Web Design Report Example

Public Relations

Web Design

Report

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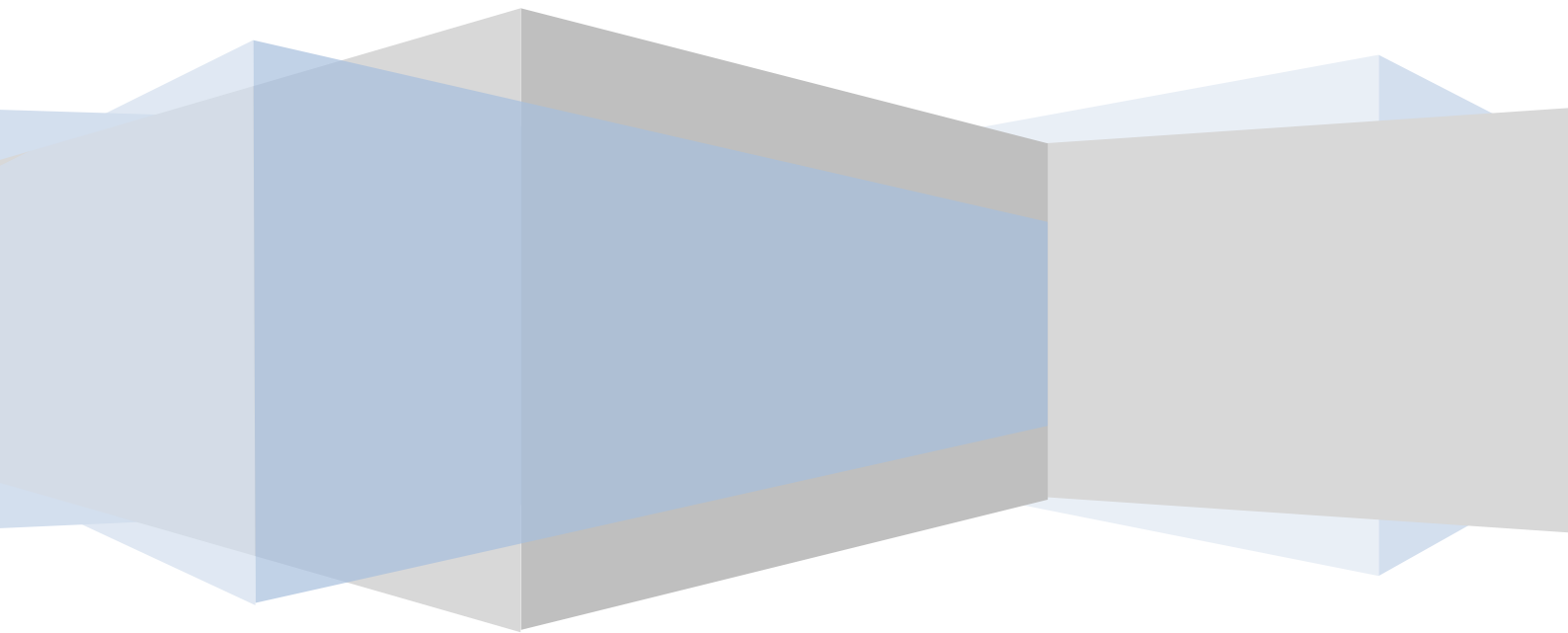**Date: 05.05.2020**

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1. **Introduction**

Dynamic development of technology and the Internet has shown immense repercussion on the marketing communication environment. Marketing communication is defined as the way companies inform, persuade and remind consumers about the products or offers they trade.

Technology tools have essentially changed the way people interact and communicate (Keller, 2009). For a relatively short period of time, the worldwide web has become a major point of business focus and a variety of companies have shown growing interest in exploring the ways to initiate internet commerce.

2. **Overview of the Client**

KrasBiVal is a Bulgarian construction company, founded as a Limited Liability Company (Private Company limited by shares) on the 23rd of February 2005 with statement № 1629, decided by the Regional Court's of Sofia. Although the firm has a permanent VAT registration in the capital county, the main operation headquarters are located in the City of Shumen. The company was established by three associates - Stoyan Banchev, Ivan Petkov and Georgi Brodev as its main business objects include construction of buildings and facilities.

Twelve years ago, KrasBiVal starts functioning as a small company with highly specialized activities - reconstruction and modernization of buildings. Over the years, the firm has collaborated various projects with respectable partners, like "Comfort LTD" and "Cordeel Bulgaria". The key partnerships with these authoritative companies have proven that KrasBiVal can implement large scale projects on a professional level, which therefore has gained a positive image and reputation for the business itself.

3. Target Audience

According to Berthon, Pitt, McCarthy, & Kates (2007), consumers are no longer considered passive recipients, quite the contrary; they are taking "an increasingly active role in co-creating everything from product design to promotional messages".

Developing an easy-to-understand and user-friendly website is a crucial part of any business nowadays as it is mainly driven by defining the appropriate target audience - its needs, wants and expectations. In order to accomplish that, effective techniques need to be considered.

