

體驗Rich Internet Application

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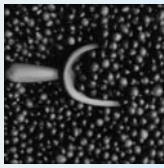
<http://www.lis186.com>

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體驗經濟時代來臨

- 消費是一個過程，當過程結束的時候，記憶將長久保存對過程的「體驗」。
- 現在的人願意花更多的錢及心血在一個愉快的「體驗」上。

體驗的價值



一杯咖啡的成本3元



在星巴克咖啡一杯120元
享受一段愉快的週末午後時光

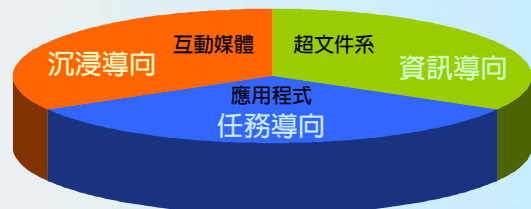
網際網路的演進

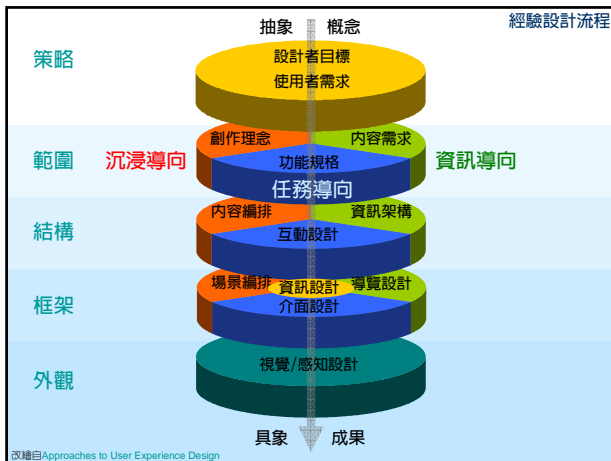
- Html
- Script
- Web Application
- Rich Internet Application

Experience Design

- 任何事物基本上都是都是一種「經驗」
- 把可複製的經驗，經過安排、設計，創造出難忘的使用者經驗。
- 可應用在數位媒體、工業、商業、藝術、建築、工程...

Web的類型





什麼是RIA

- 結合桌面應用程式與網路的優點
- Rich Internet Application是一種在網際網路上運行的應用程式，有著如同桌面應用程式的行為、功能、快速回應、直覺與體驗，也融合了網際網路應用程式的容易開發的與低成本的特性。

RIA和Flash網站有什麼不同？

- RIA能夠操作資料並與之互動
- Flash網站僅止於視覺化的呈現

McMullin, J. & Skinner, G. (2003)

不只是變漂亮

- 呈現更多的細節 (Visual detail)
- 快速回應
- 無接縫 (client-server之間的互動使用者看不到)
- 完全的控制
- GUI的功能

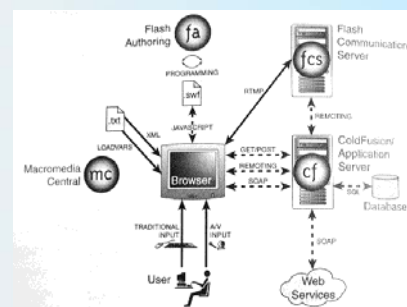
RIA對使用者的優點

- 迅速反應使用者操作，提供立即的回應
- 容易學習、使用與記憶
- 依照情境與使用者需要，提供最適合的功能與資訊
- 藉由減少操作時間與錯誤率，提高效率

注意：這些特性並不是必然的，必須是設計良好才能達到

Houge, D. & Moody, N. (2003)

RIA的技術架構



Flash Communication Server

- 串流影片
- 即時傳訊

Flash Remoting

- Flash與後端資料交換
- 資料壓縮，耗用頻寬小
- 資料型態不須轉換

Demo

Pet Market

The screenshot shows a web application for 'petmarket'. It features a main product listing for a 'Dachshund' puppy. The listing includes a photo of the puppy, a description, and a table of available puppies with their prices. A sidebar on the right contains a search bar, a cart, and a history section. The main content area has a 'Add To Cart' button.

