

# Designing for Ajax

Principles and Patterns for Designing Rich Internet Applications



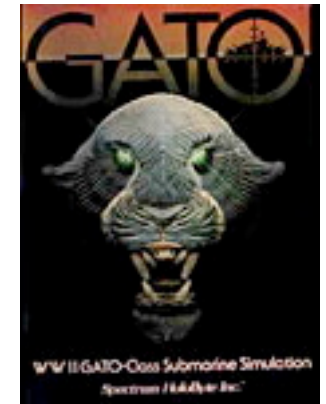
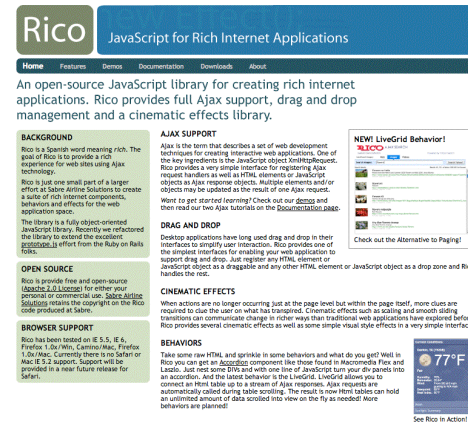
Bill W. Scott, Y! Ajax Evangelist

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[bscott@yahoo-inc.com](mailto:bscott@yahoo-inc.com)

# Background

- Games, research, science, military, biz
- Apps, frameworks, widget sets
- Developer, designer
- Object-oriented background
- Software architect, user experience manager
- Yahoo! Ajax Evangelist, Yahoo! Patterns Curator
- <http://looksgoodworkswell.com>



# Ajax at Yahoo!

- Acquisition of Oddpost led to mission to evangelize *Ajax goodness throughout Yahoo*
- Summer 2005 - Ajax Evangelism Team Founded
  - Doug Crockford - JSON, Y! DHMTL Architect
  - Iain Lamb - Founder of Oddpost/Y!Mail Beta
  - Me

# Yahoo! Pattern Library Release

<http://developer.yahoo.net/ypatterns/>

The image displays three screenshots of the Yahoo! Developer Network Design Pattern Library website. The first screenshot shows the 'Design Pattern Library' home page with a sidebar containing navigation links like 'NAVIGATE', 'EXPLORE DATA', 'ORGANIZE DATA', 'GIVE FEEDBACK', 'PERFORM ACTION', 'CUSTOMIZE', and 'APPLICATION NEEDS TO'. The second screenshot shows the 'Ratings and Reviews' pattern page, which includes a 'Problem Summary', 'Solution Patterns' (with examples like 'Architecture of a Review' and 'Rating an object'), and a 'Use When' section. The third screenshot shows the 'Rating An Object' example page, which features a 'Restaurant' example with a star rating, a 'QUICK JUMP' section, and a 'RELATED PATTERNS' section.

**Design Pattern Library**

**USER NEEDS TO**

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

**APPLICATION NEEDS TO**

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

**Welcome**

Welcome to the Yahoo! Design Pattern Library with the design and development patterns that we hope to be a monthly release. We have bundled the patterns with the [Code Library](#). We hope this helps you.

**What's a Pattern?**

A pattern describes an optimal solution to a common problem.

**Recent Patterns**

- Auto-Complete
- The user needs to enter an item into a text box which could be ambiguous or hard to remember and therefore has the potential to be mis-typed.
- Module Tabs
- The user needs to navigate through one or more stacked panes of content without refreshing the page.

**Results Page:**

1 2 3 4 [Next](#)

**Search Pagination**

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

**Ratings and Reviews**

**Problem Summary**

User wants to leave an opinion or evaluate an object. Quick opinions can be captured using Reviews.

**Solution Patterns**

- Architecture of a Review
- A product or website needs to present ratings and reviews with a variety of informational elements.
- Rating an object
- A user wants to leave the object, with minimal interruption to their flow they are involved in.

**Use When**

- A user wants to leave an opinion quickly.
- Use in combination with reviews for richer experience.
- Use to quickly tap into the existing "community" of a product.
- Ratings are collected together to present an average rating of an object from the collective user set.

**Solution**

- Show clickable items (most often used are stars) that light up on rollover to infer clickability.

**Rating An Object**

**Problem Summary**

A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.

**EXAMPLE:**

**Restaurant**

Alma St  
Menlo Park, CA 94025

Cross Street:  
Between Alma Ln and Ravenswood Ave

Average Rating (7)  
[Read 7 reviews](#)

Average  
★★★★☆  
[Write a Review](#)

[Play](#)

Rate a restaurant on [Yahoo! Local](#)

**QUICK JUMP**

- [Solution](#)
- [Rationale](#)
- [Accessibility](#)

**RELATED PATTERNS**

- [Ratings and Reviews](#)
- [Architecture of a Review](#)
- [Writing a Review](#)

**AS USED ON YAHOO!**

- [Yahoo! Local](#)
- [Yahoo! Shopping](#)
- [Yahoo! Custom Autos](#)
- [Yahoo! Movies](#)

**BLOG**

- [Blog Article](#)


