



<http://www.lapлата.gov.ar/>

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

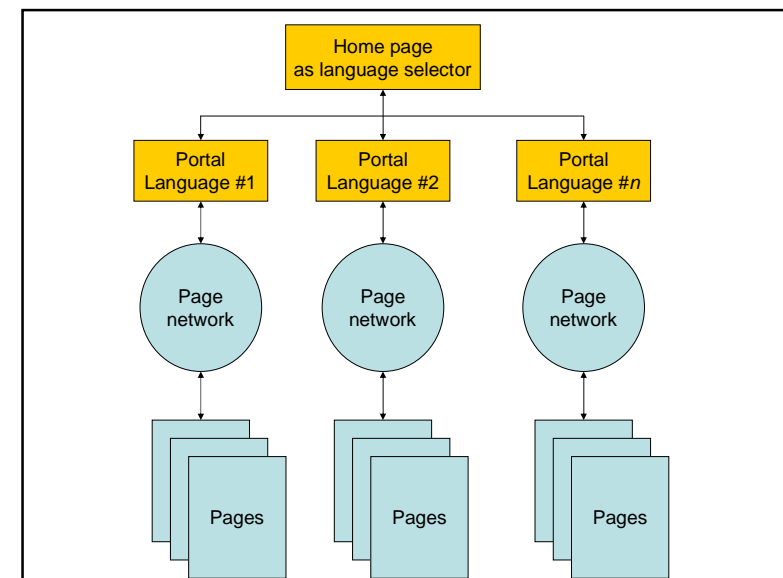
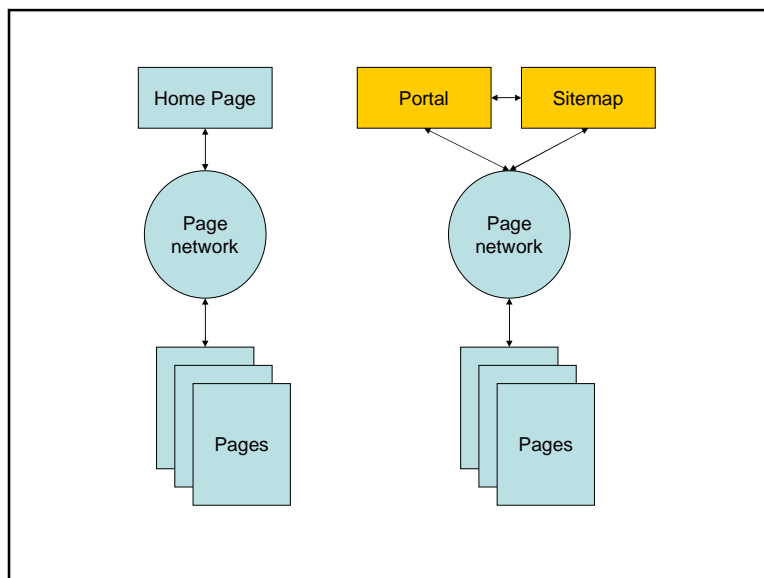
- ## Objectives
- Not to present statistics about city's websites
 - But rather
 - Present innovative visual solutions
 - Present interesting metaphors used in some city's websites
 - Present rapidly « virtual cities » as metaphors for other websites (e.g. companies, associations, etc.)

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- IV. Virtual city as a metaphor for website design
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I – Introduction

