

WEBSITE
STRUCTURE & PLANNING

TODAY'S CLASS

- Website folder structure
- Naming conventions
- Project Lifecycle
- Wireframes

OUR SOLAR SYSTEM

My class project

OUR SOLAR SYSTEM

Summary

- 11 total pages
- 1 Home page
- 1 page for the Sun
- 9 total pages for the planets

Structure

- Web Pages, and naming convention
- Other assets
 - CSS
 - Images
 - JS Scripts

Building a House / Web Site

- Home Owner
- Architect
- City/Plans Inspector
- General Contractor
- Electrician/Plumber
- Interior Decorator
- Web Site Owner
- Architect
- ICANN / W3C
- Project Manager
- Developer/QA
- Web Designer/UI/UX

PROJECT LIFECYCLE



- What happens in each stage?
- Who is involved?
- What are the inputs?
- What are the outputs?



ANALYSIS PHASE

Primary Goal

- Examine the overall purpose of the site
- Feasibility analysis

Output(s)

- Requirement Analysis document
- Target Audience
- Cost / Deliverables

SPECIFICATION PHASE

Primary Goal

- Refine project goals
- Thorough analysis

Output(s)

- Detailed site analysis document
- Process Diagram(s)

DESIGN PHASE

Primary Goal

- Prototype

Output(s)

- Wireframes
- Site Map
- Color Schemes

UI, UX, Graphic Designers

IMPLEMENTATION PHASE

Primary Goal

- Develop site

Output(s)

- Functional site
- With content & graphics

Front/Back-end Developers

TEST/LAUNCH PHASE

Primary Goal

- Test site functionality

Output(s)

- Operational site
- A Happy customer (hopefully)

MAINTENANCE PHASE

Primary Goal

- Track website functionality
- Update SEO

Output(s)

- Update site
- Keep customer happy

Bounce Rate, Time spent, Average Page Views

WHO'S TYPICALLY INVOLVED

- Client / Customer
- Project Manager
- Account Exec.
- UX Designers
- UI Designers
- Graphic Designers
- Copywriters
- Front-end Dev.
- Back-end Dev.
- QA

