



Planning the Site



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Design for the Computer Medium

- Primary goal of the your design
- How do layout, fonts, colors appear on screen?
- How to weave the appropriate links and associations into the information
- Are users comfortable with your site navigation or information path?

Design for the Computer Medium

- Craft the Look and Feel
- Make your design portable
- Design for low bandwidth

Design for the Computer Medium: Craft the Look and Feel

- The interface that the user must navigate is called the look and feel of a Web site
- Users look and feel when they explore the information design of your site
- Plan for a deliberate look and feel

Design for the Computer

Medium:

Make your design portable

- Make your Web site design portable and accessible across different browsers, operating systems, and computer platforms
- Remember to test your work even when you feel confident of your results
- Important to remember
 - Standard file format (browser independent)
 - No hardware dependencies
 - No software dependencies

Figure 2-1

Netscape 8.1 correctly displays the CSS styles

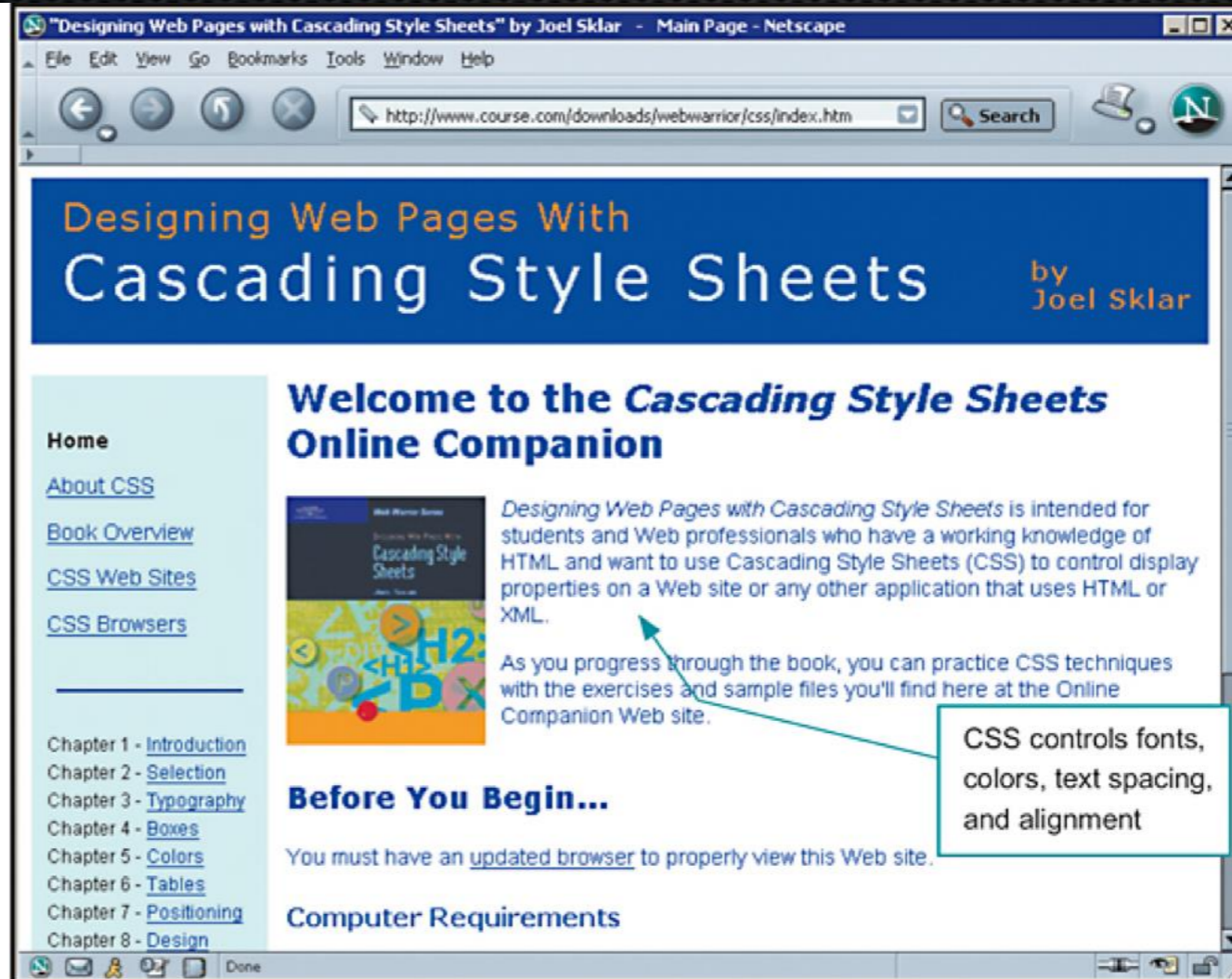
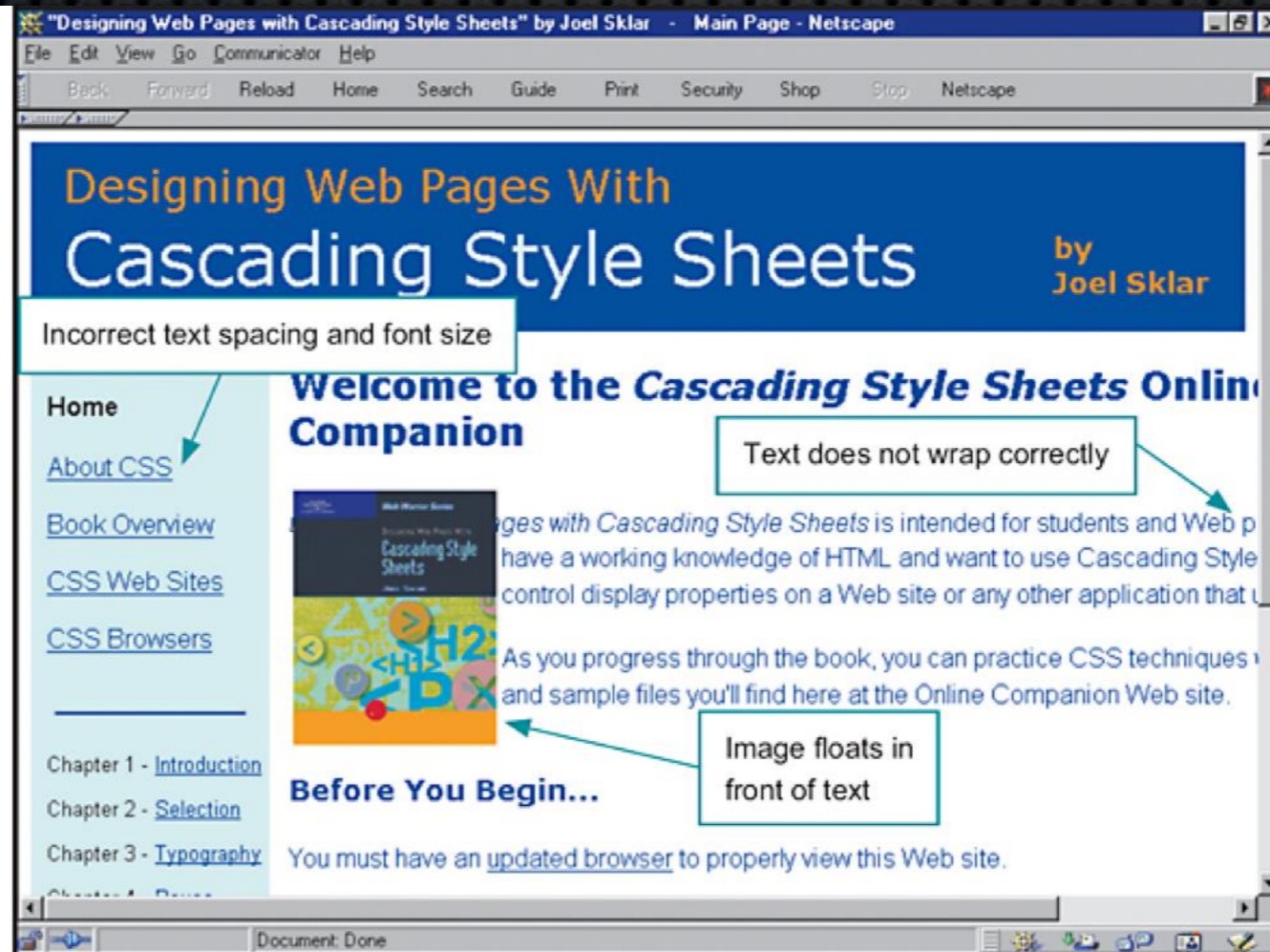


Figure 2-2

Netscape 4.75 has significant problems with CSS



Design for the Computer Medium: Design for Low Bandwidth

- Plan your pages so that they are accessible at a variety of connection speeds
- If your pages download slowly because they contain large, detailed graphics or complicated animations, your users will leave before they ever see your content

Figure 2-3

The WebMD site's main page is image intensive



Design for Low Bandwidth

Plan for Easy Access to Your Information

- Your information design is the single most important factor in determining the success of your site
- The goal is to organize your content and present it as a meaningful, navigable set of information
- Your navigation options should present a variety of choices to users without detracting from their quests for information

Design for Low Bandwidth: Plan for Clear Presentation of Your Information

- Design your information so it is easier to read
- Break text into reasonable segments that make for easier on-screen reading
- Keep the “seven (plus or minus two)” rule of information design in mind

Figure 2-4

Clear presentation and easy access



Breadcrumbs shows users where they are in the site

Text is legible, designed for online reading

Search feature

Navigation links are clear, easy to read

Active white space separates page elements

Create a Unified Site Design

- Plan the unifying themes and structures
- Create smooth transitions
- Use a grid to provide visual structure
- Use active white space

Figure 2-5
Centers for Disease Control main page

Centers for Disease Control and Prevention - Mozilla Firefox
 File Edit View History Bookmarks Tools Help
 http://www.cdc.gov/ Google

CDC Centers for Disease Control and Prevention
 Your Online Source for Credible Health Information

CDC en Español Italiano
 Text Size: [-] [+]

Search

 SEARCH

A-Z Index
 A B C D E F G H I
 J K L M N O P Q R
 S T U V W X Y Z

Top 20 at CDC.gov
 Pandemic Flu
 Vaccines and Immunizations
 Acanthamoeba infection
 Sexually Transmitted Diseases (STDs)

Health & Safety Topics

- Diseases & Conditions**
 ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs...
- Healthy Living**
 Bone Health, Physical Activity, Immunizations, Genetics, Sexual Health, Smoking Prevention...
- Emergency Preparedness & Response**
 Bioterrorism, Chemical & Radiation Emergencies, Outbreaks, Severe Weather...
- Injury, Violence & Safety**
 Brain Injury, Child Abuse, Falls, Fires, Food Safety, Poisoning, Suicide, Youth Violence...
- Environmental Health**
 Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality...
- Travelers' Health**
 Destinations, Outbreaks, Travel Vaccinations, Yellow Book...
- Life Stages & Populations**
 Infant & Child, Men, Minorities, Pregnancy, Seniors, Women...
- Workplace Safety & Health**
 Asbestos, Chemical Safety, Construction, Mining, Office Environments, Respirators...

