

ADDIS ABABA UNIVERSITY

ADDIS ABABA INSTITUTE OF TECHNOLOGY

CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC COMPUTING

**Web design and development Assignment One**

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**March, 2020**

The history of internet

The internet started in the 1960s as a way for government researchers to share information. The computers in 60s were very big and immobile so for one to make

Use of information stored in a computer one has to travel to the site of the computer or have magnetic computers sent through postal system.

The cold war contributed for the formation of the internet. When soviet union’s launch of the sputnik satellite spurred the U.S. defense department to consider ways information could be disseminated even after a nuclear attack. This eventually led to the formation of ARPANET. Since then the internet has undergone more than a name change.

Since then the internet has undergone more than a name change. The number of users has grown from few scientists to 1.5 billion consumers. But its popularity has a dark side since it has evolved from a friendly research network to a hotbed of criminal activity fraud and identity theft.

When ARPANERT was created in 1969 it connected five sites UCLA, Stanford, UC Santa Barbara, the University of Utah and BBN. ARPANET was rename the internet in 1984, when it linked 1,000 hosts at a university and corporate labs.

The internet domain system was created in 1984 to match complex IP addresses with easy to remember names ending in extensions such as .com, .org, .edu, .gov, and country codes including .de for Germany. In 1998, the US Department of Commerce privatized domain name registrations and operations through the creation of the internet Corporation for assigned names and numbers. Since then domain names sales have risen nearly 10-fold, but .com remains the most popular domain.

In 1990 Tim Berners-Lee invented the World Wide Web as a method of publishing information in a hypertext format on the internet. The web began to take off in 1993, after computer science student Marc Andersen created the first popular Web browser, known as Mosaic. Since then number of Web sites and Web pages has exploded.

Today the internet links more than 440 million computers directly, and million more have internet access through private addressing schemes. Since 1995 internet usage has exploded. There are about 1 - 1.5 billion internet users and the world wide wide population tops 6 billion which leaves more than 4 billion people around the world without internet access.

Back in 1988, the Morris Worm was the first major attack on the internet, disabling 10% of the internet (60,000 host computers). Today, hundreds of more sinister attacks are aimed at internet users each day. Indeed, the U.S. Computer Emergency Readiness team (US-CERT) stopped counting the number of security incident reports it received in 2004 because attacks against Internet-connected systems had become so commonplace that it felt this figure was getting too big to track.

Back in 2003, an estimated 15 billion spam messages were sent over the internet daily. Today over 164 billion spam messages are sent daily representing 97% of all e-mail.

The 12 categories of websites

The first ever website that was developed and launched was a simple-page web page for the European organization for nuclear research(CERN) that went live in 1991. Today we have over 1.2 billion websites online on the world wide web. Statistics show that 380 new websites are created every minute. Following are the most popular types of websites classified based on their functionality.

1. Homepages

These types of websites are referred to as the “face of a brand”. They are main base of your site and serve crucial purposes. They are well planned, user friendly web pages that effectively communicate about what a brand is and what it offers to the target audience. Here are some examples;

Dropbox: [www.dropbox.com](https://www.dropbox.com/)

Slack: [www.slack.com](https://slack.com/)

Green mountain energy: [www.greenmountainenergy.com](https://www.greenmountainenergy.com/)

Carmax: [www.carmax.com](https://www.carmax.com/)

thredup: [www.thredup.com](https://www.thredup.com/)

1. Business websites

A business website is simply a web platform that represents a specific business organization. A business might build a website to directly sell their products or to host information about their business. This type of website is the most popular one. Some examples of a business websites are listed here.

