Web Information System Design No.8 Web Site Management
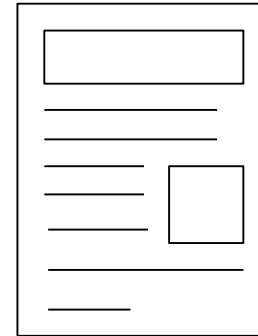
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Web Page vs Web Site
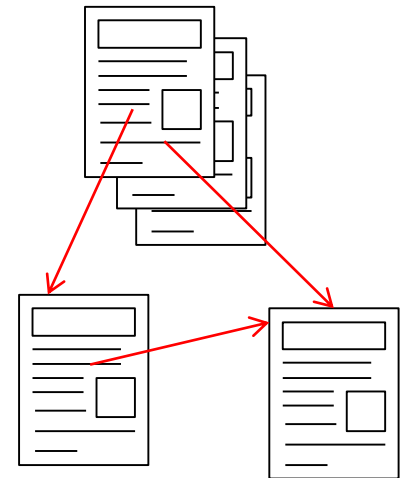
▸ **Design a Web page**

- ▸ Design only one page
- ▸ Technology for one page
- ▸ Usefulness of a page

▸ **Design a Web site**

- ▸ Design the whole site
- ▸ Uniformity of the site
- ▸ Organize information
- ▸ Usefulness of the site
- ▸ How easy to get the information

Information Architect

▸ **Defined by Richard Saul Wurman**

  ▸ The individual who organizes the patterns inherent in data, making the complex clear.

  ▸ A person who creates the structure or map of information which allows others to find their personal paths to knowledge.

  ▸ The emerging 21st century professional occupation addressing the needs of the age focused upon clarity, human understanding, and the science of the organization of information.

▸ **Deliverable of Web Information Architect**

  ▸ Persona and user scenario
  ▸ Organize and analyze user test
  ▸ Competitive Analysis
  ▸ Concept Model
  ▸ Content Matrix
  ▸ Site Map
 ▸ Flow Chart
  ▸ Wire Frame
  ▸ Detailed Page Design
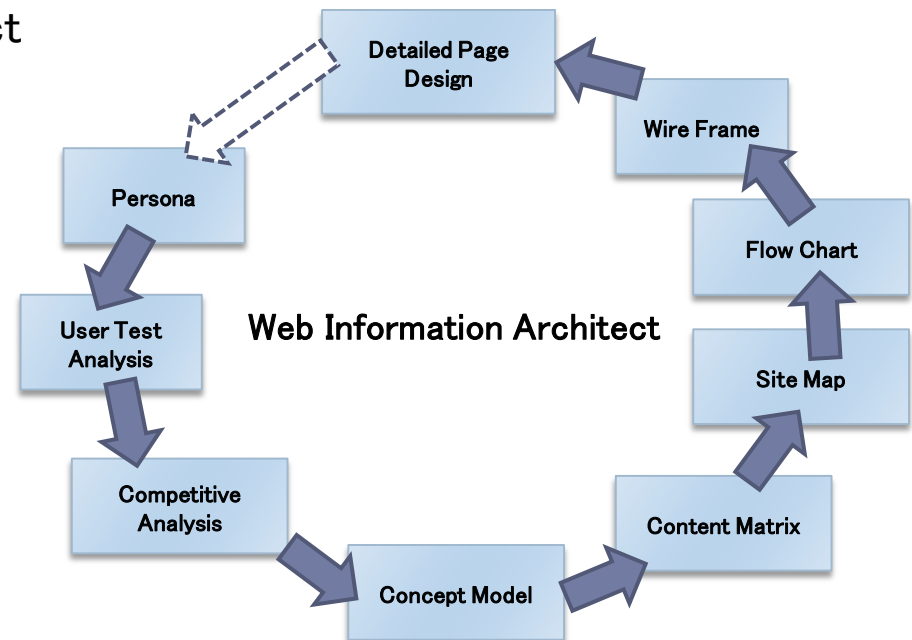
Design the Overall Structure

▶ **Organizing Information: LATCH Method（Richard Saul Wurman）**
  ▶ Location: Use geographical or physical location.
  ▶ Alphabet: Order by alphabet.
  ▶ Time: Use chronological table, calendar, time table and so on to create a story.
  ▶ Category: Use genre or category.
  ▶ Hierarchy: Use side, price, importance, frequency and so on.

▶ **Typical Structure**
  ▶ Hierarchy
    ▶ Avoid too much depth
  ▶ Linear
    ▶ Payment process never goes back
  ▶ Link
    ▶ Use hyperlink freely
    ▶ Not organized
  ▶ Forlksonomy
    ▶ Use user tags
    ▶ Structure continuously change

Navigation

- Global navigation
  - Common items of the whole Web site
  - Placed at the same position
  - Basic navigation
  - Move site horizontally
  - Include link to top page
  - Average 7 items
- Local navigation
  - Navigation in one category
  - Usually left side at the same position
- Supplement navigation
  - Navigate items which cannot be accessed by global or local.
- Context navigation
  - Navigation depend on the context
  - e.g. Next content, Next page
- Help navigation
  - Help, Search
  - Site map, Site index
- Breadcrums
  - User's location in the Web site

