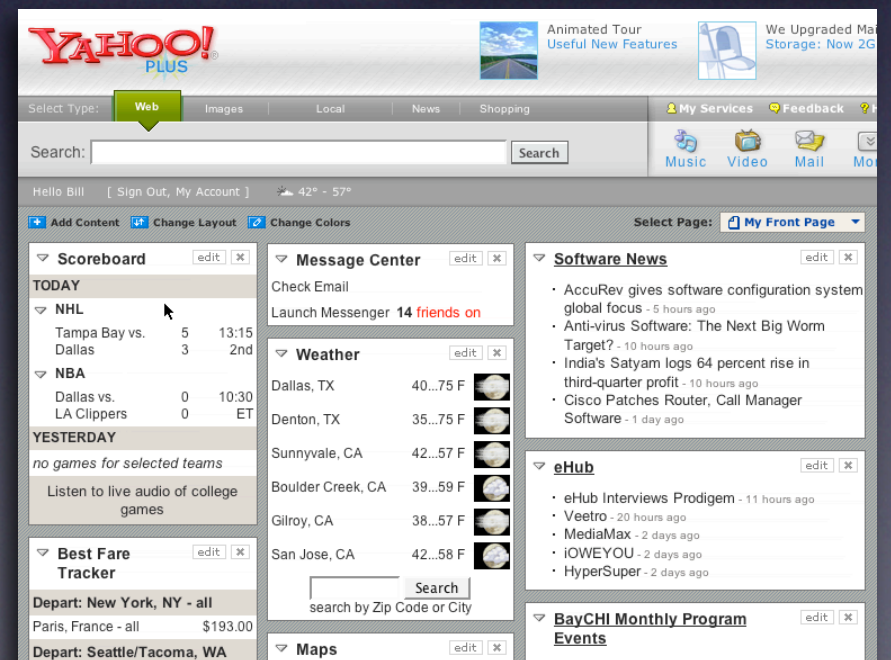
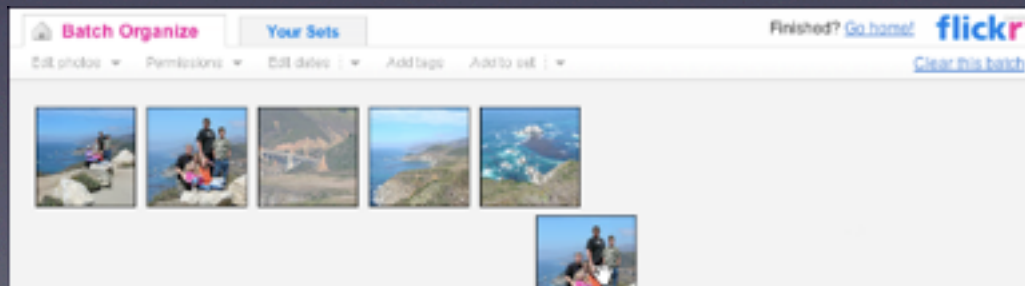
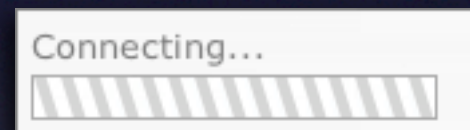
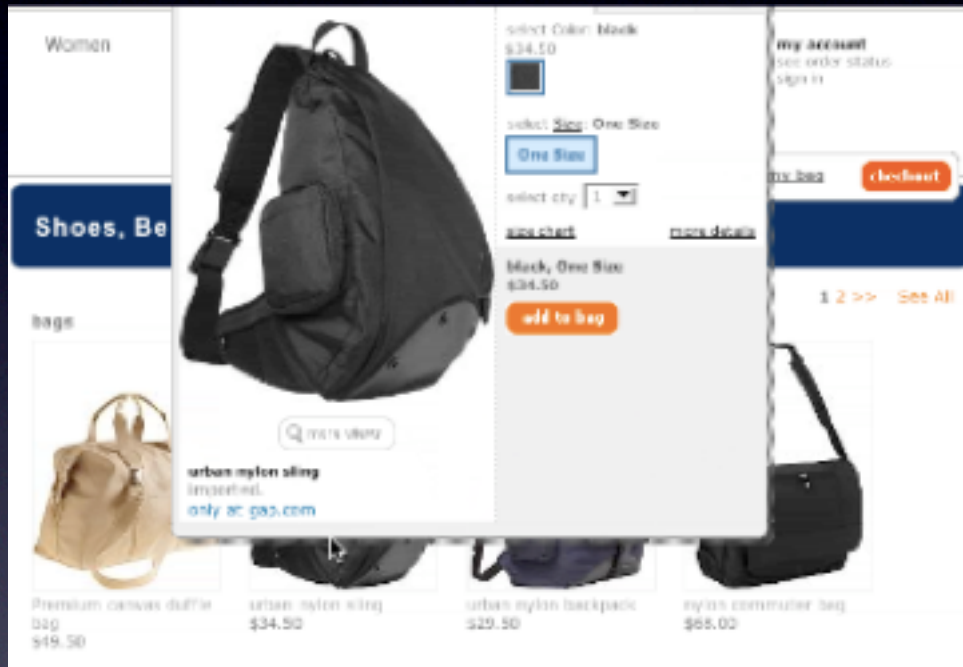
speed up time

slow down interaction

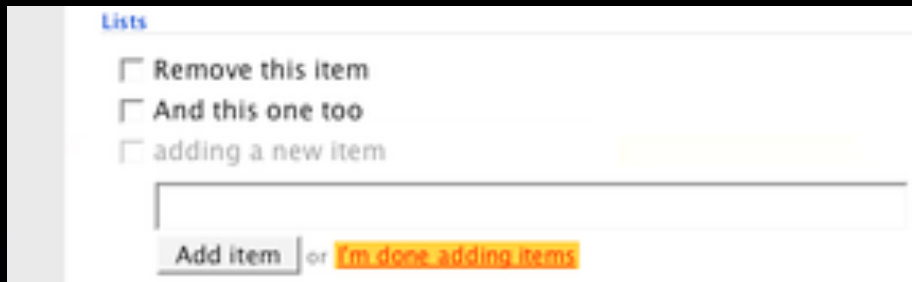
show state change

show relationships between objects

focus attention



show transitions



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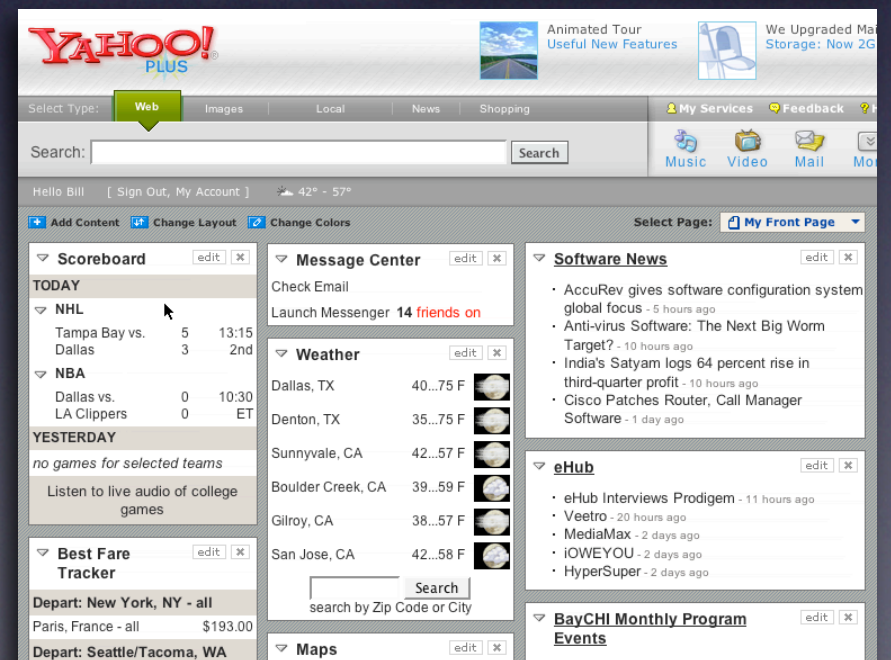
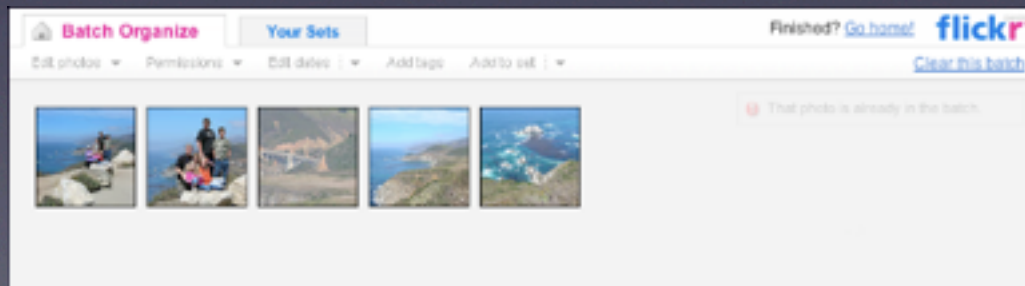
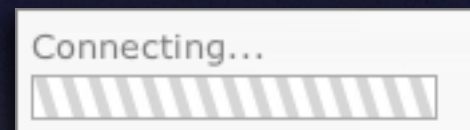
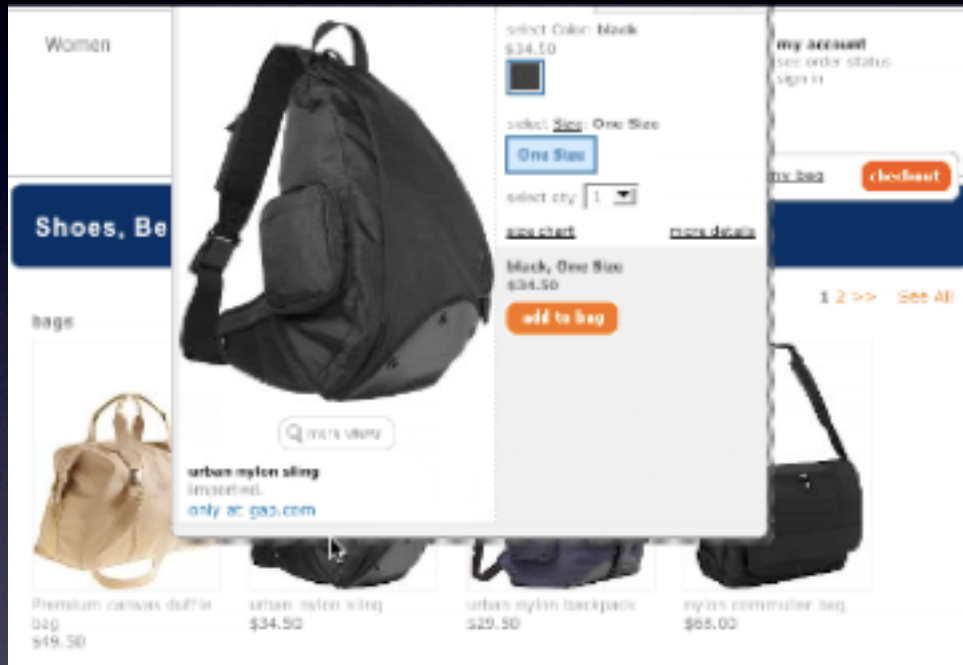
speed up time

