

designing for ajax

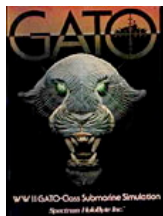
principles and patterns for rich interaction

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1

background.



Rico

JavaScript for Rich Internet Applications

An open-source JavaScript library for creating rich internet applications. Rico provides full Ajax support, drag and drop management and a chromatic effects library.

NEW! Labeled Selector!

The new Labeled Selector is a new feature that allows you to select elements by their label. This is useful for selecting elements that have a unique label, such as a form field or a button.

DRAG AND DROP

Drag and drop is a common user interface interaction. Rico provides a simple API for implementing drag and drop. You can drag and drop elements between different parts of your application, or even between different applications.

CHROMATIC EFFECTS

Chromatic effects are visual effects that can be applied to elements. Rico provides a simple API for applying chromatic effects. You can apply effects such as fade, slide, and zoom to elements.

REMARKS

Rico is a JavaScript library for creating rich internet applications. It provides full Ajax support, drag and drop management, and a chromatic effects library. Rico is open-source and is available for free.

YAHOO! DEVELOPER NETWORK

Design Pattern Library

Welcome

Welcome to the Yahoo! Design Pattern Library. We are very happy to be sharing our library with the design and development community. It is our first step of what we hope to be a monthly release cycle for the publication of patterns. In many cases we have benefited from patterns with authors to request code from the Yahoo! Open Source Code Library. We hope this is a useful resource and look forward to your feedback.

What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context.

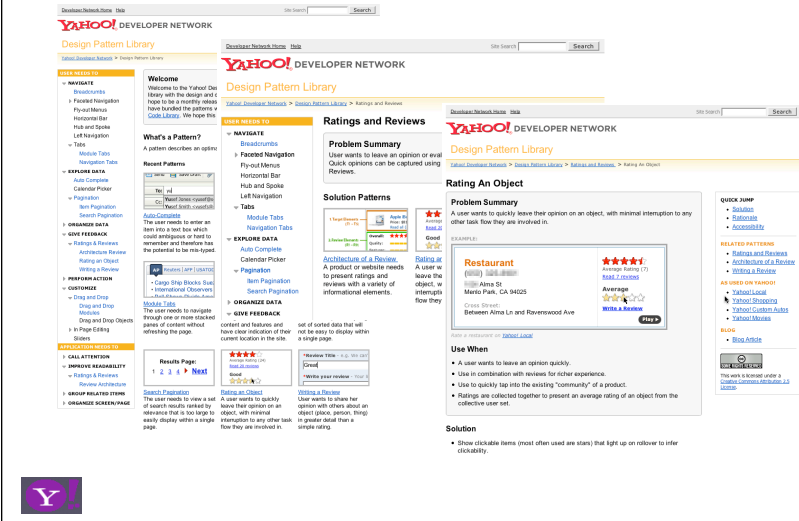
Recent Patterns

THE 12 The user needs to enter a value into a text box which is controlled by a dropdown menu. The user needs to be able to select a value from the dropdown menu without having to click on the dropdown menu.	THE 12 The user needs to enter a value into a text box which is controlled by a dropdown menu. The user needs to be able to select a value from the dropdown menu without having to click on the dropdown menu.	THE 12 The user needs to enter a value into a text box which is controlled by a dropdown menu. The user needs to be able to select a value from the dropdown menu without having to click on the dropdown menu.
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Results Page

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 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 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developer.yahoo.com/ypatterns



3



4

current patterns.

Breadcrumbs. Module Tabs. Navigation
Tabs. Auto Complete. Pagination. Item
Pagination. Search. Pagination. Ratings
and Reviews. Architecture of a
Review. Rating an Object. Writing a
Review. Drag and Drop. Drag and
Drop Modules. Transition. Dim.
Brighten. Cross Fade. Contract.
Expand. Fade In. Fade Out. Move. Self-
Healing. Slide. Highlight. Invitation.
Cursor Invitation. Drop Invitation.
Tool Tip Invitation. Hover Invitation.



5

rich patterns.

Drag and Drop. Drag and Drop Modules. In Page Editing. In Page Custom
Editing. Direct State Editing. Grid Cell Editing. Inline Custom Editing. Inline
Tag Editing. Popup Custom Editing. Slide-out Custom Editing. Inline Text
Editing. Persistent Portals. Inline Reordering. Indication. Busy Indication.
Cursor Busy. In Context Busy. In Context Progress. Inline Status. Auto
Complete. Balloon Error Tip. Deferred Content Loading. Dynamic Goal.
Narrowing Choices. Refining Search. Live Search. Dynamic Filter. Invitation.
Cursor Invitation. Drop Invitation. Tool Tip Invitation. Hover Invitation.
Detail Zoom. Opacity Focus. Configurable Module - Faceplate.
Configurable Module - Flip It. Configurable Module - Inline Configure.
Configurable Module - Slide Out Drawer. Slide Out. Flip. Opacity Fade.
Endless Scrolling. Expandable Paging Boundary. Fresh Content. Hover
Detail. In Place Drill Down. Inline Assistant. Inline Validation. Validate
Then Suggest. On Demand Refresh. Periodic Refresh. Resizable Modules.
Scrolling Modules. Auto Save. In Context Tools. Remembered Collection.
Remembered Preferences. Auto Form Fill. Rating an Object. Transition.
Brighten Transition. Cross Fade Transition. Dim Transition. Expand
Transition. Fade In Transition. Fade Out Transition. Flip Transition. Move
Transition. Self-Healing Transition. Collapse Transition. Slide Transition.
Rich Internet Object. Available. Selected. Identifiable Object.



