

MAINTAINING ORDER WHILE MAKING THE WEB

by Katrina Neufeld



My Background



Microsoft®
Windows 95



Seinfeld







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View Source





KN + www = true love

Analyze the code

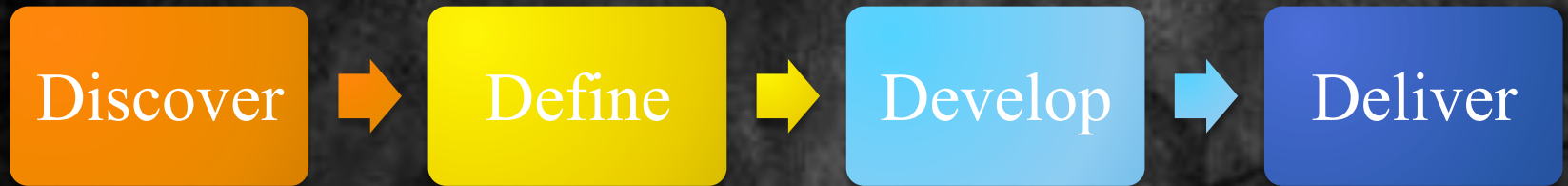
Trial and error

Reverse engineer



DOH!

The Design Process



Source: The Design Council, UK

Web Team =

Project Manager Information Architect Art Director

Web Designer Content Developer Programmer

Front-end Developer (HTML, CSS, Javascript)



My Process

A close-up, shallow depth-of-field photograph of a person's hand writing on a white notepad with a black pen. The notepad and hand are in sharp focus in the foreground, while the background is blurred, showing other people at a long wooden conference table. The table has a prominent wood grain. The text 'Step 1' and 'Meet with the client' is overlaid on the left side of the image.

Step 1

Meet with the client

Who are you?

1. Please describe your organization in a few sentences.
2. What is there about you and your background that sets you apart for a special (niche) group of potential customers?
3. What problems do your prospects have that your business solves?

Who are your customers?

1. Who is the audience?
2. What are the age ranges and interests of potential site visitors?
3. How will they use the Web site?
4. What are the key reasons users may have for visiting the site?
5. What should visitors of the site come away with?

What do you want to say?

1. What should the site communicate?
2. What are the primary objectives and goals (long term and short term) for the site?

Good project management ensures the project will be completed on time and within the budget.