DATA & STATISTICS

Percent Women Tested for HIV During Pregnancy in 2002

No prenatal care: 0.8%

Tested during prenatal care: 69.2%

Not tested during prenatal care: 30.1%

Number of Women with Completed Pregnancy: 5.5 million

More Data & Statistics
 State Data, National Surveys, more...

PUBLICATIONS

Emerging Infectious Diseases (EID)

ABOUT CDC CDC Health Protection Goals

NEWS & EVENTS

Zika fever on Yap Islands
 Investigators determine cause of dengue-like illness

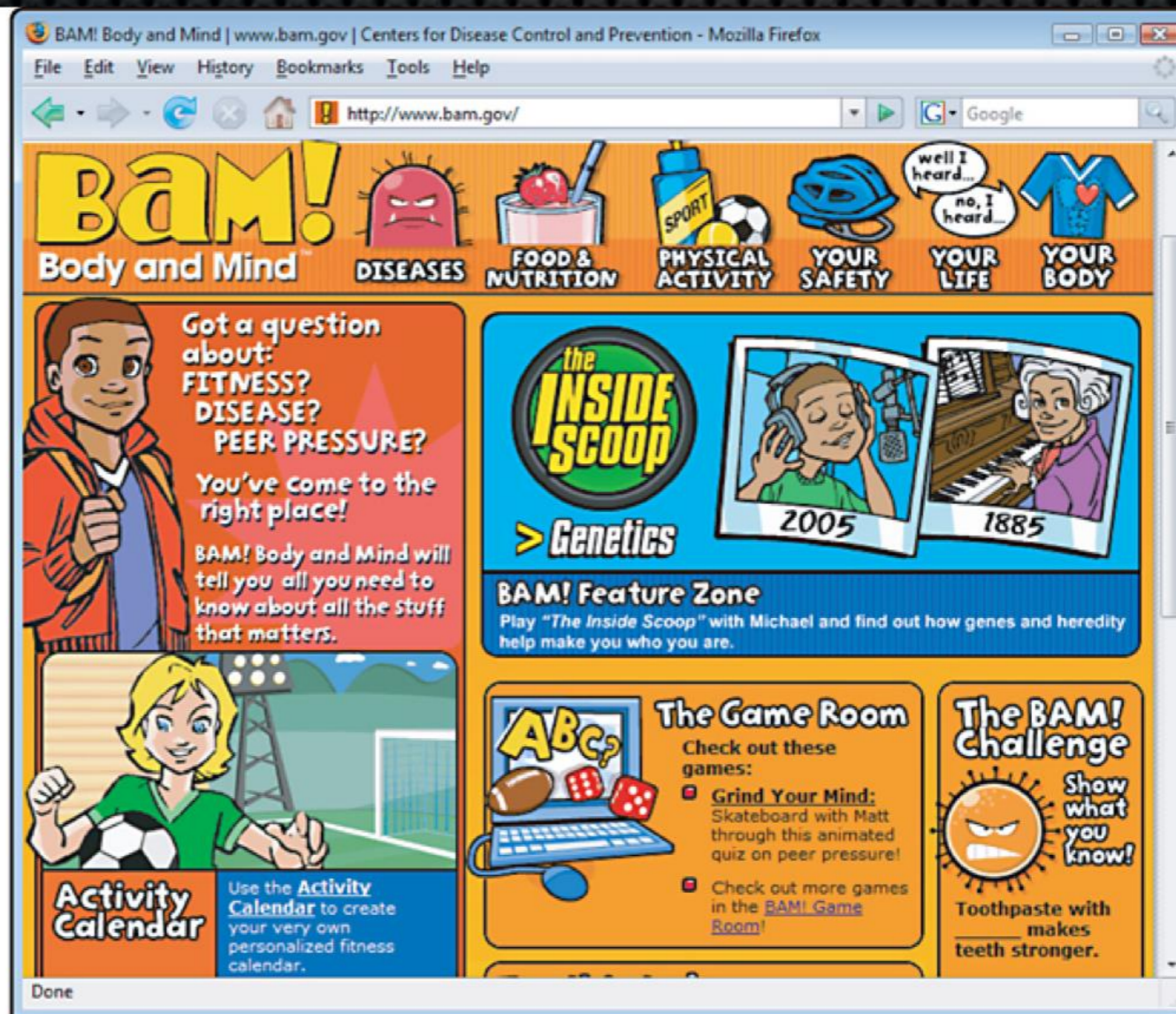
CDC-YMCA Partnership Reaches Local Communities
 Supporting healthier living

All CDC In The News
 Press Room
 Conferences and Events
 What's New on CDC.gov

Done

Figure 2-6

Centers for Disease Control children's page



Create a Unified Site

Design:

Plan Smooth Transitions

- Plan to create a unified look
- Reinforce the identifying elements
- Repeating colors and fonts and using a page layout that allows hierarchical elements
- Avoid random, jarring changes in format
- Navigation elements stay at the same position on each page

Figure 2-7

Philadelphia Zoo Web site main page

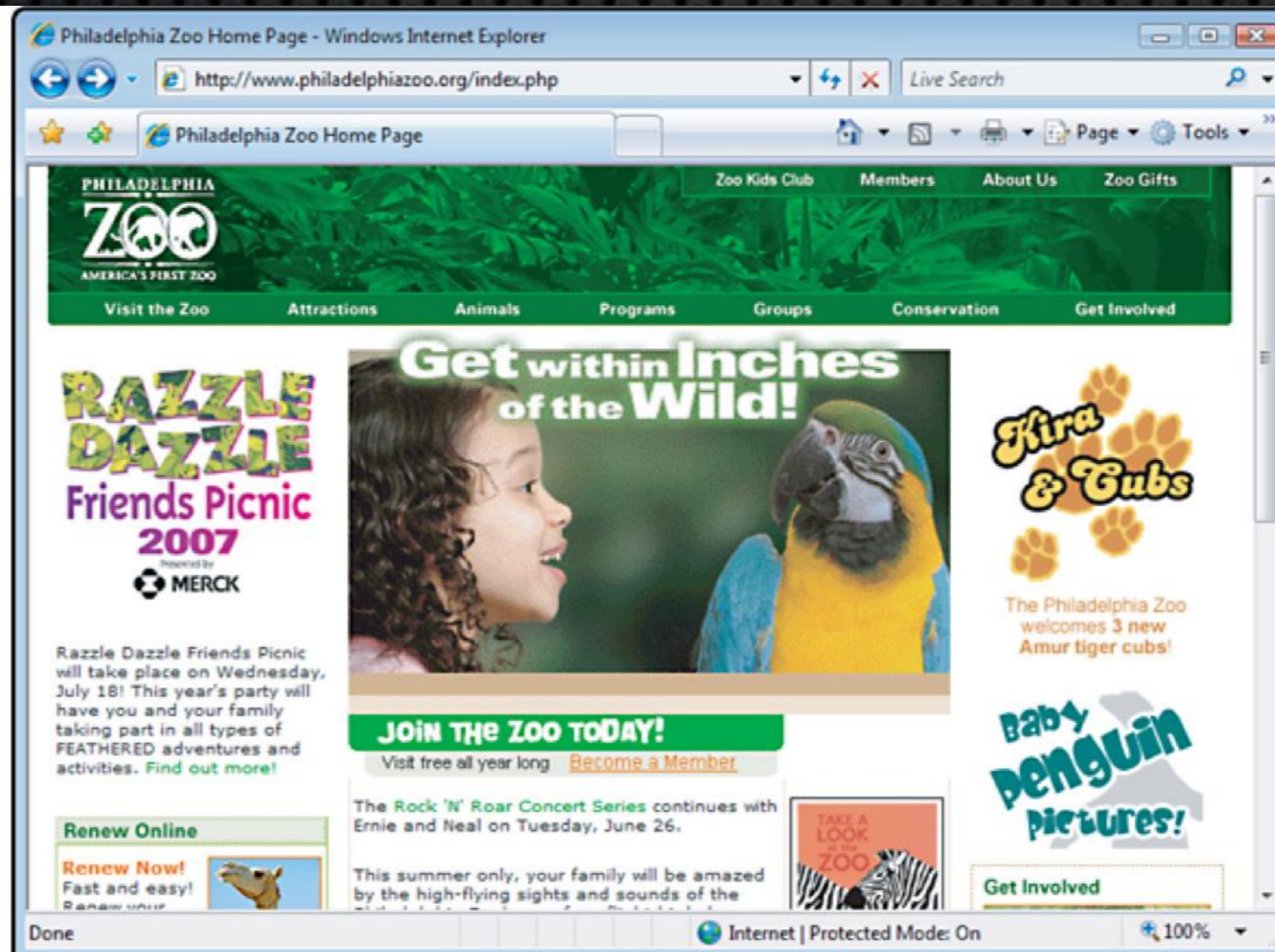
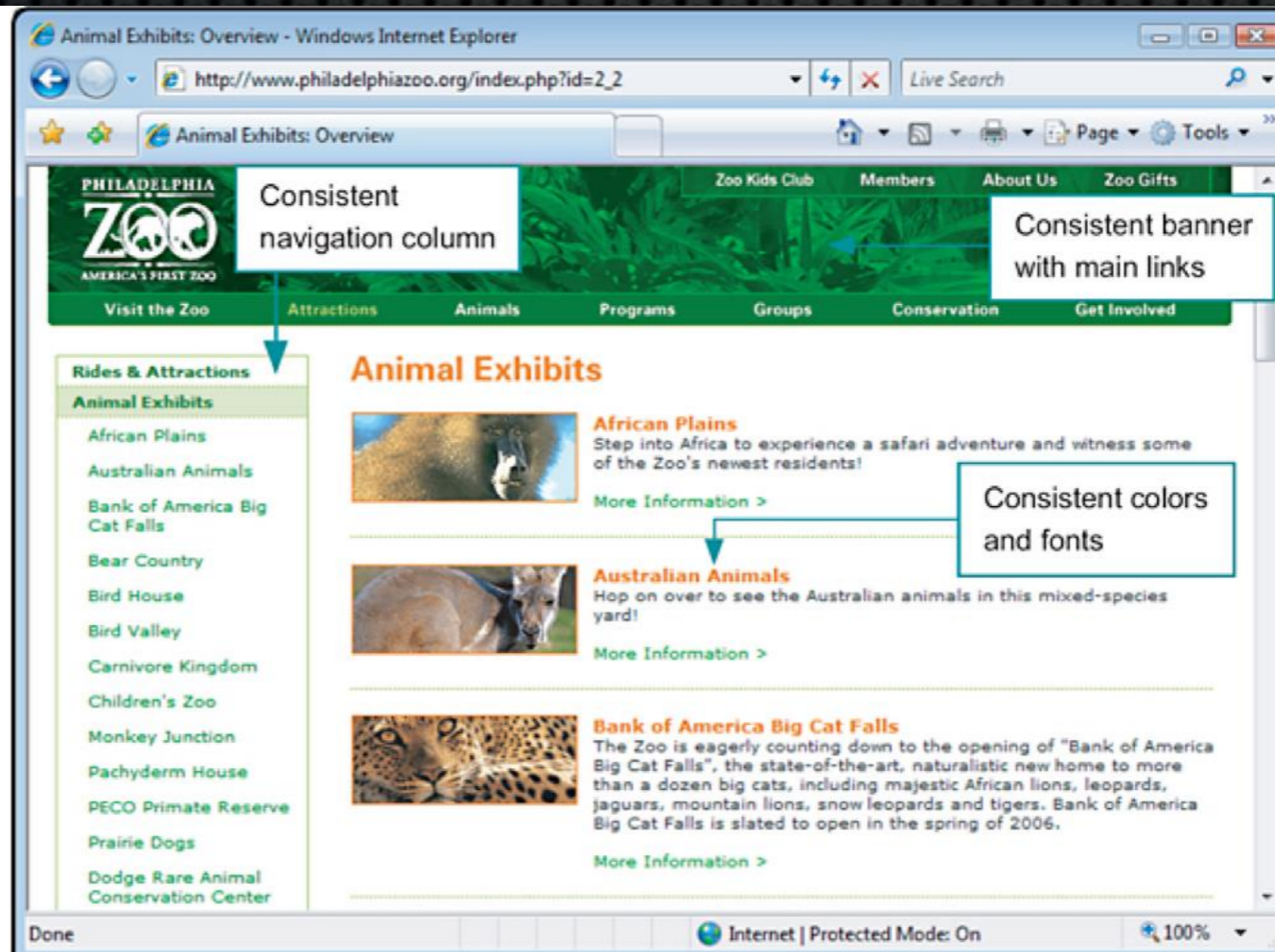