slow down interaction

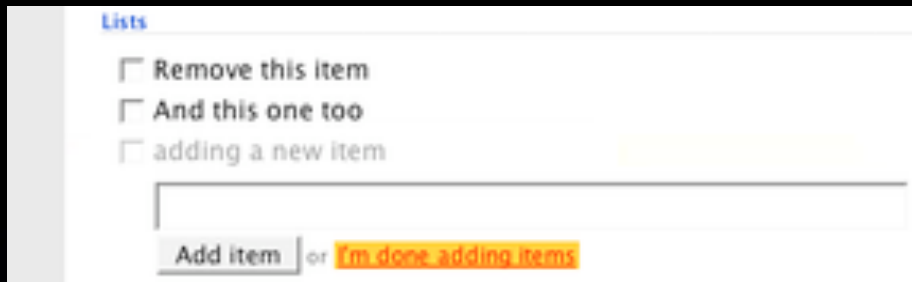
show state change

show relationships between objects

focus attention



show transitions



you can...

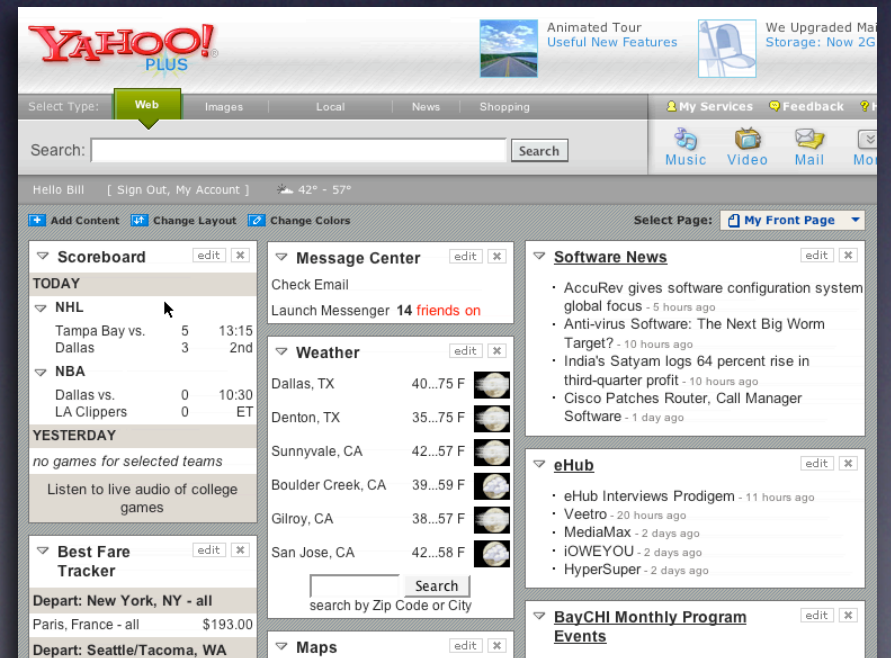
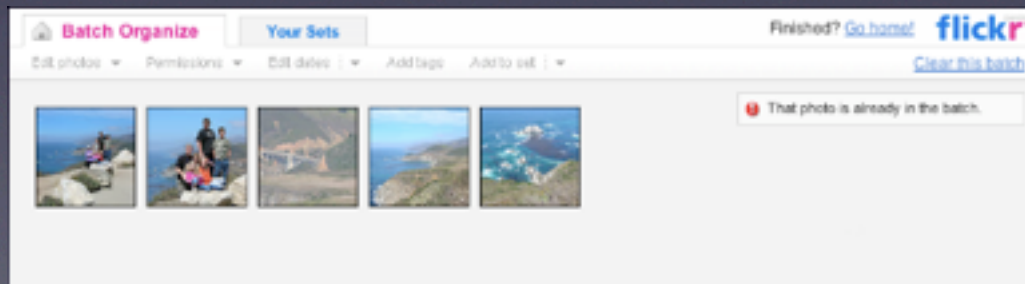
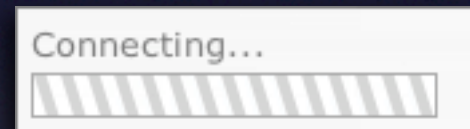
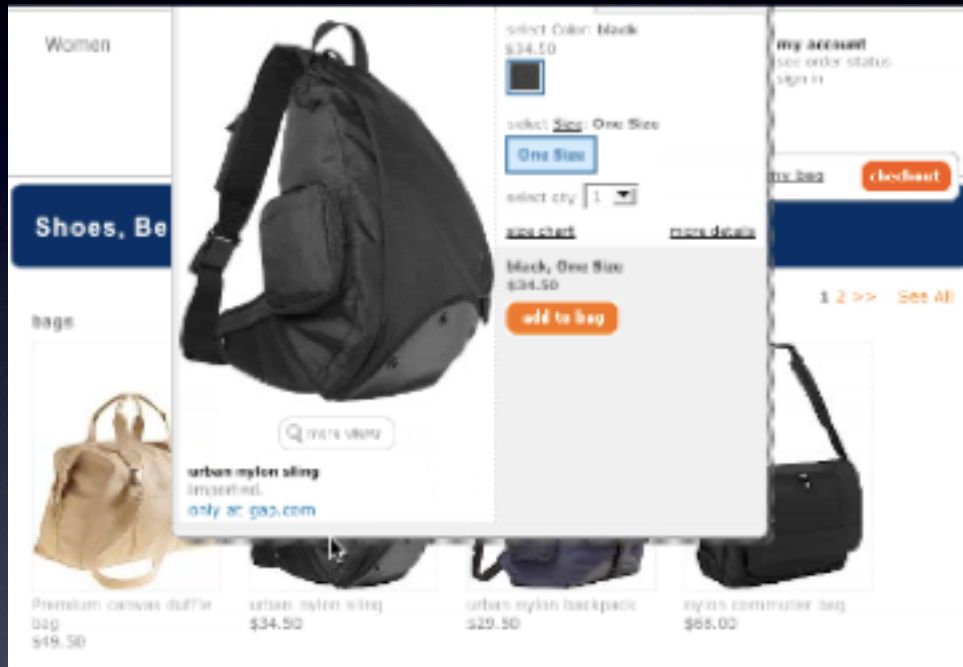
speed up time

slow down interaction

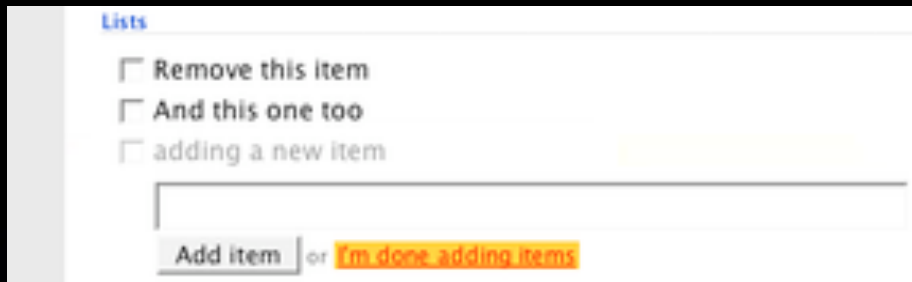
show state change

show relationships between objects

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show transitions



you can...

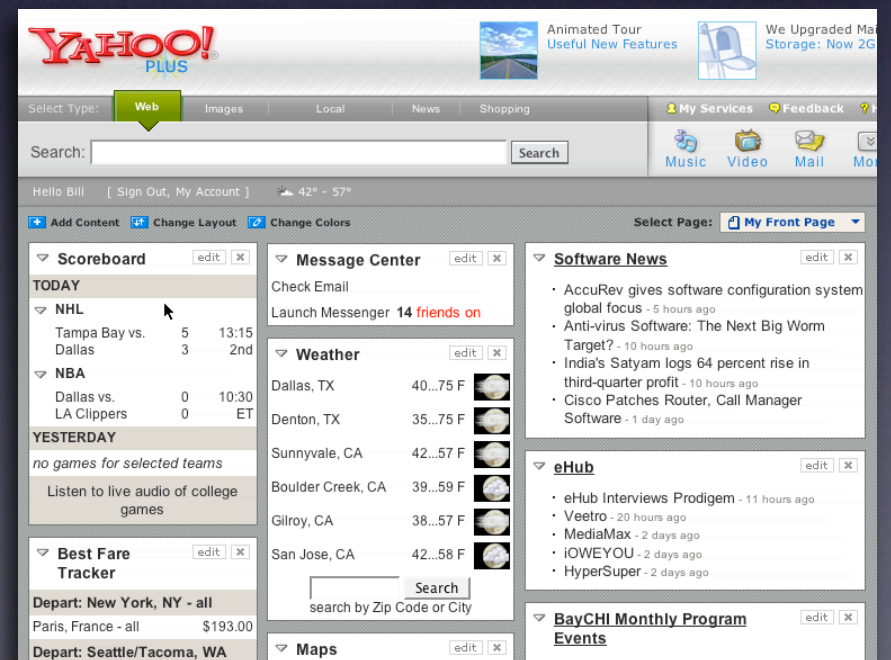
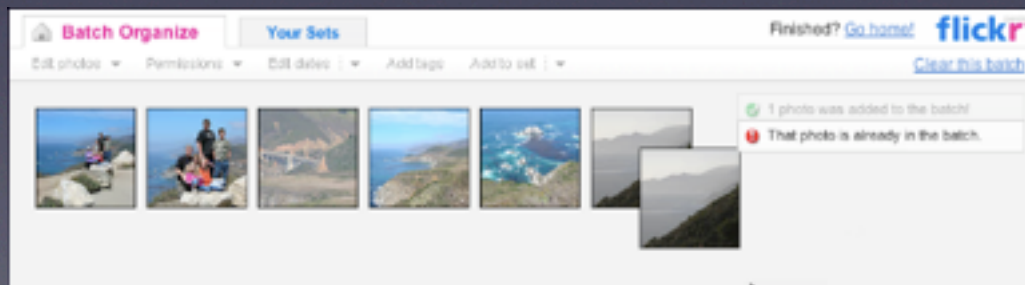
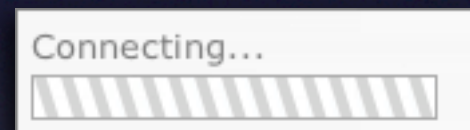
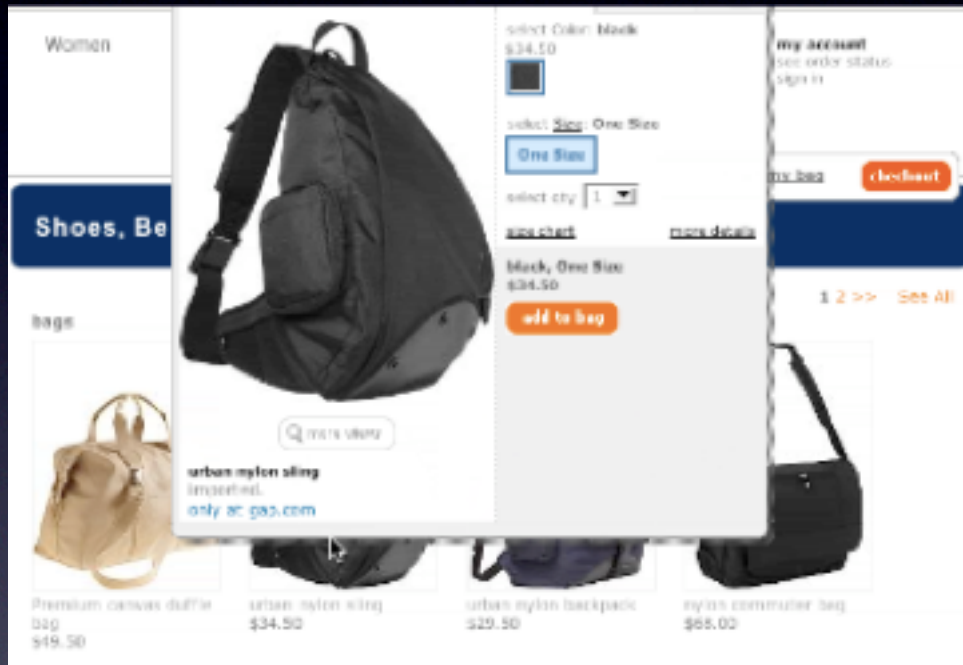
speed up time

