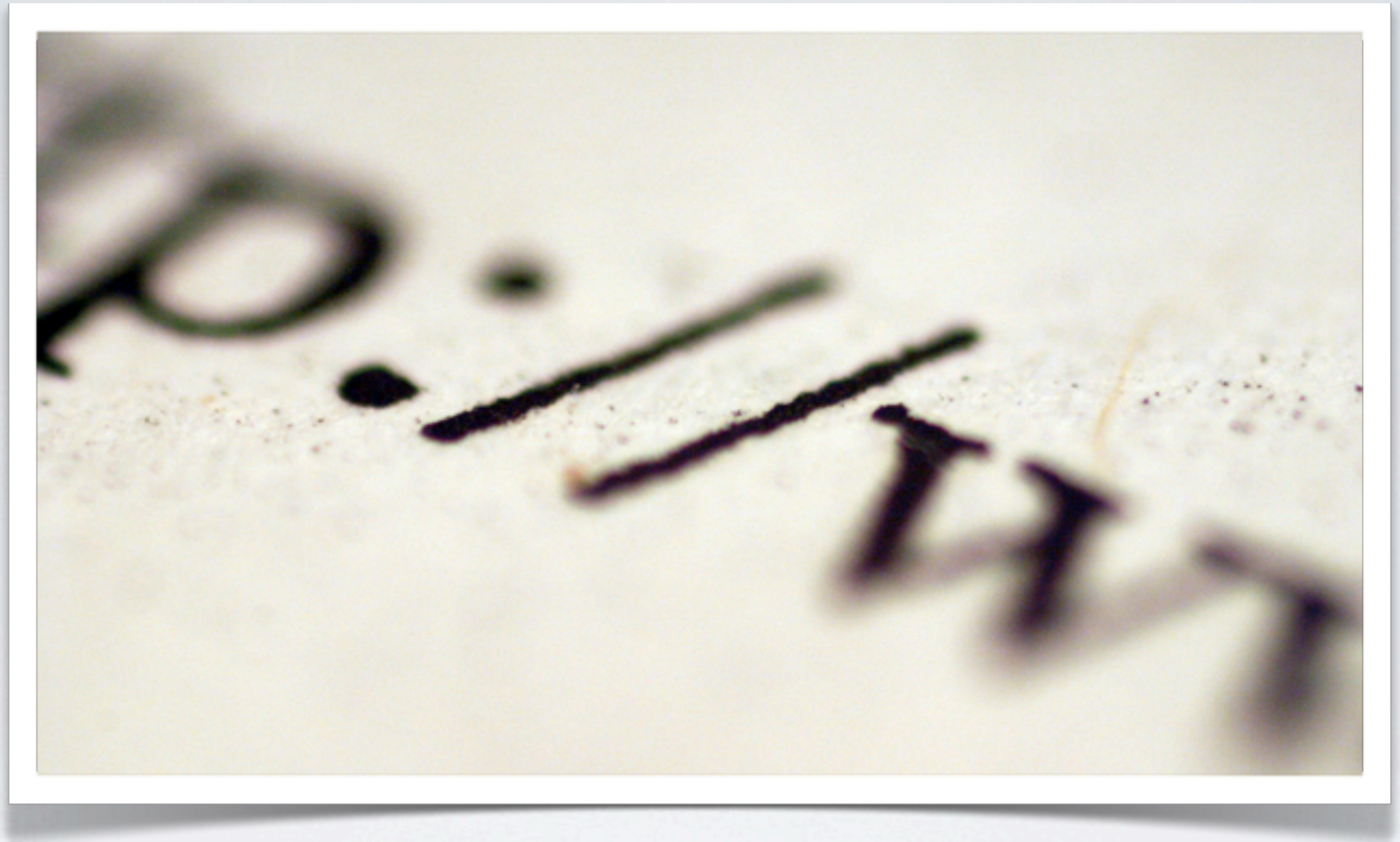
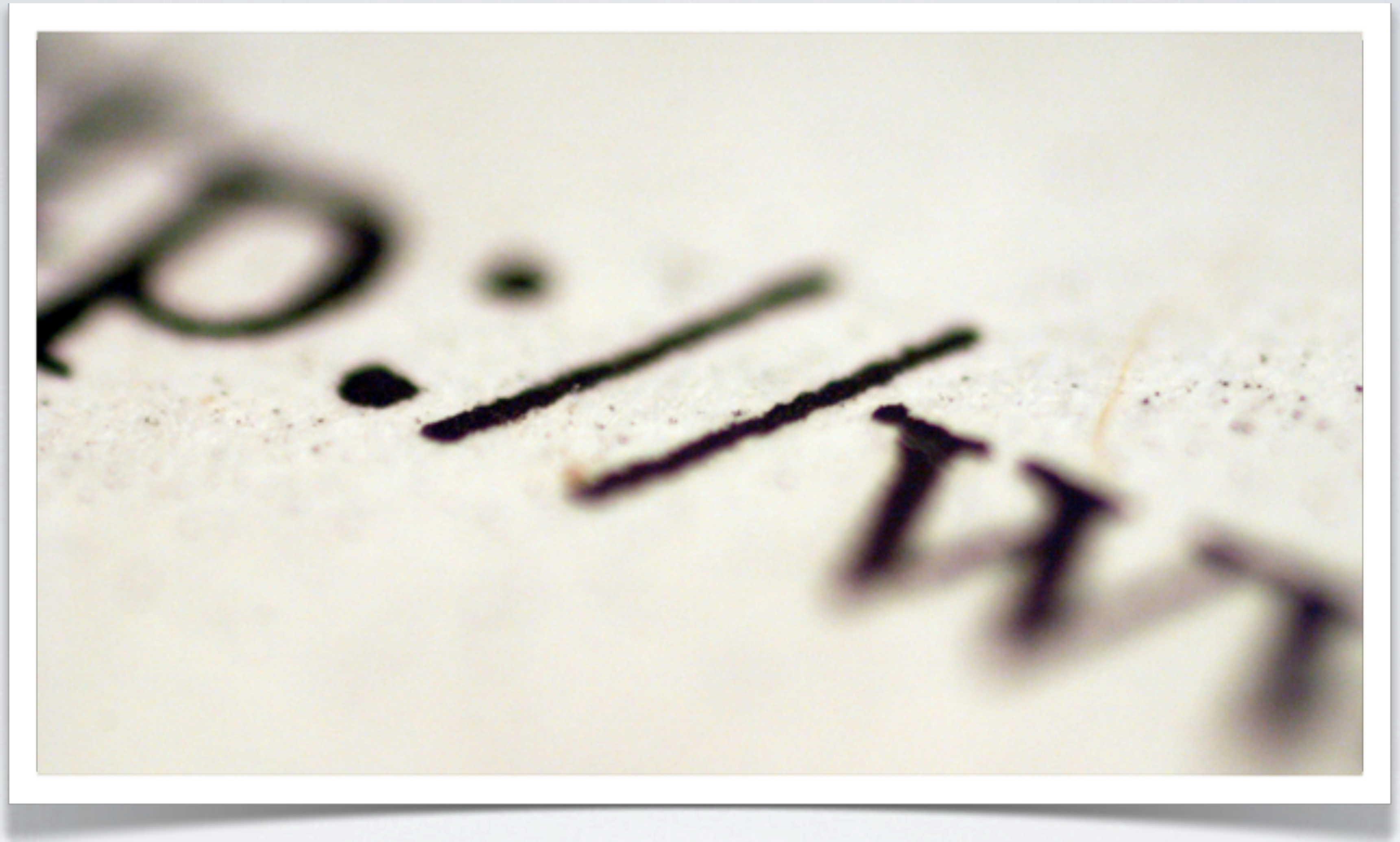


