



# WEB SYSTEMS & TECHNOLOGIES

## 2. Process And Design

---

```
171 #content .article img.left.border {  
172     padding: 0 9px 9px 0;  
173     border-right: 1px dotted #999;  
174     border-bottom: 1px dotted #999; }  
175 #content .article blockquote {  
176     margin-left: 10px;  
177     padding-left: 10px;  
178     border-left: 3px solid #252525; }  
179 #content .article ul {  
180     padding-left: 1em;  
181     list-style-type: circle; }
```

# Table of Contents

- ◆ How to approach building a site
- ◆ Understanding your audience and their needs
- ◆ How to present information visitors want to see

# Who is the site For?

- ◆ target audience: individuals
- ◆ target audience: companies

# target audience: individuals

- ◆ What is the age range of your target audience?
- ◆ Will your site appeal to more women or men? What is the mix?
- ◆ Which country do your visitors live in?
- ◆ Do they live in urban or rural areas?
- ◆ What is the average income of visitors?
- ◆ What level of education do they have?
- ◆ What is their marital or family status?
- ◆ What is their occupation?
- ◆ How many hours do they work per week?
- ◆ How often do they use the web?
- ◆ What kind of device do they use to access the web?

# target audience: companies

- ◆ What is the size of the company or relevant department?
- ◆ What is the position of people in the company who visit your site?
- ◆ Will visitors be using the site for themselves or for someone else?
- ◆ How large is the budget they control?

# Why People visit your Website

- ◆ To help determine why people are coming to your website, there are two basic categories of questions you can ask:
  - ◆ The first attempts to discover the underlying **motivations** for why visitors come to the site.
  - ◆ The second examines the **specific goals** of the visitors. These are the triggers making them come to the site now.

# What your visitors are trying to achieve

- ◆ First you want to create a list of reasons why people would be coming to your site.
- ◆ You can then assign the list of tasks to the fictional visitors you created in the step described on the previous page.

# What information your visitors need

- ◆ You may want to offer additional supporting information that you think they might find helpful.
- ◆ Look at each of the reasons why people will be visiting your site and determine what they need to achieve their goals.
- ◆ You can prioritize levels of information from key points down to non-essential or background information.
- ◆ By ensuring that you provide the information that your visitors are looking for, they will consider your site more relevant to them.



# What information your visitors need

- ◆ Therefore, you will have more opportunity to tell them any extra information that you think would be helpful to them (or to expose them to other products and services you want to promote).
- ◆ If you do not appear relevant to them by answering their needs, however, they are likely to go elsewhere.
- ◆ Here are some questions to help you decide what information to provide for visitors to your site...

# How often people will visit your site

- ◆ Once a site has been built, it can take a lot of time and resources to update it frequently.
- ◆ Working out how often people are likely to revisit your site gives you an indication for how often you should update the site.

# How often people will visit your site

- ◆ It can often be helpful to set a schedule for when a site will be updated (rather than doing it on an ad hoc basis).
- ◆ You will often find that some parts of a site will benefit from being updated more frequently than others.
- ◆ Here are some questions to help you decide how often to update your website content...

# How often people will visit your site

## ◆ GOODS / SERVICES

- ◆ How often do the same people return to purchase from you?
- ◆ How often is your stock updated or your service changed?

