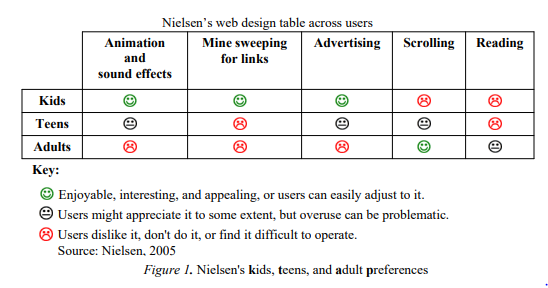
Research

## - How to make a website attractive to teenagers.

The main focus of my website is to be able to offer a wide range of useful GCSE revision material for students who are currently taking subjects such as Maths, Science and English. Therefore the younger audience is the target for the website. *This generation is much more tech savvy than previous generations, and their values and styles of navigating, shopping and using the internet have changed. (*John stone, 2016*)* In summary, the ‘Gen Z’ are after a few things: fast and convenient information, content that’s funny and personal, and products and services that focus on their long term goals while also giving them instant gratification.

Based on this graph (Anthony S. Chow, Kathelene McCarty Smith

and Katherine Sun, 2012), is fair to assume that teens are one of the most demanding age groups as their requirements from a website are quite high and meticulous. From is table I can deduce the functions that my website should, or shouldn’t have, like:

Do: animation effects e.g. Info carousel. This adds a more modern look to the website which is what teens are looking for.

Do: add some scrolling to the page. Some scrolling in the page is necessary as the is a lot of information to share in the website, but I should keep it limited as

Don’t: add advertising. Although is represented as a neutral view in the table, ads are often considered annoying, which usually leads to a website being less attractive and entertaining.

Don’t: create long texts as teenagers may grow tired of reading through useless information that they are not interested in.

Sources.

1. Anthony S. Chow, Kathelene McCarty Smith and Katherine Sun (2012) ‘*Youth as Design Partners: Age-Appropriate Websites for Middle and High School Students’* https://www.researchgate.net/publication/298450861\_Youth\_as\_Design\_Partners\_AgeAppropriate\_Websites\_for\_Middle\_and\_High\_School\_Students (Accessed: 06 November 2018).
2. John stone (2016) *‘Millennial Appeal: How to Design a Website to Attract the Younger Audience’* https://webdesignledger.com/millennial-appeal-how-to-design-a-website-to-attract-the-younger-audience/#c4372342cc(Accessed: 13 September 2018)