

GO Technology Company Web Site

By

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Abstract

The GO Technology Company provides detailed information about its products and services to the ink industry via the World Wide Web. The current Web Site has vague and out of date information. The President of the GO Technology Company desires a Site having content that informs the consumer of the products and services provided. This reduces the cost of mailing brochures to all of GO Technology's customers. The Web Site also provides instant access to the ink industry's customers worldwide. The Web Site was developed using Dreamweaver MX and contains interactive media files created in Flash MX. Potential consumers and the general public are able to access the Site due to the user-friendly design and easily navigated layout.

GO Technology Company Web Site

1. Statement of the Problem

The GO Technology Company is a global provider of services and products for the ink industry. This includes the manufacture, repair, and service of inkometers and related products. The company has customers in several countries including but not limited to China, Japan, Brazil, Argentina, and Columbia. The President of GO Technology, Gregory Hoelscher, has decided that an extensive Web Site would benefit his company (3).

The current Web Site contains out-of-date information and does not contain essential information for sales to grow. A lack of information could restrict the company's growth in the coming years. GO Technology has doubled in growth in the past five years making it apparent that more marketing could even create better business growth (3).

A key problem was that the old Web Site did not contain detailed information about the products and services of the GO Technology Company. The ink industry is not a well-known field. I had the chance to talk to one of the associates, Blair Hoelscher, at GO Technology about the different services. The products manufactured by GO Technology are highly technical, requiring detailed information to understand. Mr. Hoelscher described one of the inkometers that GO Technology produces. The company sells the inkometer to ink manufacturers to test the tackiness of ink. This is important because different printed items need a specified ink tack. If the ink tack is off, then the ink will splatter or run off of the application rollers. Mr. Hoelscher said the technical side is more complex and that this should be reflected in the company's new Web Site (3).

2. Description of the Solution

I developed an interactive Web Site for the GO Technology Company. It gives potential customers the ability to view products, services, and other information about the GO Technology Company from a computer connected to the Internet. It is an informative Web Site with interactive Flash files that lets the customer receive detailed descriptions of GO Technology's products. The Web Site is user friendly but at the same time has enough detail to cover all aspects of the company.

With the design of the GO Technology Company Web Site I accomplished the following:

- Provided a well structured Web Site that lets the user easily navigate from page to page.
- Gave GO Technology the opportunity to further impact the global market of inkometers.
- Provided the customer with detailed information about GO Technology's products and services provided.
- Made available interactive Macromedia Flash files that will let a customer "see into" the inkometers that GO Technology manufactures.
- Informed the customer about the GO Technology Company and its mission statement.
- Reduced printed media and shipping costs by making valuable company information available on the Internet.

2.1 User Profile

All users Information Technology literacy should include basic computer skills. I have defined basic computer skills as the ability to work in a Windows environment, communicate with e-mail, and access the Internet. To view the Flash movies, users will also need a Flash player installed. There are two types of users that will be accessing the GO Technology's Web Site. They are potential customers and the general public.

Potential customers of the GO Technology Company will be the primary users of this Web Site. They will have been directed to the Web Site by a GO Technology associate. The Web Site is the fastest and most direct source for customers to learn of GO Technology's products. This will be most useful in dealing with customers that are located in different geographical locations. To view the interactive Flash movies, they will also need a Flash Player installed or available.

The general public makes up the rest of the visitors to the Web Site. The general public will be able to easily navigate the Web Site. These visitors that have found the Web Site through a search engine are most likely potential clients, also (3).

2.2 Design Protocols

Access to the Web Site will be accomplished by an Internet connection. The current Web Site is www.inkoman.com but Mr. Hoelscher has considered registering a new domain name closely related to the name of the company (3).

The design layout for the GO Technology Web Site is shown in a tree diagram in Figure 1. It consists of a Home page with links to five major sections. The user then has the option to view the Flash movies created for the products of GO Technology.

