

# Advanced Computer Skills: Project Management

La Sierra Academy  
2<sup>nd</sup> Semester, 2006-2007

Week 3, Day 3

# Today's Agenda

# Plan for Today

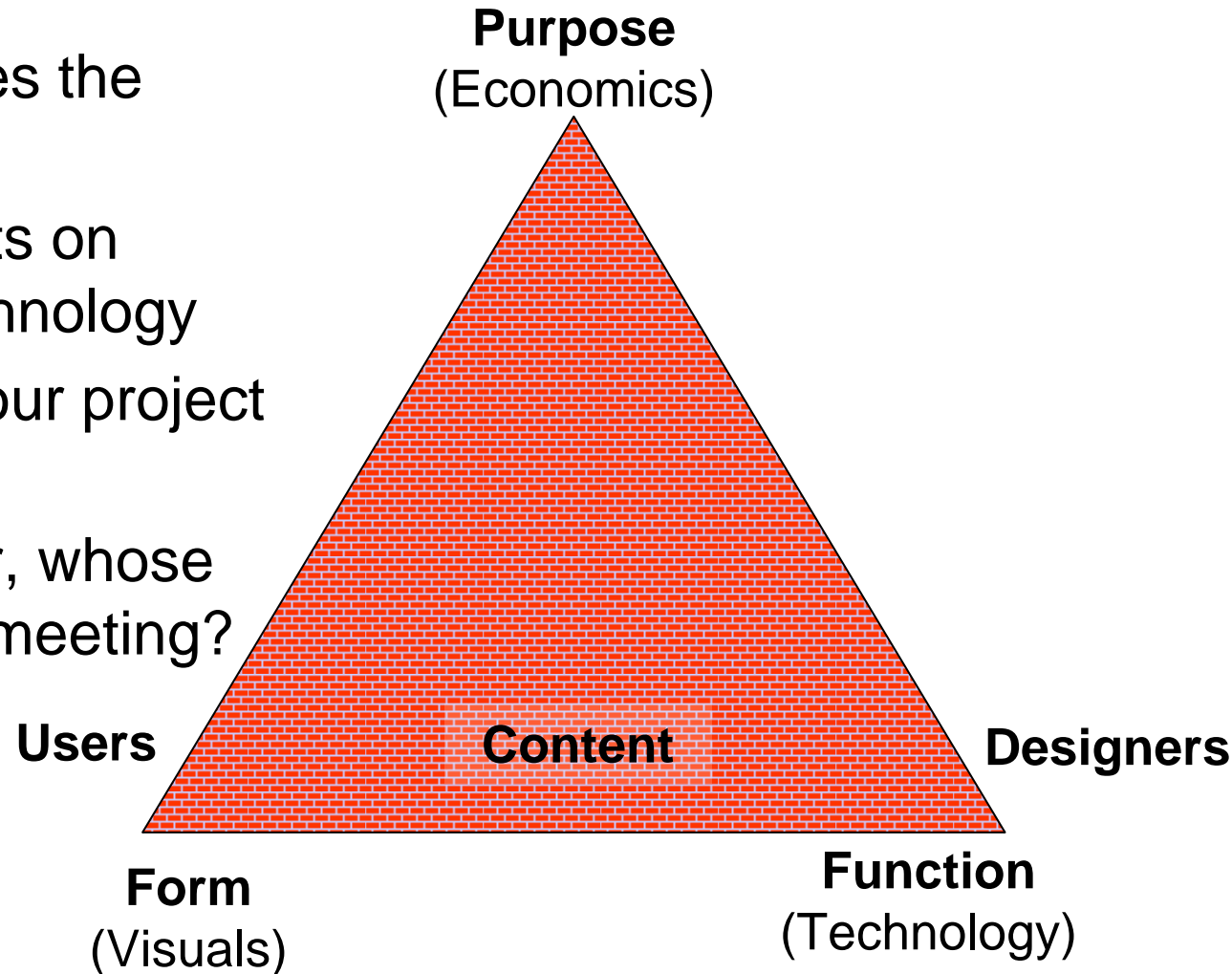


- MS Office Live as your project site
- Basics of webSITE design
- Introduction to Microsoft Producer
- Individual students:
  - Watch video of yesterday's speech
  - Critique yourself
  - Identify areas for improvement
- One-on-One discussion re: your service project