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```
YAHOO.util.Motion = function(el, attributes, duration, method) {  
    if (el) {  
        this.initMotion(el, attributes, duration, method);  
    }  
};  
YAHOO.util.Motion.prototype = new YAHOO.util.Anim();  
YAHOO.util.Motion.prototype.initMotion = function(el, attributes, duration, method) {  
    YAHOO.util.Anim.call(this, el, attributes, duration, method);  
};
```



# YAHOO! USER INTERFACE BLOG

News and Articles about Designing and Developing with Yahoo! Libraries.

[Blog](#) [About](#)

## Yahoo! Design Pattern Library Released

February 13, 2006 on 7:54 am by Bill Scott | In [Design](#) |

I'm excited to announce that today we are releasing the [Yahoo! Design Pattern Library](#) to the public under a friendly [Creative Commons License](#). The goal in releasing this library is for us to share the common patterns that we see emerging at Yahoo! It is hoped that by opening up our design patterns we can share our current thinking as well as solicit your valuable feedback.

We believe design patterns are [powerful](#). First, they offer a solution in context of a problem. Second, they provide a name for the solution. Taken together as a set, pattern libraries form a solution language that can enhance our ability to communicate design ideas. Lastly, they provide us a context in which to discuss a number of associated issues: the thinking behind a solution; issues around accessibility, and de-gradeability; other related patterns; examples of usage; and code samples to name a few.

In case patterns are a new concept to you, here's a little history to get you up to speed.

### Background on Patterns

#### SYNDICATE

All Entries:  
[+ MY YAHOO!](#) [RSS](#)

All Comments:  
[+ MY YAHOO!](#) [RSS](#)

#### RECENT POSTS

- [Developing a JavaScript Library for Yahoo!](#)
- [Welcome to the Yahoo! User Interface Blog](#)
- [The Yahoo! User Interface Library](#)
- [Yahoo! Design Pattern Library Released](#)
- [Search Pagination Design Pattern](#)
- [Item Pagination Design Pattern](#)
- [Rating an Object Pattern](#)

# Yahoo! Patterns Discussion Group


<http://groups.yahoo.com/group/ydn-patterns/>

[Yahoo!](#) [Yahoo! Plus Home](#) [Mail](#)

Search the Web

**YAHOO! PLUS GROUPS** Welcome, **billwaynescott**  
[[Sign Out](#), [My Account](#)]

[Groups Home](#) | [Help](#)

IS IT EASY TO START AN ONLINE STORE ? 

billwaynescott · bscott@yahoo-inc.com | Group Moderator - [Edit Membership](#)

[Start a Group](#) | [My Groups](#)

**ydn-patterns** · Yahoo! Design Pattern Discussion Group










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[Database](#)  
[Polls](#)  
[Members](#)  
    [Pending](#)  
  
[Promote](#)  
[Invite](#)  
  
[Management](#)

**Messages** Message #   Search:   [Messages Help](#)

[Post Message](#)

View: [Simple](#) | [Summary](#) | [Expanded](#)  
As: [Msg List](#) | [Thread](#)

1 - 23 of 23 First | < Previous | Next > | Last

	Subject	Author	Date 
<input type="checkbox"/>	1 <b>Welcome!</b> We are excited about the launch of our Yahoo! Design Patterns Library < <a href="http://developer.yahoo.net/ypatterns/index.php">http://developer.yahoo.net/ypatterns/index.php</a> > . While our internal patterns site is...	billwaynescott  	Feb 13, 2006 2:31 pm
<input type="checkbox"/>	2 <b>Re: Welcome!</b> Great work! I hope to see more soon :) One navigation suggestion I have is some kind of linear navigation within the details so I can go to the next design...	Gilbert Lee gilbertlee   	Feb 13, 2006 7:49 pm
<input type="checkbox"/>	3 <b>Re: Welcome!</b> Great work, I just scanned through the two libraries and have to say: You guys rock. :) Thanks....	Dominik Schwind d_schwind   	Feb 14, 2006 12:41 am

**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. Links.  
Alphanumeric Links. Text Links.**

**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. Character Counter. 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.**

# Y! Patterns as a Platform (Web 2.0)

Developer Network Home Help Site Search Search

## YAHOO! DEVELOPER NETWORK

### Design Pattern Library

Yahoo! Developer Network > Design Pattern Library > Ratings and Reviews > Rating An Object

#### Rating An Object

**Problem Summary**  
A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.

**EXAMPLE:**

**Restaurant**  
(100%) 100% Positive  
Alma St  
Menlo Park, CA 94025  
Cross Street:  
Between Alma Ln and Ravenswood Ave  
Rate a restaurant on [Yahoo! Local](#)

★★★★★

Average Rating (7)  
[Read 7 reviews](#)

Average  
★★★★★  
[Write a Review](#)

Play ▶

**Use When**

- A user wants to leave an opinion quickly.
- Use in combination with reviews for richer experience.
- Use to quickly tap into the existing "community" of a product.
- Ratings are collected together to present an average rating of an object from the collective user set.

**Solution**

- Show clickable items (most often used are stars) that light up on rollover to infer clickability.

**QUICK JUMP**

- [Solution](#)
- [Rationale](#)
- [Accessibility](#)

**RELATED PATTERNS**


- [Ratings and Reviews](#)
- [Architecture of a Review](#)
- [Writing a Review](#)

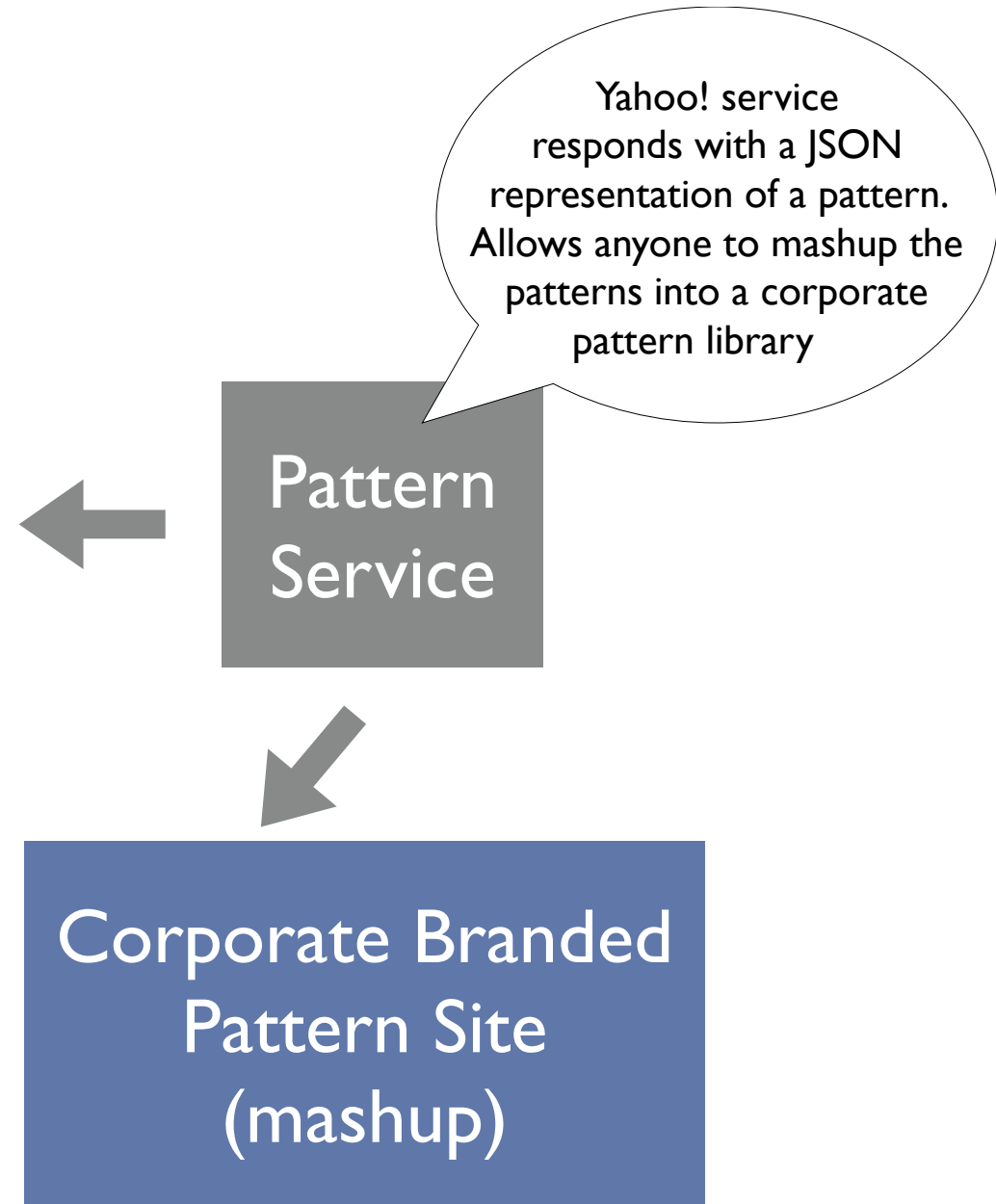
**AS USED ON YAHOO!**

- [Yahoo! Local](#)
- [Yahoo! Shopping](#)
- [Yahoo! Custom Autos](#)
- [Yahoo! Movies](#)

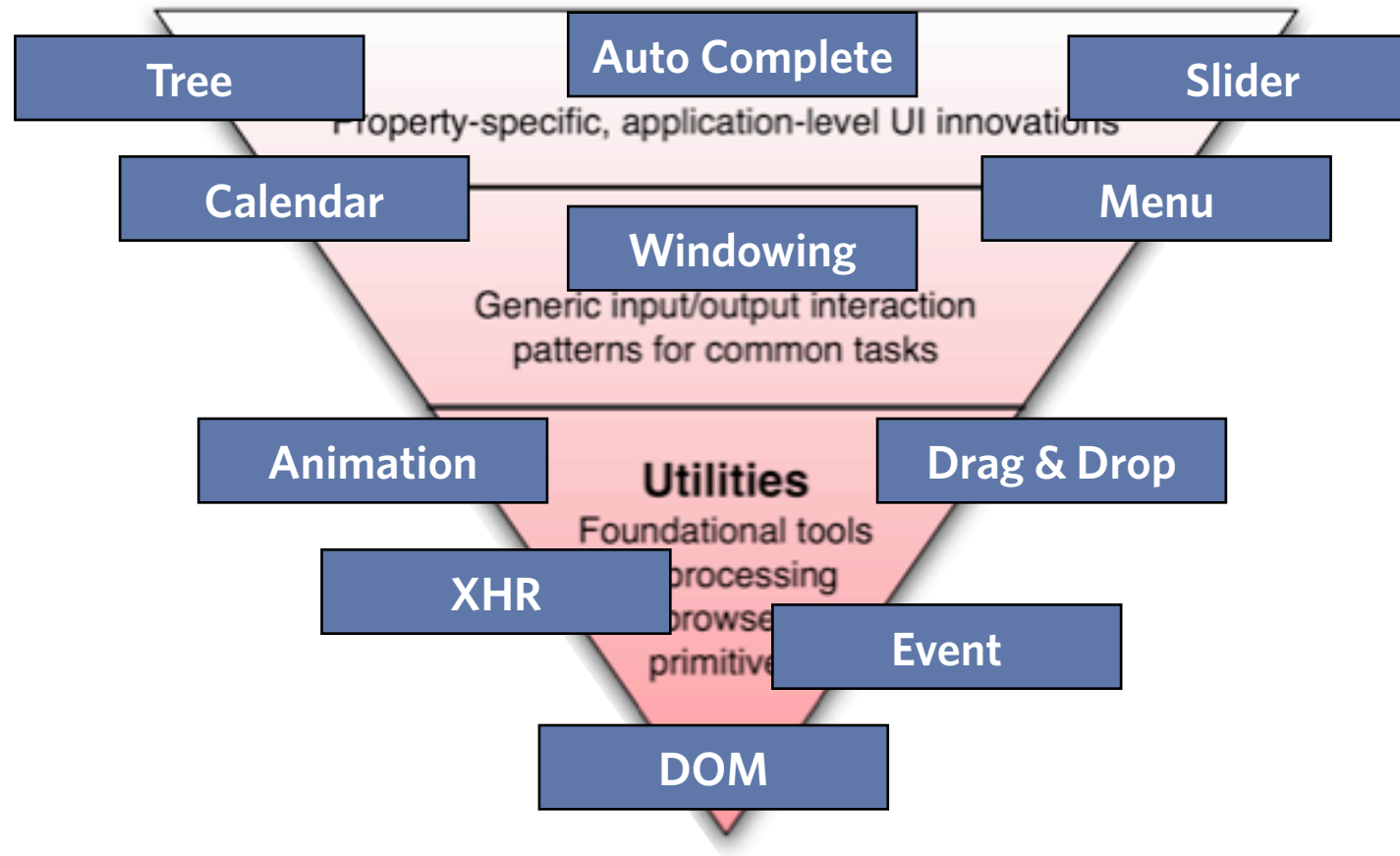
**BLOG**

- [Blog Article](#)

  
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# Yahoo! UI Library



# Designing for Ajax

- **Richness**

What is richness?

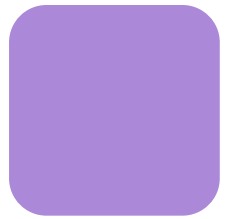
- **Ajax Patterns**

DNA of an Ajax Pattern

- **Principles**

Principles for Ajax Design

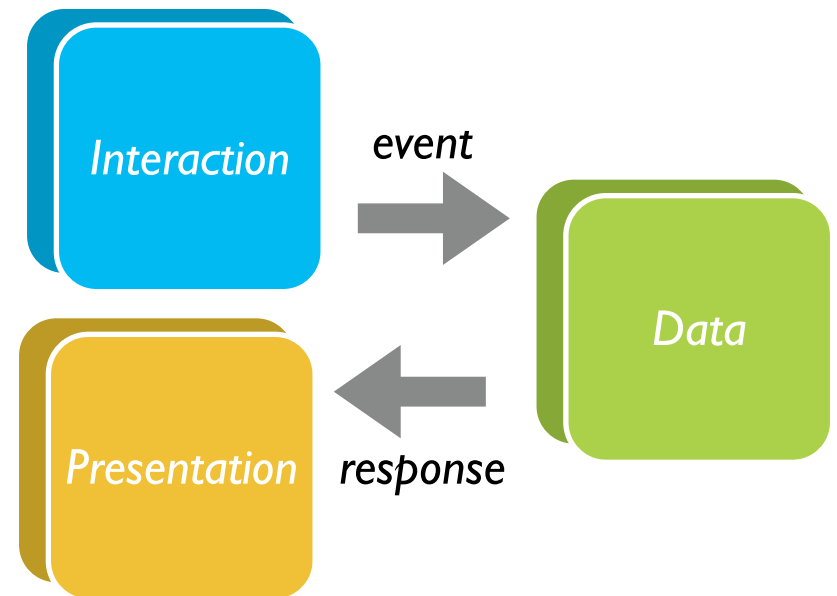




# Richness

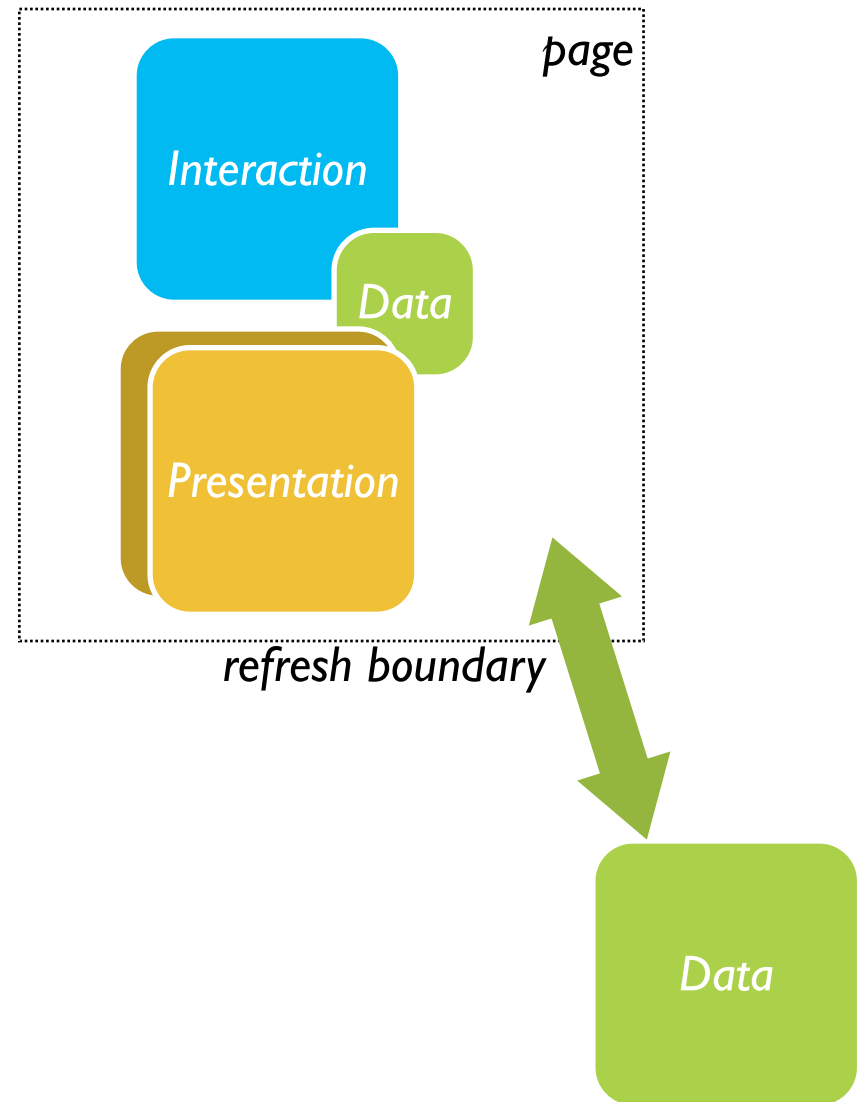
# Defining Richness: Web in 3D

- Interaction Dimension
- Data Dimension
- Presentation Dimension

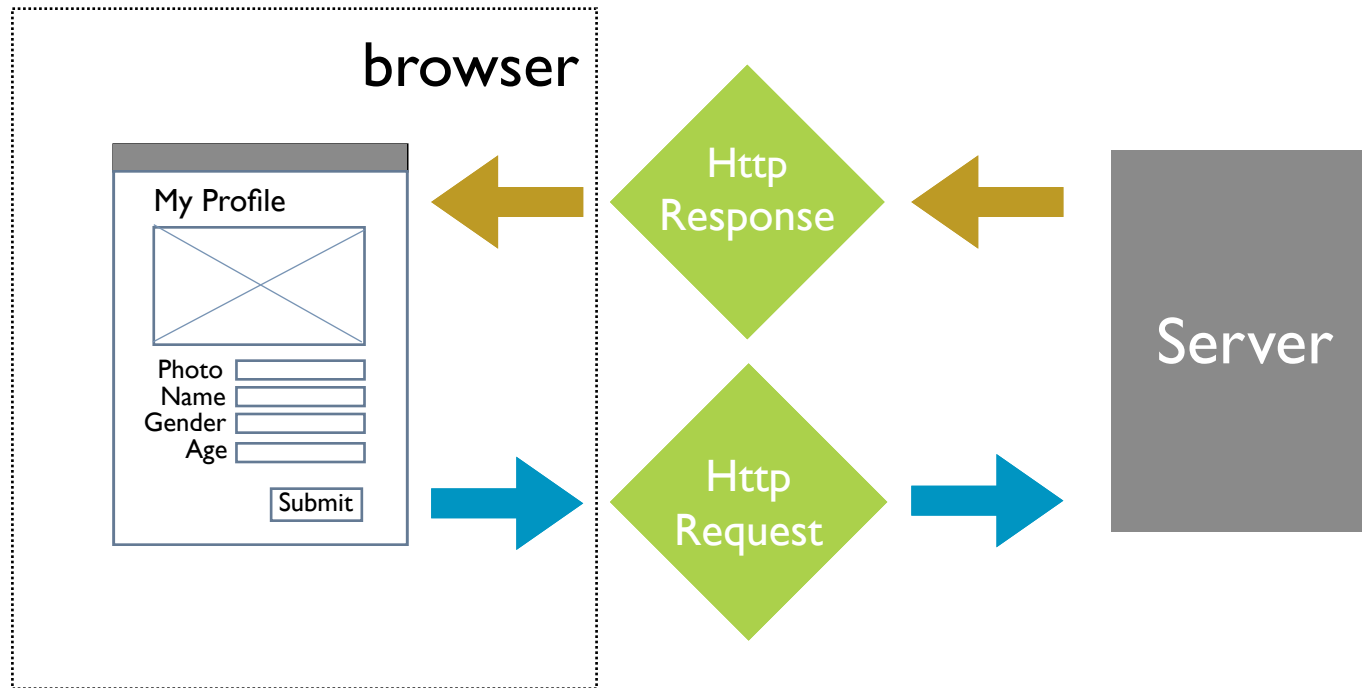


# Classic Web

- Interaction course-grained
- Data loaded with the page or obtained via refresh
- Presentation: page-based updates



# Classic Web Illustrated



# Ajax = Just-in-Time. Immediacy.

## Most Popular

Most Emailed | Most Viewed | Most Recommended | My Sources

- Lonely elephants, edgy apes baffled by post-Katrina life at zoo Knight Ridder - Sun Oct 16, 4:40 PM ET
  - Scientists Study Gorilla
  - Inflation Soars Higher
  - Rick Springfield's Soaring
  - Feds Want Banks to Stay
- » All Most Emailed



NEW ORLEANS - An AWOL alligator has resurfaced, elephants are forlorn and apes are agitated at Audubon Zoo, one of the nation's most renowned

animal sanctuaries, left by Hurricane Katrina both broken and broke.

## World

Just-in-time data



Web | Images | Groups | News | Froogle | Local <sup>New!</sup> | more »

tom cruise	
tom cruise	6,670,000 results
tom clancy	1,990,000 results
tom cruise movies	2,670,000 results
height	215,000 results
	5,780,000 results
books	145,000 results
filmography	730,000 results
ne	481,000 results
	552,000 results
	347,000 results

Just-in-time presentation

Students to Enroll		
Crew Id	Last Name	First Name
600922	Peterson	Shelley
349294	Craft	Adrian
432939	Douglas	Elayne
468370	Hill	Petra
999300	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Students to Enroll		
Crew Id	Last Name	First Name
600922	Peterson	Shelley
349294	Craft	Adrian
432939	Douglas	Elayne
468370	Hill	Petra
999300	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Course Calendar		
DEC 2005		
S	M	T
4	5	6
11	12	13
18	19	20
25	26	27

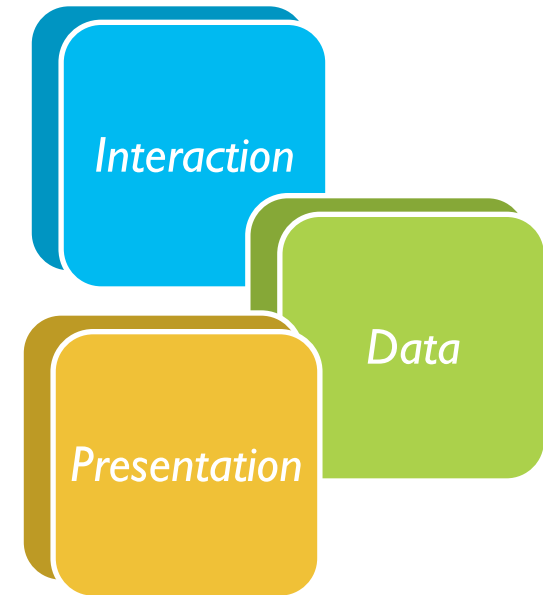
  

Course Calendar		
DEC 2005		
S	M	T
4	5	6
11	12	13
18	19	20
25	26	27

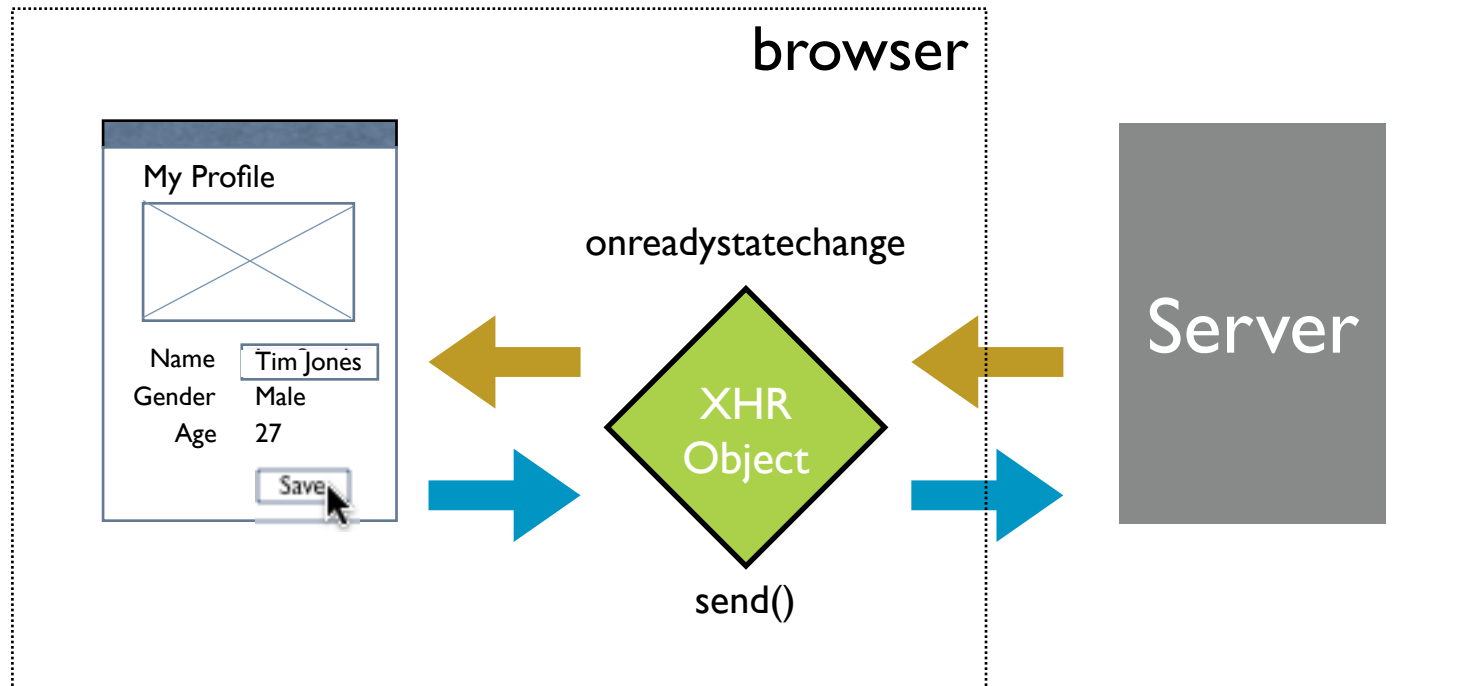
Just-in-time logic

# Ajax Model - New & Improved!

- Now with *Deeper Interaction!*
- Now with *Just-in-Time Data & Just-in-Time Logic!*
  - ★ XMLHttpRequest (XHR) is the secret sauce!
- Now with *Richer Interface!*
- *All dimensions are closer*




# Ajax Illustrated



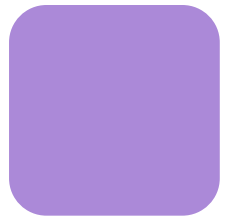


# AJAX vs Ajax

- AJAX = Asynchronous JavaScript and XML
  - Strict definition is using XMLHttpRequest (XHR) to retrieve XML within a web page
- Ajax = The set of technologies that allow web applications to provide rich interaction, just-in-time information and dynamic interfaces without required page refresh