6

classic model. rich model.

My Profile

Photo

Name

Gender

Age

Http
Response

Server

Http
Request

My Profile

Name

Gender

Age

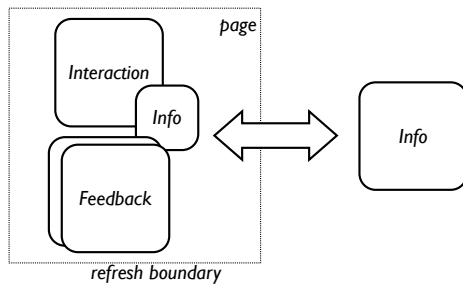


Server



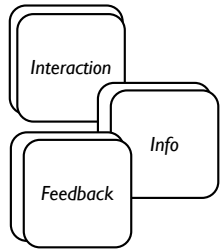
7

interaction. presentation. data.



8

data near. interaction rich.



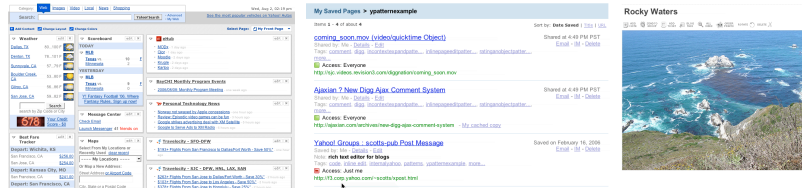
9

design principles for richness

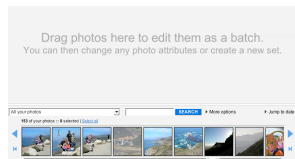


10

principle. make it direct.



pattern. drag and drop.



pattern. inline editing.



pattern. in-context tools.



11

make it direct

Prefer interaction within the page

What about discoverability?



State park near our home in San Jose

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

[Click to edit](#)

Photos are from
22 Oct 05.



12

make it direct

Prefer interaction within the page

What about discoverability?

Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes



State park near our new home in San Jose
(next to Milpitas)

SAVE OR CANCEL



13

make it direct

Prefer interaction within the page

What about discoverability?

Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes

Pick Up at the Store

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

[Add Item](#)

[Make a new list](#) [Reorder lists](#)

Remove from sidebar, Delete this page, Email me this page

Send email to this page: miles12betty@billwscott.backpackit.co

[Changes](#) [Help](#) [Text Formatting](#) [Weblog](#) [Forum](#) [Privacy](#)

/Photos/Tags/ san franc

/GeoTagged/San Diego Internationa



/Photos

☐ Create a home page for the VisDe to make findability easier

[Edit](#) ☐ Account for experimental patterns as well as established patterns

Provide in-context tools

Only good for single operations

Can actually slow you down

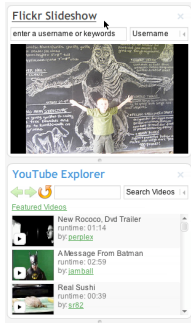


14

make it direct

Prefer interaction within the page

What about discoverability?



Pick Up at the Store

- ☐ **AND** Chips
- ☐ **AND** Milk
- ☐ **AND** Bread
- ☐ **AND** Orange Juice2
- ☐ **AND** Tomatoes
- ☐ **AND** Lettuce

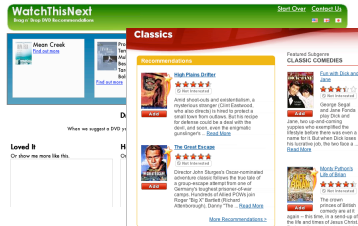
- What is spam?
- Can I transfer my message credits?
- How do I delete my HandyPay account?
- What if I didn't receive my full message package?
- I need to contact customer care regarding the Compose Text Message service.

Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes



Use drag and drop where appropriate

Not for simply setting an attribute

Good for layout changes or containment

Needs transitions

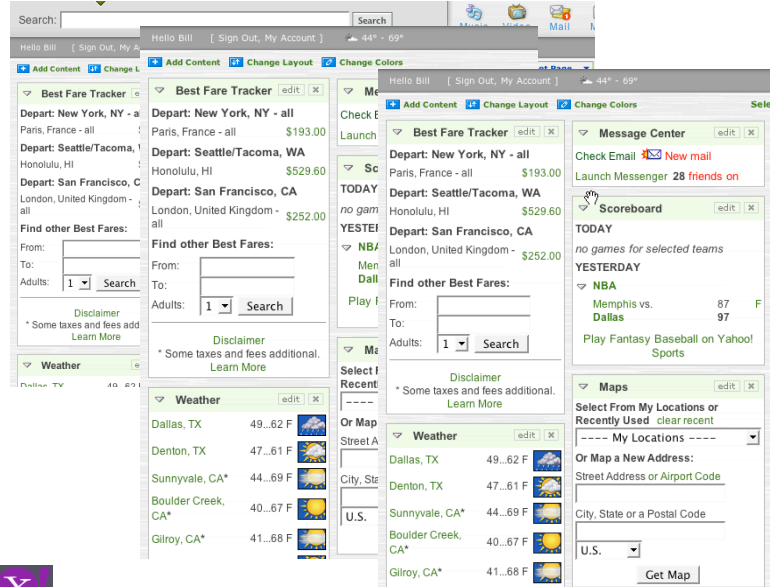
Provide in-context tools

Only good for single operations

Can actually slow you down



15



16

make it direct

Take care of the interesting moments

Currently on beta.my.yahoo.com


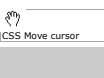



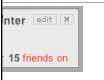
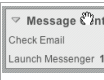

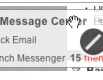




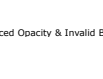



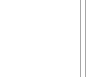

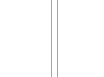




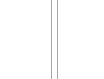
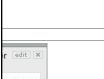





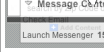

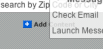

ID: 161 Scott & Eric Hengstle

Date: _____

	Mouse Hover	Mouse Down	Drag Initiated	Drag Over Valid Target	Drag Over Invalid Target	Drag Over Parent Container	Drop Accepted	Drop Rejected
Cursor	Hand	Hand	Hand	Hand	Hand	Hand	Hand	Hand
Test Tip	CS3 Move cur	CS3 Move cur	CS3 Move cur	CS3 Move cur	CS3 Move cur	CS3 Move cur	Normal Cursor	Normal Cursor
Msg Object								
	Full Opacity	Reduced Opacity	Reduced Opacity	Reduced Opacity & Invalid Badge	Reduced Opacity	Modules animate into the area just before insertion bar	Modules animate back to the same area	Modules animate back to the same area
Msg Target								
	No insertion bar, just a one.	No insertion bar, just a one.	Insertion bar, absolute where it self does.	No insertion bar, just a one.	No insertion bar, just a one.	No insertion bar, just a one. A parental bar	Insertion bar is removed as first frame of animation.	Insertion bar is removed as first frame of animation.

17

Drag and Drop Modules - Interesting Moments Grid

Initiated	Drag Over Valid Target	Drag Over Invalid Target	Drag Over Parent Container	Drop Accepted
				
Normal Cursor	Normal Cursor	Normal Cursor	Normal Cursor	Normal Cursor
				
Reduced Opacity	Reduced Opacity	Reduced Opacity & Invalid Badge	Reduced Opacity	Reduced Opacity
				
				
				
				
				

18

principle. keep a light footprint.

pattern. in page action.

[illegible]

pattern. remembered collection.

pattern. rating an object.

RECOMMEND THIS STORY

Recommend it:

☆☆☆☆☆

Average (#3 votes)

☆☆☆☆☆

Classics

Recommendations



The Great Escape

War, prison, and captives, a prisoner exchange (Curt Eastwood), and a daring escape (Paul Giamatti) are all part of this classic film. It's a must-see for anyone who loves to see the best of the best. [Read More](#)



The Great Escape

Director John Sturges' Oscar-nominated adventure classic follows the tale of prison escapees (Curt Eastwood, Paul Giamatti, and others) who attempt to break out of a POW camp in Germany. [Read More](#)



The Great Escape

Director John Sturges' Oscar-nominated adventure classic follows the tale of prison escapees (Curt Eastwood, Paul Giamatti, and others) who attempt to break out of a POW camp in Germany. [Read More](#)

Related Pages

CLASSIC COMEDIES



Fat Albert & the Rats

A classic comedy starring George Jones and John Ford. It's a must-see for anyone who loves to see the best of the best. [Read More](#)



Fat Albert & the Rats

A classic comedy starring George Jones and John Ford. It's a must-see for anyone who loves to see the best of the best. [Read More](#)



Fat Albert & the Rats

A classic comedy starring George Jones and John Ford. It's a must-see for anyone who loves to see the best of the best. [Read More](#)

The Critics:

**B-
14 reviews**

Yahool! Users:

**B+
13199 ratings**

My Grade:

Rate this Movie!

Select grade to the right

[write a review](#)

A

B

C

D

keep a light footprint

Watch your click weight

Keep actions immediate and light
Count "clicks"

Classics

High Plains Drifter

★★★★★
 Ⓢ Not Interestad

Aired 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... — [Read More](#)

The Great Escape

★★★★★
 Ⓢ Not Interestad

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

[More Recommendations >](#)

Featured Subjects:

CLASSIC COMEDIES

Fun with Dick and Jane

★★★★☆
 Ⓢ Not Interestad

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

Monty Python's Life of Brian

★★★★☆
 Ⓢ Not Interestad

The seven princes of British comedy are at it again — this time, in a satiric of the life and times of Jesus Christ. Perhaps the most controversial ... — [Read More](#)

282
digs

[sign up](#)

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

The Apple Mighty Mouse brings a slew of great feat with most new Mac systems it is becoming a common 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](#)

