

Summary - Resume Website

This final project provides students a real-world experience with web technologies. Students work through an ecommerce website project life cycle of involving the design, implementation, and marketing of an own online resume promoting their professional work and personal achievements. The project goal is to have each student

- Complete an entire ecommerce project life cycle
- Experience role-playing of both creator/designer and reviewer/critic in the launching of an ecommerce site
- Have online deliverables demonstrating their competency

Resume Project Lab 1 Objectives (Proposal/Functional Design - Site): Completion of a personal resume in the form of a marketing plan, mind mapping this plan to a website, storyboard the website, and select structural layout and appropriate styles.

Resume Project Lab 2 Objectives (Structural Design/Implementation - Site): Having determined functional characteristics and structural layout, students will create a Dreamweaver template used throughout the website. Techniques such as locking/unlocking of regions and use of common graphic elements such as banners will maintain web site consistency.

Resume Project Lab 3 Objectives (Structural Design/Implementation - Page): Students will apply structural elements such as frames, borders, icons and software controls to create a flexible and easily user interface within each page. This lab stresses the importance of positional awareness and "summary to detail" concepts within the pages themselves.

Resume Project Lab 4 Objectives (Quality Assurance Review – Site/Page): During this phase, the site is judged for consistency, coherency, and relevancy. Additional content that provides good resume writing techniques are applied. Links will be created to other website projects students have completed during the program for perspective employers to view.

Resume Project Lab 5 Objectives (Deployment - Presentation): Each student will have 15 min in length to “market” themselves and their online resumes. Presentation will include the marketing plan, the website, and a brief verbal explanation of purposes and benefits to classmates in a mock interview/press conference situation. This presentation and all its elements will also be judged for consistency, coherency, and relevancy. An additional 15 minutes will provide the opportunity for the audience to critique the student’s entire “marketing package”. Students will have the opportunity to videotape their presentation for follow-up review.

Lab 1 Goal

These five labs will demonstrate your proficiency in completing each stage in the life cycle of proposing, designing, and marketing an ecommerce website. You will use your personal resume as the content source; this site will promote “yourself” to perspective employers/clients. The first stage in this lifecycle begins with the completion of a marketing plan and the functional design of your website. This marketing plan will be the blueprint that guides you through the entire process, as well as the tool you will use to measure your success in completing your objectives and achieving your goal of attracting an employer/client.

Objectives

You will create a marketing plan based on your personal resume that will, through the use of mind mapping techniques, provide the content for a website. The plan, based on your resume, will state the intended goal, your target audience, benefits/advantages you offer to accomplish your goal for your target audience, and materials supporting your proposed benefits/advantages. You will organize and select content within your plan to determine the structural design of a website and specific site specifications. You will then build a storyboard based on this content following your design specifications. In order to determine style and format, you will select the “feel” of your website that you believe is appropriate for your target audience. Examples of online resumes are included below under Online Resume Examples in the Additional Resources section of this lab.

Topics Covered

Topics covered in this lab include

- Creation of a marketing plan
- Using mind mapping that plan to a website
- Creating a storyboard detailing the content of a website
- Applying design principles to the structural specifications of a website in order to accomplish specific mission objectives, maintain internal coherence and consistency, and provide benefits to a target audience

Requirements

You will need a completed personal resume.

You will create a marketing plan.

You will mind map this marketing plan to a storyboard. You can either manually create this storyboard or use Microsoft PowerPoint (95 or later) to import your marketing plan document saved in RTF or MS Word file format.

Instructions

Section 1: Creating your personal resume.

Choose between either a chronological or functional ordering of information. Remember to include internships, membership in professional associations and even other non-relevant professional experiences. It is important that you use as many nouns as possible. You will need as many “key words” as possible to optimize mind mapping your resume to a website. Verbs are NOT key words.

Step 1: Use either a chronological or functional format to write a one-page resume. Your resume should include the following sections:

Objectives or Profile	“I am seeking full-time employment...”
Skills and qualifications	“I have designed various websites...”
Education or Professional Experience	“I have a BA from University of Richmond...”
Additional Information	“I have CIW certification... “Find additional information at www.about-mywork.com”
References	“Furnished upon request...”

