

Student Analysis Report.

| 455392: What do you want to know about this topic? | 455393: What will make this information meaningful to you? | 455394: How do you plan on using this information? | 455395: Rate on a scale of 1 - 10 How do you rate your current interest in this information? | 455396: This topic relates to my role as a: | 455397: Rate on a scale of 1 - 10 "I would like a broad idea of where the topic fits in" | 455398: Rate on a scale of 1 - 10 I would like an outline of the benefits of this product / idea / technique. | 455399: Rate on a scale of 1 - 10 I would like detailed information on how to use this. | 455400: Rate on a scale of 1 - 10 I would like to see examples of this. | 455401: Add any other input / comments. |
|--|---|---|--|--|--|---|---|---|---|
| Well your designing is what your website is trying to convey to your clients/viewers on what your website is all about. | Depending on the website you have to have a marketing influences in the overall feel or view of it. | By learning more about how marketing can influence the overall websites design. | 7 | web designer,web developer,media designer,visual designer | 7 | 7 | 7 | 7 | What influences does it have on the websites that you create? |
| what draws a user in? | the statistics of what works | to find a more useful way of directing someone | 10 | web designer,web developer,art director,media designer,visual designer | 5 | 9 | 10 | 7 | the whole process is very interesting to me. what should i be asking before going to the drawing board? |
| What will work best to influence users to make a decision to act. | Understanding what influences and motivates the user | Use the information to create web sites with calls to action that work well | 10 | web designer,web developer,art director,media designer,visual designer | 10 | 10 | 8 | 10 | Web design is marketing! |
| What are the main issues that need to be considered within web design? | Tell me about design and its connection to marketing success. | I will use this information to make sure my designs fulfill a marketing purpose. | 7 | web designer,web developer | 7 | 9 | 7 | 6 | Are there steps to follow to increase the designs persuasion qualities? |
| I don't even know what I don't know when it comes to this topic. I might need a cursory introduction. | Explaining what it is. | I bet I'll figure out a thing, once I'm more clear on what it is. Is it like, what impact design has on people using an online store? I feel like that must be what it's like, which would be useful. | 10 | web designer,visual designer | 10 | 6 | 5 | 4 | I think I'm right about what it is. |
| I would like to know how to use design to sell users whatever products or companies my website is promoting. | How will this information make me better at web design? | To improve my skills as a web designer and make my clients happy | 10 | web designer,art director,visual designer | 10 | 10 | 10 | 10 | I would like to see both good and bad examples of eMarketing |
| I would like to hear real life users explain how web design affected their decision in making a purchase. | Explaining in-depth ways to influence eMarketing with web design and development. | I plan on using these skills in future projects to increase sells on my website. | 10 | web designer,web developer,visual designer | 10 | 10 | 10 | 10 | Discuss websites where web design is bad, thus negatively effecting their web traffic. |
| Why is marketing important in web design and development? | Show the information that's most important and most useful to web designers. | Whenever I design a website. | 7 | web designer,web developer,art director,visual designer | 5 | 7 | 7 | 5 | Pick the most important parts of this topic and expand on them. |
| Why I should use marking skills in a basic webpage. | If you tell me the pros of it and maybe some statistics on how it made other pages better. | In marking business pages. | 10 | web designer,media designer | 10 | 10 | 10 | 10 | I think marking it important and a lot of webpages are serving a purpose for marketing reasons. |
| How design and development influence users and some methods to ensure the the design and development are the best they can be. | Showing me how it influences users. | In web development, to bring in users. | 9 | web designer,web developer,art director,media designer | 10 | 9 | 10 | 9 | examples of good and bad design and development in Emarketing. |
| how is emarketing used in web design | it will be usefull information wen designing a web page. | In development of web pages. | 10 | web designer,web developer | 6 | 6 | 10 | 10 | none at this time. |
| What I can do in my design to influence users more | Real life examples | To improve my work | 10 | web designer,visual designer | 7 | 8 | 10 | 10 | N.A. |

➤ **USER ANALYSIS FOCUS** -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

➤ **USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after.

Outcome:

A **measurable** change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.

You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.

