



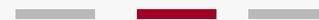
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# “ Introduction

*Nowadays the existence of a Web presence is considered the norm, whether being an individual, an organization, or a small business. It is therefore of great importance to achieve the democratization of the web development process. With excellent UI design and UX design, the website can attract more people, enhance the user flow to maintain the traffic and the conversion rate between customers and the business.*





# **IT Skills for Web-design and Development (Module 4)**

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# Introduction to Web Design and Technologies





# The importance of Web presence

- an online presence in the form of a website is considered to be vital (for an individual, an organization, or a small business)
- an online presence reaches an enormous audience worldwide
- a website is a benchmark that people refer to when searching for something
- a website creates a sense of trust





# Web Design Evolution

As the Web progressed through the years, websites became more advanced and went from being text-only catalogue-like pages to providing a full set of multimedia and functions to users.





# Design - Service quality of websites

- Website quality refers to the layout, the navigation and the overall appearance
- The form of the interface can have a major impact on the users' observations and perception of the website's functions
- Service quality can be defined as the prompt response to visitors' inquiries and good after sales service





# Traditional website development vs. website building platforms

Developing a website is a fairly complex process that consists of numerous steps, such as design, development, testing and user experience. In order to build a website from scratch, one has to have extensive knowledge of coding, building and designing.

Nowadays web developing has become feasible for individuals who do not have these skills, thanks to a variety of new options that are offered. These options include open source Content Management Systems and online building platforms.





# Website building platforms (part 1)

## Content Management Systems (CMS)

- server program that stores web page text and publishing details in a database
- user-friendly: website building and content management an easy task
- pages are loaded when they are requested by the client browser





# Website building platforms (part 2)

## Content Management Systems (CMS)

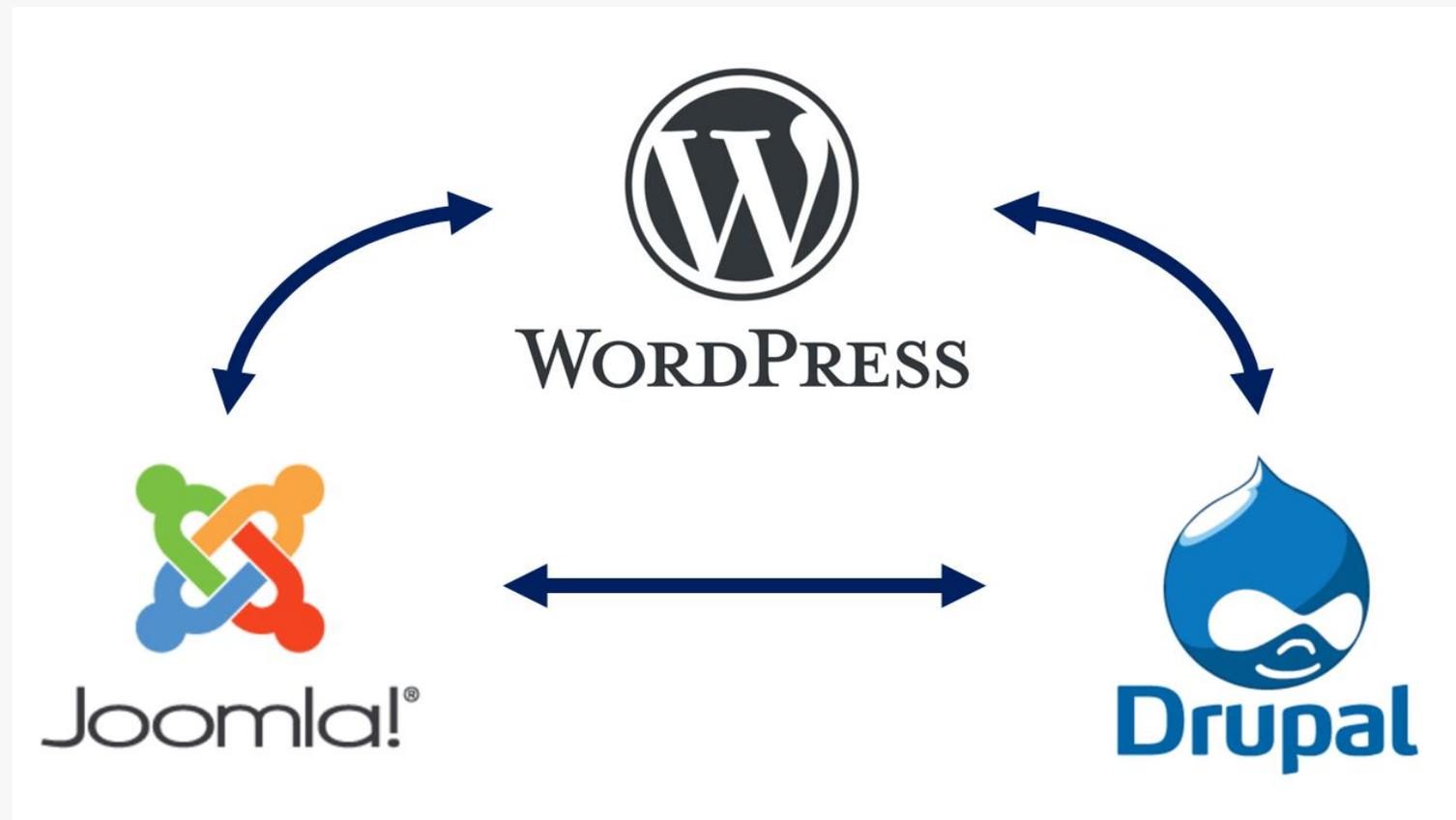
- Content is separated from the design.
- Changes and additions of content can be performed online and published in real time.
- A variety of features and functions can be added to the website by using plug-ins.
- CMS based websites have an increased volume of interactivity
- Wordpress, Joomla, Drupal





# Website building platforms (part 3)

Content Management Systems (CMS)





# Website building platforms (part 4)

Online Website building platforms

- easy drag-and-drop interface with additional tools and application
- designing process very easy
- There is no need for code writing
- These platforms usually offer the hosting and the administration functions.
- Wix, Squarespace ,Weebly





# Website building platforms (part 5)

Online Website building platforms



WIX.com

weebly

 SQUARESPACE



# Website design basics





# Website design basics (part 1)

- Website design is very important to the success of a website.
- Users not only perceive the Web as a landscape, but also enter it and experience it.
- elements such as color schemes, distinctive graphics and site maps, make browsing more straightforward enhance positively this experience





## Website design basics (part 2)

- Website design should be user friendly.
- Information overload should be avoided.
- unique and distinctive website.
- A website with a strong identity is more likely to attract visitors and be memorable to them
- design components such as information, navigation and visuals





# Website design basics (part 3)

- Content, structure and functionality capture the essence of this interaction.
- **Visual design:** aesthetics and its appearance, including colors, images, fonts and layout.
- **Navigation design:** structure and organization of the website's content.
- **Information design:** delivery of relevant information to visitors





# Visual Hierarchy

- Visual hierarchy is the order in which our eyes follow when they recognize what they observe.
- Variables that influence Visual Hierarchy are images, size, position and text style.

**15 GOLDEN PRINCIPLES OF VISUAL HIERARCHY**

- 1 FOCAL POINT**  
Need to lay maximum strength on a particular aspect?  
Go focal!
- 2 MOVEMENT**  
With this one, make your audience move with the flow.
- 3 GOLDEN RATIO**  
Need to add beauty to your work?  
Go Golden.
- 4 BALANCE**  
Play safe with balance. A little balance never made anyone cringe!
- 5 REPETITION**  
With repetition, make sure no one misses your callouts ever again!
- 6 WHITE SPACE**  
Add sophistication with whitespace- where less is more!
- 7 VISUAL TRIANGLE**  
Works best for limited data. Makes sure no one misses a point!
- 8 TEXTURE**  
Add texture to deflect negative space.
- 9 TYPES**  
Say it loud and clear with a typeface. Leave no one in doubt!
- 10 RANDOM**  
At times, an absolute lack of symmetry makes an impact!
- 11 RULES**  
Deal with the clutter, stick to some rules!
- 12 ALIGNMENT**  
Alignment clears up the mess. Never makes anything appear cluttered.
- 13 LINES**  
Go linear when you need to make a point straight! Savvy?
- 14 CONTRAST**  
Contrast shouts for attention: use it wisely!
- 15 RULE OF THIRDS**  
Need to lay equal stress on each element?  
Go with the Thirds!

dm | Designmantic



# Page layout patterns

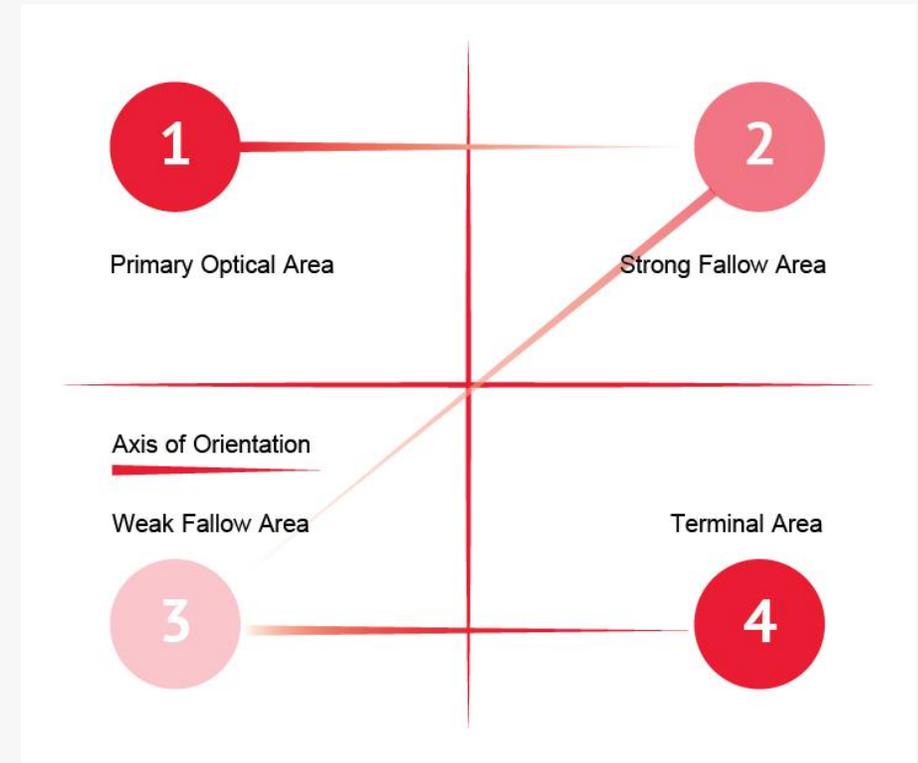
- The way people read through a webpage design leads to the emergence of some layout patterns.
- All cultures read from the top down, and the majority of cultures read from left to right.
- several patterns emerge that most websites follow in order to improve their usability and user experience.
- **most popular layout patterns:** Gutenberg diagram, F-pattern, Z-pattern.





# The Gutenberg diagram

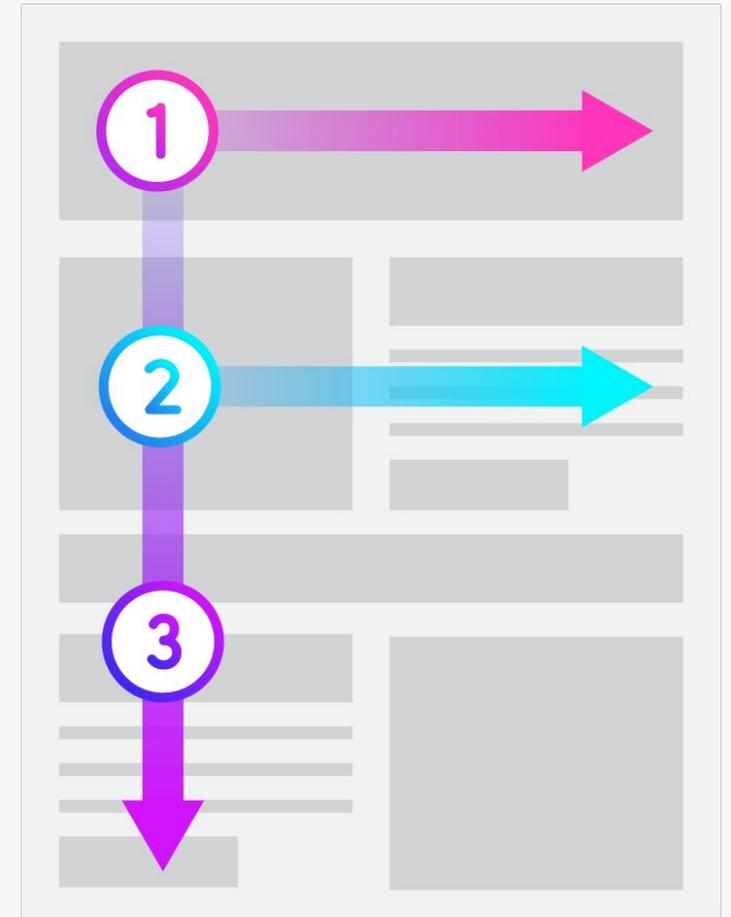
- applies best to text-heavy, homogenous and evenly distributed content
- cannot be applied to every design.
- divides the layout in four quadrants:
  - primary optical area
  - strong fallow area,
  - the weak fallow area
  - terminal area





# The F-pattern

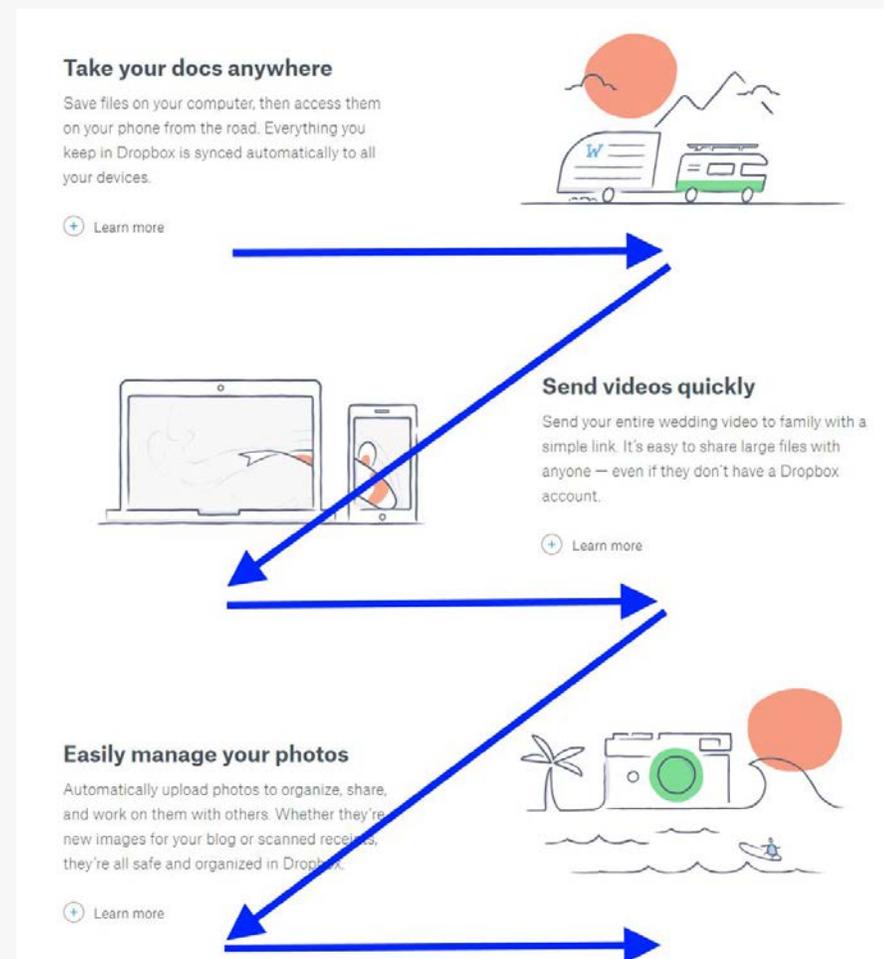
- scan pattern based in three main components:
  - The first scan is done horizontally
  - The next is a short downward scan
  - The final movement is a vertical scan
- the visitors' reading behavior on a webpage creates a shape that resembles the letter "F".
- the most important information should appear at the top area of the design





# The Z-pattern

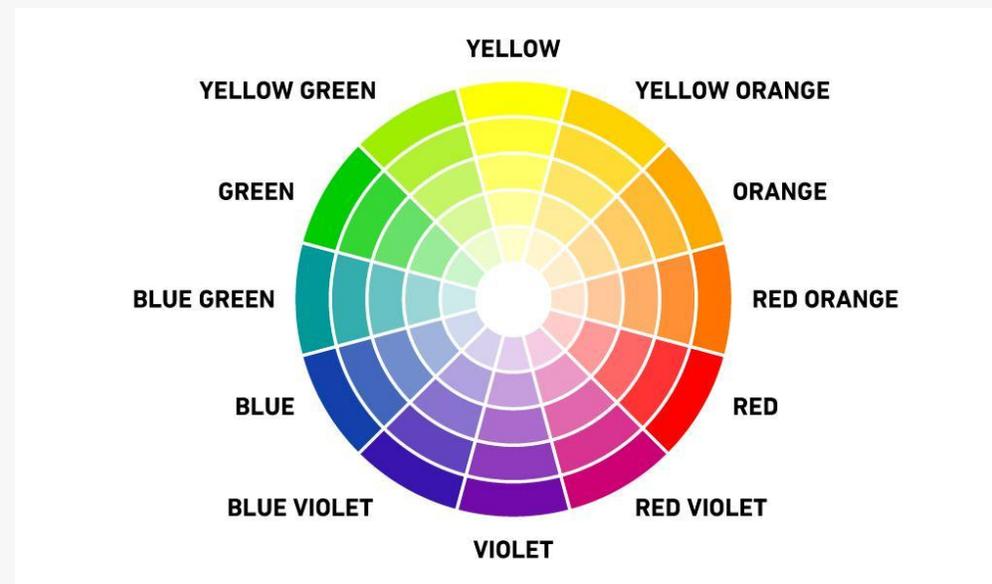
- This pattern resembles the letter “Z”.
- Visitors start at the top left, make a horizontal scan to the top right, followed by a diagonal movement to the bottom right and finally another horizontal scan to the bottom right.
- The Z-pattern is a good choice for designs that are simple





# Color Scheme (part 1)

- very important part of website design
- creates the overall impression
- color theory refers to “the interaction of colors in a design through complementation, contrast and vibrancy”





## Color Scheme (part 2)

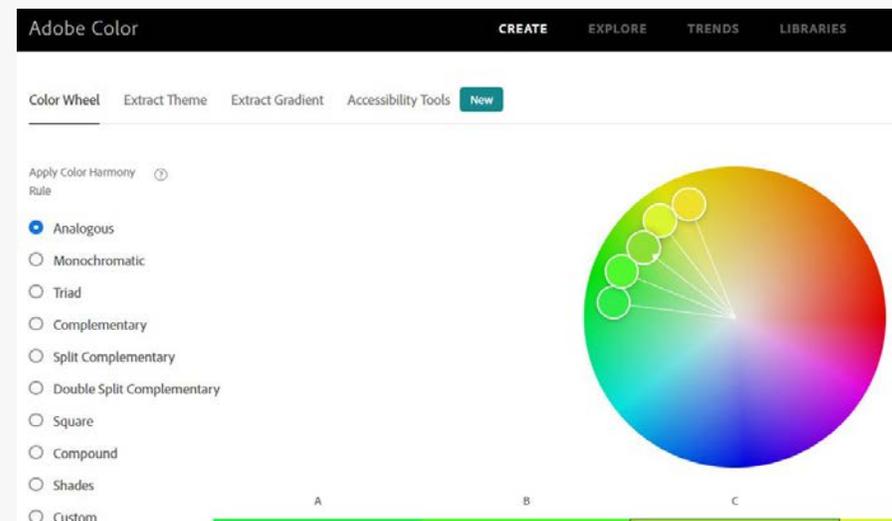
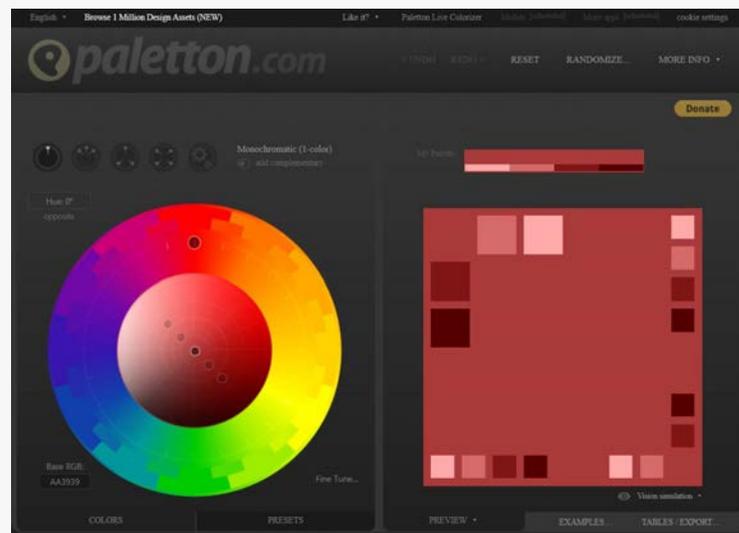
- **Complementation:** the way the human eye can see colors in terms of their relationship with other colors.
- **Contrast:** the level of clarity between two elements on a page, for example text and background color.
- **Vibrancy:** the feelings that each color elicits to the viewer.



