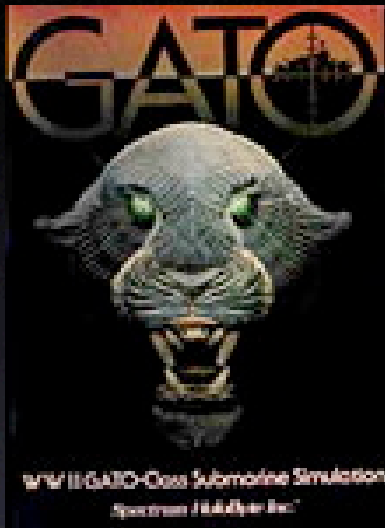


# designing for ajax

Bill Scott  
Yahoo! Ajax Evangelist  
[b.scott@yahoo.com](mailto:b.scott@yahoo.com)



# background.



## Rico

JavaScript for Rich Internet Applications

Home Features Demos Documentation Downloads About

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

### BACKGROUND

Rico is a Spanish word meaning *rich*. The goal of Rico is to provide a rich experience for web sites using Ajax technology.

Rico is just one small part of a larger effort at Sabre Airline Solutions to create a suite of rich internet components, behaviors and effects for the web application space.

The library is a fully object-oriented JavaScript library. Recently we refactored the library to extend the excellent [prototype.js](#) effort from the Ruby on Rails folks.

### OPEN SOURCE

Rico is provide free and open-source ([Apache 2.0 License](#)) for either your personal or commercial use. [Sabre Airline Solutions](#) retains the copyright on the Rico code produced at Sabre.

### BROWSER SUPPORT

Rico has been tested on IE 5.5, IE 6, Firefox 1.0x/Win, Camino/Mac, Firefox 1.0x/Mac. Currently there is no Safari or Mac IE 5.2 support. Support will be provided in a near future release for Safari.

### AJAX SUPPORT

Ajax is the term that describes a set of web development techniques for creating interactive web applications. One of the key ingredients is the JavaScript object XMLHttpRequest. Rico provides a very simple interface for registering Ajax request handlers as well as HTML elements or JavaScript objects as Ajax response objects. Multiple elements and/or objects may be updated as the result of one Ajax request.

*Want to get started learning? Check out our [demos](#) and then read our two Ajax tutorials on the [Documentation page](#).*

### DRAG AND DROP

Desktop applications have long used drag and drop in their interfaces to simplify user interaction. Rico provides one of the simplest interfaces for enabling your web application to support drag and drop. Just register any HTML element or JavaScript object as a draggable and any other HTML element or JavaScript object as a drop zone and Rico handles the rest.

### CINEMATIC EFFECTS

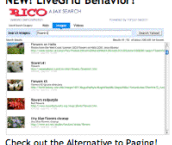
When actions are no longer occurring just at the page level but within the page itself, more clues are required to clue the user on what has transpired. Cinematic effects such as scaling and smooth sliding transitions can communicate change in richer ways than traditional web applications have explored before. Rico provides several cinematic effects as well as some simple visual style effects in a very simple interface.

### BEHAVIORS

Take some raw HTML and sprinkle in some behaviors and what do you get? Well in Rico you can get an [accordion](#) component like those found in Macromedia Flex and Lasso. Just nest some DIVs and with one line of JavaScript turn your div panels into an accordion. And the latest behavior is the LiveGrid. LiveGrid allows you to connect an HTML table up to a stream of Ajax responses. Ajax requests are automatically called during table scrolling. The result is now HTML tables can hold an unlimited amount of data scrolled into view on the fly as needed! More behaviors are planned!

### NEW! LiveGrid Behavior!

Check out the Alternative to Paging!



See Rico in Action!

Developer Network Home Help

Site Search Search

## YAHOO! DEVELOPER NETWORK

### Design Pattern Library

Yahoo! Developer Network > Design Pattern Library

#### USER NEEDS TO

- NAVIGATE
  - Breadcrumbs
  - Faceted Navigation
  - Fly-out Menus
  - Horizontal Bar
  - Hub and Spoke
  - Left Navigation
- Tabs
  - 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
    - 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. We are very happy to be sharing our library with the design and development community. This is our first drop of what we hope to be a monthly release cycle for the publication of patterns. In many cases we have bundled the patterns with pointers to related code from the [Yahoo! User Interface Code Library](#). We hope this is a useful resource and look forward to your [feedback](#).

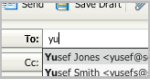
#### What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context. [more...](#)

#### 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.



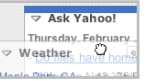
##### Breadcrumbs

User needs to navigate potentially large quantities of information efficiently, without becoming lost.




##### Drag and Drop Modules

The user needs needs to re-arrange the layout of modules on a web page directly with the mouse.




##### Module Tabs

The user needs to navigate through one or more stacked panes of content without refreshing the page.




##### Navigation Tabs

The user needs to navigate through a site to locate content and features and have clear indication of their current location in the site.



##### Object Pagination


The user needs to view data items from a potentially large set of sorted data that will not be easy to display within a single page.



##### Results Page:


1 2 3 4 > Next

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



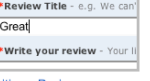
##### Rating an Object

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



##### Writing a Review

User wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating.



The Yahoo! logo, featuring a purple 'Y' with an exclamation mark.



# developer.yahoo.com/ypatterns

The image displays three overlapping screenshots of the Yahoo! Developer Network Design Pattern Library website. The top-left screenshot shows the 'Design Pattern Library' page with a sidebar containing navigation links like 'NAVIGATE', 'EXPLORE DATA', 'ORGANIZE DATA', 'GIVE FEEDBACK', 'PERFORM ACTION', 'CUSTOMIZE', and 'APPLICATION NEEDS TO'. The top-right screenshot shows the 'Ratings and Reviews' page, which includes a 'Problem Summary' section stating 'User wants to leave an opinion or evaluate. Quick opinions can be captured using Reviews.' and a 'Solution Patterns' section with examples like 'Architecture of a Review' and 'Rating an Object'. The bottom screenshot shows the 'Rating An Object' page, featuring a 'Problem Summary' section stating 'A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.' and a 'Solution' section listing three points: 'A user wants to leave an opinion quickly.', 'Use in combination with reviews for richer experience.', and 'Ratings are collected together to present an average rating of an object from the collective user set.'

**Design Pattern Library**

Yahoo! Developer Network > Design Pattern Library

**USER NEEDS TO**

- NAVIGATE
  - Breadcrumbs
  - Faceted Navigation
  - Fly-out Menus
  - Horizontal Bar
  - Hub and Spoke
  - Left Navigation
- Tabs
  - 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 we hope to be a monthly release. We have bundled the patterns we have used in 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
- Calendar Picker
- Item Pagination
- Search Pagination
- Writing a Review

**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.

**Rating an Object**

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

**Writing a Review**

User wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating.

**Ratings and Reviews**

**Problem Summary**

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

**Solution Patterns**

- Architecture of a Review
- 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**

Alma St  
Menlo Park, CA 94025

Cross Street:  
Between Alma Ln and Ravenswood Ave

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

Average  
[Write a Review](#)

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

**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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surfacing a vocabulary.





current patterns.

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



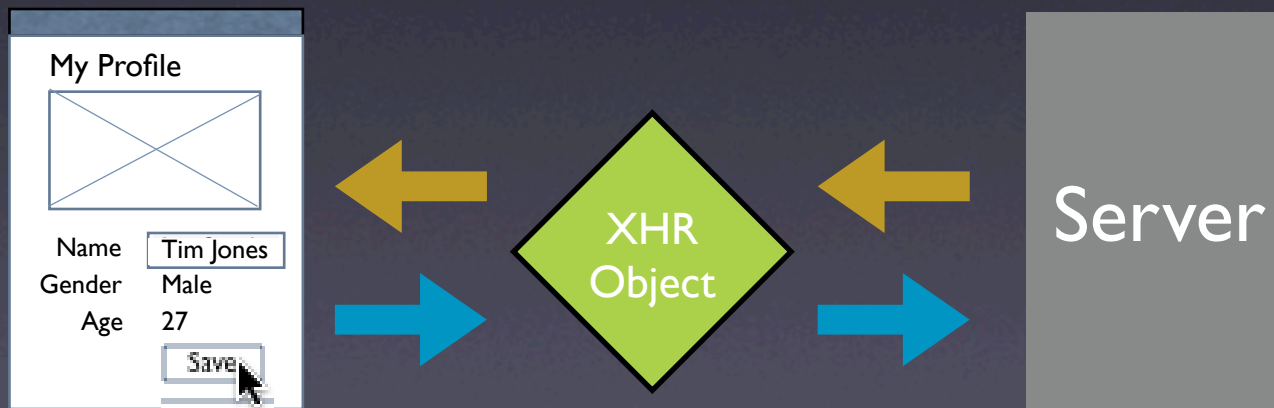
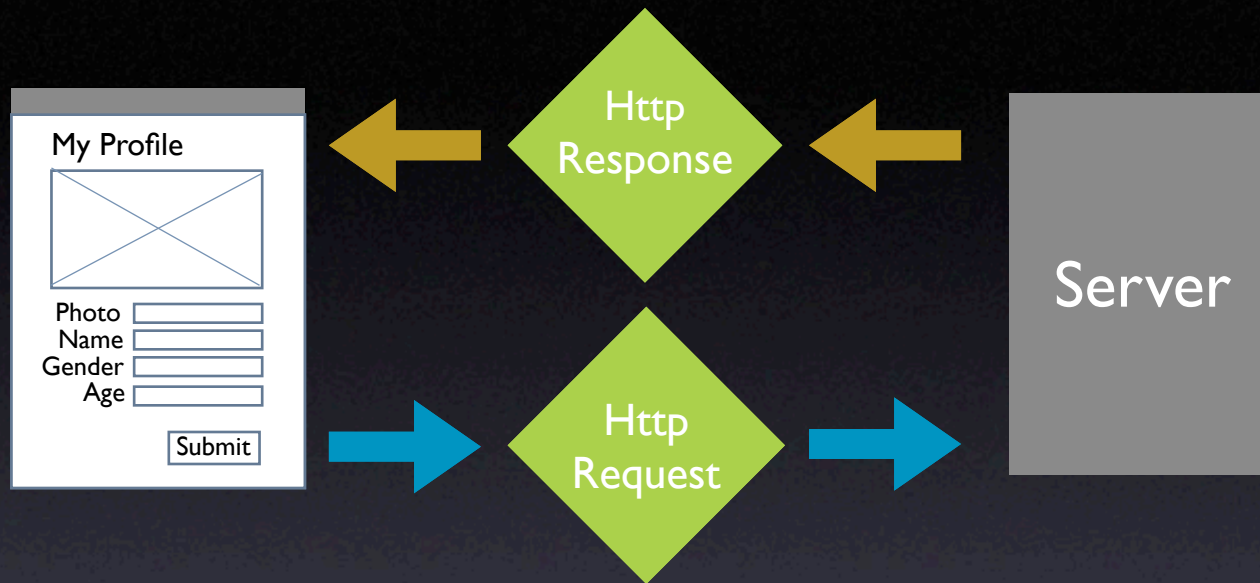
# rich patterns.