DOMAIN DRIVEN WEB DESIGN

Tom Scott

TRADITIONAL WEB DESIGN



FOCUSES ON THE PAGE

Follows a desktop publishing WYSIWYG paradigm

NOT VERY WEBBY

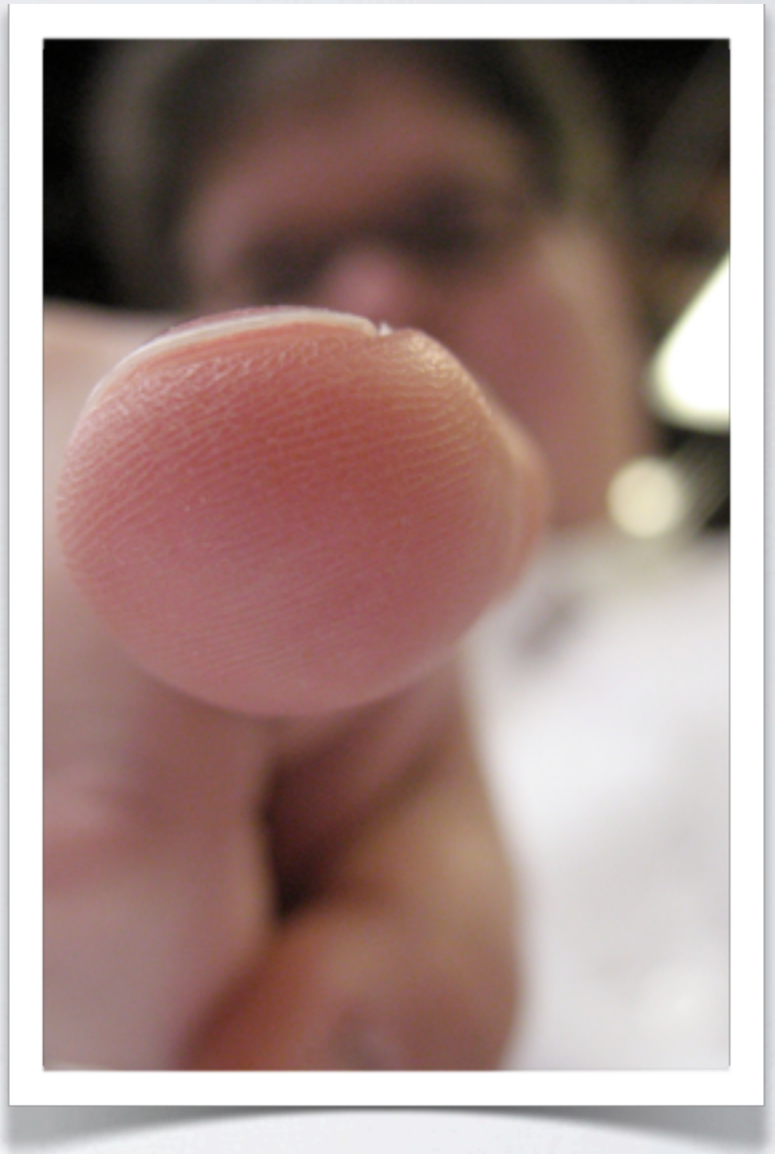
Designed like a magazine, so...

- Focus is on the page layout rather than what the thing is and its relationship to other things
- Little thought to the rest of the application (document design throughout to database)
- No URI for fragments of a page
- Focus on the HTML page only

POINTABILITY

The Web is made of links not pages, links let you:

- Bookmark, tweet, email and talk about things
- Search and find stuff
- Deliver content to different platforms (different representations)
- The power of the Web is in the connections it makes – and value is in the context



PEOPLE CARE ABOUT THINGS

- People search for things (people, programmes, music, films, places etc.)
- They get back documents and/or data about that thing (and links)
- The Web is made up of information making assertions about the world

FOR EXAMPLE PROGRAMMES

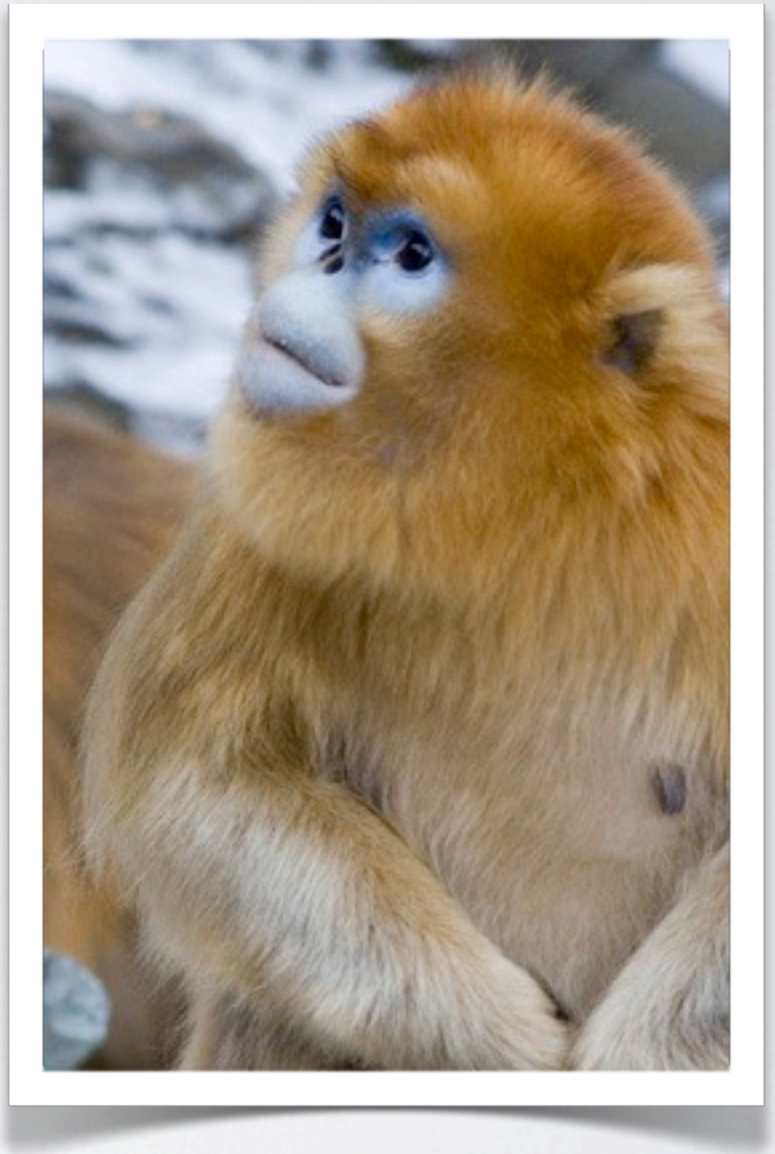
- In a broadcast world the BBC cares about the transmission of assets
- But the audience care more about the more abstract notion of a programme or episode
- The culturally significant thing within the domain is the programme not the trasmission

