

## Chapitre V

### Portails visuels de systemes d'information multimédias

<http://puebla.turista.com.mx/>



### Qu'est ce qu'un portail ?

- **Portail** = système d'entrée dans un système d'information
- **Un bon portail** = un portail qui permet d'accéder aux informations les plus importantes
- pb : comment les organiser ?

### Qu'est-ce qu'un sitemap ?

- Structure qui permet d'accéder à TOUTES les informations d'un site web
- Portails : sélection d'informations les plus importantes
- Liens entre portails et sitemaps
- Métaphore du magazine
  - Couverture = portails
  - Sommaire = sitemap

## Objectif du chapitre :

- analyser les avantages et les inconvenients des portails et des sitemaps visuels
- analyser les metaphores les plus frequentes
- donner des recommandations pour la conception

## Sommaire

- 5.1 – Portails et sitemaps alphanumeriques
- 5.2 – Metaphores visuelles
- 5.3 – Portails orientes utilisateurs
- 5.4 – Conception d'un portail
- 5.5 – Conclusions

## 5.1 – Portails et sitemaps alphanumeriques

- Portails composes uniquement de textes

## Exemple de contenu

<http://www.ci.glenwood-springs.co.us/code/index.html>



**MUNICIPAL CODE ON-LINE**  
*City of Glenwood Springs*  
OUR CITY CHARTER

HOME  
GENERAL PROVISIONS  
CITY COUNCIL AND BOARD AND COMMISSIONS  
CITY ADMINISTRATION AND MUNICIPAL CODES  
SALARIES  
LICENSES AND REGULATIONS  
CONSTRUCTION BUILDING CODES AND REGULATIONS  
LAND DIVISION, DEVELOPMENT AND USE OF LAND  
UTILITIES  
PUBLIC WORKS  
PUBLIC HEALTH  
PUBLIC SAFETY  
GENERAL PROVISIONS

Welcome to the City of Glenwood Springs Municipal Code On-Line

This a new site, developed internally. Though mostly complete, it may contain errors, omissions, or incorrect formatting. We are working to address these as we recognize them, and would appreciate your input should you find a problem that needs attention. It is important to note that while every effort will be made to keep it accurate and current, this site is not an official representation of our ordinances and should be used only as a guide. An official printed version of this document is available from City Hall. Also available is a CDROM containing the files on this site for local browsing on your computer, together with a copy of Acrobat Reader. Please call (970) 945-2373 for pricing and availability.

**Ville de South-Milwaukee en 2002**  
<http://www.ci.south-milwaukee.wi.us/>

City Administration Building  
2624 15th Avenue  
South Milwaukee, WI 53172




*The City of South Milwaukee is located ten miles south of the City of Milwaukee.*

This page is updated on a regular basis.

**Welcome to South Milwaukee**

<ul style="list-style-type: none"> <li>✖ City Departments</li> <li>✖ City Government</li> <li>✖ Elected Officials</li> <li>✖ Churches</li> <li>✖ Your Vote</li> <li>✖ Parks</li> <li>✖ Hometown Publications</li> <li>✖ Boards &amp; Committees - Agenda &amp; Meeting Minutes</li> <li>✖ EPA-Barrel Site (Marina Cliffs/Northwest Barrel)</li> <li>✖ Comprehensive Plan Development</li> <li>✖ Fourth of July Celebration</li> <li>✖ Heritage Days Parade</li> <li>✖ Heritage Days Activities</li> <li>✖ Emergency Information</li> <li>✖ Community Websites</li> <li>✖ Economic Development</li> <li>✖ Beach Testing - Grant Park</li> </ul>	<ul style="list-style-type: none"> <li>✖ Assoc. of Commerce</li> <li>✖ Schools &amp; Recreation</li> <li>✖ Map</li> <li>✖ Calendar of Events</li> <li>✖ History</li> <li>✖ Fire Study</li> <li>✖ Municipal Codes</li> </ul>
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**City of Leicester**

**Information about the City of Leicester and links to other City resources**

**Leicester is a thriving student city.  
During term time over 12% of Leicester's population are students.**

**General Information**

- [BBC Leicester](#)
- [Leicester City Council](#)
- [Leicester City Guide](#)
- [Tourist Information Centre](#)
- [Leicester WA](#)
- [A Walk Around Leicester City Centre](#)
- [This is Leicestershire](#)
- [Government Office for the East Midlands](#)
- [Leicester Promotions](#)
- [East Midlands Network Project](#)
- [EastMidlandNet](#)
- [The Centre](#)

**Environment City**

- [Leicestershire and Rutland Wildlife Trust](#)
- [Leicester Conservation Volunteers \(LCV\)](#)
- [Environ](#)
- [Leicester Environment City](#)
- [Friends of the Earth](#)
- [Institute of Energy and Sustainable Development](#)

**Local Societies and Groups**

- [British Association for the Advancement of Science \(Leicestershire Branch\)](#)
- [Leicestershire Archaeological and Historical Society](#)
- [Leicestershire & Rutland Family History Society](#)
- [Blaby District Council](#)
- [Blaise on the Net](#)

**Sport**

- [Leicester Football Club Ltd \(Tigers\) \[1\]](#)
- [Leicester Football Club Ltd \(Tigers\) \[2\]](#)
- [Leicester City Football Club \[1\]](#)
- [Leicester City Football Club \[2\]](#)
- [Leicestershire Cricket Club](#)
- [Leicestershire Golf Club](#)
- [Leicestershire Mixed Hockey Club](#)
- [Renault Leicester Riders](#)
- [Leicester Volleyball Club](#)

