

网站项目中项目经理应该关注的问题 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/66/2021_2022__E7_BD_91_E7_AB_99_E9_A1_B9_E7_c41_66094.htm 作为一个项目经理在网站项目中到底应该和客户沟通些什么？无可否认，沟通是项目经理80%以上时间的工作内容，虽然项目管理有九大知识领域，四十多个过程组，众多的分析，决策，和执行绩效评估的工具，但是对于网站项目来说，项目时间最多几个月到半年，大多项目规模也就是几万到二、三十万，真正需要关注的反而是最基本的东西 - 沟通，那么沟通什么？怎么沟通呢？作为乙方，到底该怎么做来应付那些难缠的甲方呢？首先回到基本点，一个网站到底有哪些东西需要关注呢？我们是否已经被客户折磨得忘记了我们才是专业的服务提供者？我们到底给客户灌输了什么概念呢？Webby作为网站方面的专业奖项，其评估的标准可以说给了我们一个相当可靠的基准，那么我们看看都有哪些方面是专家看重的。我觉得原文所表达的含义实在增一字太多，减一字太少，所以放在下面，给出简单的翻译。Content 内容Content is the information provided on the site. It is not just text, but music, sound, animation, or video -- anything that communicates a sites body of knowledge. Good content should be engaging, relevant, and appropriate for the audience. You can tell its been developed for the Web because its clear and concise and it works in the medium. Good content takes a stand. It has a voice, a point of view. It may be informative, useful, or funny but it always leaves you wanting more. 内容是指网站所提供的信息，不仅仅是文字，还包括音乐，声音，动画，或者视

频，只要这些被用来传递网站所要传递的知识。好的内容应该是吸引人的，和浏览者相关而且合适的。你甚至可以清楚地知道这些内容是专门为了网站而准备的，因为它们清楚，简洁而且特别适合这种媒介方式。好的内容总是有自己的特点，它可能表达一个声音，一种观点，它也可能是见多识广，开卷有益，或者仅仅是好玩，总之，它总会让你想要更多。

Structure and Navigation结构和导航Structure and navigation refers to the framework of a site, the organization of content, the prioritization of information, and the method in which you move through the site. Sites with good structure and navigation are consistent, intuitive and transparent. They allow you to form a mental model of the information provided, where to find things, and what to expect when you click. Good navigation gets you where you want to go quickly and offers easy access to the breadth and depth of the sites content.

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