# How often people will visit your site

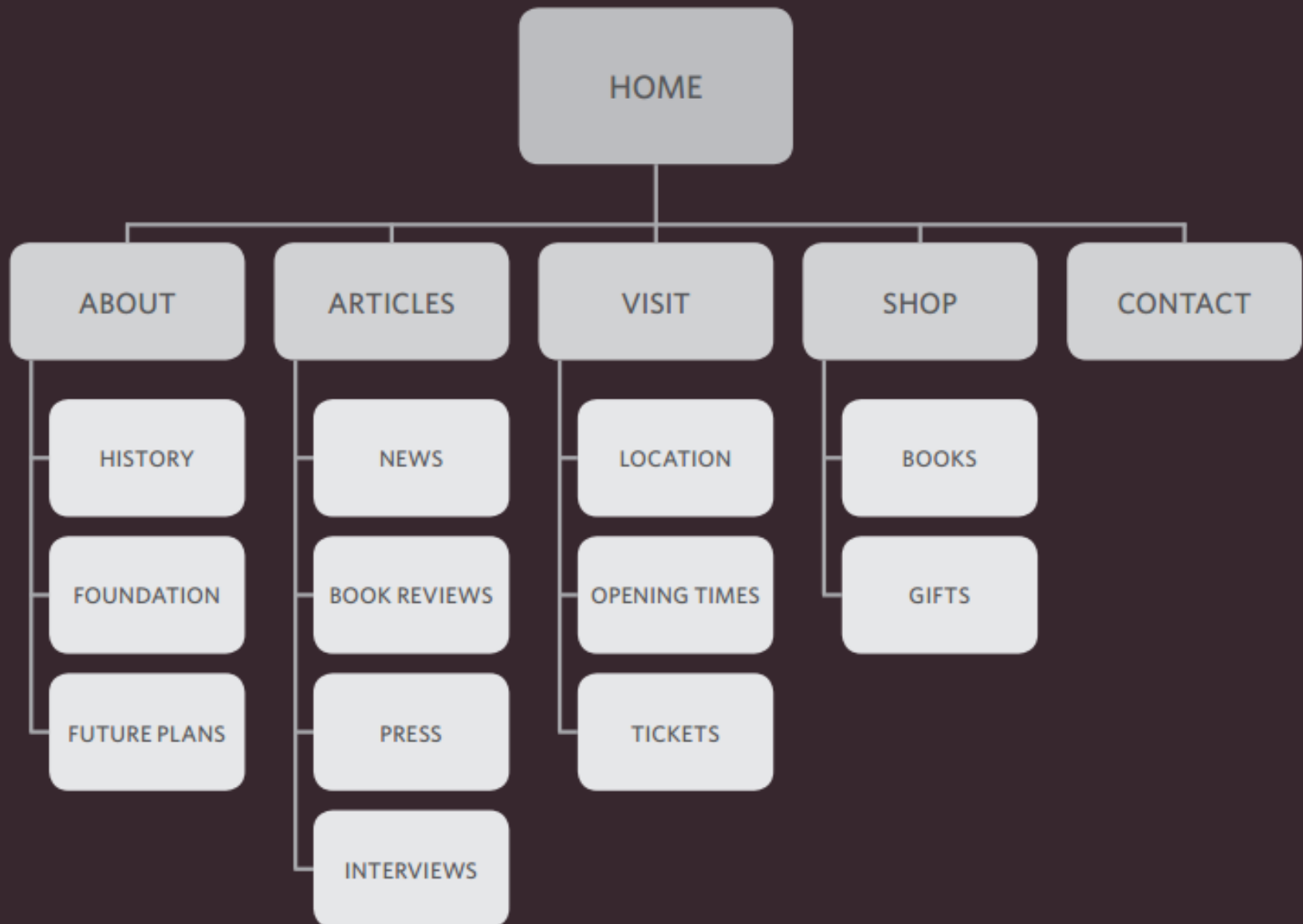
## ◆ INFORMATION

- ◆ How often is the subject updated?
- ◆ What percentage of your visitors would return for regular updates on the subject, compared with those who will just need the information once?

# SITE MAPS

- ◆ Now that you know what needs to appear on your site, you can start to organize the information into sections or pages.

