

2001-02-01

## The Web Development Process: Hits and Misses

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### Recommended Citation

Horan, P.: The Web Development Process: Hits and Misses. EurHotel Annual Conference, Paris, February, 2001. DOI: 10.21427/D7BJ4B

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# *The Web Development Process – Hits & Misses*



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*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*

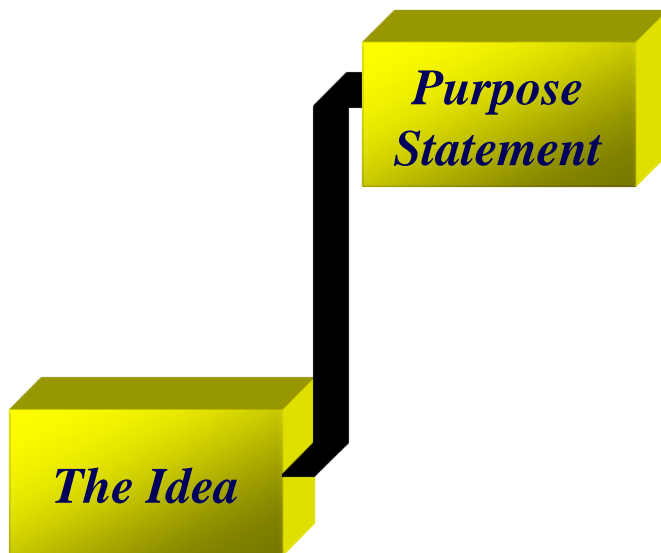


# *Web Development Process*



## *Setting The Scene - Analysis.*

**The Idea + Analysis**



***Aims of the Project***

***The Aim(s) should be:***

***Simple***

***Measurable***

***Achievable***

***Realistic***

***Timely***





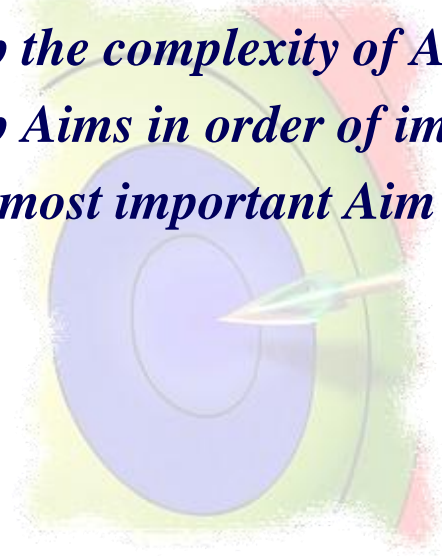
## *Setting The Scene - Analysis.*

**The Idea + Analysis**

***Purpose  
Statement***

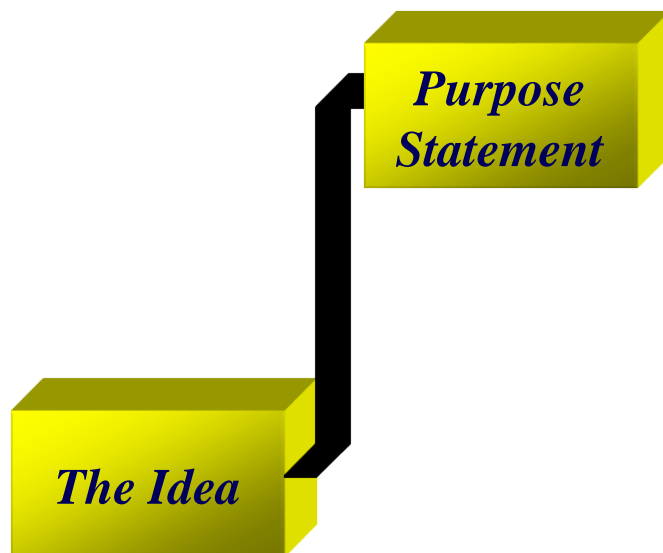
- ◆ *Keep the number of Aims low.*
- ◆ *Keep the complexity of Aims low.*
- ◆ *Keep Aims in order of importance (Primary & Secondary)*
- ◆ *The most important Aim must get the most attention.*

***The Idea***



## *Setting The Scene - Analysis.*

**The Idea + Analysis**

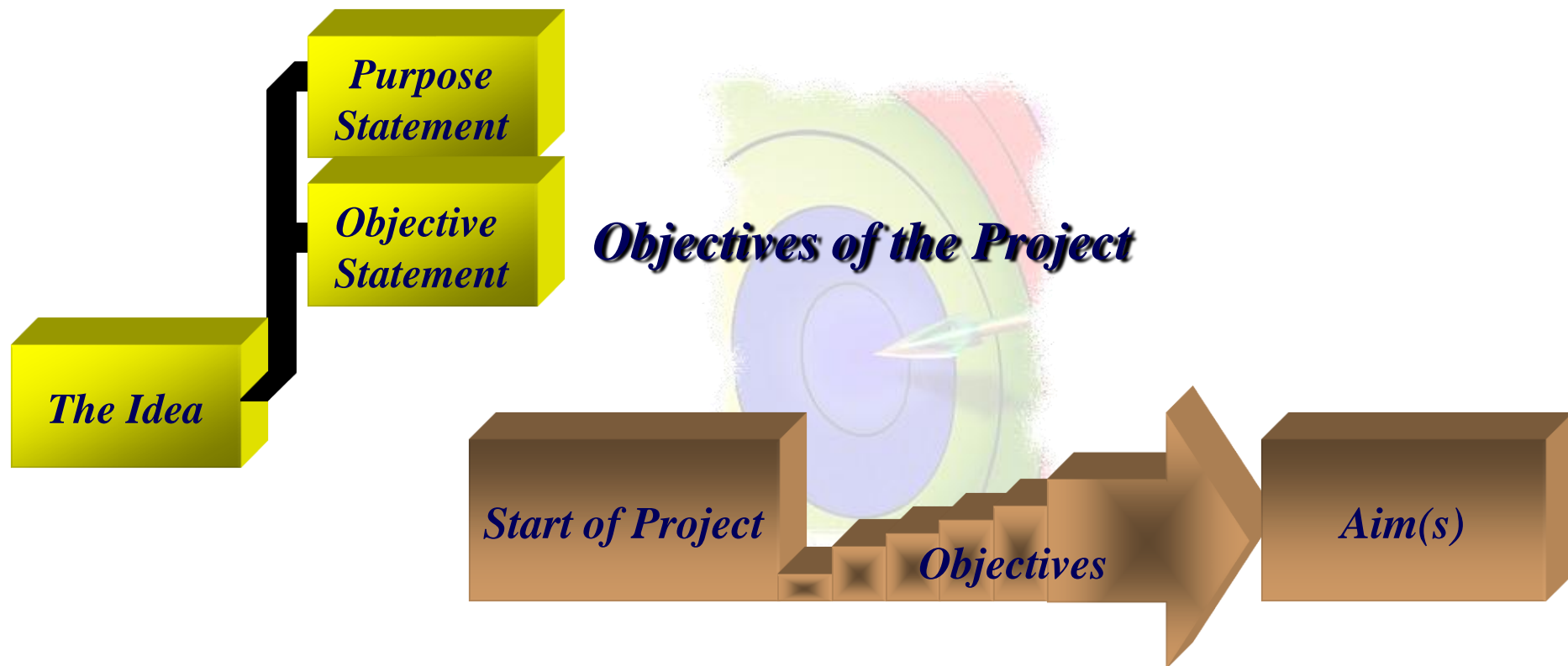


*Website have the potential to be the very effective and economical tools for the promotion and distribution of Tourism products and services but the also have the potential to be a very expensive drain on resources if not based on specific, realistic and achievable aims (Kim, 2002)*



