



# How-to Web Site Development

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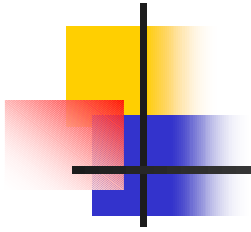
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**Orange Country Internet User Group**

**[www.OCIUG.org](http://www.OCIUG.org)**



# Topics

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- **Basic design**
- **Web site usability**
- **Web technologies**
- **Development process**



# Basic design

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- **Elements of good design**
- **Planning**
  - **Intended audience**
  - **Message to be communicated**
  - **Similar messages communicated by your competitors**



# Basic design

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- **Coherence**

- **Design**

- Is a means of communication
- Not a decoration
  
- Importance ideas
  - More prominent
- Secondary ideas
  - Less prominent



# Basic design

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- **Proportion**

- **Relative size to surrounding objects**

- **Spacing**

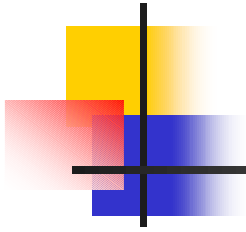
- **Headlines**

- **White space separation**

- **Lines**

- **Text**

- **Borders**



# Basic design

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## ■ Contrast

- Light and dark areas
- Text, artwork and white space
- High contrast is good to have
- Avoid low contrast



# Basic design

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- **Uniformity versus Consistency**
  - **Uniformity leads to boredom**
  - **Tension is good**
  - **Good design handles diversity in a consistent way**
  - **Consistency leads to style**

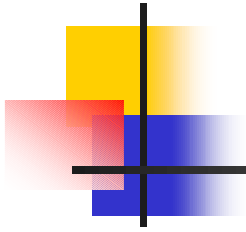


# Basic design

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- **Page to Page consistency**
  - **Same margins**
  - **Identical**
    - Typeface, type size, line spacing
    - Body, headlines, subheading and captions
  - **Uniform**
    - Paragraph indents and spacing between columns
  - **Repeating Graphical Elements**



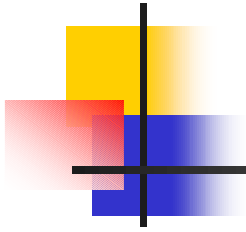


# Basic design

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- **Restraint**

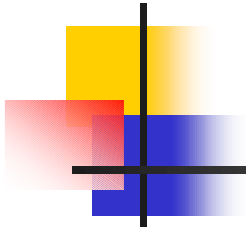
- **Graphic design should be invisible**
- **Unnecessary emphasis weakens total impact**
- **Restrict changes**
  - **Typeface**
  - **Type size**



# Basic design

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- **Web page design is similar to graphic page design for desktop publishing**



# Web site usability

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- **If it is hard to use....**
- **Don't make the user think**
- **Get rid of the questions**
  - **Obvious vs. requires thought**
- **Self evident**
  - **Or at least self explanatory**



# Web site usability

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- **How are web sites really used**
  - **People don't read**
    - They scan
  - **People don't choose the best option**
    - Choose the first option
  - **People muddle through**
    - Read directions, are you kidding?



# Web site usability

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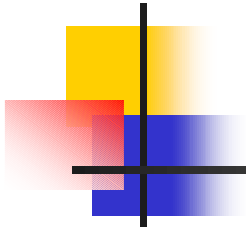
- **Create a hierarchy**
  - **Most important is prominent**
  - **Relate items visually**
  - **Nest related items together**



# Web site usability

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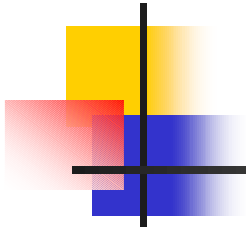
- **Conventions**
  - **Don't be non conventional**
    - Ever use a non conventional web shopping cart?
- **Break pages into clearly defined areas**
- **Make obvious what is clickable**



# Web site usability

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- **Make choices mindless**
- **Omit (needless) words**



