

Let's now pass to another kind of problems

- ◆ Those pertaining to the ***visual metaphor***
- ◆ They happens when a certain visual metaphor is in place, and users has corresponding expectations



Norah Jones

Headlines

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48th Annual Grammy Awards

Norah has been nominated for **Best Pop Collaboration With Vocals** for *Virginia Moon* recorded with Foo Fighters, and **Best Country Collaboration With Vocals** for *Dreams Come True* recorded with Willie Nelson. The 48th Annual Grammy Awards will be held on Wednesday, Feb. 8, at Staples Center in Los Angeles and once again will be broadcast live in high-definition TV and 5.1 surround sound on CBS from 8 – 11:30 p.m. (ET/PT).

The Little Willies

Norah Jones and four friends — bassist Lee Alexander, guitarist Jim Campilongo, guitarist/vocalist Richard Julian and drummer Dan Rieser — have a band called The Little Willies that have been playing old country covers at New York City's The Living Room club for the past couple of years. They've enjoyed it so much that they decided to record an album and FMI-distributed Milking Bull Records will release their self-titled debut on

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En Espanol,
oprima aqui

New office update. We're pleased to announce we're opening a new full-service ophthalmology office and laser center in the Carlsbad/Leucadia area. The office is located in the new Forum Shops and is currently under construction. It will be open in the early spring and until then we'll be seeing all of our patients in the La Jolla office. We're very excited about the expansion and are eagerly awaiting its opening.

.....

Here are a few of the services that we provide and some of the products that we offer:

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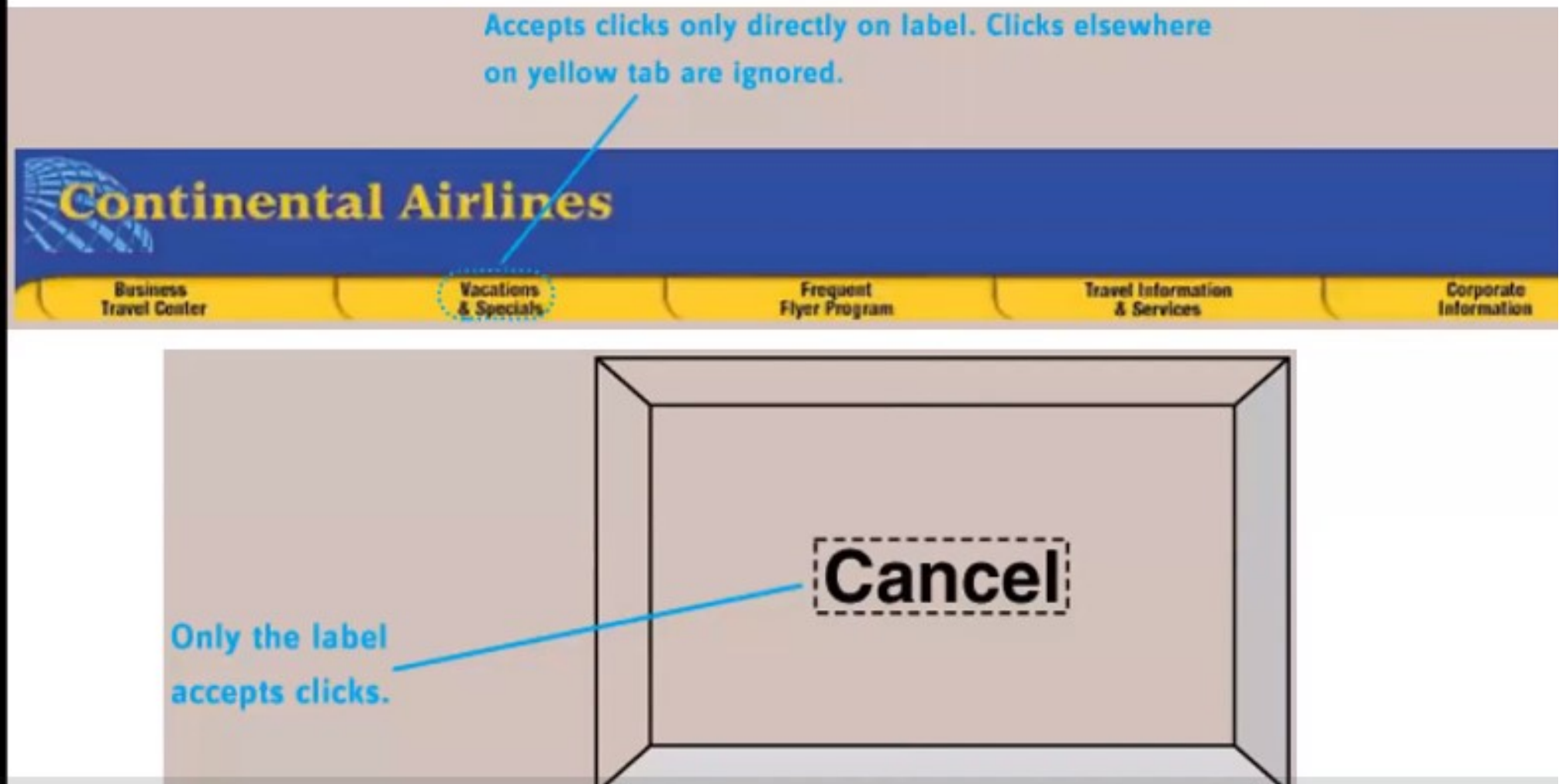
In the same category...

