The Preliminary Plan

Current NJIT website doing good in making information and content available content. content that is very relevant and also worthy as images. We found the text in the website is well written and free of the misspelling and grammar mistakes. Also, in the current website, we found many use cases that represent the NJIT nature being leading university as a research oriented in technology. Current NJIT website have a good visibility in that search engrains and social media platforms especially when the search have very relative keywords and tags. NJIT is offering a unique product via its website having the wild rang of majors in different areas of studies and representing a mature university with a solid history and brand name.

In the new design we will focus primarily on the target audience by defining the most focal points areas in the webpage and reserve these areas to grab the attention of the visitor. and we will build a simple and effective navigation to make all the relative content visible and handy for the visitor.

For the returning costumer, we will do the effort to make a design that encourage the engagement of the costumers by giving him/her reasons to come back and by staying in touch with him/her using the social media platform, newsletters, and providing fresh and updated content (like new). some costumer prefer to have direct call or chat, so, we will provide this service for them in the ,main page and other pages as will.

Our plan to develop the new design will begin by designing the pages to new costumers first then designing a system to provide costume pages to logged in users based on their audience categories.

We will do efforts to optimize the website SEO to drive traffic to the website working with different search engines to generate better indexing for our contents.

The new design will be cross-browser and platforms that can be viewable using and web browser and device.

The new design will be aligned with administrator process and strategic plan to have the most value of the technology in the institution and to optimize the loyalty of the users.