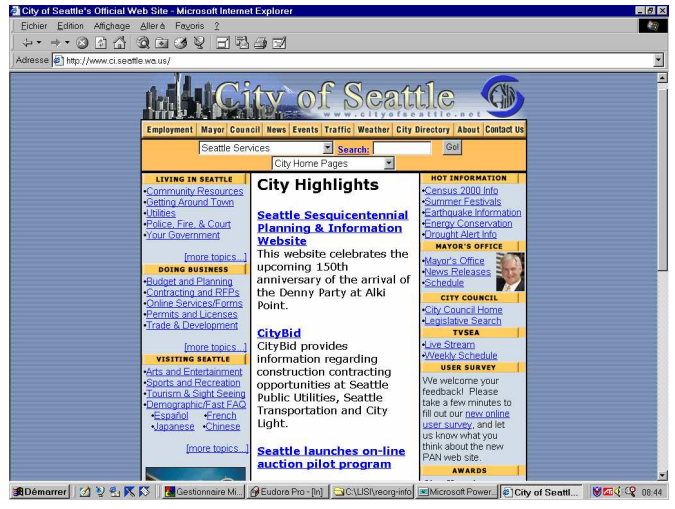
**Entertainment**

- [Cinema in Leicester](#)
- [Hammarket Theatre](#)
- [Little Theatre](#)
- [Phoenix Arts Centre](#)
- [Oxygen Nightclub](#)
- [Ultimate Gigs Guide](#)

**Eating Out**

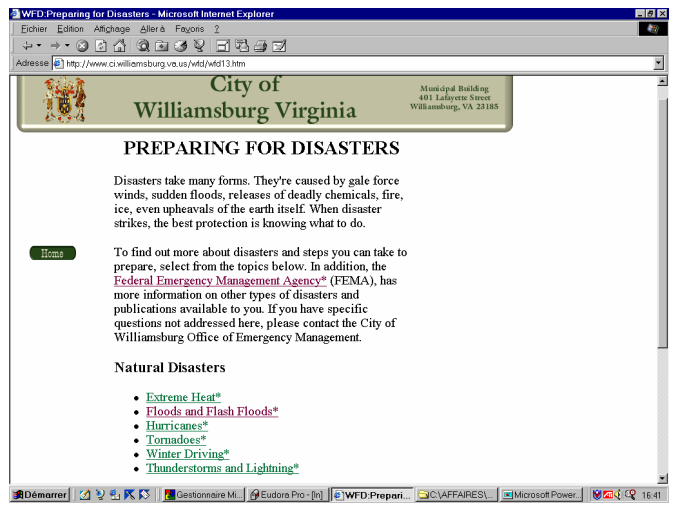
- [Covate](#)

<http://www.ci.seattle.wa.us>



The screenshot shows the City of Seattle website with a navigation bar including links for Employment, Mayor Council, News, Events, Traffic, Weather, City Directory, and About/Contact Us. A search bar is prominently displayed. The main content area features 'City Highlights' with a 'City Home Pages' dropdown, 'City Highlights' section, 'City Highlights' section, 'City Highlights' section, and 'City Highlights' section.

<http://www.ci.williamsburg.va.us/wfd/wfd13.htm>



The screenshot shows the City of Williamsburg Virginia website with the title 'PREPARING FOR DISASTERS'. The page content includes a paragraph explaining that disasters take many forms and that the best protection is knowing what to do. It also includes a 'Home' button and a section for 'Natural Disasters' with a list of disaster types: Extreme Heat, Floods and Flash Floods, Hurricanes, Tornadoes, Winter Driving, and Thunderstorms and Lightning.

### 5.3 – Métaphores visuelles

- Répertoire de services
- Cartes du tendre
- Structure d'hypercartes et argumaps
- Lignes de métro
- Ville virtuelle
- Couvertures de magazines

### Encore South-Milwaukee

City Administration Building  
2424 15th Avenue  
South Milwaukee, WI 53172

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City Administration Building  
2424 15th Avenue  
South Milwaukee, WI 53172

Parcel Mapping & Assessment Data

**NEW City Forms NEW**

- City Departments
- City Government
- Electoral Offices
- Churches
- Your Vote
- Plans
- Official Notices
- Keeping in Touch Newsletter
- Assoc. of Commerce
- Schools/Recreation
- Map
- Calendar of Events
- History
- Fire Study
- Municipal Codes
- Boards & Committees - Agenda & Meeting Minutes
- EPA-Barrel Site (Manna Cliffs/Northwest Barrel)
- Comprehensive Plan Development
- Fourth of July Celebration
- Heritage Days Parade
- Heritage Days Activities
- Emergency Information
- Community Websites
- Economic Development
- Beach Testing - Grant Parks
- Employment Opportunities
- Redevelopment/TE Districts

**Yale University**  
Click on the book title of your choice

Academic Admissions ALUMNI AFFAIRS Campus & Community Life YaleInfo A Yale Sampler

Welcome to Yale University, New Haven, Connecticut. This page is designed for visitors, prospective students, scholars, alumni and members of the community. Frequent Yale Web visitors might prefer to open to [YaleInfo](#).

Access to Yale's electronic services is governed by applicable laws and policies.