Item	Qty Available	Price
Female Adult	15	\$250.00
Female Puppy	15	\$300.00
Male Adult	15	\$250.00
Male Puppy	7	\$300.00

• <http://examples.macromedia.com/petmarket/flashstore.html>

Inkoi Camera Finder

The screenshot shows a web application for finding cameras. It features a grid of camera thumbnails on the left side. On the right side, there are several filter panels for 'Maximum Price', 'Maximum Resolution', 'Features', 'Memory Storage', 'Memory Type', and 'Viewfinder Type'. The application is titled 'Inkoi Camera Finder'.

• <http://www.iokio.biz/demos/camerafinder/>

The Broadmoor Colorado Springs

The screenshot shows a reservation system for 'THE BROADMOOR COLORADO SPRINGS'. It features a calendar for February and March, a booking form with fields for dates, room type, and number of guests, and a payment section with a 'Book Now' button. The application is titled 'THE BROADMOOR COLORADO SPRINGS'.

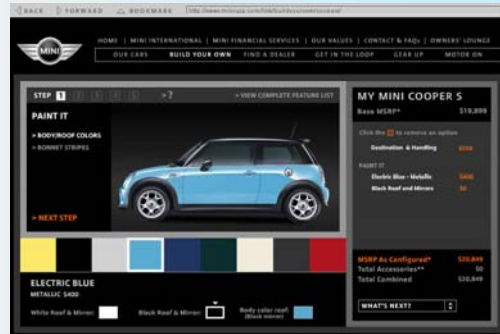
• <http://reservations.ihotelier.com/onescreen.cm?hotelID=2054>

紐約證券交易所



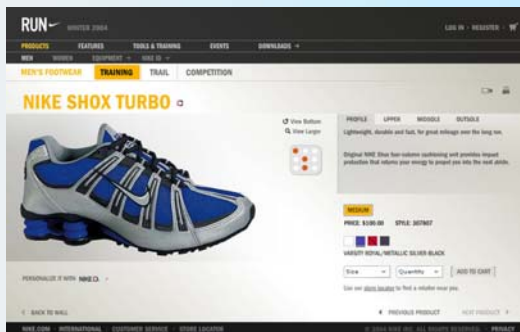
<http://marketrac.nyse.com/mt/index.html>

MiniUSA



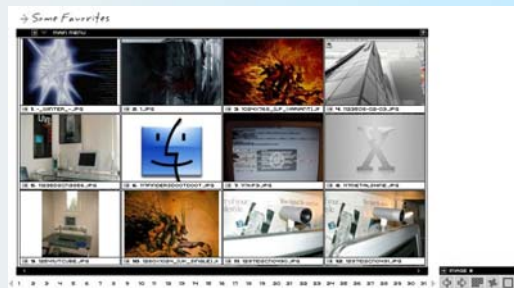
http://www.miniusa.com/cm/load_mini.jsp

Nike Running



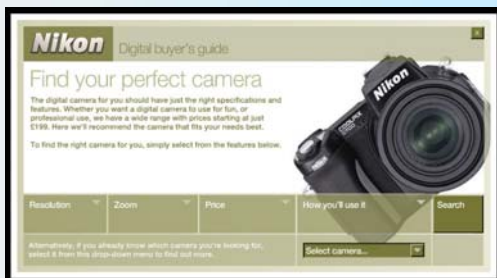
<http://www.nike.com/nikerunning/>

ImageVue



<http://imagevux.inn.no/>

Nikon Digital Buyer's Guide



http://www.nikon.co.uk/buyers_guide/

Intro



<http://www.2intro.com/>

RIA提供的完美的體驗

- Seamless
 - 無接縫的體驗
- Focused
 - 集中焦點於使用者任務
- Connected
 - 隨時取得最新的資訊
- Aware
 - 功能與資訊隨情境調整

參考資料

- Macromedia
<http://www.macromedia.com>
- Boxes and Arrows
<http://www.boxesandarrows.com/>
- Jakob Nielsen's Website
<http://www.useit.com>
- User Interface Engineering
<http://www.uie.com/>

問題與討論