- ◆ Interfering with the visual metaphor of buttons



Example...

◆ Where liquid layout clashes with CSS...



Even
worst...



Note on visual metaphors

- ◆ Problems can arise not only with scrolling and links, so with places where users take ***actions***
- ◆ They can also occur ***conceptually***

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Featured Critic

Ray Bennett

Hollywood
Reporter.com.

* Thompson is impossible to dislike, but her ineffable grace and sympathy are not as evident as usual.

(What is this?)

* "Working as both a fantasy of wish fulfillment for parents and a raucous, broad live-action cartoon for kids, *Nanny McPhee* is an above-average family film."

-- Glenn Whipp, LOS ANGELES DAILY NEWS

* "Emma Thompson has provided an amazing script that is smart and

* "For a movie that aspires to capture the magic of a classic fairy tale, *Nanny McPhee* has all the warmth and charm of the assembly instructions for an Ikea bookshelf."

-- Mike Ward, RICHMOND.COM

* "What initially feels like a knockoff of 'Mary Poppins' blossoms into something else entirely -- an assured, spunky story with such a resonant feel that it seems to have been pulled from an ancient fairy tale."

-- Phil Villarreal, ARIZONA DAILY STAR

* "This charmless comic fantasy is a major disappointment."

-- Jeff Vice, DESERET NEWS, SALT LAKE CITY



Cream of the Cro

Avg

* "Thompson's despite that mon performance is d standards of wh fable."

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Another problem...

- ◆ ... is excessive convergence between desktop and web
- ◆ In other words, the mistake of directly bringing desktop tools to the web



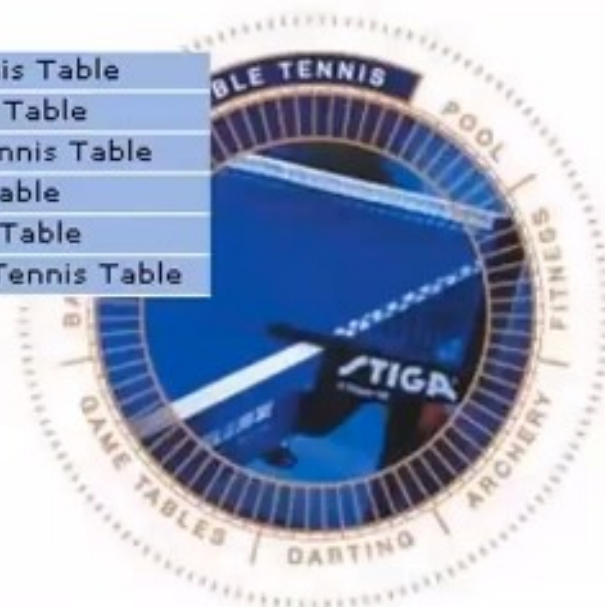
Example



The Menu

- ◆ It's a powerful desktop tool, and users are well used to it, so the idea is to recreate them inside the web environment
- ◆ Advantages: no new training, so low computational cost
- ◆ Advantages: save lot of space, fast navigation!



