

# The second time...



- ◆ It's the other time threshold: when the user expects to have found what he wanted, and so to have successfully navigated our web site
- ◆ This limit is the **success time**, and it is about...



# So...

- ◆ What matters most is the good ***balancing*** among *homepage*, *internal pages*, and *trail (path)* that the user follows to arrive where he wants



# For example...



- ◆ Remember: home page 31 seconds, and internal pages 53 seconds
- ◆ Seen the choice time (1m 49s), this means that the user, after having seen the homepage and ***a bit more than one internal page*** of our site, makes up his mind, and chooses whether to stay or leave



## Example (cont.)



- ◆ Moreover, given the success time (3m 49s), he expects to reach his goal after having seen the homepage and about ***three pages and a half*** of our site (!)

# The importance of Structure

- ◆ The «tree structure» of our site then becomes critical, as well as the distance from the home page:
- ◆ From the home page, after **one click** (max **2**) we have to convince the user, and after other **two clicks** (max **3**) we must give them what they wanted!



# Back to the axes

- ◆ What are the axes that we need to take care of for the internal pages, among WHERE WHO WHY WHAT WHEN and HOW ?

# The problem...

- ◆ ... is that the structure of the web has changed: whereas time ago navigation always usually started from the home page, nowadays this not true any more...



# Technically...



- ◆ ... this is called **deep linking**:
- ◆ Someone (search engine or other site) doesn't link our home page, but directly an internal page



# Consequences on the informative axes

- ◆ The situation is therefore more complex: each page can be the first page that a user sees (!)
- ◆ So let's see what happens to the axes
- ◆ Some axes become mandatory, others optional, and others can be omitted

# Optional informative axes (but suggested!)

- ◆ **WHY** == short description (even a few slogan words)
- ◆ **HOW** == typical shortcut: the search functionality (preferred position up-right part); optionally: related pages



# The WHERE axis becomes even more important...

- ◆ ... because the user now is «thrown» in the middle of our information forest
- ◆ → typically, we should make clear the context (the «minimap», a.k.a. local map)





# Why WHAT is not enough?

- ◆ To avoid for the user to always go to the home page, «wasting» a click (!)
- ◆ If the user directly lands directly on a certain page, we have more information on what he wants (!)

Let's use that information, instead of pushing him back to the home page





# All Musicals

www.allmusicals.com

## Message Alert



You have ~~4 new messages~~ waiting for you.

OK

[Add/correct lyrics](#) • [Request Lyrics](#) • [Sheet music](#) • [Musical CD](#) • [Contact us](#) • [Privacy policy](#)

## Musical: Singin' In The Rain Song: Singin' in the Rain

Don Lockwood:

Doo-dloo-doo-doo-doo  
Doo-dloo-doo-doo-doo-doo  
Doo-dloo-doo-doo-doo-doo  
Doo-dloo-doo-doo-doo-doo...

I'm singing in the rain  
Just singing in the rain  
What a glorious feelin'  
I'm happy again  
I'm laughing at clouds  
So dark up above  
The sun's in my heart

## NFL to re-air Super Bowl commercials

By Marguerite Reardon

Staff Writer, CNET News.com

Published: January 31, 2006, 2:30 PM PST

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**If you love all those funny commercials that debut during the Super Bowl, but can't stand watching the actual game, the NFL has just the solution.**

The National Football League is giving fans of Super Bowl commercials a way to see all the new ads without sitting through the entire game. The league announced Monday that after the game ends on Feb. 5, it would re-air the commercials shown during ABC's broadcast of Super Bowl XL.

Fans will have several options for viewing the commercials. They'll be able to watch the special advertising program on the NFL cable channel, its video-on-demand service, the league's Web site, NFL.com or cell phones. The NFL Network will not air any of its normal commercials during the special. Instead it will air the show that is entirely made up of advertisements that appeared during the game.

The Super Bowl commercials will be broadcast six times between Monday and Tuesday next week on the NFL cable channel and on Sprint's mobile network. From midnight Sunday night through Sunday Feb. 12, the NFL will also offer the program as a video on demand option for digital cable subscribers. The program will also be available during this time on its Internet site NFL.com and through the Sprint mobile network.

ABC and its cable channel ESPN also plan to let viewers see the Super Bowl ads again. A select number of commercials will be available on ESPN.com and ESPN360 for several days following the game.

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January 21, 2008 12:00 PM PST

## NFL to re-air Super Bowl commercials

By Margaret Thornton

January 21, 2008 12:00 PM PST

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It's a little bit more than one commercial that aired during the Super Bowl, but can't stand watching the actual game, the NFL has just the solution.

The National Football League is giving fans a new way to watch the game. The league will air the game on its website, NFL.com, and on its mobile phone app. The league will also air the game on its website, NFL.com, and on its mobile phone app. The league will also air the game on its website, NFL.com, and on its mobile phone app.

With the new mobile phone app, fans can watch the game on their mobile phone. The league will also air the game on its website, NFL.com, and on its mobile phone app. The league will also air the game on its website, NFL.com, and on its mobile phone app.

