

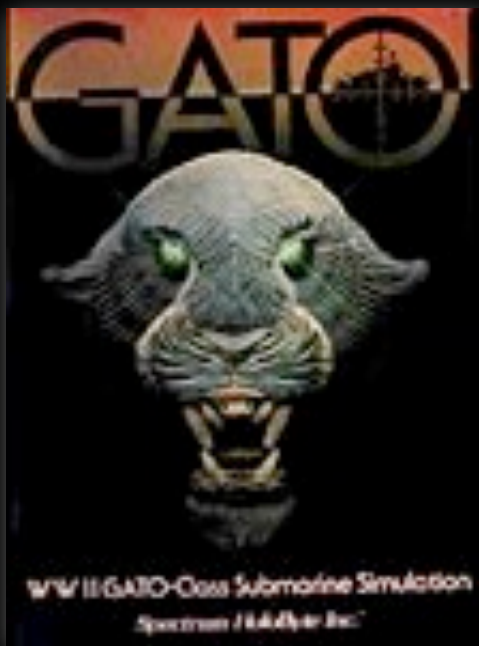
Designing for Interesting Moments

Web App Masters Tour
Minneapolis, MN

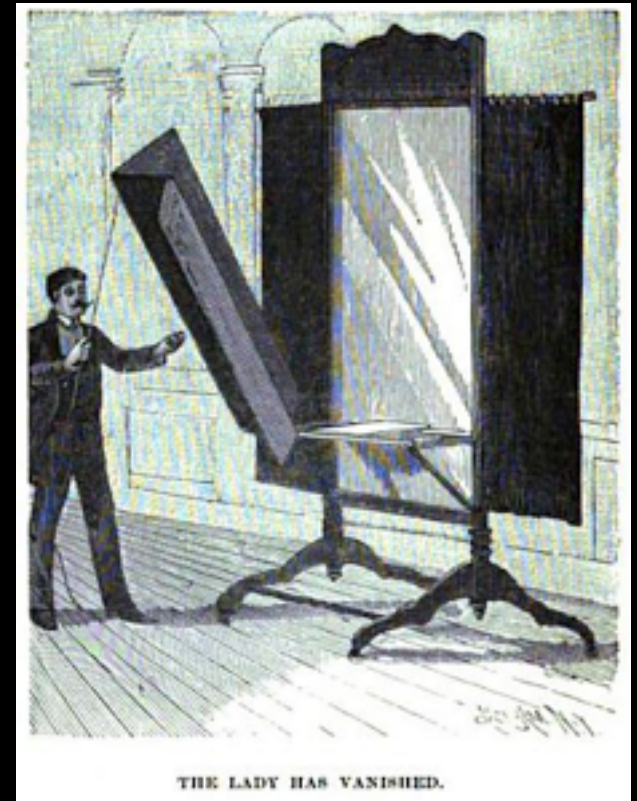
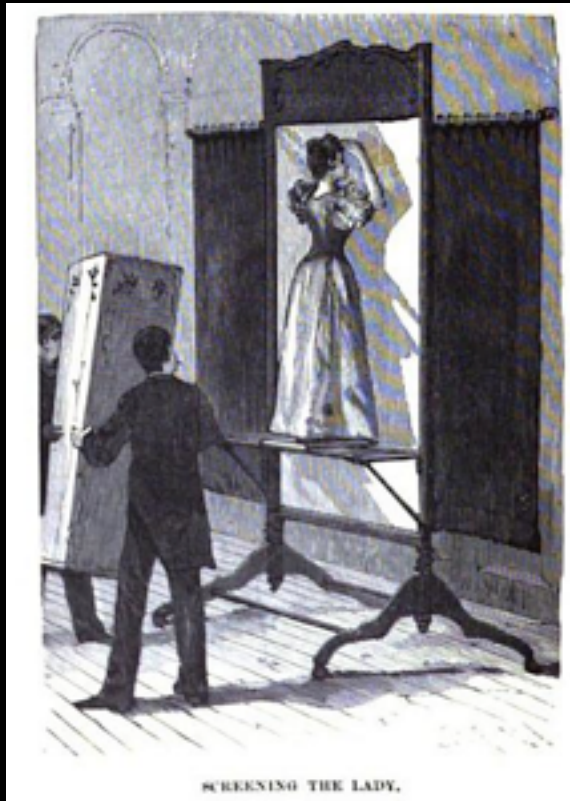
Bill Scott

VP, Product Engineering
Meebo

April 28, 2010



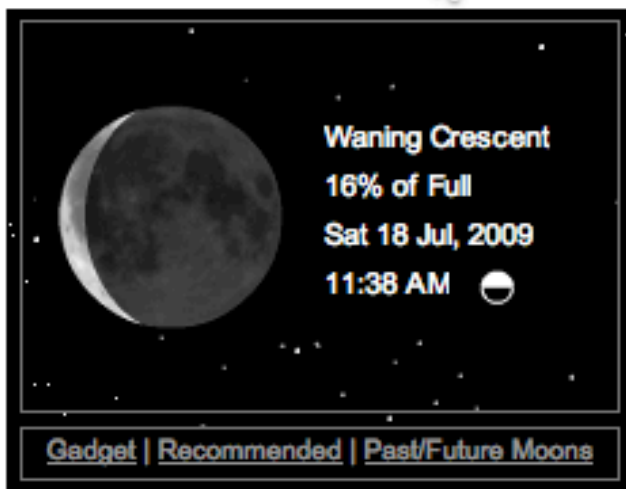
Magic Moments



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

The slightest mistake will destroy the illusion. Each moment matters.

Current Moon Phase



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Simple Interaction?

Current Moon Phase



Waning Crescent

16% of Full

Sat 18 Jul, 2009

11:38 AM



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National Geographic POD



POD -

[Google Webmaster Tools](#)

Simple Interaction? 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.

Simple Interaction? Actors...

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

Events →

Actors ↓

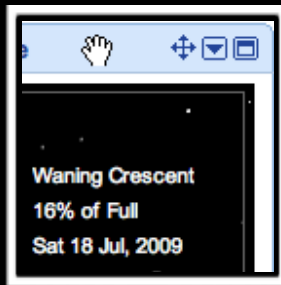
96

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



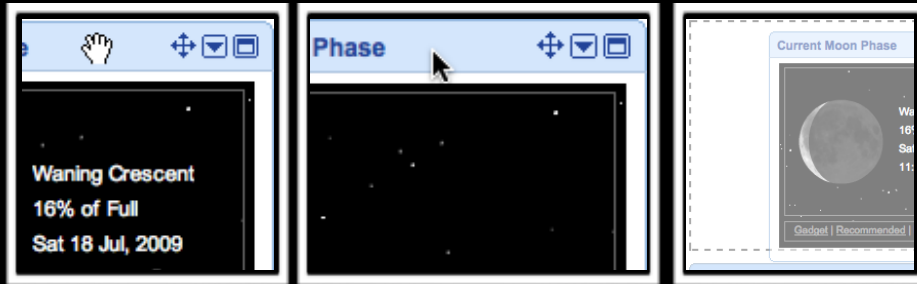
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
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Interesting Moments



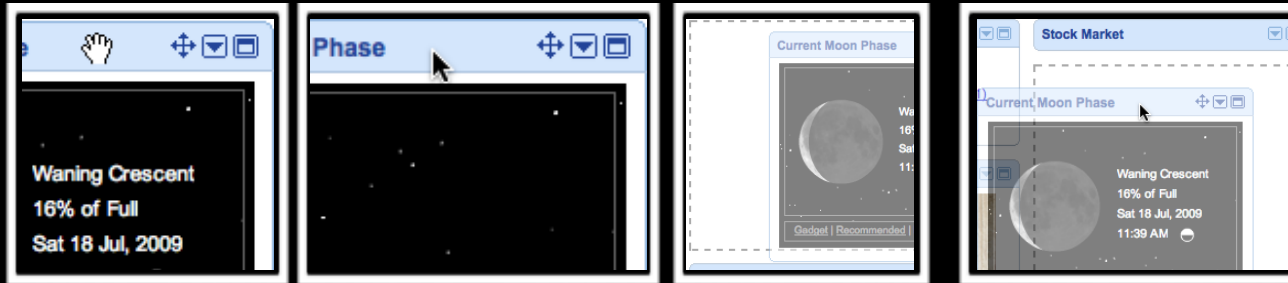
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Interesting Moments



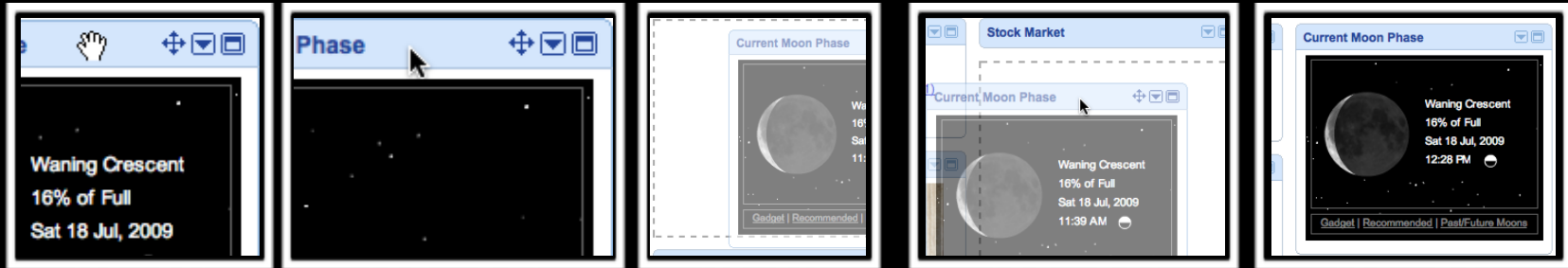
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
Dragged Module			Slightly transparent.		Dragged module removed.
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Interesting Moments



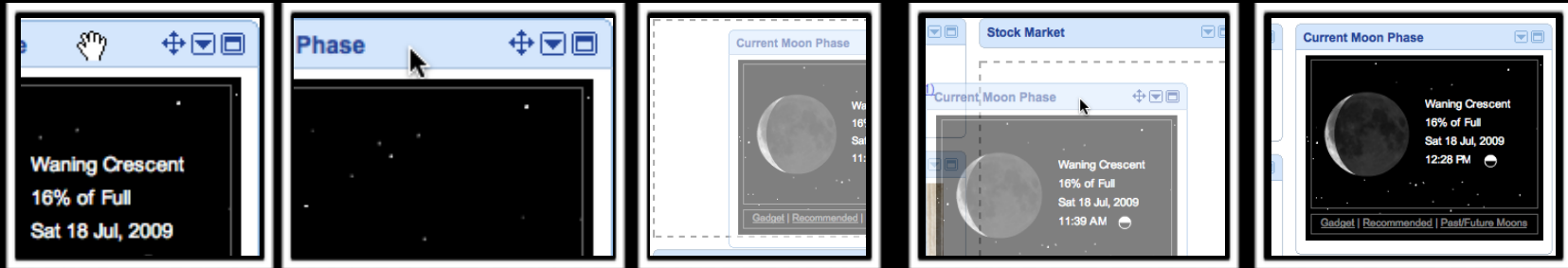
	Mouse Hover	Mouse Down	Drag Initiated	Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change to a hand pointer.	Change to normal style.*			
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Interesting Moments



	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.
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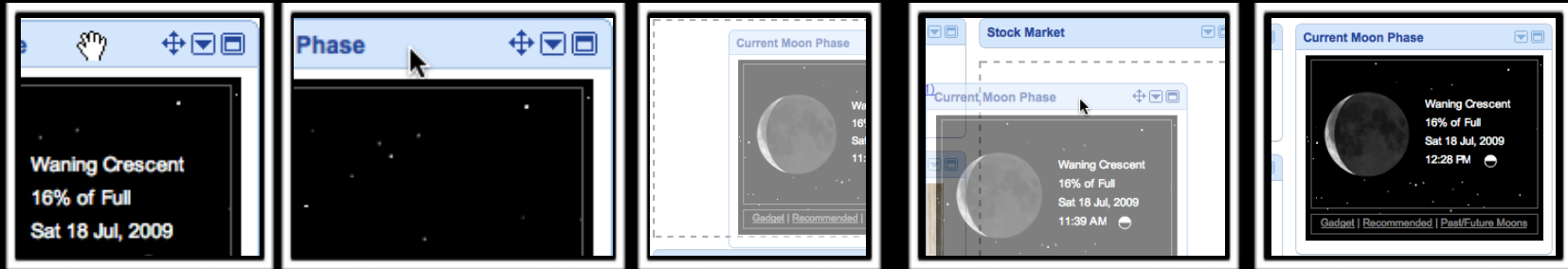
Interesting Moments



		Drag Hovers over Valid Target*		Drop Accepted
Cursor	Change hand			
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.

Captures microstates

Interesting Moments

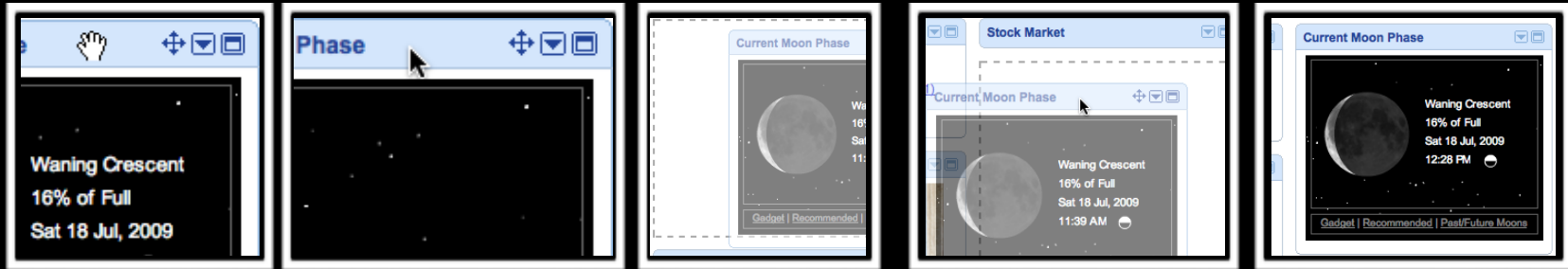


			Drag Hovers over Valid Target*	Drop Accepted
Cursor	Change hand			
Dragged Module		parent.		Dragged module removed.
Drag Module		Hole is shown as a gray, thick, dashed outline.		Hole is removed.
Original Location				
Drop Target			Hole (gray, thick, dashed outline) is moved to the new drop spot. Other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

Captures microstates

States engagement

Interesting Moments



	Drag Hovers over Valid Target*	Drop Accepted
<p>Cursor</p> <p>Change hand</p>		
<p>Dragged Module</p>		Dragged module removed.
<p>Drop Module</p> <p>Hole is shown as</p>		Hole is removed.
<p>Original Location</p>		
<p>Drop Target</p>	<p>Hole (gray, thick, dashed outline) is moved to the new drop spot. Other modules shift to close prior hole.</p>	<p>Module is placed in the new location.</p>

Captures microstates

States engagement

States moments of rest



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

microstates.

Interesting Moments



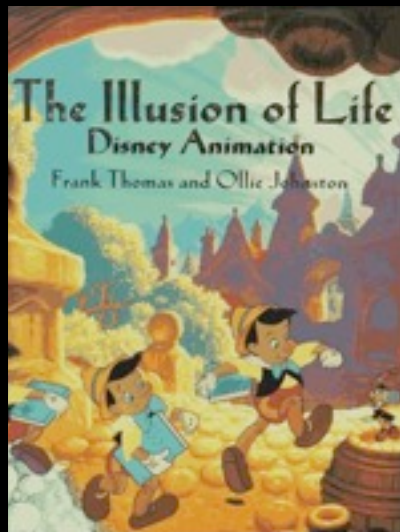
Frescoes & stained glass have been telling stories for a long time.

panes
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

6 principles

6 principles

for designing interesting moments



Keep Moments
Direct



Editing Moments



inline editing. [flickr.com](https://www.flickr.com)

Editing Moments



inline editing. flickr.com

Interesting Moments:

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

Editing Moments



inline editing. flickr.com



Pay attention to discoverability

Interesting Moments:

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

Editing Moments



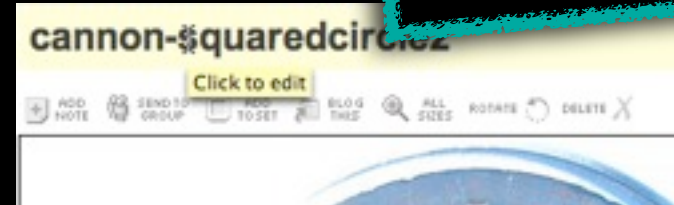
inline editing. flickr.com

Interesting Moments:

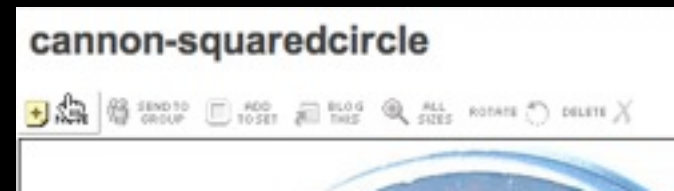
- Yellow spotlight/invitation
- Tooltip invitation
- Explicit Save/Cancel buttons



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

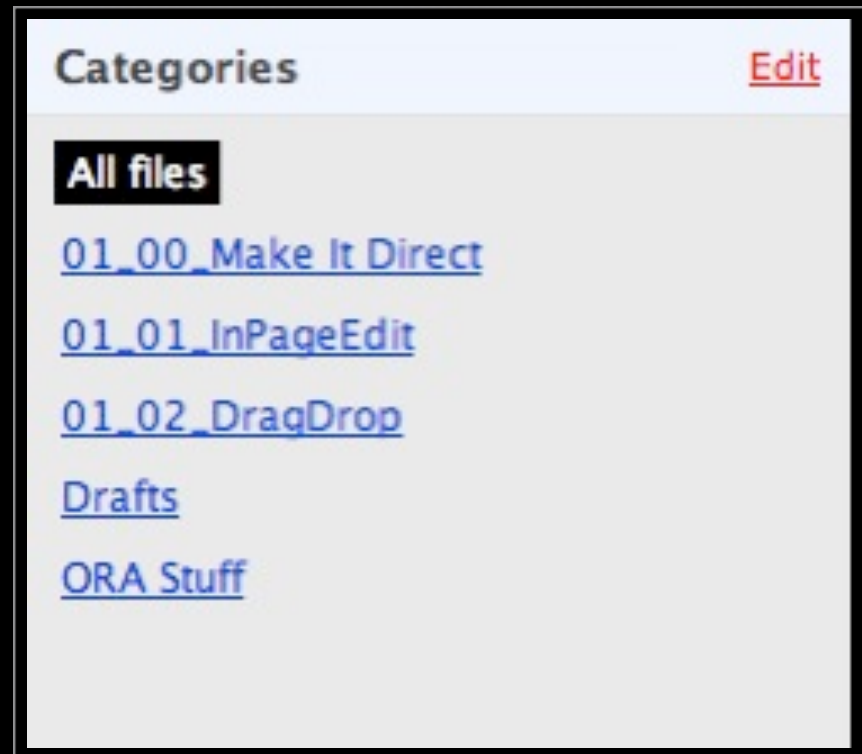


anti-pattern. non-symmetrical. iphone

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone

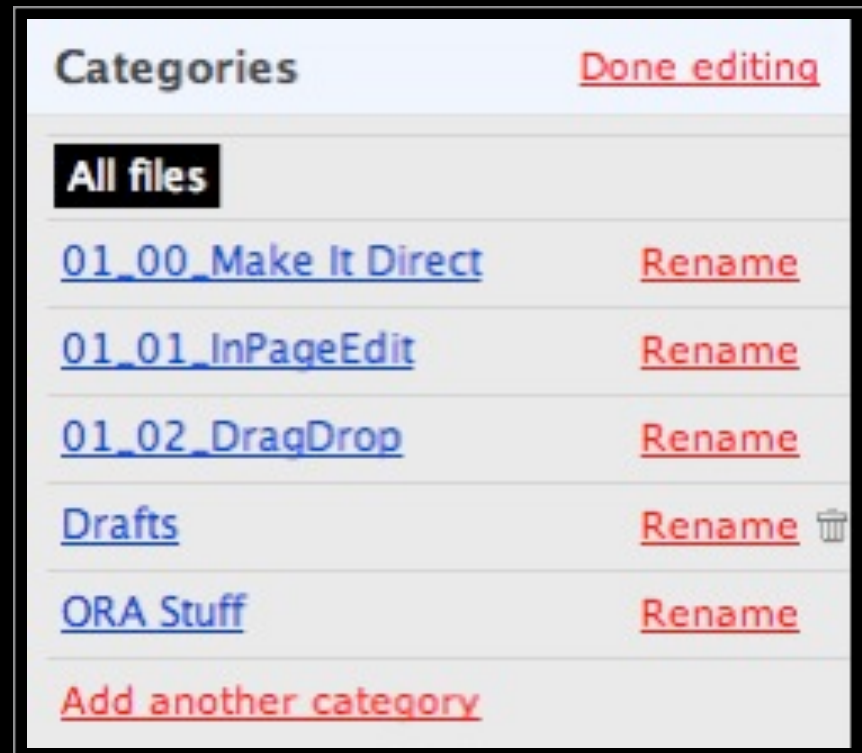


symmetrical interaction. basecamp

Activation/Deactivation Moments



anti-pattern. non-symmetrical. iphone



symmetrical interaction. basecamp

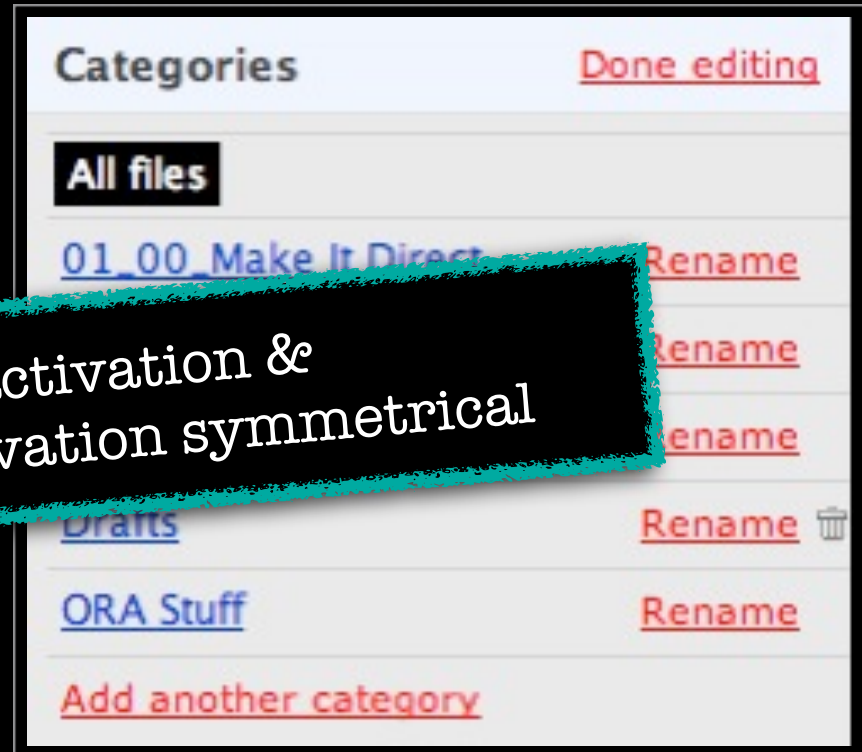
Activation/Deactivation Moments

Anti-Pattern
Non
Symmetrical
Interaction



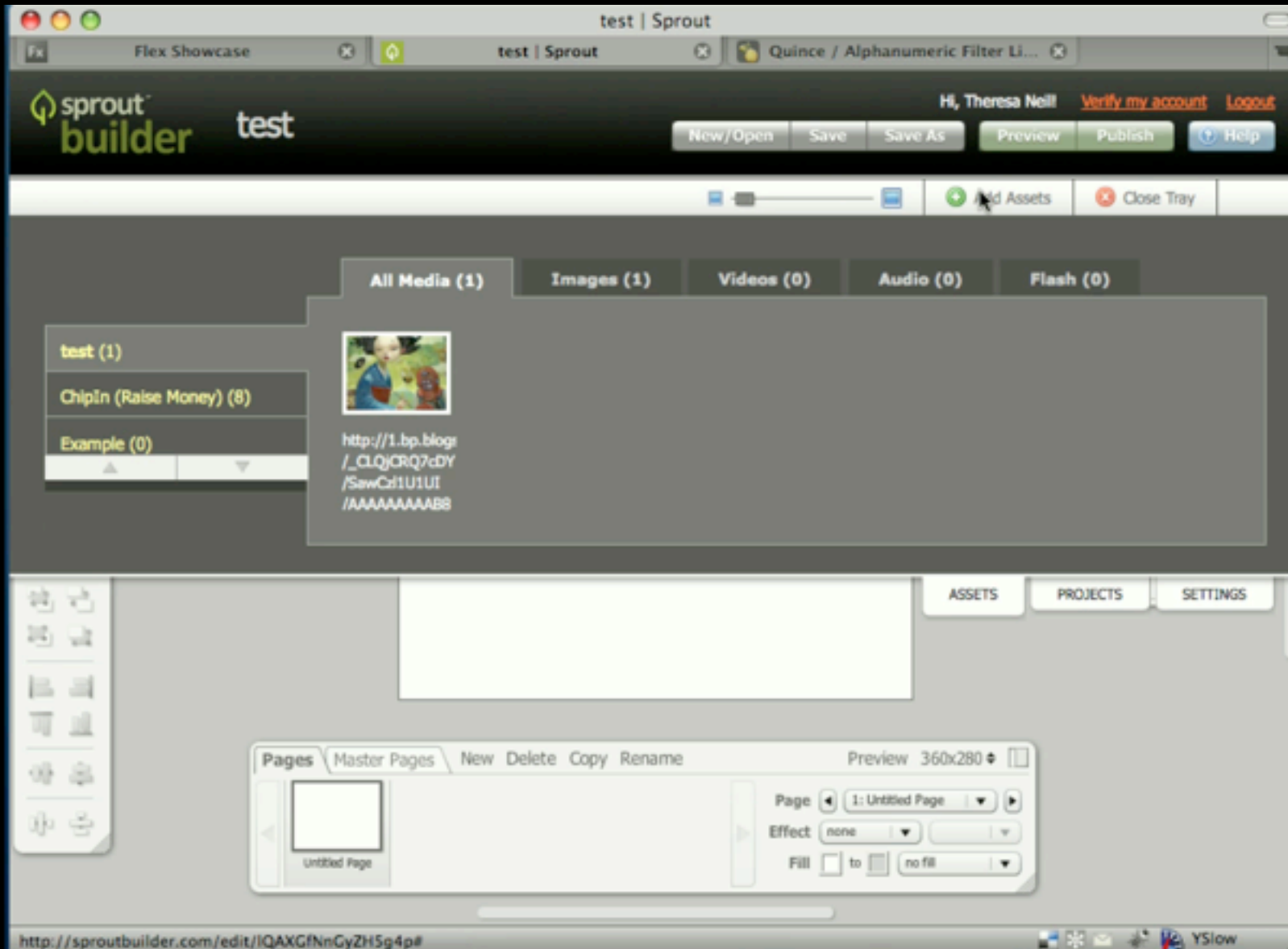
anti-pattern. non-symmetrical. iphone

Keep activation &
deactivation symmetrical



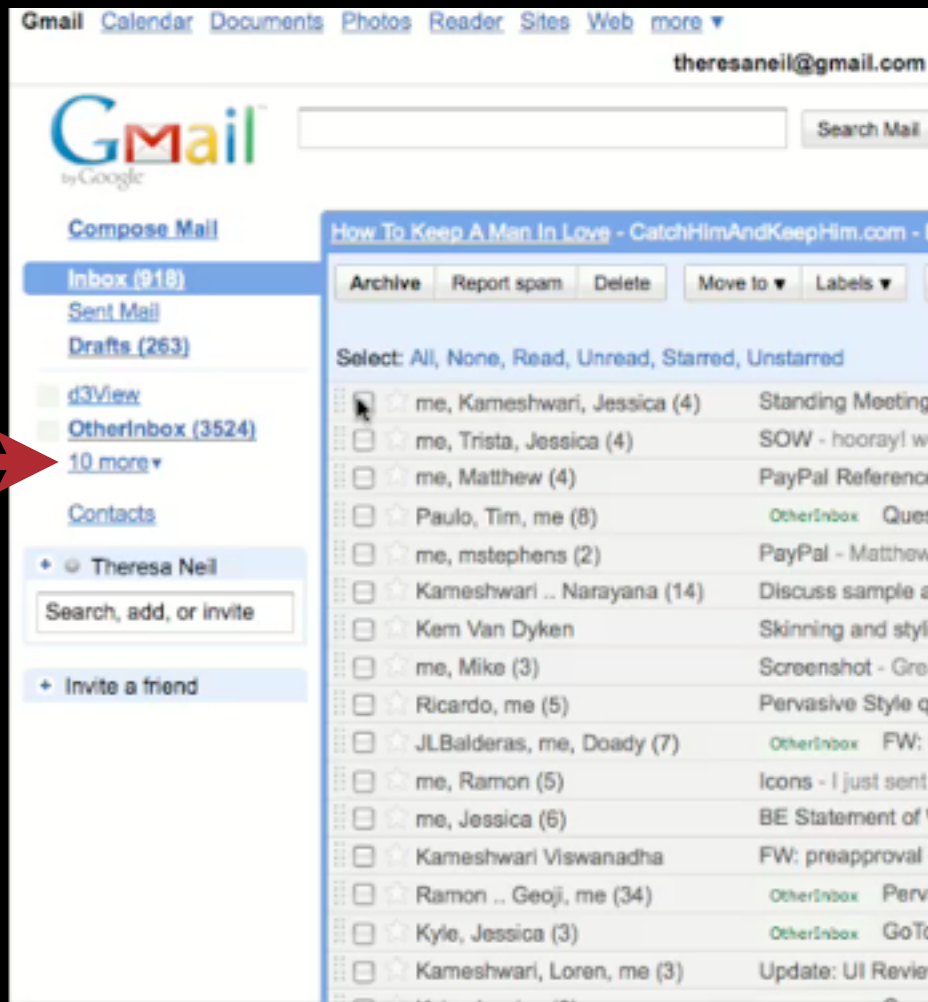
symmetrical interaction. basecamp

Activation/Deactivation Moments



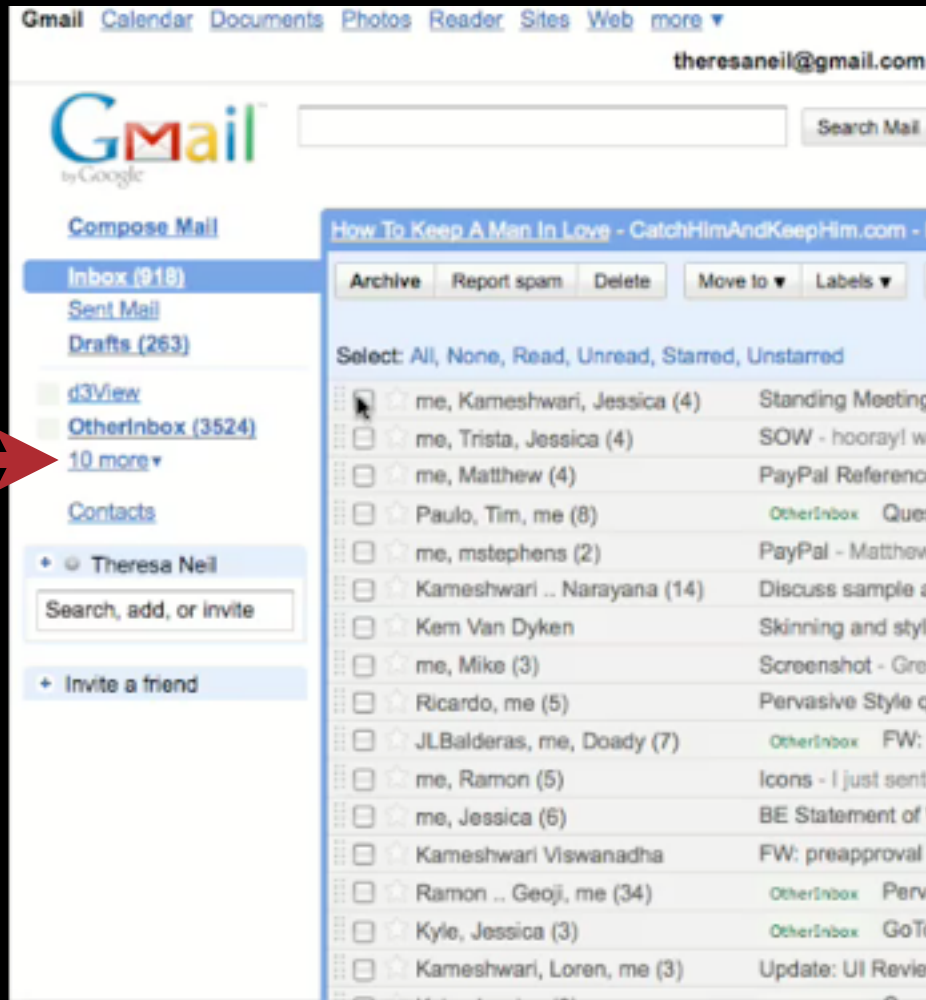
anti-pattern. non-symmetrical. sproutbuilder

Drag & Drop Moments



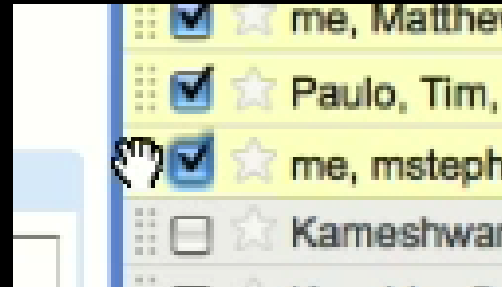
drag and drop. gmail

Drag & Drop Moments

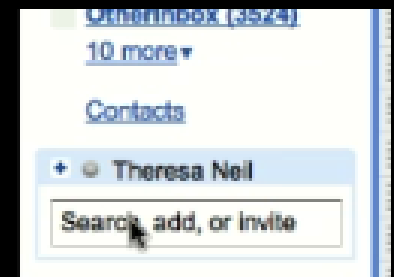
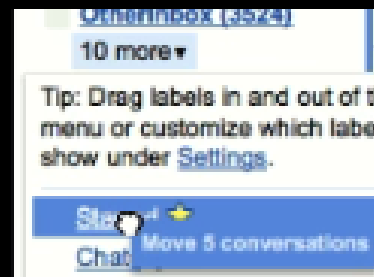


drag and drop. gmail

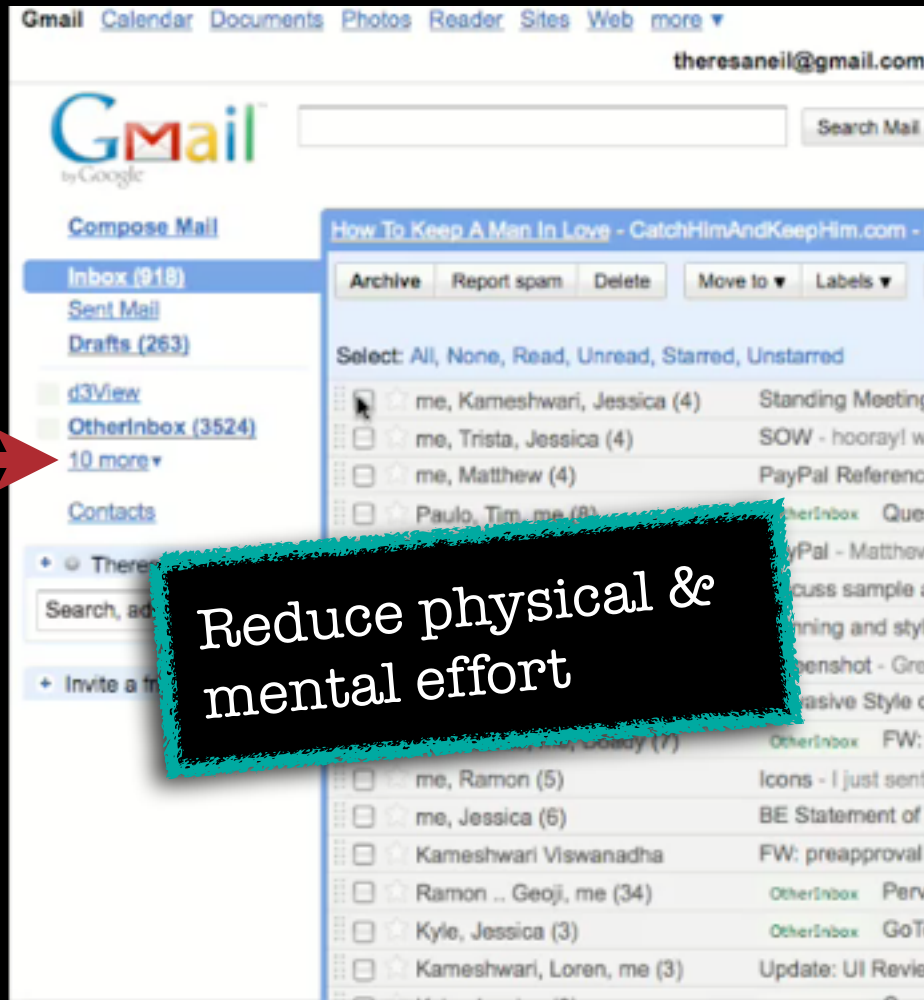
Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.

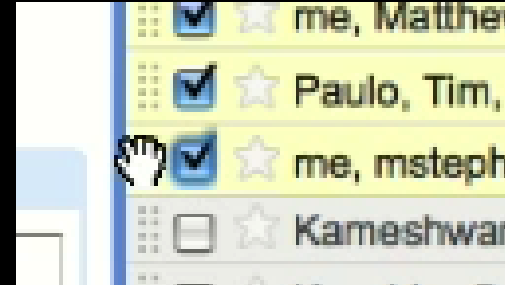


Drag & Drop Moments

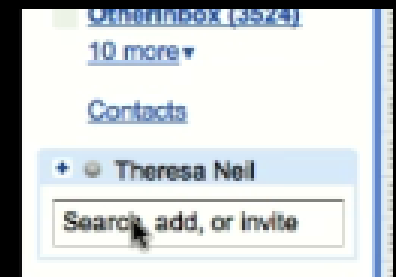
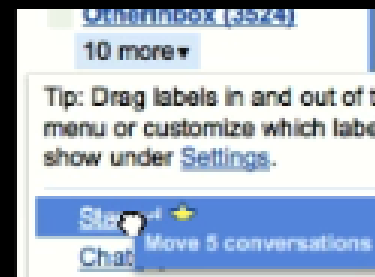


drag and drop. gmail

Mouse hover & initiation
Anti-pattern: Tiny Targets



Drop accepted
What happened?
Collapses immediately.



Context Affects Moments

The screenshot shows a real estate website interface. On the left is a sidebar with a 'Home Locator' section, a 'SEARCH AREA' map of the United States, and a 'FILTER' section with various controls. The main area features a table of property listings, a map on the right, and a blue banner at the bottom.

Home Locator

SEARCH AREA

FILTER

Price Range: \$0 - \$1,000,000

FLORIDA - 1,000,000

Bedrooms: 1 - 5

Bathrooms: 1 - 5

Midwest Features: 1 - 5

Advanced Search: 1 - 5

Price: \$0 - \$1,000,000

Bedrooms: 1 - 5

Bathrooms: 1 - 5

Midwest Features: 1 - 5

Advanced Search: 1 - 5

Price	Sq. Ft.	Bedrooms	Bathrooms	Stories
\$400,000	900	3	2	1
\$500,000	1,000	3	2	1
\$550,000	1,100	3	2	1
\$600,000	1,200	3	2	1
\$650,000	1,300	3	2	1
\$700,000	1,400	3	2	1
\$750,000	1,500	3	2	1
\$800,000	1,600	3	2	1
\$850,000	1,700	3	2	1
\$900,000	1,800	3	2	1
\$950,000	1,900	3	2	1
\$1,000,000	2,000	3	2	1
\$1,050,000	2,100	3	2	1
\$1,100,000	2,200	3	2	1
\$1,150,000	2,300	3	2	1
\$1,200,000	2,400	3	2	1
\$1,250,000	2,500	3	2	1
\$1,300,000	2,600	3	2	1
\$1,350,000	2,700	3	2	1
\$1,400,000	2,800	3	2	1
\$1,450,000	2,900	3	2	1
\$1,500,000	3,000	3	2	1
\$1,550,000	3,100	3	2	1
\$1,600,000	3,200	3	2	1
\$1,650,000	3,300	3	2	1
\$1,700,000	3,400	3	2	1
\$1,750,000	3,500	3	2	1
\$1,800,000	3,600	3	2	1
\$1,850,000	3,700	3	2	1
\$1,900,000	3,800	3	2	1
\$1,950,000	3,900	3	2	1
\$2,000,000	4,000	3	2	1
\$2,050,000	4,100	3	2	1
\$2,100,000	4,200	3	2	1
\$2,150,000	4,300	3	2	1
\$2,200,000	4,400	3	2	1
\$2,250,000	4,500	3	2	1
\$2,300,000	4,600	3	2	1
\$2,350,000	4,700	3	2	1
\$2,400,000	4,800	3	2	1
\$2,450,000	4,900	3	2	1
\$2,500,000	5,000	3	2	1
\$2,550,000	5,100	3	2	1
\$2,600,000	5,200	3	2	1
\$2,650,000	5,300	3	2	1
\$2,700,000	5,400	3	2	1
\$2,750,000	5,500	3	2	1
\$2,800,000	5,600	3	2	1
\$2,850,000	5,700	3	2	1
\$2,900,000	5,800	3	2	1
\$2,950,000	5,900	3	2	1
\$3,000,000	6,000	3	2	1
\$3,050,000	6,100	3	2	1
\$3,100,000	6,200	3	2	1
\$3,150,000	6,300	3	2	1
\$3,200,000	6,400	3	2	1
\$3,250,000	6,500	3	2	1
\$3,300,000	6,600	3	2	1
\$3,350,000	6,700	3	2	1
\$3,400,000	6,800	3	2	1
\$3,450,000	6,900	3	2	1
\$3,500,000	7,000	3	2	1
\$3,550,000	7,100	3	2	1
\$3,600,000	7,200	3	2	1
\$3,650,000	7,300	3	2	1
\$3,700,000	7,400	3	2	1
\$3,750,000	7,500	3	2	1
\$3,800,000	7,600	3	2	1
\$3,850,000	7,700	3	2	1
\$3,900,000	7,800	3	2	1
\$3,950,000	7,900	3	2	1
\$4,000,000	8,000	3	2	1
\$4,050,000	8,100	3	2	1
\$4,100,000	8,200	3	2	1
\$4,150,000	8,300	3	2	1
\$4,200,000	8,400	3	2	1
\$4,250,000	8,500	3	2	1
\$4,300,000	8,600	3	2	1
\$4,350,000	8,700	3	2	1
\$4,400,000	8,800	3	2	1
\$4,450,000	8,900	3	2	1
\$4,500,000	9,000	3	2	1
\$4,550,000	9,100	3	2	1
\$4,600,000	9,200	3	2	1
\$4,650,000	9,300	3	2	1
\$4,700,000	9,400	3	2	1
\$4,750,000	9,500	3	2	1
\$4,800,000	9,600	3	2	1
\$4,850,000	9,700	3	2	1
\$4,900,000	9,800	3	2	1
\$4,950,000	9,900	3	2	1
\$5,000,000	10,000	3	2	1

VIEW MORE PROPERTIES NOW

The Best is just what you need.

