

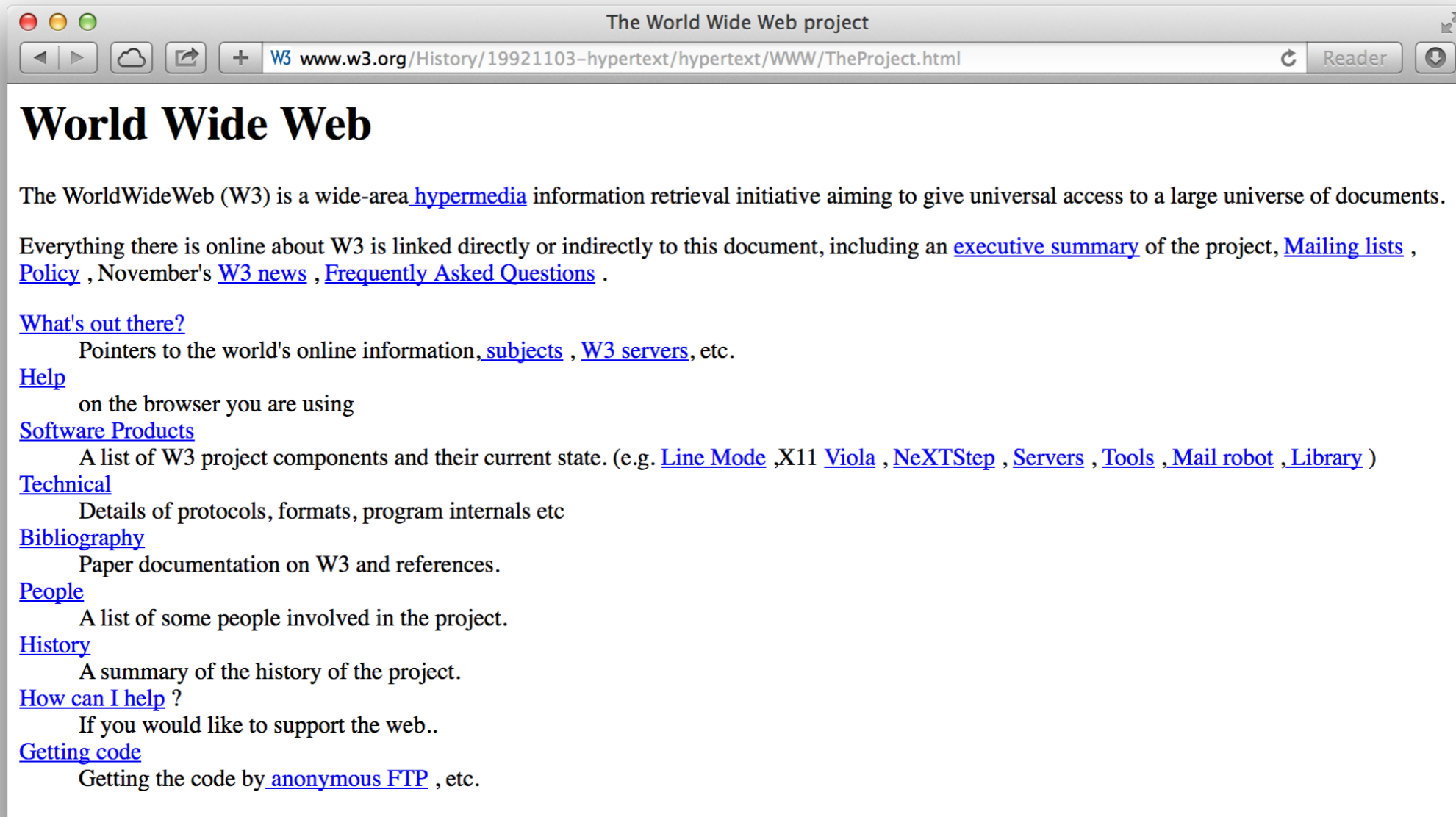
Human-Computer Interaction



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 Timer 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

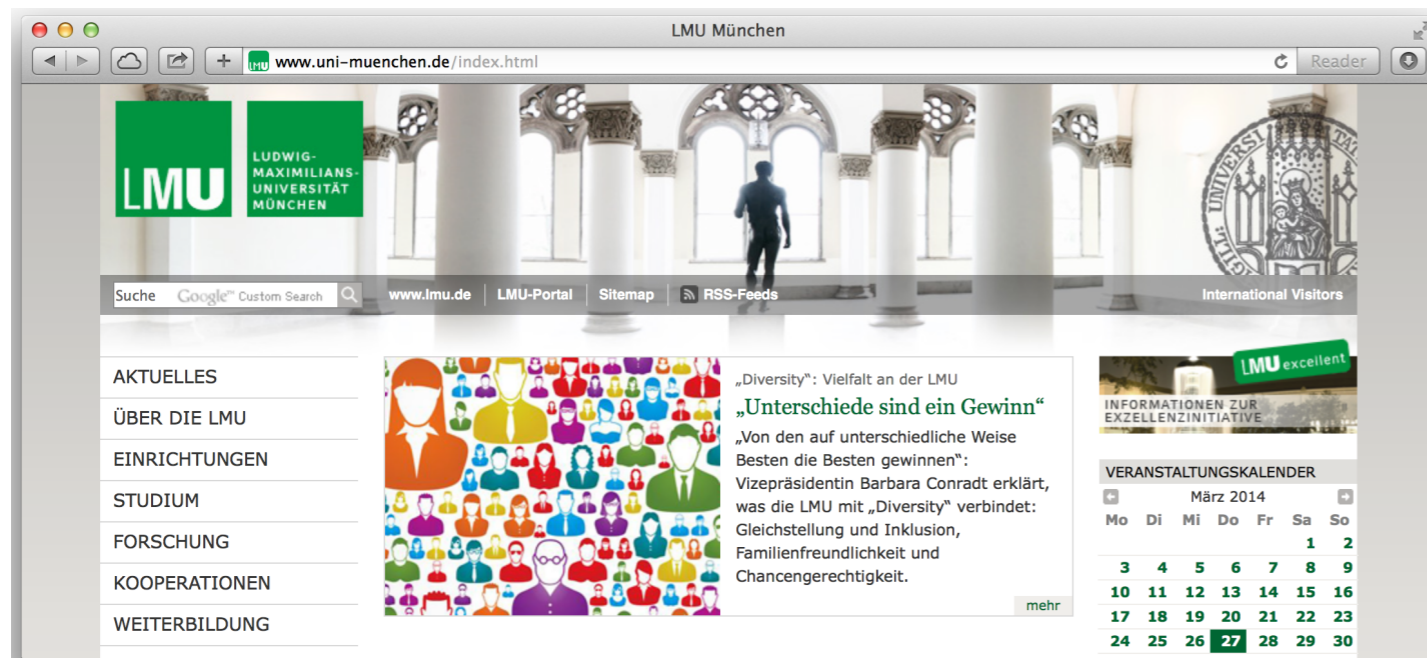
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Static Layout



