

About the Receptivity and the Management in Website

Takuya SUZUKI*, Toshimasa YAMANAKA**

**University of Tsukuba C/o Institute of Art & Design 1-1-1 Tennodai Tsukuba-shi Ibaraki 305-8574
JAPAN, takuya@geijutsu.tsukuba.ac.jp*

***University of Tsukuba C/o Institute of Art & Design 1-1-1 Tennodai Tsukuba-shi Ibaraki 305-8574
JAPAN, tyam@geijutsu.tsukuba.ac.jp*

Abstract:In the short history, less than ten years, many official websites have developed by social needs. When web began to be used, many organizations started their website. And with development of base technology other than HTML, it came to develop various and original service. The influence which development of base technology had on site development and management is large. The present web site is asked for many functions. For many of man engaged in development and management, it is very difficult to grasp all the specifications of the changing base technology correctly and broadly.

In this research, website is verified on each side of a "Screen Design" and "Site Design" from an information design-standpoint. For the purpose of agreement formation and acquiring the optimal management technique for site construction. It was investigated about the influence to "Screen Design" and "Site Design" by development of base technology, and it was collected according to the time-axis from a historical viewpoint. About the "Screen Design" and the "Site Design", the difference in the function and standpoint which changes of base technology brought about was clarified, and the necessity for skill separation and collaboration was shown. The concrete condition arrangement and concrete analysis of site development and management were performed on it. This research tends to find out the standpoint about a design element and site management from an information design-standpoint, giving the example about the receptiveness at the time of site development and employment.

The function "Information Architects" born by the necessity for the highly informative society was taken up, and the function "Architect" was newly defined on it in the work flow in the website.

Key words: *Website Design, Receptiveness, Function, Management, Information Architect*

1. Introduction

Former research "Historical Changes of the Receptiveness and Base Technology for the Website Design" described the influence which changes of base technology had on the website. Various application services exist and various importance is intermingled now. It was said that the both are simultaneously required for "The designer as a function who grasps base technology synthetically, arranges and classifies receptiveness and guides it" and "The designer who performs a screen design" after dissociating clearly. -It was said that collaboration should be carried out. The case where a site is built, and either may complement either with either functionality or comfortable nature, but the most Websites is not materialized in such simple receptiveness.

In this research, when a website was managed, in each of "Site Design" and "Screen Design", it summarized what thing concrete conditions and a concrete function were.

2. Purpose and Method

In this research, we decided to conduct hearing investigation to the specialist mainly engaged in reference or actual site manufacture. This is for showing clearly what thing concrete conditions and a concrete function are in each of "site design" and "screen design", when managing a website.

Although the reference made into the object of investigation was already published, it was aimed at what was published in five years in 1996 to 2000 when base technology especially changed from inside a lot. Out of the publication, it extracted focusing on the description especially about a function and management, and followed what organization is suitable for management of the present web site.

Similarly, the hearing object was aimed as much as possible at the specialist who is performing work from around 1995. This is for showing clearly what influence it had on the receptiveness and the site management in a website by changes of base technology. However, it did not necessarily adhere to this, but when it was a producer beyond experience 3 year, we decided to include in an object. Investigation conducted in the hearing was performed focusing on the following questions.

- What thing was the use purpose of Web before 1995?
- What thing was the receptiveness searched for when performing work of a website those days in 1995 - 1997 years? Moreover, what scale and function were called for, as for the team of the site work at that time?
- Similarly, how was it those days of 1997 - 1999?
- Similarly, how was it in 1999 and afterwards?
- How is it as of 2003?
- As team at the time of actually making, In what scale and function is it inherent with the ideal team which you consider? (This showed a certain concrete case and had it answer as an example.)

3. About Workflow and Function in Website Management (Development and Employment)

Before advancing this research, I want to define words and phrases first. The range of the word "design" is very wide. In this research, the work which graphic designer does is called a "screen design." On the other hand, the work which directors and planners do is called "Site Design".

In order to arrange concrete conditions required for a website, it decided to summarize the workflow of management of a website first.

3.1 About Workflow in Website Management

Workflow in Website management (Development and Employment), Five Stages and Ten Phases.

