

ZoomerOne for Web Zooming

Wei-hsing Wang, Ph.D.

NicheUSA, L.L.C.

www.NicheUSA.com

The needs

Most of us start our daily web surfing from an URL. Well, the question is which URL. First, we start with the URL of a search engine, we either remember that search engine URL or we have it in a bookmark file or a list of search engines. Second, we get to the search engine, and put in keywords for a search. Third, we pick one from the list of URLs produced by the search engine. In step four, we may enter something in a form, scroll up and down, or click on some buttons, finally, if we find what we want, we start step five, which is reading. If, on the other hand, we do not find what we want, we go back to step 2 or step 3 and keep trying.

So, what's new here? We all know those four steps before we read something: find the URL to find more URLs, find more URLs, get to a URL, work on that page, then read. The thing is, this entire process is very time-consuming, very energy-consuming, and quite frustrating! We type, we click, and we wait for the next page. Along the way, some pop-up advertisement, some cookies, some advertisement banners are loaded to our computers. We need them or not, we wait for them to download completely. When we finally reach the page we need, we read only some parts of the page, the rest is junk to us!

Urban the smart user said, "But, most of the time I only go to a few web sites, I don't need to use search engines all the time!" Yes, Urban is right. Many of us do visit a handful of web sites more often than other sites. To those web sites, you get to the page, you scroll/type/click, then you read. You only have to ignore a small jungle of unwanted stuff on the page.

But, Urban, don't you know there is a huge World Wide Web out there? Don't you want to know what you are missing? When you need to find something you do not get normally, you still need to go through those four steps.

Urban the smart user may know that search engines were not born equal, you can not count on just one search engine for the best result. Urban knows that he has to start at step one, and think hard on how to pick the right search engines. However, Urban, as well as many other users may not know anything about the "invisible" web. The invisible web, some estimate to be 4 to 50 times bigger than the visible web. The invisible web is consisted of those dynamic pages, databases, and non-HTML files.

Yes, Urban, there are ways to get to the invisible part of the web, once you know the existence of it. You can start from a list of tools designed for finding the invisible, then you use the tools to find a list of places,

you go there, scroll/type/click on the page, and read. Different path, but this process also contains four steps.

Urban, and other web users, have hard decisions to make at step 1 and 2 in picking and using the tools for search engines and directories of URLs. It is like finding your way in a maze, you try and you may have to come back and try again. For those few web sites Urban uses frequently, he still has to repeat step 3 and 4, going to the page, scroll/type/click on the page before reading.

Urban, the smart user has a need for a tool to help him find the best elements from the best web pages, and start reading quickly. Spend lots of money on T1, DSL and cable may not be the answer.

Melissa, the manager of a clothes-selling web site, has a different need. Melissa wants more users to come and buy from her web site. She started with publicizing the URL, she paid for the banner advertisements, and she even paid for the positions on search engine list.

However, there are just too many URLs in this world for people to remember, and most people have stopped noticing those banner or pop-up advertisements. In addition, search engines may help first-time customers to find you, Melissa, can you count on search engines to bring customers back again and again?

Melissa said, "Yes, it is not easy to draw customers to my site, but that is not the most difficult part!" She is right. Web users have limited time and energy in looking at any web page, if they do not find what they want, and find it quick, they are gone for good.

Web site managers need some solutions to bring in customers, present proper products to the customers, and figure out how to bring them back again.

The short story of other solutions

There are many "solutions" trying to satisfy the needs of web users and web site managers. However, most of them make improvements on the left and bring in drawbacks on the right.

For example, we can all name over five search engines, but we still see more search engines coming to the market from every corner. This makes using the web more complex, where do we start? The spiders sent out by those search engines clog the internet, and the web sites. The users are left with a long list of URLs to go through, and they know the order on the list do not match their best interest.

Those intelligent agents, clipping services, or search engines claim to understand the articles, are either too complex, too expensive, or both. Those expensive high-speed connections make refreshing page faster, but do nothing to shorten the four steps of using the web.

Cookies and personalization tools can be used to customize web pages for users to find what they want quickly. However, the process is complex, and costly. It is expensive to set up, operate, and maintain.

And, most importantly, it brings in privacy issues. People do not like "big brothers." Users on the other hand, implement tools to block cookies, and not telling the truth to personalization questions. Legislation has made it more difficult for web sites to monitor web users and utilize/sell the data they collect. Web sites then send pushy emails with attachment of web pages and cookies to users. Users are busy deleting emails without opening them. Web site managers and web users are trying to outsmart the other side! Do you think web site managers and web users are supposed to be at war? Can't we find a WIN-WIN solution?

