

High-Level Site Planning

Learning Expectations:

- Gain understanding of design issues for specific target audience types
- Planning your website organisation/architecture
 - Understand alternative site structures
 - Improving the overall organisational efficiency
- Understand the *pros* and *cons* of using a site metaphor
- Compare website navigation method alternatives

Getting Started

- ♦ **Although you can just jump in and start writing web pages for your site right away, it's a good idea to first think about and design your site. That way, you'll give yourself direction and save reorganising later.**
 - Spend time thinking about your target audience & purpose of the site.
 - How many pages will you need & what sort of structure should it have?
 - Do you want your visitors to explore your site in a particular direction, or do you want to make it easy for them to explore in any direction?
- ♦ **Sketch out your site on paper.**
 - A *site map* is a diagram of the organisation of the site.
- ♦ **Devise a simple, consistent naming system for your pages, images and other external files.**

Key Initial Considerations

◆ Target Audience

- Who is the primary audience?
- How can you tailor your content to appeal to this audience?
- For example, should you add lots of graphics or is it more important that your page download quickly?

◆ What do you want to convey?

- Statement of Purpose & Objectives
- Information Provision vs Service Provision
- How will success be measured and evaluated?

Presentation Planning

- ◆ What Content?
 - Choosing text, graphics, video and audio to suit your purpose and audience.
- ◆ Presentation Style
 - Colour schemes, orientation/navigation and & site metaphor.
- ◆ Extra Site Functionality
 - Scripting, Server Side Processing, Animation ...

User Types

◆ Surfers

- High impact splash screens.
- Bold content statements.
- Try to draw users into your site.
 - Inward pointing links and clear navigation features.

◆ Novice & Occasional

- Clear structure and easy access - overviews and site maps.
- Intuitive site metaphors.

◆ Expert & Frequent Users

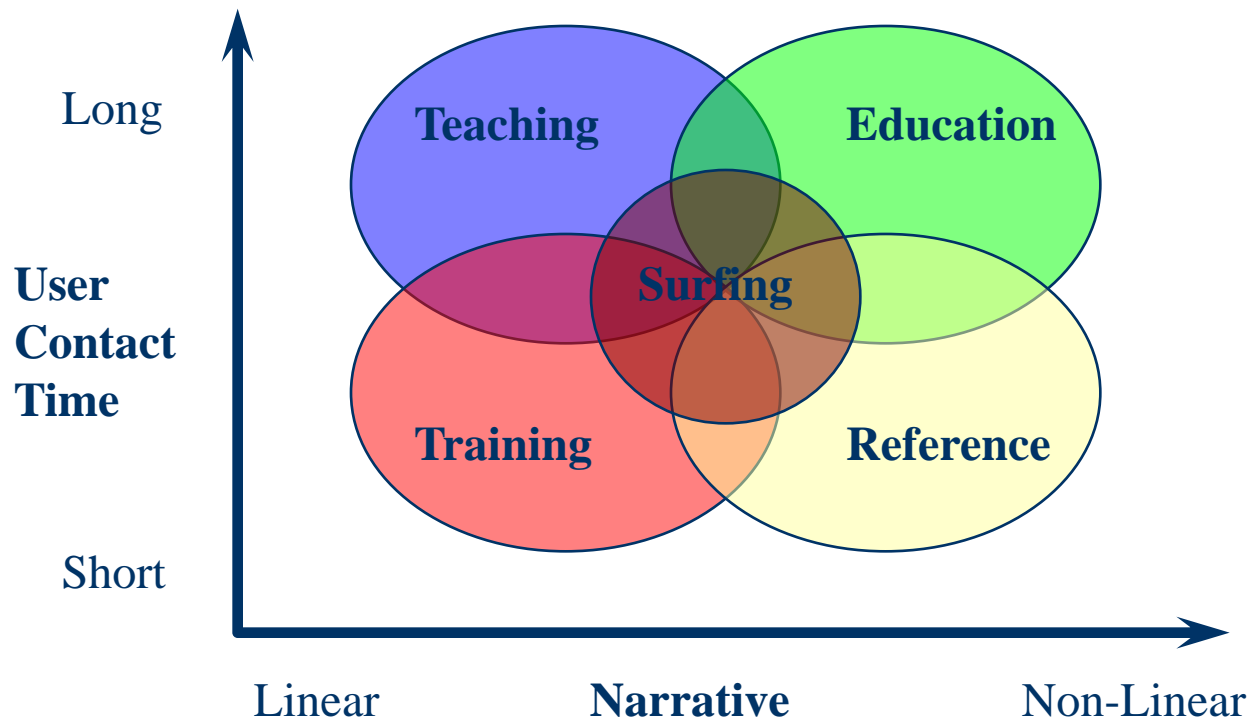
- Rapid and direct information access.
- Detailed, extensive text menus preferred.
- Comprehensive site maps.

◆ International Users

- WORLD WIDE Web!
- Localisation Issues.
- Consider international users their cultures, traditions, etc.

Internet Information Delivery Themes

- ◆ Information Linearity vs User Contact Time
 - Different types tasks correspond to different contact times, and whether or not the structure should be linear or non-linear.



Internet Information Delivery Themes

♦ Training

- Linear information presentation with few opportunities to digress from the central presentation flow.
- Most training applications are restricted to “back” and “next” navigation links to ensure short, controlled contact times.

♦ Teaching

- Like training, offers a strong central narrative but with opportunities for students to digress and roam.

Internet Information Delivery Themes

◆ Education

- Self-learning encouraged by flexible, non-linear presentations.
- Fast access with dense collections of relevant links.

◆ Reference

- Direct access permitted by highly non-linear site structures.
- Limited or no narrative.
- Short contact times.
- Rapid access critical.



Site Structure

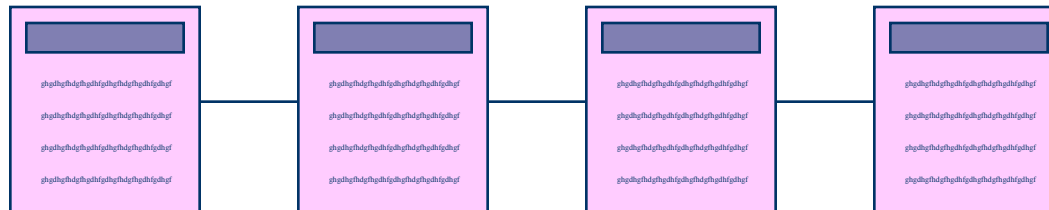


- ◆ How are you going to structure and link to all this content?
- ◆ Common Sites Structures
 - Sequences
 - Grids
 - Hierarchies
 - Webs

