

Development of Internet Applications

WebDesign

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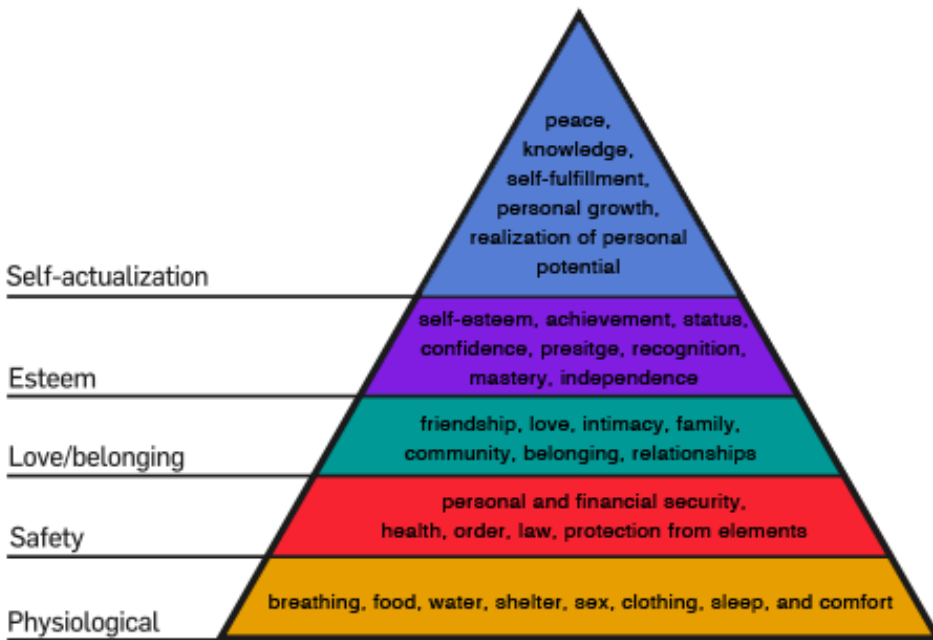
www.cs.vsb.cz/radecky

What is the WebDesign

- Web design is an multidiscipline that uses the knowledge of visual communication, interaction design, psychology (especially influencing and decision making), marketing, branding, copywriting, gamification and other fields. The goal of web design is to create a **functional website** or web application.



