

Site Structure Prototype and the Joomla Content Management System

Overview

- The Importance of a Site Structure
- How Joomla Can Help
- Implementing a Site Structure Correctly into Joomla
- The Happy or Unhappy Client
- What is a Prototype
- Questions



A Prototype

A physical model of the new product concept. Depending upon the purpose, prototypes may be non-working, functionally working or both functionally and aesthetically complete.

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The Importance of a Site Structure

- Communicating information to the visitor effectively
- Keeping your visitor on the site
- Converting first time visitors to repeat visitors
- Logical, user friendly site structure is fundamental to the success of a website



* More than 83% of Internet users are likely to leave a web site if it takes too many clicks to find what they're looking for. (source: Arthur Andersen)

* 58% of visitors experiencing usability problems on a web site don't return. (source: Forrester Research)

* 60% of the time, users fail to find the information they're seeking on a web site due to usability issues. (source: User Interface Engineering)

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How Joomla Can Help

- Open source
- Community Support
- Large availability of extensions
- Active Developers
- Flexible (other systems)
- Remote Access

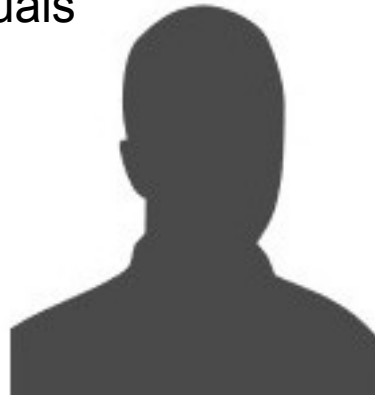


A well defined
Information Architecture
should ideally be complemented
with a solid and flexible
content management system.
refreshsoftware.com

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Implementing Site Structure into Joomla

- Joomla is complicated
- Sections, Categories and Content
- Site map or Client brief or menu equals site structure
- Confusion in the CMS
- Deep pockets
“Deep Pockets II allows you to build a nested category structure and link any combination”



Sitemap Site Structure
A hierarchical visual model of the pages of a Web site.

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The Happy or Unhappy Client

Unhappy Client

- Long drawn out process
- Budget gets blown
- Deadlines not met
- Project gets abandoned

Happy Client

- Opposite cases to the above

So How do we achieve this?

"We would like to see the design change like this, header to be higher, menu to move to the right and, and and.....!"



Frustrated Client...

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What is a Prototype

- Known as Grayscreening
- Site Structure
- Developers Notes / Functionality
- Content added by client
- Design / Template



Grayscreening
The bare basics of a
website so the user can
see what the
structure will be like..
newfangled.com

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Grayscreen Prototype 1



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Grayscreen Prototype 2

Grayscreen: www.clientdomain.co.za

The image shows a grayscale prototype of a Joomla website. At the top, there is a header with the text "Grayscreen: www.clientdomain.co.za". Below the header is a navigation bar with links for "Home", "News", "About", and "Contact Us". A secondary navigation bar contains "Home", "Products", "Services", and "Partners". The "Products" menu is expanded, showing "Product 1", "Product 2" (highlighted in red), and "Product 3". On the left side, there is a "Login Form" with fields for "Username" and "Password", a "Remember me" checkbox, a "Login" button, and a "Lost Password?" link. Below the login form is an "Other Menu" with links for "FAQ's", "Links", and "Testimonials". The main content area features a "Product 2" section with a title and two paragraphs of placeholder Latin text. On the right side, there is a "Developers Notes" box containing the text: "This is a prototype, we are concentrating on structure and how content flows. If you have any questions, please email / call!".

