

Process & Design

Target Audience: individuals

What is the age range of
your target audience?

- Will your site appeal to more women or men? What is the mix?
 - Which country do your visitors live in?
 - Do they live in urban or rural areas?
 - What is the average income of visitors?
 - What level of education do they have?
 - What is their marital or family status?
 - What is their occupation?
- How many hours do they work per week?
 - How often do they use the web?
- What kind of device do they use to access the web?

Target Audience: Companies

- What is the size of the company or relevant department?
- What is the position of people in the company who visit your site?
 - Will visitors be using the site for themselves or for someone else?
 - How large is the budget they control?

NAME	GORDON	MOLLY	JASPER	AYO	IVY
Gender	M	F	M	M	F
Age	28	47	19	32	35
Location	Chicago	San Francisco	New York	Miami	Boston
Occupation	Teacher	Attorney	Student	Retail	Journalist
Income	\$62k	\$180k	\$24k	\$160k	\$75k
Web Use	2-3 days/wk	Daily	Daily	4-5 days/wk	Daily

Why People Visit YOUR Website

1: The first attempts to discover the underlying **motivations** for why visitors come to the site.

2: The second examines the specific **goals** of the visitors. These are the triggers making them come to the site *now*.

Key Motivations

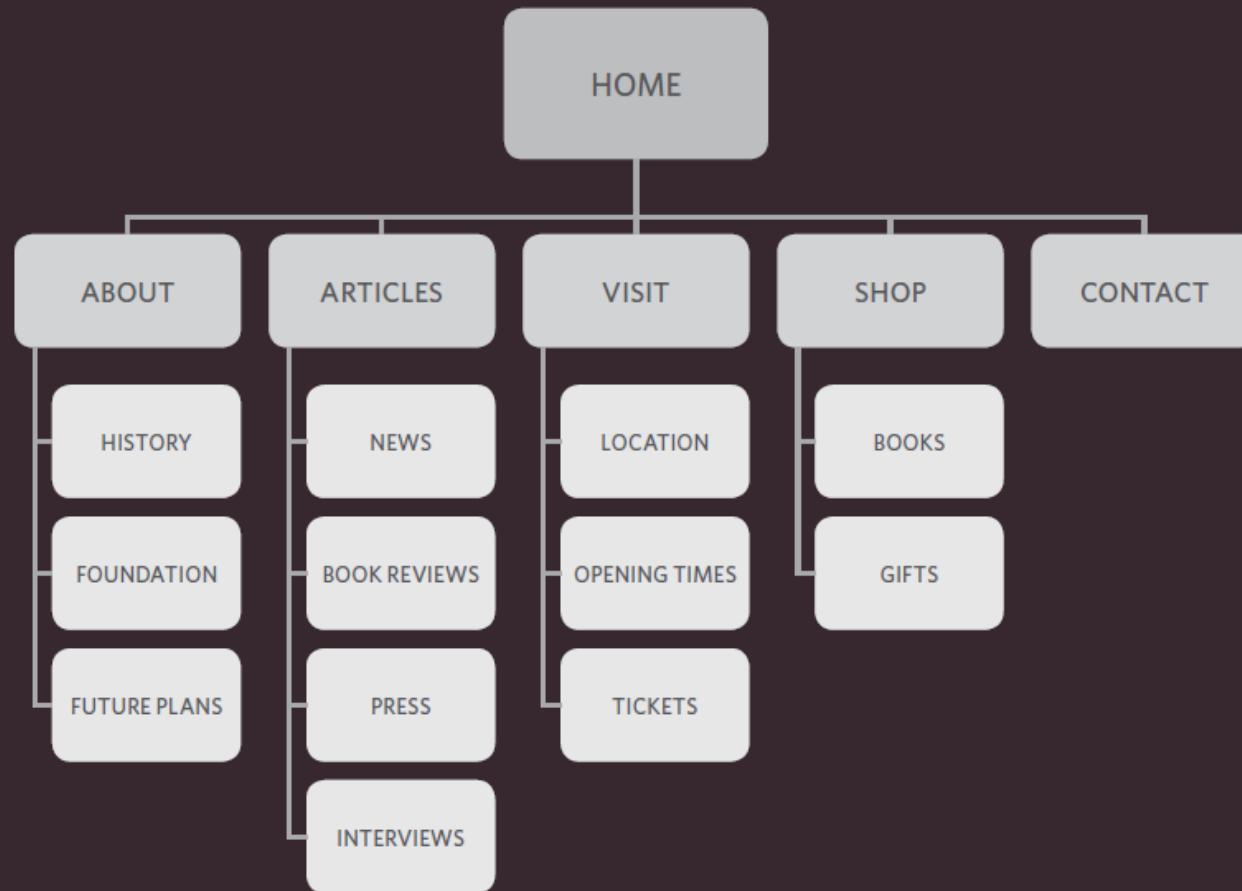
- Are they looking for general entertainment or do they need to achieve a specific goal?
- If there is a specific goal, is it a personal or professional one?
- Do they see spending time on this activity as essential or a luxury?

