

# Designing for Ajax

Principles and Patterns for Designing Rich Internet Applications



Bill W. Scott, Y! Ajax Evangelist

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# Designing for Ajax

- **Richness**

What is richness?

- **Patterns**

Intro to patterns & the Yahoo! Pattern Library

- **Ajax Patterns**

DNA of Ajax Patterns

- **Principles**

Nine principles for designing with Ajax





# Richness

## Amazon.com Diamond Search

[Click here](#) to return to our dynamic diamond search.

### Select a shape(s) [\(Learn more about diamond shape\)](#)

(optional)



Round



Princess



Marquise



Emerald



Radiant



Pear



Oval



Heart

### Enter a price range

(optional)

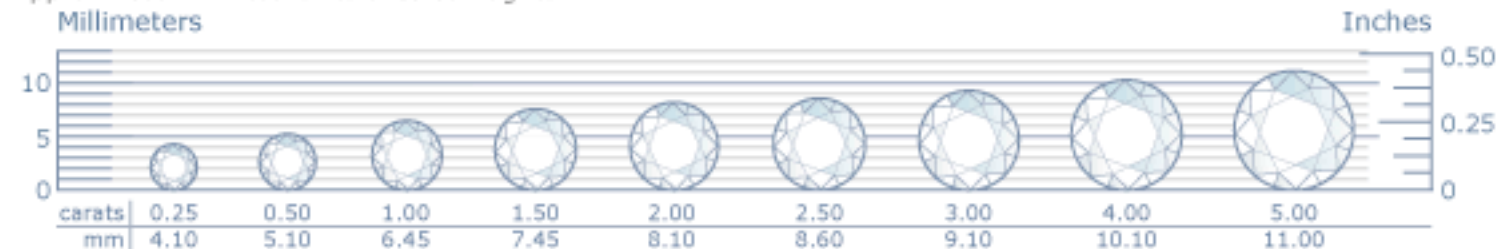
Price from \$  to \$  (Note: Enter a numeric value, for example, 500 to 1000)

### Enter a carat weight [\(Learn more about carat weight\)](#)

(optional)

Size from  to  carats. (Note: Enter a decimal value, for example, .2 to 1)

Approximate millimeter sizes of carat weights:



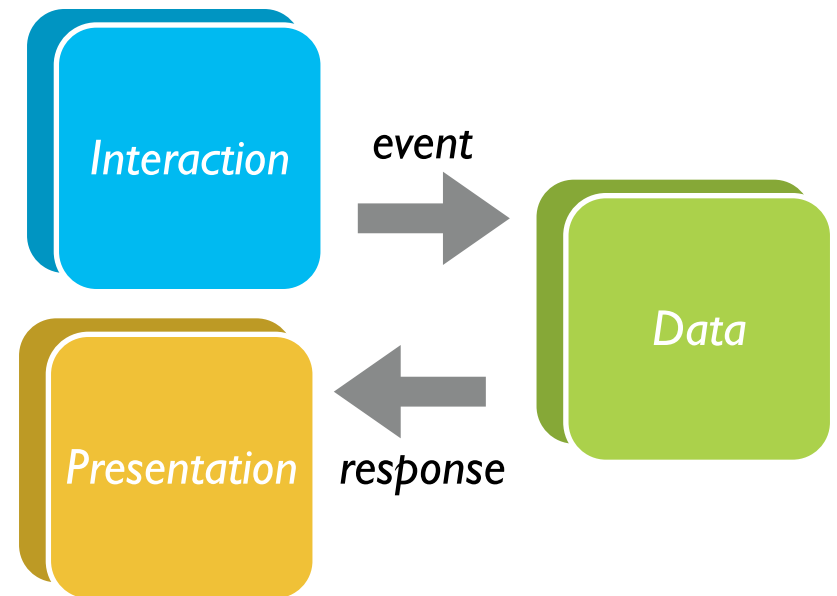
Diagrams above are not actual size, but the increase in proportion is to scale. To print a page with actual-size diagrams and measurements of all shapes, [click here](#).

### Select a cut range [\(Learn more about diamond cut\)](#)

(optional)

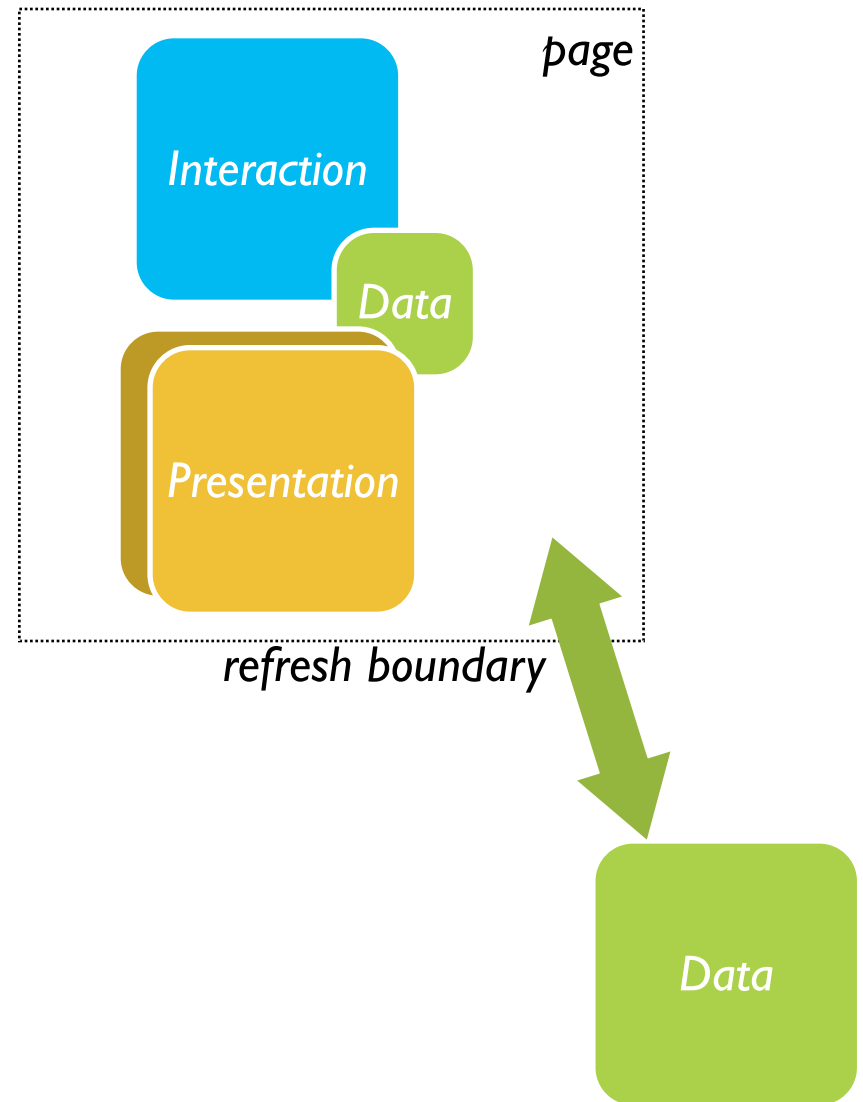
# Defining Richness: Web in 3D

- Interaction Dimension
- Data Dimension
- Presentation Dimension

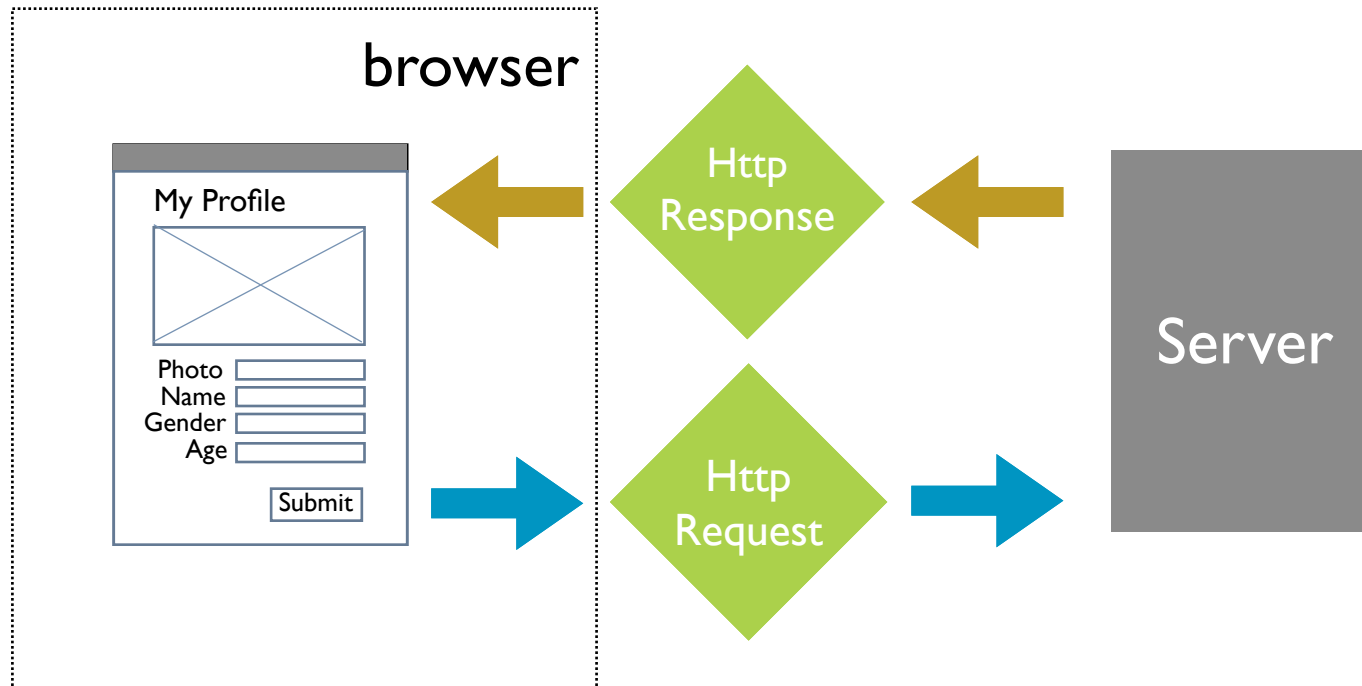


# Classic Web

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



# Classic Web Illustrated



# Ajax = Just-in-Time. Immediacy.

Just-in-time data

## Most Popular

Most Emailed | Most Viewed | Most Recommended | My Sources

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



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

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

## World

Google™  
Suggest BETA

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

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

Just-in-time presentation

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

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

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

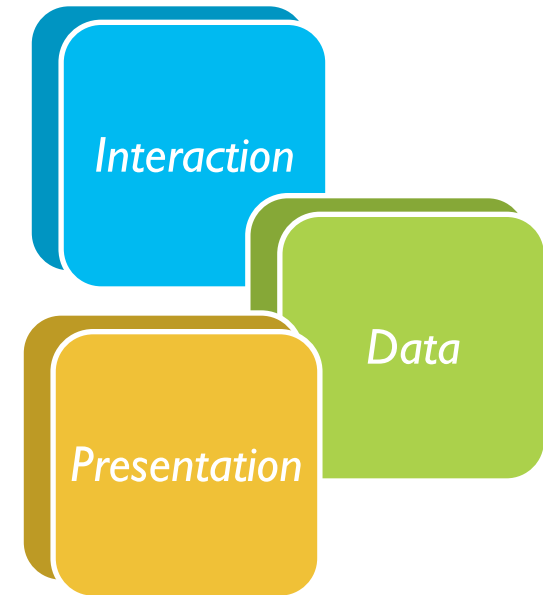
Course Calendar		
DEC 2005		
S	M	T
4	5	6
11	12	13
18	19	20
25	26	27

Just-in-time logic

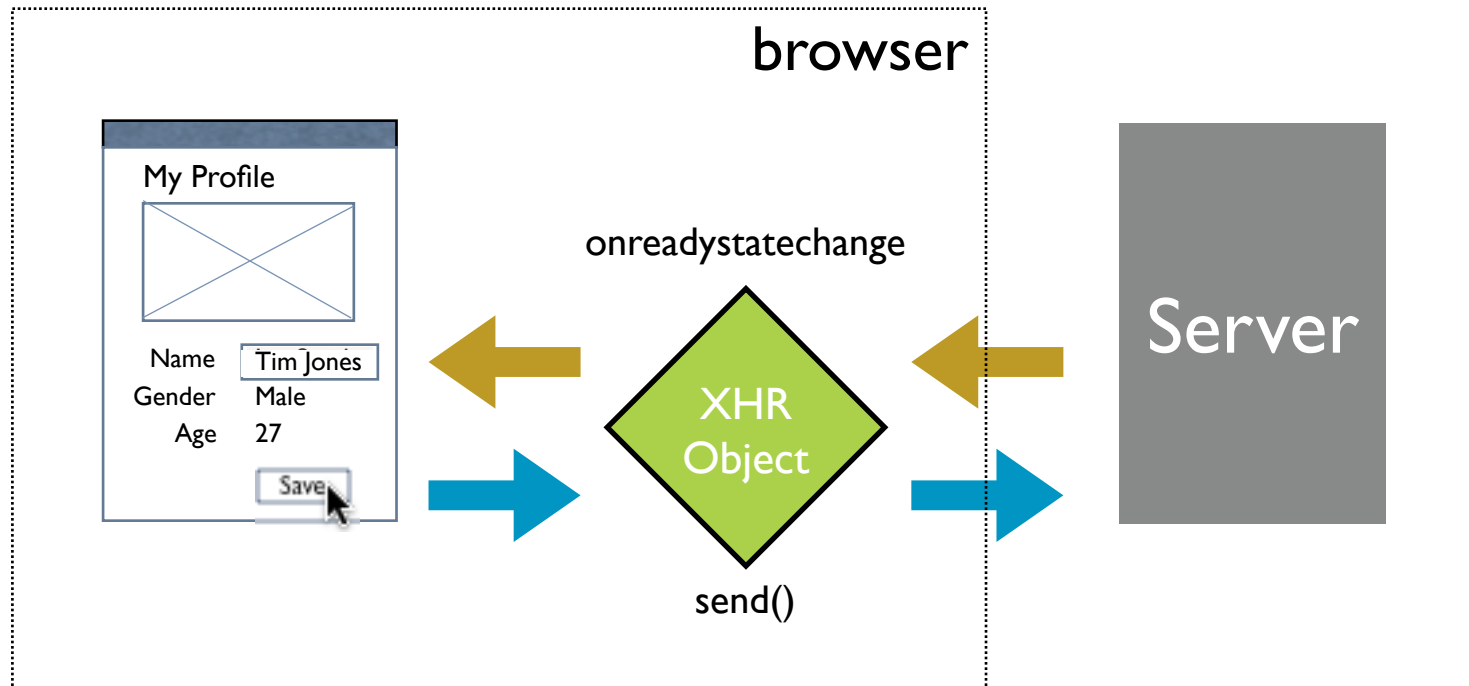


# Ajax Model - New & Improved!


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



# Ajax Illustrated

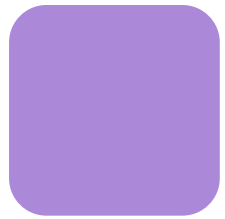


# AJAX vs Ajax

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

# Other Remote Scripting Techniques

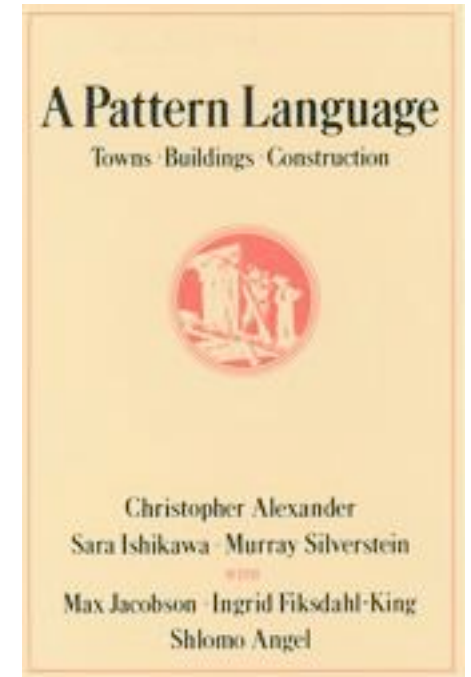
- Hidden IFrame
- `<img> src`
- `<script> src` hack
- CSS href hack
- JS to faceless Java applets
- JS to faceless Flash
- NO CONTENT Response
- Cookies