- The Secret Sauce 
  - Ajax = XHR + DHTML (HTML, CSS, JavaScript) + Rich design

# Other Remote Scripting Techniques

- Hidden IFrame
- `<img> src`
- `<script> src` hack
- CSS href hack
- JS to faceless Java applets
- JS to faceless Flash
- NO CONTENT Response
- Cookies

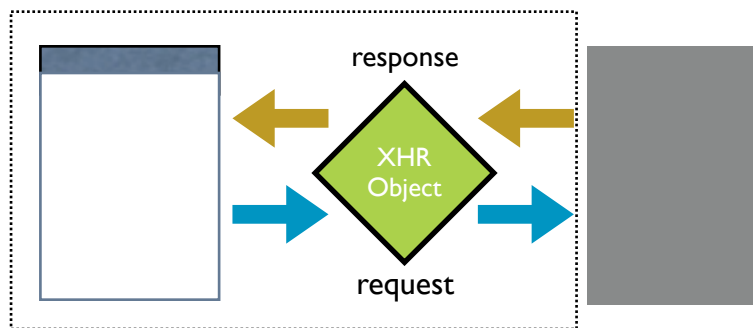


# Ajax Patterns

**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. Character Counter. 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.**

# But What Can XHR Do?

- Make a request
- Return a response
- And do it asynchronously



# Anatomy of a Pattern

- Ajax design patterns contain three steps
  - **Trigger** (event or timer)
  - **Operation** (Ajax, remote scripting)
  - **Update** (presentation)



# Trigger

- Every pattern starts with
  - a user event
  - a timer event

mouseout hover keypress keydown mousedown  
drop filter choices mouseup drag click mousedown select  
focus blur resize move timeout

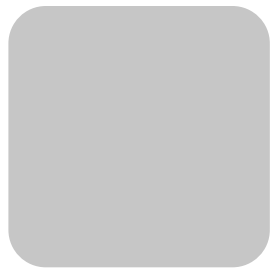




# Operation

Ajax patterns open the door to immediacy

- **Lookup** I can get information when I need it
- **Persist** I can save in real-time
- **Validate** I can prevent errors early
- **Invoke** I can make things happen now
- **Message** I can communicate instantly



# Operation. Lookup

I can get information when I need it

**Auto Complete. Deferred Content Loading. Dynamic Goal. Narrowing Choices. Refining Search. Live Search. Dynamic Filter. Detail Zoom. Endless Scrolling. Expandable Paging Boundary. Fresh Content. Hover Detail. In Place Drill Down. On Demand Refresh. Periodic Refresh. Resizable Modules. Scrolling Modules. Auto Form Fill.**



# Operation. Persist

I can save in real-time

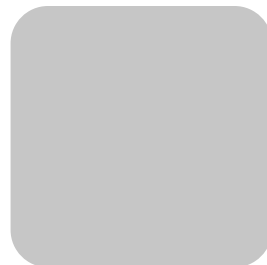
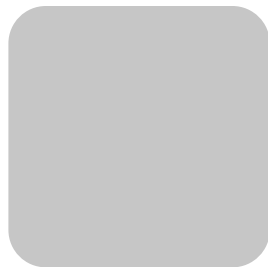
**Drag and Drop Modules. In Page Editing. In Page Custom Editing. Direct State Editing. Grid Cell Editing. Inline Custom Editing. Inline Tag Editing. Popup Custom Editing. Slide-out Custom Editing. Inline Text Editing. Inline Reordering. Auto Save. Remembered Collection. Remembered Preferences. Rating an Object.**



# Update

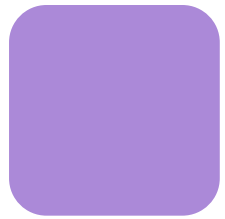
- Finally, patterns reflect a visual change

**Indication. Busy Indication. Cursor Busy. In Context Busy. In Context Progress. Inline Status. 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. Slide-out. Popup Balloon.**



# Pattern-O-Matic





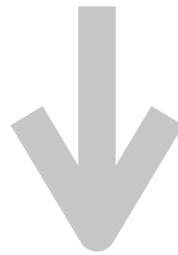
# Principles

# Principles for Ajax Design

1. Keep it direct
2. Provide live feedback
3. Offer an invitation
4. Cross borders reluctantly
5. Leave a light footprint
6. Show transitions
7. Think in objects



submit hyperlink



mouseout hover keypress keydown mousedown  
drop filter choices mouseup drag click select focus  
blur resize move timeout



# Keep it Direct

---

The screenshot shows the Yahoo! Plus homepage with a navigation bar at the top. Below the search bar, there are several widgets: a Scoreboard for NHL and NBA games, a Message Center for checking email and launching messenger, a Weather widget for various locations, and a Software News section. A 'Best Fare Tracker' is also visible on the left side.

This screenshot shows a Netflix 'Recently Added' section. It lists movies like 'The Last Detail' and 'Six Feet Under: Season 1: Disc 4'. A 'Helpful Tip' box explains that users can prioritize their to-do lists by clicking the 'Reorder lists' link and then dragging the lists to reorder them. A 'Your Queue' section shows a list of movies with a hand icon indicating they can be dragged.

The screenshot shows the Yahoo! Mail interface. The top bar includes the 'YAHOO! MAIL BETA' logo and a welcome message for 'b.scott'. Below this, there are buttons for 'Check Mail' and 'Compose', and a search bar. The main area displays the 'Inbox' with 2152 messages. A list of emails is shown with columns for 'From' and 'Subject'. The sidebar on the left contains a list of folders: 'Inbox', 'Drafts', 'Sent', 'Spam (252)', 'Trash (14)', 'Contacts', and 'Calendar'.

### Rocky Waters

ADD NOTE SEND TO GROUP ADD TO SET BLOG THIS ALL SIZES ORDER PRINTS ROTATE DELETE X



Add tags

### Test Page

Body List Notes Files Images Writeboards Links Sharing ?

Notes

**First Note (modified)** Posted 30 Nov

This is just a note that I added. And some more text was added.

Add note



**My Grade:**

<b>A</b>
<b>B+</b> <b>B</b> <b>B-</b>
<b>C</b>
<b>D</b>
<b>F</b>


**B-**  
Fair

[write a review](#)


0	1	2
0, 0	0, 1	☆☆☆☆☆
1, 0	1, 1	☆☆☆☆☆
2, 0	2, 1	☆☆☆☆☆

Scheduled Items

Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park


[Yosemite Lodge](#)
[View](#)
[Delete](#)


From \$97.00 to \$146.00 per night. [Reserve Now](#)

 559-252-4848  
 Yosemite Natl Pk, CA 95389  
 United States  
 In the valley of Yosemite National Park


Notes: [Edit](#)


Tags: [Edit](#)

Dates: [Add](#)  
 Wed, Nov 23rd - Fri, Nov 25th [Edit](#)



Tunnel View

 +1 209 372 1000  
 Wawona Rd  
 Yosemite National Park, CA 95389  
 United States  
 This breathtaking and spectacular sight is located on Highway 41 just north of Wawona, and just south of the Valley Floor. This popular spot is the most photographed view of the valley. It received

	From	Subject
	Peter Boersma	Re: [ID Br...
	Yahoo! Toolbar	Welcome t...
	Weekend Extra	5 Tips for...

## My Saved Pages > ypatternexample

Items 1 - 4 of about 4

Sort by: **Date Saved** | [Title](#) | [URL](#)


### [coming\\_soon.mov \(video/quicktime Object\)](#)

Shared at 4:49 PM PST

Shared by: Me - [Details](#) - [Edit](#)

[Email](#) - [IM](#) - [Delete](#)

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

 Access: Everyone

[http://sjc.videos.revision3.com/diggnation/coming\\_soon.mov](http://sjc.videos.revision3.com/diggnation/coming_soon.mov)


### [Ajaxian ? New Digg Ajax Comment System](#)

Shared at 4:49 PM PST

Shared by: Me - [Details](#) - [Edit](#)

[Email](#) - [IM](#) - [Delete](#)

Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)

 Access: Everyone

<http://ajaxian.com/archives/new-digg-ajax-comment-system> - [My cached copy](#)

### [Yahoo! Groups : scotts-pub Post Message](#)


Saved on February 16, 2006

Saved by: Me - [Details](#) - [Edit](#)

[Email](#) - [IM](#) - [Delete](#)

Note: **rich text editor for blogs**

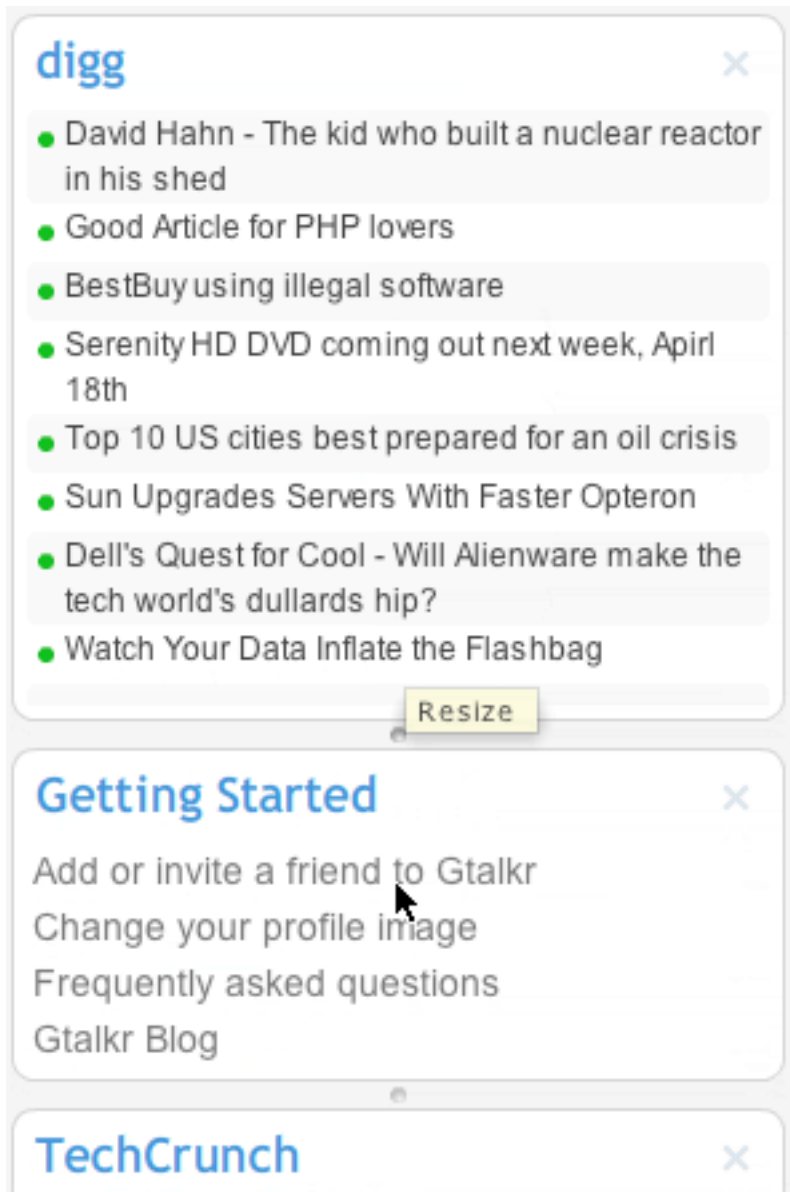
Tags: [code](#), [inline edit](#), [internalyahoo](#), [patterns](#), [ypatternexample](#), [more...](#)

 Access: Just me

<http://f3.corp.yahoo.com/~scotts/xpost.html>

DESIGNING FOR AJAX

37



**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. Inline Reordering. Resizable Content.**

## Prefer interaction within the page

What about discoverability?



State park near our home in San Jose



Click to edit

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

Photos are from  
22 Oct 05.



## 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

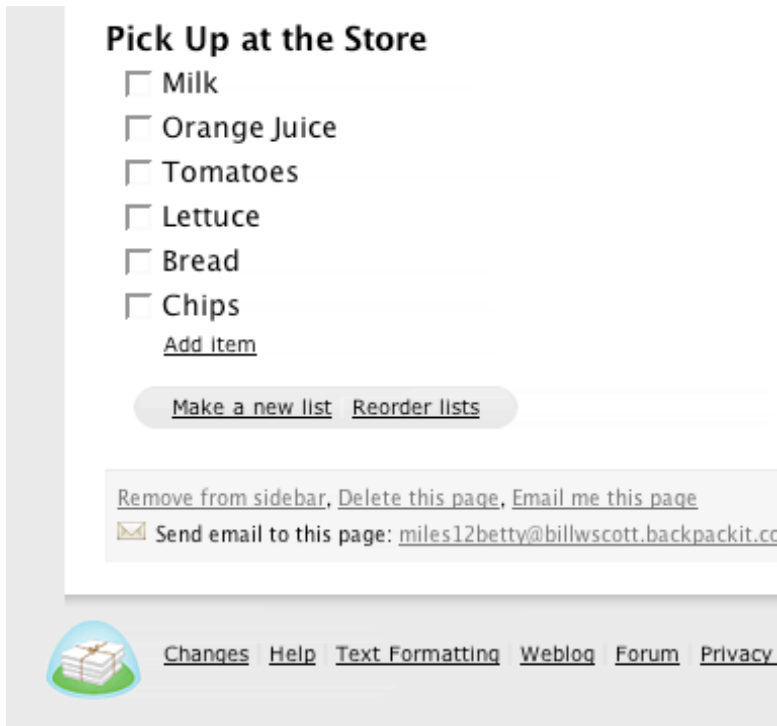


State park near our new home in San Jose  
(next to Milpitas)

**SAVE** OR CANCEL

## Prefer interaction within the page

What about discoverability?

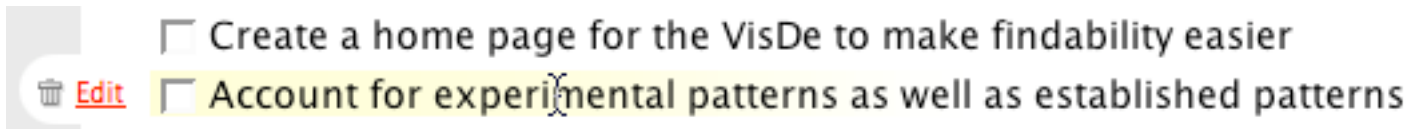


## Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes



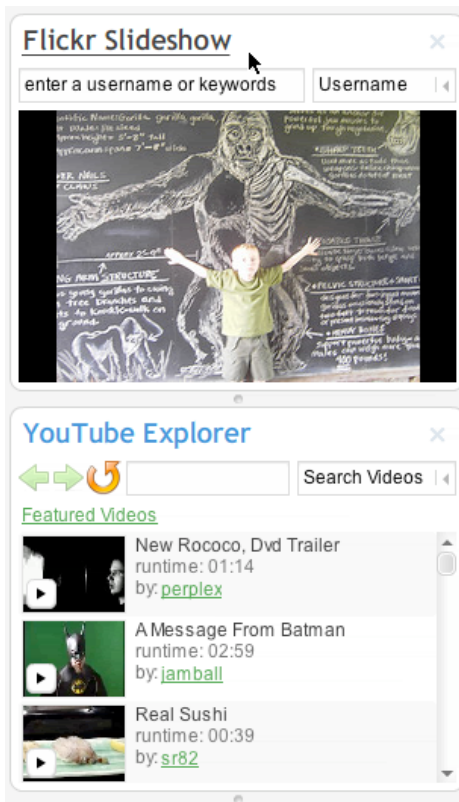
## Provide in-context tools

Only good for single operations

Can actually slow you down

## Prefer interaction within the page

What about discoverability?



### Pick Up at the Store

- ☐ DRAG Chips
- ☐ DRAG Milk
- ☐ DRAG Bread
- ☐ DRAG Orange Juice2
- ☐ DRAG Tomatoes
- ☐ DRAG Lettuce

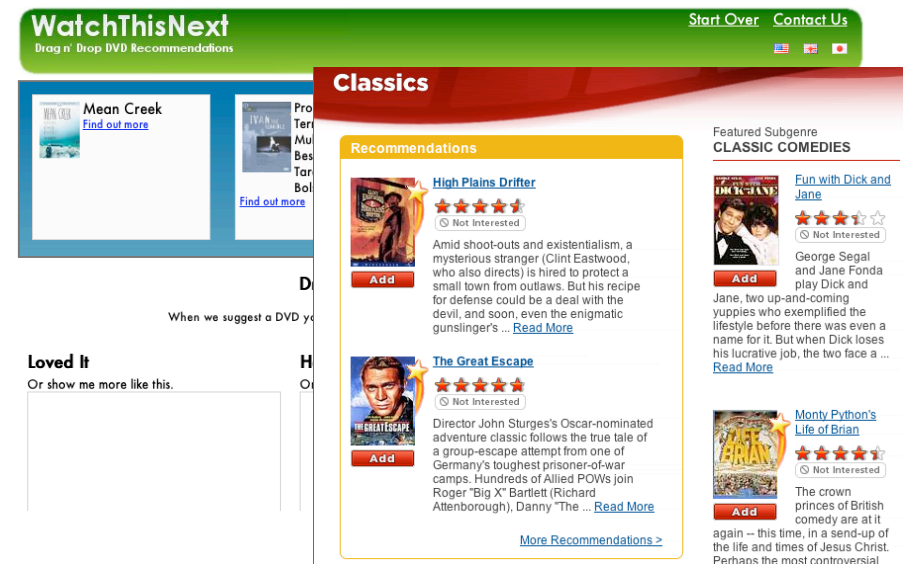
- What is spam?
- Can I transfer my message credits?
- How do I delete my HandyPay account?
- What if I didn't receive my full message package?
- I need to contact customer care regarding the Compose Text Message service.

## 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

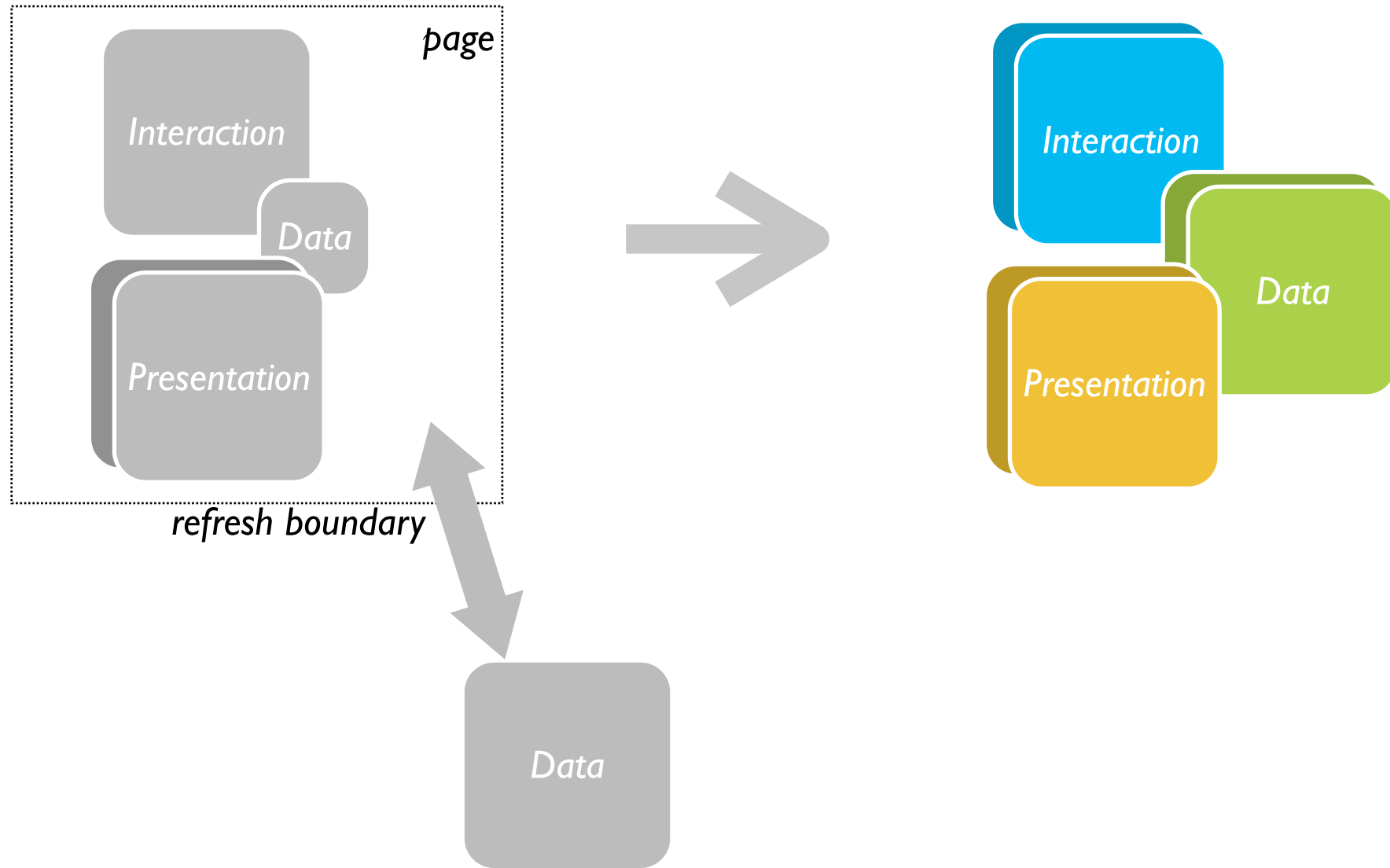
Good for layout changes or containment

Needs transitions

## Provide in-context tools

Only good for single operations

Can actually slow you down



# 2

## Provide live feedback

---



### Instant Search **BETA**

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