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

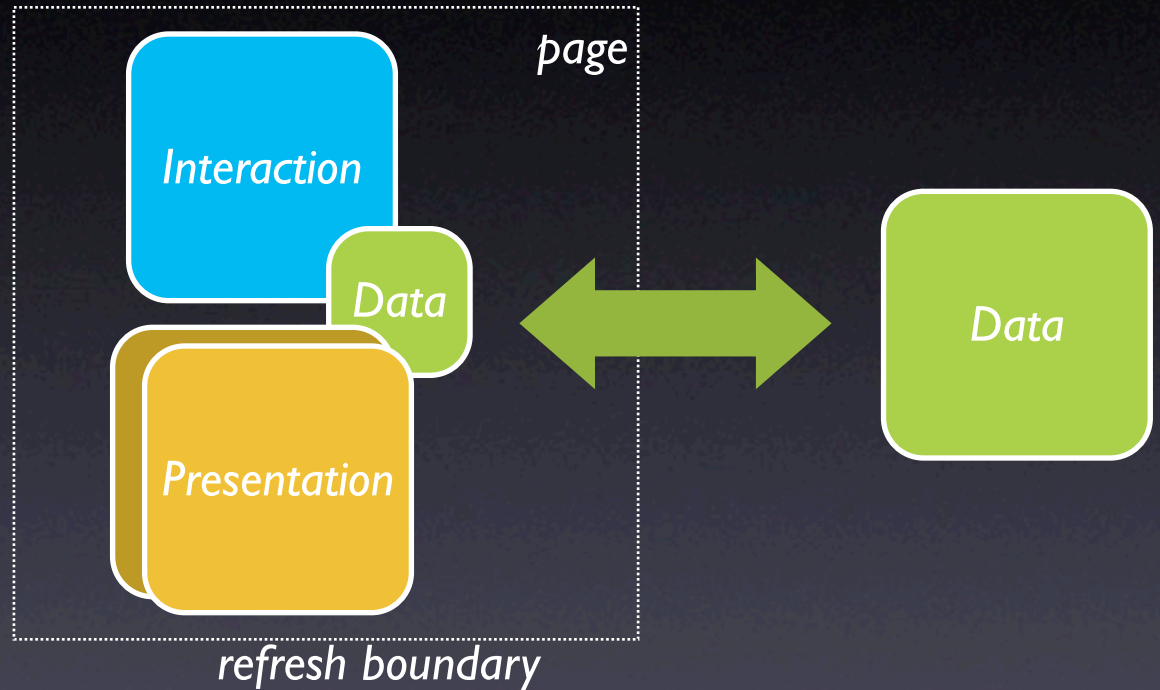




classic model. rich model.

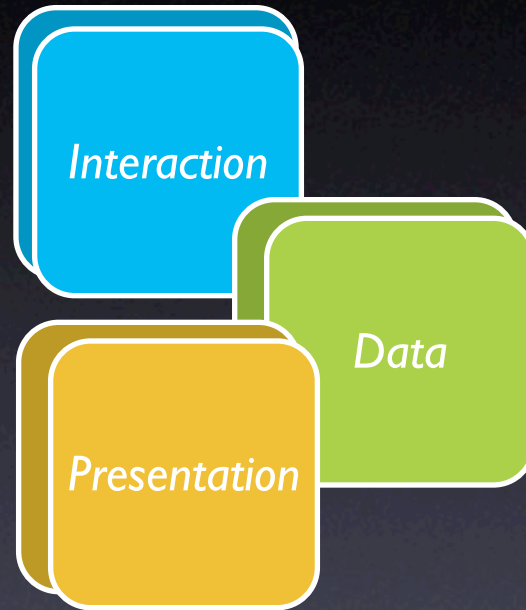


interaction. presentation. data.





data near. interaction rich.

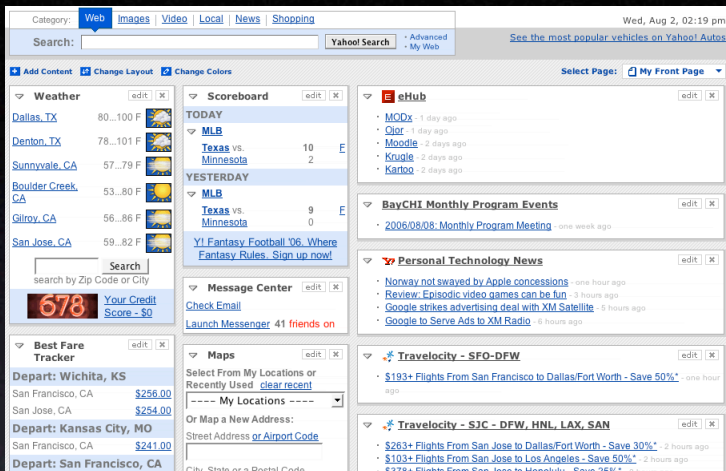


# design principles

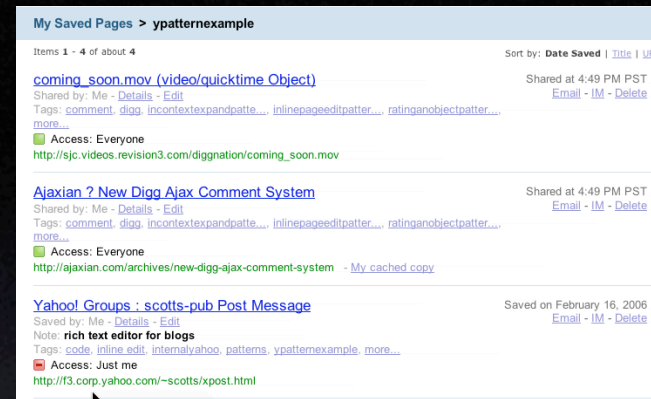
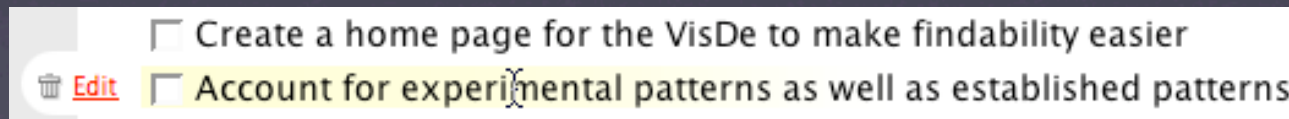
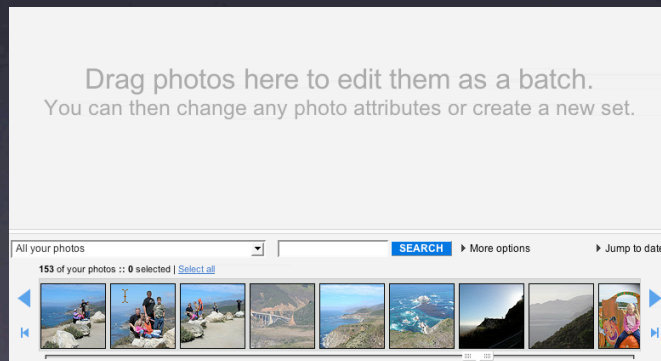




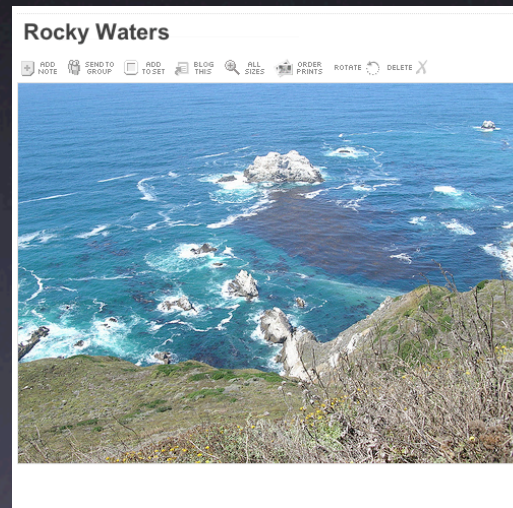
principle. make it direct.



pattern. drag and drop.



pattern. inline editing.



pattern. in-context tools.



make it direct

## 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.





make it direct

## Prefer interaction within the page

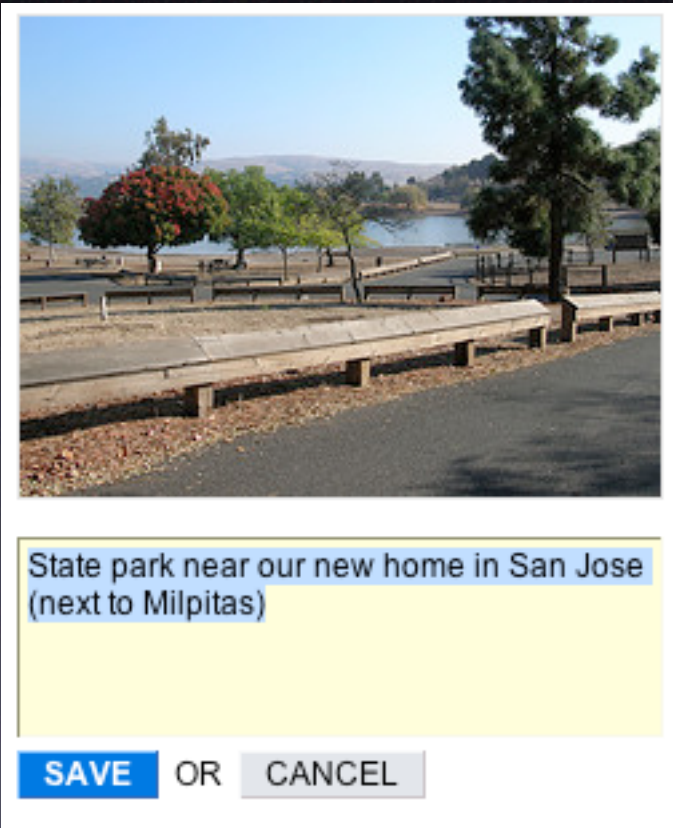
What about discoverability?

## Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes



make it direct

## Prefer interaction within the page

What about discoverability?

**Pick Up at the Store**


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

[Add Item](#)

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

[Remove from sidebar](#), [Delete this page](#), [Email me this page](#)

✉ Send email to this page: [miles12betty@billwscott.backpackit.co](mailto:miles12betty@billwscott.backpackit.co)

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


## Use direct editing on page content

What about save/cancel?

Avoid page jitter

Reduce the feeling of modes

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

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

## Provide in-context tools

Only good for single operations

Can actually slow you down

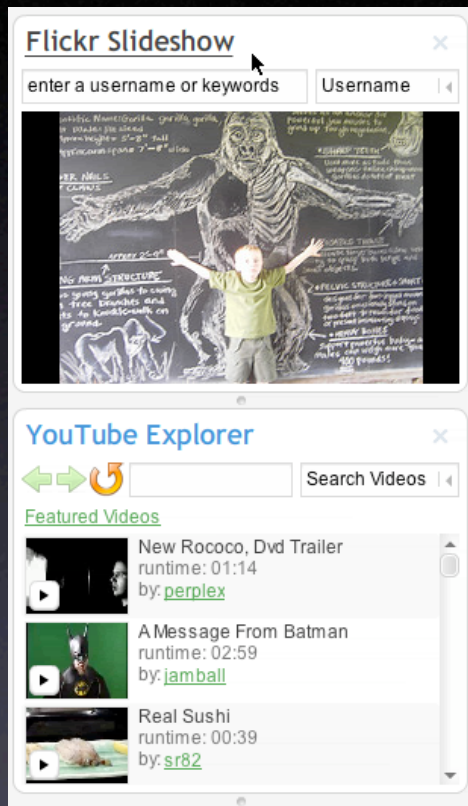




make it direct

## 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

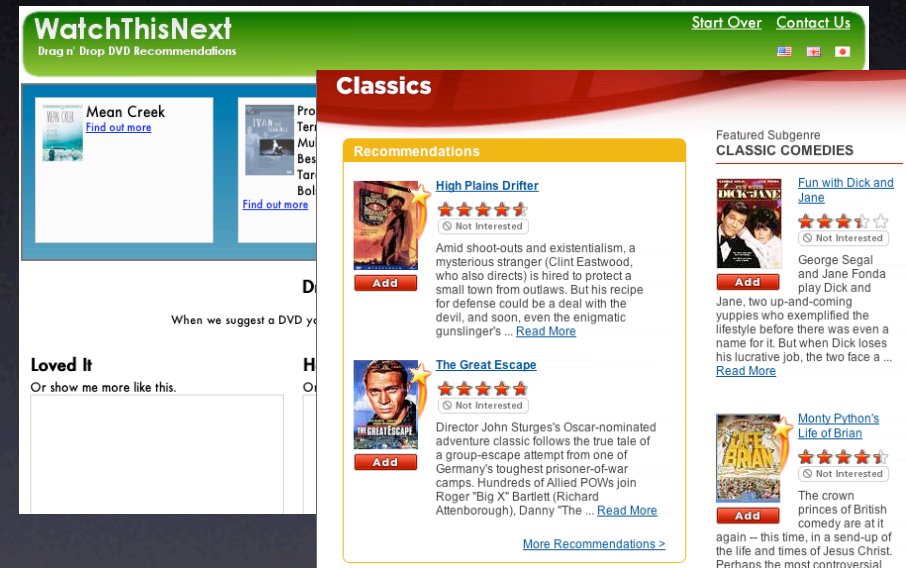
- What is spam?
- Can I transfer my message credits?
- How do I delete my HandyPay account?
- What if I didn't receive my full message package?
- I need to contact customer care regarding the Compose Text Message service.

## 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









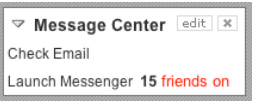
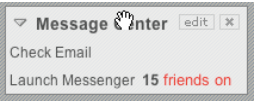
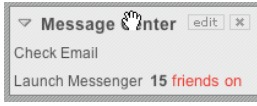
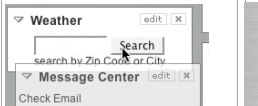
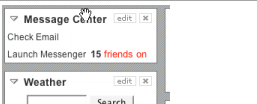
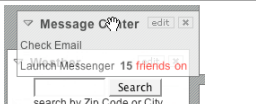
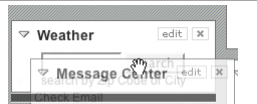
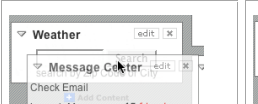
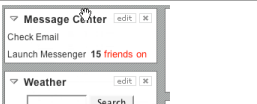
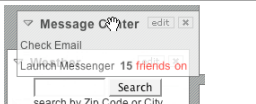
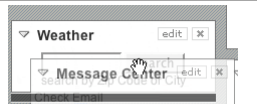
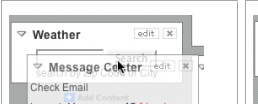
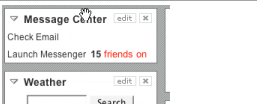
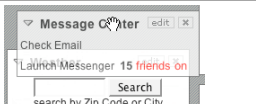
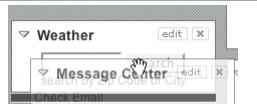
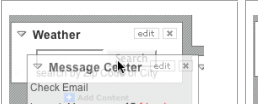
Only good for single operations

Can actually slow you down



make it direct

# Take care of the interesting moments

Drag and Drop Modules - Interesting Moments Grid								
Currently on beta.my.yahoo.com			ID: Bill Scott & Eric Miraglia			Date: Nov-05		
	Mouse Hover	Mouse Down	Drag Initiated	Drag Over Valid Target	Drag Over Invalid Target	Drag Over Parent Container	Drop Accepted	Drop Rejected
Cursor								
Tool Tip	CSS Move cursor CSS Move cursor		CSS Move cursor		CSS Move cursor		Normal Cursor	
Drag Object								
	Full Opacity		Reduced Opacity		Reduced Opacity & Invalid Badge		Modules animates into the area just below insertion bar	
Drop Target								
	No insertion bar, just a gap		No insertion bar, just a gap		Insertion bar showing where it will drop		Modules slide up in a self-healing transition to close hole	
								
	No insertion bar, just a gap		No insertion bar, just a gap		No insertion bar, just a gap & original hole frame of animation		Insertion bar is removed as first frame of animation	
								
	No insertion bar, just a gap		No insertion bar, just a gap		No insertion bar, just a gap & original hole frame of animation		Insertion bar is removed as first frame of animation	





principle. keep a light footprint.

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**

pattern. remembered collection.

### RECOMMEND THIS STORY

Recommend It: ☆☆☆☆☆ Average (63 votes) ★★★★★

pattern. rating an object.

### Classics

**Recommendations**

**High Plains Drifter** ★★★★★  
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** ★★★★★  
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](#)

**Featured Subgenre**  
**CLASSIC COMEDIES**

**Fun with Dick and Jane** ★★★★★  
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** ★★★★★  
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](#)

pattern. in page action.




# 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


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](#)

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

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



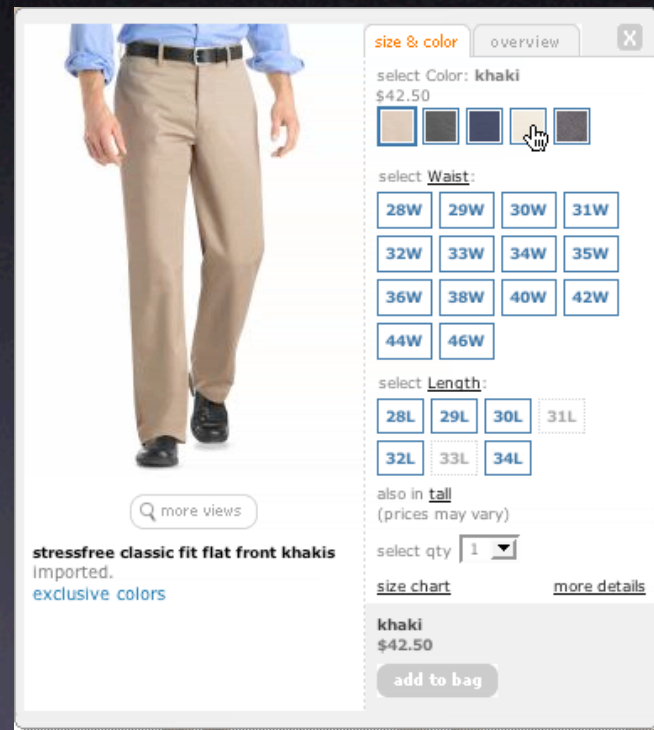
keep a light footprint

## Watch your click weight

Keep actions immediate and light  
Count "clicks"

