STRUCTURED WEBSITE CONTENTS CONSTRUCT METHOD AND ITS EVALUATIONS

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We evaluated structured web site contents construct method.

The method for constructing web contents was considered. The construction procedure is as follows. Elicit "user requirement" and the web management side needs. Mark a check where each line and row corresponds to clarify the relation between both in the matrix by which user requirements and the purposes are arranged in lines and rows. To understand the systematic feature of the web site itself, "grasping information" and "structuring" are necessary.

We actually constructed web site contents of a theatrical company using this method. And we got the construction of existing web site contents of another theatrical company .We compared our constructed web site contents with the existing web site contents. Finally, we evaluated this method and testified that this method is useful.

Keyword: WWW, Contents, Design, Interface

1. Introduction

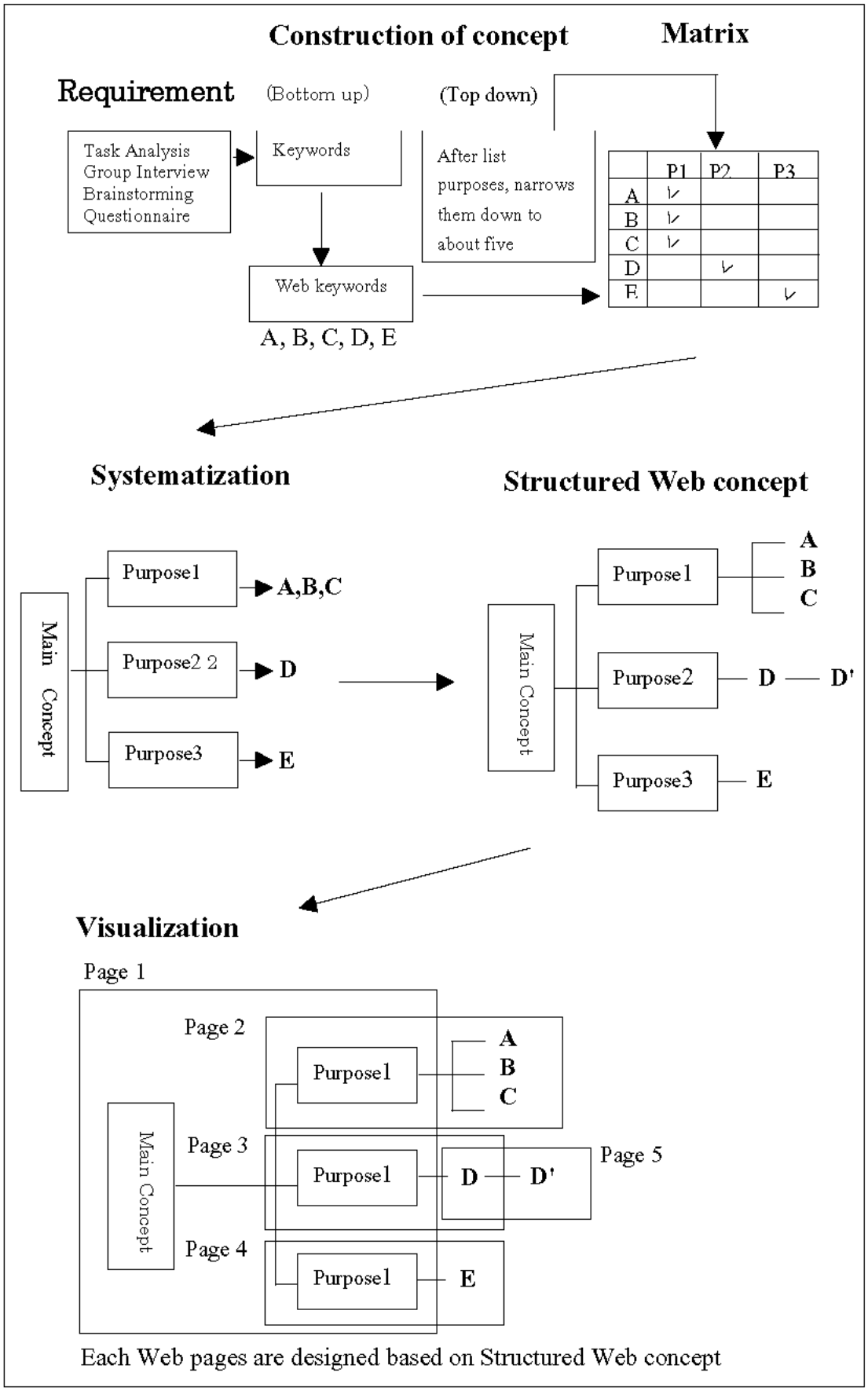
Recent investigations have demonstrated web site design methods. But most studies have not focused on the method for constructing web site contents. In such a background T Yamaoka et al. presented "Structured Website Contents Construct Method" in 2001 [1].