[\[Announcements\]](#) [\[Search Yale\]](#) [\[Phone Book\]](#) [\[Job Opportunities\]](#)

**Academics**  
[Yale College](#), Departments, Graduate and Professional Schools, Computing Information, [Libraries](#), and Research Groups

**Admissions**  
Undergraduate, Graduate, Summer and Professional Schools' admissions

**Alumni Affairs**  
Yale Clubs, Educational Programs, Athletics, and other alumni related information

**Campus and Community Life**  
Office of Public Affairs, Press Releases, Community Activities, Publications, Athletics, Administrative Services and Student Organizations

### Répertoire de services

<http://www.cnrm.meteo.fr/present/present.htm>

Infos Plan du site Contact

Actualités  
Emplois & Stages  
Coopération

le coin des...  
Curieux  
Passionnés  
Experts

**Présentation Publications**  
Présentation  
Les moyens  
Publications  
Documentation pédagogique  
Le cahier  
Recherche & Développement

ACCUEIL

- Présentation  
- Les Moyens  
- Publications  
- Documentations pédagogiques  
- Le cahier Recherche et Développement

**Confluences - Lyon**  
<http://confluences-lyon.cef.fr/accueil.htm>

Association loi 1901 - 1 rue Saint Jean F-69005 Lyon - +33(0)472409820

<http://perso.wanadoo.fr/ist-leonardoparis.org/mappa>

<http://www.aisee.com/png/sitemap.htm>

<http://www.forum.mn/>

<http://www-utenti.dsc.unibo.it/~bergonzi/ig/mappa%20sito.html>

<http://www.tafe.swin.edu.au>

<http://mcc.sws.uiuc.edu/sitemap/sitemap.htm>

<http://www.promofit.it/mappa.php>

<http://solar.physics.montana.edu/YPOP/Navigation/Images/sitemap.gif>

[http://www.cmi-services.org/site\\_map.html](http://www.cmi-services.org/site_map.html)

<http://www.cs.york.ac.uk/search/sitemap.php>

<http://www.nsa.com/images/sitemap.gif>

<http://www.ijrr.org/images/sitemap.gif>

## Carte de www.inxight.com

Site Map

## Autre exemple

<http://www.cs.rpi.edu/~puninj/RGML/EXTREME/TALK/rgml/all.html>

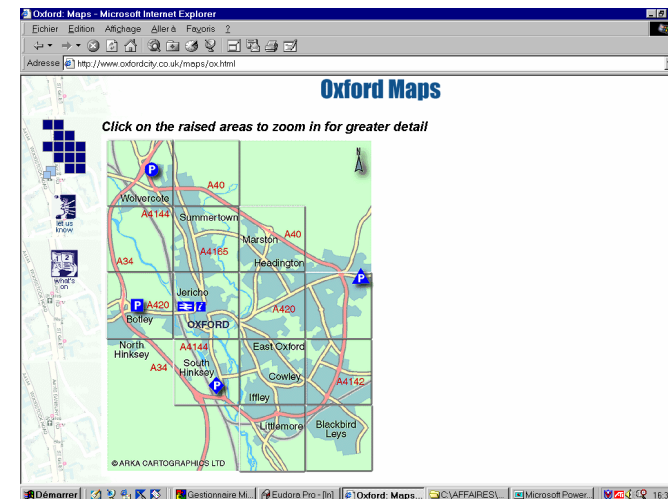
	<p><a href="http://www.netcentriccommunity.com/iAppliance/WebMap.jpg">http://www.netcentriccommunity.com/iAppliance/WebMap.jpg</a></p>
	<p><a href="http://www.webmap.com">http://www.webmap.com</a></p>

## http://www.silkroaddance.com/

## Hypercartes

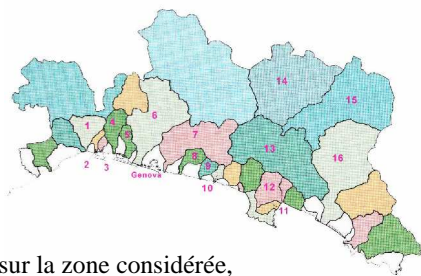
- Liens à partir de cartes
- Autres noms
  - Cartes cliquables
  - Cartes actives
  - Images mappées
- Zones actives : point, ligne, surface

<http://www.oxfordcity.co.uk/maps/ox.html>



## Hypercartes de risques à Gènes (Italie)

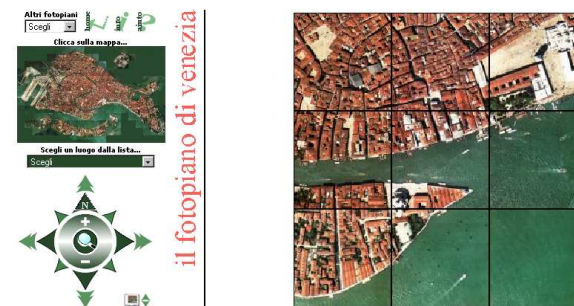
<http://www.provincia.genova.it/pdb/pdb03.htm>



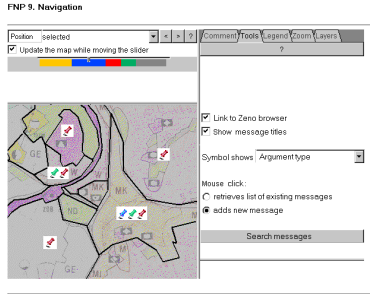
En cliquant sur la zone considérée,  
on obtient la description des risques

