

IT350 Web and Internet Programming
SlideSet #7: Web Site Design

Your Comments from Reading

Principles: Web sites should be...

How do you know if your site is “good”?

- User Testing and Evaluation
 - A huge part of the HCI field.
- Website metrics

Netflix and HCI: a love story

- **Goal:** signup new users before they leave the front page
- **Front page:** family on a couch
- **Question:** who holds the remote control?



The Remote Control Winner!!

- Visit www.netflix.com to see!

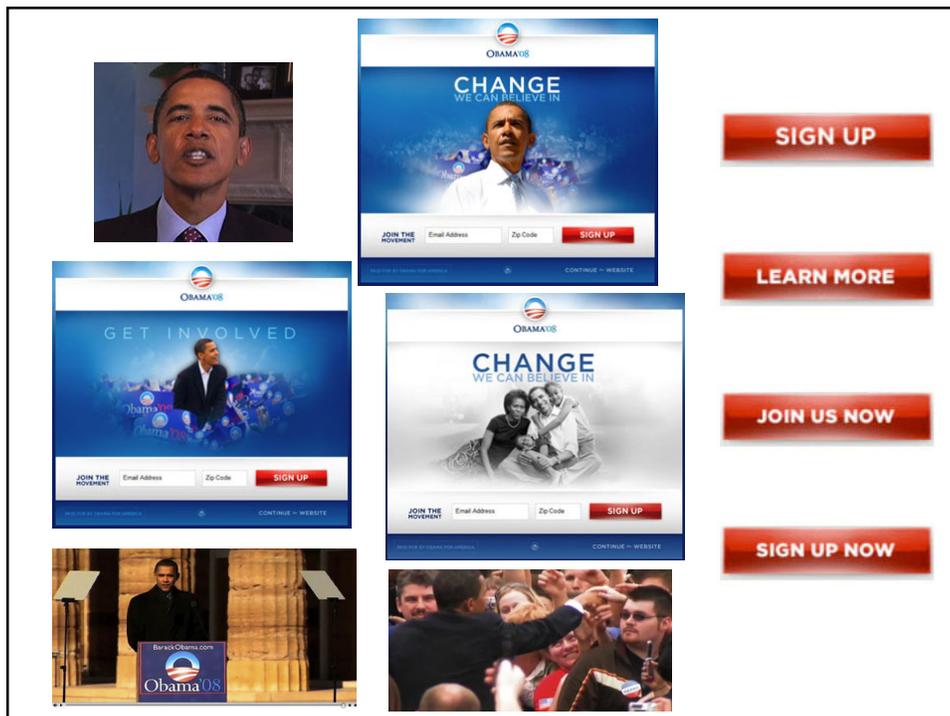
More on Netflix

- What about movie viewing?
- Facts (sort of)
 - \$1.00 per movie sent by mail
 - \$0.05 per movie streamed online
- Can Netflix encourage streaming movies instead of sending by mail ... just using HCI?

The screenshot shows the Netflix website interface. At the top, the Netflix logo is on the left, and the user's name "Nate Chambers" and "Your Account & Help" are on the right. Below the logo is a navigation bar with "Watch Instantly", "Browse DVDs", "Your Queue", and "Suggestions For You". A search bar contains the text "Movies, TV shows, actors, directors, genres". Below the navigation bar, there are links for "Genres", "New Arrivals", and "Instantly to your TV". The main content area features a section titled "Critically-acclaimed Witty Comedies". To the left of the movie posters, it says "Your taste preferences created this row." and lists "Comedies", "Critically-acclaimed", and "Witty". There are four movie posters in a row: "The Odd Couple" (labeled "Top Rated"), "Arthur" (labeled "Most Popular"), "Gentlemen Prefer Blondes" (Technicolor, Charles Coburn), and "How to Succeed in Business Without Really Trying" (Cinemascope).

Pictures and Presidential Politicking

- Obama's 2008 political campaign
- **Goal:** get people to submit their email addresses



Pictures and Presidential Politicking

- The winning variation had an 11.6% opt-in rate, compared to 8.26% for the original page. That's a 40.6% improvement!

2,880,000 more emails

288,000 more volunteers

\$21 avg donation

\$60 million more



Examples

<http://www.google.com>

<http://www.yahoo.com>

Examples

<http://www.llnl.gov>

<http://www.usna.edu/cs>

Files on the Web

Plain text

HTML

JavaScript/Flash

PDF

Word/PPT

Examples

<http://www.edwardtufte.com/>

<http://www.usna.edu/users/cs/adina/teaching/it350/fall2011/>

Bells and Whistles

<http://www.wired.com>

<http://www.amazon.com>

<http://www.farecast.com/>

HTML Quality Tips

- **Picking link text**

To download W3C's editor/browser Amaya, [click here](#).

To download Amaya, go to the [Amaya Website](#) and get the necessary software.

Get [Amaya!](#)

- **If You Pick One Color, Pick Them All**

More at <http://www.w3.org/QA/Tips/>

Etc.

- Sometimes most emphasized things get ignored
- Put dates on your pages
- Don't let the interface dominate the content
- Tables – minimize heavy borders
- Background images – use with great caution