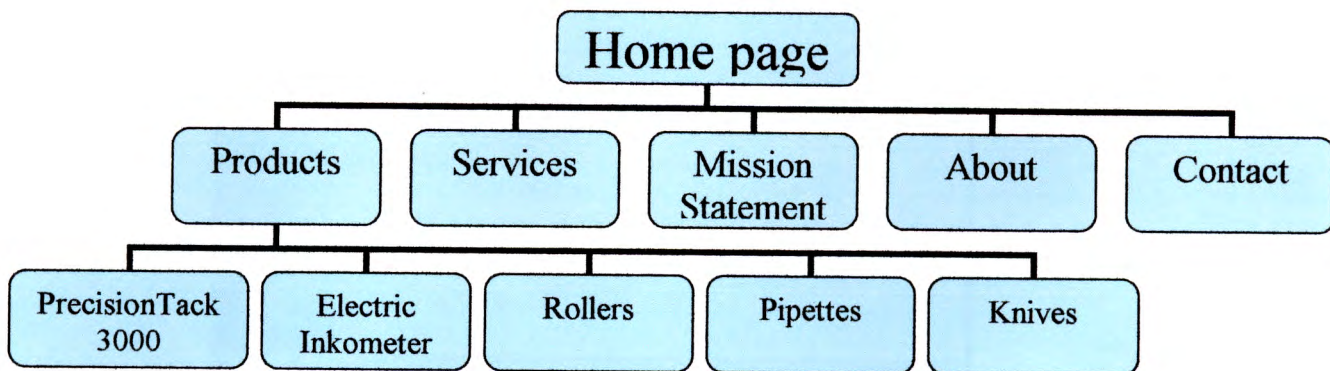


Figure 1. Web Site Layout

The navigation for the Web Site consists of six buttons. Each button lets a user visit one of six main pages. These buttons are located in the top frame of the Web Site. The design for the navigation buttons is shown in Figure 2.



Figure 2. Web Site Navigation

The design of the Web Site contains four frames. The first frame contains the logo in the upper left hand corner. The second frame contains the navigation. The third frame contains the gradient fill on the left side of the page and the fourth frame is the target for the Web pages to be displayed. The color scheme is predominantly white and blue. This scheme was already determined by the company's president. Figure 3. shows the preliminary background layout.

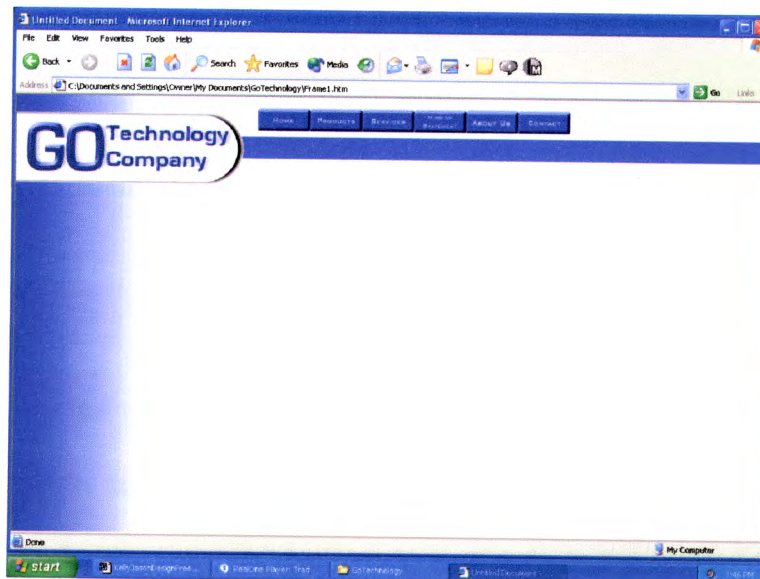


Figure 3. Web Site Design

3. Objectives of the Project

The objectives of the project were defined in the Design Freeze for Senior Design

II. The deliverables for the GO Technology Web Site include:

1. Provide a well structured Web Site that lets the user easily navigate from page to page using Dreamweaver MX as the authoring tool.
2. Make available interactive multimedia files that will let a customer view detailed information about products that GO Technology manufactures using Flash MX's ActionScripting feature.
3. Provide the customer with detailed information about GO Technology's products and services.
4. Inform the customer about the GO Technology Company and its mission statement.
5. Reduce printed media and shipping costs by making valuable company information available on the Internet.

