



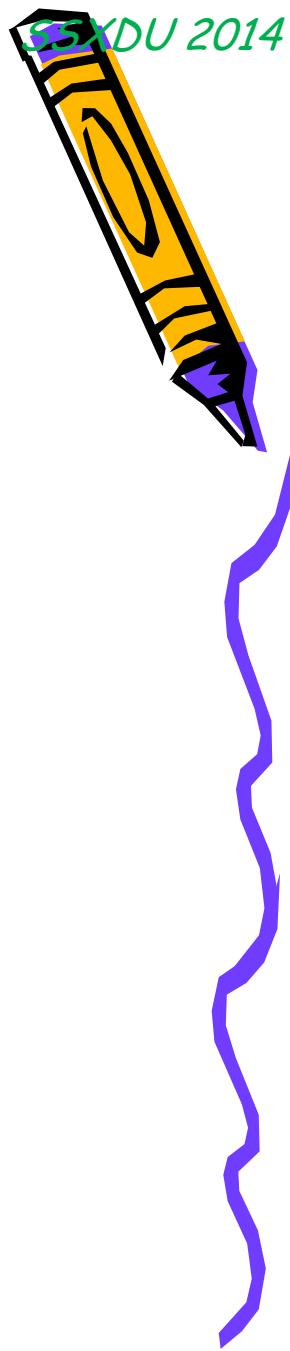
First Class Web Engineering

Qiuyan Huo 霍秋艳
qyhuo@mail.xidian.edu.cn
Software Engineering Institute



Recommended Literature

- Architecture of the World Wide Web
 - <http://w3.org/TR/webarch/>
- History of the World Wide Web
 - <http://w3.org/History.html>
-
- **Use the source!**



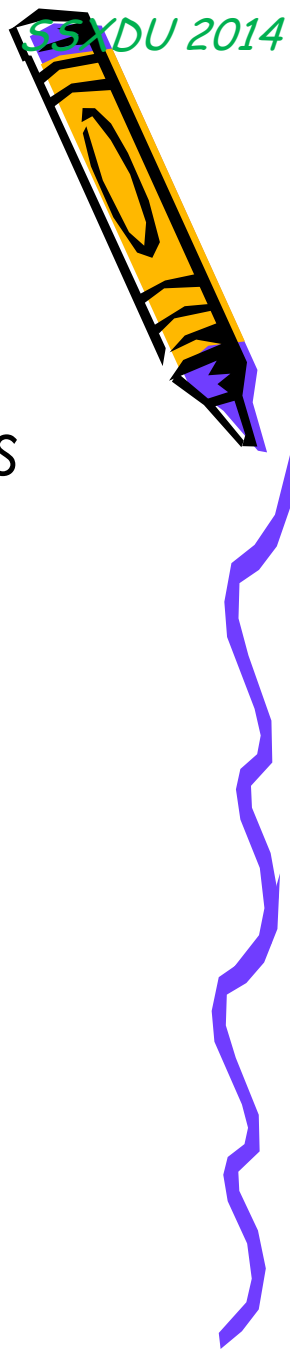
Format

- Presentations
- Website reviews
- Discussion encouraged
- Practical exercises: Tasks
 - Searching for real-world examples
 - Developing a small-sized project
 - Creating short pages, stylesheets, code
 - Hands-on protocol use
 -
- Homework
- Final exam



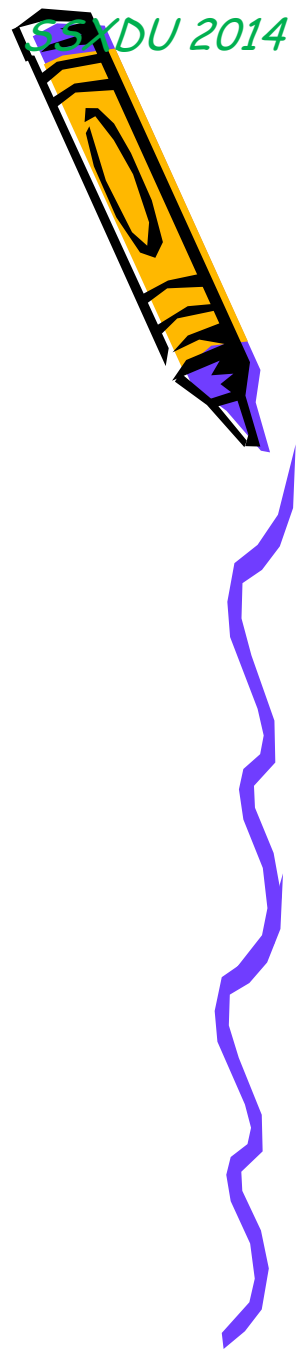
Evaluation

- Personal:
 - *Attendance & Homework : 20 points*
- Project 30 points
- Exam 50 points
- Total 100 points