slow down interaction

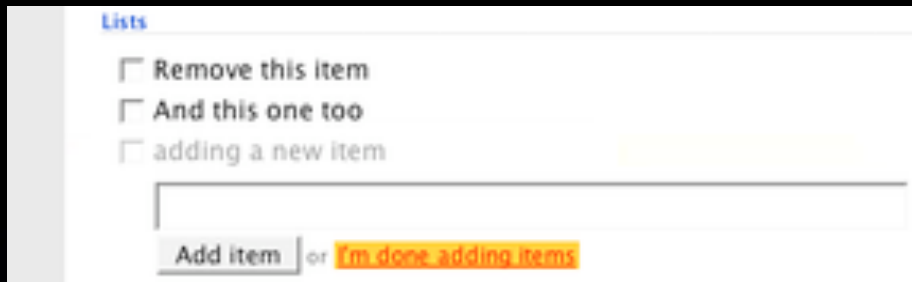
show state change

show relationships between objects

focus attention



show transitions



you can...

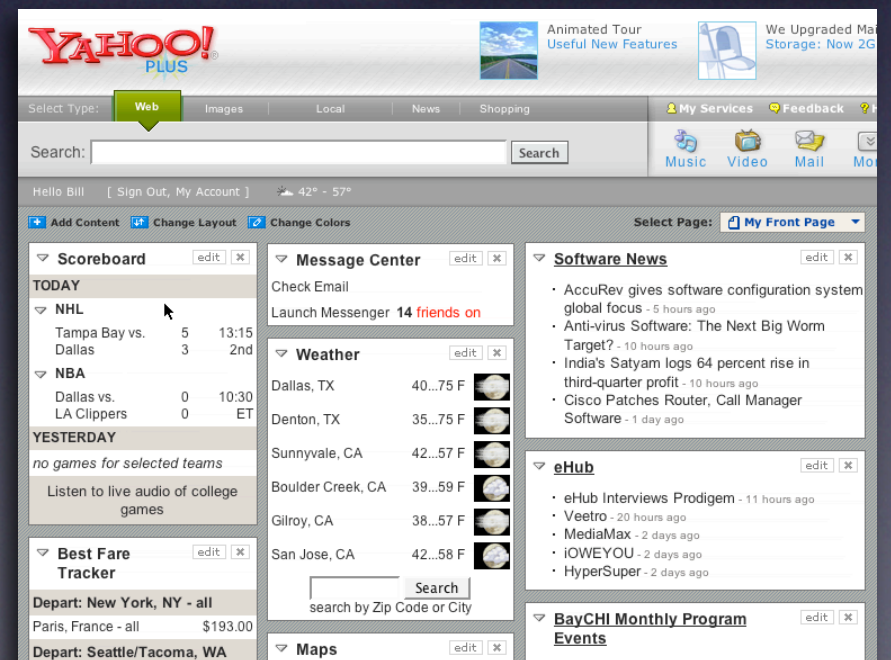
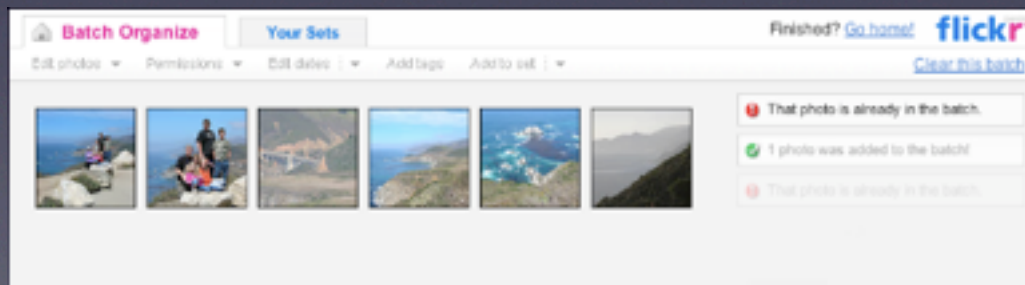
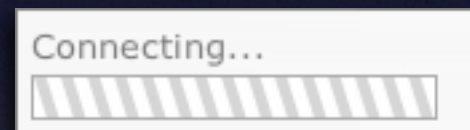
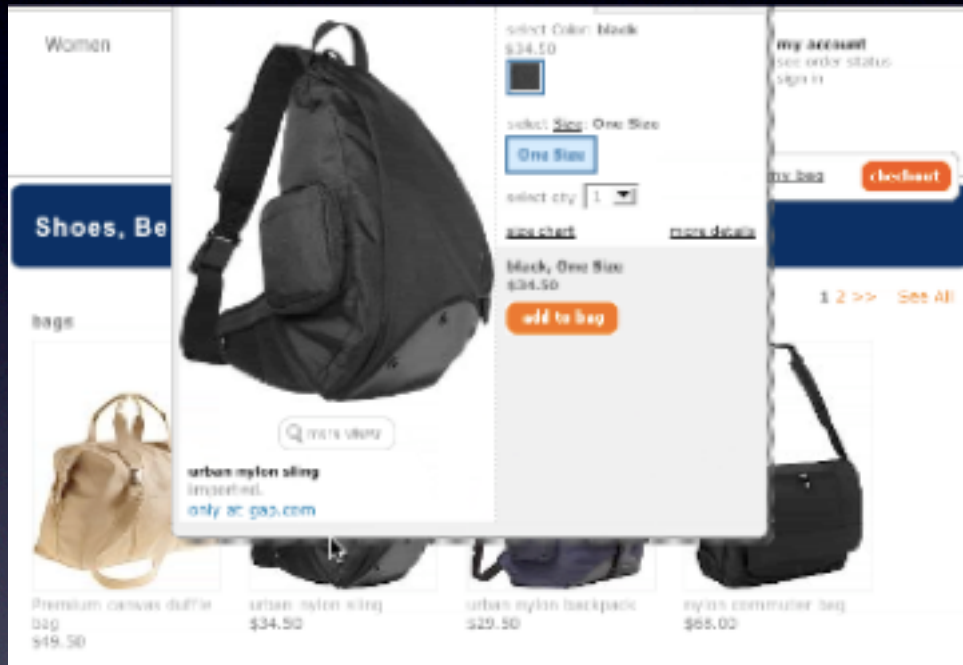
speed up time

