

Website Design

Teamwork

Web Design Team

- A website is a team effort
- Each team member has a role.
- The front end team consists of:
 - Content Creators/Strategists
 - Information Architects
 - Graphic Designers
 - Interaction Designers (UX)

Content Creator/Strategist

Creates and Manages the information on the website

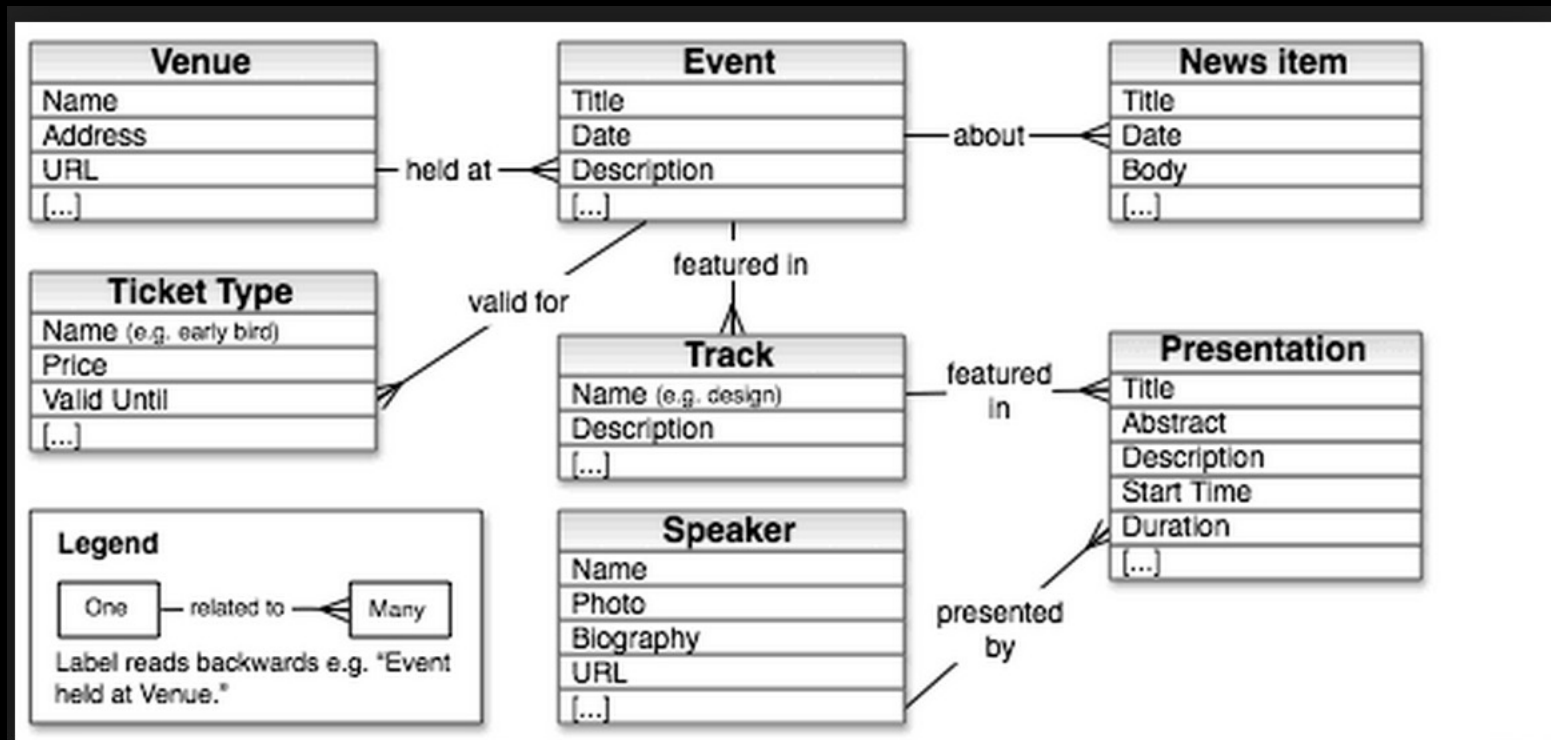
For Group Project Part 1: Content Model and overall
content

Responsibilities

- Create Content – write (journalists/client)
- Gather Content – news aggregator (huff post)
- Manage Content – content Model

Content Model

- Representations of the types of content and its relationship with other content on the site.
- NOT a site map – more like an ERD



Information Architecture

“Information Architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way.” (usability.gov)

For Group Project Part 1: Sitemap, Navigation

IA – Information Architecture

- Concerned with:
 - Information Structure (relationships)
 - Taxonomy and Metadata (a common language)
 - Navigation Schemes (searching)

Information Structure

Defines the type of relationship between the content items and groups.

