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Ing. En Sistemas Computacionales.

Materia:

Programación Web

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7°

Actividad:

Infografía: Planificación de aplicaciones web.

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11 PASOS PARA PLANIFICAR TU WEB

1



IDENTIFICAR NICHOS DE MERCADO

2



ANALIZAR LAS NECESIDADES O SOLUCIONES QUE LA EMPRESA REQUIERE

3



ESTUDIAR LAS VENTAJAS COMPETITIVAS DE LA EMPRESA, RESALTARLAS Y UTILIZARLAS

4



ESTUDIAR COMO DESDE EL CANAL DIGITAL, SE HACE LLEGAR EL MENSAJE Y EL PRODUCTO

5



¿CÓMO RELACIONARSE CON EL CLIENTE O EL LEAD?

6



¿CÓMO SE VA A MONETIZAR LA WEB?

7



ANALIZAR LOS RECURSOS CLAVES

8



DESCRIBIR LAS ACTIVIDADES CLAVE

9



ESTABLECER LAS DIFERENTES MÉTRICAS QUE SE VAN A UTILIZAR

10



ESTUDIAR LAS POSIBLES ALIANZAS CON OTRAS WEBS

11



CREAR TODA LA ESTRUCTURA DE COSTES DE LA PÁGINA

Referencias

[1] [En línea]. Available: <https://ticsyformacion.com/2015/08/30/11-pasos-para-planificar-una-web-infografia-infographic/>.



PLANNING, DESIGN AND OPTIMISING A WEBSITE SIMPLIFIED

BY INTERNET INITIATIVES

Stage 01

EFFECTIVE PLANNING

Creating an effective plan is vital for any website's success. Your site will have no value unless your visitors know how to take action. It should be remembered that the primary goal of developing a site is to promote understanding. More specifically "the intent of a web presentation is for a sponsoring organisation, or presenter, and the user to reach a MUTUAL UNDERSTANDING by means of the electronic connection" (Korngier & Mason, 1998).

PLAN THE STRUCTURE

How do you want to ORGANISE your information?
Understanding your business and the intended target market will help you determine how your site is structured.

PLAN THE PAGES

What type of pages do you need and how MANY are required?
Constructing your pages effectively enhances usability and naturally draws your visitors to the information YOU want them to see.

PLAN THE NAVIGATION

How paths are constructed between the website's pages are very important online, the average user spends just 30 seconds on a page before moving on. It is imperative to build a navigation system that allows visitors to know where they are, how to find information and how they can get back to where they started within 3 clicks or less.

DEFINE THE PURPOSE

What message do you want your message to convey?
Defining a clear purpose is important because it becomes the focus of ALL your design endeavours and helps you determine the most appropriate objectives for your business.

DEFINE THE AUDIENCE

Who are you trying to reach?
Clearly defining your existing or potential visitors increases the chances of promoting your product or services in a more effective manner.

PLAN THE CONTENT

What content will you use to convey your message?
Typography, Images, Graphics, Video, Audio and Animation are all different types of media that need to be considered. Combining different types of media will enhance the user experience and expand the reach of your message.



Stage 02

DESIGN AND LAYOUT

Choosing the right design elements and following a few basic rules will ensure your message is being conveyed to your users in a simple and effective manner. For example clear navigation, clean lines and a simple layout will make it easy for visitors to find what they're looking for. Some of the more important Key Design Considerations that should be considered are Consistency, Coherence, Information Placement, Information Coding, Colour Choice and Text Clarity.

In addition to having a basic understanding of what types of design elements to use, there is one more VERY IMPORTANT thing to consider in relation to web site design, and that is the concept of USABILITY, which put simply means the ability for your visitors to find what they are looking for easily and effectively. One of the most recognised authors on the subject Dr Jakob Nielsen, defines Usability as "a quality attribute that assesses how easy user interfaces are to use. The word "usability" also refers to methods for improving ease-of-use during the design process.

KEY DESIGN CONSIDERATIONS



CONSISTENCY

Consistency makes it easier to learn and remember how to use the website. Includes positioning of buttons, headings, icons, page layout (where practical).



COHERENCE

How easily can your visitors manage information and perform the relevant tasks.



INFORMATION PLACEMENT

What do people expect to see when viewing a page? (e.g. Consider where to place the most important content).



TEXT CLARITY

Choose text that is easy to read and browser friendly, uses appropriate character cases, allows visitors to print the pages easily and uses a writing style that is appropriate to the target audience and genre.



COLOUR

Choosing a colour palette which is appealing to your visitors (e.g. use colours opposite each other on the colour wheel).



INFORMATION CODING

coding techniques such as the use of colour, object size, shapes and numbers to designate content and information chunks appropriately.

USABILITY IS DEFINED BY 5 QUALITY COMPONENTS

SATISFACTION

How pleasant is it to use the design?



LEARNABILITY

How easy is it for users to accomplish basic tasks the first time they encounter the design?

EFFICIENCY

Once users have learned the design, how quickly can they perform tasks?

MEMORABILITY

When users return to the design after a period of not using it, how easily can they reestablish proficiency?