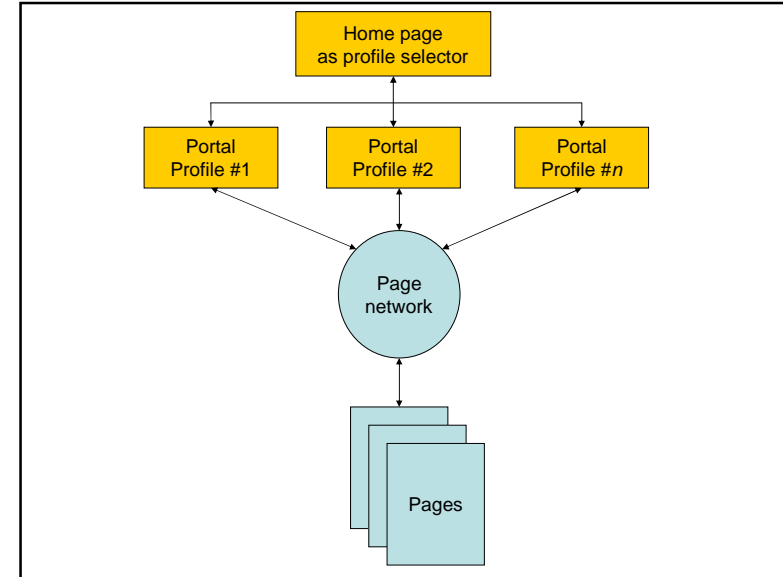
- Website modeling
 - A **home-page** is the first page of a website (the URL),
 - A **sitemap** is the entry structure to access all pages lying into a website,
 - A **portal** allows the accessing to some pages, which are considered as the more important for the administrators (highlights).
- About 400 websites were analyzed (US, UK, FR, IT, SP, etc.)



Example of portal as language selector



<http://www.bruxelles.irisnet.be/>



Example of portal as profile selector



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

To conclude this introduction

- A portal is not a sitemap
- A portal presents only the important aspects for the website administrators
- Can be used also as a language or a profile selector

- What about visual metaphors?

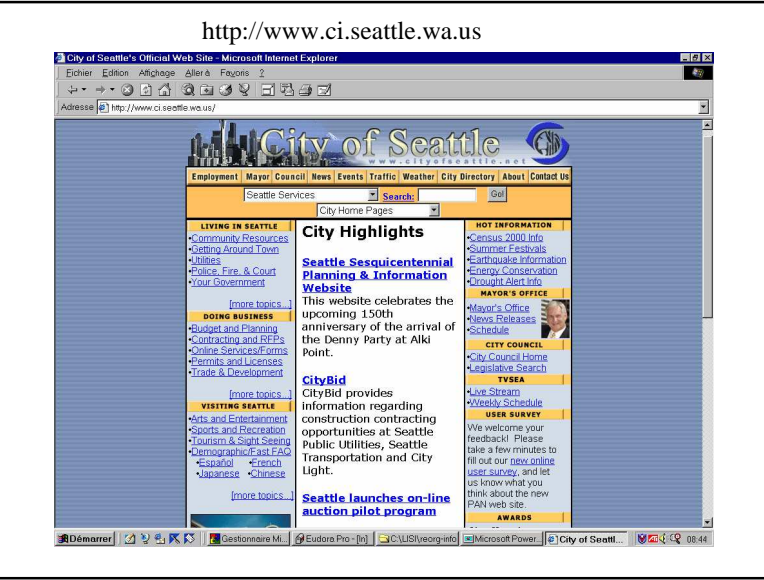
II – Main metaphors for cities

- Text-only portal (South Milwaukee, WI)
- Menu with icons (Edinburgh, UK)
- Virtual city (Trenton, NJ)
- True virtual city (Bologna, I)
- Hypermaps based on zones (Antwerp, BE)
- Hypermaps based on grid (Oxford, UK)
- Photo-based (Venice, I)
- Shopping streets (Paris, F)
- Shopping streets and façades (Lyon, F)
- News magazine (Lynchburg, VA, and Miami FL)
- Portals of Portals (Nice, F, and Piedmont, I)



South Milwaukee in 2002 and in 2006

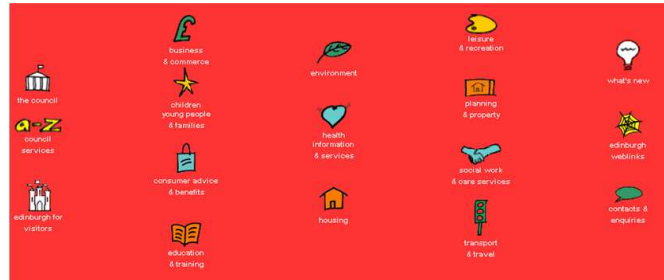
Only textual
Few pictorial decorations
Few evolution



Comments text-only portals

- Now very rare
- Looking a little bit not fashionable
- Necessity to use visual capabilities

