

# Designing for Ajax

Principles and Patterns for Designing Rich Internet Applications



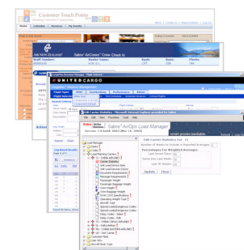
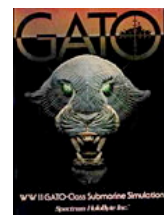
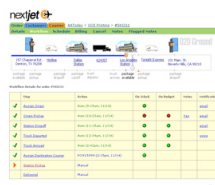
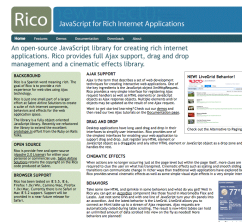
Bill W. Scott, Y! Ajax Evangelist

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

1

## 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>



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2

2

# 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/



http://yuiblog.com



## Yahoo! Patterns Discussion Group

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



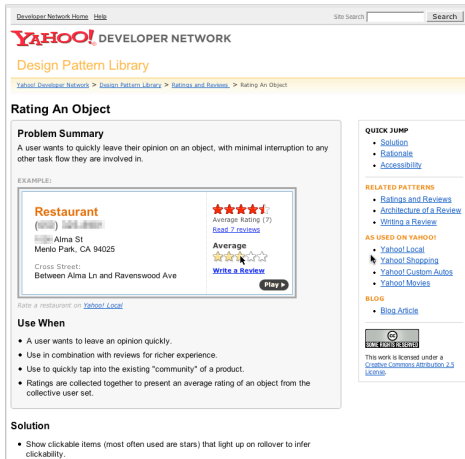
**Breadcrumbs. Module Tabs. Navigation Tabs. Auto Complete. Pagination. Item Pagination. Search Pagination. Ratings and Reviews. Architecture of a Review. Rating an Object. Writing a Review. Drag and Drop. Drag and Drop Modules. Transition. Dim. Brighten. Cross Fade. Contract. Expand. Fade In. Fade Out.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



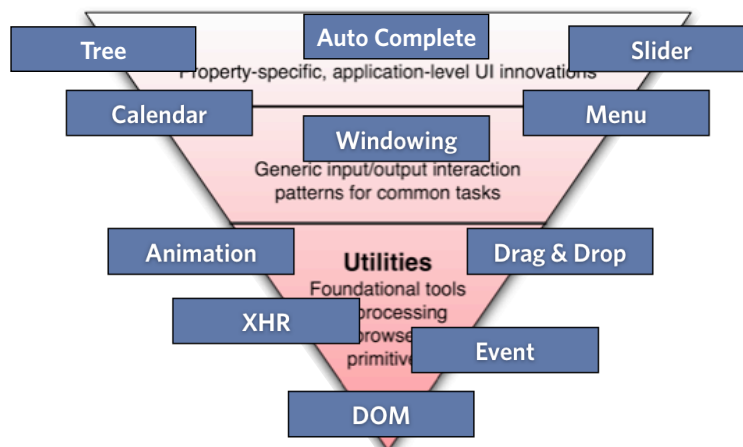
Yahoo! service responds with a JSON representation of a pattern. Allows anyone to mashup the patterns into a corporate pattern library

Pattern Service

Corporate Branded Pattern Site (mashup)



## Yahoo! UI Library



# Designing for Ajax

- **Richness**  
What is richness?
- **Ajax Patterns**  
DNA of an Ajax Pattern
- **Principles**  
Principles for Ajax Design

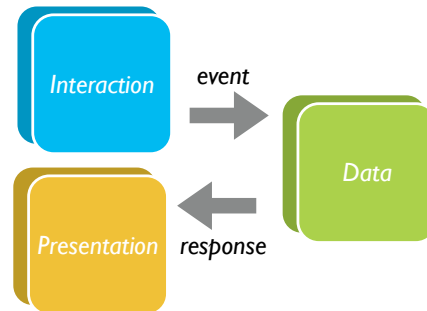


## Richness



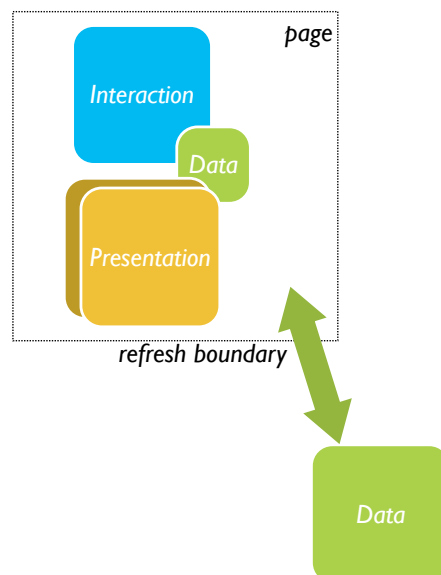
## Defining Richness: Web in 3D

- Interaction Dimension
- Data Dimension
- Presentation Dimension

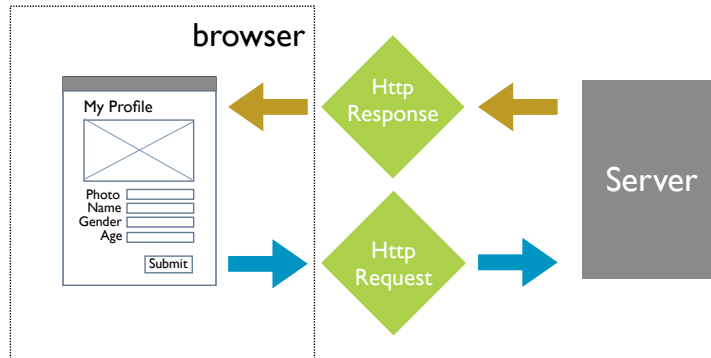


## Classic Web

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



# Classic Web Illustrated



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15

15

# Ajax = Just-in-Time. Immediacy.

**Most Popular**

Most Emailed | Most Viewed | Most Recommended | My Sources

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

» All Most Emailed

**World**

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

Just-in-time data

Just-in-time presentation



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
t	481,000 results
ne	552,000 results
	347,000 results

Just-in-time logic



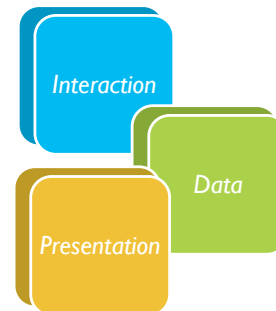
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16

