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## What Kind of Website Should I Make?

- ▶ You need to have an idea in your mind of what you want to achieve!
- ▶ Many different types of sites exist out there, and each has its own reason for being.
- ▶ Some sites are personal and have the sole aim of providing solutions to common problems or sharing experiences with the world.
- ▶ Other sites are business oriented, with an emphasis on making money by providing goods and services.

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## What Kind of Website Should I Make?

- ▶ Before learning the code that will physically bring your design together
- ▶ You need to flex your creative muscles and come up with
  - ▶ The ideas,
  - ▶ The layout, and
  - ▶ The functionality
- ▶ that you want to include in the final product.
- ▶ Even if you are not the most creative person, you can define your project's aims and goals quite easily with the aid of various development models and inspirational resources

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## Pre Website Publishing ...

- ▶ Need to know :
  - ▶ How to mold your initial idea into something potentially useful
  - ▶ Where to find and draw inspiration for your design and site features
  - ▶ The basics of *information architecture* and producing a design
- ▶ The first step in understanding what kind of site you want to produce is to gain an insight into the reasoning and motivation behind your choices.
- ▶ When you undertake any project that involves creativity, each decision you make will impact a series of factors that you need to consider.

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## Self Analysis

- ▶ Why do I think this site is a good idea?
- ▶ What reason do I have to support this?
- ▶ Do other people agree with me?
  
- ▶ Showcasing my collection of stamps!

▶

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## Why do I think this is a good idea?

- ▶ **A:** Using this site, I could potentially expand my own collection of stamps!
- ▶ **A:** My stamp collection might interest people whom I have never even met before.
- ▶ **A:** I have always wanted to build a site but never got the chance before.

▶

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## What reason do I have to support this?

- ▶ **A:** There are lots of stamp collectors out there, so public interest should be high.
- ▶ **A:** There have been requests for the service I am going to offer on this site.
- ▶ **A:** Another site that buys and sells rare stamps made a fortune!

▶

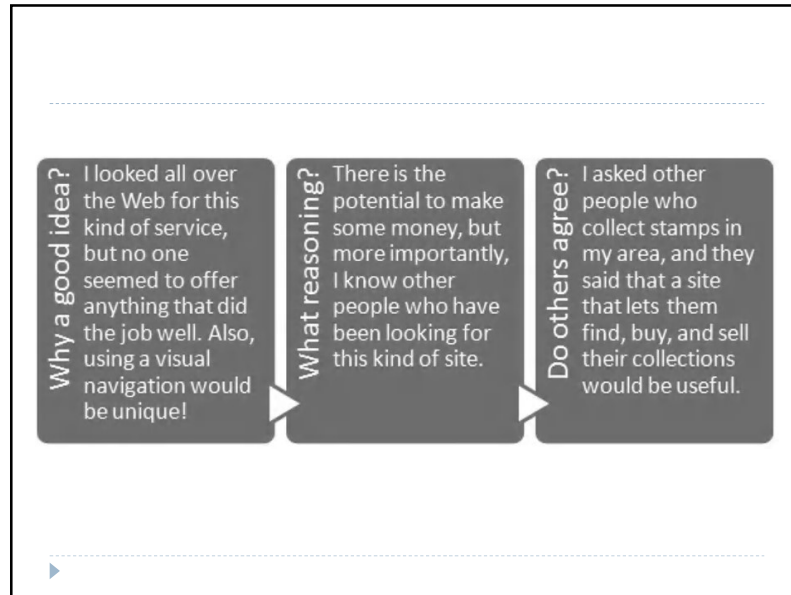
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## Do other people agree with me?

- ▶ **A:** Well other people interested in stamps have given their support for the site.
- ▶ **A:** Having a dedicated site could get more people involved in this hobby.
- ▶ **A:** My friend has a blog on this subject and gets plenty of visitors every month.

▶

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## Answers

- ▶ If the answers or any of the answers you came up with yourself make you think “this site has real potential to be something great,” then you’re ready to carry on.
- ▶ If not, you might want to reconsider the idea. If you just want to make a personal site for yourself and your family, which is a perfectly valid reason to create a site and doesn’t require a large number of visitors, then you can continue, regardless.

