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, Constrast, Contrast, Contr

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

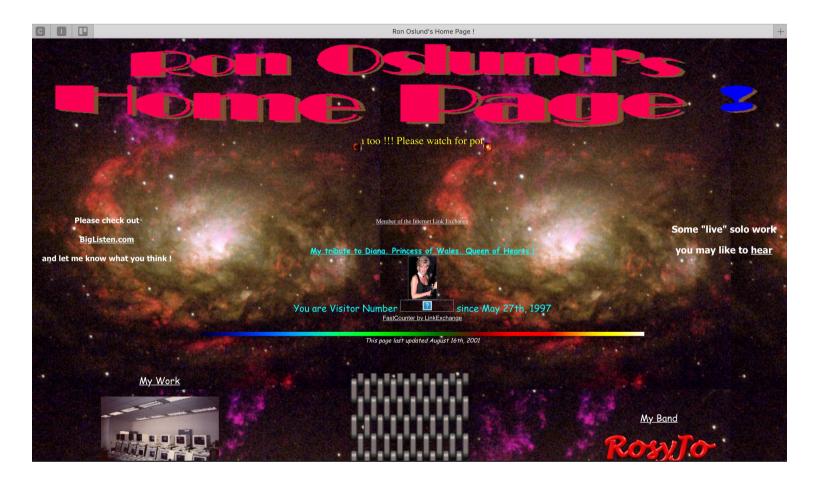
www.mrbottles.com

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

Title confused ATV, drone, elbil, elsykkel, rc helikopter, ATV, robot, elatv with keywords el-biler til barn Index Drone-Bike (Fra 07.11.2004) Search Løfteevne: 8kg < Frithjof i sin Fly-Bil Teknologi & Gadgets 23 Butikker kr. 19.998,-Index el-retur el-retur Slik Betaler du Stort Forbruker Elektronikk Drone - Elektriske-Kjøretøy Kjøpsloven Tog Avatar-G Index Ingen med Angreskiema Ute-**Elektrisk-ATV** alders-grense este Heliko Akvarium Kamera lle Produktene på Elektrisk-scooter, e Inne enne siden lagerføres el-biler til barn Alarm EDA Alkoteste quattro-> os ARNGREN i Oslo. el-biler til barn Fjernstyrte produkter ATV (el.) Se Lagerkoden etter Bildeflise risene (lev. 2 - 5 dager) Forbruker Elektronikk Dampmaskin 24V. Bil (elektrisk) gas 🔵 Er på Lager Batterier & Ladere, etc 48V fra kr. 1.298,-Bilbane Kommer før 3 uke Conrad-elektronik el-Biler til barn Uten skilter 7998,-Disko-Lys Far too much fra kr 1 99 Lengre enn 3 uker - Rakett Truck Digital-Kikkert EI-ATV til Roboter Disko-Lys Video Barn & Voksn EI-Kjørety; T-Truck material Dummy-Kamera fra kr. 3998 fra kr. 119.998,-**DVD-Spiller** el-ATV el-scoo Elektronikk & DAE BMW-L-Scooter & Bil el-Sykkel (21 kg), Figurer Mercedes SUV Golf-biler (m/sk med Hydrauliskem/ Gummi-Hjul obby & RC Skivebremser. Bensin-ATV fra kr. 2998 el-ATV El-Biler til Barn, Ungdom & Voksne loverpod Roboter Punkteringsfrie-dekk. HP-Måler (Bil) Elektronikk fra kr. 7.998,-Elektrisksbitmaskin Camera (trådløst Fra kr. 9.9 el-AT\ el-bil kr. 59.998,-Kino (bærbar) lercedes AMG Kompass (Bil/Båt) **Elektris** med Gummi-Hjul kr. 2998, aser-Jamer (Bil) el-moped med Luft-Jekk 0.965 skilt (16 år) el-ieep 9998. Ta alltid ut 230Vac Adapteren el-Bil ; Cross-Rider ykt (oppladbar) el-bil (16 år & moped-0 el-ATV med 16.998,når du ikke er tilstede, eller sover Mobil-telefon-1, 2 fra kr. 89.998. 00km/1 Lappen) skilt (16 år) kr. 29.998, el-ATV Motorsykkel-Min Omformer (110V) Oversetter (44 sprk) Elektrisk-ATV EL-Scooter PC-mini (9 "), 2. (4)./.(4 6000 watt 5000 watt Rakett-Fly EI-B el-sykkel kr. 59.998,- O kr. 29.998,-RC Produkter 91.I RC Fly-Båt 44 pråk RC Tank i Styreenhet & 2WE Robot-Hund m/Oljestyrte 70 cm lang 20 talende norsk Metall (55 cm) 1 7 2 0 Robot-Støvsuger Fordelere til Bi fra kr. 1299,- 🔍 fra k skivebremse 144 Luft-jekk (4.2 tonn) Alarm Wi-Fi Oversetter med Luftkanor fra kr. 2998,- O Roboter fra kr. <u>6.998</u> GSM & fra kr. 298,- 👩 fra kr.<u>1.298,-</u>0 til Bil eller Båt. olcelle-Ryaase kamera 0 RC-Produkter Star Wars fra kr. 998,-Elektronikk 1.999,- O Disko-Lys Sykkel-PC