# Web site usability

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- **Web Navigation**
  - **Sense of**
    - **Scale**
    - **Direction**
    - **Location**
  - **Know how to find items**
  - **Know where to find items**
  - **Knowing where you are**





# Web site usability

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- **Navigation - Every Page should have...**
  - **Site ID**
  - **Home link**
  - **Main Sections links**
  - **Utilities**
    - **Help, contact info, site map**
  - **Search**
  - **Page name**
    - **You are here indicators**
    - **Breadcrumbs**



# Web site usability

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- **Home Page design (just one more thing)**
  - **Site identity**
  - **Site hierarchy**
  - **Search**
  - **Teases**
  - **Timely content**
  - **Deals**
  - **Short cuts**
  - **Registration**
  - **Establish trust**
  - **Show me .....**



# Web site usability

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- **Home page**

- **Tagline**

- **Welcome blurb**



# Web site usability

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- **Design issues**

- **Rollovers**

- See one at a time
    - Need to find them
    - Too fast, popup

- **Pull downs**

- Need to find them
    - Hard to scan
    - Use with well known items
      - i.e. list of states



# Web site usability

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- Test

- Test

- Test



# Web Technologies

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- **Many products to choose from**
  - **Microsoft**
    - **Some are free**
    - **Use a demo version**
    - **Online documents**
    - **Examples**
    - **Help and support**
  - **Others**
    - **There are some great products....**



# Web Technologies

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- **Browser**
  - html viewer
- **Web server**
  - Provides content
  - Static or dynamic pages
- **Authoring Tools**
  - Simple design
  - Graphics design
- **Development Tools**
  - Web site development
  - Data base development



# Web Technologies

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- **Products – Browser, client side**
  - **Windows 95, 98, ME & NT**
    - Internet Explorer older versions
    - Limited DHTML support
  - **Windows 2000 & XP**
    - Internet Explorer 5.5 or 6
    - Best application support
    - Less bugs

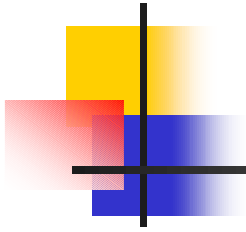




# Web Technologies

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- **Products – Web Server**
  - **Windows 95, 98, ME and NT**
    - Option Pack
    - Personal web server, IIS
    - HTML and ASP pages
  - **Windows 2000 and XP**
    - HTML and ASP pages
    - Internet Information Server (IIS)
    - .NET Framework
      - 98, ME, NT, 2000 and XP



# Web Technologies

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- **Products – Development Tools**
  - **Visual Studio 6.0**
  - **Visual Studio .NET**



# Web Technologies

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- **Products – Content Authoring Tools**
  - **FrontPage Express**
  - **Outlook Express**
  
  - **FrontPage 2000 or 2002**
  - **Microsoft Office 2000 or 2002**



# Development process

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- **Design a Site map**
  - **Shows basic navigation from page to page**



# Development process

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- **Static content**
  - **Html, dhtml**
  
- **Dynamic content**
  - **Text files**
  - **XML files**
  - **Access database**
  - **SQL database**



# Development process

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- **HTML**
  - **Tags**



# Development process

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- **Script**
  - **Vbscript**
  - **Java**
  