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## Criticism

*Interestingly, we often ignore positive analysis when we critique our own work, yet show tremendous enthusiasm when it comes to piling on criticisms of our efforts and skills!*

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## Thinking Theory

Questions when considering potential ideas for your site:-

- ▶ **Who?** Ask yourself who will benefit (other than you) from your idea.
- ▶ **What?** Consider what made you decide that this would be a good idea.
- ▶ **Where?** Determine whether—and where—your idea has been successfully implemented.
- ▶ **When?** Determine how long you think it will take the implementation of your idea to show results.
- ▶ **Why?** Ask yourself why you should use this method over any other in existence.
- ▶ **How?** Contemplate how you should implement your idea.
- ▶ **Huh?** Try to determine whether your idea makes sense; if not, you should reconsider its implementation.

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## Thinking Theory Exercise

- ▶ The exercise will not only help you make decisions about which ideas you should implement on your site from the outset, but it will also aid you in making design decisions and coming up with ideas on how you can improve the site when you make updates.
- ▶ It's also important that you base each decision you make on your visitors' needs as opposed to your own needs (especially if the site you want to create a business-oriented site).
- ▶ Even if your sole goal is to create a family site, you still need to consider the other people who will visit the site.

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## Finalizing Plans to create a Website for Showcasing Stamps Collection

- ▶ Idea? To showcase my stamp collection
- ▶ Who? Avid stamp collectors and experts
- ▶ What? To share my collection with the world
- ▶ Where? Other stamp sites that buy and sell stamps
- ▶ When? Once word gets out about my cool website!
- ▶ Why? To let visitors search by image rather than by name
- ▶ How? A gallery of stamps you can click for details
- ▶ Huh? A unique idea, so let's go with it

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## What type of site!

- ▶ **Blog:** A blog is a website that has the sole aim of allowing an individual or group to express particular points of view or opinions.
- ▶ **Commercial:** Sites that have the sole intention of selling goods or services are described as commercial sites
- ▶ **Community:** Sites that are primarily focused around a group of active users who are interested in contributing to the overall success of a site are known as a community-powered network.
- ▶ **Content:** Content-driven sites focus purely on providing articles or snippets of information that answer a particular question or will interest people who wish to learn about a particular area of expertise.
- ▶ **Corporate:** Corporate sites have much in common with commercial sites in that they are focused around a particular project or service; however, unlike commercial sites, they tend to act more like an information booth by providing useful information about a business or individual, as opposed to trying to sell you goods or services.

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## What type of site!

- ▶ **Intranet:** Intranets are a more unusual type of site because they aren't usually available to the public through the Web. The purpose of an intranet is to hold a special localized site that is intended to serve only computers that have access to that network, such as those you would find in a library or school.
- ▶ **Microsites:** Microsites might sound funny, but they have a serious purpose: to provide a small but relevant amount of information on a dedicated topic. This kind of site (or subsection of an existing site) could provide information about a particular product or service (such as how the BBC offers small sections of its main site to individual television shows as if they were their own, dedicated sites).
- ▶ **Mirror:** The point of a mirror site is to act like the reflection of an existing site. These sites usually function as an alternative site that can be accessed in the event that the original source of information is unavailable.
- ▶ **News:** One of the most common types of sites on the Internet today is that of a news site. Sites like Twitter offer a method for ordinary members of the public to talk about news events live, and such sites are quickly growing as the most cutting edge way to receive news even before it reaches more traditional news outlets, such as television and radio stations.

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## What type of site!

- ▶ **Niche:** Sites that are described as “niche” have highly focused content for a particular audience. Examples of niche sites include fan sites for celebrities.
- ▶ **Personal:** One of the most common types of sites (apart from a commercial site) is a personal site.
- ▶ **Portal:** Many sites link to other sites. Because there are no limits to how many sites any individual or group can launch, some people choose to create what is known as a portal. The purpose of a portal is to offer a single site that links to other places that are owned or managed by an individual or group.
- ▶ **Portfolio:** Many freelancers, businesses, and individuals who want to show the array of skills they have choose to produce an online portfolio that serves as the online equivalent of a resume or *curriculum vitae* (CV).
- ▶ **Review:** The review site is another common form of site. Often these sites review a specific area of interest, such as movies, goods or services, or even books and music.
- ▶ **Targeted:** Finally, targeted sites are aimed at a particular type of audience user, such as mobile-phone visitors.

