Web 1.0

Adam Procter

Foundations

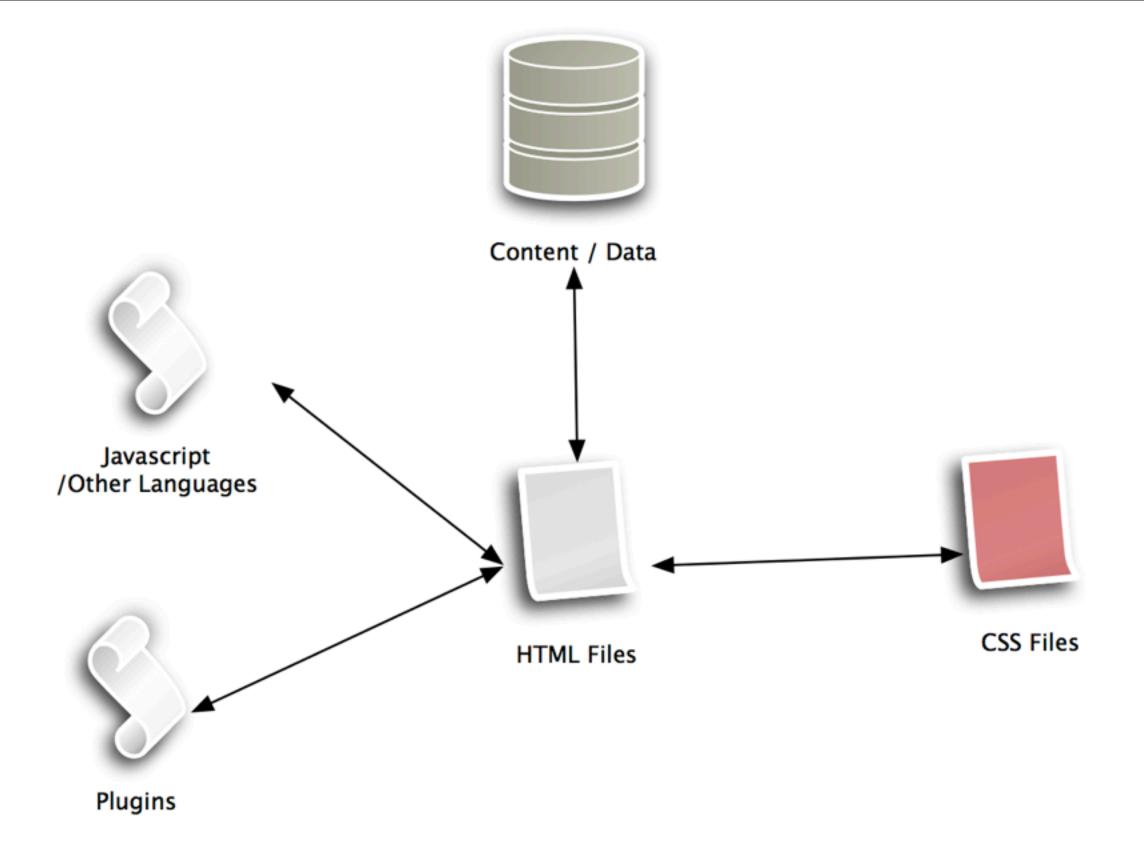Browser
Device

What is a browser ?
What is a device ?

What is the web ?

Social web
Realtime web

Content / Data

Javascript
/Other Languages

HTML Files

CSS Files

Plugins

in a nut shell this is the web (and websites)

html5
css3

What is web design ?
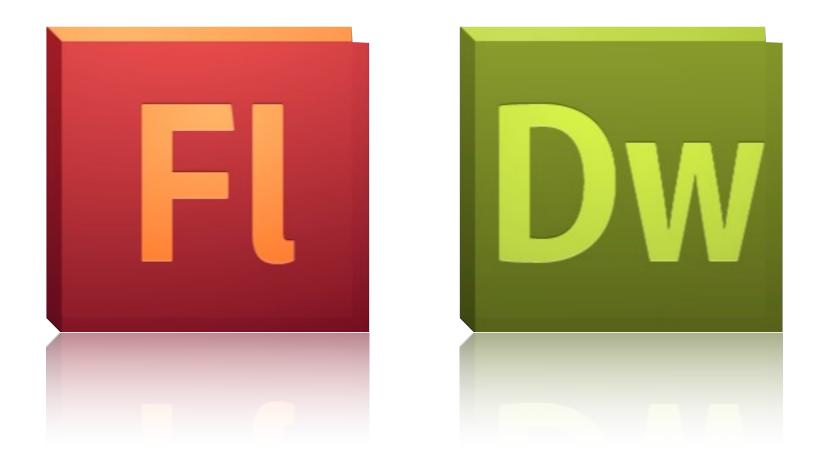
‣ It is not print design !

‣ It is not only about the desktop !

predicting the next 5000 days
http://www.ted.com/index.php/talks/kevin_kelly_on_the_next_5_000_days_of_the_web.html

The control which designers know in the print medium, and often desire in the web medium, is simply a **function of the limitation** of the printed page. We should **embrace** the fact that the web doesn't have the same constraints, and design for this flexibility. But first, we must "accept the ebb and flow of things."

