DESIGNING WEB PAGES
A Design Project Involves Several Steps

- Understand the problem
- Brainstorm solutions
- Introduce the constraints
- Choose the solution
- Paper design
- Actual design
- Evaluate
- Revise
- Evaluate, revise, ....
WHY DO PEOPLE VISIT A WEB SITE? WHAT IS THEIR “PROBLEM?”

They want/need information

They want/need to make a purchase / donation.

They want/need to be entertained.
SOME QUESTIONS TO ASK YOURSELF

- What is the objective of your web site?
- Who is the intended audience?
- What should be on the home page and what should be on linked pages?
- What is the best layout? – use of heading, paragraph text, images, color, special effects (VISTA).
- What navigation is needed? – obvious links to and from your pages.
RATHER THAN CONCENTRATE ON WHAT **TO DO**, WHICH WOULD INHIBIT YOUR CREATIVITY, WE WILL LEARN SOME DESIGN PRACTICES **TO AVOID**.
WEB PAGE DESIGN MISTAKES

- Poor Use of Text Size, Contrast, Font
- You should be able to look at the home page of any site and figure out what the site is about within four seconds. If you can't, your site has failed.
- Using design elements that get in the way of your visitors
- Too much material on one page.
- Boring, Useless Intro
POOR USE OF GRAPHICS

- Some of the mistakes include
  + Images that don’t fit the objective
  + Using the wrong image format e.g. GIF for JPG,
  + Large graphics
  + Ugly background images
  + Images appear “pasted” on
  + Lack of contrast
All web navigation must answer:

Where am I?
Where have I been? (“visited link” color)
Where can I go next
Where's the Home Page

Navigation must be simple and consistent.
You should be able to look at the home page of any site and figure out what the site is about within four seconds. If you can't, your site has failed.
Mystery Meat Navigation occurs when, in order to find specific pages in a site, the user must mouse over unmarked navigational "buttons" -- graphics that are usually blank or don't describe their function. JavaScript code then reveals what the real purpose of the button is and where it leads.
Yes, it's called a web page, but that doesn't mean you have to cram all your material on one page. It's very easy to keep adding material to your home page until it gets out of control.

OR

You can add additional web pages with links
BORING, USELESS INTRO

You have to watch a boring, soundless, twenty second flash intro with no option to skip it. If you're still around when the content loads, the pain doesn't stop. There is a lovely 8 or 10 second delay between when you click one of the navigation options and when the content actually arrives.
If you use a vague link description or just say "Click Here" and don't tell people where they'll end up, they could be horribly surprised (and/or shocked and/or disgusted).

Also, remember Web Sites come and go and change content -- be careful about depending on an existing web site.
The thirty square inches at the top of a home page comprise the most visible area of the Web site. Most readers will be looking at your site on a seventeen- to nineteen-inch monitor, and the top four or five vertical inches are all that is sure to be visible on their screens.
The best visual metaphor here is to a newspaper page — position matters. It's nice to be on the front page, but stories "above the fold" are much more visible than those below. In sites designed for efficient navigation the density of links at the top of the home page should be maximal — you'll never get a better chance to offer your readers exactly what they want in the first page they see:
Here are some thoughts about web content.

• Does your content solve your customers' problems or does it create problems? Look at it from the customer’s standpoint!
• Does your content match your audience's expectations? Do you know your target audience?
• Have you determined the purpose of your site?
• Ask yourself: "What content do I have that would cause anybody to visit my site a second, third, or fourth time?" This is extremely important. You might con (seduce) someone to visit your site once, but why would they want to come back a second, third, or fourth time?
• Is the content technically correct?
• Does your customer **want** to know the content you're presenting? Or is it for you?
• Is the content current and updated frequently?
• Can people find the content they're looking for?
WEB SITE ORGANIZATION

- All Web sites are organized around a home page that acts as a logical point of entry into the system of Web pages in a site. All pages in the Web site should contain a direct link back to the home page. The World Wide Web URL for a home page is the Web "address" that points users to the Web site.

- Your Web Site URL is http://oz.plymouth.edu/~yourloginname

- **IF** your home page is in the Home folder and named “home”

- Your Home Page file pathname is
  - M:\Home\home.htm
The Master page Layout Grid

The goal is to establish a logical and consistent approach to where basic graphic identity elements, navigation links, and other essential information appear on every page within your site. **Terminology** is also crucial here: choose your words carefully for links and titles, and solicit comments (peer review) and feedback from fellow team members and site users. A misleading or confusing label or phrase can ruin the functionality of a link.
The Grid Layout
EVOLUTION OF WEB PAGE DESIGN

