

Contents

1	Introduction	1
1.1	The Web Engineering Scenario	2
1.2	Structure of the Book	5
1.3	Intended Audience	7
2	Technologies	9
2.1	The HyperText Transfer Protocol (HTTP)	10
2.2	The HyperText Markup Language (HTML)	11
2.2.1	Cascading Style Sheets (CSSs)	13
2.3	The eXtensible Markup Language (XML)	14
2.3.1	Well-Formed XML Documents	15
2.3.2	Valid XML Documents	16
2.3.3	Namespaces	18
2.3.4	Presenting XML Documents	20
2.3.5	An XML Application: XHTML	22
2.4	Dynamic HTML and Client-Side Business Logic	23
2.4.1	Common Scripting Languages	23
2.4.2	Dynamic HTML	24
2.4.3	Client-Side Business Logic and AJAX	25
2.4.4	Embedded Applications	27
2.4.5	Embedded Multimedia Objects	28
2.5	Dynamic Web Pages and Server-Side Business Logic	29
2.5.1	Common Gateway Interface (CGI)	29
2.5.2	Web Server Extensions	33
2.5.3	Multitiered Architectures	44
2.5.4	How to Access Data	46
2.6	Web Services and Remote Business Logic	49
2.6.1	The Web Service Description Language (WSDL)	50
2.6.2	The Simple Object Access Protocol (SOAP)	50
2.6.3	The Service-Oriented Architecture (SOA)	51
2.6.4	Service Orchestration and Choreography	52

2.6.5	RESTful Services	53
2.7	Summary	54
2.8	Further Readings	54
3	The Development Process	57
3.1	Decomposing the Software Development Process	58
3.1.1	Activities in Software Development	58
3.1.2	Actors in Software Development	60
3.2	Structuring the Software Development Process	61
3.2.1	The Waterfall Model	61
3.2.2	The Spiral Model	61
3.2.3	The Unified Model	63
3.2.4	Other Models	64
3.3	Web-Specific Software Development Processes	64
3.3.1	The Online Evolution Model	65
3.3.2	Web-Specific Actors	67
3.4	Examples of Web-Specific Development Processes	68
3.4.1	The WebML Model	68
3.4.2	WSDM	71
3.4.3	The OOHDM Model	75
3.5	Summary	77
3.6	Further Readings	78
4	Requirements Engineering	81
4.1	Web Requirements Engineering Concepts	82
4.1.1	Software Requirements with Relevance to the Web	82
4.1.2	Requirements Engineering Processes	85
4.2	Organization Requirements Analysis	88
4.2.1	Value-Based Requirements Analysis	89
4.2.2	Business Information Flow Analysis	92
4.2.3	Goals Analysis	94
4.2.4	Business Process and Task Analysis	97
4.2.5	Audience Analysis	102
4.3	Application Domain Analysis	106
4.4	Navigation and Interaction Analysis	109
4.4.1	Navigation Relationships	109
4.4.2	High-Level Interaction and Navigation Units	111
4.5	Summary	113
4.6	Further Readings	113
5	Web Application Design	115
5.1	Design Concepts	116
5.1.1	Design Principles	117
5.1.2	Design Process	119
5.2	Workflow Design	120

5.3	Data Design	123
5.3.1	Information integration engineering	126
5.4	Navigation Design	127
5.4.1	Site Structure Design	127
5.4.2	Navigation Behavior Design	136
5.4.3	Web Service Interaction	144
5.5	Presentation Design	146
5.5.1	Abstract Presentation Design	147
5.5.2	Concrete Presentation Design	154
5.6	Architecture Design	155
5.6.1	Conallen's Web Application Extension for UML	155
5.6.2	Web Software Architecture (WebSA)	157
5.7	Extensions for Rich Internet Applications	161
5.7.1	WebML extensions	163
5.7.2	ADRIA extensions	165
5.7.3	The RUX method	165
5.7.4	OOH4RIA	166
5.8	Model-Driven Engineering and Web Engineering	166
5.9	Hypertext Models	168
5.9.1	Hyperbase Models	169
5.9.2	Layered Hypermedia Models	169
5.10	Summary	172
5.11	Further Readings	173
6	Adaptation	175
6.1	Localization and Internationalization	176
6.1.1	Terminology	177
6.1.2	History and Problems Involved	177
6.1.3	Hofstede's Cross-Cultural Theory	179
6.1.4	Web Design Methods and Localization/Internationalization	181
6.2	Personalization, Adaptation, and Context-Awareness	185
6.2.1	Terminology	185
6.2.2	Methods and Techniques	187
6.2.3	Web Design Methods and Adaptation/Personalization	188
6.3	Accessibility and Users with Disabilities	197
6.3.1	Enabling Accessibility	198
6.3.2	The Web Content Accessibility Guidelines	199
6.3.3	The Dante Approach	203
6.3.4	Web Design Methods and Accessibility	204
6.4	Product Line Engineering and Feature Modeling	205
6.4.1	Software Product Line Engineering	205
6.4.2	Adaptive Web Applications and Software Product Lines	208
6.4.3	Domain Analysis in Detail	210
6.5	Summary	220

6.6	Further Readings	221
7	Implementation, Deployment, and Maintenance	223
7.1	Implementing the Presentation Layer	224
7.1.1	Template-Based Layout	224
7.1.2	XSLT at Runtime	227
7.1.3	Model-View-Controller Pattern	228
7.2	Web Application Frameworks and Engineering Tools	230
7.2.1	Web Application Frameworks	230
7.2.2	Web Engineering Tools	232
7.2.3	Model-driven Engineering and Model Transformation ..	238
7.3	Deployment and Installation	240
7.3.1	Choosing a Web Server	241
7.3.2	Hosting, Housing, or Own Web Server?	243
7.3.3	Registering a Domain Name	244
7.3.4	Deploying a Web Application	245
7.4	Maintenance and Evolution	245
7.4.1	Maintenance of Web Applications	246
7.4.2	Evolution of Web Applications	248
7.5	The Role of Model-Driven Design and Industry Solutions	249
7.6	Summary	251
7.7	Further Readings	253
8	Quality Assessment	255
8.1	The Need for Quality Models	256
8.1.1	Quality Perspectives	258
8.1.2	Quality Factors Characterizing Web Applications	260
8.2	Testing Web Applications	262
8.2.1	Functional Testing	263
8.2.2	Performance testing	267
8.3	Usability Evaluation	272
8.3.1	User Testing	273
8.3.2	Inspection Methods	275
8.3.3	Web Usage Analysis	277
8.4	Web Design Methods and Quality Assessment	279
8.4.1	Early Assessment of Navigation Models	279
8.4.2	Web Application Testing	284
8.4.3	Web Usage Analysis	284
8.5	Automatic Tools	288
8.5.1	Testing Tools	288
8.5.2	Usability Evaluation Tools	289
8.6	Summary	290
8.7	Further Readings	291

9	Semantic Web and Web 2.0	293
9.1	The Semantic Web	294
9.1.1	Semantic Web Technologies	296
9.1.2	The Friend Of A Friend Project	299
9.1.3	Web Design Methods and the Semantic Web	300
9.2	Web 2.0/3.0	305
9.2.1	Social Involvement/Participation	306
9.2.2	Technologies for Web 2.0	308
9.2.3	New Technologies and Accessibility	311
9.2.4	Web Design Methods and Web 2.0	311
9.2.5	Web 3.0	313
9.3	Summary	314
9.4	Further Readings	315
	References	317
	Index	341