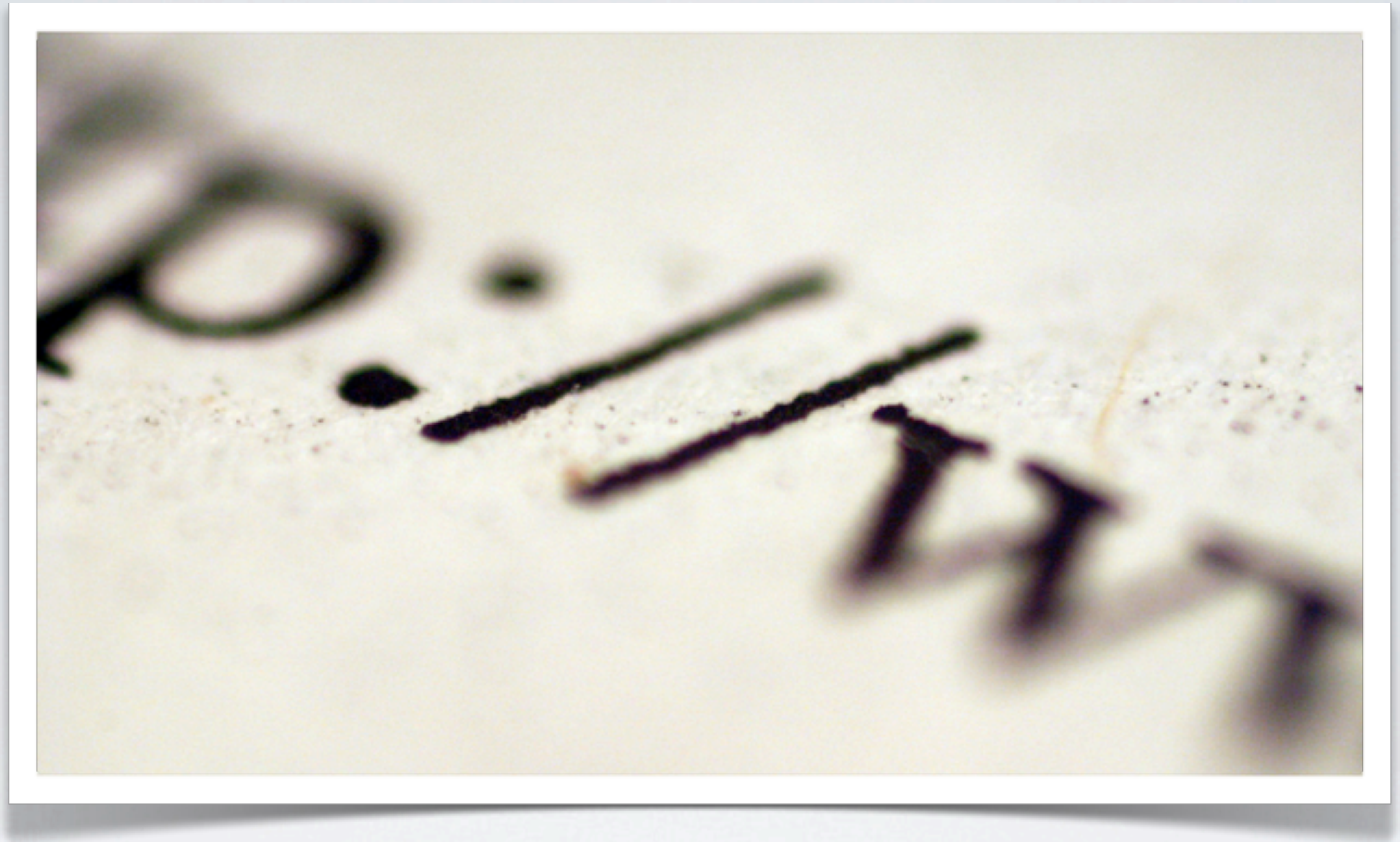
MUSIC IS THE SAME...

- Most people are more interested in the artist, work or version
- Broadcasters need to worry about the asset to be broadcast
- Record companies the CD or MP3

