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

Contrast, Contrast, Contrast, Constrast, Contrast, Constrast, Contrast

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.webpagesthatsuck.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

Text

www.mrbottles.com

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

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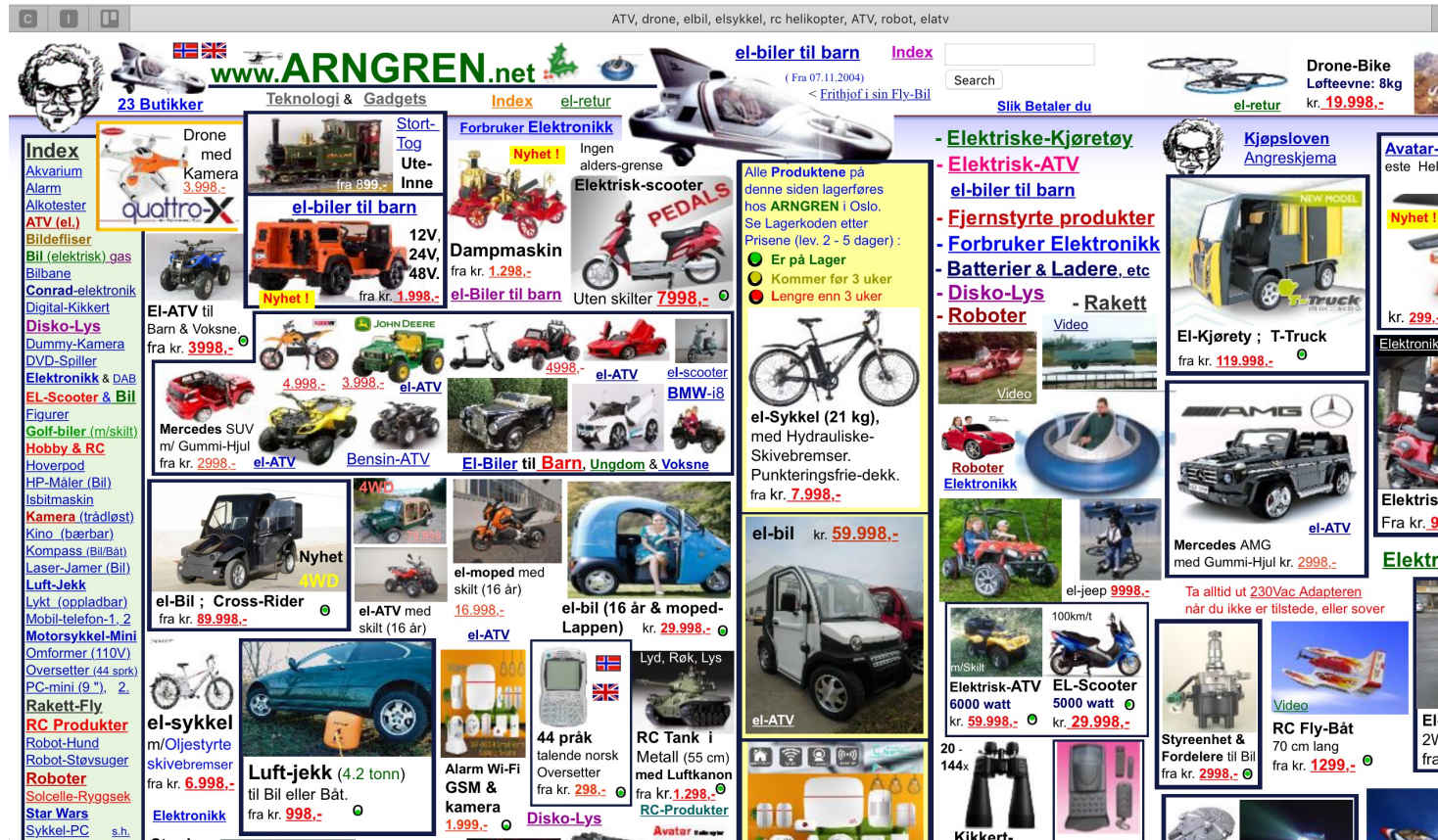
Poor design examples

Poor design examples

Mixes fonts

Title confused with keywords

Navigational mess

Far too much material

Needs more then 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)