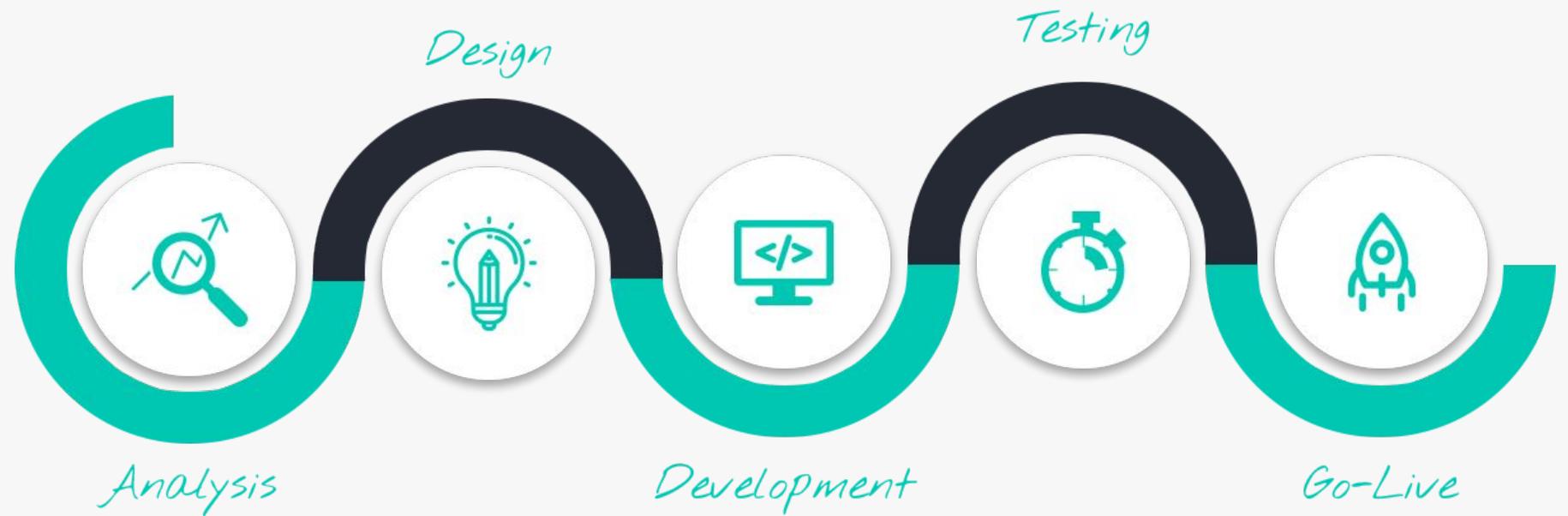


# Color Scheme (part 3)

- several methods for the selection of a color scheme, such as the Triadic Color Scheme, the Compound and the Analogous.
- Online tools Paletton, Adobe Color wheel



# Web Development Models





# Software Development Life Cycle (SDLC) – Part 1

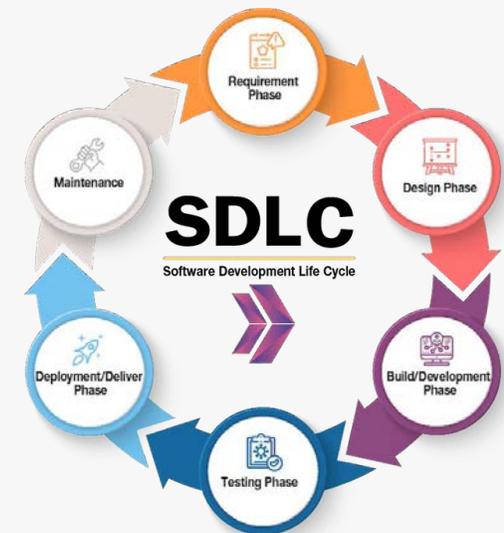
- method for the design and developing process
- a task of great importance
- it influences the outcome of the project
- several established SDLC models for this purpose (Waterfall, V-model, Spiral, Agile)
- All process models cover the distinct phases that software process defines, but in a different sequence or manner.





## Software Development Life Cycle (SDLC) – Part2

- each model is an approach to the SDLC which describes the sequence of steps that need to be followed when developing a software project
- questions to answer before choosing a model:
  - How stable are the requirements?
  - Who are the end users for the system?
  - What is the size of the project?
  - Where are the Project teams located?





# The Waterfall model (Part 1)

- can be described as a linear model.
- sequential process where every requirement must be clear before proceeding to the next phase.
- The testing takes place once the product has been fully developed
- each activity is performed in a specific time period without overlapping other processes





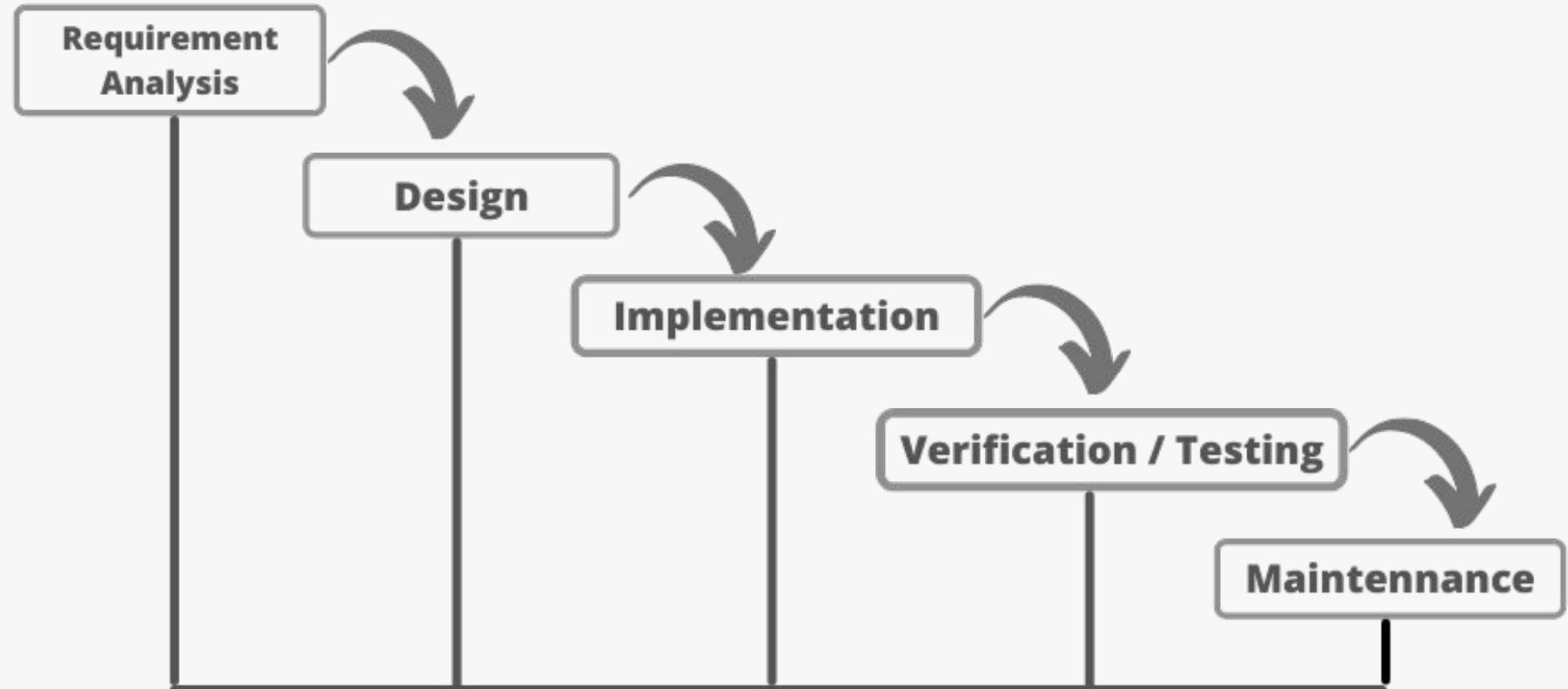
## The Waterfall model (Part 2)

- The positive qualities of this model are that it provides clear requirements, easy implementation because of its linearity, and requires minimal resources for its implementation
- On the negative side, the errors that are found cannot be changed without re-starting the project, there is a high amount of risk and the outcome can only be tested at the end.





# The Waterfall model (Part 3)





## The Waterfall model (Part 4)

- The positive qualities of this model are that it provides clear requirements, easy implementation because of its linearity, and requires minimal resources for its implementation
- On the negative side, the errors that are found cannot be changed without re-starting the project, there is a high amount of risk and the outcome can only be tested at the end.





# The Agile model (Part 1)

- is more of a philosophy than a process
- is a mindset under which a project is undertaken
- The element of the Agile model that made a difference is the moving away from the upfront specification of everything, in contrast with other models such as the Waterfall.





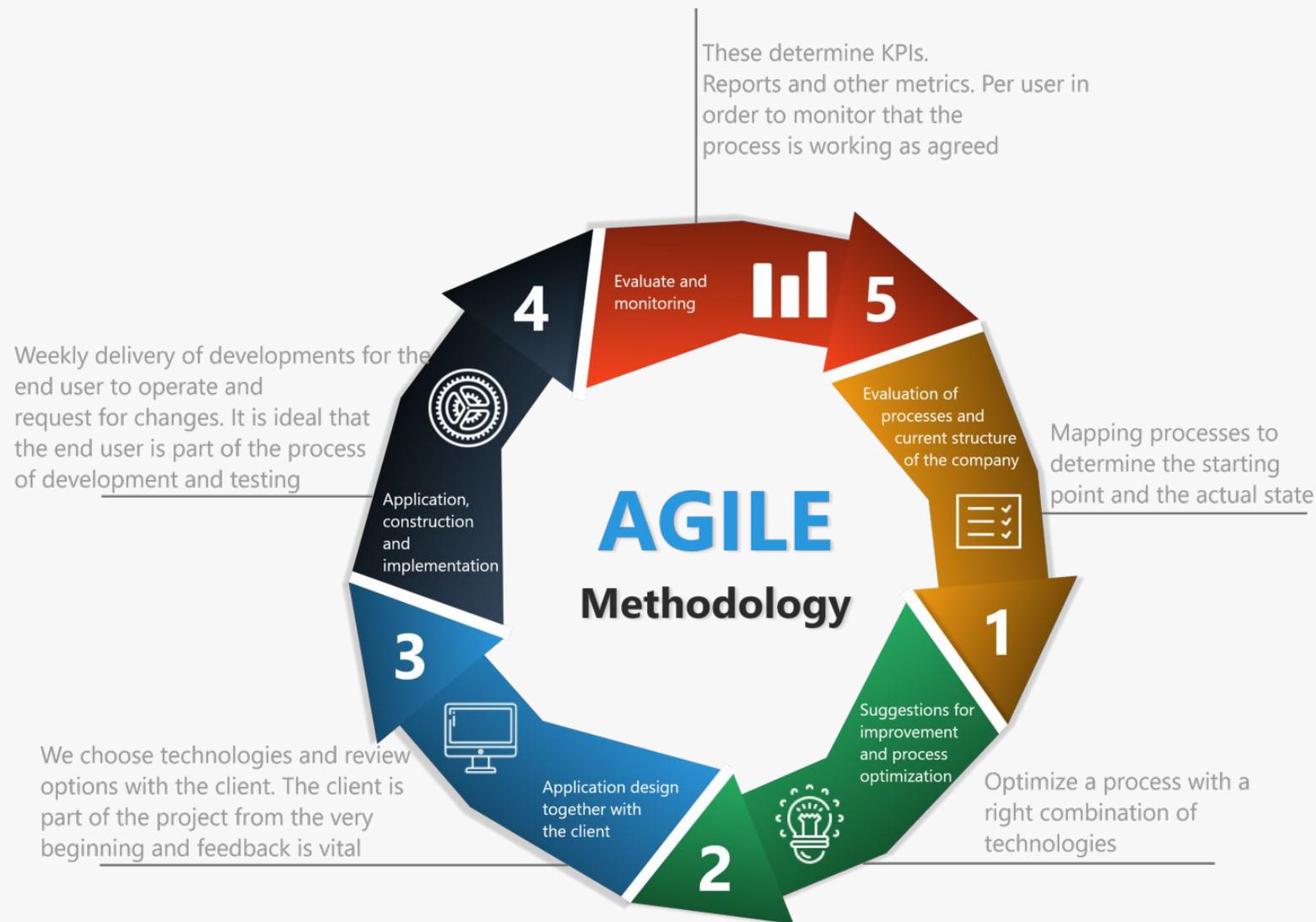
## The Agile model (Part 2)

- Agile is about a continuous and flexible process that invites groups of people to come up with ideas throughout the project progression
- It is a flexible and realistic approach to development that promotes teamwork and is suitable for smaller projects.
- The disadvantage of this model is its difficulty to apply to larger scale projects





# The Agile model (Part 3)





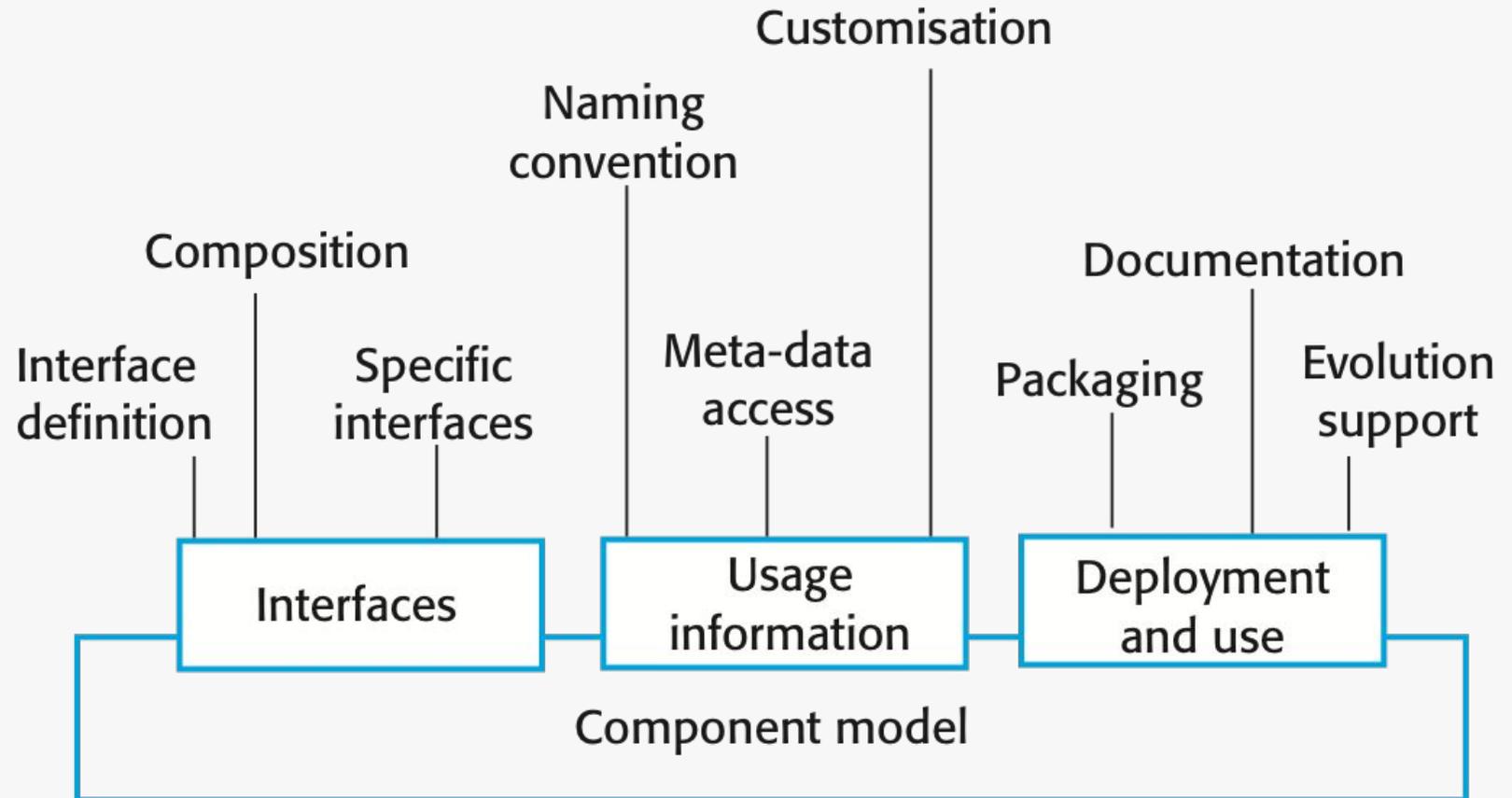
# Component Based Software Engineering - CBSE (Part 1)

- provides the ability to use existing code products or elements.
- used by large companies that tend to develop multiple similar products for different customers.
- useful in cases of collaborators that lack the coding skills, experience and expertise
- for freelancers that can take advantage of the use of existing material





# Component Based Software Engineering - CBSE (Part 2)





# Component Based Software Engineering - CBSE (Part 3)

- CBSE starts with a requirements analysis followed by the analysis of the existing code to be used.
- The next stage is the modification of requirements, after which comes the design process with the re-use of the existing code.
- Finally, the development and finalization of the product takes place, followed by the validation.





