

Designing for Interesting Moments

VMWare

Bill Scott

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<http://designingwebinterfaces.com>

Quick Lessons

Quick Lessons

on redesigning web applications

Consistency

Too much consistency = boring, hard to parse

Consistency is just one parameter in the equation

Consistency is a principle for tying related ideas together

But just the right consistency is powerful

Use UI controls in a consistent manner

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Use UI controls in a consistent manner

User's Goal

- Don't make the mistake of getting stuck in a list of user activities.
- Task analysis is powerful for collecting all of the activities.
- But at the end of the day the user has a reason for being on your site. Know that reason.

Google design principle #1: “Focus on people – their lives, their work, their dreams.”

User's Goal

User's Goal

change your search or start over [go back to your search](#) ☐

☒ round trip ☐ one way ☐ multi-city

from to

☐ include nearby airports ☐ include nearby airports

leave return adults class stops ☐ non-stop only

compare search (in new window)

☐ Hotwire ☐ Expedia ☐ AA.com ☐ Priceline ☐ BookingBuddy

☐ search hotels too (in a new window)

[\[close \]](#)

SJC>DFW 6:30a - 1:40p 1 5h 10m econ Our Lowest F

User's Goal

The image shows a flight search interface with the following elements:

- change your search or start over** (orange text) and **go back to your search** (blue text with a close icon).
- round trip** (selected), **one way**, and **multi-city** radio buttons.
- from** field: San Jose, CA (SJC) – San Jose Municipal / **to** field: Fairbanks, AK (FAI) – Fairbanks Internati.
- ☐ include nearby airports (for both origin and destination).
- leave** field: 07/18/2009 (with calendar icon) / **return** field: 07/25/2009 (with calendar icon).
- adults** field: 1 (with up/down arrows) / **class** field: Economy (with up/down arrows) / ☐ non-stop only.
- compare search** (in new window) section with checkboxes for Hotwire, Expedia, AA.com, Priceline, and BookingBuddy.
- search flights** (orange button) and ☐ search (checkbox).

The bottom right shows a **delicious** bookmark page for **Bill Scott's Bookmarks** with the following details:

- Navigation: Home, Bookmarks, People, Tags.
- Links: Bookmarks | Network | Tags | Subscriptions | **Inbox (1 new)**.
- Site: <http://looksgoodworkswell.blogspot.com>.
- Text: See more bookmarks in Popular, Recent, or look up a URL.
- User: **billwscott** | Type a tag.
- Bookmark entry: 02 JAN 09 | **21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT** | EDIT | DELETE.

Build a common design language

- Design patterns are a way to create a common vocabulary

Build a common design language

- Design patterns are a way to create a common vocabulary



HARRISON FORD
THE FUGITIVE

The Fugitive

1993 **PG-13** 131 minutes

Wrongly convicted of murdering his wife, Dr. Richard Kimble (Harrison Ford) escapes from custody after a ferocious train accident. But as he tries to find the real killer -- a mysterious one-armed man -- gung-ho U.S. Marshal Samuel Gerard (Tommy Lee Jones) is hot on Kimble's trail. Jones bagged an Oscar for his flinty performance in this classic action-thriller, which features one of the grizzliest train wrecks ever put on celluloid.

Cast: Harrison Ford, Tommy Lee Jones, Sela Ward, Julianne Moore, Joe Pantoliano, Andreas Katsulas, Jeroen Krabbé

Director: Andrew Davis

Genres: Action & Adventure, Action Thrillers, Mystery, Crime Thrillers, Blockbusters, Blu-ray, Warner Home Video

This movie is: Suspenseful

Format: DVD, Blu-ray and streaming

Play

In Instant Queue

In DVD Queue

Added to your DVD Queue at position 2 on 12/27/2009

[Manage Queue](#)

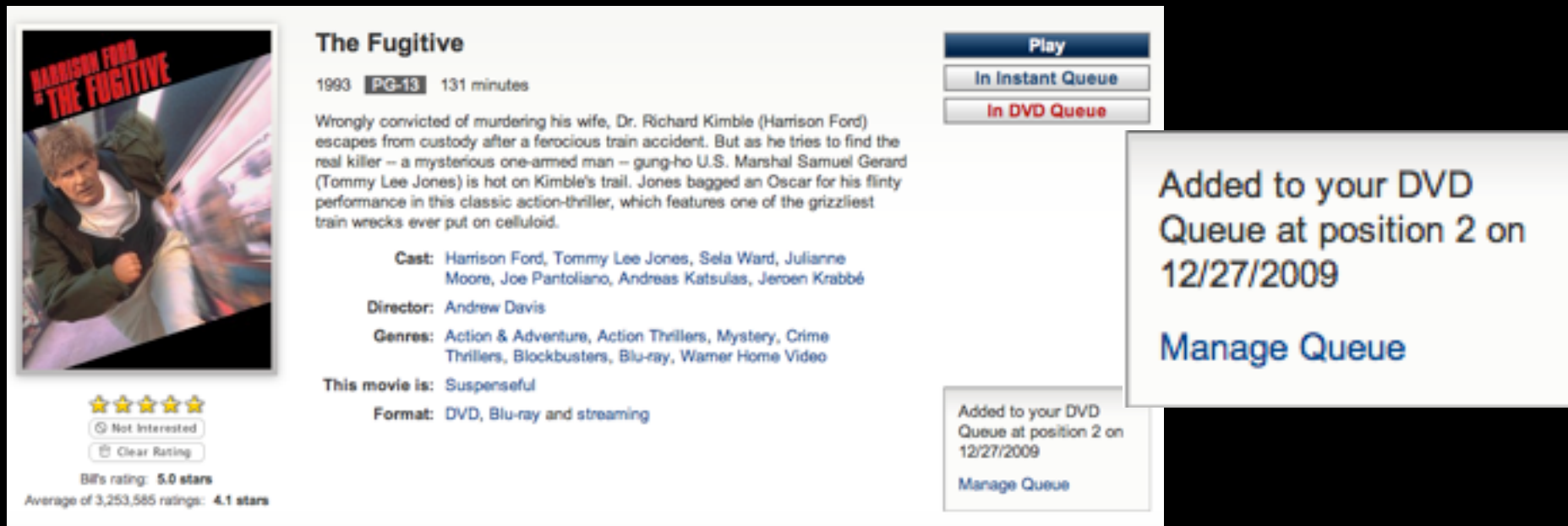
★★★★★

Bill's rating: 5.0 stars

Average of 3,253,585 ratings: 4.1 stars

Build a common design language

- Design patterns are a way to create a common vocabulary



The screenshot displays a movie page for "The Fugitive" (1993, PG-13, 131 minutes). The page includes a movie poster, a synopsis, cast and crew information, genres, and ratings. Overlaid on the page are three design pattern examples:

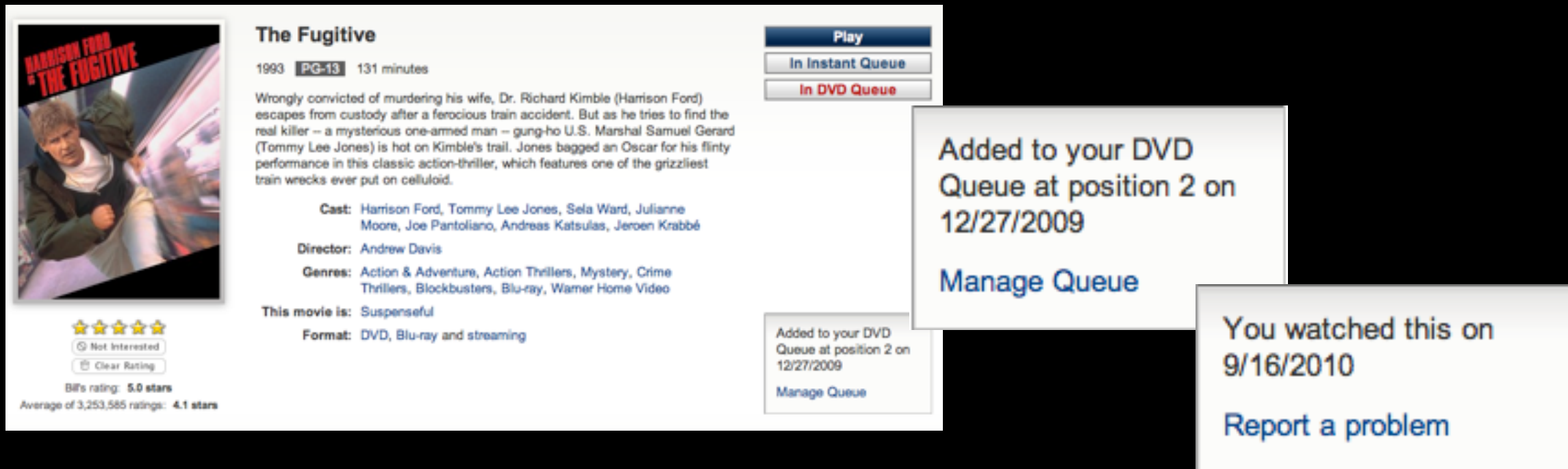
- Top Right:** A vertical stack of three buttons: "Play" (blue), "In Instant Queue" (light blue), and "In DVD Queue" (light blue with red text).
- Bottom Right:** A light gray box containing the text "Added to your DVD Queue at position 2 on 12/27/2009" and a blue link "Manage Queue".
- Bottom Center:** A light gray box containing the text "Added to your DVD Queue at position 2 on 12/27/2009" and a blue link "Manage Queue".

The movie details on the page include:

- Title:** The Fugitive
- Year/PG-13/Minutes:** 1993 PG-13 131 minutes
- Synopsis:** Wrongly convicted of murdering his wife, Dr. Richard Kimble (Harrison Ford) escapes from custody after a ferocious train accident. But as he tries to find the real killer -- a mysterious one-armed man -- gung-ho U.S. Marshal Samuel Gerard (Tommy Lee Jones) is hot on Kimble's trail. Jones bagged an Oscar for his flinty performance in this classic action-thriller, which features one of the grizzliest train wrecks ever put on celluloid.
- Cast:** Harrison Ford, Tommy Lee Jones, Sela Ward, Julianne Moore, Joe Pantoliano, Andreas Katsulas, Jeroen Krabbé
- Director:** Andrew Davis
- Genres:** Action & Adventure, Action Thrillers, Mystery, Crime Thrillers, Blockbusters, Blu-ray, Warner Home Video
- This movie is:** Suspenseful
- Format:** DVD, Blu-ray and streaming
- Ratings:** Bill's rating: 5.0 stars; Average of 3,253,585 ratings: 4.1 stars

Build a common design language

- Design patterns are a way to create a common vocabulary



The screenshot displays the Amazon movie page for "The Fugitive" (1993, PG-13, 131 minutes). The page includes a movie poster, a synopsis, cast and crew information, genres, and user ratings. Overlaid on the page are several design pattern callouts:

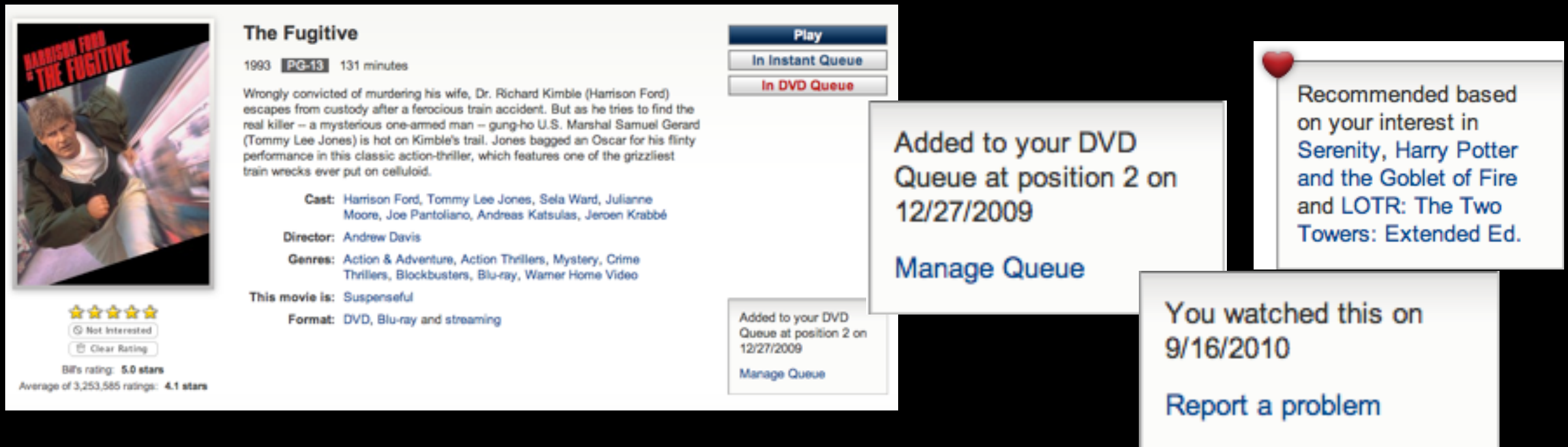
- Play** button
- In Instant Queue** button
- In DVD Queue** button
- Added to your DVD Queue at position 2 on 12/27/2009** (with **Manage Queue** link)
- Added to your DVD Queue at position 2 on 12/27/2009** (with **Manage Queue** link)
- You watched this on 9/16/2010** (with **Report a problem** link)

The movie details include:

- Title:** The Fugitive
- Year:** 1993
- Rating:** PG-13
- Runtime:** 131 minutes
- Synopsis:** Wrongly convicted of murdering his wife, Dr. Richard Kimble (Harrison Ford) escapes from custody after a ferocious train accident. But as he tries to find the real killer -- a mysterious one-armed man -- gung-ho U.S. Marshal Samuel Gerard (Tommy Lee Jones) is hot on Kimble's trail. Jones bagged an Oscar for his flinty performance in this classic action-thriller, which features one of the grizzliest train wrecks ever put on celluloid.
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- User Ratings:** Bill's rating: 5.0 stars; Average of 3,253,585 ratings: 4.1 stars

Build a common design language

- Design patterns are a way to create a common vocabulary



The screenshot displays a movie page for "The Fugitive" (1993, PG-13, 131 minutes) on a website. The page includes a movie poster, a synopsis, cast and crew information, genres, and user ratings. Several design patterns are highlighted by callout boxes:

- Play buttons:** A set of three buttons at the top right: "Play" (blue), "In Instant Queue" (light blue), and "In DVD Queue" (light blue).
- Added to your DVD Queue:** A callout box stating "Added to your DVD Queue at position 2 on 12/27/2009" with a "Manage Queue" link.
- Recommended based on your interest in:** A callout box with a red heart icon, listing "Serenity, Harry Potter and the Goblet of Fire and LOTR: The Two Towers: Extended Ed." with a "Report a problem" link.
- You watched this on:** A callout box stating "You watched this on 9/16/2010" with a "Report a problem" link.

The movie page content includes:

- Title:** The Fugitive
- Year:** 1993
- Rating:** PG-13
- Runtime:** 131 minutes
- Synopsis:** Wrongly convicted of murdering his wife, Dr. Richard Kimble (Harrison Ford) escapes from custody after a ferocious train accident. But as he tries to find the real killer -- a mysterious one-armed man -- gung-ho U.S. Marshal Samuel Gerard (Tommy Lee Jones) is hot on Kimble's trail. Jones bagged an Oscar for his flinty performance in this classic action-thriller, which features one of the grizzliest train wrecks ever put on celluloid.
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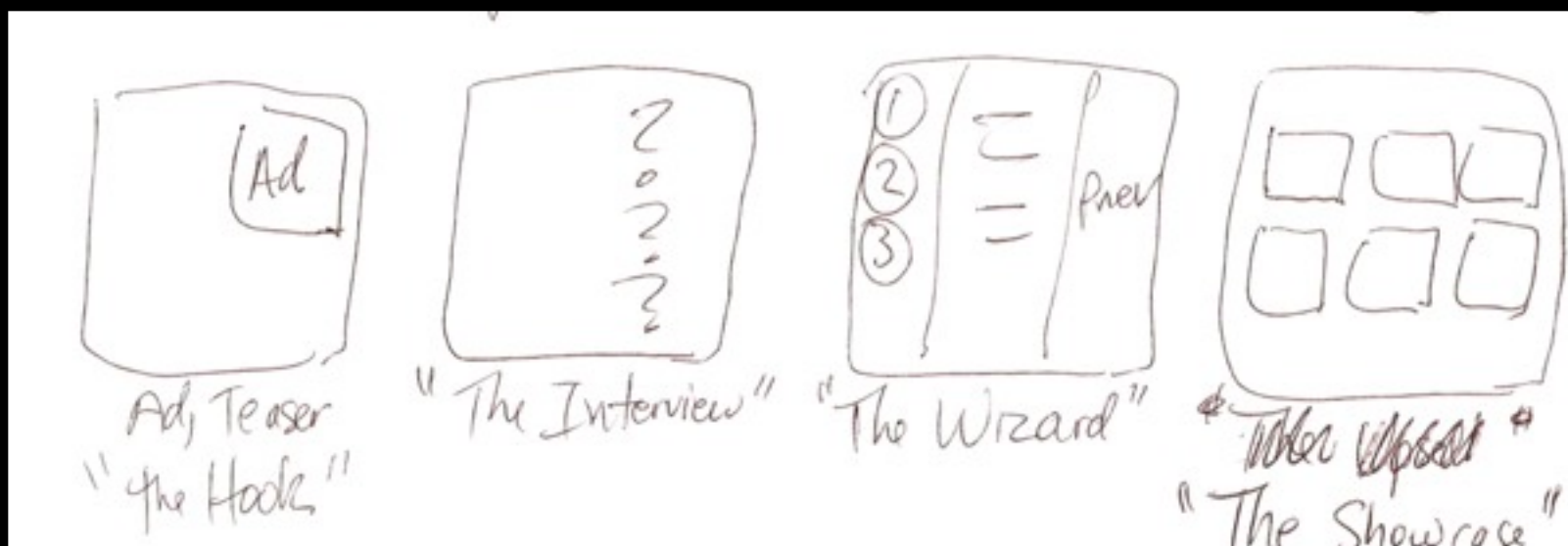
Build a common design language

- Design patterns are a way to create a common vocabulary

The screenshot shows the Amazon.com product page for the movie 'The Fugitive' (1993, PG-13, 131 minutes). The page includes a movie poster, a synopsis, cast and crew information, genres, and user ratings. Several design patterns are highlighted with callouts:

- Play** button
- In Instant Queue** button
- In DVD Queue** button
- Added to your DVD Queue at position 2 on 12/27/2009** (with **Manage Queue** link)
- Recommended based on your interest in Serenity, Harry Potter and the Goblet of Fire and LOTR: The Two Towers: Extended Ed.** (with a red heart icon)
- You watched this on 9/16/2010** (with **Report a problem** link)
- Added to your DVD Queue at position 2 on 12/27/2009** (with **Manage Queue** link)

Other visible elements include a star rating system (5 stars), a 'Not Interested' button, a 'Clear Rating' button, and the text 'Bill's rating: 5.0 stars' and 'Average of 3,253,585 ratings: 4.1 stars'.

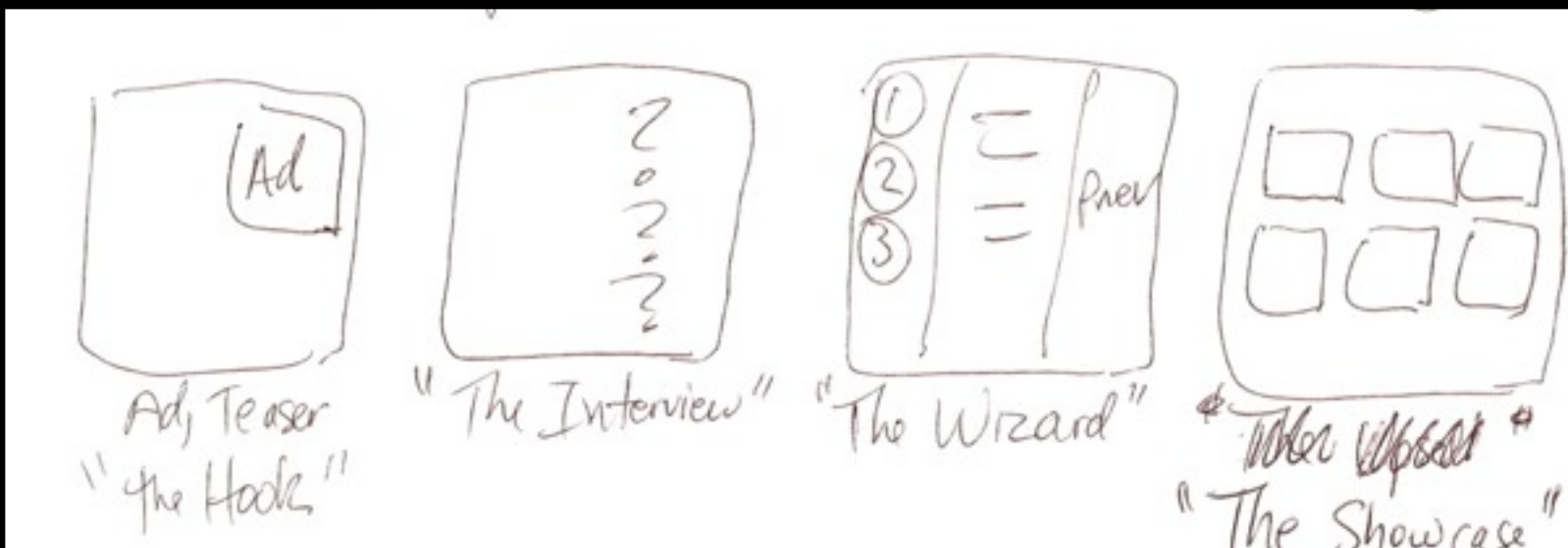


Build a common design language

- Design patterns are a way to create a common vocabulary

The screenshot shows the Amazon.com product page for the movie 'The Fugitive'. The page includes a movie poster, title, year, rating (PG-13), and runtime (131 minutes). It features a synopsis, cast list, director, and genres. Below the synopsis are rating options (5 stars to Not Interested) and a 'Clear Rating' button. The page also shows the movie's format (DVD, Blu-ray and streaming) and a 'Manage Queue' button. Several callouts highlight specific design patterns:

- Added to your DVD Queue at position 2 on 12/27/2009**: A callout box showing the date and position in the queue.
- Manage Queue**: A callout box with a link to manage the queue.
- Recommended based on your interest in Serenity, Harry Potter and the Goblet of Fire and LOTR: The Two Towers: Extended Ed.**: A callout box showing recommendations based on user interests.
- You watched this on 9/16/2010**: A callout box showing the date the movie was watched.
- Report a problem**: A callout box with a link to report a problem.



Design with CRAP in mind

- Contrast
- Repetition
- Alignment
- Proximity

Design with CRAP in mind

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The screenshot displays the Rypple website interface, which is designed for coaching and mentorship. The top navigation bar includes the Rypple logo, a 'Help' link, and options to 'Share, get \$25', 'Groups (2)', and 'Account'. Below this, a secondary navigation bar features 'Billsportfolio.com' (Activity at your company), 'Team' (Align and coach), and 'Get Insight' (Ask for feedback). A search bar on the right prompts users to 'Find people, groups, and tags...'. The main content area is titled 'Coach > Bob Scott' and is divided into several sections. The 'Things to discuss at your 1:1 meeting' section notes a scheduled meeting on Aug 3, 2010, at 12:00PM. Below this is a 'Notes' section with a text input field and an 'Add' button. A sample note is provided: 'Let's talk about specific mentoring skills to develop; choose 1 person, 1 skill to mentor. 07/29 Mr. John Smith (CEO)'. The 'Bob's actions' section includes a text input field, a 'Date Due' dropdown, a visibility selector set to 'visible to Billsportfolio.com', and an 'Add' button. A sample action is listed: 'Due: 08/11 Mentor bill. Discuss how to stay focused Mr. John Smith (CEO) private 0'. The 'Mr. John Smith (CEO)'s actions' section follows a similar layout with a text input field, a 'Date Due' dropdown, a visibility selector, and an 'Add' button. A sample action is listed: 'Due: 08/09 Will give you the article we talked about. Mr. John Smith (CEO) private 0'. At the bottom, there are links for 'Edit Private Note', 'View Peer Review', 'Print', 'Back to main page', and a 'Complete worksheet' button. On the right side, a sidebar contains a 'Coaching' section, a 'Reports' section, and a 'Support' button. A notification box in the sidebar reads: 'Keep your 1:1 focused Use our 15 minute timer to help keep your meeting short and productive.'

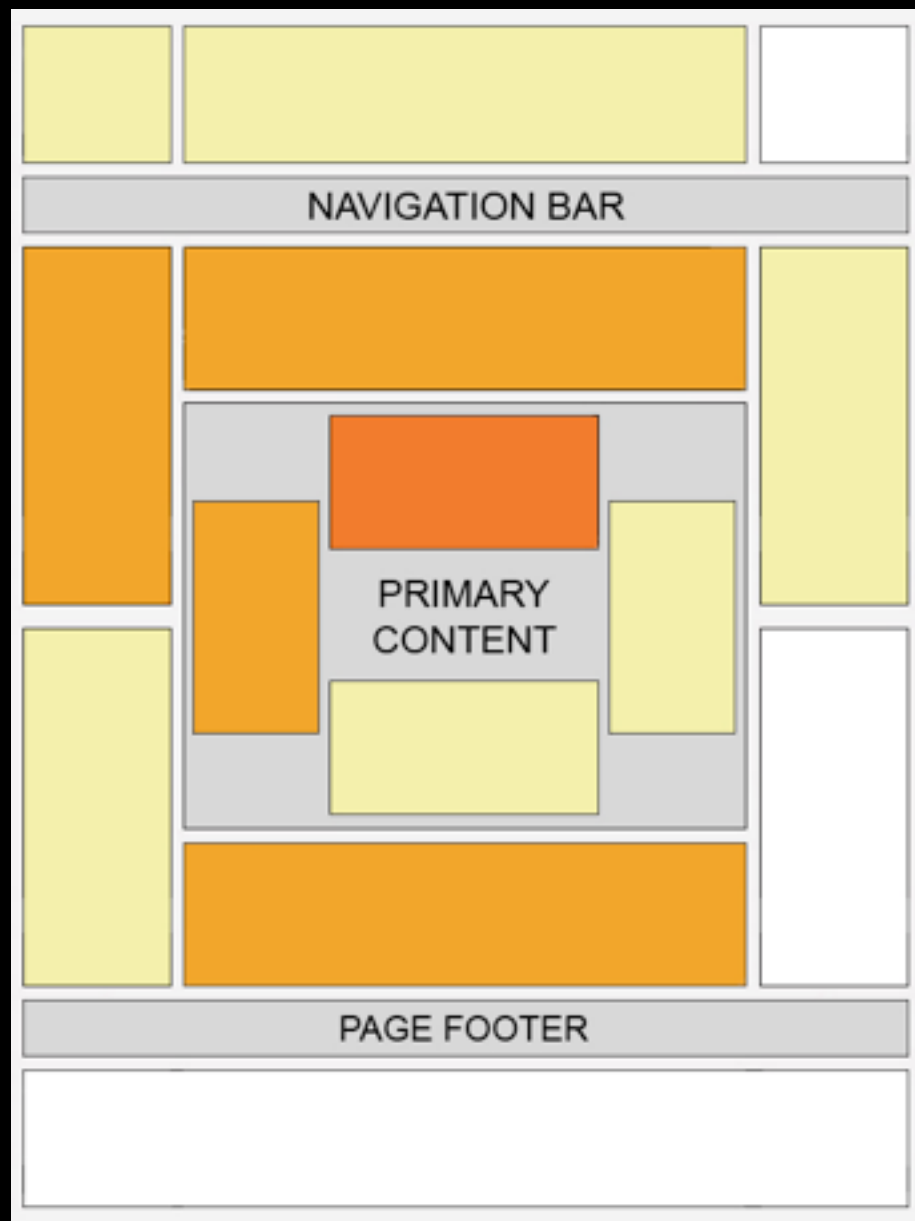
Integrate Upsell

- Avoid making your upsells look like Ads. Use more of a recommendation, transparency trust model.
- Motivation focused instead of advertising focused.

google heat map for advertising

Integrate Upsell

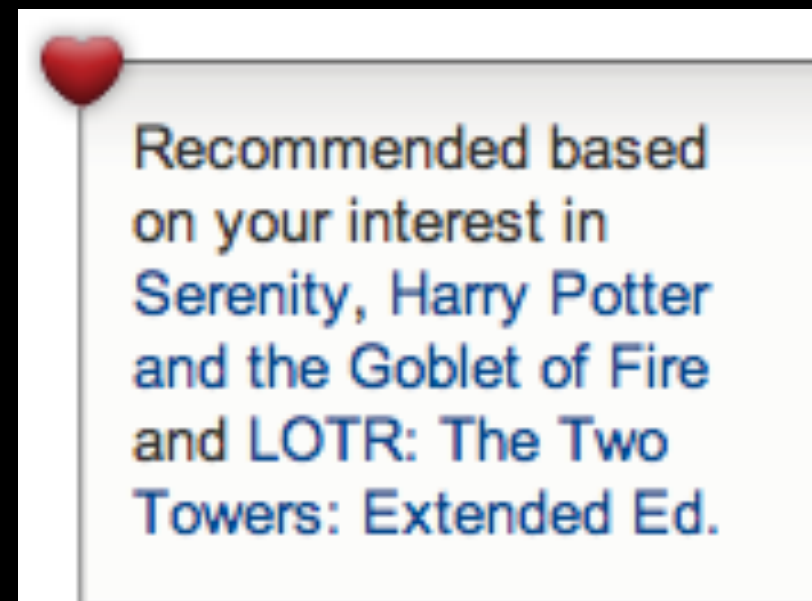
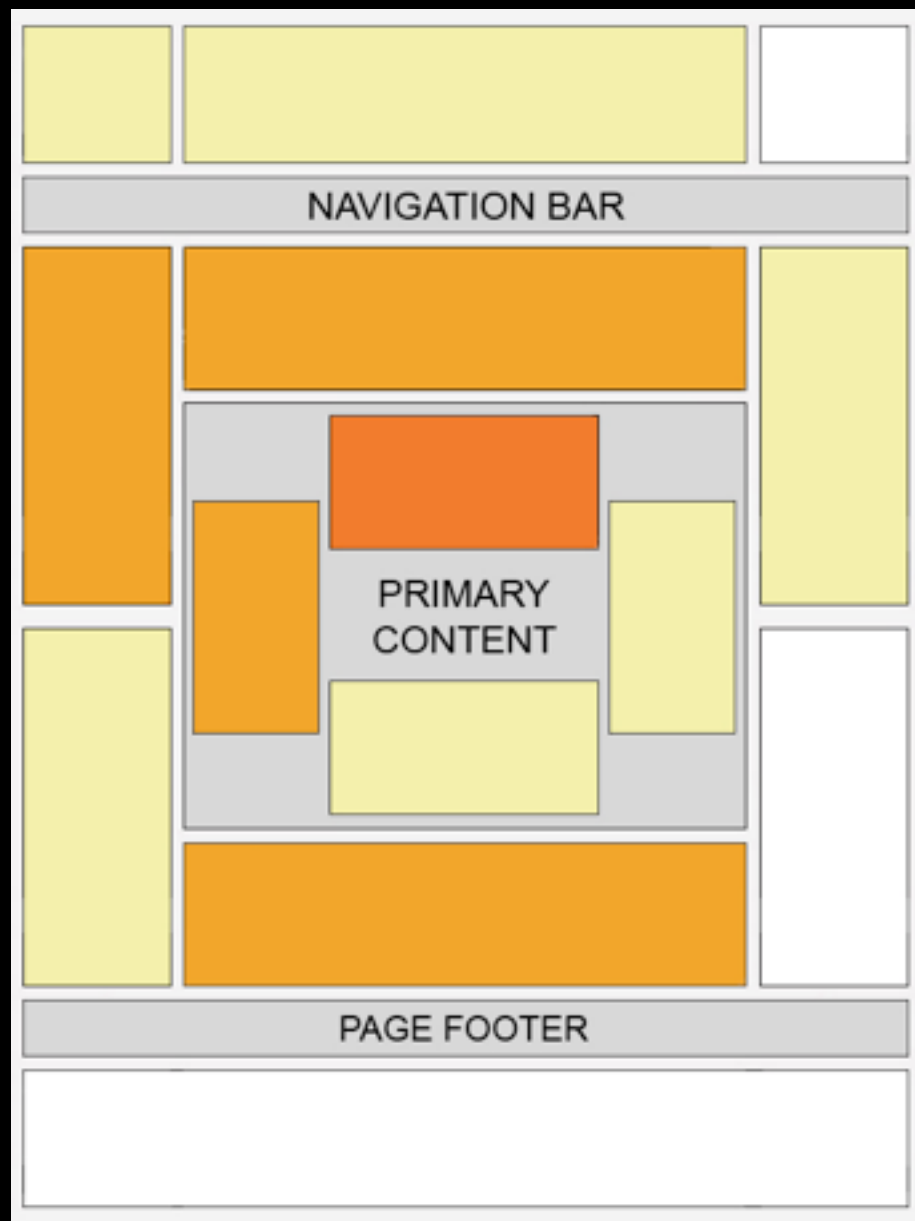
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google heat map for advertising

Go visual where you can

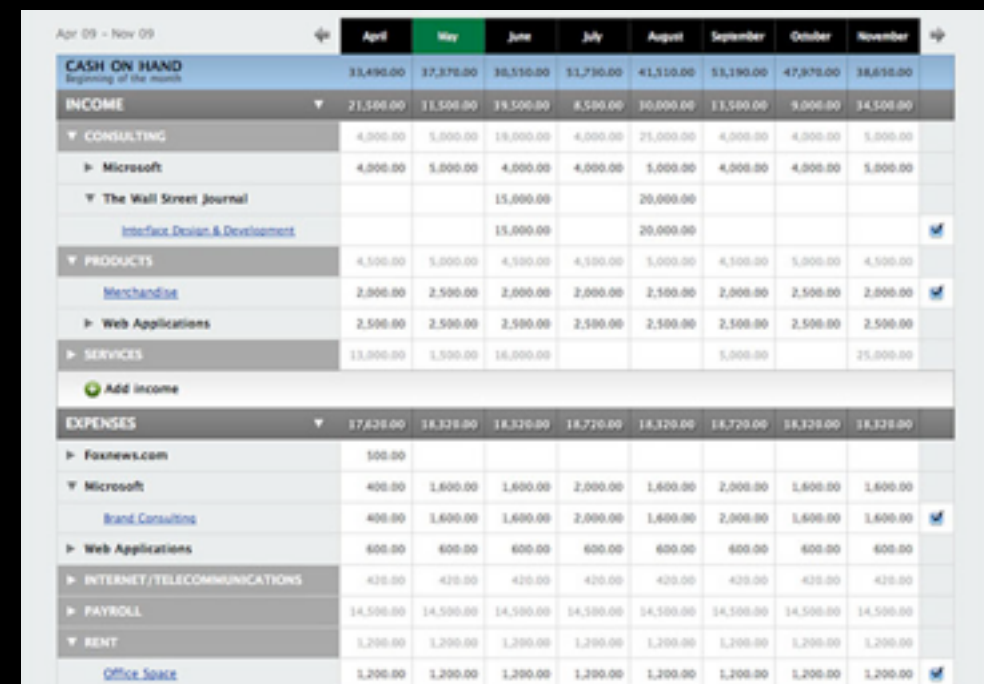
Or at least make sure tables don't feel heavy or heavy-weight

- Visual style
- Visual elements (careful)
- Consistency of grid display
- Remember what is important

Go visual where you can

Or at least make sure tables don't feel heavy or heavy-weight

- Visual style
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- Remember what is important



The screenshot displays a financial dashboard for the period from April 09 to November 09. The table is organized into columns for each month and rows for various financial categories. The 'CASH ON HAND' row shows a starting balance of 33,490.00 in April, which decreases to 38,610.00 by November. The 'INCOME' section includes consulting and product sales, while the 'EXPENSES' section lists various operational costs like payroll, rent, and utilities. The table uses a clean, modern design with alternating row colors and clear column headers.

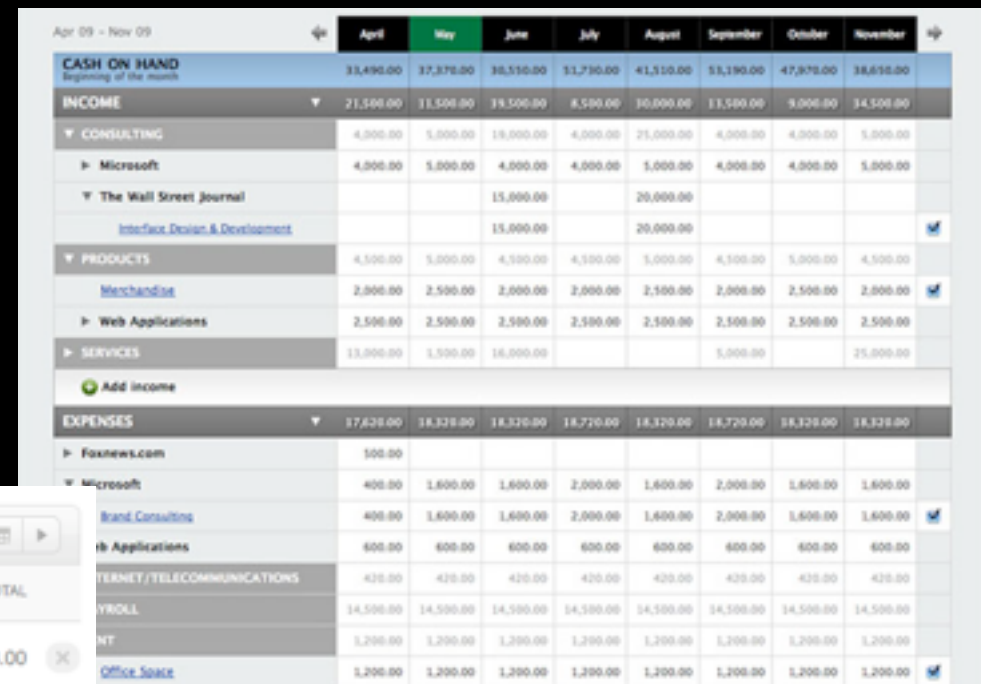
	April	May	June	July	August	September	October	November
CASH ON HAND <small>Beginning of the month</small>	33,490.00	37,870.00	38,510.00	51,730.00	41,510.00	53,190.00	47,970.00	38,610.00
INCOME	21,500.00	11,500.00	19,500.00	8,500.00	10,000.00	11,500.00	9,000.00	14,500.00
▼ CONSULTING	4,000.00	5,000.00	18,000.00	4,000.00	21,000.00	4,000.00	4,000.00	5,000.00
▶ Microsoft	4,000.00	5,000.00	4,000.00	4,000.00	5,000.00	4,000.00	4,000.00	5,000.00
▼ The Wall Street Journal			15,000.00		20,000.00			
Interface Design & Development			15,000.00		20,000.00			
▼ PRODUCTS	4,500.00	5,000.00	4,500.00	4,500.00	5,000.00	4,500.00	5,000.00	4,500.00
Merchandise	2,000.00	2,500.00	2,000.00	2,000.00	2,500.00	2,000.00	2,500.00	2,000.00
▶ Web Applications	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00
▶ SERVICES	13,000.00	1,500.00	16,000.00			5,000.00		25,000.00
Add Income								
EXPENSES	17,620.00	18,320.00	18,320.00	18,720.00	18,320.00	18,720.00	18,320.00	18,320.00
▶ Foxnews.com	500.00							
▼ Microsoft	400.00	1,600.00	1,600.00	2,000.00	1,600.00	2,000.00	1,600.00	1,600.00
Brand Consulting	400.00	1,600.00	1,600.00	2,000.00	1,600.00	2,000.00	1,600.00	1,600.00
▶ Web Applications	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00
▶ INTERNET/TELECOMMUNICATIONS	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00
▶ PAYROLL	14,500.00	14,500.00	14,500.00	14,500.00	14,500.00	14,500.00	14,500.00	14,500.00
▼ RENT	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00
Office Space	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00

<http://www.jankoatwarpspeed.com/post/2010/02/26/table-ui-patterns.aspx>
<http://designingwebinterfaces.com/ultimate-guide-to-table-ui-patterns>

Go visual where you can

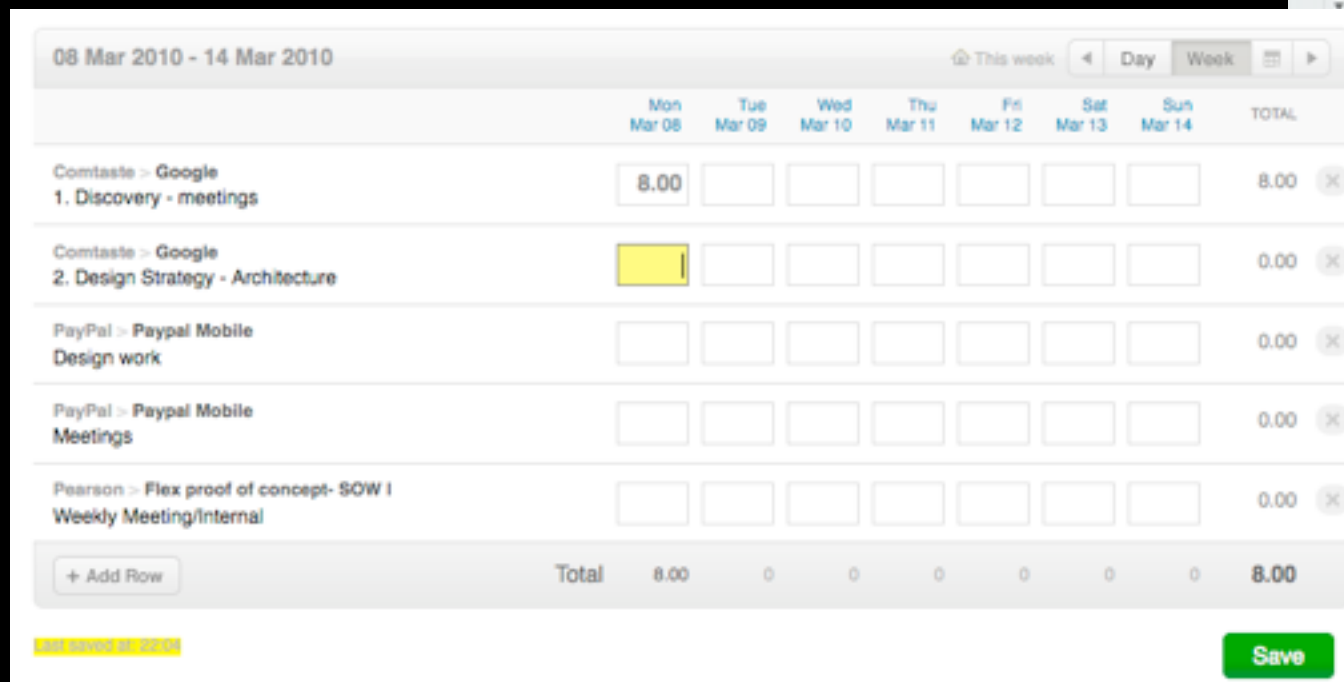
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- Visual style
- Visual elements (careful)
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Apr 09 - Nov 09

	April	May	June	July	August	September	October	November
CASH ON HAND <small>Beginning of the month</small>	33,490.00	37,870.00	38,510.00	51,730.00	41,510.00	53,190.00	47,970.00	38,610.00
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▶ Microsoft	4,000.00	5,000.00	4,000.00	4,000.00	5,000.00	4,000.00	4,000.00	5,000.00
▼ The Wall Street Journal			15,000.00		20,000.00			
Interface Design & Development			15,000.00		20,000.00			
▼ PRODUCTS	4,500.00	5,000.00	4,500.00	4,500.00	5,000.00	4,500.00	5,000.00	4,500.00
Merchandise	2,000.00	2,500.00	2,000.00	2,000.00	2,500.00	2,000.00	2,500.00	2,000.00
▶ Web Applications	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00
▶ SERVICES	13,000.00	1,500.00	16,000.00			5,000.00		25,000.00
▼ Add income								
EXPENSES	17,620.00	18,320.00	18,320.00	18,720.00	18,320.00	18,720.00	18,320.00	18,320.00
▶ Foxnews.com	500.00							
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INTERNET/TELECOMMUNICATIONS	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00
ROLL	14,500.00	14,500.00	14,500.00	14,500.00	14,500.00	14,500.00	14,500.00	14,500.00
NT	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00
Office Space	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00



08 Mar 2010 - 14 Mar 2010

This week Day Week

	Mon Mar 08	Tue Mar 09	Wed Mar 10	Thu Mar 11	Fri Mar 12	Sat Mar 13	Sun Mar 14	TOTAL
Comtaste > Google 1. Discovery - meetings	8.00							8.00
Comtaste > Google 2. Design Strategy - Architecture								0.00
PayPal > Paypal Mobile Design work								0.00
PayPal > Paypal Mobile Meetings								0.00
Pearson > Flex proof of concept- SOW I Weekly Meeting/Internal								0.00
+ Add Row								
Total	8.00	0	0	0	0	0	0	8.00