slow down interaction

show state change

show relationships between objects

focus attention



show transitions

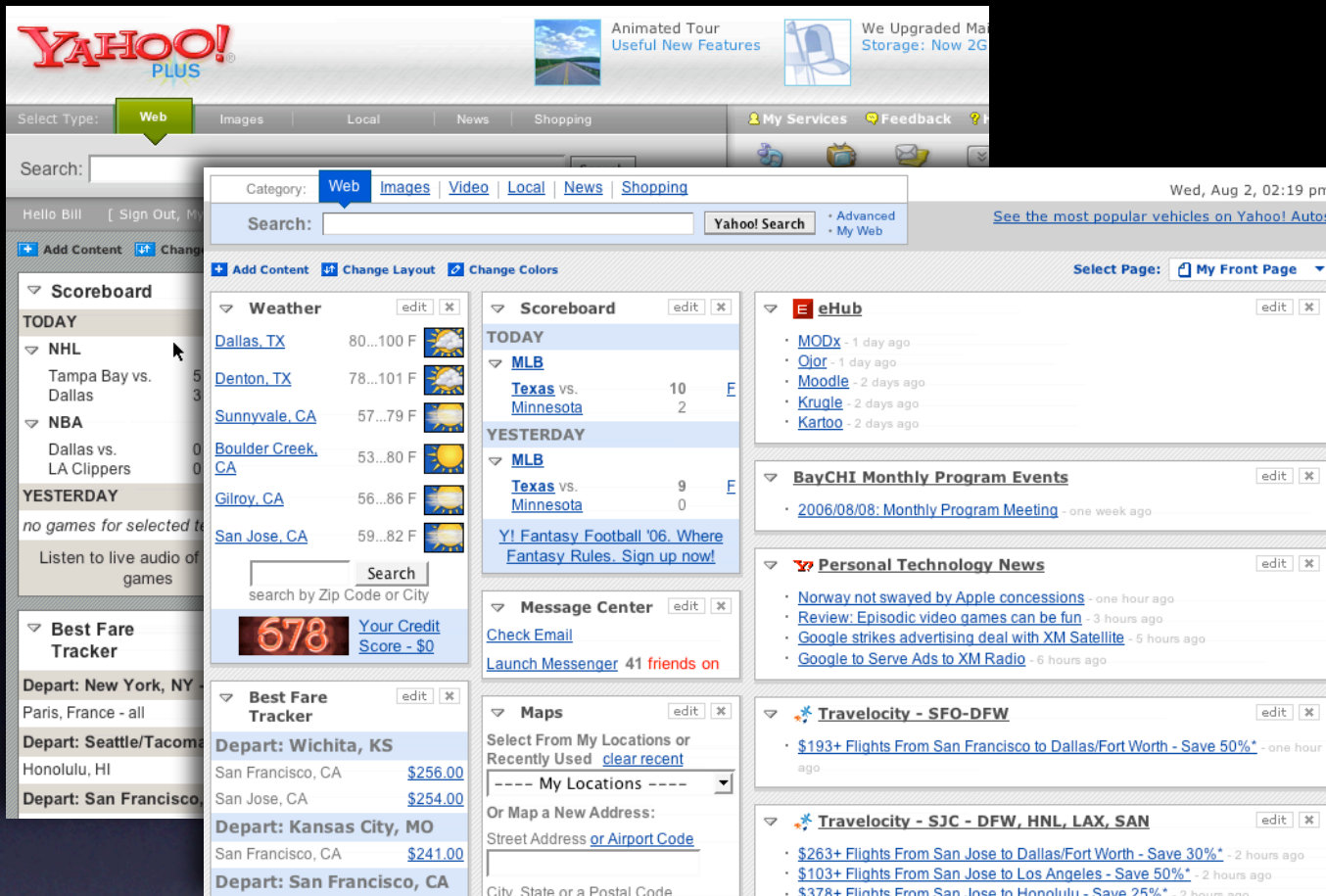
The screenshot shows the Yahoo! Plus homepage with a grid of widgets. At the top, there's the Yahoo! Plus logo and navigation tabs for Web, Images, Local, News, and Shopping. Below that is a search bar and links for Music, Video, Mail, and More. The main content area is divided into several sections:

- Scoreboard:** Shows today's NHL and NBA games. NHL: Tampa Bay vs. Dallas (5-3, 13:15). NBA: Dallas vs. LA Clippers (0-0, 10:30 ET). Yesterday: no games for selected teams.
- Message Center:** Check Email, Launch Messenger (14 friends on).
- Software News:** AccuRev gives software configuration system global focus (5 hours ago), Anti-virus Software: The Next Big Worm Target? (10 hours ago), India's Satyam logs 64 percent rise in third-quarter profit (10 hours ago), Cisco Patches Router, Call Manager Software (1 day ago).
- Weather:** Dallas, TX (40...75 F), Denton, TX (35...75 F), Sunnyvale, CA (42...57 F), Boulder Creek, CA (39...59 F), Gilroy, CA (38...57 F), San Jose, CA (42...58 F). Search by Zip Code or City.
- Best Fare Tracker:** Depart: New York, NY - all (Paris, France - all \$193.00), Depart: Seattle/Tacoma, WA (Honolulu, HI \$333.60), Depart: San Francisco, CA.
- Maps:** Select From My Locations or Recently Used (clear recent).
- eHub:** eHub Interviews Prodigem (11 hours ago), Veetro (20 hours ago), MediaMax (2 days ago), IOWEYOU (2 days ago), HyperSuper (2 days ago).
- BayCHI Monthly Program Events:** 2006/02/14: Monthly Program Meeting (3 hours ago).

Keep it sane

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

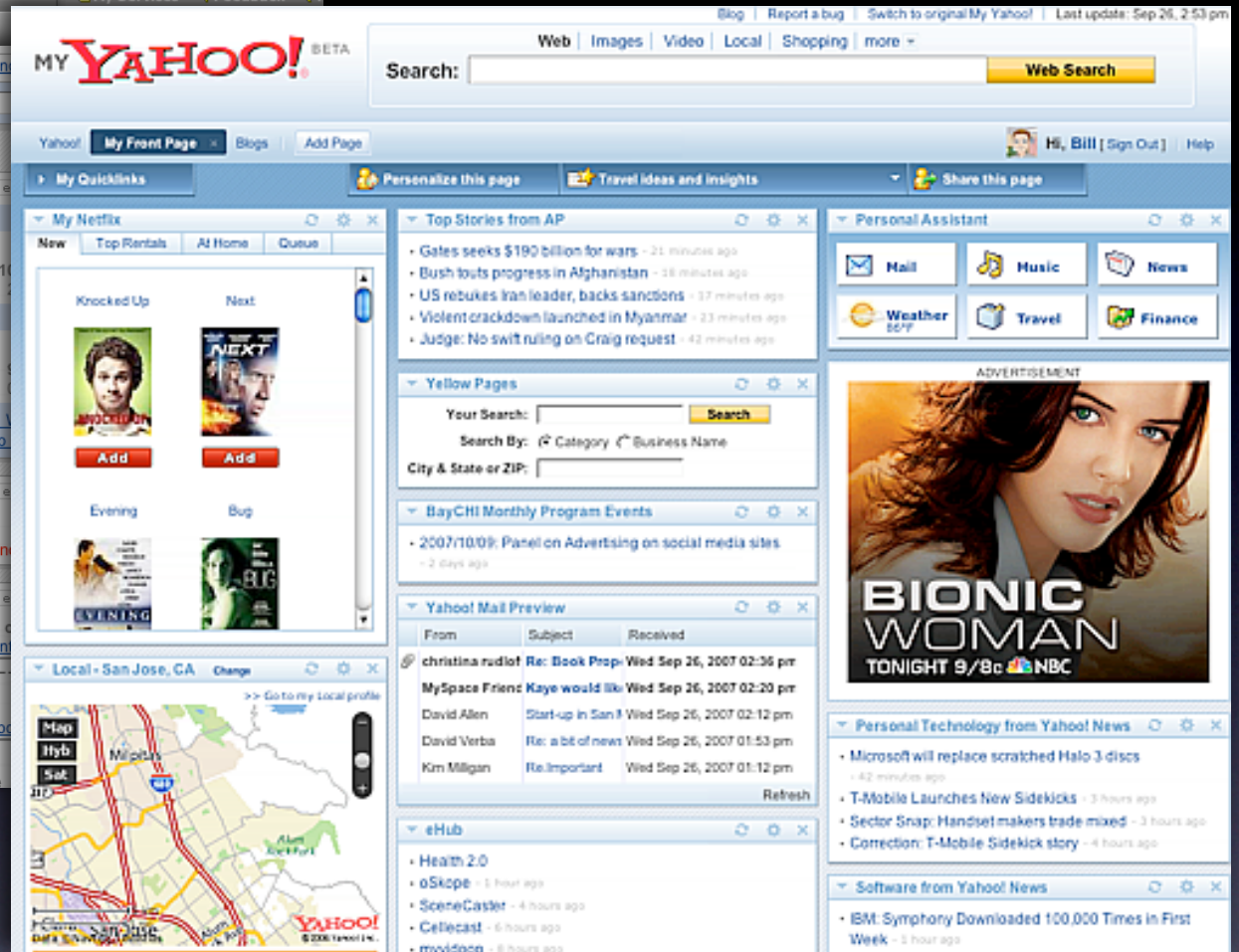
show transitions



Keep it sane

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

show transitions



Keep it sane

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

show transitions. **anti-patterns**

animated menus... so 90's

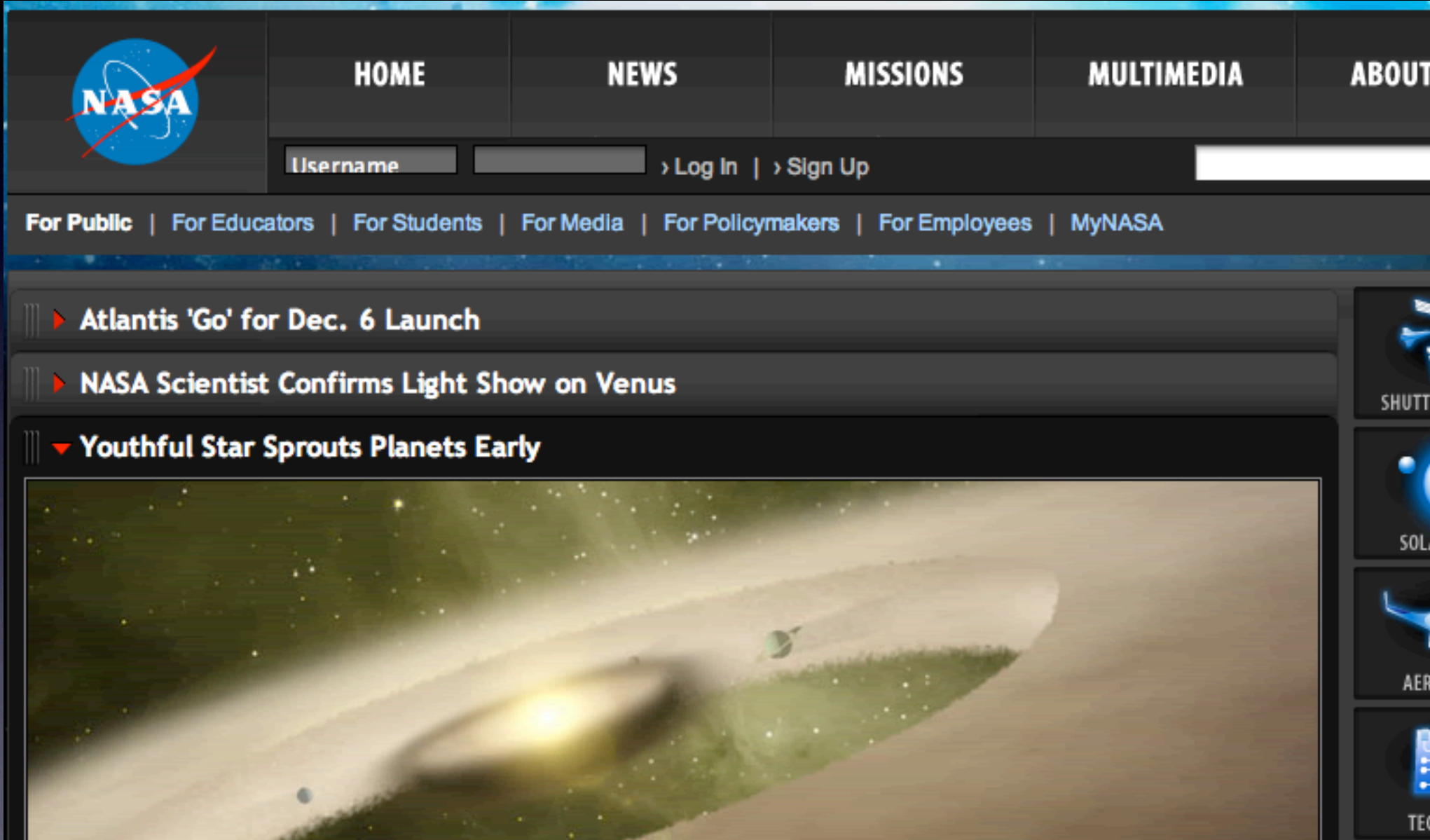
The image shows a screenshot of the NASA website homepage from the 1990s. The top navigation bar is dark with the NASA logo on the left and menu items: HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT. Below the navigation bar is a search bar with the placeholder text "Username" and buttons for "Log In" and "Sign Up". A secondary navigation bar contains links for "For Public", "For Educators", "For Students", "For Media", "For Policymakers", "For Employees", and "MyNASA". The main content area features a list of news headlines with expandable/collapsible icons (three vertical bars):