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# Developing websites with User eXperience (UX)





# User-Centered Design (Part 1)

- For every business globally, customers play a crucial role even in the B2B or B2C industry
- The organizations turn to focus intensely on customers with customers support, customer experience.
- *The concept of user-centered design had been created to meet the demands of business owners or organizations to raise the customer's value and loyalty.*





# User-Centered Design (Part 2)

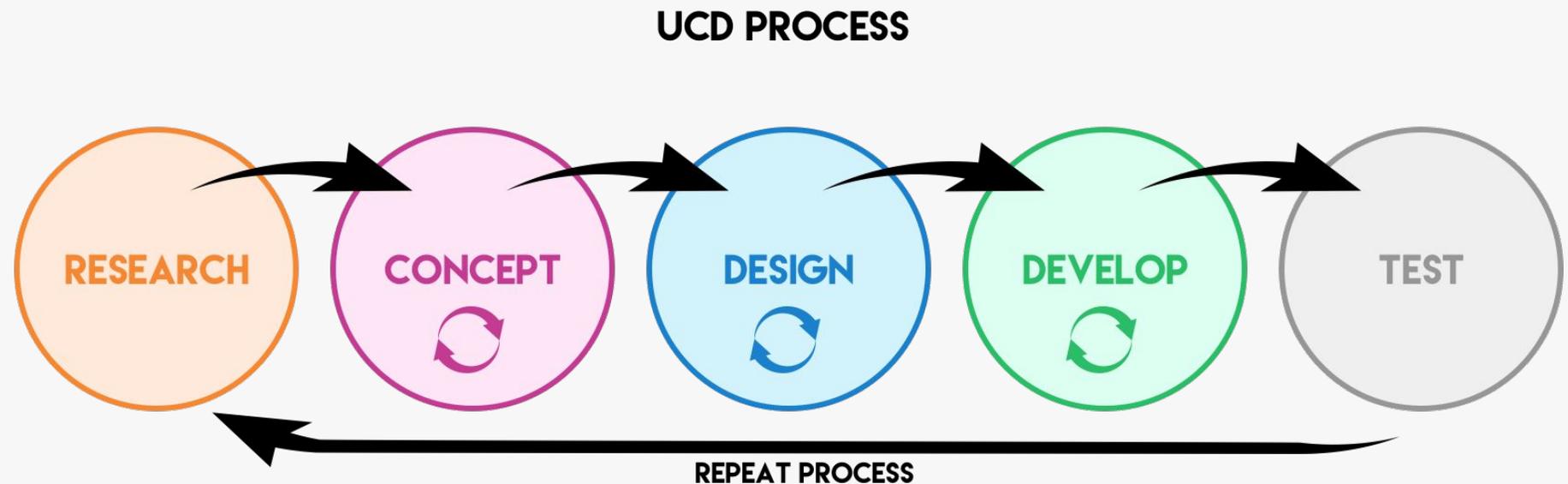
- user-centered design is an approach method basing Inter-action between the design project and the user's role
- It keeps the user's role in the center of the design process from research, planning to implementation, and testing for products or services.
- user-centered design impacts to people awareness





# User-Centered Design (Part 3)

User-centered design process keeps the human role as a center of the design process with the active involvement of users in every step in the whole design process of a product or service.





# User- eXperience Design (Part 1)

- interaction quality through user experience between users and the company product or service significantly affects the customer's awareness of the company branding.
- The company can find suitable solutions to optimize the customer's feeling with user experience through the questions related to the customer's demand, customer's value, customers' ability, and limitation.





# User- eXperience Design (Part 2)

- user experience is acknowledged as a tool that helps developers or designers understand customers based on the interaction of people when interacting with a system.
- The interaction between the system and people brings the data to developers and designers in the information form of users' needs.





# Case Study: Design principles for the food and drink industry

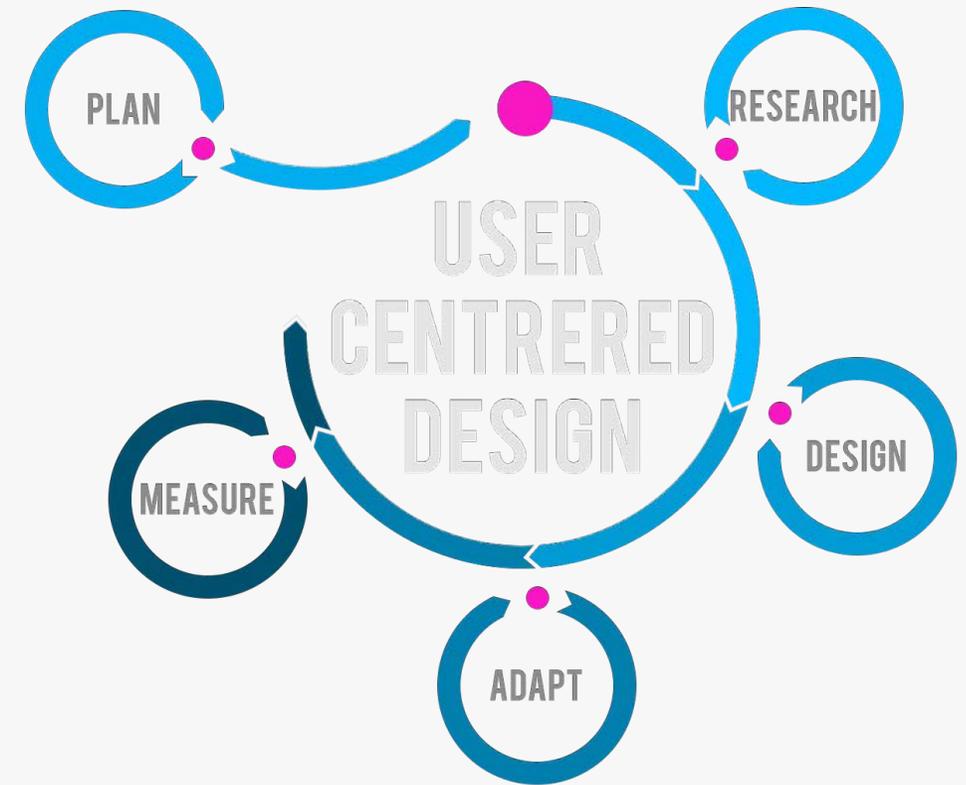
- Practice good UX writing
- Pay extra attention to HCD (human-centered design)
- Remember Hick's Law
- Design for delight
- Consider different attitudes towards food





# UX Design process (Part 1)

“User Experience Design (UXD or UED) is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product.” — Wikipedia





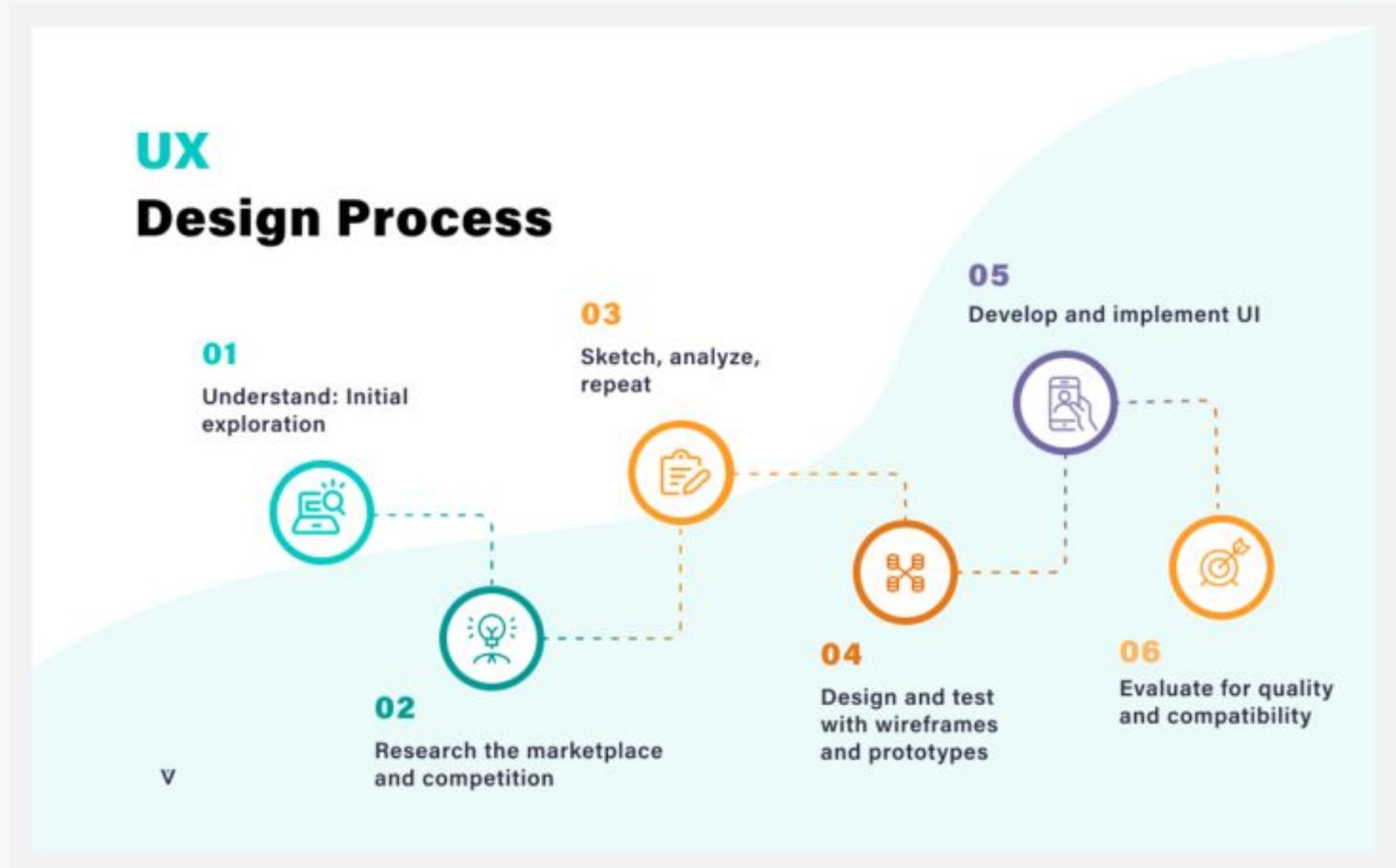
## UX Design process (Part 2)

- the process of reaching customer satisfaction is the vision of a company.
- Outstanding user experience design helps to boost your products' image in customers' viewpoints and increase customer confidence.
- The user experience design process contains six steps: understand, research, sketch, design, implement, and evaluate.





# UX Design process (Part 3)





# UXD- Step 1: Understand

- understanding the problem is significant in providing the best solution.
- evaluate customers' requirements.
- Organizing brainstorming meetings with customers
- getting feedback from clients about existing products or ideas





## UXD- Step 2: Research

- research is a fundamental stage in the design process
- knowing the market competition,
- studying your domain
- being inspired by your competitors
- learning competitors' accesses
- investigating the latest UI/UX trends
- following up with UX guidelines





## UXD- Step 3: Sketch

- sketch step requires the UI definition of the desired feature
- This step is to draw a draft of your ideas and share them with stakeholders.
- creating ideas and start with basic sketches
- having a meeting with stakeholders to get their viewpoint on technical aspects
- re-arrange sketches and retest them with stakeholders





## UXD- Step 4: Design

- gather all primary mockups and wireframes from the previous task to make the final graphics
- Interaction with the Development Team
- designing UI images
- determining the final theme, specs, and procedures needed for the fulfillment
- creating icons to show on screen





## UXD- Step 5: Implement

- Implementation is the stage with the involvement of the development team and design team.
- The task is to fulfill the back-end performance and front alliance.
- The outcome of this step is the developed UI with complete functionality and experience.





## UXD- Step 6: Evaluate

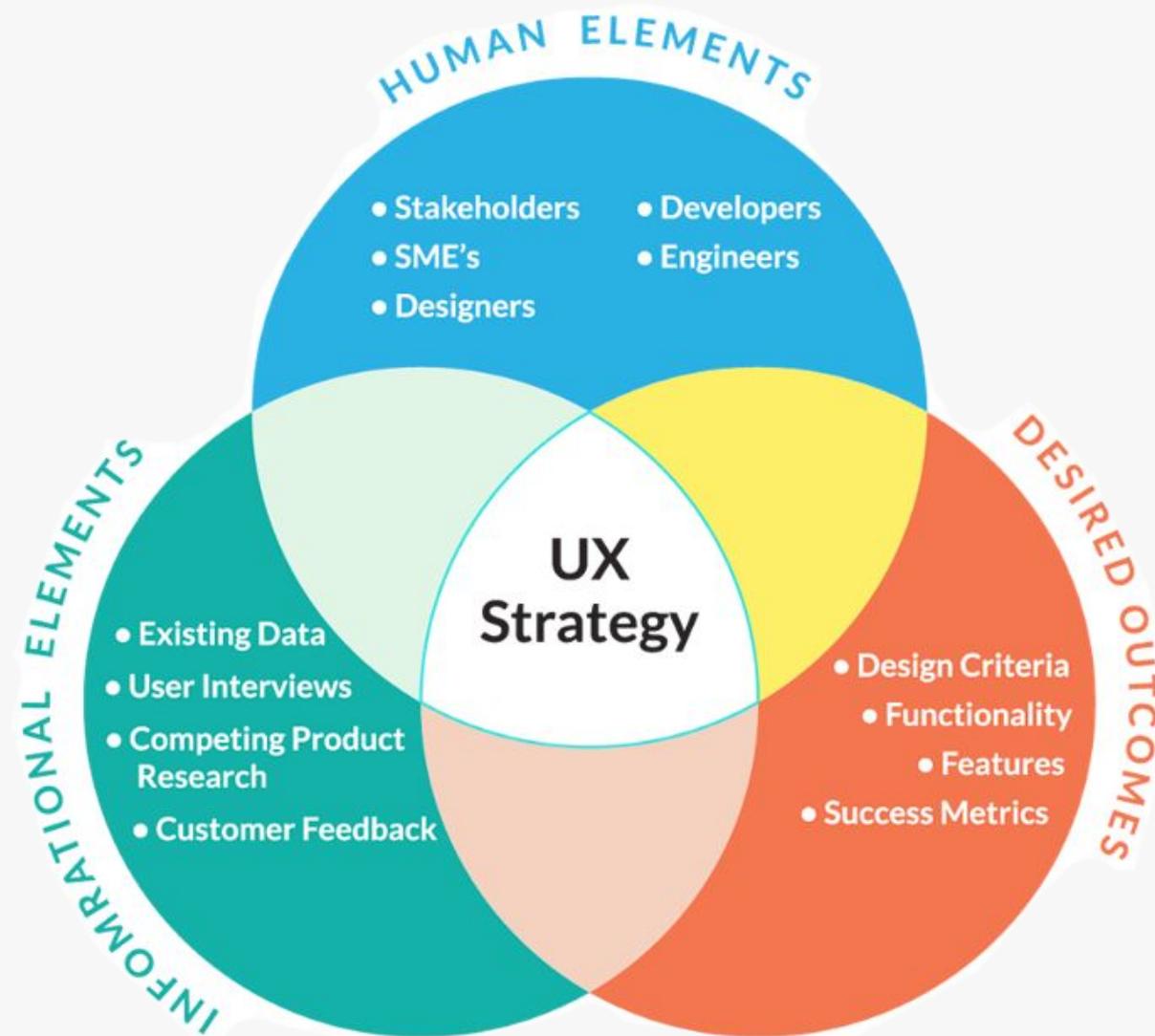
- the final product is assessed by these features: usability of the system, easy-to-use factor, flexibility, adjustability, reliability of the solution, credibility of the products.
- the design team and product manager will participate in the process to review the experience and compare between implementation and defined interface.
- This stage's final results are user assessment, UI audit reports, and marked places are to upgrade later.





# UX Strategy

A **UX strategy** is a plan of actions designed to reach an improved future state of the organization's user experience over an established period of time.





# UX Strategy - Agile UX

- Agile UX maintains the iterative approach to designing and enhancing features in the development process.
- It collects and handles through co-working team and customer feedback management.
- There are four fundamental values
  - Individual interactions over process and tools
  - Working software over comprehensive documentation
  - Customer collaboration with contract negotiation
  - Responding to changes by following a plan





# UX Strategy – Lean UX

- Lean User Experience is designed with minimum feasible targets and can determine the project's success through results based on the origin benefit hypothesis.
- Lean UX can intervene deeper and broader than implement the design and manage customer interactions with the system
- As the new design trending in UX is developed for Lean startup, it focuses strongly on user-centered design and development.





# Successful UX Design Factors (part 1)

- each user experience's theory simply focuses on managing interaction between design and user's perspective and expectation
- four elements which help business owner, designer, or developer be able to identify the most suitable solution for development.
- four essential key points include value, usability, adopt-ability, and desirability





# Successful UX Design Factors (part 2)

## Four Elements of User Experience

<p><b>Value</b> Is it useful?</p>	<p><b>Usability</b> Is it easy to use?</p>
<p><b>Adoptability</b> Is it easy to start using?</p>	<p><b>Desirability</b> Is it fun and engaging?</p>





# UX Design Factor 1: Value

- Value is an essential factor that should be paid attention from the beginning of the road.
- As business's effort is to bring the best value to the customers, customers will receive those efforts and give back responses, which is the interaction in the user-centered method.
- Users always want the best value which brings convenience, comfort, and safety in shop-ping or ordering something.