Context Affects Moments

The screenshot displays a real estate application interface. On the left is a sidebar with a 'Home Locator' section, a 'SEARCH AREA' map of the United States, and a 'FILTER' section with various controls. The main area features a table of property listings, a map of the Dallas-Fort Worth area, and a 'VIEW MORE PROPERTIES' button at the bottom.

Home Locator

SEARCH AREA

FILTER

Price Range: \$0 - \$1,000,000

Filter: All

Map: North America

VIEW MORE PROPERTIES

The table below lists the properties shown in the main area:

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$400,000	900	3	2	1
\$500,000	1,000	3	2	1
\$600,000	1,100	3	2	1
\$700,000	1,200	3	2	1
\$800,000	1,300	3	2	1
\$900,000	1,400	3	2	1
\$1,000,000	1,500	3	2	1
\$1,100,000	1,600	3	2	1
\$1,200,000	1,700	3	2	1
\$1,300,000	1,800	3	2	1
\$1,400,000	1,900	3	2	1
\$1,500,000	2,000	3	2	1
\$1,600,000	2,100	3	2	1
\$1,700,000	2,200	3	2	1
\$1,800,000	2,300	3	2	1
\$1,900,000	2,400	3	2	1
\$2,000,000	2,500	3	2	1
\$2,100,000	2,600	3	2	1
\$2,200,000	2,700	3	2	1
\$2,300,000	2,800	3	2	1
\$2,400,000	2,900	3	2	1
\$2,500,000	3,000	3	2	1
\$2,600,000	3,100	3	2	1
\$2,700,000	3,200	3	2	1
\$2,800,000	3,300	3	2	1
\$2,900,000	3,400	3	2	1
\$3,000,000	3,500	3	2	1
\$3,100,000	3,600	3	2	1
\$3,200,000	3,700	3	2	1
\$3,300,000	3,800	3	2	1
\$3,400,000	3,900	3	2	1
\$3,500,000	4,000	3	2	1
\$3,600,000	4,100	3	2	1
\$3,700,000	4,200	3	2	1
\$3,800,000	4,300	3	2	1
\$3,900,000	4,400	3	2	1
\$4,000,000	4,500	3	2	1
\$4,100,000	4,600	3	2	1
\$4,200,000	4,700	3	2	1
\$4,300,000	4,800	3	2	1
\$4,400,000	4,900	3	2	1
\$4,500,000	5,000	3	2	1
\$4,600,000	5,100	3	2	1
\$4,700,000	5,200	3	2	1
\$4,800,000	5,300	3	2	1
\$4,900,000	5,400	3	2	1
\$5,000,000	5,500	3	2	1
\$5,100,000	5,600	3	2	1
\$5,200,000	5,700	3	2	1
\$5,300,000	5,800	3	2	1
\$5,400,000	5,900	3	2	1
\$5,500,000	6,000	3	2	1
\$5,600,000	6,100	3	2	1
\$5,700,000	6,200	3	2	1
\$5,800,000	6,300	3	2	1
\$5,900,000	6,400	3	2	1
\$6,000,000	6,500	3	2	1
\$6,100,000	6,600	3	2	1
\$6,200,000	6,700	3	2	1
\$6,300,000	6,800	3	2	1
\$6,400,000	6,900	3	2	1
\$6,500,000	7,000	3	2	1
\$6,600,000	7,100	3	2	1
\$6,700,000	7,200	3	2	1
\$6,800,000	7,300	3	2	1
\$6,900,000	7,400	3	2	1
\$7,000,000	7,500	3	2	1
\$7,100,000	7,600	3	2	1
\$7,200,000	7,700	3	2	1
\$7,300,000	7,800	3	2	1
\$7,400,000	7,900	3	2	1
\$7,500,000	8,000	3	2	1
\$7,600,000	8,100	3	2	1
\$7,700,000	8,200	3	2	1
\$7,800,000	8,300	3	2	1
\$7,900,000	8,400	3	2	1
\$8,000,000	8,500	3	2	1
\$8,100,000	8,600	3	2	1
\$8,200,000	8,700	3	2	1
\$8,300,000	8,800	3	2	1
\$8,400,000	8,900	3	2	1
\$8,500,000	9,000	3	2	1
\$8,600,000	9,100	3	2	1
\$8,700,000	9,200	3	2	1
\$8,800,000	9,300	3	2	1
\$8,900,000	9,400	3	2	1
\$9,000,000	9,500	3	2	1
\$9,100,000	9,600	3	2	1
\$9,200,000	9,700	3	2	1
\$9,300,000	9,800	3	2	1
\$9,400,000	9,900	3	2	1
\$9,500,000	10,000	3	2	1
\$9,600,000	10,100	3	2	1
\$9,700,000	10,200	3	2	1
\$9,800,000	10,300	3	2	1
\$9,900,000	10,400	3	2	1
\$10,000,000	10,500	3	2	1
\$10,100,000	10,600	3	2	1
\$10,200,000	10,700	3	2	1
\$10,300,000	10,800	3	2	1
\$10,400,000	10,900	3	2	1
\$10,500,000	11,000	3	2	1
\$10,600,000	11,100	3	2	1
\$10,700,000	11,200	3	2	1
\$10,800,000	11,300	3	2	1
\$10,900,000	11,400	3	2	1
\$11,000,000	11,500	3	2	1
\$11,100,000	11,600	3	2	1
\$11,200,000	11,700	3	2	1
\$11,300,000	11,800	3	2	1
\$11,400,000	11,900	3	2	1
\$11,500,000	12,000	3	2	1
\$11,600,000	12,100	3	2	1
\$11,700,000	12,200	3	2	1
\$11,800,000	12,300	3	2	1
\$11,900,000	12,400	3	2	1
\$12,000,000	12,500	3	2	1
\$12,100,000	12,600	3	2	1
\$12,200,000	12,700	3	2	1
\$12,300,000	12,800	3	2	1
\$12,400,000	12,900	3	2	1
\$12,500,000	13,000	3	2	1
\$12,600,000	13,100	3	2	1
\$12,700,000	13,200	3	2	1
\$12,800,000	13,300	3	2	1
\$12,900,000	13,400	3	2	1
\$13,000,000	13,500	3	2	1
\$13,100,000	13,600	3	2	1
\$13,200,000	13,700	3	2	1
\$13,300,000	13,800	3	2	1
\$13,400,000	13,900	3	2	1
\$13,500,000	14,000	3	2	1
\$13,600,000	14,100	3	2	1
\$13,700,000	14,200	3	2	1
\$13,800,000	14,300	3	2	1
\$13,900,000	14,400	3	2	1
\$14,000,000	14,500	3	2	1
\$14,100,000	14,600	3	2	1
\$14,200,000	14,700	3	2	1
\$14,300,000	14,800	3	2	1
\$14,400,000	14,900	3	2	1
\$14,500,000	15,000	3	2	1
\$14,600,000	15,100	3	2	1
\$14,700,000	15,200	3	2	1
\$14,800,000	15,300	3	2	1
\$14,900,000	15,400	3	2	1
\$15,000,000	15,500	3	2	1
\$15,100,000	15,600	3	2	1
\$15,200,000	15,700	3	2	1
\$15,300,000	15,800	3	2	1
\$15,400,000	15,900	3	2	1
\$15,500,000	16,000	3	2	1
\$15,600,000	16,100	3	2	1
\$15,700,000	16,200	3	2	1
\$15,800,000	16,300	3	2	1
\$15,900,000	16,400	3	2	1
\$16,000,000	16,500	3	2	1
\$16,100,000	16,600	3	2	1
\$16,200,000	16,700	3	2	1
\$16,300,000	16,800	3	2	1
\$16,400,000	16,900	3	2	1
\$16,500,000	17,000	3	2	1
\$16,600,000	17,100	3	2	1
\$16,700,000	17,200	3	2	1
\$16,800,000	17,300	3	2	1
\$16,900,000	17,400	3	2	1
\$17,000,000	17,500	3	2	1
\$17,100,000	17,600	3	2	1
\$17,200,000	17,700	3	2	1
\$17,300,000	17,800	3	2	1
\$17,400,000	17,900	3	2	1
\$17,500,000	18,000	3	2	1
\$17,600,000	18,100	3	2	1
\$17,700,000	18,200	3	2	1
\$17,800,000	18,300	3	2	1
\$17,900,000	18,400	3	2	1
\$18,000,000	18,500	3	2	1
\$18,100,000	18,600	3	2	1
\$18,200,000	18,700	3	2	1
\$18,300,000	18,800	3	2	1
\$18,400,000	18,900	3	2	1
\$18,500,000	19,000	3	2	1
\$18,600,000	19,100	3	2	1
\$18,700,000	19,200	3	2	1
\$18,800,000	19,300	3	2	1
\$18,900,000	19,400	3	2	1
\$19,000,000	19,500	3	2	1
\$19,100,000	19,600	3	2	1
\$19,200,000	19,700	3	2	1
\$19,300,000	19,800	3	2	1
\$19,400,000	19,900	3	2	1
\$19,500,000	20,000	3	2	1
\$19,600,000	20,100	3	2	1
\$19,700,000	20,200	3	2	1
\$19,800,000	20,300	3	2	1
\$19,900,000	20,400	3	2	1
\$20,000,000	20,500	3	2	1
\$20,100,000	20,600	3	2	1
\$20,200,000	20,700	3	2	1
\$20,300,000	20,800	3	2	1
\$20,400,000	20,900	3	2	1
\$20,500,000	21,000	3	2	1
\$20,600,000	21,100	3	2	1
\$20,700,000	21,200	3	2	1
\$20,800,000	21,300	3	2	1
\$20,900,000	21,400	3	2	1
\$21,000,000	21,500	3	2	1
\$21,100,000	21,600	3	2	1
\$21,200,000	21,700	3	2	1
\$21,300,000	21,800	3	2	1
\$21,400,000	21,900	3	2	1
\$21,500,000	22,000	3	2	1
\$21,600,000	22,100	3	2	1
\$21,700,000	22,200	3	2	1
\$21,800,000	22,300	3	2	1
\$21,900,000	22,400	3	2	1
\$22,000,000	22,500	3	2	1
\$22,100,000	22,600	3	2	1
\$22,200,000	22,700	3	2	1
\$22,300,000	22,800	3	2	1
\$22,400,000	22,900	3	2	1
\$22,500,000	23,000	3	2	1
\$22,600,000	23,100	3	2	1
\$22,700,000	23,200	3	2	1
\$22,800,000	23,300	3	2	1
\$22,900,000	23,400	3	2	1
\$23,000,000	23,500	3	2	1
\$23,100,000	23,600	3	2	1
\$23,200,000	23,700	3	2	1
\$23,300,000	23,800	3	2	1
\$23,400,000	23,900	3	2	1
\$23,500,000	24,000	3	2	1
\$23,600,000	24,100	3	2	1
\$23,700,000	24,200	3	2	1
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\$23,900,000	24,400	3	2	1
\$24,000,000	24,500	3	2	1
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\$24,200,000	24,700	3	2	1
\$24,300,000	24,800	3	2	1
\$24,400,000	24,900	3	2	1
\$24,500,000	25,000	3	2	1
\$24,600,000	25,100	3	2	1
\$24,700,000	25,200	3	2	1
\$24,800,000	25,300	3	2	1
\$24,900,000	25,400	3	2	1
\$25,000,000	25,500	3	2	1
\$25,100,000	25,600	3	2	1
\$25,200,000	25,700	3	2	1
\$25,300,000	25,800	3	2	1
\$25,400,000	25,900	3	2	1
\$25,500,000	26,000	3	2	1
\$25,600,000	26,100	3	2	1
\$25,700,000	26,200	3	2	1
\$25,800,000	26,300	3	2	1
\$25,900,000	26,400			

Context Affects Moments

The screenshot displays a real estate website interface. On the left is a sidebar with a 'Home Locator' section featuring a map of the United States and a 'FILTER' section with various search criteria. The main content area is divided into a table of property listings and a map on the right. The table lists properties with columns for Price, Sq. Ft., Bedrooms, Baths, and Stories. A blue banner at the bottom of the table area reads 'VIEW MORE LISTINGS NOW'.

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$400,000	900	3	2	1
\$375,000	1700	3	2	1
\$375,000	900	3	2	1
\$350,000	900	3	2	1
\$340,000	1000	3	2	1
\$1,000,000	3000	4	3	2
\$975,000	1,800	3	2	1
\$950,000	1,400	3	2	1
\$750,000	1,200	3	2	1
\$550,000	1,100	3	2	1
\$500,000	1,250	4	3	2
\$400,000	800	3	2	1
\$350,000	1,100	4	3	2
\$325,000	1,100	3	2	1

The screenshot shows the Zillow website interface. On the left, there is a sidebar with the Zillow logo and a navigation menu. The main content area displays a search for properties in North America. The search results table is empty, and a map of North America is displayed on the right. A sidebar on the right shows the Zillow logo and navigation links.

Search Results Table:

Price	Sq. Ft.	Bedrooms	Baths	Stories
\$1,000,000	3,000	4	3	1
\$1,000,000	3,000	4	3	1

Map: A map of North America showing the search area. The map includes labels for major cities and states.

Search Results: The search results table is empty, indicating no properties were found for the specified criteria.

Footer: The footer contains the Zillow logo and a message: "We have 1 property for you to view."

Context Affects Moments

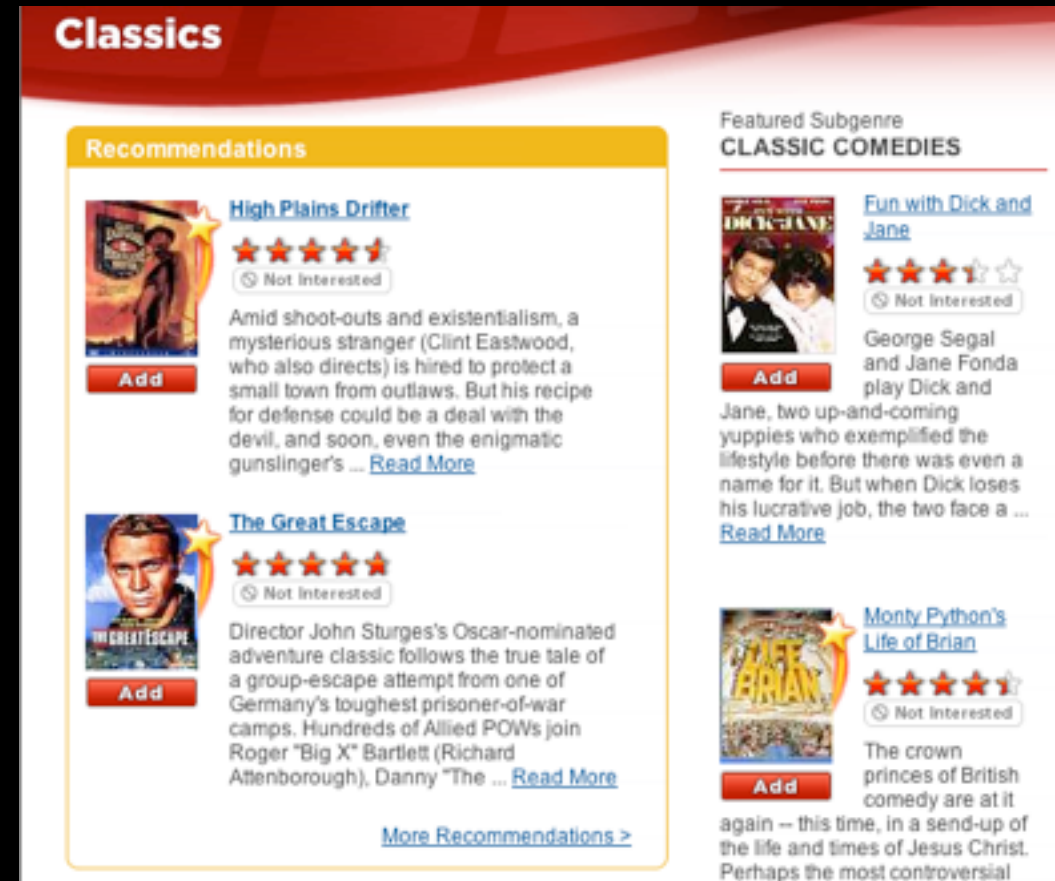


anti-pattern. artificial construct.

Context Affects Moments



anti-pattern. artificial construct.



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Context Affects Moments



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Fitts Law & Moments

How long does it take to move the mouse from one point to another?

How long does it take to move the mouse from one point to another, taking into account the distance between the points?

How long does it take to move the mouse from one point to another, taking into account the distance between the points, and the speed of the mouse?

Fitts Law & Moments

Step 1. Selecting a Volcano

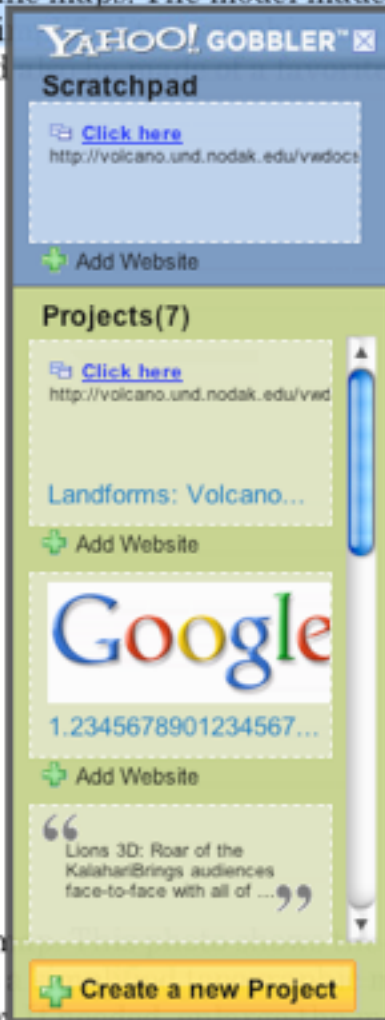
Topographic maps are available for all the volcanoes in the United States. Topographic and outdoor recreation stores also sell topographic maps. The model made by the National Park Service in 1250 about Mount St. Helens. [Click here](#) for a simplified topographic map of a major dome building episodes. Your model could



Step 2. Creating a Pattern.



Print the page with the simplified topographic map highlighted. The highlighted lines will serve as a guide for the model. The highlighted lines will serve as a guide for the model. It can be square or rectangular



Fitts Law & Moments

Step 1. Selecting a Volcano

Topographic maps are available for all the volcanoes in the United States. Topographic and outdoor recreation stores also sell topographic maps. The model made by the USGS in 1250 about Mount St. Helens. [Click here](#) for a simplified topographic map of a major dome building episodes. Your map

Step 2. Creating a Pattern.



Print the page with the simplified topographic map highlighted. The highlighted lines will be 1/4 inch on a side. It can be square or rectangular.



Kilauea

Mauna Loa

Earthquakes

Other
Volcanoes

Volcanic
Hazards

Types
• Lava
Zones

About HVO

Volcanic Hazards

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



Photograph by C. Heliker on November 12, 1992.

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

YAHOO! GOBBLER™

Projects (8)

Geography: Land...



gobble this web page

Birds' Nests

“As waves splash over the advancing”

gobble this web page

Scratchpad



gobble this web page

Return to Y! Teachers

Fitts Law & Moments

Step 1. Selecting a Volcano

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Step 2. Creating a Pattern.



Print the page with the simplified topographic map. The highlighted lines will be 1/4 inch on a side. It can be square or rectangular.

Remember Fitts Law :-)

$$T = a + b \log_2 \left(1 + \frac{D}{W} \right)$$

Volcanic Hazards

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



Photograph by C. Heliker on November 12, 1992.

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

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- Geography: Land...

gobble this web page

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“As waves splash over the advancing”

gobble this web page

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gobble this web page

Return to Y! Teachers



Require only a
light footprint.

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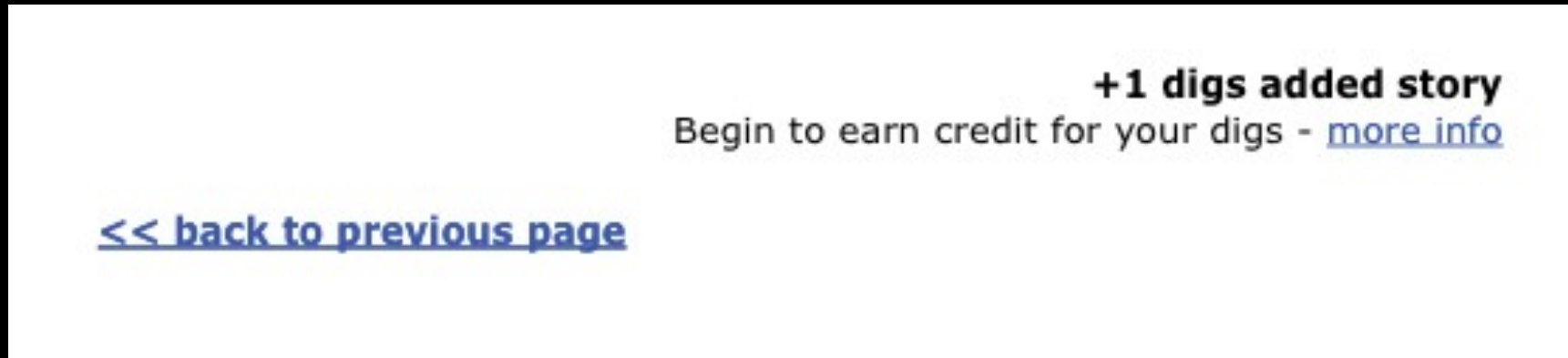
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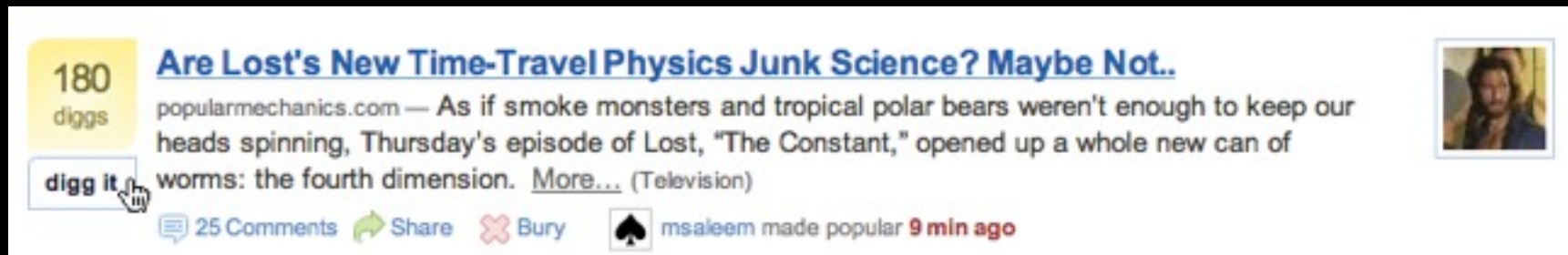
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[Are Lost's New Time-Travel Physics Junk Science? Maybe Not..](#)

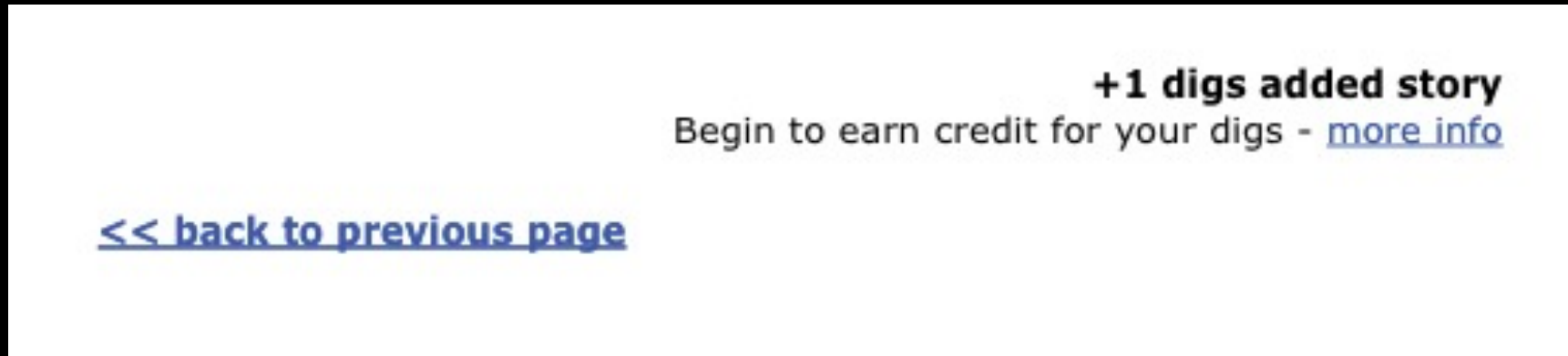
popularmechanics.com — As if smoke monsters and tropical polar bears weren't enough to keep our heads spinning, Thursday's episode of Lost, "The Constant," opened up a whole new can of worms: the fourth dimension. [More...](#) (Television)

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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

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[First to Review](#)  Amy J.

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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 94706
(510) 540-8946



[Add Photos](#)

Don't add unnecessary steps.

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Attire: Casual

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[First to Review](#)  Amy J.

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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>

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Fixing the Mighty Mouse

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

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


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rating an object. [y!news](#), [netflix](#)

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Recommend It: 

Average (63 votes) 

Classics

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High Plains Drifter

[Not Interested](#)

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



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The Great Escape

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

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[Not Interested](#)

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RECOMMEND THIS STORY

Recommend It:  Average (63 votes) 

Classics

Recommendations

A black and white movie poster for "High Plains Drifter" featuring Clint Eastwood as a lone figure against a sunset background.

Add

High Plains Drifter

★★★★★
Ⓜ Not Interested

Arid 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](#)

A color movie poster for "The Great Escape" featuring Steve McQueen's face.

Add

The Great Escape

★★★★★
Ⓜ Not Interested

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A black and white movie poster for "Fun with Dick and Jane" showing a man and woman smiling.

Add

Fun with Dick and Jane

★★★★☆
Ⓜ Not Interested

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

A colorful movie poster for "Monty Python's Life of Brian" showing a crowd of people.

Add

Monty Python's Life of Brian

★★★★★
Ⓜ Not Interested

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

The Critics:

B-

[14 reviews](#)

My Grade:

Rate this Movie!

Select grade to the right

[write a review](#)

A



B

C

D

F

Answer hidden due to its low rating [Show](#)

Total rating: -16 32  48 

rating an object. $y!$ movies, $y!$ answers

Visible Moments

in-page action. digg.com

282 diggs

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

[digg it](#)

Fixing the Mighty Mouse

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

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

0 items in [my bag](#) [checkout](#)

Pique polo

only at gap.com

[overview](#) [you'll also like](#)

Soft cotton pique knit.
Short-sleeved, button neckline.
+ [Need larger quantities? Click for Corporate Apparel](#)
+ 100% Cotton. Machine wash. Imported.

[regular](#) [tall](#)

Buy More and Save
select Color: **royal grape** #346927 prices may vary
\$29.50 **Buy 2 or more, \$25.00 each**

[view info](#) **\$9.99**

select [Size](#):
[XS](#) [S](#) [M](#) [L](#) [XL](#) [XXL](#) [XXXL](#)



[suggested](#)

Quantity: [1](#) [royal grape](#) **\$29.50 \$9.99** [add to bag](#)

remembered collections. gap.com

rating an object. y!news, netflix

RECOMMEND THIS STORY

Recommend It:  Average (63 votes) 

Classics

Recommendations

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

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

[More Recommendations >](#)

Featured Subgenre: CLASSIC COMEDIES

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

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



The Critics: **B-** [14 reviews](#)

Yahoo! Users: **B+** [13199 ratings](#)

My Grade: **Rate this Movie!** Select grade to the right [write a review](#)

A
B
C
D
F

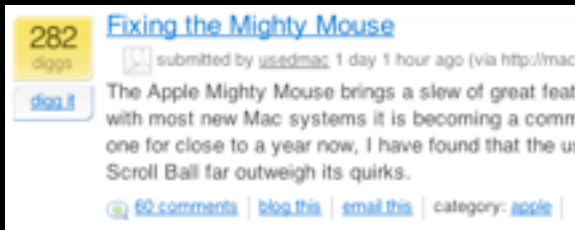
Answer hidden due to its low rating [Show](#)

Total rating: -16  

rating an object. y!movies, y!answers

Visible Moments

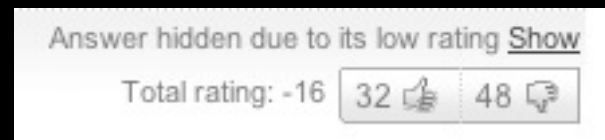
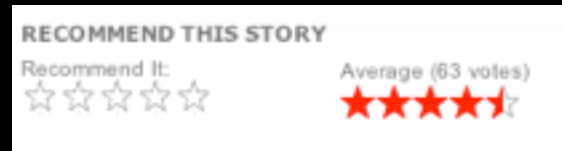
in-page action. digg.com



remembered collections. gap.com

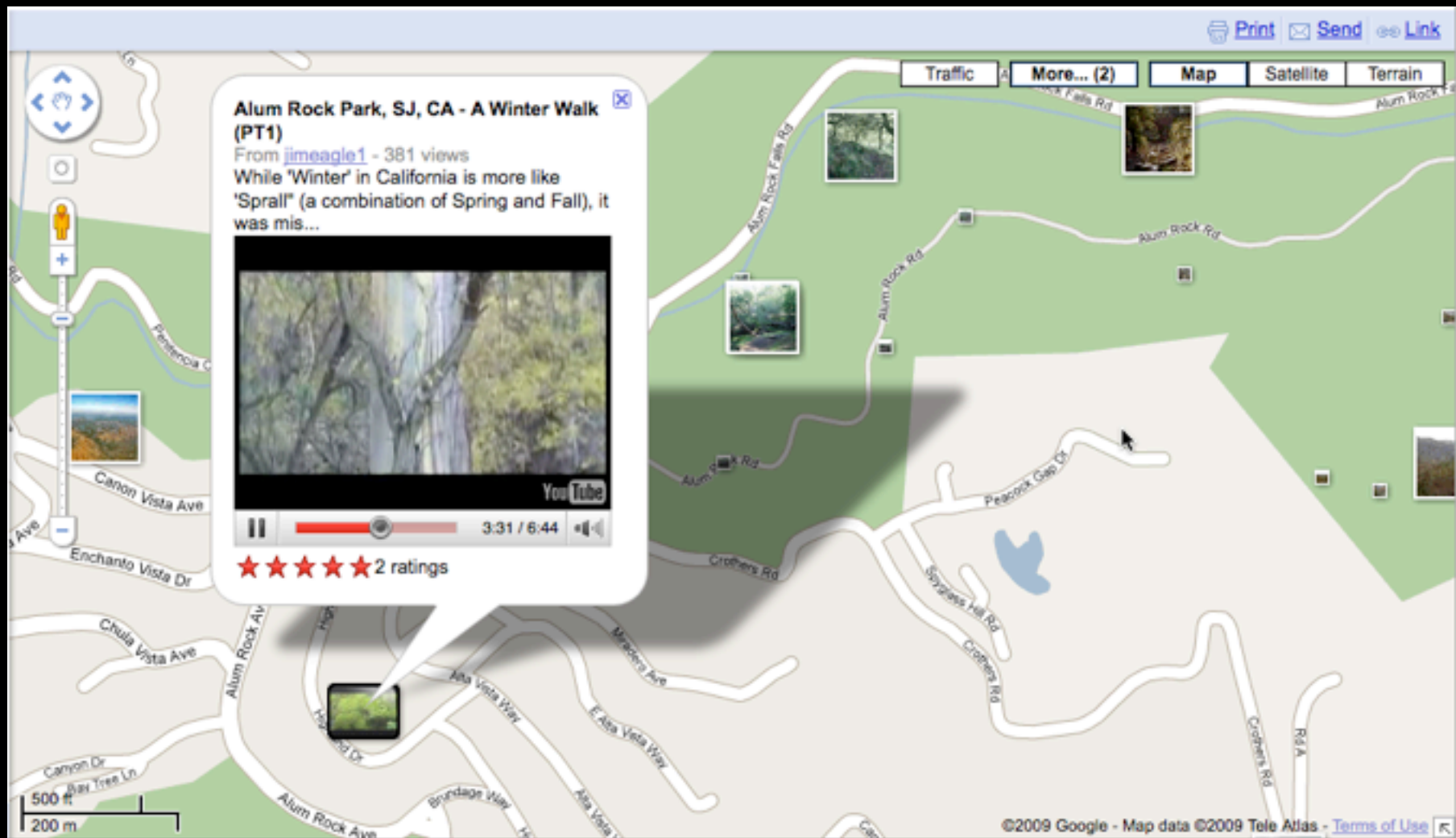
Make primary actions visible

rating an object. y!news, netflix



rating an object. y!movies, y!answers

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



contextual tool menu. flickr.com



contextual tool actions. backpackit

On Hover Moments



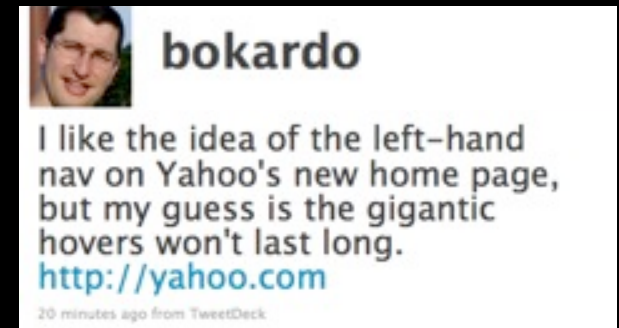
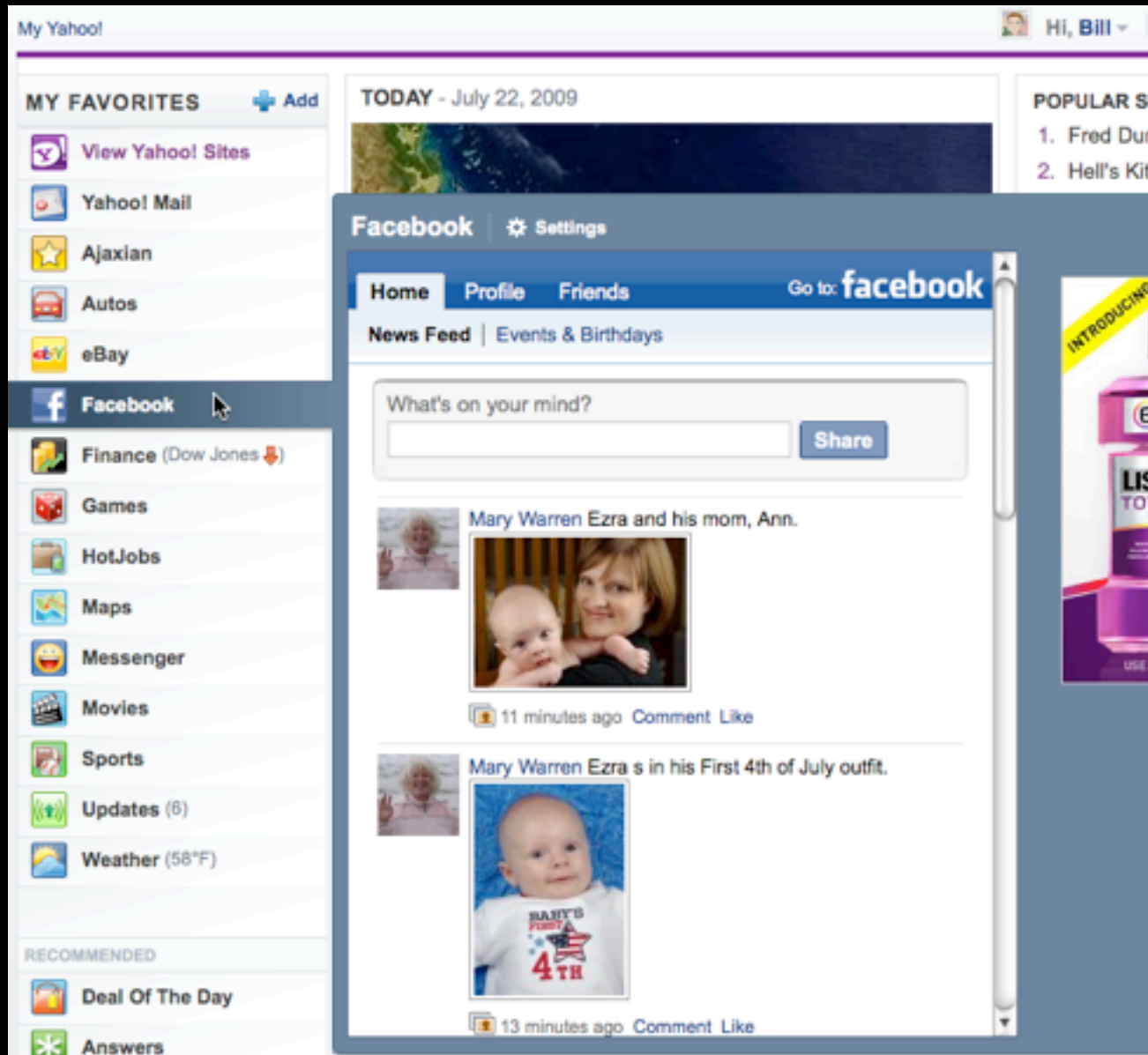
Preserve readability by initially hiding secondary actions.

