

DESIGNING FOR TODAY'S WEB

LUKE WROBLEWSKI
UIUC WEBMASTER FORUM, APRIL 2009

LUKEW
INTERFACE DESIGNS

YAHOO!

1

Luke Wroblewski



Yahoo! Inc.

- Senior Director, Product Ideation & Design

LukeW Interface Designs

- Principal & Founder

Author

- Web Form Design: Filling in the Blanks (Rosenfeld Media)
- Functioning Form: Web applications, product strategy, & interface design articles
- Site-Seeing: A Visual Approach to Web Usability (Wiley & Sons)

Previously

- eBay Inc., Lead Designer
- University of Illinois, Instructor
- NCSA, Senior Designer

<http://www.lukew.com>

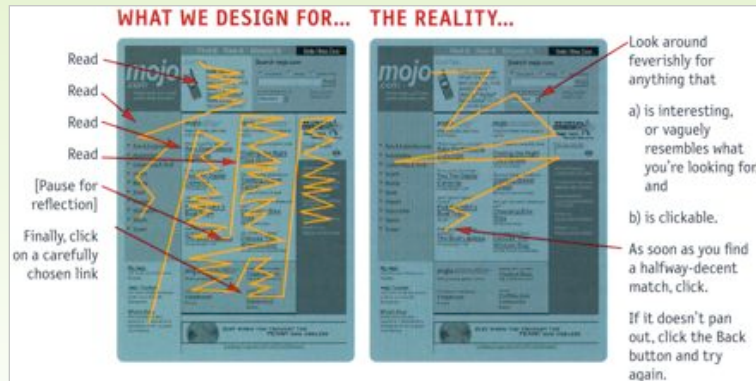
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2

How We Use the Web



“Look around feverishly for anything that is interesting or vaguely resembles what you are looking for, and is clickable.” -Steve Krug

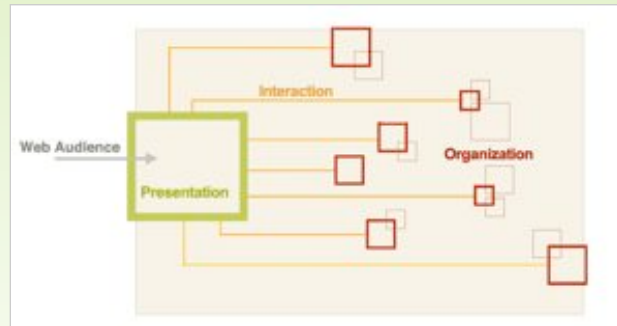


-Steve Krug, Don't Make Me Think: A Common Sense Approach to Web Usability



Squidoo Eye-tracking study (by etre)

Design Considerations



Luke Wroblewski, Site-Seeing: A Visual Approach to Web Usability



- **Presentation:** How your application appears to your audience
- **Interaction:** How your application behaves in response to user actions
- **Organization:** The structure of your application

The End Goal



- **Quickly Communicate**
 - What is this? **Usefulness**
 - How do I use it? **Usability**
 - Why should I care? **Desirability**

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SO WHAT IS DIFFERENT ABOUT TODAY'S WEB?

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RECENT SHIFTS

LOCOMOTION → **SERVICES**
PAGES → **RICH INTERACTIONS**
SITES → **CONTENT NETWORKS**
WEBMASTERS → **EVERYONE**



RECENT SHIFTS

LOCOMOTION → **SERVICES**
PAGES → **RICH INTERACTIONS**
SITES → **CONTENT NETWORKS**
WEBMASTERS → **EVERYONE**



WAYS WE INTERACT WITH THE WORLD:

- Locomotion
- Conversation
- Manipulation



-TERRY WINOGRAD, STANFORD

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Web Transitions

1. **Locomotion to digital representations of physical entities**
 - Directories & portals, Yahoo!
 - Company sites & brochure-ware
2. **Digital manipulation of physical goods**
 - E-commerce everywhere
 - Amazon, eBay
3. **Digital services**
 - Enable conversation & manipulation
 - Productivity, Self Expression, Entertainment, Information

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Web Applications

- Hosting costs less than \$10 per month
- Free open source platforms
- Development toolkits increasingly available
- Instant global audience: 2B people

KNOW YOUR CORE

DEFINE YOURSELF

FOCUS ON THE CORE

BUILD OUTWARD

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eBay



“eBay’s original vision was to create the world’s first global economic democracy”
-Pierre Omidyar

A photograph of a large audience seated in a dark arena, facing a brightly lit stage. The stage features a large eBay logo on the floor and two large projection screens displaying a man in a blue shirt. The scene is illuminated with vibrant red and blue stage lights.

eBay

- 30th largest economy in the world (38 markets)
- 700k Full time sellers in US
- \$1,800 worth of goods sold every second
- 520K Stores hosted worldwide

Feedback Profile

global_eshop8 (2878 ★)  **Power Seller**

Member since Jan-10-07 in Hong Kong

Feedback Score: **2878**

Positive Feedback: **99.8%**

Members who left a positive: 2884

Members who left a negative: 6

All positive Feedback: 3047

[Find out what these numbers mean](#)

Recent Feedback Ratings (last 12 months)


	1 month	6 months	12 months
 Positive	454	2427	3047
 Neutral	0	29	40
 Negative	1	4	0

eBay: the Core


Level playing field

List View | Picture Gallery

Item Title

 Brand New NINTE

New In Box with Receipt! Get

 "NEW" Nintendo Wii +

Sort by: Time: ending soonest

Sort by ✓ Time: ending soonest

Time: newly listed

Price + Shipping: lowest first

Price + Shipping: highest first

Price: highest first

Distance: nearest first

Best Match

Category

Customize Display

Time Left ▲

3m

5m

When we made the move to the one-click Digg, activity went through the roof. It was just insane! Just the ease of the one-click and you're done made all the difference in the world."-Kevin Rose