Sequences

♦ Linear Narrative

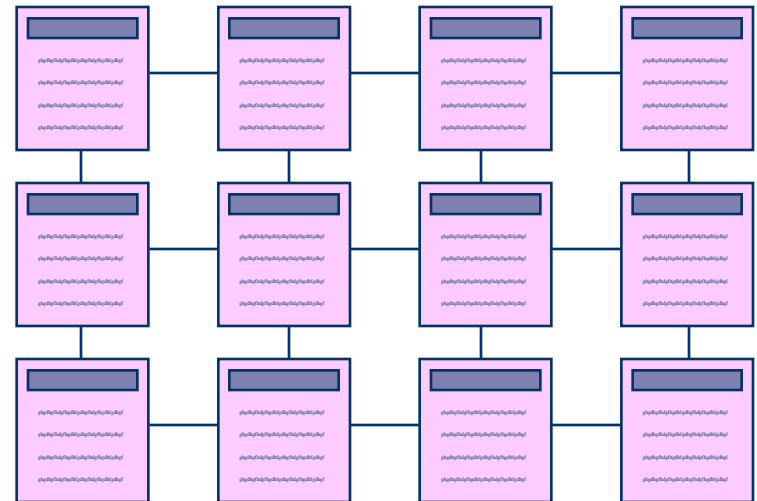
- Chronological, topical, etc...
- Poor model for all but the simplest of hypertext structures.
- E.g., Many teaching sites have a linear structure.
 - They tend to start at the start of the lesson, and process through the material in a linear fashion, up to the end of the lesson.



Grids

◆ Multi-Dimensional Categorical Information

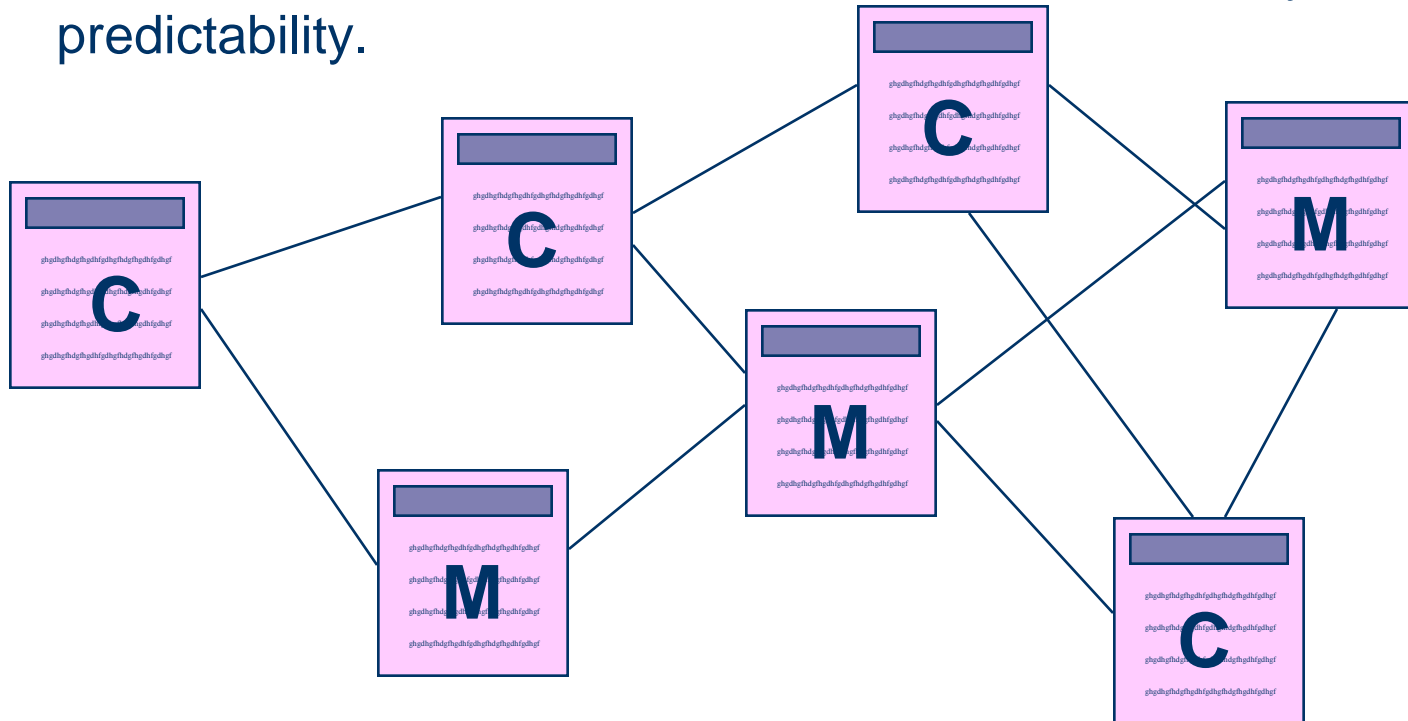
- Organising and correlating documents according to different characteristics.
- Individual grid units should be highly uniform with little or no hierarchical relationships between units.
- Grids can be difficult to understand unless the user recognises the interrelationships between pages.



Webs or Random

- ◆ Few Organisational Restrictions

- Difficult to understand because of lack of consistency and predictability.



Confusing Organisation

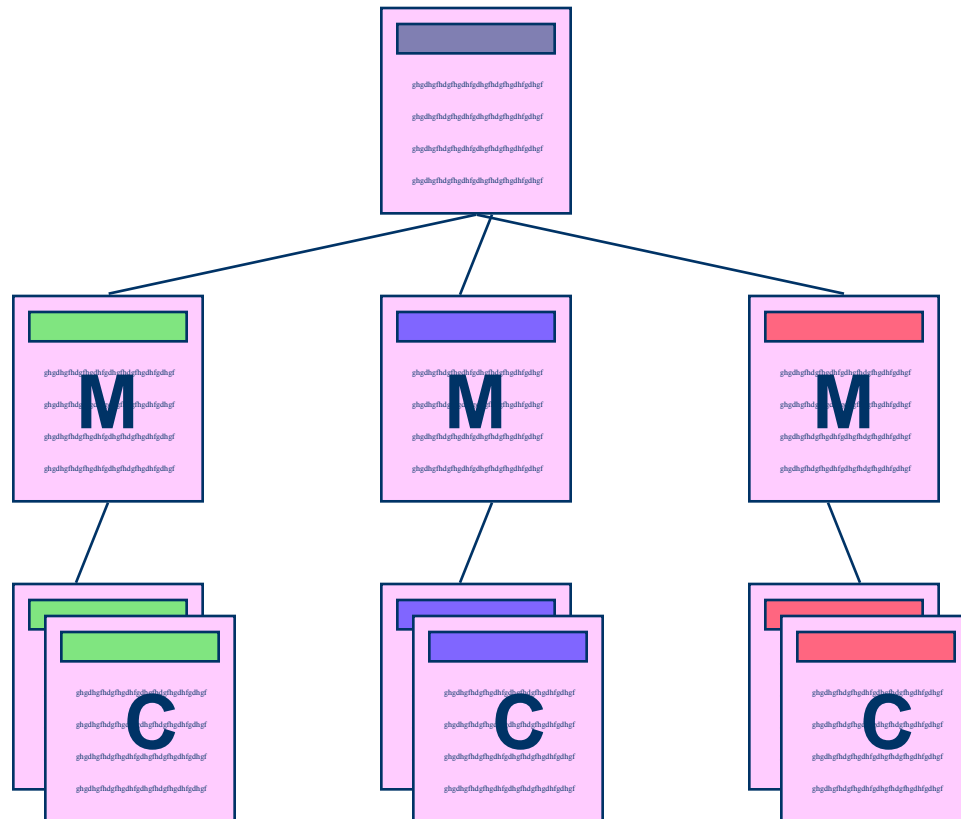
Hierarchies

- ◆ Logical importance hierarchies aid navigation.

