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The Web Development Process: Hits and Misses

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The Web Development Process – Hits & Misses



DUBLIN INSTITUTE of TECHNOLOGY

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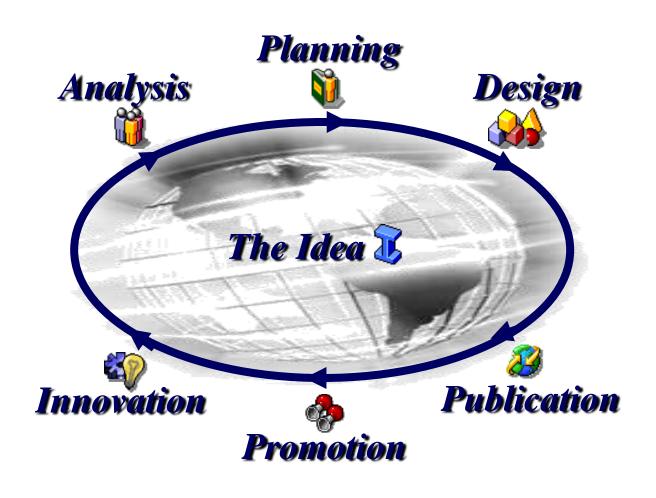
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PATRICK HORAN Lecturer in Hospitality Information Technology

EurHotec, Paris 2001



Setting The Scene – The Idea!

The Idea

The Idea

The Idea should outline:

Promotion

Sales

Customer Service

The main purpose(s) of the project.

Info, Res, Payment & Customer Services.

Information, Reservations and Payment facility.

Information and Reservations

Information Only

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 + Analysis





The Idea + Analysis

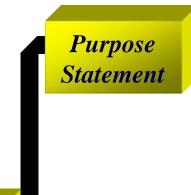


Keep the number of Aims low.
 Keep the complexity of Aims low.
 Keep Aims in order of importance (Primary & Secondary)
 The most important Aim must get the most attention.





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)

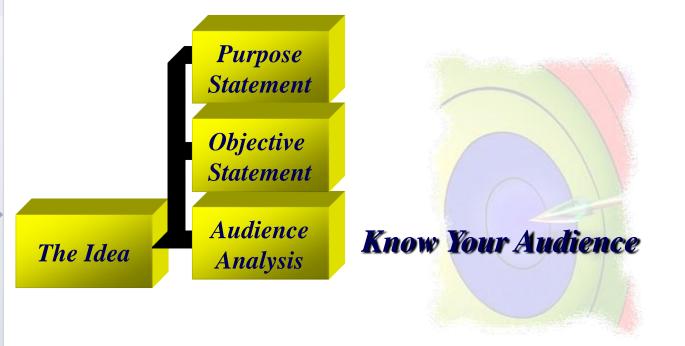
The Idea



The Idea + Analysis



The Idea + Analysis





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.



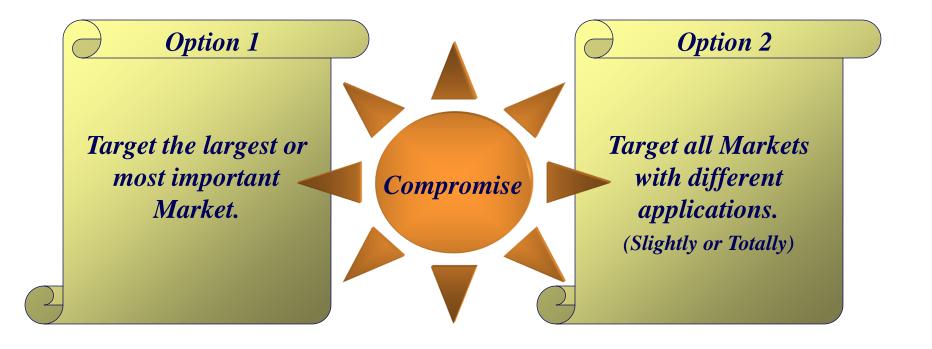
Audience Analysis.





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What happens when there is more than one User Profile?





