



# MIS3690 WEB TECHNOLOGIES

**BABSON COLLEGE**  
**TOIM DIVISION**



# WEB AND WEBSITE DESIGN



# FOUR IMPORTANT TOPICS

- What are the do's and don'ts of web design?
- What are the basic structures of a web site – when is one better than the other?
- What options do we have for hosting?
- What is a domain and why is that important?

# GOOD THINGS TO DO

- Name and Logo on each page – in the same location!!
- Simple and easy to understand headlines and titles.
- Use links (or scroll windows) to reduce displayed content (don't make the page "crowded")
- Show product photos – with minimal details.
  - Use links to show the user bigger/detailed photos
  - Show relevant aspects of the photo instead of resizing the whole photo.
- Make sure you consider users with disabilities (color blindness, visually challenged and others)
- Do what everyone else does!!!!

# READING

- 10 Things Every Web Designer Just Starting Out Should Know (<https://www.webfx.com/blog/web-design/10-things-every-web-designer-just-starting-out-should-know/> )
- Essential Tips for Designing an Effective Home Page (<https://www.webfx.com/blog/web-design/essential-tips-for-designing-an-effective-homepage/> )
- The 12 Do's and Don'ts of Web Design (<https://theblog.adobe.com/12-dos-donts-web-design-2/> )
- In-Class Activity (next slide)

# WEBSITE EVALUATION EXERCISE

- Rank these college websites

- [www.babson.edu](http://www.babson.edu)

- [www.bc.edu](http://www.bc.edu)

- [www.bu.edu](http://www.bu.edu)

- [www.bentley.edu](http://www.bentley.edu)

- On each of these factors

- Beauty of site

- Help in deciding whether to apply, general student

- Help in deciding whether to apply, baseball athlete

- Ease of finding a faculty profile/bio

- Ease of finding a map of the campus and directions to get there

- Ease in making a donation

- Other factor you think is important: \_\_\_\_\_

# WEBSITE EVALUATION EXERCISE

- Rank these retail websites

- [www.macys.com](http://www.macys.com)
- [www.saksfifthavenue.com](http://www.saksfifthavenue.com)
- [www.neimanmarcus.com](http://www.neimanmarcus.com)
- [www.nordstrom.com](http://www.nordstrom.com)

- On each of these factors

- Beauty of site
- Ease of finding a product you want in a given price range
- Ease of finding a store location
- Determining if you can return item bought on web at a store
- Ease of creating a wedding gift registry
- Ease of determining shipping price for item in shopping basket
- Other factor you think is important: \_\_\_\_\_

# WEBSITE EVALUATION EXERCISE

- Rank these city government websites

- [www.cityofboston.gov](http://www.cityofboston.gov)

- [www.lacity.org](http://www.lacity.org)

- [www.nyc.gov](http://www.nyc.gov)

- [www.sfgov.org](http://www.sfgov.org)

- On each of these factors

- Beauty of site

- Ease of finding the latest local news

- Ease of finding things for a tourist to do

- Ease of finding how to get a parking permit

- Ease of dealing reporting a missed trash collection

- Ease of determining what permits I need to open a restaurant

- Other factor you think is important: \_\_\_\_\_