## Portail basé sur des photos aériennes (Venise)

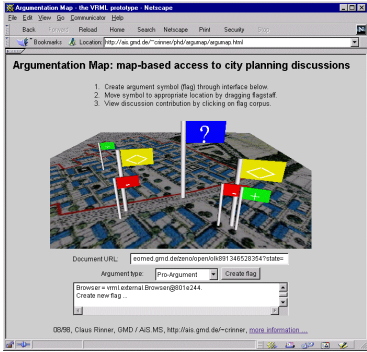
<http://www.comune.venezia.it/urbanistica/fotopiano/VenCS.htm>

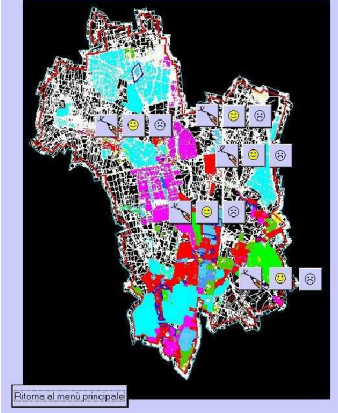


## Argumaps avec épingles



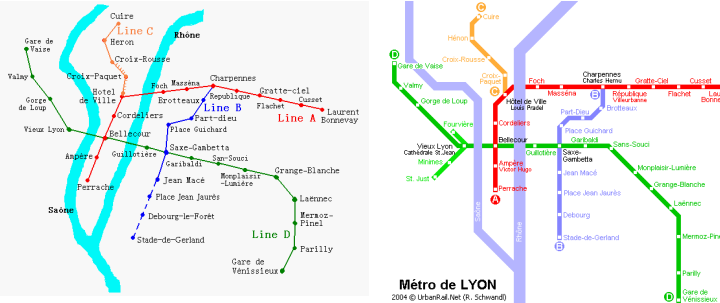
## Argumaps avec drapeaux





**Argumaps with smileys**  
by L.Zanini and C. Zanatti

## Métaphore des lignes de métro

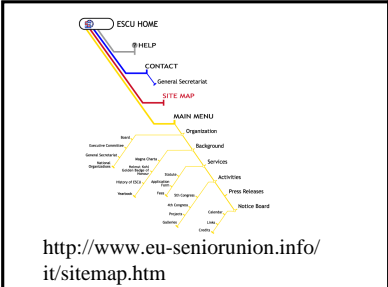




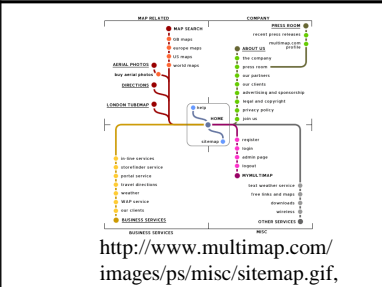
## Métaphore de la carte du métro

- Simplification du monde réel
- Familier
- Caractéristiques
  - facile à trouver son chemin
  - directions horizontales et verticales privilégiées
- Organisation du cheminement sur la documentation ou les renseignements

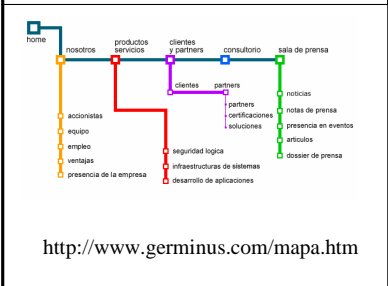
## Guide de Londres



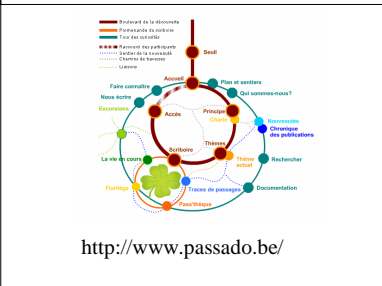
<http://www.eu-seniorunion.info/it/sitemap.htm>