## Design for engaging moments

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



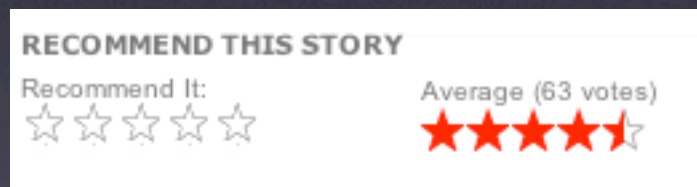
keep a light footprint

## Watch your click weight

Keep actions immediate and light  
Count “clicks”

## Design for engaging moments

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



## Use lightweight events

Hover

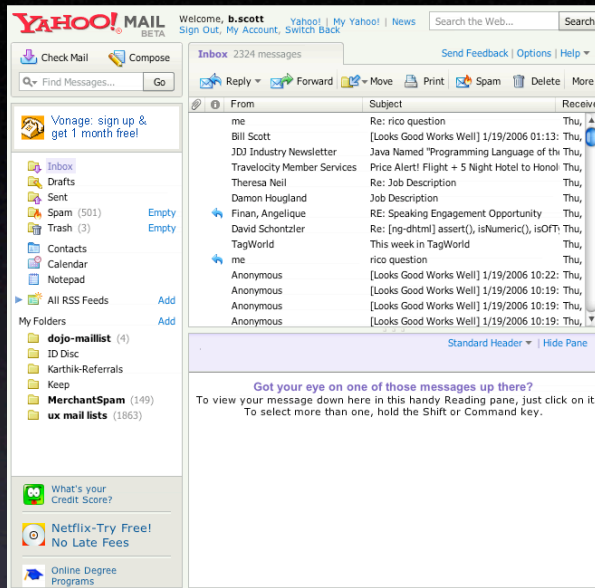
Blur, focus

Click. Avoid double-click

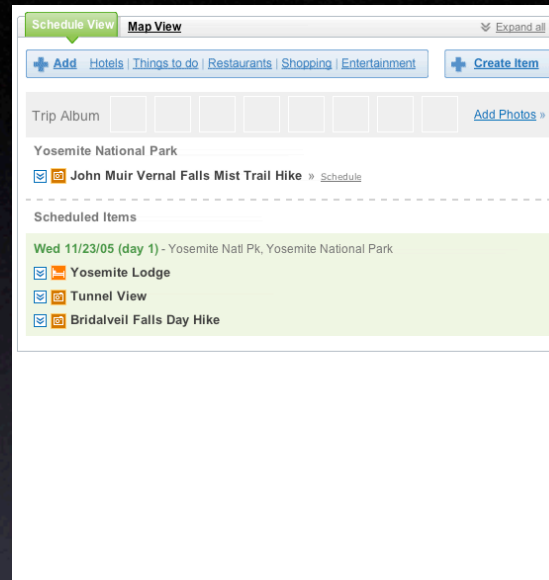




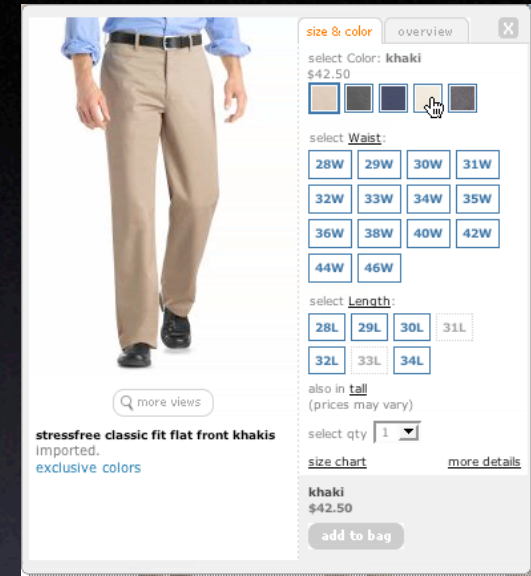
principle. cross borders reluctantly.



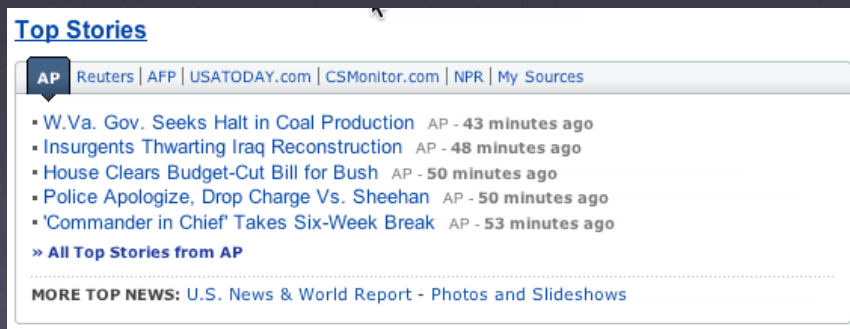
pattern. endless scrolling.



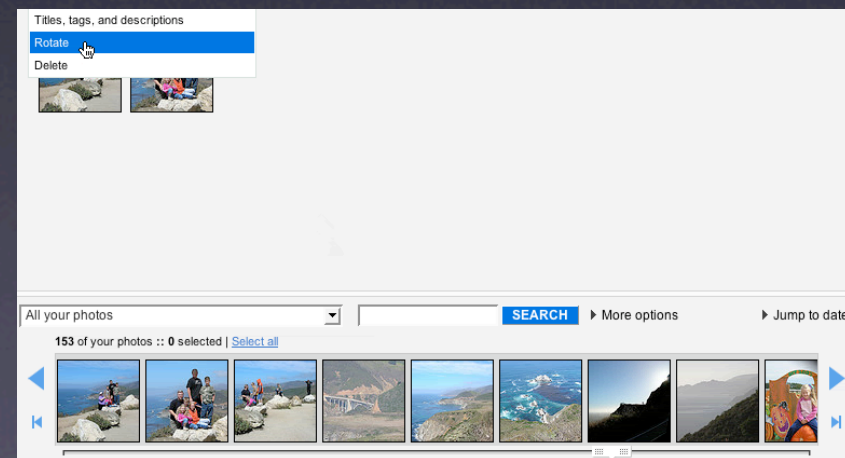
pattern. in-context expand.



pattern. inline assistant.



pattern. hover details.



pattern. lightweight popup + lightbox

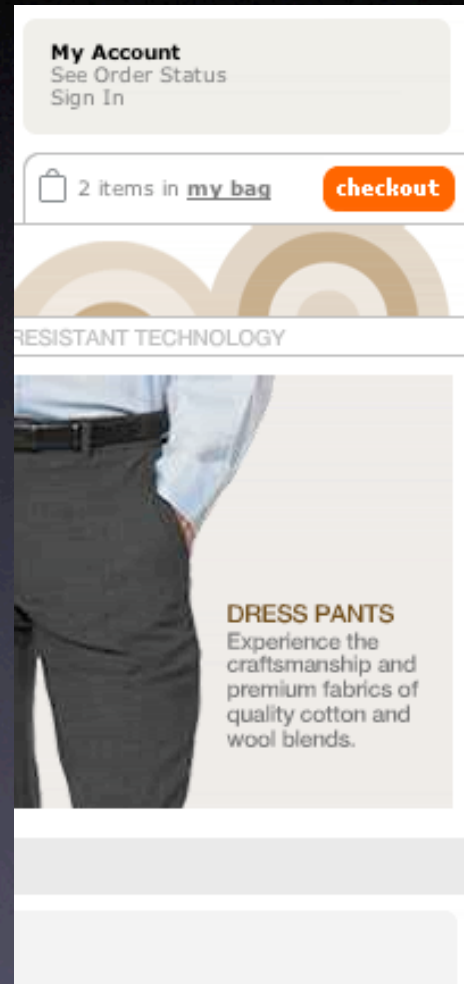
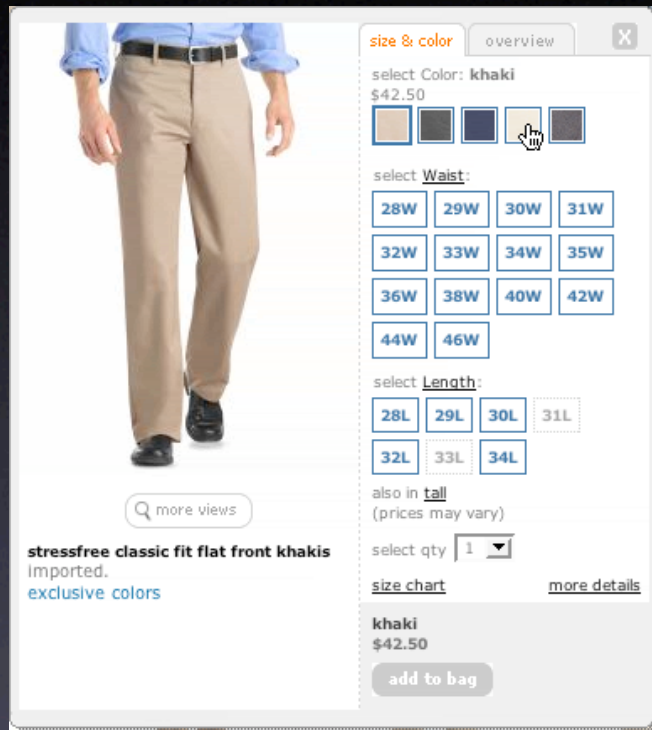


cross borders reluctantly

## Rethink process flows

Its the user's model, not the page model

Every page jump is a mental speed bump





cross borders reluctantly

## Rethink process flows

Its the user's model, not the page model





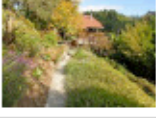
Every page jump is a mental speed bump

## Rethink paging

Its the user's model, not the paging model

Use scrolling for "owned" data

Watch out for dual scroll bar issue

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			

New Search << Prev

### 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



cross borders reluctantly



## Think deeper interaction

Selective richness

What about the back button?