## *Setting The Scene - Analysis.*

**The Idea + Analysis**

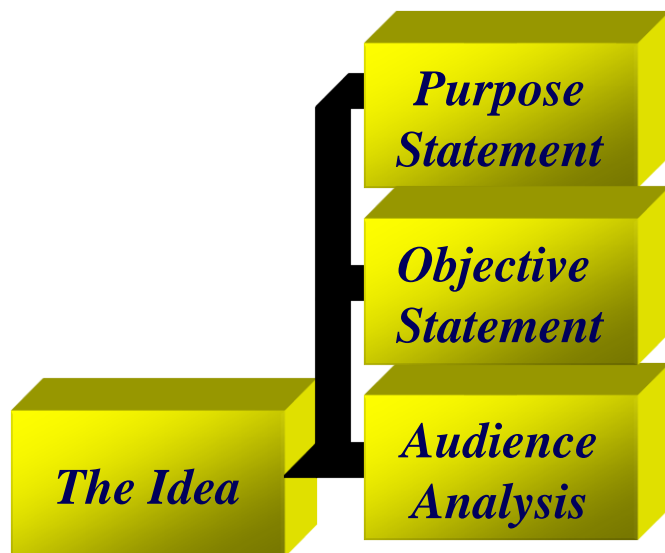


*The Objectives are the steps taken in order to achieve your Aim(s).*



## *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***

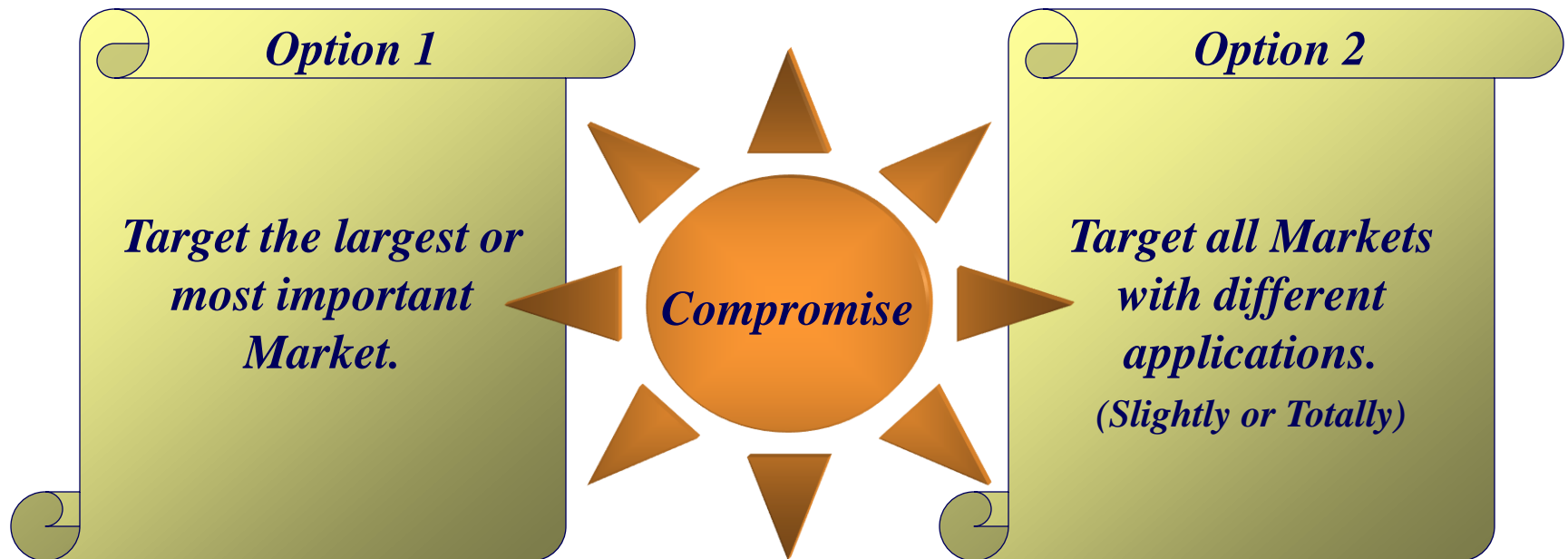
***Activities (Hobbies)***

***Knowledge Level***

***Cultures / Language***



## *What happens when there is more than one User Profile?*



# ***Alternative Internet Strategies.***

## ***"One Size Fits All"***



## **Personalisation/Customisation**

### ***Content of Site:***

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

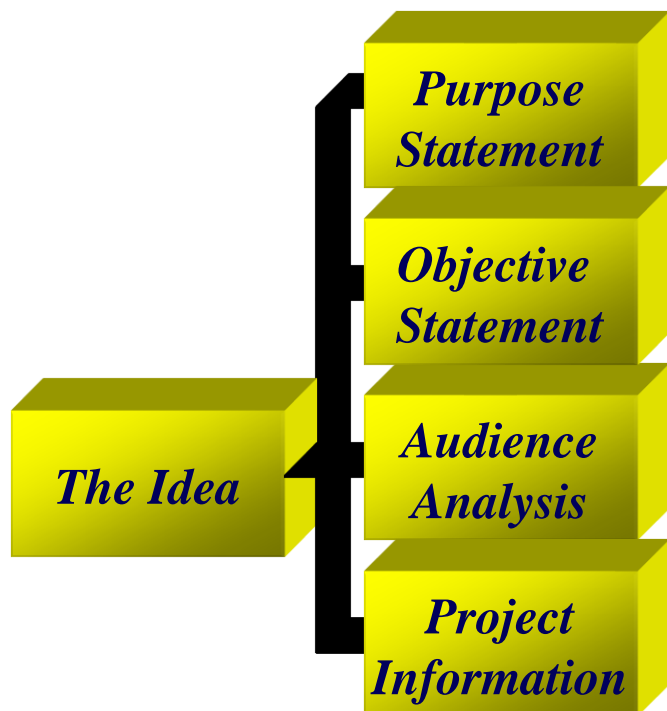
### ***Look & Feel of Site:***

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



## *Setting The Scene - Analysis.*

**The Idea + Analysis**



### ***Information Requirements***

*Reference any Information required to complete the Project.*

*This May include:*

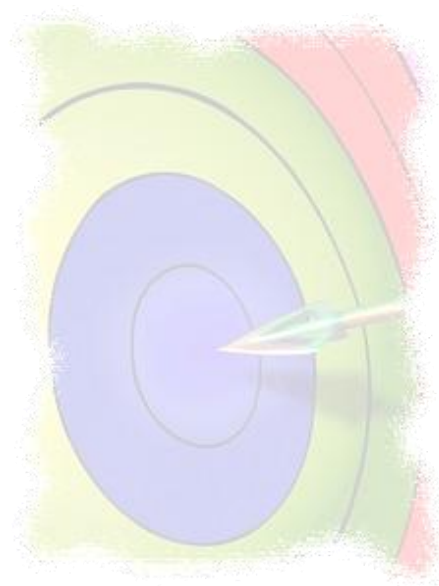
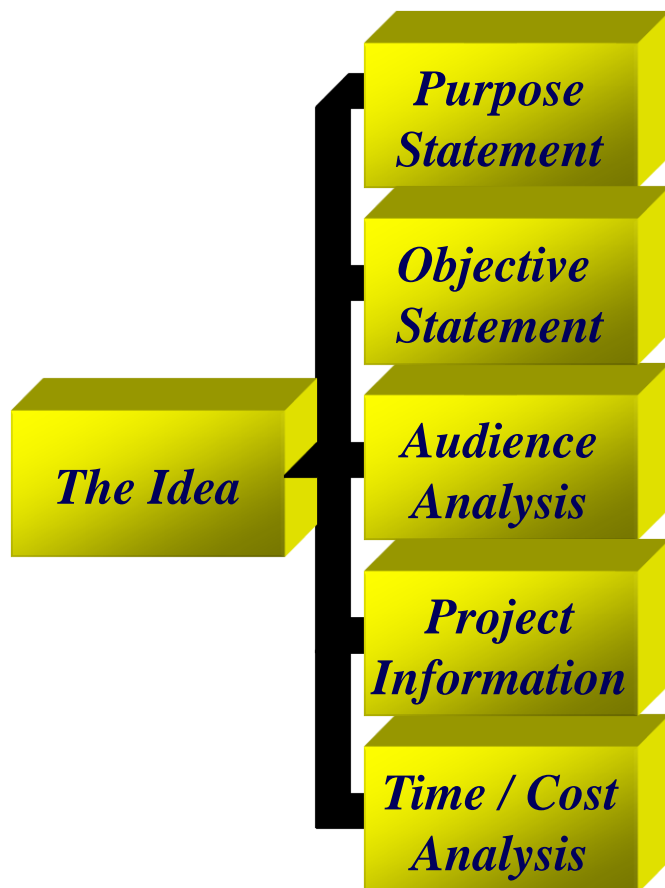
- *Background Information,*
- *Web Site Content,*
- *Technical Information.*

***Information Requirements***



## *Setting The Scene - Analysis.*

**The Idea + Analysis**



***Set Budget & Time Frames***



# Time - Cost Analysis.

	Task Name	06 Apr '98							13 Apr '98							20 Apr '98							27 Apr '98							04 May						
		S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T		
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
Content Analysis	64h				
Project Manager	32h				
Project Team	32h				
Audience Analysis	64h				
Project Manager	32h				
Project Team	32h				
System Analysis	72h				
Project Manager	24h				
Computer Specialist	24h				
Project Team	24h				

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					24h
Computer Specialist	24h					24h
Project Team	24h					24h
Time Analysis		32h				32h
Project Manager		16h				16h
Project Team		16h				16h
Design Specifications						
Project Manager						
Project Team						
Overall Goals		48h				48h
Project Manager		24h				24h
Project Team		24h				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

