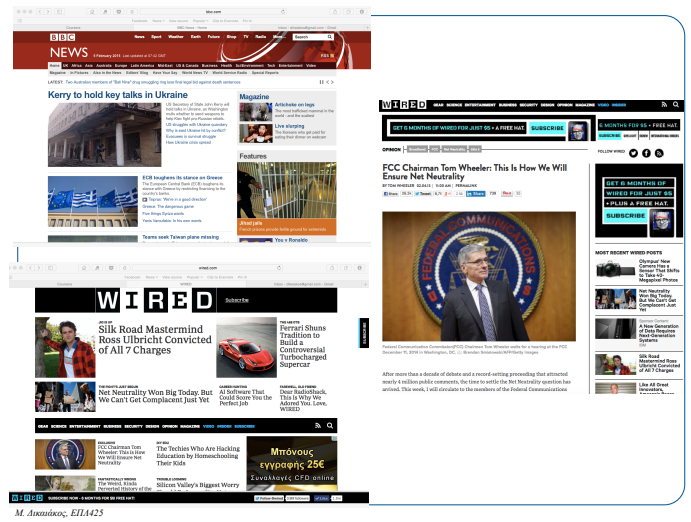


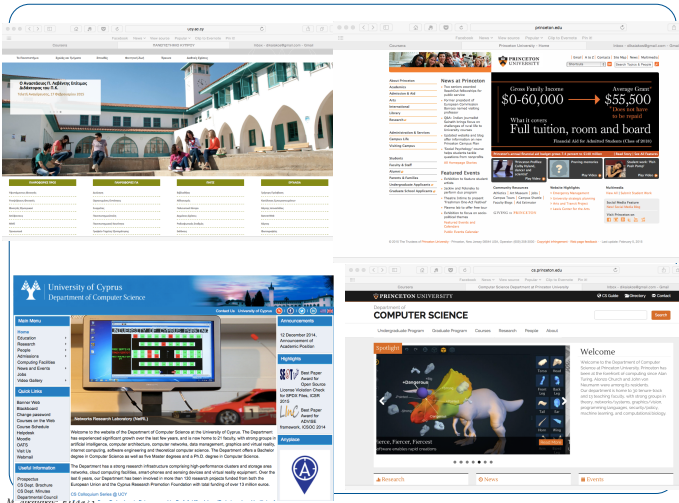
## Συγγραφή Περιεχομένου Ιστού

### Writing for the Web



M. Anagnostou, EIT1425

## Characteristics of Web copy



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## Βασικός στόχος συγγραφής περιεχομένου

- Every website must help its visitors (aka web users) **complete some kind of task**:
  - gather data
  - complete a transaction
  - send a message
  - etc..
- The words on these sites—the instructions, the cues, the information—that affect *how quickly* (or not) users are able to **accomplish their goals**.
- Web writing is important!
- Producing **web copy** (κείμενα, περιεχόμενο) is **not** easy

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## Web writing is challenging

- Web writers are expected to understand:
  - Web design
  - Web development
  - User experience.
- Web writers are expected to
  - solve **content** problems
  - organise information**, and
  - follow the rules of **good composition**
  - create copy (κείμενο) that **suits their clients'**: brand, voice, tone, style, business objectives, and customer goals.

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## Web writing goes beyond the copy on your screen

- Web writers must also:
  - Have the ability to communicate dense, technical concepts in a clear and concise way every user can understand.
  - Work closely with graphic designers, information architects, content strategists, and web developers.
  - Know how to interpret [wireframes](#) and [site-maps](#).
  - Consider [publishing schedules](#), [regulatory requirements](#), and [usability practices](#).
- Before writing a single word for the Web (or for any other interactive digital media like email, mobile, widgets, or web-based applications), you *got some serious strategizing to do*.

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## Τι είδους κείμενα; (what is Web copy?)

- Article abstracts / teaser copy (“Looking for local skilled and hourly candidates?”)
- Global navigation labels (“Resource Center,” “Post & Manage Jobs”)
- Headlines (“Let’s Keep America Working”) - επικεφαλίδες
- Subheads (“Not Sure Where to Start?”) - υπότιτλοι
- Hyperlinks (“Find the right hiring solutions,” “Job posting tutorial—3 easy steps”) - άγκυρες υπερζεύξεων
- Action buttons (“Post a Job,” “Search Resumes”)
- Task instructions (“Log in to access your account”) - οδηγίες
- Login fields (“Enter ZIP Code”)
- And that’s just the stuff you see on the page itself (there’s more)

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## Unique set of challenges

- Organise and craft copy that creates sensible, intuitive, desirable [paths through the content of a web site](#).
- Make it [easy](#) for people to [do things online](#).
- [Content](#) but also [Metadata](#)
- There’s rarely someone “in charge” of the content
- A lot of Web content is [instructional](#), [informational](#) or [technical](#) in nature.
  - Web writers may meet with [information architects](#) and [user experience design experts](#) to determine best way to present the content

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## Why is web writing awesome?

- It can facilitate a conversation, [balancing user needs](#) with [business goals](#)
- It can create solid, long-lasting relationship between a company and the people it serves
- It can help an organisation deliver on its brand promises
- It can solve business problems

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## Bringing together different skills

- Publishing (εκδόσεις):** Like a managing editor, you must make sure the content throughout an entire site is consistent in terms of theme, structure, and style.
- Journalism (δημοσιογραφία):** You write to inform and educate audience in a clear, concise, and respectful way.
- Creative writing (δημιουργική γραφή):** You must tell a compelling, well-crafted story about a particular company, product, or service.
- Technical writing (τεχνική γραφή):** You must communicate difficult or complex concepts and information in terms a majority of web users can understand.
- Information science (πληροφορική):** The web writer must understand hierarchies and relationships between content categories, as well as appropriate labelling systems.

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## Good web writing traits

- Builds trust and strengthens **relationships** between a company and the people it serves by **balancing user needs and business goals** (Marketing).
- Persuades and motivates web users to take some kind of **action** (e.g., buy a product, sign up for a newsletter) [Advertising/sales].
- Can help a company project a professional, approachable **image** [Public relations].
- Follows a **precise and rigorous process** involving lots of people, lots of documents, and lots of deadlines [Project management].
- Organises and presents information on every web page such that users can find **exactly what they're looking for as quickly as possible** [user experience].

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## Who makes a good web writer?

- Solid **organisational skills** and a knack for understanding **information taxonomy** (classification) techniques.
- An ability to adjust the voice and tone of your writing to suit different audiences.
- An interest in making the Web more **usable** for everyone.
- A desire to **work** with a **team** of really smart people.
- A **thick skin**.
- An ability to spin client feedback into web content gold.
- A sense of **humour**.
- A sense of **adventure**.

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## Understanding the Online Experience

## Understanding the online experience

- People read differently online
  - Offline readers are relaxed and passive
  - Online readers are impatient and task-oriented
- **Web users don't read. They scan**
  - Study shows that about **50% of subjects** tested **didn't** read information online **word for word**, or **from the top to the bottom** of the page. Instead, they **skipped** around, **skimming** the horizon for something interesting or useful.



Source: Nielsen Group

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## Understanding the online experience

- Websites are not linear - see **hypertext**
- Websites are harder to read than print material
  - Web page paragraphs **should not exceed 60 words**
- Websites must be accessible for users with impaired vision
- Web users talk back
- Websites should strike **balance** between **user goals** and **business objectives**

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## Users goals vs business objectives

Consider **user needs** alongside or in context with **business objectives**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• To satisfy user needs:                             <ul style="list-style-type: none"> <li>▪ Think about user concerns, hopes, expectations</li> <li>▪ Consider their desired tasks</li> <li>▪ Provide information to support decision making</li> <li>▪ Write easy-to-understand task instructions</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• To satisfy business goals:                             <ul style="list-style-type: none"> <li>– What the company wants its customers to know and understand?</li> <li>– What it wants its customers to do?</li> <li>– How the company will keep those customers happy for a long time to come?</li> </ul> </li> </ul> |
|--|--|

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## Bad web writing is:

- **Overwritten.** It's full of long, rambling sentences and nonessential information.
- **Lazy about spelling and grammar.** It shows the site owners aren't paying attention to the details.
- **Scattered.** It lacks focus, and doesn't seem to have a **driving purpose** or **main point**.
- **Hard to act upon.** It leaves a user uncertain about what his next steps should be.
- **Full of marketing jargon** and unnecessarily complicated terminology. *It forces a user to search for context*, and can make her feel excluded or talked down to.
- **All about the company and not enough about the user.** It overwhelms a user with information without considering his needs.

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## Good web writing

- Useful (χρήσιμο)
- Usable (εύχρηστο)
- Engaging (ελκυστικό)
- Findable (ανευρέσιμο, ευκολόβρετο)

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## Good web writing is **useful** (χρήσιμο)

- Writing useful web content means you will:
  - **Know** what information the user wants (and how she wants it presented).
  - Then **give it** to her **without** a lot of **fuss**.
  - **Help the user accomplish** something. Even if it's a simple task, like signing up for weekly airfare alerts to favourite travel spots—useful copy always offers **clear cues**, **instructions**, and **descriptions**.
  - **Be consistent.** Don't write a subheading about applying for student loans if you're talking about college scholarships.
  - **Answer the user's questions before** she has them. Understand where she'll want to go as soon as she gets to the site, and **respect her time** by making it obvious what she should do to get there quickly.

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## Good web writing is **usable** (εύχρηστο)

- Writing usable copy means you will:
  - Write **clear navigation cues**. Check that labels, menu items, page titles, and links make sense in the context of the site goals.
  - **Avoid unnecessary** (repetitive, redundant, excess) copy.
  - Write **descriptive headings**. Users are willing to stick with longer copy if it's punctuated with well-written headings that clue them in to what they're about to spend time reading.

