A Duel between Desktop and Web

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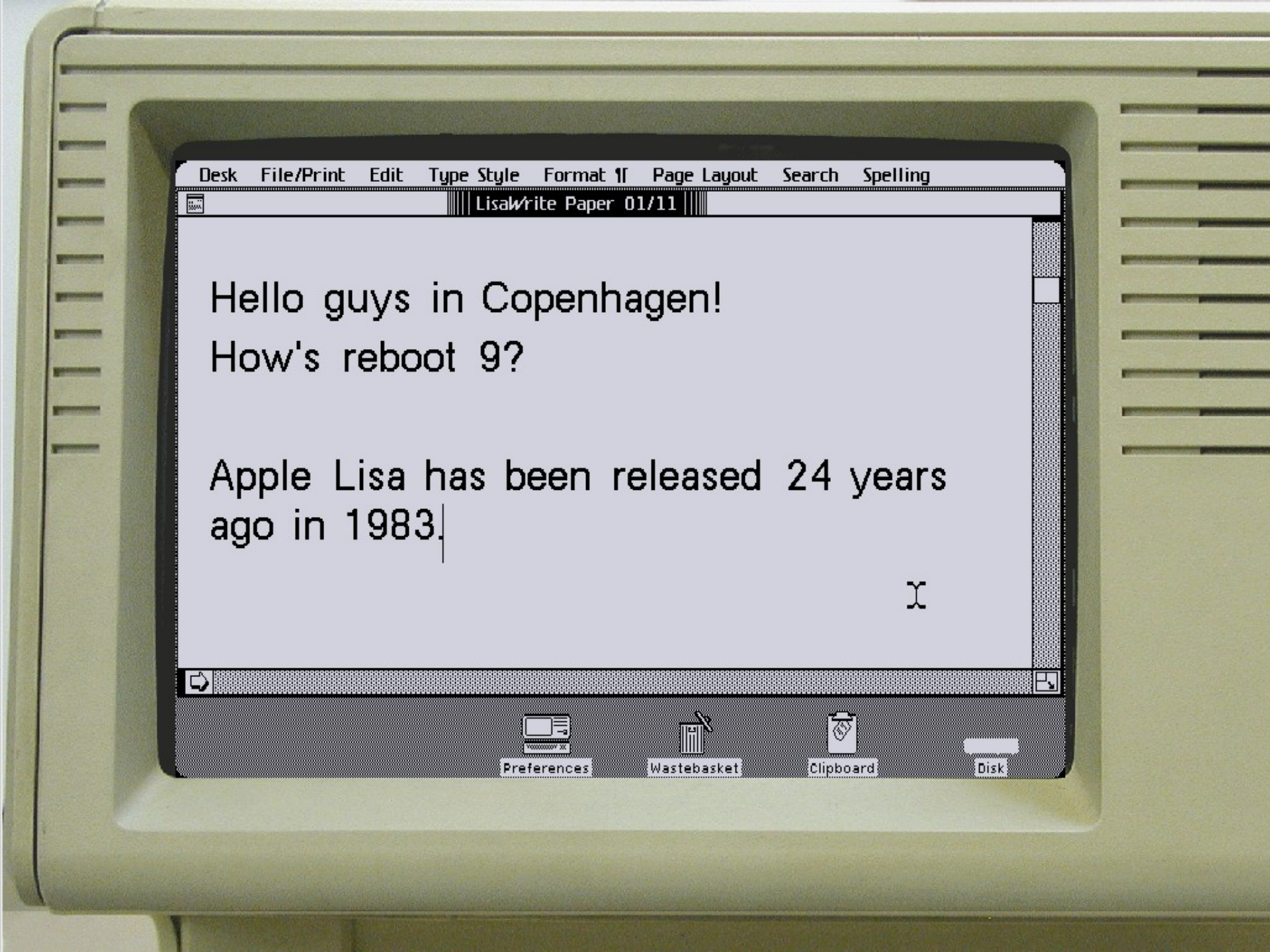
reboot 9.0, 2007