Step 2: Print this resume. Hold this document in your hand as if you were the intended recipient of this resume and the potential consumer of this product. This document is the content of webpages within your website.

TEST YOURSELF: Does the information included within the resume support the stated objective at the top of the page? Does the organization of information help “dramatize” the advantages/benefits stated in the content of the resume? Does the most relevant information supporting the stated objective “jump out” of the two-dimensional page? Would you as a potential employer or “consumer” of this information want to receive additional information about the promised advantages/benefits described in this document?

Section 2: Create a marketing plan based on your resume. You are going to use a variety of media to “promote” yourself as a product; one medium will be the Internet. Remember that given the nature of an online resume, this website will only develop interest in you as a “product”; you have to close a “sale” in person.

Step 1: Create a market plan based on your personal resume. Your market plan should include the following sections:

Objectives: General and specific	Search for consulting jobs...
Product/Services to be promoted	Web design, Web marketing...
Competitive Environment	Compared to others, candidate can...
Marketing Strategy	The most appropriate industry is...
Measurement Criteria	CIW certification, ...
Staffing Information	Biographical info includes...
Budgets and Schedules	Candidate seeking \$70K, will travel

You will complete this plan in no more than one to two pages by writing a brief paragraph for each of the above sections. Refer to Market Plans in the Additional Resources section of this lab for additional assistance.

Step 2: Print this market plan. This document, like an architectural blueprint, provides critical structural information that you will use to determine your site

configuration. Have you adequately completed each section of the plan using simple, declarative statements that provide information to your reader? How thorough have you described your competitive environment? What key attributes distinguish your “product” from other websites marketing similar “products” based on this and other demographic information? Have you found two or three other examples of websites that have similar marketing objectives?

TEST YOURSELF: Ecommerce market plans stress target audience. How did you select your target audience? What resources did you use to research this audience? How comprehensive was that research? What marketing strategies are you using that incorporate information about that target audience. Whether or not a marketing plan is successful, a potential employer can evaluate its originality and organization in support of your resume and as part of your quest to finding employment.

Section 3: Mind mapping Your Website

Mind mapping is a design technique that translates linear ideas into a non-linear form that better accommodates the nature of the Web Wide Web. You can use either your resume or your marketing plan to translate information into “content with form”; this form will become the structure of your website.

Step 1: Start at the top of the document and circle all individual nouns as you read through the text to the bottom of the document. For example, you would draw a circle around the word “web” AND a separate circle around the word “designer”.

Step 2: Return to the top of the document and circle compound words. For example, you would draw a circle around the compound word “web designer”.

Step 3: Transpose all circled words to a separate clean document that will allow the repositioning and rearrangement of “key word” concepts. Thus, for example, your list will include the words “web”, “designer”, “web designer”, “Richmond”, “University”, and “University of Richmond”.

Step 4: Rearrange your “key words” as conceptual groups that have relationships to other groups of key words. These relationships must have meaning to your target audience. For example, if your target audience is undergraduates at the University of Richmond there is a meaningful relationship between “University of Richmond” and “web designer”. If you are marketing business-to-business services to the greater Richmond area, an association with “Richmond” is a better choice because a perspective business client might only have interest in your affiliation with the University of Richmond as biographical information.

Step 5: Draw a circle around these larger clusters of key words. These circled “key words” form a cluster diagram of your proposed website. Each cluster contains nouns drawn from your resume and market plan that your target audience

will recognize as a meaningful conceptual unit of related information. You will also notice that some clusters are closely related to other clusters. Where appropriate, you can also draw larger circles around closely related clusters.

Step 6: This document, often times called a cluster diagram, is a part of your web design specifications. These circled clusters form web pages within your website.

Notice how **Figure 1** - *An example of a free-hand cluster diagram* is a simple free hand document containing many important details about how a website is constructed. The web page entitled My Professional Experience includes a heading, Internet-related work, that links to a separate page; My Web Work. My Hobbies and My Education form other clusters within the website that are separate from My Professional Experience. Notice how some topics point outside the website, such as Finance/Accounting and Univ. of Richmond. Notice how a simple resume has branched out across several pages.

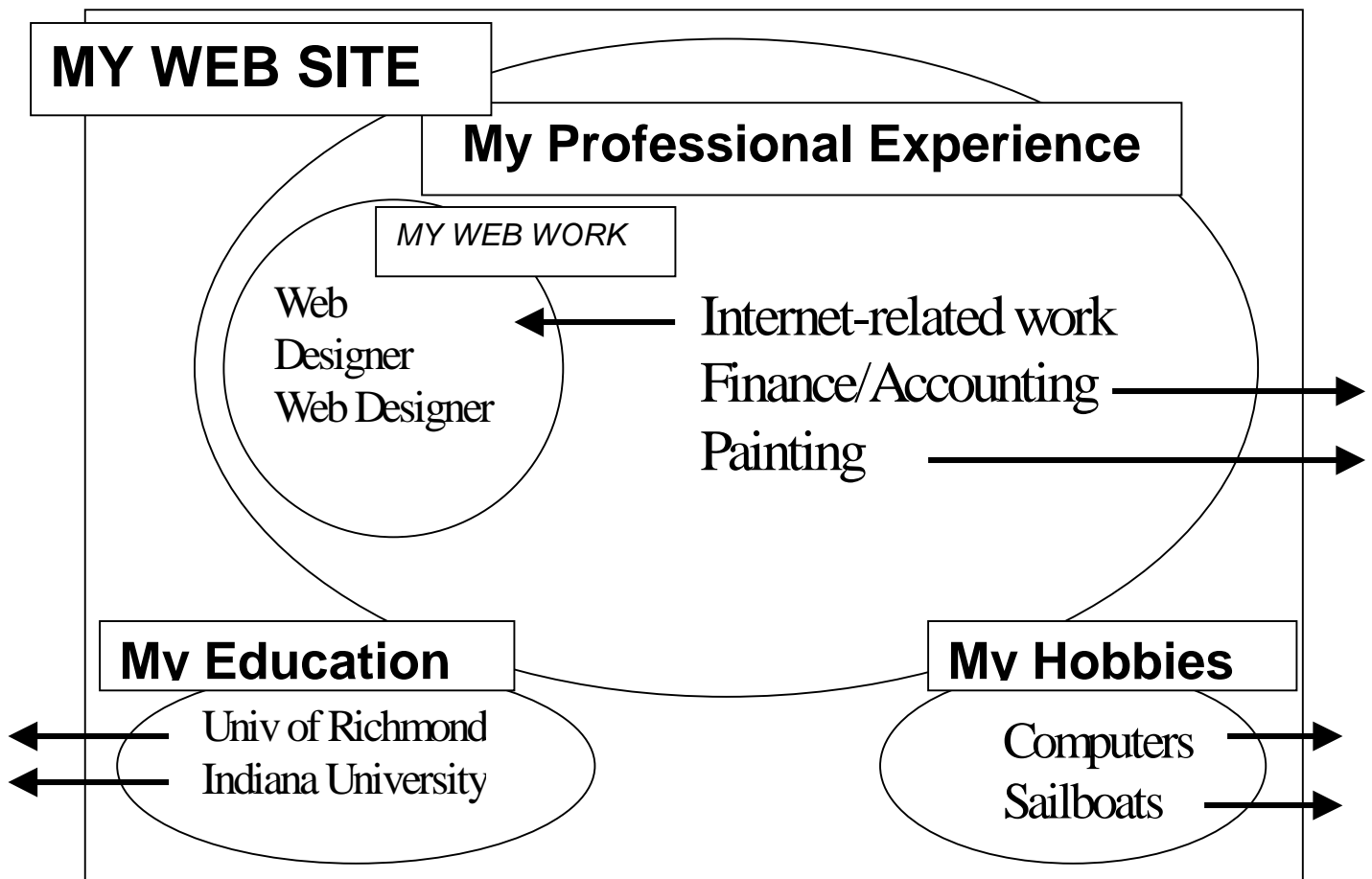


Figure 1 – An example of a free-hand cluster diagram

TEST YOURSELF: Does the number of keywords in any one circle seem excessive? Does the pattern of clusters have symmetry or does it have a disproportionate number of “key word” concepts when compared to other

clusters? Does any one circle contain concepts that change the common focus of the group?

Section 4: Creating a storyboard.

A storyboard is a conceptual device that organizes individual snapshots of information into streams or flows of information similar to the way a flowchart maps a process. Organize the clusters in your diagram into some logical flow of information or story line.

Step 1: Identify the clusters that will appear on separate webpages by some identifying name. This name does not have to be the future title of the webpage but should be the file name under which the page will be saved.

Step 2: Using the cluster diagram, specify the logical linking of clusters from the perspective of your target audience by arranging the individual webpages in some sequence on yet another blank page.

TEST YOURSELF: Examine the overall flow of linkages, especially if the information flow is hierarchical, for branching symmetry and balanced access.

Section 6: Determining style and format of your website.

Web design includes more than just visual layouts. You have built your site based upon relationships among pages you assume your target audience will make within the context of the information content you provide. You provide content on these webpages and choices to your target audience for retrieval of information (content). The synergy of context, content, and choice thus work together almost subliminally providing what your audience will perceive of as an “intuitive” interface. You need to decide on a consistent context for your website within which to present both choices and content on each page. When designing a website for a client, it is a recommended practice to list these design specifications stating how you will apply style and format issues at both the site and page level.

Step 1: Select the placement of contextual and navigational cues on a typical page in your website. These placeholders indicate for example, where a banner and navigational cues will be placed on the page. This simple list of specifications should accompany the marketing plan.

Step 2: Select the placement of choice, content of choices that relate to authorship and/or administrative or technical support. This may include links to email contact, sponsoring institution, whether this page is under the “official” purview of some sponsoring body, dates of creation and/or revision, statement of ownership, appropriate use, and copyright information. For example,

Copyright © 2000 by My Company (mysite.com). You can use content on this page for any educational or not-for-profit purpose. Provided “as is” without expressed or implied warranty.

Step 3: Select the general specifications such as page length (affecting retrieval time and usability), page grids (consistent patterns promote a sense of coherency), typography (font styles and sizes), graphic sizes (within the context of some chosen grid pattern), and the use of linkages to other pages both within and outside your webpage and website. You need some consistent policy regarding

- Links into and out of a webpage and your website
- Links within blocks of text
- Links anchored to non-textual elements like icons
- Link maintenance and updating
- Types of websites and kinds of material to which links point (for example, home pages of other sites or documents within those sites, commercial sites, adult sites, children sites, “controversial” sites, and so on.)

TEST YOURSELF: Which kind of link will require more long-term maintenance: www.mysite_homepage.com or www.mysite_mypersonal_idea_page.com? Links to individual web pages within a site may require more long-term maintenance than the page’s provided content is “worth”.

Conclusion

You have completed the Planning phase of your ecommerce project. In this phase you specify purpose, objective, and design specifications. The *purpose* is your intention of why the website exists. The *objective* is your intention of what benefits/advantages the website offers some target audience. The *design specification* includes details regarding how and under what constraints your content and choices will be presented.

At the conclusion of this lab, you have compiled the following documentation:

1. Personal resume (maximum one page)
2. Marketing plan (maximum 2-3 pages)
3. Cluster Diagram
4. Storyboard
5. Design specifications for both site and page level

Additional Resources

Online Resume Examples

<http://www.products2market.com/marketing.htm>

An example of online resume for a marketing consulting company. Notice the Consultant’s Bio in the navigational bar on the left side of the page.

<http://ehomesonoma.com/Resume.html>

An example of online resume using a similar traditional format. Notice the placement of “I offer” and “Qualifications” columns on the page. This is the actual Resume webpage. Notice the Realty Solutions button, linking to the “homepage”, in the navigational bar on the left side of the page.

<http://www.lynnb.com/>

An example of online resume using a more traditional format but with less information about the individual.

Good Resume writing

<http://www.jobweb.com/catapult/guenov/restips.html>

Before you begin writing your resume, this site outlines some preliminary steps you may want to follow.

<http://owl.english.purdue.edu/handouts/pw/index.html>

Purdue Online Writing Lab offers many features including a section on Professional writing/Resumes

Creating Marketing Plans

http://home3.americanexpress.com/smallbusiness/resources/starting/biz_plan/

American Express provides consulting services to small businesses. They offer information regarding the construction of business plans that include marketing sections.

<http://www.rcacwv.com/plan.htm> building a marketing plan

Mind mapping Techniques

<http://www.cedarnet.org/mar/OR.HTM>

This site shows examples of a dynamic flowchart design as compared to an organization time line. Could you use a timeline to creatively “market” the idea of your availability as a candidate for some job?

Storyboard Techniques

http://www.mcli.dist.maricopa.edu/authoring/studio/guidebook/storyboard_example.html

Explore the examples of storyboards on this site. Who is the target audience here? Notice how a slight change in orientation of navigational choices imparts a different “feel” and flow to the webpages.

<http://www.iastate.edu/~polsci/storyboard.html>

These detailed storyboard examples are not “formal” but incredibly functional. Notice how they include a broad range of information. Could you design a website based on this “informal” storyboard? Do you need fancy software to compile web specifications?

Lab 2 Goal

These five labs will demonstrate your proficiency in completing each stage in the life cycle of proposing, designing, and marketing an ecommerce website. The second stage in this lifecycle begins with applying your storyboard and design specifications at the site level. In order to maintain consistency across the website, you will create a template in Dreamweaver. You will use various techniques, such as locking and unlocking specific areas on a page and, common elements, such as navigational cues, to maintain consistency with the specifications you chose in the last lab.

Objectives

Create a template in Dreamweaver to help maintain consistency throughout the site. Apply this template to existing webpages so that all webpages provide similar a common context and “intuitive” choices. Create editable sections in the template to accommodate variations in design without a significant deviation from the web specifications.

Topics Covered

Topics covered in this lab include

- Creating of a Dreamweaver template from both existing content and from scratch
- Applying a template to an existing webpage
- Editing the original template
- Marking a selection as editable

Requirements

You will need Dreamweaver version 3 installed on your personal computer. You will need to define a website before Dreamweaver can insert a template.

Instructions

Section 1: Creating a Dreamweaver template.

While Dreamweaver is an excellent software product, any web page authoring tool can be used to build your actual website.

Step 1: Create a webpage template with appropriate placement of choices and content using Dreamweaver. This template is based on your web design specifications.

Section 2: Making existing regions editable.

When you create a template, all regions by default are locked. You must mark regions as editable in order to allow “moves, additions, or changes” in the choice or content. When you make a change to a “locked” region in the original template, all webpages that are linked to that template will also reflect the change. This is how context, choices, and your content are maintained in a consistent manner.

Step 1: Select those areas in your template within which you or your client can change content and choices without altering the context of the webpage. Unlock these regions.

Section 3: Make a new editable region on your web page.

In using a template, you might decide to control, for example, just gridlines or the page structure, or a masthead. You need to unlock or make editable other regions so that your client or user population can customize a page within the constraints of your website specifications.

Step 1: In order to provide variation in form, without changing the overall context of your page, create new editable regions on your web page. Referring back to Section 2, you provide flexibility and variation with these editable regions without losing the overall coherence of your web site context.

Section 4: Apply a template to a web page.

Sometimes a client has developed his or her own page. They want you to include it in the web site. Application of your web specifications through the use of a page template simplifies your work and provides your client or user population with a sense of contribution and responsibility.

Step 1: Create or find a web page that does not use your web page template. This page will act as an example of a page your client may have created some time in the past.

Step 2: Apply your web page template to this free-form web page.

Step 3: Adjust any elements on the newly imported web page for areas of positional conflict or overlapping.

Section 5 Make changes to a template.

Oftentimes a successful template will need minor updating in order to maintain its relevancy and/or freshness. You will need to method to make simple changes that are replicated throughout your website. Always check what effects a “simple” change in a template may have on the layout of complex pages.

Step 1: Make a change to your web page template that will replicate to all its linked pages.

