

# Usabilità WEB

Nielsen

# Perchè l'usabilità

- Nell'acquisto di oggetti prima si paga poi si affronta l'usabilità
- Nel WEB il contrario
- Se un cliente non riesce a farsi un'idea del sito in circa 1 minuto, se ne va

# Caratteristiche importanti

- Visibilità
- Facilità di accesso
- Facilità d'uso

Un pessimo sito web equivale ad un negozio nascosto in una soffitta, aperto solo un giorno alla settimana dalle 3 alle 4 di mattina, gestito da personale scorbutico

# Approcci sbagliati

- Trattare il web come una brochure e non come un processo fondamentale che cambierà il modo di fare business dell'azienda

# Approcci sbagliati

- Gestirlo focalizzando l'attenzione verso l'interno dell'azienda
- Rispecchiare la struttura interna dell'azienda

# Approcci sbagliati

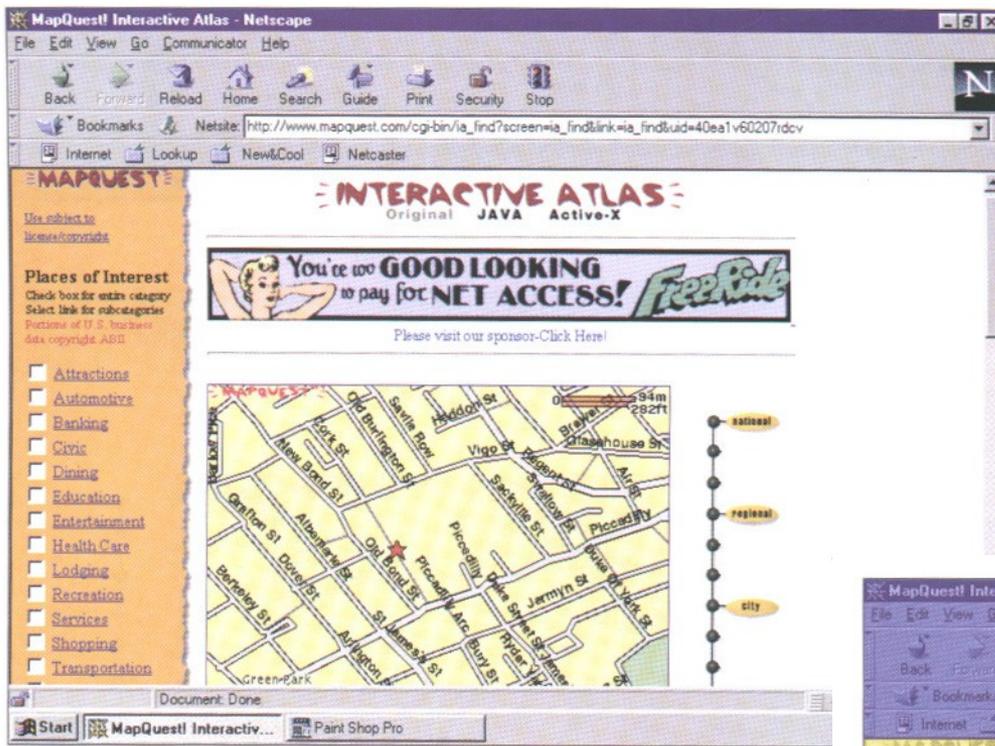
- Non tenere conto dei tempi di attesa e utilizzo
- Usare uno stile da documento

# Approcci sbagliati

- Pensare che il proprio sito sia il centro del mondo: nessun link esterno, citazioni, ...

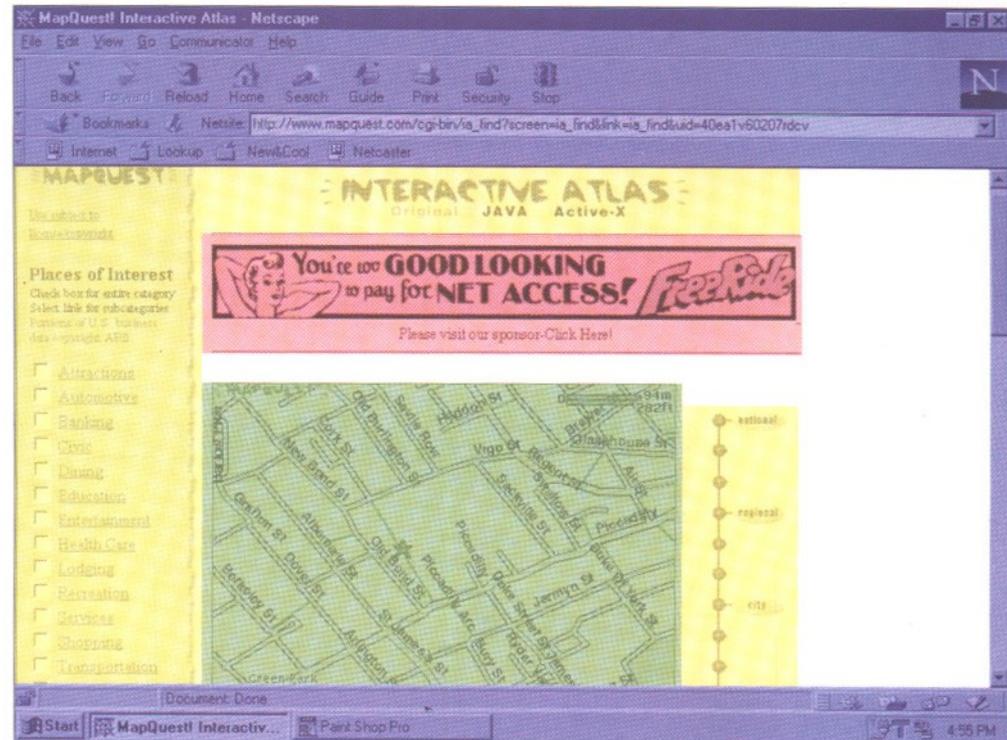
# Gestione dello spazio

- Le pagine web dovrebbero essere dominate dal contenuto
- Regola empirica: 80/20
- La navigazione è necessaria, ma non è la parte più importante



# Uso dello spazio

- VERDE = contenuto (20%)
- BLU = controlli (31%)
- GIALLO = navigazione (23%)
- ROSA = pubblicità (16%)
- BIANCO = inutilizzato