- ▶ Atlantis 'Go' for Dec. 6 Launch
- ▶ NASA Scientist Confirms Light Show on Venus
- ▼ Youthful Star Sprouts Planets Early

Below the headlines is a large image of a galaxy. On the right side of the page, there is a vertical sidebar with icons and labels: "SHUTTLE", "SOLAR", "AEROSPACE", and "TECHNOLOGY".

show transitions. **anti-patterns**

animated menus... so 90's



nasa.gov. **animation gone wild**

show transitions. **anti-patterns**

show transitions. **anti-patterns**

BORDERS. search What are you looking for 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, *Harpis and 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

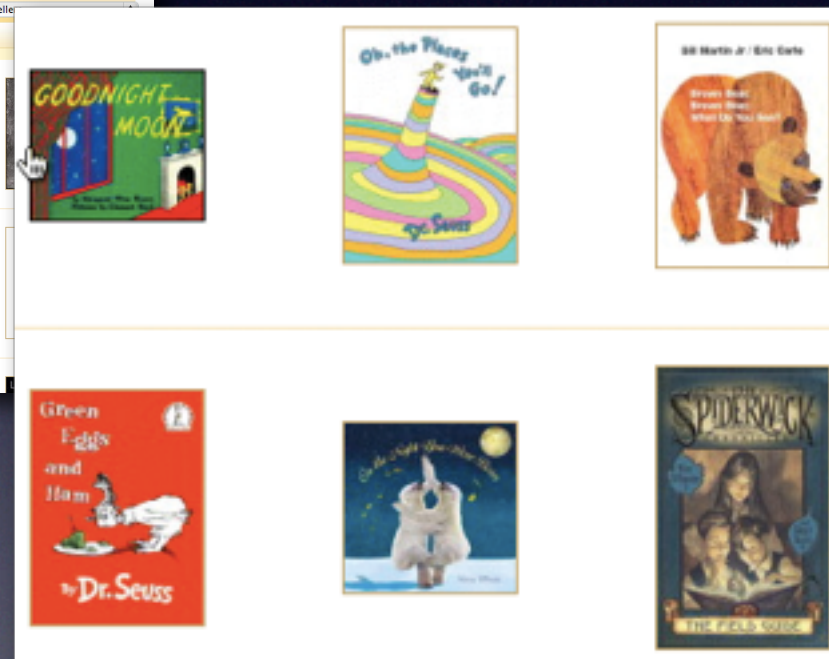
page: 1 2 3 4 5 6-10 next 303,883 results: 25 50 per page view as: [icon]

MANNA VIOLA
BECK MODERN GUILT
ABBA GOLD
CAMP ROCK
Emmelie de Faria

where the light is
ROCK N' FEELS
Stanton
III
JAY-Z

LEONA LEWIS

show transitions. **anti-patterns**



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

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BORDERS. search What are you looking for 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)

location: Music sort: Bestseller

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

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

MAMMA MIA!
THE MUSIC INSPIRED MUSICAL

BECK MODERN GUILT

ABBA GOLD
GREATEST HITS

CAMP ROCK

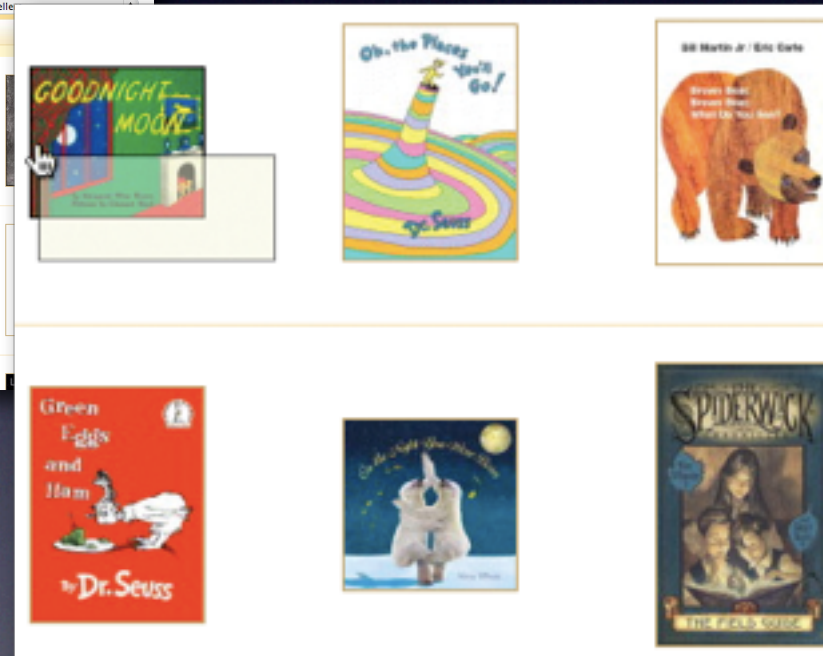
where the light is
with special live-action segments

ROCK N' ROLL

JOHN MAYER

JOHNSON

THE MOUNTAIN KING



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BORDERS. search What are you looking for Music advanced search

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through July 28
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summer BLOWOUT
SAVINGS EVENT
SHOP THE SALE



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The screenshot shows the Borders.com website's music section. At the top, there is a search bar with the text "What are you looking for" and a "GO" button. Below the search bar are navigation links for "Your Account", "Order Status", and "Customer Care". The main navigation menu includes "Home", "Books", "Music", "DVDs", "Kids", "BordersMedia", "Borders Rewards", "Borders Perks", and "Gift Cards". Underneath, there are sub-navigation links for "New Releases", "Upcoming Releases", "Bestsellers", "Free Music Download", "Borders Playlist", "Kids' Music", and "Used Music". The "music" section features a "Borders Playlist" with a featured album "Breakout" by Miley Cyrus, available July 22. It also lists other releases for July 29 and August 5 & Beyond. A "FREE MUSIC DOWNLOAD" section highlights Janiva Magness. A "Borders.com summer BLOWOUT SAVINGS EVENT" is advertised, running through July 28. On the left, a "narrow results by" sidebar lists various genres and formats with their respective counts. The main content area shows a search for "Music" with 303,883 results, displaying a grid of album covers including "Mamma Mia!", "Beck: Modern Guilt", "ABBA: Gold", "Camp Rock", "Goodnight Moon", "Oh, the Places You'll Go!", "Dr. Seuss", "Where the Light Is", "Rock N' Roll", "Satchel", and "The Sandlot".



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The screenshot shows the Borders.com website's music section. At the top, there's a search bar with the text "What are you looking for" and a "Music" dropdown menu. Below the search bar are navigation links for "Your Account", "Order Status", and "Customer Care". The main navigation bar includes "Home", "Books", "Music", "DVDs", "Kids", "BordersMedia", "Borders Rewards", "Borders Perks", and "Gift Cards". Underneath, there are sub-navigation links for "New Releases", "Upcoming Releases", "Bestsellers", "Free Music Download", "Borders Playlist", "Kids' Music", and "Used Music". The "music" section features a "Borders Playlist" with a featured album "Breakout" by Miley Cyrus, available July 22. It also lists other albums like "Nine Inch Nails, The Slip" and "Buddy Guy, Skin Deep". A "FREE MUSIC DOWNLOAD" section highlights "Janiva Magness" with a "download" button. A "Borders.com summer BLOWOUT SAVINGS EVENT" is advertised, running from August 5 to August 12. On the left, a "narrow results by" sidebar lists various genres such as Bluegrass, Blues, Christian & Gospel, Classical, Comedy, Country, Dance, and more. The main content area shows a grid of album covers, including "Mamma Mia!", "Beck: Modern Guilt", "ABBA: Gold", and "Camp Rock".

This is a product detail overlay for the "Goodnight Moon" board book. The background shows a grid of children's book covers, including "Oh, the Places You'll Go!", "Brown Bear, Brown Bear, What Do You See?", "Goodnight Moon", "Dr. Seuss", and "The ABC Song". The central focus is on the "Goodnight Moon" book by Margaret Wise Brown, published in September 01, 1991. The price is listed as \$8.99. The text indicates it is a board book and usually ships in 24 hours. The average customer rating is shown as five stars. On the right side, there are three interactive buttons: "add to cart", "reserve in store", and "get details", with "add to wish list" also present below them.

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Our Favorites for Summer (Re)Reading



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anti-pattern. amazon. animation gone wild



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Our Favorites for Summer (Re)Reading



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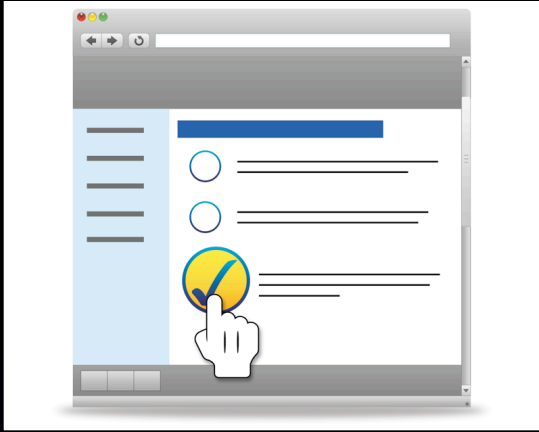
Our Favorites for Summer (Re)Reading



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react immediately

 beta

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

wundrbar: live preview.

react immediately

react immediately

y! answers. **live suggest**

Ask Your Question: Enter Your Question and Check Spelling

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You have **198** points. Earn more points by [answering](#) other people's questions.

