

COURSEWORK SUBMISSION FORM

STUDENT USE		STAFF USE	
Module Name	Web technology	First Marker's (acts as signature)	
Module Code	4BUIS011C-n	Second Marker's (acts as signature)	
Lecturer Name	Bunyod Khoshimkhujaev	Agreed Mark	
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Deadline Date			
Assignment Type	Individual		
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SUBMISSION INSTRUCTIONS

COURSEWORKS *must* be submitted in *both* HARD COPY (to the Registrar's Office) *and* ELECTRONIC unless instructed otherwise.

For hardcopy submission instructions refer to:

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MARKERS FEEDBACK (Continued on the next page)



Company's official website: Samsung

Audience profile

As it is known that Audience profile is identification the characteristics of the audience of a specific business or advertising medium. According to mbaskool.com, audience profile creates the outline or profile of a client supported his or her demographics, social, economic characteristics and others. This website's mainly audience is Samsung's employees, competitors, investors, job seekers, some people who want to know information about Samsung products (its cost, its features, its competitive advantage and others) etc.

Demographics in audience profile:

It is one among the normal strategies of making associate degree audience profile. This defines the teams supported the work that they do. It breaks the population into groups and describes the financial gain and standing of every person. In this way, for our situation 70 percent of the individuals will be males and other 30 percent will be females. Coming to the age group, mainly it will be between 15-50 ages and their marital status can be single and married.

Psychographics in audience profile:

It is the method of making gatherings of the populace dependent on their conduct and character patterns. This crowd profile type marks a specific kind of individual dependent on his review and ways of managing money. As it is mentioned that mainly viewers are representatives, contenders, speculators, work searchers and a couple of individuals who desire to be aware of the Samsung items.

Importance of Audience profile:

In accordance with mbaskool, organizations require a ton of exertion is contacting the right objective crowd in their objective market. To contact the most productive and precise client, organizations make the crowd profile which goes inseparably with the item, administration offering or promotion crusades. A precise crowd profiling is fundamental for showcasing and promoting efforts to be more viable. Crowd profiling happens dependent on:

Economic characteristics, for example, extra cash, yearly pay, vehicle proprietorship, home possession, work insight, and so on. If it comes to talk about this website's financial qualities, it can be also on of the best earner.

Social characteristics, for example, way of life, relaxation exercises, strict foundation, ailment, purchasing behaviors, age, instruction capability, race and gender. As it has been mentioned above, The age range of the viewers of the website will be from 15 to 50. The largest part of the audience are the males, with approximately 70 percentage. Turning to education qualification of the viewers, 60 or 70% of them will be well-educated. Because the audience consists of the Samsung's employees,

company's competitors, investors, job seekers and clients of Samsung and some other data collectors about Samsung company.

Functions and features

One of the main features of the website is having contact information. We can't pressure enough that most significant business detail is contact data—which is the reason it has its own segment. Mills exclaims, "How many times do you visit a website and think 'how hard is to contact this company?' Have a number, email, address and a contact form easily accessible and visible," he says. It has any kind of effect on the grounds that there's nothing more baffling than being not able to connect with a required business or administration. So, taking into account this information, in this website all necessary contact information are given.

The next feature is having clear navigation. According to Lauren Drell: "A map is useless without a legend and a website is useless without clear navigation." When making this website, as far as possible navigation of the website is made clearly. Viewers of the website can clearly understand what can they get from this website when they open the interface.

Another feature of the website is having a version for mobile phones. Today the number of smartphones is increasing and also the internet users are utilizing these phones in order to connect with internet and Google. Considering all this information about the users of internet, this website also can offer many versions of the several smartphones.

Another feature of the website is having social media integration. Every successful website should support the social media websites such as Twitter, Facebook, Instagram and so on. Also, this website supports all these modern social media websites. Because coordinating these stages into the site will help support the SEO, improve the business' impression on the social web and fabricate after over various social stages.

The main feature of the website is about hosting. According to Mills, you need your site on a mainstream provider, and it costs a handful of dollars every month to have 24/7 technical assistance. Not having good hosting can cost the website in many different ways. A moderate site is disappointing, one that neglects to stack is upsetting and both could kill clients. “But beyond annoying your users and increasing your bounce rate, poor hosting can also affect your rank in search engines, since many search engine algorithms detect webpage loading speed”, says Malakai Whitston, one of the strongest web designers of the modern world. Taking into all this information this website also has its own hosting feature.

Link to the GitHub: <https://sulaym0n.github.io/midcor/index.html>

Reference list

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