

Website Creation 101

Design, Deploy, Distribute – March 28

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Download the slides at <http://tinyurl.com/vicdropbox>

I AM ~~NOT A MARKETER~~ DEVELOPER
WRITER
SOCIAL STRATEGIST
CONSUMER



The Skogg Blog.

Moments in Mobile



Passwords Becoming Passé? Take Our Poll!

February 4, 2015

Nicole Skogg

No Comments

authentication, mobile security,

Business

Stop me if you've heard this one before – I was on my tablet shopping online, picked out the products that I wanted on a beauty site that I've shopped on once or twice before, built my cart so that I hit the free shipping threshold, and then, ah nuts, which password did I use for this site again? Was it my super-secure, sorta-secure, the one kinda-like-the-secure-one but with no special characters, the one like my less-secure one but with a capital letter? Uh! I tried a few of them, gave up and closed the tab. Never mind, I guess I'll just go without!



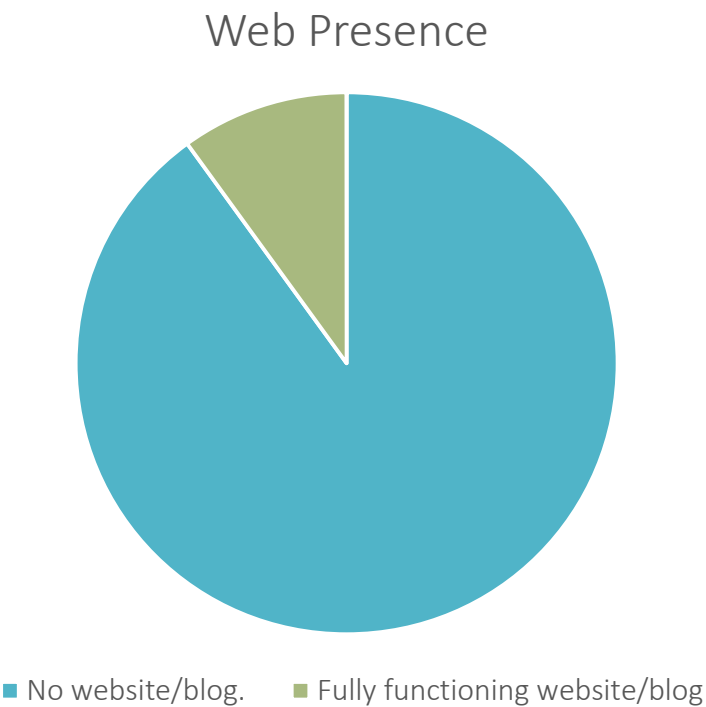
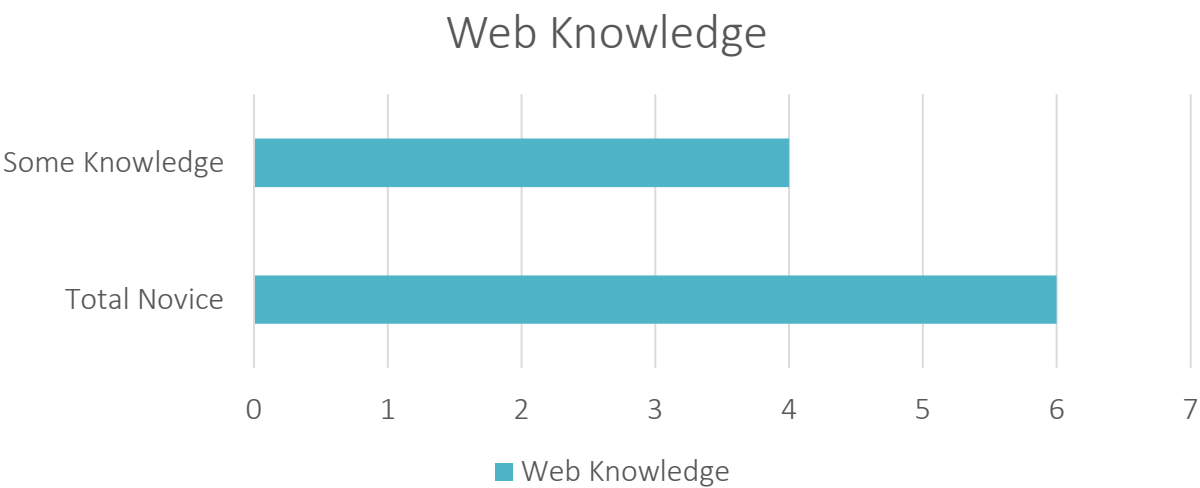
Search post topics

To search type and hit enter

Recent Posts

- › Passwords Becoming Passé? Take Our Poll!
- › Top 3 Predictions from a Mobile Veteran
- › SpyderLynk's Mobile Wallet Recognized by Citibank
- › Victory at 15,000 feet!
- › Meeting Consumer Needs – Part 3

