

JEN KRAMER, INSTRUCTOR
PLANNING SUCCESSFUL WEBSITES & APPS

CLASS ONE

WHAT IS A SUCCESSFUL
WEBSITE OR APPLICATION?

Consider sites you visit regularly.

What makes those sites successful?

A successful site meets
the goals established by
the site owner

www.lingscars.com

Apps Gear Review: Kelty F Hiking in RI Recipes Salamander Resort 35 Falcon Cir, East G Making Han Solo Co k photocosters Other Bookmarks

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

LINGSCARS.com

UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 238.20150909 You can trust me! ... In 2014 I rented over £75 million of cars (at RRP)!

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY christine full rep here

FFAP FREE CARS

Search Cars Here Go

@LINGSCARS Follow Me

LING'S LIVE TWITTER FEED

shaloe: I felt the need to share this beautiful/horrible site <https://t.co/czSCW9BY4s>

ErikSkare: I plead for everyone's attention as I present to you the most beautifully designed website in the whole universe: <https://t.co/U7R6HazpD0>

TonyF87: This website is alluring in its total... for aesthetics and human life in general <https://t.co/LJ78Bzbk4s>

WEB CAM

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

"JUST CLICK!"

THE BEST... ...IN THE WORLD!

You can't find a car? Apply for a CAR QUOTE

AS SEEN ON TV DRAGONS DEN

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business sense."

Duncan Bannatyne - "I wanted to invest... but ye turrrn'ed me dooon!"

Deborah Meaden "Harrumph! I'm out!"

MEET MY STAFF

PLAY STUPID CHEAP

Google Spider

Close (X)

ASK

THE BEST FAQ's JUST CLICK IN THE WORLD!

Close (X)

关闭 CLOSED

www.lingscars.com

REQUEST INFO

ADVANCING TECHNOLOGY DEGREES

ABOUT UAT

ADMISSIONS

CAMPUS LIFE

ACADEMICS

OUR STUDENTS

APPLY NOW



www.uat.edu



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S. George Elias MD
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email: selias@bjc-aces.com

sameday surgery



STOP!

**SEE US FOR A SECOND OPINION
TO DISCUSS ALL OPTIONS**

MORE INFORMATION



SCOPE OF CARE

- > [Spinal Conditions](#)
- > [Joint Conditions](#)
- > [Personal Injury](#)
- > [Athletic Injuries](#)
- > [Work Injuries](#)
- > [Hand Conditions](#)
- > [Herniated Disc](#)
- > [Torn Tendons](#)
- > [Torn Muscle](#)
- > [Bony Conditions](#)

CONTACT REQUEST

First Name:

Last Name:

Phone:

www.bjc-aces.com

Most sites fall
in the middle

H.R.5759: 21st Century IDEA

(Integrated Digital Experience Act)

<https://www.congress.gov/bill/115th-congress/house-bill/5759/text>

Sec 3. Website Modernization

a. Requirements for New Websites and Digital Services

(6) **is designed around user needs with data-driven analysis** influencing management and development decisions, using **qualitative and quantitative data to determine user goals, needs, and behaviors**, and **continually test the website**, web-based form, web-based application, or digital service to ensure that user needs are addressed;

<https://www.congress.gov/bill/115th-congress/house-bill/5759/text>

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WHAT PRODUCT SHOULD I USE?

How do users consider
what product to use?

1. Safety

- IS MY INFORMATION/IDENTITY/ REPUTATION SAFE?



Passwords must conform to the following rules:

- Must be between 8 and 127 characters in length
- Must not contain values of attributes: accountId, email, lastname, firstname, fullname
- Must meet at least 3 of the 4 following conditions
 - Contain at least 1 Numeric character
 - Contain at least 1 Special character, ie: ~!@#\$%^&*()_+=-`{}[]\|:;'"<>,.?/
 - Contain at least 1 Uppercase letter
 - Contain at least 1 Lowercase letter

2. Utility

- DOES IT GET THE JOB DONE?
- DO I WANT/NEED IT?