Maslow's pyramid



Maslow's Hierarchy of Needs

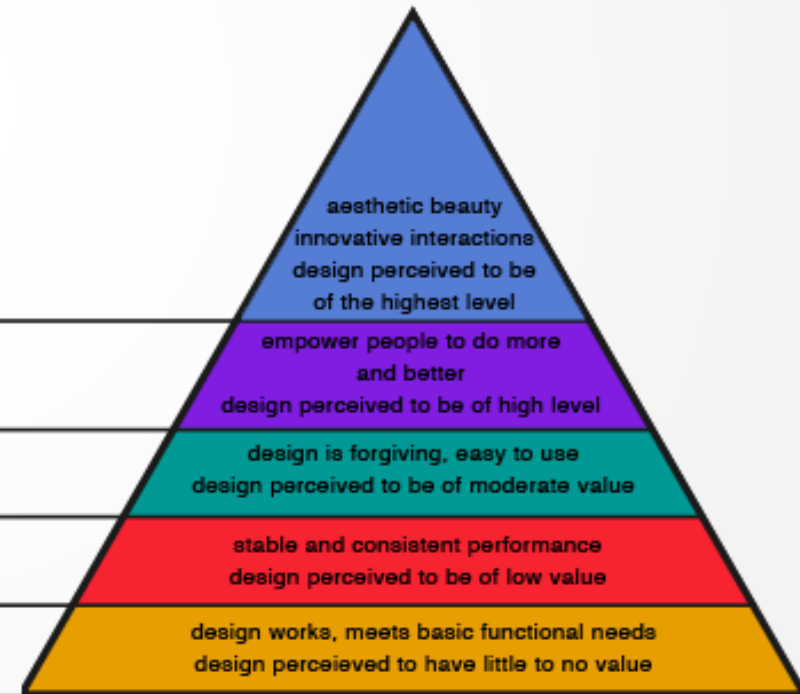
Creativity

Proficiency

Usability

Reliability

Functionality



Design Hierarchy of Needs

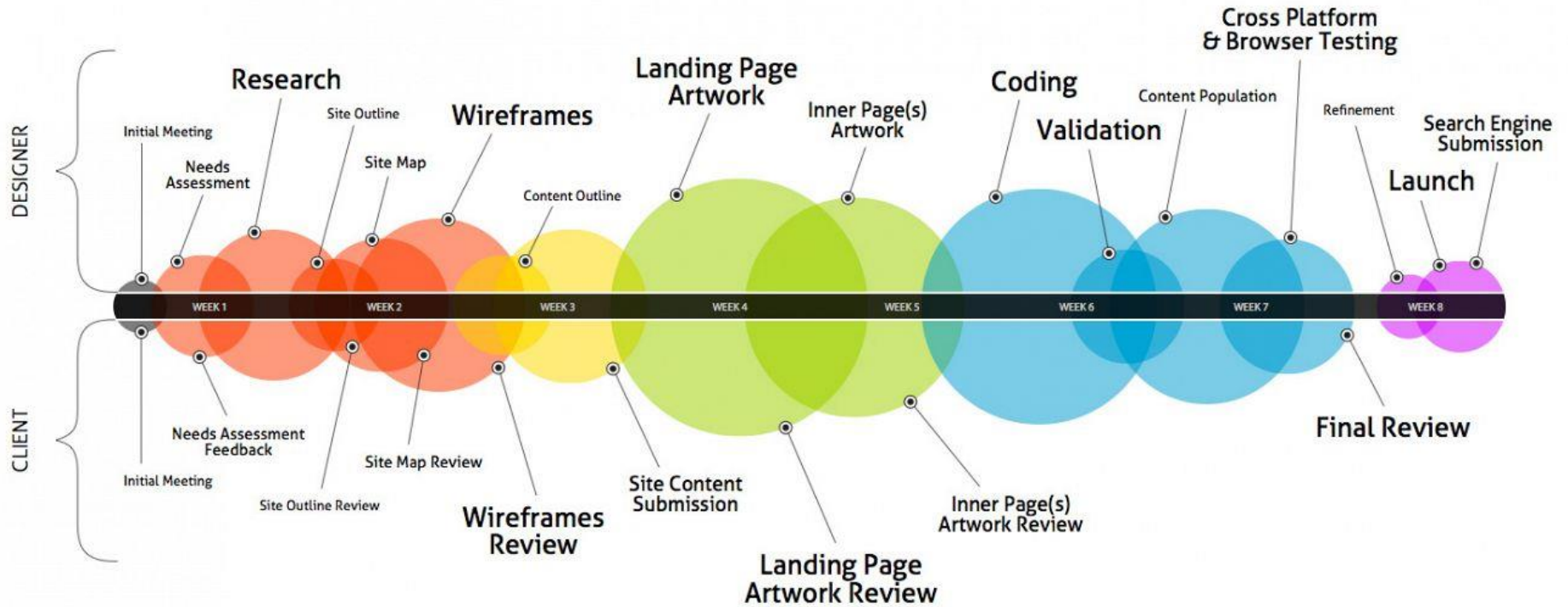
Web development

- Web development is not just about design, it's a key part of it
- The web design often covers a range of activities (necessary to meet needs and prepare for implementation)
 - **Requirements specification** - who will be the user, how the site will be used, what will be presented, technical constraints, specific features, etc.
 - **General design** of the solution and its process - consideration of needs, design of technical solution, specification of plans and procedures, cost, formalities, etc.
 - **Research and discovery** - competitor analysis, design manual, definition of content and structure, etc.
 - **Designing** - wireframes - mockups - prototype
 - **Presentation and review** - introduction, feedback, problem vs. solution
 - **Design implementation** - deliverables for next phases
- Next phases: implementation, content creation, testing, deployment, maintenance, updates, promotion, etc.

Web design lifetime

A Web Site Designed

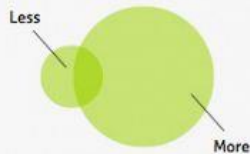
MILESTONES, INVOLVEMENT, IMPORTANCE & TIMELINE



