

E-Commerce: The Lesson Plan

Lesson 2: Digital Design

Learning Objectives

1. Understand the importance of effective webpage design.
2. Understand the concept of User-centered design
3. Understand the importance of navigation aids.
4. Understand the principles of site design and site structure
5. Understand basic usability guidelines
6. Understand the importance of usability testing.

Readings

Interface Design (from the Yale Style Guide)
Site Design (from the Yale Style Guide)
Top Ten Web-Design Mistakes of 2002 (from useit.com)
Usability Testing in Practice
Heuristic Evaluation

As you read, take the following notes, then go to the interactive exercises to further your understanding.

Interface Design

What is an interface standard?

How do Web Pages differ from books?

How does the Who, What, When and Where become translated into a web page?

Give some examples of Navigation Aids.

What is a dead end document and why is it bad?

Why is bandwidth important to the design of a web page?

Why do unusual navigation and home page metaphors fail?

Why is accessibility important?

What is an ALT statement?

What is meant by the adage: "Provide context or lose the reader?"

Site Design

Describe the five basic steps in organizing your information.

What are the reasons that "chunking" information works well on the web?

What is the goal of site design?

Describe the basic information structures

How do site diagrams assist the design of a website?

What site structures are most appropriate for the following:

- ✓ Training
- ✓ Teaching
- ✓ Continuing education
- ✓ Reference
- ✓ Entertainment and magazine sites
- ✓ News sites
- ✓ E-commerce

Define the following in this grid:

Site Element	Description	Importance	Purpose
Home Pages			
Menus			
Resource Lists			
What's New Pages			
Search Features			
Contact Information			
Bibliography			
FAQ			
Customer Service Pages			

How does Website design differ from an Intranet to the Internet?

Top Ten Web-Design Mistakes of 2002

Rank order the Top Ten mistakes with your ranking of the Worst (number 1) to the not so worst (number 10). Go to the website and enter your ranking. Then see what others had to say.

Usability Testing in Practice

What is a heuristic evaluation?

Describe the process of performing a heuristic evaluation.

List of Heuristics

Rank order the 10 heuristics with your ranking of the most important (number 1) to the not so important (number 10). Go to the website and enter your ranking. Then see what others had to say.