

DESIGNING FOR THE WEB

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WEB DESIGN

**WHATS THE PURPOSE  
OF A WEBSITE?**

## WHATS THE PURPOSE OF A WEBSITE?

- ▶ Sell products
- ▶ Generate leads
- ▶ Establish credibility
- ▶ Generate ad revenue

**WHATS THE PURPOSE  
OF A WEB DESIGNER?**

## WHATS THE PURPOSE OF A WEB DESIGNER?

- ▶ A great web-designer solves problems.
- ▶ User experience
- ▶ Strategies with content
- ▶ Visual aesthetics

# THE PROBLEM SOLVING PROCESS

- ▶ The four P's

- ▶ Prep

- ▶ Plan

- ▶ Perform

- ▶ Polish

# PREPARATION

## ► Define and understand the problem

*A well defined problem is understanding the nature of the problem and what information is needed to solve it.*

## ► Diagnose a solution

*What actionable items are we going to take to solve our problems.*

# PLANNING

- ▶ Detail your solutions

*Create a list of what you believe needs to happen to execute your solution*

- ▶ Share the details

*After detailing your solutions, share them, get everyone in the loop with the plan*

# PERFORM

- ▶ Do the work.  
*Execute the plan.*
- ▶ This is the step where we have all the fun.

# PERFECT

- ▶ Re-evaluate your solution.  
*Did your solution solve the problem?*
- ▶ Iterate! Head back to prep.

**WHO ARE WE SOLVING  
PROBLEMS FOR?**

# USERS

- ▶ Users use websites
  - ▶ Sell products to users
  - ▶ Generate leads from users
  - ▶ Establish credibility with users
  - ▶ Users Generate ad revenue
- ▶ As web designers, our solutions to problems revolve around the user.

# THE USER

- ▶ Users don't read things.  
They scan.
- ▶ Users are impatient.  
They want instant gratification.
- ▶ Users don't make good choices.  
See above points.
- ▶ Users want control.  
They want to do what THEY want to do.

# THE USER - WHAT CAN WE DO?

- ▶ Don't make them think too hard.

*Ex: Contact Us vs. Hit me on the 2 way.*

- ▶ Don't try their patience.

*Ex: Fill out this form and then you'll get...*

- ▶ Define a visual hierarchy

*Ex: If everything is important, nothing is!*

# Don't make them think too hard.

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Microsoft Band

Make this your year to live healthier and achieve more.

Site feedback

# Don't make them think too hard.

The screenshot shows the Oracle Cloud homepage. At the top left is the Oracle logo. To its right are navigation links: Sign In/Register, Help, Country, Communities, I am a..., I want to..., Search, and a magnifying glass icon. Below these are more links: Products, Solutions, Downloads, Store, Support, Training, Partners, About, and OTN. A red banner across the top reads "Integrated Cloud Applications & Platform Services". The main visual is a photograph of three people in a modern office setting, two men and one woman, sitting around a table. To the right of this image is a dark overlay with white text: "ORACLE HCM WORLD 2016", a description of the event, and a "Learn more" button. Below this are three links: "Register for Oracle HCM World", "Oracle Human Capital Management Cloud", and "Oracle Talent Acquisition Cloud". At the bottom of the page are several sections: "Cloud" (highlighted with a blue tab), "PaaS", "Must-Reads", "Customer Success", "Events", and "Modern Best Practice". There are also social media icons for LinkedIn and Facebook. Three smaller images are shown below: "Modern Business, Modern Cloud" (server racks and a hand), "ORACLE CLOUD" (cubes in a cloud), and "Request a Briefing or Trial for Oracle Cloud" (two people talking).

Sign In/Register Help Country Communities I am a... I want to... Search

Products Solutions Downloads Store Support Training Partners About OTN

Integrated Cloud Applications & Platform Services

ORACLE HCM WORLD 2016

Oracle's signature human resources event comes to Chicago, April 5-7. Hear from industry influencers, share best practices, and learn how forward-thinking organizations are employing modern HR to transform their organizations.

Learn more →

→ Register for Oracle HCM World  
→ Oracle Human Capital Management Cloud  
→ Oracle Talent Acquisition Cloud

Cloud PaaS Must-Reads Customer Success Events Modern Best Practice

Modern Business, Modern Cloud

ORACLE CLOUD

SaaS DUMMIES

Request a Briefing or Trial for Oracle Cloud

# Don't try their patience.

## Sign in

Email (phone for mobile accounts)

Password [Forgot your password?](#)

**Sign in**

[Create an account](#)

## Sign in

Email (phone for mobile accounts)

Password [Forgot your password?](#)

**Sign in**

New to Anonymous Shop? [Continue](#)

Click Continue to proceed to checkout.

To make your future purchases even faster, you can create an account during checkout.