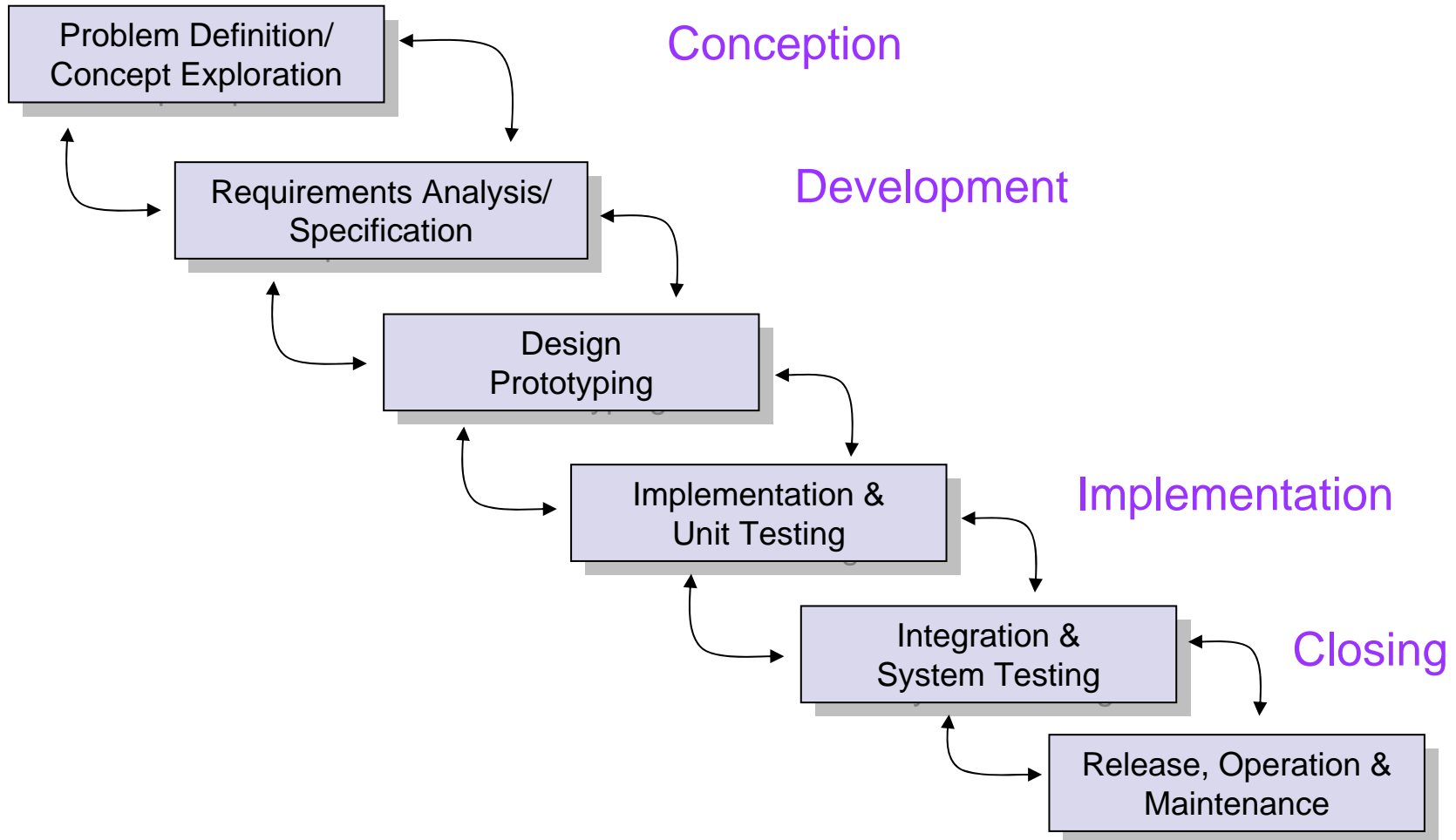
# Basics of Website Design

# The Web Design Pyramid

- Content provides the bricks
- Foundation rests on visuals and technology
- Economics: Is our project worth doing?
- As the designer, whose needs are you meeting?