- John Allsopp

http://www.alistapart.com/articles/dao/

& it's **NOT**

It is **Content**

It is **Open**

http://tantek.com/2010/281/b1/what-is-the-open-web

the Open Web is about the ability to openly do three kinds of things:

1. *publish* content and applications on the web in open standards
2. *code and implement* the web standards that that content/apps depend on
3. *access and use* content / code / web-apps / implementations

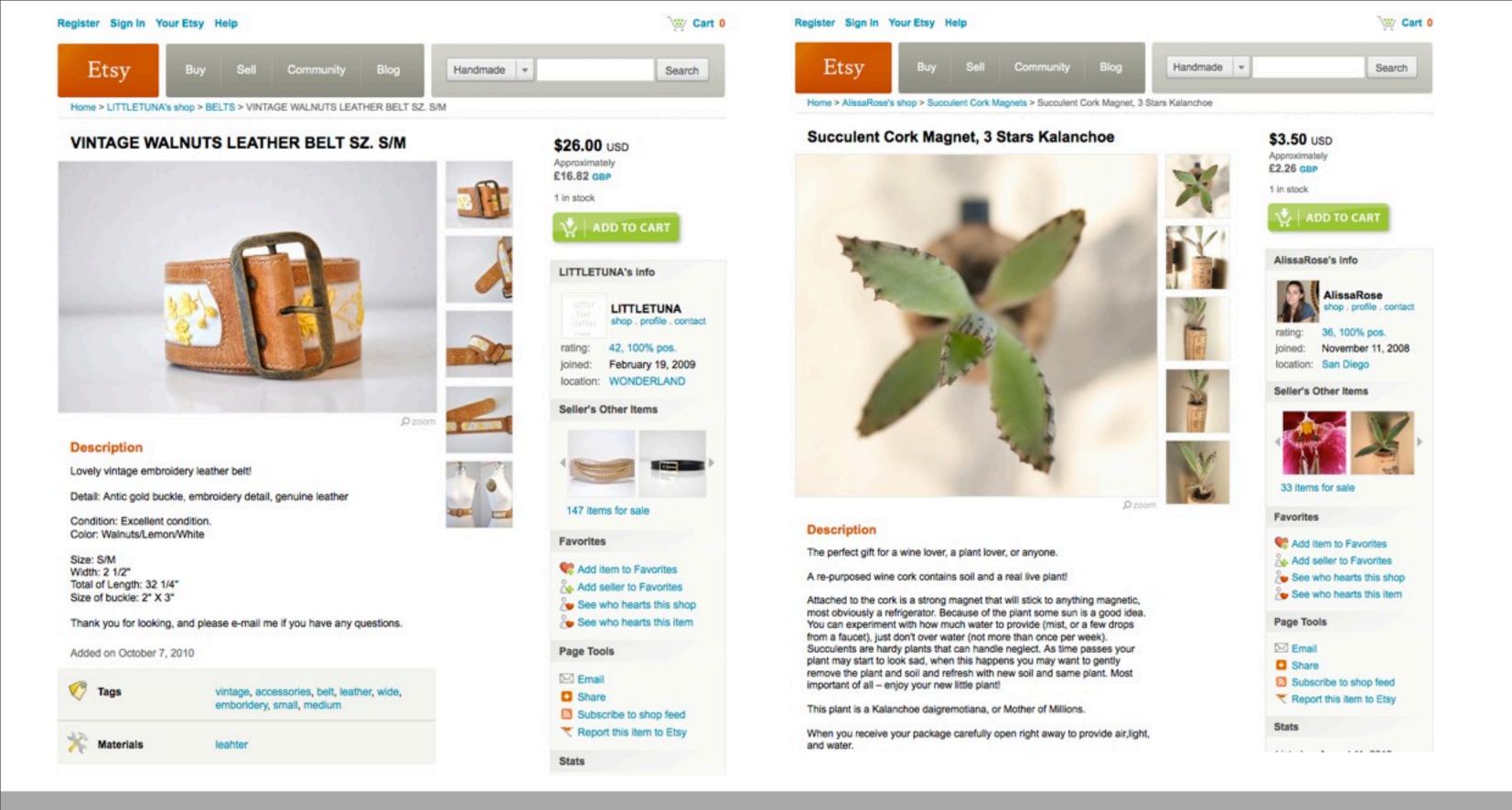# Web 1.1

Information **A**rchitecture

http://www.interaction-design.org/encyclopedia/information_architecture.html

Information Architecture is a discipline and a set of methods that aim to identify and organize information in a purposeful and service-oriented way. It is also a term used to describe the resulting document or documents that define the facets of a given information domain. The goal of Information Architecture is to improve information access, relevancy, and usefulness to a given audience, as well as improve the publishing entity's ability to maintain and develop the information over time. It is primarily associated with website design and it is directly related to the following professional disciplines: User interface design, content development, content management, usability engineering, interaction design, and user experience design. It is also indirectly related to database design, document design, and knowledge management.

