

Apple Water

Clean. Simple. Wet.

If you've been drinking the juice, you're ready to drink the water. Apple Water is designed especially for the Apple connoisseur: beautifully packaged, easy to drink, and perfectly overpriced. A magical blend of hydrogen and oxygen, Apple Water says everything they need to know about you.



Optional ingestion vessel.
Drink from an Apple-designed container in this unique "cup" design. Only \$29.99. [Buy Now >](#)

Built-in display.
Temperature-sensitive logo shifts from red to blue when Apple Water has reached Steve Jobs' favorite drinking temperature.



Molecular perfection.
Literally twice as many hydrogen atoms as there are oxygen atoms.



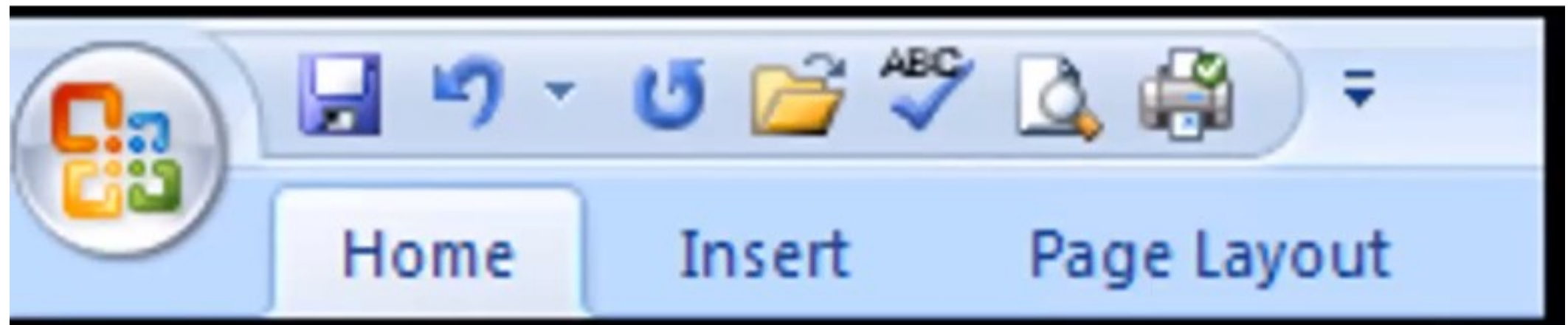
Instant waterfication.
Apple's QuarterTwist technology ensures that you never have to twist the cap more than 90 degrees.

A perfect grasp every time.
No slipping or sliding. The Apple Water enclosure is ribbed for greater satisfaction.

Tip-resistant bottle.
Apple Water's revolutionary base remains upright with up to 4.6 pounds of lateral pressure.

Example

- ◆ Top borders of windows... (see Office's redesign)

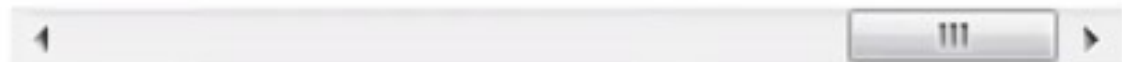


Staying on the borders.... (!)

