

The 3D interface...

- ◆ ... is a big temptation: what best way to surprise and impress users?

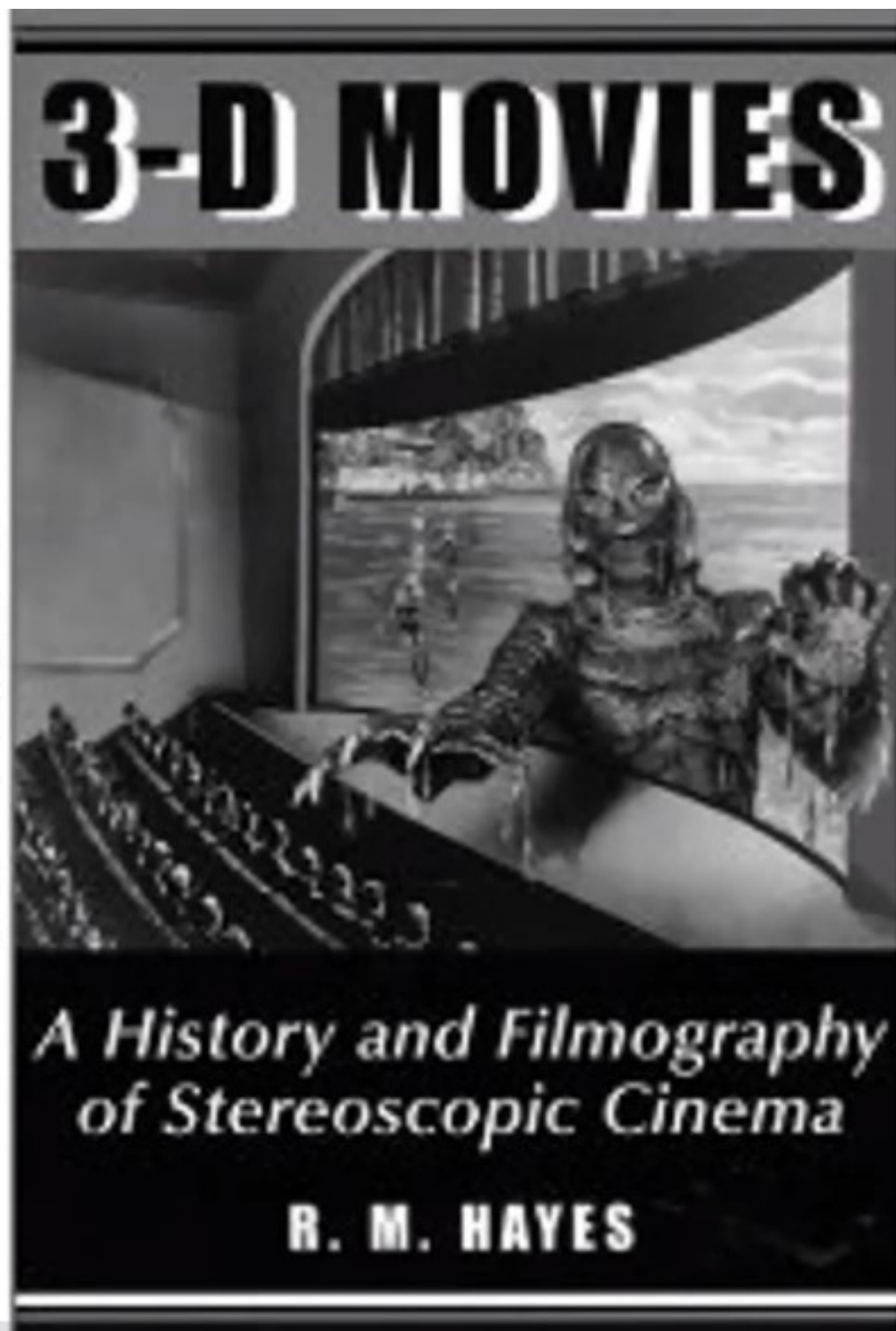


Let's go a bit backwards...