Specific Goals

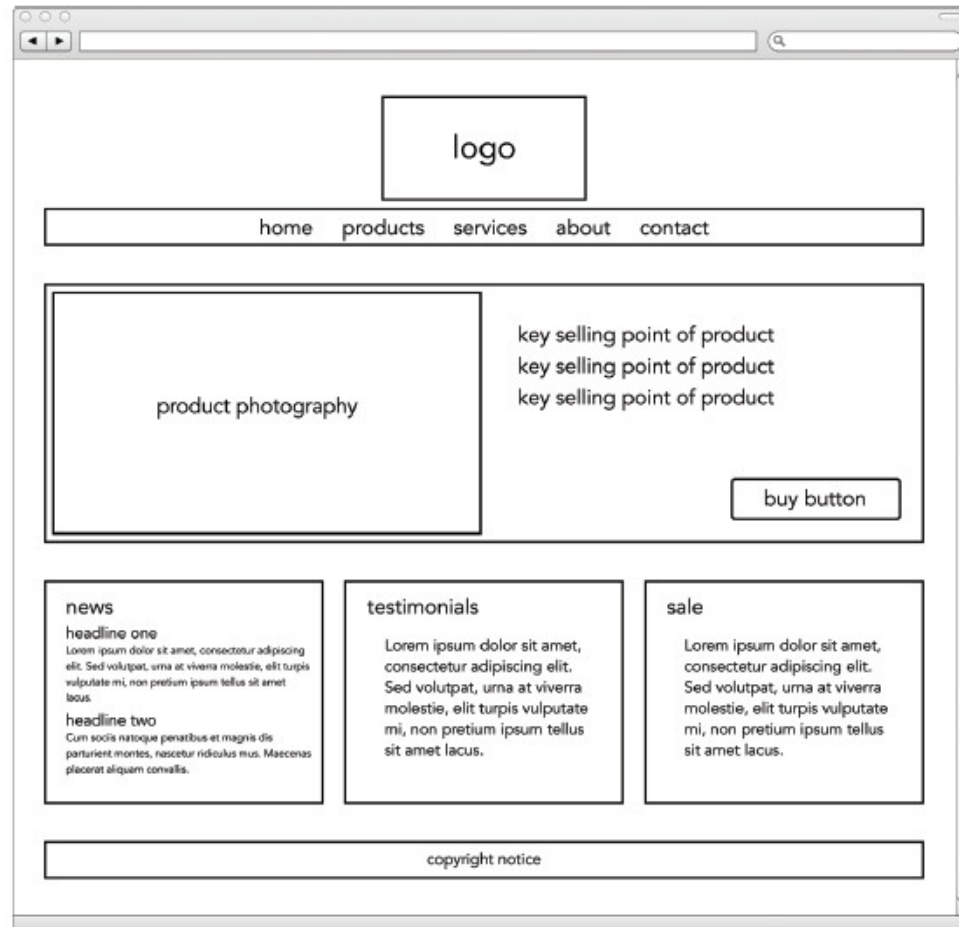
- Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?
- Are they already familiar with the service or product that you offer or do they need to be introduced to it?
- Are they looking for time sensitive information, such as the latest news or updates on a particular topic?
- Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

How Of ten People Will
Visit Your Site

EXAMPLE SITE MAP



EXAMPLE WIREFRAME



CONTENT

Web pages often have a lot of information to communicate. For example, the pages of online newspapers will have information that does not appear on every page of the print equivalent:

- A masthead or logo
- Links to navigate the site
- Links to related content and other popular articles
- Login or membership options
- Ability for users to comment
- Copyright information

PRIORITIZING

If everything on a page appeared in the same style, it would be much harder to understand. (Key messages would not stand out.)

