

Chapter VIII

Visual Portals to Multimedia Information Systems

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



What is a portal?

- **Portal** = an entry mechanism for an information system
- **A good portal** = a portal allowing the access of all important information
- Problem: how to organize portals?

What is a sitemap?

- Structure allowing the access to ALL information of a website
- Portals: selection of the more important information
- Links between portals and sitemaps
- Metaphor of the news magazine
 - Cover → portal
 - Contents → sitemap

Objective of this chapter

- Analyze the pros and cons of visual portals and sitemaps
- Analyze the more frequent metaphors
- Give recommendations for design

Contents

- 8.1 – Alphanumeric portals and sitemaps
- 8.2 – Visual Metaphors
- 8.3 – User-oriented portals
- 8.4 – Portal design
- 8.5 – Conclusions

8.1 – Alphanumeric Portals and Sitemaps

- Text-only

Example

<http://www.glenwood-springs.com/municipal-code-on-line.html>



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

• Charter
• GENERAL ORDINANCES
• POLICE DEPARTMENT AND COMMISSIONS
• CITY ADMINISTRATION AND MUNICIPAL COURT
• REVENUE COLLECTION
• BUSINESS LICENSES AND REGULATIONS
• BUILDING INSPECTION BUILDING CODES AND REGULATIONS
• ZONING, PLANNING AND USE OF LAND
• PUBLIC UTILITIES
• PUBLIC SAFETY
• PUBLIC WORKS
• CEMETERY PROVISIONS

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

This a new site, derived from City Hall. Though mostly complete, it may contain errors, omissions or incomplete information. We are working to address these as we encounter them. We appreciate your input should you find any errors or omissions. It is important to note that while this page offers a quick reference to laws and regulations, they are not the official provisions of our ordinance and should be used only as a guide. An official printed version of this document is available from City Hall. Also available is a CD-ROM containing the files on this site for local browsing on your computer, together with a copy of Acrobat Reader. Please call (970) 945-2575 for pricing and availability.

City of South-Milwaukee in 2002
<http://www.ci.south-milwaukee.wi.us/>

City Administration Building
203 15th Avenue
South Milwaukee, WI 53172

e-mail the City of
South Milwaukee
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

- City Departments
- City Government
- Elected Officials
- Churches
- Your Vote
- Parks
- Hometown Publications
- Assoc. of Commerce
- Schools & Recreation
- Map
- Calendar of Events
- History
- Fire Study
- Municipal Codes
- Boards & Committees - Agenda & Meeting Minutes
- EPA-Barrel Site (Marina 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 Park


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 Grade
- Tourist Information Centre
- Leicester Web
- A Walk Around Leicester City Centre
- This is Leicestershire
- Government Office for the East Midlands
- Leicester Promotions
- East Midland Network Project
- EastMidland.Net
- The Centre

Environment City

- Leicestershire and Rutland Wildlife Trust
- Leicester Conservation Volunteers (LCV)
- Enviro
- Leicester Environment City
- Friends of the Earth
- Institute of Energy and Sustainable Development

Sport

- Leicester Football Club Ltd (Tiger) [1]
- Leicester Football Club Ltd (Tiger) [2]
- Leicester City Football Club [1]
- Leicester City Football Club [2]
- Leicestershire Cricket Club
- Leicestershire Golf Club
- Leicestershire Mixed Hockey Club
- Renaissance Leicester Riders
- Leicester Volleyball Club

Entertainment

- Cinemas in Leicester
- Harmar et Thaine
- Little Theatre
- Phoenix Arts Centre
- Oxygen Nightclub
- Ultimate Gag Guide

Eating Out

- Covatis

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

LIVING IN SEATTLE

- Community Resources
- Getting Around Town
- Utilities
- Police, Fire, & Court
- Your Government

DOING BUSINESS

- Budget and Planning
- Contracting and RFPs
- City Services
- Permits and Licenses
- Trade & Development

VISITING SEATTLE

- Arts and Entertainment
- Sports and Recreation
- Tourism & Sight Seeing
- Demographic/Fast FAQ
- Español
- French
- Japanese
- Chinese

Seattle Highlights

Seattle Sesquicentennial Planning & Information Website

This website celebrates the upcoming 150th anniversary of the arrival of the Denny Party at Alki Point.

CityBiz

Provides information regarding construction contracting opportunities at Seattle Public Utilities, Seattle Transportation and City Light.

Seattle launches on-line auction pilot program

HOT INFORMATION

- Census 2000 Info
- Summer Festivals
- Earthquake Information
- Energy Conservation
- Drought Alert Info
- Mayor's Office
- New Releases Schedule
- City Council Home
- Legislative Search
- Joe Straus
- Weekly Schedule

USER SURVEY

We welcome your feedback! Please take a few minutes to fill out our [online user survey](#), and let us know what you think about the new PAN web site.

AWARDS

<http://www.ci.williamsburg.va.us/wfd/wfd3.htm>

PREPARING FOR DISASTERS

Disasters take many forms. They're caused by gale force winds, sudden floods, releases of deadly chemicals, fire, ice, even upheavals of the earth itself. When disaster strikes, the best protection is knowing what to do.

To find out more about disasters and steps you can take to prepare, select from the topics below. In addition, the [Federal Emergency Management Agency](#) (FEMA), has more information on other types of disasters and publications available to you. If you have specific questions not addressed here, please contact the City of Williamsburg Office of Emergency Management.