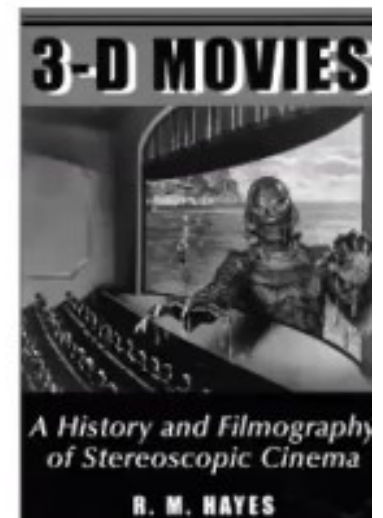


Subsequently

◆ 50's onwards



Third millennium (now..)



So on the web...?

- ◆ For the same reasons than in the other media: no success, at least for now, due to the ***computational costs*** that are too high (both in *perception* and in *usability*)

Another jump backward...

- ◆ ... but not so long ago
- ◆ **1980**: Aspen Movie Map (MIT Labs)
(remember, the WWW is from 1989...)
(*aspen)




Click on the image above and drag your cursor to view the interior. Press the **Shift key**, or + directly under the image, **to zoom in**. Press the **Ctrl key**, or - directly under the image, **to zoom out**.

2006 Acura RL

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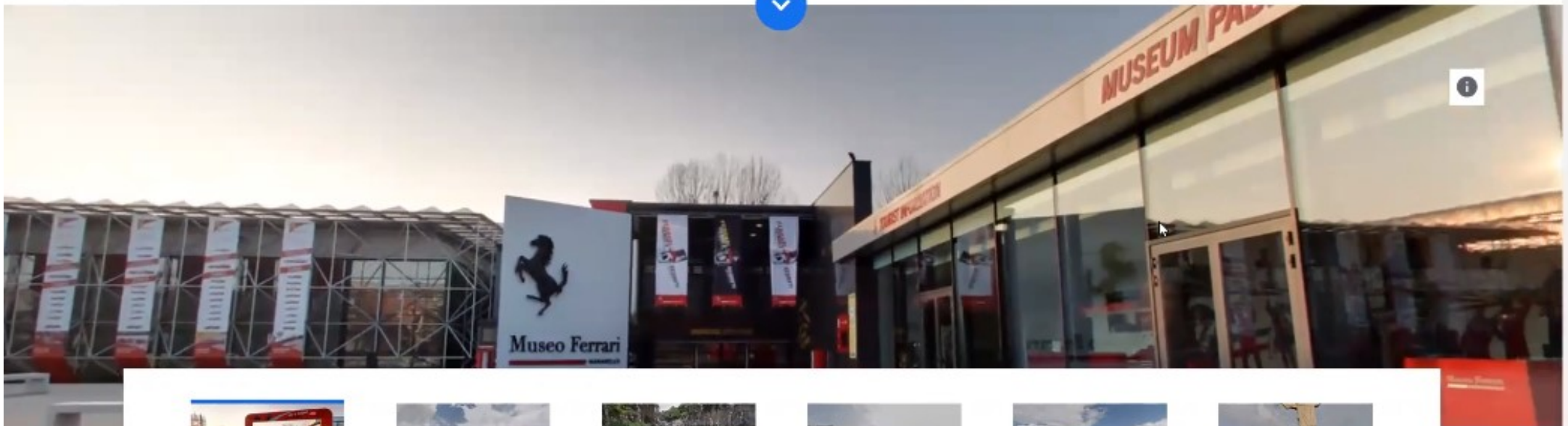
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Google Maps

Street View

Home Esplora Attività Strumenti per foto sferiche Storie Case study Norme



I Musei Ferrari in Italia



Asian Games 2018



Sulle tracce degli
Etruschi



Argentina National
Parks



Brecon Beacons
National Park



Rio de Janeiro
Highlights

To give you an idea...

- ◆ ... of the difficulties, but also of the progress of 3D, let's jump outside of the web, in 2.75D (*bt)



Example in the Web (opposite)

J. CREW

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Moral

- ◆ Instead of **3D views**, that are a big usability problem, it's massively better to offer **2D snapshots** of 3D objects
- ◆ These snapshots have low complexity, and allow the user to explore the 3D aspects of an object with relatively small effort

Other multimedia

- ◆ Another way to impress users with special effects is using **plug-in's**
- ◆ But plug-in's suffer from a fundamental problem: they are «plug-in» (...!) and as such non-standard

Users and plug-in's

- ◆ Users don't like to install plug-in's for a couple of reasons
- ◆ First, the ***trust factor***. they don't really know what's going on so their trust level is very low → better to do nothing and avoid problems



For this reason (trust factor)...