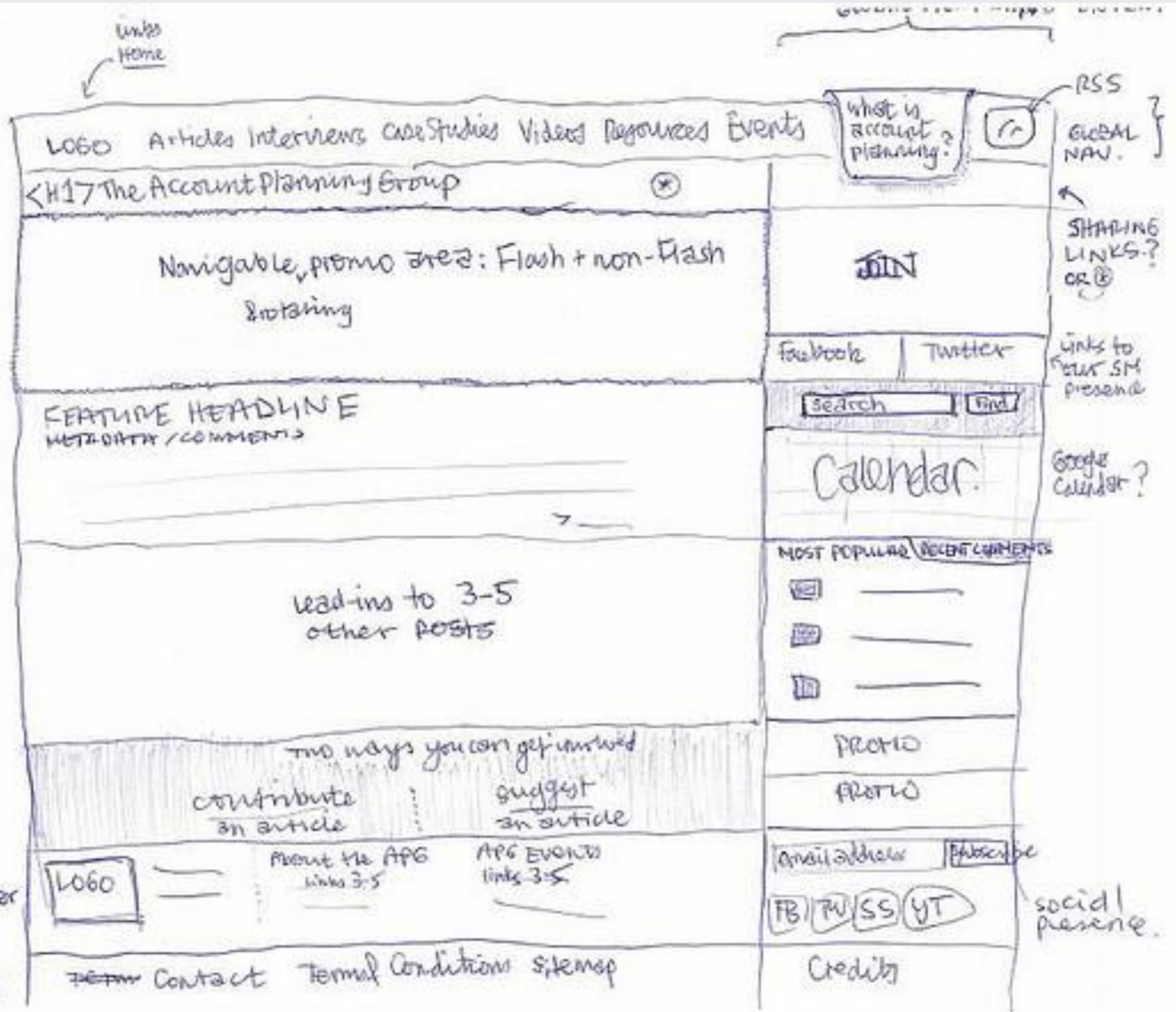
WIREFRAMES

- Wireframes are similar to Architectural Blueprints
- Helps with UI design
- Helps document functionality
- They are typically in Black & White

APS
Homepage

CORE THOUGHT:
Sparkling ideas

Possibly an image?



Sunglasses

000-666-6666

Free delivery, call to order!

Image sunglasses

Search for my glasses

Find!

Shop | Delivery | Articles | News

Email

Login

Oakley

Ray ban

Levi's

DKNY

Delivery

How to choose sunglasses?

How to take care of them?

All articles >

Oakley > Superglasses

Photo

Description

O-O

O-O

+ Add to cart

Cart

Ray Ban Super 1000p x

Ray Ban Super 1000p x

Checkout →

Subscribe

Your email

Add me to list

More from Oakley

O-O

Oakley
Black sunglasses

\$100

O-O

Oakley
Brown sunglasses

\$150

firedev.com 2010

Brands

- Oakley
- RayBan
- Levi's

News

- 1 apr
Sellout! Discount 50%

All news >

Articles

- Delivery
- Which sunglasses are for me?
- How to take care of them?
- Sunglasses history

LOGO

SEARCH

Page 1

Page 2

Page 3

Page 4

Page 5

IMAGE

BANNER 1

BANNER 2

BANNER 3

BANNER 4

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean fermentum consectetur aliquam. Nulla id tortor ipsum. Cras ut massa eu lorem adipiscing placerat et in elit. Quisque pretium sagittis turpis ut vulputate. Phasellus vitae enim ipsum. Nulla curus interdum sapien, blandit gravida lorem aliquam tencus. Vivamus nec urna e purus dictum molestie eu et urna. Duis faucibus mauris eu nulla volutpat lobortis. Vestibulum posuere malesuada wiefend.

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IMAGE

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Lorem ipsum dolor sit amet, consectetur adipiscing elit.

IMAGE

IMAGE

IMAGE

IMAGE

Read More

NEWSLETTER [NAME]

NEWSLETTER [EMAIL]

SM

SM

SM

SM

Home Insurance for the over 50s



home | about | existing customers | retrieve a quote | renewal reminder | recruitment | press | contact

Home insurance

50 plus? You could save up to £176* on your home insurance!

Home Quote

Retrieve a quote



*Based on independent research 10% of consumers could achieve this saving.