Example – By Category - alphabetical

Fruit → Produce → Groceries

Does this make sense?

Apples, Pears, Peaches -> Fruit

Apples, Lettuce, Avocados -> Produce

Apples, Lettuce, Peaches, Bread -> Groceries

Information Structure

Defines the type of relationship between the content items and groups.

Does this make sense?

All products are alphabetical:

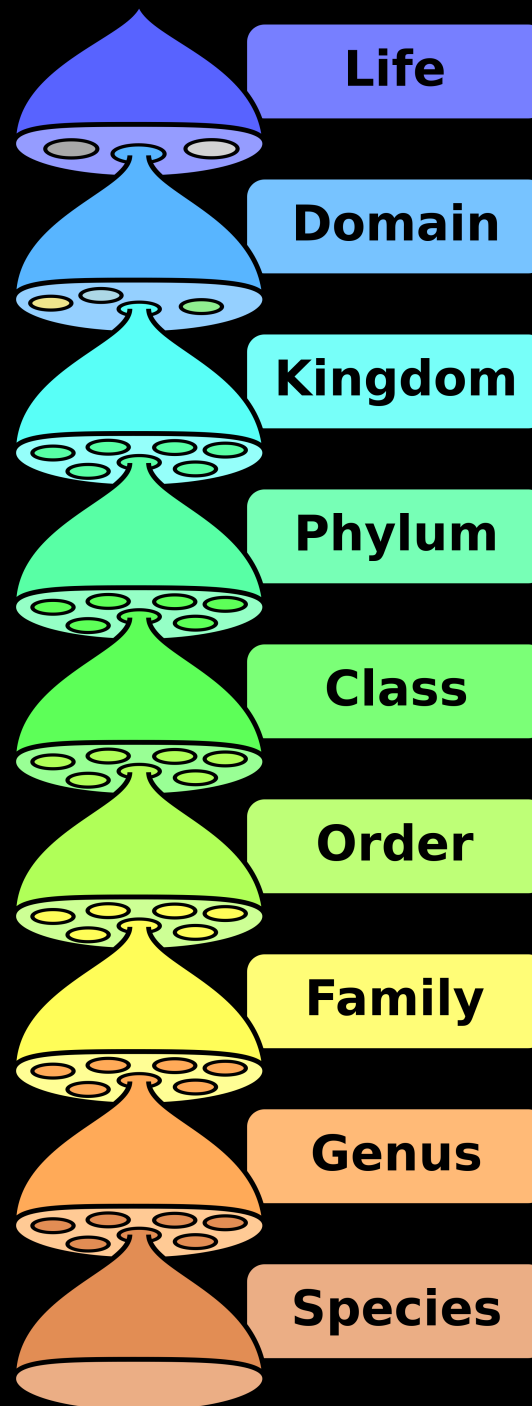
A|B|C|D|E|F|...

Select A and you get: Apples, Avocados...

Not categorized by product type – clearly distinct.. How do we decide?

Taxonomy

- Taxonomy: a controlled vocabulary and hierarchy
- A controlled vocabulary assures that everyone uses the same language, thus making it easier for users and search engines to find the right information.
- Provides a way to describe content
- Who decides on the vocabulary?
 - Users AND designers



Metadata

- Metadata is data that describes other data
- Users don't see it, but the search engines do
- Book – user sees author and title
- Search engine also sees:
 - Publication date
 - publisher