282

diggs

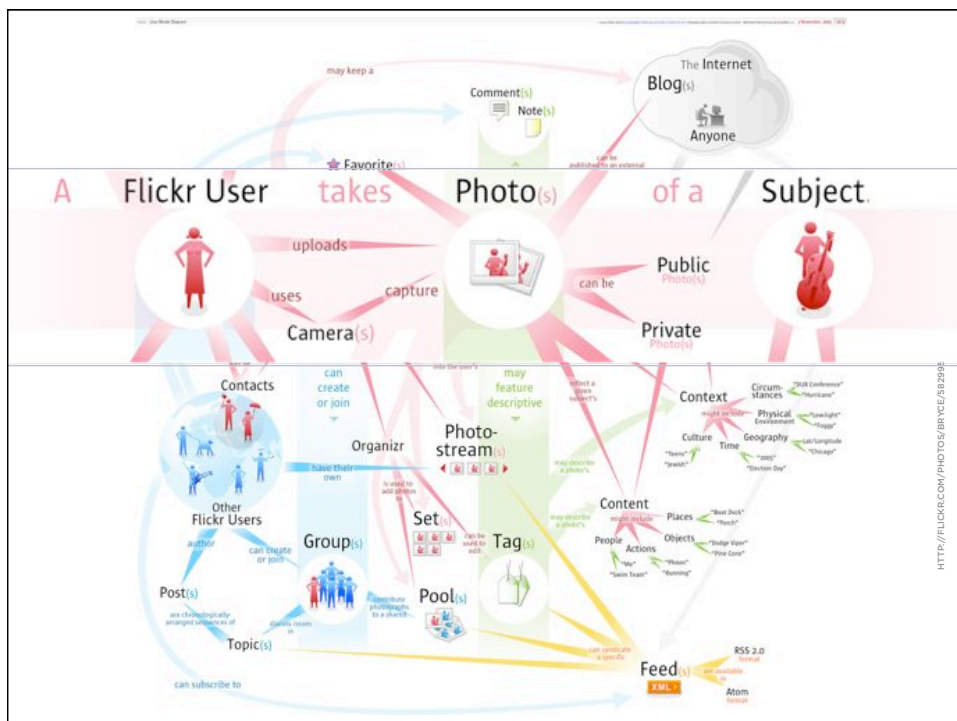
digg it

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](#) |





**PACKAGING DESIGN
FOR WEB
APPLICATIONS**

MEANINGFUL
SHOUTING
BACK OF PACK
UNPACKING
EXPERIENCE

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21



**MEANINGFUL
SHOUTING**

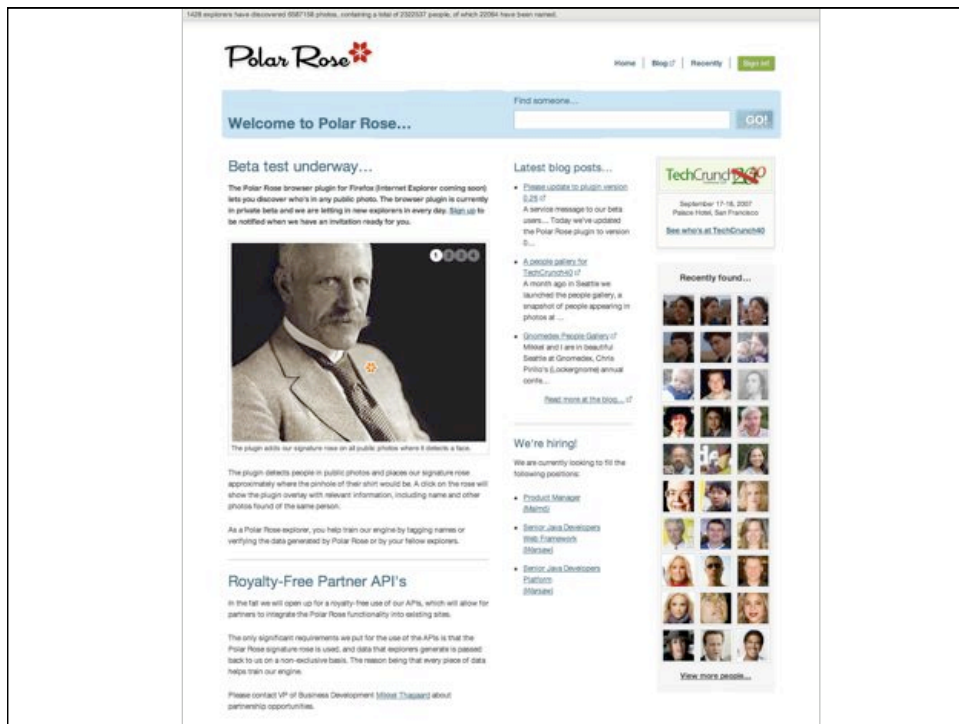
DIFFERENTIATE
ATTRACT
EMBODY THE BRAND

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22

Wiki software providers






BACK OF PACK

SUPPORT THE STORY OUTLINE BENEFITS & FEATURES

26


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Finally, a Wiki that is as easy to use as a word processor

It's a Wiki • WYSIWYG Editor • Fine Grained Access Control

Easy to use WYSIWYG editing
Create, edit or re-format contents using our WYSIWYG editor

Version your Wiki pages
Have multiple versions of your content pages, not multiple copies

Group Wiki
Create Groups. Add, edit and share contents among your group

More structured wiki with subpages
Organize your site by having subpages for each page

Search engine friendly
All your public wiki pages will be indexed and cached by search engine robots and hence will be listed in search results

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1 Search Smarter...

2 Find it Faster...

3 Get Personal.

Discover Yahoo!

Close

Switch to old page Make it your home page

Yahoo! Search Marketing - Drive customers to your site. Find out how

Web Images Video Audio Directory Local News Shopping

Search: [Web Search](#)

[Yahoo! Answer](#): Ask a question | Answer questions

[My Yahoo!](#) [My Mail](#) [Page Options](#)

Get personal

Hi, Stephen

[Mail](#) 4 New [Messenger](#) [Radio](#)

From: Cindy Peery
Subject: Re: Payroll Taxes
Plans tonight!

Your own Personal Assistant - a quick, at-a-glance view of what's happening in your world.

- Stay in touch with friends, starting email and instant messages from here
- Listen to your favorite artists with LAUNCHcast radio
- Enjoy instant updates on local weather, traffic, and events

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Check your mail status: [Sign In](#) Free mail: [Sign Up](#)

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

[Weather](#) [Local](#) [Movies](#)

24 Hour Weather Alerts - [Ad Feedback](#)

Inside Yahoo! Search

Popular Entertainment Searches

[Angeline Jolie](#) [Laila](#)
[Jessica Alba](#) [The Hot Chick](#)
[Brad Pitt](#) [Chris Rock](#)

Yahoo! Pulse

Interesting Flickr Photos

[burned into silver](#)
By [wamr](#)
[baby bugs](#)
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[Markets](#): Dow: -0.2% [Nasdaq](#): -0.7%
[Stock Quotes](#) [Go](#)



Google Accounts Create a Google Account - Google Video

Create an Account

Your Google Account gives you access to Google Video and other Google services. If you already have a Google Account, you can [sign in](#) [here](#).

Required information for Google account

Your current email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength](#)

Minimum of 6 characters in length.

Re-enter password:

☐ Remember me on this computer.

Creating a Google Account activates Personalized Search, which finds the search results most relevant to you based on your search history. [opt out](#)

☒ Enable Personalized Search.


Get started with Google Video

First name:

Last name:

Location:

Word Verification: Type the characters you see in the picture below.



Letters are not case-sensitive.

Terms of Service: Please check the Google Account information you've entered above (that has to change anything you like), and review the Terms of Service below. [Privacy Notice](#)

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Gradual Engagement

jumpcut HTML5 Home Your Page Explore Create Upload Groups

Help | Register | Sign In

Pick a Style:

- ☐ None
- ☐ Smooth
- ☐ Net Love
- ☐ Quiet
- ☐ Time Reversal
- ☐ Wild
- ☐ The Jumpcut
- ☐ Speed Up



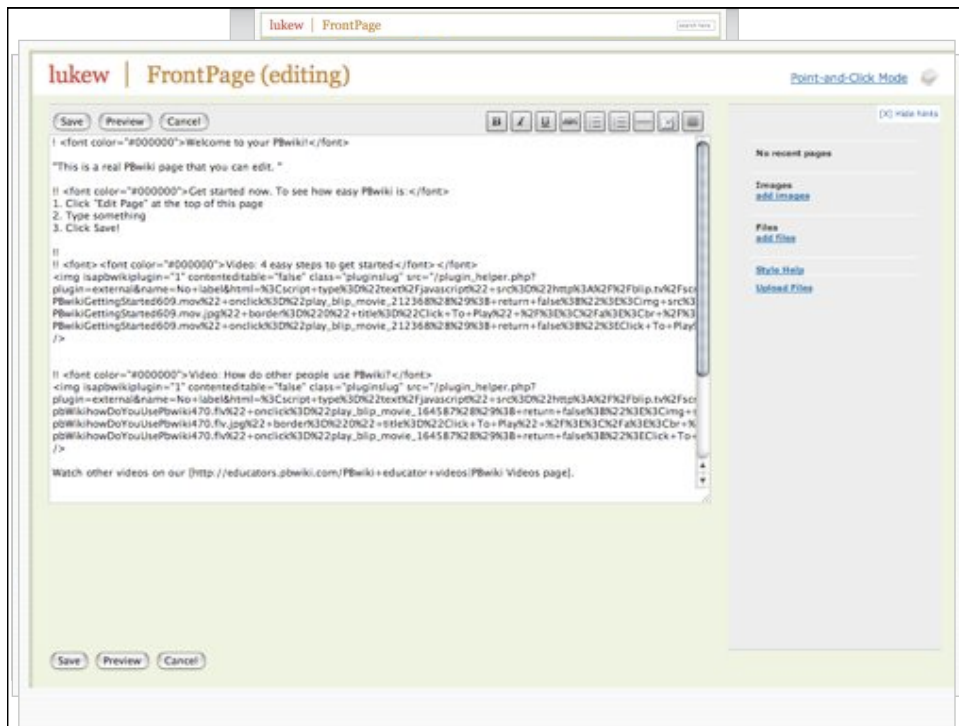
[Edit My Movie](#)

[Publish My Movie](#)



DSC05766anx

import from [flickr](#) or [facebook](#) [Upload More](#) [any questions](#)



**COMPARE THAT EXPERIENCE
TO...**

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34

5 Million Profiles in 5 Months

Distribution: Be where **they** are



- App Platforms
- Mobile
- Desktop
- Ambient Devices
- Embeddable Badges
- Browser Plug-ins & Bookmarklets





LOCOMOTION → SERVICES

- **Know your core**
 - Define Yourself
 - Focus on the Core
 - Build Outward
- **Packaging design for Web applications**
 - Meaningful shouting
 - Back of pack messaging
 - Impactful unpacking experiences
- **Distribution**
 - Be where they are
 - Be context aware



RECENT SHIFTS

LOCOMOTION → SERVICES

PAGES → RICH INTERACTIONS

SITES → CONTENT NETWORKS

WEBMASTERS → EVERYONE

Ajax Interface Design



RECOMMEND THIS STORY

Recommend It:
☆☆☆☆

Average (63 votes)



282
diggs

[dig 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](#)

Pick Up at the Store

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

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.