#### ZUGGEST - an XMLHttpRequest Experiment using Amazon

This is my take on [Google Suggest](#) only with Amazon so I've called it "Amazon Zuggest". It lets you search Amazon (the US products only for now) as you type. You don't have to press Submit or Enter, just type. If you'd like to know [HOW IT WORKS](#) or have a comment, you can email me or [post feedback on this page](#). Enjoy.

KEYWORDS:

Just type, results will come every couple of seconds or so. Remember you can Mouse Over the History (on the left) to bring it backup. Waiting until you're done...

Books[ajax]

<b>Web Services Testing</b> Test & Monitor Web Services Apps' Performance & Function - Free Trial	<b>Axis and Web Services</b> Better ROI with Axis web services Learn how: download free reports!	<b>Fix your Web service now</b> SOAPscope: award-winning Web services diagnostics. Free trial.	<b>Fast XML Firewalling</b> hardware accelerated Web services security & XML threat protection
--	--	--	---

Ads by Google

Cached at Nov 30/05, 20:10:52 PM

<b>Ajax in Action</b> [Book] List Price \$44.95 <b>8 NEW from \$29.67</b>	<b>Agile Web Development with Rails (The Facets of Ruby Series)</b> [Book] List Price \$34.95 <b>39 NEW from \$23.04[\$23.41 used]</b>	<b>Foundations of Ajax (Foundation)</b> [Book] List Price \$39.99 <b>8 NEW from \$26.39[\$26.37 used]</b>	<b>DHTML Utopia Modern Web Design Using JavaScript &amp; DOM</b> [Book] List Price \$39.95 <b>25 NEW from \$26.37[\$26.25 used]</b>
<b>Ajax Patterns and Best Practices</b> [Book] List Price \$44.99 <b>1 NEW from \$29.69</b>	<b>Professional Ajax</b> [Book] List Price \$39.99 <b>1 NEW from \$26.39</b>	<b>Black Ajax</b> [Book] List Price \$12.95 <b>8 NEW from \$7.76[\$2.24 used]</b>	<b>Ajax Training Sessions</b> [Book] List Price \$12.95 <b>24 NEW from \$7.66[\$7.71 used]</b>
<b>The Coaching Philosophies of Louis van Gaal and the Ajax Coaches</b> [Book] List Price \$14.95 <b>10 NEW from \$9.83[\$9.83 used]</b>	<b>The Unknown Ajax (Reader's Choice)</b> [Book] List Price \$6.99 <b>1 NEW from \$12.99[\$8.99 used]</b>		

#### Ask Your Question

##### 1. Enter your question

You can ask 5 more questions today.

You have 110 characters to work with. Add details below.


##### 2. Add details (optional)

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

You have 1000 characters to work with.

##### 3. Categorize the question





**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** 2/15/2006  **Time** Anytime

**Return** 2/22/2006  **Time** Anytime

**Travelers** 1

**Cabin** Economy

☐ Prefer Nonstop

Search multiple sites for [hundreds of airlines](#).

**Find Athletes and Countries**

PRESENTED BY  **CHEVROLET**

**Medal Count**

				TOTAL
 <b>GERMANY</b>	11	12	6	<b>29</b>
 <b>UNITED STATES</b>	9	9	7	<b>25</b>
 <b>CANADA</b>	7	10	7	<b>24</b>
 <b>AUSTRIA</b>	9	7	7	<b>23</b>
 <b>RUSSIA</b>	8	6	8	<b>22</b>









» Full Medal Count

[+ MY YAHOO!](#) [RSS](#)

**To:**  [Show BCC](#)

**Cc:**

**Subject:**  [Plain Text](#)

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









KAYAK™

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

San Jose, CA to Las Vegas, NV Wed 15 Feb 2006 – Wed 22 Feb 2006 / round-

Find [Hotels](#) or [Cars](#) for this trip

[Start search over](#)

515 of 515 results shown [show all](#)

### Stops

☒ nonstop ☒ 1 stop ☒ 2+ stops

### Airlines

[select all](#) | [clear](#)

	nonstop	1+
<input checked="" type="checkbox"/> Alaska Airlines	\$285	
<input checked="" type="checkbox"/> America West	\$198	\$212
<input checked="" type="checkbox"/> American Airlines	\$189	\$194
<input checked="" type="checkbox"/> JetBlue Airways		\$192
<input checked="" type="checkbox"/> Multiple Airlines	\$198	
<input checked="" type="checkbox"/> US Airways	\$198	\$212
<input checked="" type="checkbox"/> United	\$193	\$203

Leave ☒ depart ☐ arrive

Wed 5:00a 10:30p

Return ☒ depart ☐ arrive

Wed 6:00a Thu 12:00a

Price*	Airports	Airline	Depart	Arrive	Stops (Duration)
\$189	SJC > LAS LAS > SJC	American Airlines	12:57p 10:00a	2:21p 11:25a	0 (1h 24m) 0 (1h 25m)

[buy direct at:](#)

\$192 OAK > LAS  
LAS > OAK

[buy direct at:](#)

\$192 OAK > LAS  
LAS > OAK

[buy direct at:](#)

\$192 OAK > LAS  
LAS > OAK

[buy direct at:](#)

\$192 OAK > LAS  
LAS > OAK

[buy direct at:](#)

\$192 OAK > LAS  
LAS > OAK

[buy direct at:](#)

**YAHOO! FARECHASE** BETA

Welcome, **billwaynescott**  
[\[Sign Out\]](#) [\[My Account\]](#) [FareChase Home](#)

[Save to My Web](#) [Recom](#)

**Flight Results** Results 1 - 7 of 7 for San Jose, CA to Las Vegas, NV (02/22 - 03/01) (A)

[Change Your Search](#)

**Refine Results:**

**Flight Times** from

**DEPARTURE**

☐ 5am - 9am \$187

☐ 9am - 3pm \$166

☐ 3pm - 9pm \$166

☒ 9pm - 5am \$192

**RETURN**

☒ 5am - 9am \$196

☒ 9am - 3pm \$194

☒ 3pm - 9pm \$192

☒ 9pm - 5am (n/a)

**Airports**

☒ Oakland - OAK

☒ San Francisco - SFO

☒ San Jose - SJC

**SPONSOR RESULTS**

**Flight to Vegas: Compare at Travelzoo**  
Save on flights to Vegas at Travelzoo - Get great deals on flights to Vegas by comparing f...  
[www.travelzoo.com](#)

**Flights to Las Vegas: Sherman's Travel**  
Search dozens of sites at once for discount offers on airfare, hotels, cruises, car rental...  
[www.shermanstravel.com](#)

Sort by: **Low price** | [Departure times](#) | [Return times](#)

**\$192 Ted** (flight details)  
per person 10:19p-11:43p Non-stop SFO-LAS  
7:17p-8:45p Non-stop LAS-SFO  
[Book it now](#) - [Email](#) - [IM](#)  
[flyted.com](#)

**\$194 Multiple Carriers** (flight details)  
per person 10:19p-11:43p Non-stop SFO-LAS  
10:00a-11:25a Non-stop LAS-SJC†  
[Book it now](#) - [Email](#) - [IM](#)  
[cheaptickets.com](#)


**Great Flight + I for Las Vegas**  
Save with add-on hotel to your flig Vegas and save r  
[www.cheapticket](#)

**Save with Flight deals for Las V**  
Build your trip to find a great deal! and Go.  
[www.orbitz.com](#)

**Las Vegas Vac Packages from Lodging.com**  
Save more when hotel with your fl Vegas.  
[www.lodging.com](#)



measuremap



visitors overview

VISITORS

LINKS


COMMENTS

POSTS

BROWSERS

COUNTRIES

TIMES

 back to DASHBOARD

blog: Looks Good Works Well | [settings](#) | [help](#) | [sign out](#) | [feeds](#)

## An overview of visitors during January 2006

Visitors to your blog

1480  
740

Today Feb

5271 visitors came to your blog  
That's 2140 more than an average 10 day period.

10% of those visitors had been to your blog before  
That's 521 visitors, 122 more than an average 10 day period.

### Some numbers since you started tracking

Your blog has had 908 web sites have made 1424 links out from

Measure Map is Questions or comments? Visit the

DEPARTURE

☐ 5am - 9am \$187

☒ 9am - 3pm \$166

☒ 3pm - 9pm \$166

☒ 9pm - 5am \$192

RETURN

☒ 5am - 9am \$187

### Flights to Las Vegas: Sherman's Travel


Search dozens of sites at once for discount offers on airfare, hotels, cruises, car rental...

[www.shermanstravel.com](http://www.shermanstravel.com)

Sort by: **Low price** | [Departure times](#) | [Return times](#)

**\$166** [JetBlue](#) (flight details)  
11:40a 5:10p 1 stop OAK-LAS

Vegas and save  
[www.cheapticket.com](http://www.cheapticket.com)  
Save with Flight deals for Las Vegas  
Build your trip to find a great deal! and Go.  
[www.orbitz.com](http://www.orbitz.com)  
Las Vegas Vacation Packages from [Lodging.com](http://Lodging.com)  
Save more when hotel with your flight Vegas.  
[www.lodging.com](http://www.lodging.com)

**Your Domain Is Active**  
**Yahoo! Webhosting** <wh-professional@yahoo-inc.com>   
To: yuiblogger@yahoo.com  
Cc: billwscott@gmail.com


Airports


☒ Oakland - OAK

☒ San Francisco - SFO

☒ San Jose - SJC


**\$166** per person [JetBlue](#) (flight details)  
**1:55p-5:10p** 1-stop OAK-LAS  
**3 return times** available at this price  
[Book it now](#) - [Email](#) - [IM](#)  
[jetblue.com](http://jetblue.com)





Standard Header ▾ | Hide Pane

Wed Feb 1 17:06:45 2006



DESIGNING FOR AJAX

49

**My Grade:**

**B-**  
Fair

[write a review](#)

A
B+ B B-
C
D
F



Your message has been sent.

## Ask Your Question

### 1. Enter your question

You can ask 5 more questions today.