Metadata

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <title>Meta Keywords - Try Our Meta Keyword Generator Free! | WordStream</title>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="copyright" content="WordStream is a registered trademark of WordStream, Inc. Copyright &copy; 2008-2011, All Rights Reserved." />
<meta name="description" content="Meta Keywords, or tags, are additional copy included in your website's HTML. Learn how using Meta Keywords can help you get more traffic to your website." />
<meta name="keywords" content="meta keywords, importance of meta keywords, meta keyword importance, meta tag keywords, meta tag keywords, meta tag keywords" />
<meta name="robots" content="index, follow" />
<meta name="DC.title" content="Meta Keywords: How a Meta Keyword Plays a Small but Important Role in Search Engine Marketing" />
```

Organizational Structure

- Defines the way in which the users will navigate (drives the navigation system)
- Example: Street Structure in a city
- Three Main types
 - Hierarchy
 - Hypertext (non linear)
 - Database

Organizational Schemes

- Exact
- Ambiguous
- Hybrid



“Exact” Organization Schemes

- Features
 - Easy to define and maintain
 - Supports “known-item” searching
 - Requires user to have detailed knowledge
- Some Types
 - Alphabetical
 - Chronological
 - Geographical

“Exact” Organization Schemes

– Alphabetical

WOMEN'S APPAREL	Women's Apparel: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #																									
SHOES	N	n.Philanthropy							Natori									NHA KHANH							NO. 21	
HANDBAGS		Naeem Khan							Natori Foundations									NICHOLAS							Nocturne #22	
JEWELRY & ACCESSORIES		Naked							Natori Legwear									Nicole Benisti							Norma Kamali	
