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The Web Development Process: Hits and Misses

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Unit 8 - The Web Development Process - Opera
File Edit View Bookmarks Widgets Tools Help

The Web Development Process – Hits & Misses

EurHotec, Paris 2001

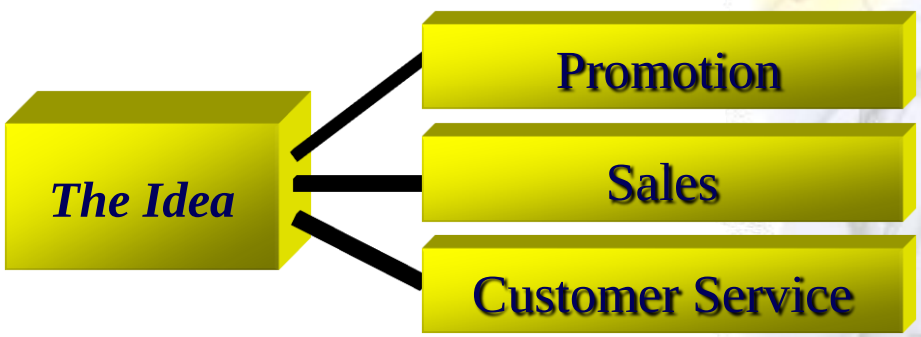
Web Development Process

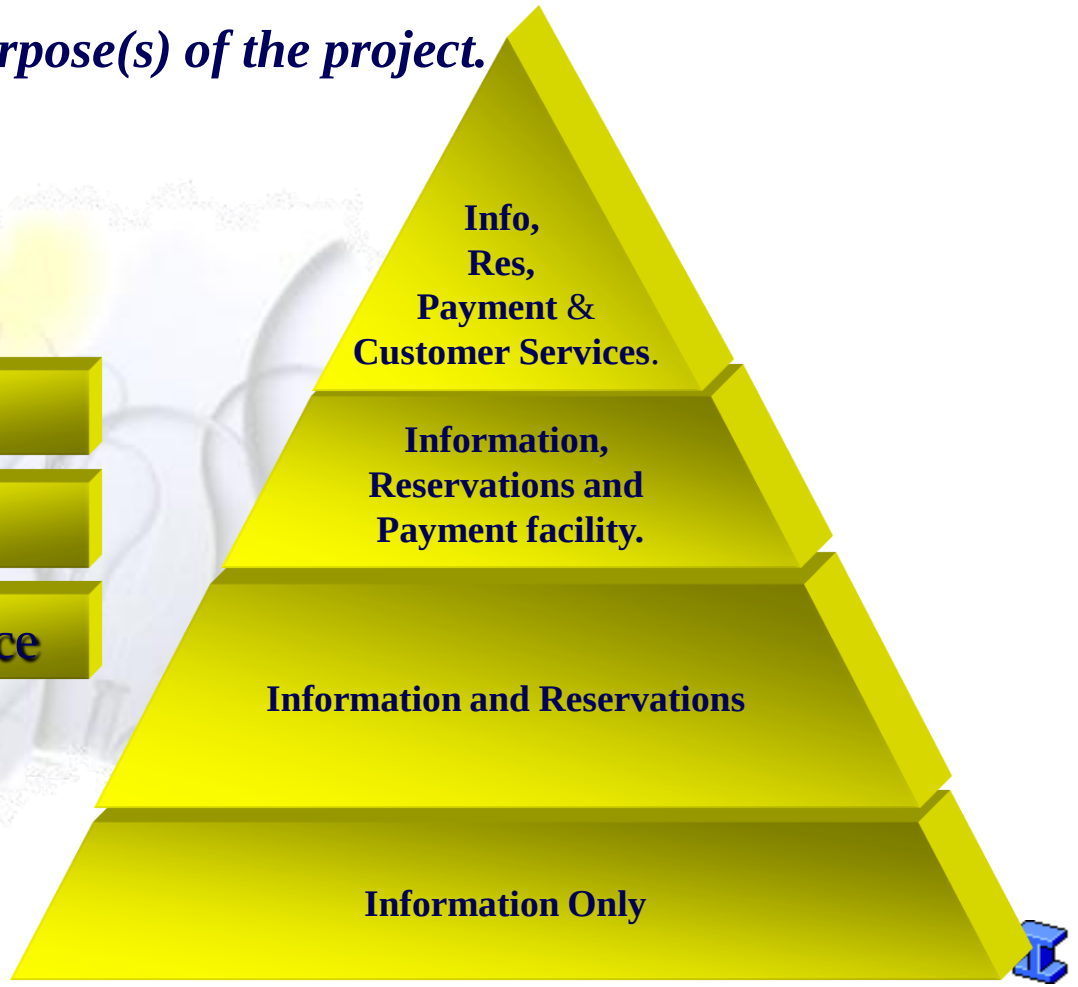
Setting The Scene – The Idea!

The Idea

The Idea should outline:

- ***The main purpose(s) of the project.***



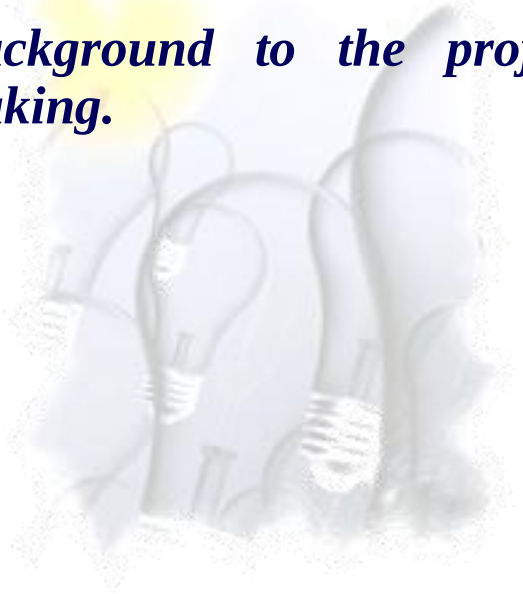


Setting The Scene – The Idea!

The Idea

The Idea should outline:

- ***The main purpose(s) of the project.***
- ***The "Why" (Rationale) for wanting to undertake the project in the first place.***
- ***The background to the project / Company / Undertaking.***



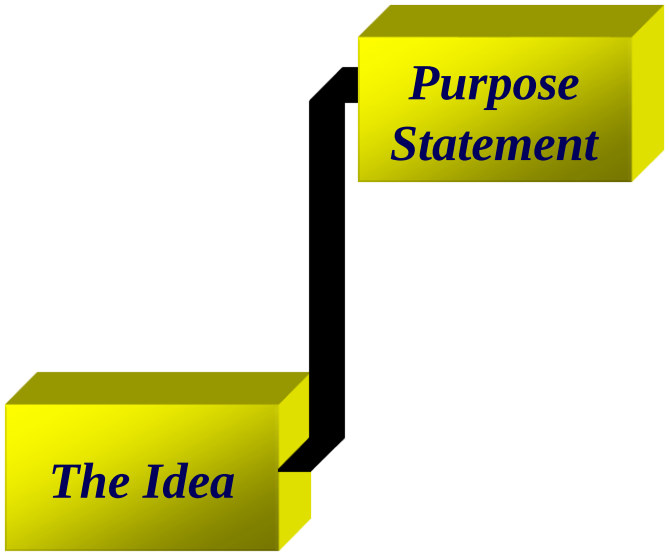
The Idea

Web Development Process

Web Development Process

Setting The Scene - Analysis.

The Idea + Analysis



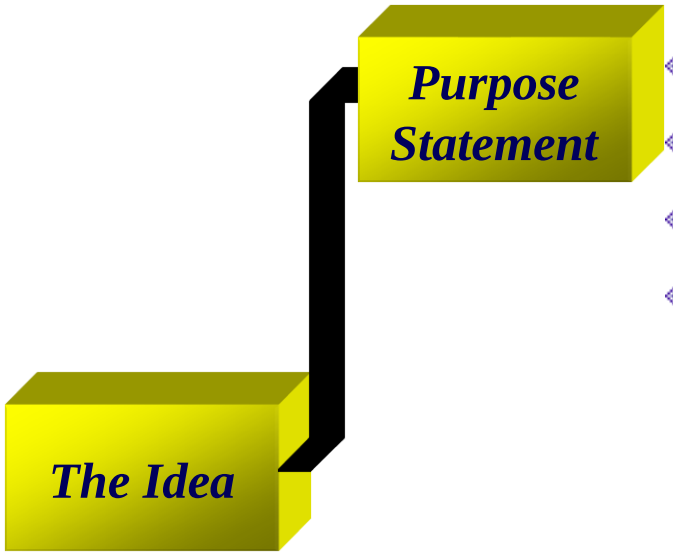
Aims of the Project

The Aim(s) should be:

- **S**imple
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**imely

Setting The Scene - Analysis.

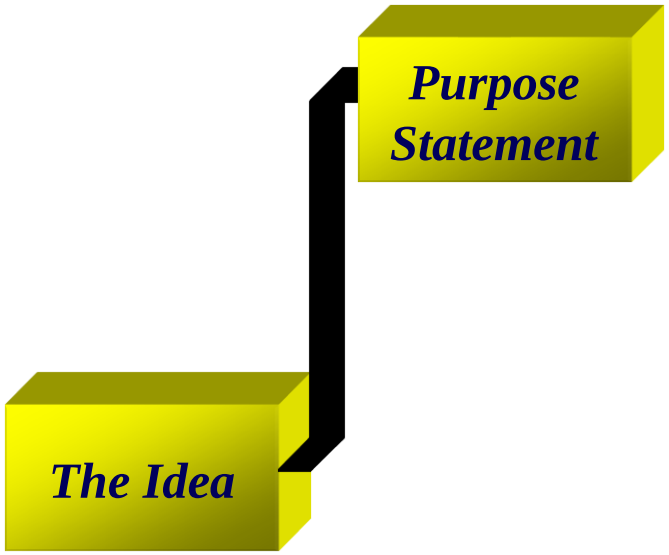
The Idea + Analysis



- *Keep the number of Aims low.*
- *Keep the complexity of Aims low.*
- *Keep Aims in order of importance (Primary & Secondary)*
- *The most important Aim must get the most attention.*

Setting The Scene - Analysis.

The Idea + Analysis

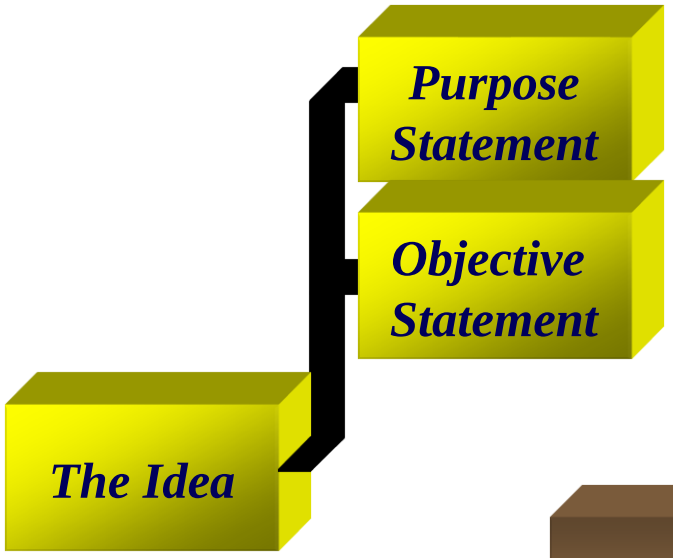


Website have the potential to be the very effective and economical tools for the promotion and distribution of Tourism products and services

but the also have the potential to be a very expensive drain on resources if not based on specific, realistic and achievable aims (Kim, 2002)

Setting The Scene - Analysis.