Visual menu (Edunburgh, 2002)



<http://www.edinburgh.gov.uk>

Virtual city of Trenton, NJ



<http://www.ci.trenton.nj.us/>

Comments on Trenton

- Portal as an « entry image » for the « virtual city »
- « virtual city », here a big word for a common website

Virtual Bologna, Italy (2002)

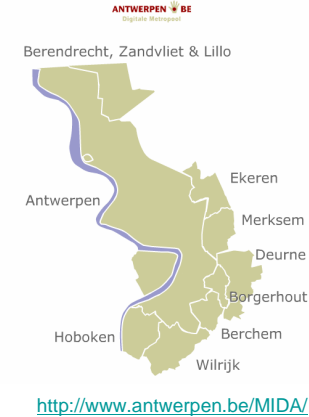


<http://www.comune.bologna.it>

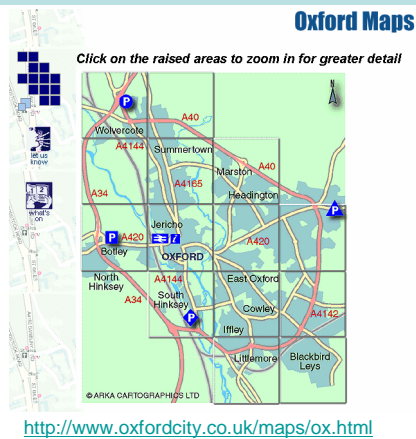
Comments on Bologna

- The more interesting example of virtual city
- Each feature is clickable
- Problem of understanding of some icons (example the Sphere in the center for religious information)
- Some icons are associated with words (Italian, English, Latin)
- No more in use in 2006 because:
 - Difficulties of understanding
 - Absence of flexibility (adding new icons)

