

## **Contents of the Course**

- Tiscover
- Internet & World Wide Web
- Introduction to WE & Characteristics of Web Applications
- WE Tasks and Phases
- Web Modelling
- Web Usability
- Web Performance/Caching
- Personalization/Adaptation
- Web 2.0

Why?

Why Web Engineering?

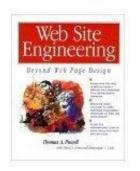




Problems in developing Web applications!

Characteristics of Web applications!

Books on Web Engineering (1/2)



## Web Site Engineering

Th. A. Powell Prentice Hall 1998



# Web Engineering Systematische Entwicklung von Webanwendungen G. Kappel, B. Pröll, S. Reich,

W. Retschitzegger (Hrsg.), dpunkt.verlag 2004



## Hypermedia and the Web: An Engineering Approach

D. Lowe, W. Hall Wiley 1999



## Web Engineering

The Discipline of Systematic

Development of Web Applications

G. Kappel B. Pröll S. Reich

G. Kappel, B. Pröll, S. Reich, W. Retschitzegger (Eds.), Wiley 2006

http://www.web-engineering.at



## **Web Engineering**

R. Dumke, M. Lother, C. Wille, F. Zbrog
Pearson 2003



#### Web Engineering

E. Mendes, N. Mosley (Eds.) Springer 2006

Books on Web Engineering (2/2)



## **Engineering Web Applications**

S. Casteleyn, F. Daniel, P Dolog, M. Matera Springer 2009



## Web Engineering: Modelling and Implementing Web Applications

G. Rossi, O. Pastor, D. Schwabe, L. Olsina Springer 2007



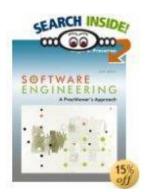
## Web Engineering and Its Applications

J. Mishra Narosa Pub House, 2008



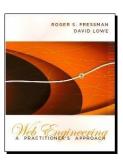
## Web Engineering: Principles and Techniques

W. Suh IGI Global 2005



## Software Engineering A Practitioner's Approach

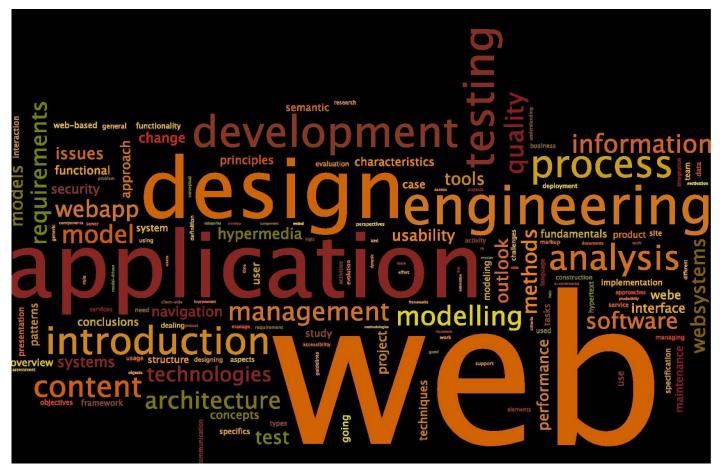
R. S. Pressman, McGraw-Hill 2005, 6th edition



## Web Engineering: A Practitioner's Approach

R. Pressman, D. Lowe McGraw Hill, 2008

## Tag Cloud of WE Related Terms



[B. Pröll, S. Reich:

An Analysis of Textbooks for Web Engineering, WECU 2010]

## **Defining Web Applications**

A Web application is a **software system** based on **technologies** and **standards** of the World Wide Web Consortium (**W3C**) that provides **Web specific resources** such as **content** and **services** through a **user interface**, the Web browser.

#### Point of discussion:

- Software aspect i.e., static HTML pages are not Web applications ?
- Interface aspect i.e., Web services are not Web applications?

Development of Web Applications (1/3)

- Situation of Web application development reminds us of the software development practices of the 1960s:
  - Often seen as a one-time event
  - Often spontaneous
  - Usually based on the knowledge, experiences and development practices of individual developers
  - Limited to recycling in the sense of the "Copy&Paste paradigm"
  - Characterized by inadequate documentation of design decisions
  - Often no project management

"The world has glimpsed a subset of hypermedia functionality and its potential for structuring and accessing information through the recent surge in World Wide Web (WWW) activity. Yet, we lack guidelines and tools to design and develop hypermedia applications" (Bieber and Isakowitz, 1995)

Development of Web Applications (2/3)

- Encountered problems of large scale Web projects
  - Failure to meet business needs
  - Project schedule delays
  - Budget overrun
  - Lack of functionality
  - Poor quality of deliverables
  - Lack of maintainability

**Source**: Cutter Consortium, *Poor Project Management Number-one Problem of Outsourced E-projects,*Cutter Research Briefs, November, 2000,
<a href="http://www.cutter.com/research/2000/crb001107.html">http://www.cutter.com/research/2000/crb001107.html</a>

Development of Web Applications (3/3)

