

# Thinking About Your Web Site

Audience, Mission, and Design

# Why Think Now?

- To improve your existing web site.
- You were too busy during launch.
- You're ready to redesign your site.
- So your web visitors don't have to.

# Know Your Audience

- Who comes to your web site?
- How often do they visit?
- How “web savvy” are they?
- Why are they at your web site?
- What do they expect?

# Common Web Visitors

- Residents
- Businesses
- Visitors and workers
- Children, teens, seniors
- Other government agencies

# Types of Web Visitors

- Web surfers
- Novice and occasional visitors
- Expert and frequent visitors
- International and non-English speaking
- Disabled

# Every Web Site Gets

- Job Seekers
- Customers
- Prospects
- Employees
- Investors

# Why They're at Your site

- Looking for a job.
- Looking for something fun to do.
- Want to complain.
- To avoid a trip to City Hall.
- Looking for help.
- To find out what you're doing.

# Government Web Visitor Characteristics

- Looking for information, communication, and online services.
- Don't know (or care) about City organization.
- Glance at the web page, scan some text, and click on the first link that **may** lead to what they want.

# Web Site Mission

- Which audiences will you target?
- Consider specific scenarios.
- Will you entertain? Inform? Anger?

# Kent's Web Mission

To communicate with and provide online services for Kent's current and future residents, businesses, visitors, and city staff.

# Audience and Mission Determine Design

- Does this design element help our audience?
- Am I fulfilling our mission?



Search For:

## Meetings & Events

- Tue 1/21 [City Council Planning Committee Meeting](#) **Cancelled**
- Tue 1/21 [City Council Operations Committee Meeting](#)
- Tue 1/21 [City Council Workshop](#)
- Tue 1/21 [City Council Meeting](#)
- Wed 1/22 [Public Hearing: Orillia Road Sex Offender Housing](#)
- Thu 1/23 [Public Hearing: Peasley Canyon Sex Offender Housing](#)

## News

Never pay another City Utility Bill with a check again! [Click here for convenient AUTO PAY information.](#)

- [Second Avenue Extension Renamed Ramsay Way](#)
- [Kent: The Ideal Location for your Business](#)
- [Christmas Rush Fun Run Results](#)
- [Frequently-Asked Questions about Kent Station](#)
- [Mayor's 2003 Budget Message](#)
- [Road Closure: 104th Avenue at 267th Street](#)
- [Volunteers needed for the King County Superior Court Partnership for Youth Justice Program](#)
- [Registered Sex & Kidnapping Offenders](#)
- [South 180th Street Closure](#)
- [Citizen Corps](#)
- [View the Bald Eagles Nesting in Kent](#)

## Residents

- [About Kent](#)
- [Arts & Entertainment](#)
- [Budget and Taxes](#)

## Businesses

- [About Kent](#)
- [Building Services](#)
- [Business Licenses](#)

## Important Information

- [Building Services Inspections](#)
- [Check the status of your construction permit](#)
- [City Council Agenda & Minutes](#)
- [City Departments](#)
- [City Holidays](#)
- [Contact the City of Kent](#)
- [Forms](#)
- [Frequently Asked Questions](#)
- [Job Openings](#)
- [Kent City Code](#)
- [Kent Station](#)
- [Maps](#)
- [Police Most Wanted](#)
- [Register for a Recreation class](#)
- [Rent a Park or a Reception Hall](#)
- [Sports Leagues](#)
- [Transportation](#)
- [King County Elections](#)

## Visitors

- [About Kent](#)
- [Arts & Entertainment](#)
- [Education](#)

# What Your Audience Wants



# Don't Make Them Think

- Use simple, audience-oriented names for things.
- Make links obvious.
- Answer their questions.

# Create a Clear Visual Hierarchy

- Make important stuff prominent.
- Related things should look the same.
- Visually nest things to show what's a part of what.
- Newspapers do a great job of this.

**NWsource**  
48°F  
5 day forecast



WEDNESDAY January 22, 2003  
:: Home delivery  
:: Contact us  
:: Search archive

- HOME**  
Site index  
Today's news index  
Low-graphic
- Local news**
- Sports**
- Business & technology**
- Education**
- Investigation & special projects**
- Nation & world**
- Personal technology**
- Obituaries**
- Editorials & opinion**
- Columnists**
- Entertainment & the Arts**
- Northwest Life**
- Health & science**
- Travel**
- Northwest Weekend**
- Pacific Northwest magazine**
- Comics**
- Crossword & games**
- Weather**
- Traffic**
- Lottery**

Page updated at 04:42 p.m.

