

CIW v5 Cite Designer

# Mega Guide

## Prepare With Confidence

This PrepLogic Mega Guide was written by certified subject matter experts and published authors to provide you accurate, in-depth exam coverage. All exam objectives are covered in detail, giving you the knowledge and confidence you need to pass your exam.



**PrepLogic**

*Be Prepared. Be Confident. Get Certified.*



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# Domain 1: Site Development Essentials

There will be *eleven questions* on the CIW Site Design certification exam dealing with site development essentials.

## 1.1 Identify and manage elements of the Web site development process.

### Project Management

- Web project teams include several roles. There may be one team member for each role, or a single team member may take on more than one role, depending on company size, scope of project, etc.
  - ▶ *Project manager* – manages the entire project, documents the project plan and tracks the progress.
  - ▶ *Information architect* – translates customer requirements into a blueprint, including site navigation, need for database connectivity, etc.
  - ▶ *Graphic designer* – creates a consistent and appealing look for the web site, including the creation of graphics, color schemes, Flash animations, etc.
  - ▶ *Information technology group* – programmers, database administrators and networking technicians.
  - ▶ *Marketing professional* – responsible for developing the strategy and tactics for communicating web site messages, images and brand identity. These team members are involved in the development of the look and feel of the site, as well as the text content of the site.
  - ▶ *Writer/editor* – these team members are the wordsmiths, so to speak, and the ones to ensure proper spelling and grammar usage. They do proofreading of other's writing and write content themselves.
- Resource Importance (e.g. Will the team members be available as I need them?). Consider your resources when conducting:
  - ▶ Feasibility study
  - ▶ Risk management study
  - ▶ Contingency planning
- *Web site designer* – depending on the size of the company, a web site designer may have to do most of the roles of a web development team. In larger companies, the web site designer may only have one role on the team. The following are some of the various skills a web site designer may need to be proficient with:
  - ▶ Web site planning
  - ▶ Graphics design
  - ▶ Site navigation, structure and scheme design
  - ▶ XHTML coding (usually using a WYSIWYG like Dreamweaver)
  - ▶ Programming and/or scripting
  - ▶ Customer service
  - ▶ Testing

- Email, telephone calls and meetings are basic means of Web project collaboration. Additional collaboration tools include:
  - ▶ Intranets
    - Intranets can only be accessed from within a company's network by internal employees.
  - ▶ Wiki sites
    - Wiki sites are collaborative Web sites that can be easily modified by anyone with access.
  - ▶ Online conferencing
    - Online conferencing enables people from different locations to meet virtually, typically sharing ideas via a virtual whiteboard, voice and text chat, remote control, presentation viewing, program sharing and even video conferencing.
  - ▶ Instant messaging
    - Instant chat (IM) applications such as AIM or Trillian are common tools for asking quick questions or having group chat sessions.
- The initiating phase of a Web project includes:
  - ▶ Needs analysis
  - ▶ Project objectives, assumptions and constraints
  - ▶ Statement of Work (SOW)
- Stakeholder – a person or group with an interest in the project. A project must have stakeholder buy-in to succeed.
  - ▶ Project Stakeholders
    - Contributor: Anyone directly involved in your project
    - Dependent: Anyone impacted by your project
    - Sponsor: Anyone backing your project
    - Reviewer: Anyone critiquing your project's result
    - Supplier: Anyone who is a resource in implementing your project
    - Deliverer: Anyone responsible for the project delivery
    - Owner: Anyone owning the results of your project
    - User: Anyone using the result of your project
  - ▶ Primary Stakeholders
    - The person or people you are primarily doing the project for
    - Determine when the project has been successfully completed

Note: Some of your stakeholders may change as your project progresses. Employees may leave, or you may find that you need the guidance of someone you did not think of in the planning stages.

- Statement of work (SOW) – Contains the project description, goals and plan.
- Project schedule – lists tasks and time frames for completing them.
- A bottom-up approach should be used to determine the look, feel and functionality of a Web site after considering various scenarios from the user's point of view.

- The vision statement is a fundamental framework that defines the scope and intent of a new site and should be defined during the conceptualization phase of a Web development project.
- Tactics support strategies. Strategies will involve attracting and keeping site visitors. Tactics are the methods for realizing these strategies.

