



COMPANY ANALYSIS

NAME OF COMPANY

TENAGA NASIONAL BERHAD

INTRODUCTION TO WEB CONTENT MANAGEMENT AND DESIGN (IMD 311): CASE STUDY

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Last but not least, this group assignment will help us to work and cooperate in a group to finish our work. Finally, group assignment are one of the best way to motivate and train us to become a future leader and a responsible employee.

1.0 BACKGROUND OF THE WEBSITE

Who is the authority of the website?

The website is fully handle by the Tenaga Nasional Berhad or more well known as TNB. The website do have their own identity that can be recognize by the user. It is because, the website choose to provide information about what are the function of the website for and list all of what the function of the website to the user. Besides that, the website also have a page that are only share the information about the owner of the website, the core and side businesses that have been done by the company on the website.

What is the purpose of the website?

The purpose of the website is to inform the latest information and to complete any business or transaction for the user of the website. The website will be provide a list of section that can be found either at the top or the bottom of the interface. It is quite easy for the user to use either for the first time user or an experience user. Other than that, the website also provided ton of useful information for the user of the website on how to complete their transaction or learn more about the private company.

When was the last time website updated?

The website are frequently updated in order to keep up with the surrounding and make it reliable for the user. At the bottom page, the user can find when was the last time the website updated and it was updated by the authority of the website. It can be trusted by the user of the website because the authority of the website is very reliable and useful for the user to find information for the user.

Where is the information that can be found on the website?

The website have provided many section based on the type of information that can be found either using the search section. The interface of the website also provided the latest information or the announcement section at the right corner in order to make it noticeable by the user and to ensure the user won't miss any latest information regarding to the info that the user need based on the website.

Why is there an ask section on the website?

The website included the ask section because not all of the user of the website know to find for what they are looking for in the website. That is why the ask section will be pop up at the right of the page in order to make it noticeable for the user. Other than that, the ask section is definitely useful for the user because it can be use for all day long without any time limit. The question that will be ask by the user will definitely be responded fully and completely in order the user of the website will be able to understand the answer that have been given.

How was the website operate?

The user of the website must create an account in order to complete any transaction that have been provided by the website. The user must follow all of the step that have been provided by the website to ensure the smoothness of the online operation that will be conducted by the user and the company such as to pay their bills. The website also provided a privacy policy section to ensure the safety of the user private information while using the website.

2.0 NATURE BUSINESS OF THE WEBSITE

Who is the one that involve in the core business of the website?

Most of the business on the website are mostly use by the people to completed any business that they have with the company who owns the website. Besides that, the website explain the side businesses that they have done and give the information for the user to use and evaluate.

What are the core business of the website?

The core business of the website of is for the user to use to pay their bills whenever they want as long they have a stable internet connection. Besides that, the website also provide information about changing from electricity to using solar power in order to make a saving for the people. In addition, the websites also have provide a section of any information that will be provided in the website and a section for business that will be access by the user of the website.

When will the website be mostly use?

The website are mostly useful for the people at the starting of the month. It is because, the payment of the bills are needed to be pay at the first week of the month. There will be certain user that cannot pay the bills at certain time by using the website on their computer or app on their phone. It help to save times and energy for people and make it much more easier to pay their bills without having to queue and take their number. The transaction of the payment is easy and accessible to use by the user.

Where can the website be use?

In order to proceed with the core business of the website, the website can be use either on the user smartphone or even on their personal computer or even on a laptop. It can be search on the search engine that are being by the user by only put the website name and only click on the result that stated about the website that they are looking for. The website can be use by the user as long the user have a stable internet connection and can be access at any places.

Why is the website useful?

The main reason why the website are useful because it does help the people to complete their transaction without even need to be at a physical place. As long the user have a stable internet connection, they can complete any business that have been provided by the website. Other than that, the website also provided useful information of core and side businesses that they conducted and give every information that are useful for the user of the website.

How are the website promote their business conducted?

The website will be promoted their business either by internet or television ads, or even on the bills that the user pay at a certain places. The promotion will give a rough explanation about what are the nature business of the website and the function of the website that can be use by the user. In addition, the effect of promotion can help to boost the use of the website by the user and make the authority of the website to improve their service in the near future.

3.0 USER INTERFACE / UI

INTRODUCTION

The user interface (UI) is the point of human-computer interaction and communication in a device. This can include display screens, keyboards, a mouse and the appearance of a desktop. It is also the way through which a user interacts with an application or a website. The growing dependence of many businesses on web applications and mobile applications has led many companies to place increased on use interface in an effort to improve the user overall experience.