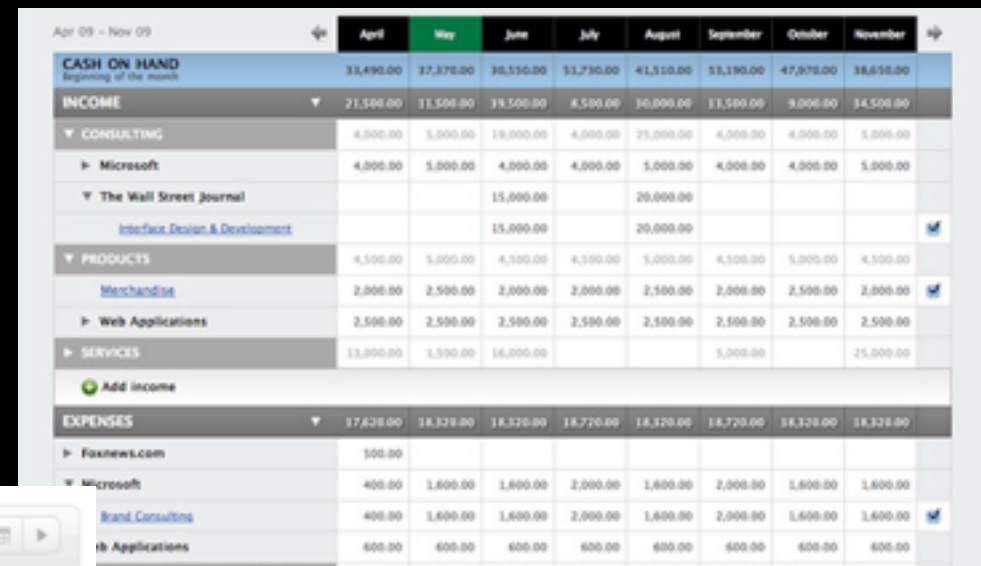
Save

<http://www.jankoatwarpspeed.com/post/2010/02/26/table-ui-patterns.aspx>
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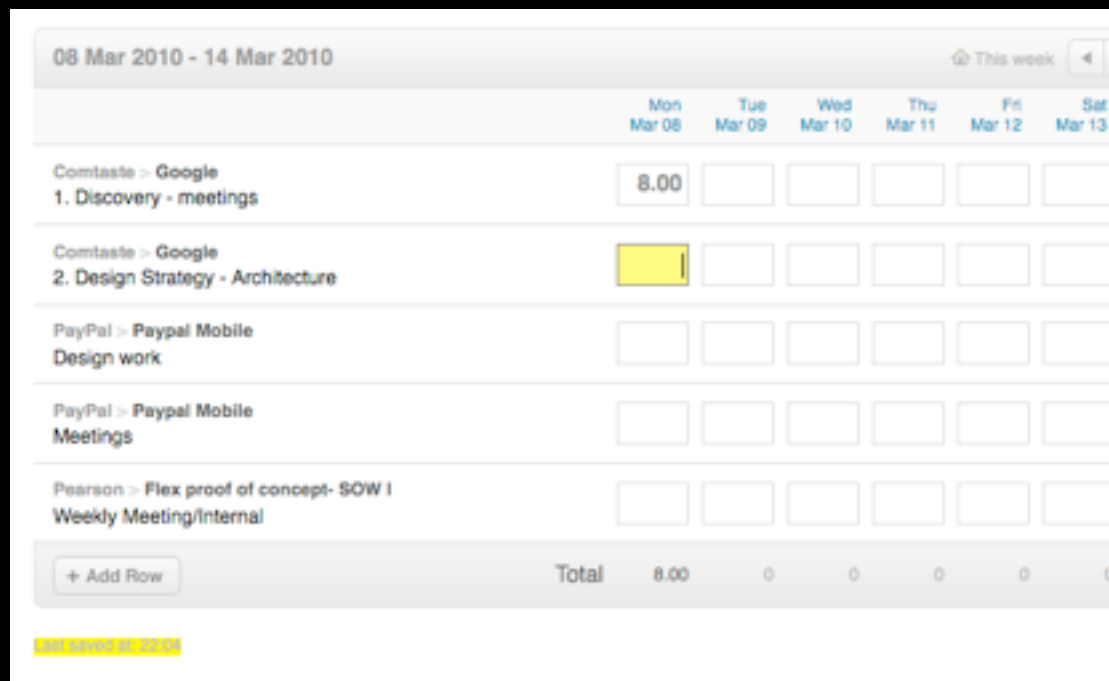
Go visual where you can

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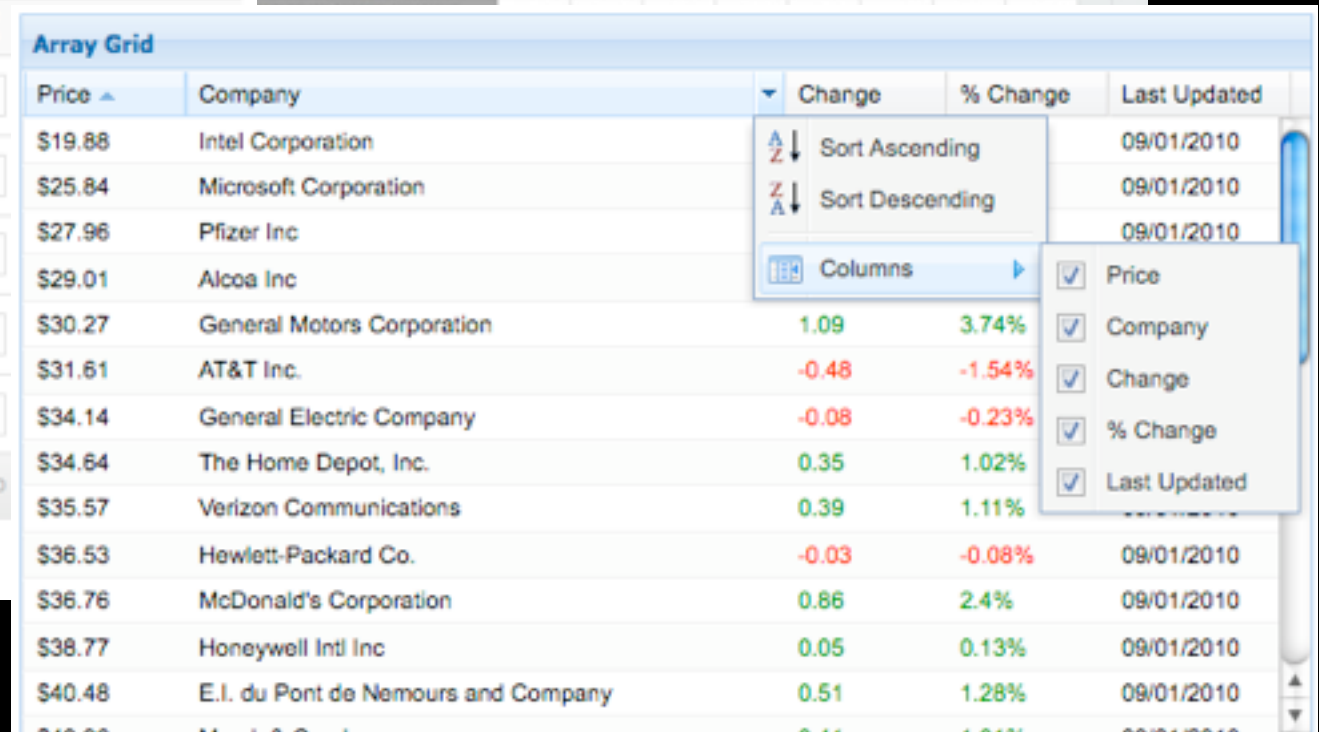
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Microsoft	4,000.00	5,000.00	4,000.00	4,000.00	1,000.00	4,000.00	4,000.00	5,000.00
The Wall Street Journal			15,000.00		20,000.00			
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PRODUCTS	4,500.00	5,000.00	4,500.00	4,500.00	1,000.00	4,500.00	5,000.00	4,500.00
Merchandise	2,800.00	2,500.00	2,800.00	2,800.00	2,100.00	2,800.00	2,500.00	2,800.00
Web Applications	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00
SERVICES	13,000.00	1,500.00	16,000.00			5,000.00		25,000.00
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EXPENSES	17,620.00	18,320.00	18,320.00	18,720.00	18,320.00	18,720.00	18,320.00	18,320.00
Foxnews.com	500.00							
Microsoft	400.00	1,600.00	1,600.00	2,000.00	1,600.00	2,000.00	1,600.00	1,600.00
Brand Consulting	400.00	1,600.00	1,600.00	2,000.00	1,600.00	2,000.00	1,600.00	1,600.00
Web Applications	400.00	400.00	600.00	600.00	600.00	600.00	600.00	600.00



	Mon Mar 08	Tue Mar 09	Wed Mar 10	Thu Mar 11	Fri Mar 12	Sat Mar 13
Comtaste > Google 1. Discovery - meetings	8.00					
Comtaste > Google 2. Design Strategy - Architecture						
PayPal > Paypal Mobile Design work						
PayPal > Paypal Mobile Meetings						
Pearson > Flex proof of concept- SOW I Weekly Meeting/Internal						
Total	8.00	0	0	0	0	0




Price	Company	Change	% Change	Last Updated
\$19.88	Intel Corporation			09/01/2010
\$25.84	Microsoft Corporation			09/01/2010
\$27.96	Pfizer Inc			09/01/2010
\$29.01	Alcoa Inc			
\$30.27	General Motors Corporation	1.09	3.74%	
\$31.61	AT&T Inc.	-0.48	-1.54%	
\$34.14	General Electric Company	-0.08	-0.23%	
\$34.64	The Home Depot, Inc.	0.35	1.02%	
\$35.57	Verizon Communications	0.39	1.11%	
\$36.53	Hewlett-Packard Co.	-0.03	-0.08%	09/01/2010
\$36.76	McDonald's Corporation	0.86	2.4%	09/01/2010
\$38.77	Honeywell Intl Inc	0.05	0.13%	09/01/2010
\$40.48	E.I. du Pont de Nemours and Company	0.51	1.28%	09/01/2010

<http://www.jankoatwarpspeed.com/post/2010/02/26/table-ui-patterns.aspx>
<http://designingwebinterfaces.com/ultimate-guide-to-table-ui-patterns>

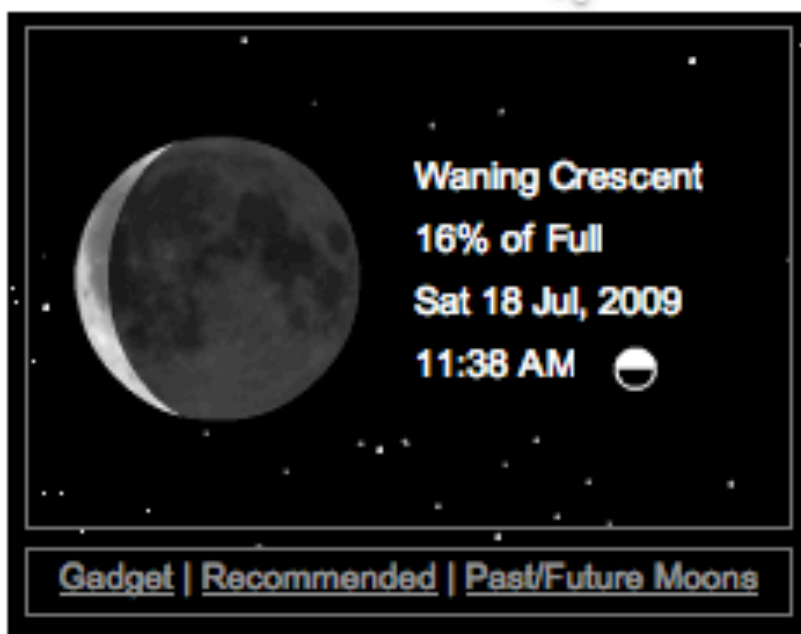
Make it Interactive

Interesting Moments

A close-up photograph of water droplets falling against a blue, textured background. The droplets are in various stages of falling, with some showing motion blur and others being more spherical. The background has a mottled, organic texture in shades of blue and white.

interesting moments.
opportunities for
engaging with the user
throughout an
interaction.

Current Moon Phase



youtube :: top rated

- [+ DEADLINE post-it stop motion](#)
- [+ Summer and Ending Hunger \(Ep.11\)](#)
- [+ Unite Against WMG](#)

National Geographic POD



POD -

[Google Webmaster Tools](#)

Stock Market

HowStuffWorks.com Daily Feed

- [+ Top 5 Energy-efficient Computers](#)
- [+ Fact or Fiction: Fight it Out!](#)
- [+ Today's Video- CNN s First Broadcast](#)

Slashdot

- [+ Publishers Pressuring MS To Push Indies From Xbox Live?](#)
- [+ Online Forum Leads To Hostile Workplace Lawsuit](#)
- [+ Red Hat Is Now Part of the S&P 500](#)

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- [+ An Appraisal: Cronkite's Signature: Approachable Authority](#)
- [+ Media Decoder: Explaining Cronkite to the YouTube Generation](#)
- [+ Media Decoder: Memorable Video by Walter Cronkite](#)
- [+ Media Decoder: Television Icons Reflect on Cronkite's Career](#)
- [+ Crime Drops Despite Fewer Officers in Lean Times](#)
- [+ Congressional Memo: In Books on Two Powerbrokers, Hints of the Future](#)

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Interesting Moments

Current Moon Phase



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- [RIP, Uncle Walter](#)
msnbc.com - [all 3415 related »](#)
- [Obama Reaches Out to Republicans on Health Care, but Bipartisan ...](#)
FOXNews - [all 2473 related »](#)

Interesting Moments: Events

Page load. Mouse hover. Mouse down. Drag initiated. Drag leaves original location. Drag re-enters original location. Drag re-enters original location. Drag enters valid target. Drag exits valid target. Drag enters specific invalid target. Drag is over no specific target. Drag hovers over valid target. Drag hovers over invalid target. Drop accepted. Drop rejected. Drop on parent container.

Interesting Moments: Actors

Page. Cursor. Tool Tip. Drag
Object. Drag Object's Parent
Container. Drop Target.

Events →

Actors ↓

96

Interesting Moments

Interesting Moments

	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Interesting Moments



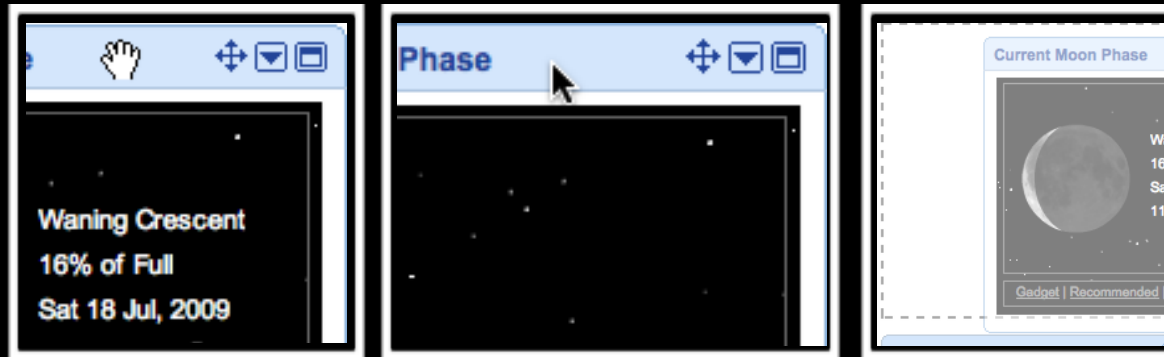
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Interesting Moments



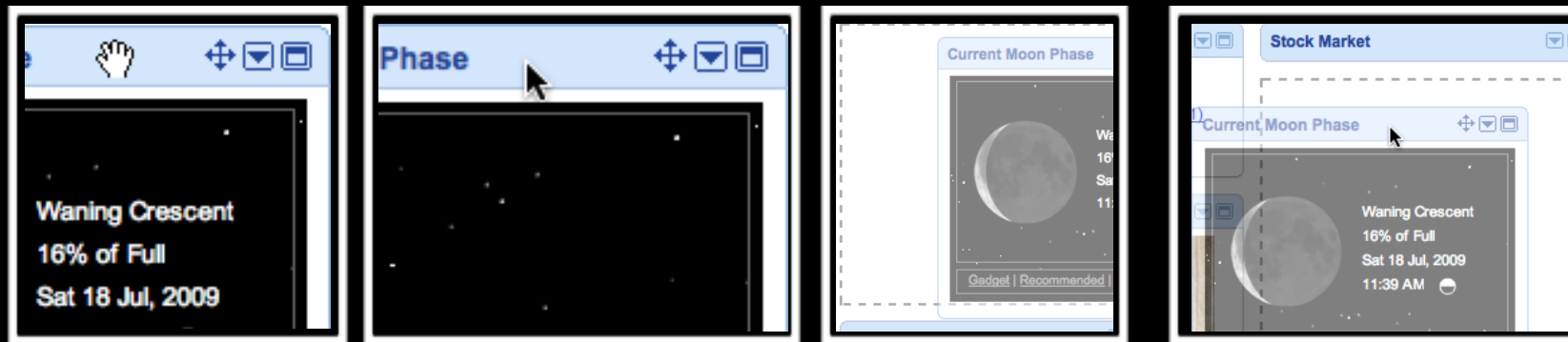
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Interesting Moments



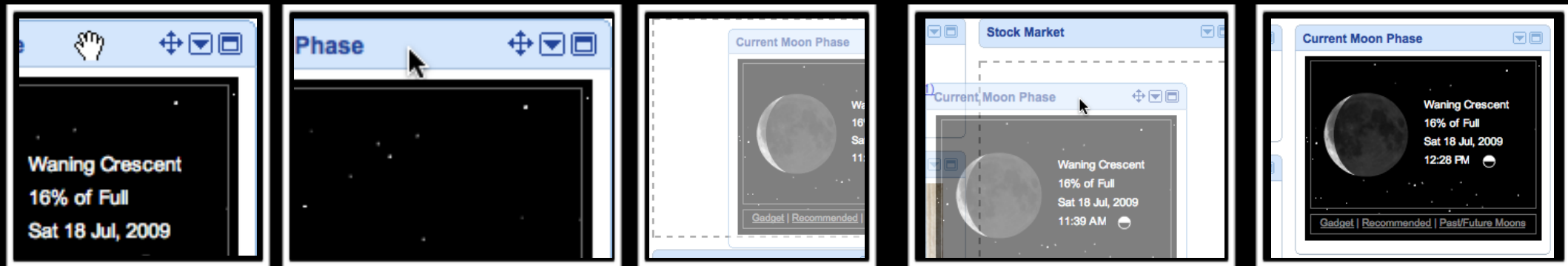
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Interesting Moments



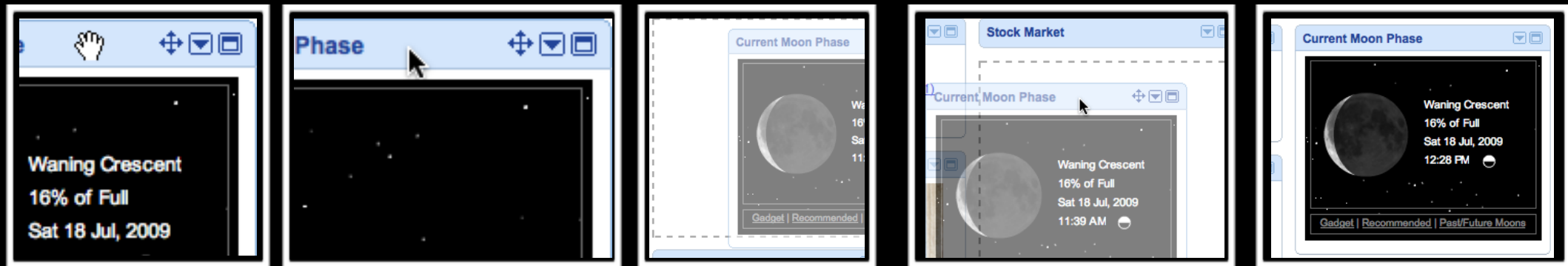
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

Interesting Moments



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
Dragged Modules Original Location			Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Drop Target				Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.	Module is placed in the new location.

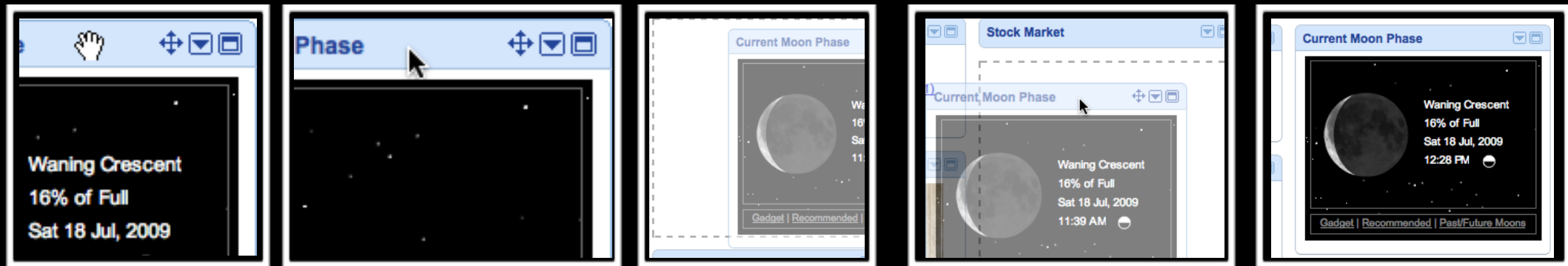
Interesting Moments



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Module is made transparent.		Dragged module removed.
Drag Module's 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.

Planned engagement

Interesting Moments



	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Module is made transparent.		Dragged module removed.
Drop Target's 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.

Planned engagement

Planned moments of rest



Bounce

A fun and easy way to share ideas on a website.

Grab Screenshot

Screenshots powered by [xBrowse](#)



Click and drag to
make notes.



Write some totally rad
feedback.



Share with friends
(or enemies)!



	Mouse hover inactive annotation	Mouse hover off inactive annotation	Click inactive annotation	Click off inactive annotation with text	Click off inactive annotation without text	Mouse hover active annotation	T p
The entire annotation	Pointer				Removed	Move	
Mouse cursor			Move				
Shadow			Shown	Hidden			
Overlay border			Active state shown by dashed line	Inactive state shown by solid line			
Resize nubs			Shown	Hidden			
Number	Shown	Hidden					
Note bubble			Shown	Hidden			
Note text			Hidden				
Note textarea			Shown				
OK button	Hidden		Shown				E

Wanna talk? **Call us at (408) 341-0600.**

	Click off inactive annotation without text	Mouse hover active annotation	Text area populated	Text area emptied	Click OK button	Annotation removed	Delete icon clicked
h with	Removed	Move			Default Hidden Solid line Hidden Hidden	Renumbered	Removed
ate solid			Enabled	Disabled			

Interesting Moments



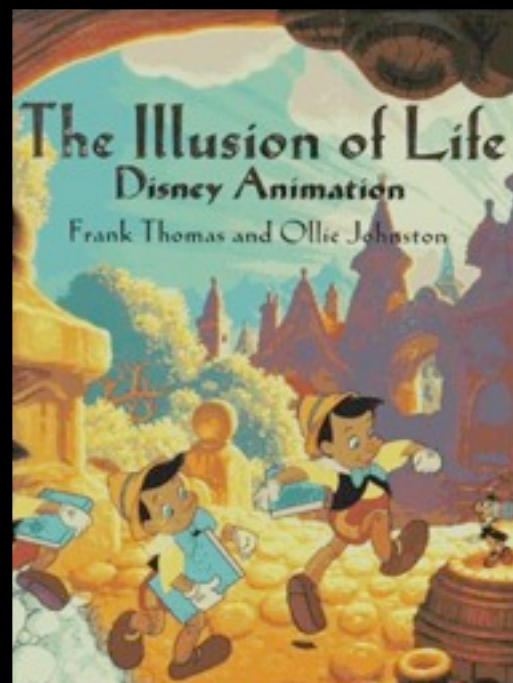
Frescoes & stained glass have been telling stories for a long time.

panels
tell the moments
of a story



“Juxtaposed pictorial & other images in deliberate sequence.”

panels
tell the moments
of a story



The masters of animation called it the “Illusion of Life”.

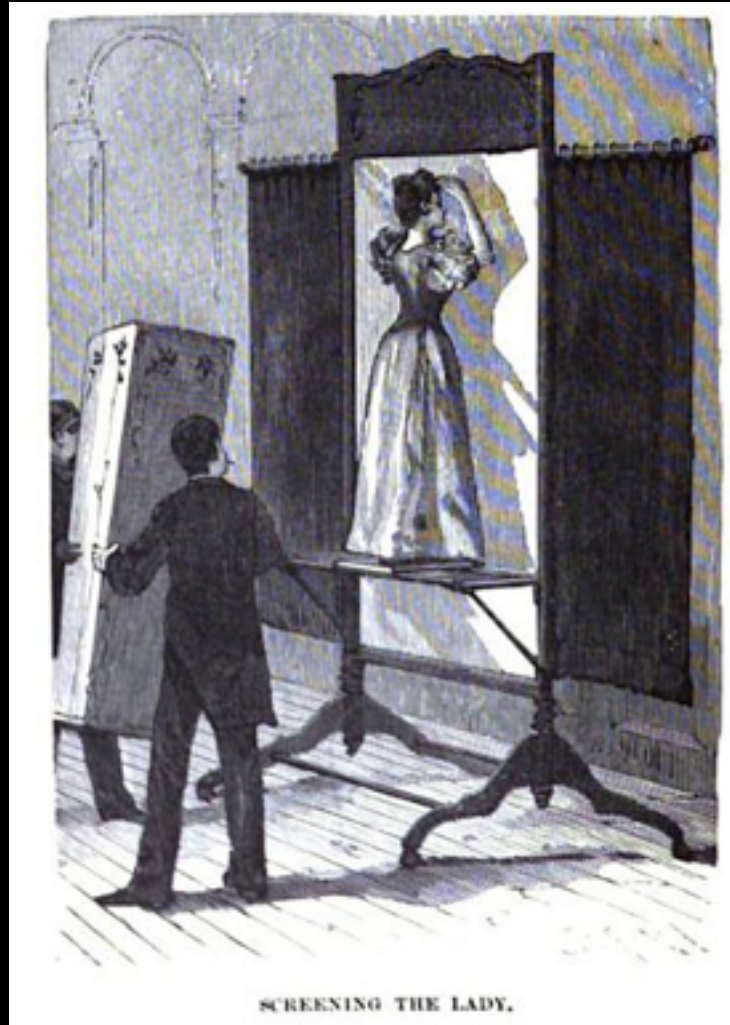
cells
tell the moments
of a story



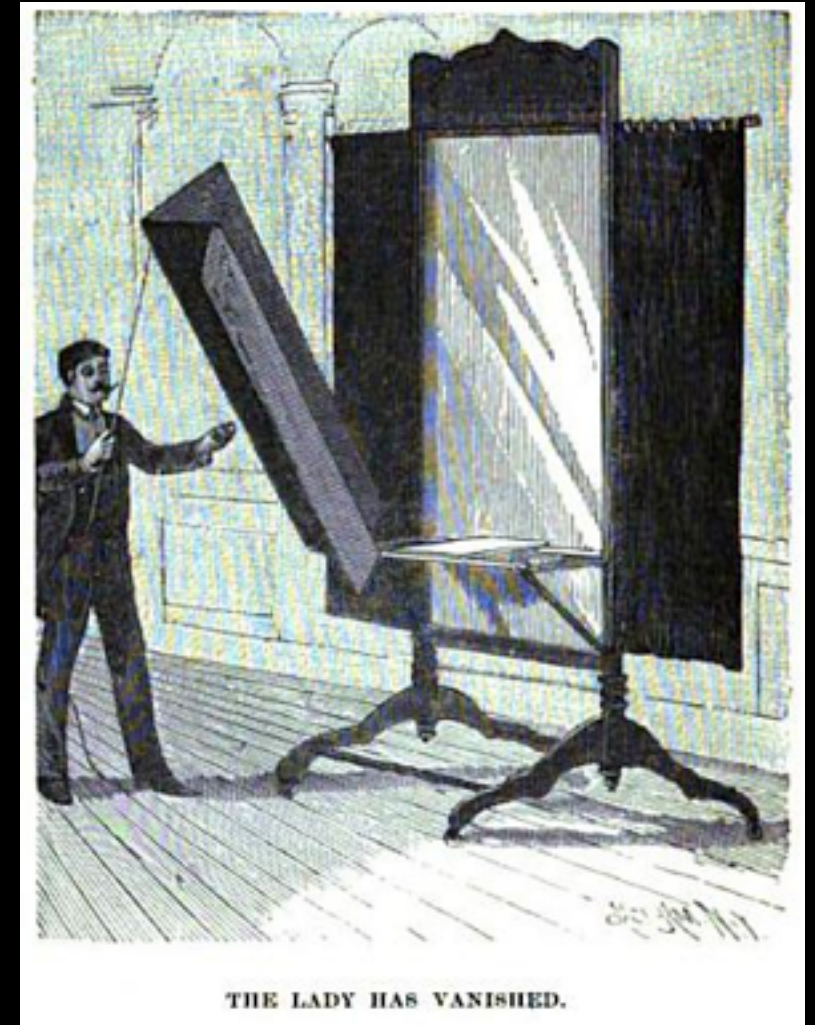
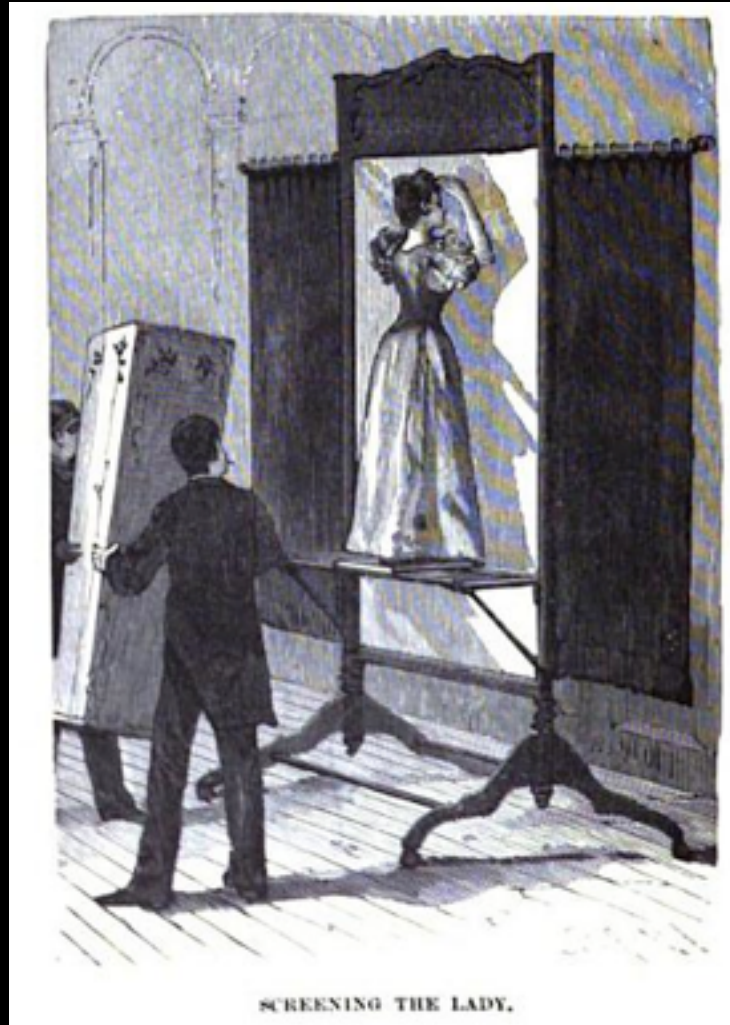
Magic hangs in the balance of the “delicacy of the illusion”.

the performance
overshadows the
moments
of a story

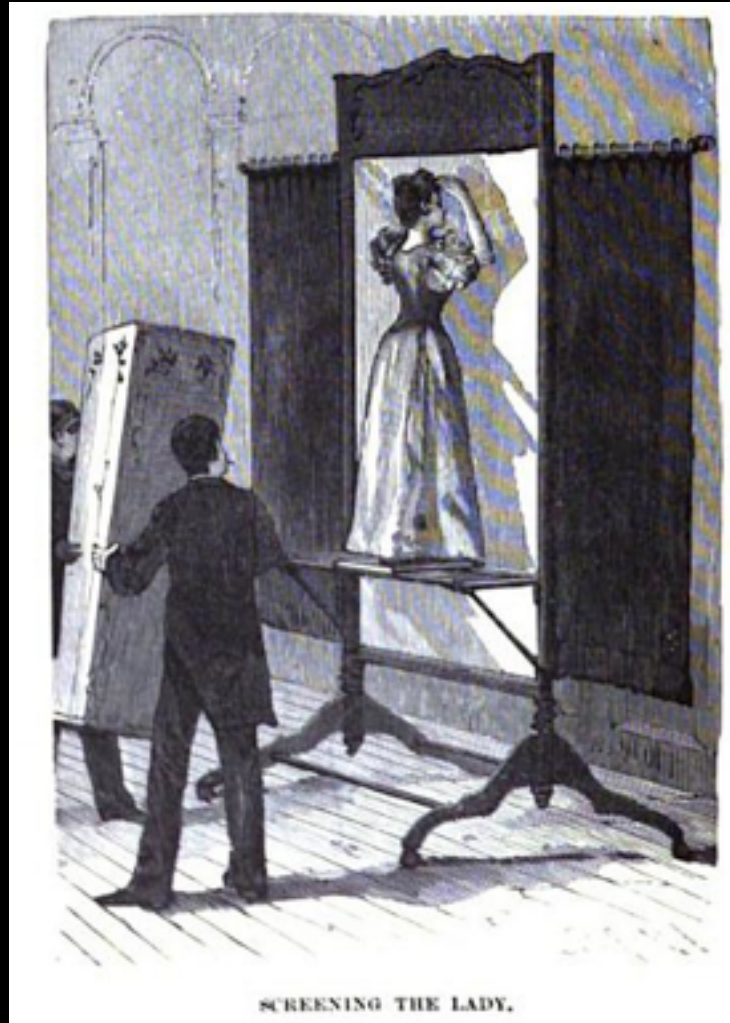
This is an Illusion



This is an Illusion

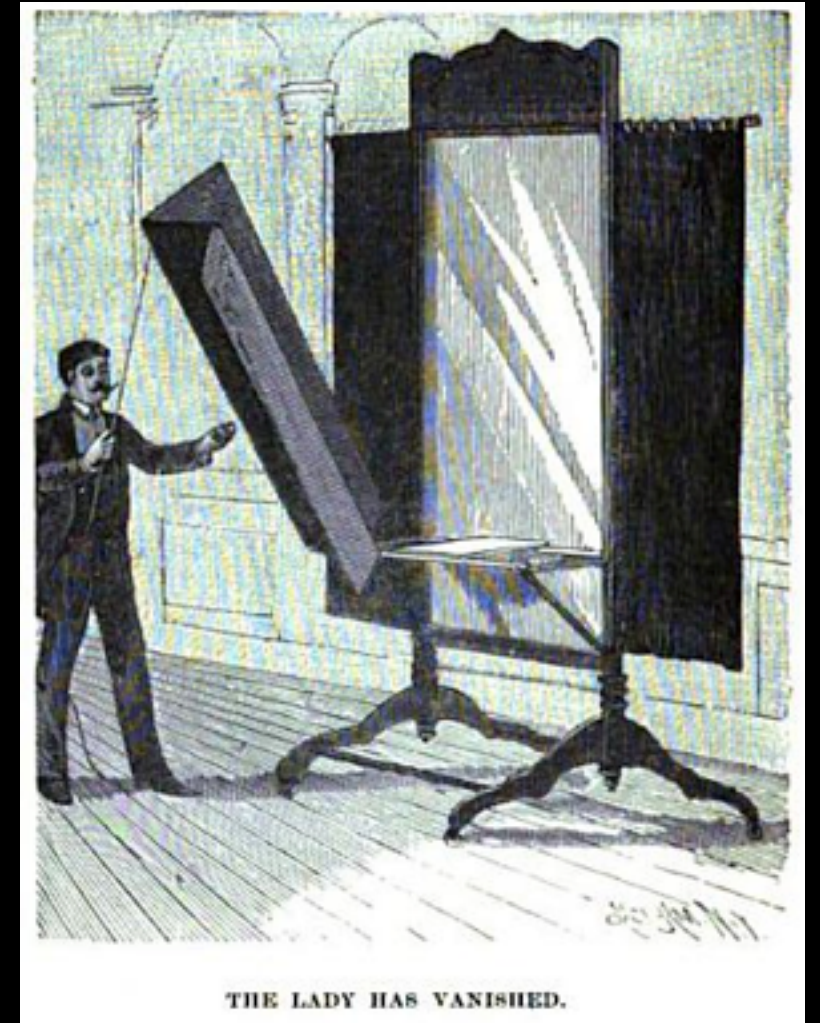


This is an Illusion

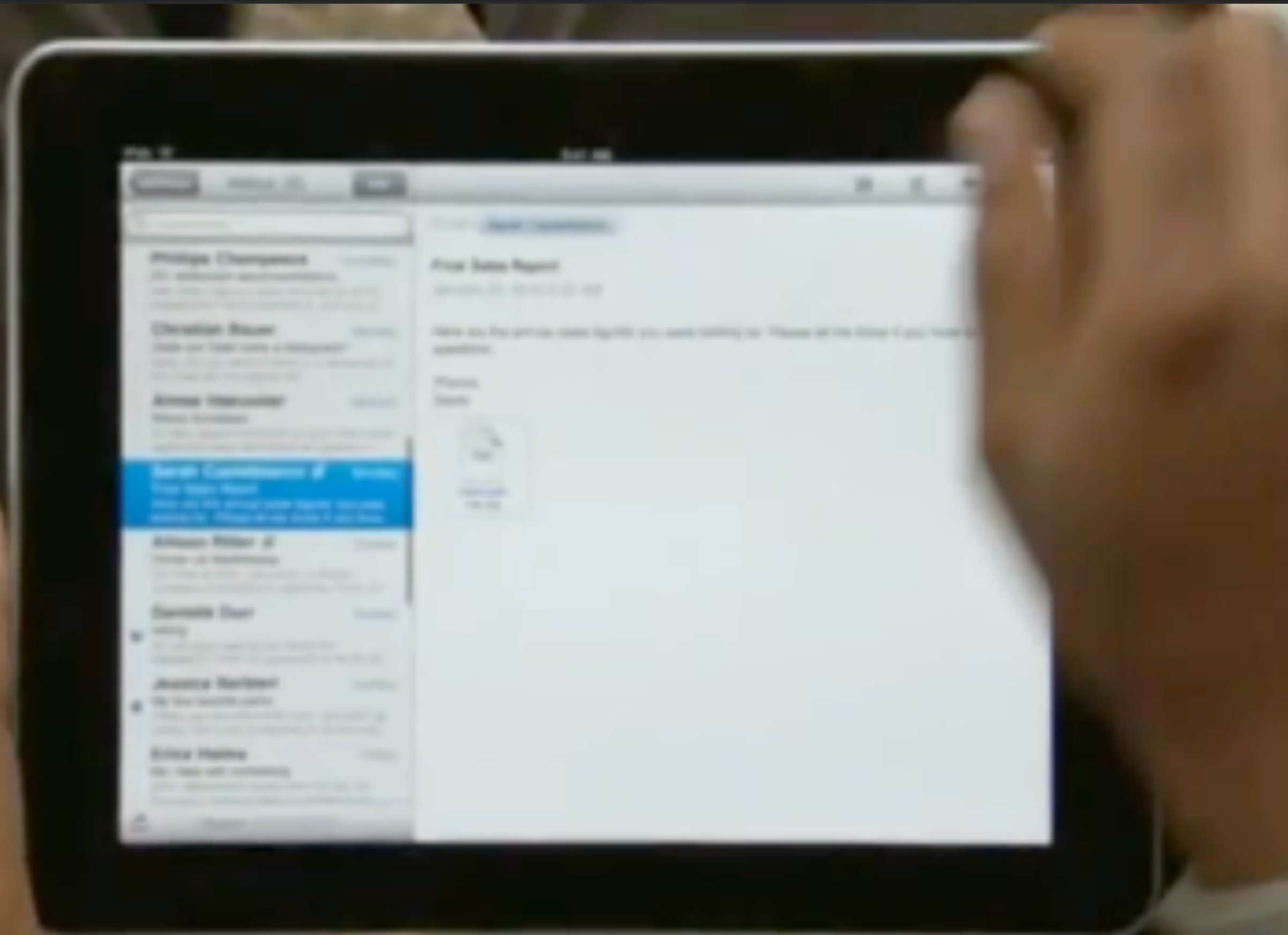


Magic is both in
the **details** and in
the **performance**.

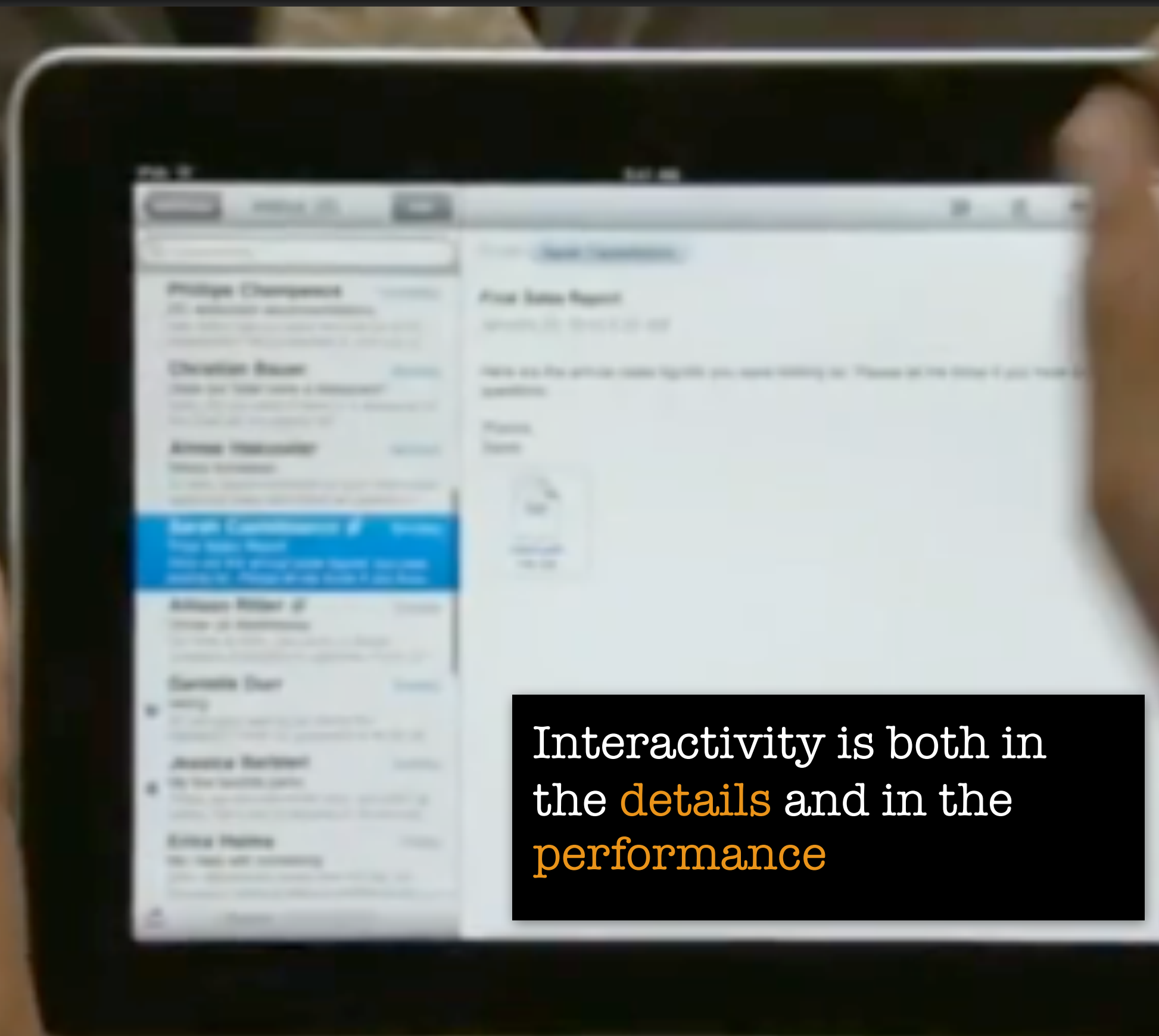
- Dariel Fitzkee



This is also an Illusion



This is also an Illusion



Interactivity is both in
the **details** and in the
performance

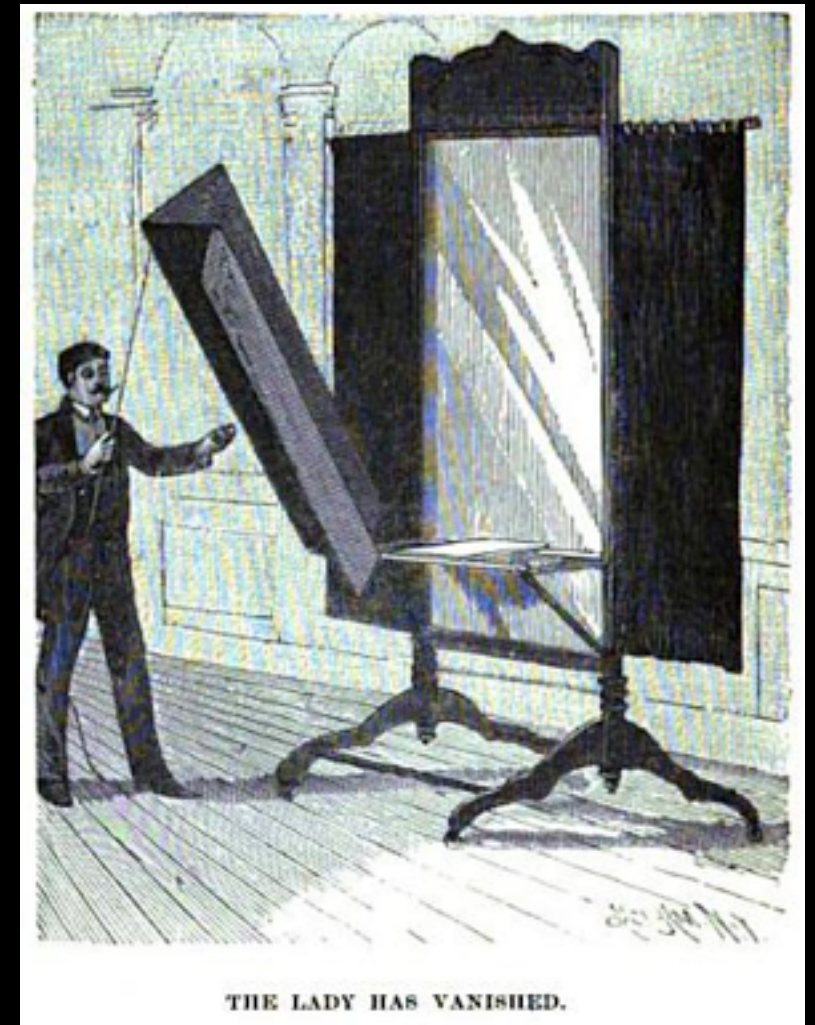
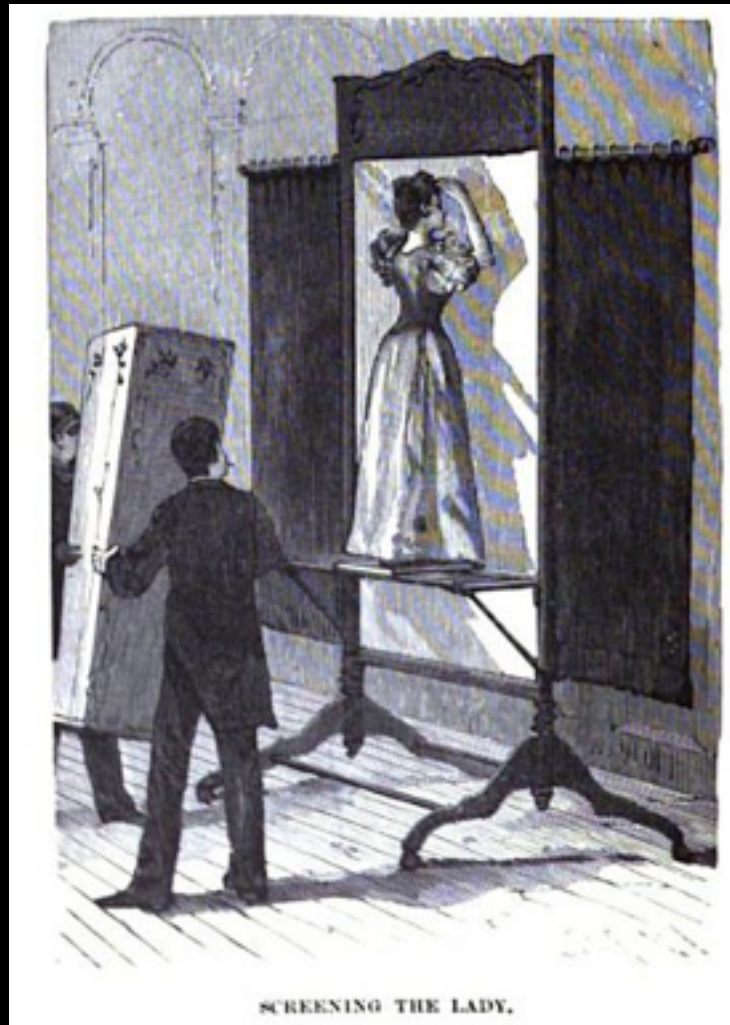
This is also an Illusion

David Smith (Xerox) dubbed
the Xerox Star interface the
user illusion

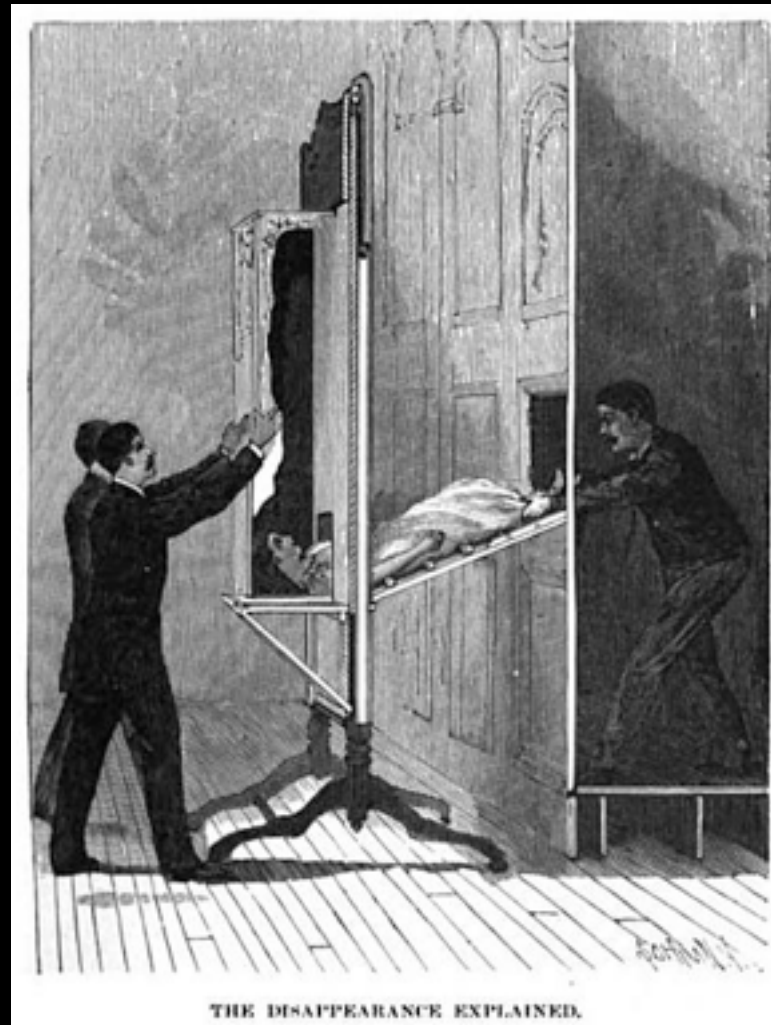
- Alan Kay

Interactivity is both in
the **details** and in the
performance

Delicacy of an Illusion



Delicacy of an Illusion



The slightest mistake would destroy an illusion. Each moment matters.

