

# NSS Seattle Web Site Upgrade

November 12, 2006

# Goals:

- 1. Update the NSS Seattle Web site to provide the public with relevant information**
- 2. Web site is easily maintainable and requires no special training**
- 3. Web site is attractive with optimized usability**

# Goal 1: Content for Web site

- Who we are
- Meeting information
- Membership information
- Newsletter
- Subscription list links
- Other content
- *Keep content current!*

## Goal 1: Content for Web site

# Who we are

- The NSS Seattle “mission statement”
- NSS Seattle Officers

# Goal 1: Content for Web site

## Meeting information

- Information about regular meeting time and location (with map)
- Information about specific upcoming meetings (date/time and speaker)
- Archive list of prior meetings, speakers, etc.

# Goal 1: Content for Web site

## Membership Info

- **National NSS membership link (try to get association with Seattle chapter)**
- **Local (Seattle chapter) NSS membership info**
- **General membership benefits (such as NASA credit union membership, etc.)**

# Goal 1: Content for Web site Newsletter

- Current issue of *Sojourner* newsletter
  - HTML *and* .pdf?
- Archive of past (*n*) issues
  - *How many old newsletters do we need to keep online, anyway?*

# Goal 1: Content for Web site Subscription List Links

- The buttons we currently use for our Web site work very well.





# Goal 1: Content for Web site

## Suggested Miscellaneous items

- ISDC 2007 meeting (summary/link)
- Links of interest
- NSS Chapters Common Calendar of Events
- Space Development Web Ring
- Local events calendar

# Goal 1: Content for Web site

## Keep content current!

- It's oh, so embarrassing to see items that are several years old on the Web sites...for example:

<http://www.astrodigital.org/csfs/events.html>

## Goal 2: Technically simple Web site

- **Simple HTML (no dynamic content, no FrontPage extensions, etc.)**
- **Easy to maintain using the current CyberTeams system used by our NSS server**

## Goal 2: Technically simple Web site

# Simple HTML

- Table-based (rather than `<div>`), possibly with a simple `.css` style sheet
- WSIWYG editors could be used, but with extreme caution (might add extra code)
- No animation, flash, intro page, etc.
- Minimal graphics

## Goal 2: Technically simple Web site Easy to maintain

- Essential that *everyone* be able to update the site (avoids special training or skills)
- Integrates with the NSS server CyberTeams system
- Future note: Document the upload process

## Goal 3: To present an attractive “front face”

- **Basic usability standards apply**
- **Clear navigation system for content**
- **Traditional, non-threatening interface**

# Goal 3: To present an attractive “front face”

## Basic Usability Standards

- Size of Web page should be no longer than one page long (i.e. one “page down” button)
- Fonts:
  - Figure-to-ground contrast dictates use of font colors
  - Traditional sans-serif fonts such as Arial, Verdana, etc. (no Comic Sans font)
- Careful use of background (avoid tiled images)
- Consistent navigation structure
- Consistent style throughout site

## Goal 3: To present an attractive “front face”

# Clear navigation system

- **Consistent navigation structure**
- **Left-hand navigation bar is effective**
- **“Depth” of site should be no more than 2 or 3 levels**
- **Do not use graphics for nav bar links**
- **Navigation would follow the Web site structure**
  - **NOTE: Some standalone links will be outside this structure, such as ISDC 2007**



**Goal 3: To present an attractive “front face”  
Traditional, non-threatening interface**

- **Nothing too weird.**
- **Careful use of backgrounds**
- **Standard look and feel. Don't get artsy!**

# Web site examples

# Fairly decent!

- <http://www.chicagospace.org/index.html>  
(but figure-to-ground contrast is poor)
- <http://www.ocspace.org/index.htm> (but  
the scrolling! the scrolling!)

*Very nice, but a little bit out of our reach.*

- <http://www.nsschapters.org/al/HAL5/>

# Their heart is in the right place...

- <http://www.nssflorida.org/>
- <http://www.astrodigital.org/csfs/index.html>

# Figure-to-ground contrast (usability problem)

- <http://chapters.nss.org/ok/osanss.html> (headache inducing)
- <http://chapters.nss.org/ma/>
- <http://www.tof-one.org/> (light grey on black)

# Inconsistent use of fonts, nav bar, etc.

- <http://chapters.nss.org/nj/njn/>
- <http://www.aroundspace.com/>

# Inconsistent nav bar structure

- <http://www.oregon15.org/>



# No hosting on “free” servers with advertising, pop-ups, etc.

- <http://www.angelfire.com/space/frl5/>
- <http://www.geocities.com/francoisehardy51/challengers.htm>

# Too technical to maintain, and not updated

- [http://www.mnsfs.org/index.php?option=com\\_content&task=view&id=9&Itemid=30](http://www.mnsfs.org/index.php?option=com_content&task=view&id=9&Itemid=30)
- <http://www.nssatlanta.org/>

# The ugly

- <http://www.tcei.com/ssss/>