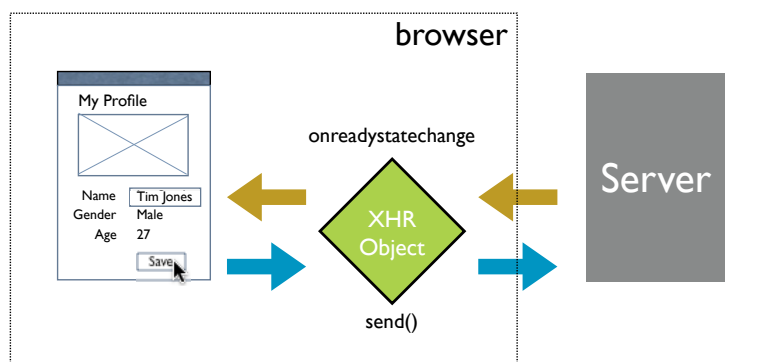
16

# 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



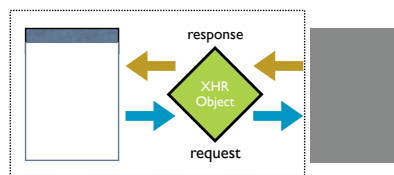
## Rich Design Patterns

**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



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25

25

## 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



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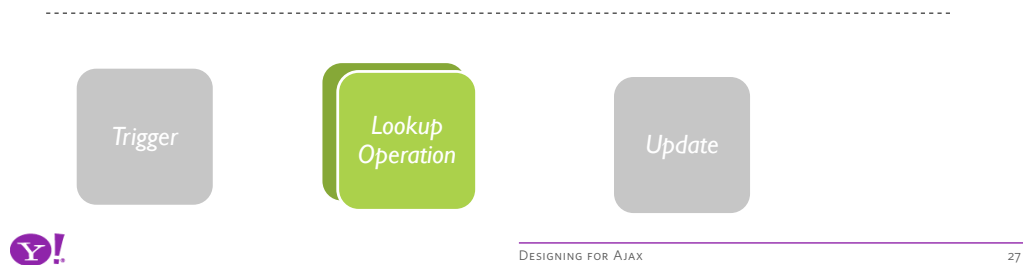
26

26

## 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.**

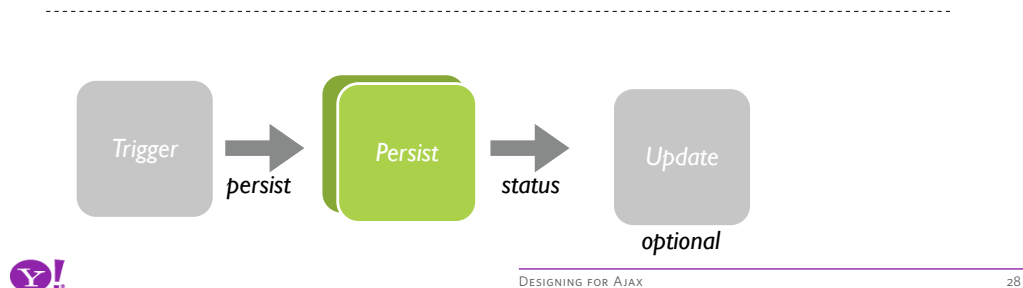


27

## 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.**



28

# 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.**



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29

29

# Pattern-O-Matic



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30

30



# 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

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## Pattern. Drag & Drop

## 1 Keep it direct

The screenshot shows the Yahoo! Plus homepage. At the top, there's a search bar and navigation tabs for Web, Images, Local, News, and Shopping. Below this, there's a 'Hello Bill' greeting and a 'Sign Out, My Account' link. The main content area is divided into several sections: 'Scoreboard' with sports results, 'Message Center' with email and messenger status, 'Weather' with local forecasts, 'Software News' with tech updates, and a 'Mail' section with an 'Inbox' of 2152 messages. A 'Recently Added' section on the right shows a list of items, with one item being dragged by a mouse cursor to a 'Helpful Tip' section. The 'Helpful Tip' section contains a 'Drag & Drop to Change Order' tip. The 'Mail' section shows a list of messages with columns for 'From' and 'Subject'.



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35

35

## Pattern. In Page Editing

## 1 Keep it direct

### Rocky Waters

ADD NOTE SEND TO GROUP ADD TO SET SLIDE TIME ALL FAVORITES ORDER PRINTS ROTATE DELETE X



Add tags

### Test Page

Body List Notes Files Images Writeboards Links Sharing 7

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:

A	B+	B	B-
B-	Fair	C	D
F			

[write a review](#)

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



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36

36

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
Yahoo! Toolbar	Welcome!
Weekend Extra	5 Tips for



**My Saved Pages** > ypatternexample

Items 1 - 4 of about 4

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

[comingSoon.mov \(video/quicktime.Object\)](#) [Shared at 4:40 PM PST](#)  
[Email](#) - [IM](#) - [Delete](#)

Shared by: Me - [Details](#) - [Edit](#)  
 Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratingandobjectpatter...](#), [more...](#)  
 Access: Everyone  
[http://ajc.videos.revision3.com/diggation/comingSoon.mov](#)

[Ajaxian ? New Digg Ajax Comment System](#) [Shared at 4:49 PM PST](#)  
[Email](#) - [IM](#) - [Delete](#)

Shared by: Me - [Details](#) - [Edit](#)  
 Tags: [code](#), [inline edit](#), [internalyahoos](#), [patterns](#), [ypatternexample](#), [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](#)  
[Email](#) - [IM](#) - [Delete](#)

Notes: [rich text editor for blogs](#)  
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 Access: Just me  
[http://f3.corp.yahoo.com/~scotts/xpost.html](#)

**digg** [×](#)

- David Hahn - The kid who built a nuclear reactor in his shed
- Good Article for PHP lovers
- BestBuy using illegal software
- Serenity HD DVD coming out next week, April 18th
- Top 10 US cities best prepared for an oil crisis
- Sun Upgrades Servers With Faster Opteron
- Dell's Quest for Cool - Will Alienware make the tech world's dullards hip?
- Watch Your Data Inflate the Flashbag

[Resize](#)

**Getting Started** [×](#)

Add or invite a friend to Gtalkr  
 Change your profile image  
 Frequently asked questions  
 Gtalkr Blog

**TechCrunch** [×](#)



**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

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

Photos are from  
22 Oct 05.

Click to edit



## 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

### 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.cc](#)



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



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

☐ Account for experimental patterns as well as established patterns

## Provide in-context tools

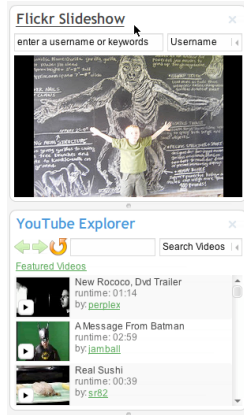
Only good for single operations

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

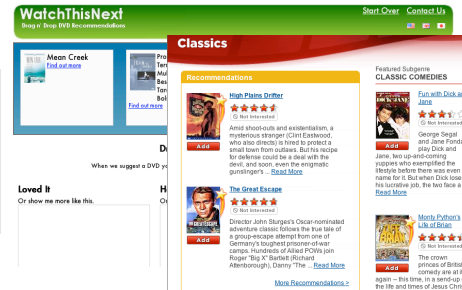
- What is spam?
- Can I transfer my message credits?
- How do I delete my HandyPay account?
- What if I didn't receive my full message package?
- I need to contact customer care regarding the Compose Text Message service.

