

IDEATION REPORT

Idea Of The Project And The Primary Aim And Purpose Of The Proposed Website:

The purpose of an information centric website is to convey specific, helpful information to a specific user/audience so that the reader learns something new or understands a topic better. These websites are geared around more actionable information and may contain “how to’s”, tips and tricks, fix and repair, guidance, support information, directions, instructions, etc.

A website should exist primarily as a means for growth. It should leverage the business by serving as a tool to meet big picture business goals. For years, the purpose of a website has been to tell people about your business.

List Of The Expected Features That Will Be Supported By The Website:

1. **Mobile Compatibility:**As more and more people use their mobile phones to access the Internet, creating a mobile optimized website has become a necessity.The first step is to check how your existing website appears on mobile. You can use Google mobile site tester to find this out. If your website cannot currently be accessed on mobile, you can create a mobile version of your website for free with the help of web-based mobile website builders.
2. **Accessible to All Users:** A user-friendly website should also be accessible to everyone including blind, disabled or the elderly. These users typically use screen-readers to access the Internet. The 508 website accessibility guidelines highlights simple web design techniques that can be applied to make sure your website can be accessed easily on-screen readers, making your website available to a larger audience.
3. **Well Planned Information Architecture:**How information is organised and presented on your website is vital for good usability. However, it is often neglected. It has become even more important today as websites offer a wide range of information and resources to attract their target market. Plan your website sections and categories carefully and present information in a way that it is easy for users to find. Always think from the perspective of your users. This is particularly important if you offer a lot of content on your company's website.
4. **Well-Formatted Content That Is Easy to Scan:**The average Internet user skims through the content on a web page instead of reading each and every word from top to down. Users tend to scan through key parts of the page quickly to determine if it is relevant to their needs.It is important to format your content with this in mind. Correct use of headings, sub-headings, paragraphs, bullets or lists help to break up text, making it easy for readers to scan.
5. **Browser Consistency:**Browser compatibility can be easily overlooked. Even the websites of some of the most reputable companies suffer from this problem due to neglect. This is bad for branding and has a negative affect on website usability.Although modern browsers have evolved and become more efficient, some inconsistencies still exist in how a website is interpreted by different browsers. It is important to ensure your

website appears and behaves consistently across all major browsers such as Chrome, Internet Explorer, Firefox, Safari and Opera. Simple things like this set a professionally designed website apart from the rest.

6. **Effective Navigation:** Good navigation is one of the most important aspects of website usability. Simple HTML or JavaScript menus tend to work best and appear consistent on all browsers and platforms. It is equally important for the navigation to be clutter-free. Try to limit the number of menu items as far as possible. A drop-down menu or sub-navigation may work better on large site with many sections and pages.
7. **Usable Forms:** Forms are a very important element on business websites. They allow users to interact with the site. Forms are also very useful for generating leads for a business.
8. **Contrasting Colour Scheme:** The right contrast between the background of the website and content is one of the most basic yet most important web design principles that should never be overlooked. Good contrast between background and text e.g. black text on a white background makes your content legible and easy to read. Lack of contrast, on the other hand, makes it very difficult for visitors to read your content.

References:

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