



# KodeGo

**Intro to Web Development**



*"Change your mindset, change your life"*



What you think, you become.



# Day 1 Wrap Up

## Soft Skills

1. Communication Skills
2. Research
3. Problem-solving

## Technical Skills

1. Introduction to Web Development
2. Introduction to Web Stacks
3. HTML Tags
4. HTML Attributes

## Day 2

# Learning Outcomes

---

- Identify the website development process.
- Determine the importance of website looks and style.
- Differentiate website designing and web programming.
- Create a website using a website builder.

# Website Builders



SQUARESPACE

# Web Builders

---

- Offer easy-to-use, customizable templates to design your own site.

# Exercise 1 : 30 minutes

---

Create a website using a web builder available online.

# Let's try!

---

1. Log in to [wix.com](https://wix.com)
2. Try to create a website anything about yourself.
3. Explore!



# PROS

---

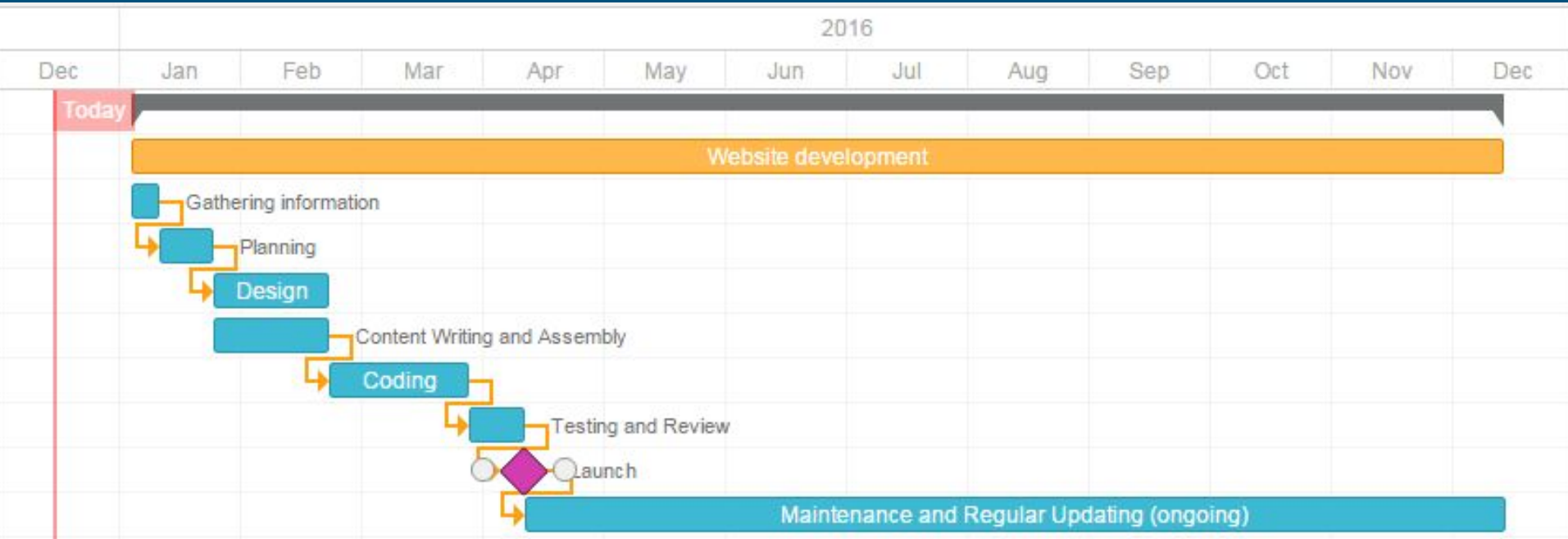
- **No Coding Skills Required**
- **Cheap and Fast**
- **Easy to Export**
- **No Design Skills Required**

# CONS

---

- **Not recommended for professional businesses**
- **Limited customization options**
- **Limited Pages/ Features.**
- **Slow Loading Time**
- **Poor Customer Service**