**ROE V. WADE AT 30**  
**Abortion doctors' numbers dwindle**  
· [Roe v. Wade in 2003: under attack](#)  
· [Women talk about why they made the decision they did](#)



**Malvo indicted on capital murder**  
The indictment of the 17-year-old sets the stage for a death penalty trial.



enlarge GUILLERMO ARIAS / AP

UPDATE - 02:11 PM  
**Boys were beaten to death, not stabbed**

**Strong quake shakes Mexico**  
Survivor Amalia Rodriguez, center, who lost her mother is comforted by family after a 7.8 quake ripped through Mexico last night, killing at least 24 people.

NEW - 01:40 PM  
**West Coast dockworkers ratify new contract**

Reforma: Suman 25 muertos por sismo

**Snowboarder gained fame as sport grew**

**Verizon ordered to identify online pirate**

**State Patrol targets I-5 corridor: tickets up, fatalities down**

**RainyDawg: UW student DJs Webcast live music shows**

SEARCH  
 GO

[Advanced search](#)

**UPDATES**  
[Breaking news e-mail alerts](#) [Today's updates](#)

**AP TOP STORIES**

- Updated at 4:31 p.m.
- [General Says U.S. Troops 'Ready' in Gulf](#)
- [France, Germany Join Against Iraq Attack](#)
- [Saudis Report Arrest of Ambush Suspect](#)
- [WWII Cartoonist Bill Mauldin Dies at 81](#)
- [Roddick Wins Australian Marathon Match](#)

[More from the wire >>](#)

**NWCLASSIFIEDS**  
[Jobs](#) [Homes](#)  
[Autos](#) [Rentals](#)

**HIGHLIGHTS**  
**Year's best recipes**  
We've selected the most

# Take Advantage of Conventions

- Use common fonts. Just a few.
- Keep text hyperlinks blue and underlined.
- Logo in upper left, linked to home page.
- Left-side links to related pages, on a colored background.
- Break conventions only when it **adds a lot of value for your audience**. Not just to be different.

# Break Pages Into Defined Areas

- Content.
- Local navigation.
- Navigation to the rest of the site.
- Things I can do on this site.
- Footer.



ברטמות

23 בימאר 2003, ל בשבט תשס"ג

English | Français | גירסת טקסט

איך לראות עברית? הוסיפו למועדפים הפכו לידף הבית

# סנונית

לעוף רחוק יותר מן הדמיון

חיפוש (איך לחפש)

על סנונית | כתבו אלינו | תרומות ושותפים | רשימת תפוצה | קבוצות דיון | סיור מודרך | עזרה טכנית

## תחומי דעת

- מדעי החברה
- אזרחות
- גאוגרפיה ולימודי הסביבה
- כימיה
- פיזיקה
- ביולוגיה
- מתמטיקה
- לימודי מקצוע וטכנולוגיה
- אמנות
- ספרות
- לשון והבעה
- שפות זרות
- היסטוריה ופילוסופיה
- מקרא, תושבע, יהדות
- ערבית ומזרחנות
- חינוך והוראה
- חינוך מיני, בריאות וספורט
- העשרה ופנאי
- מחשבים ואינטרנט

רשימת כל אתרי סנונית

## על סדר היום

**בחירות**  
שוב בחירות... על מערכת הבחירות, הבוחרים והנבחרים.

[ועוד <<<](#)

## היום לפני

**היום לפני 33 שנים**  
קיבל בג"ץ את עתירתו של בנימין שליט לרישום בניו כחסרי דת

[ועוד <<<](#)

## ענשיו בקבוצות דיון

שירשת: שירה, יצירה, תרגום  
**עדכון פרטים אישיים**  
הורות: הגיל הרך  
**החלטה ועוד שאלה**  
הבית הירוק: אפשר למות גם בחיים  
**אוי אני כזאת סתומה**

[ועוד <<<](#)

## מוזאון וירטואלי

**מבט לעבר העדה הדרוזית**  
אורח החיים, המורשת וההוויה של העדה הדרוזית בתמונות



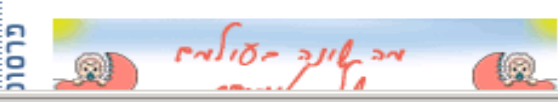
## אתרי העל

- גלים** - הפורטל לשכתב הגיל הצעירה
- על סדר היום** - לחשוב מעבר לכותרות
- מאגר ספרות הקודש** - תנך, משנה ועוד
- כתבי עת ומאגרי מידע** - חינוך, מדע ועוד
- כלים שלובים** - קטלוג פעילויות למורים
- אמוגל** - פורטל בערבית לצעירים

