



UMS
UNIVERSITI MALAYSIA SABAH



KP24403 Web Technology

Project I

Literature Review

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Introduction

- Websites play a main role in product marketing and company branding to achieve a particular goal of business development.
- A website allows the business organization to promote, advertise and market their business all over the world in a cost-efficient and speedy manner.
- The implementation section focuses on creating a functional website for the case company by using an online website building platform especially in the education field.
- A literature review of website usability, as a marketing tool and an understanding of the requirements of a good website.

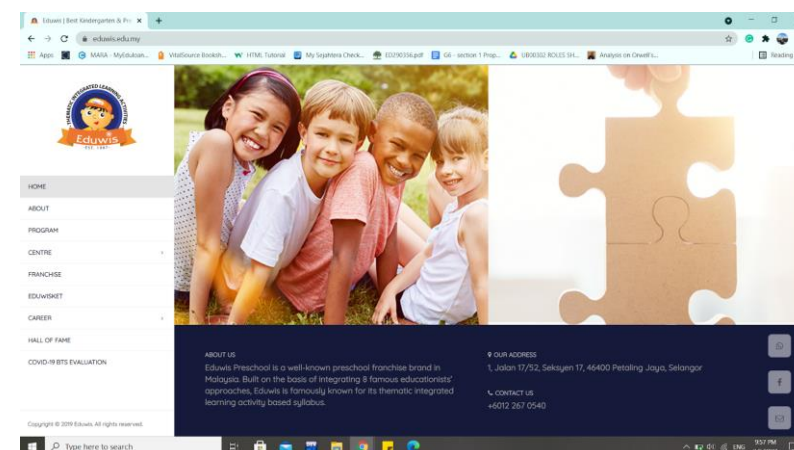
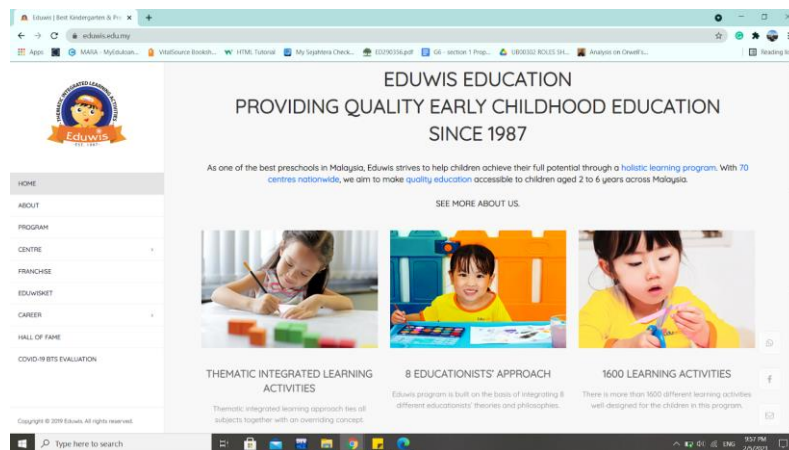
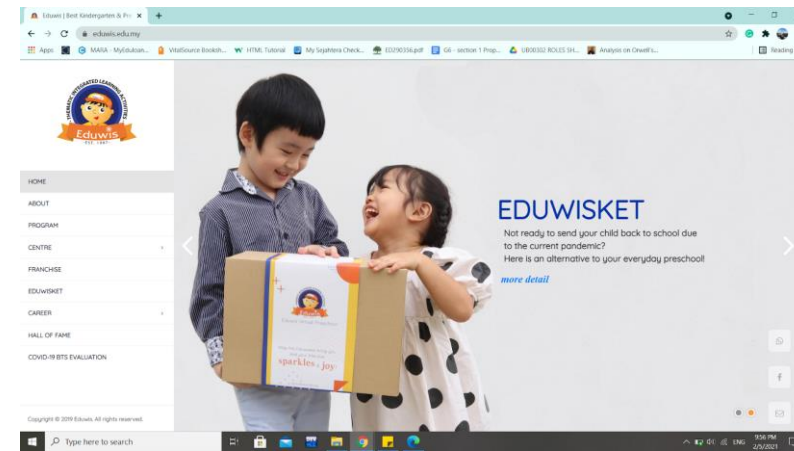
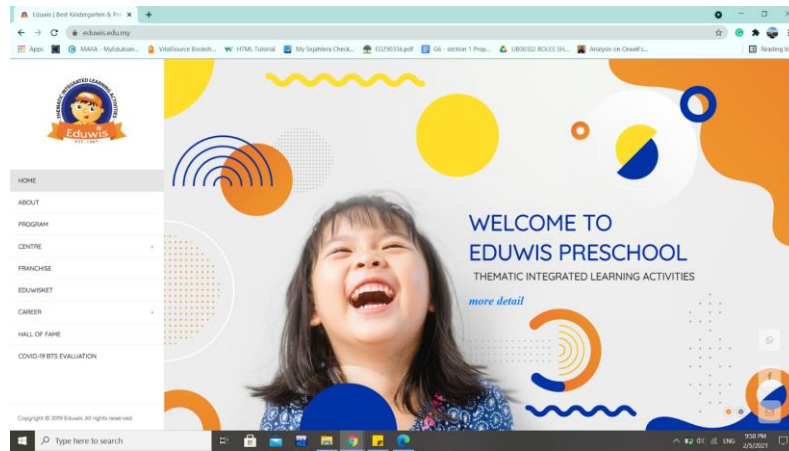
3 Kindergarten/Preschool website (2 local, 1 oversea)