File Edit View Go Favorites Window

MapQuest! Interactive Atlas

Address: [http://www.mapquest.com/cgi-bin/ia\\_find?screen=ia\\_find&link=ia\\_find&uid=20aa6440207cdm](http://www.mapquest.com/cgi-bin/ia_find?screen=ia_find&link=ia_find&uid=20aa6440207cdm)

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Check box for entire category  
Select link for subcategories  
Portions of U.S. business data copyright ABII

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- Banking
- Civic
- Dining
- Education
- Entertainment
- Health\_Care
- Lodging
- Recreation
- Services
- Shopping
- Transportation
- Web Sites
- Personal

**Update Map**

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Original JAVA Active-X

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Select mode and then click on map  
 Recenter Map  Recenter Map and Zoom In  Identify Icon

- customize map options
- save/load my maps
- scroll
- zoom
- driving directions
- print preview

**Helpful Hints - Click Here**  
On how to find an address in London or Canada, or how to find landmarks in Europe.

Business/Place Name: \_\_\_\_\_  
 Address/Intersection: Burlington Arcade  
 City: London  
 State/Province: \_\_\_\_\_  
 \* ZIP code: \_\_\_\_\_  
 Country: England  
 (or, select country from list)

\* Zip code only available within the United States.

www.mapquest.com

File Edit View Go Favorites Window

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 \* ZIP code: \_\_\_\_\_  
 Country: England  
 (or, select country from list)

\* Zip code only available within the United States.

www.mapquest.com



**Search Result** ADDRESS: BURLINGTON ARCADE W1 LONDON ENGLAND [use subject to license/copyrights](#)

**Get a New Map**  
Address / Intersection  
Burlington Arcade  
City State/Province  
London  
ZIP / Postal Code Country  
UK  
New Map Add to Map

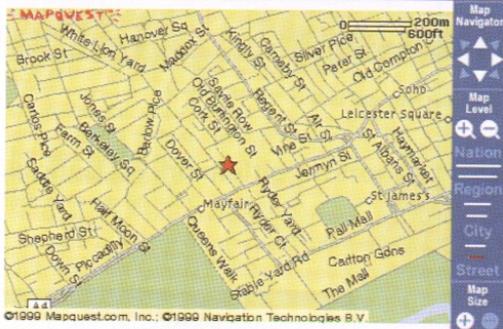
Which Button Should I Click?  
**Related Maps**  
[Buy a Map of this Area](#)

**Quick Maps**  
Select a US City:  
Atlanta, GA  
GO!

Select an International City:  
Amsterdam, Netherlands  
GO!

Select an Airport:  
Amsterdam-Schiphol  
GO!

**Map Results**  
Clicking map will:  Recenter  Recenter & Zoom In  Identify Icon



©1999 Mapquest.com, Inc. ©1999 Navigation Technologies B.V.  
**Print** - Print this map  
**E-mail** - E-mail this map  
**Save** - Save map on MyMapQuest  
**Customize** - Specify map size and color  
**Download** - Download map to PDA

**Places of Interest**

**Quick Places of Interest**  
Click on buttons to show / remove the location(s) on the map.  
BLOCKBUSTER kinko's  
BURFIELD INN Denny's

**Places of Interest (US/Europe only)**  
Select a category and click on Update Map.  
 Attractions  Lodging  
 Banks & ATMs  Recreation  
 Dining  Transportation  
 Education  Personal  
Update Map Add / Edit Places  
Show 5 Closest Places

**Travelscape** **Lowest Hotel Rates Guaranteed!**  
DESTINATION CHECK IN CHECK OUT  
Select a City 01 Jun 99 01 Jun 99 GO

-- Business Profiles and Sales Leads --

# Spazio vuoto e pieno

TEXT EDITION		JAVA EDITION		LATEST NEWS		FEBRUARY 24, 12:26 AM EST		FEATURES		SHUFFLE			
TIME WARNER'S <b>PATHFINDER</b>				Albright Arrives in Post-Deng Beijing Powerful U.S. Air Force Rocket Blasts Off Netanyahu Goes on Offensive Over Probe									
<a href="#">Click here for your personalized news and information.</a>				<b>PATHFINDER</b> Personal Edition									
<b>NEWS</b>		<b>CNN</b> HEADLINES		<b>TIME</b> ANALYSIS		<b>LIFE</b> PHOTOS		<b>All Politics</b> ISSUES		<b>THE WEATHER CHANNEL</b>			
<b>MONEY &amp; BUSINESS</b>			<b>Money</b> PERSONAL FINANCE		<b>FORTUNE</b> BUSINESS & INVESTING		<b>YOUR COMPANY</b> SMALL BUSINESS		<b>CNNfn</b> BUSINESS UNUSUAL		QUICK QUOTES		
<b>PEOPLE &amp; ENTERTAINMENT</b>				<b>People</b> THE #1 CELEBRITY SITE		MUSIC		<b>EW.com</b> ENTERTAINMENT WEEKLY		GAMES			
<b>SPORTS</b>		<b>SIonline</b> FROM SPORTS ILLUSTRATED		<b>NET CULTURE</b>		<b>NETLY NEWS NETWORK</b>		<b>LIVING</b>		<b>thrive@</b> FOOD PARENTIME		SHOPPING TRAVEL KIDSTUFF	
WHAT'S NEW		HELP		SEARCH		BULLETIN BOARDS		CHAT					
<b>GAP</b>		<b>get dressed</b> www.gap.com click here for details		<b>CELEBRATE THE BEST MUSIC IN '97 WITH</b>		<b>Diet Coke</b>		<b>AD INFO</b>		<b>Save Time SHOP Here!</b>		<b>Swimsuit '97 Bikini World SIonline</b>	

GUIDE PERSONAL EDITION LATEST NEWS June 06, 1997 1:01 AM EDT CLICK FOR MORE FEATURES

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ASK Dr. Weil Virtual Garden WEATHER

HELP SEARCH BULLETIN BOARDS CHAT SHOPPING

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Gifts of Wisdom for Father's Day Pathfinder Network MARKETPLACE

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lo spazio vuoto non è necessariamente inutile

può servire ad alleggerire la presentazione

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# Semplicità

- Togliete ad uno ad uno gli elementi dell'interfaccia: se funziona lo stesso erano ridondanti
- Attenzione: a volte la dimensione di visualizzazione non è prevedibile