Figure 2-8

Philadelphia Zoo Web site secondary page



Create a Unified Site Design: Use a Grid to Provide Visual Structure

- The **grid** is a conceptual layout device that organizes content into columns and rows
- A grid provides visual consistency
- HTML authors use the table elements to build the grid for their pages
- CSS will eventually replace tables for layout

Figure 2-9

Grid provides visual structure



The thick black lines don't appear on the Web page, but are drawn on the figure to emphasize the grid

Create a Unified Site

Design:

Use Active White Space

- Use white space deliberately in your design
- Good use of white space guides the reader and defines the areas of your page
- Active white space is an integral part of your design that structures and separates content
- Passive white space includes the blank areas that border the screen or a result of mismatched shapes

Figure 2-10

Areas of active and passive white space

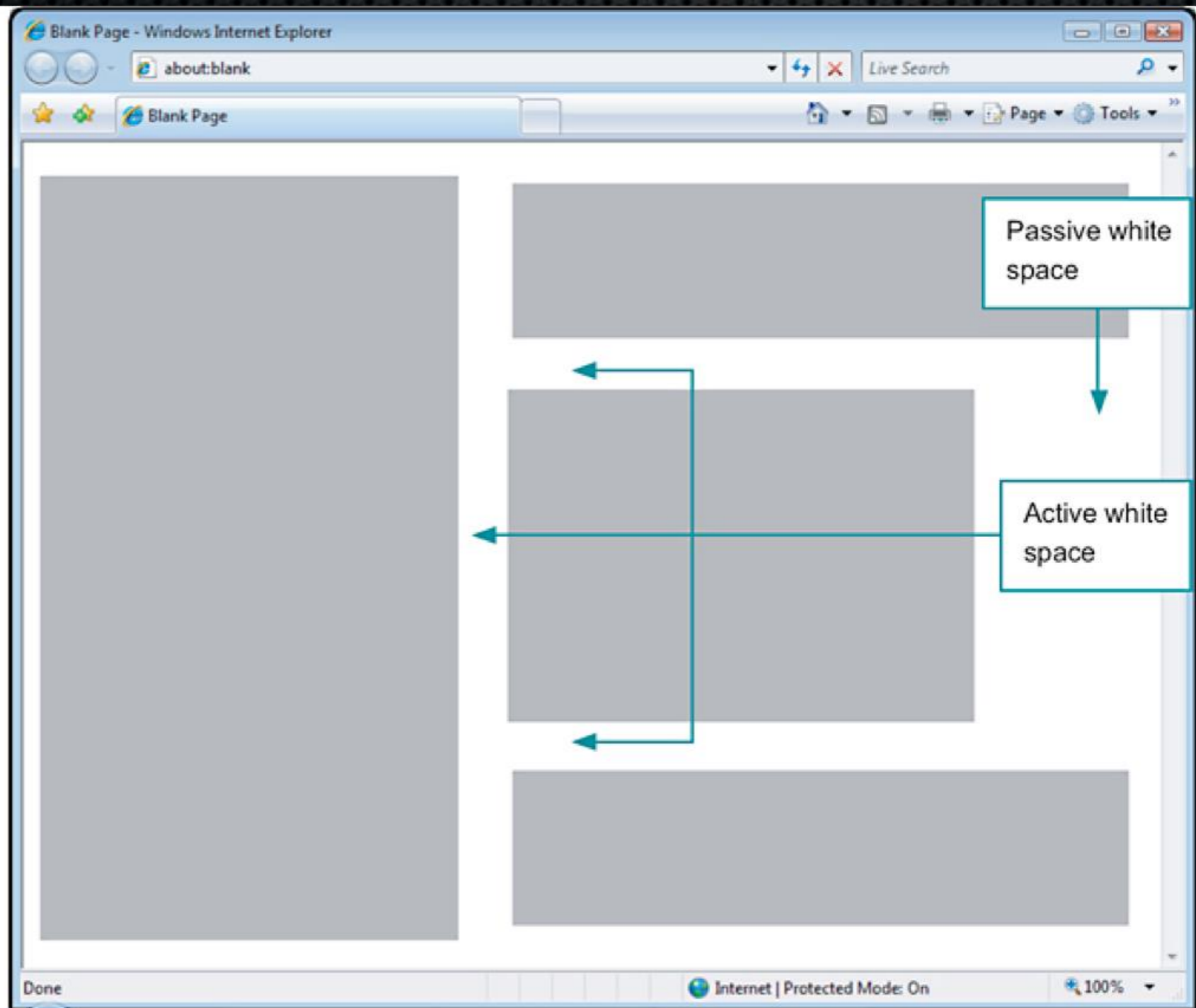
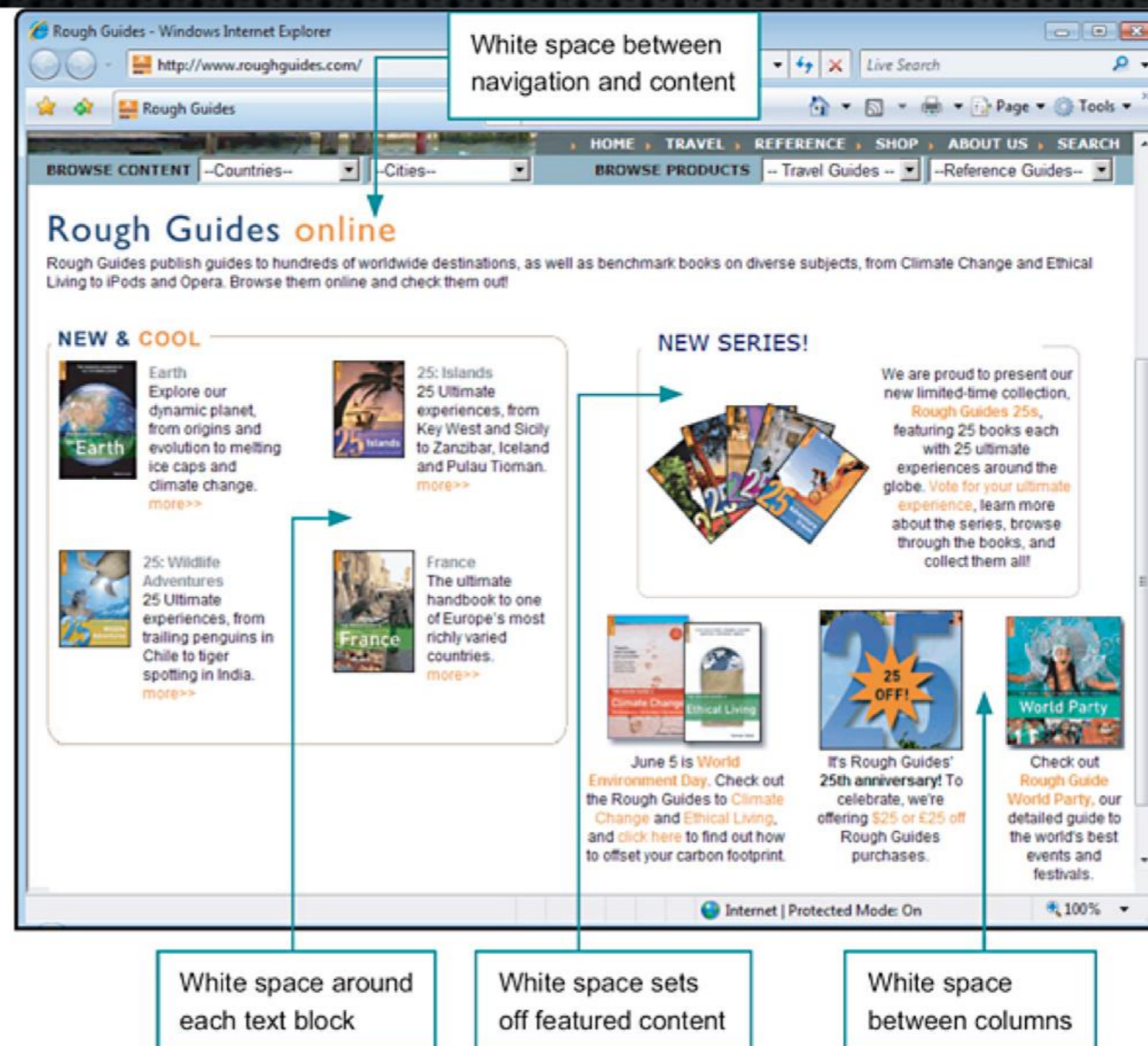


