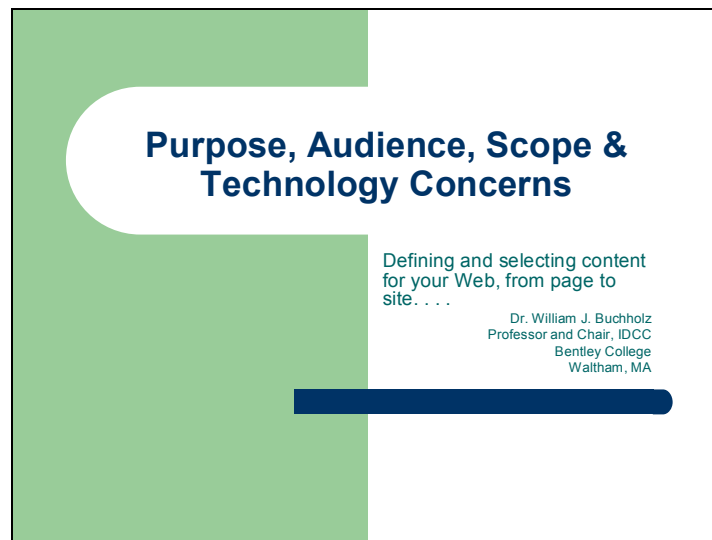


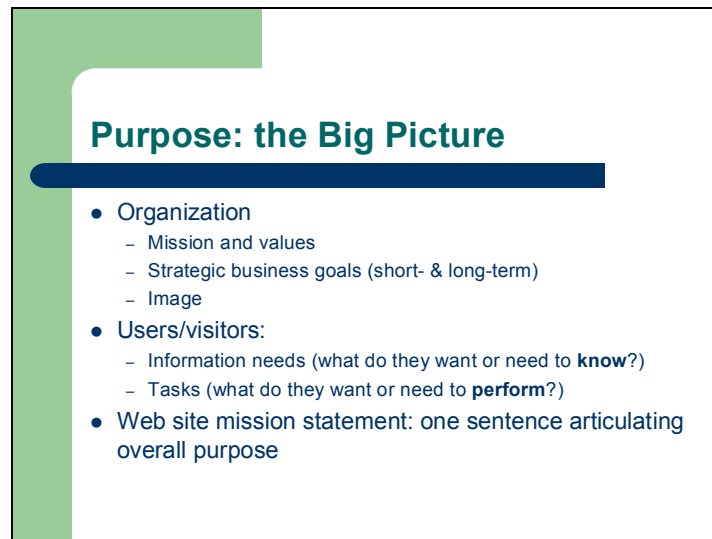
# Purpose, Audience, Scope & Technology Concerns

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The complete PowerPoint presentation is available as a Web slideshow at  
[http://cyber.bentley.edu/faculty/wb/presentations/purpose\\_audience\\_scope.htm](http://cyber.bentley.edu/faculty/wb/presentations/purpose_audience_scope.htm)



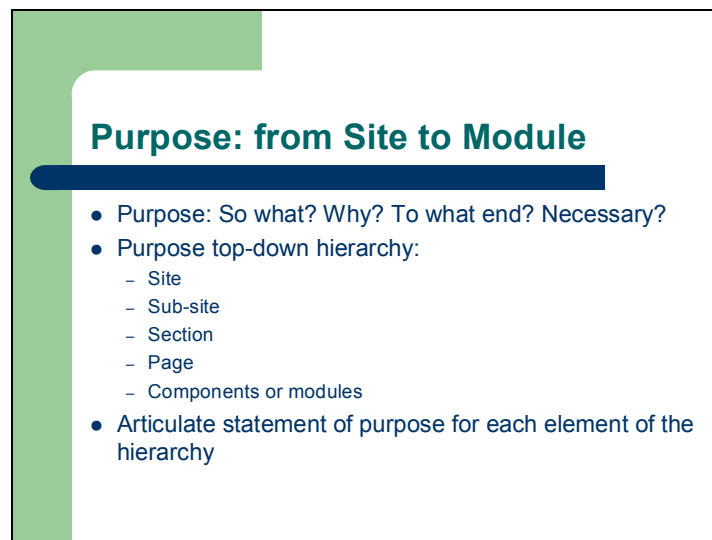
## Slide 2: Purpose: the Big Picture



The slide features a green L-shaped graphic on the left side. The title "Purpose: the Big Picture" is centered at the top in a dark green font, with a dark blue horizontal bar underneath it. Below the title, there are three main bullet points, each with sub-bullets.