# Patterns

# Origin of Patterns

- A Pattern Language, Alexander, 1977  
*Dissatisfied with sterile, impersonal design*
- Defined it as  
*Solution to a problem in context*
- Captured  
*Situation, competing constraints, canonical solution*
- Examples  
*Couples Realm, House for a Couple, Sitting Circle, Marriage Bed*



# Spread of Patterns

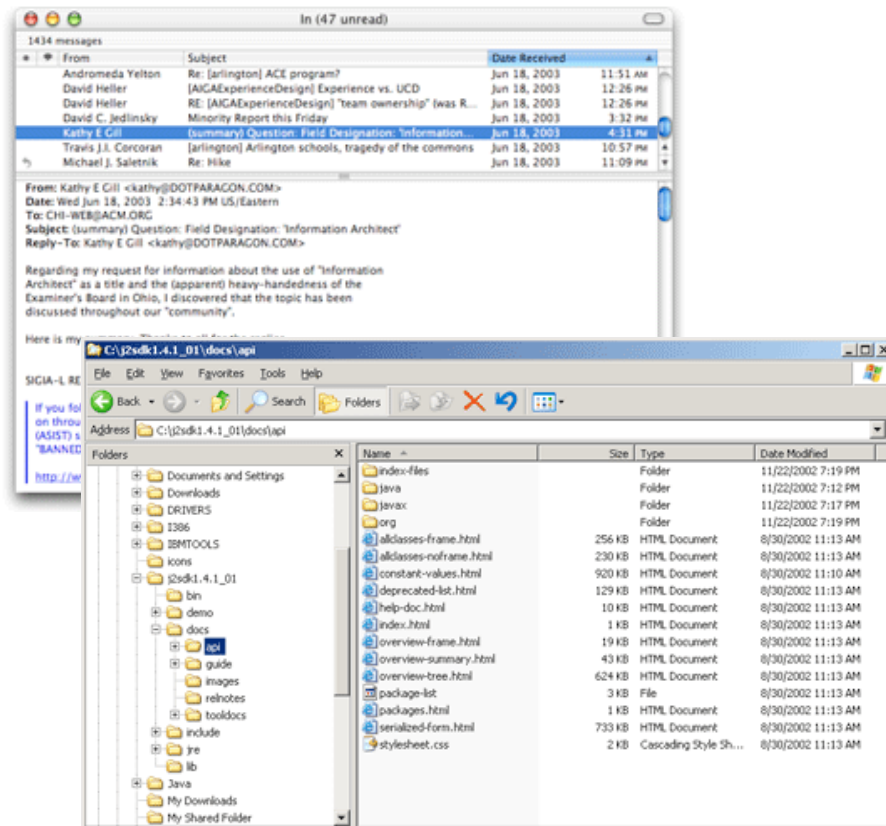
- Applied to software design, Gang of four, 1995
- 1996, Alexander chides user experience community
- User experience patterns
  - 1997, Tidwell's *Common Ground*
  - Welie's pattern site
  - *Design of Sites* book
  - 2005, Tidwell, *Designing Interfaces*



- Jenifer Tidwell (also a book)  
<http://designinginterfaces.com/>
- Martijn van Welie  
<http://www.welie.com/patterns/>
- Sari A. Laakso  
<http://www.cs.helsinki.fi/u/salaakso/patterns/>
- Michael Mahemoff  
<http://www.ajaxpatterns.org/>
- Web Patterns  
<http://webpatterns.org/>



# Overview + Detail



- Problem  
Large amounts of data. User need to see details in context of overview data
- Solution
  - Overview Panel (top or left)
  - Detail Pane (bottom or right)

Source: Jenifer Tidwell

- Created. 2004.  
Erin Malone, Matt Leacock, Chanel Wheeler and a number of other contributors & reviewers
- Evangelized. Throughout UED. Early 2005.
- Presented. March 2005.  
Montreal IA Summit
- Article. April 2005.  
[boxesandarrows.com](http://boxesandarrows.com)
- Rich Ajax patterns added. Latter half 2005.
- Went public 2/13/06

# Yahoo! Pattern Library - Example



[UE Home](#) | [Backyard](#) | [Yahoo!](#) | [Feedback](#)

Welcome, Bscott [\[sign out\]](#)

Search

in UE - All

Search

## User Experience

- [Home](#)
- ▼ [Disciplines](#)
  - [Interaction Design](#)
  - [Visual Design](#)
  - [Illustration](#)
  - [Design Research](#)
  - [Web Development](#)
- [Products](#)
- [People](#)
- [Resources](#)
- ▼ [Guidelines](#)
  - ▼ [Interaction Patterns](#)
    - [What's New](#)
    - [Create Pattern](#)
    - [Writer's Toolkit](#)
    - [Review Queue](#)
    - [FAQ](#)
  - ▶ [Visual Specifications](#)
  - [Toolkits](#)

## My Tools

- [Status Reporter](#)
- [Calendar](#)
- [Recent Posts](#)
- ▶ [Create Content](#)
- [My Bookmarks](#)
- [My Account](#)
- [My Drafts](#)
- [My Subscriptions](#)
- ▶ [Administer](#)
- [Sign Out](#)

## My Bookmarks

You have no bookmarks.

[quick link](#) | [manage](#)

## Browse Archives

January 2006

Su Mo Tu We Th Fr Sa  
1 2 3 4 5 6 7

[Home](#) > [Guidelines](#) > [Interaction Patterns](#) > [Ratings and Reviews](#) >

## Star Rating an Object

INTERACTION  
PATTERN

[view](#) [edit](#) [outline](#)

Modified: 8 Jun 2005 - 10:41am

Posted: 2 Dec 2004

Editor: [wendym](#)

Contributor: [garethf](#), [janejao](#),  
[mmaleman](#), [mattl](#)

Terms: [web application](#), [controls](#),

[desktop computer](#)

### SUB-TOPICS

- No sub-topics

[ [what's this](#) ]

Jump to related topics

### California Pizza Kitchen

(650) 323-7332

Address:  
531 Cowper St  
Palo Alto, CA 94301

### Ratings

Average: (4)



Rate it:



### PROBLEM SUMMARY

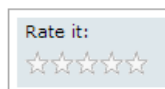
Users need to quickly give their star rating of an object, with minimal interruption to any other task flow they are involved in.

### USE WHEN

This pattern is appropriate for properties using ratings platforms that don't allow users to edit their rating of an object.

### SOLUTION

1. Show clickable star graphics with an invitation to rate the object (if the user has not yet rated it).



Clickable star graphics



- Authoring Information: authored by, authored on, publishing status, comment control
- Title
- Contributors
- Sensitizing Example
- Problem Summary
- Use When
- Solution
- Rationale
- Special Cases
- Open Questions
- Related Patterns & Visual Specs
- Supporting Research
- Classification: parent, categories (element type, task, application type, device)
- Publishing status (publish/ready for review)
- Weight
- Subscription
- Rating

# Yahoo! Pattern Library Release

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

The image displays three screenshots of the Yahoo! Developer Network Design Pattern Library website, illustrating the structure and content of the library.

**Top Screenshot (Home Page):** Shows the "Design Pattern Library" section with a "USER NEEDS TO" sidebar. The sidebar includes sections like "NAVIGATE", "EXPLORE DATA", "ORGANIZE DATA", "GIVE FEEDBACK", "PERFORM ACTION", "CUSTOMIZE", and "APPLICATION NEEDS TO". The main content area features a "Welcome" message and a "What's a Pattern?" section.

**Middle Screenshot (Ratings and Reviews Pattern Page):** Displays the "Ratings and Reviews" pattern page. It includes a "Problem Summary" (User wants to leave an opinion or evaluate an object), "Solution Patterns" (Architecture of a Review, Rating an Object, Writing a Review), and a "Results Page" example showing a list of search results with a "Next" link.

**Bottom Screenshot (Rating An Object Example):** Shows the "Rating An Object" example page. It includes a "Problem Summary" (A user wants to quickly leave their opinion on an object), an "EXAMPLE:" section showing a restaurant rating interface, and a "Use When" section listing scenarios for using the pattern.

**Right Sidebar (QUICK JUMP):** Contains links for "Solution", "Rationale", and "Accessibility".

**Bottom Right Sidebar (RELATED PATTERNS):** Lists "Ratings and Reviews", "Architecture of a Review", and "Writing a Review".

**Bottom Right Sidebar (AS USED ON YAHOO!):** Lists "Yahoo! Local", "Yahoo! Shopping", "Yahoo! Custom Autos", and "Yahoo! Movies".

**Bottom Right Sidebar (BLOG):** Contains a link for "Blog Article".

**Bottom Right Sidebar (SOME RIGHTS RESERVED):** Includes a Creative Commons license notice: "This work is licensed under a Creative Commons Attribution 2.5 License."



# Yahoo! Pattern Library Example

- Title
- Problem Summary
- Sensitizing Example
- Use When
- Solution
- Rationale
- Accessibility
- Related Patterns
- As Used on Yahoo!
- Blog Link
- Code Examples

[Developer Network Home](#) [Help](#) Site Search

**YAHOO!** DEVELOPER NETWORK

Design Pattern Library

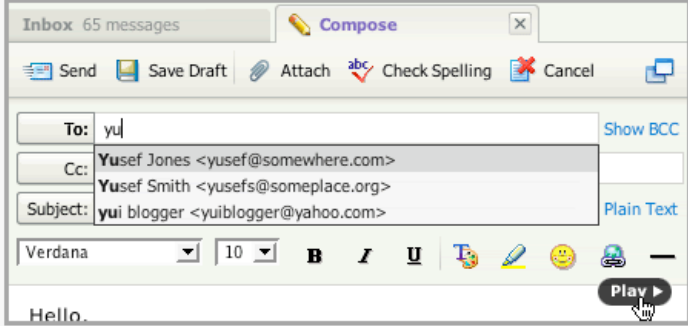
[Yahoo! Developer Network](#) > [Design Pattern Library](#) > Auto Complete

## Auto Complete

### Problem Summary

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.

EXAMPLE:



*Auto completion of contacts in Yahoo! Mail Beta*

### Use When

- The suggestions can be pulled from a manageable set of data
- The input item can be entered in multiple ways
- The input item can be matched with a specific data item in the system
- Speed and accuracy of entry is an important goal
- The total number of items would be too large or inconvenient for displaying in a standard drop down box

### Solution

Layout

- Use a standard text box for input.
- Label the text box to match the user's expectation of what field will be searched against.

### QUICK JUMP

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

### RELATED PATTERNS

- Button Sequence
- Chooser
- Input Guidance

### AS USED ON YAHOO!


- [Yahoo! Mail Beta](#)
- [Yahoo! Maps Beta](#)
- [Yahoo! My Web 2](#)

### BLOG

- [Blog Article](#)

### CODE EXAMPLE


- Coming Soon!



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



# YAHOO! USER INTERFACE BLOG

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

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

## Yahoo! Design Pattern Library Released

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

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

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

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

### Background on Patterns

#### SYNDICATE

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

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

#### RECENT POSTS

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


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

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

Search the Web

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

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

IS IT EASY TO START AN ONLINE STORE ? 

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

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










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

[Home](#)  
[Messages](#)  
    [Pending](#)  
    [Post](#)  
[Files](#)  
[Photos](#)  
    [Pending](#)  
[Links](#)  
[Database](#)  
[Polls](#)  
[Members](#)  
    [Pending](#)  
  
[Promote](#)  
[Invite](#)  
  
[Management](#)

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

[Post Message](#)

View: [Simple](#) | [Summary](#) | [Expanded](#)  
As: [Msg List](#) | [Thread](#) 1 - 23 of 23 First | < Previous | Next > | Last

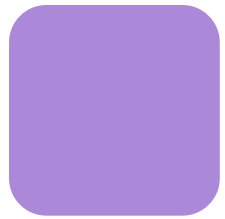
	Subject	Author	Date 
<input type="checkbox"/>	1 <b>Welcome!</b> We are excited about the launch of our Yahoo! Design Patterns Library < <a href="http://developer.yahoo.net/ypatterns/index.php">http://developer.yahoo.net/ypatterns/index.php</a> > . While our internal patterns site is...	<a href="#">billwaynescott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



- Goodwill. Sharing back with community.
- Feedback. Lots of smart eyes enrich our library.
- Dialog. Prioritizes and raises issues.
- Reuse. Raises awareness and reuse inside Yahoo!
- Standards. Help promote standards.
- Mindset. We believe in open source.
- Coordination. In sync with code library release.