- **Client browser**
  - **DHTML**
  
- **Web server**
  - **ASP**



# Development process

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- **Components**

- **Compiled code**

- **VB or VC**

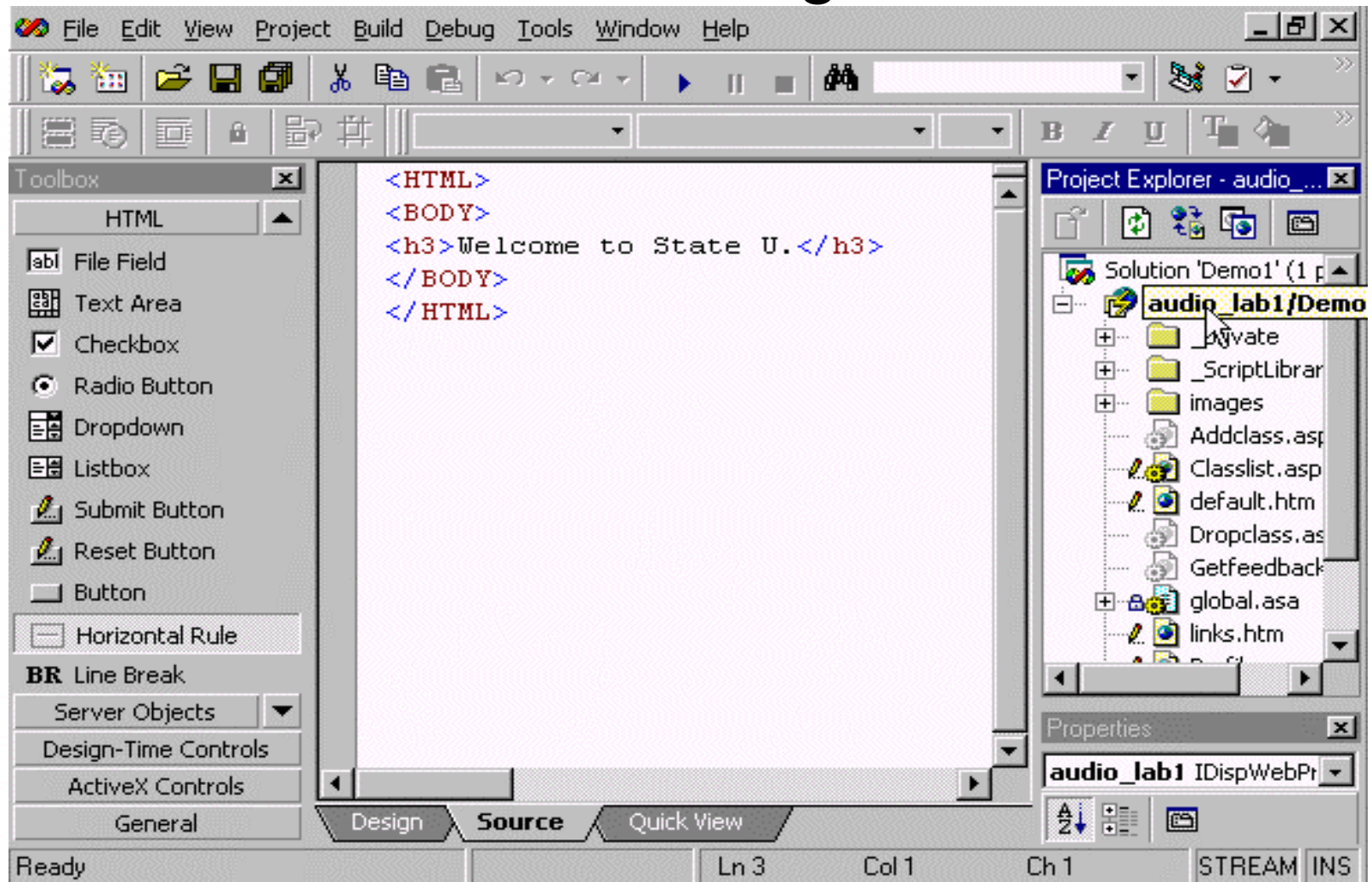
- **Fast**

- **Can run on a different server**



# Development process

- Visual InterDev - Using a HTML editor



