How-to Web Site Development

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Topics

- Basic design
- Web site usability
- Web technologies
- Development process
Basic design

- Elements of good design

Planning
- Intended audience
- Message to be communicated
- Similar messages communicated by your competitors
Basic design

Coherence

Design

- Is a means of communication
- Not a decoration

Importance ideas

- More prominent

Secondary ideas

- Less prominent
Basic design

- Proportion
  - Relative size to surrounding objects

- Spacing
  - Headlines
  - White space separation
  - Lines
  - Text
  - Boarders
Basic design

Contrast

- Light and dark areas
- Text, artwork and white space
- High contrast is good to have
- Avoid low contrast
Basic design

Uniformity versus Consistency

- Uniformity leads to boredom
- Tension is good
- Good design handles diversity in a consistent way
- Consistency leads to style
Basic design

Page to Page consistency

- Same margins
- Identical
  - Typeface, type size, line spacing
  - Body, headlines, subheading and captions
- Uniform
  - Paragraph indents and spacing between columns
- Repeating Graphical Elements
Basic design

- **Restraint**
  - Graphic design should be invisible
  - Unnecessary emphasis weakens total impact
  - **Restrict changes**
    - Typeface
    - Type size
Basic design

- Web page design is similar to graphic page design for desktop publishing
Web site usability

- If it is hard to use....

- Don’t make the user think

- Get rid of the questions
  - Obvious vs. requires thought

- Self evident
  - Or at least self explanatory
Web site usability

How are web sites really used

- People don’t read
  - They scan

- People don’t choose the best option
  - Choose the first option

- People muddle through
  - Read directions, are you kidding?
Web site usability

Create a hierarchy

- Most important is prominent
- Relate items visually
- Nest related items together
Web site usability

- Conventions
  - Don’t be non conventional
    - Ever use a non conventional web shopping cart?

- Break pages into clearly defined areas

- Make obvious what is clickable
Web site usability

- Make choices mindless
- Omit (needless) words
Web site usability

- Web Navigation
  - Sense of
    - Scale
    - Direction
    - Location

- Know how to find items
- Know where to find items
- Knowing where you are
Web site usability

- Navigation – Every Page should have...
  - Site ID
  - Home link
  - Main Sections links
  - Utilities
    - Help, contact info, site map
  - Search
  - Page name
    - You are here indicators
    - Breadcrumbs
Web site usability

- Home Page design (just one more thing)
  - Site identity
  - Site hierarchy
  - Search
  - Teases
  - Timely content
  - Deals
  - Short cuts
  - Registration
  - Establish trust
  - Show me .....
Web site usability

- Home page
  - Tagline
  - Welcome blurb
Web site usability

Design issues

- Rollovers
  - See one at a time
  - Need to find them
  - Too fast, popup

- Pull downs
  - Need to find them
  - Hard to scan
  - Use with well known items
    - i.e. list of states
Web site usability

- Test
  - Test
  - Test
Web Technologies

- Many products to choose from

  - Microsoft
    - Some are free
    - Use a demo version
    - Online documents
    - Examples
    - Help and support

- Others
  - There are some great products....
Web Technologies

- Browser
  - html viewer
- Web server
  - Provides content
  - Static or dynamic pages
- Authoring Tools
  - Simple design
  - Graphics design
- Development Tools
  - Web site development
  - Database development
Web Technologies

- Products – Browser, client side

  - Windows 95, 98, ME & NT
    - Internet Explorer older versions
    - Limited DHTML support

  - Windows 2000 & XP
    - Internet Explorer 5.5 or 6
    - Best application support
    - Less bugs
Web Technologies

Products – Web Server

- Windows 95, 98, ME and NT
  - Option Pack
  - Personal web server, IIS
  - HTML and ASP pages

- Windows 2000 and XP
  - HTML and ASP pages
  - Internet Information Server (IIS)
  - .NET Framework
    - 98, ME, NT, 2000 and XP
Web Technologies

- Products – Development Tools
  - Visual Studio 6.0
  - Visual Studio .NET
Web Technologies

- Products – Content Authoring Tools

  - FrontPage Express
  - Outlook Express
  - FrontPage 2000 or 2002
  - Microsoft Office 2000 or 2002
Development process

- Design a Site map
  - Shows basic navigation from page to page
Development process

- Static content
  - Html, dhtml

- Dynamic content
  - Text files
  - XML files
  - Access database
  - SQL database
Development process

- HTML
  - Tags
Development process

- Script
  - Vbscript
  - Java

- Client browser
  - DHTML

- Web server
  - ASP
Development process

- Components

- Complied code
  - VB or VC
  - Fast
  - Can run on a different server
Development process

- Visual InterDev - Using a HTML editor
Development process

- DHTML – Dynamic HTML
Development process

- DHTML – Creating Script

Declare the Event in the Element's Tag

Use the Element's ID

Declare a Block of Script
Development process

- ASP - Creating ASP pages
Development process

- ADO object
Development process

- DataBinding
Development process

- .NetFramework
Development process

- Security
Resources

- http://www.microsoft.com
- http://msdn.microsoft.com
- http://support.microsoft.com
- http://msdn.microsoft.com/usergroups
- http://www.microsoft.com/usa/social/
  - Local Event Calendar
Web Technologies Resources – Book

- Web Application Development Using Microsoft Visual Interdev 6.0
- Book
Web Technologies Resources – CD

- Microsoft Mastering Web Application Development Using Visual InterDev 6
- CD
Questions / Issues