AND PEOPLE LIKE MONKEYS

- The habitats where they live
- Their behaviours
- Their relatives



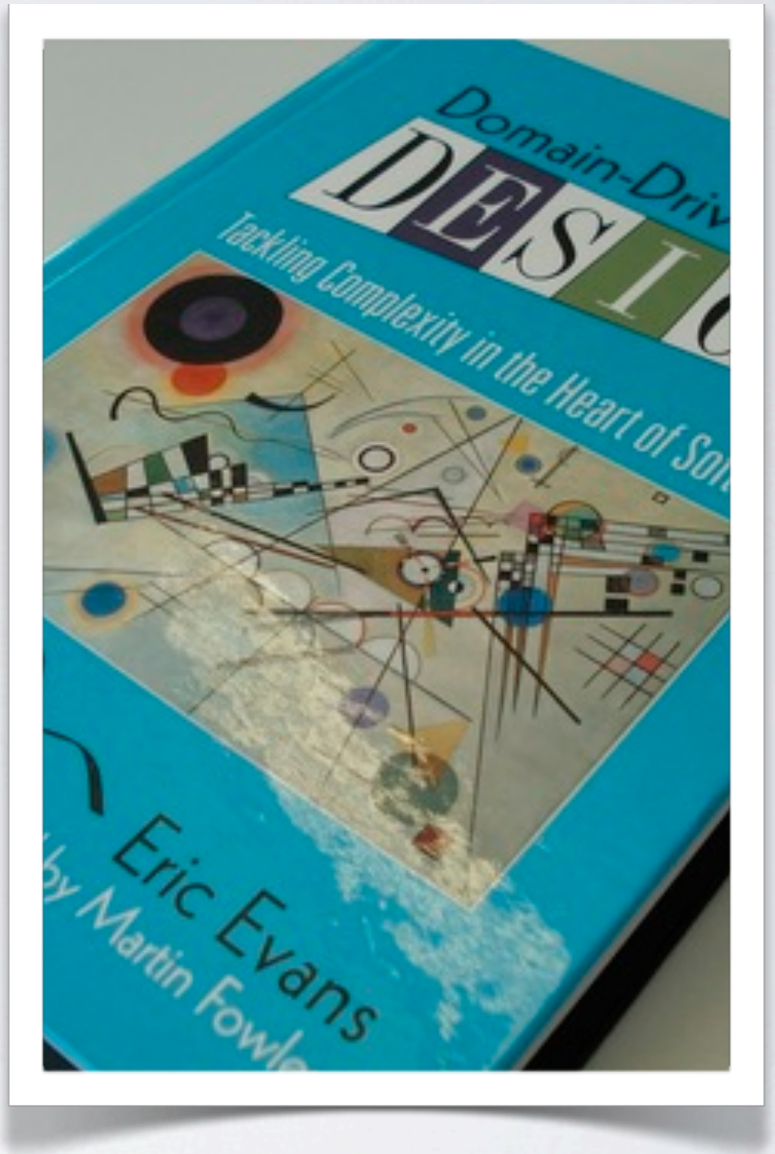


HOW WE MAKE (SOME) WEBSITES

bbc.co.uk/programmes bbc.co.uk/music and bbc.co.uk/wildlifefinder

EXPLORE THE DOMAIN

- Find a domain expert!
- Get them to sketch their world
- Focus on modelling real things not web pages
- Be prepared to do this through out the project