[Accounts](#) | [Bill Payments](#) | [Transfers](#) | [Trade](#) | [Quotes & Research](#) | [Planning](#)
[Account Summary](#) | [Account Details](#) | [Pending Transactions](#) | [Browse Our Products](#)

All Accounts

Banking

[Apply for more banking products](#)

Account type	Account #		Balance	Quick Menu
Powerchequing	405920143685	CAD	14,722.00	
Money Master	405920143685	CAD	1,234.00	
Total Banking Balance		CAD	15,956.00	

Investments

[Apply for more investment products](#)

Account type	Account #		Balance	Quick Menu
Scotia iTrade Margin	452-99899	CAD	68,624.16	
		USD	32,673.34	
Total Investment Balance		CAD	68,624.16	
		USD	32,673.34	
Consolidated Investments Balance		CAD	101,297.50	

Quick Menu really is quick

- one click to common tasks
- pay bills, transfer funds, set alerts, and more, fast
- tasks are related to the account you're looking at

Documents

34 new

- 32 Investing new (since last sign-on)

[Less](#)

Market Summary

		Market	Go
S&P/TSX	11561.0	+22.61	
TSX V	1333.59	-0.18	
DJIA	10063.47	-27.72	
NASDAQ	2172.2	-4.12	
S&P 500	1095.11	-2.81	

Market quotes are 15 minutes delayed.

3. Effectiveness

- DOES IT WORK (WELL)?

HAUTELOOK

FREE SHIPPING ON ORDERS OVER \$100 | RETURNS TO NORDSTROM RACK

[ALL EVENTS](#)[WOMEN](#)[MEN](#)[KIDS](#)[HOME](#)[BEAUTY](#)NORDSTROM rack
for HauteLook

Checkout

[HAVE QUESTIONS?](#)

1. SHIPPING

Home ▼

1000 1st Street
New York, NY 10001
1000 1st Street
New York, NY 10001

[Add a New Shipping Address](#)

2. PAYMENT METHOD

Payment Type

MasterCard ▼

[Edit This Payment Method](#)

Visa **** 1234

[Add a New Payment Method](#)

3. CART

[PLACE ORDER](#)

ABS

Patty Set (Baby Girls)

Color: Blue / Size: 24M

Returnable

Extended Delivery Dates

Tue 06/24/14 to Thu 07/03/14

HAUTELOOK ⌚ 14:43

[Remove](#)

\$13.97

Qty 1 ▼



7 For All Mankind

Bootcut Jean

Color: TOLUCA BRIGHT BLUE / Size:

25

Returnable

Estimated Delivery Dates

Thu 06/12/14 to Mon 06/16/14

HAUTELOOK ⌚ 14:43

[Remove](#)

\$99.97

Qty 1 ▼

Hide & Squeak

Cut Out Floral Sandal (Baby &

Toddler)

[Remove](#)

\$19.97

Qty 1 ▼

4. Efficiency

- CAN I LEARN IT QUICKLY?
- DOES IT MAKE THINGS QUICKER OR EASIER?



slack.com



Acme Sites



★ STARRED

api

bugs

cats

2

features

general

marketing

mobile

ui

CHANNELS

billing

engineering

ops

sales

support

web

Create a channel...

DIRECT MESSAGES

♥ slackbot

● Carl Benting

● JR Rodriguez

● Suzie McGeuze

+12 More...

PRIVATE GROUPS



kump

● online



#general



Suzie McGeuze 2:50 PM

hey everyone, our all-hands will be starting in 10 minutes. If you have any questions in advance, please let me know!



github BOT 2:50 PM

[AcmeStandard:master] 1 new commit by Bort Calort

[3gh1d7c](#): don't apply function lints to `/acme_support.php`.



Amy Grint 3:15 PM

If anyone has any questions about the new additions, give me a shout!



Carl Benting 3:23 PM

Question 1: Can they juggle work? I mean literally.



Lauren Ortiz 4:10 PM

<https://static-ssl.businessinsider.com/image/54dc4ee369bedd4775ef2753/slack-1year-feb12-2015.gif> (2MB)



18



Search



Search Results

Recent

Relevant



Messages (1312)

Files (260)

Include: only messages from people

#support

Jump - Jan 30th



Rachel Dixon 2:50 PM

You look like a man who knows egg.



Christine Jenkins 2:45 PM

mentioned a file: [You can airplay to the presenters!.jpg](#)



Carl Pena 2:45 PM

Anywhere in SF that would put that in my mouth?

#marketing

Jump - Jan 28th



Teresa Fowler 12:45 PM

Fowlerk like a man who knows egg.