Key principle for effective illusions: **attention to detail**

-Fitzkee



interesting moments.
opportunities for
engaging with the user
throughout an
interaction.

details & performance
of an illusion.

5 principles

5 principles

for designing interesting moments



Keep Moments
Direct



Editing Moments



inline editing. [flickr.com](https://www.flickr.com/photos/cannon-squaredcircle2/)

Editing Moments



inline editing. flickr.com

Interesting Moments:

- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons

Editing Moments



inline editing. flickr.com

Interesting Moments:

- Yellow spotlight/invitation
- Tooltip invitation
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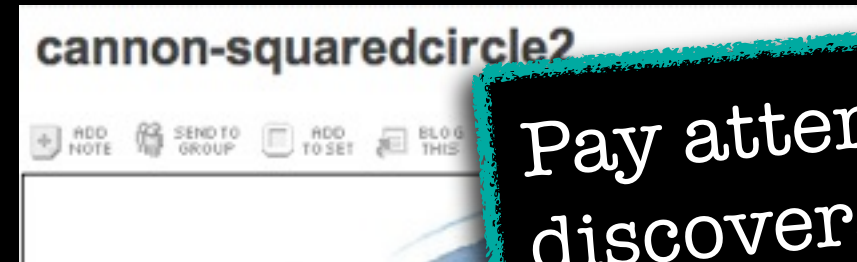
Editing Moments



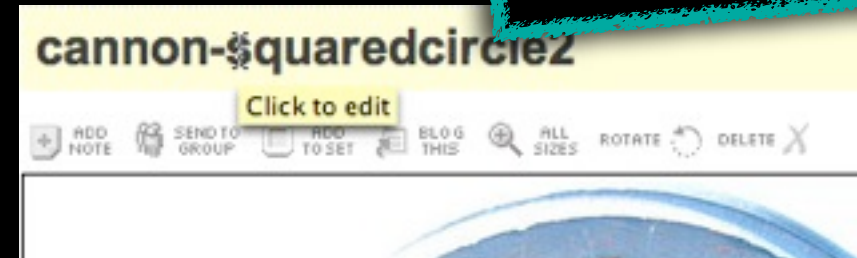
inline editing. flickr.com

Interesting Moments:

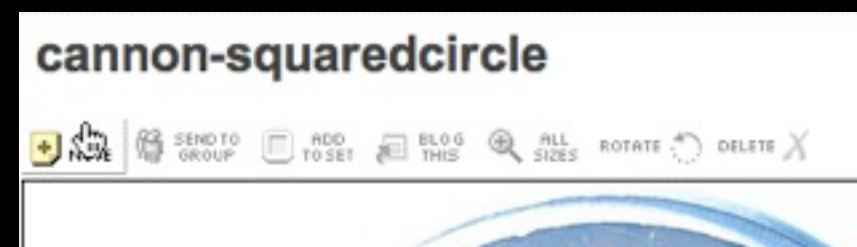
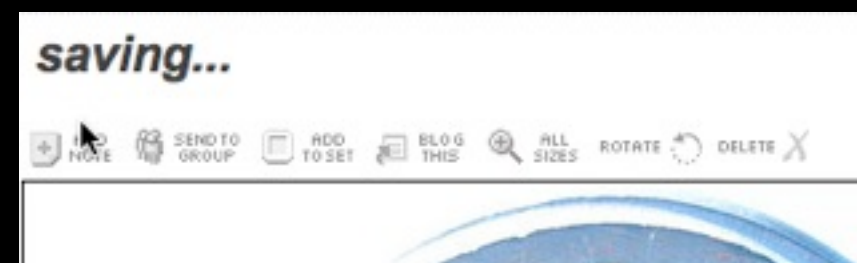
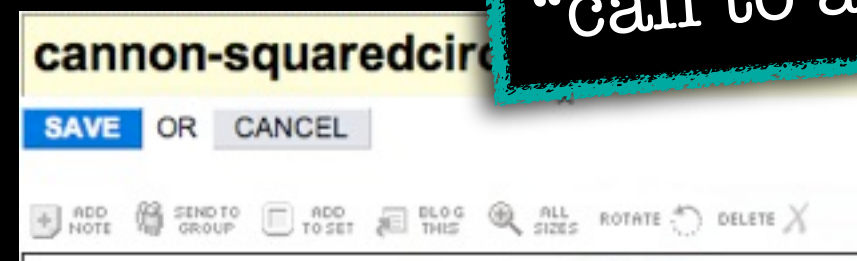
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



Pay attention to discoverability



Use a clear "call to action"



Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments

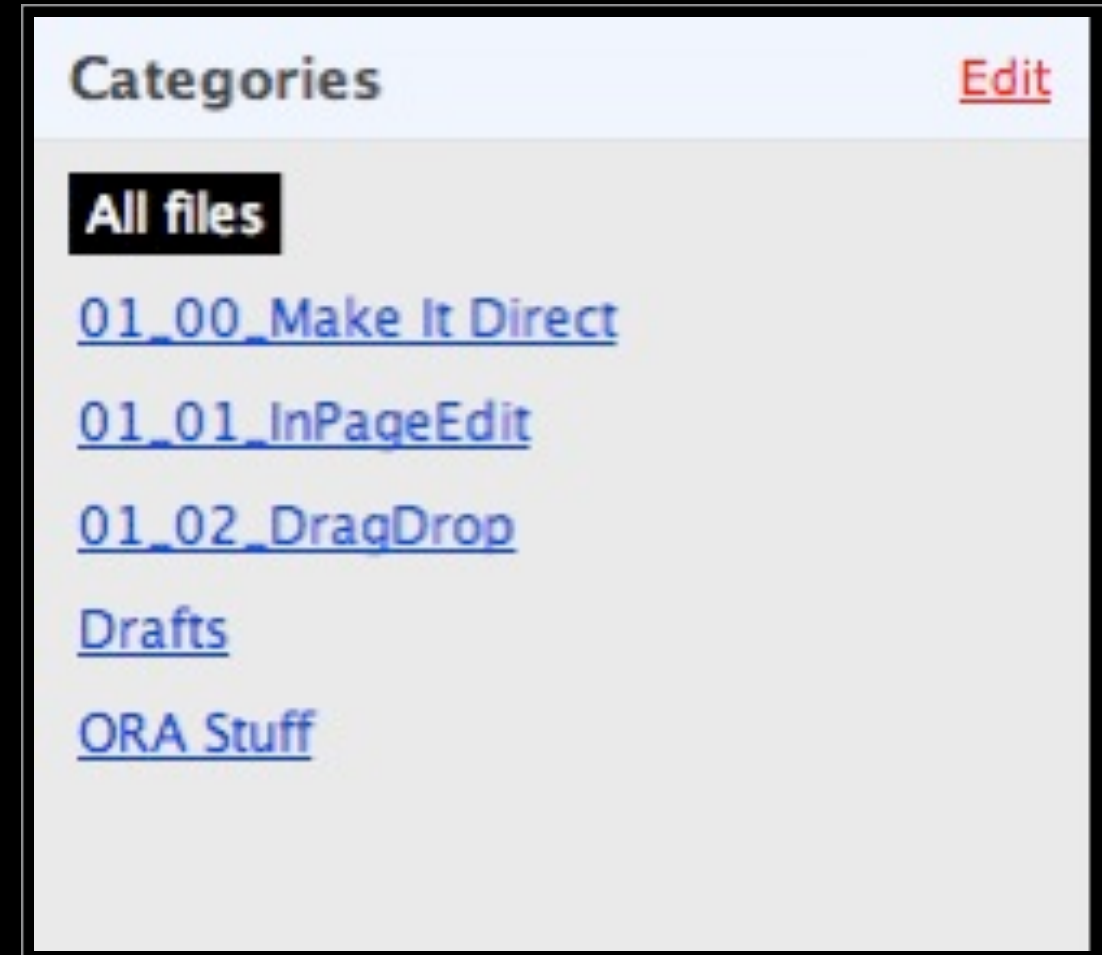


anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

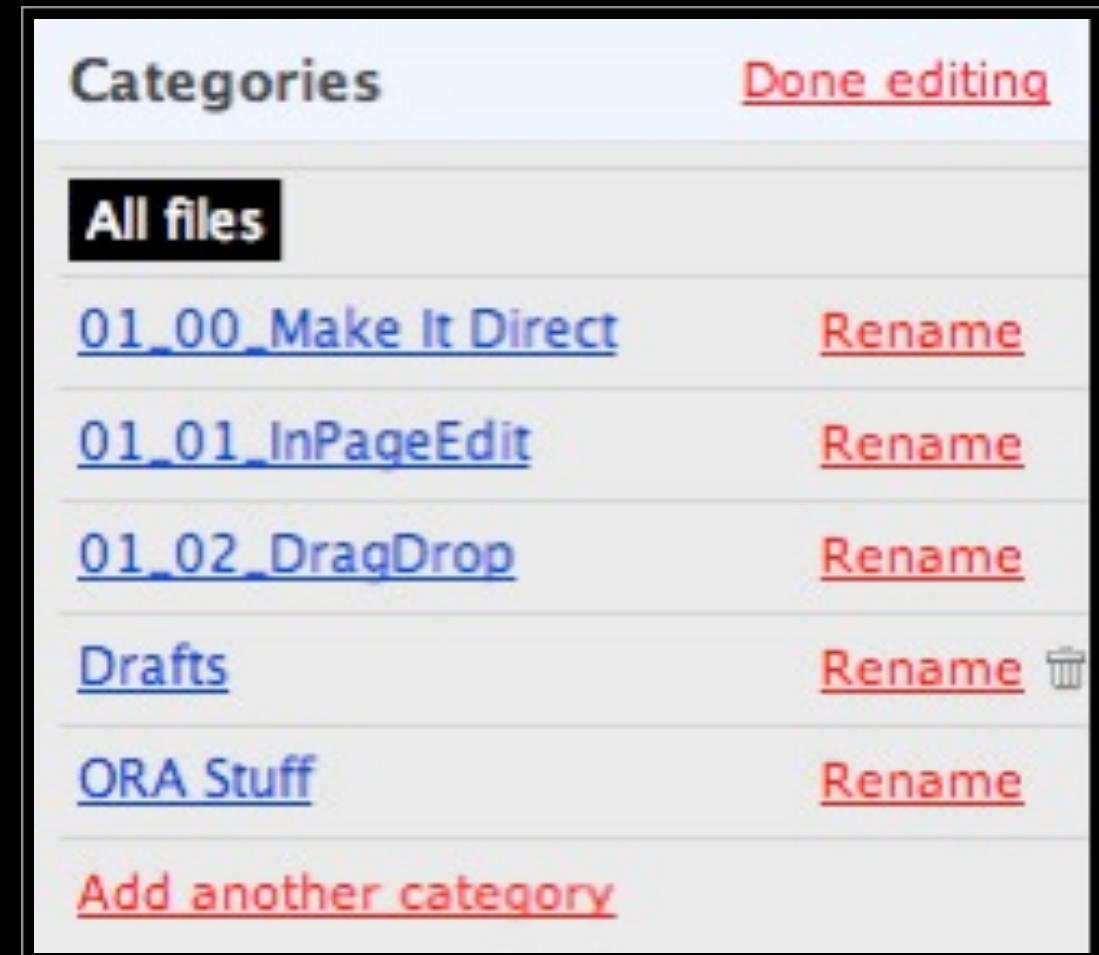


symmetrical interaction. basecamp

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

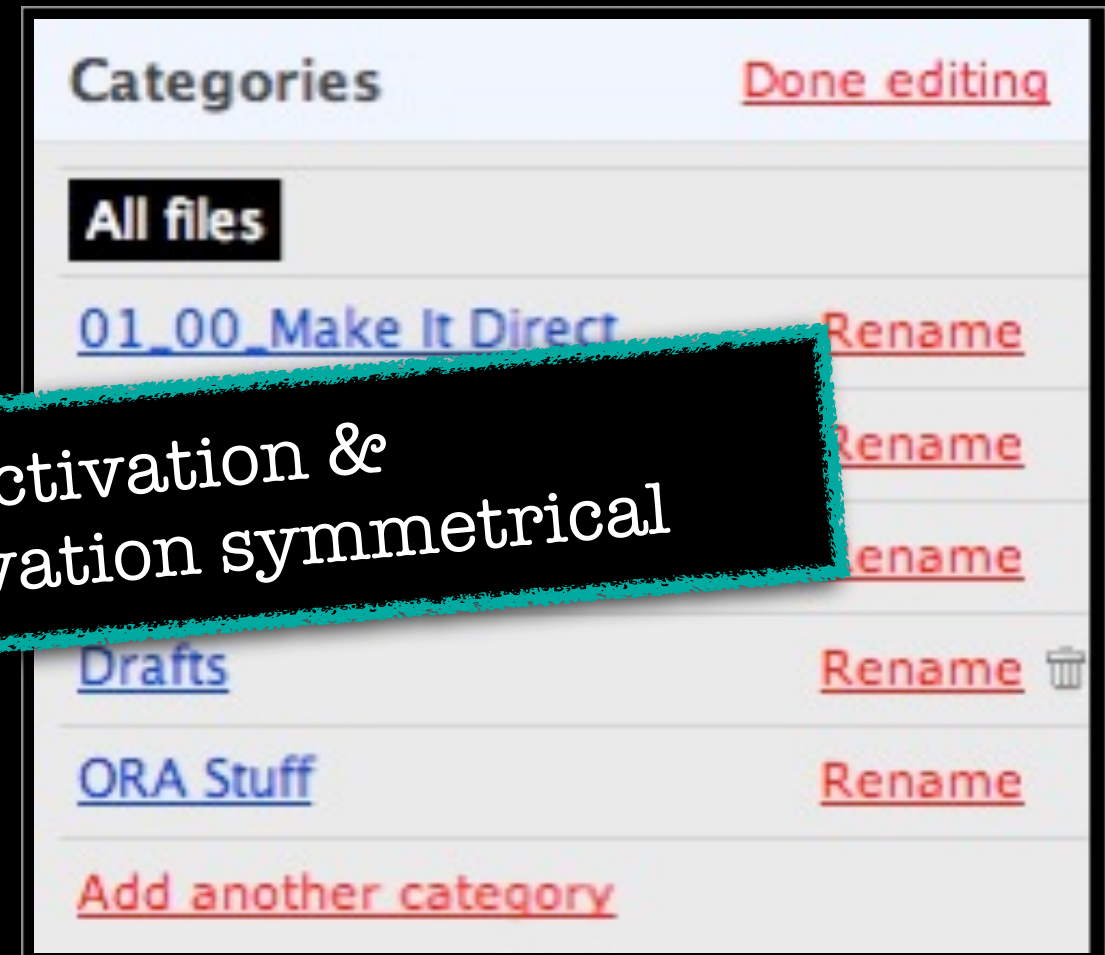


symmetrical interaction. basecamp

Activation/Deactivation Moments

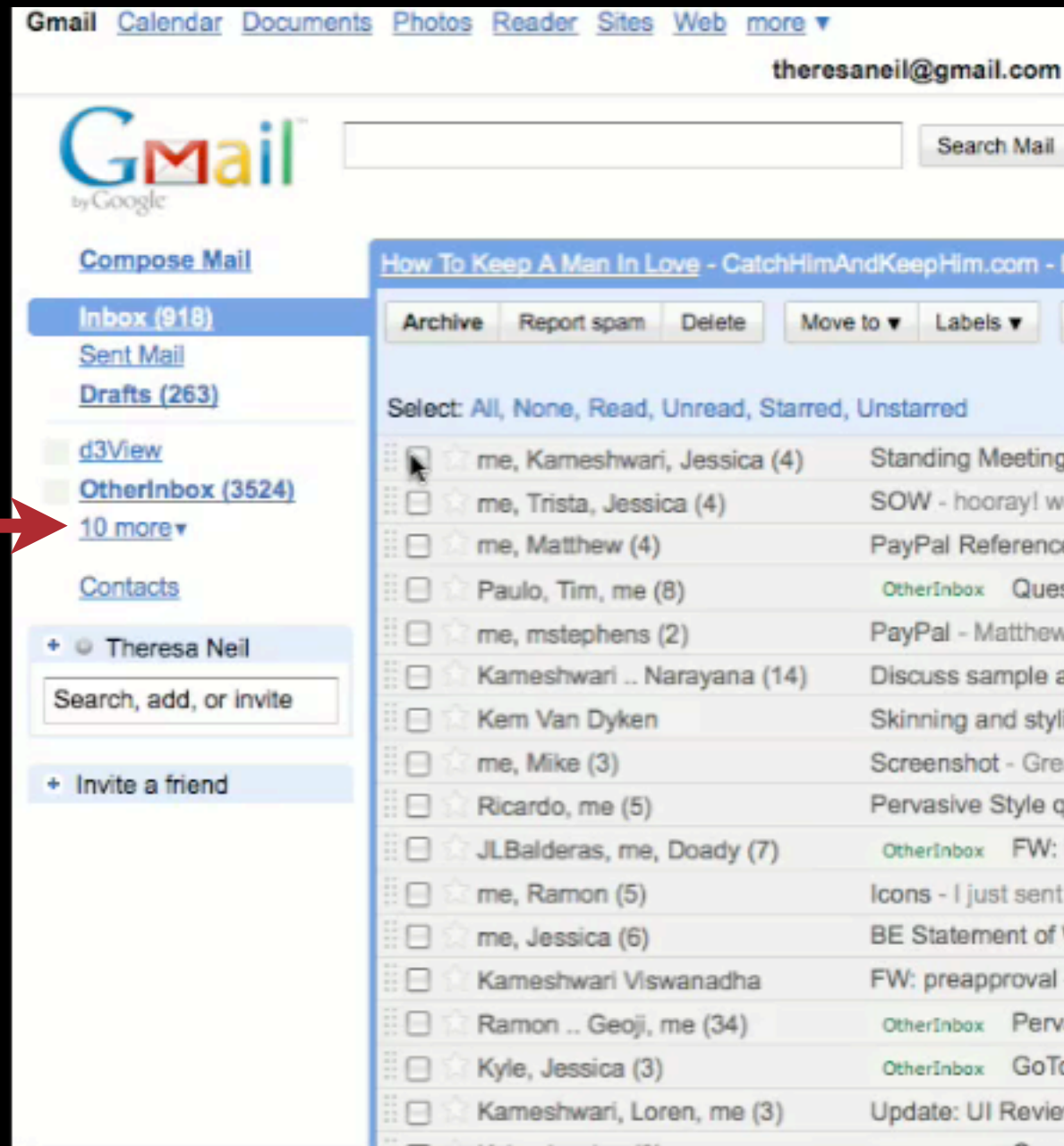


anti-pattern. non-symmetrical. iphone



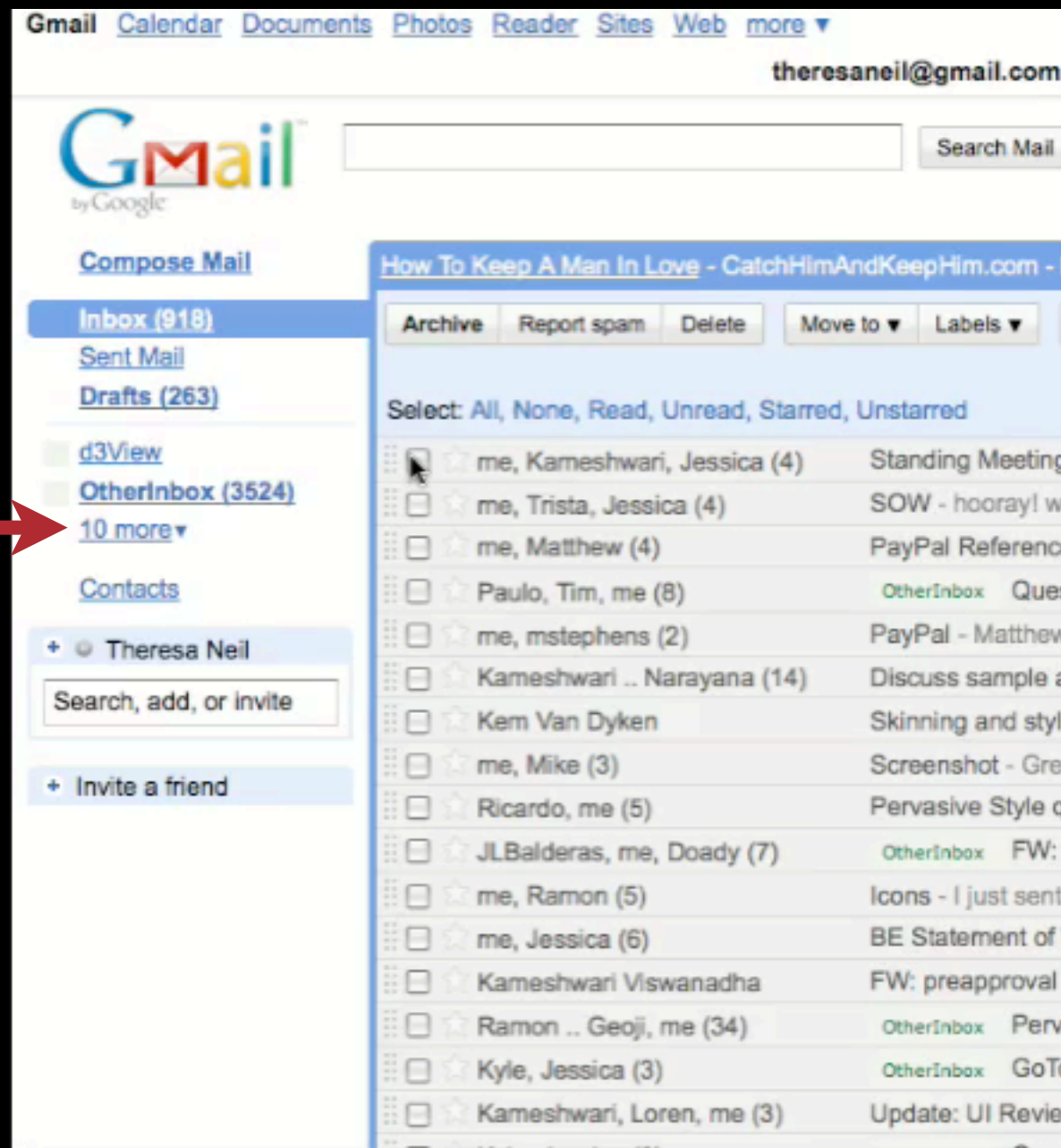
symmetrical interaction. basecamp

Drag & Drop Moments



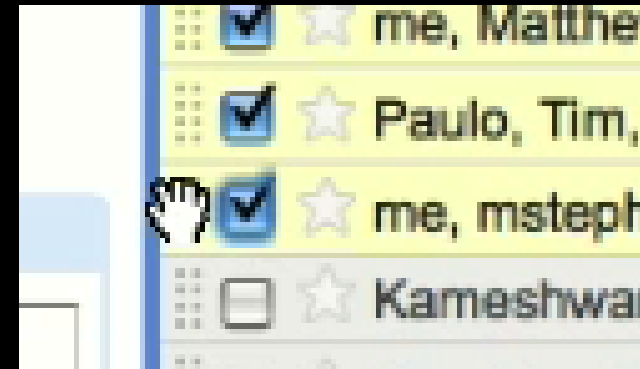
drag and drop. gmail

Drag & Drop Moments

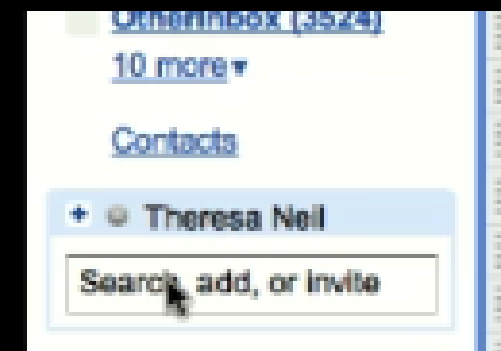
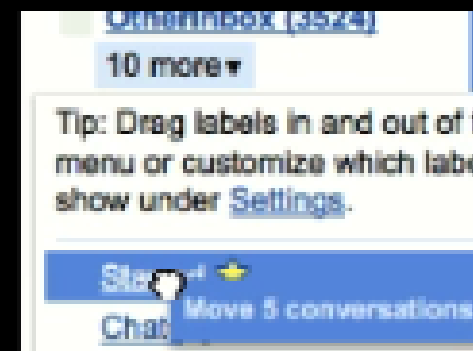


drag and drop. gmail

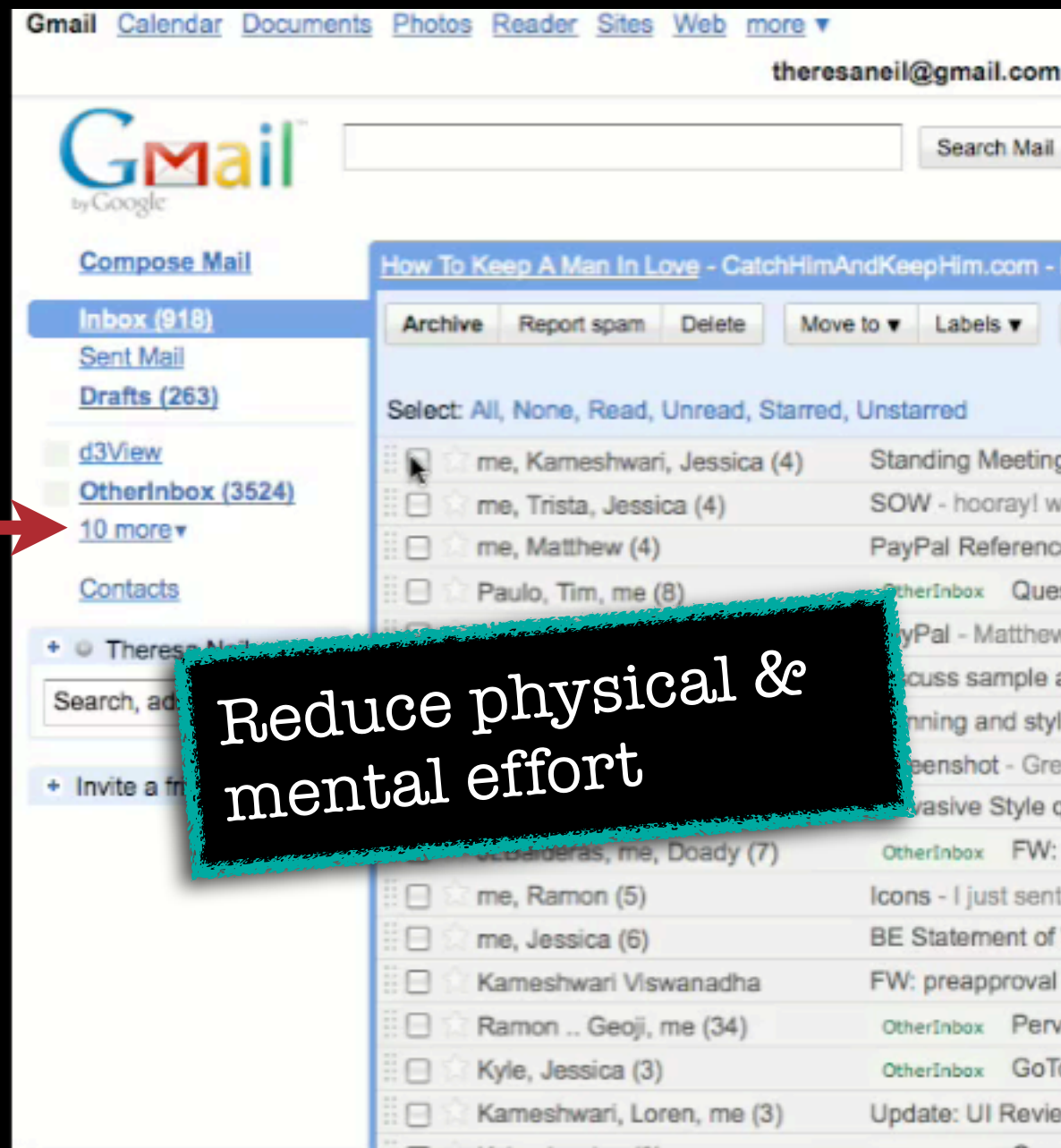
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.

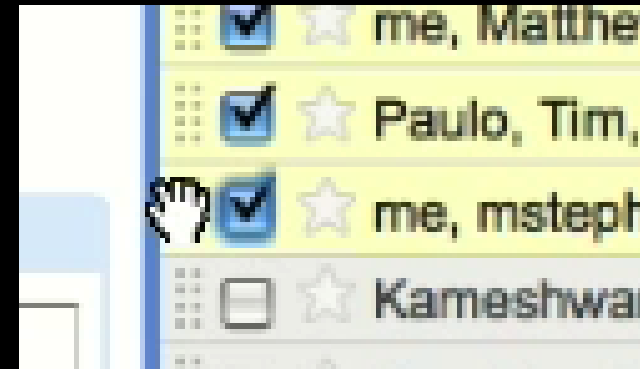


Drag & Drop Moments

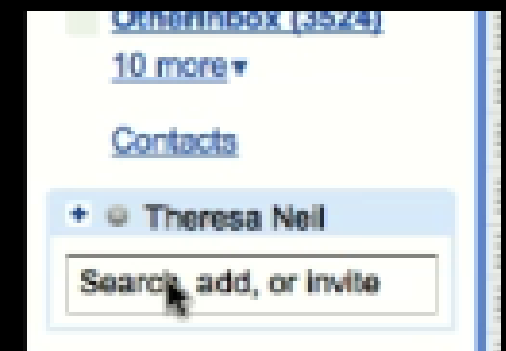
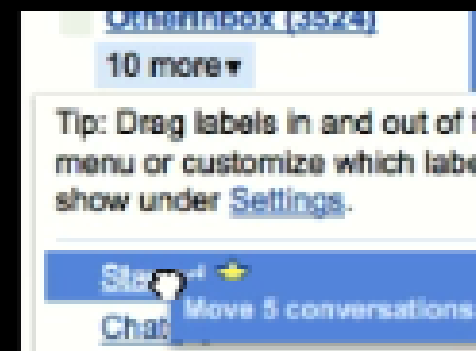


drag and drop. gmail

Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Artificial Moments

Home Locator

SEARCH HERE

Select an Area

FILTERS

Price Range: 71K - 5M

Bedrooms: 1 to 5 or more

Bathrooms: 1 to 5 or more

Minimum Footage: 500

Amenities: Pool, Walk-In Closets, Laundry, Fireplace

Search Favorites


Price	Sq. Ft.	Bedrooms	Baths	Stories
\$188,000	968	3	1	1
\$215,000	7700	2	1	1
\$170,000	912	2	2	2
\$190,000	933	2	2	1
\$545,000	1098	2	4	1
\$5,000,000	3658	6	3	1
\$931,000	1313	4	2	2
\$2,290,000	2600	3	4	2
\$823,000	1318	3	3	1
\$986,000	1459	3	3	2
\$715,000	1158	3	2	1
\$607,000	1118	2	2	1
\$983,000	1379	4	3	1
\$450,000	1018	2	2	1
\$435,000	1100	4	2	2

DESP VERR FAVORITEN HIER
You have 1 properties in your favorites

Property Information


Pictures

Artificial Moments



Home Locator

SEARCH HERE



Select an Area

FILTERS

Price Range: 71K - 5M


Bedrooms: 1 to 5+ | Bathrooms: 1 to 5+ | Min Sq Ft: 100

Amenities: Pool, Walk-In Closets, Laundry, Fireplace

Search Favorites


Price	Sq. Ft.	Bedrooms	Baths	Stories
\$188,000	968	3	1	1
\$215,000	7700	2	1	1
\$170,000	912	2	2	2
\$190,000	933	2	2	1
\$545,000	1098	2	4	1
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\$2,290,000	2600	3	4	2
\$823,000	1318	3	3	1
\$986,000	1459	3	3	2
\$715,000	1158	3	2	1
\$607,000	1118	2	2	1
\$983,000	1379	4	3	1
\$450,000	1018	2	2	1
\$435,000	1100	4	2	2

DESP VERR FAVORITEN HIER
You have 1 properties in your favorites




Property Information Pictures

Artificial Moments



Home Locator

SEARCH HERE



Select an Area

FILTERS

Price Range: 71K - 5M

Bedrooms: Any | 2 or more


Minimum Postage: 500

Amendments: ☐ Paid ☐ With 15 Days ☐ Laundry ☐ Pet-friendly

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$488,000	968	3	1	1
\$215,000	7700	2	1	1
\$170,000	912	2	2	2
\$190,000	933	2	2	1
\$545,000	1098	2	4	1
\$5,000,000	3658	6	3	1
\$921,000	1318	3	3	1
\$86,000	1453	3	3	2
\$715,000	1358	3	2	1
\$617,000	1118	2	2	1
\$863,000	1378	4	3	1
\$430,000	1018	2	2	1
\$935,000	1338	4	2	2
\$925,000	1335	4	2	2

DESP VERR FRUCHTEN HERE
You have 2 properties in your favorites

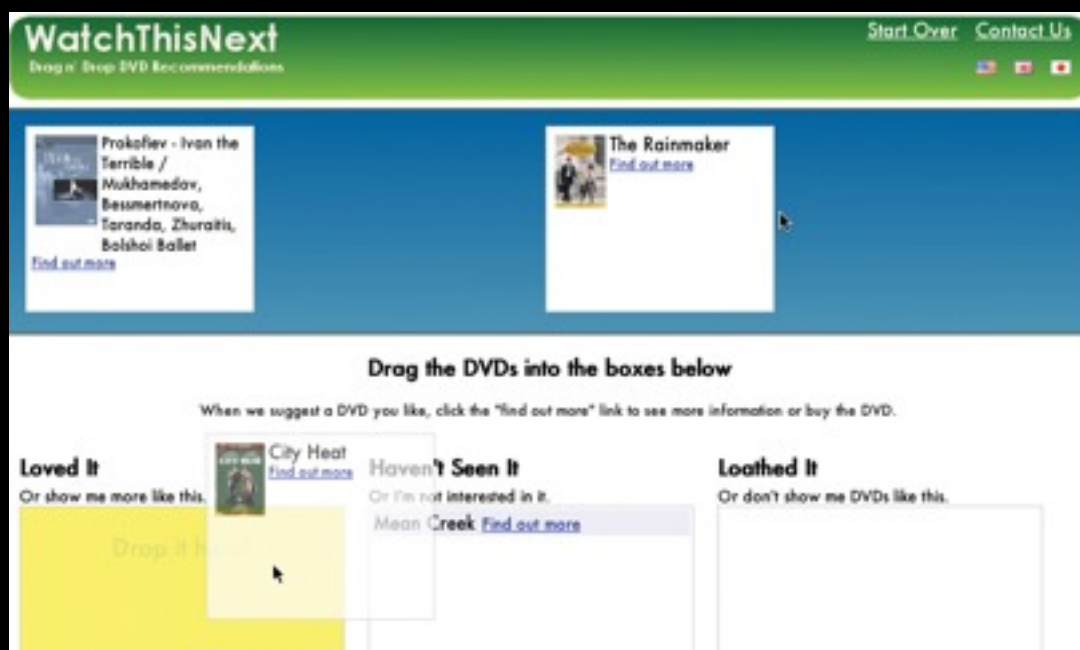
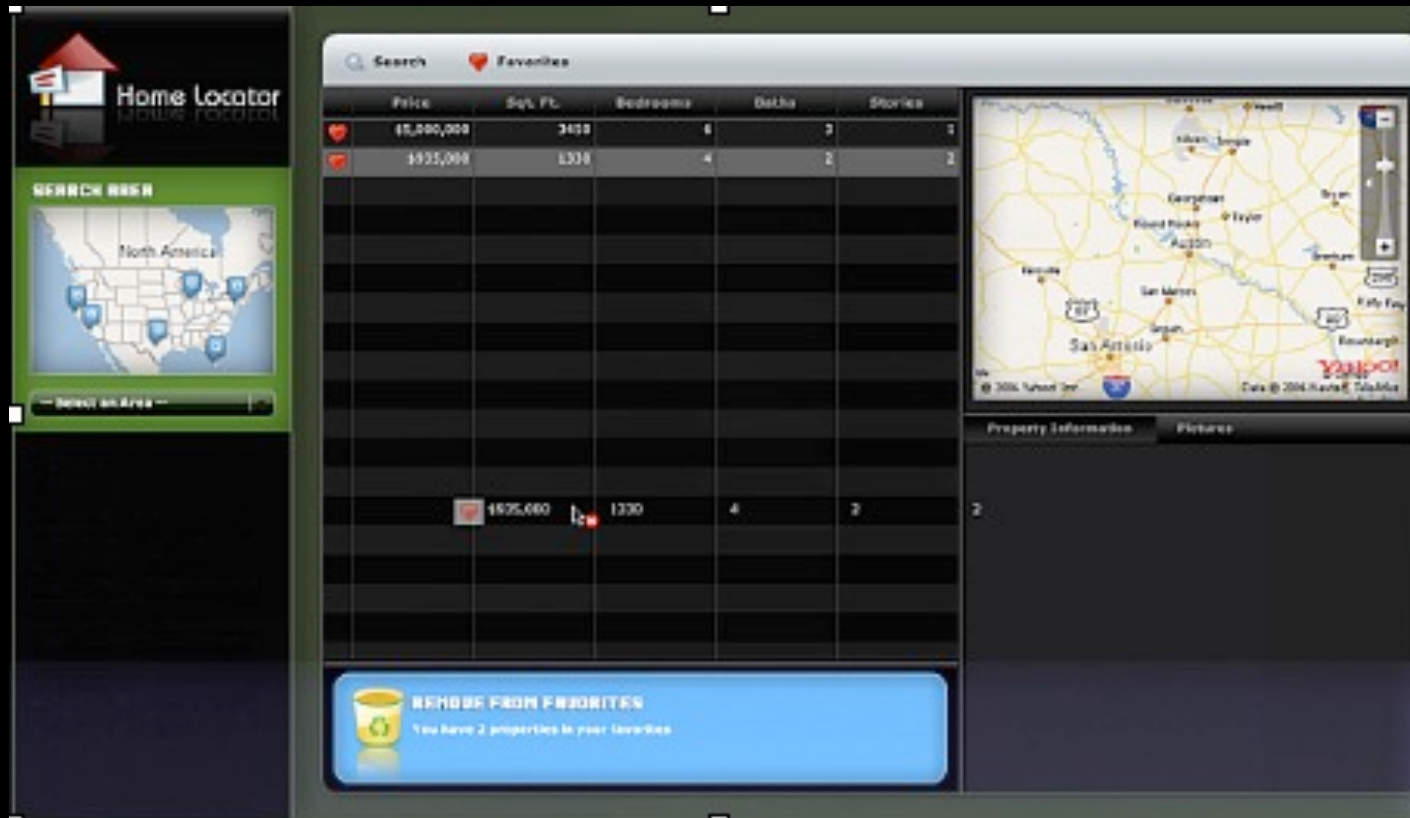


Property Information

Pictures

[illegible]

Artificial Moments



anti-pattern. artificial construct.

Artificial Moments

Home Locator

Search Favorites

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$5,500,000	3450	6	3	1
\$535,000	1330	4	2	2

REMOVE FROM FAVORITES
You have 2 properties in your favorites

WatchThisNext
Drag & Drop DVD Recommendations

Start Over Contact Us

Prkofiev - Ivan the Terrible / Mukhamedov, Besmertnova, Taranda, Zhuravsk, Bolshoi Ballet
[find out more](#)

The Rainmaker
[find out more](#)

Drag the DVDs into the boxes below

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

Loved It
Or show me more like this.

Haven't Seen It
Or I'm not interested in it.
[find out more](#)

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

Drop it here

anti-pattern. artificial construct.

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 >](#)

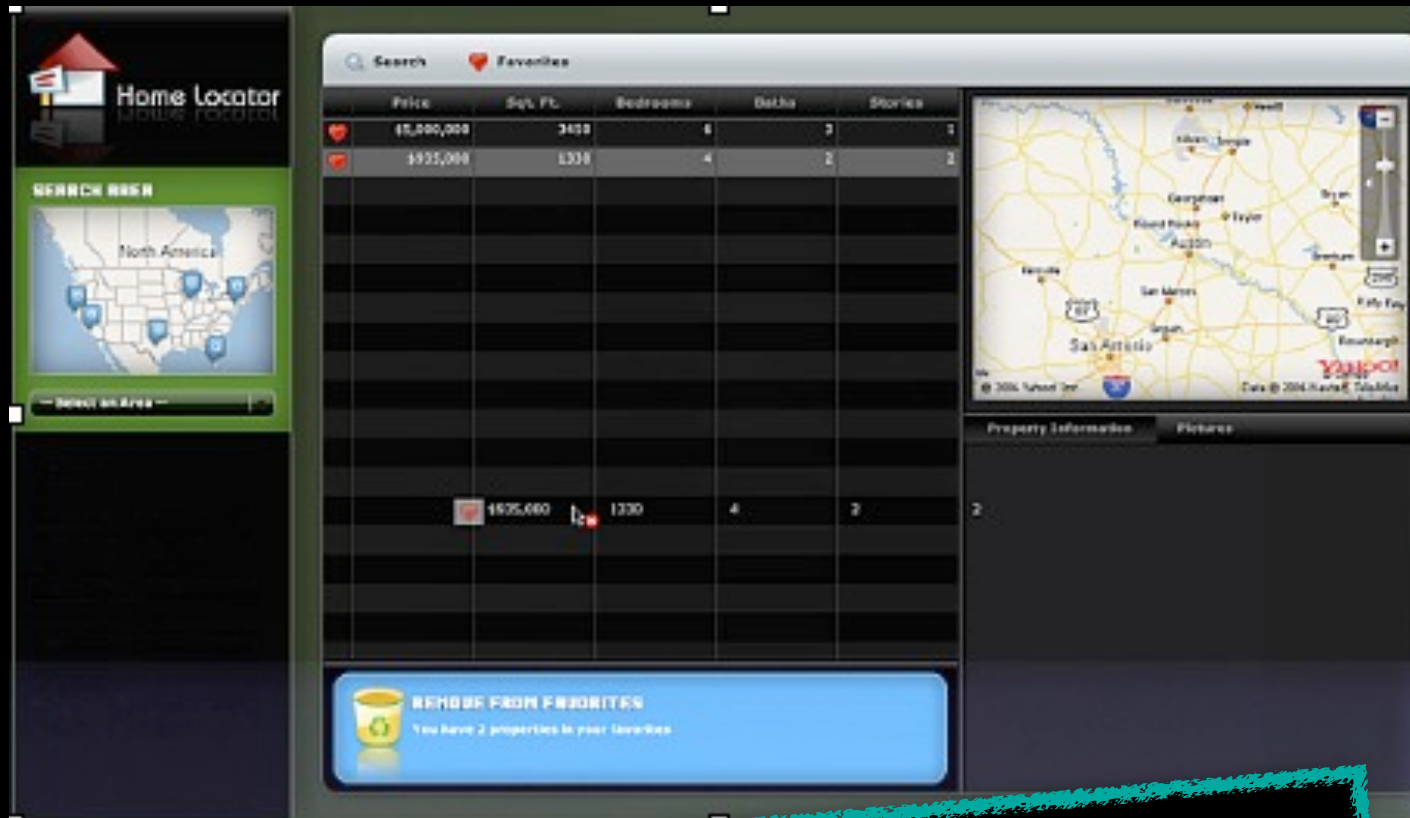
Featured Subj
CLASSIC CO

DICK JANE
[Add](#)
Jane, two up-a
yuppies who e
lifestyle before
name for it. Bu
his lucrative jo
[Read More](#)

LIFE OF BRIAN
[Add](#)
again -- this tin
the life and tim
Perhaps the m

rate an object. netflix.com

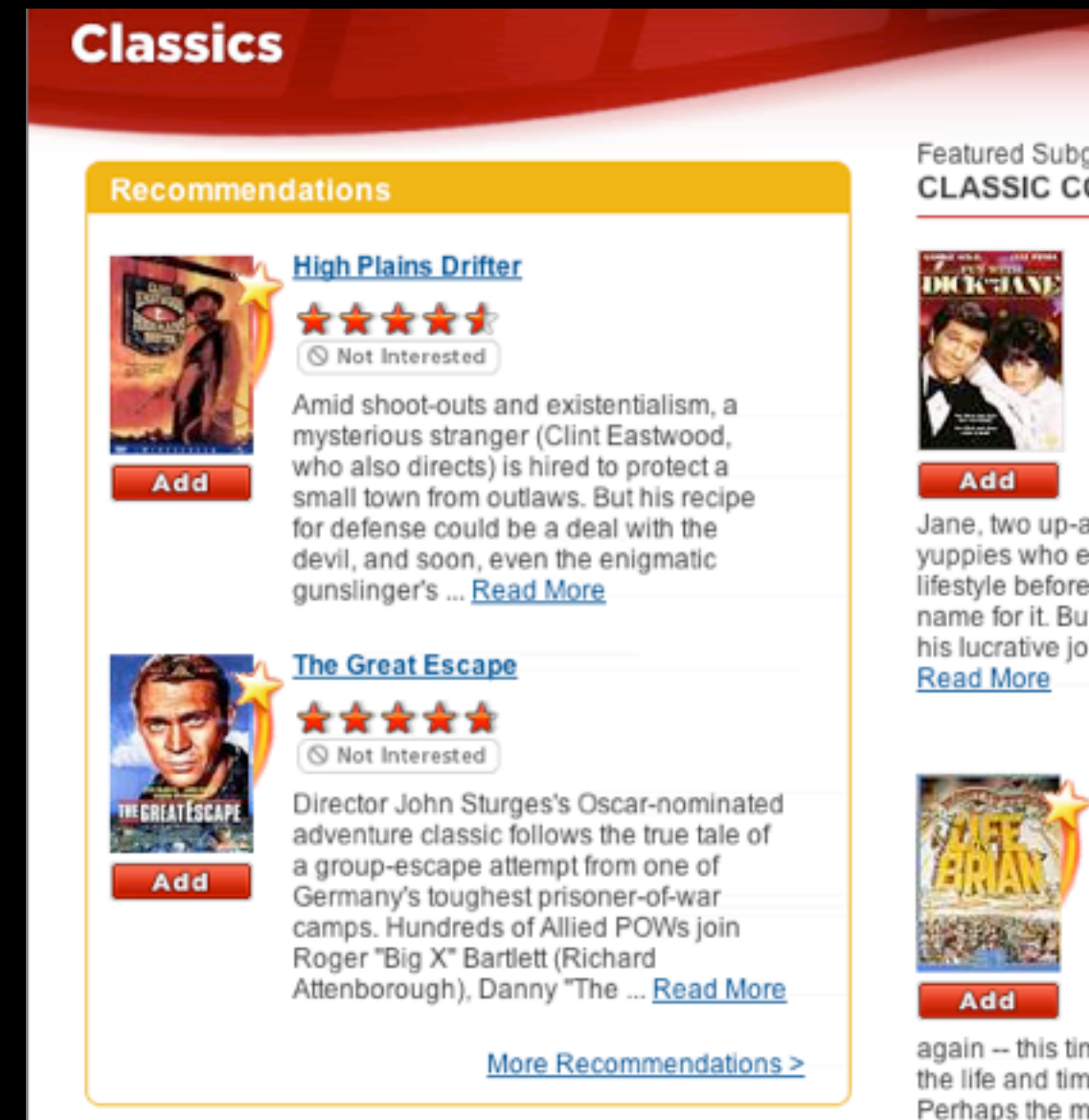
Artificial Moments



Avoid artificial visual constructs for drag and drop.



anti-pattern. artificial construct.



rate an object. netflix.com

Require only a
light footprint.

digg



Unnecessary Moments

sorting by: [newest | [oldest](#) | [most digs](#) | [least digs](#)]

IBM, AMD, Sony boost chip speeds by 24%

"IBM and AMD have found a way to improve transistor performance by up to 24% without increasing the power draw - using a tweaked implementation of Big Blue's 'strained silicon' process."