MILESTONES



INVOLVEMENT



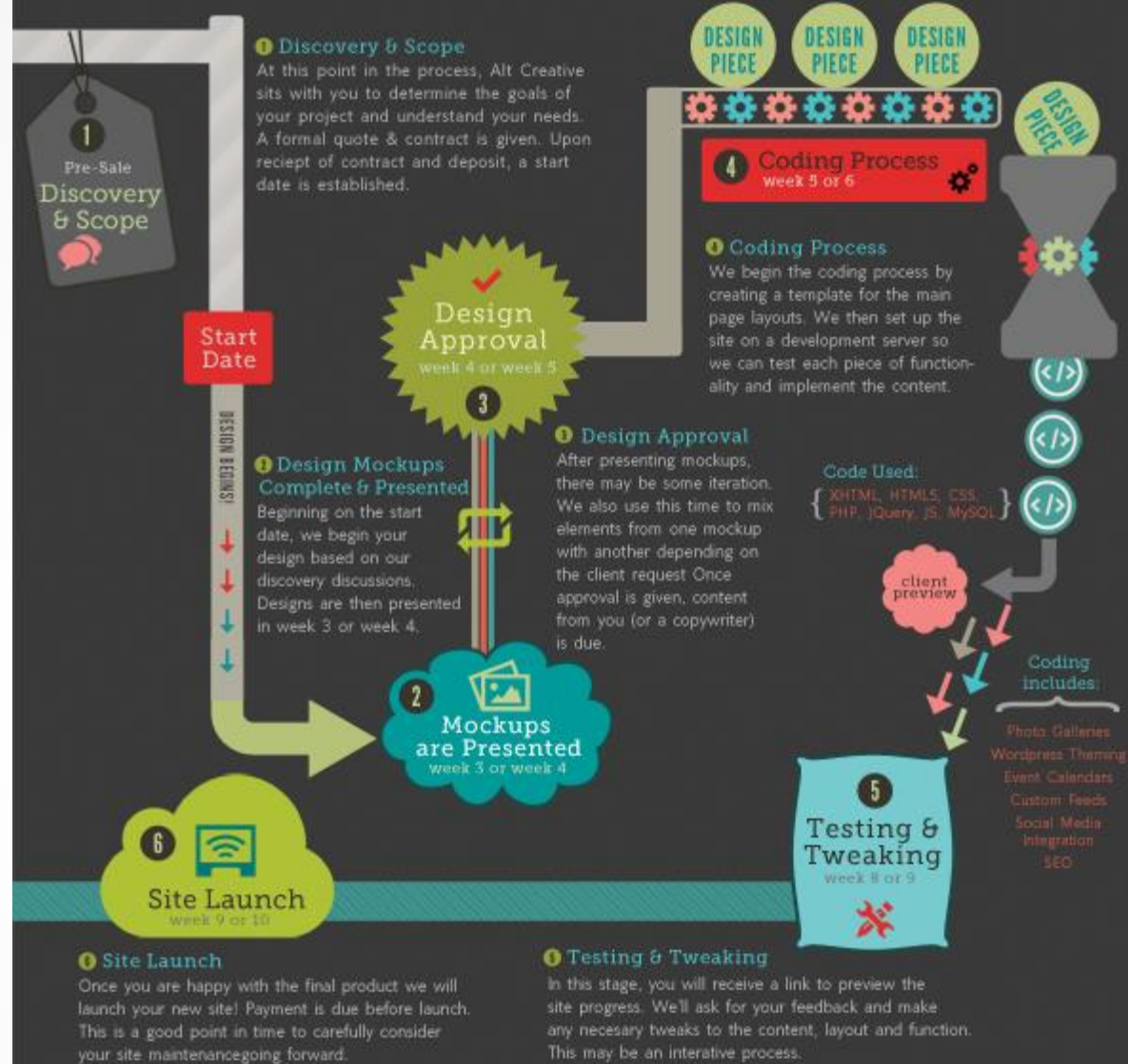
IMPORTANCE

Average
Greater

PHASE



Web design lifetime



AND DON'T FORGET...



We work with several partners to provide copywriting, photography, and SEO services.



We provide affordable maintenance programs to help you keep your site up-to-date.



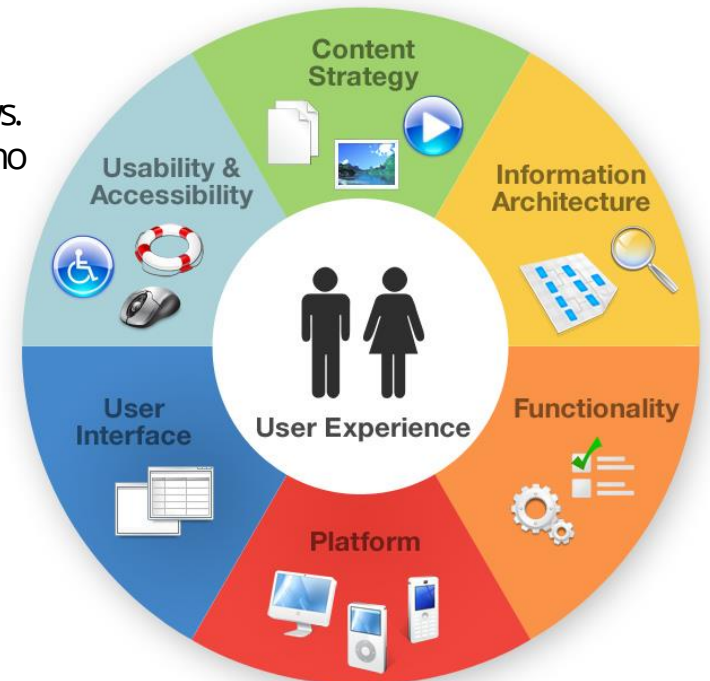
We give 10% of the final bill on major web projects to charitable causes.