Natural Disasters

- Extreme Heat*
- Floods and Flash Floods*
- Hurricanes*
- Tornadoes*
- Winter Driving*
- Thunderstorms and Lightning*

8.2 – Visual Metaphors

- Service directory
- Tendermaps (Cartes du Tendre)
- Structure of hypermaps and argumaps
- Metroline
- Virtual city
- Cover of news magazines

Still South-Milwaukee



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



email the City of
South Milwaukee
The City of
South Milwaukee is
located 10 miles
south of the
City of Milwaukee.

This page is updated
on a regular basis.

Welcome to South Milwaukee

Parcel Mapping & Assessment Data

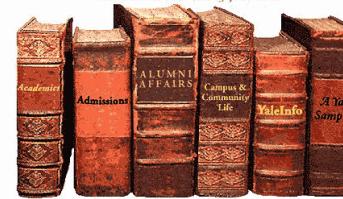
NEW City Forms **NEW**

- City Departments
- City Government
- Elected Officials
- Churches
- Your Vote
- Parks
- Official Notices
- Keeping in Touch Newsletter
- Assoc. of Commerce
- Schools/Recreation
- Maps
- Calendar of Events
- History
- Fire Study
- Municipal Codes
- Boards & Committees - Agenda & Meeting Minutes
- EPA Barrel Site (Manna Cliffs/Northwest Barrel)
- Comprehensive Plan Development
- Board of Justices/Redevelopment
- Heritage Days Parade
- Heritage Days Activities
- Emergency Information
- Community Websites
- Economic Development
- Beach Testing - Grant Park
- Employment Opportunities
- Redevelopment/I-94 Districts

Service directory

Yale University

Click on the book title of your choice



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
[YaleCollege](#), 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

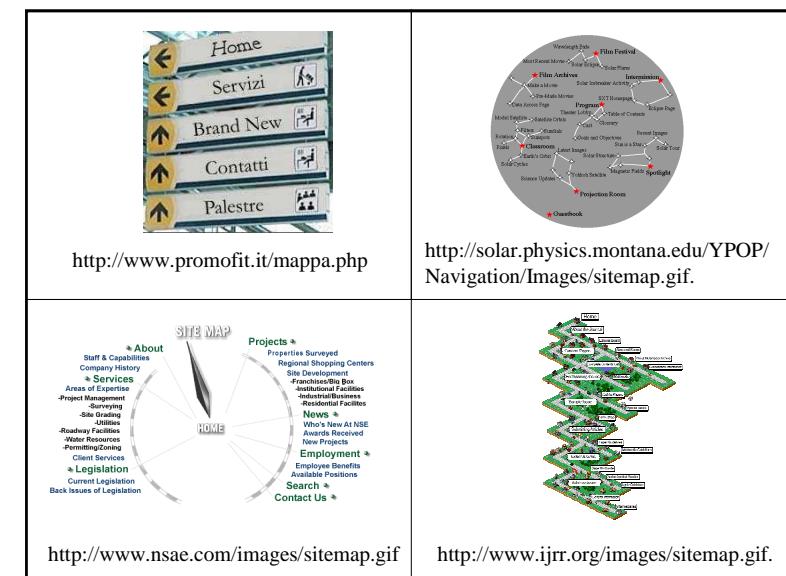
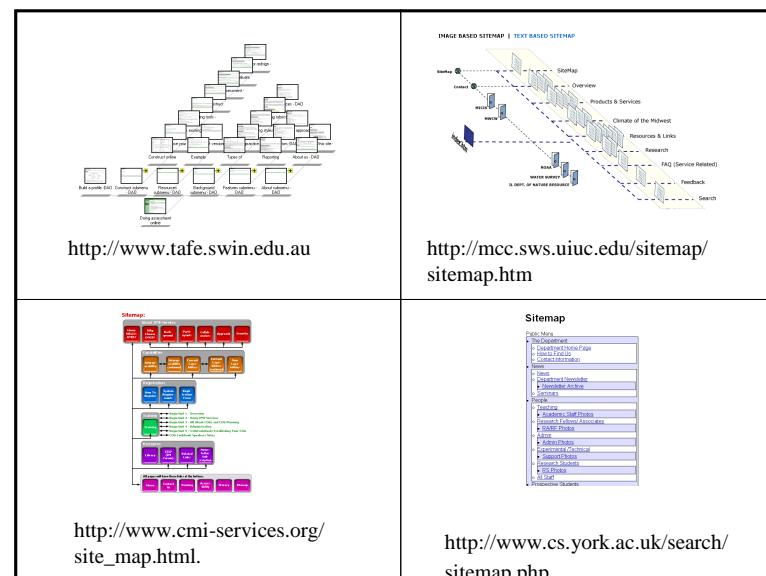
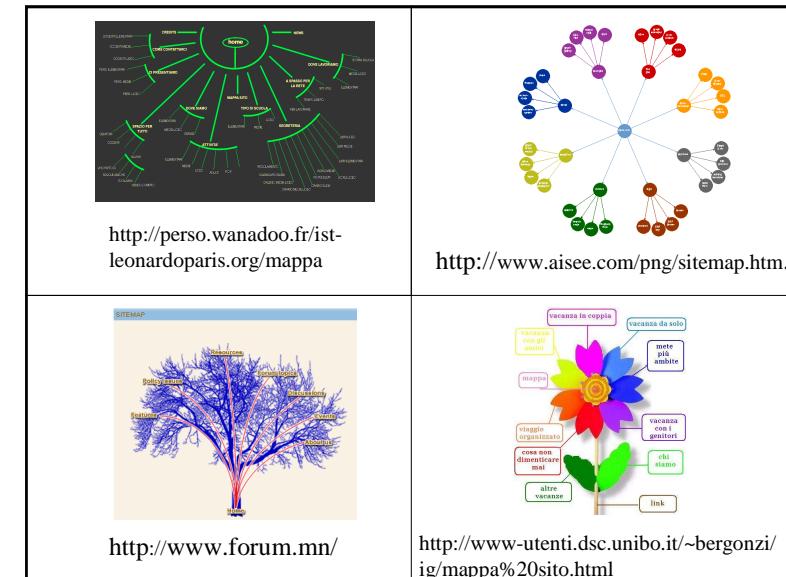
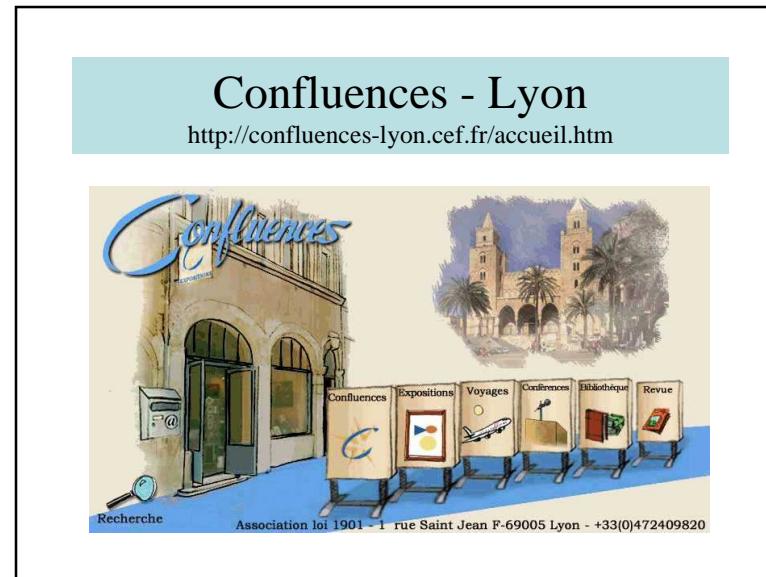
<http://www.cnrm.meteo.fr/present/present.htm>

