



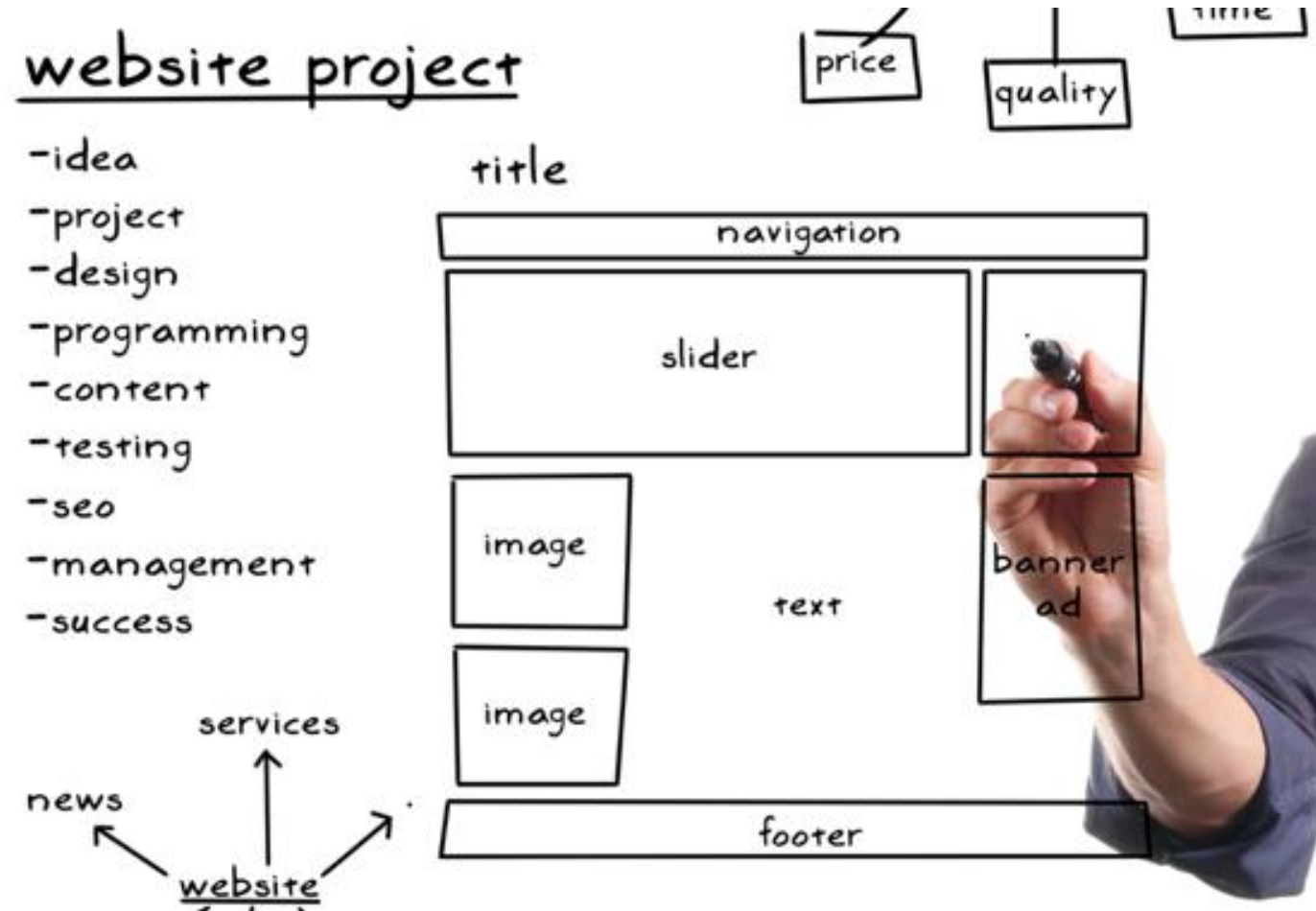
Pemrograman Web

Sirojul Munir | rojulman@nurulfikri.ac.id

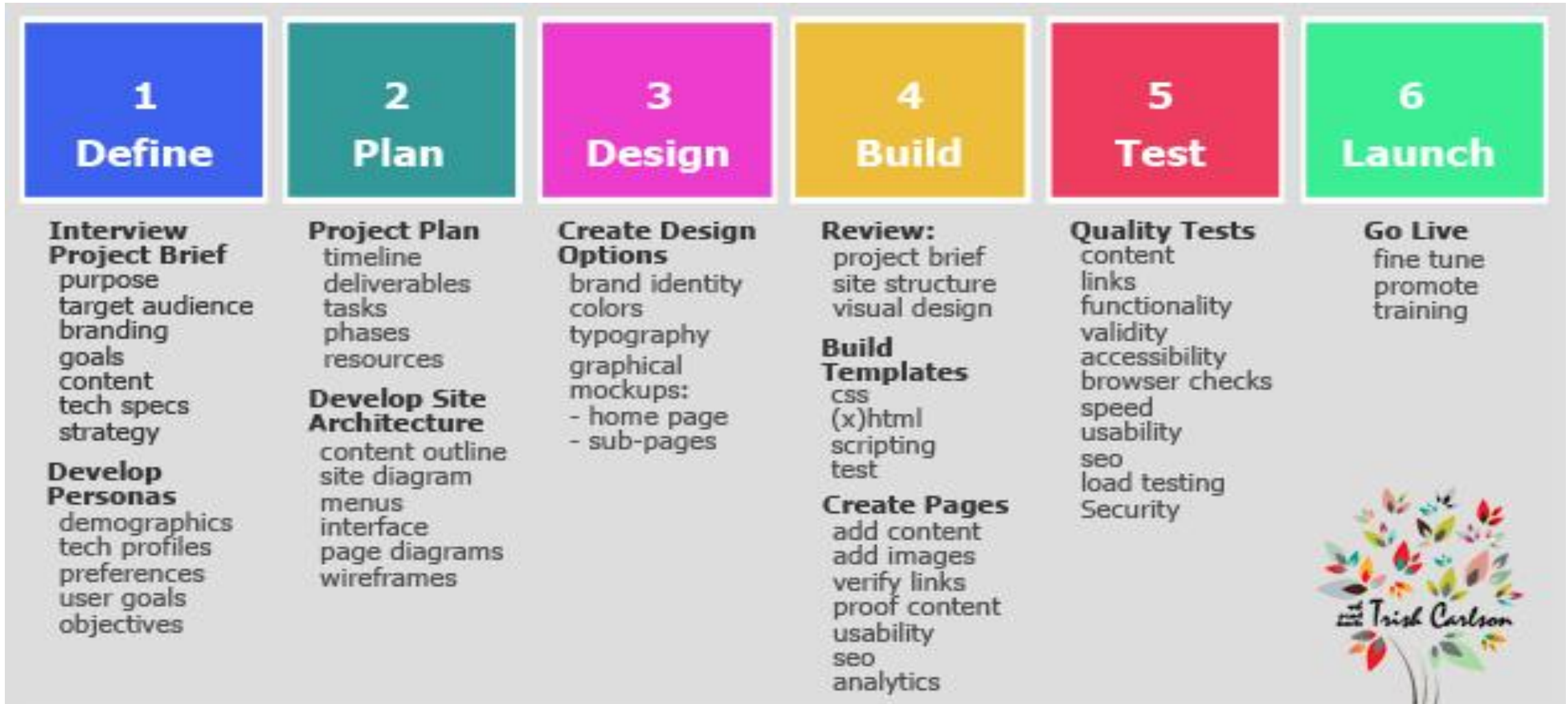
Web Development Process

Tahapan Pengembangan Web

- ✦ Project Definition (**Define**)
- ✦ Site Structure (**Plan**)
- ✦ Visual **Design**
- ✦ Site Development (**Build**)
- ✦ **Testing**
- ✦ **Launching**