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

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

[Check Spelling](#)

You have **99** characters to work with. Please follow our [community guidelines](#).

You have **1000** characters to work with.

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Why is the sky blue?

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We have found similar questions:

- Why do so many people ask, "Why is the sky blue?"? - from RockyQA - 3 answer(s)
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- why is the colour of the sky blue? - from pinky p - 26 answer(s)
- Why is the sky Blue??? - from Lf Kyle - 13 answer(s)

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[More similar questions \(2235\)](#)

y! mail, kayak. auto complete

To: Mad [Show BCC](#)

Cc: Madeline Miraglia <madeline.miraglia@mva.net>
Madeline Miraglia <madysue@stanfordalumni.org>

Subject: [Plain Text](#)

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[Dallas, TX USA - Love Field \(DAL\) Airport](#)
[Dallas, TX](#)

2/19/2006 | Anytime | 2/22/2006 | Anytime

Travelers: 1 | Cabin: Economy

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Cabin: Economy

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Travelers: 1 | Cabin: Economy

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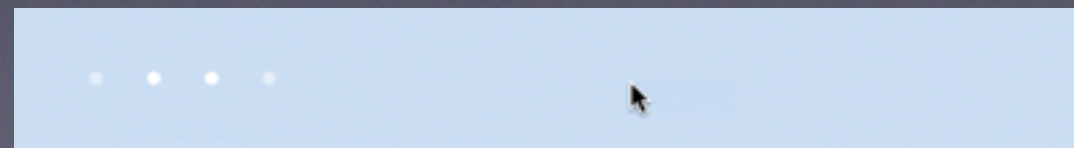
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[Dallas, TX](#)

2/19/2006 | Anytime | 2/22/2006 | Anytime

Travelers: 1 | Cabin: Economy

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from: darren [Stop](#)

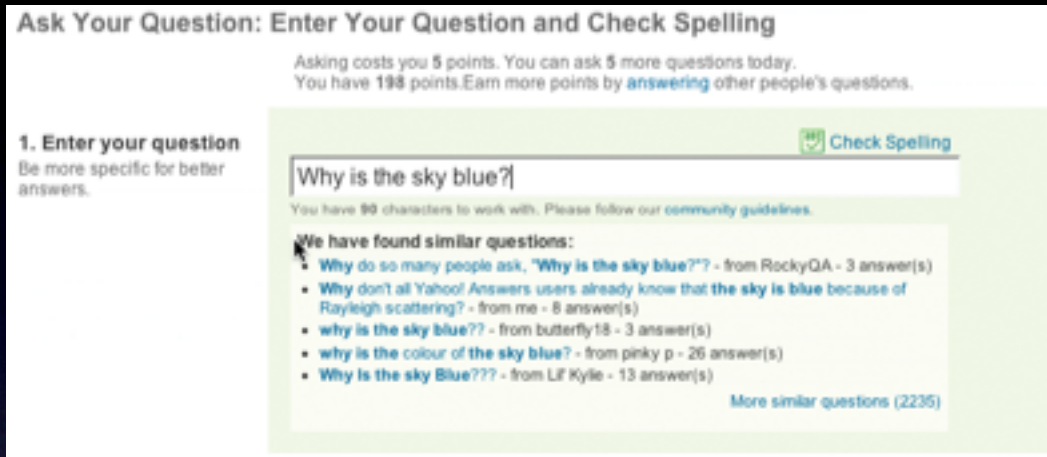
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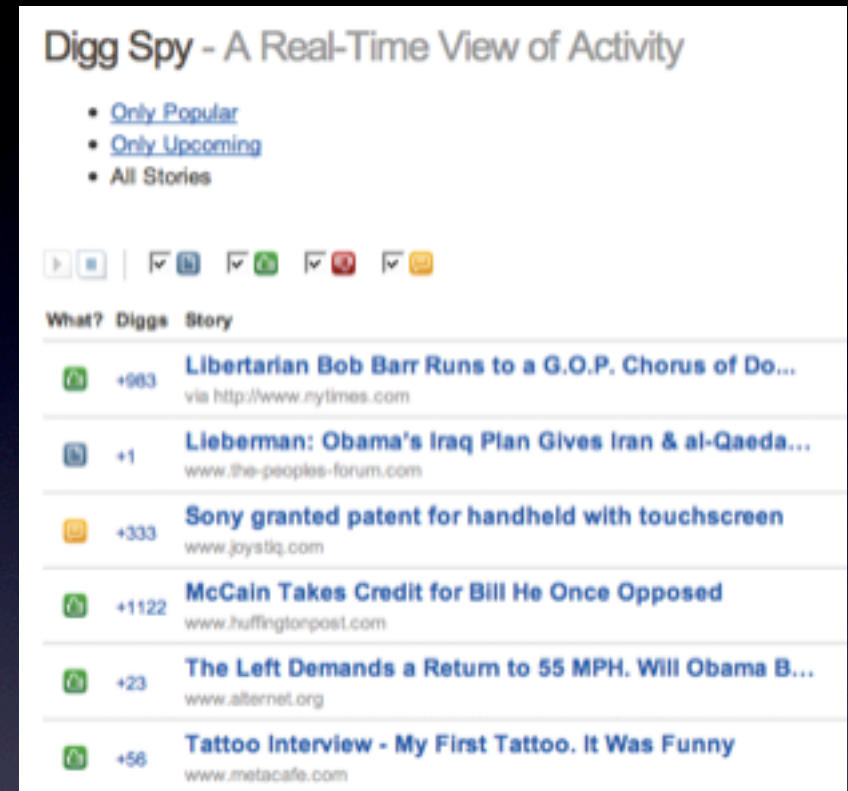
[Search Again](#)

react immediately

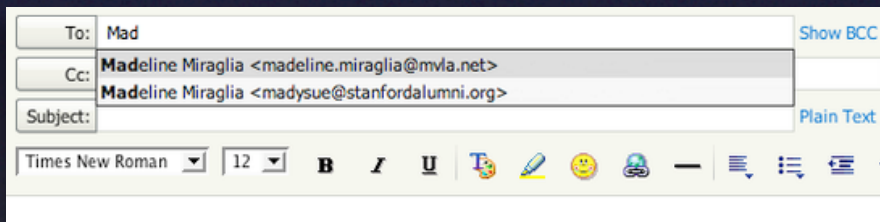
y! answers. live suggest



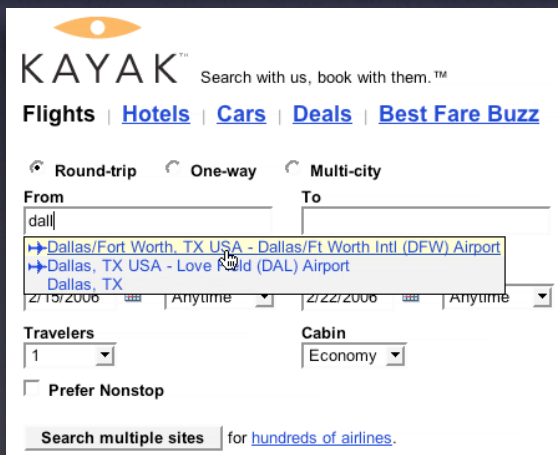
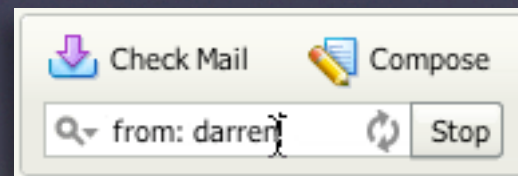
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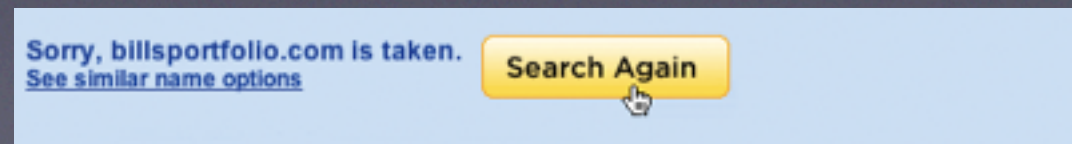
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netflix. periodic refresh

Digg Spy - A Real-Time View of Activity

- [Only Popular](#)
- [Only Upcoming](#)
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What? [Diggs](#) [Story](#)

- +983 **Libertarian Bob Barr Runs to a G.O.P. Chorus of Do...**
via <http://www.nytimes.com>
- +1 **Lieberman: Obama's Iraq Plan Gives Iran & al-Qaeda...**
www.the-peoples-forum.com
- +333 **Sony granted patent for handheld with touchscreen**
www.gyztig.com
- +1122 **McCain Takes Credit for Bill He Once Opposed**
www.huffingtonpost.com
- +23 **The Left Demands a Return to 55 MPH. Will Obama B...**
www.alternet.org

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 Dallas, TX

2/19/2006 | Anytime | 2/22/2006 | Anytime

Travelers: 1

Cabin: Economy

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- why is the sky blue?? - from butterfly18 - 3 answer(s)
- why is the colour of the sky blue? - from pinky p - 26 answer(s)
- Why is the sky Blue??? - from Lif Kyle - 13 answer(s)

[More similar questions \(2235\)](#)

netflix. periodic refresh

Digg Spy - A Real-Time View of Activity

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y! mail, kayak. auto complete

To: Mad [Show BCC](#)

Cc: Madeline Miraglia <madeline.miraglia@mvla.net>

Subject: Madeline Miraglia <madysue@stanfordalumni.org> [Plain Text](#)