The purpose of this study is comparison between a structured website by using this method and another website by not using this method.

2. Web Construction Process

Elicit "user requirement" to find out the user demands and the web management side needs to clarify the "purpose" of what they want to solicit. Mark a check where each line and row corresponds to clarify the relation between both in the matrix by which user requirements and the purposes are arranged in lines and rows. To understand the systematic feature of the website itself, "grasping information" and "structuring information" are necessary. Finally, the structured web concept is created from the acquired information mentioned earlier, and this method of designing each page on the website based on the concept can be applied not only to the web contents but also to product planning as well.

Fig. 1 Web Construction Process



3. The case of this method

The website of a theatrical company was actually constructed by using this method. The following is this target company profile.

Table 1 the company profile

Area : Tokyo city
Audience
Age : 20-30
Gender : Male and Female
Numerical strength: 2,000-4,500 per year
Performance
Frequency: 2 or 3 times per year
Category : little theater and dance

User requirements were elicited by task analysis, group interview and brain storming.

The purposes were three.

1. To go the performance
2. To enjoy contents presented by the company
3. To belong to this company

"1. To go the performance" was suggested from "The company wish Many audiences go to the company theater". This purpose was classified as five purposes; "To know about current performance" , "To know more about current performance" , "To know the future" , "To know about the theatrical company" and "To know more about the theatrical company".

"2. To enjoy contents presented by the company" was suggested from "The company members want to represent without their theater". This purpose was classified as three purposes; "To enjoy contents made by the company members" , "To communicate among fan and the company members " and "To buy the company's original goods".

"3. To belong to this company" was suggested from "The company want to get new members".

The results appear in Fig.2 and Fig.3. Fig.3 show Contents of our constructed theoretical company web site. These contents are divided into two site. One site is "XX Theatrical Company Official Website". The purpose is "1. To go the performance" and "3. To belong to this company". The other site is "To Enjoy Site". The purpose is "3 To enjoy contents presented by the company". We only show the homepage of "XX Theatrical Company Official Website". (Fig.2)

4. Existing web sites

We chose two existing theatrical company web site (named Site A and Site B) to compare. These companies and the target company are similar in their audiences and their performances. The two existing company are a favorite with little theater. And their web site contents are solid comparatively.

We got the construction of these existing web site contents. The results appear in Fig.4 and Fig.5.

5. Consideration

There seems to be some differences between our constructed web site contents (Fig.3) and the existing web site contents (Fig.4 , Fig.5).

1. Our constructed web site contents are structured against the existing web site contents.
2. Our constructed web site contents are variety compared with the existing web site contents.
3. The existing web site contents are divided by their function.

First, the existing web site contents are "Flat". Especially "Site A" are "Flat" and many contents have been linked to the homepage without structurization. The homepage is untidy. Since their company web masters could have putted these contents freely or in the order of what they wanted to show. Thereto Our constructed web site contents are structured in the order of their purpose. The results must be related to web site usability.

Second, the existing web site contents are not variety. We do not deal here with their quantity. Our construct contents are 27 kinds. Contents of Site A are 16 kinds, contents of site B is 14 kinds. Our construct contents cover contents of Site A and Site B. Thus the results mean that we could construct variety web contents by using this method.

Third, our constructed web site contents are not classified into their functions but their purpose. As a result, Same function contents are divided into

difficult category. For instance, Site A and Site B have one BBS. But our constructed web site has three BBS classified into their purposes. Hence users need not to look for the function appropriate for their purpose.