- ◆ ... new plug-in's are even worst, and suffer a penalty. They start to gather some trust only after **one year** from their distribution



Second reason

- ◆ User timers! Users don't want to lose time
- ◆ Moral: on average, every request of plug-in install makes for a loss of...
- ◆ **90%** of the users (!!)



Problem instance

- ◆ A big instance of the plug-in world:
- ◆ Flash!



The problems with Flash

- ◆ Summarizing, Flash has «internal» and «external» problems
- ◆ Internal: inside Flash, difficult to solve
- ◆ External: depend on the content creator



Internal problems

- ◆ Flash is always a plug-in, and so suffers from the problems typical of that category (although with less user loss, due to the wide trust factor)
- ◆ There are also time problems, due to potential high load time
- ◆ And other problems we'll hint at later



External problems

- ◆ Flash gives many powerful tools and creative freedom, but just for this the risk for the user is to get ***bloated design*** and so a ***higher computational cost***



31 December 2020

- ◆ Adobe ends Flash support, and all Flash content stops to work (!)
- ◆ Why?



Hypothesis...

- ◆ The usability problems seen above
 - user problems
 - less Flash
 - no Flash?
- ◆ Only partly true, up to the part of "less Flash"

Example of «good» Flash...

TIFFANY & CO.

DIAMONDS

JEWELRY

WATCHES

TABLE

GIFTS & ACCESSORIES

| Search

Shopping Bag



Bracelets

Fine Tiffany craftsmanship honoring the Tiffany tradition of clean American design.

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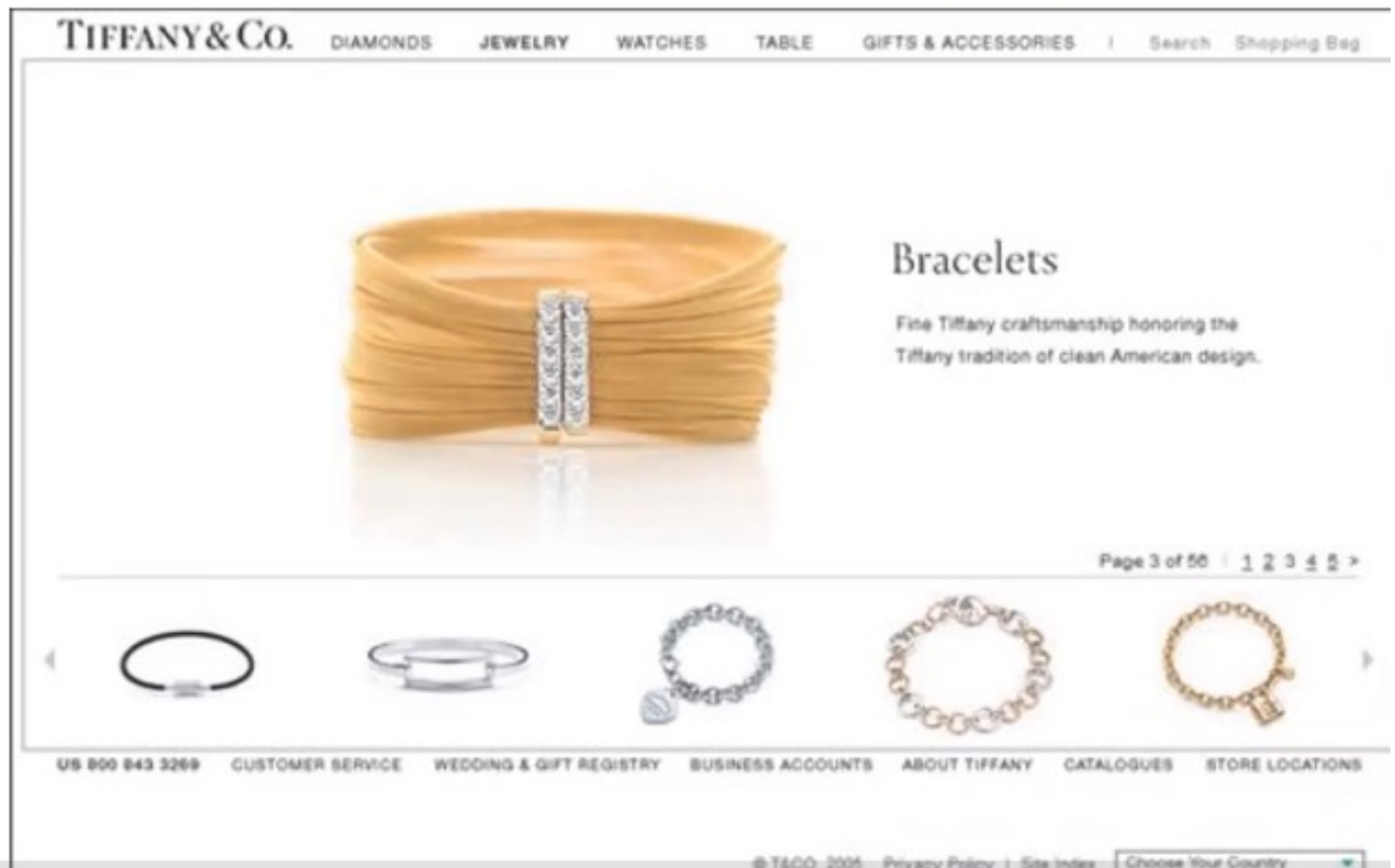
ABOUT TIFFANY

