



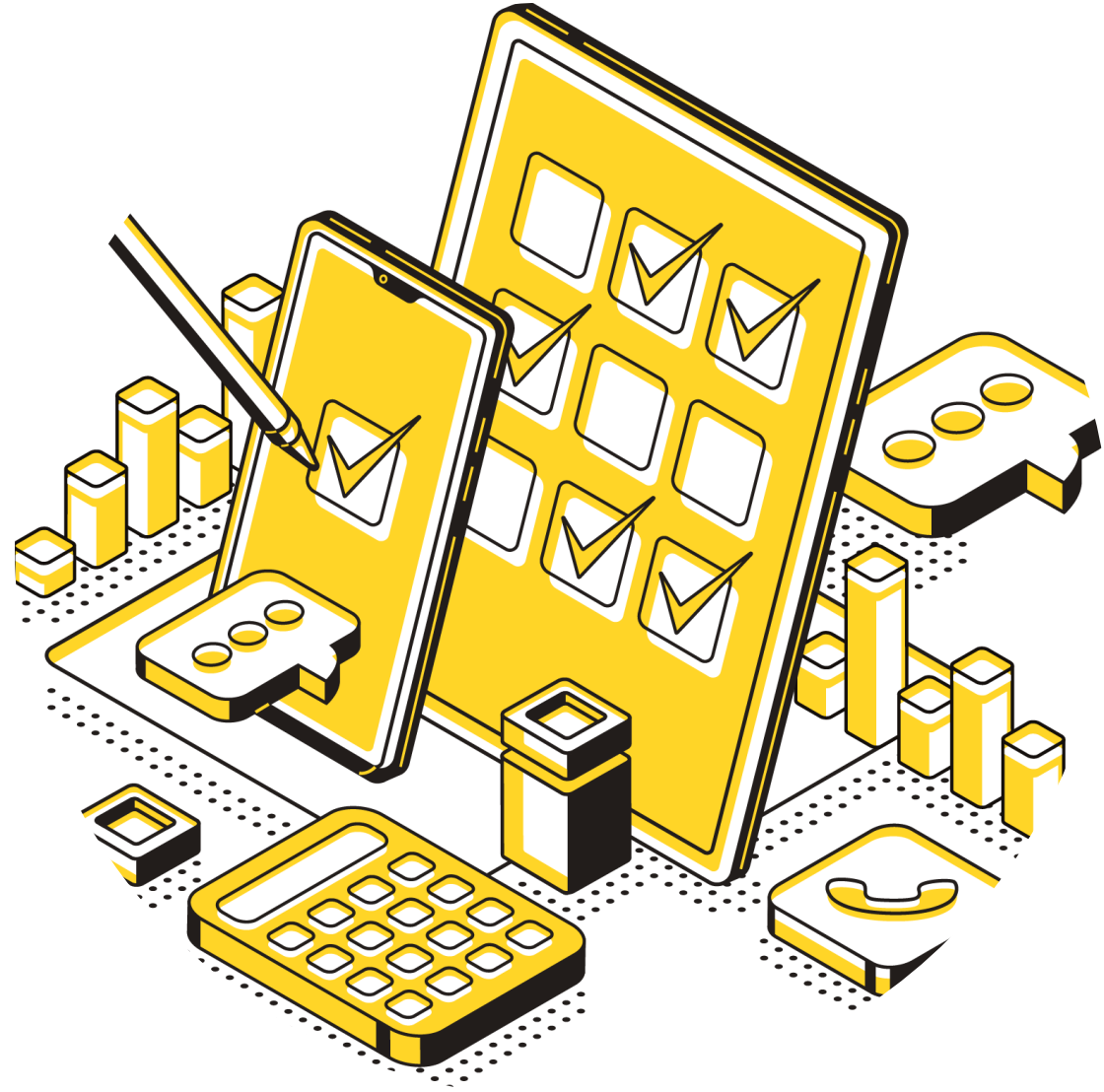
Web UX/UI development workshop

Gordon Lee

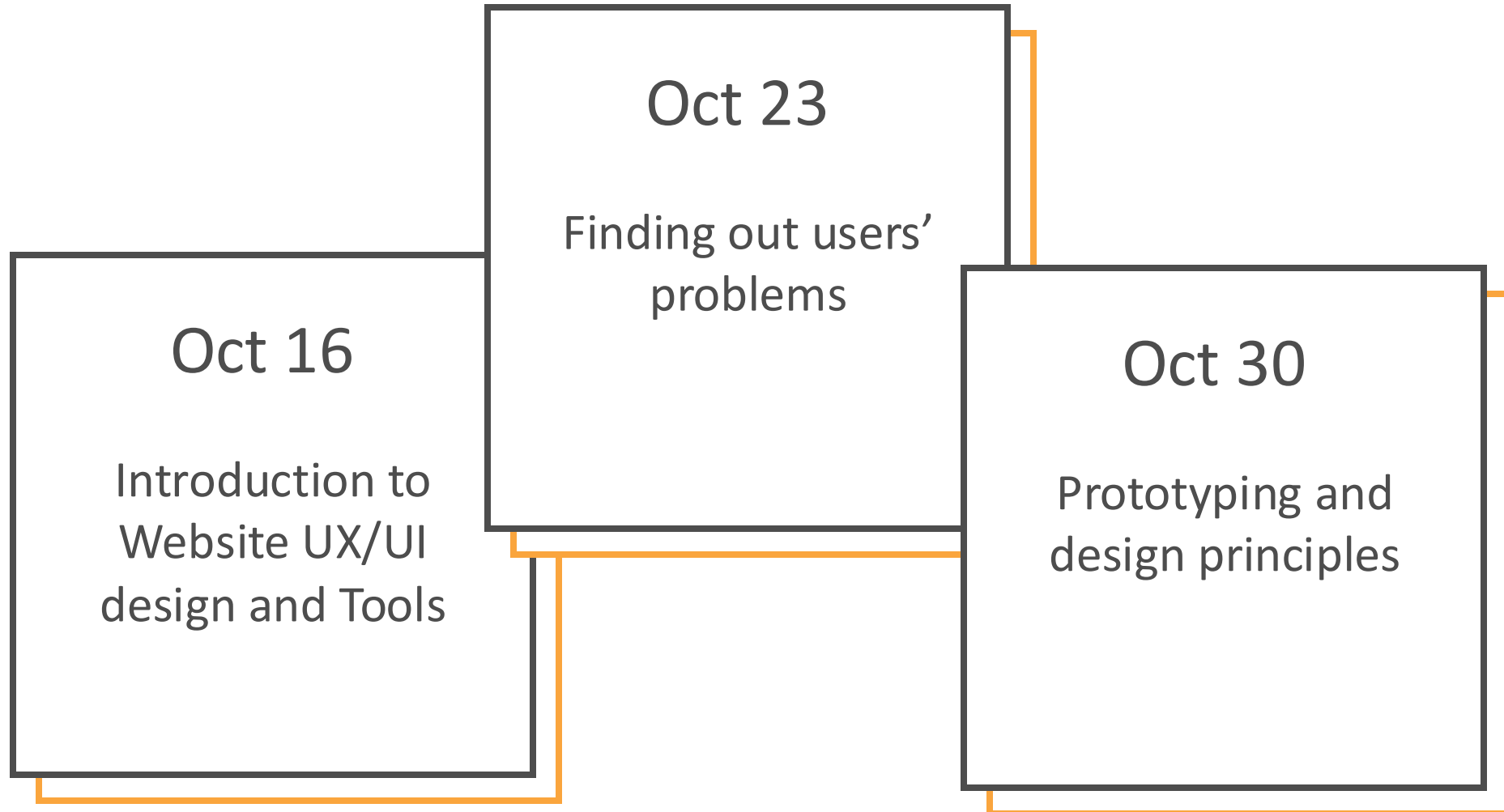
Product Designer

M. Phil. in communication

Email: gordonlee.cityu@gmail.com



● What is to be covered



● What is to be expected

After 3 workshops, you are expected to be able to:

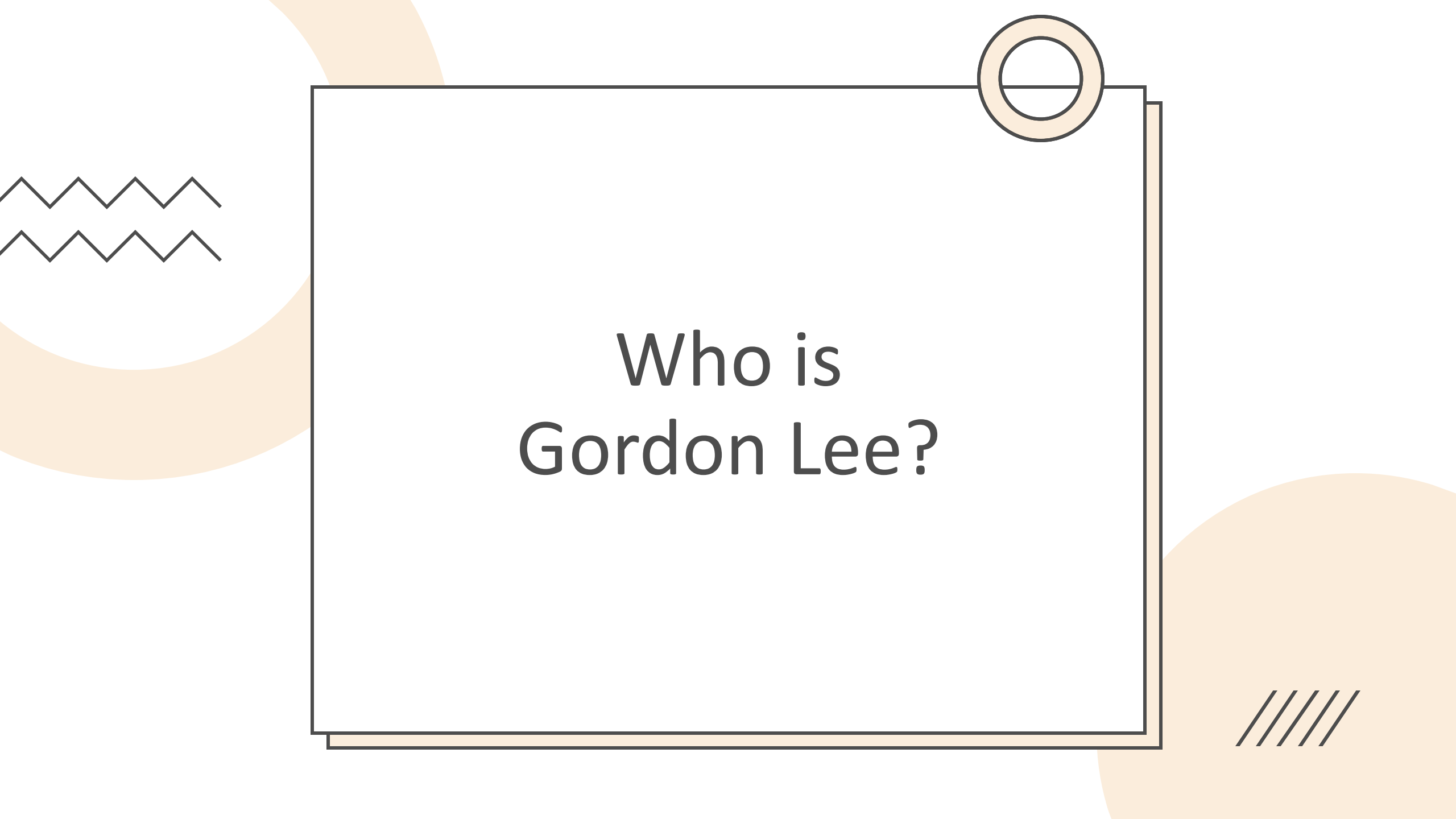
- Plan and apply user experience design principles in web design
- Use website as a means to meet users' needs
- Conduct user testing to find out usability problems
- Build a website without learning to code
- Learn how to improve website traffic and conversion rate



● Today's agenda

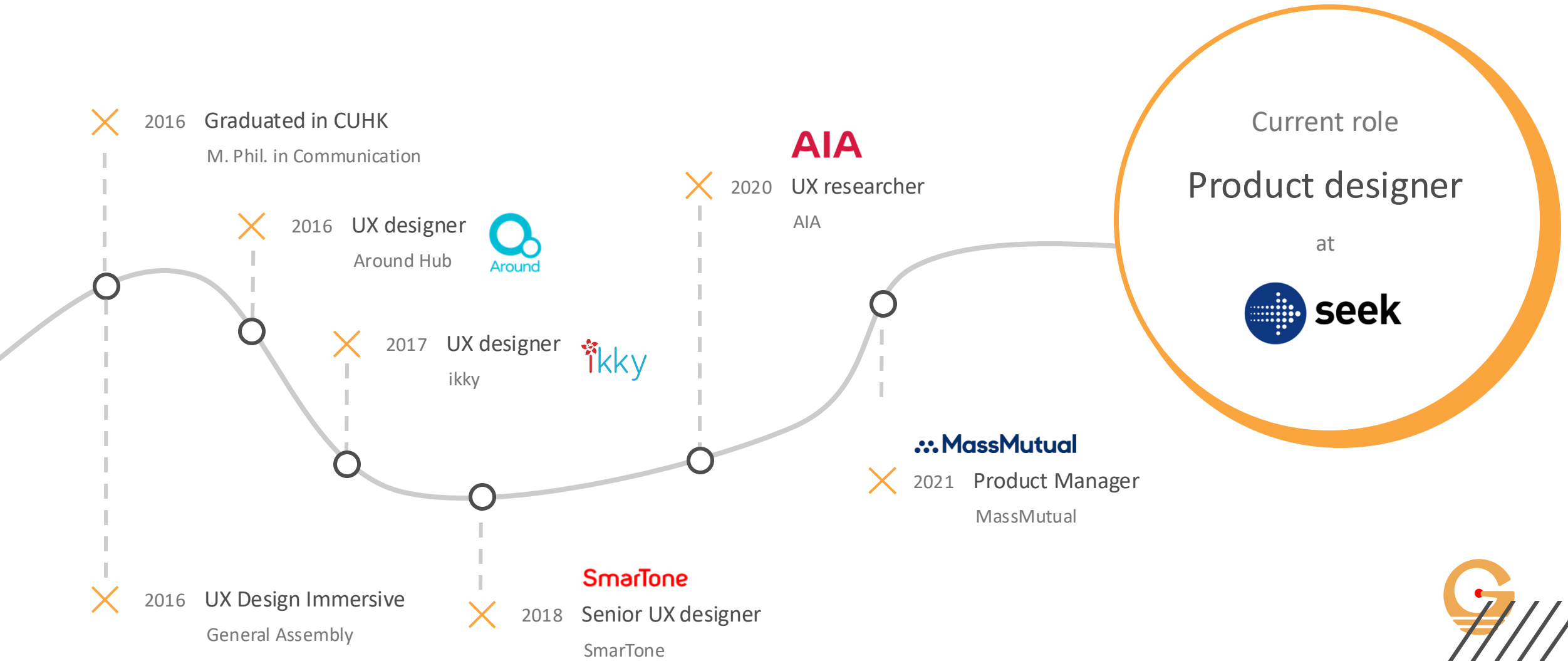
- Intro to me (Yes!)
- Intro to UX/UI design
- What is experience?
- UX vs UI
- Brief of the group project (commercial website)
- Website design planning
- Exercise: Identify the use cases of your personal website
- Web design trends
- Html 5 & CSS 3
- Introduction to Wix and other tools
- How to build a website with Wix?

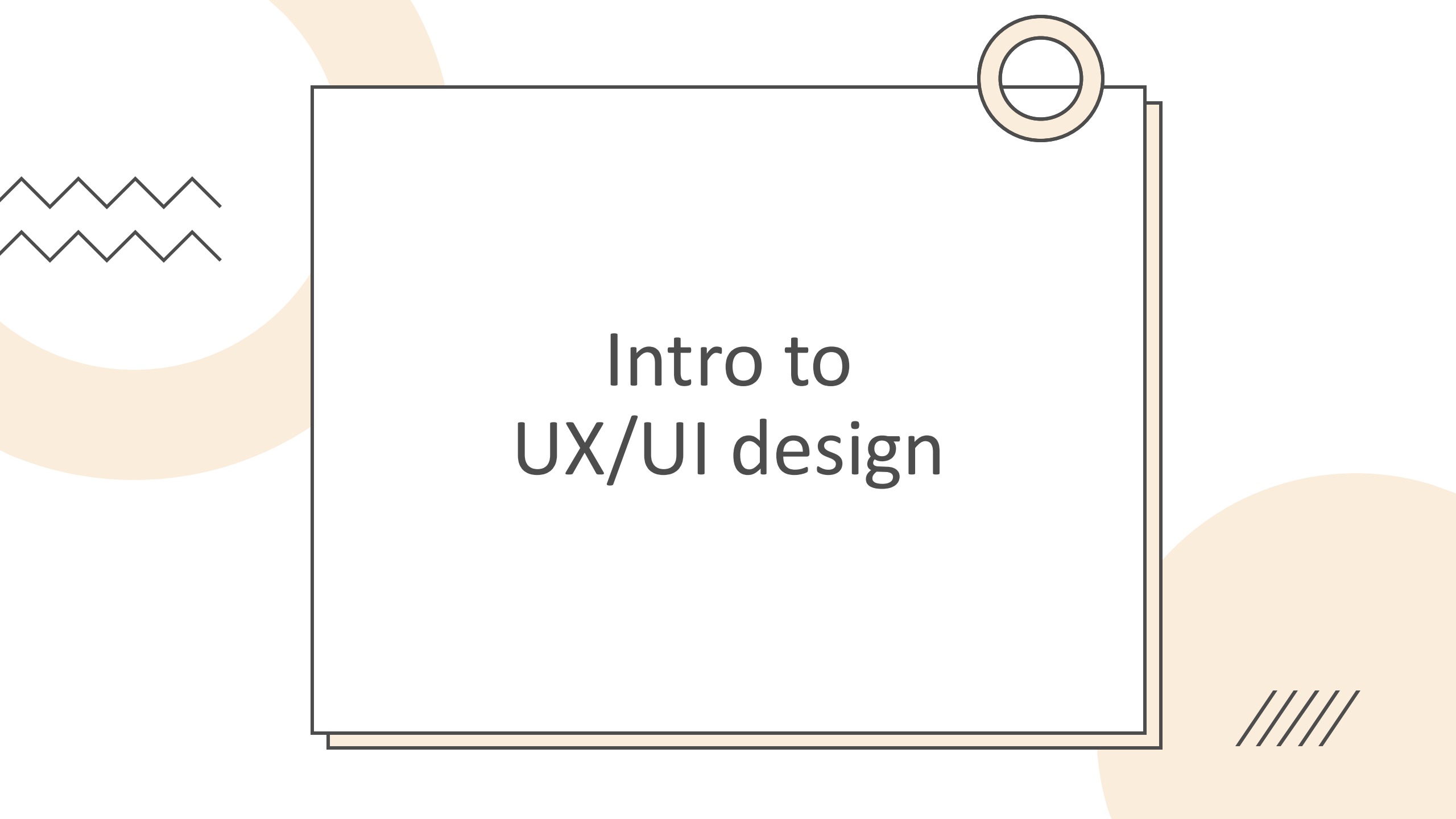




Who is
Gordon Lee?

Who is Gordon Lee?





Intro to UX/UI design

● What is UX design

“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products.”

Donald Norman
Father of UX Design



What is UX design?



“UX design is the process used to determine what the experience will be like when a user interacts with your product”

Laura Klein
Principal at Users Know



“User experience design is an approach to design that takes the user into account”

John Amir-Abbassi
User Experience Researcher at Facebook



“UX design is about solving problems through empathy”

Jason Ogle
Founder and host of the User Defenders podcast





What most people think UX is

Field research

Face to face interviewing

Creation and administering of tests

Gathering, organizing, and presenting statistics

Documentation of personas and findings

Product design

Feature writing

Requirement writing

Graphic arts

Interaction design

Information architecture

Usability

Prototyping

Interface layout

Interface design

Visual design

Taxonomy creation

Terminology creation

Copy writing

Presentation and speaking

Working tightly with programmers

Brainstorm coordination

Company culture evangelism

Communication to stakeholders





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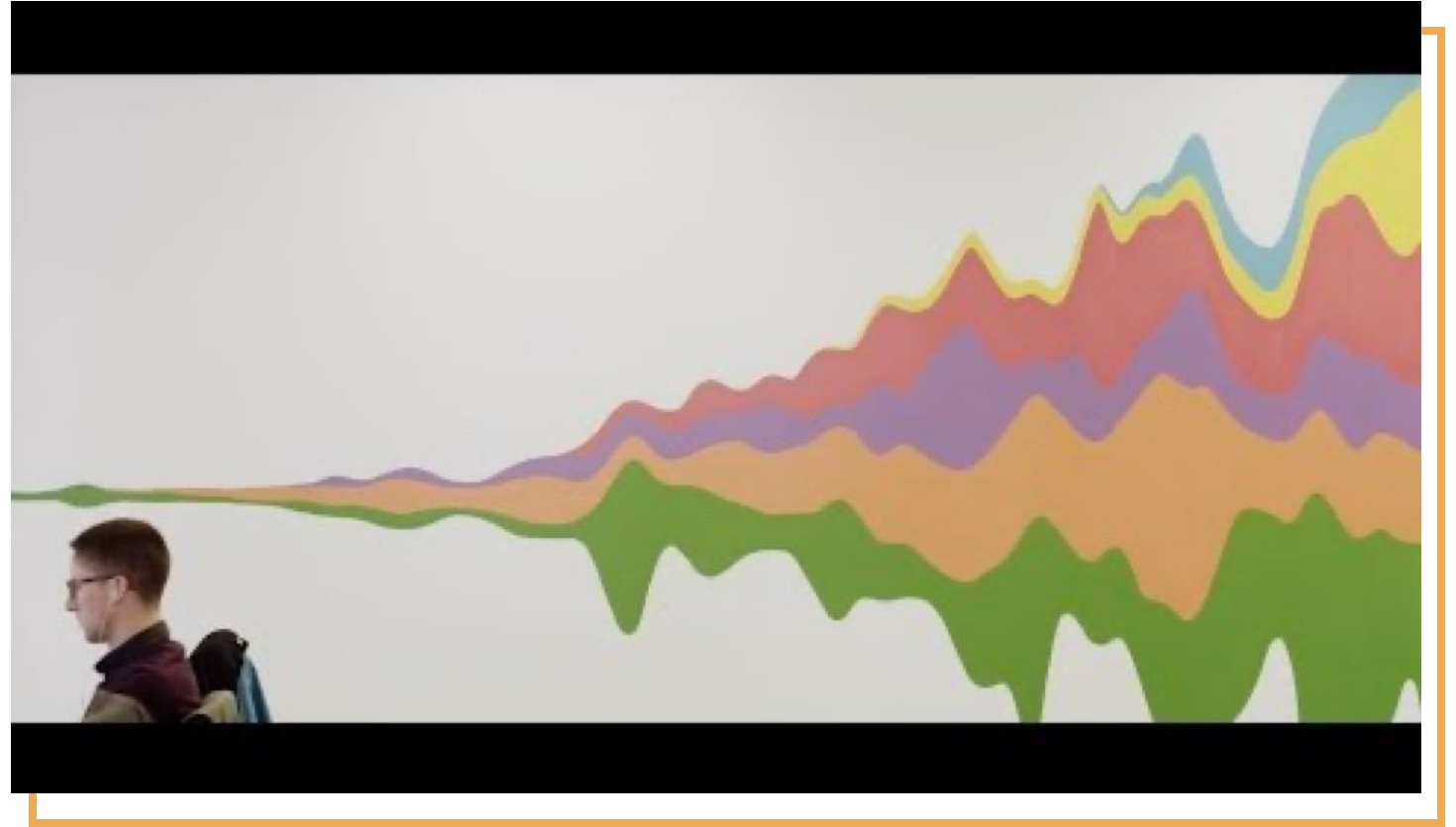
Company culture evangelism

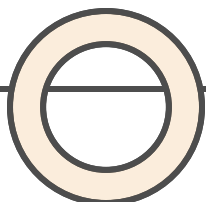
Communication to stakeholders





Design is ...





UX design is

- *“...is about understanding people, and leveraging this knowledge to design artifacts that shape perception, influence behavior and, ultimately, solve problems”*



The background features a large, light orange semi-circle on the left side. To its right, a white rectangular area with a thin black border contains the text. In the top right corner of this white area is a small orange circle with a horizontal line through its center, resembling a clip. On the far left, there are two horizontal rows of black zigzag lines. In the bottom right corner, there are four parallel black diagonal lines.

What is experience?

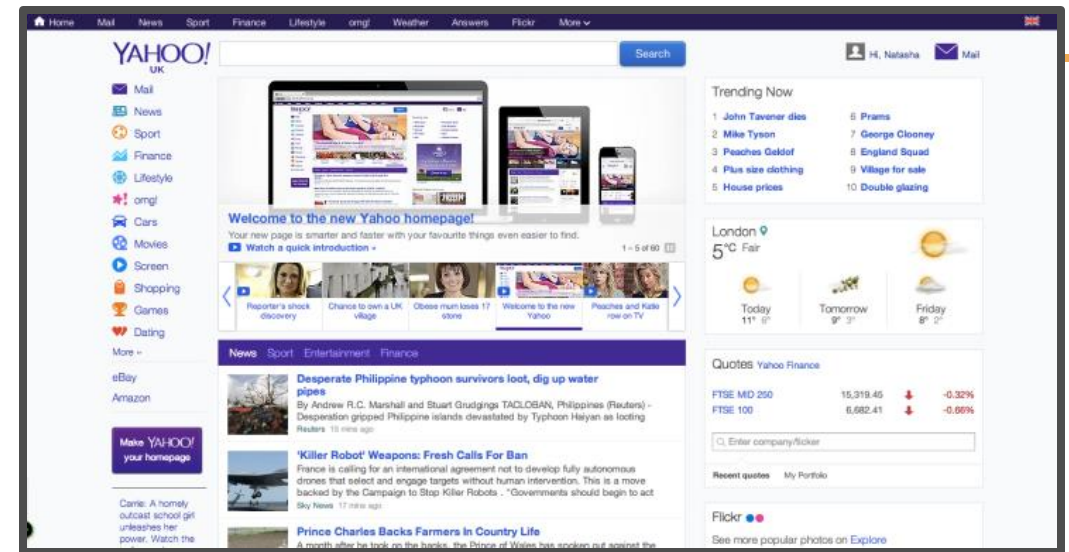


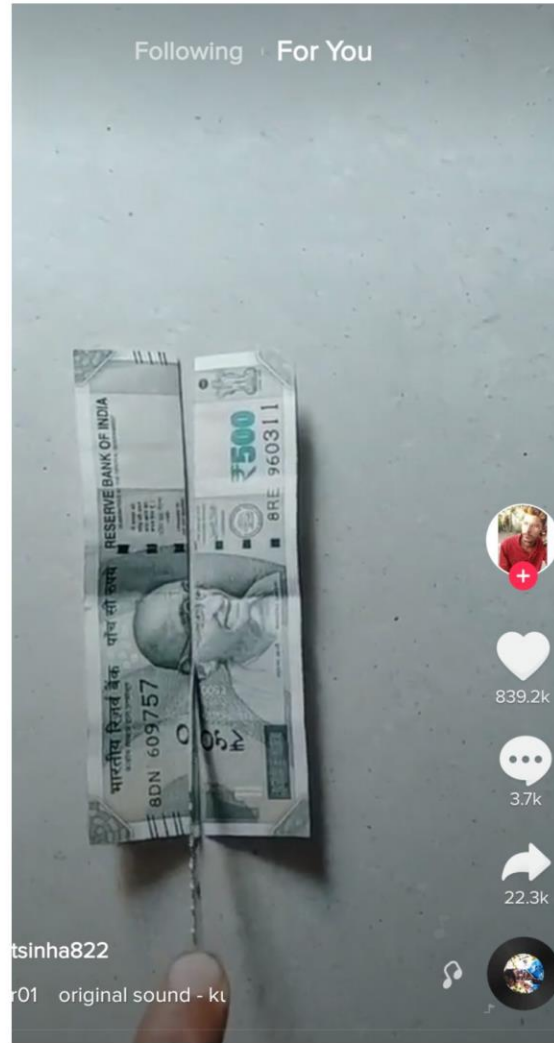
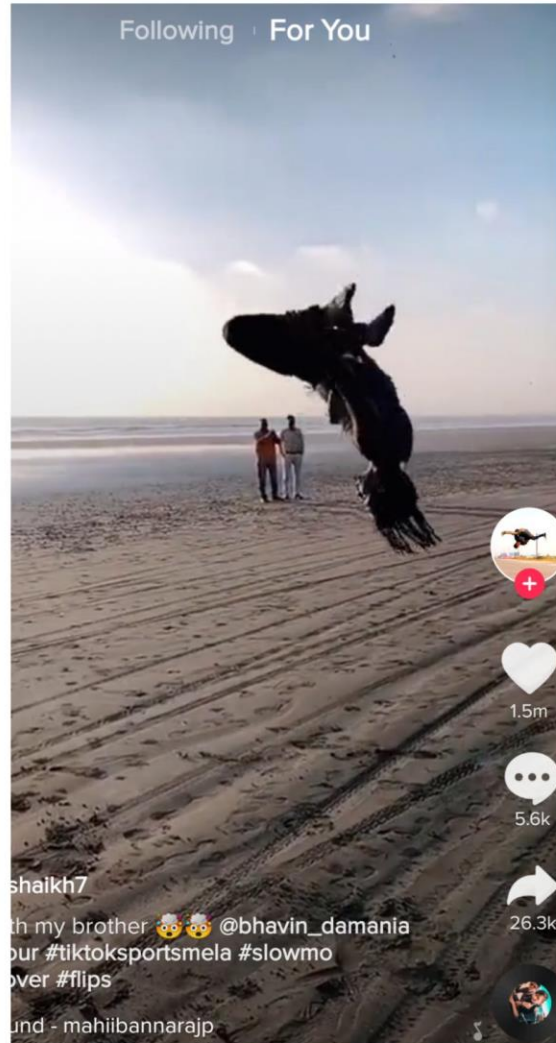


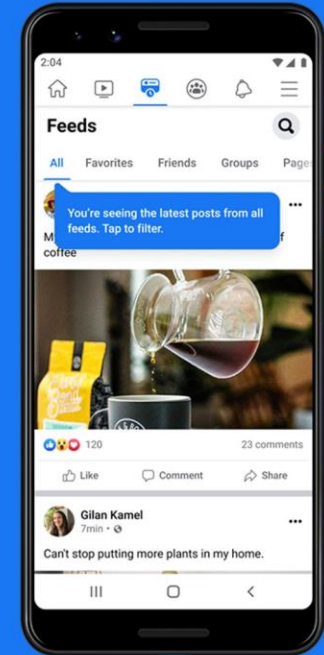
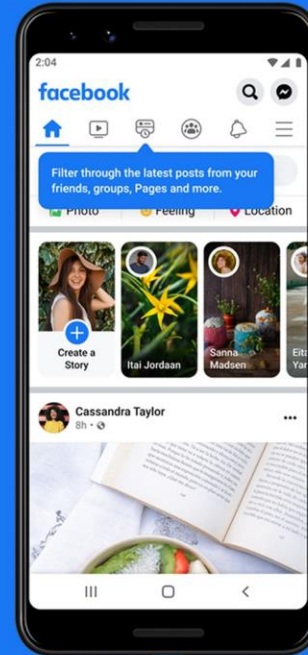
The Google logo is displayed in its signature multi-colored font (red, yellow, green, blue, red, yellow, green, blue). It is rendered with a pixelated or dithered effect, giving it a grainy, digital appearance. The letters are slightly shadowed, and there are small, faint, multi-colored dots scattered around the base of the letters.