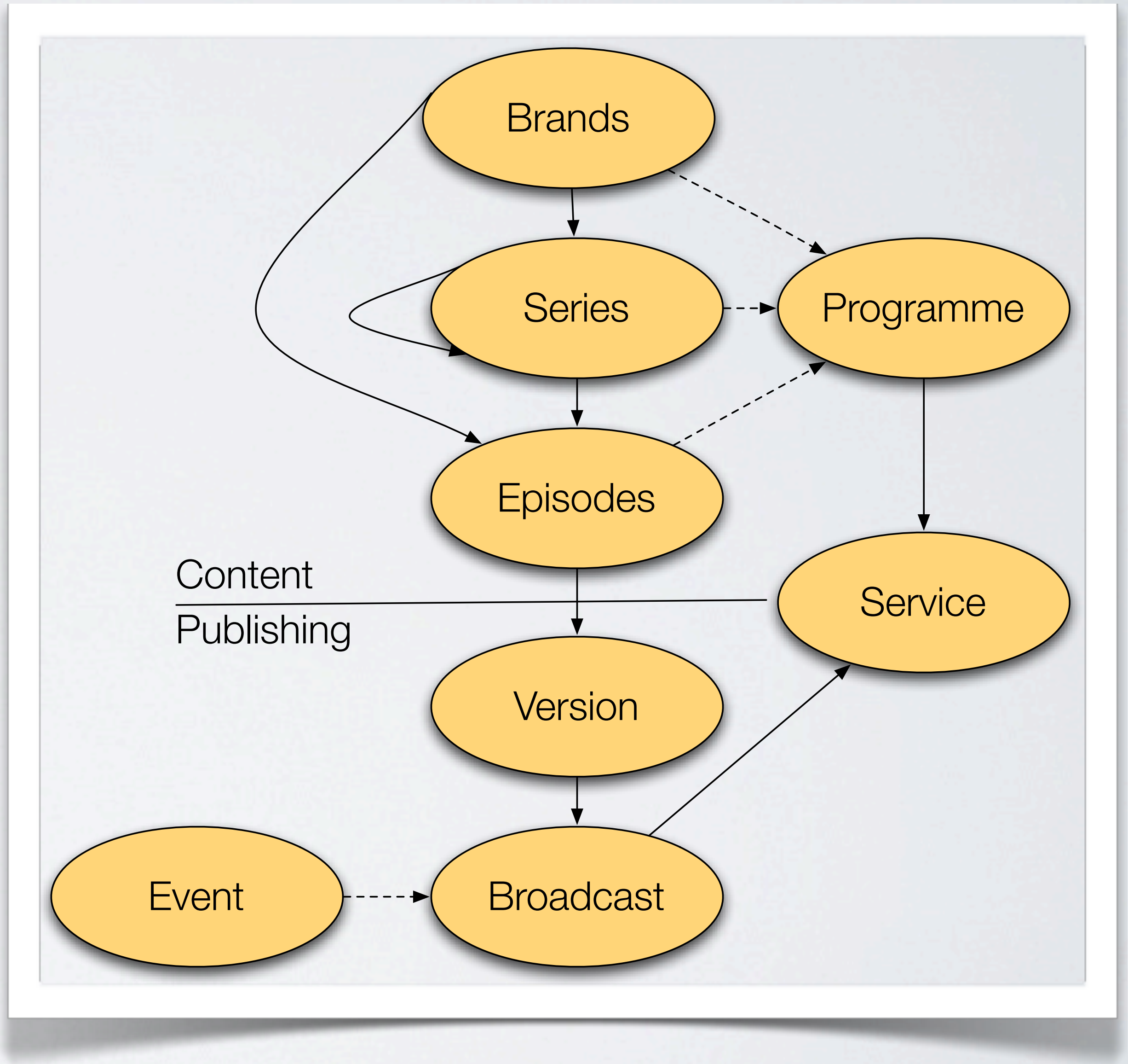


IDENTIFY YOUR DOMAIN OBJECTS AND THE RELATIONSHIP BETWEEN THEM

- Build a picture of of the types of things they're concerned with – list them

- Sketch out how those things relate to each other

- Draw the ontology not the database schema



CHECK YOUR DOMAIN MODEL WITH USERS

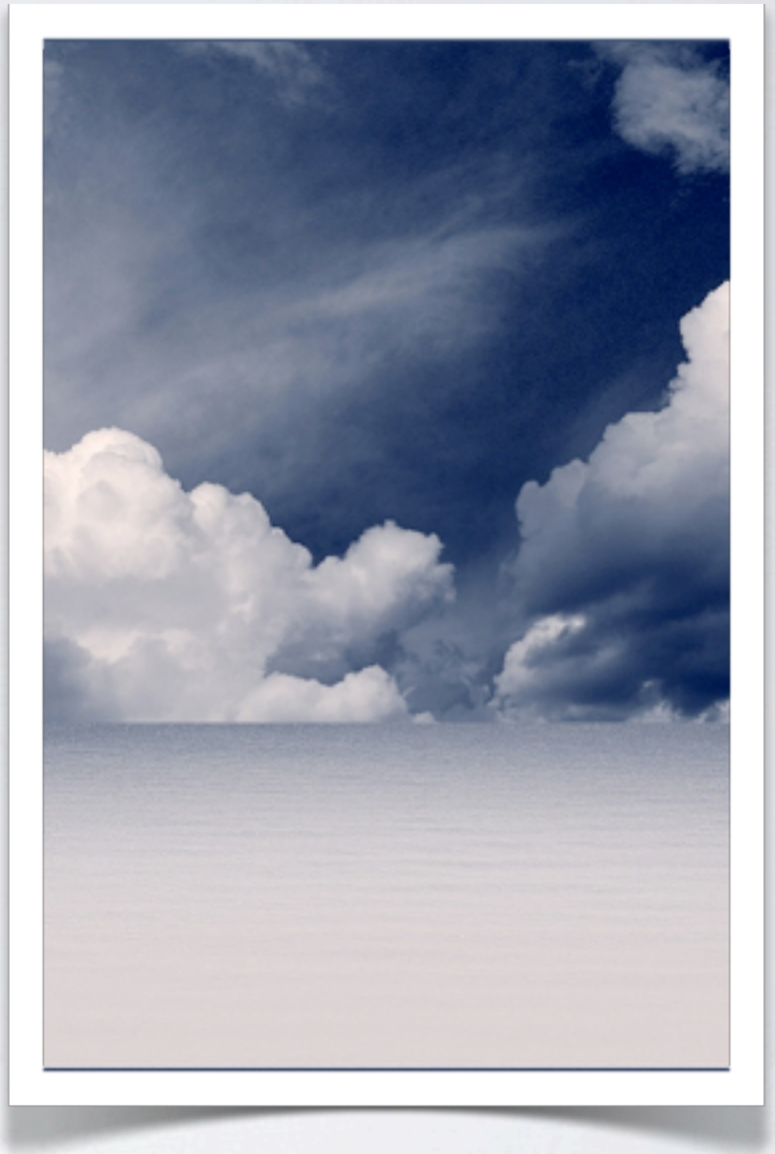
- Run focus groups and speak to users
- Ask them to sketch their understanding of the domain
- Synthesise the expert and user models

CHECK TO SEE IF YOU'RE ALREADY PUBLISHING SOME OF YOUR DOMAIN OBJECTS

- If you are link to those URIs and publish there – don't mint new URIs for existing objects

- One URI for one thing

- Think of a URI as a database key but on a Web scale



DESIGN YOUR DATABASE

- Translate your domain model into a physical database schema

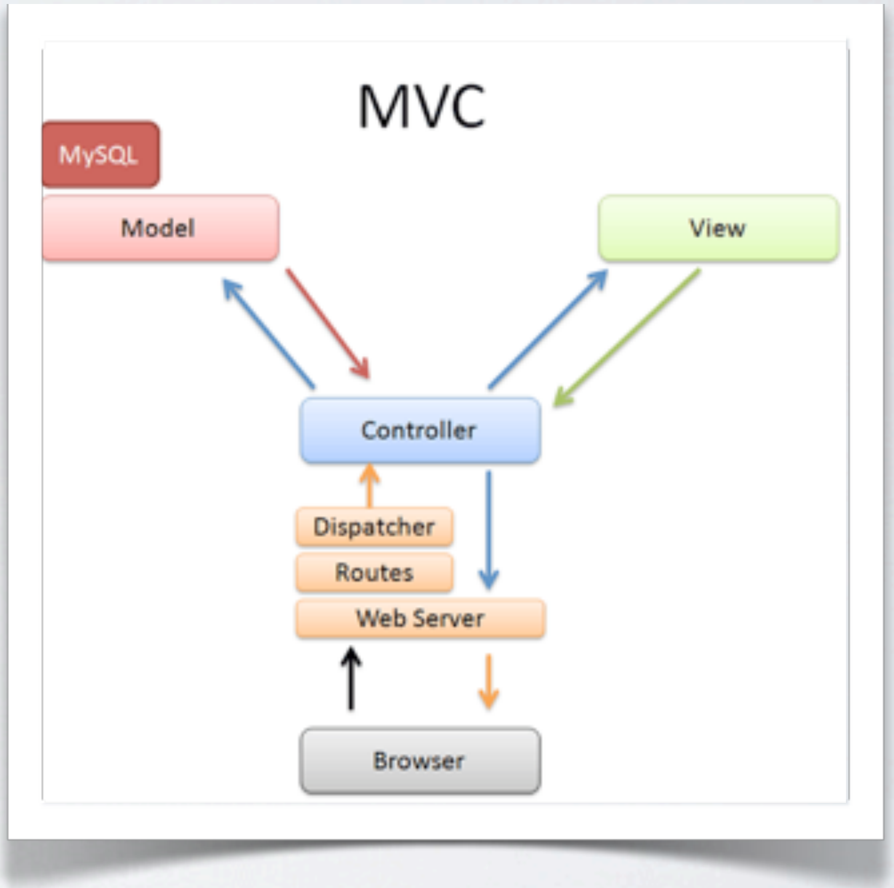
SOURCE AND PIPE YOUR DATA

- From internal sources
- External (under permissive terms or paid for commercial data)
- Probably need to reshape it to make it suitable for publishing
- Consider the license terms – how will it be used?

MAKE YOUR MODELS

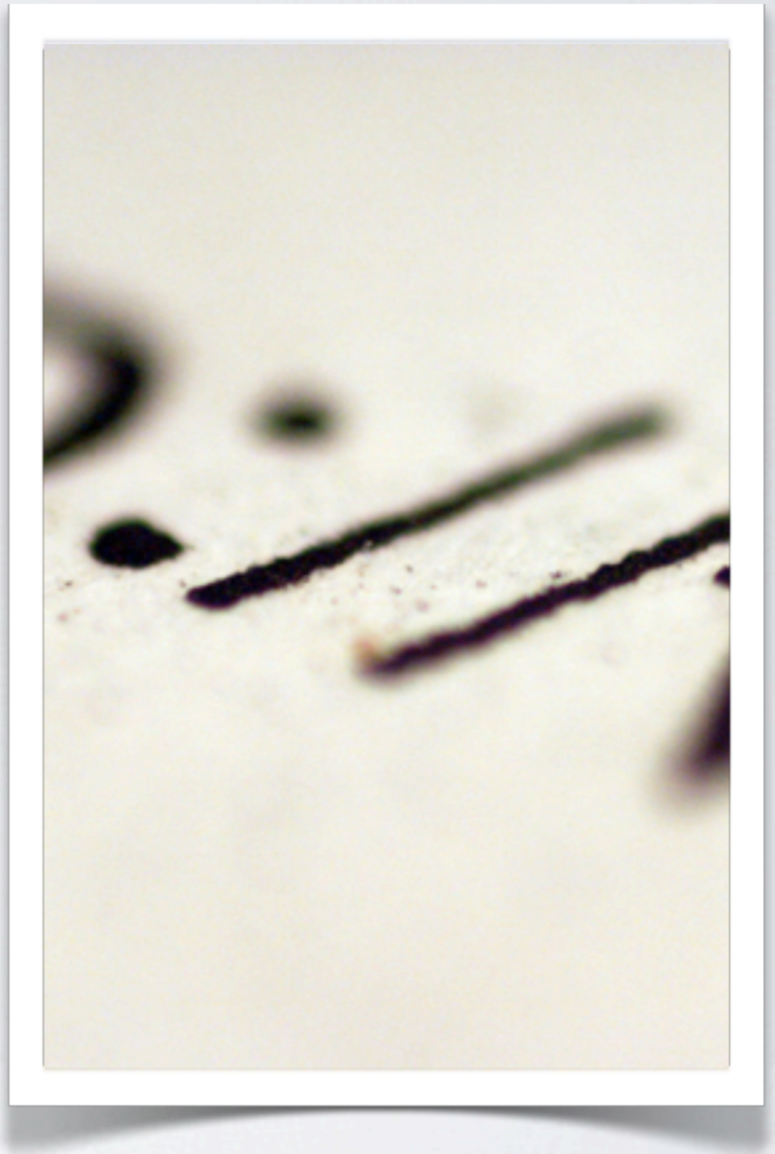
- (assuming you're using an MVC framework)