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

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Prefer Nonstop

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y!mail. busy indicator

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from: darren

y! small biz. live previews

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react immediately

Keep the goal in mind

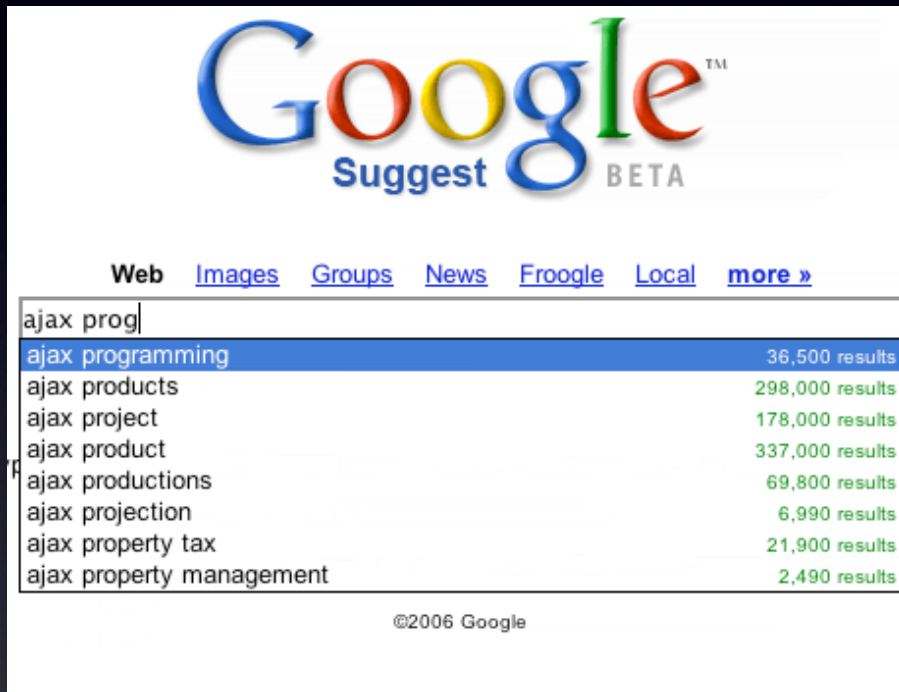
Design for relevancy

Is it narrowing or distracting

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting



The image shows a screenshot of the Google search interface from 2006. At the top is the Google logo with the word 'Suggest' and 'BETA' below it. Below the logo are navigation links: 'Web', 'Images', 'Groups', 'News', 'Froogle', 'Local', and 'more »'. The search bar contains the text 'ajax prog'. Below the search bar is a list of suggestions with the number of results for each:

ajax programming	36,500 results
ajax products	298,000 results
ajax project	178,000 results
ajax product	337,000 results
ajax productions	69,800 results
ajax projection	6,990 results
ajax property tax	21,900 results
ajax property management	2,490 results

At the bottom of the page, it says '@2006 Google'.

Keep the goal in mind

Design for relevancy

Is it narrowing or distracting

The screenshot shows the Google Suggest BETA interface. The search bar contains the text 'ajax prog'. Below the search bar, there are navigation links: Web, Images, Groups, News, Froogle, Local, and more. A dropdown menu displays search suggestions with their corresponding result counts:

Suggestion	Results
ajax programming	36,500 results
ajax products	298,000 results
ajax project	178,000 results
ajax product	337,000 results
ajax productions	69,800 results
ajax projection	6,990 results
ajax property tax	21,900 results
ajax property management	2,490 results

©2006 Google

The screenshot shows the Yahoo! Search Instant Search BETA interface. The search bar contains the text 'monterey'. A search button labeled 'Search the Web' is visible. A dropdown menu displays a search result:

- [Monterey.com](http://www.monterey.com)
guide to attractions, lodging, dining, and more. A service of the **Monterey** Peninsula Visitors and Conventions Bureau.
www.monterey.com

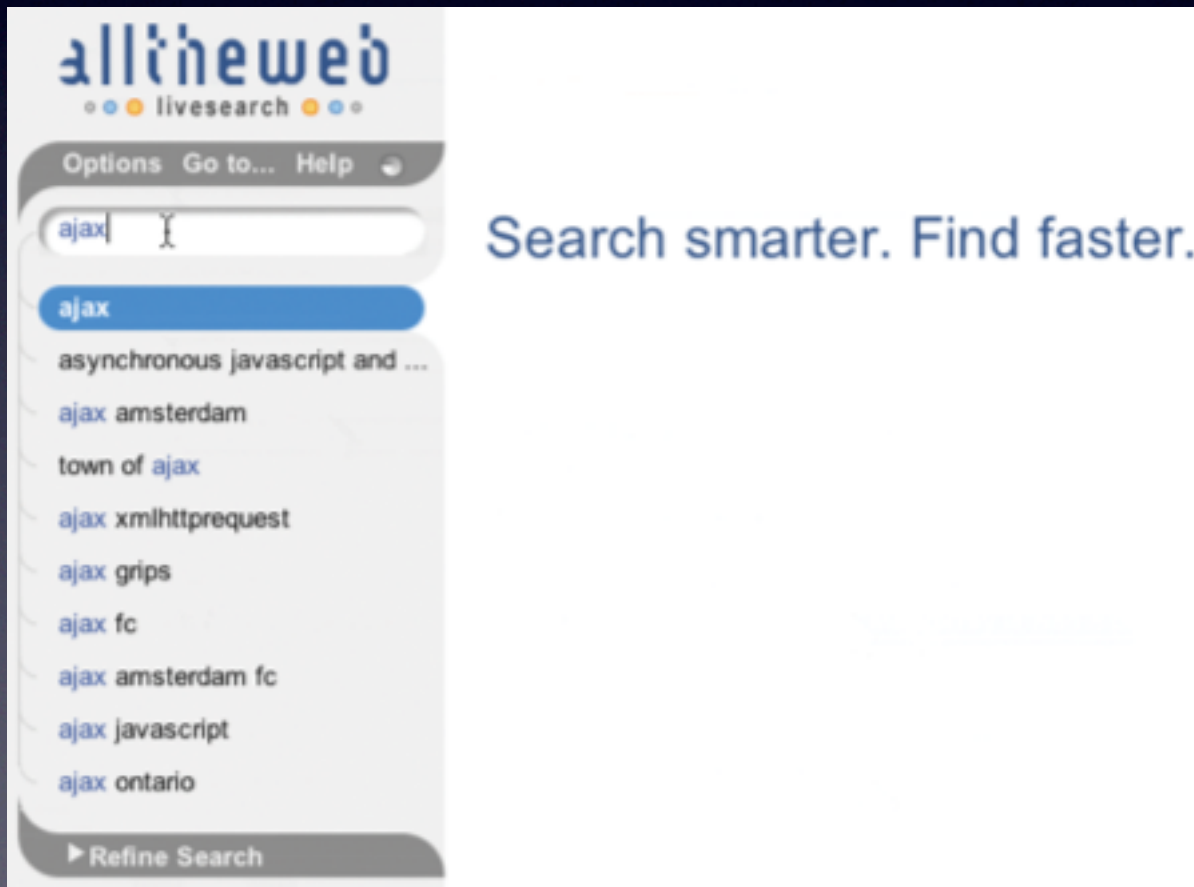
Keep the goal in mind

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 image shows a screenshot of the alltheweb.com search engine interface. The search bar contains the text 'ajax'. Below the search bar, a list of suggestions is displayed, including 'ajax', 'asynchronous javascript and ...', 'ajax amsterdam', 'town of ajax', 'ajax xmlhttprequest', 'ajax grips', 'ajax fc', 'ajax amsterdam fc', 'ajax javascript', and 'ajax ontario'. The search results page shows 'Results 1 - 10 of about 23,200,000 for ajax'. The first result is 'AJAX-enabled UI controls' from www.telerik.com. The second result is 'Buy Cases of Ajax Cleaning Liquids' from www.buythecase.net. The third result is 'News Results for ajax', which includes several news items: 'Adobe's Flex 2 Is Ready To Take On Ajax', 'Arsenal beats Ajax to inaugurate stadium', and 'Arsenal v Ajax'. The fourth result is 'Yahoo! Shortcut - About'. The fifth result is 'Yahoo!'s: Seeing bad search results or ads for this query? Report test: NONE'. The sixth result is 'AJAX - Wikipedia' with a snippet: '... Ajax, shorthand for Asynchronous JavaScript and XML, is technique for creating interactive ... In some Ajax frameworks situations, an IFrame object is ...' and a link to 'en.wikipedia.org/wiki/AJAX'.

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 image shows a screenshot of the alltheweb search engine interface. The search bar contains the text 'ajax'. Below the search bar, a list of suggestions is displayed, with 'ajax amsterdam' highlighted in blue. The search results page shows 'Results 1 - 10 of about 2,130,000 for ajax amsterdam'. The first result is 'Ajax Amsterdam Sports Memorabilia' from www.ebay.com. The second result is 'Ajax Amsterdam Products' from www.dealtime.com. The third result is 'Yahoo!': Seeing bad search results or ads for this query? Re test: NONE. The fourth result is 'AFC Ajax' with the official site www.ajax.nl. The fifth result is 'Ajax Amsterdam - Wikipedia, the free encyclopedia' with the URL en.wikipedia.org/wiki/Ajax_Amsterdam.

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 a real estate search interface with the following components:

- Custom Search Terms:** A search bar containing "pool" with a "Find" button. Below it, a list of suggestions includes "e.g. 'Pool', 'Hardwood Floors', 'Open Floor Plan'", "All attributes", and "pool" (checked).
- Property Search Filters:** A section with "Save all Filters" and "Reset all Filters" buttons. It includes:
 - Property Type:** A dropdown menu with "All" (checked), "Single Family Home", "Multi-Family Home", "Condo", and "Lots and Land".
 - Price:** A range of "\$850,000 - \$1,650,000" with a slider control.
 - Beds:** A range of "All" with a slider control.
- View Options:** "List View" (selected), "Map View", and "Gallery View".
- Additional Features:** "View favorites only (Clear all)", "Save filtered search", and "Alert me w...".
- Property Listings:** A list of five properties, each with a photo, price, bedrooms/bathrooms, location, and a "View" button. The listings are:
 - \$1,000,000, 5bd / 4ba, 2941 S DENVER, Listing c, View
 - \$1,100,000, 3bd / 2ba, 2500 C DENVER, Listing c, View
 - \$1,100,000, 3bd / 2ba, 2500 C DENVER, Listing c, View
 - \$1,400,000, 2bd / 2ba, 1700 E DENVER, Listing c, View
 - \$1,120,000, 2bd / 3ba, 100 E DENVER, Listing c