BILL SCOTT, DESIGNING FOR AJAX



Not Interested



Not Interested



Not Interested

INVITATION TRANSITION FEEDBACK

Create Password

Must be at least 6 characters, including a number or special character. Example: eXpr3\$\$

Re-enter Password

How secure is your password?

Check your password strength - the higher, the better.



DESIGN PATTERNS

- Repeatable design solutions to common problems
- Work “positively” for specific problems in specific contexts
- Capture best practices that solve real user needs
- Between principles & guidelines
- A design vocabulary

SHARING BEST PRACTICES

Web Design patterns

Site Types

- Artist Site
- Automotive Site
- Branded Promo Site
- Campaign Site
- Commerce Site
- Corporate Site
- Educational Site
- Hospital Site
- No Site
- News Site
- Portal
- Web-based Application

Navigation

- Bread Crumbs
- Breadcrumbs
- Dropdown Navigation
- Double Tab
- Faceted Navigation
- Fly-out Menu
- Header-less Menu
- Icon Menu
- Image Browser
- Main Navigation
- Meta Navigation
- Mini-map
- Overlay Menu
- Recursion Menu
- Scrolling Menu
- Show/Hide
- Split Navigation
- Tabbed Menu
- Tab Menu

Managing Collections

- Collector
- In-place Replacement
- List Builder
- List Selector
- Overview by Detail
- Page Selector
- Table Filter
- Table Selector
- View

User Experiences

- Community Building
- Fun
- Information Seeking
- Learning
- Shopping

Searching

- Advanced Search
- FAQ
- Map Wizard
- Search Area
- Search Tool
- Search Results
- Simple Search
- Site Index
- Site Map
- Topic Feeds

Page Elements

- Customizable Window
- Customized Input
- Counter Selector
- Data Selector
- Details on Demand
- Footer Bar
- Home Link
- HTML
- Language Selector
- Message Ratings
- News Item
- News Locker
- Outgoing Links
- Pull
- Send-a-Friend Link
- Thumbnail
- To-the-top Link

USER NEEDS TO

NAVIGATE

- Breadcrumbs
- Faceted Navigation
- Fly-out Menu
- Horizontal Bar
- Hub and Spoke
- Left Navigation
- Links
- Alphabetic Filter Links
- Tabs
- Module Tabs
- Navigation Tabs

EXPLORE DATA

- Auto Complete
- Calendar Picker
- Pagination
- Item Pagination
- Search Pagination

ORGANIZE DATA

GIVE FEEDBACK

- Ratings & Reviews

PERFORM ACTION

CUSTOMIZE

- Drag and Drop

- Drag and Drop Modules

- Drag and Drop Objects

- In Page Editing

- Sliders

APPLICATION NEEDS TO

CALL ATTENTION

- Help
- Invitation
- Cursor Invitation
- Drop Invitation
- Tool Tip Invitation
- Hover Invitation
- Jump to Details
- Progress Indication
- Transition
- Animate
- Brighten
- Collapse
- Cross Fade
- Dim
- Expand
- Fade In
- Fade Out
- Self-Healing
- Slide
- Spotlight

IMPROVE READABILITY

- Ratings & Reviews

- Review Architecture

GROUP RELATED ITEMS

ORGANIZE SCREEN/PAGE

- Page Grids

- Interface Panes

- Page Layout

Designing Interfaces

Patterns for Effective Interaction Design

Overview About the Book

Introduction About Patterns

Organizing the Content

Two-Panel Selector

One-Panel Selector

Wizard

Extras On Demand

Integrating Branches

Getting Around

Clear Entry Points

Global Navigation

Color-Coded Sections

Animated Transition

Organizing the Page

Visual Framework

Center Stage

Titled Sections

Card Stack

Clickable Panels

Draggable Panels

Diagonal Resizing

Responsive Disclosure

Responsive Enabling

Liquid Layout

Commands and Actions

Action Panel

Smart Menu Items

Progress Indicator

Multi-Level Undo

Command History

Showing Complex Data

Overview Plus Detail

Row Stripping

Sortable Table

Jump to Item

Calculating Lists

Tree-Table

Getting Input From Users

Forming Panels

Fill-in-the-Blanks

Input Fields

Input Prompt

Dropdown Chooser

Illustrated Choices

Good Defaults

Builders and Editors

Full-on-Edit

Smart Selection

Composite Selection

One-Off Mode


Constraint Modes

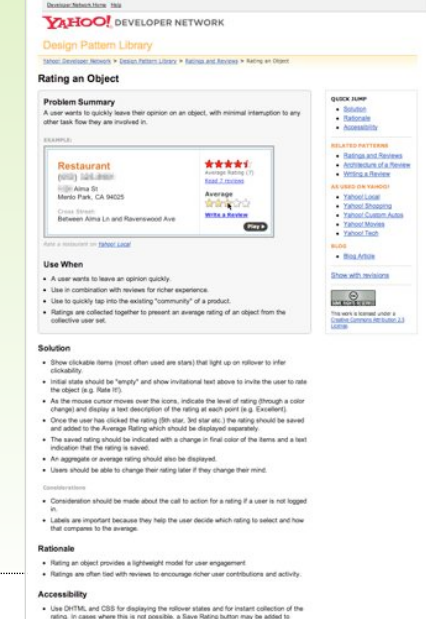
Making It Look Good

Deep Background

Few Hues Many Values

Color Transitions






- Title
- Problem (situation)
- Use When (constraints)
- Solution
- Why (rationale)
- How (to apply)
- Examples
- Related Patterns
- Accessibility
- Code Samples

Gathered from a survey of popular Web design pattern resources: Van Duyn, Landay, Welle, Tidwell, Lasko

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PAGES

→

RICH INTERACTIONS

- Design principles
 - Invitation: communicate potential
 - Transition: illustrate manipulation
 - Feedback: success, progress, errors
- Leverage design patterns



