

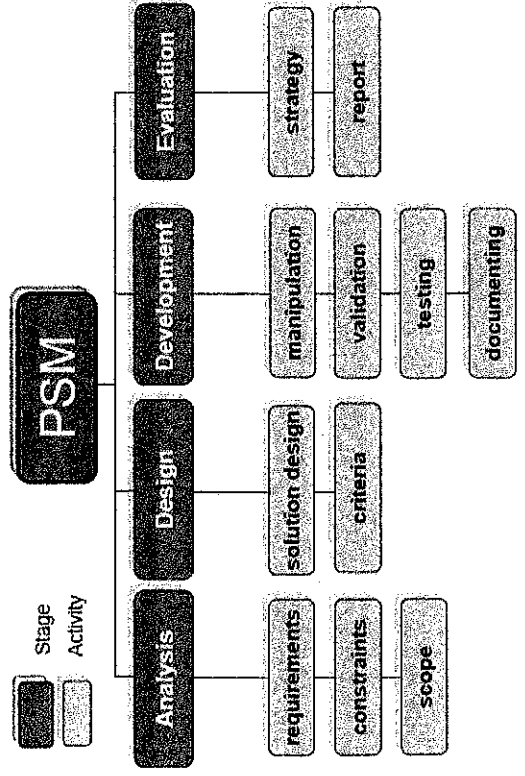
TOPICS

websites that support online comms
PSM
Designing a website solution P.66

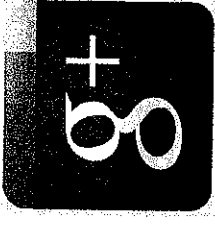


KEY KNOWLEDGE

- PSM
- Types of OC
- purposes
- nature + development
- open and closed access
- privacy, copyright, human rights
- tools to design a website
- characteristics of high quality interfaces
- navigation
- characteristics of architecture
- manipulation
- effective info architecture
- design tools
- data manipulation
- manual/electronic validation



WEBSITES THAT SUPPORT OC



SUPPORTING INFO EXCHANGE

broadcast ideas
info exchange
knowledge sharing

PURPOSE OF AN OC

Broadcast info and events
tools - website, blog, email, twitter, RSS

Information exchange

Principles

- team
- clear purpose
- clearly defined press
- achievable goals
- time limit

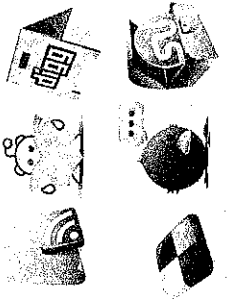
gender
special needs
culture
age
Access
verification

CONSTRAINTS

privacy - (info privacy act)

- verification
- passwords
- protocols/moderation
- copyright
- human rights
- no hate, religious vilification
- discrimination
- victimisation

tools - wikis, Sharepoint, CMS



Types

- social nw + comms
- personal profile sites - Facebook, Myspace, Twitter, others
- professional/work based
- membership
- building it
- examples
- project and internet based
- clubs, associations
- open, free, ideas
- proj

• Wikis

• Blogs

• Forums

• Social n/w

- communal editing, knowledge, openness
- online journals or diary
- posts, comments, reverse order
- message board, discussion website, threads, posts

P.S.M and websites is on another mindmap

Define + understand all aspects of the problem

1 ANALYSIS

SOLUTION REQUIREMENTS

the needs or org. goal is not being met so define the problem

nb Efficiency: time, cost, effort
Effectiveness: quality, relevancy, timeliness, clarity

DETERMINE DATA REQUIREMENTS

there may be constraints

IDENTIFY DATA AND INFO FOR SOLUTION

where is the data coming from?

use context diagrams / DFD

IDENTIFY FUNCTIONS NEEDED

broadcast info, exchange info

store knowledge

ease of use, user-friendliness

reliability

portability

robustness

maintenance

TECHNICAL - cost, speed/time, security, user nos.

NONTECHNICAL - privacy, copyright, culture/gender/page

SCOPE

this is what the solution can and can't do boundaries of the solution, design stage guidelines

4 EVALUATION

need to establish criteria

EFFICIENCY

EFFECTIVENESS

2 DESIGN

WEBSITE SOLUTIONS

vigorous design phase

efficiency - templates and CSS

minimum load times

effectiveness - appearance in different browsers

navigation, consistent layout, clear layout + info

FUNCTIONALITY

tools - IPO charts

Flow charts

layout diagrams, style sheets

website maps p.68

navigation - accessibility (browsers, plugins)

filtering conventions

APPEARANCE

formats and conventions

mockup diagrams - "pig latin"

layout diagrams p.72

storyboard designs - each individual page

text/font
screen size
images
layout

CHP2: ONLINE COMMUNITIES

P. S. M.

Analysis

Design

Development

Evaluation

3 DEVELOPMENT

DEVELOP A PROTOTYPE

A model or simulation that demonstrates functionality, navigation, interface

- use appropriate s/w

- validate that data is reasonable

- test - for function

- appearance

- use a testing table

manipulate: data into information

- image compression

- copy text, reformat

- meta tags

manual - proofread, transcription, reasonable
electronic - spellchecker

* RELATIONAL DATABASES *

Large amounts and range of data
 single table = flat file DB
 fields, records, primary key
 forms, queries, reports, macros
 formulas are not linked to table fields, or stored