# Basic Web Process Model: Waterfall

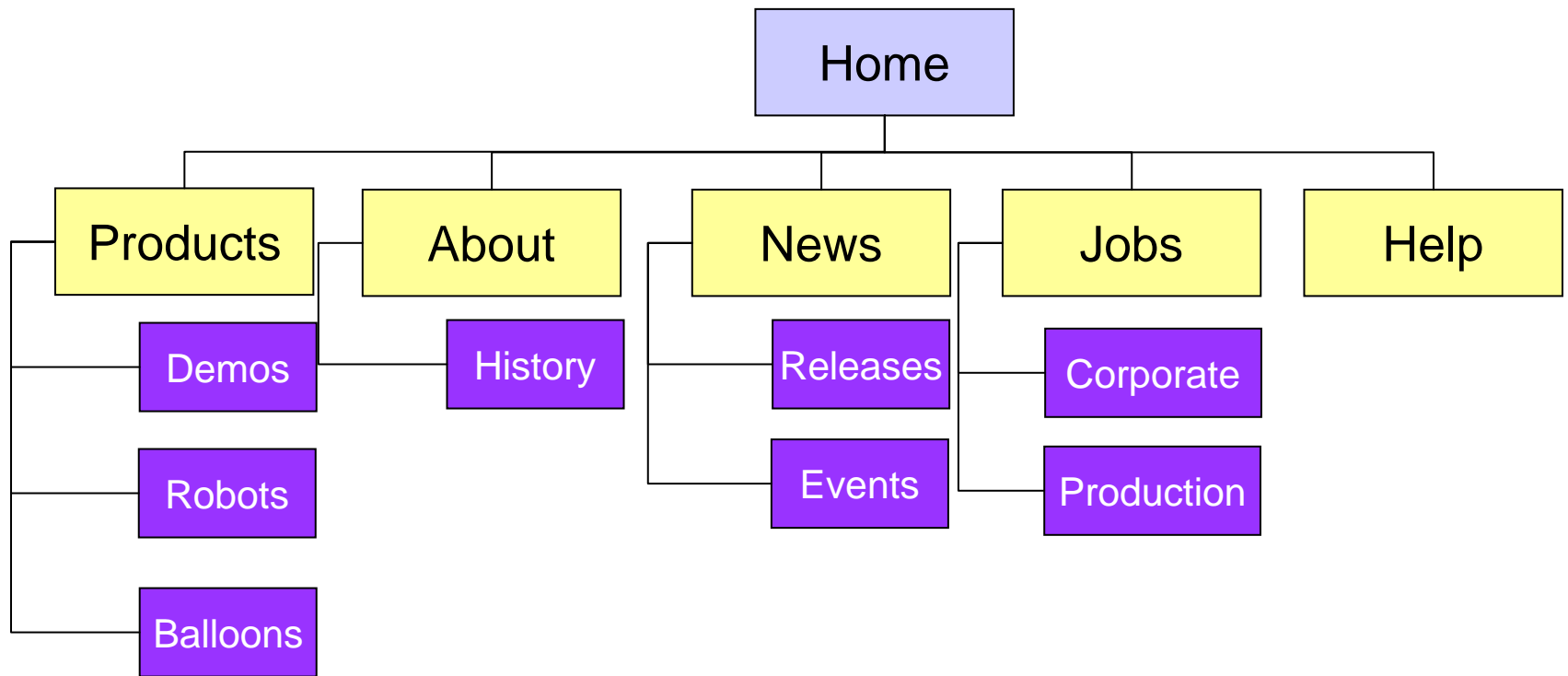


# Write a Site Plan

- Short goal statement
- Detailed goal discussion, including measurable goals
- Audience discussion
- Use-scenario discussion
- Content requirements