Desktop Metaphor

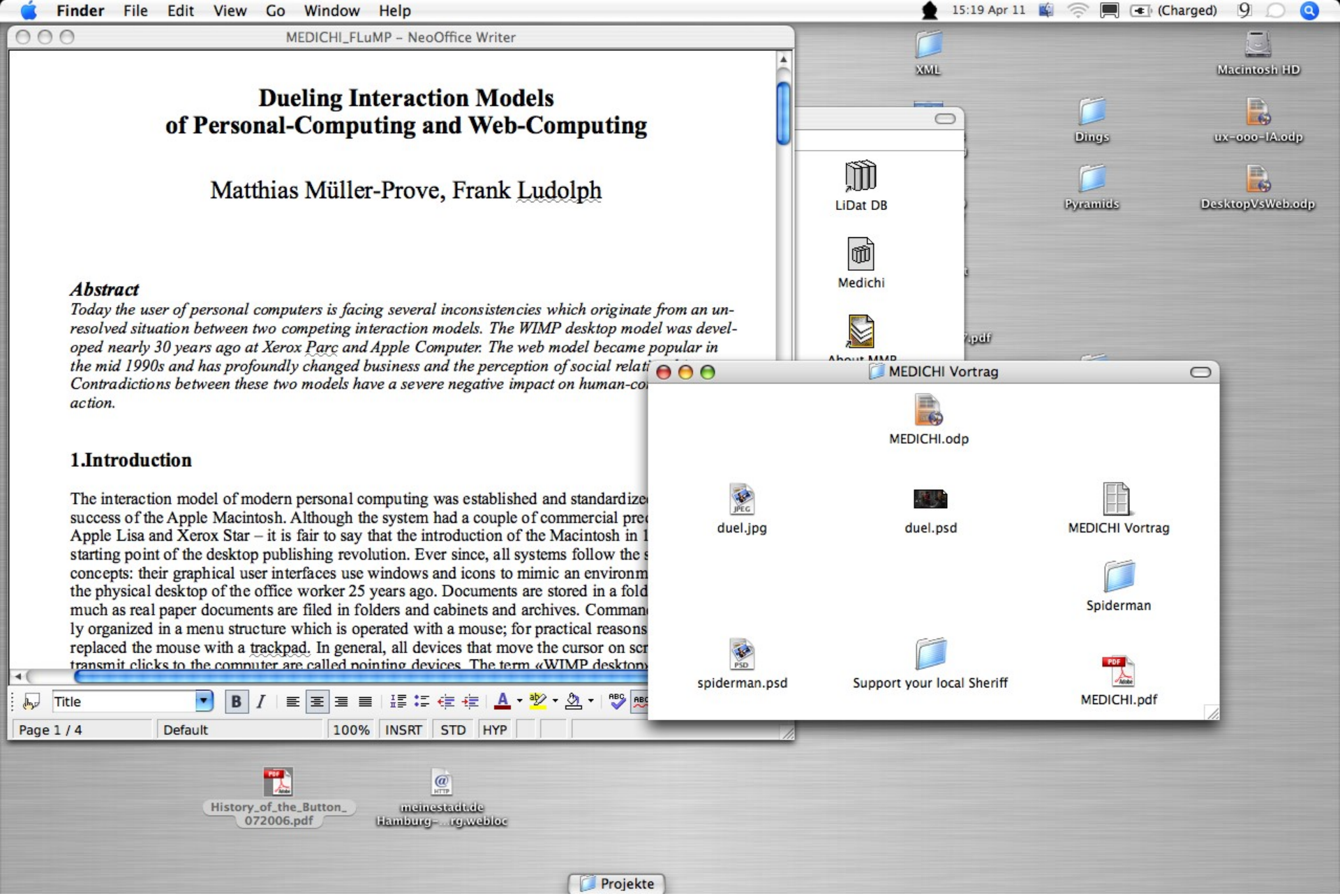

Desk File/Print Edit Type Style Format ¶f Page Layout Search Spelling
LisaWrite Paper 01/11
Hello guys in Copenhagen!
How's reboot 9?
Apple Lisa has been released 24 years ago in 1983.
Preferences
Wastebasket
Clipboard
Disk