BEAUTY		Nanette Lepore							Natori Sleepwear									Nightcap Clothing							NYDJ	
MEN		Narciso Rodriguez							Nero by Jatin Varma									Nina Ricci							NYDJ, Plus Size	
KIDS	O	Olympia							Opening Ceremony									Oscar de la Renta Sleepwear								
HOME		OndadeMar							Oscar de la Renta																	
SALE	P	PAIGE							Pello Bello									Piazza Sempione							Prabal Gurung	
		Paige Maternity							Peserico									PilyQ							Proenza Schouler	
		Pamella Roland							Peter Pilotto									Piper							Prose & Poetry	
		Pamella, Pamella Roland							Petersyn									Pleats Please Issey Miyake							Public School	
		Parker							Peuterey									Polo Ralph Lauren								
		Parker Beach							Phat Buddha									Pologeorgis								
		Parker Black							Pia Pauro									Poupette St Barth								
	R	R+Co							Rainforest									Reem Acra							Rococo Sand	
		R13							Ralph Lauren Collection									RENE RUIZ							ROI	
		Rachel Gilbert							Ramy Brook									Rialto Jean Project							Roksanda	
		Rachel Pally, Plus Size							Randi Rahm									Rick Owens							Roland Mouret	
		Rachel Zoe							Rebecca Minkoff									Roberta Einer							Romance Was Born	
		Rag & Bone							Rebecca Taylor									Roberta Roller Rabbit							Rosetta Getty	
		rag & bone/JEAN							Red Haute									Roberto Cavalli							RtA	
		Rails							RED Valentino									Rochelle Sara							Rubin Singer	
	S	S'well							Schutz									Slink Jeans, Plus Size							Stella McCartney	
		Sacai							Scripted									Smythe							Stizzoli, Plus Size	
		Sachin & Babi							See by Chloé									Sofia Cashmere							Stone Cold Fox	
		Saint Laurent							Self-Portrait									Solace London							Suboo	

“Exact” Organization Schemes

– Chronological


Browse by Year


2020
2019
2018
