

LESSON NOTES 15

Year/Level: 13 Subjects: Computer Studies

Strand:	CE 3 Application Packages
Sub-strand:	CE 13.3.1 Web Designing
Content Learning Outcome:	❖ Website planning

Lesson Notes

Website Planning

- ✓ Why web designer wants a web site and what to create.
- ✓ Website Planning is a process for identifying the Objectives and User Needs that drive the Development Cycle.
- ✓ This is the first step for building a successful website. It allows the designer to explore some of the most fundamental issues of site development. For example
 - Why are we doing this?
 - What value will our website produce (from the investment we are making)?
 - Who is our audience?
 - What do they want?

❖ **Setting the scene**

Although stakeholders may be enthusiastic about going online, they may not have much experience of the factors that drive web production.

These factors include:

- Industry & market trends: What web designer's peers are doing?
- Technology: What new content & design options are available?
- Online society & culture: How audiences are behaving online.

❖ **The cost of development**

- It is also important that stakeholders understand constraints on development.
- The most important constraints on web site development are budget and time.
- Only build what web designer can afford in time and money—both now and with regard to the effort web designer will need to invest in ongoing maintenance.

❖ **Setting Smart Goals**

When choosing goals for a website, it is not enough simply to produce eloquently worded statements of aspiration.

A Web Designer's goals must be reasonable and actionable. That is, they must be SMART:

- Specific - Goals must focus on a particular area of activity and not be so broad as to be meaningless.

- Measurable - It should be possible to gauge when a Goal has been achieved.
- Achievable - There is no point setting a Goal that cannot be achieved.
- Realistic - A target must also be realistic.
- Timely - Finally, the Goals must be timely, meaning they should be bound by a time frame.

❖ **User Needs**

“Who do web designers want to use web designer’s website? What do they want?”

Questions

- 1) What is role of the website designer?
- 2) Why it is important to identify the uses during the planning stage?