

Workshop on Design and Development of Web-Based Products and Services

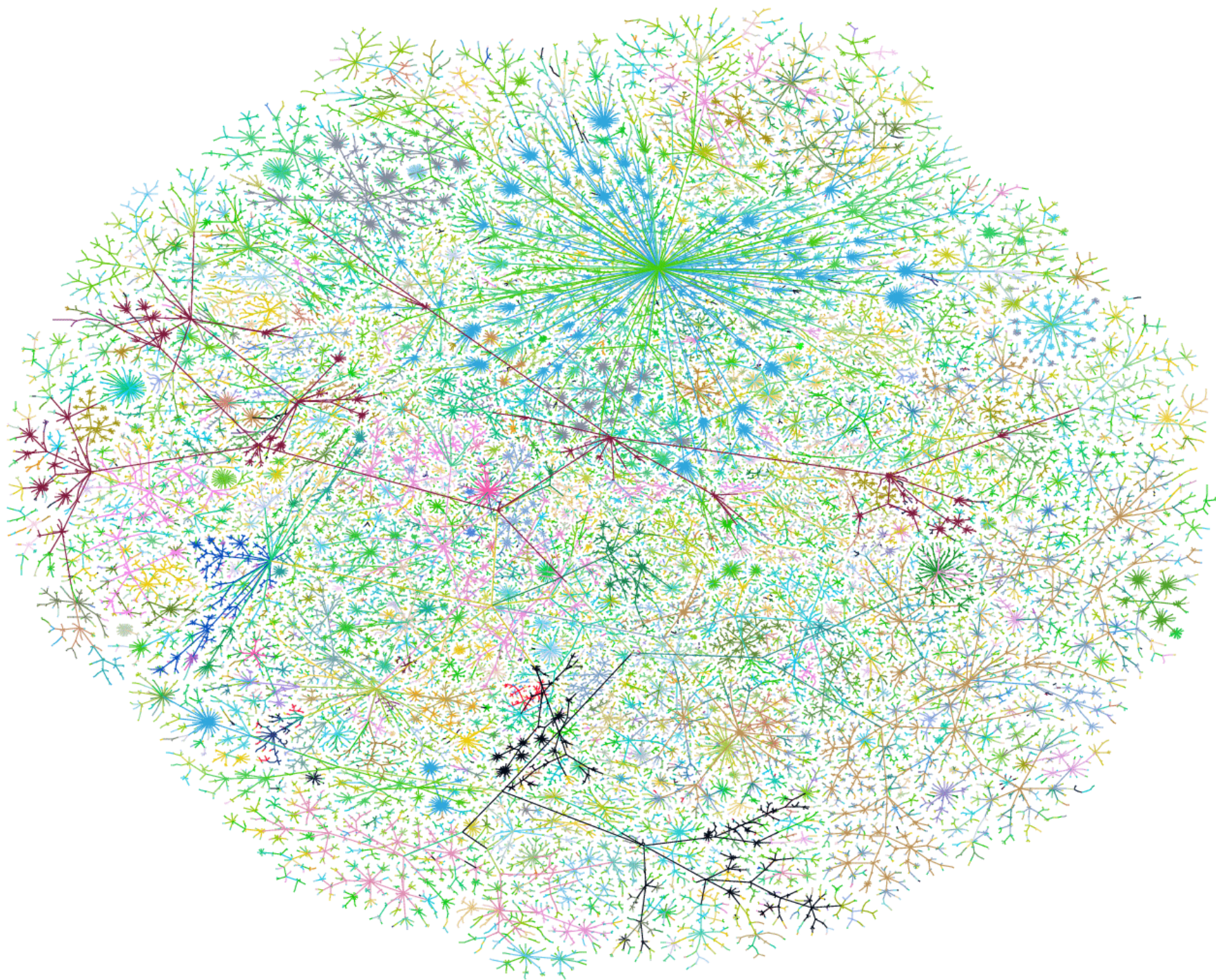
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(OIDD 652 – Spring 2016)

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Slides for Tuesday Topics:

- Naming – domains
- Naming – apps
- Web basics – prototyping tools
- App basics – prototyping tools



Domain Names

Must:

- Be fully dot-com available. <http://www.trek.com/> <http://www.whitehouse.gov/>
- Some “domain hacks” may be ok: bit.ly o.co (?)

