How did we make the message clear in our web design?

In making sure that the message and UX goals are communicated effectively within the web design to the users is mainly determined by the placement of the content within the website itself. This is known as information architecture (IA). IA focuses on designing and organising information resources such as websites, intranets, online communities or software to make them usable and easy to find (Rosenfeld et al., 2015, p.24). With that, guidelines such as the rules of third and focal points can be utilised. These guidelines have been carefully researched based on psychological behaviours. They have proven to be useful in identifying and predicting certain areas within the website where the eyes of the users will naturally land on and digest the information.

One of the UX goals for this website is to display its key products and services on sections of the homepage which is visible to users. With this goal in mind, the website design has placed the various products and services offered, such as flower arrangements, gifts, customisations and native seeds, right after the homepage image and tagline. Additionally, after the tagline, a button with the text 'view collection' links users directly to the page products and services offered can be viewed.

Another UX goal identified is having a page containing all the relevant brand information. This includes their contact information such as an address, contact number, and email. We have accomplished this goal by placing the 'About' page on the navigation bar, right next to the 'Home', which would be visible to users entering the website.

In conclusion, to ensure that the intended message is translated to website users, we must carefully consider the placement of key call for action buttons and information.

How did we make the website relevant to our users?

To achieve a design that meets users' requirements and remains relevant to them, we need to understand further the primary target audiences, their intention for entering the website and embed related specific keywords into the website.

We can understand the brand's primary target audiences by looking at the business' web traffic analytics, interviewing the client, conducting market research and studying the industry and trends within them (Levy, 2016). The creation of personas is essential to further understand and determine the demographics, financial status, personalities, needs and wants. With that, designers can have a complete view of the potential buyer to build a website that caters to their needs and wants.

Additionally, we also need to understand the motive of the users. This information lets us understand the typical task a visitor to the new website might perform. Thus, ensuring that these tasks are accessible and convenient for the users to complete. Supplementarily, the designer can incorporate other engaging elements near these key sections to attract users to defer from their original intentions and explore the website more. According to Hunt (2011), the effectiveness of communicating the intended message is in line with the duration of time engaged.

Lastly, embedding specific yet relevant keywords into the website increased its visibility to users as it raised the search engine results ranking (Maley & Baum, 2010). Using keywords helps with website relevancy as it provides a solution for the individual's search.

All in all, the relevancy of a website is mainly determined and dependent on the audience targeting. Therefore, it is essential to thoroughly understand the targeted audience and create highly accessible and convenient solutions.

How does the web design facilitate people taking actions the way we want them to?

A good web design possesses qualities that aid in the facilitation of enticing and persuading users to perform the brand's desired actions. This is called the call to action. Hunt (2011) defines it as a way for visitors to take the next appropriate action now through a prompt and a mechanism. According to Stull (2018), there are six fundamental concepts of persuasion: empathy, authority, motivation, relevancy and reciprocity. Thus, there are various strategies the business can implement.

One such strategy is to optimise the website's homepage, as this page would form the brand's first impression for the website visitor. Hence, on this page, the web design should include the key call for action buttons, such as the 'purchase now' buttons, feature products the brand wants to promote, and available promotion or marketing offers. The visibility of promotional items will likely persuade the visitor to purchase the products from the brands. This is because discounts are only available for a certain period, creating a sense of urgency. Therefore, visitors may need to purchase for fear of missing out on a huge deal. Accordingly, distractions that could divert the users' attention from the key call for action buttons or contents should be eliminated. The website would be clean and purposeful with a clear call to action message, making completing the desired action effortless and seamless.

In essence, web design can ensure that users perform the business's desired action when the appropriate strategies and techniques are in place. This includes placing

the products and services, featured items, key call to action buttons and promotional items on the homepage where it is visible to users upon entering the website.

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