# Website Development Timeline



# Website Development Life Cycle

---

## 1. Gathering Information

- Purpose, Main goals, and Target Audience

## 2. Planning

- Sitemap and Wireframe Creation

Estimated time 2 to 6 weeks

---

### 3. Design

- Page layouts, review, and approval cycle

Estimated time: 4 to 12 weeks

---

## 4. Content Writing and Assembly

- Estimated time: from 5 to 15 weeks

## 5. Coding

- Estimated time: 6 to 15 weeks

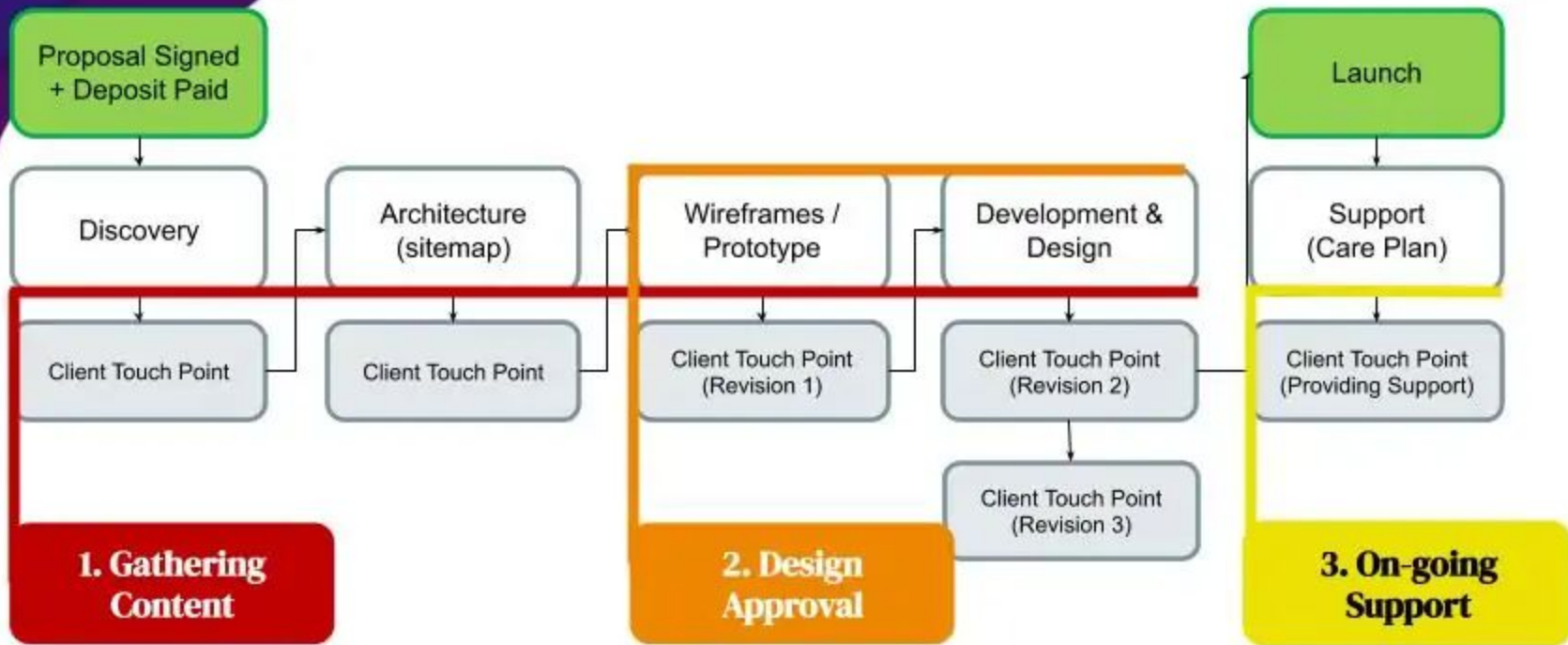
---

## 6. Testing, Review, and Launch

- Estimates time: from 2 to 4 weeks

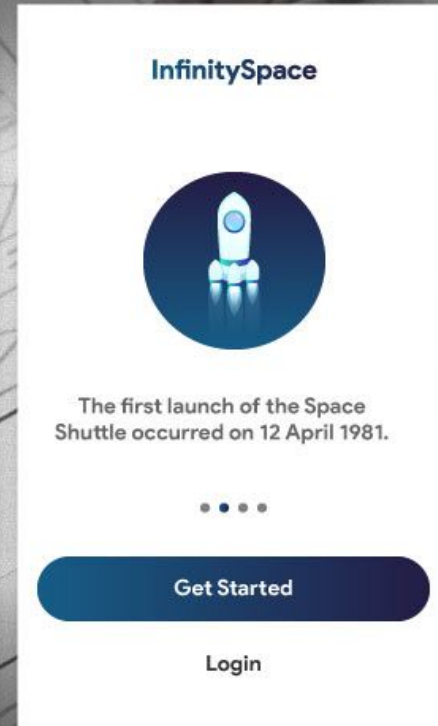
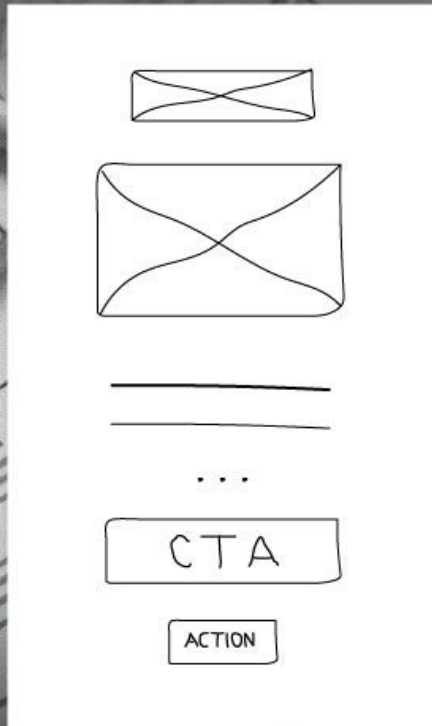
## 7. Maintenance