## 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

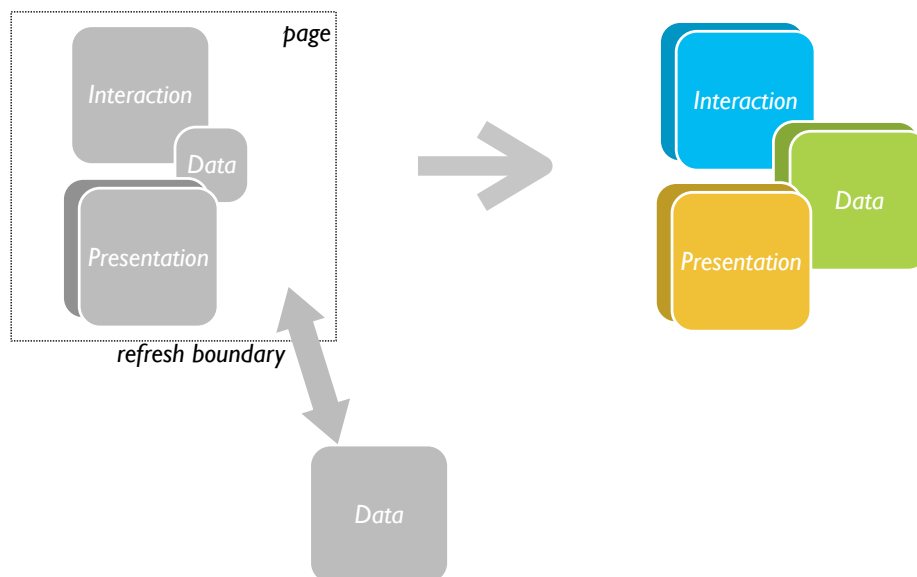
## Provide in-context tools

Only good for single operations

Can actually slow you down



## Shift. Immediacy.



# 2

## Provide live feedback



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45

45

### Pattern. Live Search, Live Suggest

### 2 Provide Live Feedback



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

#### 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**  **Books**

Just type, results will come every couple of seconds or so. Remember you can [House Over the History](#) (on the left) to bring it back up. Waiting until you're done...

**Web Services Testing** **Axis and Web Services** **Fix your Web service now** **Fast XML Firewalling**

**Ajax in Action** **Agile Web Development with Rails** **Foundations of Ajax** **DHTML: Utopia Modern**

**Ajax Patterns and Best Practices** **Professional Ajax** **Black Ajax** **Web Design Using JavaScript & DOM**

**The Coaching Philosophies of Louis van Gaal and the Ajax Coaches** **The Unknown Ajax** **Ajax Training Sessions**



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46

46

**YAHOO!**

search

#### 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](#).

3. Categorize the question

You have 110 characters to work with. Add details to your question.

You have 1000 characters to work with.

Arts & Humanities -> Auto & Transportation ->



# KAYAK™

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From

☒ Show Nearby Airports

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Time

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☒ Show Nearby Airports

Return

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Time

Travelers

Cabin

☐ Prefer Nonstop

for [hundreds of airlines.](#)

## Find Athletes and Countries

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PRESENTED BY  
**CHEVROLET**

### Medal Count









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


» Full Medal Count     

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

**Cc:**

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

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



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](#)

☒ Alaska Airlines [nonstop](#) [1+](#) [\\$205](#)

☒ America West [\\$198](#) [\\$212](#)

☒ American Airlines [\\$189](#) [\\$194](#)

☒ JetBlue Airways [\\$192](#)

☒ Multiple Airlines [\\$198](#)

☒ US Airways [\\$198](#) [\\$212](#)

☒ 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 2:21p 0 (1h 24m)  
10:00a 11:25a 0 (1h 25m)


[buy direct at](#)

**\$192** OAK > LAS  
LAS > OAK  Southwest 12:57p 2:21p 0 (1h 24m)  
10:00a 11:25a 0 (1h 25m)


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**\$192** OAK > LAS  
LAS > OAK  Southwest 12:57p 2:21p 0 (1h 24m)  
10:00a 11:25a 0 (1h 25m)


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LAS > OAK  Southwest 12:57p 2:21p 0 (1h 24m)  
10:00a 11:25a 0 (1h 25m)

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**\$192** OAK > LAS  
LAS > OAK  Southwest 12:57p 2:21p 0 (1h 24m)  
10:00a 11:25a 0 (1h 25m)

[buy direct at](#)

**\$192** OAK > LAS  
LAS > OAK  Southwest 12:57p 2:21p 0 (1h 24m)  
10:00a 11:25a 0 (1h 25m)

[buy direct at](#)

**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

**Flight Results**

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**\$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](#)

**GO!**

**Great Flight + for Las Vegas**


Save with add-on hotel to your flight Vegas and save [www.cheapticket.com](#)

**Save with Flight deals for Las Vegas**

Build your trip to Las Vegas and get a great deal and Go. [www.orbitz.com](#)

**Las Vegas Vacation Packages from Lodging.com**


Save more when you book your hotel with your flight. [www.lodging.com](#)



Welcome, **billwaynescott**

[Sign Out](#) [My Account](#)

[FaceChase Home](#)



blog: Looks Good Works Well | settings | help | sign out | feedback

**measuremap** An overview of visitors during January 2006

Visitors to your blog

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

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

Sort by: Low price | Departure times | Return times

\$166 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

Standard Header | Hide Panel

Wed Feb 1 17:06:45 2006

**Your Domain Is Active**

Yahoo! Webhosting <wh-professional@yahoo-inc.com>

To: yuiblogger@yahoo.com

Cc: billwscott@gmail.com

Airports

<input checked="" type="checkbox"/> Oakland - OAK
<input checked="" type="checkbox"/> San Francisco - SFO
<input checked="" type="checkbox"/> San Jose - SJC

GO!

DESIGNING FOR AJAX

**My Grade:**

B- Fair

write a review

A

B+ B B-

C

D

F

Gmail

+talk BETA

Search Mail Search

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.

DESIGNING FOR AJAX

Search Tags Blog Finder Popular About

president bush in All Blogs Search Options

882,052 posts about: Add to Watchlist

**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 All Languages

**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

Y! DESIGNING FOR AJAX 51

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/ds/downloadstation/">http://www.nintendo.com/ds/downloadstation/</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://ireviews.designtechnics.com/review3531.html">http://ireviews.designtechnics.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>

Page Layout

Size Orientation Margins Columns Breaks Line Numbers Hyphenation

**Normal**  
Top: 1.00" Right: 1.00"  
Bottom: 0.75" Left: 0.75"

**Narrow**  
Top: 0.25" Right: 0.25"  
Bottom: 0.25" Left: 0.25"

**Wide**  
Top: 1.00" Right: 1.00"  
Bottom: 2.00" Left: 2.00"

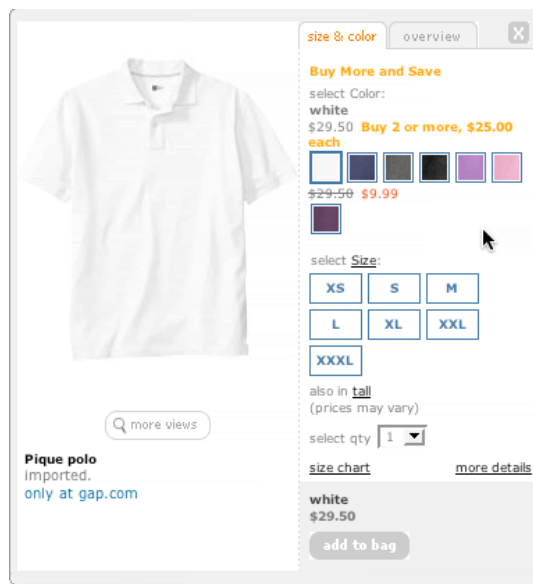
**Mirrored**  
Top: 1.00" Right: 1.00"  
Inside: 1.25" Outside: 1.25"