Etsy Buy Sell Community Blog Handmade ▾ Search

Home > LITTLETUNA's shop > BELTS > VINTAGE WALNUTS LEATHER BELT SZ. S/M

VINTAGE WALNUTS LEATHER BELT SZ. S/M

$26.00 USD
Approximately
£16.82 GBP

1 in stock

ADD TO CART

Description

Lovely vintage embroidery leather belt!

Detail: Antic gold buckle, embroidery detail, genuine leather

Condition: Excellent condition.
Color: Walnuts/Lemon/White

Size: S/M
Width: 2 1/2"
Total of Length: 32 1/4"
Size of buckle: 2" X 3"

Thank you for looking, and please e-mail me if you have any questions.

Added on October 7, 2010

Tags   vintage, accessories, belt, leather, wide, embroidery, small, medium

Materials   leahter

LITTLETUNA's info

LITTLETUNA
shop . profile . contact
rating: 42, 100% pos.
joined: February 19, 2009
location: WONDERLAND

Seller's Other Items

147 items for sale

Favorites

Add item to Favorites
Add seller to Favorites
See who hearts this shop
See who hearts this item

Page Tools

Email
Share
Subscribe to shop feed
Report this item to Etsy

Stats

Home > AlissaRose's shop > Succulent Cork Magnets > Succulent Cork Magnet, 3 Stars Kalanchoe

Succulent Cork Magnet, 3 Stars Kalanchoe

$3.50 USD
Approximately
£2.26 GBP

1 in stock

ADD TO CART

Description

The perfect gift for a wine lover, a plant lover, or anyone.

A re-purposed wine cork contains soil and a real live plant!

Attached to the cork is a strong magnet that will stick to anything magnetic, most obviously a refrigerator. Because of the plant some sun is a good idea. You can experiment with how much water to provide (mist, or a few drops from a faucet), just don't over water (not more than once per week). Succulents are hardy plants that can handle neglect. As time passes your plant may start to look sad, when this happens you may want to gently remove the plant and soil and refresh with new soil and same plant. Most important of all – enjoy your new little plant!

This plant is a Kalanchoe daigremotiana, or Mother of Millions.

When you receive your package carefully open right away to provide air,light, and water.

AlissaRose's info

AlissaRose
shop . profile . contact
rating: 36, 100% pos.
joined: November 11, 2008
location: San Diego

Seller's Other Items

33 items for sale

Favorites

Add item to Favorites
Add seller to Favorites
See who hearts this shop
See who hearts this item

Page Tools

Email
Share
Subscribe to shop feed
Report this item to Etsy

Stats

Thursday, 20 October 11

● ● ● ● ● ● ● ● ●

But they have the same pieces that make up the listing:

title
description
tags
materials
location
payment methods
date added
photograph
category
colour

Create ~~Pages~~
Create Systems

I keep six honest serving-men [they taught me all I knew];

Their names are What and Why and When

And How and Where and Who

- Rudyard Kipling

where will the site live (url)
When does it need to be avaliable (timeline)
why is a website needed (goals)
Who is the primary audience for the site (audience)
what info/functionality needs to be avalible (content/tech)
How will the site be discovered and kept up to date (marketing and maintaince)

Goals

And that's what information architecture is all about:

1. Organising content or objects

2. Describing them clearly

3. Providing ways for people to get to them.

An IA is often made up of the following parts: •
 defining what the project is about and its goals •
researching people and content •
designing the IA, navigation, visual approach and content •
building and testing •
maintaining

5 whys for UX Australia

For example, thinking about the UX Australia website:

1. What is something we know people want from the website?: They want to see what presentations will be at the conference

2. Why do they need to do that?: So they can make a decision about whether to come

3. Why do they need to do that?: Because there are a lot of conferences they could attend

4.Why do they choose one over another?: I don't know

design constraints

Audience

/Audience
        //persona (of the audience) //
/competition
/writing (styles and guides)
/content outline
/gap analysis

An IA is often made up of the following parts: • defining what the project is about and its goals • researching people and content • designing the IA, navigation, visual approach and content • building and testing • maintaining

The main IA deliverables in a project include:
• the information architecture
• navigation
• metadata

And that's what information architecture is all about:
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5 whys for UX Australia
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4.Why do they choose one over another?: I don't know

design constraints

Balanced Design

People
Content
Context

Personas
http://uxmatters.com/mt/archives/2010/10/using-personas-during-design-and-documentation.php

1. List the user attributes. Assemble all of your product's stakeholders and ask them to make a list of user attributes—for example, *Male*, *Computer literate*, or *Plays football*.
To help you easily categorize the information you've obtained about your users, you can use the following categories of attributes:

- Demographic
- Technological
- Internet Usage
- Environment
- Lifestyle
- Roles
- Goals
- Needs
- Desires
- Knowledge
- Usage Trends
- Tasks