**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.**

**Faceted Navigation. Browsing. Narrowing History. Fly-out Menus. Horizontal Bar. Hub and Spoke. Left Navigation. Tabs. Calendar Picker. Filtering. List. Sorting. Thumbnail. Button Sequence. Choosers. Input Guidance. Add Contacts. Email a Friend. Email Preview. Drag and Drop Objects. In Page Editing. Direct State Edit. Inline Custom Edit. Inline Text Edit. Overlay Panel Edit. Sliders. Dynamic Tooltip. Guidance. Inline Messaging. Invitation. Cursor Invitation. Drop Invitation. Tool Tip Invitation. Hover Invitation. Transitions. Brighten. Dim. Cross Fade. Expand. Collapse. Fade In. Fade Out. Move. Self-Healing. Slide. Zoom. Draggable Panels. Modal Panels. One-Click Panels. Overlay Panels. Grid.**

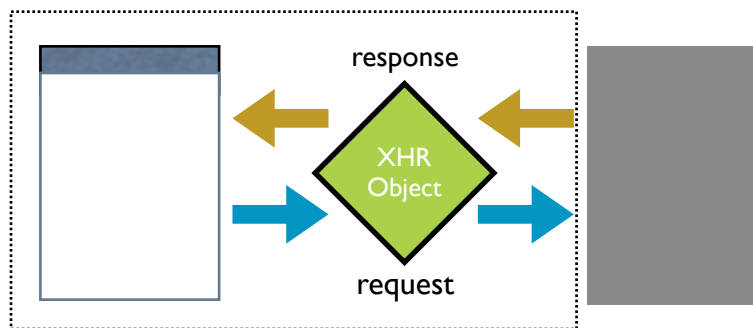


# Ajax Patterns

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

# But What Can XHR Do?

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



# Anatomy of a Pattern

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



# Trigger

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

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

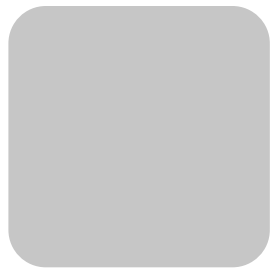




# Operation

Ajax patterns open the door to immediacy

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



# Operation. Lookup

I can get information when I need it

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





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

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**Instant Search** BETA



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

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

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



## Rico LiveGrid

**RICO** AJAX SEARCH

LiveGrid Demonstration

Powered by Yahoo! Search

Select Search Category: **Web** Images Videos

Search the Web:

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

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

**YAHOO! MAIL BETA** Welcome, **b.scott** [Yahoo!](#) | [My Yahoo!](#) | [News](#)

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

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

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

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

**What's your Credit Score?**

**Netflix-Try Free! No Late Fees**

**Online Degree Programs**

## Yahoo! Mail Beta (Oddpost)



# 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.**



## Rocky Waters

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



Add tags

## Test Page

Body List Notes Files Images Writeboards Links Sharing ?

### Notes

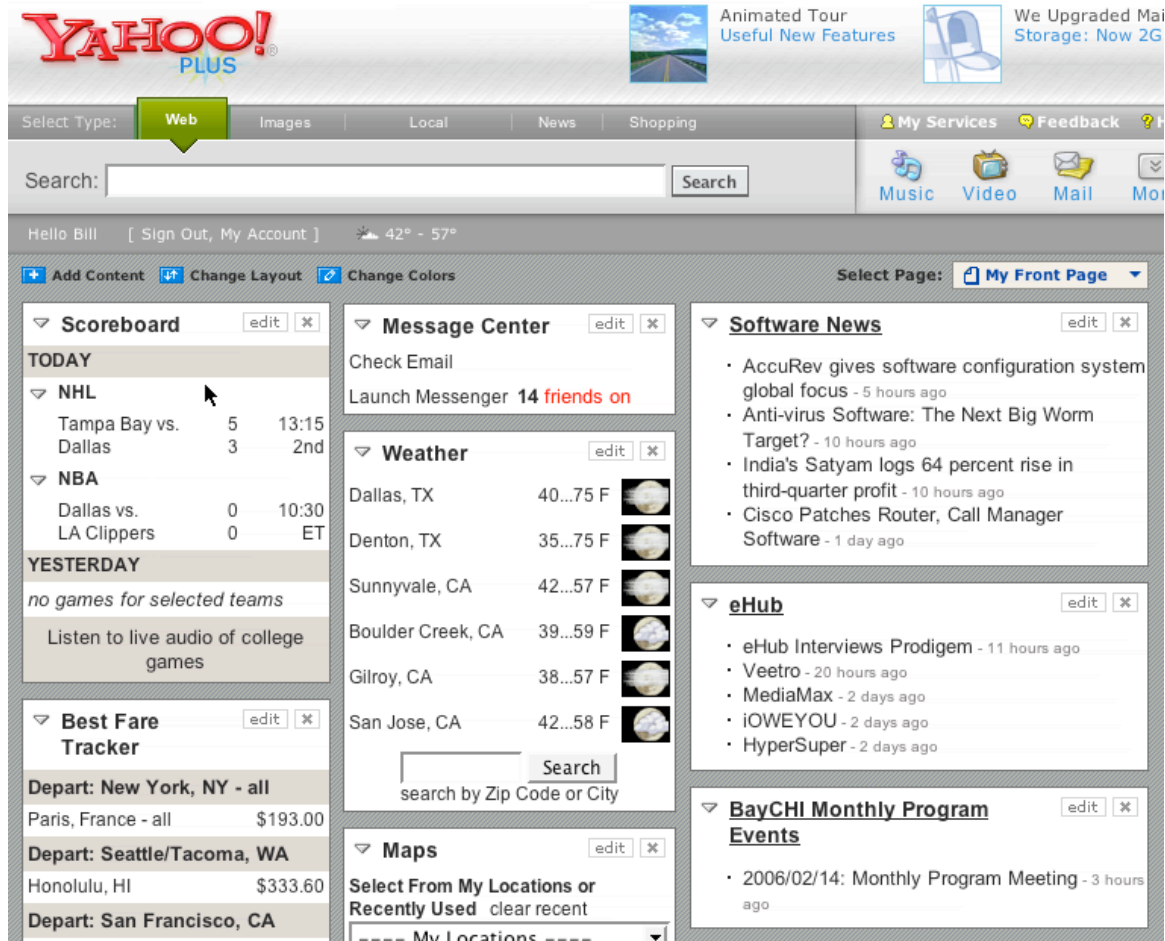
**First Note (modified)** Posted 30 Nov

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

[Add note](#)



# Persist persistent portals



# Operation. Validate

I can prevent errors early

**Balloon Error Tip. Inline Validation. Validate Then Suggest. Per Field Validate. Keystroke Validate. Inline Form Validate. Invalid But Suggest.**





## Operation. Invoke

I can make things happen now

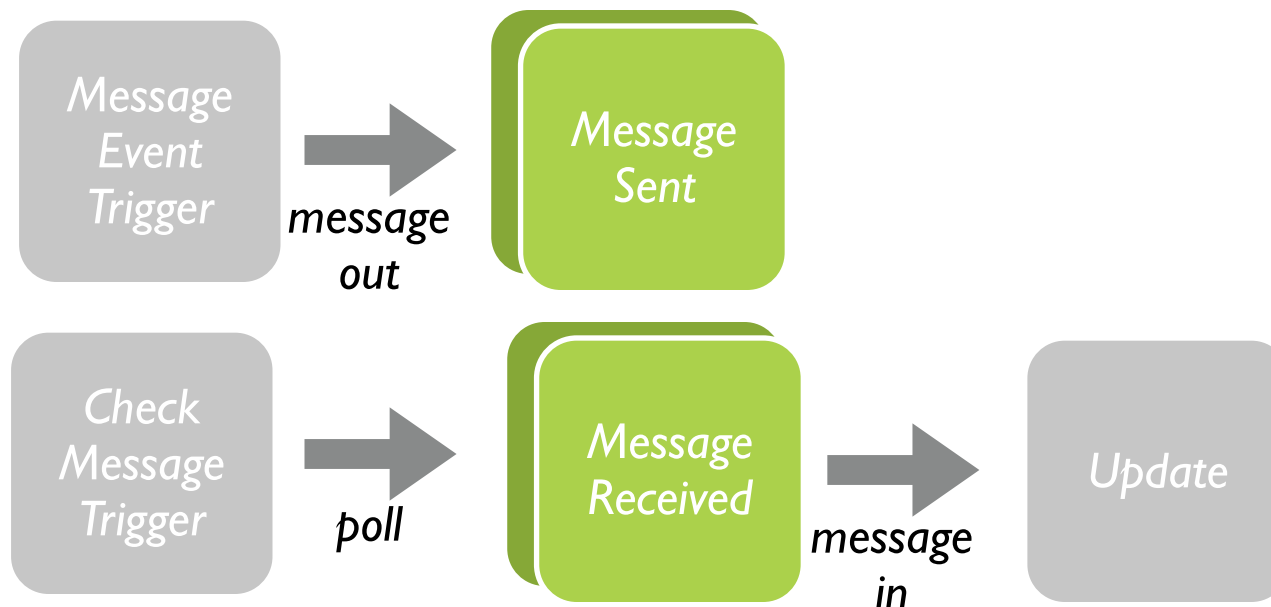
**Fire and Forget. Lightweight Action.**



# Operation. Message

I can communicate instantly

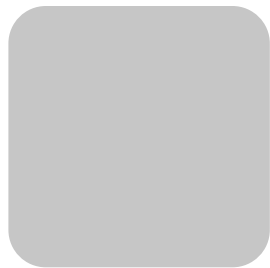
**Two-Way Chat. Real-Time Auction.  
Collaborative White Board.**



# Update

- Finally, patterns reflect a visual change

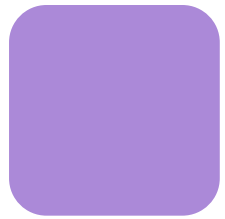
**Indication. Busy Indication. Cursor Busy. In Context Busy. In Context Progress. Inline Status. Transition. Brighten Transition. Cross Fade Transition. Dim Transition. Expand Transition. Fade In Transition. Fade Out Transition. Flip Transition. Move Transition. Self-Healing Transition. Collapse Transition. Slide Transition. Rich Internet Object. Available. Selected. Identifiable Object. Slide-out. Popup Balloon.**



# Pattern-O-Matic



**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.**



# Principles

# Nine Principles for Rich Design

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



## Keep it direct

---

Prefer interaction inside the page

Use direct editing on content

Keep your tools nearby

Create smart tools that infer context

Use drag and drop where appropriate



submit hyperlink



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

**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.**

The screenshot displays the Yahoo! Plus web interface, which is a dashboard-style layout. At the top, there's a navigation bar with the Yahoo! Plus logo, a search bar, and links to various services like Music, Video, Mail, and More. Below this, a personalized greeting "Hello Bill" is shown along with weather information (42° - 57°) and account management links.

The main content area is divided into several sections:

- Scoreboard:** A section for sports updates, including "TODAY" and "YESTERDAY" games. It lists NHL games (Tampa Bay vs. Dallas) and NBA games (Dallas vs. LA Clippers).
- Message Center:** A section for email and messaging, including a "Check Email" button and a "Launch Messenger" button showing 14 friends online.
- Software News:** A section for software-related news, featuring articles like "AccuRev gives software configuration system global focus" and "Anti-virus Software: The Next Big Worm".
- Weather:** A section showing weather forecasts for various locations, including Dallas, TX, Denton, TX, Sunnyvale, CA, Boulder Creek, CA, Gilroy, CA, and San Jose, CA.
- Best Fare Tracker:** A section for tracking flight fares, showing options for New York, NY, Paris, France, Seattle/Tacoma, WA, and San Francisco, CA.
- Maps:** A section for finding locations, including a "Search" button and a "Select From My Locations or Recently Used" dropdown.

Overlaid on the right side of the dashboard is the Yahoo! Mail interface, which includes a "Welcome, b.scott" message, a "Sign Out, My Account, Switch Back" link, and a list of messages in the inbox. The inbox list shows messages from Jason Kunesh, American Kennel Club, Mike Milinkovich, Ryan Freitas, Richard Cowin, and LukeW.

## Rocky Waters

[ADD NOTE](#)
[SEND TO GROUP](#)
[ADD TO SET](#)
[BLOG THIS](#)
[ALL SIZES](#)
[ORDER PRINTS](#)
[ROTATE](#)
[DELETE](#)



Add tags

## Test Page

[Body](#)
[List](#)
[Notes](#)
[Files](#)
[Images](#)
[Writeboards](#)
[Links](#)
[Sharing](#)

## Notes

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

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

[Add note](#)

## My Grade:

B-

Fair

[write a review](#)

A

B+ B B-

C

D

F

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

Thanks team! Way to show up a week late.