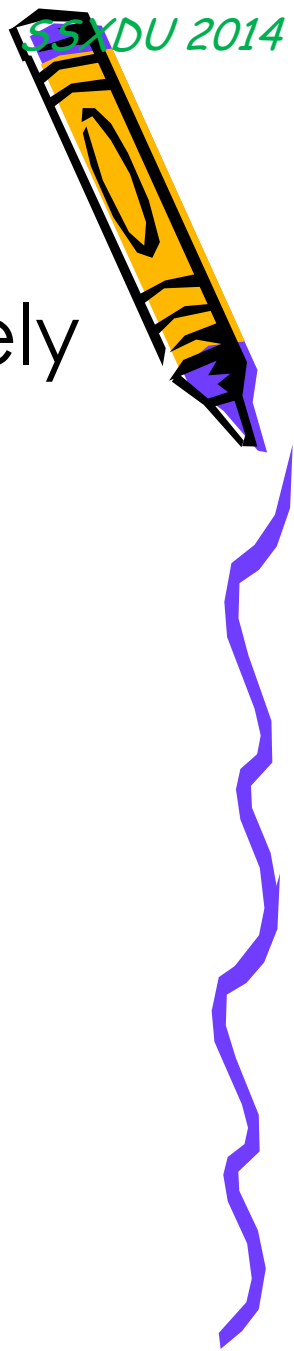
Tasks

- Personal Task: 自己的观点、学术论文的格式
 - MS Word, PDF
- Project
 - Documents: MS Word or PDF
 - Presentation(s)
 - Pages and Code
 - Online, ZIP, WAR good
 - Screenshots usually not necessary
- By Email
 - qyhuo@mail.xidian.edu.cn
- Credits come from essays or documents or pages or code or presentations
 - Points for argumentation, depth & breadth



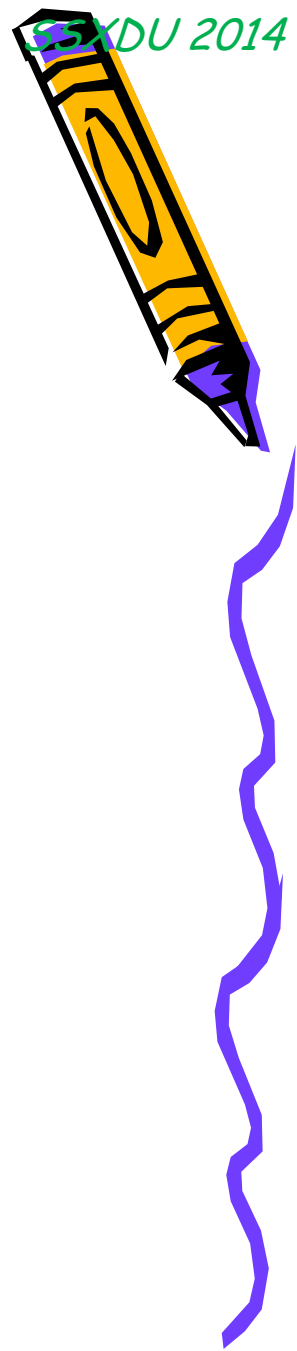
First Class Web Engineering

- And now for something completely different



Website Review Time!

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- Google.com or [Bing](http://Bing.com)
- CNN.com
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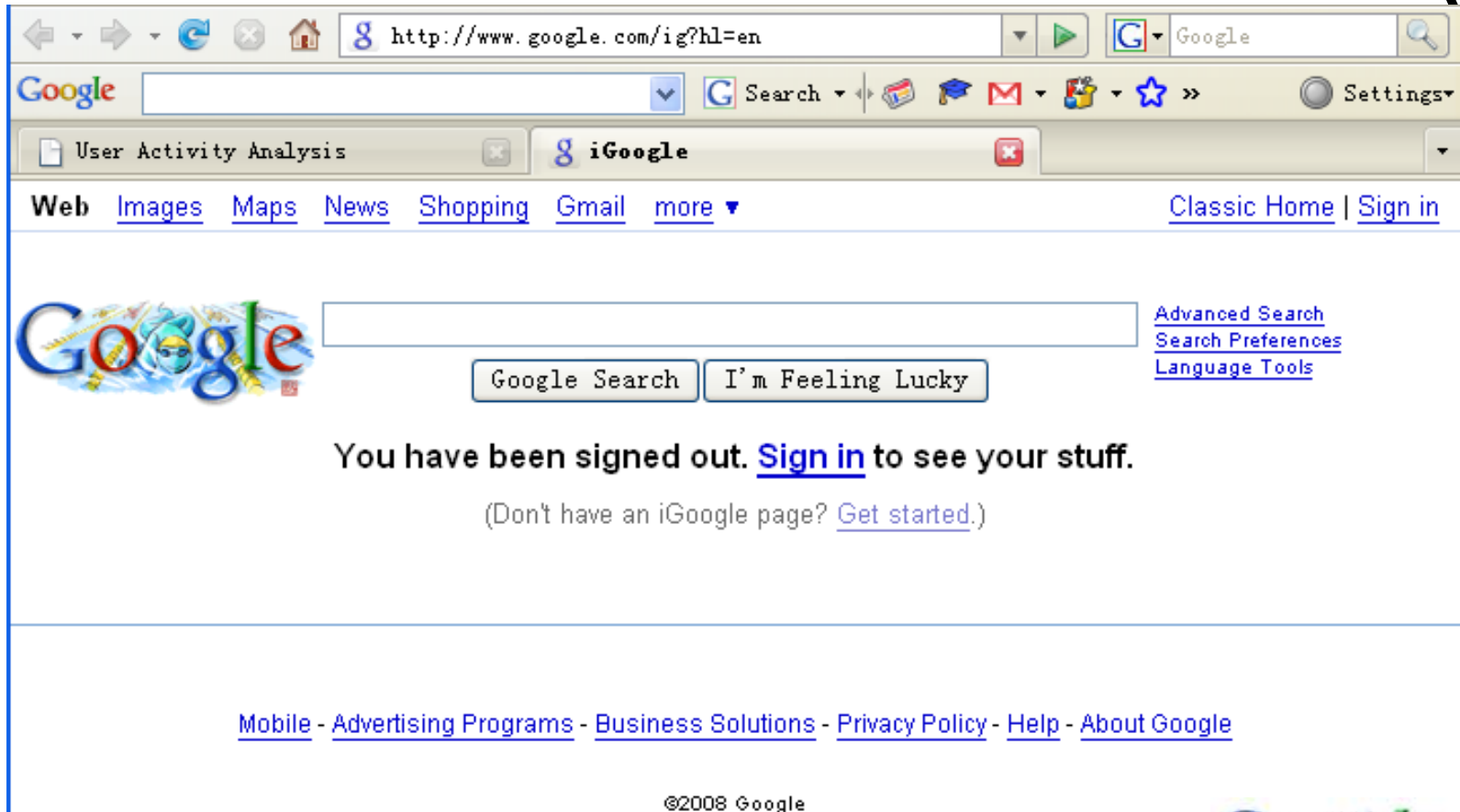
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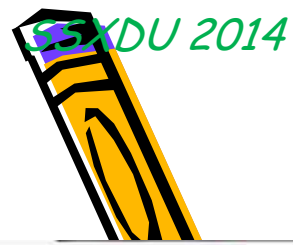
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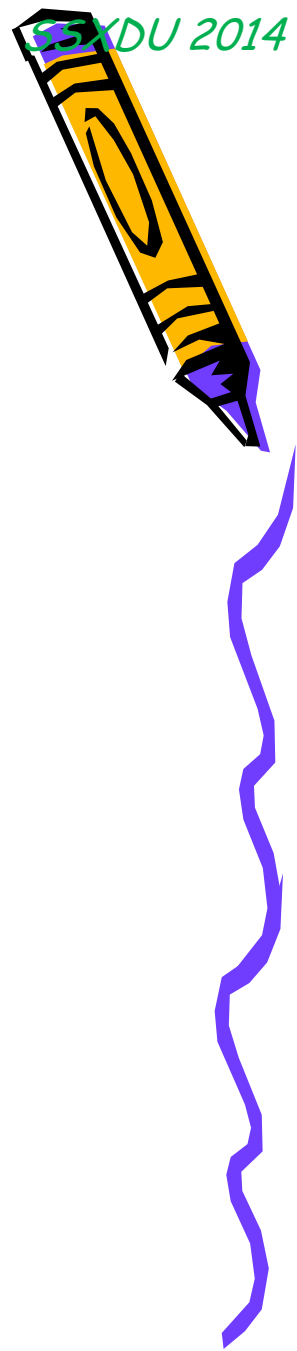
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- Little transformation over years
- Money from ads
- See also yahoo.com
 - Anybody still using that?
 - Big transformation from Directory to Portal



