Introduction to web development

Coding Course Curriculum

Week 3 – Revision, CSS transitions, UX and course competition

16/01/18

What we'll learn this week

1. Revise the key topics we've already covered so far (HTML / CSS) (20 mins)

1. Introduction to user experience (UX) (1 hour) (NB: you'll need pen and paper!)

1. Discuss the Course project and competition (15 mins)

Topics we've covered in weeks 1 & 2

Session 1: **Getting going + HTML**
- HTML syntax

Session 2: **CSS**
- Tags, Selectors and Attributes, Stylesheets

Task: Find a partner and together take a quick look through the session notes from the last 2 sessions. If you're unclear on any of the concepts work through them with your partner and an instructor

Introduction to User experience (UX)

User Experience (UX)

- What is UX (User Experience)
- Who is responsible for UX on a team?
- Why does UX matter?
- How can analytics impact UX?

What is User Experience

The overall feelings your product, website, tool, application inflicts on those who are using it.

TASK

1. Pair up with someone with a different phone to you (Android / Blackberry / iPhone / Windows / etc.)
2. Swap phones
3. Find a cat image online
4. Save the image to the phone
5. Find where on the phone the downloaded image is saved

UX is not the same as UI

User Experience

About the psychology

of how usable a

product is

THE USER

User Interface

About the aesthetics

of a design

NOT USER-CENTRIC

Who is responsible for UX?

Everyone on the team who touches the product should in some way affect its UX.

Who is responsible for UX?

Marketing:

Understanding the problems people have

Visual Designers:

Communicate the emotions of a brand using aesthetics

Business Analysts:

Balance how the requirements benefit the user/business

Developers:

Need to build UX into their code

Quality Analysts:

Need to test the UX and spot issues

UX-ers:

Research with real people & oversee the project

Why does UX matter?

The UX of a product, website or app can make or break a company.

If it is difficult to achieve a goal, why would someone return to try again?

UX and Analytics

User Experience

- Quantitative

- Usability studies

- Ethnography

- About the "why" behind people's actions

Conversion Rate Optimisation

- Numbers focused to recognize patterns

- Business focused rather than people

- Testing with minor tweaks

TASK (IN GROUPS)

1. Form little groups and using pen and paper, start sketching an idea for a website.

1. Have a discussion about the content you will need on your website and where it will go.

1. Include things like images, text, buttons, navigation, footers, etc.

TASK – Swap sketches

1. One person on your team will ask someone on the other team to explain your sketch and to see if it is usable and makes sense.

1. Someone else on your team will look at the sketch of the other team and explain what they think the website is about and how it works.

Course
Competition

Course competition

Now you get to build your own website!

You have 4 weeks to make a website of your choosing, working in pairs or small groups.

The websites will be judged by your instructors in the last session (week 8). The winning website will receive a prize of £20 Amazon vouchers per team member, and will be featured on the Code First: Girls website!

As always, if you have any questions, don't be afraid to ask, via email, or during the session, and most importantly, have fun!

Groups and team names

- Spend a couple of mins getting into groups, or use the CFG group generator!

- If you don't have a group, let an instructor know and we'll find you a group

- Decide on a team name

- Each team announces their team name to the instructor, who will keep a note of this for the competition in wk 8

What makes a Good website?

When creating your website there are some 'must have' and some 'nice to have' criteria

Must have

- A live website published on GitHub pages

- A minimum of two HTML files for:

    ○   1 x landing page (Index.HTML) linked to a separate CSS file

    ○   1 x 'about' page

- A minimum of one CSS file

- Good formatting

    ○   Code split into the appropriate files (separate HTML files & CSS files)

    ○   Files indented properly

- Good organisation

- Version control using git with sensible git commit messages

Nice to have

- A visually appealing design – good use of CSS and HTML elements, Twitter Bootstrap, Jquery & Javascript (don't worry you'll learn about these last three topics later in the course!)

- A contact form (for example name and email)

- Social buttons

- As many different HTML elements as you can manage

- Interactive elements (like forms) on your website don't need to be functional, but should be present if they need to be for the visual aspect of the design.

- A responsive site (again you'll learn about this later!)

Homework

- Review what we've learnt this week
- Start working on your websites!