contextual tool menu. flickr.com



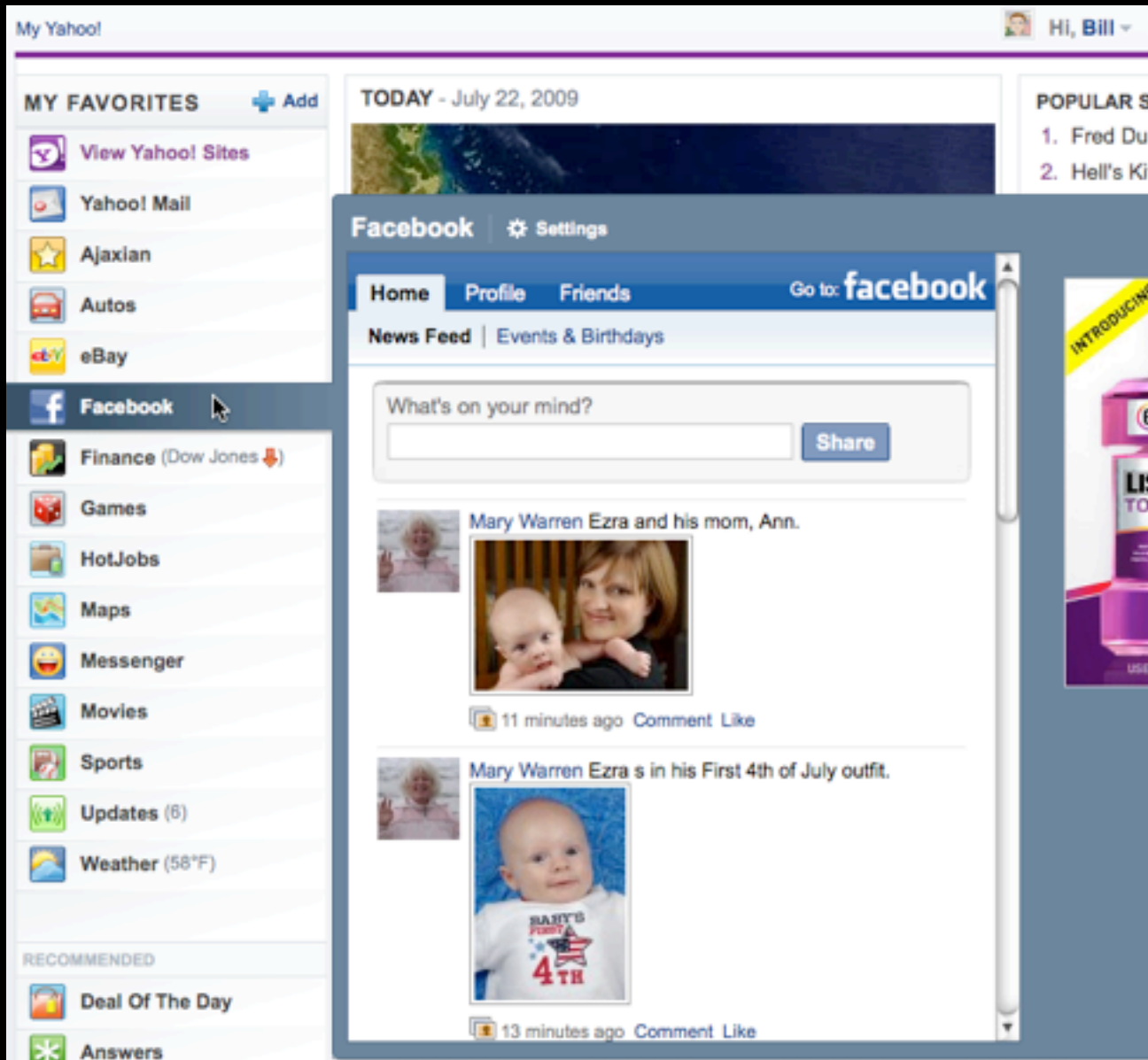
contextual tool actions. backpackit

On Hover Moments

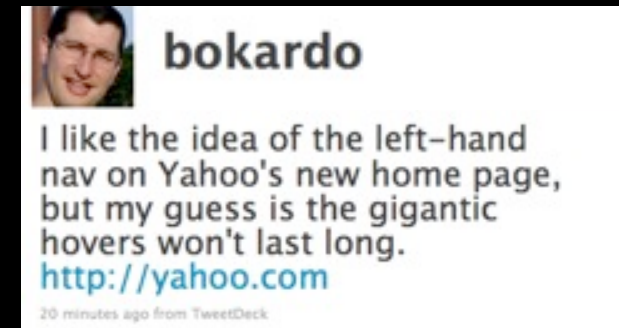


embedded application overlay - hover activated. yahoo.com 2009

On Hover Moments

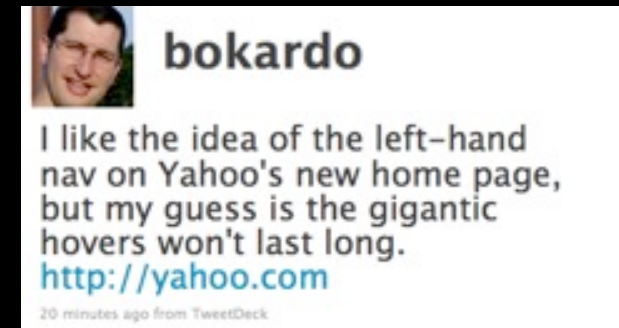
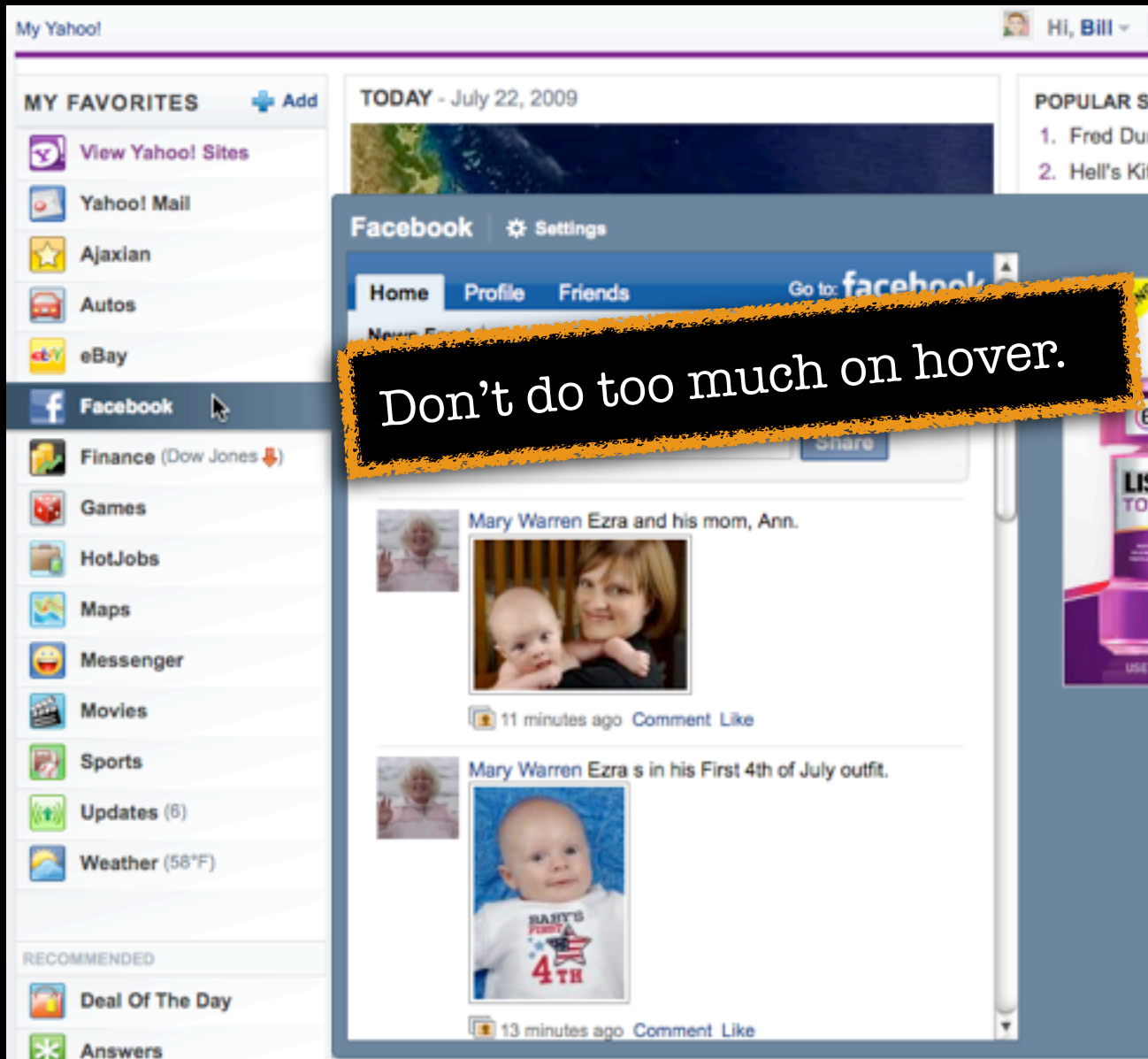


embedded application overlay - hover activated. yahoo.com 2009



See also: Jakob Nielsen's research on "Mega Menus": <http://tr.im/twnC>

On Hover Moments



embedded application overlay - hover activated. yahoo.com 2009

See also: Jakob Nielsen's research on "Mega Menus": <http://tr.im/twnC>

Yahoo! Refactored

Web Images Video Local Shopping More

YAHOO!

Web Search

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)

1 2

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.

» 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

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... - S.J. Mercury...

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

4 Alarm Fire Breaks Out In S.J. Warehouse - con...

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^{each} 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^{each} 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 \(11\)](#)


[1](#) [2](#)

[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... - S.J. Mercury...
- Man accused of Muni stabbings to be in... - S.F....
- 4 Alarm Fire Breaks Out In S.J. Warehouse...

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

AT&T 8:44 AM

All Friends

 **Joshua Porter**
@bokardo
Newburyport, MA

[@reply](#) [send DM](#) [retweet](#)

it appears Yahoo finally got rid of the monster popups, then recast them as opt-in "quickviews":
<http://bit.ly/9lehlw>

Yahoo! Refactored

The image shows a screenshot of the Yahoo! homepage from February 8, 2010. The page features a navigation bar with links to Web, Images, Video, Local, Shopping, and More. Below this is the Yahoo! logo and a search bar with a "Web Search" button. On the left, there's a "MY FAVORITES" section with links to View Yahoo! Sites, Yahoo! Mail, Ajaxian, Autos, eBay, Facebook, Finance, Games, HotJobs, Maps, Messenger, Movies, Sports, and Updates. The main content area displays the date "TODAY - February 08, 2010" and a "TRENDING NOW" list. A large text overlay with a yellow border and black background reads: "Clicks are explicit actions. Hovers are not." Below this, there's a news section titled "New storm bears down on battered East" with a sub-headline "Still not dug out from record snowfalls, the coast prepares for another major hit." and a list of related topics: Government shutdown, Deadly rains hit Haiti, and Energy prices going up. To the right, there's a "Today's Deals from ProFlowers" section. At the bottom, there's a "RECOMMENDED" section with links to Travel and Deal Of The Day. Overlaid on the right side of the image is a mobile app interface showing a user profile for Joshua Porter (@bokardo) and a tweet that says "it appears Yahoo finally got rid of the monster popups, then recast them as opt-in 'quickviews': http://bit.ly/9lehlw".

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)

TODAY - February 08, 2010

TRENDING NOW

6. Chuck
7. International Sp...
8. Kim Kardashian
9. Dear John
10. Laura Chinchilla

Today's Deals from ProFlowers

15 Sweetheart Tulips

AT&T 8:44 AM

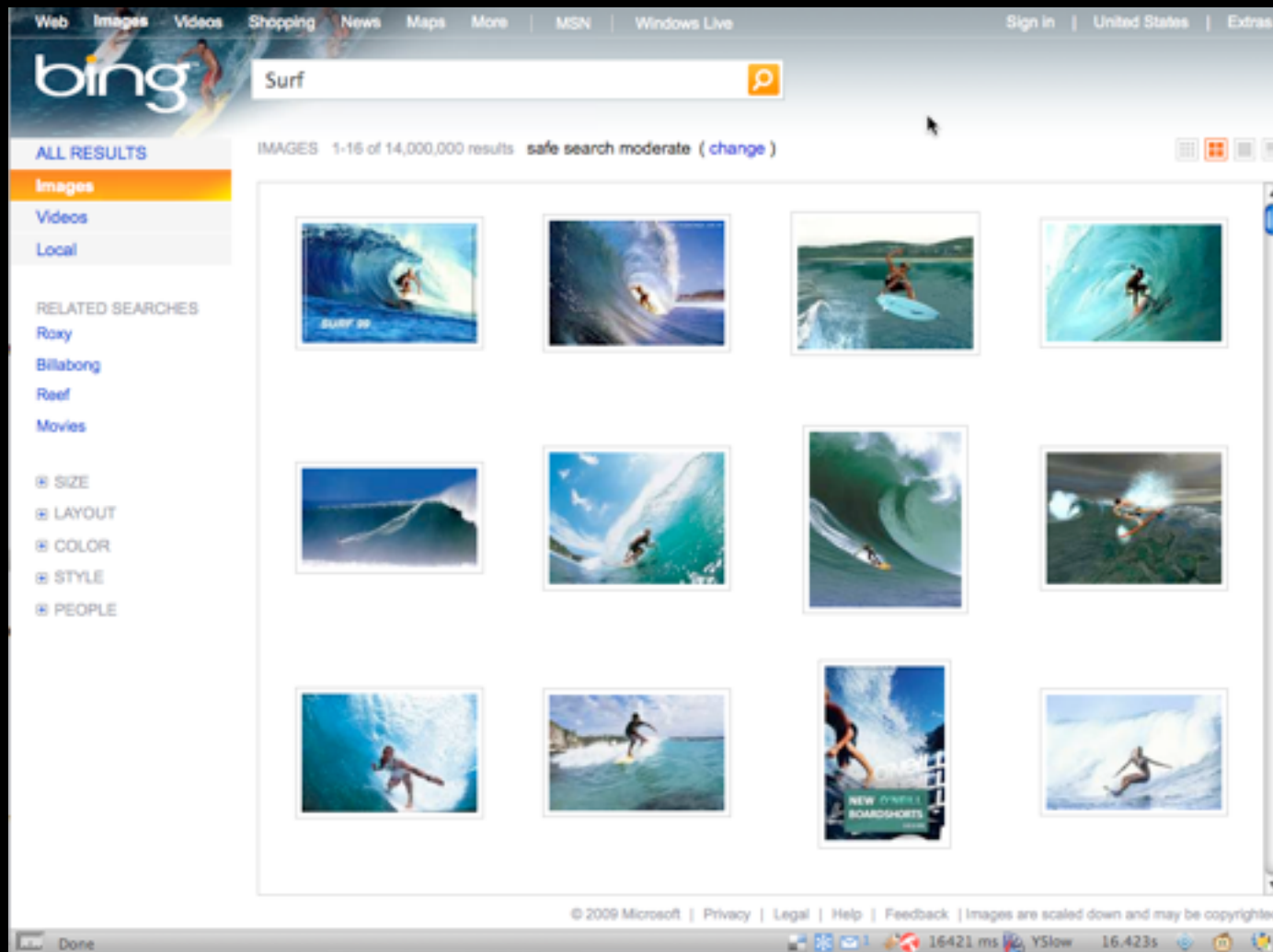
All Friends

Joshua Porter
@bokardo
Newburyport, MA

@reply send DM retweet

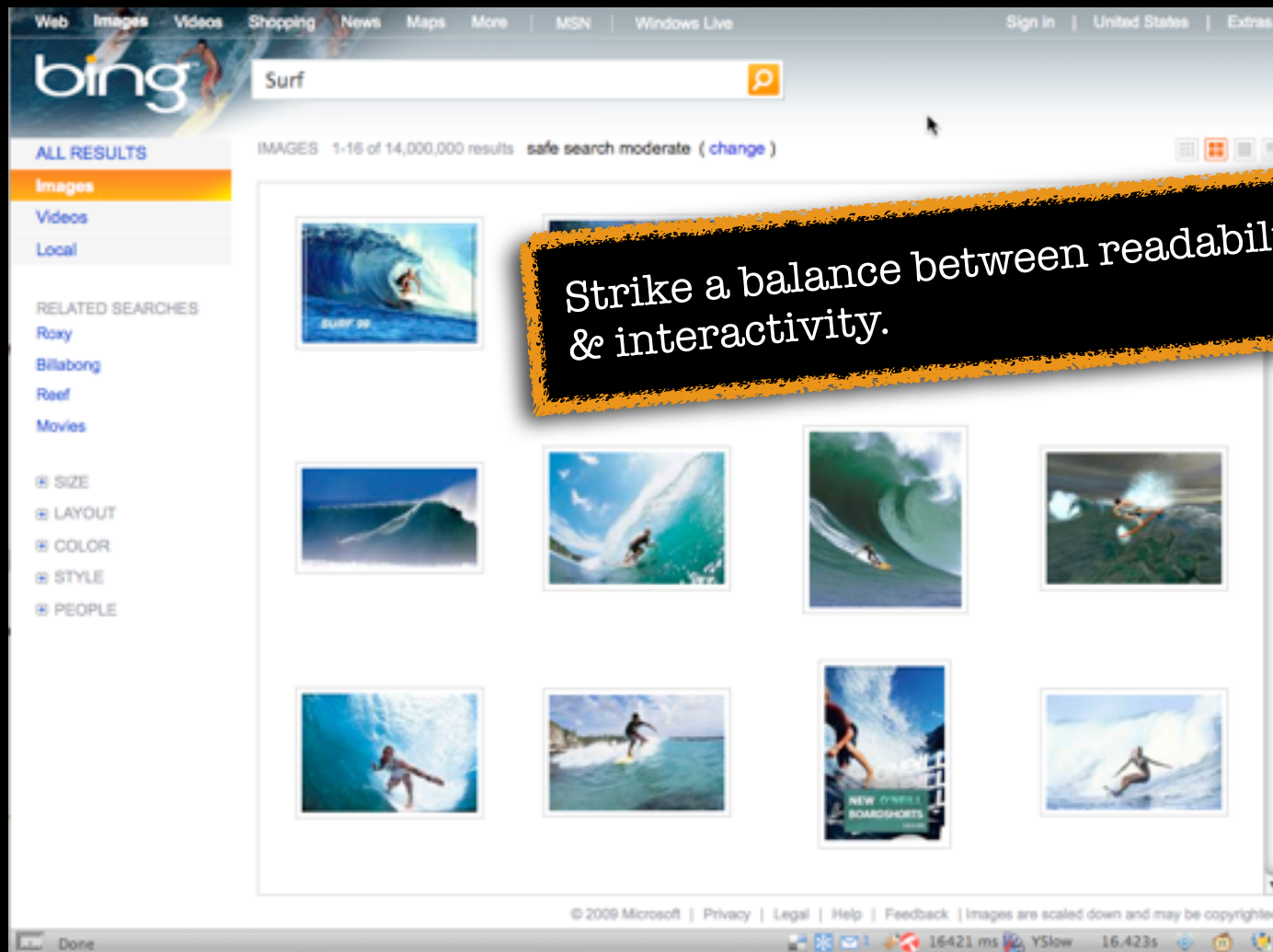
it appears Yahoo finally got rid of the monster popups, then recast them as opt-in "quickviews":
<http://bit.ly/9lehlw>

Distracting Moments



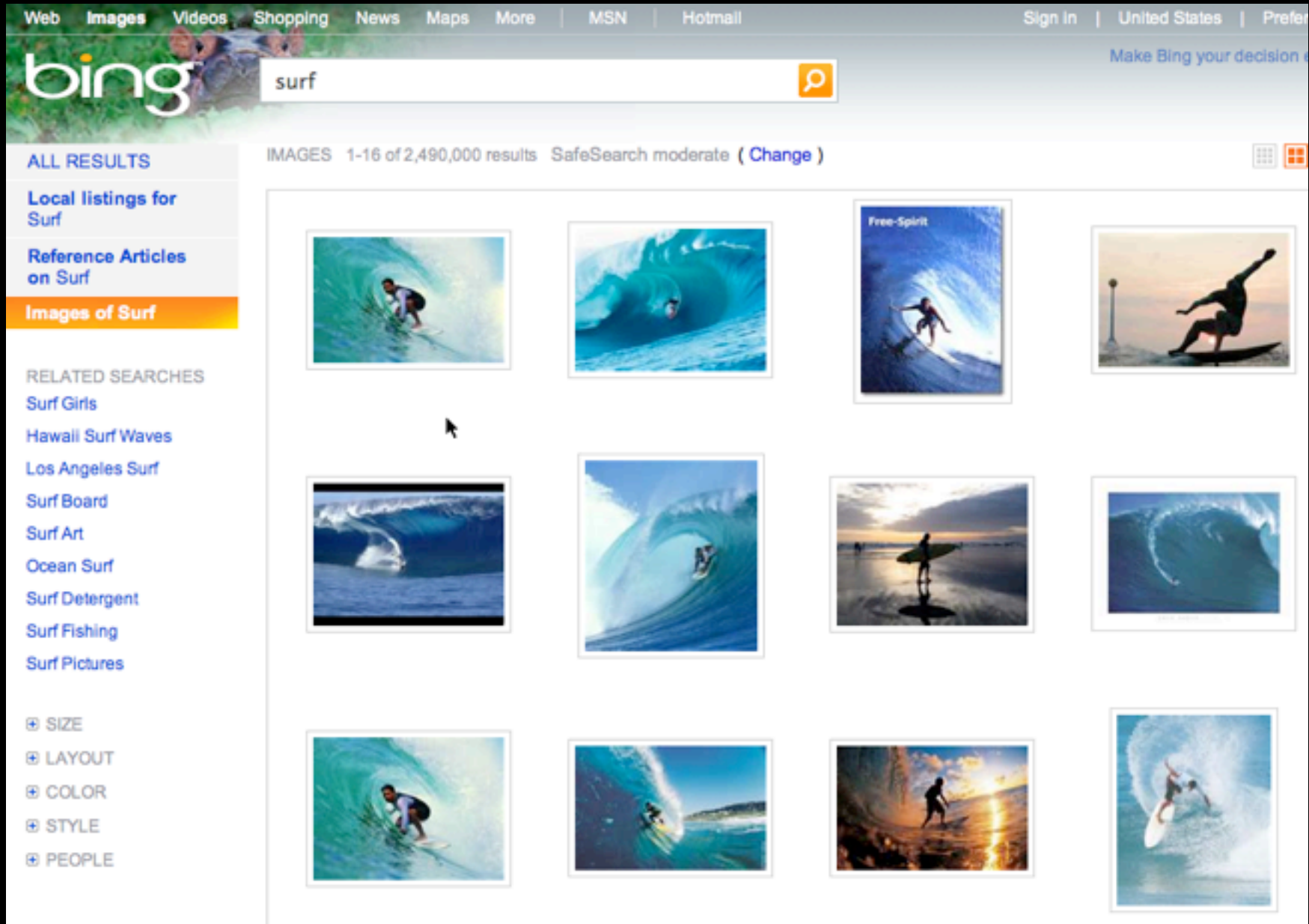
contextual tool overlay. bing.com

Distracting Moments



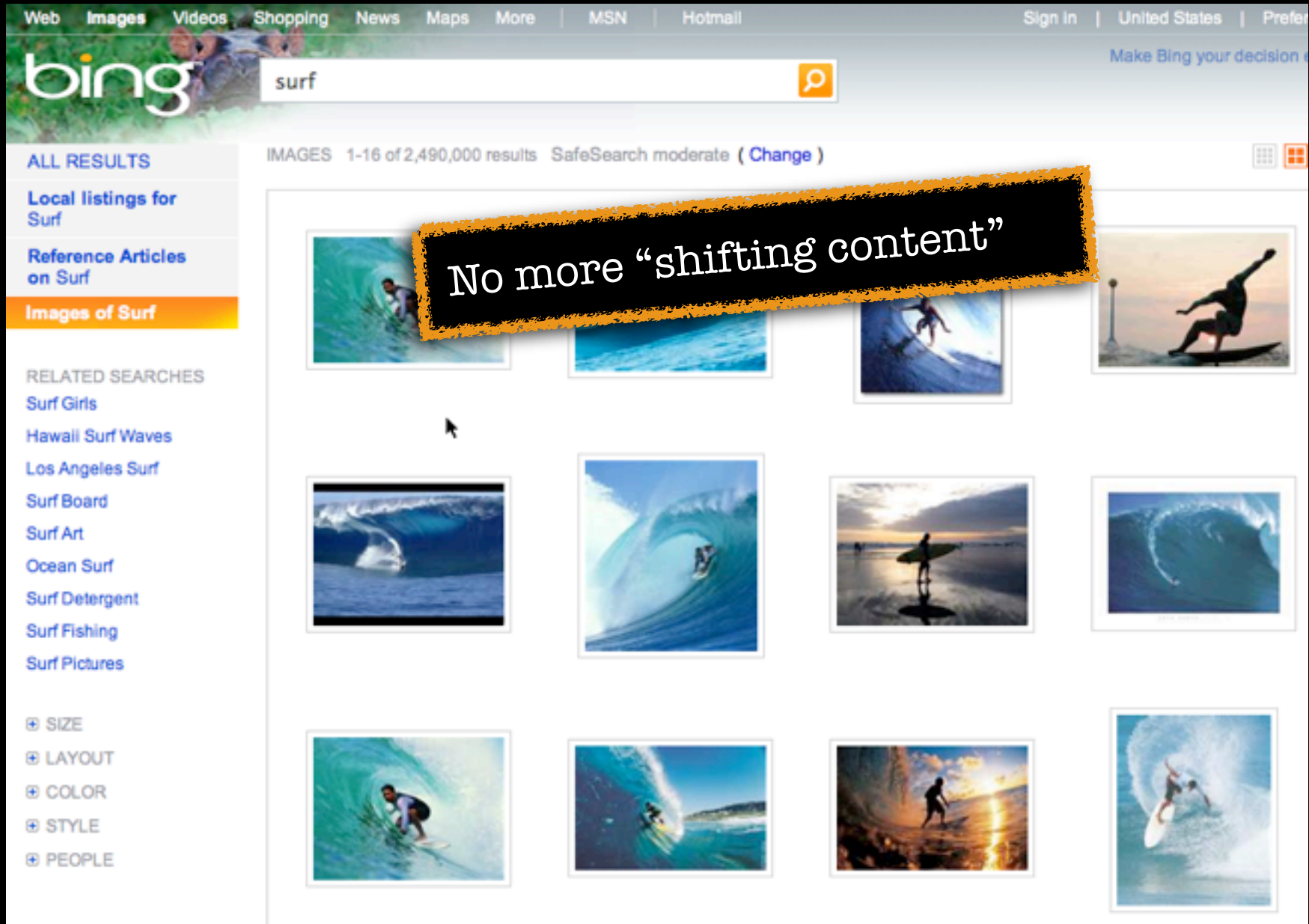
contextual tool overlay. bing.com

Bing Refactored



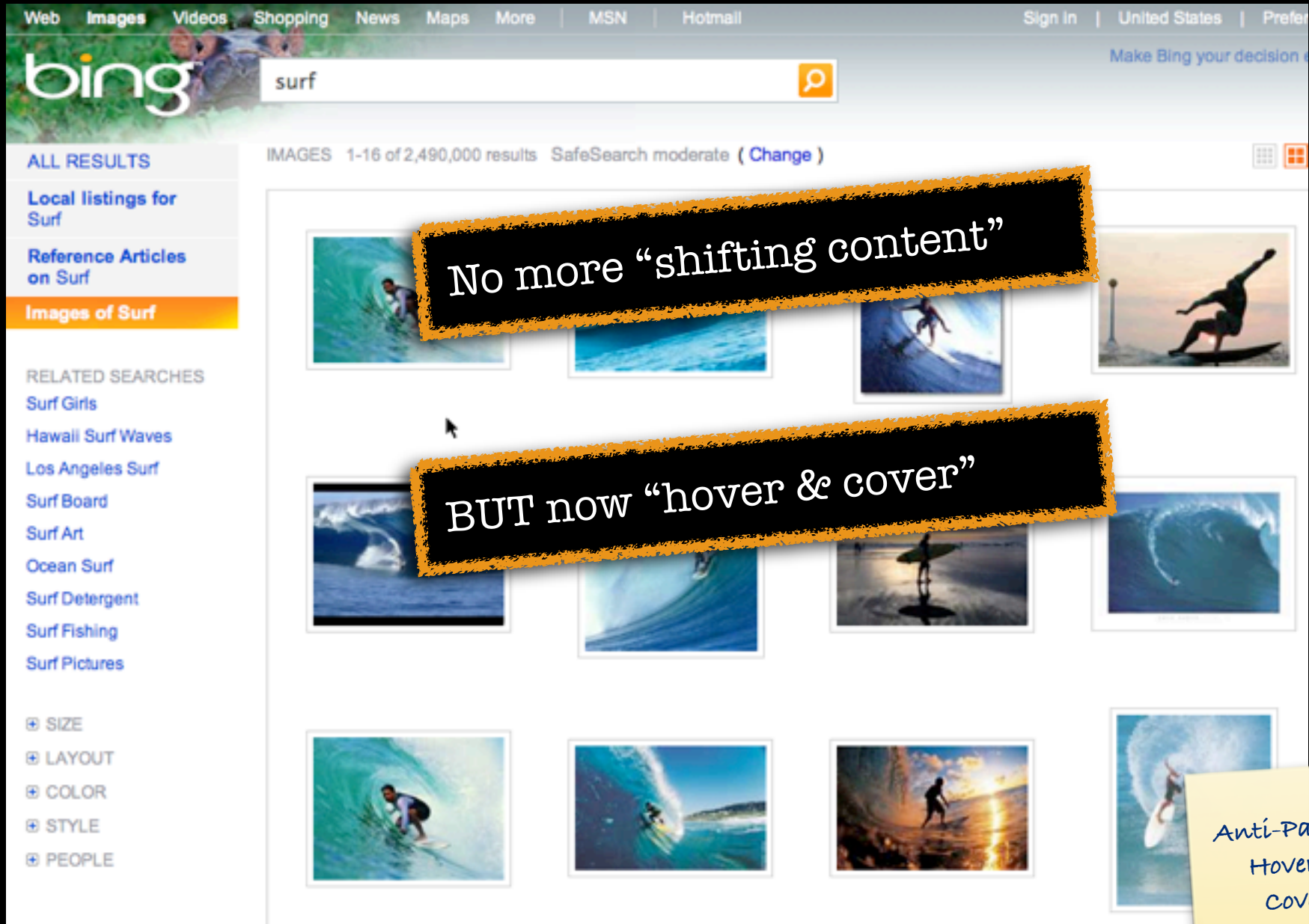
contextual tool overlay. bing.com

Bing Refactored



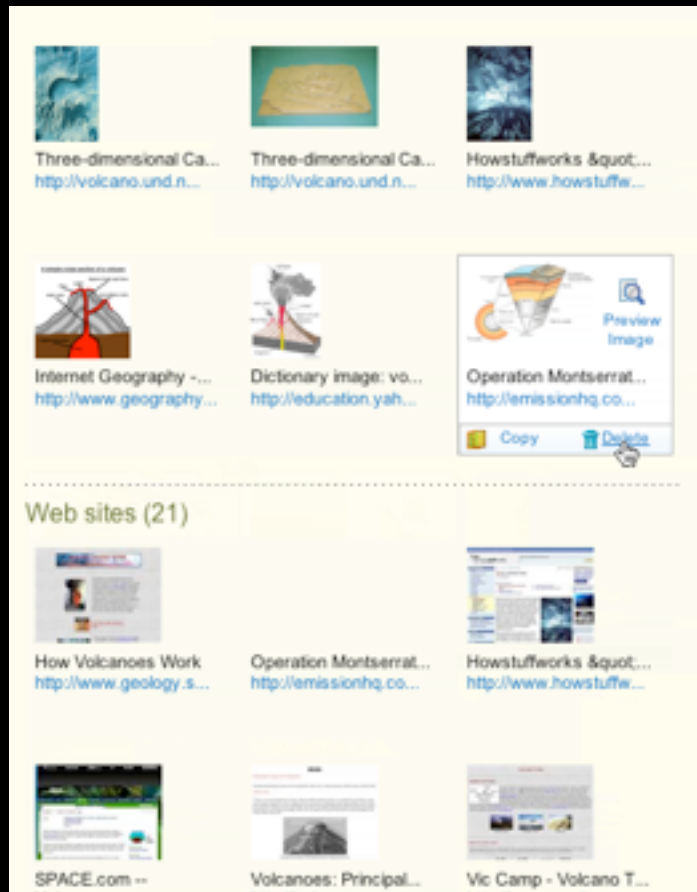
contextual tool overlay. bing.com

Bing Refactored



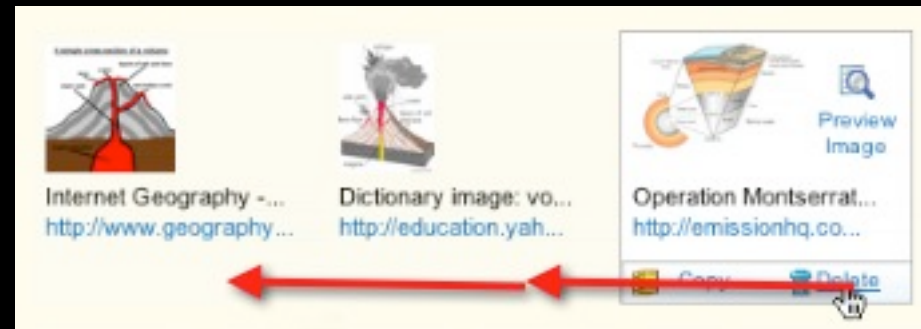
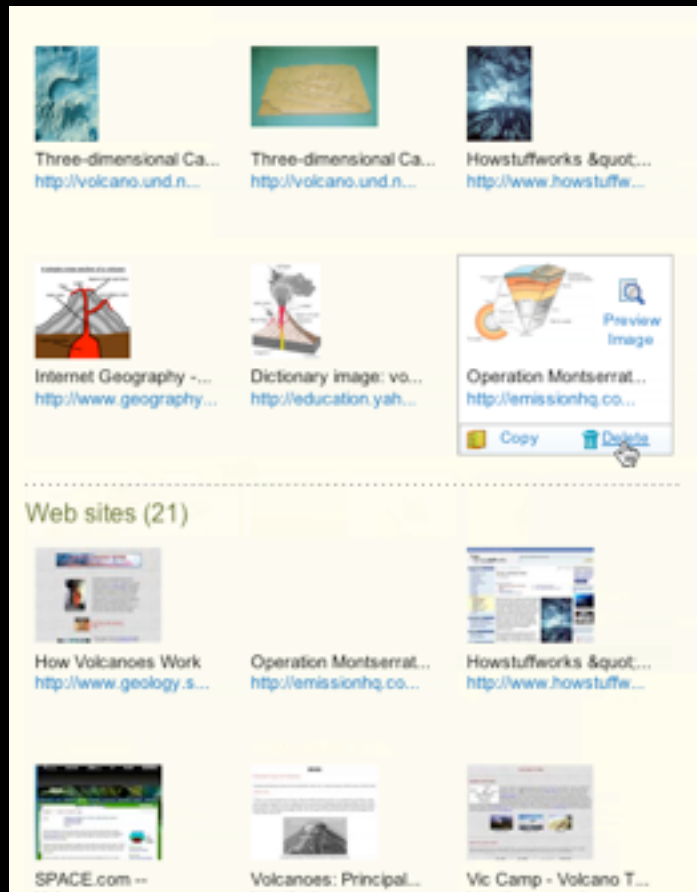
contextual tool overlay. bing.com

Refactoring Distracting Moments



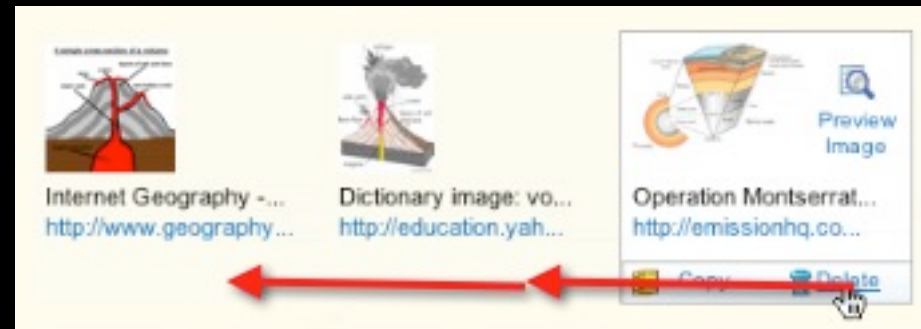
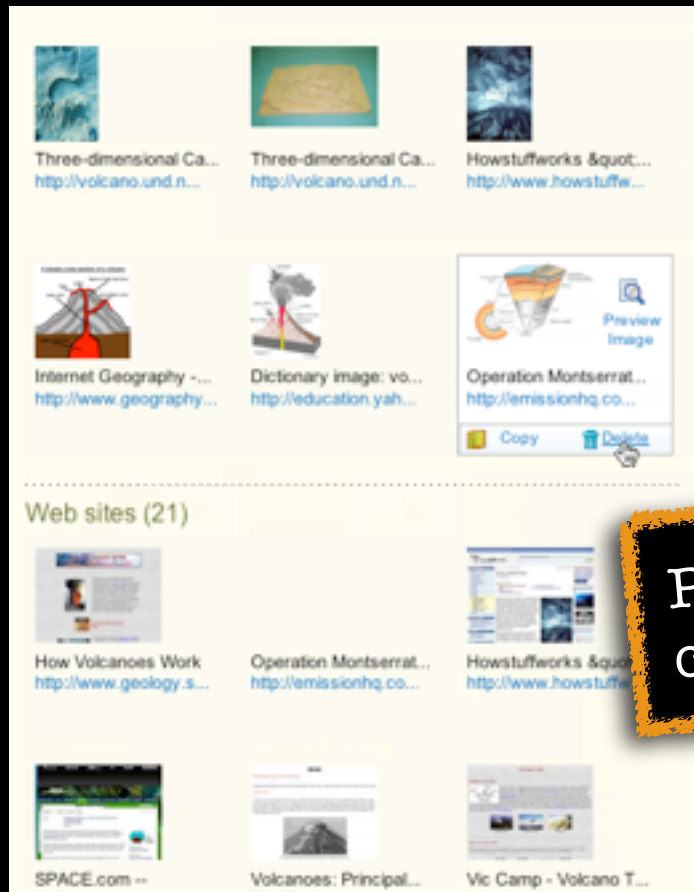
hover & cover resolved. y! teachers

Refactoring Distracting Moments



hover & cover resolved. y! teachers

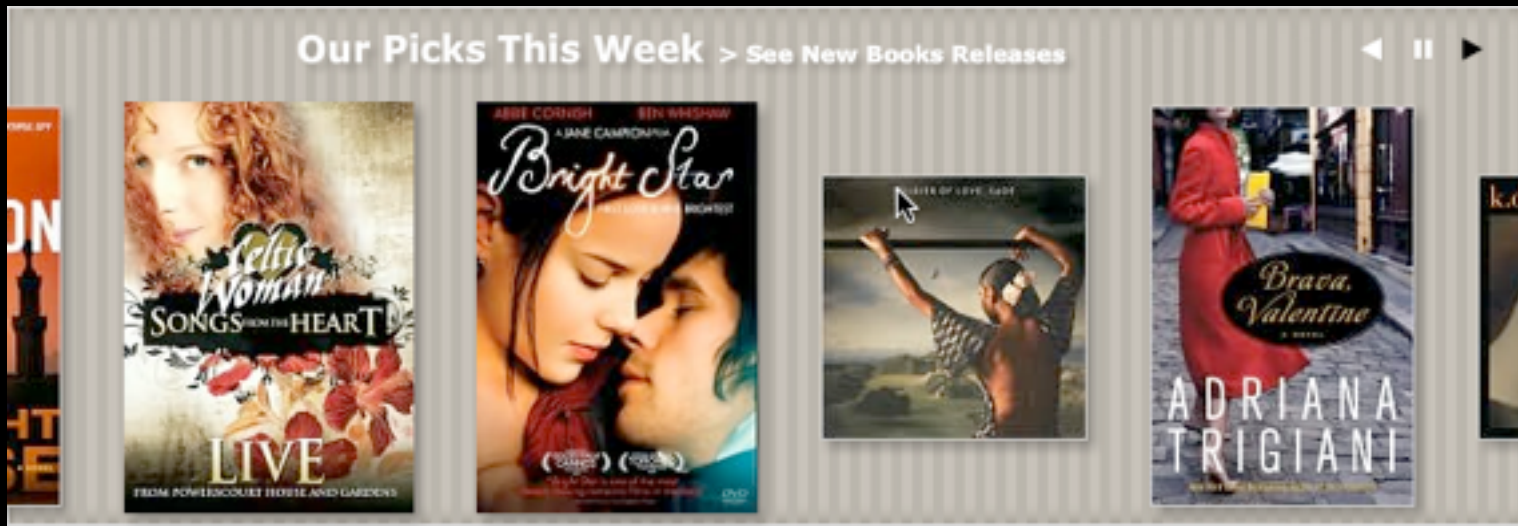
Refactoring Distracting Moments



Provide breathing room for contextual tools.