[[dig this story](#) | [comment](#) | by: anonymous]

original digg site. [digg.com](#) 1.0

Unnecessary Moments

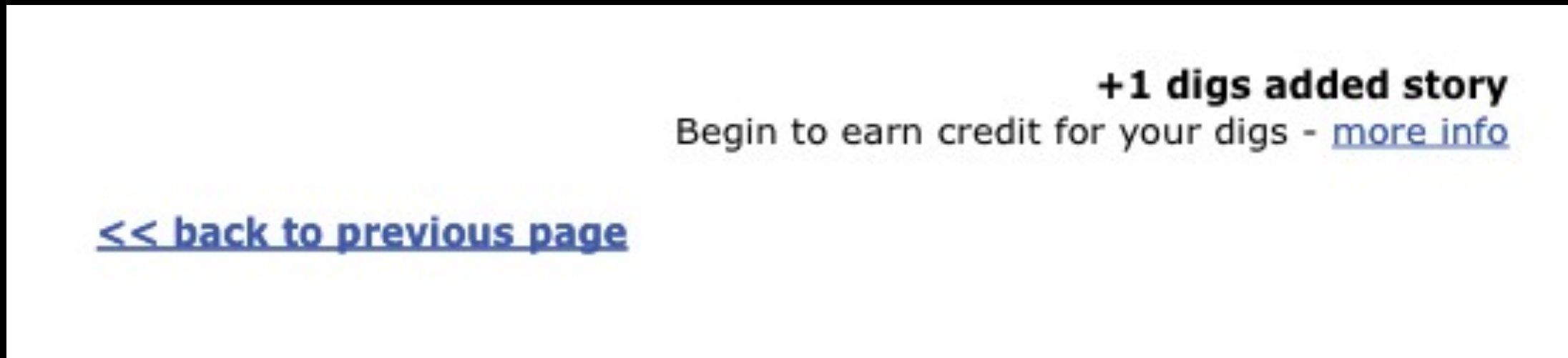
+1 digs added story

Begin to earn credit for your digs - [more info](#)

[<< back to previous page](#)

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Unnecessary Moments



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in-page action. [digg.com](#)

Unnecessary Moments

+1 digs added story
Begin to earn credit for your digs - [more info](#)

[<< back to previous page](#)

original digg site. digg.com 1.0

185
diggs

dugg!

[Are Lost's New Time-Travel Physics Junk Science? Maybe Not..](#)

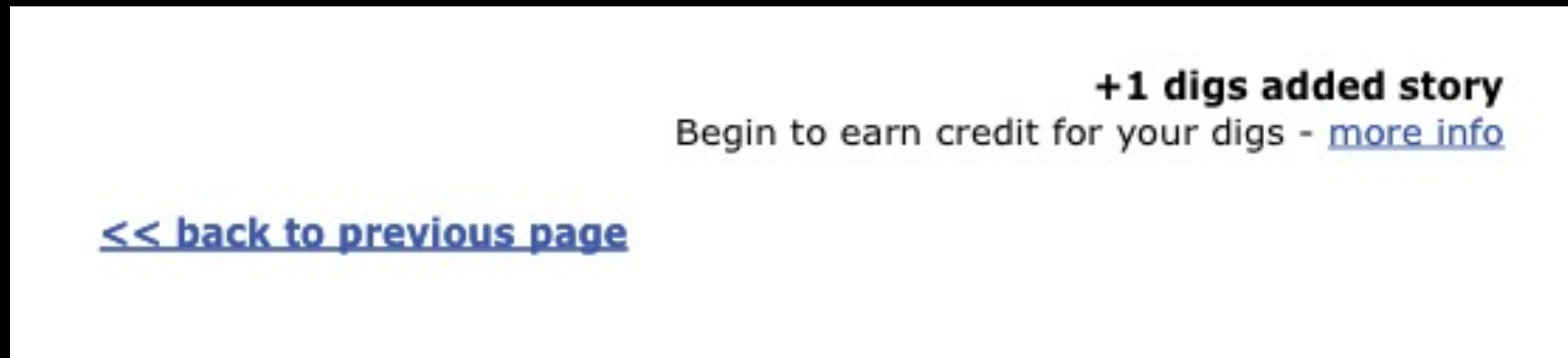
popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)



25 Comments Share Favorite? msaleem made popular **9 min ago**

in-page action. digg.com

Unnecessary Moments



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in-page action. digg.com

Unnecessary Moments

Yelp Food brought to you by MGD 64



Mi Tierra Foods

★★★★☆ based on 35 reviews [Rating Details »](#)

Categories: [Grocery](#), [Specialty Food](#), [Mexican](#) [\[Edit\]](#)

2082 San Pablo Avenue
(between Addison St & University Ave)
Berkeley, CA 94702
(510) 540-8946



[Add Photos](#)

Price Range: \$

Good for Kids: Yes

Take-out: Yes

Outdoor Seating: No

Accepts Credit Cards: Yes

Attire: Casual

Takes Reservations: No

Waiter Service: No

Good for: Lunch

Parking: Street, Private Lot

Good for Groups: No

Delivery: No

Wheelchair Accessible: Yes

Alcohol: None

[Edit Business Info](#) [Is this your business?](#)

[First to Review](#)  [Amy J.](#)

[Send to Friend](#)

[Bookmark](#)

[Send to Phone](#)

[Write a Review](#)

[Print version](#)

Unnecessary Moments

Yelp Food brought to you by MGD 64



Mi Tierra Foods

★★★★☆ based on 35 reviews [Rating Details »](#)

Categories: [Grocery](#), [Specialty Food](#), [Mexican](#) [\[Edit\]](#)

2082 San Pablo Avenue

(between Addison

Berkeley, CA 9470

(510) 540-8946



[Add Photos](#)

Don't add unnecessary steps.

Price Range: \$

Good for Kids: Yes

Take-out: Yes

Outdoor Seating: No

Accepts Credit Cards: Yes

Attire: Casual

Takes Reservations: No

Waiter Service: No

Good for: Lunch

Parking: Street, Private Lot

Good for Groups: No

Delivery: No

Wheelchair Accessible: Yes

Alcohol: None

[Edit Business Info](#) [Is this your business?](#)

[First to Review](#)  Amy J.

[Send to Friend](#)

[Bookmark](#)

[Send to Phone](#)

[Write a Review](#)

[Print version](#)

Heavy Moments

Be mindful of the “click weight.”

Heavy Moments

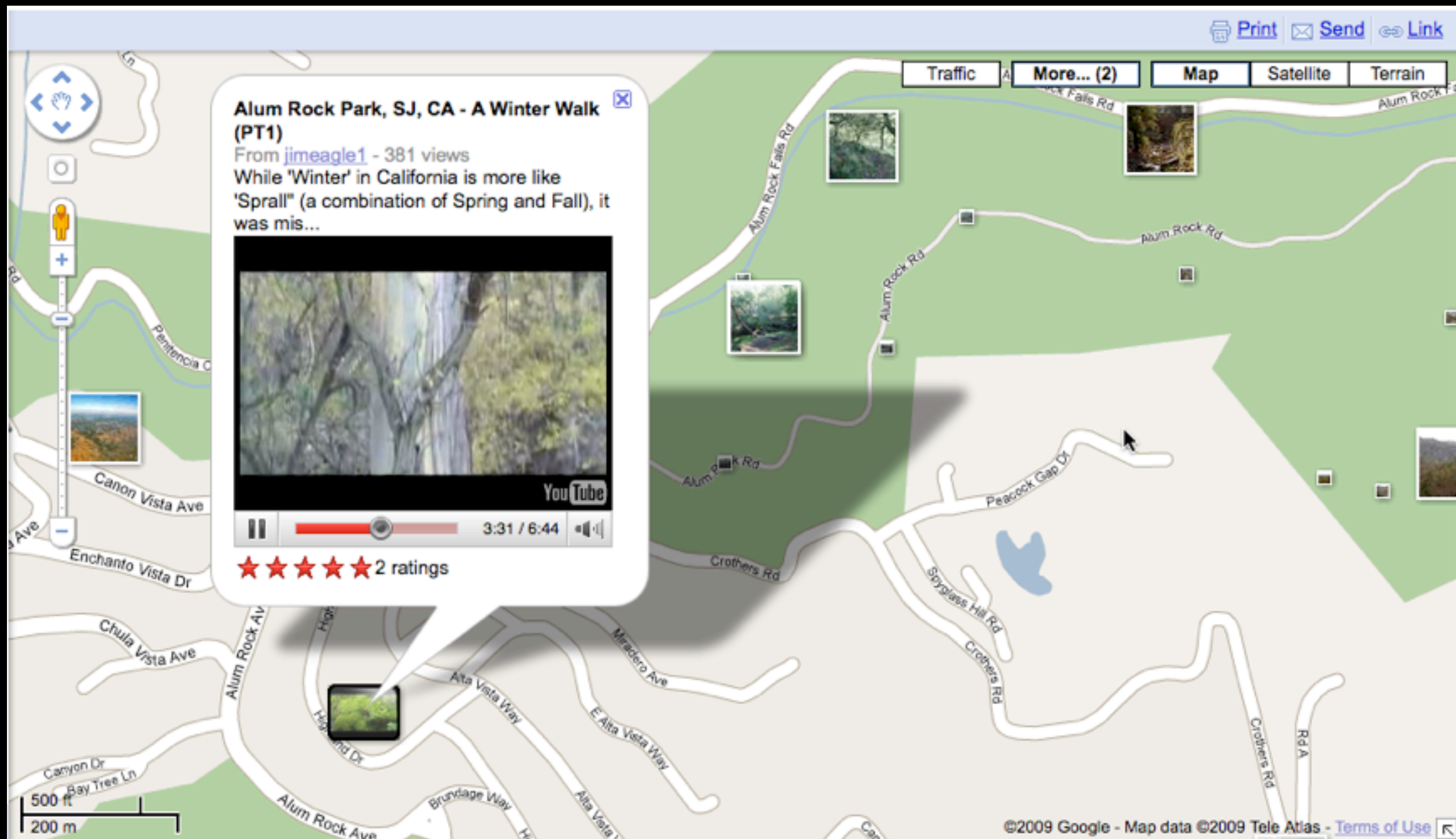
Be mindful of the “click weight.”

- # of interaction steps
- Decision time
- Seek time
- Second guessing
- Wait time

<http://genesisconduit.wordpress.com/2008/07/13/click-weight/>

<http://www.amazon.com/Designing-Both-Sides-Screen-Collaborate/dp/0672321513>

On Click Moments



google maps

On Click Moments



On Hover Moments

**lantzilla** pro says:
...with biscuits and gravy and all the fixins...
Posted 16 hours ago. ([permalink](#))

Add your comment

(Some HTML is OK.)

contextual tool menu. flickr.com

On Hover Moments

 **lantzilla** pro says:

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

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

Add your comment

(Some HTML is OK.)

contextual tool menu. flickr.com

Pick Up at the Store

- ☐ Milk
- ☐ Orange Juice
- ☐ Tomatoes
- ☐ Lettuce
- ☐ Bread
- ☐ Chips

contextual tool actions. backpackit

On Hover Moments



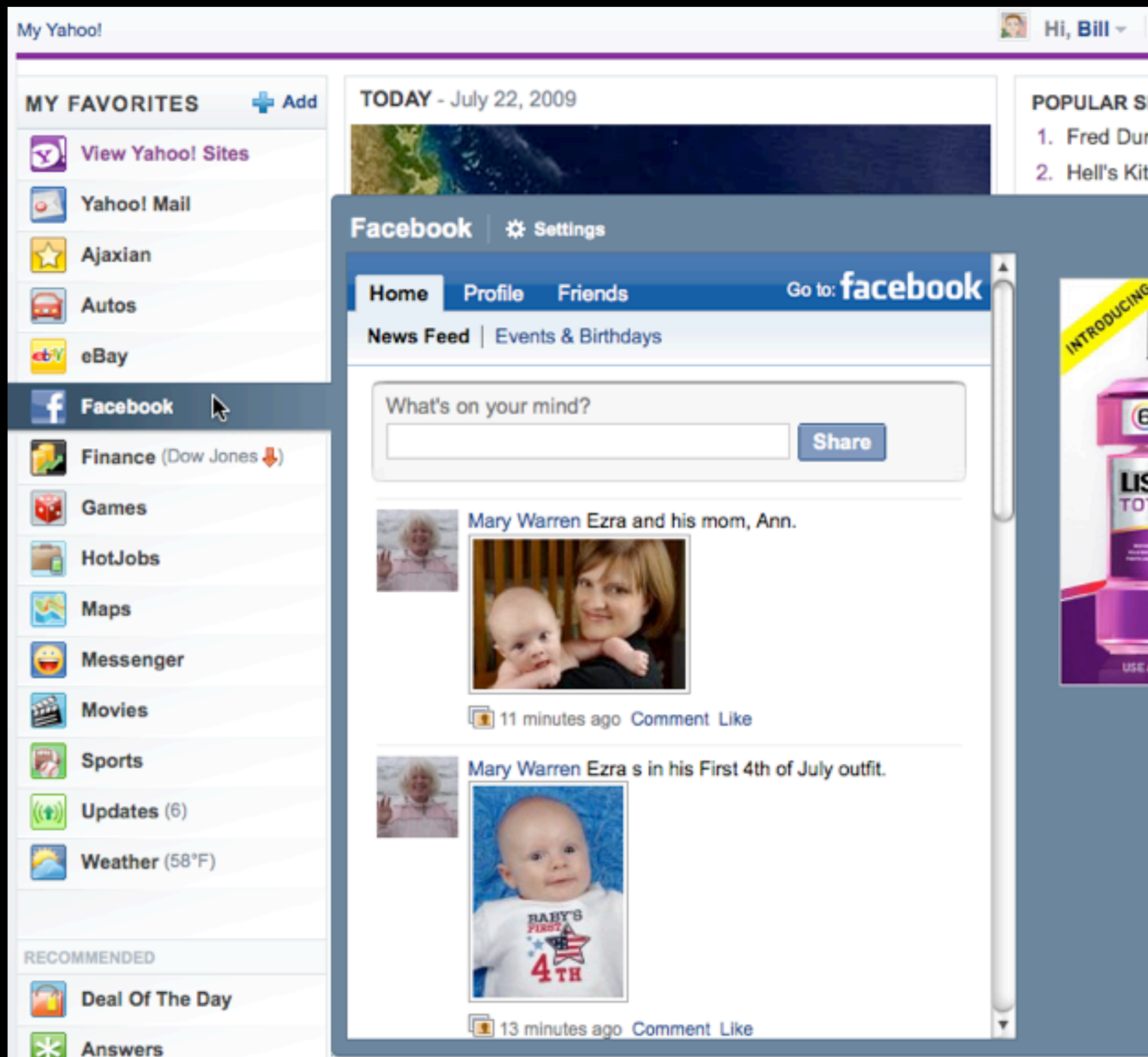
Preserve readability by initially hiding secondary actions.

contextual tool menu. flickr.com



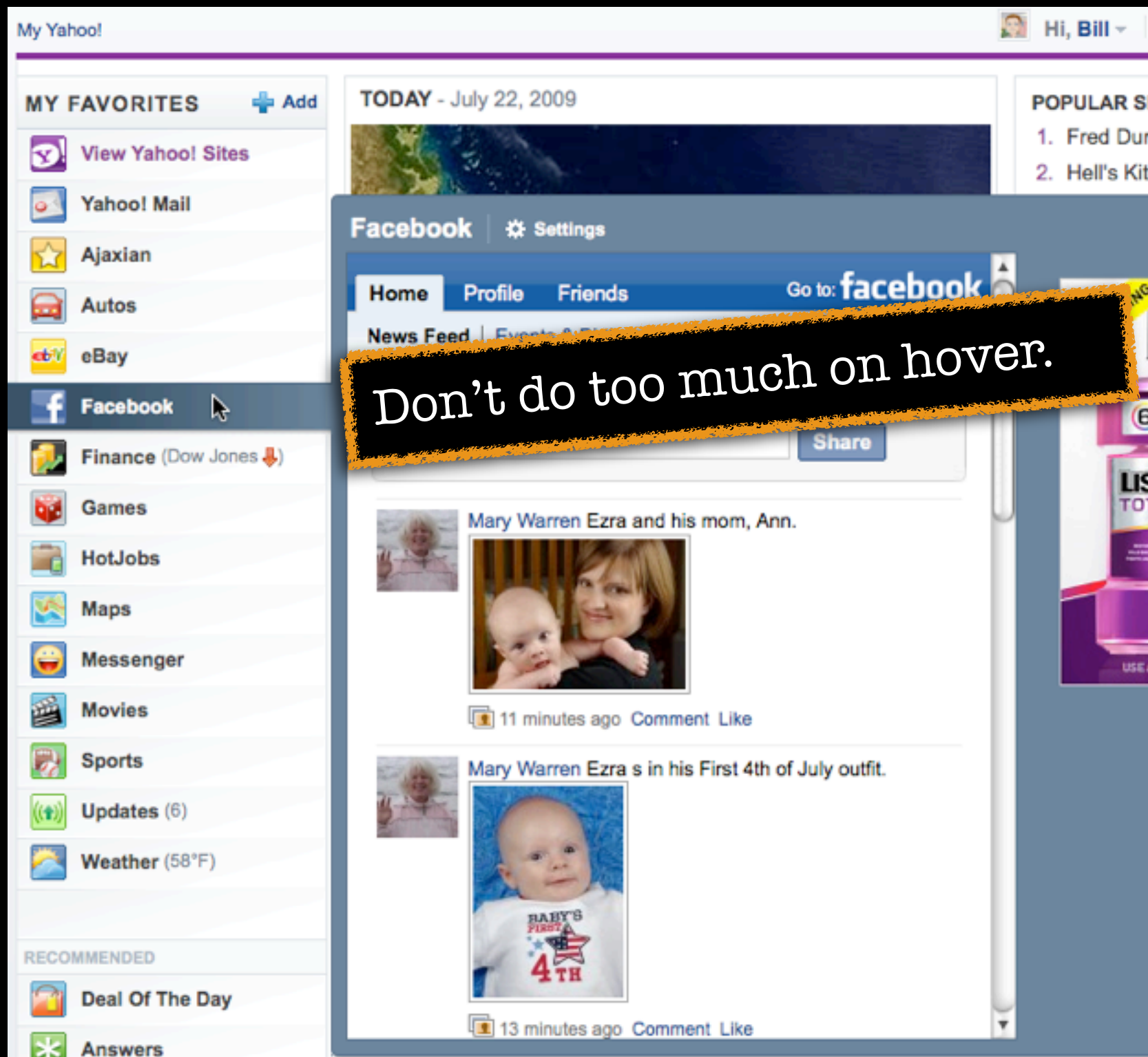
contextual tool actions. backpackit

On Hover Moments



embedded application overlay - hover activated. yahoo.com 2009

On Hover Moments



Yahoo! Refactored

WebImagesVideoLocalShoppingMore

YAHOO!

Web Search

My Yahoo! | Make Y! your homepage

Hi, Bill | What are you do... | Sign Out | Page Options

MY FAVORITES

View Yahoo! Sites

Yahoo! Mail

Ajaxian

Autos

eBay

Facebook

Finance (Dow Jones)

Games

HotJobs

Maps

Messenger

Movies

Sports

Updates (11)

12

EditAdd

RECOMMENDED

Travel

Deal Of The Day

TODAY - February 08, 2010



New storm bears down on battered East

Still not dug out from record snowfalls, the coast prepares for another major hit.

» How much expected

Government shutdown

Deadly rains hit Haiti

Energy prices going up



Notes on Palin's hand stir buzz



Favorite color test revelations



New storm to hit East Coast



Priuses recalled in Japan

1 - 4 of 32

NEWSWORLDLOCALFINANCE

Iran tells U.N. of enrichment plan as new sanctions loom

Britain's Iraq war inquiry turns focus to Bush officials

N. Korea's Kim pledges again to remove nuclear weapons

Rep. John Murtha, Iraq war critic, dies at 77 | Photos

Study: Sugary soft drinks linked to pancreatic cancer

Boeing's biggest plane ever finally takes off, a year late

In pennies and dollars, South Bay schools... - SJ Mercury...

Man accused of Muni stabbings to be in... - S.F....

4 Alarm Fire Breaks Out In S.J. Warehouse - CBS 5

TRENDING NOW

1. Dow Jones

2. Brangelina

3. Tracy Porter

4. Charlie Sheen

5. Comcast

6. Chuck

7. International Sp...

8. Kim Kardashian

9. Dear John

10. Laura Chinchilla

Today's Deals from ProFlowers



15 Sweetheart Tulips

Delight your sweetheart with a fresh bouquet of red, pink and white tulips. Whether you send to her office or home, she's sure to feel the love this Valentine's Day.

~~\$24.99~~ \$19.99^{with} Buy Now



One Dozen Red Roses

What better way to express your affection for that special person than with One Dozen Red Roses? To allow these flowers to last much longer, they are shipped fresh and ready to bloom.

~~\$39.99~~ \$29.99^{with} Buy Now

Send VDay Flowers - Ad Feedback

Dream rides: Hottest sports coupes on Y! Autos



Porsche 911 Turbo



Mercedes-Benz SLS AMG



Ferrari 458 Italia

1 of 5

Yahoo! Refactored

Web Images Video Local Shopping More

YAHOO!

My Yahoo! | Make Y! your homepage

Hi, Bill | What are you do... | Sign Out | Page Options

MY FAVORITES [Add](#)

- [View Yahoo! Sites](#)
- [Yahoo! Mail](#)
- [Ajaxian](#)
- [Autos](#)
- [eBay](#)
- [Facebook](#)
- [Finance \(Dow Jones\)](#)
- [Games](#)
- [HotJobs](#)
- [Maps](#)
- [Messenger](#)
- [Movies](#)
- [Sports](#)
- [Updates \(11\)](#)

[Edit](#) [Add](#)

RECOMMENDED

- [Travel](#)
- [Deal Of The Day](#)

TODAY - February 08, 2010

New storm bears down on battered East

Still not dug out from record snowfalls, the coast prepares for another major hit.

- Government shutdown
- Deadly rains hit Haiti
- Energy prices going up

» How much expected

1 - 4 of 32

NEWS **WORLD** **LOCAL** **FINANCE**

- Iran tells U.N. of enrichment plan as new sanctions loom
- Britain's Iraq war inquiry turns focus to Bush officials
- N. Korea's Kim pledges again to remove nuclear weapons
- Rep. John Murtha, Iraq war critic, dies at 77 | [Photos](#)
- Study: Sugary soft drinks linked to pancreatic cancer
- Boeing's biggest plane ever finally takes off, a year late
- In pennies and dollars, South Bay schools... - SJ Mercury...
- Man accused of Muni stabbings to be in... - S.F....
- 4 Alarm Fire Breaks Out In S.J. Warehouse - CBS 5

TRENDING NOW

1. Don J...
2. ...
3. ...
4. ...
5. ...
6. Chuck
7. International Sp...
8. Kim Kardashian
9. Dear John
10. Laura Chinchilla

Today's Deals from ProFlowers

15 Sweetheart Tulips
Delight your sweetheart with a fresh bouquet of red, pink and white tulips. Whether you send to her office or home, she's sure to feel the love this Valentine's Day.
~~\$24.99~~ **\$19.99** [Buy Now](#)

One Dozen Red Roses
What better way to express your affection for that special person than with One Dozen Red Roses? To allow these flowers to last much longer, they are shipped fresh and ready to bloom.
~~\$39.99~~ **\$29.99** [Buy Now](#)

[Send VDay Flowers](#) - [Ad Feedback](#)

Dream rides: Hottest sports coupes on Y! Autos

[Porsche 911 Turbo](#)

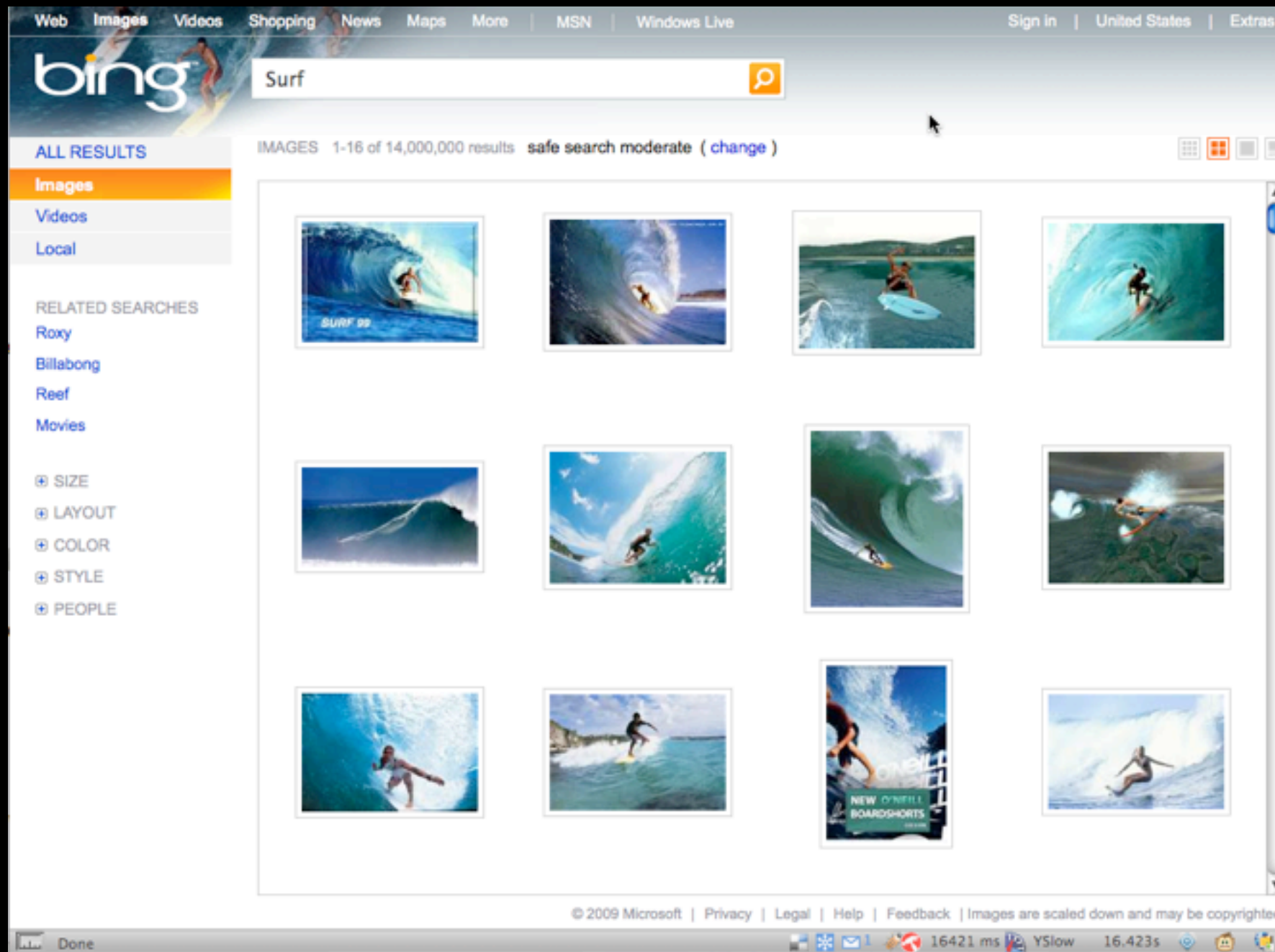
[Mercedes-Benz SLS AMG](#)

[Ferrari 458 Italia](#)

1 of 5

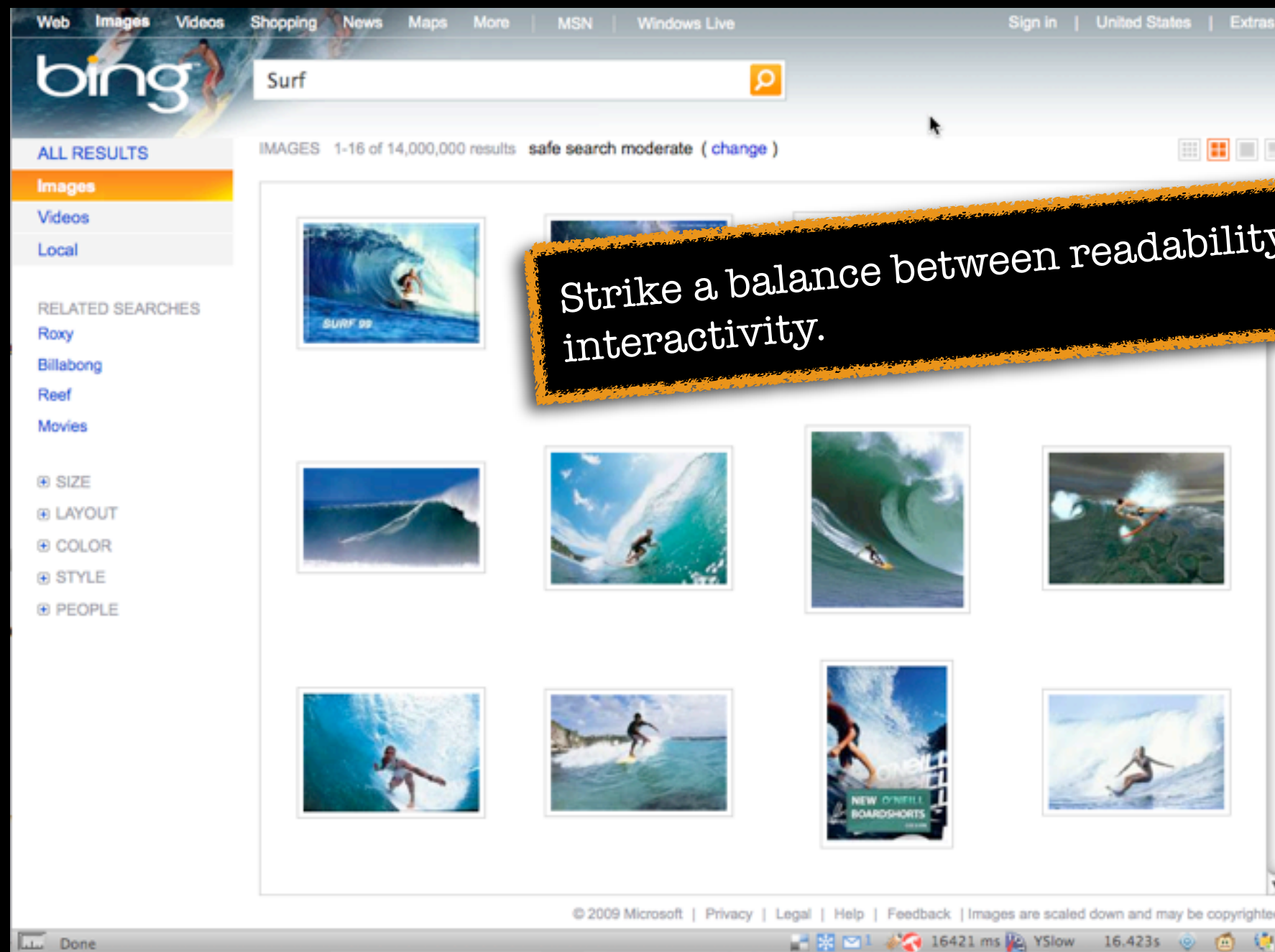
Clicks are explicit actions.
Hovers are not.