# Attenzione ai font non comuni

The screenshot shows the Quote.com website interface. On the left is a vertical navigation menu with a blue background and white text, including a logo with green leaves and the text 'QUOTE.COM'. Below the logo is a button labeled 'No frames' and several lines of text represented by horizontal bars. The main content area has a white background. At the top left is the 'QUOTE.COM' logo, which consists of a circular icon with green leaves and the text 'QUOTE.COM' in a blue, serif font. To the right of the logo is the date and time: 'Monday Jun 08, 1998 12:33 PM EST'. Below this is a yellow horizontal bar. In the center is a promotional graphic for a '30 DAY FREE TRIAL' by DATEK, featuring two gold coins with 'ADMIT ONE' written on them. To the right is a 'Market at a Glance' section with a table of market indices. Below the table is a 'Get Quotes' button. At the bottom left is a 'What's Hot' section with a yellow underline, containing text about real-time market data and a link to 'MarketPulse subscription'. At the bottom right is a 'Top Business Stories' section with a yellow underline, containing two links: 'Hungary's spot share, BUX futures turnovers rise' and 'RESEARCH ALERT--Johnson & Johnson, PriCellular cut'. At the very bottom, there is a banner for 'BarnesandNoble.com' with the text 'Largest Bookseller Online, BarnesandNoble.com!'.

QUOTE.COM

Monday Jun 08, 1998 12:33 PM EST

**30 DAY FREE TRIAL**  
Brought to you by DATEK

**Market at a Glance**

Index	Last	Change
Dow Industrial	9065.86	+28.15 ↑
NASDAQ Composite	1784.74	+1.82 ↑
S&P 500	1116.00	+2.14 ↑
Spot Gold	290.70	-2.10 ↓
Dec Crude Oil	17.02	-0.13 ↓
30 Yr Treas Yield	5.78	-0.00 ↓

**Get Quotes**

**What's Hot**

Watch the securities markets move in real-time with Quote.com's [MarketPulse subscription](#). The only streaming, real-time charts on the Internet.

**Top Business Stories**

- [Hungary's spot share, BUX futures turnovers rise](#)
- [RESEARCH ALERT--Johnson & Johnson, PriCellular cut](#)

**BarnesandNoble.com** Largest Bookseller Online, [BarnesandNoble.com!](#)



UNIVERSITA' DEGLI STUDI DI MILANO

RELAZIONE DI APERTURA DELL'ANNO ACCADEMICO **2002-2003**



Intervento del Rettore  
**Enrico Decleva**

■■■■■■■■ >> [visualizza](#)

>> **5 novembre 2002** <<

Per poter assistere all'evento live è necessario disporre del plug-in Real Video di Real Networks.

>> [download Real Video](#)



# Schermi

- Su che schermo verranno visualizzate ?
- A che risoluzione ?
- Nel futuro (forse) browsing su palmari e cellulari

# Progettazione indipendente dallo schermo

- Non usare mai dimensioni fisse per tabelle, frame, etc
- Assicurarsi che funzioni anche con dimensioni font aumentate o diminuite
- Gli elementi grafici dovrebbero essere visibili a diverse risoluzioni
- Non inserite testo negli elementi grafici

# Nuove tecnologie ed estensioni

- Es. Flash, VRML, ...
- Creano incompatibilità e dipendenza: evitate se potete
- Le prime release non funzionano mai bene
- Non è detto che diventino uno standard (regola dei 2 anni)
- Velocità
- Non usate in genere codice non standard

# Uso di codice non standard

b o h e m i a

note

With the exception of the portfolio sections, this site is not graphically intense. However, much of its functionality relies on features supported by Netscape 3.0 or above. We strongly suggest you download this browser if you haven't already done so.



Netscape

b o h e m i a

note

With the exception of the portfolio sections, this site is not graphically intense. However, much of its functionality relies on features supported by or above. We strongly suggest you download this browser if you haven't already done so.

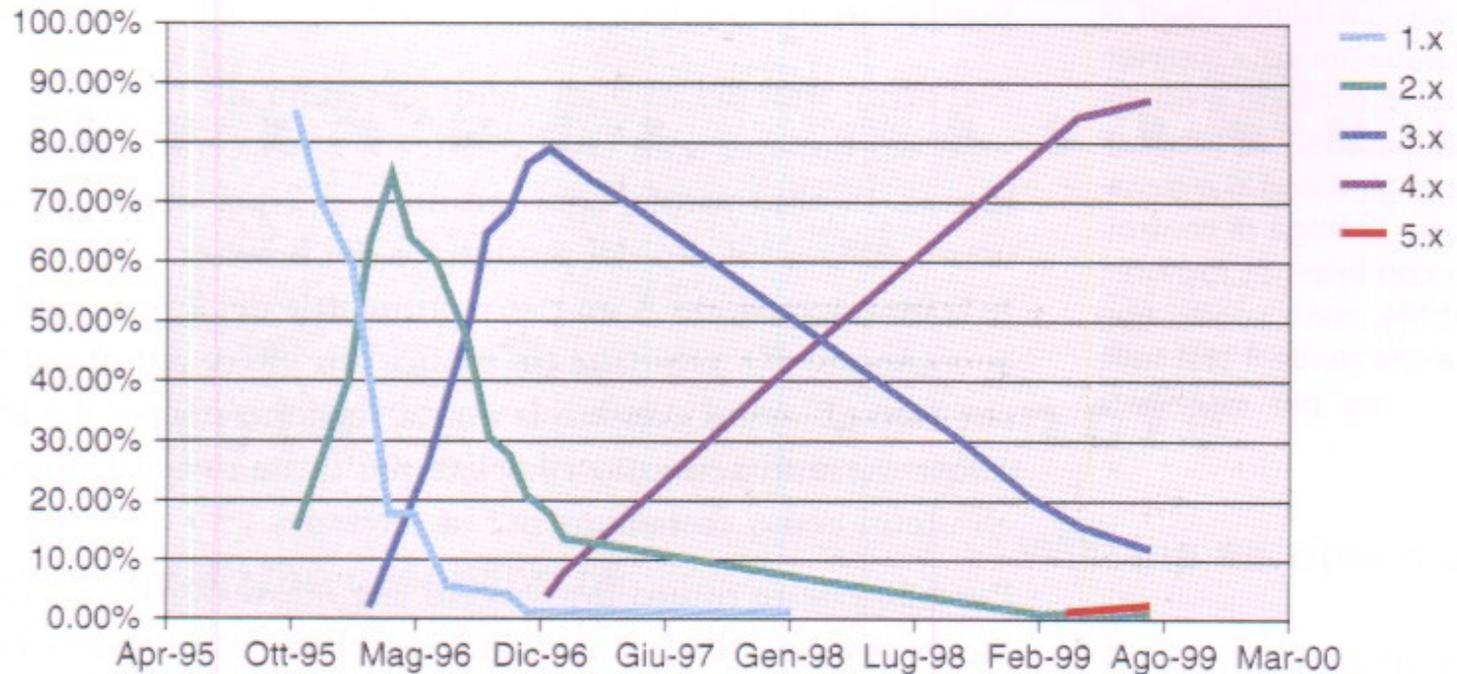


Explorer

www.bohemialab.com



# Diffusione delle versioni di Netscape



# Versioni

- La vita di ogni versione sta aumentando
- L'attenzione ora è più sui contenuti che sul browser

