

WEBSITE STRUCTURE & PLANNING

TODAY'S CLASS

- Website folder structure
- Naming conventions
- Project Lifecycle
- Wireframes

OUR SOLAR SYSTEM

My class project

OUR SOLAR SYSTEM

Summary

- 11 total pages
- 1 Home page
- 1 page for the Sun
- 9 total pages for the planets

Structure

- Web Pages, and naming convention
- Other assets
 - CSS
 - Images
 - JS Scripts

Building a House / Web Site

- Home Owner
- Architect
- City/Plans Inspector
- General Contractor
- Electrician/Plumber
- Interior Decorator
- Web Site Owner
- Architect
- ICANN / W3C
- Project Manager
- Developer/QA
- Web Designer/UI/UX

PROJECT LIFECYCLE



- What happens in each stage?
- Who is involved?
- What are the inputs?
- What are the outputs?



ANALYSIS PHASE

Primary Goal

- Examine the overall purpose of the site
- Feasibility analysis

Output(s)

- Requirement Analysis document
- Target Audience
- Cost / Deliverables

SPECIFICATION PHASE

Primary Goal

- Refine project goals
- Thorough analysis

Output(s)

- Detailed site analysis document
- Process Diagram(s)

DESIGN PHASE

Primary Goal

- Prototype

Output(s)

- Wireframes
- Site Map
- Color Schemes

UI, UX, Graphic Designers

IMPLEMENTATION PHASE

Primary Goal

- Develop site

Output(s)

- Functional site
- With content & graphics

Front/Back-end Developers

TEST/LAUNCH PHASE

Primary Goal

- Test site functionality

Output(s)

- Operational site
- A Happy customer
(hopefully)

MAINTENANCE PHASE

Primary Goal

- Track website functionality
- Update SEO

Output(s)

- Update site
- Keep customer happy

Bounce Rate, Time spent, Average Page Views

WHO'S TYPICALLY INVOLVED

- Client / Customer
- Project Manager
- Account Exec.
- UX Designers
- UI Designers
- Graphic Designers
- Copywriters
- Front-end Dev.
- Back-end Dev.
- QA

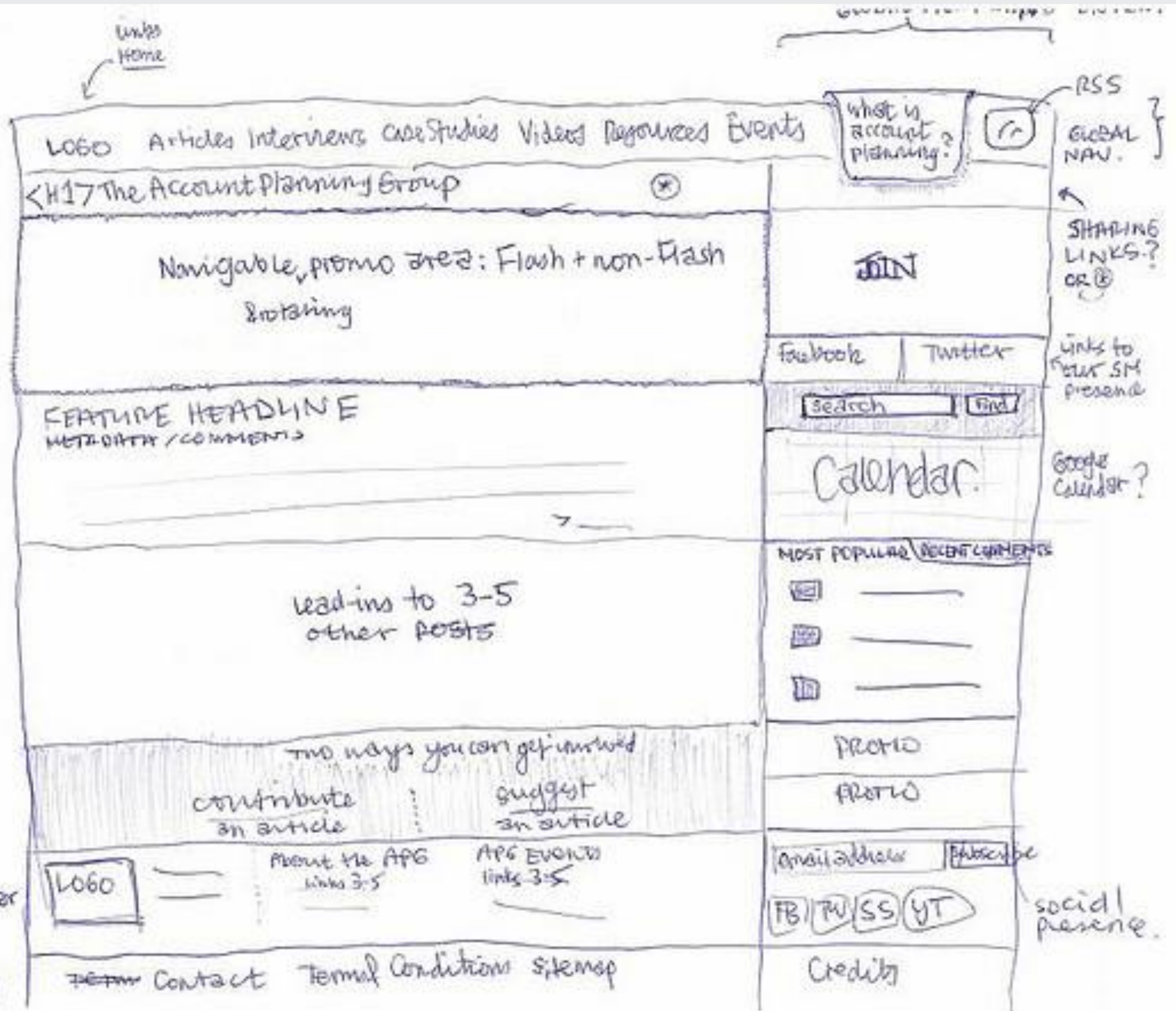
WIREFRAMES

- Wireframes are similar to Architectural Blueprints
- Helps with UI design
- Helps document functionality
- They are typically in Black & White

APG
Homepage

CORE THOUGHT:
Sparkling ideas

Possibly
an image?