[Edit Smack](#)




The Blouses eldub2001 [Click to view Fantasy Sports Profile](#) <sup>NEW</sup>

Teams: [The Blouses](#)

## Scheduled Items


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

  **Yosemite Lodge** [View](#) | [Delete](#)From \$97.00 to \$146.00 per night. [Reserve Now](#) 559-252-4848

Yosemite Natl Pk, CA 95389

United States


In the valley of Yosemite National Park

**Notes:** [Edit](#)**Tags:** [Edit](#)**Dates:** [Add](#)Wed, Nov 23rd - Fri, Nov 25th [Edit](#)  **Tunnel View** +1 209 372 1000





Wawona Rd

Yosemite National Park, CA 95389

United States

This breathtaking and spectacular sight is located on Highway 41 just north of Wawona, and just south of the Valley Floor. This popular spot is the most photographed view of the valley. It received 



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

- Inline Text Editing
  - Do we need save/cancel? Is so, when?
  - Try to not disturb the page when switching modes
- Discoverability
  - Not expected model of most content
  - Any visual treatment clutters the screen
  - On page tips?
- Once someone learns it, is it so useful it outweighs initial discoverability issues?
- Combine with invitations, spotlights, inline indicators

# 2

## Provide live feedback

---

Design for immediacy

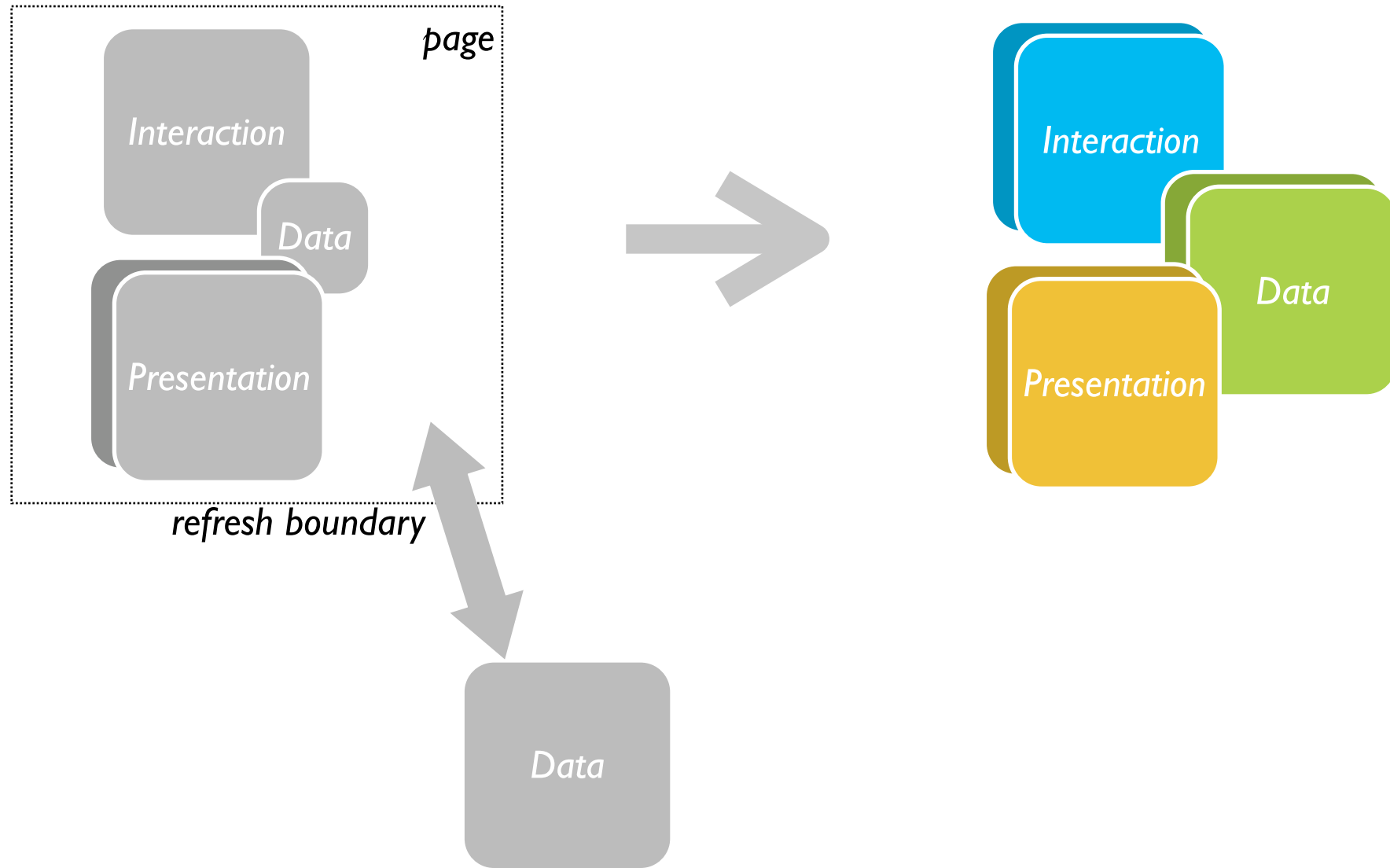
Design for relevancy

Use live previews (look before you leap)

Play the confidence game

Create nimble clients

Watch out, feedback can be distracting






**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.**

### Most Popular

Most Emailed | Most Viewed | Most Recommended | My Sources

- Lonely elephants, edgy apes baffled by post-Katrina life at zoo PM ET
- Scientists Study Gorilla
- Inflation Soars Highest
- Rick Springfield's Soaring
- Feds Want Banks to Stay

» All Most Emailed



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

### World

Just-in-time data

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
tom cruise height	215,000 results
tom cruise	5,780,000 results
tom cruise books	145,000 results
tom cruise filmography	730,000 results
tom cruise film	481,000 results
tom cruise	552,000 results
tom cruise	347,000 results

Just-in-time logic

Students to Enroll

Crew Id	Last Name	First Name
600922	Peterson	Shelley
349394	Craft	Adrian
432939	Douglas	Elayne
468370	Hill	Petra
999300	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Students to Enroll

Crew Id	Last Name	First Name
600922	Peterson	Shelley
349394	Craft	Adrian
432939	Douglas	Elayne
468370	Hill	Petra
999300	Barnes	James
344935	Smith	James
139204	Miller	Gordon

Course Calendar

DEC 2005

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

Course Calendar

DEC 2005

S	M	T	W	T	F	S
				1	2	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


**Instant Search** BETA 

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

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

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

A screenshot of the Yahoo! Search interface. It shows the "YAHOO! search" logo, a checkbox for "php.net", and a search input field with a mouse cursor pointing at it. Below the input field is a "search" button.




KAYAK™ Search with us, book with them.™


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

☒ Round-trip ☐ One-way ☐ Multi-city

**From**  
|  
☒ Show Nearby Airports

**To**  
|  
☒ Show Nearby Airports

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

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

**Travelers** 1 ▾

**Cabin** Economy ▾









☐ Prefer Nonstop


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

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

**Cc:** |

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

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


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

No

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

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

[Start search over](#)

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

**Stops**  
☒ nonstop ☒ 1 stop ☒ 2+ stops


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

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

**Leave** ☒ depart ☐ arrive  
 Wed 5:00a 10:30p

**Return** ☒ depart ☐ arrive  
 Wed 6:00a Thu 12:00a

Price*	Airports	Airline	Depart	Arrive	Stops (Duration)
\$189	SJC > LAS LAS > SJC	American Airlines	12:57p 10:00a	2:21p 11:25a	0 (1h 24m) 0 (1h 25m)
buy direct at: <a href="#">American Airlines</a>					
\$192	OAK > LAS LAS > OAK				
buy direct at: <a href="#">JetBlue</a>					
\$192	OAK > LAS LAS > OAK				
buy direct at: <a href="#">JetBlue</a>					
\$192	OAK > LAS LAS > OAK				
buy direct at: <a href="#">JetBlue</a>					
\$192	OAK > LAS LAS > OAK				
buy direct at: <a href="#">JetBlue</a>					


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

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

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

[Change Your Search](#)

**Refine Results:**

**Flight Times** from

**DEPARTURE**

<input type="checkbox"/> 5am - 9am	\$187
<input type="checkbox"/> 9am - 3pm	\$166
<input type="checkbox"/> 3pm - 9pm	\$166
<input checked="" type="checkbox"/> 9pm - 5am	\$192

**RETURN**

<input checked="" type="checkbox"/> 5am - 9am	\$196
<input checked="" type="checkbox"/> 9am - 3pm	\$194
<input checked="" type="checkbox"/> 3pm - 9pm	\$192
<input checked="" type="checkbox"/> 9pm - 5am	(n/a)

**Airports**

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

**SPONSOR RESULTS**

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

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

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

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

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

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

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

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

visitors overview

VISITORS

LINKS

COMMENTS

POSTS

BROWSERS

COUNTRIES

TIMES

back to DASHBOARD

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

## An overview of visitors during January 2006

Visitors to your blog

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

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

### Some numbers since you started tracking

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

Measure Map is Questions or comments? Visit the

Check Mail
 Compose

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

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

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

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

<b>\$166</b>	<b>JetBlue</b> (flight details)
per person	11:40a 5:10p 1-stop OAK-LAS

**Airports**

☒ Oakland - OAK

☒ San Francisco - SFO

☒ San Jose - SJC

**3 return times** available at this price

[Book it now](#) - [Email](#) - [IM](#)

[jetblue.com](http://jetblue.com)

**GO!**

**Your Domain Is Active**  
**Yahoo! Webhosting** <wh-professional@yahoo-inc.com>

To: yuiblogger@yahoo.com  
 Cc: billwscott@gmail.com

Standard Header ▾ | Hide Pane

Wed Feb 1 17:06:45 2006

**My Grade:**

**B-**

Fair

[write a review](#)

**A**

**B+ B B-**

**C**

**D**

**F**

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

in

882,052 posts about:

# president bush

[Search related blogs](#)

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

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

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

20 posts in the last 44 minutes in

## Weapons-grade Bullshit

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

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

## The Shocking Case of Ahmed Omar Abu Ali

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

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

Loading

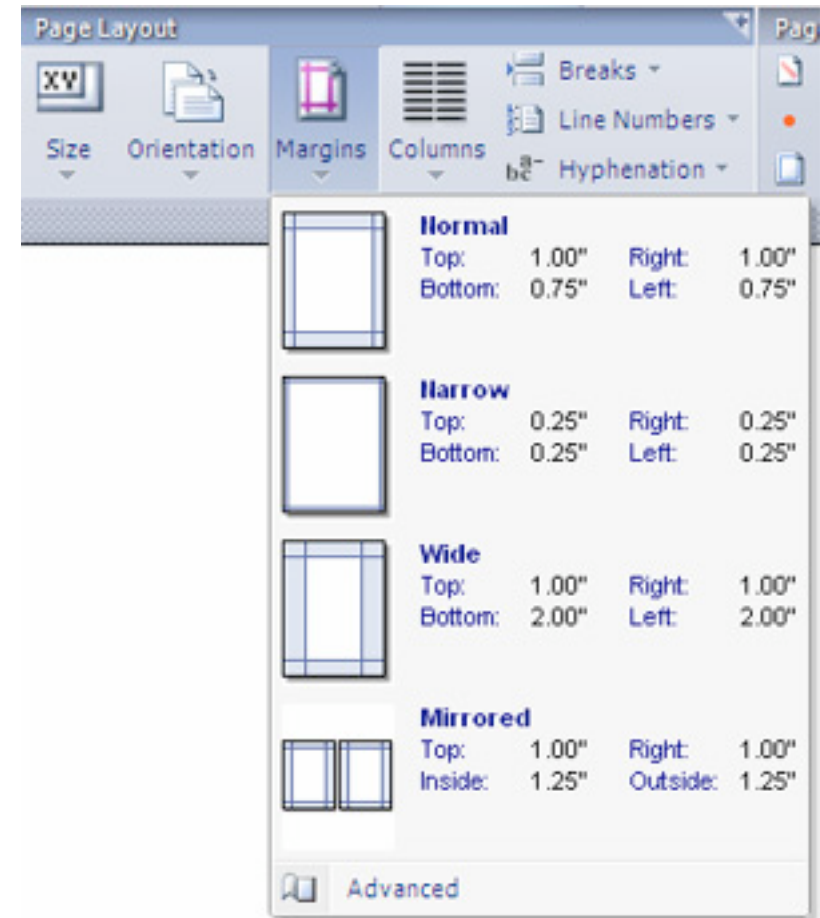
Loading


DESIGNING FOR AJAX

64



- Microsoft Vista/Office 12
  - Hover over gallery item
  - Shows live preview without committing
  - Only on click is the preview accepted
    - At which point the menu goes away and selection is retained
    - Otherwise mouse out returns to normal view











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


Q more views

size & coloroverviewX

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



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



select Size:

XS

S

M

L

XL

XXL

XXXL

also in tall  
(prices may vary)

select qty 

1

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

**white**  
\$29.50

add to bag

- Distracting or narrowing? When live search works
- Search is hard to narrow without distracting
  - Its only distracting when I don't like the results*
- Google suggests information I don't want - distracting
- Yahoo! Instant search narrows too quickly
- Auto complete is a bounded problem - easy to narrow
- Odyssey of Y! Mail Beta Search
- Obvious conclusion
  - The results are direct results-- not indirect results
  - The results are actually narrowing and not diverging
  - The results are narrowing and yet not distracting

- In context feedback should
  - Not disturb the unrelated elements on the page
  - Be close in proximity
  - Either animated or clearly visible
  - Be transient
  - Not jerky (distracting)

# 3

## Offer an invitation

---

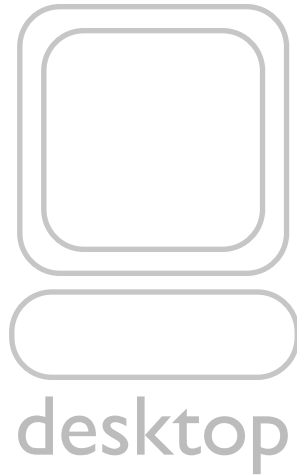
Rediscover hover

Use invitations to aid in discoverability

Use lightweight events as the welcome mat

Don't confuse invitation with action - keep it safe

Invite, don't proselytize



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

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



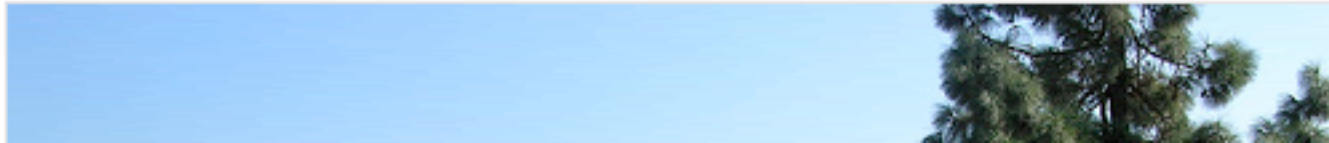
hover blur focus **click**  
key shiftclick doubleclick dragdragdrop

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

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

## Park near our new home

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



### Lists

☐ Remove this item

Add item or I'm done adding items

[Make a new list](#)

**My Grade:**

<b>A</b>
<b>B-</b> <b>B+</b> <b>B</b> <b>B-</b>
Fair <b>C</b>
<b>D</b>
<a href="#">write a review</a> <b>F</b>



## classic



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





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



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



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

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

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



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

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

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

Hello Bill [ Sign Out, My Account ]

☁ 48° - 60°

+

Add Content

↕

Change Layout

🎨

Change Colors

▼ Best Fare Tracker

edit ✕

Depart: New York, NY - all

Paris, France - all \$193.00

Depart: Seattle/Tacoma, WA

Honolulu, HI \$333.60

Depart: San Francisco, CA

London, United Kingdom - all \$253.00

Find other Best Fares:

From:

To:

Adults: 1 

▼

Search

Disclaimer

\* Some taxes and fees additional.