1. Eduwis Preschool (Malaysia)
2. Kindity Preschool (Malaysia)
3. The Apple Tree International Kindergarten (Thailand)

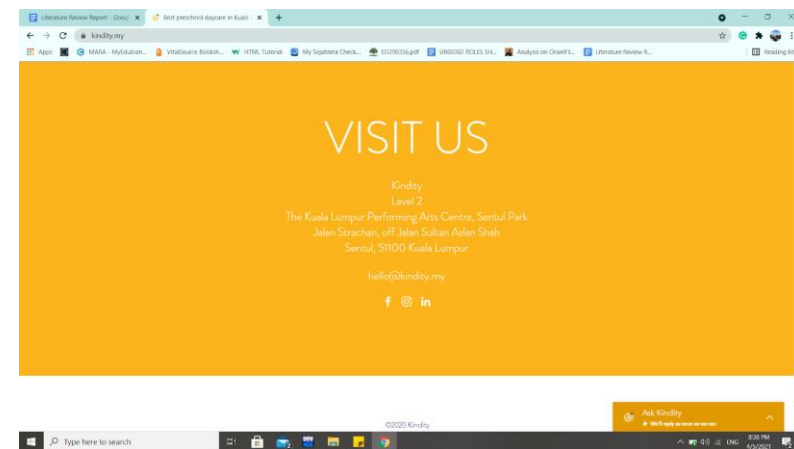
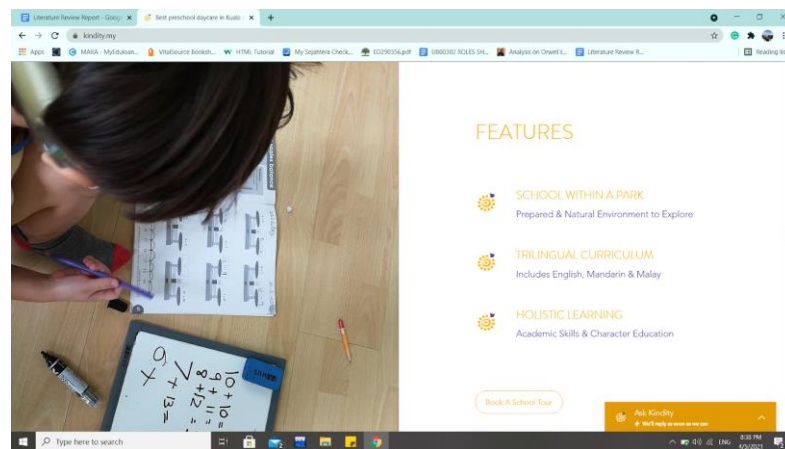
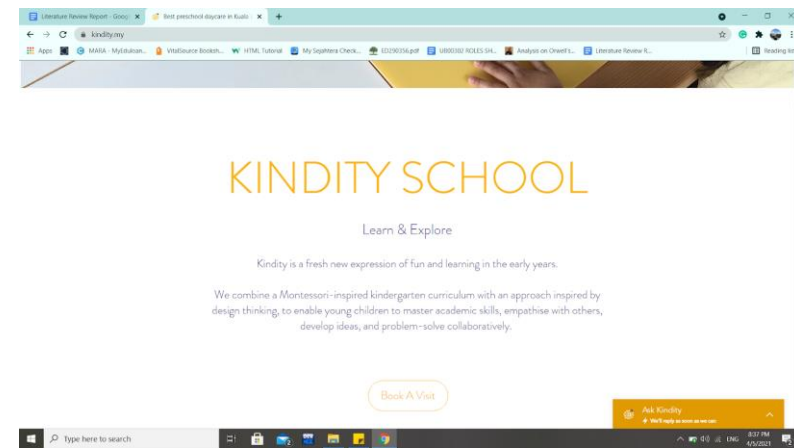
Observation