Melissa the web site manager said, "It cost me a lot of money to draw users to my web site, of course I have to invest more money, energy, and time in getting the targeted sales closed! I will do anything for that! I have to know more about my customers. We have our privacy policy posted, don't worry. Of course, we need to set the expectation right, we do not guarantee that your private data will be safe forever. Isn't this good enough?"

Urban the smart web user said, "Even though I am not buying and installing big weapons to protect my privacy, I really do not appreciate being watched, recorded, and bothered all the time. Using the web is time consuming, takes a lot of boring and repetitive steps, and I often find too many unwanted and too few wanted items, but, I still surf the web, since this is the one and only web."

Introducing ZoomerOne

ZoomerOne, presented by NicheUSA, L.L.C. can give you a fresh look of using the web, it is called "web zooming."

ZoomerOne, based on patent pending technologies, can address any element on a web page. It can take words or numbers from one or more web sites and use them to activate actions on another site, then send the result to more sites or take other complex actions. In other words, ZoomerOne ties all technologies on the web together.

ZoomerOne is a customizable tool. It can be trained by experts to pick elements from multiple web pages and put the elements together in any desired form. One copy of ZoomerOne can be trained for general science for students, the other copy of ZoomerOne can be trained to find information for investors.

ZoomerOne can be trained to drive several search engines and combined the results into one list. ZoomerOne can also be trained to visit certain web pages, select elements on the pages and prepare them for easy reading. ZoomerOne cuts the four-step finding process to two steps, and the two-step process of getting everyday updates to zero step!

ZoomerOne can be trained to find information on a subject keyword in a domain for certain audience, or be trained to bring updates on certain subject. ZoomerOne can also be instructed to do multiple logins, take out unwanted elements on the pages, compare values, send out alert messages.

Urban the smart user said, "I think ZoomerOne is a valuable tool. I can save time in getting the news, weather, stock prices, even my emails. I can get a good starting point if I want to learn something new. I can collect information from many web sites and read it offline, or on my handheld device. With the time saved, I can get my life on track again." Well, Urban, you get the idea, but that is not all.

"I think I can make good use of ZoomerOne," said Elberta the biology expert, "I can put together instructions for ZoomerOne to find definitions, descriptions, pictures, news, web links, experts, on any biology subject. And, I will make two versions, one for K to 5 kids, the other for 6 to 12 kids."

Elbert, the investment expert, said, "I will put together a ZoomerOne to help my customers keep track of companies, I will instruct the ZoomerOne to watch the stock price, news, government filings, consumer feedback, and executives of a company. It will save me and my customers a lot of time from surfing the web for these same kinds of information."

Melissa, the web site manager said, "This is interesting! If the ZoomerOne used by teenagers for studying contains some of my product information, I can send very targeted messages to this segment of customers without expensive personalization system, and without privacy issues! While they use ZoomerOne again and again for science information, they get to see my updated product information as well. I can achieve better conversion rate in turning surfers to buyers and repeat buyers. And the set up and maintenance cost is so low. Perhaps I should set up a ZoomerOne for each market segment. Also, it may be a good idea to set up a ZoomerOne for our own employees to get updates from suppliers, the market, and our own operations." Yes, Melissa, ZoomerOne is of great value to web site managers. Moreover, ZoomerOne can be trained to take smart actions on the collected information!

In a nutshell, ZoomerOne is easy to understand and use, efficient and effective. ZoomerOne frees people from the web confinement, from the repetitive typing and clicking; offers savings of time, money, and energy; provides personalization without losing privacy; brings access to information beyond search engines; and unlocks the power of the entire web of computers.

It is your move

Are you an expert of something? Do you want to train ZoomerOne to find information on a certain subject? Or, get the best updates on that subject? Do you want to help students learn more effectively? Contact us, we will be delighted to work with you.

Are you selling products, services on the web? Do you want to give customers and potential customers a "gift basket" to draw them to your web site? ZoomerOne can be set up like a gift basket full of goodies. But, this basket can refill by itself! Your customers can run ZoomerOne on their computers and get updated goodies, including your product messages. Contact us, we will get you started.

Are you a web user who can see the value of ZoomerOne? Come to our web site, you will be able to download many different kinds of ZoomerOne to save your time, find the best collection of information,

keep you up-to-date with new developments, make use of those web based tools, find and make the most clever deals on the web. Any time you want to get a knowledge/information snack, just call a ZoomerOne to action.

Happy web zooming!