- Reasons for encountered problems
  - Assumed simplicity of development
    - Document centric approach: development is seen as an authoring activity creation and linking of web pages and inclusion of graphics; but: requirements changes from simple hypertext to complex interactive processes
    - Due the availability of different tools, such as HTML editors or form generators
  - Know-how from related disciplines is not used
    - Common misconception that the development of Web applications is analogous to the development of traditional applications
    - Know-how from disciplines which could be used is not applied (e.g., Hypermedia and Human Computer Interaction)
  - Technology evolution

"You must always be prepared to be surprised ... by completely new types of applications" [Deshpande]

Short history of Web Application Development

## **Defining Web Engineering**

- (1) Web engineering is the application of systematic and quantifiable approaches (concepts, methods, techniques, tools) to cost-effective requirements analysis, design, implementation, testing, operation, and maintenance of high-quality Web applications.
- (2) Web engineering is also the **scientific discipline** concerned with the study of these approaches.

#### Sources:

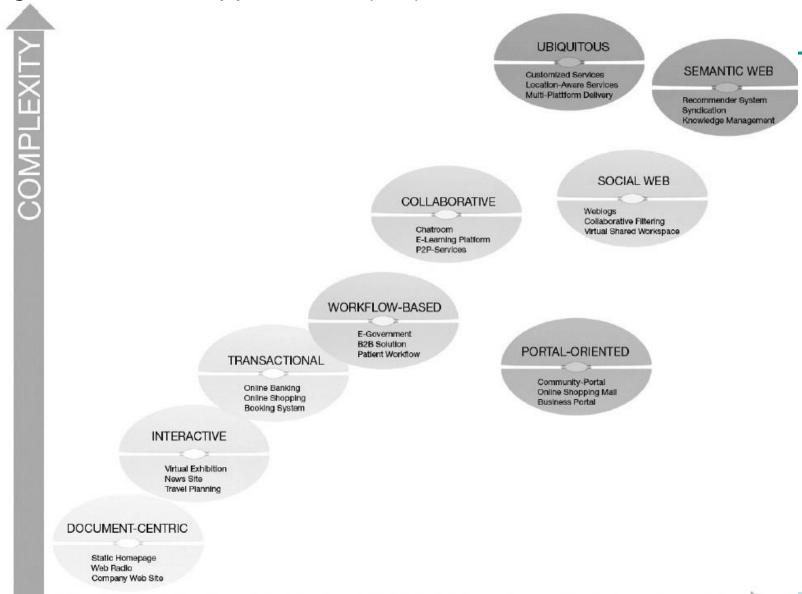
- Bourque, P., Dupuis, R., Abran, A., Moore, J. W., Tripp, L. L. *Guide to the Software Engineering Body of Knowledge*, IEEE Computer Society, 2004
- Deshpande, Y., Murugesan, S., Ginige, A., Hansen, S., Schwabe, D., Gaedke, M., White, B., *Web Engineering*, Journal of Web Engineering, 1 (1), 2002, pp. 3-17.

## **Basic Principles**

- Clearly defined goals and requirements
- Systematic development of a Web application in phases
- Careful planning of these phases
- Continuous audit of the entire development process

**Source**: Lowe, D., Engineering the Web - Web Engineering or **Web Gardening**? WebNet Journal, 1 (1), January-March, 1999.

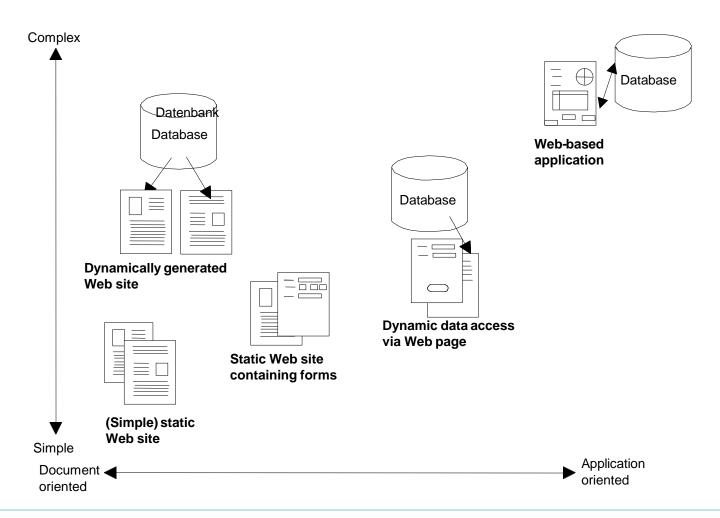
Categories of Web Applications (1/2)



## Categories of Web Applications (2/2)

- Any of these categories is still valid today
  - each has its own specific fields of application
- Newer categories are generally more complex
- Complex Web applications can be assigned to several categories at once, e.g. Online Shopping Malls
  - offer different search options (interactive)
  - allow to buy products (transactional)
  - offer order status monitoring (workflow-based)
  - offer online auctions (collaborative)
- Web applications may cover many traditional fields of application, e.g., online banking
- New fields of applications are created, e.g., location-dependent services