From your Topic Survey determine:

| User Outcomes | Website Features |
|---|---|
| List the outcomes your users want from your website. (Pick the most distinctive ones or the one they you most understand.) | Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome. |
| what draws a user in? | content, easy navigation. |
| How design and development influence users and some methods to ensure the the design and development are the best they can be. | influence is best seen, by repeat customers and by word of mouth. |
| What I can do in my design to influence users more | social media, and blog. |
| Why is marketing important in web design and development? | connect with users |
| What will work best to influence users to make a decision to act. | zurb blog .com (17 techniques to influence others. |

➤

➤ **USER CHARACTERISTICS**

- 1) What are the motivations and behaviors of your Users?
- 2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

| User Motivation | Website Approach |
|--|---|
| List user motivations | Match how this would influence your content design. |
| to find a more useful way of directing someone | easy navigation |
| Showing me how it influences users. | by product or services. |
| Use the information to create web site with calls to action that work well | research |

FROM THE USER PROFILES DETERMINE:

| User Behaviors | Website Approach |
|--|---|
| List user behaviors | Match how this would influence your content design. |
| Understanding what influences and motivates the user | |
| Show the information that's most important and most useful to web designers. | statistics |
| In web development, to bring in users. | words and imagery |

➤ **APPLY FINDINGS TO CONTENT PLAN** -----

From The Worksheet Tables – place the information into your Content Plan

| | |
|----------------------|-------------------------------------|
| topic | |
| User goals | what draws a user in? |
| User characteristics | Showing me how it influences users. |
| website goals | Referral and bring users back. |
| website message | |

Topic Plan Worksheet

| | | |
|----------------------|--|---------------|
| topic | eMarketing Chapter 6- Web Design and Development Quiz Student Analysis Report | |
| User goals | better user interface, better communication and navigation. What draws a user in? | |
| User characteristics | Show how to influence users. | |
| website goals | repeat users/customers | |
| website message | keep it simple | |
| OUTLINE | | |
| heading and content | | element type |
| h1 | eMarketing Chapter 6- Web Design and Development | Bold, fonts ? |
| h2 | Visual identity and designing for persuasion . | |
| h3 | Visual identity | |
| h3 | Design Theory | |
| h3 | Color Theory | |
| h3 | Collecting and collating design assets | |
| h2 | Web Development | |
| h3 | Three types of CMS you can choose from: | |
| h3 | Which server side language should be used? | |
| h3 | Which frontend language should you use? | |

Topic Discovery

1.eMarketing Chapter 6- Web Design and Development.

Terms/Definitions

- A. Above the fold
 - The content that appears on a screen without a user having to scroll.
- B. Accessibility
 - The degree to which a website is available to users with physical challenges or technical limitations.
- C. Alt text
 - The 'alt' attribute for the IMG HTML tag. It is used in HTML to attribute a text field to an image on a web page, normally with a descriptive function, telling a search engine or user what an image is about and displaying the text in instances where the image is unable to load. Also called Alt Tag.
- D. Branding (or visual identity or corporate identity) How your logo, colours and styling elements are translated from traditional print-based assets to digital.
 - How your logo, colours and styling elements are translated from traditional print-based assets to digital.
- E. Breadcrumbs
 - Links, usually on the top of the page, that indicate where a page is in the hierarchy of the website.
- F. Call to Action
 - A phrase written to motivate the reader to take action (sign up for our newsletter, book car hire today etc.).
- G. Content Management System (CMS)
 - A system that allows an administrator to update the content of a website, so that a developer is not required to do so.
- H. Common page elements
 - Items that appear on every page of a website.
- I. Cascading Style Sheets (CSS)
 - A programming language that defines the styles (fonts, colours, etc.) used to display text and content. Web pages are one of the places that this language is used.
- J. dpi
 - Dots per inch (in an image). On the web, the screen resolution is 72dpi.

K. Flash

- Technology used to show video and animation on a website. It can be bandwidth heavy and unfriendly to search engine spiders.

L. HyperText Markup Language (HTML)

- The code language predominantly used to create and display web pages and information online.