Should:

- Have all spelling variants locked down. <http://www.utube.com>

Criteria for Quality:

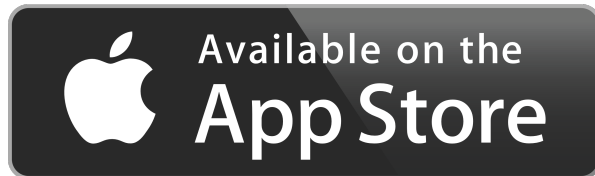
- Length between 4-10 characters. hp cnn ebay . . . accenture darwinator instantdomainsearch
- Unambiguously pronounceable. scribd xootr
- Evoke positive brand associations. epodia
- Provide flexibility for product/business strategy novacruz
- But, communicate benefits... ScoopFree
- Work globally. xootr

Model of Domain Name Performance



App Store and Google Play -- Naming

- Dot-com less relevant.
- Users find apps via search.
- Still benefit from short “vanity URL” e.g., <http://appstore.com/<appname>>



Setting up app information in App Store

https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect_Guide/Chapters/FirstSteps.html

Magnitude of Effects of Phonology/Morphology

Hypothetical Name	Notes	Estimated Rank	Estimated Traffic (unique-visitors/year)	Change in Traffic from Base Case
labnest.com		100,000 (assumed baseline)	150,636	
labnest.net	.net instead of .com	104,419	141,079	-9,557
lab-nest.com	Add hyphen	102,941	143,206	-7,430
labfor nest.com	Increase length to 10.	104,585	140,844	-9,792
labnet3.com	Numeral in name	91,986	161,167	+10,530
topnest.com	Initial stop plosive “T”	98,161	150,537	-99
lubnest.com	Disgust phoneme “uh”	142,088	102,092	-48,544
lebnest.com	Fraction dictionary reduced to 4/7.	102,125	144,408	-6,228
topnet3.com	Best combination	90,294	164,338	+13,702
lub-for-nest.net	Worst combination	169,422	84,872	-65,764

1 Generate Lists of Chunks

Dictionary Words

saddle	soft
seat	fast
bike	next
bicycle	roll
ride	flex

Proper Nouns and Derivatives

Bentley
Alp D'Huez
Swiss
Armstrong

Other Roots

(often from Latin or Greek)

legger
velo
stadio
corsa

Affixes (and other bound morphemes)

pro-	-city	-max-
neo-	-tech	-star-

2 Manipulate Chunks

Use Directly

Combine

Mutate

Affix

Natural Names

simple Ride
Armstrong
Stadio

Examples

Amazon
Blackberry
Saturn
Spaulding
Trek

compound Softride
Nextride
Flexseat
SwissFlex
Velosoft
Proseat
Flexmax

Apple Computer
Betty Crocker
BearingPoint
Boston Dynamics
Microsoft
ScoopFree
SiliconGraphics
Terrapass

Synthetic Names

simple Zeat
Flast
Rollo

Bing
Google
Kodak
Vioxx
Xootr

compound Nexride
Sofrol
Neoflex
Swistar
Saddio

eBay
FedEx
XPULT

Process

1. Generate a few hundred alternatives.
 - Lingzini may help.
 - Check domains for sale using Sedo.com or equivalent
2. Check for full dot-com availability including obvious spelling variants
 - Tools: dotomator, instantdomainsearch, lingzini
3. Select top 10 or so based on criteria (length, etc.)
4. (Register them via dynadot.com or equivalent)
5. Test for:
 - Recall
 - Liking
 - Spellability
 - Associations

Design “Space”

38¹⁰ = huge
(a billion billion or so)