## הודעות סנונית

**השתתפו בסקר הבחירות של "על סדר היום"**

## הסרט היומי



## מה חדש בסנונית

**ט"ו בשבט הגיע**  
אתר לרגל חג ט"ו בשבט בו פעילויות שונות ומגוונות בנושא החג



**טפטופים**  
כל מה שרצית לדעת על גשם



## סנונית בחלל

לכבוד טיסת הישראל הראשון לחלל - משימות ומשחקים על החלל



[ועוד <<<](#)

## מבזקי מעריב אינטרנט

**הפרקליטה פעלה ממניעים פוליטיים**  
01:12 היום תתכנס באיסטנבול הוועידה האיזורית שיזמה טורקיה כדי לנסות ולמנוע מלחמה בעיראק  
01:11 הולנד: מסתמן ניצחון בבחירות למפלגה השלטת הנוצרית-דמוקרטית

ברטמות

# Minimize Noise

- Don't make pages too busy.
- Don't try to link to all of your content from one page.
- Get rid of table borders whenever possible.

# Contact Us

City Services	Phone	Location
 <a href="#">Public Information</a>	253-856-5200	
 <a href="#">Mayor's Office</a>	253-856-5700	220 Fourth Ave
 <a href="#">City Council</a>	253-856-5712	220 Fourth Ave
 <a href="#">Legal</a>	253-856-5770	220 Fourth Ave
 <a href="#">City Clerk</a>	253-856-5725	220 Fourth Ave
<b>Employee Services</b>		
 <a href="#">Employee Services</a>	253-856-5270	400 W Gowe St
 <a href="#">Job Line</a>	253-856-5272	
 <a href="#">Civil Service</a>	253-856-5280	400 W Gowe St
 <a href="#">Finance</a>		
Budget	253-856-5260	220 Fourth Ave
Business Licenses	253-856-5210	400 W Gowe St
Utility Billing	253-856-5201	220 Fourth Ave

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 <a href="#">Finance</a>		
Budget	253-856-5260	220 Fourth Ave S
Business Licenses	253-856-5210	400 W Gowe St
Utility Billing	253-856-5201	220 Fourth Ave S
<b>Fire &amp; Life Safety</b>		
Emergency	<b>9-1-1</b>	
 <a href="#">Business</a>	253-856-4300	24611 116th Ave S

# Simple, Unambiguous Choices

- Use terms your audience understands.
- Three easy clicks are better than one difficult one.
- Links should be predictable.

# Real Life Navigation

- A web site is like a store or city hall:
  - You're trying to find something.
  - Decide whether to ask or browse.
  - Look for signs to guide you.
  - If you can't find what you want, leave.
- A web site is unique:
  - No sense of scale.
  - No sense of direction.
  - No sense of location.

# Purposes of Navigation

- Helps us find what we're looking for.
- Tells us where we are.
- Keeps us from getting lost.
- Tells us what else the site contains.
- Tells us how to use the site.
- Gives us confidence in the site's builders.

# Global Navigation

- Site ID – usually your logo in the upper left to frame the rest of the content.
- Sections – links to the main sections and sometimes subsections of the site.
- Utilities – important elements that aren't part of your content.
- An easy way to get to your home page.
- A way to search.

# Local Navigation

- A prominent page name near the top so we know where we are.
- A location marker or breadcrumbs can keep us from getting lost.
- Links to related pages, either embedded in the content area or separate from it.

# Your Home Page's Objectives

- Site identity and mission.
- Site hierarchy.
- Search.
- Promotions.
- Timely content.
- Short cuts.
- Show what I'm looking for.
- Show what I'm not looking for.
- Show where to start.
- Create a good impression.

# Your Home Page's Constraints

- Everyone wants a link on it.
- Everyone has an opinion about what it should look like.
- Should appeal to all web visitors.

# Home Page: A Start

- Tagline
  - Next to the site ID.
  - Characterizes your organization or web.
  - Should be a value proposition: why should they be at your site?
  - Not a vague motto or slogan.
- Welcome blurb
  - A short description of your site.
  - Above the fold.
  - Use as much space as needed, but no more.
  - Not a mission statement.

# Summary

- Consider your audience.
- Set some goals for your web site.
- Don't make them think.
- Design your pages for navigation and content.
- Pay special attention to your home page.