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RECENT SHIFTS

LOCOMOTION → **SERVICES**
PAGES → **RICH INTERACTIONS**
SITES → **CONTENT NETWORKS**
WEBMASTERS → **EVERYONE**

Sites



Closed, expensive, complex,
highly accurate

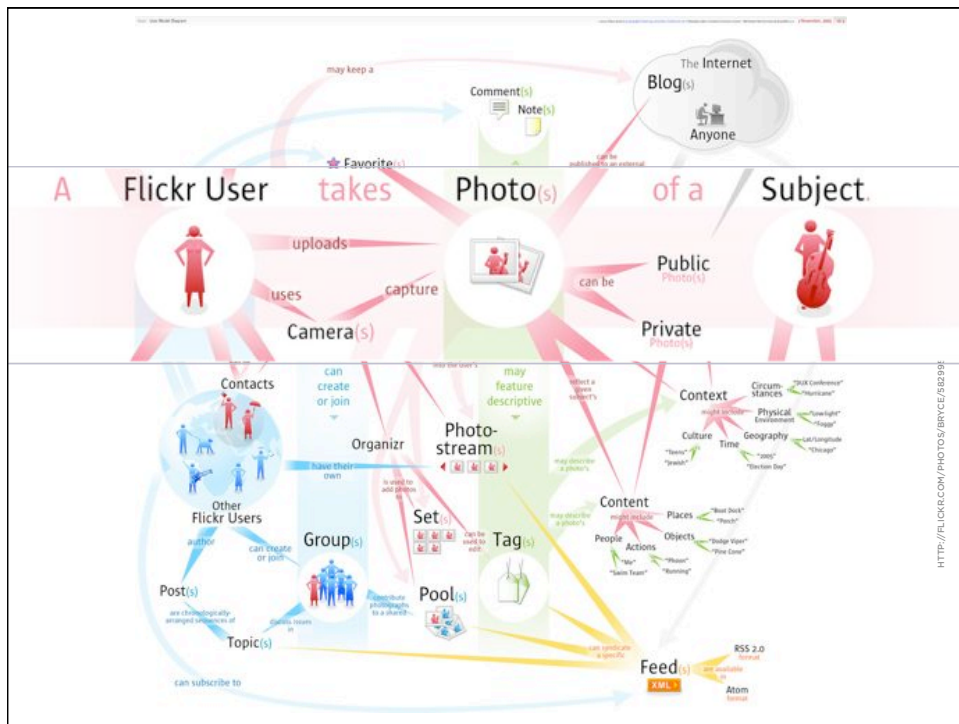
Examples: management,
military, hierarchies

Content Networks



Open, inexpensive, simple, accurate enough

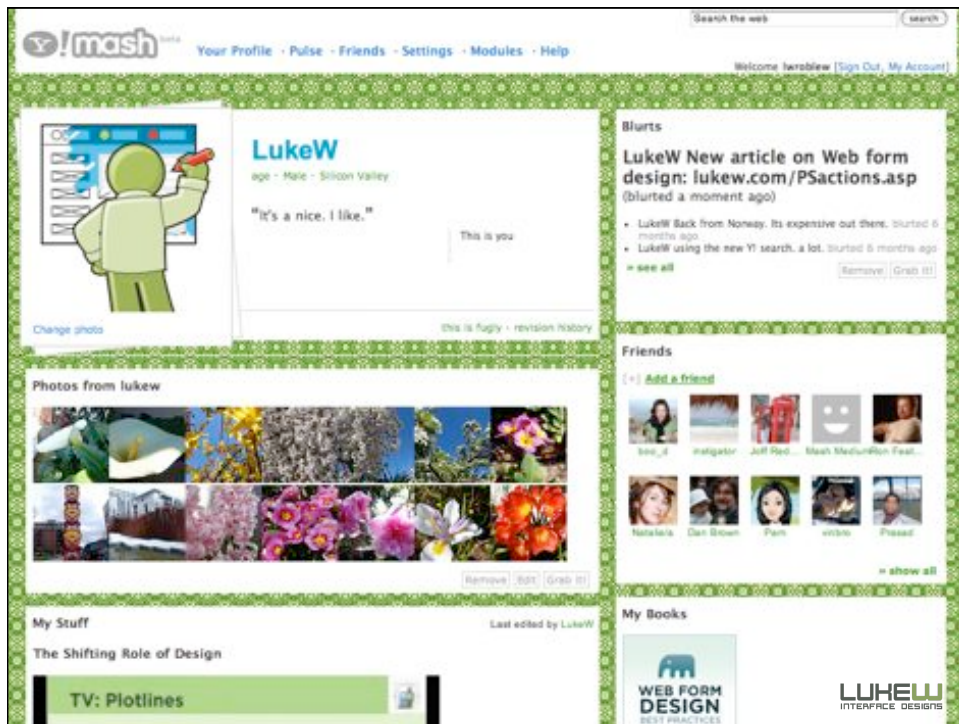
Examples: friends, crowds, incidental,
emergent



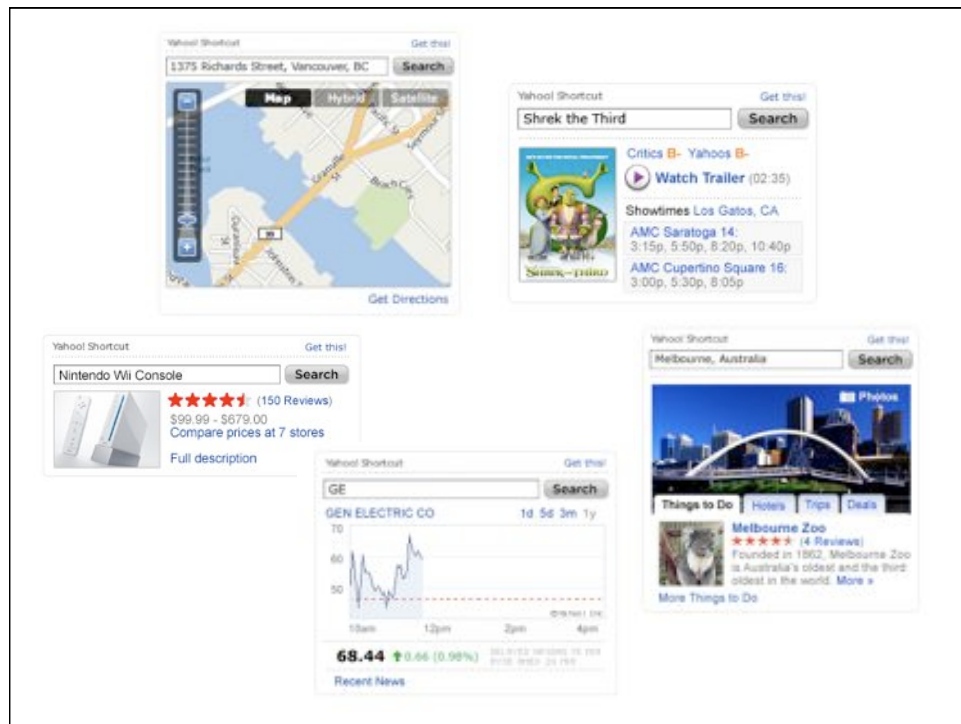
Atomization of Content



- Automatic or manual reduction
- To basic content elements
- Annotated with rich metadata (microformats, etc.)



The screenshot shows the Yahoo! Shortcuts website. The header includes the 'YAHOO! SHORTCUTS' logo and navigation links for Home, How it Works, FAQ, and Yahoo!. A large blue banner on the left says 'Boost your Blog!'. The main content area is titled 'Enhance your blog posts with Yahoo! Shortcuts. See how it works...' and features two side-by-side examples of blog posts. The left example is titled 'Your Blog Post Without Yahoo! Shortcuts' and shows a plain text post about HP printers. The right example is titled 'Your Blog Post With Yahoo! Shortcuts' and shows the same post enhanced with a photo, a quote, and a line graph. On the right side of the page, there's a vertical list of shortcut categories: Flickr Photos, Maps, Financial Information, Products, Autos, News, and Web Search, each with a 'Try it' button. At the bottom, there are three columns: 'Convenience' (As you type, we automatically find and recommend badges and photos), 'Control' (You decide where and how to display badges and photos), and 'Experience' (Create elegant & engaging posts in a snap).



We optimize for this.



Web content increasingly lives in this.



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INTERFACE DESIGNS

 COMMUNICATION

 DISPLAY SURFACES

 CONTENT CREATORS

 CONTENT AGGREGATORS

 SEARCH

From: Bob Baxley
Subject: **Web form article**
Date: September 28, 2007 8:01:00 PM PDT
To: LukeW

Figured you'd be interested in this form design study (with eye-tracking to boot!)

Primary & Secondary Actions in Web Forms
<http://www.lukew.com/ff/entry.asp?571>

... Bob

Actions in web forms:
<http://www.lukew.com/articl...>
less than 5 seconds ago from web ☆

 **gregwalloch**

Communication

The diagram on the left maps categories to UI elements:

- COMMUNICATION** (purple icon) points to the top navigation bar (Profile, edit, Friends, Networks, Inbox).
- DISPLAY SURFACES** (green icon) points to the News Feed.
- CONTENT CREATORS** (blue icon) points to the Applications menu (Photos, Groups, Events, Marketplace, Booze Mail, Netflix Movies).
- CONTENT AGGREGATORS** (orange icon) points to the Search bar.
- SEARCH** (red icon) points to the Search bar.

