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## WebApp Design

Two basic approach to Web design

Artistic ideal (예술성)

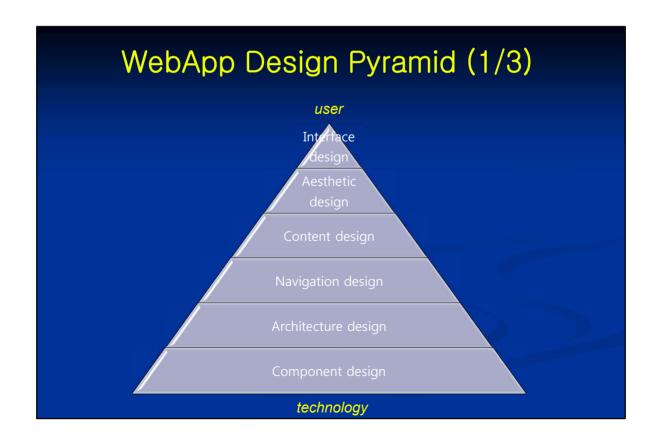
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Engineering ideal (기능성)



## WebApp Design Quality

- Usability understandability, aesthetics,…
- Functionality searching, retrieving, navigating, browsing,…
- Reliability correct linking, error recovery, input validation,...
- Efficiency response time, page/graphic generation speed,...
- Maintainability correction, adaptability, extensibility,...
- Security protection from cyber-attack,...
- Availability percent of available time for use,...
- Scalability possible number of users, tasks,…
- Time to market quality from business point of view,…



## WebApp Design Pyramid (2/3)

- Interface Design
  - → establish a consistent window into the content and function
  - → guide a series of interactions
  - → organize navigation options and content
- Aesthetic Design
  - → artistic endeavor that complements the technical aspects
  - → embraces a visceral as well as intellectual level
  - → color, layout, text font & size, graphics, etc.
- Content Design
  - → defines layout, structure and outline for all content
  - → establish a relationship between content objects

## WebApp Design Pyramid (3/3)

- Navigation Design
  - → represent the navigational flow between content objects
- Architecture Design
  - → identifies overall hypermedia structure encompassing both content architecture & WebApp architecture
- Component Design
  - → develop detailed processing logic required to implement functional components for a complete WebApp function