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Web Design Chapter 3:
Planning a Successful Web Site, Part 1

DIRECTIONS:
1. **Read and answer questions:** Read the chapter in the WEB DESIGN textbook, and then fill in the answers to the questions below. Change the font color of your answers to RED (*or another color of your choice*) so the answers are easily distinguished from the questions for grading.
2. **Save as PDF:** When you have completed this assignment, save this file as a WORD file, and then save as a **PDF** file in your **WD** folder (**press F12 for SAVE AS,** then choose **PDF** from the **SAVE AS TYPE** dropdown list).

NOTE: *You will upload your PDF file, share with your instructor, and link to your index page when you have learned to do this.*

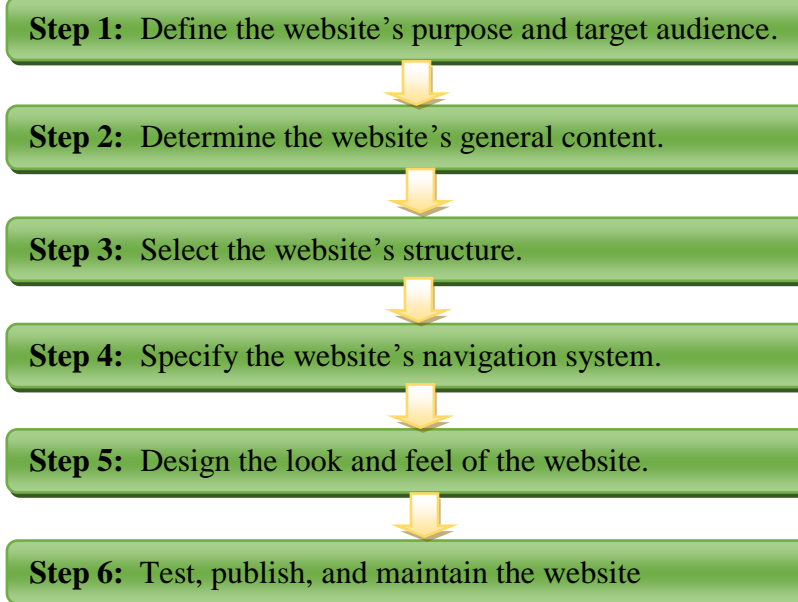**PART 1: Definitions:** Briefly define the following terms:
1. Target audience – The specific group of visitors your website attempts to reach.

2. Needs assessment – These are questions that should be answered to determine the target audience's wants, needs, and expectations.

3. Value-added content – This is information that is relevant, informative, and timely; accurate and of high quality; and usable.

4. Dynamically generated content – Is a process where updates periodically can appear on a website's pages when triggered. Web pages that display this content, retrieve it from a database.

5. Dead-end page – These are web pages that do not fit into the linking arrangement.

6. Storyboard – This is a series of pages originally developed to present scenes graphically for a movie or television program.

7. Linear website structure - Organizes and presents webpages in a specific order.

8. Random website structure – Does not arrange its page sin a specific order.

9. Hierarchical website structure – Organizes webpages into categories and subcategories by an increasing level of detail.

PART 2: Questions: Answer each of the following briefly, but completely.
1. List and briefly describe the SIX steps of creating an effective web site *(three of them are discussed in greater detail in this chapter, the others are discussed in Chapter 4).*
   - Define the website's purpose and audience – Use this step in the design process to establish the website's goal, objectives, and audience.
   - Determine the website's general content - In this section, you will determine the central idea for the homepage, and from there design and build your underlying pages and landing page. This includes picking relevant pictures, font sizes and styles, animations and videos. Using this method,
   - Select the website's structure – The structure of your website will determine how the information on your page will be displayed and how users will interact with it. The website should use navigation, links, and other methods to show visitors their location witht eh website and should also show how to return to the home page or previously visited pages.

- Specify the website's navigation system - Deciding on a navigation system that keeps the user involved, as well as meeting their needs and expectations. This is achieved through the utilization of links, text links, image links, menu groups, bar, or tabs.
- Design the look and feel of the website – This is using visual consistency and color and visual contrast to give the web page and underlying page a consistent and unifying feel. The main page and the underlying page should have elements that remain consistent across both, as well as a color scheme that flows and maintains the energy that the sponsor wants to convey.
- Test, publish, and maintain the website – After all elements have been put together and everything is how you want it test the web page to see if the final product is what you want. When the final page is done publish it and maintain the website as the sponsor needs change.

2. Use the SHAPES in MS Word to recreate FIGURE 3-1 (On the Ribbon, click the INSERT tab, then click SHAPES, then draw and format the shapes and enter the appropriate text). You can choose your own color scheme.

Step 1: Define the website's purpose and target audience.

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Step 2: Determine the website's general content.

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Step 3: Select the website's structure.

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Step 4: Specify the website's navigation system.

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Step 5: Design the look and feel of the website.

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Step 6: Test, publish, and maintain the website

3. List <u>five</u> questions do you need to consider when creating your **target audience profile**:
- What is the age range for your likely audience members?
- What are the audience member's gender, education background, and marital status?
- What are the typical careers and income levels of audience members?
- What types of devices do your audience members typically use to access the website?
- What social media profiles do your audience members typically use?

4. What are the things you need to consider when designing the HOME PAGE of a web site?

The things you need to consider when designing the Home page include the who, what, where, and why elements.

5. **NASCAR**: For an excellent example of multimedia, graphics, rollovers, navigation bars, etc. go to the official NASCAR site: http://www.nascar.com
Scroll up and down the home page, then explore the site. Be sure to notice the site layout, how to navigate the site, animation, graphics, site colors, etc.

a. What do you think are the most effective elements at this site? What makes them effective?

The most effective elements to the web site lies in the menu bars placement, drop down menus, and the placement of the pictures and videos. The menu bars are effective in that they allow quick and easy navigation between the different underlying pages and their subjects. In addition to consistent uniformity across all the pages. With the images and videos, it gives selections at a quick glance and a scroll.

b. If you were on the web design team, what suggestions would you have for improvement of this site?

To improve the page I would put a slide show to allow for the top of videos and article to be put into a quick glance for those just skimming the pages. In addition I would remove some of the videos and pictures to unclutter the page. Although it is easy to navigate, the page does feel cluttered and unorganized at points.

6. **SmartCar:** Compare the NASCAR site with the SmartCar site: http://www.smartusa.com/

a. What differences did you see between the sites?

In the smartusa site the image content is kept to a minimum with little text to give the viewer an idea about what the section is about with a navigation link to a page with more information. While the nascar page does use navigation links to separate pages it puts too much information on the home page.

b. Why do you think they are so different in appearance?

They are so different because the different quantity of information that they need to portray, as well as a different age and class of people. The information present on the smartusa is geared towards older shoppers or those who can drive, while the nascar page is easily navigable by young children and older.

c. Which site did you like better? Why?

I like the smartusa site better. On the site I enjoyed the color scheme as well as the simplicity and the ease of navigation around the page.

d. Which site do you think is most effective (if either)? Why?

Nascar is the most effective, because It allows for ease of navigation across all age groups.