The Facebook interface shows the News Feed with updates from friends and a post by Sarah Ross about "Primary & Secondary Actions in Web Forms".






Display Surfaces

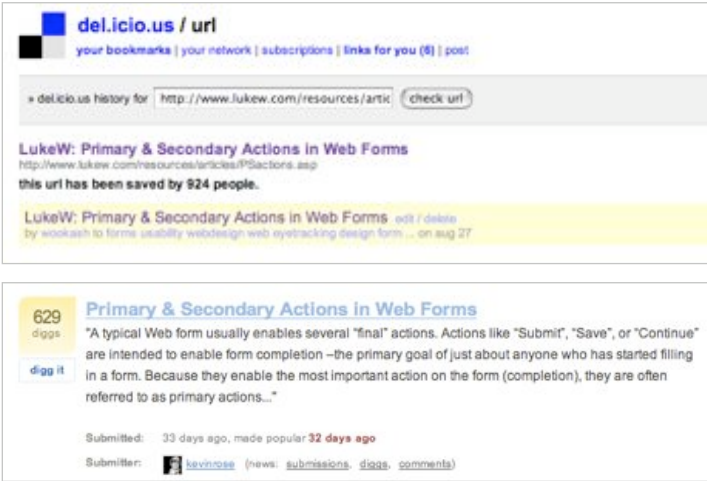
The diagram on the left maps categories to UI elements:

- COMMUNICATION** (purple icon) points to the top navigation bar (HOME, NEWS, PODCASTS, SHOWCASES, RESOURCES, TRAINING, CONFERENCE, JOBS, PLANET).
- DISPLAY SURFACES** (green icon) points to the main content area.
- CONTENT CREATORS** (blue icon) points to the sidebar (JOBS @ AJAXIAN, TOPICS).
- CONTENT AGGREGATORS** (orange icon) points to the search bar.
- SEARCH** (red icon) points to the search bar.






The ajaxian website shows a "WARNING" banner for October 24-26, 2007 in Boston, and an article titled "Primary & Secondary Actions in Web Forms" by Luke Wroblewski.

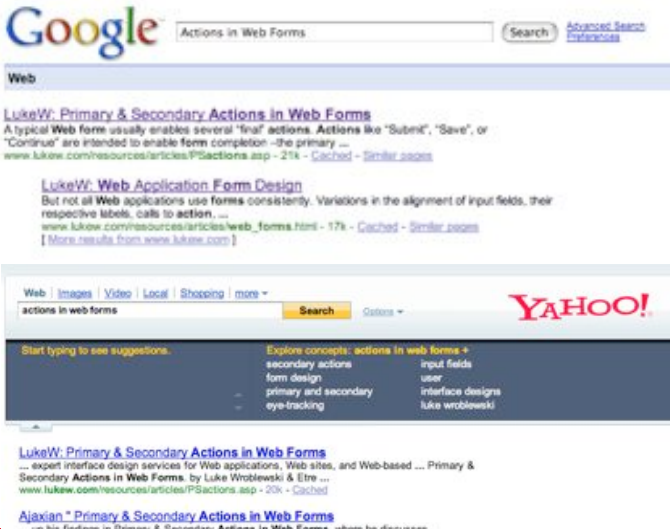
Content Creators

-  COMMUNICATION
-  DISPLAY SURFACES
-  CONTENT CREATORS
-  CONTENT AGGREGATORS
-  SEARCH

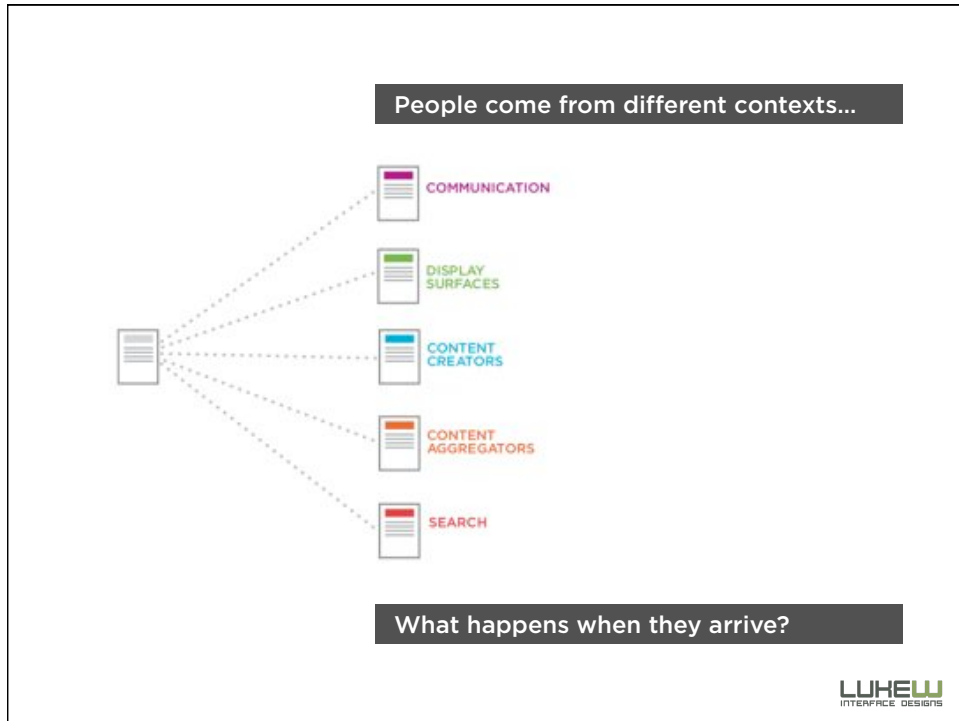


Content Aggregators

-  COMMUNICATION
-  DISPLAY SURFACES
-  CONTENT CREATORS
-  CONTENT AGGREGATORS
-  SEARCH



Search



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ABOUT PORTFOLIO SERVICES RESOURCES

Articles & Papers 1

More Articles & Papers

Recent Form Design Articles:

- 06.19.2007 Web Form Design: Fairmount Hotels
- 06.07.2007 Interview: 3 Designers, 6 Questions
- 05.05.2007 Web Form Design: Rompage
- 06.03.2007 Event & Discount Code: User Interface 1.2

More form design articles

Primary & Secondary Actions in Web Forms
by Luke Wroblewski & Lyle

In recent months, I've been working on refining the design recommendations in my upcoming book, *Web Form Design: Best Practices*, through actual usage data. To that end, I've had the pleasure of working with London-based usability firm LITE on several eye-tracking and usability studies focused on specific aspects of Web form design. One of these tests focused on the distinction between primary and secondary actions.

Primary & Secondary Actions
A typical web form usually enables several "final" actions. Actions like "Submit", "Save", or "Continue" are intended to enable form completion - the primary goal of just about anyone who has started filling in a form. Because they enable the most important action on the form (completion), they are often referred to as primary actions.