At the conclusion of this lab, you have a series of web pages that conform to your web design specifications.

Additional Resources

Online graphic resources

<http://www.macromedia.com/software/dreamweaver/download/templates>

Macromedia provides various areas on its website to download additional material for its software products. Notice the section for downloads at the top of the page.

Lab 3 Goal

These five labs will demonstrate your proficiency in completing each stage in the life cycle of proposing, designing, and marketing an ecommerce website. In this third stage of your project's lifecycle, you build individual webpages based on your storyboard and the Dreamweaver page template consistent with your design specifications. Concepts such as positional awareness and the transition of content from "summary to detail" help you design the appropriate placement of content and choices across webpages within the general context of your website.

Objectives

You will select from a variety of structural elements like frames, borders, icons and controls to create flexible and easily navigable pages of content. Sources for web design are listed in the Additional Resources section of this lab.

Topics Covered

Topics covered in this lab include

- Creation of frames
- Creation of borders
- Creation of icons
- Creation of controls

Requirements

You will need Dreamweaver version 3 or greater.

Instructions

Section 1: Create frames in your webpage.

Frames help to organize a page layout. It is a common practice in the production of newspapers and magazines to provide a grid against which all graphic and textual objects are spatially positioned. Frames as a design element may be problematic for a target audience who has not standardized their Netscape or Internet Explorer software on version 3 or later because earlier versions of the Internet client cannot render frames correctly.

Step 1: Select a particular grid style and apply frames to your web page template.

Section 2: Creating borders in your web page.

Using borders as a graphic element can provide greater usability through subtly cueing user regarding the prominence of some graphic element or text. Conversely, too many borders will disrupt a page's perceived integrity.

Step 1: Apply a border to a graphic element you wish to modify in a web page.

Section 3: Placing icons and controls in your web page.

The placement of icons and controls must agree with the context of your site in order to optimize your significance to your viewer. Their consistency of placement and design will provide a greater sense of coherence and consistency.

Step 1: Place icons and controls within editable areas on your web page.

At the conclusion of this lab, you have completed your website according to your web design specifications.

Additional Resources

http://dir.yahoo.com/Computers_and_Internet/Data_Formats/HTML/Guides_and_Tutorials/
Paste the above URL directly into your web client's Address or Location box to directly access Most Popular Sites for HTML guides and tutorials. Webmonkey, Builder.com and the Yale Web Style Guide should be familiar websites to you.

<http://www.hooked.net/>

Use this site to find information about HCI (human computer interface). This site is not exactly Yahoo but, then again, this content is not directed toward the "average netizen". Notice the vocabulary. It is important that you remember the average reading level of Americans is at the 5th to 6th grade level. **HINT - Use "Math & Computer Science" under "Reference & Education" to find really HOT stuff about web content.** *If we commonly associate passion and excitement with heat, why would I want to show you KOOL stuff? Could you get HOOKED on this site? Based on that association, will you remember the site name now?*

<http://us.mediametrix.com/data/thetop.jsp>

This is a direct link to the top 50 digital media/web properties at home and at work combined in the US. Notice how this page does NOT contain a linked list. Who is the target audience? Why are there no links? **HINT: Is this information useful to the "average netizen"?**

<http://www.webpagesthatsuck.com/>

A significant site to supplement materials in this program pertaining to principles of good web design.

The following sites all provide additional resources, tutorials, and background materials:

<http://www.freewebmaster.com/index2.html>

<http://web-helper.net/>

Tools

<http://www.psptips.com/>

This site is an excellent resource for Paint Shop Pro.

<http://www.grafx-design.com/Home.html>

Look for product specific tutorials here.

Lab 4 Goal

These five labs will demonstrate your proficiency in completing each stage in the life cycle of proposing, designing, and marketing an ecommerce website. The fourth stage in this lifecycle is an evaluation phase where the context, content, and choices of your website are evaluated in terms of your marketing plan and design specifications.

Objectives

Students should spend this day adding content, It will be helpful to include some references to good resume writing techniques, It would also be great to add a link to their completed website for prospective employers to view. Reference materials are included below under in the Additional Resources section of this lab.

