

Website Designing for Jumi Language Class!

To promote its services

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Abstract- During the lockdown period of the Covid-19, many businesses that rely on physical promotion were forced to be halted. Causing them to be unable to sustain their businesses as there was no customer. Therefore, doing business online is one of the best ways to sustain business. With switching businesses to online, websites are a must to promote as well as to provide information to the customers. During this hard time, we have approached one of the language class companies and offered to design a simple, responsive and yet stunning website to promote their services and communicate with potential and prospecting customers. This website will consist of the main page, about, courses available, blog, contact and privacy policy page.

Keywords- HTML, CSS, PHP

I. Introduction

Website is a crucial tool that can be utilised in many ways, such as providing crucial information to people worldwide via the internet. Businesses can use the website to promote their services and products to advertise their wares as well as to provide a platform to commerce without the need for face-to-face communication during the pandemic. With that, businesses can operate as usual without the need of fear of shutting down due to being unable to open their businesses physically.

With that being said, we had approached Jummy Language Class! To help them to design a website (<https://saya5698.github.io/jumiclassishere.github.io/index.html>) for their language class. They had given us a list of function that they want

to implement on their website. This list includes but not limited to , a homepage, an about us page with some information about their business, a courses available

where customers can browse for the classes they are interested in joining , a blog to see the achievements of their classes, a contact us page for any contact inquiries, a privacy policy page to ensure that the business stays out from legal problems or challenges.

II. Website evaluation

A. Website Functionality

The homepage of the website contains a header with a navigation bar to all other pages of the websites. Besides that, it also has the animations for each of the language letters which symbolises their main business service highlight which is language class.

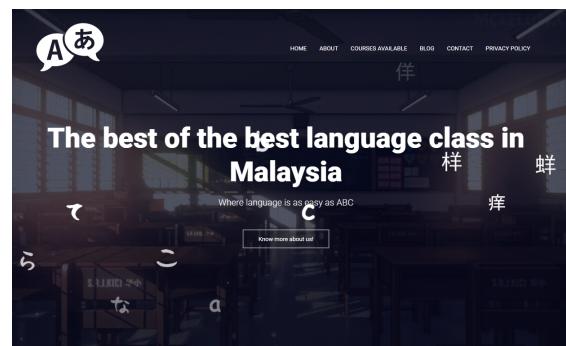


Figure 1: Main homepage of the website.

Besides that, in the main page it also has other information such as language courses available, campus information, facilities, student feedback, as well as the direct link to the contact us page.



Language class we offer for you!

Choose the wide range of language course that is fit for your needs

| | | | |
|--|--|--|--|
| Japanese Language | Chinese Language | English Language | Malay Language |
| Japanese (日本語, Nihongo) is spoken natively by about 128 million people, primarily by Japanese people and primarily in Japan. | Chinese (中文, Zhōngwén) is a group of languages spoken natively by the ethnic Han Chinese majority and many smaller ethnic groups in several countries. | English is a West Germanic language of the Indo-European language family, with its earliest forms originating in the Angles of early medieval England. | Malay (มาเลย์, Bahasa Melayu; Jawi: ملايو) is an Austronesian language that is spoken in Indonesia, Brunei, Malaysia, and Singapore. |

Figure 2: Language class availability below the main welcome section



Figure 3: Campus information section

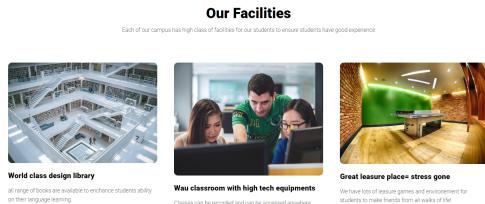


Figure 4: Facilities list section

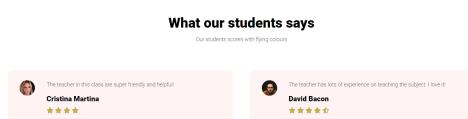


Figure 5: Student feedback section

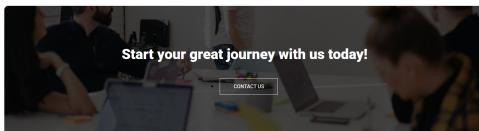


Figure 6: Contact us section

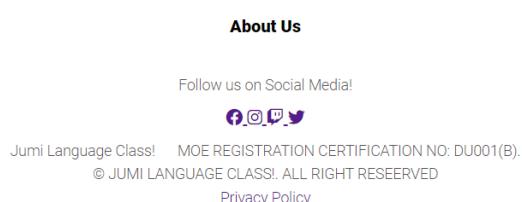


Figure 7: Footer for all of the pages where it links to their social media pages as well as the company privacy policy.

