

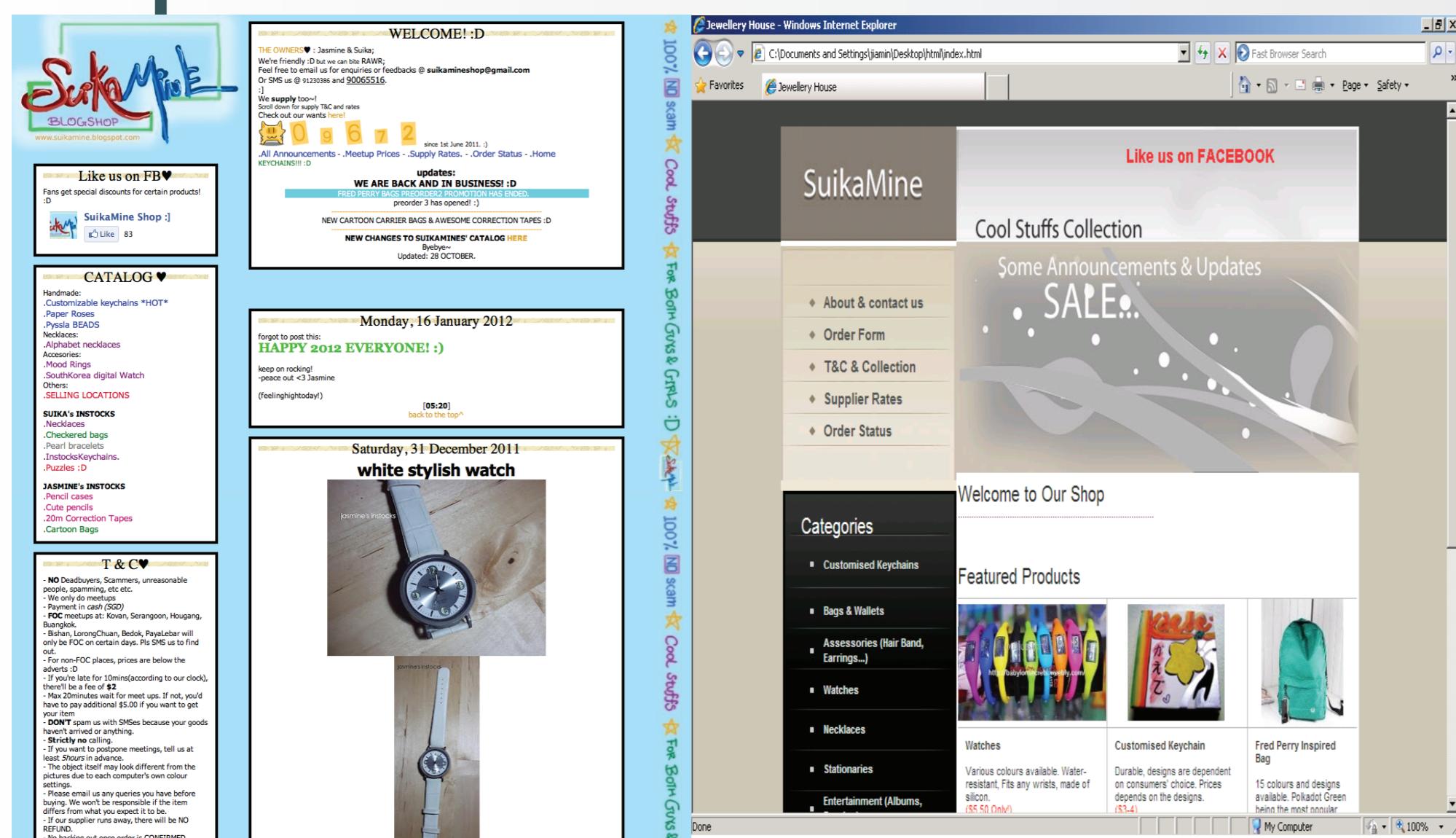
The Principles of Effective Corporate Websites

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Introduction

1. As people are getting used to efficiency and effectiveness in their lives, our aim is to transform an existing website to make it more **user-friendly**.
Users can find whatever they are looking for quickly and easily, while others with no specific aim will be able to **browse with no irritation caused by impatience**.
2. Type of Corporate Website chosen:
Blogshops which are co-related to **teenagers**.

Definition :
User-friendly and the website is arranged in an **orderly** and **efficient** manner.



Methodology

- 01 Determine factors to website effectiveness
Choose 4 websites for conducting survey
- 02 Draft survey questions and determine Demographics (teenagers)
Conduct survey
- 03 Consolidate survey results
Determine which website to re-design and how to improve website
- 04 Re-develop website using Dreamweaver
Test new website



Website: www.suikamine.blogspot.com

Results & Data

Effectiveness Issues with Old Website

- 01 Name of Blogshop/ url - Not easy to remember
- 02 Links/ Navigations - Take a while to navigate/ Find what we want
- 03 Length of website - Too much scrolling involved
- 04 Unclear/ Lack of information - e.g. Terms & Conditions not stated, Price not stated
- 05 Ways to contact them - Information not available
- 06 Pages are slow to load - Too many graphics or 'Extras'
- 07 No search engines/ Catalogues - Unable to find what we are specifically looking for quickly

Conclusion

- In conclusion, based on the survey results, we improved on the design of the old blogshop, making it neater and more organised .
- The new design aims to attract more customers as it is more appealing visually and does not over flood people with useless information.
- This research could be improved further if we had more time to observe whether the old blog shop would have fewer customers as compared to the new one.