# Define a visual hierarchy

The screenshot illustrates a news website's visual hierarchy through several distinct sections:

- Header Section:** A large, dramatic image of the cast of The X-Files (Fox Mulder, Dana Scully, and others) serves as the background for the main headline area. The headline, "The elegant simplicity of the X-Files, one of the best TV shows ever made," is displayed in a large, bold, white sans-serif font. A "Feature" tag is visible in the top left corner of the image.
- Byline:** Below the headline, the author's name, "By Todd VanDerWerff," is written in a smaller, gray font.
- Video Thumbnails:** Below the main article, there are four video thumbnail cards, each featuring a yellow play button icon:
  - "Why your laptop charger is so hot"
  - "Flint's water crisis, explained in 3 minutes"
  - "The Israel-Palestine conflict: a 10-minute history"
  - "9 questions about the illuminati you were too afraid to ask."
- More Videos:** A horizontal link labeled "more videos >" is located below the video thumbnails.
- Bottom Article Section:** A second news item is shown, titled "Sanders tries to clarify comment on Planned Parenthood. 'I didn't say it well.'". It includes a photo of Bernie Sanders and another man, a short video summary, and three additional text snippets.
- Bottom Article Summary:** A summary of the same news item is repeated on the right side of the page, featuring the same photo and headline.

# THE USER - WHAT CAN WE DO?

- ▶ Keep it simple  
*Avoid overcomplicating things. Most users want to get in, and out.*
- ▶ Often, being too unique won't set you apart in a good way.  
*The story of nuun*

# WHATS NEXT?

- ▶ We've established what we're doing:
  - ▶ Solving Problems using the 4 P's  
Prep, Plan, Perform, Polish
- ▶ We've figured out for who our focus is on:
  - ▶ Users
- ▶ How do we get there?

# HOW DO WE GET THERE?

## 1. Prep

- ▶ Define our problems
- ▶ Provide solutions

## 2. Plan

- ▶ Thumbnails
- ▶ Wireframes

## 3. Perform

- ▶ Develop
- ▶ Deploy

## 4. Polish

- ▶ Refine
- ▶ Iterate

# HOW DO WE GET THERE?

## 1. Prep

- ▶ Well written documents.
- ▶ Defining in simple terms the problem.
- ▶ Well-thought out clear solutions.

# HOW DO WE GET THERE?

## 2. Plan

- ▶ Thumbnails

*Move quickly, get ideas to solutions out!*

- ▶ Whiteboard

- ▶ Paper

- ▶ Wireframes

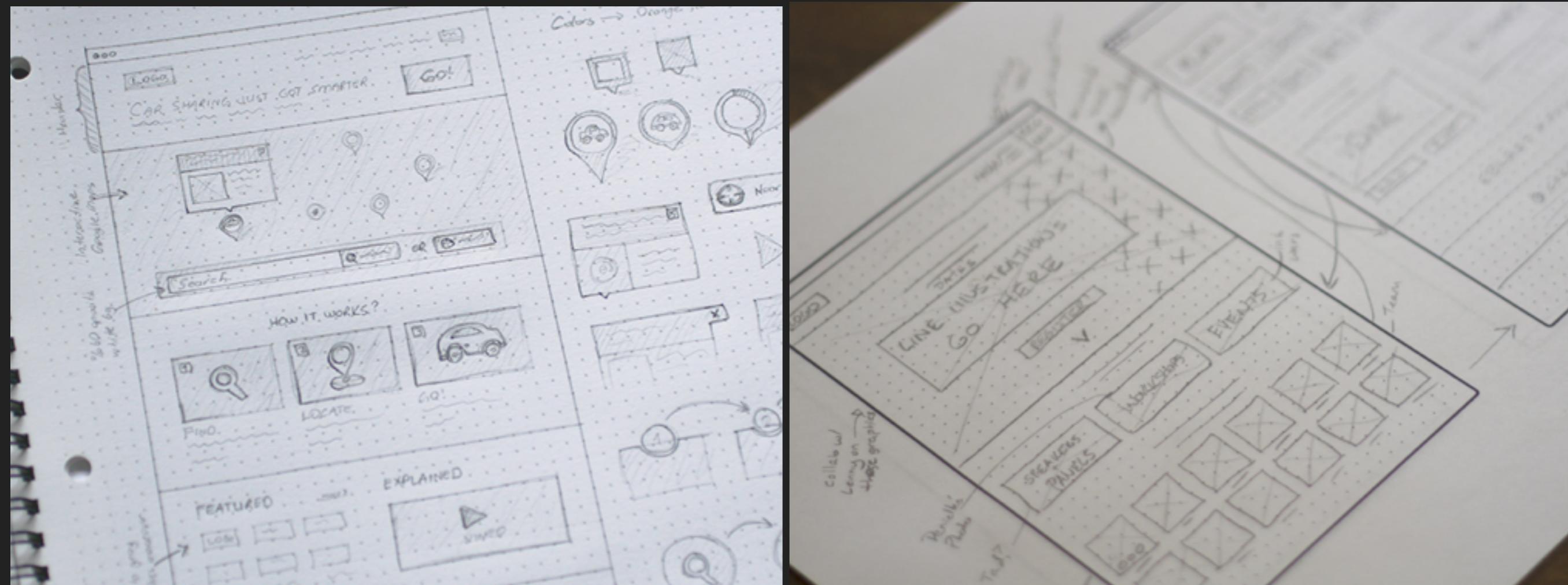
*Refine your best/greatest/favorite thumbnail ideas*