Next, we will move to the about us page where we will introduce the company vision of the language class as well as inspire new potential customers to join the class. Besides that, there will also be a short video to showcase the promo video.

We are the best and most affordable language class in Malaysia!

Jumi Language Class is an institution that leads digital leaders and we are welcome to be part of a dynamic and vibrant community. Our way to embark into the intellectual adventure with us and we are providing a range of opportunities for you to learn, to grow, to discover who you are and what you can do. We believe that education is the key to success and it is a great tool to transform lives, where we can achieve our biggest dreams and empower us to become the best version of ourselves. We believe that education is the key to success and it is the spirit of discovery and explore of the things that we have to offer. It is who we make up, what we are and who we are looking forward to the positive energy that JLC bring to our campus. Join our language class if you join us to become future digital leaders and your success begins here!

EXPLORE OUR CLASS NOW



Figure 7: About us text section



Figure 8: Video from the company partner university which is the Open University.

Then, we will move to the courses available page. It highlights the courses available and the difficulty available, and the facilities.

Language class we offer for you!

Choose the wide range of language course that is fit for your needs

| | | | |
|--|--|--|--|
| Japanese Language | Chinese Language | English Language | Malay Language |
| Japanese (日本語, Nihongo) is spoken natively by about 128 million people, primarily by Japanese people and primarily in Japan. | Chinese (中文, Zhōngwén) is a group of languages spoken natively by the ethnic Han Chinese majority and many smaller ethnic groups in Greater China. | English is a West Germanic language of the Indo-European language family, with its earliest forms originating in the Angles of early medieval England. | Malay (มาเลย์, Bahasa Melayu; Jawi: ملايو) is an Austronesian language that is spoken in Indonesia, Brunei, Malaysia, and Singapore. |

Figure 9: Language class availability section

Difficulties

Choose your prefer difficulties

| | | | |
|---|--|---|--|
| beginner | Intermediate | Advanced | Business qualification |
| For those who want to kickstart their language knowledge. | Those who want to achieve a higher level after learning the basic. This is the place for them. | For those who aims to reach to native level speakers. | For those who wants to get commerce examination certificate for the respective language to be used in working place. |

Figure 10: Language class difficulty section



Figure 11: Facilities section

Moving on, we will move on to our blog page. In this page, there will be a blog as well as the leave us a comment section.



Figure 12:Blog page section

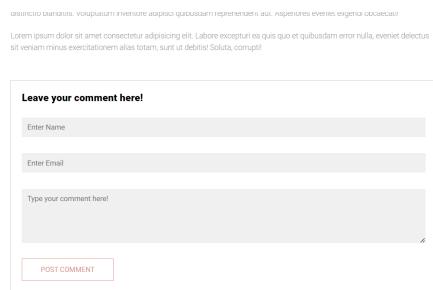


Figure 13: Leaves your comment here section

Next page, we will have the contact us page. In this page, there will be a Google Map which will assist the customer to go to their office, phone number as well as their email address. There will also be an inquiries page section where the customer can send an email directly to the admin.

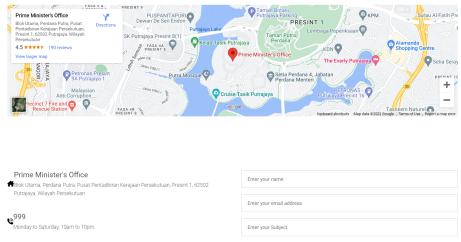


Figure 14: Contact us page

Last but not least, the privacy policy page which is to prevent the company from getting in trouble with any legal matters.