Tahapan Pengembangan Web



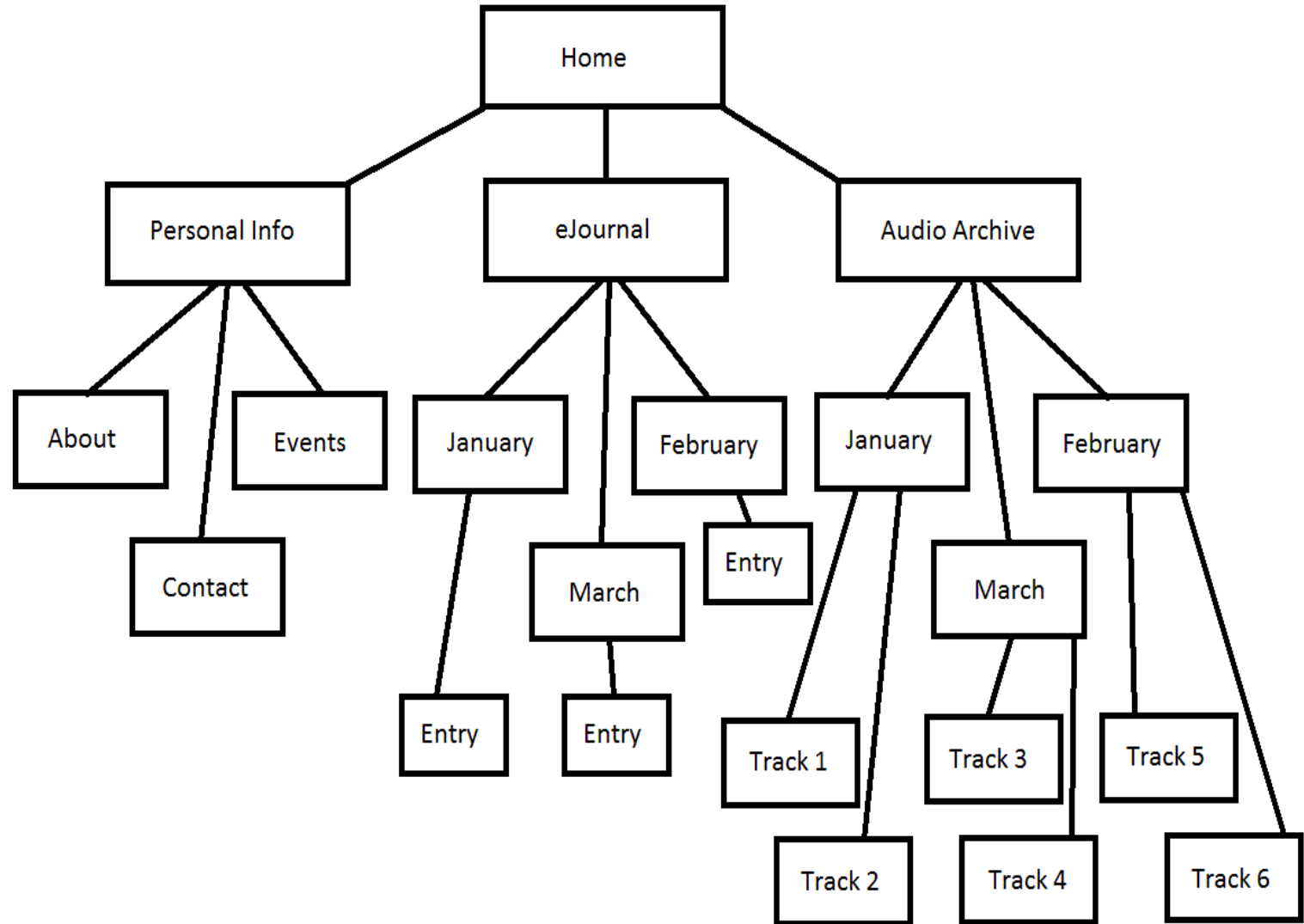
#1 Project Definition

- ✿ Terdiri atas ringkasan proyek (project brief) dan rencana proyek (Project Plan)
 - ✦ Tujuan yang diinginkan (reason to achieve)
 - ✦ Target audience
 - ✦ Branding
 - ✦ Target yang ingin di capai (time based)
 - ✦ Konten
 - ✦ Strategi
- ✿ Pengumpulan informasi yang dibutuhkan untuk project brief dan project plan dilakukan dengan wawancara client (survey)