Marie Kim 2:45 PM

I am planning a [presentation](#) to my co-workers about using Slack. We currently have a large whatsapp group but we are looking for something more ...



Patrick Wright 2:45 PM

Anywhere in SF that would put that in my mouth?

#operations

Jump - Jan 28th



Kimberly Valdez 2:45 PM

You look like a man who knows egg.



Larry Evans 2:45 PM

<https://docs.google.com/presentation/d/1orgPUcVJOvFG2oMelcr7-sTmO3Q14nTO>

5. Satisfaction

- WILL IT ANNOY ME?
- DOES IT UNDERSTAND MY WORK?

Outline



Understanding and Developing Multi...

Course Description

Course Prerequisite

Instructors

Contacting the instructors

Class Objectives

Lecture Time

How Class works

grading

Graded assignments

Homework assignments

Understanding and Developing Multimedia - SYLLABUS – Fall 2013

DGMD-20 (formerly CSCI E-14)

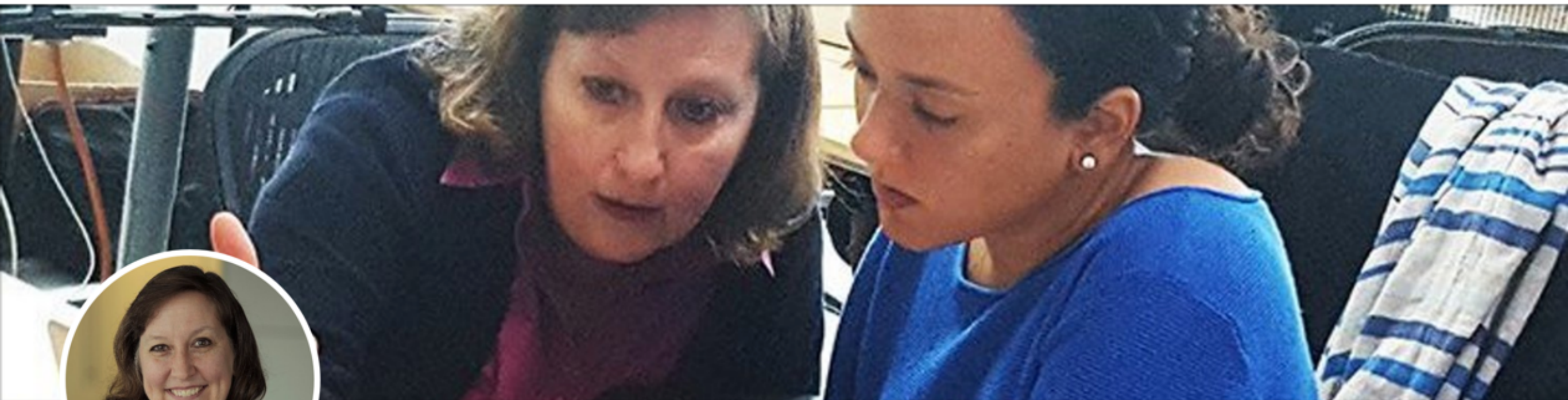
Last Updated: 7/8/13

Course Description

This course provides students with a hands-on exploration of the world of dynamic media production through the creation of interactive software programs that combine media elements like graphics, audio, video, and interactivity; and focuses on designing and planning projects with the needs and expectations of end users in mind. Through an exploration of HTML5, CSS3, and jQuery/JavaScript, and frameworks like Twitter Bootstrap, students learn how to design, plan, and create dynamic and interactive web-based programs that are cross-browser compatible on desktop, tablet, and mobile phones and designed to entertain, educate, and inform others. *Formerly CSCI E-14.*

5. Self-fulfillment

- IS IT FUN?
- DOES IT MAKE ME FEEL OR LOOK GOOD?
- DOES IT EMPOWER ME?



Tweets **16.7K** Following 174 Followers 4,157 Likes 163

Follow

Jen Kramer

@jen4web

Lecturer in Digital Media, @harvardext.
Front end web dev. Author, @lynda,
@oreillymedia, @frontendmasters.
Looking for new opportunities!

Watertown, MA

jenkramer.org

Tweets Tweets & replies Media



Jen Kramer @jen4web · Oct 23

Returning to @confooca #confoo Mar 7-9, 2018, Montreal! Talking about CSS Grid and the Big C in CSS (the cascade). confoo.ca/en/speaker/jen4web



2

Jen Kramer Retweeted



(((William Ellis))) @wellis321 · Oct 16

Check it out. Jens courses are always great.