# Tempi di risposta

E' il critério più importante

# Tempi di risposta e utente

- Per una sensazione di istantaneità bisogna stare sotto un decimo di secondo
- Per una sensazione di naturalezza, sotto il secondo
- Per tenere la concentrazione, sotto i 10 sec

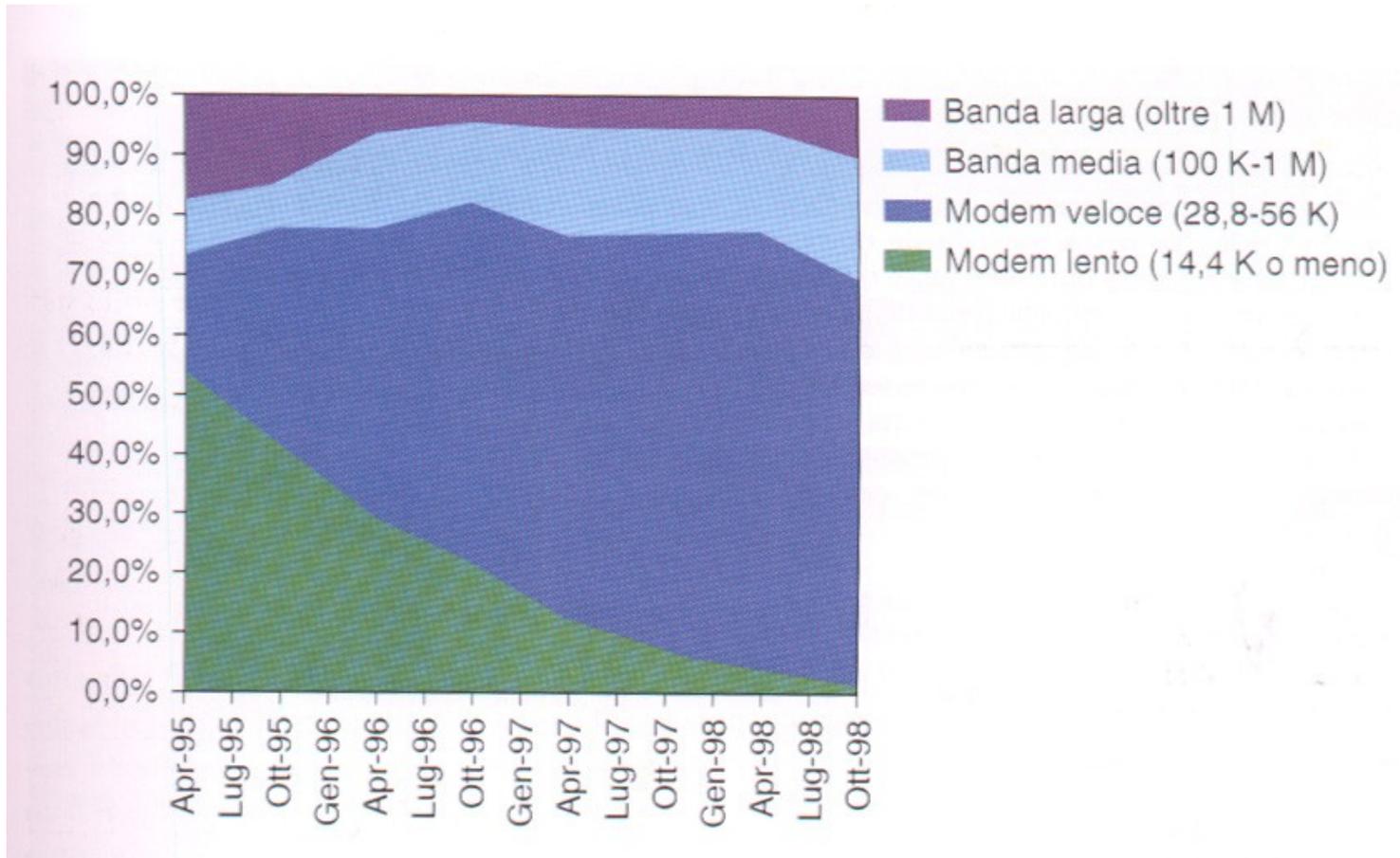
# Tempi di risposta e attenzione

- Per non interrompere il flusso dei pensieri bisogna stare sotto un decimo di secondo
- Per una sensazione di controllo sui dati, sotto il secondo
- Per tenere l'attenzione, sotto i 10 sec

# Uniformità nei tempi

- Ogni pagina dovrebbe avere peso simile
- In caso contrario e nelle sezioni di download specificate le dimensioni così l'utente si regola

# Connessioni



# Dimensioni critiche per le pagine

	caricamento in 1 sec	caricamento in 10 sec
Modem	2kb	34kb
ISDN	8kb	150kb
T1	100kb	2Mb

Un piccolo trucco: mettere la “/” alla fine di un link se si tratta di una directory

# Tempi e grafica

- **Togliere la grafica aumenta il traffico**
- Se possibile usate più volte la stessa immagine (inoltre maggior coesione, attenzione però che il contenuto rispecchi la coesione)

# Possibili migliorie

- Una pagina dovrebbe essere significativa anche prima che le immagini siano caricate
- Usate l'attributo ALT per descrivere l'immagine che deve essere caricata
- Non dimenticatevi di specificare gli attributi WIDTH e HEIGHT di ogni immagine per facilitare al browser il dimensionamento della pagina globale
- Spezzate le tabelle se troppo grosse



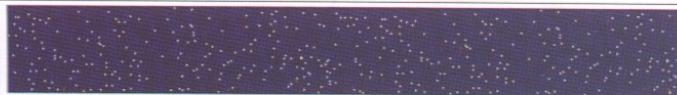
Back Issues  
Companies  
Products  
TalkBack  
Forums  
Don't Go There  
Get MAD!  
Home  
Help?