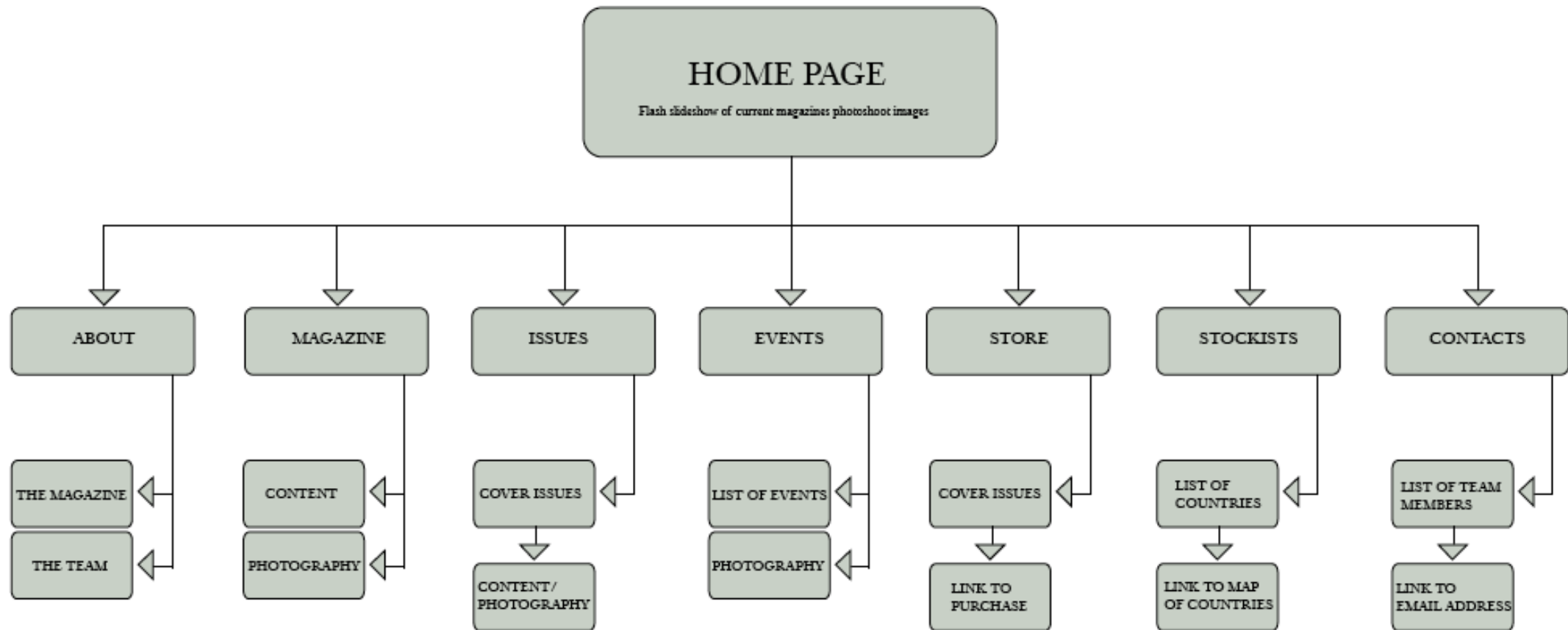
#2 Site Structure

- ✚ Rancang bangun web yang baik memerlukan arsitektur site yang jelas berdasarkan tujuan (purpose) dan target (goals) user yang dijabarkan dalam project brief
- ✚ Project brief disampaikan dalam bentuk:
 - ✚ Content Outline
 - ✚ Site/page Diagram
 - ✚ Wireframes
 - ✚ Menus
 - ✚ Interfaces

- Site Diagram / Site Map (Peta Situs) adalah representasi visual dari garis besar isi dan struktur website