- Models should contain your business logic



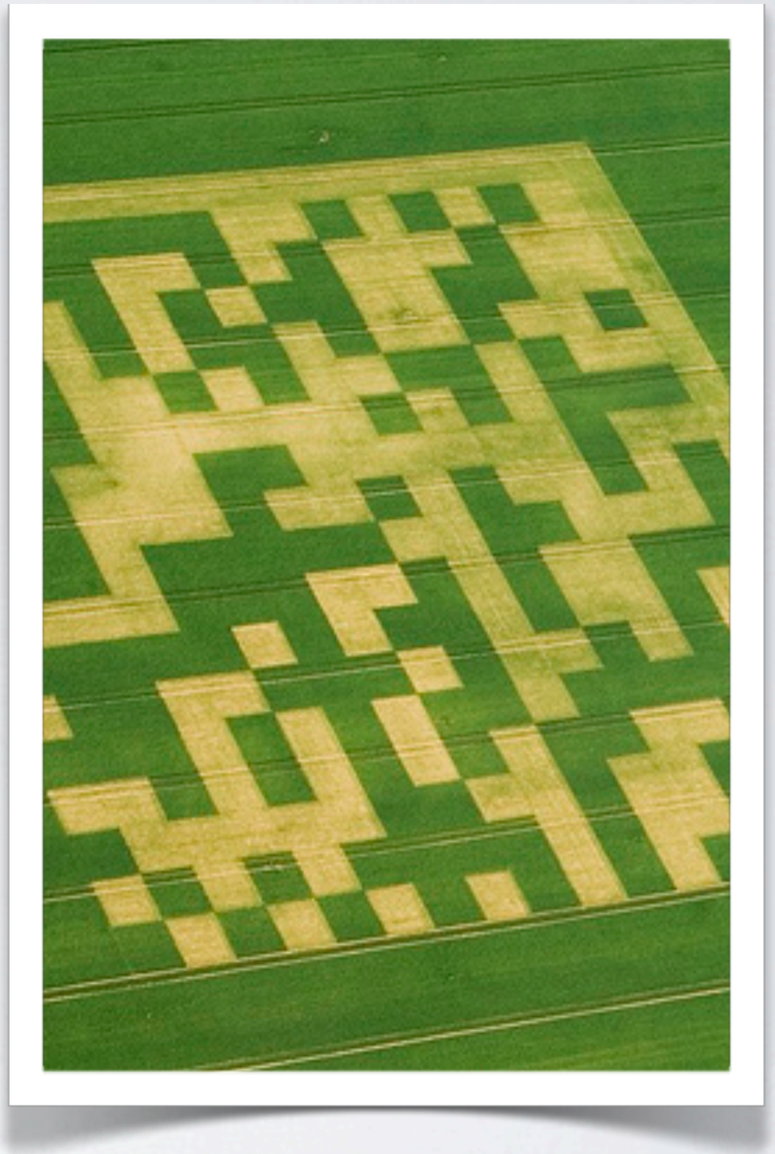
DESIGN YOUR URI SCHEME

- Should flow from your domain model
- Remember if you want to talk about it give it a URI (even if its not linked to from the HTML representation)
- Different representations might need different resources



HELLO WORLD

- Make hello world pages for primary objects
- And primary aggregations

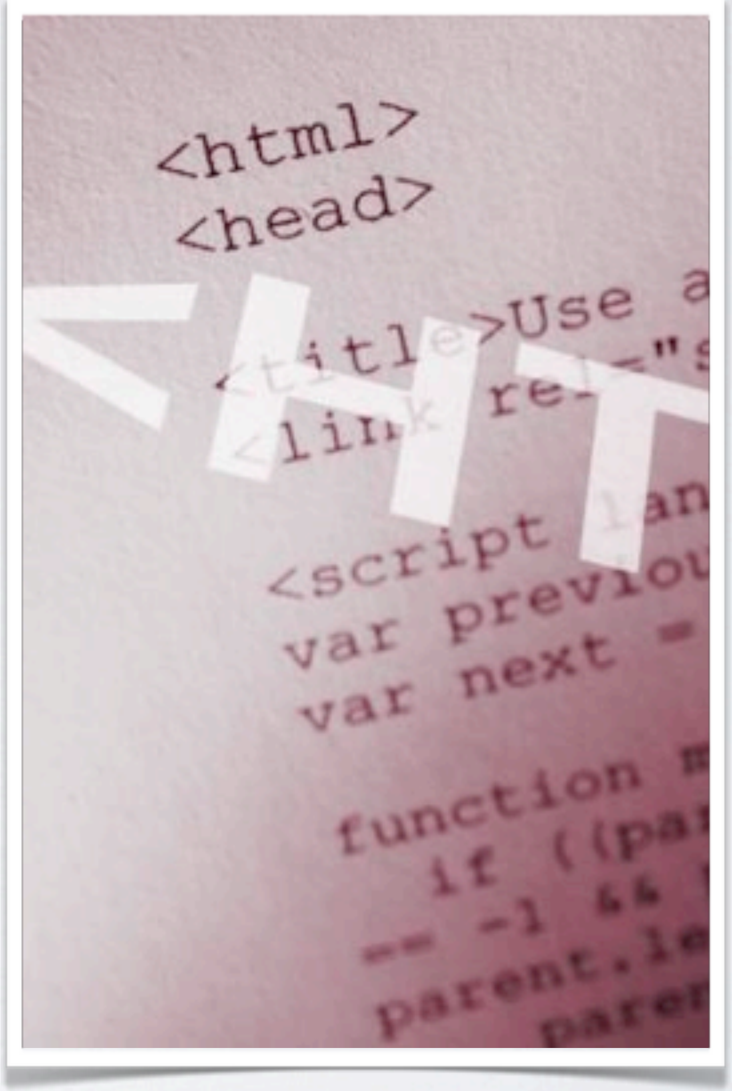


DEFINE THE DATA YOU NEED TO BUILD EACH PAGE

- Think about the data for all representations – not just HTML
- Reference transcluded resources