- * The 1st stage is "Analysis". The directivity of a project is determined in response to the result of coverage or a hearing. In acceptance work, it proposes. It predicts what effect finally there is.
- * The 2nd stage is "Architect". The outline of a project is summarized and a schedule, cost, and the composition proposal of a site are determined. Determination which is planned to be related with creation, design, and program of a prototype. A user's test may be performed in this stage.
- * The 3rd stage is "Design". It develops based on the design about a design and a program. Feedback of a user's test is repeated and it is made to complete as a result thing finally.
- * The 4th stage is "Execution". Test employment and temporary public presentation are performed, and it returns to the third stage if needed. After consensus is finally obtained, it announces as finished goods.
- * The 5th stage is "Management". Management of server contents, and the maintenance of a system. Effect measurement of the prediction performed in the first stage is the most important in this stage. After passing through a fixed period, it returns to the first stage if needed.

3.2 About Function in Website Management

Various receptiveness exists now, various functions also exist simultaneously.

- * The 1st function group is "Site Designer". Consultant, Planner, Creative Director, System Director. It is the function which performs the design of concept making, image making, and a systems configuration etc.
- * The 2nd function group is "Screen Designer". Art director, Graphic Designer, HTML Operator. It is the function which makes an actual interface according to website composition and specification.
- * The 3rd function group is "Systems Configurator". Systems Engineer, Network Engineer, Programmer. It is the function which builds an actual system and describes a program according to website composition and specification.
- * The 4th function group is "Measurement Investigator". Researcher, Analyst. They are the perusal log of a website, and the function which measures the effect of a website from market research etc.
- * The 5th function group is an "Operator". Employment Staff, Customer Support. It is the function which carries out stable employment of a server or the system, and performs customer support if needed.

As mentioned above, it listed about the concrete workflow about site management, and the function needed. This was summarized to below in Figure 1.

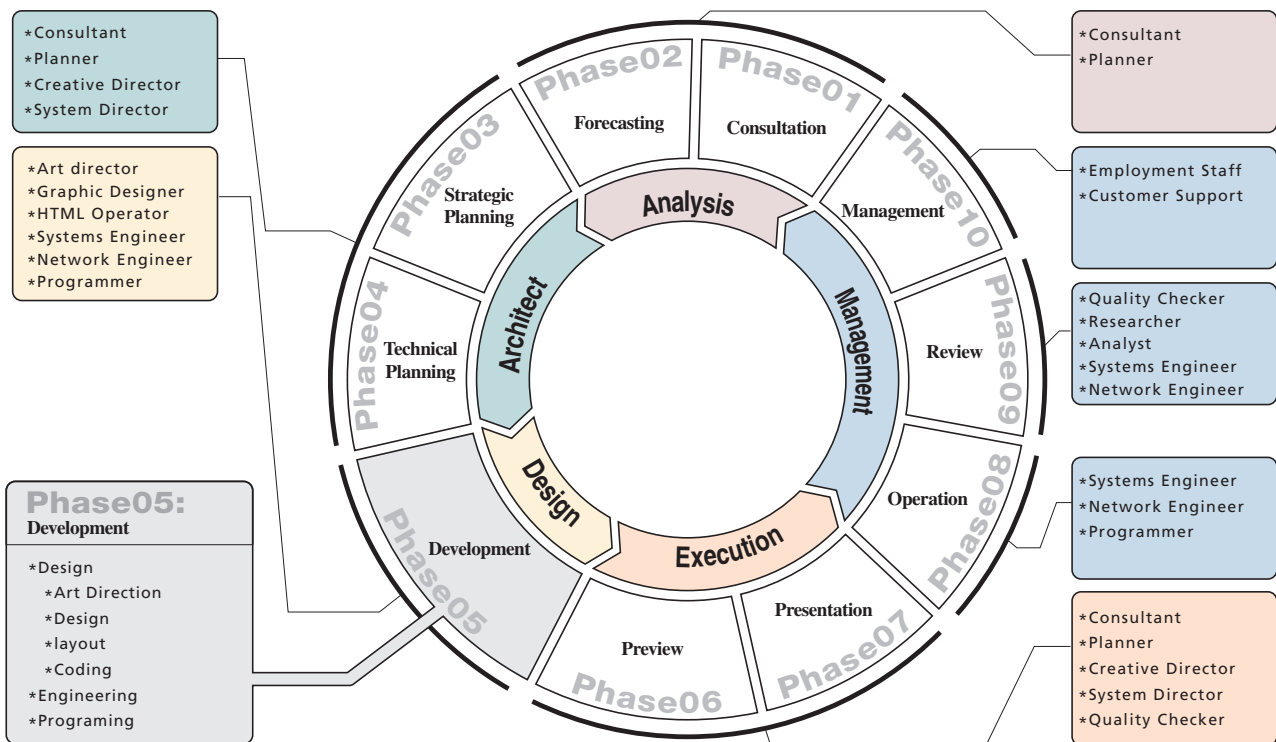


Figure 1. Workflow in Website Management.