Mixes fonts

Navigational mess

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

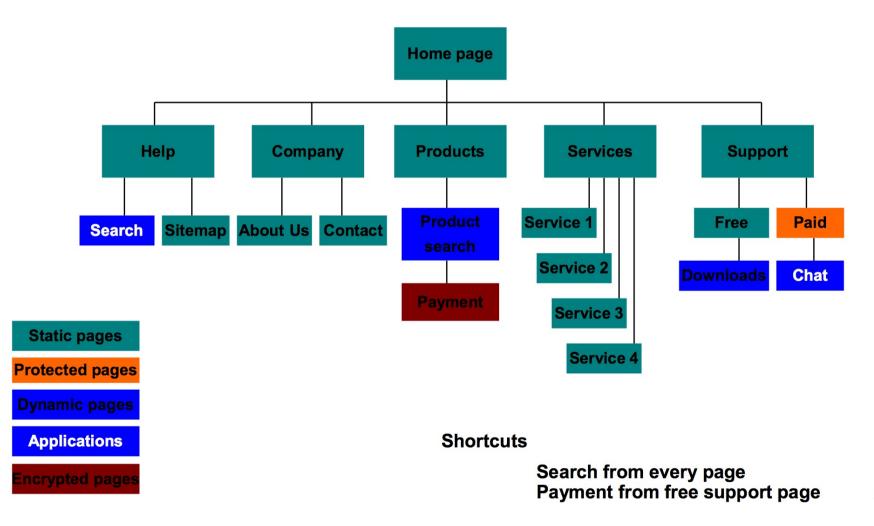
Meta tags

Anchor and alt text

Robots.txt

www.google.com/webmasters/

Page transition diagram



1/1/1/

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

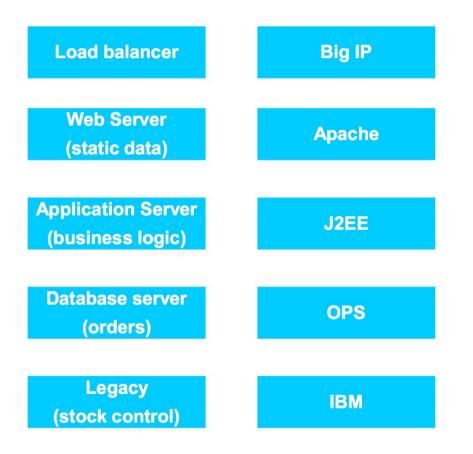
Consumer review sites e.g. tripadvisor, lateroom

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



Sizing

Scalability How many people? At the same time?

Number of products

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

Reliability

Responsiveness

