

COMSC-032

**Web Site Development-
Web Design**



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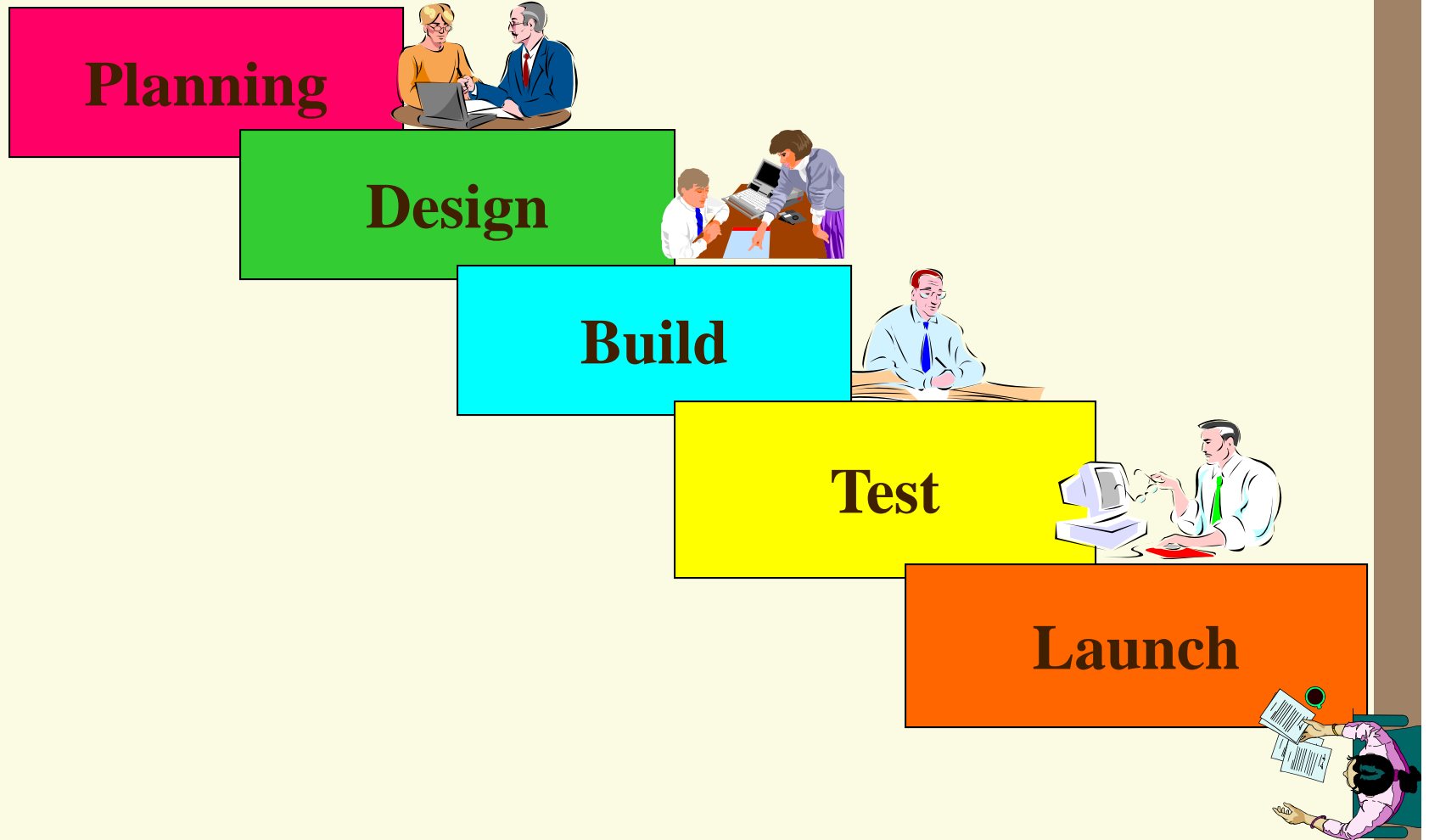
Lecture 4



4

Web Site Planning & Design Guide

Five Phases of a Web Site Project



Lecture 4

- State the Site's Purpose
- Abstract Description of the Site
- Search for Related Sites
- Identify Target Audience
- Determine Site's Content Pages
- Navigation Design
- Site Map
- Registering Domain Name
- Design's Look and Feel
- Wireframe



Determining the Site Purpose

- **Gathering information-** Start with a few questions
 - Why are you building this site?
 - Will the site be professional, fun, silly or informative
 - Will the site sell products, services or provide information, etc.
- **Reasons of building a Web Site:**