6. Conclusions and Future

In conclusion, We were able to make construct and diversified Web contents by using this method.
Further important points are
1. Numerical evaluation
2. Modification
3. Need more cases

6-1. Numerical evaluation

We need to do the numerical evaluation of this method. We will show users tow pattern websites (Our constructed site using this method and the existing site) and get their evaluation.

6-2. Modification

This method is not complete. The following are problems of this method. "According to what viewpoint is acquired user requirements classified?", "Is order of This process appropriate" and so on.

6-3. Need more cases

We need actually to construct web sites by using this method over more fields. They are E-Commerce web sites, portal sites, corporations web sites, educational institutions web sites, government web sites etc. When they was actually constructed by using this method, We will be able to suggest more point about this method.

References

[1] T Yamaoka, T Tsunoda, K Yamashita, T Matsunobe, Y Hashiya, Y Nishiyama, K Takahashi: The investigation research report about the usability and the evaluation of products to correspond to the international standard, Research Institute of Human Engineering for Quality Life, 2001

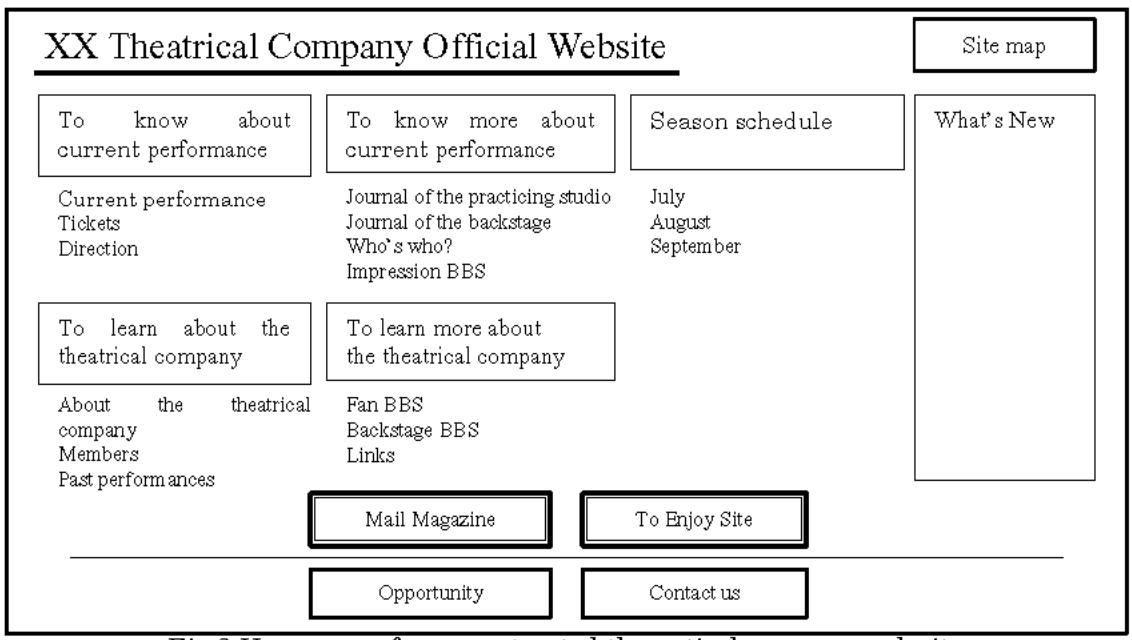


Fig.2 Homepage of our constructed theoretical company web site

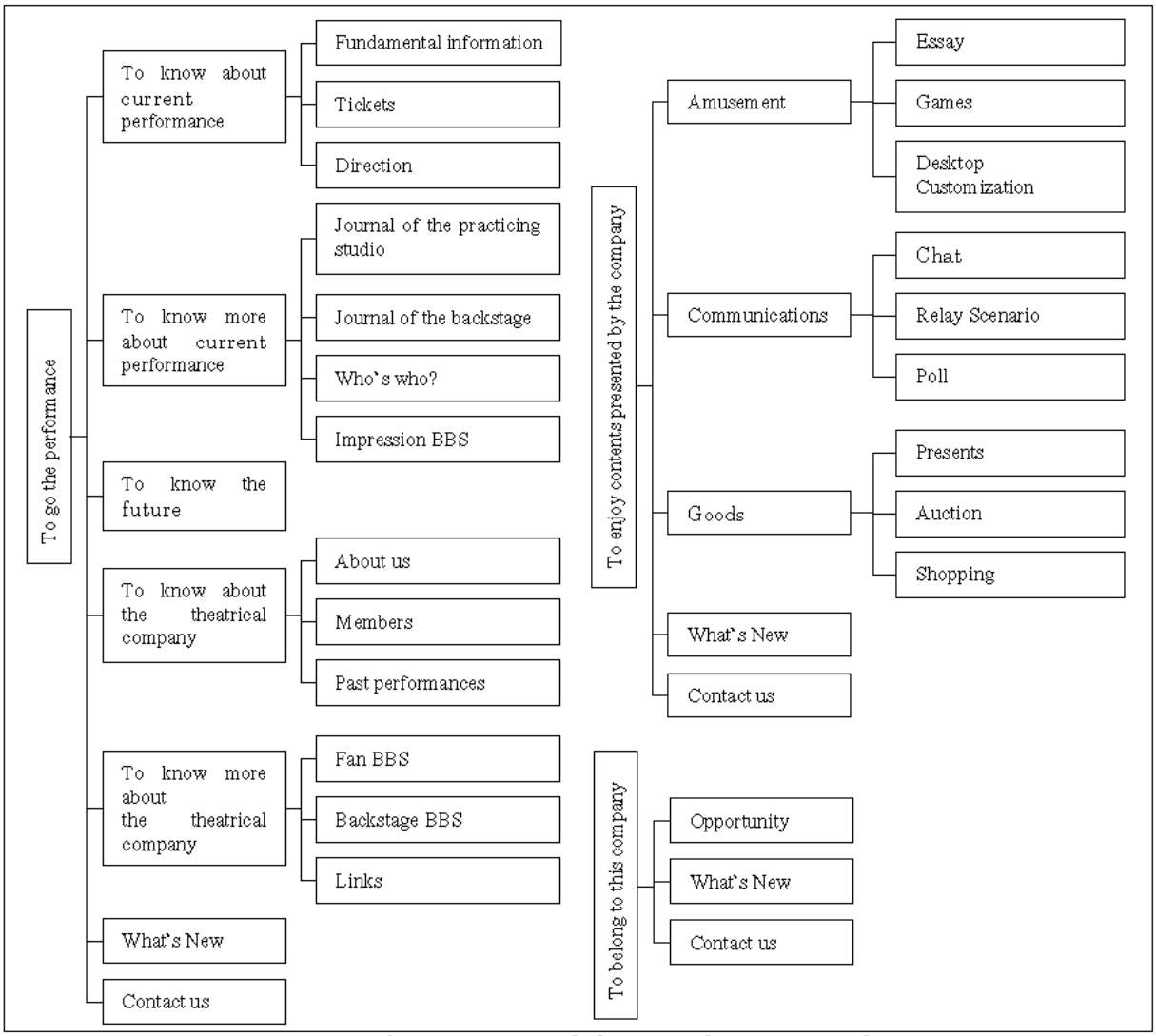


Fig.3 Contents of our constructed theoretical company web site

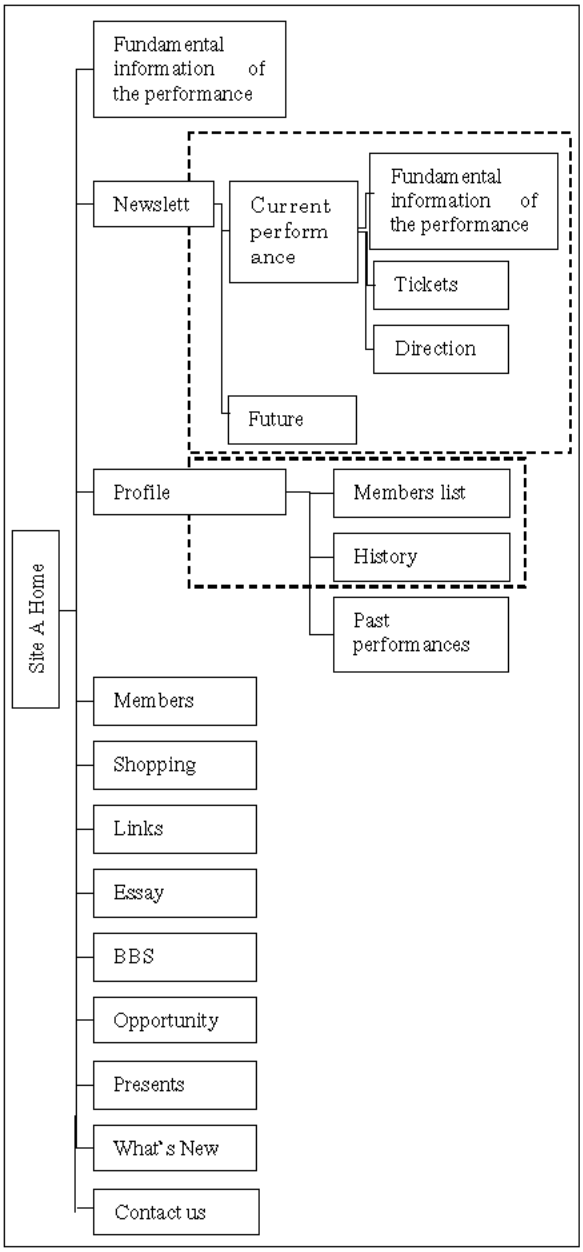


Fig.4 Contents of Site A

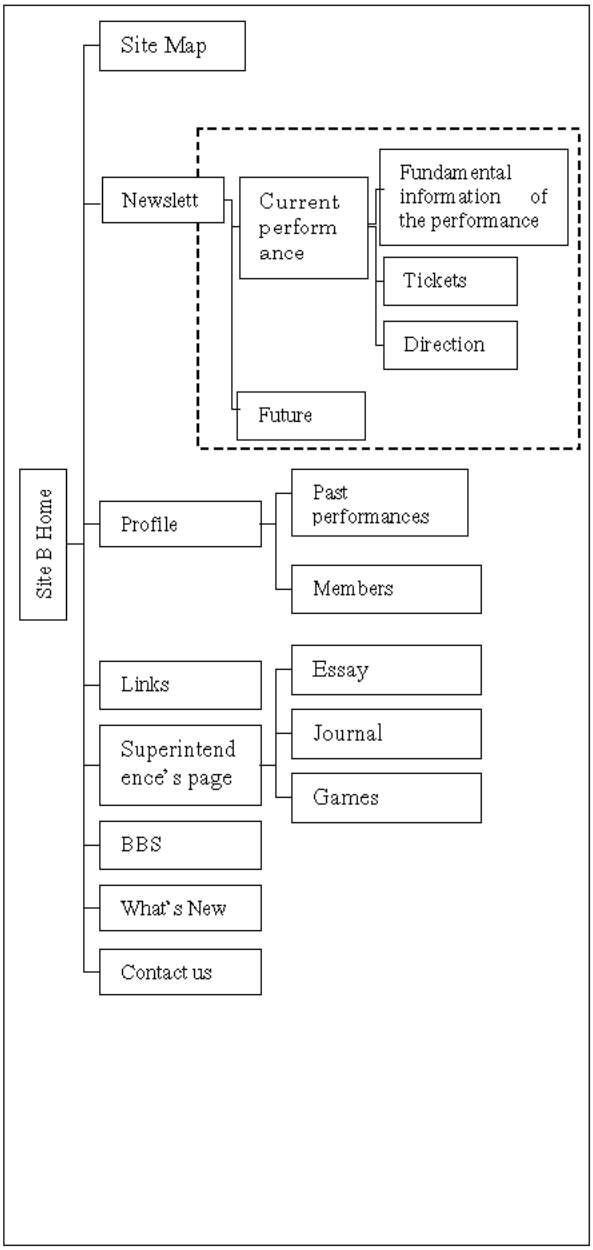


Fig.5 Contents of Site B