

## WEBSITE

### Identifikasi Pengguna dan Tujuan Mengorganisasikan Isi Website Analisis Website

<http://www.ddj.com/documents/s=3909/nam1012432020/index.html>

<http://www.informatika.lipi.go.id/jurnal/analisis-dan-perancangan-prototipe-aplikasi-e-commerce/>

Dix, Alan et.al, **HUMAN-COMPUTER INTERACTION**, Prentice Hall, Europe, 1993

## User Behavior

### Search

Seeking to find a particular item, fact or piece of information.

Promote ease and speed.

Buying products, doing research, downloading software, ...

### Browsing

Scanning for “interesting” item, fact or piece of information.

Attractiveness also plays a strong role.

Surfing, doing research, ...

## Developing A Site

Critical to start with a good site plan

### Process Model

#### 1. Identify objectives

Unfortunately, too often a web site is used to describe an administrative organization, not to give the user what they want

#### 2. Generate a topics list

Raw brainstorming of just anything

College of Computing, e.g.:

classes	equipment	awards
people	directions	unique points
faculty	programs	table of contents
students	degrees	index
Administrators	mission	contact
Staff	Undergraduates	information
	Graduates	map

Maybe put each on an index card

## Developing A Site

### 3. Organize content

Group items into categories

People

Faculty

Students

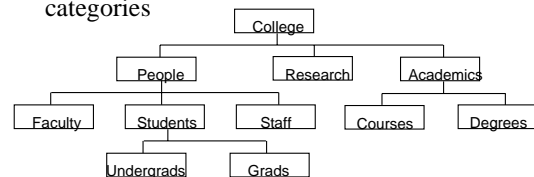
Undergraduates

Graduates

Staff

### 4. Provide structure

Sketch out the high - level organization of the categories



## Developing A Site

### 5. Transform content

Start transitioning to pages, text, images, interaction, etc.

Use sketches lists storyboards drawings

Outlines Will help you organize your thoughts and plan

## 5 Usability Atribut

### 1. Textual content

Content is highly domain-specific

Critical that appropriate information is on your pages.

Reading is slower and more awkward from monitor than from paper ... So People tend to skim web pages.

Read headers, highlights, selected paragraphs

### 2. Graphic design

All the graphic design principles we discussed earlier still apply Metaphor, clarity, consistency, alignment, contrast, proximity.

## 5 Usability Atribut

### 3. Navigation

Problems due to

- Users don't have domain knowledge
- Site structures don't meet expectations

Give the user an understanding of the structure of the information space

Provide

- Table of Contents (Site Map)
- Index
- Navigation bar
- Search capability

## 5 Usability Atribut

### 4. Structure

Connectivity, compactness, branching factor, page length,number of links

Structur : Linear, Hirearchi, Non Linear, Composite

Home page is important, but basic structure for all your other pages is important too---It might appear thousands of times

### 5. Links

Success of a link depends on

- How well user can predict where link will lead
- How well user can differentiate one link from other nearby ones
- Worthy content at other end of link

## Bad Design

All capitals text  
 Scrolling sideways  
 Teeny, tiny text size, especially in italics  
 Dead links  
 Telling the user how to set the browser  
 Poor contrast in text-to-background color  
 Large typeface (one without impact and contrast)  
 Animations that don't stop  
 Things that look like buttons but aren't  
 "Under construction" notices  
 Neglecting ALT tags for images  
 Not denoting image sizes  
 Do-nothing home page  
 Changing color for the heck of it  
 Lack of mail to/feedback throughout site  
 Sites requiring advanced browser or plug in  
 Blink tags

## Bad Design

So, let's recap. No images. Don't specify page size, fonts, or colors. You shouldn't incorporate anything into your site that isn't easily replaced. Use only simple tags, if any. Think really hard about stuff like bullet points or numbers on a list of items. Oh yeah—and whatever the name of your site is, go through and delete it from every page.

## Bad Design

**Because many thing like :**

1. Not Knowing Your Audience
2. Poor Platform Compatibility
3. Nonconformance to UI Standards
4. Inconsistent Look and Feel
5. Inaccurate or Outdated Content
6. Poor Scope of Content
7. Pages That Load Slowly
8. Hard to Maintain
9. Weak Security
10. Bad Advertising Strategy