**Sell
Products**

**Offer
Services**

**Share
Ideas**

**Generate
New
Business**

**Provide
Information**

Determining the Site Purpose

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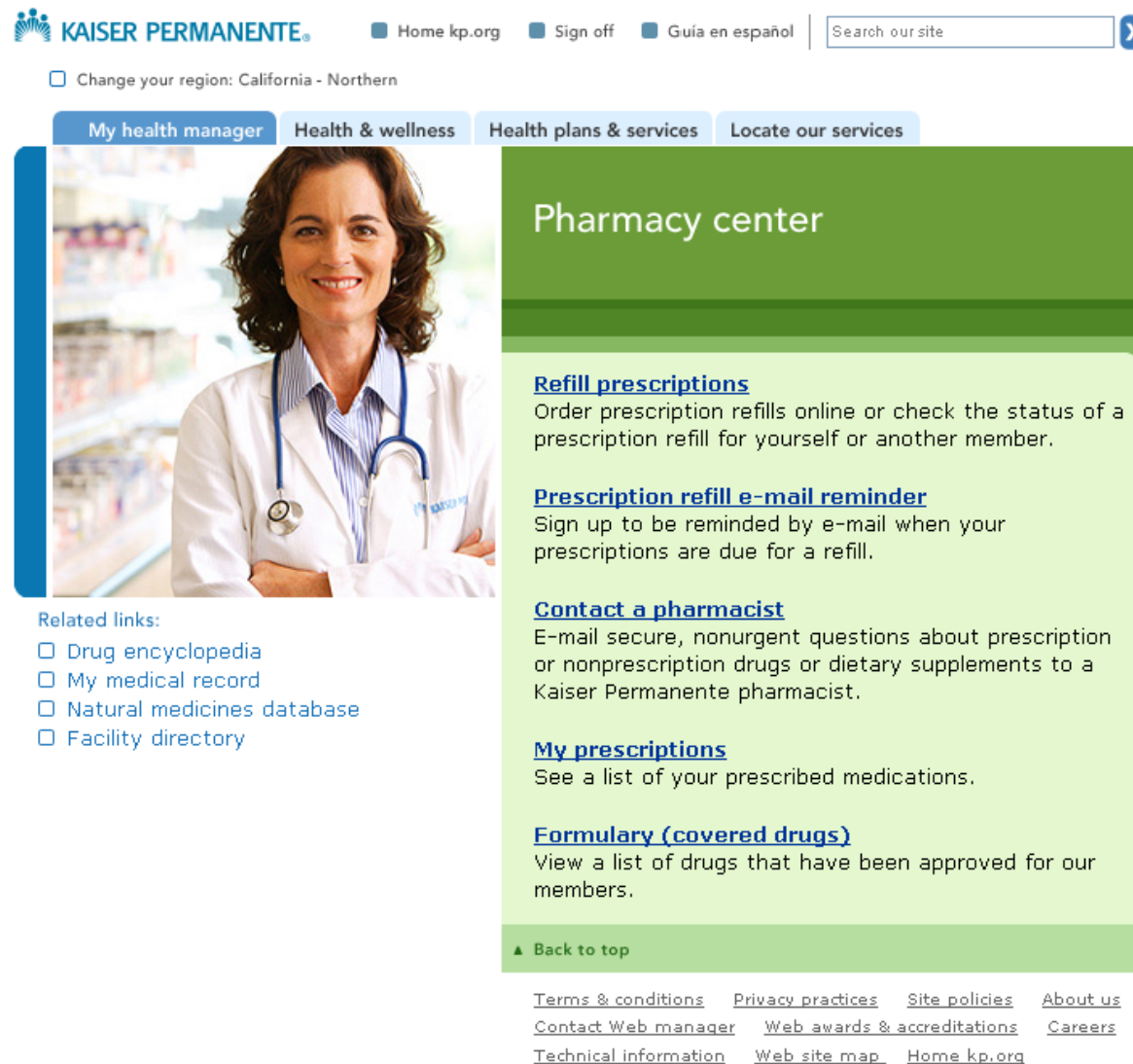
■ Develop a purpose statement

- Discovering a site's purpose can help streamline the process of determining what should be on the site, who the **site is targeted** to, and how the **site will function**.
- Overall design is related to the **site purpose**

Pharmacy Center at KaiserPermanente.org

1. To allow our members to refill their prescriptions or check on prescription status conveniently online.
2. To search for information on formulary covered drugs approved for members.