- Opinion Monitoring and Regular Updating
- Ongoing





# What's The Difference?



WIREFRAME

PROTOTYPE

MOCKUP

# Website Development Checklist

## Step 1. Information Gathering

- Set goals for the website
  - Define website's target audience
- 

## Step 2. Planning

- Create a sitemap sketch
  - Create a wireframe/mock-up
  - Select technology stack  
(programming language, frameworks, CMS)
- 

## Step 3. Design

- Create colorful page layouts
  - Review the layouts
  - Get client's feedback on the layouts
  - Change the layout when required
-

## **Step 4. Content Writing and Assembly**

- Create new content
  - Get content ready for migration
- 

## **Step 5. Coding**

- Build and deploy website
  - Add special features and interactivity
  - SEO for the website
- 

## **Step 6. Testing, Review and Launch**

- Test the created website
  - Upload the website to server
  - Final (regression) testing and launch
- 

## **Step 7. Maintenance and Regular Updating**

- Add user report system
- Fix bugs asap
- Keep website up-to-day

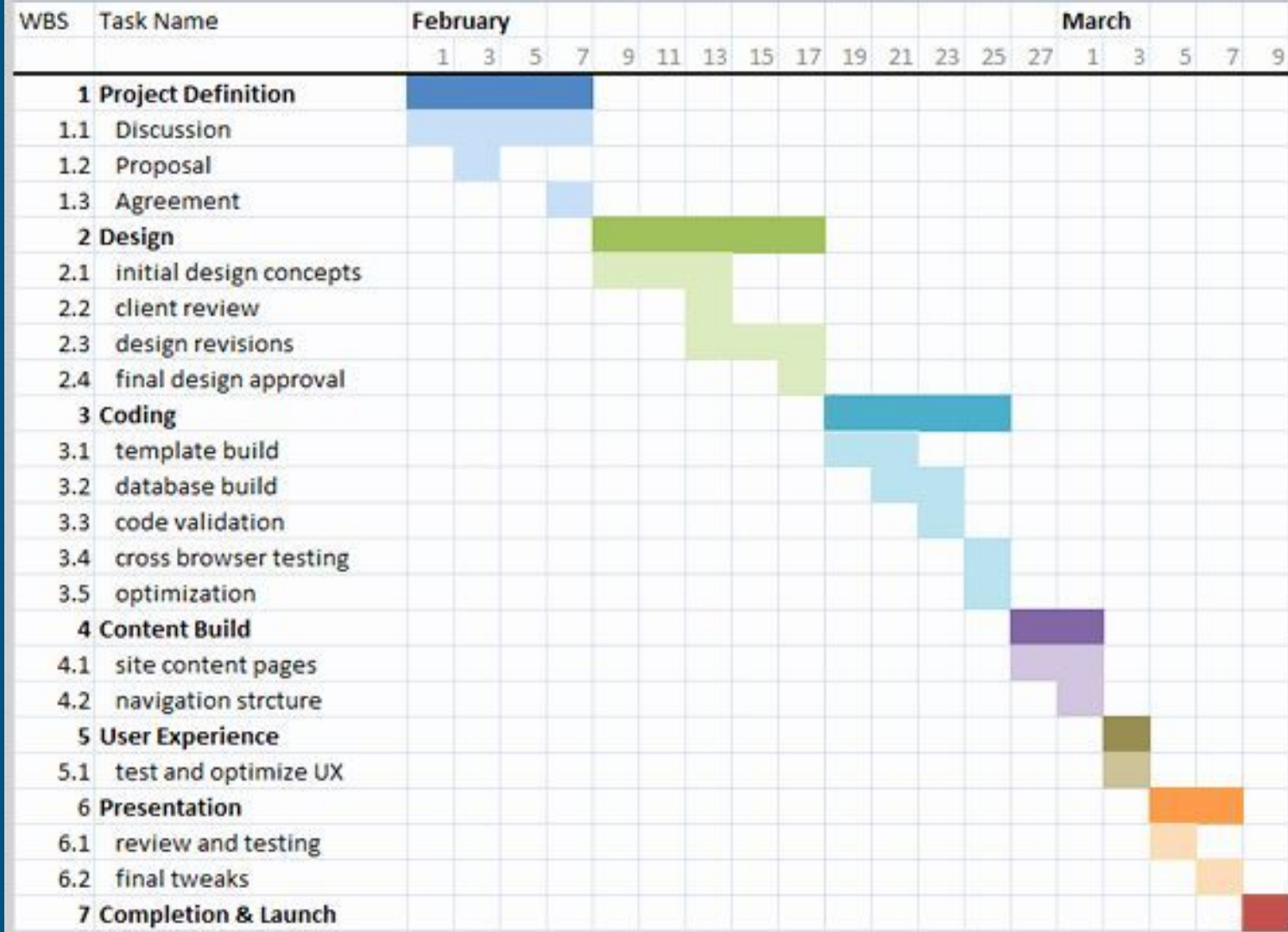
# What Is a Web Design Proposal?