# Use overlays

For more information

Replace page transition

When editing an individual, more complex item

Be symmetrical

Not disturb the page

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  
[Email](#) - [IM](#) - [Delete](#)  
 Shared by: Me - [Details](#) - [Edit](#)  
 Tags: [comment](#), [digg](#), [incontextexpandpatte...](#), [inlinepageeditpatter...](#), [ratinganobjectpatter...](#), [more...](#)  
 Access: Everyone  
[http://sjc.videos.revision3.com/diggation/coming\\_soon.mov](#)

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

Bill, the following movies were chosen based on your interest in:  
[Animal Crackers](#)  
[Something the Lord Made](#)  
[X2: X-Men United](#)

**Monkey Business**  
  
 One of the Marx Brothers' funniest movies, the title of the film says it all as Groucho, Harpo, Chico and Zeppo stow away on a luxury liner. Before ... [Read More](#)

**Lackawanna Blues**  


**You loved it.**  
 Now own it for just \$5.99  
 ■ FREE shipping  
 ■ original artwork  
 ■ hardcover case  
[Shop now](#) for our previously viewed titles low as \$5.99

**Rate Your**

NETFLIX

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


Browse Recommendations Friends Queue Buy DVDs

Get Recommendations (869) Rate Movies Movies You've Rated (234)

**Recommendations**  
 Movie suggestions based on your ratings

**NEW RECOMMENDATIONS**

**Samurai Champloo (7-Disc Series)**  
  
 Add All  
 Director Shinichiro Watanabe mixes a maturity rarely found in anime with a historical Japanese setting and a funky hip-hop soundtrack. Fuu is a spacey waitress at a teahouse where a sword fight ... [Read More](#)

**12 Angry Men**  
  
 Add  
 A guilty verdict means death -- but the jury's not about to let that spoil their day. Twelve men must decide the fate of an 18-year-old boy accused of fatally stabbing his father. Only one (Henry Fonda) wants to take the time to coolly deliberate ... [Read More](#)

**You Have Recommendations!**  
 Get more recommendations by rating more movies.  
[Rate More Movies](#)  
 You've rated 234 movies.

**Browse**  
 All Recommendations  
 Favorite Genres: [Edit](#)  
 Action & Adventure (89)  
 Drama (123)  
 Sci-Fi & Fantasy (5)  
 Television (84)  
 Thrillers (29)  
 Comedy (38)  
 Classics (223)  
 Documentary (72)  
 Other Genres:  
 Anime & Animation (19)  
 Children & Family (33)  
 Foreign (123)  
 Independent (4)  
 Music & Musicals (10)  
 Romance (10)

**Helpful Tip**  
 Seen any of these movies?  


[See All Recommendations >>](#)

CLASSICS DRAMA



cross borders reluctantly

## Use overlays

For momentary interruption

Replace page transition

When editing an individual, more complex item

Be symmetrical

Not disturb the page

**Wired News: Top Stories** [edit](#) [X](#)

[Christians Code Heavenly Games](#)

[Cloning the Best in Show](#)

[Brain Workouts May Tone Memory](#)

---

**Movies** [edit](#) [X](#)

[Showtimes for 76208 »](#)

[Must Love Dogs](#) 1hr 30min - Rated PG-13

**Featured** | Entertainment | Sports | Money

 **Animal cams gone wild**  
Webcams that view pandas in action are perpetually popular, while live eagle cams are taking flight. [» More](#)

[Panda pics](#) [Webcams](#)

• More Yahoo! Buzz Log

 Celebrity spirits haunt Hollywood hot spots

 San Jose Sharks fans should be booed

 The wild world of animal webcams

 Four-day rain swamps New England

[» More Featured](#)

## Use in-context expands


For editing part of a collection

Need to see surrounding context


For managing content modules

**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

Hi, **b.scott** [Sign Out](#)

 **Mail**  **Messenger**  **Radio**

From	Subject	Date
<b>Bill Scott</b>	<b>test</b>	<b>May 15,2006</b>
<b>Kirk Vorsatz</b>	<b>Contact Info f...</b>	<b>May 15,2006</b>
Nate Koechley	RSVP, Attendi...	May 15,2006
<b>PayPal</b>	<b>PayPal Securi...</b>	<b>May 15,2006</b>

[» View All Mail](#)

 **Weather** 59° - 88°  **Local**  **Movies**





key principle

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



principle. give live feedback.

**Ask Your Question**

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

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

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

You have 1000 characters to work with.

pattern. live suggest.

To:  [Show BCC](#)

Cc:

Subject:  [Plain Text](#)

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

Search with us, book with them.™

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

☒ Round-trip ☐ One-way ☐ Multi-city

**From**  **To**

☒ Show Nearby Airports ☒ Show Nearby Airports

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

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

**Travelers** 1  **Cabin** Economy

☐ Prefer Nonstop

for [hundreds of airlines](#).

pattern. auto complete.





# Keep the goal in mind

Design for immediacy


Is it narrowing or is it distracting?

**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 Highest
- 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.

Just-in-time data

Students to Enroll

Crew ID	Last Name	First Name
400922	Peterson	Shelley
349294	Craft	Adrian
432939	Douglas	Elyanne
468370	Hill	Petra
999350	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Students to Enroll

Crew ID	Last Name	First Name
400922	Peterson	Shelley
349294	Craft	Adrian
432939	Douglas	Elyanne
468370	Hill	Petra
999350	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Course Calendar

4

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

4

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

Just-in-time logic

**YAHOO! SEARCH**  
PLUS

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

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

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

The screenshot shows the alltheweb search engine interface. The search bar contains the text 'monterrey'. Below the search bar, a list of suggestions is displayed, including 'monterrey mexico', 'monterrey nl mexico', 'arena monterrey', 'tec de monterrey', 'tecnologico de monterrey', 'monterrey nuevo leon', 'monterrey mexico map', 'universidad de monterrey', and 'cablevision monterrey'. The search results page displays 'Results 1 - 10 of about 8,620,000 for monterrey'. The results are organized into sections: 'SPONSOR RESULTS' (including 'Save on Monterrey Hotels at Expedia.com', 'Monterrey Vacations with Travelocity', and 'News Results for monterrey'), 'Yahoo! Shortcut - About', 'All About Monterrey' (a city guide), 'Monterrey - Wikipedia, the free encyclopedia' (a link to the Wikipedia page), and 'International Conference on Financing for Development-2003-main'. The interface includes a 'Refine Search' button and a 'Tell a Friend' button.

alltheweb  
livesearch

Options Go to... Help

monterrey

monterrey mexico  
monterrey nl mexico  
arena monterrey  
tec de monterrey  
tecnologico de monterrey  
monterrey nuevo leon  
monterrey mexico map  
universidad de monterrey  
cablevision monterrey

Refine Search

Tell a Friend Feedback

Results 1 - 10 of about 8,620,000 for **monterrey** [\(About this page\)](#)

Did you mean: [monterrey](#)

SPONSOR RESULTS

[Save on Monterrey Hotels at Expedia.com](#)  
www.expedia.com Save up to 50% on Monterrey hotels at Expedia.com, your one-stop...

[Monterrey Vacations with Travelocity](#)  
www.travelocity.com Get access to special Monterrey rates when you book your flight and...

[News Results for monterrey](#)  
[FC Dallas traveling roster to Monterrey](#) - OurSports Central - Jul 24 6:16 PM  
[Yahoo! Shortcut - About](#)

**Yahoo!s:** Seeing bad search results or ads for this query? [Report them](#). Bucket test: [NONE](#)

[All About Monterrey](#)

City guide includes information about hotels, restaurants, nightlife, entertainment, maps, and more. ... **Monterrey** is a unique city which is often called the richest city in México. **Monterrey** is also a powerhouse in the business ...  
[www.allaboutmonterrey.com](#)

[Monterrey - Wikipedia, the free encyclopedia](#)

**Monterrey** is the capital city of the northeastern Mexican state of Nuevo León and the municipal seat of the municipality of the same name. ... The divided highway **Monterrey-Saltito-Matehuala-Mexico City** is the main land ... Nuevo Laredo-Mexico City, **Monterrey-Tampico**, and **Monterrey-Pacific** (Mazatlán). Passenger trains ...  
Quick Links: [Geography](#) - [Government, Transportation, and Public Safety](#) - [Industry and business](#)  
[en.wikipedia.org/wiki/Monterrey](#)

[International Conference on Financing for Development-2003-main](#)





give live feedback

## Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

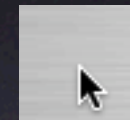
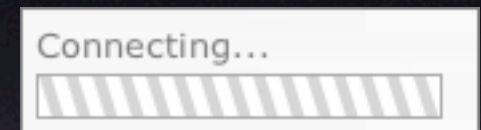
Use feedback to boost confidence