- 1.Font Size and Color
- 2.Branding
- 3.Layout Colors
- 4.Navigation
- 5.Content
- 6.Headings
- 7.Paragraphs
- 8.Usability
- 9.Useful content
- 10.Accessibility
- 11.Credibility

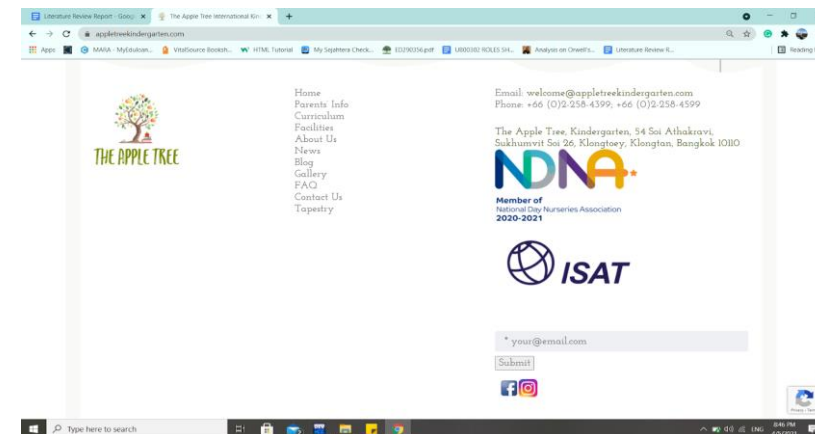
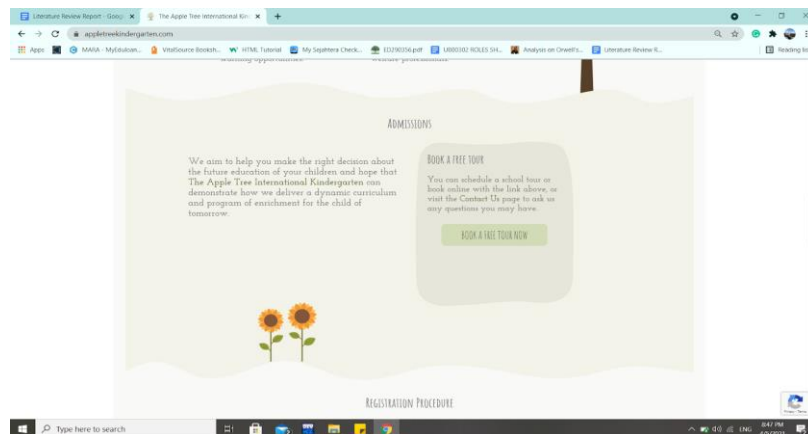
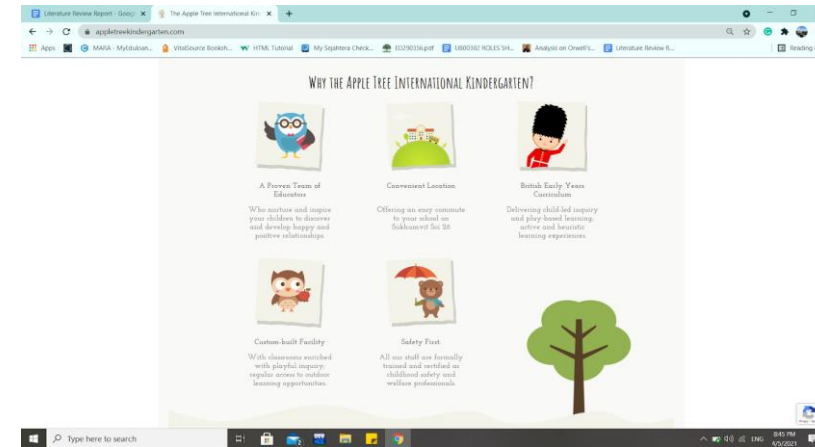
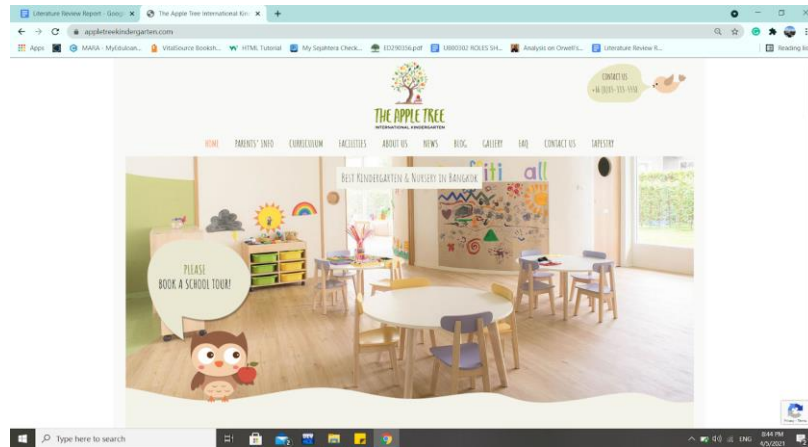
1. Eduwis Preschool (Malaysia)



2. Kindity Preschool (Malaysia)



3. The Apple Tree International Kindergarten (Thailand)



Result

Name of website	Eduwis Preschool	Kindity Preschool	The Apple Tree International Kindergarten
Font Size and Color	Good (Having a good size and color)	Bad (Color of font too highlight)	Bad (Too small font and not compatible)
Branding	Good (Nice brand name)	Good (Nice brand name)	Good (Nice brand name)
Layout Colors	Good (Having bright layout color-easy to see)	Bad (Too contrast and bright)	Average (Colour was too soft)
Navigation	Good (User friendly)	Good (User friendly)	Good (User friendly)
Content	Good (User friendly)	Average (User friendly)	Good (User friendly)

Result (cont.)

Heading	Good (Creative)	Average (Simple)	Good (Creative)
Paragraph	Good (User friendly)	Average (Too big layout)	Good (User friendly)
Usability	Good (User friendly)	Good (User friendly)	Good (User friendly)
Useful Content	Good (User friendly)	Good (User friendly)	Good (User friendly)
Accessibility	Good (Manage to have all requirement)	Good (Manage to have all requirement)	Good (Manage to have all requirement)
Credibility	Good (Secure)	Good (Secure)	Good (Secure)