Creating a common *User Profile* is in the core of web development. Identifying key user attributes supports the building of the company's website. By undertaking this approach the organization ensures to acquire a precise insight of their customers behaviour and desires.

3.1. Target Audience's Age and Gender

In order to understand the performance of a website, organizations require different types of data, which identify website's traffic. Tools like *Google Analytics* are helpful for generating quantitative, or clickstream, information (Cutroni, 2010). They can help a business create a clear picture of its target audience.

Originally, KrasBiVal aims at targeting consumer groups between 30 to 65 years old with no gender restrictions. This is defined due to previous client analyses, which show that people aged 30+ are the most common investors in the particular business. People of this age group are looking for innovation, new material, and new technologies and are very likely to invest in new projects.

However, after analysing different data, like visits, unique visitors, page views, the above mentioned "*User Profile*" might undertake a slight change, which can influence the website's design and its overall performance.

3.2. Target Audience's Platform Choice

Further important aspect is the audience's choice of platform. According to Mintel's "*PC and Mobile Use - UK- January 2016*" insight report, consumers find some mobile websites frustrating and difficult to navigate, which drives their preference to use apps over mobile web pages. However, unresponsive web design is most likely to be the reason which turns consumers away, as first - time or irregular visitors are unlikely to download apps (Mintel 2016).

Ofcom's (2016) report reveals that smartphones have become a substantial part of people's daily routine. Additional statistics present that people spend twice as long time on their smartphones compared to laptops or personal computers. This urges the need of creating a website which supports optimal viewing experience and eases the navigation with a minimum amount of resizing and scrolling (Jones, 2016). Being able to design a responsive website, which adapts to any screen, unconcerned to what device is being used, will encourage people to return back once they have visited the web page on different devices.

3.3. Target Audience's Location

Target audience's location is an additional relevant aspect in creating a customized web page. According to Leigh Richards (2017), "targeting consumers in a specific geographic area is a good way in minimizing the costs and ensuring focus on the right target audience." KrasBiVal is a local business, mainly focusing and looking for investors in the particular area, however, the company is looking to expand its business and wider target audience in the future.

4. Goals and Objectives

Being an offline business nowadays is a risky approach, considering the rapid increase of the digital media usage. Web development is a complex process not only restricted to graphic design and brainstorming of ideas, much more - it conceals a palette of sociological analysis, predictions, and expectations. Designing and maintaining a system of this type suggest clearly defining goals and objectives and corresponding adaptive solutions. It is worth considering that marketing goals may differ depending on the business' nature. Moreover, the goals of the business and the goals of the specific target audience (users) are very likely to differ, therefore, adapting and finding a middle ground is a priority when developing a website.

4.1. <u>Goal:</u> _**Promoting a Service**_

One of the main purposes of KrasBiVal's website is to promote and sell a service. In order to accomplish that, various levels of user expectations have to be considered. A good design consists of a few very important features, i.e. being aesthetic, drawing attention, and fitting into a given context. Building a website with a specific topic requires an appropriate layout and content.

Referring to the information, detailed in section _3.1._, the company focuses its attention on targeting people from three demographic cohorts (late Baby Boomers, Generation X, and early Millennials). According to Schneider (2006), business people (Baby Boomers generation) are mostly impressed by rich and calming tones, like grey and silver, for example. On the other hand, combining these colours with a smooth and modern look is very likely to draw the attention of Generation X. This particular group prefers modern and industrial colours like brown, orange, cream and beige, which have to be incorporated in a strong and clean layout.

According to a research undertaken at Missouri University of Science and Technology in 2012, it takes less than a second for a visitor to form an instant opinion about a company, once they have visited its website. However, it takes a little longer - 2,6 seconds - for the user to direct his eyes at the area which is mostly attractive to them (Careaga, 2012).

In order to improve sales rates, KrasBiVal's website will be re-designed, using calming and modernistic colours like white, grey and blue. The layout will be rather clean and organized, including a lot of pictures from previous projects and strong content, which are expected to create a user-friendly atmosphere.

4.2. <u>Goal:</u> _**Building the brand**_

Incorporating social media channels into the website helps a company to promote its online brand by creating awareness and increasing the website traffic. Improving user experience is easy to accomplish by adding social media buttons, which redirect the user to a different platform the business is present on. According to Kristina Cisnero (2015), an online strategist at _Hootsuite_, social media buttons work best when placed at the top, bottom or along the side of a page.

For the purpose of this project, a dynamic Facebook icon will be added to the bottom right side of the webpage. This will encourage traffic from the website to the social media platform vice versa.

5. Design Process

5.1. Planning Stage

Gathering information about the client is at the core of web design project. Creating a content which corresponds to the audience's needs and expectations is a key stage in the process as it requires a good understanding of the business' goals and objectives and resources which need to be utilized in order to achieve best results. Before starting off with the actual project, relevant questions need to be discussed, directly with the client, which will support accomplishing desired results.

