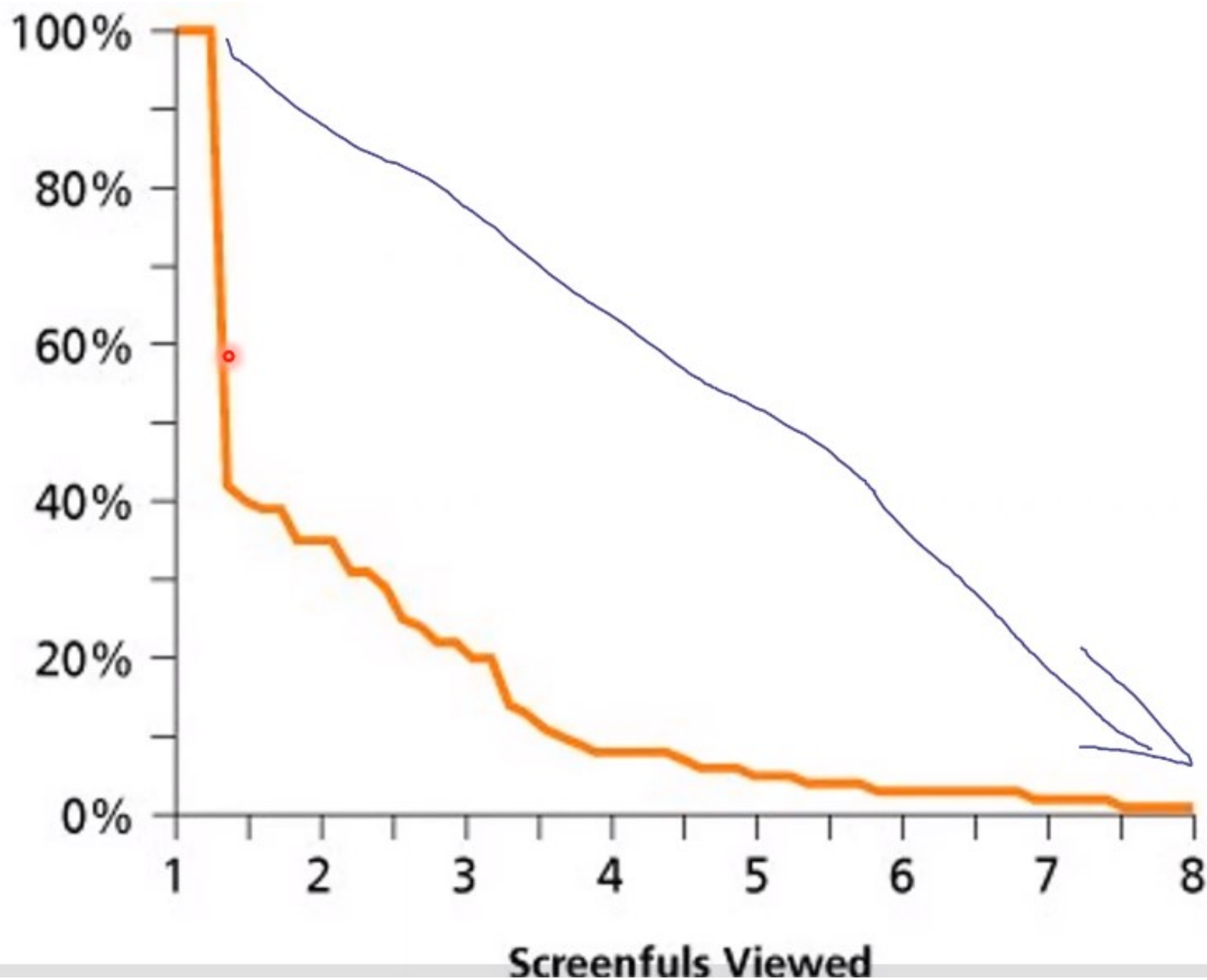


Scrolling

- ◆ On average, how much users are willing to scroll...?
- ◆ **1.3 screens** (so, seeing a total of **2.3 screens**)
- ◆ → they hardly see what is beyond, and when they do their effort increases (!)



Percent of Users



Differences between home vs internal pages?