Yahoo! Finance: [www.finance.yahoo.com](http://www.finance.yahoo.com/)

Forbes: [www.forbes.com](http://www.forbes.com/)

MSN MoneyCentral: [www.money.msn.com](http://www.money.msn.com/)

CNN Money: [www.money.cnn.com](http://www.money.cnn.com/)

Google Finance: [www.google.com](http://www.google.com/finance)

1. Blog websites

These websites are content-based and usually owned and managed by a single person or a small group and frequently updated with new content. Articles, photos and videos are regularly posted on the website that the users can view and engage with. Some websites post content on a specific topic while others have blogs from various categories. Some examples include;

Wordpress: [www.wordpress.org](http://www.wordpress.org)

Wix: [www.wix.com](http://www.wix.com)

Weebly: [www.weebly.com](http://www.weebly.com)

medium: [www.medium.com](http://www.medium.com)

Blogger: [www.blogger.com](http://www.blogger.com)

1. E-commerce Marketplaces

Websites that facilitate online shopping are known as e-commerce marketplaces. These are websites where people can sell and purchase products online. Product categorization, search and filtration, item availability are some features and functionalities of an e-commerce website. Some examples include:

Apple: [www.apple.com](http://www.apple.com)

Snapchat Spectacles: [www.spectacles.com](http://www.spectacles.com)

Gorgias: <https://gorgias.io/>

Onfleet: <https://onfleet.com/>

Lookback: <https://lookback.io/>

1. Landing pages

A landing page is a type of page that serves the purpose of marketing and advertising. The purpose of landing pages is to lead uses to perform a certain action, and the whole page is designed around that call-to-action. These web pages do not give extensive information about the content, they only show little information to push users to convert. Some examples of landing pages include:

Lyft: <https://www.lyft.com/>

The professional wingman: <http://www.theprofessionalwingman.com/>

Muck rack: <http://muckrack.com/>

Cigital: <https://www.cigital.com/>

Khan academy: <https://www.khanacademy.org/>

1. web portals

Web portals are websites where users can log into the internal system of a business, institution, or organization. These websites are used to perform crucial functions like customer service, information management, complaint management internal communication etc. Here are some examples:

West bend, agent and customer portal: <https://www.liferay.com/>

Allianz insurance portal: <https://www.liferay.com/resource/allianz>

AAIT portal: <http://www.aait.edu.et/article/welcome>

Coach, employee collaboration portal: <https://www.liferay.com/resource/>

Domino’s pizza, intranet: <https://www.liferay.com/resource/domino-s>

1. Social networking websites

Social networking websites have allowed people to reach out to each other over the digital platform, eliminating the hindrances caused by time and place. Some examples include:

Facebook: <http://www.facebook.com/>

Whatsapp: <https://www.whatsapp.com/>

Instagram: <http://www.instagram.com/>

Twitter: <http://twitter.com/>

Skype: <http://skype.com/>

1. News or magazine websites

These sites regularly publish stories online, covering multiple areas such as politics, sports, local news, business, entertainment, and sports. Here are some examples.

Yahoo! news: <http://news.yahoo.com/>

Google news: <http://news.google.com/>

Huffington post: <http://www.huffingtonpost.com/>

CNN: <http://www.cnn.com/>

New York times: <http://www.nytimes.com/>

1. community forum websites

A community forum website is any kind of website where users can collaborate and conduct discussions and seek information from the community. Some community forums such as quora and yahoo! Answers, users are free to ask questions related to any topic they want. Some other forums are more retrictive about the type of content you can post.here are some examples.

Mumsnet: <https://www.mumsnet.com/>

Teachers connect: <http://www.tes.co.uk/>

Barista exchange: <http://www.baristaexchange.com/>

Threadless: <http://www.threadless.com/>

Modelmayhem: <http://www.modelmayhem.com/f.php>

1. photo sharing websites

These websites allow people to upload, share and download photos online, sometimes for free and other times for minimal fees. They are like online photo repositories. Here are some examples:

Flickr: <https://www.flickr.com/>

Instagram: <http://www.instagram.com/>

Photoblog: <https://www.photoblog.com/>

1x.com: <https://1x.com/>

Canons’s irista: <https://www.irista.com/>

1. Portfolio websites

Are an ideal type of websites for creative professionals who want to showcase their skills and talents. photographers, designers, filmmakers, artists or professionals belonging to any other industries can create an online portfolio for the pupose of personal branding.