Home Page

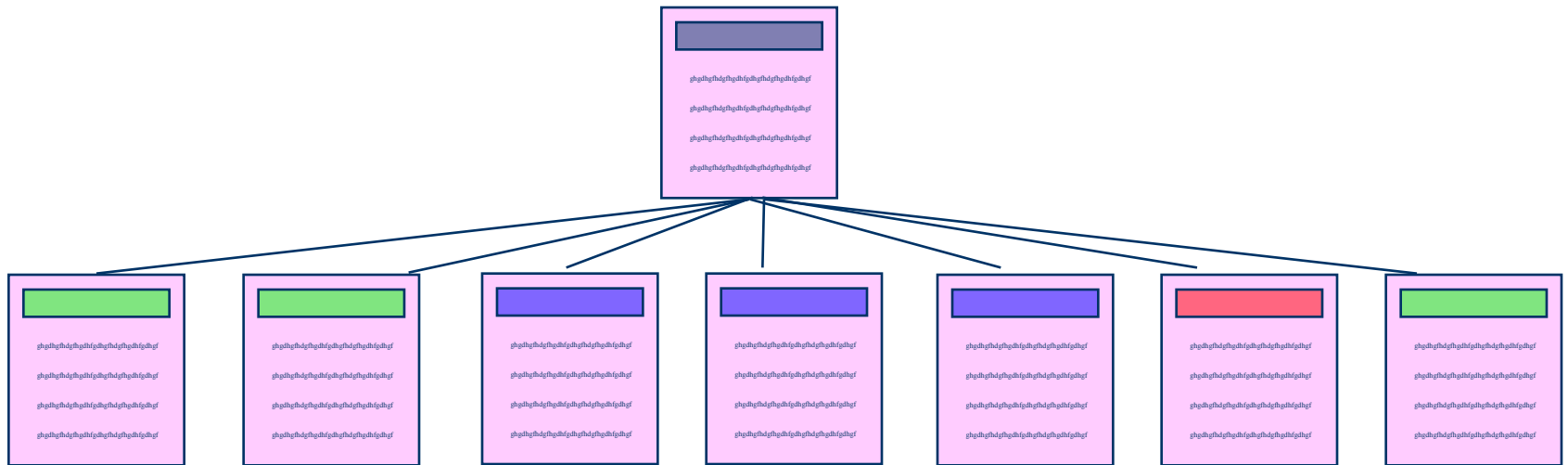
Major
Submenus

Content
Pages



Organisational Efficiency

- ◆ Balance Structure and Relationships



Too Shallow --

main menus becomes a massive “laundry list” of links to unrelated topics.

Organisational Efficiency

◆ Content Chunking

- The process of easily managing topics or units of information
- In the case of web page design, each unit of information is a page.
- Nelson Cowan, a research psychologist at the University of Missouri found that adults are typically able to keep about four items or chunks of items (such as the three parts of a phone number 086 777 8888 in their short term memory).
- Following this principle, be aware of the number of navigation links and try to group them into visually separate sections on the page, with each group having no more than about four links.