- ◆ First visit to the home page:
- ◆ **23%** scrolls
- ◆ Internal pages (users are more benevolent):
- ◆ **42%** scrolls
- ◆ Repeated visits to the homepage (users are more demanding):

Apple - iPod nano - Microsoft Internet Explorer provided by AT&T Broadband Internet

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Size Print

Address <http://www.apple.com/ipodnano/>

Download iTunes Overview Launch Music Store Videos iPod shuffle iPod nano iPod

Choose an iPod.

iPod shuffle iPod nano iPod

1,000 songs. Impossibly small. iPod nano

Features Sync with iTunes Accessories Car Integration Tech Specs

Take everything you love about iPod and shrink it. Now shrink it again. With 2GB (500 songs) and 4GB (1,000 songs) models starting at \$199, the pencil-thin iPod nano packs the entire iPod experience into an impossibly small design. So small, it will take your music library you never dreamed of.

Buy Now [Buy online now](#) direct from Apple. 24 hours a day.

Gallery Internet

iPod nano

Features iPod + iTunes Gallery Tech Specs Buy Now

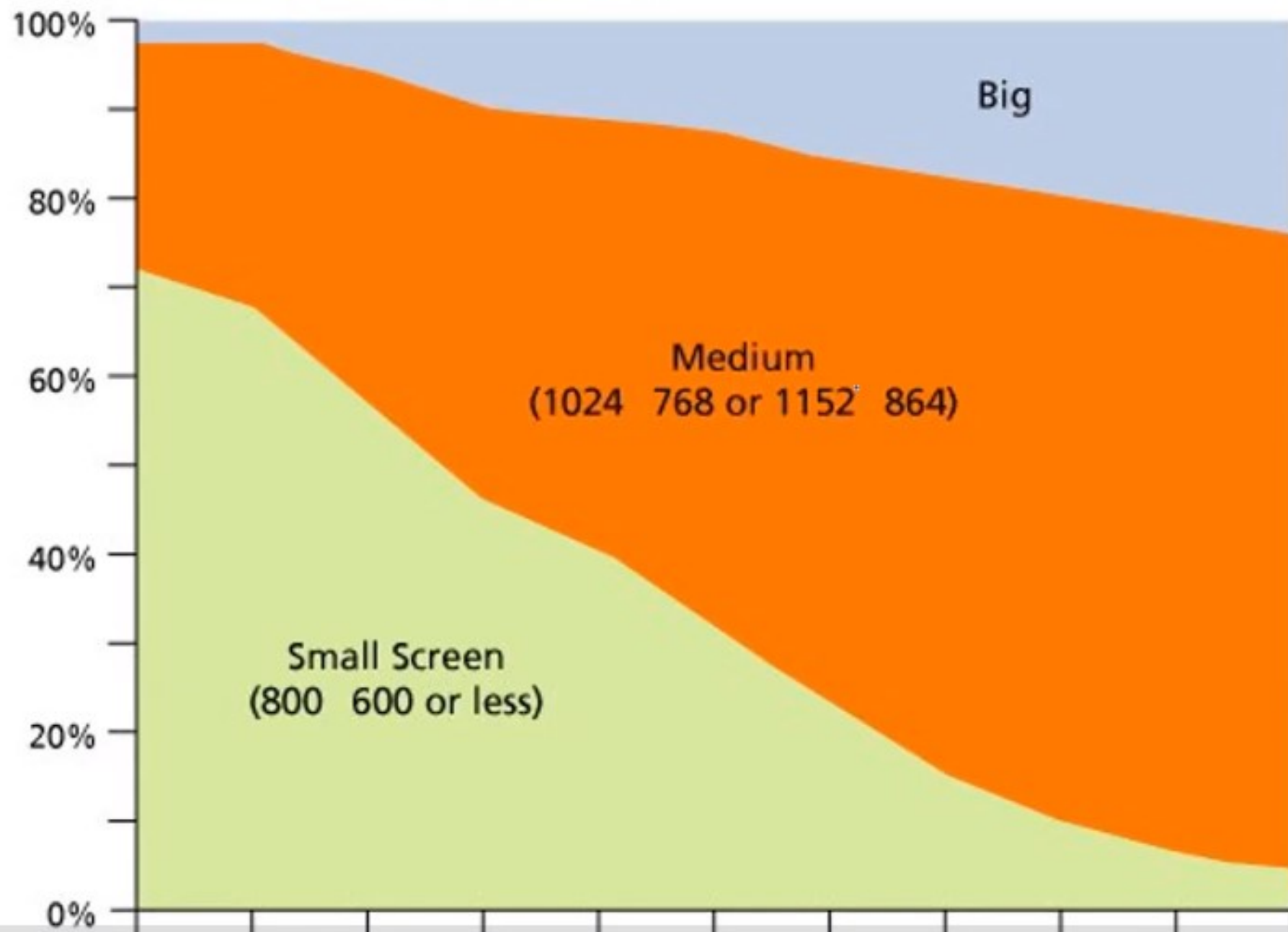
nano-chromatic

New design. New features. Now in 8GB and 16GB. iPod nano rocks like never before. Watch the video



Watch TV Ad

Time evolution



From lap-top...