Let the user iterate where possible

## Keep the user engaged

Time passes faster

Look for engaging moments



give live feedback

## 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. wldgetdesigns.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





give live feedback

## Keep the goal in mind

Design for immediacy

Is it narrowing or is it distracting

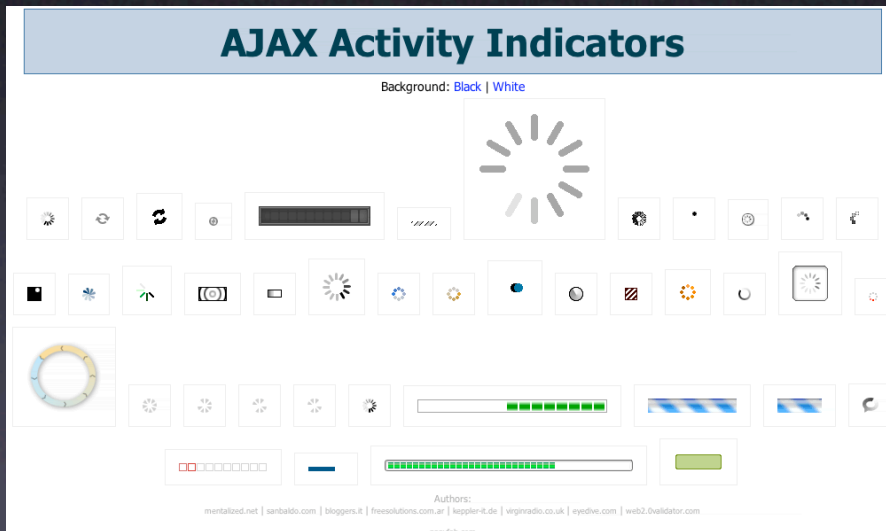
Use feedback to boost confidence

Let the user iterate where possible

## Keep the user engaged

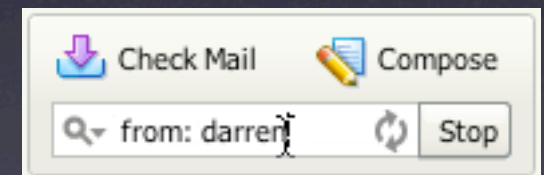
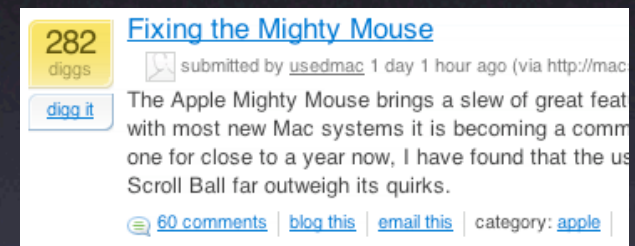
Time passes faster

Look for engaging moments



## Use live-previews

Look before you leap



## Keep feedback focused

Keep it in context

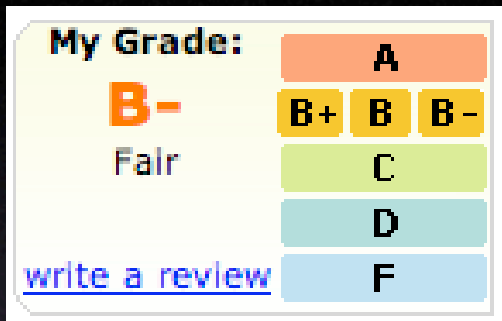
Avoid creating feedback noise/jitter

Show dynamically what is relevant

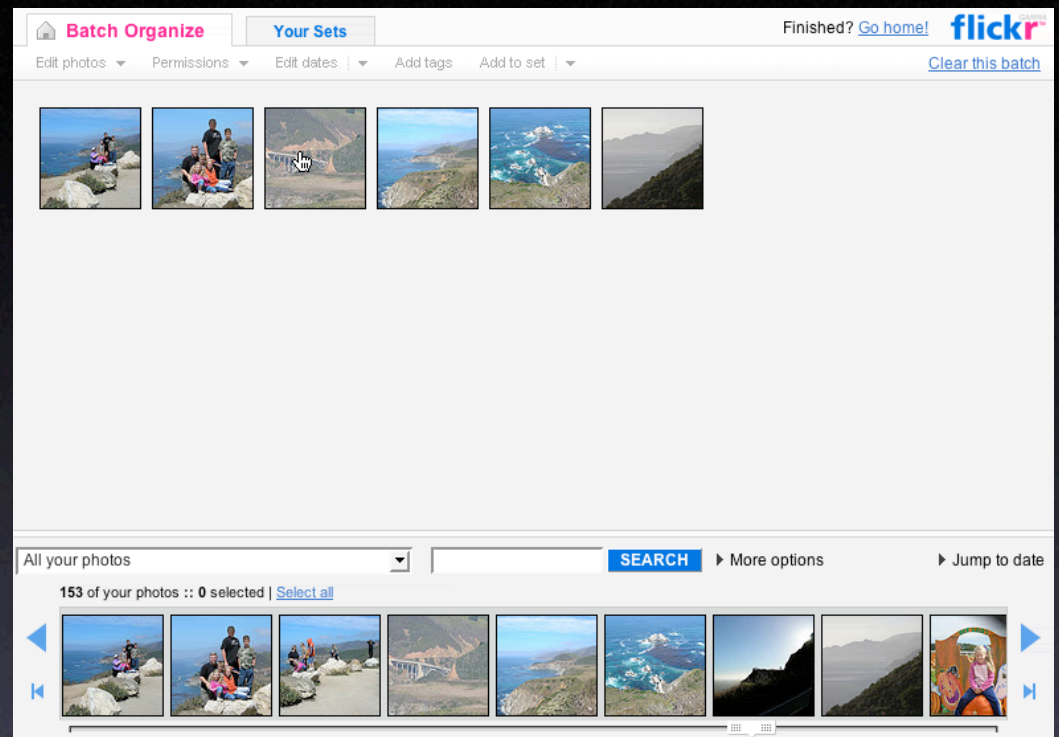
Updating too many areas at once will be confusing



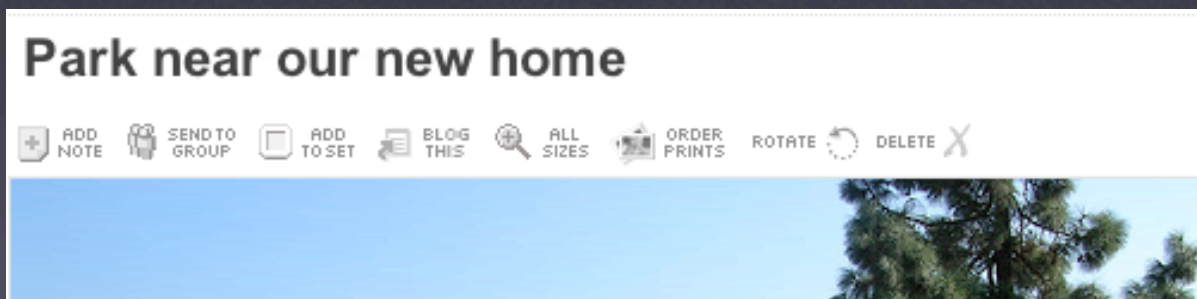
principle. offer an invitation.



pattern. hover invitation.



pattern. drop invitation.



pattern. tooltip invitation + hover invitation + cursor invitation.





offer an 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](#)



offer an invitation

## Make it engaging

Use lightweight events as a welcome mat

Rediscover the hover

Hi, Bill [Sign Out](#)

[Mail](#) [Messenger](#) [Radio](#)

1-4 of 14 Friends Online [Prev](#) | [Next](#)

- 😊 annetto8
- 😊 bbakersf
- 😊 chanel\_wheeler
- 😊 darren.james

» See your friends on 360 » [Launch Messenger](#)

[Weather](#) 53° - 75° [Local](#) [Movies](#)

**DVD Rentals Delivered**

 FREE Shipping  
No Late Fees  
60,000+ Titles **Only \$5.99 a month**

[Click here](#)

[Try Netflix for Free](#) - [Ad Feedback](#)

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



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

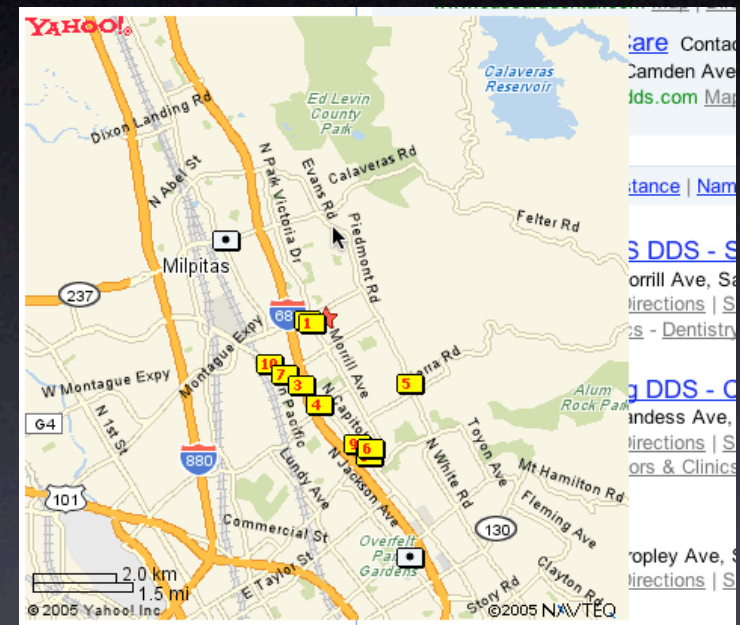
Now we're opening the beta up to all Associates to further improve product previews. The first 500 Associates who refer a sale through a product preview-enhanced link will receive a \$5 Amazon gift certificate. [Click here to join your fellow Associates in beta testing product previews.](#)