4. Design and Development

The design and development of the GO Technology Web Site involved four areas.

They are budget, software, hardware and timeline.

4.1 Budget

Refer to Appendix A. to view the budget and the hardware and software resources I used in the development of the GO Technology Web Site. The budget was estimated at \$3100.

4.2 Software

I used three main software packages. First, I edited digital images and created all borders, backgrounds, and buttons with Adobe Photoshop 7.0. I used Macromedia Dreamweaver MX for the design of the Web Site. This included the Web Site's layout and navigation. Finally, the interactive media files were designed using Flash MX. The

interactive files contain in-depth information about the GO Technology Company's multiple products.

4.3 Hardware

I worked on a Hewlett-Packard Intel Pentium4 1.6 GHz computer with 512 megabytes of DDRAM. The computer also includes a 17" monitor. I captured digital images of GO Technology's products with a Fuji 3.2 MegaPixel FinePix 3800 digital camera.

4.4 Timeline

The table in Appendix B. shows my timeline for completing my capstone project. The timeline is based on the Senior Design sequence which was completed over the past year. The timeline covers the most important dates and design phases of the GO Technology Company's Web Site. The key dates include all three Senior Design presentations and the project completion in March 2004.

5.0 Proof of design

The following section includes snapshots for the completed GO Technology Web Site.

5.1 Home Page

The Home Page is where the user is directed when connecting to the Site. It is comprised of the navigation bar located at the top of the page and the Web Site's general layout. The Home Page displays an image of GO Technology's current hot product, PrecisionTack 3000. Figure 4. on the following page shows the GO Technology Home Page.

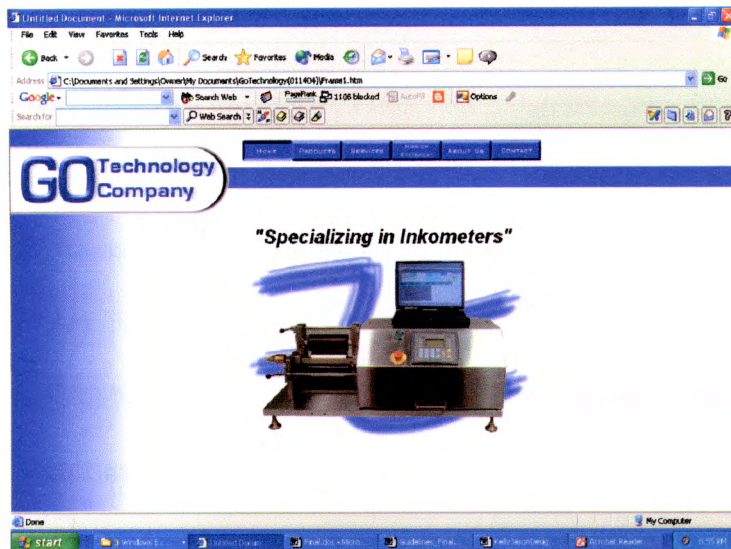


Figure 4. Home Page

5.2 Products Page

The Products Page consists of a Flash movie that displays a moving slider of GO Technology's products. A user can select one of the images on the slider or one of the hyperlinks at the bottom of the page as shown in Figure 5. to open the interactive or informative Flash files.

