

Web Life Cycle Model

Web Life Cycle Model

➤ Stage 1

➤ Define the mission of the web site and the user population

➤ What is the goal?

➤ “If you don’t know where you are going you are never going anywhere”

➤ Who are the target users of your web site?

➤ Geographic area

➤ Age group

➤ Area of interest

➤ Cultural group

Web Life Cycle Model

➤ Stage 2

➤ Collect the user requirements of the web site

- Technological requirements of the users—Browsers?
- Connection speeds—What type of web site would they like to use
- What content and information would they be interested in
- What qualities would have them coming back to the site?
- What qualities would keep users away from your site?

Web Life Cycle Model

➤ Stage 3

➤ Create the conceptual design of the web site

- How will navigation be provided to the user
- What page layout will you use
- What colour schemes would be appropriate
- Will there be any graphics on the site
- What content will need to be developed
- Must decide what the web site will “look like”

Web Life Cycle Model

➤ Stage 4

➤ Create the physical design of the web site

- Coding and technical development

- Create the code for the web site

- Functionality testing ensures that technical requirements are met

Web Life Cycle Model

➤ Stage 5

➤ Perform usability testing on the web site

- Developers/designers test to make sure that all the pages are accessible

- Get people from the target user population

- Heed the feedback that is returned

Web Life Cycle Model

➤ Stage 6

➤ Implement and Market the Web Site

- Goes live

- Get a domain name

- Market and advertise the site

Web Life Cycle Model

➤ Stage 7

➤ Evaluate and improve the site

➤ Constantly take user feedback

➤ Feedback form?

➤ Does the site need to be redesigned?

➤ Is the content up to date?

Website Creation

Planning the Page Layouts

- Consider other sites that are like yours
 - It may be helpful to research other sites that are like the one you will be creating, either in content or desired style or both. Constantly take user feedback
- Determine your color scheme
 - Make a list of the major colors that will be included in your site. These include colors for the page body, the heading and other fonts, and background colors of the sectioning elements.

Planning the Page Layouts

➤ Plan your home page

- Either on paper, a dry erase board, or in a graphic design program like Photoshop, plan your website's typical page (usually the home page of your site). Be sure to mark off the rectangular quadrants or zones that the page can be divided into and give those zones names. Those zones will be the divs and their names will be their IDs. This layout is commonly referred to as a wireframe.

[FAQ](#)[About](#)[Services](#)[Work](#)[Contact Us](#)

COMPANY NAME

Cool Title. Good Keywords.