## *Setting The Scene - Analysis.*

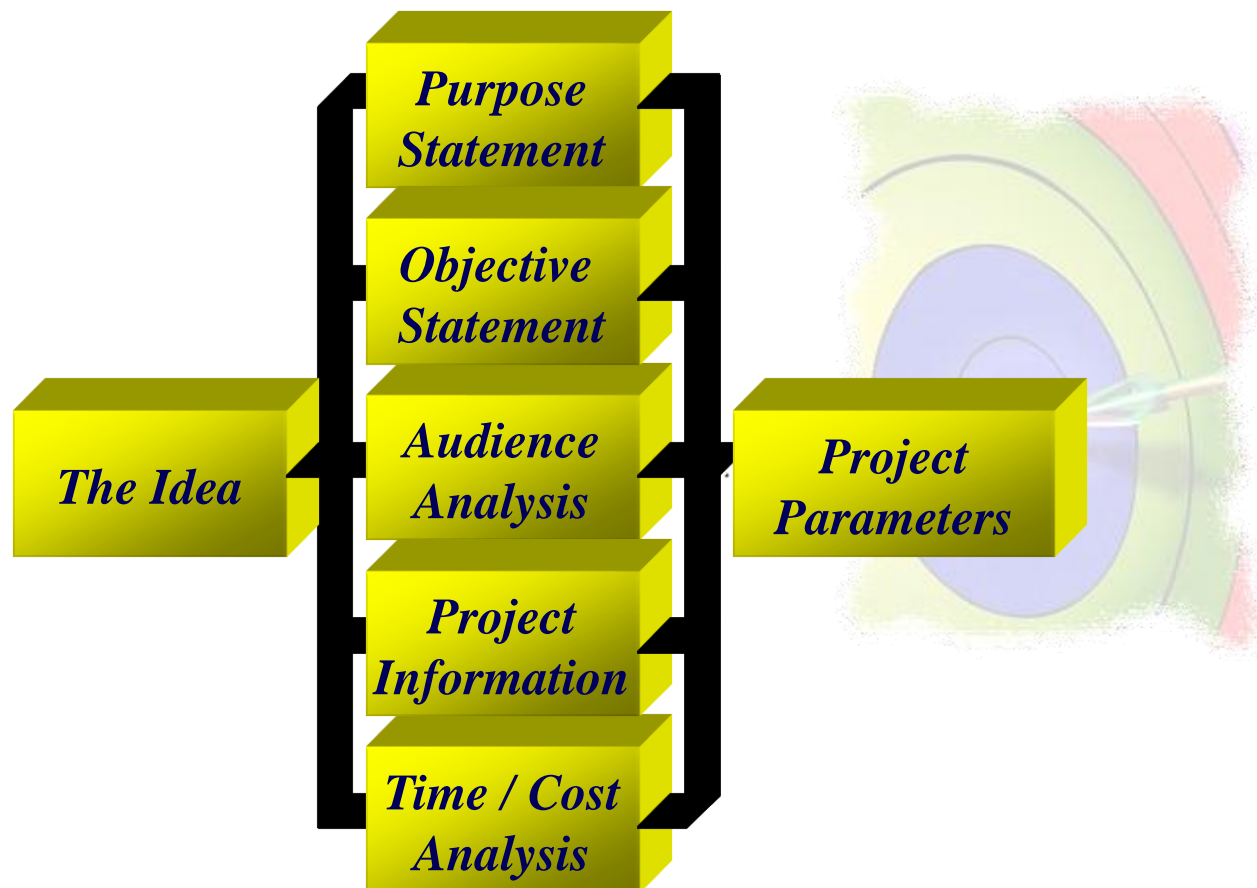
**The Idea + Analysis**

**= Project Parameters**



## *Setting The Scene - Analysis.*

**The Idea + Analysis = Project Parameters**

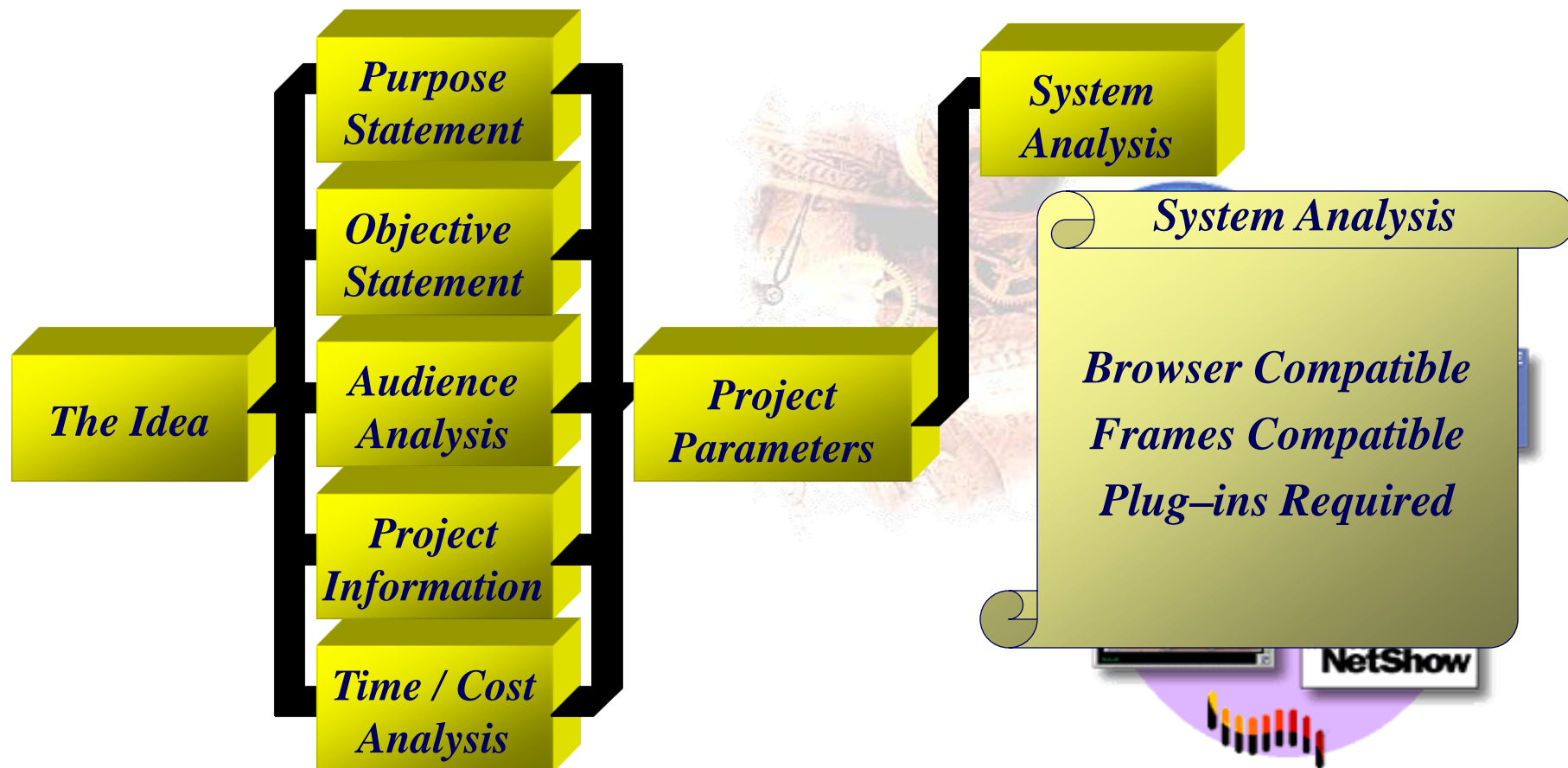


# *Web Development Process*



## *Setting The Scene - Planning.*

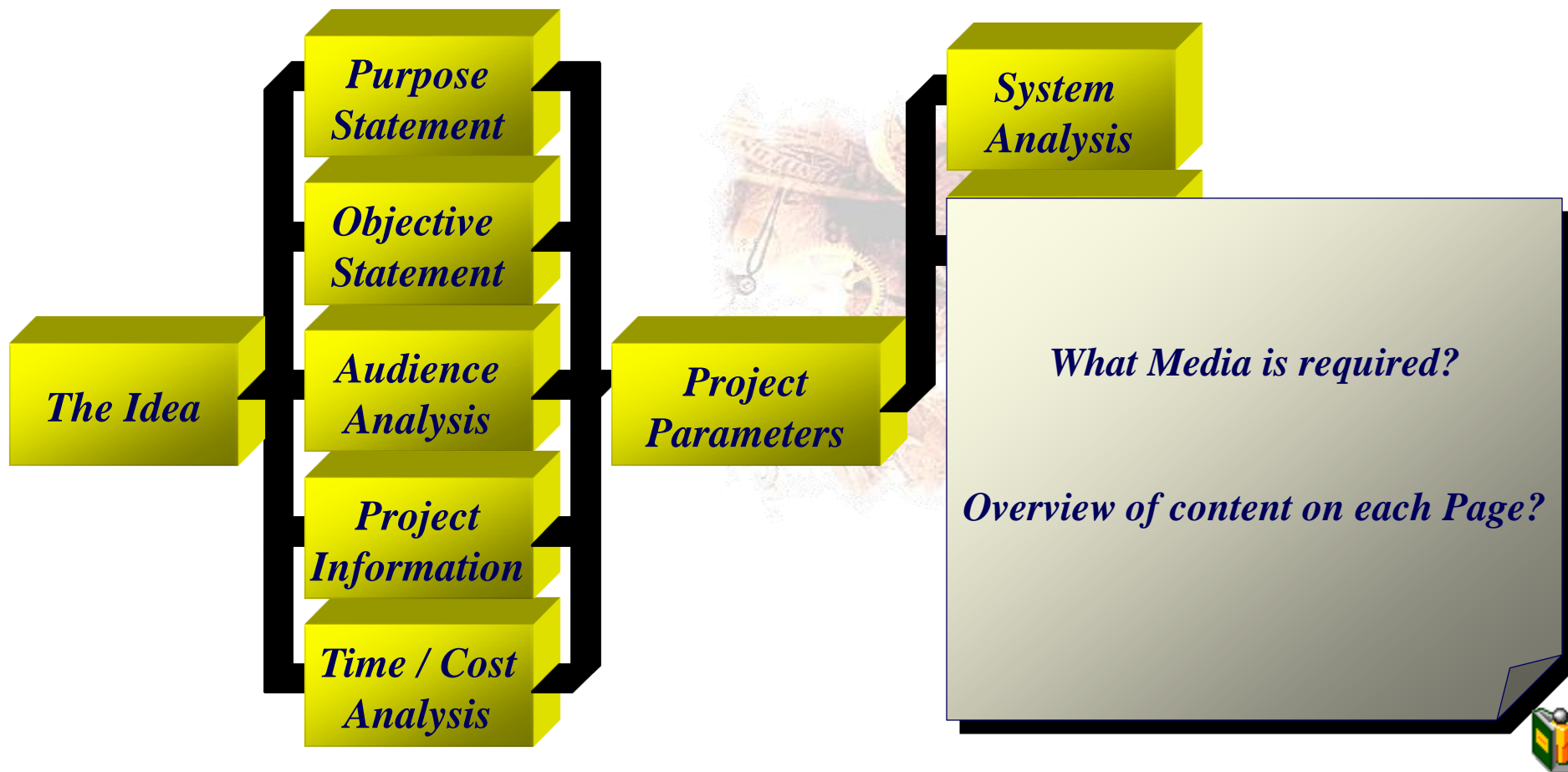
**The Idea + Analysis = Project Parameters + Planning**