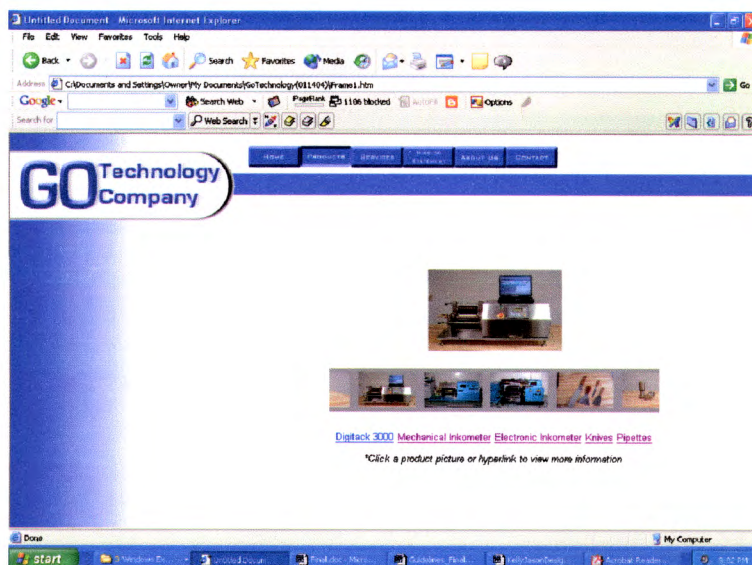


Figure 5. Products Page

5.2.1 Interactive Flash Files

There are currently two interactive Flash files integrated into the GO Technology Web Site. There is one for the PrecisionTack 3000 and Electronic Conversion. Once a file is opened it can be easily navigated through a number of controls. Figure 6. shows the content of the interactive Flash file.

In the lower left hand corner of the Flash movie is a group of radio buttons. The radio buttons let a user navigate between the different components of the product. Two actions take place as different components are selected. First, the large image is changed to show the component. Second, the text box in the lower right hand corner changes to give a description of the current component being viewed.

As a user navigates between the different parts of the project, he also has the ability to change the perspective of the image. By using the '+' and '-' buttons located to the right and left of the 'zoom' text, a user can zoom in and out of the image that is currently displayed. A user also has the ability to pan the image by clicking and dragging the image around the Flash file.

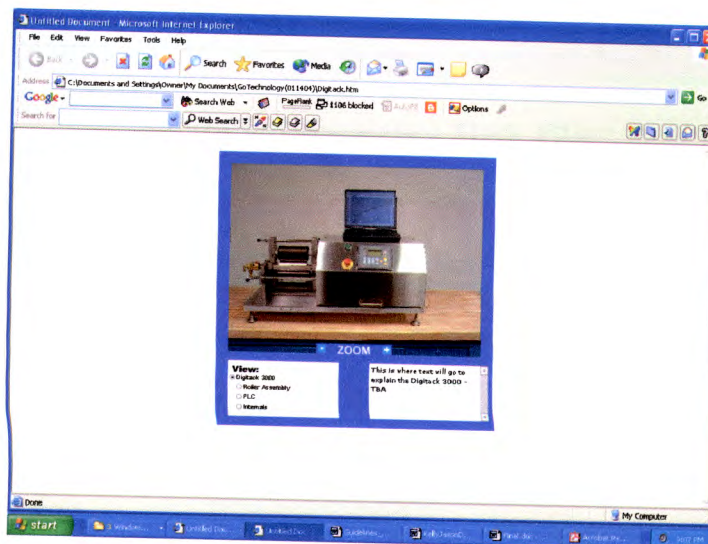


Figure 6. Interactive Flash Files

5.2.2 Informative Flash Files

The other three movies contained on the GO Technology Product Page are informative. The informative Flash files are made for ink knives, brass and rubber rollers, and pipettes. These products are not as involved as the other products and do not require interactivity. The pages contain a Flash slide show of different images of the product selected on the left side of the page. The file also includes a text box to the right of the slideshow the gives information about the current product. Figure 7. shows an example of one of the informative Flash files.

