

WWW, Web Design, Multimedia

Site Design and Site Map

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Flow

- Determine goals: what the site needs to accomplish
- Content is KING. Be CLEAR, CONCISE, organize the content.
- Architect the site: how the navigation works,
- Generate mockups.
- Build it from the prototypes/mockups.
- Test it

Successful Website

Effortless

Site Goals

- Brochure sites
- E-Commerce sites
- Entertainment sites
- News sites
- Blogs
- Educational sites
- etc

Brochure sites

Static content geared at selling their services
Usually easy to maintain, long potential life.

- <http://doublediamondmoving.com/>
- <http://fullmoonbbq.com/>
- <http://alexanderhomesteadweddings.com/>

E commerce sites

Combined with sale process, usually not cheap to build.

- <http://nikeid.nike.com/>
- <http://www.miniusa.com/>
- <http://doopsuikerpoppies.be/>
- <http://us.moo.com/>
- <http://www.getconcentrating.com/>

Entertainment sites

Very creative, most sites are pushing the envelope. Some are fully built in FLASH.
Unique experience.

- <http://bjork.com/>
- <http://ryanedgarmusic.com/>
- <http://www.getconcentrating.com/>
- <http://www.bloedoranjegallery.nl/>

News sites

Must updated very frequently, have a strong CMS (content management system) in place to handle the flow of the content.

- <http://www.cnn.com/>
- <http://www.bbc.com/>
- <http://www.npr.org/>

BLOGs

Tools: wordpress, posterous...

Need constant attention. Owner must research new content, write articles, interact with audience and promote the blog.

- <http://www.webdesignerdepot.com/>
- <http://ma.tt/>
- <http://inspiredology.com/>
- <http://freelanceswitch.com/>

Educational sites

Fundamental issue can be: design by committee.

- Search the EDU sites.

Logical Site Structure

- *Logical*
 - *How documents relate to each other*
- *Physical*
 - *Where a document “lives” - location on server*
- *A site’s **logical** structure is more important to a user than it’s **physical** structure*

Logical Organization Models

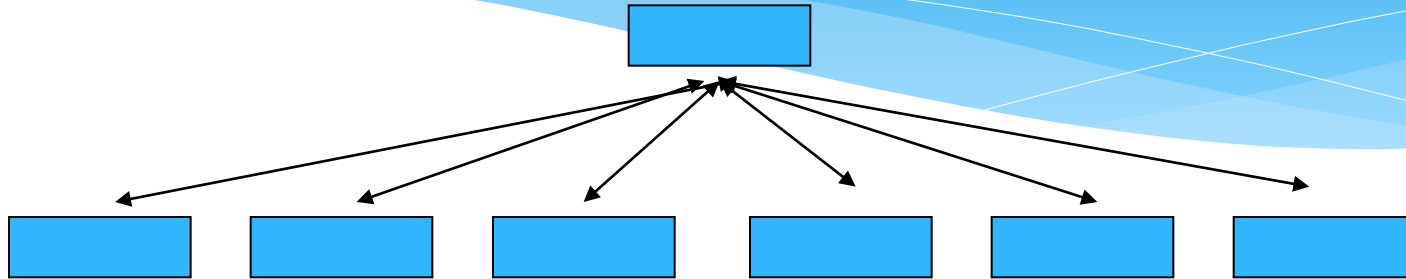
- * *Linear*
- * *Hierarchy*
- * *Full Mesh*