Survey Results



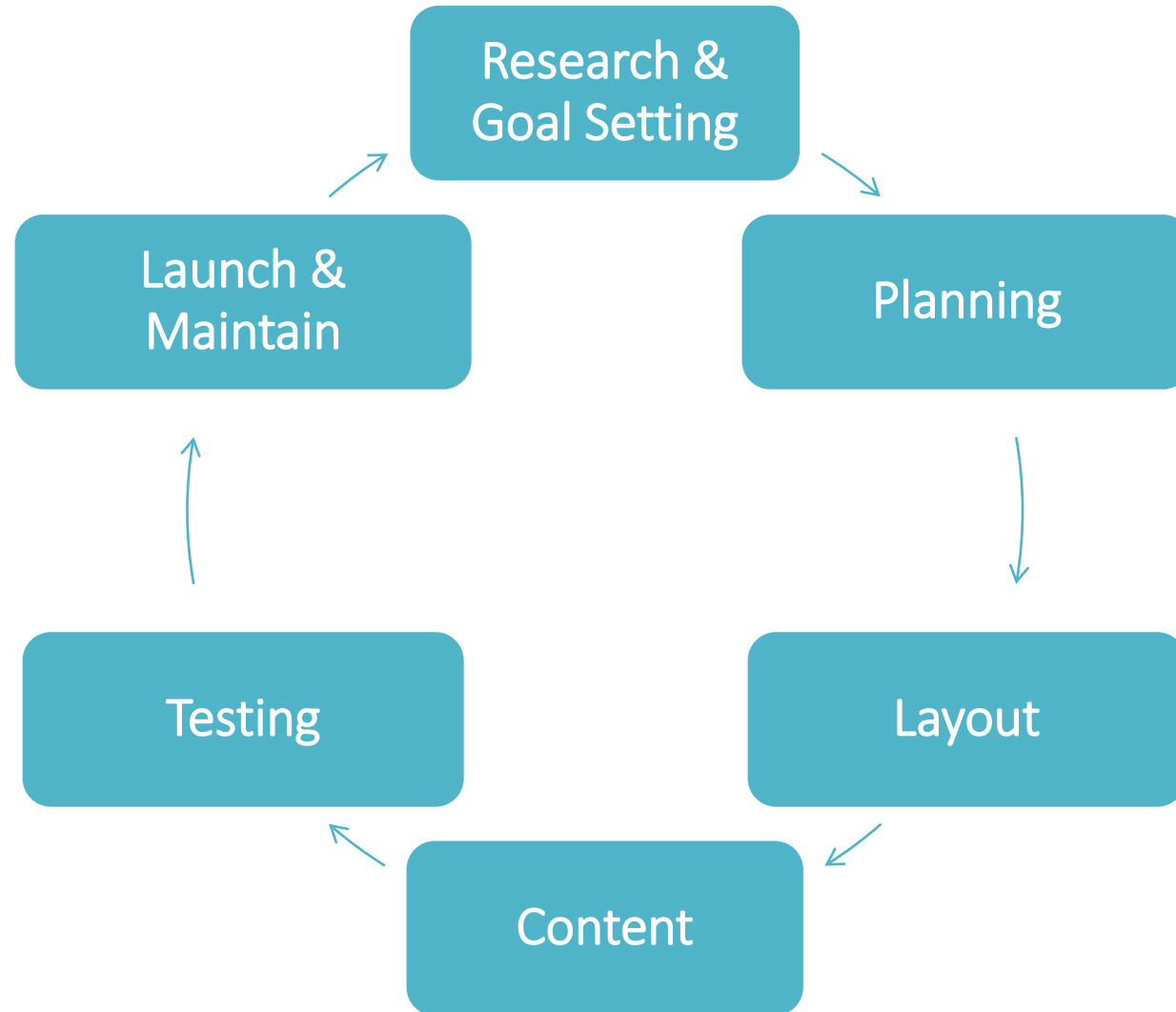
#	Field	Not Interested		Neutral		Interested		Total
1	Web Design	0.00%	0	10.00%	1	90.00%	9	10
2	Web Content/Copy	0.00%	0	10.00%	1	90.00%	9	10
3	Measuring Success	0.00%	0	11.11%	1	88.89%	8	9
4	Tools/Platforms	0.00%	0	0.00%	0	100.00%	10	10

Agenda

- Introductions
- Website Creation Process
- Finding Your Purpose
- Design Examples and Tips
- Content Examples and Tips



Website Creation Process



Research and Goal Setting

- What is the purpose of your website?
- Who is your target audience?
- What are the goals for your website?



What is the purpose of your website?

Purpose/Objective

DUMB

Doable
Understandable
Manageable
Beneficial

Goals

SMART

Specific
Measureable
Actionable
Realistic
Time-Bound

Who is your target audience?

- Demographics
- Psychographics
- Buying Behavior
- Motivations

“Everyone is not your customer.”