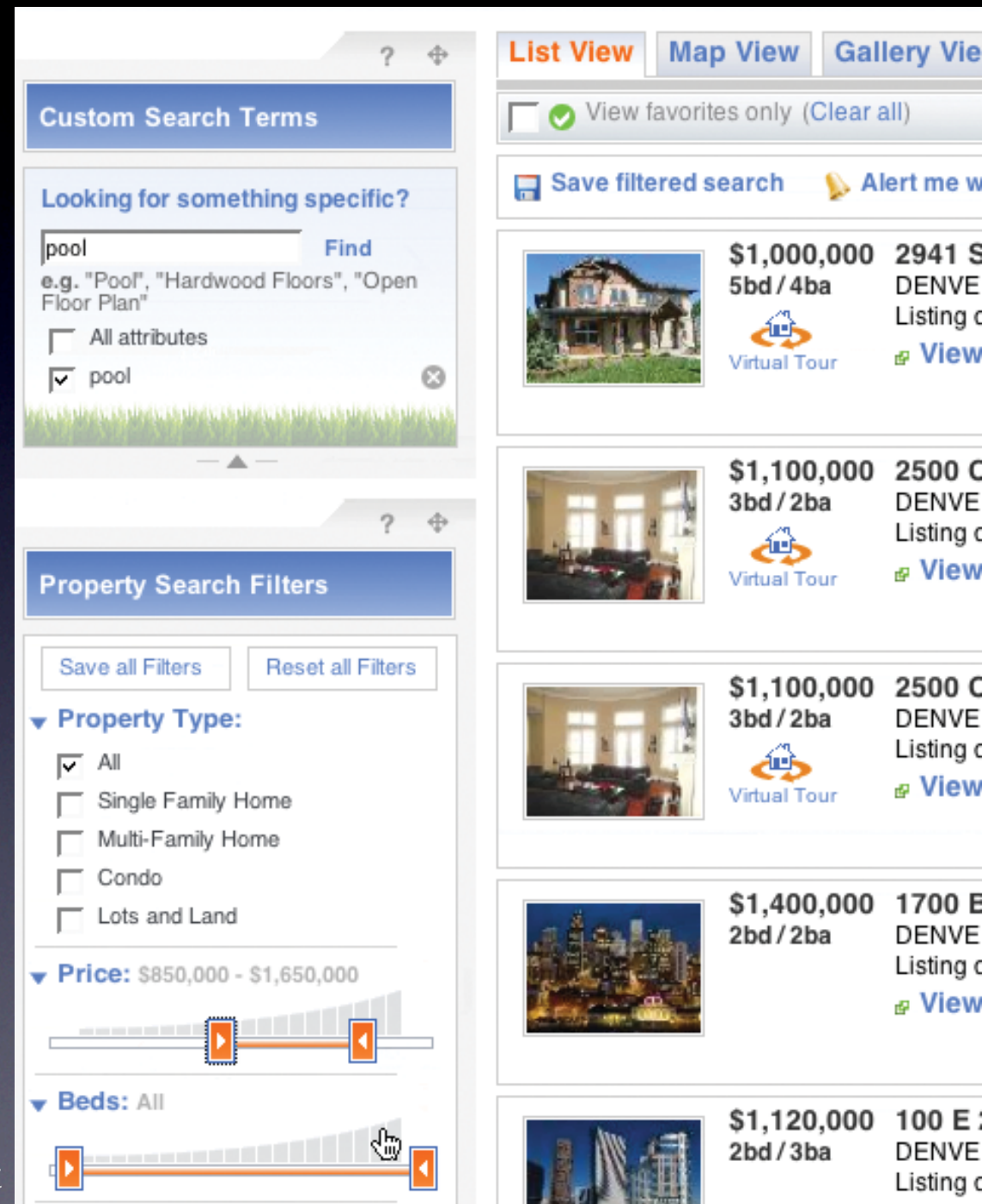
Keep the goal in mind

Design for relevancy

Is it narrowing or distracting?

Use feedback to boost confidence

Let the user iterate where possible



react immediately

Shape user perception

Make time pass faster

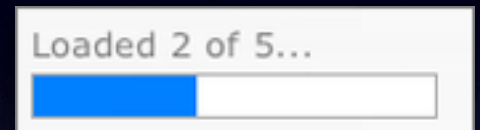
Make application feel more responsive

react immediately

Shape user perception

Make time pass faster

Make application feel more responsive

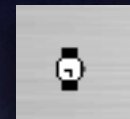
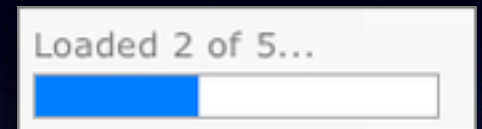


react immediately

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

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:** Weak
Minimum of 6 characters in length.

Prevent errors before-hand

Ounce of preventive design worth pound of error-handling

Look before you leap

react immediately

Find a domain name:

www.

(ex. widgetdesigns.com)

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be your username and sign-in.

Choose a password: **Password strength:** Weak

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



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:** Weak
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

Sorry, billsportfolio.com is taken.
[See similar name options](#)

Search Again

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: **Weak**

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: **Password strength:** Weak
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

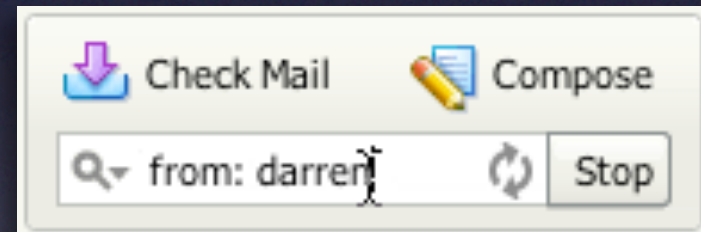
Keep feedback focused

Avoid side-noise (peripheral distractions)

Use laws of proximity in context feedback

Respect feedback bandwidth

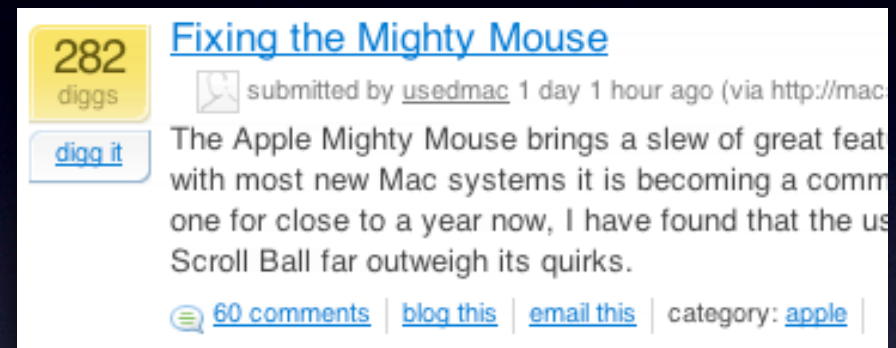
react immediately



Keep feedback focused

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

react immediately



282 diggs

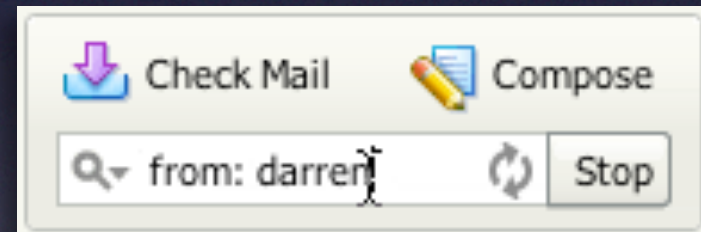
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[Fixing the Mighty Mouse](#)

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

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

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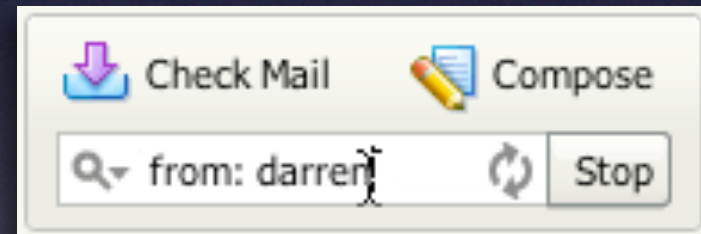
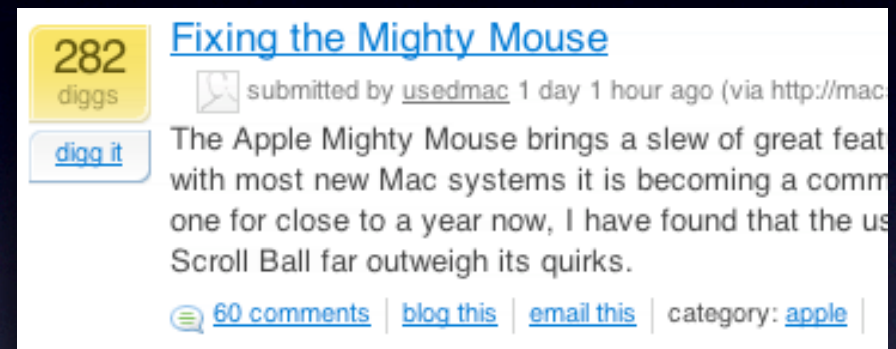
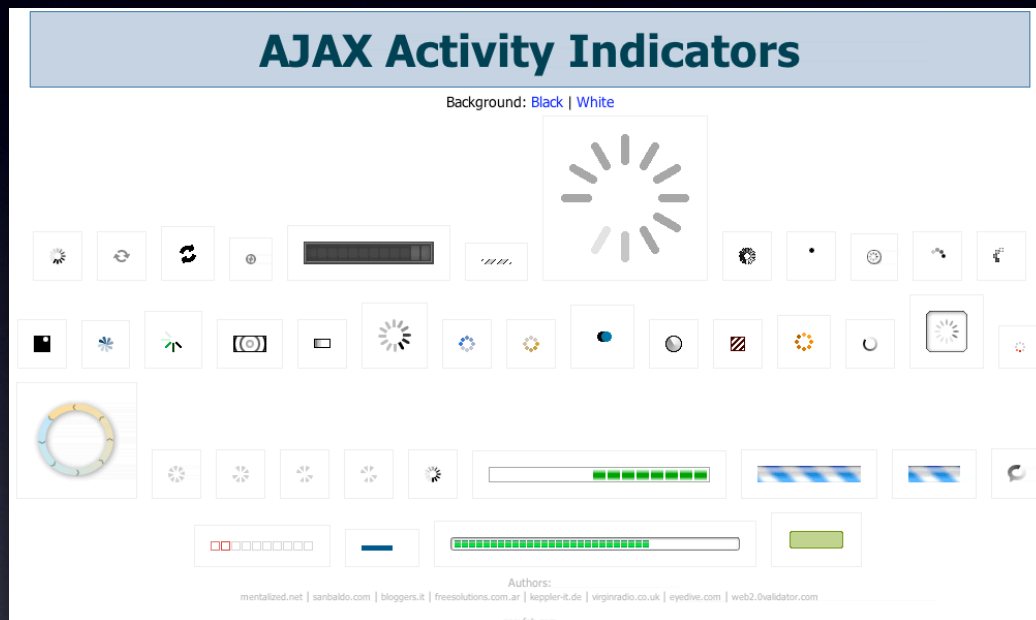
from: darren

Stop

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

6 principles for Designing Rich Web Experiences

make it direct

keep it lightweight

stay on the page

offer an invitation

show transitions

react immediately

Based on the Book:

Designing Web Interfaces: Principles & Patterns for Rich Interfaces

O'Reilly by Bill Scott & Theresa Neil

This Presentation:

<http://billwscott.com/share/presentations/2009/bigd/dwi.pdf>

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