## Web Application Architectures: [Powell98] Classification



#### Conclusions

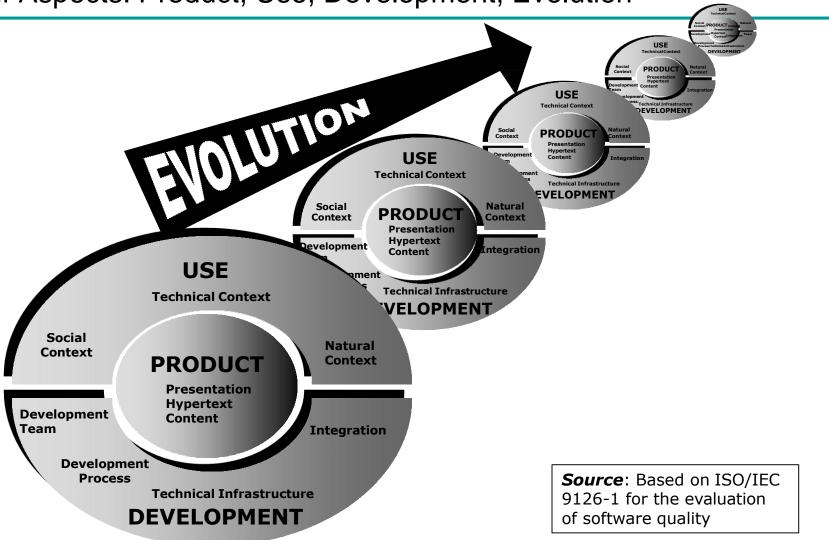
- Web applications differ from traditional, not Web-based applications, in a variety of features => characteristics
  - that traditional applications lack completely (e.g. non-linear navigation)
  - that are particularly pronounced in Web applications (e.g. frequency of updates)
- Presence and strength of a certain characteristic depend partly on the type of Web application, e.g., e-commerce systems vs. digital libraries
- => **proven methods** from **related disciplines** (e.g., software engineering, HCl or Hypermedia)
  - should be taken as they are
  - have to be adapted to the needs of Web Engineering
  - new solutions have to be developed



## **Contents of the Course**

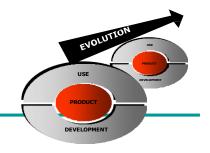
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Four Aspects: Product, Use, Development, Evolution



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Product-related Characteristics (1/3)



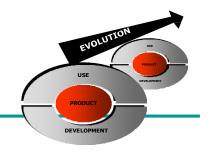
#### Content

- Document centric character and multimediality
  - content is provided as tables, text, graphics, animations, audio, or video
  - documents are generated in an appropriate way
  - special requirements on usability

#### Quality Demands

- being up to date, exact, consistent, reliable, ...
- high quality is required for price and availability information in onlineshopping systems
- critical factor for the acceptance of a Web application

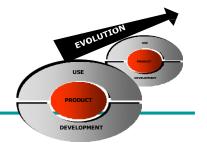
Product-related Characteristics (2/3)



## Hypertext

- Non-linearity
  - differ from traditional software applications by the possibility of systematic reading ("browsing", "query", "guided tour")
  - move freely through the information space, depending on interests and previous knowledge
  - a challenge for the authors
- Disorientation and Cognitive Overload
  - Disorientation: the tendency to lose one's bearings in a non-linear document
  - Cognitive overload: concentration required to keep in mind several paths or tasks simultaneously

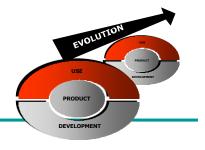
Product-related Characteristics (3/3)



#### Presentation

- Esthetics
  - "Look and Feel" of the user interface
  - fashion trends
- Self-explication
  - usage without documentation
  - navigation and interaction behaviour must be consistent within the whole application

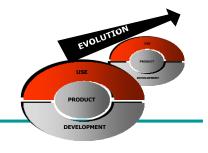
**User-related Characteristics (1/2)** 



#### Social Context: Users

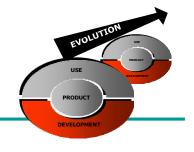
- Spontaneity
  - users can visit a Web application whenever they want and leave it again
  - the number of users cannot be reliably predicted
  - scalability is extremely important
- Multiculturalism
  - development for different user groups (known vs. anonym)
  - hard to define a representative sample for requirements analysis

User-related Characteristics (2/2)



- Technical Context: Network and Devices
  - Quality of Service
    - unknown network properties
  - Device-Independent Delivery
    - devices with very different specifications
- Natural Context: Place and Time
  - Globality
    - internationalisation regarding regional, cultural and linguistic differences
    - location dependent services
    - increased demands on security
  - Availability
    - immediate and permanent availability (24x7)
    - time-dependent services

Development-related Characteristics (1/3)



#### Development Team

#### Multidisciplinarity

- mixture between print publishing and software development, between marketing and computing, between art and technology
- IT experts, hypertext experts, designers, and application experts are responsible

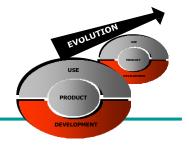
#### Young average age

 Web application developers are on average significantly younger and less experienced, care not too much about old conventions

#### Community Development

open source software freely available on the Web

Development-related Characteristics (2/3)