Google vs. Bing





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bing vs. Google

Web engineering

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www.iswe-ev.de/

Rinton Press - Publisher in Science and Technology -
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The World Wide Web have become a major delivery platform for a variety of complex and sophisticated enterprise applications in several domains. ...

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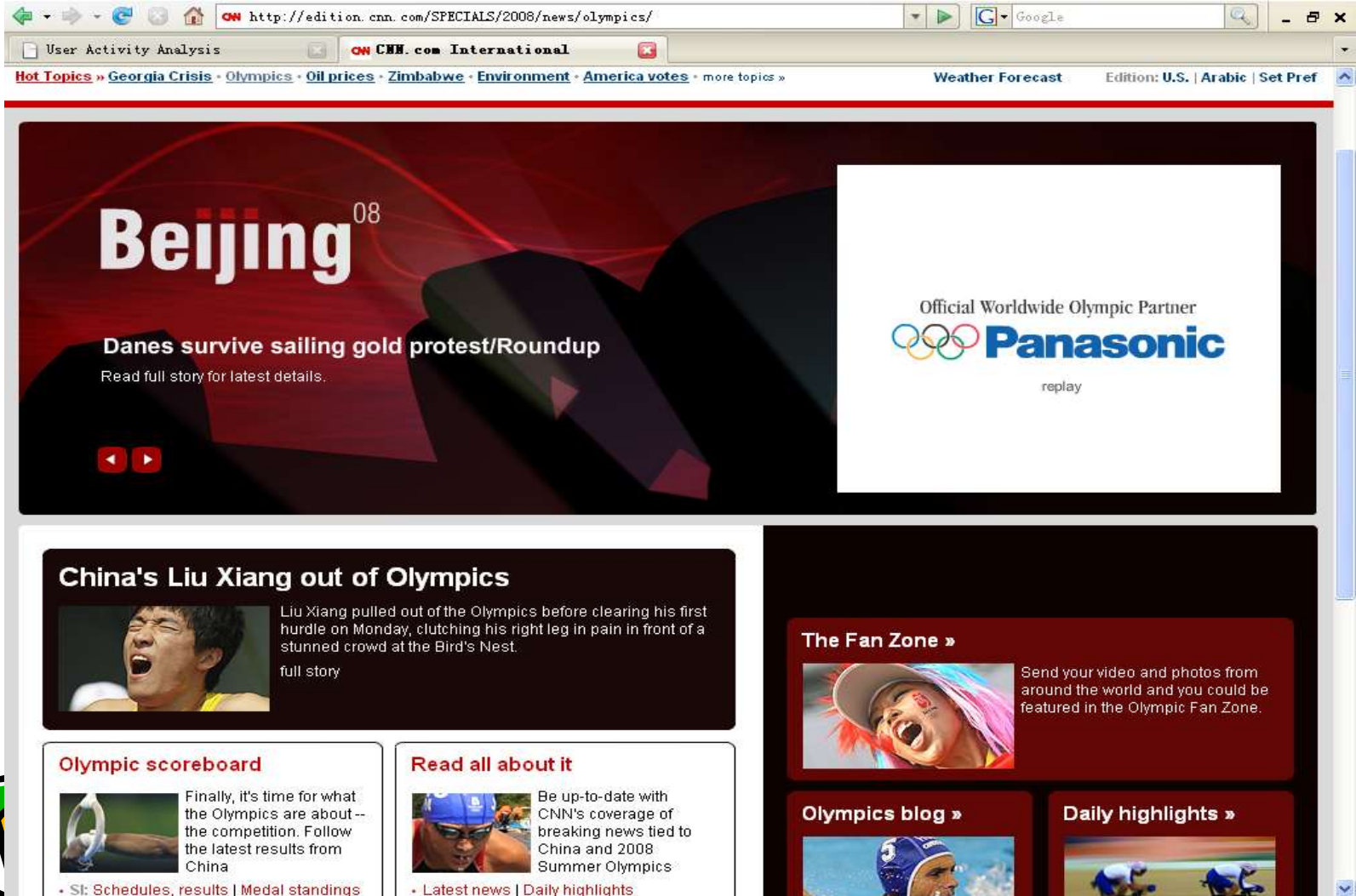
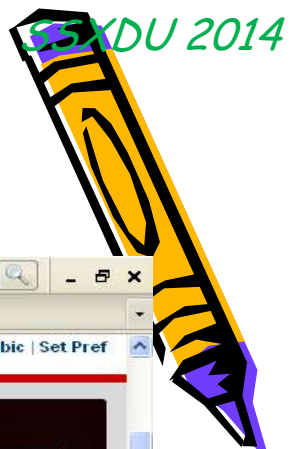
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- Activists hit police HQ
- Building fire kills dozens
- Is civil war looming?