What make the website become good and easy people to understand ? / Why the theme are very important ?

In this website the user interface or we can call UI are very good because all the system very clean and easy for people to see and understand the content . They want to make sure that the website are always up to date and all the content in the website are people can understand very well because they use a good words for people are easy to read. Other than that, the theme is very important because without a good theme people will not understand what are the content that we create on our website.

Who are people that responsible to create the design of the website ?

Other than that, people who are responsible to create a website design in this company is staff that have a computer science background because all the people who have a background with this course they have a good knowledge how to create a good design in the website industry and make sure that people will happy to see the website and can understand very well when see the website and this things are very important to make sure that all the system and the website will become better and better in the future.

When the website will be up date ? / Where the user can download the application

Next, the website will be up date every day to make sure that in the next day the user can visit this website with in the good condition and they easy for them to do their business with this company. Other than that, it is because the website people also can download this app in their application phone and this things will make sure that they are easy for to visit this website without any problem because all they need to do just open their phone and open this website with the good and correct way.

How to make sure that the website can be more people to understand ?

After that, to make sure that people can understand when see the website they must create the website with the interfaces simple and create an invisible feel. Every element must serve a purpose. For example, respect the user eye and attention regarding layout , the focus on the readability and also about the colour and the brightness of the website.

3.1 USER EXPERIENCE

INTRODUCTION

First the meaning of the User Experience is refers to the feeling users experience when using a product, application, system, or service. It is a broad term that can cover anything from how well the user can navigate the product, how easy it is to use, how relevant the content displayed it.

Who are the user of the website ?

The user of this website mostly are adult people because it is related with the electric city and mostly adult people who visit this website are want to pay the bill of electric city payment for their house and other than that people also can see about the website profile about company for.

What the user get from this website ?

The things that the user get when visit this website profile is they can find other alternative to pay their bill of electric city and they can get a lot of knowledge how to save on electric city cost and with this things it will help people can learn how to take care and save the electric city.

Where user can do their own account on the website ?

User can create their own account at te website and this things will make them easy to know very well about this operation and they will always up to date with the new info that have been create by this website. This things also will provides user with all the latest information to help user manage the electricity account more efficiently. User can choose to open the account, close the account, do a change of tenancy for easier billing, upgrade the user electricity supply, check on the deposit and read up about the connection charge. Managing the account has never been easier with everything under one roof.

When the service started in this company ?

The service that have been provide from this website is 24 hours and if the user want to send a feedback or comments about the service that have been provided from this website and the user can go straight into the website and go to the contact section and give the opinion about the things that user do not satisfied or can give the feedback about this company service.

Why this company create website ?

This company create their own website because want to make sure that the user a easy to contact with them and this thing will make sure that the business between user and this company become more easy and helpful. Other than that, they want to make sure that all the payment system will become more easier and the user will not line up in front of the bank anymore because of want to pay the bill of the electric city cost.

How the user want to pay all the electric city cost ?

User can pay all the electric city cost with the two way. The first way is manual way which is they can go to the bank and make a payment to the company and other than that, the second way is they can pay through online which is through the website that this company provide for the user. User can pay the cost at jompay section, at there the user can make a payment with the online method and this things are very easy for them.

4.0 COLOR SCHEME OF WEBSITE

Who the people that color scheme should be displayed?

As the purpose of the TNB websites is to deliver the vital information about TNB company in Malaysia. Color scheme play the important role as attraction and satisfaction to all people such as the people that want to pay the bills, know the new company staff, announcements of the scholarships to those who are eligible and more.

What are the color scheme that using on TNB website?

The two color scheme is good but try adding one or two more colors. It because the TNB's logo section of their website is using a red color and for their words of website name is a blue. Thus, the logo color will become effective and timeless in 5, 10 and probably in 20 years. The header of the website is using the white color to make the menu navigation and body become contra and reflective sight when users using this website. Therefore, the black color is using buttons to guide the visitor's eye to a particular piece of information. A simple color which is white using on the footer of TNB website that contains copyright and date stamp which are common, to protect the information on TNB website and lets visitor know when the website was last updated. For me, the menu and social links color should use the dominant color likes black or blue so the visitor can alert if their want to make some feedback.

Why this color scheme using on TNB website?

The simple and reflective color are using on TNB website especially to get the viewer in and also to make the website become strong visual identity. As I mentioned, it also to make the website become contra and reflective sight and also can guide visitor's eye to clck the button or link to find their information. Hence, the mix color on TNB website are also to keep visitor satisfaction and no eye pain when their using the website.