New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh

www.lingscars.com

Apps Gear Review: Kelty F Hiking in RI Recipes Salamander Resort 35 Falcon Cir, East G Making Han Solo Co k photocosters Other Bookmarks

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Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY christine full rep here

FFAP FREE CARS

Search Cars Here Go

@LINGSCARS Follow Me

LING'S LIVE TWITTER FEED

shaloe: I felt the need to share this beautiful/horrible site <https://t.co/czSCW9BY4s>

ErikSkare: I plead for everyone's attention as I present to you the most beautifully designed website in the whole universe: <https://t.co/U7R6HazpD0>

TonyF87: This website is alluring in its total... for aesthetics and human life in general <https://t.co/LJ78Bzbk4s>

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Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

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CONSIDERING SITE GOALS

Organizational goals

User goals

Website goals



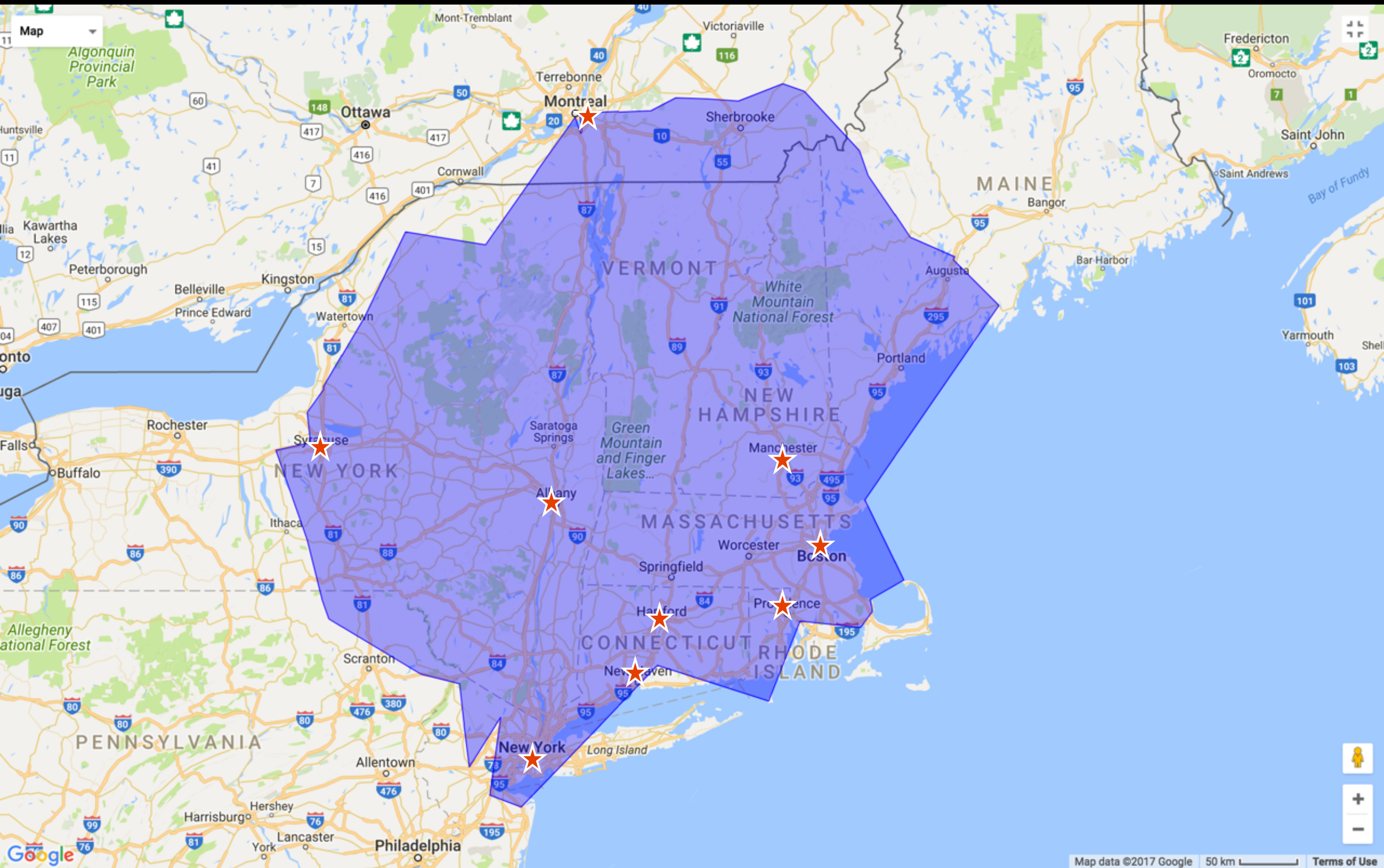
Organizational Goal: Sell the house

Who are the users who would come to that site?

- Make enough money
- Probably live in a city
- Might be looking for a corporate retreat
- Might be a large family or a smaller family wanting to entertain



<https://www.freemaptools.com/how-far-can-i-travel.htm>



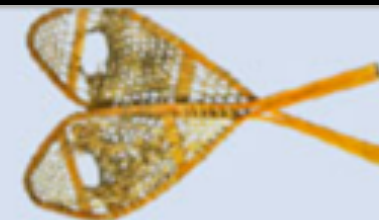
User Goal: Is it worth a trip to view the house?

Website Goal: Convince users to visit









Serenity Hillside

East Dummerston, VT

...as seen in Unique
Homes Magazine



For sale by Berkley and Veller Greenwood Country Realtors. Call (800) 388-5454 for your showing!

-  Home
-  Kitchen
-  Great Room
-  Gardens
-  Entertainment
-  Other Features
-  About the Area
-  Contact Us

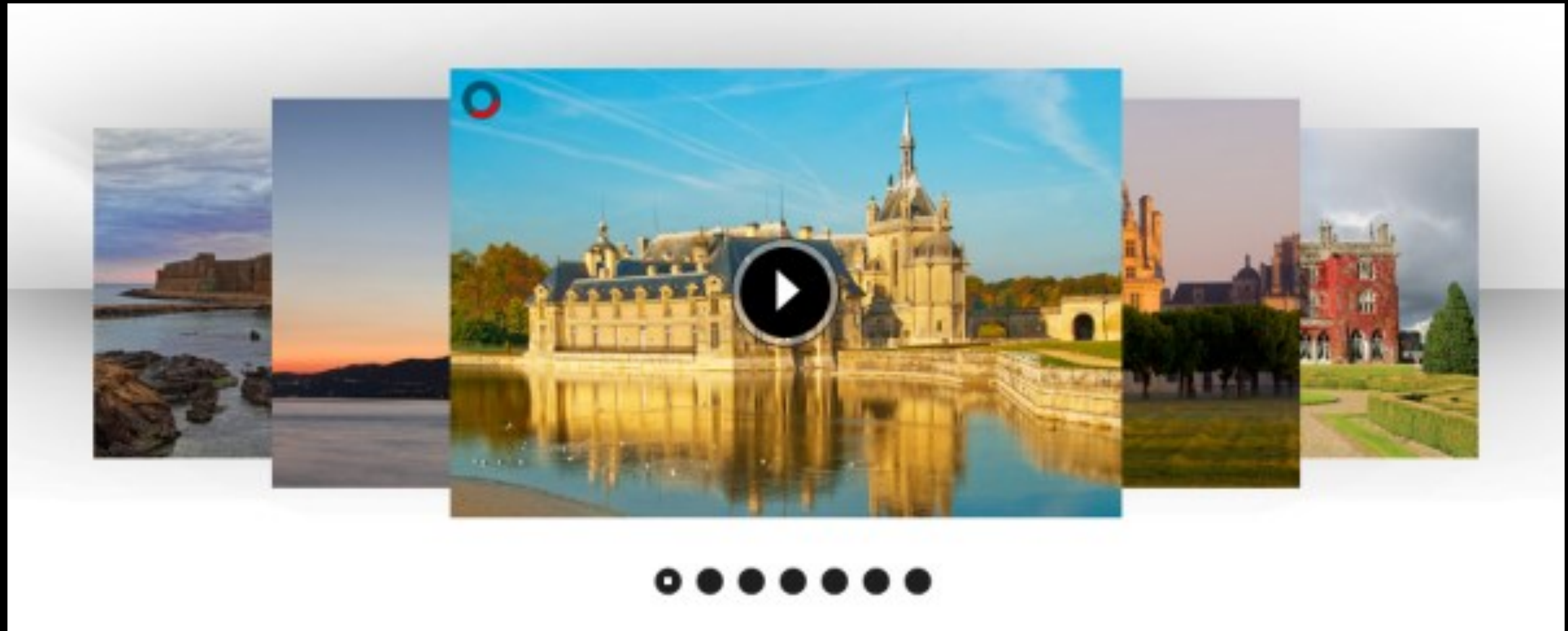
Home offered by:



[click to enlarge image](#)

Rest and recreation abound in this jewel of serenity built on a Vermont hillside in a quaint village known for its apple pie festivals. This 7,500+ square-foot masterpiece has 22 rooms, including 6 bedrooms with private baths, a great room and library, state-of-the art kitchen, 13 skylights, and four levels of living comfort. Ski nearby or play at home in the gym, billiard room, heated pool, solarium, theater, bocce and volleyball courts. Surrounded by hundreds of acres of undeveloped hills, the 3.2-acre estate assures privacy and year-round views. \$1,875,000. Please start your virtual visit by clicking the buttons on the left and get ready to fall in love.

How does that image carousel



Enhance the site's experience?

Contribute to safety, utility, effectiveness,
efficiency, or satisfaction?

Help meet organizational, user, or website goals?

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BUSINESS MODEL

Business Model Canvas

Key partners

Key activities

Key resources

Value proposition

Customer relationships

Channels

Customer segments

Cost structure

Revenue streams

Value proposition

Channels

Revenue streams

Value Proposition:
The elevator pitch

Brief and persuasive
Mention your goals
Share your skills
Speak to your audience
Practice!

My name is Sarah, and I run a trucking company. It's a family-owned business, and we think the personal touch makes a big difference to our customers. Not only do we guarantee on-time delivery, but it's me and my father answering the phones, and not an automated system.

Channels

Email marketing

Search engine marketing/SEO

Social media/display ads

"Engineering as marketing"

Blogger outreach

Viral marketing

Affiliate marketing

Offline ads (TV, radio, print) and events

Speaking engagements/trade shows

Revenue streams



Consider your project:

What is your value proposition?

What channels are you going to use to market to your target audience?

What are your revenue sources?

How do all of these impact your website or application?

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MARKET RESEARCH

What is the market like?



Are there influencing factors
in the market that will have
an impact?



Who has the
largest market share?

