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.usna.edu

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/fall2013/

Bells and Whistles

http://www.wired.com

http://www.amazon.com

http://www.farecast.com/
Other Examples

- http://www.sixtiespress.co.uk/

- http://www.supervideo.com/

- http://www.pandminc.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

Other things users need

- Consistency
- Navigation

- How to provide without HTML duplication?
  - Frames
  - SSI
SSI Example

SSI Example Part 1

```html
<div style="position:absolute; top: 5em; left: 1em; width: 10em">

<p>
<a href = "link.shtml" >
<img src = "buttons/links.jpg" width = "65"
     height = "50" alt = "Links Page" />
</a><br />

<a href = "list.shtml" >
<img src = "buttons/list.jpg" width = "65"
     height = "50" alt = "List Example Page" />
</a><br />

<a href = "contact.shtml" >
<img src = "buttons/contact.jpg" width = "65"
     height = "50" alt = "Contact Page" />
</a><br />
...

</p>
</div>
```
main.shtml

SSI Example Part 2

<!DOCTYPE html>
<html>
<head>
<meta charset = "utf-8"/>
<title>Internet and WWW How to Program - Main</title>
</head>
<body>
<!--#include file="navssi.html" -->

<div style = "position: absolute; top: 2em; left: 11em">
<h1>Welcome to Our Web Site!</h1>
<p>We have designed this site to teach about the wonders of HTML5.</p>
</div>
</body>
</html>