You have 110 characters to work with. Add details below.

**Search** Tags **BETA** Blog Finder Popular About

in

882,052 posts about:

# president bush

[Search related blogs](#)

Related tags: [Politics](#), [Hurricane Katrina](#), [Iraq](#), [Katrina](#), [Hurricane](#), [Supreme Court](#).

▶ Recent Posts tagged **president bush** [View Tag »](#)

▶ Top Blogs about **president bush** [View Blogs »](#)

20 posts in the last 44 minutes in

## Weapons-grade Bullshit

to bring down the evil **Bush**/Cheney/Rumsfeld neo-con cabal, but tragically scoring only collateral... and essentially accused the Vice **President** of the United States of treason—with absolutely no evidence

Posted 9 minutes ago in [protein wisdom](#) [1,004 links](#) [Search this blog](#)

## The Shocking Case of Ahmed Omar Abu Ali

members into the U.S. by means of Mexico, to commit aircraft piracy, and to kill **President Bush**

Posted 12 minutes ago in [Cassel: Civil Liberties Watch](#) [0 links](#) [Search this blog](#)

Loading

Loading

DESIGNING FOR AJAX






51

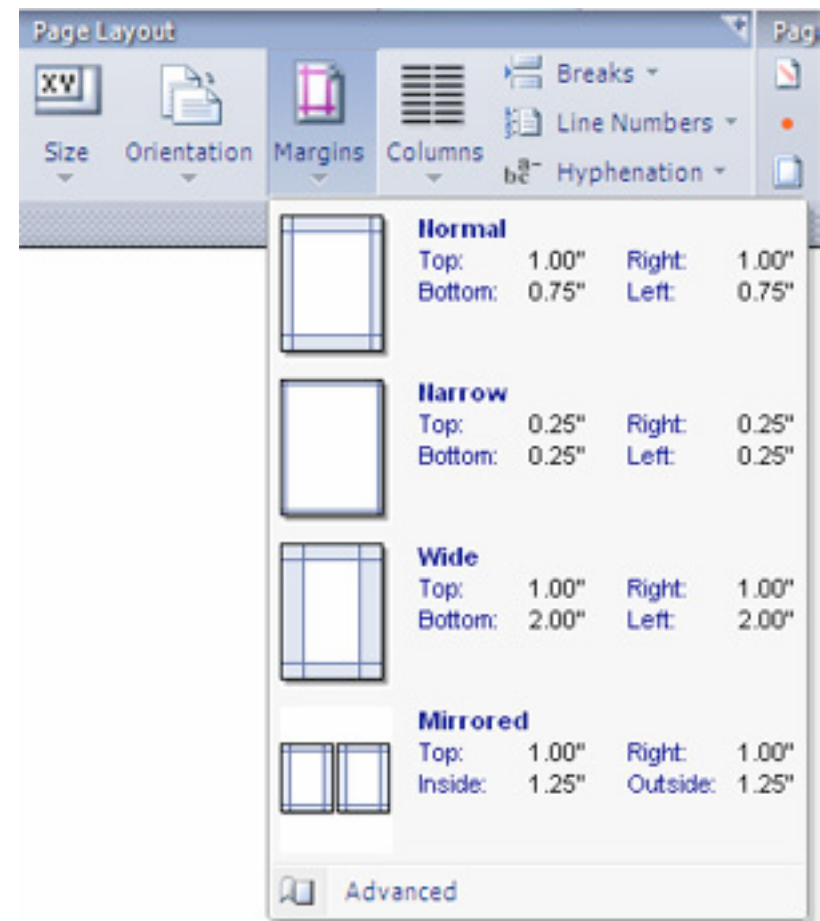
digg spy: a real-time view of digg

spy on all stories


spy on queued stories

spy on front page stories

What?	Diggs	Story
	+695	<b>Nintendo DS download station finder!</b> <a href="http://www.nintendo.com/dsdownloadstation/">http://www.nintendo.com/dsdownloadstation/</a>
	+1399	<b>How To Build a Game In A Week From Scratch With No..</b> <a href="http://www.gamedev.net/reference/articles/article2...">http://www.gamedev.net/reference/articles/article2...</a>
	+86	<b>David Hahn - The kid who built a nuclear reactor i...</b> <a href="http://en.wikipedia.org/wiki/David_Hahn">http://en.wikipedia.org/wiki/David_Hahn</a>
	+201	<b>Another Apple Mac mini Dual Core 1.66GHz Review</b> <a href="http://reviews.designtechnica.com/review3531.html">http://reviews.designtechnica.com/review3531.html</a>
	+85	<b>David Hahn - The kid who built a nuclear reactor i...</b> <a href="http://en.wikipedia.org/wiki/David_Hahn">http://en.wikipedia.org/wiki/David_Hahn</a>



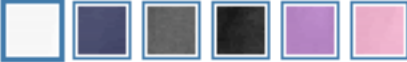

Office 12 Live Preview



more views

**Pique polo**  
Imported.  
[only at gap.com](#)

size & coloroverviewX

**Buy More and Save**  
select Color:  
**white**  
\$29.50 **Buy 2 or more, \$25.00 each**  
  
~~\$29.50~~ **\$9.99**  


select Size:  

XS S M

L XL XXL

XXXL

also in tall  
(prices may vary)

select qty

[size chart](#)[more details](#)

**white**  
\$29.50  

add to bag

**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. Live Preview.  
Live Suggest. Character  
Counter.**

# Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting


Use feedback to boost confidence

Let the user iterate where possible

## Most Popular

Most Emailed | Most Viewed | Most Recommended | My Sources

- Lonely elephants, edgy apes baffled by post-Katrina life at zoo Knight Ridder - Sun Oct 16, 4:40 PM ET
- Scientists Study Gorilla
- Inflation Soars Higher
- Rick Springfield's Soa
- Feds Want Banks to S
- All Most Emailed



NEW ORLEANS - An AWOL alligator has resurfaced, elephants are forlorn and apes are agitated at Audubon Zoo, one of the nation's most renowned animal sanctuaries, left by Hurricane Katrina both broken and broke.

## World

Just-in-time data

Students to Enroll

Crew ID	Last Name	First Name
400522	Peterson	Shelley
349294	Craft	Adrian
432939	Douglas	Elyne
468370	Hill	Petra
999390	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Students to Enroll

Crew ID	Last Name	First Name
400522	Peterson	Shelley
349294	Craft	Adrian
432939	Douglas	Elyne
468370	Hill	Petra
999390	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Course Calendar

DEC 2005

S	M	T	W	T	F	S
				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

Course Calendar

DEC 2005

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

Just-in-time logic

YAHOO! PLUS SEARCH

Instant Search <sup>BETA</sup>

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

YAHOO! search php.net

monterey bay

from the Web next

- + Monterey.com
- + California State University, Monterey Bay
- + Monterey Bay - National Geographic
- + Monterey Bay Aquarium
- + Monterey Bay Aquarium: Live Web Cams
- + City of Monterey
- + NDBC - Station 46042
- + Monterey Bay Aquarium Research Institute
- + Skydive Monterey Bay
- + Monterey Bay

See Also: [monterey bay aquarium](#), [monterey bay clothing](#), [monterey bay ca](#), [cal state monterey bay](#), [monterey bay inn](#), [csu monterey bay](#), [monterey bay suites](#), [monterey bay hotels](#), [monterey bay lodge](#), [monterey bay jobs](#)

Google<sup>TM</sup>  
Suggest <sup>BETA</sup>

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

### Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

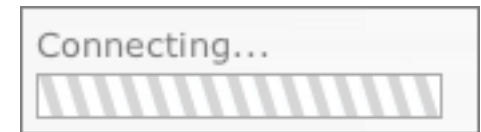
Use feedback to boost confidence

Let the user iterate where possible

### Keep the user engaged

Time passes faster

Look for engaging moments





## Keep the goal in mind

Design for immediacy

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)

Search

### 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

## Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

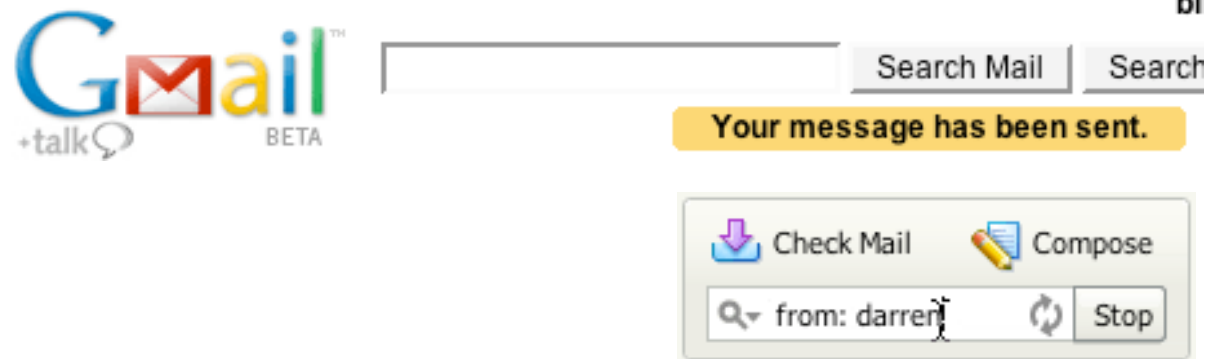
Use feedback to boost confidence

Let the user iterate where possible

## Keep the user engaged

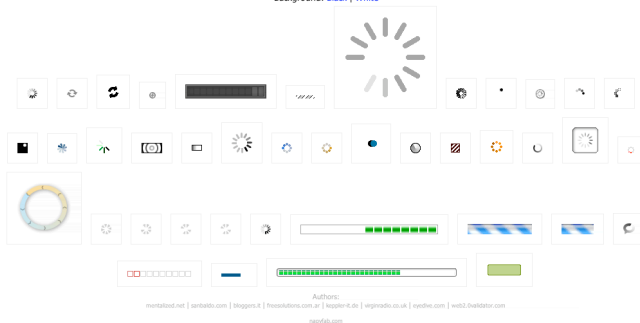
Time passes faster

Look for engaging moments



### AJAX Activity Indicators

Background: Black | White



## Use live-previews

Look before you leap

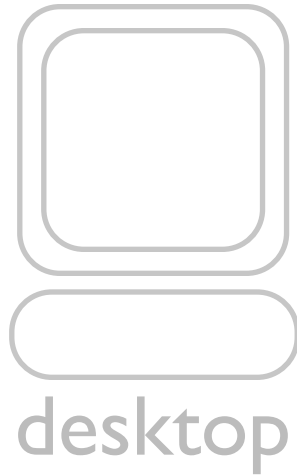
## Keep feedback focused

Keep it in context

Updating too many areas at once will be confusing

Show dynamically what is relevant

Avoid creating feedback noise/jitter



hover blur focus **click key**  
shiftclick doubleclick  
drag dragdrop dragflipdrop  
shiftdoubleclick tripleclick shifttripleclick

hover blur focus **click key**  
shiftclick doubleclick  
drag dragdrop dragflipdrop  
shiftdoubleclick tripleclick shifttripleclick



hover blur focus **click**  
**key** shiftclick doubleclick dragdragdrop

hover blur focus **click**  
**key** shiftclick doubleclick drag dragdrop



## Offer an invitation

---

## Park near our new home

 ADD NOTE  SEND TO GROUP  ADD TO SET  BLOG THIS  ALL SIZES  ORDER PRINTS  ROTATE  DELETE 



### Lists

☐ Remove this item

Add item or I'm done adding items

Make a new list

**My Grade:**

<b>A</b>
<b>B+</b> <b>B</b> <b>B-</b>
<b>C</b>
<b>D</b>
<b>F</b>

**B-**  
Fair

[write a review](#)

## classic



Pique polo  
~~\$9.99~~-\$29.50  
Buy More and Save





double mini striped  
pique polo  
\$29.50  
Buy 2 or more, \$25.00  
each [See All](#)



allover striped pique  
polo  
\$29.50  
Buy 2 or more, \$25.00  
each [See All](#)



rugby stripe pique polo  
\$29.50  
Buy 2 or more, \$25.00  
each [See All](#)

	From	Subject
	Peter Diersma	Re: [10] Dr.
	Yahoo! Toolbar	Welcome to
	Weekend Extra	5 Tips for

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.

Hello Bill [ Sign Out, My Account ]

48° - 60°

+

Add Content

↕

Change Layout

🎨

Change Colors

▼ Best Fare Tracker

edit ✕

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

London, United Kingdom - all \$253.00

Find other Best Fares:

From:

To:

Adults: 1 

▼

Search

Disclaimer

\* Some taxes and fees additional.

▼ Scoreboard

edit ✕

TODAY

no games for selected teams

YESTERDAY

▼ NHL

Detroit vs. 1 F

Dallas 2 ot

▼ NBA

Utah vs. 89 F

Dallas 103


Listen to live audio of college games

▼ Message Center

edit ✕

Check Email

Launch Messenger 11 friends on






DESIGNING FOR AJAX

64



**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
	600922/Peterson		999300/Barnes 344935/Smith 139204/Miller			
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Invitation. Cursor Invitation.  
Drop Invitation. Tool Tip  
Invitation. Hover Invitation.**

## Make it engaging

Use lightweight events as a welcome mat

Rediscover the hover

My Grade:

A
B+ B B-
C
D
F

**B-**  
Fair

[write a review](#)

### Lists

☐ Remove this item

Add item or I'm done adding items

[Make a new list](#)

## Make it engaging

Use lightweight events as a welcome mat  
Rediscover the hover