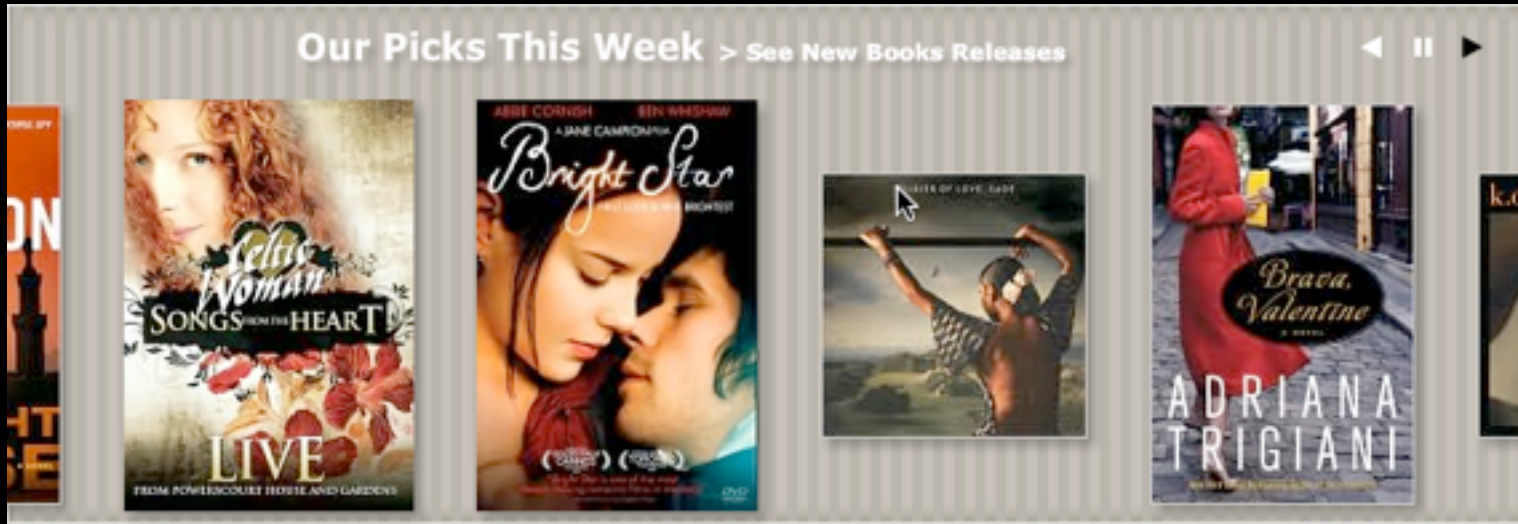
hover & cover resolved. y! teachers

Delicate Balance Broken



barnes and nobles

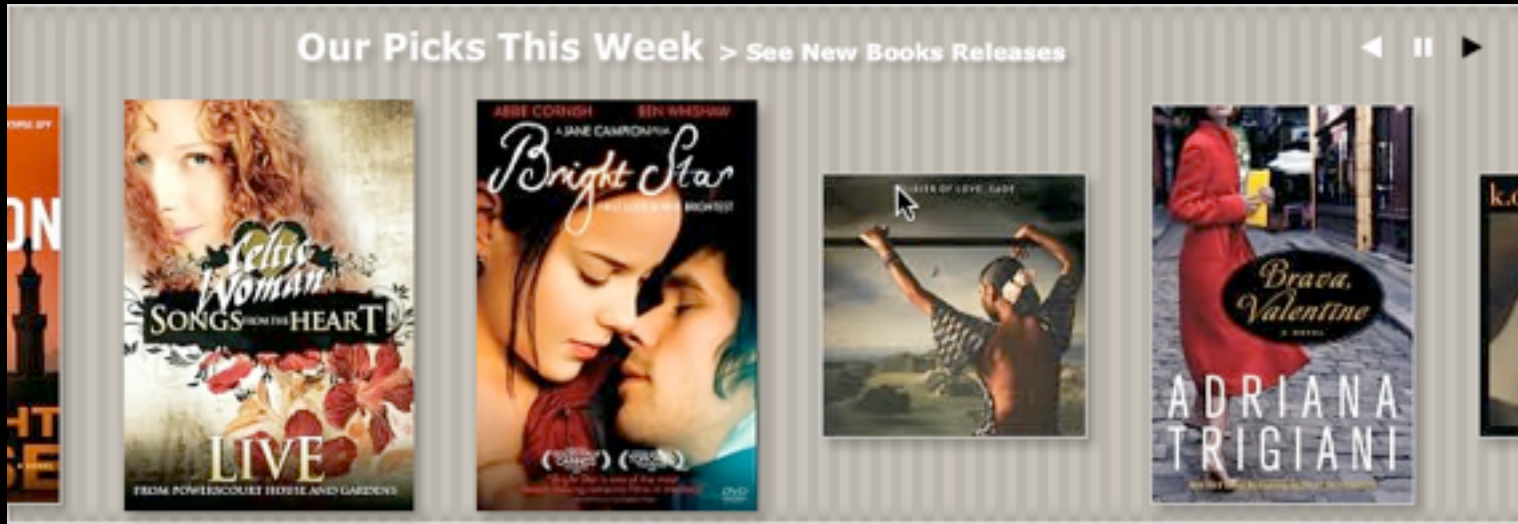
Delicate Balance Broken



barnes and nobles

Anti-Pattern
Hover &
Cover

Delicate Balance Broken

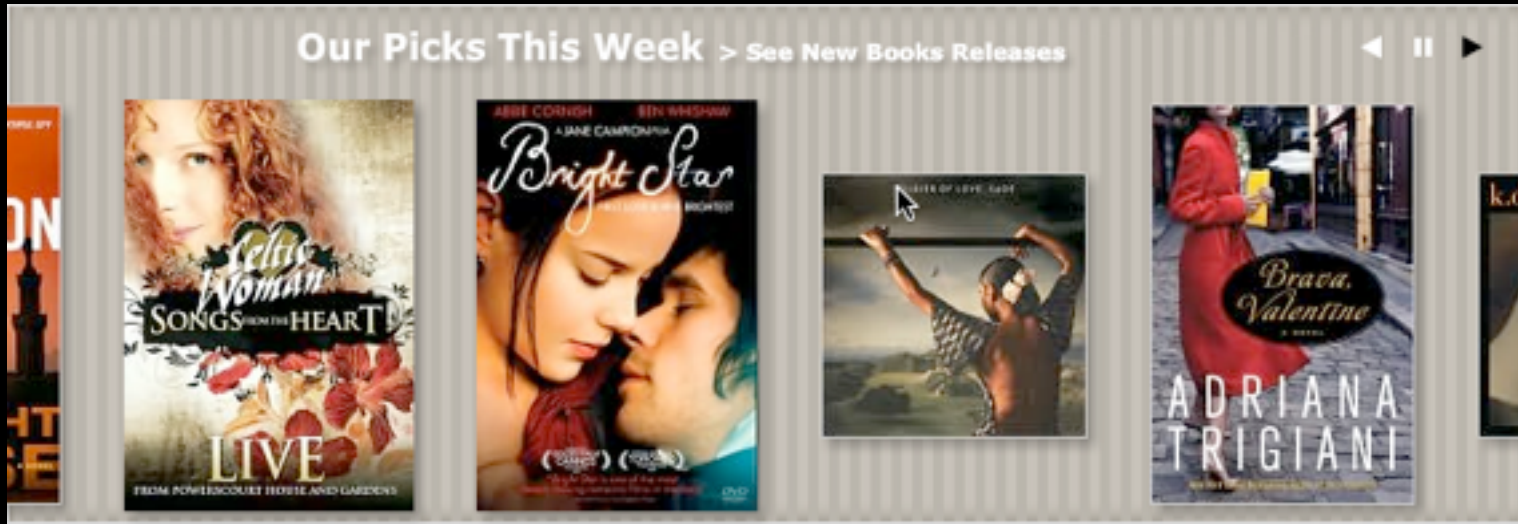


barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Delicate Balance Broken



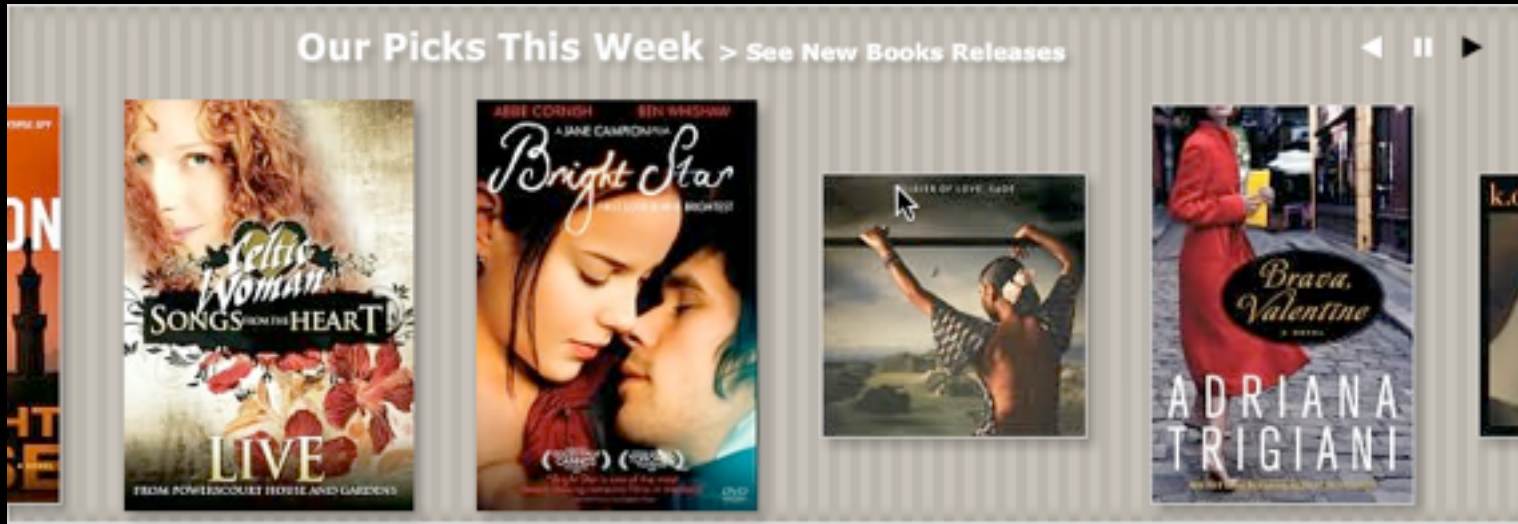
barnes and nobles

Anti-Pattern
Hover &
Cover

Anti-Pattern
Needless
Fanfare

Anti-Pattern
Mouse
Trap

Delicate Balance Broken



barnes and nobles

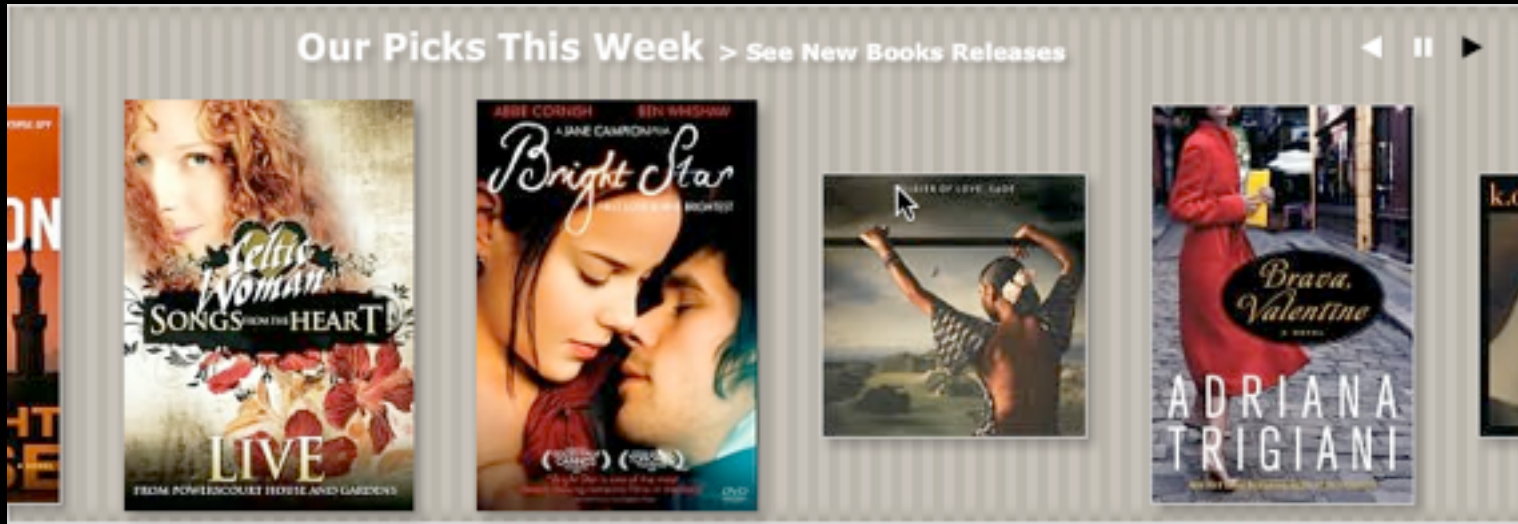
Anti-Pattern
Hover &
Cover

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...

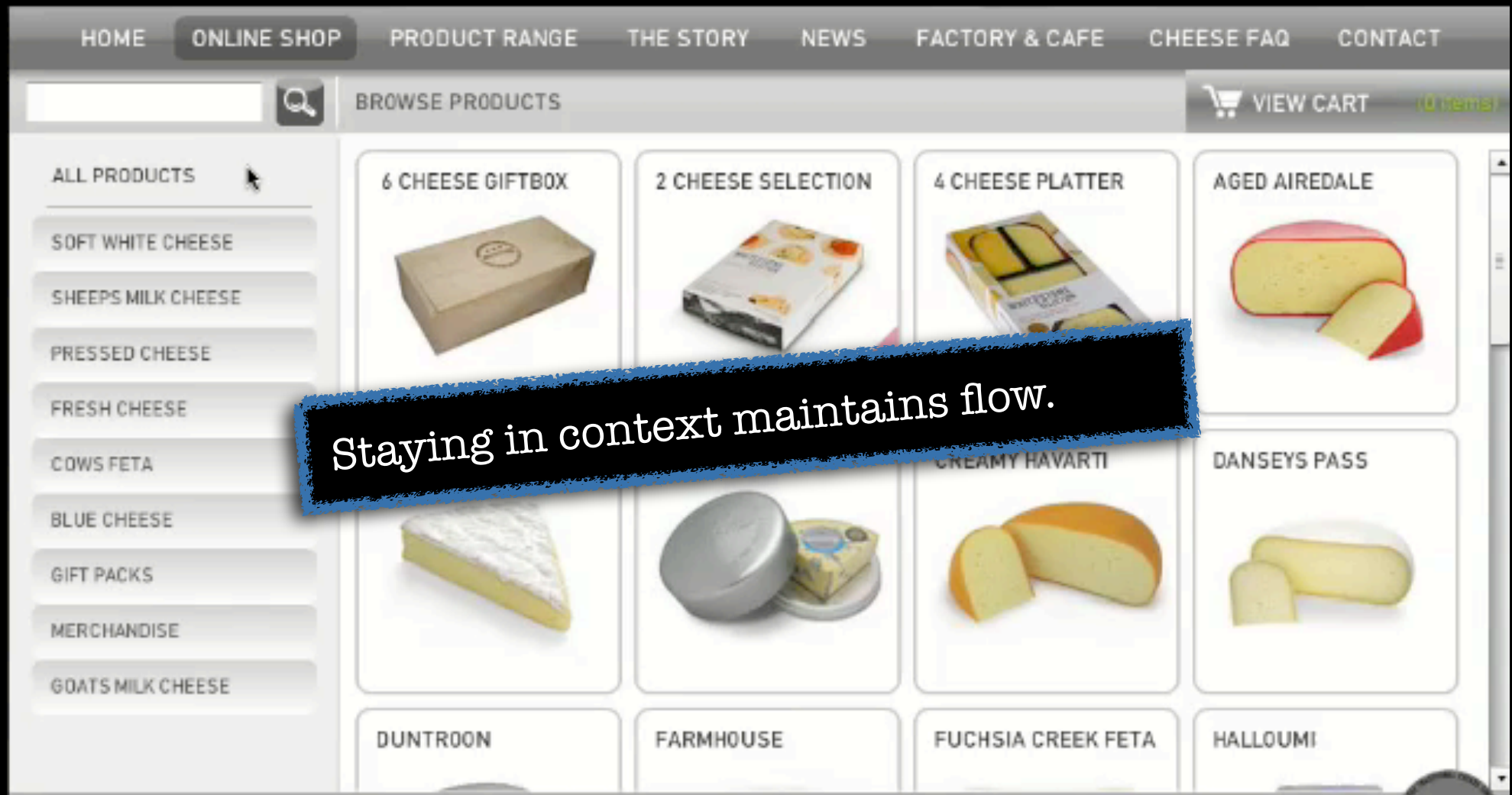
Keep the moments within the page.



Single Page Moments



Single Page Moments



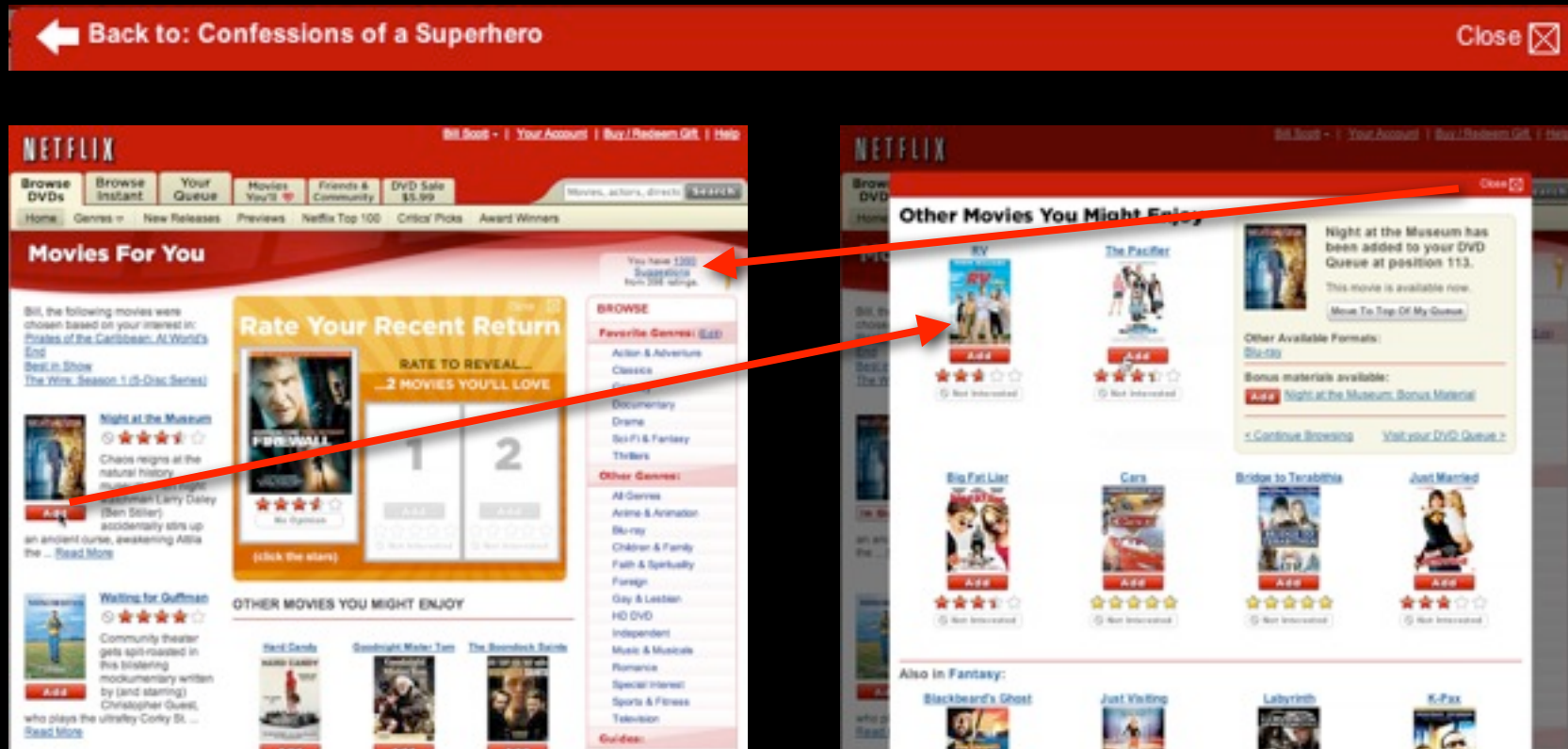
Keeping Context



Keeping Context



Overlays Capture Moments



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've Viewed Friends & Community DVD Sale \$5.99 Movies, actors, directors Search

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: *Forrest Gump*, *The Godfather: Part II*, *The Untouchables*, *The Untouchables: 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

Back to: Night at the Museum Close

Other Movies You Might Enjoy

The Pacific has been added to your DVD Queue at position 114. This movie is available now. [Move To Top Of My Queue](#)

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

Also in Children & Family:

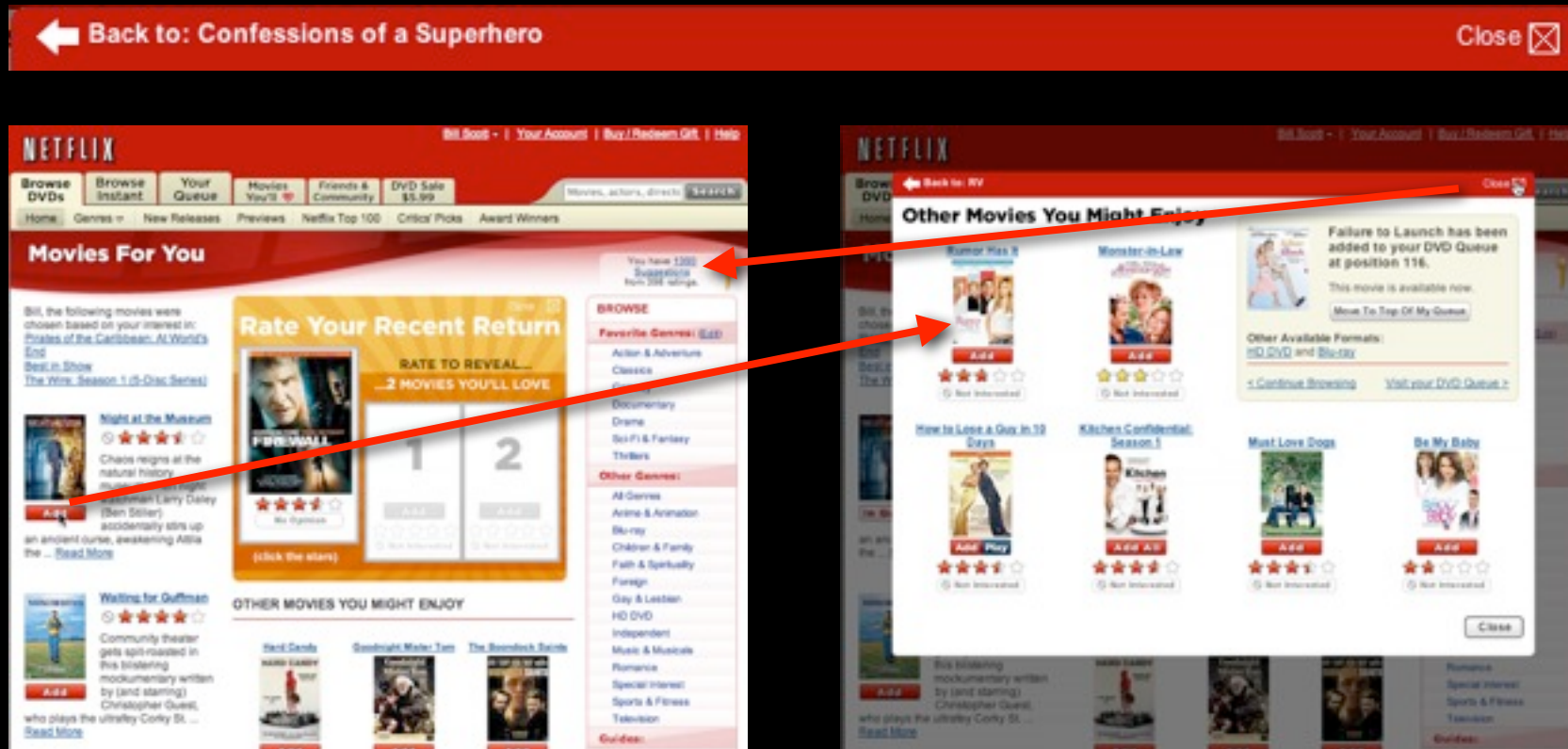
[Home on the Range](#) [Atlantis: The Lost Empire](#) [Treasure Planet](#) [Poot's Hefefarma Movie](#)

The image displays two screenshots of the Netflix website interface, illustrating a user's journey through movie recommendations. The left screenshot shows the 'Movies For You' section, featuring a 'Rate Your Recent Return' overlay that prompts the user to rate a movie to reveal more recommendations. The right screenshot shows the 'Other Movies You Might Enjoy' section, which displays a grid of movie thumbnails. Red arrows indicate the flow of the user's journey: from the 'Rate Your Recent Return' overlay to the 'Back to: Night at the Museum' button, and then to the 'Other Movies You Might Enjoy' section.

Overlays Capture Moments



Overlays Capture Moments



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

[My Albums](#)
[Paris06](#)

[My Tags](#)

[My Friends' Photos](#)


All My Photos

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

Drag photos into this tray and choose a task above.

Sort by: [Date](#)


Sunset


Underneath


View from the Top


Eiffel Pulley


From Second Floor Up


Eiffel Tower

Friendly advice for photo sharing.



anti-pattern. idiot box. yahoo! photos

Interrupting Moments



Look Ahead Moments

Showing Creative Commons-licensed content ×

Sort: **Relevant** | Recent | Interesting

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

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, England See related photo
- Cardiff, Wales See related photo

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 Today

click overlay. flickr

Look Ahead Moments

Showing Creative Commons-licensed content ×

Sort: **Relevant** | Recent | Interesting

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

Groups

- Poor-Man's Ma description car 3,814 members
- Closer and Clo 45,632 members

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Places

- London, England See related photo
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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

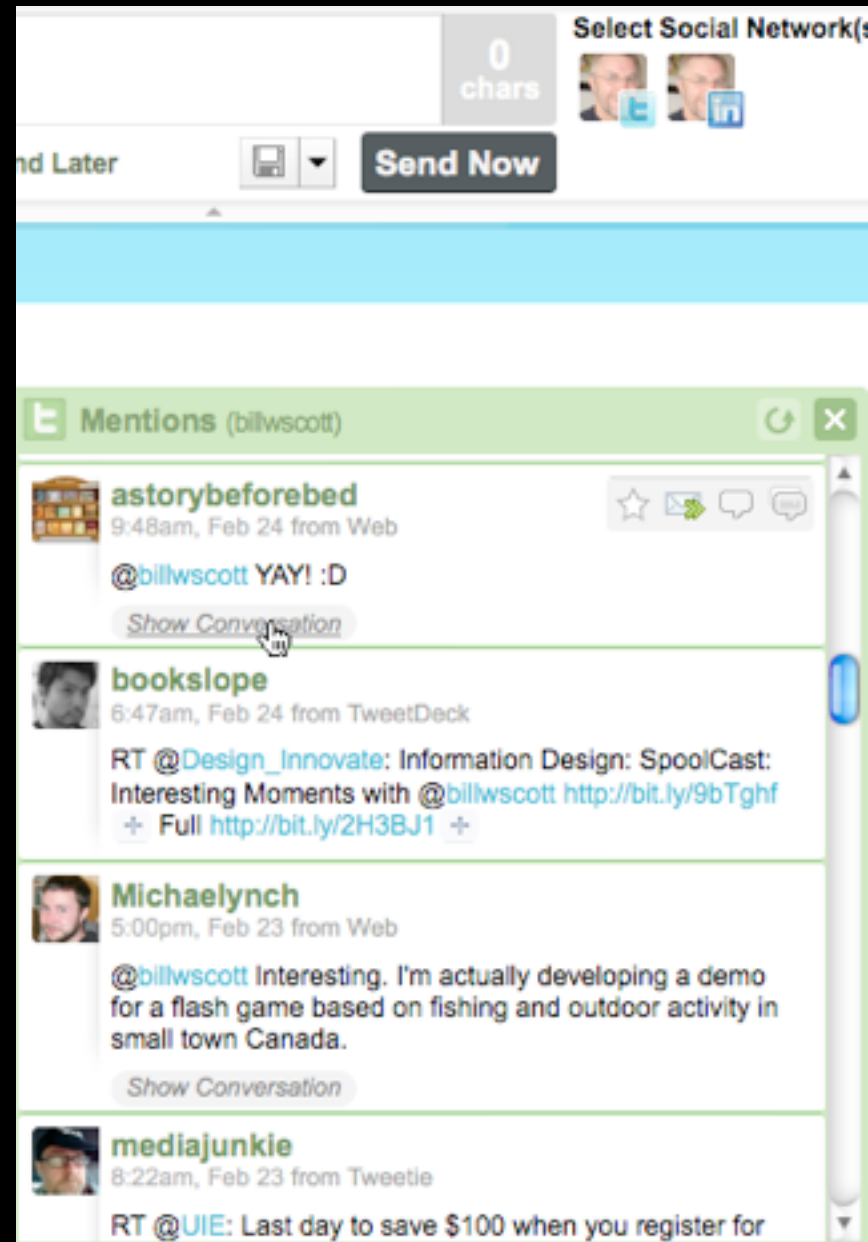
From zophonias

From alanwoo


From Today

click overlay. flickr

Moments in Context



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



\$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 REMAX



\$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

NO PHOTOS

\$500,000

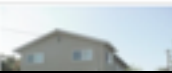
5 Br 4 Ba

MLS # 80913939

2924 Rock River Ct, San Jose, CA 95111

Single Family Home • 2312 Square Feet • \$216 per Square Foot

Listing courtesy of Intero



\$499,915

6 Br 4 Ba

1653 Santee Dr, San Jose, CA 95122


Single Family Home • 2474 Square Feet • \$202 per Square Foot

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.

inlay only. roost.com

\$630,000 120 Coffeeberry Dr, San Jose, CA 95123
5 Br 4 Ba Single Family Home • 2952 Square Feet • \$213 per Square Foot
MLS # 80919588

\$624,900 1652 P...
5 Br ...
MLS # ...

\$614,000 ...
5 Br ...
MLS # 80916759

\$500,000 2924 Rock River Ct, San Jose, CA 95111
5 Br 4 Ba Single Family Home • 2312 Square Feet • \$216 per Square Foot
MLS # 80913939

\$499,915 1653 Santee Dr, San Jose, CA 95122
6 Br 4 Ba Single Family Home • 2474 Square Feet • \$202 per Square Foot

Select Social Network(s)
0 chars
Send Now

Mentions (billwscott)

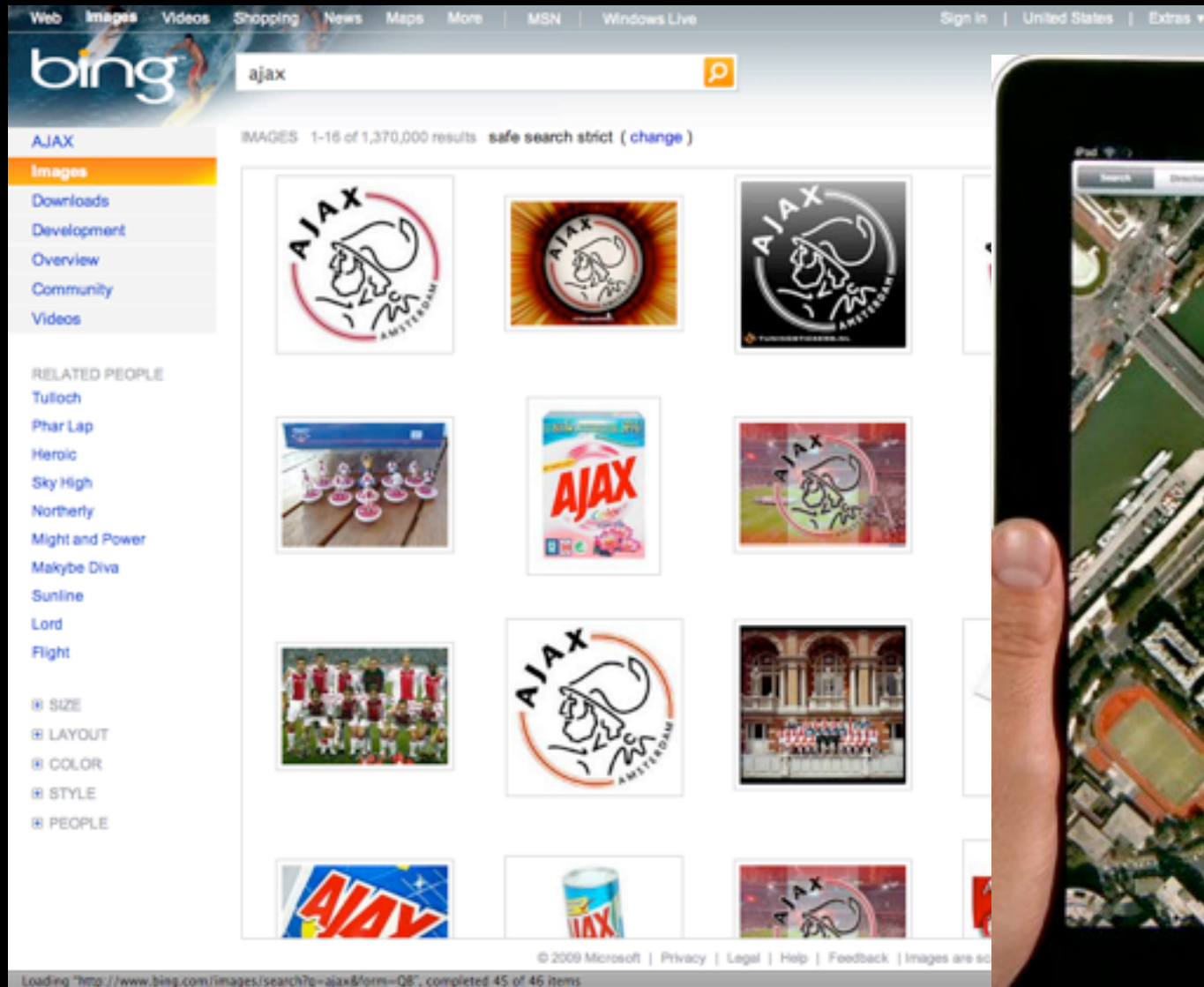
astorybeforebed
9:48am, Feb 24 from Web
@billwscott YAY! :D
Show Conversation