Advanced

Office 12 Live Preview

Y! DESIGNING FOR AJAX 52

52



**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

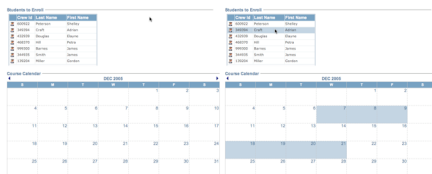
## Most Popular

Most Emailed | Most Viewed | Most Recommended | My Sources

- Lonely elephants, apes baffled by post-Katrina life at zoo
- Scientists Study Gort
- Inflation Soars Highest
- Rick Springfield's Soa
- Feds Want Banks to
- 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 logic



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

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 zip](#), [csu monterey bay](#), [monterey bay suites](#), [monterey bay hotels](#), [monterey bay lodge](#), [monterey bay jobs](#)



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](#)

©2005 Google

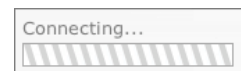
DESIGNING FOR AJAX

55

55

**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



DESIGNING FOR AJAX

56

**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



DESIGNING FOR AJAX

57

57

**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

282

Pages

[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](#) |

Search Mail

Search

**Your message has been sent.****AJAX Activity Indicators****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

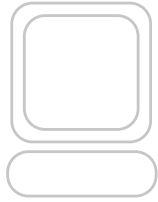
Avoid creating feedback noise/jitter



DESIGNING FOR AJAX

58

58



desktop

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

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



web

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-**  
Fair

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

[write a review](#)



DESIGNING FOR AJAX

61

61

### 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
Yahoo! Toolbar	Welcome!
Weekend Extra	5 Tips for



DESIGNING FOR AJAX

62

62

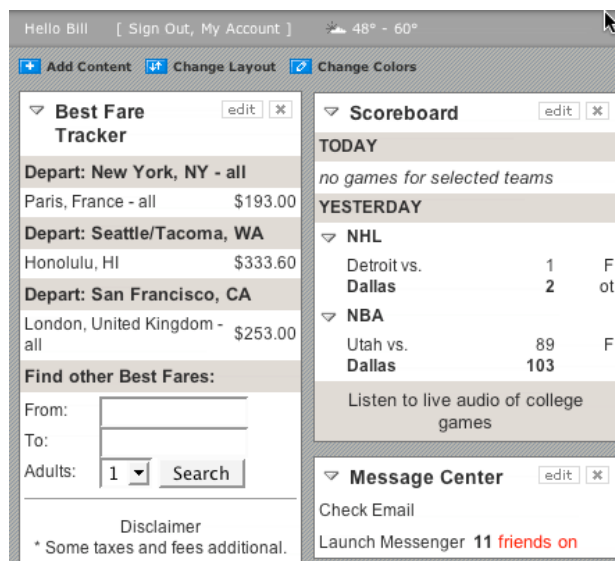
To see a product preview in action, hover over the link below.



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.



## 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 600922/Peterson	6	7 999300/Barnes 344935/Smith 139204/Miller	8	9	10
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** **B-**

Fair **C**

**D**

[write a review](#) **F**

Lists

☐ Remove this item

Add item or **I'm done adding items**

[Make a new list](#)



DESIGNING FOR AJAX

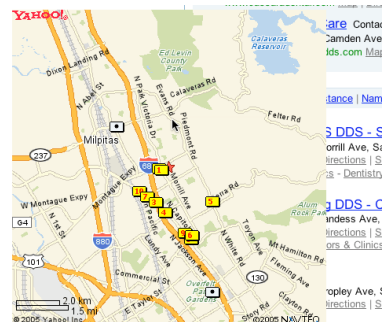
67

67

## 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.

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DESIGNING FOR AJAX

68

68

**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 X

**Get the actors involved**

Hover Invitation  
Cursor Invitation  
Tooltip Invitation



DESIGNING FOR AJAX

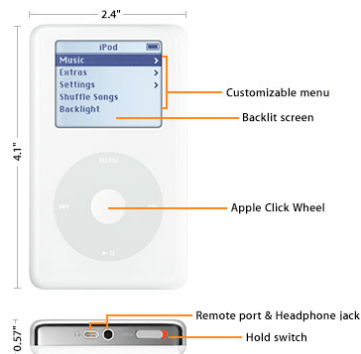
69

**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

**Pick Up at the Store**

	<a href="#">Edit</a>	<input type="checkbox"/> Chips
	<a href="#">Edit</a>	<input type="checkbox"/> Orange Juice2
	<a href="#">Edit</a>	<input type="checkbox"/> Milk
	<a href="#">Edit</a>	<input type="checkbox"/> Bread
	<a href="#">Edit</a>	<input type="checkbox"/> Tomatoes
	<a href="#">Edit</a>	<input type="checkbox"/> Lettuce
<a href="#">Add item</a>		<a href="#">Reorder</a>

**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**

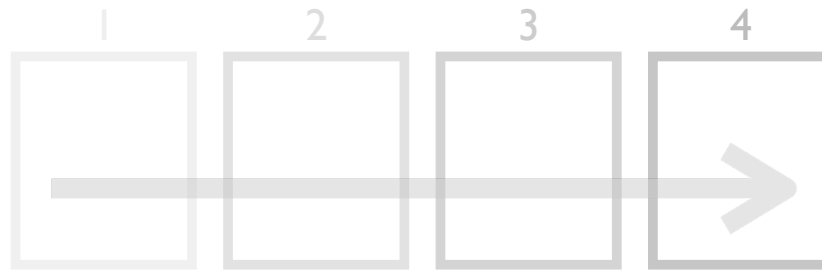
Hover Invitation  
Cursor Invitation  
Tooltip Invitation



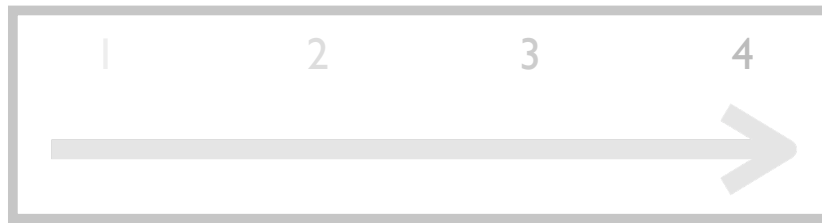
DESIGNING FOR AJAX

70

70



classic flow across pages



rich flow within page



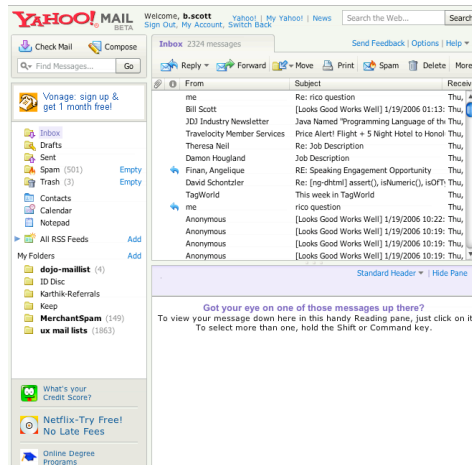
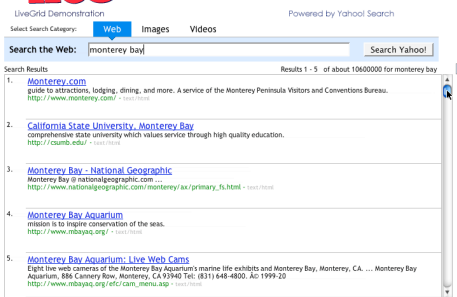
## 4