## Keep actions out of it

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

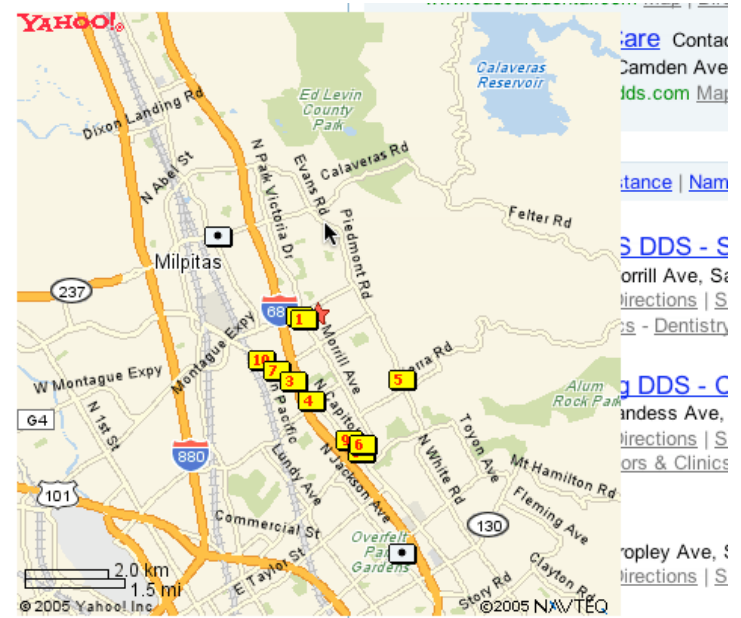
To see a product preview in action, hover over the link below.



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.



## Make it engaging

Use lightweight events as a welcome mat  
Rediscover the hover

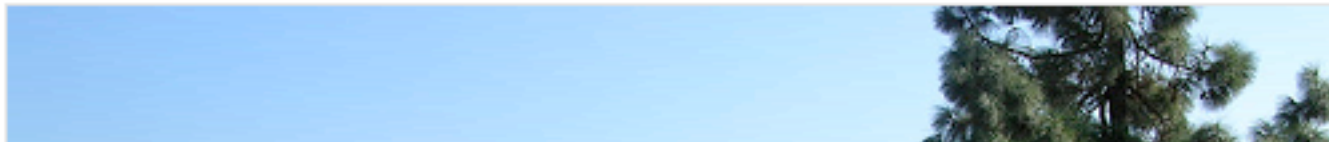
## Keep actions out of it

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

---

### Park near our new home

 ADD NOTE  SEND TO GROUP  ADD TO SET  BLOG THIS  ALL SIZES  ORDER PRINTS  ROTATE  DELETE 



## Get the actors involved

Hover Invitation

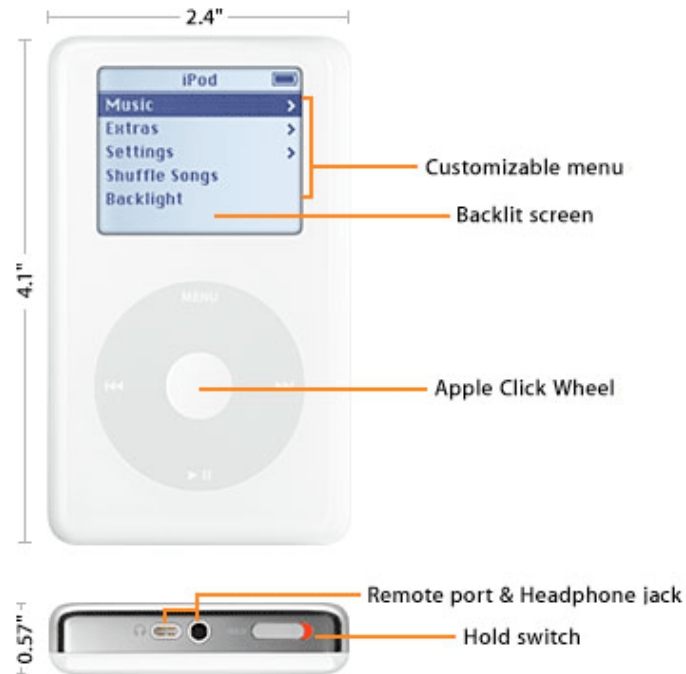
Cursor Invitation

Tooltip Invitation



## Make it engaging

Use lightweight events as a welcome mat  
Rediscover the hover



## Keep actions out of it

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

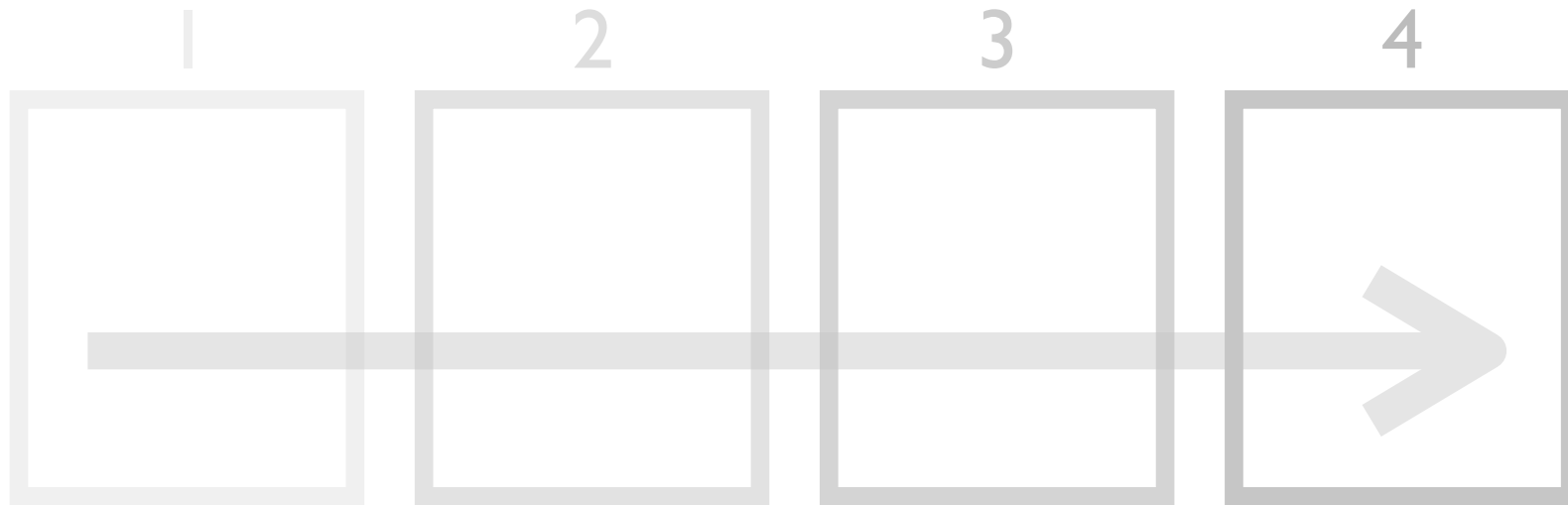


## Get the actors involved

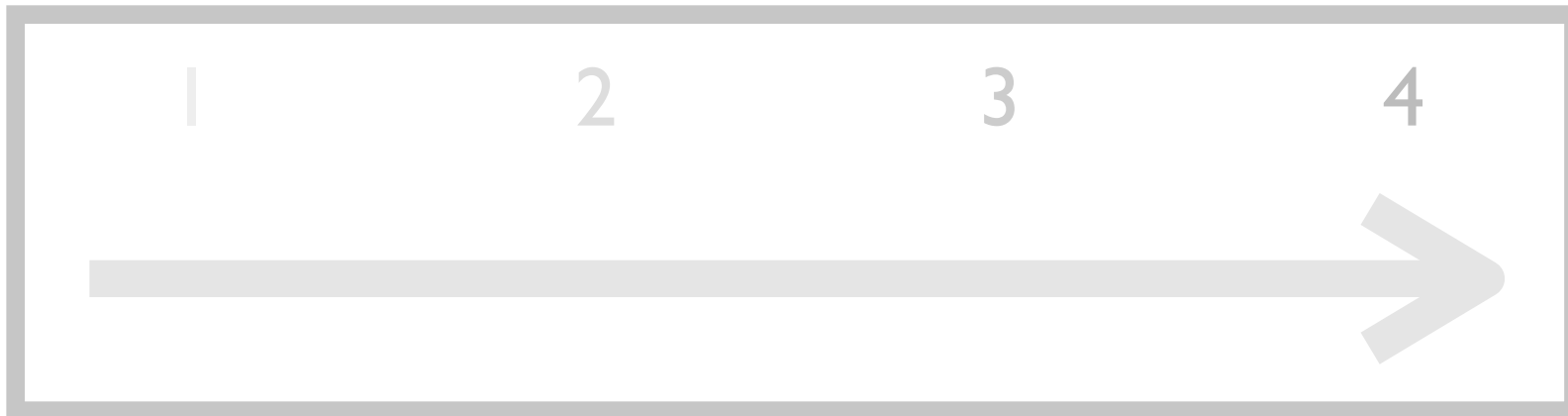
Hover Invitation  
Cursor Invitation  
Tooltip Invitation

## Use invitations to aid discoverability

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



classic flow across pages



rich flow within page

# 4

## Cross borders reluctantly

---



## Rico LiveGrid

**RICO** AJAX SEARCH

LiveGrid Demonstration

Powered by Yahoo! Search

Select Search Category: **Web** Images Videos

Search the Web:

Search Results Results 1 - 5 of about 10600000 for monterey bay

1. [Monterey.com](http://www.monterey.com/)  
guide to attractions, lodging, dining, and more. A service of the Monterey Peninsula Visitors and Conventions Bureau.  
<http://www.monterey.com/> - text/html
2. [California State University, Monterey Bay](http://csumb.edu/)  
comprehensive state university which values service through high quality education.  
<http://csumb.edu/> - text/html
3. [Monterey Bay - National Geographic](http://www.nationalgeographic.com/monterey/ax/primary_fs.html)  
Monterey Bay @ nationalgeographic.com ...  
[http://www.nationalgeographic.com/monterey/ax/primary\\_fs.html](http://www.nationalgeographic.com/monterey/ax/primary_fs.html) - text/html
4. [Monterey Bay Aquarium](http://www.mbayaq.org/)  
mission is to inspire conservation of the seas.  
<http://www.mbayaq.org/> - text/html
5. [Monterey Bay Aquarium: Live Web Cams](http://www.mbayaq.org/efc/cam_menu.asp)  
Eight live web cameras of the Monterey Bay Aquarium's marine life exhibits and Monterey Bay, Monterey, CA. ... Monterey Bay Aquarium, 886 Cannery Row, Monterey, CA 93940 Tel: (831) 648-4800. A© 1999-20  
[http://www.mbayaq.org/efc/cam\\_menu.asp](http://www.mbayaq.org/efc/cam_menu.asp) - text/html

**YAHOO! MAIL BETA** Welcome, **b.scott** [Sign Out](#), [My Account](#), [Switch Back](#) [Yahoo!](#) | [My Yahoo!](#) | [News](#)

**Inbox** 2324 messages [Send Feedback](#) | [Options](#) | [Help](#)

	From	Subject	Received
	me	Re: rico question	Thu, 1/19/2006 01:13
	Bill Scott	[Looks Good Works Well]	Thu, 1/19/2006 01:13
	JDJ Industry Newsletter	Java Named "Programming Language of the Year"	Thu, 1/19/2006 01:13
	Travelocity Member Services	Price Alert! Flight + 5 Night Hotel to Honolulu	Thu, 1/19/2006 01:13
	Theresa Neil	Re: Job Description	Thu, 1/19/2006 01:13
	Damon Houglund	Job Description	Thu, 1/19/2006 01:13
	Finan, Angelique	RE: Speaking Engagement Opportunity	Thu, 1/19/2006 01:13
	David Schontzler	Re: [ng-dhtml] assert(), isNaN(), isOfT	Thu, 1/19/2006 01:13
	TagWorld	This week in TagWorld	Thu, 1/19/2006 01:13
	me	rico question	Thu, 1/19/2006 01:13
	Anonymous	[Looks Good Works Well]	Thu, 1/19/2006 10:22
	Anonymous	[Looks Good Works Well]	Thu, 1/19/2006 10:19
	Anonymous	[Looks Good Works Well]	Thu, 1/19/2006 10:19
	Anonymous	[Looks Good Works Well]	Thu, 1/19/2006 10:19

[Standard Header](#) | [Hide Pane](#)

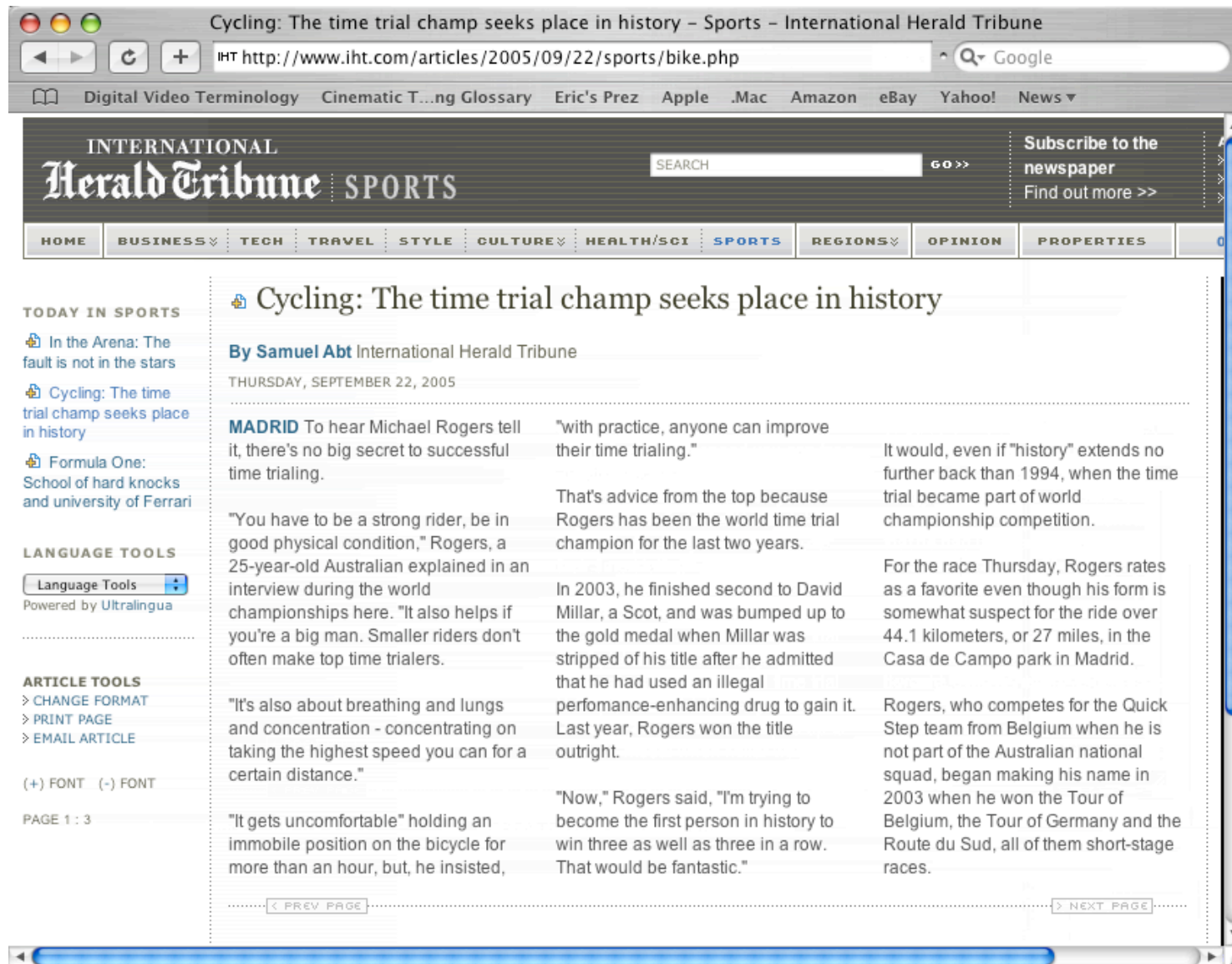
**Got your eye on one of those messages up there?**  
To view your message down here in this handy Reading pane, just click on it.  
To select more than one, hold the Shift or Command key.

**My Folders** [Add](#)

- dojo-mailist** (4)
- ID Disc
- Karthik-Referrals
- Keep
- MerchantSpam** (149)
- ux mail lists** (1863)

## Yahoo! Mail Beta (Oddpost)

- At the very least make your paging fast



Buy 1 or more, save \$14.55 each [See All](#) #308593 prices may vary

select Color: navy  
\$44.50 Buy 1 or more, save \$14.55 each [See All](#)

☐ ☐ ☐

select Waist: 38W select Length: 30L

28W	29W	30W	31W
32W	33W	34W	35W
36W	38W	40W	42W
44W	46W		

size chart

Quantity:  navy, 38W 30L  
\$44.50 [add to bag](#)

CH

▼ Search by topic

Contact: [Private](#)

How can we be of service?

Select...

kaboodle

Signed in as [billwscott](#) | [Send Feedback](#) | [Help](#) | [My](#)

- Select Page:  or [Create new page](#)
- Review Item:  

About VideoEgg

**VideoEgg**  
Added by billwscott (12/1/05) from www.videoegg.com  
It means internet video publishing as simple as it ought to be—like posting a photo or frying an egg. VideoEgg, Inc. is an innovative, venture-backed company committed to...

Does it look OK to you? If not, then [fix details](#).
- [Submit](#) [Cancel](#)



The image shows a product page for a pink t-shirt. On the left is a photo of a person wearing the shirt. To the right is a product information box. It includes a 'select Color' dropdown with 'babe pink combo' selected, a price of '\$14.50', and three color swatches (pink, green, blue). Below this is a 'select Size' dropdown with options 'XS', 'S', 'M', 'L', 'XL', and 'XXL'. A red arrow points to the 'select Size' dropdown with the text 'select'. Below the size options is a 'size chart' link. At the bottom of the product box is a 'Quantity' dropdown set to '1', the product name 'babe pink combo', the price '\$14.50', and an 'add to bag' button. A red banner at the bottom of the product box contains the text 'please select a Size before adding to bag'.

select Color: babe pink combo #357223  
\$14.50  
☐ ☐ ☐  
select Size:  
       
[size chart](#)  
Quantity:  babe pink combo  
\$14.50   
please select a Size before adding to bag

[more views](#)

### 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.

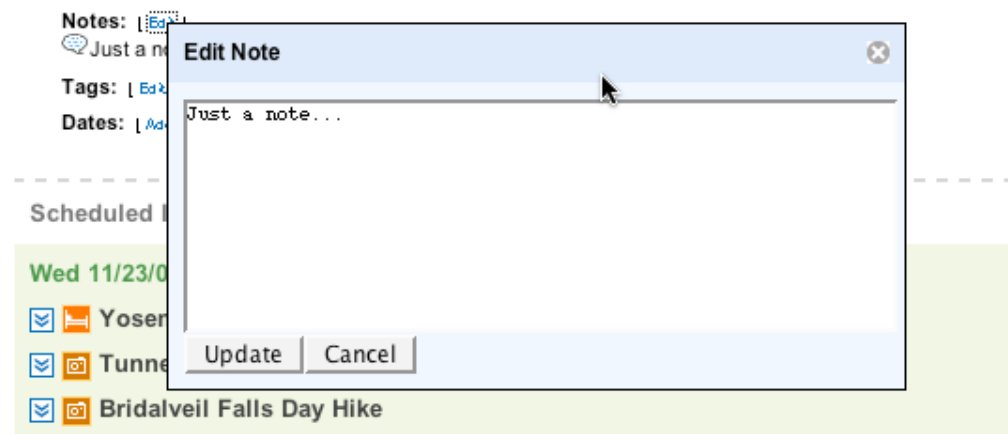
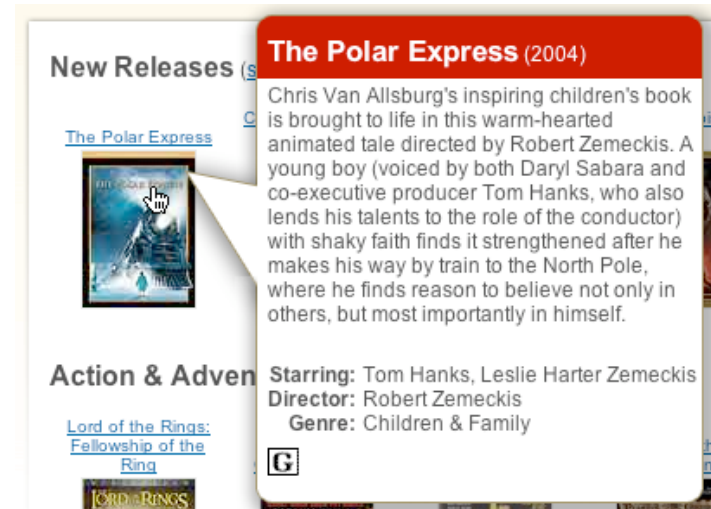
Password strength: Too short

### Find a domain name:

www.    
(ex. widgetdesigns.com)

Search

- For **introduction** of features
- For giving **instruction**
- For revealing **information**
- For **interrogative** feedback
- For obtaining **input**
- For important **interruptions**
- For **indication** of status or progress
- For offering an **invitation**



### Wired News: Top Stories

[edit](#) 
[Christians Code Heavenly Games](#)
[Cloning the Best in Show](#)
[Brain Workouts May Tone Memory](#)









### Movies

[edit](#) 
[Showtimes for 76208 »](#)


Must Love Doos 1hr 30min - Rated PG-13

Schedule View
Map View
Expand all

+ Add
Hotels | Things to do | Restaurants | Shopping | Entertainment
+ Create Item


Trip Album








Add Photos »


Yosemite National Park


☒  John Muir Vernal Falls Mist Trail Hike » Schedule

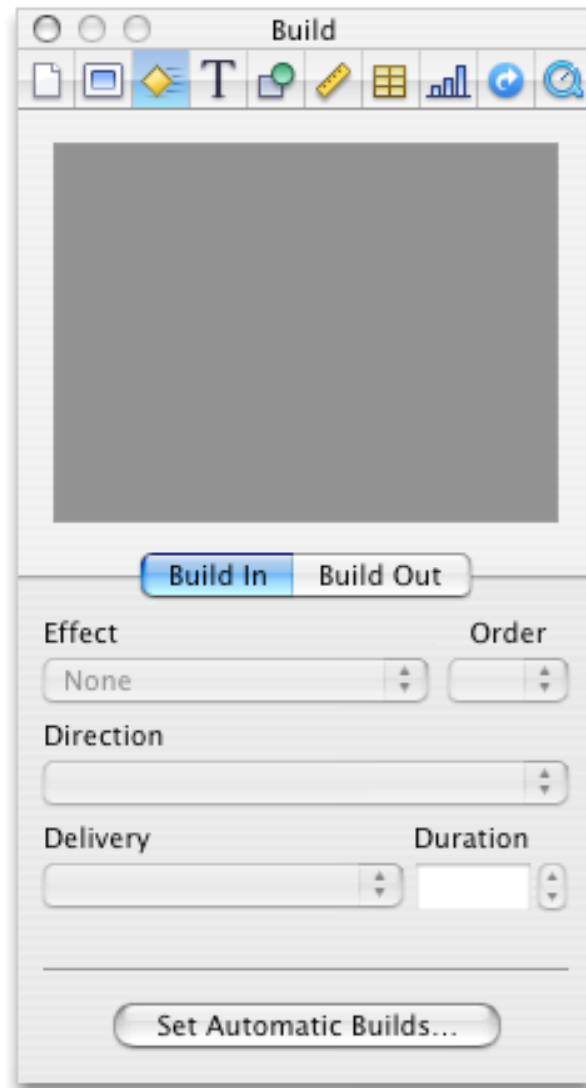
Scheduled Items

Wed 11/23/05 (day 1) - Yosemite Natl Pk, Yosemite National Park

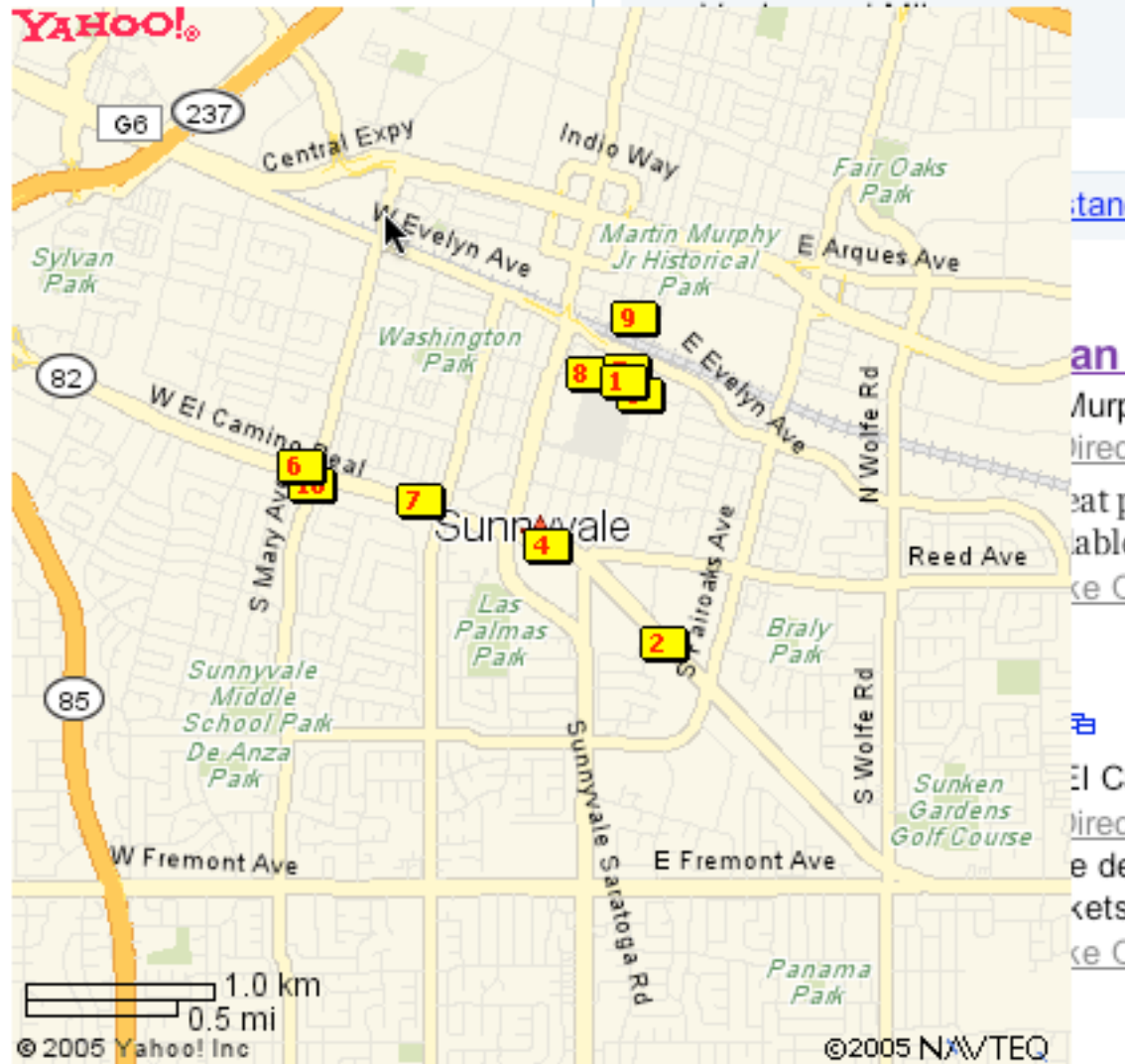
☒  Yosemite Lodge

☒  Tunnel View

☒  Bridalveil Falls Day Hike







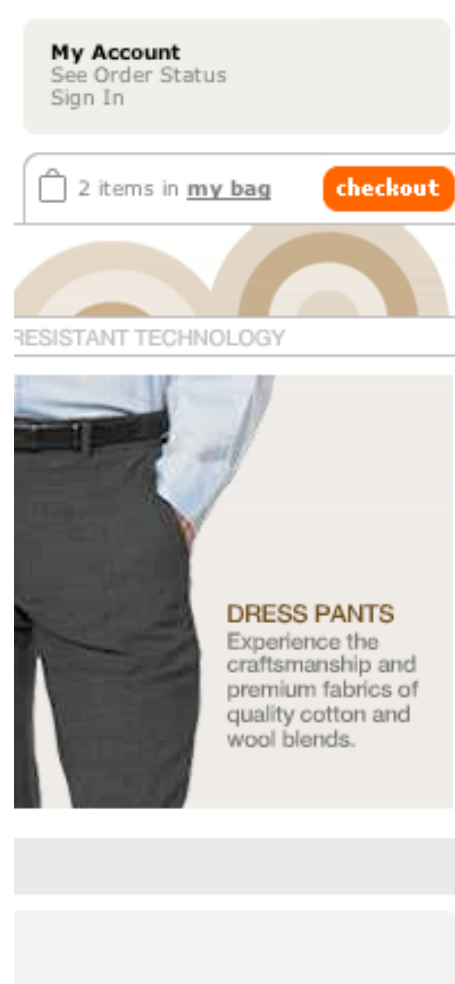
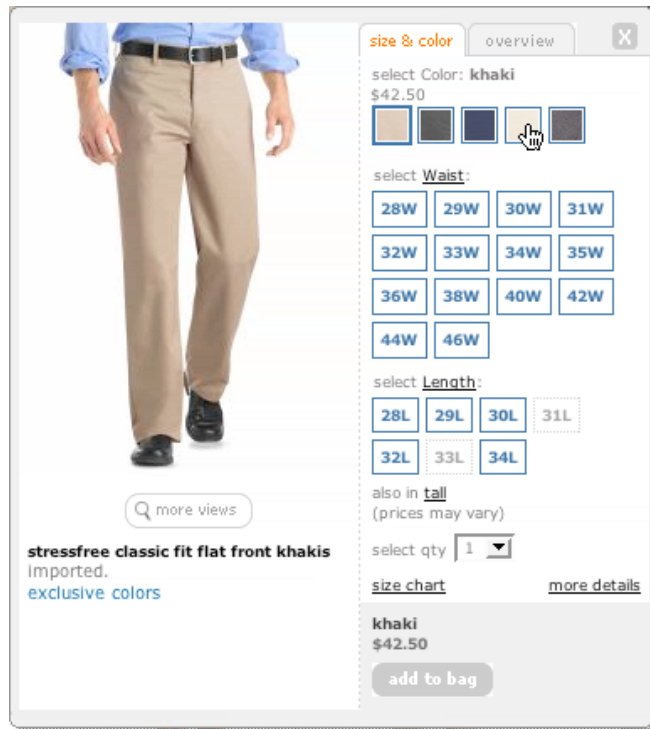
3. [Il Postale](#)

**Endless Scrolling. Expandable Paging  
Boundary. Fresh Content. Hover Detail.  
In Place Drill Down. Inline Assistant.  
Inline Validation. Validate Then Suggest.  
On Demand Refresh. Resizable Modules.  
Scrolling Modules. 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.**

## Rethink process flows

Its the user's model, not the page model

Every page jump is a mental speed bump





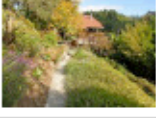




## Rethink process flows

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

Photo Click for info	Price	Bd/Ba Sq Ft	Address and Area Presented By	MLS # (Click for info)	More Photos (Click for info)	Virtual Tours (Click for info)
	\$1,750,000 Single Res	6+, 4+ 3700	14080 BEAR CREEK RD Boulder Creek, CA 95006 (San Lore 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) Alain Pinel Realtors			
