Sunny Patel

Thesis	A brief overview of the work that goes into designing a professional website.
Organizational Strategy	Chronological
My background (Cred.)	Some background about myself, I've been developing websites from 2007. This is before they had css frameworks and generators. You had to write all the code by hand. However tedious this did help me learn the foundations really well. Now when I do use frameworks I understand the internal workings inside and out. I have developed website for companies, businesses, and personal sites as well.
Audience	Average computer users, they probably don't know about any technical terms but should have a basic understanding of modern day web platforms such as Amazon, eBay, Facebook, Google, etc.
Introduction	There are many details the go into creating a welcoming and easy user interfaces (UI) and better user experience (UX). Some details are obvious, while other you might find to be very surprising but useful. There is a whole field of design dedicated researching and developing better technologies for UI/UX.
Background	Define some basic terms I might be using in the rest of the presentation. Give an example of how amazon is beating ebay.
Overview	Give a general idea of the whole entire development process of a website. Only going to focus on the first two for now.
Steve Jobs	Jobs' take on design and what design really means

Researching	Talk about how important it is to do your research first! Learn everything you can about the client. How can you help your client beat their competitors?
Information Hiding	After learning about the client and the purpose your website will serve for them, you should really start organizing the information you have gathered. Find out what's important, how should you represent that data or information?
Wireframes	Once you know that, you can start building wireframes. Wireframes are just paper and pencil sketches and focus more the functionally than exactly the look and feel. There should be no colors in a wireframe.
Adding colors	Don't just add any color scheme you like. There is a lot of thought that goes into picking the correct colors. Give social websites for example, there all blue. For some reason blue is considered the social color.
Case studies	Get people who have never seen the designs and non-techs to try out the system. Does it achieve what was designed for? Continue repeating the process until it does!