Wireframe – mockup - prototyp

- Wireframe
 - Schematic representation of the interface at different depths of detail
 - Emphasis on layout, functionality and overall concept
- Mockup
 - Fully visual model for presentation and commenting
 - Emphasis on visual appearance, form and perception of detail
- Prototyp
 - Fully visual and functional model for testing
 - Emphasis on user interaction and functionality, simulation of functionality in a real environment (web browser)

User eXperience

- "User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.
- The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company's offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.
- It's important to distinguish the total user experience from the user interface (UI), even though the UI is obviously an extremely important part of the design. As an example, consider a website with movie reviews. Even if the UI for finding a film is perfect, the UX will be poor for a user who wants information about a small independent release if the underlying database only contains movies from the major studios.



Content first

- Content determines design
- Information for the target audience is more effective than just a "nice" design without information
- Emphasis on "Call To Action"

The screenshot displays the Stonehenge Veterinary Hospital website. At the top left is the logo with a silhouette of a dog and a cat, and the text "STONEHENGE - VETERINARY HOSPITAL - EST 1976". To the right, a navigation bar includes "ABOUT US", "DOCTORS", "SERVICES", and "LOCATION". A phone number "804.794.4713" is visible with the text "Need to refill a prescription or schedule an appointment?". The main content area features the headline "FURRY OR FEATHERED. OLD OR YOUNG. YOUR PET IS OUR PASSION." followed by a paragraph about the hospital's services. To the right, there are silhouettes of various animals labeled: Chihuahua, Schnauzer, American Sable, and Brazilian Shorthair. Below this is an "ABOUT US" section with a green background containing the text "WE BELIEVE THAT EVERY PET DESERVES GREAT CARE." and a "TOP" button.

Need to refill a prescription or schedule an appointment? 804.794.4713

STONEHENGE
- VETERINARY HOSPITAL -
EST 1976

ABOUT US DOCTORS SERVICES LOCATION

FURRY OR FEATHERED. OLD OR YOUNG.
YOUR PET IS OUR PASSION.

Stonehenge Veterinary Hospital is a full-service veterinary hospital in Richmond, Virginia providing compassionate care and progressive medicine to the pets and the good people they belong to since 1976.

CATS, DOGS, RABBITS, BIG or SMALL
WE KNOW THEY'RE NOT PETS.
THEY'RE FAMILY.

Chihuahua Schnauzer American Sable Brazilian Shorthair

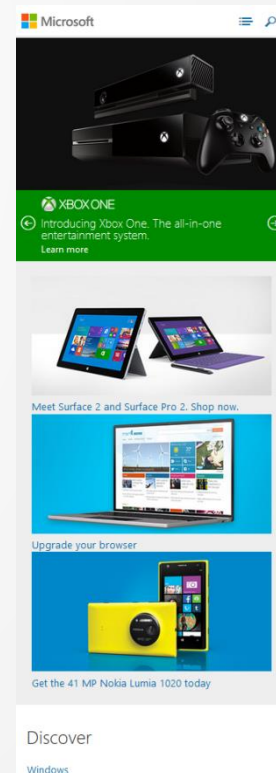
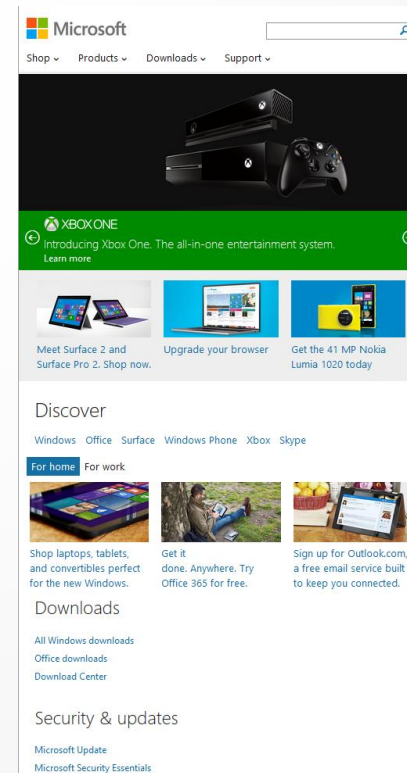
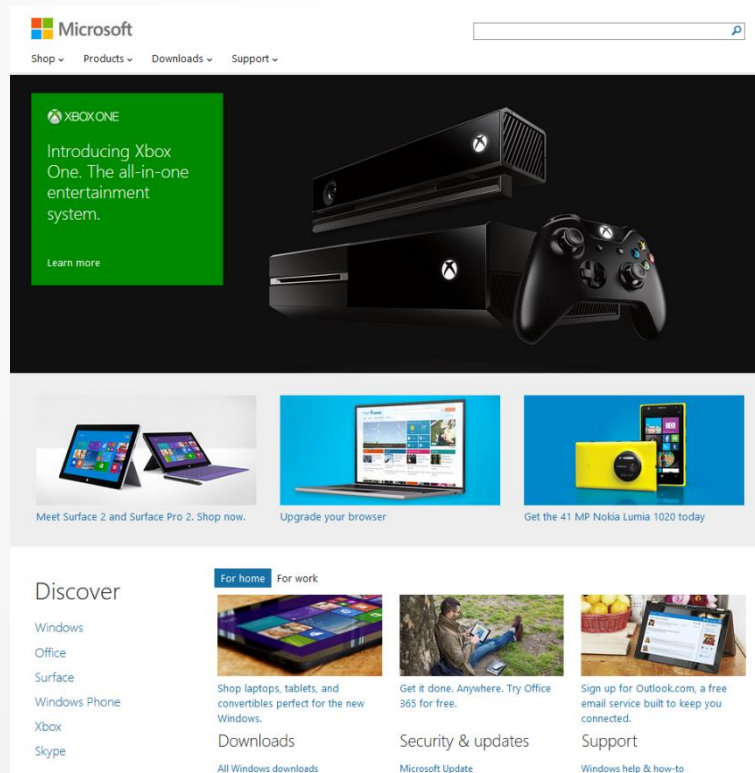
ABOUT US TOP

