

Web site development – professional practice

- Planning

- Interview/communicate with clients so that you can identify PURPOSE... that is objectives of the site
- Articulate a coherent set of objectives for the site – these objectives may change as you get deeper into the implementation stage
- Web sites are dynamic... and purpose can change
 - An example from my research – BBC online
- Clarify *intention* and *purpose* to locate **users**

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Development issues to focus professional practice

- Identity

- What's the Big story in Few words
 - Storm chasers update
 - A site to keep you up-to-date on weather fronts, weather stats, satellite images and stunning pics!
 - Kids story club
 - A site to meet on-line, exchange favourite stories, talk about books, TV and lots lots more
- The idea here is to be direct and summarise the 'gist' of the site in an easily digestible way
 - Works like trailers, previews, sound bites, ratings and inside/back cover do for other forms.

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Issues for professional practice

- “look and feel”
 - Technically this is about EVOCATION and the relationship between medium and the message/feeling you are try to build for the user
- Metaphor and analogy
 - Look and feel for a supermarket?
 - Look and feel for a kids link?
 - Look and feel for on-line voting?
 - Look and feel for a virtual museum?
 - Look and feel for a night club?
 - Look and feel for a comedy club?

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Site metaphors

- My personal favourite is a portal ... but that reflects the context in which I research/work
- Another much used metaphor is a journey with *visits* and *locations*
 - For example – a shop site where you can visit the ground floor or go to the home furnishings department
- Film Festival site that uses film production imagery... clapper boards, scripts, editing rooms, trails, outtakes, credits and so on
- Foreign languages site – letters with stamps... postcard notes, letters and so on

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Audiences

- Who are they?
- What did they want when they got here?
- What do they get from being here?
- Are they segmented?
- NEEDS – define content
 - A VR visit to the Vatican
 - Information on an illness
 - Access to online healthcare
 - Tell the BBC what you thought about a programme
 - Talk to a programme maker

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Audiences

- EXPECTATIONS
 - Look afresh at the site from the audiences point of view
 - The stated purpose of the site sets user expectations
 - Check that you can meet the expectations you set up
 - If you set unrealistic expectations audiences will leave your site never to return/engage/spread the word
 - Aim to be a FAVOURITE for the purpose... be that general or specific
- Get to know the CORE audience, their needs and expectations (RESEARCH THIS DO NOT GUESS)

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