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Disadvantages

- ◆ The nature of menus: in the desktop they show *commands*, in the web instead they show *information*
- ◆ The structure is always tree-like, but potentially there is much more information

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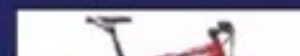
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NRS 2

Disadvantages (cont.)

- ◆ The situation gets even worse when we think of all the considerations about the *reference sizes*

In the menu case...

- ◆ Tool 1: the mouse
- ◆ Tool 2: the menu
- ◆ → disasters...
- ◆ **83%** of users doesn't center the right item in the web menu



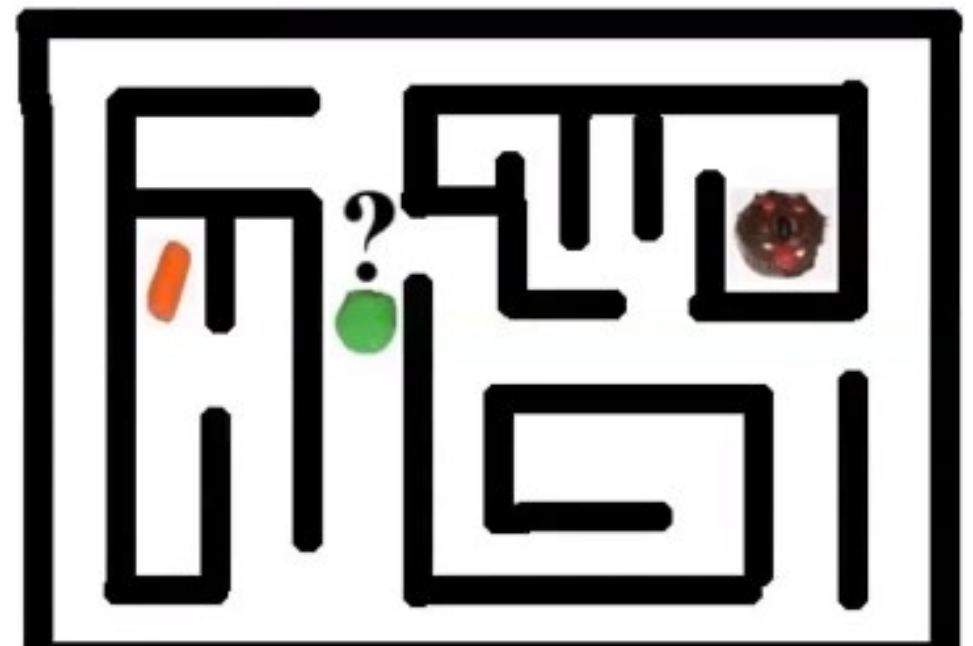
Menu (cont.)

- ◆ **54%** goes out of the menu
- ◆ Which means (think...) that the frustration level grows along the number of levels...



Other serious problem...