Google Search

I'm Feeling Lucky

A screenshot of the Yahoo! UK homepage. The page has a dark blue header with navigation links: Home, Mail, News, Sport, Finance, Lifestyle, omg!, Weather, Answers, Flickr, and More. The Yahoo! logo is prominently displayed in the top left. Below the header, there's a search bar and a user profile for 'Hi, Natasha'. The main content area features a large banner for the 'new Yahoo homepage!' with images of a laptop, tablet, and smartphone. Below this, there's a 'Trending Now' section with a list of 10 items, including 'John Tavener dies', 'Mike Tyson', 'Pescos Geldof', 'Plus size clothing', 'House prices', 'Prams', 'George Clooney', 'England Squad', 'Village for sale', and 'Double glazing'. A weather widget for London shows '5°C Fair' and a 3-day forecast. There's also a 'Quotes' section for Yahoo Finance showing FTSE MID 250 and FTSE 100 indices. The bottom of the page has a 'Flickr' section and a link to 'See more popular photos on Explore'. On the left side, there's a vertical menu with links to Mail, News, Sport, Finance, Lifestyle, omg!, Cars, Movies, Screen, Shopping, Games, Dating, and More. Below this menu are links to eBay and Amazon, and a 'Make YAHOO! your homepage' button.





● Good experience makes money

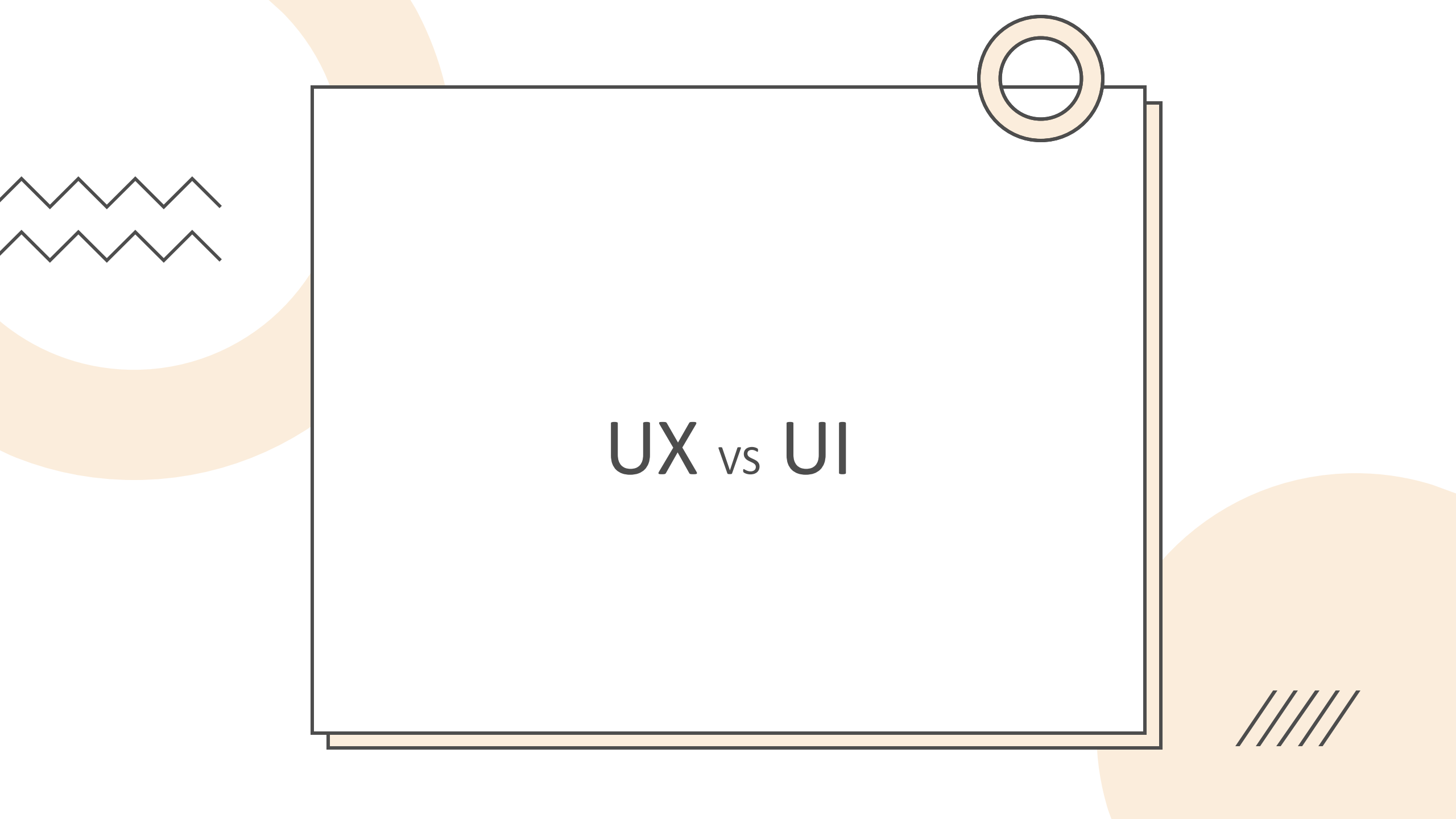


User-friendly software makes more money than unintuitive software. Take Walmart's redesign of their e-commerce site, which resulted in a [214% increase in visitors](#). Or Bank of America, which increased online banking registration by [45% after a UX redesign](#) of the process. In fact, according to D3 Infragistics, investment in UX gives a return of [between \\$2 and \\$100 for every \\$1 spent](#), thanks to factors such as increased conversion or engagement, reduced drop-off rates and fewer internal training sessions.

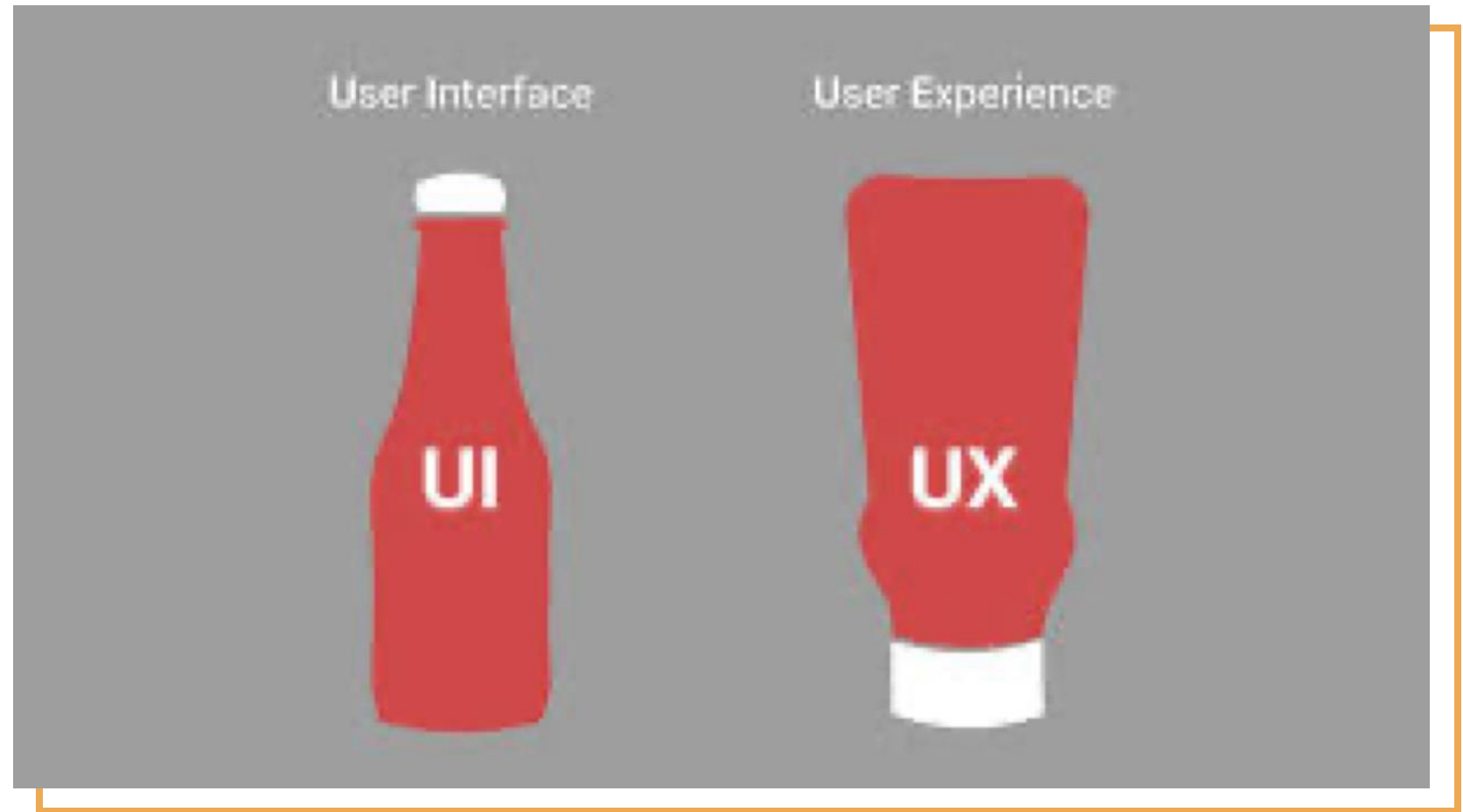


Source: [usabilitygeek](#)





UX vs UI





UX and UI

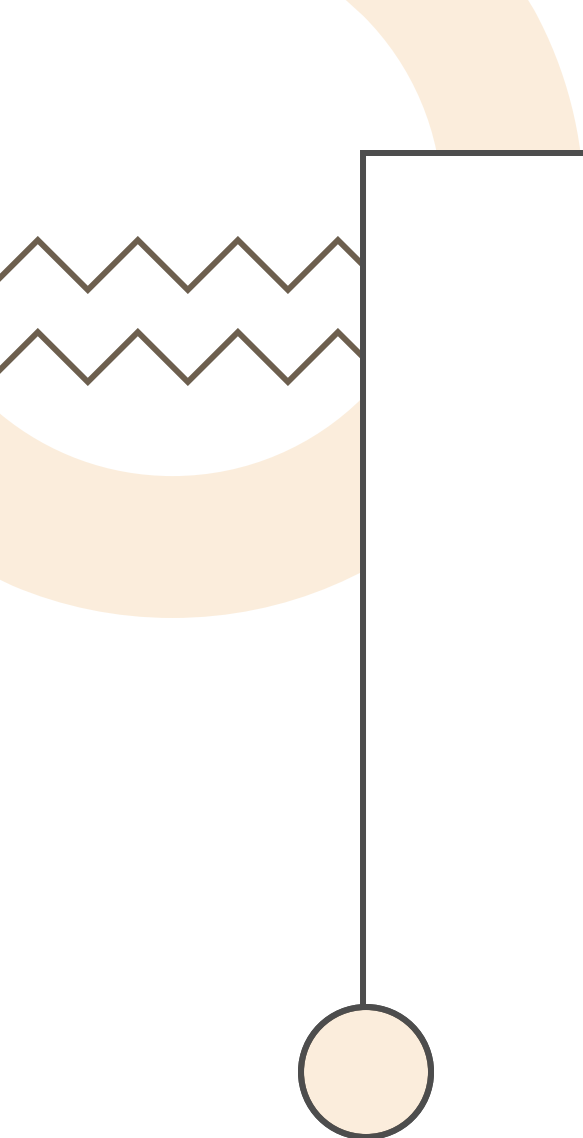
UX

- Strategy and research
 - Competitor analysis
 - User research (Needs and painpoints)
 - Journey mapping
 - Product strategy
- Wireframing and prototyping
 - Wireframing
 - Prototyping
 - Testing / Iteration
 - Development planning
- Execution and analytics
 - Coordination with UI designers
 - Coordination with PO, devs
 - Tracking goals and integration
 - Analysis and iteration

UI

- Look and feel
 - User research (Preferences on look and feel)
 - Design research
 - Branding and graphic development
- Responsiveness and interactivity
 - UI -rototyping
 - Interactivity and animation
 - Adaptation to all device screen sizes (Responsive layout)
 - Implementation with devs (Specs)





Group project - Building your online business



● Building your online business

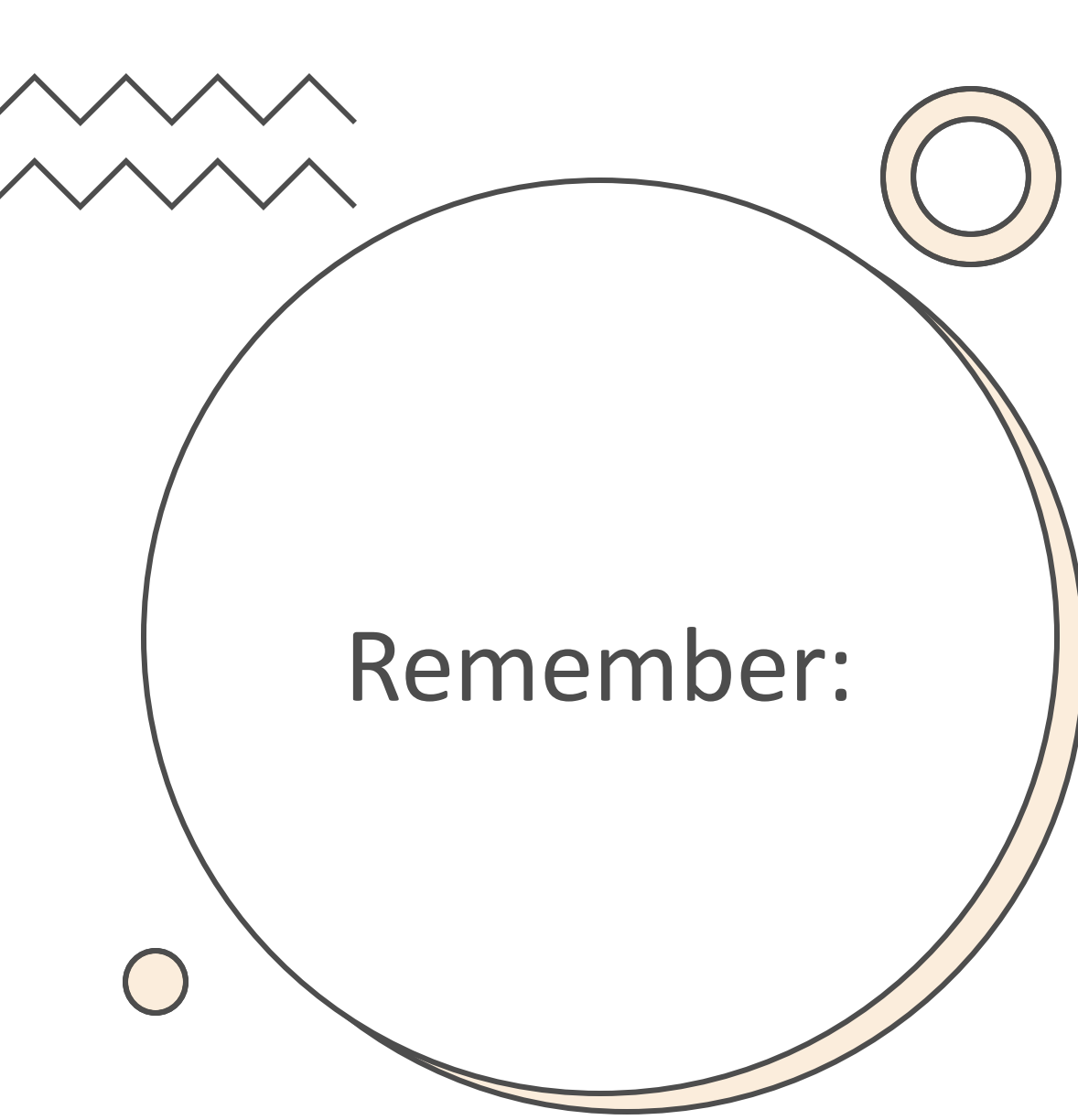
- Design and create a commercial homepage
 - at least 10 webpages
 - Objective: to extend the internet business or to start a new business model from an existing or startup company
 - Do justify the reasons why you want to start internet business model for the company
- Get into a group
- Deadline: Nov 27 7pm



● What business can you do?

- Basically everything you could think of
- But be reminded that your business should:
 - Has its unique selling points
 - Satisfy your target users' needs
 - Be able to scale up and generate potential profits
 - Differentiate itself from other competitors (if any)





Remember:

To do thorough planning before you start:

- User research
 - Identify user groups
 - Define users' problem statements
 - Use case, user scenario, user flow and sitemap
 - Prototype
 - Test your prototype
 - Iterate
- 

● Your project will be assessed by:

Website
planning

20%

Ideation &
research

20%

Site usability

20%

Marketability

20%

Effectiveness

20%



● Your project will be assessed by:

Website Planning (20%): Planning of the website's structure, content, and use cases to ensure that the website could support support findability of desired information and functionality.

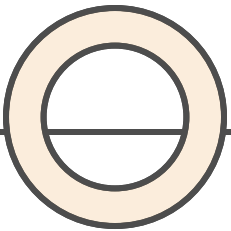
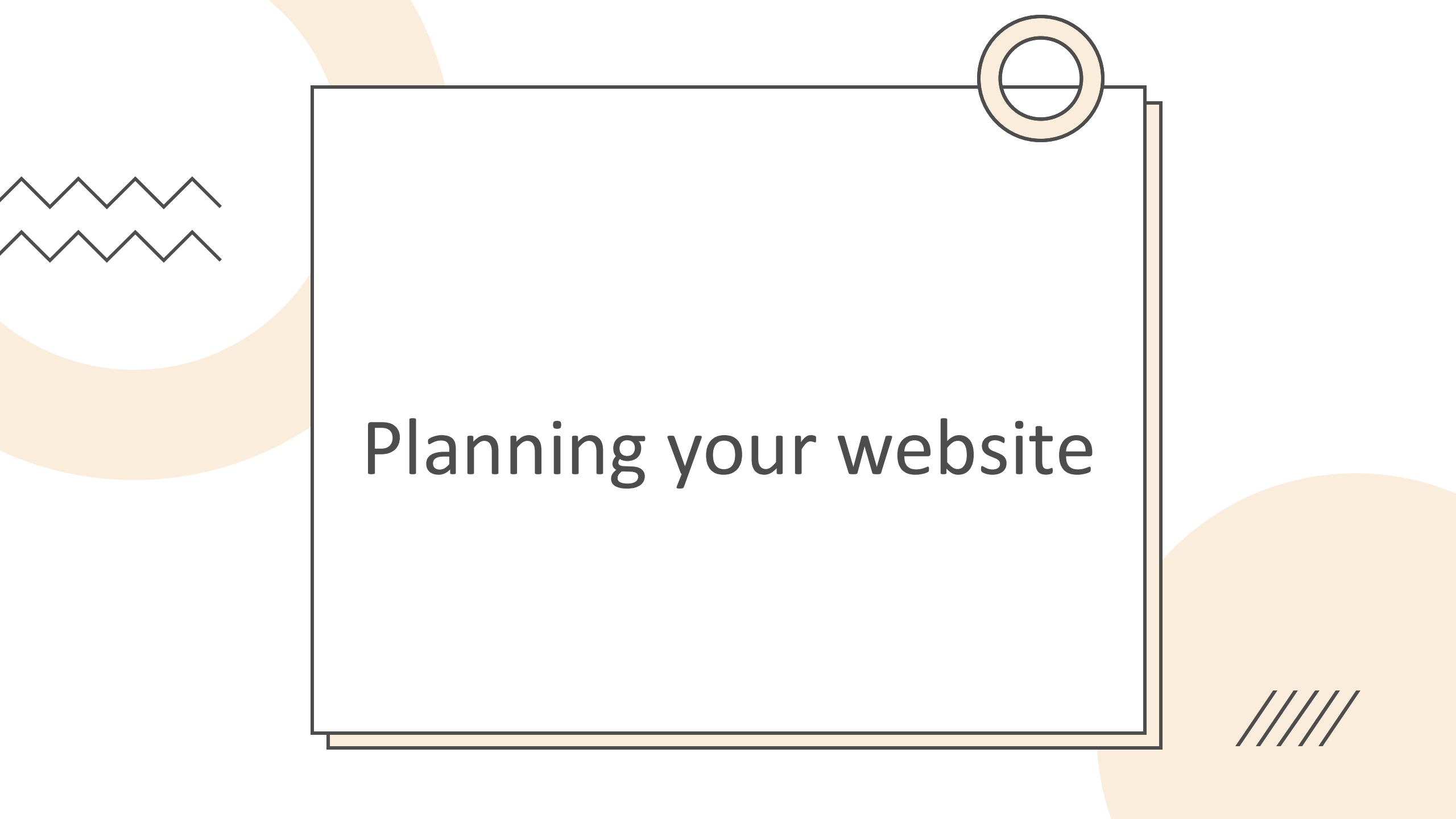
Ideation & Research (20%): Thorough research of users' needs and painpoints. Generation and validation of ideas by the methods of prototyping and user testing.

Site Usability (20%): Design of the site's interface to make sure that users find it intuitive to use the website without much learning.

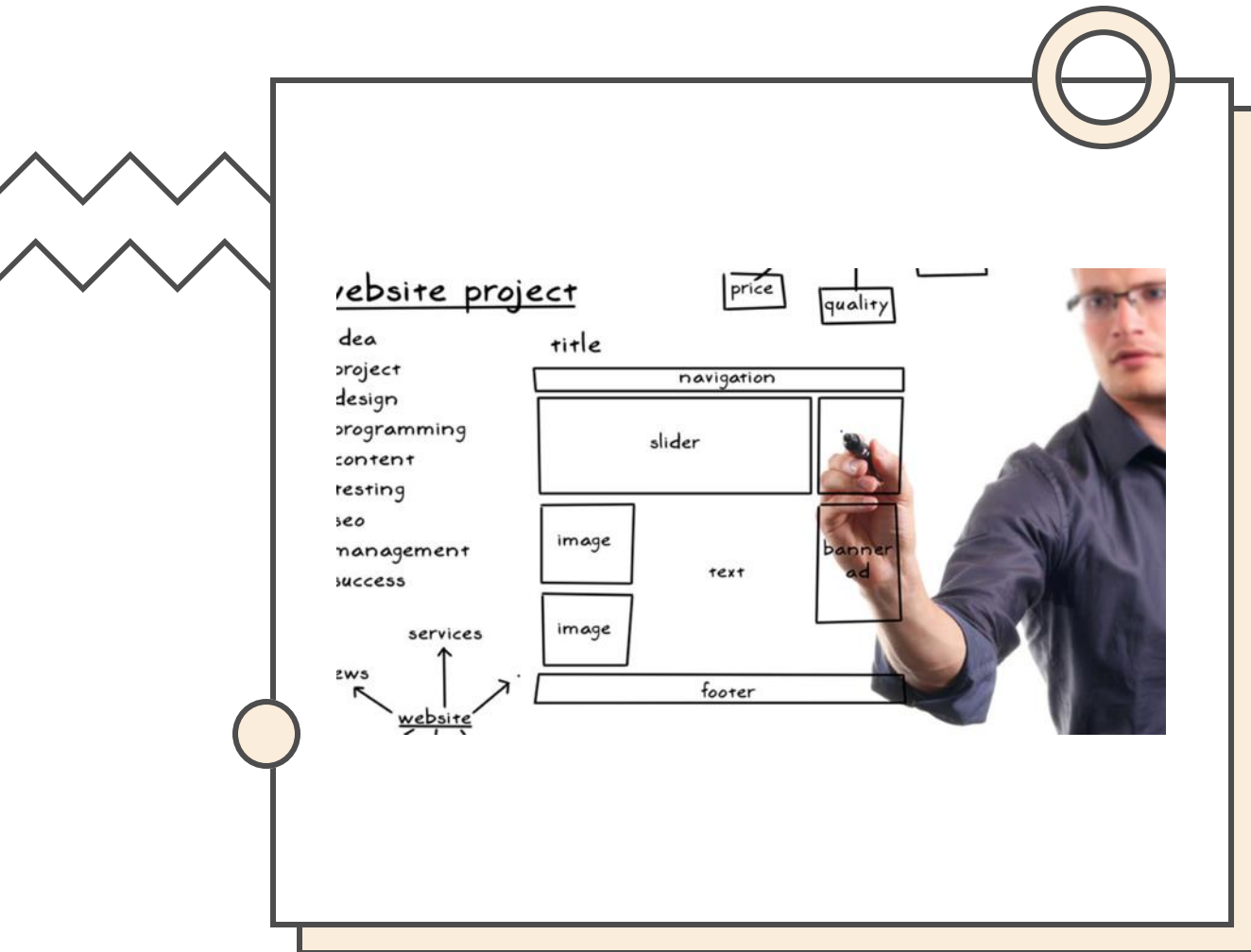
Marketability (20%): The potential of your product find it market fit with the consideration of competitors and the product's profitability.

Effectiveness (20%): The effectiveness of the product in meeting the target users' expectations and needs.





Planning your website



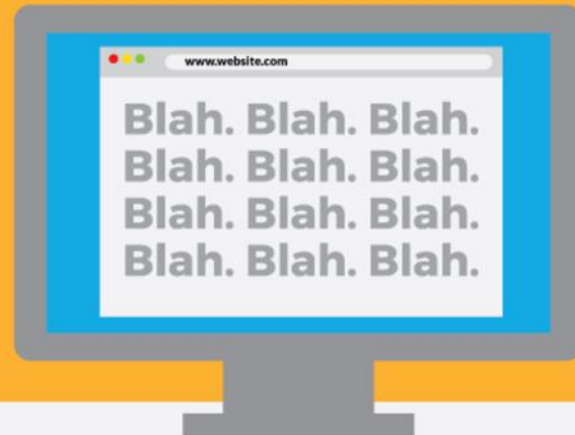
Why website
planning is
important?



On the average web
page, users will
read at most

28%

of the words during
an average visit;
20% is more likely.