Get the  
AnchorDesk  
Email  
Alert  
FREE!

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online

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get  
NightCast



## JESSE BERST'S AnchorDesk

Your source for tech intelligence

PREVIOUS  
ISSUE

### BERST ALERT



### The Bad Guys Behind the Internet Brownout

Last week's Internet brownout wasn't a random glitch. It was the latest screwup by Network Solutions, Inc., which has kidnapped an essential part of the Internet as part of a get-rich-quick scheme. The company claims it owns the rights to the Internet's domain naming database (the "phone directory" for Web sites). *My take:* We need to run these bad boys out of town before they ruin it for all of us. [Full Story](#)

#### THIS JUST IN

#### How to Win the Web: The Quickest Way to Get More Visitors to Your Site

If search engines aren't part of your traffic-building solution, they are part of your problem. Web specialist Annette Hamilton reveals why updating your search engine lists should be your #1 priority this week. And she explains how to do it fast. [Full Story](#)

#### WIN!

#### Win a Free 6.4GB Hard Drive

Stop singing the no-more-room-on-my-hard-drive blues! Enter the new *PC Computing* sweepstakes and win the perfect solution: a 6.4GB Medalist hard drive. [Full Story](#)

#### HOT PRODUCTS

#### Get the Latest on Hot New Products

Want to set up a Web storefront fast? *ZD Internet Magazine* reviewers say LiveStore is best. And find out why *PC Magazine* reviewers named GoldMine the top contact manager for the THIRD year. Details on these and more hot products at the Web site, including IBM's Java tool and a top-notch Web site manager for Macintosh. [Full Story](#)

MONDAY JUL 21, 1997

#### ZDNN

#### On the ZDNN Radar Screen Today

Top stories from top ZDNN news editor Patrick Houston:

#### Happy days are here again!

You don't have to be an investor to be gladdened by the financial results being reported by high-tech companies. Big question: How much longer can these good times roll? Answer: Quite a while, thanks to the global market.

#### Whacked out week

**un-wires Web.** Backhoes, black-outs and bizarre human behavior made last week Web-less for some. Maybe it's time for an international treaty—not to control or censor the Web but just to administer it.

#### Ready? Get SET ... now wait a little longer.

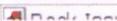
MasterCard and VISA unvell their schedule for rolling out SET, the security scheme for conducting credit card transactions over the Net. But SET isn't here quite yet. [Full Story](#)

#### PICK OF THE DAY Road Warriors Worst Worry Solved

Nothing worse than being on the road and having your laptop battery give up. And it doesn't have to happen if you



(Image)



Ready?



Companies



Products



TalkBack



Forums



Don't Go There



Get MAD!



Home



Help?



Learn online



Free Email



Get Point



Win a Free 6.4GB Hard Drive



Hot Products



Get the Latest on Hot New Products



Pick of the Day



Road Warriors Worst Worry Solved



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Oracle B is here.

ZDNet AnchorDesk



Previous

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Jesse Berst

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# Descrivete i link

- Ancore troppo lunghe impediscono una idea immediata delle possibilità di navigazione
  - limitate alle parole significative  
(no “clicca qui”)
  - brevi, meno di 4 parole  
(inserire la spiegazione fuori dall’ancora)

# Fornite link simili raggruppati

 **HEWLETT®  
PACKARD**

(Click here for details.)

Built by engineers. Used by normal people.



  
Front page

Join now FREE!

MENU

- Front Door
- The Net
- Computing
- Intranets
- Business
- CHET Radio
- Perspectives
- Newsmakers
- Rumor Mill

NEWS OPTIONS

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- News Alerts
- Custom News
- Advanced Search
- Push

click here. ▼

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advertisement

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- Help

CNET SERVICES

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- BUILDER.COM

## The Net

← back to

### Netscape, Excite do foreign news

By Jeff Pelline  
July 17, 1997, 8 a.m. PT

update [Netscape Communications \(NSCP\)](#) and [Excite \(XCIT\)](#) have announced an alliance under which the search engine company will produce a new navigational service providing international information.

Dubbed International Netscape Guide by Excite, it will be offered for Japan and Germany in the third quarter and for France and United Kingdom in the fourth quarter. Netscape struck a similar partnership with [Yahoo](#) for the domestic market in March, creating a site that went live in April.

For Netscape, the deal is a chance to generate revenues from its valuable Web site real estate--among the most traveled on the Internet--without producing content. For Excite, it is a chance to become a more global brand and create new advertising revenues.

Excite will be responsible for the programming, production, operations, and ad sales of the service. Financial terms were not disclosed, but sources said it involved a revenue split.

The international guide will offer local news, information, and entertainment. It will replace the international version of Netscape's Destination page.

The guide will be organized into a channel format focused around topics. They initially will include business and finance, computers and the Internet, fun and games, automotive and motoring, shopping, sport, travel, news, and weather.

**related news stories**

- [Yahoo Netscape guide goes live](#) April 29, 1997
- [Search engines turn on to TV](#) April 21, 1997
- [Yahoo, Netscape strike deal](#) March 18, 1997

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- [Netscape fixes Communicator bug](#)
- [Database problem at InterNIC](#)
- [Netscape, Excite do foreign news](#)

**Computing**

- [RCA launches NC for the home](#)
- [Panda uses 500-MHz Alpha chip](#)
- [BeOS hits the stands](#)
- [Next generation of Mac clones](#)
- [Intel to cut chip prices up to 50%](#)

**Intranets**

- [First U.S. SET trials under way](#)
- [CA ascends to big leagues](#)
- [IBM, Gemplus team on smart cards](#)
- [E-commerce blitz by Oracle](#)

**Business**

- [Apple stock up 10% on earnings report](#)
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- [Gates profits from strong earnings hopes](#)
- [Microsoft to hire 3,600 this year](#)
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www.cnet.com

Evitate  
link non  
informativi

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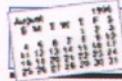
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# Usate l'attributo TITLE

## Value-Added Web Services

Websites will realize that they do not need to do everything themselves. The Web is built on linking, and the Internet is ... well ... a network. These technologies are a perfect match for **letting other sites handle services that you don't want to do** yourself. Two examples that are already in place are outsourcing the acceptance of [credit card payments](#) and having a [discussion forum hosted on another site](#). Currently, most large websites install their own search engines, but it would be easier to handle search through a link to an external search engine that was maintained by search experts but could still be configured to display the search results on pages [\(Net article on discussion groups \(and outsourcing of same\)\)](#).