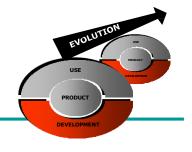
#### Technical Infrastructure

- Inhomogeneity
  - two external components
    - server (usually configured and operated as desired)
    - browser (no influence on preferences)
- Immaturity
  - increasing time-to-market pressure
  - Bugs

#### Development Process

- Flexibility
  - no rigid, predefined project plan
- Parallelism
  - parallel development of application parts
  - parallel running of phases

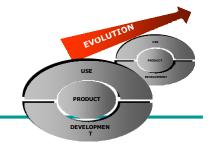
Development-related Characteristics (3/3)



#### Integration

- Internal Integration with existing legacy systems
- External Integration of content and services of external Web applications
  - large number of frequently changing sources
  - high degree of autonomy concerning availability and schema changes
  - few details about the properties of these sources
  - heterogeneity at various levels (data level, schema level, data model level)

#### **Evolution-related Characteristics**



#### Continuous Change

- permanent evolution due to constantly changing requirements or conditions
- changes may concern all three dimensions of a Web application product, use, and development

#### Competitive Pressure

- shorter product lifecycles and extremely short development cycles
- no room for a systematic development process

#### Fast pace

- extreme time pressure due to the rapid change on the Web
- "lean" versions of traditional processes with special emphasis on requirements analysis/specification and operation/maintenance

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#### Overview



## Project Engineering: Project Team

- Project team is predominantly small and consists of young people (low experienced but highly motivated!)
  - Customers, application specialists
  - Project engineer (project manager)
  - Web visionary
  - Web administrators
  - Web technologist ("technology observer"!)
  - Web programmers, code checkers
  - "Design" / multimedia experts
- Project Communication!
  - Conflict management and use of a common language

- Database experts
- Security experts
- Network experts
- Test team
- Marketing Team
- Usability experts
- Law experts
- Business Experts
- Sociologists, Psychologists

Project Engineering: Tasks and Challenges (1/2)

- Short budgets, lack of time ("time to market", "time to schedule")
- Interface to customer: Need of explanation for customers (static vs. dynamic vs. application-oriented Web application)
- Heterogeneous project team
- Several parts of project developed by "universal" teams
- => Assuring the consistency of the whole project!
- Merge of development, deployment (operation) and maintenance phase; operation/maintenance simultaneously with 24x7 availability; small, short, consecutive developments
- Version and release management (change requests)

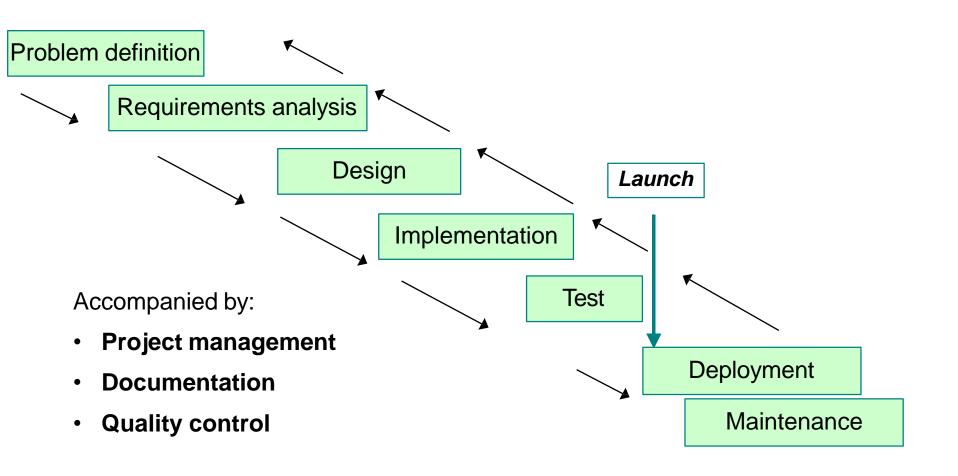
Project Engineering: Tasks and Challenges (2/2)

- Decision for use of new technologies and tools
- Risc management (risc identification risc analysis etc.): use and update
  of basic components / outsourced components, quality of content, launch &
  re-launch, performance and reliability, scalability
- Tool support: Project management tools, requirement /change request management tools, configuration management tools

#### **Process**



Process: Waterfall Model (traditional)



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## **Process Requirements**

#### WE Process has to cope with:

- Short development cycles
- Changing requirements
- Releases with fixed deadlines but variable extent (functions etc.)
- Parallel developments, reuse and integration
- Adaptability to complexity of Web application
- Customer interaction

#### → Agile Process Models

- Rational Unified Process (RUP)
- Extreme Programming (XP) [Beck99]
- Adaptive Software Development (ASD) [Highsmith00]
- Scrum [Sutherland90]

Process: Agile Development (1/2)

#### Idea

- Software developers and stakeholders (managers, users, end-users) cooperate in an agile self-organising team
- Focus is on collaboration and communication

## **Manifesto for Agile Software Development**

[Beck et al. "Agile Alliance", 2001]

- Individuals and interactions over process and tools
- Working software over comprehensive documentation
- Customer collaboration over contract negotiation
- Responding to change over following a plan

Process: Agile Development (2/2)

- Satisfy customer through valuable software
- Welcome changing requirements, even late in development;
- care for customer's competitive advantage
- Deliver working software frequently
- Business people and developer must work together daily
- Build projects around motivated people
- Support face-to-face communication
- Working software is the primary measure of progress
- Reflect at regular intervals how to become more effective
- etc.