Raf derolez: <https://rafaelderolez.com/>

Pascal van gemert: <http://www.pascalvangemert.nl/>

Brandon Johnson: <http://brandoncjohnson.com/>

Quinton Harris: <http://quinntonharris.strikingly.com/>

Sean Halpin: <http://seanhalpin.io/>

1. crowdfunding websites

Has become popular in the past few years and with that the number of crowdfunding websites has also expanded. In these sites people raise funds for their ideas, ventures, or social causes. User can sign up on crowdfunding sites either to share their project details and seek funding or as investors to invest in projects. Some examples are:

Kickstarter: <https://www.kickstarter.com/>

GoFundMe: <https://www.gofundme.com/>

IndieGoGo: <https://www.indiegogo.com/en>

Patreon: <https://www.patreon.com/>

Rocket Hub: <http://www.rockethub.com/>

How to evaluate a website

1.Technical considerations

The page should be stable (consistently available).

If there is a fee for using the website, the site should have a secure way to send payment.

all the links and special features must be functioning properly.

2.Purpose

Advertising should not shadow the content.

Site purpose should be clear and its contents should reflect its purpose.

3.Content

A sites content should be comprehensible, appropriate and of value to the intended audience.

Here should be information on how often the site is visited which indicates its usefulness.

Information should be current, accurate and regularly updated.

Graphics should be relevant and appropriate to the content.

4.Authorship

the name of the person or the group creating the site should clearly be stated.

the website author or manager should provide contact information for users to ask questions and make comments.

sites that clearly violate copyright or other laws should not be linked, stated or recommended.

5.Functionality

skills required to use the site’s features should be appropriate for the intended audience.

Languages used in messages and instructions should be clear and easy to understand.

Navigation within the site should be easily carried out.

A text-only option is useful for sites with a lot of graphics otherwise download time will be long.

6.Design

The sites design should be appropriately appealing to its intended users.

The text should be easy to read and not cluttered with distracting graphics, fonts and backgrounds.

Most experts recommend that a site should contain no more than four colors.

Colors may also need to be appropriate for color-deficient users, who tend to see everything in shades of green and grey.

Site has better readability if dark text appears on a light background, or vice versa.

**EVALUATED WEBSITES**

Reddit

Is an American social news aggregation, web content rating and discussion website. Registered members submit content to the site such as links, text posts and images which are then voted up and down by other members. Posts are organized by subject into user created boards called subreddits covering a variety of topics like news, science, movies video games, music books, fitness, food and image sharing.

Reddit is similar to Facebook by its color choice and its layout. It has a web forum of a particular topic called subreddit where you can post links or create a self-post and discuss. You can subscribe if you like the topic or un subscribe if you don’t. Reddit contains the collective knowledge of thousands of users. It provides you a place to ask questions and get meaningful and helpful answers. Navigation through the site is very easy and the site is appealing.

YouTube

Is an American video sharing platform headquartered in Bruno, California. Three former PayPal employees Chad Hurley, Steve Chen, and Jawed Karim created the service in February 2005. Google bought the site for 1.65 billion dollars. YouTube now operates as one of Google’s subsidiaries.

YouTube has many users and it is the best video sharing platform. When the site is opened the first thing shown is a search bar and videos that we have seen earlier or other videos that have similarities with the earlier videos we have seen. Anyone can see videos for entertainment or for other purposes like education and business. Users can use it for free or can pay monthly to watch YouTube premium which is ads free and you can also download videos to watch offline. These features are amazing and worth trying.

Facebook

Facebook was founded by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders initially limited Facebook membership to Harvard students Members. Membership was expanded to Ivy League universities, MIT and higher education institutions in the Boston area, then various other universities, and lastly high school students. Since 2006 any one who claims to be at least 13 years old has been allowed to become registered users of Facebook.

Facebook is a social messaging where users can send message such as text, audio, video, and files. It is consistently available which means anyone can use it at any time and it is free. People use it for education, business, entertainment, politics and more. Its contents are regularly updated but some of the stories are false and inaccurate. Facebook features are easy to use and appealing. Anyone with the ability of using the internet can also easily use Facebook. According to the New Yorker Zuckerberg is red-green colorblind and he said he can see blue well that is why he made it blue and white. This means people who can’t see blue color are less likely to use Facebook.