### Cross borders reluctantly



## Rico LiveGrid

RICO AJAX SEARCH



## Yahoo! Mail Beta (Oddpost)

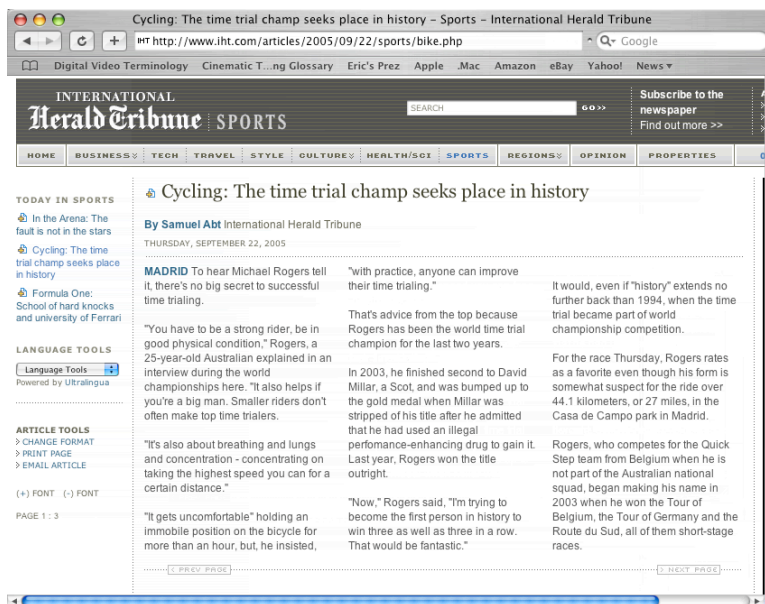


DESIGNING FOR AJAX

73

73

- At the very least make your paging fast



DESIGNING FOR AJAX

74

74

Buy 1 or more, save \$14.55 each [See All](#) #308593  
select Color: navy prices may vary  
\$44.50 Buy 1 or more, save \$14.55 each [See All](#)

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

select Length: 30L  
28L 30L 32L 34L

[size chart](#)

Quantity: navy, 38W 30L  
1  \$44.50 [add to bag](#)

CH [Search by topic](#)

Contact: [Private](#)

How can we be of service?

Select...

kaboodle!

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

- Select Page: Web 2.0 Companies  or [Create new page](#)
- Review Item: [Review VideoEgg](#)  
VideoEgg  
Added by bilwescott (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](#)



DESIGNING FOR AJAX

75

75

 [more views](#)

select [Color](#): babe pink combo #357223  
\$14.50  
☐ ☐ ☐

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

Quantity: babe pink combo  
1  \$14.50 [add to bag](#)

please select a Size before adding to bag



DESIGNING FOR AJAX

76

76

**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:** 

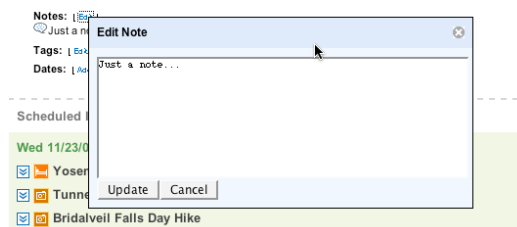
Minimum of 6 characters in length.

[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](#)

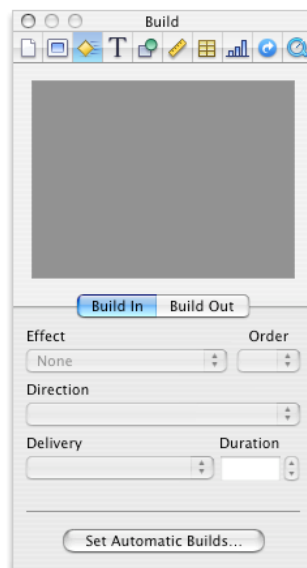
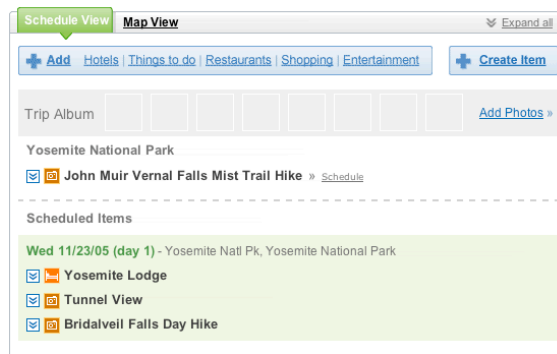
### Cloning the Best in Show

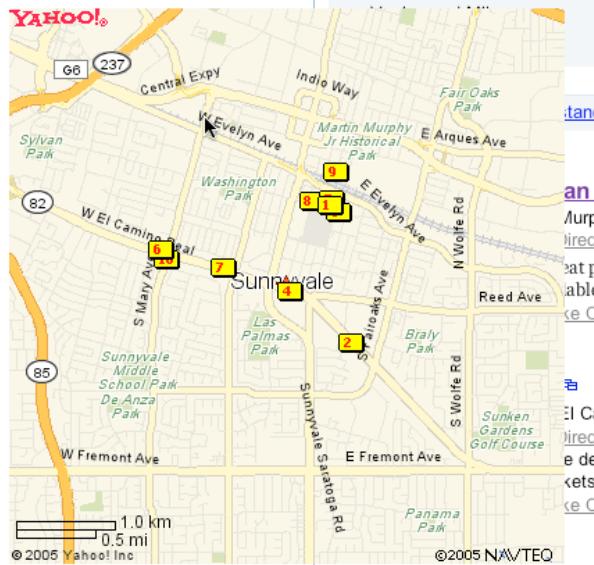
## Brain Workouts May Tone Memory

## Movies

[Showtimes for 76208 »](#)

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





3. [Il Postale](#)