BUILD YOUR HTML AND OTHER REPRESENTATIONS

- Design your document to be semantically correct and accessible
- This isn't about page layout – that's what CSS is for
- Document design is independent of page layout



APPLY LAYOUT CSS

- You’re wireframing!
- Use CSS to move elements around
- Try and test different options

CC
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APPLY DECOR CSS

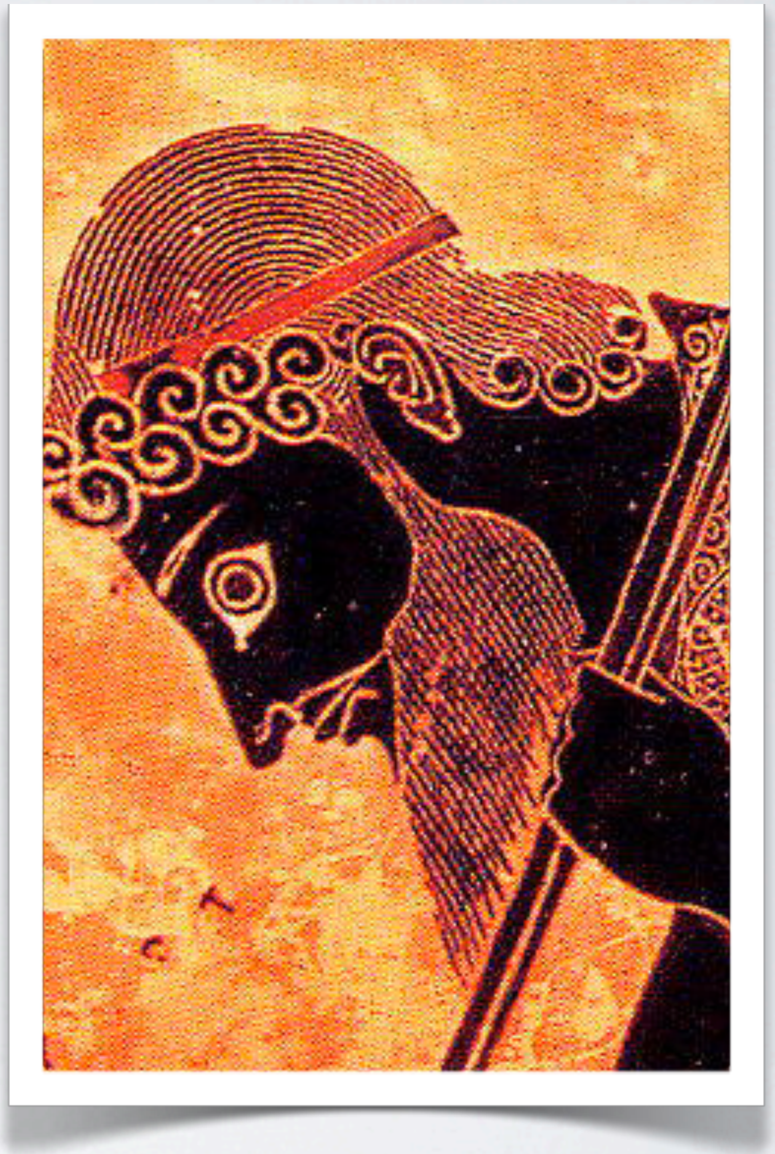
- Visual design gets added now
- Try to work in CSS where possible
- Try and test different options

NEVER STOP TESTING

- Personas are just abstractions of real people
- It's better to test with real people

ADD JAVASCRIPT AND AJAX

- Ajax should be seen as a progressive enhancement
- Google can’t eval a JavaScript – give the Google bot HTML to chew through
- Your site will be more accessible