2. Cluster the attributes. Once you've gathered your list of user attributes, cluster the attributes. To accomplish this, ask one of the stakeholders to divide his or her user attributes into several clusters. Then ask another stakeholder to place any related attributes in those clusters or, if his or her user attributes don't fit into any of the existing clusters, to create new clusters. Repeat this exercise with every stakeholder until you have clusters that everyone agrees on.
3. Create a persona for each of the clusters. Add personal details to create a realistic picture of a user, focusing on specific user needs. Note down tasks that persona is most likely to perform. Think about how the attributes in the clusters influence user behavior.
4. Prioritize personas. Prioritize the personas on the basis of business needs. The idea is to ensure that the principal persona you use during design or documentation is a clear and correct representation of your primary user population, *not* an edge case.
5. Tell stories, or create scenarios. The stories or scenarios you create for each persona describe how that person would behave or think about a particular task or situation.
6. Create persona documentation. When writing personas, include the following information:
- name of the persona
- demographic description
- goals
- needs
- abilities

Balanced Design

People
Content
Context

Personas
http://uxmatters.com/mt/archives/2010/10/using-personas-during-design-and-documentation.php

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- abilities

Balanced Design

Customer needs
Client needs
Developer needs

Competition

dont forget them !

Terminology

http://www.youtube.com/watch?v=o4MwTvtyrUQ - what is a browser

http://www.youtube.com/watch?v=o4MwTvtyrUQ

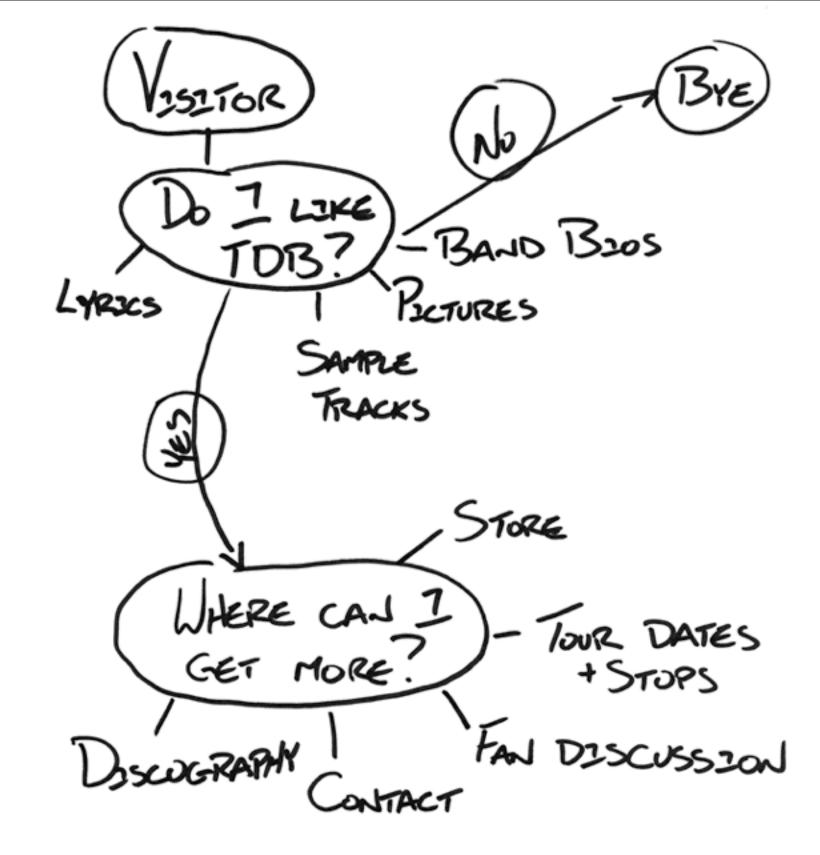http://www.youtube.com/watch?v=o4MwTvtyrUQ - what is a browser

http://www.youtube.com/watch?v=o4MwTvtyrUQ

Thursday, 20 October 11

http://www.youtube.com/watch?v=o4MwTvtyrUQ - what is a browser

Affinity diagramming

Content inventory
Content outline

At its best, a content strategy defines:

- key themes and messages,
- recommended topics,
- content purpose (i.e., how content will bridge the space between audience needs and business requirements),
- content gap analysis,
- metadata frameworks and related content attributes,
- search engine optimization (SEO), and
- implications of strategic recommendations on content creation, publication, and governance.

