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!!

- Instantly watch as many TV episodes & movies as you want! For only $7.99 a month.
  - Start your Free Month
  - Watch House Of Cards, Big Bang Theory, Game Of Thrones & more.
More on Netflix

• What about movie viewing?

• Costs (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

http://www.usna.edu

http://www.usna.edu/cs
<table>
<thead>
<tr>
<th>Files on the Web</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain text</td>
<td><a href="http://www.edwardtufte.com/">http://www.edwardtufte.com/</a></td>
</tr>
<tr>
<td>HTML</td>
<td></td>
</tr>
<tr>
<td>JavaScript/Flash</td>
<td><a href="http://www.usna.edu/Users/cs/adina/teaching/it350/fall2014/">http://www.usna.edu/Users/cs/adina/teaching/it350/fall2014/</a></td>
</tr>
<tr>
<td>PDF</td>
<td></td>
</tr>
<tr>
<td>Word/PPT</td>
<td></td>
</tr>
</tbody>
</table>
Bells and Whistles

http://www.wired.com

http://www.amazon.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/

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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
Other things users need

• Consistency
• Navigation

• How to provide without HTML duplication?
  – Frames
  – SSI
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>
```

SSI Example Part 2

```html
<!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 <strong><em>HTML5</em></strong>. </p>
</div>

</body>
</html>
```