

Web sites in business

Optimal design and application



Talk outline

- **Role of Web sites in business**
- **Reflecting proven business processes**
- **Optimised Web design**
- **Cost savings**
- **Summary**



What are your issues?

- **Increasing demands made of sites**
- **High cost of ownership**
- **Maintained as an after thought**
- **Expectations not realised**
- **Brand preservation**
- **Duplication of information**
- **Poor site design**
- **Multiple sites**



Role of Web sites

- Integrated business tool
- 24 * 7 mission critical business system
- Provide business information as required
- Automate business processes
- Out of hours business support
- Use visual medium to optimise business



Reflecting business processes



Audience - Task - Recipe

- Establish requirement
- Provide product information
- Provide pricing and deals
- Provide availability details
- Introduce related items
- Close the sale

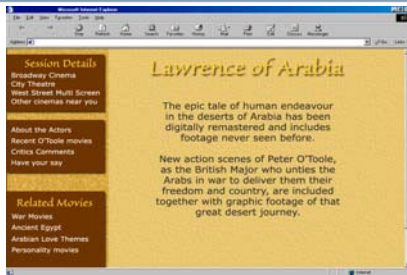


Benefits of A-T-R

- Use proven business process
- Same navigation for all users
- Right information at the right time & place
- Unified customer experience
- Intuitive and simple
- Valid personalisation
- Meaningful analysis of customers



Push pages

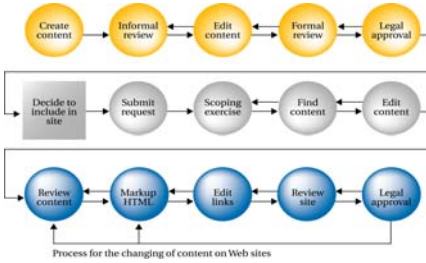


Are you being confused?

- Content creation
- Work-flow
- Metadata
- Content management
- Content presentation



Web site development



Systemic problems

- Using small site techniques on large sites
- Added more people not automated
- Web sites not business integrated
- Sprawling sites not process driven
- Binding content to presentation
- Dot Coms telling you this is the way
- Paying to perpetuate the problem

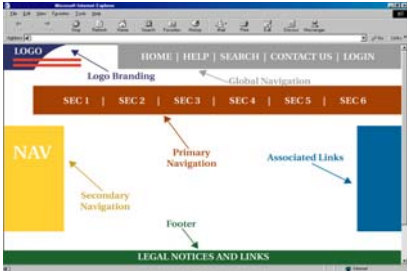


Problem resolution

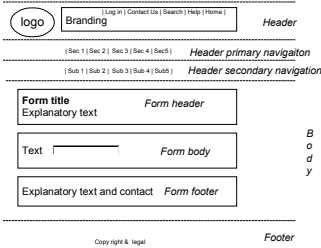
- Unified work-flow for content submission as part of an every day business process
- Rapid deployment of quality assured Web sites using assembly line techniques by non-developers
- Develop and maintain Web sites with minimal coding requirements



Recyclable regions



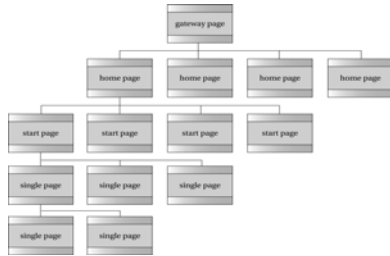
Components of a page



Role based page types

Page Type	Role
gateway page	the gateway into large portals
home page	home page exists for the major sections of contents sites
start page	a navigation page to keep users navigating through the site
single page	a page to display an item of content
search page	a page from which a search is invoked, including instructions on how to search
search results page	the results returned from a search, including fields for invoking further searches
form page	pages containing forms for online submission of information
form reply page	pages to display the results of the form transactions
product catalogue	display the contents of the product catalogue
page	
shopping basket	page to display the content of a shopping basket
display page	

Constructing the site



New process

Business

Site

- Create content
- Associated links
- Metadata
- Review content
- Submit to repository
- Assign to hierarchy
- Assign to page type
- Manage windows
- Test



How?

- Link management automated
- Teaser management automated
- Navigation bars automated
- Automated content assignment
- Site is configurable at run time
- Site administration is managing recycled objects not coding