# SITE MAPS

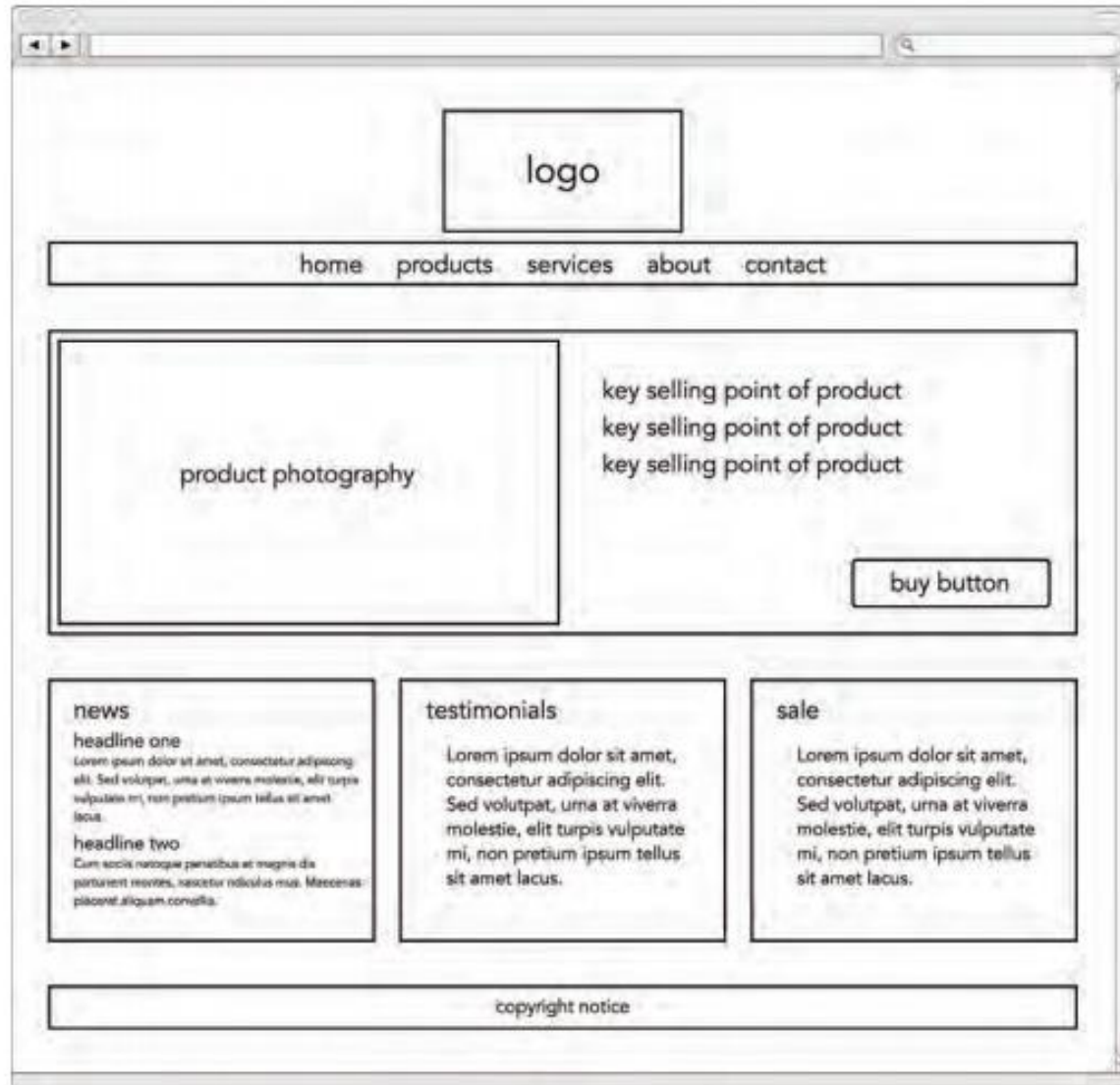


# WireFrames (Layout)

- ◆ A wireframe is a simple sketch of the key information that needs to go on each page of a site. It shows the hierarchy of the information and how much space it might require.



# Example WireFrame



# Getting your message across using Design

- ◆ The primary aim of any kind of visual design is to communicate. Organizing and prioritizing information on a page helps users understand its importance and what order to read it in.

# Getting your message across using Design

- ◆ Content
- ◆ Prioritizing
- ◆ Organizing
- ◆ Visual hierarchy
- ◆ Grouping
- ◆ similarity

# Visual hierarchy

## ◆ Size

- ◆ Larger elements will grab users' attention first. For this reason it is a good idea to make headings and key points relatively large.

## ◆ Color

- ◆ Foreground and background color can draw attention to key messages. Brighter sections tend to draw users' attention first.

## ◆ Style

- ◆ An element may be the same size and color as surrounding content but have a different style applied to it to make it stand out.

# Designing navigation

- ◆ Site navigation not only helps people find where they want to go, but also helps them

Home Artist Profiles Exhibitions and Events Galleries Books and Magazines  
About this Website Contact Us Login Register Terms and Conditions Privacy Policy



Home Artist Profiles Exhibitions Galleries Publications About Contact



- ◆ Concise
- ◆ Clear
- ◆ Selective

# Designing navigation

- ◆ Context
- ◆ Interactive
- ◆ Consistent

Home Artist Profiles Exhibitions Galleries Publications About Contact



Home *Artist Profiles* Exhibitions Galleries Publications About Contact



# Summary

- ◆ It's important to understand who your target audience is, why they would come to your site, what information they want to find and when they are likely to return.
- ◆ Site maps allow you to plan the structure of a site.
- ◆ Wireframes allow you to organize the information that will need to go on each page.

# Summary

- ◆ Design is about communication. Visual hierarchy helps visitors understand what you are trying to tell them.
- ◆ You can differentiate between pieces of information using size, color, and style.
- ◆ You can use grouping and similarity to help simplify the information you present.





# Questions?