▼ Scoreboard

edit ✕

TODAY

no games for selected teams

YESTERDAY

▼ NHL

Detroit vs. Dallas 1 2 F  
ot

▼ NBA

Utah vs. Dallas 89 103 F


Listen to live audio of college games

▼ Message Center

edit ✕

Check Email




Launch Messenger 11 friends on



DESIGNING FOR AJAX

75

**Students to Enroll**

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

**Course Calendar**

DEC 2005						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
	600922/Peterson		999300/Barnes 344935/Smith 139204/Miller			
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- Discovering Idioms
  - Idioms must be discovered and learned
    - User is not even aware of inline editing on a web page
    - Challenge is how to get them to discover and learn the idiom
- Discovering Features
  - Features employing a learned idiom must be first discovered
  - Challenge is how to indicate an idiom is employed with the least amount of visual clues

- Help tip announcing the feature that employs the idiom
  - But users don't often read text
- One-Second Spotlight on tip to catch user's attention
  - Once they have successfully used feature, remove help text
- Help switch
  - Depress to see help bubbles, tips around the page
  - Combine with tip to spotlight the feature
- Tour
- Hover techniques

# 4

## Use dynamic space

---

Planning the backstage

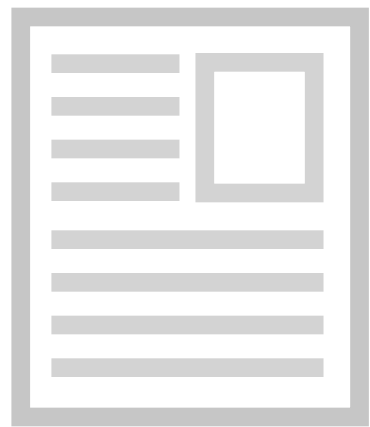
Use overlays and expands correctly

Use time to your advantage

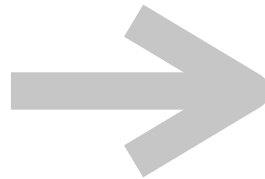
Use slide, zoom, flip, lens, overlay to extend space

Use transitions to introduce new characters

Use zoom to focus on detail



static page

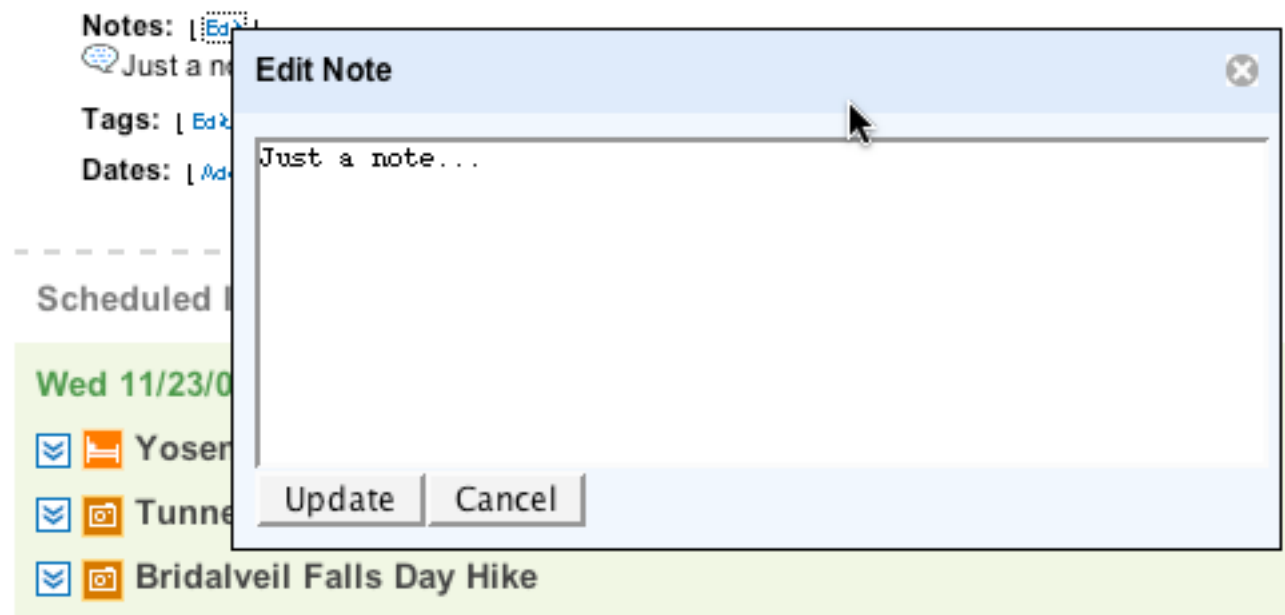


virtual page

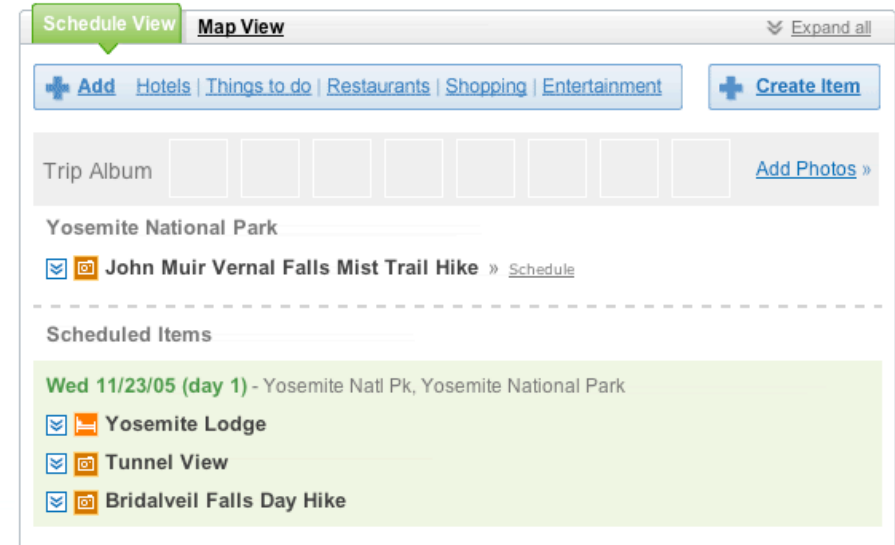
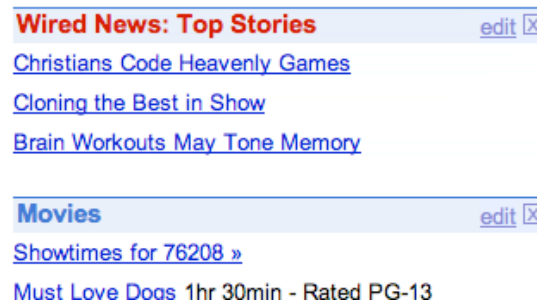


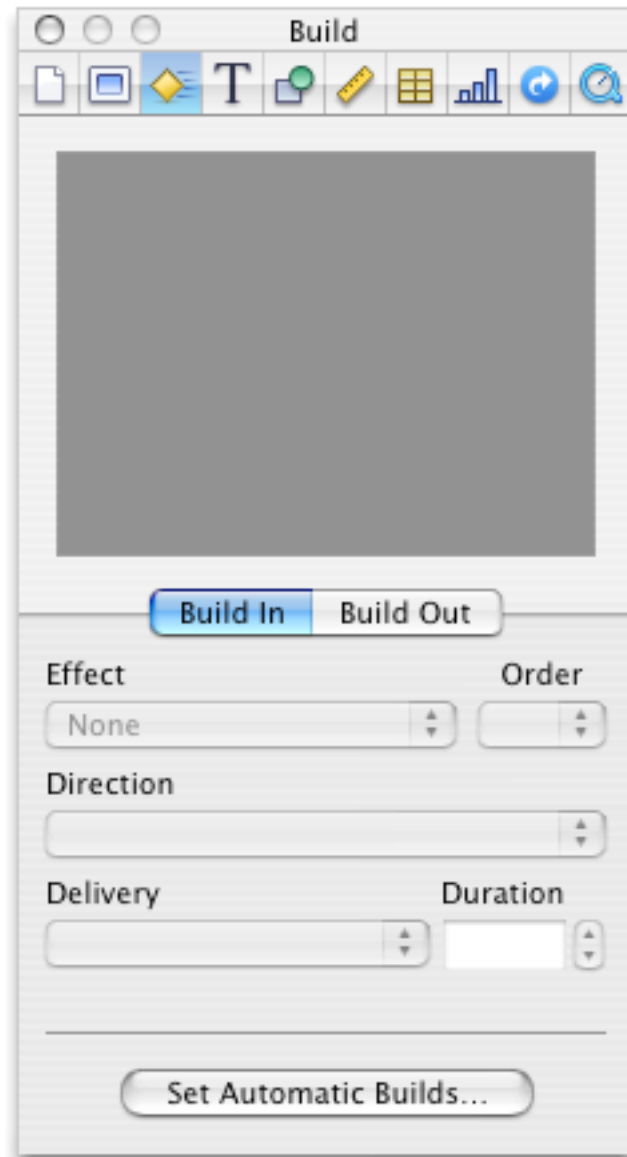
**Detail Zoom. Opacity Focus.  
Configurable Module-  
Faceplate. Configurable  
Module-Flip It. Configurable  
Module-Inline Configure.  
Configurable Module-Slide  
Out Drawer. Slide Out. Flip.  
Opacity Fade.**

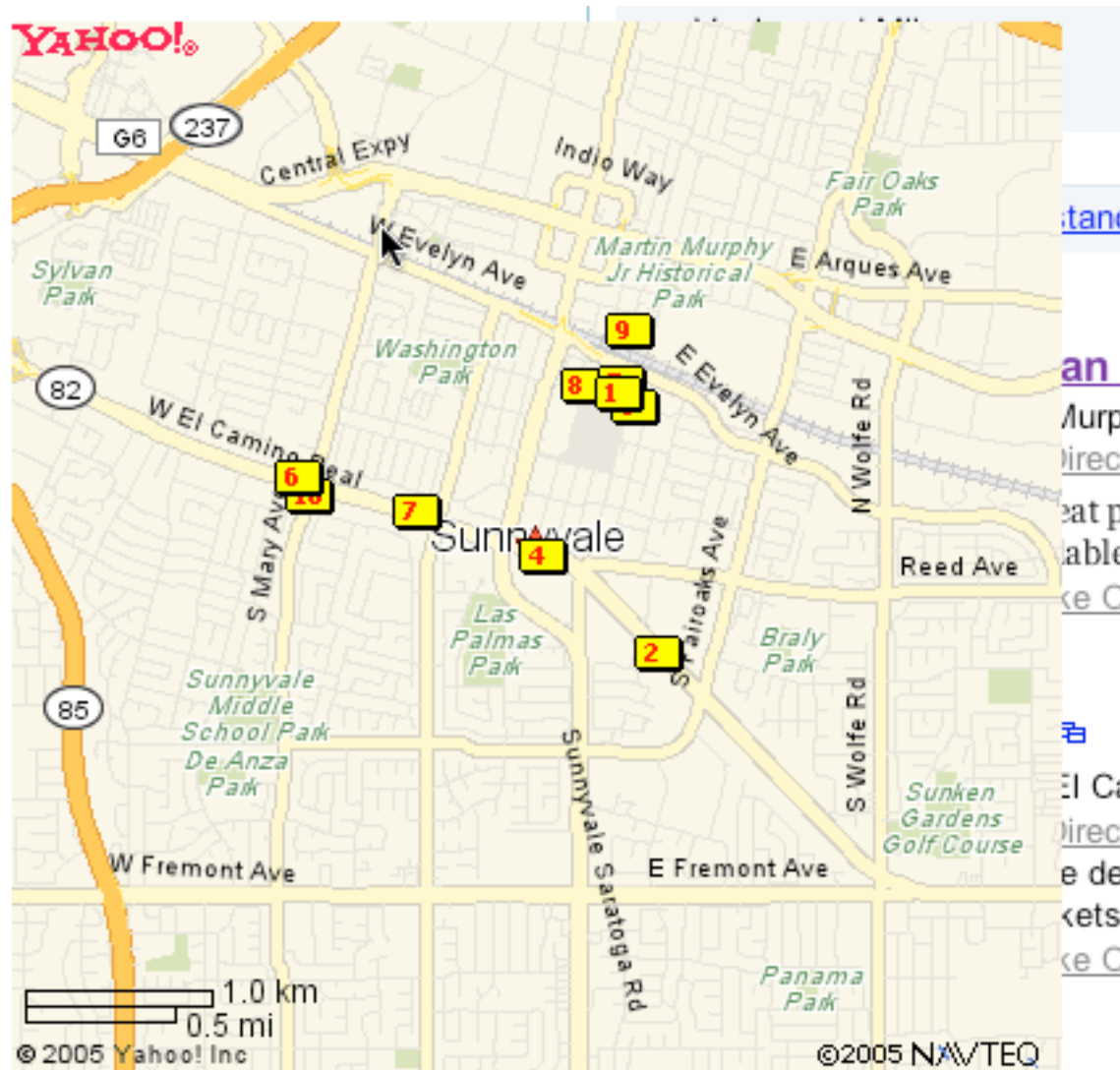
- Overlays float above the document layer
- Does not disturb the page
- Use overlays for
  - Information that is not part of collection
  - Something temporarily has priority, focus
- To replace page transition
- For transient input
- For contextual information



- In context panels expand/collapse in place
  - When one of many can be manipulated
  - To manage large collections
  - To manage navigation container
  - To manage content container







3. [Postale](#)

- Diminish disruption to the flow
- Use transitions to communicate origin, destination
- Use transitions to communicate symmetry of action
- Discoverability. Users may not discover your hidden areas. Use invitations to expose where hidden areas are