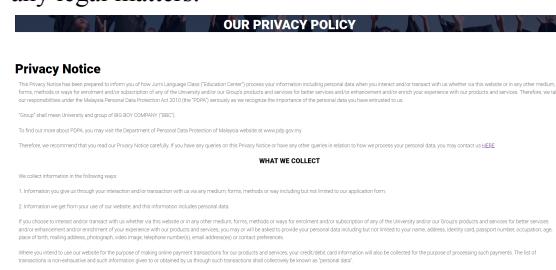
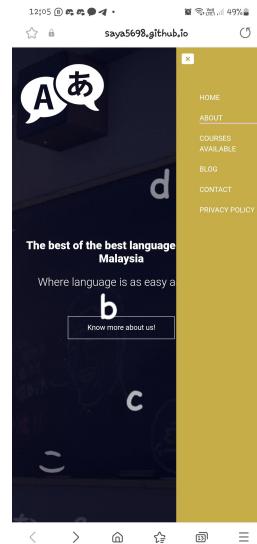


Figure 15: Privacy policy page

B. Aesthetic value and viewing on mobile platforms.

Aside from viewing the website on mobile, we have also researched many website videos to understand the current trendy website for our design. We have consulted UI/UX student developers from Faculty of Creative Multimedia of Multimedia University Cyberjaya campus on the colour composition and style of the website. We have also included a mobile view for our website since almost all of the people in today's world own a smartphone. This way, we make it convenient for everyone to have the conveniences to visit the website in both mobile and also computer.

After a few discussions and some trial and error, we have let our peers as well as business owners to review the website. All of them are satisfied with the performance, layout and the design of the website as it is easy to navigate the website and it is trendy at the same time. We will attach a few screenshots of the view of the website on mobile.



