

Web design and development ACS-1809

Chapter 2

Planning for Design a Web Site

- 📁 Identify the target audience
 - 🖱️ Research about it
- 📁 Set goals
 - 🖱️ Sell products/services, entertain, educate, recruit potential employees, communicate with customers, etc.
- 📁 Create the web site's structure
 - 🖱️ Tree diagrams, flowcharts, or simple outlines.
- 📁 Organize web site's content
- 📁 Develop the web site's navigation

Example: Functions performed by a target audience

User Group	Functions Performed	Age	Gender	Web experience
Current customers	<ul style="list-style-type: none"> - Bank online - Contact customer service - Research additional services/products 	16+	M/F	Varies
Potential customers	<ul style="list-style-type: none"> - Research services/products - Contact sales 	16+	M/F	Varies
Potential employees	<ul style="list-style-type: none"> -Search job openings -Research company -Contact HR 	18-60	M/F	Varies
Financial consultants	<ul style="list-style-type: none"> -Research services/products -View company financials - Contact sales 	30-60	M/F 60/40	Savvy

1/15/2020

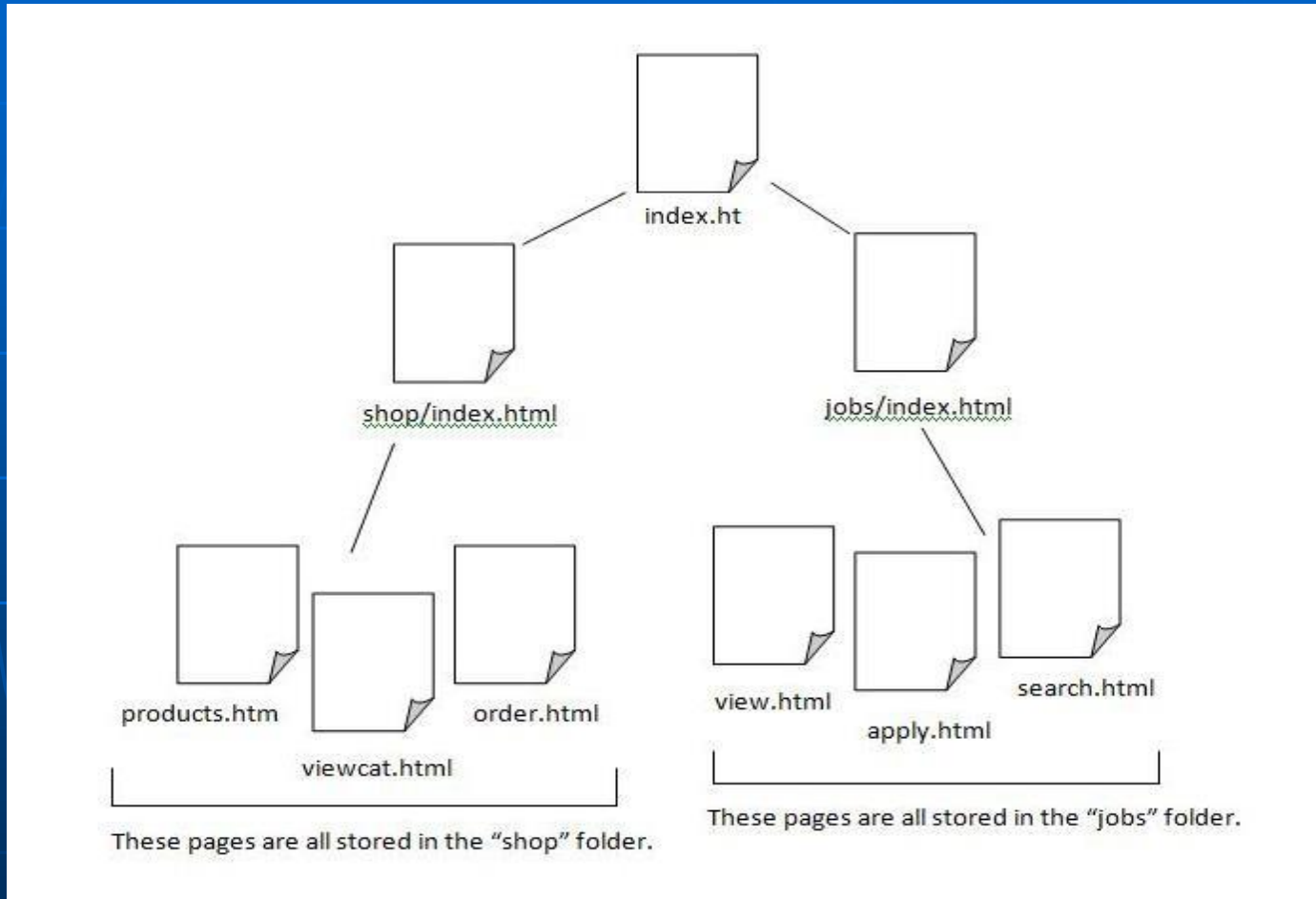
Table 1-1

Goals & Main topic areas

- 📁 Example: a stationary store
 - 🖱️ Primary goal: sell office supplies to offices
 - 🖱️ Secondary goal: to recruit potential employee