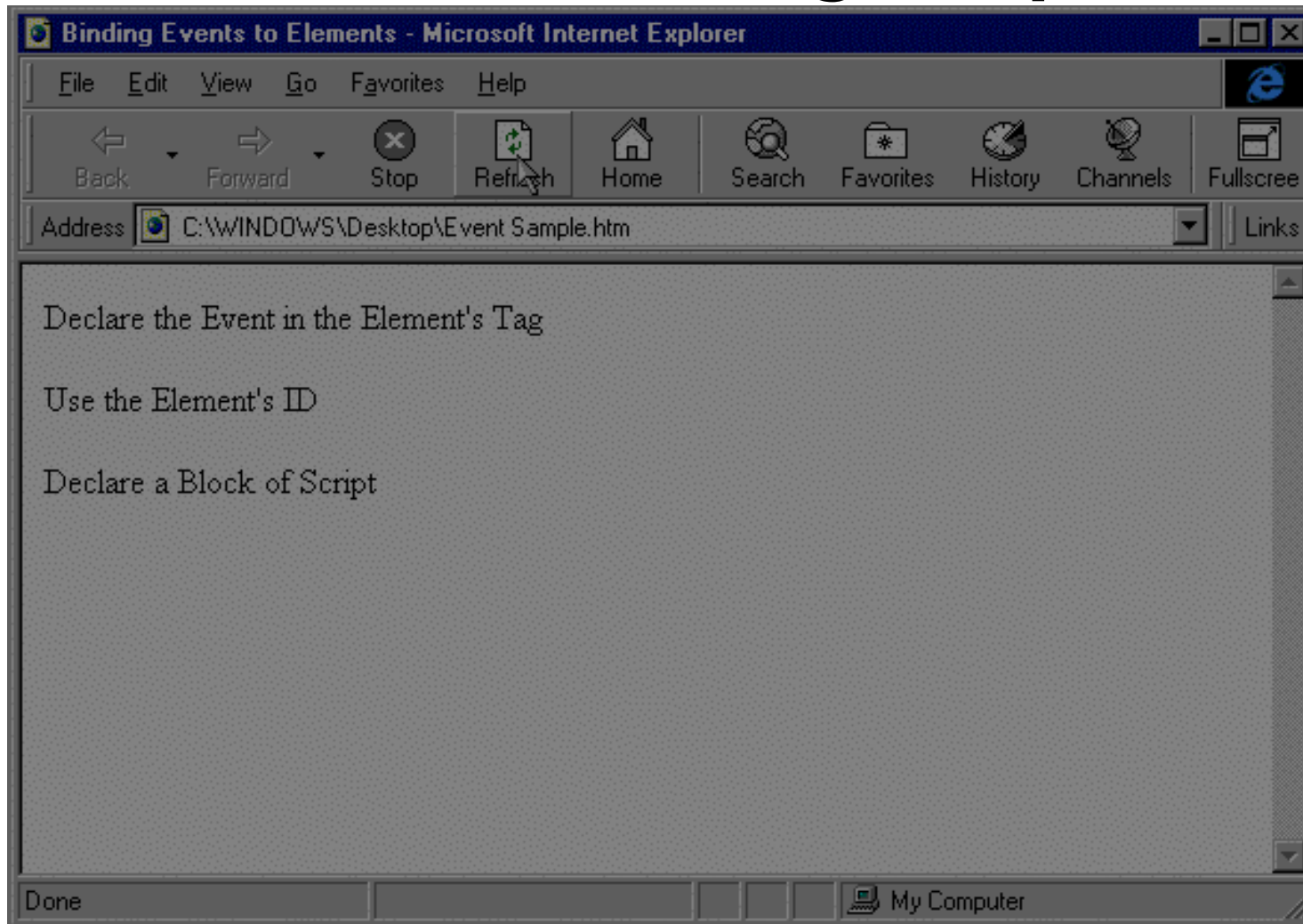
# Development process

## ■ DHTML – Dynamic HTML



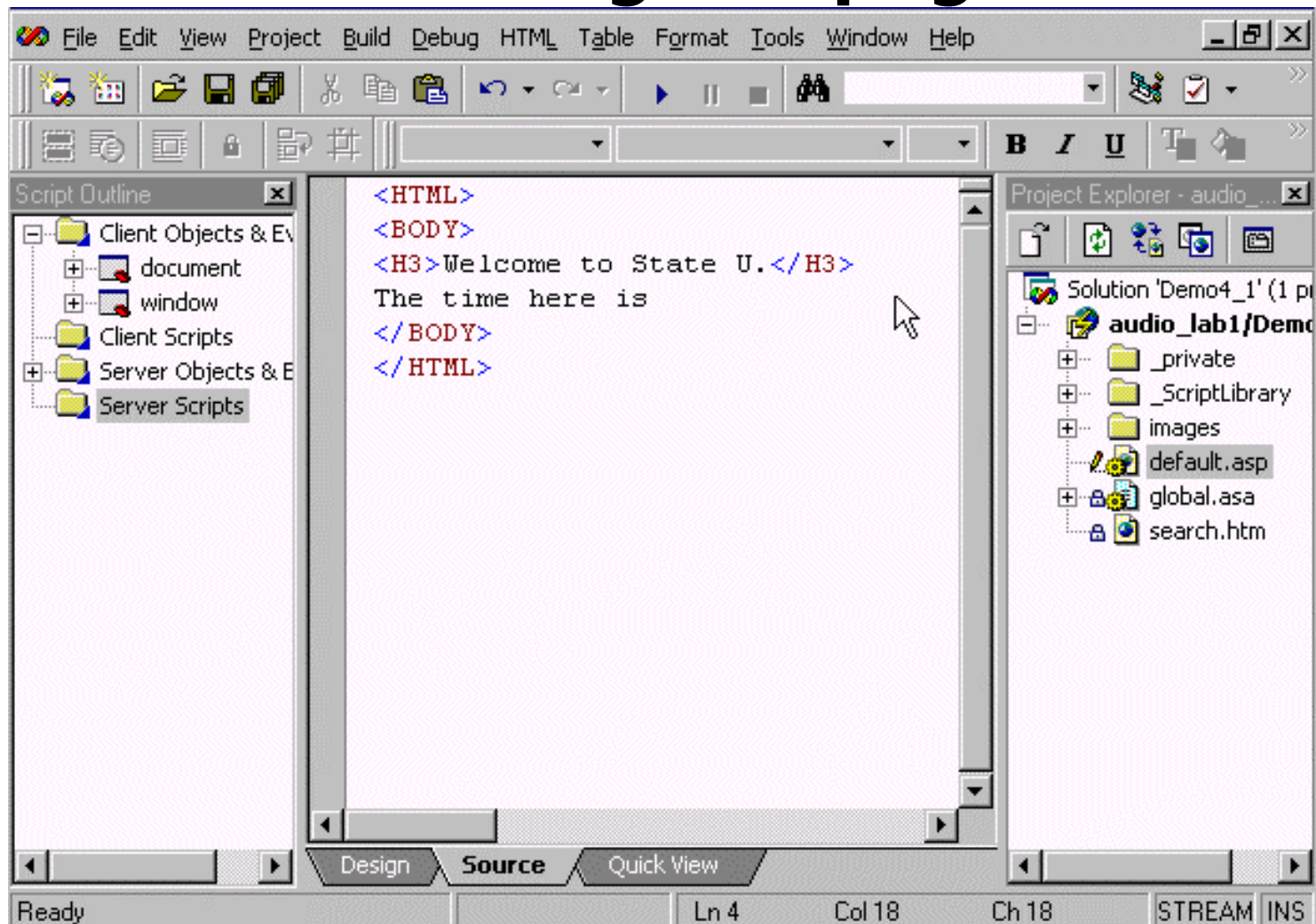
# Development process

## ■ DHTML – Creating Script



# Development