Topics Covered

Topics covered in this lab include

- Apply web design principles to context, content, and choices in a website.

Requirements

You will need a completed market plan.

You will need web design specifications.

Instructions

Section 1: Reviewing the context, choices, and content of a website for coherence and consistency.

Quality assurance is a critical process in a life cycle. You need to examine your own design in as critical and unbiased manner as possible. When you are satisfied with your work, you “release” your “product” to a test population who will “measure” your final product in terms of its own internal consistency as well as against what you specified in your marketing plan and web design specifications.

Step 1: In order to confirm usability, perform a thorough walkthrough of your site, systematically checking every task. List the path you follow and the navigational choices you make for later reference when you construct a Usability Test. Check navigational choices for clarity and logic. Check context choices according to your Link policies. Check the graphical/iconic meaning of your choices.

Step 2: Construct a Usability Test that includes a list of tasks that requires them to select choices as they navigate through your site. Include some simple grading scheme (for example, 1- 5; where 5 is most useful) alongside each task in the list so that participants can evaluate the effectiveness of the cues.

Step 3: Provide each participant in your test population with a Usability Test like the sample below. This Usability Test is based on the web site documented in Section 3 in Lab 1.

Usability Test for My Web Site
 (Score 1-5 (with 5 highest) for effective context, content, or choice)

Level 1: My Web Site (file name: index.htm (home page) ... (Circle score: 1 2 3 4 5)
 a. Click My Professional Experience (Circle score: 1 2 3 4 5)
 b. Click My Education (Circle score: 1 2 3 4 5)
 c. Click My Professional Experience (Circle score: 1 2 3 4 5)

Level 2: On My Professional Experience (Circle score: 1 2 3 4 5)
 a. Click Internet-related Work..... (Circle score: 1 2 3 4 5)
 b. Click Finance/Accounting..... (Circle score: 1 2 3 4 5)
 b. Click Painting (Circle score: 1 2 3 4 5)

Level 2: On My Education..... (Circle score: 1 2 3 4 5)
 a. Click Univ of Richmond..... (Circle score: 1 2 3 4 5)
 b. Click Indiana University..... (Circle score: 1 2 3 4 5)

Level 2: On My Hobbies (Circle score: 1 2 3 4 5)
 a. Click Computers (Circle score: 1 2 3 4 5)
 b. Click Sailboats (Circle score: 1 2 3 4 5)

Level 3: On My Web Work (Circle score: 1 2 3 4 5)

Level 4: On Finance/Accounting..... (Circle score: 1 2 3 4 5)

Level 4: On Painting..... (Circle score: 1 2 3 4 5)

Level 4: On Univ or Richmond (Circle score: 1 2 3 4 5)

Level 4: On Indiana University (Circle score: 1 2 3 4 5)

Level 4: On Computers (Circle score: 1 2 3 4 5)

Level 4: On Sailboats..... (Circle score: 1 2 3 4 5)

Figure 2 – A Sample Usability Test for My Web Site

TEST YOURSELF: Does the purpose, objective, and specification corresponds?
 Is the information accurate? Does the feedback you receive from the usability test yield consistent results with your design specifications and market plan purpose?
 Does pattern of access reflect website purpose and audience? Do the needs and objectives of your target audience correspond with respect to web presentation?

At the conclusion of this lab, you will have confirmed your web site for coherent and consistent context, content, and choices.

Additional Resources

Reference material

http://dir.yahoo.com/Computers_and_Internet/Internet/World_Wide_Web/Evaluation/
 This Yahoo listing links to a variety of sites offering tools and methodologies for the evaluation of web context and content.

<http://www2.imagiware.com/RxHTML/>

Select Single Page Analysis to use the Dr. HTML validation tool to evaluate your use of HTML code.

Lab 5 Goal

These five labs will demonstrate your proficiency in completing each stage in the life cycle of proposing, designing, and marketing an ecommerce website. The fifth stage in this lifecycle is the deployment phase where the marketing plan and design specifications.

