Web Design 1

Web Technologies

Lecture by

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```html
<!doctype html>
<html>
    <head>
        <title>
            Web Technologies
        </title>
        <style>
            p {
                color: blue;
            }
        </style>
        <script>
        console.log("client-side");
        </script>
    </head>
    <body>
        <p>
            Welcome!
        </p>
    </body>
</html>
```

What we will cover

- **User experience design**

- **Usability**

- **Current conventions**

Web Design Questions

- **Who are the visitors?**

- **What type of information do they need to know?**

- **How can we provide consistency and efficiency?**

User Experience Design

How a user experiences the website

A range of emotions of user experience goals:

- **Desirable aspects**
  - Satisfying
  - Enjoyable
  - Helpful

- **Undesirable aspects**
  - Childish
  - Frustrating
  - Unpleasant

Usability

- **Effectiveness**
- **Efficiency**
- **Safety**
- **Utility**
- **Learnability**
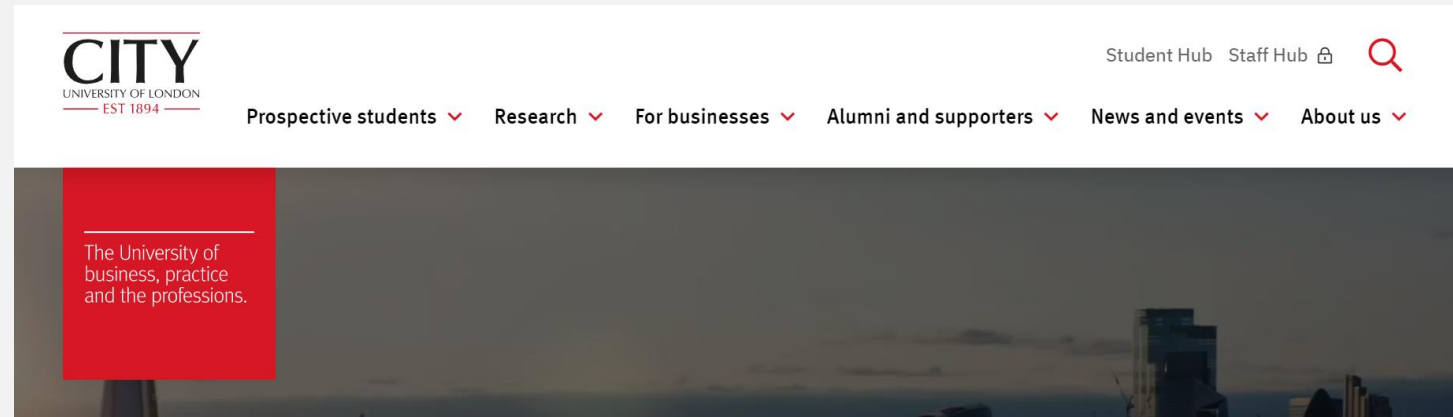- **Memorability**

What Website Users Want

- **The users want to:**

  - **do tasks quickly and easily**

  - **get the information quickly and easily**

- **Two important usability goals:**

  - **Effectiveness**

  - **Learnability**

Three Tips for Usability Design

- **Above the fold**

- **Group component**

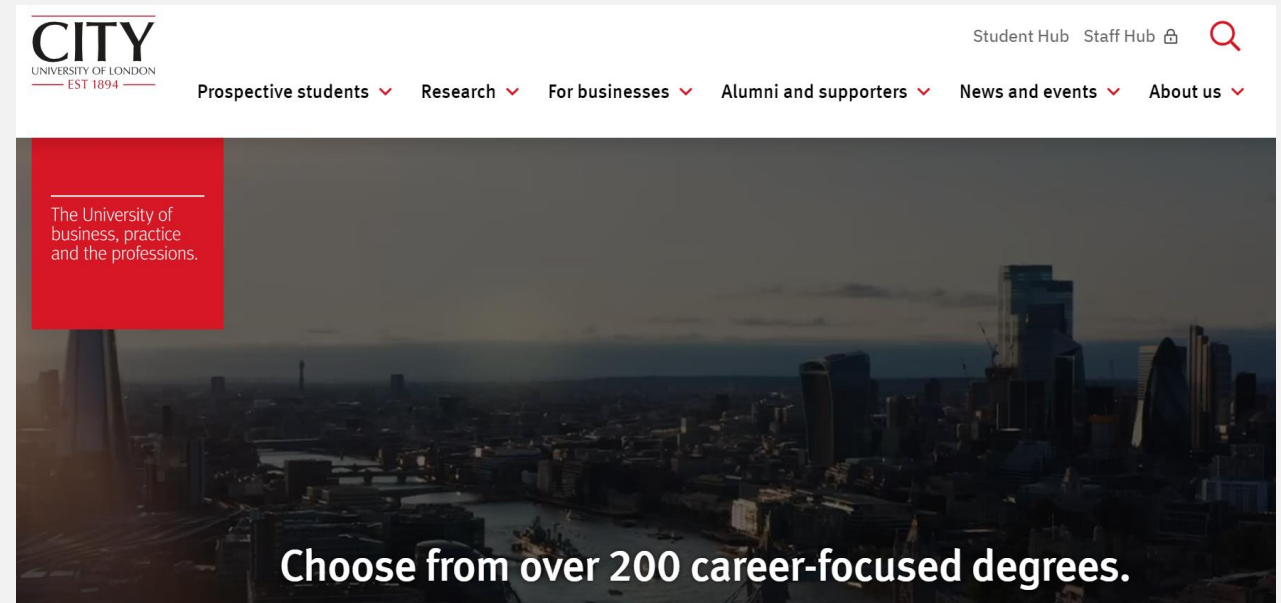- **Current conventions for website usability**

The Current Conventions

- **The header convention**
  - To include header components

- **The navigation convention**
  - To follow the acceptable design for a navigation menu

The Homepage

- **Can be different from other pages**

- **Valuable information**

- **Highest priority tasks**

- **Index.html**

Other Webpages

- **Consistency**
  - **Same style**
  - **Header**
  - **Footer**
  - **Navigation menu**

Try It Yourself

In this activity, you can practice using the current conventions for web designing. So:

1. Use one of your already created webpages and apply the current conventions in slide 9 to create the header and navigation menu sections.