4. About Receptiveness in Website Management (Development and Employment)

In Figure 1, although each of the workflow about site management and a function was arranged, a universal and clear standard does not exist in the valuation basis of a website. In the case of a business site, sales may estimate. However, although sales are high, it may be unable to be simply called "Success". Then, if the hi profit is raised and it will say whether to be "Success", it cannot be simply called "Success". If a "quantity profit" is said with another word, it can say, "The customer can be gained exactly". However, even if it is service for the

same customers, there is a remarkable difference in the concept of "gaining a customer newly", and the concept of "carrying out the serious happening of the existing customer". It can say that the kind of website exists only the number of the purpose and requirements, i.e., receptiveness, and receptiveness is very various. It is once restricted to the time when base technology was scarce that it can do, and, just in the difference in the purpose, a big difference did not exist in that and technical receptiveness. On the other hand, various receptiveness exists with development of base technology now.

Development of base technology and the trend of receptiveness were already clarified by "Historical Changes of the Receptiveness and Base Technology for the Website Design". Although it becomes the valuation basis of a website to a business site whether the customer can be gained exactly, this is not the valuation basis of only a business site. However appearance may be excellent, the website which does not consider a user's needs cannot be called outstanding website. In management of a website, a most fundamental and important element is "how to be able to offer and maintain site management and service with the high degree of user (customer) satisfactory". This can be said to be a natural major premise. However, it is not exactly designed to a user's needs as the present condition, but many sites which are not designed exist.

In management of a website, an important thing is discerning "purpose of a website", "receptiveness to exist", and "User's kind to visit". In a "Screen Design", it is going to fill this from the sensitivity-sides, such as "smartness", "beauty", and "comfort". And in "Site Design", this is designed structurally. Then, receptiveness which is the core of all websites was arranged to Figure 2 according to the kind, the purpose, and requirements for Website. A website is classified into some according to below.