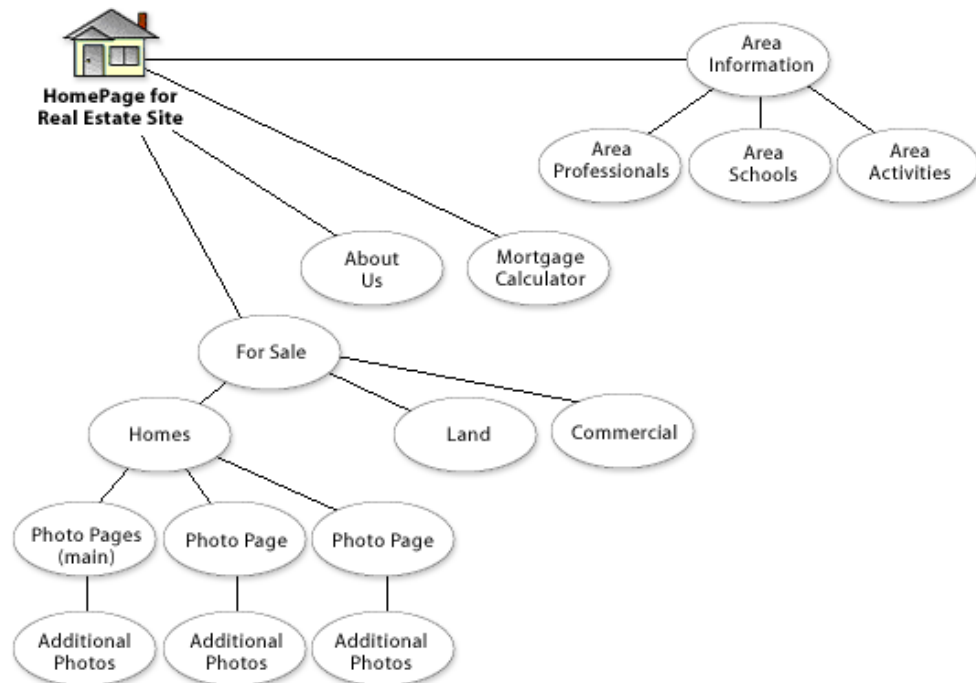
## Site specifications

- There are four types of web site specifications to consider:
  - Functionality
  - Architecture
  - Content
  - Design

## Mindmapping

- Mindmapping is a way to sketch ideas for a Web site on paper or on a whiteboard in a team meeting. This is just a quick process of moving ideas from thoughts to paper or the whiteboard without judgment. As thoughts flow, sketch them in and branch them freely, in a non-linear way. Later, you can refine the mindmap into a realistic Web site plan.

Example of a mindmap:



Alternatively, the mindmap could be used to create an outline for a hypothetical hierarchy:

**This is an outline of a mindmap.**

Home Page for Real Estate Site

I. For Sale

A. Homes

1. Photo Pages (many)
  - a. Additional Photos
2. Photo Page
  - a. Additional Photos
3. Photo Page
  - a. Additional Photos

B. Land

C. Commercial

II. About Us

III. Mortgage Calculator

IV. Area Information

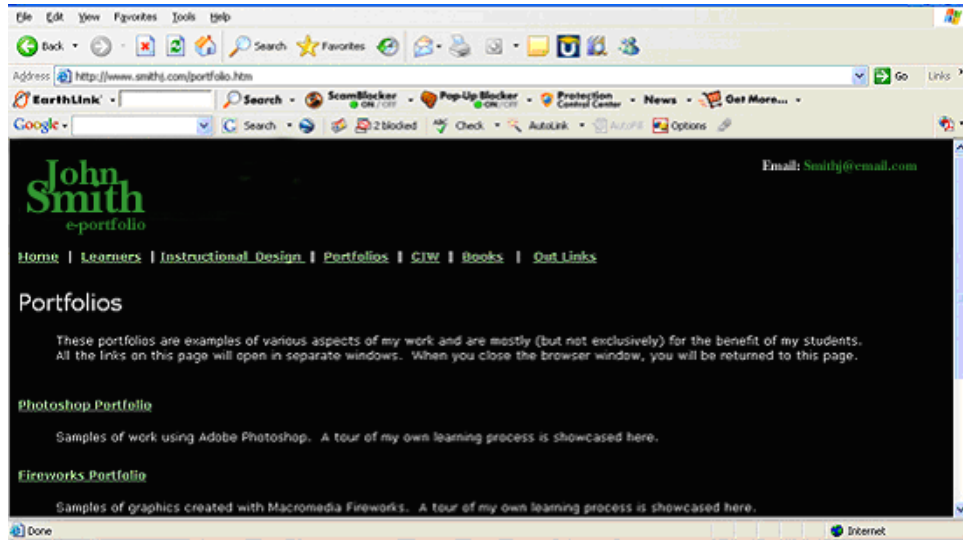
- A. Area Professionals
- B. Area Schools
- C. Area Activities

## Consider the target audience

- Determining and knowing the site audience is very important. Demographics and technology are key, but you can't possibly know all of your audience, so it is important to make your site as accessible as possible. You will need to consider:
  - ▶ Various system capabilities
  - ▶ Users with disabilities
- Elements of usability include:
  - ▶ High-quality content
  - ▶ Easy navigation
  - ▶ Information architecture
  - ▶ Search capability
- Audience usability tests are needed to achieve maximum site usability.
- Metaphors are often used in Web site design, just as they are in other forms of advertising and marketing.

## Portfolios

- Web designers should build a Web Portfolio or E-Portfolio to show their work. Typically an e-portfolio should include:
  - ▶ Resume
  - ▶ Samples of custom graphics
  - ▶ Links to other Web sites designed by the portfolio owner
  - ▶ Samples of other skills such as JavaScript, Flash, etc.



## 1.2 Meet customer expectations with Web site project and design.

- Meeting customer expectations (needs & desires) is more important than aesthetics.
- Project evaluation – During the closing phase of a Web site design project, the team should reflect back on the project to determine what worked well, what didn't work well and basically lessons learned.
- Weekly written project tracking reports should be shared with stakeholders.
- Scope creep – unanticipated tasks, changes or problems can expand the scope of a project.
- A contingency plan should be in place to deal with changes or delays to the project plan.
- Designers should avoid using technologies and design techniques that are not user-friendly for all site visitors. Here are several examples:
  - ▶ <blink> tag
  - ▶ <layer> tag
  - ▶ ActiveX controls