Linear



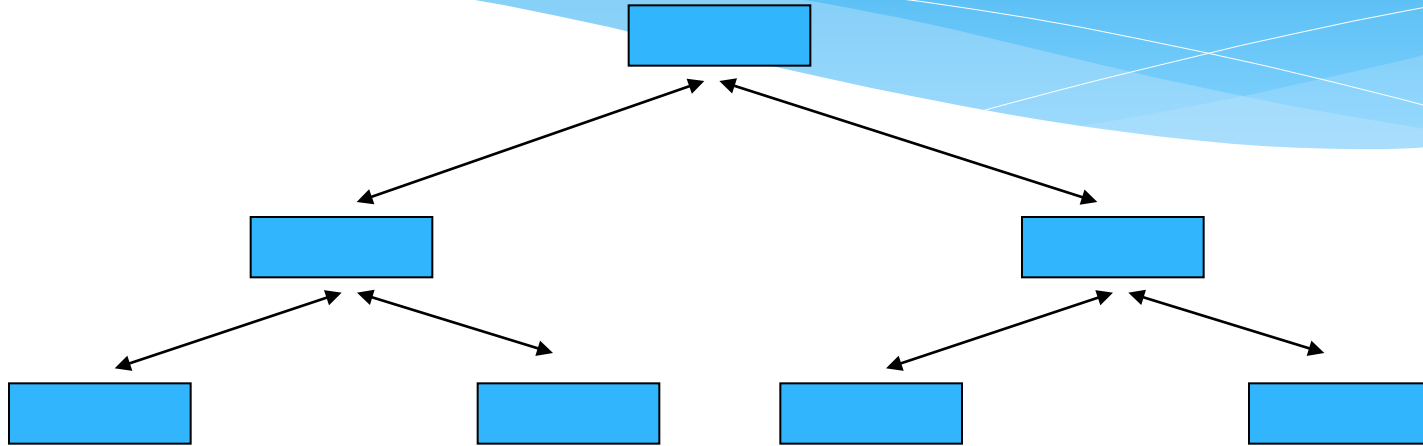
- *Pros*
 - *Corresponds to traditional print media*
 - *Step-by-step*
 - *Good for presentations, tutorials, or online sales pitch*
- *Cons*
 - *User may find restrictive*
- *Suggestions*
 - *Let users know how far they are in a linear structure*
 - *E.g. [page 4 of 10]*
 - *Side Trips*
 - *Can be used in conjunction with other organizational models*

Hierarchy Wide Trees



- *Most Common*
- *Can be modified to hide or expose as much information as necessary*
- *As the user clicks deeper into the site, the choices get more specific*

Hierarchy



Full Mesh

- *Every page links to every page*
 - *# of links = # of page x (# of pages - 1)*
 - *E.g.*
 - *5 page site has 20 links*
 - *10 page site has 90 links*
- *Usually a complex navigation bar is needed*

Types of Pages

- **Main page** - This tells your visitor what you offer and details what they can find on your site
- **Product/Services** - This lists each distinct product or service on its own page. These pages get most of your web site traffic
- **About us** - On a smaller site, this can replace a number of other pages such as quality and history
- **Location** - This displays your address, map, and driving directions (google map)

Types of Pages

- **Contacts** - This displays your fax, e-mail, and phone numbers. You can also include a mini-directory for all departments or contact points
- **Mission or Purpose** - This outlines your organization's values. Again this page builds your credible and stable reputation
- **Testimonials** - Although dedicated testimonial pages are often ignored, strategic placement throughout the site will reinforce your credibility and trustworthiness
- **Prices/Rates** - This is another strong selling page and another opportunity to showcase your products or services

Types of Pages

- **Recently completed projects** - This enables you to dynamically communicate with your viewers. Give details, pictures, and background information
- **FAQs** - A good Frequently Asked Questions page can be a valuable way to answer questions that might otherwise be an obstacle to a sale. It can also include information, phrased in the form of a question, that didn't fit in other categories
- **News and press releases** - This is another opportunity to dynamically communicate with your visitors. This may contain links to individual news or press release pages

Navigation

- *REMEMBER: Your visitors may enter your site from pages other than your main page*
 - *Make sure you include good navigational links on every page*
 - *Place navigation links together at the top, bottom, left or right side of the page*
 - *Use tables to align your links and maintain a nicely organized and uniform appearance throughout*
- *Try to keep the number of clicks required to get from your main page to any other page on your site down to three*
- *Place your company logo on each page*

Common Design Mistakes

- *Poor load time*
- *Poor overall appearance*
- *Spelling/grammar mistakes*
- *No contact information*
- *Poor content*
- *Poor navigation*
- *Broken links and graphics*

Paper Mockup & Digital Mockup