At Stonehenge Veterinary Hospital
WE BELIEVE THAT EVERY PET DESERVES GREAT CARE.

To that end, everything we do is for the health and well being of our patients - and the good people they belong to. Drs. Michael Anthony and Glenn Crawford earned their DVM degrees at Ohio State University and opened Stonehenge Veterinary Hospital in Richmond, Virginia in 1976. In the early days of the practice, both

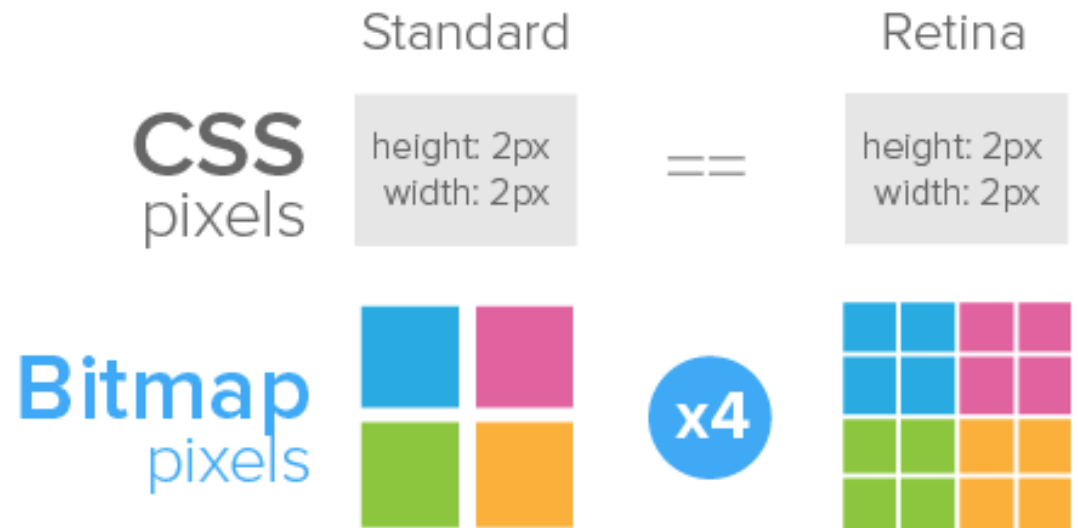
Responsive design

- It's not just about the look, but primarily about the content and features offered
- User Experience "User Driven" approach
- **CSS3 @media queries**



High quality images

- Physically 2x more pixels = finer graphics at the same resolution
- Need to supply higher resolution bitmap graphics or vector graphics
- Apple postfix @2x for double resolution images
- **CSS3 media queries - device-pixel-ratio (2)**