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## Identity of Website

Determine whom you want to target with your site:

- ▶ **Personal:** Niche and Personal
- ▶ **Business:** Commercial, Corporate, Intranet, and Portfolio
- ▶ **Both:** Blog, Community, Content, Micro, Mirror, News, Portal, Review, and Targeted

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## Identity of Website

Determine whether you want to make income as a result of the site:

- ▶ **Yes:** Commercial and Portfolio
- ▶ **No:** Corporate, Intranet, Mirror, and Personal
- ▶ **Maybe:** Blog, Community, Content, Micro, News, Niche, Portal, Review, and Targeted

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## Identity of Website

Decide whether you want the site to be content, user, or service driven:

- ▶ **Content driven:** Blog, Content, News, Portal, and Review
- ▶ **User driven:** Community, Intranet, Niche, Personal, and Targeted
- ▶ **Service driven:** Commercial, Corporate, Micro, Mirror, and Portfolio

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## Showcasing Stamp Collection

- ▶ **Personal or Business?**
  - ▶ I want to show off my collection of stamps, so other people around the world can see the stamps I have discovered. This sounds like a personal website.
- ▶ **Money making site?**
  - ▶ The initial idea of the site was to show off the stamps I already have; however, I could also let others buy and sell their own stamps, which might be profitable for everyone.
- ▶ **How is it driven?**
  - ▶ Stamps collecting will only interest a certain group of people. The site might also fall into other categories, but shall count it as a niche site

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## Form Your Identity

- ▶ Just think how the world would be without having the brand names Google or Microsoft!
- ▶ Your identity is much like your real name; it is the label that is applied to everything you do.
- ▶ If your site becomes popular, it will be referenced all over the Web.

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## Avoid Confusion

When creating an identity for yourself, you should be aware of a couple of things.

- ▶ First, you want to avoid confusing the customer with your chosen brand name, so make sure that your name reflects what you aim to provide.
- ▶ Second, avoiding confusion means that you should make your name as unique as possible.
- ▶ Remember that trying to fool customers into thinking you are an existing business could infringe on copyright and trademark law (depending on the name), so the best thing you can do is avoid trying to replicate another identity.

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## Brand Name

- ▶ The first stage in producing an identity for yourself and your site is to come up with what is commonly known as a *brand name* or *online identity*.
- ▶ To create a brand name for your site, you have three routes available:
  - ▶ you can use your own name (representing yourself online),
  - ▶ you can use a small phrase (representing the content or the feeling you would like to emote from the process), or
  - ▶ you can pick a name you would like to reference a business, product, or service

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## Brand Name Selection

- ▶ If you choose to use a phrase or word-based name, keep it easy to remember.
- ▶ Some businesses choose their brand name to be their entire web domain name. This means people never need to guess what the actual web address is, because it's the company name.
- ▶ Get ideas for your brand by looking for available domain names.
- ▶ Be creative with words; look through the dictionary or an encyclopedia for ideas.
- ▶ Some people like to prefix their brand with characters such as e or i to make them sound more technological.
- ▶ Names that relate meaningfully to your content are preferable.
- ▶ Try to make your choice as unique as possible to avoid infringing on existing names.
- ▶ You can use multiple words together, as long as they make sense in context.
- ▶ Fun names or words that have feeling or power associated with them are useful.
- ▶ Never create a brand name that people find offensive or crude.
- ▶ It's fine to use your own name, but giving it context such as "Stan Software" is better.
- ▶ You should not use hard-to-spell or nonsense names because it makes things harder on your end users.
- ▶ Use only A-Z and 0-9 characters to be consistent with domain-name conventions.

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## Mission Statement

- ▶ A mission statement is a sort of proposal that explains what your intentions and goals are for a site.

*My aim is to create the world's largest online collection of postage stamps. I would like to create a marketplace where people can buy, sell, and trade stamps. It would also be a future plan of the site to support auctioning rare stamps. With this catalog I hope to help people involved in stamp collecting find the stamps they are missing from their collections and complete them.*

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## Inspiration

- ▶ Inspiration can come in many shapes and sizes, whether you want your site to achieve goals or provide solutions to your potential visitors.
- ▶ What matters is that you take a multidirectional approach when you implement your site.
- ▶ By expanding your offerings, you can attract a larger audience to your site.
- ▶ After all, a site with a single function can be perfectly fine, but implementing your finished site in various ways will likely make it appealing to a wider audience.
- ▶ By doing so, you will have a much better chance of competing with sites that offer similar services.

