

SDEV 153 Web Site Development Project Requirements

General

- 1) Pretend that you are designing a site for a customer or client (unless you actually have a client). The content of your web site can be contrived but it must read well. The instructor will not normally fact check your content
- 2) The web site and the report are a mirror of one another.
- 3) Visit <http://www.w3.org/WAI/WCAG20/quickref/> . Although not all items in the quick reference list will apply to your website, you must incorporate as many as applicable.

Web Site Requirement (200 points)

- 1) Mechanical Site Requirements
 - a) The main page will be named *index.html*
 - b) Follow the goals and best practices from the textbook and other appropriate guidelines.
 - c) Incorporate all W3C Web Accessibility Initiative guidelines as appropriate. The link is <http://www.w3.org/WAI/WCAG20/quickref/>
 - d) Web site parallels the documentation.
 - e) Your site must be placed on the student web site unless specific approval is given.
 - f) All pages must have a way back to the main page and implement appropriate navigation. No dead ends.
 - g) Use go general site flow and presentation – logical, general design, etc.
 - h) Your web site should have a minimum of 15 pages, 3 levels (including default page and site map).
 - i) All pages must be multi-columned and use fluid layout. Do not use a table for layout purposes.
 - j) All pages must have a logo and a favicon.
 - k) Your pages must be mobile device friendly.
 - l) At least three graphics other than the logo. All images must have alternate text.
 - m) Include one multimedia and must be appropriate.
 - n) Include one table, one list, the use of text emphasis, text colors, etc.
 - o) At least one page must be longer than one screen.
 - p) Use separate folders for css files and image files.
 - q) Use CSS files including one for mobile devices.
 - r) Any document or in-line styles must be justified.
 - s) Use at least 3 external links.
 - t) Include one use of JavaScript. It can be simple.
 - u) Include a site map.
 - v) Include a robots.txt file.
 - w) Include at least one form.
- 2) There is no expectation that your web site exhibit graphic centric designs or "high end" designs including flash; just good design techniques.

Report (140 points)

The documentation must be available on the web site as a web page or as a link to a PDF file. Your documentation may be one of the web pages in your project. (Suggestion: link from the footer). The documentation should follow the structure as listed below. Some of the topics listed below may not be appropriate for your web site. Note with "Not Applicable"

- 1) Topic/Background/Introduction
 - a) Name or title of the web site.

- b) Purpose/Mission (A paragraph statement is usually sufficient).
- c) Goals/Objectives -List all goals and objectives). Answer “Why does this web site exist?” Who is your target audience? Please note: This section is a *big deal*.

2) Problem Exploration

- a) What questions would you have for the client? What would their answers be? Create a transcript of a mock conversation (unless you really had client conversation). May be an FAQ.
- b) What are the benchmarks or criteria to determine whether or not the site is “successful”?
- c) List issues that have a technical impact such as bandwidth.
- d) Provide a sense of the scope of the web site: total pages, levels, page complexity, multimedia, etc.
- e) List assumptions and areas that may have to be changed later.
- f) Site accessibility needs and implementation must be included.

3) Requirements Analysis and Specification

- a) Do for each goal (directly from above). Consider creating a table showing this information if appropriate.
 - i) Browsers tested under and supported.
 - ii) Features or designs to support this goal.
 - iii) Other features or niceties (that are better listed here).
 - iv) Physical Environment—Who is hosting/maintaining the site (technical maintenance)?
 - v) Software Infrastructure—static/dynamic? Brochure-ware? Database?
 - vi) Server software/hardware considerations?
 - vii) Client software/hardware considerations?

4) Information Architecture, Organization, and Design

- a) Discuss the site genre and its background, problems, and solutions.
- b) Discuss the topology—the pages and how they are connected.
- c) Refer to your attached mockup of the graphic layout to provide an explanation of or reference to your “template”.
- d) Mention competing ideas that you had to resolve.

5) Testing, Maintenance, and Promotion Plan

- a) Review – Find a few people who are unfamiliar with your web site and document their reactions and comments.
- b) Updating – who is going to update, how frequently, and related issues needed to keep the site current.
- c) “Advertising” and promotion (gaining traffic).
- d) Search engine submission. Address search engine issues, i.e., metadata,

6) Implementation and Reflection

- a) Resources—informal bibliography, links, other references.
- b) Differentiate between the “Big Picture” and your implementation
- c) How well were you able to meet the requirements of your customer and of the project requirements? What were the hard choices?
- d) Discuss your research, problems, and challenges that you needed to overcome.
- e) What changes or improvements may be needed in the future.

7) Appendices (if these are web pages in our project they are not counted toward the 15 page minimum.)

- a) Usability testing
- b) Page validations as PDFs
- c) Other documentation.