Distracting Moments



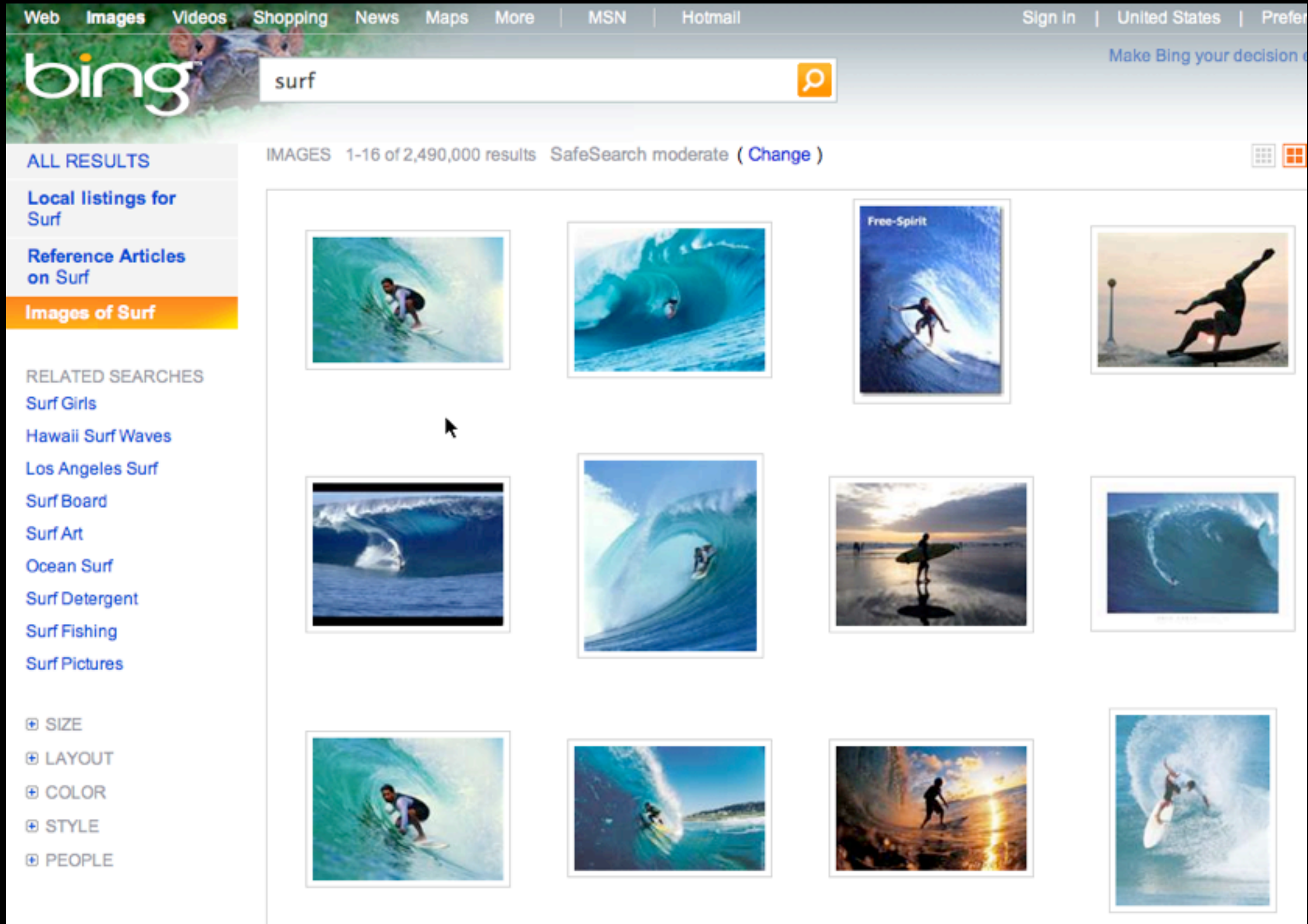
contextual tool overlay. bing.com

Distracting Moments

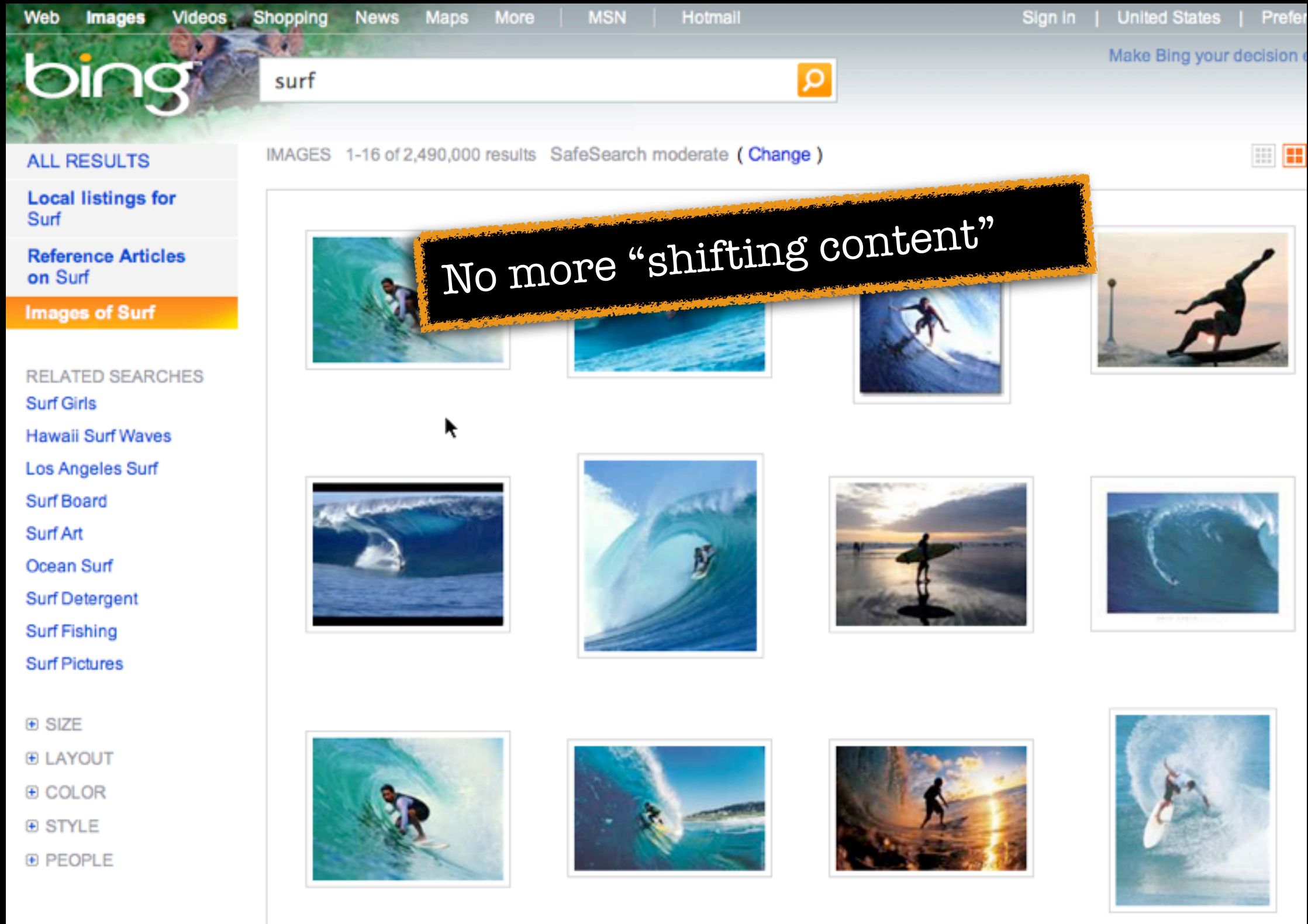


contextual tool overlay. bing.com

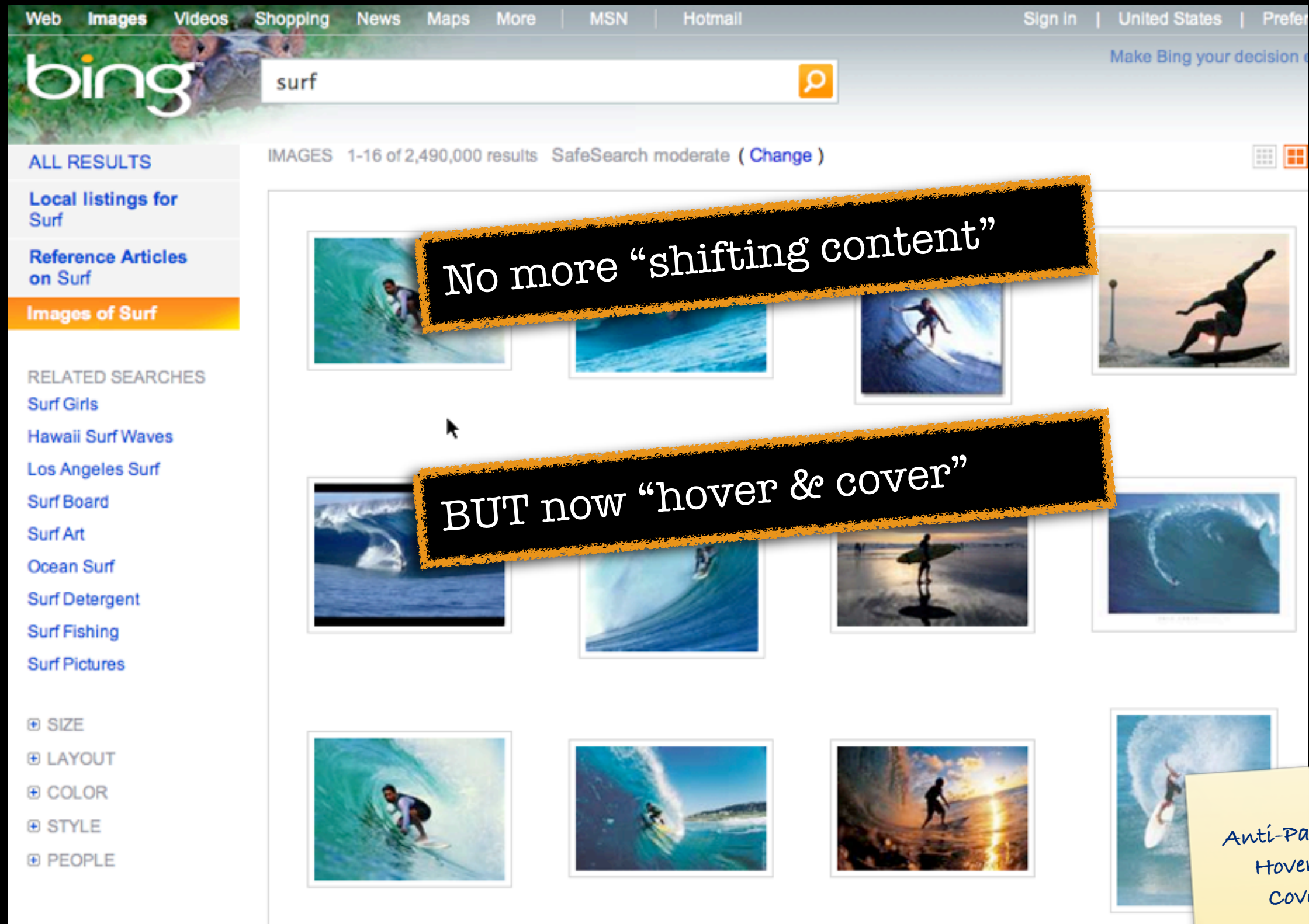
Bing Refactored



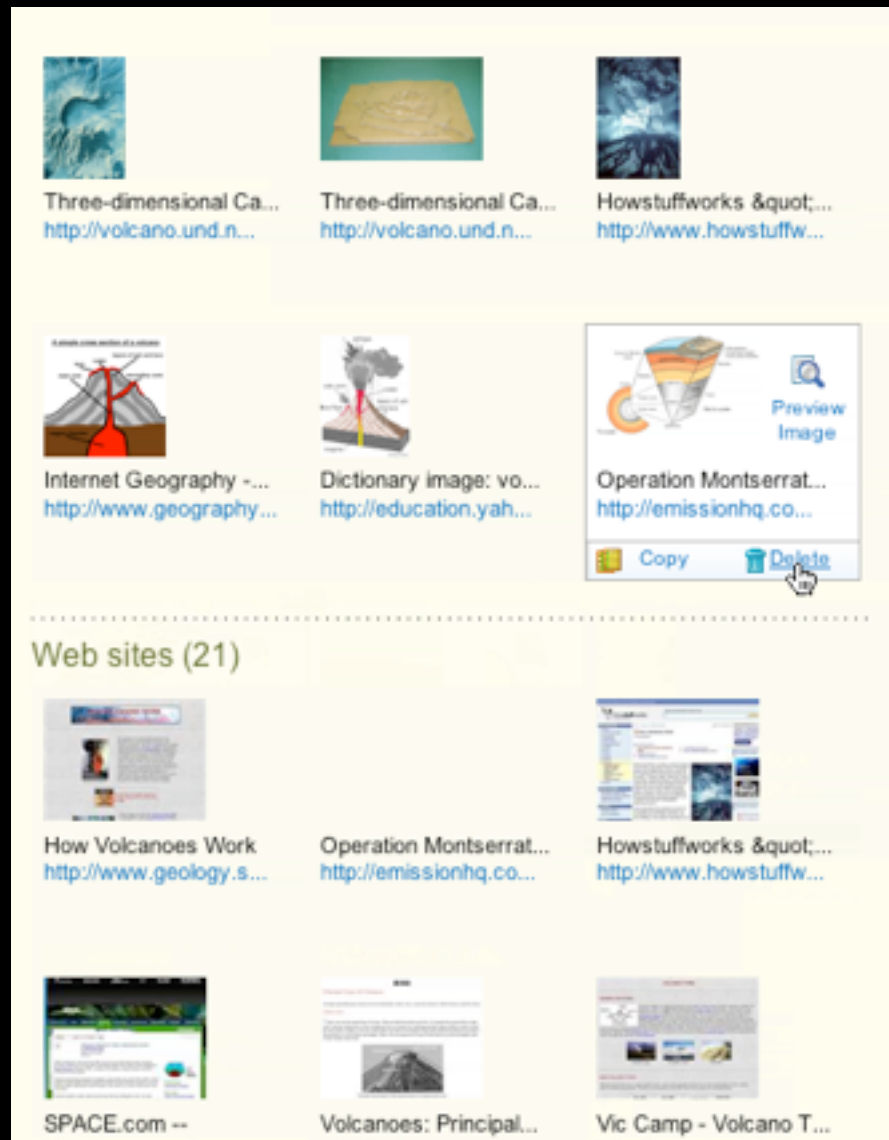
Bing Refactored



Bing Refactored

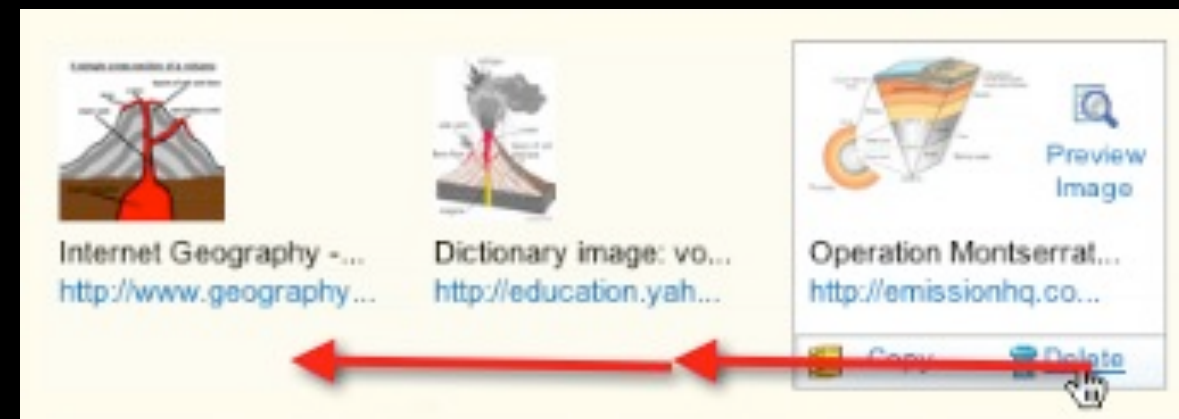
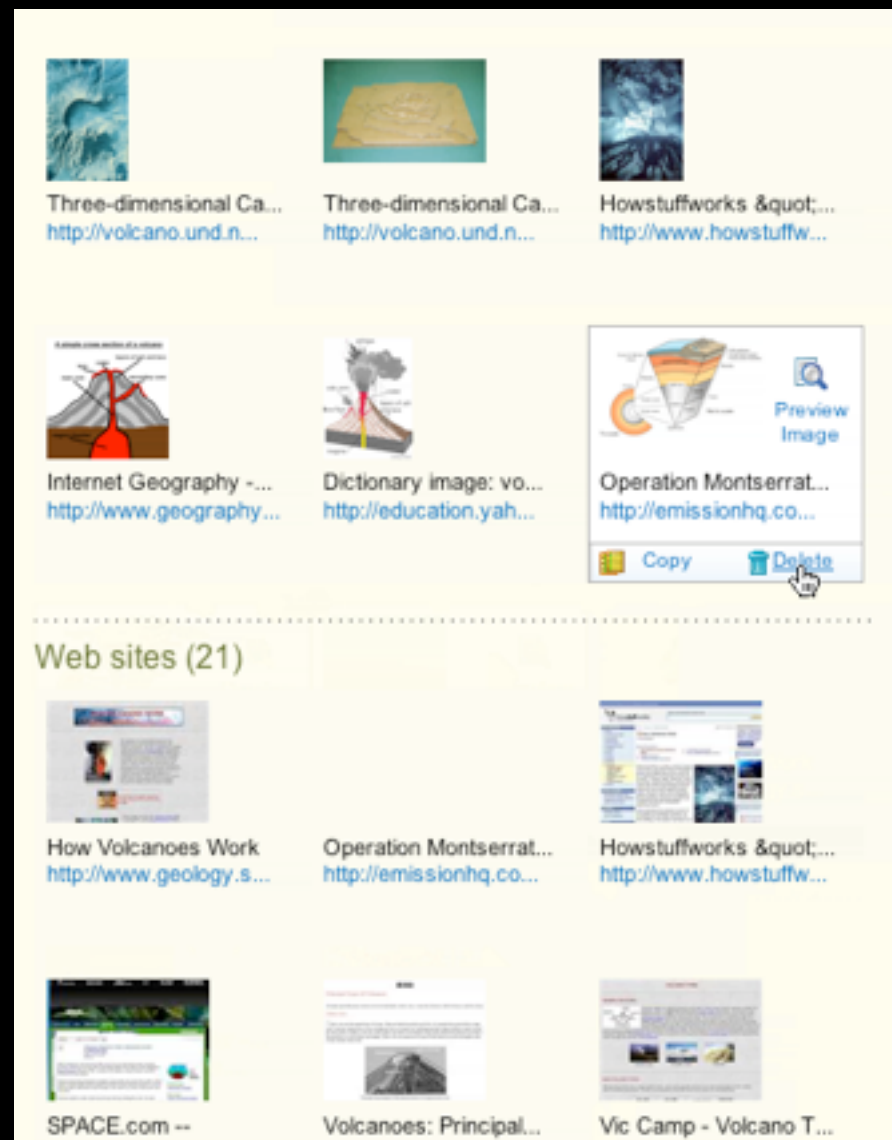


Refactoring Distracting Moments



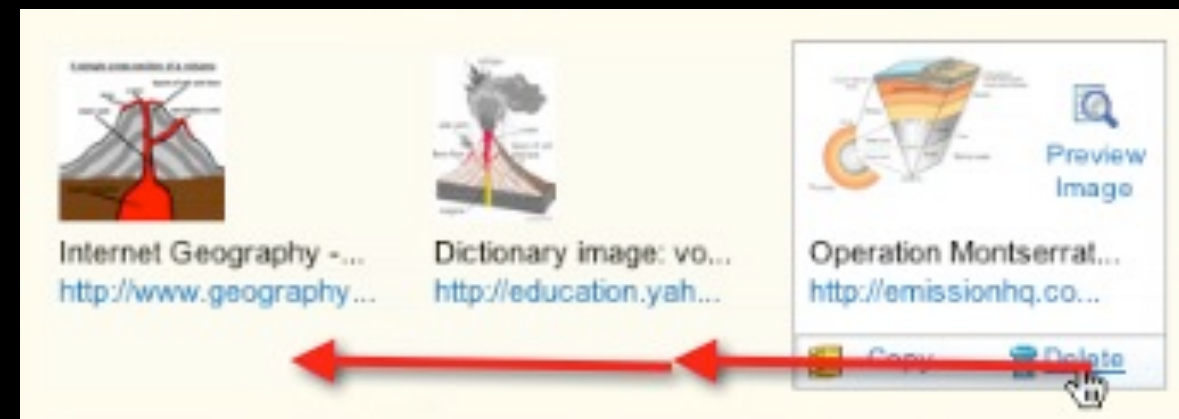
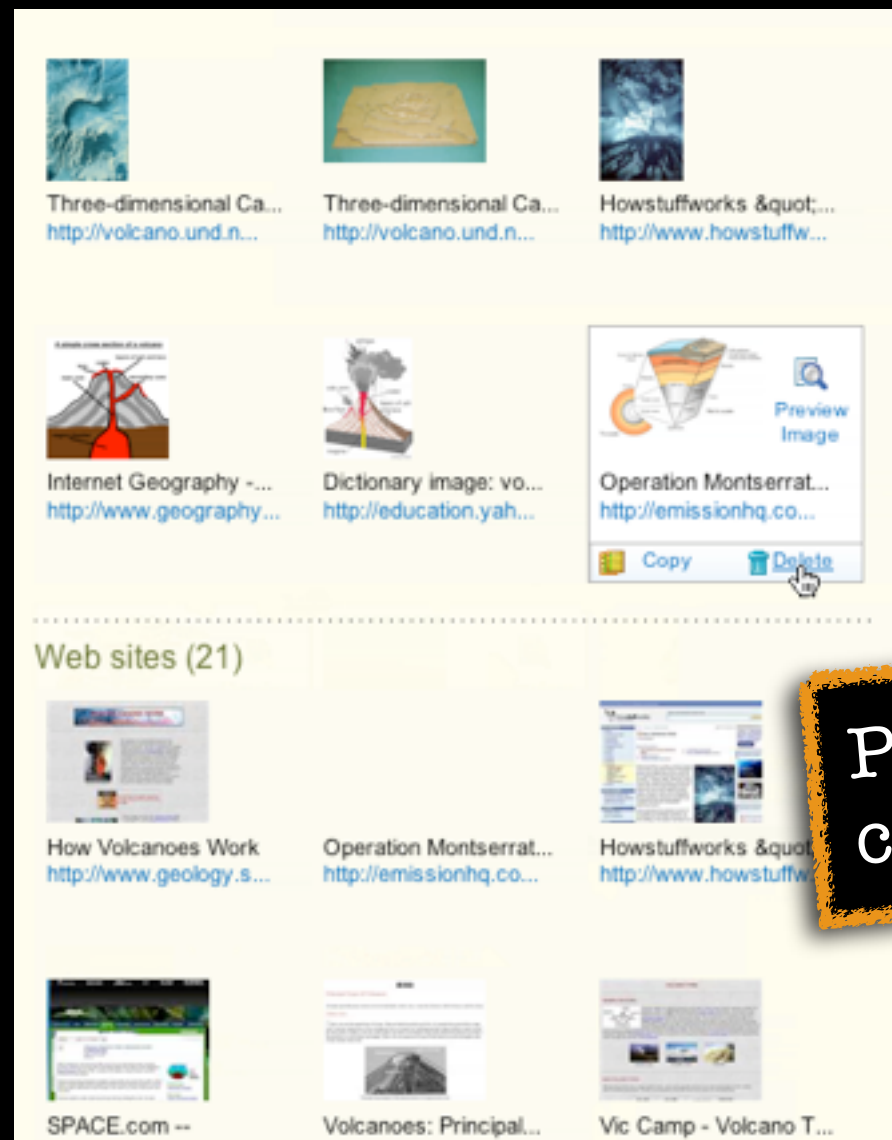
hover & cover resolved. y! teachers

Refactoring Distracting Moments



hover & cover resolved. y! teachers

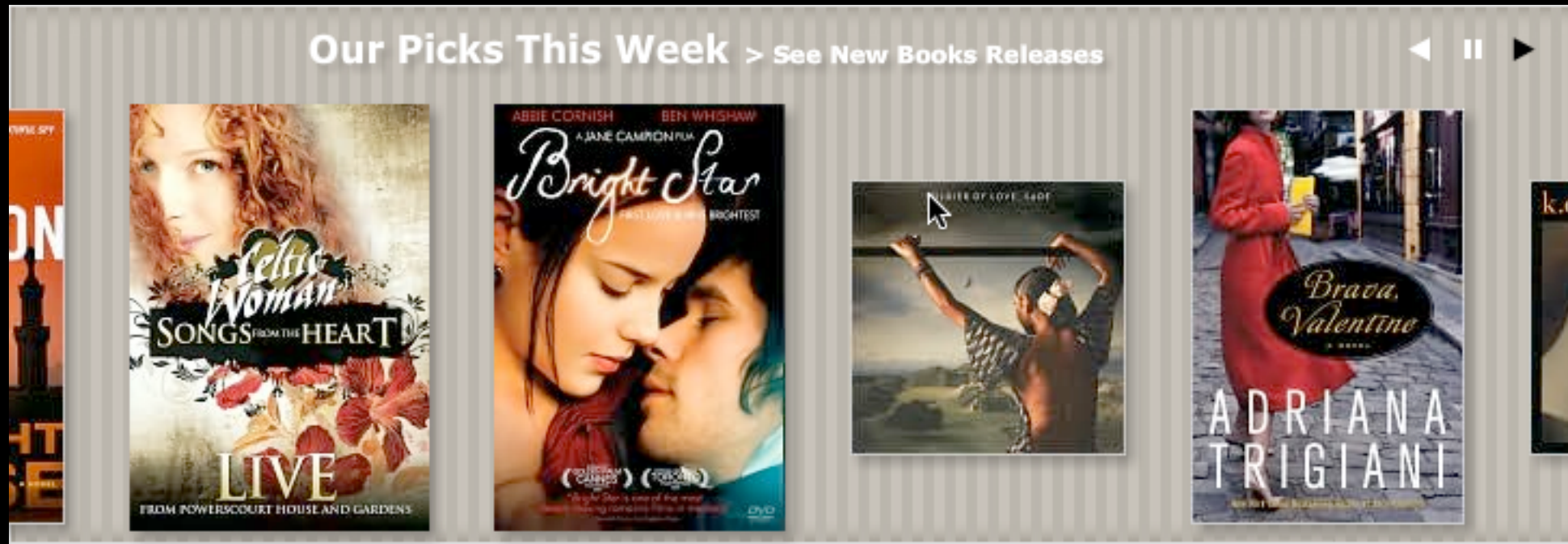
Refactoring Distracting Moments



Provide breathing room for contextual tools.

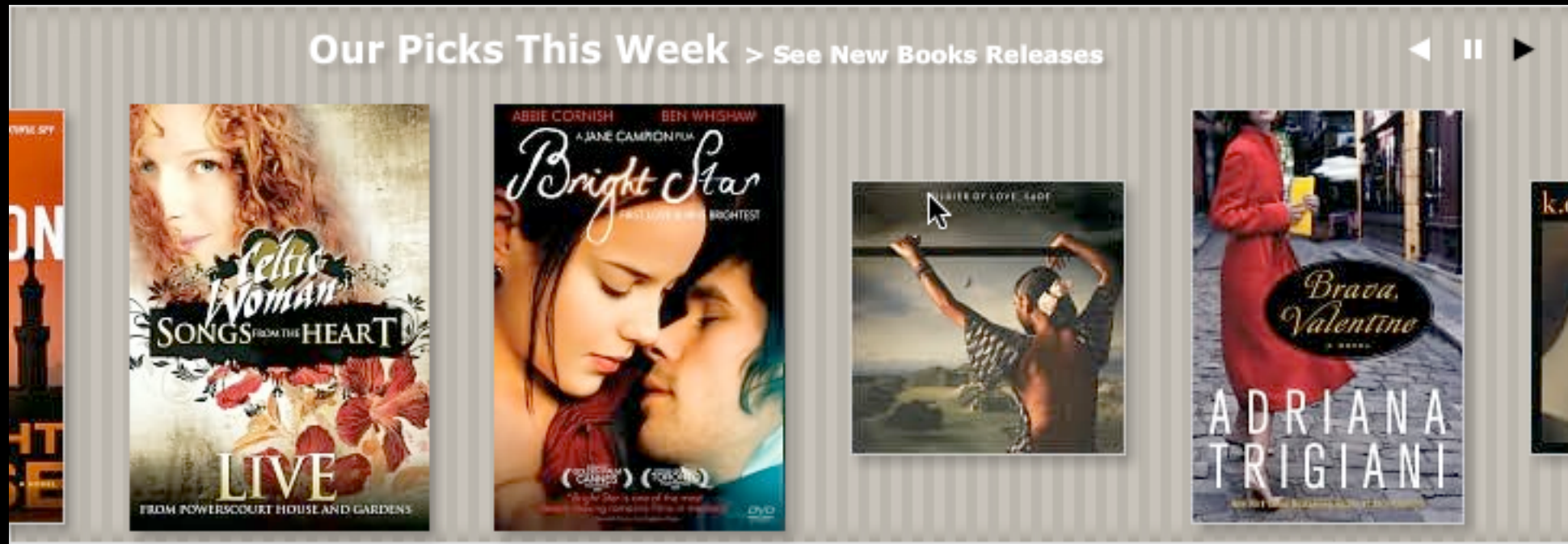
hover & cover resolved. y! teachers

Delicate Balance Broken



barnes and nobles

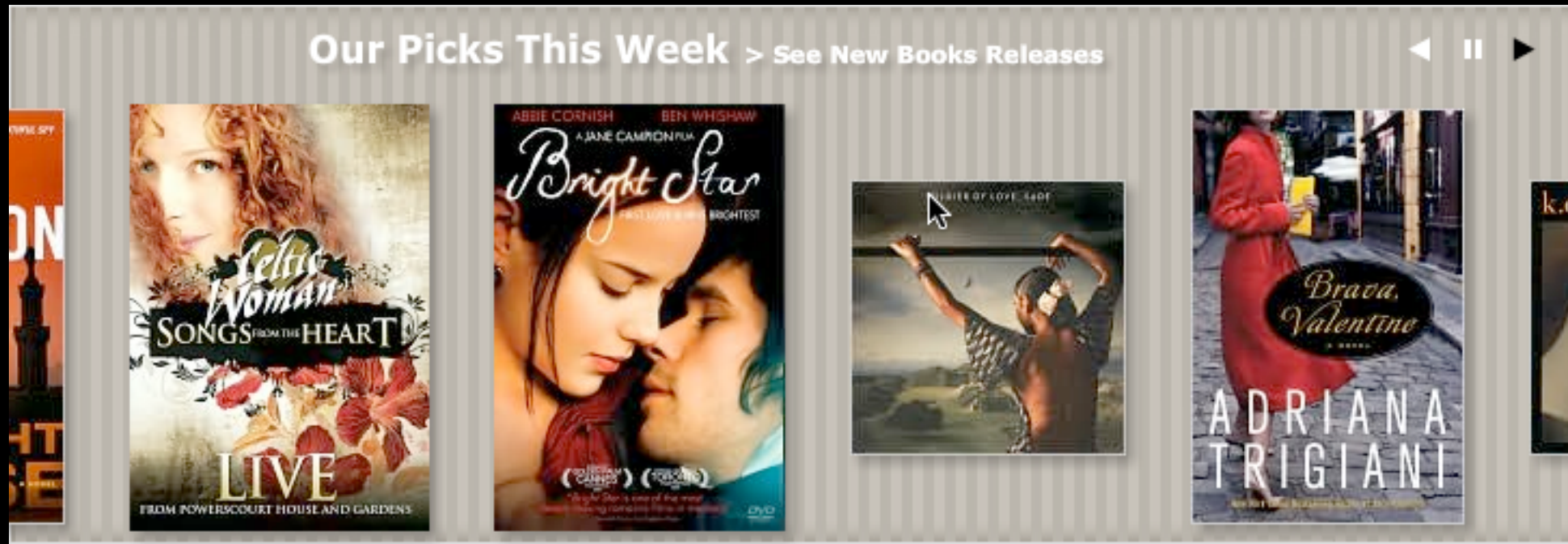
Delicate Balance Broken



barnes and nobles

Anti-Pattern
Hover &
cover

Delicate Balance Broken

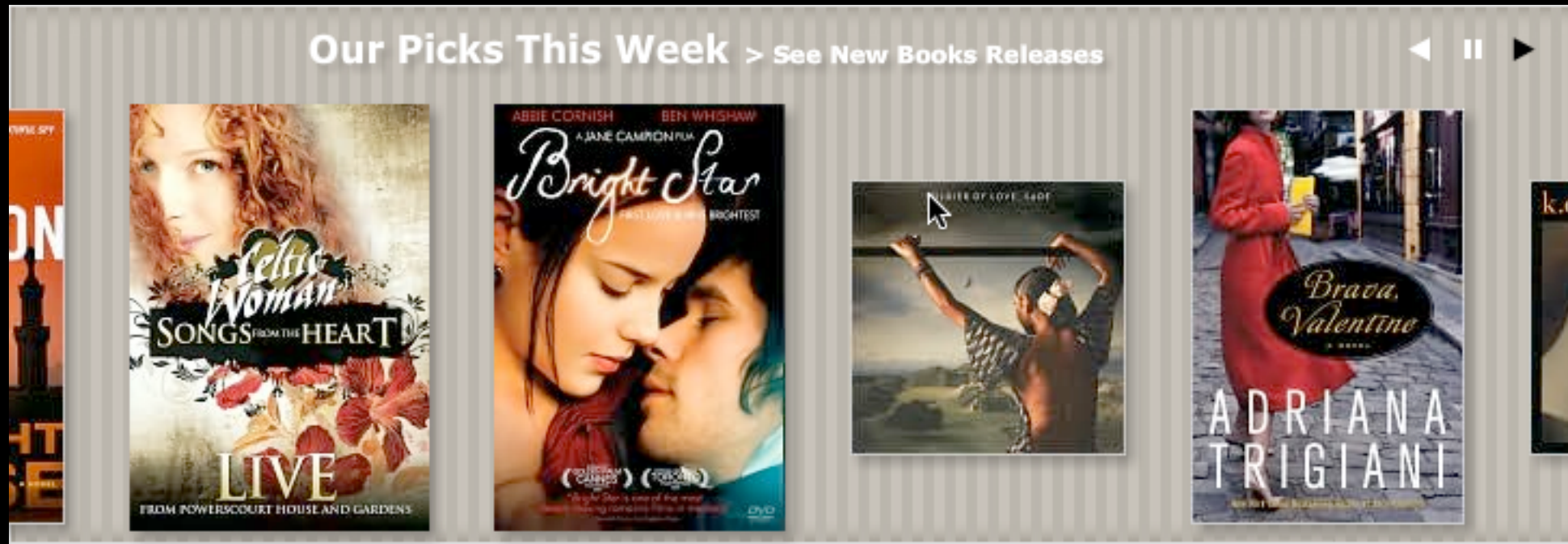


barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Delicate Balance Broken



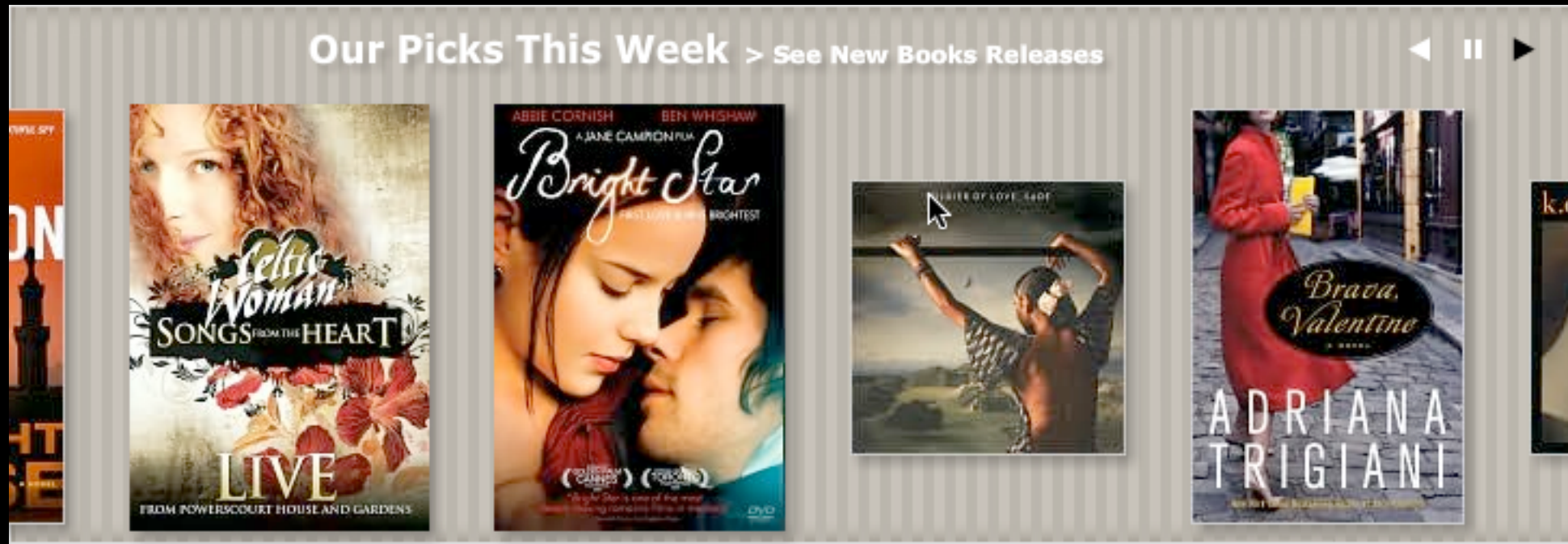
barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Anti-Pattern
Mouse
Trap

Delicate Balance Broken



barnes and nobles

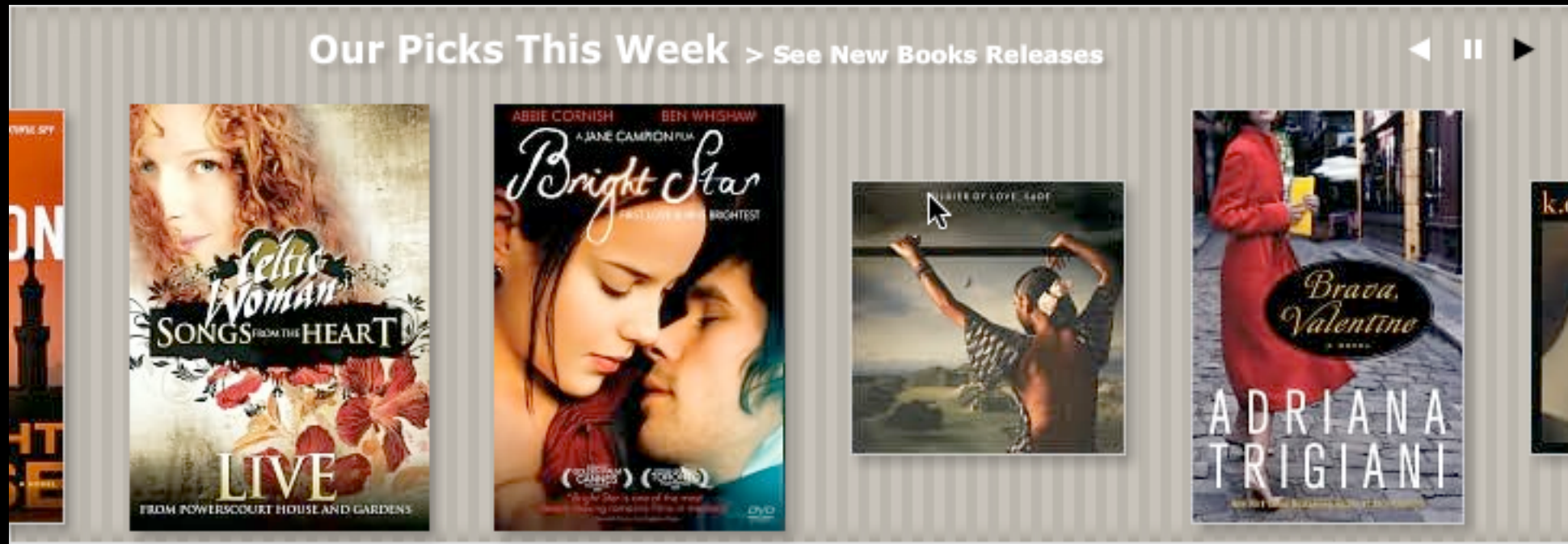
Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Anti-Pattern
Mouse
Trap

Anti-Pattern
Tiny
Target

Delicate Balance Broken



barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Anti-Pattern
Mouse
Trap

Anti-Pattern
Tiny
Target

Anti-Pattern
Novel
Notion



Maintain flow.

Exploratorium Exhibit



Spot the differences

Spot the differences



Now try again...

Now try again...



Now try again...

Keep the moments within the page.



Keeping Context



Keeping Context



Overlays Capture Moments



Overlays Capture Moments

The image displays two screenshots of the Netflix website interface, illustrating how overlays capture user moments. The left screenshot shows the 'Movies For You' section with a 'Rate Your Recent Return' overlay. The right screenshot shows the 'Other Movies You Might Enjoy' section with a 'Back to: Night at the Museum' overlay. Red arrows indicate the flow of user interaction between these elements.

Left Screenshot: Netflix Home Page

- Header:** Netflix logo, user account links (Bill Scott, Your Account, Buy/Redeem Gift, Help).
- Navigation:** Browse DVDs, Browse Instant, Your Queue, Movies You'll Like, Friends & Community, DVD Sale \$5.99.
- Section: Movies For You**
 - Text: "Bill, the following movies were chosen based on your interest in: Pirates of the Caribbean: At World's End, Best in Show, The Wire: Season 1 (5-Disc Series)"
 - Movie Card: Night at the Museum**
 - Image: Ben Stiller as Larry Daley
 - Text: "Chaos reigns at the natural history museum... and night watchman Larry Daley (Ben Stiller) accidentally stirs up an ancient curse, awakening Asla the ... Read More"
 - Buttons: Add, Read More
 - Movie Card: Waiting for Guffman**
 - Image: Christopher Guest
 - Text: "Community theater gets spit-roasted in this blistering mockumentary written by (and starring) Christopher Guest, who plays the ultratray Corky St. ... Read More"
 - Buttons: Add, Read More
- Section: Rate Your Recent Return**
 - Text: "You have 1390 Suggestions from 398 ratings"
 - Text: "RATE TO REVEAL... 2 MOVIES YOU'LL LOVE"
 - Buttons: Add, Not Interested
- Section: OTHER MOVIES YOU MIGHT ENJOY**
 - Movie Cards: Hard Candy, Goodnight Mister Tom, The Boondock Saints
- Section: BROWSE**
 - Favorite Genres: Action & Adventure, Classics, Comedy, Documentary, Drama, Sci-Fi & Fantasy, Thrillers
 - Other Genres: All Genres, Anime & Animation, Blu-ray, Children & Family, Faith & Spirituality, Foreign, Gay & Lesbian, HD DVD, Independent, Music & Musicals, Romance, Special Interest, Sports & Fitness, Television
 - Guides:

Right Screenshot: Netflix 'Other Movies You Might Enjoy' Page

- Header:** Netflix logo, user account links (Bill Scott, Your Account, Buy/Redeem Gift, Help).
- Section: Other Movies You Might Enjoy**
 - Text: "Back to: Night at the Museum" (with Close button)
 - Movie Cards: Are We There Yet?, Yours, Mine and Ours, The Princess Diaries 2: Royal Engagement, Princess Natasha: Season 1, Miss Congeniality, RV
 - Buttons: Add, Not Interested
- Section: Also in Children & Family:**
 - Movie Cards: Home on the Range, Atlantis: The Lost Empire, Treasure Planet, Pooh's Heffalump Movie
- Section: The Pacifier**
 - Text: "The Pacifier has been added to your DVD Queue at position 114. This movie is available now. Move To Top Of My Queue"
 - Buttons: Continue Browsing, Visit your DVD Queue

Red Arrows: One arrow points from the 'Night at the Museum' movie card on the left to the 'Back to: Night at the Museum' overlay on the right. Another arrow points from the 'Rate Your Recent Return' overlay on the left to the 'Other Movies You Might Enjoy' section on the right.

Overlays Capture Moments

The image displays two screenshots of the Netflix website interface, illustrating how overlays capture user moments.

Left Screenshot (Main Page):

- Header:** Netflix logo, user account links (Bill Scott, Your Account, Buy/Redeem Gift, Help).
- Navigation:** Browse DVDs, Browse Instant, Your Queue, Movies You'll Like, Friends & Community, DVD Sale \$5.99.
- Section: Movies For You**
 - Text: "Bill, the following movies were chosen based on your interest in: Pirates of the Caribbean: At World's End, Best in Show, The Wire: Season 1 (5-Disc Series)"
 - Movie cards: **Night at the Museum** (Add), **Waiting for Guffman** (Add).
- Section: Rate Your Recent Return**
 - Text: "You have 1390 Suggestions from 398 ratings"
 - Text: "RATE TO REVEAL... 2 MOVIES YOU'LL LOVE"
 - Two large buttons labeled "1" and "2" with "Add" buttons below them.
- Section: OTHER MOVIES YOU MIGHT ENJOY**
 - Movie cards: **Hard Candy**, **Goodnight Mister Tom**, **The Boondock Saints**.
- Section: BROWSE**
 - Favorite Genres: Action & Adventure, Classics, Comedy, Documentary, Drama, Sci-Fi & Fantasy, Thrillers.
 - Other Genres: All Genres, Anime & Animation, Blu-ray, Children & Family, Faith & Spirituality, Foreign, Gay & Lesbian, HD DVD, Independent, Music & Musicals, Romance, Special Interest, Sports & Fitness, Television.

Right Screenshot (Overlay Page):

- Header:** Netflix logo, user account links.
- Section: Other Movies You Might Enjoy**
 - Movie cards: **Adams Family Values**, **Wild Hogs**, **The Addams Family**, **Failure to Launch**, **Monster-in-Law**, **Big Trouble**.
- Section: Also in Comedy:**
 - Movie cards: **The School of Rock**, **Evan Almighty**, **Freaky Friday**, **New York Minute**.

Overlays and Annotations:

- Left Overlay:** "Back to: Confessions of a Superhero" with a "Close" button.
- Right Overlay:** "Back to: The Pacific" with a "Close" button.
- Red Arrows:** Indicate the user's journey from the "Rate Your Recent Return" section on the left to the "Other Movies You Might Enjoy" section on the right.

Overlays Capture Moments

← Back to: Confessions of a Superhero Close

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

Browse DVDs Browse Instant Your Queue Movies You'll Like Friends & Community DVD Sale \$5.99

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

Movies For You

Bill, the following movies were chosen based on your interest in: [Pirates of the Caribbean: At World's End](#) [Best in Show](#) [The Wire: Season 1 \(5-Disc Series\)](#)

Rate Your Recent Return

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

1 2

(click the stars)

OTHER MOVIES YOU MIGHT ENJOY

[Night at the Museum](#)
Chaos reigns at the natural history museum...
[Add](#)

[Waiting for Guffman](#)
Community theater gets spit-roasted in this blistering mockumentary written by (and starring) Christopher Guest, who plays the ultrafly Corky St...
[Add](#)

[Hard Candy](#)
[Add](#)

[Goodnight Mister Tom](#)
[Add](#)

[The Boondock Saints](#)
[Add](#)

BROWSE

Favorite Genres: [Edit](#)

- Action & Adventure
- Classics
- Comedy
- Documentary
- Drama
- Sci-Fi & Fantasy
- Thrillers

Other Genres:

- All Genres
- Anime & Animation
- Blu-ray
- Children & Family
- Faith & Spirituality
- Foreign
- Gay & Lesbian
- HD DVD
- Independent
- Music & Musicals
- Romance
- Special Interest
- Sports & Fitness
- Television

Guides:

Other Movies You Might Enjoy

[Rumor Has It](#)
[Add](#)

[Monster-in-Law](#)
[Add](#)

[Failure to Launch](#)
Failure to Launch has been added to your DVD Queue at position 116.
This movie is available now.
[Move To Top Of My Queue](#)

Other Available Formats:
HD DVD and Blu-ray

[Continue Browsing](#) [Visit your DVD Queue](#)

[How to Lose a Guy in 10 Days](#)
[Add](#) [Play](#)

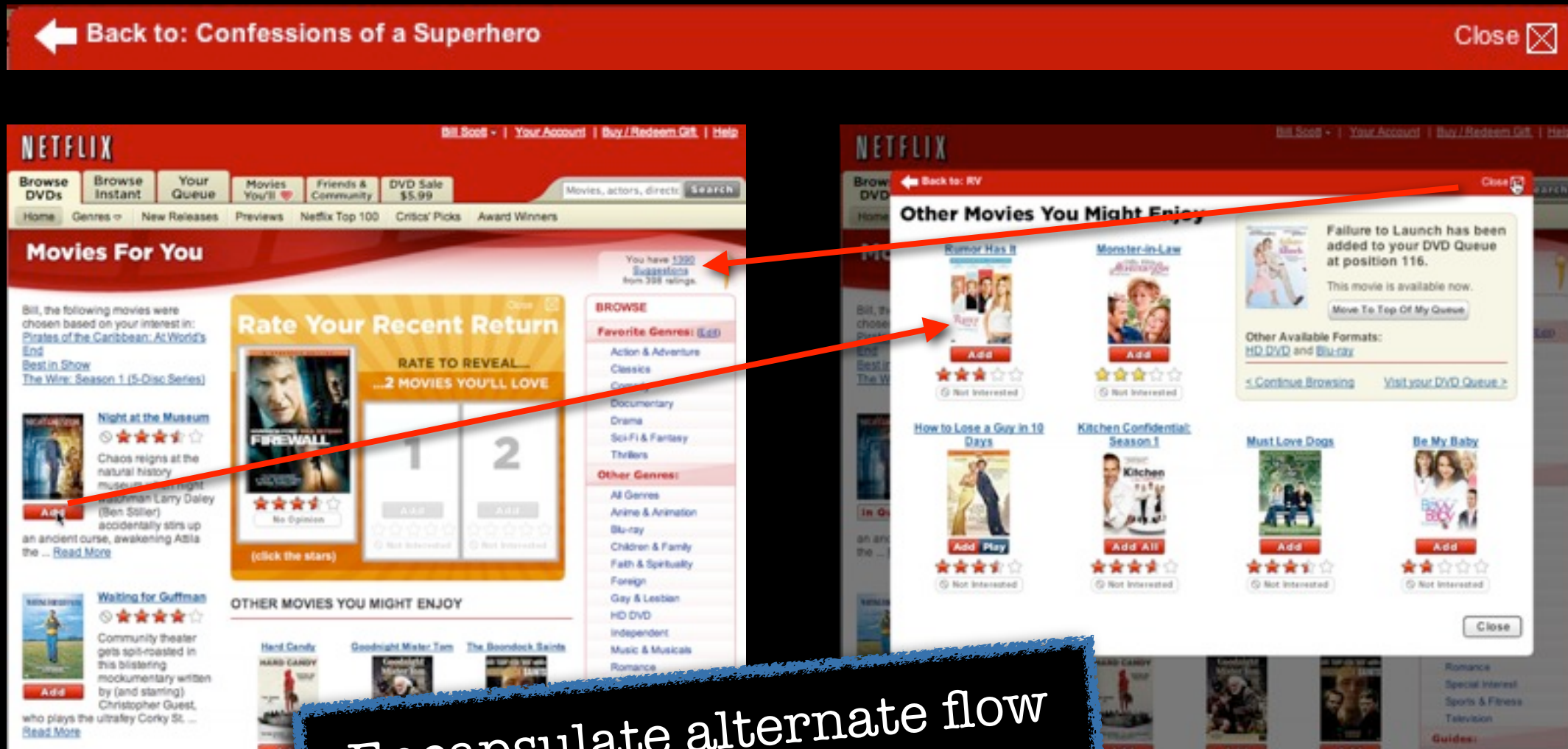
[Kitchen Confidential: Season 1](#)
[Add All](#)

[Must Love Dogs](#)
[Add](#)

[Be My Baby](#)
[Add](#)

[Close](#)

Overlays Capture Moments



Interrupting Moments

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

[Home](#) [Prints & Gifts](#) [View Cart](#) [Settings](#) [Help](#)

[+ 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.



Interrupting Moments

The image is a screenshot of the Yahoo! Photos website. At the top, the 'YAHOO! PHOTOS' logo is on the left, and a welcome message 'Welcome, b.scott' with links for '[Sign Out]' and '[My Account]' is on the right. Below the logo is a navigation bar with icons and labels for 'Home', 'Prints & Gifts', 'View Cart', 'Settings', and 'Help'. A search bar labeled 'Search My Tags' is on the far right. The main content area is titled 'All My Photos' and features a sidebar on the left with links to 'Upload Photos', 'All My Photos', 'My Albums' (with a sub-link 'Paris06'), 'My Tags', and 'My Friends' Photos'. The main grid displays six photos of the Eiffel Tower. A black, torn-edge box with white text is overlaid on the top-left photo, containing the quote: "Don't stop the proceedings with idiocy." - Alan Cooper. A yellow sticky note is placed over the top-right photo, with the text: 'Anti-Pattern Idiot Box'. At the bottom left, there is a section titled 'Friendly advice for photo sharing.' with a small photo of two children.

YAHOO! PHOTOS Welcome, b.scott [Sign Out] [My Account]

Home Prints & Gifts View Cart Settings Help Search My Tags

Upload Photos All My Photos

All My Photos

My Albums Paris06

My Tags

My Friends' Photos

Sunset Underneath View from

Eiffel Pulley From Second Floor Up Eiffel Tower

Friendly advice for photo sharing.

"Don't stop the proceedings with idiocy." - Alan Cooper

Anti-Pattern Idiot Box

Look Ahead Moments

+ Showing Creative Commons-licensed content x

Sort: **Relevant** | Recent | Interesting

View: **Small** | Medium | Detail | Slideshow 



From starmist1



From Tall Chris



From 3fold



From Wes2theG09



From stephenjohnb...



From massdistract...



From FoxMulderVen



From Wes2theG09



From kajyu



From Wes2theG09



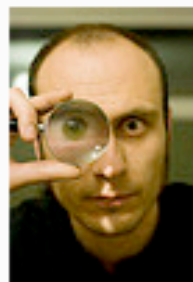
From mewroh



From Nancy~ in AZ



From IceSabre



From smileham



From Nancy~ in AZ



From zophonias



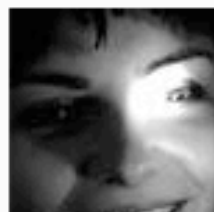
From alanwoo



From louisa_catlo...



From Torley



Groups



Poor-Man's Ma
description car
3,814 members |



Closer and Clo
45,632 members

Photographers



r9M
See related photo



seriykotik1970
See related photo

Tag Clusters



Photos with tags

Places



London, Englan
See related photo



Cardiff, Wales
See related photo

click overlay. flickr

Look Ahead Moments

+ Showing Creative Commons-licensed content x

Sort: **Relevant** | Recent | Interesting

View: **Small** | Medium | Detail | Slideshow 



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From Wes2theG09



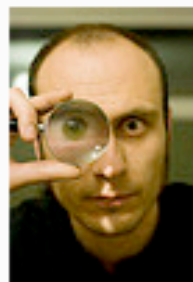
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r9M
See related photo



seriykotik1970
See related photo

Tag Clusters



Photos with tags

Places



London, Englan
See related photo



Cardiff, Wales
See related photo

click overlay. flickr

Moments in Context

What is the context of the moment?

What is the moment for you?

What is the moment for the world?

What is the moment for the future?













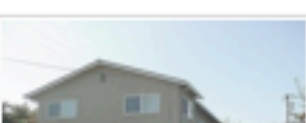
What is the moment for the past?

What is the moment for the present?

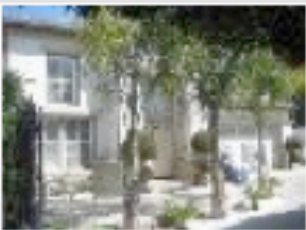
What is the moment for the future?

What is the moment for the past?

Moments in Context


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

Moments in Context




\$630,000
5 Br 4 Ba
MLS # 80919588

120 Coffeeberry Dr, San Jose, CA 95123
Single Family Home • 2952 Square




\$624,900
5 Br 4 Ba
MLS # 80921757

462 Porter Ln, San Jose, CA
Single Family Home • 3324 Square



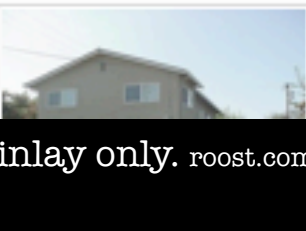
\$614,800
5 Br 4 Ba
MLS # 80916759

1708 Ewer Dr, San Jose, CA
Single Family Home • 2720 Square



NO PHOTOS
\$500,000
5 Br 4 Ba
MLS # 80913939

2924 Rock River Ct, San Jose
Single Family Home • 2312 Square



\$499,915
6 Br 4 Ba

1653 Santee Dr, San Jose, CA
Single Family Home • 2474 Square

0 chars

Select Social Network(s)

Send Now

Mentions (billwscott)



astorybeforebed
9:48am, Feb 24 from Web
@billwscott YAY! :D
[Show Conversation](#)



bookslope
6:47am, Feb 24 from TweetDeck
RT @Design_Innovate: Information Design: SpoolCast: Interesting Moments with @billwscott <http://bit.ly/9bTghf>
+ Full <http://bit.ly/2H3BJ1> +



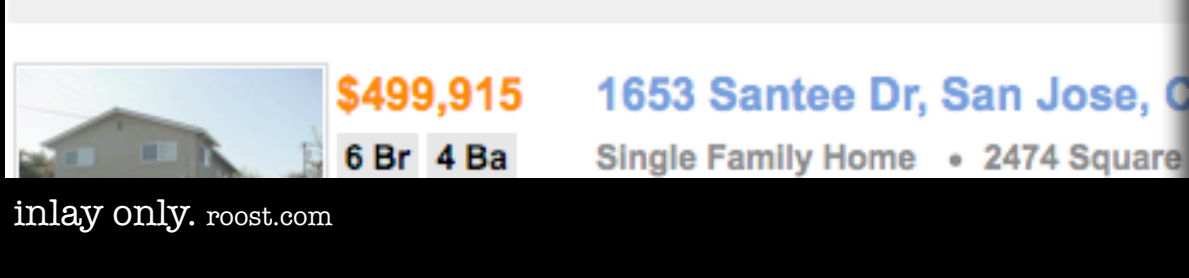
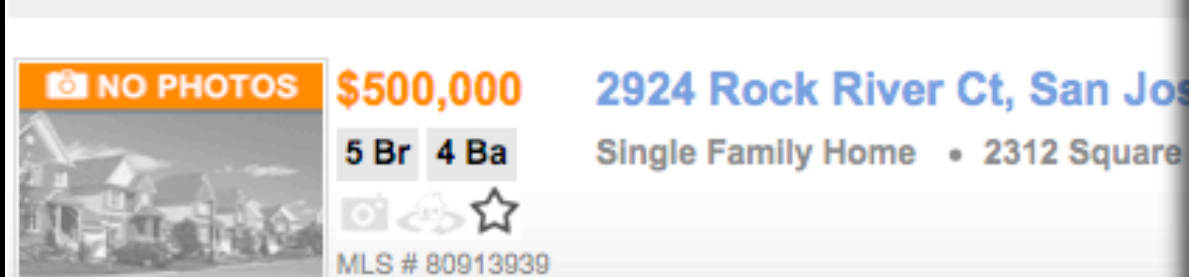

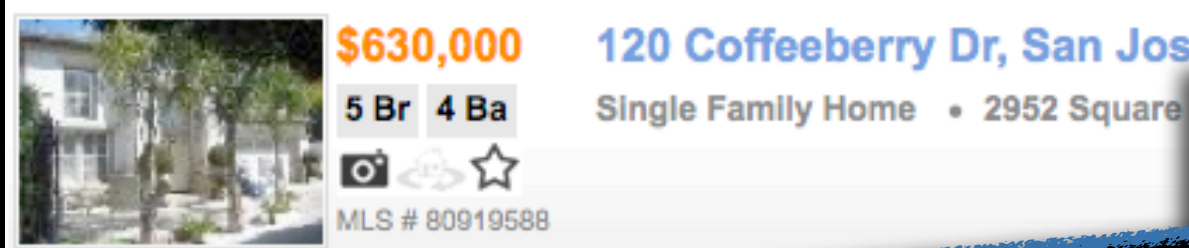
Michaelynch
5:00pm, Feb 23 from Web
@billwscott Interesting. I'm actually developing a demo for a flash game based on fishing and outdoor activity in small town Canada.
[Show Conversation](#)



mediajunkie
8:22am, Feb 23 from Tweetie
RT @UIE: Last day to save \$100 when you register for

inlay only. roost.com

Moments in Context



Use inlays for strong contextual association.

