

Let's pass now...

- ◆ ... to the other side of e-commerce sites: ***the product***
- ◆ One of the most important thing to do is, intuitively, to provide a good description of the product
- ◆ Not so obvious as it seems...

Showing 31 - 38 of 38 Latin events found in Los Angeles & Surrounding Areas

[prev](#) (31 - 38)

Fri, 10/07/05 08:15 PM	Juan Gabriel	Gibson Amphitheatre at Universal CityWalk Universal City, CA	Find Tickets On Sale Now
Sat, 10/08/05 08:00 PM	Charo	Spotlight 29 Casino Coachella, CA	Find Tickets On Sale Now
Sat, 10/08/05 08:15 PM	Juan Gabriel	Gibson Amphitheatre at Universal CityWalk Universal City, CA	Find Tickets On Sale Now
Wed, 10/12/05 07:30 PM	Juan Gabriel	Save Mart Center Fresno, CA	Find Tickets On Sale Now
Sun, 10/16/05 08:15 PM	Ana Gabriel	Gibson Amphitheatre at Universal CityWalk Universal City, CA	More Info Presale Begins: Wed, 08/24/05 10:00 AM
Sat, 10/22/05 08:00 PM	El Grupo Fantasma	Roxy Theatre Hollywood, CA	Find Tickets On Sale Now

The Big Error..

- ◆ ... is to assume the user already knows the product, and comes to the site only to know the price
- ◆ In fact the user always expects a ***complete description*** of the product in the site

What if not?

- ◆ Incomplete descriptions bring users to go to other competitor sites...



Price vs description?

- ◆ A natural interesting question to ask is: ok, but what about price then? For instance, if my price is lower will the user come back?
- ◆ Answer: on average, lower price up to -20% wrt the competitors bring this return rate:

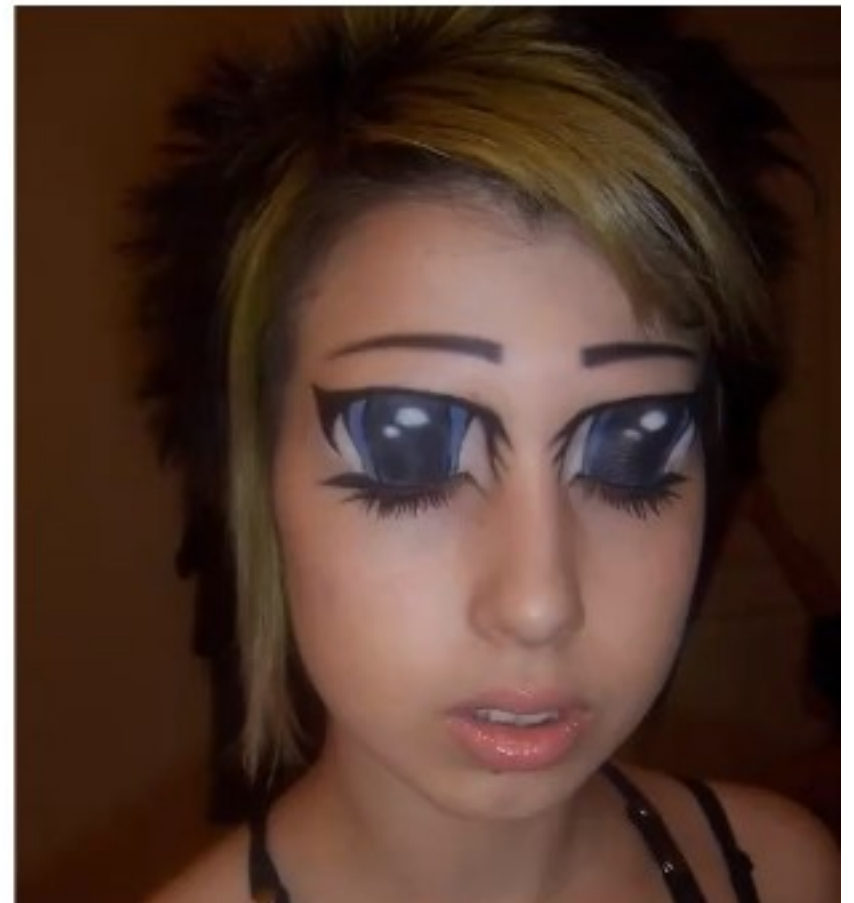
◆ **5%** of the users (!!!!!!!!!!!!!)