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## Sources of Inspiration

- ▶ **Natural Inspiration**
  - ▶ **The Media**
  - ▶ **Friends and Family**
  - ▶ **Mix.com website**
  - ▶ **Design Blogs**
    - ▶ <https://www.shillingtoneducation.com/blog/50-best-design-blogs/>
    - ▶ <https://99designs.com/blog/creative-inspiration/best-design-blogs-for-inspiration/>
    - ▶ <https://medium.com/@inkbotdesign/top-10-design-blogs-to-follow-for-creative-inspiration-52e5e6e6e4e>
    - ▶ <https://www.pixpa.com/blog/design-blogs>
  - ▶ **Web Design Galleries**
    - ▶ <https://www.awwwards.com/websites/gallery/>
    - ▶ <https://www.pinterest.com/kararajchelcodes/website-inspiration-gallery/>
    - ▶ <https://colorlib.com/wp/photo-gallery-website-templates/>
    - ▶ <http://designrfix.com/inspiration/50-awesome-website-design-galleries>
    - ▶ <https://cssnectar.com/>
    - ▶ <https://www.cssdesignawards.com/website-gallery>

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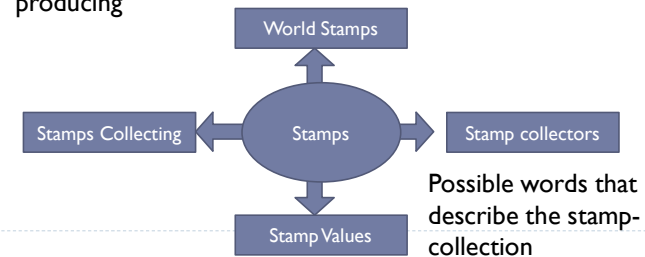
## Idea Development Techniques

- ▶ What you should do with any inspirational bits and pieces you find, such as ideas, screenshots of other sites, and any bits and pieces you think will be useful in the future, is store them in a product such as **Microsoft OneNote**, EverNote, or another note-taking application (or even a word processor).

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## Market Research

- ▶ The first stage in performing market research is to find sites that offer tools and services you want to provide, so start by coming up with some words that describe your idea.
- ▶ Using the example of a stamp collecting site, I have produced four key terms to go along with stamps, all of which describe the areas that describe the content the site would end up producing



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## Websites for Research

- ▶ **1. Rivals:** These are sites involved in the same (or a similar) area as your own site that you can use for future service ideas, ways to expand or improve your site, and as a source of potential visitors and customers when your design goes live.
- ▶ **2. Relations:** A site that has foundations to improve upon that might be seen as a service you could form a relationship with (and possibly work together or share your customer base with). Sites that fit this description include social-networking sites that hold your favorite bookmarks or services that extend a rudimentary service that exists on the Web.
- ▶ **3. Sources:** These sites contain useful information, products, or services you could use to enhance your site. These sites can include news sources, article providers, resellers of goods, or even niche sites that aggregate information on a particular subject to make things easier to find.

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## Analyzing your Research

- ▶ **What does this site offer?** Look for functionality, content and features.
- ▶ **What makes this site successful?** Describe the unique, fun, and quirky attractions it offers.
- ▶ **How easy is this site to use?** Browse around and rank it based on your other browsing experiences.
- ▶ **What do the site's customers think?** Read forums, check feedback, and look for reviews!
- ▶ **Is the site a friend or foe?** Your site might share, give, or take visitors from the site or the services it offers.
- ▶ **Do I have any unique ideas left?** Ask yourself whether other sites already employ your ideas.
- ▶ **How is the site laid out?** Take notice of any interesting design choices you like.
- ▶ **What is missing from the experience?** Both you and your customers might have ideas that could improve the user experience.
- ▶ **How are the site's services offered?** Determine whether the site's pricing, registration, and other details can help you plan your site.
- ▶ **What does the site interact with its users?** Look for social networks, blogs, and contact details.

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### Illustrates ways to improve stamp finding significantly!