Alternative Internet Strategies.

"One Size Fits All"

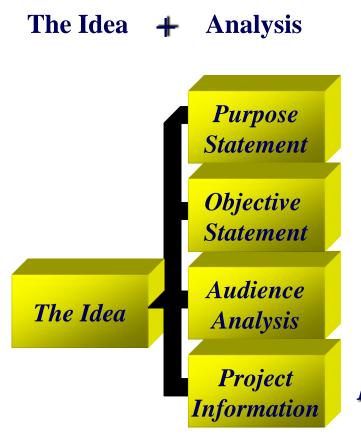


Access of the second seco

Personalisation/Customisation

Content of Site: Language,
Personal Preferences,
Contact Details,
Currency & Taxes
Advertisements,
Downloads, etc.

Look & Feel of Site: @ Colour, @ Layout, @ Browsers, @ Bandwidth, etc.



Information Requirements

Reference any Information required

to complete the Project.

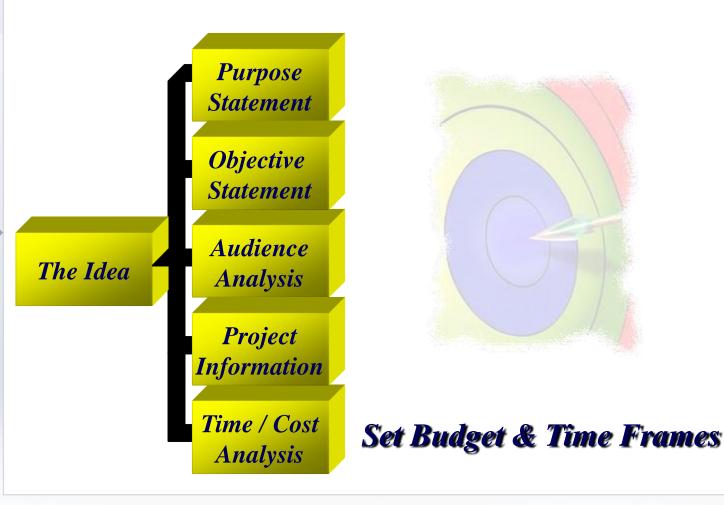
This May include:

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

Information Requirements



The Idea + Analysis





IR£42,800.00

Time - Cost Analysis.

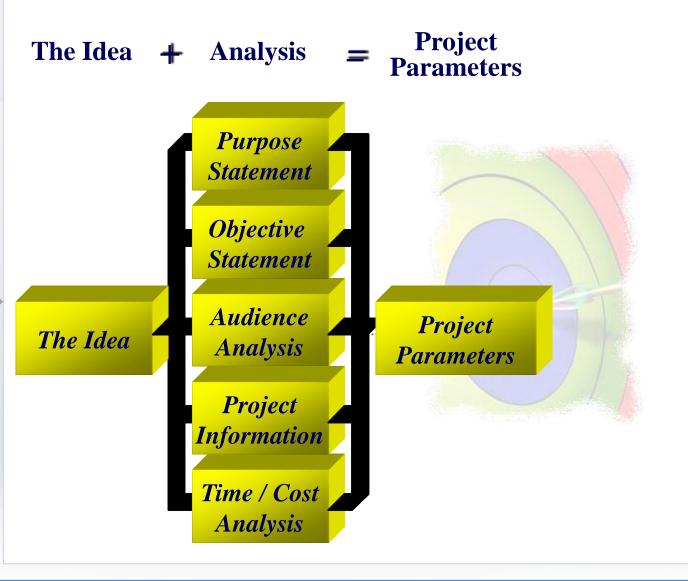
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13 Planning Stage Finished		

