Web design and implementation
Web design

● It’s another type of publishing
  - Your web site 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 make this available to all

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

● Design is important
  - But functionality more so
  - Integrate good design with backend databases

● [http://www.webpagesnthatsuck.com](http://www.webpagesnthatsuck.com)
  - [http://www.dokimos.org/ajff/](http://www.dokimos.org/ajff/)
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

● **Contrast**

● **Mystery Meat**
  – Navigation you have to roll over
  – Zero intelligible content

● **Too much stuff**
More Common mistakes

- Huge images
- Distracting colour schemes
- Flashing gifs, scrolling text
- Music
- 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
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
• **http://www.mrbottles.com/**

• **Consistent font**
  - One family
  - Care on colour/size
  - Fonts carry a subtle implicit message
    • Serif or San Serif?
    • **Loud**  **Soft**  **STRANGE**  Respectable  Old fashioned
Poor design example

practice, consists in a particular sensitivity towards and fidelity towards the laity. In the Amicitia where Lanteri carried out pastoral work together with lay people, the Oblate is characterized by a particular esteem for the dignity of the laity, whom he considers his brothers and sisters, and by a particular openness to collaboration with the laity as co-responsible with him in apostolic work. This openness is a quality of every Oblate, whatever may be the specific circumstances of his apostolic activity. In this way every local community of Oblates becomes a center for the animation of the laity in the area. That the local community may realize this animation in an effective way, it is necessary that it have a solid life of prayer and fraternal communion, as well as moments and places reserved for that "silence and recollection" needed for prayer and study.

In keeping with this line of animating the laity, the prospect of associating the laity with the Congregation itself is also foreseen, in order to support its works of evangelization as well: giving the Exercises and parish missions, foreign missions, parishes, etc.

The Oblate also tries to contribute in various ways to the formation of the laity, a formation both spiritual and apostolic *135. Thus the Oblates form the laity so that they may animate the temporal order with the values of the Gospel.

One method of concretely realizing this aim is found in the effort to create, in the measure possible, groups of lay people where the practice followed by Lanteri in the Amicitia, and more precisely in the Amicitia cristiana, in which clergy and lay worked together, is renewed. A spiritual and apostolic formation (centered on the apostolate of books) was given in those groups and the laity were involved in apostolic activity, creating leaders among the laity capable of working personally in the apostolate, thus offering to today's Oblate a model of animation of the laity to be renewed according to contemporary circumstances. The local communities of Oblates become centers that create and develop such groups.

Aware of the richness constituted by movements and associations in the Church, the Oblates are open to fostering their development according to the guidelines and directives of the Church's Magisterium. Through opportune discernment, they know how to identify among the various movements those that can be most suited for our service. The Oblates serve these movements (Catholic Action and others) in the Lanterian spirit described above.

2.7 Parishes

Having set forth in the Constitutions the six goals outlined above, the Congregation expresses in the Norms its openness...
Poor design example

Title seems to be confused with keywords
Far too much material
Navigation a mess
Mixture of fonts
Needs more than 1024x768
Good design example

- Consistent navigation
- Call to action
- Recent news stories
- Quick links to sub areas
- Flip-up menu
- Consistent navigation
- Search clearly available
- Social media
- Special event links
- Technical support
- Communities

Services for subscribers
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
    - Combinations of these
- Most traffic to and from web sites is in clear
  - Potential eavesdropping possible
  - Secure Socket Layer (SSL) encrypts data
- Widely used technology
  - 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 user 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 etc
  - Content and style kept distinct – can adapt for target
  - Dynamic pages added as extensions, many already in libraries
  - Complex javascript frameworks (Jquery, MooTools, Prototype)
Improving the experience

- **AJAX: Asynchronous Javascript and XML**
  - 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
      - That works with all browsers
      - That can be tested using standard Java IDE
    - [http://code.google.com/webtoolkit](http://code.google.com/webtoolkit)
Search Engine Optimisation

- Links from other domains
- Page titles – each page different
- Meta tags
- Anchor and alt text
- Robots.txt
Page transition diagram

Home page

- Help
  - Search
  - Sitemap
  - About Us
  - Contact
- Company
- Products
  - Product search
  - Payment
- Services
  - Service 1
  - Service 2
  - Service 3
  - Service 4
- Support
  - Free
  - Paid
  - Downloads
  - Chat

Shortcuts
- Search from every page
- Payment from free support page
Online decisions

- User logon required?
- Remember credit card details?
- Same price for everyone?
- Special offers (free delivery if over $100 spent)
- Backend integration?
- Help desk support?
- Online credit checking?
- Order picking?
- Online stock shown?
- Delivery extra – options - reliability
Consumer Generated 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 UK election
    - 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 eg 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
- Web Server (static data)
- Application Server (business logic)
- Database server (orders)
- Legacy (stock control)

- Big IP
- Apache
- J2EE
- OPS
- IBM
Sizing

- **Scalability**
  - How many people?
  - At the same time?

- **Number of products**

- **Size of downloads**
  - Ring tones 10K
  - Music 4M
  - Software 200M
  - Movie 2G

- **Reliability**

![Lastminute.com system design](image)