Hypermap, Antwerp, Belgium



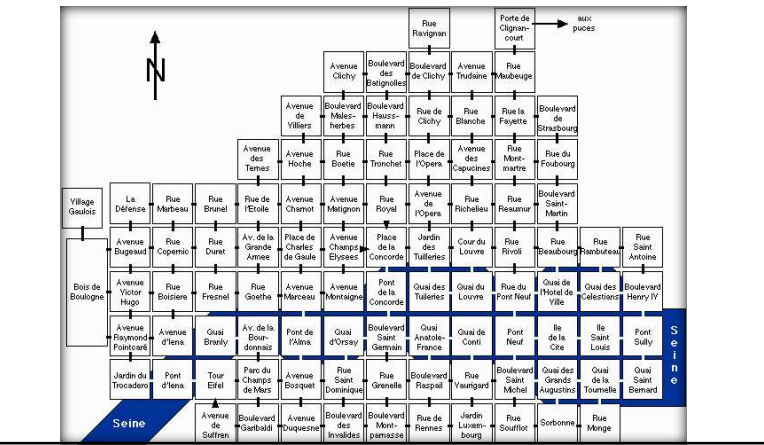
Gridded maps, Oxford, UK



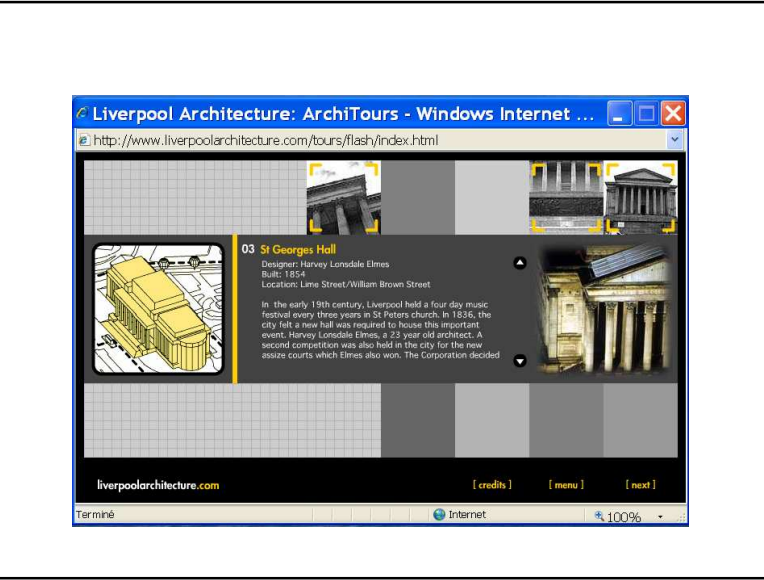
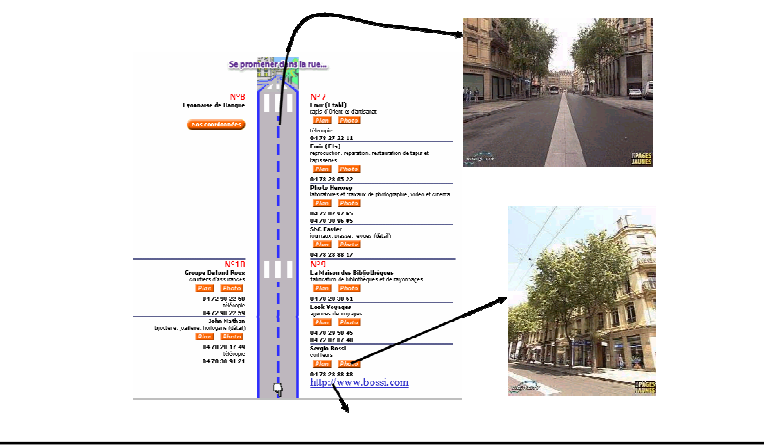
Access based on aerial photos, Venice, Italy



Another streetmap access, Paris, France



Access based on streetmaps and façades, Lyon, France



News magazine metaphor (1)



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

News magazine metaphor (2)

The screenshot shows the City of Miami website with a news magazine metaphor. The header includes the City of Miami logo and navigation links. The main content area is divided into several sections: a large image of a city skyline, a 'News Desk' section with a headline about recruitment, a 'Your Government' section with links to City Officials, Legislation Hub, Miami 21, Public Meetings, and Avenel Facts; and a 'Spotlight On...' section with a headline about happy holidays. A search bar and a '311 Information Hotline' are also visible.

<http://www.ci.miami.fl.us>

Portal of portal thumbnails, Nice, France

The screenshot shows the 'Portal des Sites Internet Municipaux' for Nice, France. It features a grid of thumbnail icons representing various municipal services and cultural institutions. The thumbnails are organized into two main categories: 'Sites Institutionnels' (Institutional Sites) and 'Sites Culturels' (Cultural Sites). The 'Institutionnels' category includes links to the official portal, website, tourism plan, and local events. The 'Culturels' category includes links to museums, galleries, and cultural centers.

http://www.nice.fr/mairie_nice_1489.html

Portal with texts and thumbnails, Piedmont, Italy

The screenshot shows a section of the Piedmont region website titled 'Cultura e spettacolo'. It lists various cultural and entertainment activities with text descriptions and small thumbnail images. The categories include 'beni culturali' (cultural heritage), 'spettacoli' (performances), 'Piemonte dal vivo' (live events), 'promozione attività culturali' (cultural promotion), 'appuntamento in piemonte' (appointments in Piedmont), 'patrimonio linguistico' (linguistic heritage), 'villa galino' (Villa Galino), and 'muso regionale di scienze naturali' (regional museum of natural sciences).

http://www.regione.piemonte.it/sez_tem/cult_spett/cult_spett.htm

The screenshot shows the Manchester City Council website. It features a mix of text, images, and navigation elements. The header includes the Manchester City Council logo and navigation links. The main content area is divided into several sections: 'Our Services' (Advice, Bereavement Help, Bins and Rubbish, Children, Families, Social Care, Council Tax, Education, Environmental Services, Housing, Libraries, Planning, Registrars, Street Maintenance, On Line Services, On Line Payments), 'What's New' (Manchester People, Council Tax, Cut Your Council Tax, Environmental Services, Housing, Libraries, Planning, Registrars, Street Maintenance, On Line Services, On Line Payments), and 'Latest News' (Public hearing - licensing your taxi driver, Two-day motivational stadium event for over three hundred Manchester GC-SE pupils, Manchester City Council urges schools to 'Go Green', Ceremony celebrates construction milestone for unique centre). The website also features a 'WELCOME' message in multiple languages and a 'Directgov' logo.