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

## Keep actions out of it

Don't make the user afraid to explore

Don't proselytize





offer an invitation

## Make it engaging

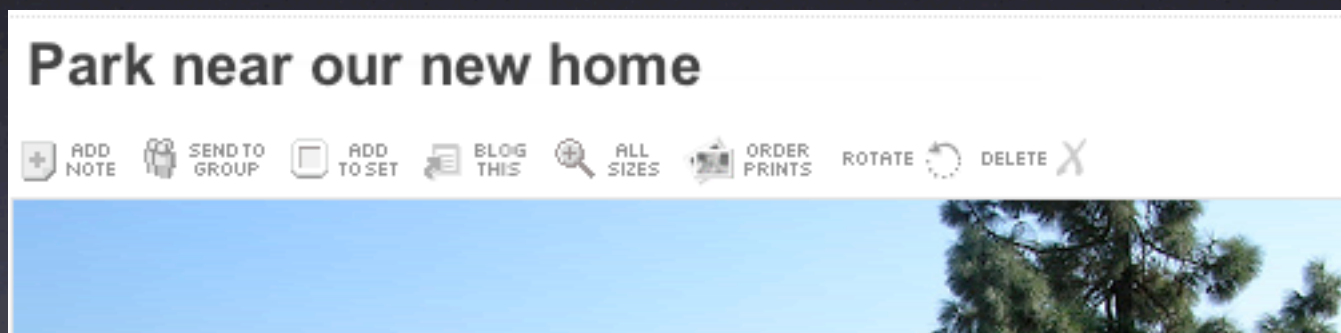
Use lightweight events as a welcome mat

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



offer an invitation

## Make it engaging

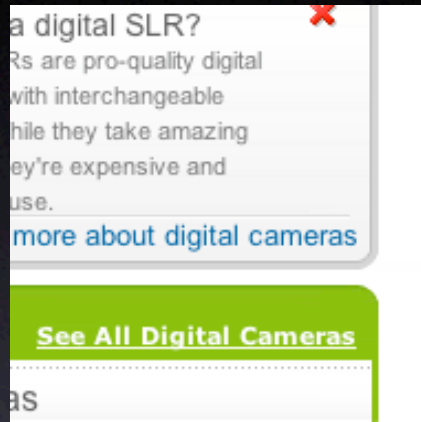
Use lightweight events as a welcome mat

Rediscover the hover

## Keep actions out of it

Don't make the user afraid to explore

Don't proselytize



## 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

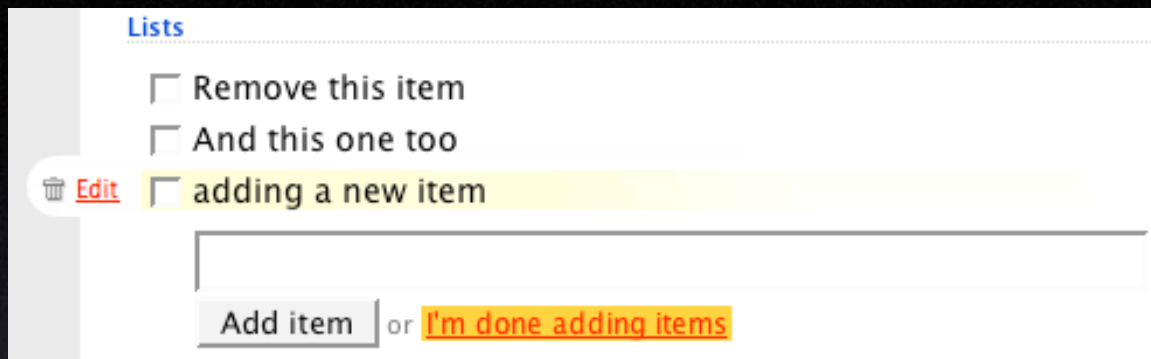
Cursor Invitation

Tooltip Invitation

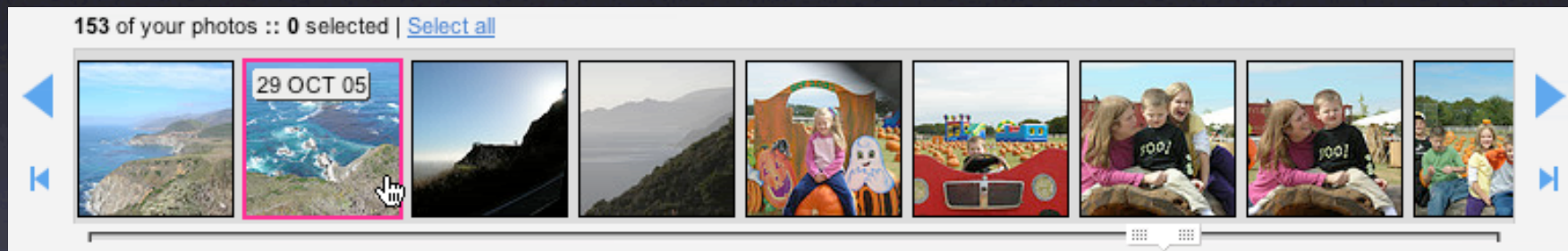




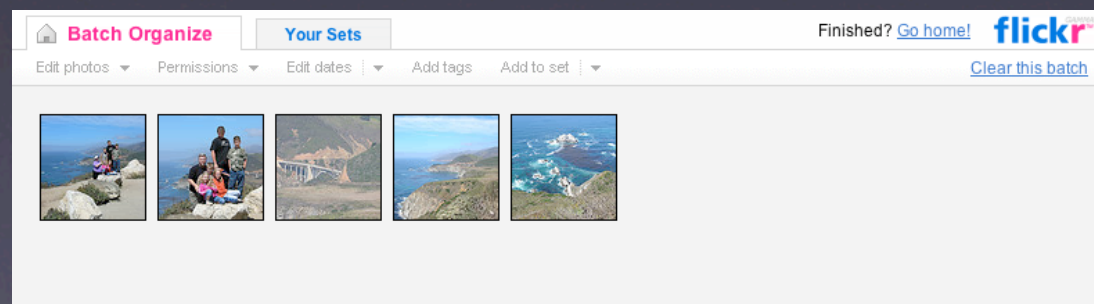
principle. show transitions.



pattern. fade transition + self-healing transition.



pattern. slide + animate.

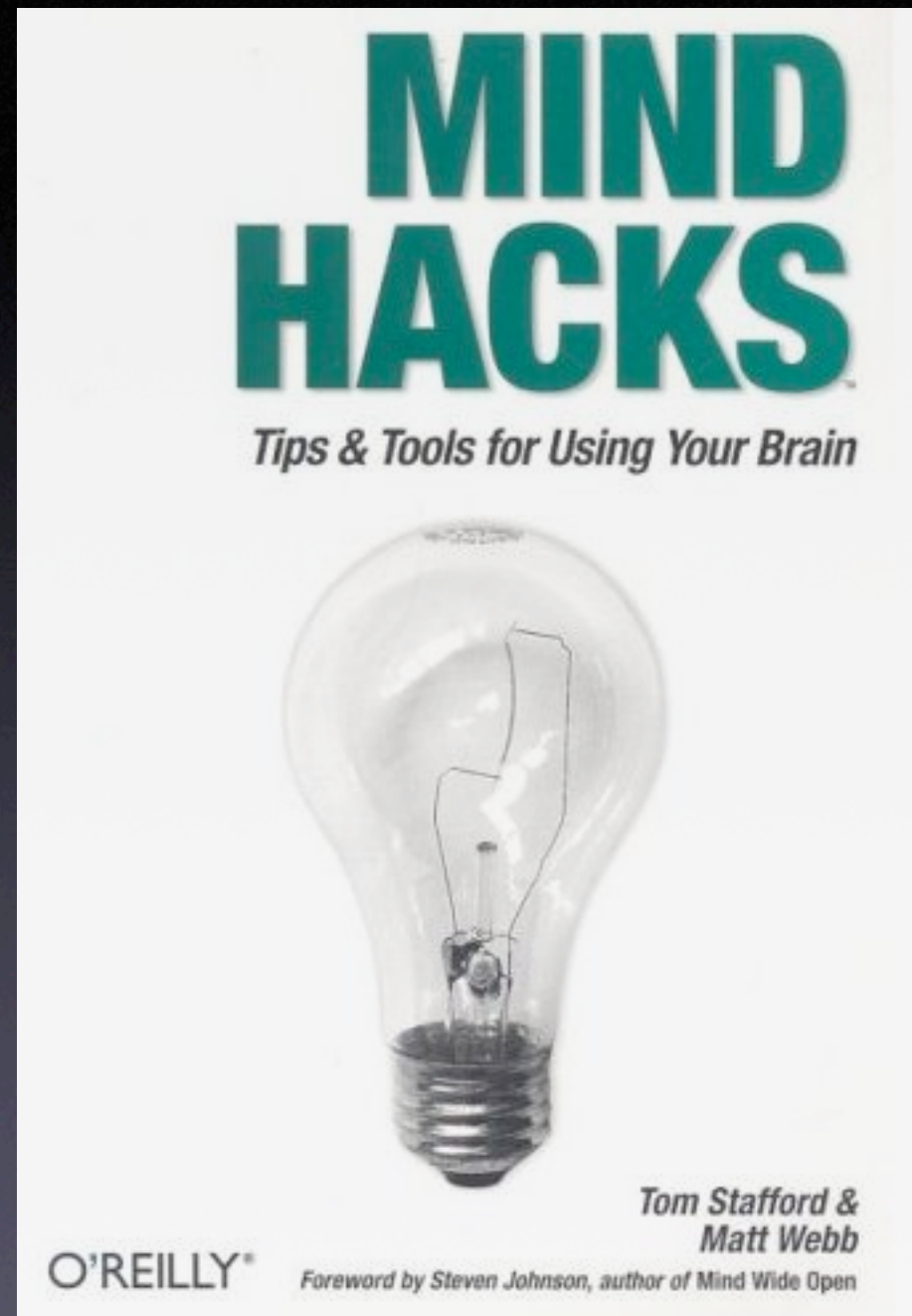


pattern. spotlight.