Determining the Site Purpose



The screenshot shows the Kaiser Permanente website interface. At the top, there is a navigation bar with the Kaiser Permanente logo, links for Home kp.org, Sign off, and Guía en español, and a search bar. Below the navigation bar, there is a link to change the region to California - Northern. The main content area features a navigation menu with options: My health manager, Health & wellness, Health plans & services, and Locate our services. The central focus is the Pharmacy center page, which includes a photo of a smiling female pharmacist. To the left of the photo are related links: Drug encyclopedia, My medical record, Natural medicines database, and Facility directory. To the right of the photo, under the heading 'Pharmacy center', are several service links: Refill prescriptions (with a description: 'Order prescription refills online or check the status of a prescription refill for yourself or another member.'), Prescription refill e-mail reminder (with a description: 'Sign up to be reminded by e-mail when your prescriptions are due for a refill.'), Contact a pharmacist (with a description: 'E-mail secure, nonurgent questions about prescription or nonprescription drugs or dietary supplements to a Kaiser Permanente pharmacist.'), My prescriptions (with a description: 'See a list of your prescribed medications.'), and Formulary (covered drugs) (with a description: 'View a list of drugs that have been approved for our members.'). At the bottom of the page, there is a 'Back to top' link and a footer with various site links including Terms & conditions, Privacy practices, Site policies, About us, Contact Web manager, Web awards & accreditations, Careers, Technical information, Web site map, and Home kp.org.

KAISER PERMANENTE Home kp.org Sign off Guía en español Search our site

Change your region: California - Northern

My health manager Health & wellness Health plans & services Locate our services

Pharmacy center

Refill prescriptions
Order prescription refills online or check the status of a prescription refill for yourself or another member.

Prescription refill e-mail reminder
Sign up to be reminded by e-mail when your prescriptions are due for a refill.

Contact a pharmacist
E-mail secure, nonurgent questions about prescription or nonprescription drugs or dietary supplements to a Kaiser Permanente pharmacist.

My prescriptions
See a list of your prescribed medications.

Formulary (covered drugs)
View a list of drugs that have been approved for our members.

▲ Back to top

Terms & conditions Privacy practices Site policies About us
Contact Web manager Web awards & accreditations Careers
Technical information Web site map Home kp.org

Abstract Description of the Site

■ Describing a Web Site's Image

Professional	Casual	Innovative	Creative
Traditional	Cutting-edge	Popular	Honest
Colorful	Fun	Witty	Intelligent
Smart	Open-minded	Supportive	Caring
Technological	Trend-setting	Urban	Cultured
Educated	Contemporary	Organized	Efficient
Cost-effective	Reliable	Trustworthy	Friendly
Talented	Confident	Capable	Established
Informative	Respected	Clever	Solution-oriented

Identify the Target Audience

- Begin constructing ideas about the tangible benefits to visitors:
- Examples:
 - Helpful
 - Informative
 - Convenient
 - Fast and easy
 - Reliable
 - Useful in promoting success and achievements



Identify the Target Audience

How can identifying the ideal site visitor impact the design of a Web site?

- Knowing who the ideal visitor is can help you as the designer make important decisions about the **look and layout** of the design.
- For example, if you were going to develop a healthcare Web site for audience composed mostly of seniors, you might deduce the font size might be an important issue.

Identify the Target Audience

- **Why is it important to construct an identity for a Web site?**
 - The identity is something visitors can connect with both **intellectually** and **emotionally**, and it assists you with making aesthetic decision about the site before it gets designed and build



Aesthetic Design

Colors

Fonts

**Graphic
images**

Photos

Shapes

Theme

Layout

Background

**Navigation
Menu**

Search for Related Sites

- Evaluate competitors for their **successes** and **failures**.
- You can find out what the competition has **done well** and make sure **similar features** are present in your own project's design.
— OR —
- You can see what the competition has done badly and make sure not to include those bad features in your own project's design.
- Pay attention to colors, shapes, fonts, photos, graphic images, navigation and other design elements

Determine Site's Content Pages



1. What will be on the home page?
2. What other main pages will be on the site?
3. Do you want an About page that you'll provide information about the company?
4. Will there be a products or services page?
5. What will you include on the Contact page?
6. What element elements should appear on each page?
7. Where will the photos, graphics and illustrations will come from?

Determine Site's Content Pages

- **The bare minimum:**
 - Contact info
 - Home page info
 - Privacy policy
 - Site map- found on large sites
 - Footer

Navigation Design

- **Web page navigation comes in a variety of styles:**
 - navigation table
 - navigation list
 - navigation pull down
 - navigation buttons

Navigation Design

- **Navigation Orientation**
 - Vertical
 - Horizontal
- **Navigation Alignment**
 - Top
 - Left

Navigation Design

Style: Navigation buttons
Orientation: Vertical
Alignment: Left



Navigation Design

Style: Navigation pull down

Orientation: Horizontal

Alignment: Top



My health manager | Health & wellness | Health plans & services | Locate our services

- My doctor
- My medical record
- Pharmacy center
- Appointment center
- My plan and coverage
- My message center
- My profile

Members
User ID
Password
[Forgot your user ID or password?](#)
[Register to get a user ID](#)

Experience My health manager

Prospective Members | Employers/Administrators | Media Representatives | Brokers | Job Seekers

Important notices
Learn about [health care reform](#) in action.
We're remodeling our website: You may notice sections that look different as we phase in improvements.