5.1.1. Purpose of the Project

The main purpose of this project is redesigning an existing webpage and creating a high-quality content, accommodating valuable information in order to target a particular client base. Generating and distributing relevant and compelling data can encourage and engage not only potential but also existing customers (Jefferson, n.d.). Few aspects have to be considered before commencing with the website's design process (Refer to *"Image 1"*).
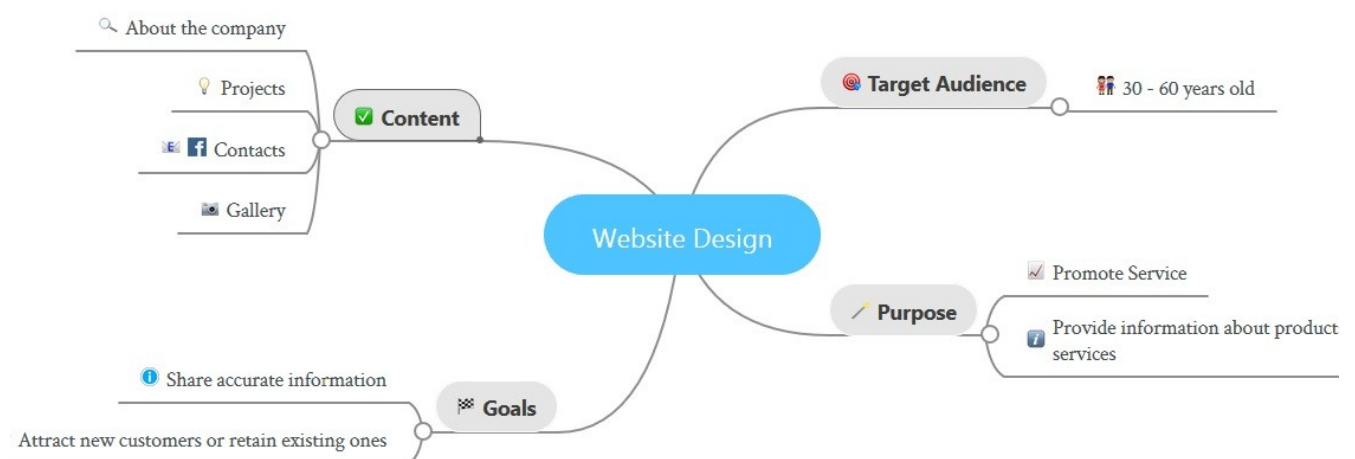

Image 1: *Mind Map of the Website*

5.2. Brainstorming Ideas

Collecting all indispensable information is followed by sketching out some creative ideas for the project. This stage consists of preparing few basic designs, discussing them with the client and after receiving a feedback, choosing only a few which have the potential of developing and becoming the official website design. It is crucial to keep the end user in mind while designing the sketches (Siebert, 2015). Website's visitors are the ones this web page is designed for, therefore, the end result needs to appeal and influence them in a way which will benefit the business.

5.3. Developing Visual Mockups

Once the website is under a dynamic build-up, visual mockups are of a great importance. "A visual mockup is the best way to show the client how a finished website will look." (Mokhar, 2016) User Interface development demonstrates near-precise colour scheme, font-sizes, and a precise position of all content and navigation elements on the website (Refer to *"Images 2, 3 and 4"*).
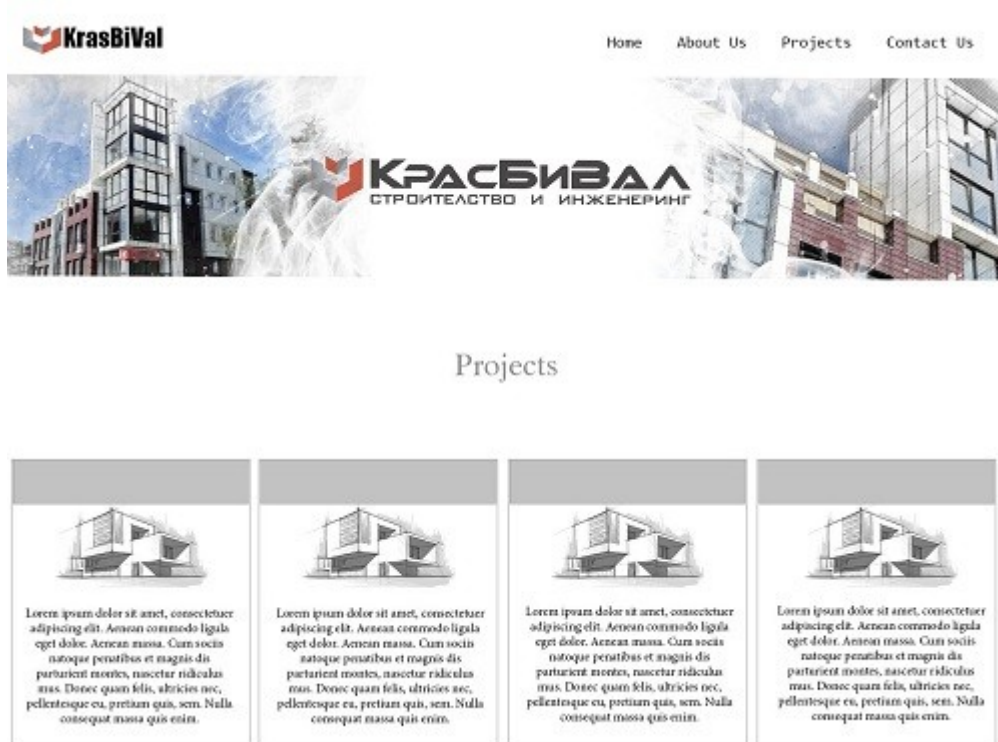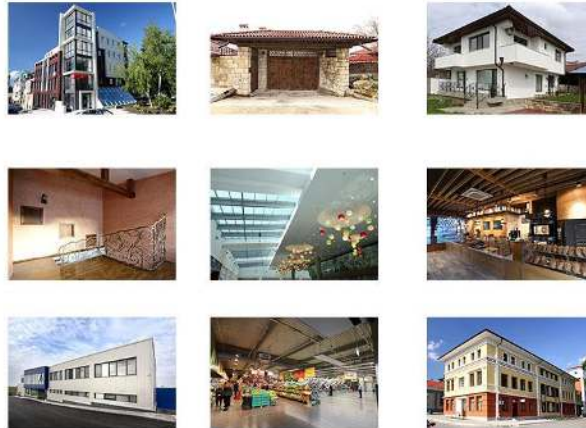