---

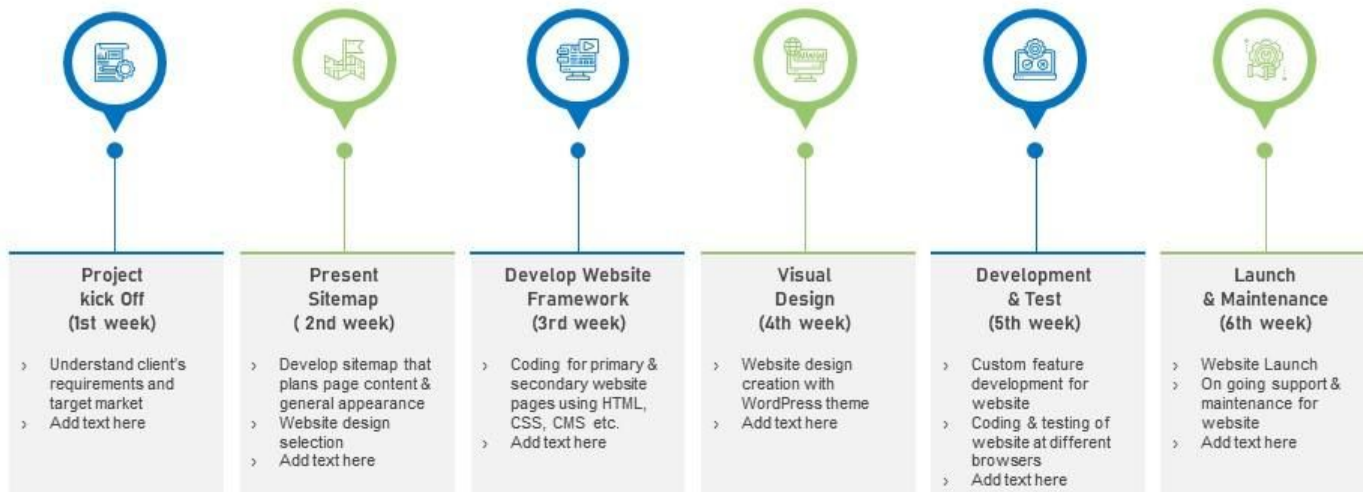
A web design proposal is a written agreement between a web designer and prospective clients. It clarifies the needs of the client and the service or product that the web designer will provide, as well as the cost of this service.



