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?

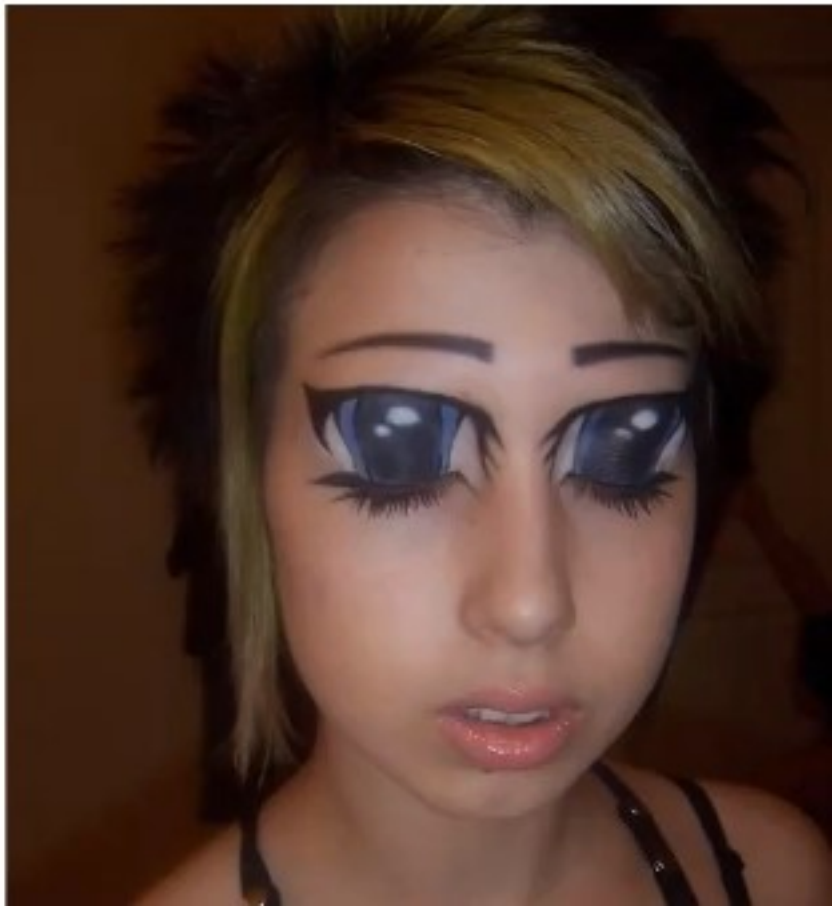
- Incomplete descriptions bring users to go to other competitor sites…

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...

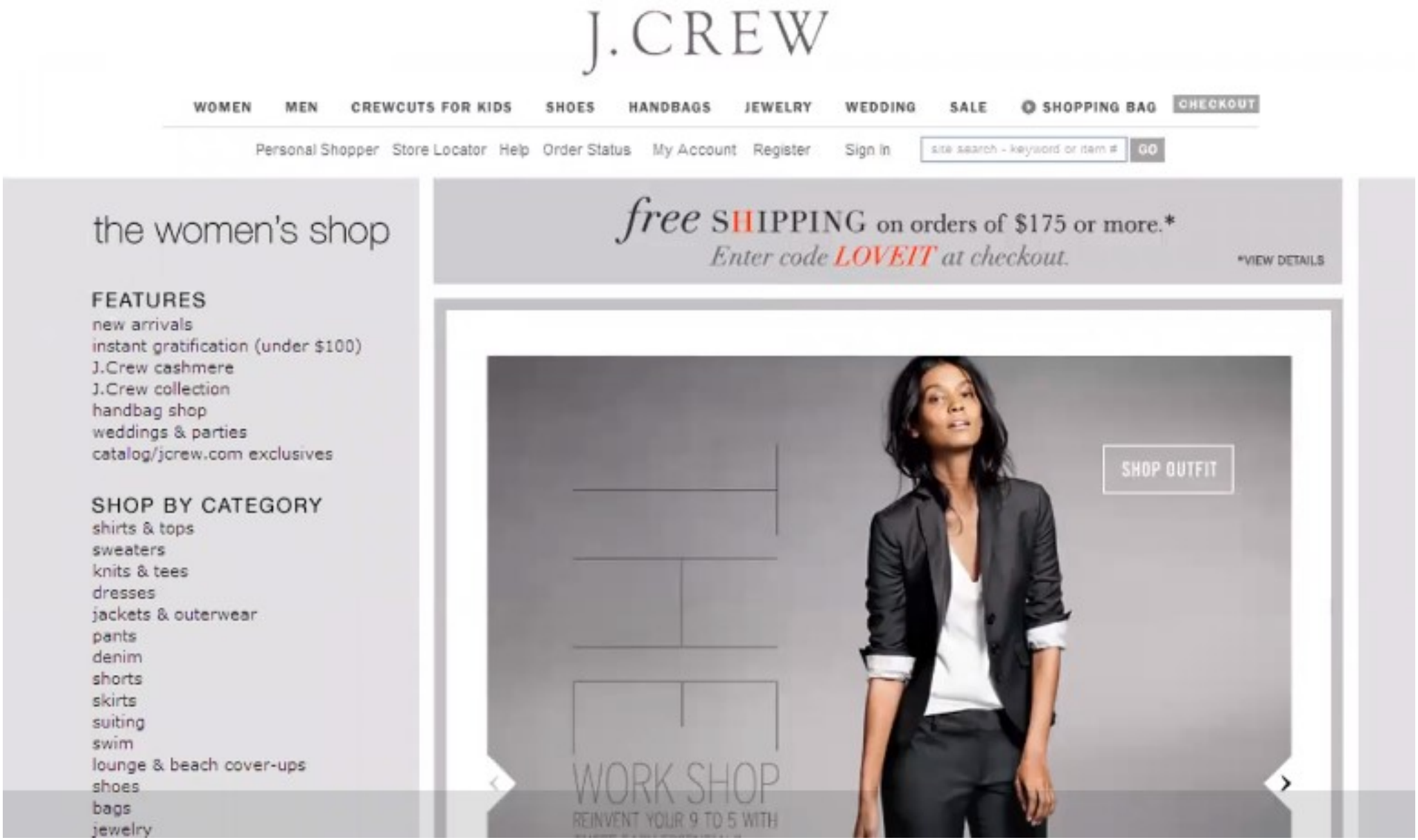
ExDrive SATA35 - External hard drive kit for 3.5" SATA or SATA II hard drive
ExDrive SATA35 is the simplest and most affordable external hard drive kit for SATA or SATA II hard drive. Comes bundled with a unique AC/DC power adapter and a 3-foot heavily shield external Serial ATA data cable the Addonics 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?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MEN
CREWCUTS FOR KIDS
SHOES
HANDBAGS
JEWELRY
WEDDING
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CHECKOUT
Personal Shopper
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Help
Order Status
My Account
Register
Sign In
site search - keyword or item #
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WORK SHOP
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Overstock

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

List Price: $80.00

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You Save: $45.01 (56%)

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1

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Pioneer XMp3

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12 people say: ★★★★★

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Savings	**-$30.00**
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XMP3 car kit	FREE
Micro SD card	FREE
Installation guide(s)	FREE
Shipping	FREE
Your Price	**$169.99**

Add To Cart

Save to wishlist

Free Shipping on this product

Overview | Hands-on Research | Accessories | Reviews

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 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!***