- Présentation
- Les Moyens
- Publications
- Documentation pédagogique
- Le cahier Recherche et Développement



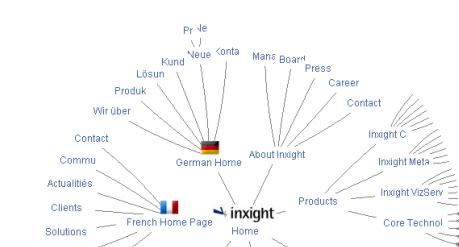
Actualités
Emplois & Stages
Coopération
le coin des...
Curieux
Passionnés
Experts
Présentation Publications

Infos Plan du site Contact



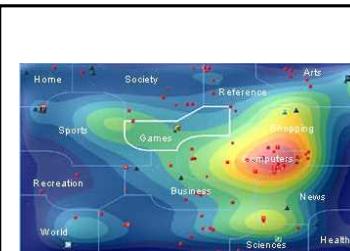
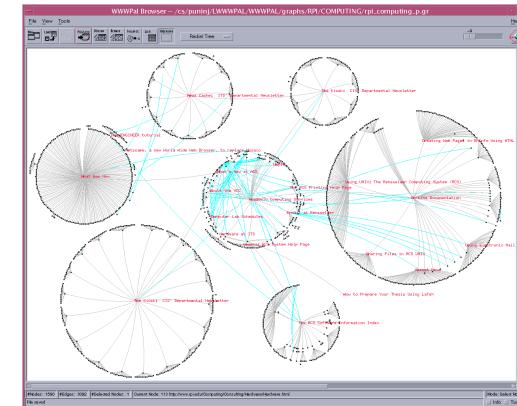
Map from www.inxight.com