- **Purpose: the Big Picture**
- Organization
  - Mission and values
  - Strategic business goals (short- & long-term)
  - Image
- Users/visitors:
  - Information needs (what do they want or need to **know**?)
  - Tasks (what do they want or need to **perform**?)
- Web site mission statement: one sentence articulating overall purpose

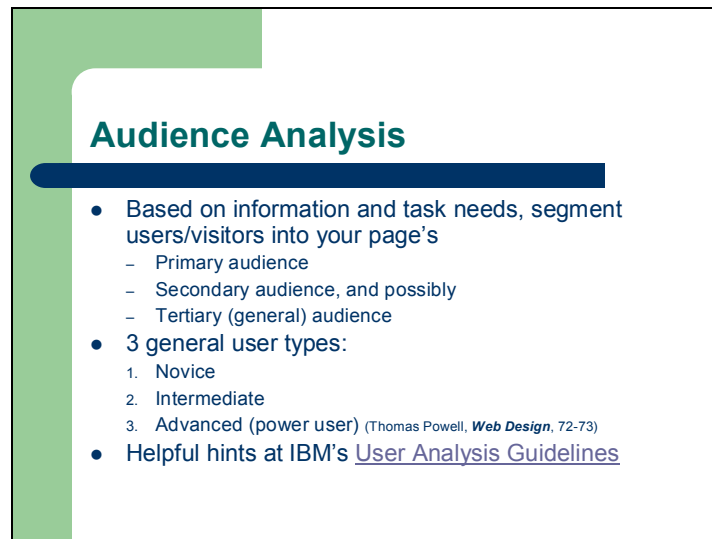
## Slide 3: Purpose: from Site to Module



The slide features a green L-shaped graphic on the left side. The title "Purpose: from Site to Module" is centered at the top in a dark green font, with a dark blue horizontal bar underneath it. Below the title, there are three main bullet points, each with sub-bullets.

- **Purpose: from Site to Module**
- Purpose: So what? Why? To what end? Necessary?
- Purpose top-down hierarchy:
  - Site
  - Sub-site
  - Section
  - Page
  - Components or modules
- Articulate statement of purpose for each element of the hierarchy

## Slide 4: Audience Analysis

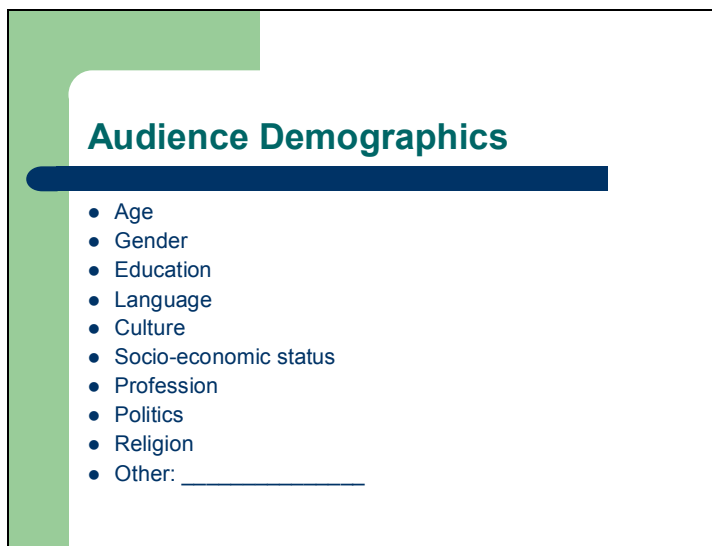


A slide titled "Audience Analysis" with a green decorative bar on the left and a dark blue horizontal bar under the title. The content is a bulleted list of audience segmentation criteria.

### Audience Analysis

- Based on information and task needs, segment users/visitors into your page's
  - Primary audience
  - Secondary audience, and possibly
  - Tertiary (general) audience
- 3 general user types:
  1. Novice
  2. Intermediate
  3. Advanced (power user) (Thomas Powell, *Web Design*, 72-73)
- Helpful hints at IBM's [User Analysis Guidelines](#)