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- Is Pistorius being coached?
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- Cross-examination: How damaging?

EXCLUSIVE: OPINION



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U.S.: Can we prevent another 9/11?

U.S. House Speaker John Boehner says his country needs to finish the job right in Afghanistan, arguing that history will judge U.S. leaders on how the war was ended. [FULL STORY](#)

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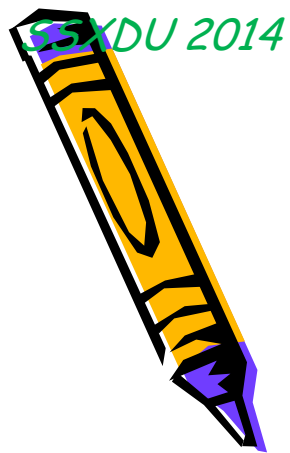


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The World Wide Web has a massive and permanent influence on our lives. Economy, industry, education, healthcare, public administration, entertainment – there is hardly any part of our daily lives which has not been pervaded by the Internet. Accordingly, modern Web applications are fully-fledged, complex software systems, and in order to be successful their development must be thorough and systematic.

This book presents a new discipline called Web Engineering taking a rigorous interdisciplinary approach to the development of Web applications, covering Web development concepts, methods, tools and techniques. It highlights the need to examine and re-use the body of knowledge found within software engineering and demonstrates how to use that knowledge within the Web environment, putting emphasize on current practices, experiences and pitfalls.

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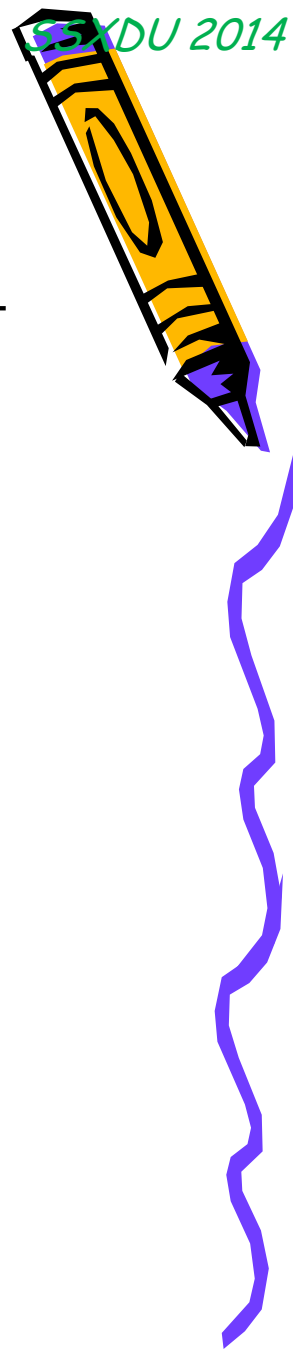
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ShakaUVM | 24 minutes ago

Yeah, I was listening to C-SPAN a couple days ago, and the military was talking about the possibility of freeing up a lot of its reserved spectrum for emergency use that rarely gets used as long as the commercial applications using it could be shunted aside in the case of an actual emergency.

It was a pretty interesting talk, which dealt with the interaction of land, air, and space networks, and their different needs and adaptive capabilities.

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The Bay Area · Last week I announced that I was leaving Google and said in passing that I found the Bay Area “congested, racist, incestuous, and overpriced”. Those four adjectives were apparently more newsworthy than my career moves; fair enough. The reaction (and there was a lot of it) ranged from giggly agreement to sincere anger. So I should follow up ...