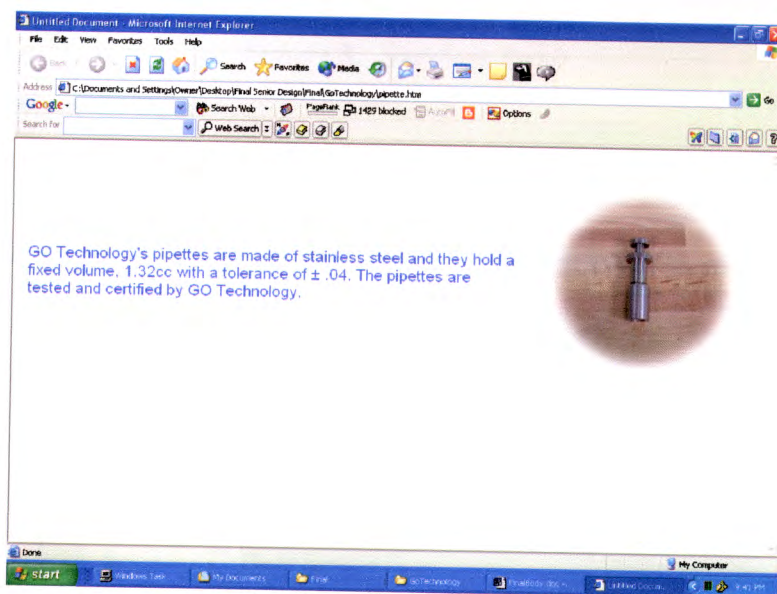


Figure 7. Informative Flash Files

5.3 Services Page

The Services Page is shown in Figure 8 on the following page. It is comprised of a list box and scrollable text box. The list box is populated with GO Technology's services: maintenance, reconditioning, repairs and conversions. With the use of JavaScript, the user may select a service from the list box and the descriptive content is published inside the textbox below.

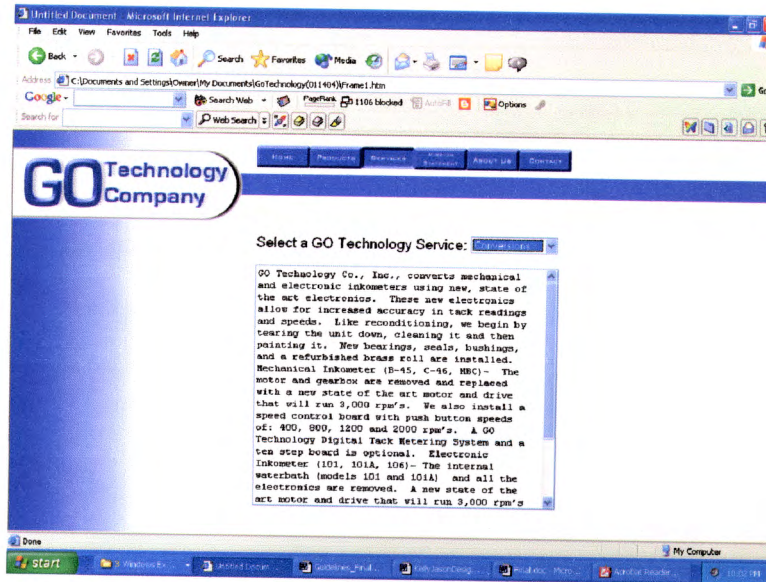


Figure 8. Services Page

5.4 Mission Statement Page

The Mission Statement page is a basic HTML page containing the Mission Statement of the GO Technology Company. It is published in white and blue to match the GO Technology color scheme. Figure 9. shows the Mission Statement page.