# 5

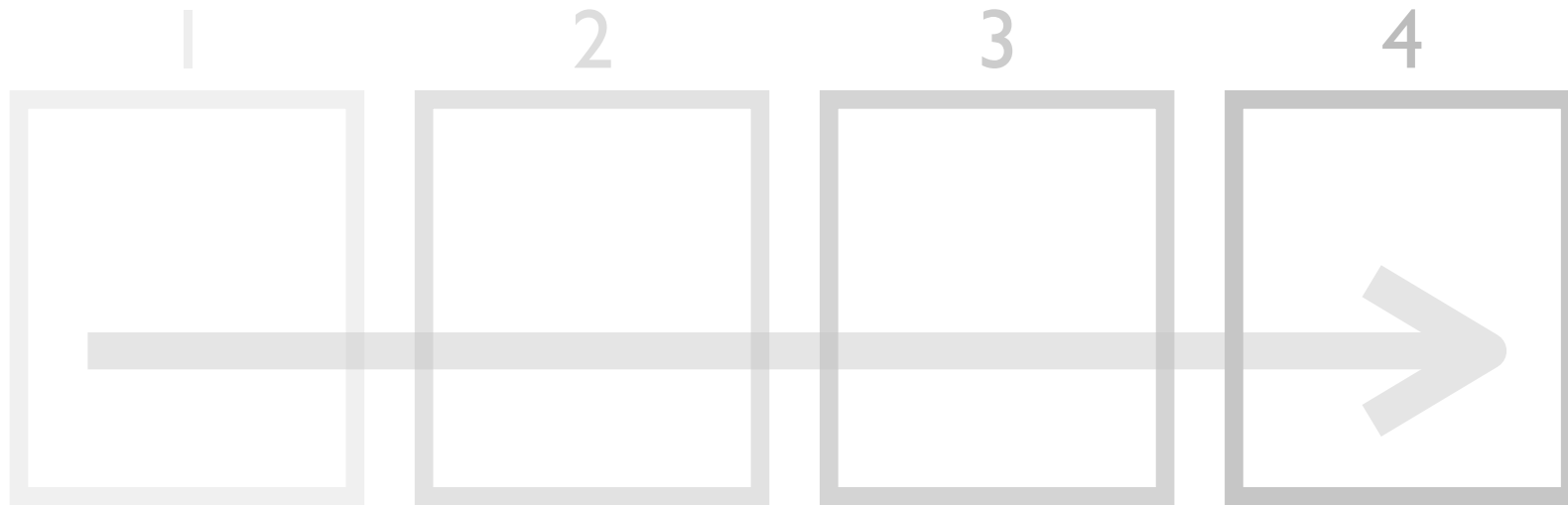
## Cross borders reluctantly

---

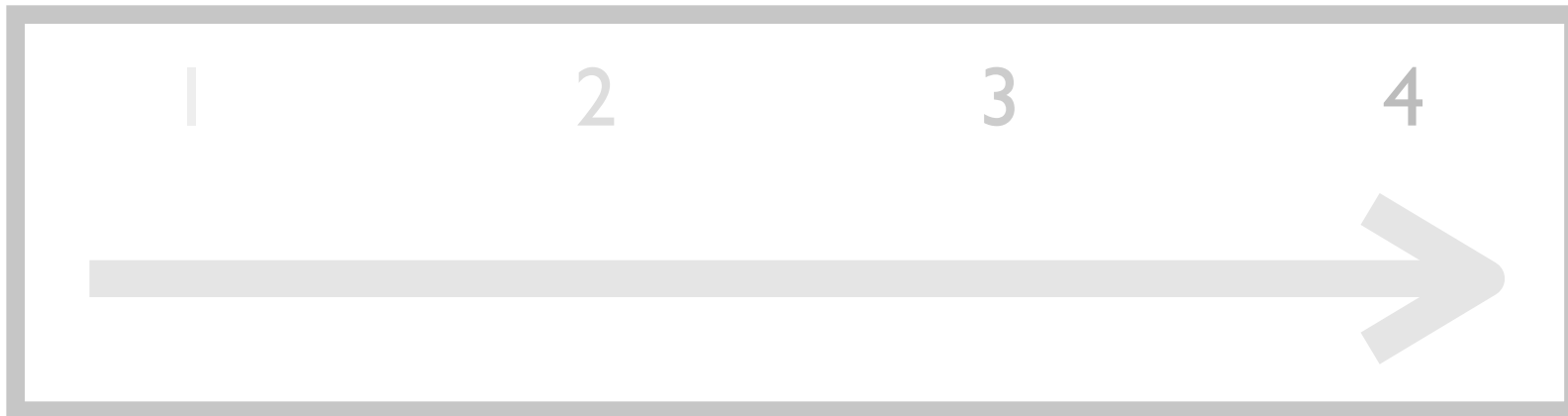
Page boundaries cause mental interruptions

When paging make it lightweight as possible

Use lightweight in-context popups to stay in page



classic flow across pages



rich flow within page



**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.**

## Rico LiveGrid

**RICO** AJAX SEARCH

LiveGrid Demonstration

Powered by Yahoo! Search

Select Search Category: **Web** Images Videos

Search the Web:

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

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

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

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

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

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

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

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

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

**What's your Credit Score?**

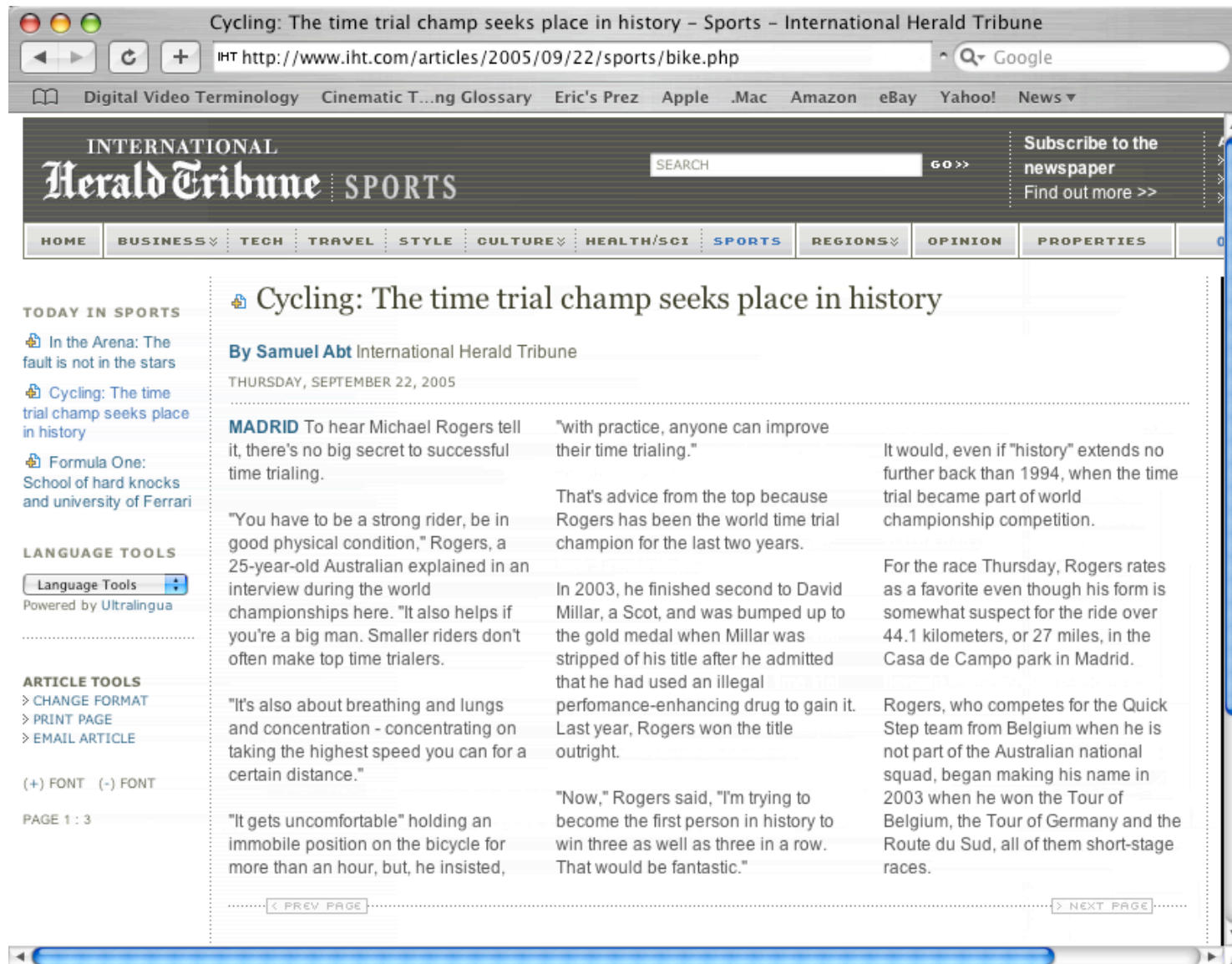
**Netflix-Try Free! No Late Fees**

**Online Degree Programs**

## Yahoo! Mail Beta (Oddpost)

- Scrolling search
  - Normally only the first few results matters
- Scrolling collections
  - Very useful, sorting & scrolling used to explore the results
  - Not sure what is useful
  - Each item is unique in specific attributes
  - Example: games, merchandise, mail messages, photos
- Is the data naturally chunked?
- Can you solve the dual scroll bar problem?
- Will sorting, filtering, exploring be important?

- At the very least make your paging fast



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

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

☐ ☐ ☐

select Waist: 38W select Length: 30L

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

size chart

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

CH

▼ Search by topic

Contact: [Private](#)

How can we be of service?

Select...

kaboodle

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

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

About VideoEgg

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

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



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

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



### Required information for Google account

Your current email address:

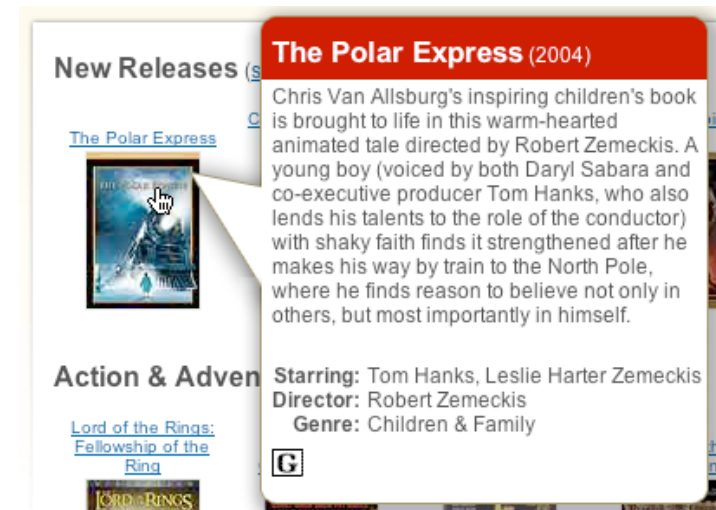
e.g. myname@example.com. This will be your username and sign-in.

Choose a password:

Minimum of 6 characters in length.

Password strength: Too short

- 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**





- Make activation & deactivation feel lightweight
- Avoid using secondary browser windows
- Use visual styles that suggest lightness
- Think of popups as auxiliary areas of the screen

- Invitation
- Activation
- Expand
- Collapse
- Move
- Resize
- Close

# 6

## Leave a light footprint

---

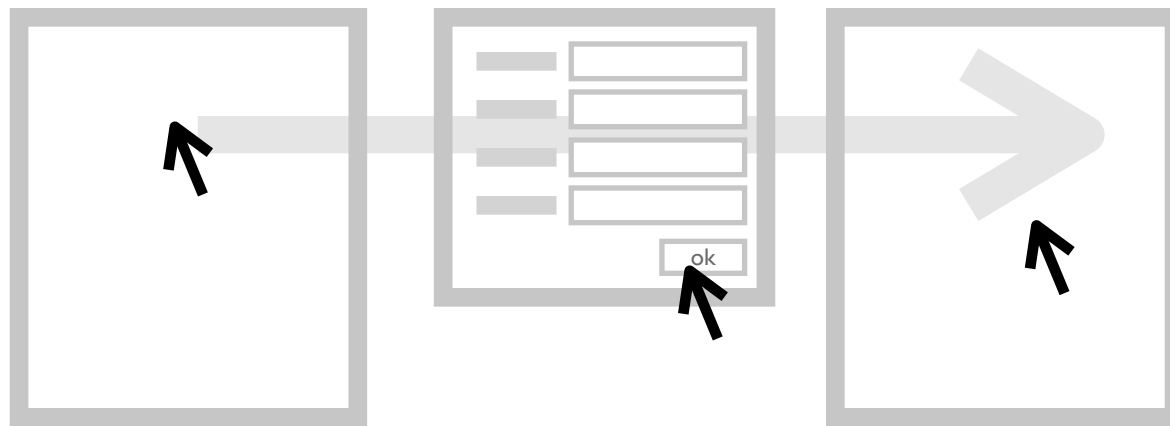
Use hover, blur, focus, click as footprints

Keep actions immediate and light

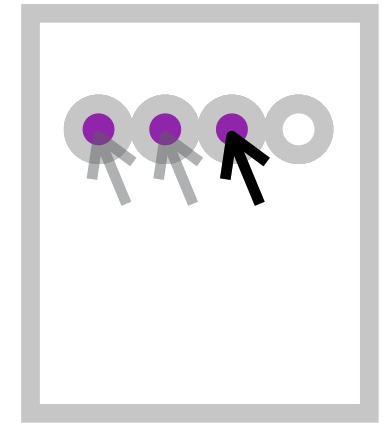
Watch your click weight

Design for engaging moments

Use invitations



heavy click-weight



light-weight  
actions

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

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

straight fit



loose staight fit  
(sandblasted vintage)  
\$49.50



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



straight fit (blasted  
black)  
\$49.50



straight fit (dark  
authentic)  
\$44.50

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

**Bridalveil Falls Day Hike**

[Pages](#) [Writeboards](#) [Reminders](#)

Add tags

# Bill's Work – To Do

[Body](#) [List](#) [Notes](#) [Files](#) [Images](#) [Writeboards](#) [Links](#) [Sharing](#) ?

[Lists](#)

## Public Pattern Project

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

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

- Microsoft Vista, Office 12  
Contextual Command Tabs





**RECOMMEND THIS STORY**

Recommend It:




Average (63 votes)

**Sauce****(415) 252-1369**131 Gough St  
San Francisco, CA 94102Cross Street:  
Near intersection of Gough St and Lily St[www.saucesf.com](http://www.saucesf.com)

Average Rating (10)

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

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

## Pique polo

[only at gap.com](#)

overview

you'll also like

Soft cotton pique knit.  
Short-sleeved, button neckline.