1. Eduwis Preschool (Malaysia)

- **Name of Website:** The name of the website is original and didn't copy from another website. Very easy to memorize and a nice presentation.
- **Font Size and Color:** Overall website having a good font size and nice color. Easy to see clearly and have a nice image at the front page.
- **Branding:** Unique brand name.
- **Layout Colors:** Having a bright layout color, very simple design and making the user easier.
- **Navigation:** Navigation part is good because it's already in the left part at the front page so it's easy to see all the content.
- **Content:** From the beginning until the end of design is very good and user friendly.
- **Heading:** The heading is good because the designer put it at the left side and all the content is there so it's easy for the user to reach the data.
- **Paragraph:** The paragraph is center and has a good padding and margin.
- **Usability:** All the buttons are responsive and user friendly.
- **Useful Content:** Many important info are shown, given lots of pictures, and very recommended design.
- **Accessibility:** Can access all the parts and manage to fulfill the requirement.
- **Credibility:** Having their owned credit and secure website.

2. Kindity Preschool (Malaysia)

- **Name of Website:** The name of the website is original and didn't copy from another website. Very easy to memorize and a nice presentation.
- **Font Size and Color:** The color of the font is too bright and cannot see clearly. The presentation of front page is moderate,
- **Branding:** Unique brand name.
- **Layout Colors:** The layout color was too contrast and bright. Need to improve the color chosen.
- **Navigation:** Navigation part is average because the user needs to click each of the buttons to see the content.
- **Content:** The design is average and user friendly.
- **Heading:** The heading is very simple because there is only the button, and it has lots of spaces.
- **Paragraph:** The paragraph is bad because the images are not center and too big.
- **Usability:** All the buttons are responsive and user friendly.
- **Useful Content:** Limited info is given, only one picture, and not recommended design.
- **Accessibility:** Can access all the parts and manage to fulfill the requirement.
- **Credibility:** Having their own credit and secure website.

3.The Apple Tree International Kindergarten (Thailand)

- **Name of Website:** The name of the website is original and didn't copy from another website. Very easy to memorize and a nice presentation.
- **Font Size and Color:** Too bad of sizing font, need to improve the sizing font. The presentation on the front page is moderate.
- **Branding:** Unique brand name.
- **Layout Colors:** The color was too soft but having a very good layout because it was easy to see the content.
- **Navigation:** Navigation part is good because it's already at the top of the front page so it's easy to see all the content.
- **Content:** From the beginning until the end of design is very good and user friendly.
- **Heading:** The heading is really good because the designer put it at the left side and all the content is there so it's easy for the user to reach the data.
- **Paragraph:** The paragraph is center and has a good padding and margin.
- **Usability:** All the buttons are responsive and user friendly.
- **Useful Content:** Many important info are shown, given lots of pictures, and very recommended design.
- **Accessibility:** Can access all the parts and manage to fulfill the requirement.
- **Credibility:** Having their owned credit and secure website.

3 improvements that can be further applied to enhance the FCI Faculty website.

- 1.Improve the layout color because it's too light and there are too many spaces. Try to add more important information.
- 2.Put more pictures and videos to attract the users.
- 3.Prioritizes the news/updates and upcoming events to make sure the website is always up to date.

Conclusion

Website design is an important matter and should not be taken lightly. A well-designed website can help you form a good impression on your prospective customers. It can also help you nurture your leads and get more conversions. But, more importantly, it provides good user experience and helps your website visitors access and navigate your website with ease. So, if you are looking for designers to create your website, vet them well and ensure that they can design user-friendly and accessible websites. If you already have a website, you can always conduct a site audit and optimize it to provide a better user experience and to improve accessibility.

Reference

- <https://core.ac.uk/download/pdf/161421316.pdf>
- <https://eduwis.edu.my/>
- <https://www.kindity.my/>
- https://appletreekindergarten.com/?gclid=Cj0KCQjwweyFBhDvARIsAA67M728QSIKaqbr8Q2wVu8Kf8CC9Hg562o6lQhZGLzGgqhnSXpnMn8_e78aAkMiEALw_wcB