Beyond...

- ◆ ... the description of the product features, it is important also another aspect, the ***visual description***



Users and visual...

- ◆ If interested, users want to see the product at maximum level:
even ***full screen!***



Good news...

- ◆ In these cases the timers practically ***turn off***: when the user ***chooses*** to have more detail, he comfortably waits for a more detailed image

3.5" SATA Hard Drive Solution



ExDrive II SATA35 - Aluminum External hard drive kit for 3.5" SATA or SATA II hard drive

ExDrive SATA35 is the simplest and most affordable external hard drive kit for SATA or SATA II hard drive. Constructed with strong aluminum and comes bundled with a unique AC/DC power adapter, a 3-foot heavily shield external Serial ATA data cable, the Addonics ExDrive SATA35 drive kit easy turns any 3.5" Serial ATA hard drive into an external Serial ATA hard drive

[More Info...](#)



ExDrive SATA35 - External hard drive kit for 3.5" SATA or SATA II hard drive

ExDrive SATA35 is the simplest and most affordable external hard drive kit for SATA or SATA II hard drive. Comes bundled with a unique AC/DC power adapter and a 3-foot heavily shield external Serial ATA data cable, the Addonics ExDrive SATA35 drive kit easy turns any 3.5" Serial ATA hard drive into an external Serial ATA hard drive

[More Info...](#)



The Saturn ExDrive (SED) - The new generation of external hard drive kit with many improvements. The SED for SATA hard drive is the first hard drive kit in the market that enables any SATA hard drive to be used as an external hard drive via USB, Firewire, CardBus/PCMCIA or External SATA connection.

[More Info...](#)

The best way...

- ◆ ... is to offer various perspective views with high detail, mimicking the guidelines seen on the ***3D as 2D*** discussed some time ago

Remember?

J. CREW

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[Personal Shopper](#) [Store Locator](#) [Help](#) [Order Status](#) [My Account](#) [Register](#) [Sign In](#)

site search - keyword or item # [GO](#)

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free **SHIPPING** on orders of \$175 or more.*
*Enter code **LOVEIT** at checkout.*

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Overstock

14-kt. Black Freshwater Cultured Pearl Strand (6.5-7 mm/16 in.)

List Price: \$80.00

Our Price: \$34.99

You Save: \$45.01 (56%)

Quantity:

Add To Cart



Buy Fast. Feel Secure.®

Pay Later with Bill Me Later

[Click Here](#) for details.

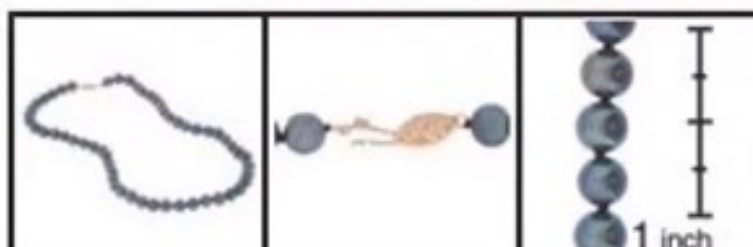
Shipping: **Only \$1.00**
for your entire order

Catalog #: 1007693

In stock. This product normally leaves our warehouse within 1-4 business days.*



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Special Offer:

Free car kit- a \$69.99 value

Pioneer XMP3

Portable XM satellite radio/MP3 player

12 people say: ★★★★★

Item #130XMP3  **IN STOCK**

Original Price \$229.99

Savings -\$30.00

You Pay \$199.99

Mail-in Rebate -\$30.00


[XMP3 car kit](#) **FREE**

[Micro SD card](#) **FREE**

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Your Price **\$169.99**

 **Add To Cart**

☐ [Save to wishlist](#)



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Pioneer



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Pioneer combines the best of both worlds with the XMP3 satellite radio, giving you XM reception and MP3/WMA playback in a portable device about the size of a cell phone. Its built-in antenna

Moral

- ◆ Views from different alone are not enough: there is always the need for ***detail dependant on the context !***



1990-1991: Poynter research



Newspapers



New Methodologies...