- Technical requirements
- Visual requirements
- Delivery requirements
- Site structure diagram
- Staffing
- Time line
- Budget

# Typical Site Diagram



# Usability



Definition: The extent to which a site can be used by a specified group of users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use.

- Five Ideas that Determine Usability of a Site
  - Learnability
  - Rememberability
  - Efficiency of Use
  - Reliability of use
  - User satisfaction

# Common User Characteristics, 1

- Visual impact is the first impression
  - Avoid using text, graphics, and backgrounds (t/g/b) of similar hue
  - Avoid combining t/g/b of similar saturation
  - Keep contrast high – avoid using t/g/b of similar lightness
  - Avoid busy background tiles
  - Make sure colors that are meant to distinguish items like links are significantly different in two ways, such as hue and lightness

# Users: Memory



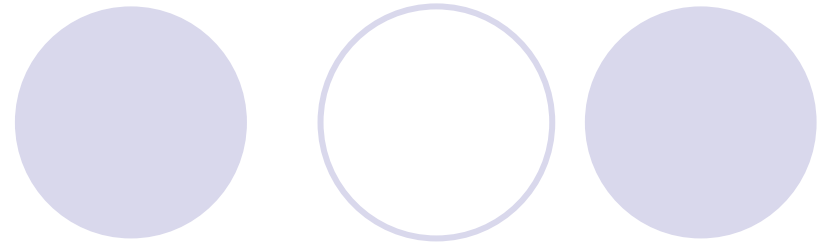
- Users must be able to recall information about a site
  - Users try to maximize gain and minimize work
  - Recognition is easier than recall so don't force users to memorize information
  - Do not make visited links the same style or color as unvisited ones as it forces users to memorize where they have been
  - Limit groups of similar choices such as links to 5 – 9 item

# Users: Patience



- People's patience for web pages to load decreases with time
  - Users tend to be more patient with something that is new or a novelty
  - The amount of time a user will wait is proportional to the payoff
  - When response times such as page loads take >30 seconds, try to provide feedback to the user such as a load-time progress bar
  - Time matters more to a user than bytes delivered
  - "One minute web page": User can figure out basic gist of a web page within one minute of loading

# Users: Stimuli



- Make page elements obviously different (if they are different) so that the user notices the differences
- Limit page noise and segment page objects so they don't compete so much visually that user is unable to focus
- Sensory adaptation occurs – to keep a user's full attention, vary things significantly and often

# Users: Movement Capabilities

- Optimize keyboard access for all pages in a site, not just form pages
- Minimize mouse travel distance between successive choices
- Minimize mouse travel between primary-page hover locations and the browser's Back button
- Make clickable regions large enough for users to move to them quickly and press them accurately

# Web Conventions



- Use common interface conventions established by heavily used sites
  - Upper left hand logo returns you to home page
  - Text links are repeated at bottom of page
  - Back-to-top links are used on long pages
  - Special print forms available for heavily-printed pages
  - Clickable items are a different color and underlined
  - Secondary navigation elements are presented separately from sectional navigation

Homework



# Homework, due tomorrow

- In PowerPoint draw a site diagram of either a well-developed website or your project website
  - Must have a minimum of 12 pages
  - Must extend down a minimum of 3 levels
- Email to instructor before class on Thursday

**Individual/Instructor Time**

# Critique Your Speech



- Watch the video of yourself giving the speech yesterday
  - Fill out the Oral Presentation Rubric
  - Identify areas in which you need to improve in your public speaking skills
  - I will then review the scores from me and the other students with you