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

Behind the Scenes Moments

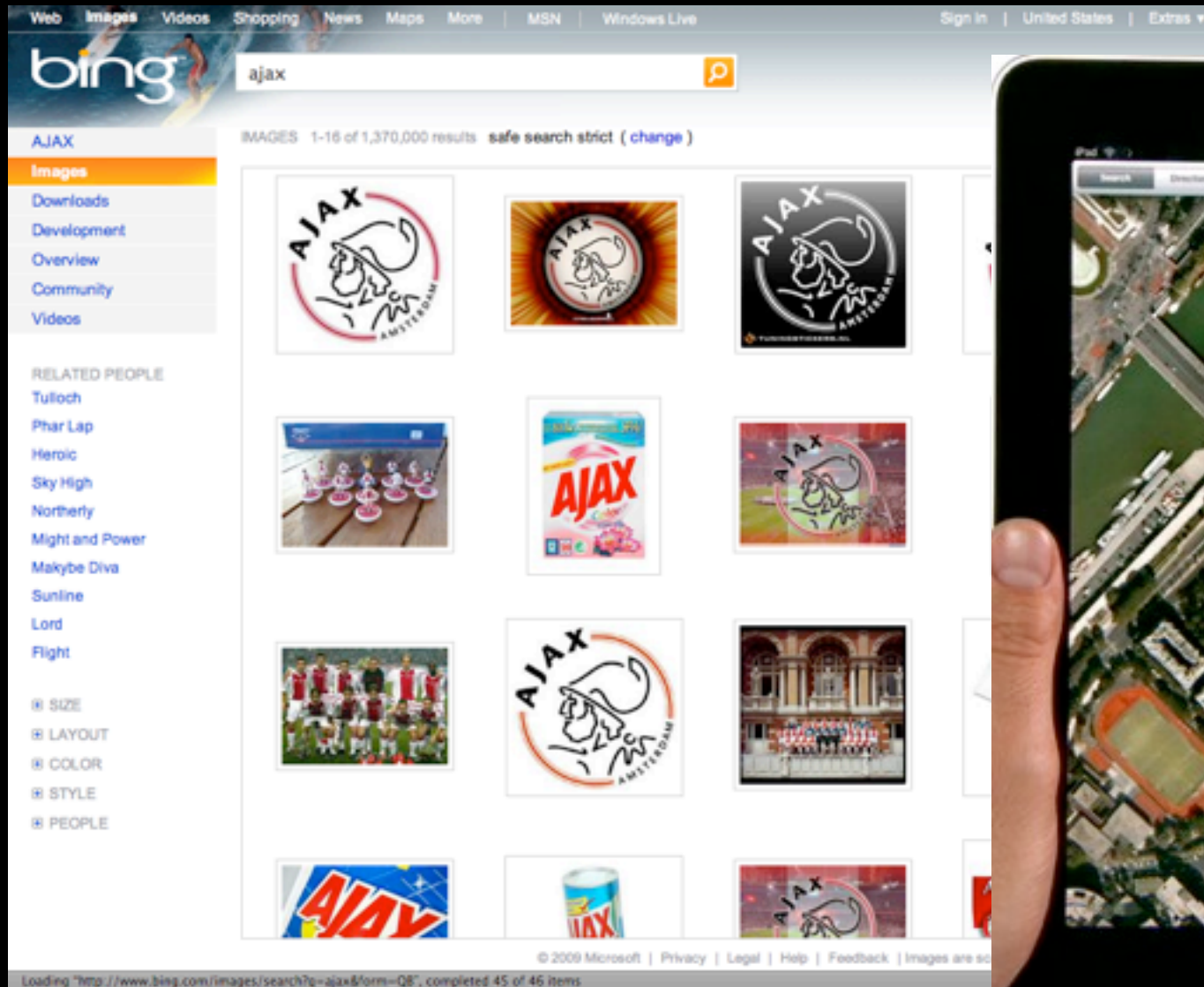


endless scrolling. bing.com



page curl. iPad Maps

Behind the Scenes Moments

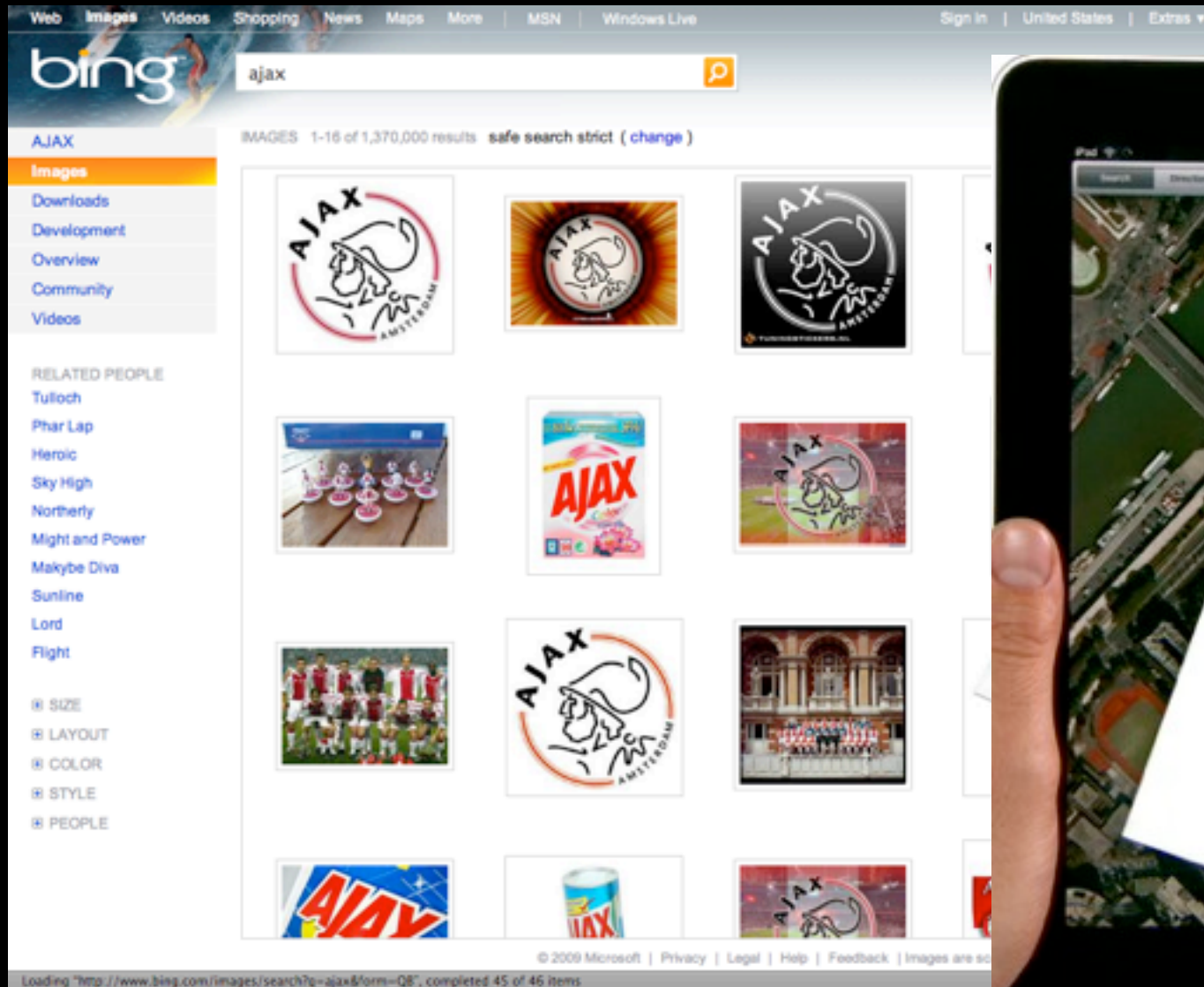


endless scrolling. bing.com



page curl. iPad Maps

Behind the Scenes Moments

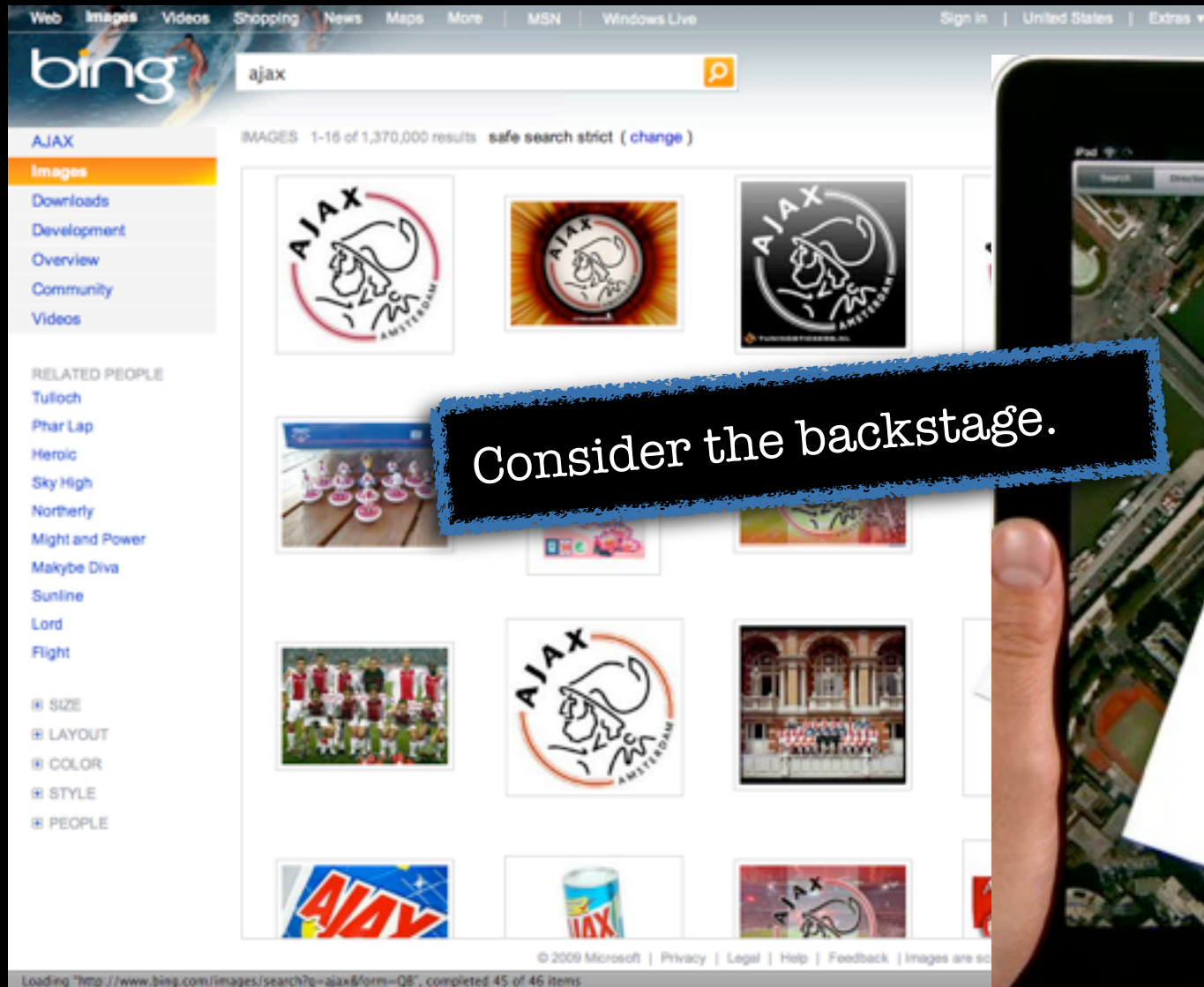


endless scrolling. bing.com



page curl. iPad Maps

Behind the Scenes Moments



endless scrolling. bing.com

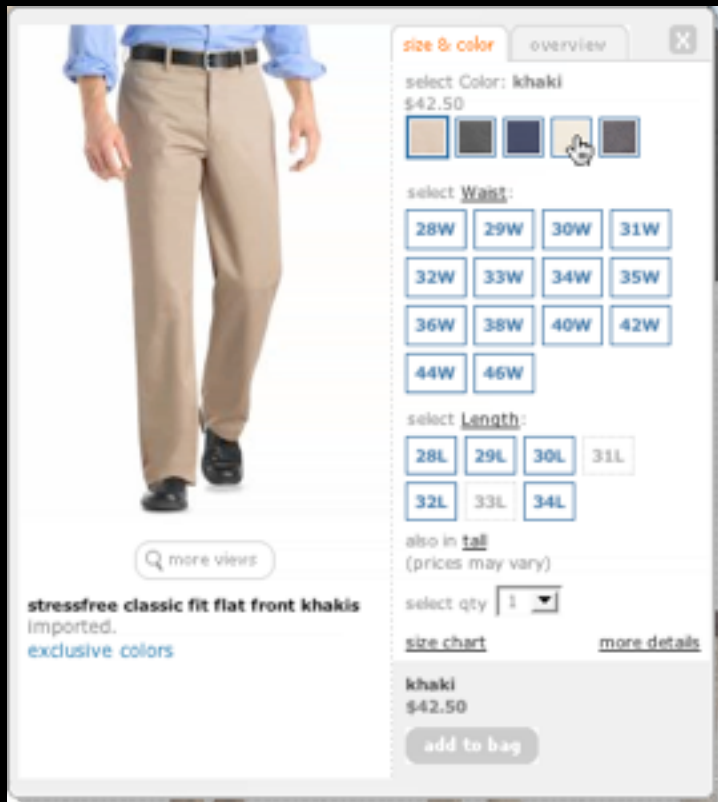


page curl. iPad Maps

Moments in a Flow



Moments in a Flow

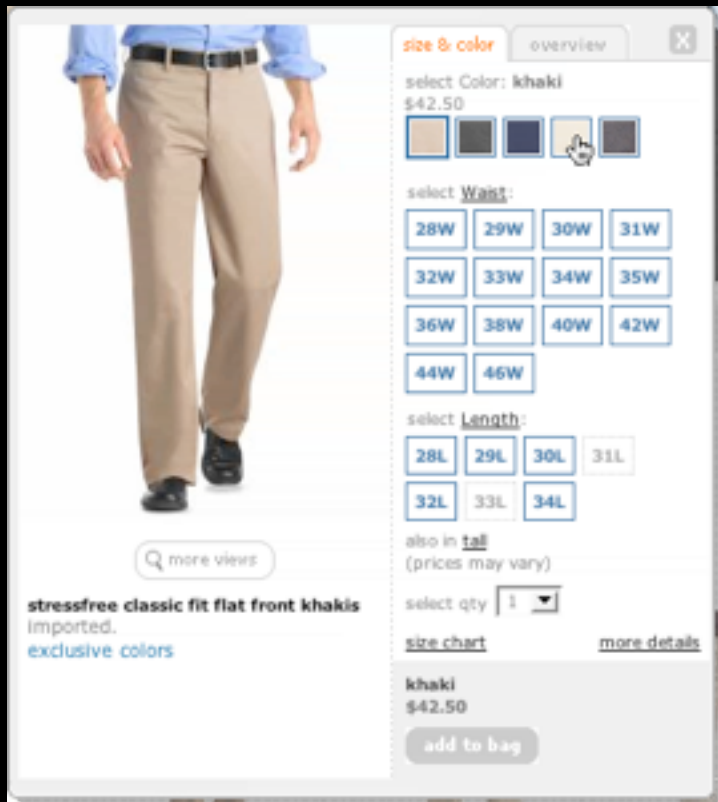


the gap. inline assistant



animoto. create a video

Moments in a Flow



the gap. inline assistant

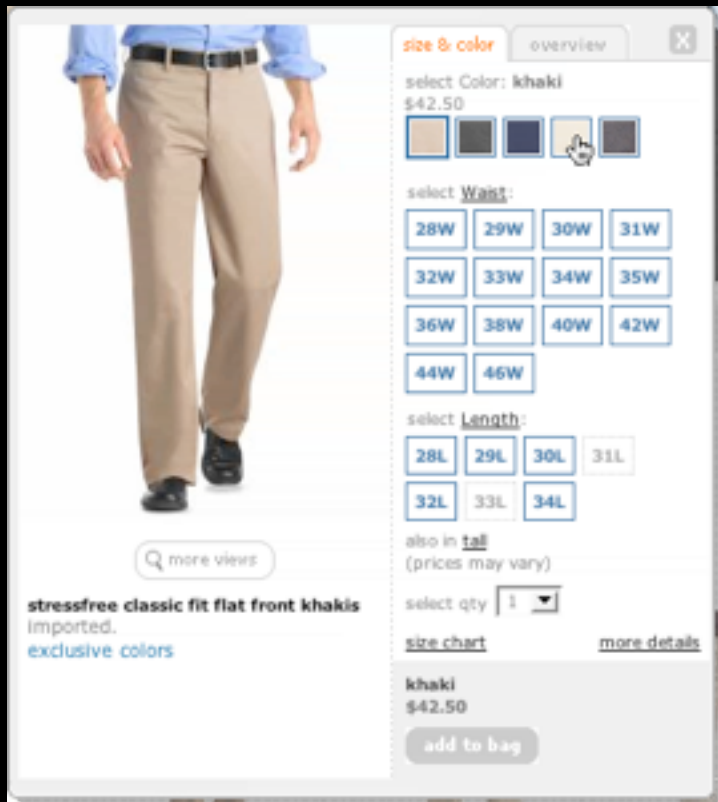


animoto. create a video

A screenshot of the Broadmoor Hotel one-page checkout form. The form is divided into three main sections. The left section contains a calendar for selecting check-in and check-out dates, with a legend for available, selected, and unavailable dates. The middle section lists room types (Superior South, Superior Main, Intermediate Main, Intermediate West, Standard, Suite) and a 'Total (all room nights)' field. The right section contains a form for guest information, including name, address, city, state, country, postal code, email, phone, and fax. It also includes fields for cardholder information (card number, expiration date) and a 'Finish Reservation' button. A note at the bottom states: '* Fields with an asterisk are required' and 'Include me in future email campaigns'.

broadmoor hotel. one page checkout

Moments in a Flow



the gap. inline assistant



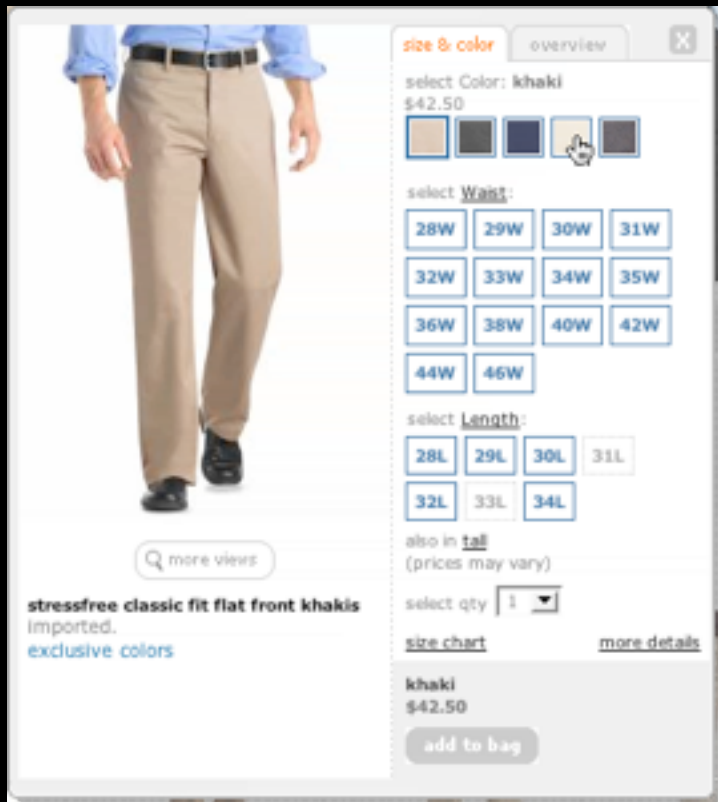
Keep steps clear

animoto. create a video

A screenshot of the broadmoor hotel one-page checkout form. The form is divided into three main sections. The left section is a calendar for July 2008 - August 2008, with a 'Click buttons below to select check-in date, check-out date, rooms, adults and children.' instruction. Below the calendar is a 'Check-in: Check-out:' section with dropdowns for 'Adults' and 'Children', and a 'Rooms' dropdown. There is a 'Reset' button and a 'Legend' section. The middle section is titled 'Choose a room below and availability will be displayed on the calendar.' and lists room types: 'Superior South', 'Superior Main', 'Intermediate Main', 'Intermediate West', 'Standard', and 'Suite'. A 'Total (all room nights)' field is also present. The right section is titled 'Complete form, click "Finish Reservation" & complete your reservation.' and contains a form with fields for 'Check-in:', 'Check-out:', 'Room Type:', 'Nights:', 'Adults:', 'Rooms:', and 'Children:'. There are also fields for 'Amount:', 'Taxes:', and 'Total:'. The form includes fields for 'First Name', 'Last Name', 'Address', 'City', 'State/Province', 'Country', 'Postal Code', 'Email', 'Phone', and 'Fax'. There are also fields for 'Cardholder', 'Card Number', 'Expiration (MM/YY)', and 'Auth at Information'. A 'Comments/Requests' field is at the bottom. A 'Finish Reservation' button is at the bottom right.

broadmoor hotel. one page checkout

Moments in a Flow



the gap. inline assistant

Keep steps clear

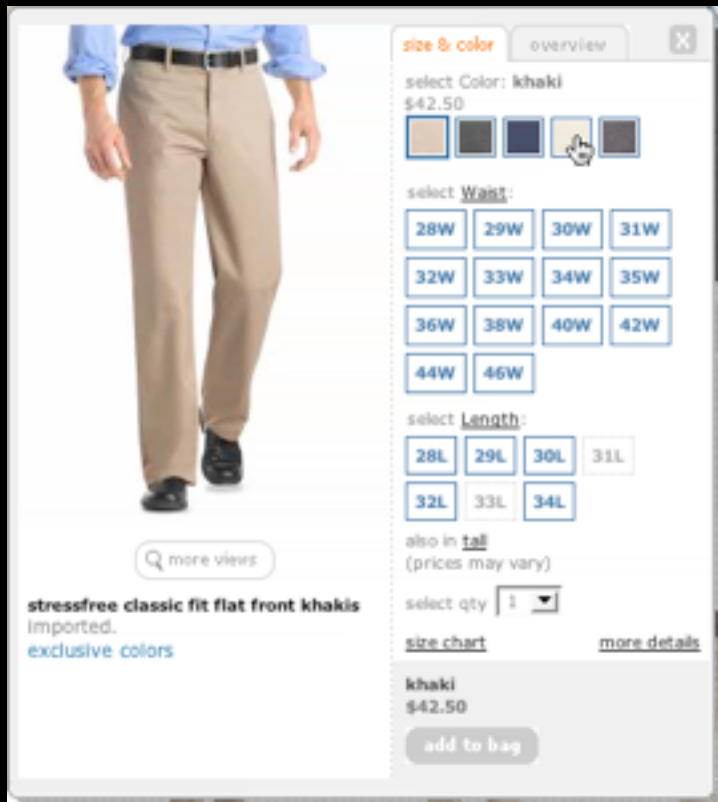


animoto. create a video

A screenshot of the Broadmoor Hotel one-page checkout form. The form is divided into three main sections. The left section contains a calendar for selecting check-in and check-out dates, with a legend for available, selected, and unavailable dates. The middle section lists room types (Superior South, Superior Main, Intermediate Main, Intermediate West, Standard, Suite) and a total for all room nights. The right section contains a form for guest information, including name, address, city, state/province, country, postal code, email, phone, and fax. It also includes a section for payment information, with fields for cardholder name, card number, expiration date, and card type (Visa, MasterCard, American Express, Discover). A 'Finish Reservation' button is at the bottom right.

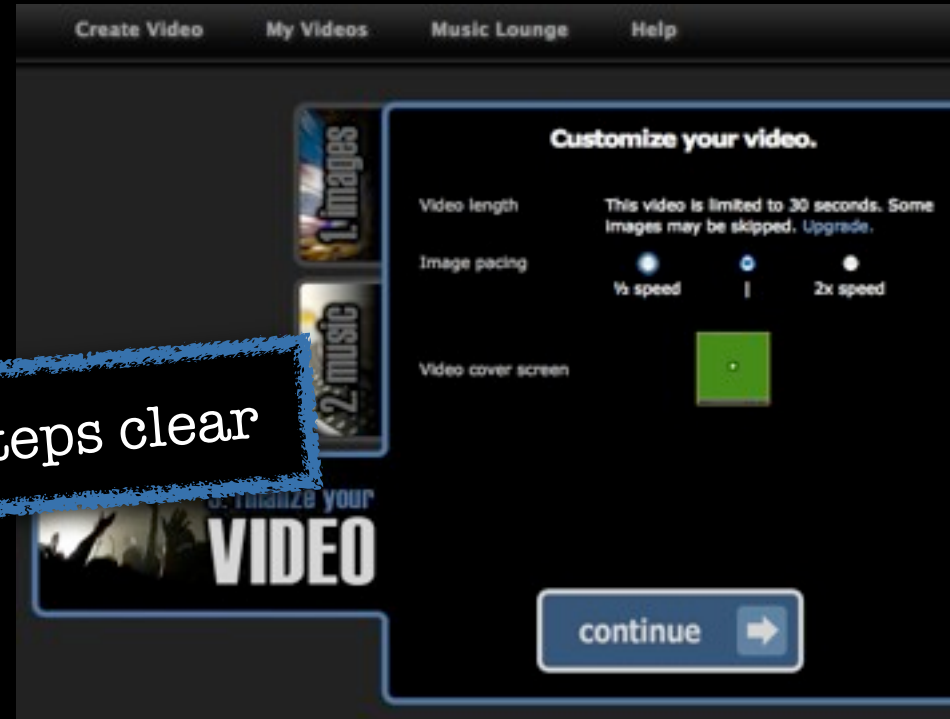
broadmoor hotel. one page checkout

Moments in a Flow



the gap. inline assistant

Keep steps clear



animoto. create a video

A screenshot of the Broadmoor Hotel one-page checkout form. The form is divided into three main sections: a calendar for selecting check-in and check-out dates, a room selection table, and a guest information form. The calendar shows dates from July 2008 to August 2008. The room selection table lists various room types and their availability. The guest information form includes fields for name, address, contact information, and payment details. A 'Finish Reservation' button is at the bottom right.

July 2008 - August 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Check-in:		Check-out:	
Adults	Children	Adults	Children
1	0	1	0

Room Type	
Nights	Rooms
0	1

Amount: Taxes: Total:

*Fields with an asterisk are required

☒ Include me in future email campaign

Finish Reservation

broadmoor hotel. one page checkout

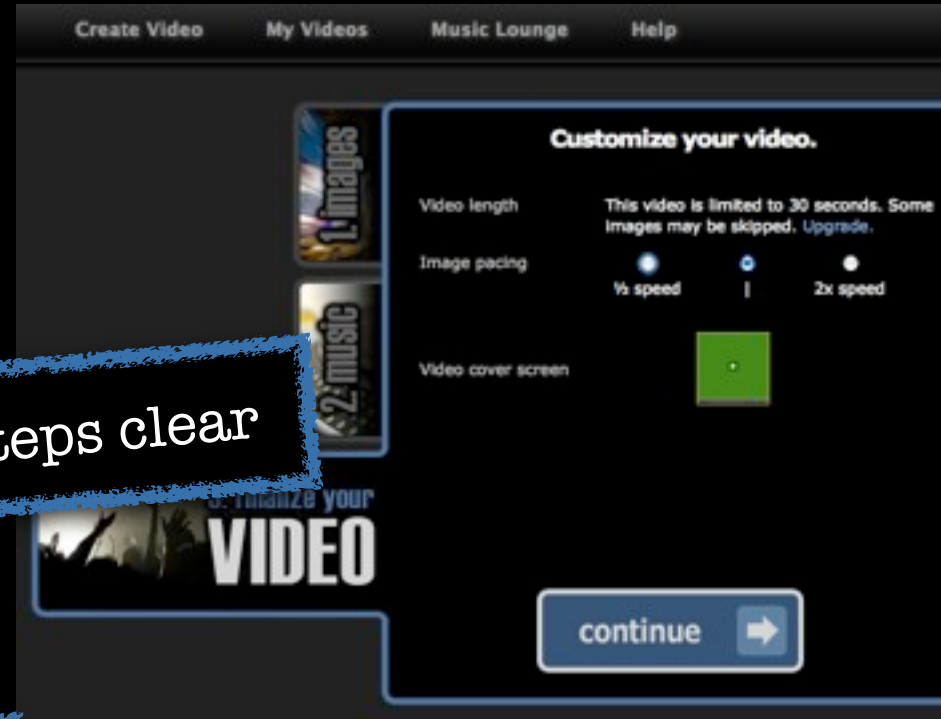
Moments in a Flow



Keep steps clear

Single page process *can*
improve conversions.

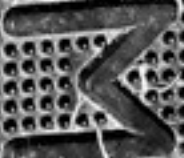
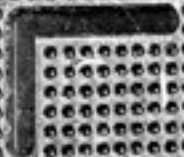
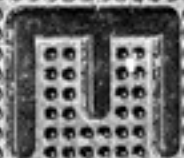
the gap.



animoto. create a video

A screenshot of a hotel booking form. It includes a calendar for selecting check-in and check-out dates. Below the calendar are fields for 'Adults' and 'Children'. To the right, there is a table for room selection with columns for 'Room Type', 'Nights', 'Rooms', and 'Children'. Below this is a large image of a hotel building. To the right of the image is a form for guest information, including 'First Name', 'Last Name', 'Address', 'City', 'State/Province', 'Country', 'Postal Code', 'Email', 'Phone', and 'Fax'. There are also fields for 'Cardholder', 'Card Number', and 'Expiration (MM/YY)'. At the bottom right is a 'Finish Reservation' button.

broadmoor hotel. one page checkout



Invite interaction.

Hello average person,

You should follow me on Twitter.

A quick study exploring the power language has on clickthrough rates.

July 14, 2009



I spend a lot of time thinking about how to improve user experiences. Sometimes, I take my ideas and create experiments to get hard data about how users behave in the real world.

During the past few months, I have been performing an experiment on this site.

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

http://dustincurtis.com/images/twitter/green_spill.jpg

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter here."

12.81%

PERMUTATION

CLICKTHROUGH

"I'm on Twitter."

4.70%

PERMUTATION

CLICKTHROUGH

"Follow me on twitter."

7.31%

PERMUTATION

CLICKTHROUGH

"You should follow me on twitter."

10.09%

PERMUTATION

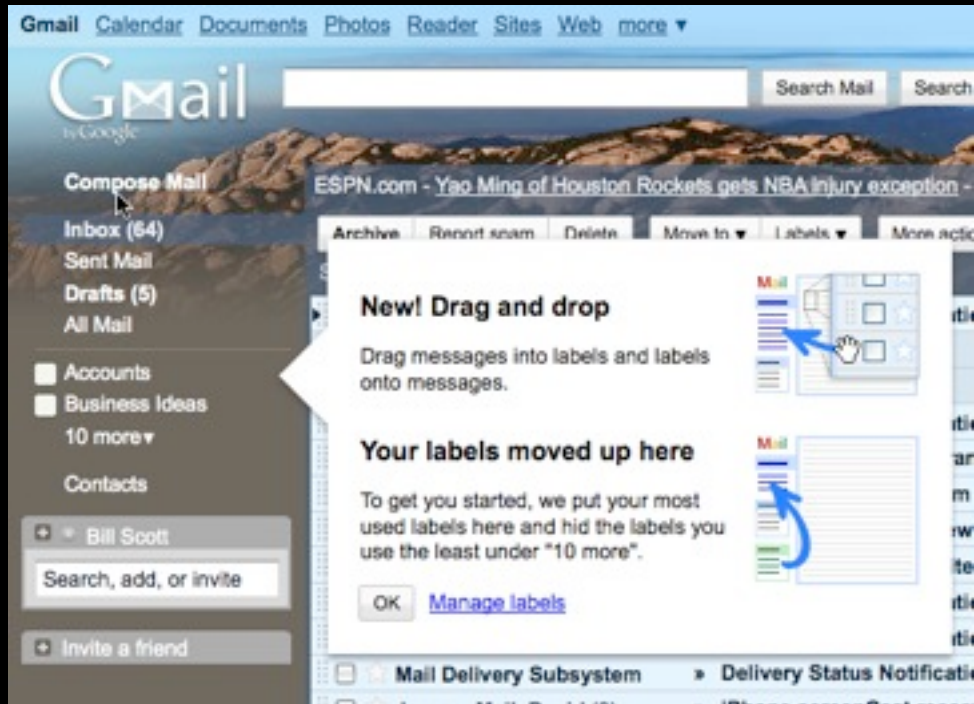
CLICKTHROUGH

"You should follow me on twitter here."

12.81%

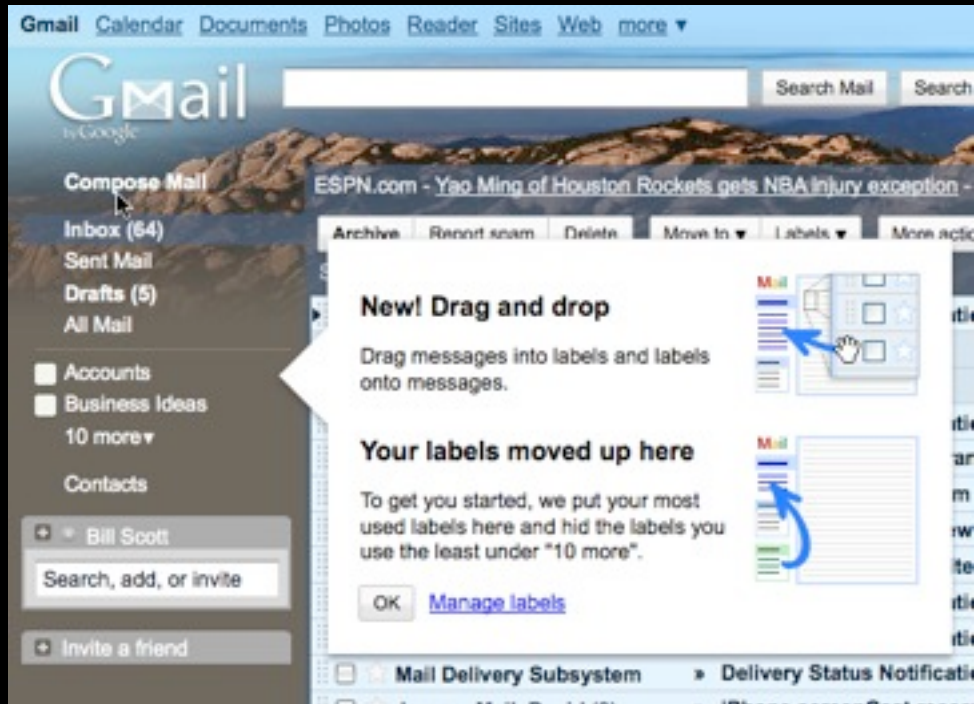
Use a clear call to action.

New Moments



tour invitation. gmail

New Moments



tour invitation. gmail



tour invitation. yahoo.com

New Moments



tour invitation. gmail



tour invitation. yahoo.com

New Moments

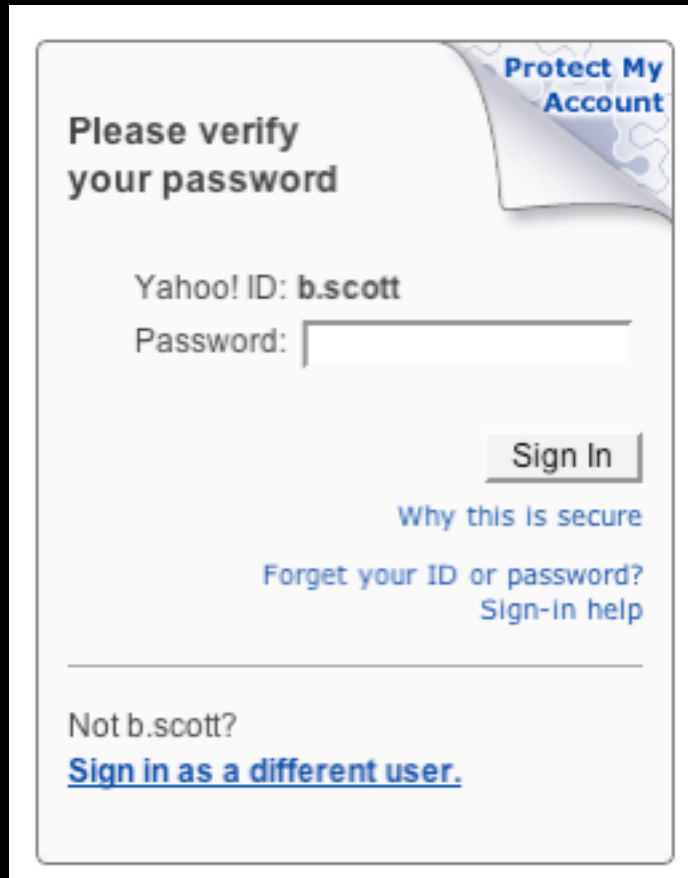


tour invitation. gmail



tour invitation. yahoo.com

New Moments



The image is a screenshot of a web browser displaying the Yahoo! login page. The page has a white background with a blue border. In the top right corner, there is a blue button labeled "Protect My Account" with a small icon of a shield and a key. The main heading is "Please verify your password" in bold black text. Below this, the text "Yahoo! ID: b.scott" is displayed. Underneath, the label "Password:" is followed by a white text input field with a black border. To the right of the input field is a blue "Sign In" button. Below the button, there are three links: "Why this is secure", "Forget your ID or password?", and "Sign-In help". At the bottom, there is a horizontal line, followed by the text "Not b.scott?" and a blue link "Sign in as a different user.".

Protect My Account

Please verify your password

Yahoo! ID: b.scott

Password:

Sign In

[Why this is secure](#)

[Forget your ID or password?](#)

[Sign-In help](#)

Not b.scott?

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

dog-ear invitation. login.yahoo.com

New Moments

Please verify your password

Protect My Account

Yahoo! ID: **b.scott**

Password:

Sign In

[Why this is secure](#)


[Forget your ID or password?](#)

[Sign-in help](#)

Not b.scott?


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

dog-ear invitation. login.yahoo.com

Close 

Rate Your Recent Return

OCEAN'S THIRTEEN




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

1

Add


☆☆☆☆☆

 Not Interested

2

Add

☆☆☆☆☆

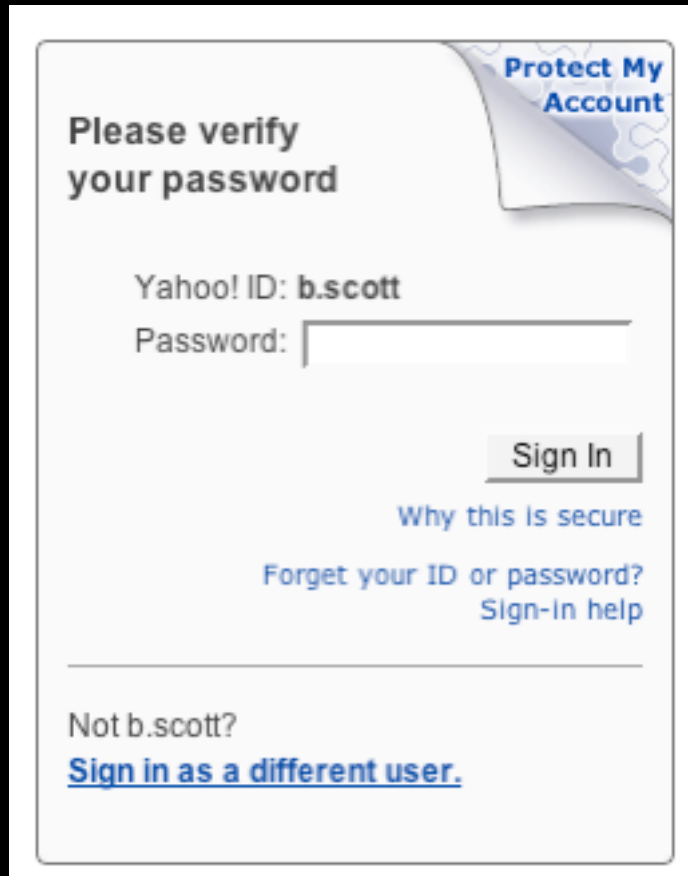
 Not Interested

(click the stars)

No Opinion

fill-in-the-blanks invitation. netflix

New Moments



Protect My Account

Please verify your password

Yahoo! ID: **b.scott**

Password:

Sign In

[Why this is secure](#)

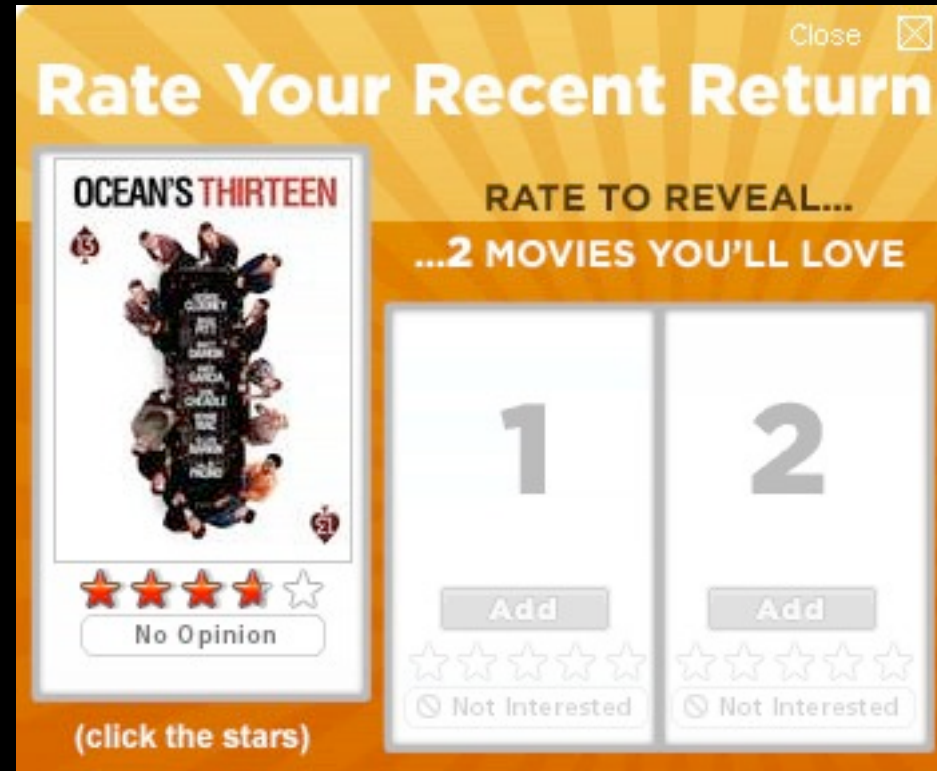
[Forget your ID or password?](#)


[Sign-in help](#)

Not b.scott?

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

dog-ear invitation. login.yahoo.com



Close 


Rate Your Recent Return

OCEAN'S THIRTEEN

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


1

Add


Not Interested

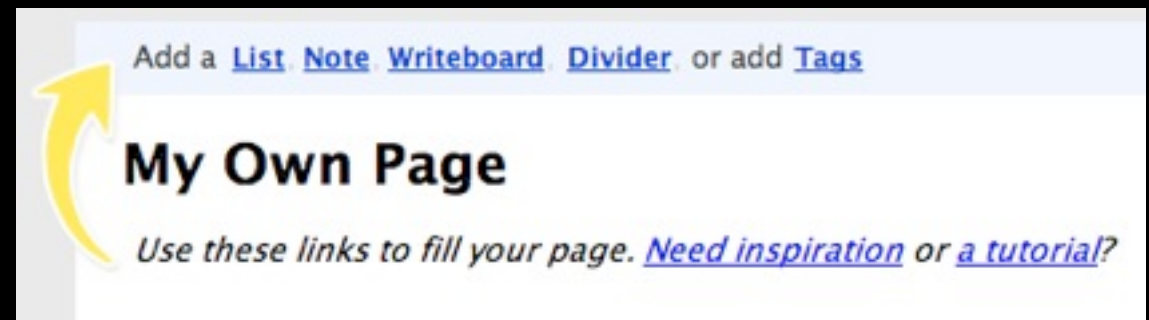
2

Add


Not Interested

(click the stars)

fill-in-the-blanks invitation. netflix



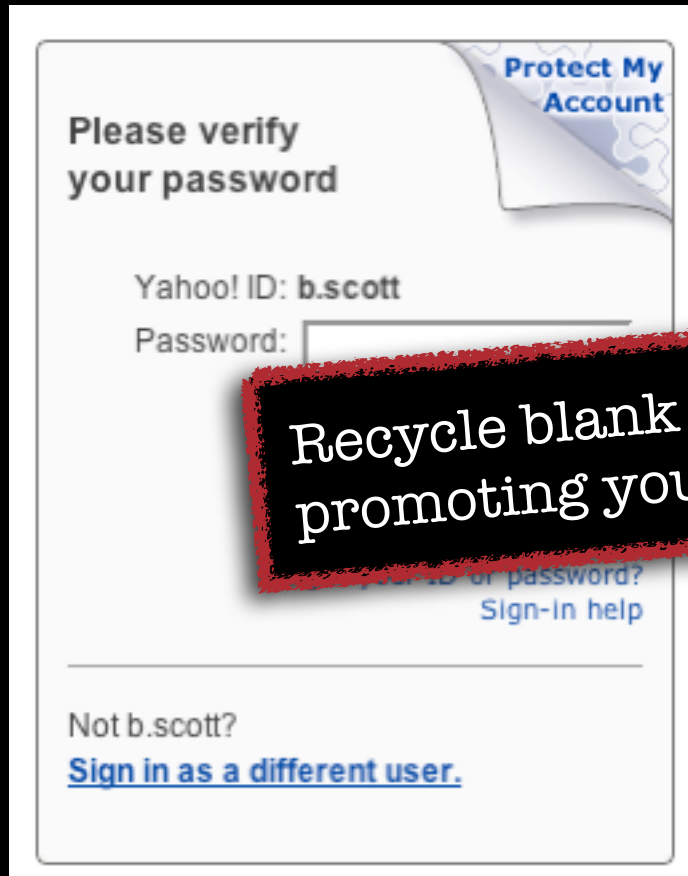
Add a [List](#), [Note](#), [Writeboard](#), [Divider](#), or add [Tags](#)

My Own Page

Use these links to fill your page. [Need inspiration](#) or [a tutorial?](#)

blank-slate invitation. backpackit

New Moments



Please verify your password

Protect My Account

Yahoo! ID: b.scott

Password:

[Forgot your ID or password?](#)
[Sign-in help](#)

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

dog-ear invitation. login.yahoo.com

Recycle blank areas for promoting your features.



Close ☐

Rate Your Recent Return

OCEAN'S THIRTEEN

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

1

2

☐ ☐ ☐ ☐ ☐

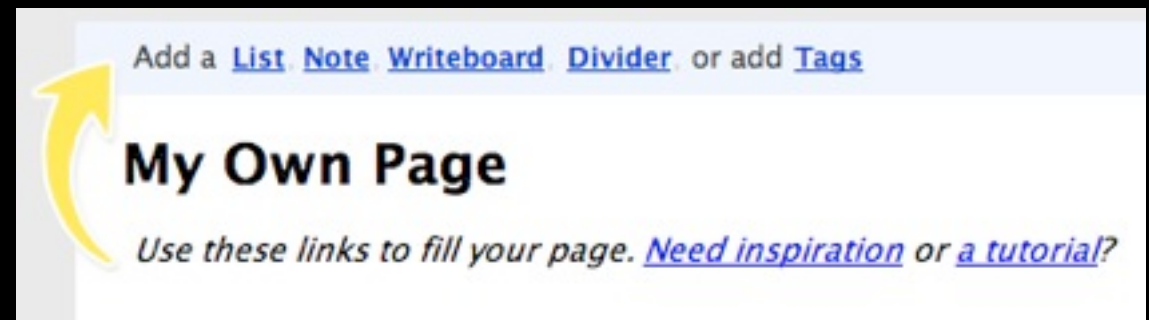
☐ ☐ ☐ ☐ ☐

☐ Not Interested

☐ Not Interested

(click the stars)

fill-in-the-blanks invitation. netflix



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

My Own Page

Use these links to fill your page. [Need inspiration](#) or [a tutorial?](#)

blank-slate invitation. backpackit

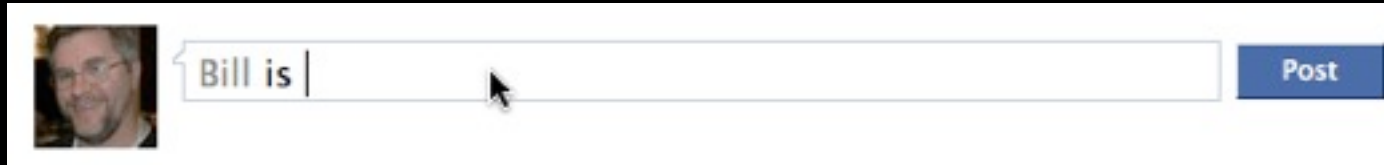
Prompting Moments



What are you doing right now?

facebook.com

Prompting Moments

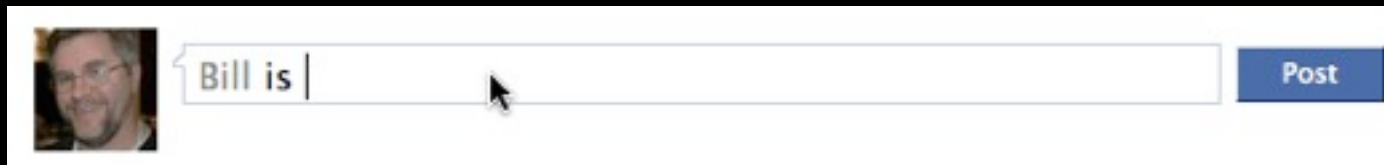
A screenshot of a Facebook post creation interface. On the left is a small square profile picture of a man with glasses and a beard. To its right is a text input field with the placeholder text "Bill is" and a vertical cursor line. A mouse cursor is positioned at the end of the text. To the right of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

Bill is |

Post

facebook.com

Prompting Moments



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

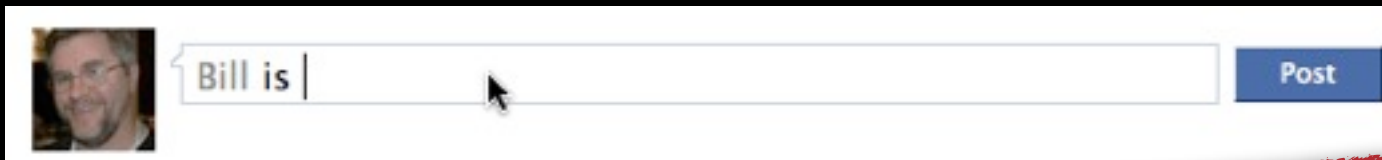
facebook.com



A screenshot of the Delicious website. The top navigation bar includes the "delicious" logo and links for "Home", "Bookmarks", "People", and "Tags". Below this is a section titled "Bill Scott's Bookmarks" with a blue arrow icon. Under the title are links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". A "Site:" link points to "http://looksgoodworkswell.blogspot.com". Below that, text says "See more bookmarks in Popular, Recent, or look up a URL." A search bar with the placeholder "Type a tag" and a cursor is present. Below the search bar are three icons: a minus sign, an equals sign, and a menu icon. The main content area shows a bookmark entry dated "02 JAN 09" with the title "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT" and links for "EDIT" and "DELETE".

delicious.com

Prompting Moments



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

facebook.com

Use questions or commands to prompt for input.