First of all...

- ◆ ... precise behavioural classes have emerged
- ◆ → The same fact there are fine-level rules that are valid for almost all of us, is far from obvious (and it's also good news! 😊)
- ◆ So let's start to see how users behave with the newspapers media



Attraction...

- ◆ What are high attraction spots?
- ◆ Answer: ***photos!***



◆ The more the page is colored, the more it is perceived as *rich in information* (!)



And now to the Eternal Battle...

- ◆ ... who wins, in terms of attention time by users, between *text* and *images*?



Answer...

- ◆ Images!
Images are seen more than text
- ◆ **80%** to **20%** (!)
- ◆ (remember the premises of the lorem ipsum...!)



Images and text

- ◆ Pieces of text that are together with an image are seen much more than without a companion image



FLAG RAISING ON IWO JIMA, FEBRUARY 23, 1945

PHOTOGRAPH BY JOE ROSENTHAL

Entry?

- ◆ What is the entry point in a newspaper page?
- ◆ Answer: the biggest image!

FREE METRO
Last night, October 20th, 2004
www.metro.co.uk

Ruud faces an FA ban
Ruud van Nistelrooy
Back Page

DEATH OF 'SUNSHINE GIRL'

Tycoon's £1billion windfall

Row over jury trials shake-up

IN SPAIN PHANTOM

INSIDE TODAY
Graham Coxon with some wise words for the bigmouths of music
Page 10

Beat the winter blues with our essential guide
Page 12

WIN: A LUXURY 5-STAR TRIP TO MALTA FOR YOU AND A FRIEND
Page 20

Last, the page division...

- ◆ Two open pages are perceived like one big page



And the Web?



The Web??

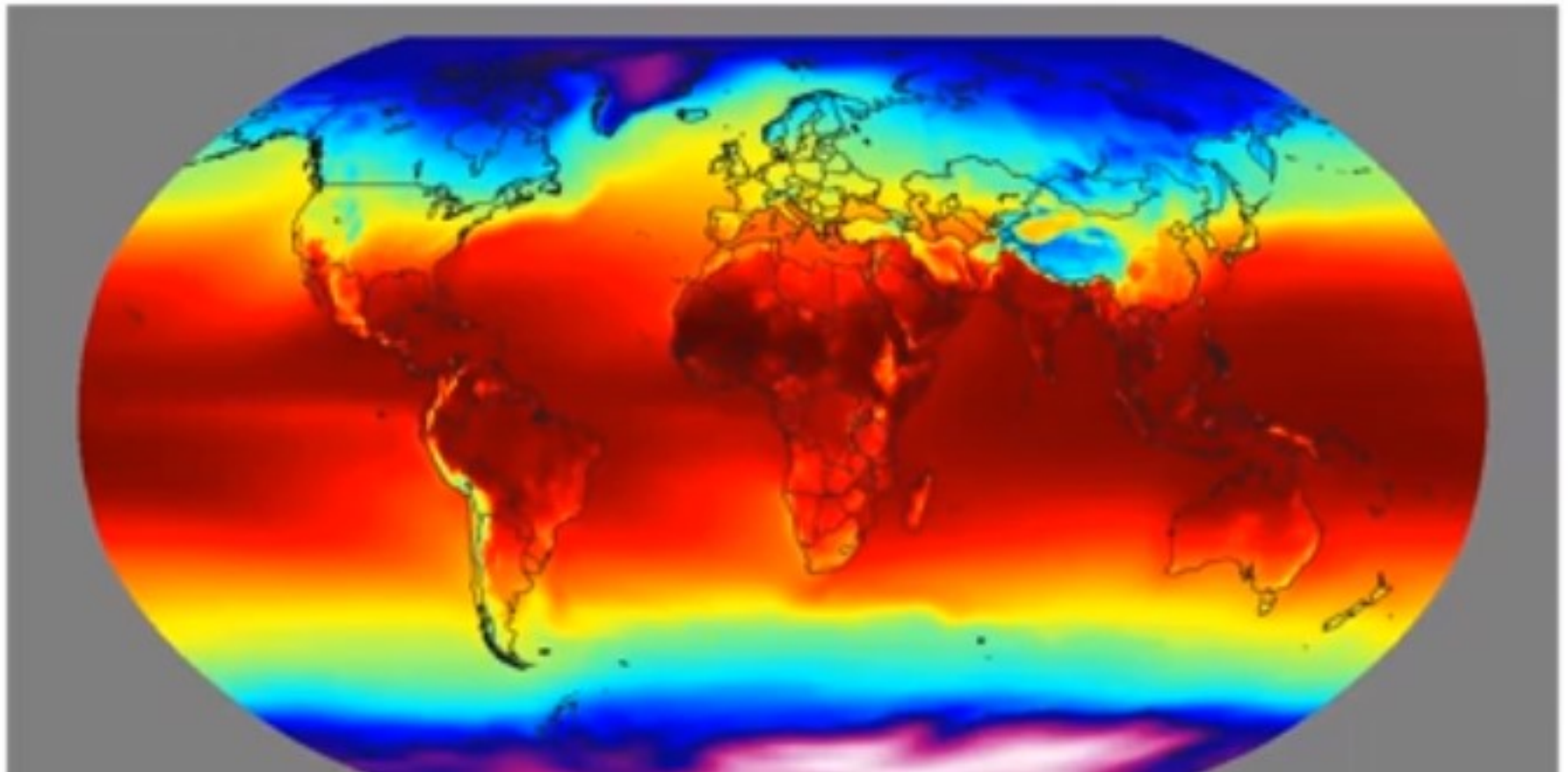
- ◆ For much time, people just thought that the Web would just ***follow the same rules***
- ◆ But as said, the Web is a ***different*** media, and in this media users behave differently
- ◆ Let's see for example the case of the typical movement in web homepages