- ▶ Website Address : [www.theswedishtiger.com](http://www.theswedishtiger.com)
- ▶ Offerings: Visual reference (by date and image)
- ▶ Success: High placement in Google
- ▶ Ease of Use: Simple picture navigation
- ▶ Customers: Unknown
- ▶ Friends or foe: Foe, offering very similar service
- ▶ Unique Ideas: My idea is much simpler to use
- ▶ Layout: Too many navigation links on page
- ▶ Missing: Fairly simple; needs spicing up!
- ▶ Service offers: Static, generic web pages
- ▶ Interactivity: None

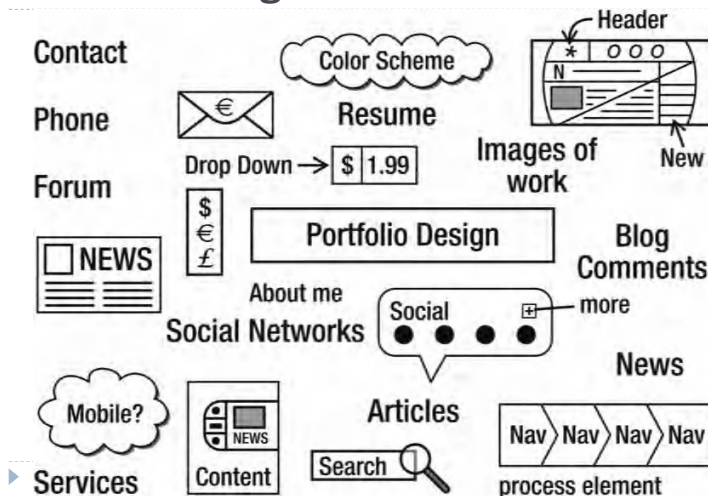
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### Brainstorming: Some Guidelines

- ▶ Remember to focus on quantity, as the idea here is to throw any potential idea about.
- ▶ Do not critique or think about how good an idea it is at this stage, just get it written down!
- ▶ No matter how quirky or unusual the idea is, it might end up becoming something useful.
- ▶ Start with each item as a separate brainstorming session and expand as you see fit.
- ▶ Spend anywhere between ten minutes to an hour on each item (or until you run out of ideas).
- ▶ Wait until you have finished “storming” ideas for each item before you evaluate the results.

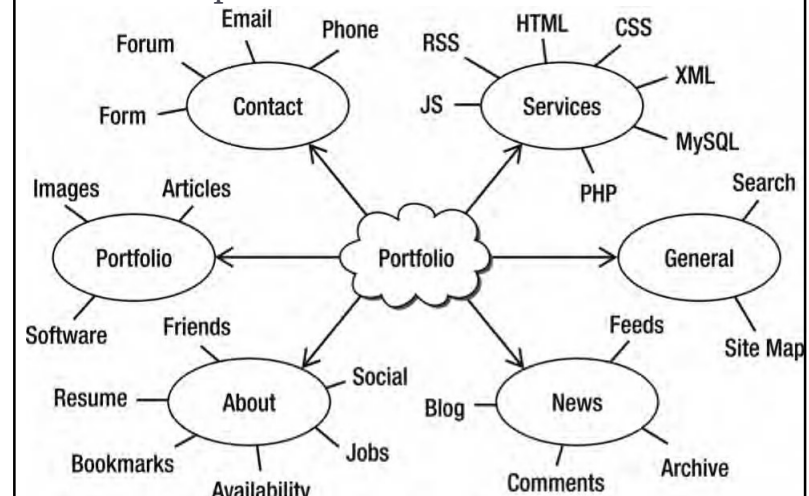
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### Brainstorming



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### Mind Maps



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This simple mind map shows possible pages and features for the stampsite example.

- ▶ For this purpose you can use
- ▶ NEWS PRINT SHEETS
- ▶ Available at stationary shop



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## Information Architecture

- ▶ Information architecture dedicates itself to the expression and modeling of information that requires explicit details for portraying complicated information.
- ▶ Ideas which contain a large range of items that can be implemented.
- ▶ Refer back to at different points of the project. The complexity of the items in your ideas pad fully qualifies the pad and elements that comprise it as a kind of information architecture.
- ▶ Information Architecture itself allows you to structure information and ideas effectively to build a model that describes how a resulting site should look as you develop it.