Metaphor

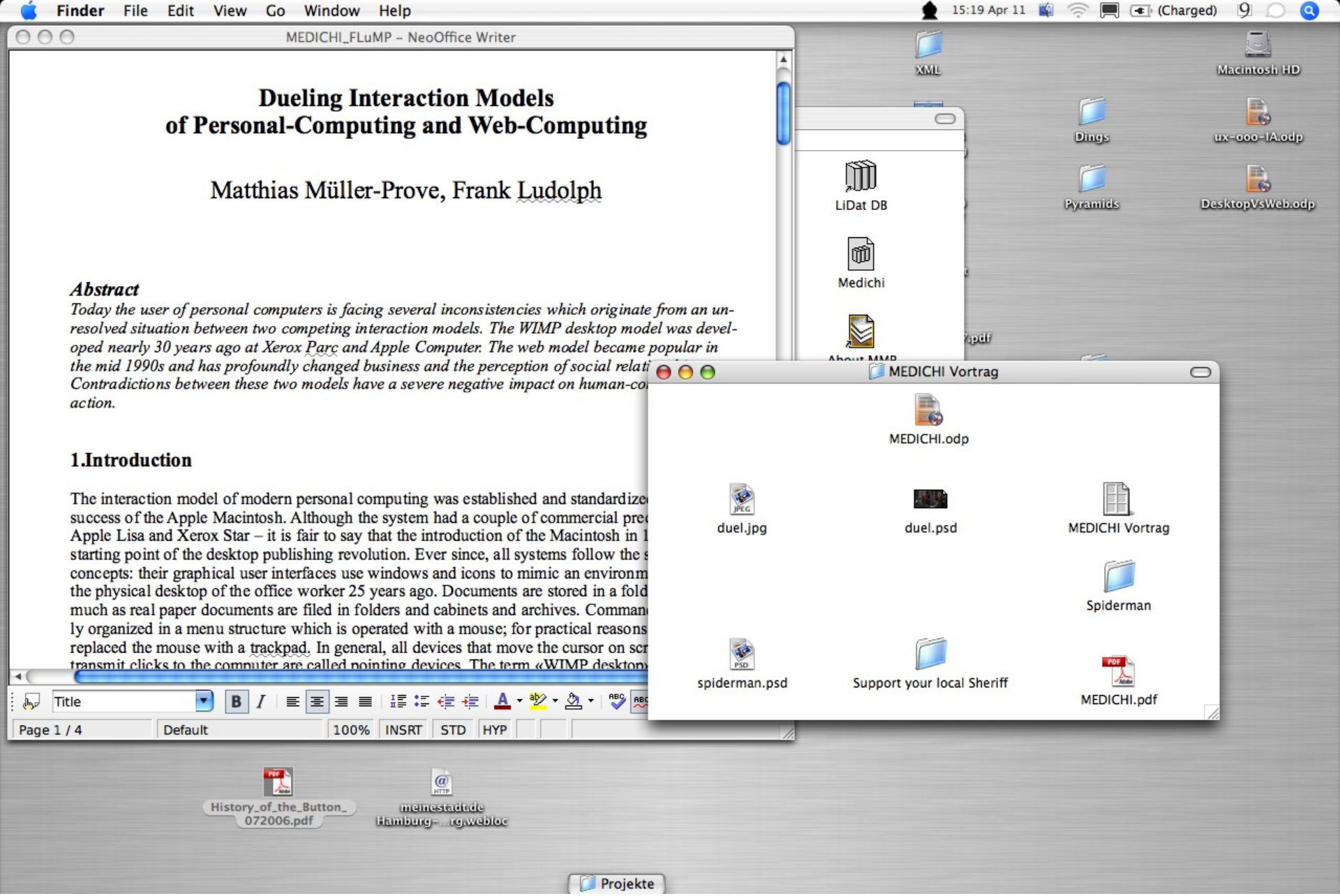
- Office / Desktop
  - *file, folder, desk*top, *trash can*
- physical world metaphor
  - object oriented in the everyday sense of the word
  - Tools: paint brush, eraser
  - *document*
  - *File* menu

User's mental state (Underlying Metaphor)

- Dealing with objects
  - that belong to me
  - represented as icons
- I move stuff around
- I stay where I am
- A closed world with strong boundaries



