Welcome To My Galaxy Tab

This web site is a critique [www.samsung.com/nz/home](http://www.samsung.com/nz/home) as a part of Multimedia and Website Development course. Its purpose is to analyse the website so that we can provide more efficient service with well organised structure of website for our future customers.

OWNERSHIP

The website SAMSUNG is registered on November 29, 1994 according to

who.is and owned by SAMSUNG group. SAMSUNG is a global company that produces a various range of products from mobiles to refrigerator.

HISTORY

SAMSUNG began with Lee Byung-Chul as a small trading company in 1938 in Korea. The first snapshot of the main website of SAMSUNG was taken on November 11, 1996,

Whereas,

the New Zealand website of SASMUNG appeared first on October 14, 2005 according to Internet Archive.

Consumer

The website is mainly for consumers who want SAMSUNG products.

Easier to check information of products

Employee<br>- Job seeker can have information of the company

Other - Rival companies, potential consumers or people who need products' information.

PURPOSE

The main purpose of the site seems to introduce Samsung by themselves as well as their products. As SAMSUNG produces variety products, website which can store endless database of products can help customers easily. For those people who are not available to visit off-line stores can shop from the website.

DESIGN THEMES

The website design is quite simple as many other websites which introduce information of their products.

Latest products' photos with brief descriptions mainly comprise the main page and it emphasise the items.

As the logo of SAMSUNG represents blue and white, the website is designed with only a few colours such as blue, white and black.

<h1>PAGE LAYOUT</h1>

A few navigation bars are used and the website seems to follow modern simple layout style.

Only a few font styles such as Arial and SamsungIFRG are used according to What Font

NAVIGATION

The SAMSUNG New Zealand webpage provides a few navigations for different purposes.

The main navigation clearly guides visitors to find information and the navigation is comprised of which are common guide as seen photo.1 below.

<i>phto.1 Main Navigation</i>

Whereas the bottom Navigation guides visitors who want to further information about SAMSUNG or their other products more specifically as seen photo.2 below.

<i>phto.2 Bottom Navigation</i>

Multimedia Elements

SAMSUMG.COM/NZ uses few multimedia elements mainly with images of their products. It seems that the website emphasize their own new electric gadgets for advertising and to introduce for visitors.

The main page of the website seems to be as simple as other website following modern style,

Moreover, the huge images with a brief line of description could not be simpler.

However, as some of huge images are used on the main page, online visitors have to confront a long scroll. With few impacting images and clear navigation would improve the main page.

Usability and Accessibility

Accessibility test with

The website has been detected with the number of errors by the WAVE. (Click Titles to view the details)

Priority 1 returns 14 errors and 341 warnings. The main error is that the website does not provide a text equivalent for every not-text element. Using 'alt' to inform would help to improve the completeness of the website.

Ownership

The "www.samsung.com" is registered on November 29, 1994 according to who.is

However, as it provides a number of versions depending on different countries, I could not find when exactly the domain [www.samsung.com/nz](http://www.samsung.com/nz) is registered.

<h3>Copyright</h3>

The website of copyright is clearly stated on the left of footer.

The website provides an external link for further information about privacy as well.

<h1>Technique Details</h1>

<h3><li>Web server and OS</li></h3>

The information of web server and OS of the website is generated from builtwith.com and [www.netcraft.com](http://www.netcraft.com). Since I could not have information of [www.samsung.com/nz](http://www.samsung.com/nz) from NETCRAFT I found the information of www.samsung.com domain instead. The results show that the webserver is running on Linux.

<h3><li>Technologies used</li></h3>

The technologies are used on the website is mainly jQuery as the following photos. HTML and CSS are basic technologies used on the website. Viewing the page source of the website (photo 2) simply tells what frame work is used.

The page layout of the website follows the modern simple style commonly used by most other websites. Therefore visitors might be familiar with the layout so that it is probably easy for visitors to find information they want

According to the accessibility test, the most error was because of the missing 'alt' of image. Developers and designers simply can improve the accessibility of the website when they are more careful.

The navigation bars of the website are clear to guide visitors. As not only the layout and navigation style is commonly used but also there is search box for visitors, they may easily access information.

A fatal disadvantage that I consider is that huge photos taking most space of the main webpage make visitor down long scroll. In my view, as simple as possible without scroll for the main webpage that can be seen on screen is the best main page.

As smartphones or tablets are handy and commonly used to search information instead of computer use, these day developers consider how the webpages are displayed on the small screens. Although the SAMSUNG website has long scroll to view the images on computer screen, the long scroll on the smaller devices seems reasonable and friendly to user.

Although the SAMSUNG runs in a various range of industries apart from smart phones and home gadgets, the NZ SAMSUNG homepage mainly highlights those products on the website. The strategy is available to intrigue people interested in the products.

The SAMSUNG website seems to support almost every country languages and their own homepages. The option of country is located at the right bottom.