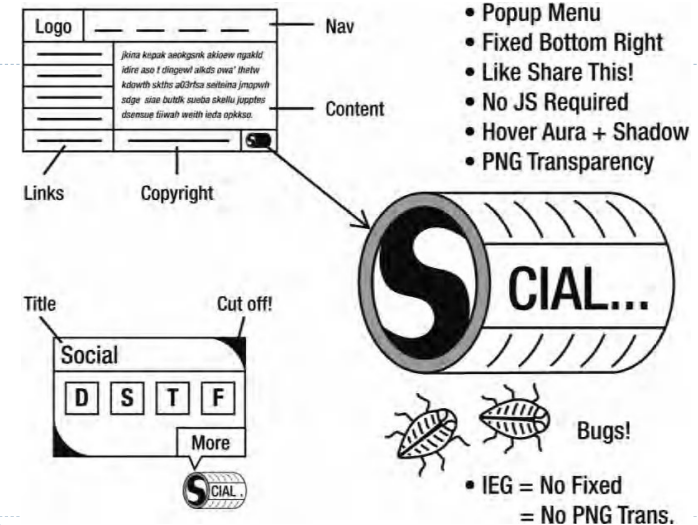
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## Layout and Concept Artwork

- ▶ When providing the information architecture for your design, layout models can be highly effective in allowing you to take a visual approach to structuring your site.
- ▶ Many visually minded people choose to take this approach, but it can be helpful for anyone because it can give you a good, general look-and-feel for your design as you create it.
- ▶ Designing how your finished site will look

- ▶ HCI

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## Concept Layout

- ▶ When you begin coding, you should have a visual model to work with
- ▶ Even if the design is only roughly drawn out or incomplete, the design itself will evolve with the site.
- ▶ Unless you have a graphically prebuilt mock-up you wish to use, concept drawings rarely remain the same over time, and letting the design evolve will produce a more natural and graceful *worn in* appearance.



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## Points for drawing possible design elements

- ▶ Keep things simple; fancy designs often complicate the concept beyond the point that you can execute them.
- ▶ Remember that the colors you use on paper will not look the same on computer screens.
- ▶ Annotate your diagrams with short but descriptive text for ease-of recollection.
- ▶ Try out alternative versions of the same design to see what looks best.
- ▶ Do not use software to convert concepts into code because the tools to do this don't do it well.



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## Structure

- ▶ The structural model of design allows you to place the elements of the site around the page and helps you decide how you want to tie everything together



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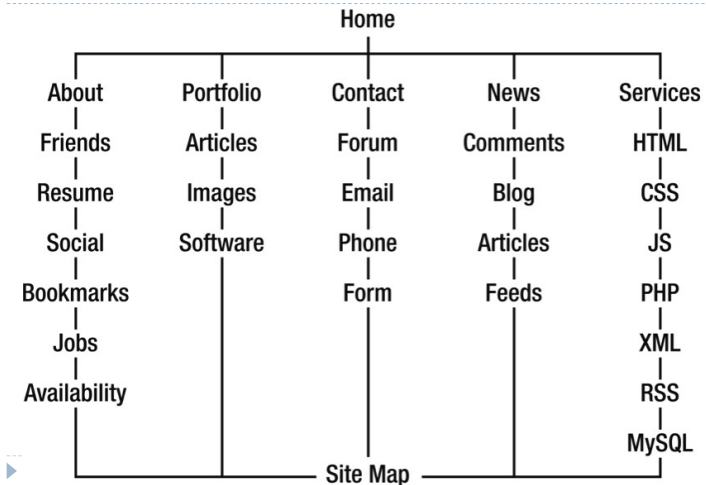
## Site Map

- ▶ Family trees that show how one is related to each member of ones family!
- ▶ The purpose of a sitemap is identical to this in the method that it tries to structure your site and calculate how each page relates to other pages or files.
- ▶ In most cases, one produce a sitemap when the design has been approved or decided upon.
- ▶ **From Mind Map:-**
- ▶ The groups are ideal for pages of the site because they let one place multiple pieces of information and functionality on one page.
- ▶ By organizing the site's content into categories we can assign pieces of information to a page, thereby determining how many pages we actually need (and even what each page should cover in terms of content).