      XMLRequest 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

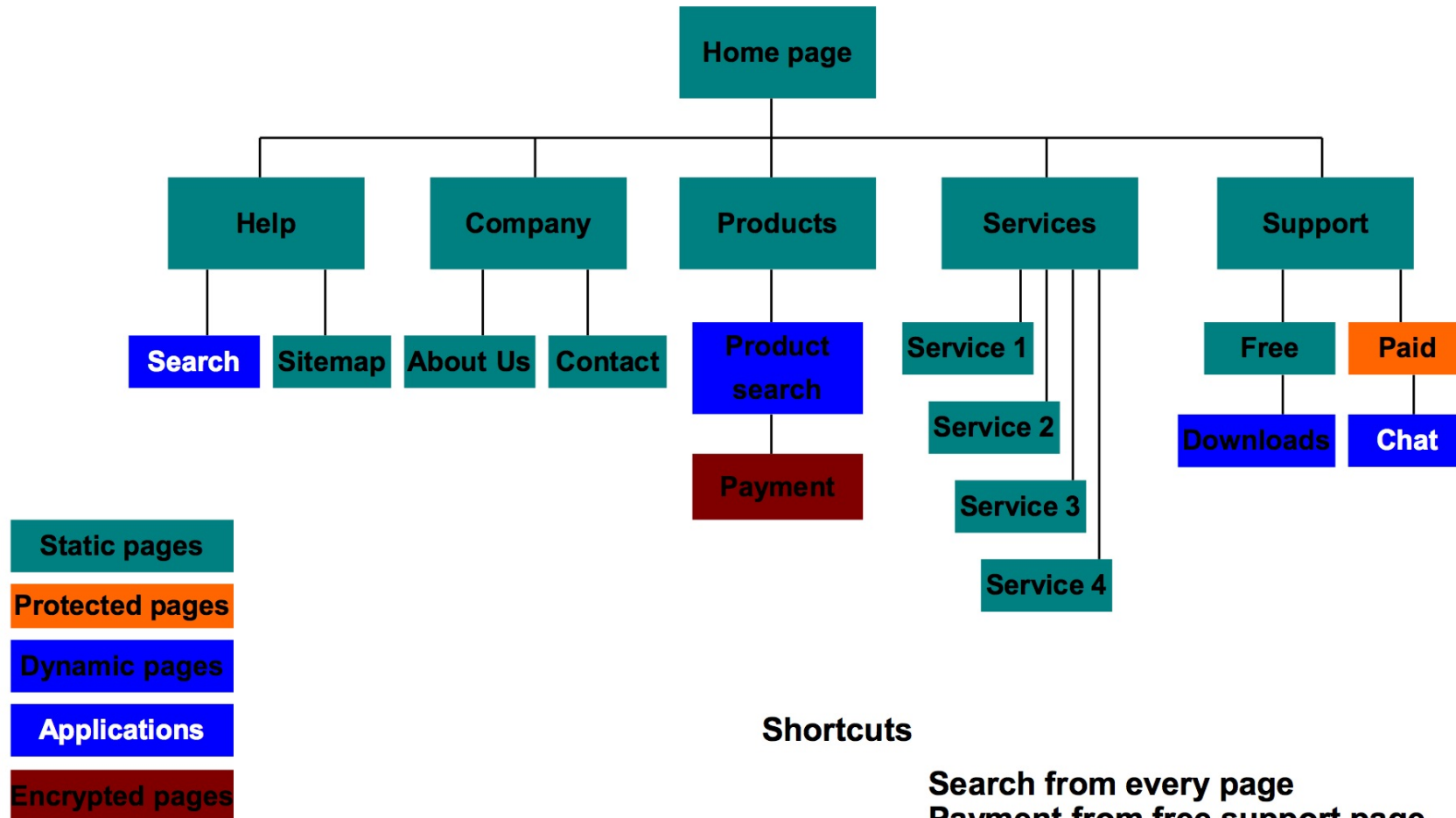Links from other domains

Page titles - each page different

Meta tags

Anchor and alt text

Robots.txt

www.google.com/webmasters/

Page transition diagram

Home page

Help | Company | Products | Services | Support

Search | Sitemap | About Us | Contact | Product search | Service 1 | Free | Paid

Payment | Service 2 | Downloads | Chat

Service 3

Service 4

Legend:
- Static pages
- Protected pages
- Dynamic pages
- Applications
- Encrypted pages

Shortcuts

Search from every page
Payment from free support page

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

Lastminute.com system design