Set Appropriate Budgetary Requirements

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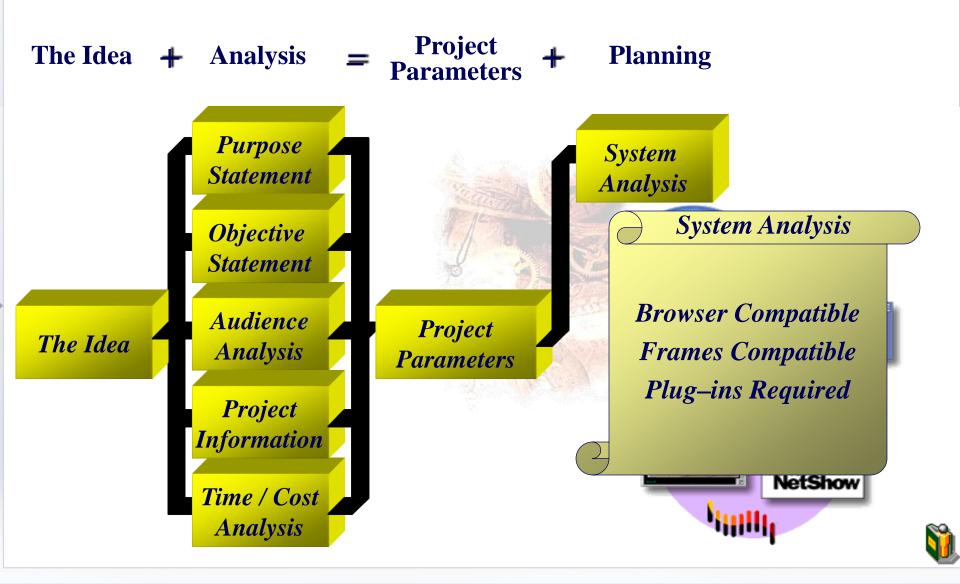
Setting The Scene - Analysis.

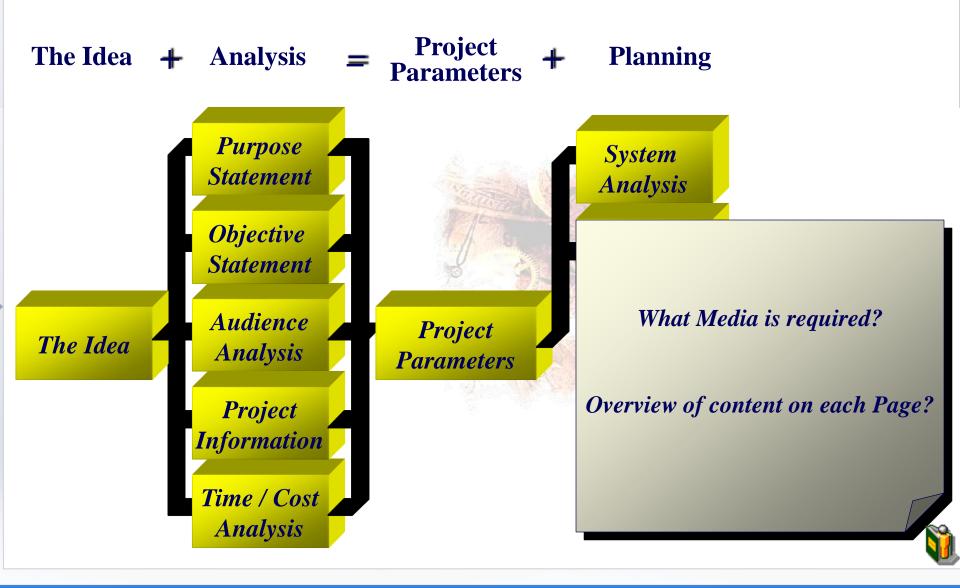
Project Analysis The Idea + **Parameters** Purpose Aims of the Project **Statement Objective Objectives of the Project Statement** Audience **Project Know Your Audience** The Idea Analysis **Parameters Project Information Requirements Information** Time / Cost Set Budget & Time Frames Analysis