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## Information Design explained



WIKIPEDIA  
The Free Encyclopedia

- Information design (**Σχεδιασμός Πληροφορίας**) is the practice of presenting information in a way that fosters **efficient** (αποδοτική) and **effective** (αποτελεσματική) understanding of it.
  - The term is used specifically for graphic design for displaying information effectively, rather than just attractively or for artistic expression.
  - Closely related to the field of data visualization and is often taught as part of graphic design courses.
- Information design is **explanation design**. It explains facts of the world and leads to knowledge and informed action.

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## Information Design explained



WIKIPEDIA  
The Free Encyclopedia

- In technical communication, information design refers to **creating an information structure for a set of information aimed at specified audiences**. It can be practiced on different scales.
- Large scale: choosing **relevant content** and dividing it into **separate manuals** by audience and purpose.
- Medium scale: **organising the content** in each manual and making sure that **overviews**, **concepts**, **examples**, **references**, and **definitions** are included and that topics follow an **organizing principle**.
- Fine scale: **logical development of topics**, **emphasis** on what's important, clear writing, navigational clues, and even page design, choice of font, and use of white space.

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## Writing **engaging** copy means you will:

- Write to **make your user feel smart** (not to make yourself look smart). That doesn't mean "dumbing down" your copy. It just means serving up the information in a **direct** and **no-nonsense** way.
- **Be personable** (ευταρυσίαστος) Imagine yourself sitting across the table from someone and speaking the words you've written out loud. Would you feel awkward? Would your audience take you seriously? Would you sound natural?
- **Be authentic**, not overly authoritative (αυθεντικός - όχι αυθεντία). You'll show you're an expert by finding a way to communicate even complicated concepts in a simple and straightforward way that doesn't talk down to the user.
- **Avoid "marketing speak."** Remember whom you're talking to, and their level of experience with the subject you're presenting. Be *welcoming* (καταδεκτικός). Be *approachable* (προσιτός). Be *reassuring* (καθησυχαστικός) and *positive* (θετικός) not cute or clever. Be *professional* and *personable*.

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## Good web writing is **findable**

- "Find-ability" refers to *how easily web users can locate the information they came looking for* on a particular web page, i.e.:
  - how scannable is the content?
  - How well organised?
- Find-ability also refers to *how high the site rates* in search engine rankings.
- How does a search engine work?

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## To make your copy **findable**

- Place **relevant keywords first**. Do so in titles, links, subheads, and opening sentences.
- Use **synonyms** for the keywords throughout the page or website. For example, if one keyword is "vintage" you might interchange it with "retro"
  - breaks up the monotony of repeated words
  - captures yet another word that a user might search for.
  - Just make sure the use of synonyms feels natural as part of the flow of the copy, and doesn't interfere with its consistency.
- **Never sacrifice readability for search-ability**. Make sure your copy doesn't end up sounding artificial once the keywords are in place.

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## SEO in a nutshell

- How does a search engine like Google decide in which order the indexed websites should appear? Combination of factors:
  - **Site age**: As long it meets other criteria as well, an older site is likely to rank higher than a newer one.
  - **Amount of content**: Sites for large corporations or internationally recognised organisations (e.g. BBC) are likely to rate higher in search rankings because of the sheer volume of content they contain.
  - **Number/quality of inbound links**: Websites that get linked to frequently by high-rated sites will move up in search rankings.
  - **Popularity/trends**: If a certain site suddenly gets an overwhelming number of clicks from users, it will move up in search rankings (at least temporarily).
- **Search engine optimisation (SEO)**: Websites that feature frequently entered search terms in headings, links, domain names, titles, and page content tend to perform well in search rankings.

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## SEO



WIKIPEDIA  
The Free Encyclopedia

- Search engine optimisation (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results—often referred to as "natural," "organic," or "earned" results.
- In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

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## SEO in a nutshell

- How to make sure a website's content will perform well in search rankings so users find it before they find a competitor's site.
- To ensure good rankings, a web writer must first obtain a list of **keywords** (κλειδολέξεις / λέξεις κλειδιά) from the client:
  - terms and phrases proven through testing or user research to represent the kinds of products and services offered by the organisation.
  - Often, each page has its own set of keywords, though some keywords may apply to more than just one page.
- A web writer's goal is to use as many of these keywords as many times as possible throughout the page or site.
  - Keywords have more impact on search results if they're used in page titles, headings, subheadings, links, and image captions.
- However, **SEO and user experience (UX) aren't always compatible**.

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## Web writer tools

## Copy Deck - χαρτοφυλάκιο κειμένων

- The web writer's bible.
- Typically an MS Word document.
- Contains all the text elements a web writer has written, edited, or otherwise influenced.
- This document is *passed back and forth* between the writer and the team of web designers, web developers, and client reviewers for discussion.
- It is absolutely *critical* to have *clear labelling* of these copy deck files (and their iterations), in order to mark the input that different parties make on the copy deck.

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## Copy Deck example

### University of Colorado Denver Copy Deck User's Manual

**Part 1:** Copy Deck Overview

**Part 2:** Copy Deck Template (sample)

**Part 3:** Step-by-step Instructions

**Part 4:** Content Requirements

**Part 5:** DOs and DON'Ts

**Part 6:** FAQ

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### Copy Deck Overview:

The copy deck is a Microsoft Word 2007 file that is used to create, edit and transfer Web site content among the Content Writer, Content Editor, Project Manager and Web Developer. A completed copy deck contains all the necessary content your Web Developer will need to build the respective page in MOSS.

The Copy Deck Template was born in 2008 from collaboration between University Web Services and the Office of Integrated University Communications during the initial build-out of all top level pages of ucdenver.edu. The Copy Deck Template has been modified and improved upon several times based on feedback from those who have used the template during their own Web site build-out.

Any school, college or administrative unit that needs the assistance of UWS or OIUC must submit completed copy decks for every page of their new Web site. If you plan to coordinate and build your site without the assistance of UWS or OIUC then using copy decks and the processes outlined below are optional.

University of Colorado Denver   Copy Deck Template			
Page Location (required): [Location on the web (Optional: About Us > Faculty)]			
Page Name (required):			
Page Content: (If necessary, Web Services will use a 2-column layout based on the amount and type of content provided in this copy deck.)			
<b>Calls-to-action:</b> • Reference content title from the Call-to-action Library. Max TITLE Characters = 20 Primary Action (required) Title: Link: Secondary Action Title: Link: Tertiary Action Title: Link:  Calls-to-action should be one primary link that users should go to after this page, and two secondary links that users reading this page may also be interested in viewing. Refer to your Creative Brief for help in choosing Call-to-actions.	<b>Page Headline (required):</b> Max Characters = 26 (Example: Day/Date Name)  <b>Page Sub-headline (required):</b> Max Characters = 48 (Example: Page Name)  <b>Page Content (required):</b> • Place in this order you want it to appear on the web page. • Include ALL relevant URL links (example: <a href="http://www.ucdenver.edu/your-page.html">http://www.ucdenver.edu/your-page.html</a> ) • Section home pages should NOT have more than 100 words.	<b>Related/Reusable Content:</b> • Reference content title from the Reusable Content Library.  <b>Reuse this content elsewhere in your site (yes/no)?</b>  <b>If yes, please assign it a TITLE:</b> (Example: "SCM Content intro")  Related content may be contact info, announcements, videos, related info, web links, etc.  Generally, links should lead to the next step you want the user to make.	
<b>Page Details:</b>			
<b>Main Photo:</b> Please suggestion or word photo with copy deck.			
<b>Page Description (20-40 words required):</b> What is the page or content about? (approx. 20-40 words) Max Characters = 230			
<b>Keywords:</b>			
** When completed, upload this copy deck to the corresponding content gap site in SharePoint and notify your Project Manager. **			

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## Copy deck example

Page Name	
Page URL	
Page Title (SEO)	
Page Keywords (SEO and Taxonomy)	
Page Description (SEO)	
Summary and/or short version	
Audience	
Business Goal(s)	
Conversion Goal(s)	
Author	
Publish Date	
Approved By	
Approved Date	
Body Copy	

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## 1. Home page

1.0: Home Page	
Meta (technical data for SEO)	
<Title - 70>	Page Title (it will appear on Search Engines) – 70 characters maximum
<Description - 160>	Page Description (it will appear on Search Engines) – 160 characters maximum
<Keywords>	Important keywords to use within the page to improve SEO
Content	
Title h1	Title displays on your page
Title h2	Second title displays on your page
Content - 600	Content of your page – 600 characters minimum for SEO
Media 1 - Title	Title of the first media attached to the page
Media 1 - Alt text	Alternative text of the first media attached to the page
Media 2 - Title	Title of the second media attached to the page
Media 2 - Alt text	Alternative text of the second media attached to the page
Media 3 - Title	Title of the third media attached to the page
Media 3 - Alt text	Alternative text of the third media attached to the page
Other content	Other content on the page

M. Anan

## 2. First Menu

2.1: Page 1	
Meta	
<Title - 70>	
<Description - 160>	
<Keywords>	
Content	
Title h1	
Title h2	
Content - 600	
Media 1 - Title	
Media 1 - Alt text	
Media 2 - Title	
Media 2 - Alt text	
Media 3 - Title	
Media 3 - Alt text	
Other content	

M. Anan

2.2: Page 2	
Meta	
<Title - 70>	
<Description - 160>	
<Keywords>	
Content	
Title h1	
Title h2	
Content - 600	
Media 1 - Title	
Media 1 - Alt text	
Media 2 - Title	
Media 2 - Alt text	
Media 3 - Title	
Media 3 - Alt text	
Other content	