TYPICAL WEB FORM

Personal Information

First Name

Last Name

Contact Information

Address

City

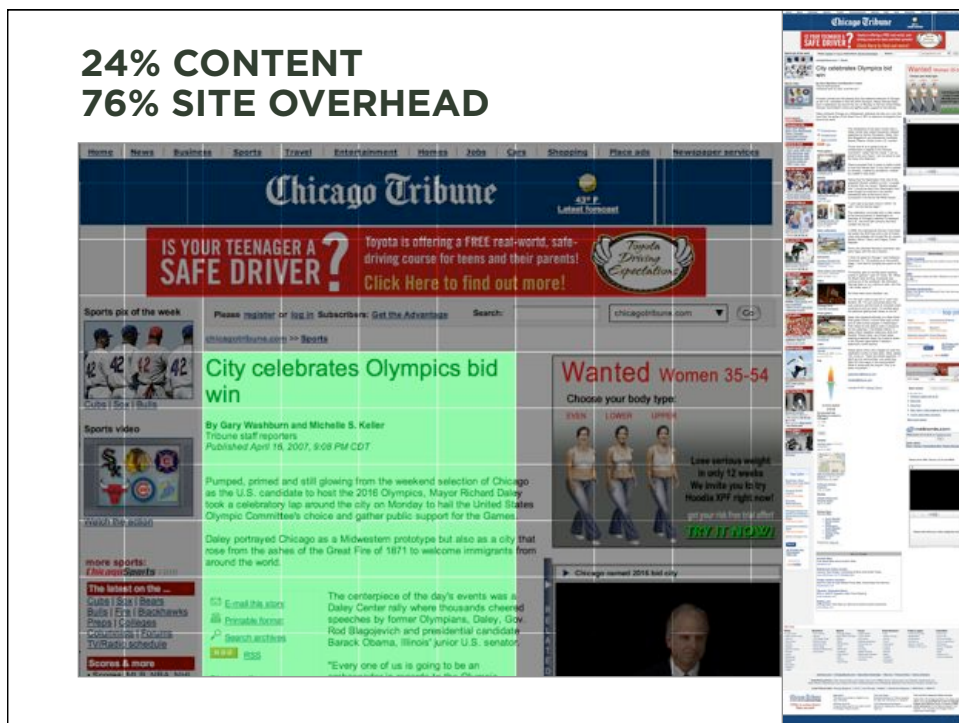
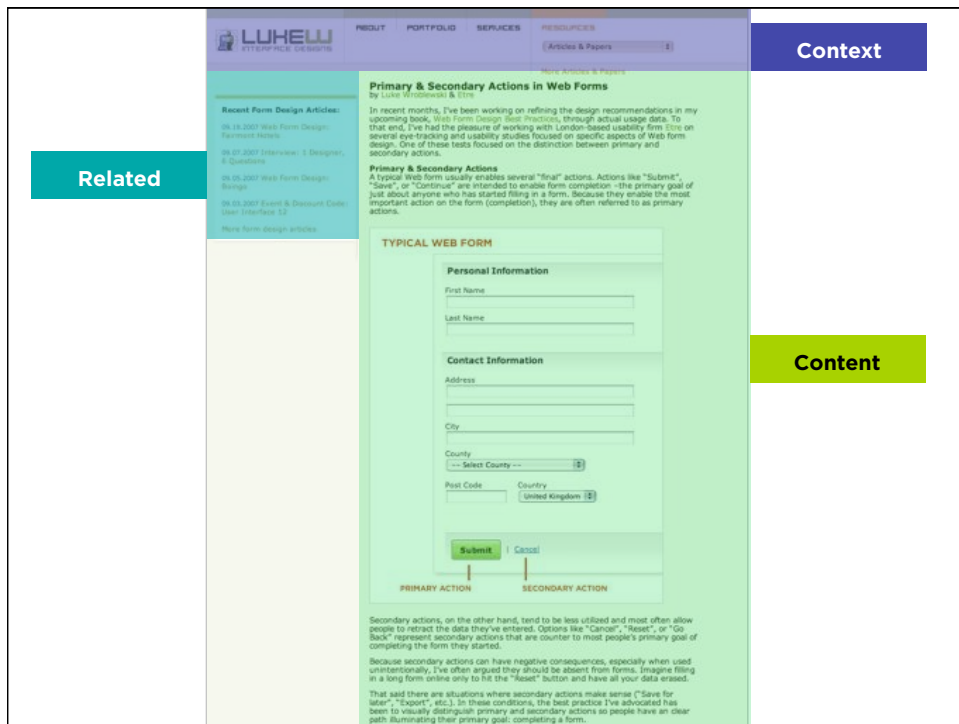
County

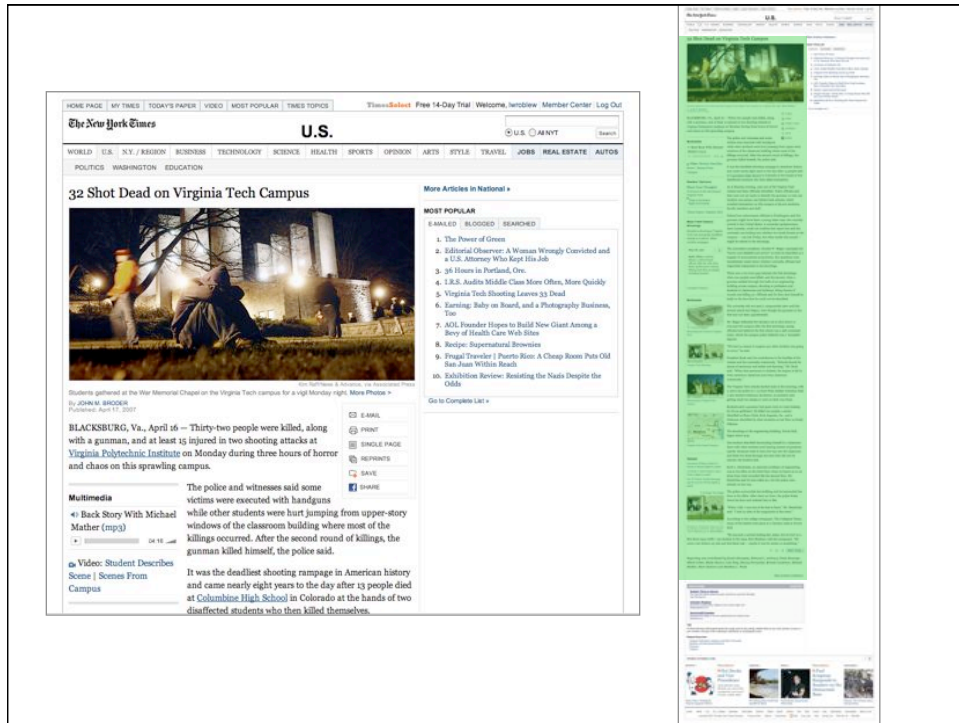
Post Code Country

PRIMARY ACTION SECONDARY ACTION

Secondary actions, on the other hand, tend to be less utilized and most often allow people to retract the data they've entered. Options like "Cancel", "Reset", or "Go Back" represent secondary actions that are counter to most people's primary goal of completing the form they started.

Because secondary actions can have negative consequences, especially when used unintentionally, I've often argued they should be absent from forms. Imagine filling in a long form online only to find the "Reset" button and have all your data erased. That said there are situations where secondary actions make sense ("Save for later", "Export", etc.). In these conditions, the best practice I've advocated has been to visually distinguish primary and secondary actions so people have an clear path illuminating their primary goal: completing a form.





SITES → **CONTENT NETWORKS**

- **Atomization of content**
 - Think in terms of structured objects & metadata
 - For both creation and use
- **Content design**
 - Primary focus on primary content
 - Secondary focus on related and relevant content & actions
 - If expectations are met, people are open to more

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RECENT SHIFTS

LOCOMOTION → SERVICES
PAGES → RICH INTERACTIONS
SITES → CONTENT NETWORKS
WEBMASTERS → EVERYONE

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INTERFACE DESIGNS

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Community



- In 1999...
 - Discussion boards, email newsletters
- In 2006...
 - Tags, ratings, reviews, comments, trackbacks, RSS, sharing (email, IM), distribution, blogs, wikis
- In 2009...
 - News feeds, status updates, social networks
- Always...
 - People united by shared interests or goals

Discussions		Post a topic Print
<input type="text" value="Search Board"/> Advanced Search		
Previous	1 2 3 4 5	Next
Status	Topic (Replied by)	Replies Updated
	Custom Taxes or duties from UK to US not sure? (vr_sht)	3 Feb-19-06
	Is this a Safe and Secure way to buy an expensive item? (yinhous)	11 Feb-18-06
	Can US Postal International shipping service send to PO BOX (ahla_best)	6 Feb-18-06
	Is it Safe to ship to South America? (capripak)	5 Feb-18-06
	How do I handle this situation. (vinnecoy)	3 Feb-18-06
	10 RED FLAGS for Buyers? (kathleen02)	4 Feb-18-06
	Selling on INTL Ebay Sites..... (486-PeasureK2)	1 Feb-18-06
	Need help with international purchase, bank-to-bank transfer USA to Germany (blowero)	22 Feb-18-06
	Selling to the UK from the USA (dsiderf)	1 Feb-17-06
	Prospective Buyer from India (chackid254)	4 Feb-17-06

Taqueria Tlaquepaque
(408) 287-8777
3219 Anders Dr
San Jose, CA 95148
Open 5:00pm -
Between First Ave and Hayworth Dr

★★★★★
(1)
Read 2 reviews
Rate it
Write a Review

How to get there
Follow these steps from 95050 to 95051
View Larger Map

Snuck into Dos Reales (on university) 2 minutes before they closed. I used to eat at the one by the highway all the time!
#memorylane

about 1 hour ago from TwitterBerry



lukewdesign
Luke Wroblewski

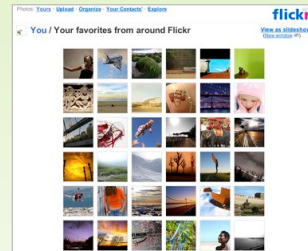
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What makes up a community?