The average page
visit lasts less than
a minute and users
often leave web
pages in just

10-20 SECONDS



- Important questions before planning a website

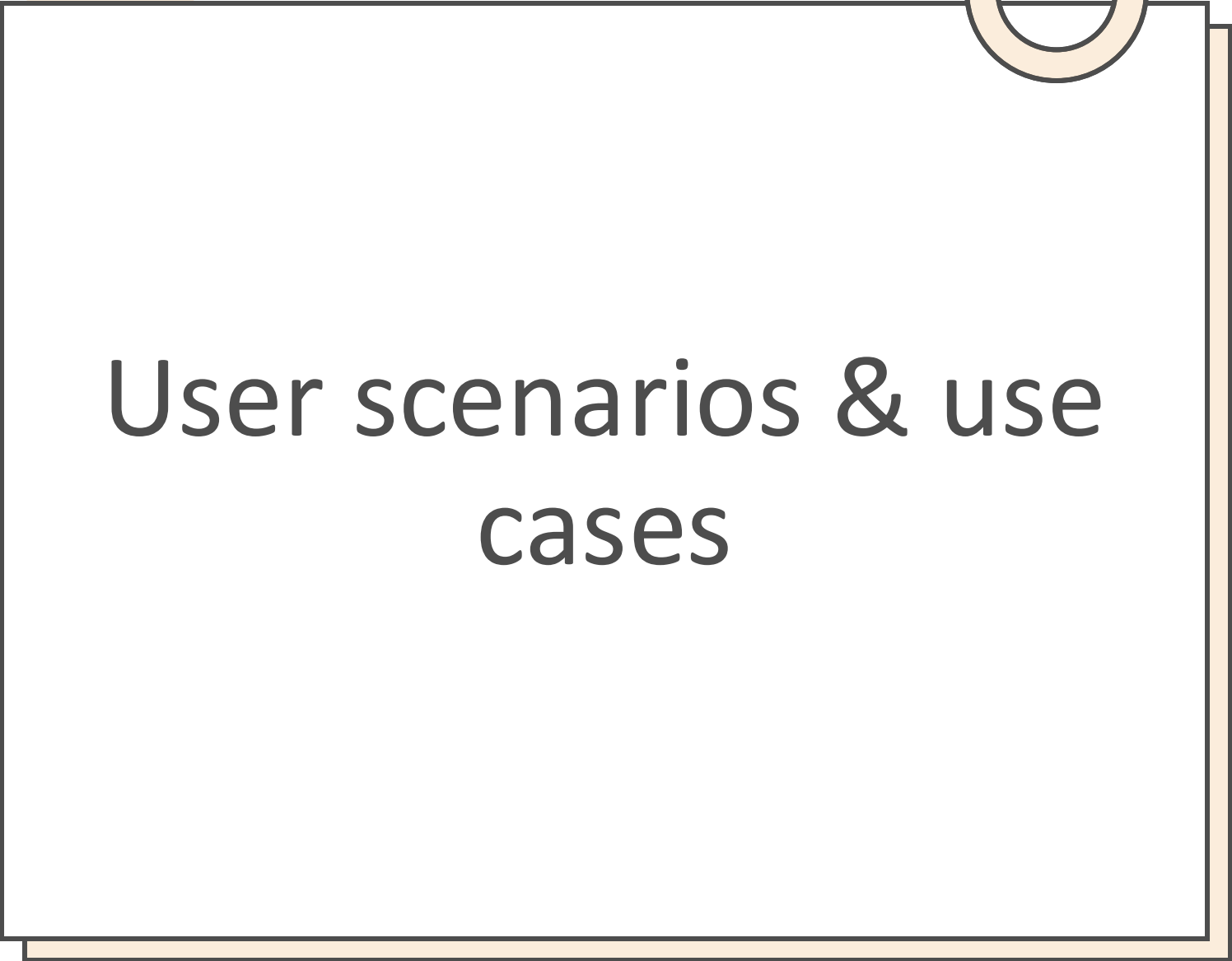
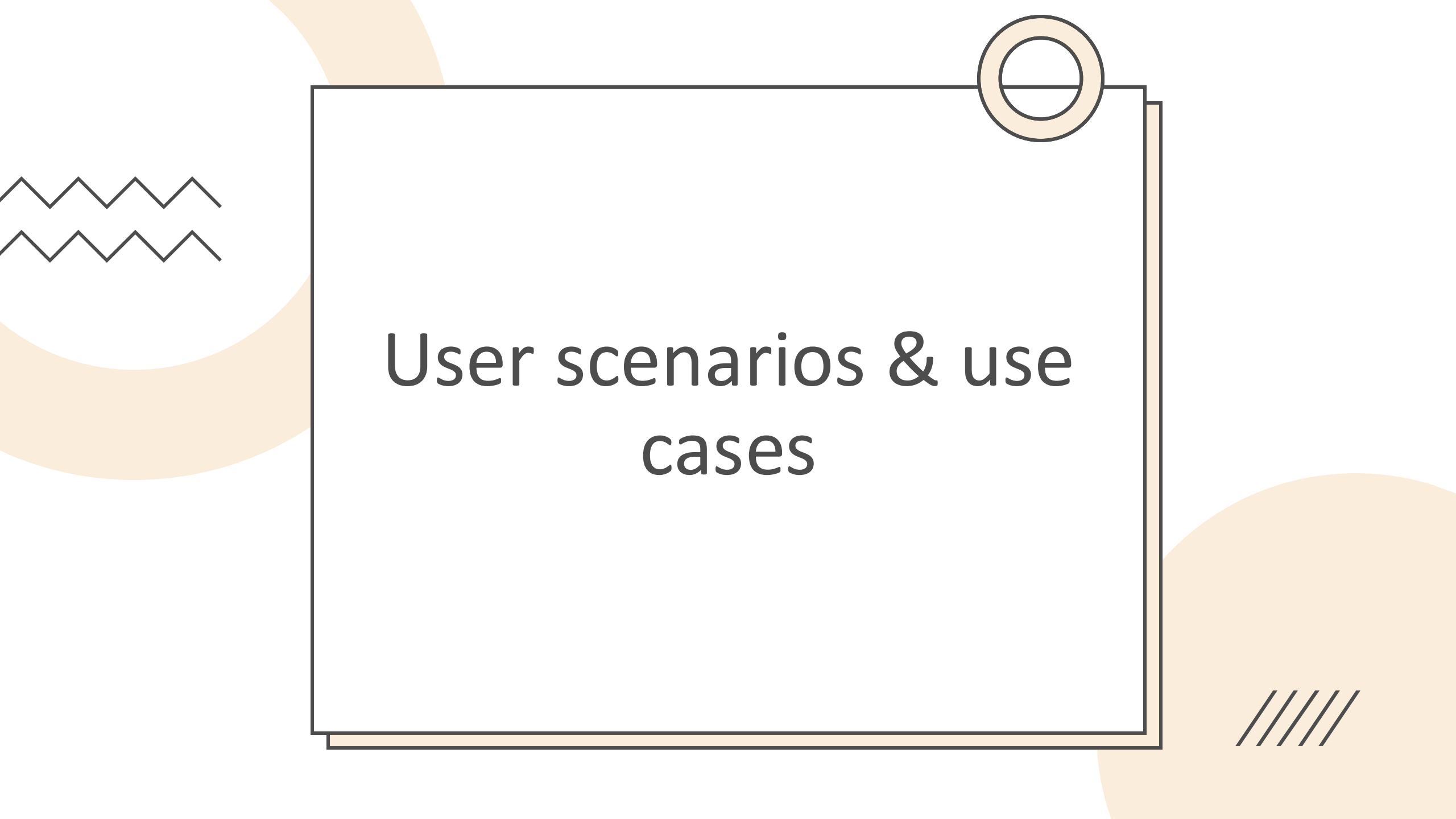
WHO

are going to use the
website?

HOW

are they going to use the
website?



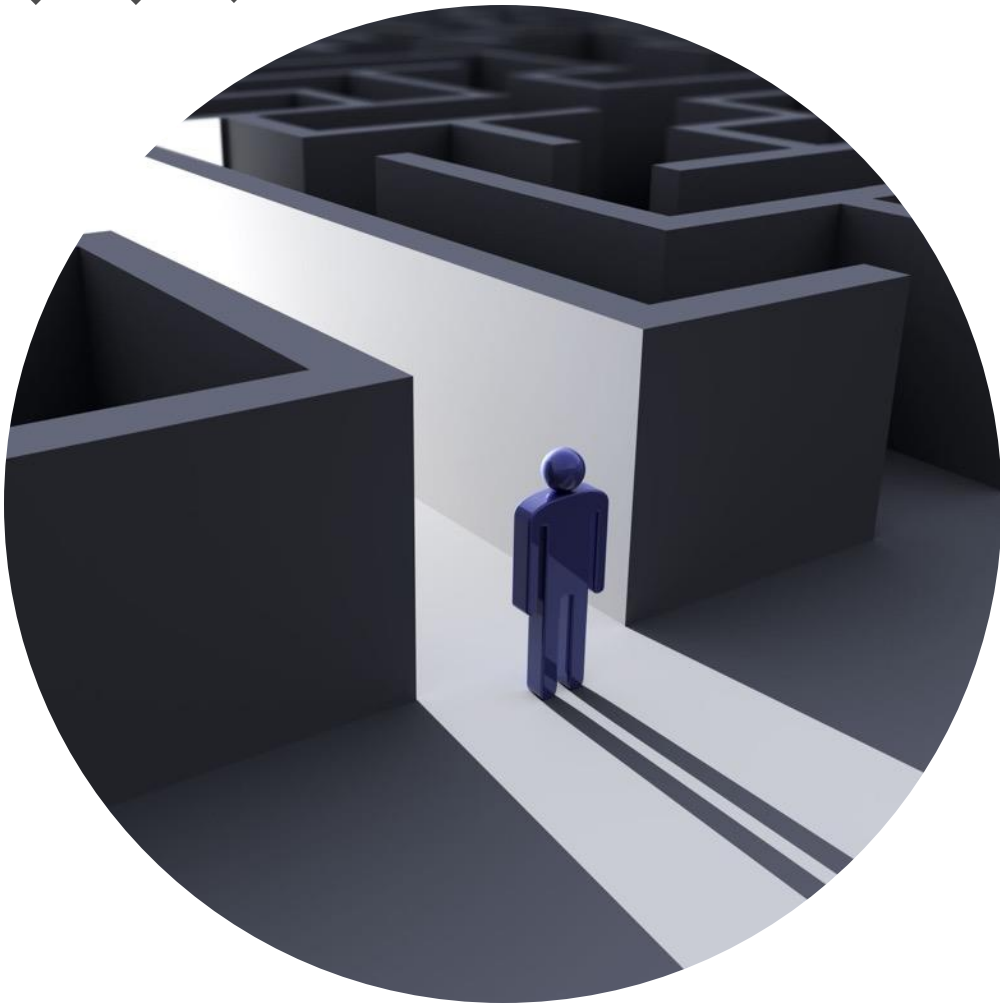


User scenarios & use cases



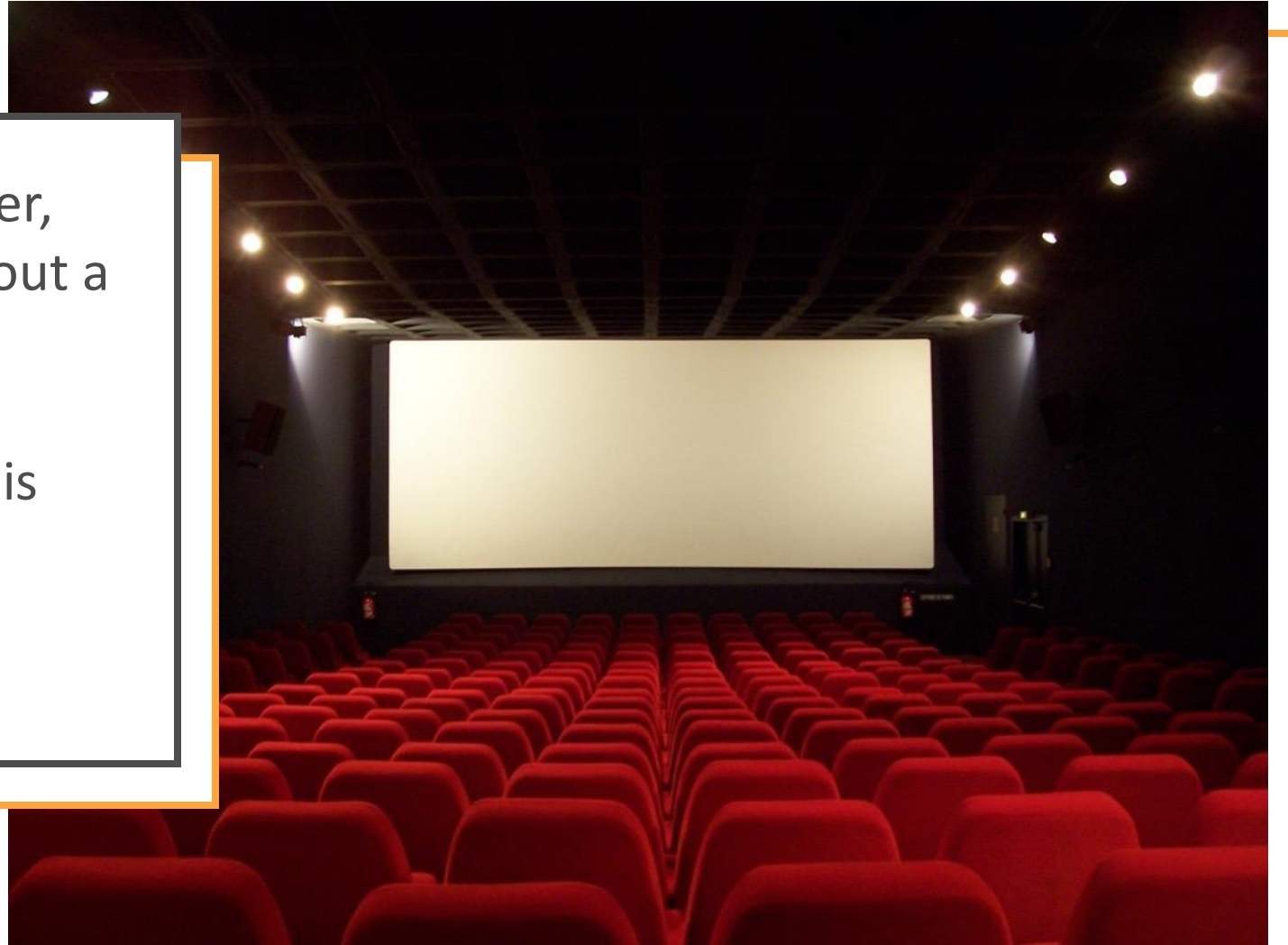
User scenarios

- a short story about a person or people
 - Doing something
 - Having some kind of goal, desire, etc. in mind
 - In a particular context/situation





Tim, an avid movie goer, has recently heard about a new movie from his favorite director. He decides to research this movie online to learn what it is about.



Scenario examples





Scenario examples

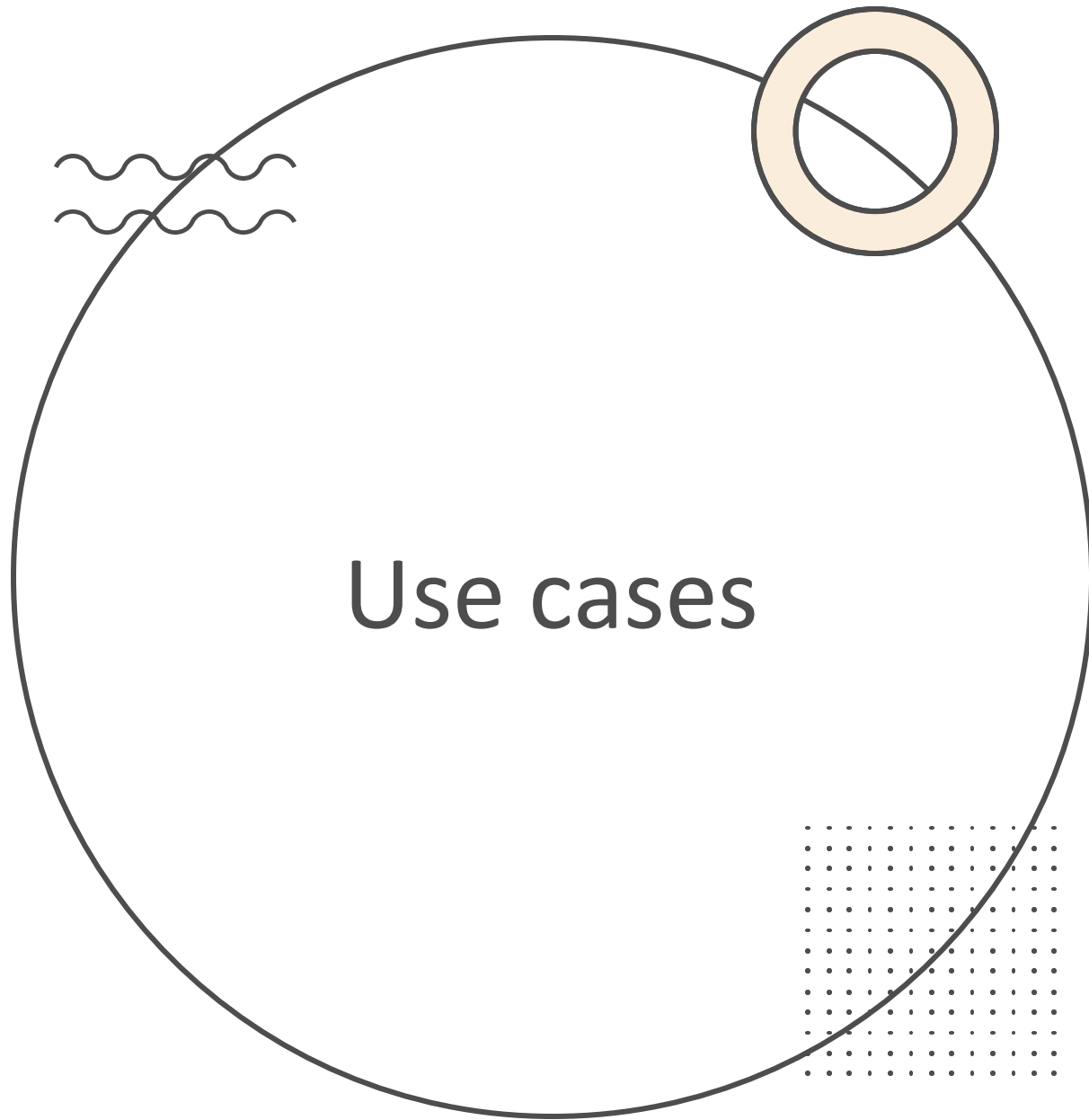
Jenny just got out of a long meeting and has a few minutes to see if her flight is still on time.



● Components of a good user scenario

- Creates context for an interaction
 - Motivation
 - Expectations
 - Gear, location
- Does not include system-specific details





- A description of how a user and system interact to complete a task

● Use Case Example – Getting money from ATM

1. The use case begins when Bank Customer inserts their Bank Card.
2. Use Case: Validate User is performed.
3. The ATM displays the different alternatives that are available on this unit. [See Supporting Requirement SR-xxx for list of alternatives]. In this case the Bank Customer always selects "Withdraw Cash".
4. The ATM prompts for an account. See Supporting Requirement SR-yyy for account types that shall be supported.
5. The Bank Customer selects an account.
6. The ATM prompts for an amount.
7. The Bank Customer enters an amount.
8. Card ID, PIN, amount and account is sent to Bank as a transaction. The Bank Consortium replies with a go/no go reply telling if the transaction is ok.
9. Then money is dispensed.
10. The Bank Card is returned.
11. The receipt is printed.
12. The use case ends successfully.



● Differences between use case and user scenario

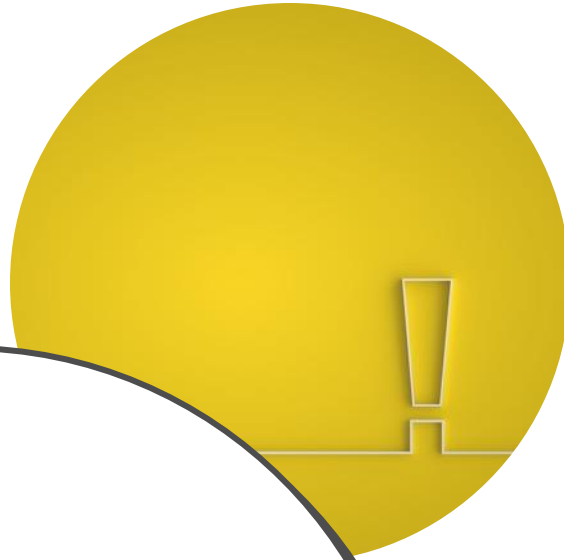
User scenario

Tim, an avid movie goer, has recently heard about a new movie from his favorite director. He decides to research this movie online to learn what it is about.

Use case

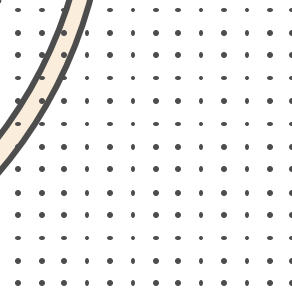
He opens a web browser to view IMDB.com and enters his favorite director's name. A list of results come back sorted by popularity, along with recent or popular movies of the director that most closely matches his search query. After selecting the director's new movie, he is please to get lots of information about the new movie.





Exercise:

Identify the use case
and user scenario of
your group website



- Identify
 - One use case
 - One user scenario
- for your group's website
- Think about WHO will use your website, WHEN will they use it, WHAT will they use it for
 - Work individually, no need to get into group now



So we have the use case and
user scenario now,
what's next?

● User flows

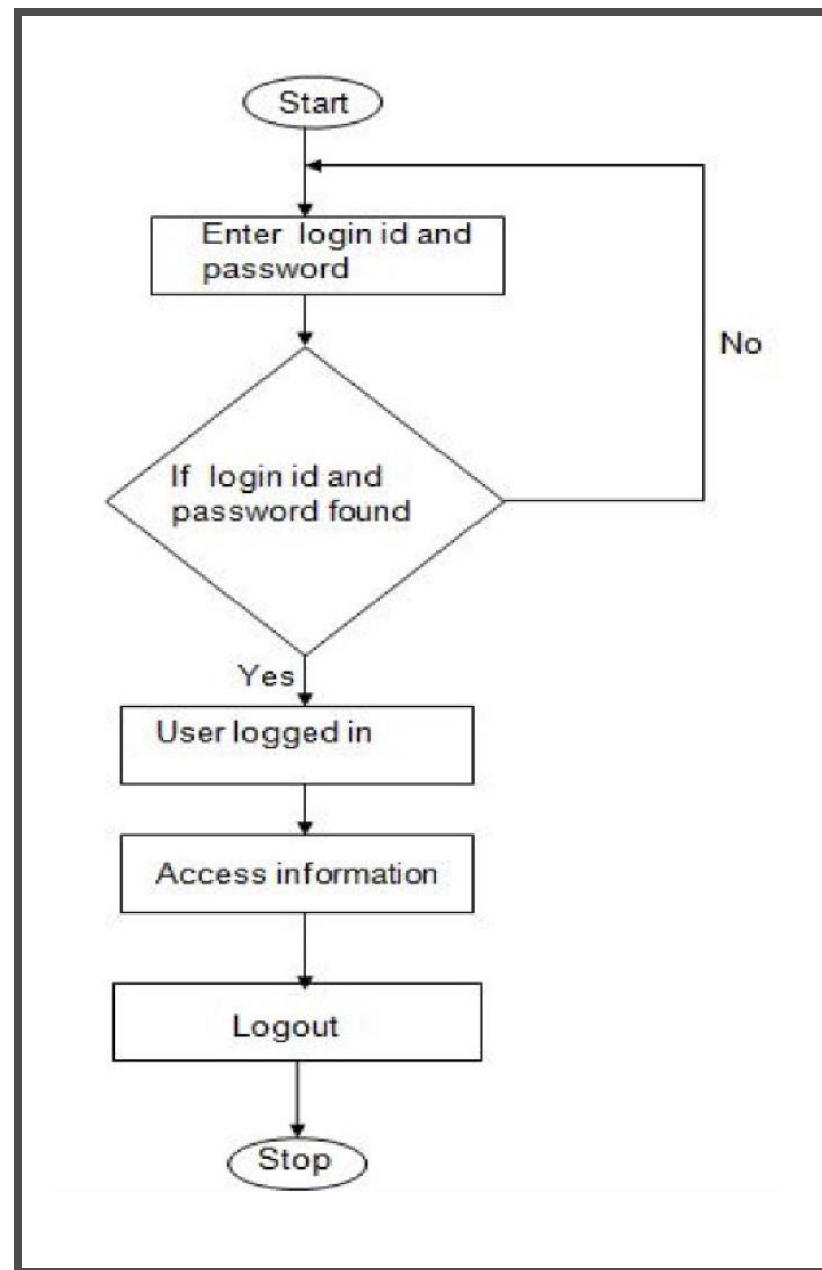
- Shows **how** users go from point A to point B
- Another way to show the use case
- A **step-by-step flow** through a single user task
- Examples:
 1. Kerry sends money to her roommate for bills.
 2. Kerry's roommate accepts money.
 3. Kerry receives confirmation and receipt from the system.

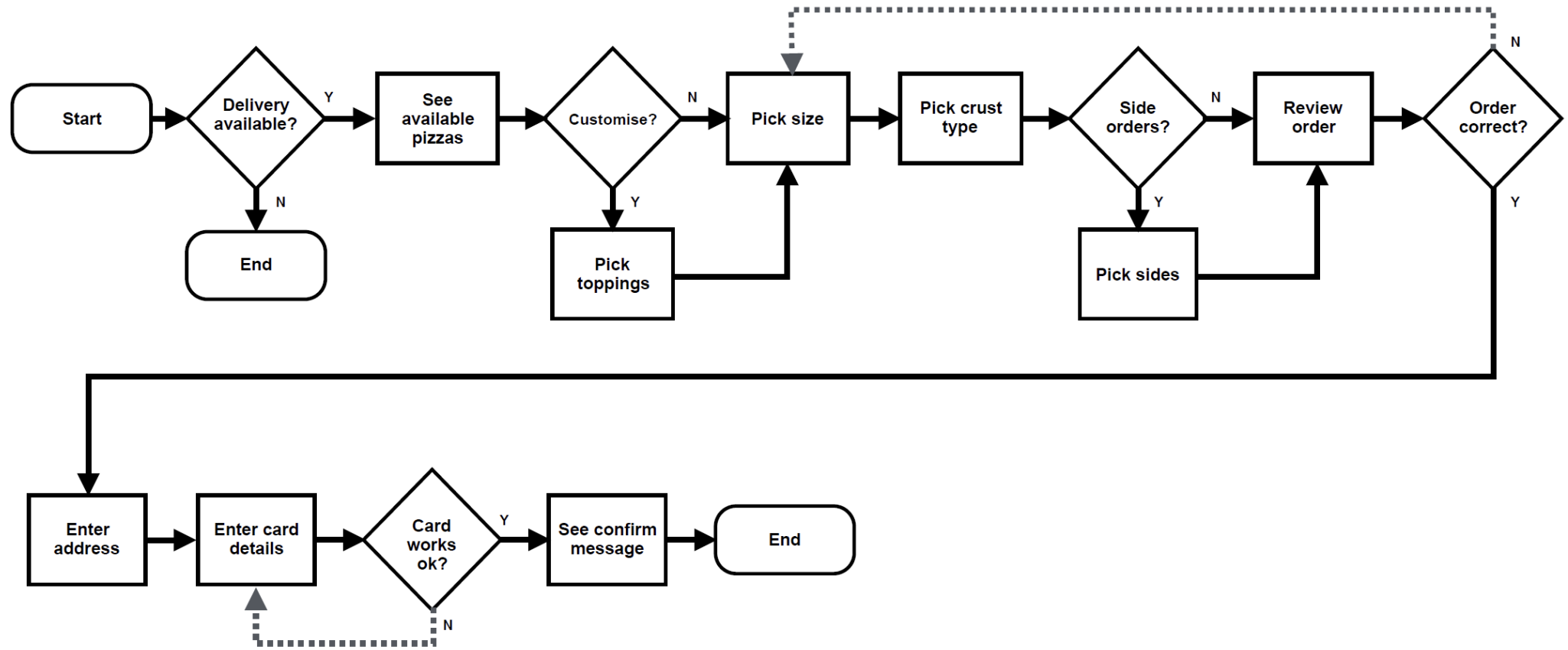




Events

Options





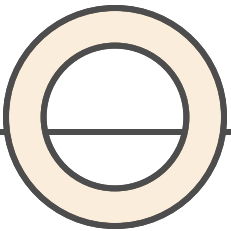
● User flows help by ...