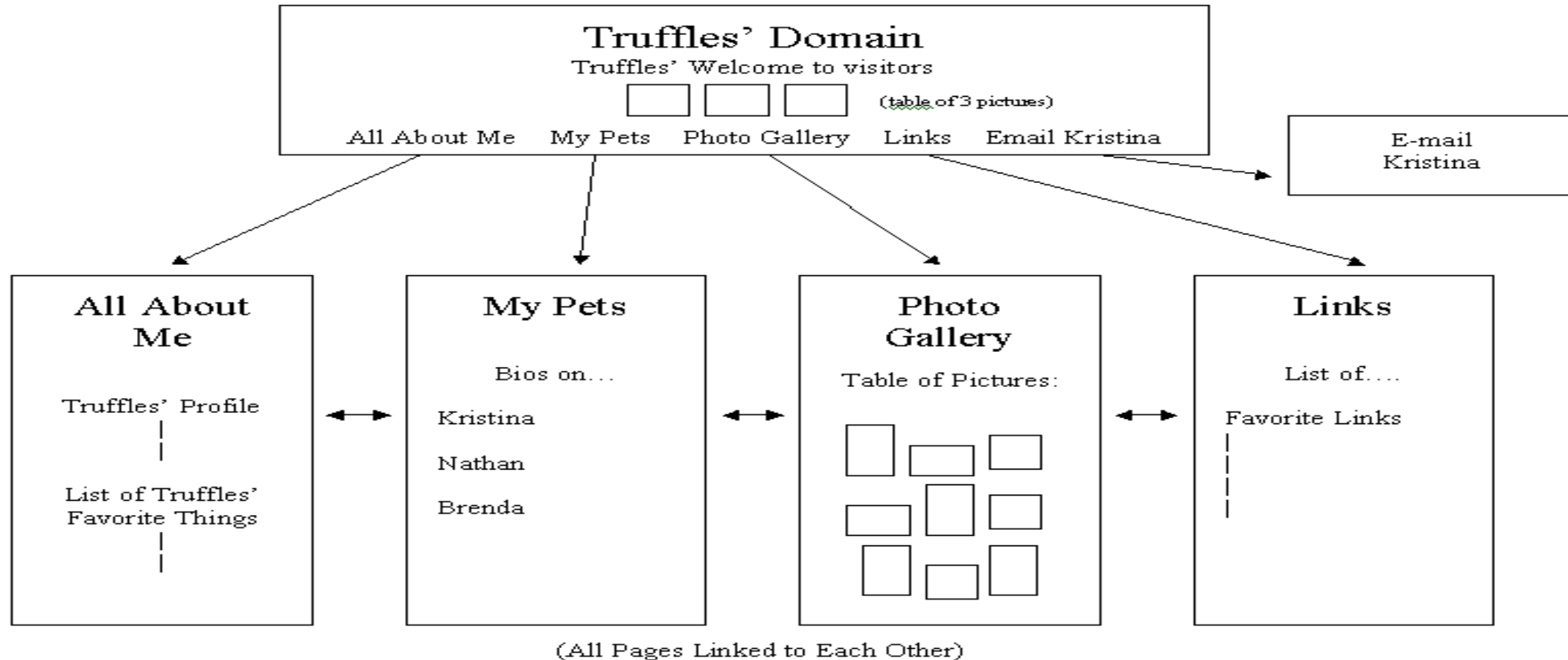
Another Site Diagram



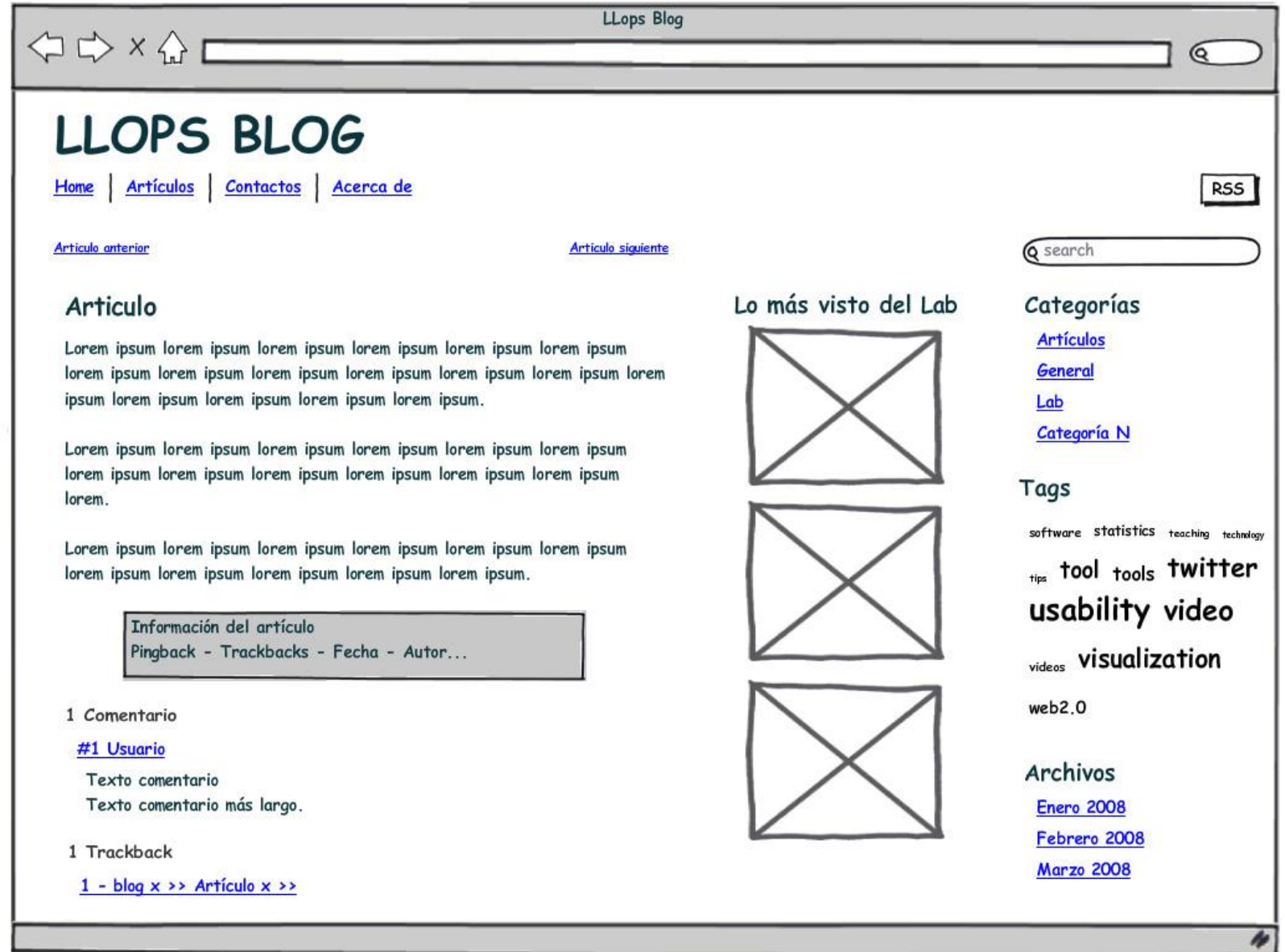
Another Site Diagram

Web Site Diagram

Kristina Beenken CIS 120 Rock Creek



- Wireframes adalah informasi yang menggambarkan apa yang akan ditampilkan pada setiap halaman web.
- Tahapannya:
 - Gambarkan elemen2 yang umum : header, footer, sidebar dan konten area
 - Tambahkan elemen2 spesifik : dynamic widgets, search, menu navigasi, grafik, login form



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Rolling Promo

Promo 1

Promo 2

Promo 3

Promo 4

Promo 5

Book Now

Select Cinema

Select Film

Select Date

Select Time

Book Now!