The Idea + Analysis

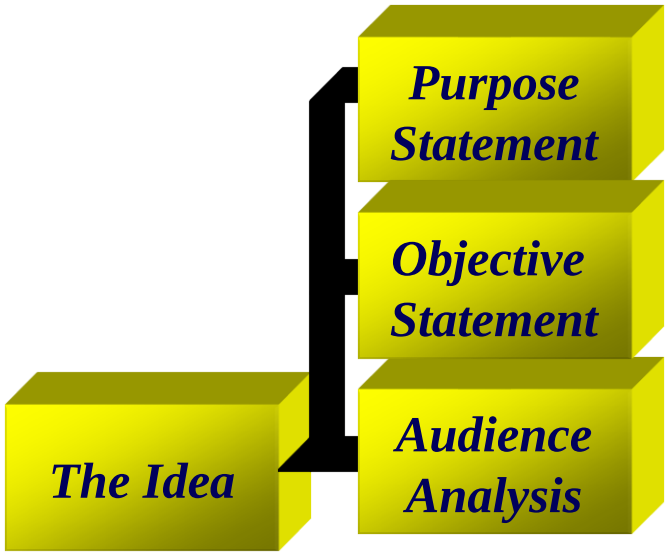


Objectives of the Project

The Objectives are the steps taken in order to achieve your Aim(s).

Setting The Scene - Analysis.

The Idea + Analysis



Know Your Audience

Knowing Your Customer – But Why?

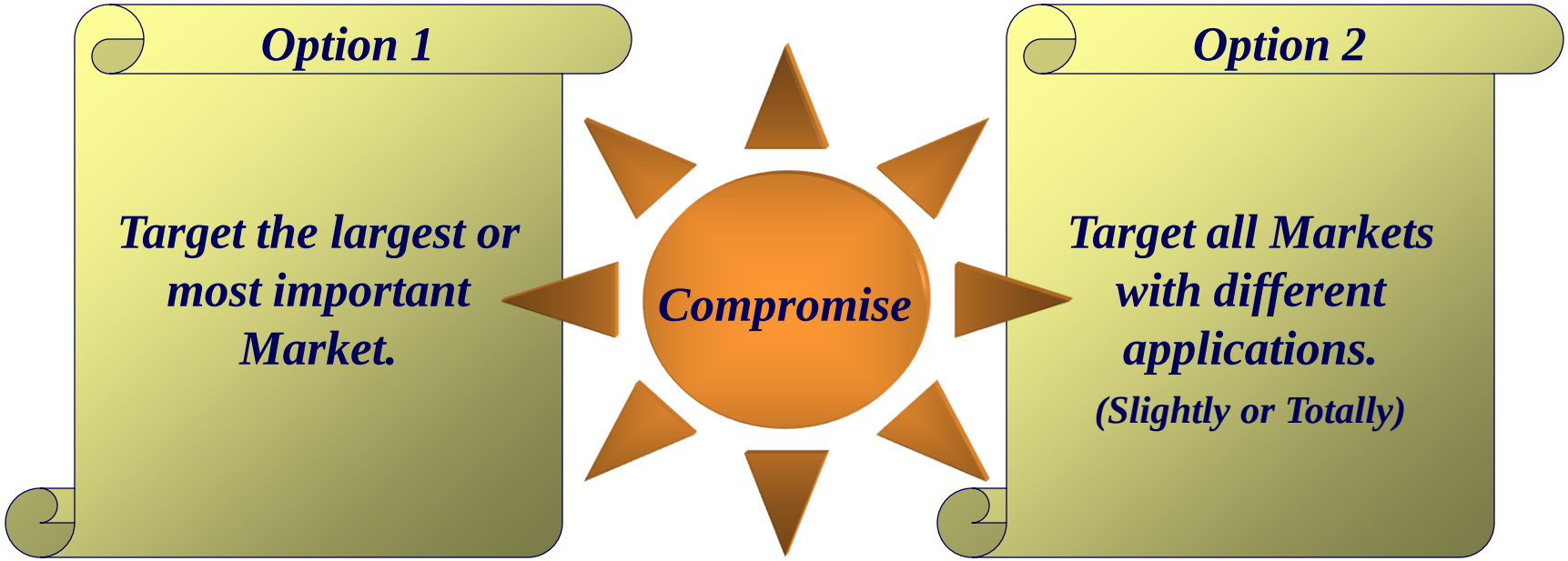
Knowing your Audience will help to ensure that one is sending the right message at the right time and at the right cost through the right channels to the right audience.

Audience Analysis.

User Profile.

- Age
- Gender
- Location
- Income Bracket
- Social Standing
- Activities (Hobbies)
- Knowledge Level
- Cultures / Language

What happens when there is more than one User Profile?



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Alternative Internet Strategies.

"One Size Fits All"

Personalisation/Customisation

Content of Site:

- Language,
- Personal Preferences,
- Contact Details,
- Currency & Taxes
- Advertisements,
- Downloads, etc.

Look & Feel of Site:

- Colour,
- Layout,
- Browsers,
- Bandwidth, etc.

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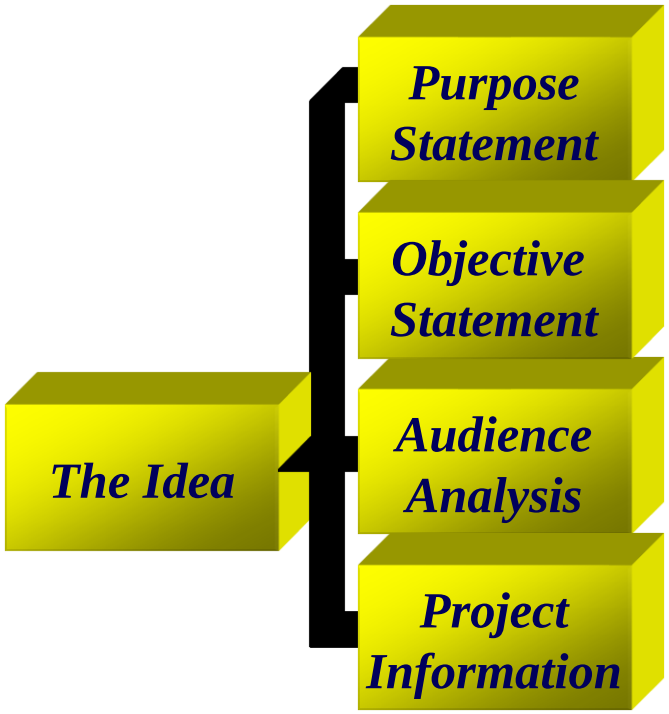
Setting The Scene - Analysis.

The Idea + Analysis



Information Requirements

Reference any Information required to complete the Project.

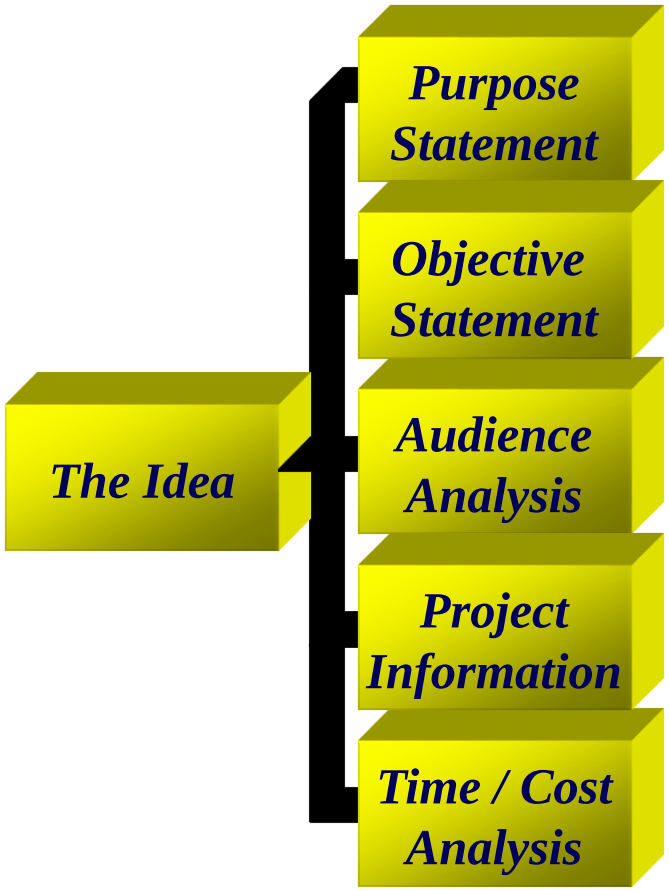
This May include:

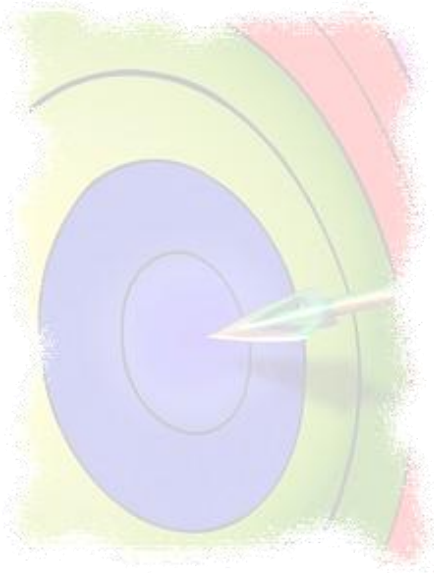
- *Background Information,*
- *Web Site Content,*
- *Technical Information.*

Information Requirements

Setting The Scene - Analysis.

The Idea + Analysis

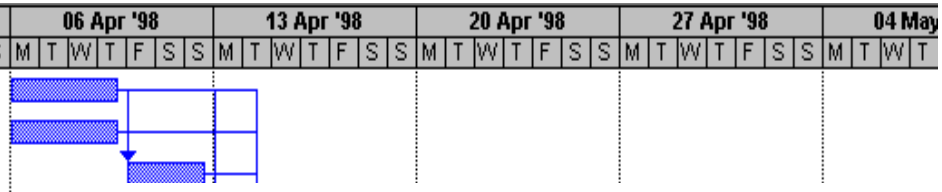




Set Budget & Time Frames

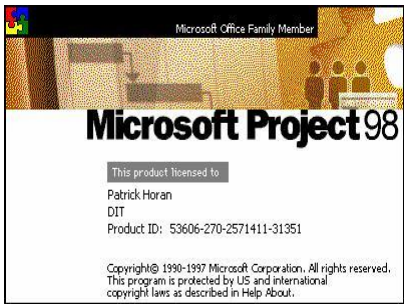
Time - Cost Analysis.

