Agenda

- Purpose and scope
- Subject websites
- Observations
- Conclusions
Purpose and Scope

- Examine the design of three popular websites
- Analyze the use of HTML and Model/View design/architecture
- Identify similarities, differences, advantages
- Look at page layout and ordering sequence for booking a cruise
Subject Websites
– Priceline.com
– Travelocity.com
– Expedia.com
Observations

- Travelocity and Expedia GUIs are cluttered/crowded
- Priceline had a simple looking GUI
- Code is extensive, complicated and often difficult to decipher
- Variety of technologies used
  - HTML tables, forms, meta tags
  - Server side applications used to fetch information from databases
    - Active Server Page (ASP) designs
    - Search engine based technologies
  - JavaScript/Java
    - Objects defined to facilitate searches and GUI display
Conclusions

* Different websites can use the same database information (but hosted on different servers).
* JavaScript can be quicker at loading GUIs than HTML references to HTML pages.
* Server side applications used by all sites.
  - HTML based forms fire server side applications to fetch and return information based on search criteria.
  - Use of parsers and objects when fetching information.
* “More” information is not necessarily better.
* As a user, I care more about website look and feel and speed, and less about technology.
* Presentation and speed can differentiate one site from another, since each offered the same cruise pricing or packages.