ERRORS

How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

Stage 03

STRATEGIC IMPLEMENTATION

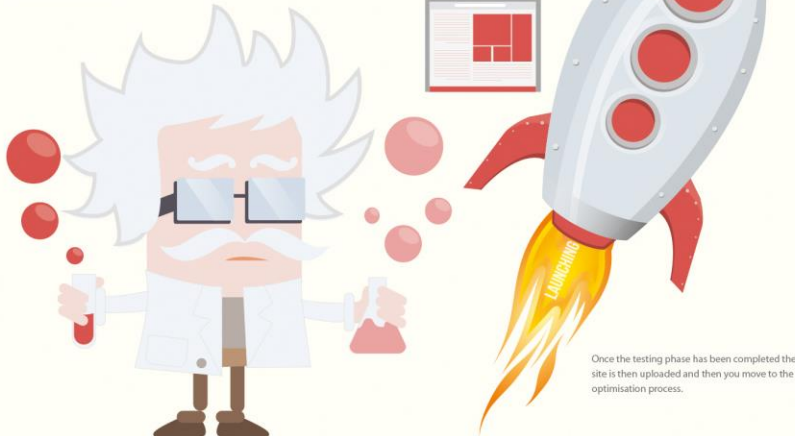
Choosing the right design elements and following a few basic rules will ensure your message is being conveyed to your users in a simple and effective manner. For example clear navigation, clean lines and a simple layout will make it easy for visitors to find what they're looking for. Some of the more important Key Design Considerations that should be considered are Consistency, Coherence, Information Placement, Information Coding, Colour Choice and Text Clarity.

STRATEGIC IMPLEMENTATION IS A TWO STAGE PROCESS

TESTING AND LAUNCHING

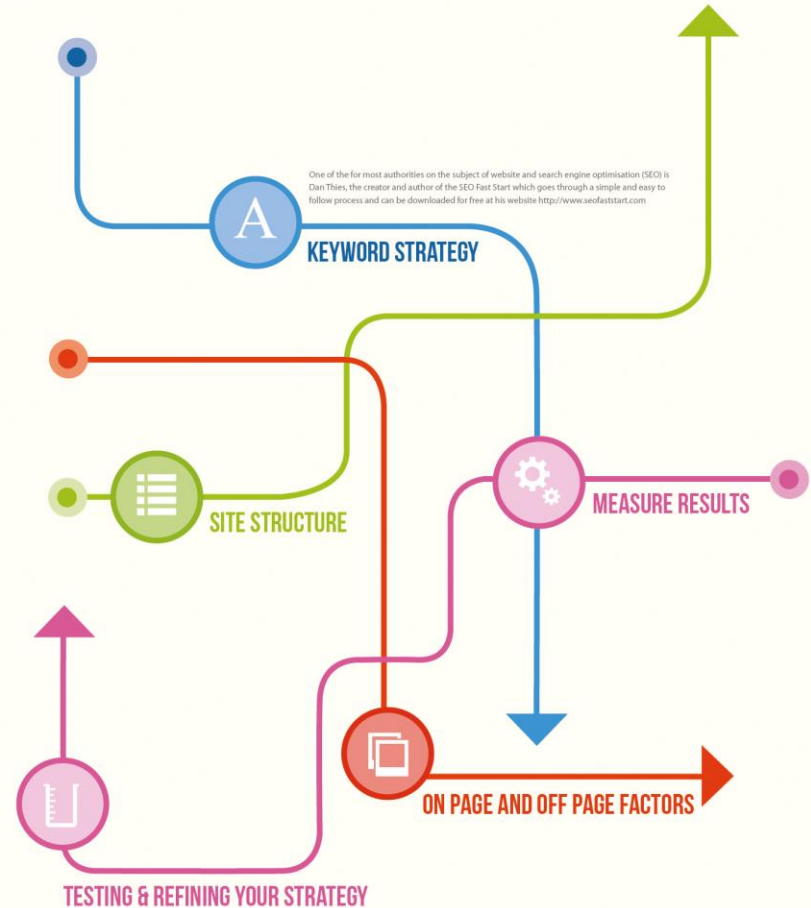
Testing is an extremely important part of the implementation processes. This is where YOU as the business owner gets the chance to view and provide feedback on your site before it is launched to the general public. It also provides the developers with an opportunity to ensure the site functions as intended and allows them to make any changes to enhance the final product.

Dan Zamboni from BoalUK published a detailed checklist that covers both the pre-launch and the post-launch phase of the web site life cycle, which can be downloaded here: <http://www.boaluk.com/blog/the-ultimate-website-launch-checklist>



Once the testing phase has been completed the site is then uploaded and then you move to the optimisation process.

Having a website is only the start. It is important to make sure that your website is listed correctly with search engines and optimised by focusing on the following key areas:



One of the for most authorities on the subject of website and search engine optimisation (SEO) is Dan Thies, the creator and author of the SEO Fast Start which goes through a simple and easy to follow process and can be downloaded for free at his website <http://www.seofaststart.com>