Web page

Logo	Help	Search
Global Navigation		
Breadcrums		
Local Navigation	Body	Supplement Navigation
Supplement Navigation	Context Navigation	
Help Navigation		
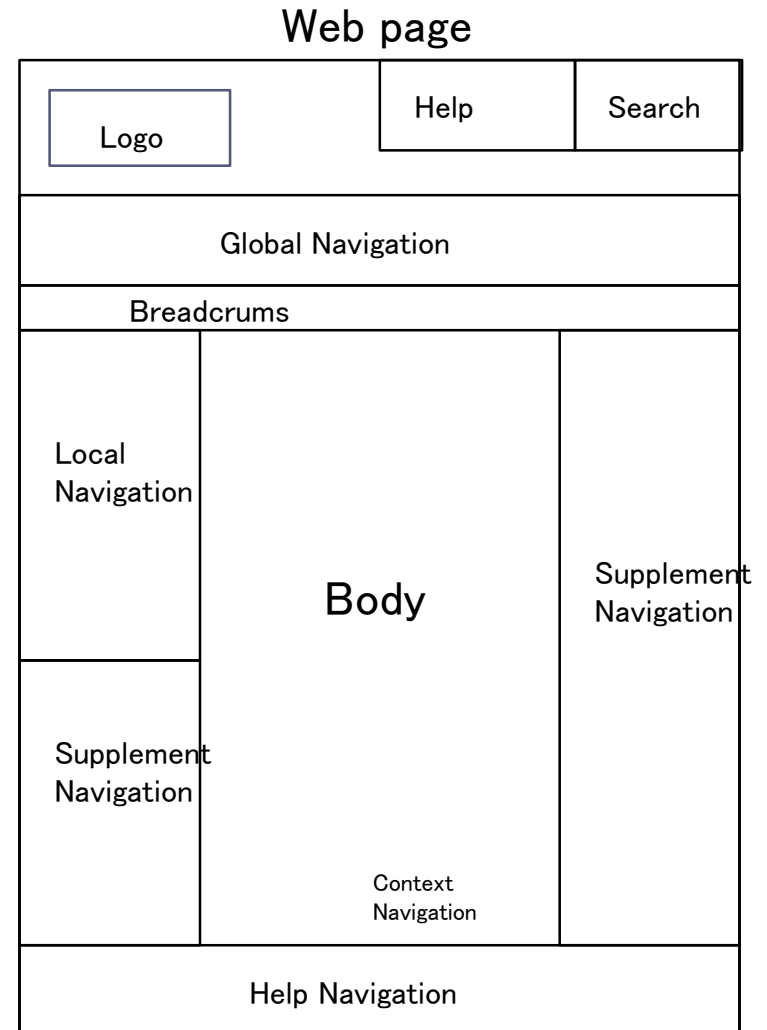
Improve User Experience

- 7 aspects by Peter Morvill
  - Useful
  - Usable
  - Desirable
  - Findable
  - Accessible
  - Credible
  - Valuable

Persona Method

▶ **Persona**

- ▶ Think who user the Web site
- ▶ Share the persona with the team
- ▶ Three persona
  - ▶ Primary user
  - ▶ Secondary user
  - ▶ Other user

> For successful design, it is better to satisfy one person rather than to satisfy everybody.

▶ **User scenario**

- ▶ Think the behavior of each persona
- ▶ Important to have unsuccessful scenario

Persona

▸ **As detailed as possible**

   ▸ Name

   ▸ Age

   ▸ Occupation

   ▸ Family

   ▸ Bio

   ▸ Personality

   ▸ Goals

   ▸ Frustrations

   ▸ Technology

http://www.keepitusable.com/blog/?tag=alan-cooper   https://wiki.fluidproject.org/display/fluid/Persona+Format

Group Work

- Evaluate Japanese University English Web Site
  - Exclude Keio
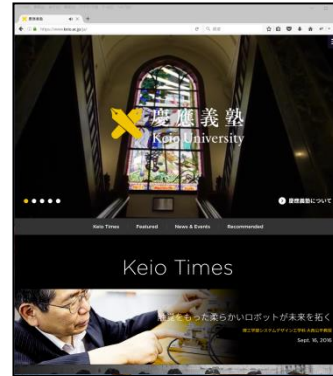
- Three personas
  - Primary
  - Secondary
  - Other

- Three scenarios each

https://www.keio.ac.jp/ja/   https://www.waseda.jp/top/   http://www.meiji.ac.jp/

http://www.u-tokyo.ac.jp/index_j.html   https://www.hosei.ac.jp/

http://www.rikkyo.ac.jp/

Choose Site

University Name	
URL	
The reason to choose the university	
Technology (HTML, CSS, …)	
Navigation (Global, Local, …)	

Persona: Primary User

Name	
Age	
Family	
Occupation	
Brief Bio	
Personality	
Goals	
Frustrations	
Technology	

Scenario: Primary User

Scenario 1		Success: yes, no, with difficulties Problem:
Scenario 2		Success: yes, no, with difficulties Problem:
Scenario 3		Success: yes, no, with difficulties Problem:

Persona: Secondary User

Name	
Age	
Family	
Occupation	
Brief Bio	
Personality	
Goals	
Frustrations	
Technology	

Scenario: Secondary User

Scenario 1		Success: yes, no, with difficulties Problem:
Scenario 2		Success: yes, no, with difficulties Problem:
Scenario 3		Success: yes, no, with difficulties Problem:

Persona: Other User

Name	
Age	
Family	
Occupation	
Brief Bio	
Personality	
Goals	
Frustrations	
Technology	

Scenario: Other User

Scenario 1		Success: yes, no, with difficulties Problem:
Scenario 2		Success: yes, no, with difficulties Problem:
Scenario 3		Success: yes, no, with difficulties Problem: