

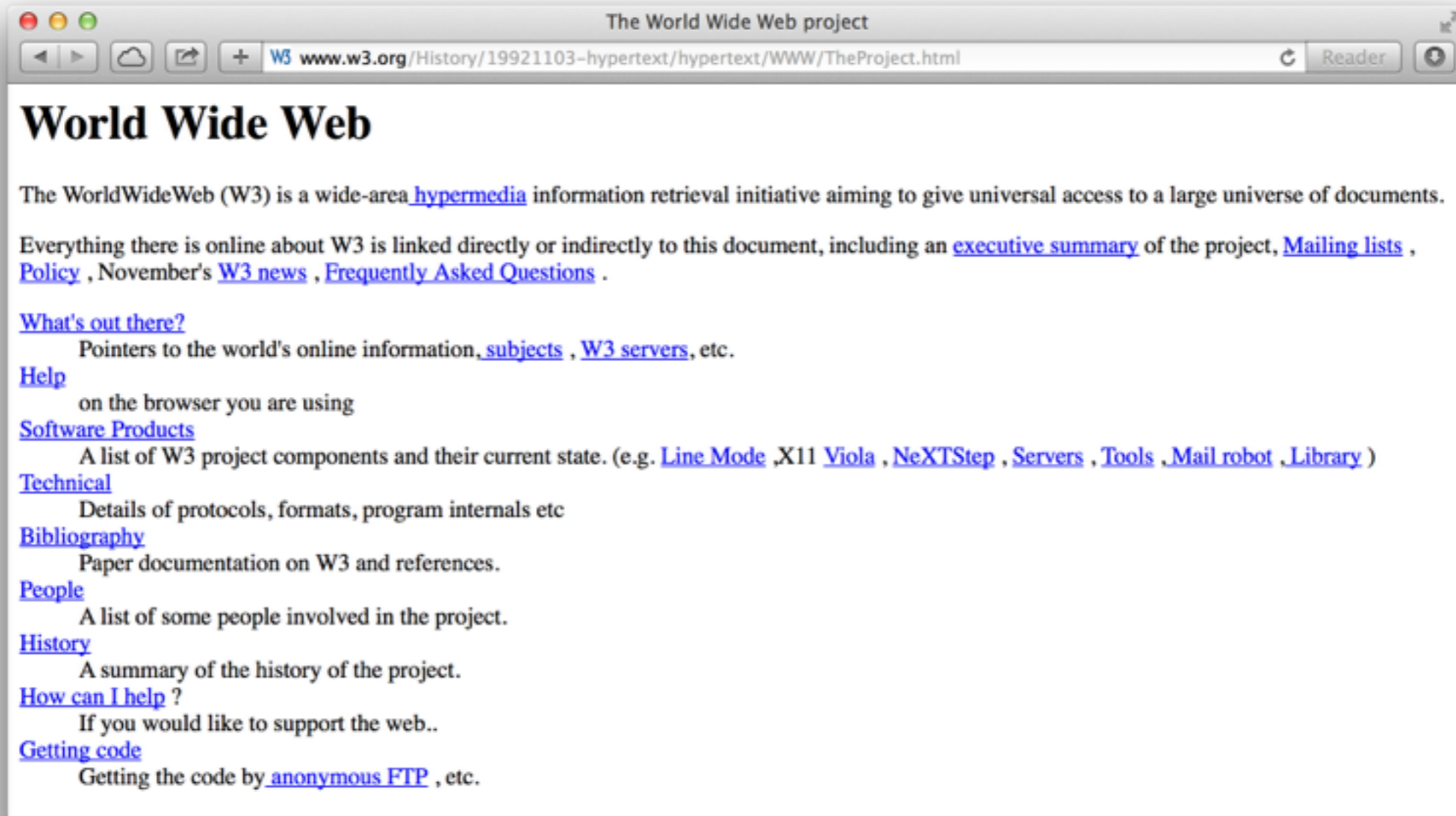
Human-Computer Interaction



Chapter 16 - Web UI

- Some technological Basics of the Web
- Layout: fluid, static, adaptive, responsive
- Content: static or dynamic
- Usage: Web x.0 (x = 1,2,3,...)
- How we read web pages
- Orientation and Navigation
- The social rules: Netiquette on the Web

The first web page



The inventor of the WWW



Robert Caillau (left) and Tim Berners-Lee (right) Source: http://en.wikipedia.org/wiki/World_Wide_Web

The first Web Browsers



Mosaic 1993



Netscape 1994

Quelle:Wikipedia

http://en.wikipedia.org/wiki/Netscape_Navigator#mediaviewer/File:Netscape9.png

[http://en.wikipedia.org/wiki/Mosaic_\(web_browser\)#mediaviewer/File:NCSAMosaic1.0Mac.png](http://en.wikipedia.org/wiki/Mosaic_(web_browser)#mediaviewer/File:NCSAMosaic1.0Mac.png)