Image 2: *Part of the "Homepage" (Mockup)*

KrasBiVal

Home   About Us   Projects   Contact Us

About Us

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© 2005 - 2017 KrasBiVal

Image 3: *Mockup version of "About Us" page*

Image 4: *Mobile Version (Projects page)*

5.4. Website Development

When redesigning a web page an important stage is researching the client's current website and listing elements which could be improved. In this particular case, KrasBiVal's present website includes a dark colour scheme, which was not used in addition to any appealing shades. This strategy can generally drive users back. Furthermore, the lack of visual elements and a presence of a poor content would discourage a visitor to return back to a website (Refer to *"Images 5 and 6"*).
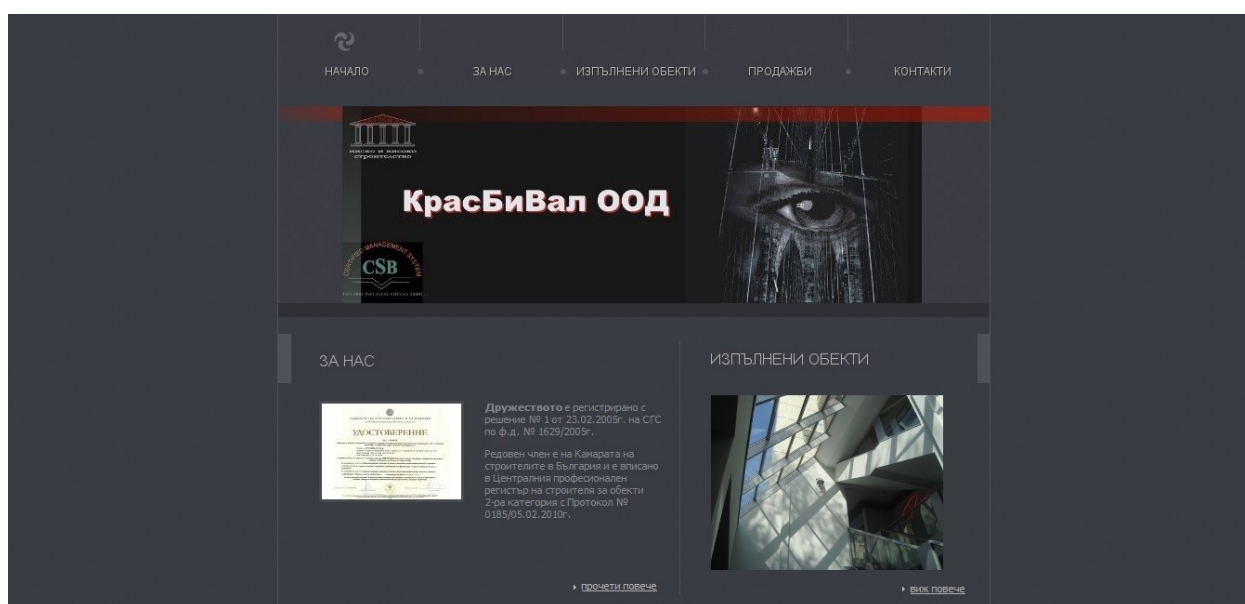

Image 5 : *KrasBiVal's current website (Homepage)*

Image 6 : *KrasBiVal's current website (Projects Page)*

According to a Google study, websites with low visual complexity and a high prototypicality are perceived as highly appealing (Bargas-Avila, 2012). After defining the website's goals and objectives (Refer to *section 4*) a suggestion for several improvements has been given.

The company has created a new logo for their business; therefore a change of the colour schemes is required in order to adjust the website to the needs of the firm. Grey, red and blue are dominant colours for the Home Page banner, which was exceptionally created for this project (See *"Images 7, 8 and 9"*).

