

Top tips for creating your own website



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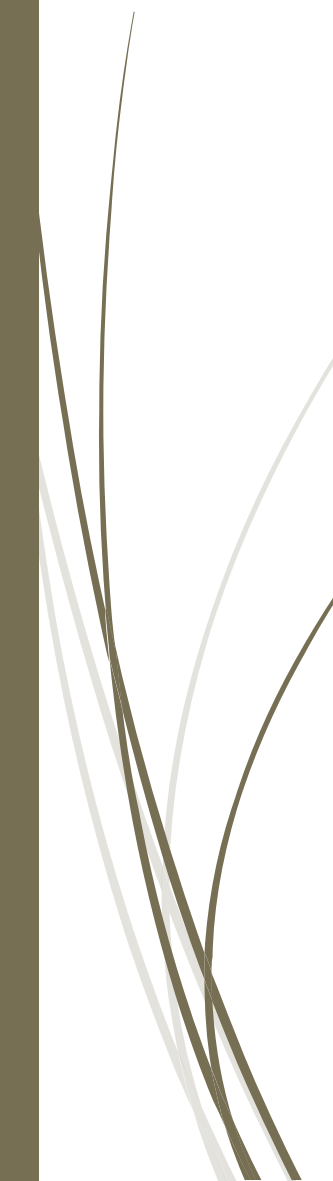


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Contents

- Introduction
 - What you need to know for your site
 - What you don't need to know for your site
 - Moving from development to launch
 - GDPR (briefly!)
- 



Not covered

- Search Engine Optimisation
 - Social Media
 - Platforms and technologies
- 



What does your site need
to do?






What does your site need to do?

- Fit your market
- 



What does your site need to do?

- Fit your market
 - Puts the user first
- 



What does your site need to do?

- Fit your market
 - Puts the user first
 - Works on the majority of devices
- 




Know what you want
before you start





Set your expectations

- I want it done quickly
 - I want it done cheaply
 - I want it to be high quality
- 

A decorative graphic on the left side of the slide. It features a solid dark red arrow pointing to the right, positioned at the top. Below the arrow, several thin, curved lines in shades of grey and brown sweep upwards and to the right, creating a dynamic, organic feel.

Set your expectations

- I want it done quickly
- I want it done cheaply
- I want it to be high quality

Pick two!



What do you need to
know?





What do you need to know?



Your company





What do you need to know?

- Your company
- Your products



Build a specification



MUST



SHOULD



CAN



WON'T




Build a specification

- **M**UST
 -
- **S**HOULD
- **C**AN
 -
- **W**ON'T



Build a specification

- The site *MUST* follow the company branding of colours and fonts, which are...
 - The site *MUST* contain products ordered by category and subcategory.
- 



Build a specification

- The site WON'T allow the creation of user accounts
- The site WON'T have live feeds from Facebook or Twitter



Build a specification

- ➔ Product pricing **MUST** be calculated by overall weight. We only ship all items together.
- ➔ Products **WON'T** be shipped outside the UK

Build a specification

- Products *MUST* have at least one category but *CAN* appear in more than one category
- A product search *MUST* retrieve products ordered by name, but the user *CAN* have the option to sort by price

Build a specification

- A product **MUST** have at least one image but **CAN** have more than one
- A product **CAN** be available in different sizes or colours
- A product **WON'T** be ordered in quantities more than one



What should you NOT do?

- Know the technology behind the site
 - Focus on design over content
- 



Getting launched





Getting launched

- Test it works by following your specification

Testing requirements

- The site WILL contain products ordered by category and subcategory
- A product WILL have at least one image but CAN have more than one



Getting launched

- Test it works by following your specification
- Try to break it!

Breaking a website

- Order -1 of an item or more than in stock
- Put bad characters in fields / * & % \$ " ' `
- Phone numbers
 - 01 811 8055 018118055
 - (01) 811 8055 01-811-8055



Hardware testing

- Desktop
 - Tablet
 - Smartphone
- 



Hardware testing

➤ Desktop

➤ Tablet

➤ Smartphone

➤ Any

➤ iPad

➤ Android phone





Getting launched

- Do not launch and forget
 - Monthly test
 - Regression test



Working with marketplaces

- Your specification is the work



GDPR and small websites






GDPR and small websites

- ➔ Only ask for the customer information you need



GDPR and small websites

- Only ask for the customer information you need
 - Only use it for the purpose you asked for
- 



GDPR and small websites

- Only ask for the customer information you need
- Only use it for the purpose you asked for
- GDPR does not overrule other legal obligations