- windows – icons – menus – pointing device + desktop metaphor



- documents as objects – windows display the content of files

Web Metaphor

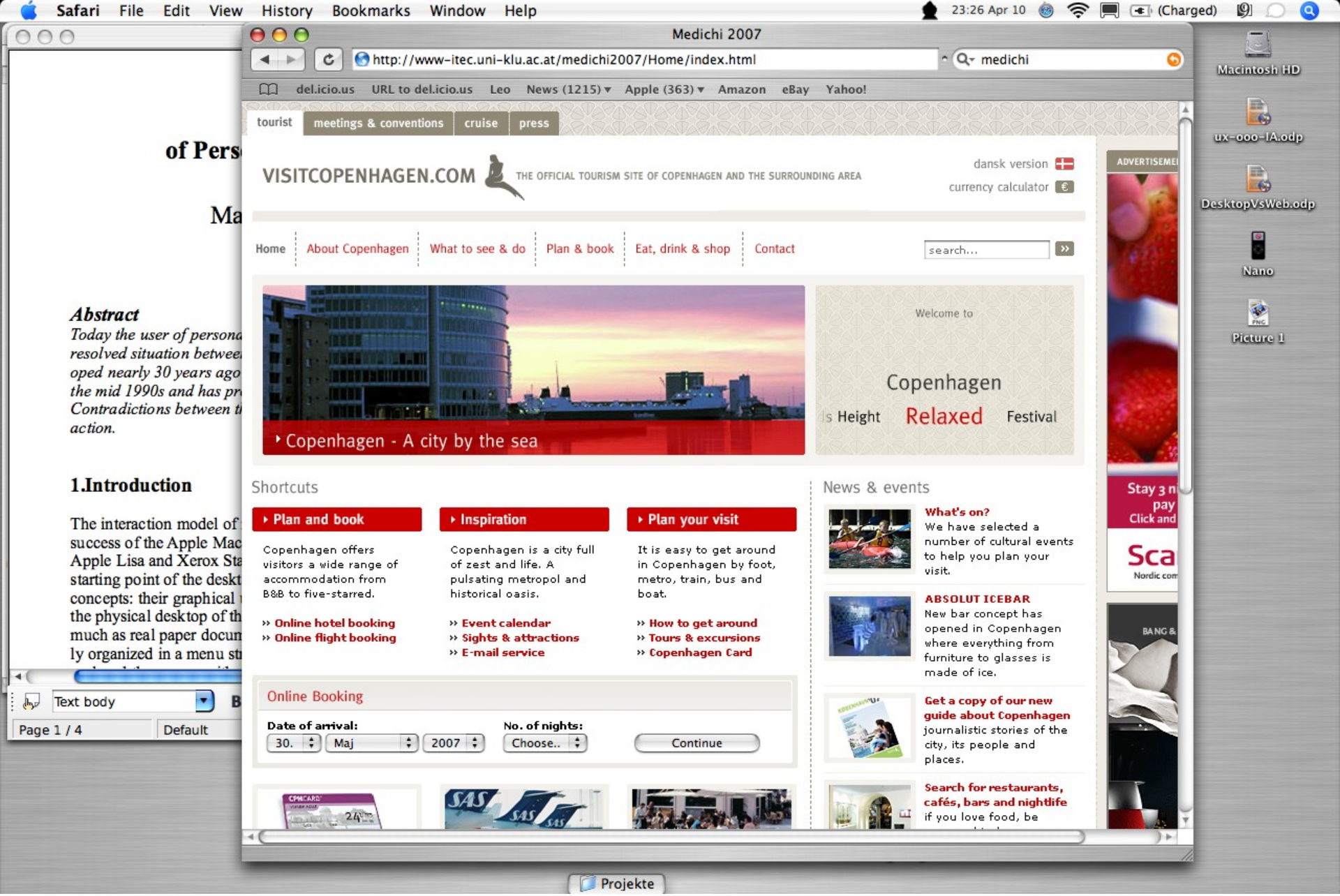
Metaphor

- Office / Desktop
  - *file, folder, desk*top, *trash can*
- physical world metaphor
  - object oriented in the everyday sense of the word
  - Tools: paint brush, eraser
  - *document*
  - *File* menu
- Architecture
  - *home* (in browser), *home* page, *landing* page, web *site*, *site map*, *portal*, *window*, chat *room*, online *forum*, online *shop*, information *highway, world wide* web, cyber*space, community, domain*
  - user moves in virtual space
    - surfing, **browsing**
    - forward, backward
  - e.g. google maps
    - virtual and real space connected