- 📁 Two main topic areas:
 - 🖱️ Shop for office supplies
 - 🖱️ Browse available jobs

Tree Diagram



A tree diagram showing the structure for a sample office supply site.

Content Organization

Category Name	Folder Name
Paper	shop/paper/
Pens	shop/ pens/
Software	shop/software/
Furniture	shop/furniture/
Furniture, Desks	shop/furniture/desks/
Furniture, Chairs	shop/furniture/chairs/
Furniture, Bookcases	shop/furniture/bookcase/

Organize Content

- 📁 All the content for the site should fit under each of the topic areas in the site structure.
- 📁 There might be several subcategories in each topic area.

Develop Navigation

- ❏ You need to plan how a visitor to this site navigates between each of the pages and sections.
- ❏ A good practice:
 - ✓ Include a standard navigation bar on all pages for consistency and ease of use.
 - ✓ Links to your home page and major topic areas.
 - ✓ Name of business or logo.
 - ✓ Highlight the current section on the navigation bar.
 - ✓ As many visual clues as possible.
 - ✎ Include page title, headline, page filename, etc.

An Example from Apple

The URL clues the visitor to the name and location of the section being viewed.

This button has a different color scheme to show the visitor which section is currently being viewed.

This page title lists the name of the site as well as the page and section names.

This text is darker to show the visitor which aspect of the iPod section is currently being viewed.






The image shows a screenshot of the Apple website's iPod section. The browser's address bar displays 'www.apple.com/ipod/'. The page title is 'Apple - Play music and more on iPod.'. The navigation bar includes links for Store, Mac, iPod, iPhone, iPad, iTunes, and Support. The main content area features a 'Products' section with images of iPod shuffle, iPod nano, iPod classic, iPod touch, Apple TV, and Accessories. Below this, the 'iPod touch' section is highlighted with a darker background, featuring the text 'iPod touch' and 'Now starting at \$199. It has fun written all over it.' The main image shows a person's hands holding an iPod touch displaying a car racing game.

Now get to the work

- 📁 Select the HTML editor working best for you
 - 🖱️ Tons and tons of them, and the number is still growing
 - 🖱️ Table 1-3 lists a tiny number of them
 - 🖱️ They can be divided into two categories
 - 🖱️ WYSIWYG editors
 - 📁 They don't require knowledge of HTML – you can just drag and drove
 - 📁 You can instantly see the layout/effect of your page
 - 📁 They can speed your work, in some situations

Working on HTML pages

Text-based editors

-  You have to know some HTML to use them
-  Better control -- WYSIWYG editors may write HTML in a variety of ways
-  Faster pages -- WYSIWYG editors sometimes overcompensate for the amount of code needed to render a page properly
-  Speedier editing -- the large-scale WYSIWYG editors can take a lot of memory and system resources, slowing both the computer and the development process
-  More flexible while can be also very specific – you can produce the code exactly the way you want (skip the “auto-correct”)