	Task Name
1	Content Analysis
2	Audience Analysis
3	System Analysis
4	Time Analysis
5	**Design Specifications**
6	Overall Goals
7	Overall Objectives
8	Content decisions
9	Cognitive Model
10	Paper Prototype
11	Storyboard
12	Flowchart
13	**Planning Stage Finished**
14	



Task Usage as of 06/04/98

	06/04/98	13/04/98	20/04/98	27/04/98	04/05/98	Total
Content Analysis	64h					64h
Project Manager	32h					32h
Project Team	32h					32h
Audience Analysis	64h					64h
Project Manager	32h					32h
Project Team	32h					32h
System Analysis	72h					72h
Project Manager	24h					
Computer Specialist	24h					
Project Team	24h					
Time Analysis		32h				
Project Manager		16h				
Project Team		16h				
Design Specifications						
Project Manager						
Project Team						
Overall Goals		48h				
Project Manager		24h				
Project Team		24h				



Budget Report as of 06/04/98

ID	Task Name	Total Cost
8	Content decisions	IR£7,200.00
11	Storyboard	IR£6,880.00
1	Content Analysis	IR£4,800.00
2	Audience Analysis	IR£4,800.00
3	System Analysis	IR£4,200.00
6	Overall Goals	IR£3,600.00
9	Cognitive Model	IR£3,600.00
4	Time Analysis	IR£2,400.00
7	Overall Objectives	IR£2,400.00
10	Paper Prototype	IR£1,520.00
12	Flowchart	IR£1,400.00
5	Design Specifications	IR£0.00
13	Planning Stage Finished	IR£0.00
		IR£42,800.00

Set Appropriate Budgetary Requirements

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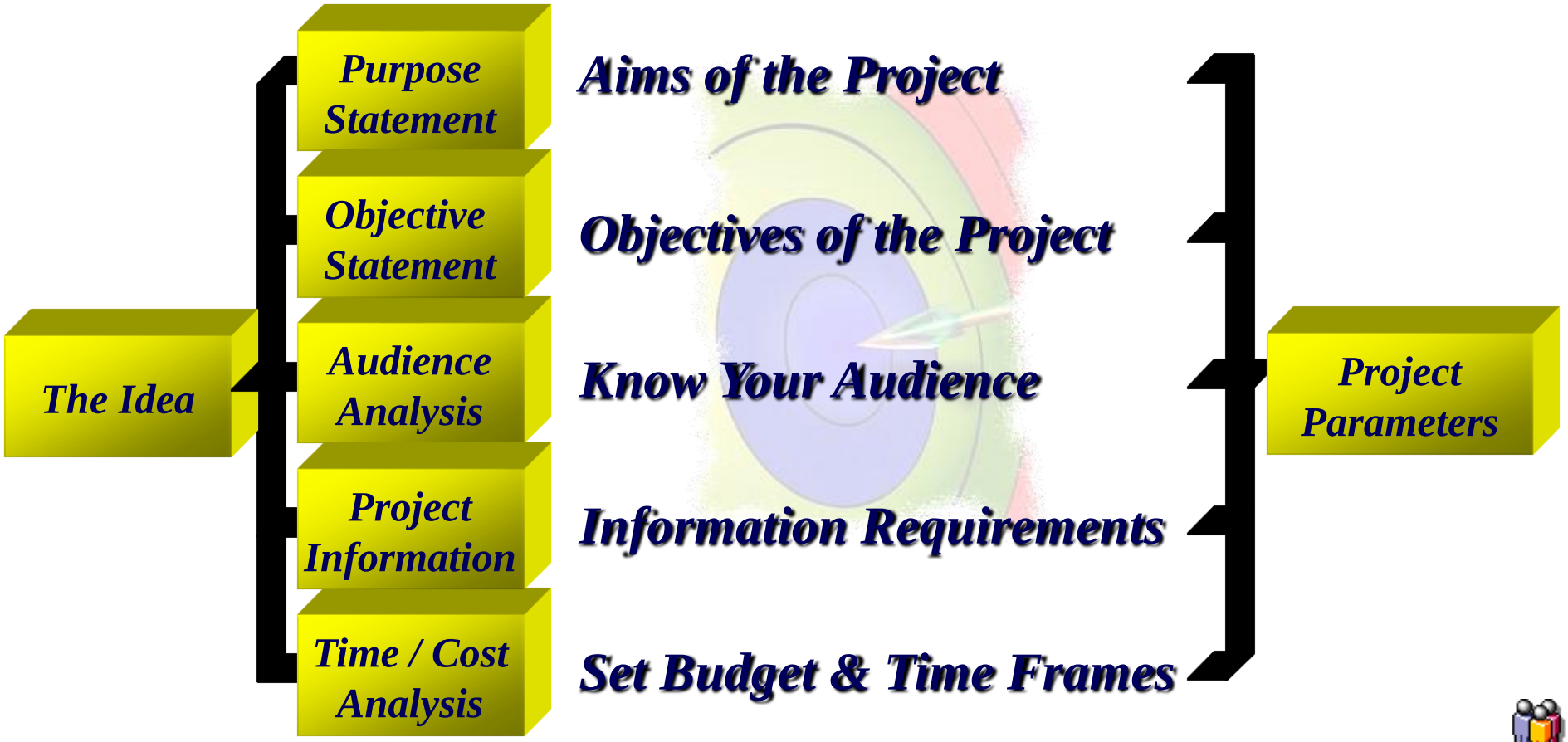
Setting The Scene - Analysis.

The Idea + Analysis = Project Parameters



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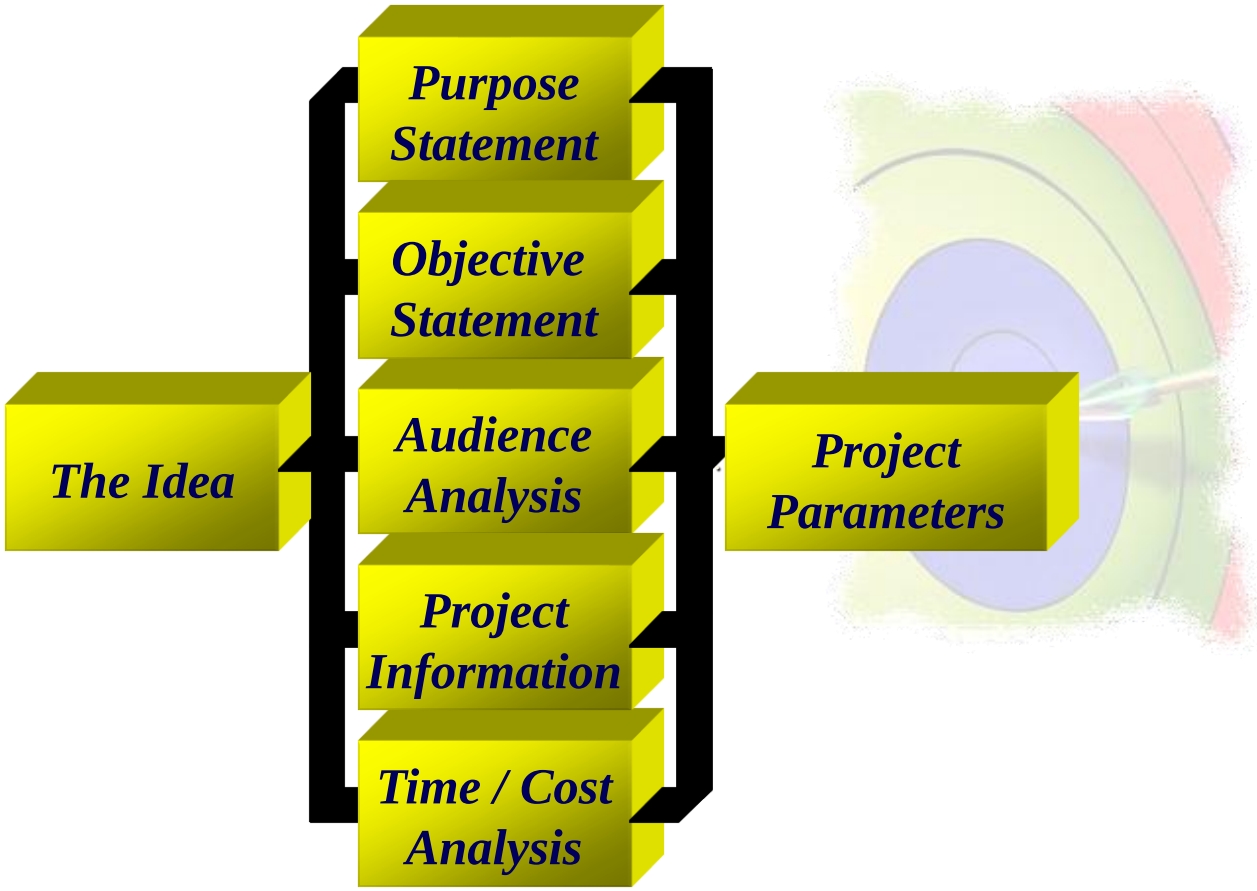

Web Development Process

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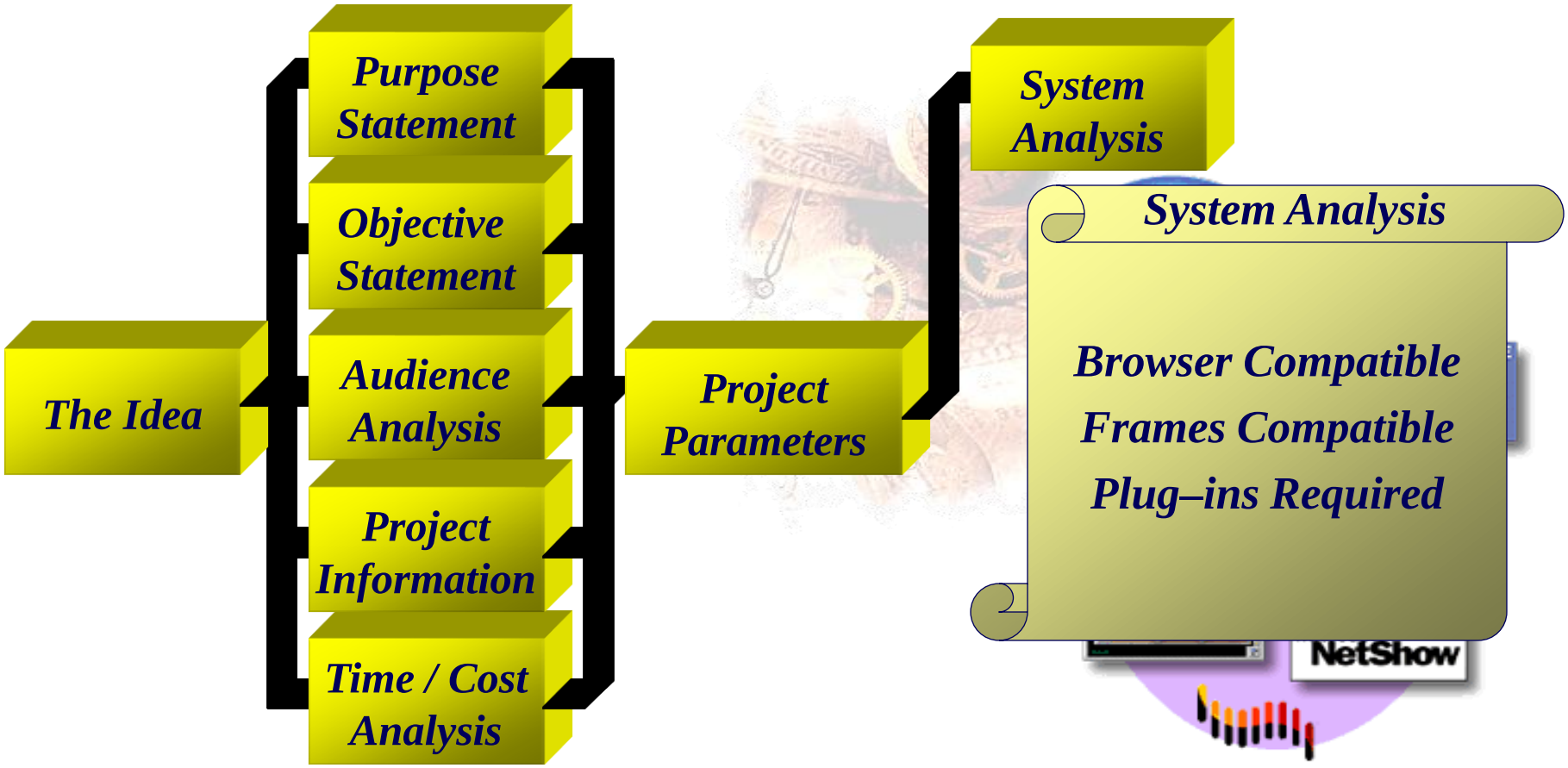
Setting The Scene - Planning.