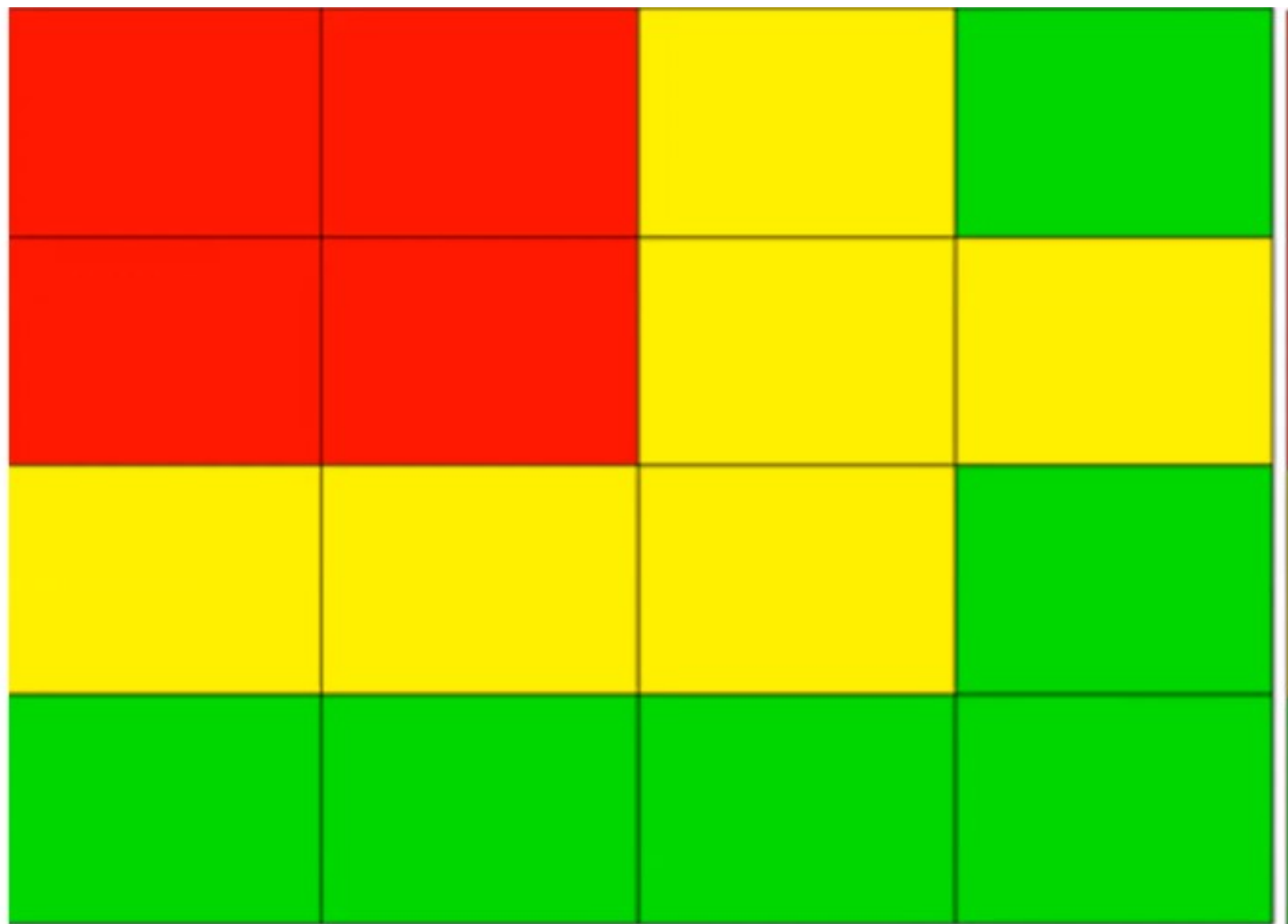




The “hot zones”...

- ◆ What are the entry points, and attractions points, in web pages?





Priority 1

Priority 2

Priority 3

So...

- ◆ ... the entry point is top-left (compare with newspapers...!)

Los Angeles Times

Monday, October 23, 2006

Into the abyss of Baghdad

After one year away, a returning reporter finds all Iraqis are not equal. Some are good, some are bad. Some are just trying to survive.

By Michael S. Rothman

Iraqi people are not equal. Some are good, some are bad. Some are just trying to survive. This is the reality I found when I returned to Baghdad after a year of reporting from the country. The war has changed the country in many ways, but the people are still the same. They are still trying to survive.

RISE IN BRIBERY TESTS INTEGRITY OF U.S. BORDER

From California to Texas, 2006 officials believed since 2004.

By Michael S. Rothman

In a country where bribery is a way of life, the U.S. border is a test of integrity. Officials in California and Texas believe that the number of bribes paid to U.S. border officials has risen since 2004.

A DEADLY BAGHDAD BLAST

Explosion at the site of a car bombing, but not at least 100 deaths and injured in a market, sources say. U.S. military reported the death of a U.S. soldier.

By Michael S. Rothman

The battlefield widens for House GOP seats

A tactical decision to seek a growing number of House GOP seats.

By Michael S. Rothman

Class sizes

Class sizes in California schools are growing.

By Michael S. Rothman

Chase rates

Chase rates for California schools are growing.

By Michael S. Rothman

METRO

FREE

Ruud faces an FA ban

Tycoon's £1 billion windfall

Row over jury trials shake-up

DEATH OF 'SUNSHINE GIRL'