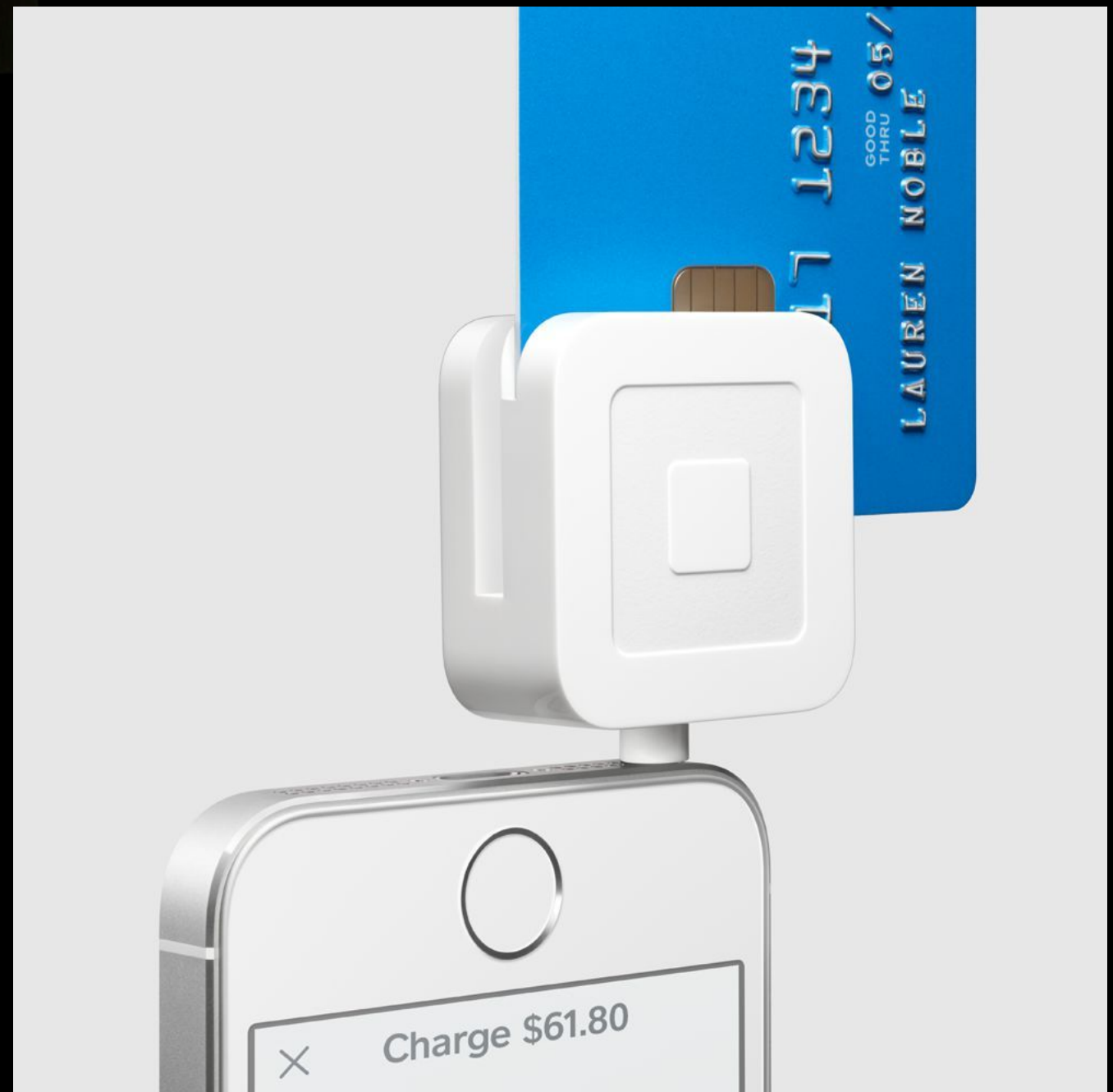
amazon.com



How will this site/
application/ product impact
the current market?



UBER



ANSWERING THESE QUESTIONS

Primary research: interviews, surveys, focus groups, etc.

Secondary research: Get market info from universities, government, trade organizations, Gardner/Forrester reports, etc.

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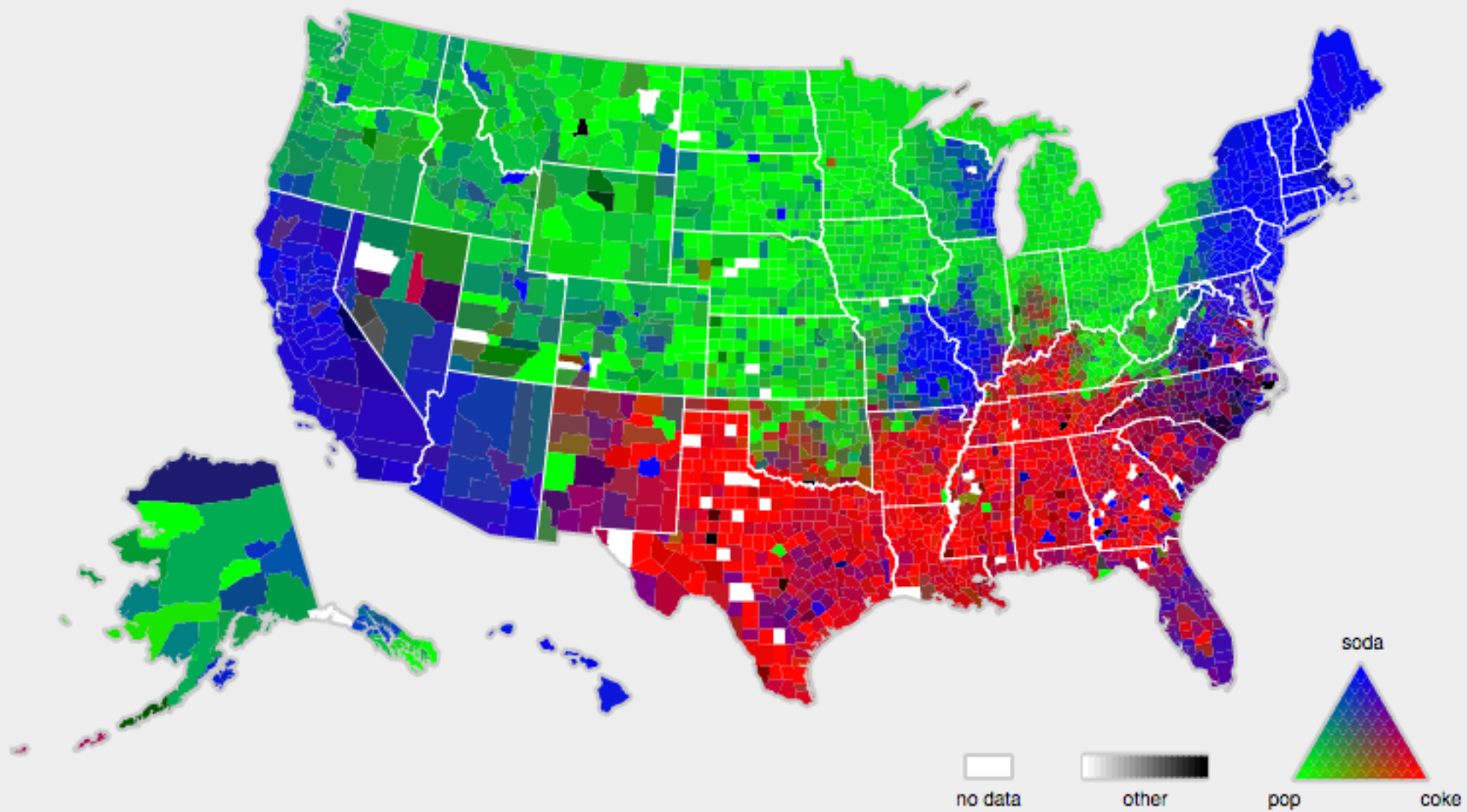
COMPETITOR REVIEW