DESIGNING FOR AJAX

81

81

**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.**



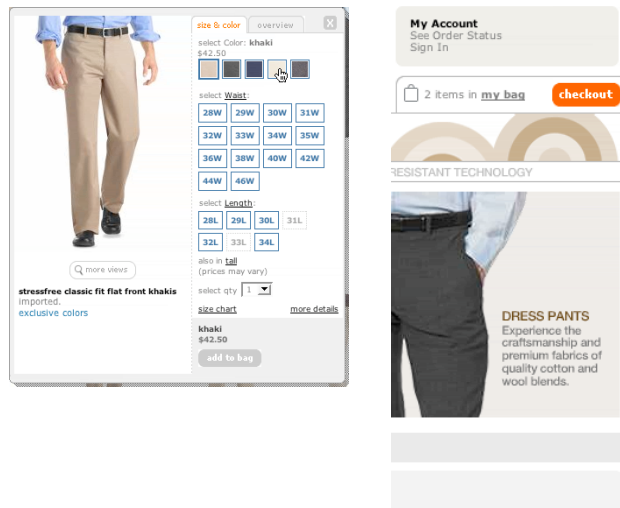
DESIGNING FOR AJAX

82

82

## Rethink process flows

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



DESIGNING FOR AJAX

83

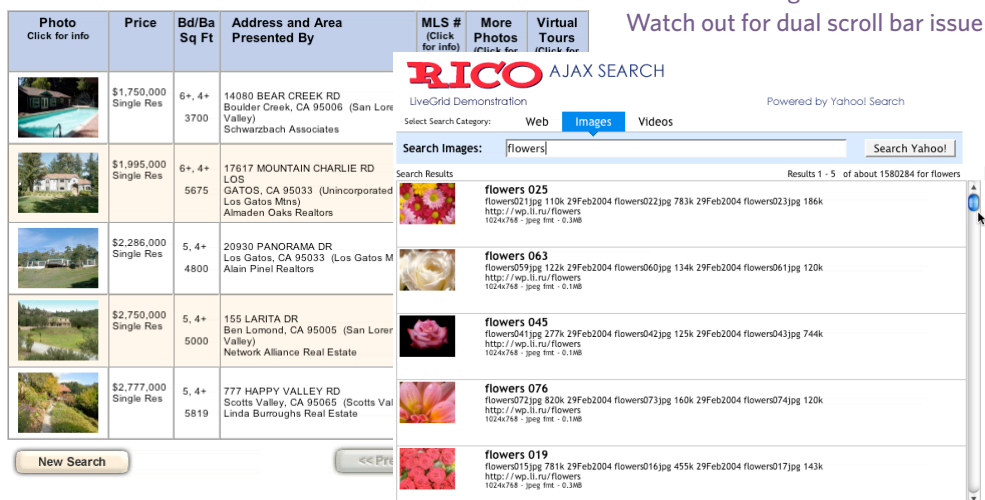
83

## 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



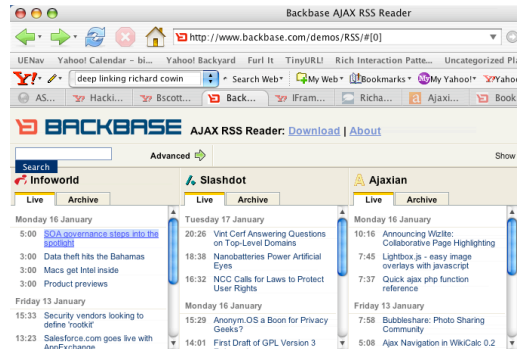
DESIGNING FOR AJAX

84

84

## 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

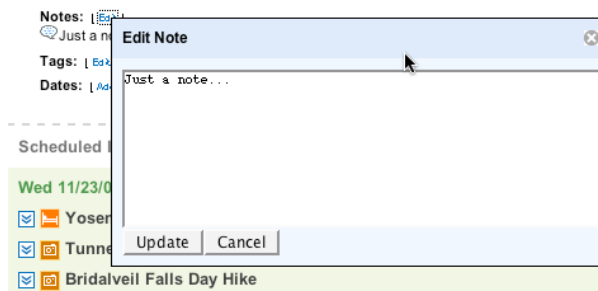
Not everything is a single page application  
What will the user think the back button does?



## 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.

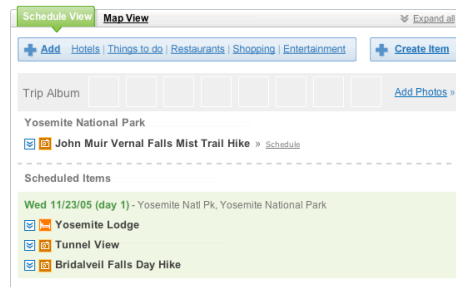


## Use overlays

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



DESIGNING FOR AJAX

87

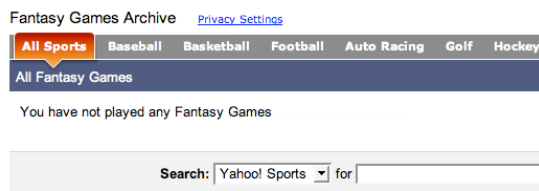
87

## 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



Copyright © 2006 Yahoo! Inc. All rights reserved. [Privacy Policy](#) - [Terms of Service](#) - [Copyright/IP Po](#)

## Use space creatively

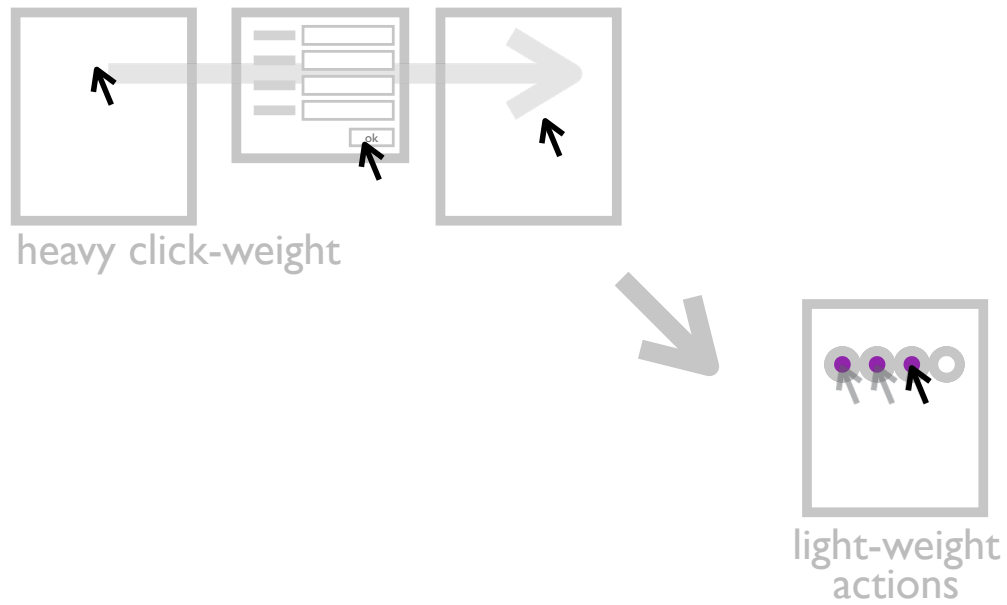
Slide, zoom, flip, lens, fade  
 Think of your backstage



DESIGNING FOR AJAX

88

88



# 5

## Leave a light footprint



1 2 3 4 &gt;&gt; See All

straight fit



loose straight 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](#)

DESIGNING FOR AJAX

91

91

[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](#)

DESIGNING FOR AJAX

92

92

- 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](#)