Data types and formats

data types — text, number,
 date/time, Boolean
 others

data formats — eg no. of decimal places, time format
 etc

RELATIONAL = more than 1 table
 a connection b/w data in different tables with a
 common field

- one to one : airline passenger and seat
- one to many : one phone, several workbooks
- many to many : student detail and subject detail

Determine the structure

use sample data to determine fields, tables, data type & size, primary key
 → TABLE NORMALISATION
 This maintains data integrity and makes the DB more efficient

- First Normal Form 1NF =
- Second Normal Form 2NF =
- Third Normal Form 3NF =

DESIGN TOOLS

- Naming Conventions — tbl Customer
- ERD — identify the entities, define the relationships, add the attributes
- Data Structure table — details of fields + validation
- Data Structure diagram — tables showing relationships
- Query design — Do you know how to write criteria? >= greater than "Smith" etc
- Layout diagrams
- Report design
- Macro design
- test data — a plan P.III.
- Validating data — manual. Electronic

RELATIONAL DATABASES

RDBMS

INTEGRITY

MORE DETAIL IN CHAPS

CHAPTER 3

DATA NOT PDAS CAP 3

PDAS CAP 3

PDAS CAP 3

PDAS CAP 3

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Who collects data online?
 Why?
 Why do we give it?

DATA QUESTION

Old way - paper -> data entry
 online forms - time (faster)
 bad handwriting
 24/7
 completeness
 access overseas

Why supply data via websites?
 to purchase goods and services
 to pay for gts online
 shopping cart - needs details
 feedback: research
 marketing
 online voting eg knife
 Social networking (to create accounts)

Data acquisition software
 PHP/ASP: scripting language
 dynamic webpage content
 Back end tools - site statistics
 Cookies: small file, webviewing
 preferences
 can be misused as spyware

Security protocols
 SSL become TLS
 HTTPS = HTTP + SSL/TLS
 encryption and security
 public/trusted key certificates

Privacy policies
 must be on company website
 what data is collected?
 how is the data used?

Shipping and returns policy
 is not compulsory?

PROTECTION OF RIGHTS

create tables and relationships
 setup the queries
 input forms
 create macros

Informal - during development
 Formal - after completion
 bench test - use the testing plan
 What to test in a DB?
 P.IIIp

TEST

range
 input mask
 lists
 etc

TEST

TEST

TEST

TEST

TEST

TEST

TEST

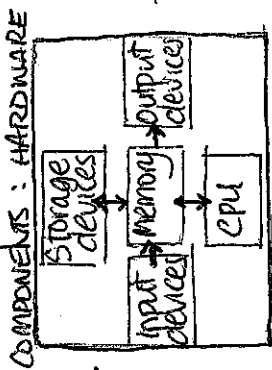
TEST

Data refers to raw, unorganised facts. When it is manipulated or processed into a meaningful/useful form - it is information

KEY KNOWLEDGE

goals of orgs + info systems
Components of info systems
decisions made in orgs
reasons why info problems occur
analysis of ongoing info probs

NB: P.134-142 was summarised in class using a page of diagrams



INFORMATION CHARACTERISTICS

Communicate info internally and externally. Easy, accurate, fast information flows.

4 HIERARCHY LEVELS

- Senior
- Middle
- Operational management
- Operational workers

STRUCTURE OF INFO

- detail
- Summary
- aggregate
- sample
- exception

DECISION MAKING IN ORGS

TYPE	WHO	TIME	EXAMPLE
Strategic	Senior	long period	
Tactical	Middle	several weeks/mths	
Operational	Operational	short	
Day to day	Workers	at time of event/issue	

Attractiveness, readability, completeness, clarity, accuracy, accessibility, timeliness, communication relevance, usability

Efficiency: time, cost and effort

Effectiveness: how well the solution works

Decision making: sufficient info communicated well presented in a timely manner

THIS WILL LEAD TO IMPROVEMENTS IN

Types of Orgs:
Non profit - Charity for profit - BHP

to achieve these goals we might need to purchase or modify an info system

GOALS OF INFO SYSTEMS

Mission statement = purpose, vision, values, aims
Organisational goals
eg increase profit, expand company

Objectives
small achievable tasks, a set goal to achieve

CHAPTER 4 ORGANISATIONS AND INFO NEEDS

A system is a group of components that work together

INFO PROBLEM = GOALS NOT BEING MET. Why? inefficient procedures, inaccuracies, user needs not met, dependence on old technology

COMPONENTS

Visual basic, html, java, PHP etc programming

SOFTWARE

detailed instructions to allow data to be manipulated into information
operation of system s/w eg WIN7 device drivers for peripheral devices
Application s/w office, web browsers, graphics etc
utility: particular tasks eg diagnose problems, scandisk, data conversion, backups, antivirus
programming: words or codes that communicate instructions to computers

HARDWARE

cpu/system unit, harddisk, monitor, keyboard, mouse plus peripheral devices
input - keyboard, mouse, scanner, camera etc
output - printer, monitor, projector, speakers etc
system unit - CPU, memory, motherboard
storage - hard disk, DVD, memory stick
communication - NIC, modem

DATA - raw unorganised facts
manipulated = INFO

PERSONNEL = users: managers through to customers AND IT professionals techs, programmers, administrators

PROCEDURES: a series of steps so that tasks are performed eg backups, create accounts etc often documented in manuals, online reference etc