

Web site development

Reading, thinking and developing

- Beware the natural desire to get hooked up with 'product' texts. These texts may help you implement but they will not necessarily help you develop or design.
- Follow the essential reading – lectures will help you with this material and make it relevant to the task in hand.
- Use the hot links to 'sound' sites that deal with your level of problem – that is high level... do not fall back on sites that simply mention the issues and offer recipes!

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Reading, thinking and developing

- Critical and informed thinking because recipes are helpful and problematic...
 - For example think about other cultural products like music, film and TV
 - Formulaic approaches
 - Comfortable
 - Easy to handle
 - Predictable
 - Quick to follow
 - But...
 - You fill in the problems!

Team based web design

- Team size – 3-5 in a group
- Roles
 - Important to clarify roles because...
 - Fill in the gap again... !
 - Remember as well that employers want students who can show that they have technical competency and can work well as a member of a team (social skills 1 – anoraks 0)
 - Roles evolve – so keep reviewing
 - Roles can be shared – two minds often better than 1
 - But... beware → thin line between collaboration, bullying and stepping on one another toes
- Sort out interim roles knowing they may change...
establish communication channels

Value of team

- Multiple perspectives
 - May not reflect multiple users but will off set the mad man on the bus sort of development
- Various professional inputs to influence and inform development trade-offs
- Creative friction **can** be useful – if it is professionally managed!
 - A degree of sulking is permissible but learn to get your ideas across to each other in such a way that you have to sulk seldom and never take your bat and ball home.

Typical team roles in professional web development practice

- Project manager
- Client representative
- Technology researcher
- Content developer
- Writer
- Information architect
- Graphic designer
- Multimedia designer
- Technical designer
- Production
- Programmer/system administrator
- Tester/focus group coordinator
- Web page publisher editor

Customers, clients, developers and the strange sense of a site designed by committee

- Problem – lots of ideas, agenda, needs
- Step one
 - Do not confuse client with audience
- Step two
 - Do not confuse development team with audience
- Step three
 - Analyse audience and purpose
- Step four
 - Try to identify a working metaphor for the site!