Site Map

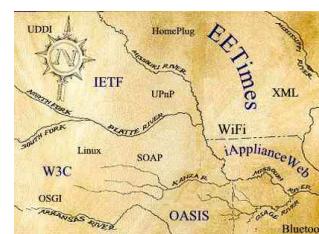


Other example

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

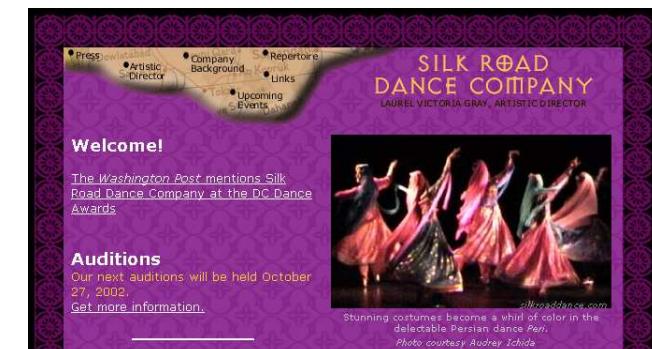


<http://www.netcentriccommunity.com/iAppliance/WebMap.jpg>



<http://www.webmap.com>

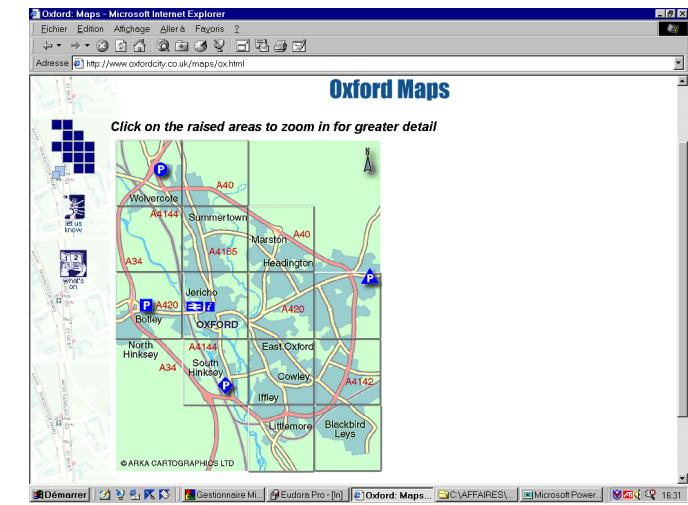
<http://www.silkroaddance.com/>



Hypermaps

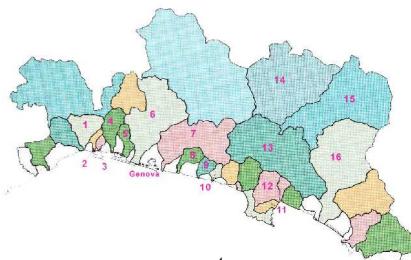
- Links from maps
- Other names
 - Clickable maps
 - Active maps
 - Mapped images
- Active zones: point, line, area

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



Risk hypermaps in Genoa, Italy

<http://www.rischiogenova.it/politiche.htm>



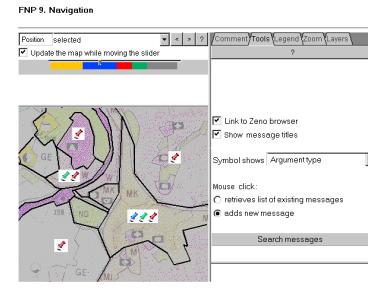
By clicking on a zone, we can get
description of present risks

Portal based on aerial photos (Venice)

<http://www.venezia.comune.venezia.it/photopano/VenS.htm>



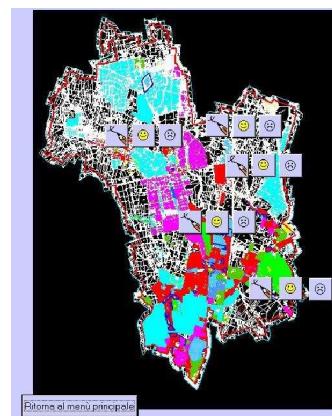
Argumaps with spins



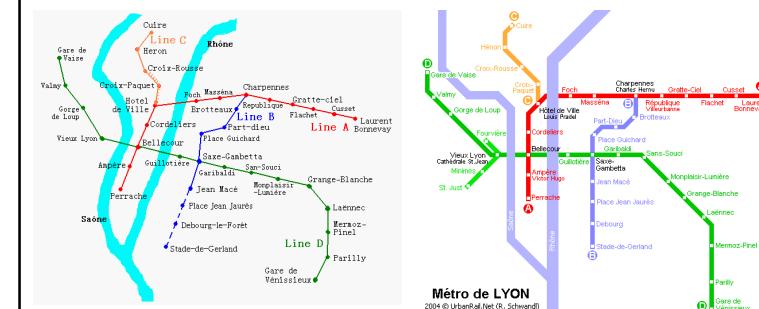
Argumaps with flags



Argumaps
with
smileys
by
L.Zanini
and
C. Zanatti



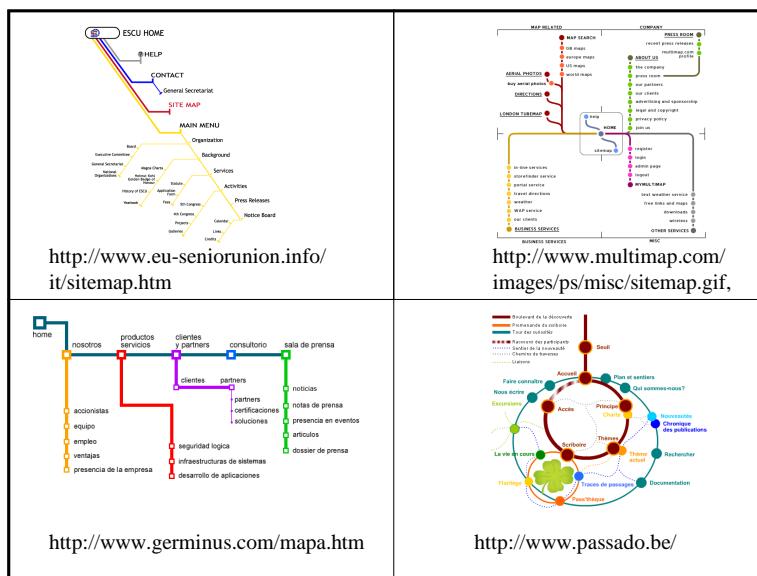
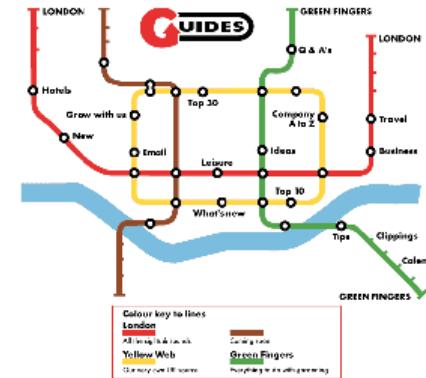
Metroline map metaphor



Metroline map metaphor

- Simplification of the real world
- Familiar
- Characteristics
 - Easy to find a path
 - Privileged horizontal and vertical directions
- Organization of traveling path on documentation or on information