When the color scheme should use on the TNB website?

Color scheme of the TNB website used to create style and appeal. Thus, TNB preparing a website color scheme is to attract and to get customer attention whenever and as soon as possible because it will leave a positive impression about the website and further progress. So that, it will increase the amount of visitor who are visit the website so that the website will be appreciated and will always updated with new color scheme and graphics.

Where can color scheme should use on TNB websites?

The color scheme used on every part of the TNB website body from header to footer and a lot of differences to distinguish use of buttons or links that contain a particular information. This recommendation also to choose the attractive color to attract customer attention when their browsing the TNB websites.

How color scheme can attract the people to visit the TNB websites?

The TNB websites would appeal to anyone, with natural and earthy it makes some feelings of being surrounded by a comforting blue sky and a nurturing scene of the outdoors are immediately evoked by this very "down-to-earth" color scheme. Ideal for designs related to nature and sustainability, this pleasant color combination may come in handy for projects that emphasize environmental consciousness. Probably, a white color would be good and natural.

5.0 Navigation of the website

What is the navigation for website?

Web browser or web navigation is used as the major tool for information seeking on the Internet today. However, because of the vast information space on the Web, people often feel entangled and disoriented when overloaded with massive amount of information, a problem often referred to as getting lost. They tend to lose sense of location, direction, and context especially when there is minimum assistance provided. Common causes of getting lost include unfamiliarity of the website design, difficulty to locate information due to deeply buried information, and isolated information.

Web navigation systems provide assistance to guide users in the web information space. A good navigation system can ease the problem of getting lost and improve information seeking effectiveness. Common navigation tools include menu, sitemap, navigation trail. Navigation is also a key factor of web usability which studies the ease-of-use of web applications and interfaces. Web usability guidelines are usually used by web developers then they design web navigation systems.

For who the navigation for?

The Web has become very large and complex. It is getting more difficult if people just rely on their intuition and follow embedded hyperlinks to locate information resources. Web navigation systems are commonly provided to guide users through the web information space. The major goal of a web navigation system is to present an effective content index or guide and support various web navigation behaviors. It allows users to approach an abstract information space in a similar way as they travel in a physical space. Good navigation systems not only make information easier to find and allow users to acquire more useful information, but also contribute to the overall website success. This website uses the traditional web navigation system designs focus on web usability, as navigation is considered to be one of the important factors to measure web usability. A major consideration in web usability and web navigation design is to avoid getting lost.

Where can the user find the Navigation bar?

The websites have a common type of structural navigation system that is global navigation or global menu. A global menu is the main navigation tool provided to show a website's major sections and is displayed on every webpage. It follows a sequential menu design in which it normally provides links to a site's top level sections, and sublevel menus can be accessed only on a subsection of the website with only peer-level items (also called local menus or local navigations). It will be out of sight if the page is long and scrolled to the page bottom. The single level menu or sequential menu design does not provide a complete structure view at a time, and only have limited number of links without resorting to sub-navigations. This kind of navigation system can provide a simple and direct guidance for users to go to the next immediate major subsection, but it requires significant more steps to reach deeper level content.

The website complete structure can be incorporated into a single menu system. This is called a multi-level navigation menu, also called structure preview design expandable menu/indexes.

Why is the navigation of an website created?

Getting lost is a common problem in an abstract and complex information space like the Web. The theory of human information processing suggests that when navigating, a user tries to construct a structure map of the information space and a navigation path in mind. The structure and contents of information spaces are mentally represented and manipulated during Web navigation sessions. This information is stored in short term memory which has limited capacity. As the user is browsing and reading content, he/she will have difficulty in memorizing that structure. When the structure of information vanishes from the short term memory, he/she tends to get lost. To relieve memory overload and avoid getting lost, web usability studies suggest several guidelines:

- 1) visualizing the structure of information space
- 2) providing easy and flexible access to the navigational information
- 3) providing context cues and navigation trace or history
- 4) behaving consistently
- 5) keeping the navigation system itself simple but meaningful.

These usability studies and guidelines indeed have a positive impact on designing web navigation systems. Web Navigation Systems: Content Structure and Ease-of-Access Evaluation framework Human information behavior studies show that the most important features of a navigation system are visualizing website and content structures to users and providing easy access. Based on these two features, a 2 dimensional mapping framework is developed to categorize and assess major navigation systems.

When is the user use the navigation for the websites?