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## Site Map Example



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## Site Map

- ▶ The start of a sitemap is with the site or index page name, with branches that split off beneath it.
- ▶ Each branch represents a page that users can reach by clicking or following an **internal link** (not an **external resource or site**).
- ▶ For this reason, it's highly recommended that we wait to create our sitemap until we complete writing our site's content and functionality (or at least until we are sure about what pages we will require for the site);
- ▶ Otherwise, we might find our self with holes in the site's navigation once we place all the information (with additional links) within the flow of your pages.
- ▶ With each descending level in the sitemap, the child of the parent it is linked from has children of its own; in other words, each child has additional links that aren't declared in a parent or an ancestor of that child or any other page because we want to avoid repetition).
- ▶ Forming a sitemap helps us see the structure of our site more clearly; it can also provide insight for where to place new content or content related to existing content.

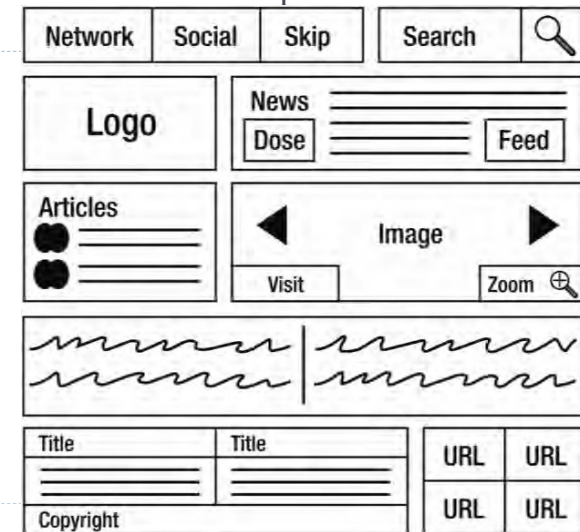
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## Wire Framing

- ▶ Website wire framing is a well-documented form of information architecture that provides benefits similar to those of concept artwork, which describes how elements should look; and prototyping (which requires coding or an environment to test the design).
- ▶ Wire framing handles the problem differently from most models by focusing more on how to arrange the visual elements on the page
- ▶ The wireframe on next slide could represent any site.
- ▶ It has all the standard conventions people expect, including a logo, search box, navigation bar, footer, and links (plus content) for articles and news.

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## Wire Frame Example



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## Wire Frame defaults

- ▶ **Header:** Logo, Search Box, Header (Navigation), Callout boxes.
- ▶ **Sidebar:** Category (Navigation), Adverts, Important Details.
- ▶ **Content:** Adverts, Feature Blocks, Content / Category listings.
- ▶ **Footer:** Copyright, Footer Links, Site Maps, Badges (Awards etc)

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## Wire Frame Benefits

- ▶ It places some specific requirements upon the individual implementing the code, and it provides a flexible way to address your layout needs along the way.
- ▶ A built-in downside to wire frame is it provides a limited control of the overall appearance of your site.
- ▶ A complex wireframe provides more control over specific details of your design, so it lets us account for basic issues and decisions that might apply later on in the process;.
- ▶ However, it provides a less *flexible* for controlling our site's appearance due to the way explicit details can evolve in a prototype.
- ▶ The more things evolve, the more our page loses its generic structural value, which is the main benefit of using a complex wireframe.
- ▶ It's up to us to determine which wireframe suits our needs better.
- ▶ However, under many circumstances, we might want to start out with a basic wireframe model and add in any detail that might be relevant when our transition from designing to coding.

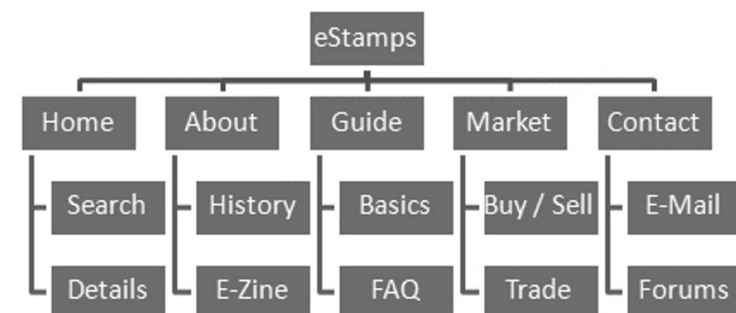
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## Summary

- ▶ We can use concept artwork, visual prototypes, wireframes, and sitemaps to help us take our mental image of our site's look-and-feel and turn that into something that others can see, comment on, and appreciate.
  - ▶ We can optimize the design process by using the models discussed to impose a well structured order for our site.
1. Break down your ideas pad regions into grouped site sections.
  2. Produce a sitemap to represent the hierarchy based on the preceding sections.
  3. Create a basic wireframe to represent the sections of the generic web page.
  4. Use our concept art to convert the basic wireframe into a complex wireframe.

