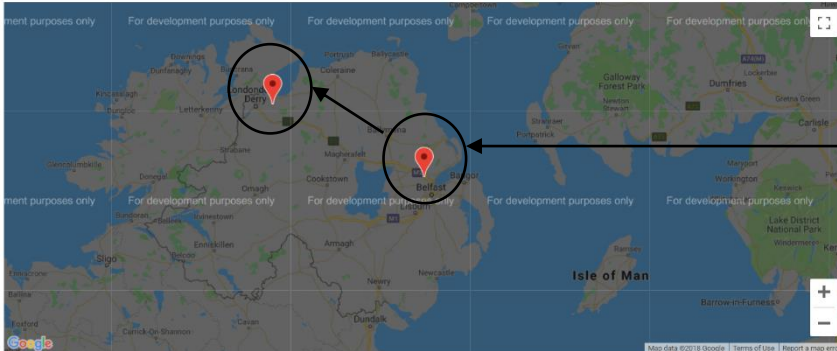


# Research of Websites

Before designing a website for Cowan Bros NI, research of benefiting features and content is needed before the website building can begin, below we have investigated multiple websites and looked at their features and have labelled the ones we like the most.

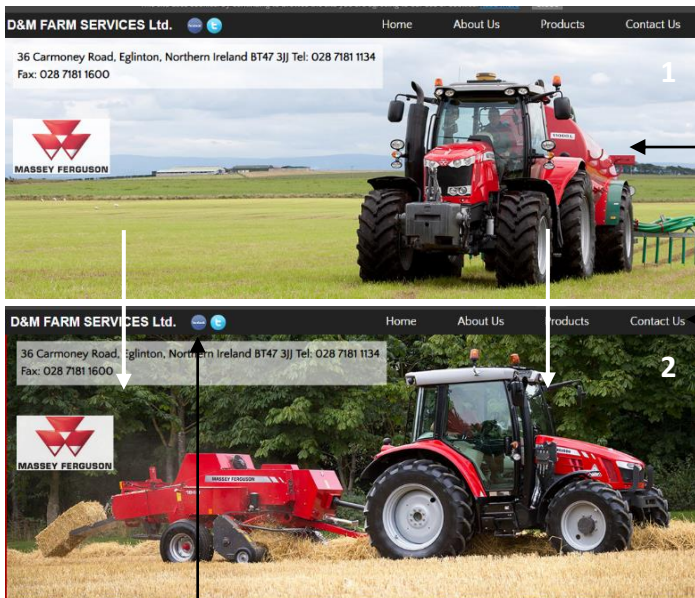
## 'Old' Cowan Bros NI – 'Contact Us'

FIND US



On the old 'Contact Us' page of Cowan Bros, they included a Google Map showing their two depots within Northern Ireland, implemented this into the new website will benefit them greatly as it will show people where exactly there located and show them how to get there.  
(Highlighted left)

## D&M Farm Services – Home/Index Page



### Image Carousel

D&M Farm Services have an image carousel on their home page which pans through multiple images, as you can see the evidence to the left, I feel using this feature would add a welcoming touch to the new Cowan Bros website as you will briefly be introduced to what Cowan Bros is based on. Not only that, but users will get to see images of the business in action within the workshop or their range of machinery available.

### Navigation Bar

I really like the look of the navigation bar just at the top of the page, I personally feel it would sit in well with the colour scheme of the new Cowan Bros website, the navigation bar is also easy to navigate with without any complications.

facebook

### Facebook Link

The final benefiting feature I plan to implement into the new website is the 'Facebook' icon which is a hyperlink/action button which takes the user to the D&M farm services website. I feel this would be another handy feature to use so they user can get into contact with Cowan Bros.

## John Deere – Home Page

When it comes to the finishing touches of the website, and maybe even the basic needs, implementing a logo in the browser tab right beside the business title/name makes the website look more professional, and adds a nice touch to it. Not many will notice it being there, for example, on the 'John Deere' website, you can see how professional it looks, but if it wasn't there it wouldn't go unnoticed, as you can see on the **old Cowan Bros** website, not very professional looking.

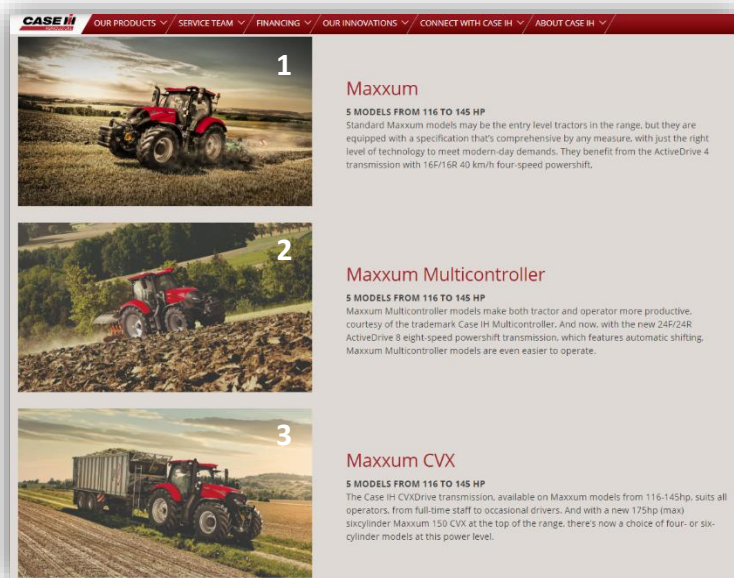
## Navigation Bar – Logo



Whilst researching the **John Deere** website I really liked the idea of their logo implemented in their navigation bar, I personally think this the website navigation system look professional, another thing I noticed is the logo is an action button/hyperlink to their home/index page, which again, adds to the navigation/accessibility. This would benefit the new Cowan Bros website greatly as the users will be able to browse their way through the website at ease without getting lost.



Within the new Cowan Bros website, their available range of agriculture and construction machinery must be advertised in a fashionable manner, to do so, I looked at the products page of **CASE Agriculture**, since that's the machinery Cowan Bros sell, their own products page displayed their available range in a *Vertical Grid*. As you can see below, however, I'm going to make it *Horizontal* as I feel it would make it more professional looking and you can even fit more within the page.



You can see that there are three tabs within the products page for **CASE**, however if I were to make it horizontal I can easily fit one more tab in there for an extra product, benefiting the Cowan Bros business with more machines being advertised on their website.