## *Setting The Scene - Planning.*

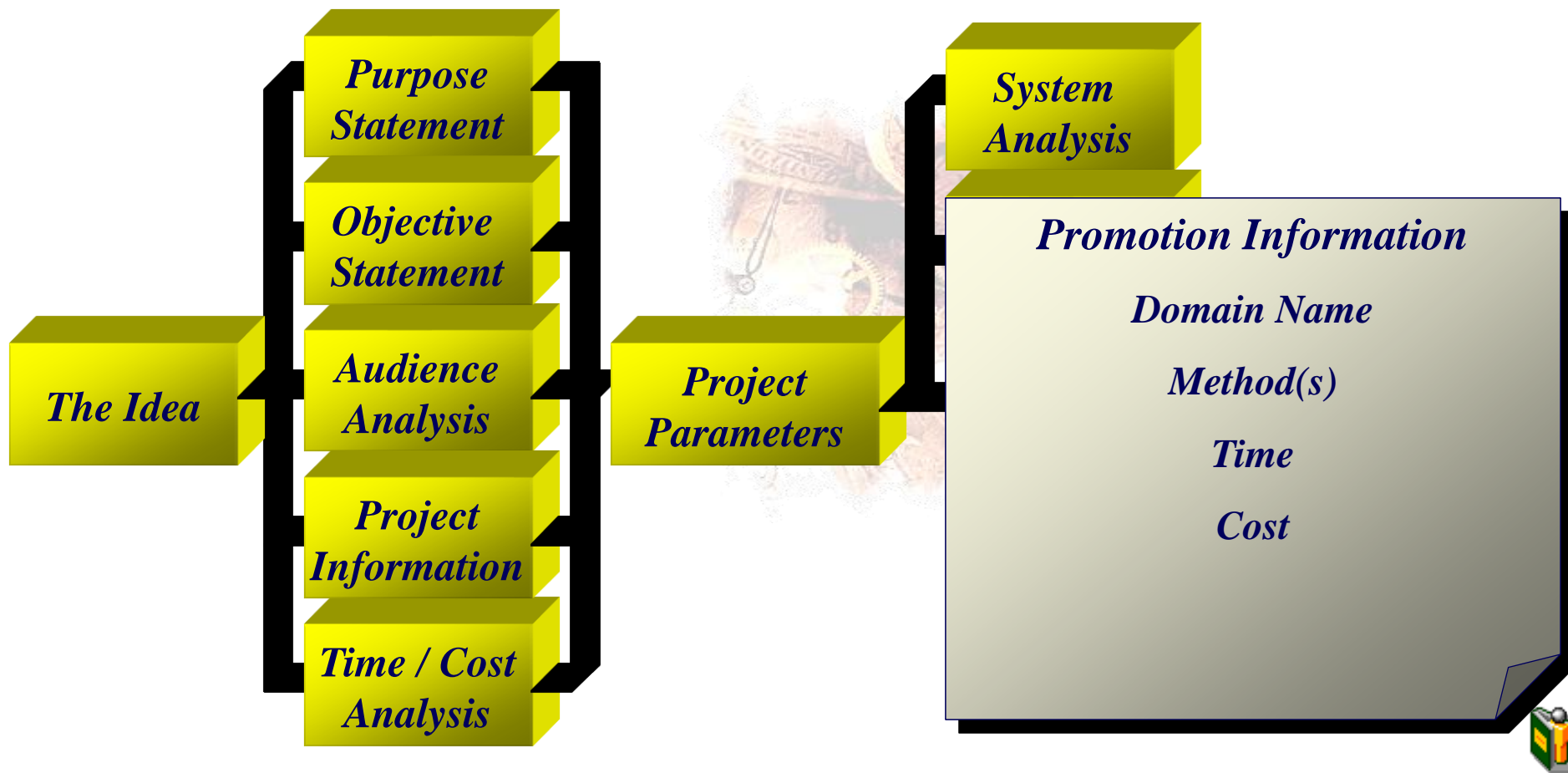
**The Idea + Analysis = Project Parameters + Planning**