- Thinking through a task
- Discovering potential problems in the flow of an activity
- Identifying the elements and screens you need for the design
- Getting stakeholders on the same page

It's easier to adjust/iterate early in the design phase as opposed to the end of the design process

However, it may not be needed if the website is too simple or does not intend to get users to do a specific task





Navigation & sitemap





If you think one use case is enough, then you can skip this part, but if you don't, you need to build a structure for your website, and that's why we need better navigation



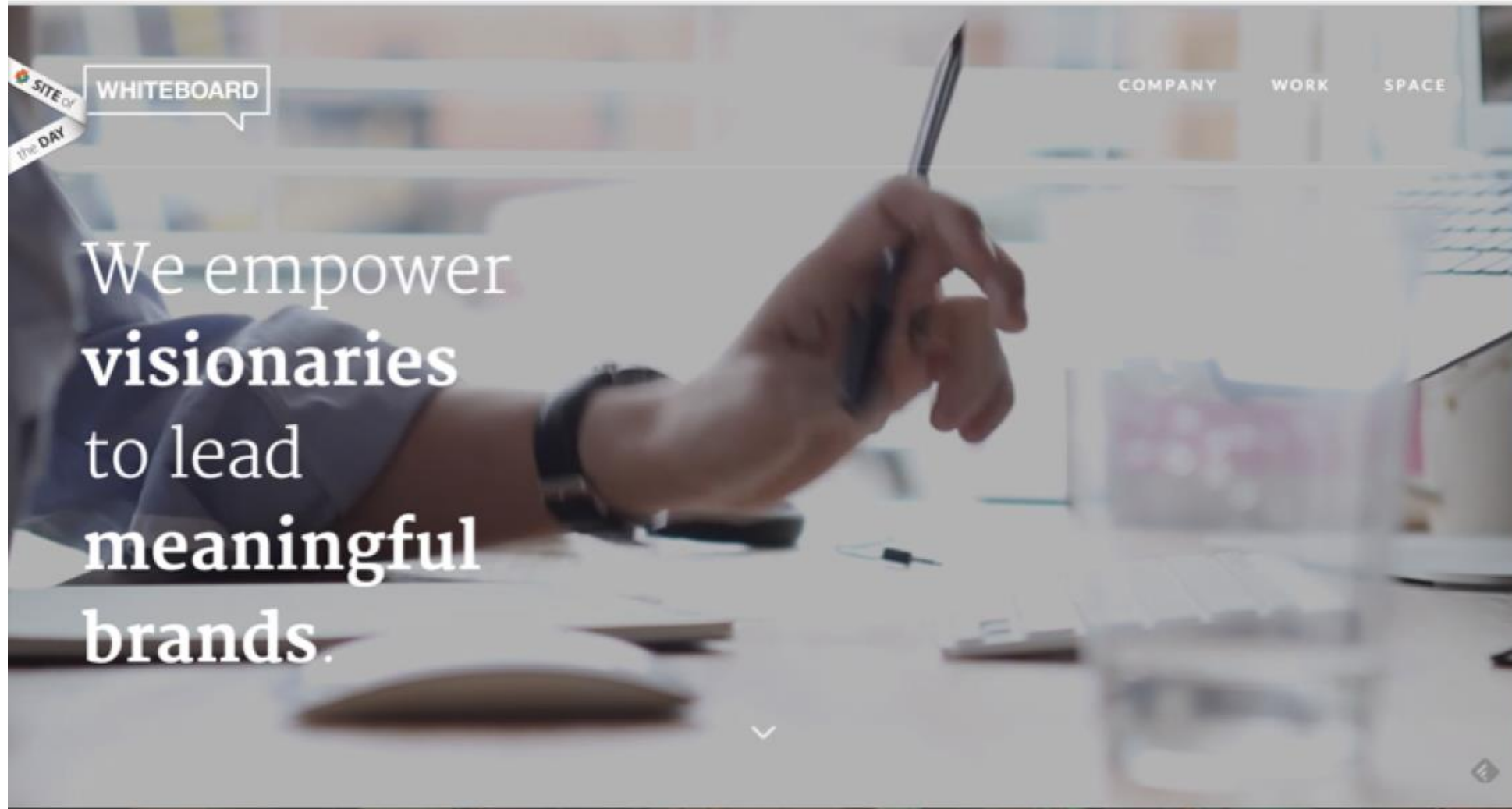


What is
navigation?



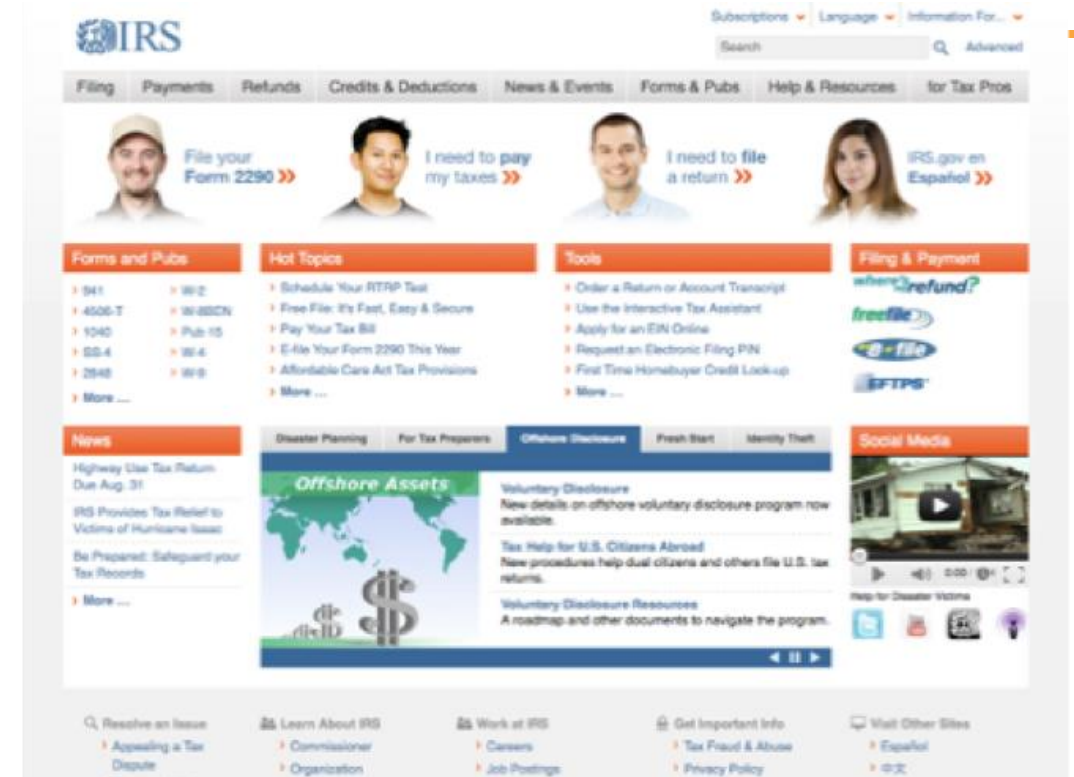
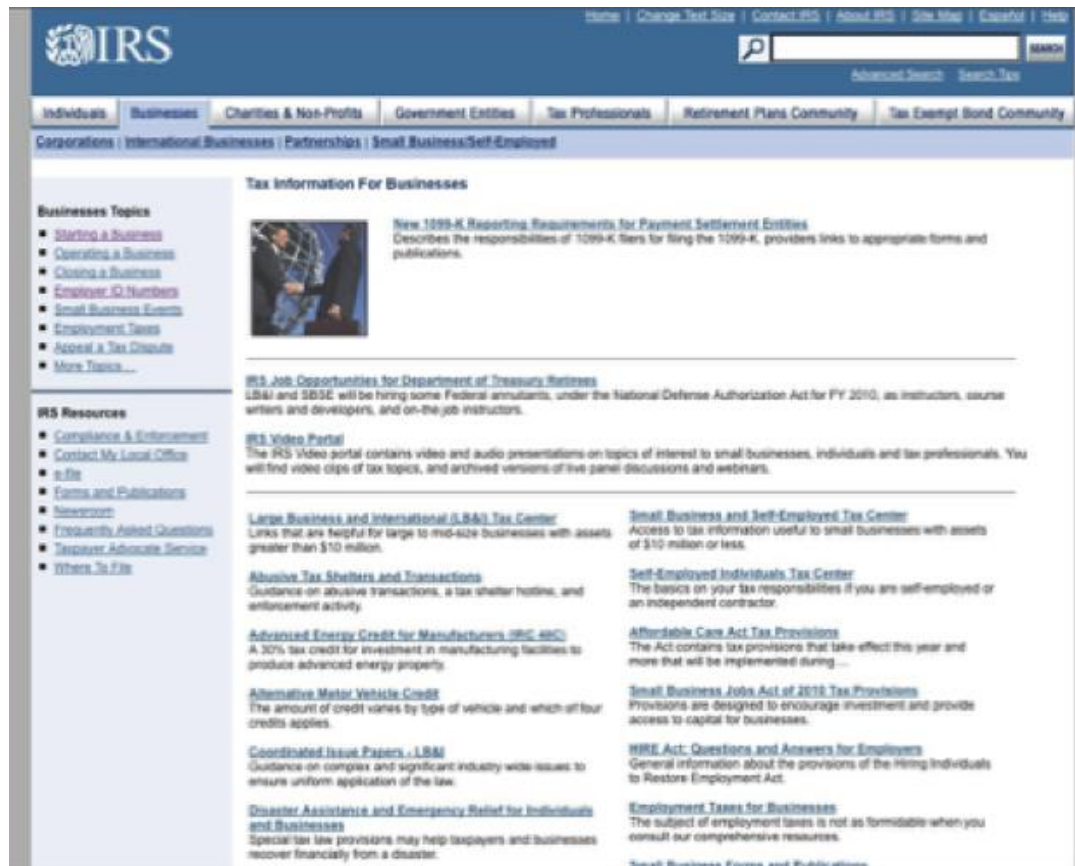
What is navigation?





What is navigation?





What is navigation?





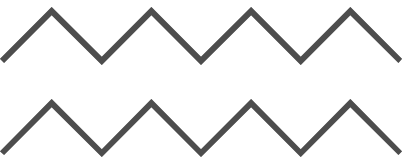
Navigation

is how you move
around

Orientation

is how you know
where you are.





Navigation principles



Unambiguous wording

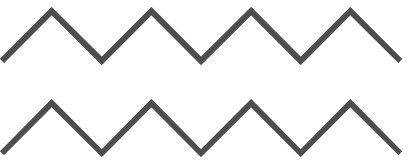
Clear structure of information

Comprehensive, yet concise

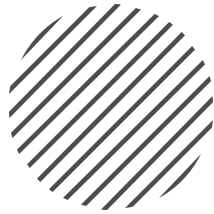
Familiar

Persistent, yet unobtrusive

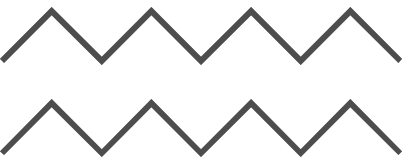
Be a guide, not a map



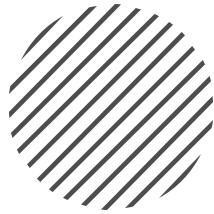
Unambiguous wording



- User should be able to independently assess what something links to
- Creative labels are the **enemy**
- Don't assume your users are clever
- Don't assume you are clever, either!



Clear structure of information

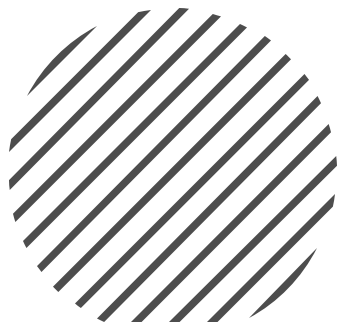


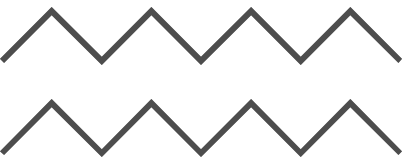
- User should be able to independently assess how the links are organized
- This is where **taxonomy** comes into play
- Consider:
 - How much detail?
 - How many levels?



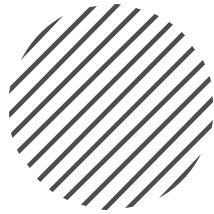
Comprehensive, yet precise

- Keep the primary navigation high-level
- Suggest the entirety of the site's content without spelling it out
- **Acid test: can a user glean the scope of the entire site from the primary navigation links?**



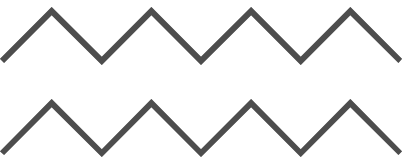


Familiarity

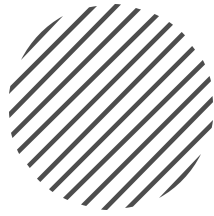


- Use familiar conventions
 - with structure
 - in wording
- Again, nav is usually not a good place to get creative
- The **obvious** is usually the best

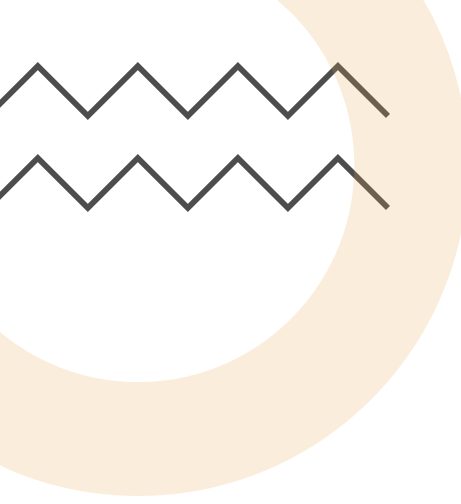




Persistent, yet unobstrusive

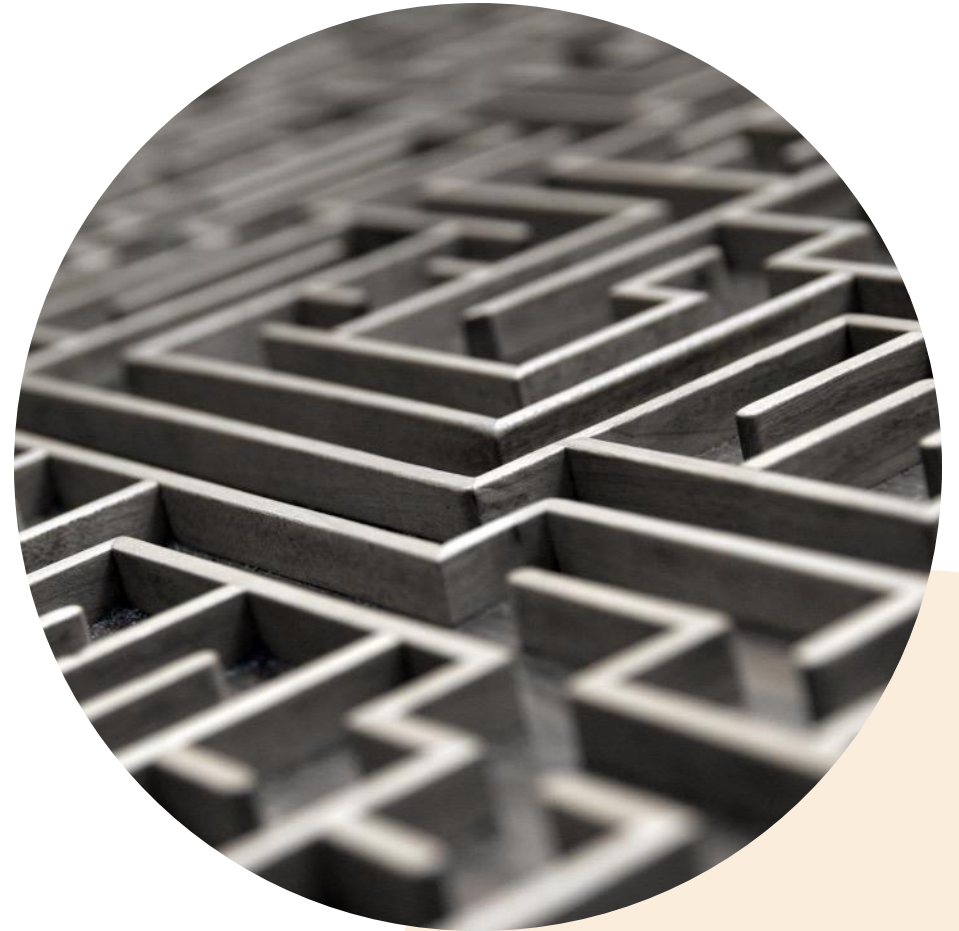


- The user should always know where he / she is (**orientation**)
- It should be intuitive to the user to get where he/ she needs to go (**navigation**)
- The nav shouldn't disappear or change
- If the user never thinks or notices the nav, you've succeeded



Be a guide, not a map

- Don't just give the user options — **help them choose**
- Be wary of providing too many choices
- Your job is to set the priorities based on the user perspective





Navigation best practices

Your website is a conversation

Avoid mystery meat

Leave things out

Keep the design simple

Keep depth in check

Keep breadth in check

Hierarchy vs search

● Your website is a conversation

- **Anticipate** the questions that users will have when they land on your site and start interacting with the content.
- Design your navigation to help people answer these questions.
- (This also goes for other UX copy on your site or app)





Kelley Blue Book The Trusted Resource®



ZIP CODE: | Sign in (or Sign up)

[home](#)

[car values](#)

[cars for sale](#)

[car reviews](#)

[awards & top 10s](#)

[research tools](#)

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I want to...

[Price New/Used Cars](#)

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Will this be the year you join the 40 mpg club?
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6 of 6



10 Coolest Cars
Under \$18,000



10 Best Car Deals of
the Month



Cars in the 40+MPG
Club for 2013



New Car Prices

[By Category](#)

[By Make](#)

[By Toyota](#)



Sedan



Wagon



Crossover



Luxury



Coupe



Hatchback



SUV



Hybrid



Convertible



Pickup



Van/Minivan



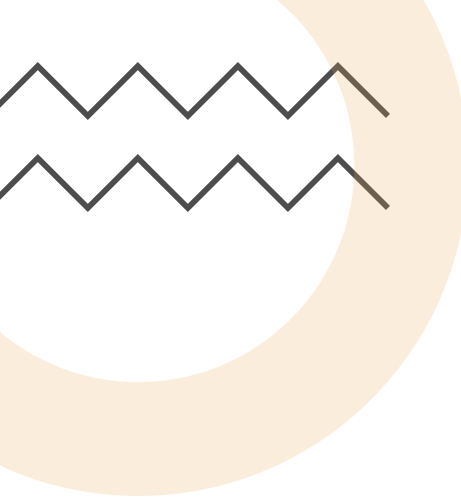
Electric



Advertisement

[Why ads?](#)





Avoid mysterious meat

- **Don't make them guess!**
- Mystery Meat = navigation items that don't indicate their destination until the user interacts with them (usually by hovering)
- It's bad for everyone, but particularly people using assistive technology
- Also likely to negatively impact SEO

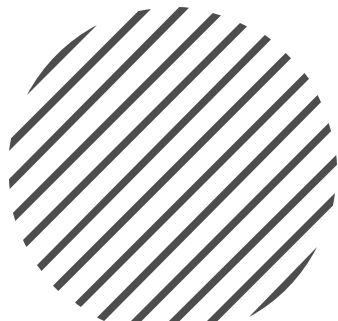


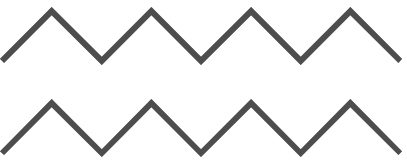




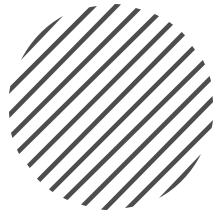
Leave things out

- Less is more
 - What's not there is just as important as what is
 - Laying out all the options is not enough and is often counterproductive
 - Your job is to **organize and prioritize** them for the user
 - Humans can only process a certain amount of information at once



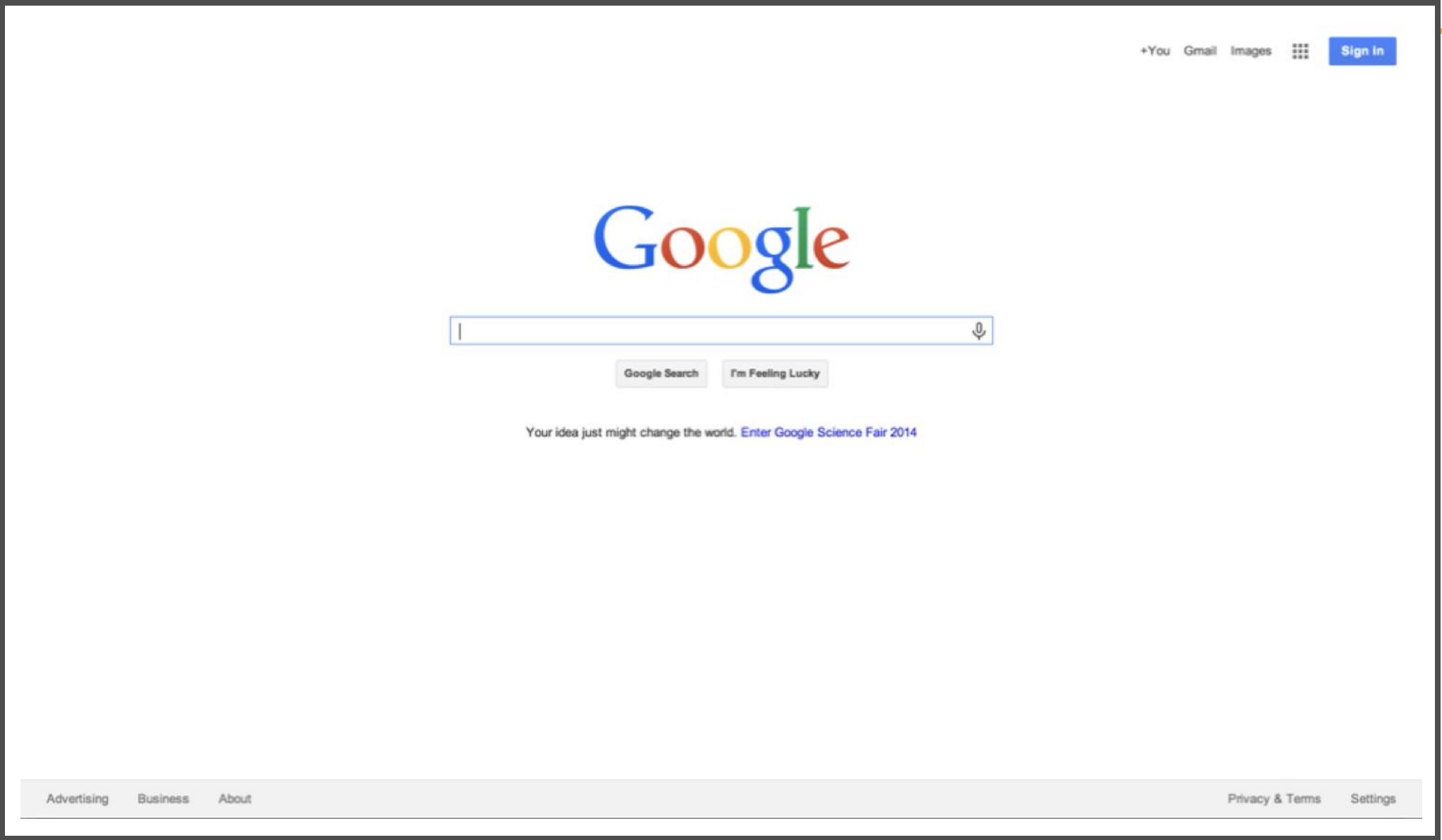


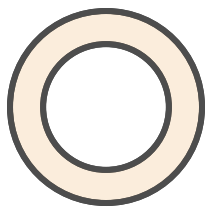
Keep the
design simple



- Use familiar conventions as much as possible
- The nav is usually not a good place to get creative
- Try to avoid fancy/complex interactions
- Simple and unbreakable is good





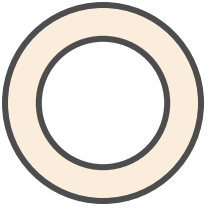


Keep depth in check



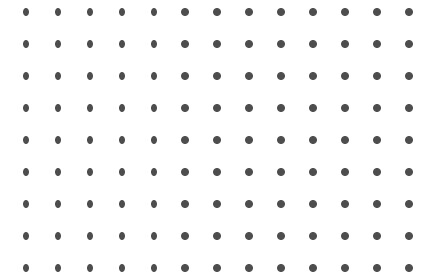
- How deep?
 - Short answer: as few as possible
- Rule of thumb: **no more than 3**
- If you find yourself with more than tertiary nav, consider restructuring your info or using alternative navigation option





- Too many options can be overwhelming
- General rules of thumb
 - About 3-6 for top level
 - Up to 10-12 for lower levels

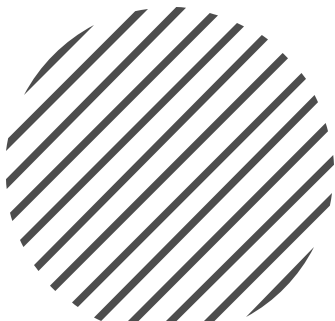
Keep breadth in
check

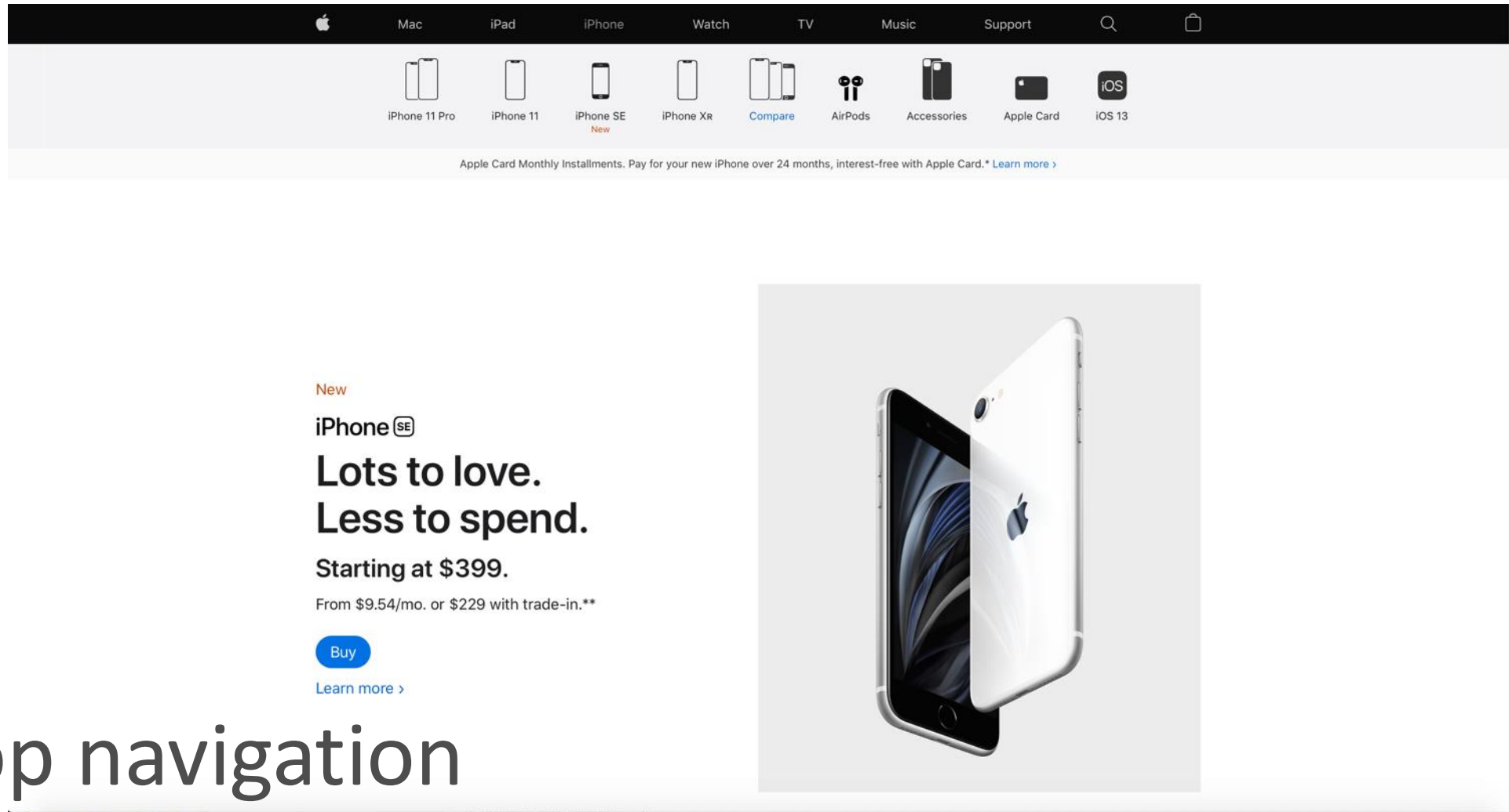




Hierarchy vs search

- At a certain size of content, the hierarchy is too complex to manage and search will be the preferred method of getting around, e.g.:
 - Amazon
 - Google vs. early Yahoo
 - ebay
 - Taobao

