

Background

Existing web development tools either provide easy-to-use interfaces intended for novice users, sacrificing expressiveness, or advanced interfaces intended for developers who already know web technologies, but inaccessible by ordinary users.

Loom aims to bridge the gap between these categories, giving novice users the full power of web technologies such as HTML and CSS without the need to write code, while also giving developers a powerful tool for rapid prototyping.

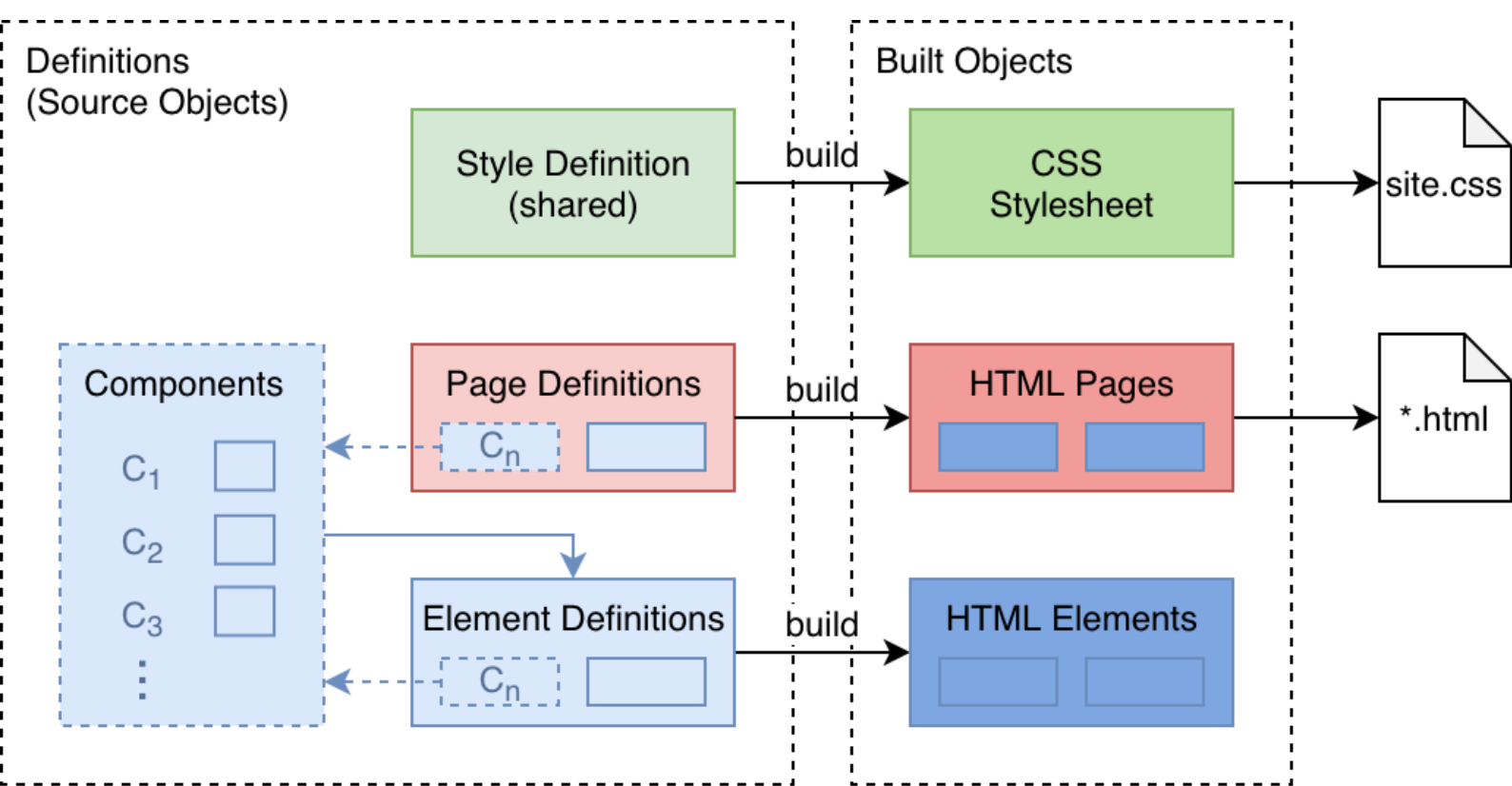
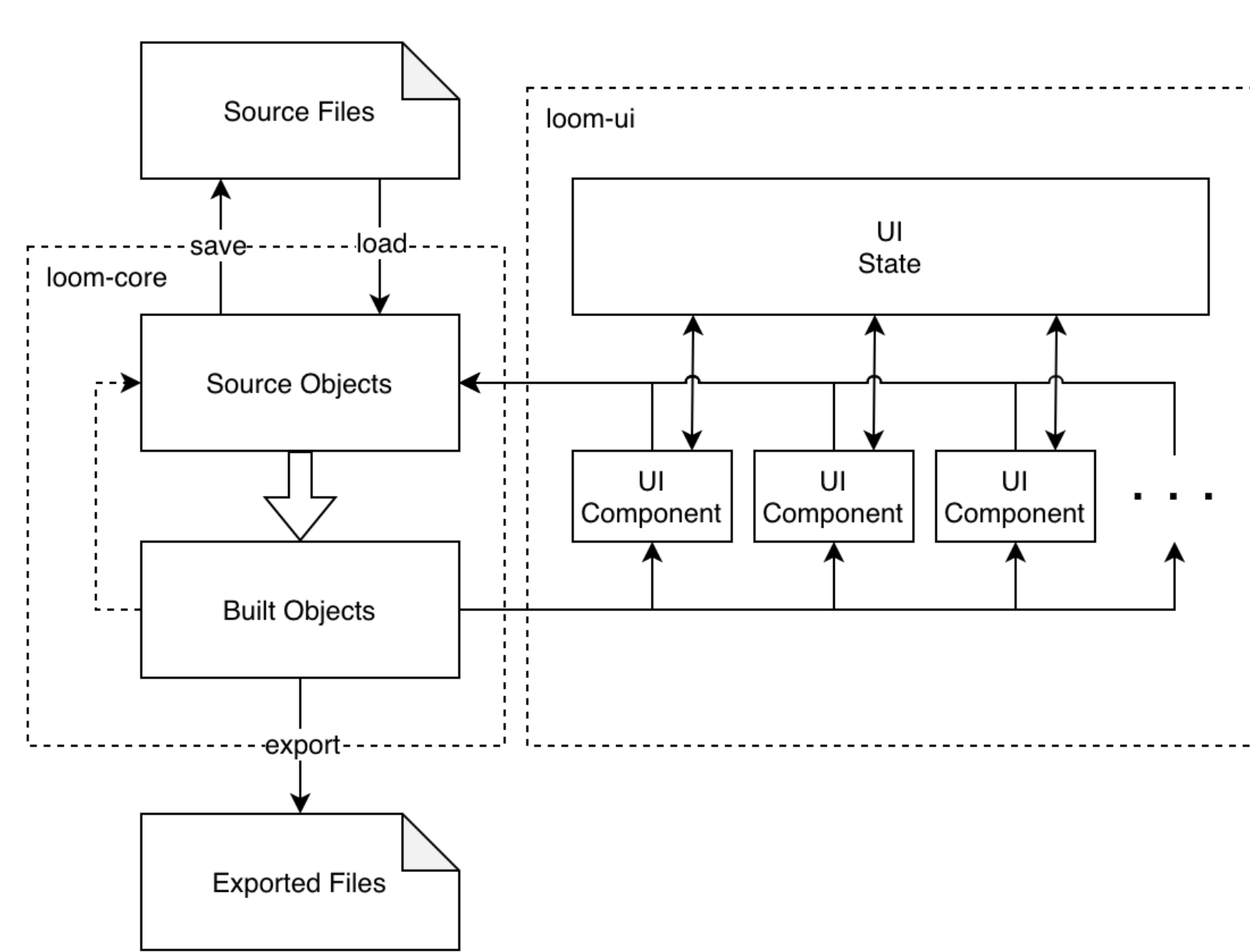
In addition, Loom aims to impart the basics of these technologies to users as they work with the tool, teaching valuable concepts that can be carried over to other tools.