0 chars

Select Social Network(s)

Send Now

Mentions (billwscott)

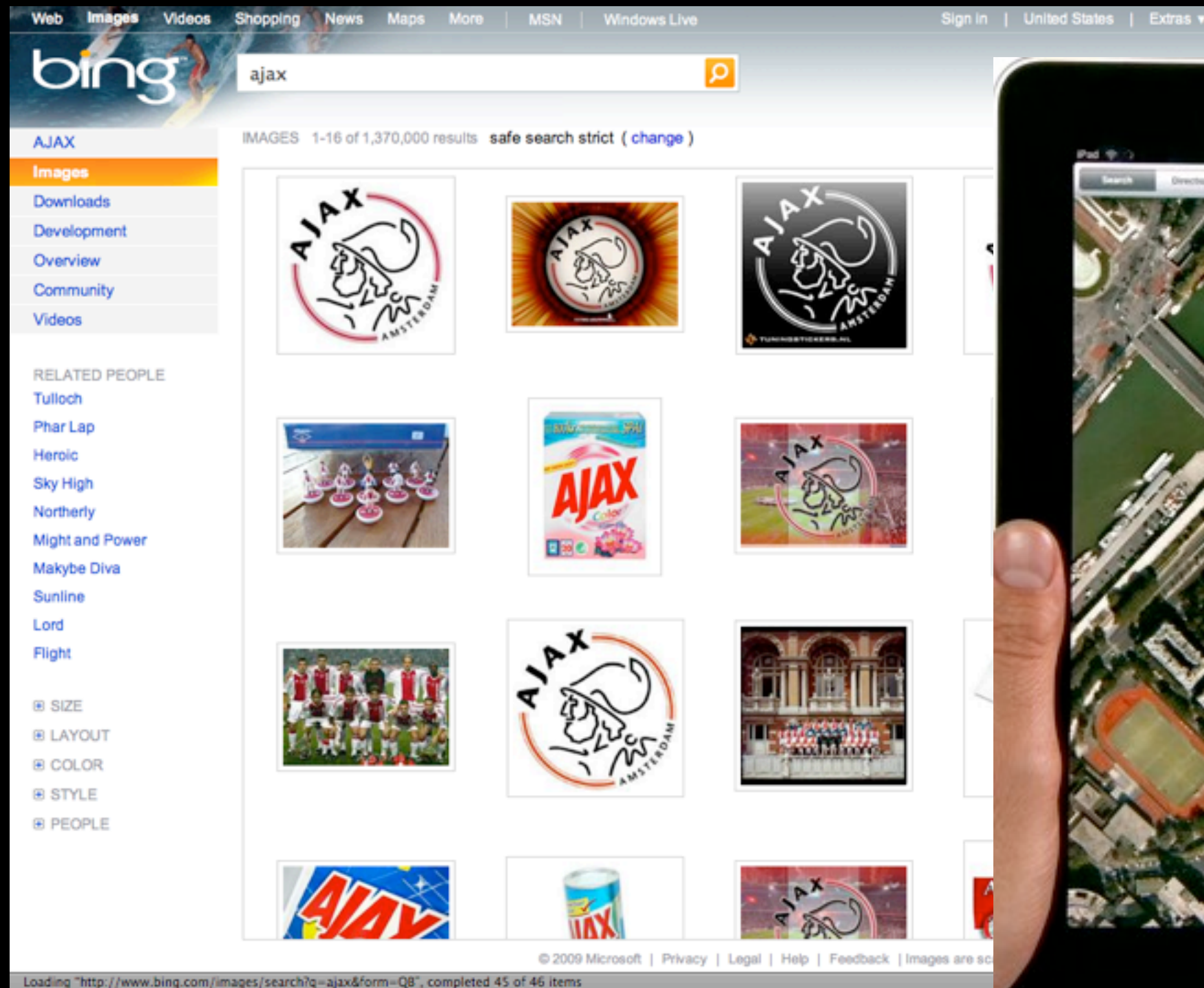
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bookslope
6:47am, Feb 24 from TweetDeck
RT @Design_Innovate: Information Design: SpoolCast: Interesting Moments with @billwscott <http://bit.ly/9bTghf>
+ Full <http://bit.ly/2H3BJ1> +

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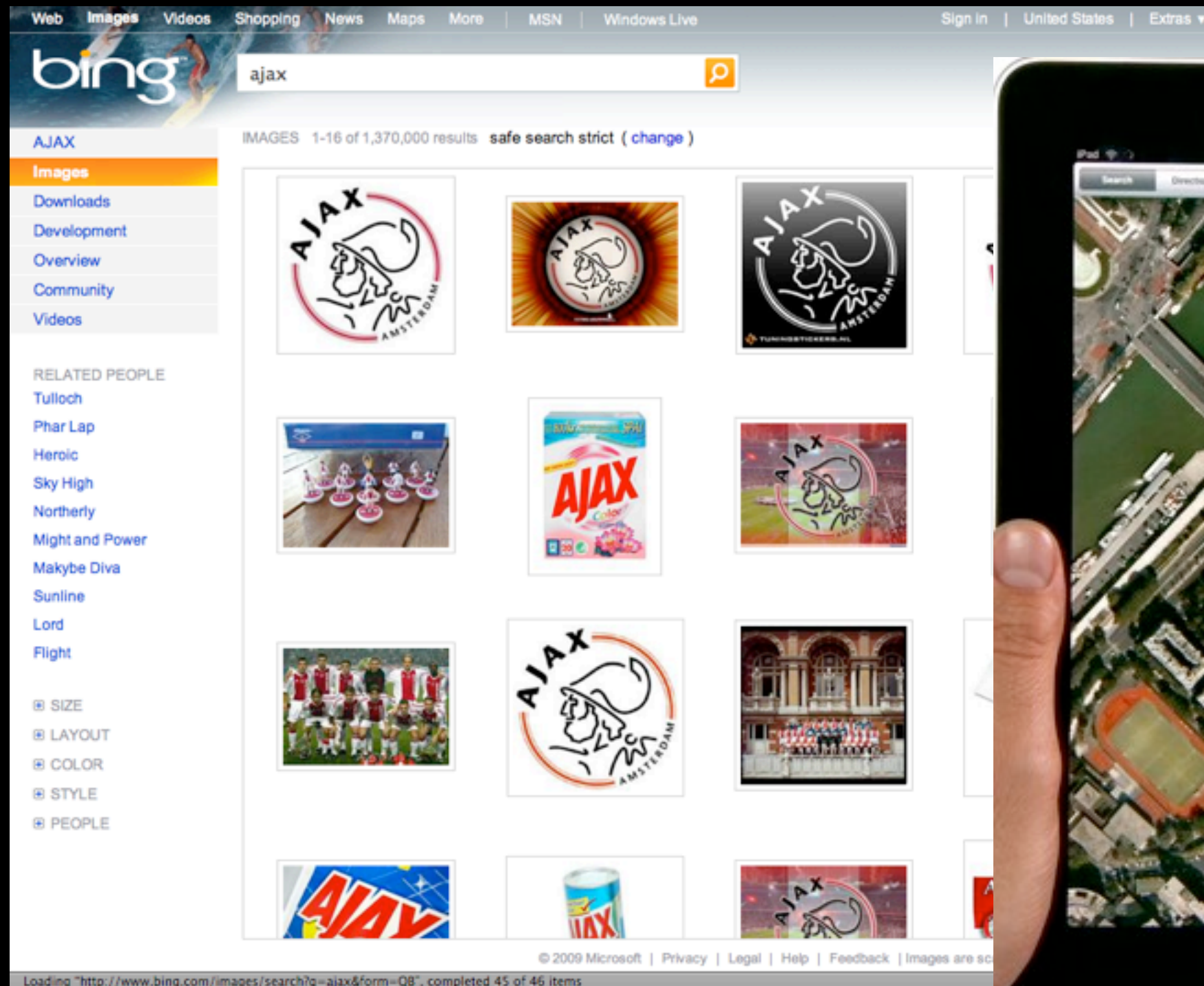
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Behind the Scenes Moments



endless scrolling. bing.com

Behind the Scenes Moments

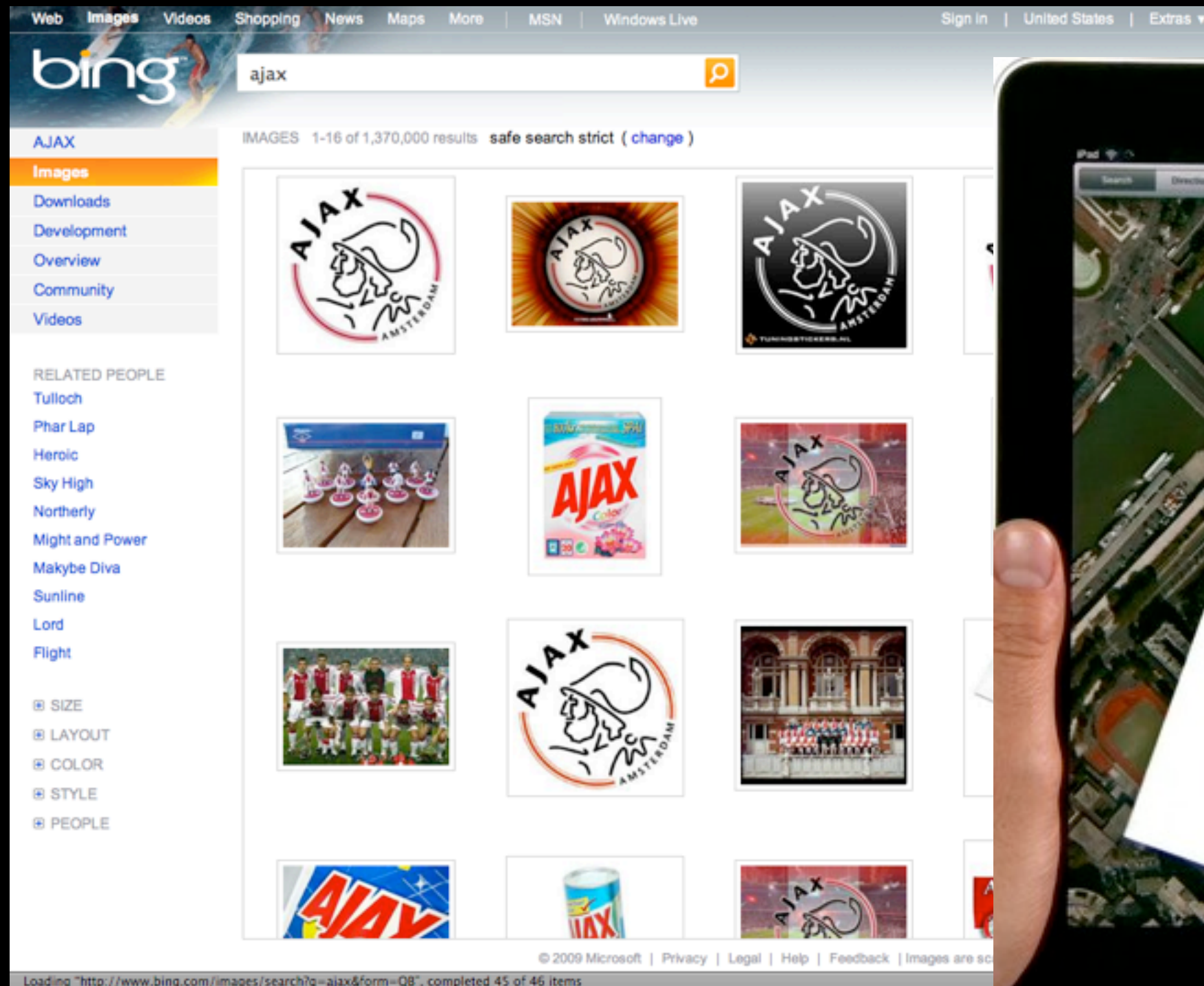


endless scrolling. bing.com



page curl. iPad Maps

Behind the Scenes Moments

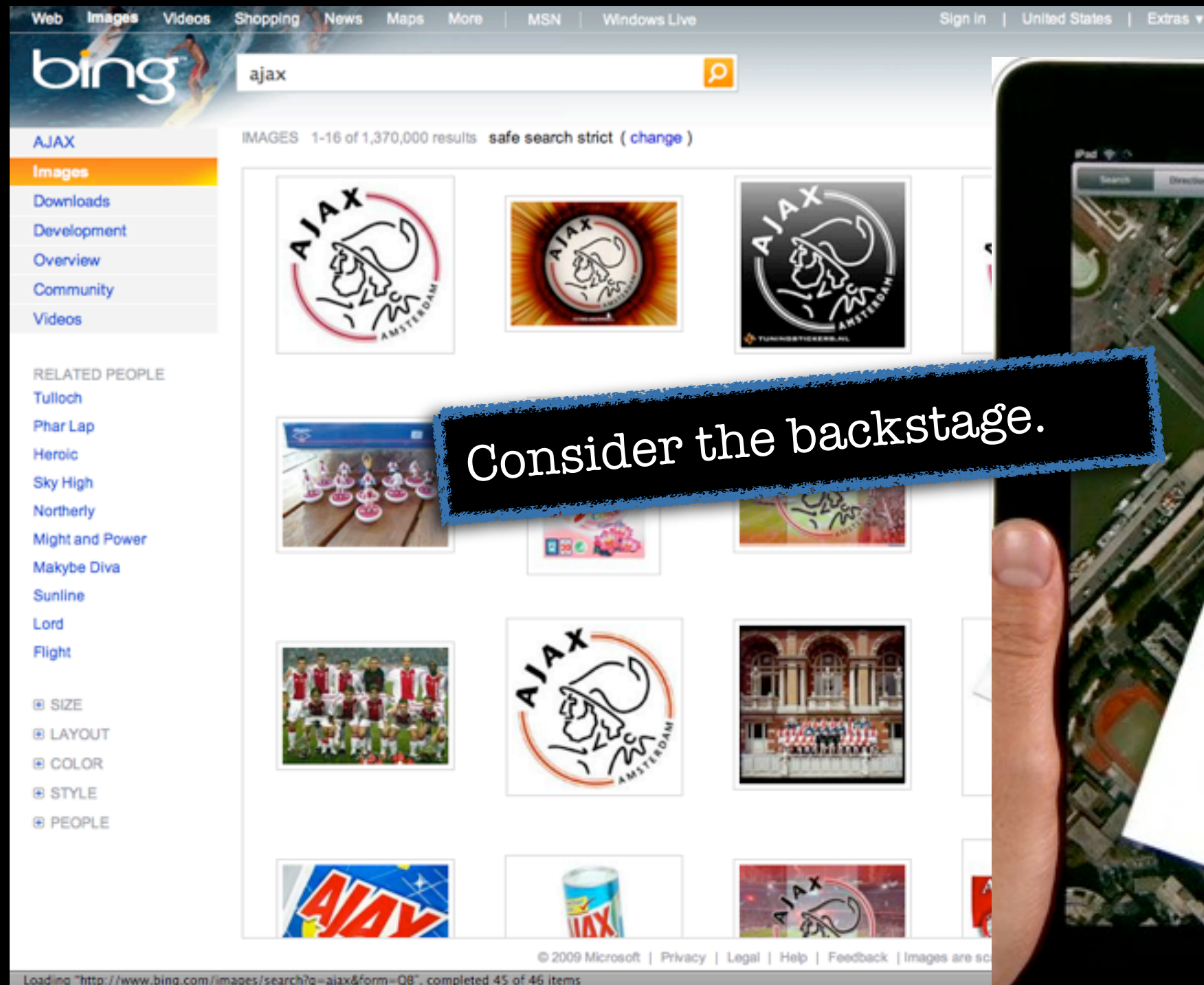


endless scrolling. bing.com



page curl. iPad Maps

Behind the Scenes Moments



endless scrolling. bing.com

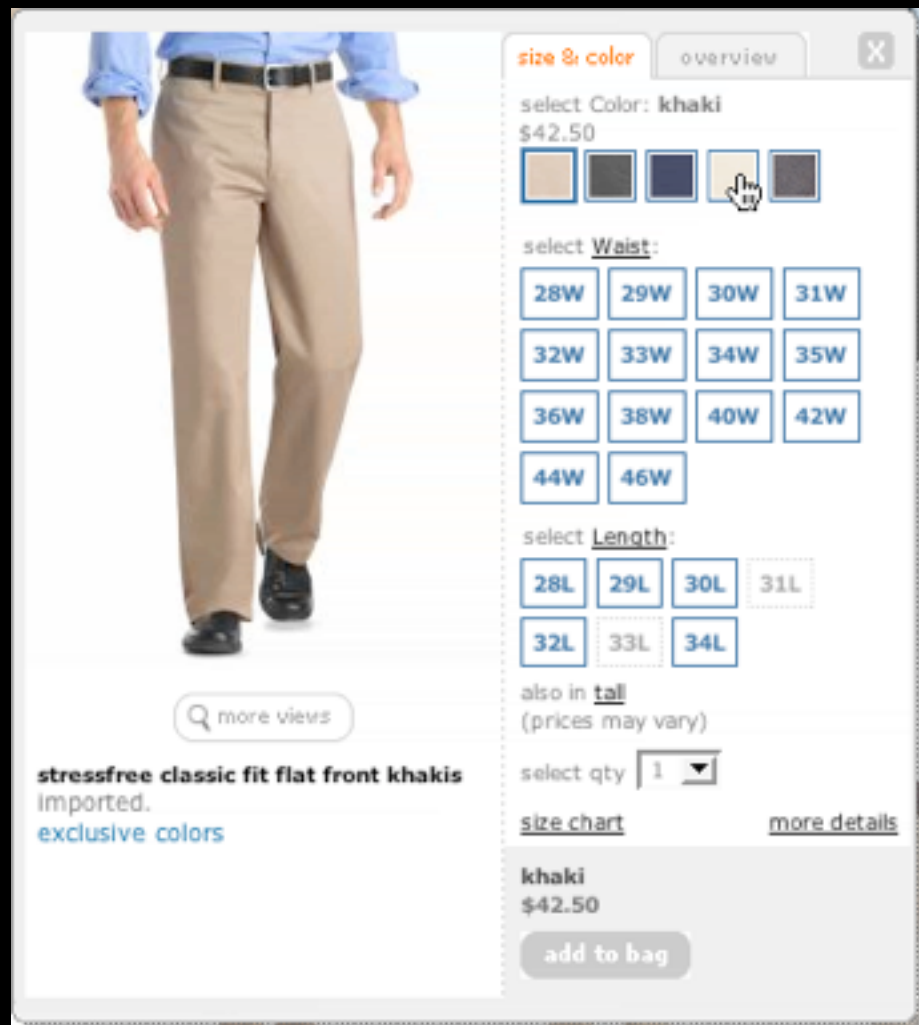


page curl. iPad Maps

Moments in a Flow



Moments in a Flow

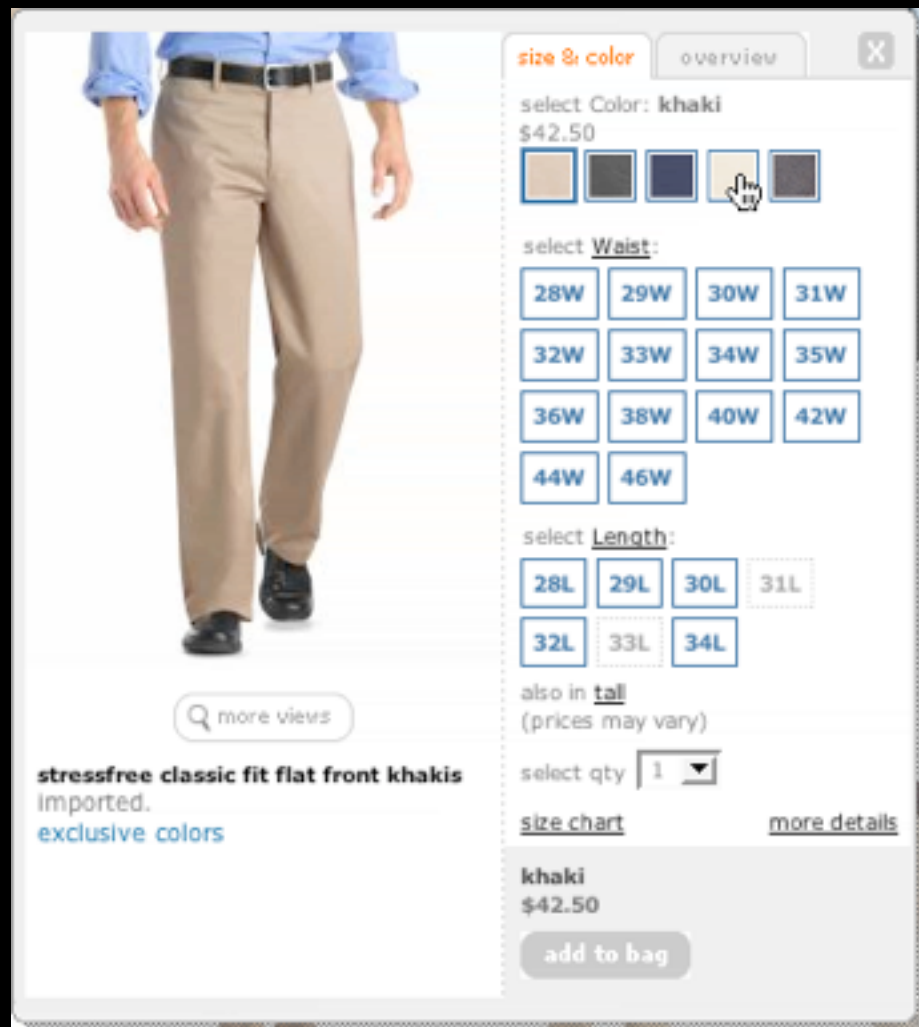


the gap. inline assistant

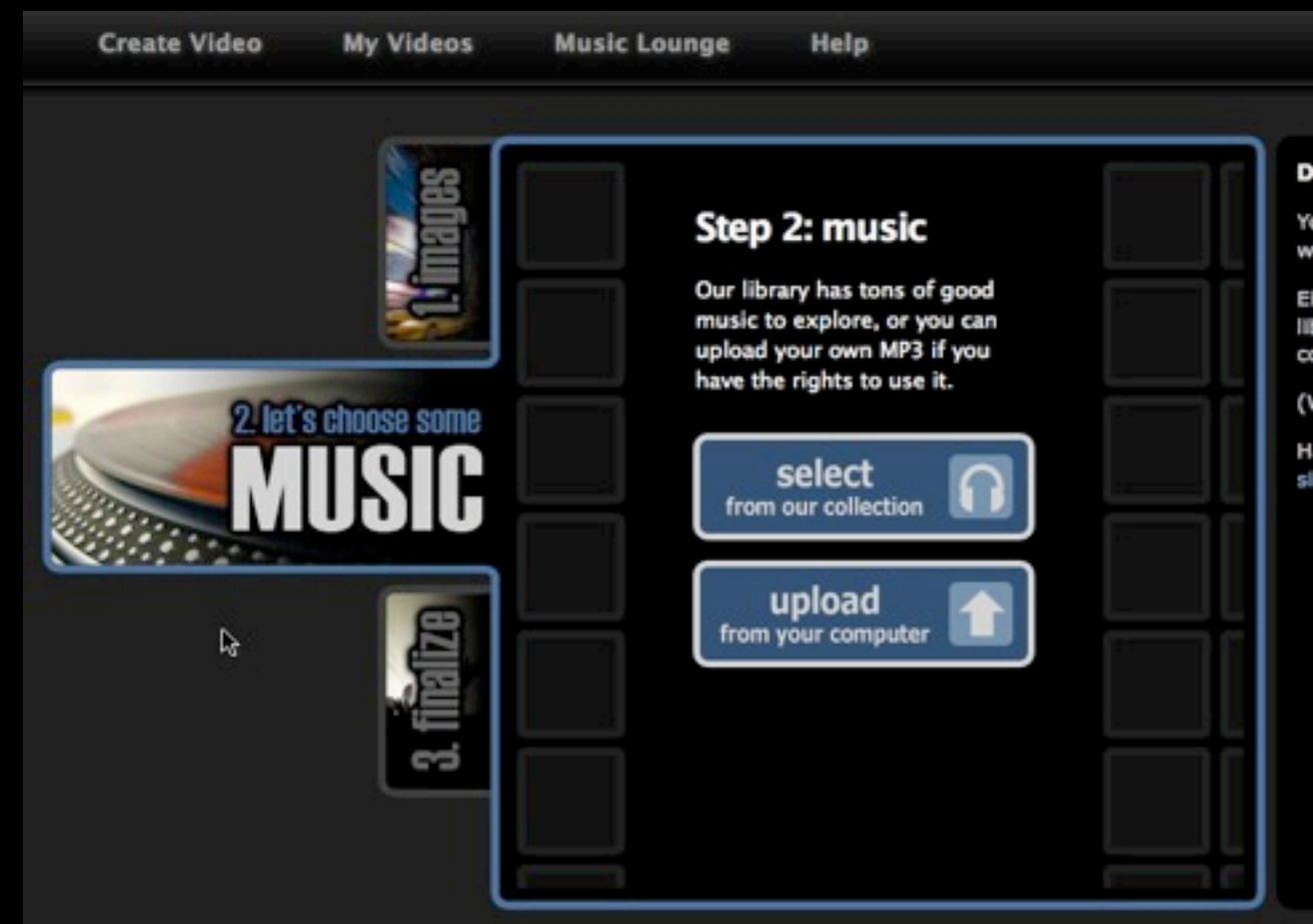


animoto. create a video

Moments in a Flow

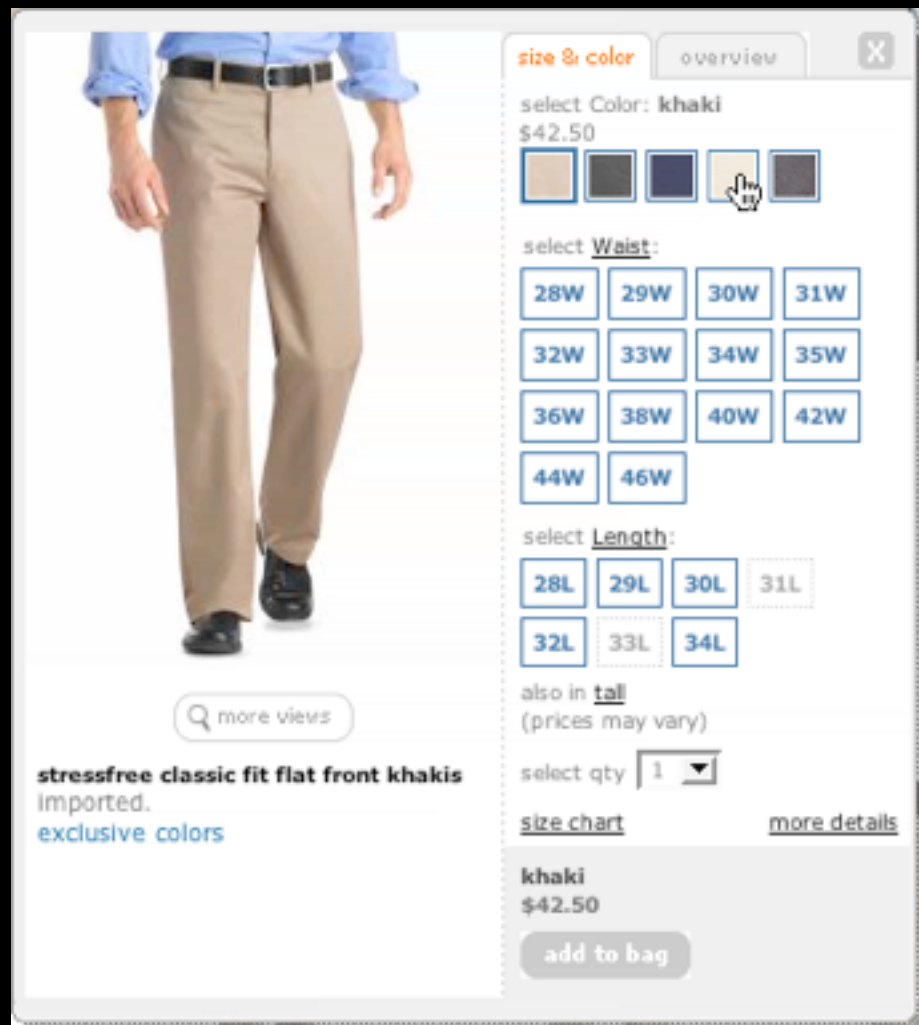


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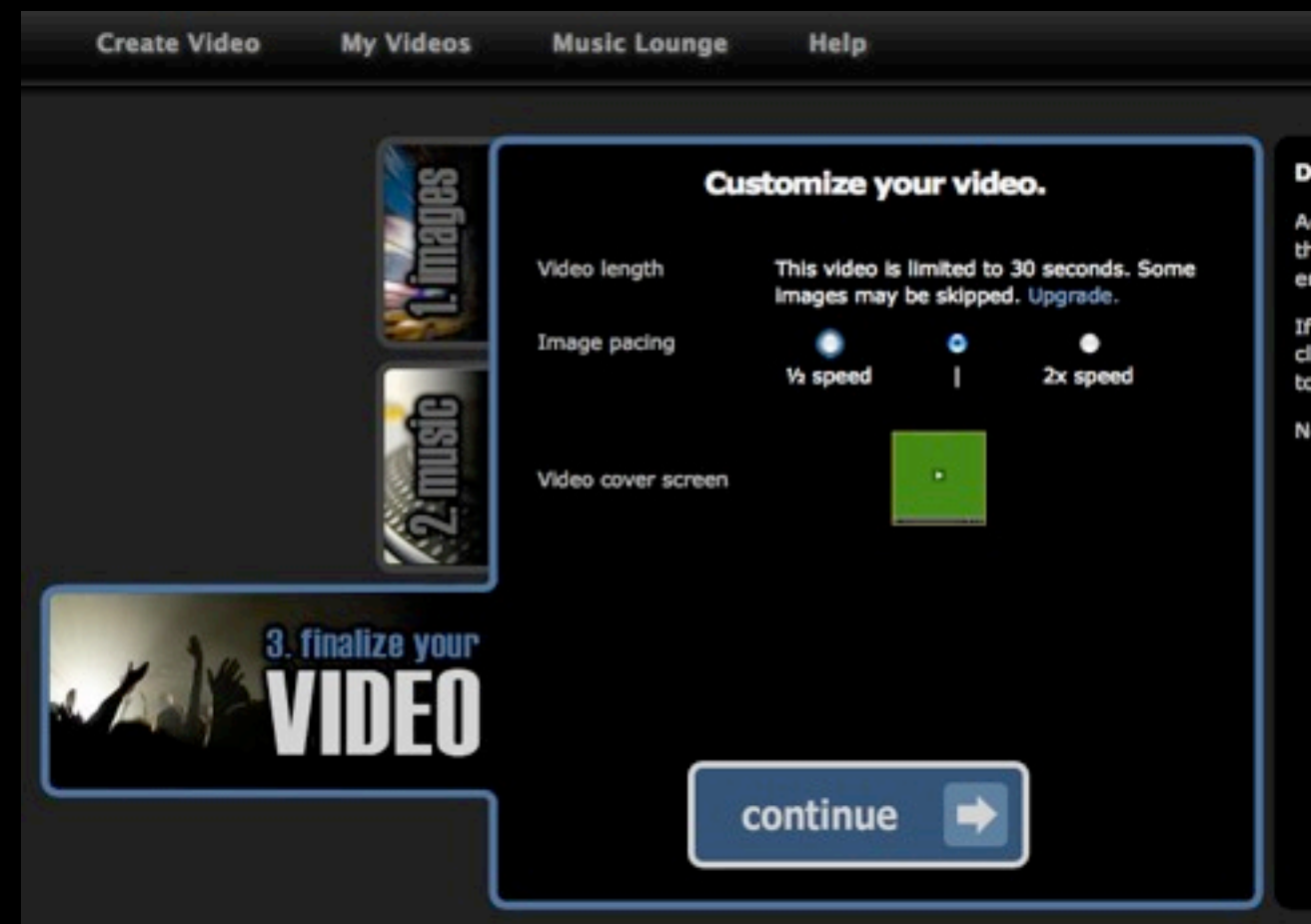


animoto. create a video

Moments in a Flow

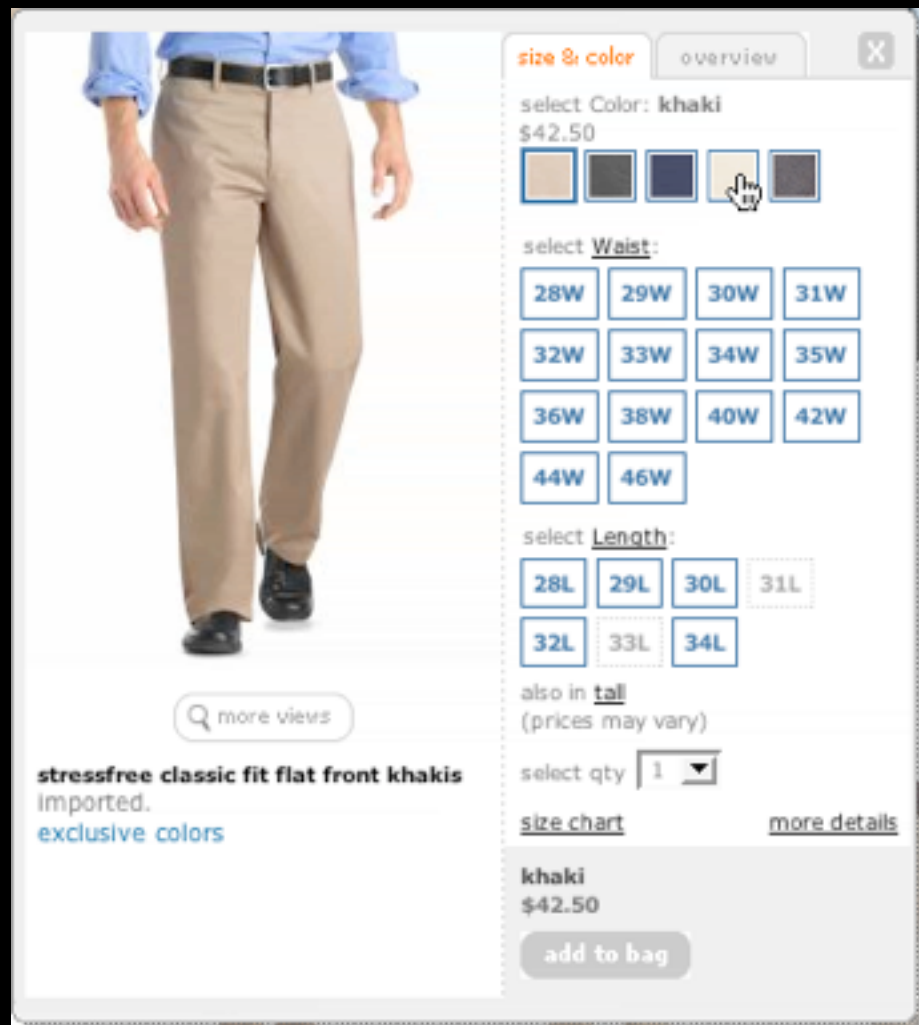


the gap. inline assistant



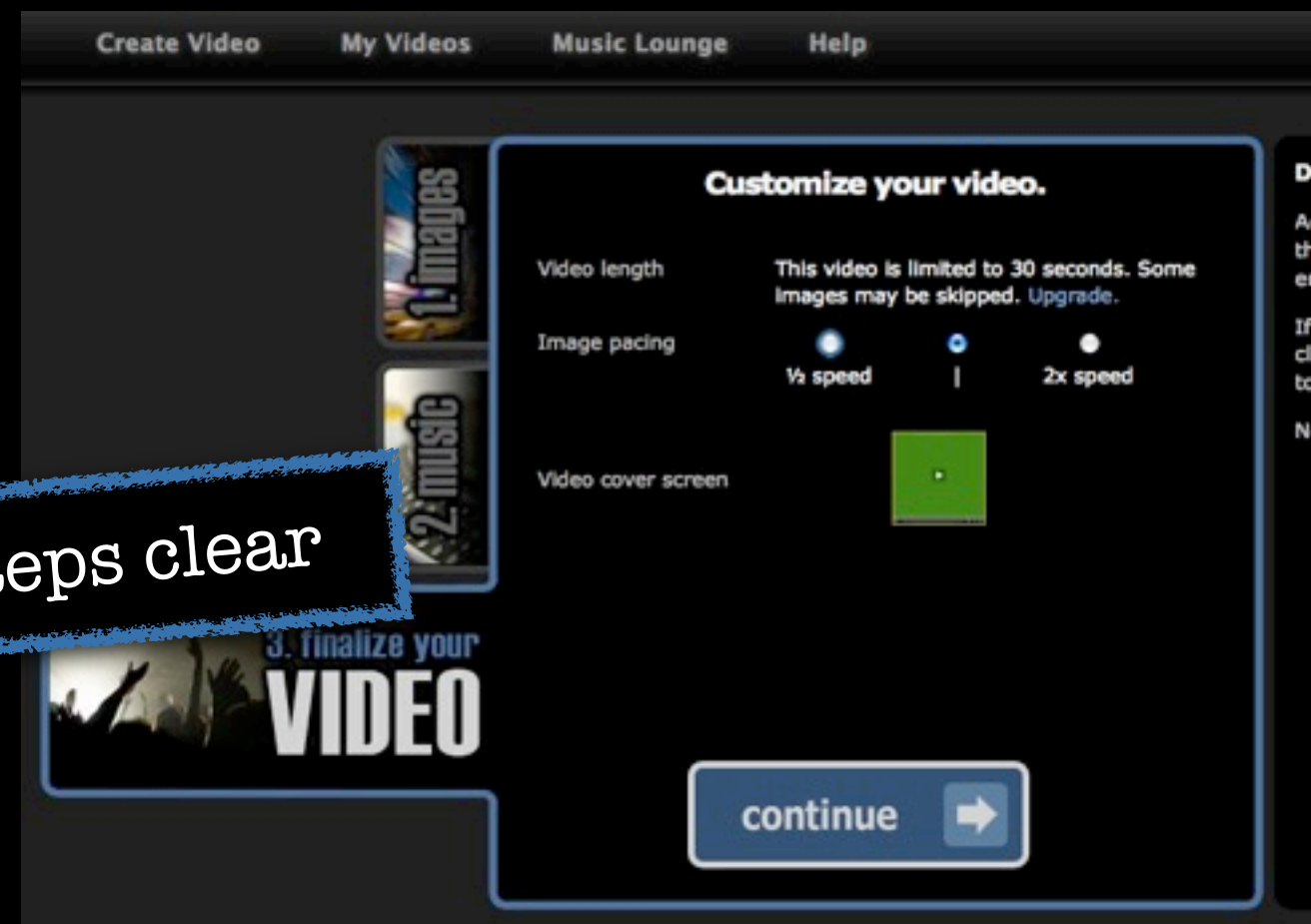
animoto. create a video

Moments in a Flow



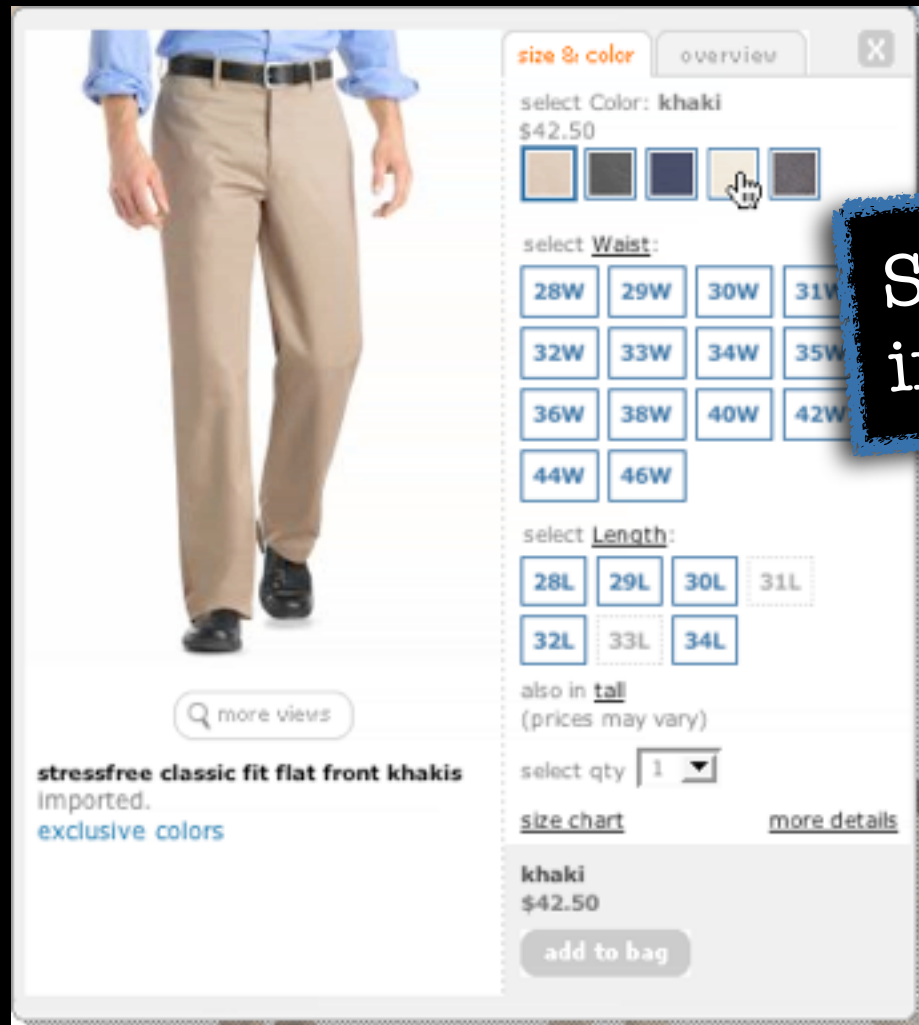
the gap. inline assistant

Keep steps clear



animoto. create a video

Moments in a Flow



Single page process *can*
improve conversions.

the gap. inline assistant



Keep steps clear

animoto. create a video



Show transitions.

April 1977

S	M	T	W	T	F	S
				1	2	3
				8	9	10
			6	7	15	16
	5	13	14	21	22	23
4	12	20	21	28	29	30
11	19	27				
18	26					
25						

Why?

Anti-Pattern
Needless
Fanfare

Why?

The screenshot shows the TurboTax Deluxe interface. At the top, there's a navigation bar with tabs: Personal Info, Federal Taxes (selected), Federal Review, and State Taxes. Below this, there's a sub-navigation bar with: 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 area is titled 'Enter Your Interest Paid to Some Lender' with a subtitle 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there's a label '(Box 1 on your 1098)' and a text input field containing '0.00'. A yellow sticky note is placed in the top right corner with the handwritten text 'Anti-Pattern Needless Fanfare'.

TurboTax Deluxe

Personal Info | **Federal Taxes** | Federal Review | State Taxes

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)

Anti-Pattern
Needless
Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

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TurboTax Deluxe

Personal Info | **Federal Taxes** | Federal Review | State Taxes

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)

Anti-Pattern
Needless
Fanfare

anti-pattern. needless fanfare. macintosh turbo tax

A close-up view of the tax due amounts from the TurboTax interface. It shows 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973, both displayed in large red numbers on a dark background.

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...

Why?