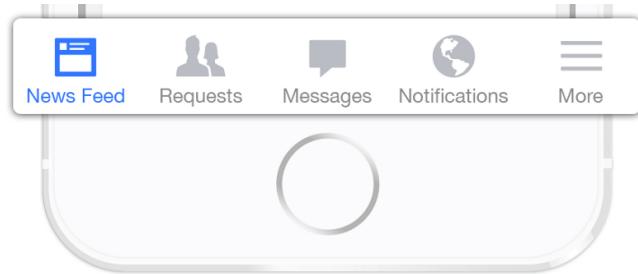




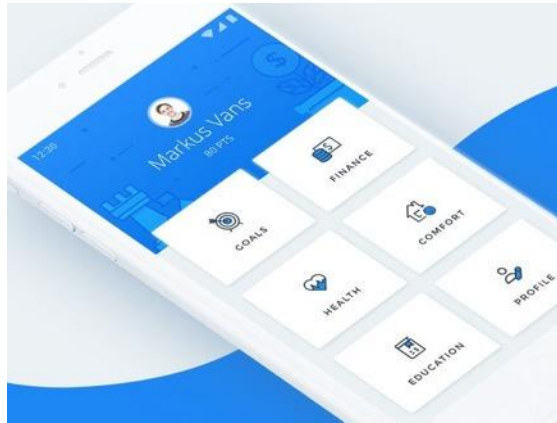
Desktop navigation



Tab bar



Dashboard



Hamburger menu



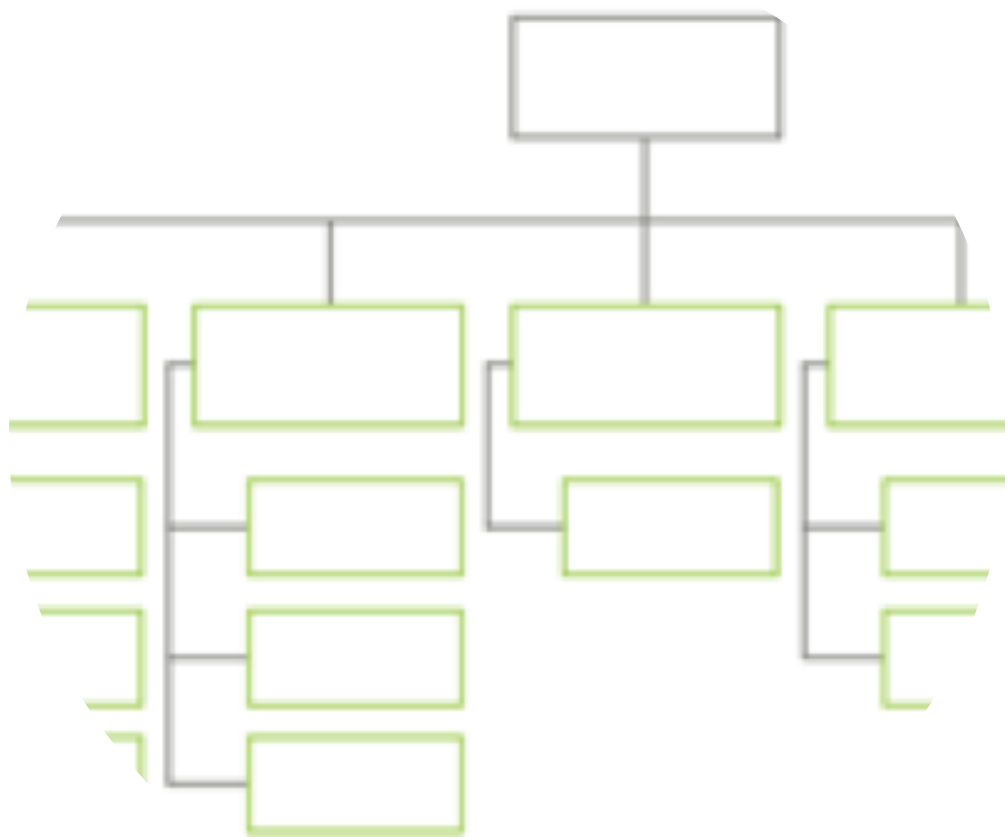
Mobile navigation





What is a sitemap?

- It's a chart defining the structure of information

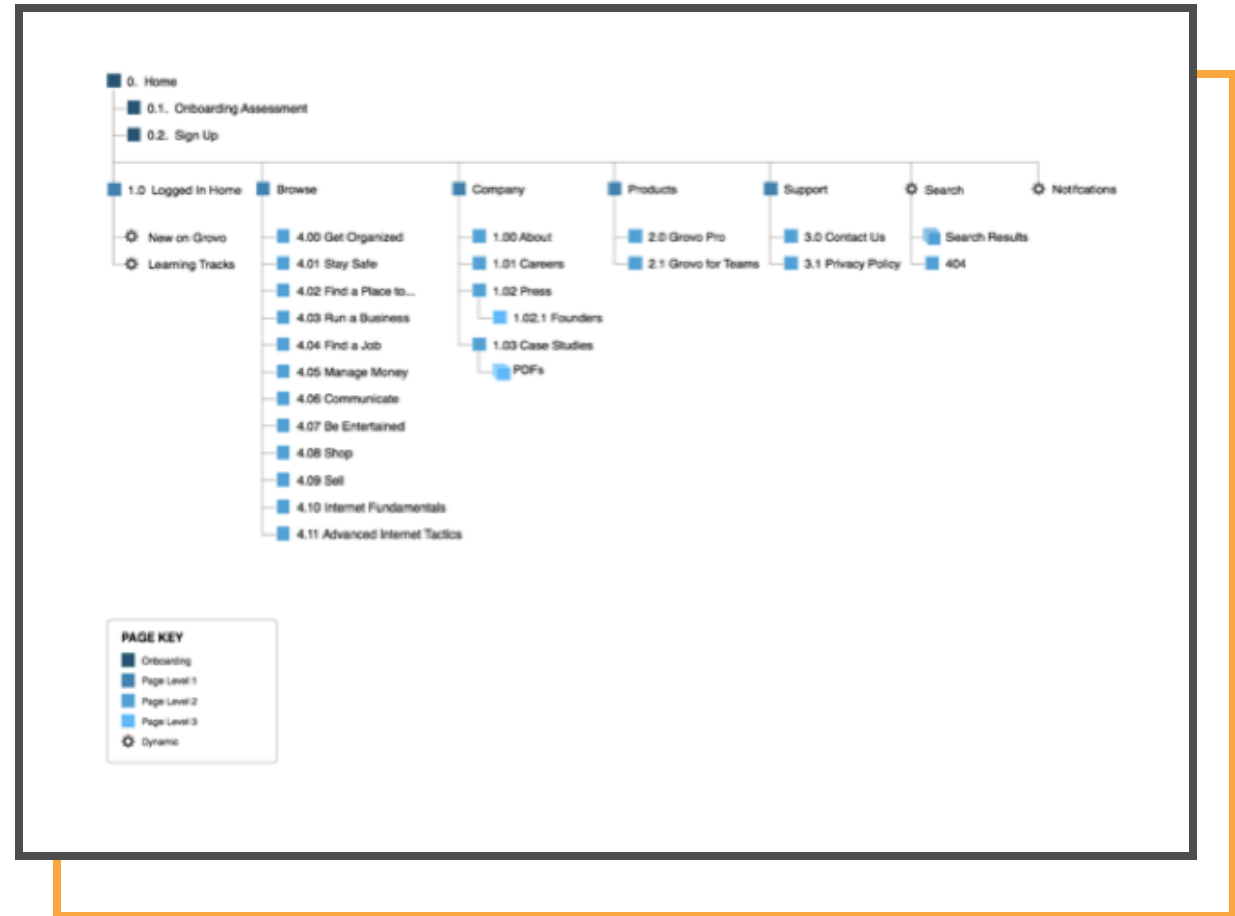


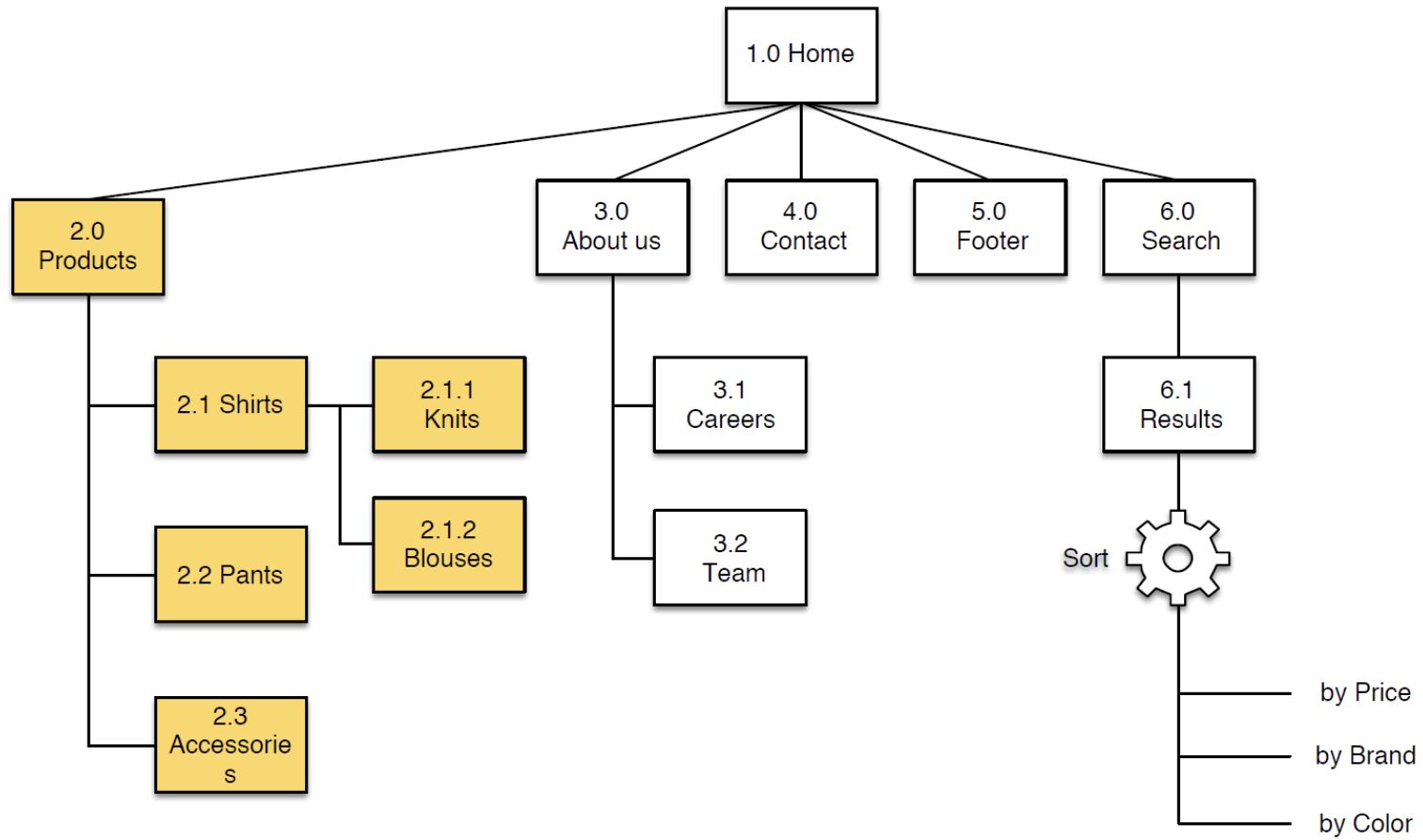
tern



What does a sitemap show?

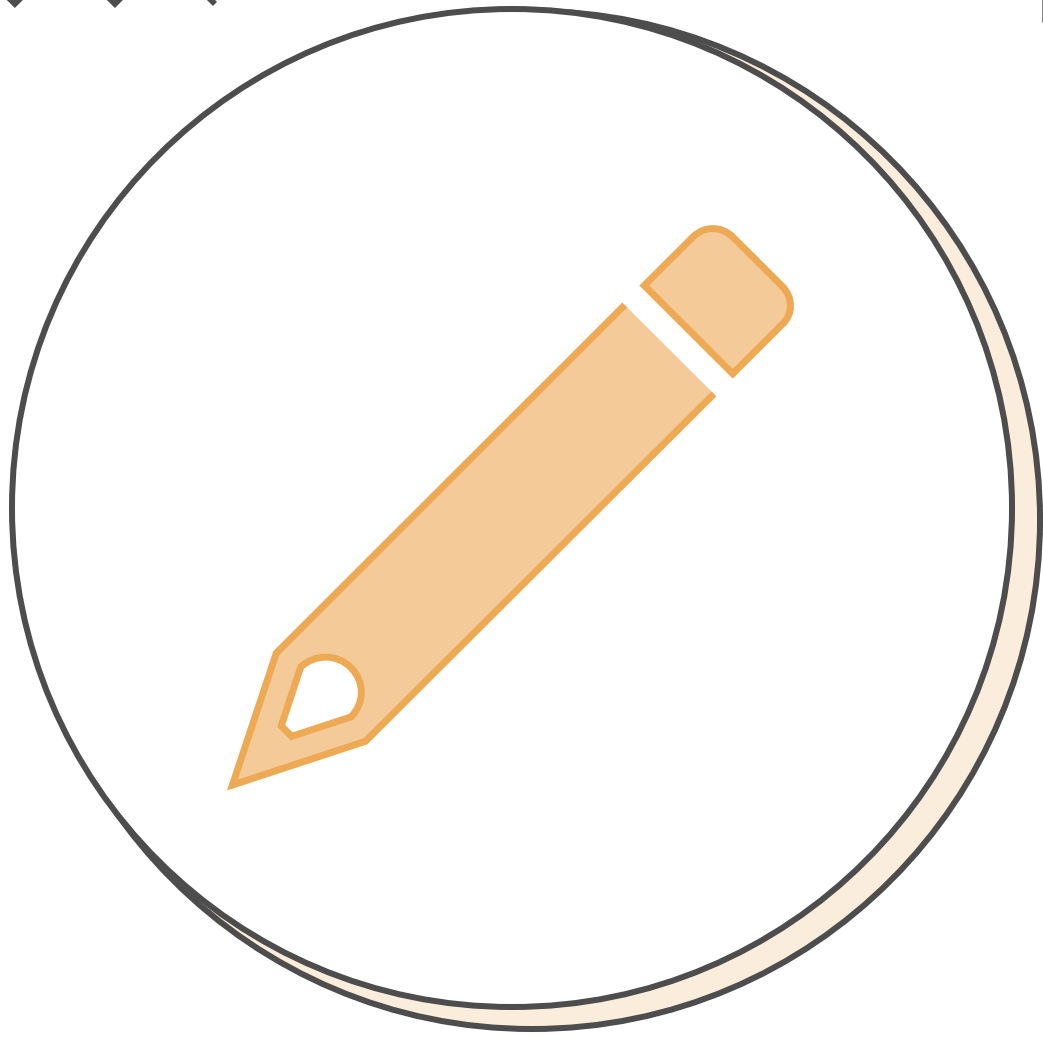
- Content scope/inventory
- An overview of large information structures
- Relationships between content
- Various taxonomies or navigation designs



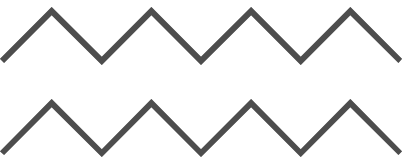




How to make a sitemap?



- **Sketch** — pencil and paper, using boxes and lines
- **Digital text** — using paper, word processor, or spreadsheets
- **Digital tool** — using digital tools like OmniGraffle/Visio, Keynote, PowerPoint, Axure, Draw.io, Illustrator to draw boxes and lines



Tips for making sitemaps



Numeric notation helps refer to pages on the sitemap (unique identifiers)



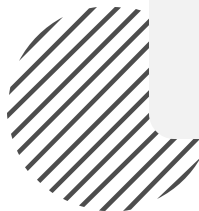
Labels and ordering are often important

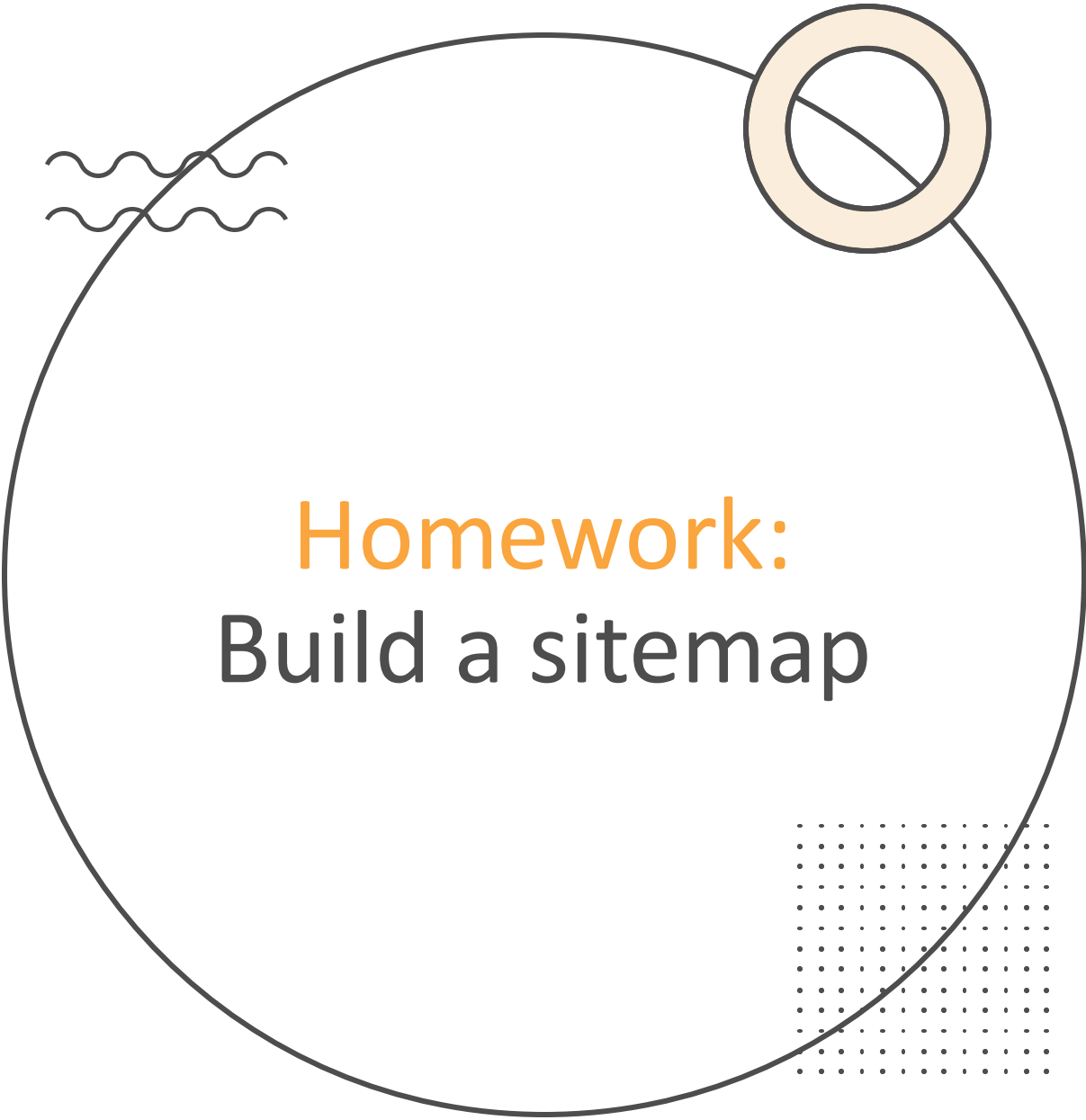


Possibly separate documents (files, pages, tabs) for different levels



It might make sense to separate the primary sitemap from the ancillary (footer) links





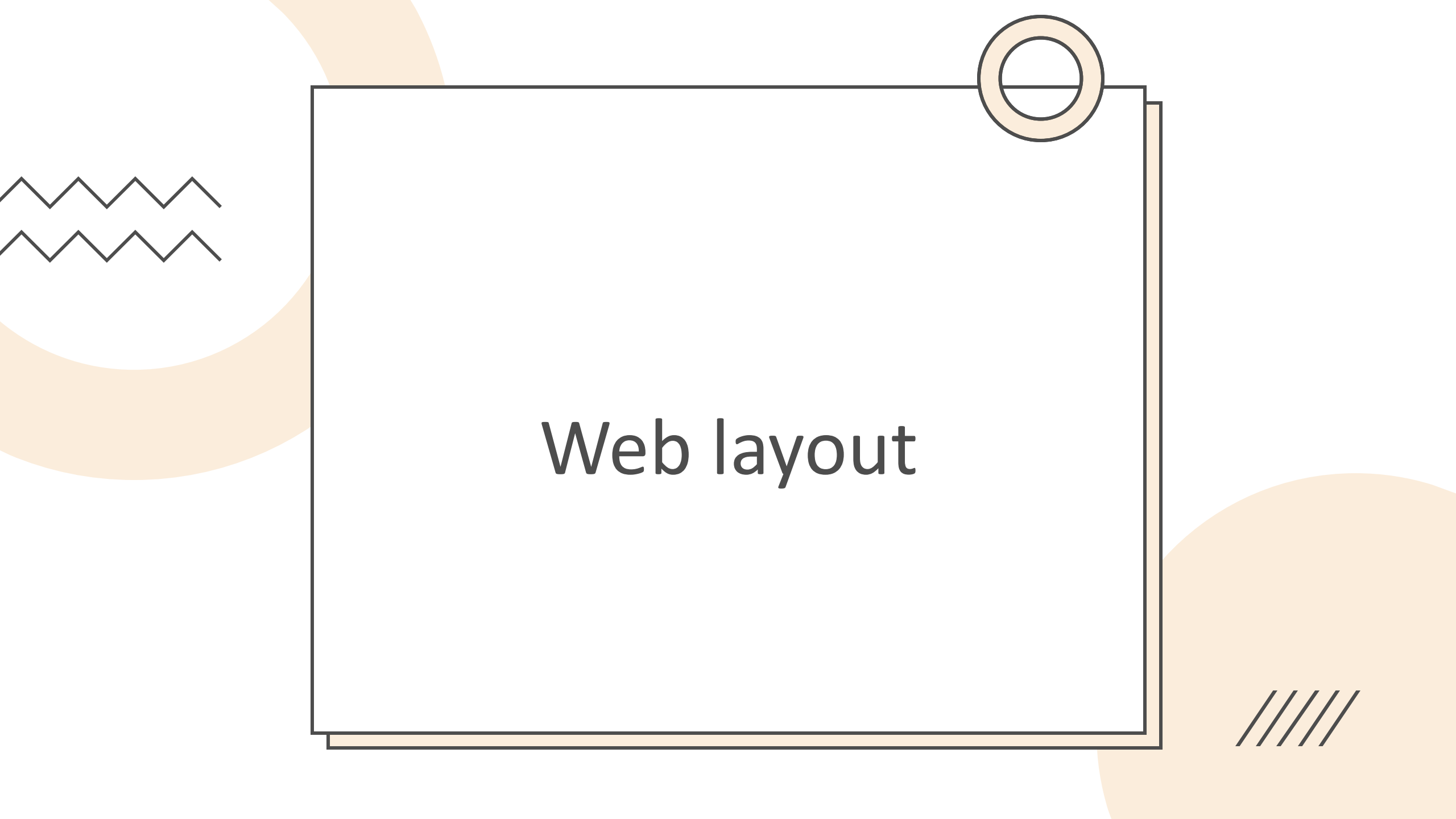
Homework: Build a sitemap

- Based on the use cases identified, plan a sitemap for your group website
- There is no specific format to follow, just to make sure that it shows the relationships between pages clearly
- Submit it to my email: gordonlee.cityu@gmail.com
- Make sure that you include your user scenario and use case in your email
- Due: Oct 23 (next lecture)



Before going to build, there are
some more we need to cover...





Web layout

● What is layout?

“Page layout refers to the arrangement of text, images, and other objects on a page.”

(Tech Terms)

“Page layout is the part of graphic design that deals in the arrangement and style treatment of elements (content) on a page”

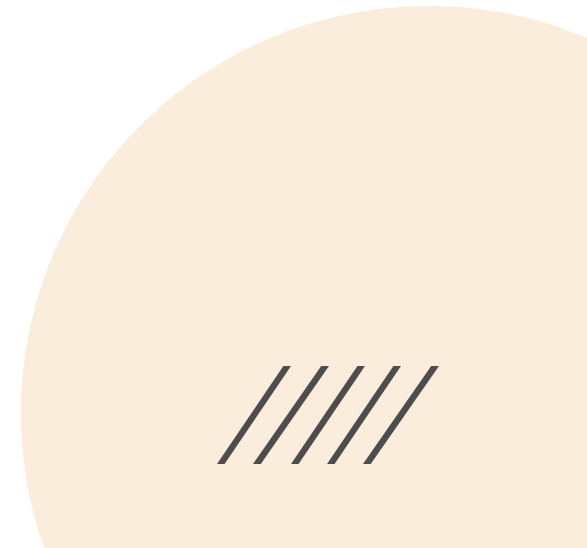
(Wikipedia)





Web layout basics

- Good layout is both an art and a science
- Layout is learnable
- Websites or apps usually consist of a series of templates
- Conventions help us design and help users understand




L'ÉCHAPPÉE LAINE

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BORD DE MER
 Le superbe châle de Petit Bout de Mai

BARBÂTRE
 Un modèle gratuit et facile à tricoter

SHETLAND FINE
 La petite sœur de Shetland 1

SHETLAND
 100% Laine cardée
 Made In France



Laine L'Échappée Laine Shetland Fine

 = 50 coloris **5,90€**

Châle BORD DE MER Française (English Included)

4,50€

Modèle de tricot - Pull Barbâtre FR

0,00€

Unorte - Laine Grosse

 = 11 coloris **4,90€**

Satisfait ou remboursé

 Vous pouvez retourner vos achats dans un délai de 7 jours suivant votre commande et L'Échappée Laine s'engage à vous rembourser intégralement de vos achats.

Livraison rapide

 L'Échappée Laine vous livre en 24-48h. Nous affichons nos stocks pour vous assurer une parfaite transparence dans nos délais.

Paiement sécurisé

 Payez en toute tranquillité sur L'Échappée Laine avec votre carte bancaire sur le site de notre partenaire bancaire.



● Good vs Bad layout

Good layout

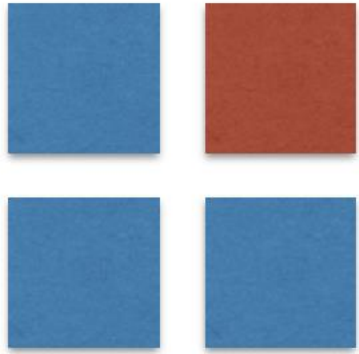
- Users can **scan the page**
- Users can quickly find what they want
- Users can learn the interface quickly

Bad layout

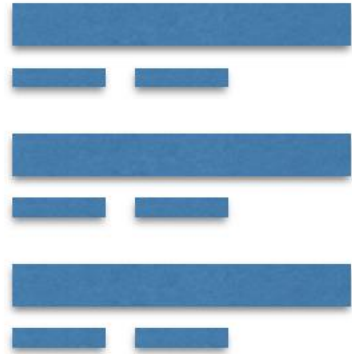
- Users have to work to find what they need
- Users are less efficient at accomplishing their tasks
- Users may become lost or disoriented



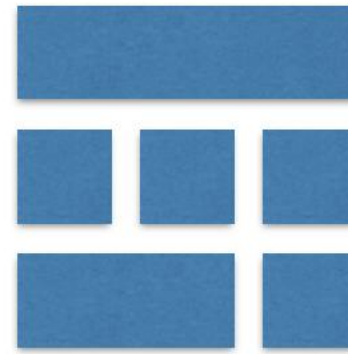
- Layout: C.R.A.P. Principle



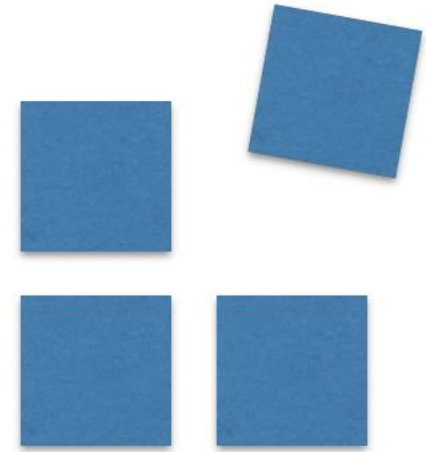
Contrast



Repetition

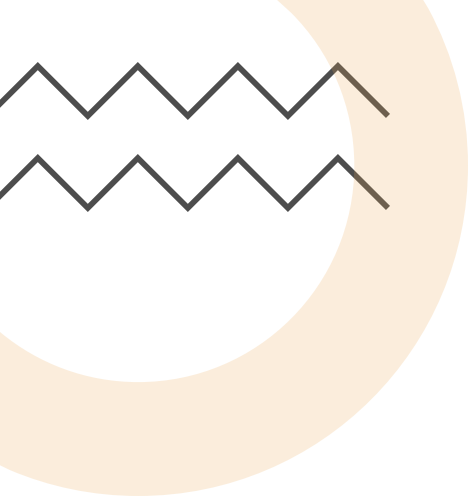


Alignment



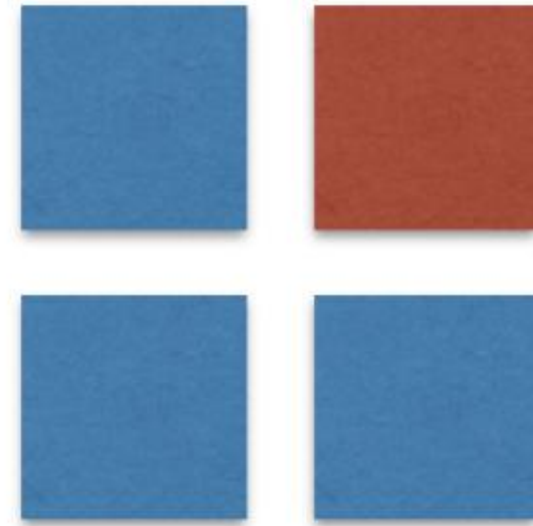
Proximity





C: Contrast

- Elements that are visually differentiated **direct the eye** and the viewer's attention
- Elements with the greatest contrast are perceived as the most important
- Contrast can be created through size, color, shape, fonts, visual weight, and more...