8+1 0

Short-form Fragments · Week ending Sunday 2014/02/23 ...

8+1 0

Leaving Google · As of March 17th I’ll be an ex-employee. It’s an amicable separation in the face of irreconcilable differences: I wouldn’t move to California and Google wouldn’t open a Vancouver office. I haven’t decided what to do next ...

[55 comments] 8+1 506

Ingress in 2014 · It was stormy at dusk last Sunday; Shoekey and I hunched shoulder-to-shoulder in a waterfront park, 90 km/h of swirling wind driving a mix of fresh rain and salt spray at us from every direction, zip-loc-bagged Androids in hand. Because in a big Ingress op, you gotta do what you gotta do. Yeah, I’m playing again ...

[1 comment] 8+1 58

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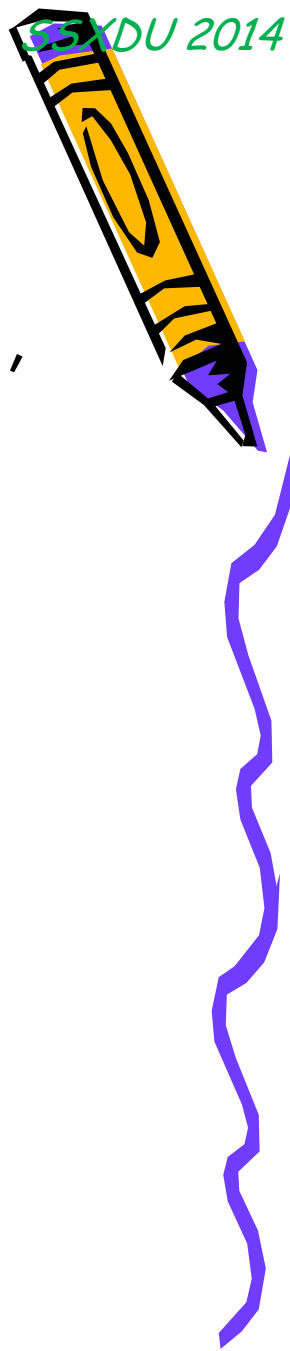
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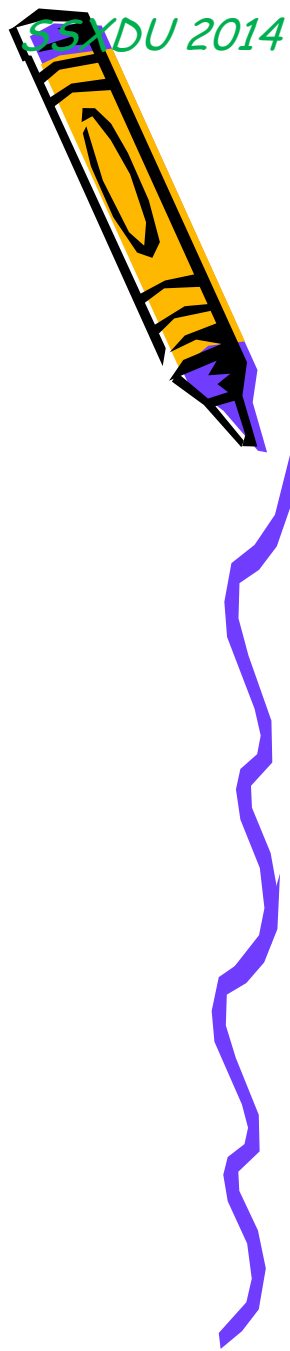
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Flexibility

Attention




Start Training ▶






[HOME](#)
[PRESS & SPODE](#)
[SUPER FLY](#)
[THUH GREENFIELDS](#)
[IN A BLENDER](#)
[EVERYTHING ELSE](#)
[SHOP](#)



Be good, go to the


BLOG




episodes and playthings

[Newest](#)
[Top Rated](#)
[Most Viewed](#)


Displaying 1-5




Devil Can't #2
★★★★★
1 Comment »




Meet Ken
★★★★★
No Comments »




Gerbil Valentine
★★★★★
No Comments »




Peace Out Love Joe Cartoon
Introducing: "Cussin'Joe Twoshacks", the godfather of "socially conscious backwoods erudite hillbilly




Featured Content




Skippin' Rock – An Introduction




Skippin' Rock – A Real Cool Town




Joe Catch




Simon Cowell in a Blender



Latest Content


[RSS](#) |
 [Atom](#)



Everything Else:
Devil Can't #2
Friday February 22nd 2013

Joe Cartoon

- Limited space in browser
- Lots of flash
- Changes for better design/usability
- Ads again