Other attraction source: color

- 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

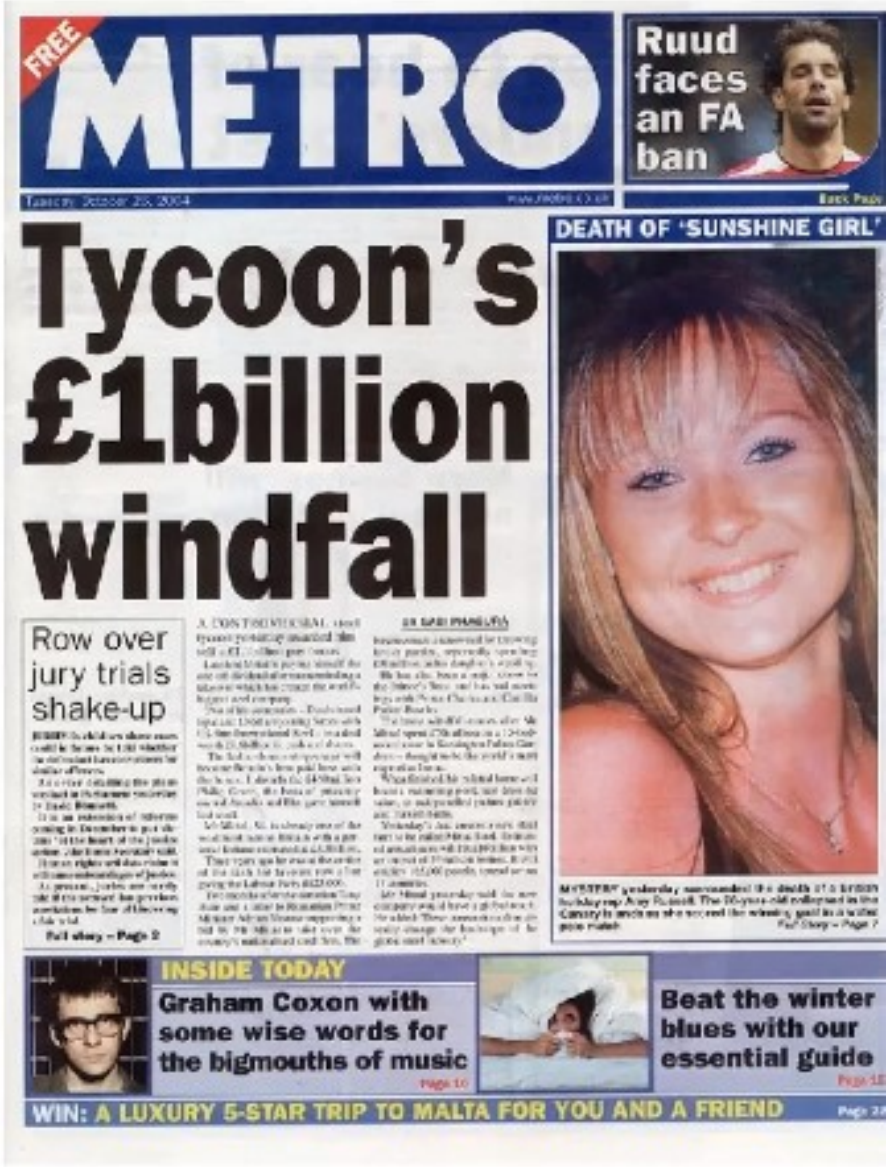
- Pieces of text that are together with an image are seen much more than without a companion image

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!