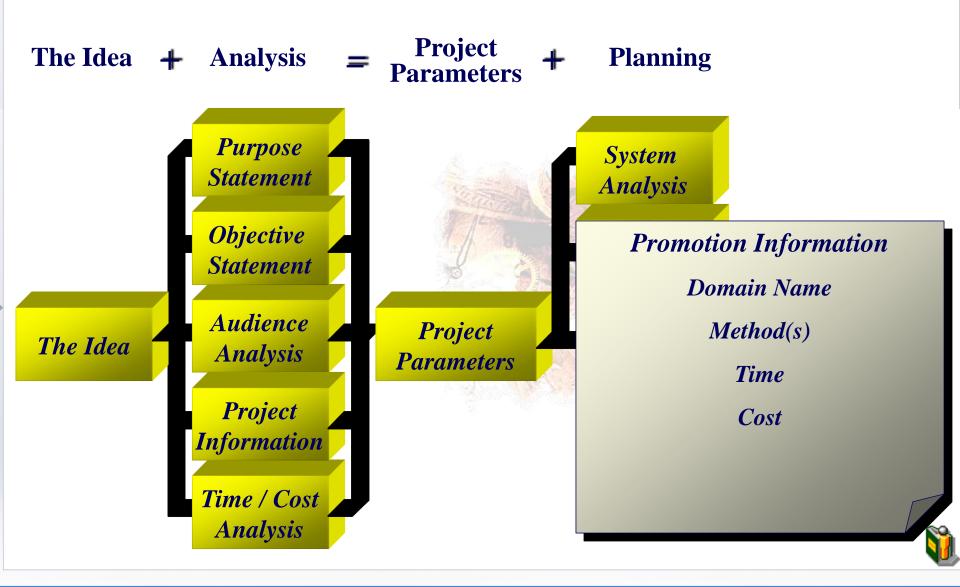


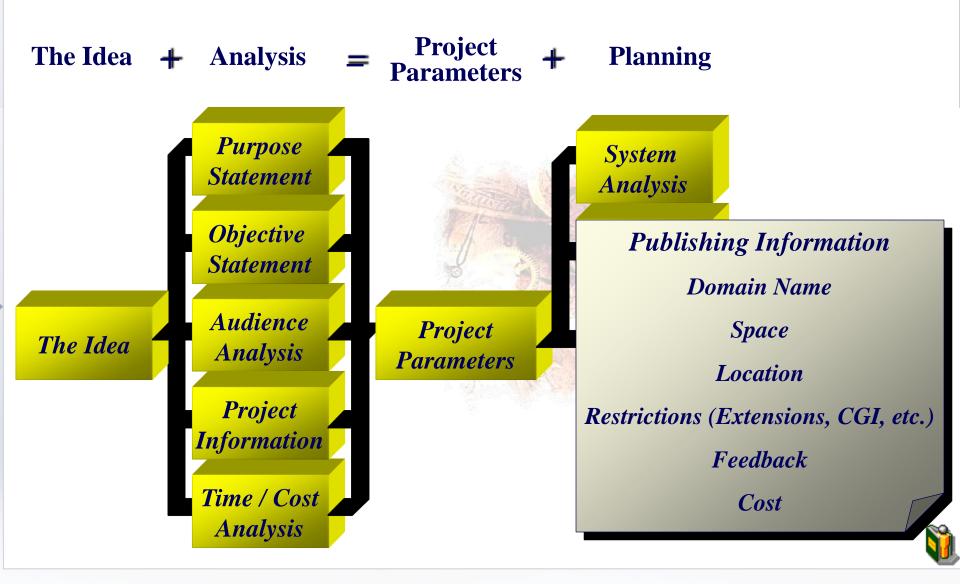


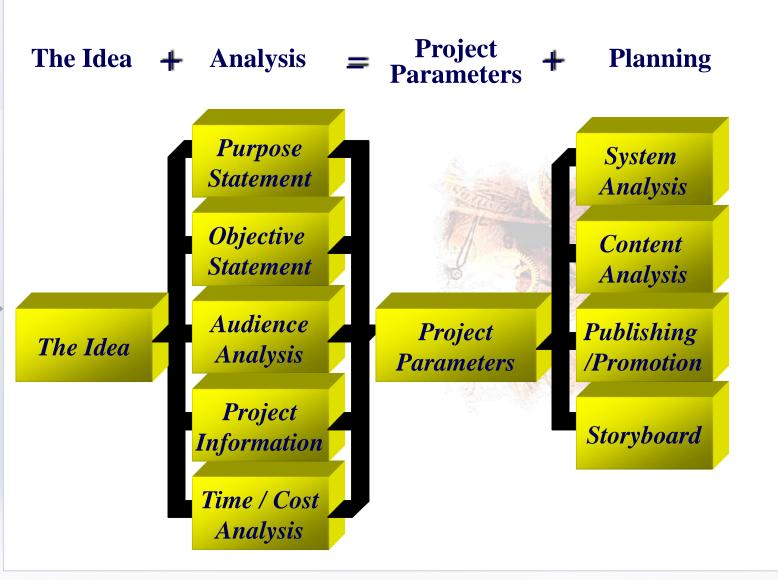