—Seth Godin

Sample Persona



Elly

Demographics: This user is a female in her mid-20s who is single without children; she holds a college degree and works full-time as an assistant manager earning \$50,000 per year.

Interests: Fashion, art, photography; will spend time on social sites that have photos and video showcasing engaging content from others.

Buying Habits: Slow and methodical in purchasing decisions; conducts research; uses mobile phone to make purchases.

Psychographics: Relies on crowd-sourcing her friends to help make decisions; relies on social proof; prefers to save money and will only purchase an item or service if it's a good deal.

Sample Persona



Frank

Demographics: Married male in early 40s with two children in an urban location; has a PhD and works full-time making \$90,000 per year.

Interests: Technology, gadgets, and science; compelled by facts and figures; spends time on forums and social sites that are up-to-the-minute with information and news.

Buying Habits: Very willing to open wallet and spend money for others, but is conservative when spending on himself; will favor quality over economy; makes purchases online via desktop late at night.

Psychographics: Believes strongly in reviews and testimonials and is motivated by promise of experience, not necessarily price; values friends and family and will make purchases for them before himself; active, healthy lifestyle.

Website Goals

Every website should have the same three outcomes:

- Increase revenue
- Reduce cost
- Improve customer satisfaction/loyalty

What are you trying to accomplish?

DESIGN

IS NOT JUST WHAT IT

looks like + feels like

DESIGN IS HOW IT

WORKS.

STEVE JOBS

Design Tips: Gestalt Design Theory

Create Unity: if you collect your design elements in an arrangement using one of the approaches, your design will feel more connected, coherent, and complete.



Similarity



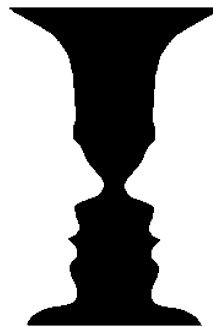
Continuation



Closure



Proximity



Figure/Ground



Symmetry

Design Tips: F-Shaped Pattern

Consider Your Layout

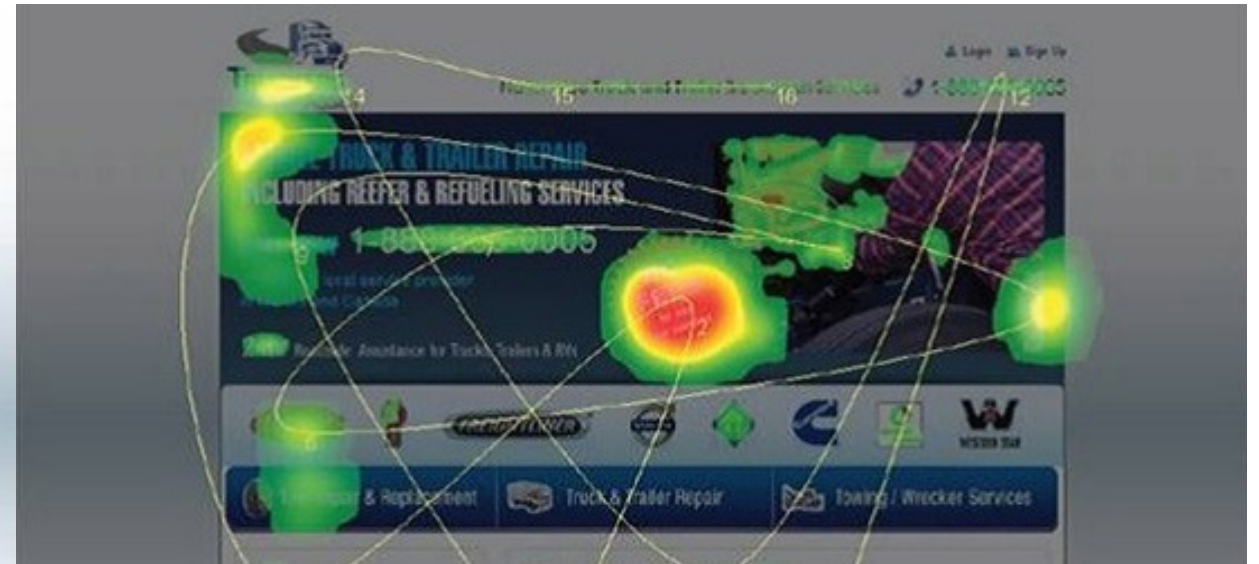


www.useit.com

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

Design Tips: Avoid Deadweight

Use Calls to Action, Make Items “Clickable”



Design Tips: Provide Directional Cues

Have Your Subject Face Your Text/CTA

Media: Diapers-01.jpg
Time: 00:00:00.000 - 00:00:06.033
Participant filter: All



Extra gentle for the most sensitive skin.

Sensitive skin? Sensitive skin, add the chemicals and moisture on your skin and you have diaper rash.

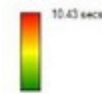
Baby's unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



laby™

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

Participant filter: All



Extra gentle for the most sensitive skin.