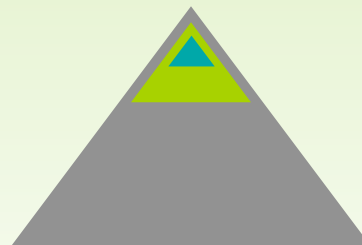
- **Great products create community**
 - Great actions (useful features & functions)
 - Great interest (compelling content)
- **Social Behaviors**
 - Reputation & Identity
 - One to One, One to many, many to many communication
 - Sequences, Rituals, Groups



Who's In a Community?



- **Yahoo! Groups Example**
- **Creators**
 - **1%** of the user population might start a group (or a thread within a group)
- **Synthesizers**
 - **10%** of the user population might participate actively, and actually author content whether starting a thread or responding to a thread-in-progress
- **Consumers**
 - **100%** of the user population benefits from the activities of the above groups



Why Enable Community?



Value from human to human **interactions**



* Images from Flickr

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Contribution



flag **Ratings** reviews favorites wikis calendars
comments tags **discussion boards** inline chat

Rate it:
☆☆☆☆☆
[Write a Review](#)

Rate this item: (☆☆☆☆☆) ☐ Not interested ☐ I own it

[Write a Review](#) | [Write a So-You'd-Like-To... Guide](#) | [Tell a Friend About This Item](#)

Post a comment

Name:

Email:

URL:

Comments (Show HTML to allow)

hogeboe, i like chinese, indonesian, italian, japanese, language, learn, learn chinese, learn german, learn spanish, lessons, mandarin, nighttime, science, spanish, speak

Add Tags: [See](#) [Cancel](#)

Separate each tag with a comma. arts, comedy, movies, politics. If you see a tag, it's ok to enter it again!

★★★★★ Hands Down, thee BEST Mexican Joint in December 13, 2005

By [haccha71](#) [See haccha71's reviews \(1\)](#)

I just first started frequenting Taqueria Tlaquepaque #2 within the last six months and in that time it has proven over & over again that is the Champion of Mexican Restaurants not just here in San Jose, but pretty much the entire country.

[Full Review](#)

Visit date: December 2005

2 of 2 found this review helpful.

Was this review helpful to you? [Yes](#) [No](#) [Report Abuse](#)

Cre-Ida Tator Tools, Frozen F...
Priced on \$1.03.00 - Don't let the bu...
\$3.29 at Amazon.com - [Buy It](#)
[Save to My Lists](#)

Technica Moon Boots
Priced on \$1.03.00 - So comfy, you will feel like you got candy in YOUR heels.
\$129.00 at Amazon.com - [Buy It](#)
[Save to My Lists](#)

erin_daisy says:
Beautiful, hairy rocks are always fun to photograph because of their otherworldiness. you have captured that winter green in a great composition.
Posted 4 weeks ago. | [permalink](#)

Kiki says:
what a gorgeous comb-over...
Posted 4 weeks ago. | [permalink](#)

java Witness: not i could know... "OK, someone from the team needs something".
Chad Foster: Sean Johnson: are you in central?
DHH: jshoes: currently the title changes.
iris Messina: i want to be able to save this out w/ timestamps
Stephenson: David Demaree: hey!
joovemonkey: yeah, safari looks fine
iris Messina: and hook it up with a video chat
David Murray: and through a pretty bad connection too...
iris Antones: no private conversations on the side right?
java Witness: Maybe even a sound btp if no message has been sent in the last 3 minutes.
DHH: if it's not active, it'll keep the number of messages in the title
java Witness: like an alert
Sean Johnson: New York, from Colorado.
Cong back.

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INTERFACE DESIGNS

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Engagement



Email to friend save to list send via IM add to my
site download trackbacks add to blog playlists
subscribe invite

Asian Backstreet Boys
College Asian boys
3 min 33 sec - Jan 1, 2005
www.youtube.com

Available sizes: Square (75 x 75), Thumbnail (100 x 54), Small (240 x 130), Medium (300 x 271), Original (1052 x 543)

Download the Original size

Embeddable Player: `<object width="425" height="350"><param name="m...</param></object>`
(Put this video on your website. Works on Friendster, eBay, Blogger, MySpace)

TrackBack URL for this entry:
http://www.lukew.com/fff_15.asp?266

Trackbacks:
• [Lukemeyer.com](#): A unique and illuminating conversation
"I've had the privilege over the last month to engage in a spirited, often contentious, ultimately respectful dialogue on the topic of design vision and its role in business today - with some of the top digital product designers in the business"
• [Orbitaler Interactor](#): A Designer's Roundtable Discussion
"This past month I was invited to participate in a most interesting project with four incredibly talented and experienced designers."

Sites linking to this video:
• 4 clicks from <http://www.myspace.com/>
• 3 clicks from <http://profile.myspace.com/index.cfm?fuseaction=user...>

Invite:
Choose up to 6 colleagues or friends to invite:
First Name Last Name Email

Save to My Lists **Set an Alert**

Available actions: Listen, Subscribe, Download, Send to Phone, Send to Friend, Add to Address Book, Email to Friend

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INTERFACE DESIGNS

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Enable Identity

- **Welcome**
 - Pay attention to people
 - Flickr, MySpace
- **Anonymity can be a death sentence**
 - Lack of accountability & reputation
- **Personal Branding**
 - Nickname
 - About/URL
 - Images
- **Accomplishments**
 - Stuff I've Done
 - Rewards
- **Social Incentive**
 - "You've got mail!"

ask. answer. discover.

My Q&A

My Info
Nickname: LukeW
Email: luke@lukew.com
About: www.lukew.com

My Points
Points: 257
You're at level: 2 (193 points to get to level 3)
Points this week: 0
[View Leaderboard](#)

My Watch List
Currently no items in your watch list.

My Questions
What would you want to get out of a full day seminar about the Visual Design of software (Web, desktop)?
2 answers: [Cassandra A. Dwyer](#) - 1 month ago - Resolved

My Answers
What is my theory?
Answered by [lukew](#) - 2 answers - Other - 2 months ago - Question has been answered

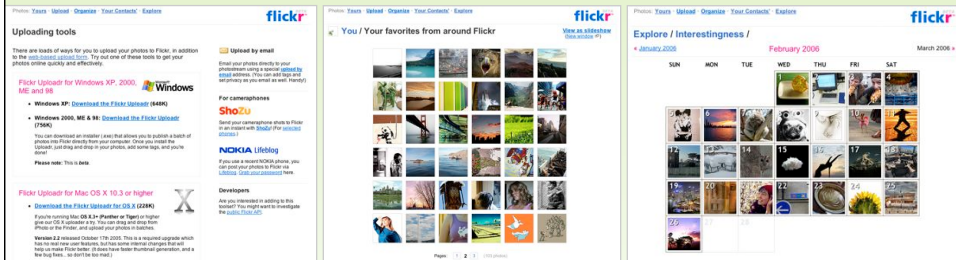
My Recent Activity
Your best answer just got a thumbs-up rating!
1 point (0 days ago)
[View Question...](#)

Earn money for your answers
Get rewarded for your best answers with cash.
If you have a Yahoo! Publisher Network beta ID, click below and login.