process

## ■ ASP - Creating ASP pages





# Development process

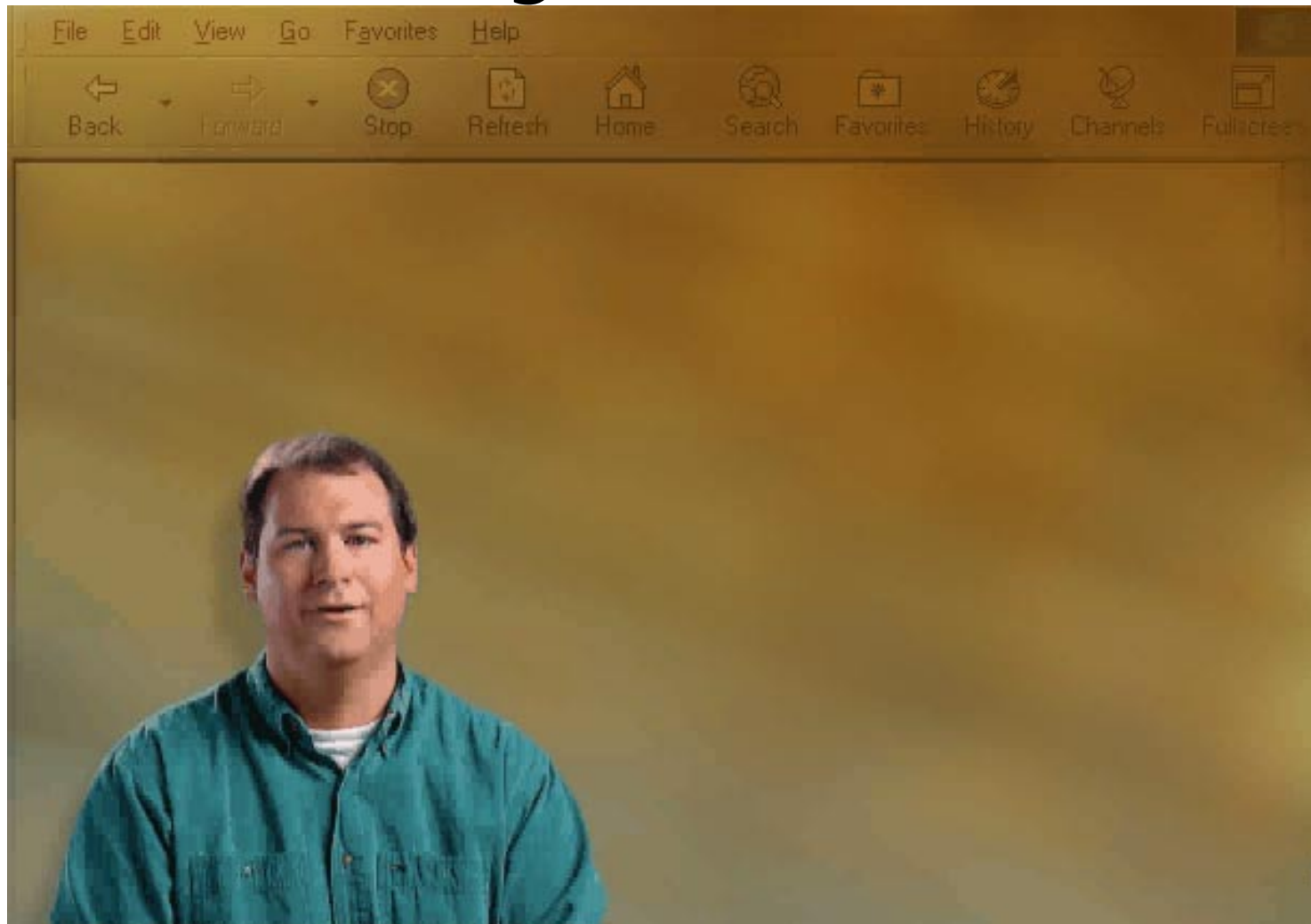
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- **ADO object**