By making parts of the page look **distinct** from surrounding content, designers draw attention to (or away from) those items.

Designers create something known as a **visual hierarchy** to help users focus on the key messages that will draw people's attention, and then guide them to subsequent messages.

ORGANIZING

Grouping together related content into **blocks** or **chunks** makes the page look simpler (and easier to understand).

Users should be able to identify the purpose of each block without processing each individual item.

By presenting certain types of information in a **similar** visual style (such as using the same style for all buttons or all links), users will learn to associate that style with a particular type of content.



Let's look at an example of how design can be used to effectively communicate the services of a company.

VISUAL HIERARCHY

Attention is immediately drawn to a picture that shows the service this company offers and a headline to explain it. The size and colored background reinforce that this is the primary message on the page.

Should this service appeal to the user, below they can see more detail about what it does, how much it costs, and who uses it.

GROUPING

There are several chunks of information on this page.

At the top you can see the logo and navigation. Under this is the information that introduces the company's services.

Further down are three distinct groups showing you what the services do, the costs involved and some of the services' users.

SIMILARITY

There are several examples of similarity within this page.

The four points (at the bottom left of the screenshot) are all presented in a similar manner with consistent headings and icons.

All of the links in the body text are in blue so it is clear what text is clickable.

SIZE

Larger elements will grab users' attention first. For this reason it is a good idea to make headings and key points relatively large.

Lorem ipsum

dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

COLOR

Foreground and background color can draw attention to key messages. Brighter sections tend to draw users' attention first.

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.

STYLE

An element may be the same size and color as surrounding content but have a different style applied to it to make it stand out.

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.

grouping and Similarity

PROXIMITY



When several items are placed close together, they are perceived as more related than items that are placed further apart. (You can also nest groups of information within larger groups of information.)

CLOSURE



When faced with a complicated arrangement of items, we will often look for a single or recognisable pattern or form. A real or imaginary box can be formed around elements due to their proximity and alignment.

CONTINUANCE



When elements are placed in a line or a curve then they are perceived to be more related than those that are not following the same direction. This can be used to direct a reader from one part of a page to the next.

WHITE SPACE



Placing related items closer together and leaving a bigger gap between unrelated items.

COLOR



A background color placed behind related items to emphasize their connection.

BORDERS



A line can be drawn around the border of the group or between it and its neighbors.

CONCISE

Ideally, the navigation should be quick and easy to read. It is a good idea to try to limit the number of options in a menu to no more than eight links. These can link to section homepages which in turn link to other pages.

CLEAR

Users should be able to predict the kind of information that they will find on the page before clicking on the link. Where possible, choose single descriptive words for each link rather than phrases.

SELECTIVE

The primary navigation should only reflect the sections or content of the site. Functions like logins and search, and legal information like terms and conditions and so on are best placed elsewhere on the page.

Home Artist Profiles Exhibitions and Events Galleries Books and Magazines
About this Website Contact Us Login Register Terms and Conditions Privacy Policy



Home Artist Profiles Exhibitions Galleries Publications About Contact



CONTEXT

Good navigation provides context. It lets the user know where they are in the website at that moment. Using a different color or some kind of visual marker to indicate the current page is a good way to do this.

INTERACTIVE

Each link should be big enough to click on and the appearance of the link should change when the user hovers over each item or clicks on it. It should also be visually distinct from other content on the page.

CONSISTENT

The more pages a site contains, the larger the number of navigation items there will be. Although secondary navigation will change from page to page, it is best to keep the primary navigation exactly the same.

Home Artist Profiles Exhibitions Galleries Publications About Contact



Home *Artist Profiles* Exhibitions Galleries Publications About Contact



Optimization

1: PAGE TITLE

The page title appears at the top of the browser window or on the tab of a browser. It is specified in the `<title>` element which lives inside the `<head>` element.