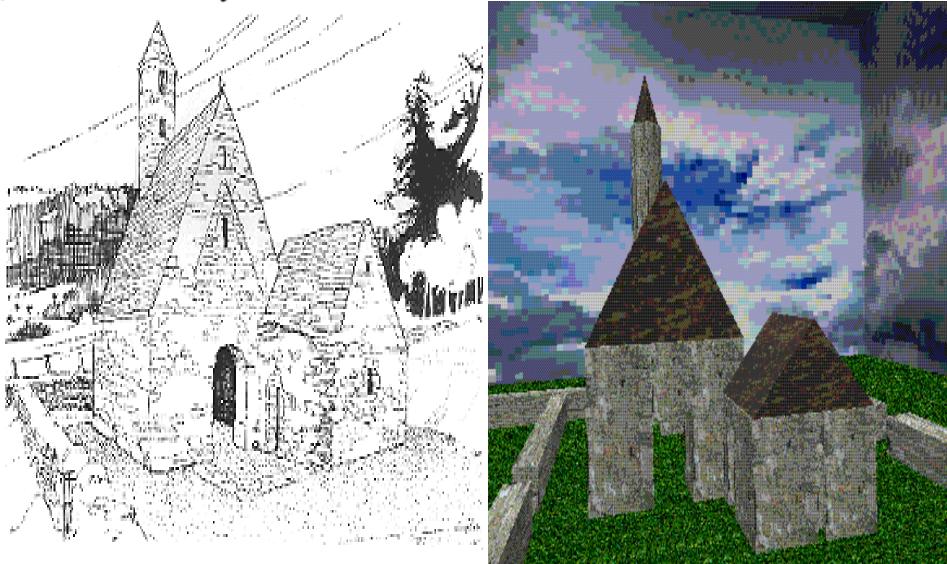




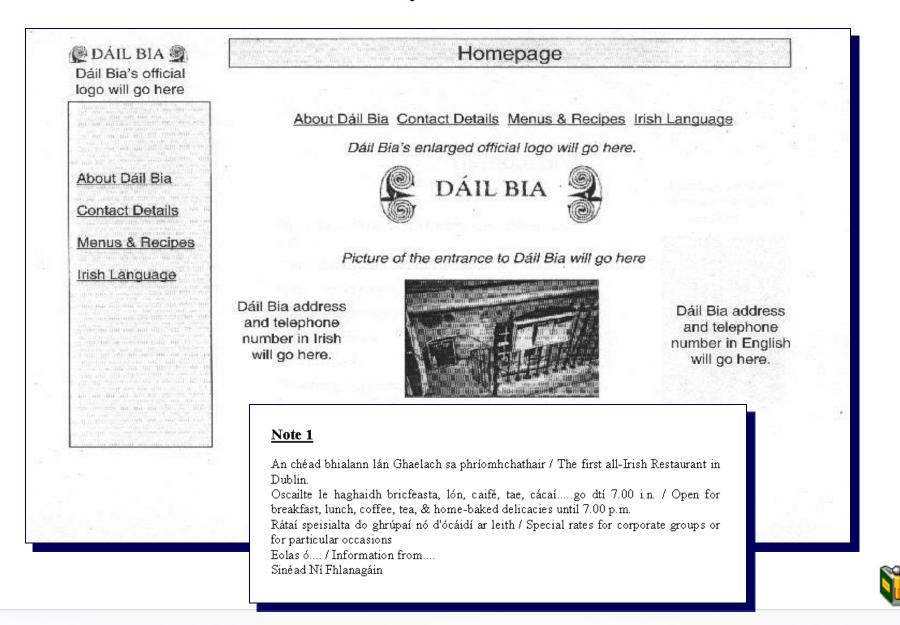
Storyboard.