<http://www.multimap.com/images/ps/misc/sitemap.gif>

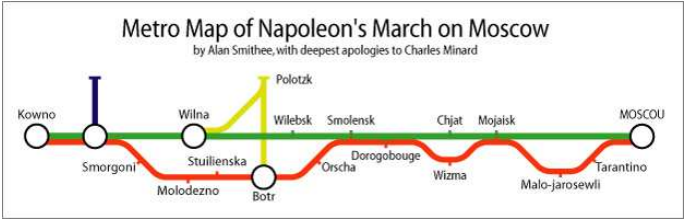


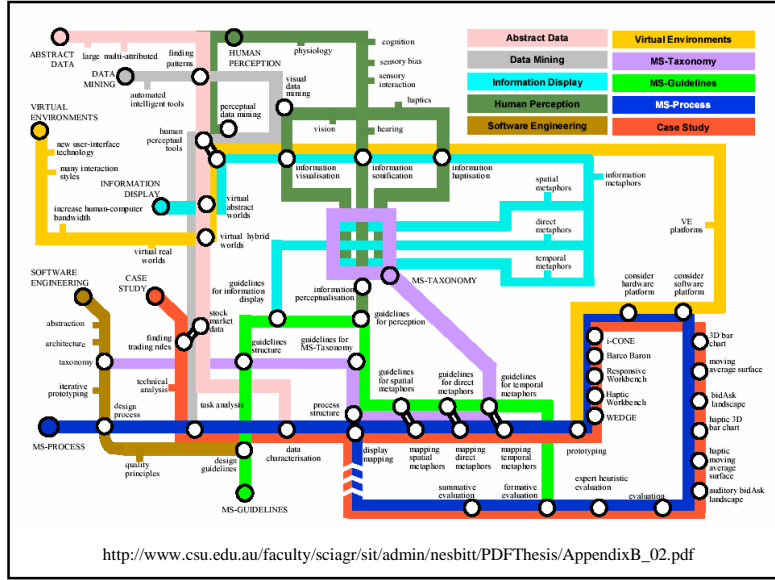
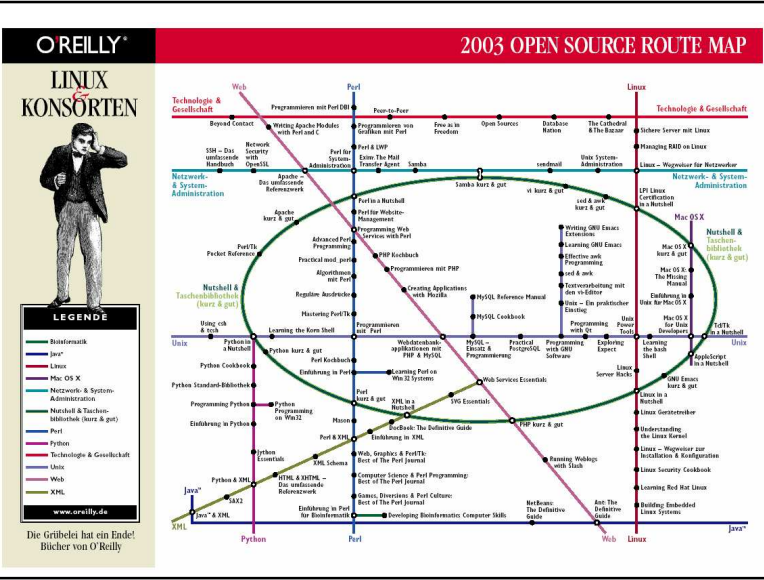
<http://www.germinus.com/mapa.htm>



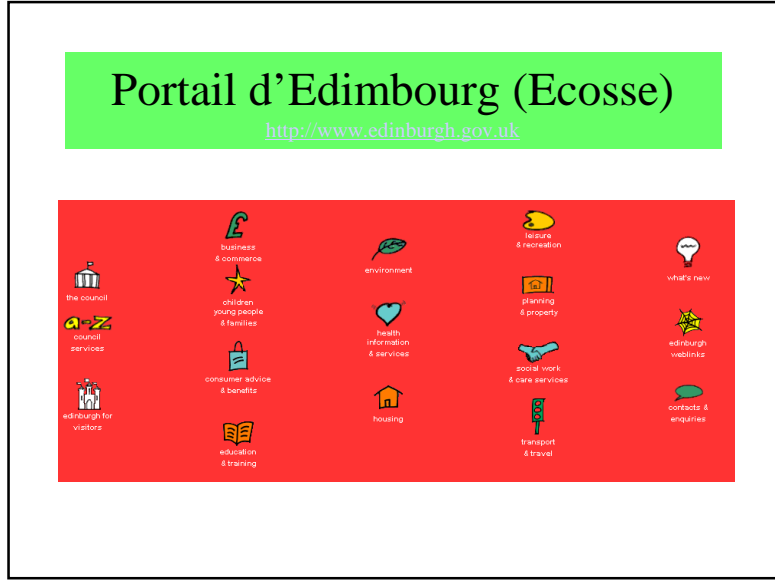
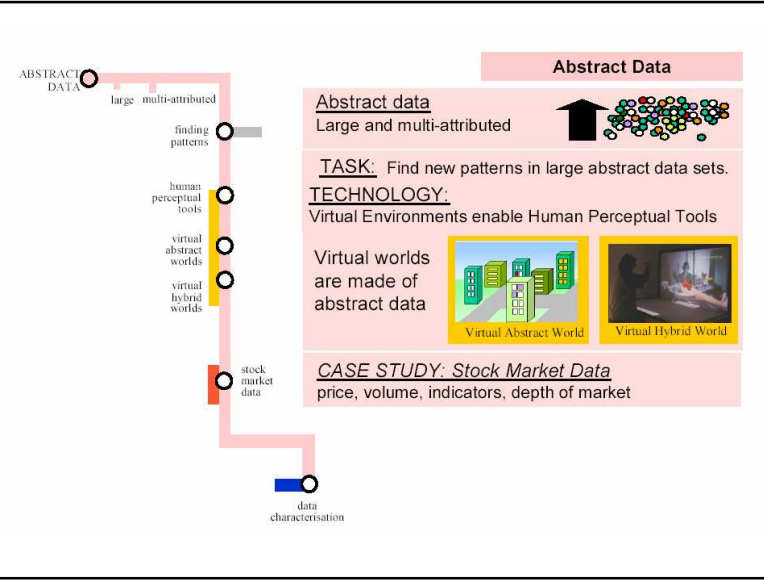
<http://www.passado.be/>