Film Reviews

Now showing

Coming Soon

Film Title (cert)

Description

Find Cinema

Book Now

★★★★★

More...

Film Title (cert)

Description

Find Cinema

Book Now

★★★★★

More...

Film Title (cert)

Description

Find Cinema

Book Now

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More...

Add your review & win

All Customer Reviews

User Goal 1

User Goal 2

Find Cinema

Select Cinema

or

Enter town or postcode

☒ Remember my local cinema

Book Now!

Login/Register

Email address

Password

Go

Location based promo

Keep up to date

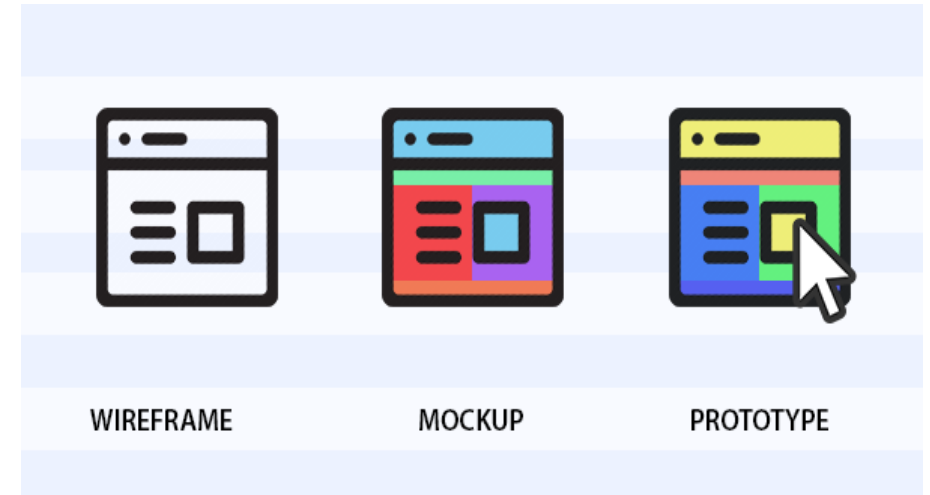
Email address

Sign up

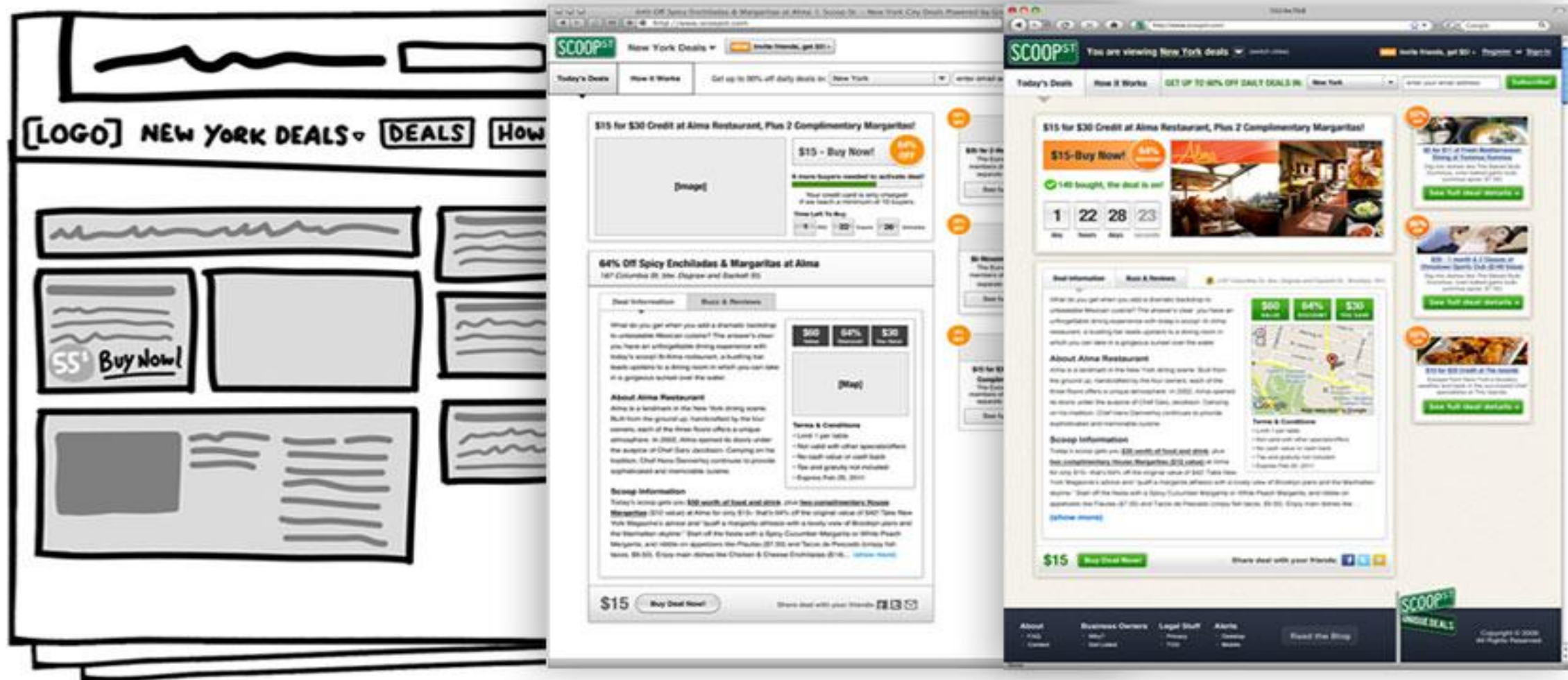
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Wireframes vs. Mockups vs. Prototype