CATALOGUES

STORE LOCATIONS

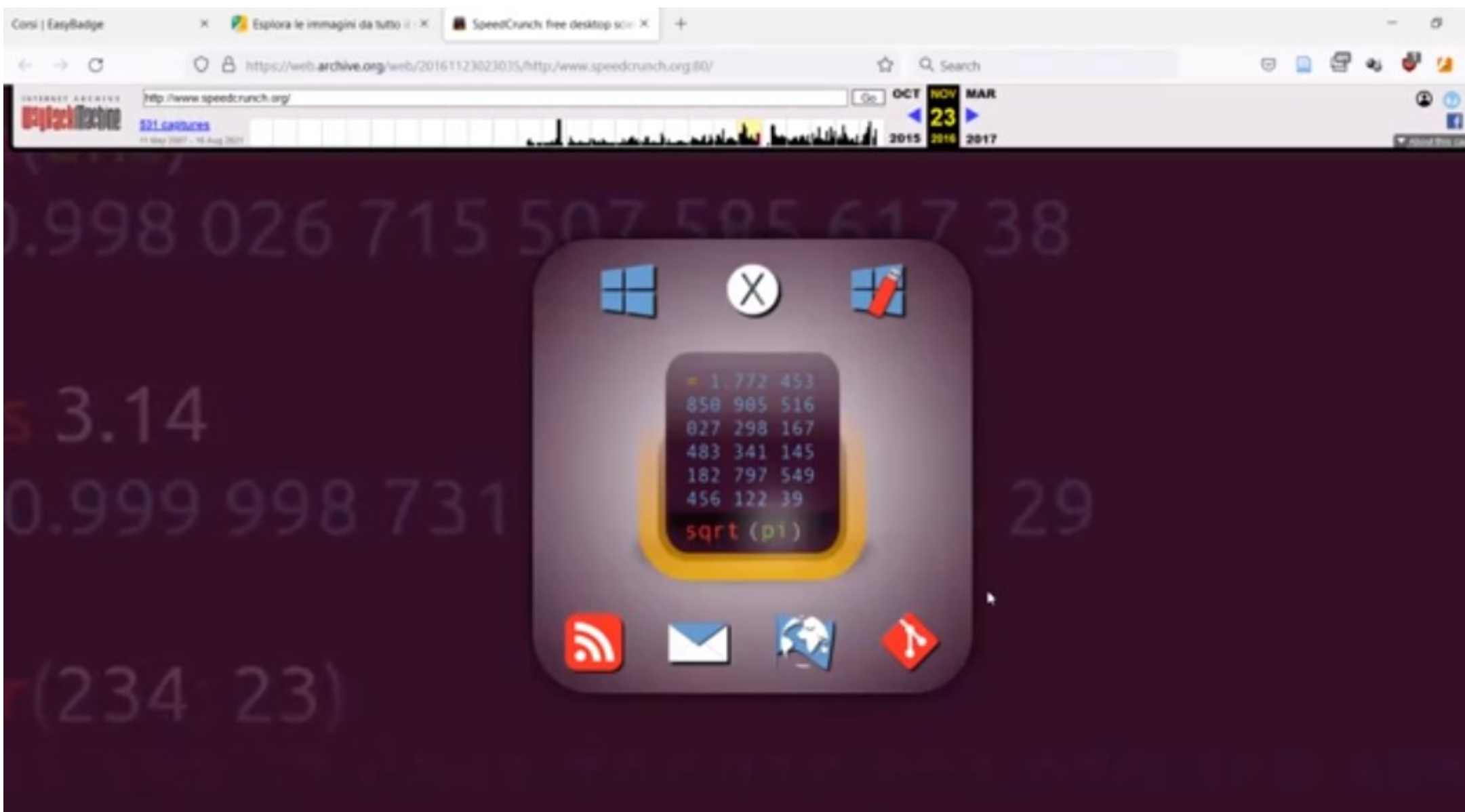
But...