2: URL / WEB ADDRESS

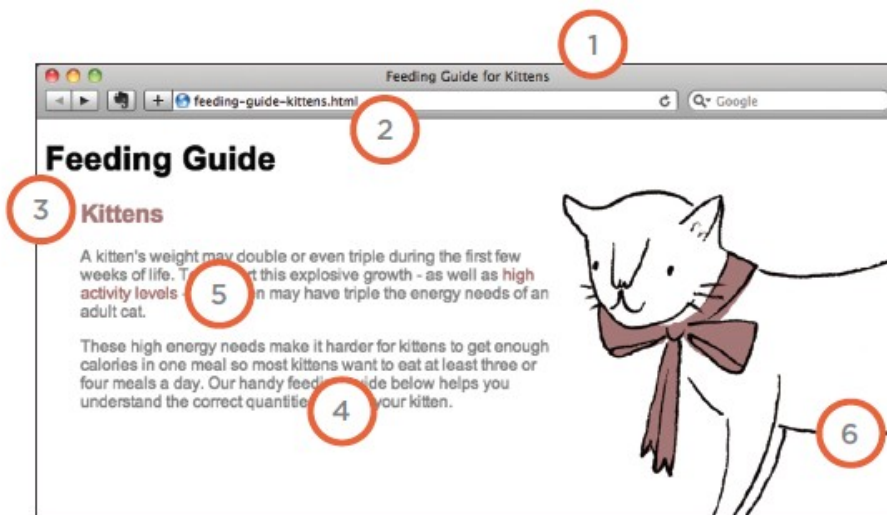
The name of the file is part of the URL. Where possible, use keywords in the file name.

3: HEADINGS

If the keywords are in a heading `<h>` element then a search engine will know that this page is all about that subject and give it greater weight than other text.

4: TEXT

Where possible, it helps to repeat the keywords in the main body of the text at least 2-3 times. Do not, however, over-use these terms, because the text must be easy for a human to read.



5: LINK TEXT

Use keywords in the text that create links between pages (rather than using generic expressions such as "click here").

6: IMAGE ALT TEXT

Search engines rely on you providing accurate descriptions of images in the alt text. This will also help your images show up in the results of image-based searches.

7: PAGE DESCRIPTIONS

The description also lives inside the `<head>` element and is specified using a `<meta>` tag. It should be a sentence that describes the content of the page. (These are not shown in the browser window but they may be displayed in the results pages of search engines.)

Never try to fool search engines! They will penalize you for it. For example, never add text in the same color as the background of the page as they can detect this.

How to Identify Keywords and Phrases

1: BRAINSTORM

List down the words that someone might type into Google to find your site. Be sure to include the various topics, products or services your site is about.

It often helps to ask other people what words they would use to find your site because people less familiar with a topic might use different terms than you. (In particular, they are less likely to use industry-specific jargon.)

Your list may include some keyword phrases (not just individual words) if you have topics which are described by more than one word.

2: ORGANIZE

Group the keywords into separate lists for the different sections or categories of your website.

For example, if your website was a pet shop you might have different categories for different animals (such as dogs, cats and rabbits).

On a large site you may break this up further into sub-categories (for example, separate groups for different pet food brands).

3: RESEARCH

There are several tools that let you enter your keywords and then they will suggest additional keywords you might like to consider, such as:

adwords.google.co.uk/select/KeywordToolExternal
(When using this tool, select the "exact match" option rather than "broad match.")

www.wordtracker.com

www.keyworddiscovery.com

Once these tools have suggested additional keywords, add the relevant options to your lists. (Keyword tools will most likely suggest some terms that are irrelevant so do omit any that do not seem appropriate).

Analytics: Learning about your Visitors

SIGNING UP

The Google Analytics service relies on you signing up for an account at:

www.google.com/analytics

The site will give you a piece of tracking code which you need to put on every page of your site.

HOW IT WORKS

Every time someone loads a page of your site, the tracking code sends data to the Google servers where it is stored.

Google then provides a web-based interface that allows you to see how visitors use your site.

THE TRACKING CODE

A tracking code is provided by Google Analytics for each website you are tracking. It should appear just before the closing `</head>` tag. The code does not alter the appearance of your web pages.

VISITS

This is the number of times people have come to your site. If someone is inactive on your site for 30 minutes and then looks at another page on your site, it will be counted as a new visit.

UNIQUE VISITS

This is the total number of people who have visited your site over the specified period. The number of unique visits will be lower than the number of visits if people have been returning to your site more than once in the defined period.

PAGE VIEWS

The total number of pages all visitors have viewed on your site.

PAGES PER VISIT

The average number of pages each visitor has looked at on your site per visit.