	\$2,750,000 Single Res	5, 4+ 5000	155 LARITA DR Ben Lomond, CA 95005 (San Lore Valley) Network Alliance Real Estate			
	\$2,777,000 Single Res	5, 4+ 5819	777 HAPPY VALLEY RD Scotts Valley, CA 95065 (Scotts Valley) Linda Burroughs Real Estate			

### RICO AJAX SEARCH


LiveGrid Demonstration

Powered by Yahoo! Search


Select Search Category: Web **Images** Videos

Search Images:


Search Results Results 1 - 5 of about 1580284 for flowers




**flowers 025**  
flowers021.jpg 110k 29Feb2004 flowers022.jpg 783k 29Feb2004 flowers023.jpg 186k  
http://wp.li.ru/flowers  
1024x768 - jpeg fmt - 0.3MB




**flowers 063**  
flowers059.jpg 122k 29Feb2004 flowers060.jpg 134k 29Feb2004 flowers061.jpg 120k  
http://wp.li.ru/flowers  
1024x768 - jpeg fmt - 0.1MB



**flowers 045**  
flowers041.jpg 277k 29Feb2004 flowers042.jpg 125k 29Feb2004 flowers043.jpg 744k  
http://wp.li.ru/flowers  
1024x768 - jpeg fmt - 0.1MB



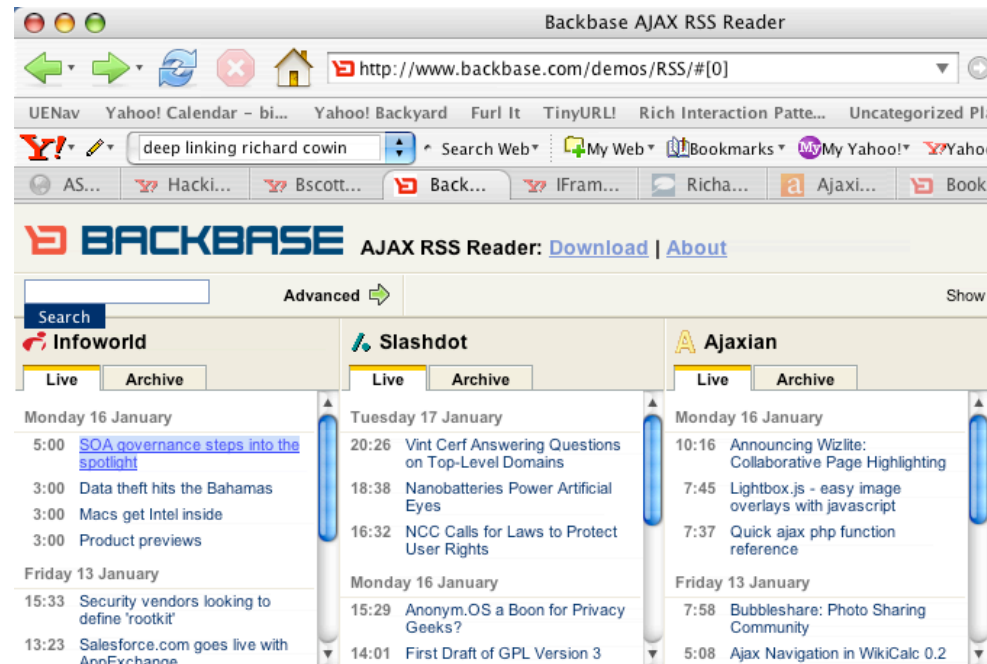
**flowers 076**  
flowers072.jpg 820k 29Feb2004 flowers073.jpg 160k 29Feb2004 flowers074.jpg 120k  
http://wp.li.ru/flowers  
1024x768 - jpeg fmt - 0.1MB



**flowers 019**  
flowers015.jpg 781k 29Feb2004 flowers016.jpg 455k 29Feb2004 flowers017.jpg 143k  
http://wp.li.ru/flowers  
1024x768 - jpeg fmt - 0.3MB

## Rethink process flows

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



## Plan for linking, crawling and back button

Not everything is a single page application  
What will the user think the back button does?

## Rethink paging

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

## Use overlays

For momentary interruption

Replace page transition

When editing an individual, more complex item

Be symmetrical

Not disturb the page

- **Starter Web Page**

Publish basic information on a placeholder [web page](#) — until you're ready to upgrade to a full web site.

[View a sample.](#)

- **Domain Locking**

Safeguard your domain from hijacking and unauthorized transfers with [domain locking](#). Yahoo! Domains secures your domain for you — and only you.

- **Domain Forwarding**

Point your new domain name to a web site you already have with [domain forwarding](#). This is a useful feature if you own multiple domain names.

- **Complete Domain (DNS) Control**

Advanced users: You can easily edit your name servers and [MX](#), [A](#), and [CNAME](#) records for complete control over your domain.

- **Email Forwarding**

Unlimited [forwarding](#) of messages sent to your new domain name into your free Yahoo! email account.



Notes: [Edit]

Just a note...

Tags: [Edit]

Dates: [Add]

Scheduled

Wed 11/23/0

Yoser

Tunne

Bridalveil Falls Day Hike

### Edit Note

Just a note...

Update

Cancel

## Use overlays

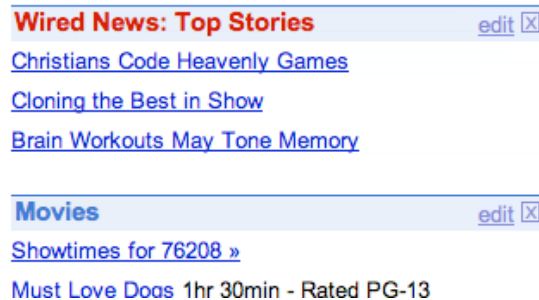
For momentary interruption

Replace page transition

When editing an individual, more complex item

Be symmetrical

Not disturb the page

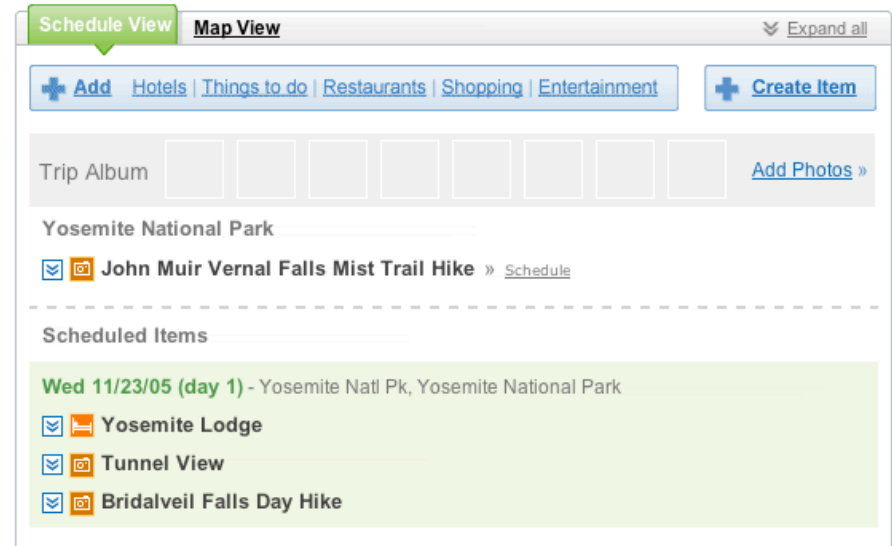


## Use in-context expands

For editing part of a collection

Need to see surrounding context

For managing content modules



## Use overlays

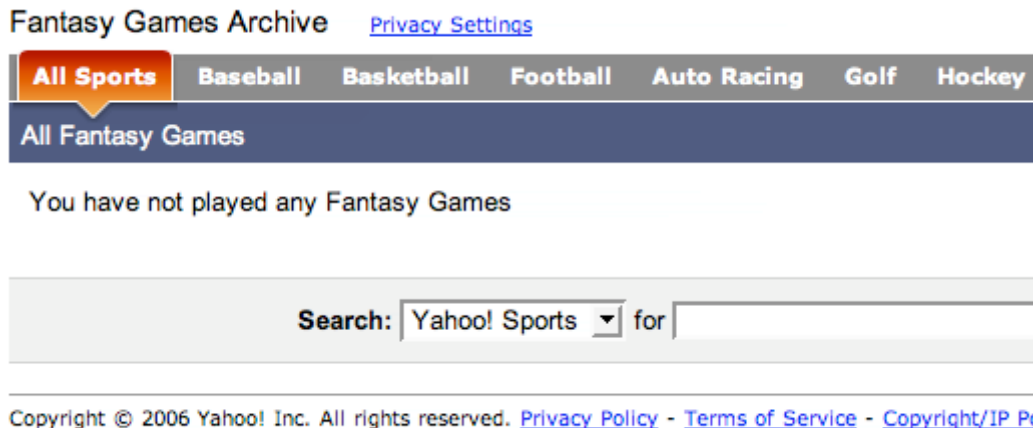
For momentary interruption

Replace page transition

When editing an individual, more complex item

Be symmetrical

Not disturb the page



## Use space creatively

Slide, zoom, flip, lens, fade

Think of your backstage

## Use in-context expands

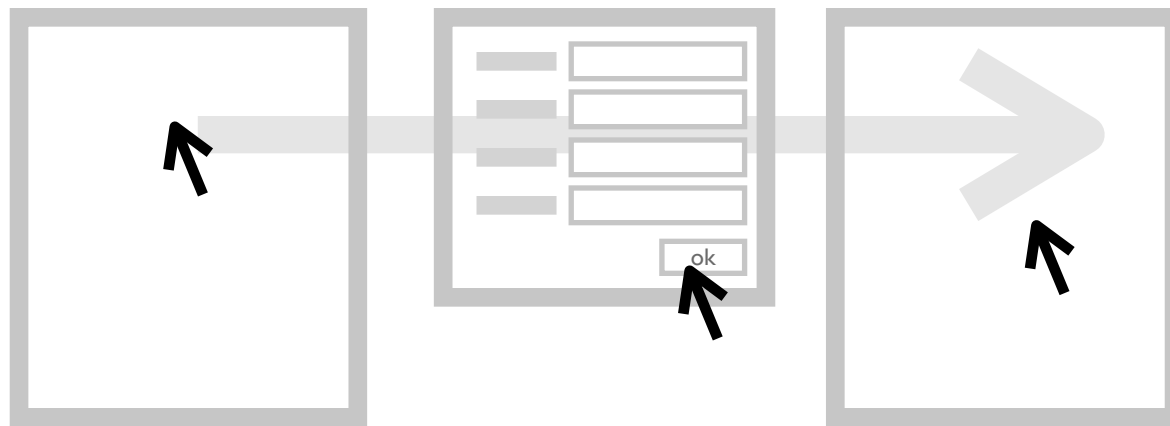
For editing part of a collection

Need to see surrounding context

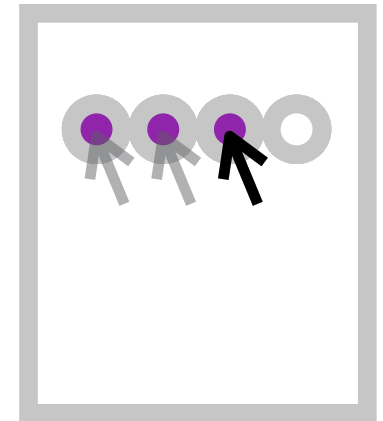
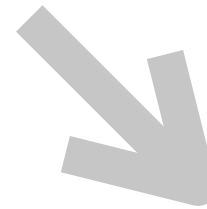
For managing content modules







heavy click-weight



light-weight  
actions



# Leave a light footprint

---

1 2 3 4 >> [See All](#)

straight fit



loose staight fit  
(sandblasted vintage)  
\$49.50



straight fit corduroy  
pants  
\$44.50  
Buy 1 or more, save  
\$14.55 each [See All](#)



straight fit (blasted  
black)  
\$49.50



straight fit (dark  
authentic)  
\$44.50

**Tunnel View** [View](#) | [Map](#) | [Delete](#)

**Bridalveil Falls Day Hike**

**Pages** Writeboards Reminders

Add tags

# Bill's Work – To Do

Body List Notes Files Images Writeboards Links Sharing ?

Lists

## Public Pattern Project

- ☐ Create Taxonomy Tree for all current patterns
- ☐ Finish Transition Patterns
- ☐ Move public patterns to new template and stage
- ☐ Creative Commons License
- ☐ ----
- ☐ YDN Patterns Blog Article
- ☐ Schedule review meeting for Wed
- ☐ Schedule review meeting for Friday

[Add Item](#) [Reorder](#)

- Microsoft Vista, Office 12  
Contextual Command Tabs



**Classics****Recommendations****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](#)

**The Great Escape**[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**[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**[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

**RECOMMEND THIS STORY**

Recommend It:



Average (63 votes)

**Sauce****(415) 252-1369**


131 Gough St  
San Francisco, CA 94102

Cross Street:  
Near intersection of Gough St and Lily St

[www.saucesf.com](http://www.saucesf.com)

Average Rating (10)

[Read 10 reviews](#)**Rate it:**[Write a Review](#)

 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.

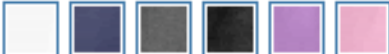
- [Need large quantities? Click for Corporate Apparel](#)
- 100% Cotton. Machine wash. imported.

regular


tall

**Buy More and Save** #346927  
prices may vary

select Color: **royal grape**  
\$29.50 **Buy 2 or more, \$25.00 each**



~~\$29.50~~ **\$9.99**



select Size:

XS

S

M

L

XL

XXL

XXXL

[size chart](#)

Quantity: 

1

royal grape  
~~\$29.50~~ **\$9.99**

add to bag



**Auto Save. In Context  
Tools. In Page Action.  
Remembered Collection.  
Remembered  
Preferences. Auto Form  
Fill. Live Ratings.**




## Watch your click weight

Keep actions immediate and light  
Count “clicks”

### Classics

#### Recommendations




##### 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](#)

Add



##### The Great Escape


★★★★★
Not Interested

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Add

[More Recommendations >](#)

#### Featured Subgenre CLASSIC COMEDIES




##### 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](#)

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

Add

282  
diggs

[digg it](#)

### Fixing the Mighty Mouse

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

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

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

## 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

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

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

A
B
C
D
F

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



## 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

### RECOMMEND THIS STORY

Recommend It:



Average (63 votes)



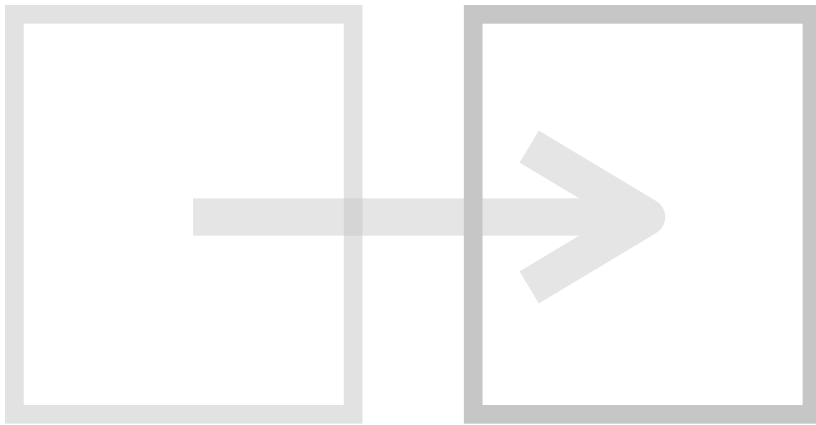
## Use lightweight events

Hover

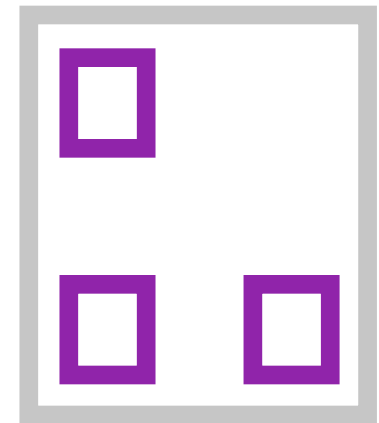
Blur, focus

Click. Avoid double-click





page-based transitions



multiple transitions,  
single page



# Show transitions

---



## Yosemite Thanksgiving [\[ Edit \]](#)

A trip to YOSEMITE NATIONAL PARK  
Fun in Yosemite with Daniel & Kids

☒ [This trip is public](#) • [Sharing settings](#) • [Email this trip](#)

[\[ Update photos \]](#)

**Schedule View**

**Map View**

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[+ Create Item](#)

Trip Album         [Add Photos »](#)

### Yosemite National Park

  **John Muir Vernal Falls Mist Trail Hike** » [Schedule](#)

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### Scheduled Items


**Wed 11/23/05 (day 1)** - Yosemite Natl Pk, Yosemite National Park

  **Yosemite Lodge**  
**From \$97.00 to \$146.00 per night.** • [Reserve Now](#)  
 559-252-4848  
Yosemite Natl Pk, CA 95389  
United States  
In the valley of Yosemite National Park  
**Notes:** [\[ Edit \]](#)  
**Tags:** [\[ Edit \]](#)  
yosemite, hiking



[Women](#) [GapBody](#) [GapMaternity](#) [GapKids](#) [babyGap](#)

**my account**  
see order status  
sign in

 3 items in **my bag** [checkout](#)

**Shoes, Belts & More**

[1](#) [2 >>](#) [See All](#)**bags**