The Idea + Analysis = Project Parameters + Planning



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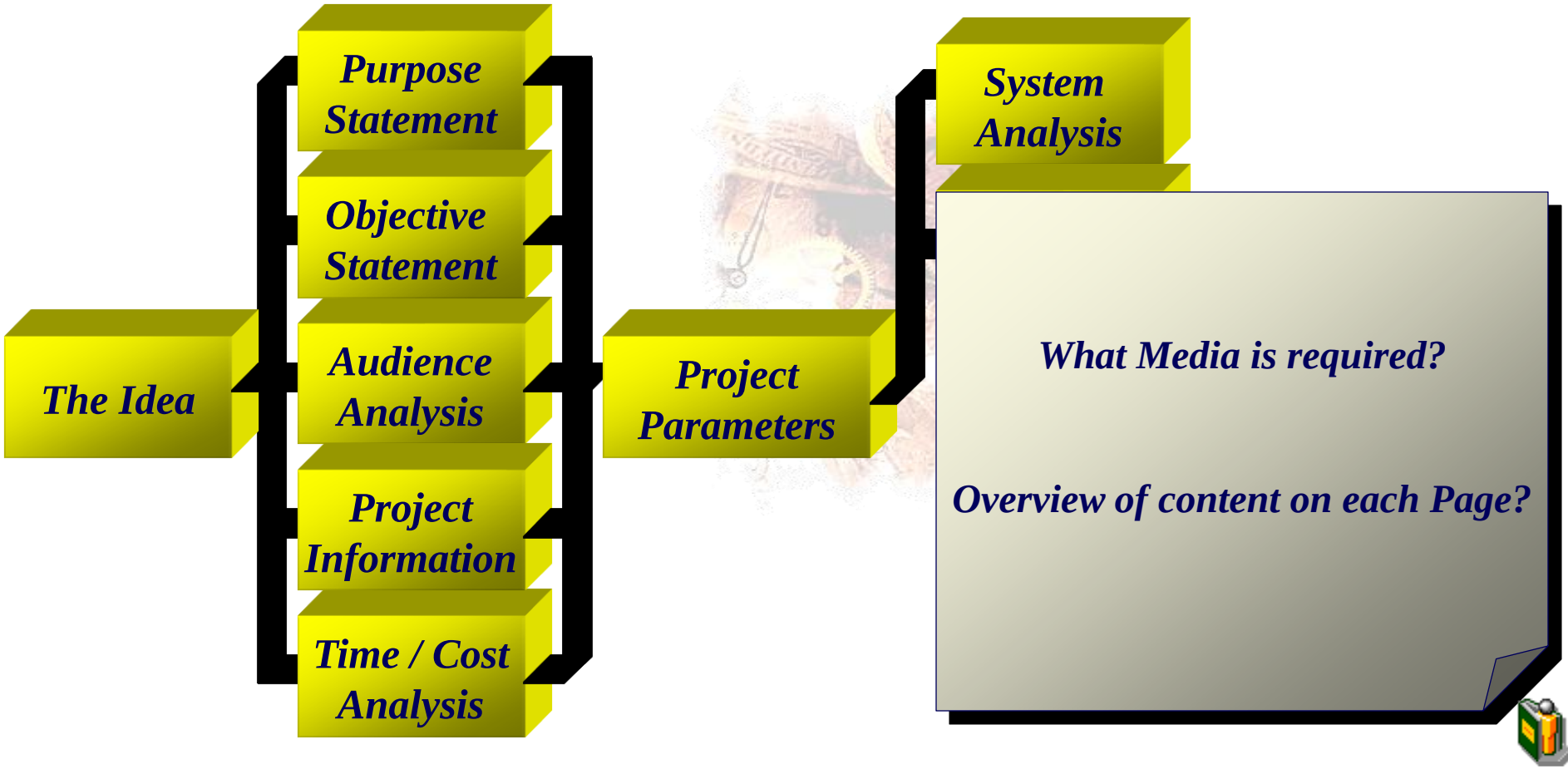

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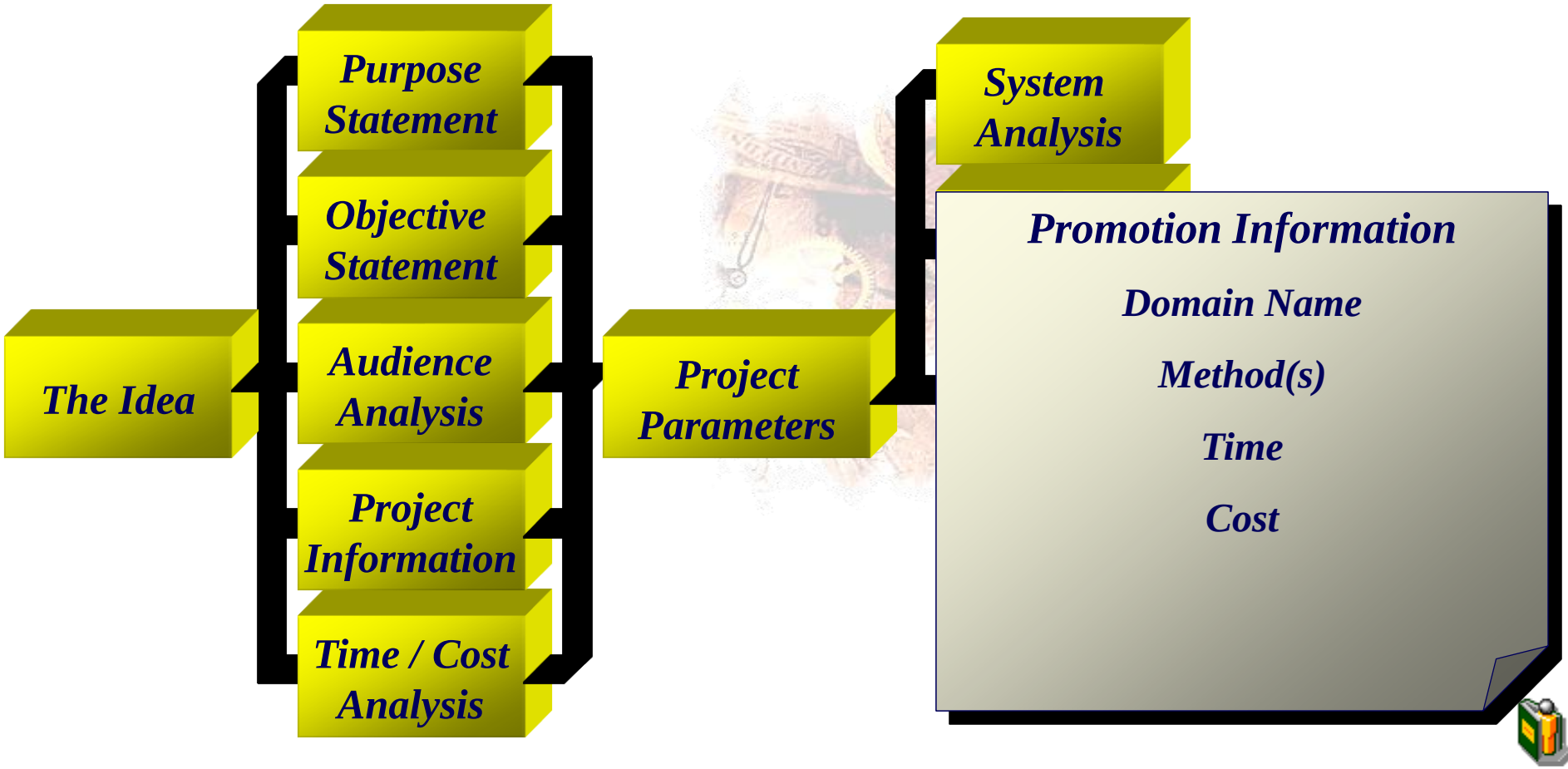

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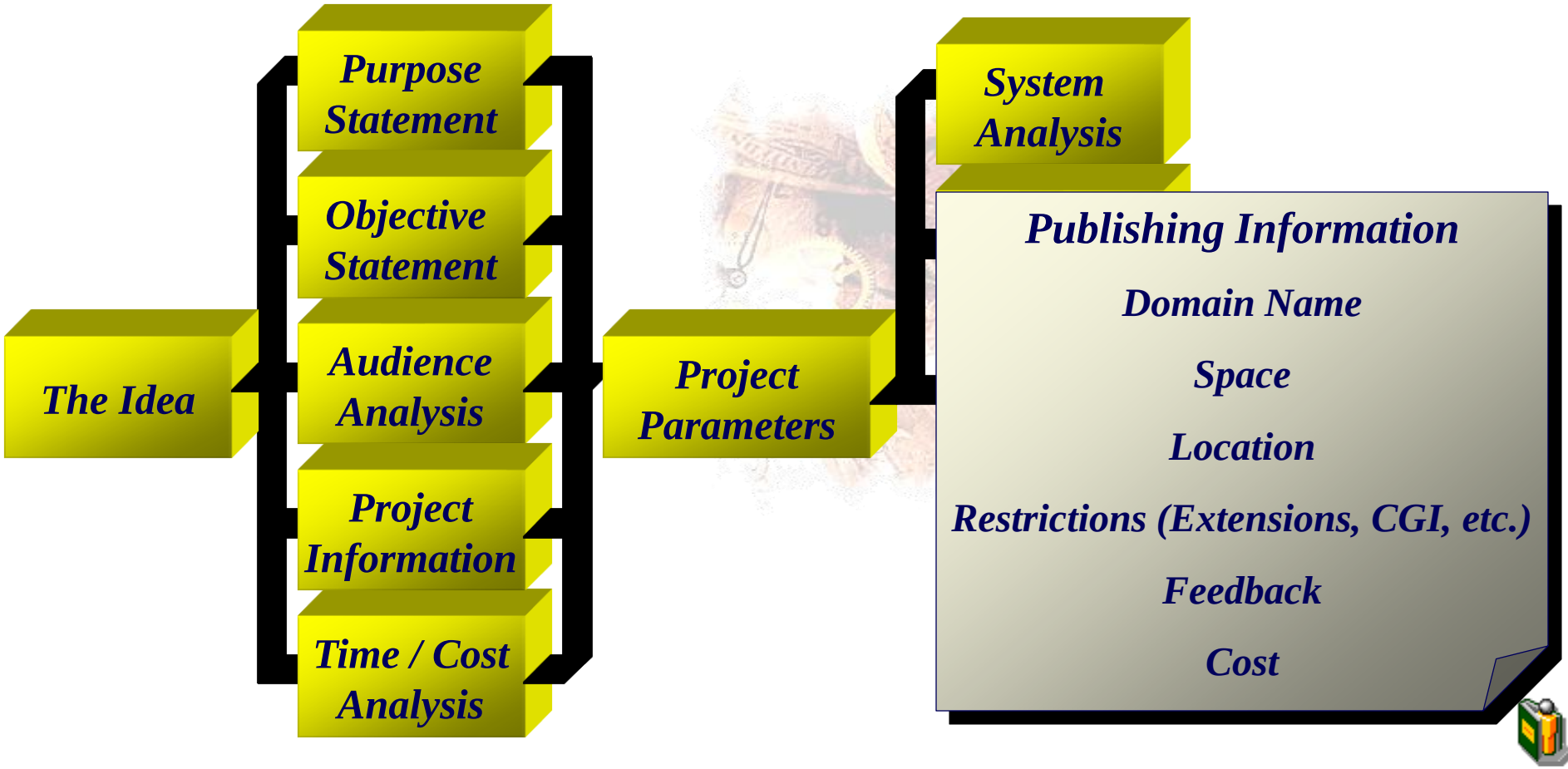