[Add](#)

**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](#)

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#### 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](#)

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**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](#)

#### 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

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Buy More and Save

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prices may vary

select Color: **royal grape**

\$29.50 **Buy 2 or more, \$25.00 each**

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select Size:

XS

S

M

L

XL

XXL

XXXL

[size chart](#)

Quantity:

royal grape


1

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

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http://www.flock.com/start/



DESIGNING FOR AJAX

95

**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](#)



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[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](#)



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★★★★★  
(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

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](#)



DESIGNING FOR AJAX

97

97

## 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

<b>The Critics:</b>	<b>My Grade:</b>	<b>A</b>
<b>B-</b>	<b>Rate this Movie!</b>	<b>B</b>
<a href="#">14 reviews</a>	Select grade to the right	<b>C</b>
<b>Yahoo! Users:</b>	<a href="#">write a review</a>	<b>D</b>
<b>B+</b>		<b>E</b>
<a href="#">13199 ratings</a>		<b>F</b>



DESIGNING FOR AJAX

98

98

## 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

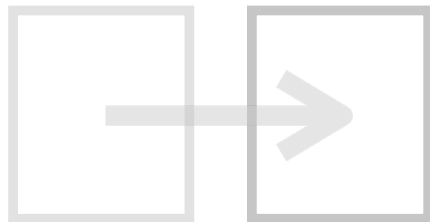


DESIGNING FOR AJAX

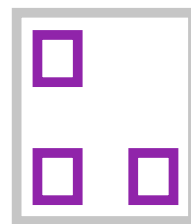
99

99

## Shift. **Multiple Happenings.**



page-based transitions



multiple transitions,  
single page



DESIGNING FOR AJAX

100

100



## Show transitions




DESIGNING FOR AJAX

101

101

### Pattern. In Context Progress

### 6 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

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**

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: [\[ Edit \]](#)

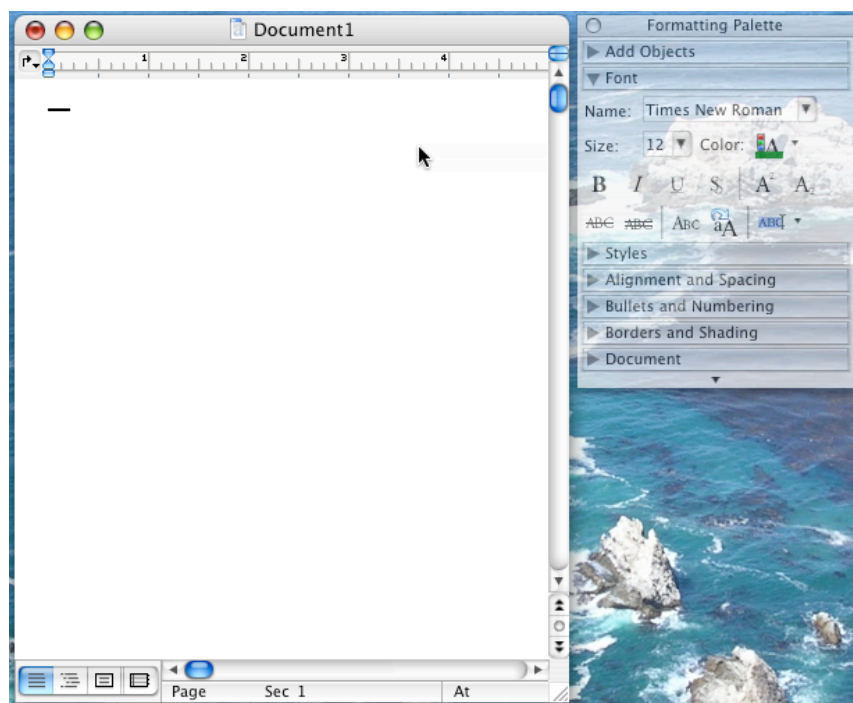
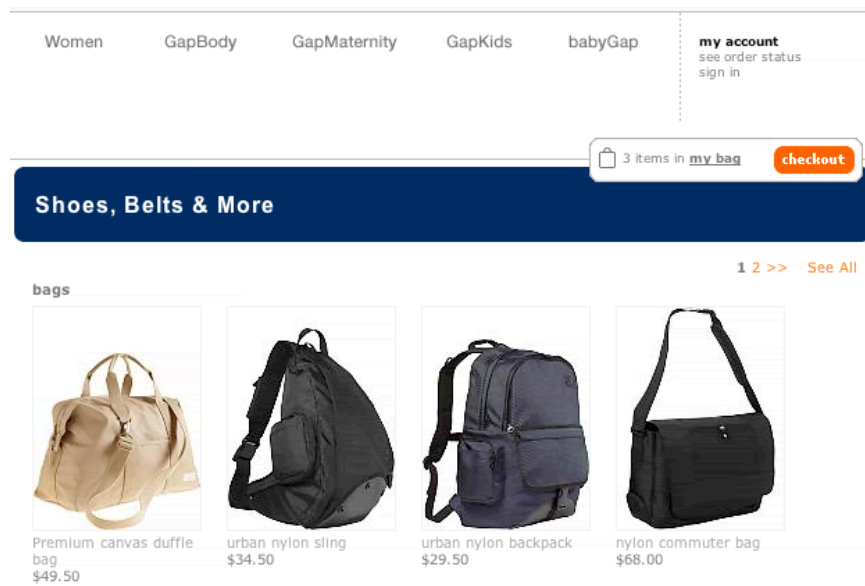
yosemite, hiking

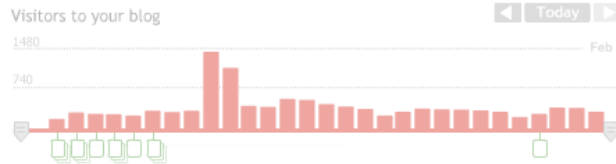


DESIGNING FOR AJAX

102

102





**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

**Nintendo DS download station finder!**

<http://www.nintendo.com/dsdownloadstation/>



+1399

**How To Build a Game In A Week From Scratch With No..**

<http://www.gamedev.net/reference/articles/article2...>



+86

**David Hahn - The kid who built a nuclear reactor i...**

[http://en.wikipedia.org/wiki/David\\_Hahn](http://en.wikipedia.org/wiki/David_Hahn)



+201

**Another Apple Mac mini Dual Core 1.66GHz Review**

<http://reviews.designtechnica.com/review3531.html>



+85

**David Hahn - The kid who built a nuclear reactor i...**

[http://en.wikipedia.org/wiki/David\\_Hahn](http://en.wikipedia.org/wiki/David_Hahn)



DESIGNING FOR AJAX

105

105

Lists

☐ Remove this item

☐ And this one too

Edit

or

Fantasy Games Archive [Privacy Settings](#)

**All Sports** Baseball Basketball Football Auto Racing Golf Hockey

All Fantasy Games

You have not played any Fantasy Games

Search: Yahoo! Sports for

Copyright © 2006 Yahoo! Inc. All rights reserved. [Privacy Policy](#) - [Terms of Service](#) - [Copyright/J.P. Po](#)

• **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.