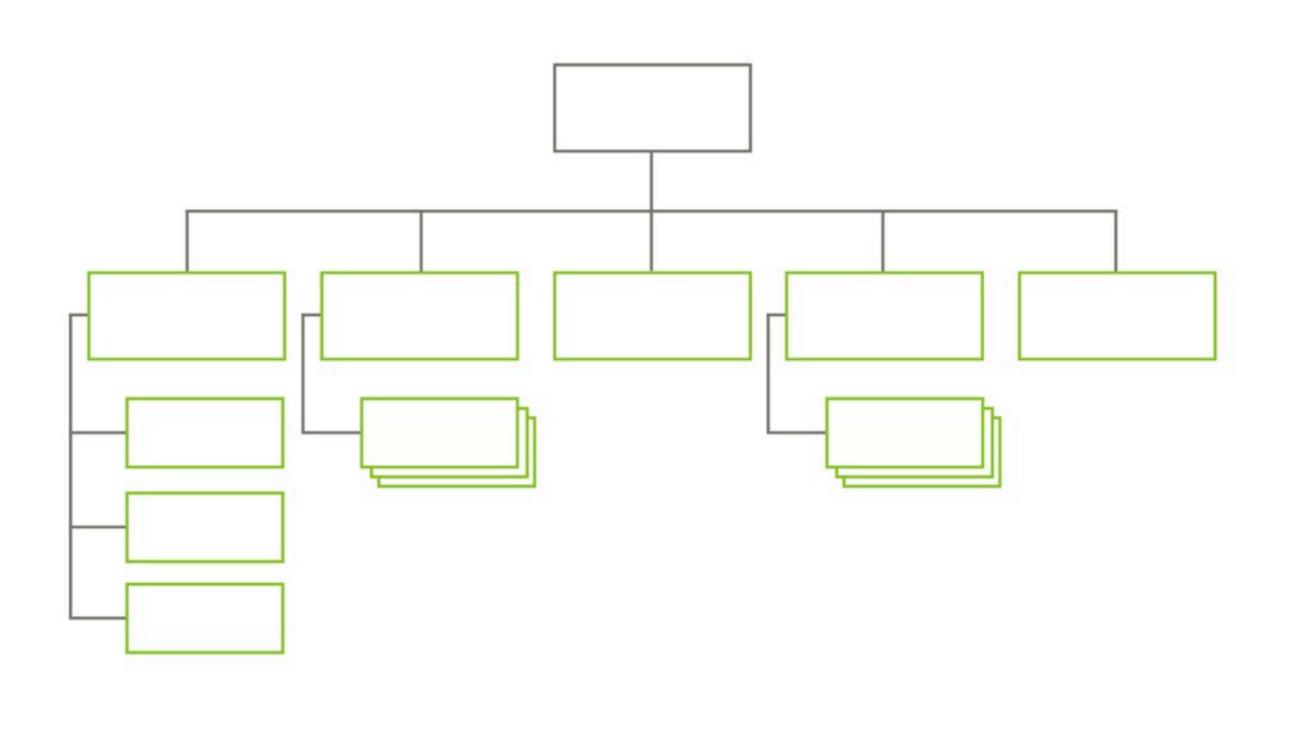|	Navigation title	Page title	Files	Last updated	Owner	Comments	Delete?
0.0	Home	Wine Tasmania					
1.0	Wine Tasmania					No page at this level - displays 'History'	
1.1	History	History					
1.2	Touring Tasmania	Touring Tasmania					
1.3	Touring Links	Touring Links					
1.4	Wine Industry Tasmania	Wine Industry Tasmania					
1.5	Industry Statistics & Info	Industry Statistics & Info					
1.6	Investment	Investment					
1.7	Partners	Wine Industry Tasmania Partners					
2.0	The Wine Route					No page at this level - displays 'Overview'	
2.1	Wine route overview	The wine route					
2.2.0	Tamar Valley Wine Route	Tamar Valley Wine Route					
2.3.0	Southern Wine Region	Southern Wine Region					
2.4.0	East Coast Wine Region	East Coast Wine Region					
2.5.0	North West Wine Region	North West Wine Region					
3.0	Latest News	Latest News				No content on page	
4.0	Events					No page at this level - displays 'Overview'	
4.1	Overview	Events				No left-nav	
4.2	Booking	Event booking				No left-nav	
4.3	Privacy Policy	Privacy Policy				No left-nav	
4.4	Security and Refunds	Security and Refunds				No left-nav	
5.0	Members	Wine Industry Tasmania Members					
6.0	Resources	Resources	5 PDF files				
7.0	Contact Us	Contact Us				Email address & contact form	

