

Portals

“Useful” Web-Based Services

- The average user sees the Internet as an easy, fast way to access and search for “useful” information.
- Web browsers created a standard method for providing information services.
- Several websites became known early-on for providing these “useful” services:
 - Blue Mountain for online greeting cards
 - Hotmail for web-based e-mail
 - MapQuest for driving directions
 - AltaVista for searching

(Note: These are only examples and may not have been your favorites.)

Making Sense of the Internet

- Users often start at the same websites to find services (search engines or directories). Why not provide direct, quick links to partner companies offering services?
- Cookies and user profiles can be used to personalize web pages.
- WWW-based services can be accessed from any Internet terminal, anywhere. Users can just sign in to identify themselves.
- **Solution:** Provide a simple, customized gateway for users to access the services they want.