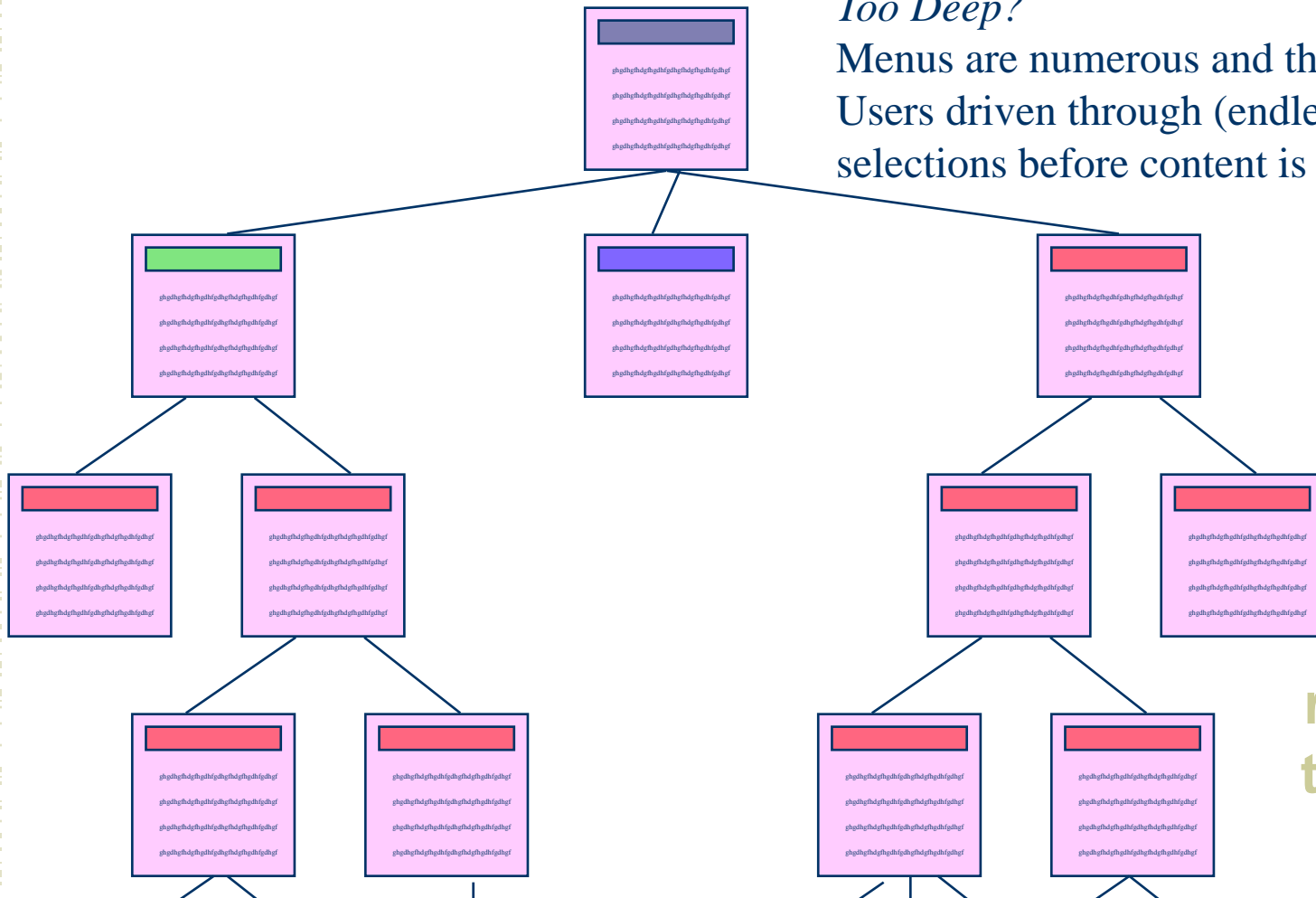
◆ The Three-Click Rule

- The **three-click rule** or **three click rule** is an unofficial rule concerning the design of website navigation.
- It suggests that a user of a website should be able to find any information with no more than three mouse clicks.
- It is based on the belief that users of a site will become frustrated and often leave if they cannot find the information within the three clicks.

Organisational Efficiency

Too Deep?

Menus are numerous and thin.
Users driven through (endless) selections before content is located.



Tip:
remember
the 3-click
rule!

Organisational Efficiency

- ◆ Golden Rule of Web Site Design
 - Regardless of how great a Web page is in terms of its information content, visual appeal, or usability, if people are put off by its download time then the Web designer has failed.
- ◆ Usual Tips for Improving Download Times...
- ◆ Best of Both Worlds
 - Need to respect low & high bandwidth, content equivalent sites.
 - One solution is to have two alternatives:
 - High content / low content sites.
 - Fast version / slow version.

Site Metaphor

- ◆ What Makes a Good Metaphor?
 - Objective: Site metaphor adds meaning
 - A good metaphor should trigger a user's intuitive assumptions in a way that helps the to use your Web site.
 - A metaphor helps to present an unfamiliar environment in a familiar form. *E.g., MS Windows replicates the desktop metaphor.*
- ◆ Be Careful!
 - Universal metaphors are rare.
 - A metaphor that might work well for one group of users may be disastrous for another.
 - Choose metaphors that cross cultural and technical boundaries.
 - It may not be possible or appropriate to use a site metaphor.