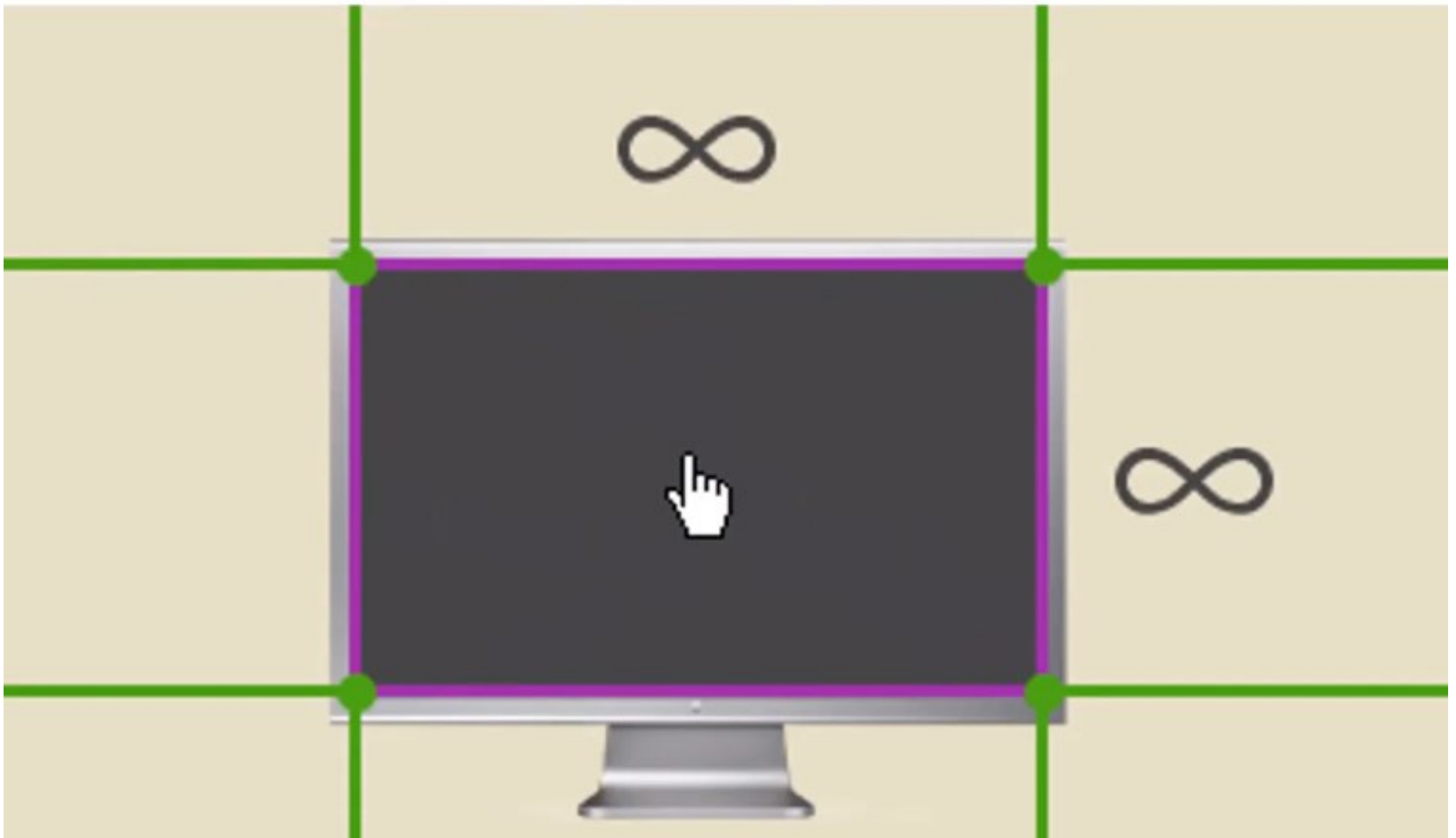
OSX Snow Leopard



Windows



The “magic spots”...!



Let's see an epic fail...



Careful that anyway...

- ◆ ... staying specific to the web, usage of windows can diminish the importance of magic spots for navigation



Other example of use of the magic zones...



Are corners all equal?



◆ **NO!!!**

◆ The human being is asymmetrical, so there are subtle differences



Corners differences

- ◆ The ranking of corners for a right-handed (from best to worst):
 - ◆ Bottom-right
 - ◆ Top-left
 - ◆ Top-right
 - ◆ Bottom-left
- ◆ Compare with today's interfaces...



Are we over with magic?

- ◆ Not quite, there is yet another magical place...

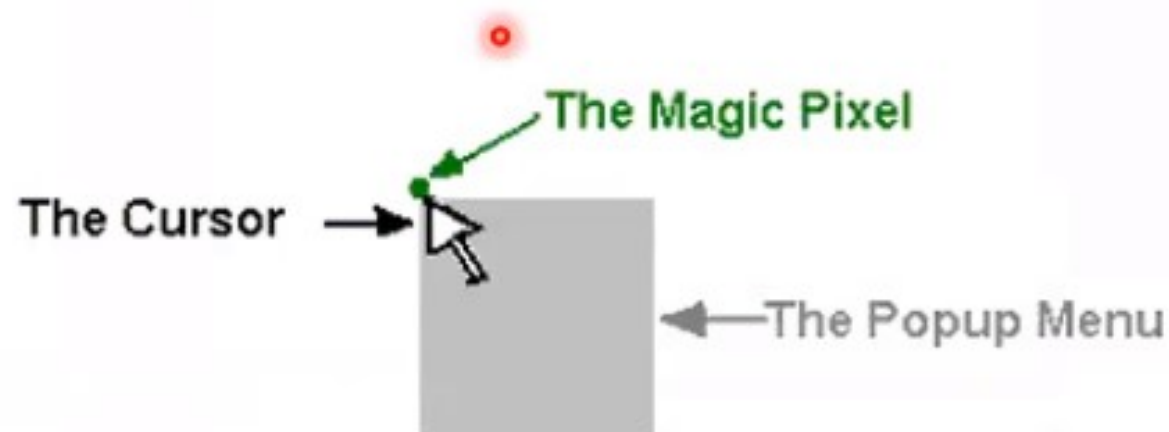


Home sweet home...!



◆ The “magic pixel” (!!!)

A 1600x1200 large screen



And even more...