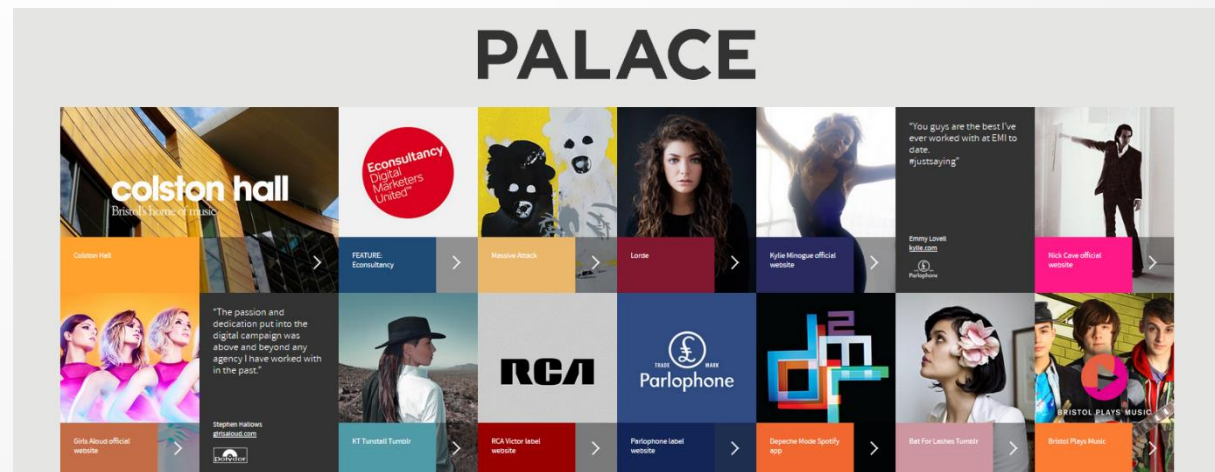
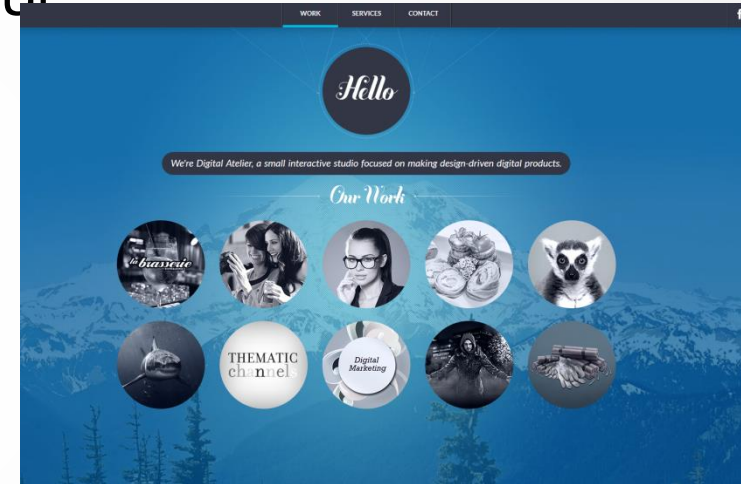
Fixed/flow elements

- Static positioning of elements even when scrolling content (headers, menus, buttons)
- Dynamic positioning of floating elements with respect to scrolling position (advertising, graphic elements)
- **CSS position: fixed, JavaScript pageYOffset**