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## Content audit - Μητρώο ιστοσελίδων

- A content audit or “inventory” is a spreadsheet that documents the current state of a website in terms of:
  - page titles,
  - corresponding URLs, and
  - anything else that’s important for the organisation to keep track of

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Page ID	Page name	Url	Notes
0.0	Home	<a href="http://www.braintraffic.com/">http://www.braintraffic.com/</a>	<b>Content Inventory</b>
1.0	Services	<a href="http://www.braintraffic.com/services/">http://www.braintraffic.com/services/</a>	
1.1	Audit and Assessment	<a href="http://www.braintraffic.com/services/audit-assessment/">http://www.braintraffic.com/services/audit-assessment/</a>	
1.2	Strategy and Integration	<a href="http://www.braintraffic.com/services/strategy-integration/">http://www.braintraffic.com/services/strategy-integration/</a>	
1.3	Governance and Guidelines	<a href="http://www.braintraffic.com/services/governance-guidelines/">http://www.braintraffic.com/services/governance-guidelines/</a>	
1.4	Editorial Services and Support	<a href="http://www.braintraffic.com/services/editorial-services-support/">http://www.braintraffic.com/services/editorial-services-support/</a>	
2.0	Company	<a href="http://www.braintraffic.com/company/">http://www.braintraffic.com/company/</a>	
3.0	Clients	<a href="http://www.braintraffic.com/clients/">http://www.braintraffic.com/clients/</a>	List of clients; may add case study links
4.0	Blog	<a href="http://blog.braintraffic.com/">http://blog.braintraffic.com/</a>	Lists posts chronologically by most recent; includes links to topic categories and posts by author; page also includes links to speaking engagements
5.0	Contact Us	<a href="http://www.braintraffic.com/contact/">http://www.braintraffic.com/contact/</a>	Links to email addresses and twitter address
6.0	Privacy Policy	<a href="http://www.braintraffic.com/privacy/">http://www.braintraffic.com/privacy/</a>	
7.0	Sitemap	<a href="http://www.braintraffic.com/sitemap/">http://www.braintraffic.com/sitemap/</a>	
8.0	RSS	<a href="http://blog.braintraffic.com/feed/">http://blog.braintraffic.com/feed/</a>	

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## Content audit/inventory

- The type of audit you see here is called a **quantitative audit**. It answers some pretty important questions:
  - What** content does your client have?
  - Who** creates that content? (An editorial team? A business unit? A marketing group? Regional branches? Users?)
  - Where** does it live? (In brochures? On a server? In the collective memory of staff members?)
  - If there's an existing website, **how** is that content organised?
  - What **types** of files are included (e.g., pdfs, videos, forms)?

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## Content audit/inventory

- You can add information fields to the spreadsheet to make it a **qualitative audit**, to provide analysis for some of that data and answer questions like:
  - What does the content say?
  - Is it accurate and useful?
  - Is it well-written? User-friendly?
  - How's the metadata working out? Is it written in such a way that search engines and content management systems can organize and deliver it when and where users need it most?
- Each page on the inventory corresponds to a specific **wireframe**

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## Style guide - Υφολογικός Οδηγός

- Obtain an editorial style guide from the client for keeping track of **word usage preferences**, **voice** and **tone guidelines**, and so on.
  - The more *explicit* (ρητός) the style guide, and the more *descriptive* (περιγραφικός), the easier creating content will be.
  - The style guide might contain language that describes *generally* the way all the copy should go.
  - Or it might get more detailed with *examples* showing which words suit the voice and tone of a particular site, and contrasting those with words that don't.
    - For instance, maybe the word "skip" would be appropriate for a particular site where "eliminate" would not.

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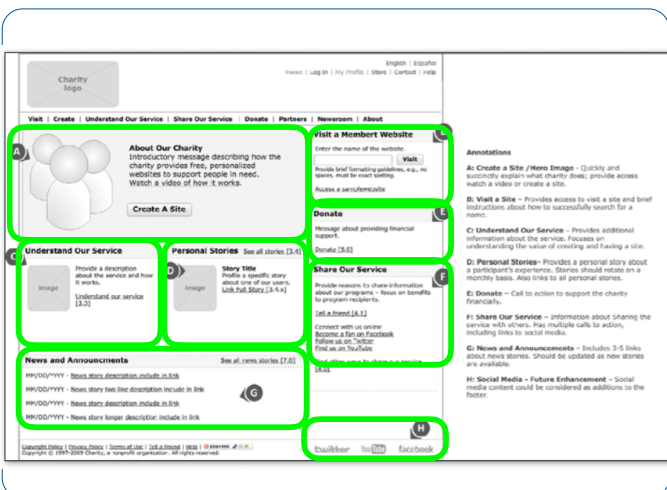
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## Wireframes - Σκαριφήματα

- WF sketch out a **web page's layout** more or less the way it will appear in the browser, but without all the final design elements.
- Some wireframes also *describe relationships* between the content elements (text, images, links, etc.).
- Web writers often receive wireframes* as the primary template for figuring out approximately how much copy to write, and for which areas of the page.
- Ideally, the person who has created the wireframes has a *deep understanding of the way the information will need to appear* for the best possible user experience.
  - He or she will provide context for why particular elements or topics have been included and how they're related.

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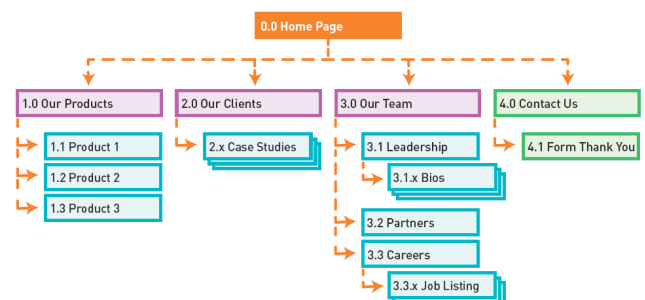
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## Sitemaps - Χάρτες Ιστοτόπων

- A sitemap shows the **hierarchy** of the site. It lets a writer, designer, or developer see the relationship among all the pages of the site at a glance.



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## Where does web content come from?

- When a client says, “We’d like you to rewrite our 200-page website,” your line (right after “I can’t wait to get started!”) should be,  
  
    *“So where does all my source content live?”*
  - Odds are, they’ll tell you it lives on the current website, in brochures, shareholder reports, user personas, usability reports, video files, audio files, pdfs ... etc., etc.
  - Or maybe they’ve never published a website before, so there’s no existing source content to speak of.
    - In this case, you may get your information by interviewing the founders of the company.
    - Or by scouring competitor websites and then learning exactly how your client goes above and beyond to crush the competition.

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## Who’s on your content creation team?

- **Content reviewers (κριτής)**: members of the client’s editorial team, subject matter experts or part of the legal department. They check for **accuracy**, **editorial excellence**, and **fidelity to brand standards**.
- **Content strategist (υπεύθυνος ύλης)**: works with clients to define actionable, useful strategies for web content processes; works with web writers and the client team to ensure these strategies get implemented effectively.
- **Designer (σχεδιαστής)** (aka “web designer”): determine the look and feel of a website. They may build the pages or may let a developer handle the actual coding. *Many designers focus more on the aesthetic of a website than its functionality.*
- **Developer (προγραμματιστής)** (aka “web developer”): Web developers make the content come to life online using various types of code.
- **Executive editor (αρχισυντάκτης)**: The executive web editor *sets standards* for content creation, *assigns projects and deadlines*, and generally *keeps all the content owners accountable* for their portion of the website.
- **Information architect (IA) (αρχιτέκτων πληροφοριών)**: works with the structure of information on a website. Affects elements of organization, labeling, visual design, and writing.
- **Subject matter expert (SME) (ειδικός συντάκτης)**: a client contact intimately familiar with the subject matter being published.
- **Web writer (συντάκτης)**: A web writer uses creativity and strategy to write websites that are useful, usable, findable, and engaging.

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## Πρακτικές Οδηγίες για Συγγραφή Ιστιακού Περιεχομένου

## Top 10 web writing tips

- Love the **inverted pyramid** (the way news stories are written):
  - Start with your conclusion
  - Provide supporting information
  - Give background and technical details
- Believe “less is more”
  - Don’t overwhelm the user
  - Cut all unnecessary words - then cut more
  - Get out of the user’s way
- Avoid sounding like infomercial: Websites are **conversations** between an organization and its site users.
  - Write the way you speak to someone you know and respect. In other words, be authentic (ελικρινής) and engaging (ελκυστικός).
  - Keep it simple. Write to inform, not to impress
  - Don’t be afraid to use contractions and first-person construction
  - Speak plainly, but be specific
  - Avoid exclamation points
  - Limit use of bold and italicized

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## Top 10 web writing tips

- Make your copy **easy to scan**: divide information into nice “bite-sized” chunks.
  - Paragraphs should be **60 words or fewer**.
  - Headlines should be **8 words or fewer**.
  - Subheads should be **12–14 words or fewer**: be brief and hard-hitting.
- Page length depends on a number of factors. Ultimately, it’s about creating a *consistent experience* for the user.
- Bulleted lists are a great way to chop up long paragraphs that list lots of information.
- Numbered lists should be used sparingly. Use numbered lists only for “sequential” tasks, like describing steps in a process, ranking items, or presenting information where total number is important (for instance, a top 10 list).
- Use headings strategically to help guide the user through the page. Headings show **hierarchy** and communicate relative importance of topics on a page.
  - Write killer headings
    - Remember: Task-focused readers don’t read. They scan.
    - Just tell them what they’ll find—**be clear, not clever**.
    - Use keywords.