- ▶ Fill in details around thumbnails

- ▶ Should clearly define your solutions

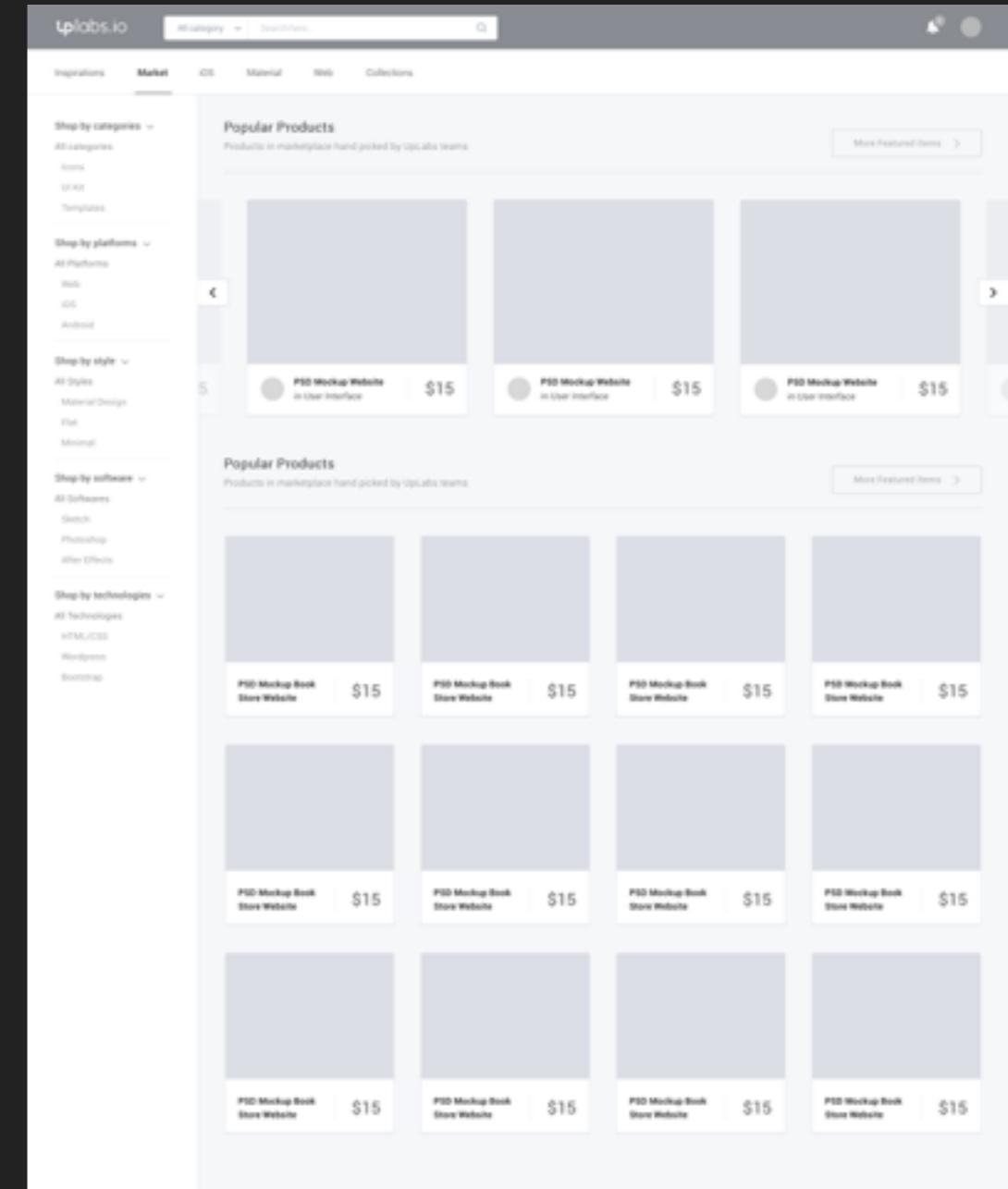
# Thumbnails

## Generate ideas and move quickly.



# Wireframes

## Clearly define your solutions



<https://dribbble.com/shots/782399-Blueprint-Wireframe>

<https://dribbble.com/shots/2455776-New-Concept-for-Uplabs>

# HOW DO WE GET THERE?

## 3. Perform

- ▶ Building a website with HTML/CSS
- ▶ Refining design in browser
- ▶ Adjusting Type/Colors

## HOW DO WE GET THERE?

### 4. Polish

- ▶ Do our solutions effectively solve our problem?
- ▶ Iterate on our solution.

# ASSIGNMENT

- ▶ <http://www.dhmo.org/>
- ▶ Current Problems:
  - ▶ People can't tell what's important on the site
  - ▶ People said they can't navigate the site easily
  - ▶ There are too many links on the homepage
  - ▶ It's really boring

