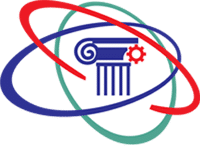
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# ASSIGNMENT : 1

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# Subject: Internet and Web Technology

Q1. **Explain Important Web Issues. Ans.** 1.5 Important Web Issues

There are many points one should keep in mind while designing and hosting a Web site. Adherence to these will help evolving sites which are liked by users and, thereby, attract more visits.

## Usability Issues

A Web site can be rated as usable if the users return to the site again and again. If a visitor has to work hard to find information /details of a product, he is not going to do that. Hence reaching the information should be made easier for the user. What are the parameters that make a site usable/ easily accessible to the users? They are discussed below:

1. Information Availability-- All the information that helps a visitor make informed decisions should be in the Web site. The general benchmark of a good Web site is that it should be providing 80-90 % of what a user/visitor is looking for. To illustrate, take the case of sale of a product like ‗pen drives‘, a brief one line summary with a further link to a page detailing the features and price and arrangement for the purchase should attract the buyers.
2. Page layout: How the content is displayed on the page -- The page should be laid in such a way people should be able to find relevant content quickly. Else they lose interest and leave the site. Page should be clean and simple. Keep only those elements that enhance the usability of the page.
3. Colours -- Standard colours should be used as colours can affect the usability of the site. For example, the standard colours used for links (blue for links; violet for visited links; and red for active links) should be maintained as one runs the risk of confusing the visitors,
4. Download Speed -- The speed of the download is very important as delays can weary away the visitors. As you, as a Web designer, can‘t determine the speed, do what you can that will not slow down the download. Some considerations are optimizing the graphics (images not larger than 10 kb), making smaller pages (say, not more than 30 kb), and avoiding nested tables though they improve the layout enormously. It is also to be noted that advertisements served from different servers may slow down your site. Also check the condition of the Web server periodically as to whether it needs upgradation which should include the bandwidth too.

## Web Accessibility

Web accessibility means accessibility to all including people with disabilities (like visual, audio, physical, speech, cognitive, neurological, including people with waning abilities due

to advanced age) can interact and /or contribute to the Web. As more and more accessible Web sites and software are made available, people with disabilities should be able to use and contribute the Web more effectively. Web accessibility providing equal access and opportunity to all enable people to participate more actively in society.

## Appearance is Secondary

Do not focus too much on appearance. It‘s often found that people exhaust all their energy at the beginning itself in getting the appearance of the Webpage to their entire satisfaction and in the process are left with less time and patience on the content part. Hence start with the basic appearance and improve, if so felt, later. In short, appearance is important but the excess importance placed on appearance at the beginning my be avoided as it may be at the cost of more important elements of a Web page.

## User-friendly Site

Your audience is the key. You must know the pulse of the audience when it comes to gauging their information requirements. Create content of what they require. Also make the content of your site easily reachable. Easy access or reachability presupposes creation of intelligent/logical navigational system. Some general rules are given below: a) make navigational bar/panel in all pages,

1. provide short cuts to pages/contents where visitors are likely to want to go. Do not force them to go to main page or the Site Map if they need to visit another page in the site i.e put direct links to the logical places.,
2. make sure your site is visible to all visitors i. e your menu is not confined to a particular browser but to as many as possible like Microsoft Internet Explorer, Firefox Netscape and Safari.
3. Use Site Map: Site Map is one page where you list all the contents of your site and the visitor can easily navigate to the one he wants i. e it provides another route to other pages.
4. Provision of search box (implying provision of a search engine on your site) - where the site has a large number of pages the search box will be much helpful in finding relevant information faster. You could find most of all these facilities provided in the Web site of IGNOU, which‘s quite a large site in itself.

## Search Engine Visibility

If your site cannot be found through search engines, you do not exist to the world. How to make the site visible to search engines is the biggest issue you will encounter. Hence find more information on the topic from the net or from books on how to get listed in the search engines.

## Que -2 Explain Web Design Concepts.

**Ans.** Web design has many similarities with print design. The Web, like printed media, was originally designed for distributing text to be read widely by people. As multimedia was introduced on the Web, many people began to make comparisons between the Web and television. Push technology, in which information is sent to the user automatically, was introduced as a way of making the Web more of a passive medium. However, the comparison between the Web and television is still not accurate.

## Multimedia

One of the most common misconceptions about Web design is that a good site must dazzle the user with a multimedia experience, and that the content of the site is of secondary importance. As a Web designer, you want your site users to have a satisfying experience, but dazzling them is not necessarily your goal. The primary goal in Web design is to give users what they want, not what you think they want. This goal can be achieved with a complex balance of well-planned design, high-quality content, and proper use of available media. If multimedia makes sense and enhances the usability of a site, you should use it. If multimedia does not enhance the user experience, or if it degrades the user experience by creating an unnecessarily long download, then you should not use it.

## Interactivity

Web design actually has much more in common with software interface design than either print design or television. The key difference between Web design and design for traditional media such as print or television is interactivity. Web designers must be aware of the way that information is presented on the screen, and also of the ease with which site visitors can use the site's navigation and other interactive elements. Ultimately, if you do not satisfy your Web users' needs or desires, they will find other sites that will. The Web designer who thinks only from his or her own perspective, and not from the users' perspective, will certainly find dissatisfied Web visitors, clients and customers.