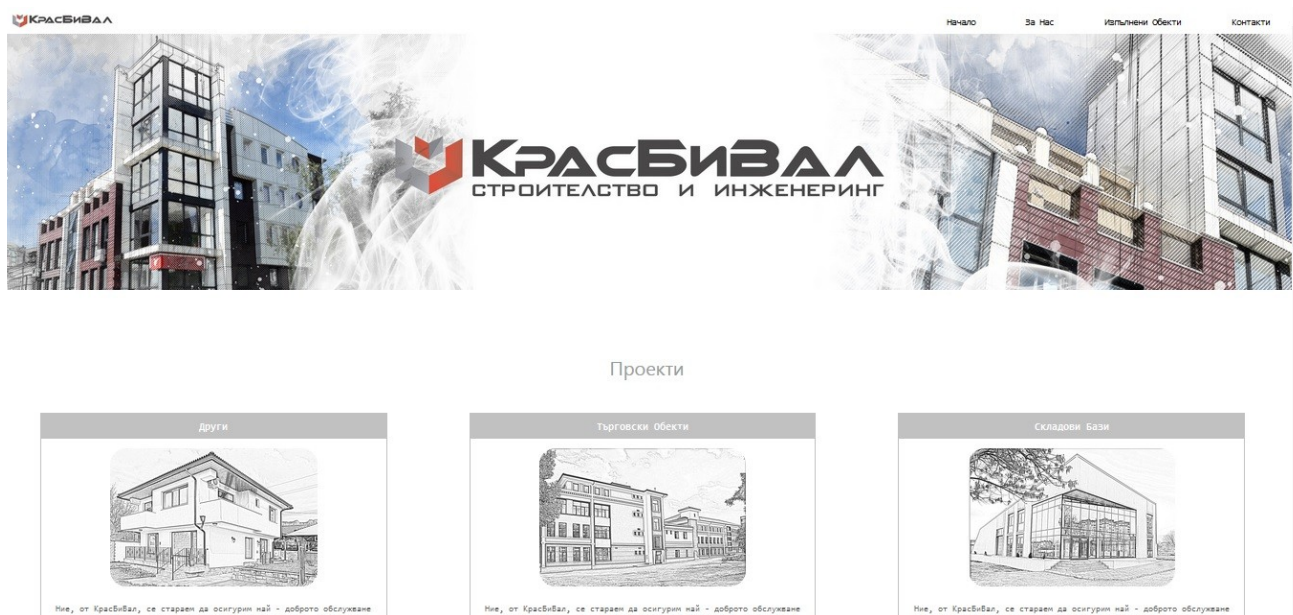Image 8: *Suggested colour scheme for the new website*

Image 9: Part of *the redesigned Homepage*

The index page of the website presents an overall image of the company, what types of projects it is implementing and finished with a simple slideshow, including images of key company's projects (Refer to *"Image 10"*).

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Image 10*: Slideshow (Homepage)*

5.4.1. <u>Technical Aspects</u>

One of the final steps of the project is the actual coding of the website. Dreamweaver CC 2015 has been used to translate the graphic designs, created at previous stages, into actual web pages (Refer to *"Image 11"*).

The homepage is created first, followed by sub-pages (About Us, Project and Contacts page) in accordance with the website's hierarchy. Considering the rapid development of new technologies, nowadays, the end user can choose from various devices, to search for information on. Therefore, developing a responsive web design is a priority, as most of the company's clients are business people which use their mobile or tablet devices on regular basis. According to a recent study by Tyton Media (2016), 62% of companies which has adapted their websites for mobile and tablet devices, has reported an increase in their product/service sales rate (Horvath, 2017).
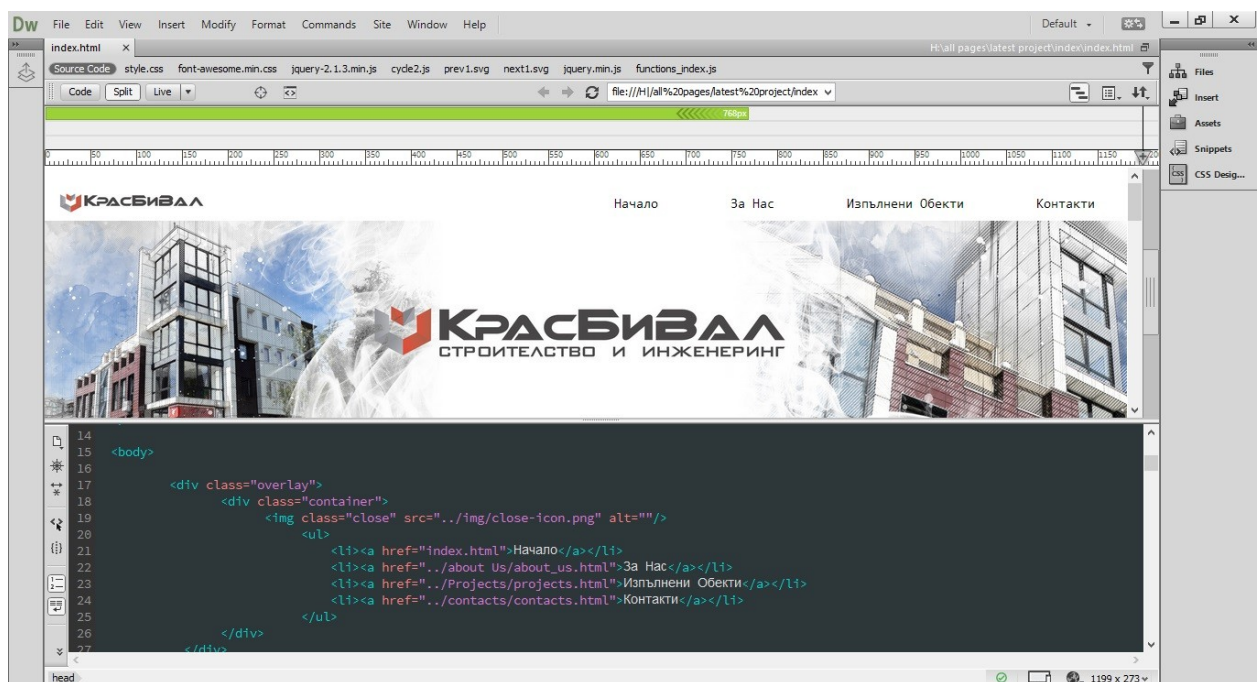