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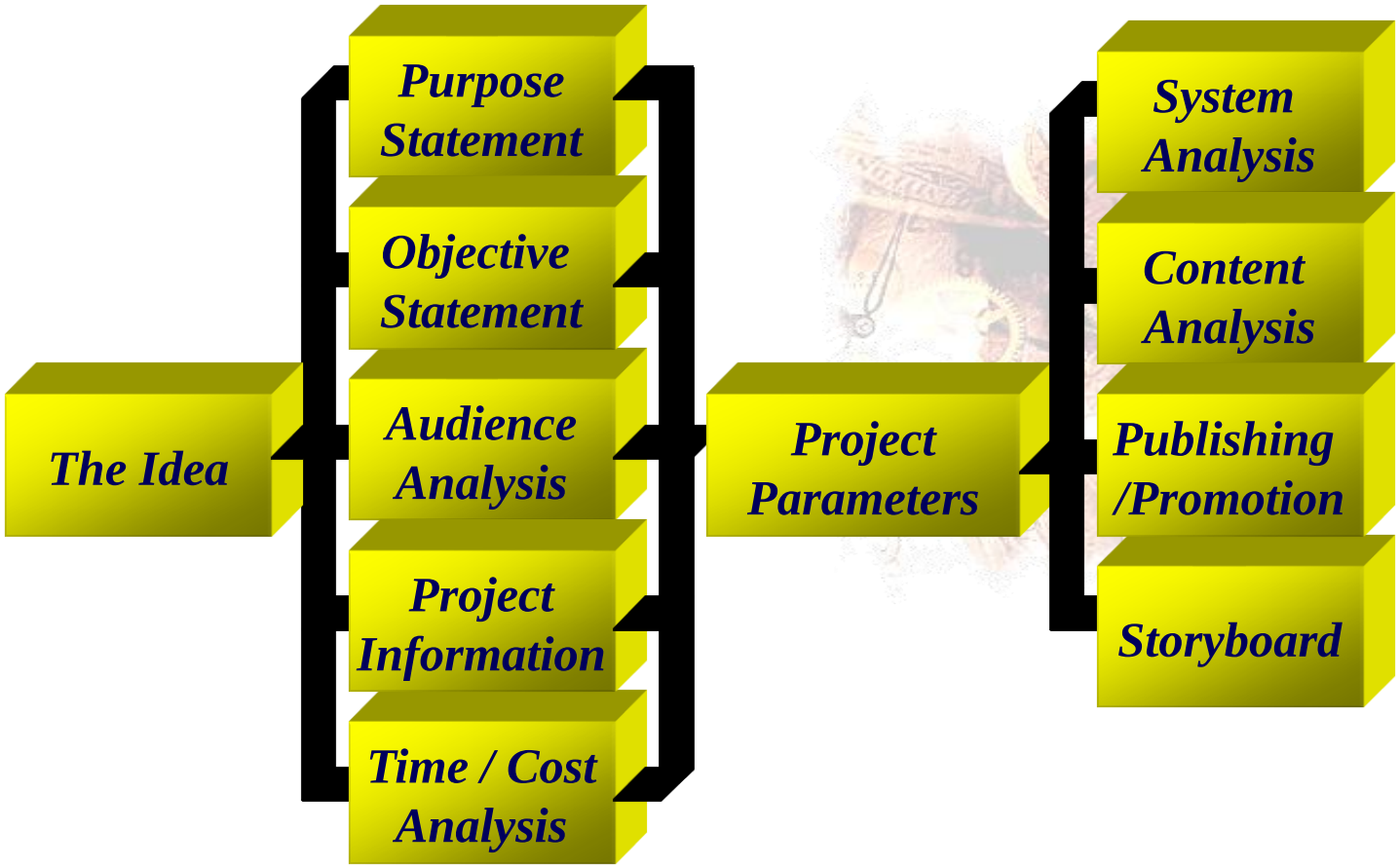
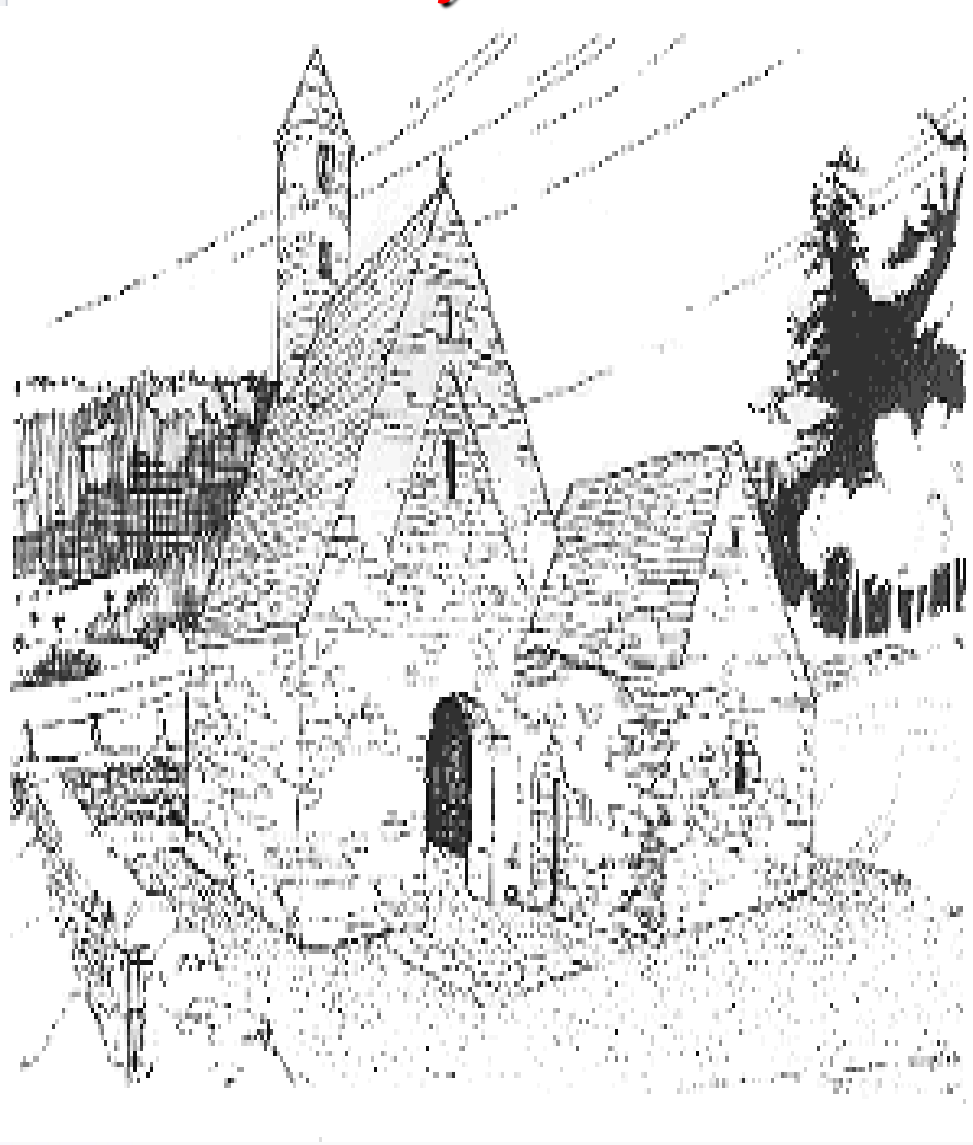


Storyboard.

Storyboard



Final Product

Storyboard.

DÁIL BIA

Dáil Bia's official logo will go here

About Dáil Bia
Contact Details
Menus & Recipes
Irish Language

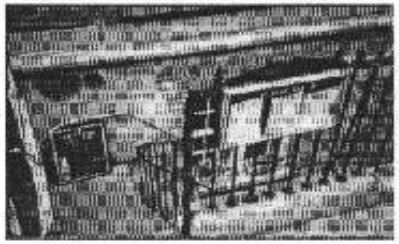
Homepage

About Dáil Bia Contact Details Menus & Recipes Irish Language

Dáil Bia's enlarged official logo will go here.

DÁIL BIA

Picture of the entrance to Dáil Bia will go here



Dáil Bia address and telephone number in Irish will go here.

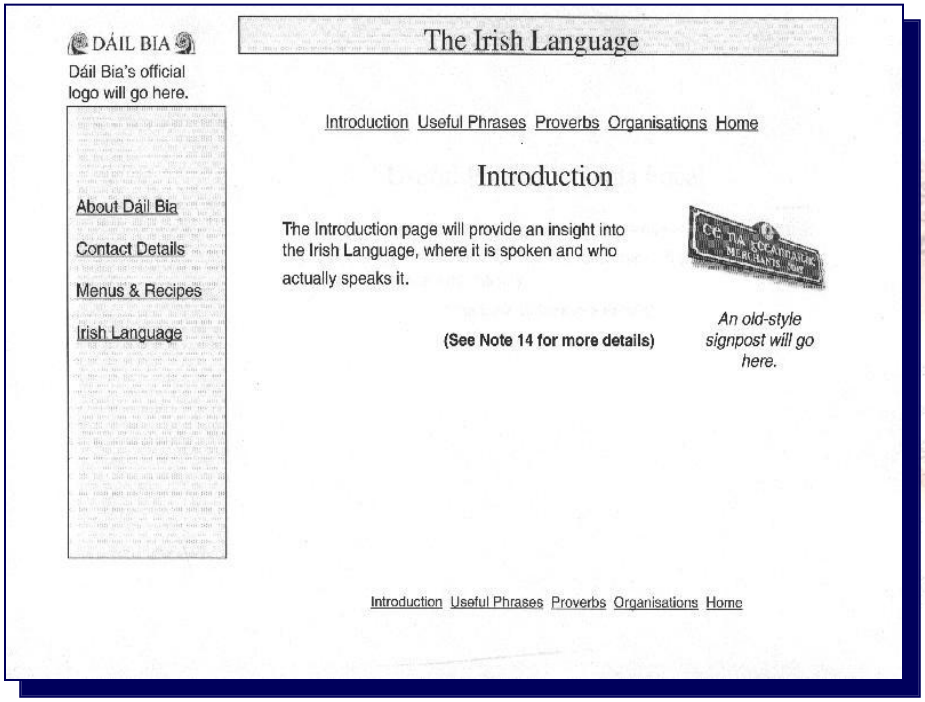
Dáil Bia address and telephone number in English will go here.