## UX Design Factor 2: Usability

- A better website's or application's design maintains higher customer satisfaction and attracts more customers than a low quality and poorly-designed website.
- customers will choose a reliable website with a well-designed system due to comfort and safety
- That matter leads to a decrease in customer retention percentage





## UX Design Factor 3: Adoptability

- accessible ability between customers and business's website is also one of essential factors that developers need to pay attention.
- A website cannot be accessed by some different browsers, delay in accession, and long loading time, which can also negatively impact the customer's perspective.
- All of these matters are classified as the factors of "adoptability."





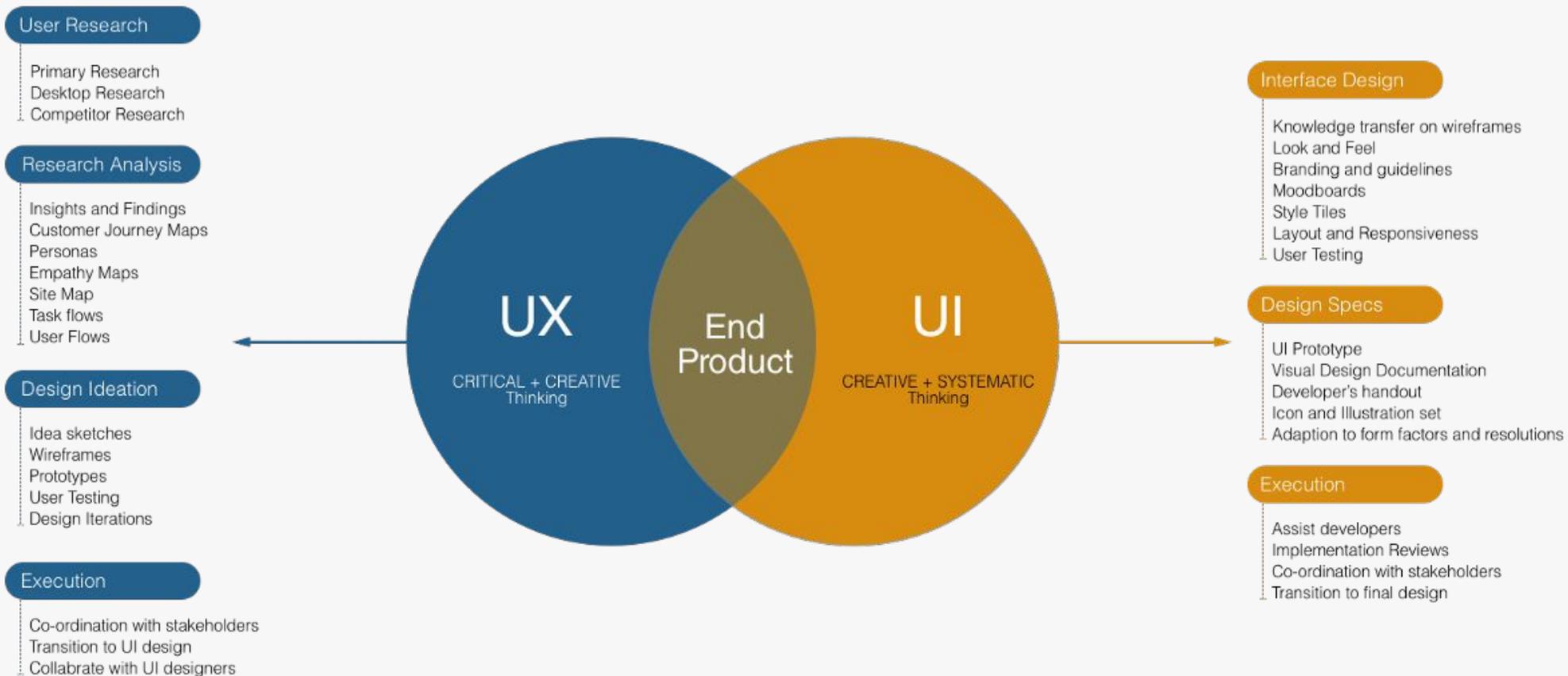
# UX Design Factor 4: Desirability

- One of the factors to attract and inspire customers is desirability.
- Almost all customers will be attracted by eye-catching images or videos related to products, services they care about
- With the strength in building the brand identity in the customer's perspective, it brings the prominence in creating reputation among companies in the same field.





# UX Design & UI Design



Source: [uptech.team](https://uptech.team)



# User Interface (UI)

- user interface is a concept belonging to the information technology field with websites, applications, or software developments.
- It is the bridge to help people interact directly with the application platform through buttons, images, texts, etc.
- user interface design facilitates users and developers in interactions with user experiences and enhances website usability.





# how important UI design is?

- As a functional and useful user interface design, it has the ability to guide users in the whole process of user flow in a website or application.
- User flow or user traffic is a travel process from page to page, step to step through a chain of screens, clickable buttons, images, and forms that users can interact directly for their specific purpose.
- five unquestionable factors to answer the question of how important user interface is





# UI design Factors





# UI design Factor 1: Customer's awareness

- A terrible user interface can negatively impact user's perspective and incoming traffic because it causes complex interaction.
- If customers cannot find the information which they are looking for or don't know how to make an order, problems drive their mind to close the website, application, and finally, destroy their belief in that business.
- These matters are why business owners take the user interface design seriously for their website or application.





## UI design Factor 2: good design & business

- Customers can identify a company through its branding, brand's color, brand's style, or graphic layouts.
- A designer or developer needs to keep the visual interaction between tabs and clickable button placements with a website, typography texts following the company's brand guidelines.
- As a company's branding can build trust in the customer's awareness, and the right branding template online has to reach customers to make the business website look professional.





## UI design Factor 3: marketing tool

- Using as the best marketing tool in the world
- There are many methods to run a marketing campaign to approach customers.
- Website approach is a potential and effective way to interact with customers because most people use their mobile phones to search for information.
- Attracting customers through images, videos of products, and services can stimulate customers' curiosity and make them return next time.





## UI design Factor 4: Optimizing

- Optimizing the right thing, right place, and the right time
- it is essential to understand the importance of information which company wants to show to customers, arrange the right category for each section of information, and build the right step by step based on the whole process of traffic flow.
- It helps the customers save their time and optimizes essential information to customers.





# UI design Factor 5: functionality

- Usability functionality and its form
- the combination between user experience and user interface is indispensable.
- It adjusts and provides the ability to use the website or application on both desktop and mobile.
- With the high demands in the convenient level, each company offers the best services and user experiences to raise the customer's expectation bar





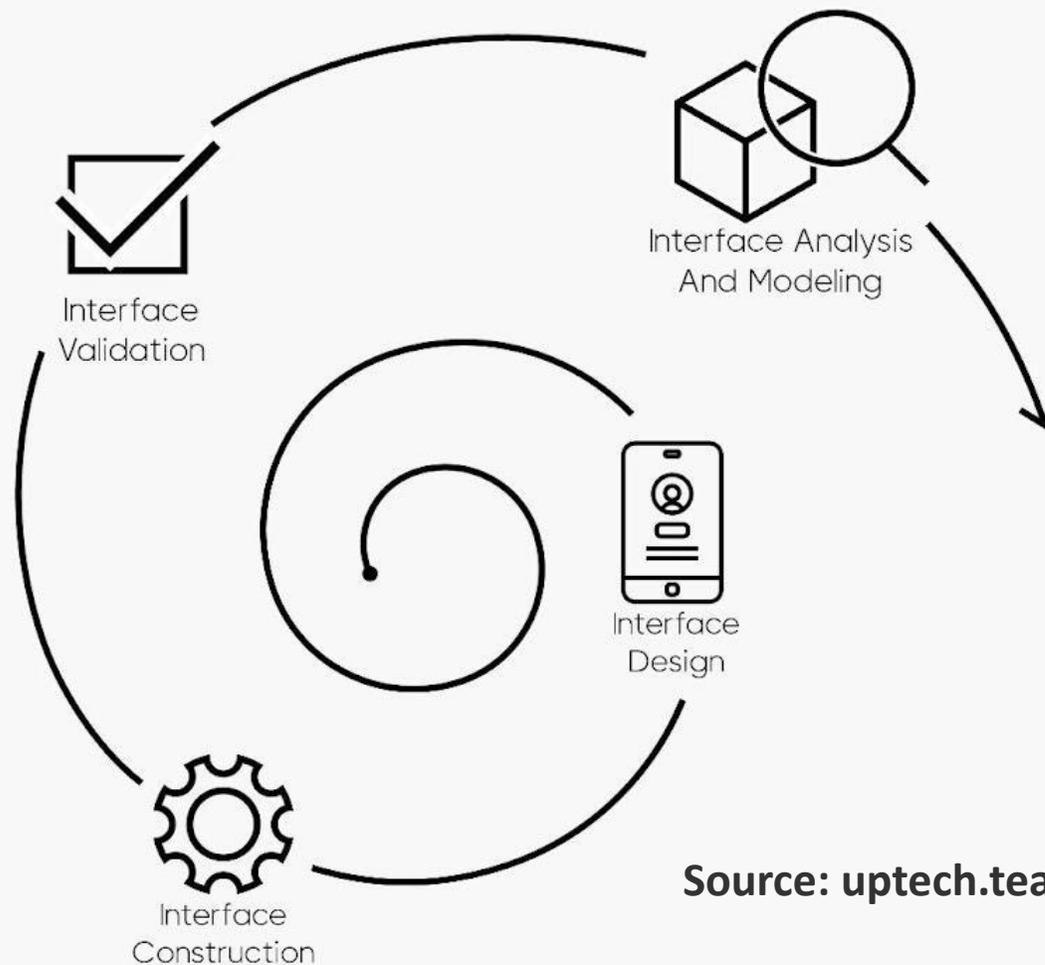
# UI design process

- To create an exemplary user interface for any business, developers need to follow the right step in the whole process of building a complete user interface.
- three steps in the user interface process to understand the customers, develop and publish the most useful and suitable user interface product to attract customers.
- Three steps include user research, design and prototyping, and evaluation.





# UI design process steps



Source: [uptech.team](http://uptech.team)





# UI design process – Step 1: research

- In every business field, understanding the customers is essential because it is the bridge to connect to the customer's requirements and meet their demands.
- Defining your customers, customer's needs, how to meet their conditions, and how they use your product or service can help you manage your operation strategy.
- A fundamental step in the whole process of building an exemplary user interface is required to implement before the design and prototyping step.





# UI design process – Step 2: Design and Prototyping (part 1)

- Starting from the first step in design and prototyping, developers or designers need to sketch the simple and low-fidelity wireframe to release their creativity. In this step, every simple sketch or plan needs to stick to the user research information to avoid wasting resources.
- After wireframes, developers or designers continue with prototypes and finish with mockups before bringing products to evaluation.





# UI design process – Step 2: Design and Prototyping (part 2)

- **Wireframes:** sketch version for the whole system, it does not require to provide enough detail of the products.
- **Prototypes:** development of the prototype to build the semi-functional layout before showing the high-fidelity preview of the website
- **Mockups:** With mockup models, clients or business owners can see full parts and interactions through transition and animation between pages.





# UI design process – Step 3: Evaluation

- The combination of assessment and user experience can analyze each function, useful product elements based on product usability and meet users' demands.
- After various testing and evaluation times through sketches, wireframes, design, prototyping, discussion, and decisions based on brainstorming, the final version of the product will be increasingly perfect.
- Then, it raises the percentage, leading to the success of the products.





# UI design essentials

five fundamental factors need to be intensely focused on user interface design



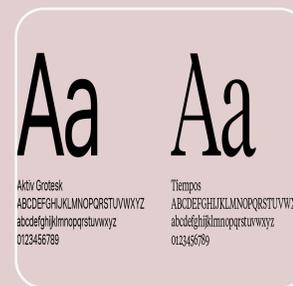
language



Color



imagery



typography



icons





# UI design essentials: Language

Word as Naming/Branding

**WE  
ALL  
NEED  
WORDS**

language

when users connect to a website or application, naming for a brand of product or service is vital. That affects the user's mood and creates any feeling to customers as professional, funny, serious, or attractive in the first phase of the brand's experience

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**ALABAMA**<sup>®</sup>





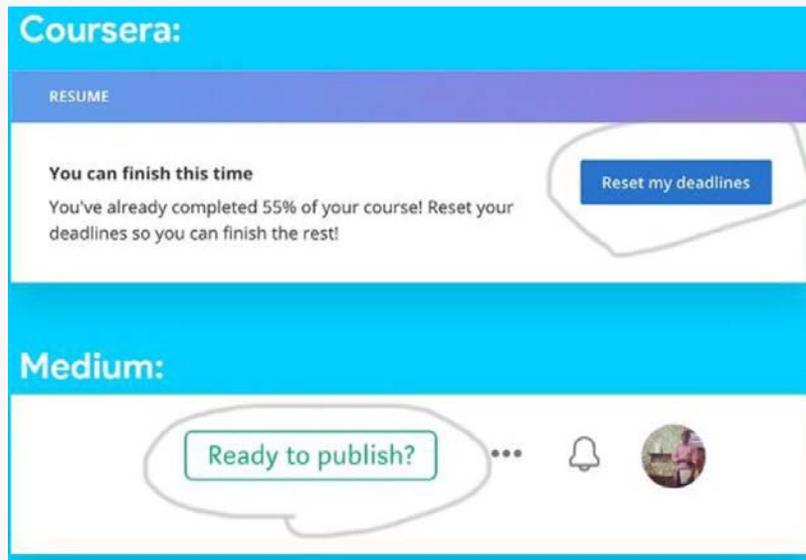
# UI design essentials: Language

Word as Tone/Attitude

**WE  
ALL  
NEED  
WORDS**

language

the set of words used to navigate users' direction; it is also essential because it has the unique function to direct users to the destination page they want.





# UI design essentials: Color

Color as mood



With the different connotations of colors, the designers can use each unique color to send any message and emotion to customer





# UI design essentials: Color

Color as navigation



Color

Colors impact people's awareness with active and inactive feelings. The green color stands out in the middle of the white background, making the button "I am clickable" stand out more and creating an active feeling for the viewers

I appear disabled

I am clickable



# UI design essentials: Imagery

Imagery as content

“Imagery appeals  
to the five senses.”

it is a method of using imagery in a collection of a grid or a frame. With contained imagery, designers focus mainly on showcasing many images at the same time.





# UI design essentials: Imagery

Imagery as mood

“Imagery appeals  
to the five senses.”

Imagery

The imagery as the mood is an excellent tool for transferring the feeling through pictures and bringing emotions to customers. With the emotional themes, designers can lead customers to experience a tone or ambiance that the business is aiming to. For example, a website selling memory books can show emotional pictures related to memory to boost customers purchase their products.





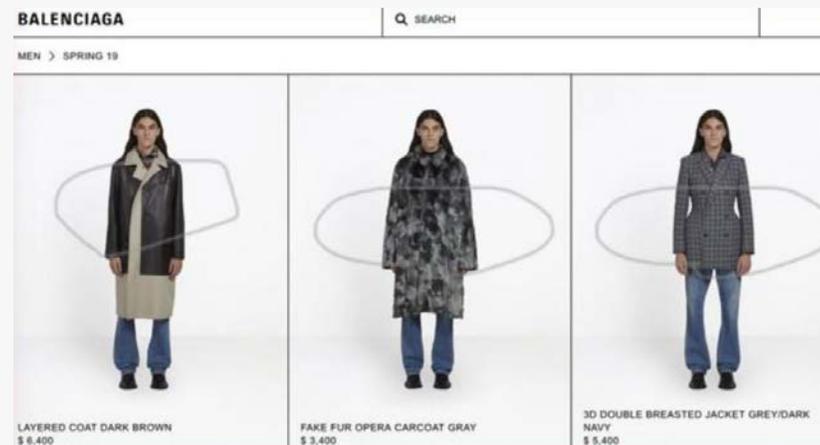
# UI design essentials: Imagery

Imagery as navigation

“Imagery appeals  
to the five senses.”

Imagery

Imagery as navigation can be used to replace buttons on the websites. Instead of reading text in category and buttons, designers can use pictures to show category with different features or symbols.





# UI design essentials: Typography

## Typography as content

Aa Aa

Aktiv Grotesk  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Tiempos  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Typography

Typography as the content is displayed as plain text, as a primary type of content used in most websites or applications. It conveys information to the viewer through text format. It is an optimal and useful method in the cases of videos or images that cannot bring the de-signer's intentions to the customers.





# UI design essentials: Typography

## Typography as branding

Each typography type reveals different brand personality, and they provide a personalized customer experience. For example, Product Sans, a typography brand of Google, works tightly to colors and symbols of Google's branding.

Aa Aa

Aktiv Grotesk  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Tiempos  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789



abcdefghijklmnopqrstuvwxy  
 z  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ  
 0123456789 (!#\$%&/.!\*'@',?::)

### Penultimate

The spirit is willing but the flesh is weak  
**SCHADENFREUDE**  
 3964 Elm Street and 1370 Rt. 21  
 The left hand does not know what the right hand is doing.  
 mail@example.com <http://www.cufonfonts.com>





# UI design essentials: Icon

Icon vs symbol



Typography

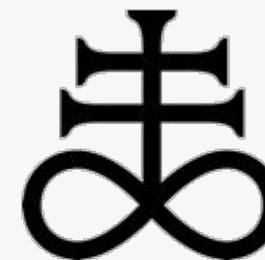
An icon is a unique version to replace the texts or things that have close meanings with the icon. It can be simply understood that an icon needs to have pictorial nature, and simple is a kind of non-pictorial nature.



Icon



Index



Symbol



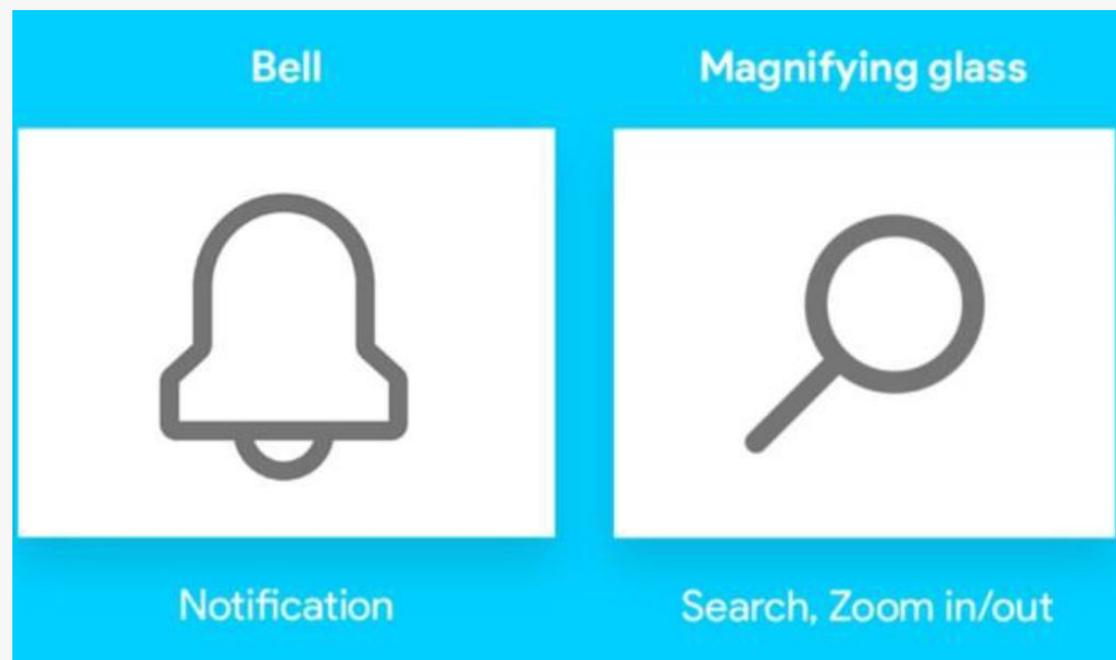
# UI design essentials: Icon

Icon as interface



Acting as elements in the user interface, icon and symbol work to simplify the interface and represent things.