.com

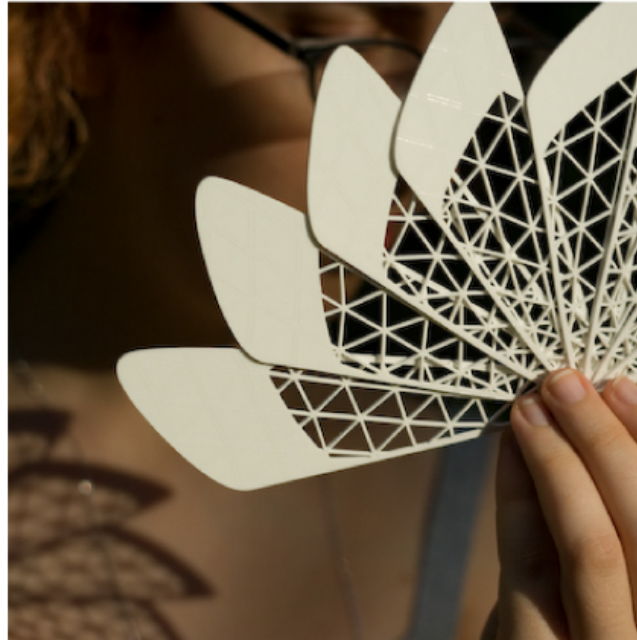
A	A	A	A	A	A	A	A	A	A	A
B	B	B	B	B	B	B	B	B	B	B
C	C	C	C	C	C	C	C	C	C	C
D	D	D	D	D	D	D	D	D	D	D
E	E	E	E	E	E	E	E	E	E	E
F	F	F	F	F	F	F	F	F	F	F
G	G	G	G	G	G	G	G	G	G	G
H	H	H	H	H	H	H	H	H	H	H
I	I	I	I	I	I	I	I	I	I	I
J	J	J	J	J	J	J	J	J	J	J
K	K	K	K	K	K	K	K	K	K	K
L	L	L	L	L	L	L	L	L	L	L
M	M	M	M	M	M	M	M	M	M	M
N	N	N	N	N	N	N	N	N	N	N
O	O	O	O	O	O	O	O	O	O	O
P	P	P	P	P	P	P	P	P	P	P
Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q
R	R	R	R	R	R	R	R	R	R	R
S	S	S	S	S	S	S	S	S	S	S
T	T	T	T	T	T	T	T	T	T	T
U	U	U	U	U	U	U	U	U	U	U
V	V	V	V	V	V	V	V	V	V	V
W	W	W	W	W	W	W	W	W	W	W
X	X	X	X	X	X	X	X	X	X	X
Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z
0	0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
+	+	+	+	+	+	+	+	+	+	+
-	-	-	-	-	-	-	-	-	-	-





BAUBILT

Small structures you design yourself.



Fabnex

laser-cut parts made to order as soon as **today**
plastics - aluminum - stainless - plywood