Sensitive skin? Sensitive skin, add the chemicals and moisture on your skin and you have diaper rash.

Baby's unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.

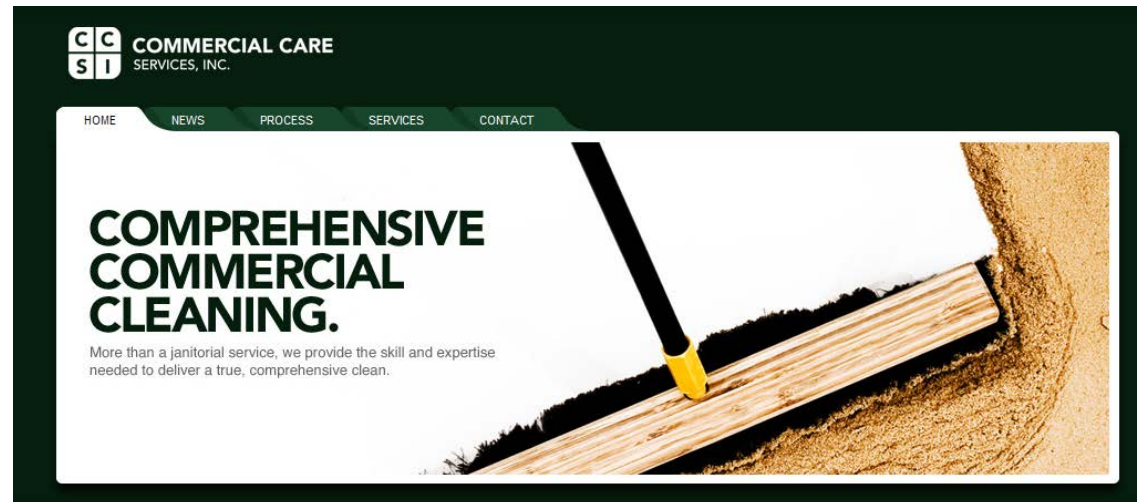
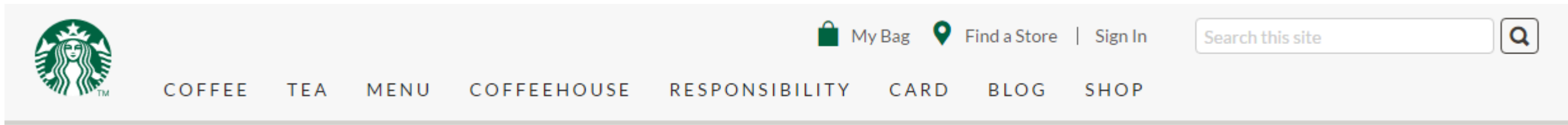
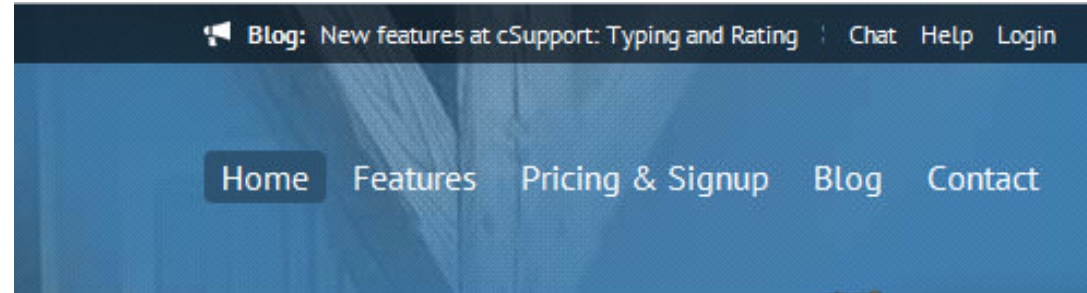


TM

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

Design Tips: 3-Click Rule

Provide Simple Navigation



Design Tips: Color Palettes

Choose a Dominant Color and Accents

- Consider Psychology/Emotions
- Tie-In with Your Logo
- Research Competition
- Think about Your Target
 - *Millennials like bright*



RGB 139 35 50
CMYK 29 96 76 29
8b2332



RGB 253 240 208
CMYK 0 3 19 1
fdf0d0



RGB 242 103 34
CMYK 0 74 100 0
f26721



RGB 255 198 11
CMYK 0 23 100 0
ffc60b



RGB 54 191 177
CMYK 68 0 38 0
36bfb1



RGB 0 98 123
CMYK 92 53 37 14
005781



YELLOW Represents youthfulness, optimism & cheerfulness.

Often used to grab the attention of the audience. Yellow can put strain on the eyes, so you want to use it sparingly.



RED Represents passion, energy, urgency, excitement, vibrancy & danger.

Often used to create urgency for people to buy. Effective in triggering strong emotional reactions. Restaurants use it to stimulate appetite.



BLUE Represents trust, security, stability, peace & calmness.

Often used in businesses and banks to create sense of security & trust in the brand. Blue is the No.1 preferred color by both men & women.