Last, the page division…

- Two open pages are perceived like one big page

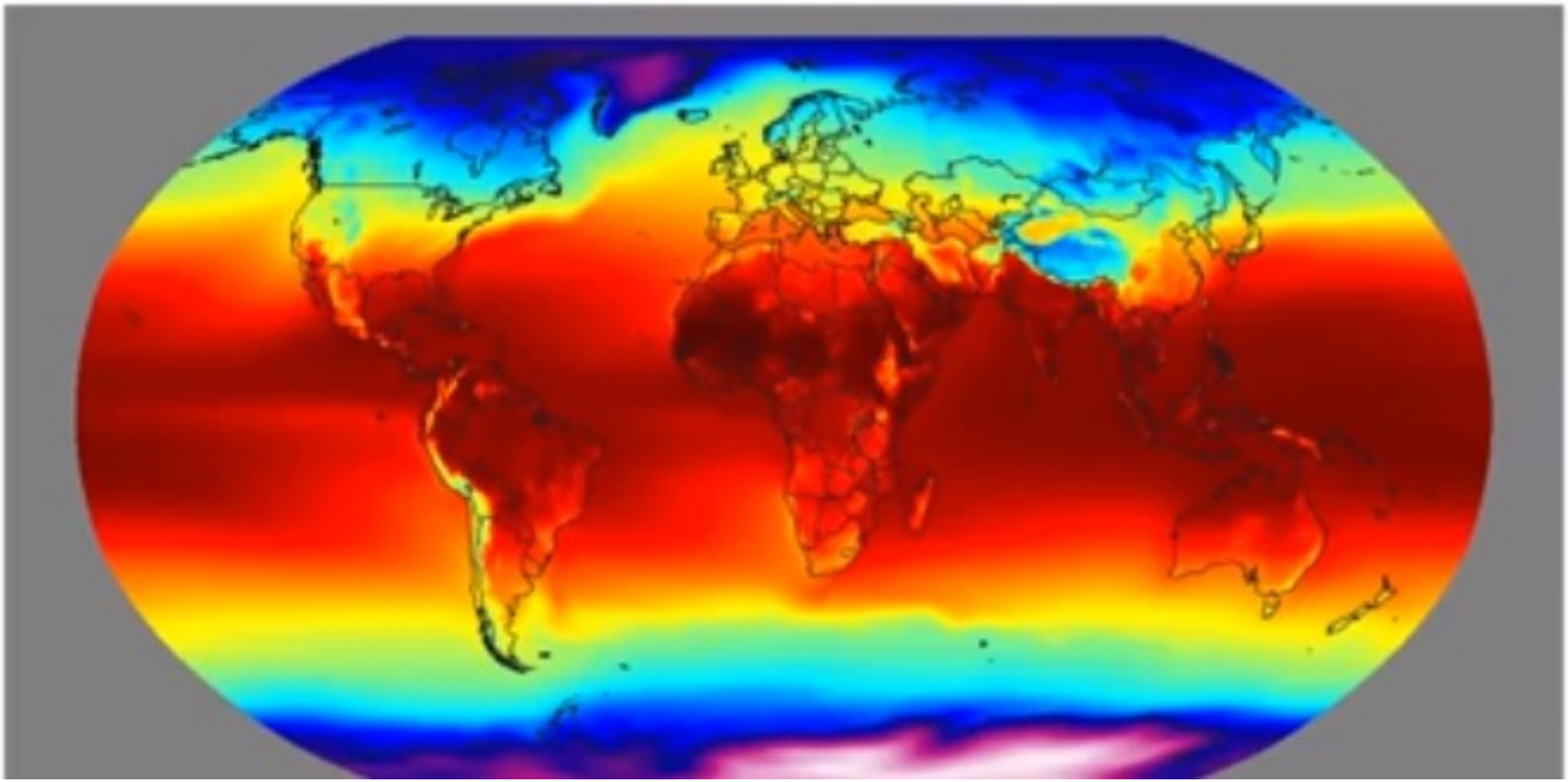
And the Web?

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

Into the abyss of Baghdad

A DEADLY BAGHDAD BLAST

RISE IN BRIBERY TESTS INTEGRITY OF U.S. BORDER

The battlefield widens for House GOP seats

LAPD's flextime dilemma

FREE METRO

Ruud faces an FA ban

Tycoon's £1billion windfall

DEATH OF 'SUNSHINE GIRL'