enviraplanet	arborbarter	buyyourright	atmosave	antigreenhouse	guiltfreedriving	bioautomobile	Guilt Free Carbon	gatosucio
enviraworld	arborexchange	buyairpower	naturetect	antigreenhousegas	co2bgone	biosponsor	Guilt Free Smog	gatoftime
driveclean	arborsafe	coolroads	carbonstop	automundus	co2begone	carbonfreedom	Guilt Free Guzzling	gatonese
driveraircare	balanceearth	floatflow	carbonsave	aviagreen	co2guiltfree	carbonfreehabitat	Guilt Free Power	ecofume
noc02	cleanspring	reversethedamage	ozonesave	aviaverde	consciencefree	carbonfreewheels	Guilt Free Polluters	verdanese
co2begone	cleanswap	honourourair	envroset	biggreenfunmachine	co2vanishing	carbonlessair	Guilt Free Emissions	autobreathe
kleenkar	clearcycle	breatheblue	envrosity	buenair	vanishingco2	carbonlessauto	Carbon Catch	greenbreathe
noco2gas	climatecheck	dagwa	envrocar	carbegreen	warmingconscience	carbonlessautomobile	Carbon Cutters	envirobreathe
nomoregreenhousegas	climateco	cleanzoom	envrotag	carmundus	windgas	carbonlessdrive	Carbon Cancel	fume-negator
envirasave	climateswap	driveoutpollution	climasave	carverde	fossilwind	carbonlessmile	Counter-Carbon	carbo-negator
atmos-fair	cycleclean	offsetit	naturetag	ceroimpresion	windjuice	carbonlessmiles	Emissions Swap	gato-negator
fairaircare	earthswap	pollutionoffsets	climapass	ceromarque	gasreduce	carbonlesswheels	Emissions Filter	eco-negator
driverduty	ecobarter	stopthewarming	envropass	charmair	gasreduction	earthsponsor	Emissions Offset	energy-gator
saviorair	ecoreduce	pollutionono	carbocar	cleanaircar	co2less	Ecomaze	Emissions Catch	antihefume
stopco2gas	ecorenew	drivefortheplanet	moveo2	cochelimpio	lessco2	ecospire	Emissions Cutters	energefume
stopgreenhouse	ecorenu	greenzoom	moveotwo	cocheverde	drivingwind	emissionfreesponsor	Emissions Canceling	gasnegator
betterclimate	elmbarter	cleanthebreeze	atmosaver	driveverde	gastankowind	emissionguardian	Counter-Emissions	anti-fume
idealclimate	elmclean	driveandbreathe	climatag	earthmiles	cleancarbon	emissionlesscar	Smog Swap	energivisor
co2care	elmclear	zoomatm	kyoto	earthmiles	cleangwind	environcar	Smog Filter	petronizer
stopairpollution	elmswap	zoomair	atrefresh	evergreenmiles	windhurry	freepollution	Smog Offset	petronize
carefourair	elmtrade	zoomdifferent	climapro	florpower	windtunnelenergy	Greenatmosphere	Smog Catch	petroffset
aircareauto	equiswap	driveswitch	co2act	friendair	prevailingwindenergy	Greenexplorer	Smog Cutters	petro-eraser
cleanaircar	globalelm	drivewithoutguilt	co2stopper	granair	prevailingwindinc	greeniecar	Smog Canceling	petro-negate
autoaircare	globeswap	drivingpradifference	co2stopper	greenair	gastankofwind	greenkelp	Counter-Smog	petro-negator
healthyauto	maplechange	naturedrive	co2plute	feelcaliers	endofflawwindtunnel	greenanospot	Clear Sky Power	petro-reverser
globalairaware	maplecool	enviroz	natpass	garmultic	windtag	greenaz	Blue Sky Power	neutralize
envirasky	natureswap	driveclean	climapass	harmnoone	tagwind	greenmilesponsor	Clear Sky Ventures	petro-track
nomorecarbon	oakbarter	movinblue	02saver	ibegreen	windburnenergy	Greenshrub	Blue Earth Ventures	petro-pero
atmosfresh	renucycle	noguilt-driving	co2stop	leangreencar	windvoltage	greensponsor	Blue Air Coverage	plane-tag
saveyourair	seabarter	nonpollute	climaboost	livinglapuravida	cleanvoltage	guiltfreecar	Blue Sky Coverage	terra-pure
atmoscare	seacarbon	travelclean	consacar	MELuvsu	currentcarbon	pollutionfilter	Clear Sky Coverage	car-REC
atmos-care	seaglobe	zoomswap	atmotag	moreflower	carboncurrent	pollutionfreewheels	Renu Power	auto-rec
stopthesmog	sequoiaclear	honora	atmoboost	morepure	airflairenergy	pollutionguardian	Trees On Wheels	carbo-sterilizer
stopgreenhousegas	sequoiaexchange	freshswap	atmotector	muchcleanercar	carbonspring	pollutionrepair	Nu O Zone	petro-sterilizer
fightco2gas	sequoiaglobal	coolthedriver	planettag	muchcleanercars	carbonflair	Spareearth	Smog Exchange	ozone-sterilizer
driverdioxide	sequoiaglobe	coolroads	cloudpass	nomessair	lightroadenergy	symbiosiscircle	Smog Transfer	energe-trade
stopdriversmog	sequoiaswap	imforair	ozonetag	nomoreemissions	maxutility	Clavileño Power	Emissions Transfer	fuel-sterilizer
responsibledriver	springbarter	empowereddrivers	co2tag	nomoregreenhouse	utilizenergy	Ventri Clean	Kyotocar	phospho-rizer
fairairdriver	springcycle	driveupairquality	co2tag	onecleanworld	currentco2	Rocinante Power	Kyotomobile	steri-pure
enviradriver	springexchange	coolairdriver	noceo	puracar	co2currency	Ventri Quest	Kyoto Transfer	gas-eze
killsmog	swapcarbon	driversforearth	atmoflow	puracoche	utilityflair	carboncurrency	Kyotocarbon	green-REC
cleanwindpower	swapclean	feelbettercars	attmo	purauto	flairutility	carboncurrent	Kyoto Coverage	REC-trader
driverairpower	swapearth	feelbetterdriver	lowmit	smilegreen	windco2	carboncurrents	Rocinante Air	Verde-swap
smogforwind	swapgreen	feelgooddriver	antimit	stopgreenhouse	co2formeandyou	verdetodo	Rocinante Quest	Arborswap
smog4wind	swapspring	emissionenemy	airfixer	stopgreenhousegas	windreduce	wellearth	Clavileño Quest	tago2
windcars	terrablue	airambassador	airoTECT	verdair	windcurrency	weluvu	Quixote Ventures	tagotwo
	tradeearth	drivingdifferent	tagamo	verdemundo	fewtility	savethair	Cleanxote	
	equicarbon	poweryourair	tag02	equiclear	windlessco2	enviowins		
				equiclimatic		driversdoinggood		
				equicycle				

~500 names =
1/6 of total for team

Ecospire 2005



UT 002319 **class C**
member since 2004 ecospire.com



ecospire.com
Ecospire

Your purchase of an Ecospire certificate eliminates the environmental impact of your driving.