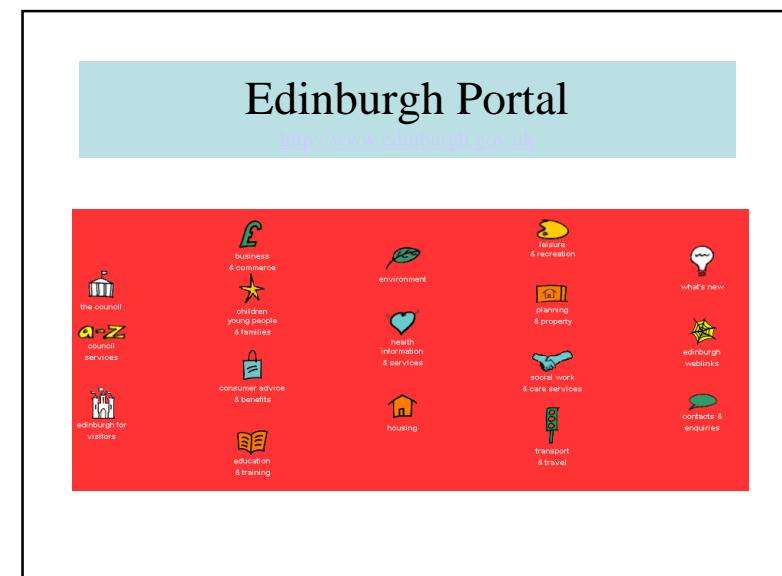
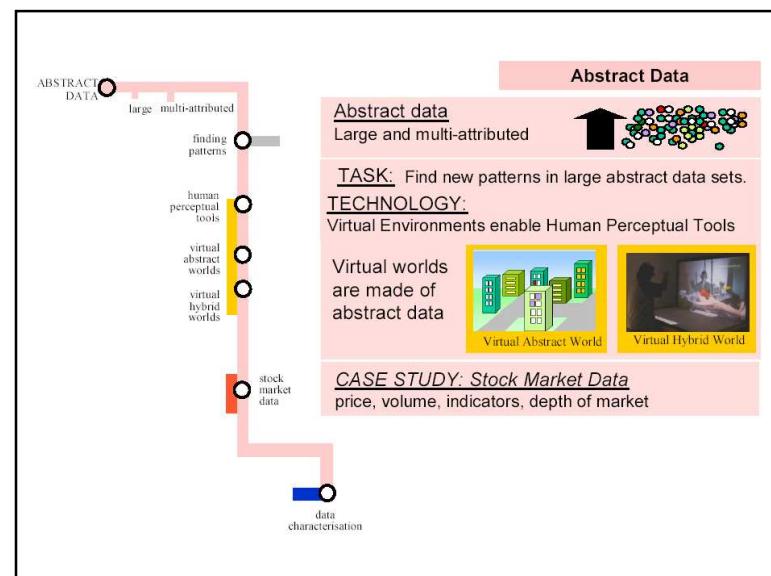
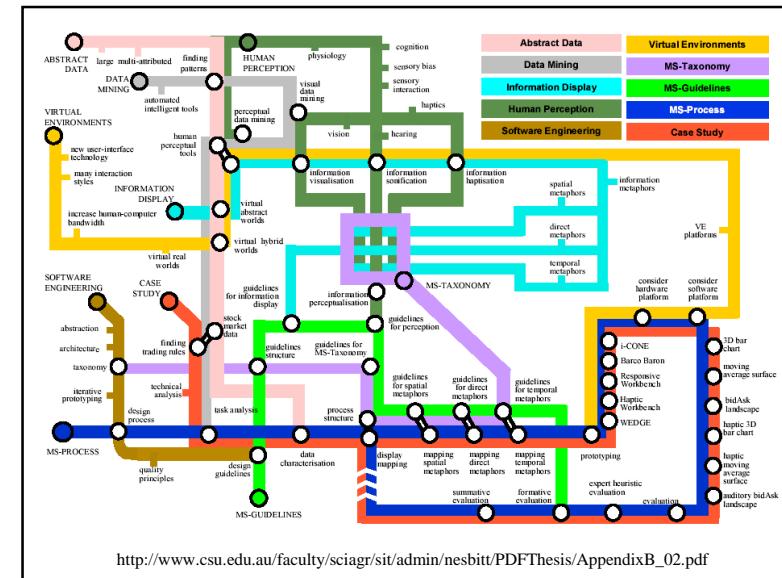
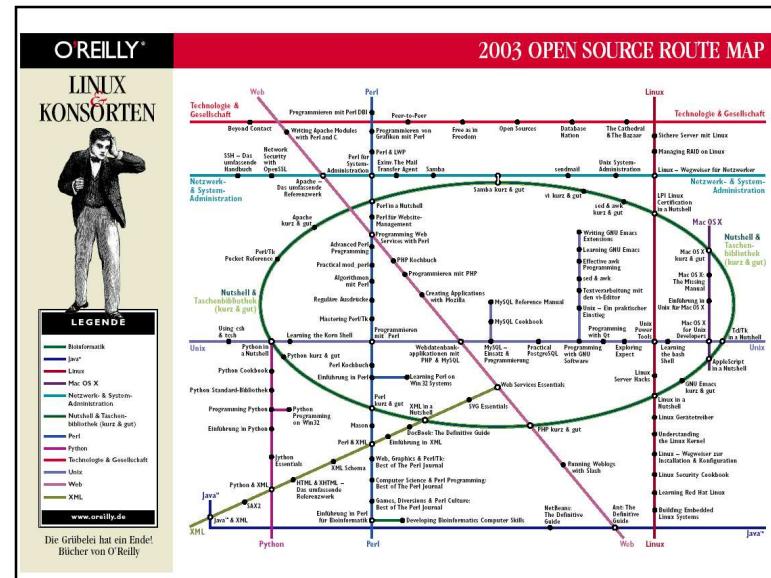
London Guide



Application of this metaphor

Metro Map of Napoleon's March on Moscow
by Alan Smithie, with deepest apologies to Charles Minard





Zurich Municipal Portal

<http://www.municipal.ch>

Benvenuti a Bologna e dintorni...

