

# IConS – Usability of cloud computing. Elaborating HCI reference & pilot.

## Survey

*“Although more and more people use interactive electronic contents/services in Internet as everyday tools to manage their work, we are flooded by confused, untrustworthy, unusable contents/services, which don’t satisfy our native requirements of an everyday tool.”*

*“Recent professional internet portals look like descendants of **game machines**, instead of the electronic descendants of e.x. **professional handbooks**.”*

Our analysis: the reason is the lack of sw technologies and methodologies in:

B) Ergonomics: Easy to perceive and manipulate. Multimedia, 3D, virtual reality.

A) Semantics: What is the able-minded, didactic, correct speech in the Internet?

C) Security: mainly the authenticity feeling. My documents, things are where I think them to be. The service does what & when I think it to do.

# Little Bestiary of the Internet (example-I)

*See this brave home page of common interest, containing archives of some training presentations:*

Monday, January 19, 2009

Login

Registration

search

**ICT TRAIN**

Home About Partners ICT Acquis Events Downloads Member Area

Introduction into the ICTtrain project

Legislation brochure

Training materials - Environment, Health & Safety

Training materials - Horizontal Issues, IPR, Funding Programmes, Consumer Acquis Safety

Training materials - Electronic Communication and Telecommunications

Training materials - Information Society related ICT Acquis

[Downloads / Training materials - Information Society related ICT Acquis](#)

**TRAINING MATERIALS - INFORMATION SOCIETY RELATED ICT ACQUIS**

- [Day 1 - Introduction](#)
- [Day 2 - Data protection](#)
- [Day 3 - eProcurement](#)
- [Day 4 - eIdentification, ePayment, eSignature](#)
- [Day 5 - IT-security, cyber crime](#)
- [Day 6 - eCommerce](#)
- [Day 7 - IPR, licensing](#)
- [Day 8 - eContent, eLearning](#)
- [Day 9 - eInclusion](#)
- [Day 9 - Localization](#)
- [Day 10 - EICTA, i2010, i2020](#)

# IConS – Usability of cloud computing. Elaborating HCI reference & pilot.

**I see this home page, and I'm in doubt:**

- What is the authorization sheet at the upper tight corner for? (What if I log in, and what if not?)
- What is the structure of what I see? What is the main content table: the green one at the lower left, the horizontal bar, the lower right list, some combination of these, or something else?
- What is the creation date of the documents?
- Who is the author, or the owner of the documents?
- May I trust, they will be there tomorrow?
- Am I authorized to download to my computer?
- If I'm, how to do it? One by one, using right click?
- What is their expiration date? Or they are already expired?

*Don't make me neither riddle solving nor reading huge help!*

**Our idea: a content building technology has to offer automatic solutions to these issues.**

# Little Bestiary of the Internet (example-II)

*Next page, at random, from EU portals:*

The screenshot shows the website eicta.eu. At the top, there is a navigation bar with the text "Related Searches: Γνωριμιες Information Technology Education Rohs Compliance Ict Mobile Technology Impact Of". Below this, there is a banner image of a man in a suit. The main content area is divided into several sections:

- Related Searches:** A vertical list of search terms including Γνωριμιες, Information Technology Education, Rohs Compliance, Ict, Mobile Technology, Impact Of Ict, Rohs Compatible, Rohs Material, Rohs Pcb, Lcd Television, Rohs And Lead Free, and Future Technology.
- Popular Categories:** A grid of links for various categories such as Car insurance, Loans, Dating, Cheap Flights, Travel, Airline, Car Rental, Hotels, Cruises, Real Estate, Mortgages, Refinancing, Home Equity Loans, For Sale by Owner, Personal Finances, Investments, Student Loans, Work from Home, Personal Loans, Hotels, Digital Cameras, Cars, Credit Cards, Financial Planning, Loans, Credit Cards, Debt Consolidation, Stocks, Insurance, Car Insurance, Travel Insurance, Health Insurance, Home Insurance, Computers, Laptops, Software Training, High Speed Internet, DSL, TV, Flats, Health Insurance, Flowers, E Commerce, VoIP, Broadband, Domain Names, Web Hosting, Money, Bankruptcy, Online Banking, Online Payments, Free Credit Report, Health Care, Vitamins, Contact Lenses, Laser Eye Surgery, Cosmetic Surgery, Gifts, Accommodation, Fitness, Accident Claims, Lifestyle, Fitness, Dating, Hobbies, Education, Legal Help, DUI Lawyers, Accident Lawyers, Bankruptcy Lawyers, Legal Help, Shopping, Gifts, Flowers, DVD Rental, and Apparel.
- Search:** A search bar with a "Search" button.
- Contact the owner of this domain:** A red link in the top right corner.