Note 1

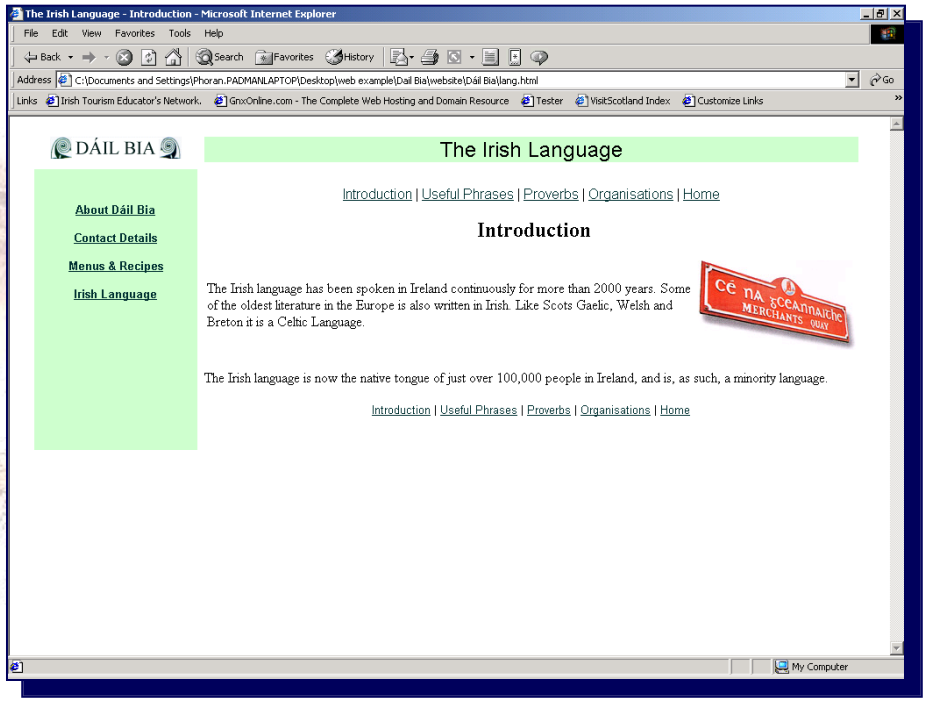
An chéad bhialann lán Ghaelach sa phríomhchathair / The first all-Irish Restaurant in Dublin.
Oscailte le haghaidh bricfeasta, lón, caifé, tae, cácaí.....go dtí 7.00 i.n. / Open for breakfast, lunch, coffee, tea, & home-baked delicacies until 7.00 p.m.
Rátaí speisialta do ghrúpaí nó d'ócáidí ar leith / Special rates for corporate groups or for particular occasions
Eolas ó.... / Information from....
Sinéad Ní Fhlanagáin

Storyboard vs. Final Product

Storyboard



Final Product



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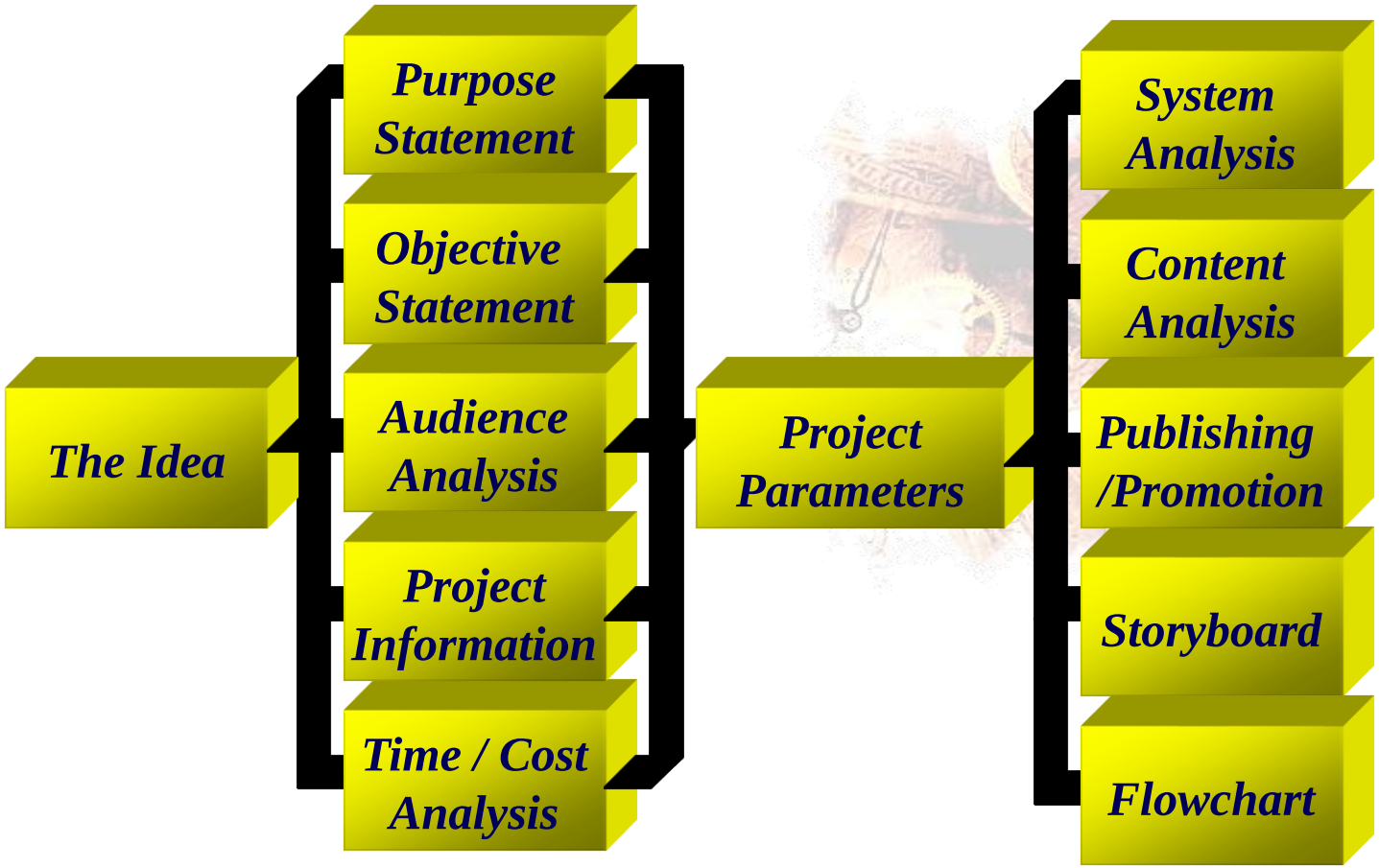
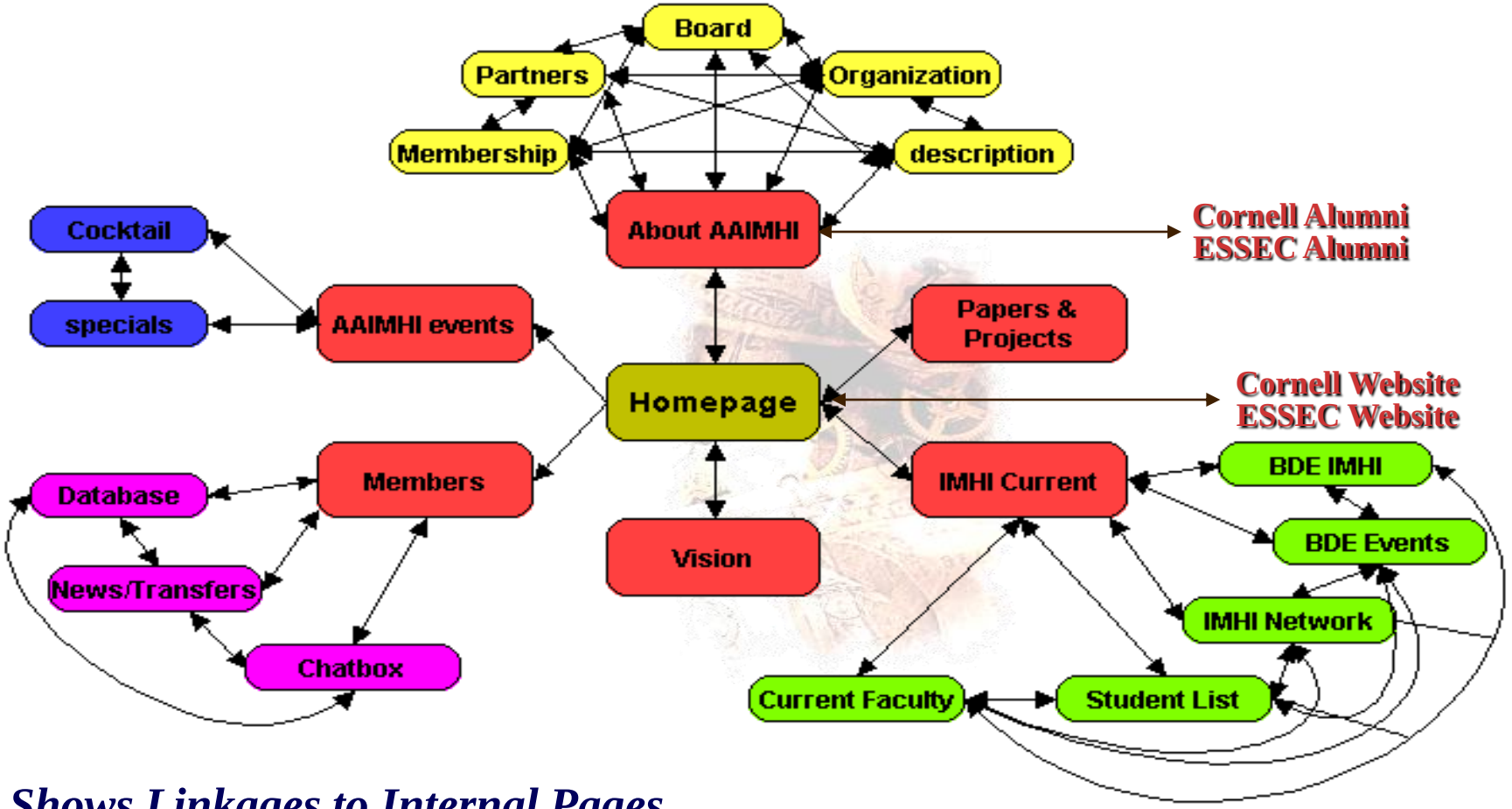
Setting The Scene - Planning.

The Idea + Analysis = Project Parameters + Planning



Flowchart Example.