The Super Bowl commercials will be broadcast live on the NFL.com website and on the NFL.com mobile phone app. The league will also air the game on its website, NFL.com, and on its mobile phone app. The league will also air the game on its website, NFL.com, and on its mobile phone app.

ABC and its cable channel ESPN will also air the game. The Super Bowl will also be available on ESPN.com and ESPN2. The league will also air the game on its website, NFL.com, and on its mobile phone app.

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# In general

◆ These techniques are called ***breadcrumb***



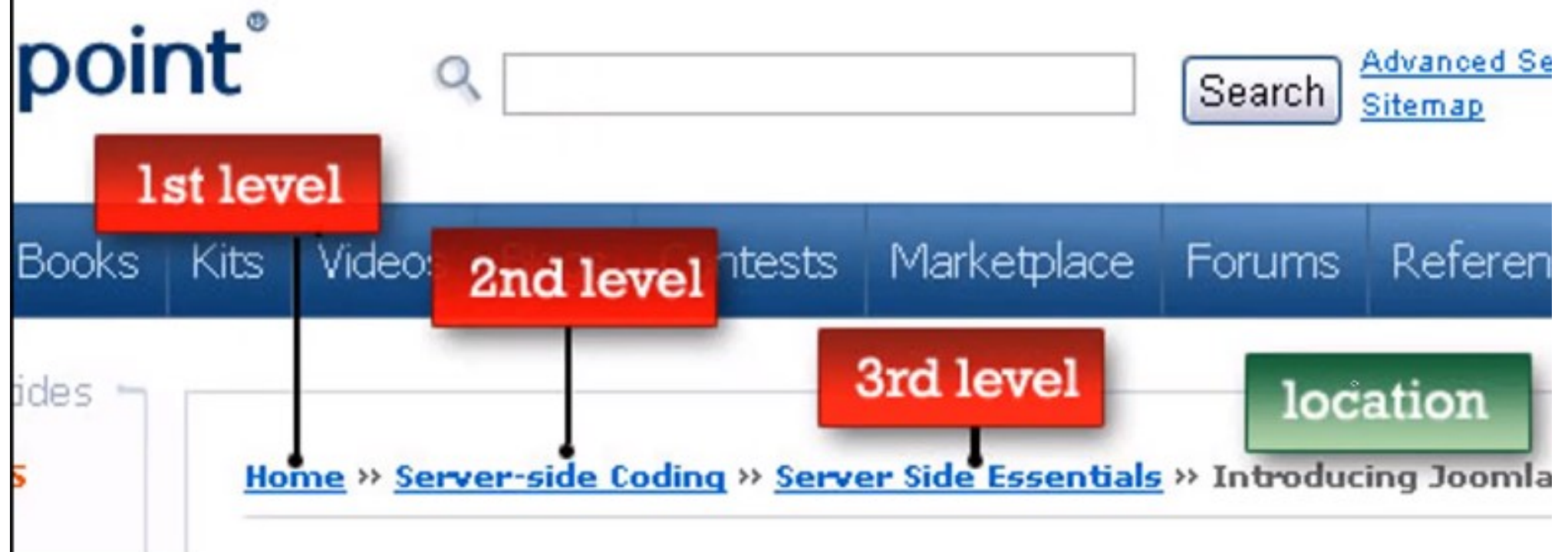


# From Hansel and Gretel...



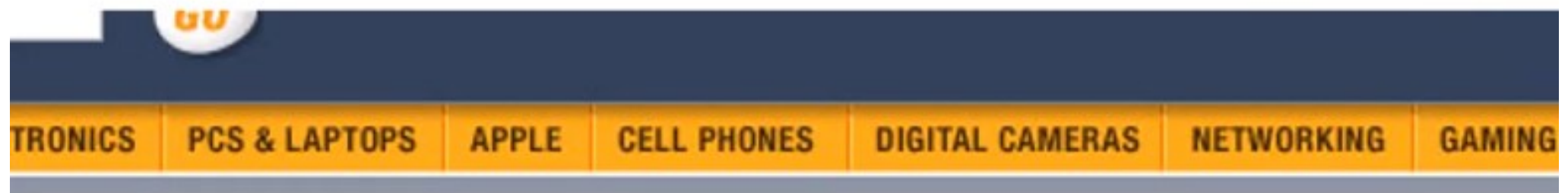
# Location Breadcrumbs

◆ Where are we in the site hierarchy?