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## Top 10 web writing tips

- Lead with active words - ενεργητική φωνή και τόνος
  - Start headlines, links, and phrases with verbs when possible.
  - Use active constructions (avoid “to be” verbs wherever you can).
  - Start with the point. Don’t waste valuable real estate leading up to it.
- Take a look at this promo ad:

You know you’re getting a great deal every time you log on to SweetDealsNow.com. We have everyday low prices, fabulous money-saving offers and all your favorite products, right here online, 24 hours a day. There’s some good stuff, here: great deals, low prices, money-saving offers, favorite products, etc. But what about the way it’s presented?

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## Top 10 web writing tips

- How could you make it more active? Strip out filler phrases [*“you know you are,” “we have,” and “every time you log on”*]:  
*For fabulous savings and everyday low prices, shop online 24 hours a day at SweetDealsNow.com*
- Now “fabulous savings” and “everyday low prices” stand out a little bit more. The message is streamlined without losing anything important from the first example.
- You can simplify and liven things up further:  
*Save more money. Shop SweetDealsNow.com*
- The main message (“save money”) remains intact. Plus, we’ve created a much more active, engaging message for the user. And all we did in this case was **lead with verbs** and **cut unnecessary copy**.

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## Top 10 web writing tips

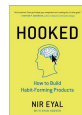
- Use simple sentences
  - Make verbs and nouns your best friends.
  - Use adjectives and adverbs sparingly.
  - Avoid semicolons at all cost. Use a comma instead. Or better yet: dare to use a full stop.
  - Notice when too many commas signal copy that’s too complicated for the Web.
- Some people assume lengthy, complex sentences and big words equal profound content.
  - Not necessarily. If your writing is clear and concise, the message will come through much more effectively without fancy words or complicated structure.
  - And it will be easier for the user to scan quickly.

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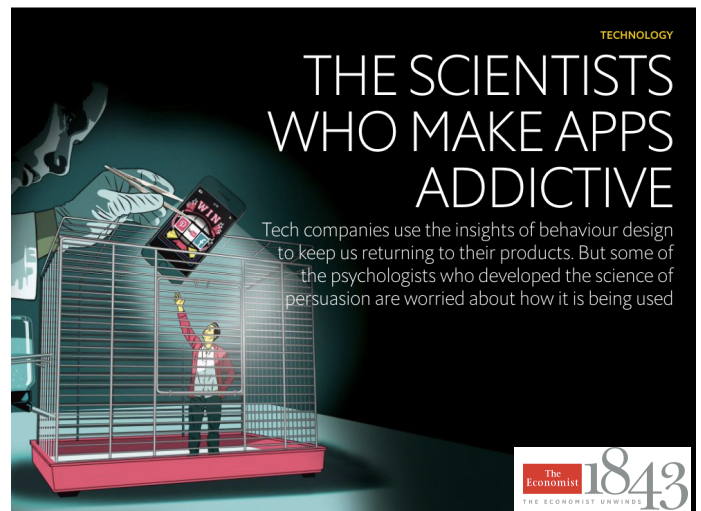
## Top 10 web writing tips

- Make sure links and labels match section/page titles.
  - Don’t reference something in a link or headline that doesn’t appear in the text that follows.
  - You’d be surprised how often this sort of oversight occurs on otherwise well-written websites. Many of these inconsistencies are the result of site updates in which some (but not all) pages get refreshed, revamped, and added to. Other times it’s just carelessness. The moral of the story is to **always double check your work**.
- And remember: Web users are often **task-oriented** and looking for somewhere to click. So make sure you give it to them—**at least one or two actions per page**.



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## Top 10 web writing tips

- Set up **a review process**
  - Don’t be your own editor. Get other writers or client team members on board.
  - Schedule enough time to have every set of documents you deliver reviewed.
  - As with any kind of writing or publishing, it’s important to **have a review process in place** that gets followed **religiously**.
  - You’ll want someone involved **who understands the subject matter inside and out**, and someone **who knows the rules of good web writing**. (Sometimes one person can play both roles.)
- Testing usability:
  - <http://www.usertesting.com>

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## Top 10 web writing tips

- Steal from good websites (sort of)
  - Start critiquing the websites you visit.
  - Keep a list of sites that work well, and sites that don’t.
  - Talk with friends or colleagues about the differences between those sites.

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## Keep web content fresh

- A website is **never truly finished**.
  - Routine checks need to make sure the content is still relevant and links are still functioning.
- Perform **regular content audits**:
  - Keep the content audit/inventory spreadsheet *always* up to date—as a “living” document you can add to or remove items from.
  - So you’ll always have an accurate snapshot of the site.

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## Keep web content fresh

- Use an **editorial calendar**: a schedule in spreadsheet form showing events, holidays, industry trends, brand campaigns, company changes, etc. that have the potential to trigger website content updates.
  - With these triggers plotted out, it’s easier to proactively plan content updates far enough in advance to make them useful, usable, engaging, and findable.
- Make a **content owner list**
  - Indicates which people within an organization are responsible for each page or piece of content. That way if there’s ever a problem with a particular page, the “owner” of that page can weigh in on the value or the risk of making changes.
  - You may want to make a spreadsheet to track this information. Include columns for update frequency, writer, reviewer, approver, and publisher.
  - Designate **executive web editor**. It’s critical to choose someone who can be the final word on what goes on the website (or doesn’t). For this person, content quality is priority number one. He or she sets standards for content creation, assigns projects and deadlines, and generally holds all the content owners accountable for their respective sections of content.

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*Ποιά εργαλεία είναι απαραίτητα για τη διαδικασία ενημέρωσης περιεχομένου ενός ιστοτόπου;*

- **Wireframes and Editorial Calendar**
- **Editorial calendar, Content Inventory, Copy Deck**
- **Copy Deck, Wireframes and Sitemap**
- **Sitemap and Editorial Calendar**

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88:38

## Information Architecture Introduction

## Information architecture

- The **structural design** (δομικός σχεδιασμός) of shared information environments.
- Term first coined in 1975 by Richard Saul Wireman who recognized the common problem of information overload caused by a deluge of content.
- It is the *art* and *science* of **organising** and **labelling** (επισημείωση) websites, intranets, online communities and software to support *usability* (ευχρηστικότητα) and *findability* (ανευρεσιμότητα).
- An emerging community of practice focused on bringing principles of design and architecture to the digital landscape.
- An information architect analyses, organises and labels information on websites so regular people (not involved in the design of the site) can actually find what they are looking for.

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## What do the users say?

- **Solid information architecture**
  - well organized, good navigation, intuitive, logical, easy to find answers and complete my task.
- **Haphazard (τυχαία) information architecture**
  - confusing, frustrating, cryptic, inconsistent, hard to use.

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## Information architecture deliverables

- An information architect is involved in the website planning process
- Has **10 major roles** across the **5 major stages** of a project: to develop
  - **primary audience goals** - βασικοί στόχοι κοινού
  - **persona(s)** - αρχέτυπα χρηστών
  - **current content inventory** - κατάλογος υφιστάμενου περιεχομένου
  - **competitive analysis** - συγκριτική ανάλυση
  - **content strategy statement** - στρατηγική περιεχομένου
  - **content outline** - περίγραμμα περιεχομένου
  - **content gap analysis** - ανάλυση ελλείψεων περιεχομένου
  - **site diagram** - διάγραμμα ιστιοτικού τόπου
  - **page description diagrams** - διαγράμματα περιγραφής ιστοσελίδων
  - **wireframes** - σχεδιαγράμματα ιστοσελίδων

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## Information architecture deliverables

- **Primary audience goals:** Defining the **primary audience** for the website is critical to success; in **user-centred design**, the needs and business goals of the primary audience will help guide the project. Questions to ask:
  - **Who** is the primary target audience for this site?
  - **How** does (will) this audience use this site?
  - **What** are their goals?
- **Persona(s):** Your primary audience won't be sitting with your team during the design process => you need to bring them to life with a persona: **a fictional character created to represent an important audience.**
- **Current content inventory:** What content is already available?
  - Conduct a thorough content review including text, images and media.

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## Information architecture deliverables

- **Competitive analysis (συγκριτική ανάλυση)**
  - Understand the competition so you can compare **functionality**, use **common vocabulary**, identify **best practices**, and identify opportunities for a **competitive advantage**.
- **Content strategy statement:**
  - How will the content writers and editors *stay focused* on the audience's needs?
  - What writing style should be used to complement the branding and strategic goals of the site?
  - Prepare a **high-level summary of the purpose of the content**, including **key themes**, **major topics**, **tone** and **search engine optimization** goals.

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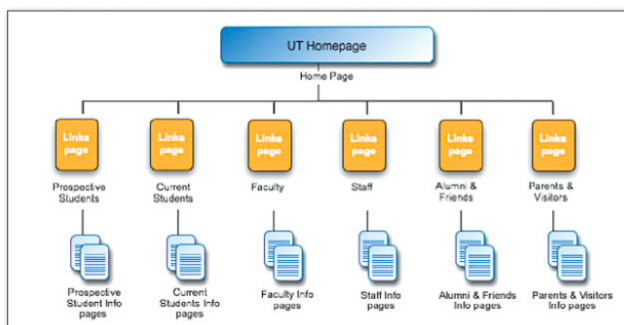
## Information architecture deliverables

- **Content outline:** a detailed list of all the content needed for the new site.
- **Content gap analysis:** a list of all available content, content that needs to be edited to match the content strategy and content gaps that need to be filled.
- **Site diagram** - διάγραμμα ιστιοτικού τόπου: A high-level architectural blueprint of the site. Maps out the organisation and labelling of major areas of the site.
- **Page description diagrams (PDD)** - διαγράμματα περιγραφής ιστοσελίδων: A written description of top-level pages that specifies what content/functionality belongs on the page and the priority of each content/functionality chunk.
- **Wireframe:** A simple layout of a web page that is free of any visual design elements. It is a tool for the information architect to try to lay out all the elements listed in the PDD on the page.