http://maadmob.com.au/resources/content_inventory

http://maadmob.com.au/resources/content_inventory

Site Diagrams

omnigraffle
cmap tools
www.mindmeister.com
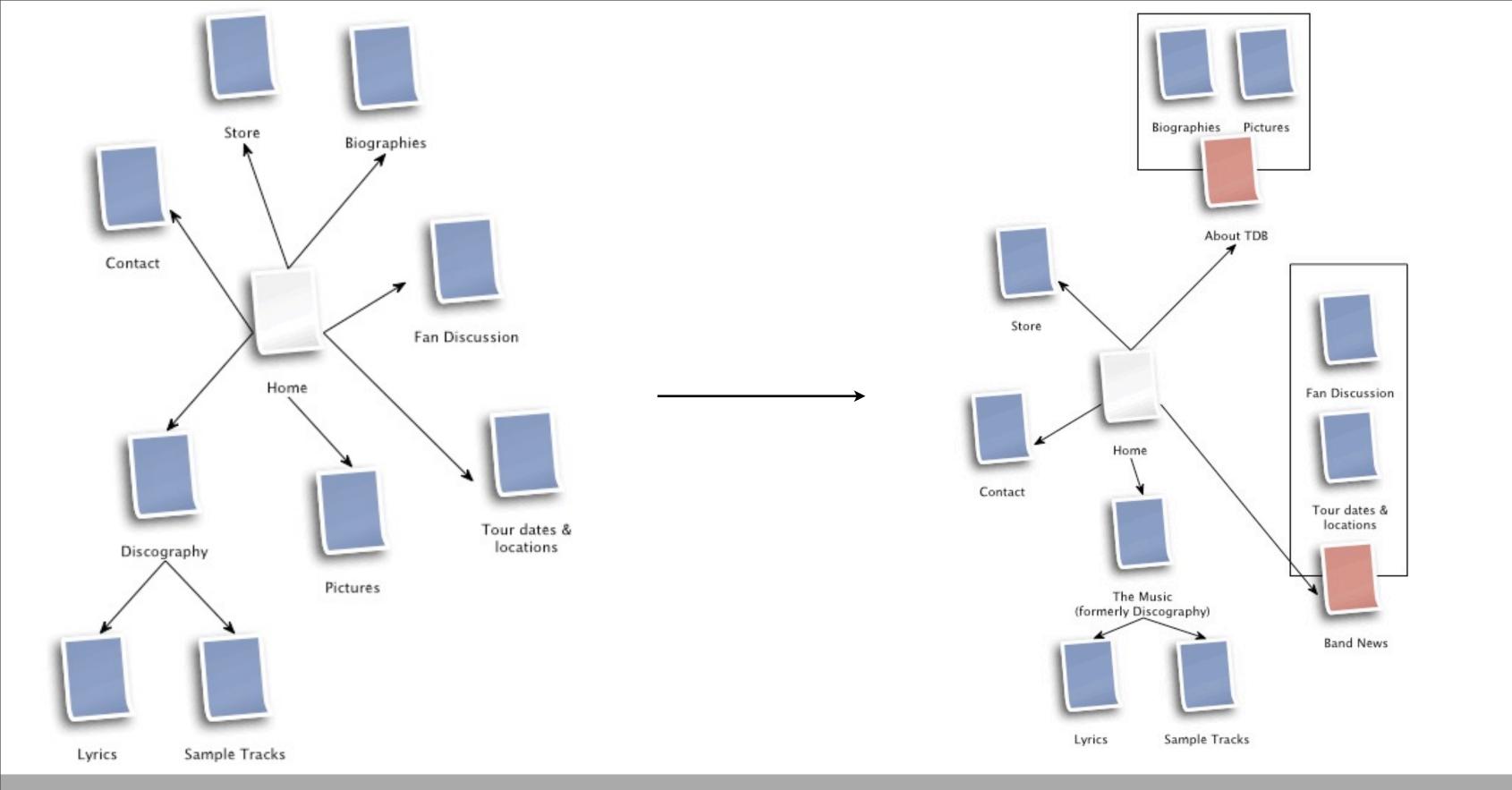
http://dev.opera.com/articles/view/6-information-architecture-planning-o/

omnigraffle
cmap tools
www.mindmeister.com

http://dev.opera.com/articles/view/6-information-architecture-planning-o/

http://dev.opera.com/articles/view/6-information-architecture-planning-o/

Page **D**escription **D**iagrams

none wireframe page descriptions

1

Logo / Branding / Quote / Photo

Dirk's site is a personal one, but there are professional goals for the site as well. He's developing a "brand" of sorts, while also keeping a personal site. This can be made up of a combination of a photo, colors, logo, messaging, etc.

Primary Navigation

We'll want to include access to his primary blogs (Heart & Mind), and his about section.

Featured Article or Essay

There should be a featured article or post "brought out to the top" on the homepage. It can be something posted on the site or linked to elsewhere (like Digital Web, etc.)

Latest Entries

I think instead of a long list of entries, we bring out the latest 3-4 from each blog (Heart & Mind) with some sort of identifier or badge for them. Maybe they have a different style applied depending on the category or a small icon?

2

Search

Site search function handled directly from the home page.

Search [ ] [Go!]

Where is Dirk?

A small identifier of some sort identifying where Dirk is and what he's been up to. Could be somewhat graphical in nature, but set by a style for easy update.

3

Archive List

We could expose his archive categories in a list on the homepage. This is more important on the actual Heart & Mind blog pages, but if we can work it in here it could be good.

notes

This document is to be used to illustrate the main components on the Dirk's new homepage.

The goals for his site are complicated and at times conflicting. The core content is comprised of two separate (yet united) areas "Heart" where Dirk will be sharing more personal thoughts, images, and stories related to family and friends and "Mind" where he'll be writing a bit more of a cerebral, idea-generating, work-related slant.

He'll also have quite a bit of content around the basics; who he is, what he does and what's going on with him at any particular moment.

The goal is to create homepage that blends these things and quickly introduce us to Dirk. It will provide a window into the heart (and mind) of his site, keeping an equal focus on both aspects and providing a reader a way to easily and intuitively access more content.

1　　　　　　　　**2**　　　　　　　　**3**

Main call to action

Gets users thinking about the brand and specific actions they can make.

Sign-up

A call to action that encourages people to sign up for recently added content on the site.

Featured article or essay

Shows the first paragraph of an article with associated image, as well as the day it was published and the number of comments made.

Latest entries

A short listing of the latest articles or essays that have been posted. There should be between 5-7 shown on the home page. The featured article should not be displayed in this list.

Search

A useful site search should always be available on the page to allow users an alternative method for finding your content.

Link list

A list of semi-recently added link content. This list should contain 5-7 links with date and comment meta information for each.