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Grayscreen Prototype 3

Grayscreen: www.clientdomain.co.za

[Home](#) [News](#) [About](#) [Contact Us](#)

[Home](#) [Products](#) [» Services](#) [Partners](#)

Login Form

Username

Password

Remember me

[Login](#)

[Lost Password?](#)

Other Menu

- [FAQ's](#)
- [Links](#)
- [Testimonials](#)

Services Overview

Magnus es, domine, et laudabilis valde: magna virtus tua, et sapientiae tuae non est numerus. et laudare te vult homo, aliqua portio creaturae tuae, et homo circumferens mortalitem suam, circumferens testimonium peccati sui et testimonium, quia superbis resistis: et tamen laudare te vult homo, aliqua portio creaturae tuae. tu excitas, ut laudare te delectet, quia fecisti nos ad te et inquietum est cor nostrum, donec requiescat in te. da mihi, domine, scire et intellegere, utrum sit prius invocare te an laudare te, et scire te prius sit an invocare te. sed quis te invocat nesciens te?

aliud enim pro alio potest invocare nesciens. an potius invocaris, ut sciaris? quomodo autem invocabunt, in quem non crediderunt? aut quomodo credent sine praedicante? et laudabunt dominum qui requirunt eum. quaerentes enim inveniunt eum et invenientes laudabunt eum.

quaeram te, domine, invocans te, et invocem te credens in te: praedicatus enim es nobis. invocat te, domine, fides mea, quam dedisti mihi, quam inspirasti mihi per humanitatem filii tui, per ministerium praedicatoris tui.

Service Notes

Display images of the services offered. Client Action: Please supply images for this section. Make sure they are have the relavent copyright!

Developers Notes

This is a prototype, we are concentrating on stucture and how content flows. If you have any questions, please email / call!

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We're Done... :-)

- Joomla flexibility
- Joomla and Deep pockets
- Joomla and Grayscreen Prototypes
- Questions...

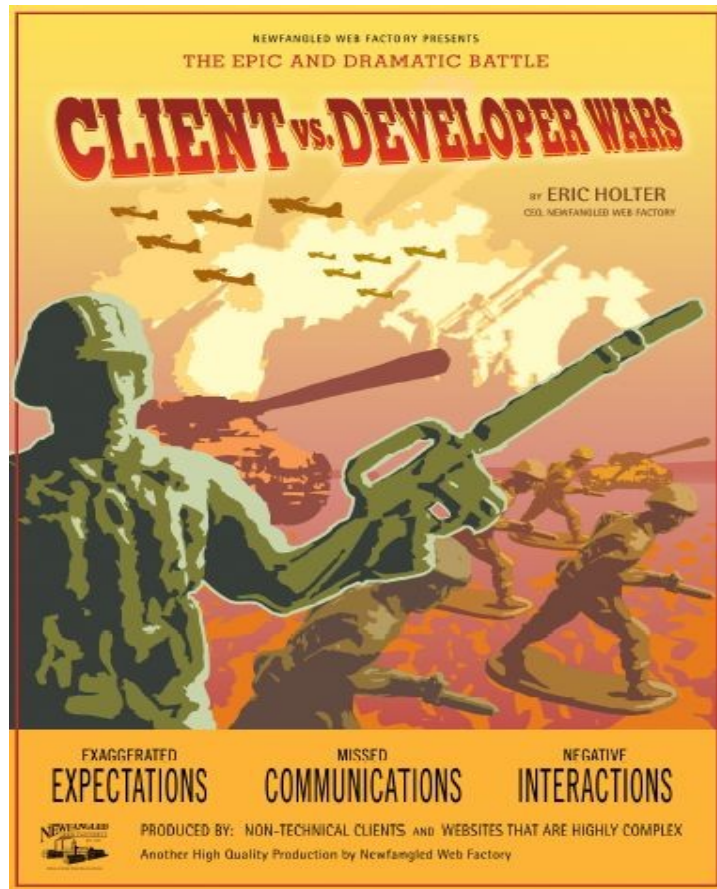


Making your website a
Success...you need to
Eat, Sleep and Breath
Your Website...

raramuridesign.com

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Client vs Developer Wars



We wrote Client vs. Developer Wars after discovering how radically grayscreen prototyping changed the dynamics of the web development process.
newfangled.com