Typography



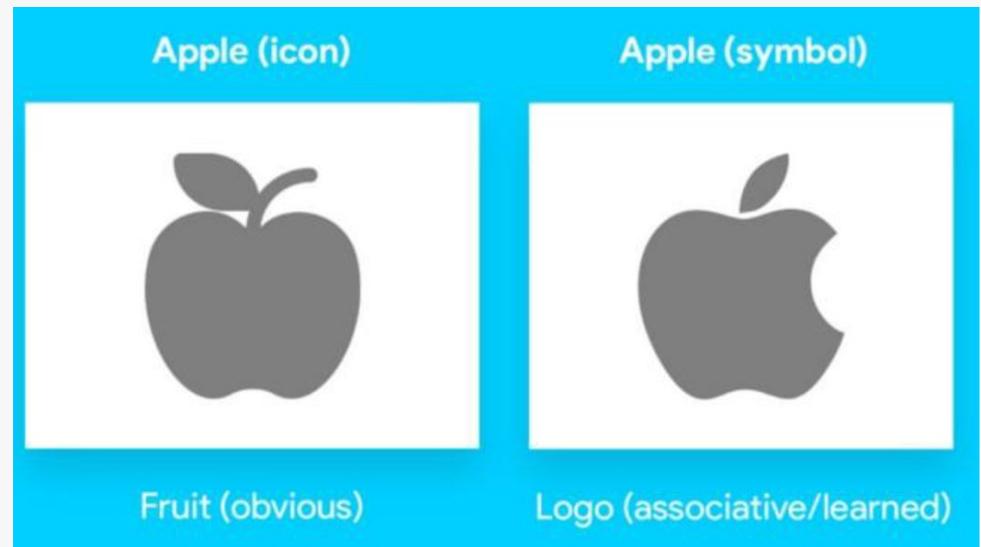
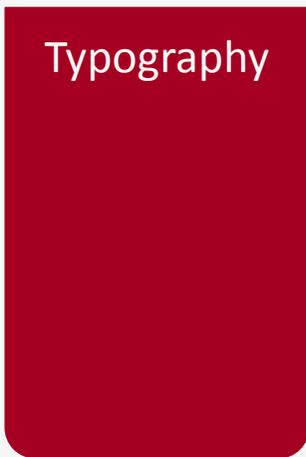


# UI design essentials: Icon

Icon as branding



Besides, the representatives of a function or meaning for an element, items, icons, and symbols still have more features to appear as the branding logo or products of a business.





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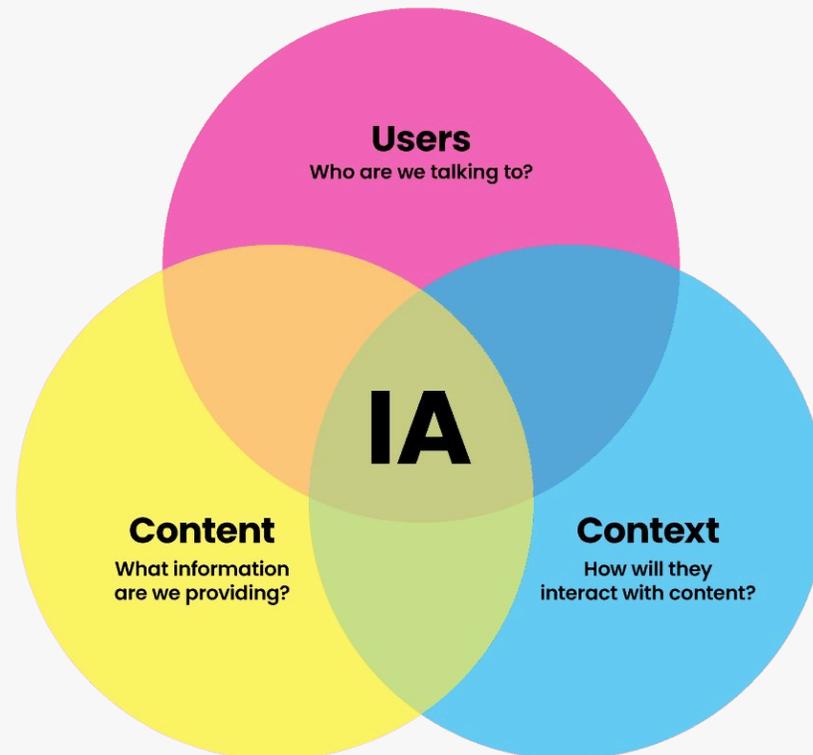


Content Management Systems for B2B Websites

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# Information Architecture (IA) in Web Design





# Information Architecture (Part 1)

- Information Architecture (IA) is one of the most important aspects of the website design process that can help in making your website more engaging and accessible.
- Today almost every website is focused on optimizing its website design, content, navigation, and more.
- IA is considered an integral part of UX design.





# Information Architecture (Part 2)

- If you have ever planned to optimize your website UX design then you must have come across the term **Information Architecture (IA)**.
- many website owners are already familiar with the importance of information architecture and how they can create one for their website.
- there are a number of websites that are still unfamiliar with what information architecture is and how they can use it to enhance their custom-coded or CMS web design.





# Information Architecture (Part 3)

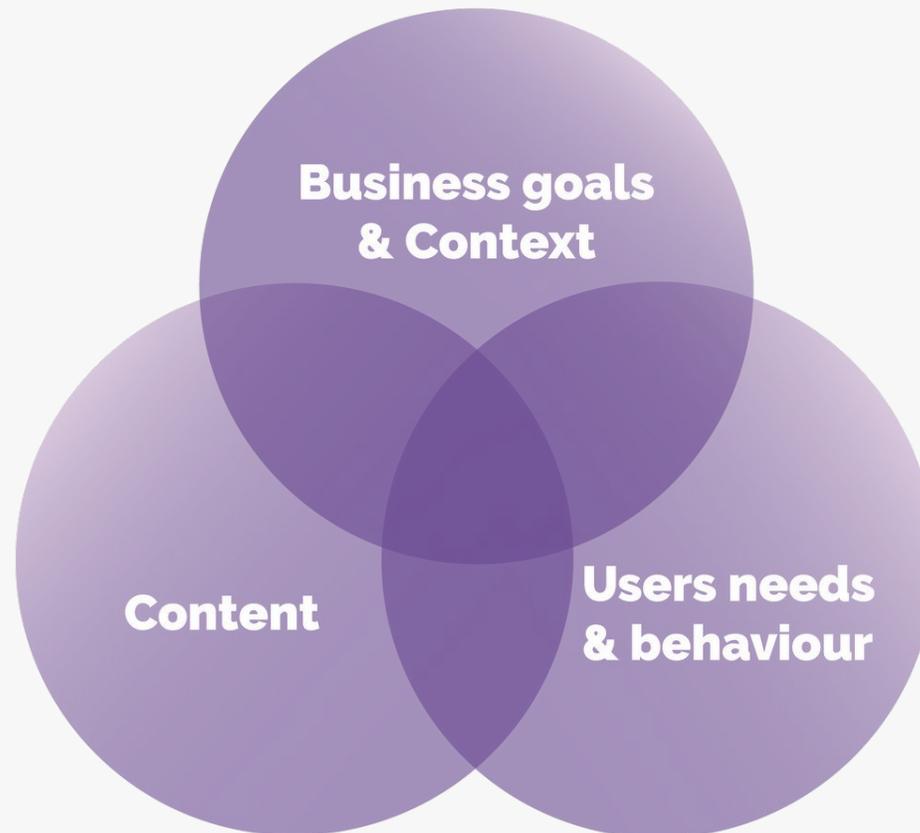
- Information architecture allows you to structure your website content and other information so that your site visitors are easily able to find the right information within a short period of time.
- The main goal of the **information architecture** is to ensure that the content in your website is clear and easy to understand so that users are able to access it with fewer efforts.
- **IA** is mostly used not during the designing of the new product from scratch but mainly during the website redesigning process.





# Information Architecture (Part 4)

IA is considered as the essential aspect of interaction design that is mainly focused on three important parts that are content, context, and user.



**Users:** audience, tasks, needs, information-seeking behaviour, experience.

**Context:** business goals, politics, technology, funding, culture, resources, constraints.

**Content:** content objectives, volume, governance and ownership, funding, culture.



# Information Architecture (Part 5)

- when creating the product information you need to consider your business goal, prospects' needs, and the content you need to take into account.
- That is the reason why information architecture is considered the essential part of website UX/UI design.
- IA is all about the creation of the structure of the website that allows users to understand what they are in the website and where the information is positioned in the website.





# IA patterns

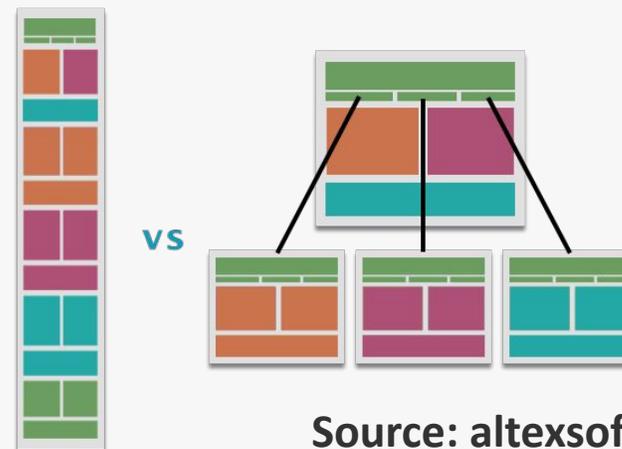
- For different information architecture design patterns there are a number of patterns available for better organization of the website content.
- The pattern you select for your website will play a crucial role in deciding how users engage with your website and how quickly they are able to find it on your website.
- The better you are able to understand different patterns in your website the easier it will become for you to create an optimized website for your business





# IA patterns: Single page

- a single page pattern is best suited for a website that has a very limited amount of information to offer.
- if you have a single product or service to offer then you can also opt for the single page pattern.
- If your website has a narrow focus or has a limited amount of information to offer then can always opt for the single page pattern.

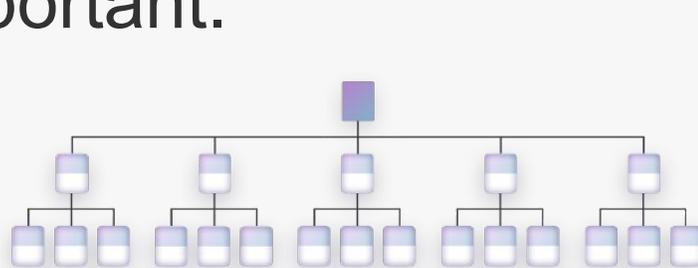


Source: altexsoft.com

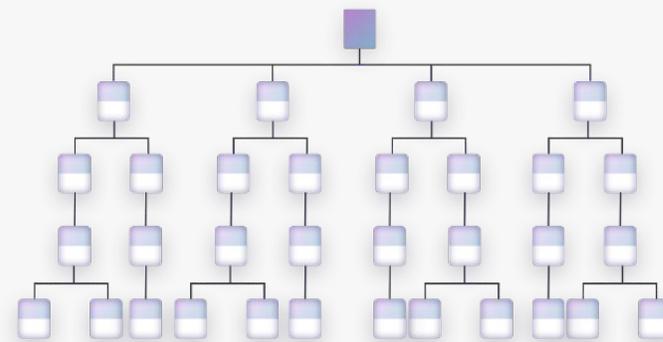


# IA patterns: Flat structure

- a flat structure pattern that is basically used by the website containing equally important pages.
- Using this type of information structure in your website will put all the pages on an equal level.
- Whether it's your home page or product page or some other pages all will be considered equally important.



**Flat**



**Deep**

Source: altexsoft.com



# IA patterns: Index page

- most of the websites today follow the index page pattern.
- In this type of information architecture pattern, the main page contains subpages.
- That is the reason why index page pattern is widely used by different websites on the internet.
- It consists of the main page which is a website homepage and has multiple subpages linked to it.
- In the index pattern, the subpages in the website have equal importance with respect to hierarchy





# IA patterns: Strict hierarchy

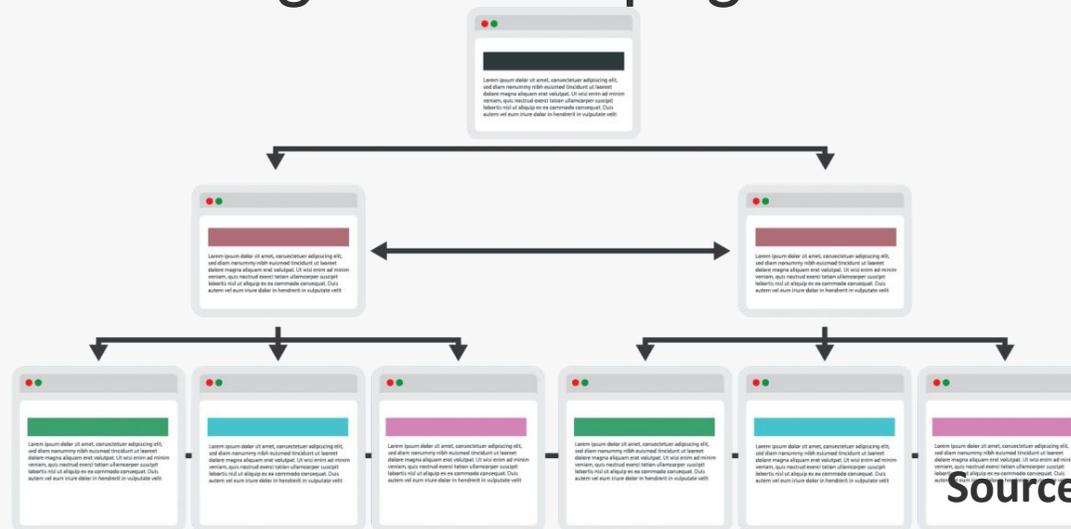
- IA design pattern that is generally used by large websites (mainly e-commerce).
- In this type of IA pattern, the main page or the home page has the sub-pages linked to it.
- Each subpage that acts as the parent page has its own web pages that are generally called the child page.
- The child page is only linked to its parent pages, not to other pages on the website.





# IA patterns: Co-existing hierarchies

- The Co-existing hierarchies pattern act as the alternative to a strict hierarchy pattern where the main menu or the home page has the subpage (parent) and every parent page has the child page.
- in co-existing hierarchies pattern, the child page can be easily accessed from other parent pages and also for the higher-level pages.



Source: altexsoft.com





# The importance of IA (part

- 1) • The information architecture helps in organizing and labeling your website for better usability and find-ability
- A well-planned website structure will allow your site visitors to identify how they can navigate your website, find the right information and perform different functions in your website.
- It can include a number of things like the menu of your website, language used in it, organization of the pages, information, and many more.





# The importance of IA (part

- ## 2)
- Well-planned information architecture can enhance the whole website user experience whereas ignoring to create a proper IA can never help you to accomplish the desired goal.
  - A good IA has become essential as it offers a competitive advantage over others
  - A good user experience starts with a good design and well-planned information architecture.
  - With good information architecture, you can make things easy for your site visitors as they can quickly access the information on your website.





# The importance of IA: clear scope

IA offers clear scope of the project

- The information architecture you create and offer acts as the blueprint of your website that allows you to map the interaction pattern and path of your website
- The more clarity you have about the website you are going to create the more effective and lucrative results you will be able to produce.
- information architecture allows you to check how deep the UX is and the different decision layers and levels present in the product.





# The importance of IA: avoids gap

IA avoids and Correct Content Gap

- arrange the content in your website in a logical way
- identify what content might be lacking
- what content fits where in your website design
- identify the areas having duplication, without content, intuitive control
- it helps in avoiding and correcting the content as the IA is solely based on improving your website content





# The importance of IA: complete view

IA helps in getting a complete view of product ins and outs

- The information architecture acts as the foundation of the website design process.
- It helps in-house marketers, content developers, and stakeholders to get a basic understanding of the website.
- IA is considered as the main tool that can help markets to build a strong marketing strategy for the website.
- It acts as the blueprint or we can say the map of the interaction path.