Contrast



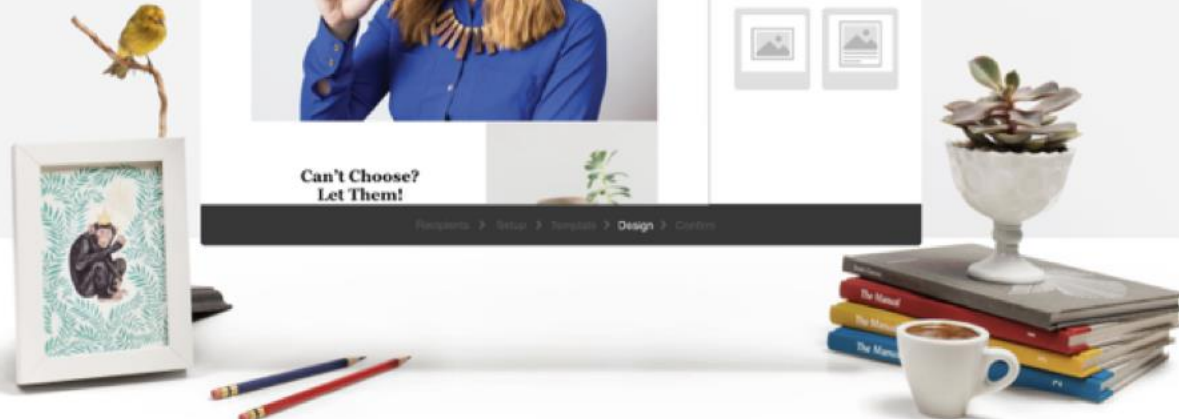
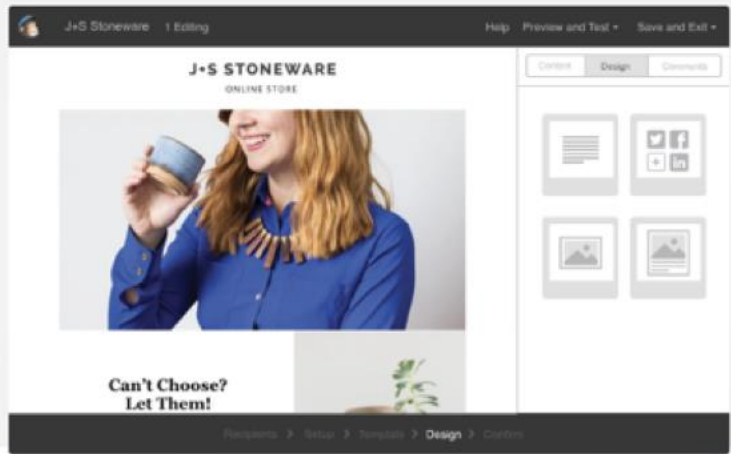


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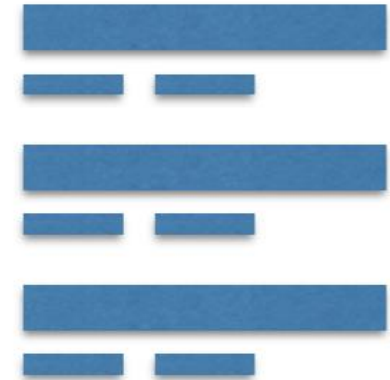
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R: Repetition

- Repetition creates **consistency** and continuity
- Repetition within a page cases the repeated elements to be perceived as similar as each other
- Repetition across pages help users track nonessential elements in their periphery
- Keep colors, type styles, navigation, and branding consistent



Repetition





10,000+ pieces

Sort by ▾

Category ▾

Beachwear

Coats

Denim

Dresses

Jackets

Knits

Pants

Rompers

Shorts

Skirts

Tailoring

Tops

Designer ▾

Size ▾

Colour ▾

Price ▾

Sustainability ▾



New Season

GANNI

ribbed-knit vest

HK\$1,449



New Season

Gucci

GG lamé wide leg trousers

HK\$12,000



New Season

Marine Serre

Moon print panelled top

HK\$2,725



☆



☆

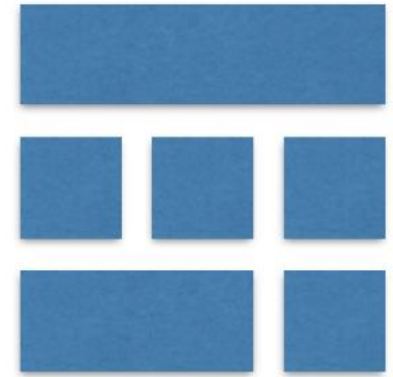


☆



A: Alignment

- Aligning elements on a grid helps to **guide the eye** and reinforce relationships between elements
- Grids can create effective **negative space** that helps users define distinctions between elements
- Alignment makes pages **easier to scan**



Alignment





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31°C
31° 27°
New Territories, Hong Kong

Trump Scorns Science as Fires Rage; Biden Calls Him 'Climate Arsonist'

- President Trump, confronted by the governor of California on a visit there, attributed the crisis solely to poor forest management, not climate change.
- "I don't think science knows" what is happening, Mr. Trump said, after weeks of public silence about the devastating blazes.



Allisha Jucevic for The New York Times

Dry Weather and Shifting Winds Spark New Wildfire Fronts

Evacuations have been ordered in Idaho and fires have reached parts of Oregon that have been untouched for decades.

See maps tracking the fires' spread and where air quality has become unhealthy or hazardous.

Jerry Brown on a California Exodus: 'Where Are You Going to Go?'

The former governor, an environmental advocate who served over 45 years in politics, has warned about a global climate crisis. "Now we have a graphic example," he said.

Australia's Witnesses to Fire's Fury Are Desperate to Avoid a Sequel

Eight months after blazes devastated Australia, the most battered communities are trying to burn their way to safety as another fire season approaches.

Trump Health Aide Pushes Bizarre Conspiracies and Warns of Armed Revolt

The assistant secretary of health for public affairs made false claims, accusing scientists of "sedition" and claiming there will be a left-wing insurrection.

Wisconsin's Top Court Rules Against Reprinting of Ballots, Avoiding Chaos

The state's Supreme Court rejected an appeal by the

A White House Ceremony Will Celebrate a Diplomatic Win and Campaign Gift

The leaders of Israel, Saudi Arabia and the United

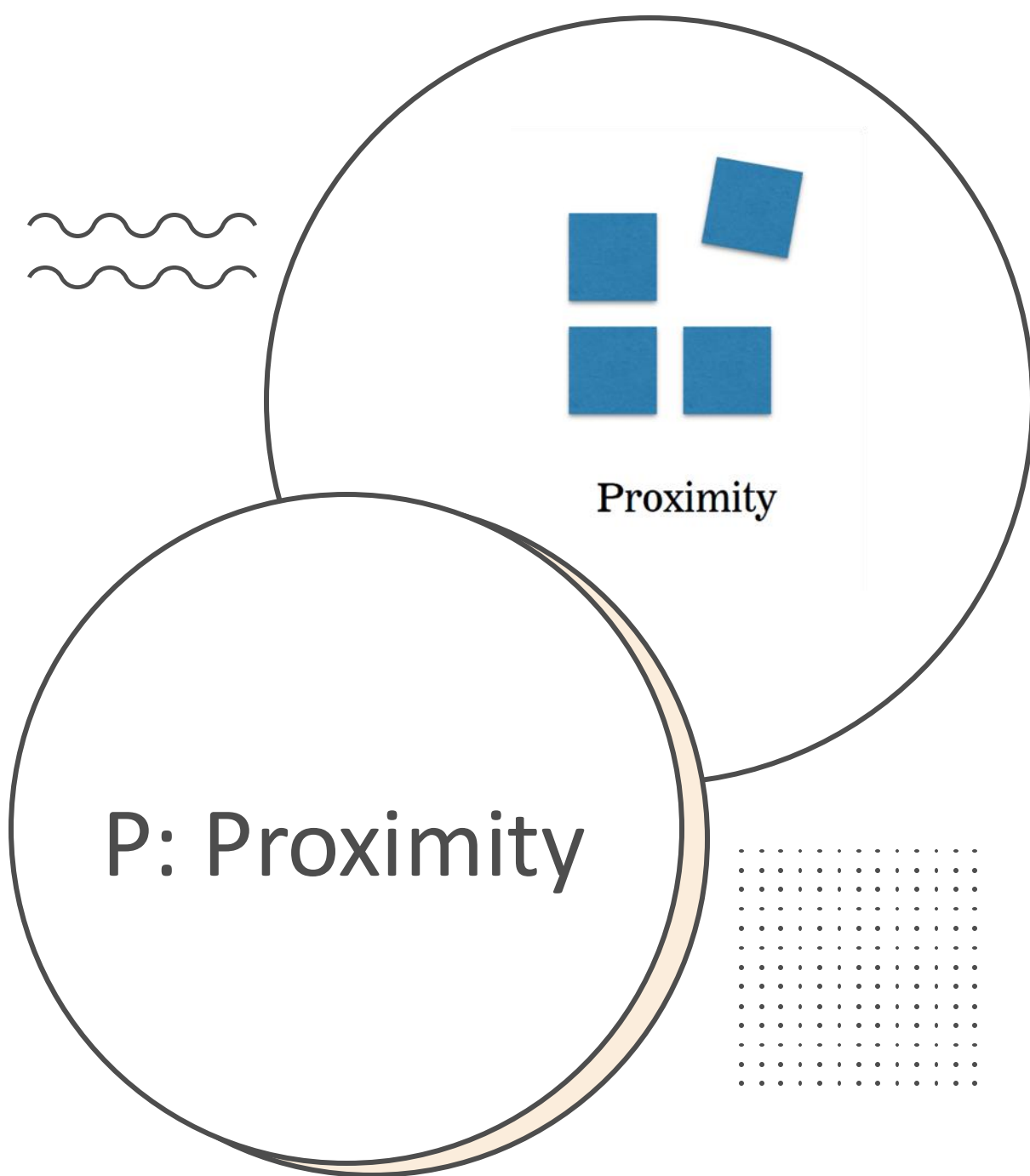
Opinion

Paul Krugman

The G.O.P. Plot to Sabotage 2021

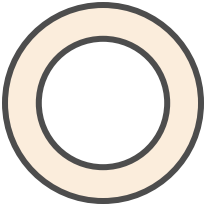
Republicans are already



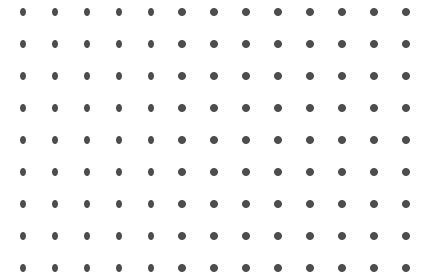


- Items that are close together are perceived as being related
- The relative proximity of elements conveys the **strength of the relationship**

- A structure comprising a series of horizontal and vertical lines, used to arrange content
- A way to **achieve a level of consistency** that would be otherwise extremely difficult to master and portray in your designs
- Grids are the invisible math behind your page templates



Designing with grids



Drupal

Come for the software, stay for the community

Drupal is an open source content management platform used to power millions of websites and software applications. It's built, used, and supported by an active and diverse community of people from around the world.

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Refine your search

- Modules
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Why Choose Drupal?

Drupal can be used to build everything from personal blogs to sophisticated enterprise applications. It features thousands of add-on modules and design themes that enable you to build any kind of site you can imagine. Drupal is free software that is flexible, robust, and constantly being improved by a community of hundreds of thousands of passionate users. Come join us!

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Sites Made with Drupal



The Economist.com data migration to Drupal

Drupal is used by some of the biggest sites on the Web, like The Economist, Examiner.com and The Whole House. Read more Drupal success stories.

Develop with Drupal

Drupal is extensible, powerful, scalable, and flexible.

Current activity:

6,988 modules

862 themes

3,740 active

developers

This week:

31 new modules

1,355 code commits

5,410 issue

comments

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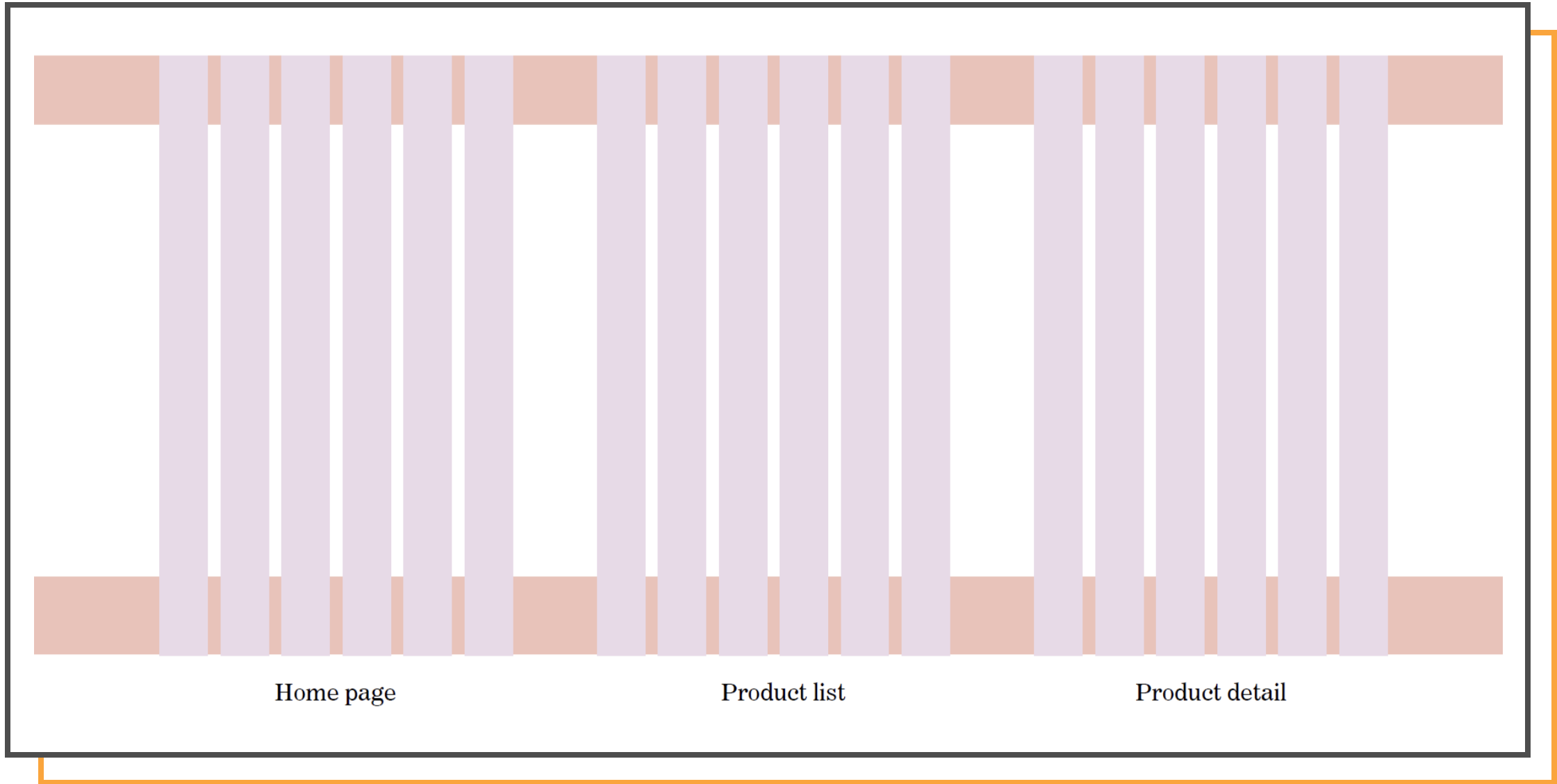
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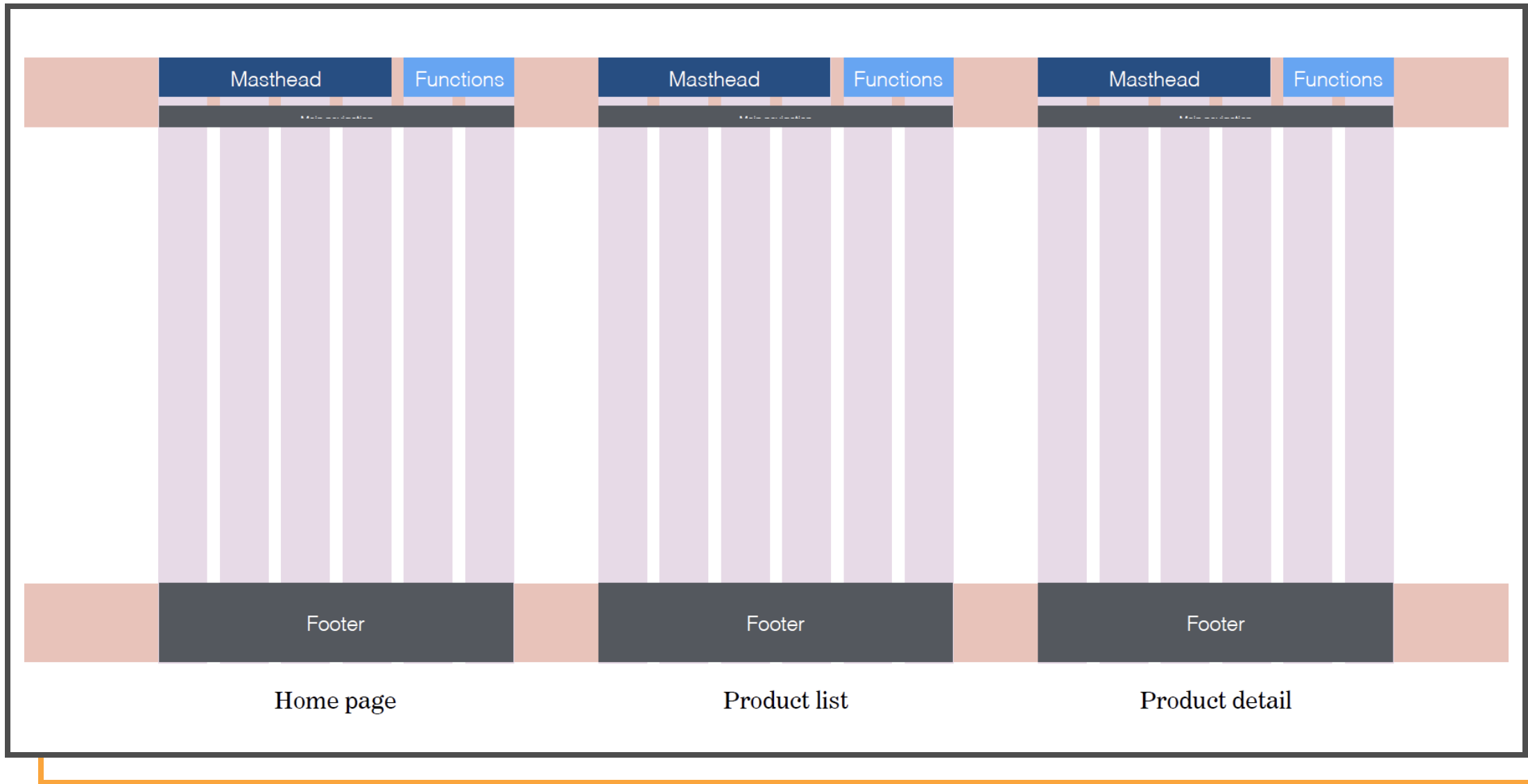