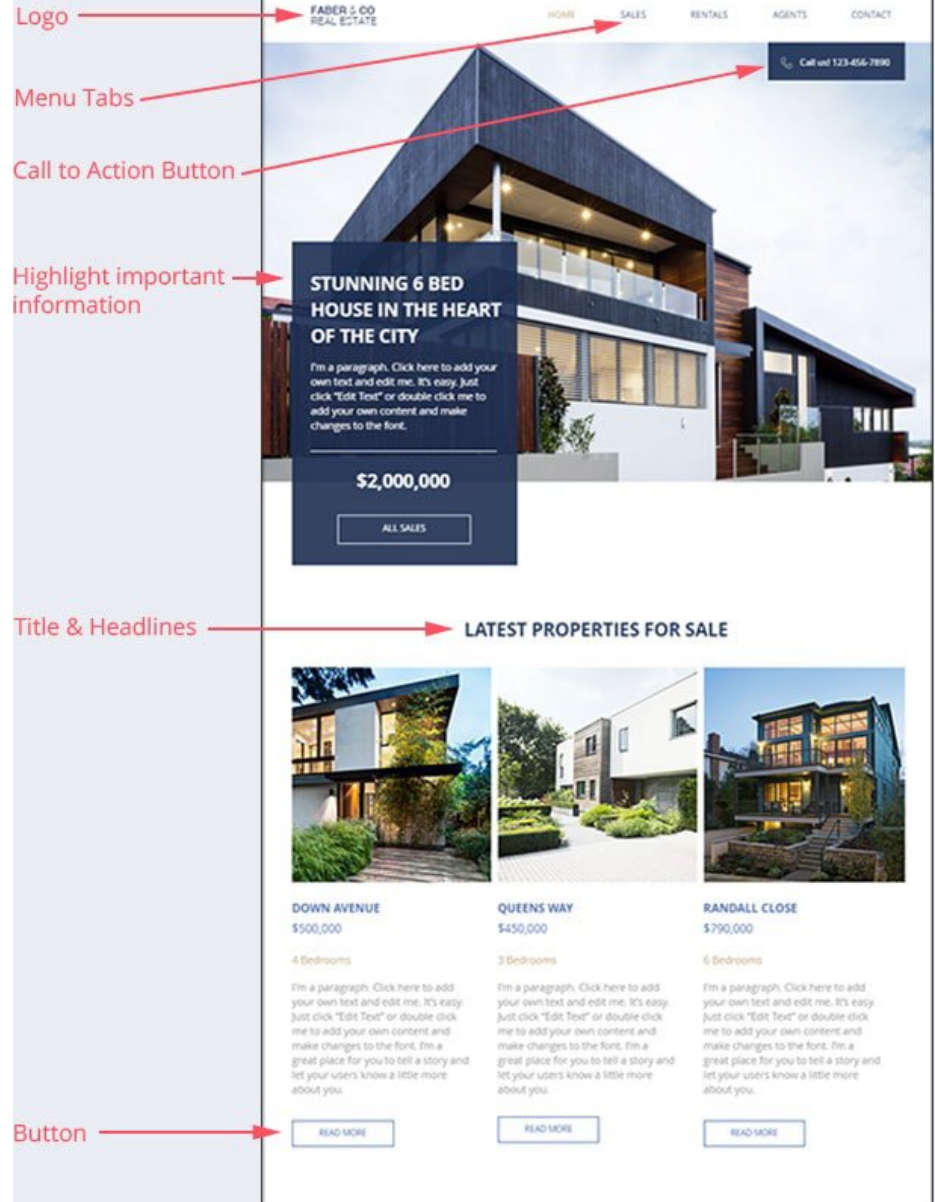


BLACK Represents power, luxury, sophistication & elegance.

Often used to market luxury brands to evoke professionalism, strength & precision.