Objectives

Final Presentations. This 2hr provides the students with the opportunity to show-off their online resumes to their classmates. Depending on class size, students will have approximately 10 min each to present their marketing plan and website, as well as any other supporting documentation. Other sources of relevant material are listed in the Additional Resources section of this lab.

Topics Covered

Topics covered in this lab include

- Presenting your marketing plan and website to an outside group

Requirements

You will need a marketing plan.

You need web design specifications.

You need a usability test form and test results.

Instructions

Section 1: Prepare a marketing presentation

Pretend you were addressing members of a firm to whom you have applied for employment or groups of venture capitalists from whom you want financial support. Critique your website as if you were preparing a presentation. Evaluate it's information, design, and implementation with respect to effective communication of your marketing concept. How well does your presentation of planning, designing, testing, and deploying this online resume communicate your abilities as a desirable product? Your critique should also include relevancy of your website and whether your stated purposes for target audience were met.

Step 1: Evaluate your own presentation (marketing plan and website) in terms of context, content, and choices according to general categories of design, performance, and usability.

Some questions that pertain to design:

- Does the site exhibit coherent, balanced design that supports user focus?
- Does the site exhibit repeated patterns and consistent choices with variation for expressiveness?
- Does color complement purpose and objective?

Some questions that pertain to performance:

- How long does it take to retrieve an entire page (it's cost to the user)?
- What data appears on the page first during the refresh cycle?

- How quickly can a viewer navigate from one cluster of information to another?

Some questions that pertain to readability/usability:

- Does any one thread of data “flow” from page to page? For example, does My Web Site Home Page lead to My Experiences, which leads to My Internet Work, which leads to an example of a website I have designed?
- Do navigational choices appear consistent from page to page?
- Do are the placement of choices where you would have expected them?

Step 2: Critique other presentations according to how your fellow students have formulated their marketing plan and targeted their audience.

TEST YOURSELF (as a reviewer): Does your audience have a specific purpose for using the online services like the Web? Is this specific purpose available elsewhere on the Internet? Does the target audience have accessibility? Does site provide unique goals not found anywhere else on the Internet? Does purpose match objectives and specifications and is thus, self-consistent? How is domain integrity and accuracy within the website maintained? Is the information correct? Is internal access balanced with external references and are these references regularly maintained for integrity and accessibility? Are objectives meeting the needs of the target audience?

TEST YOURSELF (as a presenter): Did you effectively answer impromptu questions and handle criticisms well “on your feet”? Were you able to use your presentation in front of strangers as an opportunity for you to not only demonstrate your depth and breadth of knowledge and interpersonal skills but also perhaps gain a new perspective on your project?

At the conclusion of this lab, you have assumed the role of both creator/presenter and interviewer/reviewer. Both experiences are important in successfully completing an ecommerce project.

Additional Resources

<http://www.uwec.edu/Admin/Library/Guides/tencs.html>

This easy to use webpage lists ten separate criteria for the evaluation of an Internet resource. Notice how purpose, content, and style work together to provide an excellent example of effective communication. Could you use such a format to market yourself?

<http://www.agecon.msstate.edu/house/AEC3133/marketing/tsld001.htm>

This is an actual PowerPoint slide presentation converted to HTML. How old is it? What version of PowerPoint did the author use? Could they have put some biographical information somewhere for an informed user to find?

<http://www.business-plan.com/sitemap.htm>

Notice the business plan in portable document format. Many sites provide snapshots and partial chapters of products that can be very useful. Also notice the use of PowerPoint slides to provide online information.

<http://www.taos.com/resumetips.html>

These ten technical tips are just as relevant during this presentation as they were when people mailed resumes to employers! As Tip #5 states, “Don’t sell yourself short. Treat your resume as an advertisement for YOU.”

http://www.another_lesson.com

This is meant to be a fictitious website; don’t bother using it. If you are actually reading this message, you can now also appreciate the difference between listing references as opposed to annotating references; the former is data, the latter is information. As an author/creator/designer, you gain credibility by providing content, not just data. I got you to read the endnotes, didn’t I? An occasional personal comment (in formal presentations, keep it very, very, very small and decidedly irreverent) and a little humor help too. Remember: the business of living is serious enough!