Image 11: *Homepage created in Dreamweaver*

Изпълнени Обекти

КрасБиВал ООД стартира дейността си през 2005 г. Компанията е основана от трима съдружници – Стоян Банчев, Иван Петков и Георги Бродев. Независимо, че по това време строителният бранш е достатъчно наситен и разпределен, създателите и екипа вярват, че със своите умения, възможности и амбиции, ще успеят да намерят достойно място сред строителните компании в региона и страната. Ключовите партньорства с авторитетните строителни компании Кордеел България и Комфорт ООД доказват, че КрасБиВал може успешно да изпълнява по-мащабни модерни индустриални бази и търговски площи, което логично води до договори за обекти с Платин, Агромашина импекс-Шумен, НЕС-нови енергийни системи, Аспект, Крис 06 Шумен, Аргогруп Екзакт.
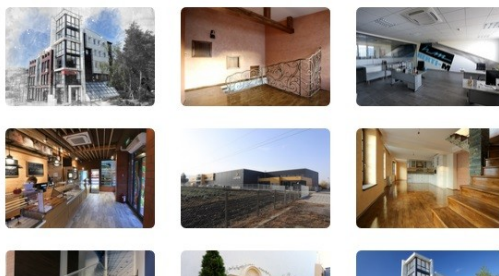

Image 12: *"About Us" (Page)*

6. Competitors

By nature, marketing economy is built upon competition, which most of the time becomes apparent in offering products or services at similar prices. In regard to the fact that KrasBiVal is a local business, direct competitors are believed to be firms from the same geographic area. Few names appear on the list for recognized construction companies in Shumen Province.

"*Construction Group Ltd*" is a company formed in 2007 after the division of Building Trade Ltd Shumen. The company has gained an image of a correct and preferred partner on the construction market, which puts it in a direct rivalry with KrasBiVal. Construction Group is in a process of re-designing its website, in order to meet the needs of the business, keep up with recent trends and attract new or maintain existing customers (Refer to "*Image 13*").
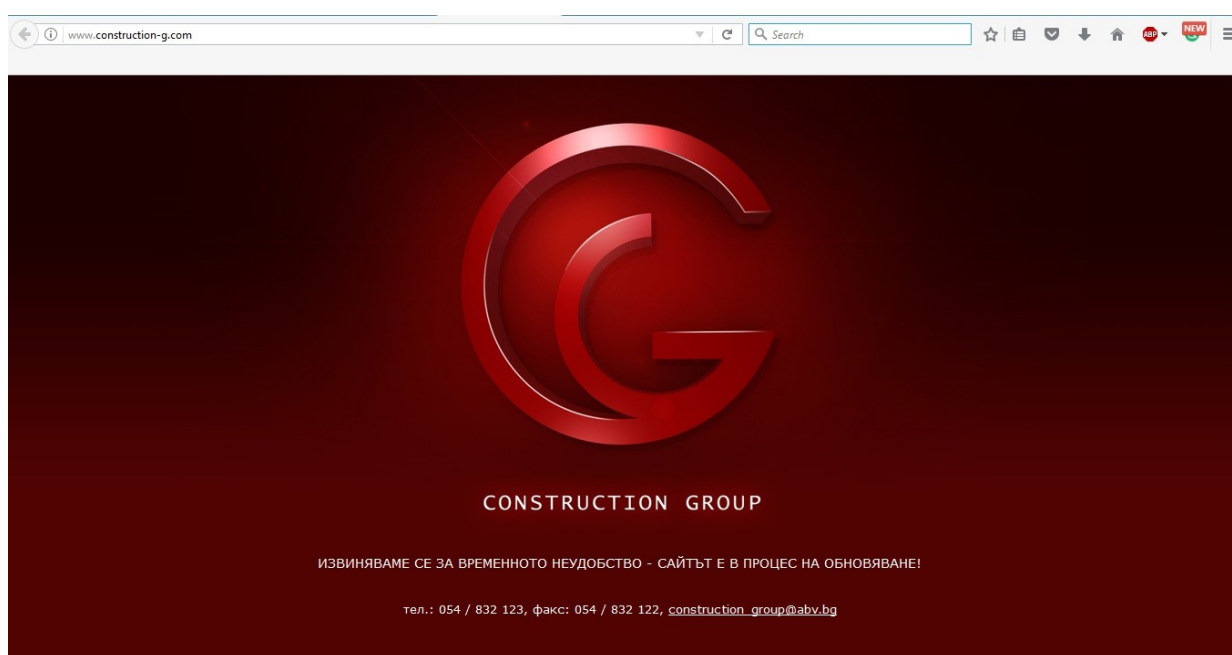