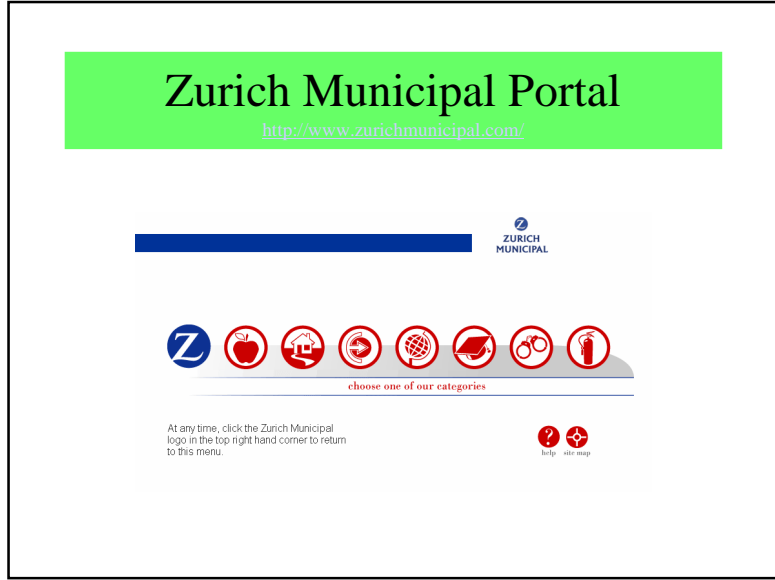
## Application de cette métaphore





[http://www.csu.edu.au/faculty/sciagr/sit/admin/nesbitt/PDFThesis/AppendixB\\_02.pdf](http://www.csu.edu.au/faculty/sciagr/sit/admin/nesbitt/PDFThesis/AppendixB_02.pdf)





## Portail Rigatoni : Riga-City


<http://www.rigatoni.ch/start.html>

## Façades

<http://www.snv.fr>

Se promener dans la rue...

<p><b>N°8</b> Lyonnaise de Banque <a href="#">Nos coordonnées</a></p>	<p><b>N°7</b> Emir (Etabl) tapis d'Orèze et d'artisanat <a href="#">Plan</a> <a href="#">Photo</a> téléphone 04 78 27 22 11 Emir (Ets) reproductions, réparation, restauration de tapis et tapisseries <a href="#">Plan</a> <a href="#">Photo</a> 04 78 28 05 22 Photo Harvey laboratoires et travaux de photographie, vidéo et cinéma <a href="#">Plan</a> <a href="#">Photo</a> 04 72 07 07 05 04 78 38 96 05 SNC Favier journaux, presse, revues (détail) <a href="#">Plan</a> <a href="#">Photo</a> 04 78 28 88 17</p>
<p><b>N°10</b> Groupe Defond Roux coiffeurs, coiffeuses <a href="#">Plan</a> <a href="#">Photo</a> 04 72 98 22 50 04 72 98 22 59 John Nathan bijouterie, joaillerie, bijouterie (détail) <a href="#">Plan</a> <a href="#">Photo</a> 04 78 28 17 49 04 78 38 91 21</p>	<p><b>N°9</b> La Maison des Bibliothèques fabrication de bibliothèques et de rayonnages <a href="#">Plan</a> <a href="#">Photo</a> 04 78 28 38 51 Look Voyages agences de voyages <a href="#">Plan</a> <a href="#">Photo</a> 04 78 29 58 45 04 72 07 07 48 Serge Bossi coiffeurs <a href="#">Plan</a> <a href="#">Photo</a> 04 78 29 08 08 <a href="http://www.bossi.com">http://www.bossi.com</a></p>

 <p>http://www.ci.lynchburg.va.us</p>	 <p>http://www.ci.baltimore.md.us/</p>
 <p>http://www.sunysb.edu/</p>	 <p>http://www.unh.edu/</p>

## 5.4 – Analyses d'exemples

- Différents types de portails
- Métaphores utilisées
- Lisibilité par l'utilisateur

## Portail du Musée du Louvres



The screenshot shows the Louvre Museum website with a navigation menu on the left, a central banner for an exhibition, and a 'Welcome to the Louvre Museum' section at the bottom.

## Portail des Musées Canadiens



The screenshot shows the Virtual Museum of Canada website with a navigation bar, a central area with colorful arches representing museum gateways, and a search bar on the right.