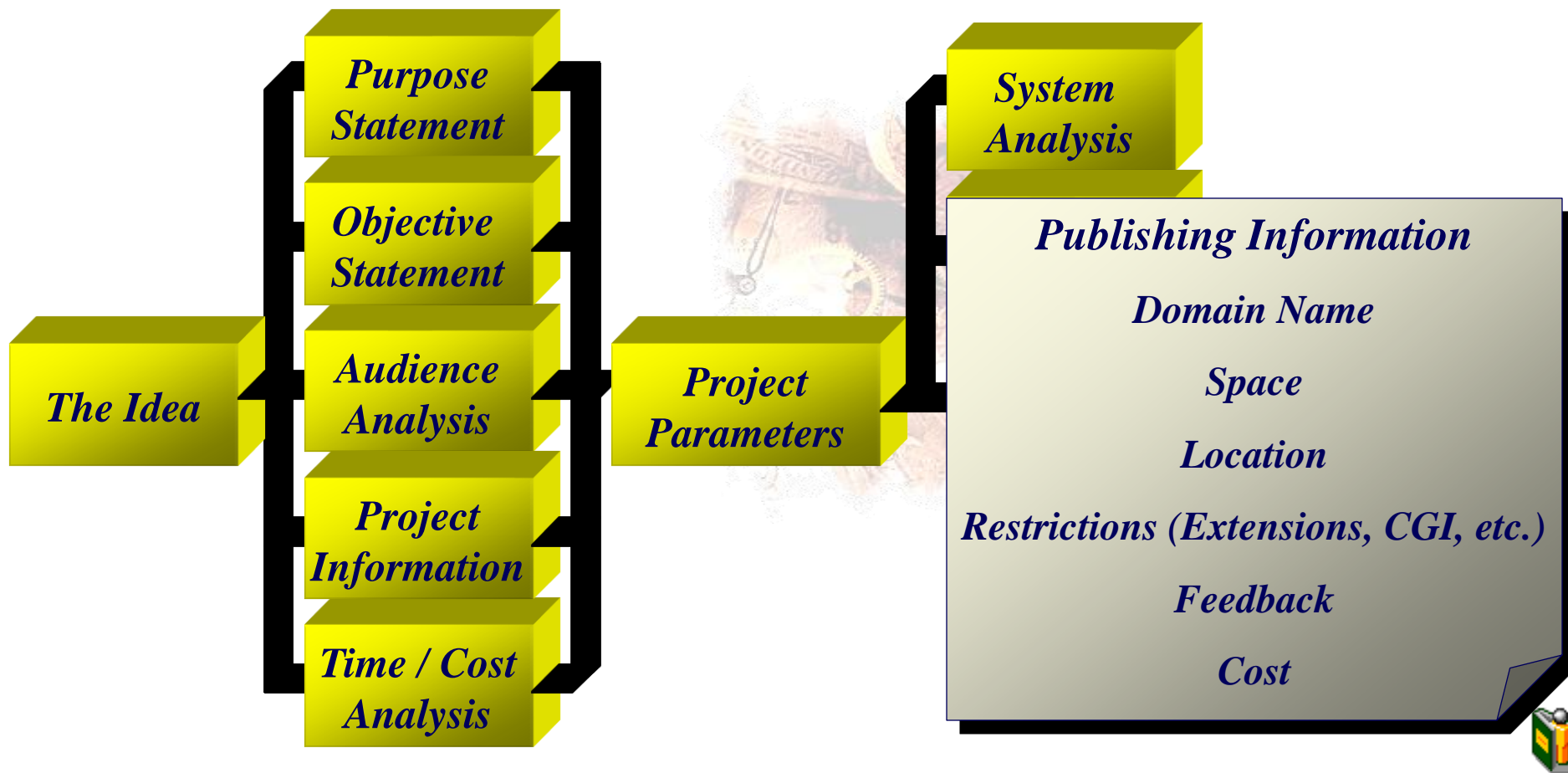
## *Setting The Scene - Planning.*

**The Idea + Analysis = Project Parameters + Planning**



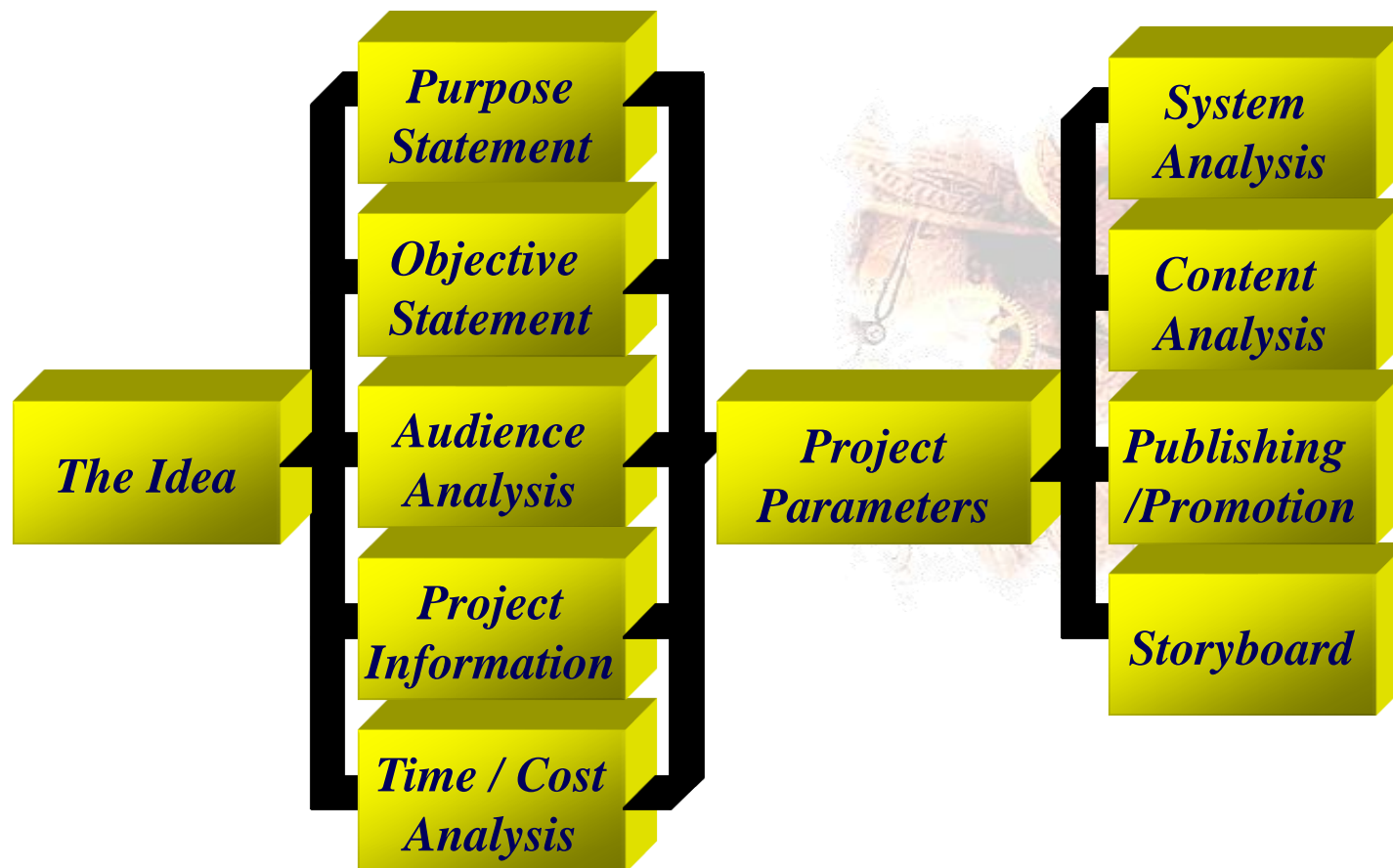
## *Setting The Scene - Planning.*

**The Idea + Analysis = Project Parameters + Planning**



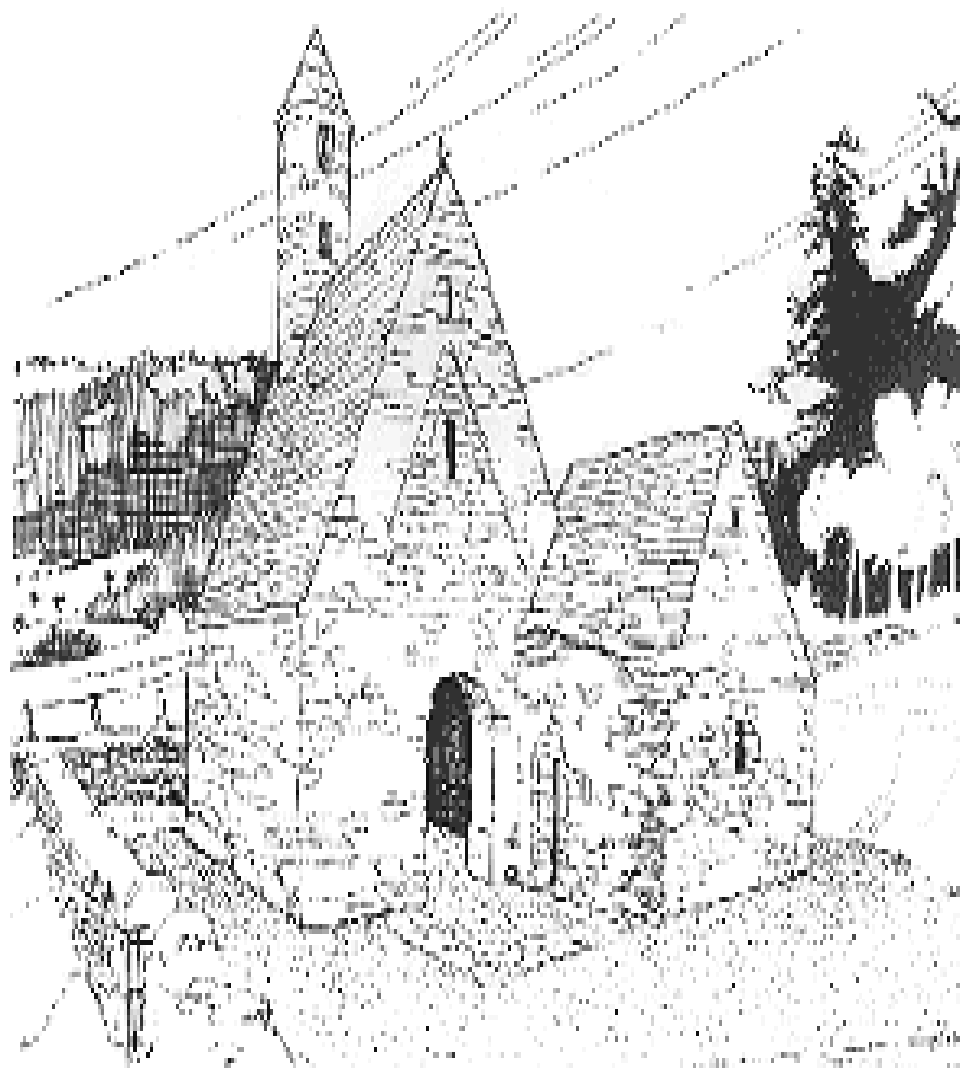
## *Setting The Scene - Planning.*

**The Idea + Analysis = Project Parameters + Planning**



## *Storyboard.*

### ***Storyboard***



### ***Final Product***





# Storyboard.



Dáil Bia's official  
logo will go here

[About Dáil Bia](#)

[Contact Details](#)

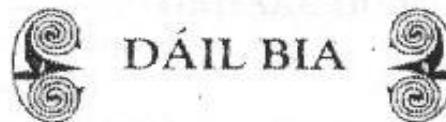
[Menus & Recipes](#)

[Irish Language](#)

Homepage

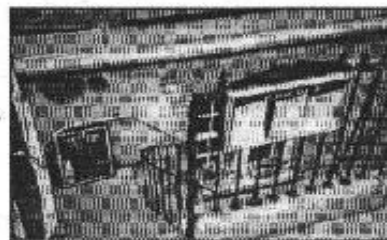
[About Dáil Bia](#) [Contact Details](#) [Menus & Recipes](#) [Irish Language](#)

*Dáil Bia's enlarged official logo will go here.*



*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

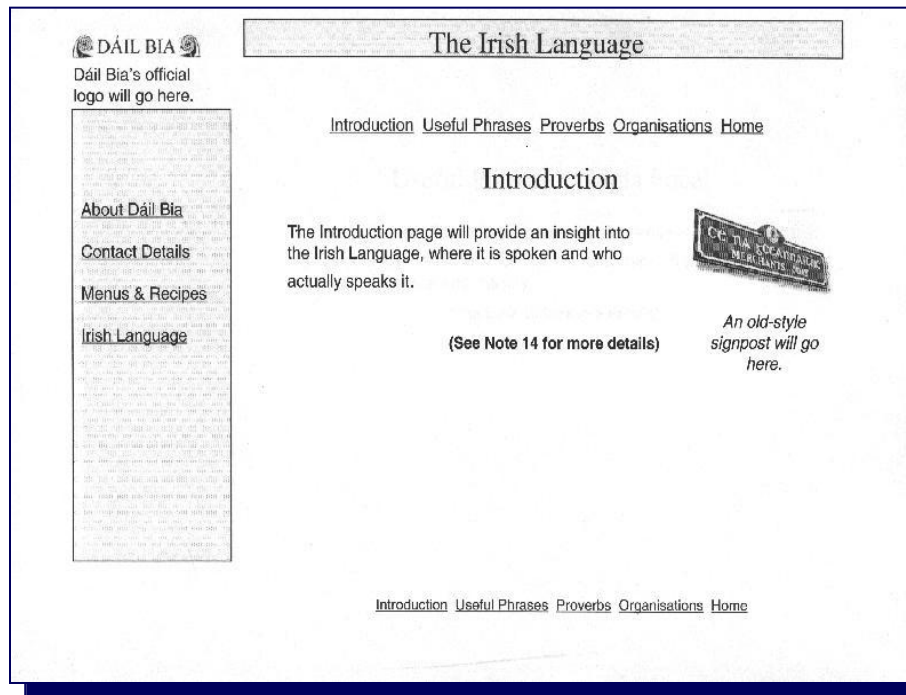
Eolas ó.... / Information from....