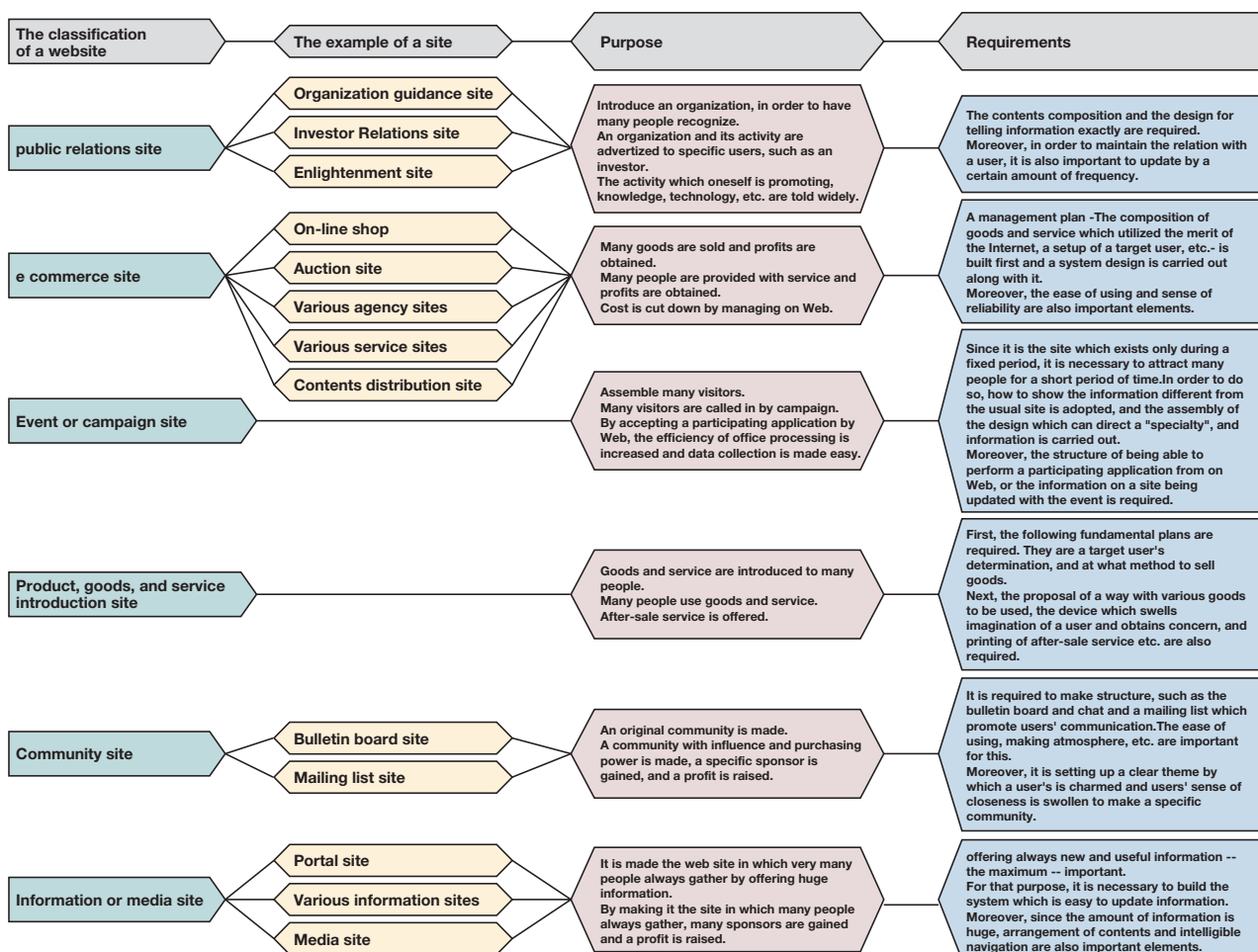


Figure 2. The Kind and Receptiveness of Website

5. "Screen Design" and "Site Design" from an Information Design-standpoint

As mentioned above, workflow and receptiveness with were summarized. Then, I want to boil and attach a "Screen Design" and a "Site Design", and to describe them concretely from an information design-standpoint.

5.1 "Screen Design"

Work required for a "Screen Design" is graphic design, and is pursuit of sensitivities, such as "smartness", "beauty", and "comfort". Simultaneously, operation how a designer transmits information is performed. In other words, a designer is building a surface-portion and information operation of raising worth of the inside is carried out. The present website is not simply realized only on the side of a "Screen Design", but various knowledge from the technical side is demanded there. Although clearly distinguished in this research, "The site design" is simultaneously worked in many cases inevitably with performing a "screen design", and the man engaged in a "Screen Design" can say that he is potentially performing the "Site Design".

However, actually, when performing the "Screen Design" of a website, sufficient design may be unable to be performed from restrictions of a system side etc. If restrictions of an end and a system side are added, it is difficult for a designer to reverse this. Therefore, the designer who had design-knowledge and technical knowledge with him simultaneously is needed from the early stage of a project. In the conventional media, the function which corresponds to a planner or a creative director by classification of Figure 1 is equivalent to this. However, since especially the knowledge in a technical side is also required, I want to newly advocate the function an "Architect" in this research, when managing a website.

5.2 "Site Design"

5.2.1 Information Architects

There is the function "Information Architects." This was advocated by work "Information Architects" 1996 by Richard Saul Wurman.

According to "Information Architects" (Graphis, New York, 1996) , it is defined as "Information Architects" as follows.[1]

- 1: *the individual who organizes the patterns inherent in data, making the complex clear.*
- 2: *a person who creates the structure or map of information which allows to find their personal paths to knowledge.*
- 3: *the emerging 21st century professional occupation addressing the needs of the age focused upon clarity, human understanding and the science of the organization of information.*

It may be difficult to transmit information on the other hand in a highly informative society. Wurman advocated the function "Information Architects" as professionals for transmitting information intelligibly. And the thing of the structure design for transmitting information exactly was defined as "Information Architecture". This definition is not having restricted to the website.

There was a view "hyperlink design and visual design should have been performed separately" from the dawn of a website. The company which makes a website called this function "Information Architects". For this reason, the misapprehension "Information Architects" = "man who makes design specifications of website", and "Information Architecture" = "site structure" was produced. In order that these misapprehension might make proposal of Wurman a narrow sense, in this research, it distinguished this and only called "Architect."

5.2.2 Architect

Unlike the conventional media or the designed product, Web does not have a form. It cannot tell what information is contained to contents with substance. For this reason, when considering the information structure of a website, it is necessary to master the technique and rule of exclusive use. Moreover, technical knowledge is also required from the base technology which exists in a background being various. It will require a premise that the function for which an architect is asked is familiar with such a technique and technology. Next, in managing a website, it is not only from the side in which the target or the held information by the side of development are only exhibited, but it is important to actually take a approach from the user side using a site. It is also important to make the plan for transmitting the contents of a plan to a designer or a programmer exactly. The receptiveness asked for today's website is various, and producers' intention understanding and informational sharing are required for it. It is also a function required for Architect to guide the staff exactly.