Your membership in Ecospire allows you to join forces with thousands of others to improve the environment.

enter rank 1-3 >

ZemPass 2005



UT 002319 **class C**
member since 2004 zempass.com



zempass.com
ZemPass

Your purchase of ZemPass eliminates the environmental impact of your driving.

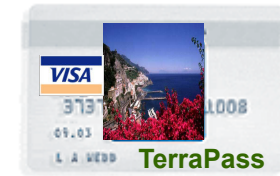
Your membership in the ZemPass network allows you to join forces with thousands of others to improve the environment.

enter rank 1-3 >

TerraPass 2005



UT 002319 **class C**
member since 2004 terrapass.com



terrapass.com
TerraPass

Your purchase of a TerraPass eliminates the environmental impact of your driving.

Your membership in the TerraPass network allows you to join forces with thousands of others to improve the environment.

enter rank 1-3 >



B-1



B-2



B-3



B-4

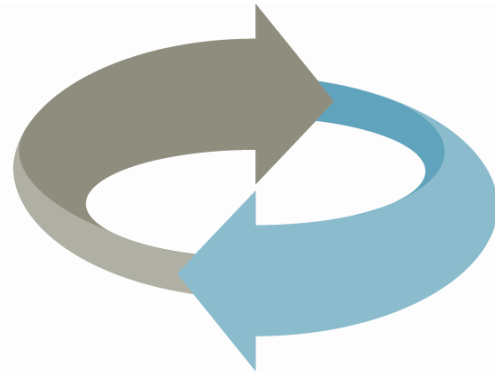


B-5

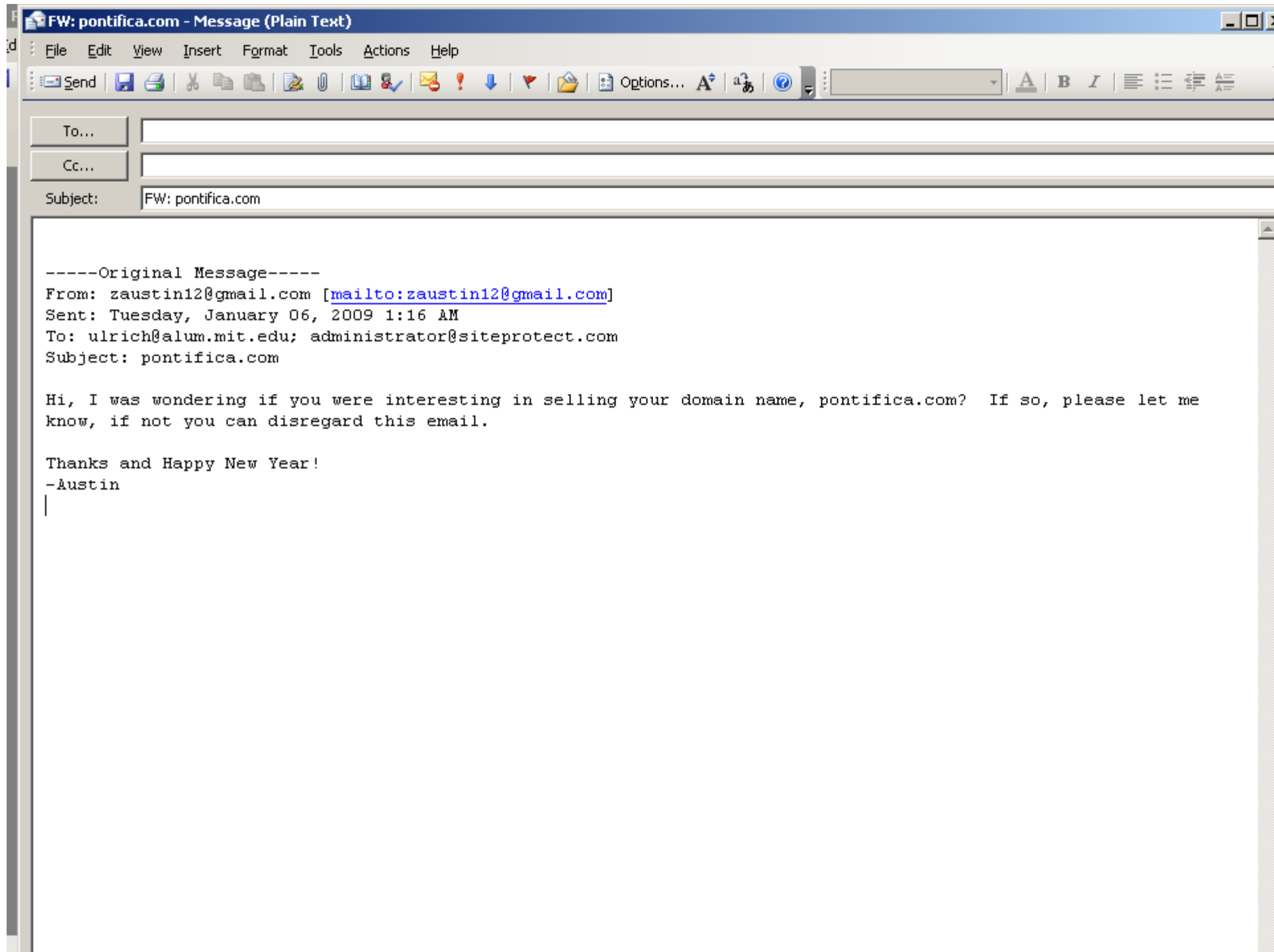


B-6





terra pass



Usability – Key Points

1. What job is the user trying to get done?
 - Is it obvious they are in the right place?
 - ...and know what to do?
2. Ergonomics
 - Adhere to conventions
 - Navigation on top or left
 - Log-in/Account in upper right
 - Administrivia in footer
 - Logo in upper left, linked to home
 - Breadcrumbs (usually) in upper left of main panel
 - “Hamburger menu” on apps
 - (See <http://www.mobile-patterns.com/> for mobile ergonomics)
 - Colors
 - Type size
 - Scrolling limited
 - Speed
 - Feedback (something is happening and I know it)
3. Aesthetics
 - Graphics
 - Brand image
 - Basic consistency, alignment, spacing, care
4. A-B Test
 - Need fairly large samples.