## Speak to the BRAIN

Understanding attention processing



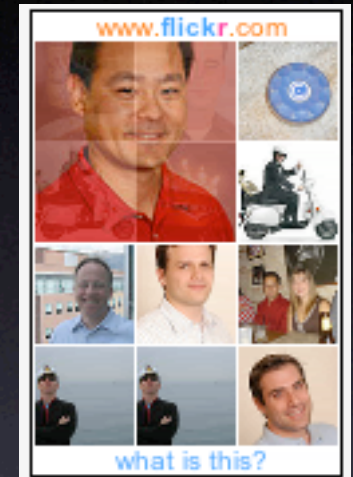
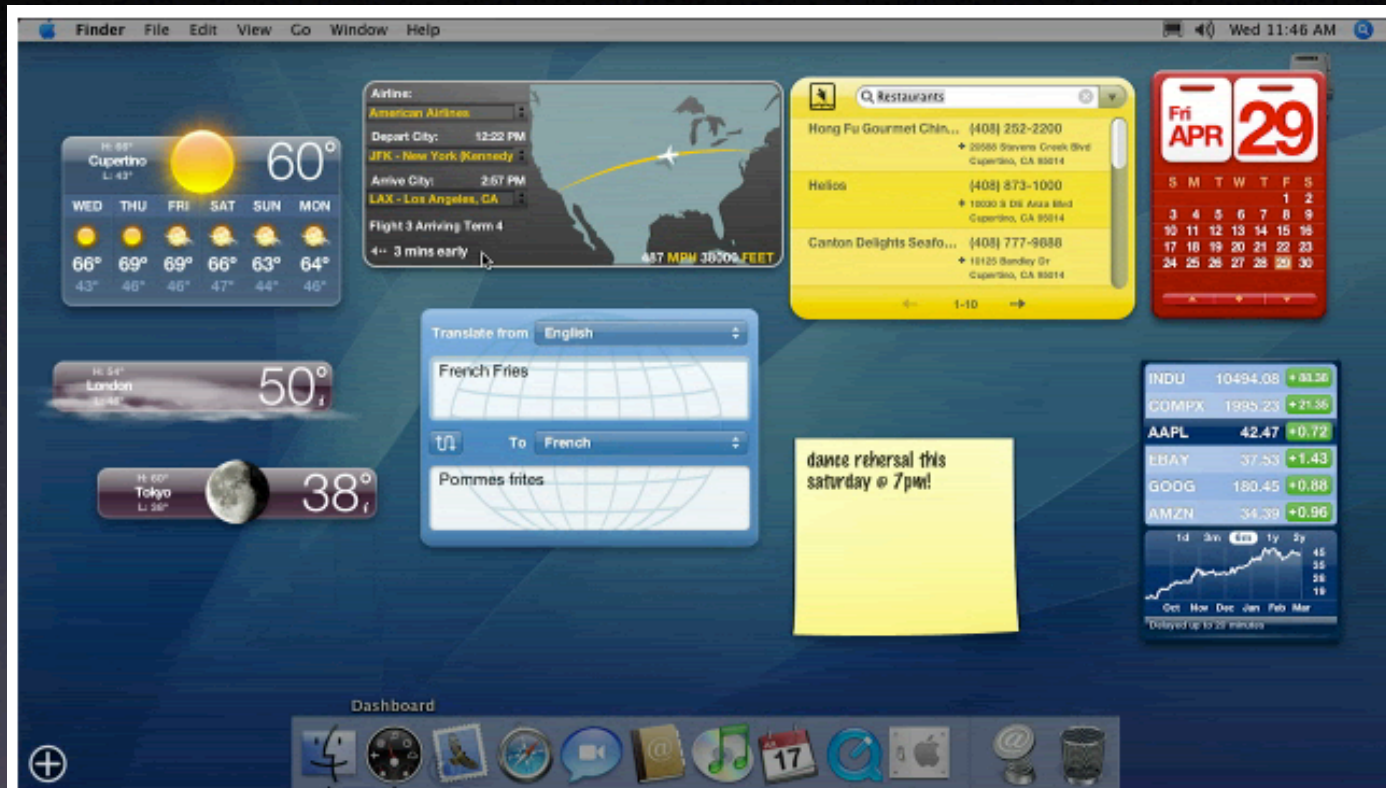


show transitions

# Speak to the BRAIN

Understanding attention processing

Sending the wrong message

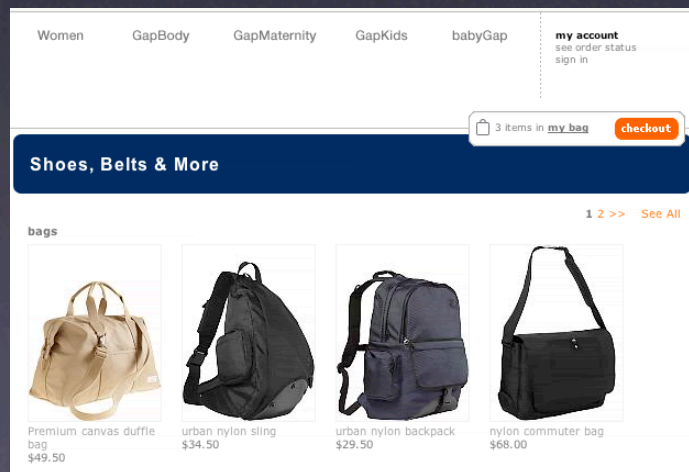
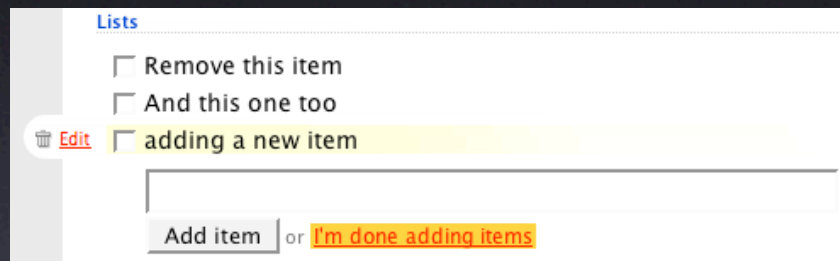
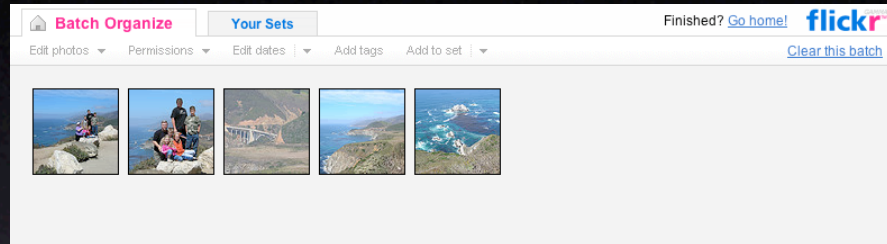


show transitions

# Speak to the BRAIN

Understanding attention processing

Sending the wrong message



# What you can communicate

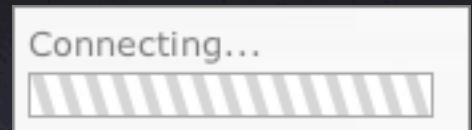
Speed up time

Slow down time

Show state change

Show relationships between objects

Focus attention





show transitions

# Speak to the BRAIN

Understanding attention processing

Sending the wrong message

# What you can communicate

Speed up time

Slow down time

Show state change

Show relationships between objects

Focus attention

The screenshot shows the Yahoo! Plus homepage with various widgets and news sections. The top navigation bar includes 'Web', 'Images', 'Local', 'News', and 'Shopping'. The main content area is divided into several sections: 'Scoreboard' with NHL and NBA game results, 'Message Center' with email and messenger links, 'Weather' for Dallas and Denton, 'Software News' with articles on AccuRev and Cisco, 'eHub' with links to MODx, Olor, Moodle, Krugle, and Kartoo, 'BayCHI Monthly Program Events' with a meeting link, 'Personal Technology News' with articles on Apple, XM Satellite, and Google, 'Travelocity' with flight deals, and 'Best Fare Tracker' with flight prices from Wichita, Kansas City, and San Francisco. The page also includes a '678 Your Credit Score' widget and a 'Maps' section.

# Keep it sane

"Cut in half" rule of thumb  
Use a "contrast knob" approach  
Don't overuse



key principle

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





principle. think in objects.

[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](#)

pattern. Shareable Object.


Other trips you might like ... [Browse All Public Trips »](#)




The Ultimate A...  
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by [ibily78](#)  
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think in objects

# The power of sharing

Bloggable, shareable, findable  
How to dial-in community  
Collections

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


[Yahoo! Shortcut](#) - [About](#)

 [My Web Results for amsterdam trip \(49\)](#)

1. [Trip to Amsterdam - photos, history, maps - Virtual trip to Amsterdam](#)


Web **trip** to **Amsterdam**. Historical and sightseeing overview ... **Trip to Amsterdam**. To begin with **Amsterdam** we should first note, that this city has two features making ... One will never forget a **Amsterdam trip** around the city by river ...

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 **TRAVEL**

Welcome, **b.scott**  
[\[Sign Out\]](#), [My Account](#)

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 **TRIP PLANNER**

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[Search](#)

We're giving away two plane tickets a day! [Create a trip for your chance to win.](#)



**Public Trips**


[Search](#)

164 trips found






**Yosemite**  
10 day trip by [tabicat\\_2005](#) ([View tabicat\\_2005's trips](#))  
YOSEMITE NATIONAL PARK  
Trip to Yosemite in the new trailer. Jessica, Jaleh, Tabitha's one week get-a-way!  
[Copy and customize](#) (11 people have!)

 (4)  (4)




**Yosemite**  
By [matt\\_mlinac](#) ([View matt\\_mlinac's trips](#))  
YOSEMITE NATIONAL PARK, GROVELAND  
Spring trip to Yosemite  
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 (16)  (10)



**Yosemite**  
12 day trip by [wastova](#) ([View wastova's trips](#))  
YOSEMITE NATIONAL PARK  
Travel on the way to Yosemite and back  
[Copy and customize](#) (3 people have!)

 (1)





think in objects

## The power of sharing

Bloggable, shareable, findable

How to dial-in community

Collections

EVENTS BROWSER

San Francisco CA

17 RESULTS

1 MH De Young Memorial ... 12 Events

2 Strybing Arboretum 3 Events

3 Amoeba Music 2 Events

Apr 2006

All Art Country & Western Folk Music Misc

Events Museums & Galleries

Music Rock & Pop Sports

Theater

## Web 2.0 as a platform

Rich objects fit the SOA model

Creates a good separation of concerns

Mashups



key principle

*Think in terms of the user's mental model and their primary goals*





# key principles

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

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

*Think in terms of the user's mental model and their primary goals.*



pattern library.  
yahoo! blog.  
my blog.  
this presentation.

developer.yahoo.com/ypatterns  
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