Figure 2-11
Active white space
enhances legibility



Design for the User

- ✦ Keep your design efforts centered solely around your user
- ✦ Design for interaction
- ✦ Design for location
- ✦ Guide the user's eye
- ✦ Decide whether the user will read or scan

Figure 2-12

Google's simple,
task-oriented design

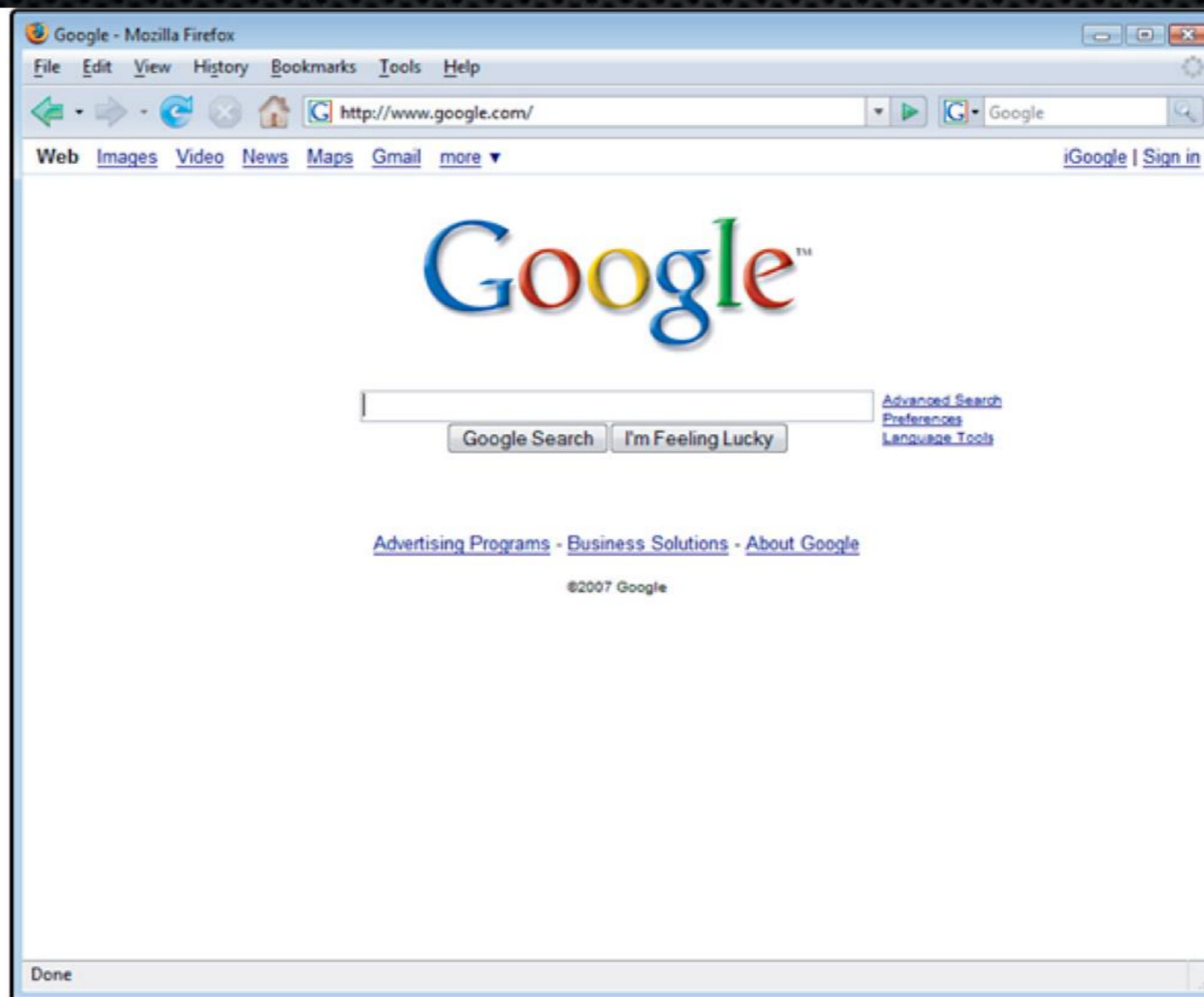


Figure 2-13

A hectic, but appropriate design for E! online's audience

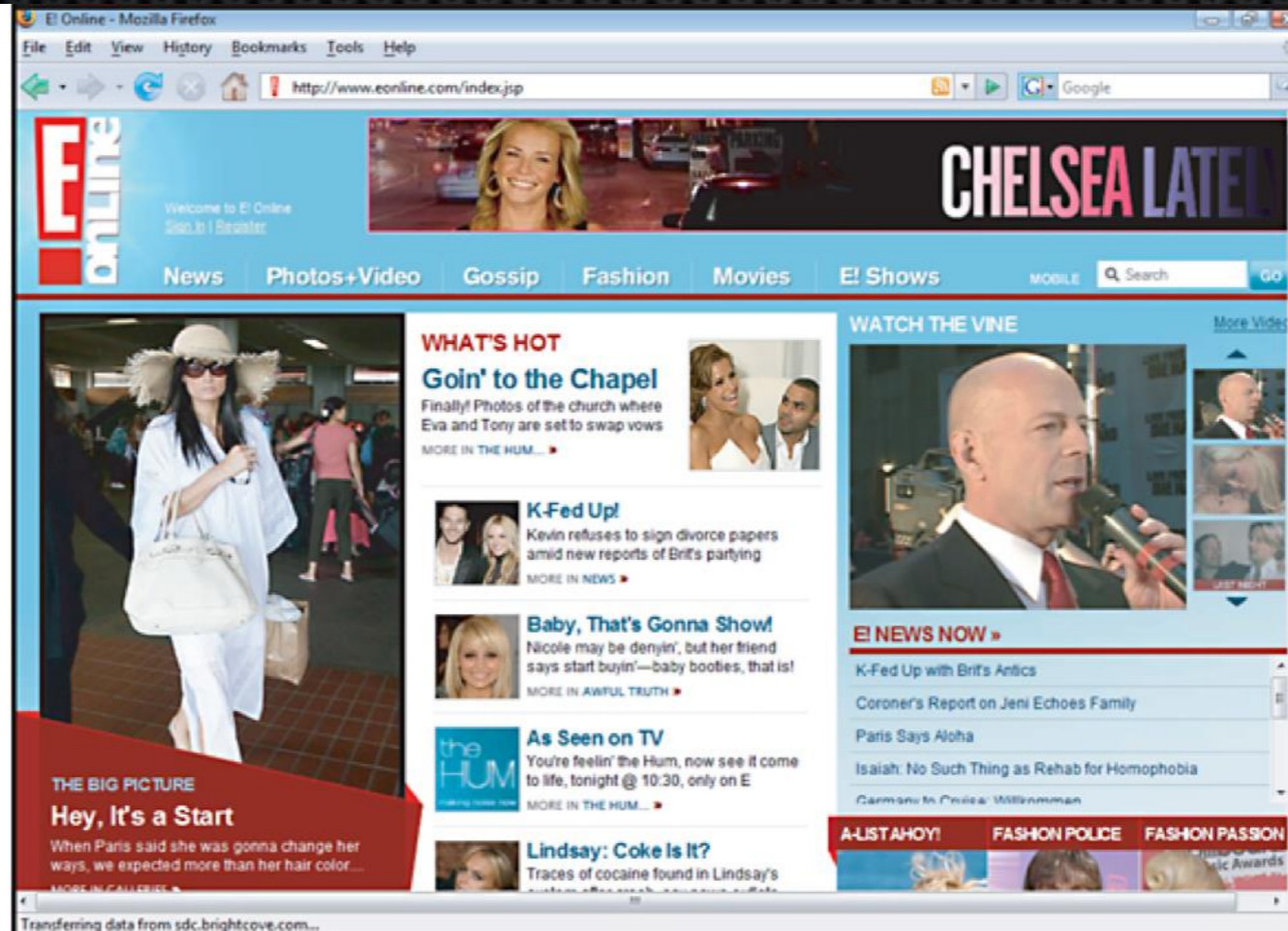


Figure 2-14

A paper-based design for the *Atlantic's* audience



Design for the User: Design for Interaction

- ✦ Think about how the user wants to interact with your information
- ✦ Design for your content type
- ✦ Decide whether the user is likely to read or scan your pages

