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Beginning Webpage Development

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Part 3- Design Research Paper

For this project I chose Dynamic Discs, which is a disc golf company that I buy things from very often as well as frequently visit their website. The URL for their website is <https://www.dynamicdiscs.com/>. Dynamic Discs made their website as a shop, as well as an informative site about disc golf and their brand specifically. The major use for the website still is visiting it to buy their products. Disc golfers, whether young or old, or male or female, are the intended audience of their site, although they could be trying to reach brand new disc golfers as well or maybe even people that are looking to get into the sport. I believe the site reaches the audience very well if we assume their primary and target audience is disc golfers. They do a great job of marketing their website and once they get people to their site, there is no shortage of things you can buy. Since selling their products is their main goal of the website, they do a great job of meeting that goal.

There are many key aspects to building and having a good and successful website. The website Feeling Peaky does a great job of listing certain aspects of good web design, as seen here: <https://www.feelingpeaky.com/9-principles-of-good-web-design/>. Like they state, a good website has simplicity. Dynamic Discs’ website is very simple and easy to navigate through, which is what people often love and look for in a good website. Another key aspect is purpose: making sure your website serves a purpose and fulfills a need. The main purpose of Dynamic Discs’ website is to sell their products. What do you see the moment you log onto their site? Pictures and links to their best or newest products. This catches the eye of the consumer and causes them to click on the product, leading to more sales. A third aspect of good website design is navigation. Their website is very easy to navigate once you’re on it. The main menu of all the links to pages is on the top. Their main or home page is a bunch of pictures of their products, and on the top (which is where most people’s eyes immediately go), there is a navigation menu for their products, a history of the company, contact information, and much more. The footer at the bottom of the page is also easy to read and navigate through which is very important.

I would highly encourage other disc golfers to visit this site, not only because they might use some of their products, but because they have other things disc golf related on there that might interest them as well. I could also encourage non-disc golfers to visit the site if they need an example of a good and well put-together site that sells products. The site could probably be improved by adding videos or other types of media to it since people sometimes like watching videos too. Using this site for my research is going to be beneficial because it allows me to see a website with a lot of links and media, but also simple colors and something that isn’t way too compact or stuffed full of information.

A screenshot of their home page is seen here.