Project Management

Step 2

Research; content
inventory, analysis,
and development



Step 3

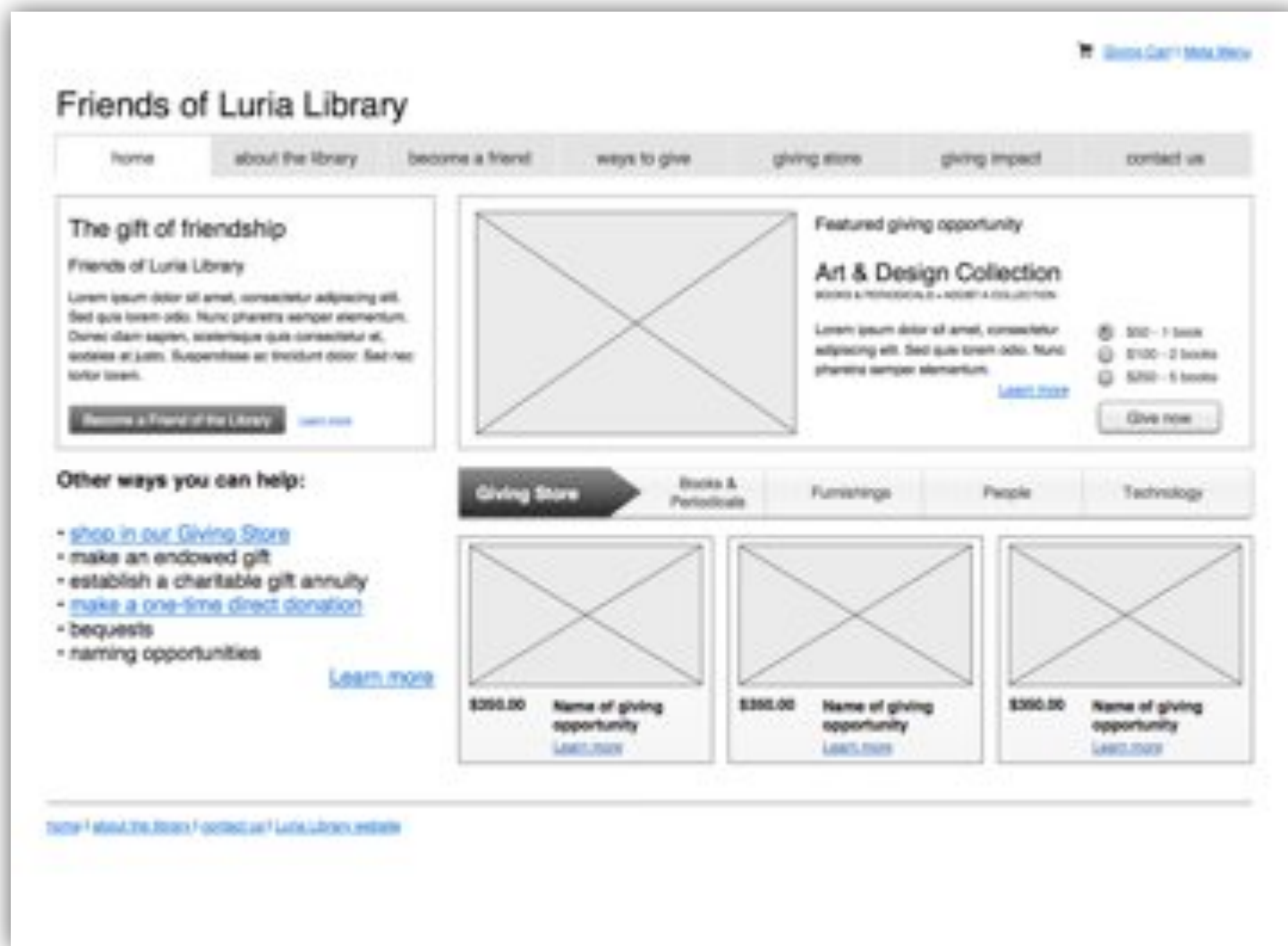
Information
architecture



Sitemap

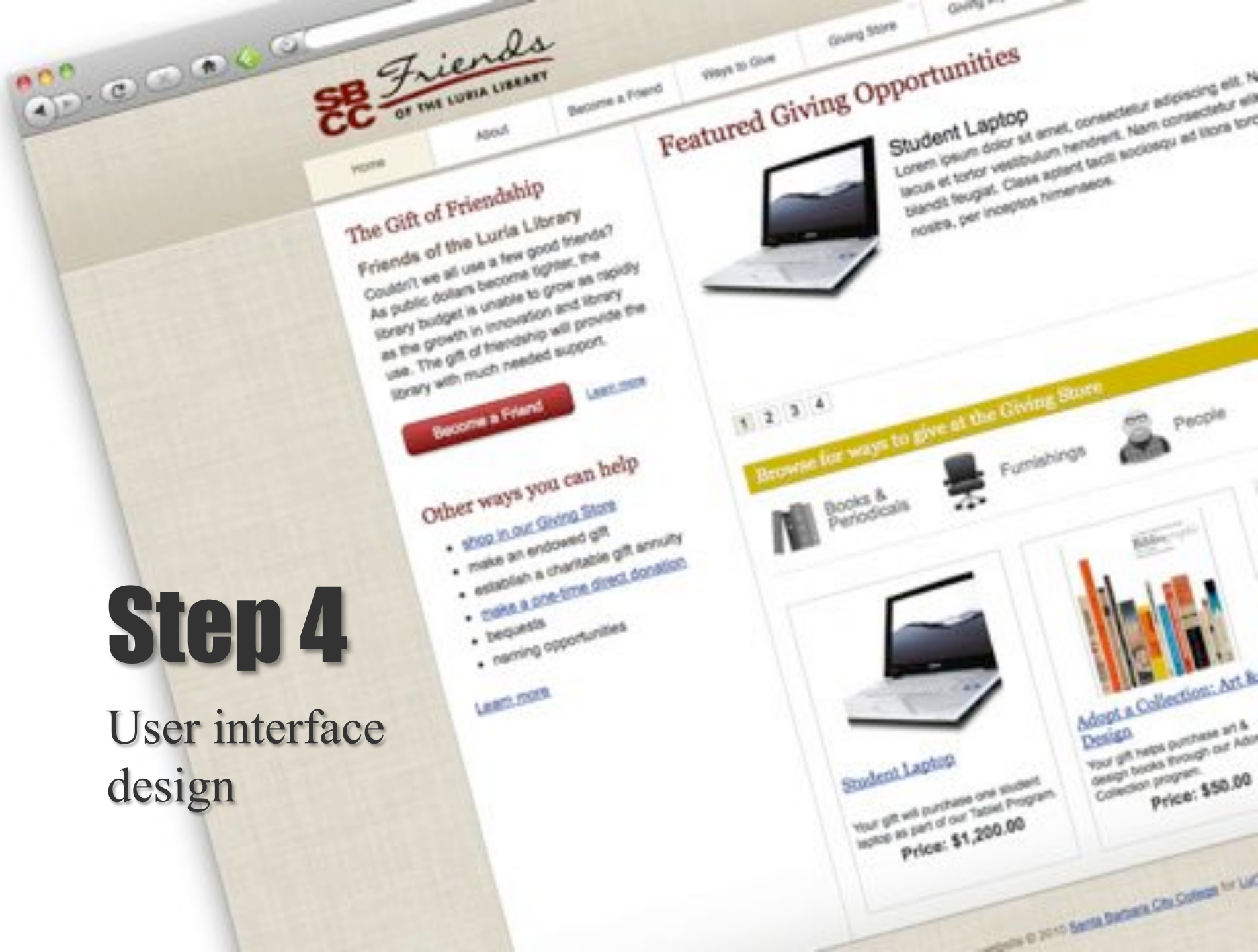


Wireframes



Step 4

User interface
design



Great
web design
is
INVISIBLE

Design isn't just about how something looks.

It's also about how something

WORKS

Design pages for scanning

1. Create a clear visual hierarchy
2. Use conventions
3. Break up pages into clearly defined areas
4. Keep the *noise* down
5. Omit needless words

The Home page

1. What is this?
2. What can I do here?
3. What do they have here?
4. Why should I be here—and not somewhere else?

Principles of Design





Step 5

Front-end developing
and programming

Web Technologies

- | | |
|---------------|---------------|
| 1. HTML | 5. PHP |
| 2. CSS | 6. MySQL |
| 3. JavaScript | 7. CGI/Perl |
| 4. AJAX | 8. Linux/Unix |

Ask yourself

Are you reinventing the wheel?

What technologies are readily available that fit this project?





Step 6

User & cross browser testing

A photograph of three young boys of African descent. The boy in the center is wearing a green and yellow striped polo shirt and is smiling. The boy on the left is wearing a dark sweater and is also smiling. The boy on the right is wearing a yellow shirt and is smiling with his mouth open, showing his teeth. The background is plain white.

Step 7

Finalize & launch

My Conclusions

Real-world skills

Business Organization Communication

Management Math/Logic Creativity

Problem Solving



Fearlessness

Thank you

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