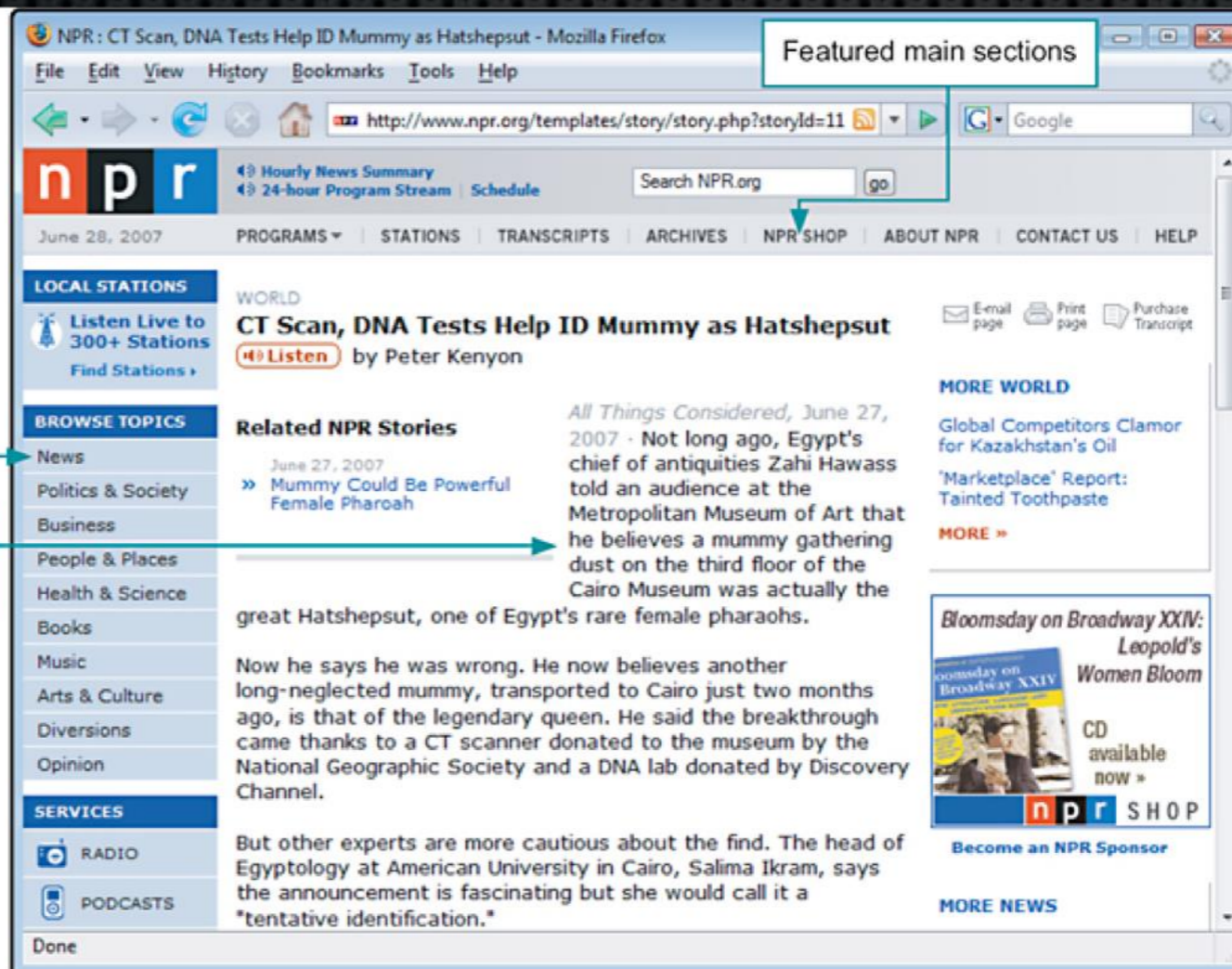
Figure 2-15
Page designed for scanning



Figure 2-16
Page designed for
reading

Site navigation

Generous main
article



Design for the User: Design for Location

- Rank the information you want to display
- Assign location based on the relative areas of screen importance

Figure 2-17

Relative areas of screen importance

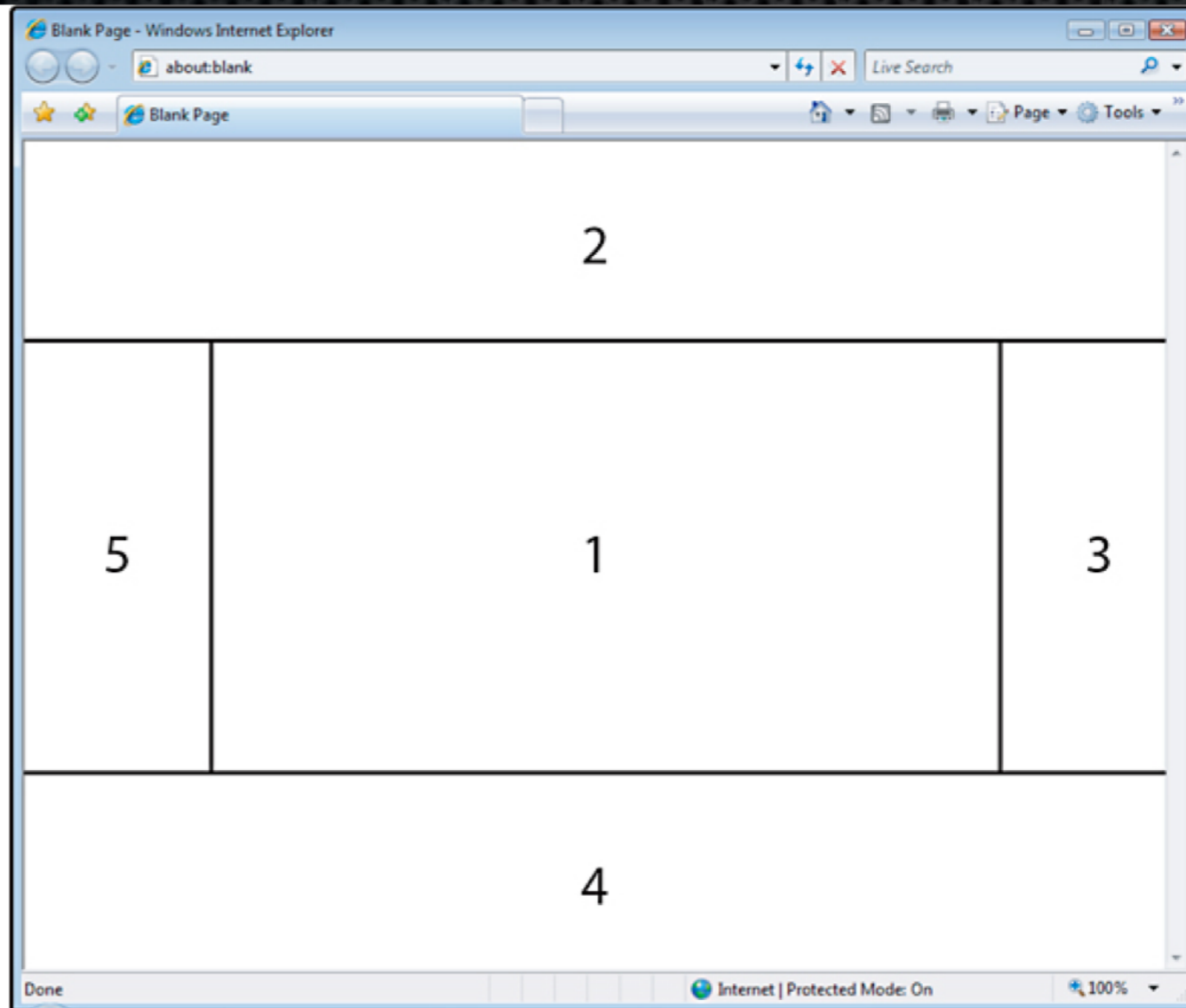
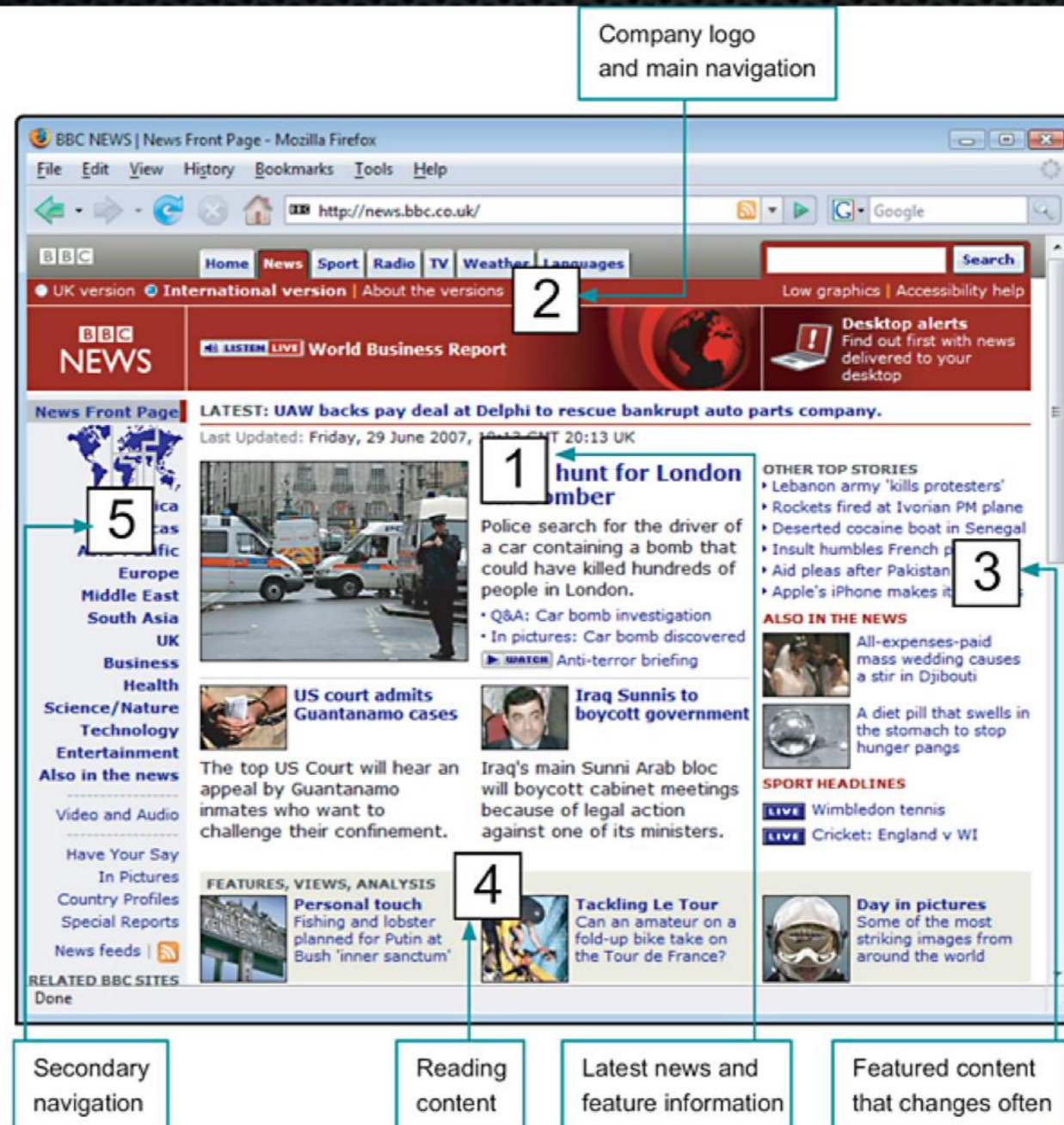