# The importance of IA: migration framework

IA act as the framework for the migration process

- The complete information architecture of your website can look a lot like a spreadsheet.
- There are high chances that it can actually be a spreadsheet with rows of information and columns of details about your whole website.
- During the redesign process, you can add another column in the spreadsheet which can be called the migrator.
- This way you can make your IA more effective and it will act as the framework for the migration process





# Principles of IA

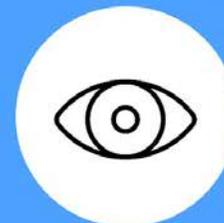
## 8 principles of information architecture



OBJECTS



CHOICES



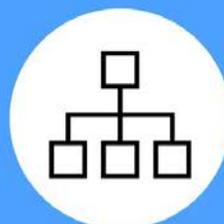
DISCLOSURE



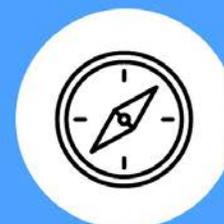
EXEMPLARS



FRONT DOORS



MULTIPLE CLASSIFICATIONS



FOCUSED NAVIGATION



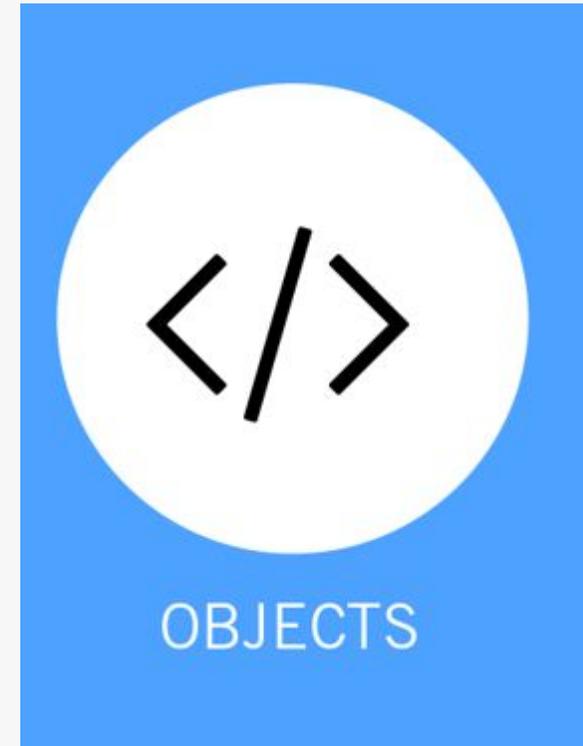
GROWTH

Source: [careerfoundry.com](https://www.careerfoundry.com)



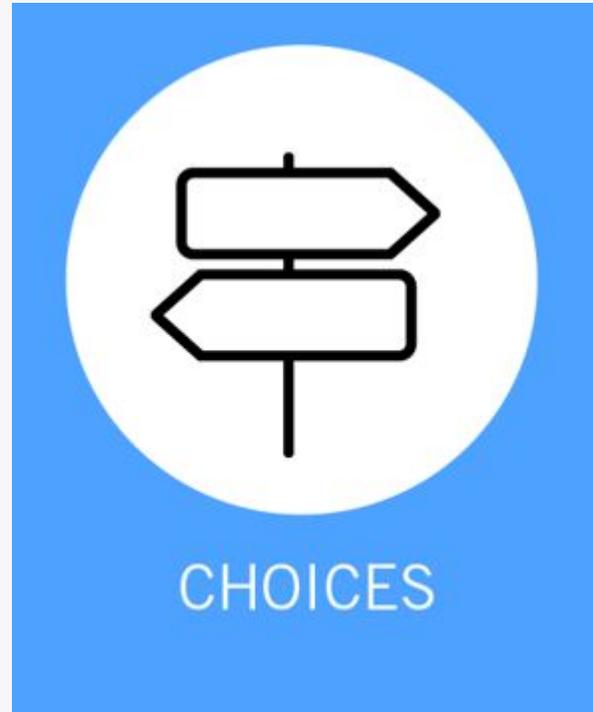
# Principles of IA : Object

- the content in your website has a lifecycle, attribute, and behavior
- when you create the information architecture you need to understand the information of the content for the website





# Principles of IA : Choice



- keep the choices minimal for better results.
- When it comes to websites, less is considered more.
- Keeping the number of choices to a minimum can help you to engage more site visitors and drive more results from the website.

# Principles of IA : disclosure

- The principle of disclosure allows you to show the preview of the information using which your site visitors get a better understanding of what type of content they are going to find if they dig down more into the information.





# Principles of IA : exemplars



- Considering this particular principal in your website will allow you to highlight the example of the content while describing the content of the category.
- while designing the information architecture for your website make sure you consider the principle of examples for better results.

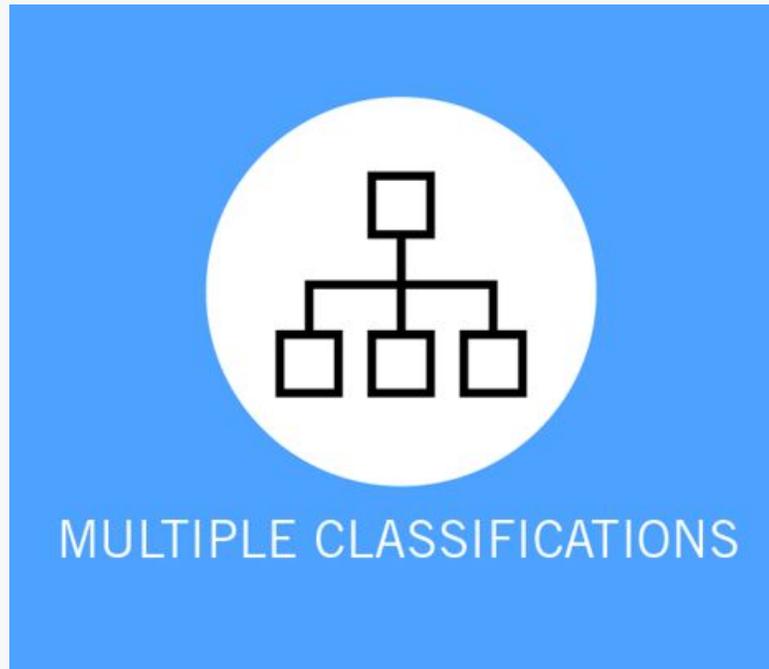
# Principles of IA : front doors

- If you are running the website for a long time then you must be aware of the fact that your homepage will not only be the front door of your website.
- Your site visitors can land on your website from any page that means all the top pages in your website can act as the entry point.





# Principles of IA : multiple classifications



- Considering this particular principle while designing the information architecture of your website will allow you to offer different classification schemes to browse the website content.
- This way you will be making your website content more accessible.

# Principles of IA : focused navigation

- Not to mention but the navigation of your website can make and break your business.
- By considering navigation while designing your website will allow you to make the navigation simpler and avoid mixing different things.





# Principles of IA : growth



- Last but not least, while creating the website information architecture make sure the content and other parts of your website are easily scalable.

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# Content Management Systems for B2B Websites





# Introduction to E-Business (part 1)

Three Definitions of an E-Business (EB):

- “Using **Internet** technologies to transform **key business processes.**” (IBM)
- “E-business is the application of **new technologies** and processes to enhance, evolve and often replace traditional **ways of doing business.**” (PWC)
- “The transformation of key business processes through the use of Internet technologies.” (Oracle)





# Introduction to E-Business (part 2)

Three Definitions of an E-Commerce (EC):

- “**Business processes** which shift transactions to the **Internet** or some other non-proprietary, Web-based system” (US Dept of Commerce)
- “E-commerce using the **Internet** is a new way of advertising, buying, selling and, in some cases, delivering goods and services.” (DCITA, AU Gov)
- “Doing **business** electronically” (Association for Electronic Commerce)





# Introduction to E-Business (part 3)

EC & EB the same? Some say yes, some say no.

- **YES camp:** “To many people, the term electronic commerce... some people and businesses use the term electronic business... In this book, we will use the term electronic commerce in its broadest definition.” (Electronic Commerce, Schneider & Perry)
- **NO camp:** We define e-commerce as buying and selling over digital media. e-Business, in addition to encompassing e-commerce, includes both front- and back-office applications that form the engine for modern business. e-Business is not just about e-commerce transactions; it's about redefining old business models, (E-Business: Roadmap for Success, Kalakota et al.)



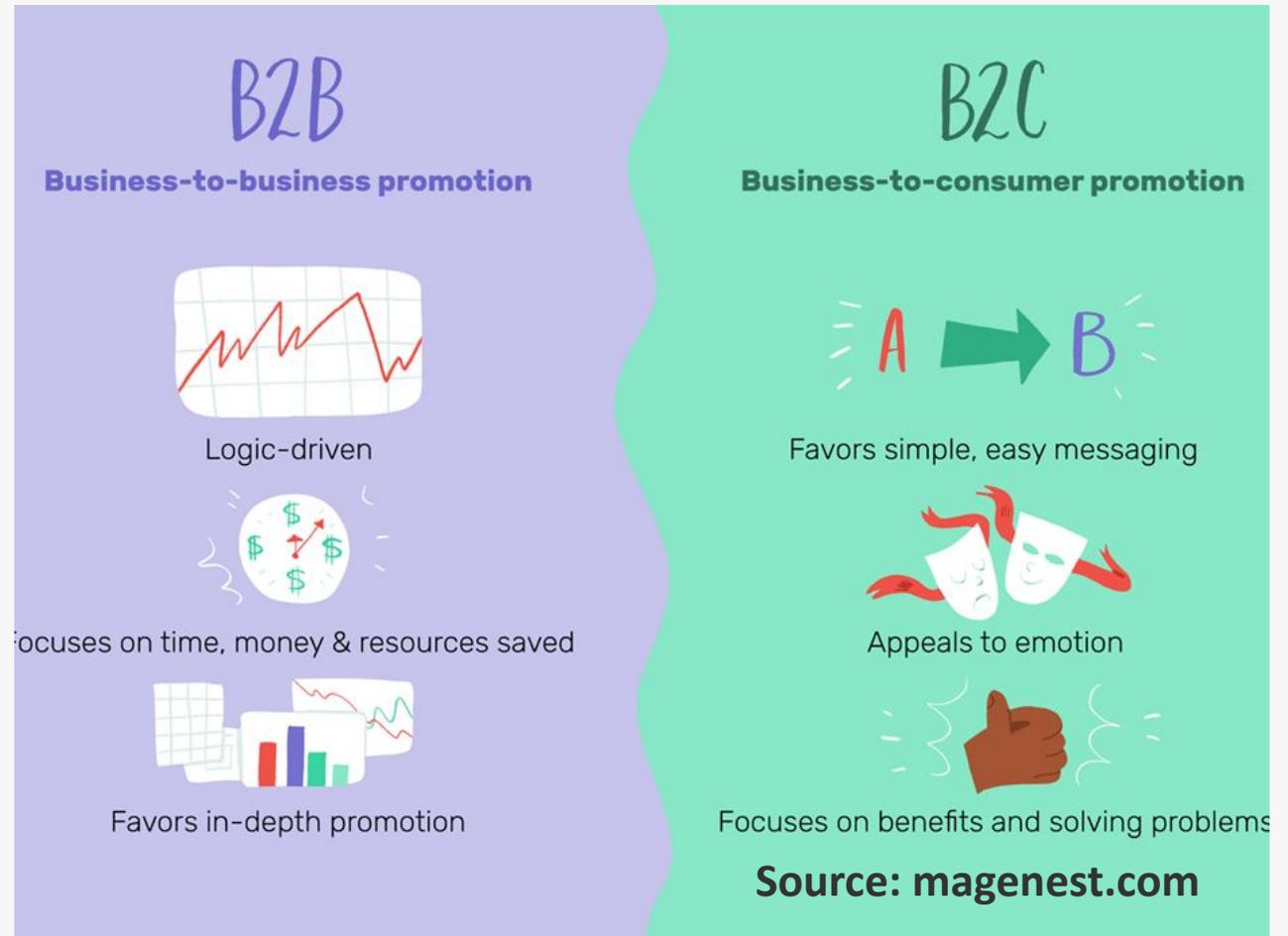


# Introduction to E-Business (part 4)

B2B vs B2C

Industry divides electronic commerce into two main categories:

1. Business-to-business (B2B)
2. business-to-consumer (B2C)





# Introduction to E-Business (part 5)

## B2B

- **Business-to-business** implies the selling of products and services between corporations and the automation of systems via integration.
- This category of commerce typically involves suppliers, distributors, manufacturers, stores, etc.
- Most of the transactions occur directly between two systems.





# Introduction to E-Business (part 6)

B2C

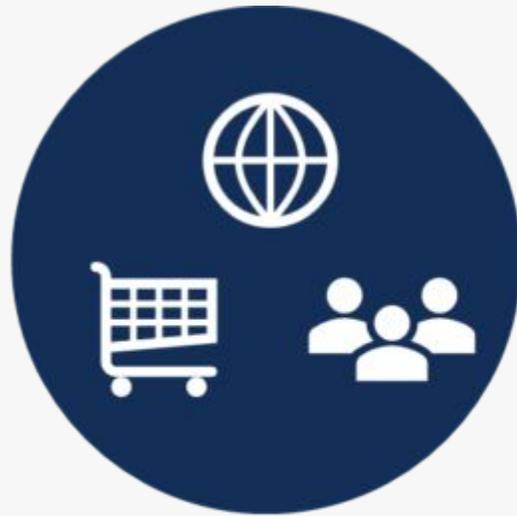
- **Business-to-consumer** commerce involves interactions and transactions between a company and its consumers.
- Focus is placed on selling goods and services, and marketing to the consumer.
- Their main focus is to sell to consumers via the Internet.
- A shorter definition: B2C is the retailing part of e-commerce on the Internet.





# Introduction to E-Business (part 7)

Types of e-commerce



## Online Marketplaces

Third-party business-to-customer (B2C) or customer-to-customer (C2C)



## Retail Sales

Directly to customers



## Business-to-Business (B2B)

Source: ecomnews.in



# Business-to-Business

## B2B forecast

**9.8%**  
CAGR

The B2C E-commerce market size to grow from USD 4.03 Trillion in 2021 to USD 6.43 Trillion by 2026 at a Compound Annual Growth Rate (CAGR) of 9.8% during the forecast period.



### APAC

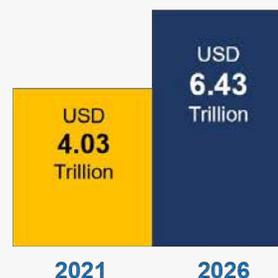


- The increased usage of social media
- Widespread provision of smartphones



**6.43**  
USD Trillion  
2026

**4.03**  
USD Trillion  
2021



- The rising technology usage
- The increase in global per capita income



By Type (B2C Retailers, Classifieds), By Application (Automotive, Beauty & Personal Care, Books & Stationery, Consumer Electronics, Clothing & Footwear, Home Décor & Electronics, Sports & Leisure, Travel & Tourism, Media & Entertainment, Information Technology (Software), Others), By Region (North America, Asia Pacific, CSA, Europe, and the Middle East and Africa)



Top players in the market have adopted product launch, enhancement and showcase, as their growth strategy to increase their visibility in the industry



ALIBABA GROUP HOLDING LIMITED, Amazon.com, Inc., ASOS, eBay Inc., Flipkart Internet Private Limited, JD.com, Inc., MakeMyTrip Pvt.Ltd., OLX, PayPal Holdings, Inc., Craigslist, Inc., among others, are the major companies competing in the market



# B2B online marketplace (part 1)

- Many companies such as Amazon or Alibaba are expanding their B2B operations following either the direct model or the marketplace model.
- An online marketplace is a platform where multiple vendors can offer products or services alongside their competitors.
- By using this kind of B2B website, buyers can gain more choice, value, and greater efficiency, while sellers gain access to a broader pool of buyers—without the burden of marketing or technology of operating a standalone site





## B2B online marketplace (part 2)

- The self-service, digitally sourced environments created by B2B marketplace websites can eradicate most of the weaknesses of SMEs and make it easier to improve the customer experience by making transactions simpler and more transparent.
- Many buyer companies prefer traditional offline transaction models mainly because they need to take into account the complex legacy technology environments, organizational structures and surrounding information security before they turn to digital platforms





## B2B online marketplace (part 3)

- Accenture's study (2018) shows that 61% of B2B transactions globally have a digital presence even if the actual purchase ends up offline.
- more B2B companies to put their online business as their heart of strategy and expand the global B2B e-commerce market size at a compound annual growth rate of 17.5% to reach USD 20.9 trillion by 2027 (Grandviewresearch, 2021).





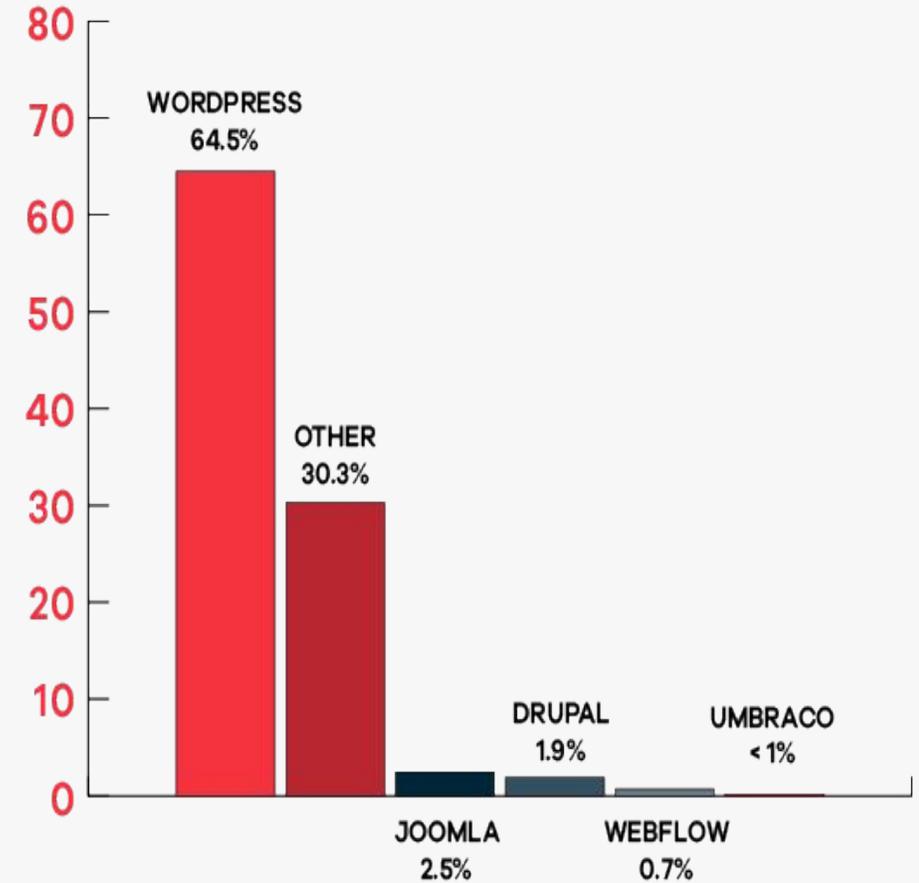
# Content Management System

- a software system that manages the content, and refers to software that provides a manageable system for recording, updating, and retrieving content.
- A content management system covers the life cycle of web pages from creation to extinction and allows website owners, who are not necessarily familiar with the specialized topics of the internet, web, and web programming, to manage their website professionally.





