E-Commerce - 4
Web design

It’s another form of publishing
  Your website is your shop window. People will judge your company on it
Web publishing is no different from other types of publishing
  Spelling, grammar, point size, broken links, incorrect captions
  Social networking sites and CMSs make this available to all

Get the domain name right
  Inventive: business.com vs PlentyOfFish (dating site)

Design is important
  Good design is look and feel that enhances functionality
  Integrate good design with backend databases

Health warning!
  dokimos.org/ajff/
  www.zombo.com
Web design mistakes

Ego: Believing people care about you and your website
   Why are they looking at your site?
   What are they trying to do?
   Do you help them achieve THEIR goals?

Can’t figure out what your website is about in less than four seconds
   www.genicap.com

Mystery Meat
   Navigation you have to roll over
   Zero intelligible
   www.bluebell.com

Too much stuff
   www.arngren.net
more common mistakes

Huge images
Distracting colour schemes
Flash gifs, scrolling test
Autoplay music or video
Unclear navigation
Unreadable
Cluttered
Useless Title

Zero intelligible content
Refuses to work with IE
Only works with IE
Requires Flash
Assumes screen size
Assumes font size
Contains errors

www.webpagesthatssuck.com
Navigation

Navigation is important
   Make the navigation clear
   Three clicks maximum to get anywhere
   Hard when Sainsbury's have >25,000 line items

Consistent position / action
   Logo top left and takes you home

Search
   On site and landing page optimisation
www.mrbottles.com

Consistent font
One family
Care on colour / size
Fonts carry a subtle simplicity message
Serif or San Serif?

 Loud Soft STRANGE Respectable Old fashioned
Poor design examples
Poor design examples

Title confused with keywords

Far too much material

Mixes fonts

Navigational mess

Needs more than 1024x768
Poor design examples
Protected and encrypted pages

Most web sites are open to all

Protected pages for
- Subscribers, suppliers, customers, staff
- Protected by username / pw; IP address; domain name of browser; or combination thereof

Most traffic to and from websites is in the clear
- Potential eavesdropping possible
- Secure Socket Layer (SSL) encrypts data
- Widely used whenever privacy is important
  - Payment
  - Secure communication (spooks, terrorists, medical)
Static and Dynamic pages

HTML forms
- Fill in fields
- Press button to submit data
- Validate locally using javascript
- Remember use input when redrawing form

HTML with extra tags pre-processed
- Java Server Pages (JSP)
- Active Server Pages (ASP)
- PHP

Complete content management systems
- Signiant, Vignette, Joomla, Drupal, Wordpress, etc
- Content and style kept distinct - can adapt for target audience
- Dynamic pages added as extensions, many already in libraries
- Complex javascript frameworks (Jquery, MooTools, Prototype)
Improving the experience

Asynchronous Javascript and XML (AJAX)
- XMLHttpRequest calls as data entered
- No need to refresh entire web page
- Immediate field verification
- Google suggestions and Instant

Web apps that compete with local ones
- Sproutcore for iPhone apps
- HTML5 includes geolocation, local storage
- Google Web Toolkit
  - Java compiler produces Javascript
  - works with all browsers
  - that can be tested using standard Java IDE
- www.gwtproject.org
Search Engine Optimisation

Links from other domains

Page titles - each page different

Meta tags

Anchor and alt text

Robots.txt

www.google.com/webmasters/
Consumer Generated Content / Media

General model funded by adverts
- Layout generated by owners, content by users
  - Facebook, MySpace, YouTube, Twitter, Blogs
- Instant feedback to ideas and huge audience
  - Seen as important tool in elections
  - Modern version of ‘on the stump’ heckling
- Companies see need to participate
  - over 50% of shoppers who use social media follow / friend brands
  - but it can bite them back

Consumer review sites e.g. tripadvisor, lateroom
- Some ad income, other income from hotels listed
  - offers analytics, right of reply
- Unclear in some cases whether people had actually visited

Wikis
- Widely used as informal knowledge sharing tool
Outline Physical Design

- Load balancer: Big IP
- Web Server (static data): Apache
- Application Server (business logic): J2EE
- Database server (orders): OPS
- Legacy (stock control): IBM
Sizing

Scalability
  How many people?
  At the same time?

Number of products

Size of downloads
  Music 4M
  Software 200M
  Movie 2G

Reliability

Responsiveness