Figure 2-18

Areas of screen importance applied to the BBC News Web site



Design for the User: Guide the User's Eye

- ✦ Plan the design to guide the user's eye
- ✦ Focus the user's attention by object placement, text weight, and color use
- ✦ Paper-based reading: left to right
- ✦ Landscape-based (screen-based) displays: clockwise

Figure 2-19

Paper-based reading
pattern

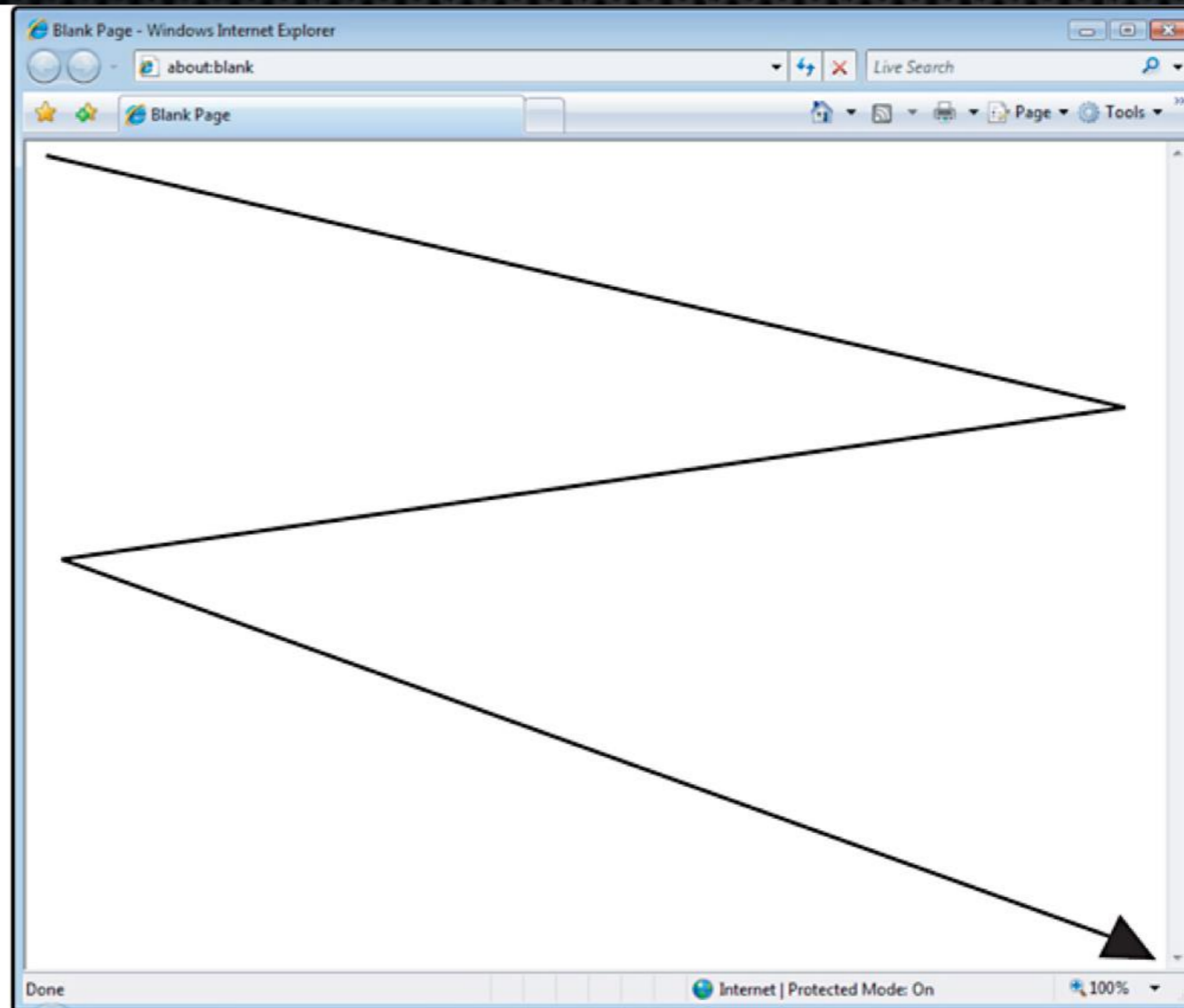


Figure 2-20

Paper-based reading pattern applied to *theatlantic.com* Web page



Figure 2-21

Screen-based viewing
pattern

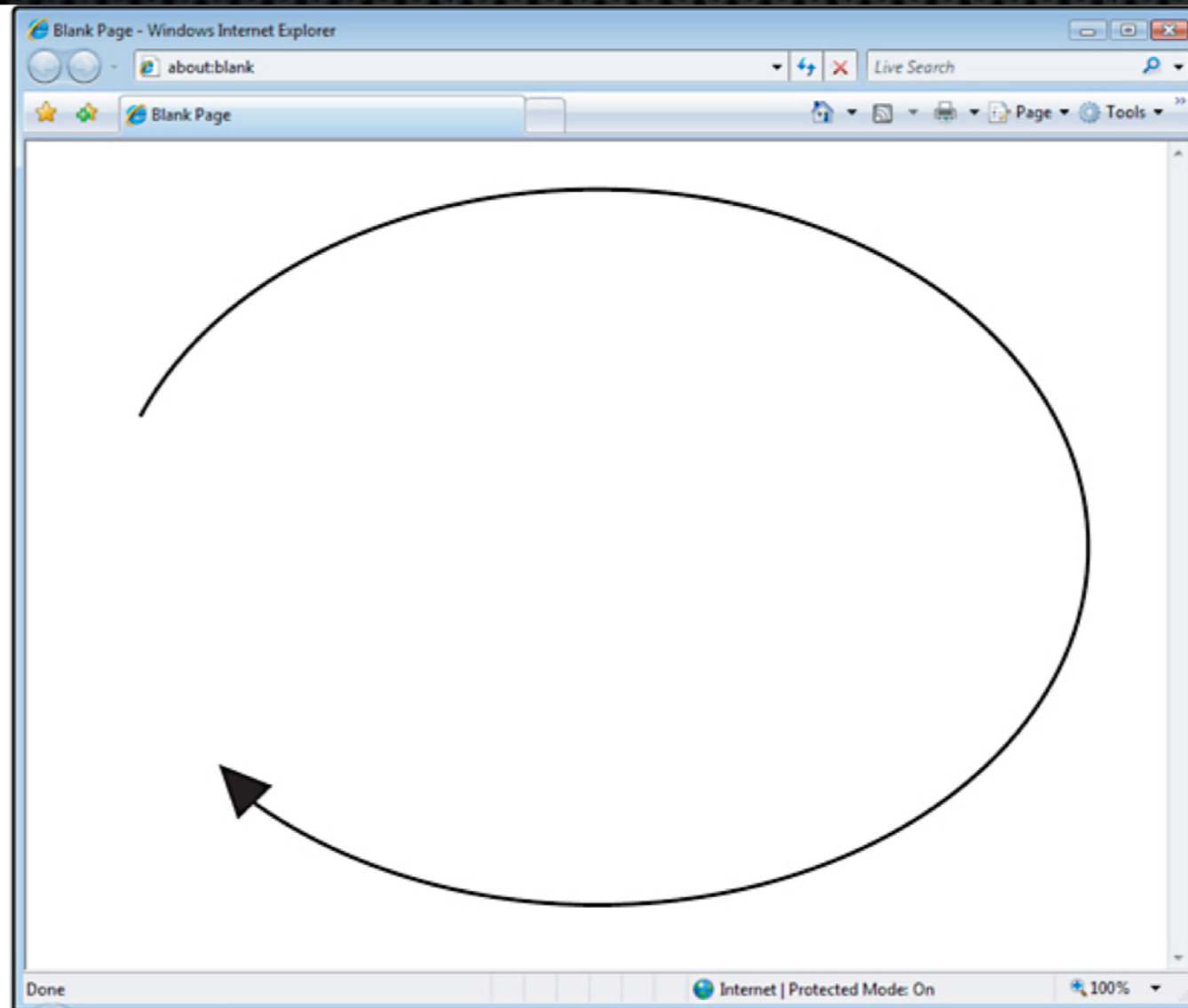


Figure 2-22

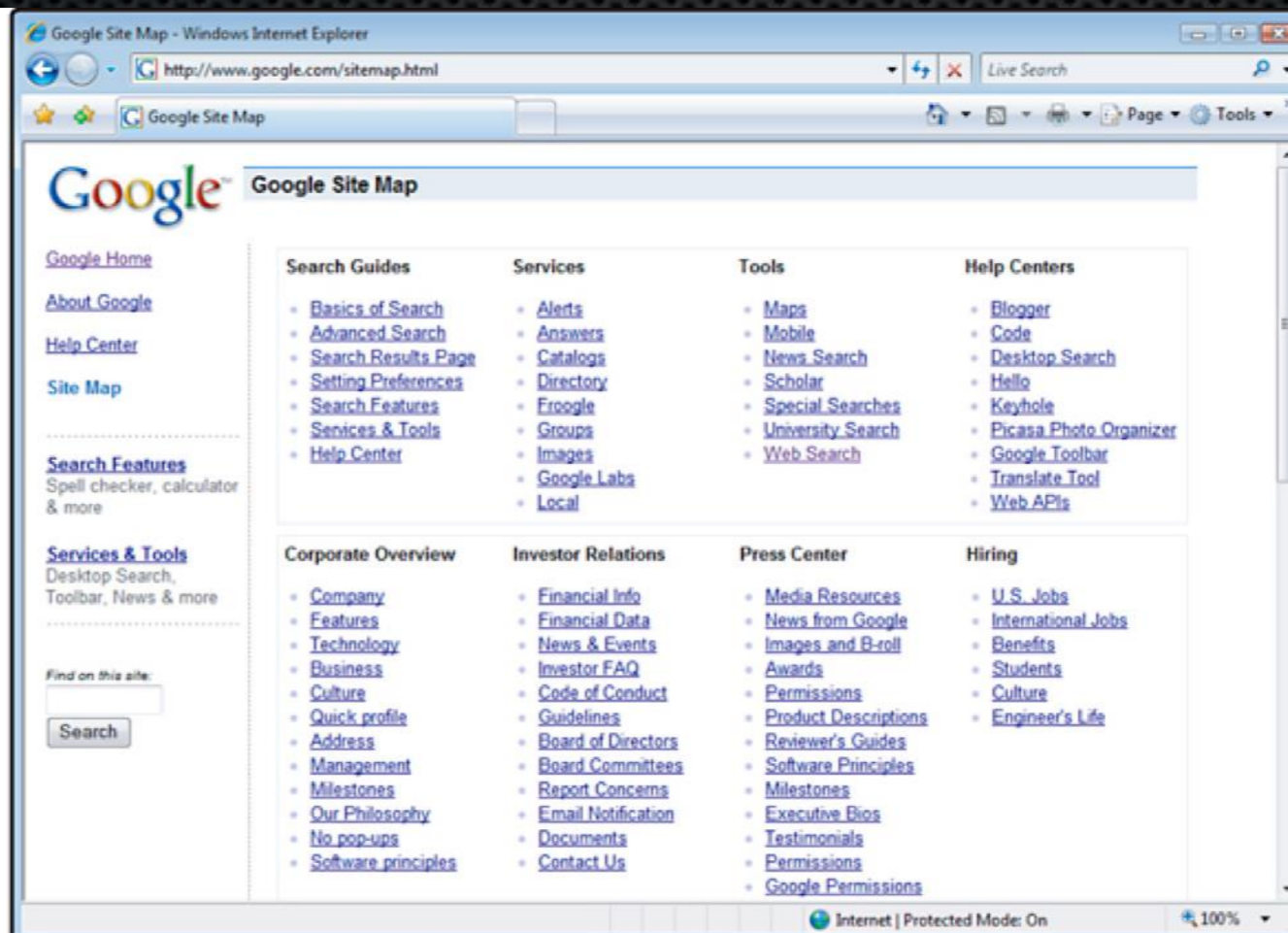
Screen-based reading pattern applied to the UN Web site



Design for the User: Keep a Flat Hierarchy

- Provide plenty of linking options
- Provide location information
- Use plenty of textual links
- Don't overload the user with too much content
- Design for accessibility
 - “Three clicks” rule

Figure 2-23
Google's site map



Design for the User: Use the Power of Hypertext Linking

- Add clickable text and images where necessary to guide users through your information
 - Avoid “Click Here”
- Provide plenty of links to let the user get around quickly
 - Jump up and down instead of scrolling

Figure 2-24

Good use of textual links

The screenshot shows the Wikipedia article for John Muir in a Windows Internet Explorer browser. The article text includes several blue hyperlinks: "Scottish history" in the biography section and "Portage, Wisconsin" in the section about his emigration. A red callout box with the text "Links in context let users get additional information" has two arrows pointing to these specific links. The article also features a photo of John Muir, a "Contents" table of contents, and a sidebar with navigation and search options.

John Muir - Wikipedia, the free encyclopedia - Windows Internet Explorer
http://en.wikipedia.org/wiki/John_Muir

article discussion edit this page history

John Muir

From Wikipedia, the free encyclopedia

For other persons named John Muir, see John Muir (disambiguation).

