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](http://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?
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/](http://www.w3.org/QA/Tips/)

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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