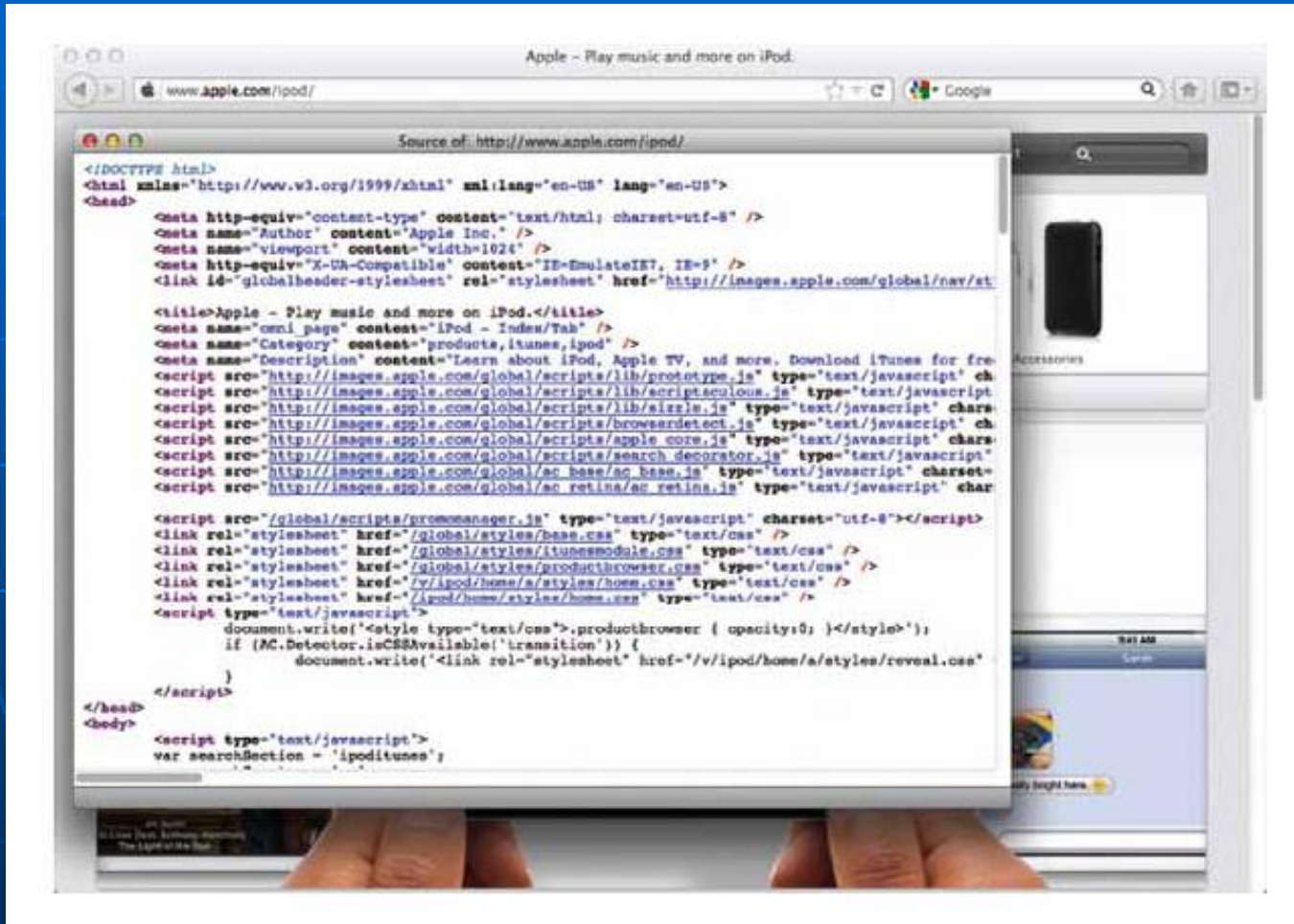
List Of HTML Editors

Tool	Average Price (U.S.)	Key Features
Amaya www.w3.org/Amaya/	Free	Open-source software project hosted by W3C Windows/Mac/Linux WYSIWYG visual editor (but no browser preview) Spell-checking Internationalized
BBEdit http://barebones.com/products/bbedit/	\$49.99	Also offers a free, scaled-down version called TextWrangler Mac only Browser preview FTP upload Multiuser editing Text-based editor capable of handling many popular programming languages, including C, C++, CSS, Java, JavaScript, JSP, Perl, PHP, Ruby, HTML, SQL, and XML
CoffeeCup Pro/Free www.coffeecup.com	\$69/free	Windows and Mac options available WYSIWYG visual editor FTP upload Spell-checking Templates Shopping cart creator Form builder
Dreamweaver www.adobe.com/products/dreamweaver	\$399 (or \$19.99/month)	Windows/Mac WYSIWYG visual editor with browser preview FTP upload Spell-checking Templates Server-side scripting Multiuser editing E-commerce building tools Mobile app/site development
Expression Studio 4 Web Professional www.microsoft.com/expression Note: <i>Expression Web replaced Microsoft's Front Page.</i>	\$149	Windows only WYSIWYG visual editor with browser preview FTP upload Spell-checking Templates Server-side scripting Multiuser editing Web graphics editor Additional editing tools available
TextWrangler http://barebones.com/products/textwrangler/	Free	Mac only Text-based editor perfect for beginners Also has server administration tools