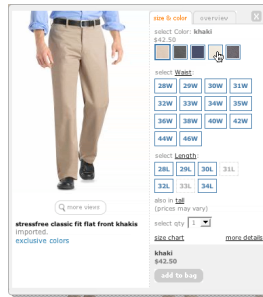
keep a light footprint

Watch your click weight

Keep actions immediate and light
Count "clicks"

Design for engaging moments

Use invitations
Keep it fun, exciting and light
Treat it like an impulse aisle



21

keep a light footprint

Watch your click weight

Keep actions immediate and light
Count "clicks"

Design for engaging moments

Use invitations
Keep it fun, exciting and light
Treat it like an impulse aisle



Use lightweight events

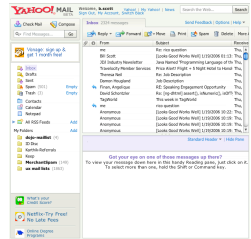
Hover
Blur, focus
Click. Avoid double-click



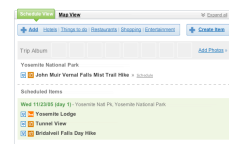
22

principle. cross borders reluctantly.

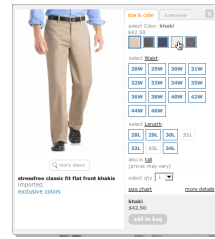
pattern. on-demand scrolling.



pattern. in-context expand.



pattern. inline assistant.

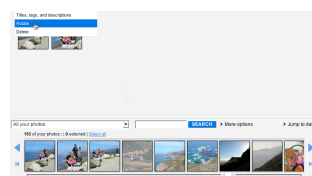


pattern. hover details.

Top Stories



pattern. lightweight popup + lightbox

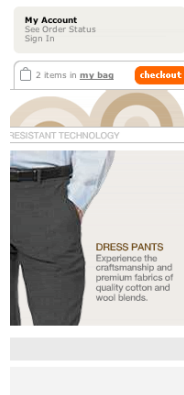
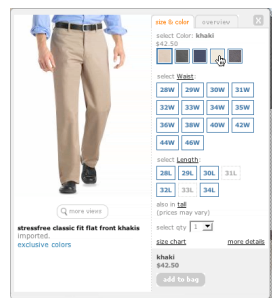


23

cross borders reluctantly

Rethink process flows

Its the user's model, not the page model
Every page jump is a mental speed bump



24

cross borders reluctantly

Rethink process flows

Its the user's model, not the page model
Every page jump is a mental speed bump

Rethink paging

Its the user's model, not the paging model
Use scrolling for "owned" data
Watch out for dual scroll bar issue

The screenshot shows a real estate website with a table of properties. The table has columns: Photo, Price, Bd/Ba Sq Ft, Address and Area Presented By, MLS #, More Photos, and Virtual Tours. Below the table is a 'New Search' button. Overlaid on the right is a search results window titled 'RICO AJAX SEARCH' with a search bar containing 'flowers' and a list of search results for 'flowers'.

Photo	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS #	More Photos	Virtual Tours
	\$1,750,000 Single Res	6+, 4+ 3700	14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Jose Valley) Schwarzbach Associates			
	\$1,995,000 Single Res	6+, 4+ 5675	17617 MOUNTAIN CHARLIE RD LOS GATOS, CA 95033 (Unincorporated Los Gatos Mtns) Almaden Oaks Realtors			
	\$2,286,000 Single Res	5, 4+ 4800	20930 PANORAMA DR Los Gatos, CA 95033 (Los Gatos Mtns) Alan Pines Realtors			
	\$2,750,000 Single Res	5, 4+ 5000	155 LARITA DR Bainbridge, CA 95005 (San Jose Valley) Network Alliance Real Estate			
	\$2,777,000 Single Res	5, 4+ 5619	777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate			



25

cross borders reluctantly

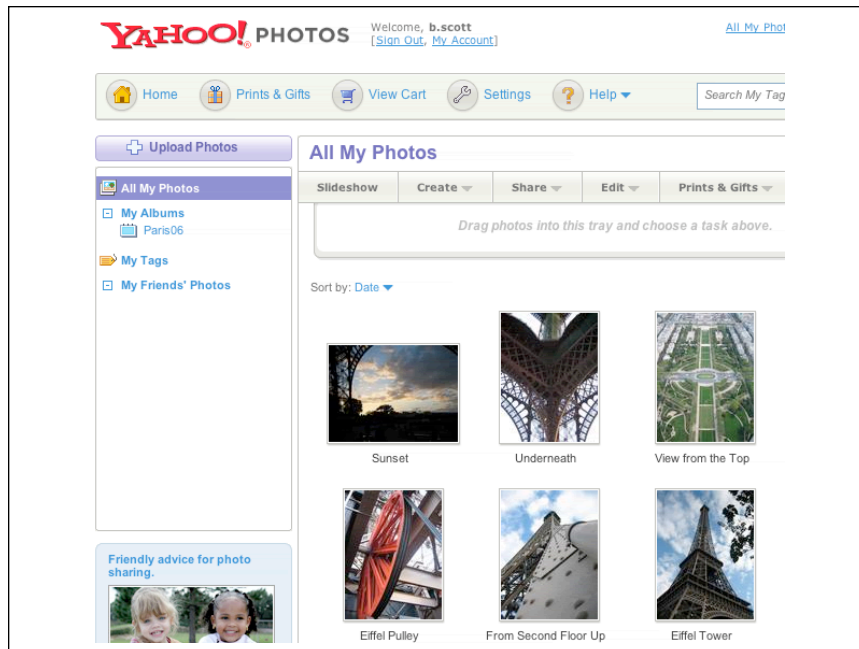
Use overlays

For more information
Replace page transition
When editing an individual, more complex item
Be symmetrical
Try not to disturb the page