TurboTax Deluxe

Personal Info | **Federal Taxes** | Federal Review | State Taxes

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

Federal Tax Due
\$10,533

CA Tax Due
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Deductible interest paid in 2008 [See qualifications and limitations.](#)

(Box 1 on your 1098)

*Anti-Pattern
Needless
Fanfare*

anti-pattern. needless fanfare. macintosh turbo tax

Federal Tax Due
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CA Tax Due
\$4,973

again in slow-motion...



nbc.com

upc.com

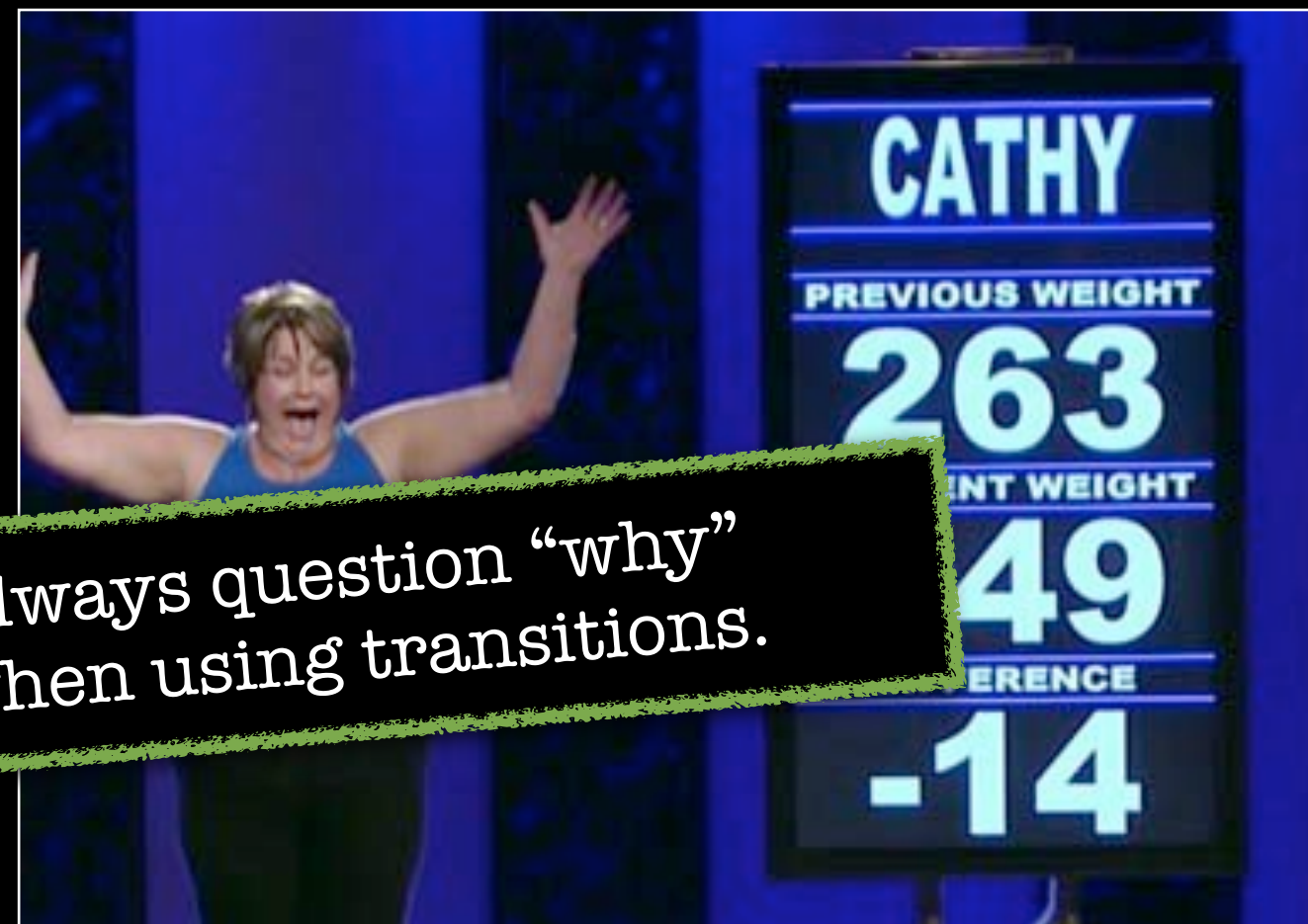
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again in slow-motion...

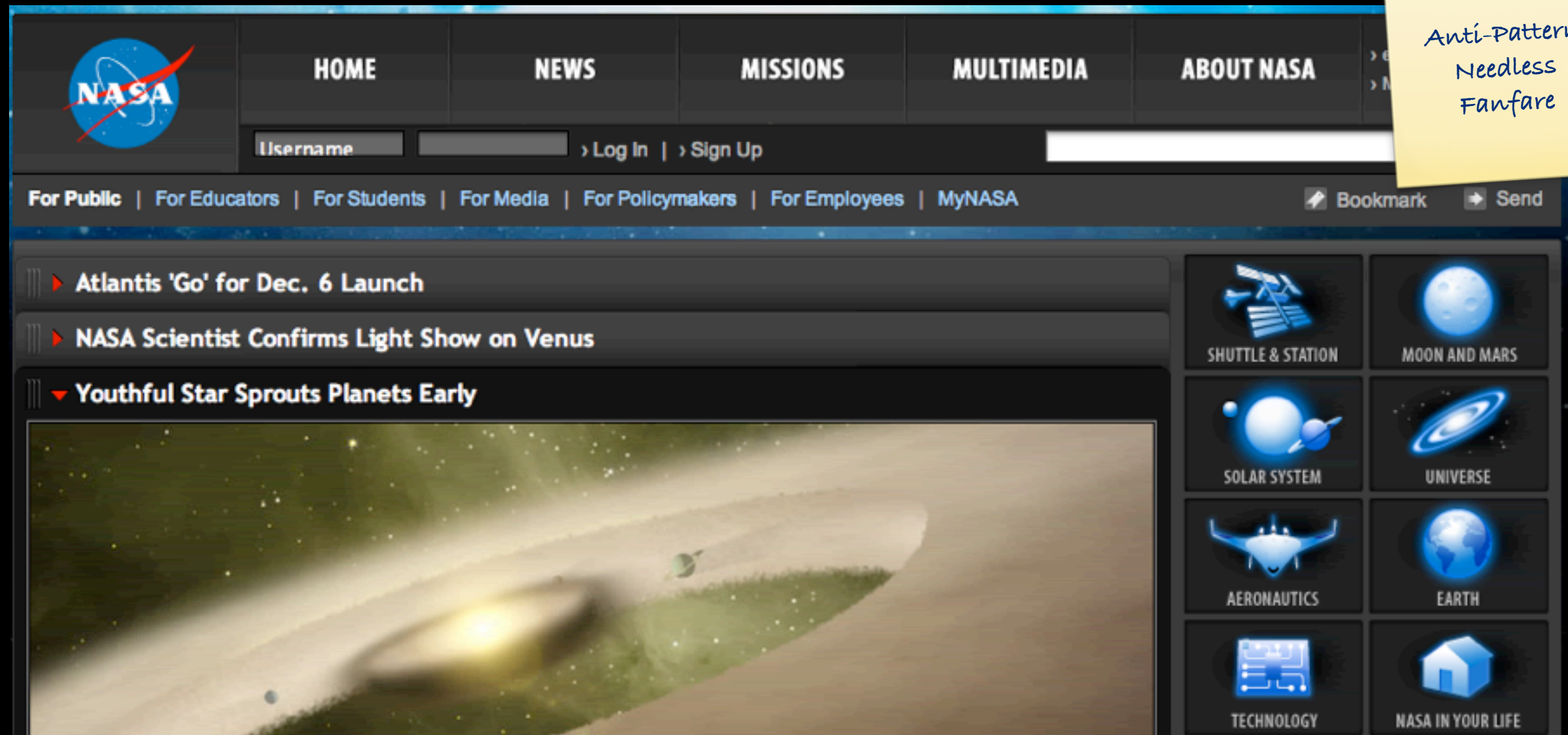


Always question "why" when using transitions.

nbc.com

upc.com

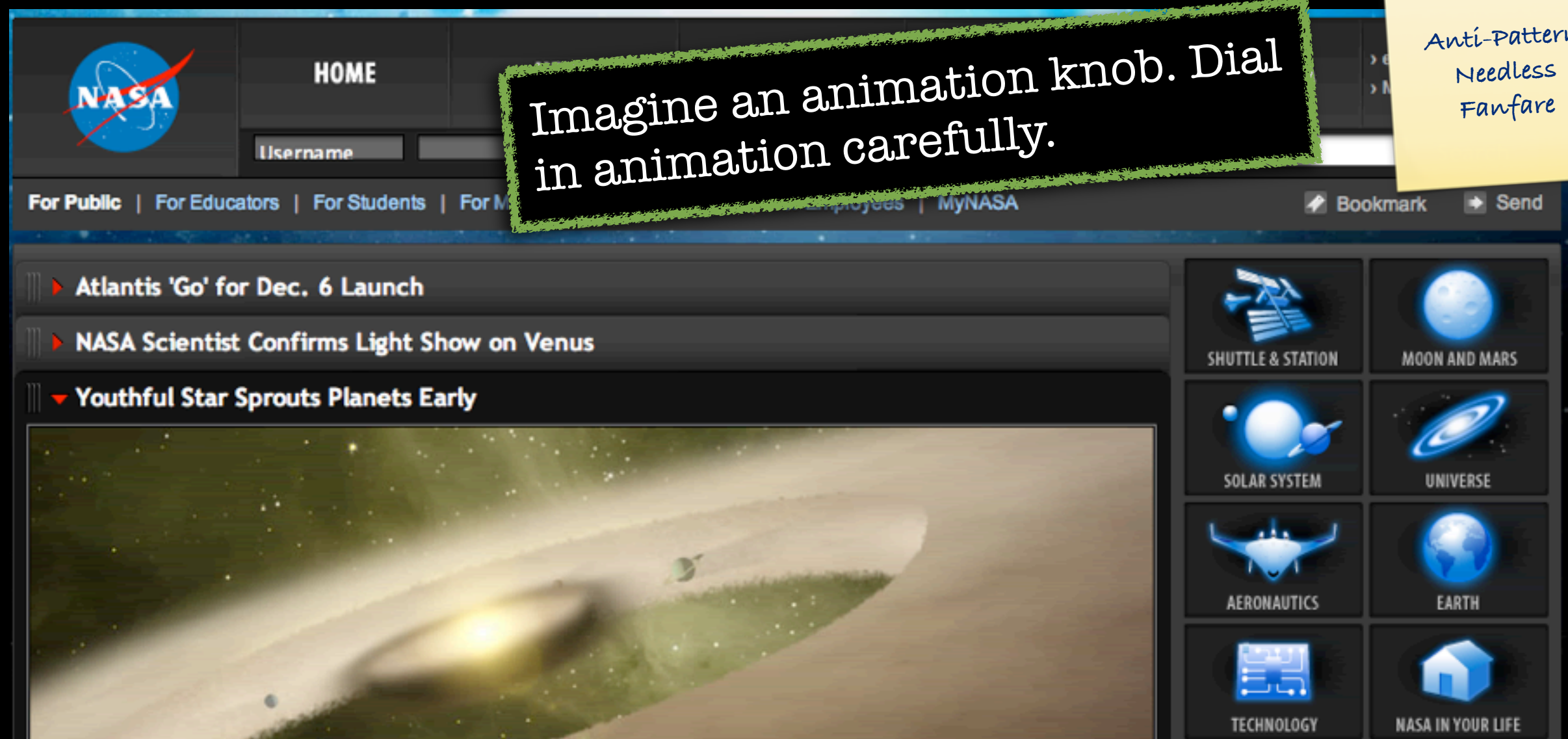
Imagine - No Animation



Anti-Pattern
Needless
Fanfare

anti-pattern. needless fanfare. nasa.gov

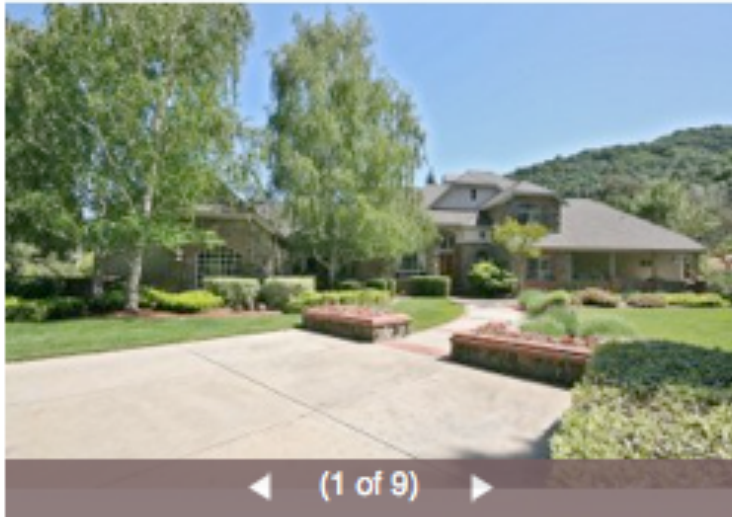
Imagine - No Animation



anti-pattern. needless fanfare. nasa.gov

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

Listing courtesy of Intero Real Estate
Services

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[Schedule a Tour](#)



anti-pattern. needless fanfare. roost.com

16280 Paradise Valley Ln
Morgan Hill, CA 95037

\$2,265,000



◀ (1 of 9) ▶

Listing courtesy of Intero Real Estate
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[View Details](#)



[Schedule a Tour](#)



2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



1 of 9

Listing courtesy of Richard Trevino

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anti-pattern. needless fanfare. roost.com

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\$2,265,000



(1 of 9)


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2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



Back Next

1 of 9

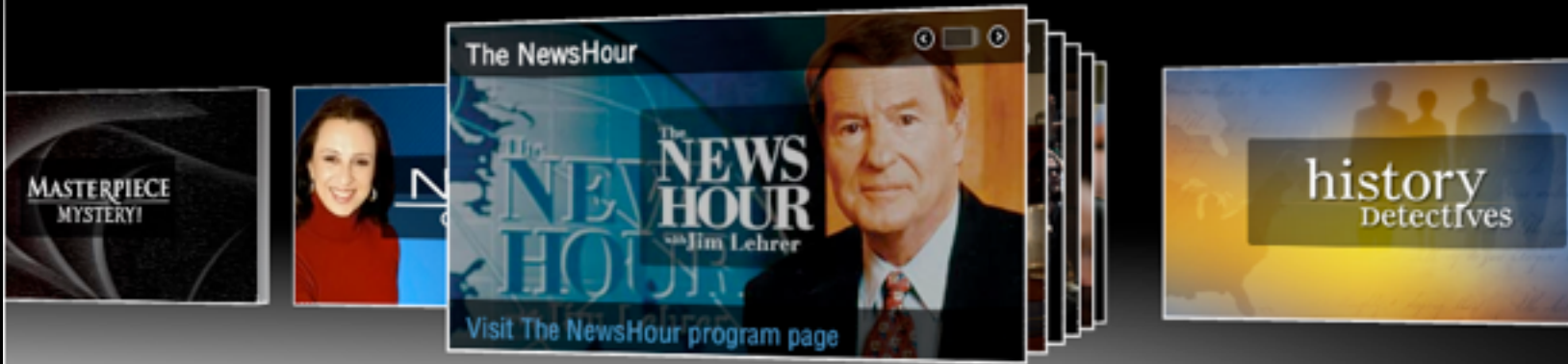
Listing courtesy of Richard Trevino [Disclaimer](#)

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PBS VIDEO beta

Home Programs Topics Collections I'd like to watch ... Search

EXPLORE: **FEATURED PROGRAMS** FEATURED COLLECTIONS



Visit The NewsHour program page

anti-pattern. needless fanfare. pbs.org

Overdone Moments



anti-pattern. animation gone wild. behr paint

Overdone Moments



anti-pattern. animation gone wild. behr paint

Overdone Moments



anti-pattern. animation gone wild. behr paint

Overdone Moments

Occam: What can be done with less is done in vain with more.

Anti-Pattern
Needless
Fanfare

Tufte: Smallest Effective Difference. Make all visual distinctions as subtle as possible, but still clear and effective.



anti-pattern. animation gone wild. behr paint

[Animated Tour](#)
[Useful New Features](#)

[We Upgraded Mail](#)
[Storage: Now 2GB](#)

Select Type:

Web
Images
Local
News
Shopping

My Services
Feedback

Search:

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

Add Content
Change Layout
Change Colors

Select Page:

My Front Page

Scoreboard
edit x

TODAY

NHL

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

NBA

Dallas vs. 0 10:30
LA Clippers 0 ET

YESTERDAY

no games for selected teams

Listen to live audio of college games

Best Fare Tracker
edit x

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

Message Center
edit x

Check Email

Launch Messenger 14 friends on

Weather
edit x

Dallas, TX 40...75 F

Denton, TX 35...75 F

Sunnyvale, CA 42...57 F

Boulder Creek, CA 39...59 F

Gilroy, CA 38...57 F

San Jose, CA 42...58 F

search by Zip Code or City

Maps
edit x

Select From My Locations or Recently Used clear recent

---- My Locations ----

Software News
edit x

AccuRev gives software configuration system global focus - 5 hours ago

Anti-virus Software: The Next Big Worm Target? - 10 hours ago

India's Satyam logs 64 percent rise in third-quarter profit - 10 hours ago

Cisco Patches Router, Call Manager Software - 1 day ago

eHub
edit x

eHub Interviews Prodigem - 11 hours ago

Veetro - 20 hours ago

MediaMax - 2 days ago

iOWEYOU - 2 days ago

HyperSuper - 2 days ago

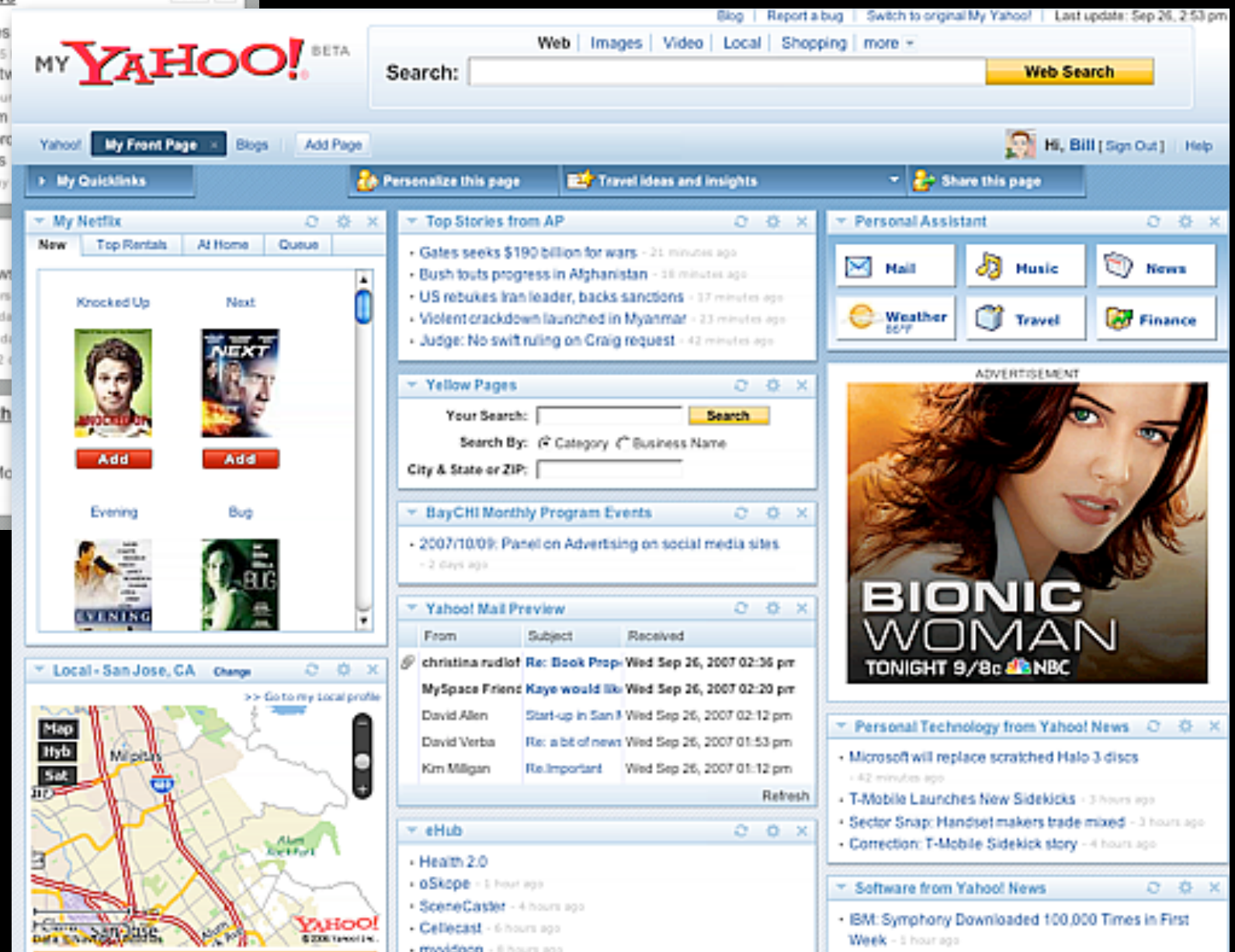
BayCHI Monthly Program Events
edit x

2006/02/14: Monthly Program Meeting - 3 hours ago

original. animation on drop. my yahoo!



original. animation on drop. my yahoo!

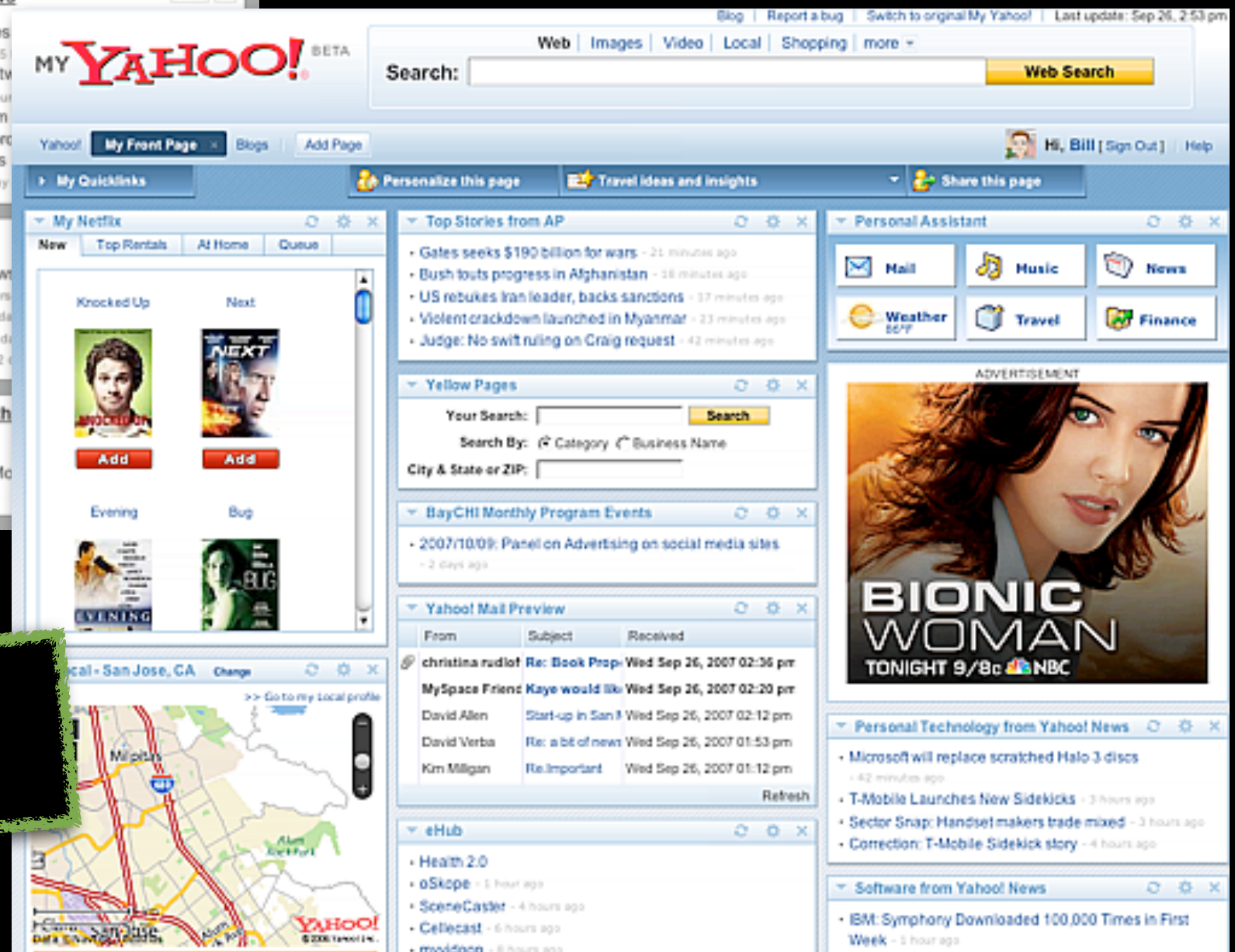


current. no animation on drop. my yahoo!



original. animation on drop. my yahoo!

Use the “cut it in-half”
rule of thumb.



current. no animation on drop. my yahoo!

Animated Moments

Used car locator

[Back to Used cars homepage](#)

My search

☆ My favourites

Setup your search, enter your location and click 'search now'

1. Chosen models:

To ADD a model:

Simply click a model on the right.

Please note.

You can add more than one model to your search.

Once added:

Click the 'model image' for more options that allow you to select only specific model variations & trims.

OR

Click the 'remove' button to delete the model from your search.

2. Fine-tune your search:

3. Must haves:

4. Search type: ☒ Available stock ☐ Coming soon stock

5. Enter your postcode or location:

Search now

Model selection

Lupo



£2,990 to £8,990

Fox



£4,685 to £8,995

Polo



£3,995 to £14,995

Golf



£4,995 to £27,000

Golf GTI



£6,492 to £29,990

Golf Plus



£6,995 to £19,995

New Beetle



£5,980 to £22,490

Bora



£3,995 to £7,999

Jetta



£6,995 to £19,995

Eos



£12,250 to £28,990

Scirocco



£18,990 to £26,995

Passat



£4,295 to £37,000

Passat CC



£16,950 to £32,494

Touran



£6,995 to £23,490

Sharan



£8,450 to £23,995

Tiguan



£16,290 to £27,995

Touareg



£14,999 to £52,980

Phaeton



£12,999 to £39,990

View:

All

Hatchbacks

Saloons

Estates

Coupe/Cabrio

Executives

MPVs

4x4s

Animated Moments

Animation must reinforce the interaction.

Used car locator

[Back to Used cars homepage](#)

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Model selection

Lupo  £2,990 to £8,990	Fox  £4,685 to £8,995	Polo  £3,995 to £14,995	Golf  £4,995 to £27,000	Golf GTI  £6,492 to £29,990
Golf Plus  £6,995 to £19,995	New Beetle  £5,980 to £22,490	Bora  £3,995 to £7,999	Jetta  £6,995 to £19,995	Eos  £12,250 to £28,990
Scirocco  £18,990 to £26,995	Passat  £4,295 to £37,000	Passat CC  £16,950 to £32,494	Touran  £6,995 to £23,490	Sharan  £8,450 to £23,995
Tiguan  £16,290 to £27,995	Touareg  £14,999 to £52,980	Phaeton  £12,999 to £39,990		

View:

All

Hatchbacks

Saloons

Estates

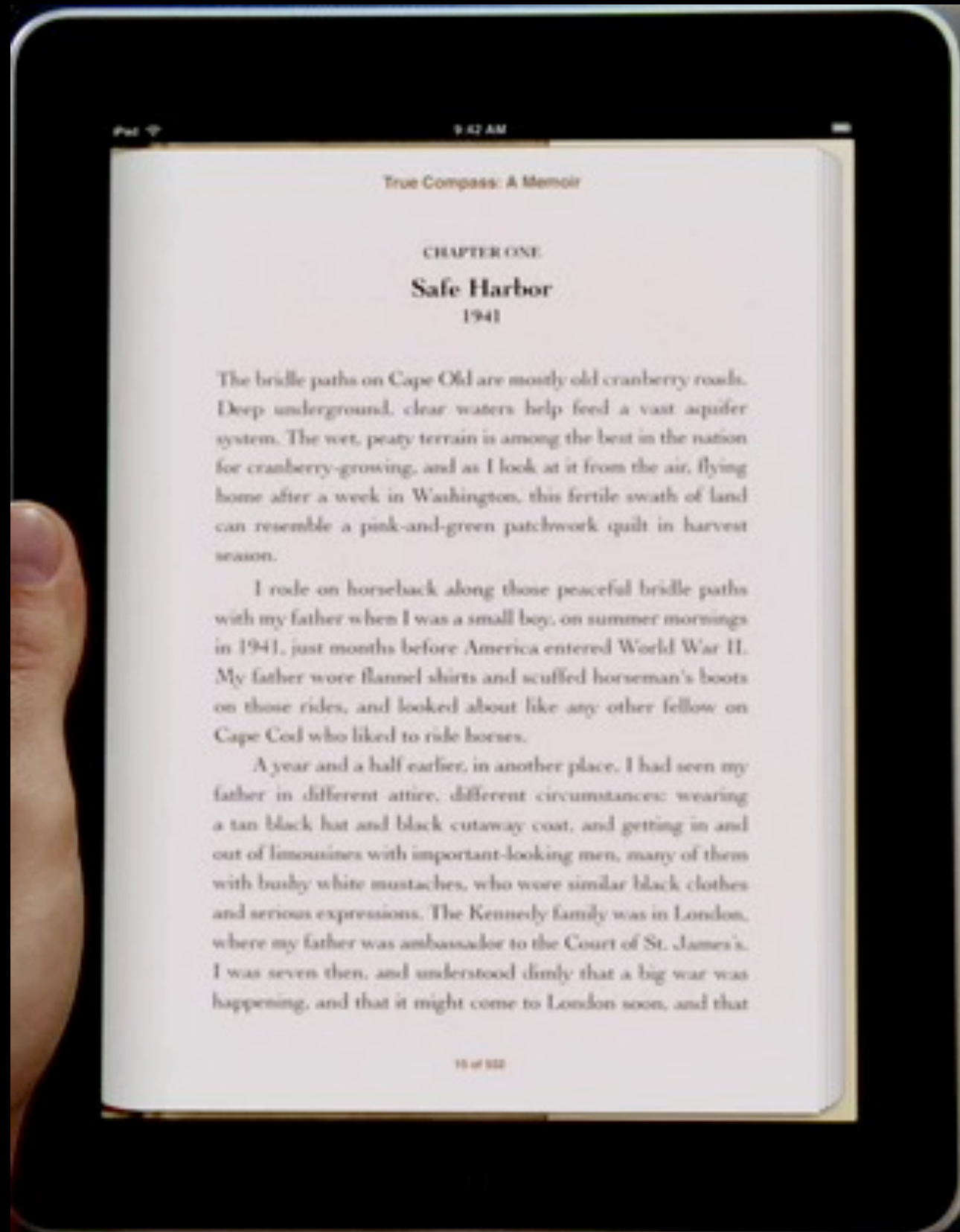
Coupe/Cabrio

Executives

MPVs

4x4s

Animation Can Be Good



True Compass: A Memoir

CHAPTER ONE

Safe Harbor

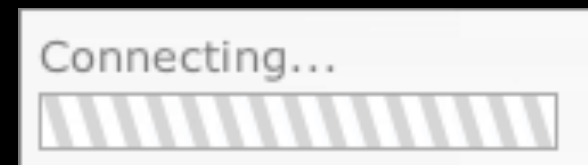
1941

The bridle paths on Cape Cod are mostly old cranberry roads. Deep underground, clear waters help feed a vast aquifer system. The wet, peaty terrain is among the best in the nation for cranberry-growing, and as I look at it from the air, flying home after a week in Washington, this fertile swath of land can resemble a pink-and-green patchwork quilt in harvest season.

I rode on horseback along those peaceful bridle paths with my father when I was a small boy, on summer mornings in 1941, just months before America entered World War II. My father wore flannel shirts and scuffed horseman's boots on those rides, and looked about like any other fellow on Cape Cod who liked to ride horses.

A year and a half earlier, in another place, I had seen my father in different attire, different circumstances: wearing a tan black hat and black cutaway coat, and getting in and out of limousines with important-looking men, many of them with bushy white mustaches, who wore similar black clothes and serious expressions. The Kennedy family was in London, where my father was ambassador to the Court of St. James's. I was seven then, and understood dimly that a big war was happening, and that it might come to London soon, and that

Transitional Moments Communicate



progress indicator

Transitional Moments Communicate



Transitional Moments Communicate

Connecting...



progress indicator

Speed up time.



earlier version of my yahoo!

Transitional Moments Communicate

Connecting...



progress indicator

Speed up time.

YAHOO!
PLUS

Select Type: Web Images

Search:

Search

Music Video Mail

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

Add Content Change Layout Change Colors

Select Page: My Front Page

Scoreboard edit

TODAY

NHL		
Tampa Bay vs. Dallas	5 3	13:15 2nd
NBA		
Dallas vs. LA Clippers	0 0	10:30 ET

YESTERDAY

no games for selected teams
Listen to live audio of college games

Best Fare Tracker edit

Depart: New York, NY - all	
Paris, France - all	\$193.00
Depart: Seattle/Tacoma, WA	
Honolulu, HI	\$333.60
Depart: San Francisco, CA	

Message Center edit

Check Email
Launch Messenger 14 friends on

Weather edit

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

Search
search by Zip Code or City

Maps edit

Select From My Locations or Recently Used clear recent
My Locations

Software News edit

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

eHub edit

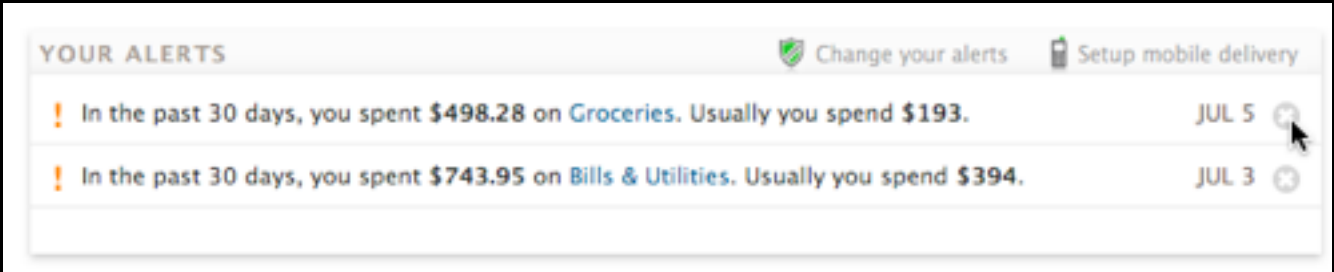
- eHub Interviews Prodigem - 11 hours ago
- Veetro - 20 hours ago
- MediaMax - 2 days ago
- iOWEYOU - 2 days ago
- HyperSuper - 2 days ago

BayCHI Monthly Program Events edit

- 2006/02/14: Monthly Program Meeting - 3 hours ago

earlier version of my yahoo!

Transitional Moments Communicate



mint.com



progress indicator

Speed up time.



earlier version of my yahoo!

Transitional Moments Communicate



mint.com



progress indicator



earlier version of my yahoo!

Transitional Moments Communicate



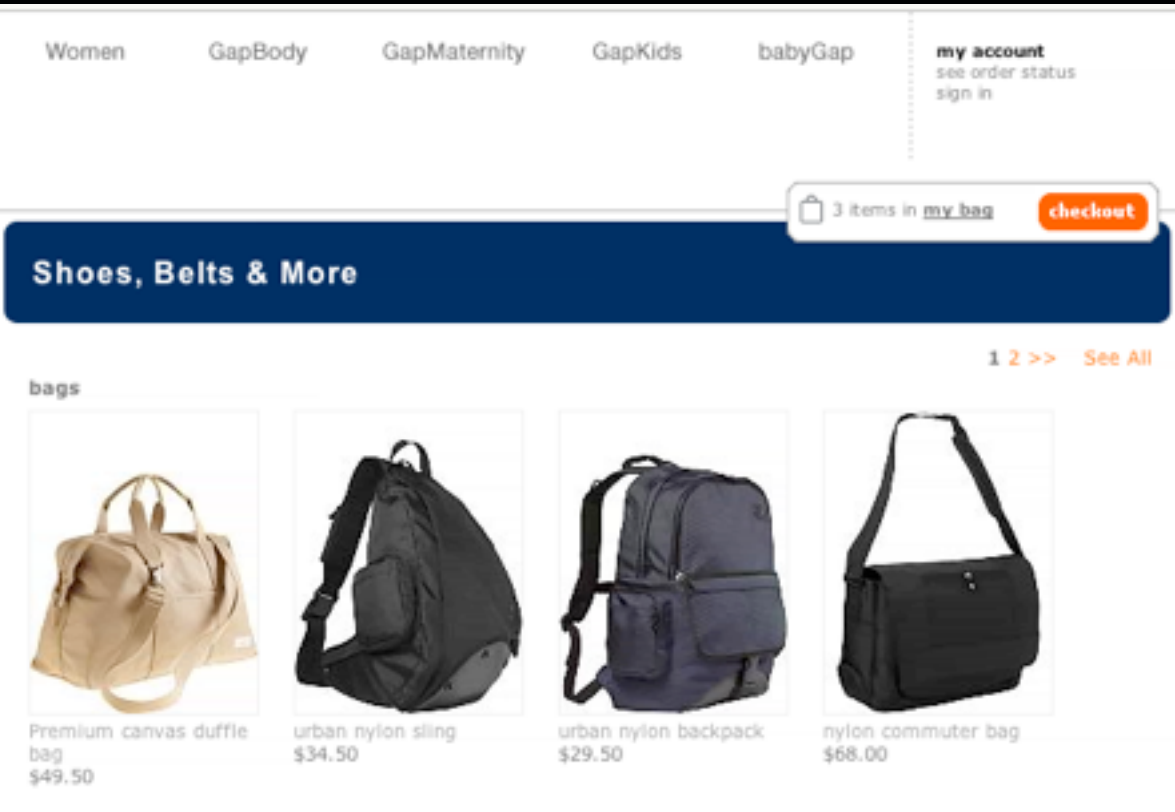
mint.com



progress indicator

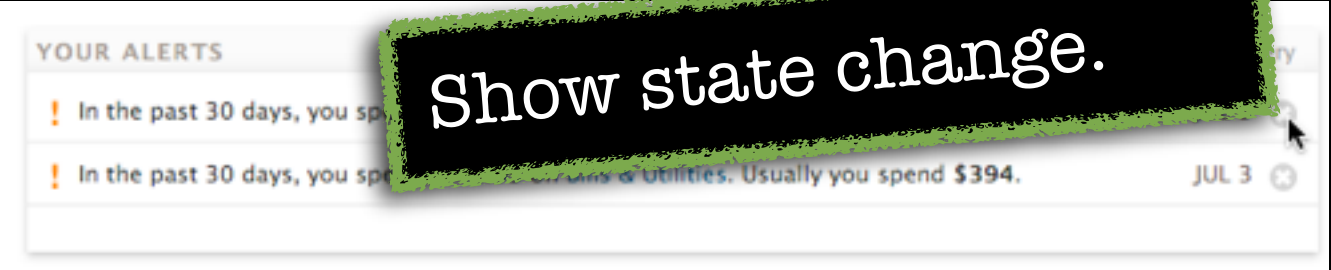


earlier version of my yahoo!



the gap

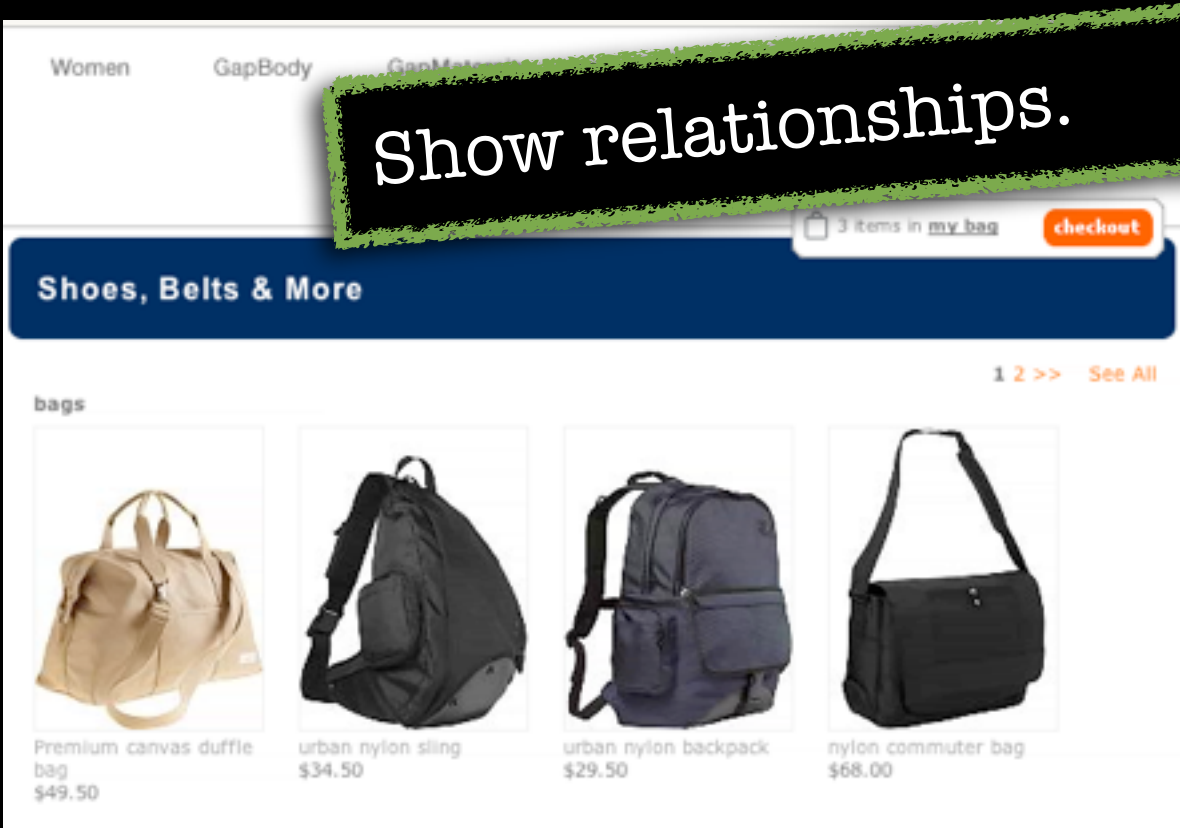
Transitional Moments Communicate



mint.com



progress indicator



the gap

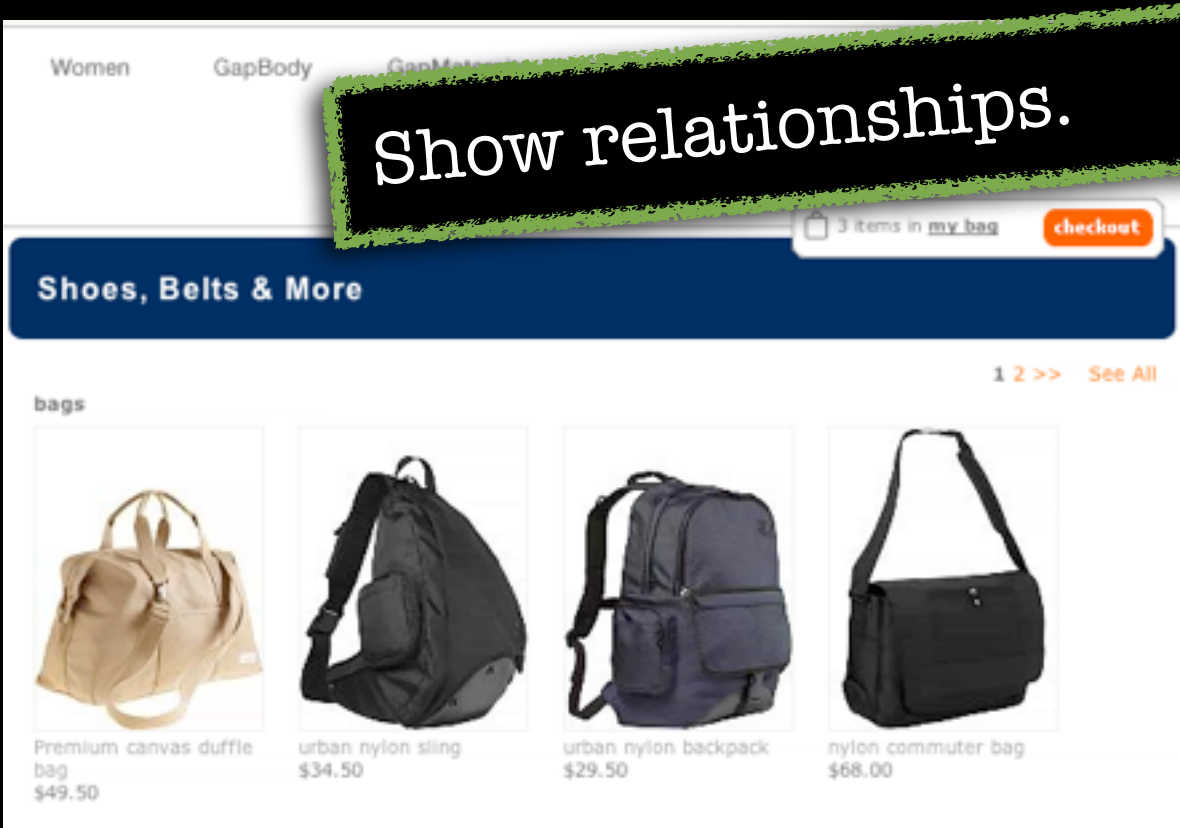


earlier version of my yahoo!

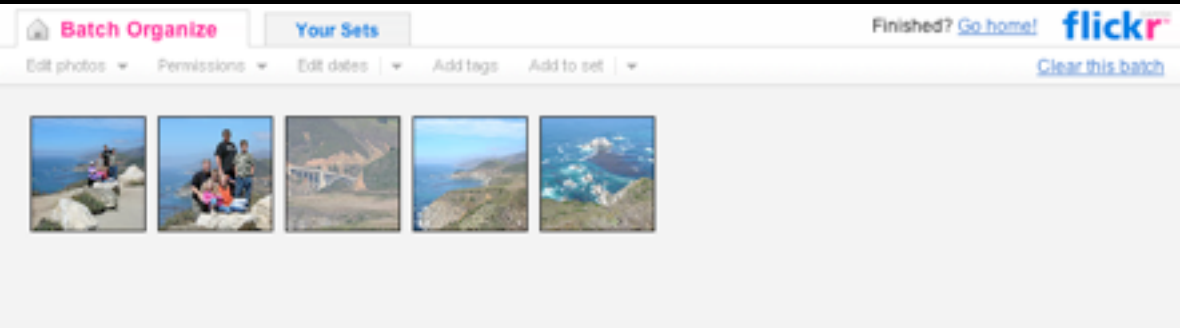
Transitional Moments Communicate



mint.com



the gap



flickr organizer



progress indicator

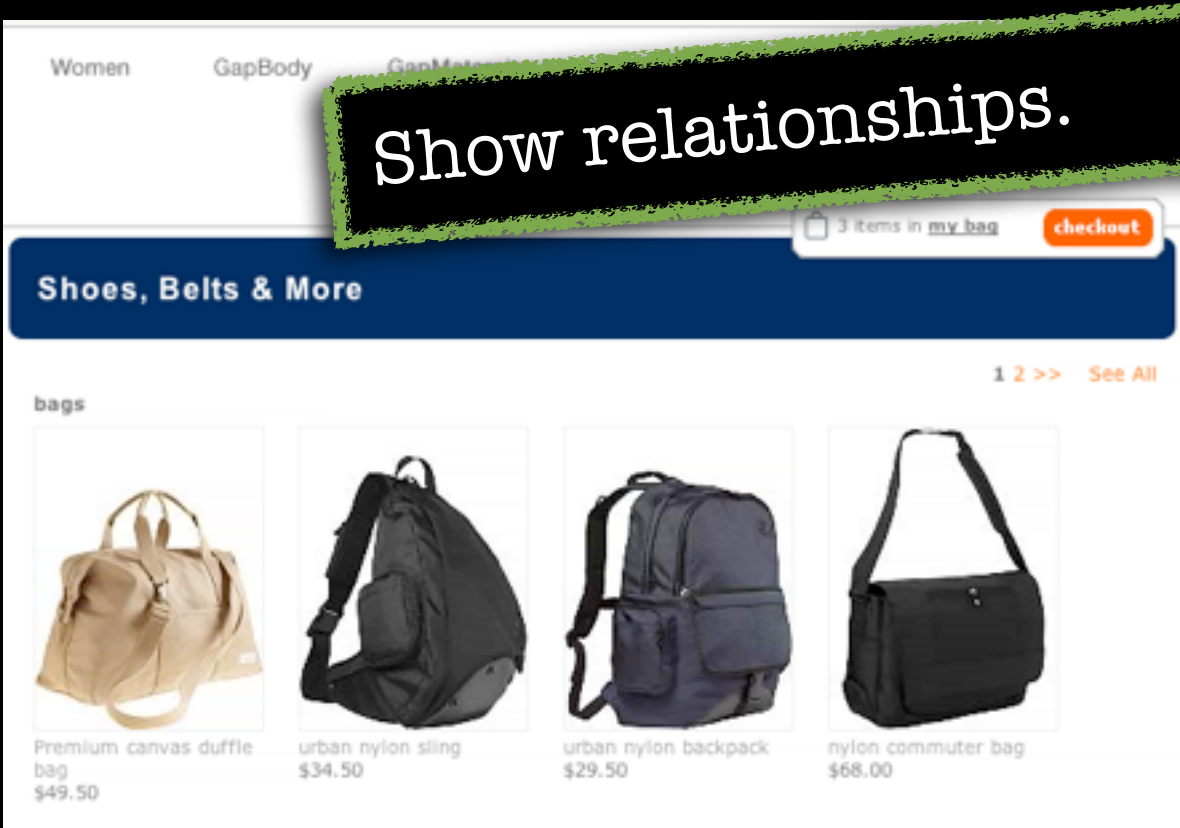


earlier version of my yahoo!