◆ ... look: it seems a normal web page (!)



The real reason...?

- ◆ Standardized alternatives (like HTML5, Javascript libraries etc) that being ***non-proprietary*** have seen a huge boost in functionalities (remember Gopher vs WWW !)



Other multimedia?

- ◆ 3D interfaces, as seen before, are problematic
- ◆ So, do we have a multimedia that has low computational cost?

VIDEO!

- ◆ Think of the success of tv and web streaming: this happens precisely because video has (for us) low computational cost!



Still...

- ◆ Video is quite attracting (low cost, and other factors as we will see), but it also has some problems that is helpful to know



The first problem...

- ◆ ... is the bandwidth needed to handle it
- ◆ → a big error is to handle video on our own, without resorting on other sites like Youtube etc



The second problem...

- ◆ Even worst: videos typically can exceed user timers!





Video and Web

- ◆ What is the preferred average time?
- ◆ ***1 minute !***
- ◆ And the maximum suggested time?
- ◆ ***2 minutes !!***
- ◆ These times contribute to the timers, so videos should be inserted taking a lot of care to users and their navigation goals

Exceptions

- ◆ When videos are part of the user goal!



VICTORIA'S SECRET
FASHION
SHOW

VIDEO: 10 YEARS OF SEXY

BEHIND THE SCENES

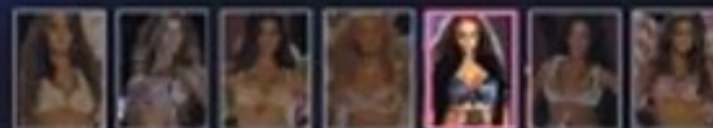
MODEL LINE-UP

SHOP THE RUNWAY

SUPERMODEL BEAUTY

DEC. 6TH
TUESDAY, 10/9C
CBS

MODEL LINE-UP



Tyra Banks

photos - 1 2 3

Tyra is the recipient of the prestigious Michael Award for "Supermodel of the Year," and was named "Woman of the Year, 2000" by Sports Illustrated. In addition to her modeling career, Tyra is well-known on screen. Tyra secured a deal to appear regularly on "The Oprah Winfrey Show," and co-starred on the hit, "The Fresh Prince of Bel-Air." Tyra also starred in several feature film hits including, John Singleton's "Higher Learning" and Jerry Bruckheimer's "Coyote Ugly." Tyra's performances have garnered acclaim from critics and audiences alike.

Banks' success has given her the platform to guide and inspire today's youth. In 1992, she established "The Tyra Banks Scholarship," a fund that grants African-American girls the opportunity to attend her high school alma mater. After writing and publishing "Tyra's Beauty Inside & Out," with Harper Collins, Banks expanded her outreach with her self-funded charitable foundation, TZONE, an annual summer camp experience for teenage girls designed to enhance independence and self-esteem.

WireIMAGE