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

regular


tall

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

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



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



select Size:

XS

S

M

L

XL

XXL

XXXL

[size chart](#)

Quantity:

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

add to bag



## Show transitions

---

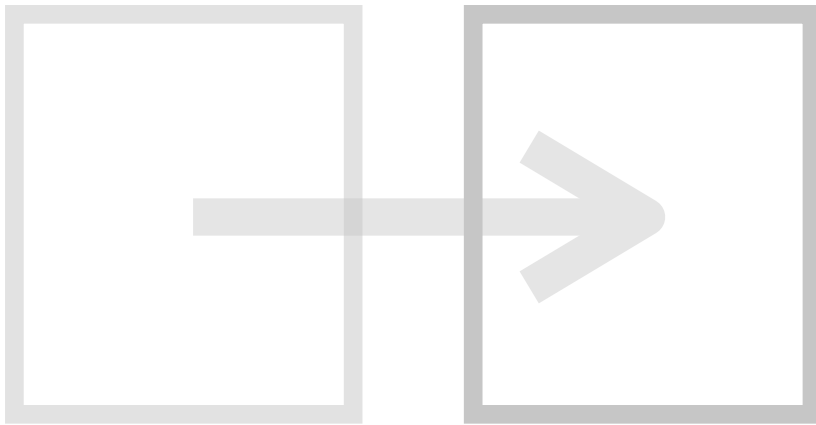
Keep transitions to a minimum; communication is the key

Engage the user during longer transitions

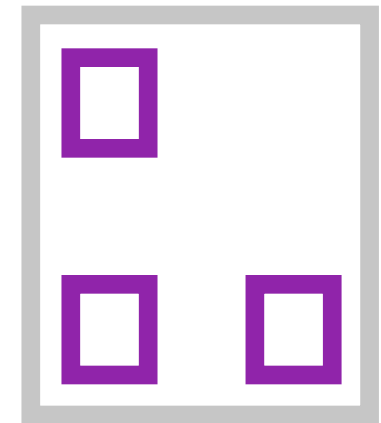
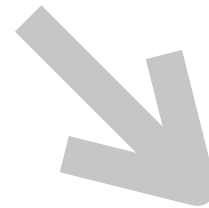
Communicate status & progress for *waiting transitions*

Communicate change for *state transitions*

Show relationships for *relational transitions*



page-based transitions



multiple transitions,  
single page

**Transition. Brighten Transition.  
Cross Fade Transition. Dim  
Transition. Expand Transition.  
Fade In Transition. Fade Out  
Transition. Flip Transition.  
Move Transition. Self-Healing  
Transition. Shrink Transition.  
Slide Transition.**



## 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



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

**my account**  
see order status  
sign in

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

**Shoes, Belts & More**

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

Premium canvas duffle bag  
\$49.50



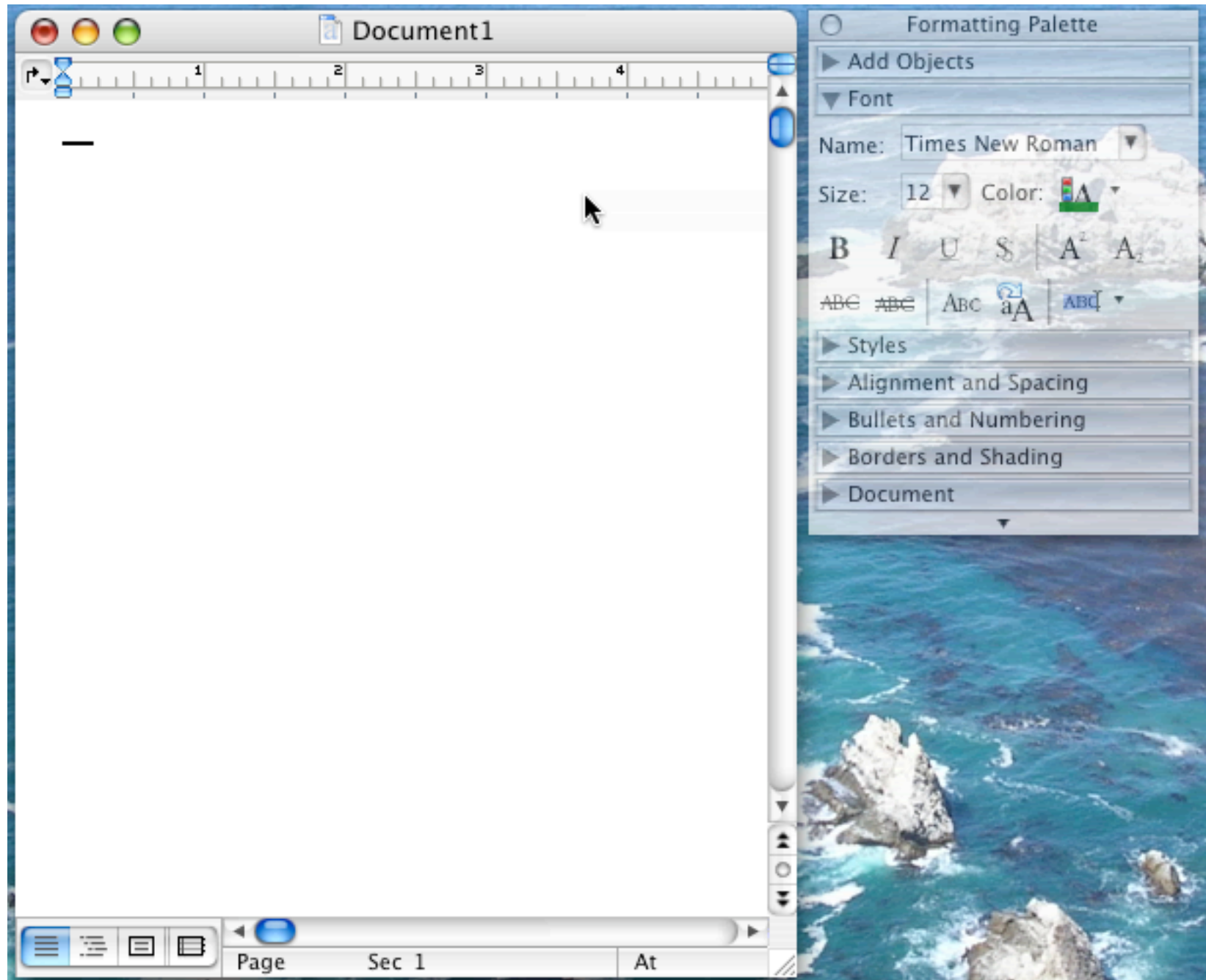
urban nylon sling  
\$34.50



urban nylon backpack  
\$29.50

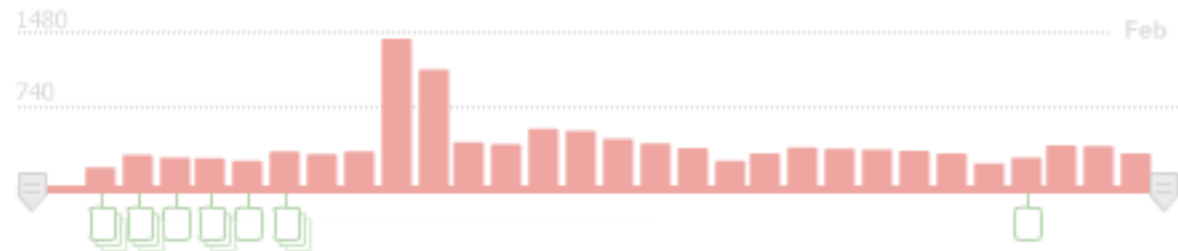


nylon commuter bag  
\$68.00









## Visitors to your blog

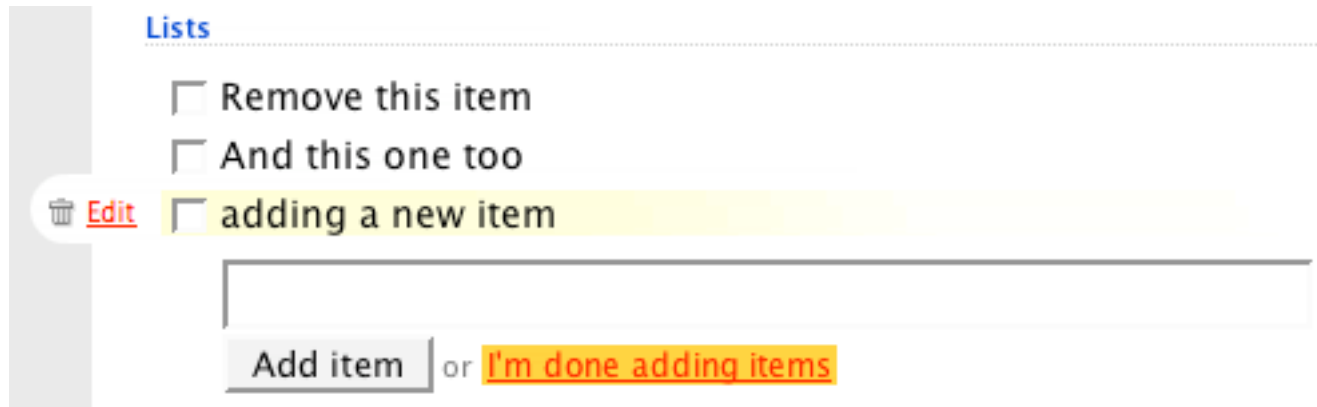
**9080 visitors came to your blog**

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

**digg**[home](#) » [spy](#)


## Recently dug stories (auto-refreshing)

[Christian Gaming](#) submitted by [mck9235](#) 25 minutes ago (<http://wired.com/news/games/0,...>)[Text files from BBS's](#) submitted by [Phobia](#) 7 minutes ago (<http://textfiles.com/>)[CDs that won't play on iPods sell....WELL!](#) submitted by [akaidiot](#) 6 hours 37 minutes ago ([http://today.reuters.com/news/...](http://today.reuters.com/news/))[Google Television!](#) submitted by [Lanze](#) 1 hours 45 minutes ago (<http://www.current.tv/>)[See what apps are auto-starting on your PC](#) submitted by [camalot](#) 1 day ago (<http://www.sysinternals.com/ut...>)[A Day In The Life of An Internet Entrepreneur](#) submitted by [Edwin](#) 8 minutes ago (<http://www.venturus.com/index....>)[Google It You Moron](#) submitted by [twistymcgee](#) 1 hours 17 minutes ago (<http://www.googleityoumoron.co...>)[Google now a hacker's tool](#) submitted by [Albertpacino](#) 14 hours 19 minutes ago (<http://www.pcworld.idg.com.au/...>)[Map Sex Offenders online with Google Maps](#) submitted by [ajcannon](#) 5 minutes ago (<http://dailytechfeed.com/?p=14>)[Bush Wants Other Theories Than Darwinism Taught In Schools](#) submitted by [cyrusgades](#) 10 hours 41 minutes ago (<http://news.ft.com/cms/s/e3658...>)[NBC to stop annoying DVR owners](#) submitted by [rayskin](#) 8 hours 1 minute ago (<http://www.pvrblog.com/pvr/200...>)[How Much Does Google Make a Second](#)



**Lists**

- ☐ Remove this item
- ☐ And this one too
- ☐ adding a new item

 [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:  for

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



[Expand](#)

[Learn more...](#)



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

- Cut transitions in half?
- Try to communicate without transitions, then turn up the contrast knob -- adding them in incrementally
- Use when
  - Multiple items change
  - In context deletes, adds, moves
  - Items hide/show
- Don't overuse

# 8

## Think in objects

---

Think rich internet objects instead of documents

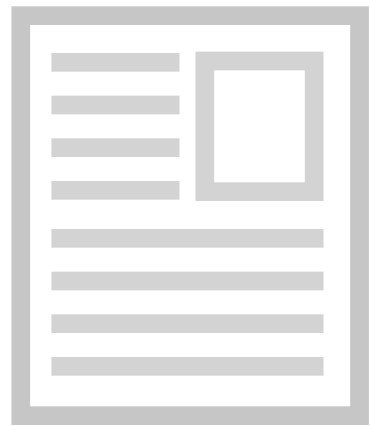
- Objects have identity (recognizable)

- Objects have a life (permanence)

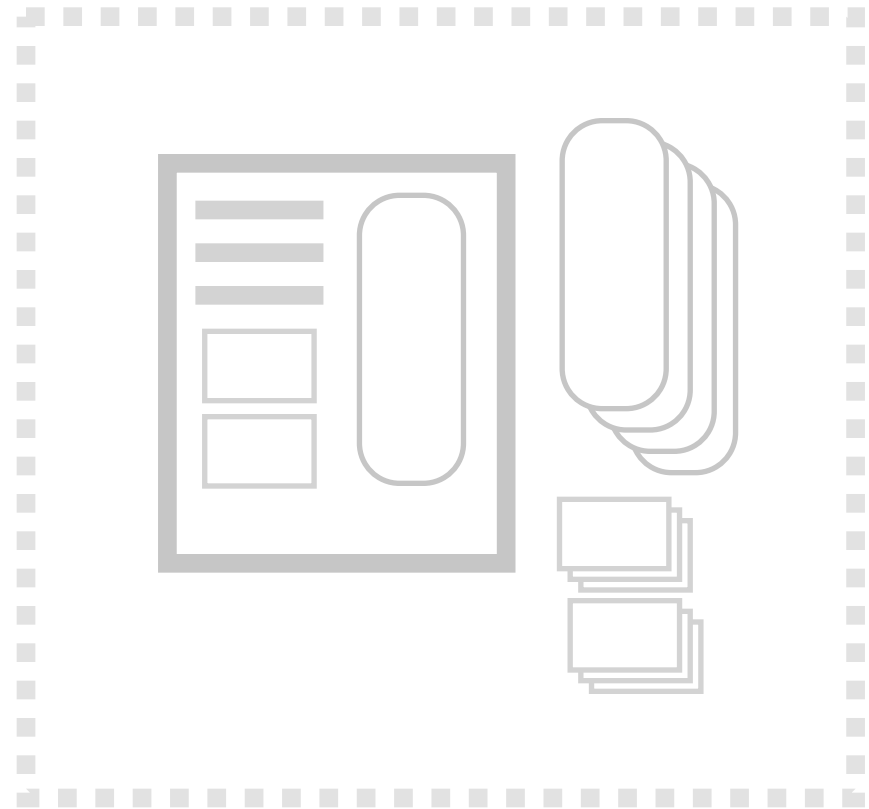
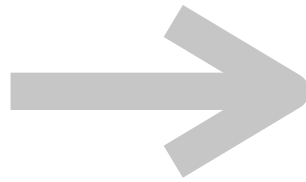
- Objects are owned (personal)