John Muir (April 21, 1838 – December 24, 1914) was one of the first modern preservationists. His letters, essays, and books telling of his adventures in nature, and wildlife, especially in the Sierra Nevada Mountains of California, were read by millions and are still popular today. His direct activism helped to save the Yosemite Valley and other wilderness areas. The Sierra Club, which he founded, is now one of the most important conservation organizations in the United States. His writings and philosophy strongly influenced the formation of the modern environmental movement.

Contents [show]

Biography

Muir was born in Dunbar, East Lothian, Scotland to Daniel Muir and Ann Gilrye. He was one of eight children, being preceded by Margaret and Sarah and followed by David, Daniel, Ann and Mary (twins) and the American born Joanna. In his autobiography, he described his boyhood pursuits, fighting (either by re-enacting romantic battles of [Scottish history](#) or just scrapping on the playground) and hunting for birds nests (ostensibly to one-up his fellows as they compared notes on who knew where the most were located). Such pursuits would later prove formative to Muir's adult character.

Muir emigrated to the United States in 1849, when his family started a farm near [Portage, Wisconsin](#) called Fountain Lake Farm. He attended the [University of Wisconsin-Madison](#) for several years. It was there, under a towering black locust tree beside North Hall, that Muir took his first botany lesson. A fellow student plucked a flower

John Muir

John Muir worked to preserve wilderness in America.

Born April 21, 1838
Dunbar, East Lothian, Scotland

Died December 24, 1914 (aged 76)
Los Angeles, California, U.S.A.

Occupation engineer, naturalist, writer

Spouse Louisa Wanda Strentzel

Parents Daniel Muir and Ann Gilrye

Internet | Protected Mode: On 100%

Figure 2-25

Hypertext table of contents shows all available topics, and tracks the user's viewed pages

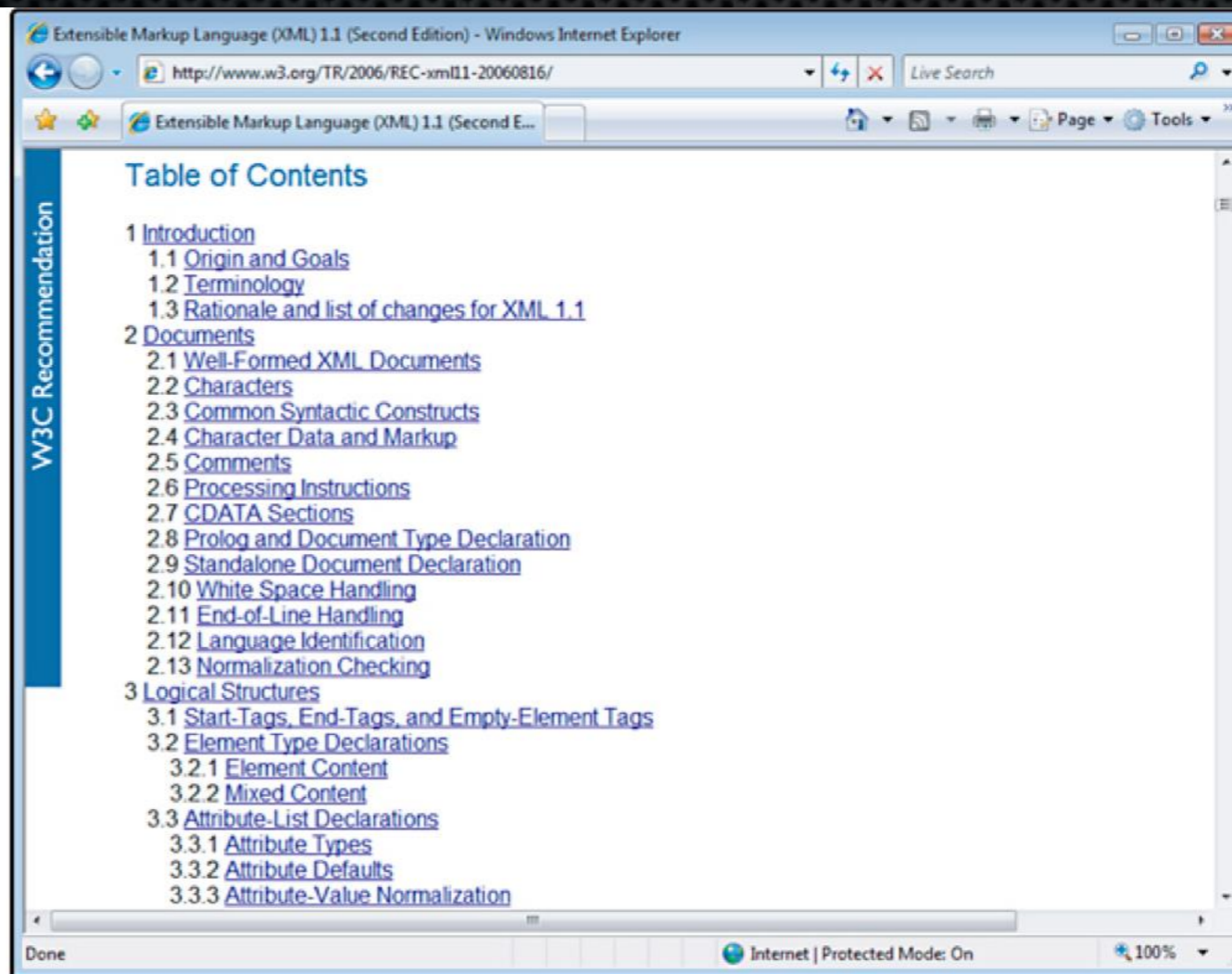
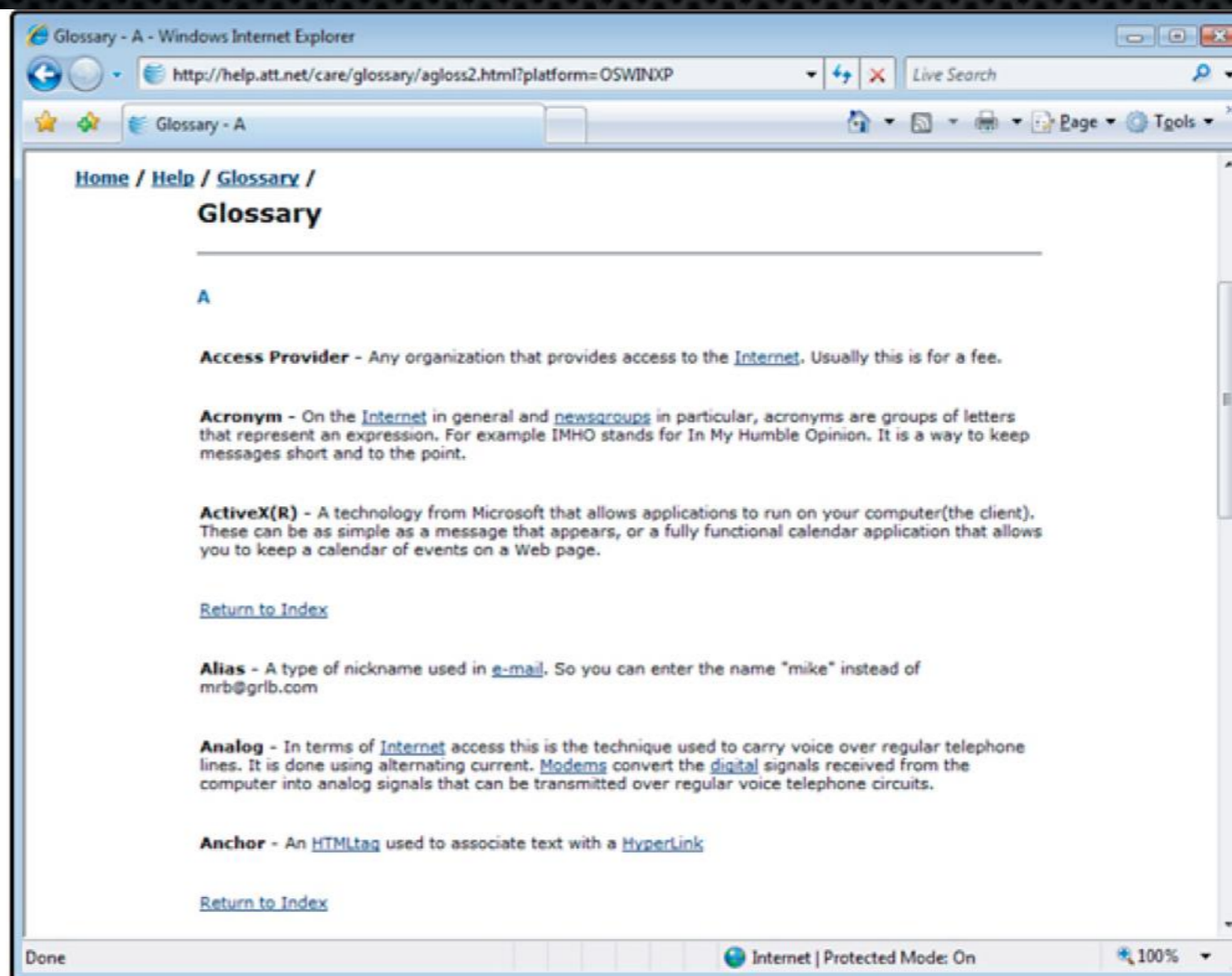