Sinéad Ní Fhlanagáin

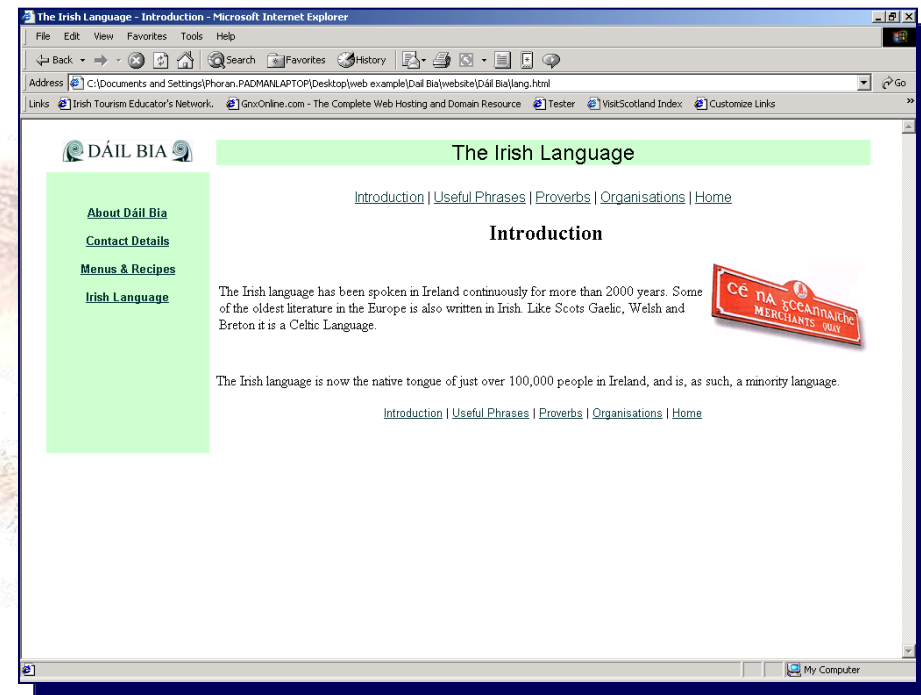


# Storyboard vs. Final Product

## Storyboard

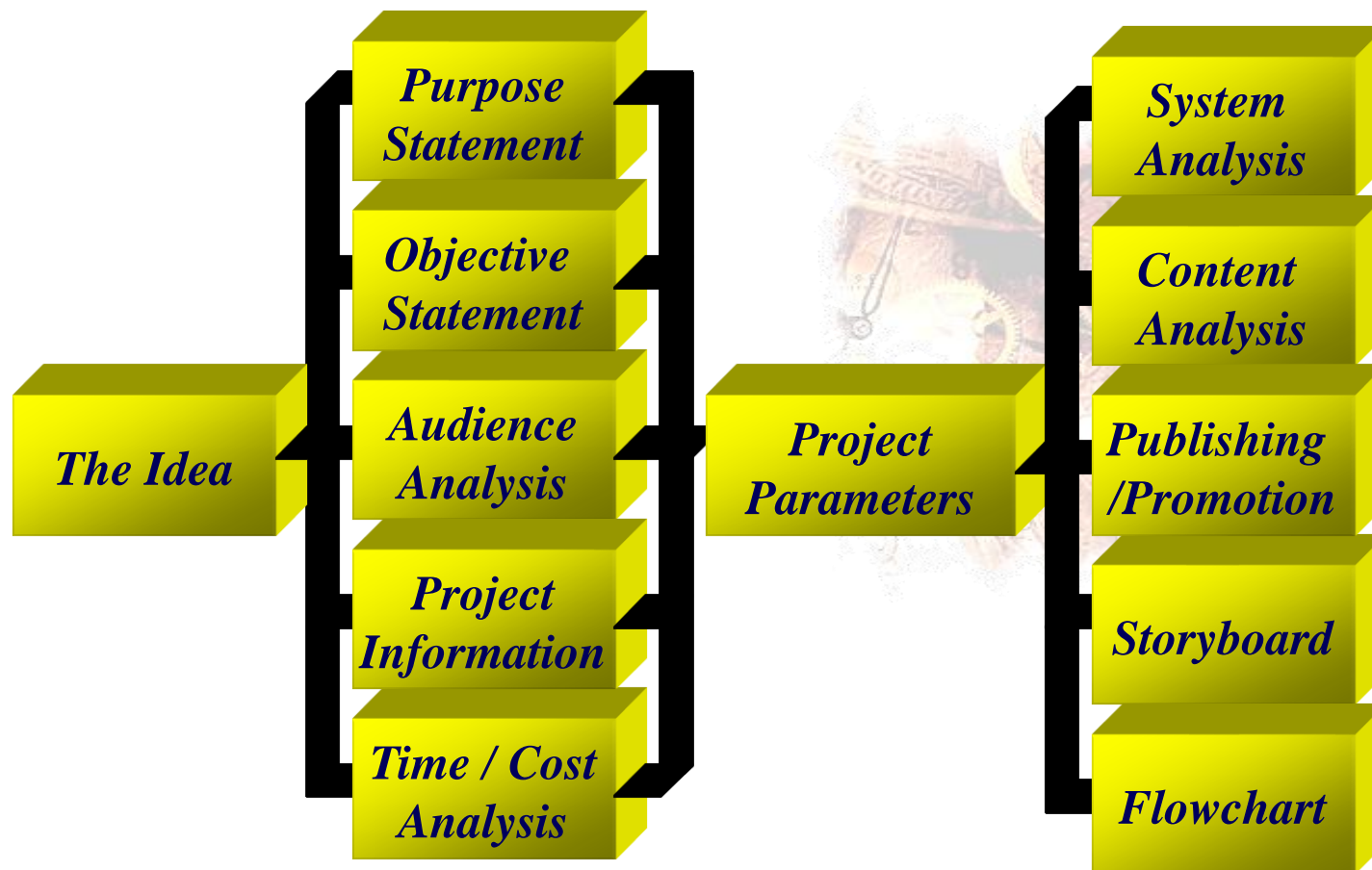


## Final Product

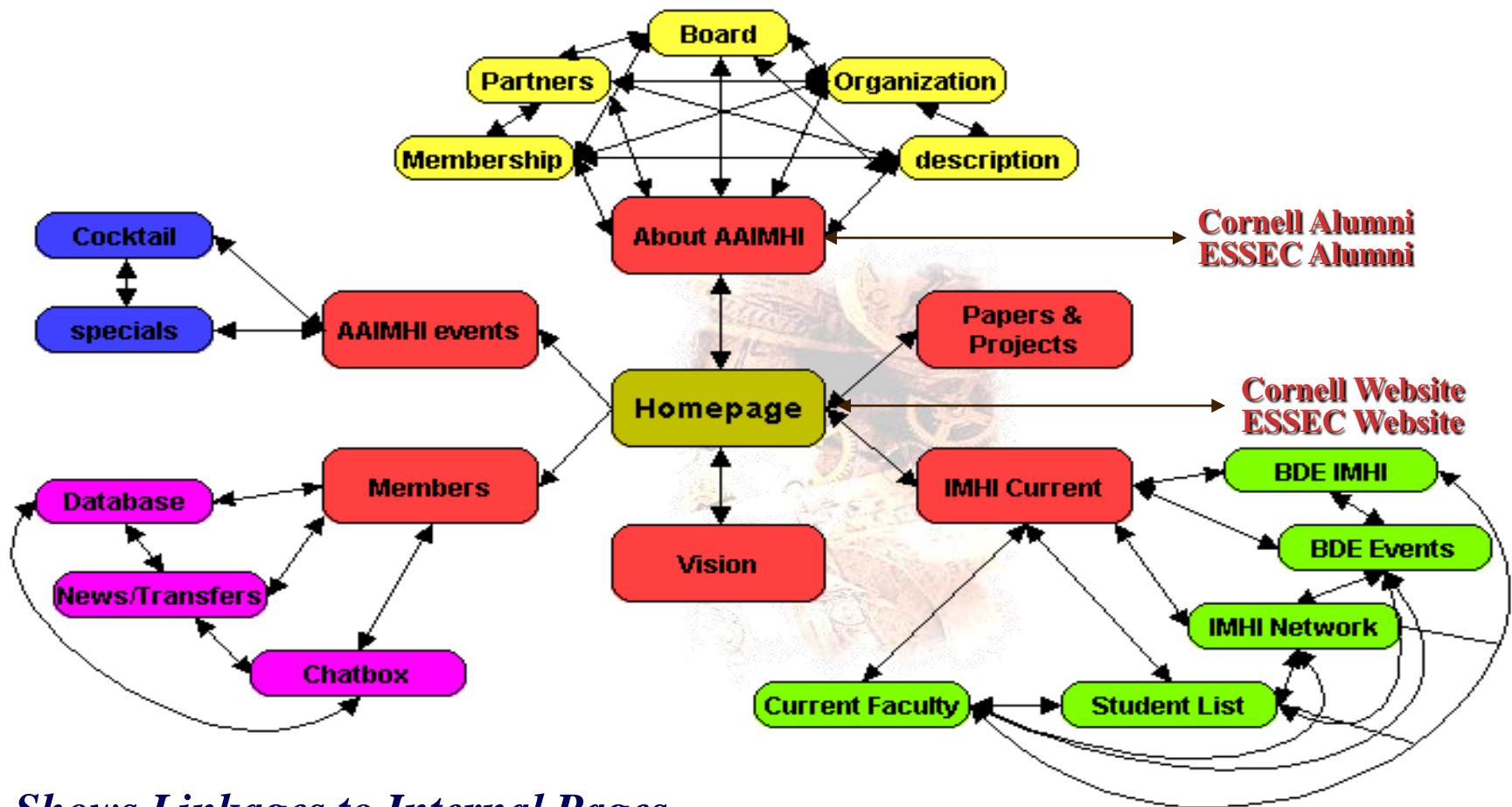


## *Setting The Scene - Planning.*

**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.*

## Example1 - Notepad

File Edit Search Help

```
<html>
<head>
<title> The Basic Structure of Any I
</head>
<body>
This document illustrates the basic
</body>
</html>
```

## FrontPage Editor - [Webonomics : Better Business Through The Web.]

File Edit View Go Insert Format Tools Table Frame Window Help

[None] [default font] A A B I U

Webonomics Making the World a Smaller Place!!

Main Menu Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Webonomics : Better The Web

Institut de Management Hotelier International

Avenue Bernard Hirsch, BP 105

95021 Cergy Pontoise Cedex

France

Tel : +33 1 3443 3177

Fax : +33 1 3443 1701.

Email : [OConnor@edu.essec.fr](mailto:OConnor@edu.essec.fr)

Normal No Frames HTML Frames Page HTML Preview

2 seconds

## internet IMHI syllabus 4 - Microsoft Word

File Edit View Insert Format Tools Table Window Help

Open... Ctrl+O

Save Ctrl+S

Save As...

Save as Web Page...

Print... Ctrl+P

1 internet IMHI syllabus 4

2 internet IMHI syllabus 4

3 C:\WINNT\Profiles\...\093 - 2000

4 C:\WINNT\Profiles\...\913 - 2000

g

net - A Tourism Perspective.

16.30-19.45.

13.15-16.30.

This course conforms to the IMHI Code of Academic Integrity.

Course Description:

This course involves an in-depth investigation into the uses, and possible uses, of the Internet in the Tourism Industry. The course will also undertake a comprehensive study of the techniques involved in the planning and development of a Web Site. It will provide the participant with a step-by-step approach to Web Page design and will enable each participant to design, create and maintain effective and efficient Web Sites.

As this course is designed to provide a very practical knowledge of the subject area, it will, therefore, take place entirely in a computer laboratory. The majority of marks are awarded for practical work completed in class and in practical projects. The programme is completed in completion of the IMHI24