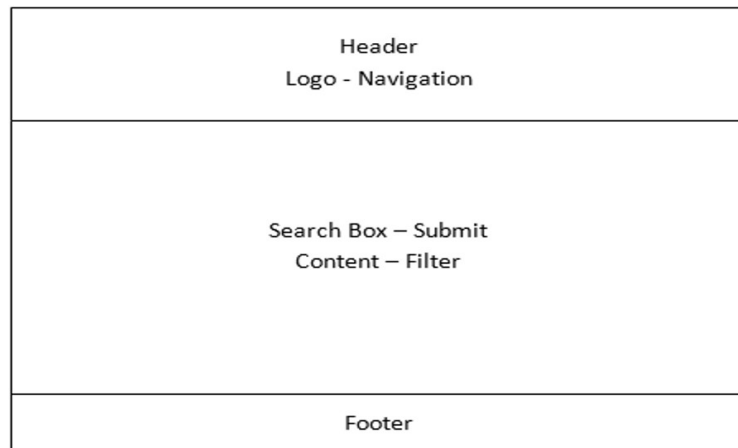
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## eStamps : Site Map



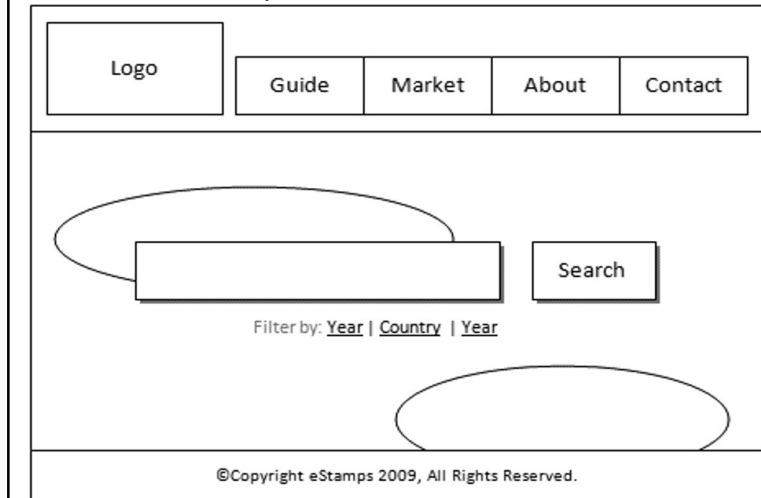
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## Basic Wire Frame



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More advanced wire model : takes some of the more visual aspects of the site into account



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## Must be able to accomplish:-

- ▶ Get an idea which will form the basis for the site.
- ▶ Decide how much time can be given to the project.
- ▶ Choose the type of site that would fit your idea best.
- ▶ Produce a brand identity to represent you online.
- ▶ Create a mission statement for the site's purpose.
- ▶ Perform market research to determine the functionality you should include.
- ▶ Brainstorm and create a mind map to expand your ideas list.
- ▶ Prototype your ideas and produce concept artwork.
- ▶ Create a basic wireframe and sitemap for your site's structure.

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## Assignment

- ▶ You have to publish a website for your topic/domain
- ▶ Document all things regarding the website discussed in today's lecture; till Mission Statement, Wire Framing
- ▶ Deadline: Tuesday 27-09-2022
- ▶ Random discussion on work done

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You must have the following for your site:-

- ▶ A finalized idea for your sites main aims
- ▶ An identity to go with your sites goals
- ▶ An idea's pad full of really useful snippets and images
- ▶ A mission statement declaring your aims
- ▶ Some primary research on your rivals
- ▶ Some brain storming and mind mapping to place in your ideas pad
- ▶ A vision quest to produce a concept design