As another example, all corporate websites need to give visitors directions to headquarters and other company facilities. There is no need for every site to design its own maps since there are sites that specialize in mapping services. Instead, give directions through an appropriate link to a preferred mapping service. Many of these services even provide customized directions from the individual user's starting point to the desired destination. The mapping service would be paid in whatever way it otherwise got paid. Currently, this means advertising, but in the future a micropayment might ensure enhanced maps (paid by the user or by the referring site, as appropriate for the circumstances).

Unfortunately, links to many Web services currently require authors to reverse-engineer the URLs used by the destination sites. Very few sites make it easy for third parties to link to them in programmatic ways to generate desired pages. Since most websites should be interested in getting new customers referred, I encourage them to use **simple linking schemes according to a protocol** that is published on the site. Once specified, such linking schemes must not be changed since that would cause the referring site's services to fail, causing bad will for everybody.

In the future, increased use of [XML](#) will allow far more intelligent data interchange between sites and thus for more advanced value-added Web services.

www.useit.com

Windows

## Value-Added Web Services

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www.useit.com

Macintosh

# Regole per i TITLE

- Meglio corti (mai + di 80 caratteri)
- Non superflui, diversi dall'ancora

attenzione:potrebbero essere visualizzati diversamente sui vari browser

# I colori dei link

- sono importanti: i colori dei link spiegano il 16% della capacità di un utente di portare a termine un compito
- MAI mettere uguali i colori dei siti visitati e non
- quindi: usate sempre lo stesso url per riferirsi alla stessa pagina

# Retoriche di navigazione

- Retorica della partenza

spiegare chiaramente agli utenti perchè dovrebbero lasciare la pagina sulla quale si trovano e che tipo di valore troveranno all'altro capo del link

- Retorica dell'arrivo

far sì che la pagina di arrivo chiarisca agli utenti il contesto in cui si colloca e fornisca un valore relativo alla pagina di origine

# Link in uscita

- Scelti con parsimonia tra quelli più importanti
- In genere gli utenti esplorano solo il 10% dei link che incontrano
- Meglio aggiungere una breve descrizione del link

# Link con descrizione

The Mining Company™

computing/science | software | desktop publishing

top of site | chat/bbs | events | search | site map | help

IBM Internet Solutions [click here](#)

Interest Areas ▾  
Sub-Sections ▾  
Related Sites ▾  
▼ [navigate this site](#)

- welcome
- new feature
- previous features
- best of the net
- resource list
- feedback
- guide bio

▶ [search this site](#)

 **Desktop Publishing**  
Sunday, July 06, 1997

*your guide*  
jacci howard  
bear 

## welcome

### Net Finds

[Get a Drawing/Paint Program](#)  
Andy Evans has some nice descriptions of Vector, Raster, and 3D programs -- on the first stop of his exploration of **how to create great graphics**. The [entire site](#) is a delightful feast for the eyes full of fun, whimsical animated graphics.

[The future of print by Christopher Guly](#)  
Changes in the way we print may have a profound effect on SOHO business owners. Read what one printer manufacturer has to say in this [article from Toronto Computes!](#)

[Be Succinct! \(Writing for the Web\)](#)  
I should probably re-read this one every week! Jakob Nielsen describes the three main guidelines for writing for the Web. Whether you write original material for Web publishing or are transferring print documents to the Web, heed these tips.

[Summertime Papers from Idea Art](#)  
From watermelons to sunflowers, browse this collection of fun summer designs in paper and envelopes from Idea Art.

[Trademark Checklist](#)  
This checklist from the International Trademark Association (INTA) is a valuable tool for desktop publishers. It is an alphabetized list of thousands of trademarks and service marks showing to what they apply and how to spell them correctly.

[Restore those faded photos](#)  
Polaroid's new software utility, [Before & After](#), already has a tips page. Learn how to improve an old black and white photo.

[www.miningco.com](http://www.miningco.com)

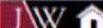
# Ancore informative

SEARCH NUTS & BOLTS NEWS & VIEWS JAVA RESOURCES

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## Resources

- Download this article and the complete source code as a gzipped tar file  
[/javaworld/jw-08-1997/images/step/jw-08-step.tar.gz](http://javaworld/jw-08-1997/images/step/jw-08-step.tar.gz)
- Download this article and the complete source code as a zip file  
[/javaworld/jw-08-1997/images/step/jw-08-step.zip](http://javaworld/jw-08-1997/images/step/jw-08-step.zip)
- Download the latest BDK from JavaSoft's JavaBeans Web site  
<http://splash.javasoft.com/beans/>
- The JavaBeans specification  
<http://splash.javasoft.com/beans/spec.html>
- The "Glasgow" JavaBeans specification  
<http://splash.javasoft.com/beans/glasgow.html>
- Late-breaking advice for the JavaBeans developer from the *JavaBeans Advisor*  
<http://splash.javasoft.com/beans/Advisor.html>
- Online training from the Java Developer Connection  
<http://developer.javasoft.com/developer/onlineTraining/>
- Read *Intermediate & Advanced Java Programming Material* by Richard G. Baldwin  
<http://www.phrantic.com/scoop/Java000.htm>

SEARCH NUTS & BOLTS NEWS & VIEWS JAVA RESOURCES

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## Resources

- Download [this article and the complete source code](#) as a **gzipped tar file**  
[/javaworld/jw-08-1997/images/step/jw-08-step.tar.gz](http://javaworld/jw-08-1997/images/step/jw-08-step.tar.gz)
- Download [this article and the complete source code](#) as a **zip file**  
[/javaworld/jw-08-1997/images/step/jw-08-step.zip](http://javaworld/jw-08-1997/images/step/jw-08-step.zip)
- Download the [latest BDK](#) from JavaSoft's JavaBeans Web site  
<http://splash.javasoft.com/beans/>
- The [JavaBeans specification](#)  
<http://splash.javasoft.com/beans/spec.html>
- The ["Glasgow" JavaBeans specification](#)  
<http://splash.javasoft.com/beans/glasgow.html>
- Late-breaking advice for the JavaBeans developer from the *JavaBeans Advisor*  
<http://splash.javasoft.com/beans/Advisor.html>
- Online training from the [Java Developer Connection](#)  
<http://developer.javasoft.com/developer/onlineTraining/>
- Read *Intermediate & Advanced Java Programming Material* by Richard G. Baldwin  
<http://www.phrantic.com/scoop/Java000.htm>

# Esistenza link

- Assicurarsi che i link puntino a pagine permanenti
- Se le pagine sono destinate a scomparire, segnalatelo

# Registrarsi

- Se il sito richiede una registrazione o un abbonamento, il numero di visite crollerà
- Se proprio è necessario prevedete delle pagine di preview

# Banners

- Un banner dovrebbe puntare alla pagina relativa all'argomento del banner piuttosto che alla relativa homepage
- il 20-30% degli utenti indirizzati verso una homepage cliccano immediatamente il pulsante BACK

# Banners (2)

- Come ogni altro link dovrebbe essere conciso, informativo ed avere una buona retorica di partenza
- Evitate animazioni inutili e parole scontate

Buon  
banner ...