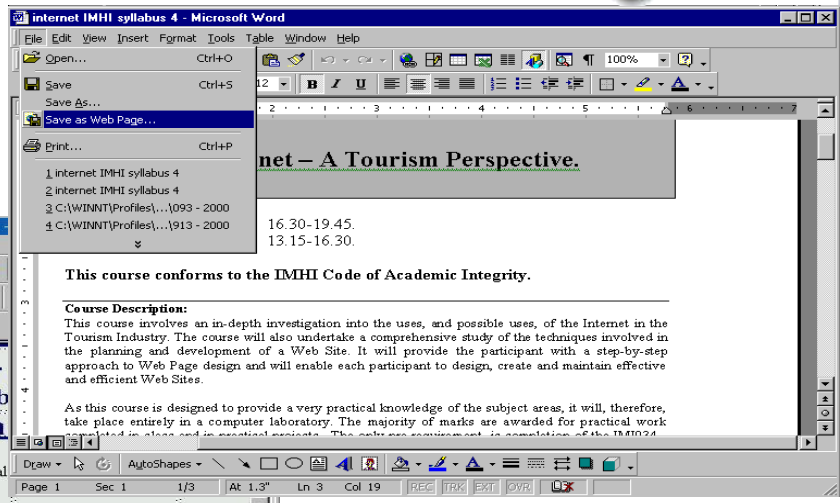
Shows Linkages to Internal Pages

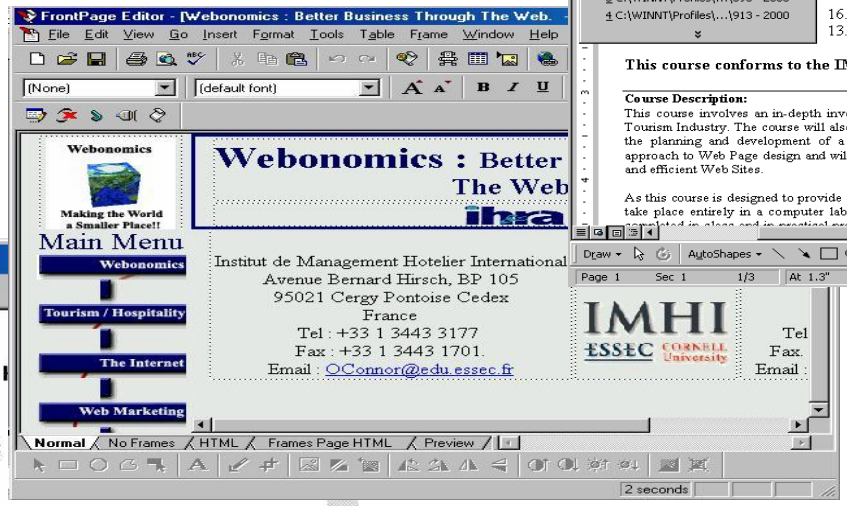
Shows Linkages to External Pages

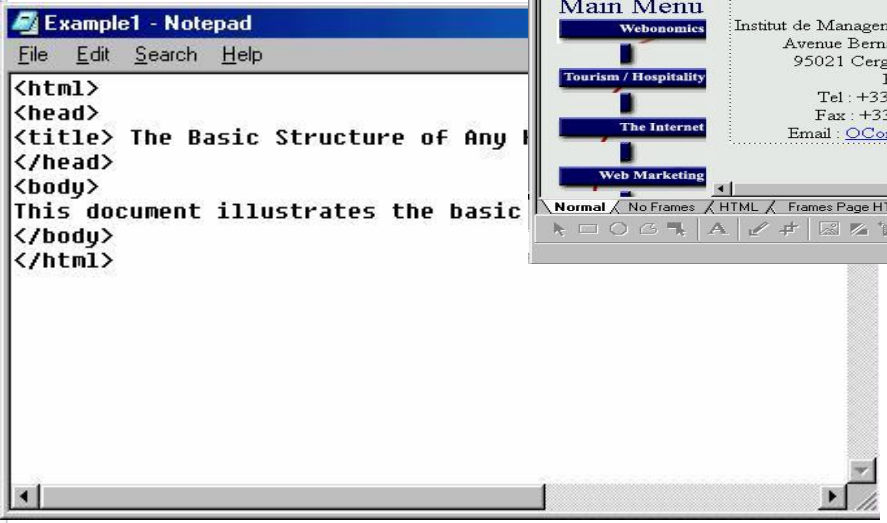
Web Development Process

Web Design.

- ***HTML Conversion Program.***
- ***Text Editor.***
- ***HTML Editor.***

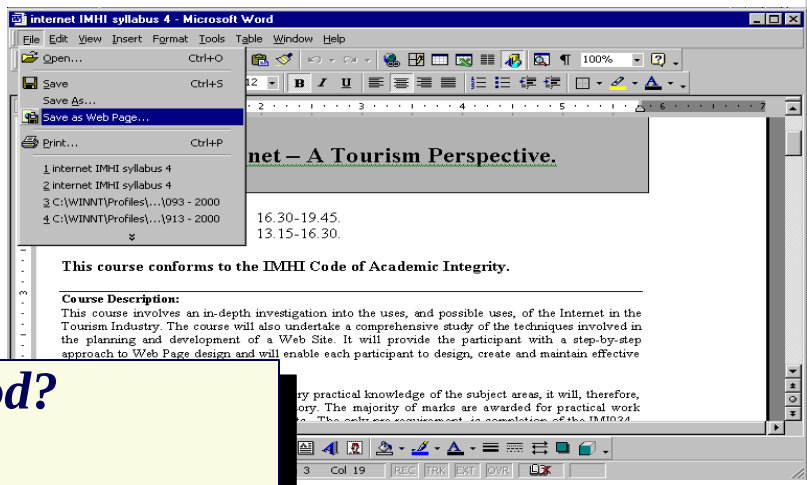






Web Design.

- **HTML Conversion Program.**
- Text Editor.
- HTML Editor.



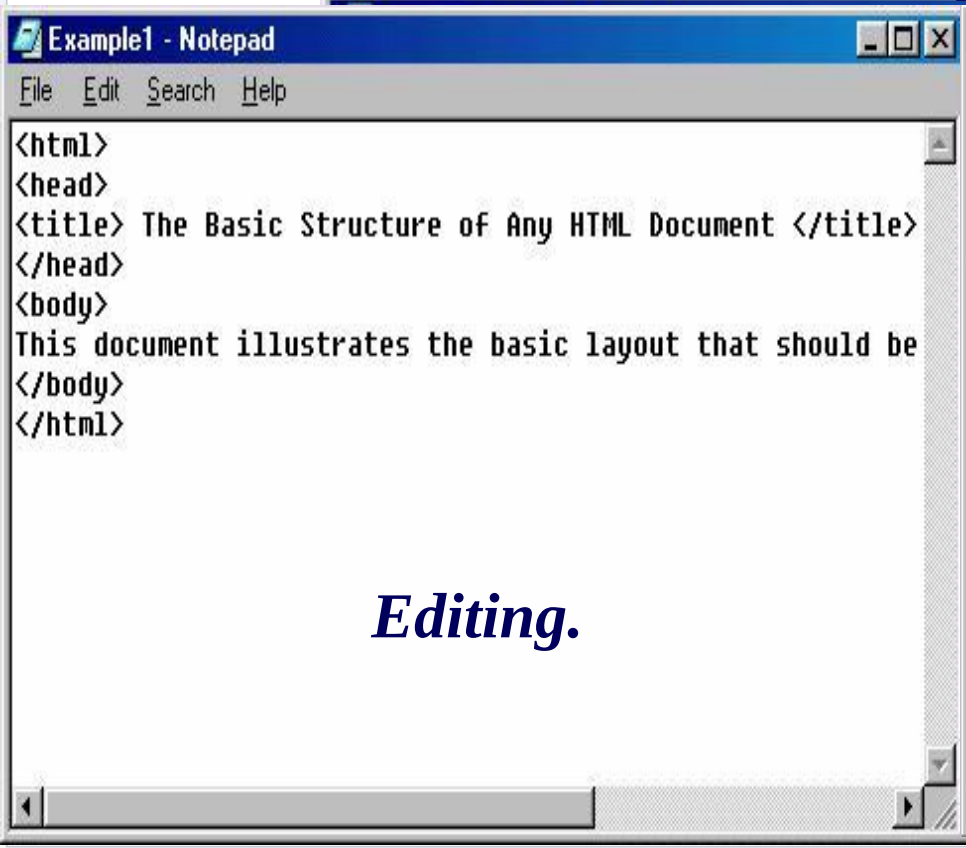
Is this the best method?

- Baggage.
- Conversion is not a precise Art.
- Editability.
- Limited Functionality.
- Size. 52 kb Versus 40 kb

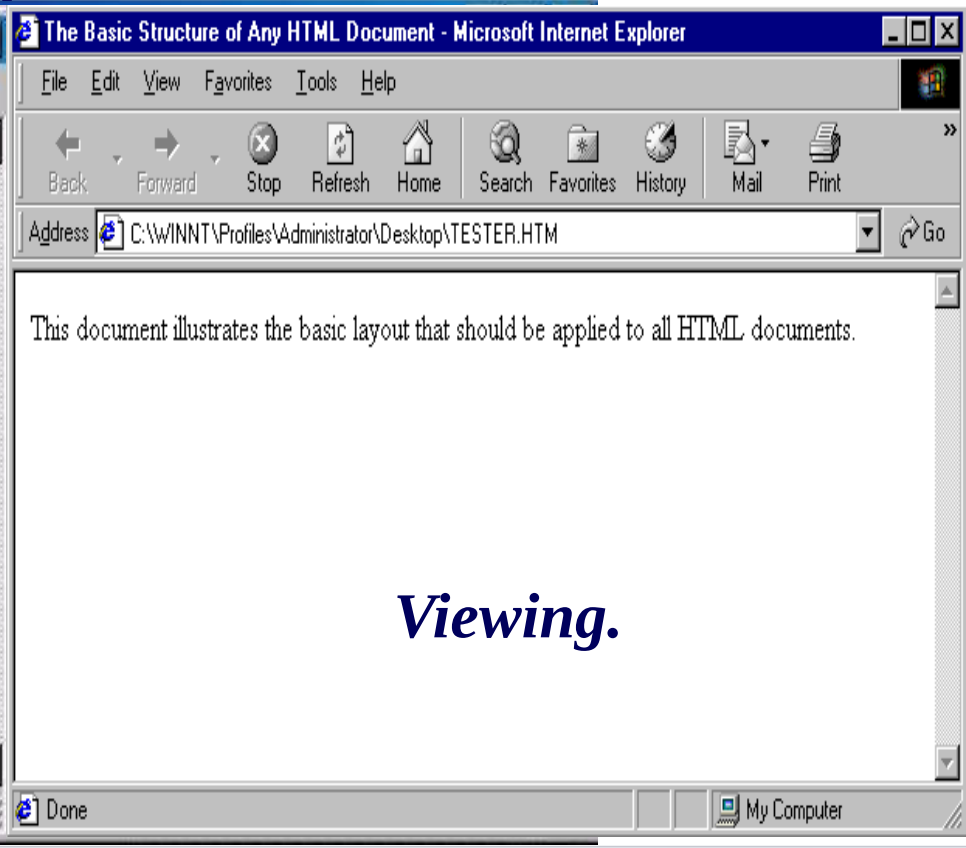
Web Design.

	Difficulty	Effectiveness
HTML Conversion Program.	✓	✗
Text Editor.		

Tools Required.