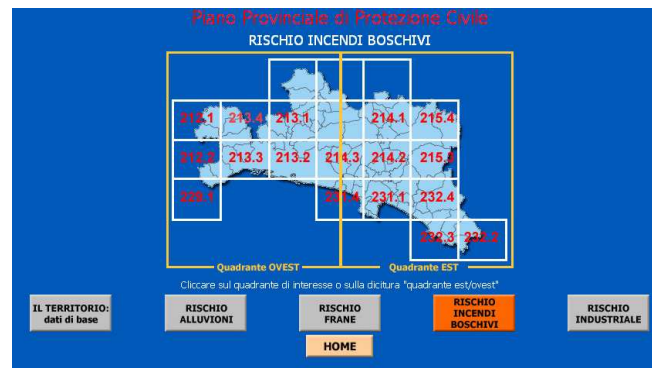
Conclusions on metaphors

- Rarely used per se
- Often in amalgamation with other aspects
- To day « News Magazine » metaphor seems the more used everywhere

III – Cartography for citizens

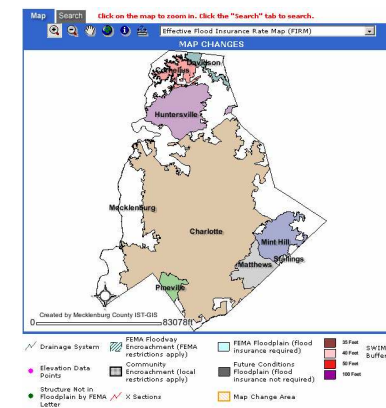
- Websites targeted to citizens
- Two examples:
 - Information relative to risk mapping
 - Argumaps in collecting citizen's opinions relative to land use plans, with an example in Denmark

Risk mapping, Genua, Italy



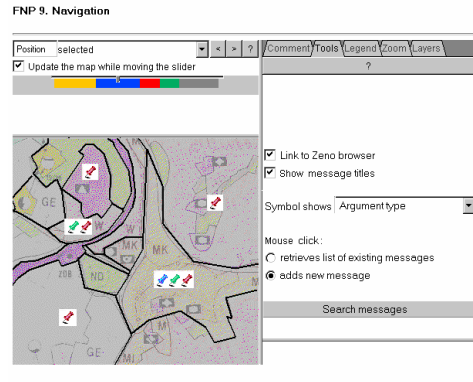
<http://cartogis.provincia.genova.it/cartogis/ppc/rischincbos.htm>