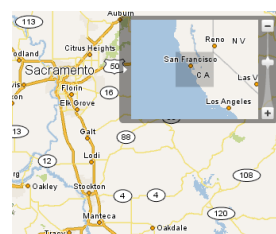
• **Complete Domain (DNS) Control**

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 it all here...](#)



DESIGNING FOR AJAX

106

106

- 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



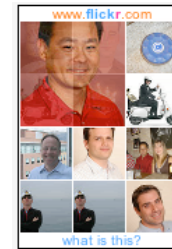
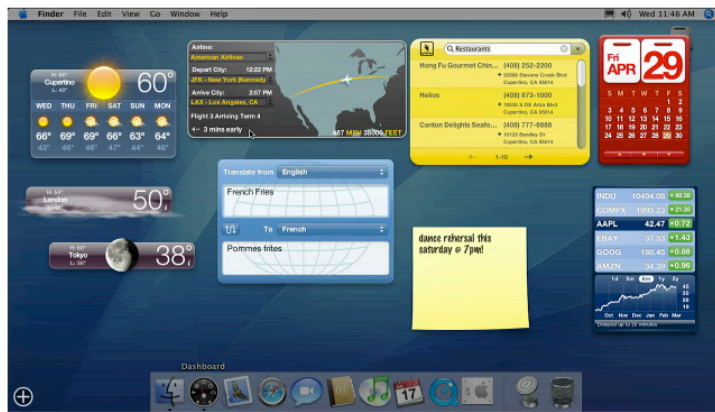
**Transition. Brighten Transition.  
Cross Fade Transition. Dim  
Transition. Expand Transition.  
Fade In Transition. Fade Out  
Transition. Flip Transition.  
Animate Transition. Self-  
Healing Transition. Collapse  
Transition. Slide Transition.**



## Speak to the BRAIN

Understanding attention processing

Sending the wrong message



DESIGNING FOR AJAX

109

109

## Speak to the BRAIN

Understanding attention processing

Sending the wrong message

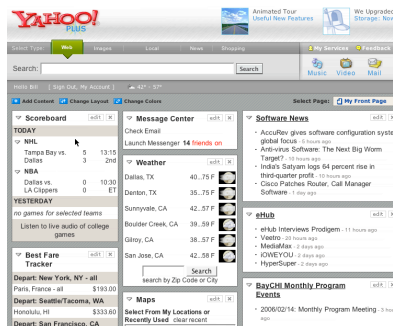
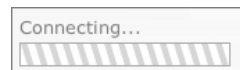
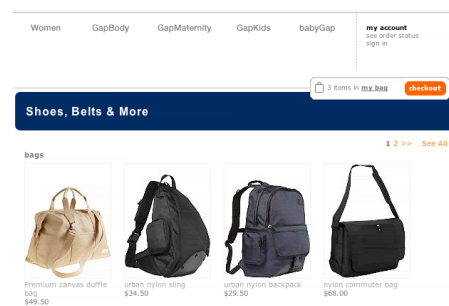
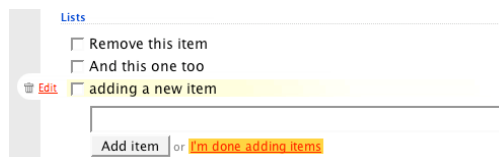
## What you can communicate

Speed up time

Slow down time

Show state change

Show relationships between objects



DESIGNING FOR AJAX

110

110

## Speak to the BRAIN

Understanding attention processing

Sending the wrong message

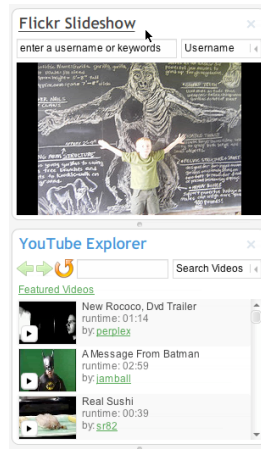
## What you can communicate

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



DESIGNING FOR AJAX

111

111

## Simple observations

- 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



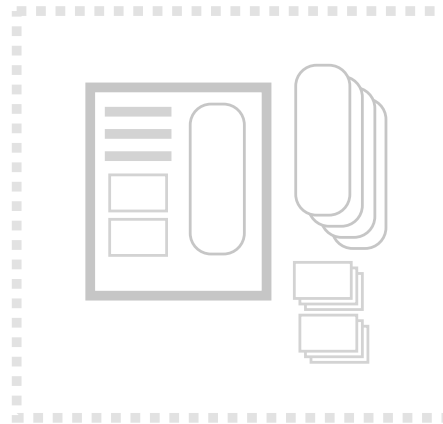
DESIGNING FOR AJAX

112

112



page



objects



## Think in objects



	Page-Based Web	Rich Internet App
Richer Model	Document	Rich Internet Object
Longer Lifecycle	Transient	Permanent
Community/ Sharing	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:** [\[ Add \]](#)

---

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  
[Go to this trip](#)



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



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



Yosemite  
by whiskeywom...  
[Go to this trip](#)



Call Baby!  
by billy78  
[Go to 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

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

[ Update photos ]

**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

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**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



## Rethinking the model

What is the user's mental model?

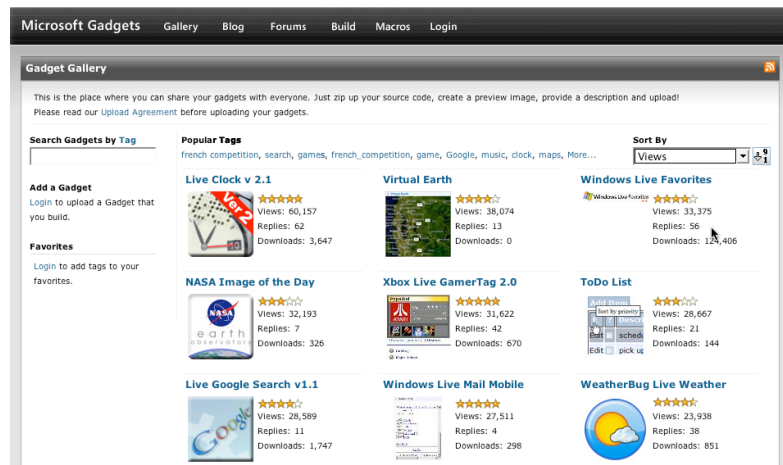
How to distinguish from content?

## The power of sharing

Bloggable, shareable, findable

How to dial-in community

Collections



DESIGNING FOR AJAX

119

119

## Rethinking the model

What is the user's mental model?

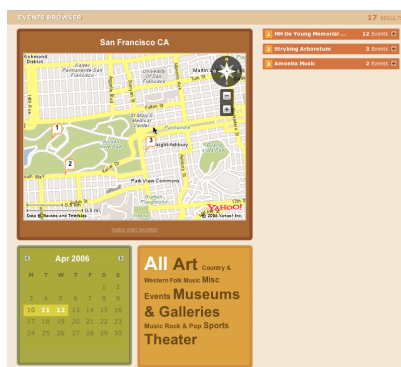
How to distinguish from content?

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How to dial-in community

Collections



## 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.

DESIGNING FOR AJAX

120

120



# 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