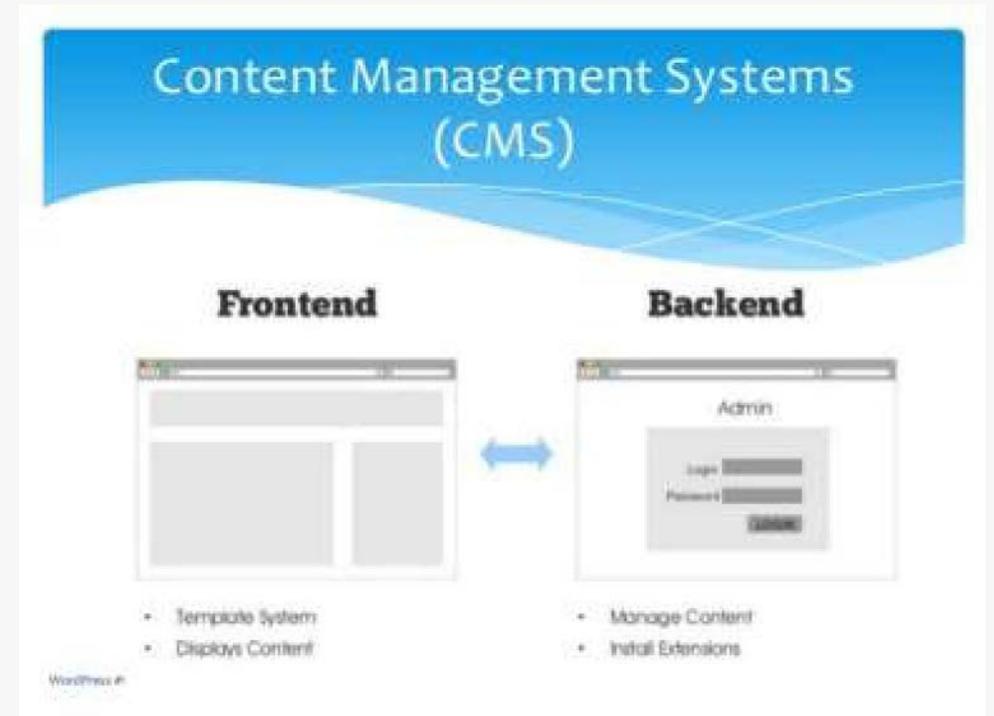
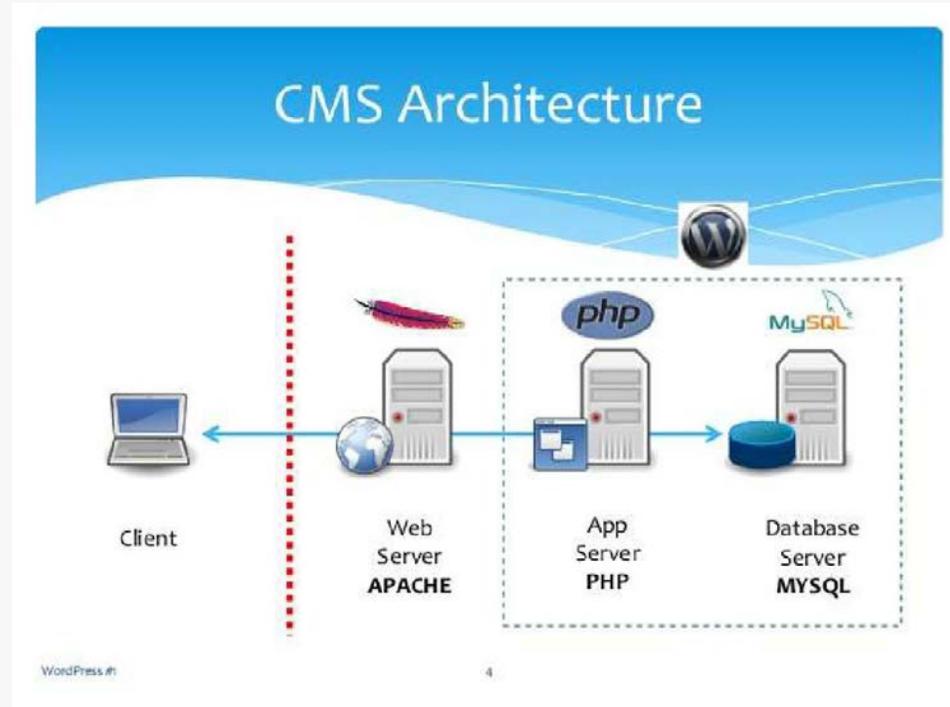
# Popular CMS Platforms



Source: navaweb.com



# CMS Architecture





# CMS Platform: WordPress (part 1)

- is a content management system and a web application.
- has a powerful core and is the most popular software in the field.
- is written in PHP based on the MySQL database, so you can drag and drop and also add your code to it.
- web application is open source, and its core has been developed by different people.





# CMS Platform: WordPress (part 2)

- WordPress is one of the most popular content management systems in the world. Therefore, this CMS is one of the most stable and secure content management systems in site design.
- The followings section is about building a website with WordPress
  - Personal WordPress site design
  - WordPress news site design
  - Corporate WordPress site design
  - WordPress online store design
  - WordPress designing and gallery sites, etc.





# CMS Platform: WordPress (part 3)

- WordPress is designed to be installed on hosts.
- In addition, users can install WordPress in various ways.
- To run WordPress users need PHP, MySQL, a web server, and WordPress itself.
- there are many free packages for installing WordPress on Windows these packages will take the hassle out of installing the tools user need. Tools like PHP, MySQL, web server, etc. These simple programs allow us to use WordPress on any kind of Windows.





# WordPress user's access (part 1)

- There are many layers and levels of interactivity all over WordPress.
- The actual website is the frontend that the visitors can only experience.
- The website admin has access to the WordPress dashboard where he can control and manipulate the backend and database.
- A user must be authorized by the main admin with a valid username and password to get access to the administrative layer.





## WordPress user's access (part 2)

- There are several roles such as Administrator, Editor, Author, Contributor, Subscriber, Customer and Shop Manager that can be assigned by the main admin to anyone.
- According to their role, users can have limited activity in the administrative panel.
- Administrator is at the top of the hierarchy who can access everything in the backend.
- Web admin can assign a user as shop manager to add, modify and delete product in a e-commerce or in a B2B WordPress back-end.





# WordPress dashboard (part 1)

The screenshot shows the WordPress dashboard for a site named 'Wordinance'. The browser address bar shows 'wordinance.com/wp-admin/index.php'. The dashboard includes a sidebar menu with options like Dashboard, Home, Updates, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area features a 'Welcome to WordPress!' message with a 'Dismiss' button. Below this are three sections: 'Get Started' with a 'Customize Your Site' button, 'Next Steps' with links to write a blog post, add an About page, set up a homepage, and view the site; and 'More Actions' with links to manage widgets, turn comments on/off, and learn more. At the bottom, there are 'At a Glance' statistics (1 Post, 1 Page, 1 Comment) and a 'Quick Draft' form with a 'Save Draft' button. The footer shows 'WordPress 5.1.1 running Twenty Nineteen theme.' and 'Activity' with 'Recently Published'.

Source: wordpress.org



# WordPress dashboard (part 2)

- WordPress dashboard is an interface where all necessary options are listed to add functionalities to a website. These are the main options available in WordPress such as Post, Media, Pages, Comments,
- Appearance, Plugins, Users, Tools, and Settings. Post, media, pages and comments are directly related with content creation.
- Users, tools and settings are used to define preferences of authority, data transfer and custom operations.





# WordPress Appearance

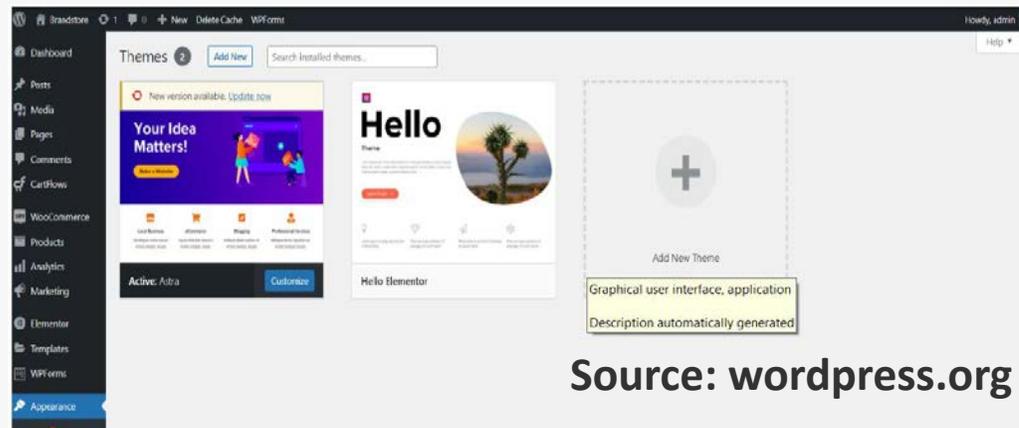
- In a website, contents are usually published in a pre-designed template.
- pre-designed templates are known as Theme in WordPress community.
- Most of themes are highly customizable in WordPress.
- In WordPress dashboard, theme is found in the appearance tab.
- Theme dictates how a website will look like in the front-end.





# WordPress Template selection

- After installing WordPress on the host, users can change the site according to their needs and taste.
- The user needs to set a suitable template for the site according to the type of site and field activity.
- Also, some plugins can be used to build the theme from scratch or customize the theme that user use from the themes store (Blocksy and Elementor)





# WordPress Themes

- Appearance includes five functionalities in WordPress such as Theme, Customized, Widgets, Menus, Background and Theme Editor.
- WordPress theme can be installed from theme directory in Theme option of the dashboard or purchased more advanced premium quality theme from third party.
- Though there are thousands of free and high-quality themes in WordPress theme directory, similar to plugin search.
- WordPress theme can be found by three main categories such as subject, feature and layout.





# WordPress functionality

- WordPress ecosystem contains functionality paradigm which is also known as a plugin.
- Plugins are software applications that allow to add a range of features, especially related to the functionalities of the website.
- There are more than 49,000 plugins listed in WordPress plugin directory.
- Additionally, there are also thousands of third-party plugins as well
- WordPress has become a very powerful content management system and application framework.





# WordPress customization by plugins

- By installing plugins users can easily add additional functions to an online store.
- Plugins are like apps, as they provide extra features and elements to a site, and they are useful for personalizing the store or filling in performance gaps.
- In this step, users need to add desired features and characteristics to our WordPress site by using plugins.
- Plugins are also found in both free and chargeable versions.





# WordPress Widgets

- A widget in WordPress is a small block that is responsible for a specific functionality.
- Widgets can be used in only widget-ready areas in a website such as left sidebar, right sidebar and footer area.
- Widgets are normally dragged and dropped in a widget-ready area.
- The list of all available widgets is found in appearance and then in Widgets in WordPress Dashboard.





# WordPress Widgets Area

The screenshot shows the WordPress admin dashboard for a site named 'Wordinance'. The left sidebar menu is expanded to 'Appearance', with 'Widgets' selected. The main content area is titled 'Available Widgets' and contains a grid of widget options:

- Archives**: A monthly archive of your site's Posts.
- Audio**: Displays an audio player.
- Calendar**: A calendar of your site's Posts.
- Categories**: A list or dropdown of categories.
- Custom HTML**: Arbitrary HTML code.
- ET About Me Widget**: Displays About Me Information.
- ET AdSense Widget**: Displays AdSense Ads.
- ET Advertisement**: Displays Advertisements.
- Gallery**: Displays an image gallery.
- Image**: Displays an image.
- Meta**: (No description visible)
- Navigation Menu**: (No description visible)

On the right side, there are several widget areas for configuration:

- Sidebar**: A large empty area for sidebar widgets.
- Footer Area #4**, **Footer Area #5**, and **Footer Area #6**: Three footer widget areas.
- Footer Area #1**, **Footer Area #2**, and **Footer Area #3**: Three footer widget areas.

At the bottom right, there is a section for creating new widget areas:

*Here you can create new widget areas for use in the Sidebar module.  
Note: Naming your widget area "sidebar 1", "sidebar 2", "sidebar 3", "sidebar 4" or "sidebar 5" will cause conflicts with this theme.*

**Widget Name**

Source: woocommerce.com



# WooCommerce

- WooCommerce is a free eCommerce plugin that allows you to sell anything, beautifully.
- With WooCommerce, you can sell both physical and digital products in all shapes and sizes, offer product variations, complex configurations, and instant downloads to your customers, and even sell affiliate goods from online marketplaces.





# Is WooCommerce a B2B?

- WooCommerce is a great platform for B2C businesses, it can also be used for B2B companies.
- If you are selling products or services to other businesses, then WooCommerce can be a great option.
- There are a few things to keep in mind when using WooCommerce for a B2B website, such as:
  - Make sure your products and pricing are displayed correctly
  - Use the right shipping methods for business customers
  - Set up payment methods that are commonly used by businesses





# Wordpress Plugin: WOOcommerceB2B

all-in-one plugin for resellers to make WooCommerce compliant with Business-to-Business needs and turn it into a successful B2B or hybrid B2C/B2B shop



Source: [woocommerce-b2b.com](http://woocommerce-b2b.com)



# WooCommerceB2B features (part 1)

All the functionality needed for a successful wholesale e-commerce, in only one solution

 <b>Customer groups</b> Organize your customers in groups and assign specific rules to manage them easily.	 <b>B2B dedicated prices</b> Assign different prices to each product and offer personalized price lists by customer group.	 <b>Prices by quantity</b> Offer discounted prices by cart quantity to your customers based on groups.	 <b>Hidden prices and stocks</b> Hide prices to all products to unregistered customers. Hide single product prices/stocks by group.
 <b>Group discount percentage</b> Offer different discount percentage by customer group.	 <b>Product categories visibility</b> <span>Updated</span> Hide entire product categories and their products based on customer group.	 <b>Recommended retail price (RRP)</b> Add default regular price as RRP to B2B customers.	 <b>Barcode management</b> Add barcode to products and show in single product page
 <b>Pages visibility</b> Hide pages based on customer group.	 <b>Guest access restriction</b> Prevent access to shop pages to unregistered customers.	 <b>Check unpaid orders</b> <span>New</span> Prevents new orders if customer has previous unpaid orders.	 <b>Shipping methods control</b> Enable or disable shipping methods or their specific instances to specific groups.

Source: [woocommerce-b2b.com](https://woocommerce-b2b.com)



# WooCommerceB2B features (part 2)



## Payment methods control

Enable or disable payment methods to specific groups.



New

## Purchase order payment

Allow your customers to checkout entering purchase order number provided by you in a manual agreement



## Invoice payment

Allow your customers to checkout without immediate payment.



## Quotation system

Allow customers to make quote requests and manage them.



## Quotation notifications

Send email to admin on new quote request, send email to customer on new quote request, send email to customer on processed quotation.



## Separate B2B registration

Create different login/registration pages for each group



## Approve registration

Decide which customers allow to buy from your store, enabling the accounts you deem appropriate, according to customer group.



## Extended B2B registration

Add billing fields to registration form.



## Tax exemption

Assign tax exemption to groups to allow your customers to purchase with zero tax.

Assigning tax exemption by country.



## Tax application

Display prices tax included or tax excluded according to customer group.

Display price suffix according to customer group.



## Email for invoices

Add an additional field in which customers can communicate email address where they prefer to receive invoices.



## VAT support

Add VAT number field in billing and registration with EU VAT number validation by VIES

Source: [woocommerce-b2b.com](http://woocommerce-b2b.com)





# WooCommerceB2B features (part 3)



## Terms and conditions

Apply different and custom terms and conditions for each group.



## Min purchase amount

Set a minimum purchase amount to purchase specific for each group.



## Packaging fee

Add a packing fee to orders according to customer group.



## Live search

Live search allow to instant get product by title or sku, with a quick add to cart button.



## Search by SKU

Allow to search products and variations by SKU.



## Quick orders

Customers can place orders quickly with a simple CSV file.



## Coupons rules

Restrict coupons usage by customer group.  
Restrict coupons usage by customer total spent.



## Min/Max product quantity

Set a minimum/maximum purchase quantity specific for each product, based on customer group.



## Package quantity

Set packaging quantity for each product that can be purchased only in established incremental quantity, based on customer group.



## Email notifications

Send approval notification to your customers, send new customer registration notification to shop admin.



Updated

## The best user experience

Thank you page preview from admin  
Shippings table preview in product  
Product sales number in product  
Shows if product has already been purchased  
Groups bulk edit



## Special groups

Group to add specific rules to guest customers, automatic default group assignment on registration.

Source: [woocommerce-b2b.com](http://woocommerce-b2b.com)





# WooCommerceB2B - Configuration

Define your store's behavior and rules by configuring WooCommerce B2B to your specific needs:

The screenshot shows the WordPress dashboard with the WooCommerce B2B configuration page open. The left sidebar contains navigation menus for Dashboard, Posts, Media, Pages, Comments, WooCommerce, Home, Orders (1), Reports, Settings, Status, Extensions, Preview Emails, Products, Marketing, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'B2B' and has a sub-header with tabs for General, Products, Tax, Shipping, Payments, Accounts & Privacy, Emails, Integration, Advanced, and B2B (highlighted with a red box). Below the tabs is the 'WooCommerce B2B' logo and a navigation bar with links for Settings, Status, Docs, FAQs, Snippets, and Support. The 'GENERAL SETTINGS' section includes a description: 'This section controls general options to manage your shop.' It contains two settings: 'RESTRICTED CATALOG' with a checkbox for 'Restrict catalog visibility to logged in customers' (unchecked) and a note 'Redirect not logged in users to login page to have a restricted access'; and 'QUICK ORDER PAGE' with a dropdown menu set to 'Quick order' and a note 'Page to use for quick orders. Remember to add the shortcode [wcb2bquickorder].'. The 'PRODUCTS SETTINGS' section includes a description: 'This section controls product and product categories options to manage prices and visibility.' It contains two settings: 'HIDE PRICES' with a checked checkbox for 'Hide prices for not logged in customers to all products' and a note 'Price is replaced by a message linked to login page.'; and 'RRP' with a checked checkbox for 'Show recommended retail price (RRP)' and a note 'Show default product regular price as recommended retail price (RRP) to customers belonging WooCommerce B2B groups.'

Source: [woocommerce-b2b.com](https://woocommerce-b2b.com)



# WooCommerceB2B - GROUPS

Create one or more groups, depending on your project, useful for grouping your customers and define specific rules for each group:

The screenshot shows the 'Groups' management page in the WooCommerce B2B interface. The 'Add New' button is highlighted with a red box. The table below lists the existing groups:

<input type="checkbox"/>	Title	Discount	Min purchase amount	Packaging fee	Allowed payment methods	Allowed shipping methods
<input type="checkbox"/>	Duty free		0	%	Direct bank transfer Cash on delivery Invoice payment Purchase order Quotation request	Flat rate Free shipping Local pickup
<input type="checkbox"/>	Partners	1%	200	5%	Direct bank transfer Cash on delivery Invoice payment Purchase order Quotation request	Flat rate Free shipping Local pickup
<input type="checkbox"/>	Resellers		100	3	Direct bank transfer Cash on delivery Invoice payment Purchase order Quotation request	Flat rate Free shipping Local pickup
<input type="checkbox"/>	Suppliers	5%	100	2	Direct bank transfer Invoice payment Purchase order Quotation request	Flat rate Free shipping Local pickup
<input type="checkbox"/>	Guest		100	5	Direct bank transfer Cash on delivery Invoice payment Purchase order	Flat rate Local pickup

Source: [woocommerce-b2b.com](https://woocommerce-b2b.com) 5 items



# WooCommerceB2B - CUSTOMERS

Decide which group to assign your customers to, in order to apply the rules configured for each group. You can do this in several ways:

The screenshot displays the 'Edit User John Smith' interface in the WooCommerce B2B plugin. The left sidebar contains navigation options: Dashboard, Posts, Media, Pages, Comments, WooCommerce, Products, Marketing, Appearance, Plugins, and Users. The 'Users' section is active, showing 'All Users', 'Add New', 'Profile', and 'All Groups'. The main content area is titled 'Edit User John Smith' and includes an 'Add New' button. A dropdown menu for 'USER GROUP' is open, showing options: -- None --, Duty free, Guest, Partners (selected), Resellers, and Suppliers. Below this, the 'USER STATUS' section shows 'Status' set to 'Active'. The 'LIMITS' section includes an 'Unpaid amount limit' field. The 'STATISTICS' section displays a table with the following data:

Statistic	Value
Total spent	\$0.00
Total orders	3
Unpaid amount	\$2,762.10

Source: [woocommerce-b2b.com](http://woocommerce-b2b.com)



# WOOcommerceB2B - PRODUCTS

For each product, you can apply group-specific rules. You can do this in several ways:

The screenshot shows the 'Edit Product' page for 'Beanie with Logo'. The 'WOO B2B' section is highlighted with a red box. It contains the following fields and options:

- WOO B2B** (plugin name)
- INVENTORY**
  - Barcode field (Product barcode number (EAN/IAN/GTIN))
- DUTY FREE GROUP PRICES**
  - HIDE PRICE**
    - Hide product price for this specific group
  - HIDE STOCK**
    - Hide product stock for this specific group
- REGULAR PRICE** (20)
- SALE PRICE** (18)

Source: [woocommerce-b2b.com](https://woocommerce-b2b.com)



# WOOcommerceB2B - INVOICE PAYMENT

"Invoice payment" payment gateway allow your customers to checkout without immediate payment. It can be enabled based on shipping method chosen by customer.