Risk mapping, Charlotte, NC

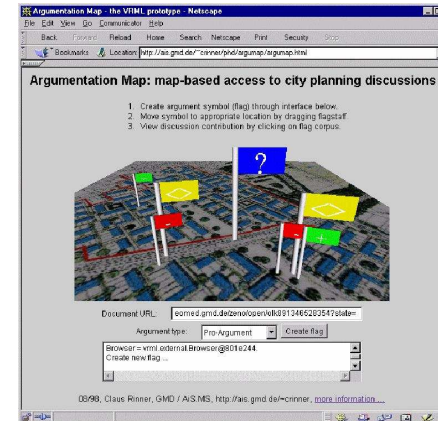


<http://maps.co.mecklenburg.nc.us/website/floodzone/map.aspx>

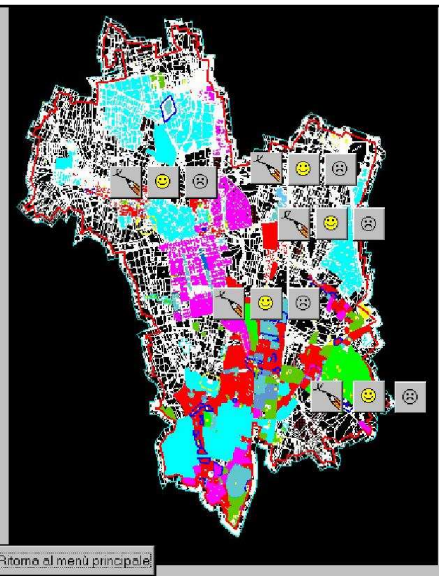
Argumaps with pins



Argumap with flags



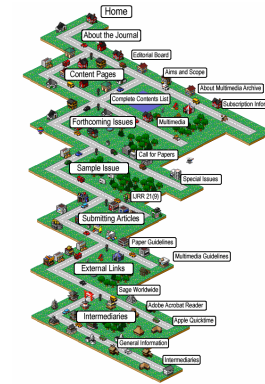
Argumaps with smileys



IV – Virtual city as a metaphor for website design

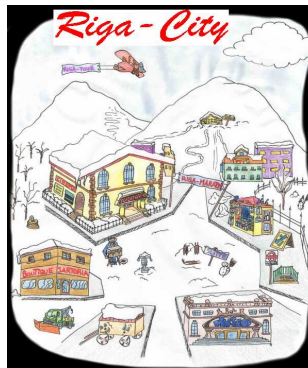
- The « city » can be used as a structuring metaphors in other websites
- Examples:
 - « Allotment » for the sitemap of a journal in Robotics
 - « Virtual city » for a Swiss band
 - « Tendermaps »
 - for dancing company
 - and an electronic company
 - « Metro lines »
 - A GIS company
 - A Spanish company

Sitemap as an allotment



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

Virtual city for a Swiss band « Rigatoni »



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

Tendermap of Mlle de Scudéry

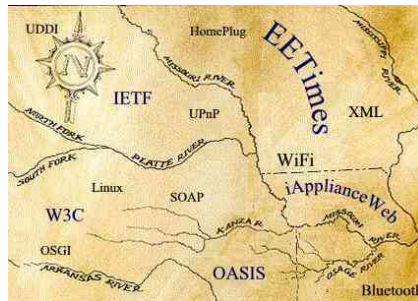


Map created by a French novelist to depict love and sentiments.
Now can be a model to describe everything, even as an entry metaphor for a website

Some tendermaps

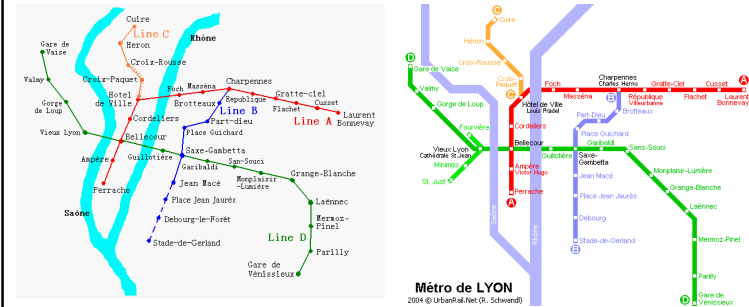


<http://www.silkroaddance.com/>



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

Metro line Metaphor



From the real representation to a schematized representation of metro lines.
Can be an ideal tool for representing various ways to read a website, for instance a line for each user's profiles

Metro-line metaphor (1)