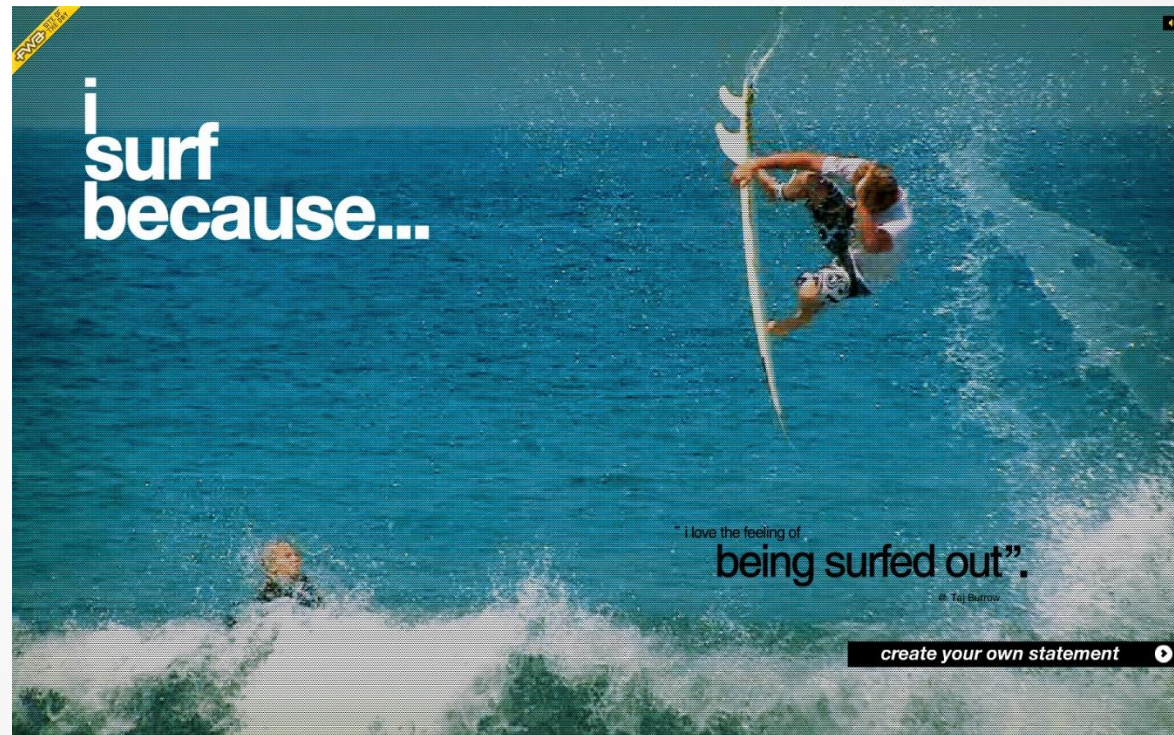
Square/circle design

- Use of basic shapes in a simple style
- Inspiration from Modern UI/Metro UI – Windows
- Effective implementation of "grid layout"
- Full use of browser width
- **CSS floating, round-corners**



Big sized photos/videos/backgrounds

- Large-format photo used as a background (dynamic size adjustment)
- Not only as a supplementary graphic, but also as a functional element (portfolio, user interaction)
- **CSS3 background, HTML 5 video element**



Opacity, shadows, animations, ...

- CSS3 rgba, box-shadow, transition, animation, ...

SQUARESPACE

Jun 18

Squarespace Customer Care Team Wins Two Stevie Awards

BY ANTHONY CASALEÑA

At Squarespace, we pride ourselves on providing exceptional customer service 24 hours a day, 7 days a week. We are proud to announce that last night, our Customer Care Team won a Gold Stevie Award for Customer Service Department of the Year - Computer Services. Our Director of Customer Care, Christa Collins, took home the Bronze Award for Customer Service Executive of the Year.

The Stevie Awards (also known as the American Business Awards) are the nation's premier business awards program. More than 3,200 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories.

Since launching the new version of Squarespace last July, our support ticket volume has doubled, from 7,000 to over 14,000 tickets a week. Squarespace's Customer Care Team kicked off 2012 with 18 members and remains the largest department within the company with more than 50 employees at present.

We extend a heartfelt congratulations to our Customer Care Team for this deserved recognition. We also realize that winning the award would not have been possible without our customers. Thank you for your continued support.

TRY SQUARESPACE TODAY.

GET STARTED

Lazyloading, scrolling

- A user-friendly way to provide large amounts of data within straightforward functionality
- Sequential loading of content - modifying page content
- **JavaScript (scrolling, DOM), AJAX**

The collage consists of several content cards:

- LANGLAND**: "We didn't set out to change the world. We simply wanted to change a category, and make healthcare advertising better. By turning healthcare ..."
- NEWS Digital**: "A major integrated campaign by Langland has won the Grand Global in the Professional Healthcare category at the New York ..."
- NEWS Awards**: "Langland has retained its status as Global Agency of the Year at the prestigious Global Awards, by taking the prize for a remarkable third ..."
- NEWS Digital**: "Langland in collaboration with CISCRP, a non-profit clinical research education organisation, has launched ..."
- NEWS Digital**: "Mark Evans, Langland's Digital Strategy Director was asked recently about the challenges of content marketing in pharma. He used our work for ..."
- NEWS Digital**: "Last week's PM Society Digital Media Awards 2013 saw Langland awarded the much-coveted Craft award for Film and Animation for our recent ..."
- NEWS Digital**: "What does Godzilla have in common with a premature baby? Watch our animation to find out. 'Like' this to show you #giveahug Bliss"
- NEWS Digital**: "We're very proud of our latest awareness-raising work for charity client Bliss. Developed by fantastic animation specialists"
- NEWS Digital**: "2012 Agency of the Year GLOBAL AWARDS"
- WORK Case Study**: "HUMAN STORIES OF HOPE AND SURVIVAL I did this with Isis"
- NEWS Awards**: "Langland's Charlie Hunt Nominated for Digital Media Award"
- NEWS Awards**: "This year, Creative Spurgeon joins the Global Awards Executive Jury for final round judging in New York. Great opportunity to ..."
- NEWS Awards**: "For the second year in a row, Langland has been named Healthcare Agency of the Year by the Global Awards for healthcare ..."
- PEOPLE Digital**: "Olivier de Franqueville joined us this week as a digital designer, after five years at Digitas France. Two things about Olivier: he's from ..."
- WORK Nutrition**: "Abbott Nutrition has recently added another product to its ever-expanding Infant and Paediatric range with Similac Alimentum - a powdered, ..."
- NEWS Awards**: "BEST OF THE DAY SITE OF THE DAY FRIDAY 26 JULY 2013"
- NEWS Awards**: "A BREATH OF ..."