[Pressman, page 73ff.]

#### **Problem Definition**



### Problem Definition (1/2)

#### Project Intention

What is the intended solution of the system to be developed? What is the current state of the system (if there is one)?

Example: simple Web presentation of a company, Web access of legacy system, e-commerce site

Why shall we develop a Web site? (competing WebSites?) What are measures of success?

Who are the users?

### Market analysis and target audience analysis

Who are the users of the Web site? What is the equipment of the users?

#### CONTENT

Where do we get the content from (content sources)? What are the legal issues (copyright etc.)? Which media, languages do we use?

#### Legal Issues

### Problem Definition (2/2)

- Infrastructure
- Provider, Web Hosting, Web Housing,...
- Business Model
- Who pays? (marketing, customers, etc.)
- Inhouse-development or outsourcing
- Project team
- Availability of programmers, designers, marketing experts, network experts, etc.
- Launch
- Date and content; beta version?
- Expected change requests after launch

Excursus: eLaw

- There are a lot of legal things every Web application developer should be aware of...
- European Community: E-Commerce directive
  - <a href="http://ec.europa.eu/internal\_market/e-commerce/index\_en.htm">http://ec.europa.eu/internal\_market/e-commerce/index\_en.htm</a>
  - (...only one of a number of laws, which are important for ' domain)
- Nice-to-knows
  - Illegal (at least according to Austrian law) (by 2 (2)
    - Photos on Web sites of less than 7 per without
    - Logos of companies
    - Not implemented!: Deep links "in all all second engines "in ogle of the links ages)
    - Copy & paste of URL in
  - E-Commerce: imprints accessible
    - Web designers can be sued
- ing compari, indicate compari, ind
- https://www.spieger.ue/reise/aktuell/0,1518,562217,00.html
- http://rorschachstagebuch.wordpress.com/2008/07/11/lg-hamburg-entsc

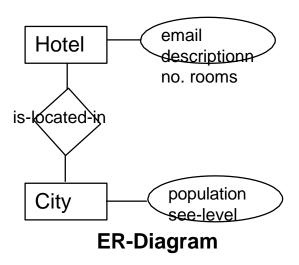
# Modelling



### Modelling

#### Modelling

- Abstraction of the (essential part of the) real world
- Often graphical representation
- Focus on requirement analysis and technical design; but universally applicable
- Examples: data model, navigation model, flowchart, etc.



# Requirements Analysis and Specification

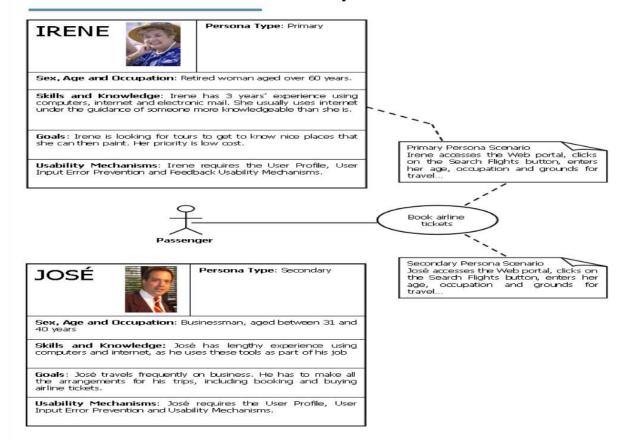


# Requirements Analysis and Specification

- Outcome of requirement analysis/specification (requirement engineering)
  - Collection and negotiation of requirements
  - Documentation of requirements
- Estimation and resource planing
- Often provides basis for legal contract
- Requirement types
  - Functional requirements: presentation of information, search, business processes
  - Content hypertext presentation (layout) requirements
  - Quality requirements
  - Requirements with respect to the system environment
  - HCI (human computer interface requirements) => usability
  - Requirements with respect to evolutionary aspects
  - Project constraints