About company

An outline of what your company is all about.

Privacy, Terms of Use, Etc.

Most of the information that is currently listed in the footer should remain there. The contact and address information can easily be moved to the contact page, though. We also recommend adding in some navigational links, where possible.
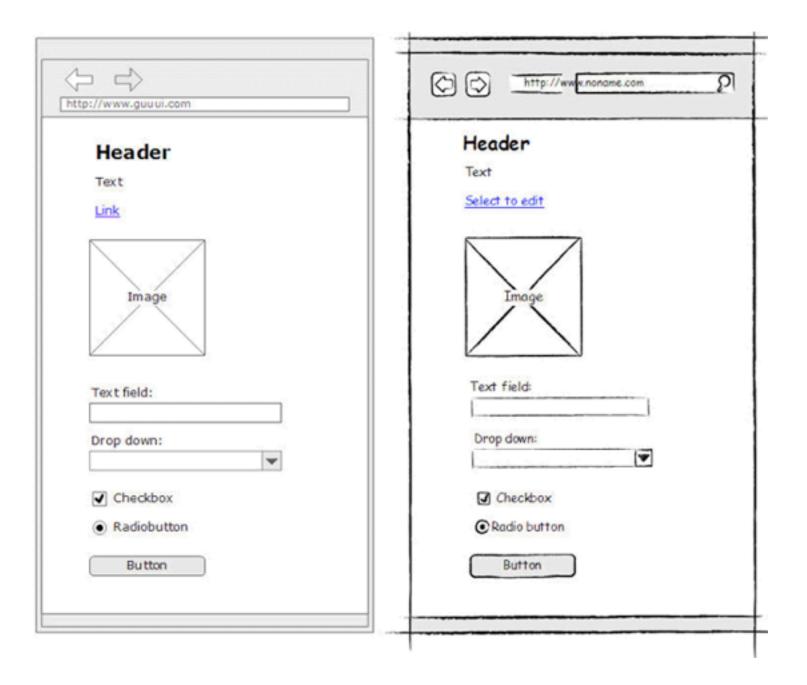
Notes

The homepage has been shifted to emphasize content that's currently buried elsewhere in your site. The proposed navigation structure reinforces this goal.

The home page should provide a clean path to the various sections of the site.

none wireframe page descriptions

Wireframes

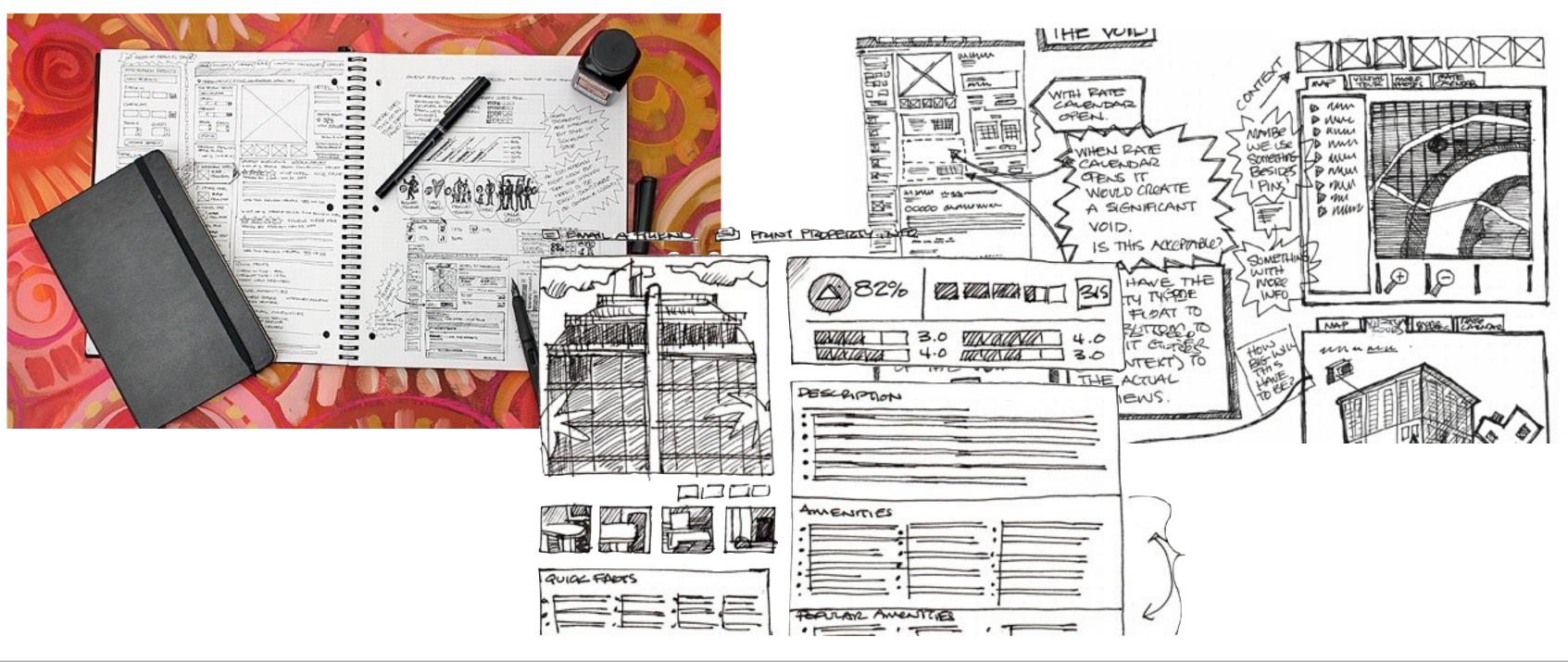http://balsamiq.com/
omnigraffle
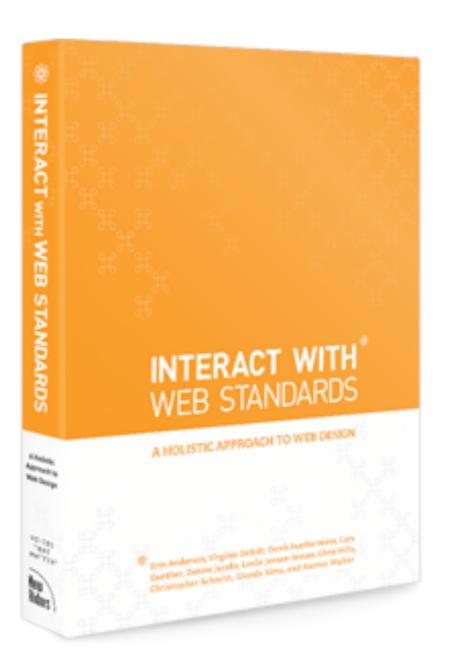cmap tools
www.mindmeister.com