2017
2016
2015
2014
2013
2012
2011
2010
2009
2008
2007
2006
2005
2004
2003
2002

...more »

Article Archives »

2020 ISSUE ARCHIVES


Vol. 49, No. 19
Jan 22-28, 2020
[Digital Edition](#)


Vol. 49, No. 18
Jan 15-21, 2020
[Digital Edition](#)


Vol. 49, No. 17
Jan 8-14, 2020
[Digital Edition](#)

“Exact” Organization Schemes

— Geographical

US

Alabama

auburn
birmingham
dothan
florence / muscle shoals
gadsden-anniston
huntsville / decatur
mobile
montgomery
tuscaloosa

Alaska

anchorage / mat-su
fairbanks
kenai peninsula
southeast alaska

Illinois

bloomington-normal
champaign urbana
chicago
decatur
la salle co
mattoon-charleston
peoria
rockford
southern illinois
springfield
western IL

Indiana

bloomington
evansville
fort wayne
indianapolis

Montana

billings
bozeman
butte
great falls
helena
kalispell
missoula
eastern montana

Nebraska

grand island
lincoln
north platte
omaha / council bluffs
scottsbluff / panhandle

“Ambiguous” Organizational Schemes

- Divides the information into categories that may appear *esoteric* – no particular external rules of order
- Features:
 - Difficult to define
 - Supports browsing by users with no immediate goal – surfing with vague information
- Some Types:
 - Topical
 - Task-Oriented
 - Audience specific
 - Metaphor Driven

“Hybrid” Organization Schemes

Mix of Exact and Ambiguous

Library Listings

- Adult
- Arts
- Community Center
- Get a Library Card
- Learn about our Library
- Science
- Teen resources
- Youth resources

Library Listings

- Age Group
 - Adult
 - Teen
 - Youth
- Topics
 - Art
 - Science
- Services
 - Get a Library Card
 - Learn about our Library

Hierarchical Structure

- Most well defined websites follow the hierarchical structure
- Parent/Child relationships