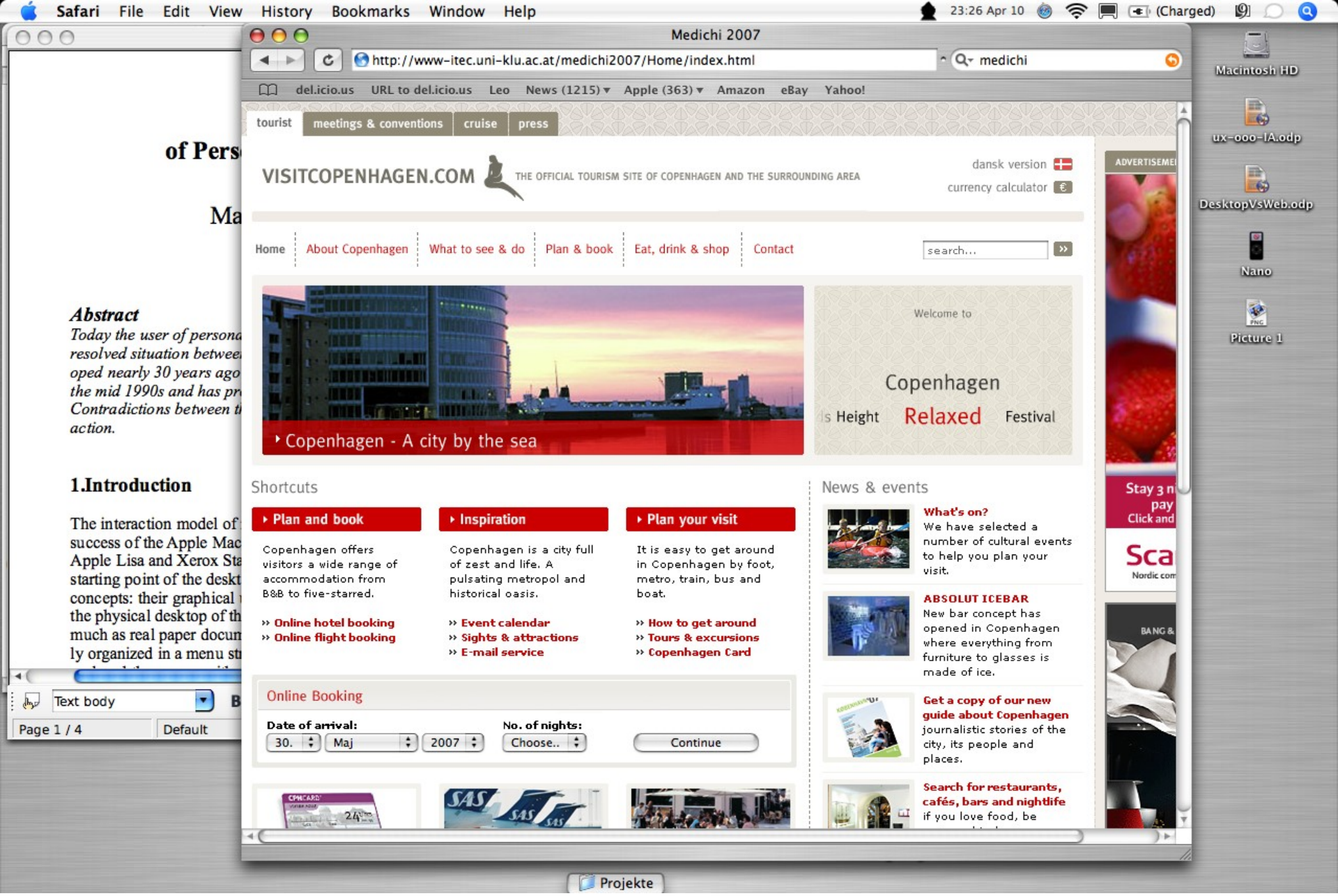
User's mental state (Underlying Metaphor)

- Dealing with objects
  - that belong to me
  - represented as icons
- I move stuff around
- I stay where I am
- A closed world with strong boundaries

- Dealing with Information
  - that belongs to others
- I go somewhere else
- An open world with no boundaries



- The Web is a new GUI paradigm – unfolding on the desktop



- different interaction model – information-oriented browsing

Something is wrong…

Pointing Device

Click

- select
- set cursor
- trigger hyper jump

Double Click

- trigger Open command
- n/a

Drag’n’Drop

- command with 2 parameters
- move objects
- n/a

Something is wrong because…

…the mode has to be considered in order to predict the effect of the next user action.

This causes problems because humans do not pay attention to the surrounding context once they are focused on their activity.

In many cases this is the reason for errors and sometimes even loss of data.

Some closing remarks

Marshall McLuhan

Thank You!

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