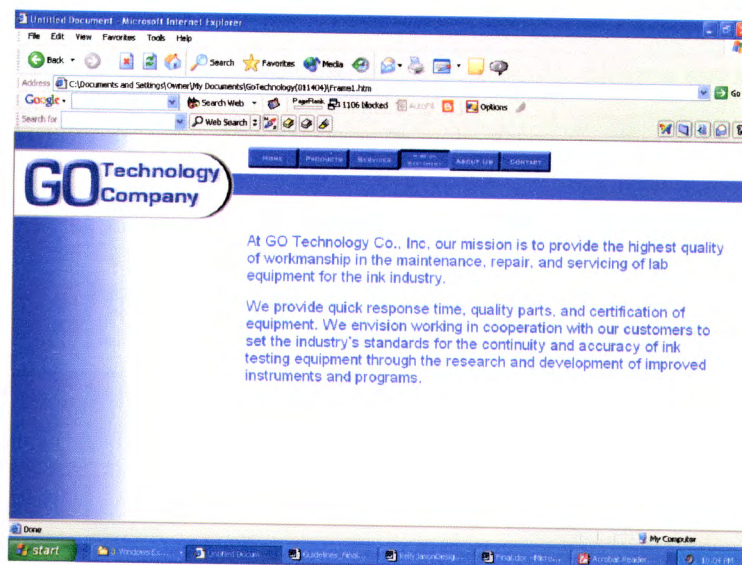


Figure 9. Mission Statement Page

5.5 About Us Page

The About Us Page is set up to allow GO Technology's customers learn a little about the GO Technology history. It is a basic HTML page that contains information provided by the associates of GO Technology. Figure 10. shows the About Us page.

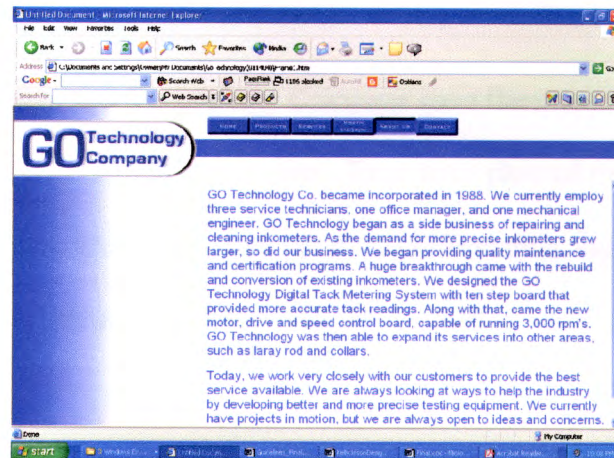


Figure 10. About Us Page

5.6 Contact Page

The Contact Page contains information about the GO Technology Company if you would like to contact them. It contains the phone number, mailing address and email address of the GO Technology Company. The Contact Page is shown in Figure 11.

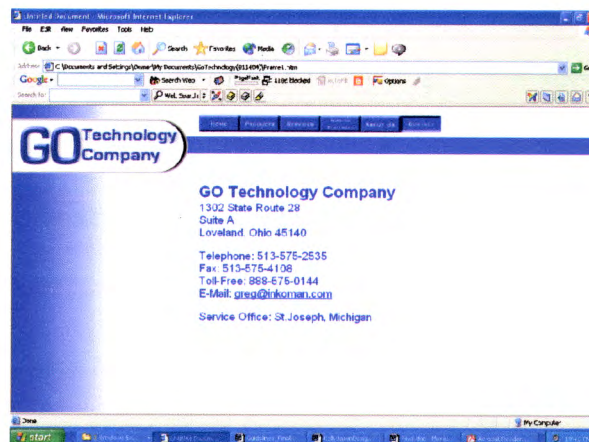


Figure 11. Contact Page

6.0 Testing Procedures

The testing phase of a project can be a crucial step in the development phase. For the GO Technology Company's Web Site, the testing phase was minimal. I distributed a copy of the Web Site to employees of the GO Technology Company and to a group of random users.

The employees of GO Technology Company gave the most important feedback that I would receive concerning the Web Site. They were pleased overall with the content and design of the Web site. They felt it was informative and easy to navigate. They also informed me that more content would be provided when new products arrive in the following year.

The general users were also helpful with their feedback. These users did not have a familiarity with GO Technology's products. They felt that they could browse the Web site and learn about the ink industry at the same time.

7.0 Conclusions and Recommendations

7.1 Conclusions

The GO Technology Company had been in dire need of a new Web Site when I began Senior Design. The associates of GO Technology asked that a descriptive and user-friendly Web Site be created for their products. I met the challenge by creating an HTML Web Site with interactive media files for each of the products provided by GO Technology.