Solution Design

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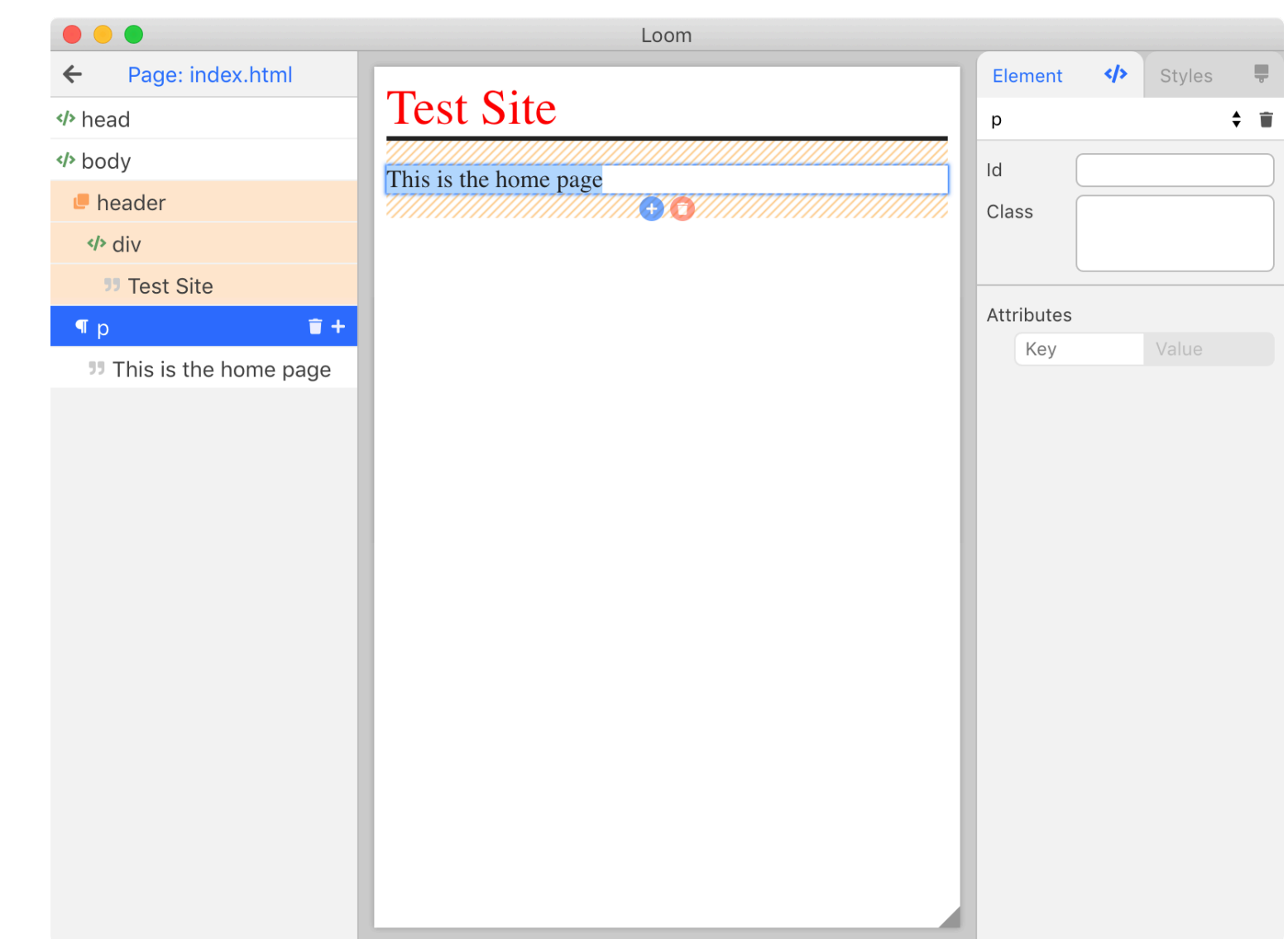
Interface Design

The UI of Loom is divided into three main sections: the Navigator, the WYSIWYG Editor, and the Properties Editor.

The Navigator, on the left, allows the user to select the page or componenty they are editing, and an element within.

The WYSIWYG Editor, in the center, shows the user a live preview of the page, and allows them to edit the page contents directly.

The Properties Editor, on the right, gives the user controls over properties of the selected data such as HTML attributes and styles.



Results

Loom has three categories of target users: Novices, Developers, and Designers.

Each type of user has different needs. To evaluate Loom, we evaluate how well those needs are met.

Novices	Developers	Designers
✓ Novices Needs Item	✓ Developers Needs Item	✓ Designers Needs Item
✓ Novices Needs Item	✓ Developers Needs Item	✓ Designers Needs Item
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⦿ Novices Needs Item	✗ Developers Needs Item	✗ Designers Needs Item
✗ Novices Needs Item	✗ Developers Needs Item	✗ Designers Needs Item

Future Work

- UI Improvements:
- Drag-and-drop to create and move content
 - Additional controls within WYSIWYG Editor
 - Improved interface for editing style properties
- Additional Features:
- Parameterized components
 - Support for media files, scripts
 - Import existing websites

References

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