Health and wellness
Protect yourself and your family: [Get vaccinated for flu](#) and [whooping cough](#).

Health plans and services
A perfect match of choice and price: [Apply for coverage](#).

Navigation Design

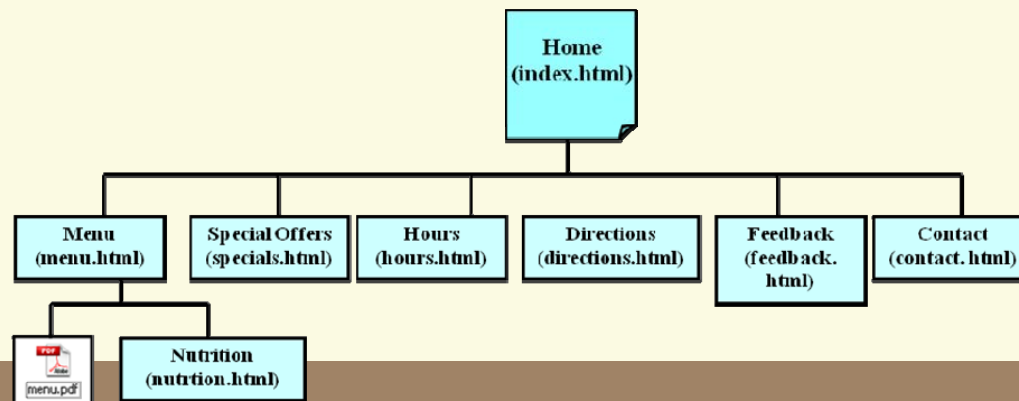
Style: Navigation list
Orientation: Horizontal
Alignment: Top



Making the Site Map

A Site Map

- Is a visual, diagrammatic representation of a Web site's **architecture**
- A flowchart (storyboard) of the web site that shows the hierarchy of pages and relationships between the pages.
- Serves a different function than a wireframe and can be drawn by hand or created with a computer drawing program, such as PowerPoint or Visio



Choosing a Domain Name

- A **domain name** is simply a name used to identify an address on the Internet for Web sites and e-mail.
- The Web address is composed of four distinct parts:
 - Protocol (i.e. http:// or https://)
 - www
 - Domain name
 - Extension (i.e. .com .edu .org .mobi)

Verifying Domain Name Availability

- After deciding on a domain name, verify that the name is **available** for registration.
- A number of Web sites, including many domain registrar sites, offer fast and free verification. Here are two examples:
 - www.1and1.com
 - www.godaddy.com
 - www.dotster.com

Finding a Good Hosting Plan

- A hosting plan is like a monthly or annual **parking space** that you rent for your Web site.
- Web host service providers also offer domain name registration.
 - www.1and1.com
 - www.godaddy.com
 - www.dotster.com

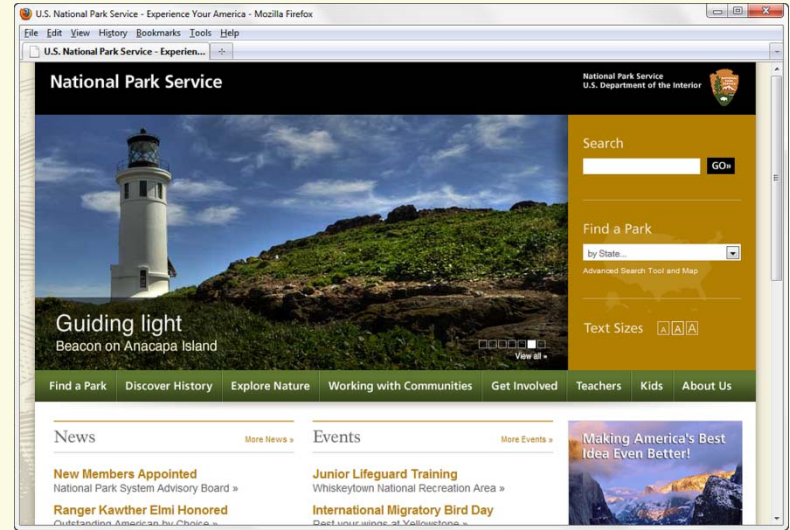
Design the Site's Look and Feel

■ Web Site Colors

- ✓ Choose colors that will appeal to your target audience.
- ✓ Communicate ideas
- ✓ Evoke emotions
- ✓ Affect moods
- ✓ Convey unspoken psychological messages about the site and the products and services offered