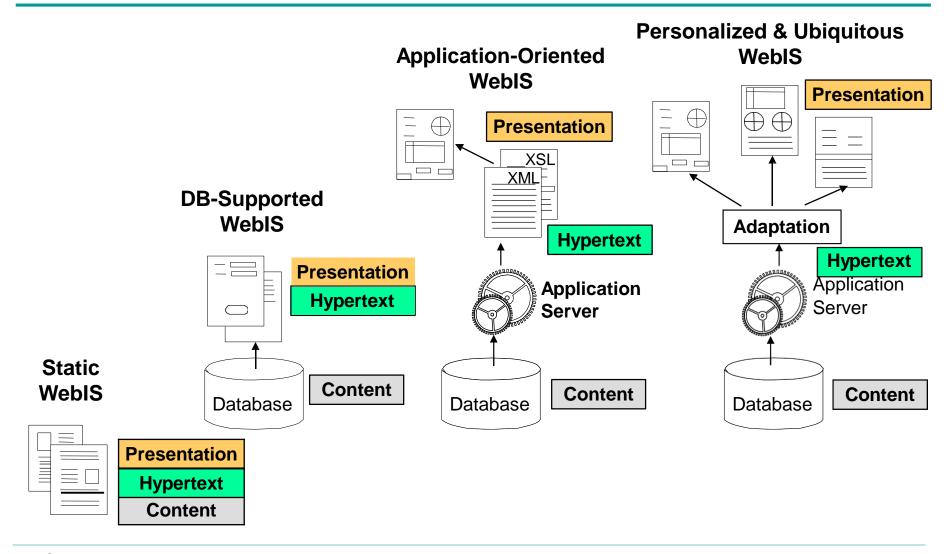
#### Who are the Users? => Personas

# PersonaSE Technique



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Excursus: Content, Hypertext, Presentation



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Requirements: Content, Hypertext, Presentation

#### Content requirements

- Object- (document) analysis
  - Identification of object types (document types: articles, books, etc.)
  - Identification of object attributes
- Content quality
  - Actuality, precission, completeness, trustworthiness, consistency, etc.

### Hypertext requirements

- Navigation requirements
  - Metapha (map, book, etc.), hierarchy, process, browsing and searching, linking, access, etc.

### Presentation requirements

- Icons, symbols, graphics, colours, new media (video, audio, animation), embedded programms, adaptable presentation (e.g., people with special needs)
- Marketing and corporate identity

Requirements: System Environment

### Client-side requirements

Browser, operating system, grafic card, plug-ins, etc.

#### Server-side requirements

- Hardware: Web server, database server, proxy server, etc.
- Computing capacity, memory, etc.
- Performance, number of (simultaneously accessing!) users

#### Network infrastructure

Network capacity and reliability

#### Security aspects

- Resticted parts of Websites? => authorization
- Sensible data, privacy aspects? => encryption
- Environment: hardware for operation, development, test, user training
- Legacy systems, open souce components

Requirements: Project Constraints

- Budget and time constraints
- Technical constraints
- Standards
- Predetermined technologies
- Legal issues
- etc.

# Requirements Specification

**UML Modelling** 

- UML use cases and activity diagrams
- Stories (e.g., user stories produced in XP)
  - Example: A user checks the products she put in the shopping chart. The
    input is validated as soon as the user clicks <Continue>. If no error is found
    the order will be accepted and a confirmation email will be sent to the user.
  - Advantage: less effort, useful communication with non-experts
- HTML prototype
  - IKIWIS (I know it when I see it)
  - No functionality, no database access
  - Prototype review and maybe re-prototyping
- Specification document (containing Screenshots)
- => Different methods might be applicable for different parts of the Web application

# Design



### **Technology Decision**

#### Domain specific product

- E.g. ec-shop solution
- => Adaptability / individuality might be restricted

#### CMSTool

- => Which one?
- Framework / Application Server
  - z.B. Cocoon, WebSphere, Struts, San Francisco (IBM), RubyOnRails
  - => Product dependency
- Open source
- Inhouse development
  - CGI, JSP, PHP,...
- → Costs & product dependency versus development from scratch & individuality
- → Might often be a combination of outsourced components and self-development

Content – Hypertext (Structure/Navigation) – Presentation Design

- Content design (data model, directory)
  - Attributes and relations (same as in conventional database related systems)

# Structural design (Web page design)

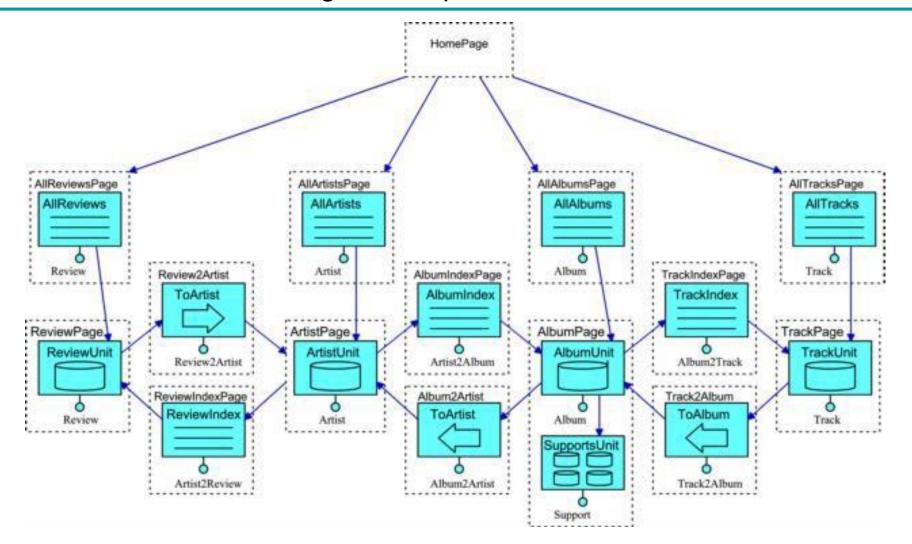
- Web page design: Which Web pages do we need?
- Node design: Which attributes shall be allocated to a certain Web page?