- Top-down approach to designing the site
- Mental model is formed quickly by users
- Users are familiar with this structure

Design “gotcha’s”

- Hierarchical categories are mutually exclusive
 - Don’t be bound by this in your design
- Balance the breadth and depth of the structure
 - Too deep → too many clicks
 - Too broad → too many categories
 - Remember the short term memory and cognitive load of humans

Graphic Designer

“...someone who creates visual concepts, ... to communicate ideas that inspire, inform, or captivate...”

Style Guides

- Focus on Branding and (corporate) identity
- Define color, type, images logo etc.

Good Example:

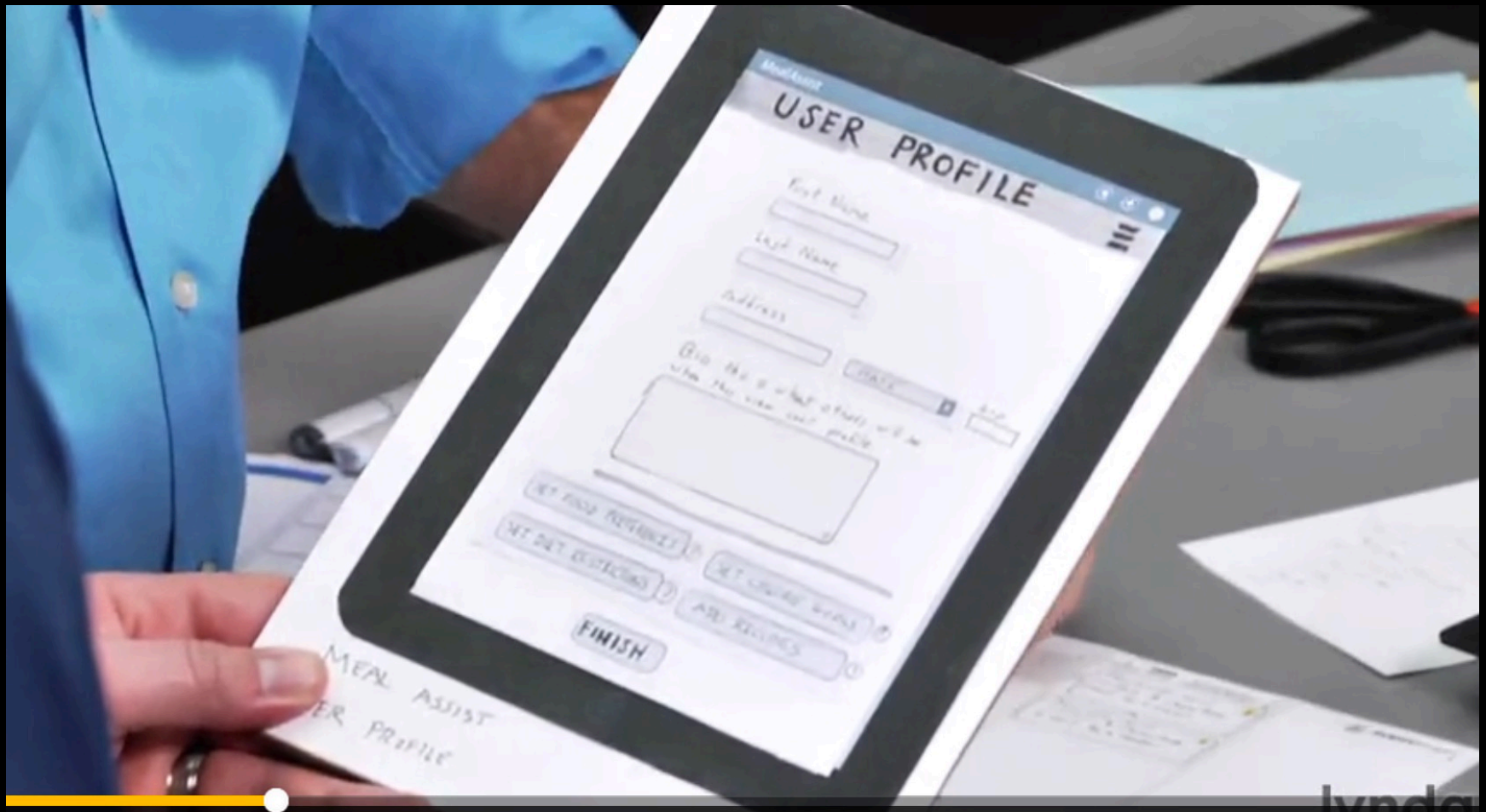
<http://www.yelp.com/styleguide>

<https://www.rit.edu/brandportal/>

UX / Interaction Designers

Design the user's experience – with
personas

Wireframes



What is a wireframe?



It's like an architectural blueprint; you need to see it in two-dimensional black and white diagrams before you understand how to build the actual house. Similarly for a screen design, you can't start building pixel layers in photoshop, or writing blocks of code, without knowing where the information is going to go.

Wireframes vs. Prototype vs. Mockups

	Key aspects	What to use for
Wireframe	Basic representation of design elements	Communication, documentation
Prototype	Interactivity	Interactive user testing, UI design
Mockup	Static visualization, branding	Stakeholder design buy-in

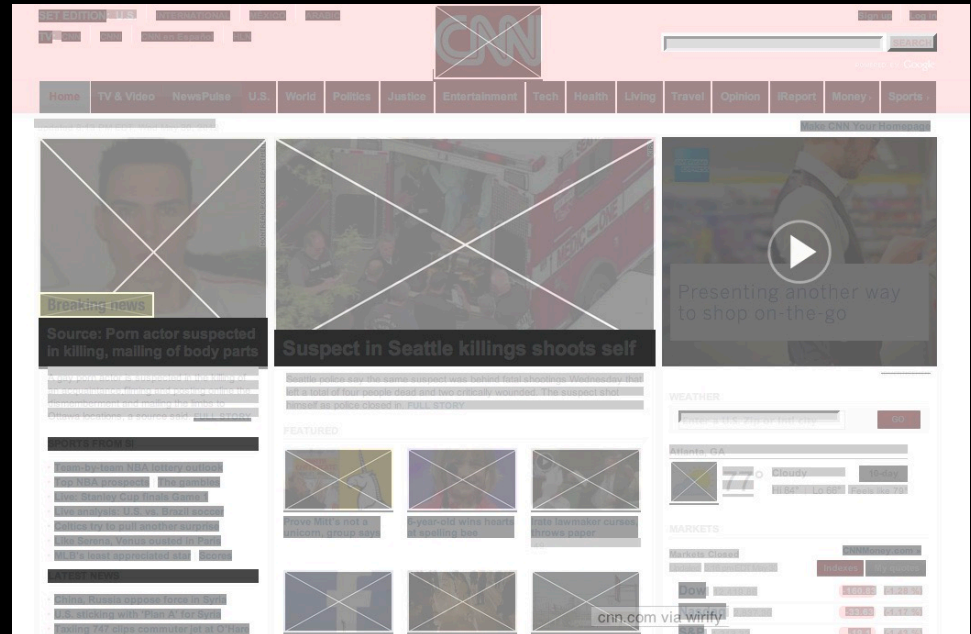
A very simple “digital” Wireframe



Creating a wireframe

- Get Inspiration

- <https://wireframes.tumblr.com/>
- OR from a site you like



Creating a wireframe

- Think about your workflow

SKETCH > WIREFRAME > VISUAL > CODE

SKETCH > WIREFRAME > HI-DEF WIREFRAME > VISUAL > CODE