M. HTML5

- A broad range of technologies that allow for rich media content and interaction on the scale of Adobe Flash, but which, unlike its counterpart, does not require additional third-party plugins. It allows rich multimedia content to be displayed that can easily be viewed by users, computers and devices. HTML5 is the next iteration of the HTML standard.

N. Information architecture

- The way in which data and content are organised, structured and labelled to support usability.

O. Landing page

- The page a user reaches when clicking on a paid or organic search engine listing. The pages that have the most success are those that match up as closely as possible with the user's search query.

P. Meta data

- Information that can be entered about a web page and the elements on it to provide context and relevant information to search engines.

Q. Native mobile application

- A mobile application designed to run as a program on a specific device or mobile operating system.

R. Navigation

- How a web user moves through a website, and the elements that assist the user in doing so.

S. Open source

- Unlike proprietary software, open source software makes the source code available so that other developers can build applications for the software, or even improve on the software.

T. Proprietary software

- Any software that one or more intellectual property holders own and licence to others in exchange for compensation, subject to certain restrictions. Licensees may not be able to change, share, sell or reverse engineer the software.

U. Robots.txt

- A file written and stored in the root directory of a website that restricts search engine spiders from indexing certain pages of the website.

V. Search engine results page (SERP)

- The actual results returned to the user based on their search query.

W. Sitemap

- On a website, a page that links to every other page in the website, and displays these links organised according to the information hierarchy.

X. Universal Resource Locator (URL)

- A web address that is unique to every page on the Internet.

Y. Usability

- A measure of how easy a system is to use. Sites with excellent usability fare far better than those that are difficult to use.

Z. Web application framework

- Software used to help create dynamic web properties more quickly. This is done through access to libraries of code for a specific language or languages and other automated or simplified processes that do not then need to be coded from scratch.

AA.W3C

- World Wide Web Consortium, which oversees the Web Standards project.

BB.Web server

- A computer or program that delivers web content to be viewed on the Internet.

CC. eXtensible Markup Language (XML)

- A standard used for creating structured documents.
-

1. Web Design

A. **Visual identity and designing for persuasion.**

- Navigation: the signage of the site, indicating to users where they are and where they can go.
- Layout: how content is structured and displayed.
- Headers: the usually consistent top part of a web page.
- Footers: as you may have guessed, the usually consistent bottom part of the page.
- Credibility: telling users that you are who you say you are.

use subdomain directory

- Choosing a domain name
Domain names are important. They are part of the URL of a website.
A domain name looks something like this:

www.mycompany.com

- But a lot more information can be included in this. Domain names can carry the following information:

subdomain.domain.tld/directory

- Domain – the registered domain name of the website

- Subdomain – a domain that is part of a larger domain
 - TLD – the top level domain, uppermost in the hierarchy of domain names
 - directory – a folder to organise content
- The TLD can indicate the country in which a domain is registered, and can also give information about the nature of the domain.
- .com – the most common TLD
 - .co.za, .co.uk, .com.au – these TLDs give country information
 - .org – used by non-profit organisations
 - .gov – used by governments
 - .ac – used by academic institutions
- Domain names must be registered and in most cases there is a fee for doing so.
- Many hosting providers will register domain names on your behalf, but you can also do it yourself

B. **Visual identity** - “How do users know it’s us?” by - developing a branding (logo).

C. **Design Theory** - Design can be a pretty precise science – there is a lot of research out on what makes for effective design. A lot is also common sense and practice based on accepted web standards. Here are some concepts you should know.

- **The Fold**: The fold is the imaginary line at the bottom of the monitor that divides the immediately visible part of the website (content above the fold) from the part that is visible only after scrolling down (content below the fold).
- **Consistency**:
- **White Space**: Spacing on the page allows the eye to travel easily between chunks of information and allows scanning.

D. **Colour Theory** - Colour has an incredible psychological effect on people.

- Colours also hold different meanings and associations for people.
- **for example**, red signifies luck in Asian cultures, but danger in many western cultures.
- There are some colour-related web design conventions you should follow:
 - **Red** is used for warnings, error messages and problems.
 - **Green** is used for successful actions, next steps and correct submissions.
 - **Blue** is best used for hyperlinks.

E. **Collecting and collating design assets** -

- **Brand guidelines or style guide** in Adobe Reader (PDF) format.