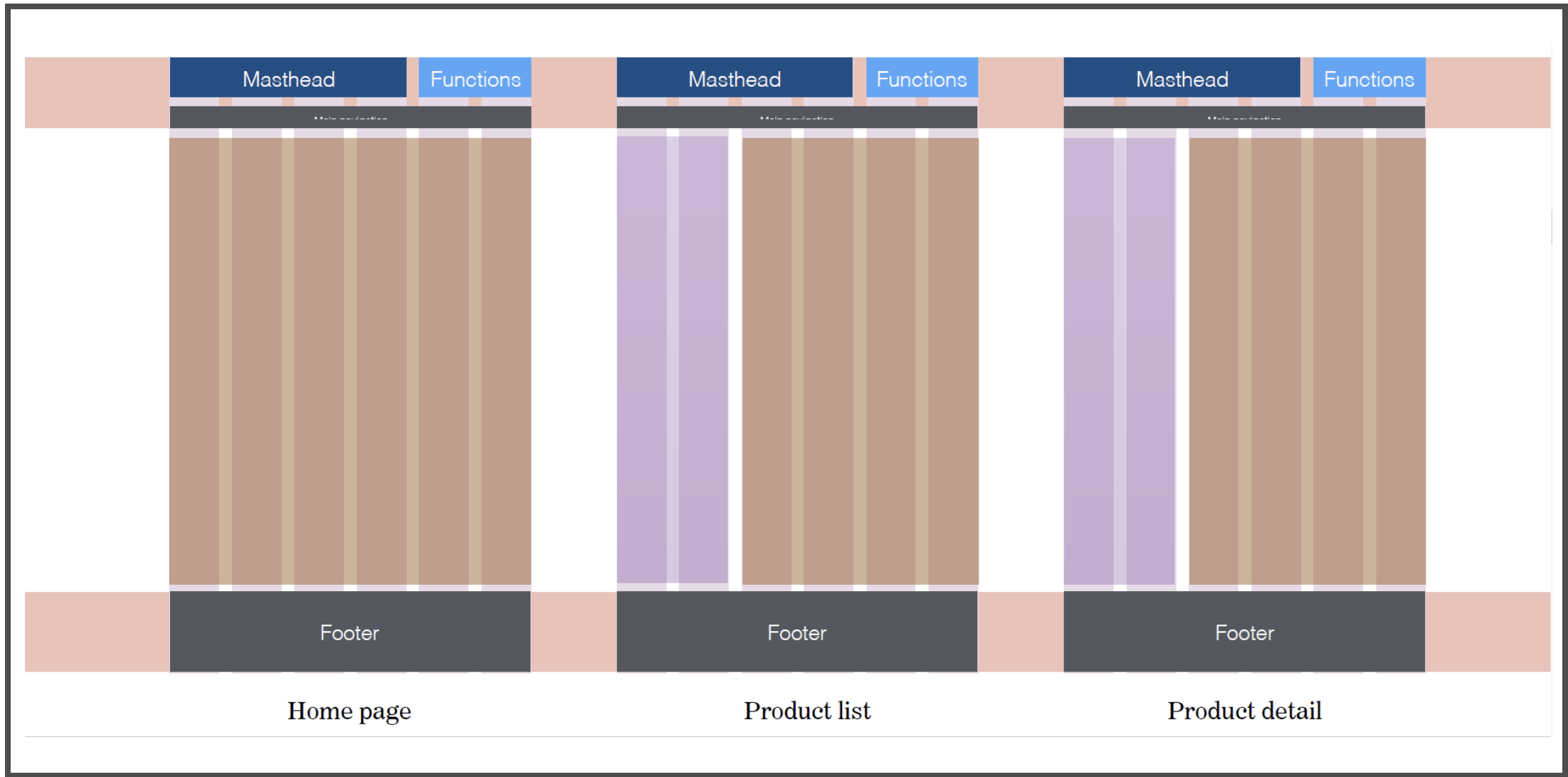
Home page

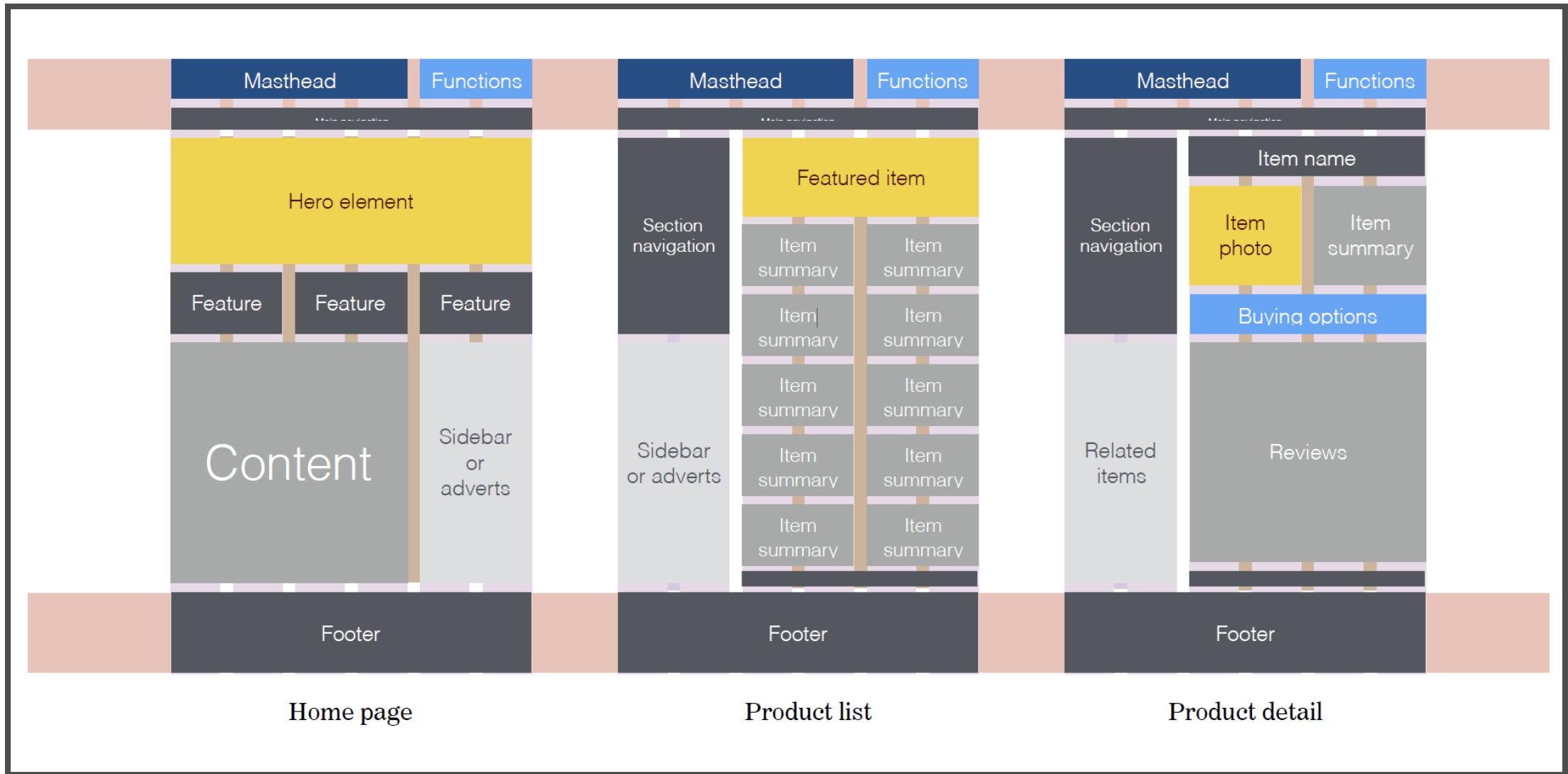
Product list

Product detail











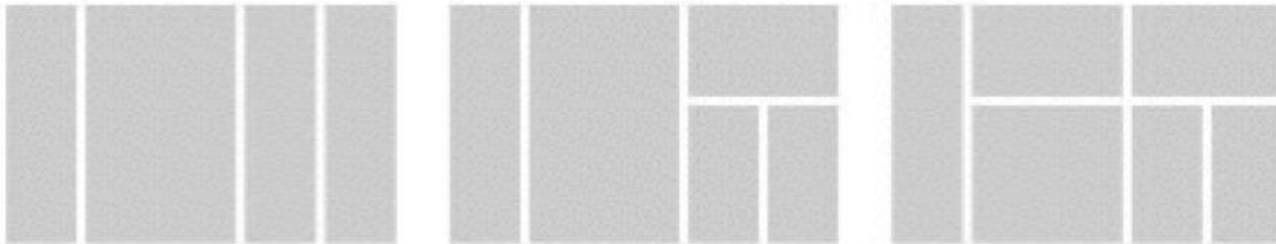
3 COLUMN LAYOUTS



2 COLUMN LAYOUTS



4 COLUMN LAYOUTS AND COMPLEX LAYOUTS





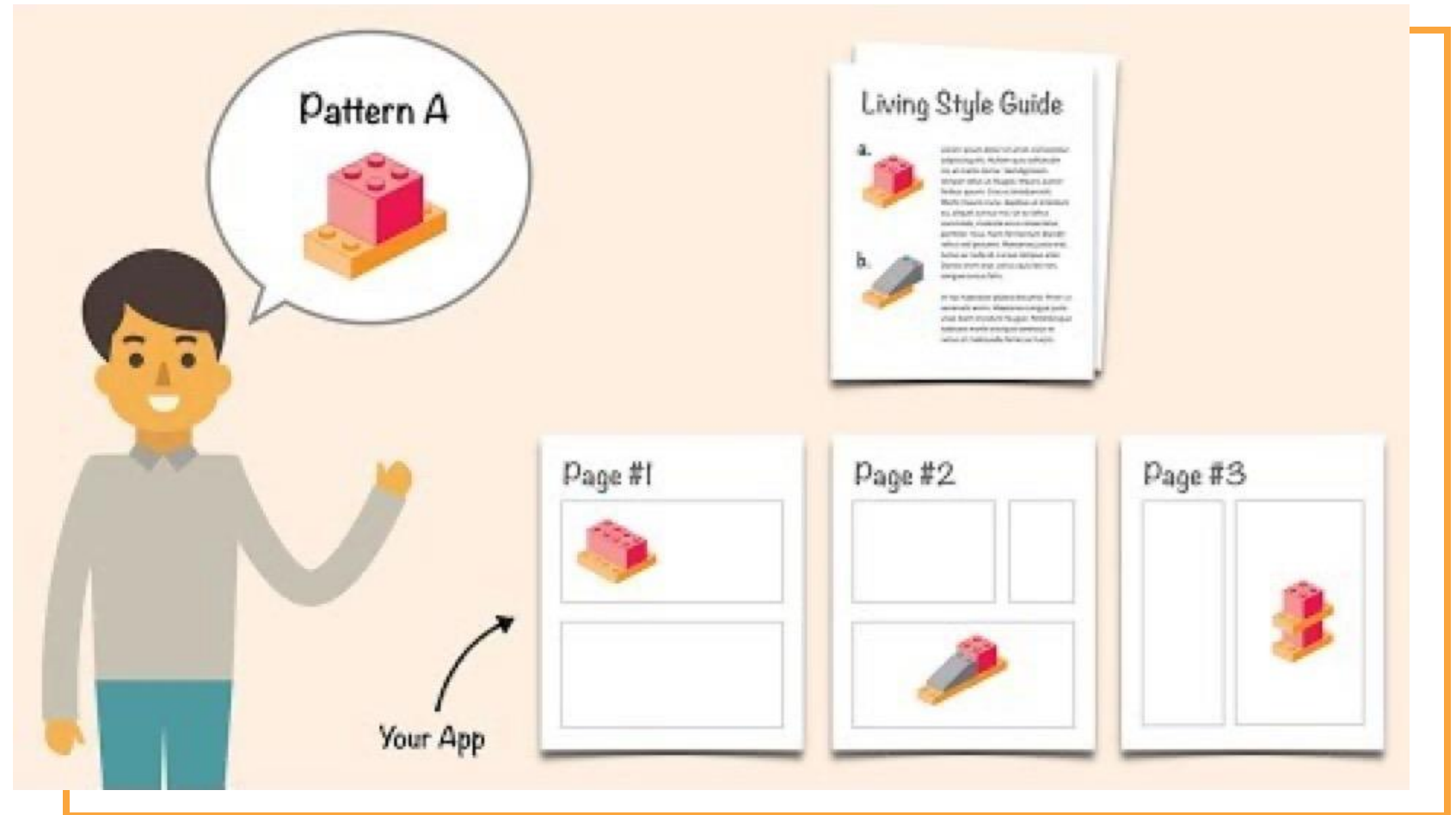
Modular design

- Don't think of each page individually — think of *types of pages (i.e. templates)*
- Similarly, think of *types of elements and content (i.e. modules)*
- Designing in this **modular fashion** helps you create consistency across multiple pages and templates





Modular design





Modular content means adding content in blocks that you can arrange and sort easily.

A content block can contain text, images, slideshows, videos, either individually or in combinations.

Examples:

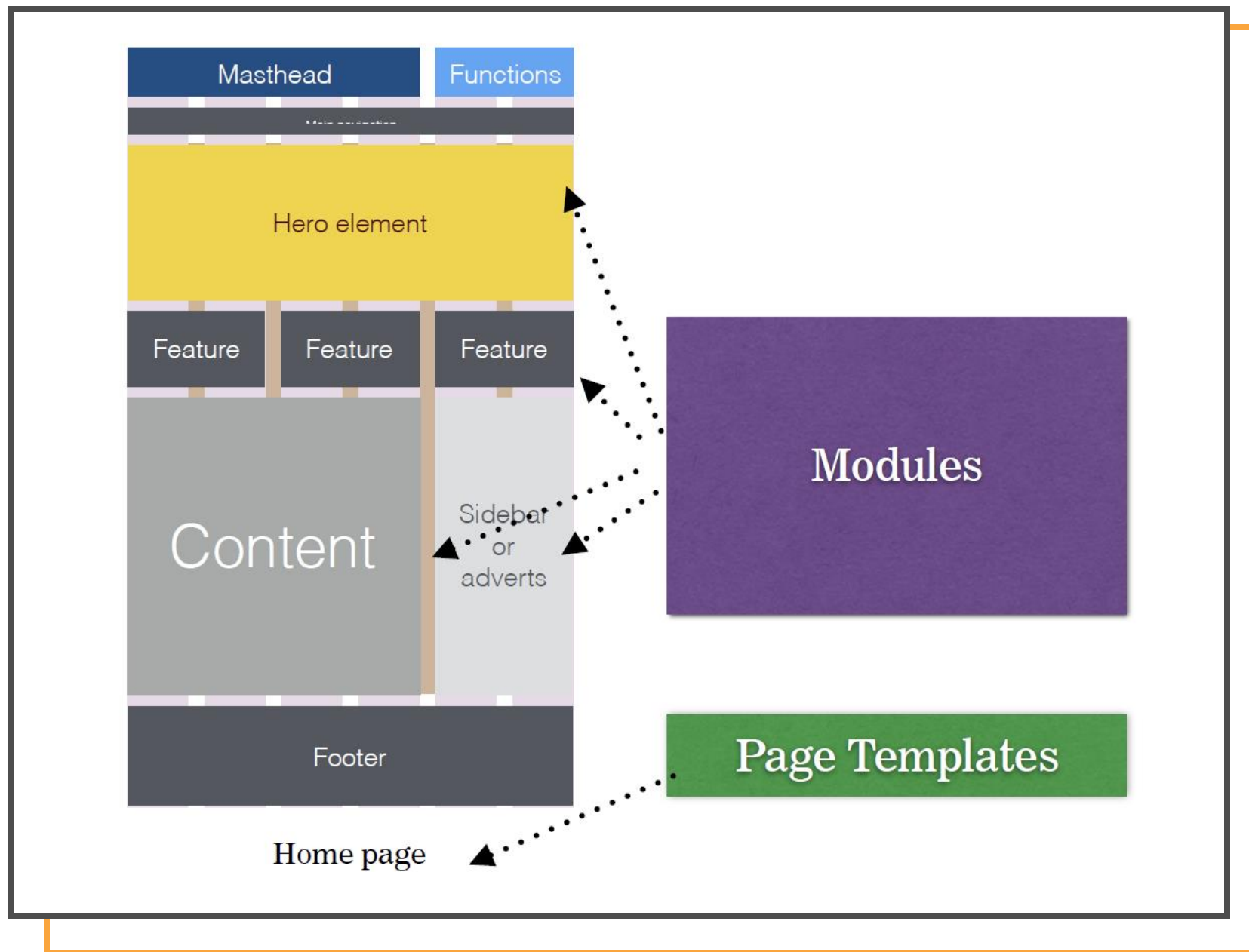
← video + text

← two-column text

← slideshows

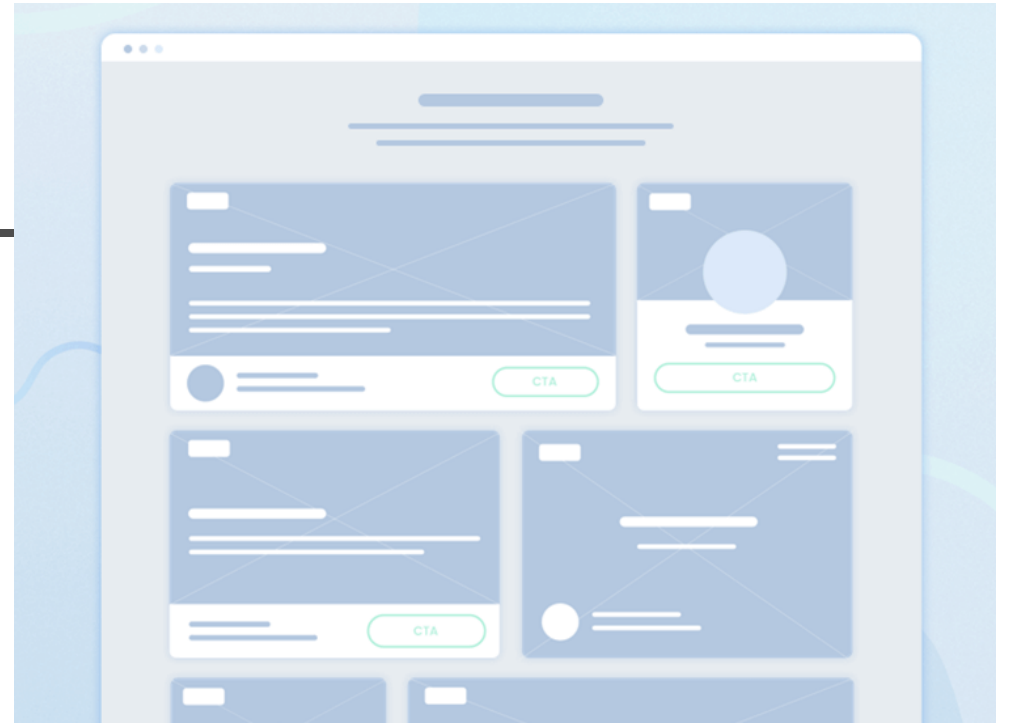
← text + image

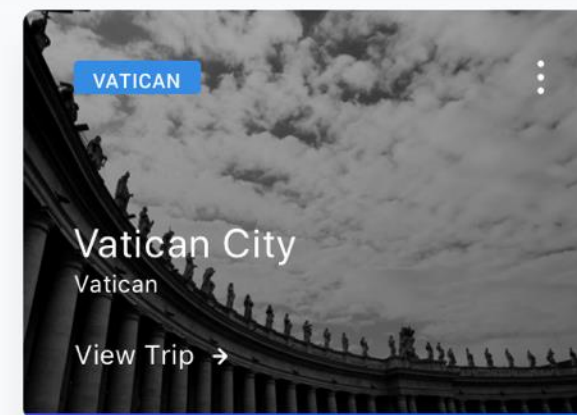
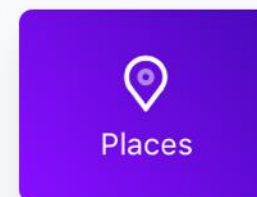
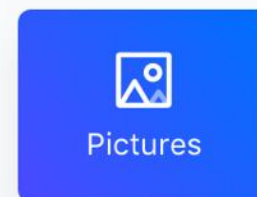
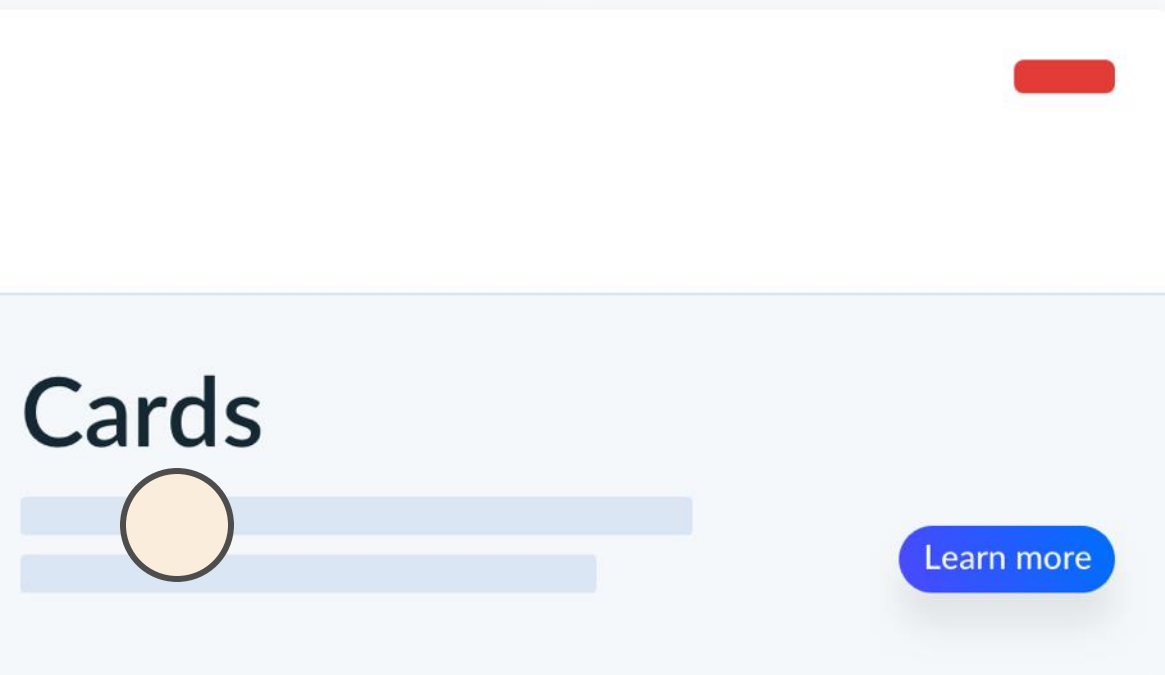
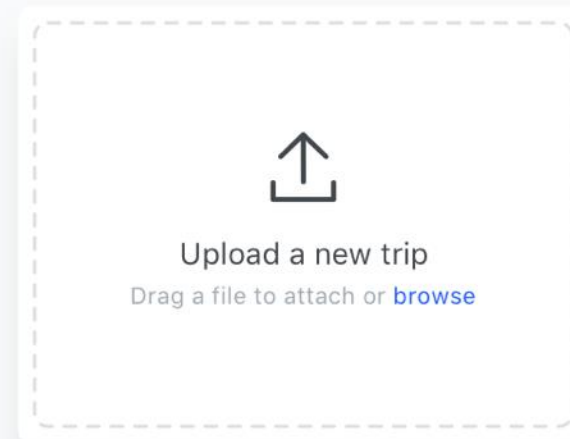
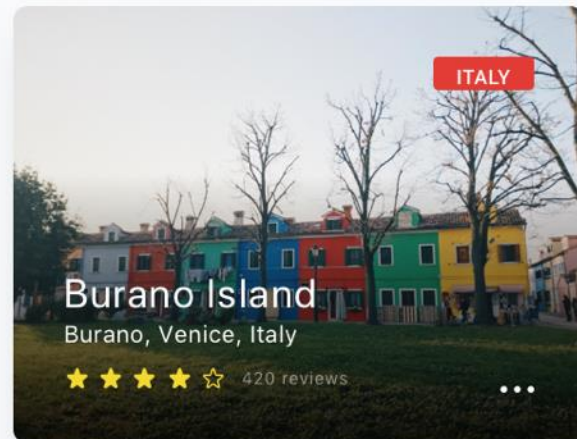


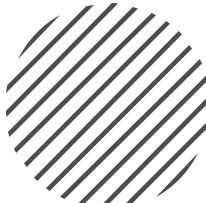
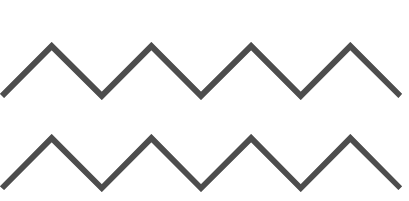


The use of cards

“A card is a sheet of material that serves as an entry point to more detailed information. A card could contain a photo, text, and a link about a single subject..”







Benefits of cards

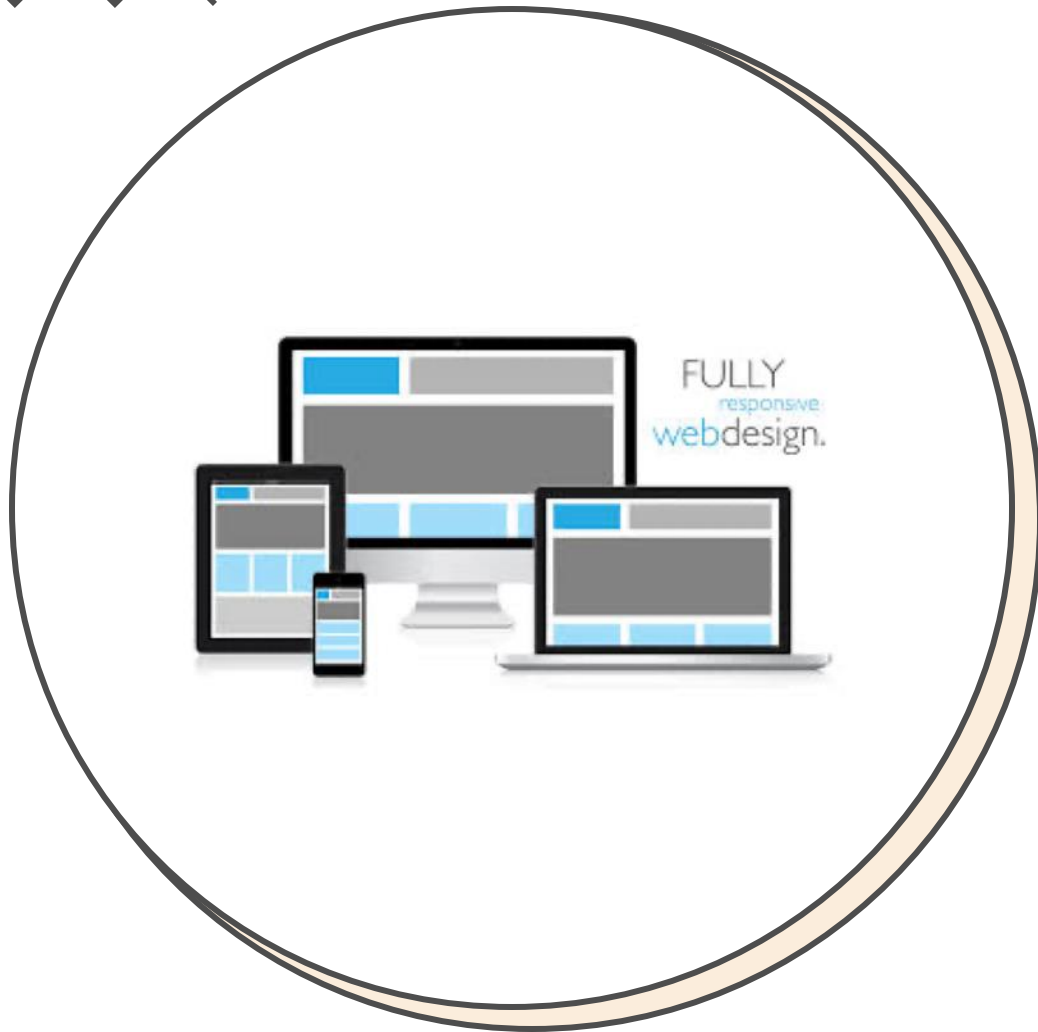
- Cards are **manipulatable** - they can be stacked, turned, sorted, grouped...
- When designing for screens, we can take advantage of all these things. In addition, we can take advantage of **animation and movement**.
- On mobile devices, cards can be stacked vertically, like an activity stream on a phone. They can be stacked horizontally, adding a column as a tablet is turned 90 degrees. They can be a fixed or variable height.



Responsive website

- **How to support so many devices?**
- Dedicated mobile website (Adaptive)
different link with “m.”
e.g. m.facebook.com
- **Responsive (Web) design**
same link
- Native mobile application
- Hybrid mobile application

What is a responsive website?



- An approach to design and development that responds to the user's **behavior** and environment based on:
 - Screen size
 - Orientation
 - Platform
- It proliferated along with the proliferation of various browser-enabled devices, each with unique screen sizes and use cases





A LIST APART



Issue #379
Nov. 25, 2013
Browse your client's five greatest failures and other interesting bits.

Following Through with Post-Launch Strategy

by AARON MENTLE - 32 Comments

Design studios have traditionally worked on a "launch and dash" model: we study a client's business problem, address it in design, UX, and content strategy, inject templates into a CMS, take the money, and run. But while we've spent years refining our web and UX practices, we've never paid much attention to what happens months after we deliver a site. If we truly want to help the client whose conversions are going flat, it's time to embrace post-launch strategy—and stop thinking of it as a bundle of shameful SEO tricks that are disconnected from our work. Aaron Mentle shares how his small boutique studio hired a digital strategist, and the benefits that have accrued to the studio as well as its clients.

Client Relationships and the Multi-Device Web

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Client Relationships and the Multi-Device Web

by NATH GRIFFIN - 32 Comments

When you step into the room with a client, you are a visitor from the future. You, web

A LIST APART



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Following Through with Post-Launch Strategy

by AARON MENTLE - 32 Comments

Design studios have traditionally worked on a "launch and dash" model: we study a client's business problem, address it in design, UX, and content strategy, inject templates into a CMS, take the money, and run. But while we've spent years refining our web and UX practices, we've never paid much attention to what happens months after we deliver a site. If we truly want to help the client whose conversions are going flat, it's time to embrace post-launch strategy—and stop thinking of it as a bundle of shameful SEO tricks that are disconnected from our work. Aaron Mentle shares how his small boutique studio hired a digital strategist, and the benefits that have accrued to the studio as well as its clients.

Client Relationships and the Multi-Device Web

by NATH GRIFFIN - 32 Comments

When you step into the room with a client, you are a visitor from the future. You, web





