

## 2 | Compare Interactivity at E-Commerce Websites

Form a team of three or four classmates to evaluate how the following e-commerce websites use web design to promote interactivity with their customers, potential customers, partners, and other interested parties. Which of the e-commerce websites is the most successful at promoting interactivity? Which is the least successful? Why? Suggest ways that the least successful website might better promote interactivity.

- a. Amazon
- b. Dell
- c. IKEA
- d. etsy

Write a report of your team's findings and be prepared to discuss your report in class.

### CASE STUDY

Apply the chapter concepts to the ongoing development process in web design with the Case Study.

The Case Study is an ongoing development process using the concepts, techniques, and Design Tips presented in each chapter.

### Background Information

As you progress through the chapters, you will learn how to use design as a tool to create effective webpages and websites. At each chapter's conclusion, you will receive instructions for completing each segment of the ongoing design process.

In this chapter's assignment, you are to identify methods and tools to manage currency, encourage connectivity, and promote interactivity and communication at your website. Discuss costs associated with the development of your website. Create a tag line, describe how you plan to use color at your website, find resources for your website's topic, practice writing and editing scannable text, apply responsive web design techniques, and create a plan for handling accessibility and usability issues.

### Chapter 2 Assignment

1. In the format requested by your instructor, do all of the following:
  - a. Identify the element(s) that you could include on your website that would convey to its audience that the website's content is current.
  - b. Identify the connectivity tools you will use to encourage users to share or promote your content, and explain how you will use them.
  - c. Identify ways you can promote interactivity at your website.
  - d. Create an appropriate tag line for your website and describe how you will use it in the website's design.
  - e. Describe how you plan to use color at your website.
  - f. Write three paragraphs about your website's topic in inverted pyramid style. Then rewrite the paragraphs as chunked text.
  - g. Describe how you plan to use RWD principles to enhance your website's usability.
  - h. List ways you plan to make your website accessible.
2. Submit your findings in the format requested by your instructor and be prepared to share your plan with the class.