Where to use dominant color in your website

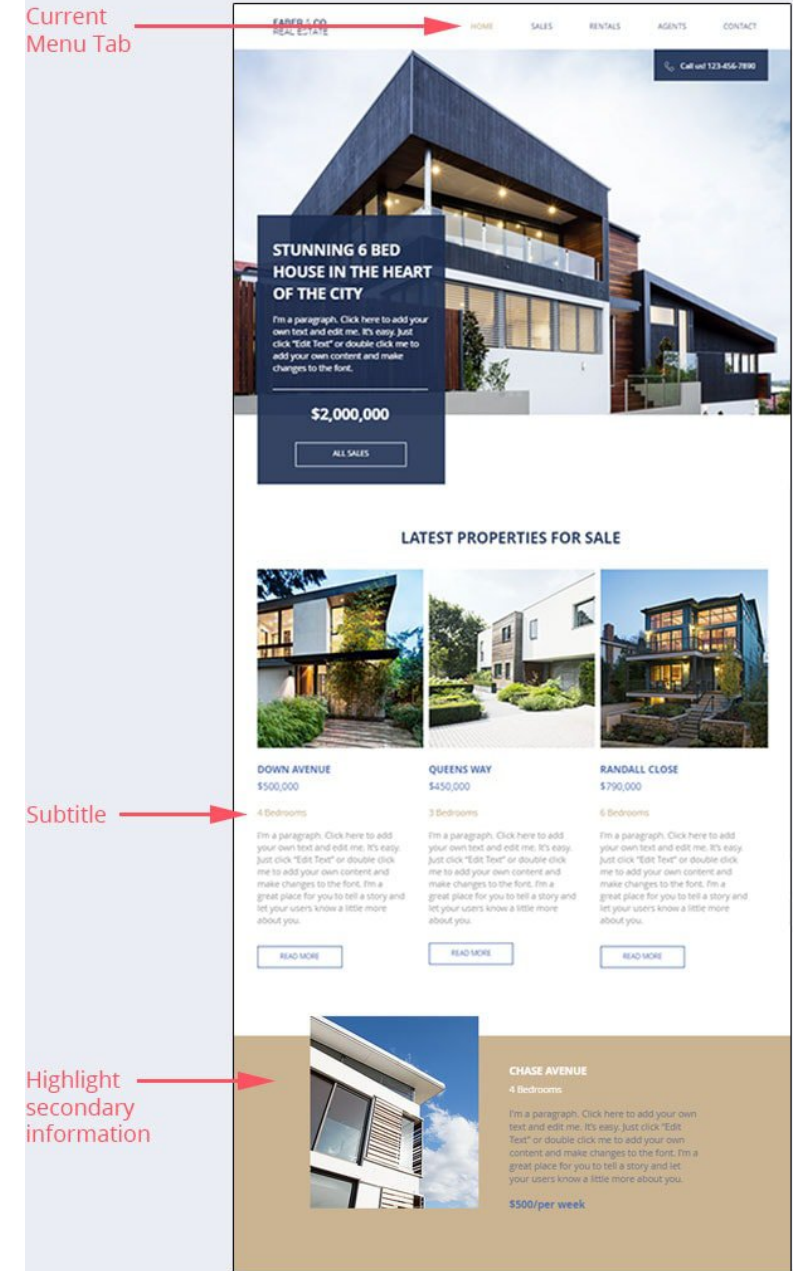


Dominant Colors



Accent Colors

Where to use accent color in your website



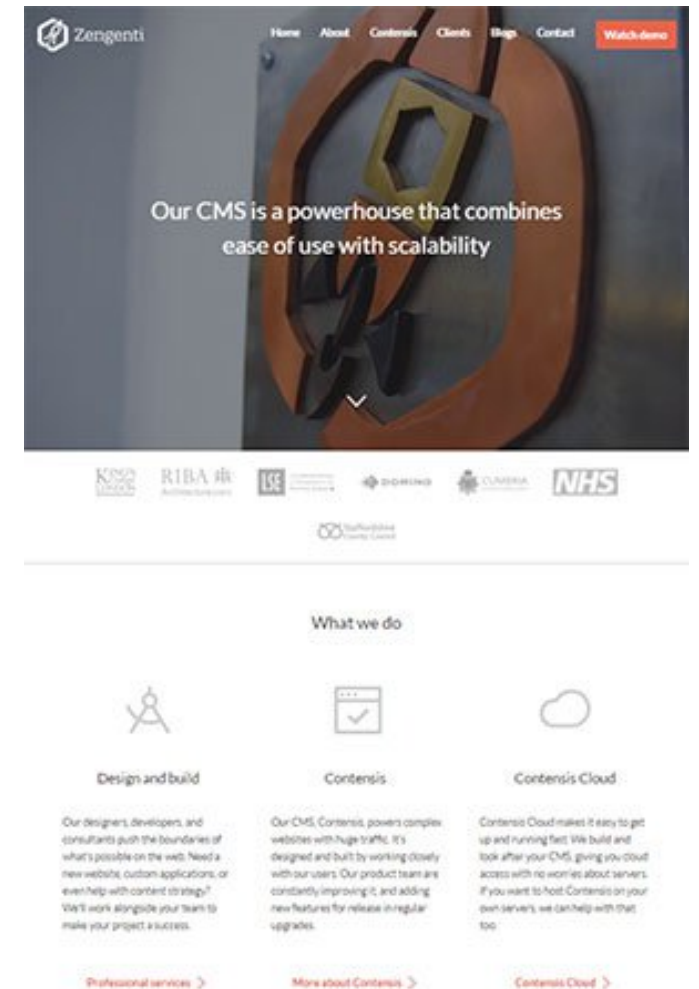
Background Color Selection



Information Sites



Brand-Focused



Service-Oriented

Design Tips: Images

Make a Statement with Images

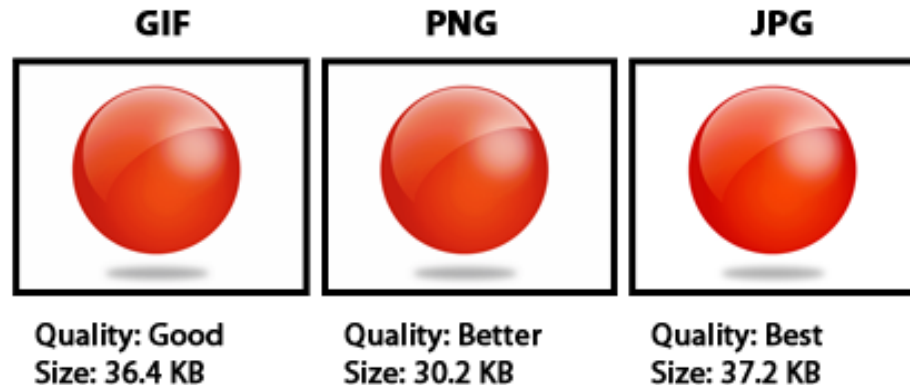
- Always opt for quality images
- Choose style: photos, icons, illustrations
- Consider if it relates to your brand
- Be different: avoid generic stock photos
- People love people
- Tell a story in your image



Design Tips: Images

Optimize Your Images

- Naming conventions matter! Be descriptive in how you save.
- Reduce file size of your images before uploading.
- Be different: avoid generic stock photos
- JPEG (best quality) PNG (mid-quality) GIF (lowest quality)



Design Tips: Fonts

Choose Clear, Legible Fonts

- Create a hierarchy (headers, subheads, copy)
- Be intentional with type colors
- Consider accessibility (can it scale up?)
- Choose serif for headlines, sans serif for web copy

I am sans. I am serif.

EXAMPLES

"Decide the effect you want
to produce in your reader."

—Robert Collier

Copy Tips: Always Be (User) Centric

- Consider what your user needs and wants (instead of what you need or want).
- Test what works with *your* audience.
- Use the golden rule: how would you want to interact on the website?



Copy Tips: Define Your Voice & Tone

- Create a style guide
- Refer to your brand guidelines
- Use real examples of dos and don'ts



Copy Tips: Chunk Your Copy

- Headings and subheadings that clearly contrast with the rest of the text (i.e., larger)
- Highlighted keywords (i.e., bold)
- Bulleted or numbered lists
- A short summary paragraph for longer sections of text

How Chunking Helps Content Processing