Row over jury trials shake-up

INSIDE TODAY

Graham Coxon with some wise words for the bigmouths of music

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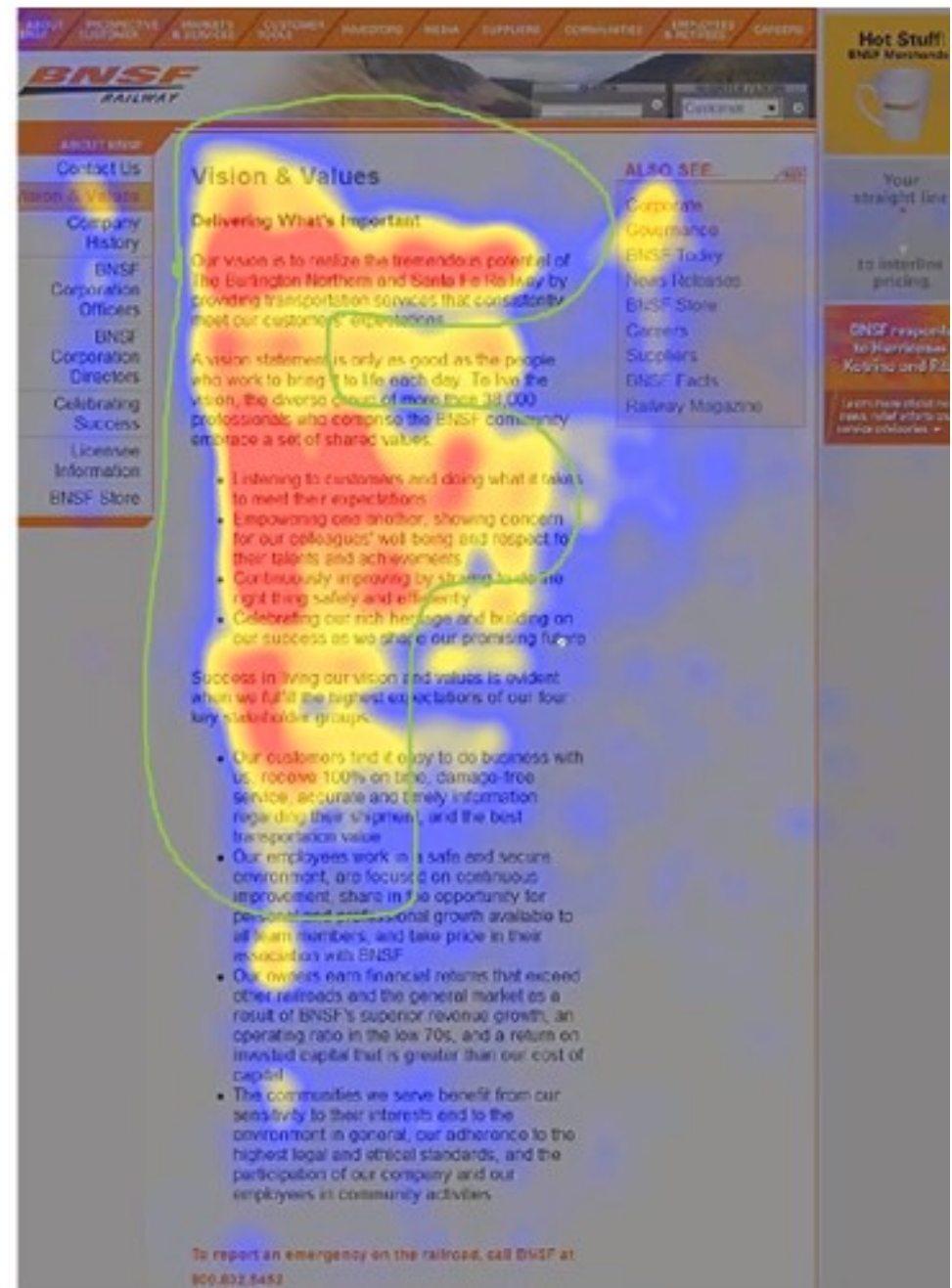
Even worst...

- ◆ That's an approximation: we will see soon what is the *real* attraction point in a web page...



Let's see better the attention zones...