Row over jury trials shake-up

INSIDE TODAY

Graham Coxon with some wise words for the bigmouths of music

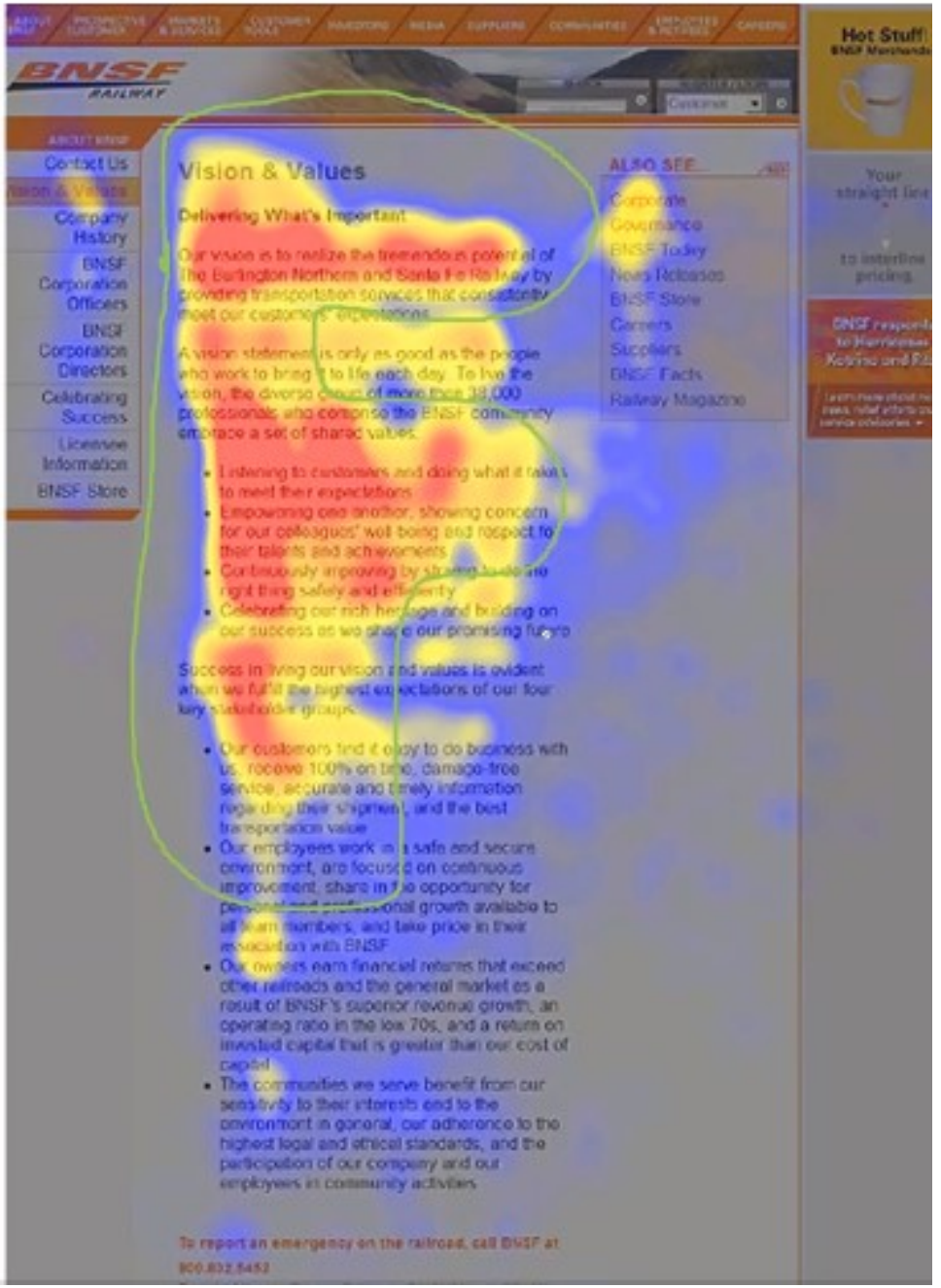
Beat the winter blues with our essential guide