### **Navigation design**

- How shall Web pages (resp. information) be "linked"?
  - Simple links
  - Index links (lists, menues)
- Offset links (within a Web page)
- Frames
- **Presentation design**

=> Web Modelling

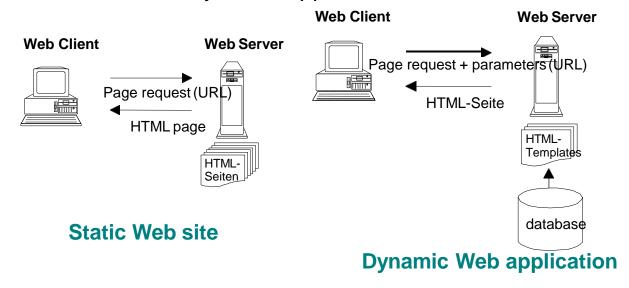
# Excursus Web Modelling – Example WebML



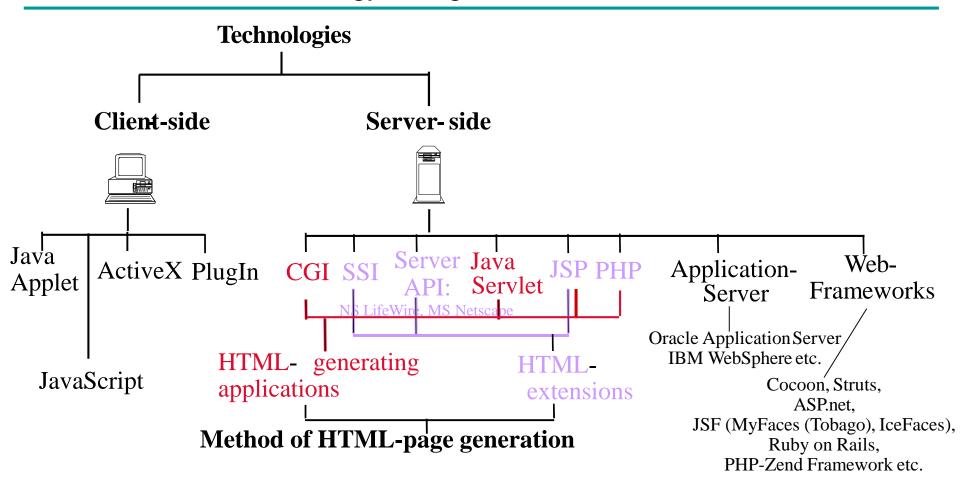
### Architectural & Technology Design

#### Architectural & technology design

- Programming language, class library etc.
- Server-side or client-side application
- Static or dynamic application



# Architectural & Technology Design



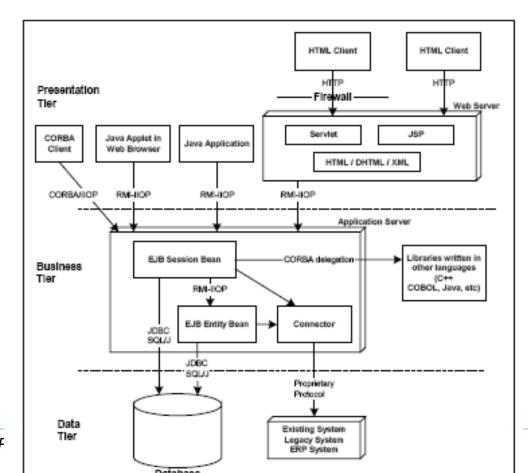
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### Architectural & Technology Design

#### J2EE Architecture "Model View Controller" (MVC-) Pattern

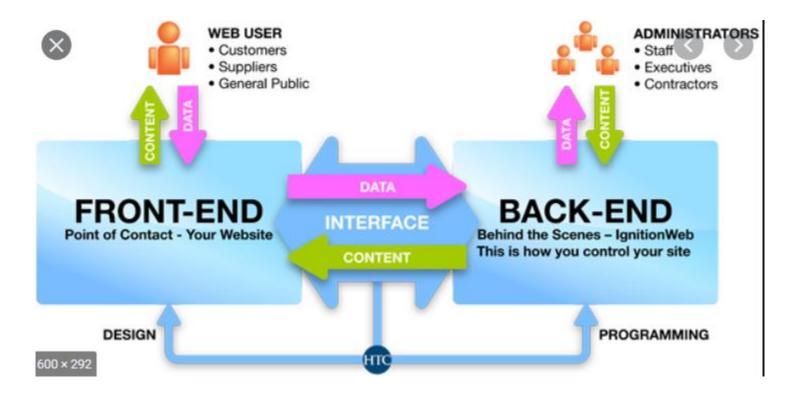
SUN: White Papers on Java EE (Java Platform Enterprise Edition):

Java Servlets, JSP, J2EE, etc.: <a href="http://java.sun.com/javaee/overview/whitepapers/index.jsp">http://java.sun.com/javaee/overview/whitepapers/index.jsp</a>



### Architectural & Technology Design

#### Frontend – Backend Architecture



https://www.3nytechnology.com/website-frontend-and-backend/

### More Design Tasks...

#### Database design

- Data types, constraints
- Data replication, triggers
- (e.g., to meet performance requirements)
- => No-SQL database

### Network/server design

### Graphical design / layout (presentation)

- Fonts, style guides, etc.
- Consistency!