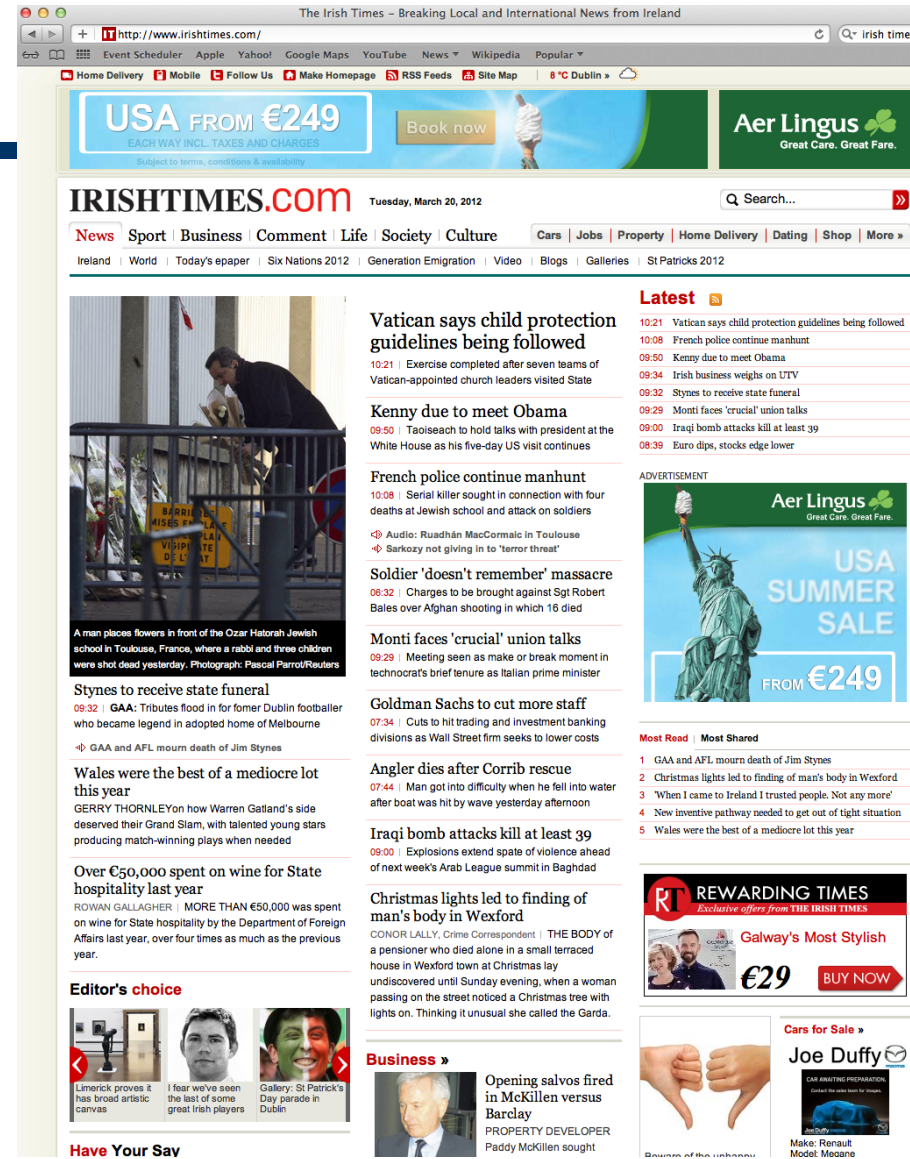


Site Metaphor

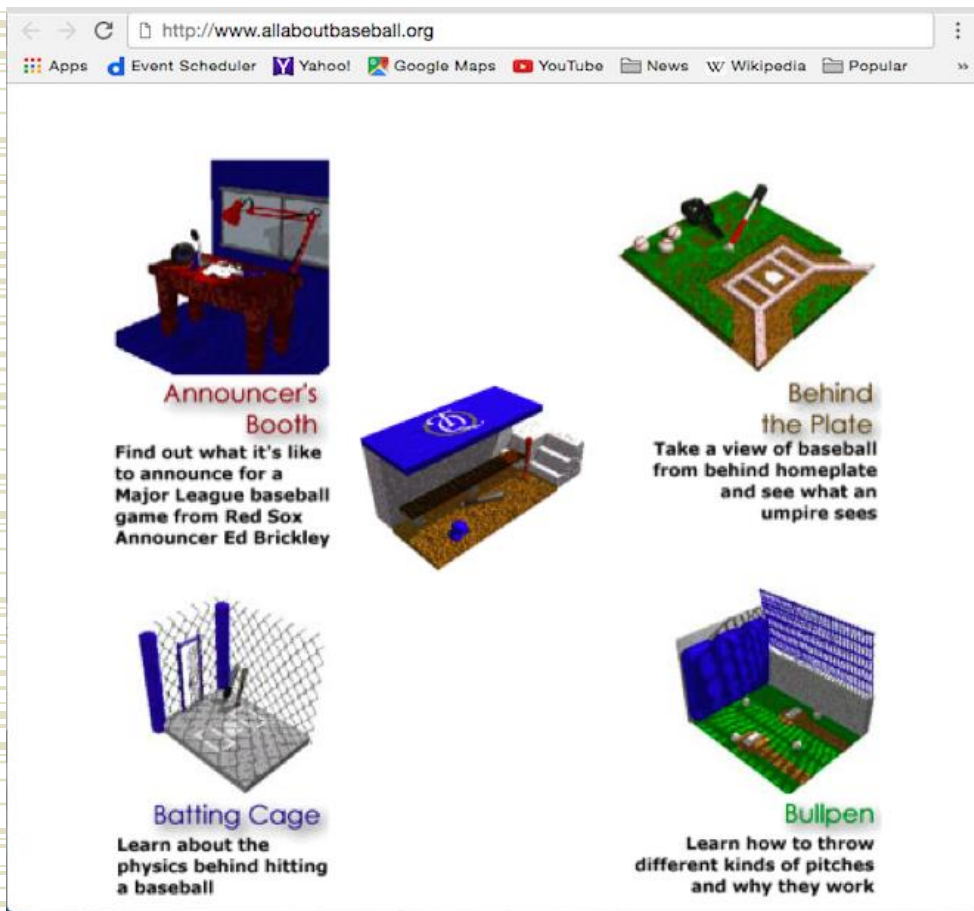
- ◆ Business
 - Office Block, Briefcase, Reception Area
- ◆ Informational
 - Magazine, Newspaper, Television, Library or Bookshelf
- ◆ Commercial
 - Department Store, Vending Machine, Shopping Mall

Site Metaphor Case Studies

- ◆ The Irish Times
 - Newspaper metaphor
- ◆ Metaphor Cues
 - Conventional Newspaper Format
 - Multiple column layout
 - Pictures to draw attention to certain stories
 - Content chunking
 - ...



Site Metaphor Case Studies



◆ Site Objective

- The game of baseball and beyond...!

◆ Target Audience

- Novice and expert users interested in the game of baseball.

◆ Metaphor Cues...

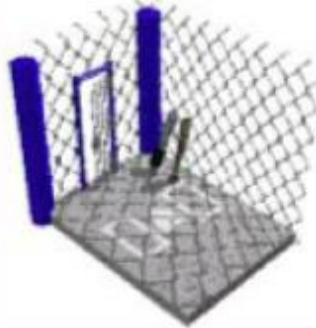
- Baseball Stadium - Dugout, Announcer's Booth, Batting Cage,...
- Great for baseball fans (which is the important thing) not so great for baseball illiterates (who cares!).

Note also the rating system used by the site also supports the chosen site metaphor.

← → ↻ http://www.allaboutbaseball.org


Apps Event Scheduler Yahoo! Google Maps YouTube News Wikipedia Po

BASEBALL • THE GAME AND BEYOND



BATTING CAGE

Welcome to the Batting Cage! Here you'll find out a lot about the basics of baseball and hitting, from the path of a baseball in flight to the advantages of using different types of bats. But be careful! You might even pick up a few physics concepts while roaming around.



All of the lessons in this section use a 🍎 rating system to inform you of the amount of physics content that each contains. However, just because a lesson has a 🍎🍎🍎 rating doesn't mean that you shouldn't read it if you don't have any experience in physics. It only

Site Metaphor Case Studies



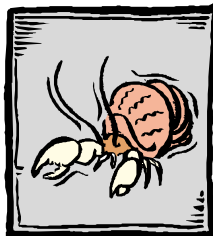
- ◆ Previous version of the Cascade Brewery Co website offered an engaging metaphor for their navigation menu!

Other Recommendations for Metaphoric Representations

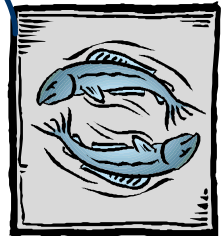
- ◆ Use intuitive symbols to represent your metaphor's graphical elements.
- ◆ Choose unambiguous, universally recognisable symbols.



- ◆ Use consistent graphical styles, colours, and sizes.
 - That is, your graphics should all have a consistent look and feel.
 - e.g., a Zodiac site ...



Inconsistent!



Orientation & Navigation

- ◆ How will people move about your site?
 - It is easy for users to get lost in some sites after only a few clicks.
 - Mark pages clearly with location details.
- ◆ Key Factors
 - User Orientation
 - Content Cross-Referencing
 - Efficient Content Delivery
- ◆ Navigation Elements
 - Menus, Navigation Bars, Buttons, Hypertext, Image Maps

Hypertext Links

◆ Basic Navigational Element

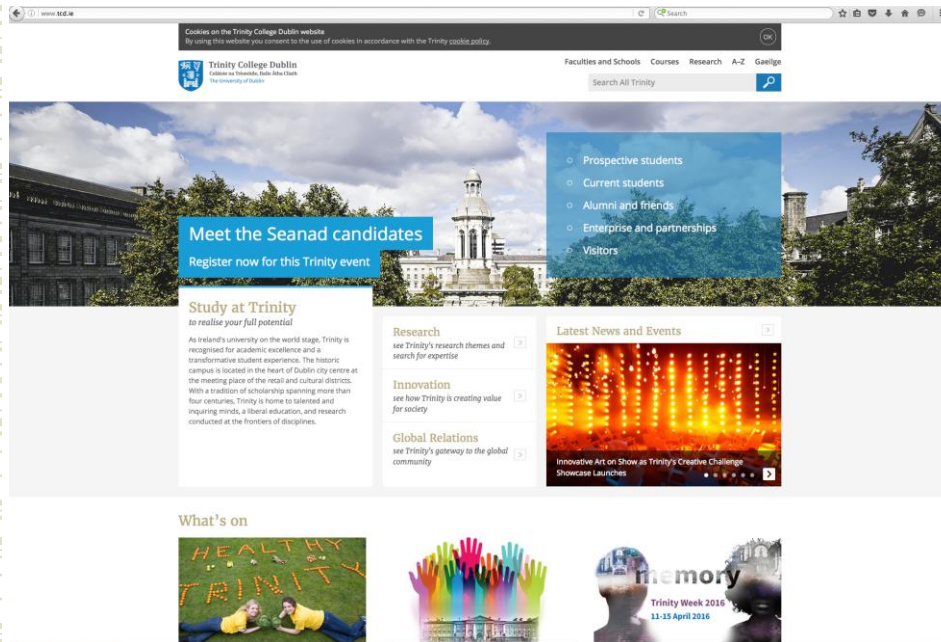
- Don't rely on graphical navigation links.
- Do supplement graphical controls with hypertext links.