- Objects are shareable (community)

- Objects have personality (engagement)



page



objects

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



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


**Schedule View** **Map View** Expand all

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


### Yosemite National Park

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

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

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

**Notes:** [\[ Edit \]](#)  
**Tags:** [\[ Edit \]](#)  
**Dates:** [\[ Add \]](#)




---

### Scheduled Items

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

 **Yosemite Lodge**

 **Tunnel View**

 **Bridalveil Falls Day Hike**



DESIGNING FOR AJAX

122

- How to distinguish from content?
- How to share, mail, print, etc. (in context tools?)
- How to create collections and share
  - Photos, albums
  - Trips, sets

# 9

## Tell a story

---

As a designer you are the story teller, so tell the story

Design for interesting moments

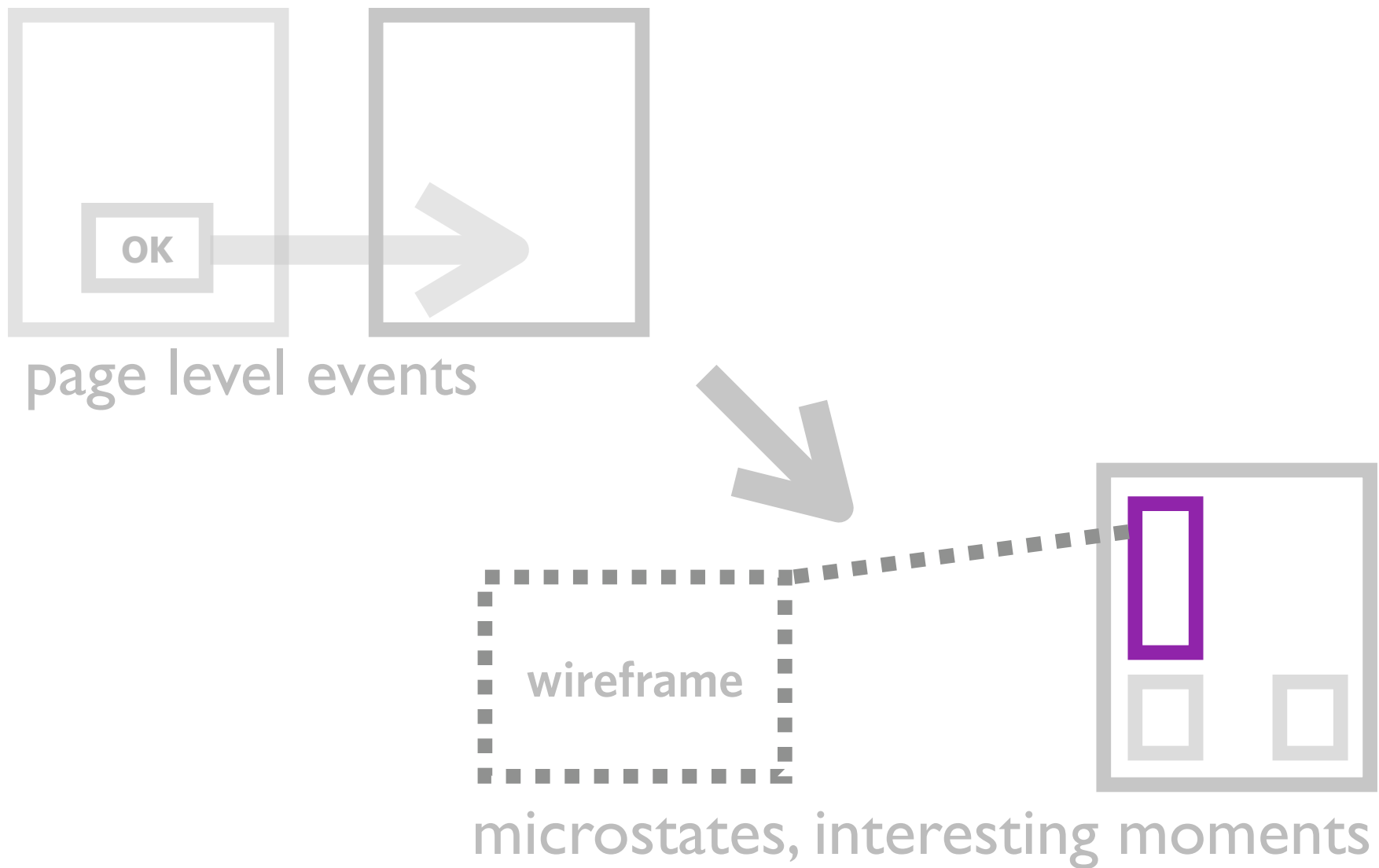
Cast your events and actors carefully

Use storyboarding



Wireframing Ajax is a [expletive]...  
We have to determine all of the  
things a user might do, and  
wireframe the blessed moments of  
each possibility."

- Jeffrey Zeldman, *Web 3.0*




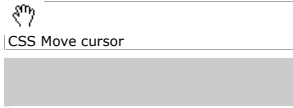




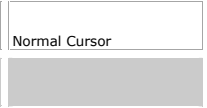
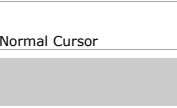





---

Time

Detail

Context

## Drag and Drop Modules - Interesting Moments Grid

on beta.my.yahoo.com		ID: Bill Scott & Eric Miraglia		Date: Nov-05			
Mouse Down	Drag Initiated	Drag Over Valid Target	Drag Over Invalid Target	Drag Over Parent Container	Drop Accepted	Drop Rejected	Drop On Parent Container
Normal cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	Normal Cursor	Normal Cursor	Normal Cursor
							
Message Center Check Email Launch Messenger 15 friends on	Message Center Check Email Launch Messenger 15 friends on	Message Center Check Email Launch Messenger 15 friends on	Message Center Check Email Launch Messenger 15 friends on	Message Center Check Email Launch Messenger 15 friends on	Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on	Message Center Check Email Launch Messenger 14 friends on Weather search by Zip Code or City	Message Center Check Email Launch Messenger 14 friends on Weather search by Zip Code or City
Normal cursor	Reduced Opacity	Reduced Opacity	Reduced Opacity & Invalid Badge	Reduced Opacity	Modules animates into the area just below insertion bar	Modules animates back to the home area	Modules animates back to the home area
					Module comes to rest in new area	Module comes back to rest at full opacity	Module comes back to rest at full opacity
Message Center Check Email Launch Messenger 15 friends on	Message Center Check Email Launch Messenger 15 friends on	Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on	Weather search by Zip Code or City Message Center Check Email Launch Messenger 15 friends on	Message Center Check Email Launch Messenger 15 friends on	Modules slide up in a self-healing transition to close hole	Insertion bar is removed as first frame of animation	Insertion bar is removed as first frame of animation
Normal cursor	No insertion bar, just a gap	Insertion bar showing where it will drop	No insertion bar, just a gap	No insertion bar, just a gap & original hole	Insertion bar is removed as first frame of animation	Insertion bar is removed as first frame of animation	Insertion bar is removed as first frame of animation

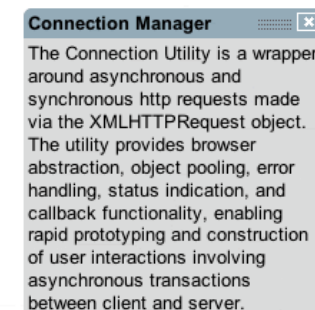
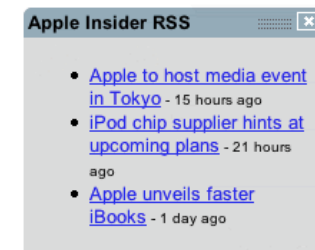
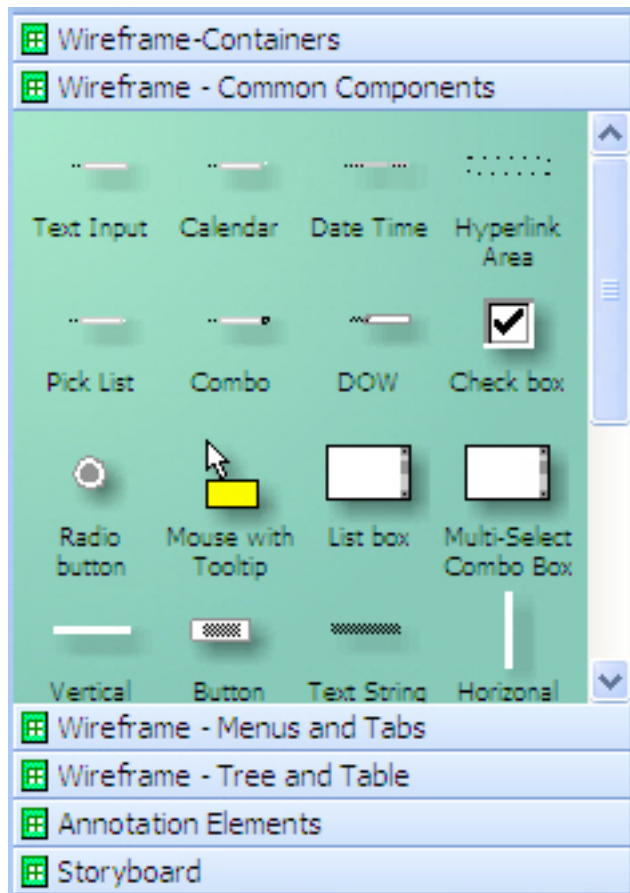


- Drag & Drop Interesting moments
  - Page load
  - Mouse hover over drag-able object
  - Mouse down on drag-able object
  - Drag initiated (mouse down, mouse moves  $\geq 3$  pixels)
  - Drag over valid target area
  - Drag over invalid target area
  - Drag over original location
  - Drop accepted
  - Drop rejected
  - Drop on original location

- Drag & Drop actors
  - Page
  - Cursor
  - Tool Tip
  - Drag object
  - Drag ghost
  - Original location
  - Drop target

- Documentation has centered around layout, priority and behavior of content and functional items
- Interactions typically defined as discrete states (pages)
- Multiple page flow diagrams are now a single page with rich interactions
- Storyboarding provides a way to capture design flow

- Animations can provide timing in context
- Hard to capture branches
- Tools. Visio, Photoshop CS2, etc.



## adaptive path

### Participant Interface Notes

Title: Register page

Date: 18 July 2005

Version: 1.0

Functional Notes:

The registration page allows users to signup for Participate simply by entering a user name and a valid email address.

- 1 Provide the user with some notification of what the email a friend action is worth in Participant points to encourage follow-through and introduce non-registered users in the Incentive program.
- 2 On click, commit the user's entered email addresses and message, send to target addresses, and link user to a confirmation page
- 3 For users who have invited friends over email, provide reporting on # invited and # accepted. Hide actual names by default, but allow users to view them by clicking the "view" link

- a When user completes name entry and clicks to email entry, compare the entered name to previously claimed names on the site. If the name is a match, generate alternates that can be clicked on to fill the entry field.

The name ryan\_c is unavailable.  
How about:  
ryan\_c\_01  
iam\_ryan\_c  
ryan\_c\_isme



User makes selection or inputs new name that is valid & available:

That name works. Thanks!

- b Is it possible to treat the "submit" button click as a call to validate the form of the user's entered email? If there are any formatting errors, alert the user and prevent the page from loading the confirmation.

The address you entered isn't formatted properly.

### branding & navigation

#### register

All we really need is a unique name and email, everything after that is gravy. Lorem ipsum dolor sit amet, nulla at fermentum nonummy turpis mauris rutrum justo, nec. Cras malesuada, nulla at fermentum nonummy.

create a username:

alternate names \*

a

enter your email:

email error \*

b

#### hot posts

1

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Tuesday, July 19, 2005



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Monday, July 18, 2005



written by: [authorname](#)

tag: [campaign](#)

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3

Footer

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# Time

Animations

# Detail

Storyboard Grid

# Context

Storyboards, Wireframes + Key Frames

- Photoshop CS2 animations

<http://looksgoodworkswell.blogspot.com/2005/11/animating-interactions-with-photoshop.html>

- Boxes and arrows article

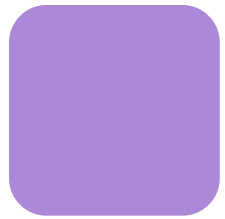
[http://www.bboxesandarrows.com/view/storyboarding\\_rich\\_internet\\_applications\\_with\\_visio](http://www.bboxesandarrows.com/view/storyboarding_rich_internet_applications_with_visio)

- Interesting Moments Grid

<http://looksgoodworkswell.blogspot.com/2005/11/interaction-matrix.html>

- Interesting Moments

<http://looksgoodworkswell.blogspot.com/2005/12/storyboarding-interesting-moments.html>



# Participate?



# Have You Seen a Cool Example?

- **Tag It!**

- Use 'ypatternexample' tag in either delicious, Y! My Web2 or Scuttle
- Use whatever other tags to identify the pattern name you think it belongs to
- Write in the comment what is interesting about it or other thoughts

- **Post It!** Post video capture, screenshot or design

- <http://twiki.corp.yahoo.com/view/Ued/YPatternExamplePage>

# Got Code?

- Post It!

<http://twiki.corp.yahoo.com/view/Ued/YPatternExamplePage>

[YTWiki](#) > [Ued](#) > YPatternExamplePage

[Edit](#) [Attach](#) [Printable](#)

## Design Pattern Examples Page

- Seen a cool pattern lately? Got something cool you are designing or prototyping? Got a great illustration of an existing pattern? Just add the URL to your **screenshot or video** as a new comment to this page.
- Got code that illustrates or implements a pattern? Post the URL to your **code demo page** here.
- Got design comps that illustrate or implement a pattern? Post the URL to your **design comp page** here.

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**Enter the URL** to your screenshot or video, your demo code page or your design comp page along with the pattern name and a short description in the comment area below:

[Add comment](#)

Example: <http://linkToMyScreenshot.com> – Some Pattern Name – Some description (type: screenshot, video, code, design)

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