The screenshot shows a search results page on Infoseek. At the top, there are logos for Infoseek Home, infoseek®, BigYellow Yellow Pages Search, and UPS Services. The search query is 'DVD manufacturing', and the results show 'Sites 1 - 10 of 339,429'. A prominent banner reads 'WHY BUY DVD? 10 reasons here.' with a link 'Click Here for 10 Reasons Why You Should Buy DVD!'. On the left, there are navigation links for 'news center', 'smart info', and 'company capsules:'. The 'news center' link points to 'Desktop PCs From Gateway 2000 Are Latest to Select Mpac DVD'. The 'smart info' link points to 'People & Business', 'Stocks/Companies', 'Street Maps', 'Shareware/Chat', 'Desk Reference', and 'Infoseek Investor'. The 'company capsules' section lists several companies: Simpson Manufacturing Co., Inc.; Lindsay Manufacturing Co.; Hunt Manufacturing Co.; and KIT Manufacturing Company. On the right, there is a 'Related Topics' section with links for 'CD-ROM' and 'CD-ROM vendors'. Below that is a search filter section with a 'seek' button and 'Tips' link, and radio buttons for 'Search only these results' (selected) and 'Search the whole Web'. The search results list 'Sites 1 - 10 of 339,429' with links for 'Hide Summaries' and 'next 10'. The first result is 'The Technology Of DVD' with a snippet: 'New DVD Analysis Equipment - One Manufacturer's View As the specification for DVD unfolds, so do new developments, considerations and requirements for test equipment. By Mark ...' and a link 'http://www.kipinet.com/tdb/tdb\_jul96/feat\_dvdinspect.html (Size 5.6K)'. The second result is 'Nimbus Begins DVD Production; Company is First Independent CD Manufacturer' with a snippet: 'to Offer DVD Manufacturing Nimbus Begins DVD Production; Company is First Independent CD Manufacturer to Offer DVD Manufacturing Source: PR Newswire CHARLOTTESVILLE, Va., Sept. 13 ...' and a link 'http://www.digitaltheater.com/news/archive/sep145.html (Size 4.5K)'. The third result is 'ALOM Technologies' with a snippet: 'ALOM Technologies offer disk/CD-ROM/DVD replication, assembly, logistics management, warehousing and fulfillment' and a link 'http://www.alom.com/ (Size 2.8K)'. At the bottom right, the URL 'www.infoseek.com' is visible.

 **Infoseek Home**

**infoseek®**

**BigYellow**  
Yellow Pages Search

 **UPS Services**

You searched for **DVD manufacturing**

Sites 1 - 10 of 339,429

**WHY BUY DVD? 10** reasons here.

[Click Here for 10 Reasons Why You Should Buy DVD!](#)

◆ [news center](#)

[Desktop PCs From Gateway 2000 Are Latest to Select Mpac DVD](#)

◆ [smart info](#)

[People & Business](#)  
[Stocks/Companies](#)  
[Street Maps](#)  
[Shareware/Chat](#)  
[Desk Reference](#)  
[Infoseek Investor](#)

**company capsules:**

[Simpson Manufacturing Co., Inc.](#)

[Lindsay Manufacturing Co.](#)

[Hunt Manufacturing Co.](#)

[KIT Manufacturing Company](#)

**Related Topics**

[CD-ROM](#)  
[CD-ROM vendors](#)

Search only these results    Search the whole Web

[Tips](#)

Sites 1 - 10 of 339,429   [Hide Summaries](#)   [next 10](#)

**The Technology Of DVD**

New DVD Analysis Equipment - One Manufacturer's View As the specification for DVD unfolds, so do new developments, considerations and requirements for test equipment. By Mark ...  
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**Nimbus Begins DVD Production; Company is First Independent CD Manufacturer**

to Offer DVD Manufacturing Nimbus Begins DVD Production; Company is First Independent CD Manufacturer to Offer DVD Manufacturing Source: PR Newswire CHARLOTTESVILLE, Va., Sept. 13 ...  
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**ALOM Technologies**

ALOM Technologies offer disk/CD-ROM/DVD replication, assembly, logistics management, warehousing and fulfillment  
**100%** <http://www.alom.com/> (Size 2.8K)

[www.infoseek.com](http://www.infoseek.com)

... che però non mantiene la  
promessa

The screenshot shows the Convergence Point website interface. At the top, the word "CONVERGENCE" is prominently displayed in white, with "PC" to its left and "POINT" to its right, all on a dark background. Below this, a navigation bar contains four menu items: "the Store", "the Point", "the Buzz", and "the Club".

On the left side, there is a vertical sidebar with several links and images:

- "Let's Talk Games!" with a "click here!" link and a small image of a man's face.
- "Why DVD?" with a "Click Here." link and a DVD box set image.
- "BUYER'S TIPS" with a "Click Here." link.
- "Customer Service", "Company Info", and "Help" links.

The main content area features a welcome message: "Welcome to Convergence Point, the online resource for the latest news, opinions, and discussions as they relate to PC-TV convergence and DVD." Below this, there are four sections:

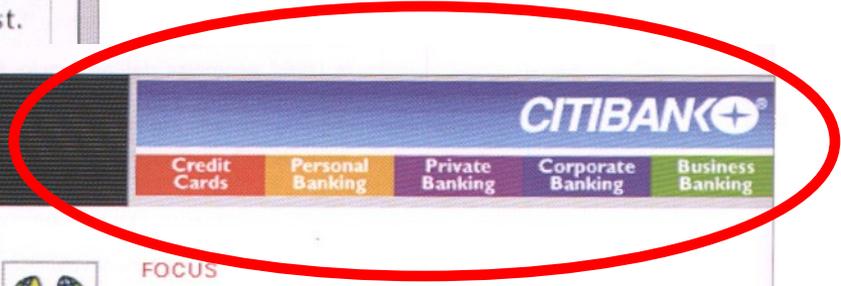
- THE STORE** featuring the best in DVD, accompanied by a DVD box set image.
- the Point** Advice, opinions, reviews, accompanied by a row of five small profile photos.
- the Buzz** Share your thoughts on games, gear & movies, accompanied by a group photo of people.
- the Club** Members-only prizes, discounts and special offers, accompanied by a "V.I.P. CONVERGENCE POINT Club" badge.

