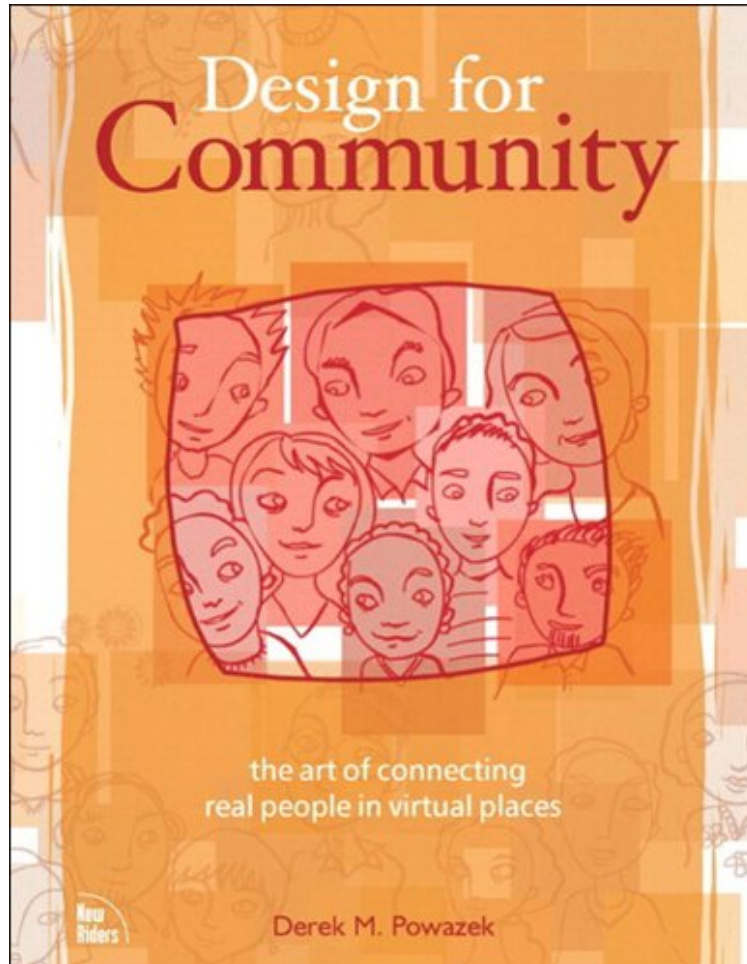


Design for Community

Von Derek Powazek

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Von Derek Powazek : Design for Community before purchasing it in order to gage whether or not it would be worth my time, and all praised Design for Community:

KundenrezensionenHilfreichste Kundenrezensionen14 von 14 Kunden fanden die folgende Rezension hilfreich. Ein "muss" fr jeden Community-BetreiberVon Ein KundeDesign for Community ist ein groartiges Buch fr jeden, der eine Community betreibt, Konzepte fr Communities erstellt oder seine Seiten einfach nur interessanter und dynamischer machen mchte.Das Buch geht NICHT auf die Programmierung ein sondern erklrt nur, was man tun kann, tun sollte und welche Fehler man dabei machen kann. Jedes Kapitel schliet mit einem ausfhrlichen Interview jemandem, der besonders viel mit dem Thema zu tun hat. Eines mit Matt Williams von .com ist natrlich auch drin!Design for community ist in einem sehr guten, verstndlichen Englisch verfasst und lsst sich prima lesen. Viele der Ideen werde

ich in meine zukünftigen Konzepte aufnehmen.

Kurzbeschreibung This book is available as an Adobe Reader eBook on the publisher's website: newriders.com

Communities are part of all successful web sites in one way or another. It looks at the different stages that must be understood: **Philosophy:** Why does your site need community? What are your measures of success? **Architecture:** How do you set up a site to create positive experience? How do you coax people out of their shells and get them to share their experiences online? **Design:** From color choice to HTML, how do you design the look of a community area? **Maintenance:** This section will contain stories of failed web communities, and what they could have done to stay on track, as well as general maintenance tips and tricks for keeping your community garden growing. .de

In light of recent world events, many people have been reaching out for the sort of closeness and supportive reassurances that can come from friends "met" in online communities. In an article written for TechTV.com, Design for Community author Derek M. Powazek notes that in the days following September 11 new sites sprang up and message board activity went through the roof. Message boards and chatrooms allowed people to connect with others--so crucial in times of trouble--to share breaking news, find ways to help, or post personal stories. Of course, online communities are not only for the bad times: Web stores feature user-posted reviews, bulletin boards build up around all types of issues or shared experiences, celebrities answer questions in live chat sessions, and singles with Web cams check each other out. "Web communities happen when users are given tools to use their voice in a public and immediate way, forming intimate relationships over time." Powazek should know; he created Fray.com and Kvetch.com and has acted as a consultant on Web community features for Netscape, Lotus, and Sony. Design for Community offers thorough (and entertaining) discussions on all aspects of building and maintaining a Web-based community. There are chapters on choosing content (including Powazek's recipe for encouraging positive communities), designing ("How do you present a discussion system that encourages friendly conversation?"), deciding on the backend technology necessary to run a site (whether server-side software or free Web-based tools), setting up rules, hosting, moderating, and even someday "killing" your community. Each chapter features an interview with an expert, like Steven Johnson of Plastic.com on design and Emma Taylor, host of Nervecenter.com, a "community of thoughtful hedonists," on setting barriers and enforcing rules. Powazek maintains a companion site for this book at Designforcommunity.com, with excerpts, more essays, and, of course, a forum for discussion. If you're even considering building an online community, you must begin with this book. --Angelynn Grant

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