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## Site diagram



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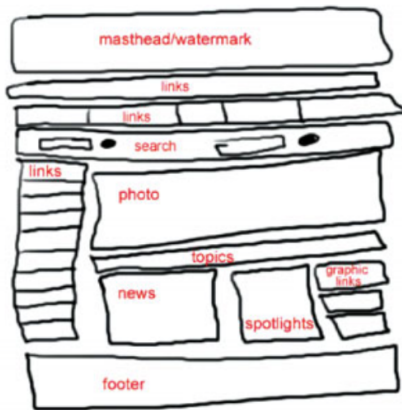
## Page-description diagram

Highest Priority Items		Lowest Priority Items
<b>Restaurant Logo</b>  <b>Main Navigation Links</b> <ul style="list-style-type: none"> <li>About</li> <li>Menus</li> <li>Photos</li> <li>Reservations</li> </ul> <b>Feature Dish Photo</b>	<b>Branding Message</b> Supreme Cuisine  <b>Inviting Description</b> Brief home page copy that compliments branding	<b>Address</b>
		<b>Phone Number</b>
		<b>Hours</b>  <b>Copyright</b> This is the lowest priority item on the page.

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## Wireframe



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## Site Planning

## Planning

- Attempting to build a website without a plan is like trying to construct a house without an architectural blueprint.

- However:

**“No Battle Plan Survives Contact With the Enemy”**

(von Moltke)



**“Plans are useless but planning is indispensable”**

(Eisenhower)



**“Everyone has a plan until they get punched in the mouth”**

(Tyson)



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## Web-site planning aspects

- To consistently design and build quality websites you need a website planning process.
- Information architecture:** planning the structure of a web site.
- Web site definition project:** primary business goals, target audience and the project time-line of tasks (aka *work breakdown structure*).
- Content analysis:** what features your target audience needs, determining what content you already have and looking at what your competition has.
- Content strategy** helps keep the project team focused on the business goals and the audience needs. Includes the approved content outline and the information architecture diagrams that are the blueprints for the overall workflow and structure of the site.

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Even though **plans themselves are worthless**, the exercise of **planning is really valuable**

*and totally missing in most startups today.*

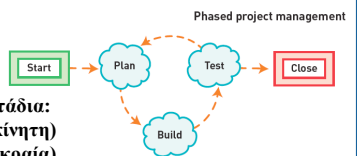
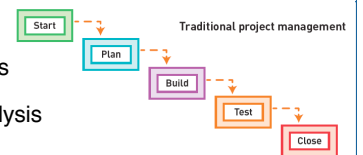
**Sam Altman, Y Combinator**



## Planning process

Basic project steps:

- Define project requirements
- Conduct research and analysis
- Develop design
- Build
- Test
- Deploy
- Maintain

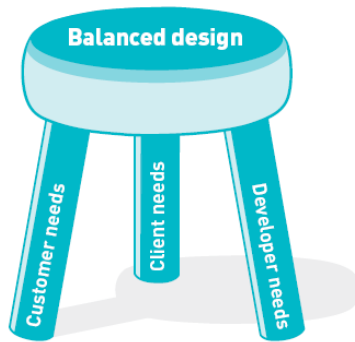


Ανάπτυξη σε **στάδια:**  
**Agile (ευκίνητη)**  
**Extreme (ακραία)**

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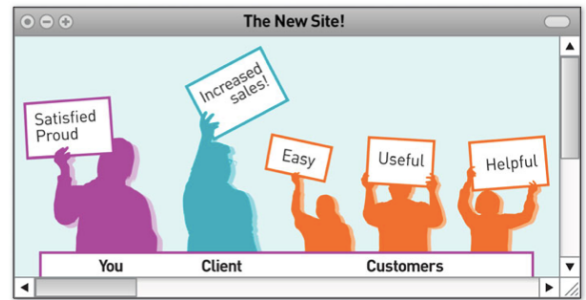
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## The importance of balanced design



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## Web site planning roles

- **Project manager:** serves as point of contact for the client. Responsibilities include: lead the team, help the team be successful, develop a project definition, manage the task list and timeline, help keep the team on focus and facilitate communication.
- **Information architect:** analyzes, organizes and labels information on the Web to be intuitive and usable.
- **Usability analyst:** creates a usability testing plan, conducts tests and prioritizes and communicates usability issues to the team.
- **Writer/content manager:** writes and adapts content specifically for the Web.
- **Visual designer:** develops design options that meet project goals based on knowledge of design principles (balance, rhythm, proportion, dominance); design elements (point, line, shape, color, typography); and user-centered design (usability).
- **Developer:** builds the front-end (HTML, CSS, JavaScript) and the back-end (server-side scripting, database) of the website.
- **Quality tester:** creates a realistic testing plan, conducts tests and prioritizes and communicates quality issues to the team.

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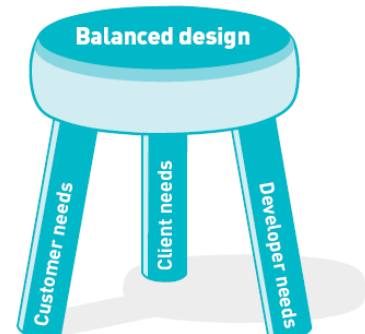
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	Start	Plan	Build	Test	Close
Steps	Define project requirements.	1. Conduct research. 2. Draft design options and select design.	Produce the design.	QA testing	1. Deploy 2. Maintain
Project manager	Define project goals, expectations, deliverables, timeline and resources.	Facilitate communication, keep team on focus, document progress, keep client informed.			
Information architect	1. Primary audience goals	2. Personas 3. Current content inventory 4. Competitive analysis 5. Content strategy 6. Content outline 7. Content gap analysis 8. Site diagram 9. Page description diagrams 10. Wireframes	Advocate for usability and findability.		
Usability tester	Primary audience goals	Personas	Advocate for usability and findability.	1. Conduct usability testing. 2. Prioritize and report issues to team.	

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	Start	Plan	Build	Test	Close
Steps	Define project requirements.	1. Conduct research. 2. Draft design options and select design.	Produce the design.	QA testing	1. Deploy 2. Maintain
Content manager	Determine voice and style guide.	1. Provide access to current content. 2. Write and adapt content for the Web. 3. Provide content requested by visual designer.	Pour content into site.	Review content for accuracy and grammar.	Keep content current.
Visual designer	Identify branding and perception goals.	1. Conduct creative research. 2. Develop visual designs.	Code HTML and CSS templates [Developer].	Resolve design issues discovered during testing.	Put site into production.
Developer	Identify functional and technical specs.	Research options to meet functional and technical specs.	1. Code HTML and CSS templates [Designer]. 2. Develop backend scripts and databases.	Resolve code and functionality issues discovered during testing.	Put site into production.
Quality tester	Identify QA metrics and communicate them to the team.			1. Conduct technical, functional, security testing. 2. Prioritize and report issues to team.	

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## Five Ws and one H

- The most critical step in the website planning process is **defining the project**:
  - **Where** will the site live? (URL)
  - **When** does the site need to be available? (timeline)
  - **Why** is the website needed? (business goals)
  - **Who** is the primary audience for the site? (audience)
  - **What** information/functionality needs to be available on the site? (content/technology)
  - **How** will the site be discovered and kept up to date? (marketing and maintenance)

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## How to create a project definition?

- **Interview the client** to discover the purpose of the project, the target audience, branding/perception goals, content sources, technical specs, and communication strategy.
- Write a **one-page project brief** based on the information gathered in the client survey. The project brief clearly states the purpose, goals, primary audience, and key deliverables.
- Document **technical specifications** to clearly establish requirements like screen resolution, browser compatibility, download time, web standards, accessibility, server-side languages, and databases.
- Develop a **maintenance plan** that documents how the site will be updated and reviewed regularly.
- Develop the **work breakdown structure**. Establish the timeline for deliverables and tasks for each phase of the project. Assign due dates and resources.

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## Client interview questions

- **Where?**
  - Preferred/existing domain name (URL):
  - Domain name already registered: Yes/No
  - Preferred/existing web server
- **When?**
  - Preferred target date for launching the new site:
  - Any external factors that influence/affect the schedule:
- **Why?**
  - Business problem(s) you hope to solve with this site:
  - Primary business objectives/goals for this site: (objectives should be measurable)
- **Who?**
  - Primary customer/target audience:
  - Target audience description (age, gender, education, occupation, income, preferred browser, computer device, Internet skill level...)

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## Client interview questions

- **What?**
  - **Function**
    - Why do your customers need you? What is the most important benefit you offer (from your customers' perspective)?
    - Who are your **direct competitors**? (include URLs)
    - What do you offer that is different from your competition?
    - How do (will) customers use your site? What are their goals?
  - **Perception**
    - Adjectives describing how you want visitors to perceive the new site.
    - Is this different than their current perception?
    - URLs of sites you like. What do you like about these sites?
  - **Content**
    - Do you have existing content for the site or will you create new content? Who will write the new content?
    - Any visuals or content you want to use from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)?