The Uniform Resource Locator

`http://www.mmibuch.de/a/17.2/index.html#additional`

protocol

server name

directory

file name

anchor

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Static Layout



optimum window width



window too wide



window too narrow

Responsive Layout



Platform: PC



Platform: mobile device

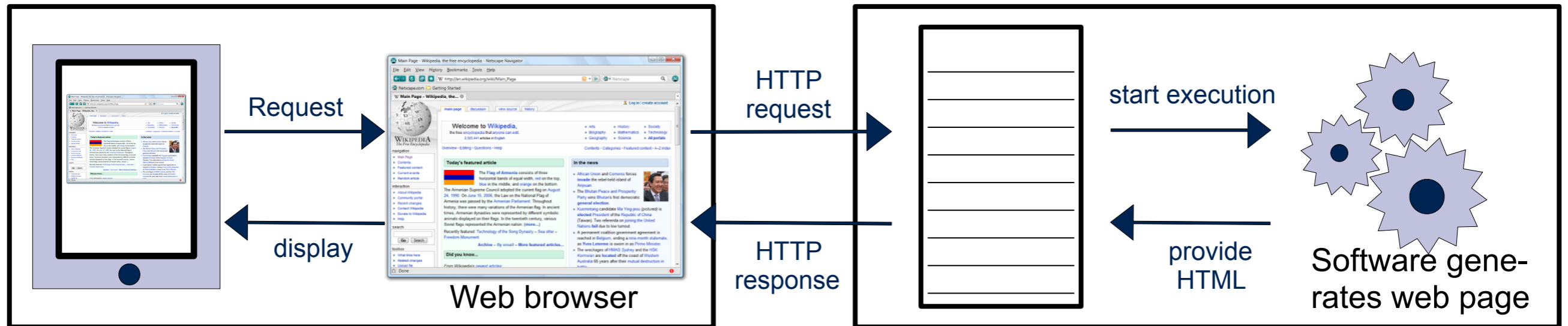
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Dynamic web pages (server side)

User

Web server



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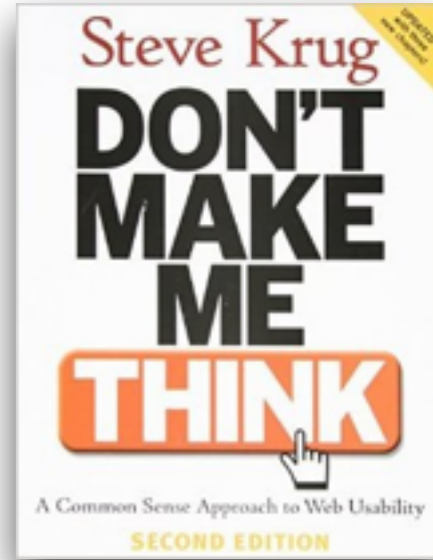
Die Entwicklung des WWW

- Web 1.0 = static WWW
 - Web 2.0 = dynamic WWW
 - Web 3.0 = semantic WWW or semantic Web
-
- Web 3.0 uses Formalisms
 - Resource Description Framework (RDF)
 - Web Ontology Language (OWL)
 - SPARQL Protocol and RDF Query Language (SPARQL)

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How people read web pages



Source: Steve Krug, Don't make me think

WHAT WE DESIGN FOR... THE REALITY...

Read

Read

Read

Read

[Pause for reflection]

Finally, click on a carefully chosen link

Look around feverishly for anything that

a) is interesting, or vaguely resembles what you're looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again.

- Reading situation:
 - only a few seconds available
 - long texts are only scanned
 - navigation is very structured

- Design consequences:
 - content must be short and clear
 - Readable text (size and contrast)
 - avoid scrolling
 - allow good navigation

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Navigation elements of a web page

URL of this page

breadcrumb trail

main navigation

subcategory

current page

Publikationen – Medieninformatik

www.medien.ifi.lmu.de/forschung/publikationen/

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2014

Sven Gehring, [Alexander Wiethoff](#)
[Interaction with Media Facades](#)
To Appear in Informatik Spektrum Special Issue "Interaction Beyond the Desktop" Springer, London.

Nigel Davies, Sarah Clinch, [Florian Alt](#)
[Pervasive Displays - Understanding the Future of Digital Signage](#)
To appear in Synthesis Lectures, Morgan and Claypool Publishers, 2014. ([bib](#))

Marius Hoggenmueller, [Alexander Wiethoff](#)
[LightSet: Enabling Urban Prototyping of Interactive Media Facades](#)
To Appear in Proceedings of the 10th International ACM Conference on Designing interactive Systems, DIS '14. Vancouver, Canada, June 14 - 18, 2014.

Jonna Häkkinä, Maaret Posti, [Stefan Schneegass](#), [Florian Alt](#), Kunter Gultekin, [Albrecht Schmidt](#)
[Let me catch this! Experiencing interactive 3D Cinema through collecting content with a mobile phone](#)
To appear in CHI '14: Proceedings of the 32nd SIGCHI Conference on Human Factors in Computing Systems. Toronto, Canada, April 26 - May 1, 2014. ACM, New York, NY, USA. ([bib](#))

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Some Do's and Dont's on the WWW

- Remember the Human
- Adhere to the same standards of behavior online that you follow in real life
- Respect other people's time and bandwidth
- Make yourself look good online
- Share expert knowledge
- Help keep flame wars under control
- Respect other people's privacy
- Be forgiving of other people's mistakes



http://smg.photobucket.com/user/big_rudy/media/Netiquette-1.jpg.html

- Source: <http://www.albion.com/netiquette/corerules.html>
- See also: <http://tools.ietf.org/html/rfc1855>