Harry Potter

HOGWARTS COLLECTION

Get Harry Potter Movie
and DVD Updates

PRE-ORDER NOW

ABOUT

PHOTOS

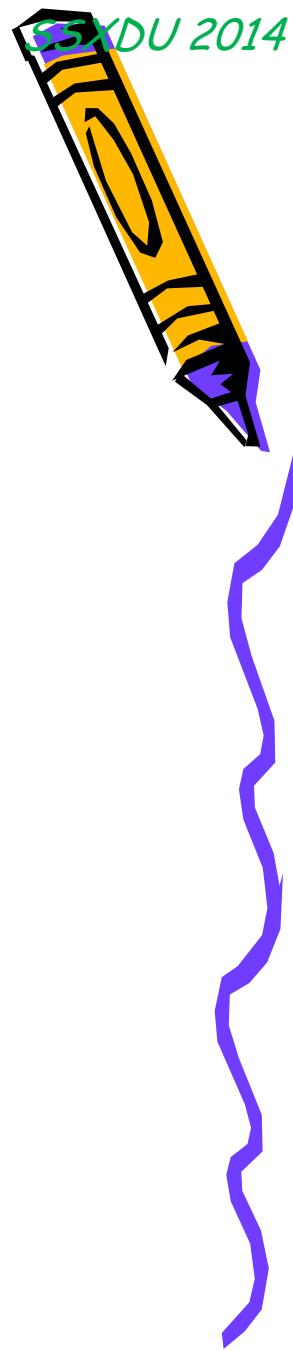
VIDEOS

HARRY POTTER SHOP



Harry Potter

- Presentation of a movie
- Whole site is an advertisement
- Can expect transformation with new sequels (续集、结局)
- Links to WEB site
 - Even the URI is redirected there
- See also
 - fox.com/24
 - fox.com/prisonbreak





校园新闻

进入新闻网

- 学校开展研究生教学大检查 确保正常教学秩序 02-26
- "空间测控及特种测量技术联合研究中心"揭牌成立 02-25
- 西电开展开学教学情况大检查 检查工作为期一周 02-25
- 中国载人航天工程总设计师周建平院士来校调研 02-25
- 西电团委获得"陕西省五四红旗团委"荣誉称号 02-24
- 西电开展开学学生工作专项检查 开学第一周 02-24

通知公告

更多

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- 关于召开2014年上半年学校工作会议的通知 2-23
- 关于对南校区住宅楼组团内道路进行面层铺装... 2-22
- 关于发布国家高技术研究发展计划、国家科技... 2-21
- 西安电子科技大学关于规范党政机关公务车... 2-19

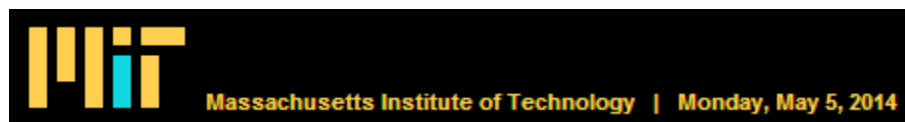


第四届教职工代表大会
第八次会议专题



University of Xidian

- Presentation of University
 - Also various services (very limited)
 - No ads
 - See also MIT.edu
 - Still has the current date on the top
 - Hard-core technological
 - See also jhu.edu
 - Search can really search
 - Services
 - References
- Evolving towards simplicity



HTML5



HTML5

A vocabulary and associated APIs for HTML and XHTML

W3C Candidate Recommendation 29 April 2014

This Version:

<http://www.w3.org/TR/2014/CR-html5-20140429/>

Latest Published Version:

<http://www.w3.org/TR/html5/>

Latest Editor's Draft:

<http://www.w3.org/html/wg/drafts/html/CR/>

Previous Versions:

<http://www.w3.org/TR/2012/CR-html5-20121217/>

Editors:

W3C:

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[Travis Leithead](#), Microsoft

[Erika Doyle Navara](#), Microsoft

[Edward O'Connor](#), Apple Inc.

[Silvia Pfeiffer](#)

WHATWG:

[Ian Hickson](#), Google, Inc.

This specification is also available as a [single page HTML](#) document.

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Abstract

This specification defines the 5th major revision of the core language of the World Wide Web: the Hypertext Markup Language (HTML). In this version, new features are introduced to help Web application authors, new elements are introduced based on research into prevailing authoring practices, and special attention has been given to defining clear conformance criteria for user agents in an effort to improve interoperability.

Status of This document

Table of Contents

Add developer-view styles

1 Introduction

1.1 Background

1.2 Audience

1.3 Scope

1.4 History

1.5 Design notes

1.5.1 Serializability of script execut

1.5.2 Compliance with other specifi

1.5.3 Extensibility

1.6 HTML vs XHTML

2.5.3 Dynamic changes to base URLs

When an [xml:base](#) attribute is set, changed, or removed, the attribute's element, and all descenda

When a document's [document base URL](#) changes, all elements in that document are [affected by a](#)

The following are [base URL change steps](#), which run when an element is [affected by a base URL c](#)

↪ If the element creates a [hyperlink](#)

If the [absolute URL](#) identified by the hyperlink is being shown to the user, or if any data d the element and the UI updated appropriately.

For example, the CSS [:link/:visited](#) pseudo-classes might have been affected.

This is a work in progress!
For the latest updates from the HTML WG, possibly including important bug fixes, please look at the [editor's draft](#) instead.

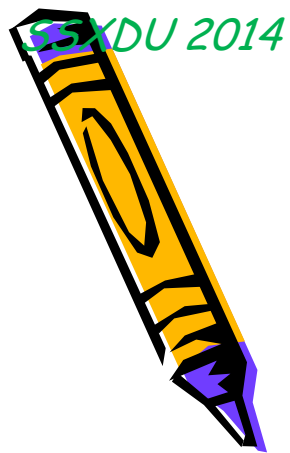
HTML5 Specification

- Different from the previous, isn't it?
- Lots of text, lots of internal links, few figures
- No transformation
- No ads



