OIM3690 - Web Technologies

Web Page and Website Design

Group Discussion #1 (10 mins)

- Identify 5 **do**'s and 5 **don't**s when designing a website

- Rank them in order of importance

- Notice:
  - Don't google what *experts* say.
  - This is a highly subjective exercise.
  - There are no right or wrong answers.

Key Visual Elements

- Layout

- Color

- Graphics

- Typography

- Content

- White Space

- Iconography

- Animation and Interactivity

User-friendly Design Elements

- Navigation

- Mobile-responsive

- Search

- Easy accessibility

- Well-formatted content

- Loading Indicator

- Feedback

- Intuitive and consistent layout and functionality

Web Design Recent Trends

- Responsive design

- Fixed header bars

- Large photo backgrounds

- Typography

- Dark mode

- Single page website

- Popular design philosophies:
  - Minimalism

  - Flat design

  - ...

How do we evaluate a website?

- Group acitiviy (15 mins)
    - on Google docs - Web Tech Playground
    - Rank the websites on multiple factors
    - Rank the websites in genearl
- We will be back to discuss

Rank COLLEGE Websites

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

- **Visual Appeal** (e.g. overall design, use of graphics, color scheme, etc.)

- Help in deciding whether to apply, for a prospective **undergraduate** student

- Help in deciding whether to apply, for a **softball athlete** student

- Ease of finding **campus map**

- Ease in making a **donation**

- Ease of finding **academic calendar** for the next semester

- Other factor(s) you think is important: ___

Rank DEPARTMENT STORE Websites

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

- **Visual Appeal** (e.g. overall design, use of graphics, color scheme, etc.)

- 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 CITY GOVERNMENT Websites

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

- **Visual Appeal** (e.g. overall design, use of graphics, color scheme, etc.)

- 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?