Premium canvas duffle bag  
\$49.50



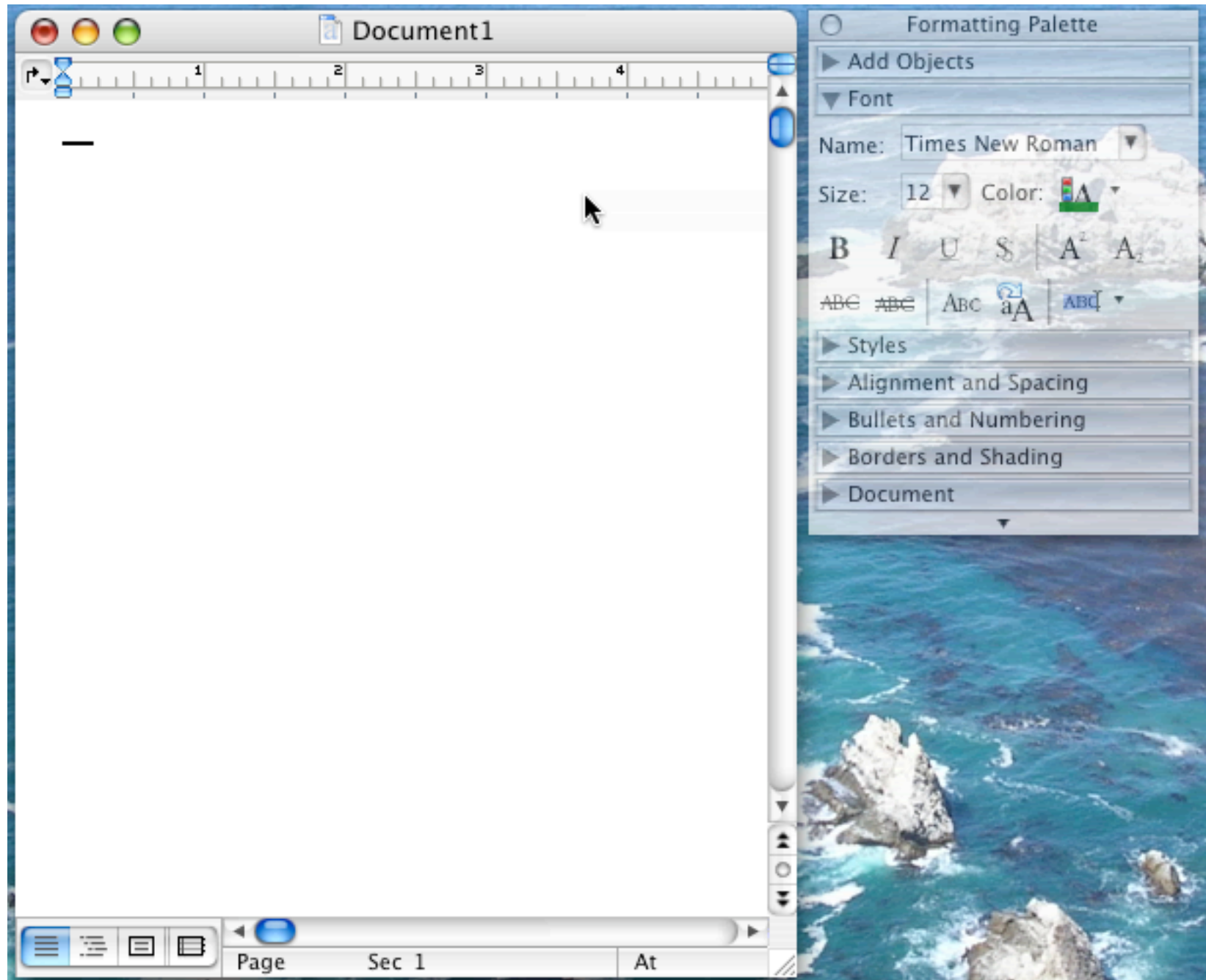
urban nylon sling  
\$34.50



urban nylon backpack  
\$29.50

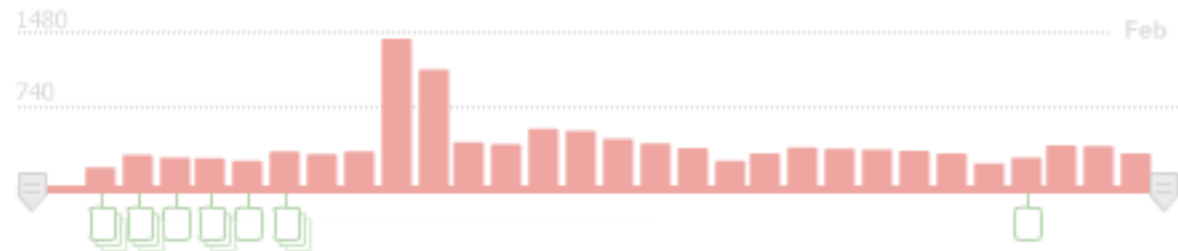


nylon commuter bag  
\$68.00





## Visitors to your blog

**9080 visitors came to your blog**

That's 313 fewer than an average 30 day period.

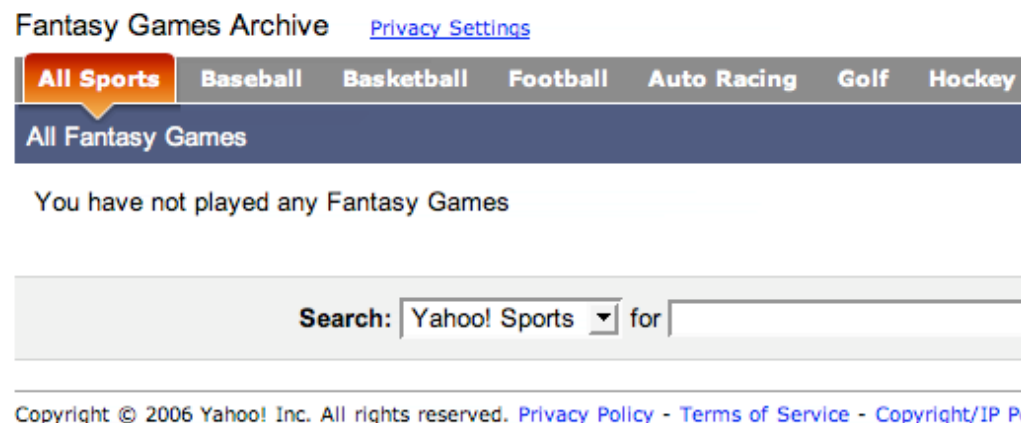
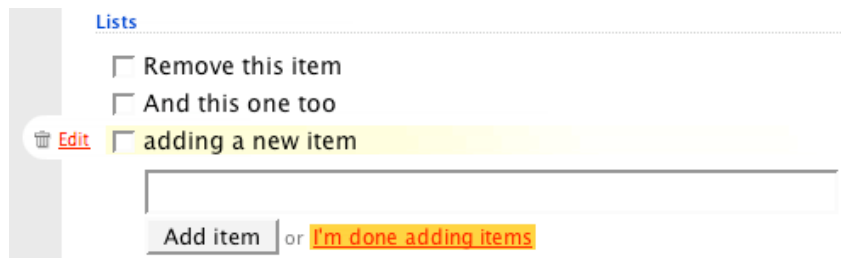
## digg spy: a real-time view of digg

spy on all stories

spy on queued stories

spy on front page stories

What?	Diggs	Story
	+695	<b>Nintendo DS download station finder!</b> <a href="http://www.nintendo.com/dsdownloadstation/">http://www.nintendo.com/dsdownloadstation/</a>
	+1399	<b>How To Build a Game In A Week From Scratch With No..</b> <a href="http://www.gamedev.net/reference/articles/article2...">http://www.gamedev.net/reference/articles/article2...</a>
	+86	<b>David Hahn - The kid who built a nuclear reactor i...</b> <a href="http://en.wikipedia.org/wiki/David_Hahn">http://en.wikipedia.org/wiki/David_Hahn</a>
	+201	<b>Another Apple Mac mini Dual Core 1.66GHz Review</b> <a href="http://reviews.designtechnica.com/review3531.html">http://reviews.designtechnica.com/review3531.html</a>
	+85	<b>David Hahn - The kid who built a nuclear reactor i...</b> <a href="http://en.wikipedia.org/wiki/David_Hahn">http://en.wikipedia.org/wiki/David_Hahn</a>



### • Starter Web Page

Publish basic information on a placeholder [web page](#) — until you're ready to upgrade to a full web site. [View a sample.](#)

### • Domain Locking

Safeguard your domain from hijacking and unauthorized transfers with [domain locking](#). Yahoo! Domains secures your domain for you — and only you.

### • Domain Forwarding

Point your new domain name to a web site you already have with [domain forwarding](#). This is a useful feature if you own multiple domain names.

### • Complete Domain (DNS) Control

Advanced users: You can easily edit your name servers and [MX](#), [A](#), and [CNAME](#) records for complete control over your domain.

### • Email Forwarding

Unlimited [forwarding](#) of messages sent to your new domain name into your free Yahoo! email account.



[Learn more...](#)



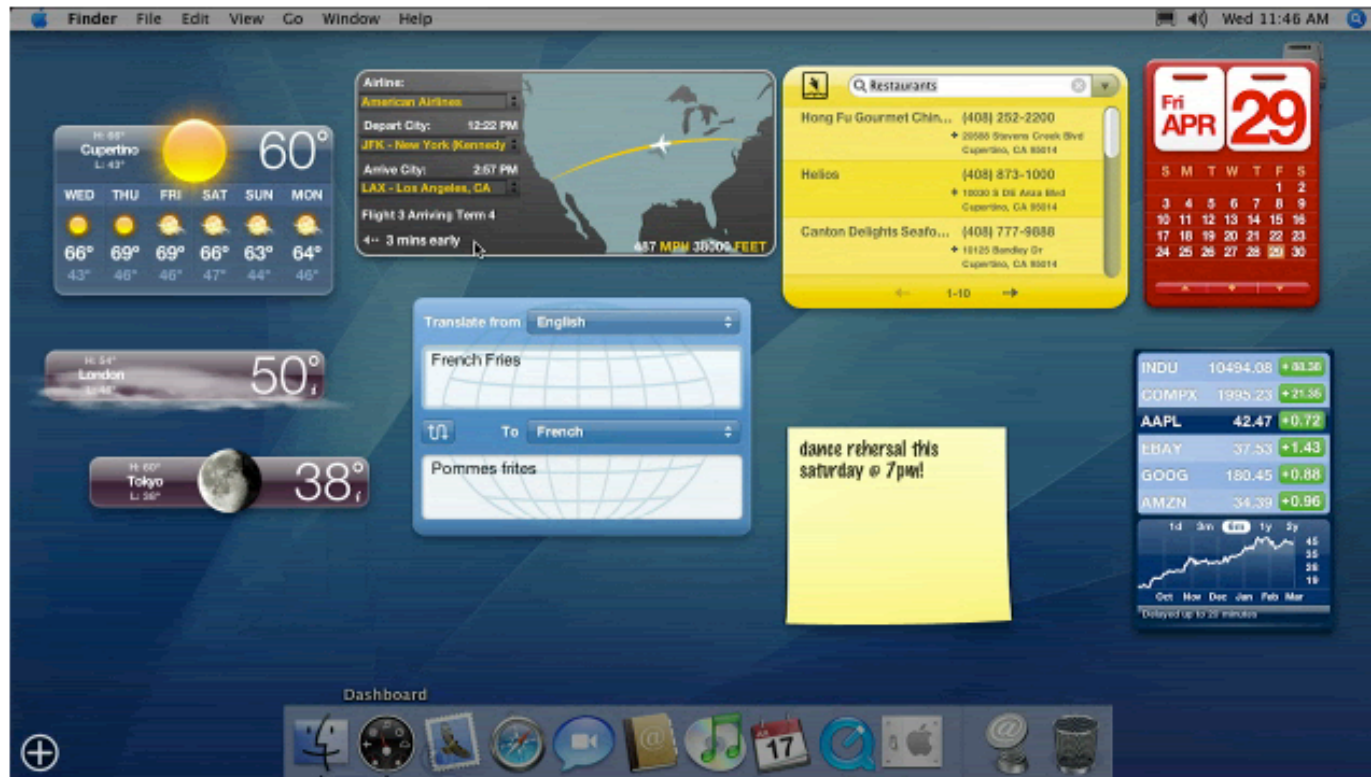
- Brighten. Raise importance
- Cross Fade. One leaves, another enters
- Dim. Lower importance
- Expand. Open in context of others
- Fade In. Good for adds
- Fade Out. Good for deletes
- Flip. Edit configuration
- Animate. Change relationship, tweening
- Self-Healing. After delete or “yank”
- Collapse. Close in context of others
- Slide. Similar to expand but child window

**Transition. Brighten Transition.  
Cross Fade Transition. Dim  
Transition. Expand Transition.  
Fade In Transition. Fade Out  
Transition. Flip Transition.  
Animate Transition. Self-  
Healing Transition. Collapse  
Transition. Slide Transition.**

# Speak to the BRAIN

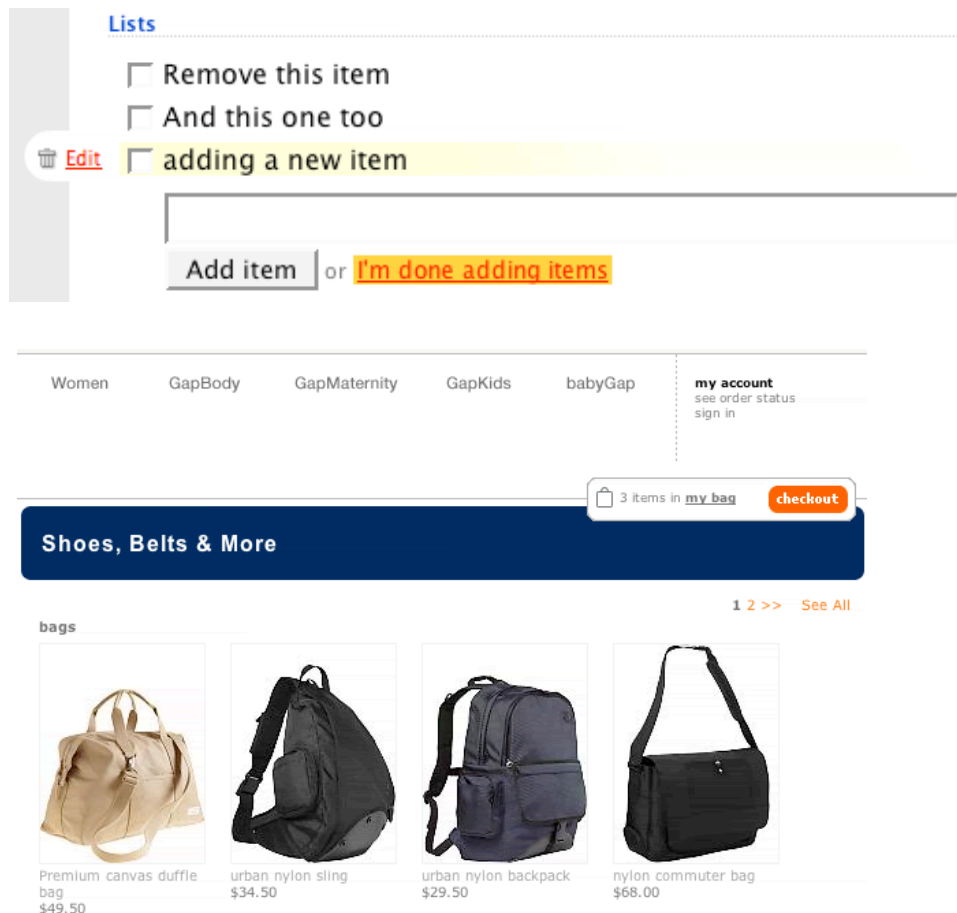
Understanding attention processing

Sending the wrong message



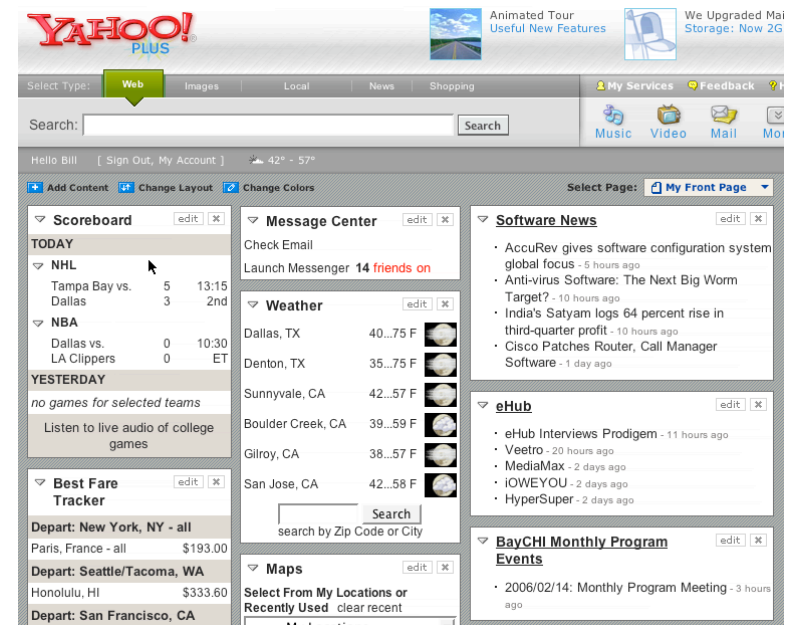
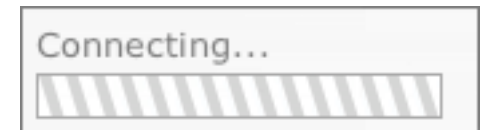
## Speak to the BRAIN

Understanding attention processing  
Sending the wrong message



## What you can communicate

Speed up time  
Slow down time  
Show state change  
Show relationships between objects



## Speak to the BRAIN

Understanding attention processing

Sending the wrong message

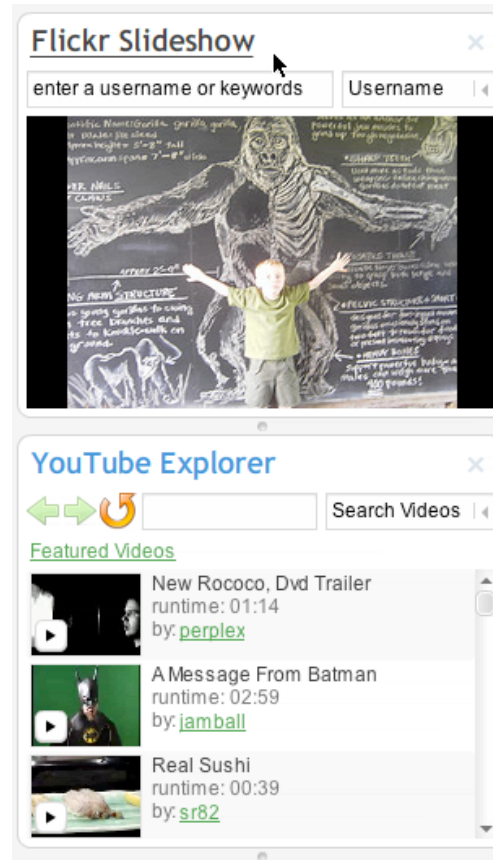
## What you can communicate

Speed up time

Slow down time

Show state change

Show relationships between objects

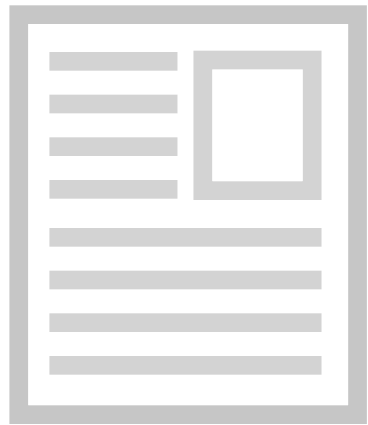


## Keep it sane

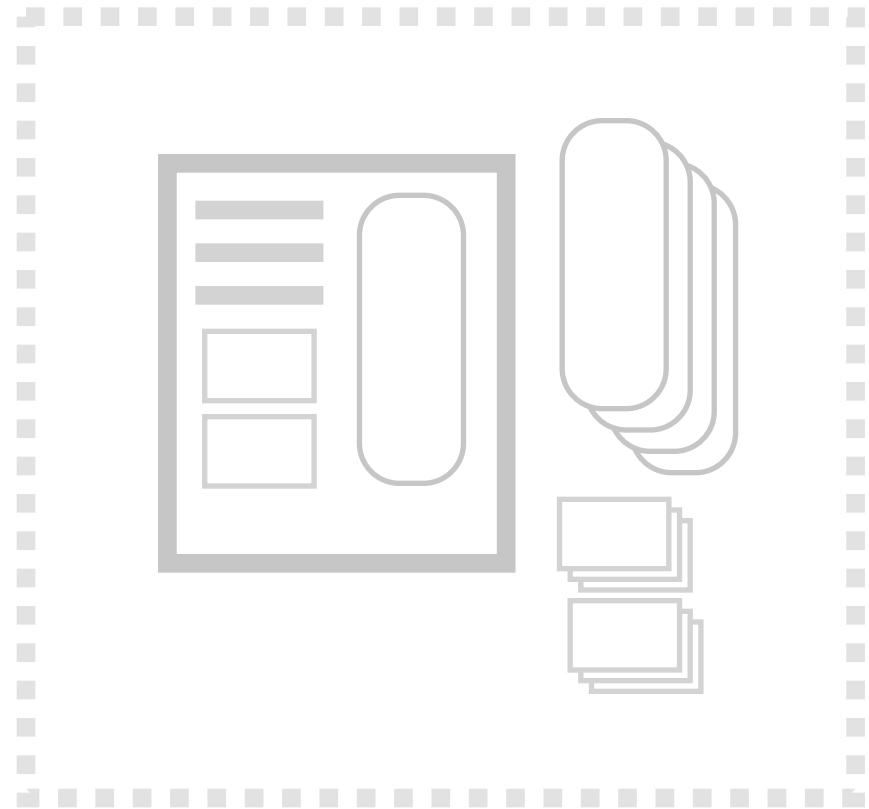
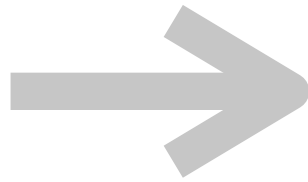
“Cut in half” rule of thumb  
Use a “contrast knob” approach  
Don’t overuse

- The more rapid the change the more important the event.
- Rapid movement is seen as more important than rapid color change.
- Movement toward the user is seen as more important than movement away from the user.
- Very slow change can be processed without disrupting the user's attention.
- Animation can be used to communicate where an object was and now is





page



objects



# Think in objects



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	<b>Page-Based Web</b>	<b>Rich Internet App</b>
<b>Richer Model</b>	Document	Rich Internet Object
<b>Longer Lifecycle</b>	Transient	Permanent
<b>Community/ Sharing</b>	Bookmark	Content, properties, and behaviors

**Schedule View** **Map View** [Expand all](#)


[+ Add](#) [Hotels](#) | [Things to do](#) | [Restaurants](#) | [Shopping](#) | [Entertainment](#) [+ Create Item](#)

### Yosemite National Park

  [John Muir Vernal Falls Mist Trail Hike](#) » [Schedule](#) | [View](#) | [Delete](#)

 +1 209 372 0200  
Happy Isle Shuttle Stop #16  
Yosemite National Park, CA 95389  
United States



This hike is also known as the Mist Trail because it passes right beside Vernal Falls, which in the spring blows a heavy mist everywhere. This 1.4 mile roundtrip hike is considered a moderate 

**Notes:** [ [Edit](#) ]



**Tags:** [ [Edit](#) ]



**Dates:** [ [Add](#) ]


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### Scheduled Items

[Wed 11/23/05 \(day 1\)](#) - Yosemite Natl Pk, Yosemite National Park

  **Yosemite Lodge**

  **Tunnel View**

  **Bridalveil Falls Day Hike**

## Other trips you might like ...

[Browse All Public Trips »](#)

The Ultimate A ...  
by [ajrao1918](#)  
[Copy this trip](#)



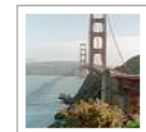
SF Trip  
by [pilak\\_shah](#)  
[Copy this trip](#)



6 Parks in 8 d ...  
by [jacorebb](#)  
[Copy this trip](#)



Yosemite  
by [whiskeywom...](#)  
[Copy this trip](#)




Cali Baby!  
by [ibily78](#)  
[Copy this trip](#)

**Rich Internet Object.  
Available. Selected.  
Identifiable Object.**

# Rethinking the model

What is the user's mental model?

How to distinguish from content?



## Yosemite Thanksgiving [\[ Edit \]](#)

A trip to YOSEMITE NATIONAL PARK  
Fun in Yosemite with Daniel & Kids




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Trip Album



[Add Photos »](#)

Yosemite National Park


☒

[John Muir Vernal Falls Mist Trail Hike](#)
[» Schedule](#)

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 yosemite, hiking



## Rethinking the model

What is the user's mental model?

How to distinguish from content?

## The power of sharing

Bloggable, shareable, findable

How to dial-in community

Collections

**Microsoft Gadgets** Gallery Blog Forums Build Macros Login

**Gadget Gallery**

This is the place where you can share your gadgets with everyone. Just zip up your source code, create a preview image, provide a description and upload!  
Please read our [Upload Agreement](#) before uploading your gadgets.

**Search Gadgets by Tag**

**Add a Gadget**  
[Login](#) to upload a Gadget that you build.

**Favorites**  
[Login](#) to add tags to your favorites.

**Popular Tags**  
french competition, search, games, french\_competition, game, Google, music, clock, maps, More...

**Sort By**  
Views 9

Gadget Name	Views	Replies	Downloads
<b>Live Clock v 2.1</b>	60,157	62	3,647
<b>Virtual Earth</b>	38,074	13	0
<b>Windows Live Favorites</b>	33,375	56	124,406
<b>NASA Image of the Day</b>	32,193	7	326
<b>Xbox Live GamerTag 2.0</b>	31,622	42	670
<b>ToDo List</b>	28,667	21	144
<b>Live Google Search v1.1</b>	28,589	11	1,747
<b>Windows Live Mail Mobile</b>	27,511	4	298
<b>WeatherBug Live Weather</b>	23,938	38	851

## Rethinking the model

What is the user's mental model?

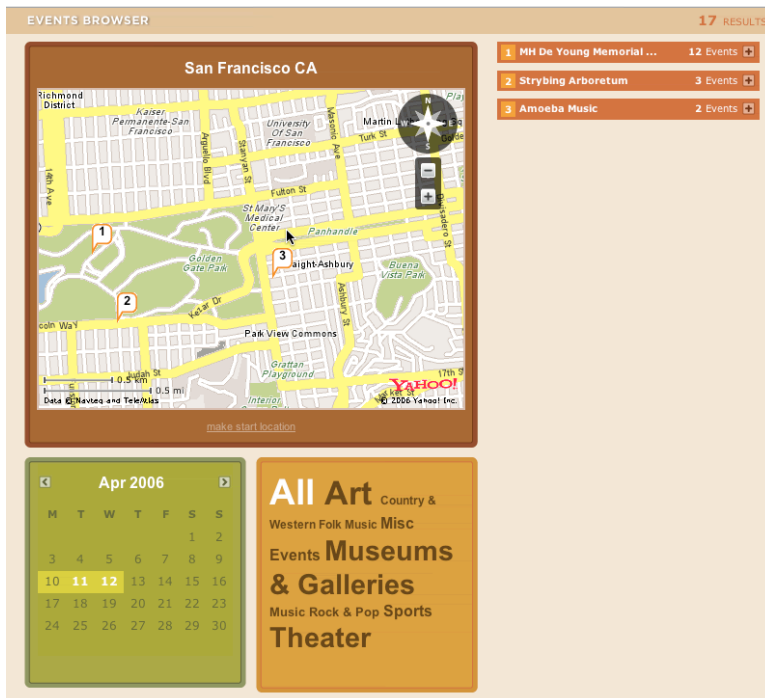
How to distinguish from content?

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## Web 2.0 as a platform

Rich objects fit the SOA model

Creates a good separation of concerns

Mashups



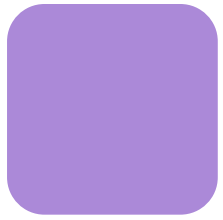
See your friends on a mobile map. Anywhere. Outside or inside.





# Questions?





# Participate?

# Have You Seen a Cool Example?

- **Tag It!**

- Use 'ypatternexample' tag in either delicious or Yahoo! My Web2
- Use additional tags to identify the pattern name you think it belongs to
- Write a comment about what is interesting about the example or how to see the interaction