

A black and white photograph of four women standing in a server room. They are holding various computer components, including circuit boards and a magazine. The background consists of server racks with labels A through K. The text 'Web Site Design' is overlaid in the center.

# Web Site Design

An Opinioned View

# Purpose

- Why are you building this web site?
- Why would anyone visit?
  - Do these questions have the same answer?



# Purpose

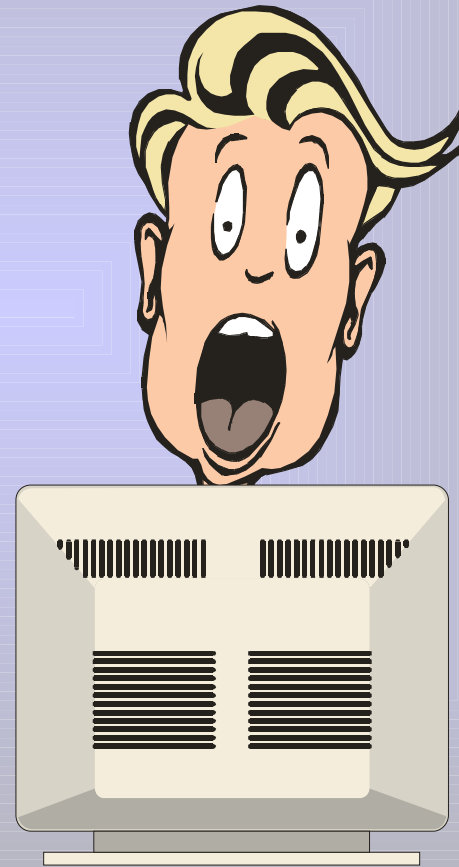
- Is the purpose met?
  - Ex: Online sales

# Purpose

- Does it contribute to the purpose?
- Will your visitors care?
  - Ex: Pictures of generals and buildings
  - But illustrations liven up any page

# Annoyance factor

- Color combinations
- Background music
- Pop-ups



# Annoyance factor

- Appropriate graphics
  - Animated GIFs
  - Videos and flash
    - Ex: Flash intro

# Usability

- Recognizable controls
  - Obvious vs Pretty
- Manageable menus
  - Well-organized structure
  - Keep them together

# Portability

- Browser capabilities
  - Javascript, plug-ins
  - Ex: movie site
- Browser wars ... or skirmishes?

IE	70%
Netscape	10%
Gecko (Unix)	6%
Mac	2%
bots	12%





# Portability

- Screen resolution
- Bandwidth
  - Esp dial-up users
  - Graphics
  - Ex: AT&T's first site

# Portability

- Fit on screen
- Fit on printed page
  - Ex: Price list
  - Avoid hard-coded widths

# Finding you

- Type in URL
  - Advertising
  - Guessing
    - Ex: rent.com, euthanasia.com
- Links from other sites
- Search engines



# Finding you

- Search engines
  - Keywords
    - Use conventional terminology
    - Ex: human development
  - Spiderable links
    - Use `<a>` tags and client-side maps
    - Avoid Javascript, server-side maps, other unchaseable links

# Consistency

- Background design or colors
- Menus
- Graphics
  - Ex: Duke
- Technologies
  - Style sheets (CSS)
  - Generated menus

# Web Proverbs

- So you're building a web site ... Why?
- If you build it, will they come?
- No one cares about what you have to say as much as you do
- Almost everything is easy when you do it every day.
- Are you including this because it was fun to create or because it is useful?