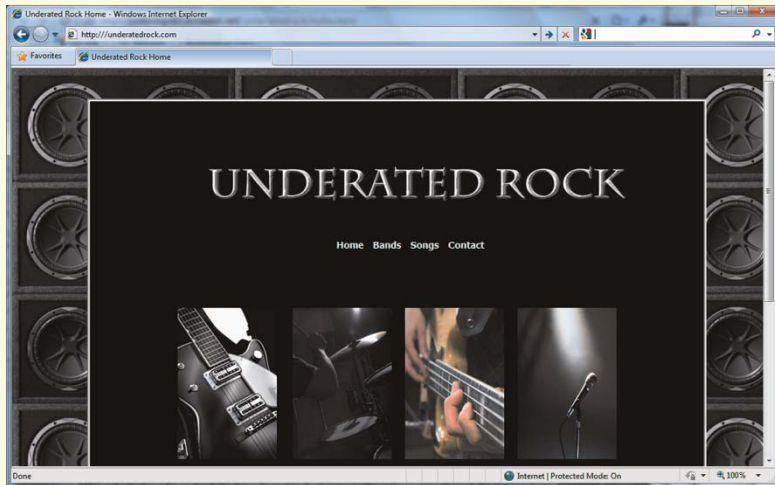


Appealing to Kids & Preteens

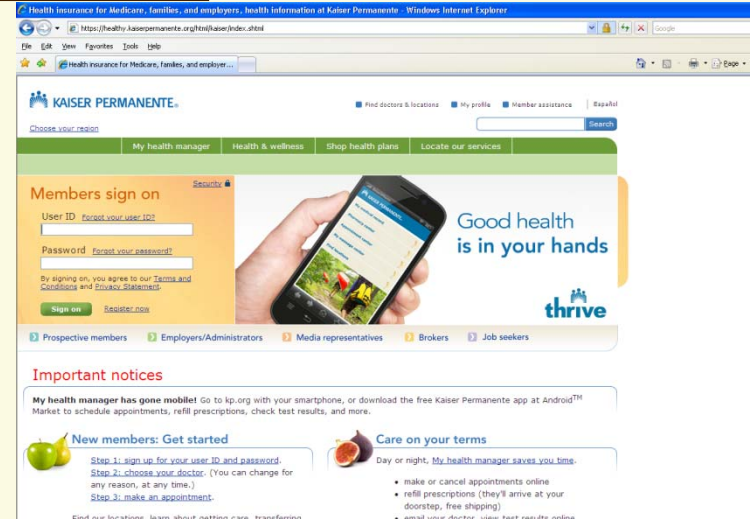


Appealing to Everyone

Use of Color



Appealing to Young Adults



Appealing to Older Adults

Design the Site's Look and Feel

How to choose a color scheme?

- **Monochromatic**

- <http://meyerweb.com/eric/tools/color-blend>

- **Choose from a photograph or other image**

- <http://www.colr.org>

- **Begin with a favorite color**

- Use one of the sites below to choose other color
 - <http://design-seeds.com/>
 - <http://www.colorschemedesigner.com>
 - <http://www.colorjack.com>
 - <http://www.colorsontheweb.com/colorwizard.asp>