optimum window width



window too wide



window too narrow

Responsive Layout



Platform: PC



Platform: mobile device

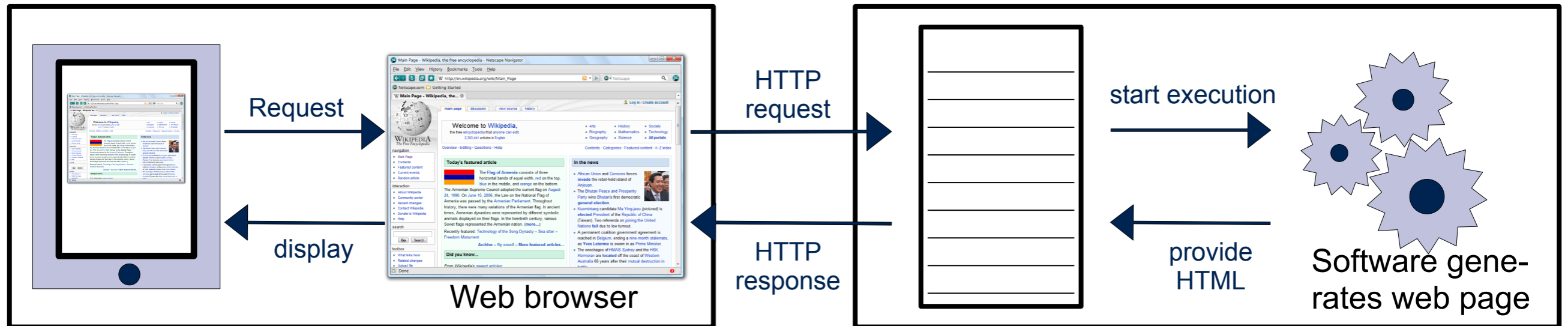
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Dynamic web pages (server side)

User

Web server



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Die Entwicklung des WWW

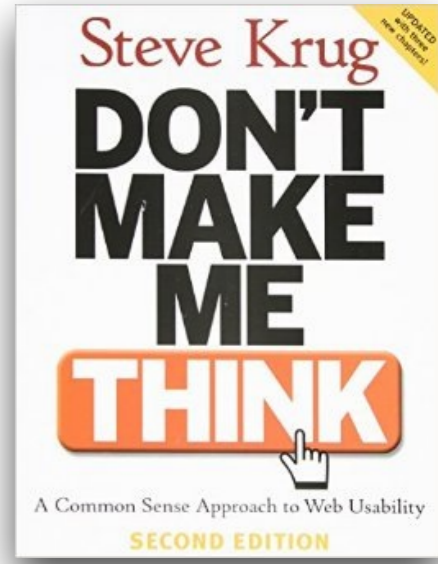
- Web 1.0 = static WWW
- Web 2.0 = dynamic WWW
- Web 3.0 = semantic WWW or semantic Web

- 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...

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

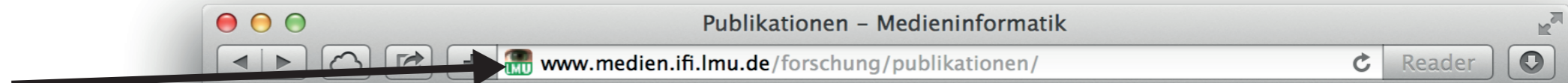
- Design consequences:
 - content must be short and clear
 - Readable text (size and contrast)
 - avoid scrolling
 - allow good navigation

Chapter 16 - Web UI

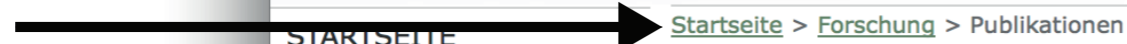
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Navigation elements of a web page

URL of this page



breadcrumb trail



main navigation



subcategory

current page

Publikationen

Alle [Journals](#) | [Konferenzen](#) | [Workshops & WiP](#) | [Technische Berichte](#) | [Abschlussarbeiten](#) | [Best Paper Award](#)

Die Publikationen einzelner Mitarbeiter finden Sie mit Hilfe der [Mitarbeiterliste](#).

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>