 - Good tools (e.g., Optimizely)

<https://developer.yahoo.com/ypatterns/> Yahoo Pattern Library

<http://www.lukew.com/ff/entry.asp?1514> (multi-device layout)

<http://sixrevisions.com/usabilityaccessibility/10-usability-tips-based-on-research-studies/> (actual data on usability)

<http://www.mobile-patterns.com/> (mobile patterns)

http://www.wired.com/2012/04/ff_abtesting/ A-B Testing

Content Management Systems

http://w3techs.com/technologies/overview/content_management/all

<http://builtwith.com/>

Simple DIY Content Management

- Weebly, Wix, Squarespace, Webs etc.(Default: Weebly)
 - <http://www.websitebuilderexpert.com/wix-vs-weebly-which-website-builder-is-better/>

For Commerce Sites

- Shopify, BigCommerce

Wordpress

- Originally for blogs, news – organizing principle is the “post” (e.g., Techcrunch.com)
- Now extremely flexible
- Big and small sites

CMS Platforms for Custom Sites (probably not good choice for DIY)

- Joomla and Drupal

Prototyping Apps

- Lots of tools – none yet dominant
- Two basic approaches – wireframes and images
- Discussions/lists of options here:
 - <http://www.quora.com/What-are-the-prototyping-tools-for-mobile-apps-for-user-experience-professionals>
 - <http://protomoto.com/phone/>

Notable (students have had success with these)

- <https://marvelapp.com/> (uses images uploaded to Dropbox)
- Keynotopia.com (\$49 for iPhone templates) – use Powerpoint or Keynote to create prototypes.
- Free templates with tweet? <http://keynotopia.com/keynote-mockups-templates/>
- Pop <https://popapp.in/>
- Proto.io
- Justinmind.com
- Balsamiq.com
- InVision <http://www.invisionapp.com/>