To accomplish this I had to learn and apply three software packages. First, I had to become familiar with Adobe Photoshop 7.0. I used Photoshop to edit any images that I had taken with my digital camera. I also used Photoshop to create all buttons and

backgrounds appearing in the Web Site. To create the HTML Site, I had to learn to use Dreamweaver MX. This let me develop the Web Site layout and navigation. The third software package I used was Flash MX. It gave me the ability to create interactive media files for GO Technology's products.

I also had to learn two coding languages to meet my deliverables. Firstly, I learned ActionScripting to program the interactive media files. ActionScripting is used when programming Flash files to achieve maximum functionality. Secondly, JavaScripting was also used to give the list box on the Services Page its functionality.

Through the use of all these skills, I met the requirements set by the GO Technology Company and the Senior Design sequence.

7.2 Recommendations

While working on the GO Technology Web Site I ran into a couple problems. This section discusses some recommendations for the development of a similar Web Site.

The most obvious complication is the learning curve of all the software packages. First, Photoshop is a tool created for a graphic artist. The terminology and tools were hard to get used to because I had no prior training with it, although it is great tool to edit images and create graphics with. Second, Dreamweaver MX has many capabilities when creating a Web Site. I felt that I only need the basic functionality of Dreamweaver when creating the GO Technology Web Site. This made it hard to find information that I needed in the comprehensive books created for Dreamweaver. Finally, Flash MX had a steep learning curve. I had to work though hours of tutorials to be have the experience to create a simple Flash movie. I felt that the combination of all three software packages

made it tough to reach my final goal due the knowledge I needed to acquire. In the future I would cut down on the learning required to allow for more time to develop.

The other complication I ran into was receiving information from the GO Technology Company. They asked for the Web Site to be completed as soon as possible. I explained to them that I would need all content that they would like published. Over the past year, I have composed numerous e-mails containing the similar information about the lack of content I have received. The GO Technology Company also changed the focus of the Web Site in the middle of the design phase. I would recommend that most, if not all, Web Site content be acquired before beginning the development of a Web Site.

Appendix A.

Project Budget

Software	Price	Source
Adobe Photoshop 7.0	\$609.00	www.microcenter.com (4)
Macromedia Flash MX	\$519.00	www.microcenter.com (4)
Macromedia Dreamweaver MX	\$399.00	www.microcenter.com (4)
Hardware	Price	Source
Hewlett-Packard Pentium4 1.6 GHz, 512MB RAM, 17" Monitor	Computer - \$984.60 monitor -\$149.99	www.bestbuy.com (2)
Fuji 3.2 MegaPixel FinePix 3800	\$399.99	www.bestbuy.com (2)
Other	Price	Source
Web Hosting	\$24.95	www.webhosting.com (5)
Flash MX Bible	\$29.99	www.barnesandnoble.com (1)
Dreamweaver MX Bible	\$29.99	www.barnesandnoble.com (1)
Total:	\$3146.51	

Appendix B.

Project Timeline

Senior Design I	Research	Determine GO Technology needs by June 1, 2003.												
	Proposal		Present proposal on June 4, 2003.											
	Design/Layout		Determine the complete layout of Web Site by July 1, 2003											
Senior Design II	Develop			Develop Web Site interface using Dreamweaver by September 1, 2003. Complete interactive media using Flash by December 1, 2003.										
	Design Freeze							Complete the design of Web Site by December 31, 2003						
	Test							Have chosen users to test Web Site during the Design Freeze.						
Senior Design III	Documentation										Complete Senior Design and Web Site documentation by March 1, 2004.			
	Present											Present completed Web Site to faculty & learners during the second week of March 2004.		
		Mar-03	Apr-03	May-03	Jun-03	Jul-03	Aug-03	Sep-03	Oct-03	Nov-03	Dec-03	Jan-04	Feb-04	Mar-04

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