ASSESSING YOUR WEB SITE IN A **WEB 2.0** WORLD

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DEVELOPMENT CYCLE

> Set Goals

> Assess

> Adjust

> Assess

A Web site is never finished.

DIMENSION & CRITERIA

Subjective criteria, in 4 dimensions:

> Design

> Technology

> Content

> Navigation

Content is Queen, but Navigation is King

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DESIGN

Appropriate for your brand

> Classic vs. Cutting Edge

> Image vs. Information

> Accessibility

Beauty is in the eye of the beholder, good design is seen by everyone.

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WEB 2.0 DESIGN

> Mobile-centric

> Personalization

> Truly Interactive Flash

Watch it wiggle, see it jiggle is dead. Movement has purpose now.

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WEB 2.0 DESIGN

TECHNOLOGY

> Does it work?

> Can you update it?

> Two-way communication?

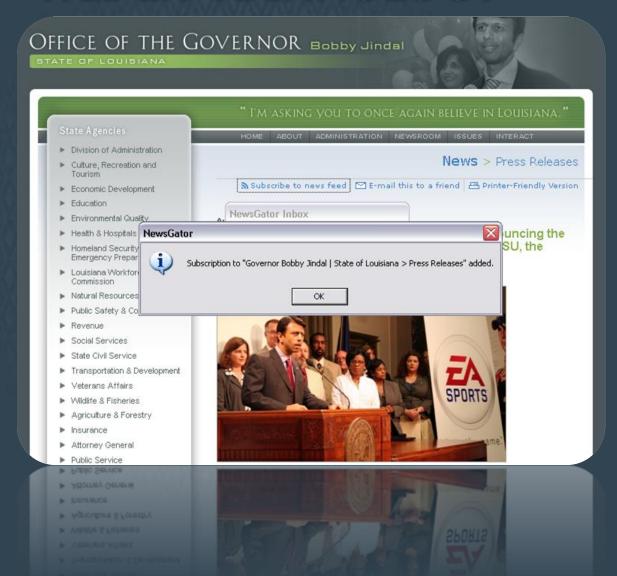*Even a broken clock is right twice a day.*

WEB 2.0 TECHNOLOGY

> Separation between the desktop and the Web is disappearing with universal access

> Email is going away — replaced by social networking "dashboards"

Change is one thing, progress is another.
— Bertrand Russell

WEB 2.0 TECHNOLOGY

CONTENT

> Appropriate

> Expected

> Unexpected

> Visitor-centric

"Beautiful can't make up for empty."
— *Business Week*

WEB 2.0 CONTENT

Self-Centered

> Social Networking

> Customized

> Personalized

Members of the "millennial generation" are more selfish and narcissistic.

— NPR report

WEB 2.0 CONTENT

NAVIGATION

Guidelines to follow:

> Rule of 7

> Parity: Audience, Action, Content

If we think about the obvious long enough, it dissolves.

- Mason Cooley

WEB 2.0 NAVIGATION

Interactive Navigation:

> Maps

> Category Clouds

Getting there is half the fun.

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WEB 2.0 NAVIGATION

WEB 2.0

I think Web 2.0 is of course a piece of jargon, nobody even knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people [connection].

But that was what the Web was supposed to be all along.

- Tim Berners-Lee