Design the Site's Look and Feel

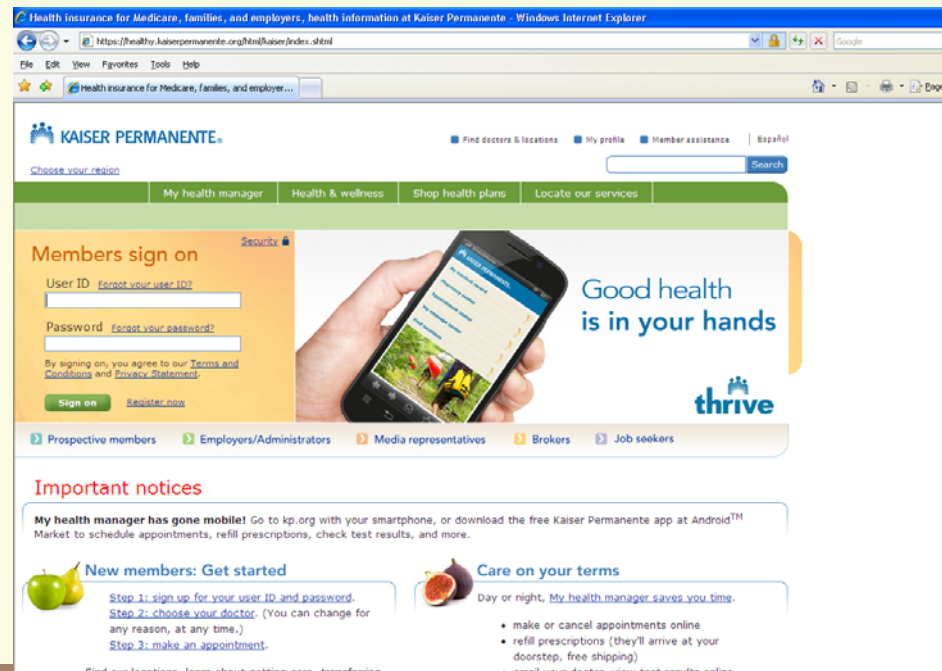
Design “Easy to Read” Text

- Use **common fonts**:
 - Arial, Helvetica, Verdana, Times New Roman
- Use appropriate text size:
 - medium, 1em, 100%
- Use strong **contrast** between text & background
- Use **columns** instead of wide areas of horizontal text

Design the Site's Look and Feel

Page Layout Design Techniques

- **Ice Design**
 - AKA rigid or fixed design
 - Fixed-width, usually at left margin



Design the Site's Look and Feel

Page Layout Design Techniques

- **Jello Design**

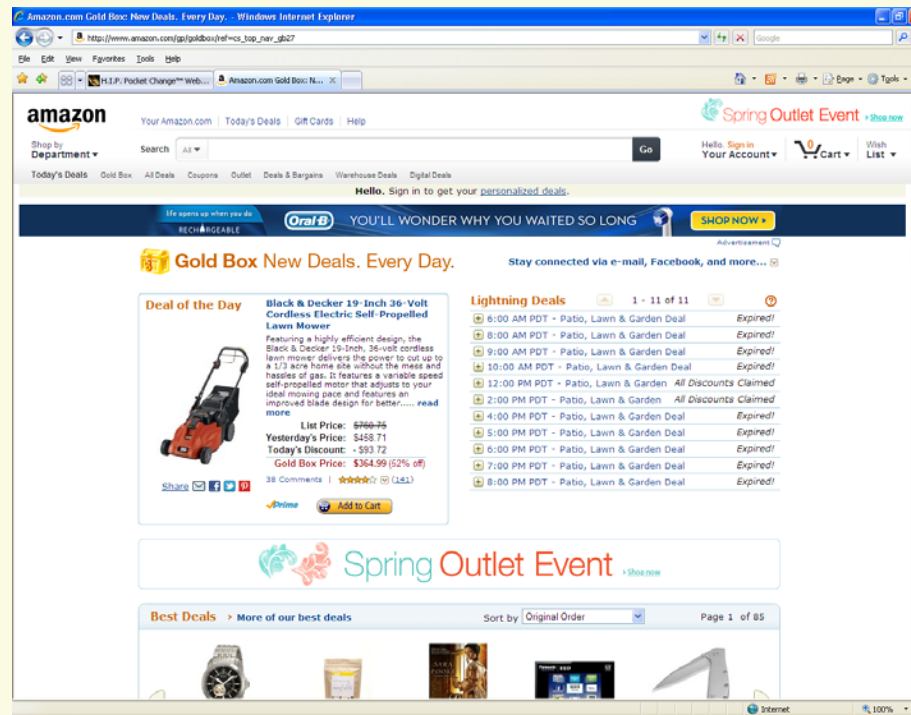
- Page content centered
- Often configured with a fixed or percentage width such as 80%



Design the Site's Look and Feel

Page Layout Design Techniques

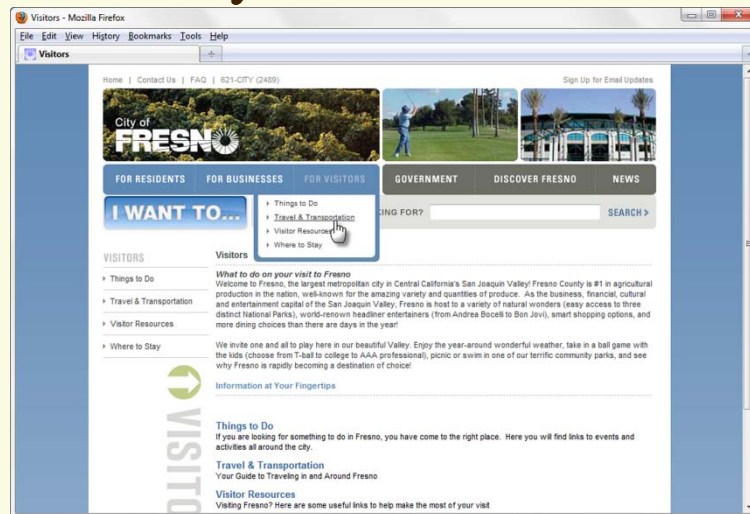
- **Liquid Design**
 - Page expands to fill the browser at all resolutions.