Welcome to Bologna and its neighbourhood...

Mappa virtuale della città - Virtual map of the city

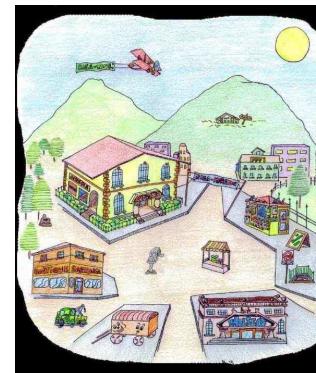
<http://www.nettuno.it/bologna/MappaWelcome.html>

Virtual City of Santa Clarita

<http://www.santa-clarita.com/>

Rigatoni Portal: Riga-City

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



Virtual Town

Location: <http://www.csif.cs.uddavis.edu/virt-town/town-graphic.html>

The Virtual Town



Façades

<http://www.viseo.fr>

Vous êtes au n° 5

RUE CREBILLON

Ce bâtiment a 2 façades

Façade Rue crebillon

Façade 20 rue de l'odeon (principale)

Nos coordonnées

Adresse

Thème

Zone géographique

Retour accueil

Se promener dans la rue...

N°8 Lyonnaise de Banque

Nos coordonnées

N°7 Emir (Etabl.) tapis d'Orient et d'artisanat

Plan Photo

04 78 27 22 11

Emir (Ets) reproduction, réparation, restauration de tapis et tapisseries

Plan Photo

N°9 La boulangerie du Bistro bûcheuses fabrication de bûcheuses et de rayonnages

Plan Photo

04 78 28 05 22

Plasto Harvey laboratoires et travaux de photographie, vidéo et cinéma

Plan Photo

04 72 07 97 65

04 72 30 00 05

SNC Favier journaux, presse, revues (détail)

Plan Photo

04 78 28 88 17

N°10 Groupe Défenseurs l'assurance couverts d'assurances

Plan Photo

04 72 96 22 50

04 72 96 22 55

John Nathan bijouterie, joaillerie, horlogerie (détail)

Plan Photo

04 78 28 17 49

04 78 30 91 21

Look Voyages agence de voyages

Plan Photo

04 78 29 58 45

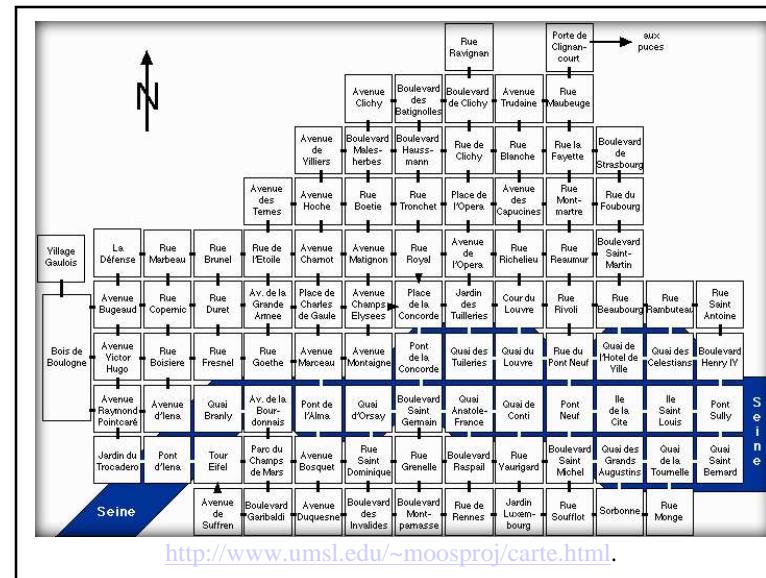
04 72 07 07 48

Sergio Bossi coiffeur

Plan Photo

04 78 28 88 00

<http://www.bossi.com>



Four screenshots of university websites:

- Lynchburg, Virginia:** The City of Lynchburg website features a large image of a historic building and links to city services.
- Baltimore, Maryland:** The City of Baltimore website features a large graphic of a city skyline with the text "Welcome Citizen Visitor Municipal Business" and "Baltimore Mayor's Office".
- Stony Brook University:** The Stony Brook University website features a football player and links to academic programs and student resources.
- University of New Hampshire:** The University of New Hampshire website features a dancer and links to news and events.