# Website Development Plan



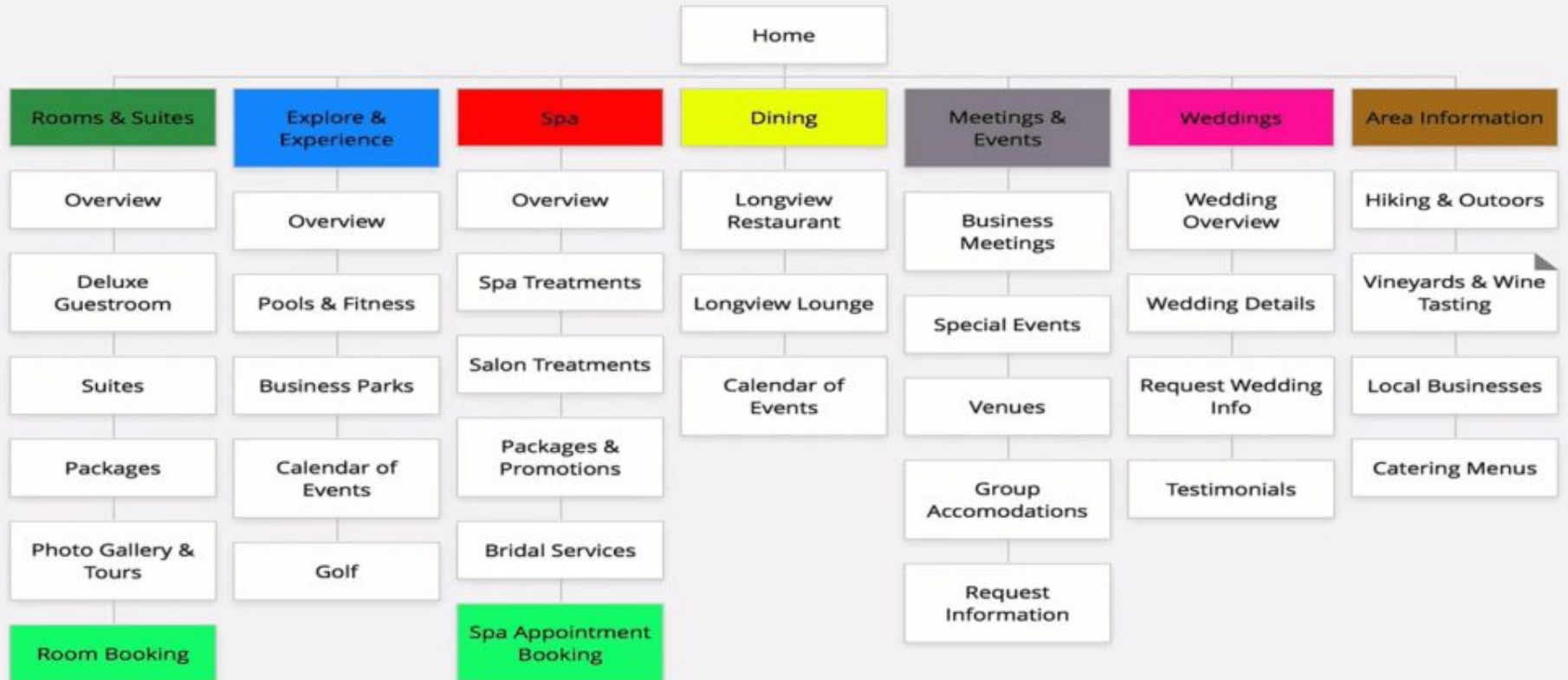
# Plan of Action for Web Development Services





# Content Mapping or Sitemap





# PRINCIPLES OF GOOD WEBSITE DESIGN

## 1. WEBSITE PURPOSE

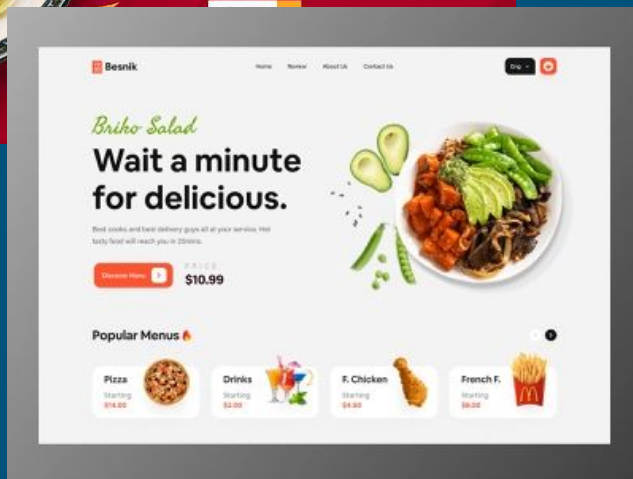
- accommodate the needs of the user

## 2. SIMPLICITY

Simplicity is the best way to go when considering the user experience and the usability of your website.

Find a colour palette that fits your brand

# Color



# Typography

Sans Serif

Aa

Montserrat

Serif

Aa

Playfair Display

WORK  
ECO

Facts About Us 05

176

## Employees

Who care about doing three things well: Product Strategy, Design, and Engineering. That's it.

## Headquarters

DUMBO, Brooklyn. With offices in Portland, Oregon, and Rio de Janeiro, Brazil.

NY

11

## Partners

And every project is directly overseen by one of them. We're "top-heavy" on purpose; in our experience, senior, hands-on talent creates the best digital products and services.

## Big Reveals

We form a team with our clients and deliver prototypes, not presentations.