◆ Advantages

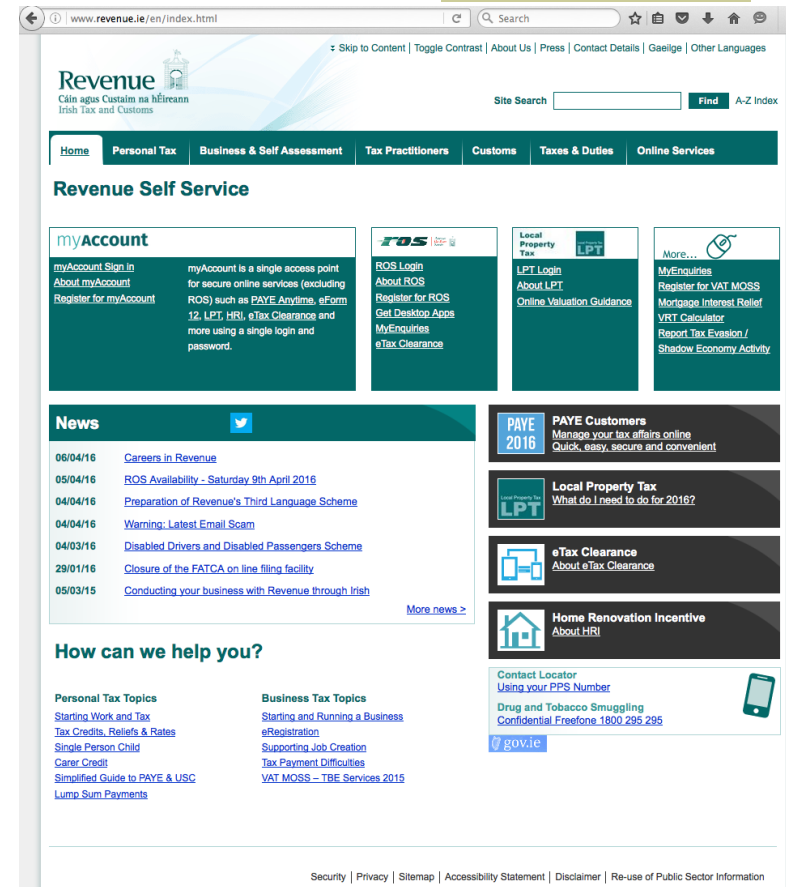
- No extra download time.
- Supported by *all* browsers.
- Universally accepted.



Hypertext Links



Note: Previous discussions on the use of “Image Thumbnails”, “Content Chunking & “The Three-Click Rule” also are relevant here.





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News and Opinion



GAA World Games to be played in UCD



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Foodbook24 tool to record Ireland's dietary intake



Cell structure analysis reveals colour of 10-million-year-old snake

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UCD Festival Sat. 18 June 2016

Check out the [UCD Festival website](#) for the latest programme which includes campus tours, thought provoking talks from leading thinkers, performances and family fun for all. Register your interest and book alumni reunion picnics here



UCD Decade of Centenaries Programme

Thur 5 - Fri 6 May 2016: Centenary Readings of James Joyce's *A Portrait of the Artist as a Young Man* conference. Keynote speakers Professor Gregory Castle, Arizona State University and Frank Callanan, SC, ... [more](#)



Robert Fisk Public Lecture - [Life after ISIS](#)

Mon. 18 April: An opportunity to hear this celebrated international journalist on a topic that is of global importance. [Book your place here.](#)

Using Graphics for Navigation

◆ Graphical Button Links

- Acceptable to most as navigational controls -- most user interfaces employ buttons.
- Don't design images that look like buttons, but which, in reality, are not.
- Make it clear which images are buttons and there for are clickable -- remember unlike hypertext there are no real cues as to which graphics are clickable and which are not.
- Use text with buttons to clarify meaning and to provide secondary access controls.
- Design aesthetically pleasing, iconic, and consistent buttons.



Image Maps & Splash Pages

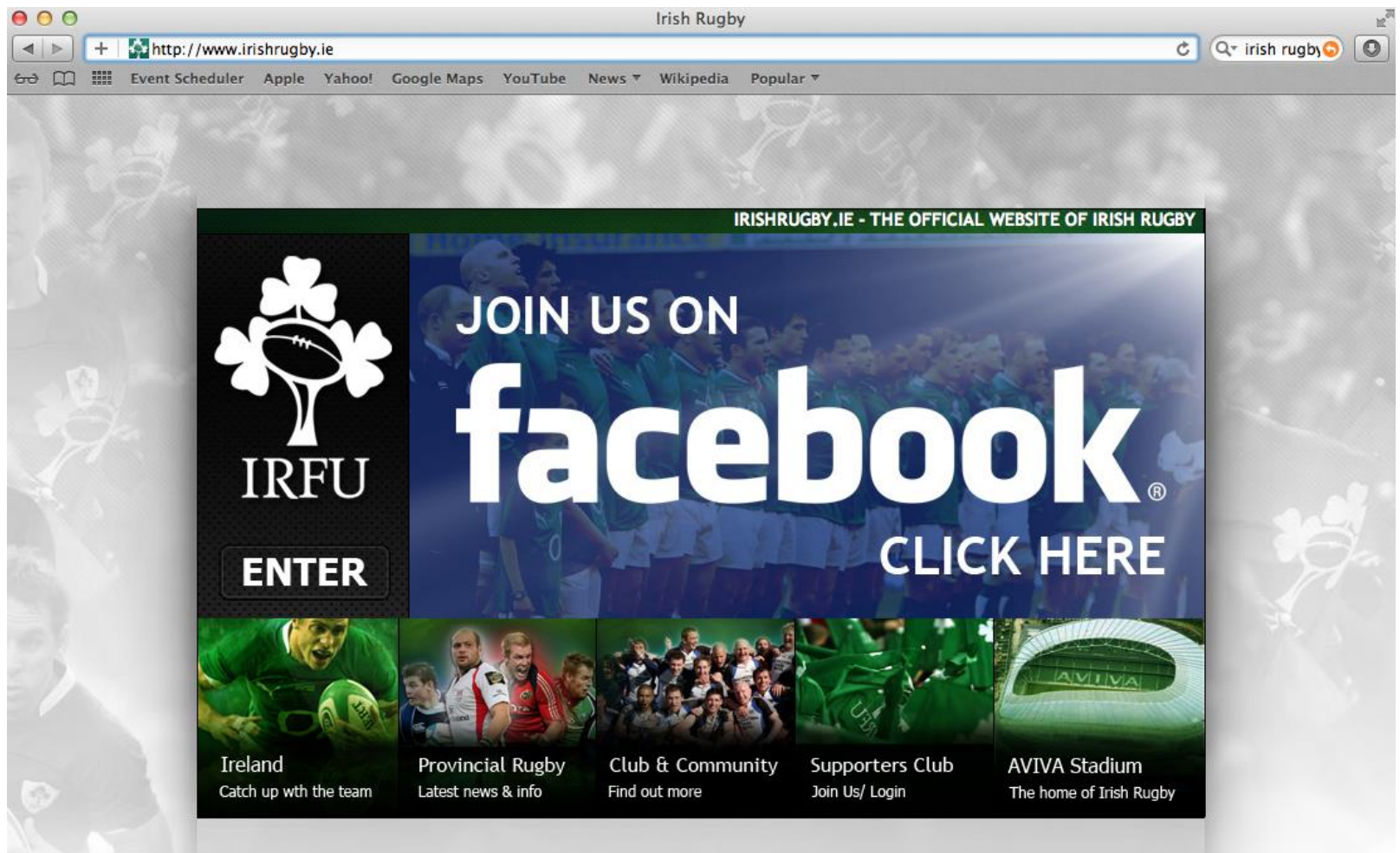
- ◆ What is an Image Map?
 - Graphical image with *hotspots* linking to other pages.
- ◆ Pros & Cons
 - Full and precise layout control of link elements.
 - No automatic highlighting of hotspots or click feedback -- image maps must be carefully designed so that hot spots are obvious and intuitive.
 - Of course image maps are also resource hungry.