# **IconS – Usability of cloud computing. Elaborating HCI reference & pilot - 5**

**I'm in doubt, as the previous case:**

- What is abbreviated by the domain name?
- What does this content do?
- What can I search, and where?
- What I see? Is it a content table of something? A home pages reference collection?
- Is there anybody to update all that? Will this site be there tomorrow?

**You spend, ... spend your time, hitting and swearing, and no possibility to get to know. Try it!**

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## Recent state, based on our analysis:

- The business ate the profession. His preference to sell, and not to investigate to ICT quality and security.
- Consequently, the Internet portals are bestial in usability.
- The main gap of recent system design practices: A) **the conceptual, semantic correctness**, B) **the ergonomics**, C) **the secure data management** of the user interfaces.

## Our goals:

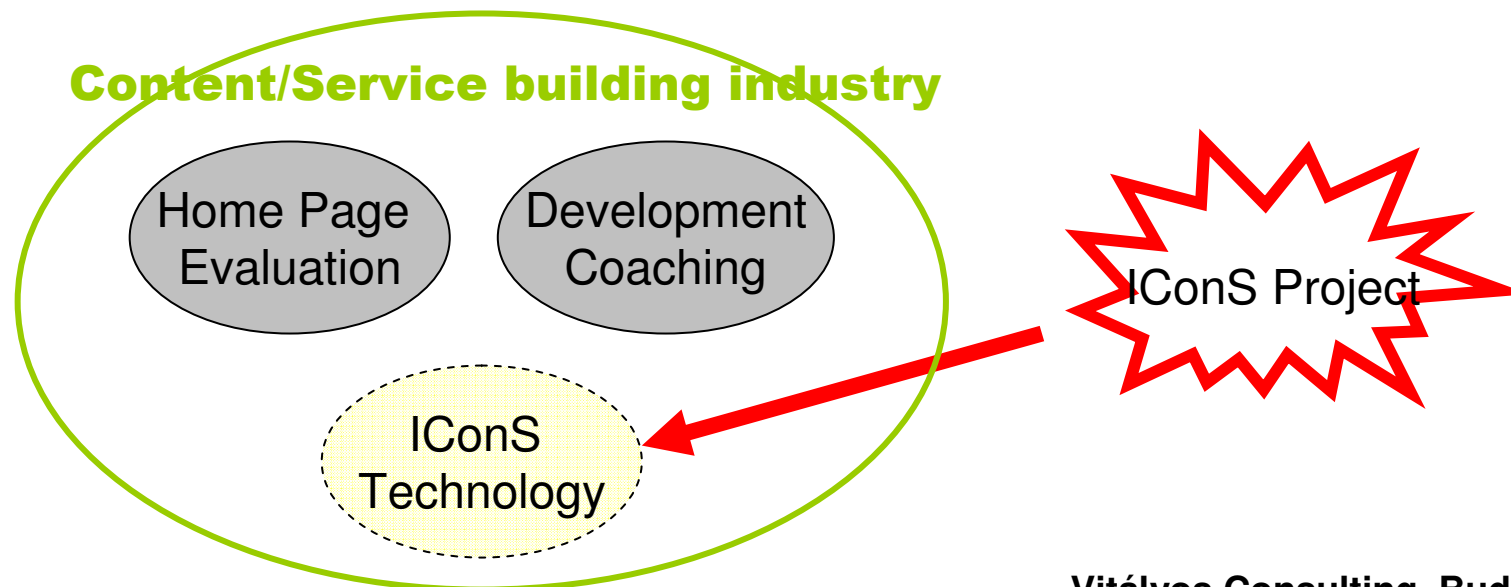
- The quality and security are to be considered from the **point of view of user interfaces**.
- Our idea is to develop a commerce software technology for interactive contents/services of *high quality and secure, fixing this 3 issues, **mainly for common and government use***.

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## Our analysis:

1) These lacks hinder the citizens in finding their ways in Internet, in finding the information, in doing their duties in effective and correct ways. Though the world of e-business can use some effort to fix this issue, the world of the common services/governments can't.