# Attribute breadcrumbs

- ◆ We show the attributes of the page (categorizations)



[Home](#) > [Computer Hardware](#) > [Computer Cases](#) > [Computer Cases](#) <sup>(x)</sup> > [Lian-Li](#) <sup>(x)</sup>



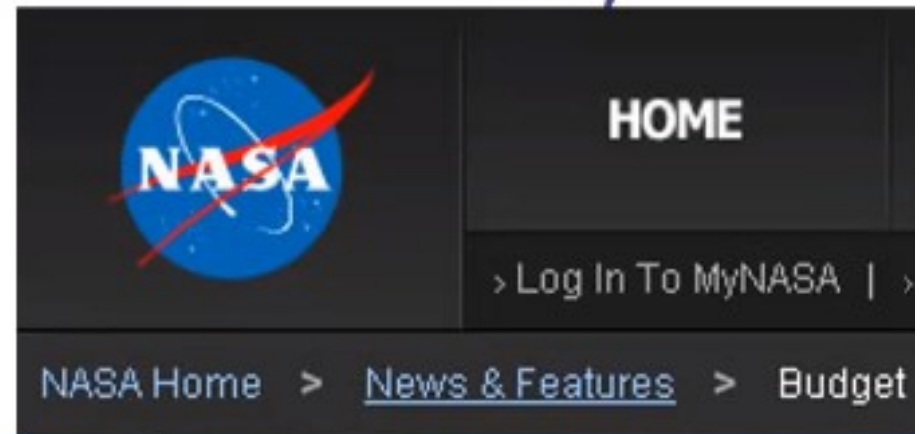
# Path Breadcrumbs

- ◆ We show the path taken by the user to arrive to the page
- ◆ Typically, they are ***dynamical*** (depending on a specific path), unlike the *location breadcrumbs* that are ***static***



# Separators

- ◆ They are also important: the classic separators for breadcrumbs are two, ">" and "/"

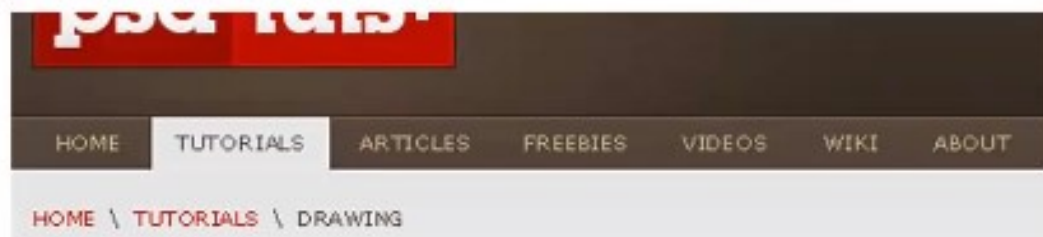


# With stylistic variations...



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# Usability problems...

- ◆ Can be divided into two main classes:  
***persistent*** and ***non-persistent***
- ◆ The persistent problems are those that didn't change much along time (typically, the worst problems)
- ◆ The non-persistent ones, instead, did change (typically, for the better)

# The navigation



- ◆ When navigating inside a site, an important problem that needs special care is the ***lost in navigation***
- ◆ Users must be always conscious of where they are within the site, so the **WHERE** axis
- ◆ If they are not, they get lost, frustrated, lose time, and timers expire (...)



# Moving better...?

- ◆ To know where to move next...
- ◆ We also need to know where we have been (!!)
- ◆ Sure we can just suppose a user to remember where he has already been, right?
- ◆ But doing so, we pass the burden to the user: remembering this information ***makes navigation heavier***



## And so?

- ◆ We must make users happy, so avoiding to overload them
- ◆ For instance, we can use a functionality that is present in browsers since a long time: ***change color to links that have been already visited***



# Link color



- ◆ Giving more powers to designers, many just forgot why this functionality was actually introduced (!)
- ◆ So a big usability problem arose:  
***don't change colors to already visited links***



# Look at the paradox...

- ◆ Users that like our site will navigate more
- ◆ But the more they navigate, the more we ask for them to remember the pages they visited
- ◆ So the more they navigate, the more they have to memorize, and to get tired (!)



# Back to navigation

- ◆ Users must be able to move quickly
- ◆ So, what are the navigation movements that are most used?



# The First movement

- ◆ Quite obvious: *clicking on a link* to go to another page
- ◆ But then... why first? Is there a «second movement»????





# The Second Movement

◆ Pressing “*back*” !



# The Power of Back

- ◆ Users prefer to navigate back even many times, even when there is a direct link (!)
- ◆ Many times?
- ◆ They use it even up to 7 times (7 clicks), instead of doing one direct click (!!!!)



# Big Paradox...(!?)



- ◆ 7 clicks rather than 1???!!!
- ◆ How so? Isn't time a primary pulsion?
- ◆ Instead, users are wasting time??!!!!
- ◆ Yes it's paradoxical, but there is a reason
- ◆ Let's try to understand WHY users behave this way with a use case...





# Users are still **minimizing...**

- ◆ ... the *computational effort* !
- ◆ Advantages of the back button:
- ◆ No need to remember the followed path
- ◆ The interface is consistent for every site  
(it's outside the web site...!!)



# The corresponding usability problem...

- ◆ ... is then ***not to allow the proper use of the back button***
- ◆ Usually happens with dynamic pages that are badly handled, not saving the navigation state in a way that is compatible with the back button (example among many: UNIPD's Uniweb...)