### Portail du MUVA

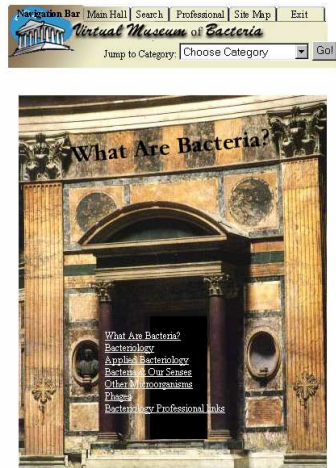
<http://www3.diarioelpais.com/muva2/#>



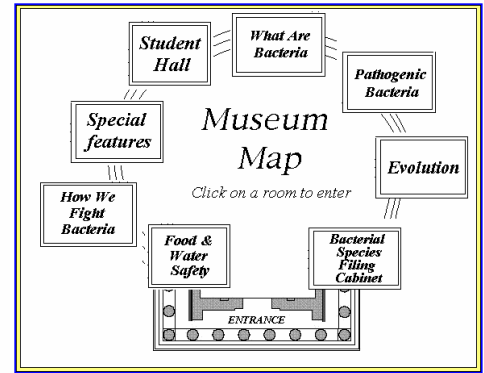
### Musée des Bactéries

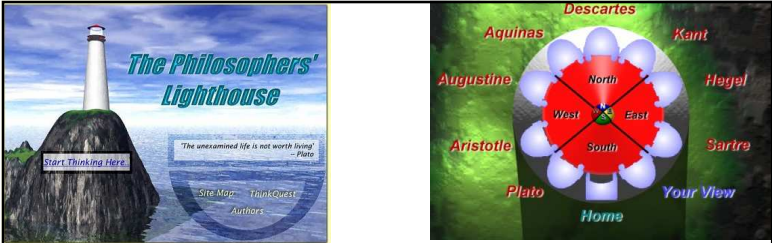


### Entrée

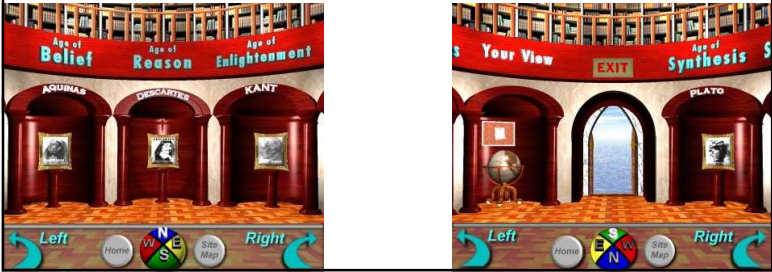


### Site du Musée des Bactéries



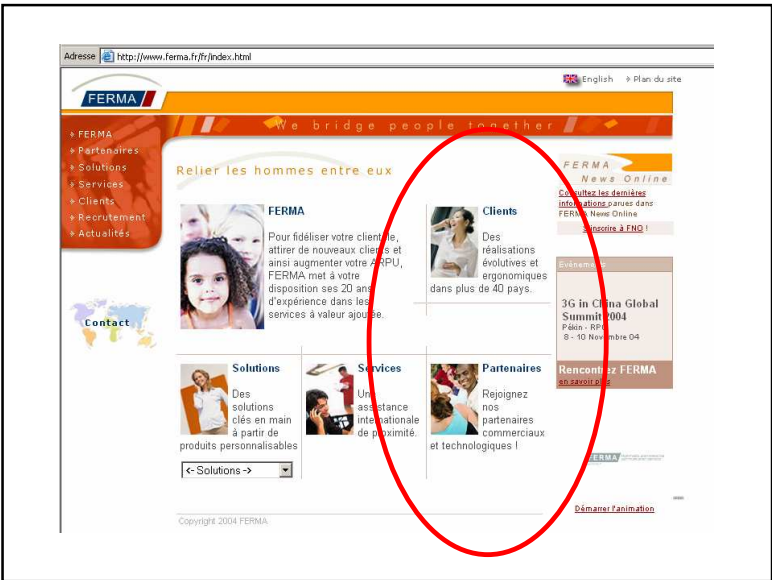
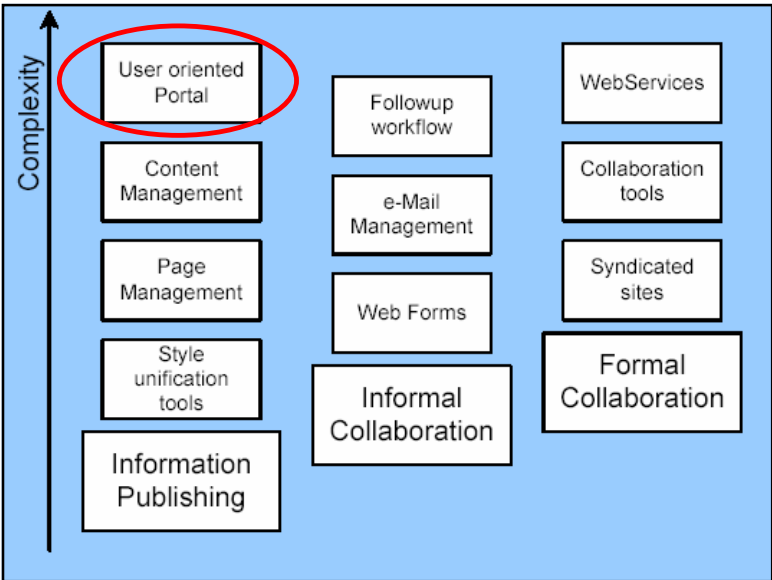


<http://library.thinkquest.org/18775/index.htm>



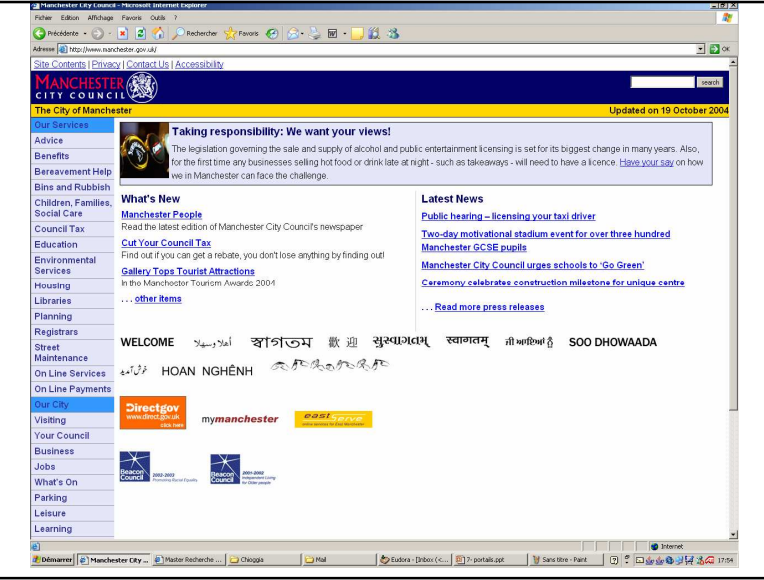
## 5.5 – Portails orientés utilisateurs

- Portails classiques
  - liste organisée de fonctionnalités
- Renversement de perspectives
  - organisation par type d'utilisateurs