Storyboard.



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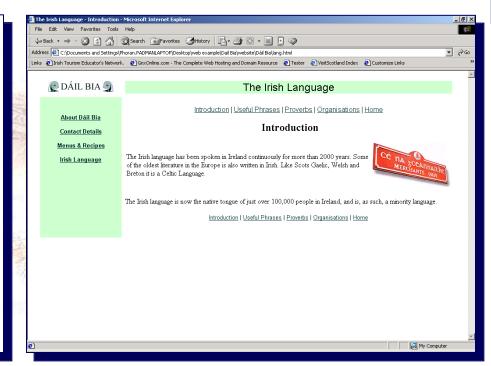
Storyboard vs. Final Product

Storyboard

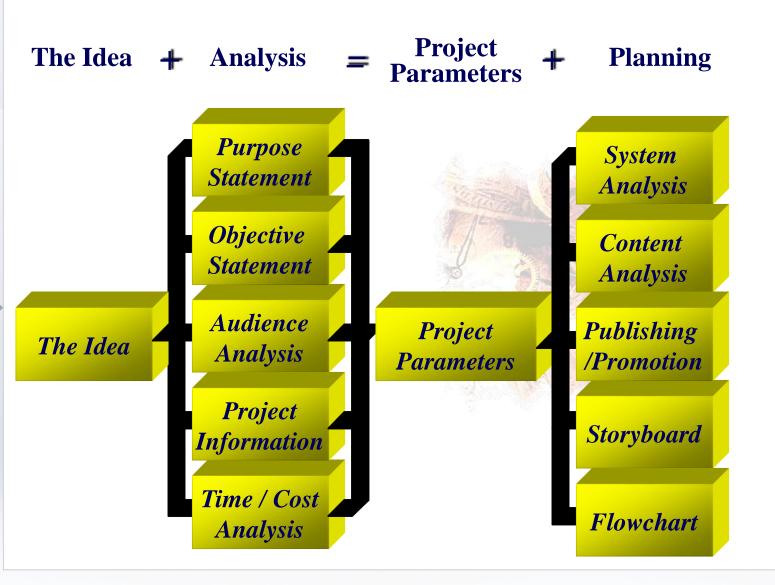
The Irish Language C DÁIL BIA Dáil Bia's official logo will go here. Introduction Useful Phrases Proverbs Organisations Home Introduction About Dáil Bia The Introduction page will provide an insight into **Contact Details** the Irish Language, where it is spoken and who actually speaks it. Menus & Recipes An old-style Irish Language (See Note 14 for more details) signpost will go here.

