MART461

8-24-2020

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It does not make sense to say that either back-end or front-end programming is more important than the other. Without back-end programming, websites would not be able to store information (data) and retrieve it upon a user’s request. The sum content of any page would be what was displayed to the user when they were on that page. On a shopping site, for example, the user would not be able to request more information on a particular product or search for products that weren’t already displayed. And, the website would not be able to process a customer’s order because there would be no way to store the customer’s information in order to check the legitimacy of the customer’s payment method, address etc…

Staying with the shopping site example, if the site had a terrible looking, badly organized or non-function front-end, it would be ineffective as a selling tool because customers either would not be able to find what they were looking for, or be so put off by the design that they would go elsewhere to shop for whatever it was they were looking for.

The most important aspect of the interaction between the front-end and the back-end is that they would together accurately and in a way that is expected by the user. That is, if a user clicks on an image of a particular shoe, for example, on the front-end of the site, the information for that shoe is accurately retrieved from the database and displayed correctly to the user. This would be correct data retrieval and indeed what the user would expect. If wrong information came back from the database, the user would likely assume the site was not working and leave, or that it was some sort of scam and also leave!

The two technologies are equally important and they must both be well design and work together correctly for a website to be useful and worth visiting.