

## Introduction

The scenario is used to put the design in a real life to show how the visitor build up the trust and make the website distinct among many competitors. Then we diagnose the drawbacks of current website and propose the improvement.

## Scenario

Eric is an Indian current graduated student who wants to study abroad. He was hesitating in deciding to study at which country. So he searched in Google and wanted to find a consultant for help. After he searched in Google, he found a list of consultants or companies. He opened 10 websites and quickly selected 3 best websites for further comparison. One of the three website is <http://edvantageinternational.com/> ( EDVANTAGE) . He is attracting by the advantages declared on EDVANTAGE's home page. EDVANTAGE not only helps student to apply a school and also help them applying visa and also immigration service. In addition, the certificates, cases, testimonials make Eric think this is a professional and reliable company.

"If they offer reasonable price, this could be a good choice" Eric said to himself.

A big "Free Consultant" button came into Eric's eyes. It let Eric feel comfortable to contact them and ask questions. Eric click the button and open a new page that includes a contact form with description:" Please fill the form to offer your detail, and we will contact you soon".

## Existing Problems

### Landing Page

Overall, the landing page is not organized properly.

- Main Services is important for presenting what you can do for the potential customers; they need to be put in an obvious place.
- Missing the advantages
- Testimonials are important for persuading the customers to choose your service, but it is placed in the footer. It is not obvious.

### Website Structure

- The navigation bar is too complex and unclear
- Some irrelevant services are placed on the website may make the visitor confuse.
- No enough place for navigation
- Sub pages are poorly designed

## Proposal

### Landing pages

#### 1.1 Three widgets

- Put the contact info on the top of the websites that it is easier for visitor to contact you.
- Put the social network link on the top making promotion and interaction easier.
- A search form is also placed there, these three functions are useful and do not require a lot of place.

### 1.2 Banner

Improving the banner to make it more attractive. The advertising words on the banner should present your service or advantages directivity.

### 1.3 Service

The services are divided into Core Services and Other Services because you offer a lot of relevant services.

### 1.4 Testimonials and Advantages

Both of these two blocks are used to enhance the “Trust “of the visitors to you, to make them apply the service, ask for free consultation or view more pages and information on the websites

### 1.5 Newsletter

A newsletter used to collect the visitors’ email for further contact

### 1.6 Demonstration

The enclosed image index.jpg is the demonstration of the Home Page. It shows how home page is designed. The text and images on the Demo just used for demonstration, the images are collected from Google and probably can not used in final website because of copyright reason.

## Navigation

The navigation can be reorganized by removing some unimportant pages and combine the relevant pages into one pages.

For example, we combine “about us” and “certificates (credentials)” into one page (See attached image about.jpg).

Following are the proposal navigation structure:

- Home
- About Us
- Why Us?
- Our Service
- Testimonials
- Study Abroad

- Oversea study programs (We represents)
- Why study overseas
- Immigration
- Temporary
- Residence
- Business
- Other Service
- Skill Academy
- IELTS
- Accommodation
- ...
- Contact
- Registration
- FAQ
- Apply Online
- Contact

### **The appearance and style**

The appearance of the website, namely the color, the layout and the style also very important for attracting visitors and build up “Trust”. The demonstration also presents a beautiful and attractive design.

Each page of current websites would be redesigned like the home page and about page.

