Website Justification

Adrian Chan Ee Ray || A0122061B || Tutorial: W2
Note: the pages developed are index.html and about.html, found in
"[NM3217][Web][AdrianChan][A0122061B][W2].zip"

PR Problem

- **Lack of Volunteers:** Upon meeting with Mr Desmond Wong, Project Director of EQUAL-ARK, it is found that many of the public are confused with EQUAL-ARK's cause and operations for the due to a misrepresentation of the organisation from the online press. This results in the organisation staff needing to consistently clarify with that EQUAL-ARK does. The new website needs to be revamped to prevent further confusion of the organisation. (Press example: www.todayonline.com/sports/new-equine-academy-building-launched). With the lack of understanding of the organisation, it results in fewer volunteers as they are unaware of the direction of the organisation.

Target Audience

- **Youths in Campuses:** There is a high involvement of volunteers by the youth body, usually representing their institution as the youth are passionate the equines and young participants of the program.

The Redesigned Website

- **Refined:** With the interest of resolving the misrepresentation of the organisation, a simpler and more intuitive interface should be used. Currently, the site is undeveloped with certain links being inaccessible or containing Lorem Ipsum placeholder text. Such pages or buttons should not be presented from the redesigned website. Furthermore, EQUAL-ARK now has 5 programs instead of 3, which has yet to be updated.

- **Visual:** Less text will be present per page to allow the main points to be passed on to the visitors of the site, emphasising the clarity and effectiveness of text. Furthermore, appealing visual graphics such as pictures and videos will be the key emphasis of the page to draw the youths, displaying the empathy, positivity and engagement the target audiences will have towards the youths and equines.

Objective

- **Volunteers:** We aim to garner at least 30 in volunteers in the following six months. By having volunteers from the program, it allows them to further understand and also help EQUAL-ARK spread the word to their peers and family, gaining further volunteers in the near future to aid EQUAL-ARK and their programs.

Website Content

- **Home (Developed index.html):** To emphasize the use of visuals for the website to fulfil the objectives, a simple gallery of several images is amalgamated into the home page. In the future version of development, a timer function can be included into the home page to slide through the gallery as well.

- **About Us (Developed about.html):** As the most important page, it allows viewers to get a clear understanding of the organisation.

- **Programmes:** The program page will be redeveloped to an updated program. Redesigned diagrams will present how all 5 new programs are in relation to one another and their differences in targeting different youths as well.

- **Support Us:** This page is to allow volunteers to find out more about the ways to help the organisation. This page will also include more contact details of the company.

- **Media:** As EQUAL-ARK has produced several well-done corporate videos and short films about their organisation, it will be good to include these videos to allow the target audiences to get a better impression of the organisation.

```
                        Home
                     (index.html)
   ┌───────────┬─────────┴────────┬───────────┐
About Us    Programme         Support Us    Media
(about.html) (prog.html)      (support.html) (media.html)
```