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A study on product display design for website shopping? a case of mobile phones

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A Characteristics and Designing method of Dynamic Documentation

Analysis on the visual effect of documentation in three-dimensional space by using Meta Streaming technology, XML (eXtension Markup Language) and HTML (Code No JP-057)

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Abstract

Many techniques for web-page design are available nowadays to help make websites more lively and enticing. An appropriate utilization of the techniques would greatly upgrade a web-store to a higher level from the usual emphasis on "convenience, safety, and inexpensiveness" and make the information presentation more effective, attractive, and interesting. However, an overuse or abuse of multimedia without consideration of usability may cause confusion and so-called information inundation. This paper presents a case study of display design for mobile phones in a web-store. At first, presentation methods in physical stores and website stores are observed and compared. Various types of presentation characteristics are thus identified. Physical store's presentation emphasizes on the reality of the products, and web-store's presentation features its availability and variability of product information. Then, a questionnaire survey was conducted to investigate the essential information shoppers require in buying mobile phones and the availability of such information in current web-stores. Based on the results and relative information from the literature, the basic concept for mobile phone display design was then proposed and illustrated with real examples.

Abstract

In this research, we propose the idea of the document as a technique of an expression in the 3-D space, by combining the diverse formats of the media technology, as the data of texts, images, movies, sounds, and CAD. And also, we propose the new concept of expression and handling of the Information space; which is how clear we make the structure of information by combining the digital technology and the network technology for the users to handle the information well, and which is how the Dynamic operation and expression realize by using real time changes in time and space. In this research, we actually compare the 3-D documentation and the 2-D documentation. The 3-D documentation, as a working model, is expressed in Internet Exproler by using Meta Streaming technology, XML and HTML. By doing that, users can freely operate the 3-D documentation, experience the environment of the 3-D documentation, and participate in the research. By analyzing the data acquired by this research, we proceed to the research to search more effective way of expression of information communication for users.

Keywords

visual effect, documentation, Streaming, HTML, XML, CAD

Keywords

product display design; website shopping; mobile phone presentation