Page 1 Sec 1 1/3 At 1.3" Ln 3 Col 19 REG TRK EXT DWR

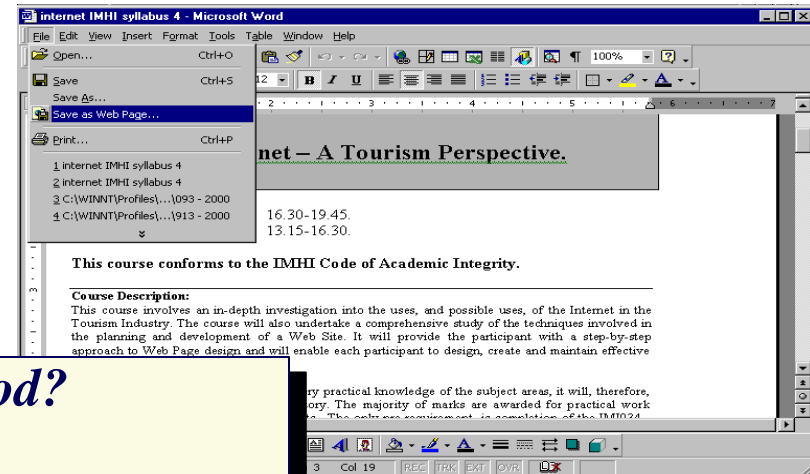
IMHI ESSEC CORNELL University

Tel Fax Email



# 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.*

### *HTML Conversion Program. Text Editor.*

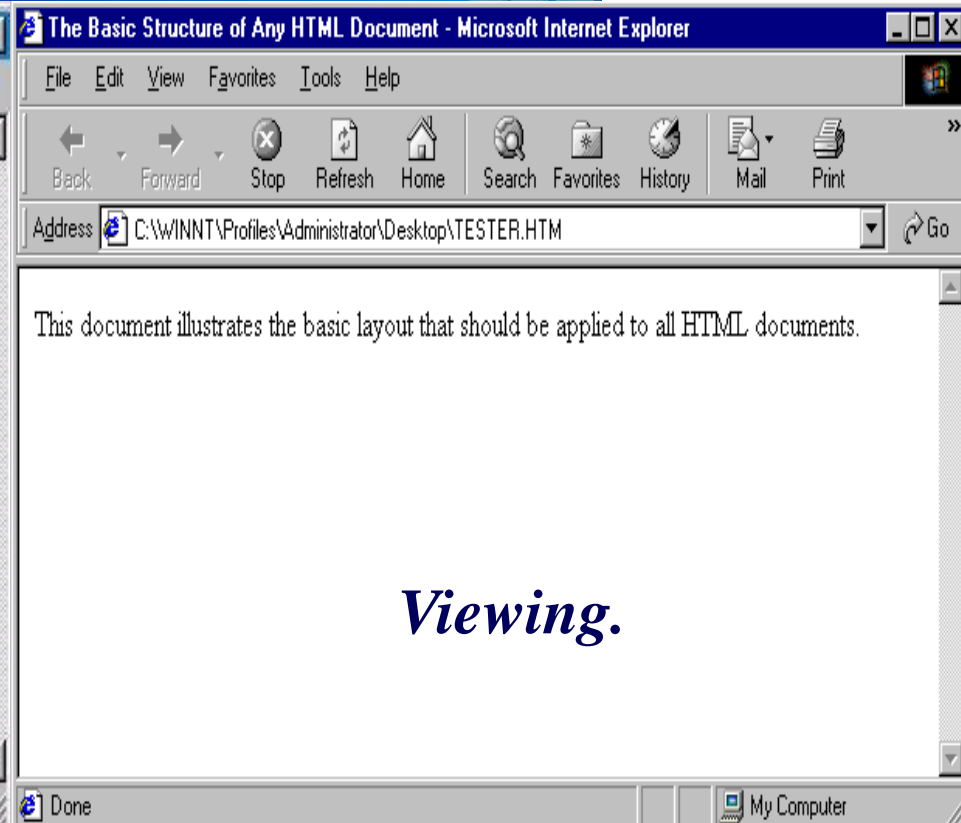
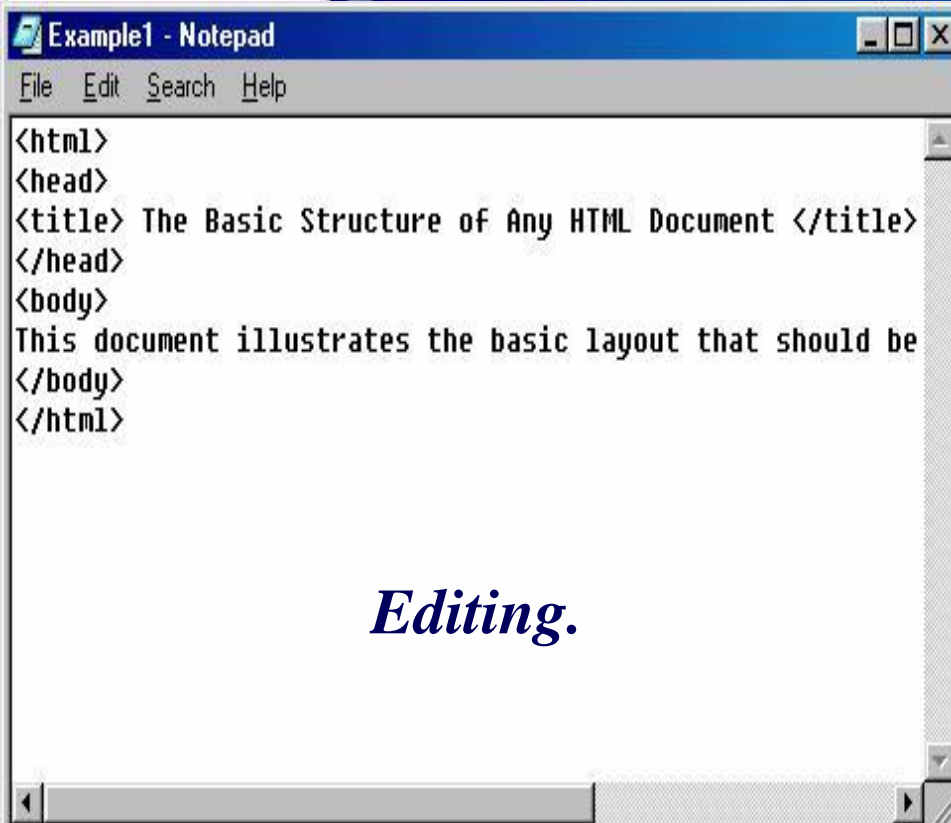
*Difficulty*