A screenshot of the delicious.com website. At the top left is the "delicious" logo. To its right is a blue button labeled "Home". Below the logo is a blue icon of a stylized head. To the right of the icon is the text "Bill Scott's Bookmarks". Below this text are links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox (1 new)". Below these links is the text "Site: <http://looksgoodworkswell.blogspot.com>". Below this text is the text "See more bookmarks in [Popular](#), [Recent](#), or [look up a URL](#)". Below this text is a search bar with the text "billwscott" and a placeholder "Type a tag". Below the search bar is a list of bookmarks. The first bookmark is titled "21 Must-Have Scripts For Your Favorite Javascript Library (jQuery, MooT" and is dated "02 JAN 09". Below the title are links for "EDIT" and "DELETE".

delicious.com

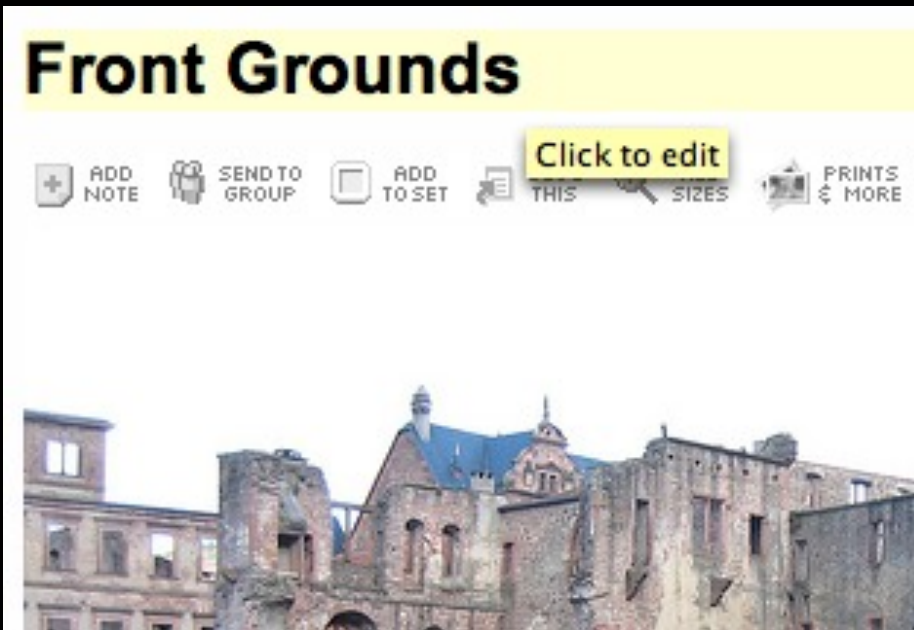
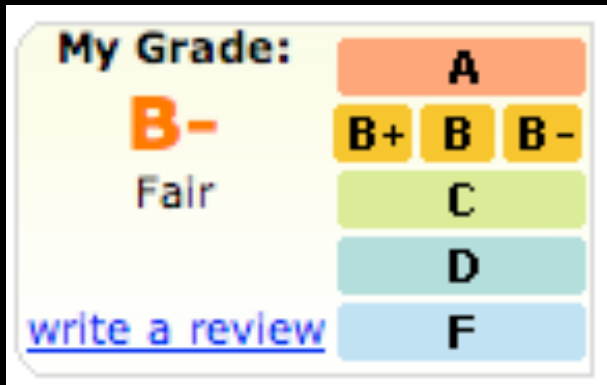
Prompting Moments

hover invitation. y!movies

My Grade:	A		
B-	B+	B	B-
Fair	C		
	D		
write a review	F		

Prompting Moments

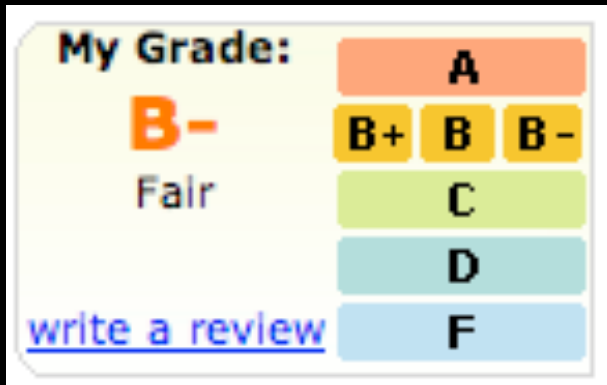
hover invitation. y!movies



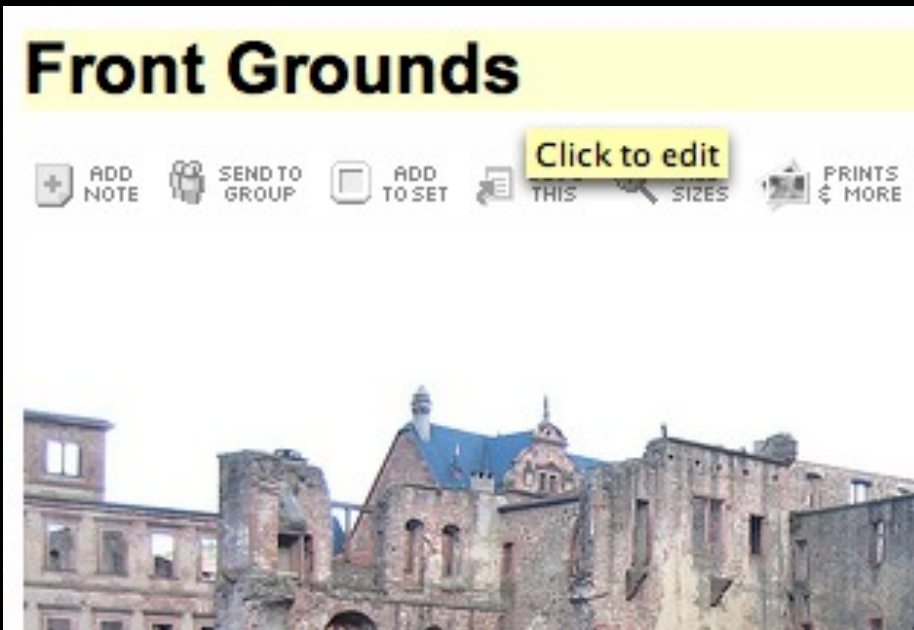
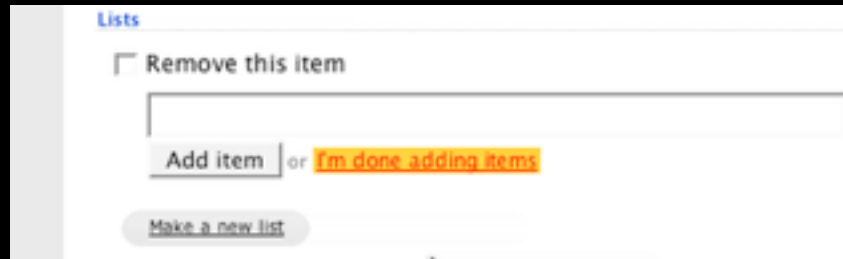
tooltip, hover & cursor invitation. flickr.com

Prompting Moments

hover invitation. y!movies



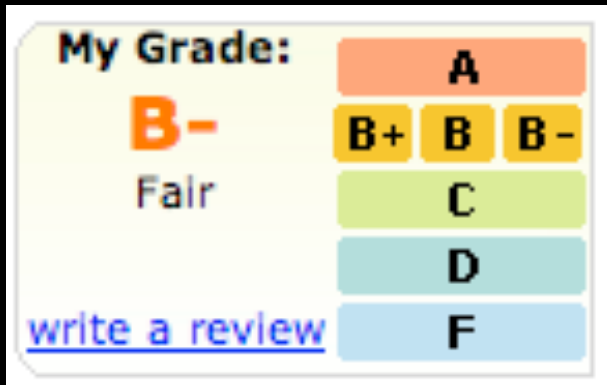
hover & tool invitation. backpackit



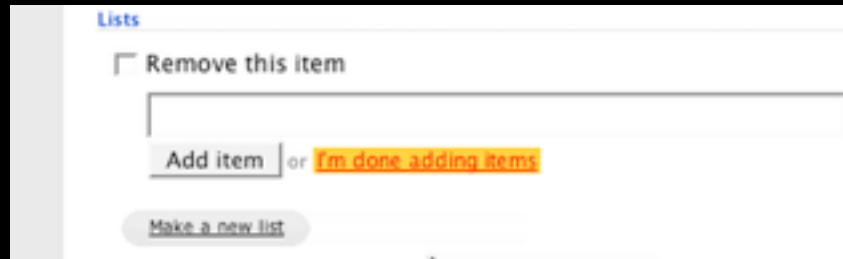
tooltip, hover & cursor invitation. flickr.com

Prompting Moments

hover invitation. y!movies



hover & tool invitation. backpackit



Aid discoverability with
hover invitations.

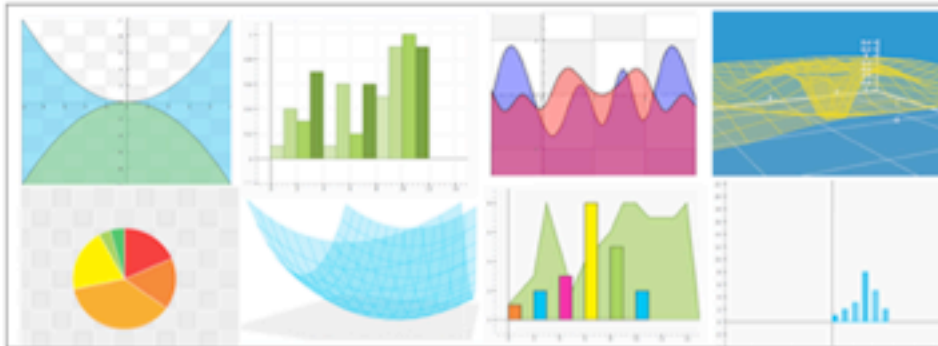
tooltip, hover & cursor invitation. flickr.com

Engaging Moments

Rich Data Visualization Tools. I've included the first three to whet your appetite.

Ajax.org

Ajax.org Platform is a pure javascript application framework for creating real-time collaborative applications that run in the browser.

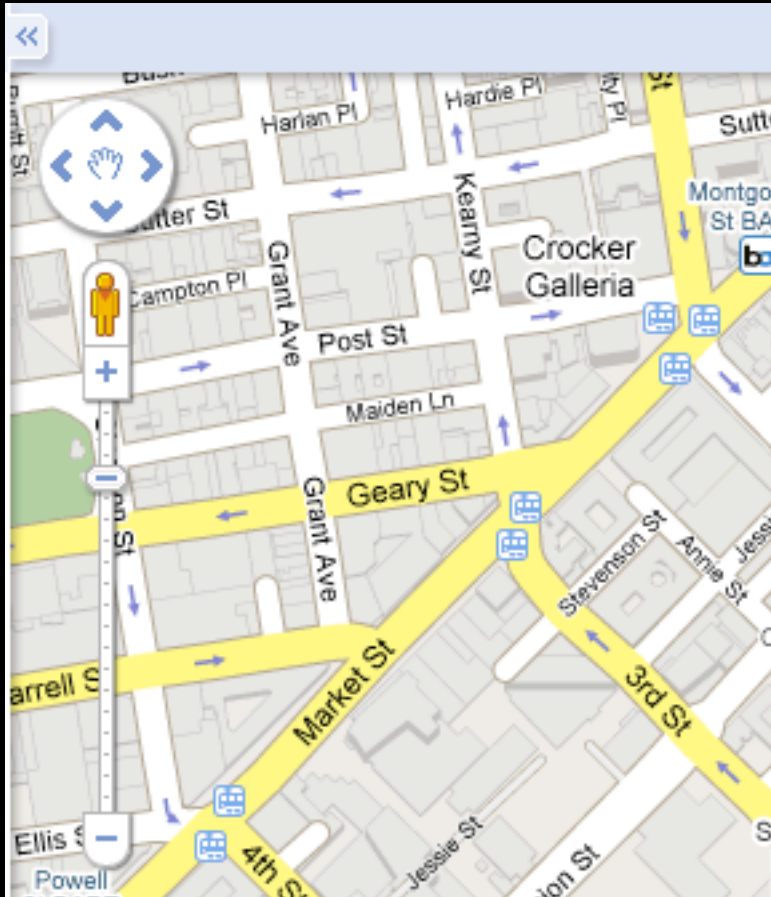


AnyChart

AnyChart is a flexible Flash based solution that allows you to create interactive and great looking flash charts.

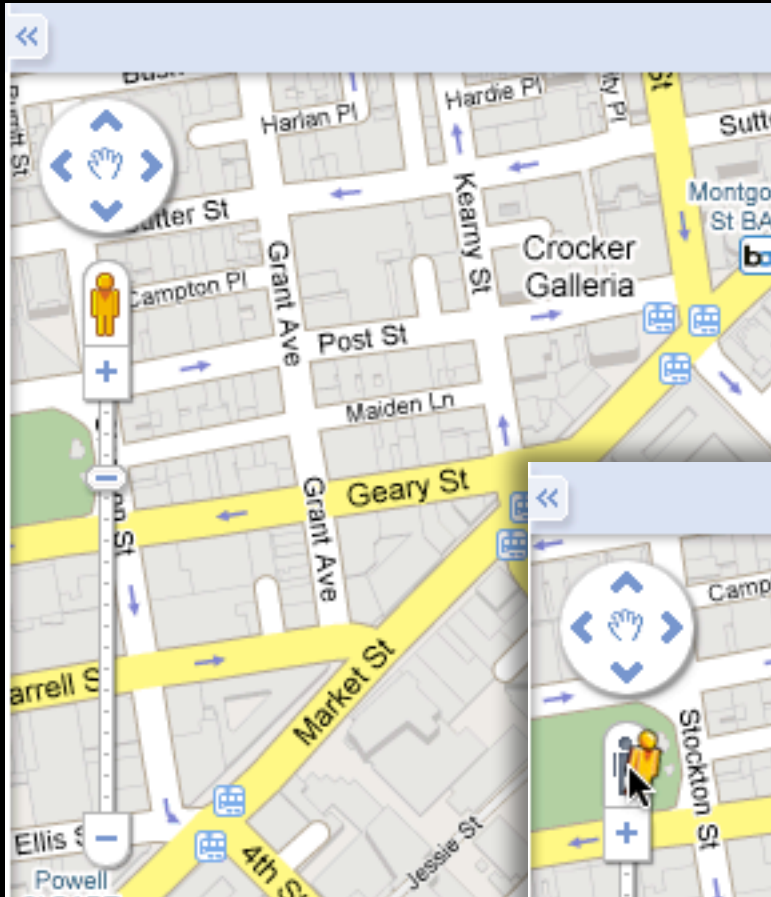


Mindful Moments

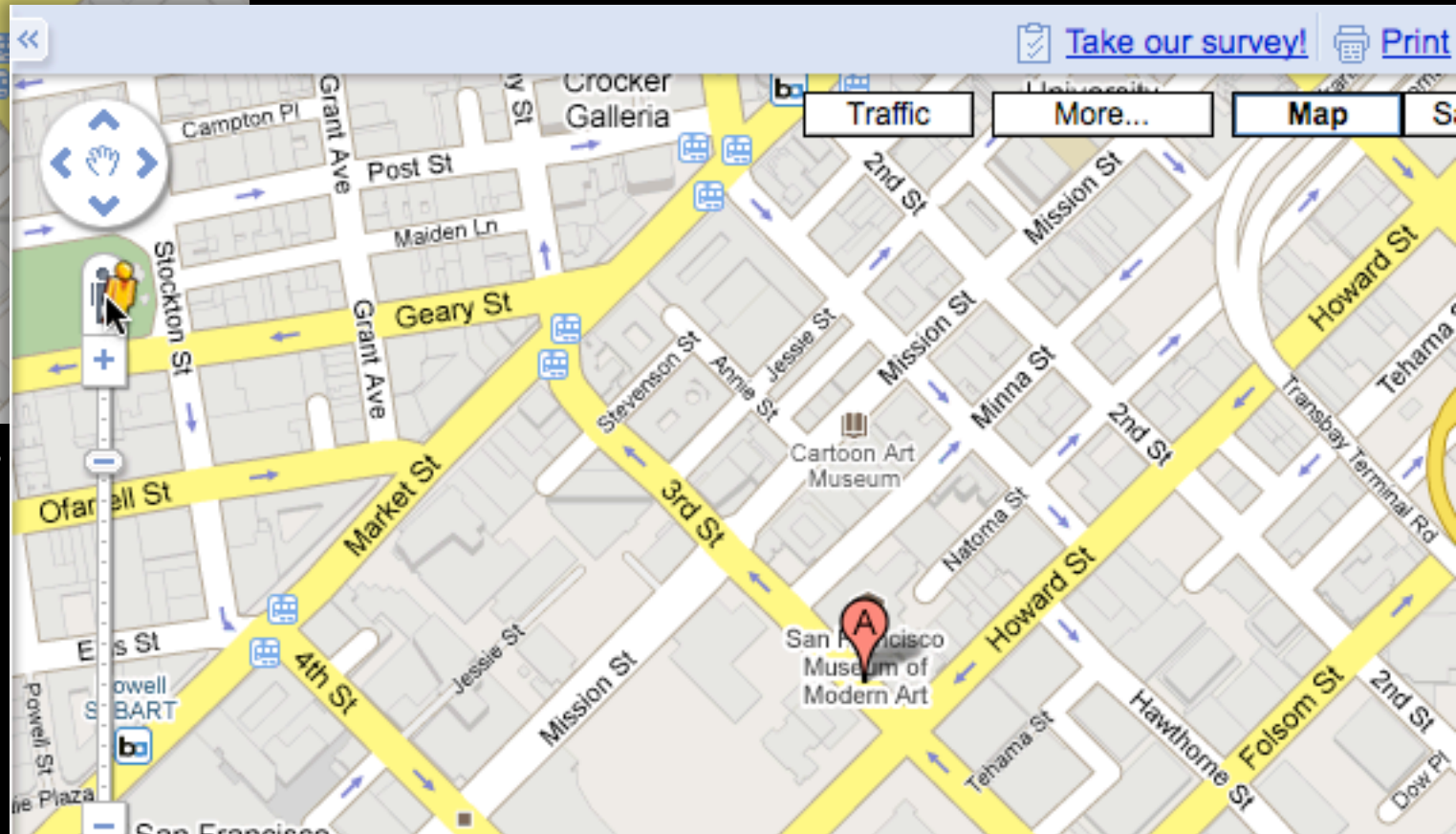


drag invitation. google maps

Mindful Moments

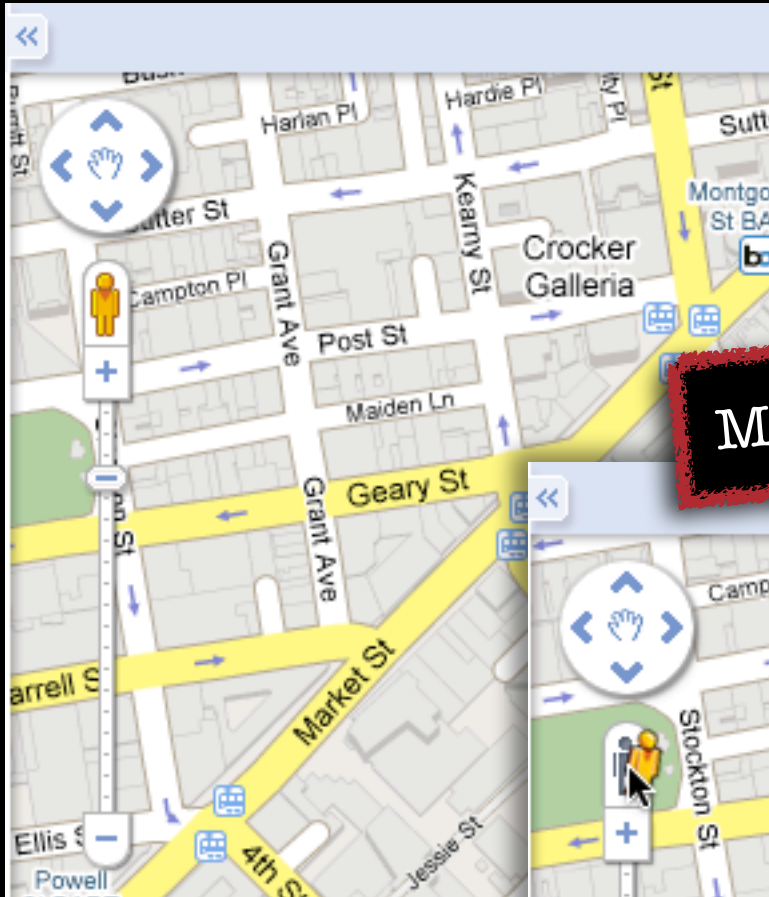


drag invitation. google maps



drop invitation. google maps

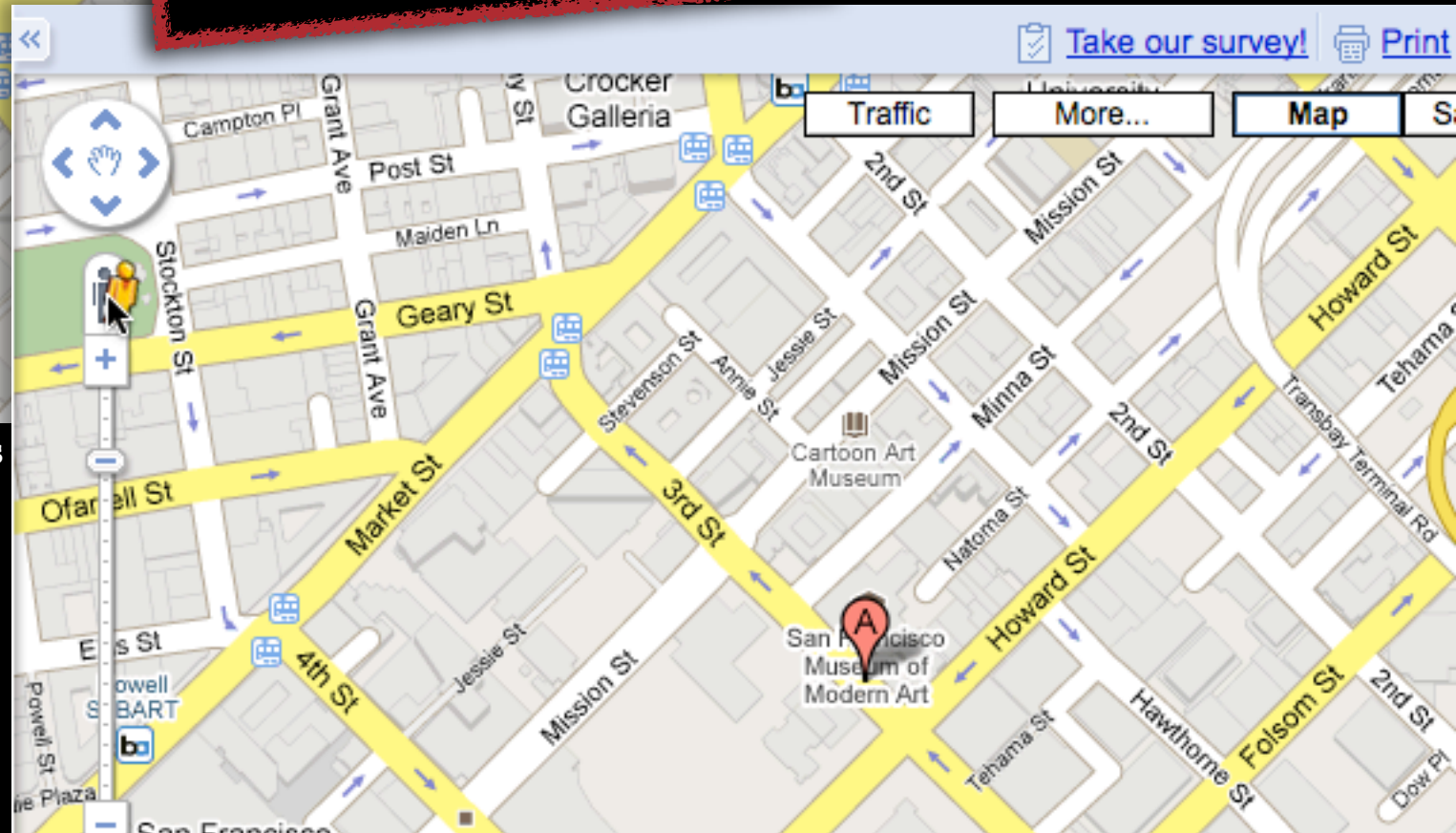
Mindful Moments



drag invitation. google maps

Mind your moments.

drop invitation. google maps



[Take our survey!](#) [Print](#)

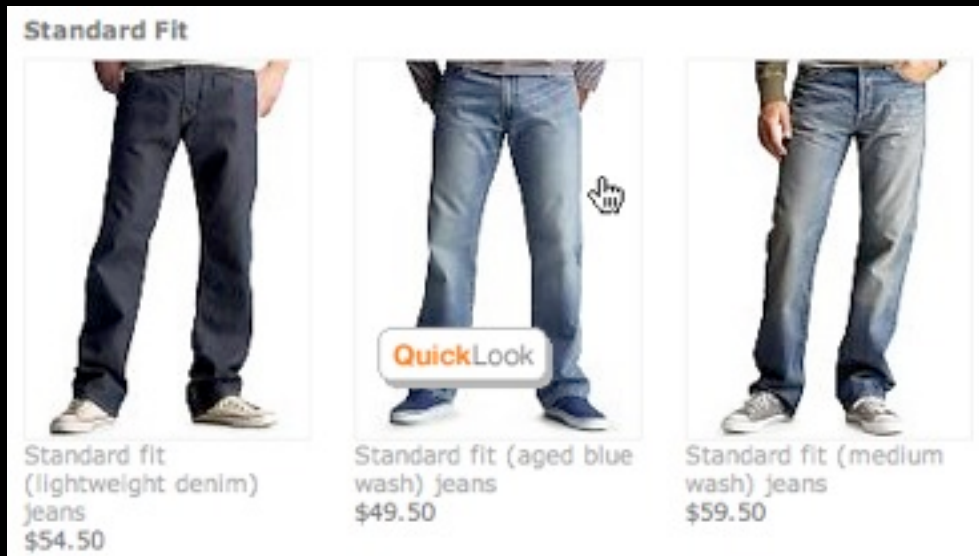
Traffic

More...

Map

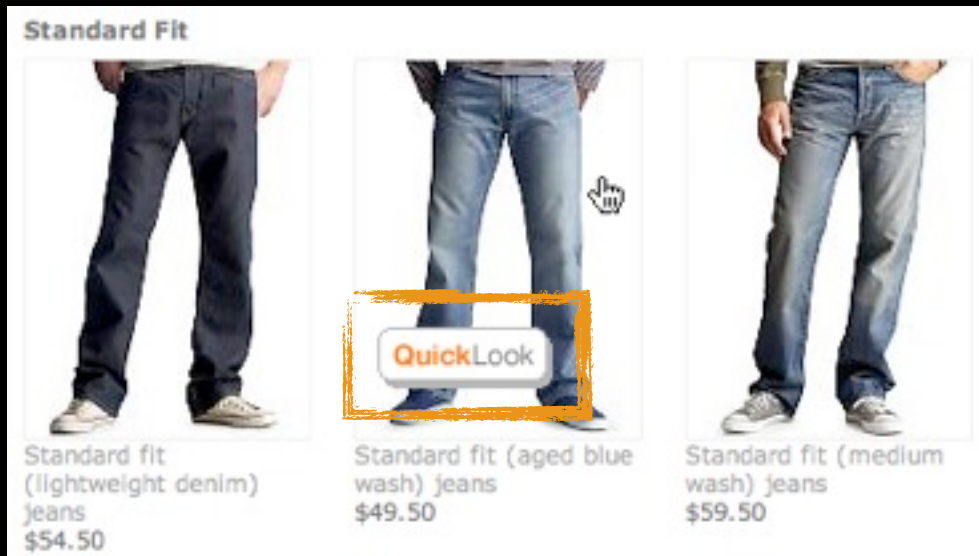
S

Familiarity in Moments



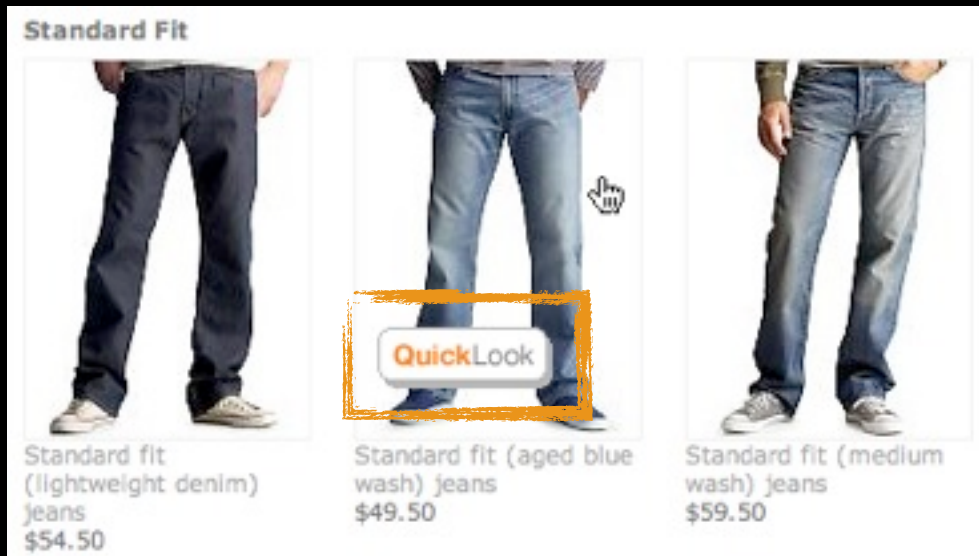
button. the gap

Familiarity in Moments



button. the gap

Familiarity in Moments

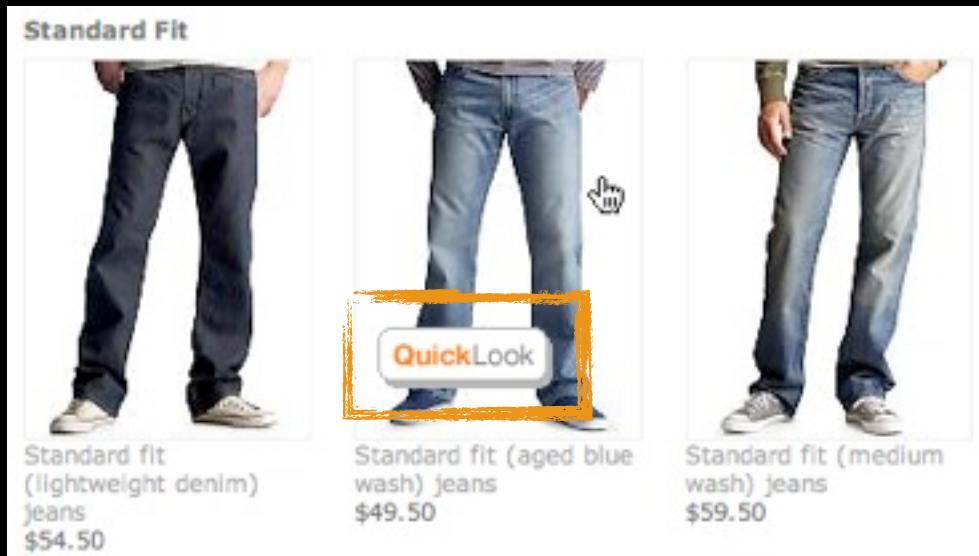


button. the gap



hyperlink. backpackit

Familiarity in Moments

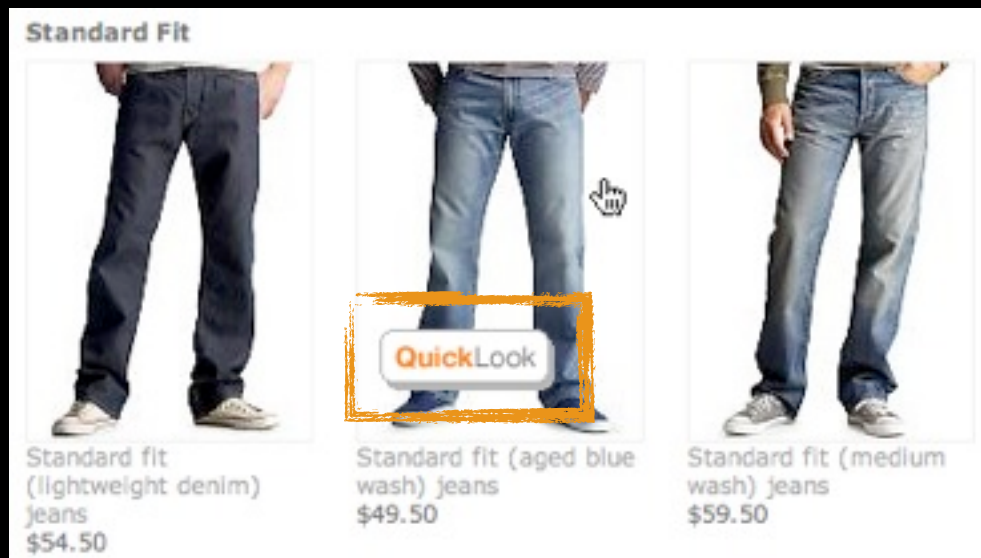


button. the gap



hyperlink. backpackit

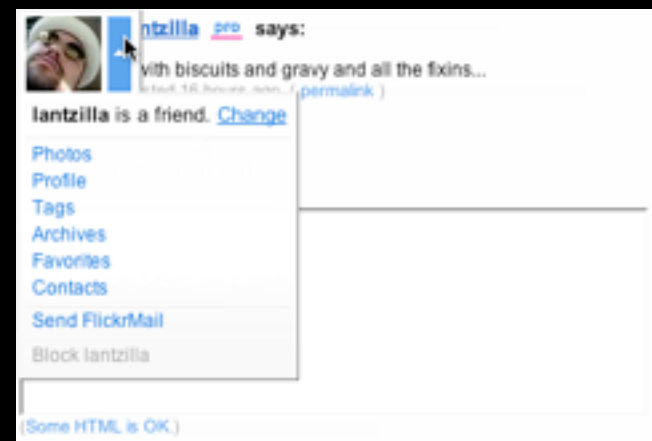
Familiarity in Moments



button. the gap

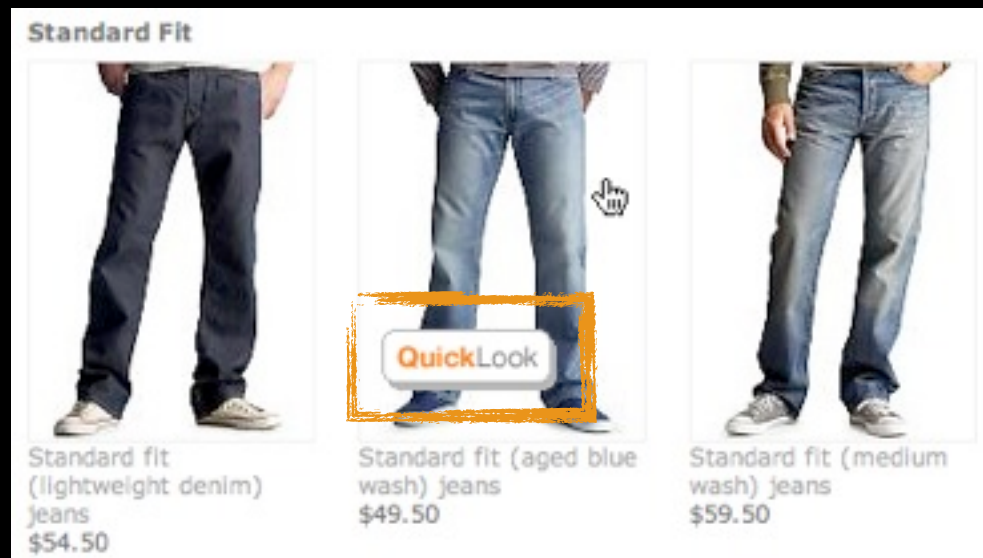


hyperlink. backpackit



drop down arrow. flickr

Familiarity in Moments



button. the gap

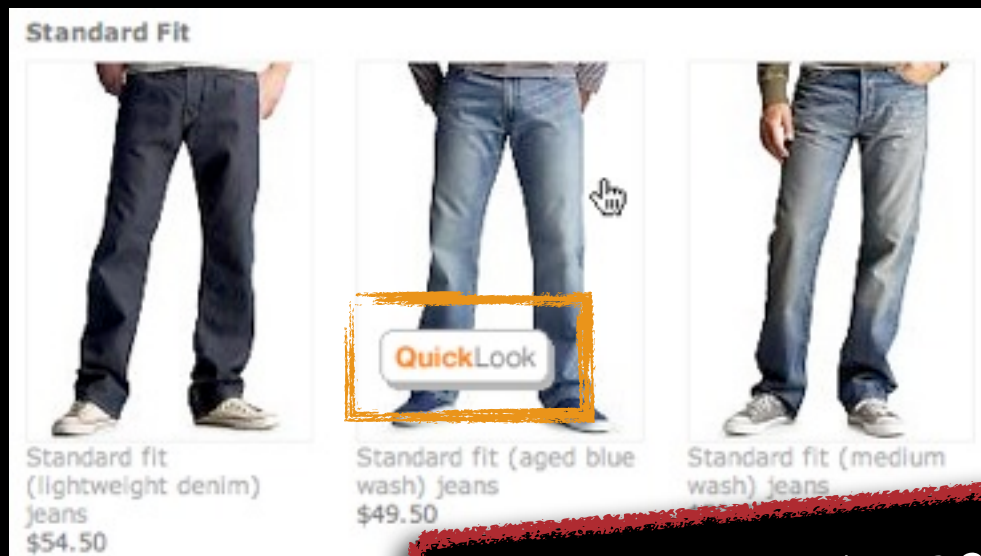


hyperlink. backpackit



drop down arrow. flickr

Familiarity in Moments



button. the gap

Bridge new interaction styles
with familiar idioms.



hyperlink. backpackit



drop down arrow. flickr

Call to Action Moments

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

☒ round trip ☐ one way ☐ multi-city

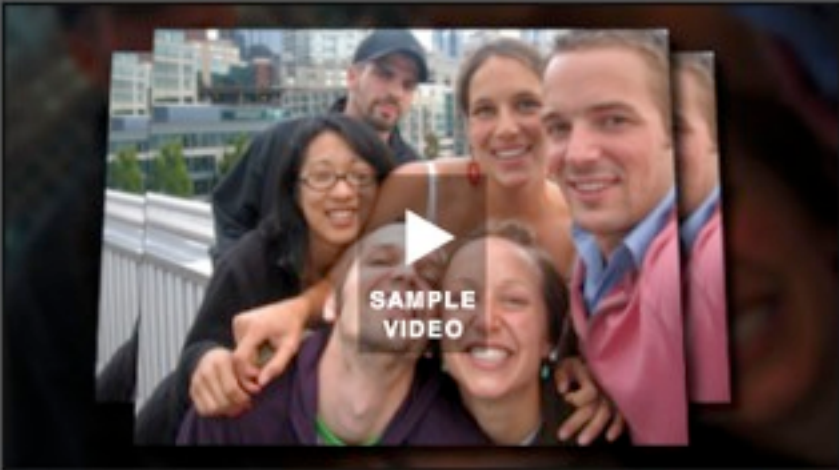
from to

☐ include nearby airports ☐ include nearby airports

leave

compare ☐ Hotwire

Short Animoto Originals CLOSE ✕




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Call to Action Moments

change your search or start over

go back to your search 

☒ round trip ☐ one way ☐ multi-city

from

San Jose, CA (SJC) – San Jose Municipal A

☐ include nearby airports

to

Fairbanks, AK (FAI) – Fairbanks Internati

☐ include nearby airports

leave


07/18/2009

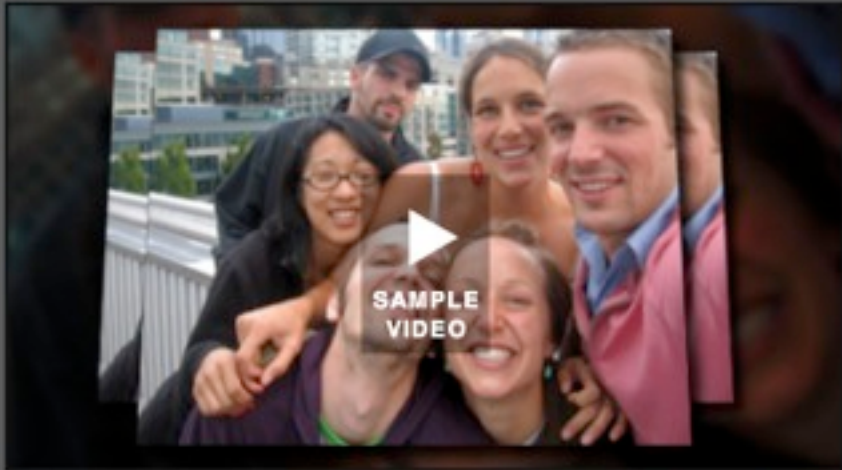
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☐ Hotwire