WIREFRAME > HI-DEF WIREFRAME > VISUAL > CODE

SKETCH > CODE

WIREFRAME > INTERACTIVE PROTOTYPE > VISUAL > CODE

Creating a wireframe

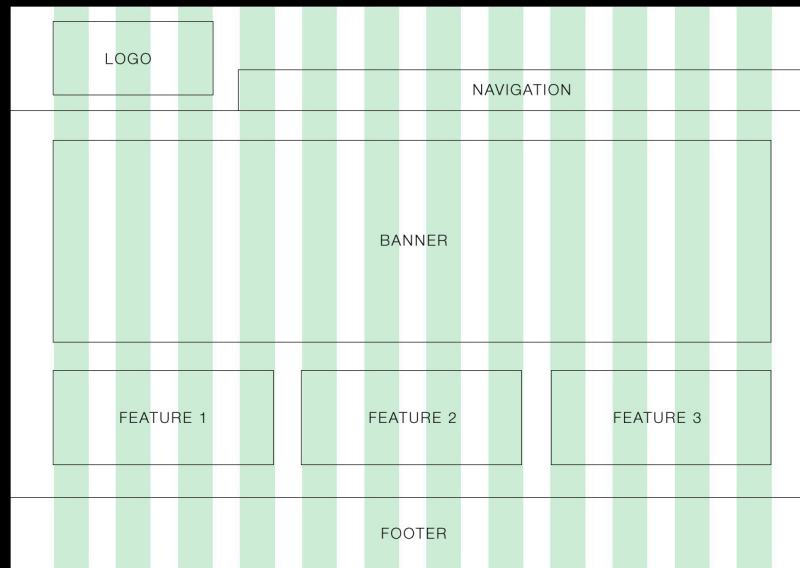
- Choose your Tool

- Pen & Paper
- <https://wireframe.cc/>
- <https://app.creately.com>
- <https://balsamiq.cloud>
- Adobe XD
 - Easy to use
 - Not Free
- Adobe InDesign or Illustrator (available on Lab Computers)
 - A bit more complicated to get started with
 - Not Free

Creating a wireframe

- Build / Draw

- Draw boxes in your tool of choice
- If you are using a grid layout you even overlay it

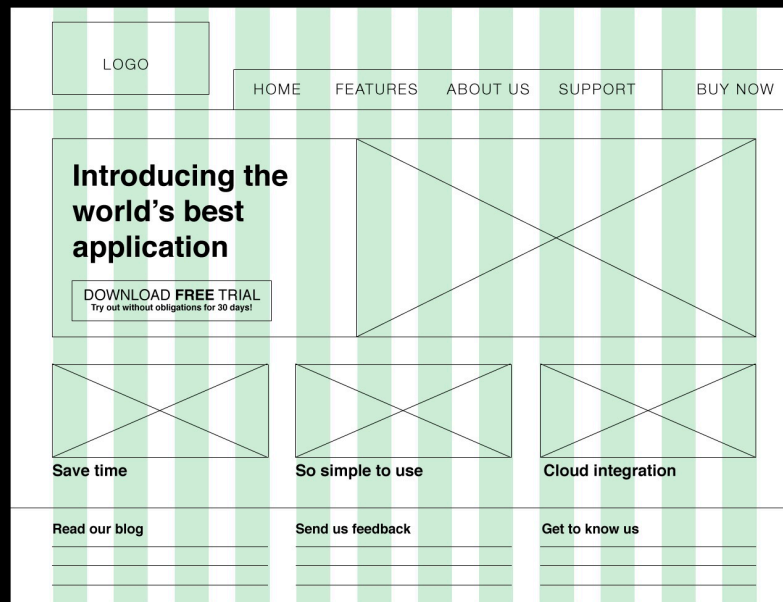


Creating a wireframe

- Define Information Hierarchy With

Typography

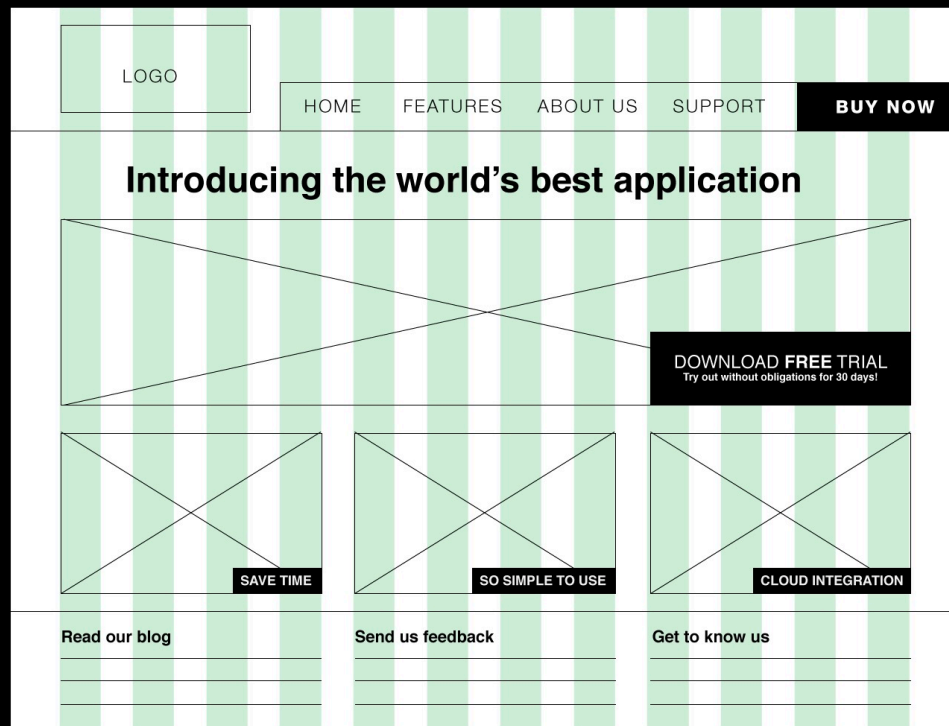
- When you do get to coding the h1, h2, h3 can assist with this



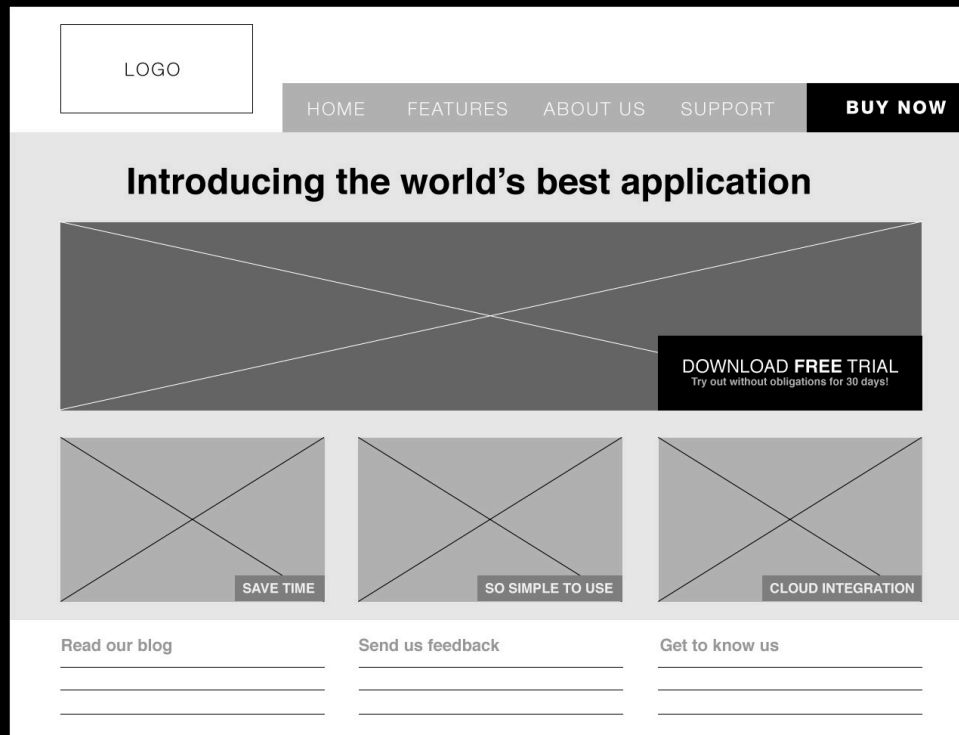
Creating a wireframe

Define Information Hierarchy With Design

- Experiment!



Additional Enhancements: Fine Tune with Grayscale



Personas



“I would like to find tools and information that would help me grow my business footprint online ”

Goals

- Improve company's lead generation program
- Find technology company he can partner with
- Test new tools

Shawn Marketer

Primary Persona

Quick Stats

Age: 32

Occupation: Marketing Director

Location: Atlanta, Georgia

Company Size: 120

Annual Gross: 6.2 M

About Shawn:

Shawn's business has been slowing lately and he could really use a set of tools that would help him understand what his rate of return is from his online marketing efforts

Actions

- Read howto articles on Market Aid
- Read testimonials on how people enjoy using Market Aid
- Schedule a demo of software

The Team Project

Read it over the document in
mycourses -> Projects -> Group
Project