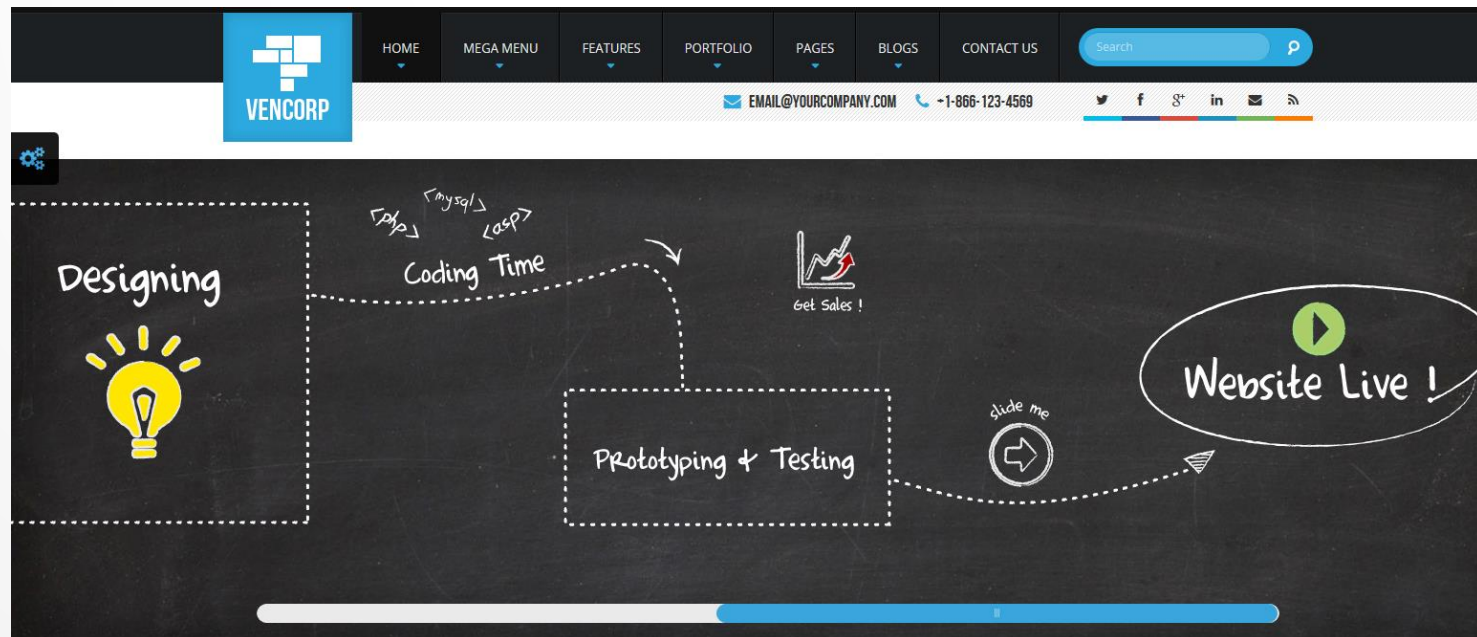
Typography

- Possibility of using custom fonts for the textual content of the website
- Emphasis on typography and form of information presentation
- **CSS3 font-face**



Animated elements/paralax

- Animation of a specific part of the page (usually called a slider) with respect to user interaction
- **CSS3, JavaScript**



Single-web page design

- Design of information content within a single page (using common navigation elements)
- Design of sections within a "long" page, often with animation when moving between sections
- **HTML anchors, JavaScript**

BREAKDOWN SET CONNECTED CAR GALLERY BLOG ABOUT US

SINNER-SCHRADER ŠKODA SQUAD
presented by
Haasenstein

TRACK THE TRACK

THE CRAZY RACE AROUND THE BALTIC SEA
7500 Kilometers / 15 Days / 10 Countries / 1 Connected Car

FORGET ABOUT HERBIE, KITT AND THE DE LOREAN.

We are on the data highway to help Our Gen-Persona is speeding around the Baltic Sea packed full of sensors and with 50 raging tonnes under the hood. Whatever happens to our ŠKODA LOU II on the unique and dusty road is digitally broadcasted to the Internet. So, Resten your seats-belts and follow our Connected Car on the Baltic Sea Circle Rally: Track the Track.

Find us on Facebook Help for Charity

WILL WE MAKE IT?

Thanks to the crowd that voted with "Yes" on Facebook, You're awesome. To the critics: you'll probably just hit the wrong button. No worries.

YES 94 %	NO 6 %
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HERE IT IS, THE CONNECTED CAR: TRACK THE TRACK.

Just click on the red icons, scroll down and see what happened where.

United Kingdom
Ireland Eire
Nederland (Netherlands)