Figure 2-26

Hypertext glossary with plenty of navigation choices



Design for the User:

How much content is enough?

- Be conscious of the cognitive load of the user
- Separate content into smaller portions
- Use hypertext linking to divide content between pages

Figure 2-27

A dizzying array of choices

The screenshot shows the SI.com website interface in a Mozilla Firefox browser window. The address bar displays "http://sportsillustrated.cnn.com/". The page features a prominent "SI.com" logo and a "CNN NETWORK SITE" badge. A navigation bar includes links for various sports: NFL, COLLEGE FOOTBALL, MLB, NBA, COLLEGE BASKETBALL, GOLF, NHL, NASCAR, SOCCER, HIGH SCHOOL, TENNIS, MORE, and SCORES. A date and time stamp indicates "Tuesday, September 18, 2007, 12:27:39 PM".

The main content area is divided into several sections:

- MLB NFL WEEK 2 SCOREBOARD:** A table showing game results for the Red Sox, Cubs, Brewers, Astros, White Sox, and Royals.
- Reversal Of Fortunes:** A large article featuring a photo of Donovan McNabb and a sub-headline: "The Eagles have now lost six of Donovan McNabb's last seven starts. Times have changed in the NFC East. The Redskins -- yes, Redskins -- are off to a 2-0 start after beating the..."
- TOP STORIES:** A list of news items including "U.S. downs Nigeria, advances to WWC quarters", "Everett can move hands; leg strength improving", and "Falcons in talks with Leftwich | MORE FALCONS".
- FEATURED VIDEO:** A section titled "BIGGEST STORYLINES" with a video player and a "MORE VIDEO" link.
- truth&rumors:** A section powered by FANNATION with links to "NFL: Tank in Dallas for physical", "MLB: Did Gagne throw at Mariano?", and "NCAA: BB recruit likes Spurrier".

The page is densely packed with text, images, and navigation elements, illustrating a "dizzying array of choices" for the user.

Design for Accessibility

- Develop Web pages that remain accessible despite any physical, sensory, and cognitive disabilities
- Developing accessible content naturally leads to creating good design
- Follow W3 Accessibility Initiative guidelines at www.w3.org/WAI/

WACCG 2.0 Guidelines

- Perceivable — Information and user interface components must be perceivable by users
- Operable — User interface components must be operable by users
- Understandable — Information about the user interface and its operation must be understandable by users
- Robust — Content must be robust enough to be interpreted reliably by a wide variety of user agents, including assistive technologies

Design for the Screen

- The computer display is very different from print-based media
- The display is landscape-oriented
- Colors and contrasts are different
 - Reflect light vs light passing through
- Computer displays are low-resolution devices
 - Italic is harder to read
- Reformat paper documents for online display

Figure 2-29

Italic text is hard to read online

OHS - Places - National Road/Zane Grey Museum - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.ohiohistory.org/places/natlroad/

GO TO THE ONLINE COLLECTION CATALOG

HOME | CONTACT | OHIOHISTORY STORE | CALENDAR | PLACES | RESOURCES | ABOUT | SEARCH

THE OHIO HISTORICAL SOCIETY

**National Road/
Zane Grey Museum**

Reserve italics only for special emphasis

"Look!" said one, pointing to the west.

"A rider!"

Jane Withersteen wheeled and saw a horseman, silhouetted against the western sky, coming riding out of the sage. He had ridden down from the left, in the golden glare of the sun, and had been unobserved till close at hand. An answer to her prayer!

--Zane Grey
from *Riders of the Purple Sage*, 1912


[OHS Places](#)

[Hours](#)

[Admission](#)

[Location](#)

[General Information](#)

[Site Education Programs](#)


[National Road Traveler's Guide](#)

 This modern museum has three major exhibit areas. First is the National Road, early America's busiest land artery to the West. The National Road stretched from Cumberland, MD. to Vandalia, IL. Begun in 1806, the "Main Street of America" was the only significant land link between east coast and western frontier in the early 19th century. A 136 foot diorama of the National Road plus many objects illustrate this theme.

Second is Zane Grey, the "Father of the Adult Western." The Zanesville author wrote more than 80 books. His study is recreated plus many manuscripts and other memorabilia are displayed.



Done

Reformat Content for Online Presentation

- It is a poor choice to take documents that are formatted for print and post them online
- A document that is perfectly legible on paper is hard to negotiate online

Figure 2-30

Content formatted for paper

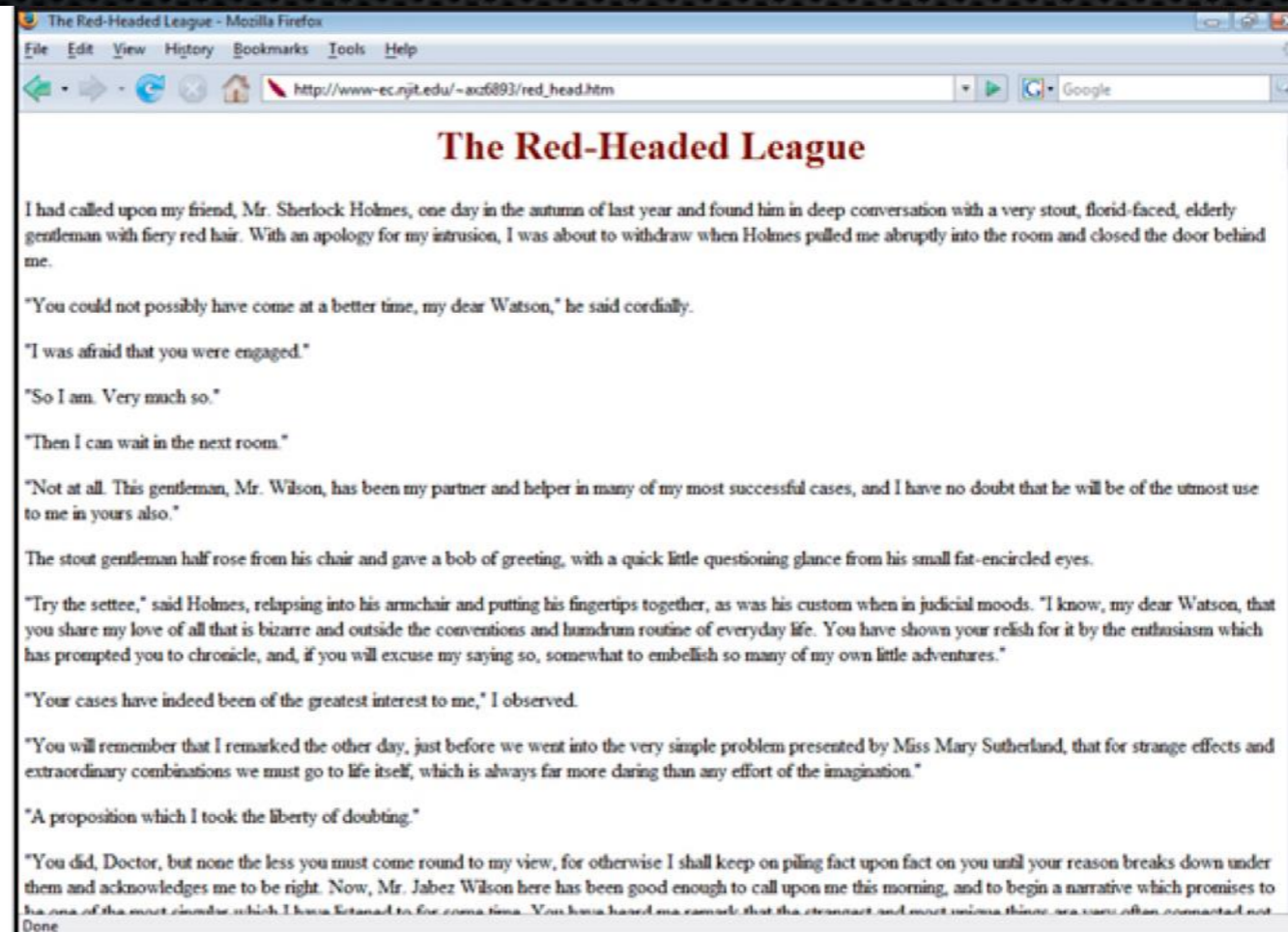


Figure 2-31

Content formatted for the Web