◆ Also said the **F-shape**, or **icecream cone**





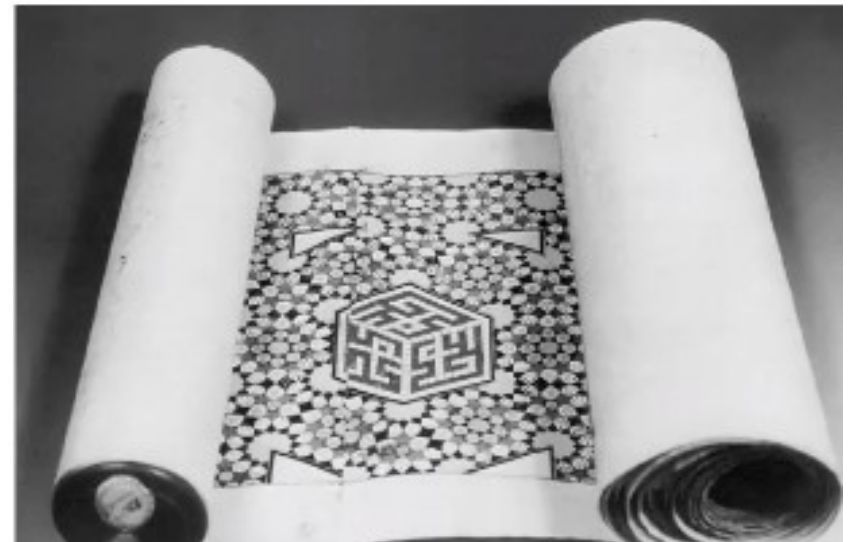
Implications...

◆ There is another curse, derived from the attention zones...



The scroll

- ◆ We talked about scroll, but we didn't say one thing: how is it done?
- ◆ Do users scroll line by line, or page by page?



Answer

- ◆ The great majority scrolls page by page (intuition: it is faster and gives quicker access to new information)



Who knew
getting away
could bring
you closer
together.

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HOTELS & RESORTS

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A Warrior for Peace - Is a court-appointed judge's peacekeeping efforts enough to make the world a better place?



From the News

The Great Educator Escape - Teachers are leaving faster than ever at schools work to keep them.

AIDS Becoming a "Young Person's Disease" - Most of all new infections are occurring in the 15-24 age group, according to a survey.

We're Not in Oakland - Daily traffic jams on the coast are getting worse, especially in L.A.

Experts Warn Best to Look Out for Sea Otters - California's sea otters are being victimized by reckless boaters, who have harassed and killed an unusually large number of these rare creatures this month.

California Rushes Into Power Production - The push to build plants raises environmental concerns about power practices.

Sports

The Next Yao Ming? - NBA scouts are scouring China for another giant with the skills of last season's basketball model.

Samoras: The Man Who Was Too Good - His play has been called a work of record 14 Grand Slam championships, but his record was never written into the rule book.

Are Rock Climbers Wearing Down the Mountains? - Are these outdoor enthusiasts leaving off their shoes and leaving a mark?

Business

This Time, It Really is a New Economy - As the U.S. welcomes a return to growth, Americans shouldn't forget that a global financial threat is lurking for a different one.

College Savings 101 - With tuition rising, 529 plans are becoming a key program for parents.

Banking: Fly, Cable Banks Could Mean Big Growth - With everything online, customer service, bankable lenders have a big future.

Technology

You Ought to Be in Pixels: Home May Be Made Easy - Getting your personal files is easier than ever. Here's a step-by-step guide to get you started.

Let Your Fingers Do the Logging - Getting your personal files is easier than ever. Here's a step-by-step guide to get you started.

New Computers Not Worm-proof - Just bought a new Windows computer? Do not fail to use the critical software that comes with it before malware gets into the Net.