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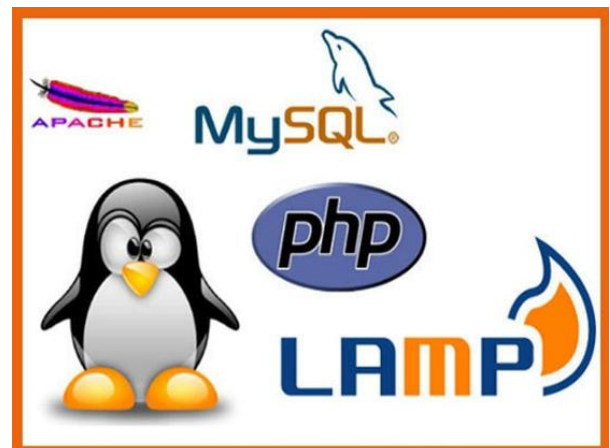
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## Client interview questions

- **Technology**
  - Do you already have a **content management system** (CMS)?
  - Do you already have content in a database? Database Type (Access, MySQL, Oracle...)?
  - List special features you would like to have on the site. For each intermediate or advanced technology, explain how this feature will solve the primary business objectives and benefit the target audience and their goals.
    - Basic: Search engine
    - Intermediate: Blog; Bulletin board; Login (for restricted areas); Surveys/polls; Wikis
    - Advanced: Customization/personalization for users; Database/dynamic content; E-commerce; Rich Internet apps (AJAX, Flash, Java, Silverlight); Security;
    - Any additional programming/feature requirements?

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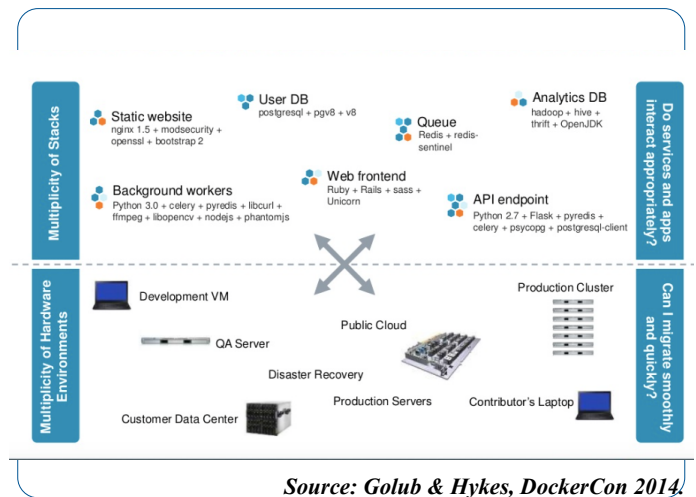
DockerCon Keynote Ben Golub - dotCloud

## Apps Have Fundamentally Changed

~2000	2014
Long lived	Development is iterative and constant
Monolithic and built on a single stack	Built from loosely coupled components
Deployed to a single server	Deployed to a multitude of servers

#dockercon dockercon14  
June 9-10, 2014 - San Francisco

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Source: Golub & Hykes, DockerCon 2014.

## Client interview questions

- How will you use resources to pay for, market, and maintain the site?
  - Budget
    - Pick Two out of three: Low Cost, Fast Timeline, Full Featured
  - Marketing
    - Do you have a marketing strategy in mind to promote this project? If yes, could you describe it?
  - Maintenance
    - How do you plan to keep the content on the site current?
    - How often should content change on your site?
    - Who is responsible for providing and updating content?
- Do not answer the questions yourself!
  - Do not assume you know how the client will answer these questions. Ask them for the purpose of clarity.
  - If the client asks you for advice, brainstorm ideas with the client and give them your opinion. Helping them think about the questions and possible answers is helpful.

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## Project brief (σύνοψη έργου)

## Project brief

- Take the interview result and summarise it in **one-page project brief**
- Project Name
  - Project Summary: project description in 1-2 sentences
  - Business objectives/goals: *measurable objectives* and *goals*
  - Preferred date for launch by client: ability to meet this target date is subject to final agreement on budget and features
  - Target audience
    - Description: age, gender, education, occupation, income
    - Audience objectives/goals
  - Perception strategy
    - Current perception: 3 adjectives describing *current* audience perception
    - Desired perception: 3 adjectives describing *desired* audience perception
    - Strategy: how the new site will produce desired perception

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## Project brief

- Message Strategy:
  - Primary message: what is the primary message you want to convey to the target audience (in a short sentence or phrase)?
  - Strategy: briefly describe how the new site will convey the primary message.
- Competitive Advantages*: Short list of key business strengths that give an advantage over the competition.
- A project brief isn't brief if it is longer than one page!
  - If you struggle writing the brief, don't hesitate to contact the client and ask additional questions.
  - Sharing a draft of the brief with the client is also a good way to elicit additional information and make sure you are on target.

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## Technical specifications

- Discover and document any known technical requirements
  - Domain Name & Host/Web Server
  - Required software/systems
  - Server requirements: High bandwidth needs; Databases; Programming languages/frameworks; Streaming multimedia; Security; Preference for one-click install/auto upgrade features
- Web code requirements: Accessibility; CSS version; style sheet types; HTML version
  - End-user platforms supported (review current statistics for OS, desktop, mobile)

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## Maintenance plan

- Website maintenance plan—keeping it fresh
- Content schedule: What areas of the site will be updated and how often?
- Content contributors: Who are the content contributors? (list name, title, hours per week/month, web page/section responsibilities)
- Contribution/update method
  - How will the site be updated? (HTML editor, WYSIWYG editor CMS...)
  - Will the content contributors require training and/or software?
  - Is there an automated process for changing content on any pages on the site? (list page, process and name of technical contact)
  - Who will maintain and tune the search engine?

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## Maintenance plan

- Quality review
  - Who will conduct a quality review on at least an annual basis for: Accessibility; Broken links; HTML/CSS validation; Security; Site guidelines (templates, branding...)
  - Who is responsible for approving look and feel changes (as the site expands) to ensure quality of site is maintained?
  - How often do you anticipate new sections will be added to the site?
- Technical support: Who will be responsible for future HTML/CSS changes; Graphic changes Software/system upgrades and patching

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## Work Breakdown Structure (WBS)

- The **Work Breakdown Structure (WBS)** is a detailed list of tasks and milestones that need to be accomplished to meet the project objectives.
- The WBS breaks the project down into manageable tasks.
- Each task includes:
  - a short description of the work to be completed,
  - the resources assigned,
  - the estimated time to complete the task,
  - and due dates.

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Task ID	Task	Hour estimate	Resource	Due date	Done!
1	Define project		Project manager		
1.1	Client interview		Client and project manager		
1.2	Project brief		Project manager		
1.3	Preliminary tech specs		Project manager		
1.4	Maintenance plan		Project manager		
1.5	Project timeline [work breakdown structure]		Project manager		
1.6	Budget/cost estimate		Project manager		
1.7	Contract/scope of work		Project manager		
1.8	Sign contract		Client		

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2	Information architecture		Information architect		
2.1	Research/benchmarking		Info architect		
2.2	Personas & scenarios		Info architect		
2.3	Proposed content outline		Info architect		
2.4	Proposed site diagram		Info architect		
2.5	Direct user input—interview, surveys, Card Sorts		Info architect		
2.6	Content model & IA strategy		Info architect		
2.7	Page description diagrams		Info architect		
2.8	Content development		Content manager		
2.9	Wire frames		Info architect		

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3.0	Visual design	Visual designer		
3.1	Design round 1	Visual designer		
3.2	Feedback	Client & project manager		
3.3	Design round 2	Visual designer		
3.4	Feedback	Client & project manager		
3.5	Finalize design	Visual designer		
3.6	Approve design	Client & project manager		

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4.0	Development	Developer		
4.1	Review/adjust technical specs and functional requirements	Developer & project manager		
4.2	Update project plan/timeline and further define any additional coding & integration tasks. Review time estimates and resources.	Developer & project manager		
4.3	Approval for any additions to scope of work.	Client		
4.4	Build & integrate Site	Developer		
4.5	Insert specific coding tasks here including backend programming, software installation, integration, search...	Developer		
4.6	Build templates using web standards.	Developer		
4.7	Enter content into templates	Content team		

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5.0	Testing	Quality tester		
5.1	Content review	Write/editor/content manager		
5.2	Functionality review	Quality tester		
5.3	Code validation	Quality tester		
5.4	Accessibility review	Quality tester		
5.5	Browser/OS resolution testing	Quality tester		
5.6	Connection speed & load testing	Quality tester		
5.7	Usability testing	Quality tester		
5.8	Search engine optimization	Quality tester		
5.9	Security review	Quality tester		
6.0	Production plus	Team		
6.1	Style guide	Team		
6.2	Site goes production	Team		
6.3	Initial troubleshooting	Team		
6.4	Celebrate	Team		
6.5	Maintenance	Client		

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## Simple guidelines

- Accurately estimating time for tasks can seem daunting at first. But you will get better every time you do it.
- To improve your ability to estimate, you should:
  - Break tasks down into small pieces.
  - Ask the person assigned to the task how many work hours they think it will take to complete.
  - If you don't have any idea how long the task might take, take a guess and just write something down.
  - Track the time it actually took to complete the task.
  - Be aware of your estimation tendencies and attempt to adjust. Are you always underestimating? Then increase your estimates.
  - Review your estimates with another person who has project management experience for a reality check.
- Remember ... estimates aren't exact!

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## Προειδοποίηση!

- If you skip any of these major steps you are very likely to end up with one or more of the following **problems**:
  - Unexpected requirements that have you pulling all-nighters.
  - A server that won't support the software you need to use.
  - A beautiful CSS template in the best CMS, but no content because your client won't provide the pictures, copy, and multimedia.
  - A site that works fine for you but fails on the primary target audience's browser.
  - An angry client who won't pay you because the site doesn't meet web accessibility laws.
  - A client phoning you in the middle of the night to "just update the pages" and sending you lots of small change requests after you completed the site for them months ago.

