

# OIM3690 - Web Technologies



# 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
- We will be back to discuss

# 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 **academic calendar** for 2021 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?