At the bottom right of the page, the URL "www.convergencepoint.com" is visible.

# KO



# OK



**The Economist**  
July 19th - 25th 1997  
Unregistered

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- ▶ MARKETPLACE
- ▶ CLASSIFIEDS
- ▶ HELP A-Z
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A year of Nations,  
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...and I

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Jun 28th - Jul 4th 1997  
Jakob Nielsen

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- ▶ HOME

■ SUMMARIES  
■ LETTERS  
■ LEADERS  
■ SPECIAL  
■ SURVEY  
■ UNITED STATES  
■ THE AMERICAS  
■ ASIA  
■ INTERNATIONAL

**FOCUS**  
**Communications**

These articles examine telecommunications and the Internet.

- June 28th 1997 [Larry Ellison's big bet](#)
- June 21st 1997 [Multimedia feature: redundant metaphors](#)
- June 21st 1997 [Face value: Darryl Matlocks, Internet bookseller](#)
- June 14th 1997 [Bill Gates and cable-TV](#)
- June 14th 1997 [Intelligent shopping agents](#)
- June 14th 1997 [Information services do battle](#)

# Fogli di stile

- Vantaggio principale: continuità visiva
- Inoltre:
  - più facile la modifica
  - pagine più snelle
- La progettazione dovrebbe essere centralizzata

# WYSIWYG

- Attenzione: il web non è mai WYSIWYG !
- l'aspetto finale è il risultato della fusione tra il foglio di stile e le preferenze dell'utente

# “Regole” per i fogli di stile

- Non più di 2 font (3 solo per testi speciali)
- Preparate una lista di font alternativi (ordine uguale per tutte le pagine)
- No dimensioni assolute del testo, ma sulla base delle preferenze dell’utente

# Frame

No grazie ! Sì grazie ...  
... apriamo la discussione

# Frame: svantaggi

- L'unità di navigazione è persa: un bookmark non memorizza informazioni sullo stato del frame
- Gli URL possono non funzionare
- Tolgono spazio alla visualizzazione
- Alcuni browser non stampano bene le pagine con i frame
- Possono dare problemi ai motori di ricerca
- Il codice è più complicato

# Frame: vantaggi

- Maggiore continuità visiva

# Scelta

Date sempre la possibilità di scegliere

si è visto che la maggior parte degli utenti preferisce la versione senza frame

# Uso illecito

- mostrare una pagina di altri all'interno del proprio frame senza citarla si può configurare come uso illecito

# Credibilità

- A queste scelte è connesso il problema della credibilità del sito
- es. centinaia di siti riportano pagine di cultura geografica su nazioni inesistenti

# Stampa

- In genere le pagine web sono pensate per la visualizzazione, non per la stampa
- Idea: prevedete una versione downloadabile per la stampa

Nova Multimedia - Poesie Multimediali - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print

Address [http://www.academica.it/novaportal/index.php?option=com\\_content&task=view&id=38&Itemid=87](http://www.academica.it/novaportal/index.php?option=com_content&task=view&id=38&Itemid=87) Go Links >>



NOVA MULTIMEDIA

HOME CHI SIAMO PARTNER CREDITS CONTATTACI

**Chi è online**  
Abbiamo 1 visitatore online

HOME PAGE →  
WEB BROADCAST →  
MEDIA BOOK →  
**POESIE MULTIMEDIALI**  
Storia del concorso  
Presentazione del concorso  
Regolamento  
Valutazione  
Giuria  
Iscrizione 2005/2006  
Museo poesie multimediali  
RICERCA VIDEO-EBOOK →  
INTERVISTE →  
FORMAZIONE →  
WE-BLOG →

**I più letti**

- **Web Broadcast**
- **Media Book**

## Poesie Multimediali

Guriamo giornali..guardiamo il WEB..guardiamo libri di testo..guardiamo cartelloni pubblicitari..Vediamo testi..vediamo..immagini..

Entriamo nelle case.. vediamo disegni..quadri..ed immagini cinematografiche nella Televisione.. Andiamo in ufficio.. e vedremo altre immagini..

E ovunque testi.. e nei nostri ricordi poesie.. poesie nelle canzoni..poesie raccontate nei momenti tristi e in quelli felici..

Testi.. immagini..suoni..che ci portano messaggi.. idee sentimenti ed emozioni.. Anche le nostre idee si colorano.. i nostri ricordi diventano sonori.. ed i nostri pensieri lentamente stanno diventando poesia.. immagini..

E tutto si intreccia.. come in documenti multimediali.. gli autori cercano di trovare una unità di espressione in una pluralità di colori disegni figure suoni e testi..

Lentamente una cultura avanza.. la cultura della poesia esce dai testi.. esce dai suoni immaginati .. si confronta con suoni reali..D' altra parte la lettura della poesia da sempre ha voluto confrontarsi con la voce .. e con la ritualità dei lettori in pubblico..

Dunque multimedialità nella lettura della poesia.. ieri oggi e domani.. e quindi opere nuove.. multimediali..fatte di parole di suoni e di immagini che si fondono in armoniosi e coerenti discorsi..

Così come nell' orchestra i suonatori fanno dialogare i suoni fra di loro in un documento multimediale .. le immagini ed i suoni dialogano fra di loro..talvolta in singolo..talvolta in duetto..talvolta in terzetto..

Nuove sfide all' intelletto umano.. nuove note multimediali che coinvolgono chi compone in sfide e avventure del pensiero.. nuovi spazi alla creatività..all' immaginazione..

Immaginazione che dà il suono e la forma ai testi..e dà testi alle immagini..

Ecco la comparsa della poesia multimediale.. con poca tradizione..

Poesie giovani come sono spesso giovani i loro compositori.. nelle scuole medie addirittura nelle elementari.. laddove



Start | poesi... | italiano | CV\_ri... | final... | lez15... | Micro... | Micro... | Nova... | Internet | 19.03

# Conclusione

Semplicità e contenuti