<http://www.ci.lynnburg.va.us>

<http://www.ci.baltimore.md.us/>

<http://www.sunysb.edu/>

[http://www.unh.edu/.](http://www.unh.edu/)

Analyses of some examples

- Various types of portals
- Used metaphors
- User readability

Louvre Museum Portal



Canadian Museums Portal

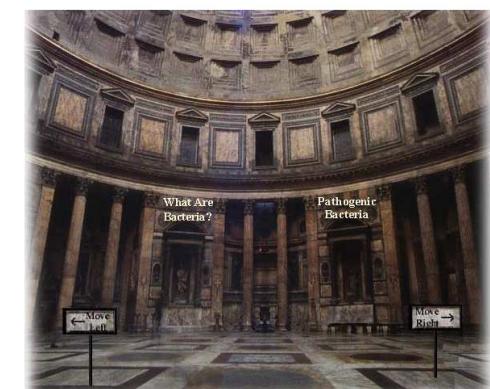


MUVA Portal

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



Bacteria Museum



Entry gate

Bacteria Museum Sitemap

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

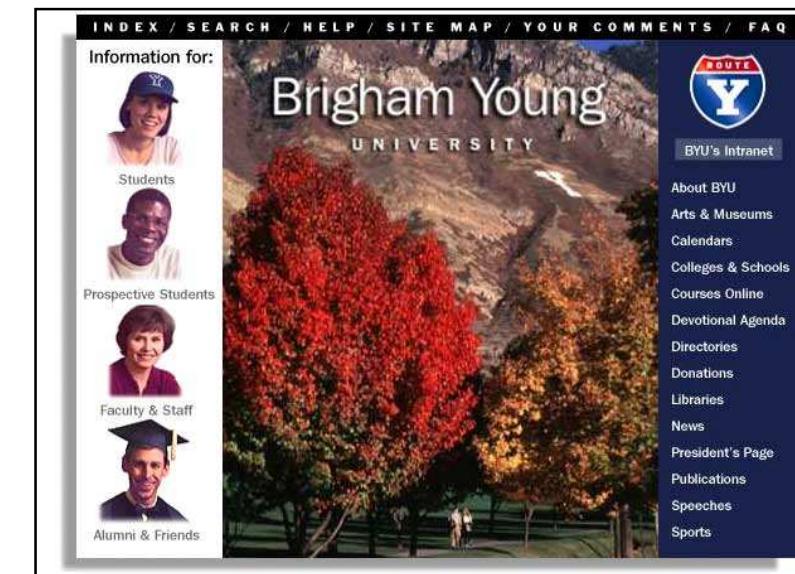
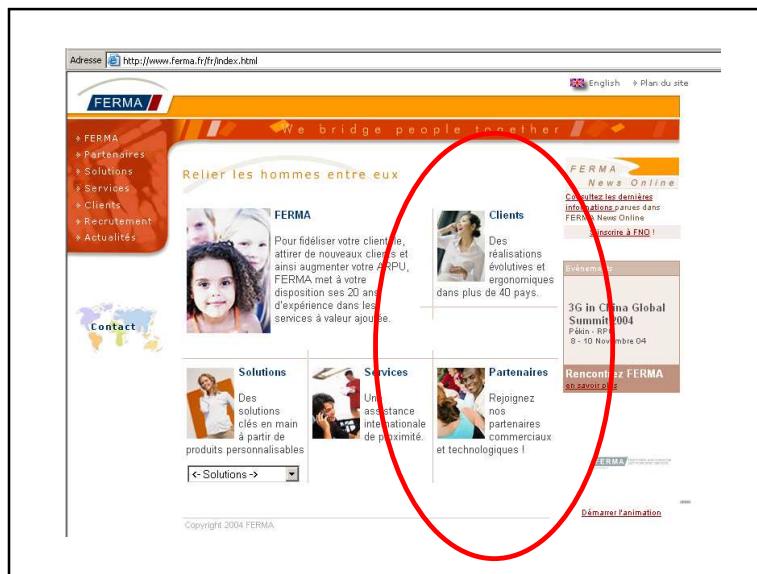
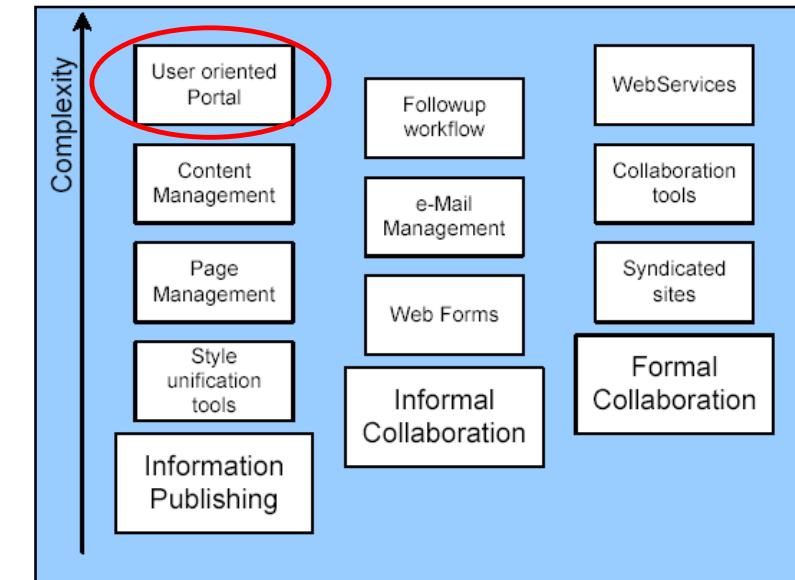
With thumbnails

Nice

Piedmont

8.3 – User-oriented Portals

- Conventional portals
 - Organized list of functionnalities
 - Information
 - Services
- Modification of point of view
 - Organized by user's profiles



The screenshot shows the homepage of the Comune di Salerno website. On the left, there is a sidebar with links such as "Il Comune", "Chi amministra", "Settori", "Sala stampa", "Bandi e concorsi", "Guida ai servizi", "Chi sei", "Argomenti", "Info", "Mappe", "Meteo", "Links utili", and "Contattaci". The main content area features a large orange box containing a list of visitor categories: Senior citizens, Handicapped, Women, Emigrates, Family and children, Young, Immigrate, Businessman, Invalid, Sportif, Student, and Tourist. At the top, there is a header with the city's name and a search bar.