Transitional Moments Communicate



mint.com



the gap



flickr organizer



progress indicator



earlier version of my yahoo!



Be reactive.

Late Night Comedies

Based on your interest in
[National Lampoon's Pledge This!](#)
[The Stoned Age](#)
[Team America: World Police](#)

Set this genre
Late Night Comedies

Sometimes watch

[Humboldt County](#)



Add

★

★

★

★

★

⌵ Not Interested

[Revenge of the Nerds: Panty Raid Edition](#)



Add

★

★

★

★

★

⌵ Not Interested

[The Onion Movie](#)



Add

★

★

★

★

★

⌵ Not Interested

[A Dirty Shame](#)



Add

★

★

★

★

★

⌵ Not Interested

experiment on home page

Late Night Comedies

Not Interested See All >

Based on your interest in
[National Lampoon's Pledge This!](#)
[The Stoned Age](#)
[Team America: World Police](#)

Set this genre
Late Night Comedies
☐ ☒ ☐ Sometimes watch

[Humboldt County](#)



Add

★★★★☆

Not Interested

[Revenge of the Nerds: Panty Raid Edition](#)



Add

★★★★☆

Not Interested

[The Onion Movie](#)



Add

★★★★☆

Not Interested

[A Dirty Shame](#)



Add

★★★★☆

Not Interested

experiment on home page

NETFLIX

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

Browse DVDs

Watch Instantly

Your Queue

Movies You'll ❤️

Movies, actors, directors, genres Search

Suggestions (1435) Rate Movies Taste Preferences Movies You've Rated (608)

Rate Movies you've seen to discover movies you'll love

Rating Movies in All Genres

RATED MOVIES 608

Miss Congeniality

Big Momma's House

Hitch

Taxi Driver

dedicated area.

Feedback Moments

Feedback Moments

The screenshot shows the Omio website's 'Contract Phones' section. The left sidebar contains navigation links for 'Pay Monthly', 'Pay As You Go', 'SIM Free', 'SIM Only', 'Retailers', and 'Free gifts'. Below these are 'Quick Find' dropdowns for 'Select Brand' and 'Select Model', and a list of 'Omio Tools' including 'Phone Finder', 'Compare Phones', 'Recycle Mobile Phones', 'Latest Mobile Phones', and 'Mobile Phone Reviews'. The main content area is titled 'Contract Phones' and 'Compare all contract mobile phone deals in the UK instantly'. It features a filter bar with tabs for 'Networks', 'Brands', 'Tariffs', 'Features', 'Styles', 'Offers', and 'Colour'. The 'Tariffs' tab is active, showing three sliders: 'Monthly Cost' (set to £50 monthly), 'Inclusive Texts' (set to 300 txts+), and 'Monthly Minutes' (set to any). A large number '122,367 Deals Compared' is displayed. Below the filters, there are 'View' and 'Show' options, and a 'Sort By' dropdown set to 'Most popular'. A table of deals is shown below, with columns for 'Handset/Tariff/Offer', 'Mins', 'Texts', 'Handset Cost', 'Contract Length', 'Monthly Cost', and 'Where to buy from'.

Handset/Tariff/Offer	Mins	Texts	Handset Cost	Contract Length	Monthly Cost	Where to buy from
Nokia N97 (Black) Your Plan 600	600 Anytime Cross network	Unlimited	FREE	24 Months 	£29.36	mobiles.co.uk Retailer Info more info >
Nokia N97 (Black) Dolphin £45 NOW £35	1200 Anytime Cross network	Unlimited	FREE	18 Months 	£35	dial a phone Retailer Info more info >
Sony Ericsson W995 (Black)	400 Anytime	Unlimited	FREE	18 Months 	£19.57	mobiles.co.uk

live feedback. omio

Feedback Moments

omio

Home Deals Phones Networks Forum Blog

Home > Mobile Phone Deals

Contract Phones

Compare all contract mobile phone deals in the UK instantly

Pay Monthly Term up to: 36 months | Pay As You Go | SIM Free

Networks Brands Tariffs Features Styles Offers Colour

Monthly Cost: doesn't matter | Inclusive Texts: unlimited | Monthly Minutes: unlimited

£50 monthly X 300 txts X

122,367 Deals Compared

Show 10 Sort By Most popular

Texts	Handset Cost	Contract Length	Monthly Cost	Where to buy from
limited	FREE	24 Months	£29.36	mobiles.co.uk Retailer Info more info
limited	FREE	18 Months	£35	dial a phone Retailer Info more info
limited	FREE	18 Months	£19.57	mobiles.co.uk

live feedback. omio

myPlan Snapshot

Current age 45 Your annual income \$ 75000 Your savings thus far \$ 80000

Our assumptions and methodology

Time retirement age 65

Money contributions \$400/mo

Investment style Growth

If the market performs poorly

YOUR GOAL* \$1,755,000 at retirement

If the market performs on average

On-Track to Have: \$366,000

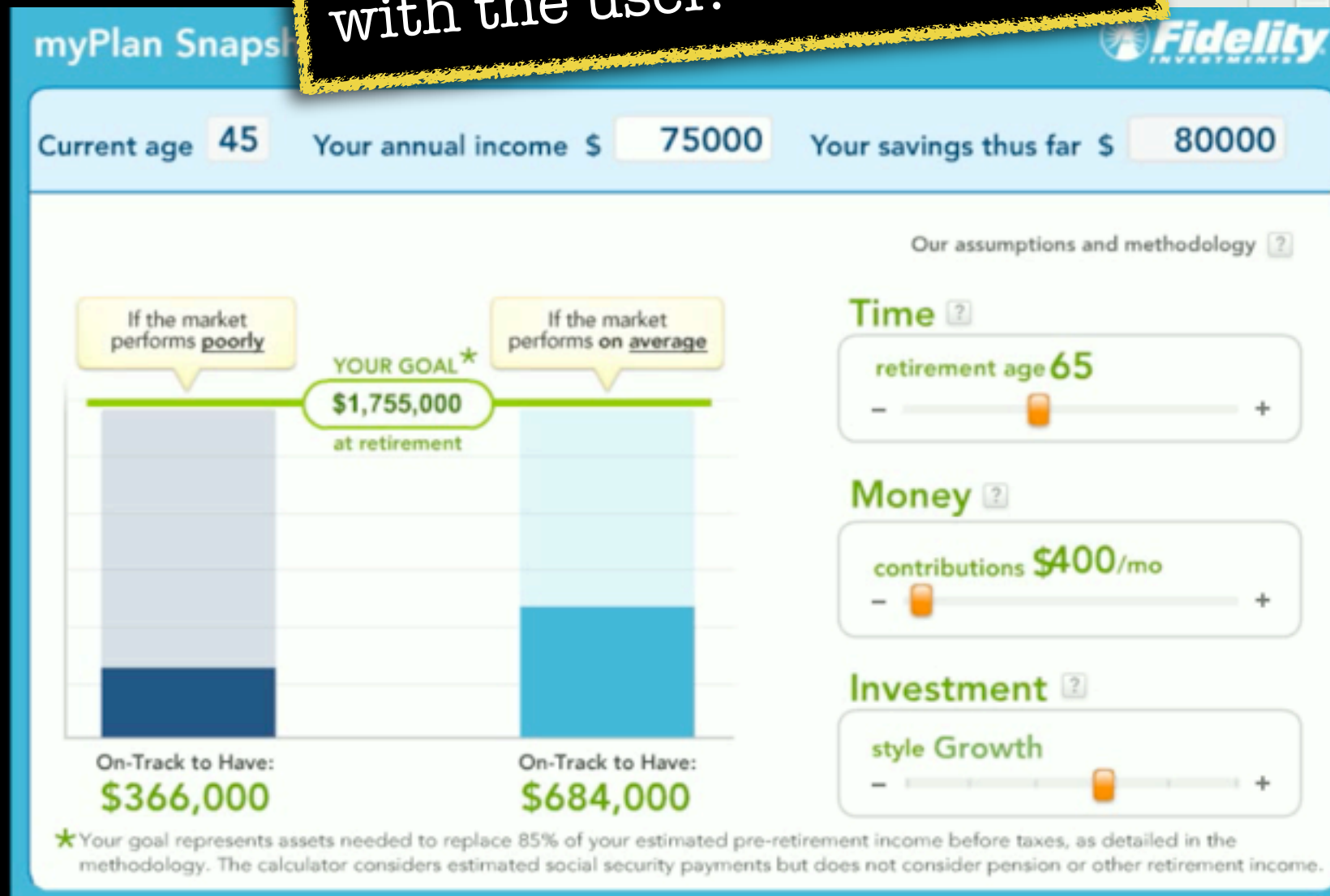
On-Track to Have: \$684,000

*Your goal represents assets needed to replace 85% of your estimated pre-retirement income before taxes, as detailed in the methodology. The calculator considers estimated social security payments but does not consider pension or other retirement income.

live feedback. fidelity

Feedback Moments

Create a tight feedback loop with the user.



live feedback. fidelity

omio

Home Deals Phones Networks Forum Blog

Home > Mobile Phone Deals

Contract Phones

Compare all contract mobile phone deals in the UK instantly

Pay Monthly Term up to: **36 months** | Pay As You Go | SIM Free

Share this Selection | Reset

£50 monthly X 300 txts X

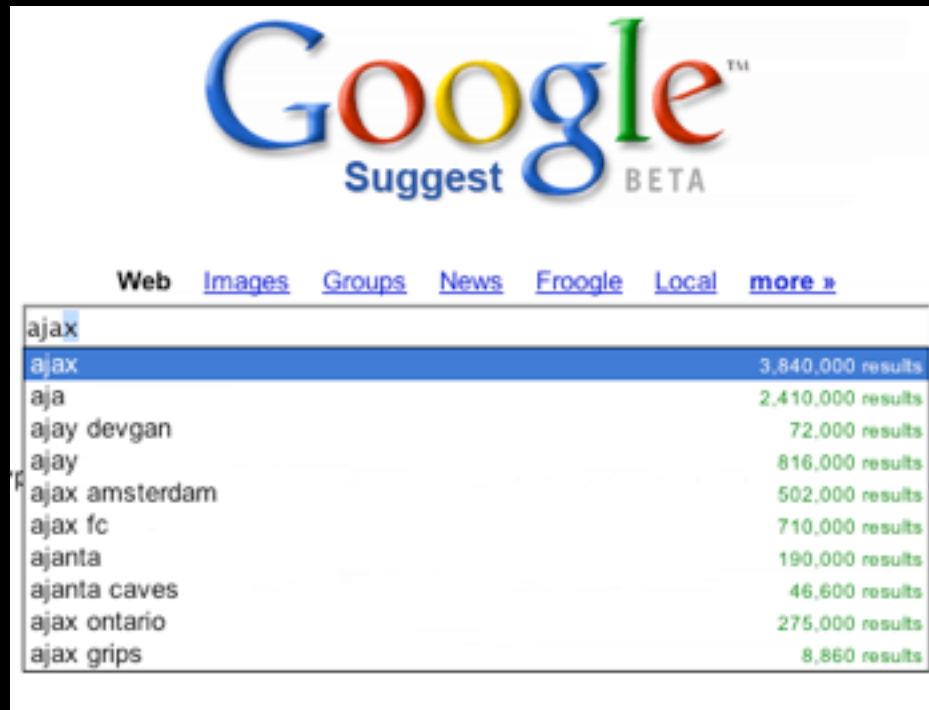
122,367 Deals Compared

Show 10 Sort By Most popular

Texts	Handset Cost	Contract Length	Monthly Cost	Where to buy from
limited	FREE	24 Months	£29.36	mobiles.co.uk Retailer Info more info
limited	FREE	18 Months	£35	dial a phone Retailer Info more info
limited	FREE	18 Months	£19.57	mobiles.co.uk

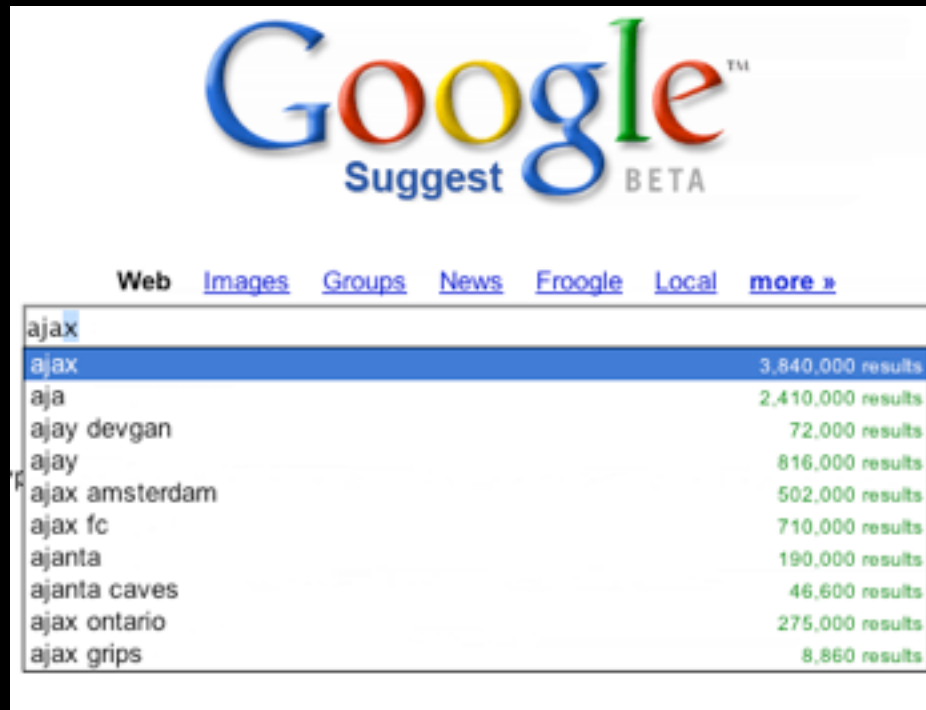
live feedback. omio

Narrowing Moments

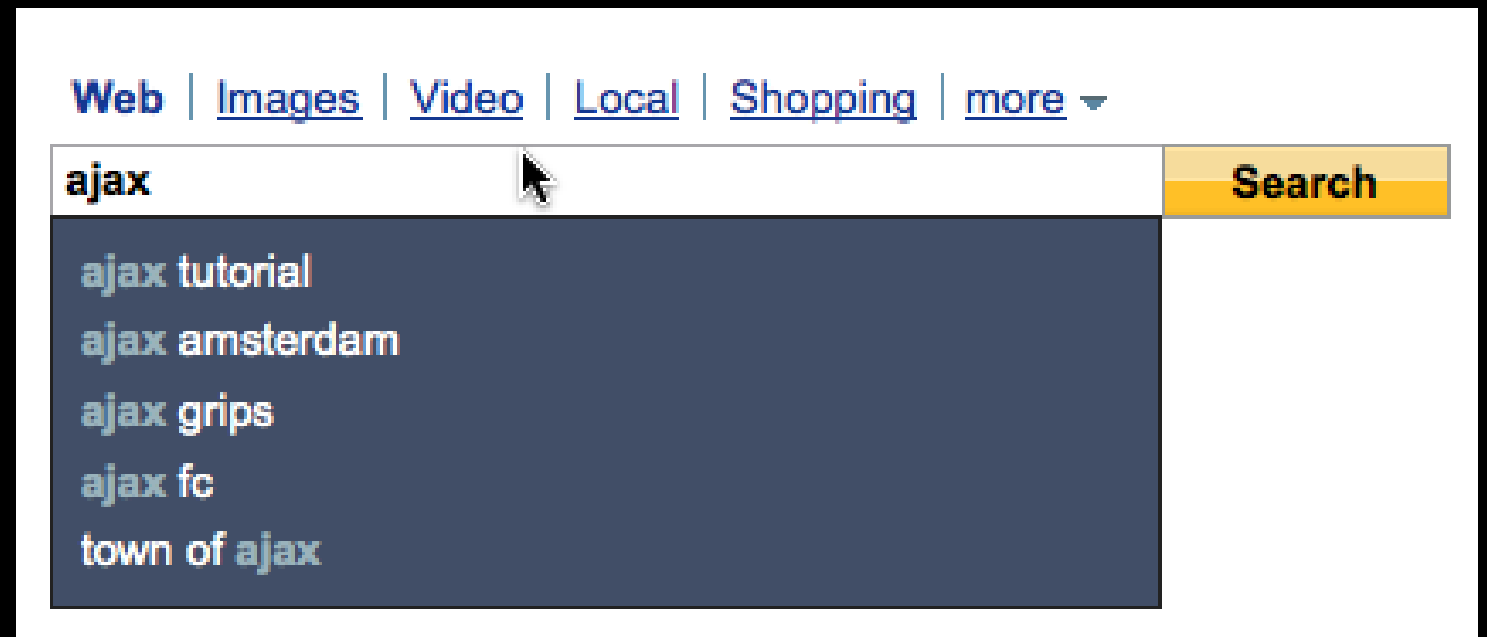


live suggest. google (early version)

Narrowing Moments

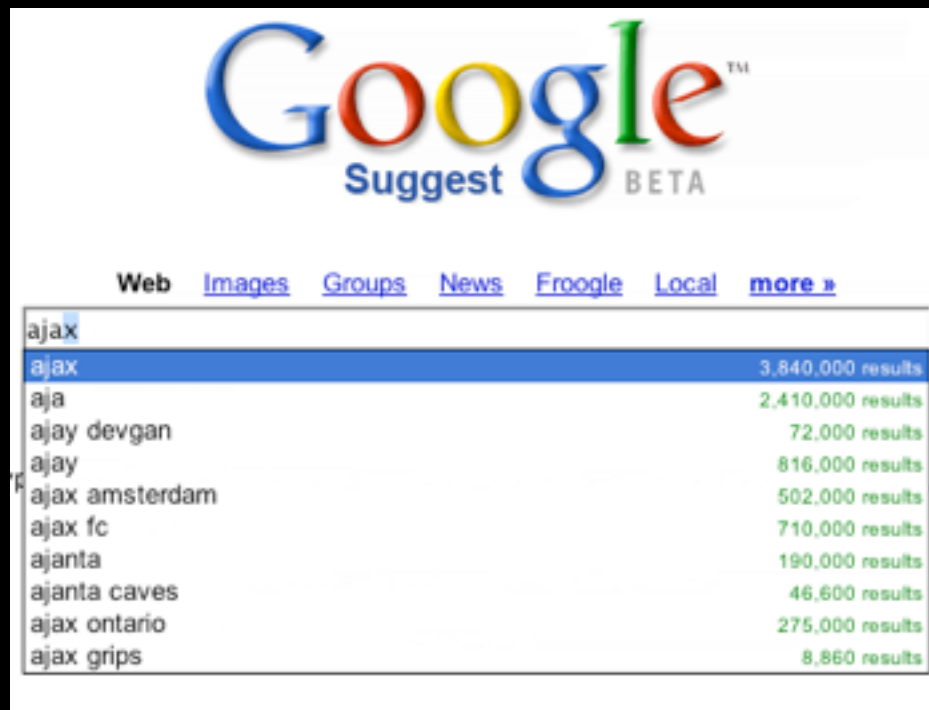


live suggest. google (early version)

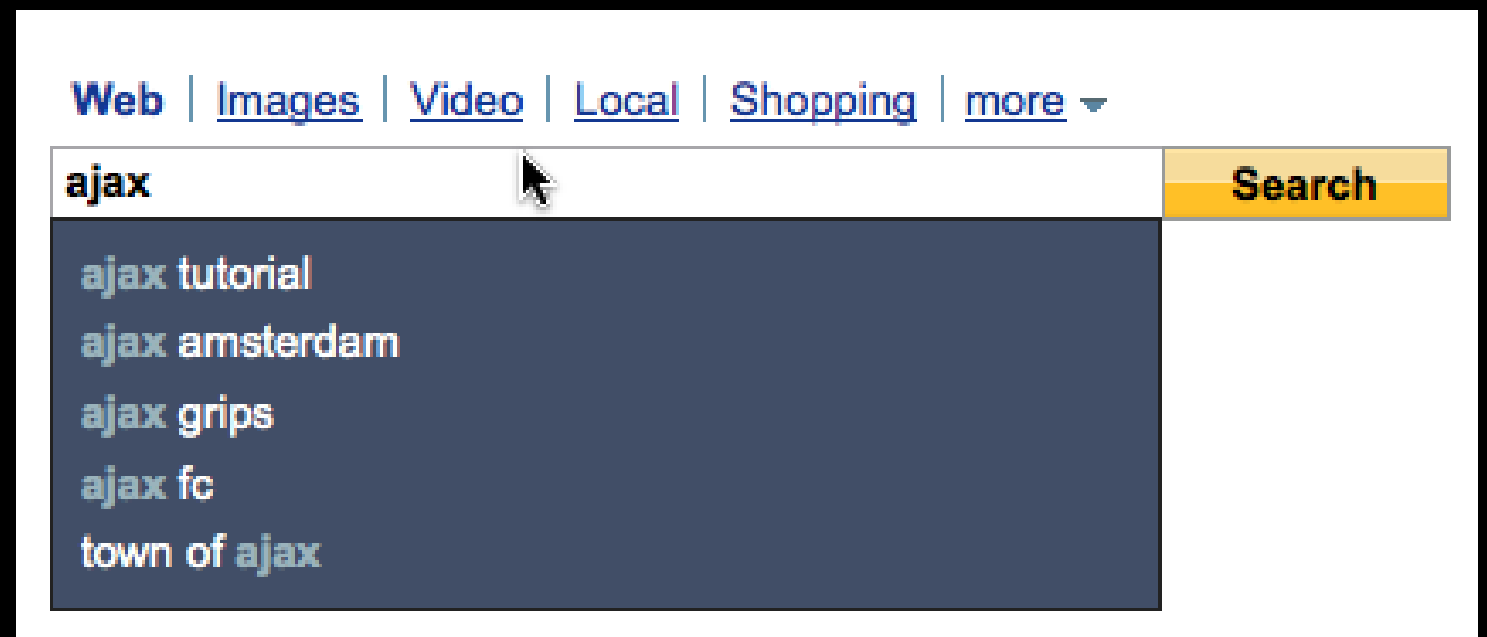


live suggest. yahoo search

Narrowing Moments



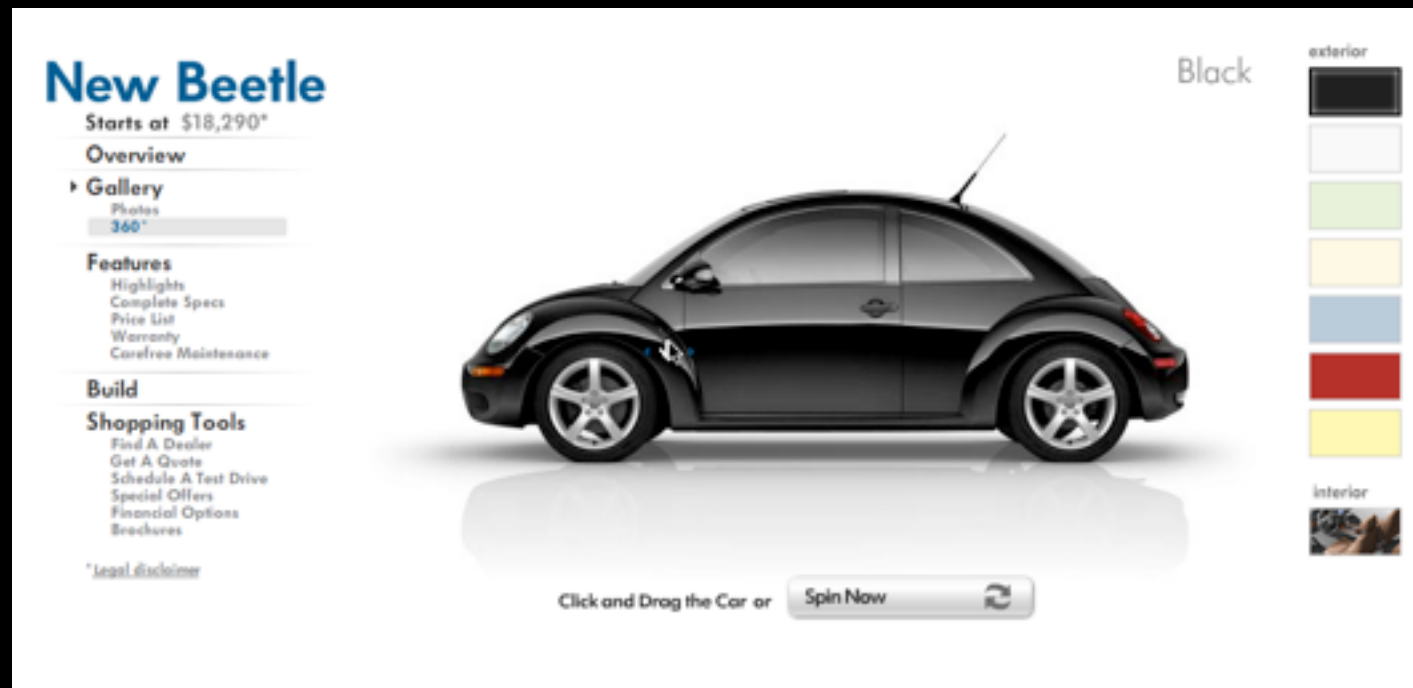
live suggest. google (early version)



live suggest. yahoo search

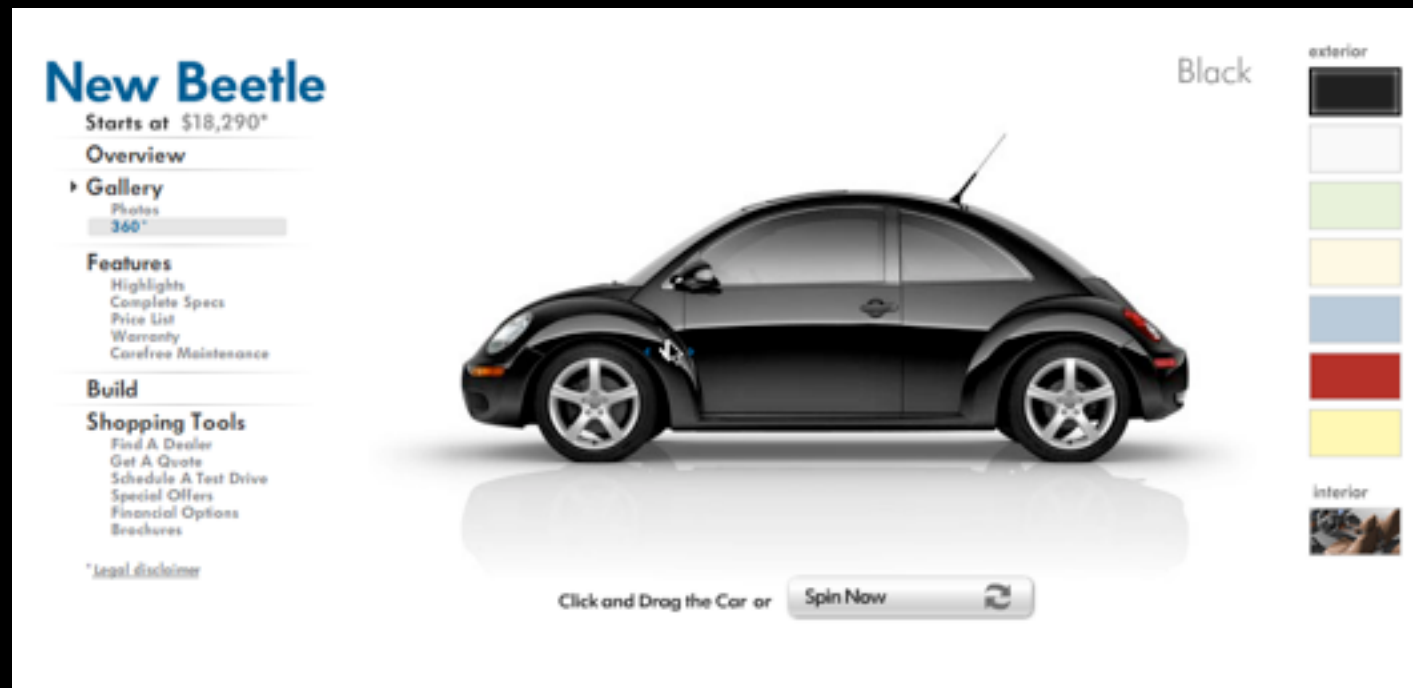
Narrow toward a goal rather than distract from it.

Preview Moments



live preview. volkswagen car configurator

Preview Moments

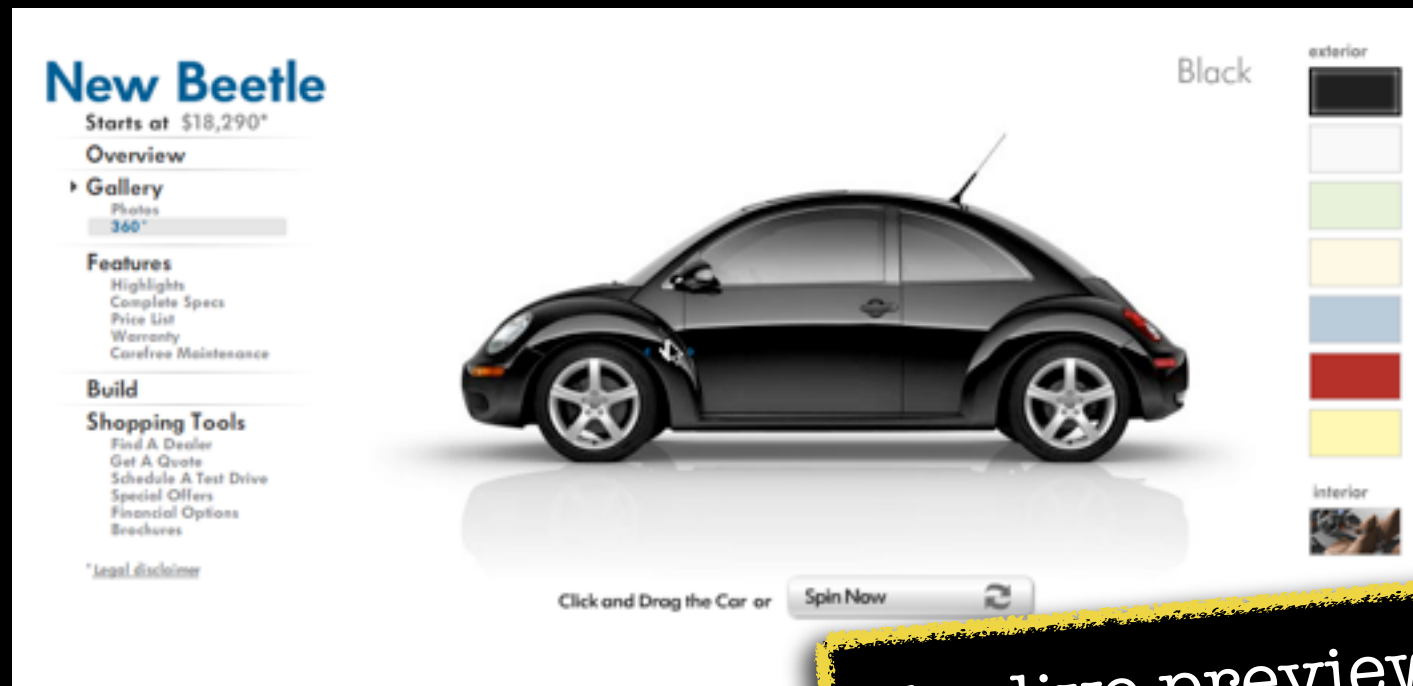


live preview. volkswagen car configurator



live suggest. apple search

Preview Moments



live preview. volkswagen car configurator

Use live previews.



live suggest. apple search

Moments in Forms

Find a domain name:

www.
(ex. widgetdesigns.com)

Search

live forms. yahoo! small business

Moments in Forms

Find a domain name:

www.

(ex. widgetdesigns.com)

Search

live forms. yahoo! small business

Required information for Google account

Your current email address:

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

Choose a password:

Minimum of 6 characters in length.

Password strength: Too short

live forms. google account creation

Moments in Forms

Find a domain name:

www.

(ex. widgetdesigns.com)

live forms. yahoo! small business

Prevent errors beforehand
with live forms.

Required information for Google account

Your current email address:

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


Choose a password:

Minimum of 6 characters in length.

[Password strength:](#) Too short

live forms. google account creation

Moments in Forms




KAYAK™ Search with us, book with them.™

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

☒ Round-trip ☐ One-way ☐ Multi-city


From

☒ Show Nearby Airports

Time
2/15/2006  Anytime ▼

To

☒ Show Nearby Airports

Return
2/22/2006  Anytime ▼

Travelers
1 ▼

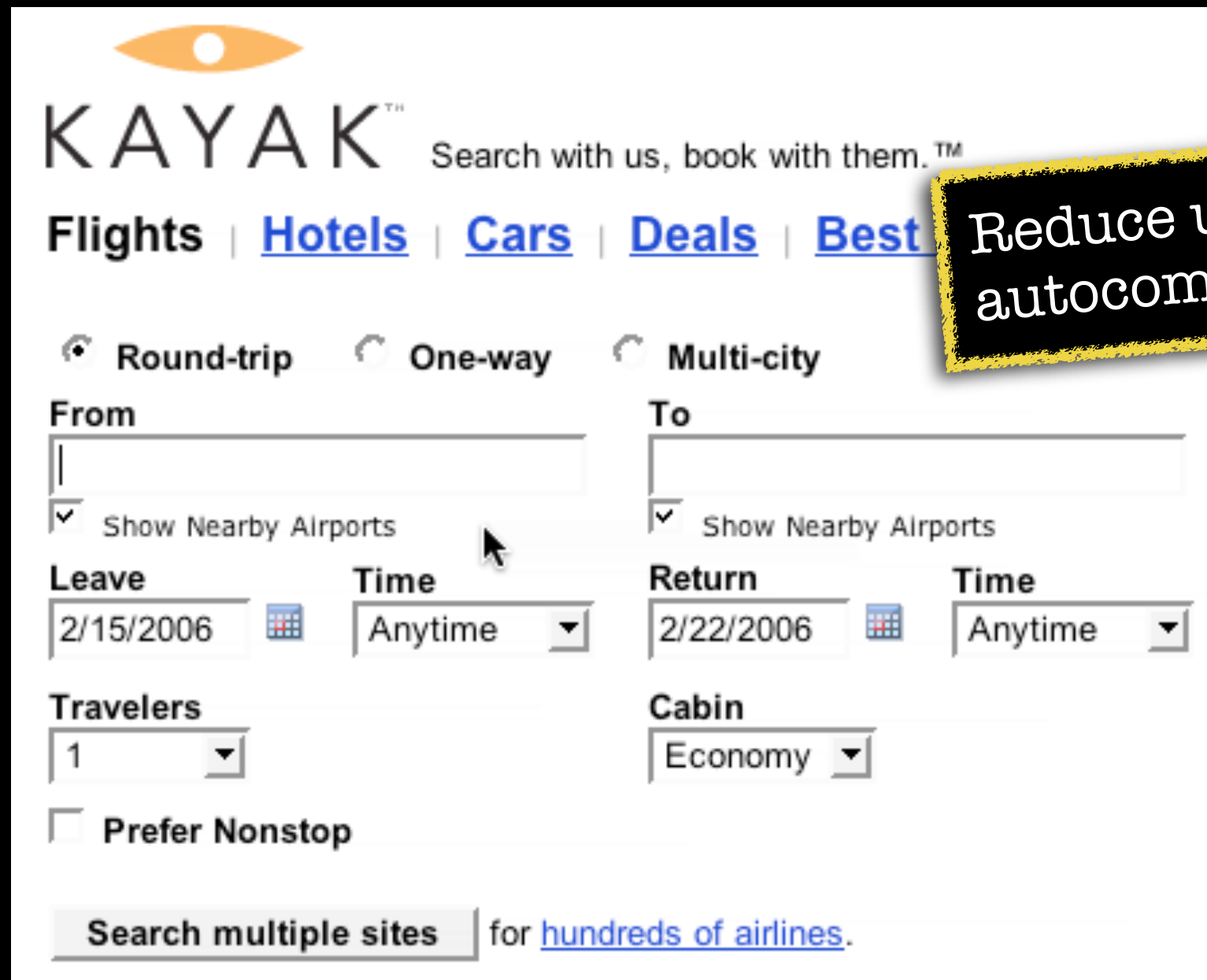
Cabin
Economy ▼

☐ Prefer Nonstop

for [hundreds of airlines.](#)

auto complete. kayak

Moments in Forms



The image shows a screenshot of the KAYAK flight search interface. At the top is the KAYAK logo with the tagline "Search with us, book with them.™". Below the logo are navigation links: "Flights", "Hotels", "Cars", "Deals", and "Best". The main form is for flight searches and includes several sections: 1. Trip type: Radio buttons for "Round-trip" (selected), "One-way", and "Multi-city". 2. Origin and destination: "From" and "To" text input fields. 3. Checkboxes: "Show Nearby Airports" (checked) for both origin and destination. 4. Dates and times: "Leave" and "Return" date pickers (showing 2/15/2006 and 2/22/2006 respectively) and "Time" dropdown menus (both set to "Anytime"). 5. Travelers and Cabin: "Travelers" dropdown (set to 1) and "Cabin" dropdown (set to "Economy"). 6. Preferences: A checkbox for "Prefer Nonstop". 7. Search button: A button labeled "Search multiple sites" followed by the text "for [hundreds of airlines.](#)".

Reduce user effort by
autocompleting correctly.

auto complete. kayak

Interactive Moments

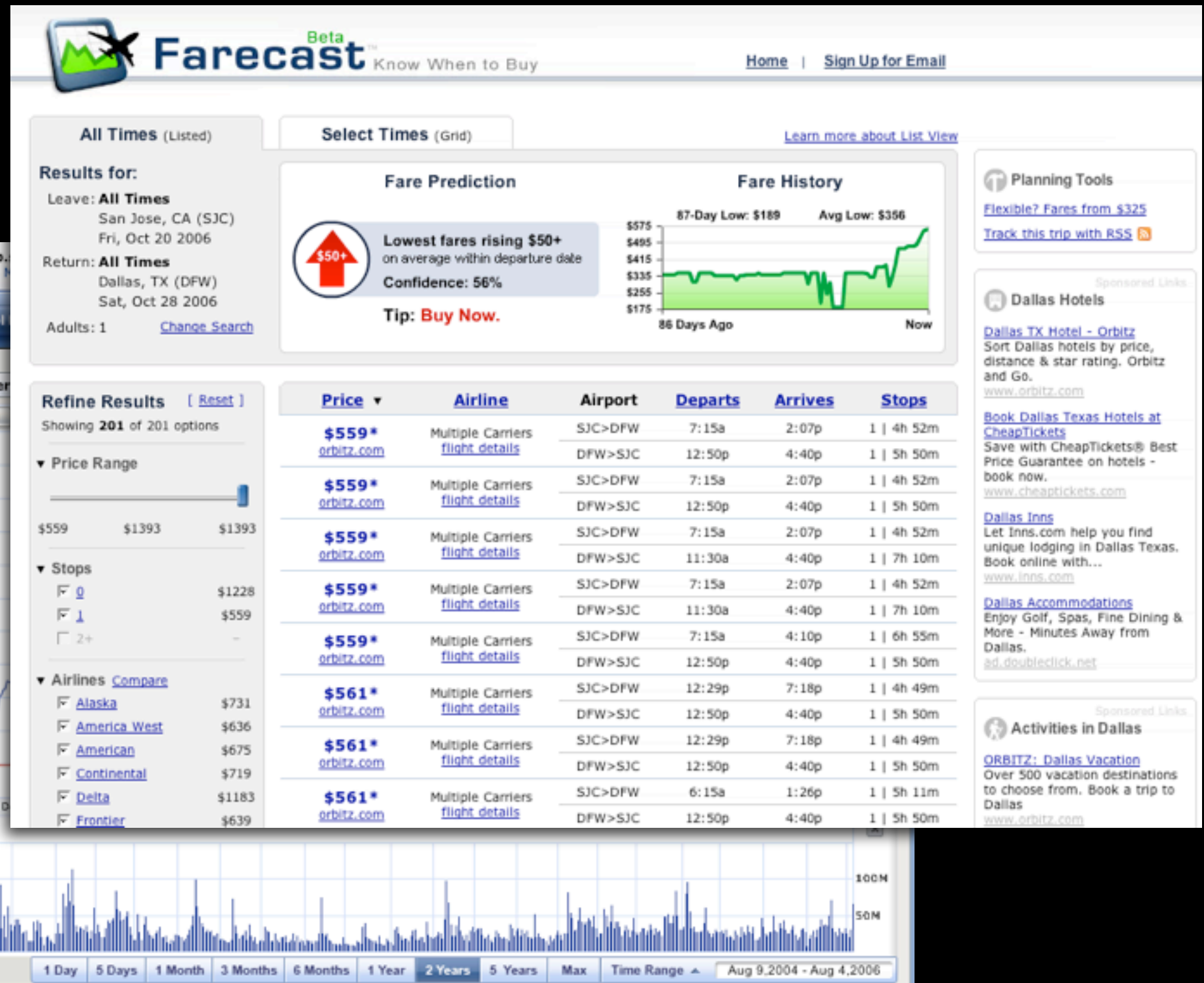
yahoo! finance



Interactive Moments

farecast.com

yahoo! finance



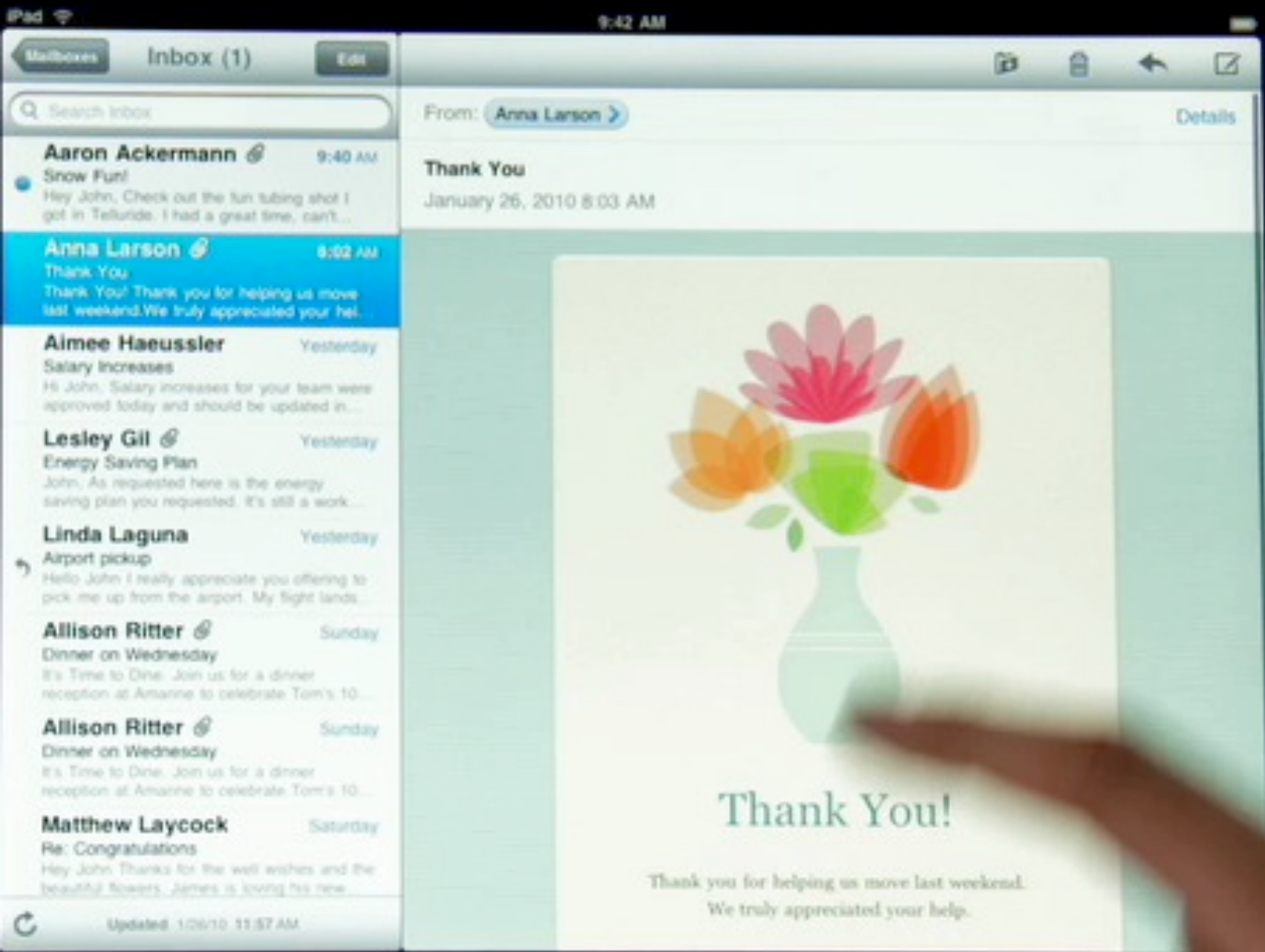
Interesting Moments



- ☐ Keep it direct
- ☐ Maintain flow
- ☐ Require a light footprint
- ☐ Invite interaction
- ☐ Show transitions
- ☐ Be reactive

Delete Messages. iPad Mail

Interesting Moments



- ☐ Keep it direct
- ☐ Maintain flow
- ☐ Require a light footprint
- ☐ Invite interaction
- ☐ Show transitions
- ☐ Be reactive

Delete Messages. iPad Mail

Blogs

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Video

<http://oreil.ly/dwivideo>

Flickr Credits

<http://tr.im/t6Ew>