At the present when various receptiveness as a conclusion exists, from Figure 1 and 2, it can be told to an architect that very much capability is searched for. As long as it is going to perform the information design from a user's needs, it is indispensable that the arrangement classification of the information on the website which continue increasing in number every day can be carried out exactly. Furthermore, in order to discern what an actual user wants to carry out in a website and to guide it exactly, various knowledge and capability are required now. Program-knowledge and design-knowledge are simultaneously needed here in many cases in fact. The function with such peculiarity differs from a graphic designer and a programmer too. Probably, it should classify clearly carrying out "Architect" of a user's needs as a speciality.

The function for which Architect is asked is "designing structure, in order to tell information exactly, and telling and leading it to other functions."

6. Conclusion --- "The Designer of a Wide Sense" --- The function "Architect"

In this research, I summarized the result of investigation of reference, and the hearing investigation to the specialist engaged in actual site manufacture. It collected as methodology about management of a website.

The result, some methodology existed about functional divide and collaboration. In the result, it was also seen some description that the function which makes construction of information structure a speciality is required because the very various sides exist in management of the present website and in order to cope with them exactly. This was in agreement with the point which I predicted this time. However, it is at the hearing to a work person in charge, the difference between "Information Architects" and "Information Design" was not clear, and it was also asked to the opinion "there may be a concept first, an image and information may be born from there, and information structure may need to be built after that." In the spot of actual work, it was also asked to the opinion that it should not separate because construction of information structure is automatically performed in process of a design.

Temporarily, if graphic designer is simultaneously excellent also as a planner & programmer, it is possible to advance all workflows consistently. There is also an example to which a designer exercises leadership and advances work. But, various base technology and receptiveness are intermingled now, it is rare that a website consists of the total of a mere screen design in the case of a large-scale and functional website. Much receptiveness exists in the present site different from ten years ago when the website appeared. Since it corresponds to the receptiveness to diversify, if it is going to be a planner, it will combine with plan drafting-capability and communication capability will be required, if it is going to be a programmer, the knowledge of various programs will be required, and graphic design-knowledge will also be required if it is going to be a screen designer on it. Although one human being is not unable to take charge of all, when a scale becomes large, such a subsidiary business may cause a qualitative fall in the process of work.

Then, since the knowledge of base technology etc. was required compared with other media in the case of the website, As the function which makes construction of such information structure a speciality, by this research, in the meaning "The Designer of a Wide Sense", finally it judged and was defined as the name an "Architect" being suitable. Moreover, unlike paper mediapaper media, even now, changes of base technology which affects the structure itself continue. Furthermore, since it is going in the direction in which the generation method of a website generates the page dynamically from static page work, arguing from a simple layered structure is becoming difficult. And it argues about the website also from the side of a "User Experience design", "usability", and "The Ethnographic Approach." There should not just necessarily be knowledge of base technology simply. "The Designer of a Wide Sense" --- It is thought that a function called an "Architect" will increase the necessity increasingly from now on. The function which there are knowledge about all workflows and knowledge and manages exactly is indispensable in the present website.

Reference

1. Richard Saul Wurman. Information Architects, Graphis, New York, 1996.
2. Louis Rosenfeld, Peter Morville. Information Architecture for the World Wide Web, O'Reilly, Cambridge, 1998.
3. Jakob Nielsen. Designing Web Usability: The Practice of Simplicity, New Riders, Indianapolis, 2000.
4. Burdman, Jessica. Collaborative Web Development: Strategies and Best Practices for Web Teams, Addison Wesley, Boston, 1999.
5. Patrick J. Lynch, Sarah Horton. Web Style Guide: Basic Design Principles for Creating Web Sites, Yale University, Connecticut, 1999.
6. Jim Thatcher, Paul Bohman, Michael Burks, Shawn Lawton Henry, Bob Regan, Sarah Swierenga, Mark Urban, Cynthia Waddell. Constructing Accessible Web Sites, Glasshaus, Birmingham, 2002.
7. Web Content Accessibility Guidelines 1.0 [W3C Recommendation 5-May-1999],
<http://www.w3.org/TR/1999/WAI-WEBCONTENT-19990505/> (Access time 2003.06.15)