Sunglasses

Image sunglasses

000-666-6666

Free delivery, call to order!

Search for my glasses

Find!

Shop | Delivery | Articles | News

Email

Login

Oakley

Ray ban

Levi's

DKNY

Delivery

How to choose sunglasses?

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Photo

Description

O-O

O-O

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Oakley
Brown sunglasses

\$150

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Ray Ban Super 1000p x

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Articles

- Delivery
- Which sunglasses are for me?
- How to take care of them?
- Sunglasses history

LOGO

SEARCH

Page 1

Page 2

Page 3

Page 4

Page 5

IMAGE

BANNER 1

BANNER 2

BANNER 3

BANNER 4

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Read More

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SM

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SM

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*Based on independent research 10% of consumers could achieve this saving.



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Company	Saving

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£130* on your car insurance!

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*Based on independent research 10% of consumers could achieve this saving.



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TOOLS FOR WIREFRAMES

- Pen/Pencil & Paper
- Omnigraffle, Axure
- Online Tools
 - Mockflow
 - Hotgloo
 - Adobe Products

[Gmail](#) [Images](#)



1



Google



Google Search

I'm Feeling Lucky



breaking bad



1



All

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About 55,000,000 results (0.61 seconds)

Breaking Bad Season, Episode and Cast Information - AMC

www.amc.com/shows/breaking-bad ▼

The official site for AMC's critically-acclaimed series **Breaking Bad**: Get full episodes, games, videos, plus episode & character guides.

Breaking Bad - Wikipedia

https://en.wikipedia.org/wiki/Breaking_Bad ▼

Breaking Bad is an American neo-western black comedy crime drama television series created and produced by Vince Gilligan. The show originally aired on the ...

[List of Breaking Bad episodes](#) · [RJ Mitte](#) · [Anna Gunn](#) · [Vince Gilligan](#)

Breaking Bad (@BreakingBad_AMC) · Twitter

https://twitter.com/BreakingBad_AMC

"I am the one who knocks." #BreakingBad marathon continues with every one of your favorite episodes today at 10am/9c. pic.twitter.com/UHjraDL...

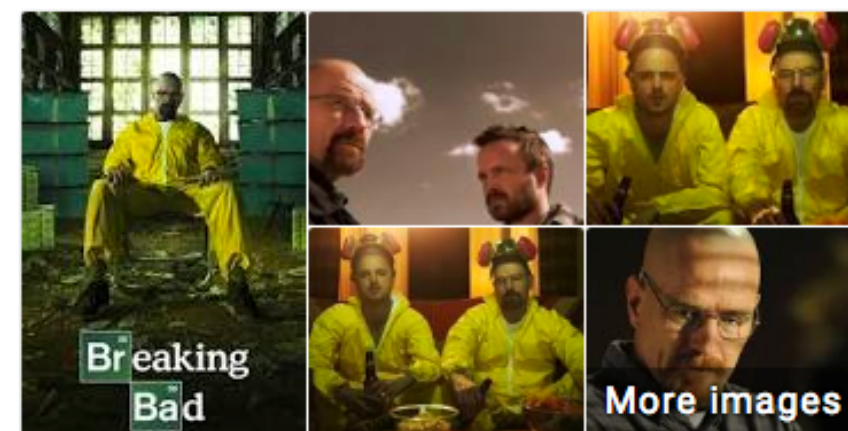
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Breaking Bad (TV Series 2008–2013) - IMDb

www.imdb.com/title/tt0903747/ ▼

Crime · A high school chemistry teacher diagnosed with inoperable lung cancer turns to RJ Mitte at an event for **Breaking Bad** (2008) Bryan Cranston and Vince Gilligan in **Breaking Bad** (2008) RJ Mitte at an event for **Breaking Bad** (2008).

Top stories



Breaking Bad

American comedy series

9.5/10
IMDb

73%
Metacritic

95%
Rotten Tomatoes

95% liked this TV show

Google users



Mild-mannered high school chemistry teacher Walter White thinks his life can't get much worse. His salary barely makes ends meet, a situation not likely to improve once his pregnant wife gives birth, and their teenage son is battling cerebral palsy. But Walter is dumbstruck when he learns he has cancer. [MORE](#)

The “F” Pattern



www.useit.com

<https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>

IMPLICATIONS OF THE “F” PATTERN

- Users won't read text thoroughly – they scan
- The first two paragraphs must state the most important information
- Start subheads, paragraphs with information carrying words

TERRIBLE DESIGNS

- <http://art.yale.edu/>
- <http://www.suzannecollinsbooks.com/>
- <https://www.lingscars.com/>

DESIGN PRINCIPLES

- Simplicity
 - Colors, Typefaces & Graphics
 - Visual Hierarchy
 - Navigability
 - Consistency
 - Accessibility
 - Conventionality
- <https://www.awwwards.com/>
 - <https://dribbble.com/>

IN-CLASS EXERCISE

YOUR FAVORITE WEBSITE

Let's wireframe it

CSS SELECTORS

Next Class