◆ To net-books...

◆ → reference size: **1024x600**



More...

- ◆ We saw 1024x600 is the reference size for netbooks... but actually that is a max size
- ◆ Not every user maximizes to full screen, even on big screens
- ◆ So, what is the average «safety size» to consider?
- ◆ **800x600!**

The so-called...

- ◆ ***Frozen layout*** problem
- ◆ This is the dual problem of scrolling



Dimensions...



- ◆ The problem of scrolling is: too much information expanded on a geometrical axis, the vertical one
- ◆ But in a 2D screen there are two axes: what about the other one, the ***horizontal***?
- ◆ When information clashes with the horizontal axis, we have the frozen layout problem

Causes



- ◆ We scroll vertically, so often the horizontal axis is just «frozen», giving a set width or a (too large) minimum width
- ◆ This way, then the window size goes beyond these parameters we have serious visualization problems

The other case



- ◆ The opposite: when the window is smaller than the set/min size (either by user choice, or by necessity for a screen that is smaller, think also of smartphones...)
then things go wrong for lack of space

In this case...



- ◆ ... to access horizontal information the users needs a ***horizontal scrolling***
- ◆ That is one of the most
HATED THINGS BY USERS!!!!
- ◆ Reasons: it is uncommon on the web,
and it is not within our ***classic information modalities***

Think about it...

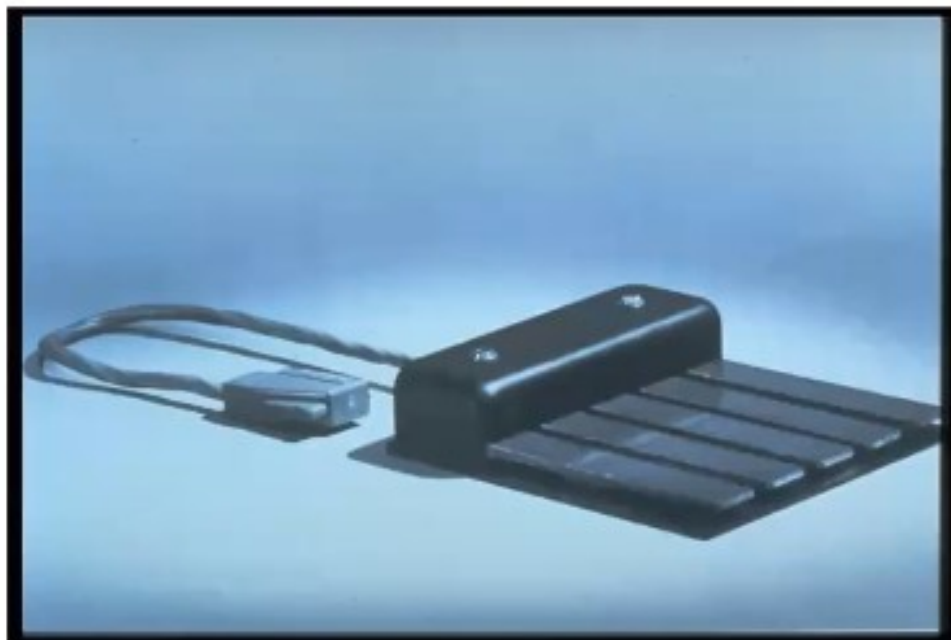
- ◆ In our life, we have always been used to handle textual information with one leading dimension (one axis where to move): books, screen pages etc
- ◆ In these systems, the horizontal axis is always set
- ◆ → The concept of horizontal scroll doesn't belong to us (note «us» = Western World, adjust for different locales!)



Moreover...



- ◆ Besides being a strange concept, it also has an additional serious problem:
- ◆ It augments the ***dimensionality*** of the information space: from a 1-dimensional space to a 2-dimensional spaces
- ◆ → the ***computational effort*** augments a lot for the human brain (!)



Note...

- ◆ We criticized the Apple site, but actually it's not the latest one: let's see the subsequent versions 😊
- ◆ [Next version...](#)



Gold, silver, blue, pink, and space gray.



Music

Carry a tune. Thousands of them.

Get in touch with your music.

Tap to play your favorite songs. Or entire albums. Or everything by one artist. You can even browse by genres or composers. Flip through your music: Album art looks great on the 2.5-inch Multi-Touch display. Or to keep things fresh, give iPod nano a shake and it shuffles to a different song in your music library.