AVERAGE TIME ON SITE

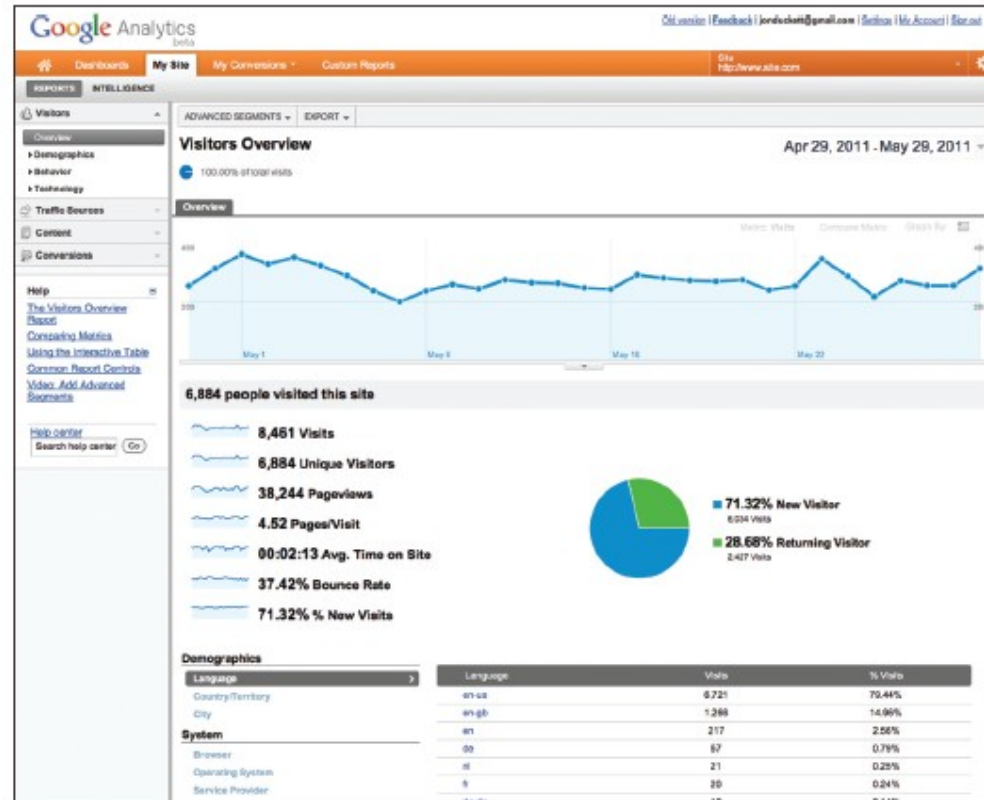
The average amount of time each user has spent on the site per visit.

DATE SELECTOR

Using the date selector in the top right hand corner of the site, you can change the period of time the reports display. When you log in, this is usually set to the last month, but you can change it to report on a specific time period.

EXPORT

The export link just above the title that says "visitors overview" allows you to export the statistics on this page for other applications such as Excel.



PAGES

This tells you which pages your visitors are looking at the most and also which pages they are spending the most time on.

LANDING PAGES

These are the pages that people arrive on when first visiting your site. This can be particularly helpful because you may find people are not always coming into your site via the homepage.