Possible Break Points

Possible Break Points

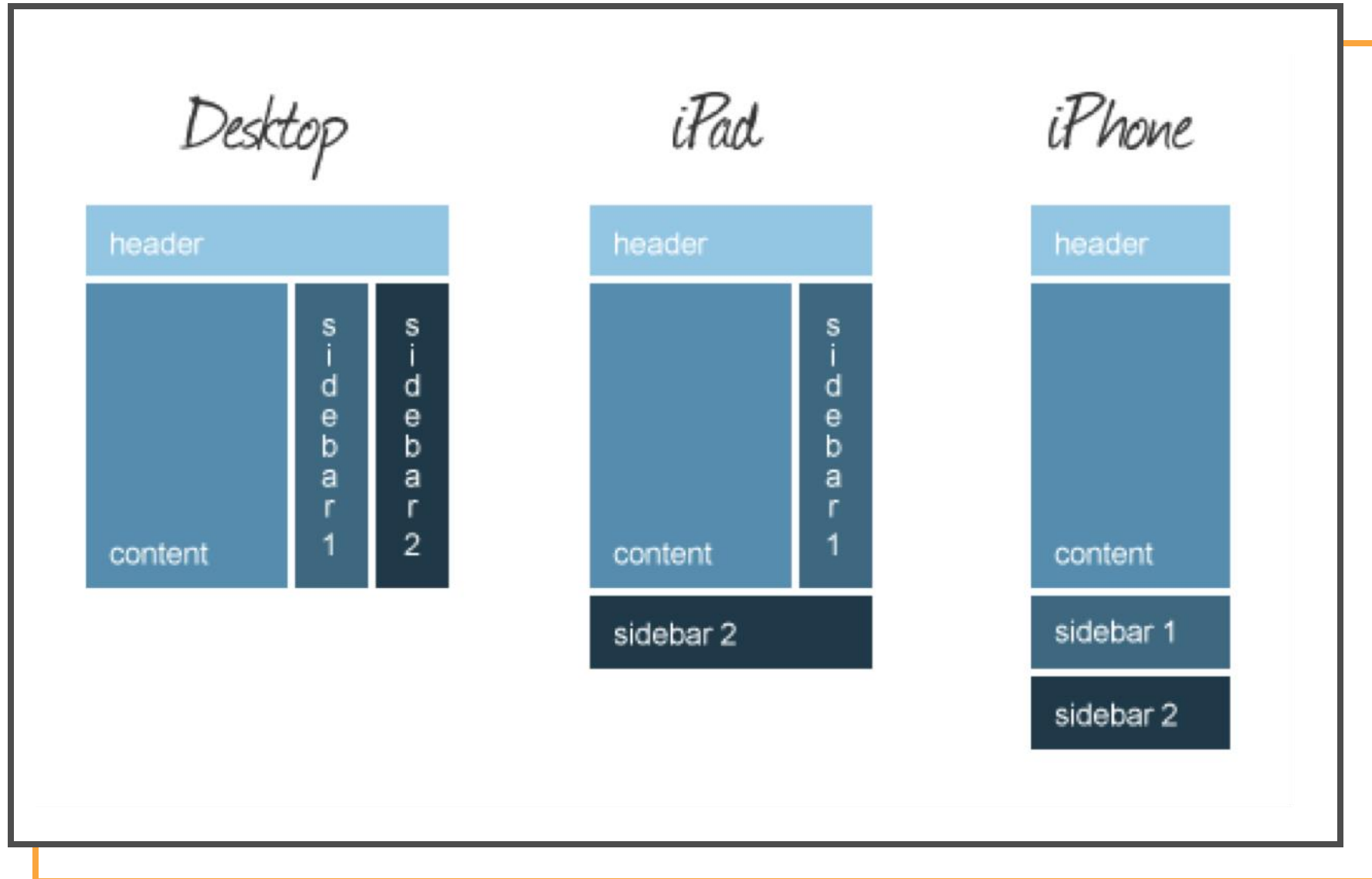


Mobile Viewport

Tablet Viewport

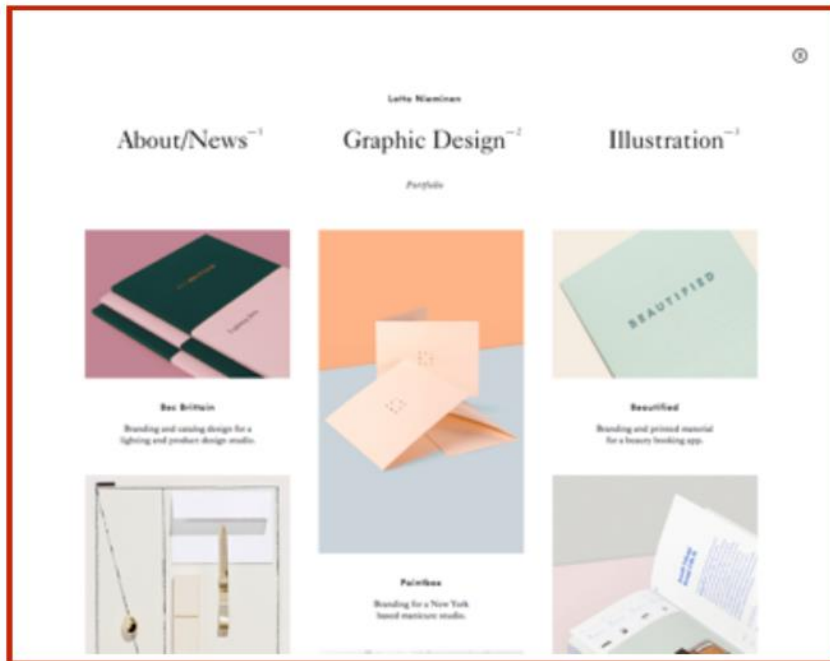
Desktop Viewport





≥ 888px

3 Columns



< 888px

2 Columns

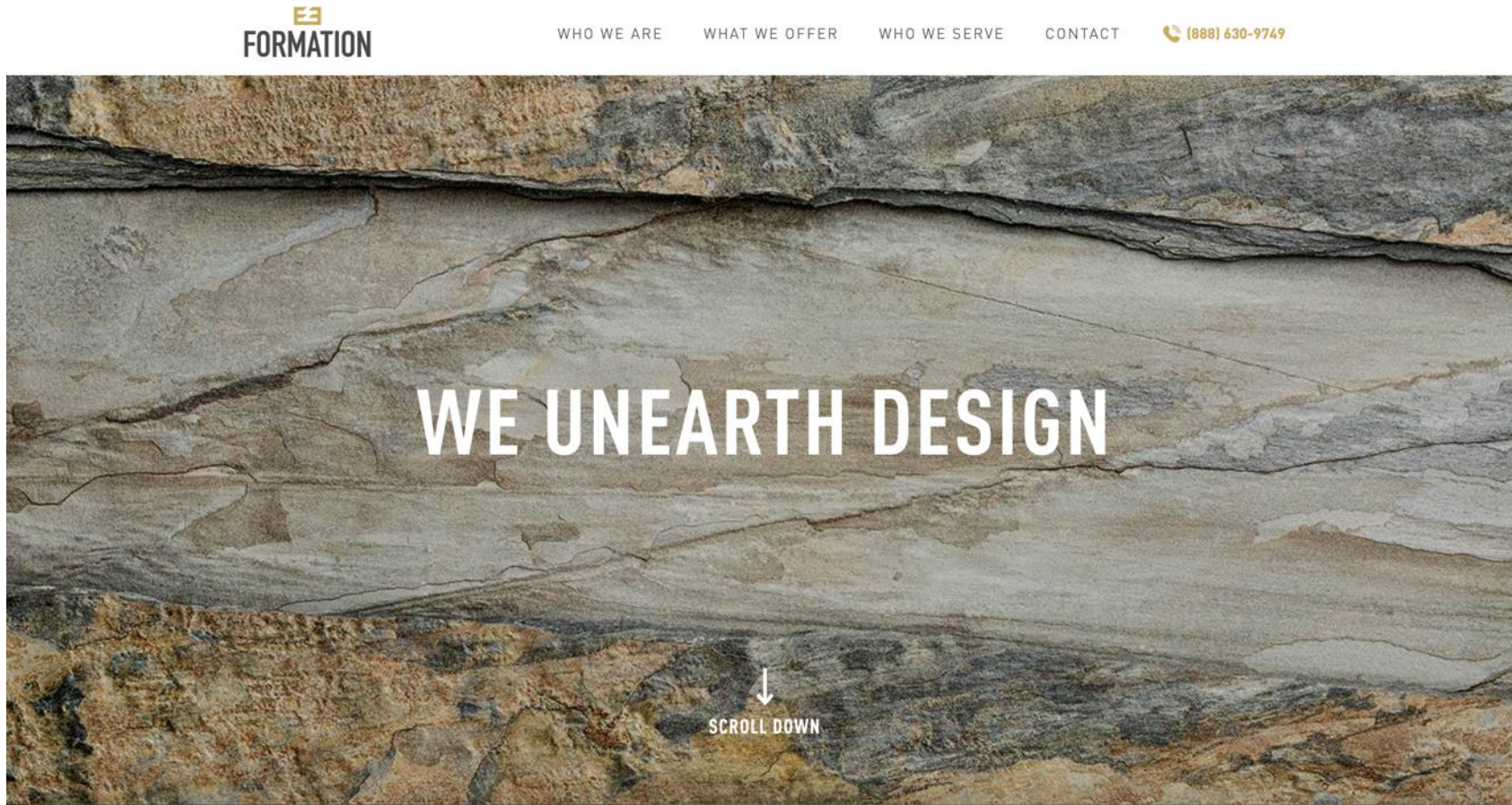


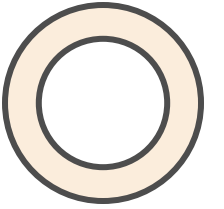
< 386px

1 Column



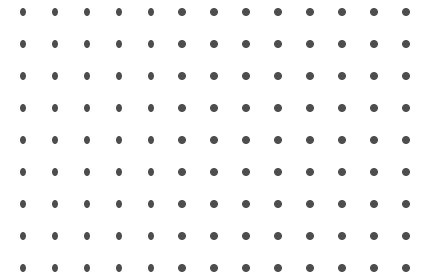
● One-page website





- Control of the flow of information
- Simple, linear experience
- Higher conversion rate:
 - as compared to larger, multi-page websites. [37signals](#) did a study of single-page conversions and found that a single long landing page leads to 37.5 percent more signups, compared to a multiple page version
- Easier scrolling

Why one page website?



● But why not?

- Longer loading time
- Bad for SEO
- Sharing specific content is difficult
- Not suitable for website with lots of content





HTML 5 & CSS 3

CSS



HTML

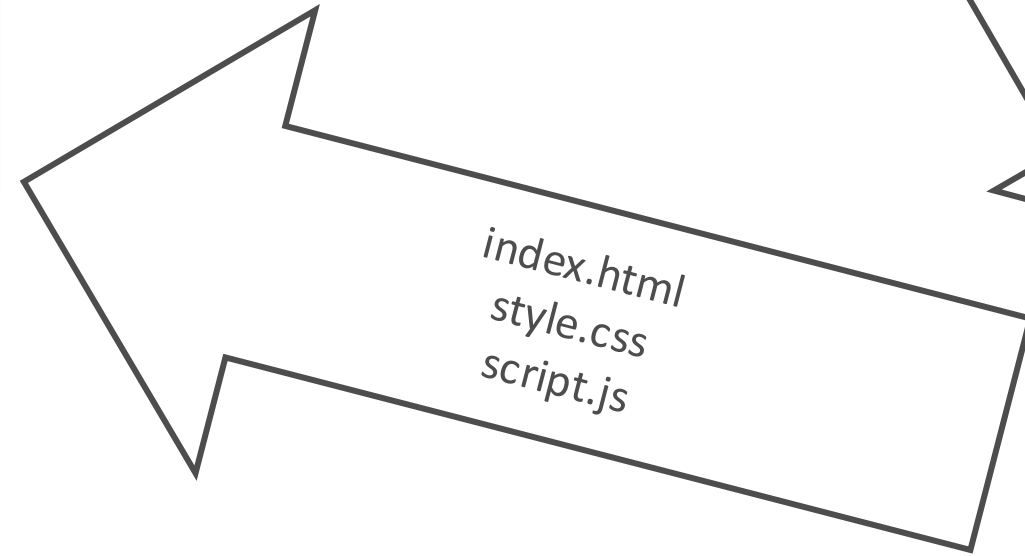
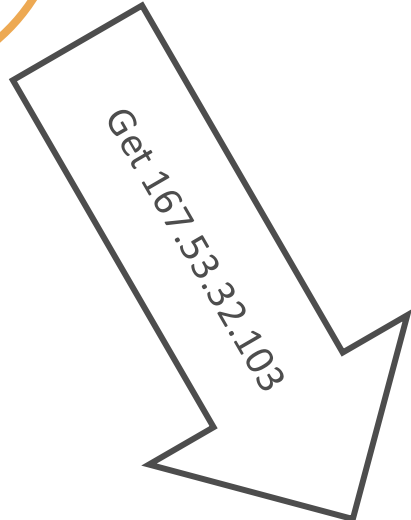
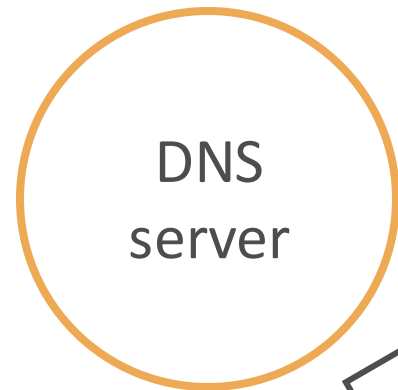
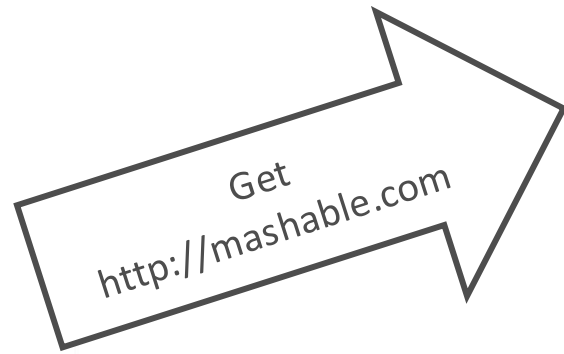
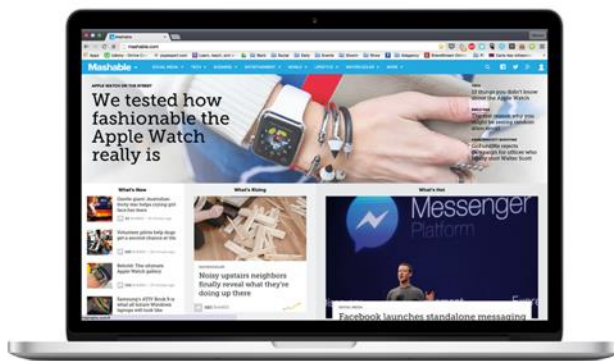




Basics of the Internet and How Webpage Works

- URL = web address
often a domain name
- HTTP = Hypertext Transfer Protocol
CLIENT requests -> SERVER
responds
- FTP = File Transfer Protocol
- HTML = content and structure
- CSS = style





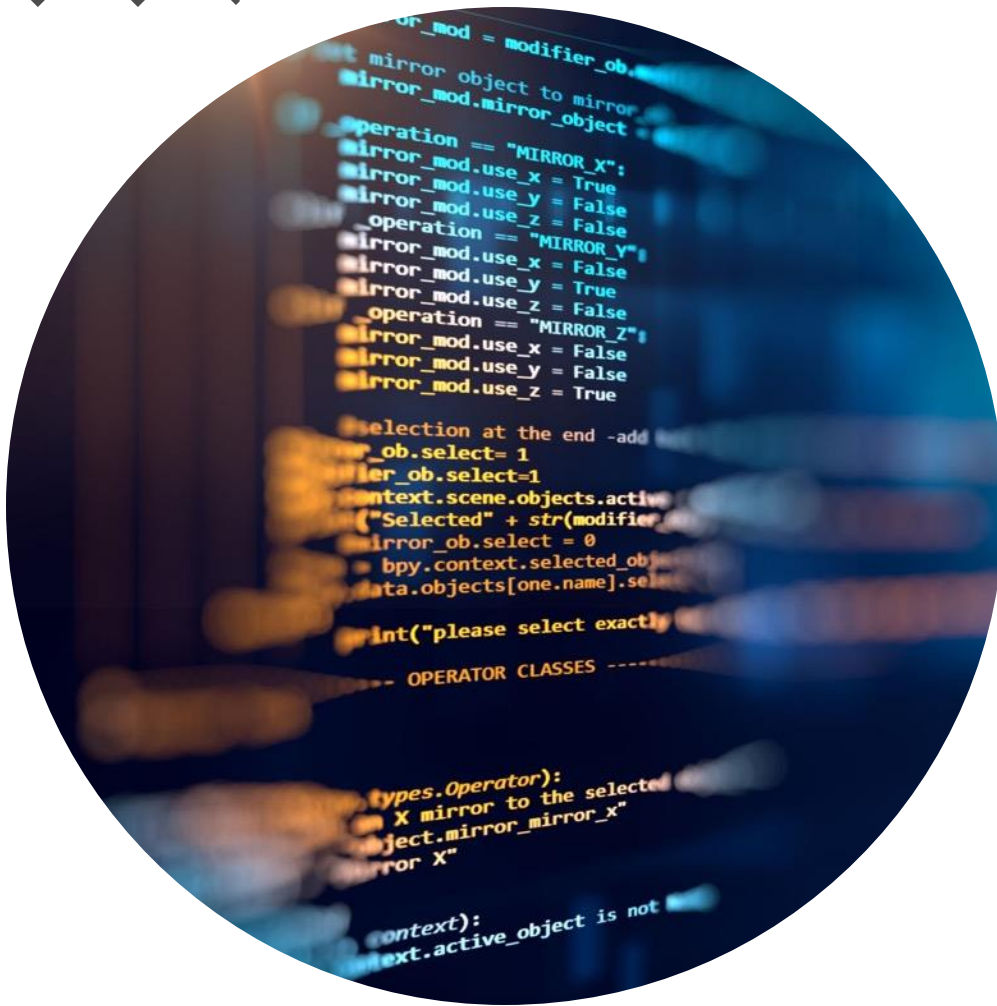
How does the
internet work?





What is HTML?

- HyperText Markup Language
- Invented in 1990
- It creates the content and semantic structure of a web page.
- Currently at version 5 -> HTML 5





Basic HTML Document Structure

```
<html>  
  <head>  
    Document metadata  
  </head>  
  <body>  
    Document contents  
  </body>  
</html>
```





HTML syntax



e.g. `<p>This is a paragraph</p>`





HTML syntax



e.g. <source src="music.mp3" type="audio/mpeg">



● Common HTML tags

Heading : **h1, h2, h3, h4, h5, h6**

Lists: **ul, ol, li**

Paragraph: **p**

Link: **a**

Line Break: **br**

Images: **img**

Bold: **b**

Div: **div**

Italic: **i**

Span: **span**



HTML



CSS



JS



● What is CSS?

- Cascading Style Sheets
- Invented in 1996
- It styles and provides the layout of a page
- Currently at version 3 -> CSS3





```
selector {  
    property: value;  
}
```

CSS syntax





CSS syntax examples

```
body {  
  background-color: green;  
}
```

```
#container {  
  background-color: green;  
}
```

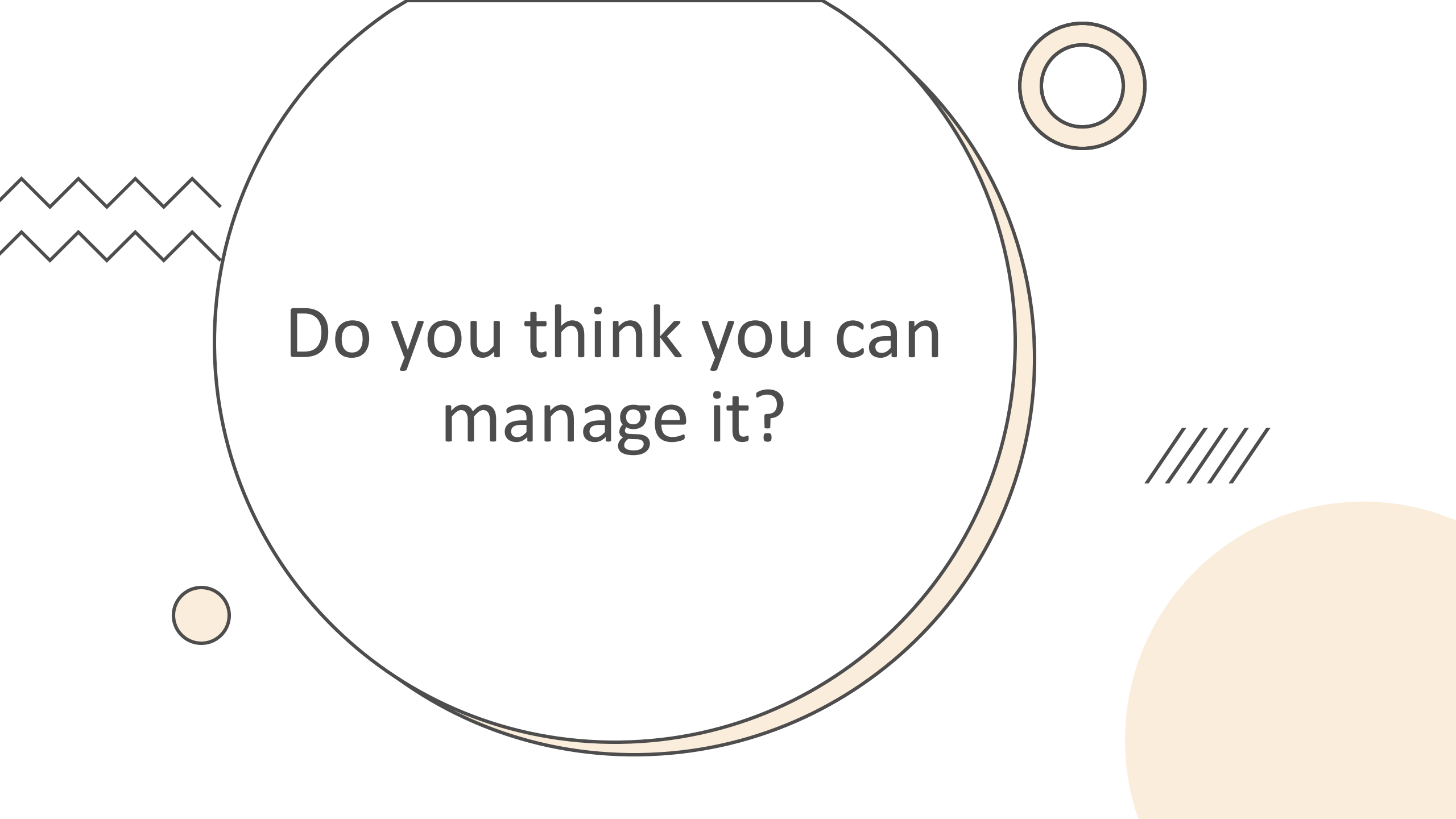
```
.item {  
  background-color: green;  
}
```



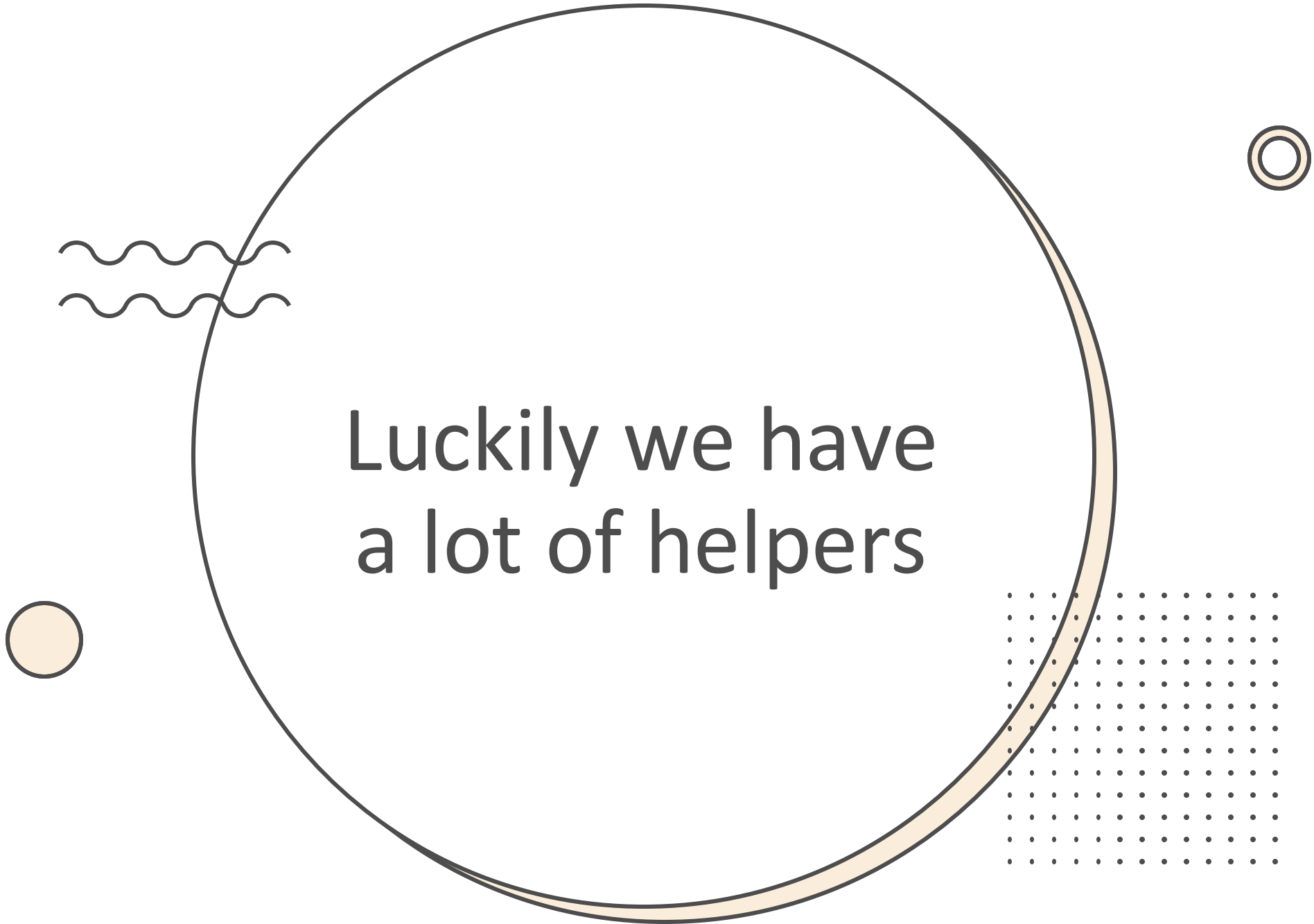
● What can CSS control?

- Colors
- Fonts
- Letter spacing
- Paddings
- Dimensions
- Background
- Layout
- Responsive





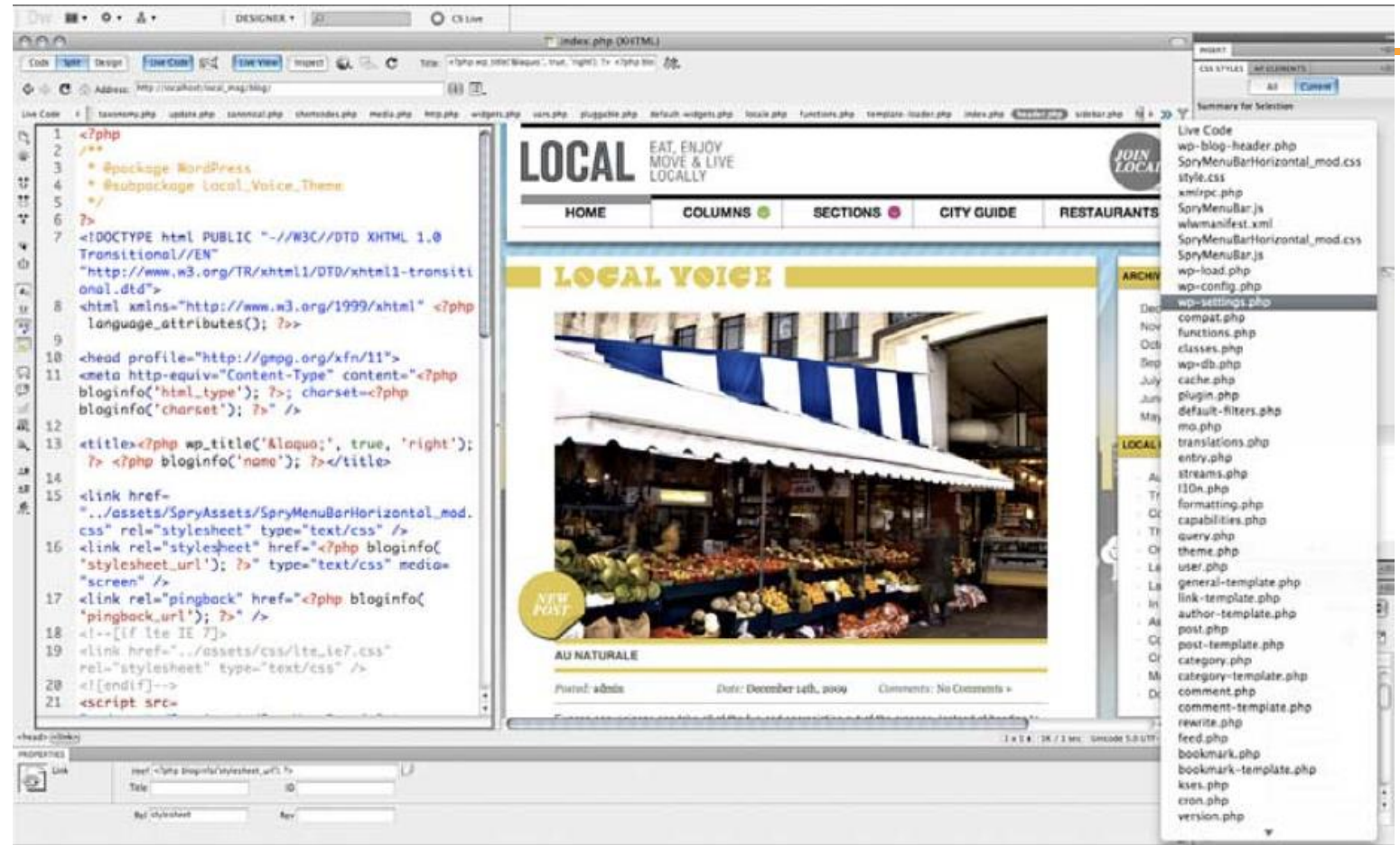
Do you think you can
manage it?



Luckily we have
a lot of helpers



You might have heard of
Dreamweaver



No-coding website builder tools



- And now we have more ...





Wix



Pros

- Drag and Drop Builder
 - What you see is what you get
- More than 500+ templates
- Better support and help
- Easy to make your site look awesome on mobile due to the custom mobile site editor

Cons

- Difficult to switch templates and change designs
- Not designed to handle complex e-commerce needs
- Limited customization
- You will have to show “WIX branded ads” on free plan



● WordPress



Pros

- Open source – flexibility to change
- 44000+ Plugins
- Most popular website builders > more resources and templates

Cons

- Difficult to switch templates and change designs
- Not designed to handle complex e-commerce needs
- Limited customization
- You will have to show “WIX branded ads” on free plan



● Webflow



Pros

- Custom code import
- Animation editor
- Code export
- Great interconnectivity

Cons

- Expensive
- Require basic knowledge of html and css



● Weebly



Pros

- Drag and Drop Builder
- What you see is what you get (But not as easy as WIX)
- Pre-designed page layouts

Cons

- Limited template customization options
- Not much updates
- Blog features not very user friendly



● Squarespace



SQUARESPACE

Pros

- Designer-quality templates
- Support multiple templates for the same website
- Drag and Drop Builder
- What you see is what you get (But not as easy as WIX)

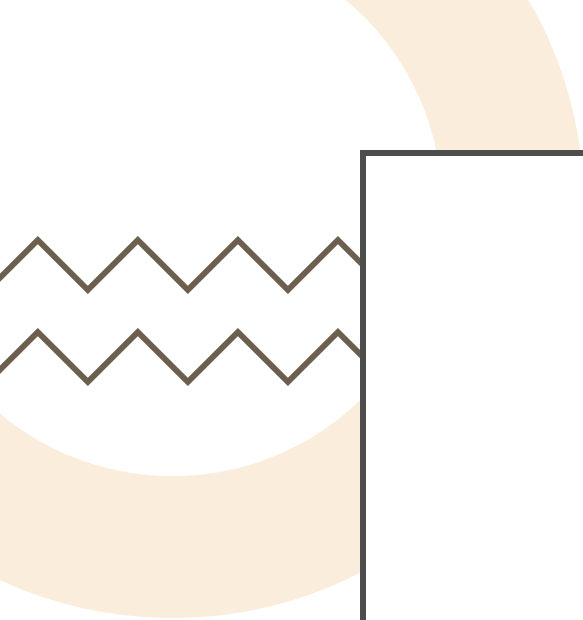
Cons

- Limited number of plugins and integrations
- Limited number of templates
- Need quality images





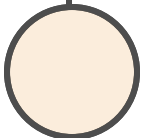
Welcome to try all
of them, but for
the sake of time,
let's jump to [WIX](#)



Look! I've made a WIX website for this course

<https://gordolee.wixsite.com/internetcomm>

You may access this powerpoint, workshop outline and
contact me there



● Assigned readings

- Jesse James Garrett (2011), The elements of user experience: User-centered design for the web and beyond (2nd Ed.). Berkeley, CA: New Riders.
 - Ch. 1 & 2
- Steven Krug (2006), Don't make me think! A common sense approach to web usability (2nd ed.). Berkeley, CA: New Riders
 - Ch. 1 & 3
- Nick Babich (2016), Do's and don'ts of web design. Read [here](#).
- Nick Babich (2016), Principles of mobile site design. Read [here](#).





Resources

- [UX Planet](#)
- [Nielsen Norman Group](#)
- [Invision Blog](#)
- [Wix Help Center](#)
- Share with me if you find something good