Zero

00%

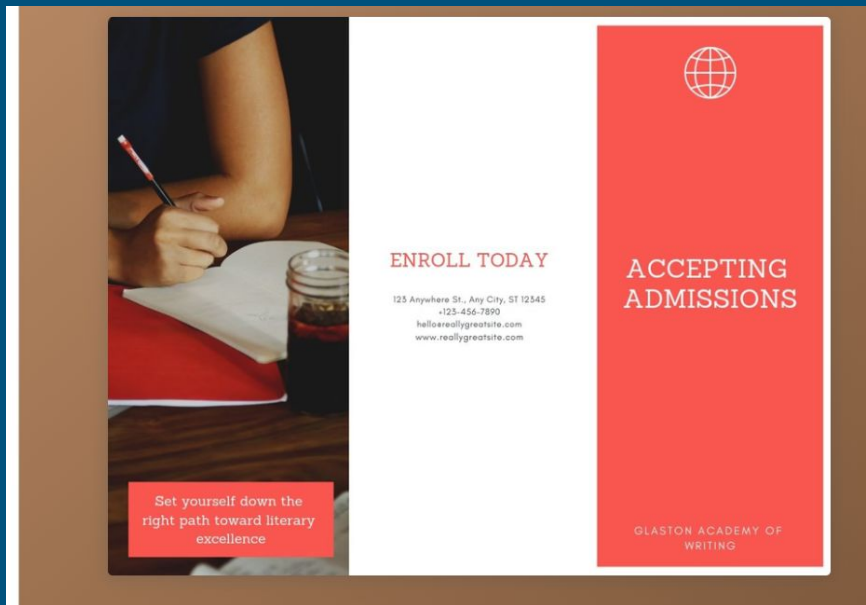
## Repeat business rate

Nearly all of our clients have offered us

# Serif Font Design



Logo design by 99designs designer Ian Douglas



# Sans Serif Font Design



Sans Serif fonts in design

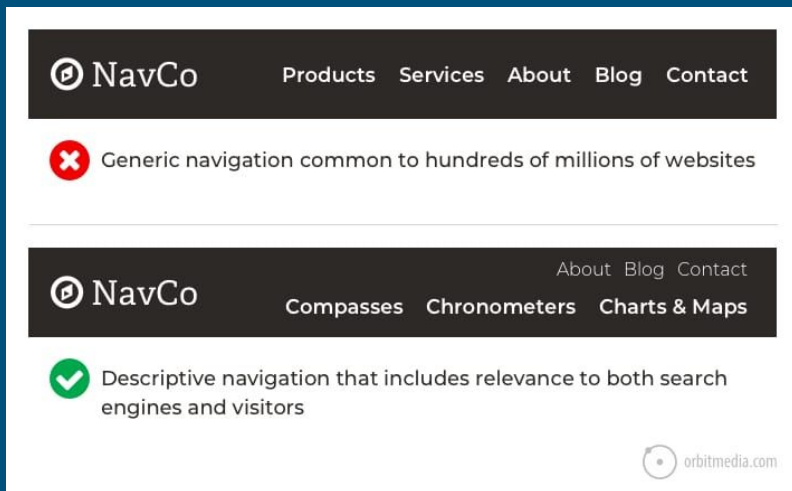
DOLCE & GABBANA

*Dolce & Gabbana logo uses a Sans Serif font.*





### 3. NAVIGATION


Website navigation is key to retaining visitors.





The image shows two examples of website navigation for a company named NavCo. The top example is labeled with a red 'X' and the text 'Generic navigation common to hundreds of millions of websites'. It features a dark blue header with the NavCo logo and a list of generic navigation links: Products, Services, About, Blog, and Contact. The bottom example is labeled with a green checkmark and the text 'Descriptive navigation that includes relevance to both search engines and visitors'. It features a dark blue header with the NavCo logo and a list of descriptive navigation links: Compasses, Chronometers, and Charts & Maps. The bottom example also includes a footer with the Orbit Media logo and the text 'orbitmedia.com'.

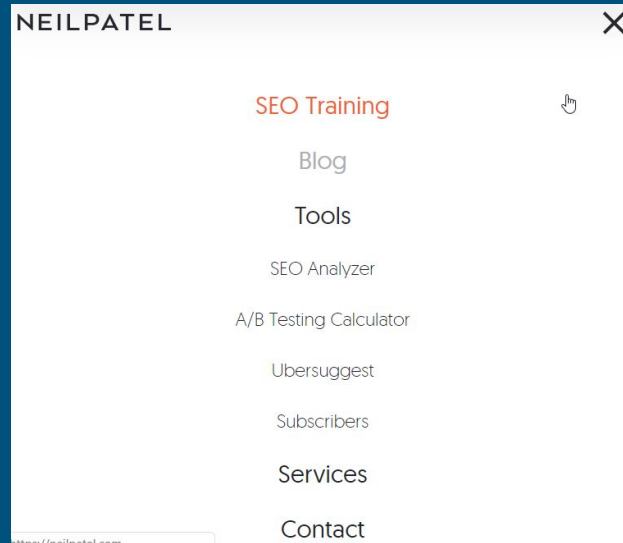
 NavCo   Products   Services   About   Blog   Contact

 Generic navigation common to hundreds of millions of websites

 NavCo   About   Blog   Contact  
Compasses   Chronometers   Charts & Maps

 Descriptive navigation that includes relevance to both search engines and visitors

 orbitmedia.com



The image is a screenshot of the Neil Patel website. The header is white with the text 'NEILPATEL' in black. A dropdown menu is open, showing a list of navigation links: SEO Training (highlighted in red), Blog, Tools, SEO Analyzer, A/B Testing Calculator, Ubersuggest, Subscribers, Services, and Contact. A mouse cursor is hovering over the 'SEO Training' link. The URL 'https://neilpatel.com' is visible in the browser's address bar.

NEILPATEL

SEO Training

Blog

Tools

SEO Analyzer

A/B Testing Calculator

Ubersuggest

Subscribers

Services

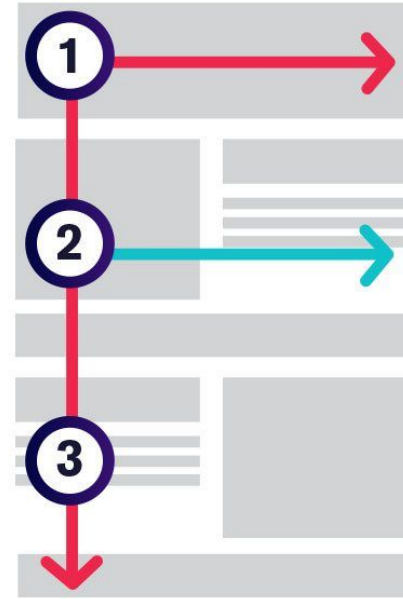
Contact

<https://neilpatel.com>

## 4. F-SHAPED PATTERN

### READING

The F- based pattern is the most common way visitors scan text on a website.





---

## 5. VISUAL HIERARCHY

Visual hierarchy is the arrangement of elements in order of importance.

This is done either by size, colour, imagery, contrast, typography, whitespace, texture and style.



## Manage All Your Daily Tasks Through A Single App

[VIDEO TOUR](#)[DOWNLOAD THE APP](#)

### Technology



#### Schedule on the fly

Duis pulvinar arcu a ultrices monk  
dapibus. Etiam suscipit sed quam vel  
auctor.



#### Take notes and reminders

consectetur adipiscing elit. Sed neque  
mauris, porta id arcu ac, sagittis  
auctor ante.



#### Save everything to dropbox

Duis pulvinar arcu a ultrices monk  
dapibus. Etiam suscipit sed quam vel



#### Take control over messages

blandit porta, viverra nec metus.  
Maecenas in magna ullamcorper



**MAD**

**MEN**



## What We Do

Great UX design emerges from measurement and insight.

Great user experience combines **Research AND Design**.

Greatness is achieved through [User Centered Design](#) (Learn about our service).

### UX Research



Usability Testing



User Research



Accessibility Testing



Expert Reviews



Eye Tracking

### UX Design

# Prepare to hate all other glasses.

Once you've seen and felt the custom-fit difference,  
you'll never go back to stock eyewear. Download our  
app and design your first pair today.





MEALWISE

About

Partners

Deals

1/4

# Tired of Waiting for Your Meal?

Mealwise lets you get the food by the best chefs without waiting. Eat what you love and save your time for something cool!

Find the restaurant



HOT DESSERTS:

More



**Rose Muffin**  
\$4



**Caramel Puncake**  
\$2

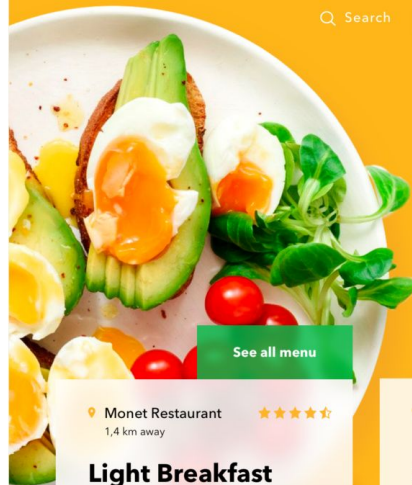


**Berry Meringue**  
\$3

ENG POL

Search

Join us



See all menu

Monet Restaurant  
1,4 km away



## Light Breakfast

A delicious combination of crispy toasts, boiled eggs and avocado slices with fresh cherry tomato.

