

UNIT I



INTRODUCTION TO THE WEB

WRITING WEB PROJECTS



- To become a successful programmer, must have some ideas about concepts related to distributed applications and services.
- Should know
 - Fundamentals of HTTP,
 - HTML
 - Scripting Language such as JavaScript
 - User Authorization & Authentication
 - Session Management
 - Data Exchange
 - Model-View Controller(MVC)model used in web application

IDENTIFICATION OF OBJECTS



- Step 1: To determine the objectives of your website
- Step 2: why are you going to develop this website?
 - Reasons:
 - Improve the quality of existing website.
 - Sell goods or services online
 - Educate people
 - Build customer relationship
 - Provide an interface to book airline tickets
 - Help travellers plan a trip
 - Make available product information and price list
 - Offer customer service/online services
 - Encourage site visitors

TARGET USERS



- Identify the potential visitors of you website.
 - Helps to structure the website design to fulfil their expectation and needs.
 - User's knowledge, interests and needs vary.
- As well designed website should satisfy a range of users' interest and skills.
- Result: visit your site many times in a day.

WEB TEAM



- A number of people are involved in developing an entire application. They form a group called the web team.
- A good web team use the following strategies:
 - User research
 - Technology strategy
 - Content strategy
 - Abstract strategy
 - Technology implementation
 - Concrete design
 - Project management

PLANNING AND PROCESS DEVELOPMENT



● Steps:

- Information gathering
 - Purpose, goals, target audience, content
- Planning
 - Main topics of the website and sub topics
- Design
 - Different look & feel of the website
- Development
 - Web pages
- Testing and delivery
 - before the website is delivered
- Maintenance
 - Continuous process, provide newer and newer content, update information