### Security Design

- Authorisation: Access models (e.g. RBAC role based access model)
- Authentification: User/PW?
- Which firewall, encryption algorithm etc.

### Implementation & Testing



### **Implementation**

#### Preparation

- Evaluation and decision for development tools (e.g., Eclipse)
- Decision for a versioning tool (e.g., Github, Subversion)
- Quality guidelines: documentation, programming conventions, naming conventions, URL conventions, directory, etc.

#### Ongoing

- Class libraries
- Technology "observer" (blogs, news groups)
- (Maybe) revisions of technology decision
- Project management, documentation, quality management

# Testing

### Testing

- Functionality tests
- Launching of beta-version? (users become testers)
- Browser compatibility (browser versions / operating systems)
- Usability tests
- Accessibility tests
- Test environment!
- Performance tests!: Simulation of user access: StressTools

### Evaluation (before launch)

User surveys (GUI etc.)

### Deployment & Maintenance



Deployment: System Integration

### Integration into organization

Often the integration of a Web application (e.g., e-commerce system) turns
out in a re-organisation of processes within the company

#### Additional staff

- System administration
- Helpdesk
- User training (if necessary)

#### Content

- Launch with Content!, Content syndication
- Content maintenance, Content quality assurance
- Translation effort in case of multilingual Web application

**Deployment: Marketing** 

- Conventional marketing
  - Marketing brochures have to be ready when system is launched
- Webvertising
  - Banner, link exchange etc.
- Search engines
  - Search engine optimization (SEO)!
  - Paid inclusion

Deployment: Web site operation

- Usage Analysis: Log-File Analysis etc. => Google Analytics
- Access statistics (IVW, ÖWA,...) => Placing advertisements
- Backups!

#	IP Address	Userid	Time	Method/ URL/ Protocol	Status	Size	Referrer	Agent
1	123.456.78.9		[25/Apr/1998:03:04:41 -0500]	"GET A.html HTTP/1.0"	200	3290	•	Mozilla/3.04 (Win95, I)
2	123.456.78.9	1.5.	[25/Apr/1998:03:05:34 -0500]	"GET B.html HTTP/1.0"	200	2050	A.html	Mozilla/3.04 (Win95, I)
3	123.456.78.9	-	[25/Apr/1998:03:05:39 -0500]	"GET L.html HTTP/1.0"	200	4130		Mozilla/3.04 (Win95, I)
4	123.456.78.9	-	[25/Apr/1998:03:06:02 -0500]	"GET F.html HTTP/1.0"	200	5096	B.html	Mozilla/3.04 (Win95, I)
5	123.456.78.9	-	[25/Apr/1998:03:06:58 -0500]	"GET A.html HTTP/1.0"	200	3290	-	Mozilla/3.01 (X11, I, IRIX6.2, IP22)
6	123.456.78.9	-	[25/Apr/1998:03:07:42 -0500]	"GET B.html HTTP/1.0"	200	2050	A.html	Mozilla/3.01 (X11, I, IRIX6.2, IP22)
7	123.456.78.9		[25/Apr/1998:03:07:55 -0500]	"GET R.html HTTP/1.0"	200	8140	L.html	Mozilla/3.04 (Win95, I)
8	123.456.78.9	•	[25/Apr/1998:03:09:50 -0500]	"GET C.html HTTP/1.0"	200	1820	A.html	Mozilla/3.01 (X11, I, IRIX6.2, IP22)
9	123.456.78.9	-	[25/Apr/1998:03:10:02 -0500]	"GET O.html HTTP/1.0"	200	2270	F.html	Mozilla/3.04 (Win95, I)
10	123.456.78.9	-	[25/Apr/1998:03:10:45 -0500]	"GET J.html HTTP/1.0"	200	9430	C.html	Mozilla/3.01 (X11, I, IRIX6.2, IP22)
11	123.456.78.9	97.0	[25/Apr/1998:03:12:23 -0500]	"GET G.html HTTP/1.0"	200	7220	B.html	Mozilla/3.04 (Win95, I)
12	209.456.78.2	-	[25/Apr/1998:05:05:22 -0500]	"GET A.html HTTP/1.0"	200	3290		Mozilla/3.04 (Win95, I)
13	209.456.78.3	-	[25/Apr/1998:05:06:03 -0500]	"GET D.html HTTP/1.0"	200	1680	A.html	Mozilla/3.04 (Win95, I)

#### Maintenance

- Content maintenance!
- Reliability and performance
  - Network, hardware, database tuning, etc.
- New requirements
  - Functional requirements
  - Presentational requirements
- Technological Evolution
  - New tools: browsers, operation systems, Web servers, class libraries, etc.
  - New Technologies: Shockwave, Ajax, etc.
- New releases
  - Configuration Management!
  - 24x7 Operation!

# Quality