by [KATE MEYER](#) on March 20, 2016

Topics: [Human Computer Interaction](#) [Writing for the Web](#)

Summary: Chunking is a concept that originates from the field of cognitive psychology. UX professionals can break their text and multimedia content into smaller chunks to help users process, understand, and remember it better.

Chunks and Chunking

Definition: In general usage, a 'chunk' means a piece or part of something larger. In the field of cognitive psychology, a chunk is an organizational unit in memory.

Chunks can have varying levels of activation — meaning they can be easier or more difficult to [recall](#). When information enters memory, it can be recoded so that related concepts are grouped together into one such chunk. This process is called **chunking**, and is often used as a memorization technique. For example, a chunked phone number (+1-010-555-2743) is easier to remember (and scan) than a long string of unchunked digits (10105552743).

UX-Definition: In the field of user-experience design, 'chunking' usually refers to breaking up content into small, distinct units of information (or 'chunks'), as opposed to presenting an undifferentiated mess of atomic information items.

Presenting content in chunks makes scanning easier for users and can improve their [ability to comprehend](#) and [remember it](#). In practice, chunking is about **creating meaningful, visually distinct content units that make sense in the context of the larger whole**.

Copy Tips: Inverted Pyramid



Copy Tips

- Rule of 1: One idea per sentence, one idea per paragraph
- Bullet points make it better
- Avoid unsupported adjectives: world-class, cutting-edge, unique
- Read out loud
- Use creative calls to action (go beyond “learn more”)
- Be brief
- Think of every page as a landing page



How many people search in the form of a question?