~~Wireframes~~ Sketches

http://consultingblogs.emc.com/tscottstromberg/archive/2010/10/13/the-fine-art-of-wireframing-a-blatant-repost.aspx

Content Management System

backend
databases/CMS
        mysql
        wordpress
        drupal
        joomla
        expression engine
        etc etc
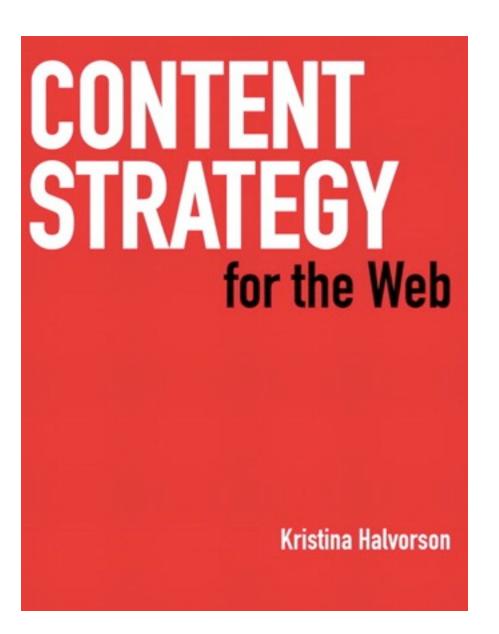flat files
folders
ITS all CMS

/site_folder
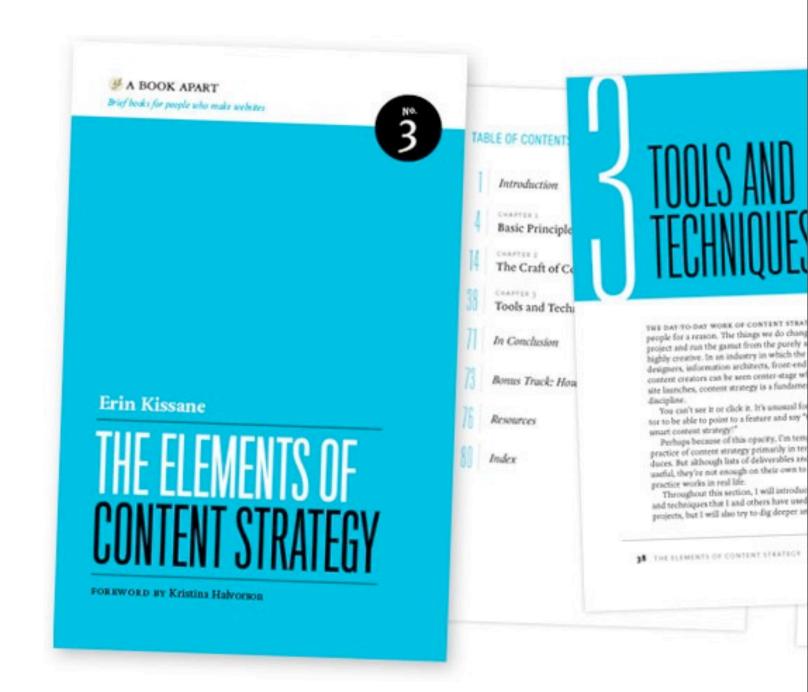## /siteimages
/css
/javascript
/fonts

Interact with web standards is a very good starter book as this includes the why and how.

also transcending css book (loads in the library)

also transcending css book (loads in the library)

http://colly.com/comments/dconstruct_workshop/