The most common type of structural navigation system is global navigation or global menu. A global menu is the main navigation tool provided to show a website's major sections and is displayed on every webpage. It follows a sequential menu design in which it normally provides links to a site's top level sections, and sublevel menus can be accessed only on a subsection of the website with only peer-level items (also called local menus or local navigations). A global menu usually stays at the top (as a horizontal bar) or left (as a vertical bar or side bar) of a web page. If not in a fixed screen position, it will be out of sight if the page is long and scrolled to the page bottom. The single level menu or sequential menu design does not provide a complete structure view at a time, and only have limited number of links without resorting to sub-navigations. This kind of navigation system can provide a simple and direct guidance for users to go to the next immediate major subsection, but it requires significant more steps to reach deeper level content.

It is usually used for simple websites without hierarchies; or it can be used for big websites in which top level sections are relatively independent, and horizontal navigation between sections is not likely to happen (usually called a hub-and-spoke navigation behavior). There are two directions to complement the sequential global menu and both have become popular for the past a few years. First, more complete structure can be incorporated into a single menu system. This is called a multi-level navigation menu, also called structure preview design or expandable menu/indexes. Common implementations and styles include dropdown menu (for horizontal menus at the top), fly-out menu (for vertical menus at left Breadcrumb How much structure is presented? How the access to the structure is provided? Separate access Stay-in-sight easy access Incomplete/ partial Complete A normal page-top drop down or fly-out menu Sitemap page Mega menu Floating/fixed position or sticky menus/bars Tree menu in a fixed side panel or frame Sequential navigation Sitemap Explorer or standard sitemap Fat footer Accordion menu.

How the website is design?

The navigation system is designed to stay in-sight all the time for easy access. There are a number of options to deliver this feature. First, a floating menu, also called a fixed position menu or sticky menu is at a fixed position on the screen (can be top, bottom, or side) no matter where a user scrolls the page to. Second, a side panel that always stays in-sight can be used to hold navigational information. The two options above are usually achieved by using Cascading Style Sheet or JavaScript. Last, frames are also used to make structures stay in sight all the time. A side panel or a frame can also offer a constant sitemap design, which not only presents the complete structure to users, but also will stay in sight all the time. Constant site map users show more information seeking confidence and effectiveness . Because this navigation aid always stays in sight, it occupies a certain space of the screen, so the space for viewing content is impacted. One way to mitigate this is to add a size adjustment feature or a hiding feature (manual or auto), so it can be brought up or hidden through a mouse hovering or clicking action when a user needs it.

6.0 CONTENT OF THE WEBSITE

For who the content of the website ?

Firstly, the content of the website are most suitable for the adults because it is related with the word because the word that have been write at the website are more focus to the business activity and more to adults affairs and not suitable for the kids to understand.

Where user can find the place to make a payment ?

Next, in this website, user can search at section JomPay, in this section they can make a payment that related with their electric city bill and make a payment with the easy way and fastest way. This things are very good because can help user very well.

Why this website become more important to user ?

After that, this website become important because it will make people are easy to find their own bill and they know how the electric city of their home run and what the meter of the electric city run at their home at the smart meter section and can make the user realize the bill that they must to pay every month.

What the tips or content that this website share ?

This website was share about many of things or we can say many of knowledge that they share. For example this website was share the tips how to take care to saving electric city at home. The tips is do not switch on the television in the late of the night, switch off the light when we do not use, always monitor the use of electric city if user do not follow the tips that this website share their bill will become more higher month by month.

How to register the own account at this website ?

User can go the website and go to the my account section and at there they can register as the customer. For example if one of the user want to open the shop they must changed the power supply of the electric city and and must register under this website company in my customer account section and after that user can tell the workers who are work under this company management to changed the power supply at the shop. This is very good things because can help to solve the problem of their customer.

When the user can get the service face to face from this company ?

User can call the team in the operating hours only it is because team management will open in office hours only, if user or customer have face the problem with the electric city or we can say power supply have a problem the workers will come immediately and solve the problem very well but the workers will come in office hours time only and the user must smart to think when they must call the workers when have the problem with the power supply or we can say electric city at their home.

7.0 CONCLUSION

In conclusion, based on the website that have been chosen by my group we can see that there are many function that have been provided by the authority of the website. The website can be consider up to date and frequently updated and easy to use by the user. There are ton of useful information that can be use by the user when they are using the website. In addition, the website is quite easy for the user to use to complete any business or transaction with the private company because of the easy steps that have been provided in the website. Other than that, the website are very important for the people because it can help to accomplish many task with only using the online platform.

8.0 REFERENCE

Tenaga Nasional Berhad. (2020). *Tenaga nasional better brighter*. Retrieved June 7 2020 at www.tnb.com.my/.