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Short Animoto Originals

CLOSE 



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Create Video

Call to Action Moments

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go back to your search

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☐ include nearby airports

to

Fairbanks, AK (FAI) – Fairbanks Internati

☐ include nearby airports

leave

07/18/2009

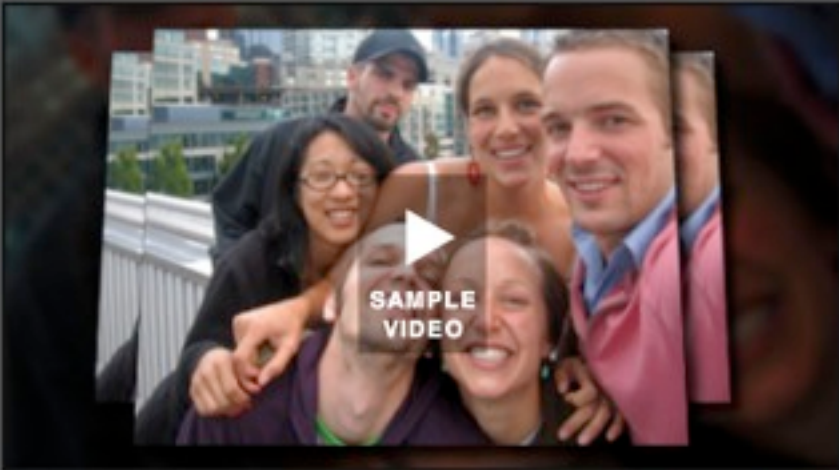
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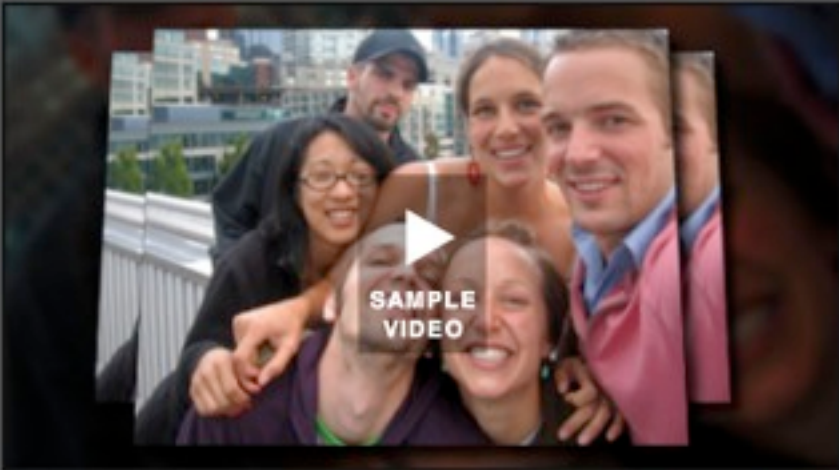
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07/18/2009

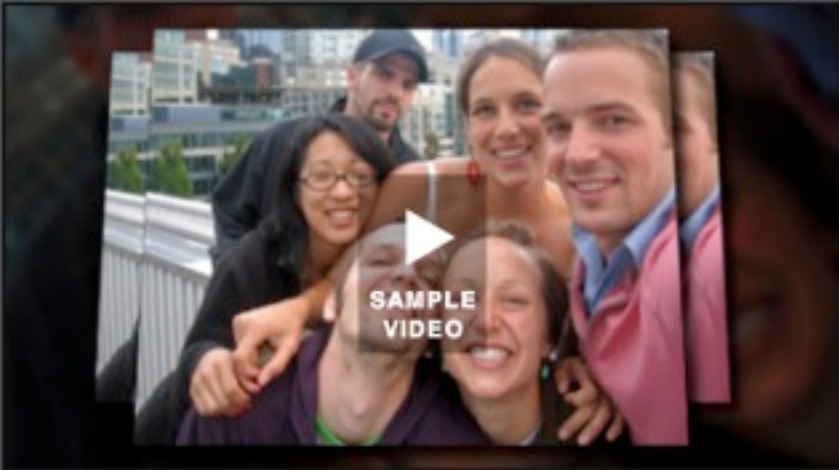
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07/18/2009

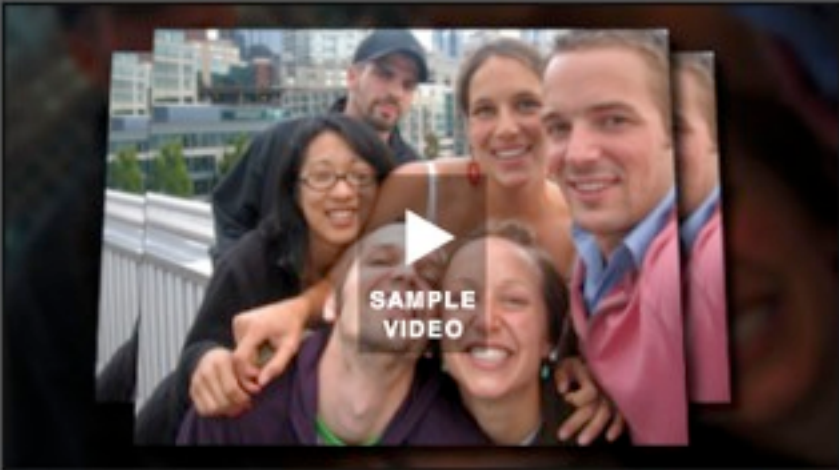
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☐ Hotwire

search

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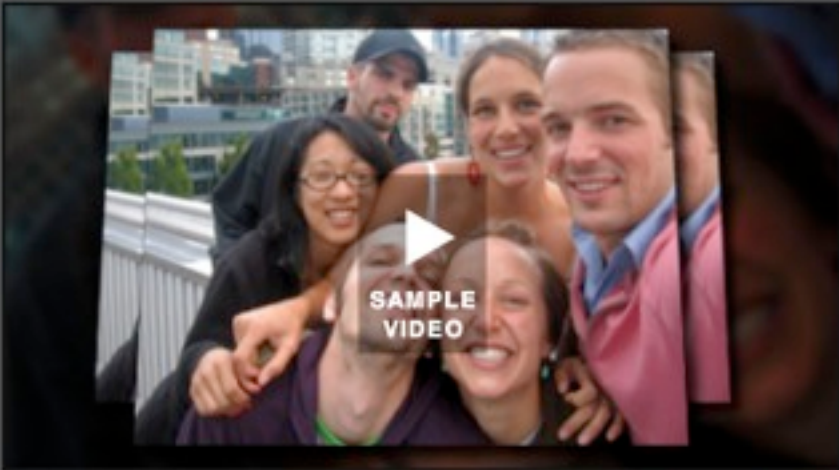
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go back to your search



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from

San Jose, CA (SJC) - San Jose Municipal A

to

Fairbanks, AK (FAI) - Fairbanks Internati

☐ include nearby airports

leave

07/18/2009

compare s

☐ Hotwire

search

Use a clear call to action.

Short Animoto Originals

CLOSE X



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Create Video



Show transitions.

April 1999

S	M	T	W	T	F	S
				1	2	3
				8	9	10
			6	7	16	17
		5	14	15	23	24
4	12	13	21	22	30	
11	19	20	28	29		
18	26	27				
25						

Why?

Anti-Pattern
Needless
Fanfare

Why?

The screenshot shows the TurboTax Deluxe interface. At the top, there's a blue header with the TurboTax logo and a red checkmark. Below the header, there are several tabs: "Personal Info", "Federal Taxes" (which is selected), "Federal Review", and "State Taxes". Under the "Federal Taxes" tab, there are sub-tabs: "Wages & Income", "Deductions & Credits" (which is selected), and "Other Tax Situations". On the left side, there's a summary box showing "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" and includes a link to "See qualifications and limitations." Below this, there's a text input field labeled "(Box 1 on your 1098)" with the value "0.00" entered. A yellow sticky note is attached to the top right of the interface, containing the text "Anti-Pattern", "Needless", and "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

Why?

The screenshot shows the TurboTax Deluxe interface. At the top, there are tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', and 'State Taxes'. Below these are sub-tabs for 'Wages & Income', 'Deductions & Credits', and 'Other Tax Situations'. On the left, a sidebar displays '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 subtext 'Deductible interest paid in 2008 See qualifications and limitations.' Below this, there is a text input field labeled '(Box 1 on your 1098)' containing the value '0.00'. A yellow sticky note is attached to the top right of the interface, reading 'Anti-Pattern', 'Needless', and '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

This is a close-up 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 text 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
\$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

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...



nbc.com

upc.com

Why?

The screenshot shows the TurboTax Deluxe interface. At the top, there are tabs for 'Personal Info', 'Federal Taxes', 'Federal Review', and 'State Taxes'. Below these are sub-tabs for 'Wages & Income', 'Deductions & Credits', and 'Other Tax Situations'. On the left, a sidebar displays '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 sub-header 'Deductible interest paid in 2008 See qualifications and limitations.' Below this is a text input field labeled '(Box 1 on your 1098)' containing the value '0.00'.

TurboTax Deluxe

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

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

This is a close-up of the sidebar from the previous image, showing the 'Federal Tax Due' as \$10,533 and 'CA Tax Due' as \$4,973. The numbers are displayed in large, bold, red font on a dark background.

Federal Tax Due
\$10,533

CA Tax Due
\$4,973

again in slow-motion...

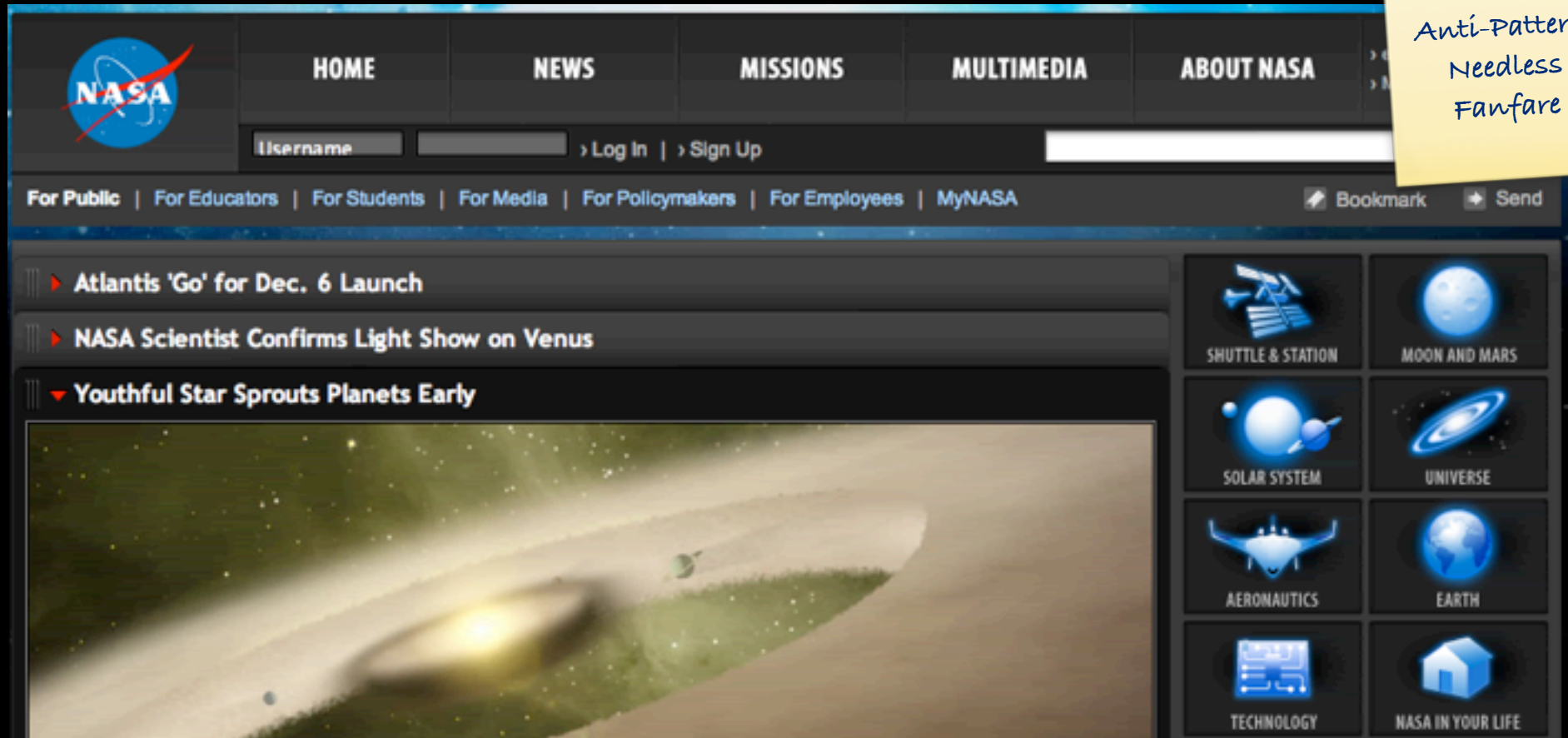
Always question "why"
when using transitions.



nbc.com

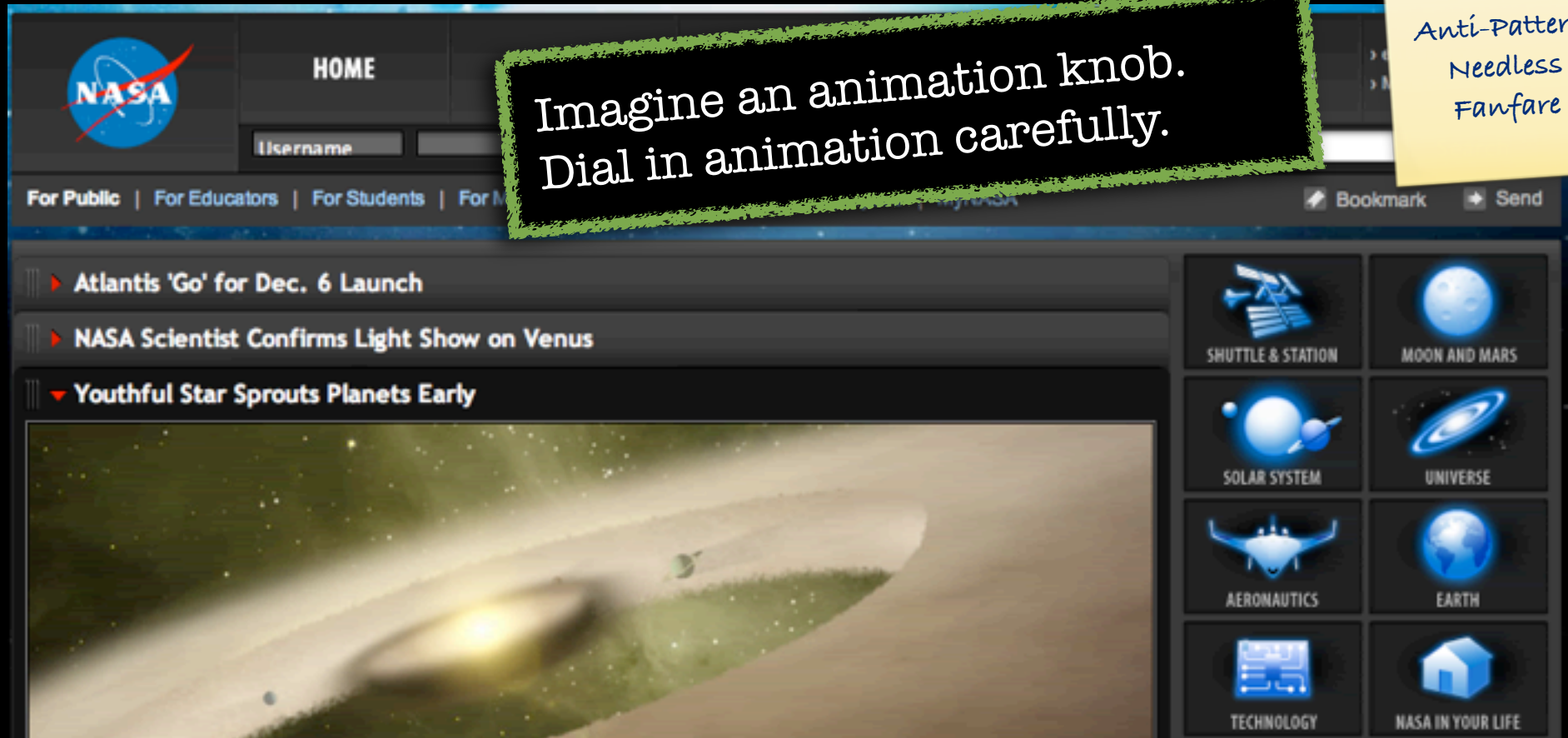
upc.com

Imagine - No Animation



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) ▶

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\$2,265,000



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\$2,265,000



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2405 Acorn Bnd
Denton, TX 76210-3851

\$136,995



Back Next

1 of 9

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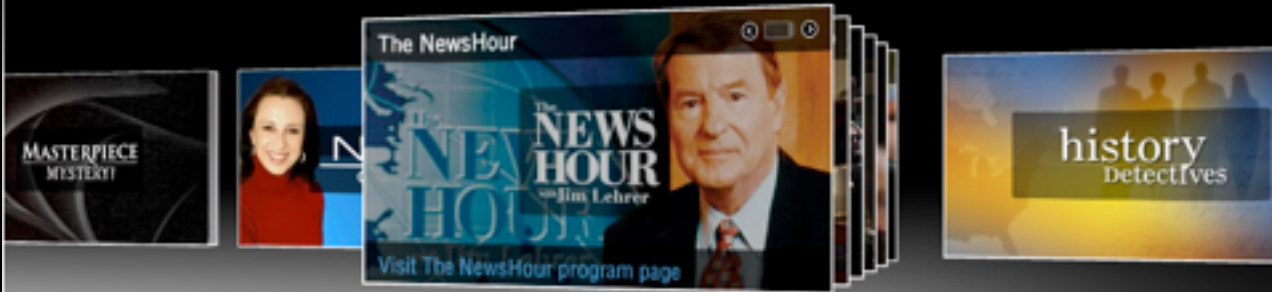
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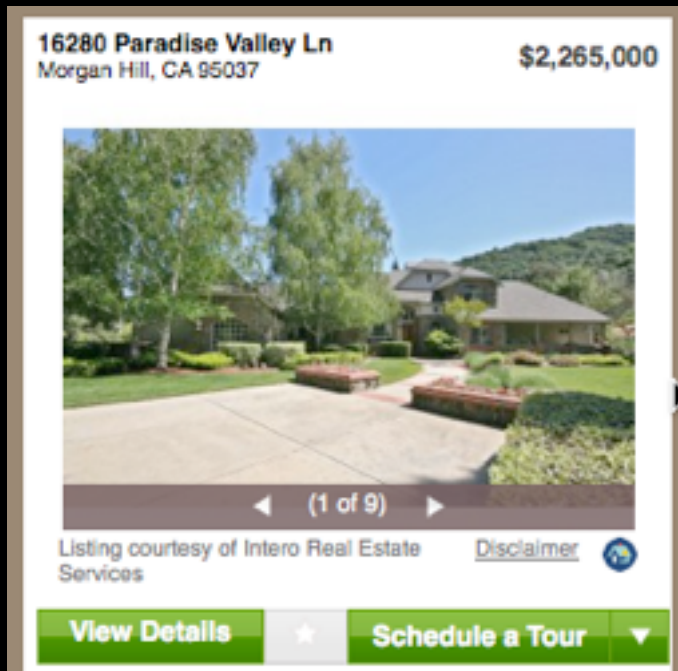
Home Programs Topics Collections I'd like to watch ... Search

EXPLORE: ● FEATURED PROGRAMS ● FEATURED COLLECTIONS

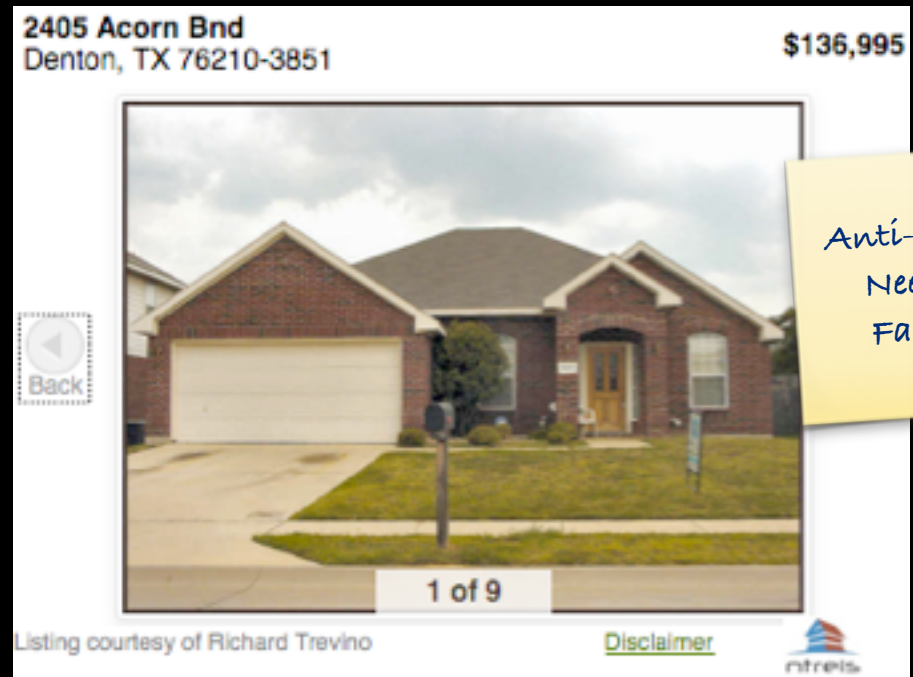


Visit The NewsHour program page

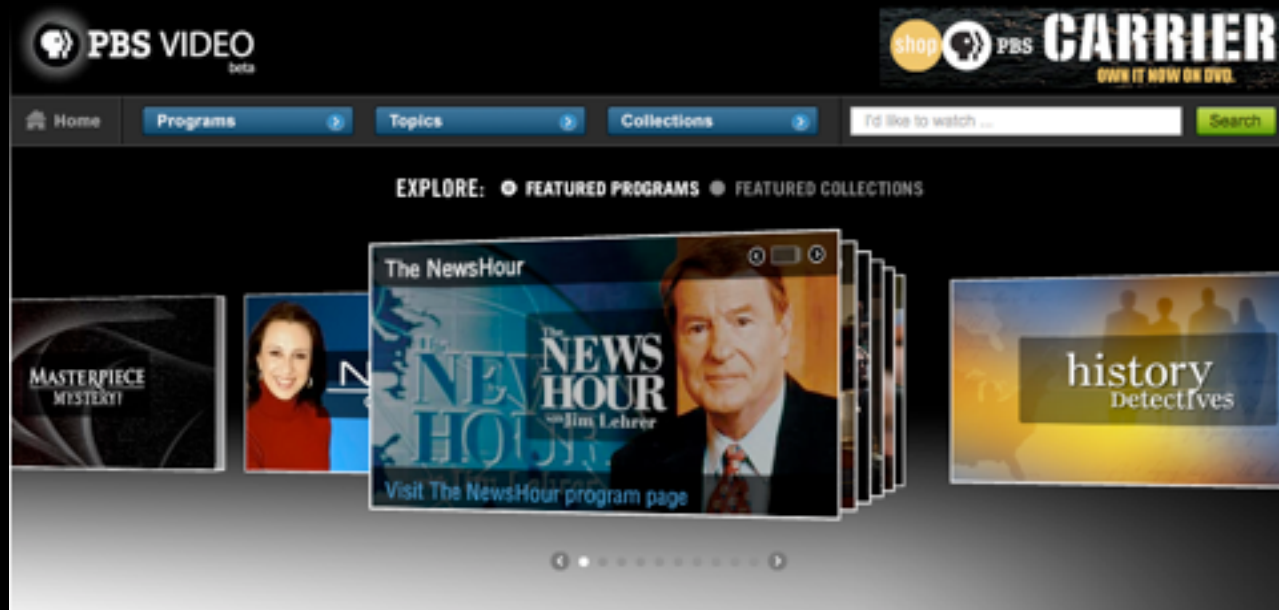
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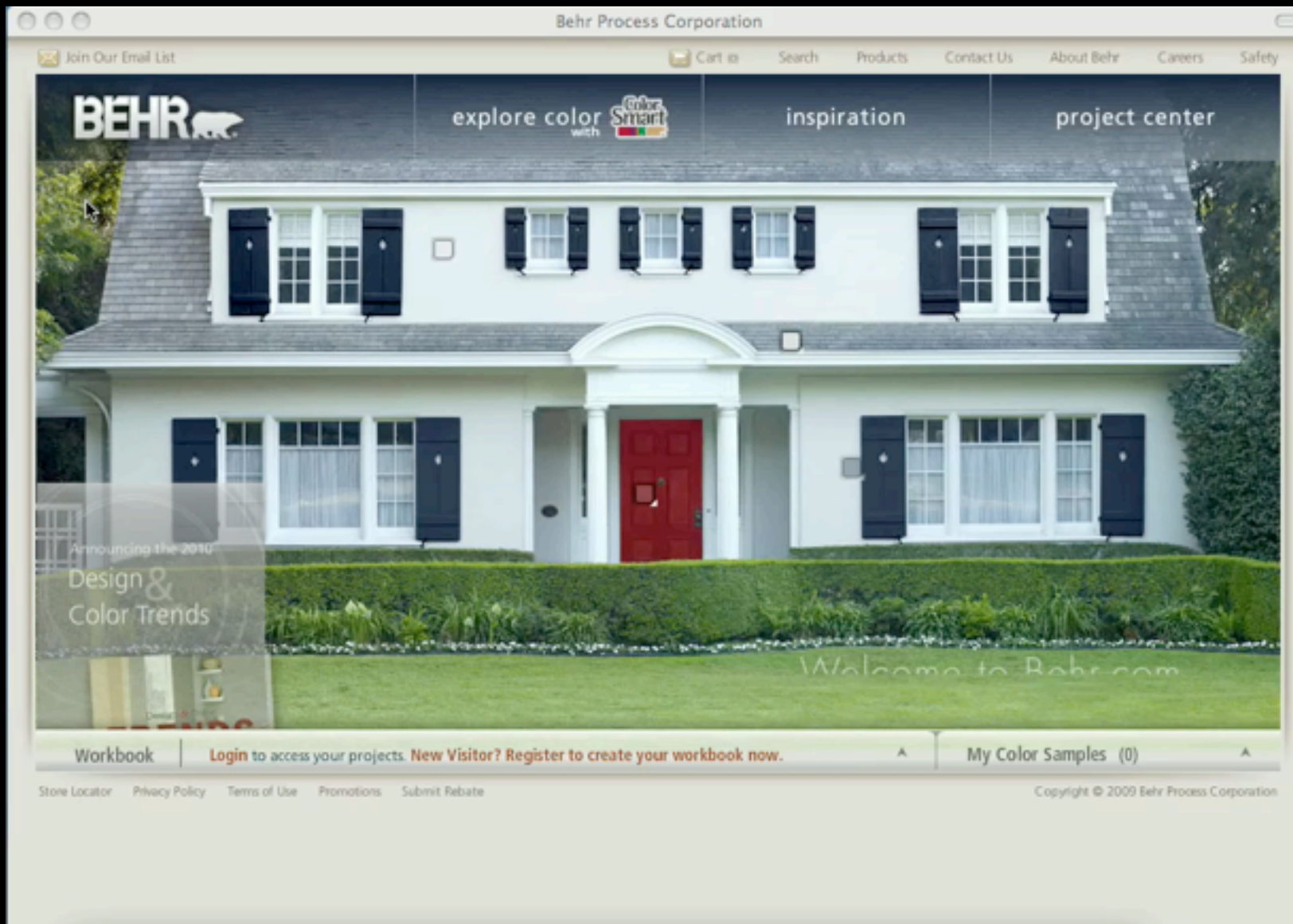


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Overdone Moments



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

YAHOO! PLUS

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

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

Search: Search

My Services | Feedback

Music | Video | Mail | More

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

+ Add Content | + Change Layout | + Change Colors

Select Page: **My Front Page**

Scoreboard

TODAY

NHL

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

NBA

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

YESTERDAY

no games for selected teams

Listen to live audio of college games

Message Center

Check Email

Launch Messenger **14 friends on**

Software News

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

Best Fare Tracker

Depart: New York, NY - all

Paris, France - all	\$193.00
---------------------	----------

Depart: Seattle/Tacoma, WA

Honolulu, HI	\$333.60
--------------	----------

Depart: San Francisco, CA

Weather

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

Search

search by Zip Code or City

eHub

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

Maps

Select From My Locations or Recently Used clear recent

--- My Locations ---

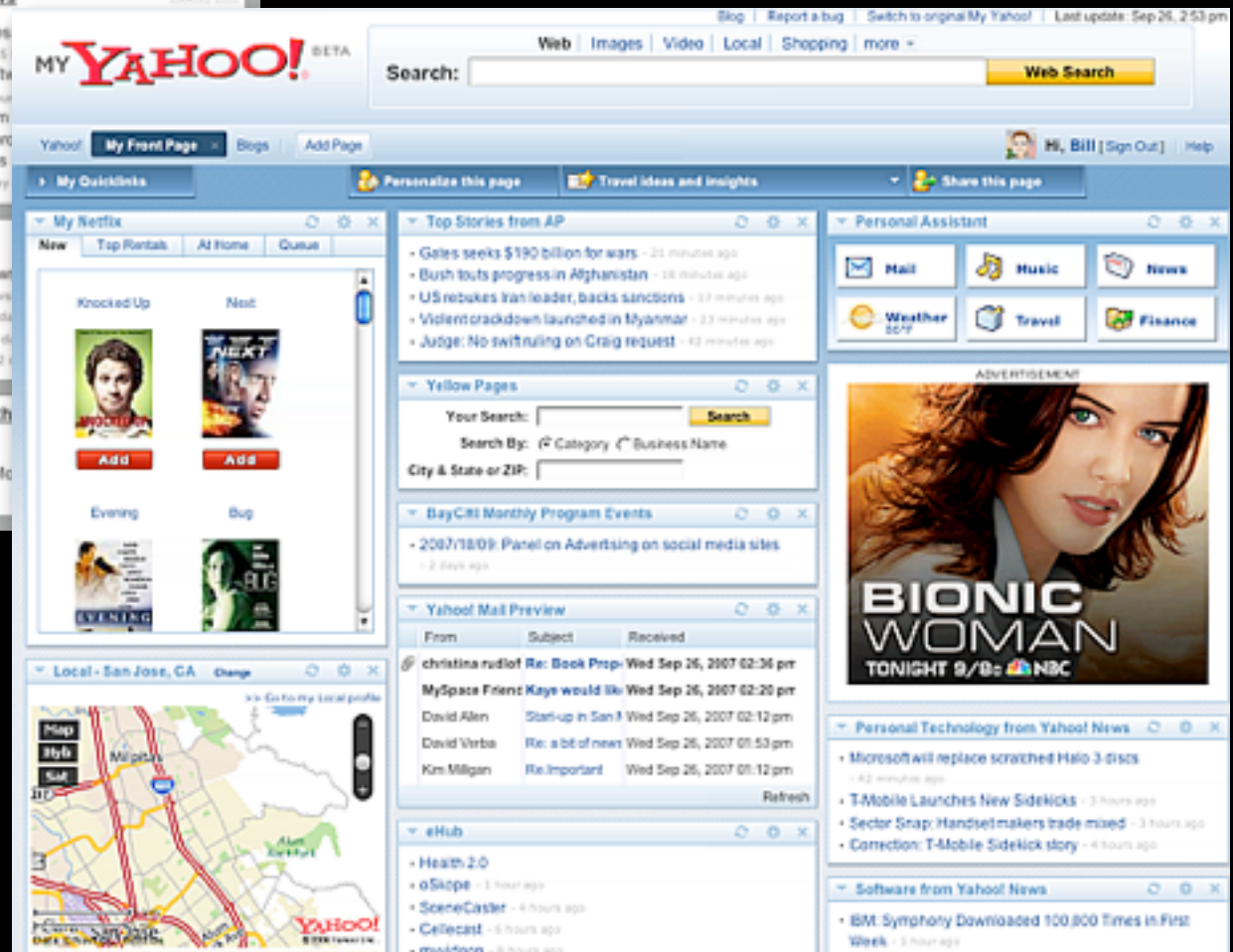
BayCHI Monthly Program Events

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

original. animation on drop. my yahoo!



original. animation on drop. my yahoo!

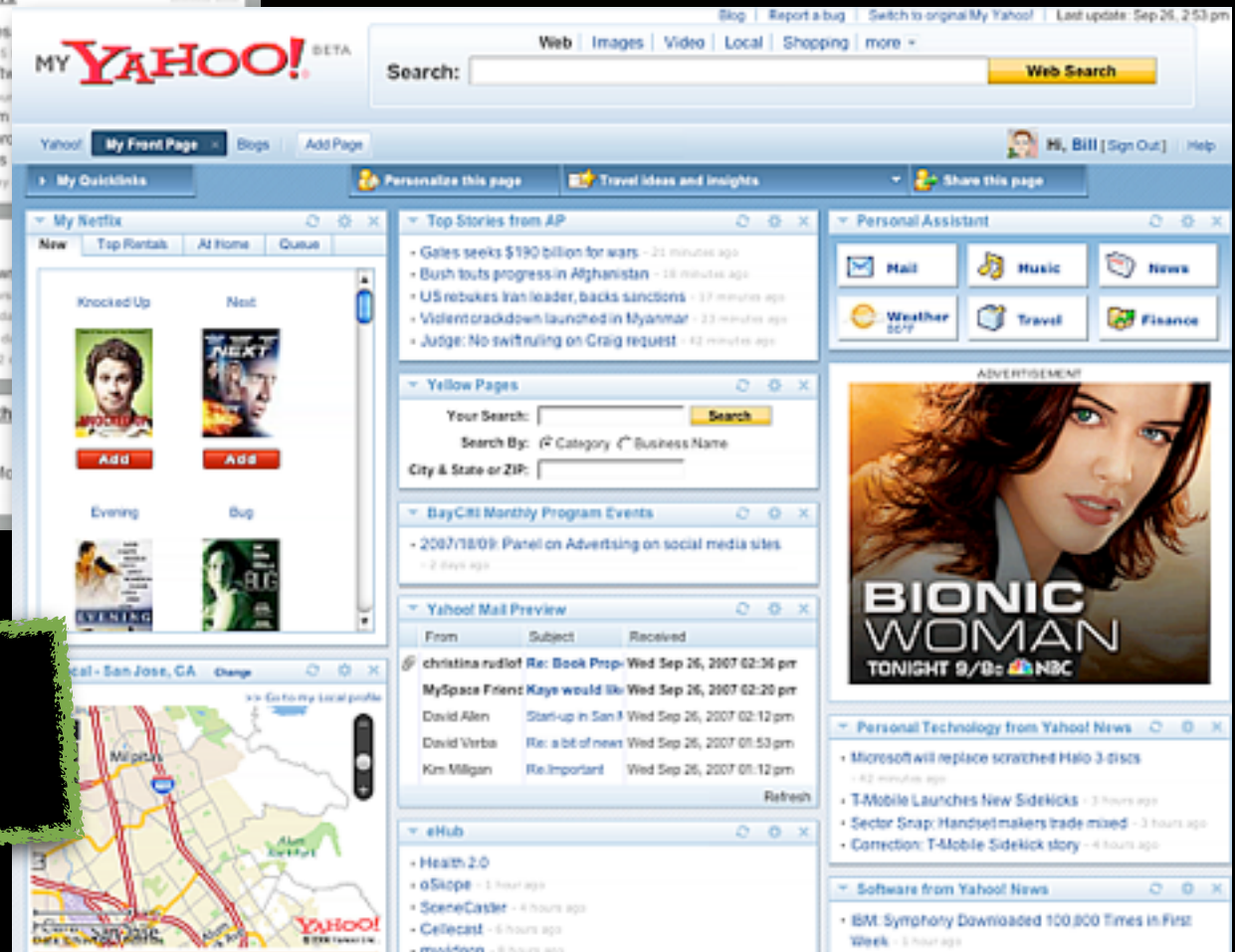


current. no animation on drop. my yahoo!



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

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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

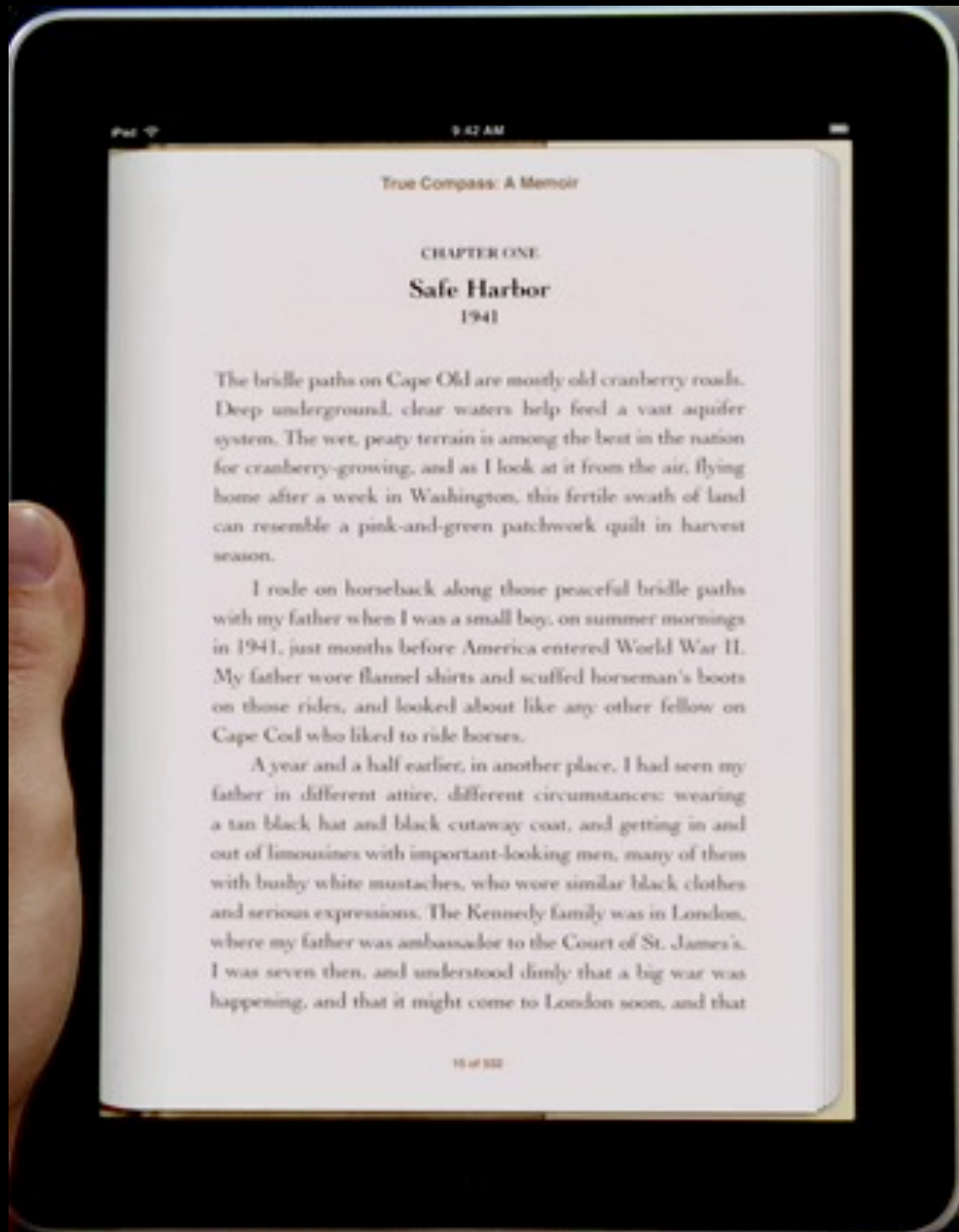
Executives

MPVs

4x4s

A close-up photograph of a person's hand touching the screen of an iPad. The screen displays the 'iBooks' application, which features a virtual wooden bookshelf. The bookshelf is filled with various book covers, including 'Wolf Hall' by Hilary Mantel, 'The Hobbit' by J.R.R. Tolkien, and 'The Great Gatsby' by F. Scott Fitzgerald. The iPad's status bar at the top shows the time as 9:42 AM and the battery level at 100%. The person's hand is positioned as if they are about to select one of the books.

Animation Can Be Really 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

Moments Communicate

How do we communicate with each other? How do we communicate with the world? How do we communicate with the future?

How do we communicate with the past? How do we communicate with the present? How do we communicate with the future?

How do we communicate with the world? How do we communicate with the future? How do we communicate with the past?

How do we communicate with the present? How do we communicate with the future? How do we communicate with the past?

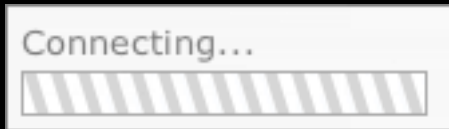
How do we communicate with the world? How do we communicate with the future? How do we communicate with the past?