# Development process

## ■ DataBinding





# Development process

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- **.NetFramework**



# Development process

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- **Security**





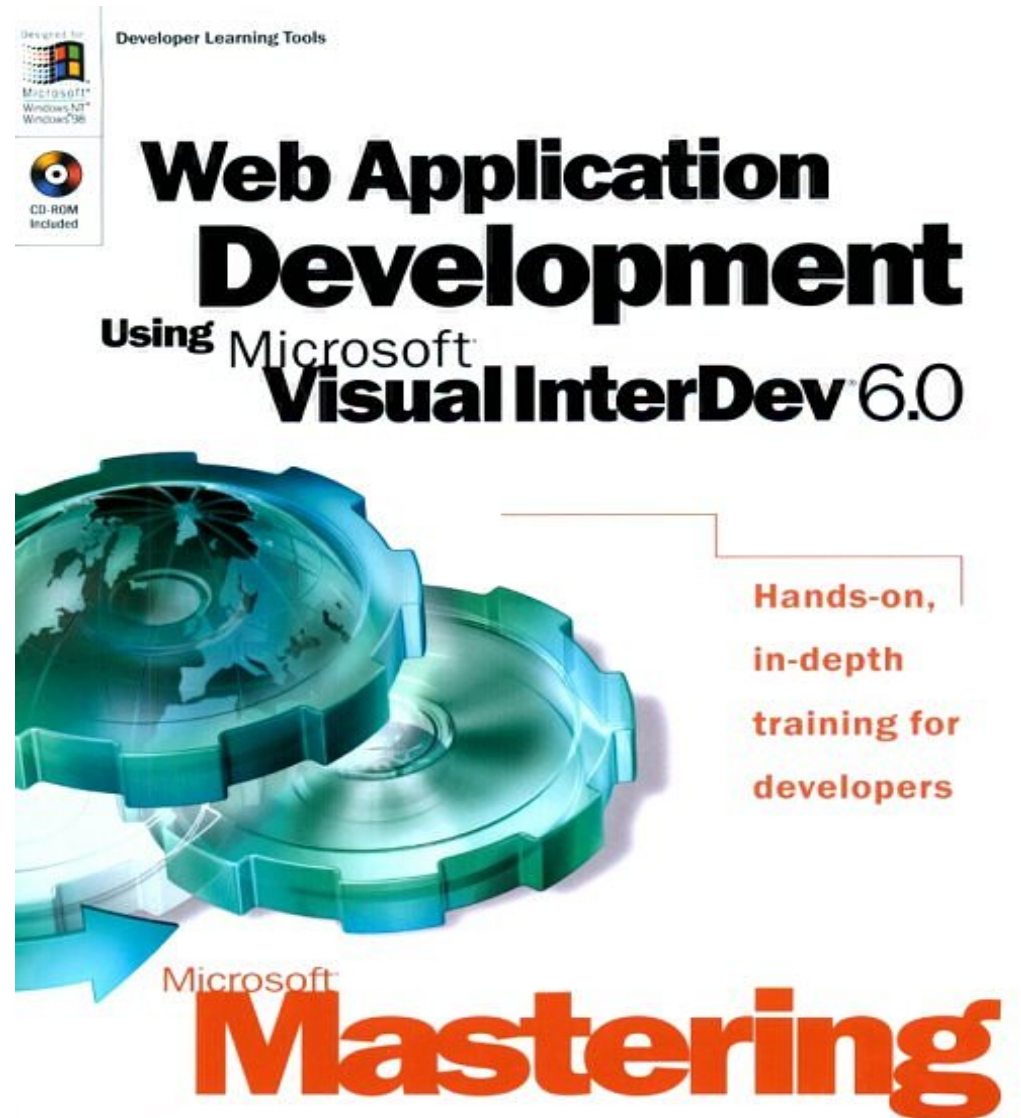
# Resources

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- <http://www.microsoft.com>
- <http://msdn.microsoft.com>
- <http://support.microsoft.com>
- <http://www.microsoft.com/downloads>
- <http://msdn.microsoft.com/usergroups>
- <http://www.microsoft.com/usa/social/>
  - **Local Event Calendar**

# Web Technologies Resources – Book

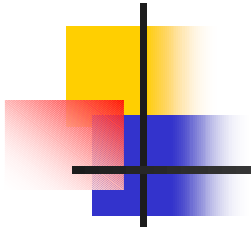
- Web Application Development Using Microsoft Visual Interdev 6.0
- Book



# Web Technologies Resources – CD

- **Microsoft Mastering Web Application Development Using Visual InterDev 6 CD**





# Questions / Issues