Image Maps & Splash Pages



Hotspots

Image Maps & Splash Pages



Navigation Bars

[Home](#) [Car Hire](#) [Hotels](#) [Credit Card](#) [Park & Bus](#) [Route Map](#) [Manage Booking ▼](#)

[Online Check-In](#)



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To <input type="text"/>				Child <16	
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Dynamic Navigation Bars/Menus

The screenshot displays the Entertainment Weekly website interface. At the top, the 'entertainment.ie' logo is accompanied by social media links for Facebook (Like 65k) and Twitter (Follow). Navigation links for 'Log In' and 'Join now' are present, along with a search bar. A large advertisement for Jameson Ginger and Lime features a bottle of whiskey, a glass with a lime wedge, and the text 'JAMESON GINGER AND LIME. ASK FOR IT BY NAME. MY NAME.' Below the ad, a cookie consent banner states: 'By using this website, you consent to the use of cookies in accordance with our Cookie Policy.' The main navigation bar includes links for Home, TV, Cinema, Gossip, Photos, Music, Man Cave, WTF, Video, Tickets, Competitions, Festivals, Stage, and More. The 'Cinema' link is highlighted. Below the navigation bar, the page is organized into several sections: 'Cinema Home' (with links to Cinema Listings, Movie Reviews, Trailers, Video Interviews, Movie News, Coming Soon, The Movie Show, and Cinema Features), 'Movie Reviews' (featuring 'Labor Day'), 'Movie News' (featuring 'Days of Future Past', 'Divergent opens huge at the US box office', 'Just how huge did The Rock get for Hercules? This huge', 'Bond and Taken unite as Liam Neeson and Pierce Brosnan line up movie shoot in Belfast', and 'Five directors who need to make a horror movie'), 'Popular Trailers' (featuring 'The Stag' and 'The Grand Budapest Hotel'), and 'Movie Videos' (featuring 'Captain America: The Winter Soldier').

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The Movie Show
Cinema Features

Movie Reviews

Labor Day

Movie News

Watch: Brand spanking new trailer for X-Men: Days of Future Past

Divergent opens huge at the US box office

Just how huge did The Rock get for Hercules? This huge

Bond and Taken unite as Liam Neeson and Pierce Brosnan line up movie shoot in Belfast

Five directors who need to make a horror movie

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The Stag

The Grand Budapest Hotel

Movie Videos

CAPTAIN AMERICA THE WINTER SOLDIER

Site Map & Site Search



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Portal:Contents

From Wikipedia, the free encyclopedia

All portals

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Culture

Geography

Health

History

Mathematics

Nature

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Philosophy

Religion

Society

Technology

Explore Wikipedia's contents

Below are pages to help you select subjects to learn about.

Overviews

- **Overview** — main articles of various topics
- **Outlines** — subject summaries, as follows:
 1. Ease of discovery – outlines show which topics belong to a subject and why
 2. Access to articles – outlines serve as tables of contents of Wikipedia
- **List of academic disciplines and sub-disciplines** — subjects studied in college or university

Lists

More topic lists. Some are lists of lists.

- **Lists** — of related items

Two of the broadest list collections are:

- **Lists of countries and territories and many lists by country**
- **Lists of people including by nationality and by occupation**

Alphabetical indexes

- **Indexes** — subject indexes, sorted alphabetically.
- **Complete alphabetical index** — pages sorted by the first two letters of the title, e.g., "Aa Ab Ac Ad..."
- **Special:Categories** — every category listed alphabetically

Timelines

- **Timelines** — list articles chronologically.
 - **List of centuries**
 - **List of decades**
 - **List of historical anniversaries** — e.g. events on January 1 of any year
 - **2014** — major events this year
 - **Portal:Current events** — featured current events and related project activities
 - **Deaths in 2014** — lists notable people who died this year
 - **Category:Graphical timelines** — graphical timelines in the category and subcategories, arranged alphabetically