Learn From the Pro

- 🖥️ One of the best ways to learn HTML is to surf the Web and look at the HTML for sites you like
 - 👉 Maybe those you don't like as well
 - 👉 Most web browsers enable you to view the HTML source code of web pages
 - 🖨️ In older versions of web browsers
 - 📄 In Chrome, choose View | Developer | View Source
 - 📄 In Firefox or Mozilla, right-click and select View Page Source
 - 📄 In IE, choose View | Source or Page | Source
 - 📄 In Safari, you must first choose Safari | Preferences | Advanced and check the option to Show Develop menu in menu bar. Then, choose Develop | Show Page Source
 - 🖨️ In most newest web browsers, right-click and select View Page Source

View Page Source



Design example

- 📄 Chop Point Camp site : by Wendy Willard
www.choppoint.org

- 📄 Research about the organization, target audience, goals.

 - 📄 Meeting Notes

- 📄 Sample questions:

 - 📄 Who are the target users/visitors of the site? Do you have any existing research regarding your client or user base, such as demographics, statistics, or other marketing information?

 - 📄 What business problem(s) will the web site address? What do you want to accomplish? What are your goals for the web site?

Cont'

- Target users and the functions they perform

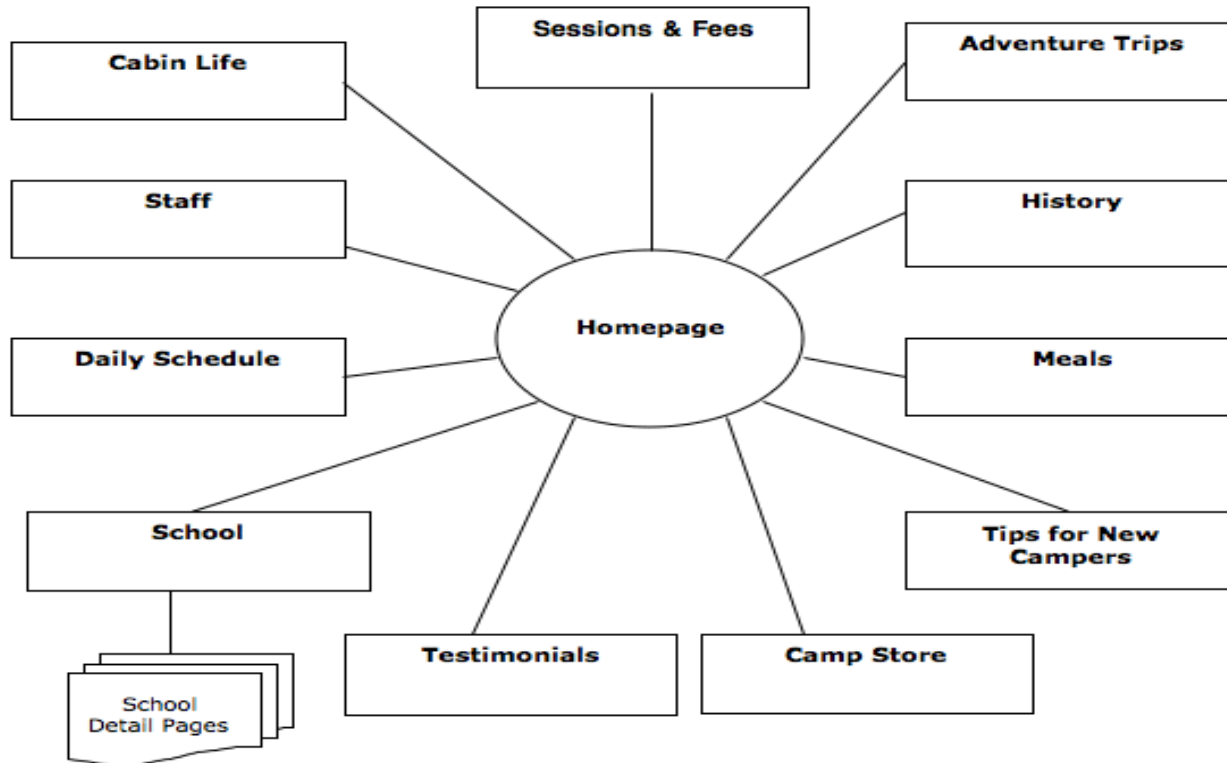
User Group	Functions Performed at Site	Ages	Web Experience
1. Potential campers	-Check session dates -Sign-up -Get more information	10-18	Moderate-high
2.			

- Content

- Navigation

Site structure

Chop Point Summer Camp Site Diagram v.1



Note: This diagram is meant to show the basic structure of the site, and does not display the navigational flow from page to page.