This block contains four screenshots of international websites:

- Seattle citizen language:** A page listing non-English languages supported by the city of Seattle. Languages include Spanish, French, German, Italian, Chinese, Japanese, Korean, and Vietnamese. The URL is <http://www.ci.seattle.wa.us/html/citizen/language.htm>.
- Study Centre:** A logo for the "STUDY CL CENTRE MONTREUX" with a banner. The URL is <http://www.studycentre.ch>.
- Boulder:** A screenshot of the City of Boulder website featuring a "Welcome to Boulder" message, weather information, and a green partnership badge. The URL is <http://www.ci.boulder.co.us/>.
- Brussels:** A map of Europe with a red and yellow graphic overlay, labeled "REGION DE BRUXELLES-CAPITALE BRUSSELS HOOFDSTAD GENEVES 2006". The URL is <http://www.bruxelles.irisnet.be/>.

The screenshot shows the homepage of the City of Strasbourg Portal. It features a large green arrow pointing to the right, a banner with the text "City of Strasbourg Portal" and the URL "http://www.mairie-strasbourg.fr/", and a "Bienvenue - Welcome - Willkommen - Strasbourg" section with a photo of the city. The main content area includes a "Strasbourg découverte" section and a "Vie municipale" section.

The screenshot shows the Manchester City Council website in Microsoft Internet Explorer. The page displays news articles, a "What's New" section, and a "Latest News" section. It also features a "Directgov" link and a "mymanchester" link. The URL is <http://www.manchester.gov.uk>.

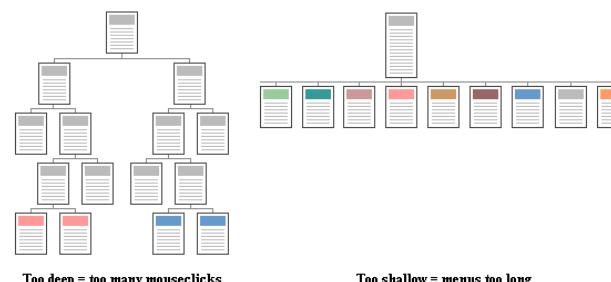
Identifications of users

- Who and what are they?
 - Difficult to know at design
 - Study by similarity
- What are they looking for?
- What services do they need?
- Assignment of services according to profiles

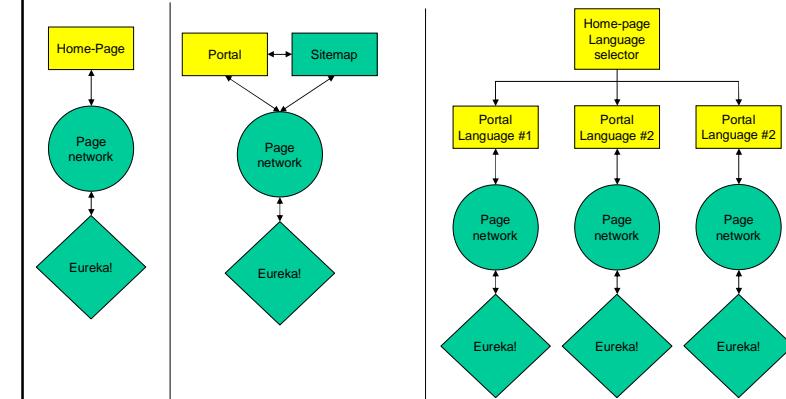
8.4 – Portal Design

- Scopes of a portal
 - messages
 - services
- Identification by user families
- Definitions and assignment of services
- Several paths to reach a piece of information (\neq tree)

Deep or shallow hierarchies



Several organizational models



Visual level

- Choice of corporate graphics
- Choice of the visual metaphor
- Aesthetic aspects

FASHION PLANET

Miracle on Madison Avenue

RETURN OF THE ROYALS
The Romanus come home

The Rites of Spring
A preview of Spring Fashions

HOLIDAY GIFTS

WINDOWS ON NEW YORK

SAKS FIFTH AVENUE

TABLE OF CONTENTS

WINDOWS ON NY
SHOPPING
FEATURES
COLUMNS
HOTSHOTS
DAILY NEWS
HOROSCOPES
GALLERIES
ARCHIVES
ABOUT FP
SEND E-MAIL

Ill-balanced portal

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

New version



MULTIMEDIA
The University Of Texas At Austin
College Of Education

<http://www.edb.utexas.edu/projects/mmdesign/fall96project/home.html>

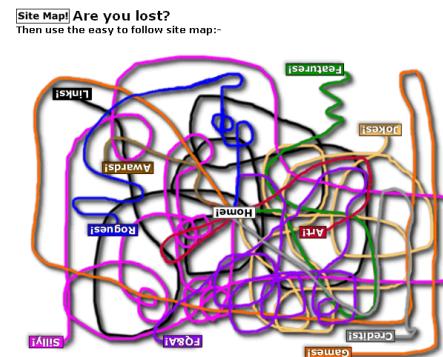
How multimedia can change your life

Who Uses Multimedia?

Why... Multimedia?

Individualized Instruction

To avoid !!



http://www.pips-web.co.uk/pip/home/sitemap/sitemap_t.html.

8.5 – Conclusions

- Importance of visual portals
- Global access to information
- Metaphors
 - Relevance
 - Readability
 - Understandability
- Orientation towards users