

# Create your Web site with Dreamweaver

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# Last Week

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- Dreamweaver interface
- Dreamweaver "Sites"
- Saving and naming a file
- How the Web works
- Pieces of a Web page
  - Browsers, servers, and domain names
  - What is XHTML?
  - What is CSS?
  - What is JavaScript?

# This Week

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- Planning your Web site
- Creating a home page
- XHTML
  - Formatting Text
  - A little CSS
  - Links
  - Images

# Web Development Process



The basic steps

# Web Workflow

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Analysis	Project Definition	Design & Develop	Content	Coding	Test & Launch
Needs Assessment	Project Requirements	Site Mapping	Write Content	Planning	Internal Testing
User Analysis	Technical Definitions	Database Design	Content Into Site	Database	Beta Testing
Technological Analysis	Maintenance Schedule	Creative	Metadata	Coding	Launch
	Content Requirements	Develop Pages		Confirmation	Beyond

## Milestones

Send Client Survey*	Requirements Document*	Creative Brief	Internal Content Review	Site - Ready for Testing*	Beta Testers Determined
Completed Client Survey	Functions (scope) Document*	Site Map*	Content Proofed		Beta Testing Completed
Project Summary*	Maintenance Plan (draft)*	Wire Frame*	Content to Client*		Site Live*
	Deliverables Schedule*	Internal Creative Review	Completed Content		Maintenance Schedule (final)*
		Creative Concepts to Client*	Content into Site		
		Creative Concepts Finalized			
		Database Schema (if necessary)			

\* potential deliverables

# Analysis

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## Needs Assessment

- Outline current functionality
- Determine new requirements
- Overview client initiatives

## User Analysis

- Define customer/user
- Product/company perception
- Outline expected use
- Conduct interviews

## Technological Analysis

- Define current technology
- Define available technology
- Determine final hosting
- Outline database needs

5% of Project Budget

## Milestones

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- Send Client Survey\*
- Completed Client Survey
- Project Summary\*

# Project Definition

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## Project Requirements

Determine deliverables and schedule  
Outline testing plan  
Define metrics for success

## Technical Definitions

Outline functionality  
Determine required technology  
Define hosting requirements  
Define database requirements  
Define coding specifications

## Maintenance Schedule

Outline maintenance needs  
Draft maintenance schedule

## Content Requirements

Outline content areas  
Audit existing content

10% of Project Budget

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Requirements Document\*  
Functions (scope) Document\*  
Maintenance Plan (draft)\*  
Deliverables Schedule\*

# Design & Development

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## Site Mapping

Determine user needs  
Define Web site sections  
Outline Navigation

## Database Design

Develop database schema  
Determine database integration  
Identify data sources

## Creative

Write Creative Brief  
Develop concepts  
Internal review & updates  
Present concepts to client  
Finalize creative

## Develop Pages

Create CSS and style guide  
Create templates for all levels

20% of Project Budget

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Creative Brief  
Site Map\*  
Wire Frame\*  
Internal Creative Review  
Creative Concepts to Client\*  
Creative Concepts Finalized  
Database Schema (if necessary)

# Content & Coding

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45% of Project Budget

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Internal Content Review  
Content Proofed  
Content to Client\*  
Completed Content  
Content into Site

Client approval of content

## **Content Into Site**

Content placed in pages  
Content moved to database  
Final proofing for data entry errors

## **Metadata**

Audit content for SEO  
Write keywords/metadata  
Keywords/metadata into pages

Site - Ready for Testing\*

Migrate data  
Input new data as necessary

## **Coding**

Determine methodology  
Define coding requirements  
Code pages

## **Confirmation**

Check data I/O  
Final check of all pages

# Testing & Launch

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## Internal Testing

- Identify testing agents
- Develop internal schedule
- Conduct internal testing
- Make updates/repairs

## Beta Testing

- Identify beta testers
- Write up task list and schedule
- Conduct beta testing
- Address issues

## Launch

- Move site/database to live location
- Confirm DNS and server settings
- Confirm page functionality

## Beyond

- Finalize maintenance schedule

10% of Project Budget

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- Beta Testers Determined
- Beta Testing Completed
- Site Live\*
- Maintenance Schedule (final)\*

What about the other 10%?



**Marketing!**

# Analysis



Questions to answer now

## (Needs Analysis) Define your purpose

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- ❑ Why are you building this site?
- ❑ Is there a need?
- ❑ Is there a desire?
- ❑ What is the primary objective?
- ❑ What is your mission statement?

# (User Analysis) Define your user

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- ❑ Who will be coming to the site?
- ❑ What will they want?
- ❑ What do you want them to want?
- ❑ Can they get it now? How?
- ❑ What will they be able to do?
- ❑ How tech savvy are they?
- ❑ What is your LCD?
- ❑ How will you define the user later on?

# (Environmental Analysis)

## Define your environment

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- Where will you host? Considerations...
  - How much drive space will you need?
  - Will you need extra bandwidth?
  - Will you need a database?
- How often do you need to make changes?
- Will the user be making changes?