Google Search

I'm Feeling Lucky

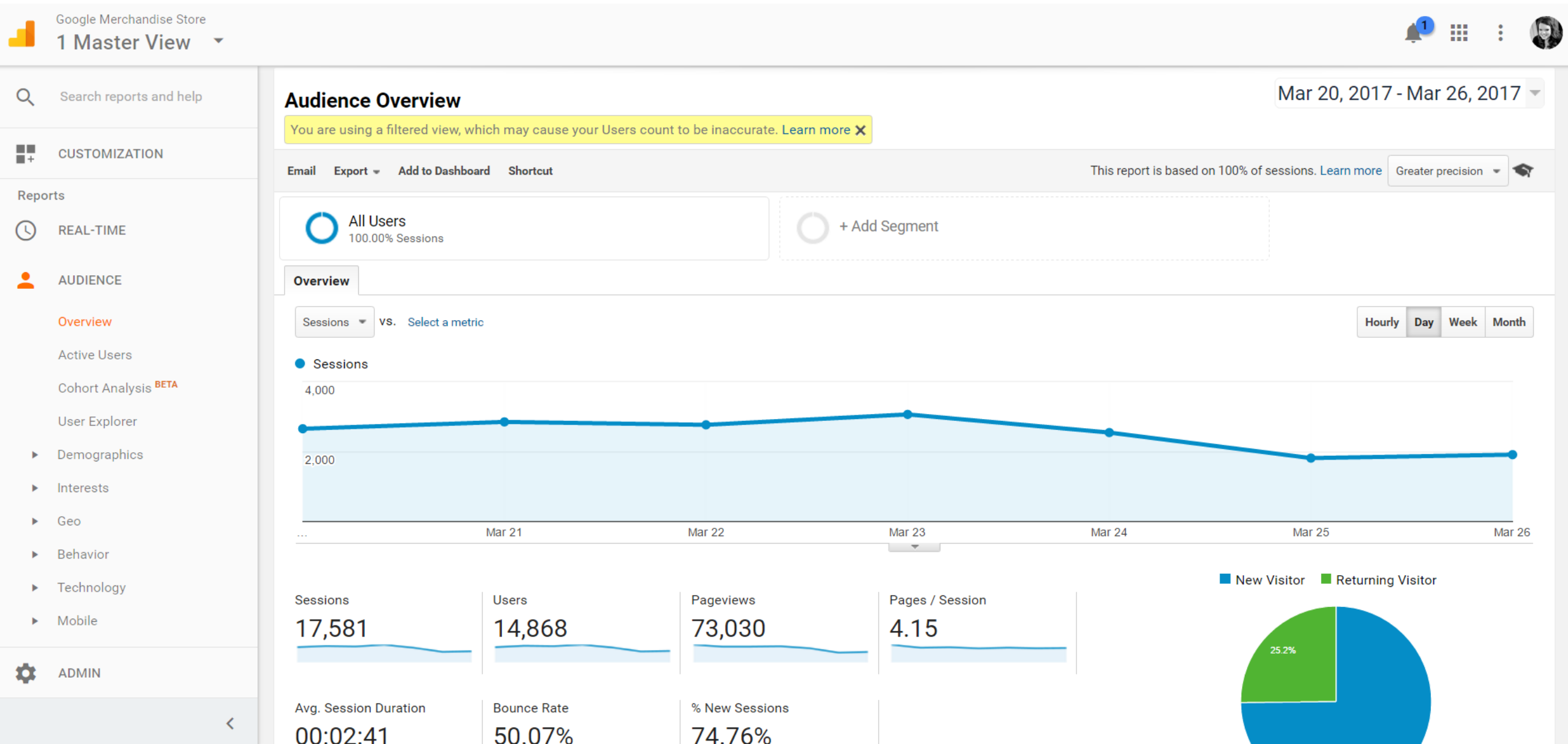
Your content should answer questions – consider including the questions.

CONTENT EXAMPLES

"Without data you're just
another person with an opinion."

—W. Edwards Deming

Introduction to Google Analytics



Web Analytics 2.0

The analysis of *qualitative* and *quantitative* data from your website and the competition to drive a continual improvement of the online experience that your customers, and potential customers have, which translates into your desired outcomes (online and offline).

This Leads to Optimizing...

Usability
Design
Architecture
Copy
Products
Marketing

Questions Analytics Can Answer



Who is coming to my website?

What do I want them to do?

What are they actually doing?

How Do We Get This Information?



How Do We Get This Information?

A cookie is a small piece of text sent to your browser by a website you visit.

Cookies remember safe search preferences, allow you to see relevant ads, protect user data, and...report page data to Google Analytics.

Metrics

Quantitative Metric	Definition
Click-Through	Number of times a link was clicked by a visitor.
Page View	Number of times a single web page was viewed.
Session	A visit or session by an individual who interacts on the website.
Bounce Rate	Single page view visits divided by entry pages (i.e., only visiting one page).
Exit Page	Last page visited during session.
Referrer	The page URL that originally generated the request for the current page.
Conversion	A visitor completing a targeted action.

Metrics

Quantitative Metric	Definition
Time on Page	Amount of time that a user spends on one page before clicking off.
Visit Duration	Length of time in a session.
Unique Visitor	Individual people with activity on the website.
New Visitor	Unique visitors with activity visiting the website for the first time <i>during reporting period</i> (usually 8 months).
Returning Visitor	Unique visitors with activity during a reporting period for more than one visit.

Web Analytics Framework

Objective	Goal	KPI (Metrics)	Target
Sell Products to New Customers	Increase New Customers	# of New Website Visitors	Increase 10% by Jan. 1
Grow Loyal Blog Following	Increase Time on Site	Avg. Time on Site	Increase :20 seconds by Jan. 1

Now You Try

Questions?

Next Week:

- ✓ Bring a Laptop
- ✓ We'll Cover Tools/Platforms
- ✓ Step-by-Step Website Creation