

MIS3690 - Web Technologies

2020 Summer

Babson College

Web and Website Design

Group Discussion #1 (10 mins)

- List 5 *do*'s and 5 *don't*s of web design
- Rank them in order of importance
- Notice:
 - Don't google what *experts* say
 - Very subjective
 - No right or wrong answers

Key visual elements

- Layout
- Color
- Graphics
- Fonts
- Content

User-friendly design elements

- Navigation
- Compatibility
- Easy accessibility
- Well-formatted content

Web design recent trend

- Responsive web
- Fixed header bars
- Large photo backgrounds
- Typography
- Flat design
- Infographics
- Single page website

How do we evaluate a website?

- Group activity (15 mins)
 - on Google docs - [Playground](#)
 - Rank the websites on multiple factors
 - Rank the websites in general

Rank these COLLEGE websites

www.babson.edu
www.bentley.edu
www.bc.edu
www.bu.edu

- Beauty of the website
- Help in deciding whether to apply, for a prospective undergraduate student
- Help in deciding whether to apply, for a baseball athlete student
- Ease of finding campus map
- Ease in making a donation
- Ease of finding school re-opening plan for 2020 fall semester
- Other factor(s) you think is important: ____

Rank these DEPARTMENT STORE websites

www.macys.com
www.bloomingdales.com
www.neimanmarcus.com
www.nordstrom.com

- Beauty of the website
- Ease of finding a product you want in a given price range
- Ease of finding a store location
- Determining if you can return item bought on web at a store
- Ease of creating a wedding gift registry
- Ease of determining shipping price
- Other factor(s) you think is important: ____

Rank these CITY GOVERNMENT websites

`www.cityofboston.gov`
`www.lacity.org`
`www.nyc.gov`
`www.sf.gov`

- Beauty of site
- Ease of finding latest local news
- Ease of finding things for a tourist to do
- Ease of finding how to get a parking permit
- Ease of dealing reporting a missed trash collection
- Ease of determining what permits I need to open a restaurant
- Other factor(s) you think is important: ____

Questions?