- Logo and other key brand elements. These could be in Illustrator format (ai) or Photoshop format (psd). Best practice is to have your logo designed using vector graphics. If your logo or other brand assets are created in this format, they can be enlarged without losing quality. Other formats do not allow scaling and if displayed larger than the original designer intended will result in a poor-quality image. If you do not have a vector version of your logo available, then you should make sure that your image is at least 1 000 pixels wide.
- Image libraries. Photographs and images can be hosted online, where the designer can access them with a login. They can also be sent to the designer on a CD. Make sure the images are of sufficient quality. It is best practice to provide images that are 300dpi. This is the measure of a high-quality image that will retain its quality if resized. Although all images on the web are displayed at 72dpi, a higher quality image will give your designer room to optimise and resize and crop or cut images where needed.
- Fonts folder. You will need to provide both Apple Mac and PC versions of the fonts that are listed in your Style Guide. Many designers work on Macs, which use different font versions from those read by PCs.
- Brand colours need to be given to digital designers in RGB format. RGB stands for red, green and blue and is the standard for colours online.
- Any existing creative assets that have been created for your brand over time such as:
 - o Print designs
 - o TV ads
- Website copy should be made available before the final design is required. This prevents delays caused by designers waiting for material.
- Any additional assets your designer may need that can be downloaded or sent, such as your price guides or product descriptions.

F. Fonts

2. Web Development - Web development is the process of taking finished web designs and transforming them into fully functioning, interactive websites. Development is what gives life and movement to the static designs, and enables users to access the website through their web browsers. This is done by translating the designs into web coding languages that can be interpreted and displayed by web browsers.
 - A. Should your website be static or should it have a content management system (CMS)?
 - **Three types of CMS you can choose from:**
 - Bespoke: This is a CMS that is built specifically for a certain website, and many web-development companies build their own CMS that they use for their clients. This option is highly tailored and customised to your

website, and can be more expensive than other options. It is also possibly less flexible.

- Off the shelf: A CMS can also be pre-built by an external company or developer. These can be bought like any other software on the market. While this may have fewer custom features, it's potentially a more cost effective option than a bespoke CMS.

- Open source: Open source means that anyone can see the code that the CMS is built with, and can manipulate or improve it (and share this with everyone else using the CMS).

Some widely used open-source CMS solutions include:

- WordPress (www.wordpress.com)
- Joomla (www.joomla.org)
- Drupal (www.drupal.com)

- • Meta and title tag customisation: the CMS should allow you to enter your own meta tags for each page, as well as allow full customisation of title tags for each page.
- • URLs: instead of using dynamic parameters, the CMS should allow for clean URLs by using server-side rewriting. Clean URLs consist only of the path to a webpage without extra code (a clean URL could look like this: <http://example.com/cats>, while an unclean URL could look like this: <http://example.com/index.php?page=cats>). It should allow for the creation of URLs that are:
 - o static
 - o rewritable
 - o keyword rich

Be careful when building clean, descriptive and dynamic URLs from CMS content. Should you use a news heading ('Storm', in this example) as part of your URL (<http://www.site.com/cape/storm>) and someone changes the heading to 'Tornado' (<http://www.site.com/cape/tornado>), this will alter the URL and the search engines will index this as a new page, but with the same content as the URL which had the old heading. Bear this in mind before adding dynamic parameters to your URLs.

- Customisable navigation: a good CMS will allow flexibility when it comes to creating the information architecture for a website. For the purposes of adding additional content for search engines, a CMS should not require that all content pages be linked to from the home page navigation. This allows content to be added for search engine optimisation (SEO) purposes, without adding it to the main navigation.

- The CMS needs to have good support for managing SEO considerations such as URL rewriting and avoiding duplicate content issues.

- Customisable image naming and alt tags for images: a good CMS will

allow you to create custom alt tags and title attributes.

- Robots.txt management: ensure that you are able to customise the robots.txt to your needs, or that this can at least be managed using the meta tags

B. Which server-side language should be used?

- Cost: The cost varies depending on the language you choose for your web development project, as the language chosen directly influences the salary of the developer. If information is processed where your website is housed, as opposed to on the client's computer, it increases the costs. Some languages also require on-going website management and maintenance, which is an additional cost to consider.