- Wireframes : ilustrasi desain awal dari struktur dan komponen website yang akan dibangun
- Mockups : ilustrasi desain mendekati final dari website termasuk didalamnya unsur warna, gambar (graphics), font/huruf (typography) dan elemen lainnya. Mockup masih dalam bentuk gambar
- Prototypes : bentuk aplikasi web yang telah memiliki UI (User Interfaces) dan telah tersusun dalam kode HTML/CSS



Wireframes vs. Mockups vs. Prototype



10 Dasar Efektif Desain Web

- Purpose
- Communication
- Typefaces
- Colours
- Images
- Navigation
- Grid Based Layouts
- “F” Pattern Design
- Load Time
- Mobile Freindly

<https://shortiedesigns.com/2014/03/10-top-principles-effective-web-design/>

10 Kesalahan Desain Web

Jacob Nielsen (2011)

1. Bad Search
2. PDF Files for Online Reading
3. Not Changing the Color of Visited Links
4. Non-Scannable Text
5. Fixed Font Size
6. Page Titles With Low Search Engine Visibility
7. Anything That Looks Like an Advertisement
8. Violating Design Conventions
9. Opening New Browser Windows
10. Not Answering Users' Questions

<https://www.nngroup.com/articles/top-10-mistakes-web-design/>

Bad vs Good Design



The screenshot shows the ARNGREN.net website, which is highly cluttered and lacks a clear design structure. The header includes a navigation bar with links like "23 Butikker", "Teknologi & Gadgets", "Index", and "el-retur". The main content area is a dense grid of product listings, each with a small image, a title, and a price. Examples include "Elbil; Arngren-Comarth 2WD/4WD. 2 eller 3 seter" for kr. 79.998.-, "Trådløs Kamera m/ Alarm & GSM" for 1999.-, and "RC Flybil VTOL (3ch)" for kr. 249.-. The layout is overwhelming due to the sheer number of items and the lack of visual hierarchy. The footer is also cluttered with various links and text.

Good Design

- Example e-commerce website



The screenshot shows the eBay website, which is a well-designed and professional e-commerce platform. The layout is clean and organized, with a clear navigation bar at the top. The main content area features a large, high-quality image of a pair of high-heeled shoes, with the text "SWEETS FOR YOUR FEET" prominently displayed. The design is modern and user-friendly, with a clear focus on the featured product. The overall aesthetic is professional and appealing, reflecting good design principles.