### Billing details

First name \*  Last name \*

Company name (optional)

Vat number (optional)

Country / Region \*

Street address \*

Apartment, suite, unit, etc. (optional)

Town / City \*

County (optional)

Postcode \*

### Your order

Product	Subtotal
Beanie × 1	\$120,00 (incl. tax)
<b>Subtotal</b>	\$120,00 (incl. tax)
<b>Shipping</b>	Flat rate: \$60,00 (incl. tax)
<b>Packaging fee</b>	\$17,49
<b>Total</b>	<b>\$197,49</b> (includes \$30,00 Tax)

Cash on delivery

Waiting payment

Invoice payment

Thank you for your order. You'll be invoiced soon.

Your personal data will be used to process your order.



# WooCommerceB2B - PURCHASE ORDER

"Purchase order" payment gateway adds a field to checkout where your customer enters in their purchase order number (provided by you directly to customer in a manual agreement).

The screenshot displays a checkout page with two main sections: 'Billing details' and 'Your order'.

**Billing details:**

- First name: Jane
- Last name: Doe
- Company name (optional):
- Email address for invoices: invoices@woocommerce-b2b.com
- Vat number (optional):
- Country / Region: United Kingdom (UK)
- Street address: Trafalgar Square, 1
- Apartment, suite, unit, etc. (optional):
- Town / City: London
- County (optional):

**Your order:**

Product	Subtotal
Beanie with Logo × 1	\$18,00
<b>Subtotal</b>	\$18,00
<b>Shipping</b>	Flat rate: \$50,00
<b>Tax</b>	\$13,60
<b>Total</b>	\$81,60

Below the order summary, there are three radio button options for the payment gateway:

- Quotation request
- Invoice payment
- Purchase order

The 'Purchase order' option is selected and highlighted with a red box. Below it is a text input field for the 'Purchase order number'.

Source: [woocommerce-b2b.com](https://woocommerce-b2b.com)



# WooCommerceB2B - QUICK ORDER PAGE

Allow your customers to make large orders simply with a CSV file upload. WooCommerce B2B automatically create a new page named "Quick orders" as draft with the proper shortcode [wcb2bquickorder].

**WooCommerce B2B** Search products...

Homepage Cart Shop My account Categories ▾ \$314,00 8 items

Home > Quick order

3x Woo-tshirt-logo added to cart  
5x woo-belt added to cart

Search product Search products...

Quick order Scegli file | Nessun file selezionato

Process now Proceed to checkout

Product categories

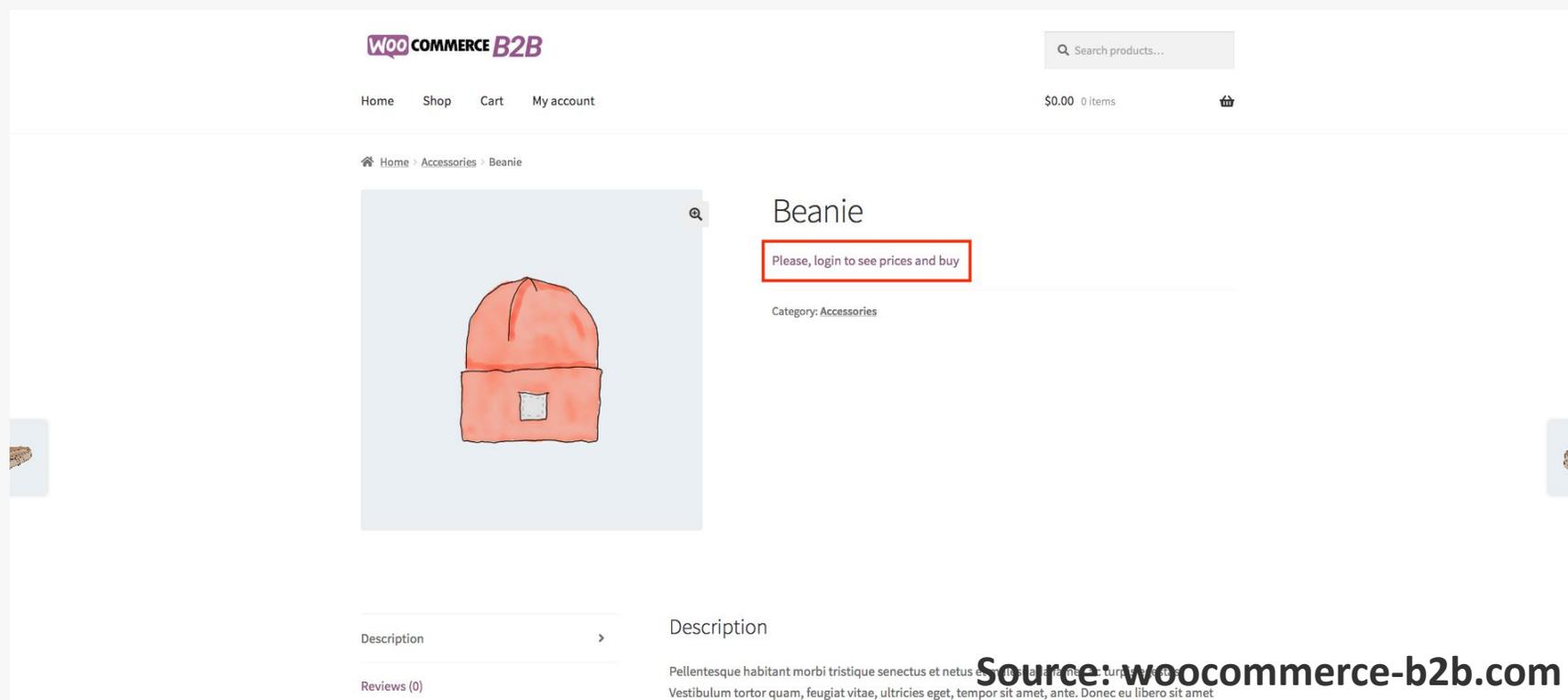
- Clothing (13)
- Decor (2)
- Music (3)

Source: woocommerce-b2b.com



# WooCommerceB2B - HIDE PRICES

Removes the possibility of viewing the prices of the products for non-logged in customers, replacing the price with the message "Please, login to see prices and buy" linked to the login page.



Source: [woocommerce-b2b.com](http://woocommerce-b2b.com)



# WooCommerceB2B - RRP

Show default product regular price as recommended retail price (RRP) to customers belonging WooCommerce B2B groups (excluding GUEST default group) in single product page.

The screenshot displays the WooCommerce B2B interface for a product named 'Beanie'. The product is shown with a price of \$15,00. A red box highlights the 'Recommended retail price: \$20,00' field. The page includes a search bar, navigation links (Home, Shop, Cart, My account), and a cart icon showing \$0,00 and 0 items. The product description area is partially visible at the bottom.

WooCommerce B2B

Search products...

Home Shop Cart My account \$0,00 0 items

Home > Clothing > Accessories > Beanie

Beanie

\$15,00

Recommended retail price: \$20,00

This is a simple product.

1 Add to cart

SKU: woo-beanie  
Category: Accessories

Description > Description

Source: [woocommerce-b2b.com](https://woocommerce-b2b.com)



# WooCommerceB2B - BARCODE

Show product barcode in single product page.

You can customize barcode displaying by using dedicated hooks

```
apply_filters( 'wcb2b_show_barcode', $display, $product_id )
```

The screenshot shows a product page for 'T-Shirt with Logo' on a WooCommerce B2B site. The page features a green t-shirt with a yellow smiley face logo. The price is \$17,00, with a recommended retail price of \$18,00. A 'SALE!' badge is present. The quantity is set to 20, and there is an 'Add to cart' button. Below the product details, a barcode is displayed with the value 0123456789. The source is identified as woocommerce-b2b.com.

WooCommerce B2B

Search products...

Homepage Cart Shop My account Categories

\$0,00 0 items

Home > Clothing > Tshirts > T-Shirt with Logo

SALE!

T-Shirt with Logo

~~\$18,00~~ \$17,00

Recommended retail price: \$18,00

This is a simple product.

20 **Add to cart**

You must purchase at least 20 of this product

This product can be purchased by increments of 10

Barcode: 0123456789  
SKU: Woo-tshirt-logo  
Category: Tshirts

Source: [woocommerce-b2b.com](https://woocommerce-b2b.com)



# WooCommerceB2B - PRICES RULES

Price rules allow you to offer your customers different prices depending on the group they belong to. For more flexibility, you can apply several options

		Option1	Option2	Option3
<b>Customer1</b> (Partners)	<b>Product1</b>	90 (Partners dedicated price)	85 (Default price - 15%)	76,5 (Partners dedicated price - 15%)
	<b>Product2</b>	200 (no Partners dedicated price => default price)	170 (Default price - 15%)	170 (no Partners dedicated price => default price - 15%)
	<b>Product3</b>	300 (no Partners dedicated price => default price)	255 (Default price - 15%)	255 (no Partners dedicated price => default price - 15%)
<b>Customer2</b> (Suppliers)	<b>Product1</b>	80 (Suppliers dedicated price)	100 (Default price - 0%)	80 (Suppliers dedicated price - 0%)
	<b>Product2</b>	180 (Suppliers dedicated price)	200 (Default price - 0%)	180 (Suppliers dedicated price - 0%)
	<b>Product3</b>	300 (no Partners dedicated price => default price)	300 (Default price - 0%)	300 (no Suppliers dedicated price => default price - 0%)
<b>Customer3</b> (Resellers)	<b>Product1</b>	70 (Resellers dedicated price)	90 (Default price - 20%)	63 (Resellers dedicated price - 10%)

Source: [woocommerce-b2b.com](http://woocommerce-b2b.com)





# WOOcommerceB2B - ALREADY BOUGHT

If customer has already purchased a product in the past, an "Already bought" message is displayed on product detail page after "Add to cart" button.

**T-Shirt**  
\$18.00  
This is a simple product.

1   
**You have already purchased this product before!**

SKU: woo-tshirt  
Category: Tshirts  
Sales: 1

Description	Zone name	Shipping method	Cost
Additional information	Europe	Flat rate (EU)	\$40.00
Reviews (0)	United States (US)	Flat rate (US)	\$20.00
Shipping Informations >		Local pickup	\$0.00

Product categories:  
Clothing (14)  
Accessories (5)  
Hoodies (3)  
Tshirts (5)  
Decor (1)

Pages:  
Aufsteck-Stromwandler  
Cart  
Checkout  
Hidden page  
Live search  
My account  
Privacy Policy  
Quick order  
Readme  
Resellers login  
Shop

Source: woocommerce-b2b.com



# WOOcommerceB2B - TOTAL SALES

Show the total number of product sales on the product detail page, after meta.

**T-Shirt**

\$18.00

This is a simple product.

1 [Add to cart](#)

You have already purchased this product before!

SKU: woo-tshirt  
Category: [Tshirts](#)  
Sales: 1

Description	Zone name	Shipping method	Cost
Additional information	Europe	Flat rate (EU)	\$40.00
Reviews (0)	United States (US)	Flat rate (US)	\$20.00
Shipping Informations >		Local pickup	\$0.00

Product categories

- Clothing (14)
- Accessories (5)
- Hoodies (3)
- Tshirts (5)
- Decor (1)

Pages

- Aufsteck-Stromwandler
- Cart
- Checkout
- Hidden page
- Live search
- My account
- Privacy Policy
- Quick order
- Readme
- Resellers login
- Shop

Source: woocommerce-b2b.com



# WOOcommerceB2B - SHIPPINGS TAB

Add an additional tab with shippings summary table on product detail page.

**T-Shirt**

\$18.00

This is a simple product.

1

You have already purchased this product before!

SKU: woo-tshirt  
Category: Tshirts  
Sales: 1

Description	Zone name	Shipping method	Cost
Additional information	Europe	Flat rate (EU)	\$40.00
Reviews (0)	United States (US)	Flat rate (US)	\$20.00
Shipping Informations >		Local pickup	\$0.00

Product categories

- Clothing (14)
- Accessories (5)
- Hoodies (3)
- Tshirts (5)
- Decor (1)

Pages

- Aufsteck-Stromwandler
- Cart
- Checkout
- Hidden page
- Live search
- My account
- Privacy Policy
- Quick order
- Readme
- Resellers login
- Shop

Related products

Source: woocommerce-b2b.com



# WooCommerceB2B - DISPLAY PRICES TAX

Allow to set price tax behavior by group. Display prices including tax or excluding tax according to customer group settings.

WooCommerce B2B

Search product

Home Shop Cart My account \$0.00 0 items

Home > Tshirts > Tshirt

Tshirt

\$16.36  
TAX EXCLUDED

1 Add to cart

Category: Tshirts

Description

Reviews (0)

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu

WooCommerce B2B

Search product

Home Shop Cart My account \$0.00 0 items

Home > Tshirts > Tshirt

Tshirt

\$18.00  
TAX INCLUDED

1 Add to cart

Category: Tshirts

Description

Reviews (0)

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu

Source: [woocommerce-b2b.com](http://woocommerce-b2b.com)



# WooCommerceB2B - SHOW CUSTOMER GROUP

Allow customers to see group assigned to them in their own account area.

WooCommerce B2B

Search products...

Home Shop Cart My account \$0.00 0 items

Home > My account

## My account

- Dashboard
- Orders
- Downloads
- Addresses
- Account details
- Logout

Hello customer (not customer? [Log out](#))

From your account dashboard you can view your [recent orders](#), manage your [shipping and billing addresses](#), and [edit your password and account details](#).

Your current group: B2B

© Demo 2020

Source: [woocommerce-b2b.com](https://woocommerce-b2b.com)



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# Module Evaluation (part 1)

YES

NO

1. an online presence reaches an enormous audience worldwide

2. platforms (Wix, Squarespace ,Weebly) usually offer the hosting and the administration functions

3. Website design is not important to the success of a website

4. most popular page layout patterns: Gutenberg diagram, F-pattern, Z-pattern

Reveal Answer



# Module Evaluation (part 2)

YES

NO

5. SDLC method for the design and developing process

6. The Waterfall model can be described as a linear model

7. The Agile model is not a mindset under which a project is undertaken

8. The concept of user-centered design had been created to meet the demands of business owners or organizations to raise the customer's value and loyalty

Reveal Answer





# Module Evaluation (part 3)

YES

NO

9.

user experience is acknowledged as a tool that helps developers or designers understand customers based on the interaction of people when interacting with a system

10

A UX strategy is a plan of actions designed to reach an improved future state of the organization's user experience over an established period of time

11

each user experience's theory does not focuses on managing interaction between design and user's perspective and expectation

12

user interface is a concept belonging to the information technology field with websites, applications, or software developments

Reveal Answer





# Module Evaluation (part 4)

YES

NO

13

As a functional and useful user interface design, it has the ability to guide users in the whole process of user flow in a website or application

14

In every business field, understanding the customers is essential because it is the bridge to connect to the customer's requirements and meet their demands

15

development of the prototype to build the semi-functional layout AFTER showing the high-fidelity preview of the website

16

when users connect to a website or application, naming for a brand of product or service is vital

Reveal Answer





# Module Evaluation (part 5)

YES

NO

17

With the different connotations of colors, the designers can use each unique color to send any message and emotion to customer

18

Typography as the content is displayed as plain text, as a primary type of content used in most websites or applications

19

Information Architecture (IA) is NOT one of the most important aspects of the website design process that can help in making your website more engaging and accessible

20

IA is considered as the essential aspect of interaction design that is mainly focused on three important parts that are content, context, and user

Reveal Answer



# Module Evaluation (part 6)

YES

NO

21

For different information architecture design patterns there are a number of patterns available for better organization of the website content

22

a single page pattern is best suited for a website that has a very limited amount of information to offer

23

The information architecture does not help in organizing and labeling your website for better usability and find-ability

24

The information architecture acts as the foundation of the website design process

Reveal Answer





# Module Evaluation (part 7)

YES

NO

25

The complete information architecture of your website can look a lot like a spreadsheet

26

E-business is the application of new technologies and processes to enhance, evolve and often replace traditional ways of doing business

27

Business-to-business does not imply the selling of products and services between corporations and the automation of systems via integration

28

Business-to-consumer commerce involves interactions and transactions between a company and its consumers

Reveal Answer





# Module Evaluation (part 8)

YES

NO

29

Many companies such as Amazon or Alibaba are expanding their B2B operations following either the direct model or the marketplace model

30

A content management system covers the life cycle of web pages from creation to extinction and allows website owners to manage their website professionally

31

Wordpress is not an open source software

32

To run WordPress users need PHP, MySQL, a web server, and WordPress itself

Reveal Answer





## Module Evaluation (part 9)

YES

NO

33 pre-designed templates are a known as Theme in WordPress community

34 After installing WordPress on the host, users can change the site according to their needs and taste

35 WordPress ecosystem does not contain functionality paradigm which is also known as a plugin

36 WooCommerce is a free eCommerce plugin that allows you to sell anything.

Reveal Answer





## Module Evaluation (part 10)

YES

NO

37

WooCommerce is a great platform for B2C businesses, it can also be used for B2B companies

38

WooCommerceB2B contains all the functionality needed for a successful wholesale e-commerce, in only one solution

39

WooCommerceB2B can not show product barcode in single product page

40

you can define your store's behavior and rules by configuring WooCommerce B2B to your specific needs

Reveal Answer



# Contact us

[www.enicbcmed.eu/projects/mysea](http://www.enicbcmed.eu/projects/mysea)

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Thank you