AGBA

INFO-I 101

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Final Project Research

In the interest of establishing and promoting growth of non-profit organization, the development of a website for member usage is an effective tool. In order for a website to be implemented successfully, positive ratings from users is crucial. How the user feels about the quality of a website plays a major role in how it should be developed. Therefore, the development should be strategic and cater toward the demographics of the users.

The ability to develop a website as an informative platform equalizes companies and non-profit organizations (Kang). Since using the internet has a low financial cost, everyone has the same opportunity to take advantage of its capabilities. Even though it is an equalizer, the quality of the website with affect how effective it is with the end users.

In order to make a website's use successful, all components must coexist. It is important for a website to be pleasing to the eye, have an inviting and engaging tone, and be informative in a direct and efficient way (Diem). A website should not be repetitive or cluttered with material that doesn't pertain to the user. For a non-profit organization, the website should make a "call to action" (Diem) to elicit users into donating or getting involved in the organization's events and activities. This call should be clear and grab the user's attention right away. The website should provide persuasion on why one should donate or join.

In Seok Kang's article, "Nonprofit organizations' use of the World Wide Web: are they sufficiently fulfilling organizational goals?", he studies the top 100 largest non-profit organizations and projects his results. He tried to find the qualities that made the website good; he based his search off of usability functions, overall consistency, information projections, and other basic observations. In order for a website to be considered sucessful, it must have satisfactory ratings in each of the categories. If one of these elements is missing, the website is not considered to be sufficient.

There is a strong emphasis on making a website easy to use and intuitive. Even though that is perceived as good advice, not everyone agrees. Simplicity should not restrict a company's capability to create a useful and informative website. In the article "Designing effective Interfaces for Usable Privacy and Security" by Jason Hong, Hong tells his readers that he believes the complexity of a website needs to be based on who is going to be using it the most often. He explains that if you make a website complex, you can train the users (Hong). In the long run, the website will end up being more successful and effective. It should be important to make your website include everything necessary, while still permitting accessibility.

Non-profit organizations should use websites to put their message and information out to the public. It is beneficial to the members of the organization to be updated with news on a website rather than other methods of communication. The use of a website is very efficient, as long as the development meets the certain criteria mentioned.

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