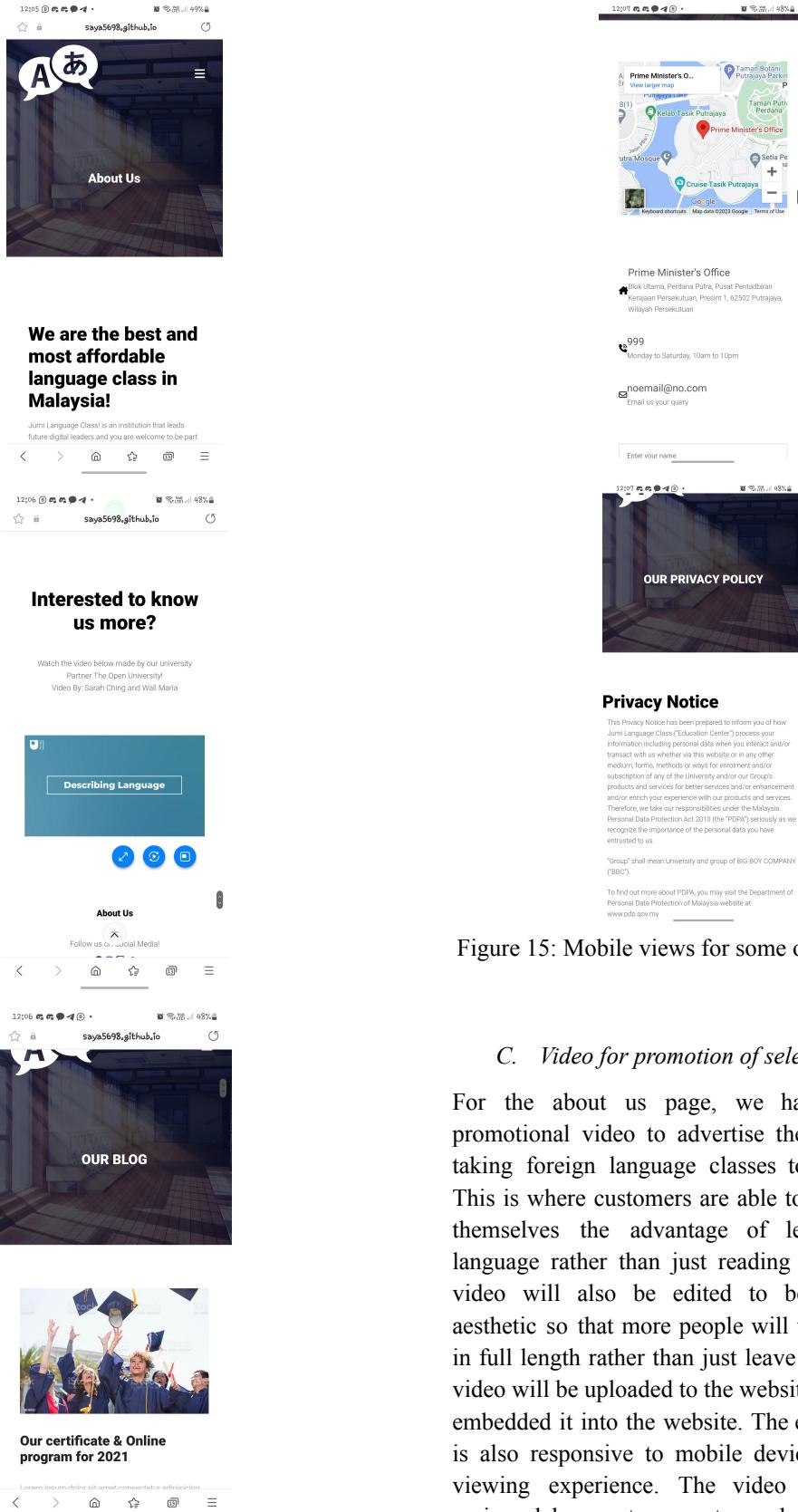


Figure 15: Mobile views for some of the webpages

C. Video for promotion of selected services

For the about us page, we have included a promotional video to advertise the advantages of taking foreign language classes to the customer. This is where customers are able to view the video themselves the advantage of learning foreign language rather than just reading plain text. The video will also be edited to be pleasing and aesthetic so that more people will watch the video in full length rather than just leave it half way. The video will be uploaded to the website server and we embedded it into the website. The embedded video is also responsive to mobile devices for a better viewing experience. The video has also been reviewed by our team mates and peers and all of them are satisfied with the video.

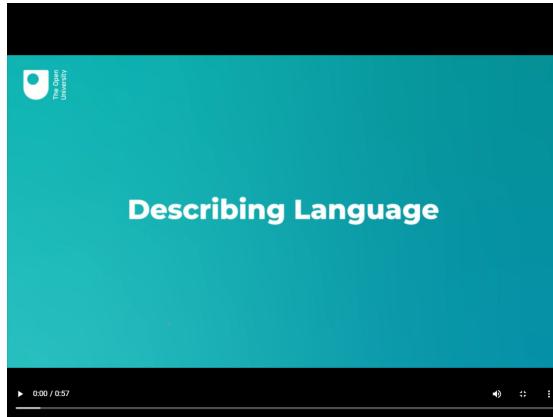


Figure 16: Snapshot of the promotional video

Figure 18: Contact feedback form

D. Links to social media

Social media is also another way to promote business for free and an easier way. It can also be a platform to interact with customers and potential customers. Through this way, it can also showcase reviews and testimonials. With that, we have also included the links to the company Facebook, Instagram, Twitter and Twitch. This way, people from all around the world can connect and get more information regarding the company. Besides that, We have also listed the phone number and the email address if any of the customers would like to contact the company for further information or enrollment. Furthermore, we have also included the feedback section if any of the customers would like to ask the admin of the website. The question will then be sent to the admin email address and are able to reply via email address.

About Us

Follow us on Social Media!



Jumi Language Class! MOE REGISTRATION CERTIFICATION NO: DU001(B).
© JUMI LANGUAGE CLASS! ALL RIGHT RESERVED
[Privacy Policy](#)

Figure 17: The social media links can be found when they clicked either one of the social media logos.

E. Website Hosting

We will be using Github respiratory to keep all of our files such as html, css and php. It will then be kept in a webserver where it can be accessed with the need of an internet connection access. Netlify is a free website hosting company where it allows us to host the website online for free!

Once the website has been hosted, we will send the website URL to our peers as well as the business owner to check its functionality. Luckily, all of the process went smoothly.

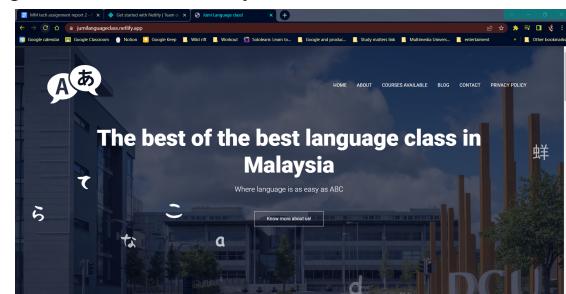


Figure 18: Website is hosted online and can be accessed anywhere with just a click

Conclusion

In the end, we have successfully assisted the company to create a webpage with all of the functions that were specified by the business owners. The businesses are very satisfied with the outcome and are now actively advertising their website. Based on the owners and peer reviews, the website is very simple and easy to understand, where it only shows the important point, as well as showing the crucial contact information. Customers and potential customers will find it convenient to navigate through the site and easily browse through

the items that the business offers, and it will grow to be a very successful company.

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