Introduction Useful Phrases Proverbs Organisations Home

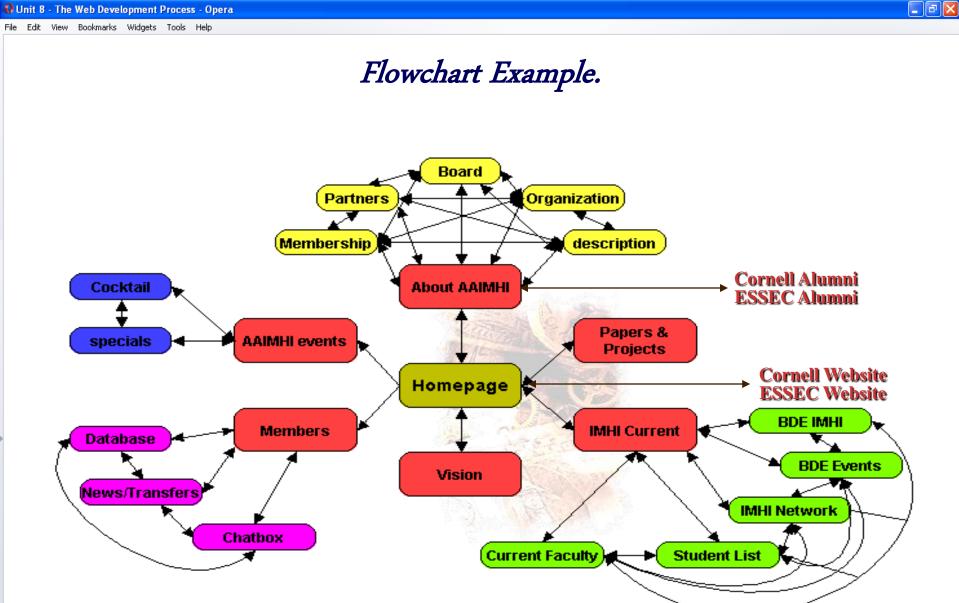








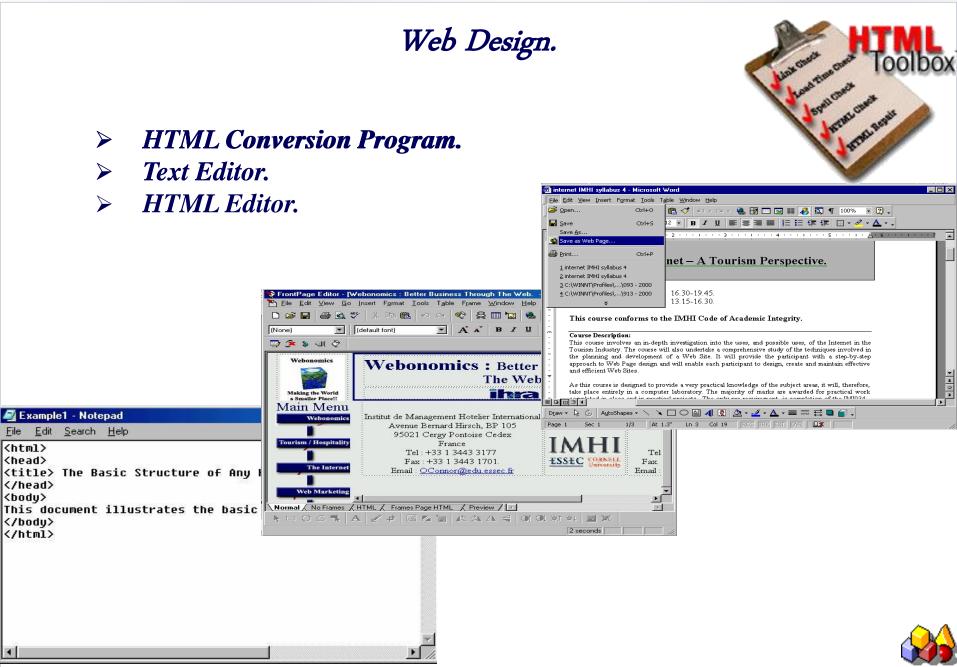




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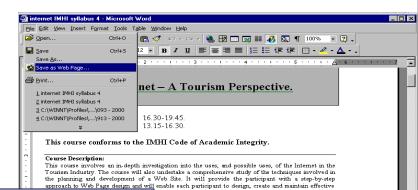






Web Design.

- 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



y practical knowledge of the subject areas, it will, therefore, ry. The majority of marks are awarded for practical work

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Web Design.