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## Content Analysis

## Content Analysis

- Don't think that you can design a site w/o understanding the nature, size, and source of the content that will fill it.
- Focus on the users and listen closely to what they say:
  - Conduct **user interviews** and/or **online surveys**. Find out exactly what users want.
  - Develop key audience **persona(s)**. A persona is a fictitious character created to represent the primary audience.
    - The persona is developed based on data discovered through user interviews and/or surveys.
    - The persona helps keep the project focused on the needs of the user by bringing an imaginary audience member to life.
  - Write **task-based scenarios**. Identify the top 10 to 20 most common situations that bring the target audience to your site to accomplish a specific task. These scenarios will guide the design of the site and are also used as the basis for usability testing.

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## Interviews and surveys

- Do not assume you know what users need or think. *Conducting interviews and/or surveys with members of the target audience will provide valuable data and insight necessary to build effective personas.*
- Whether you are conducting a face-to-face interview or running an online survey, the information you are trying to discover is:
  - What do you **think** about the company? (current perception)
  - What is your **experience** with the company's product/services? (history)
  - How much do you **know** about this type of product/service? (knowledge level)
  - What do you **want** when you use the company's site now? (goals)
  - What do you **do** when you are on the company's site now? (tasks)
  - What do you **like** best/like least about the company's site now? (satisfaction level)
  - How would you **rank** the following new features that are proposed for the site? (priorities)
  - What do you **suggest** to improve the site? (opportunities for improvement)

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## Interviews and surveys

- Keep interviews to **an hour or less**; ideally conduct them in the users' environment, giving you the opportunity to observe them in their natural habitat.
- Try to keep online surveys to **10 minutes or less**. Users are more likely to complete a short online survey.
- Interviews are more time-consuming and also allow for deeper information gathering.
  - Interviewing **five people** (for each target audience) will often provide enough qualitative data to construct the persona.
  - The number of responses you want for online surveys is much higher. A rule of thumb is to have **at least 100 survey responses for each target audience type**.
  - Keep in mind that **response rates to surveys are 2 percent to 3 percent on average**, unless you have an extremely loyal and engaged audience.

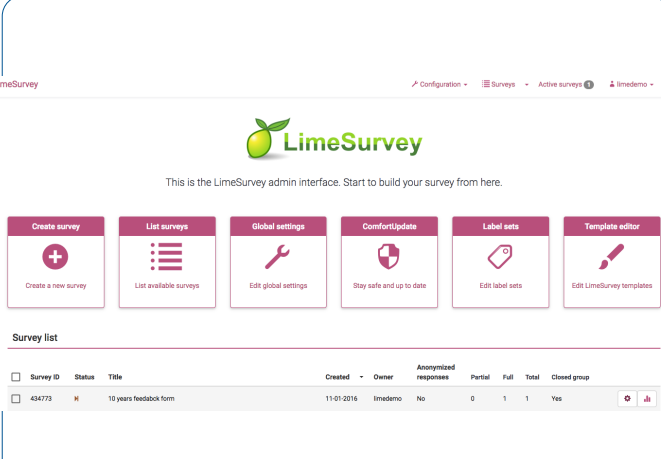
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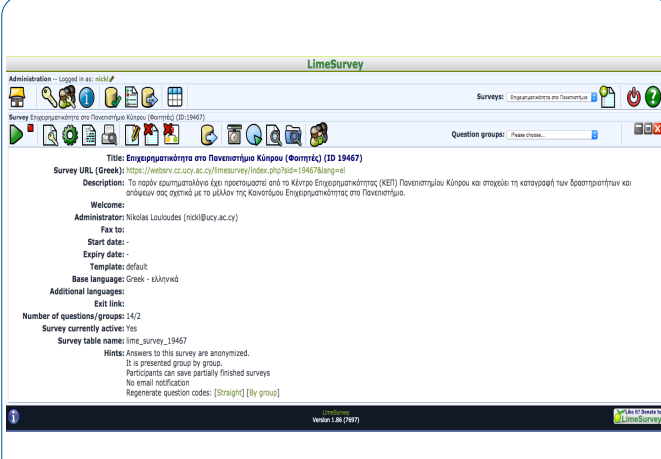
The screenshot shows the SurveyMonkey homepage. At the top, there's a navigation bar with 'Home', 'How it Works', 'Examples', 'Survey Services', and 'Plans & Pricing'. The main header says 'Create Surveys. Get Answers.' with a 'Start Today' button. Below this, there's a section titled 'Need to Reach a Targeted Audience?' and another for 'SurveyMonkey Enterprise'. The page also features a 'Sign Up FREE' button and a 'Just the Basics' link.

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The screenshot shows the LimeSurvey admin interface. At the top, there's a navigation bar with 'Configuration', 'Surveys', 'Active surveys', and 'Imedemo'. The main header says 'This is the LimeSurvey admin interface. Start to build your survey from here.' Below this, there's a 'Survey list' table with columns for 'Survey ID', 'Status', 'Title', 'Created', 'Owner', 'Anonymized responses', 'Partial', 'Full', 'Total', and 'Closed group'. The table shows one survey with ID 434773, status 'H', title '10 years feedback form', created on 11-01-2016, owner 'Imedemo', and 0 partial, 1 full, 1 total responses.

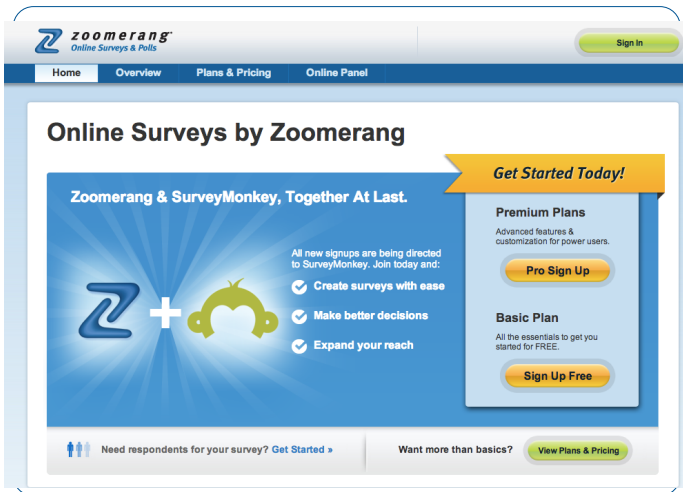
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The screenshot shows the LimeSurvey survey details page. At the top, there's a navigation bar with 'Administration', 'Surveys', and 'Question groups'. The main header says 'Title: Ενεργητικότητα στο Πανεπιστήμιο Κύπρου (Θεωρία) (ID: 19467)'. Below this, there's a 'Description' field, a 'Welcome' message, and a 'Survey currently active: Yes' status. The page also shows the 'Survey table name: lime\_survey\_19467' and a 'Hint: Answers to this survey are anonymized.' The bottom of the page shows the 'Version 1.86 (9/07)'.

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## Personas

### ■ Αρχετυπικοί χρήστες


 <p><b>Quote:</b> "Life is a game and I play to win."</p>	<p><b>Jeremy</b> is a college-bound high school senior. He lives with his parents and loves playing World of Warcraft. He makes great grades in math and science. He wants to go into game design or programming and work for a big game company.</p> <ul style="list-style-type: none"> <li>Age: 17</li> <li>Education: High School Senior</li> </ul> <p><b>Technical Profile:</b></p> <ul style="list-style-type: none"> <li>OS: Linux</li> <li>Browser: Opera</li> <li>Advanced user</li> <li>Mobile: iPhone</li> </ul> <p><b>Favorite Sites:</b></p> <ul style="list-style-type: none"> <li><a href="http://worldofwarcraft.com">worldofwarcraft.com</a></li> <li><a href="http://lambda-the-ultimate.org">lambda-the-ultimate.org</a></li> </ul>	<p><b>Audience Goals</b> Jeremy comes to the site to:</p> <ul style="list-style-type: none"> <li>Apply to University of X.</li> <li>Apply for financial aid.</li> <li>Apply for housing.</li> <li>Learn about campus.</li> </ul> <p><b>Business Goals</b> We want Jeremy to:</p> <ul style="list-style-type: none"> <li>Select UofX as the school he most wants to attend.</li> <li>Complete his application for UofX.</li> <li>If accepted, pay his fees on time.</li> </ul>
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Figure 8.1: Persona for a high school student applying to a university.

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## Task-based scenarios

- A scenario is just a short description of a realistic situation that brings a user to a website with a specific goal or task in mind.
  - Scenarios help you focus the design process on what the target audience really needs and wants.
- Example: *I heard the singer John Pointer at SXSW this year and I want to know when I can hear him in person again. When and where is his next gig in Central Texas?*
- Example: *I need to find a place for my study group to meet. I want to reserve a room at the library. How do I reserve a study room?*

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## Task-based scenarios

- More detailed scenarios can be created to help developers have a deeper understanding of the users.
- A detailed scenario is a **one or two paragraph story** that includes the users':
  - **task goals**
  - **their thoughts**
  - **concerns**
  - **previous experiences**, and
  - **tendencies**.

