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RE: CIS 234 – Text A ~ WEB DESIGN Book

Chapter 3 ~ PLANNING A SUCCESSFUL WEBSITE, PART 1 (p. 93)

Description: festline

**INSTRUCTIONS: Write a brief answer to each question below**

**ENTER your Answers. Review chapter for accuracy**

1. **Differentiate between goals and objectives when planning a website. Describe a purpose statement**

**Goals are the results you want your website to accomplish within a specific timeframe, which can be weeks, months, or years. Objectives are those methods you will choose to accomplish the website’s goals.**

1. **Identify the first three steps in developing the website plan for a website**
2. **define the website’s purpose and audience**
3. **determine the general contents**
4. **select structure**

**3. Discuss how to develop a target audience profile and target audience needs assessment**

**Sources such as the U.S. Department of Labor, the U.S. Census Bureau, and the Small Business Administration provide resources for identifying audience demographics. By answering the expectation from the customer’s view we can define the target audience needs.**

**4. Define the four primary questions visitors want answered by home page content and identify the types of content on a commercial website’s home page that can answer visitors’ questions**

**Who: Company name in text format, graphic logo, tagline, copy right notation, and similar elements that clearly identify who owns and publishes the website.**

**What: Summary text and images that show visitors what content is available at the website, and what call-to-action is requested or required.**

**Why: Text, images, or links that establish the website’s value, and provide a reason why one should visit and interact with the website.**

**Where: Easily identifiable navigational links to other page sat the website to indicate where specific information or features are found, and/or a method to search website content.**

**Text, Images, Animation, audio, video, multimedia, dynamically generated content and definition below**

**5. Define psychographic characteristics and explain their role in creating a target audience profile**

**Psychographic characteristics include social group affiliations, lifestyle choices, purchasing preferences, political affiliations, and other characteristics that explain why visitors might want to access your website.**

**6. Discuss the functions of a**

**Home page – the first webpage visitors see at a website.**

**Landing page – page that appears when a visitor reaches a website by clicking a link, advertisement, or search result.**

**Underlying page – provide details to the summary information shown on the website’s home page.**

**7. What is value-added content? information that is relevant, informative, and timely; accurate and of high quality; and usable.**

**Discuss how the following content types can add value to a website:**

**Text – Avoid long paragraphs, and break up text with images, links, and multimedia.**

**Images – files including graphic elements such as clip art, illustrations, infographics, diagrams, and photographs,**

**Animation – attract attention and enliven webpages.**

**Audio – vary in both form and intensity**

**Video – incorporates the powerful components of movement and sound to express and communicate ideas.**

**Multimedia – add action, excitement, and interactivity to webpages.**

**Dynamically generated content – updates periodically and can appear on a website’s pages when triggered by a specific event, such as the time of day or by visitor request.**

**8. Explain what a database-driven website is, and give two examples of such websites**

**Websites that use databases to generate dynamic content, weather report website and other customer service required ecommerce websites**

**9. Define the term, flowchart, and explain its role in the website development process**

**A flowchart is a diagram that shows steps or processes; flowcharts are another useful way to outline a website’s structures.**

**10. Describe tree basic website structures and give examples that illustrate when each type of structure is appropriate**

**Linear – when contents need to be shown in the order**

**Webbed – websites like most of ecommerce pages and Wikipedia where people moves unorderly**

**Hierchical – when categories should be separated**

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