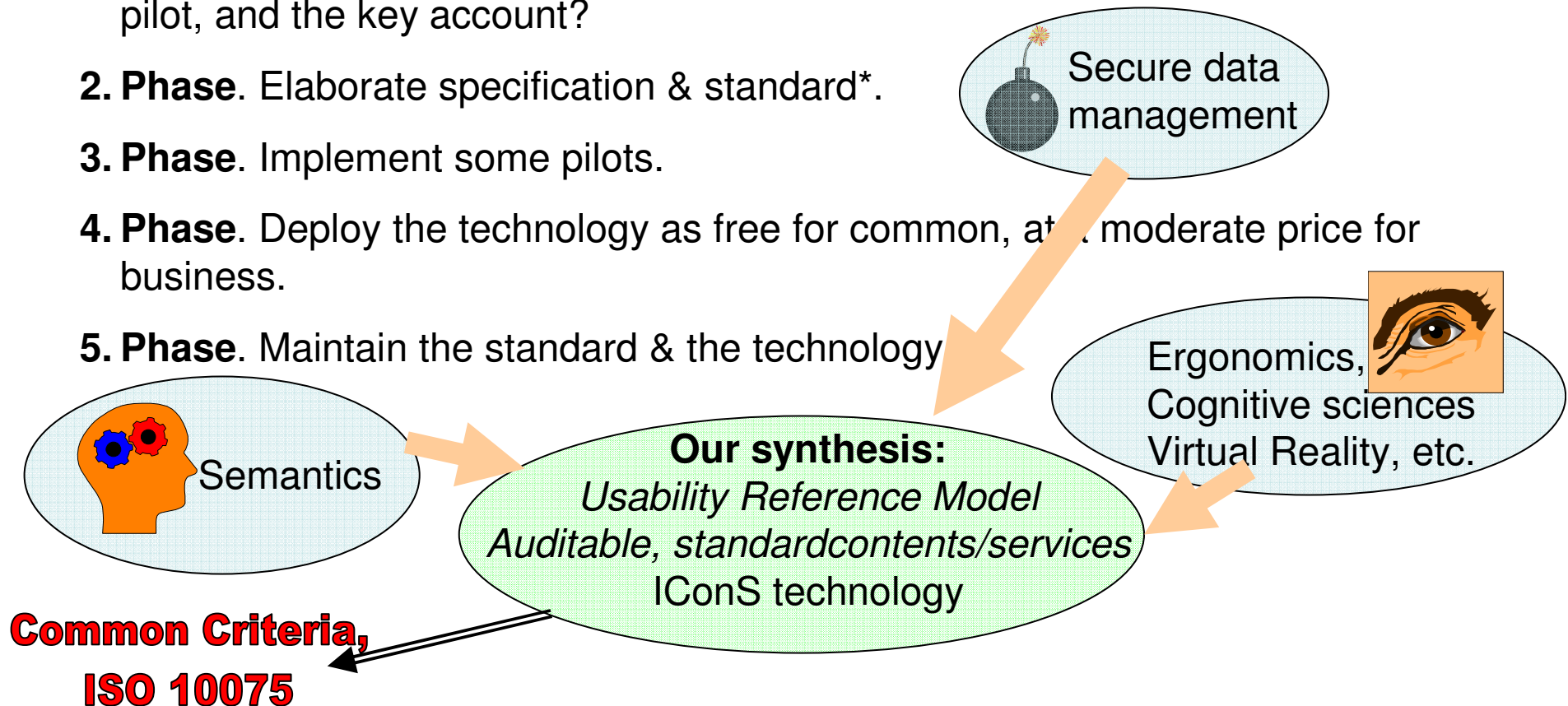
2) The two recent businesses: the follow-up '*homepage evaluation*' and the '*development coaching*' for usability design makes only 2 legs. The standard content building technology as the 3<sup>rd</sup> one is necessary.



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## Our idea: IConS project

- 1. Phase.** Research: what is the high quality content/service? Who will the pilot, and the key account?
- 2. Phase.** Elaborate specification & standard\*.
- 3. Phase.** Implement some pilots.
- 4. Phase.** Deploy the technology as free for common, at a moderate price for business.
- 5. Phase.** Maintain the standard & the technology





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## \*What the standard must be like?

Consider the *book* as example: it has some standard facilities:

- Pages with spine
- Standard pages: cover, title, imprint
- page numbering
- Chapters, mainly in tree structure
- Chapter naming & numbering
- Content table
- Index

These are de facto cultural standards: all of us can use every book without riddle solving. The *book* is an icon of the professional content technology.

Our model, the **Usability Reference Model** gives **ontology** and **principles** of the professional e-contents/e-services.

IConS type contents/services can be as standard as *books* are.