• Text Only-- Left, Center, Right on page

• Tables – provided better organization using a grid layout with cells

• Frames – more precise but inflexible layouts

• CSS -- far more flexible and adaptable for your users and for all the devices they may use to visit your site.
FOR MORE INFORMATION —

https://www.techwyse.com/blog/website-design/evolution-of-web-design/

http://blog.hubspot.com/marketing/look-back-20-years-website-design
EXAMPLE LAYOUTS

Poor page layout; no visual hierarchy

Better layout; predictable, modular, clear visual structure
Argus Center for Information Architecture

By Argus

**acia events**
*Synonyms and Taxonomies*
A one-day workshop on thesaurus design for information architects.

**strange connections**
(February 19, 2001)
*Software for Information Architects*
Will the "electronic brains" steal our jobs? Should we trust engineers?

**white papers**
(April 2001)
*Analyzing the Analysts*
by Chiara Fox and Keith Instone
Do the IT Analysts practice what they preach?

**content**
*Don't Make Me Think!*
by Steve Krug
Chris Farnum explains why you should buy this Web Usability book for your boss.

**people**
*Peter Bogaards*
The brains behind InfoDesign discusses information design and information architecture.

**survey**
*Short and Long Term Outlook for Information Architects*
Short term ambivalence, long term optimism, and plenty of self-confidence to go around.

**community**
*Find or announce*
a virtual community, local group, or professional association for information architects.
(Updated 9/2/01)

**employment**
*Find* a job.

Submissions
If you'd like to suggest events, people or content, please [let us know].

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SPLIT THE AUDIENCE for Web Sites With a variety of Information

Visitors are directed to relevant content based on user “type”
Prognostic relevance of troponin in unstable coronary syndromes: implications for therapy

An elevated troponin level is an independent marker of adverse outcomes and worse survival in patients with unstable coronary syndromes [1]. Among 1,464 patients in the TIMI-11B trial that troponin levels greater than 3.0 μg/L were associated with a significantly higher mortality at 42 days compared to lower levels (Table 1). A linear, non-threshold relationship between mortality and each 0.5 ng/mL rise in troponin was observed [2]. This prognostic information provided by troponin levels are independent of CKMB enzyme elevation, electrocardiographic changes and age, all of which are predictors of mortality.

Troponin levels should be measured at admission and 6 hours after presentation to the emergency department. If elevated, patients should be considered for PCI or heparin treatment, as recent data confirm clinical benefit in this high-risk patient population.

![Graph showing troponin levels and mortality](image1.png)

Elevated troponin levels predict benefit of PCI or heparin therapy. Treatment with either prompt measurement of Tn I levels in patients presenting with unstable coronary syndromes [3] in the TIMI-11B trials, there were no differences in baseline troponin levels between patients randomized to placebo or heparin. The peak Tn I level was markedly higher, however, in the heparin monoclonal group (15.5 ± 29.1 mcg/L) compared to the heparin plus ticlopidine group (5.7 ± 8.2 mcg/L), P = 0.02 (Fig. 1).

In the CAPTURE trial [4], PCI plus aspirin therapy in unstable coronary syndrome with the GIIb/IIIa receptor blocker abciximab reduced the risk of MI in patients with ACS who were treated with abciximab for 12-24 hours before coronary intervention and during angioplasty. For...
Welcome to cardiac services

QuickStart links
- Your diagnosis
- Disease summary
- Medications
- Rehabilitation

Choosing a hospital
Choosing a hospital and selecting a doctor are important decisions. Here are some indicators of quality which might help:
- Experience, reputation, research
- Patient care, treatment, education
- Patient satisfaction

How the heart works
Relatively simple in function, your heart's primary purpose is to pump blood 24 hours a day, 70 to 80 times a minute. Learn more about how the heart does this and explore links to other web sites about the heart.

Are you at risk?
Millions of men and women have cardiovascular disease and many more are at risk. See how factors like smoking, hypertension, diet and stress affect your risk of developing the most common type of cardiovascular disease - coronary artery disease. Women, read about our Heart Advantage program designed specifically for you.

Diagnosis & treatment
Find information about particular cardiac diseases and conditions, and see what diagnostic tests and treatment options are available for heart diseases and for heart attacks.
As a Reviewer –

- Can you tell the objective of the web site?
- Can you tell who is the intended audience?
- Is the layout – use of heading, paragraph text, images, color, special effects (VISTA) effective or distracting?
- Are there obvious links to and from the pages and is the content of those pages evident.
VINCENT FLANDERS PRESENTS:
THE BIGGEST WEB DESIGN MISTAKES
From Web Pages That Suck

http://www.angelfire.com/super/badwebs/

http://www.hrodc.com/

http://www.libertyvan.com/

http://arngren.net/

http://anselme.homestead.com/AFPHAITI.html