CP1406 Asignment 2

First impressions of webpage:

General

* Not using space efficiently
* Header is bothering me so much
* Left side bar is inconsistent and just horrible

Home

* Header is stuck when scrolling greatly reducing the reading space on the page
* Header does not need to be that big
* Too much text no headings, changing in topics on home page content

News

* Different header
* Header still is static position on the page, little bit more to view but still not good
* Same image used twice
* Too much text on one page / bunched together

Gallery

* Un-linked images
* Photo selection is weird and not innovative at all
* Header static again
* Whole page is broken
* Clickable images which show on the left

Supporters

* Generally relevant information in content box
* 3 topics on one page
* Images at bottom look out of places

People

* Heaps of information of this page
* Heaps of images all slightly different sizes

About us

* So much information
* Can be made into page within page info.

Goals

* To get more business and more life time memberships to continue the life of the business and more people involved with music.

Success Evaluation

* A good way would be to compare how many members join the past years compared to this year with new integrated webpage
* Another way would be to measure how many people attend events and the addition of more full time members being added to the page as it expands.

Target Audience

* Anyone who can pick up an instrument, however, that isn’t precise so between 13 – 26 this way draws in a younger audience who spreads the business plans with the community which could bring in more business.
* Webpage is design to appeal to younger adults and teenagers, no children allowed. Elders can still come here if they can use a computer.

Content

* Relevant content for each page and not too much content shown at once on one page, however, don’t want to be clicking 100 times to find one bit of info