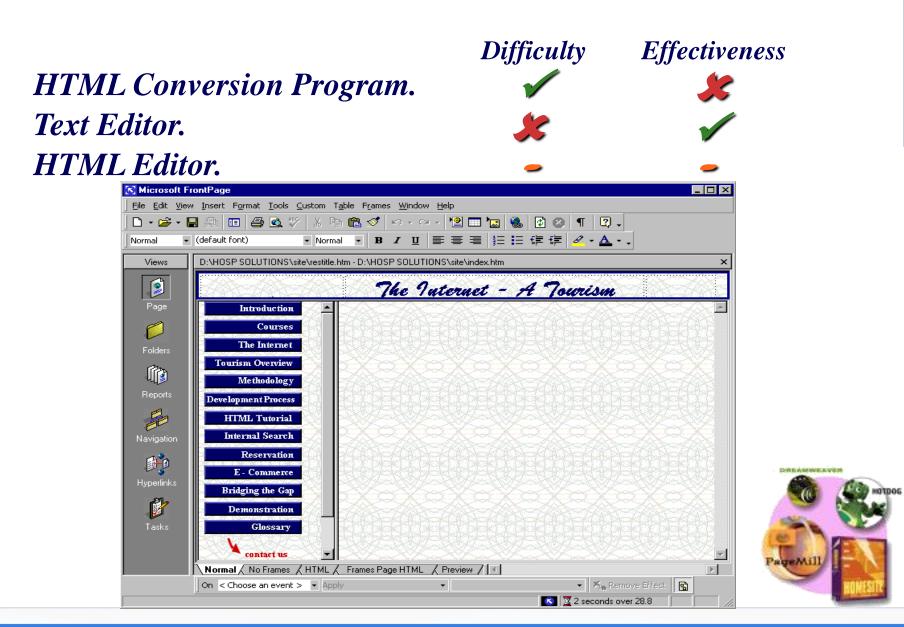
HTML Conversion Program. Text Editor.



Tools Required.

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Editing.	Viewing.				
	🛃 Done 🥼 My Computer				

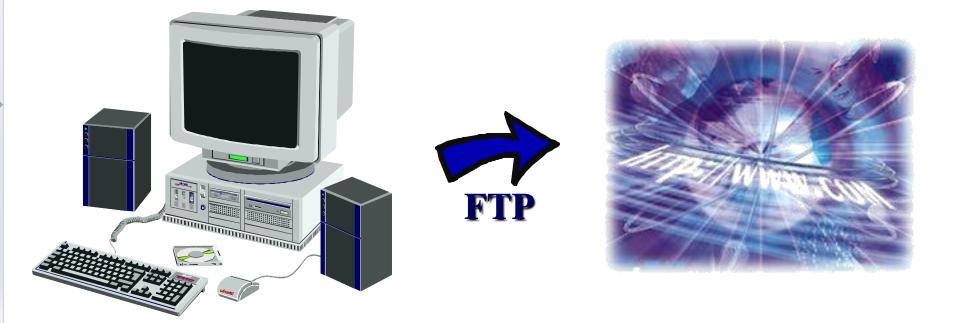
Web Design.





Web Publication.



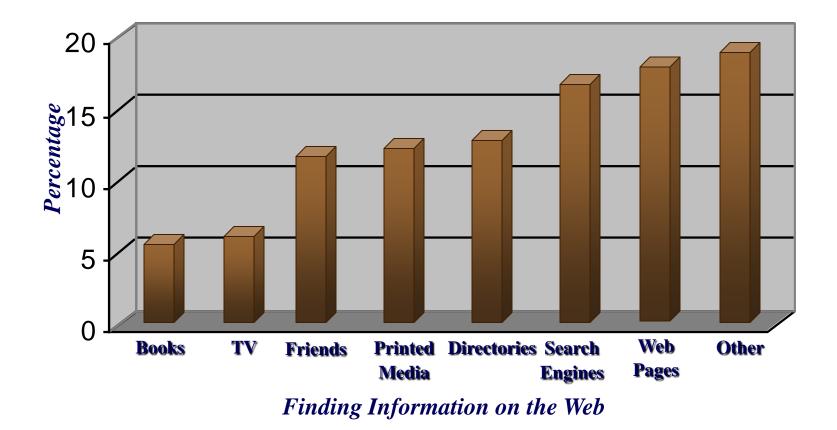


Web Publication.

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Web Site Promotion - Search Strategy





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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



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The Web Development Process – Hits & Misses



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