\$8

Order

Double Bubble  
2,2 km away

## Summer Bre

Fragrant oatmeal with fresh strawberry and currant. Serve with orange juice.

\$12

## Better oral health, made simple

Guide a lifetime of good habits with  
Electric Brushes, Refillable Floss, Gum, and  
more for the whole family.

[Learn more](#)

---

## 6. CONTENT

An effective website has both great design and great content.

Content SEO refers to **creating content that helps your web pages to rank high in the search engines.**

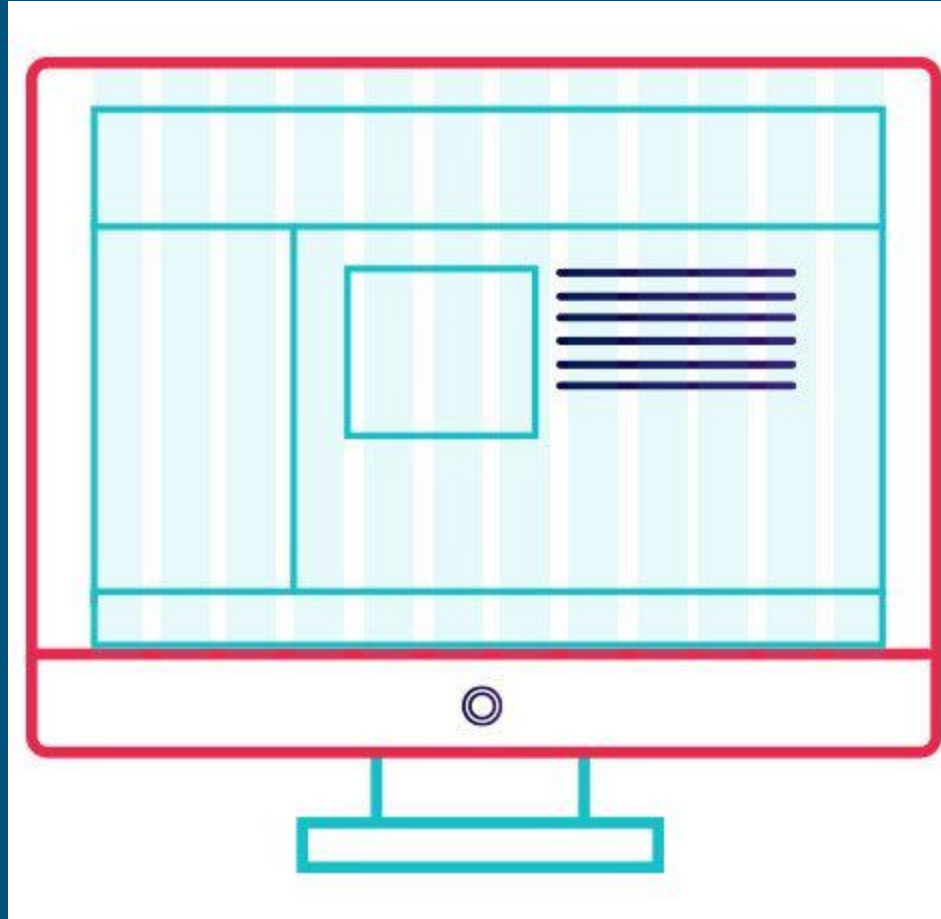


---

## 7. GRID BASED LAYOUT

Grids help to structure your design and keep your content organised.

The grid helps to align elements on the page and keep it clean.



---

## 8. LOAD TIME

Waiting for a website to load will lose visitors.

Nearly half of web visitors expect a site to load in 2 seconds or less and they will potentially leave a site that isn't loaded within 3 seconds.

# Activity 1

---

1. Create a website development plan.
2. Create a sitemap.

(You may use any application ex. MS Powerpoint, MS Excel, Photoshop, Figma etc.)

## Activity 2 (Fast Food Delivery Website)

1. The website allows to quickly and easily manage an online menu which customers can browse and use to place orders with just few clicks.
2. Restaurant employees then use these orders through an easy to navigate graphical interface for efficient processing.

Additional information:

3. Collect customers feedback to show that we value their opinions.
4. The customers should be able to view the branches of our store.
5. For the color the website should stimulate impulse eating, feel exciting and show happy mood.