The screenshot shows the Netflix website with a red header. Below the header are navigation links: Browse, Recommendations, Friends, Queue, Buy DVDs. The main content area shows 'Recommendations' with a list of movies. Overlaid on the left is a 'You loved it' overlay for 'Monkey Business' with a 'Rate Your' button. Another overlay on the right shows 'You Have Recommendations' with a 'Rate More Movies' button.



26

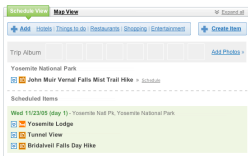


27

cross borders reluctantly

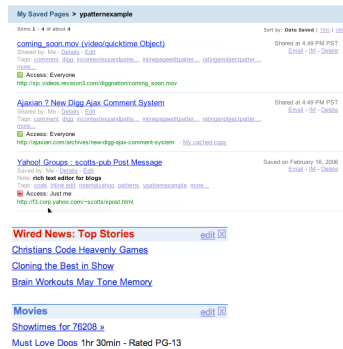
Use overlays

For momentary interruption
 Replace page transition
 When editing an individual, more complex item
 Be symmetrical
 Not disturb the page



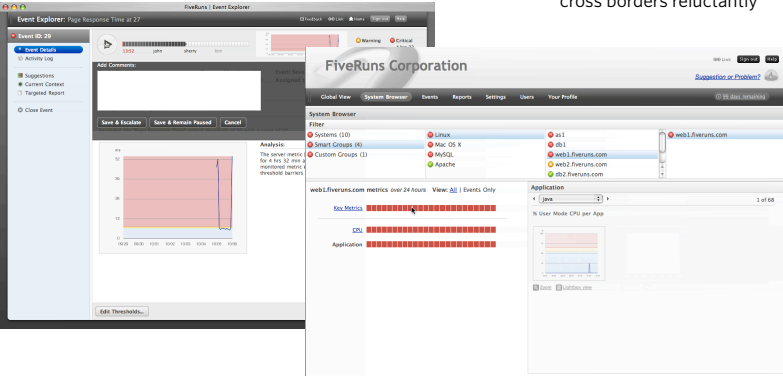
Use in-context expands

For editing part of a collection
 Need to see surrounding context
 For managing content modules

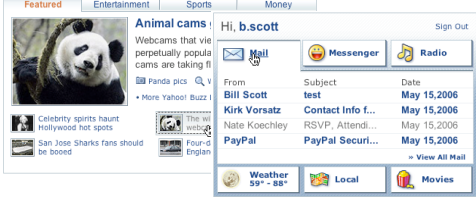



28

cross borders reluctantly



Use real-estate creatively
 Use Slideouts
 Us in-place zoom
 Remember the backstage





29

key principle

Interaction

*Prefer direct, lightweight,
in-page interaction.*



30

principle. give live feedback.

pattern. live suggest.

Ask Your Question

1. Enter your question
You can ask 5 more questions today.

2. Add details (optional)
No spam, please! When in doubt, please refer to our [community guidelines](#).

You have 1000 characters to work with. Add details below.

You have 1000 characters to work with.

pattern. auto complete.

To: Show BCC

Cc:

Subject: Plain Text

Times New Roman 12

KAYAK Search with us, book with them.™

Flights | Hotels | Cars | Deals | Best Fare Buzz

Round-trip One-way Multi-city

From:

To:

Leave: Time:

Return: Time:

Travelers:

Cabin:

Prefer Nonstop

Search multiple sites for hundreds of airlines



pattern. busy indicator.

Check Mail Compose

Q= from: darren

Stop

pattern. live previews.

Find a domain name:

www.billsportfolio.com

(ex. widgetdesigns.com)

Search

pattern. periodic refresh.

Market Watch

NEWS & COMMENTARY MARKETS MUTUAL FUNDS & ETFs PERSONAL FINANCE TOOLS & RESEARCH

Latest news: [MSFT](#) MSFT up 10¢; Microsoft's price target to \$40 from \$35

MARKET SUMMARY
Dow targets record high
Surprise rise in new home sales; Intel rallies on favorable legal ruling

By Ben Collins, Newsweek
Last Update: 1:04 PM ET Sep 27, 2006

NEW YORK (MarketWatch) — U.S. stocks rose Wednesday, with all eyes on the Dow Jones Industrial Average, as gains for Intel Corp., Microsoft's and others put the blue-chip index within striking distance of a new high.

The Dow climbed 14.99 points, or 0.2%, to 11,722.96, its highest since Sept. 11, 2001. It was up 31 points in 17,207.7, and one of the record high close of 11,722.96. It was last up 30 points at 11,708, with 18 of 30 components contributing to gains.

The S&P 500 rose 1.76 points, or 0.2%, to 1,376.76, its highest since Sept. 11, 2001. It was up 7 points at 1,370, with 18 of 30 components contributing to gains.