## Slide 5: Audience Demographics

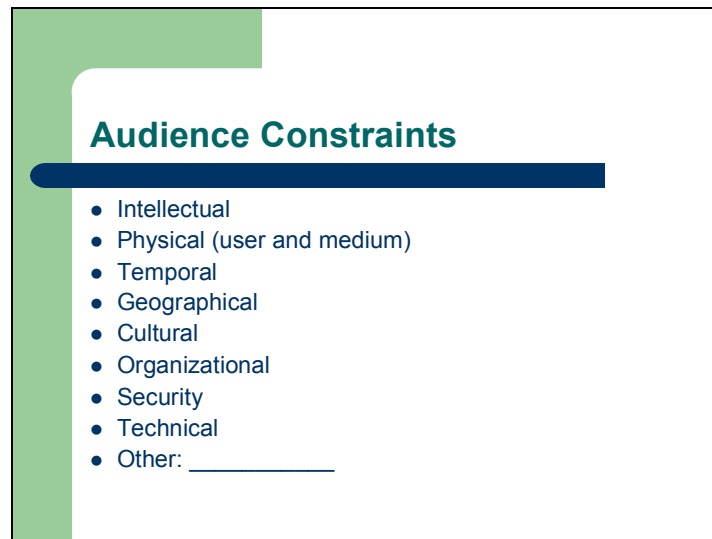


A slide titled "Audience Demographics" with a green decorative bar on the left and a dark blue horizontal bar under the title. The content is a bulleted list of demographic factors.

### Audience Demographics

- Age
- Gender
- Education
- Language
- Culture
- Socio-economic status
- Profession
- Politics
- Religion
- Other: \_\_\_\_\_

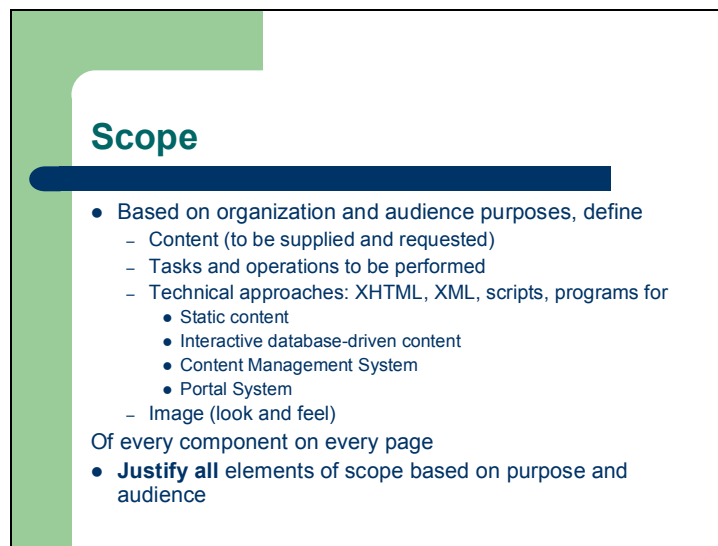
## Slide 6: Audience Constraints



A slide titled "Audience Constraints" with a green decorative header and a blue horizontal bar. The slide lists several categories of constraints:

- Intellectual
- Physical (user and medium)
- Temporal
- Geographical
- Cultural
- Organizational
- Security
- Technical
- Other: \_\_\_\_\_

## Slide 7: Scope



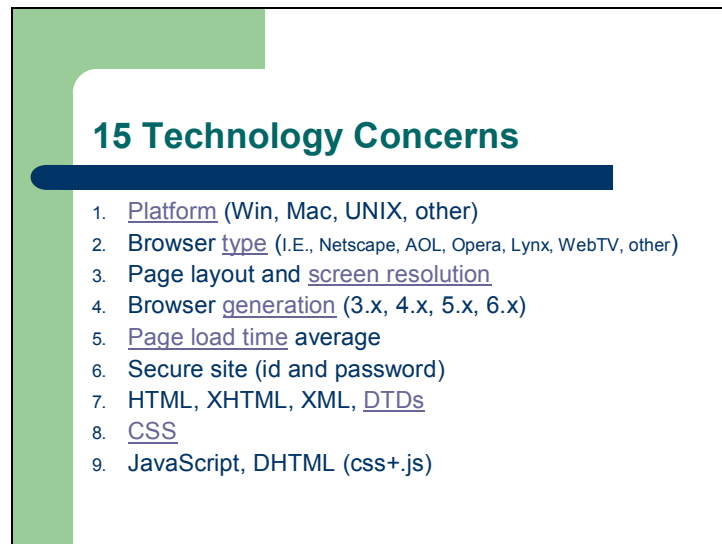
A slide titled "Scope" with a green decorative header and a blue horizontal bar. The slide lists several points related to defining scope:

- Based on organization and audience purposes, define
  - Content (to be supplied and requested)
  - Tasks and operations to be performed
  - Technical approaches: XHTML, XML, scripts, programs for
    - Static content
    - Interactive database-driven content
    - Content Management System
    - Portal System
  - Image (look and feel)

Of every component on every page

- **Justify all** elements of scope based on purpose and audience

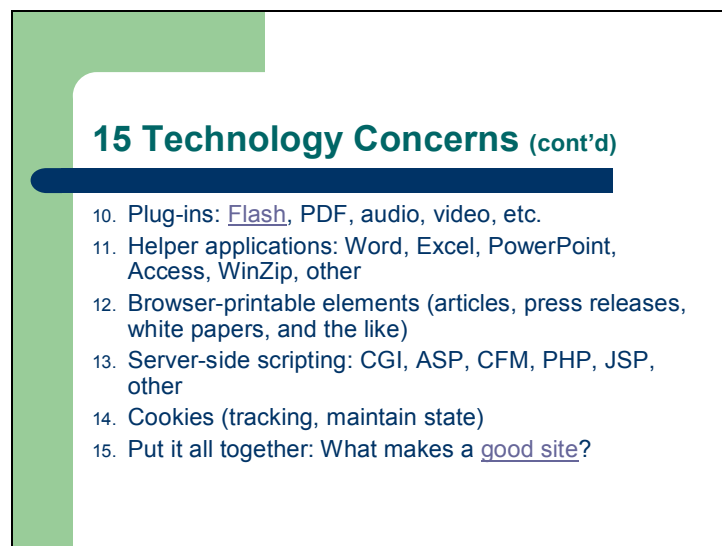
## Slide 8: 15 Technology Concerns



15 Technology Concerns

1. Platform (Win, Mac, UNIX, other)
2. Browser type (I.E., Netscape, AOL, Opera, Lynx, WebTV, other)
3. Page layout and screen resolution
4. Browser generation (3.x, 4.x, 5.x, 6.x)
5. Page load time average
6. Secure site (id and password)
7. HTML, XHTML, XML, DTDs
8. CSS
9. JavaScript, DHTML (css+.js)

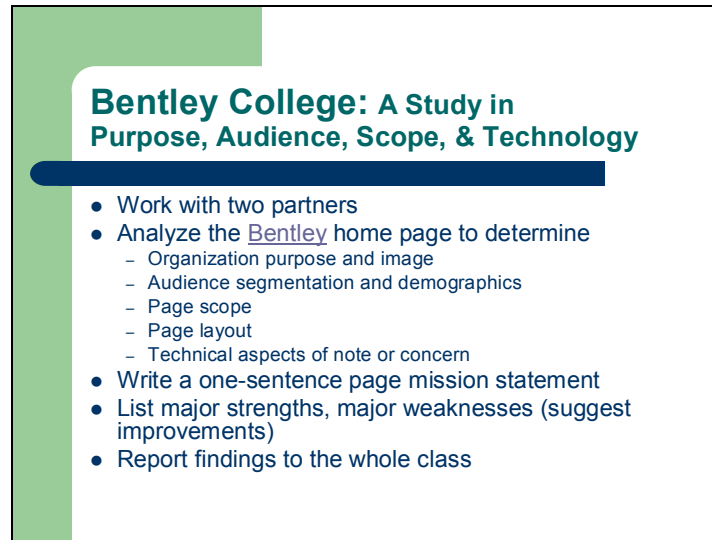
## Slide 9: 15 Technology Concerns (cont'd)



15 Technology Concerns (cont'd)

10. Plug-ins: Flash, PDF, audio, video, etc.
11. Helper applications: Word, Excel, PowerPoint, Access, WinZip, other
12. Browser-printable elements (articles, press releases, white papers, and the like)
13. Server-side scripting: CGI, ASP, CFM, PHP, JSP, other
14. Cookies (tracking, maintain state)
15. Put it all together: What makes a good site?

## Slide 10: Bentley College: A Study in Purpose, Audience, Scope, & Technology



**Bentley College: A Study in Purpose, Audience, Scope, & Technology**

- Work with two partners
- Analyze the [Bentley](#) home page to determine
  - Organization purpose and image
  - Audience segmentation and demographics
  - Page scope
  - Page layout
  - Technical aspects of note or concern
- Write a one-sentence page mission statement
- List major strengths, major weaknesses (suggest improvements)
- Report findings to the whole class