How do we communicate with the present? How do we communicate with the future? How do we communicate with the past?

How do we communicate with the world? How do we communicate with the future? How do we communicate with the past?

How do we communicate with the present? How do we communicate with the future? How do we communicate with the past?

Moments Communicate



progress indicator

Moments Communicate



Moments Communicate

Connecting...



progress indicator

Speed up time.



earlier version of my yahoo!

Moments Communicate

Connecting...

progress indicator

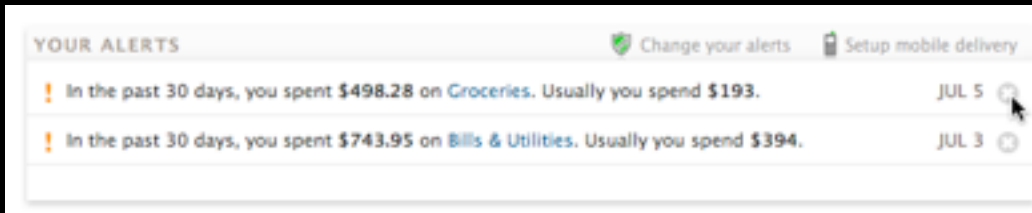
Speed up time.

Slow down time.

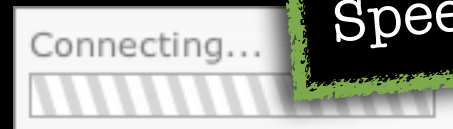


earlier version of my yahoo!

Moments Communicate



mint.com



progress indicator

Speed up time.



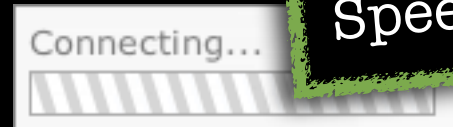
earlier version of my yahoo!

Slow down time.

Moments Communicate



mint.com



progress indicator

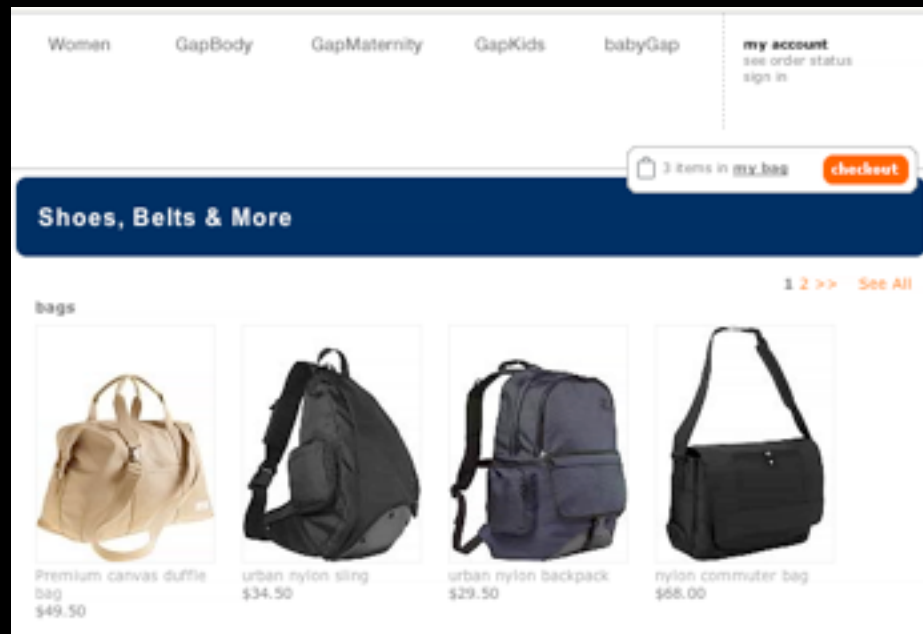


earlier version of my yahoo!

Moments Communicate



mint.com



the gap



Speed up time.

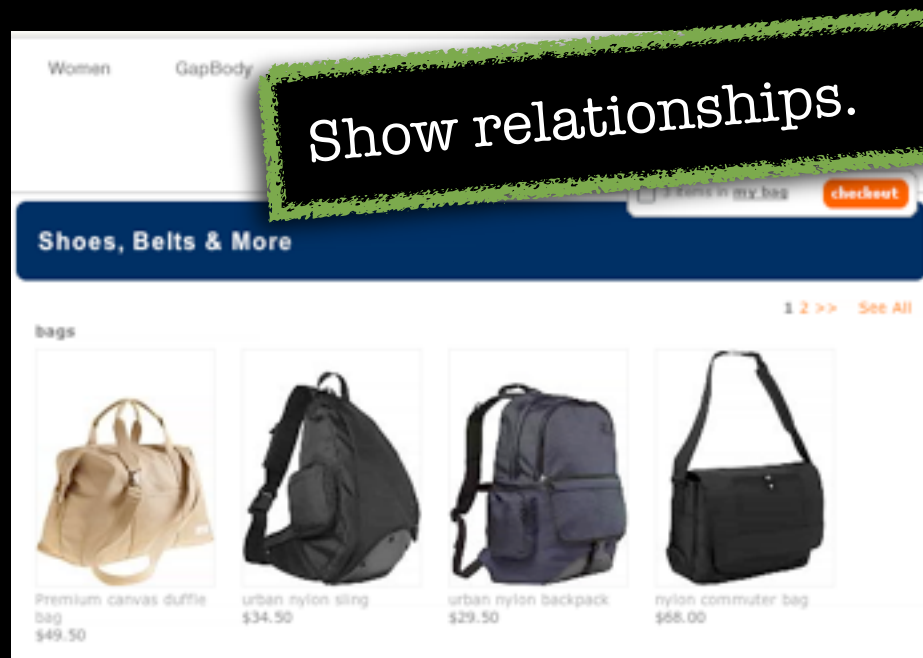


Slow down time.

Moments Communicate



mint.com



the gap



Speed up time.

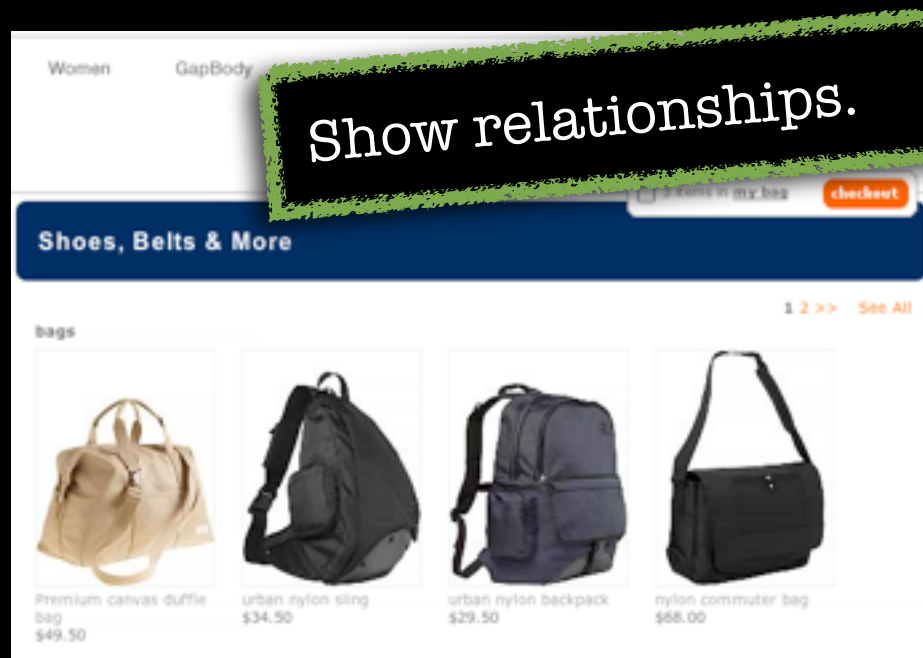


earlier version of my yahoo!

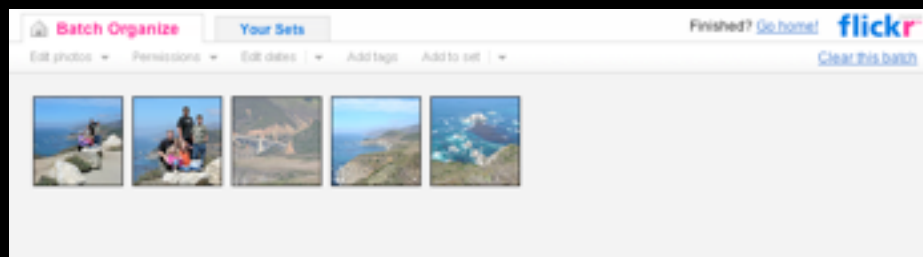
Moments Communicate



mint.com



the gap



flickr organizer



progress indicator

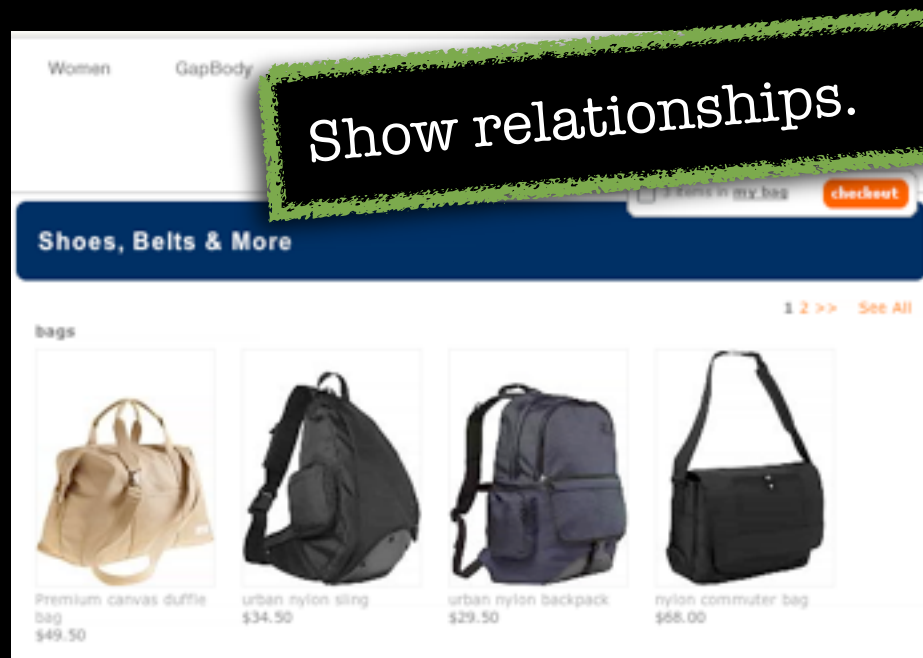


earlier version of my yahoo!

Moments Communicate



mint.com



the gap



flickr organizer



progress indicator



earlier version of my yahoo!



Be reactive.

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

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

Add

Big Momma's House

Add

Hitch

Add

Taxi Driver

Add

dedicated area.

Feedback Moments

live feedback. omio

live feedback. fidelity

Feedback Moments

The screenshot shows the Omio website's 'Contract Phones' section. The page features a navigation bar with links to Home, Deals, Phones, Networks, Forum, and Blog. A sidebar on the left offers filters for payment methods (Pay Monthly, Pay As You Go, SIM Free, SIM Only, Retailers, Free gifts) and quick find options (Select Brand, Select Model). The main content area displays a comparison of mobile phone deals. It includes a summary section with three bar charts for Monthly Cost, Inclusive Texts, and Monthly Minutes, and a large number '122,367' representing the total deals compared. Below this is a table of specific deals.

Handset/Tariff/Offer	Min	Texts	Handset Cost	Contract Length	Monthly Cost	Where to buy from
Nokia N97 (Black) Your Plan 600	600	Unlimited	FREE	24 Months	£29.36	mobiles.co.uk
Nokia N97 (Black) Dupein 648 NOW £35	1200	Unlimited	FREE	18 Months	£35	dial@phone
Sony Ericsson W995 (Black)	400	Unlimited	FREE	18 Months	£19.57	mobiles.co.uk

live feedback. omio

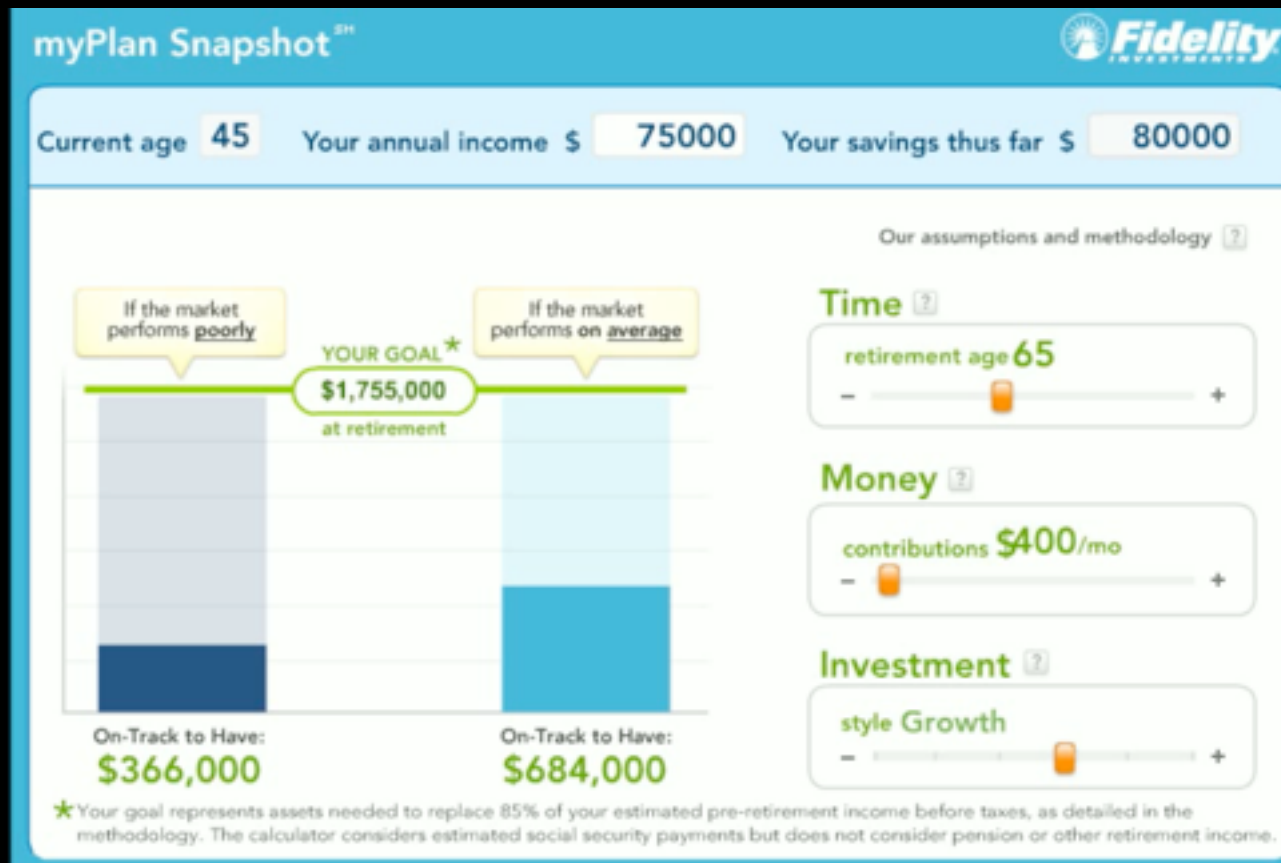
live feedback. fidelity

Feedback Moments

live feedback. omio

live feedback. fidelity

Feedback Moments

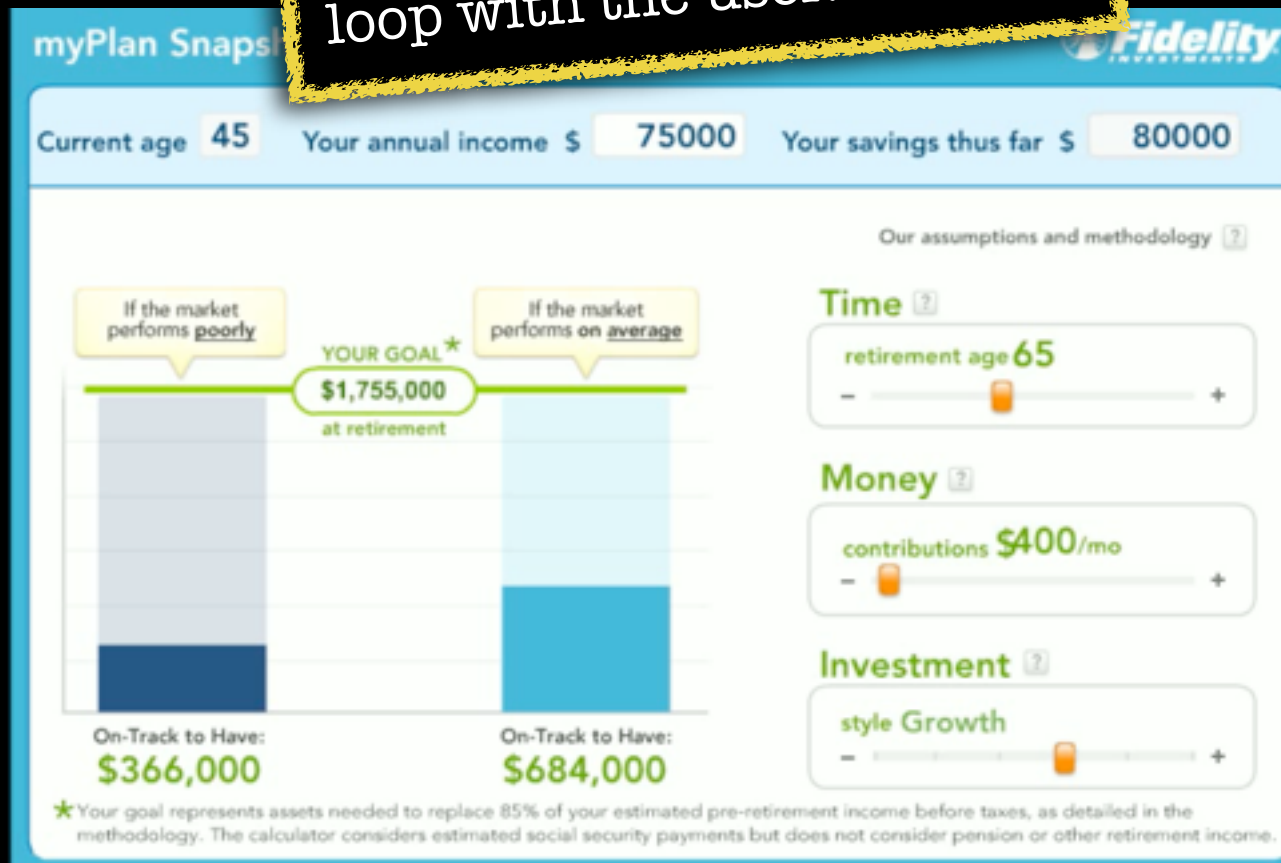


live feedback. omio

live feedback. fidelity

Feedback Moments

Create a tight feedback loop with the user.



live feedback. omio

live feedback. fidelity

Narrowing Moments

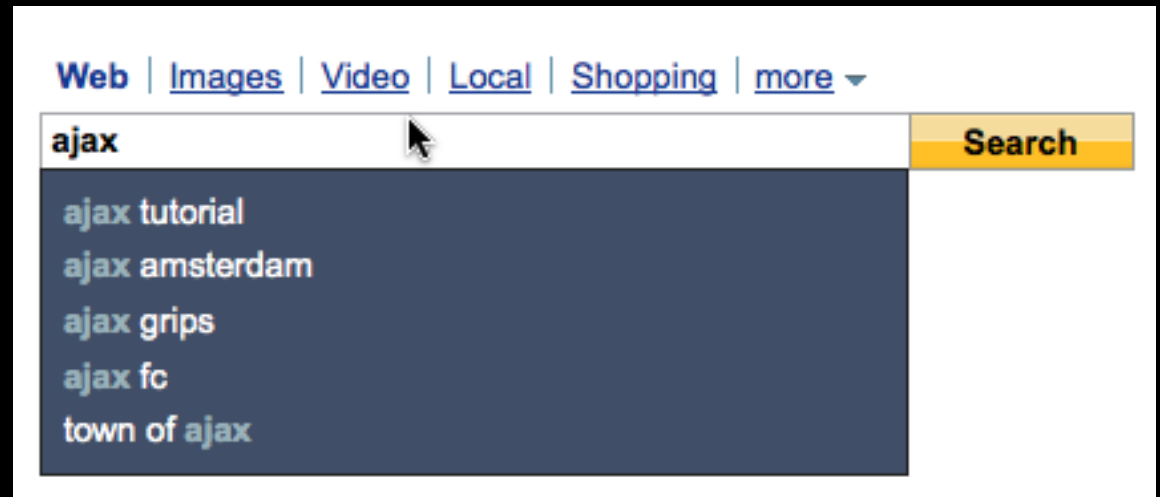


live suggest. google (early version)

Narrowing Moments



live suggest. google (early version)

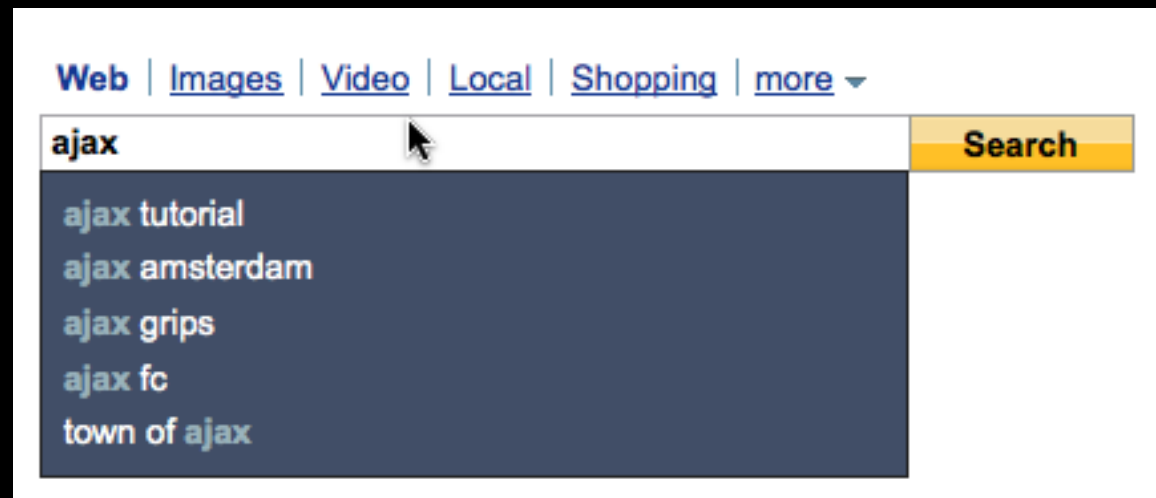


live suggest. yahoo search

Narrowing Moments

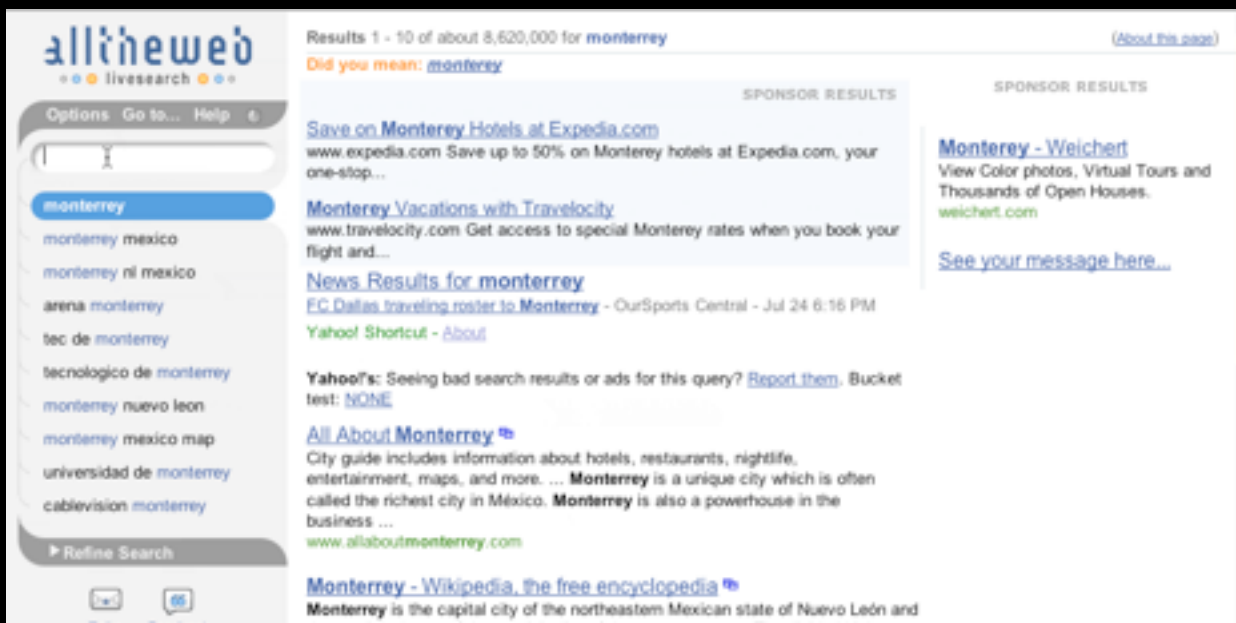


live suggest. google (early version)



live suggest. yahoo search

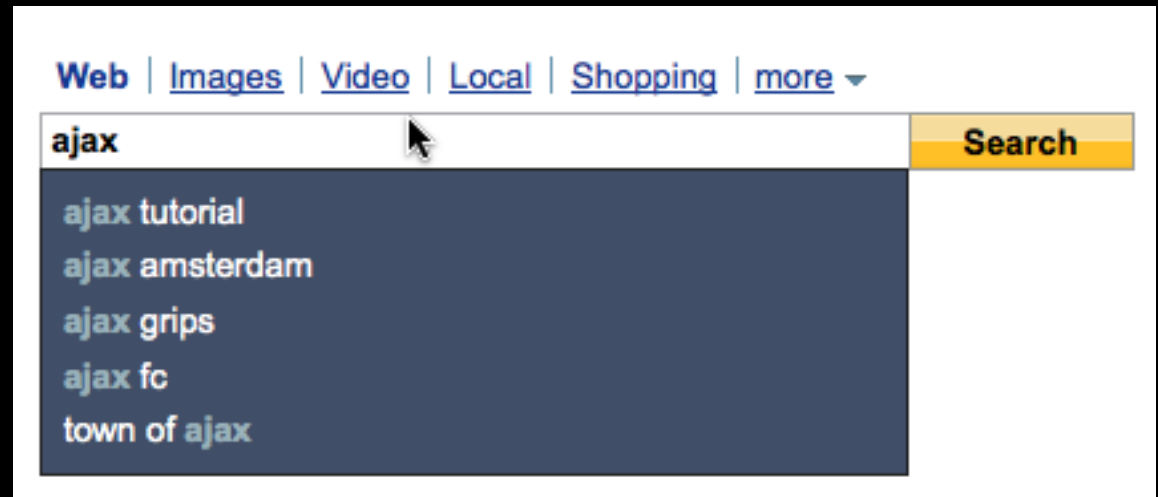
live suggest. early yahoo search experiment



Narrowing Moments

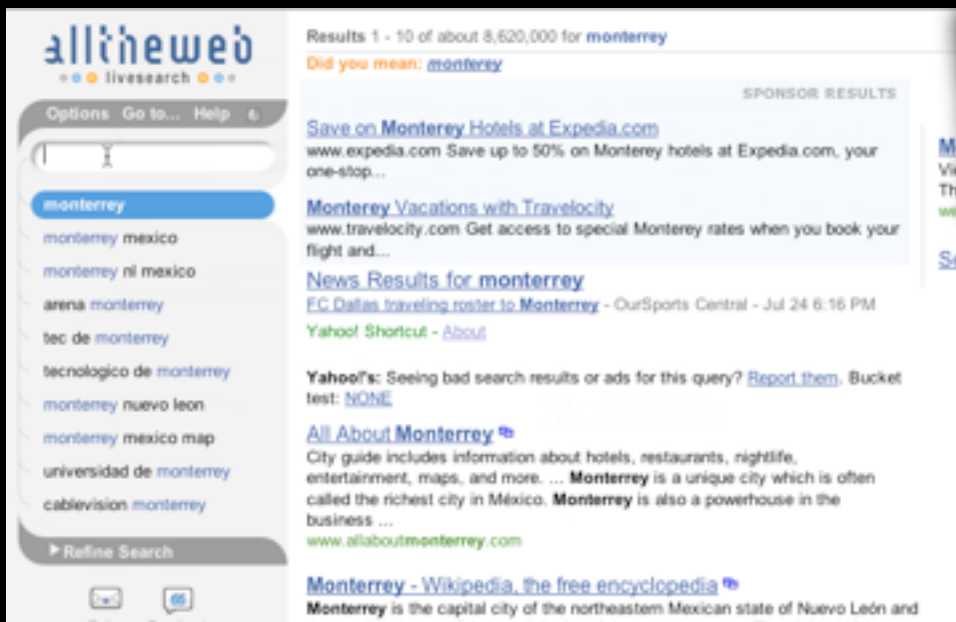


live suggest. google (early version)



live suggest. yahoo search

live suggest. early yahoo search experiment



Narrow toward a goal rather than distract from it.

Preview Moments

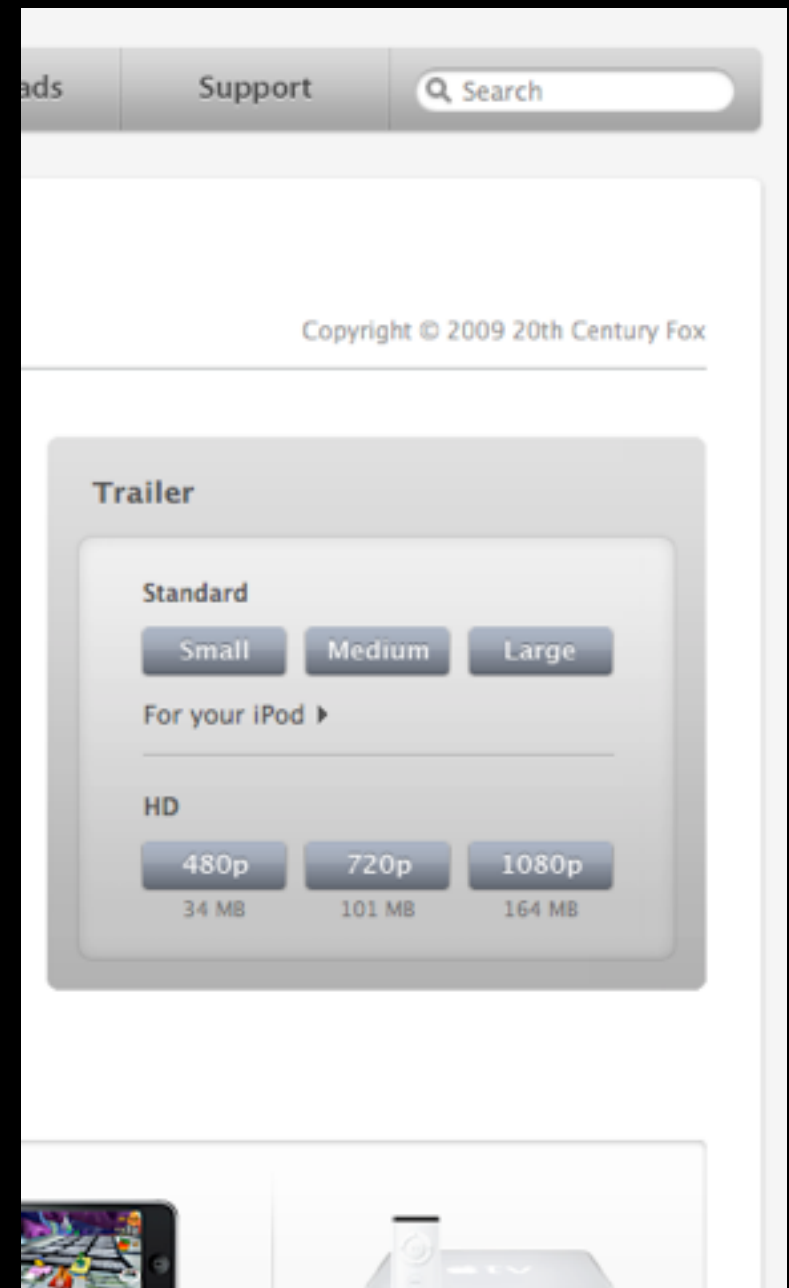


live preview. volkswagen car configurator

Preview Moments



live preview. volkswagen car configurator



live suggest. apple search

Preview Moments



live preview. volkswagen car configurator



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)

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:

[Password strength:](#) Too short

Minimum of 6 characters in length.

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

To

☒ Show Nearby Airports

Leave  **Time** ▼

Return  **Time** ▼

Travelers
 ▼

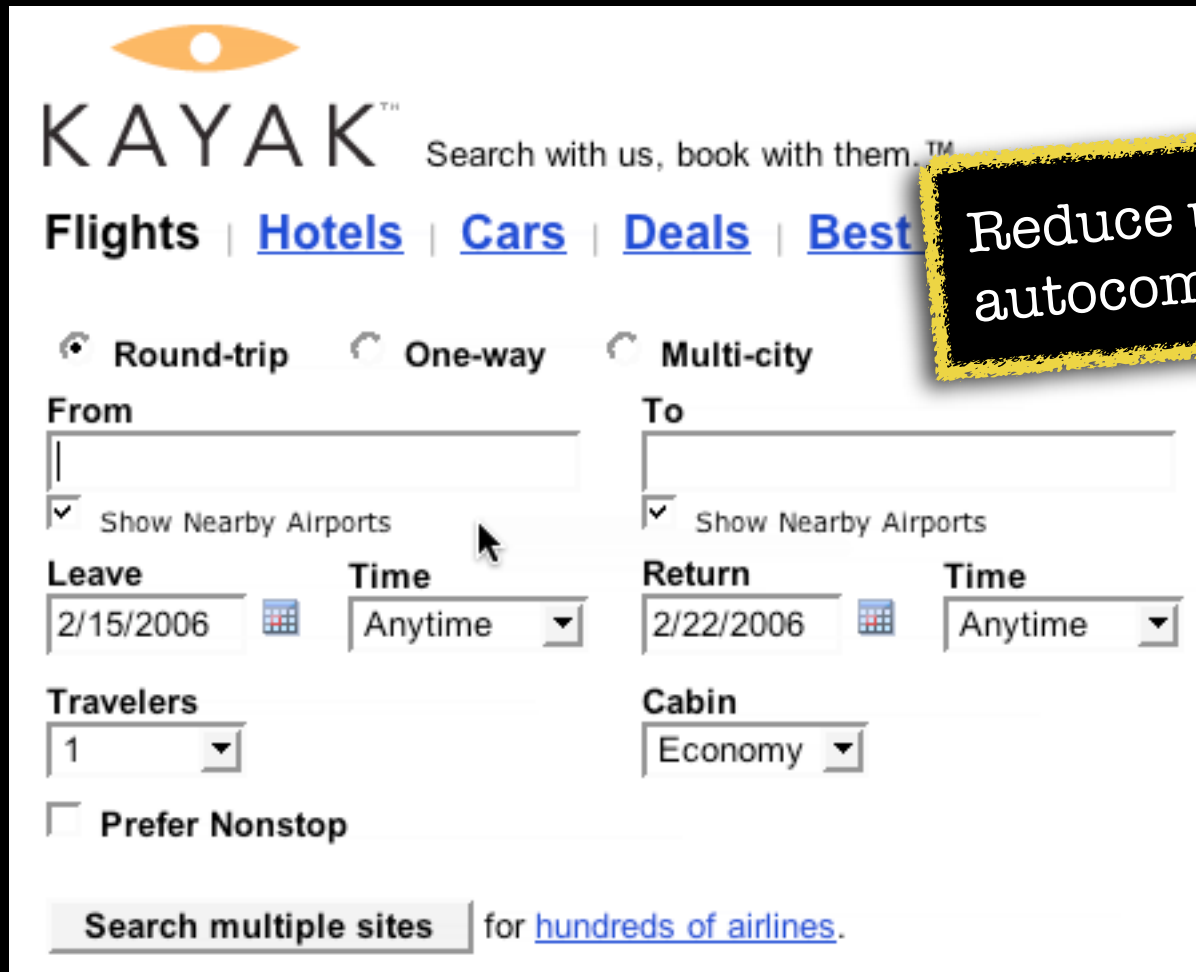
Cabin
 ▼

☐ 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 for "Flights", "Hotels", "Cars", "Deals", and "Best". The main form is for flight booking, featuring radio buttons for "Round-trip" (selected), "One-way", and "Multi-city". It includes input fields for "From" and "To" destinations, each with a "Show Nearby Airports" checkbox. Below these are date and time selectors for "Leave" (2/15/2006, Anytime) and "Return" (2/22/2006, Anytime). There are also dropdowns for "Travelers" (set to 1) and "Cabin" (set to Economy). A checkbox for "Prefer Nonstop" is at the bottom left. A search button labeled "Search multiple sites" is followed by the text "for [hundreds of airlines.](#)".

Reduce user effort by
autocompleting correctly.

auto complete. [kayak](#)

Interactive Moments

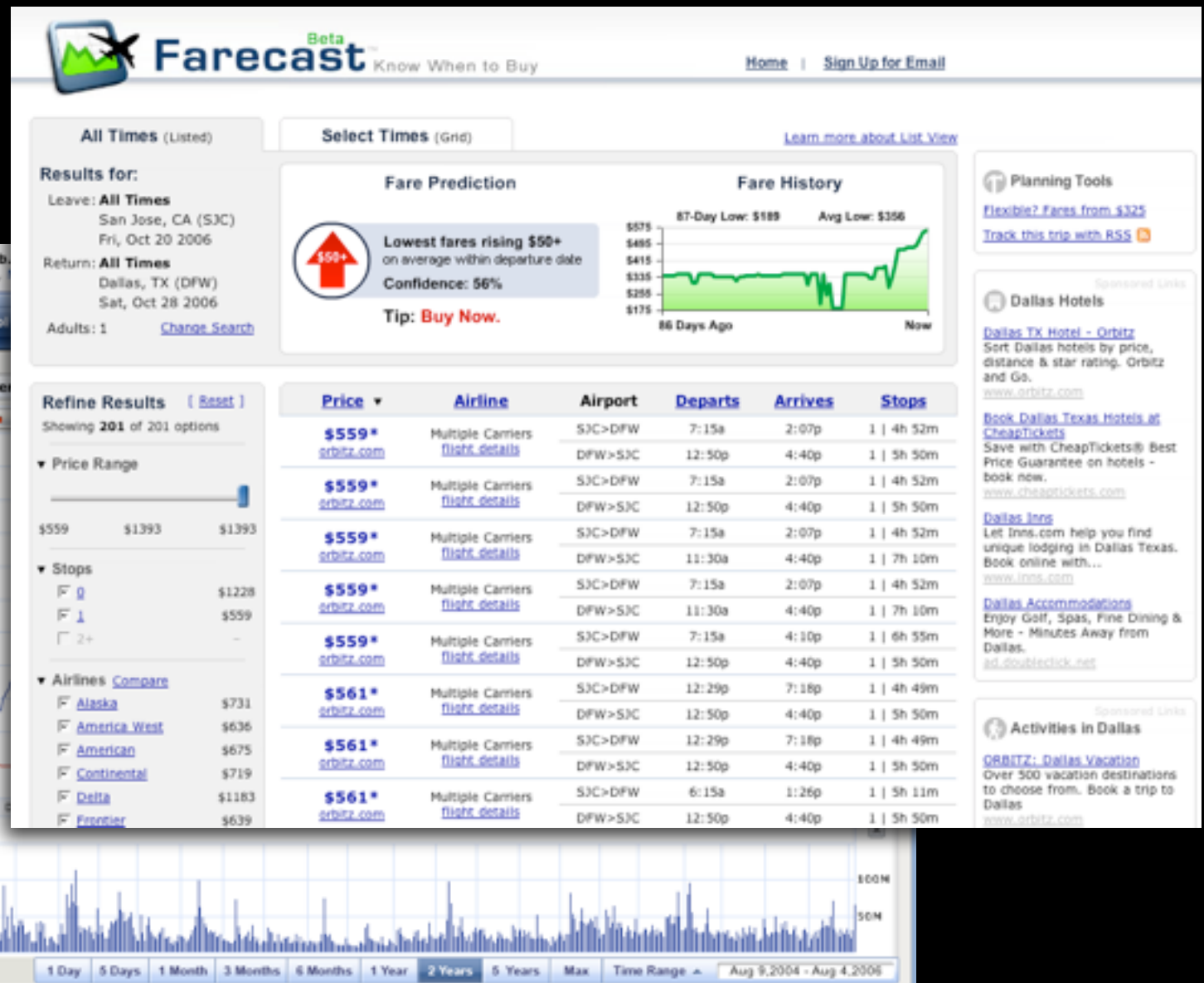
yahoo! finance



Interactive Moments

farecast.com

yahoo! finance



Input where you output.

Maintain flow.

Require a light footprint.

Invite interaction.

Show transitions.

Be reactive.

Interesting Moments



Delete Messages. iPad Mail

Interesting Moments



Delete Messages. iPad Mail



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<http://tr.im/t6Ew>

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presentations/2010/wamtmn](http://billwscott.com/share/presentations/2010/wamtmn)

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