image

Tagline with more keywords

image

Mission Statement

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

image

Unique Offering

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

header

nav

leftcol

rightcol

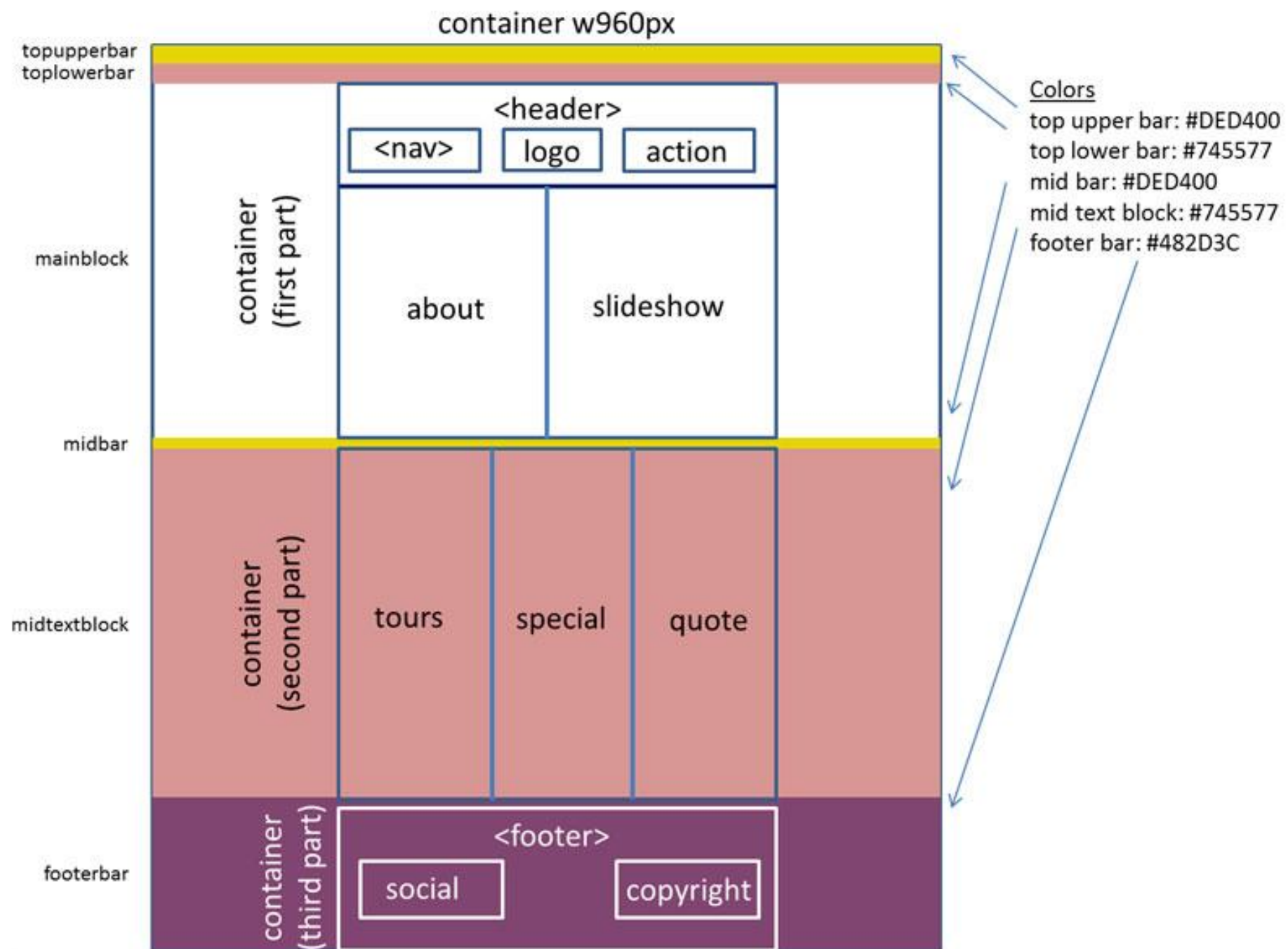
400px

500px

footer

900px

Container: centerwrap



Structure

- Create and save an HTML file, typically for your home page first, which you'll likely name index.html.
- Type in the div tags and other HTML5 sectioning tags if you are using them. Just like they are your children, give all your divs unique names (using the ID attribute in the HTML). For example, if the upper left most div will be the container for your logo or banner, then give it id="logo" as an HTML attribute.

Structure

- You may want to give your divs some minimal styling at this point, such as giving them height, width, and type of positioning (relative, absolute, or fixed). This would have to be done in the CSS and is NOT recommended at this stage (See "Part 4 -- Style" below).
- Double-check the accuracy of your coding to ensure that all your tags are nested properly, closed, and include proper grammar.

Content

- All the text for the page, including the title text, and any meta keywords or descriptions used for SEO.
- The navigation bar text which should be in an unordered list.
- All the images including the logo and social media icons, and the image alt text.

Content

- Placeholders for images that don't currently exist, but that will be added to the page later or for slideshows and other JavaScript animation you'll add later.
- Video and audio files, if applicable.
- Flash animation .swf files or placeholders for those if they are banner ads, if applicable.

Style the Page with CSS

- After adding content, you can create the CSS, and you should save the .css file and establish a link to your HTML immediately.
- The best order to doing your style is debatable, however, the following order makes sense and is a good model to follow:
 - Import a reset.css stylesheet into your main stylesheet if you plan to use one.
 - Tag selectors
 - ID selectors
 - Descendant selectors
 - Descendant selectors
 - Class selectors

Scripting

- Do this on a page-by-page basis, for example, putting JavaScript on the page for a rotating image slideshow
- Connecting a form or database to a server-side script like PHP

Testing & Revision

- Test the navigation bar and other links throughout the site.
- Usability tests with multiple people including those unfamiliar with the site who are in the target audience.
- Performance tests include speed and server accessing benchmarks.
- Analytics and who the visitors are and where they are coming from.
- Search engine ranking.
- After testing, you will likely have to revise the website to improve its effectiveness.