- Scalability: When planning a project where scalability is a factor, consider whether there are developers readily available to develop in this language. Also find out if there are supporting libraries and frameworks available that suit your project

C. Which front-end language should you use?

- Cost: Front-end language development costs are relatively low.

- Features: HTML, CSS and JavaScript are open source languages often used together and are compatible with most hardware and software.

Content developed in these is also more search engine friendly. Flash is known for its video, animation and interactive multimedia capabilities. In many cases, similar results can be achieved with HTML, CSS and JavaScript. Flash can be used alone or in conjunction with other languages. What your end users will be able to view should always be the most important consideration.

- Scalability: Depending on the capabilities of the device executing the language, certain features may not be available or certain code may run too slowly to create a good user experience. The front-end code needs to take all the considered devices into account.

- Browser and OS support: With front-end languages, you have to cater for browser and operating system support. A website will look different on each browser and operating system and this needs to be factored in. If a feature cannot be displayed under certain conditions, work-arounds have to be implemented.

- Open-source or proprietary software: Any developer can create addons for or improve on open-source software, while proprietary software is owned and its use is restricted. It can be cheaper to develop in an open-source front-end language such as HTML, but as HTML is needed to host all web pages, combinations of the two are sometimes used. In most cases and for the languages we cover, however, this is not a major consideration.

D. Mobile development

A. Which mobile experience should you create?

When creating a platform for mobile users to access your content and brand, you have three options:

1. Mobile website

a. Standards

Some emulators:

- Test iPhone – www.testiphone.com

- BlackBerry –

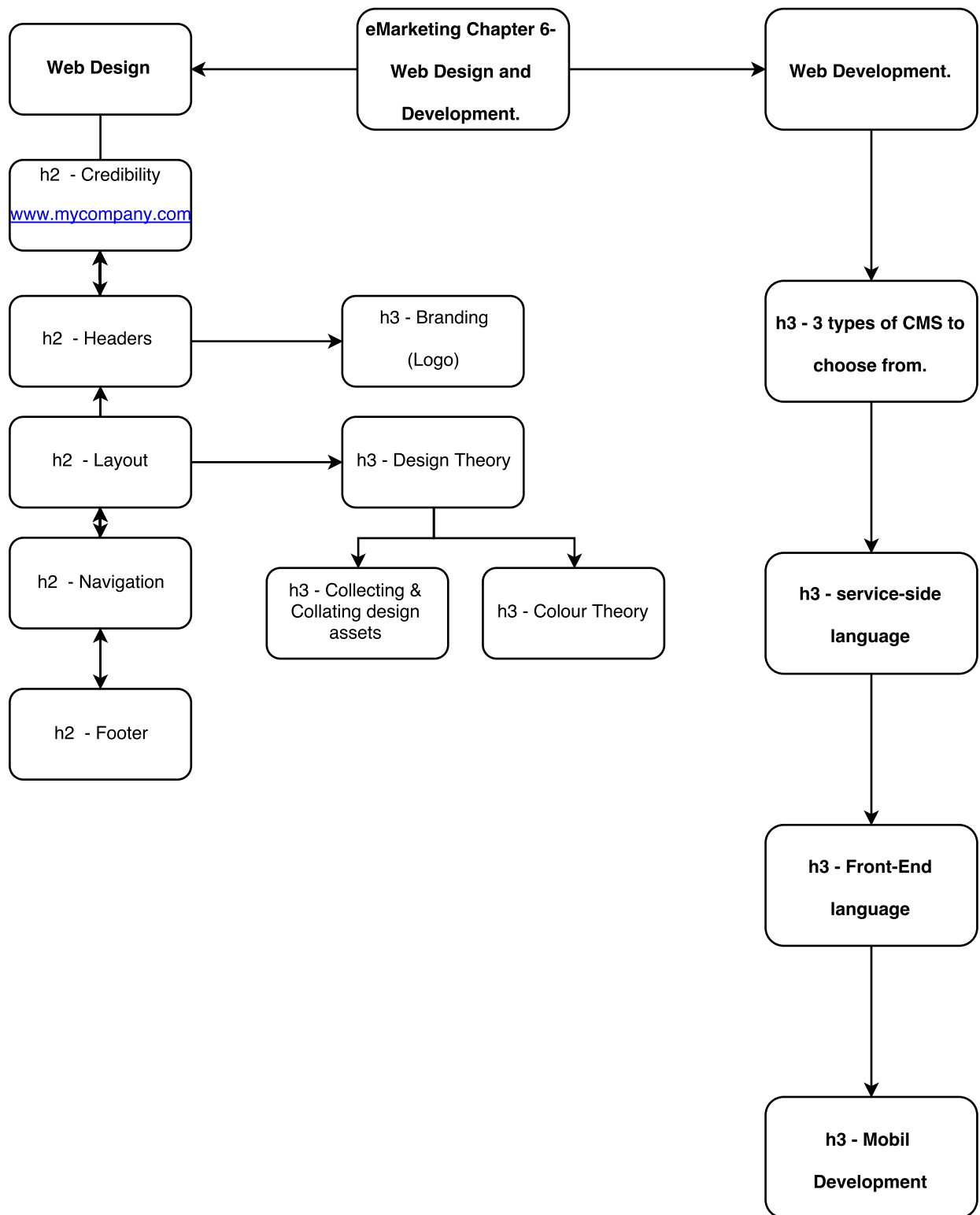
- www.blackberry.com/developers/downloads/simulators

