



# Lab Assignment: Case Study

Prepared for:  
Ts. Dr. Surya Sumarni Binti Hussein

START

MENU



# About Me

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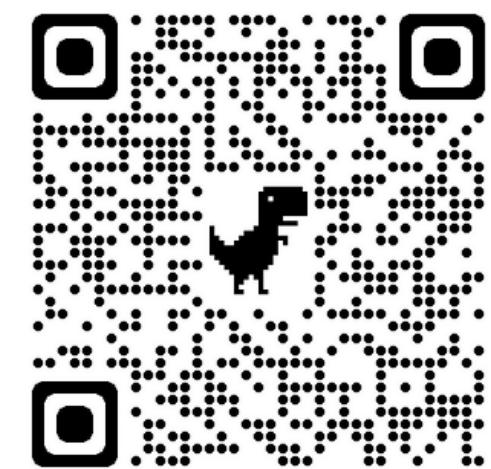
Group: CS2405C





The name of the static website chosen:

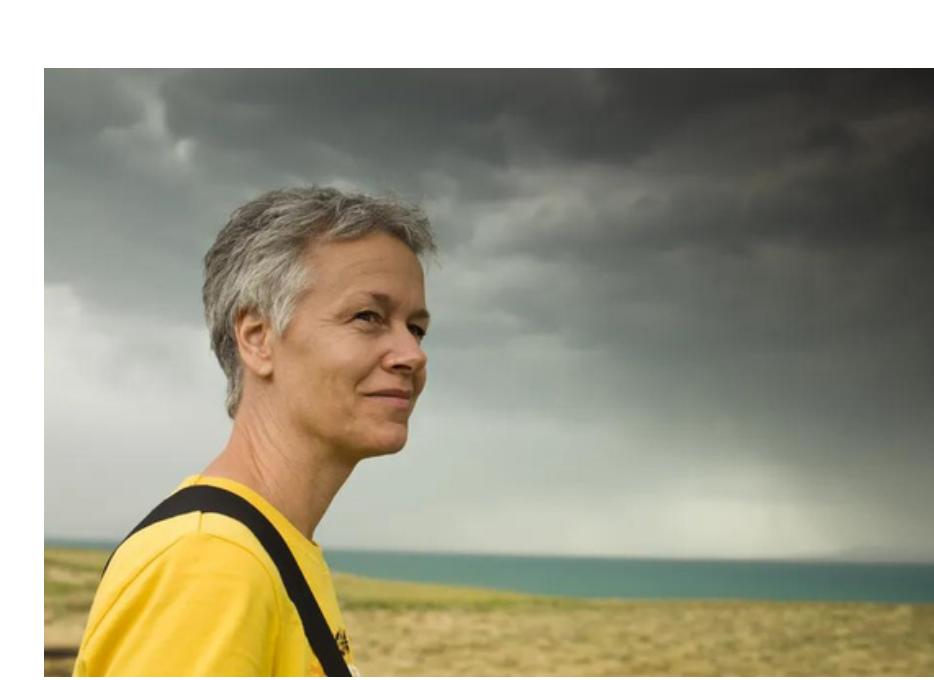
# EatingAsia



YES

NO

# About EatingAsia



## Author: Robyn Eckhardt

- Author and Journalist: Food and Travel
- written on food and travel in Turkey, Europe and Asia for The New York Times, Travel+Leisure Southeast Asia, SBS Feast, Saveur, TASTE, and other publications.



## Description:

The website is mainly about Robyn's journey in exploring the culinary attraction in Asia.



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2017.08.25

## Şükran's Lemon Cake



### ABOUT



Look Inside and Pre-Order! Also available at Barnes&Noble and Indiebound.

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# Main Issues of The Website



# 1. Not Interactive



# Links to Course Readings and Additional Research

1.

Users' overall preferences are strongly influenced by website interactivity, according to the findings by Al-Shamaileh & Sutcliffe (2013). Websites with greater interaction were shown to have a favourable effect on users' opinions and levels of involvement with the user, according to a study.



## 2. Unattractive Web Design



# Links to Course Readings and Additional Research

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2.

Web design has evolved into a type of design art as a result of its maturation and the diversity of different styles used in web design. Web design now reflects not only the time but also the user group, as well as ideologies, spiritual temperament, aesthetic ideal, and perhaps other internal characteristics of the website (Zhang, Wang, & Luo, 2017).





### 3. **Unorganized Website Content**

# Links to Course Readings and Additional Research

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3.

Words, links, graphics, formatting, and other characteristics that impact the usability of the web are all part of a web interface (Yan & Guo, 2010). The author noted to write the web based on users' readability, it is important to provide material that is easy to skim and understand.



# Proposed Solution

## 1. Turn into dynamic web application

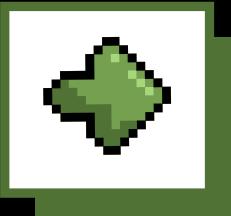
Add a function for user to use.

## 2. Redesign the website

Using available template online.

## 3. Organize the content.

Making sure the content will not be on the first page.





**Let's See The  
New Website!**





# Conclusion

A website should be interactive and attractive for the website user to use. Not only that, the website must be readable with organized contents. User engagement and interaction with the website is important to make sure they will comeback at the website.

# References

- Al-Shamaileh, O., & Sutcliffe, A. G. (2013). Website interactivity and repeated exposure, what influences user experience?. *J. Univers. Comput. Sci.*, 19(8), 1123–1139. <https://www.researchgate.net/profile/E-Knight/post/Can-anyone-suggest-papers-related-to-web-platform-evaluation-or-Website-evaluation/attachment/59d61de479197b807797bf31/AS%3A273827546763266%401442296982878/download/Alshamail eh.pdf>
- Yan, P., & Guo, J. (2010). The research of web usability design. 2010 The 2nd International Conference on Computer and Automation Engineering (ICCAE). <https://doi.org/10.1109/iccae.2010.5451619>
- Zhang, Y., Wang, L., & Luo, W. (2017). Research on web design style based on digital technology. 2017 9th International Conference on Measuring Technology and Mechatronics Automation (ICMTMA). <https://doi.org/10.1109/icmtma.2017.0113>



# Thank you!