Windows Vista



SECOND LIFE®

VIDEO TUTORIAL

QUICKTIP:

**Use the pie menu
quicker**

Pie Menus

- ◆ So, the **pie menus** fully derive from Fitts law!



Fan menu

- ◆ The fan menu is a hybrid between the pie menu and the magic spots
- ◆ Activated on/near the borders, or on the corners



Pie menu vs linear menu

- ◆ The linear menus work better when there are many elements, or when their descriptions require much text

.



songza

the music search engine
and internet jukebox



Songza lets you listen to any song or band. Search for it:

featured

people



Song and Swagger by Zane

Last weeks American Idol Rat Pack theme was a reminder of the staying power of the great American songbook. The Idol finalists took on a songbook that is rich in heritage and difficult to pull off. Here's a crew of

non-Idols that got it right the first time around and continue to carry the crooner torch for the great American songbook.



Listen to this Playlist Now

Listen to more playlists on our blog

playlist:

Want to save your playlist?
Sign Up for Songza today!

advertisement:

Beautiful Russian Ladies.

Meet 1000s of friendly Russian ladies

• Exchange emails • Live video streaming chat



Natalsha



Oksana



Luba

Dream Marriage
Turning Dreams Into Reality

Free Trial >>

did you know?

You can use spacebar to pause/play the current song, or that you can use the left/right arrow key to move between songs!

featured playlists:

60s/70s

Best of 2008

Classical

Indie

One-Hit Wonders

Pitchfork100

Bessie Smith - I Ain't Got Nobody

Ma Rainey - Ma Rainey's Black Bottom

Charley - Charley's Blues

Sort House - Sort House Blues

Lonzo - Lonzo's Blues

Robert Johnson - Robert Johnson's Blues

Bukka White - Panama Limited

Mississippi - Mississippi Blues

BARBECUE BOB 'BARBECUE BLUES

Mississippi Sheiks - Sitting on Top of the World

Memphis Jug Band - Stealin' Stealin'

Bo Weavil Jackson - Devil and My Brown Blues



"Radial Menu"

- ◆ The parents of the pie menus, same concept but they require neither a special key nor a mouse...

Sacrifice

TM

- Single Player
Play Sacrifice single player
- Multiplayer
- Load Game
- Options
- Quit



The evolution of search...

- ◆ Let's focus on a topic that we hinted at previously, and that touches various fields: **advertisement**

A crucial topic because...

- ◆ ... It is part of the ***classic business model*** of web/internet applications
- ◆ → Offer a free service, reach a good number of users, make money with advertisement

For the moment...

- ◆ We focus on advertisement within the site
- ◆ Later we will also talk of the dual aspect: how to externally publicize our site/product/brand

Fundamental fact

- ◆ Users hate advertisement!
- ◆ How much?
- ◆ For instance, how much do they click on ads?
- ◆ Roughly **0.4% (!)**

How can we improve that?

- ◆ Good *positioning*
 - ◆ And *more attractive* ads
-

Good positioning

- ◆ What are the best places?
- ◆ 1) The left column
- ◆ 2) The top of the page
- ◆ 3) The right column



The worst place...?

- ◆ The bottom of the page (almost by an order of magnitude...!)




And then?

- ◆ We can go beyond by looking at how a page is made
- ◆ For instance, advertisement put ***nearby interesting content*** is seen more

Barnholt, CEO of Agilent Technologies Inc, that his company had a less-
J'll get little argument. After spinning off from Hewlett-Packard Co. in
bubble was stretching thin, Barnholt has seen the \$6 billion Silicon
ow. In 2002, sales were down 28%, the stock was off 35%, and
loss.

the board to decide
early, with a 10% cut
5,000, and no bonus
or the second
options weren't much
options that he
seen underwater
they were granted.
pect anything
doesn't perform, I
wards."

rk a shift in the way
re meted out at the
e America. Pay for
double digits for the
02, the result of a
itted much of their



Hey genius,
answer this

Q. What is the Average IQ?

☐ 80 ☐ 100 ☐ 130

Free IQ Test!

Moreover....

- ◆ ***Size*** influences visibility (but remember what said time ago... not so much!)

Now back to the second point

- ◆ Better advertisement!
- ◆ → ads that are *beautiful* and *attractive*
- ◆ Remember: the user perspective is the only one that matters
- ◆ So, what do users like and dislike?

Ranking: The Top Ten...

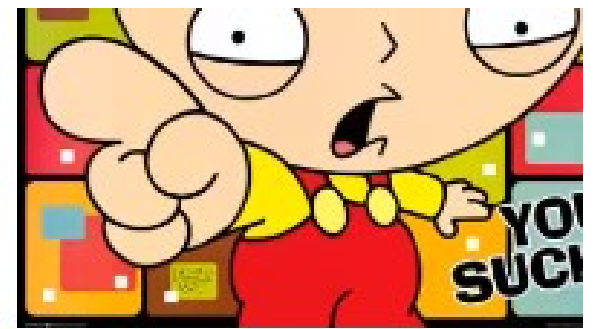


The top ten of disgraces...



