

**MOI UNIVERSITY**

**SCHOOL: SCHOOL OF INFORMATION SCIENCES**

**COURSE CODE:INS 322**

**COURSE: WEB DESIGN**

**GROUP 6**

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**The design process**

The Design Process is a method for breaking down a major project into smaller, more manageable pieces. The design process is used by architects, engineers, scientists, and other intellectuals to tackle a variety of challenges. Used to outline the procedures required to complete each project and to ensure that all of the concepts and sketches are adhered to throughout the process.

Importance of design process in web development

1. It makes a good first impression.

Your audience's first impression of your company is formed when they visit your website. They will assess your company in a matter of seconds. You want to make a positive impression on your audience in the initial few seconds.

Your audience will have a poor perception of your company if your website is ugly or outdated. They will be turned off by your website since it is not enticing to them. You'll lose out on leads since they'll go to a competitor's page instead of yours.

2. It will help you with your search engine optimization (SEO) campaign.

It features and practices have an impact on how you publish material on your website, which has an impact on how search engine spiders scan and index it.

You can't afford to make a mistake here. You'll be fighting an uphill battle for exposure from the outset if your on-page SEO fundamentals aren't up to par.

Aside from how your website's content is produced, certain web design features might have a direct impact on SEO. If you're unfamiliar with how web design works, it can be difficult to grasp, but to put it simply, your code must be SEO-friendly.

3. It sets the impression for customer service

People can judge how you will treat them by looking at your website. Your design gives them insight as to how you view your audience. If you don’t put any effort into your website’s design, your audience knows that you won’t put effort into helping them.

4. It establishes credibility with your target audience.

People are wary of websites that are badly designed. They will not trust your site if it has a terrible appearance or if the information appears to be obsolete. Because you don't have an updated web design, they might think your site is unsavory or nefarious

5. It establishes a pattern.

You want to build up your brand when you're seeking to generate new leads for your firm. You want your audience to get familiar with your brand so that when they're ready to convert, they choose you. The importance of online web designs is that they aid in the creation of consistency across your page.

Steps of design process

1. Define the problem

Crucial to solving any design problem is to begin by asking the right questions. Consider the pain point or need of the problem you're trying to solve, whose pain point it is and why you should solve it—keeping in mind how competitors may have already addressed this need. The main problem being solved by the design is letting people know about the different information technologies issues arising and also the new technology. The website is more of a learning facility.

2. Conduct research

Research competitors and study similar projects, taking note of opportunities for improvement and positive outcomes. Work with your marketing and R&D teams to conduct competitive analysis, consumer behavior and market trends to better understand the scope of the overall market. Conducting research is more like wanting to know what the people are working with in for example the competitors. One wants to strategize the web to attract majority so reach is needed.

3. Brainstorm and conceptualize

After you've defined the basis for your project and its specific requirements, ideas will begin to form. Come together with your team to brainstorm and compare ideas to decide on the best features for your product. Use personas, scenarios and storyboards to help you get a clear user perspective to outline your product’s development and marketing strategy. This is more like coming up with different ideas on how the website should be. This should fit users’ perception.

**4. Create a prototype**

Test your concepts by creating a prototype that mimics the finished product. Throughout this process, you'll likely find new areas of improvement as well as user experience validation of your existing concepts. User testing of your prototype will clarify answers to important questions as well as identify potential flaws or drawbacks. This feedback will help you troubleshoot and reiterate your prototype as many times as needed to produce a final product.

This is where you try out a sampling design you create codes and run through them to check for errors that may arise and fix all the problems.

5. Select and finalize

Review all the feedback you gathered from prototype testing and begin building the 'final' product. When you’re finished product is ready to be released to the public, it's time to prepare for the next step, which is product analysis. The is giving out the final design of a website.

6. Product analysis

When your product has been bought, used and reviewed, you can begin to evaluate and gain insight into how your product accomplished solving the originally stated problem. Feedback about the user experience is extremely important to consider when developing the next version of your product. It will tell you what needs to be adjusted, why the adjustments are necessary and how an updated version will better serve the needs of the end-user.

This helps the designer see if the design meets the problems stated. In our case our design has articles about the AI and tech cold War.

7. Improve

Gather all user feedback, prototype testing, competitor analysis and market sales to inform and improve upon your product. Use this information to create a more customized solution to your market’s unique problem or need.

Improvement of a design is when issues arises after analyzing this helps to create or add more features to the website to ensure different standards are met.

**Constraints encountered**

The main issue that arise was how to align the photos and information about us. It used to appear diagonally. Information about certain individuals isn’t the same so it's hard to make them be on a straight line.

Making sure photos in the background communicate was also an issue, for example one should use a photo with communication about how to reach different people on the website page that says contact me.

Rationale for choices made

Because we wanted the tale to determine the tone of the page, we kept the design style simple for the webpage. To complement the main image, we chose a bright, neutral, semi-colored background. The titles of the articles we focused on the websites were used as headlines for the main page.

Our articles, our articles rationale, and the website rationale, which are all in black, are the other headlines at the bottom of the page. The primary page features a photograph of our subject, as well as a laptop with codes on the screen to better relate the story and the subject. We provided a space at the bottom for people to find out how to contact us via social media.

We chose a simple font with no italics for the text on our webpage since we didn't want to distract the viewers from the photo and articles, but rather to support them.

**Evidence of validation**

Just to validate that the codes works well, the form on the contact us page is active and it is able to capture information from the user. The submit button cannot send the data if some fields are empty.