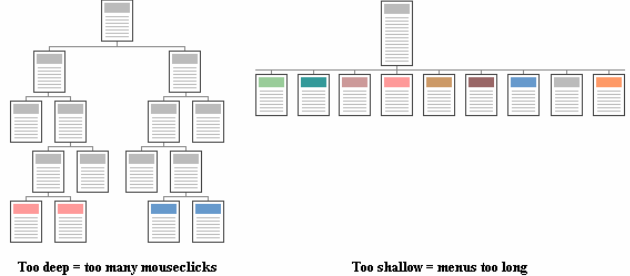
## Identifications des utilisateurs

- Qui peuvent-ils être ?
  - Choix difficile à décider à la conception
  - Etude par similarité
- Que peuvent-ils chercher
- Quels services peuvent-ils avoir besoin ?
  
- Affectation des services

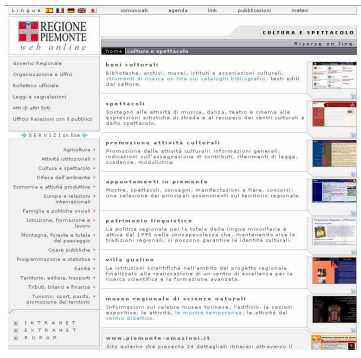
## 5.6 – Conception d'un portail

- Buts du portail
  - messages
  - services
- Identification des familles d'utilisateurs
- Définitions et affectations des services
- Plusieurs chemins pour atteindre les informations (≠ arbre)

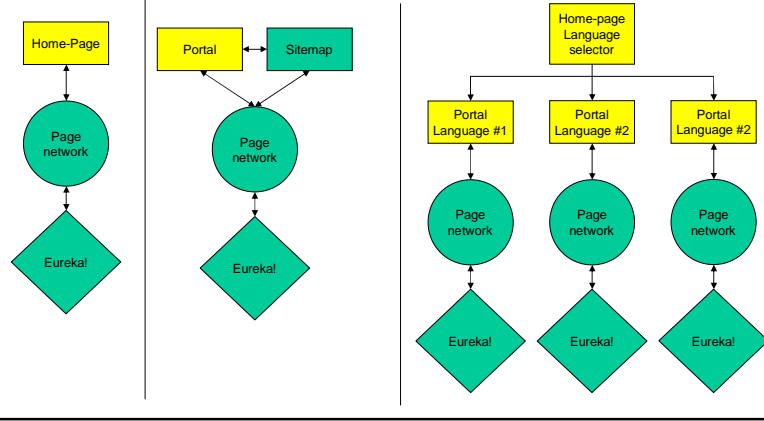
## Hiérarchies en largeur ou en profondeur



## Portail avec image de sous-portails



## Différents modèles d'organisation



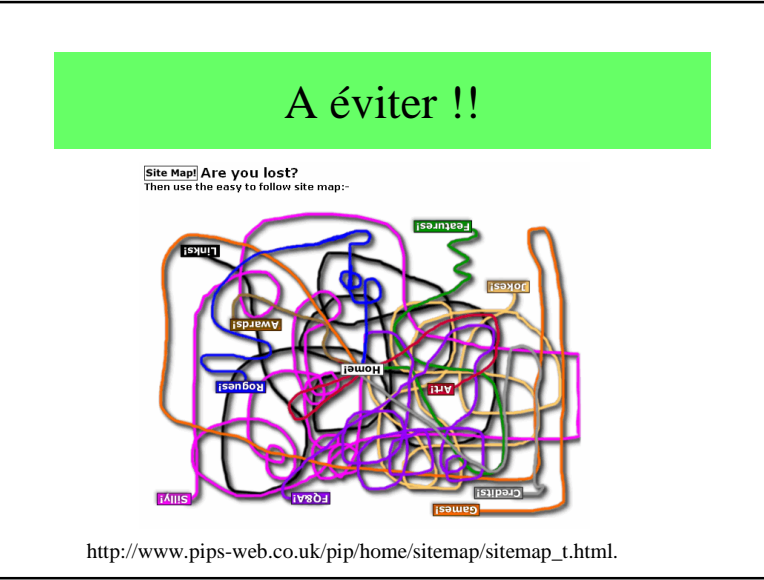
## Niveau visuel

- Choix de la charte graphique
- Choix de la métaphore visuelle
- Aspects esthétiques

The image shows a screenshot of the Fashion Planet website. The layout is visually rich and balanced, featuring a central image of a model in a red dress. To the left is a 'TABLE OF CONTENTS' menu. To the right are several promotional banners for 'Miracle on Madison Avenue', 'Return of the Royals', 'The Rites of Spring', 'Holiday Gifts', 'Windows on New York', and 'Saks Fifth Avenue'. A green box at the bottom left contains the text 'Portail mal équilibré' (Unbalanced portal).

Portail mal équilibré

<http://www.fashion-planet.com/>



## 5.7 – Conclusions

- Importance des portails visuels
- Accès global aux informations
- Métaphores
  - Pertinence
  - Lisibilité
  - Compréhension
- Orientation vers les utilisateurs