*Effectiveness*



### *Tools Required.*



# Web Design.

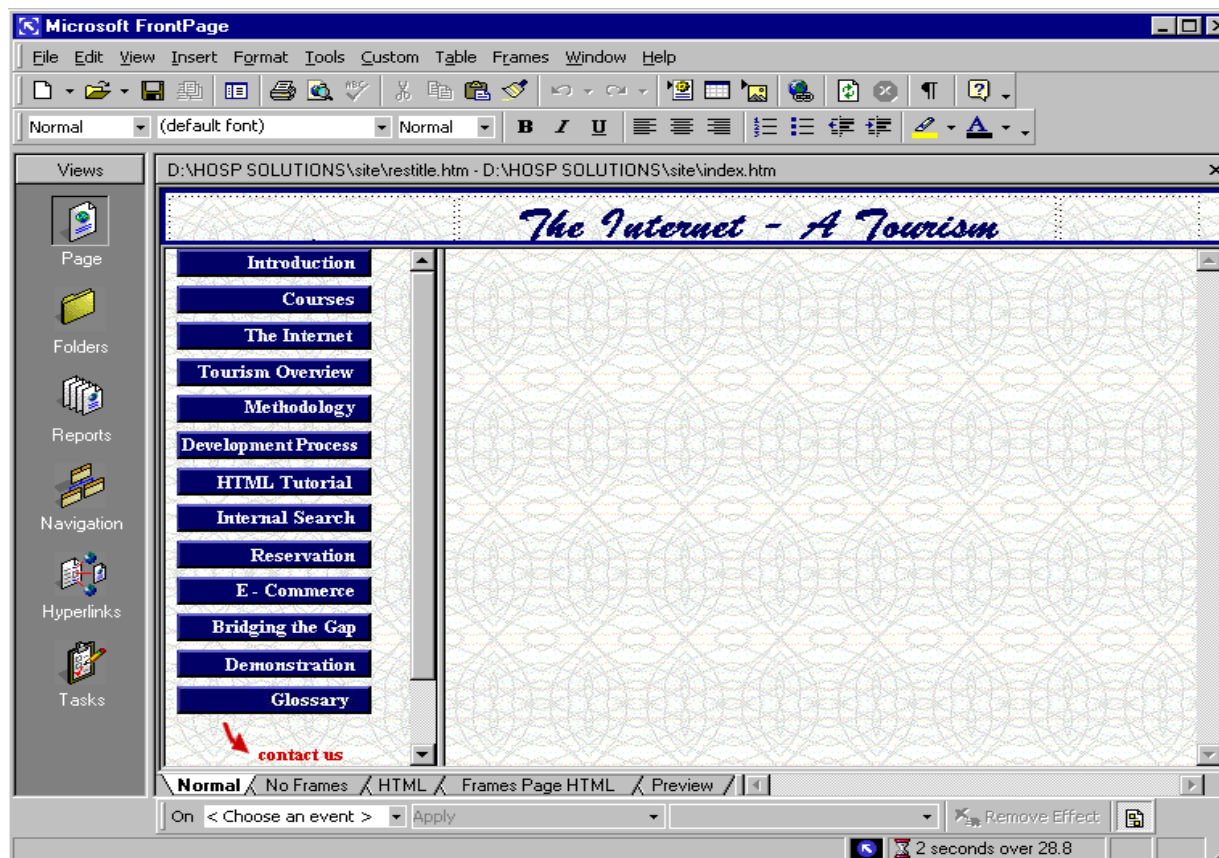
*HTML Conversion Program.*

*Text Editor.*

*HTML Editor.*

*Difficulty*

*Effectiveness*





# *Web Development Process*

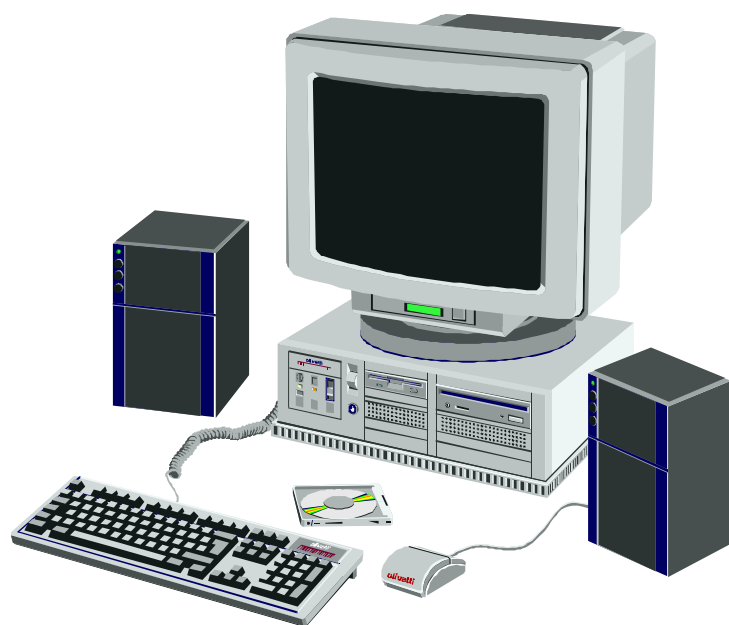


## *Web Publication.*

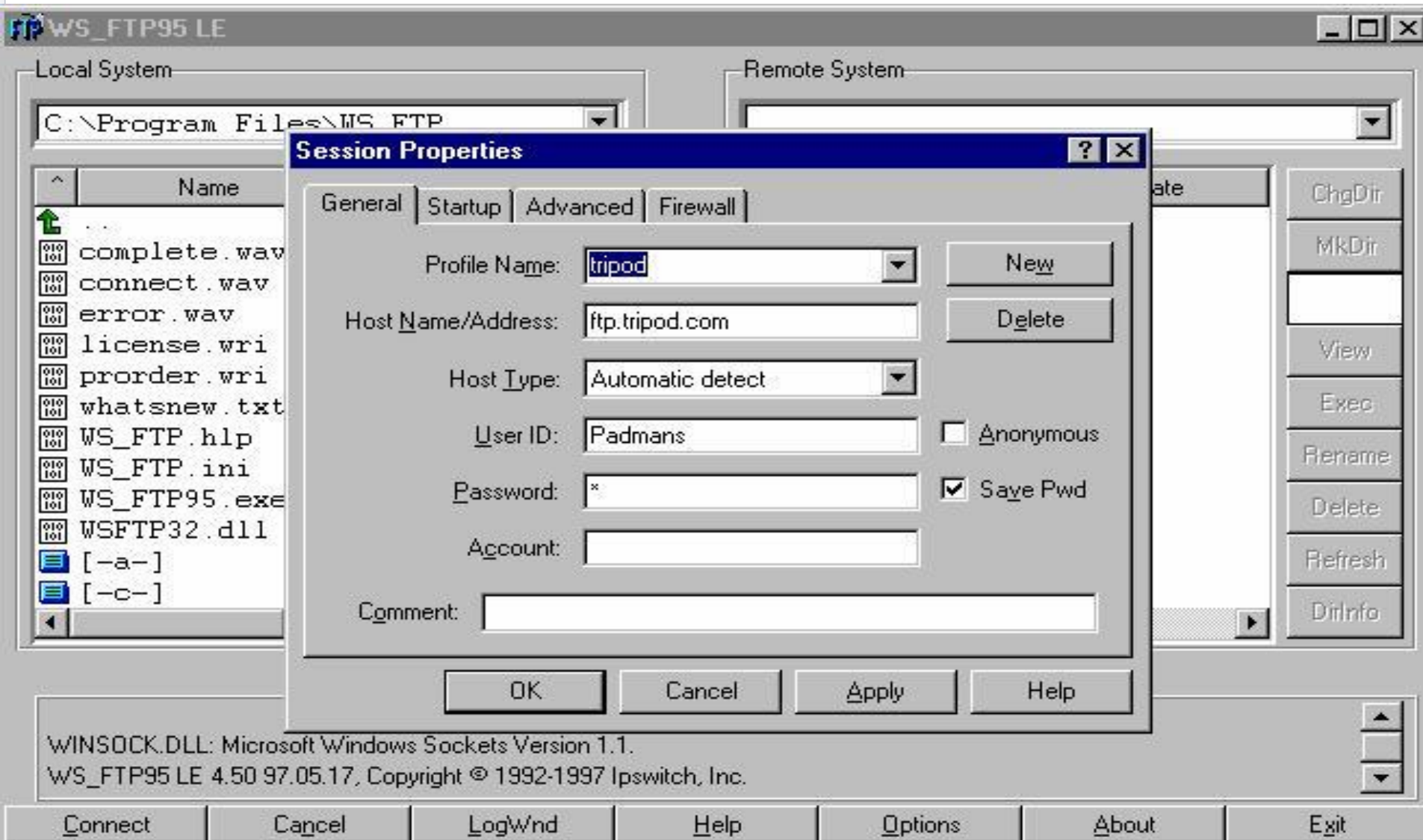
**Computer**

**Upload**

**WWW**



## Web Publication.

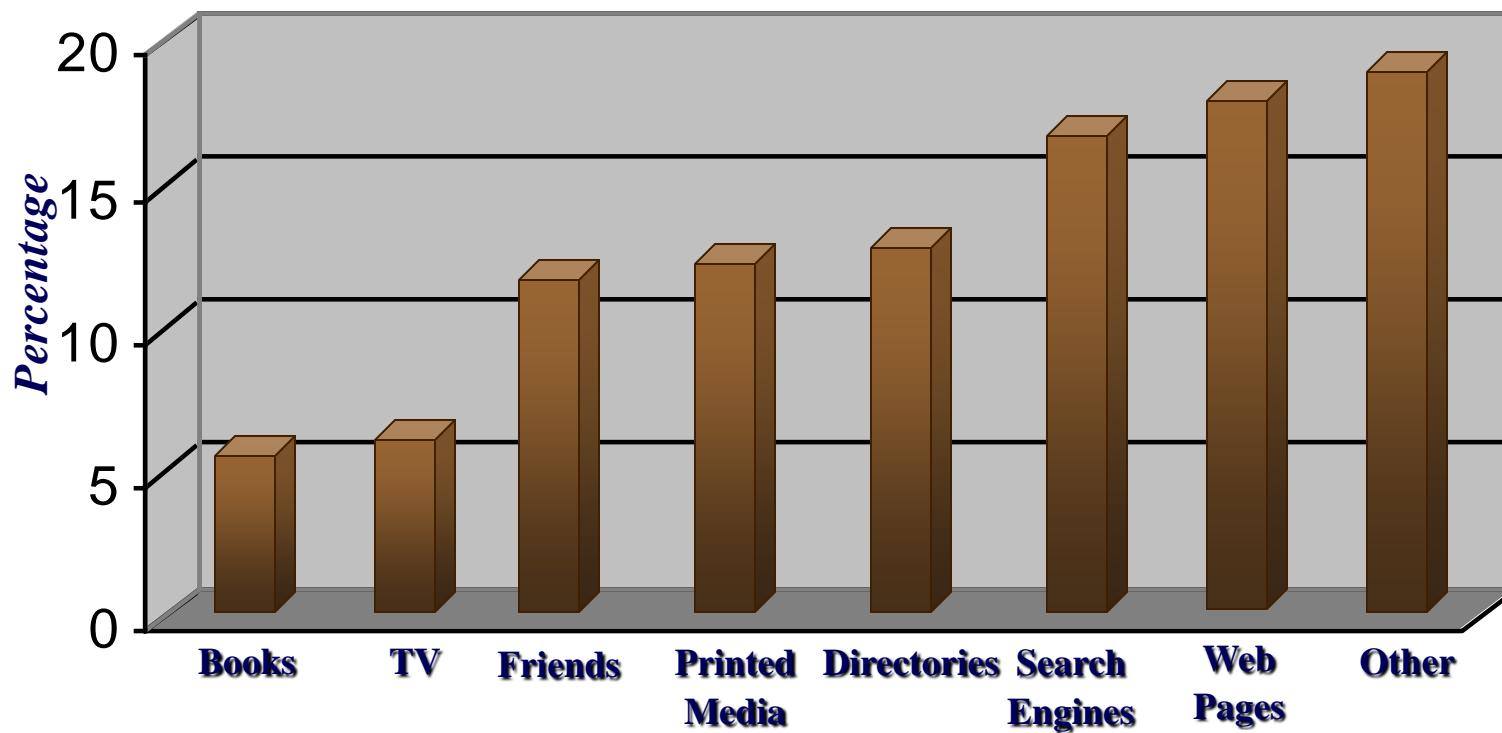




# *Web Development Process*



## *Web Site Promotion - Search Strategy*



*Finding Information on the Web*

# *Web Development Process*



## *Web Innovation.*

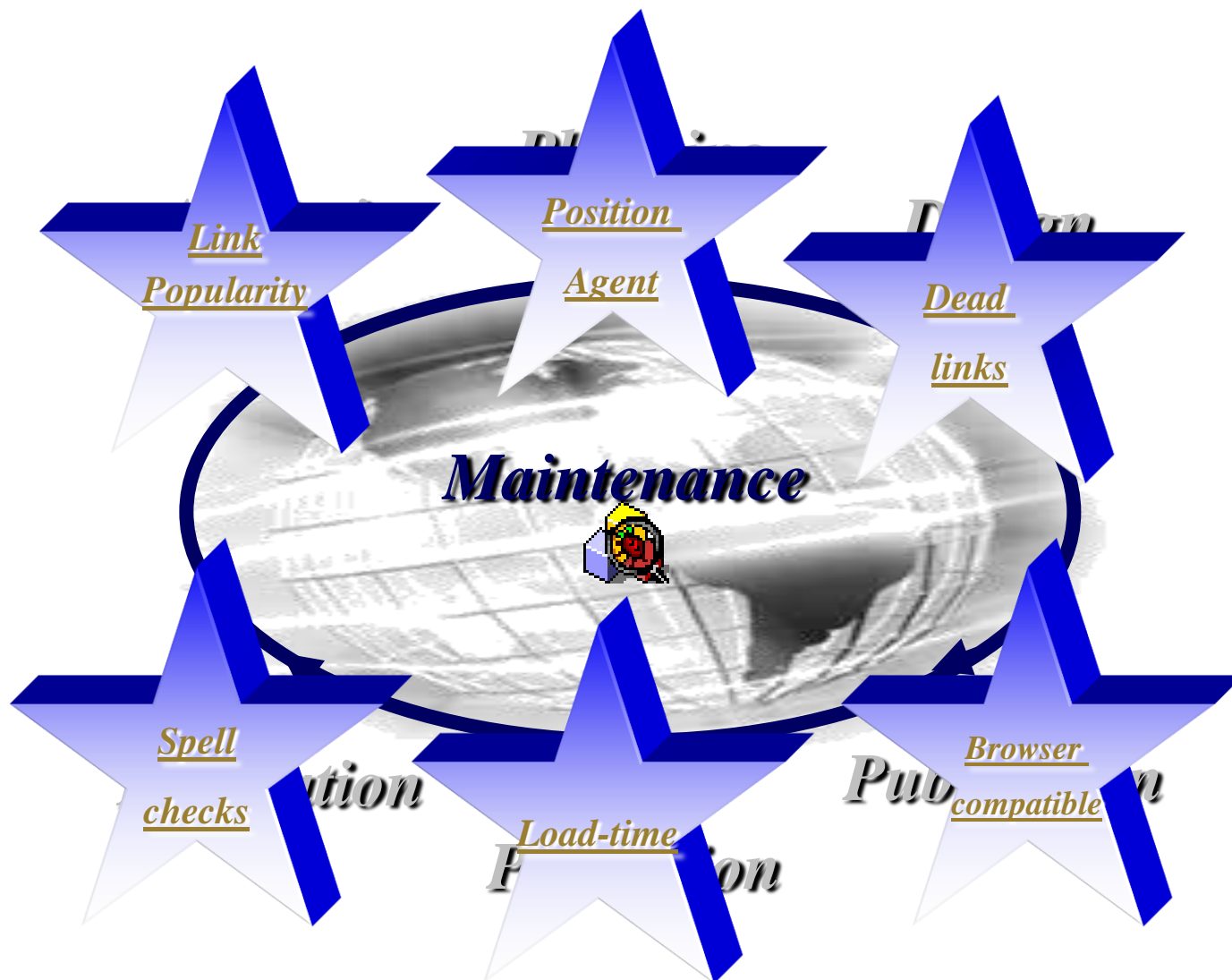
### *Some Innovative Techniques.*

- *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*



# *The Web Development Process – Hits & Misses*



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