Design the Site's Look and Feel

Page Layout

- Test at various screen resolutions
 - Most widely used: 1024x768, 1280x800, and 1366x768

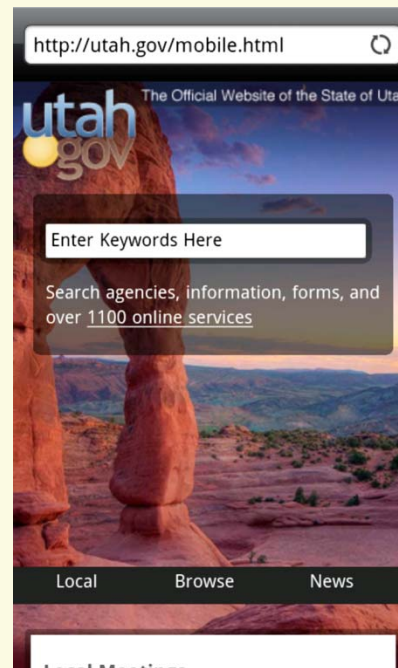


- Design to look good at various screen resolutions
 - Centered page content
 - Set to either a fixed or percentage width

Design the Site's Look and Feel

Design for the mobile Web

- Design Considerations:
 - Small screen size
 - Low bandwidth
 - Font, color, and media issues
 - Awkward controls, limited processor and memory
 - Functionality

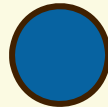


Design the Site's Look and Feel

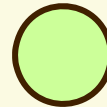


www.lmcbrentwoodcafe

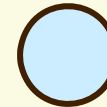
Color Scheme:



#003366
banner & footer



#CCFF99
navigation



#B7DDFF
content area

Font Type: Arial **Font Color:** #3366CC

Navigation Orientation: Vertical

Navigation Alignment: Left after banner

Navigation Style: Drop-down

Layout Size: 900 x 700

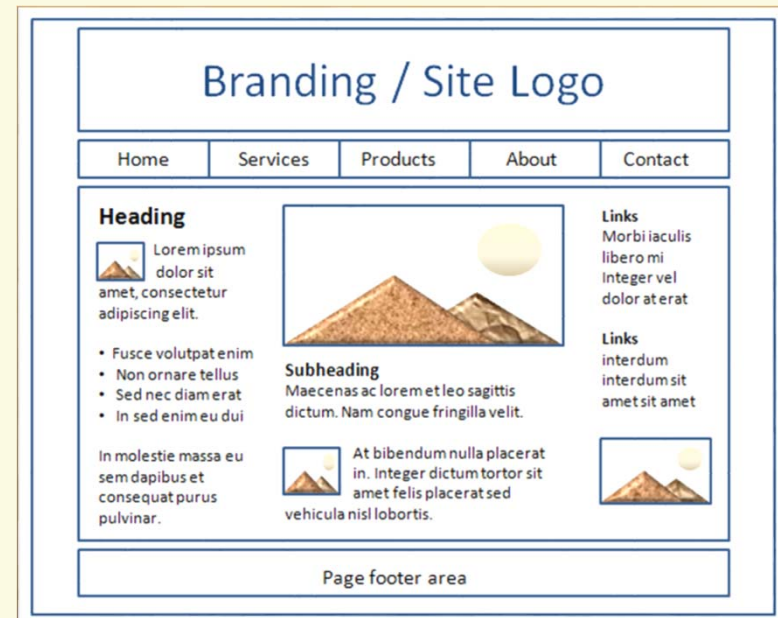
Layout Orientation: Centered-aligned

On Each Page: company logo banner with
navigation menu and footer

Footer: About Us| Site Map| Privacy

Wireframe

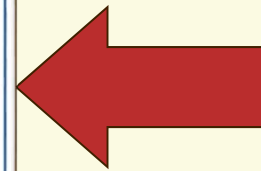
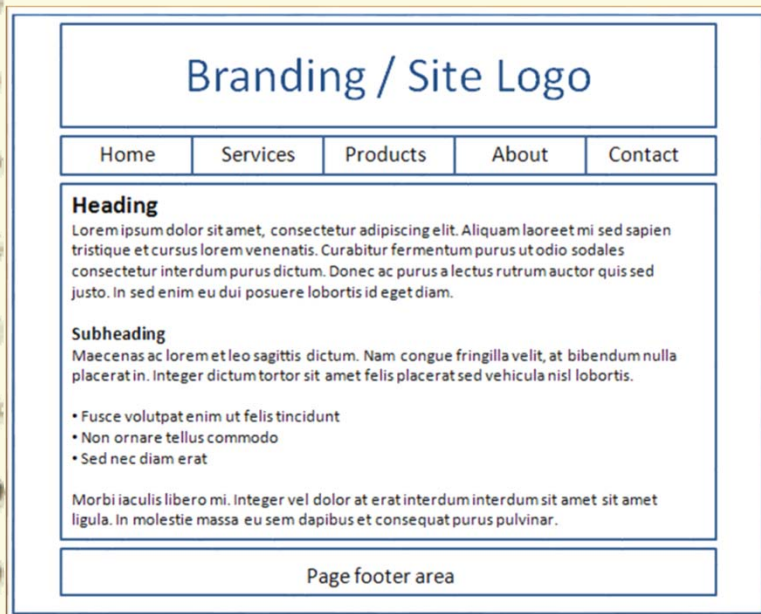
- A sketch of blueprint of a web page
- Shows the structure of the basic page elements, including:
 - Logo
 - Navigation
 - Content
 - Footer



Wireframe


Web Page Design Page Layout

- Place the most important information "**above the fold**"
- Use adequate "**white**" or blank space
- Use an interesting page layout

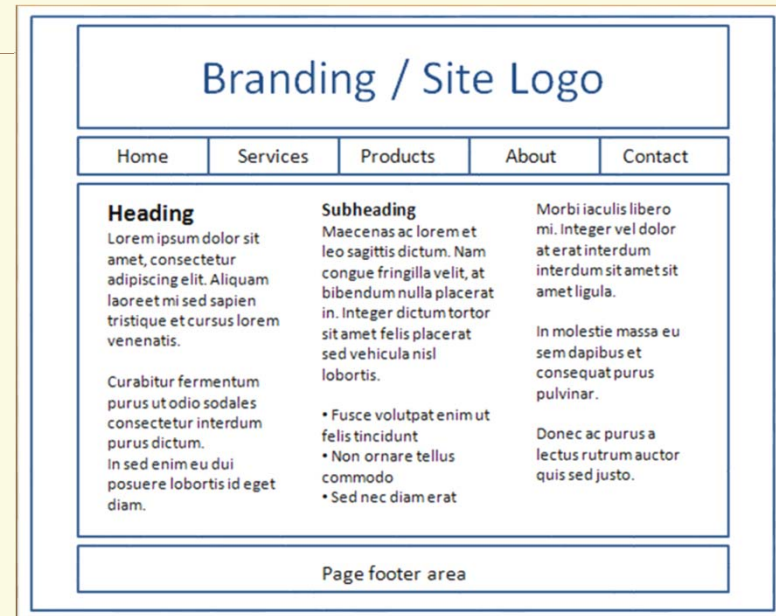
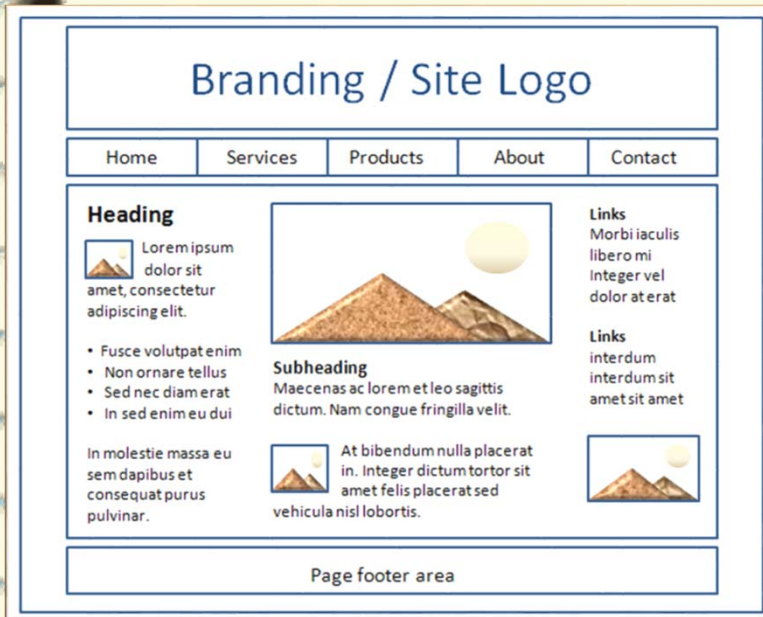


This is usable, but a little boring. See the next slide for improvements in page layout.

Wireframe

Better 

Columns make the page more interesting and it's easier to read this way.



 Best

Columns of different widths interspersed with graphics and headings create the most interesting, easy to read page.

Wireframe

wrapperDIV

width=900px

Height=630px

