

MED 390: Website Design

1. Content

2. Structure and Navigation

3. Visual Design

4. Functionality

5. Interactivity

6. Overall Experience

note:

attribute most correlated with winning a webby: Functionality

attribute least correlated with winning: design

- not sure if these numbers hold up

What we say to dogs

Okay, Ginger! I've had it!
You stay out of the garbage!
Understand, Ginger? Stay out
of the garbage, or else!



What they hear

blah blah GINGER blah
blah blah blah blah blah
blah blah GINGER blah
blah blah blah blah...



Content

- information provided
 - engaging, relevant, clear, and concise
- there is a reason content is listed first - content is king.... or queen
 - but making the content accessible is the power behind the throne
- designing your content
 - most websites design the look and feel to accommodate the content
 - make your site "scan-able"
 - use clearly stated headings
 - links with eye catching colors
 - obvious buttons

- writing content for the web is much different than writing content for print
 - most web use is endeavored in order to save time
 - edit content down just to the point before the point is lost
- need to be concise, to the point, and provide options for further reading
 - i.e. additional links, external links, subsequent stories, etc.
 - people love to discover new websites and sources for information
- above all, your content should deliver on your promise
 - stick to the purpose of your site

Structure and Navigation

- framework and organization of site
 - consistent, intuitive, transparent
 - facilitates forming a clear picture of the information
- how does a user get around your website
- placement of navigation elements
- is the flow of your site natural
 - (does it fit within the story / narrative you are telling)
- are there pages that can be combined / separated?
- beware of having navigation that is too wordy or extensive

<http://www.sptnk.org/>

Visual Design

- high quality and relevant
 - doesn't have to be "trendy"
 - communicates a visual experience
- is the design relevant to the content
 - be conscious of designing distractions
- Design should be consistent throughout the entire site
 - want users to know where they are
- fonts, color schemes, graphics, images, headings, etc. all should be part of the consideration
- if your site scrolls up and down, what elements are "above the fold"
- create a visual hierarchy (ex: inverted pyramid)
 - headlines, headings, sub-headings

<http://www.nike.com/jumpman23/historyofflight/>

Functionality

- how site works
- loads quickly, live links, browser independent
- experience is center stage, technology is invisible
- accessibility

<http://thinkingspace.economist.com/#/explore>

Interactivity

- the way the site allows you to do something
 - users participate, not spectate
- what are the methods in which you invite your audience to participate
- how in depth is the interactivity
- Interactivity -
 - narrative driven
 - method of engaging your audience
 - discovery?

Overall Experience

- intangibles that make one stay or leave, place bookmark sign up for newsletters, participate, etc.
- cohesive-ness
- the "enjoyment" factor

<http://photography.nationalgeographic.com/photography/image-collection/>

<http://summitonthesummit.com/#/basecamp>

<http://www.thepopshoppe.com/>

<http://www.toyota-screensaver.ru/>

<http://malecopywriter.com/>

<http://www.albionlondon.com/awards/fandf/>

These qualities all come together to form a site's...

Usability

- Usability is a “quality attribute” that assesses how easy user interfaces are to use. Five components:
 - Learnability - how easy it is for users to accomplish tasks the first time they encounter the design
 - Efficiency - how quickly can users perform tasks
 - Memorability - when users return, how easily do they reestablish proficiency
 - Errors - how many errors users make, how severe, how easy to recover from errors
 - Satisfaction - how pleasant design is to use

User-Centered Design Process

- Needs Analysis
- User and Task Analysis
- Functional Analysis
- Requirements Analysis
- Setting Usability Specifications
- Design
- Prototyping
- Evaluation

Guidelines for Home Page Usability

- Make site's purpose clear
 - Explain who you are and what you do
 - One sentence tagline
 - Window title with good visibility in search engines and bookmark lists
- Help users find what they need
 - Clear starting point for high-priority tasks
 - Search box if your website is large

Guidelines for Home Page Usability

- Reveal site content
 - Show examples
 - Begin links with important keywords
 - Easy access to recent features
- Visuals should enhance, not clutter your site
 - Studies show people look at text on web sites, not images
 - Users often dismiss graphics as ads and ignore

How to make web pages readable

- Use scannable text
 - Highlighted keywords
 - Meaningful sub-headings
 - Bulleted lists
- One idea per paragraph
- Inverted pyramid style of writing (conclusion first)
- Half the word count of conventional writing
- No “marketese”
- Credibility is important