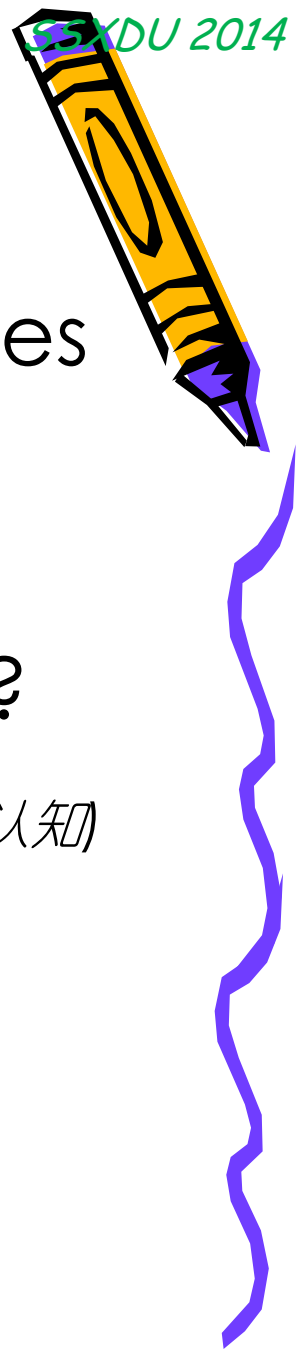
What are we talking about?

- User experience
- Purpose of a site
- Target audience
- Presentation
- Accessibility
- Evolution
- Business model
- Systematic and quantifiable approaches to build Web applications.



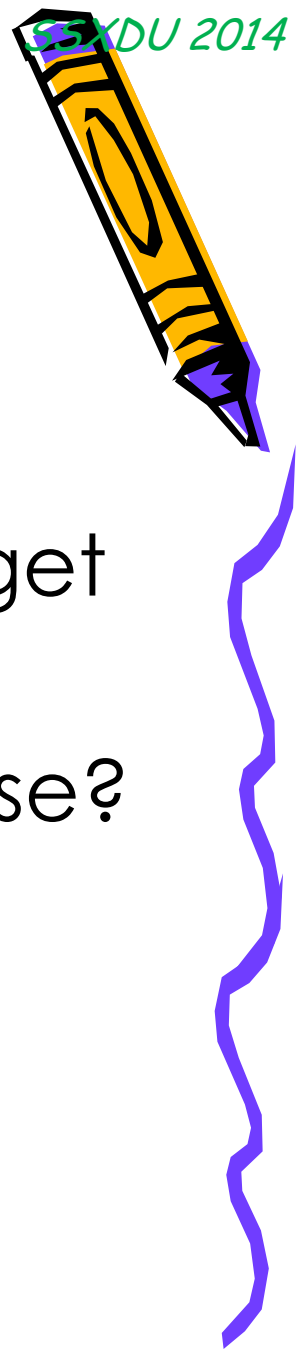
Site Purpose

- Site has information and/or services
- What is the main purpose?
 - Making money?
- Why would someone come here?
- And what is their perception (感知、认知) of the purpose?



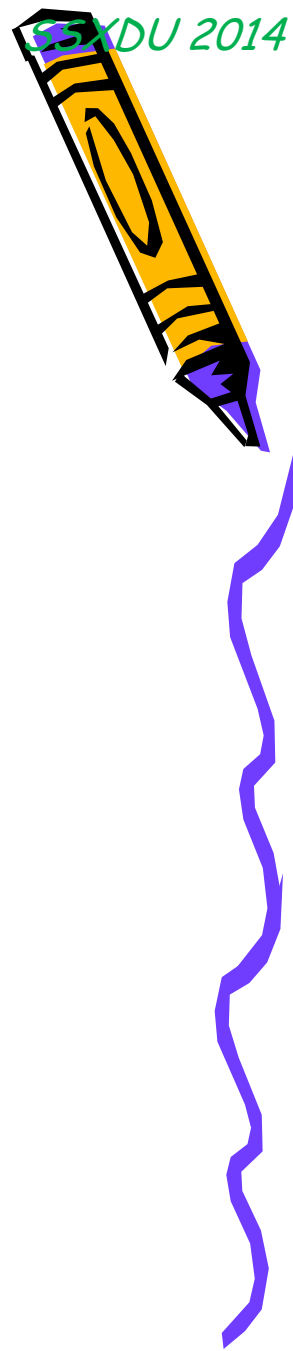
Target Audience

- Who is site purpose aimed at?
 - American public often at the top
- Who is the **perceived** (观察到的) target audience?
- Can the audience use the purpose?
 - Languages
 - Accessibility



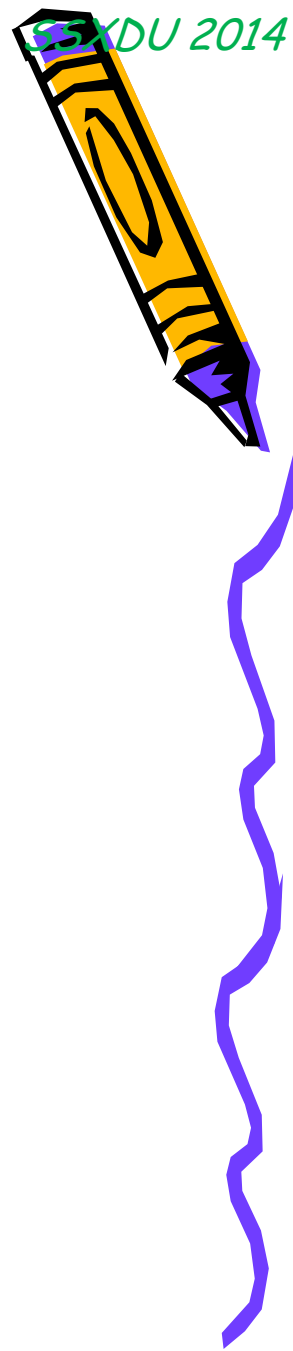
Site Purpose Examples

- Propagation(传播), advertisement
 - Harry Potter, UIBK
- Sale of goods on-line
 - Amazon
- Static information dissemination(传播,分发)
 - CNN, JoeCartoon, HTML spec
- Dynamic information services
 - Google, SourceForge, Bing
- Etc.



