AA1824

Mid assignment

Question 2

1. If you had to implement the same for a real – world bank, what are the things you'd consider ?

A lot goes into making an appealing, user-friendly website, from navigation and coding integrity to functionality and aesthetics. Additionally, it doesn't stop there. In order to create websites that users will find, engage with, and convert on, web developers and designers must collaborate. Great domain names (like Google and Yahoo, to name just two) say so much while actually saying so little. A domain name must accurately reflect the voice of your brand in addition to being memorable and nearly impossible to misspell. Finding the ideal domain name for your brand is essential because it increases the likelihood that it will appear in search engine results by combining SEO, straightforward spelling, and brand identity. Simply put, more customers visit websites that are simple to access.

The creation of a simple, attractive design is among the most crucial considerations for website development. A good design has simple navigation, is appealing to the eye, and is easy to read. The value of your brand and content are highlighted for viewers by a clean design, not by distracting visuals or a lot of text. All businesses, big and small, need strong brands. A viewer's perception of your brand is influenced by the logo's layout and design. Professionally created logos effectively draw the attention of the customer and paint a clear picture of the brand's distinctive voice. Simple to use web servers are more likely to attract customers and boost sales. A clean, succinct presentation of product and service information can improve usability. Make sure your website has all the tools a user would want for easy access.

2. How would you improve?

Firstly we should look at their security side. With the advancement of technology, more and more sophisticated security concerns pose a threat to the integrity of your website. Websites must guard against security lapses on both the front end and the back end, from malware and viruses to harmful applications and the danger of hackers. Websites designed for online transactions, like ecommerce sites, require extra security precautions to safeguard user data. Businesses must include SSL certificates on their websites to reduce the risk of threats that are browser-based. Reviewing the security features built into your site's framework and design is essential during development. Additionally, companies must either perform routine security checks themselves or contract with a service provider that does.

Because there are millions of websites used every day for a variety of purposes, businesses in the modern digital world are concentrating more on enhancing the functionality and agility of their websites to reach commercial prospects. Unfortunately, many of these websites lack usability from the very first byte. A multitude of problems, such as sluggish loading times, being unfriendly to users, user incompatibilities, and others, plague poorly optimized websites. These problems demonstrate that your website is not only losing conversion currently, but that this loss will only grow with time. The overall effect is that numerous opportunities are lost as a result of a few seconds' difference.

The overall amount of time it takes for visitors to see your website is the loading time. Therefore, a website that takes longer to load for users would likely lose visits and conversions, leading to a high bounce rate. As a result, improving the website's performance from an SEO standpoint helps you to set new standards for the process of acquiring customers.