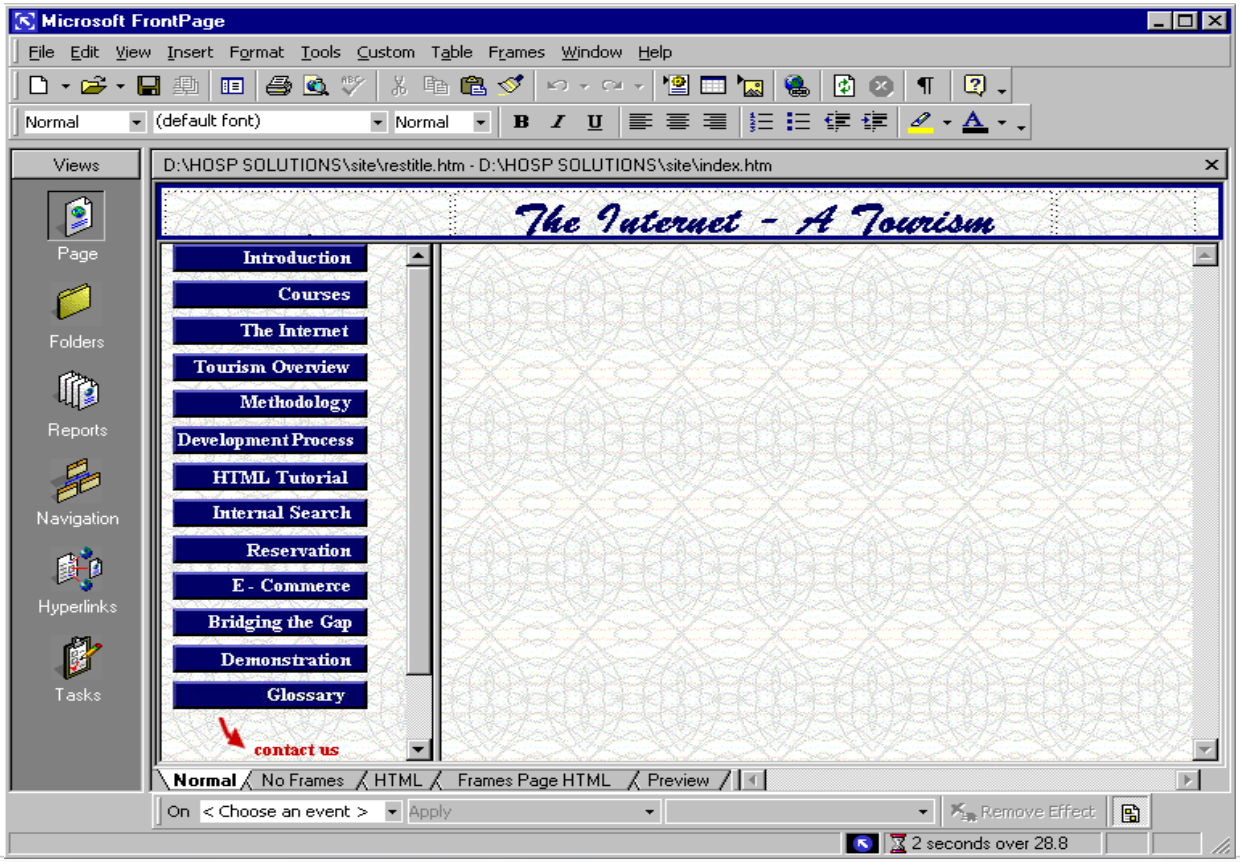
Editing.



Viewing.

Web Design.

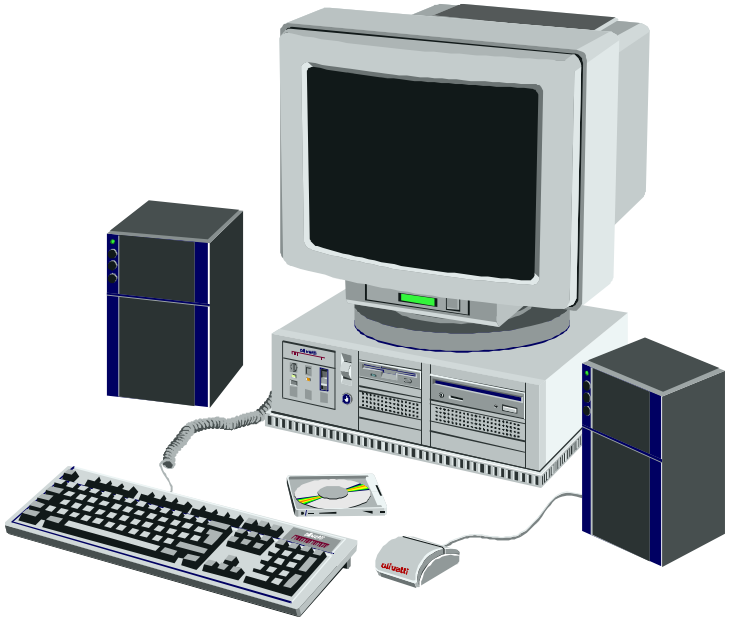
	Difficulty	Effectiveness
HTML Conversion Program.	✓	✗
Text Editor.	✗	✓
HTML Editor.	-	-



Web Development Process

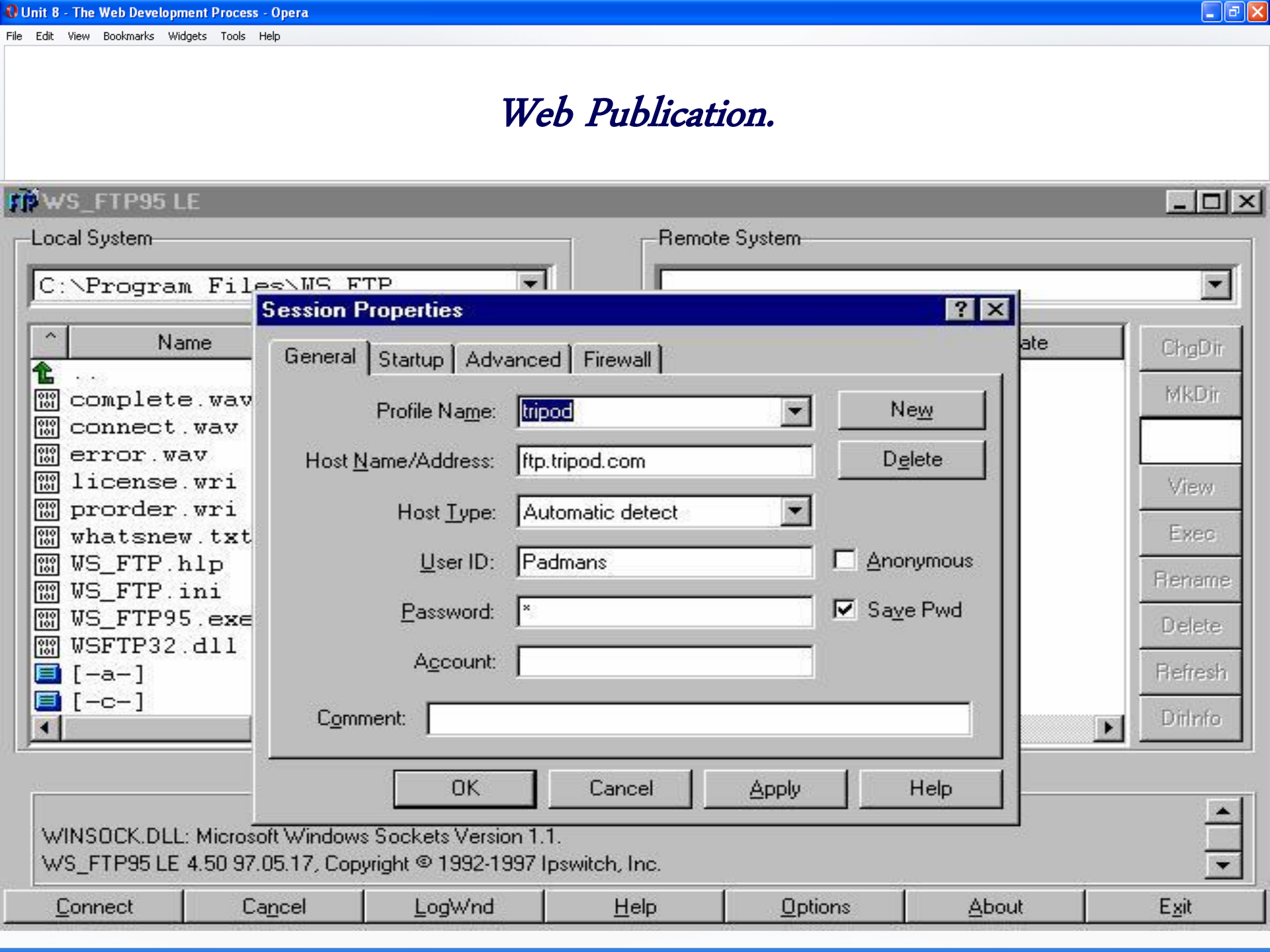
Web Publication.

Computer **Upload** **WWW**



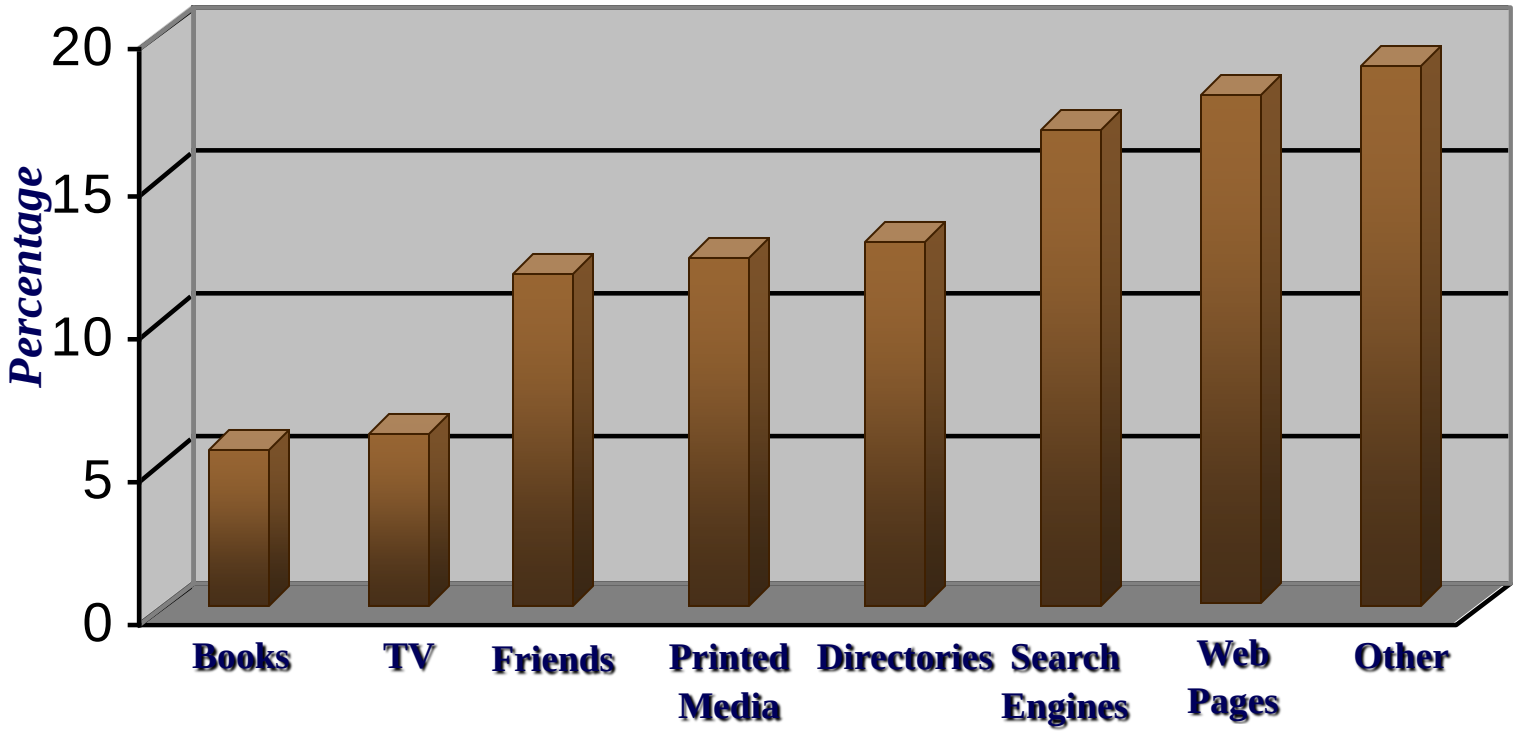
FTP

Web Publication.



Web Development Process

Web Site Promotion - Search Strategy



Finding Information on the Web

Web Development Process

Web Innovation.

Some Innovative Techniques.

- *HTML Extensions*
- *Dynamic HTML*
- *Video Conferencing*
- *VRML*
- *Java*
- *Surround Video / Quicktime VR*
- *Common Gateway Interface (CGI).*
- *Video Streaming*
- *Audio Streaming*

Web Development Process

Web Development Process

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EurHotec, Paris 2001