Your own personal DJ.

When you hear a song you love, tap Genius to find other songs like it on your iPod nano and generate a Genius playlist. For more inspiration, tap Genius Mixes and rediscover songs you haven't heard in awhile — or find music you forgot you had.

Scegli il Paese o territorio in cui sei per vedere i contenuti locali e acquistare online.

Italia

Continua



Store

Mac

iPad

iPhone

Watch

TV

Music

Support



iPod touch

Overview

Tech Specs

Buy

The new iPod touch

Fun at full speed.

Starting at \$199





Let's see now...

- ◆ A class of problems that are really bad, and arise from the difference creator-user... (*S12)

In technical terms...

- ◆ ... it's called the problem of ***bloated design***
- ◆ Essentially, building a over-the-edge design, trying to impress people with special effects



Homer's Web Page



And the users?

- ◆ In perfect Homer-style, what one likes can be just terrible for others
- ◆ That's the case with bloated design: use of these special effects is statistically ***extremely annoying*** to user
- ◆ Both for aesthetetical reasons, and for practical reasons (computational effort increases)



Example...

- ◆ The so-called ***browsers war...***
(*blo)



Corsi | EasyBadge x iPod nano - Apple x iPod touch - Apple x /D:/MM/UNIPD/WIM-partial/lezioni x file:///D:/MM/UNIPD/WIM-partial/... x +

view-source:file:///D:/MM/UNIPD/WIM-partial/lezioni/lezione4/blo.htm ☆ Search

Maybe you think these are **<blink>COOL THINGS</blink>** for web
<marquee>But actually for the greatest majority**</marquee>**
<marquee direction="right">of people using the web**</marquee>**
<marquee behavior="alternate">these are really terrible thir**</marquee>**
<marquee width="100px">Aren't you convinced...?**</marquee>
**
<marquee width="50px" direction="up">Maybe so, maybe not...**</marquee>**

The Center for Advanced Visual Studies is a community for contemporary art in the School of Architecture and Planning at the Massachusetts Institute of Technology. [More_](#)

[More_](#)



Damon Rich will moderate a panel at MIT Museum on the mortgage crisis in conjunction with Red Lines, Death Vows, Foreclosures, Risk Structures. [More_](#)



8.9 Projects, John Bell, Center for Urban Pedagogy (CUP), John Malpede, Jane Philbrick

"The idea of 'engineering chance encounters' is very popular today in both architecture and urban planning -- if you somehow plan people's courses so they'll bump into each other, imaginative thoughts that would not have occurred to them otherwise can and will. One thing about university life is the siloization -- like grain silos -- where everyone is so over-taxed looking after their own turf it's very hard to look across to the next silo. Universities need to build organizations that counteract the effects of siloization. And for the MIT campus, CAVS does that in a way that is efficient and wildly productive. The arts are the draw, but a very interesting cross-section of the MIT intellectual life attends those events."

Bill Arning, Curator, List Visual Arts Center



A GREAT FAMILY DAY OUT AT RUDGWICK STEAM & COUNTRY SHOW

THIS YEAR SUPPORTING
WSPA
World Society for the
Protection of Animals



This family run show is now in it's 31st year and is one of the last remaining events of its kind. It is organised and run in the same way as it was done years ago.

NEW EXHIBITORS, TRADERS & PUBLIC CAMPERS WELCOME.



MANY NEW
ATTRACTIONS
FOR 2017



IF YOU HAVE SOMETHING
OF INTEREST AND WOULD
LIKE TO JOIN IN AT THE SHOW
PLEASE CONTACT US.

NOTICE BOARD

email: chanaburi1@aol.com Tel: 07803 581415
3 DAYS OF AUGUST BANK HOLIDAY WEEKEND
26th, 27th, 28th AUGUST 2017

EXHIBIT, TRADE AND CAMPER PASS ARE SENT OUT
APPROX 6 WEEKS BEFORE THE SHOW

NEW CRAFT MARQUEE (UNDER NEW MANAGEMENT)
FOR 2017. PLS EMAIL US FOR SPACE.



SHOW DAILY OPENING TIME:
9.00 - 6.00 DAILY
WELL BEHAVED PETS WELCOME.



Quoting...

- ◆ Lou Montulli, one of the two co-inventors of the **blink tag** (among the creators of Navigator, HTML 3, inventor of the cookies, of HTTP proxying etc...)



Before...



After...

- ◆ “The worst thing I've ever done for the Internet”