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## Task-based scenarios: Example

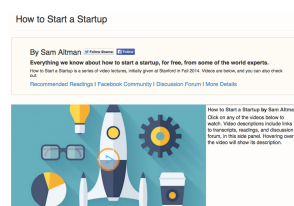
- Jeremy is considering applying to University X. He is very tech savvy. He has built a few personal websites using HTML, CSS, and JavaScript. He has an iPhone and can't imagine life before Facebook. His dad went to University X and is really pushing Jeremy to go too. His mom is encouraging him daily to apply to University X, Y, and Z, but he keeps procrastinating.
- He expects the online application process to be boring and clunky. He thinks he could design a better site. He wants to get through the application process fast so he can get back to his favorite multi-player online game. He is worried whether he will be happy and fit in at University X.

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## Building Product, Talking to Users, and Growing (Adora Cheung)

"How to Start a Startup", 14/10/2014



## Content - the body of the site

- The wise web developer insists on first knowing what content will be available when the site launches.
  - Clients often have a misconception that all they need is a pretty website and that will magically solve all their problems.
- However, **creating the content can often take as much time as designing and developing the site.** So, it is important to take the time to plan out the content and functionality requirements using the following tools:
  - **Content inventory/audit**—What do we already have?
  - **Web analytics**—What do people really use?
  - **Competitive review**—What do the others have?
  - **Proposed content outline**—What content do we plan to have?
  - **Card sort**—How would users organize and label content?

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## Content inventory

ID	Link name	Current source	Content owner	Keep, upgrade, remove
1.0	Courses	<a href="https://utdirect.utexas.edu/diia/hub/">https://utdirect.utexas.edu/diia/hub/</a>	DIIA	keep
1.1	Mobile blackboard	<a href="http://m.courses.utexas.edu/">http://m.courses.utexas.edu/</a>	DIIA	keep
1.2	eGradebook	<a href="https://utdirect.utexas.edu/diia/egb/">https://utdirect.utexas.edu/diia/egb/</a>	DIIA	keep
2.0	Libraries	<a href="http://lib.utexas.edu/m/">http://lib.utexas.edu/m/</a>	Library	keep
2.1	Hours	<a href="http://lib.utexas.edu/m/hours/">http://lib.utexas.edu/m/hours/</a>	Library	keep
2.2	Catalog search	<a href="http://lib.utexas.edu/m/catalog/">http://lib.utexas.edu/m/catalog/</a>	Library	keep

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3.0	Maps	<a href="http://www.utexas.mobi/maps/">http://www.utexas.mobi/maps/</a>	ITS	upgrade
3.1	Building list	<a href="http://mobile.utexas.edu/maps/index.html">http://mobile.utexas.edu/maps/index.html</a>	ITS	upgrade
3.2	Map beginning at UT Tower	<a href="http://mobile.utexas.edu/maps/coord_search.php?area=3b">http://mobile.utexas.edu/maps/coord_search.php?area=3b</a>	ITS	upgrade
3.3	Garage list	<a href="http://mobile.utexas.edu/maps/garages.html">http://mobile.utexas.edu/maps/garages.html</a>	ITS	upgrade
4.0	Sports	<a href="http://mobile.utexas.edu/sports/">http://mobile.utexas.edu/sports/</a>	Athletics	upgrade
4.1	Football	<a href="http://mobile.utexas.edu/sports/schedule.php?sport=football">http://mobile.utexas.edu/sports/schedule.php?sport=football</a>	Athletics	upgrade
4.2	Baseball	<a href="http://mobile.utexas.edu/sports/schedule.php?sport=base-m">http://mobile.utexas.edu/sports/schedule.php?sport=base-m</a>	Athletics	upgrade
5.0	Austin/world	<a href="http://mobile.utexas.edu/austin_world/">http://mobile.utexas.edu/austin_world/</a>	ITS	remove
5.1	Austin weather	<a href="http://mobile.weather.gov/port_mp_ns.php?CityName=Austin&amp;site=EWX&amp;State=TX&amp;arzone=TXZ192">http://mobile.weather.gov/port_mp_ns.php?CityName=Austin&amp;site=EWX&amp;State=TX&amp;arzone=TXZ192</a>	external	remove
5.2	BBC mobile	<a href="http://www.bbc.co.uk/mobile/austin/">http://www.bbc.co.uk/mobile/austin/</a>	external	remove

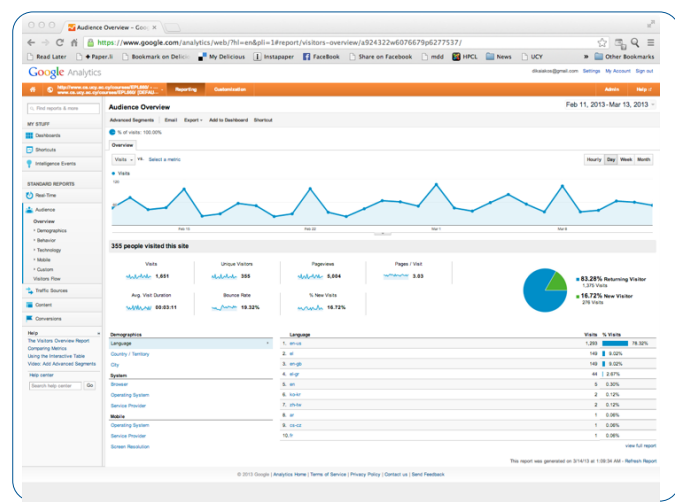
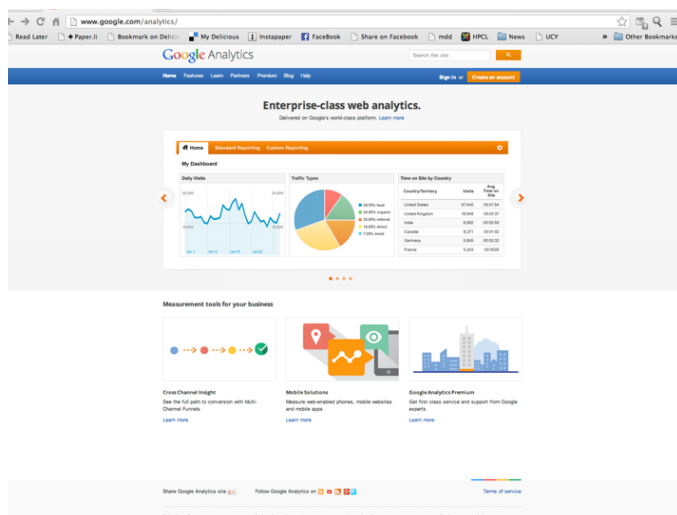
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## Web Analytics - what are visitors doing?

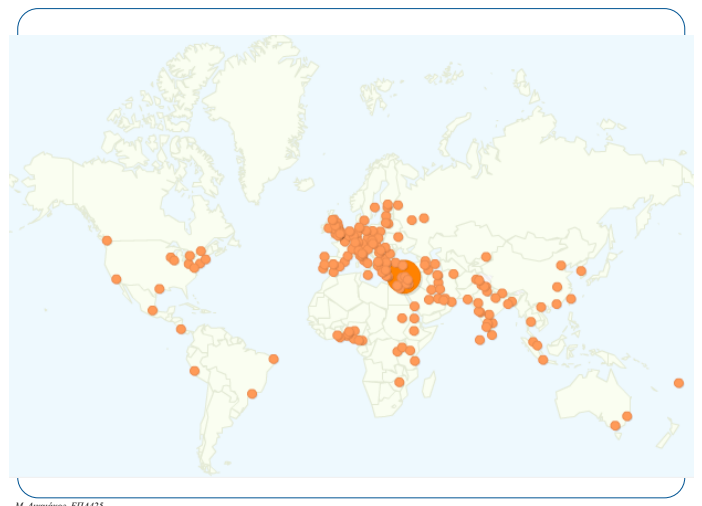
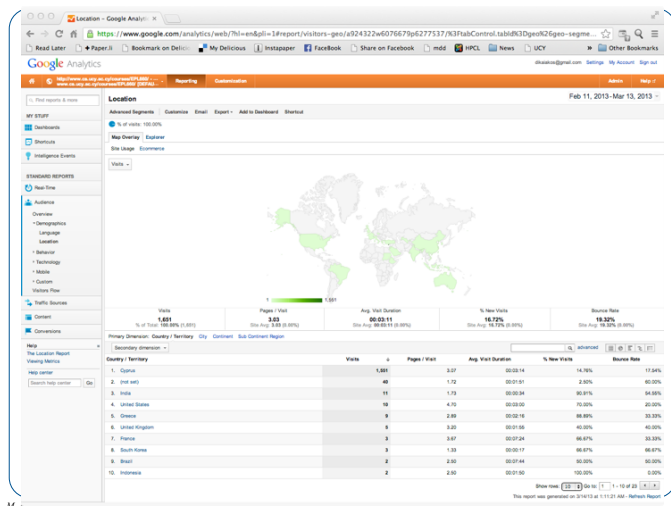
- **Hits**—number of requests for files from the server. This statistic is not very useful for content analysis because not only does it include hits for pages, it also includes hits for images, JavaScript, CSS, and any other files that are embedded in a web page.
- **Page views**—number of requests for web pages from the server. This is a very useful statistic that shows you which pages are viewed most.
- **Entry pages**—a listing of the page where each visitor entered the site. Are the key entry pages what you expected? Do not assume users are only entering the site via the home page. Are these entry pages designed in such a way that they help users accomplish their goal?
- **Exit pages**—the last page viewed by each visitor. Are visitors leaving in unexpected places? Are visitors abandoning processes at a critical step? Statistics will not tell you why they left, but they encourage you to investigate what is causing problems.
- **Bounce rate**—percentage of visitors who enter on one page and exit from that same page without visiting any other pages in the site.

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## How to Build Products Users Love (Kevin Hale)

“How to Start a Startup”, 2/10/2014

How to Start a Startup

By Sam Altman

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