Let's talk of a Web Site...

◆ Parallelism: a «home».. (home page)
◆ But even better: a shop

The Homepage

◆ It's the heart of the site (our «window»)!

◆ What do people expect from a homepage?

◆ Many things, but the most important belong to the abstract level of *information*

What information?

- Look behind to look forward:
- The problem of information synthesis has not invented with Web pages...
- ... it's a problem common in ***information communication***

Journalism!

The five W (actually, six)

◆ From WWW to WWWWWW…!
◆ **W**HERE
◆ **W**HO
◆ **W**HY
◆ **W**HAT
◆ **W**HEN

The information components of a home page

- **WHERE?**
  Where did I (user) arrive?

- **WHO?**
  Who is behind the website?

- **WHY?**
  What are the benefits? Why should I stay?

- **WHAT?**
  What choices do I have?

- **WHEN?**
  What are the last news?

- **HOW?**
  How do I arrive to where I want?

So, small problem...

◆ Time!
◆ Users have ***expectations*** and have ***limited time***

So, let's start...

◆A user arrives to our home page

◆How long does s/he want to stay?

Answer...

◆ On average...

◆ **31 seconds** (!!!!)

So...

◈ ... we have on average 31 seconds of time to convince the user to stay in our site, and show him the information components

Implications...

◆ Let's see some simple implications that we can draw

◆ For instance, how much text can we put in our home page?

→ How much can we read??

◆ A good cultured adult can read, on average, from 200 to 300 words per minute

◆ Which go down to 180 in case of computer screen reading

So...

◆ Having 31 seconds at our disposal, if we put more than **93 words** we have already finished our time!!!

93 words??

◆ Actually, they should be quite *less*, because the user doesn't spend all of the time just to read, but there is also time lost to analyze the visual layout, images, links and more...

I will be back...

- Actually, user behaviour is dynamic and follows a temporal line

- We want not only he *coming* to our site, we want him to *come back*!!!

- So, what about the returning user? Same expectations (31 seconds)??

The advantages of returning...

◈ He knows you already, so the limited time for the home page will not be used for the axes WHERE, WHO and WHY

◈ → time will be spent only on the remaining axes, WHAT, WHEN and HOW

The disadvantages of returning...

◆ He is more demanding, and has less time to spend for us

◆ How much less? Let's see more precisely.

Time on homepage

◆ First visit   : 31 seconds

◆ Second visit   : 25 seconds

◆ Third visit   : 22 seconds

◆ Fourth visit   : 19 seconds

◆ Interesting note: from the 4° visit onwards the times get more or less stable...

So...

◆ If we want to make our returning users happy, we have a little treasure of **19 seconds** for our home page, to split among the WHAT, WHEN and HOW parts

◆ For instance, only converting those into raw text, that is a maximum extreme of 57 words for all these components (!!)

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THE MORNING LINE INDUSTRY NEWS

USPS Headed for $1.8 Billion Loss

The U.S. Postal Service expects to lose $1.8 billion by the end of its fourth quarter, in part because of surprisingly weak Standard mail volume, Richard Strasser, USPS Chief Financial Officer & Executive Vice President, said at the quarterly Mailers' Technical Advisory Committee (MTAC) meeting held Wednesday. Read more from *DM News*

Reform May Be Decided by Summer

At the same MTAC meeting, Tom Day, USPS Senior Vice President for Government Relations, said the fate of postal reform will most likely be settled by summer. Read more from *DM News*

Newsstand Sales: A Few Winners, Many Losers in Second Half

Estimated newsstand sales of audited publications took a slight nose dive in the second half of 2005 with unit sales down 0.9 percent to $479 million and retail revenue down 0.7 percent to $1.64 billion. Read more from *Circulation Management*

All Weyerhaeuser Mills Certified

Weyerhaeuser on Wednesday announced that all of its 68 paper and wood products mills in the United States meet the provisions set by the Sustainable Forestry Initiative (SFI) standard, an independent board that promotes responsible forest management practices. Read more from *PaperAge*

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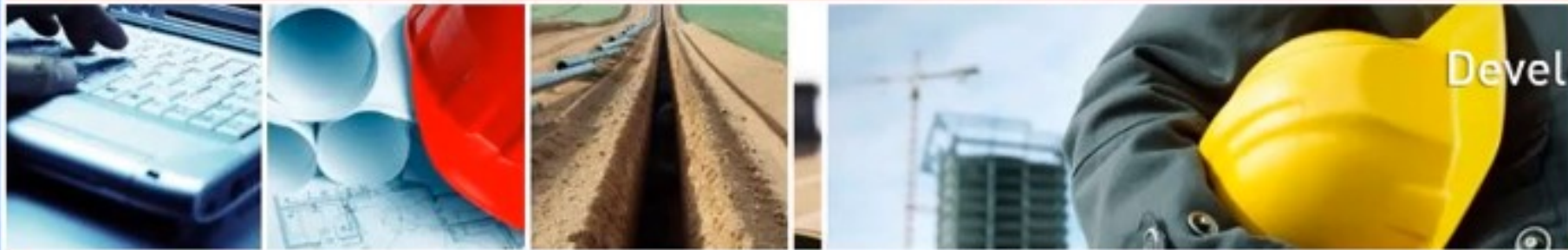
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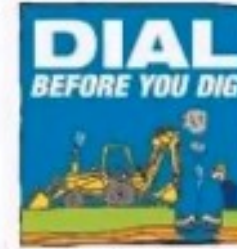
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And after the home page?

- The homepage is the heart of our website, but then there is all the rest!!
- Same thing, or something different?
- Well, that's easier: users know where they are already, so no need anymore for all the WHERE WHO WHY WHAT WHEN HOW axes (!) ☺

Time on internal pages

◈ From the **31 seconds** of the homepage, we pass to…

◈ … **53 seconds**! ☺ ☺

◈ This additional time allows us to add information, so having pages that are more specific than the home page

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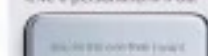Call 1-800-MY-APPLE.

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So...

◆ ... we have to be careful to, when needed, split information of our site into «modules» that are easily digestible by users

Let's go back to the internal pages

- We saw we have more time at our disposal, about 53 seconds
- Are we over with times?

Global Time

◆ The Global Time is the time it takes the user to be satisfied: he found what he wanted on our site (global goal)

The first time...

◆ The first time («preliminary») is the time by which the user has got an idea on us, and decides whether to stay with us (to the final goal) or to go

The choice time...

◆ Is **1 minute and 49 seconds**

◆ So we do have more time for the internal pages, but if eventially the user doesn't find what he needs, or he is not satisfied, he gets angry and may leave

Breaking up...

◆ If a user leaves our site for the reason above, what happens? Lost forever?

◆ Answer: we lose him with probability **88%**