Image 13: *"Construction Group Ltd" webpage (website in process of re-designing)*

"*JSP Stil Ltd*" is another company listed in the competitor's record. A company with more than twenty-five years of experience in the sphere of construction and repair works, situated in the same geographic area is very likely to dominate the particular business. Moreover, contribution to the success of the firm is carried out by the nicely presented website, which is strengthened by distinctive and compelling content. Clear and user-friendly interface assists the navigation and helps to find information quick and easy (Refer to *"Images 14, 15 and 16"*).
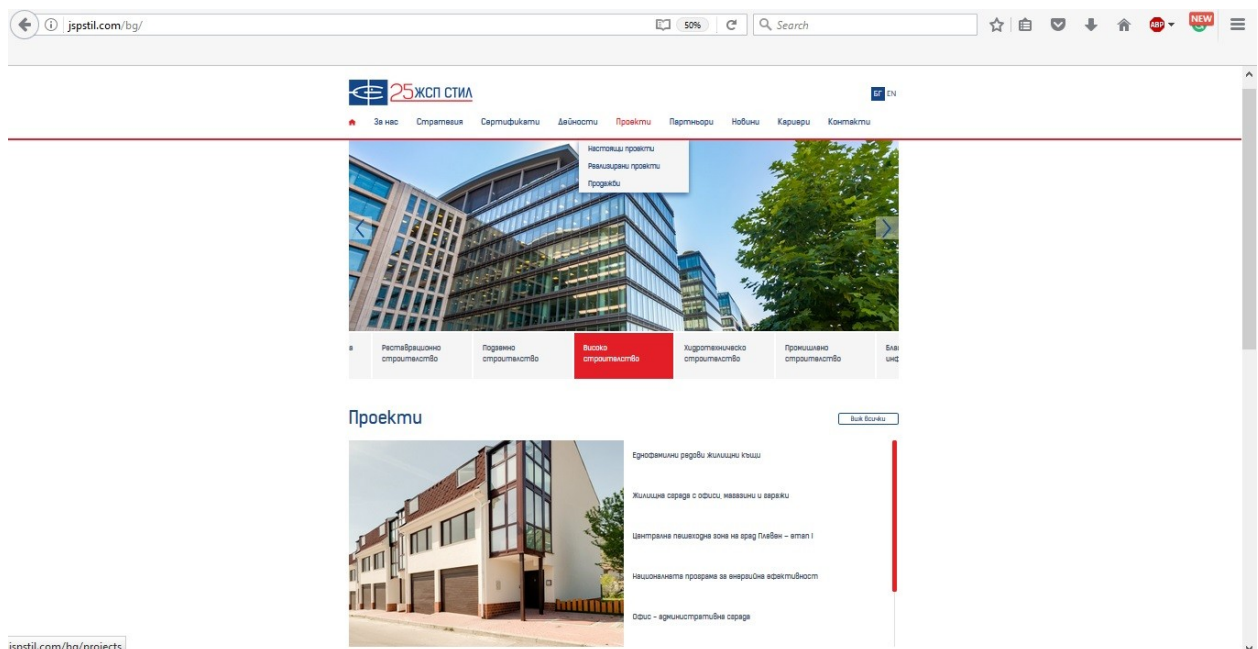