- Mobile Phone Emulator – for Samsung, iPhone, BlackBerry and others –

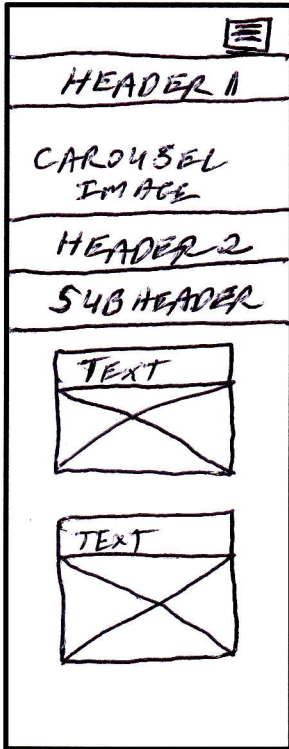
- www.mobilephoneemulator.com

2. Mobile application

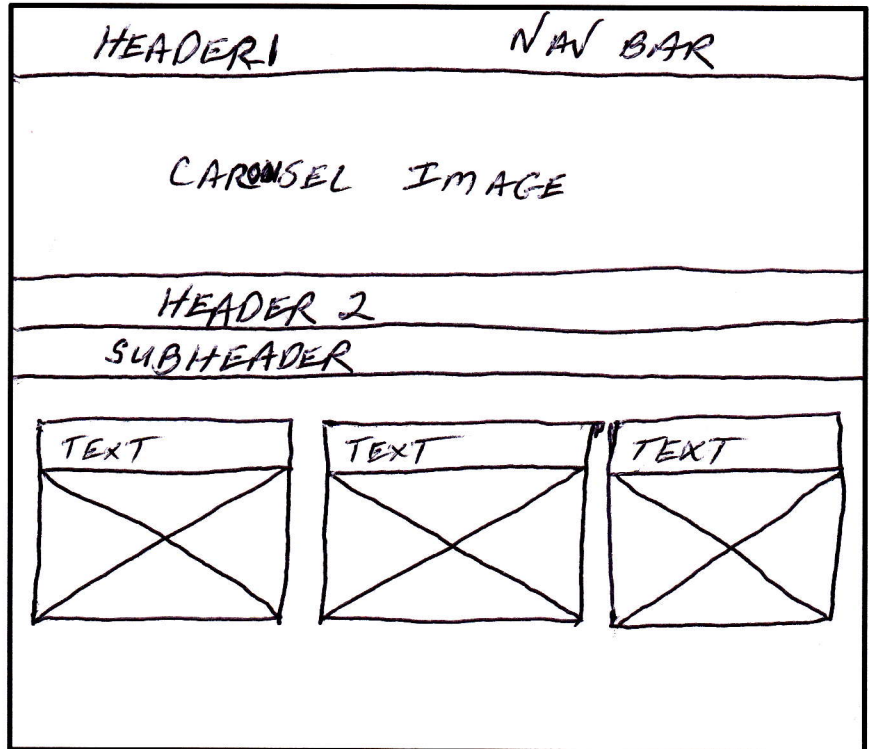
3. Responsive website



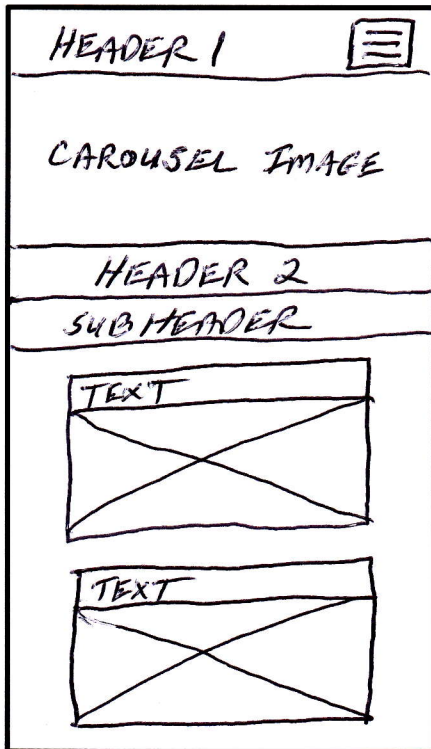
id = wrapper w= 320px



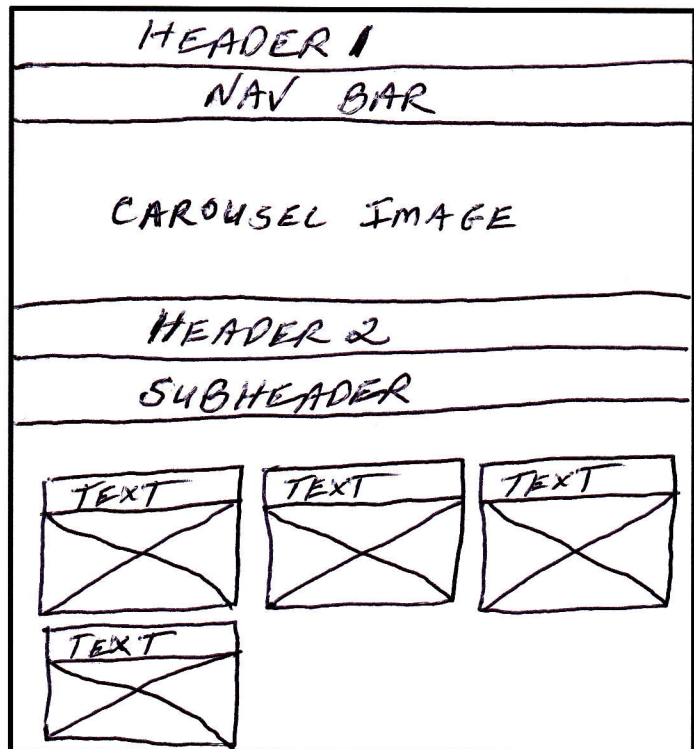
id = wrapper w= 960px



id = wrapper w= 480px



id = wrapper w= 768px



Visual identity and designing for persuasion.

Font: Name #hexcode

Possible Colors

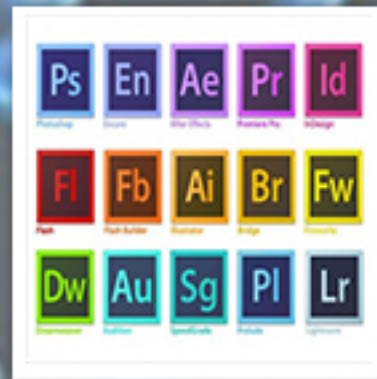


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

Textures

This is an example of a Text link »



Adjectives

Informational Credibility

Collecting Persuasion

Development



<http://www.styletil.es>

Template by @Samanthatoy

Be creative, don't just use this template as-is!