The Nasdaq Composite (COMP) rose 2.24 points, or 0.2%, to 2,247.24, its highest since Sept. 11, 2001. It was up 7 points at 2,240, with 18 of 30 components contributing to gains.

"We shouldn't be surprised if the market goes up," says Art Hogan, chief market strategist at J.P. Morgan & Co. "You have new energy prices and low interest rates. You have Microsoft's ruling on patent and some good news for Intel. There's more good news than bad news out there."

Hogan said the market was benefiting off a wave of positive reports from the technology sector and reflects a time when energy prices were much higher, comparing prices for oil to last year.

On the broader market for equities, investors' optimism declined by 21 to 11 on the New York Stock Exchange, and by 7 to 11 on the Nasdaq.

By sector, semiconductor (SOX) rose 1.36 points, or 0.2%, to 4,316.36, its highest since Sept. 11, 2001. It was up 1.36 points at 4,315, with 18 of 30 components contributing to gains.

By sector, technology (TECH) rose 1.36 points, or 0.2%, to 4,316.36, its highest since Sept. 11, 2001. It was up 1.36 points at 4,315, with 18 of 30 components contributing to gains.

By sector, service (SERV) rose 1.36 points, or 0.2%, to 4,316.36, its highest since Sept. 11, 2001. It was up 1.36 points at 4,315, with 18 of 30 components contributing to gains.

31

give live feedback

Keep the goal in mind
Design for relevancy
Is it narrowing or is it distracting?



Instant Search BETA

Search the Web

Instant Search gives you answers as you type -- no more waiting!

Why feel lucky when you can be right? With Instant Search, results instantly appear for [Yahoo! Shortcuts](#) and common searches. Give it a spin! Type in these examples below, or try your own searches:

- boston weather
- wikipedia
- nfl
- 22 5th ave new york ny
- san francisco coffee shops
- dmv



Web Images Groups News Froogle Local more »

Google Search I'm Feeling Lucky

pe, Google will offer suggestions. Use the arrow keys to navigate the results. [L](#)

[Feedback](#) - [Discuss](#) - [Terms of Use](#) - [FAQ](#)

©2006 Google

32

give live feedback

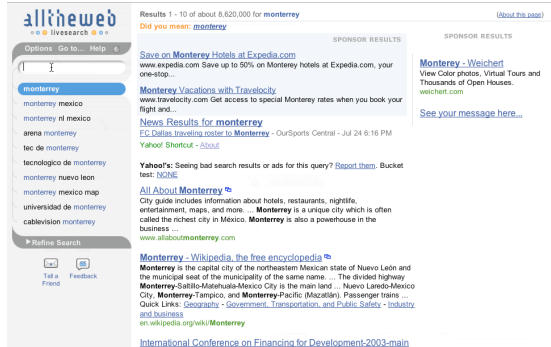
Keep the goal in mind

Design for relevancy

Is it narrowing or is it distracting?

Use feedback to boost confidence

Let the user iterate where possible



33

give live feedback

Keep the goal in mind

Design for relevancy

Is it narrowing or is it distracting?

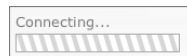
Use feedback to boost confidence

Let the user iterate where possible

Keep the user engaged

Time passes faster

Look for engaging moments



34

give live feedback

Keep the goal in mind

Design for relevancy

Is it narrowing or is it distracting

Use feedback to boost confidence

Let the user iterate where possible

Keep the user engaged

Time passes faster

Look for engaging moments

Find a domain name:

www.
(ex. widgetdesigns.com)

Required information for Google account

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

Choose a password:
Minimum of 6 characters in length. [Password strength: Too short](#)

Use live-previews

Look before you leap



35

give live feedback

Keep the goal in mind

Design for relevancy

Is it narrowing or is it distracting

Use feedback to boost confidence

Let the user iterate where possible

Keep the user engaged

Time passes faster

Look for engaging moments

Use live-previews

Look before you leap

Keep feedback focused

Keep it in context

Avoid creating feedback noise/jitter

Show dynamically what is relevant

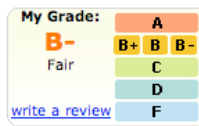
Updating too many areas at once will be confusing



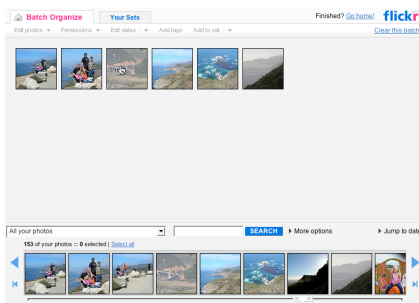
36

principle. offer an invitation.

pattern. hover invitation.



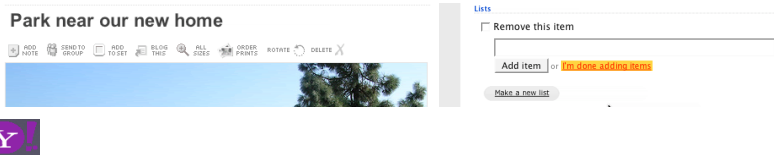
pattern. drop invitation.



pattern. tour invitation.



pattern. tooltip invitation + hover invitation + cursor invitation.