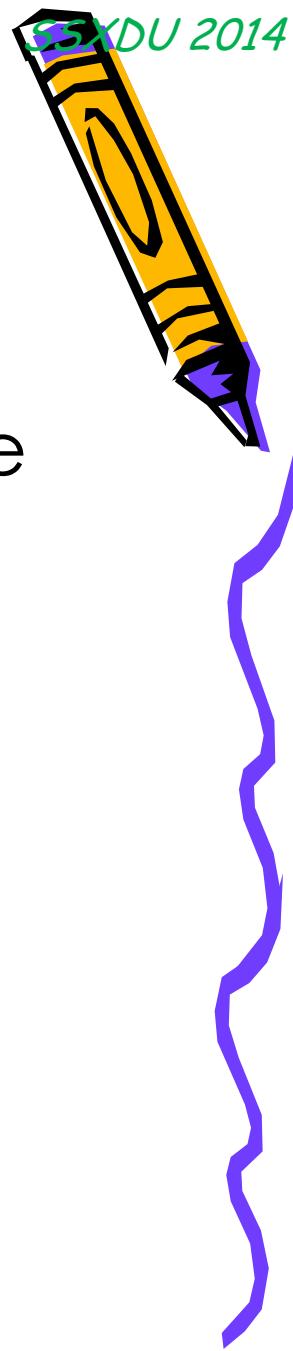
Presentation vs. Accessibility

- User experience
- Form follows function
- Web interface pretty simple
- Optimal information density
- Requirements for different audiences
 - Distraction by related links
 - Sugar coating(糖衣)
 - First impression(第一印象)
 - Navigation style
 - Languages



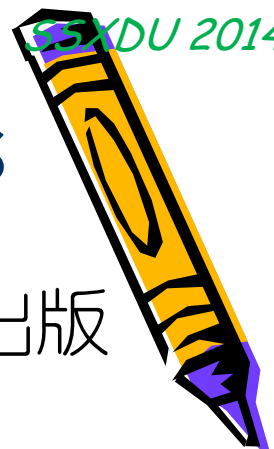
Site Evolution

- Evolution of the purpose
 - Getting closer to perceived purpose
 - Make money differently
- Changes in design, presentation
- **Reimplementation**
 - Necessity of other changes?
- See Wayback Machine:
web.archive.org



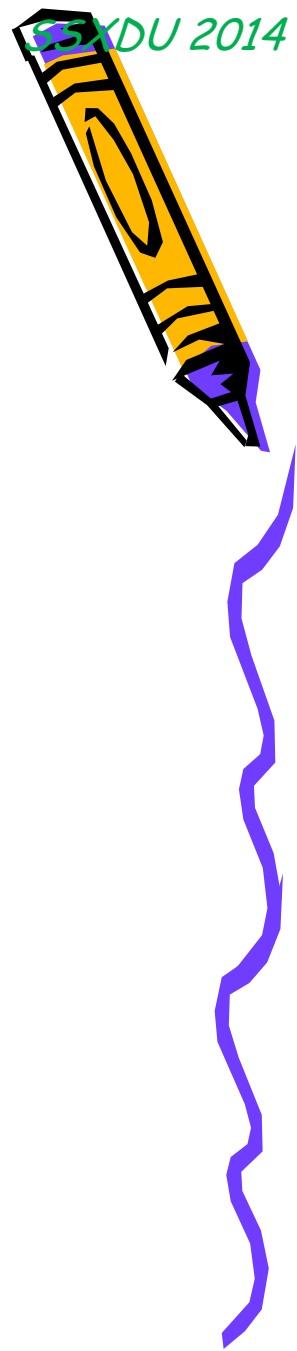
Text book and reference books

- 霍秋艳:《Web工程—理论与实践》,清华大学出版社,2011年9月。
- Gerti Kappel, Birgit Pröll, Siegfried Reich, Werner Retschitzegger: Web Engineering: The Discipline of Systematic Development of Web Applications, 1st Edition, John Wiley & Sons, June 2006, ISBN 0-470-01554-3.
- Roger S. Pressman: Web Engineering: A Practitioner's Approach, 1st Edition, McGraw-Hill Higher Education, 2008.
《Web工程：实践者的研究方法》，机械工业出版社，2009



Course Outline

- Web工程概述
- Web项目开发过程和方法
- Web应用开发项目
 - 需求工程
 - 建模
 - 架构
 - 设计
 - 开发与部署
 - 测试
 - 运行和维护
- Web项目管理
- Web应用的性能、可用性、安全性
- Web工程的发展



Task1– Personal

- 分析对比你喜欢和不喜欢的Web应用。
 - 喜欢
 - Apart from what we've seen in class
 - How did you find it?
 - What function does it has
 - 最不喜欢的
 - From those you need to use
 - Why do you need to use it?
 - What can you do to change the site?
 - 如何好与不好
 - **Every coin has two sides**
 - In your opinion, how to build a Web application?