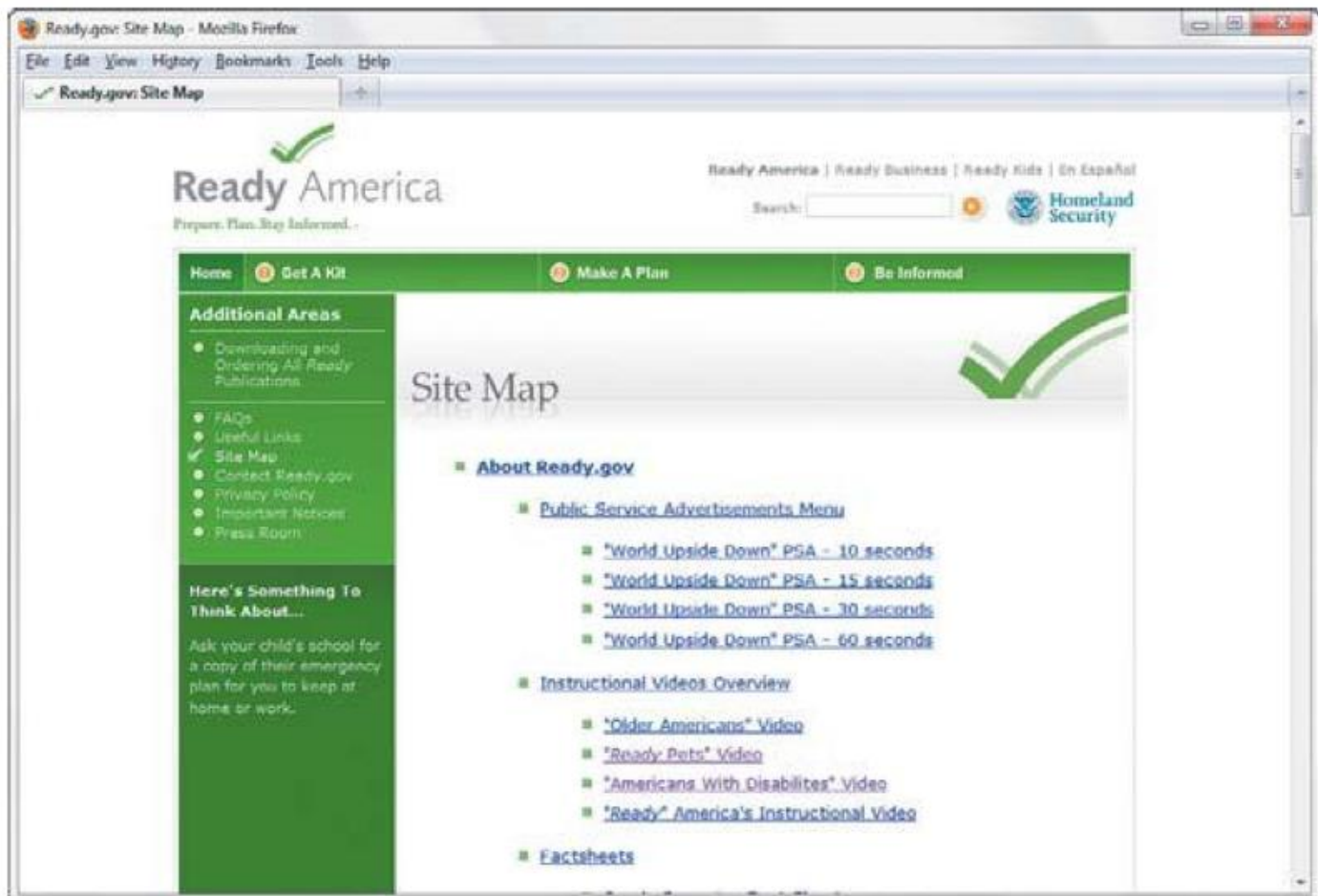
Featured content

Shortcuts:
WP:0
WP:START

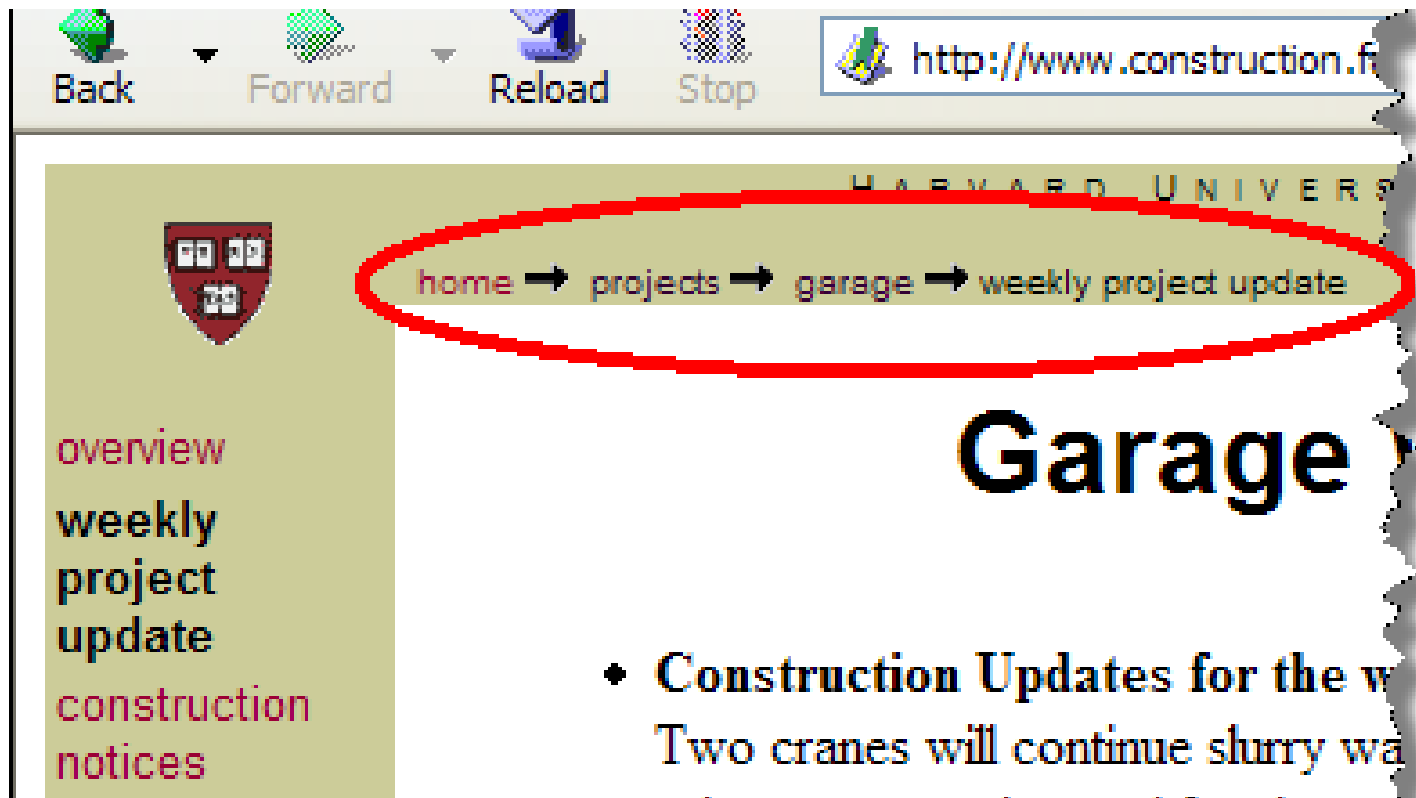
Contents [hide]

- 1 Explore Wikipedia's contents
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- 3 Lists
 - 3.1 Alphabetical indexes
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- 7 Spoken articles
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- 9 Portals
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- 11 Glossaries
- 12 Most popular articles

Site Map & Site Search



Breadcrumb Navigation



Wireframes

- ◆ A sketch or diagram of a web page that shows the structure (but not the detailed design) of a basic web page elements.
- ◆ E.g., header, navigation bar, content area and footer.