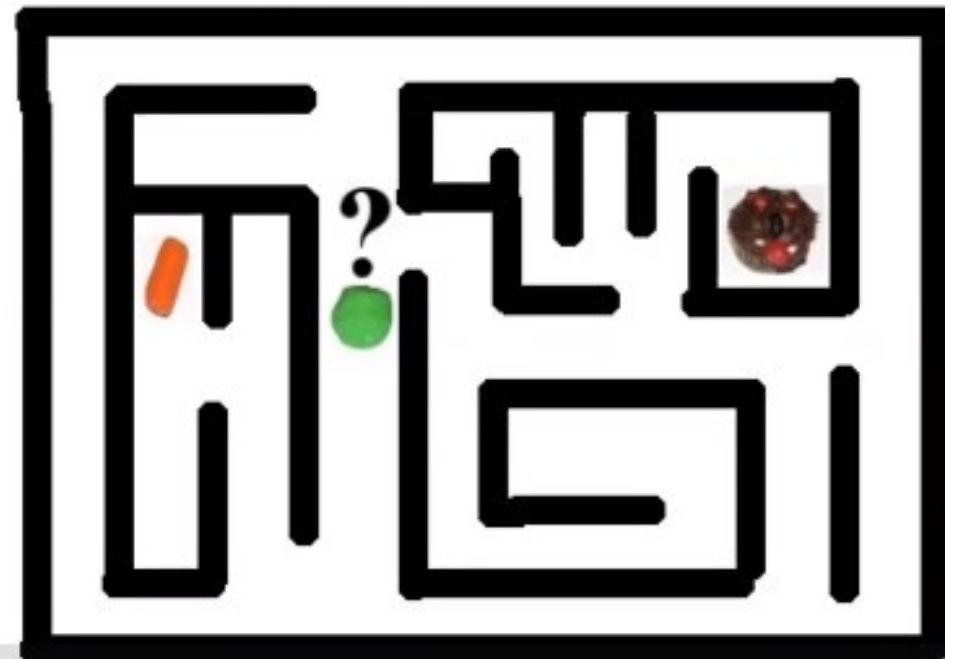
◆ Let's see... (*sp)





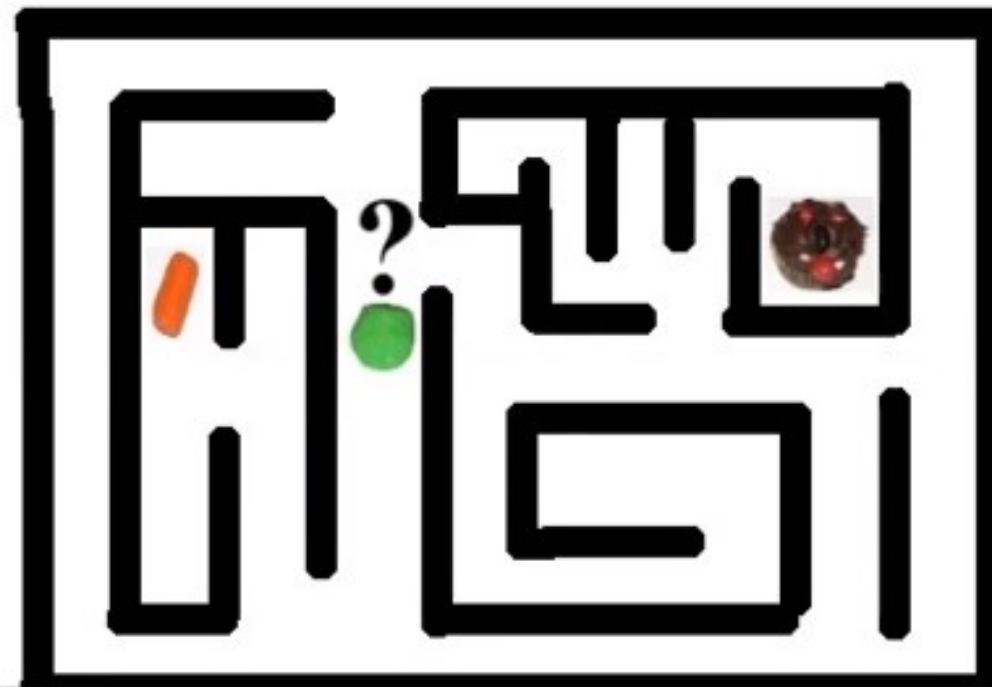
Other serious problem...

- ◆ Let's see... (*sp)
- ◆ The problem of *movement*
- ◆ How do users move on the screen (that is, how do they move the mouse)?



What rules?

- ◆ When the (average) user wants to go from A to B in a web page...
- ◆ ... he ***follows a straight line*** (!)



Recommendations

- ◆ In the case of multilevel (cascade) menus, the max level should be...
TWO!
- ◆ Moreover, the shortest path rule should be taken into account, and so design ***fault-tolerant*** menus for such paths

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New Leaders Take Office

The American Heart Association has elected Alice K. Jacobs, M.D., FAHA, and William D. Colledge as president and chairman of the board, respectively. The new officers, who volunteer considerable time to the association, began their 2004-05 term this July. Get to know our new officers. [more](#)



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