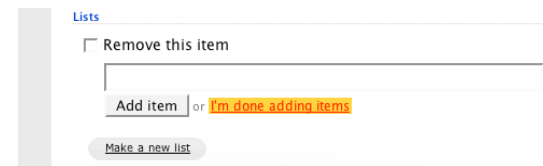
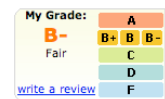
37

offer an invitation

Make it engaging

Use lightweight events as a welcome mat

Rediscover the hover



38

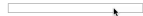
offer an invitation

Make it engaging

Use lightweight events as a welcome mat
Rediscover the hover



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



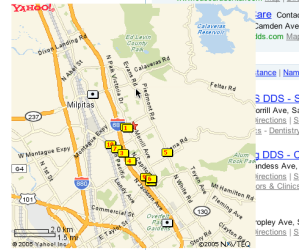
Forty Associates recently added product previews to their Web site as part of a small beta program. During the beta, visitors to Associate sites who viewed a product preview clicked through to Amazon.com over 4% of the time; those clicks resulted in a purchase nearly 6% of the time.

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

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



Keep actions out of it
Don't make the user afraid to explore
Don't proselytize



39

offer an invitation

Make it engaging

Use lightweight events as a welcome mat
Rediscover the hover

Park near our new home



Get the actors involved

Hover Invitation
Cursor Invitation
Tooltip Invitation



40

offer an invitation

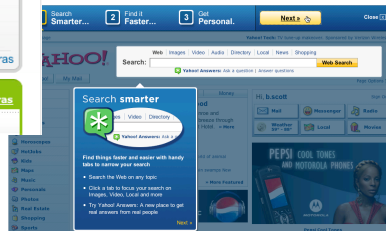
Make it engaging

Use lightweight events as a welcome mat
Rediscover the hover

a digital SLR?
s are pro-quality digital
with interchangeable
hile they take amazing
y're expensive and
US\$.
[more about digital cameras](#)

[See All Digital Cameras](#)

3S



Keep actions out of it

Don't make the user afraid to explore
Don't proselytize

Pick Up at the Store

[Edit](#) [Chips](#)
[Edit](#) [Orange Juice2](#)
[Edit](#) [Milk](#)
[Edit](#) [Bread](#)
[Edit](#) [Tomatoes](#)
[Edit](#) [Lettuce](#)
[Add item](#) [Reorder](#)

Use invitations to aid discoverability

Two challenges: idiom & feature
Adding signposts, always-on clues doesn't scale
Add tours, help pedals, tips, spotlights

Get the actors involved

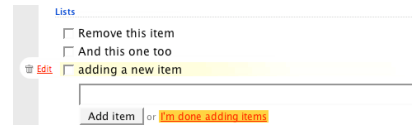
Hover Invitation
Cursor Invitation
Tooltip Invitation



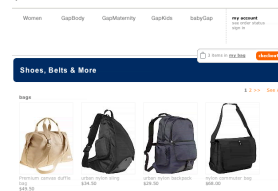
41

principle. show transitions.

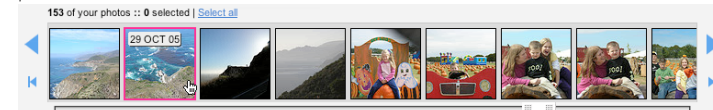
pattern. fade transition + self-healing transition.



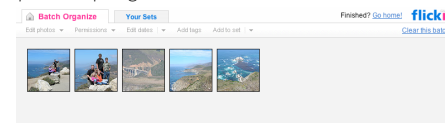
pattern. zoom box.



pattern. slide + animate.



pattern. spotlight.

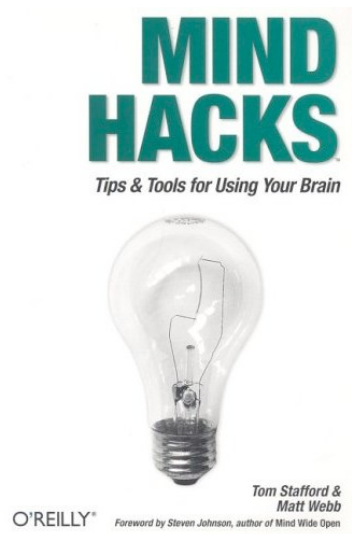


42

show transitions

Speak to the BRAIN

Understanding attention processing



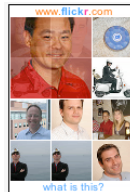
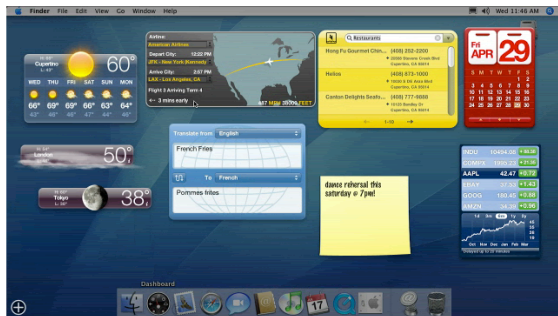
43

show transitions

Speak to the BRAIN

Understanding attention processing

Sending the wrong message



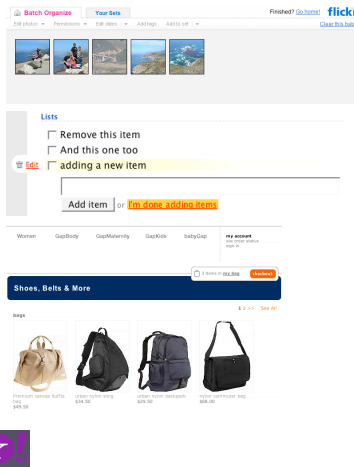
44

show transitions

Speak to the BRAIN

Understanding attention processing

Sending the wrong message



What you can communicate

- Speed up time
- Slow down time
- Show state change
- Show relationships between objects
- Focus attention