0800 519 40 87

opening hours: Mon-fri 8:30am - 6:30pm
Sat 9am - 3pm

Request a call back

Car insurance

50 plus? You could save up to £130* on your car insurance!

Car Quote

Retrieve a quote



*Based on independent research 10% of consumers could achieve this saving.

Home comparison

Car comparison

Company	Saving

Pet insurance

Travel insurance

Buy to let insurance

Van insurance

Cover up to £7,000 of Vets fees.



Pet Quote

Retrieve a quote



Saving money on your insurance is one good reason to get a quote from Castle Cover. But now there are a few more!

Get a renewal reminder



Castle Cover proudly sponsor our local Speedway team

Find out more about lorem ipsum dolor sit amet consectetur bumux.

Whats new?

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- > [Partner offers](#)
- > [Lorem ipsum dolor](#)

Speedway

British Gas

M&S vouchers

Lorem ipsum

Castle Cover is one of the few independent over 50's insurance brokers in the country. So not only will you get the personal touch, but you'll also benefit from our strong relationships with six top insurance companies - including AXA, Legal & General and RSA.

As we exclusively cover people over 50, you could pay less for your home insurance or car insurance because we know that people over 50 tend to make fewer claims, and if they do make a claim, they tend to be honest - so you can be sure of our most competitive price!

TOOLS FOR WIREFRAMES

- Pen/Pencil & Paper
- Omnigraffle, Axure
- Online Tools
 - Mockflow
 - Hotgloo
 - Adobe Products



Google



Google Search

I'm Feeling Lucky



About 55,000,000 results (0.61 seconds)

Breaking Bad Season, Episode and Cast Information - AMC

www.amc.com/shows/breaking-bad

The official site for AMC's critically-acclaimed series **Breaking Bad**: Get full episodes, games, videos, plus episode & character guides.

Breaking Bad - Wikipedia

https://en.wikipedia.org/wiki/Breaking_Bad

Breaking Bad is an American neo-western black comedy crime drama television series created and produced by Vince Gilligan. The show originally aired on the ...

List of **Breaking Bad** episodes · [RJ Mitte](#) · [Anna Gunn](#) · [Vince Gilligan](#)

Breaking Bad (@BreakingBad_AMC) · Twitter

https://twitter.com/BreakingBad_AMC

"I am the one who knocks." #BreakingBad marathon continues with every one of your favorite episodes today at 10am/9c. pic.twitter.com/UHjraDL...

19 hours ago · [Twitter](#)

Breaking Bad (TV Series 2008–2013) - IMDb

www.imdb.com/title/tt0903747/

Crime · A high school chemistry teacher diagnosed with inoperable lung cancer turns to [RJ Mitte](#) at an event for **Breaking Bad** (2008) [Bryan Cranston](#) and [Vince Gilligan](#) in **Breaking Bad** (2008) [RJ Mitte](#) at an event for **Breaking Bad** (2008).

Top stories



Breaking Bad

American comedy series

9.5/10
IMDb

73%
Metacritic

95%
Rotten Tomatoes

95% liked this TV show

Google users

Mild-mannered high school chemistry teacher Walter White thinks his life can't get much worse. His salary barely makes ends meet, a situation not likely to improve once his pregnant wife gives birth, and their teenage son is battling cerebral palsy. But Walter is dumbstruck when he learns he has cancer. [MORE](#)

The “F” Pattern



www.useit.com

<https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>

IMPLICATIONS OF THE “F” PATTERN

- Users won't read text thoroughly
- The first two paragraphs must state the most important information
- Start subheads, paragraphs with information carrying words

TERRIBLE DESIGNS

- <http://art.yale.edu/>
- <http://www.suzannecollinsbooks.com/>
- <https://www.lingscars.com/>

DESIGN PRINCIPLES

- Simplicity
 - Colors, Typefaces & Graphics
 - Visual Hierarchy
 - Navigability
 - Consistency
 - Accessibility
 - Conventinality
- <https://www.awwwards.com/>
 - <https://dribbble.com/>

IN-CLASS EXERCISE

YOUR FAVORITE WEBSITE

Let's wireframe it

CSS SELECTORS

Next Class