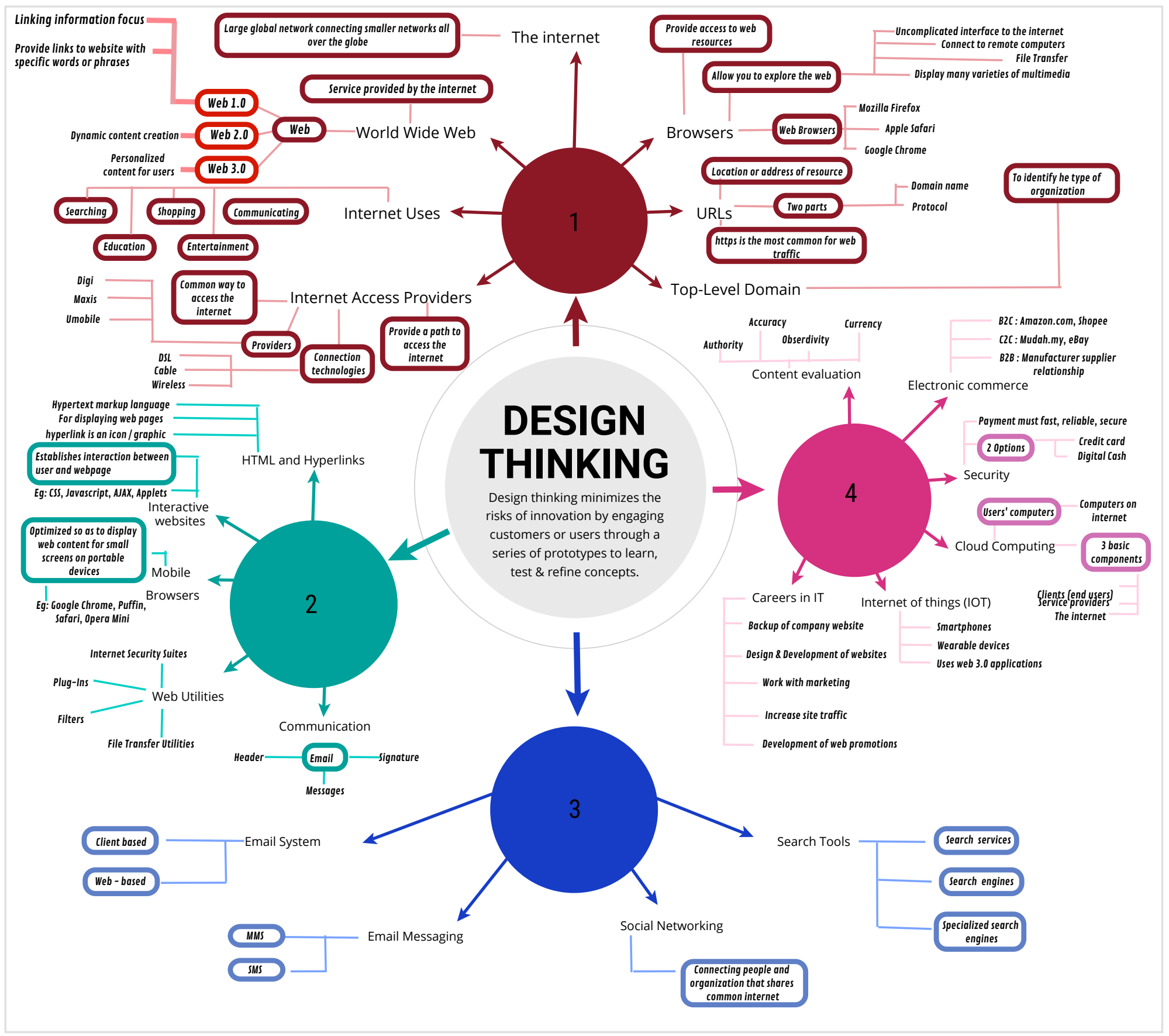
DESIGN THINKING
Design thinking minimizes the risks of innovation by engaging customers or users through a series of prototypes to learn, test & refine concepts.
1
The internet
Large global network connecting smaller networks all over the globe
Linking information focus
Provide links to website with specific words or phrases
World Wide Web
Service provided by the internet
Web
Web 1.0
Web 2.0
Web 3.0
Dynamic content creation
Personalized content for users
Internet Uses
Searching
Shopping
Communicating
Education
Entertainment
Internet Access Providers
Common way to access the internet
Digi
Maxis
Umobile
Providers
Connection technologies
DSL
Cable
Wireless
Provide a path to access the internet
Browsers
Provide access to web resources
Allow you to explore the web
Uncomplicated interface to the internet
Connect to remote computers
File Transfer
Display many varieties of multimedia
Web Browsers
Mozilla Firefox
Apple Safari
Google Chrome
URLs
Location or address of resource
Two parts
Domain name
Protocol
https is the most common for web traffic
Top-Level Domain
To identify he type of organization
2
HTML and Hyperlinks
Hypertext markup language
For displaying web pages
hyperlink is an icon / graphic
Interactive websites
Establishes interaction between user and webpage
Eg: CSS, Javascript, AJAX, Applets
Mobile Browsers
Optimized so as to display web content for small screens on portable devices
Eg: Google Chrome, Puffin, Safari, Opera Mini
Web Utilities
Internet Security Suites
Plug-Ins
Filters
File Transfer Utilities
Communication
Email
Header
Signature
Messages
3
Email System
Client based
Web - based
Email Messaging
MMS
SMS
Social Networking
Connecting people and organization that shares common internet
Search Tools
Search services
Search engines
Specialized search engines
4
Content evaluation
Accuracy
Authority
Obserdivity
Currency
Electronic commerce
B2C : Amazon.com, Shopee
C2C : Mudah.my, eBay
B2B : Manufacturer supplier relationship
Security
Payment must fast, reliable, secure
2 Options
Credit card
Digital Cash
Cloud Computing
Users' computers
Computers on internet
3 basic components
Clients (end users)
Service providers
The internet
Internet of things (IOT)
Smartphones
Wearable devices
Uses web 3.0 applications
Careers in IT
Backup of company website
Design & Development of websites
Work with marketing
Increase site traffic
Development of web promotions