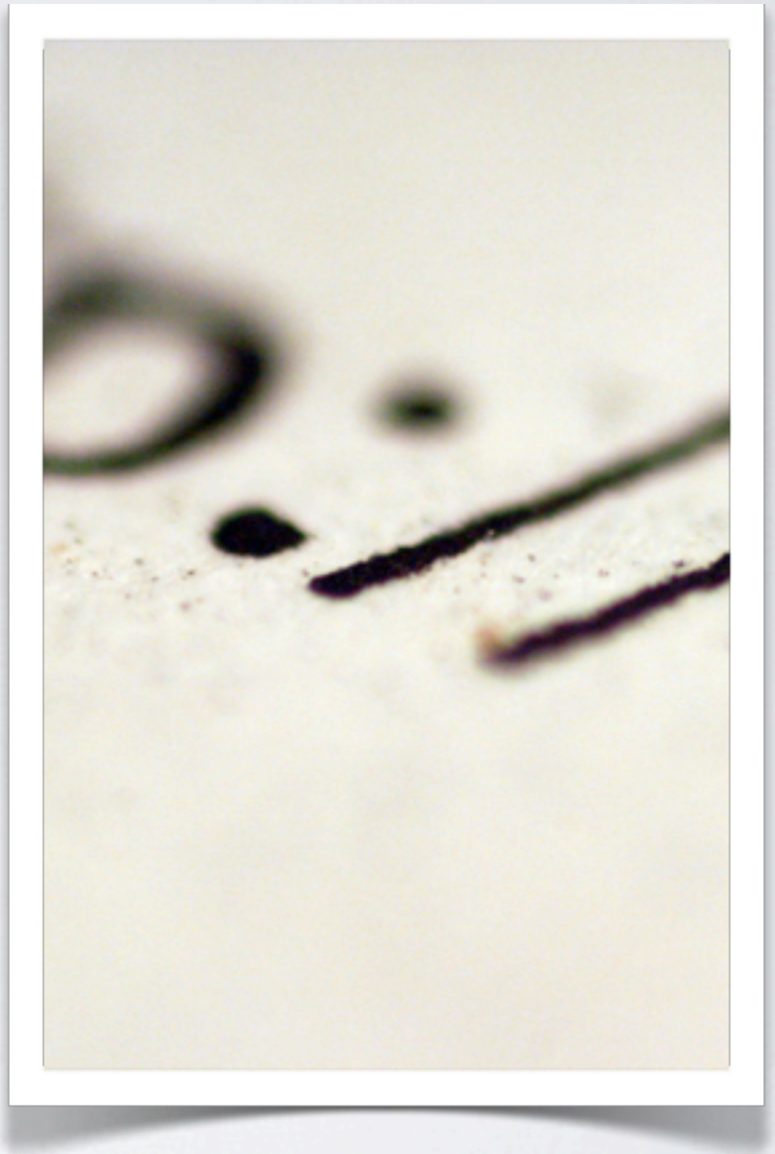


ONE WEB

One URI multiple representations

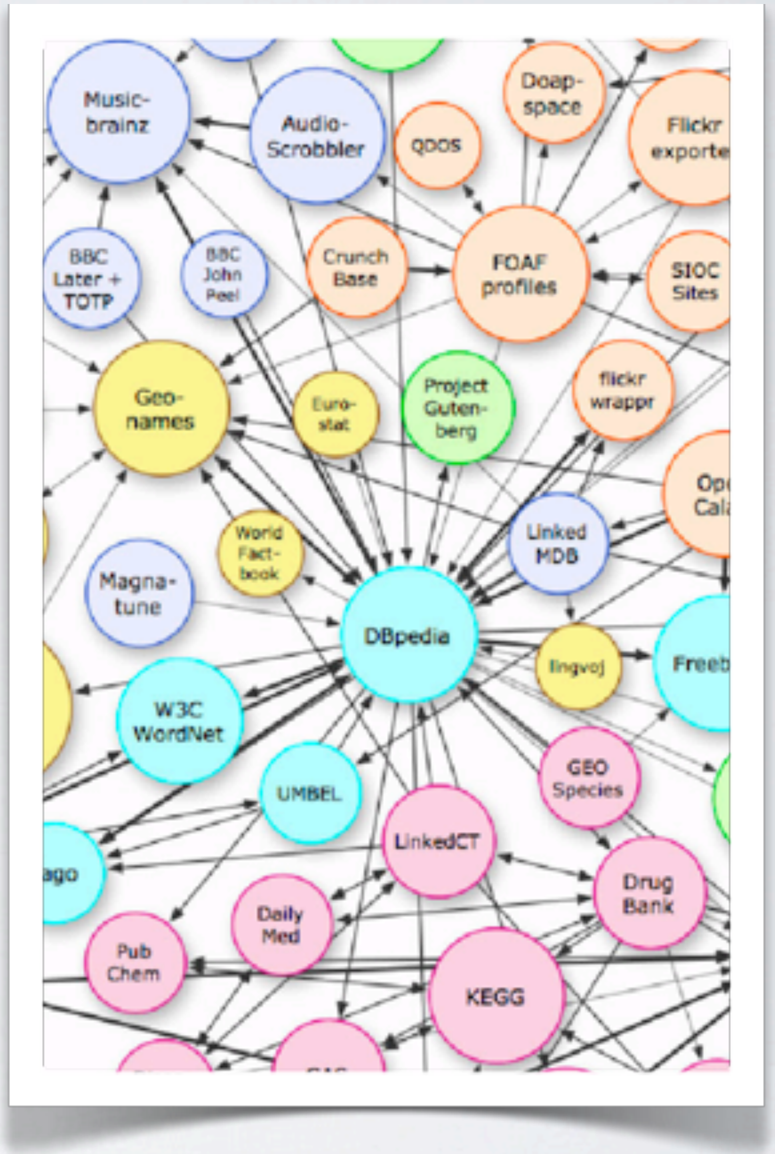
ONE URI FOR ONE THING

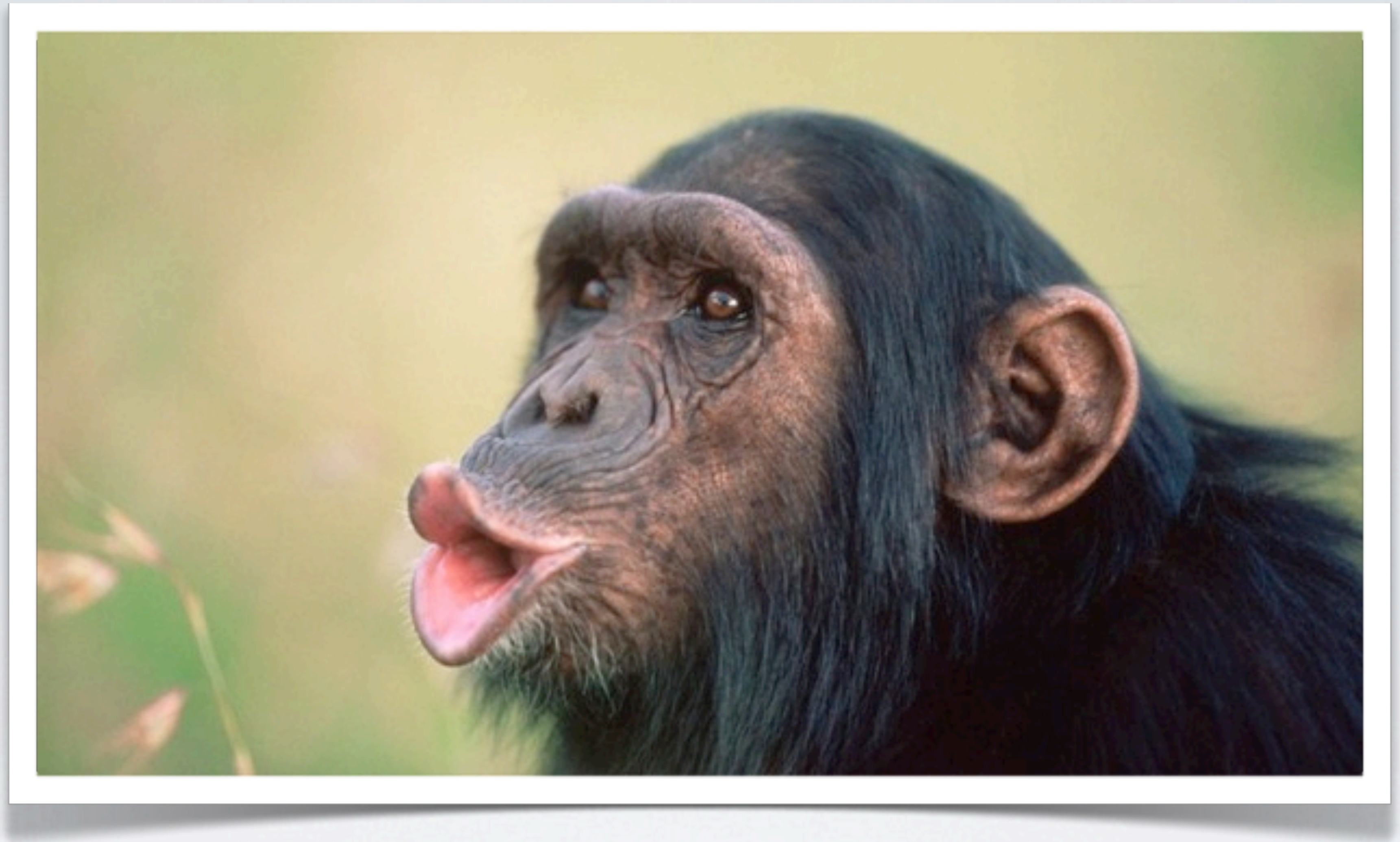
- Content Negotiate to return the appropriate representation
- One URI is better than having:
  foo.bar/mobile/:thing
  OR
  m.foo.bar/:thing
- Content/data might be different for different representation
- Make the raw data available



THIS IS LINKED DATA

- Use HTTP URIs to identify things
- Return information (data) when you go to that URI
- Include (typed i.e. semantic links) links to other things





THANKS

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