News

Sports

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AP Wire

**U.S.: 51 Iraqi
Militiamen
Battle**

**Court to Clarify on
Jury Consulting
Data**

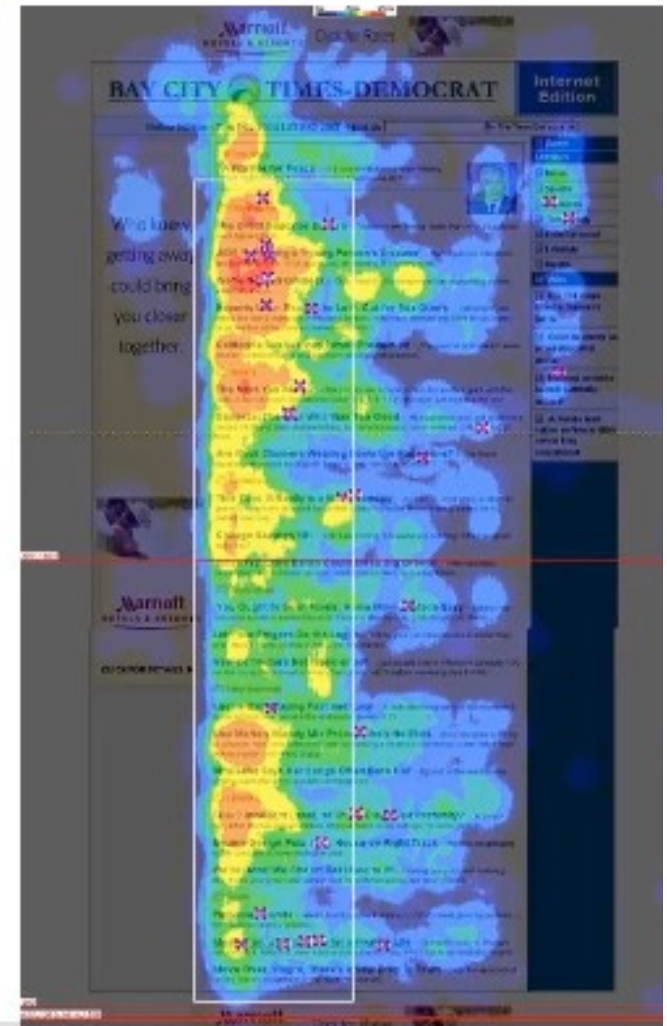
**Harvard
Students
Launch
Symbolic
Accord**

**Activists Lead
Rally on World
AIDS
Remembrance**

1001

The “blind spot” effect

- ◆ There is a “blind spot” that gets very little attention by users
- ◆ And unfortunately, it changes along with screen size!



Other aspect: again the Great Battle

◆ Who wins between text and images?

◆ Answer:

◆ **TEXT (!)**



Example: the attraction point

- ◆ The real attraction point, starting from the top-left corner, is actually text
- ◆ So for instance, a logo without text inside or nearby can confuse users!



One or more columns?

- ◆ The best information flow: one column works better than more columns
- ◆ (remember the discussion on multiple «horizontal» itemized lists...)

INTERNATIONAL
Herald Tribune
THE IHT ONLINE

FundsInsite

SEARCH SECTIONS REGIONS CLIPPINGS GO

◆ Gandhi declines prime minister post
AP Tuesday, May 18, 2004

Ex-finance minister is said to be her pick

NEW DELHI Sonia Gandhi said she would "humbly decline" to be the next prime minister of India, a decision that followed Hindu nationalist outrage over the prospect of a foreign-born woman at the helm of the nation.

Gandhi, an Italian native who became an Indian citizen 21 years ago, did not say whom she would nominate for the post, but the favorite appeared to be Manmohan Singh, the architect of India's economic liberalization program during the last Congress-led government from 1991 to 1996.

my aim," Gandhi said over a crowd that yelled at her to take the job. "I was always certain that if ever I found myself in the position I am in today I would follow my inner voice. I humbly decline the post."

Gandhi's Congress party and allies trounced the Hindu-nationalist party of caretaker Prime Minister Atal Bihari Vajpayee and his Democratic National Alliance in national elections that ended last week.

The new Congress party lawmakers shouted and pleaded with her to change her mind, and she had to stop several times to get the audience to quiet down.

Gandhi said, adding that she would not reconsider. She would have been the fourth member of the Nehru-Gandhi dynasty to be prime minister.

The announcement in the massive, colonial-era building was attended by 145 newly elected lawmakers from her Congress party and her children Rahul and Priyanka.

"It is my inner voice, my conscience," she said. "My responsibility at this critical time is to provide India with a secular government that is strong and stable."

After the announcement, a string of

Maximize keywords efficiency...

- ◆ Keywords within the same line with other words can be emphasized even better for the scanning phase than just using ***bold*** or similar

Best ways (in decreasing order of effectiveness)

- ◆ Put on **a single line** (similar to a title), or
- ◆ be **bigger** than other text, or
- ◆ Be classical **hyperlinks** (or anyway underlined), or
- ◆ **At the beginning** of the row.