- ◆ 10) Automatically plays (79%)
- ◆ 10) Moves within a box (79%)
- ◆ 9) Blinks (87%)
- ◆ 8) Occupies most of the page (90%)
- ◆ 7) Moves along the screen (92%)
- ◆ 6) Doesn't say what it is about (92%)

...



- ◆ 5) Covers something you were trying to read (93%)
- ◆ 4) Doesn't have a clear way to be taken away (93%)
- ◆ 3) Try to make you click over (94%)
- ◆ 2) Loads slowly (94%)
- ◆ 1) Pop-up... (95%!)

Mmmmh...

- ◆ So maybe we should use other kinds of «special effects»...

Pick A Pocket Book Story



www.pickapocketbook.com

IT STARTS HERE.



MOLSON
CANADIAN





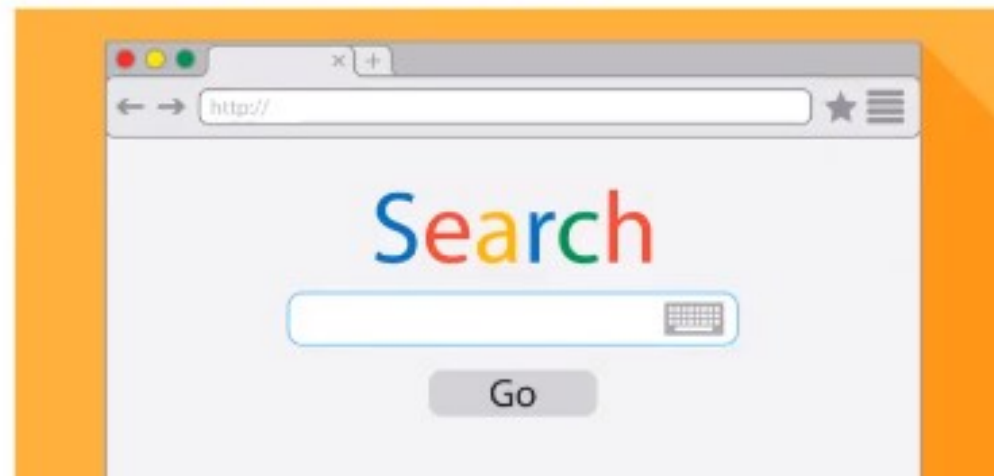
“The” search...



- ◆ There are various ways to offer a search functionalities, but users prefer one, the most important

Search!

- ◆ Users want a search functionality that is like the search engines one, that is to say:
- ◆ A **textual box** where to write what they want
- ◆ And a **search button**

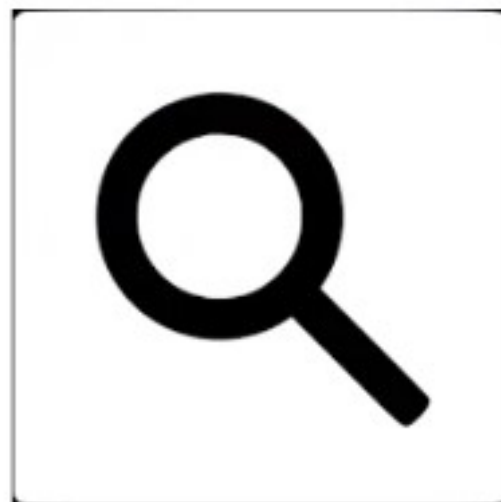


Beware

- ◆ Also to the label of the button: for what saide above, in parallel with search engines, people expect a button with the label «Search»
- ◆ (localize in your language: just copy from your local search engine)

Alternative

- ◆ Derived from the other user habit:
search on ***mobile*** devices
- ◆ → use the search icon, alone or (safer)
combined with «search»





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of WILLIAMSBURGH

February 9, 2006 11:03 PM EST

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▶▶▶ **BEST VIEWED AT 800 x 600 PIXELS RESOLUTION.**



On October 3, 2008, FDIC deposit insurance temporarily increased from \$100,000 to \$250,000 per depositor through December 31, 2009.

**FDIC
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The Dime Savings Bank of Williamsburgh has chosen not to participate in the FDIC's Transaction Account Guarantee Program. Customers of the Dime with noninterest-bearing accounts will continue to be insured through December 31, 2009 for up to \$250,000 under the FDIC's general deposit rules.

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- ▶ BEACH VACATION
- ▶ WARDROBE TO GO
- ▶ MIX-AND-MATCH
- ▶ PROM TIME
- ▶ MUST-HAVES UNDER \$25

◀◀ Choose a category at left.

beach vacation

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\$80

Athena Collection Watercolor Pareo
\$62



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