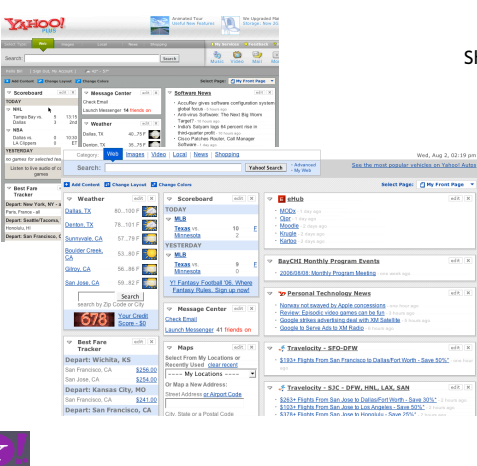


45

show transitions

Speak to the BRAIN

Understanding attention processing
Sending the wrong message



What you can communicate

- Speed up time
- Slow down time
- Show state change
- Show relationships between objects
- Focus attention

Keep it sane
 “Cut in half” rule of thumb
 Use a “contrast knob” approach
 Don’t overuse

46

key principle

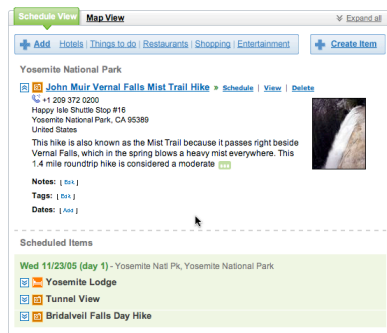
Feedback

*Provide invitations beforehand,
transitions during,
and feedback after interaction*



47

principle. think in objects.



pattern. Shareable Object.



48

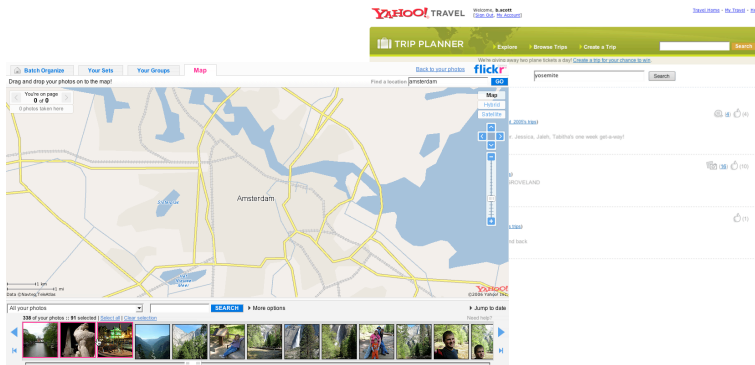
think in objects

Amsterdam Trip Plans on Yahoo! Travel
Yahoo! Shortcut - [Shortcut](#)

My Web Results for amsterdam trip (49)

1. [Trip to Amsterdam - photos, history, maps - Virtual trip to Amsterdam](#)
Web trip to Amsterdam. Historical and sightseeing overview ... Trip to Amsterdam. To begin with Amsterdam we should first note, that this city has two features making ... One will never forget a Amsterdam trip around the city by river.
[www.medievalamsterdam.com](#) - 9k • [Cached](#) • [More from this site](#) • [Save](#)

The power of sharing
Bloggable, shareable, findable
How to dial-in community
Collections



49

principle. tie information to interactivity.



pattern. Multivariate Views.

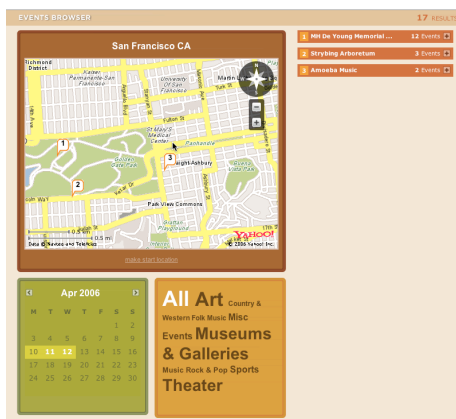
50



Think deeper interaction
Multi-variate data



51



Think deeper interaction
Multi-variate data
Interesting relationships



52

Students to Enroll

Crew Id	Last Name	First Name
349394	Craft	Adrian
432939	Douglas	Elayne
468370	Hill	Petra

Course Calendar

DEC 2005						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
60922/Peterson		999300/Barnes	344935/Smith			
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Think deeper interaction

Multi-variate data
Interesting relationships
Just-in-time information



53

key principle

Info

*Think in objects,
tie information to interactivity*



54