Image 14: *"JSP Stile Ltd" Website - Home Page*
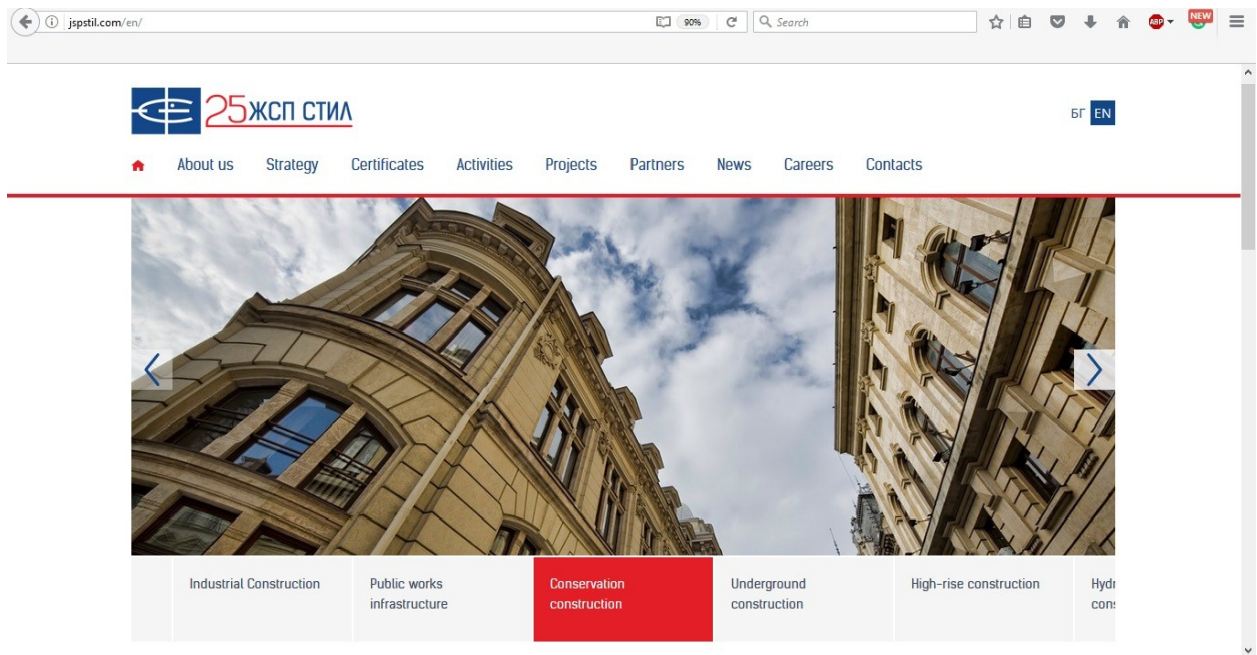
Image 15: *"JSP Stile Ltd" Website - Home Page (English Version)*
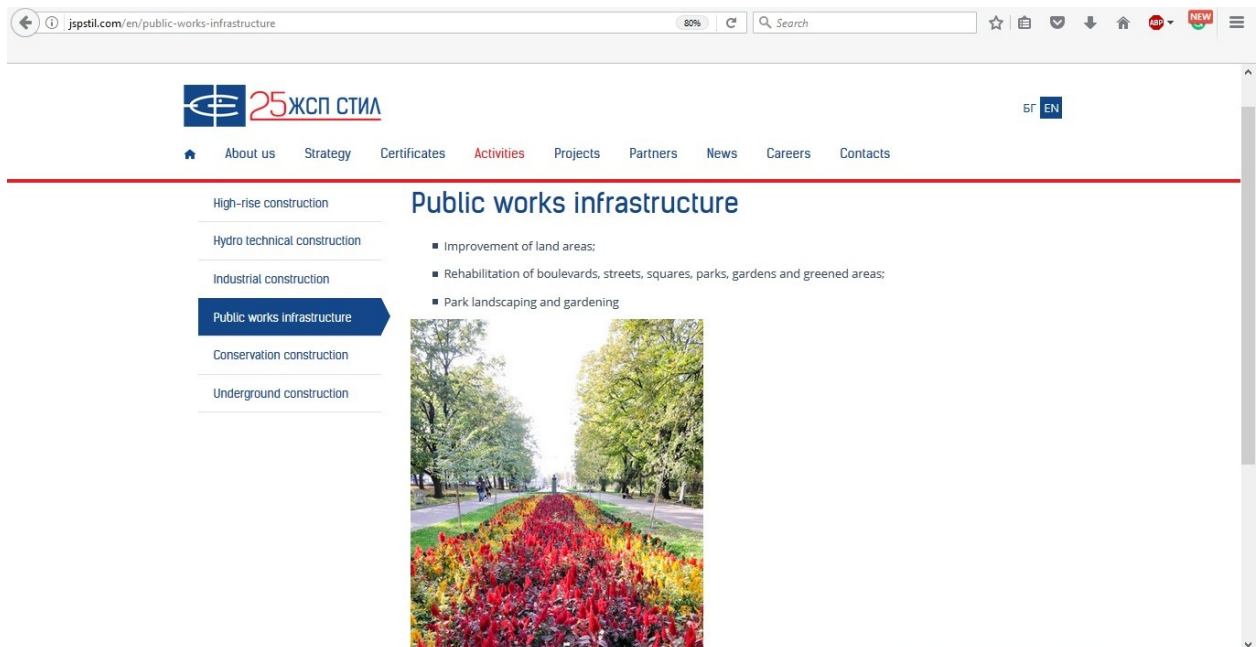

Image 16: "*JSP Stile Ltd" Website - Activities Section*

7. <u>Conclusion</u>

The main purpose of this project is redesigning KrasBiVal's current website in order to improve website traffic and increase service sales.

Procedure is vital in projects of this type, proving the high value of phases like research and creating drafts and mockups. The goals and outcomes need to be clearly defined across the work process and followed in order of securing optimum results. Creating a website that supports multiple devices is at the core of developing a web page, as the majority of people prefer to use their mobile or tablet "on the go". Moreover, targeting business people requires a clear understanding of all elements influencing their opinion in a way which benefits the business.

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