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**

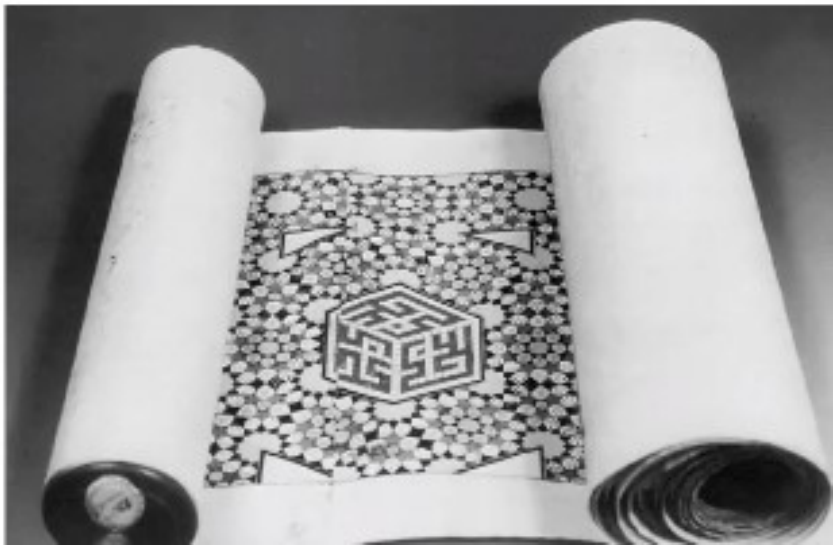


Implications…

- 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?



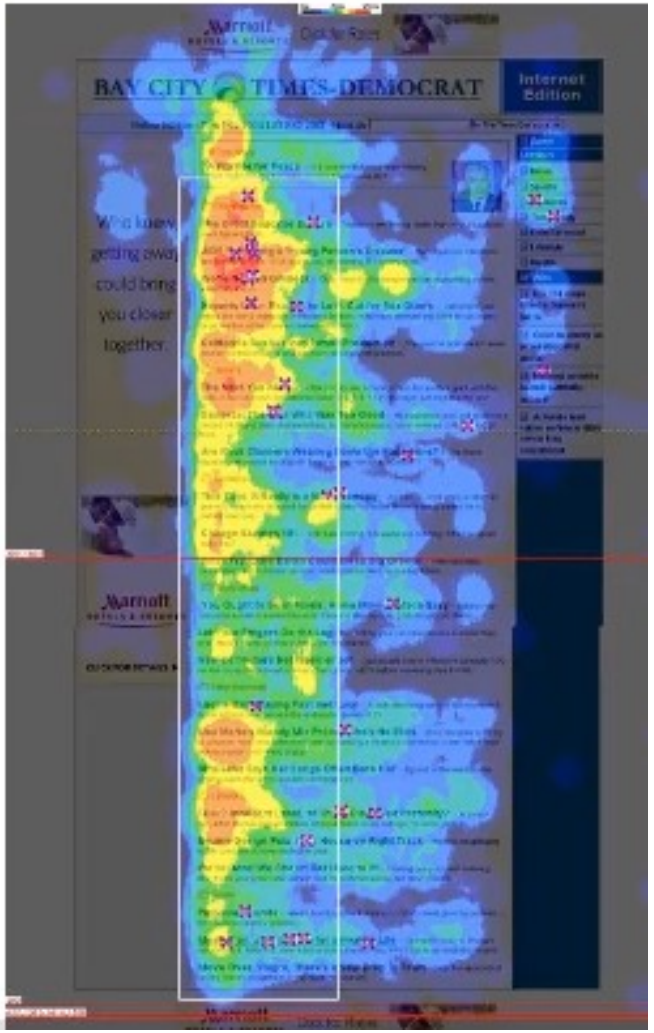
Answer

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

Who knew
getting away
could bring
you closer
together.
Marriott
HOTELS & RESORTS
CLICK FOR DETAILS
News
Sports
Entertainment
Lifestyle
Health
College Savings 101
You Ought to Be in Pixels: Home Movies Made Easy
Let Your Fingers Do the Log-in
New Computers Not Worm-proof

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 corber, 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.

Ghandi 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.