

Assembly, Testing & Optimization

Chapter 10 – POST-PRODUCTION

Is your site READY??

- Post Production is the opportunity to test out and check your site
 - Check for consistency & functionality
 - Does everything fit?
 - Do all the links go the right place?
 - Do links and images load properly?
 - Check site for errors
 - Spelling
 - Is it Professional?
 - Are there distractions?
 - Check the download speed

Overview of Chapter

- Managing and Maintaining
- Monitoring Competitors Sites
- Attract Repeat visitors
- Testing Usability
 - Gaining feedback
 - gathering info on strengths & weaknesses

Site-Wide Consistency Check

- Performed before implementation of site
 - ensures that the design works as a whole
 - each element fits with the design of the site
- Ensure that navigation is easy to learn
- Descriptive text needs consistency of voice with fluid chains of information
- Are the navigational elements in the same place on each page?

Text Errors

- Check for site errors that occur in text & code
 - all errors will reflect on you as a designer!
 - Use spell checkers- or carefully proof-read
 - especially words that might not be flagged
 - *it'* or *than* when you meant *it's* or *then*
 - Scan for inconsistencies in alignment, typefaces, and styles
 - Check prices, contact information, phone numbers, and other important info

Proof-reading

- Spelling –
- Contractions – your /you're/ you are
- Punctuation – appropriate use of apostrophes
- Typos – typographical errors happen to everyone
- Correct usage- angel/angle or two/to/too

Use Correct English

- Don't use no double negatives.
- Make each pronoun agree with their antecedent.
- When dangling, watch your participles.
- Don't use commas, which, aren't necessary.
- Verbs has to agree with their subjects.
- About those sentence fragments.
- Try to not ever split infinitives.
- Its important to use apostrophe's correctly.
- Always read what you have written to see if you any words out.
- Correct spelling is esential.



Continued?

- Don't be redundant; don't use more words than necessary; it's highly superfluous.
- Be more or less specific.
- Understatement is always best.
- One-word sentences? Eliminate.
- Who needs rhetorical questions?
- Exaggeration is a billion times worse than understatement.

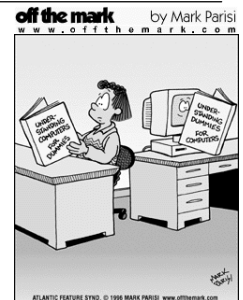


Browsers & Platforms

- Test your site in different platform
 - PC, Mac, Unix...
- Test your site in different browsers
 - Netscape, Mozilla, IE, Opera, Lynx
- Test your site in different versions
 - Netscape 3.0, 4.21 - IE 4.0, IE 5, IE 6
- Focus your testing on what you know your market audience is most likely to use
- Since different browsers interpret HTML differently, you can expect differences (especially with tables!!)

Colors & Monitors

- Remember - not everyone has a speedy-cool-high-tech machine like yours!
- Test your site at different resolutions & color settings!
- Some designers create 2 sites - one for High Resolution capabilities, and a mirror site for low end - providing a user a choice at site entry

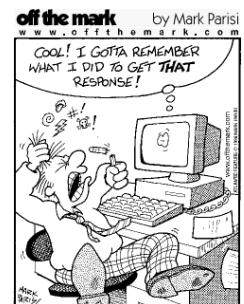


Media

- All media - images, animations, video, and audio need to be tested!
- Consider the following
 - download time
 - smoothness of operation
 - clarity of image or sound
 - broken images
 - missing ALT text
 - loading problems
 - infinite looping (frames)
 - spelling errors or mislabeling of buttons, captions, and hyperlinks (which impedes usability!!)

Interactive Elements

- Check forms & pop-ups for functionality
- Check rollover buttons for effectiveness
- Check search features and all other special scripts & applets!



HTML Code

- ❑ Especially a concern IF you hand-coded your pages
- ❑ Common HTML mistakes
 - ❑ leaving tags open
 - ❑ alignment problems
 - ❑ pages WITHOUT titles!!
 - ❑ Titles that do not correspond with page content
 - ❑ leaving out alt tags with images- not readable by screen readers & big OWIE for accessibility

Code Validators

- ❑ Programs are available OR part of WYSIWYG applications – validators
 - some pickier than others
 - not always cross compatible with browsers
- ❑ Browsers have varying forgiveness for bad code
 - may display code in page (IE)
 - may disrupt tables

Checklist

- ✓ Are there any spelling/grammar errors?
- ✓ Are an links broken?
- ✓ Do all the pages/media load properly?
- ✓ Do the multimedia elements work?
- ✓ Do the interactive elements work?
- ✓ Do navigation buttons work?
- ✓ Is the design consistent throughout the site?
- ✓ Can disabled users access and navigate the site?
- ✓ Does it look good at differing resolutions & colors settings?
- ✓ Can users navigate the site with graphics turned off?
- ✓ Does it work with different browsers?
- ✓ What is the download time?
- ✓ Do I have alternate pages for advanced web technologies?

- ❑ Once files are uploaded – testing ~~should be~~ recreated again!!
- ❑ Uploads can leave out vital images or links!
- ❑ Go through the checklists once again!



Speed Optimization

- ❑ Once uploaded and tested – you must consider how fast pages download
 - success of site is based in part on this!
 - Use tools such as NetMechanic or Bobby www.cast.org/bobby
 - Test results can determine need for optimization!!
- ❑ Image File Size
 - reduce images by slicing or interlacing
 - did you resize or just resize on the page???

Image Format & Color Palettes

- ❑ Did you choose the proper format?
 - is it saved as a GIF or JPG?
 - ❑ or does it have a .jpeg or xxxx.gif.gif
 - JPG – for photo quality
 - GIF – animations & graphics
- ❑ You can reduce an images file size by reducing the color palette used
 - (Illustrator or Photoshop)

Images- loading an Interlaced Image

- ❑ Interlaced image- which loads the image in phases
 - allowing the user to see the image
 - draws a rough version, the gradually clears up
- ❑ CONS of interlacing
 - files are actually larger than equivalent GIFS
 - users may find interlacing annoying
 - hard to tell when the pic is ready to be viewed
 - is slow connection – interlacing appears to take a LONG time
 - intermediate image may resemble something different than the actual image

Cached Images & Reduced CODE

- ❑ Images can be "reused"
- ❑ Browsers can cache images after downloaded
 - reusing same image again and again speeds download time and that for other pages with that image!
- ❑ CSS can reduce code in layout tables & navigational elements – cleaning up code by taking CODE out in separate file!

Illusion of SPEED!

Cell 1	
Cell 2	Cell 3



- ❑ Write code to tell the browser to set aside a certain amount of space for the image
 - first page, then images
 - set aside H/W attributes & object tags
- ❑ Browser reads a page from top to bottom
 - TABLES help to improve speed
 - C1 – loads 1st, C2- loads navigation, C3 – loads content

BREAK

- ❑ Chapter Continued next class!!



Link Management

- ❑ Links are tested during the consistency check – but links need to be checked on a regular basis.
 - Links to other pages can move, change, or content can be replaced!
- ❑ Manual Management
 - Keep set of links in favorite folder on browser to checkup on occasion (mozilla is great for this!)

Utilizing Testers
