**WEB APP PROJECT METRICES**

**Number of static Web pages.** Web pages with static content

are the most common of all WebApp features. These pages represent low relative complexity and generally require less effort to construct than dynamic pages.

**Number of internal page links.** Internal page links are pointers that provide

a hyperlink to some other Web page within the WebApp. As the number of page links increases, the effort expended on

navigational design and construction also increases.

**Number of dynamic Web pages.** Web pages with dynamic content (i.e.,

end-user actions or other external factors) are essential in all e-commerce applications, search engines, financial applications, and many other WebApp categories.

**Number of persistent data objects.** One or more persistent data objects

(e.g., a database or data file) may be accessed by a WebApp. As the number

of persistent data objects grows, the complexity of the WebApp also grows

and the effort to implement it increases proportionally.

**Number of dynamic content objects.** Dynamic content objects are generated based on end-user actions and encompass internally generated textbased, graphical, video, animation, and audio information that are

incorporated within the WebApp. Multiple content objects may appear on a

single Web page.

**Number of external systems interfaced.** WebApps must often interface

with “backroom” business applications. As the requirement for interfacing

grows, system complexity and development effort also increase.

**Number of static content objects.** Static content objects encompass static

text-based, graphical, video, animation, and audio information that are

incorporated within the WebApp.

**Number of executable functions**. An executable provides some computational service to the end user. As the number of executable functions increases, modeling and construction effort also increase.

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| **Number of static Web pages** | 4 |
| **Number of dynamic Web pages** | 8 |
| **Number of internal page links** | 9 |
| **Number of persistent data objects** | 2 |
| **Number of external systems interfaced.** | 3 |
| **Number of static content objects** | 4 |
| **Number of dynamic content objects** | 4 |
| **Number of executable functions** | 13 |

*Nsp* =number of Static Web pages

*Ndp* = number of Dynamic Web pages

Then,

Customization index, *C* = ( *Ndp* ) / (*Nsp+ Ndp)*

*= 8/(4+8)*

*=0.67*

The value of *C* ranges from 0 to 1. As *C* grows larger, the level of WebApp customization becomes a significant technical issue.