Every product has a competitor



[http://www.slate.com/articles/business/rivalries/2013/08/
pepsi_paradox_why_people_prefer_coke_even_though_pepsi_wins_in_taste_tests.html](http://www.slate.com/articles/business/rivalries/2013/08/pepsi_paradox_why_people_prefer_coke_even_though_pepsi_wins_in_taste_tests.html)

POP vs SODA



CC-BY: Alan McConchie, PopVsSoda.com

www.popvssoda.com



- Who are the top competitors? Roughly how much of the market share do they have?
- What is the tone of the language used on each competitor's site? How does that differ between sites?
- What are the differences between offerings of different competitors? Where do your offerings fit?
- Who do you think they are targeting primarily? Is it the same as your target audience?
- How are people responding to these brands (check twitter, facebook, instagram, pinterest etc.)

Compare Harvard.edu with one of these:

Yale.edu

Columbia.edu

Princeton.edu

Brown.edu

Dartmouth.edu

Cornell.edu

Upenn.edu

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PROJECT PLAN

Project

Motivation

PROJECT CANVAS

Participants List the team members, stakeholders and third parties involved in the project. Indicate their names, titles and role on the project. You can also show dependencies.	Goals Indicate the primary objectives of the project, including success metrics. Distinguish between program goals and project goals in separate lists, if necessary	Users List the users of the product or service as target groups or segments. Also indicate more specific information about users, such as persona names, if available.	Activities List the concrete tasks and actions the team will take to reach the project goals.	Deliverables Indicate the outcomes and documents that will be shown to stakeholders or to customers. This does not include working documents, project plans and similar.
		User Benefits Show the overall value proposition and benefits users will get after the project is successfully completed.		
Risks Identify possible future events that could have a negative impact on the project.	Milestones List the key dates and events that frame the overall timeline of the project.	Constraints Identify the limits and conditional requirements that directly affect the deliverables, activities or project as a whole.	Scope Indicate the breadth of the product or service to be included for consideration for this project, including what is out of scope.	

Participants

Goals

Users

User Benefits

Activities

Deliverables

Risks

Milestones

Constraints

Scope

Goals – metrics for measurement

Risks

Milestones

Metrics for measurement

How do you know you
accomplished your goal?

Risks

What could go wrong in this project?

External risks: economy, stock market, politics

Internal risks: Often things you can control

Milestones

How do you know you're on time?

On budget?

Addressing the problem correctly?