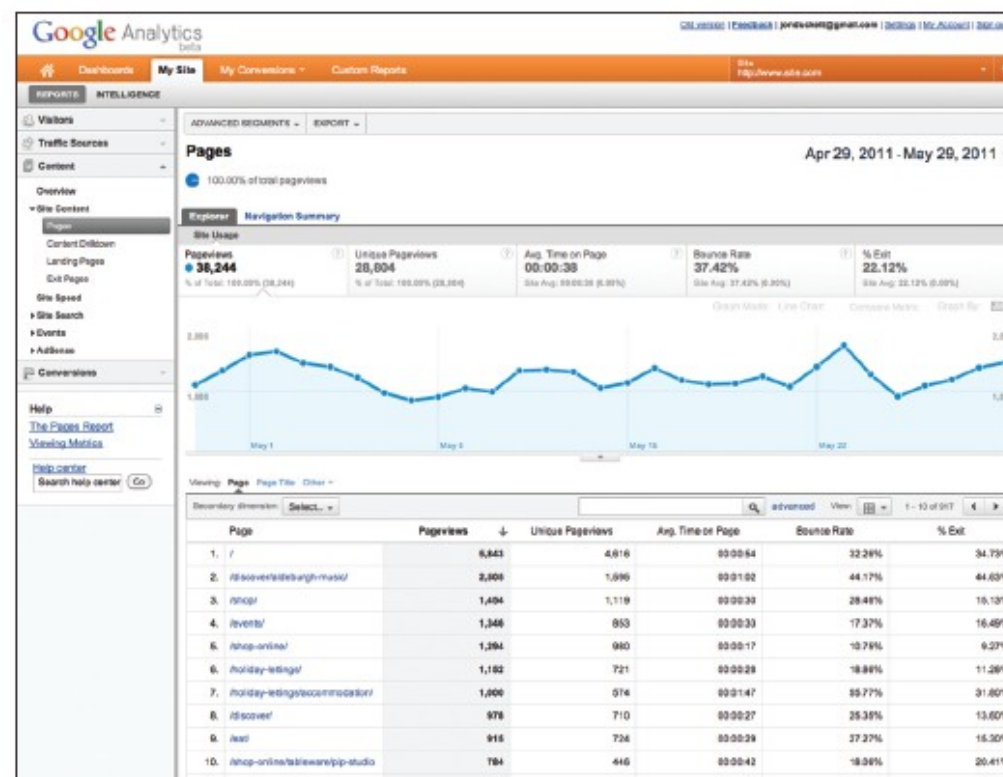
TOP EXIT PAGES

This shows which pages people most commonly leave from. If a lot of people are leaving from the same page then you might consider changing that page or improving it.

BOUNCE RATE

This shows the number of people who left on the same page that they arrived on. A high bounce rate suggests that the content is not what they were looking for or that the page did not sufficiently encourage them to look around the rest of the site. What counts as a bounce:

- Clicked a link to another site
- Clicked on an advertisement
- Entered a new URL
- Used the "back" button
- Closed the browser



DOMAIN NAMES

Your domain name is your web address (e.g. google.com or bbc.co.uk). There are many websites that allow you to register domain names. Usually you will have to pay an annual fee to keep that domain name.

These sites usually have a form that allows you to check whether your preferred domain name is available, and because millions of domain names have already been registered, it might take you a while to find the one that is right for your site.

A lot of sites that offer domain name registration also offer web hosting.

WEB HOSTING

So that other people can see your site, you will need to upload it to a web server. Web servers are special computers that are constantly connected to the Internet. They are specially set up to serve web pages when they are requested.

With the exception of some very large sites, most websites live on web servers run by web hosting companies. This is usually far cheaper and more reliable than trying to run your own web servers.

There are lots of different types of hosting on offer. We will now take a look at some of the key things that will help you choose which hosting company to use.

DISK SPACE

This refers to the total size of all of the files that make up your site (all of the HTML and CSS files, images and scripts).

BANDWIDTH

This is the amount of data the hosting company will send to your site's visitors. If you imagine 10 people looked at every page on your site, then it would be the equivalent to 10 times the amount of disk space you use.

BACKUPS

Check whether the hosting company performs backups on your site (and how often). Some only create backups so that they can restore your website in the event of a server breaking. Others allow access to backups (which can be helpful if you accidentally break the site when updating it).

Here is a list of some popular FTP applications:

FileZilla

filezilla-project.org
Windows, Mac, Linux

FireFTP

fireftp.mozdev.org
Windows, Mac, Linux

CuteFTP

cuteftp.com
Windows, Mac

SmartFTP

smartftp.com
Windows

Transmit

panic.com/transmit
Mac

Here is a list of some popular third party tools:

BLOGS

wordpress.com
tumblr.com
posterous.com

E-COMMERCE

shopify.com
bigcartel.com
go.magento.com

EMAIL NEWSLETTERS

campaignmonitor.com
mailchimp.com

**SOCIAL NETWORKING
SHARING BUTTONS**

addthis.com
addtoany.com

Here is a list of some popular FTP applications:

FileZilla

filezilla-project.org
Windows, Mac, Linux

FireFTP

fireftp.mozdev.org
Windows, Mac, Linux

CuteFTP

cuteftp.com
Windows, Mac

SmartFTP

smartftp.com
Windows

Transmit

panic.com/transmit
Mac

Here is a list of some popular third party tools:

BLOGS

wordpress.com
tumblr.com
posterous.com

E-COMMERCE

shopify.com
bigcartel.com
go.magento.com

EMAIL NEWSLETTERS

campaignmonitor.com
mailchimp.com

**SOCIAL NETWORKING
SHARING BUTTONS**

addthis.com
addtoany.com

ELOQUENT JAVASCRIPT

FOURTH EDITION

Marijn Haverbeke