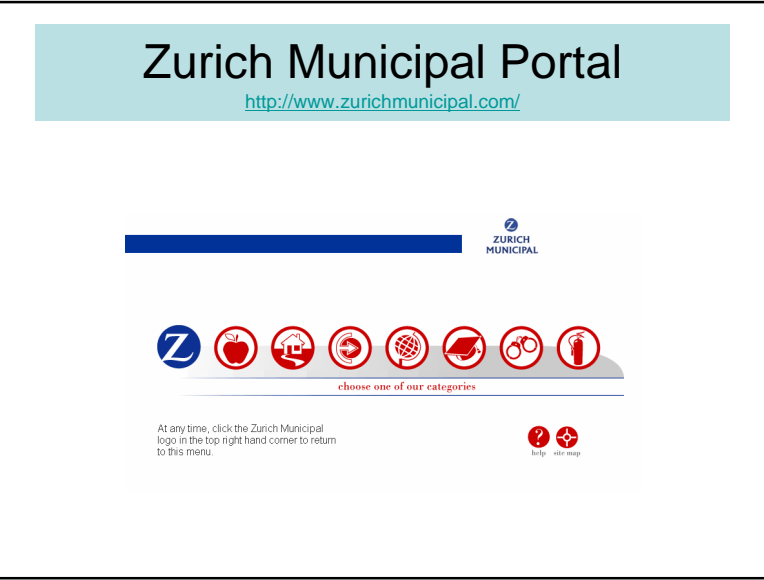
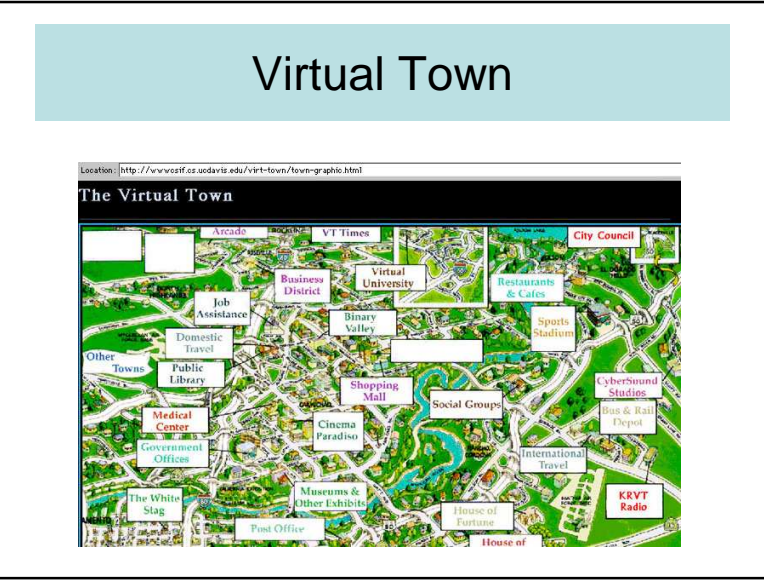
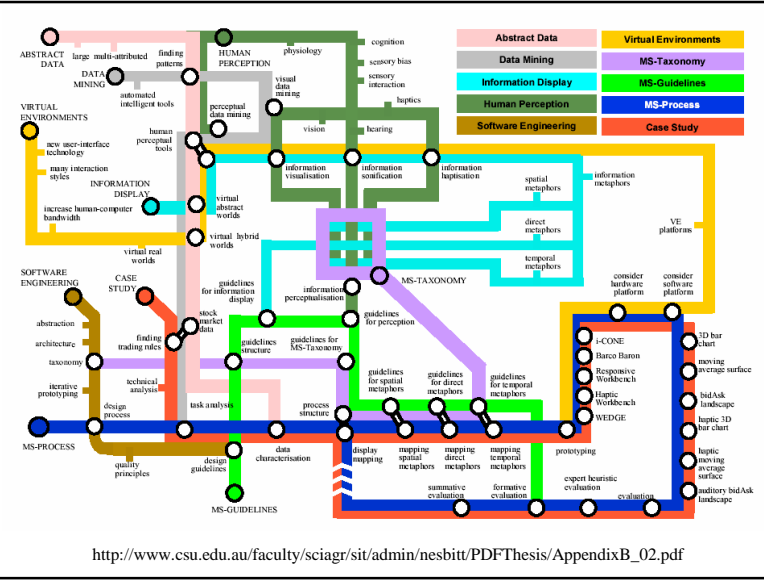


<http://www.multimap.com/images/ps/misc/sitemap.gif>

Metro-line metaphor (2)



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



- ### V – Conclusions
- Various metaphors in city's websites
 - Probably some other metaphors are existing
 - The « news magazine » seems to be presently the predominant metaphor
 - The idea of « virtual city » can be used as a metaphor for designing websites for any kind of issues
 - Imagination !!!

Information

- Pr. R. Laurini's website
 - <http://liris.insa-lyon.fr/robert.laurini>
- Slides of this talk
 - <http://liris.insa-lyon.fr/robert.laurini/resact>
- Slides of the course in Visual Information Systems (Chapter 9)
 - <http://liris.insa-lyon.fr/robert.laurini/coursMRI.htm>