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INTERFACE DESIGNS

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Provide for Creators, Synthesizers, & Consumers



Creators

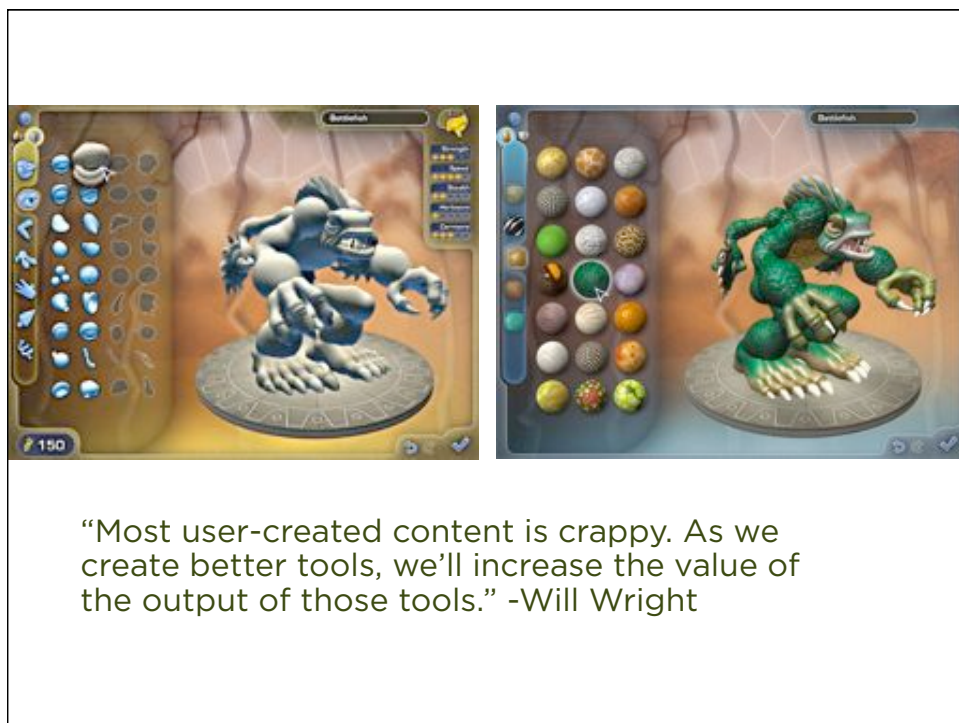
Synthesizers

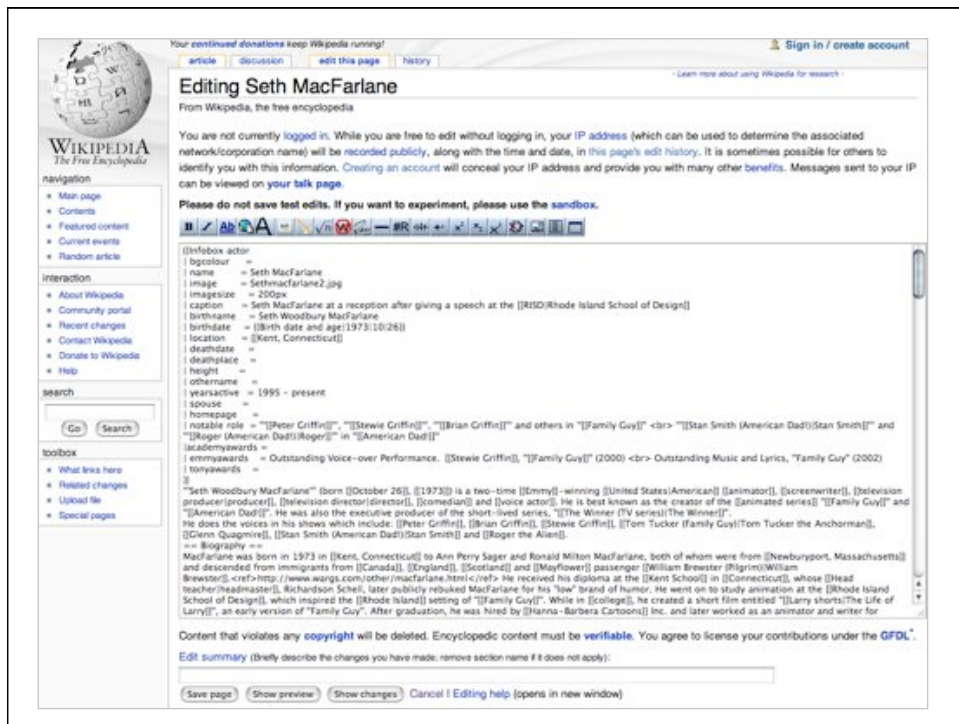
Consumers

- **CSC personality types do not easily migrate between groups**
 - Scaling engagement is hard and often inappropriate
- **Leverage differences to maintain balance**

**CONTENT
CREATION**

**USER EMPOWERMENT,
NOT USER FRIENDLY
VALUE CREATION**





Constraints Balance Systems



- **Quality Control**
 - Lightweight interactions = lightweight content
 - "Burying the submit button [in community Web sites] encourages fewer, but better posts." -Derek Powazek, Design for Community, 2001
- **Barriers to Entry**
 - "The best check on bad behavior is identity." -Mark Zuckerberg, Facebook Founder

WIKIPEDIA
The Free Encyclopedia

navigation

- Main page
- Community portal
- Current events
- Recent changes
- Random article
- Help
- Contact Wikipedia
- Donations

special page

Sign in / create account

From Wikipedia, the free encyclopedia

Log in

Don't have a login? Create an account.

Username:

Password:

☐ Remember me

eBay.com Fees

View Fees for eBay.com | eBay Motors | eBay Business | eBay Classifieds | eBay Auctions | eBay Store | eBay Partner | eBay Affiliate | eBay Developer

Basic fees

When you list an item on eBay, you're charged an **insertion fee**. If the item sells, you are also charged a **final value fee**. The total cost of selling an item is the **insertion fee** plus the **final value fee**.

Insertion Fee	Final Value Fee
Listing or Reserve Price	Listing Price
\$0.01 - \$0.99	No Fee
\$1.00 - \$9.99	No Fee
\$10.00 - \$49.99	5.00% of the listing value
\$50.00 - \$99.99	5.00% of the listing value (\$25.00 to \$4.99) plus 3.00% of the remaining listing value (above \$25.00)
\$100.00 - \$499.99	5.00% of the listing value (\$25.00 to \$4.99) plus 3.00% of the remaining listing value (above \$25.00)
\$500.00 - \$999.99	5.00% of the listing value (\$25.00 to \$4.99) plus 3.00% of the remaining listing value (above \$25.00)
\$1,000.00 or more	5.00% of the listing value (\$25.00 to \$4.99) plus 3.00% of the remaining listing value (above \$25.00)

The **insertion fee** for **Walmart.com** Auction and **Final Value Fee** listings is based upon the opening value of your item. The opening value is the listing price. The **insertion fee** for **Walmart.com** listings is based upon the opening value of your item. The opening value is the listing price. The **insertion fee** for **Walmart.com** listings is based upon the opening value of your item. The opening value is the listing price.



WEBMASTERS → EVERYONE

- **Design considerations**
 - Enable identity
 - Provide for Creators, Synthesizers, Consumers
 - Tools for expression: easier to do the right thing, remain flexible & robust
 - Think through barriers to entry



IN SUMMARY....

Designing For Today's Web



- Principles behind good design remain relevant
- **Locomotion to Services**
 - Packaging Design for Web Applications
 - Know Your Core
 - Distribution: be where they are
- **Page to Rich Interactions**
 - Invitation, Transition, Feedback
 - Design Patterns
- **Sites to Content Networks**
 - Atomization of content
 - Content page design
- **Webmasters to Everyone**
 - Enable identity
 - Better content creation tools

For more information...



YAHOO!



Functioning Form

www.lukew.com/ff/

Drop me a note

luke@lukew.com

Twitter

[@lukewdesign](https://twitter.com/lukewdesign)