

Good example of
critical thinking on
testing knowledge
and comprehension
of the a...

[Business](#), [Customers](#)



Question one

In regards to the design for way finding, the Facebook developer by has state of the art navigation option which allows and direct the users what they want. Facebook enables the user to navigate to different places with many simplicities. In addition, it also displays related pages, for instance, suggesting s group of people that that facebook account holder may know. Critical analysis of the how facebook was design shows that the developer considered three things. These were attracting massive traffic, ensure high levels of user satisfaction and loyalty, and securing a substantial budget justifying the proposal in commercial terms.

Facebook pages also inform the users where they are by highlight the navigation button or a link to that particular page. It is a very critical thing to users as they feel the ownership of the page. The usability of facebook sites lures users into spending more time in the web pages and hence can translate to the traffic. It implies that the programmer that develops the website should have massive knowledge of software usability and flexibility. For instance, to show the user how to get to the page he or she wants, the links are designed in an intelligent navigation design. The links are labeled clearly so that the expectation of what is in there is set to the user.

Concerning what the user has already looked for, any link that has been access is highlighted in a different color.

In regards to the principle of ergonomic, facebook designers maximized it. A facebook homepage is designed in a way that the user does not have to scroll or move the cursor for long. For instance, the links that are visited more often are located on the right site of the screen since most people uses

the mouse with the right hand. The designers deviated from the traditional idea of placing navigation links at the top and on the left side. They also considered the eyesight by giving optimizing the font size to accommodate the users.

In regards to the principle of consistency, the architecture and design of a facebook page comply with the set standards. For instance, when the user wants to watch a video online, he or she is provided with the options of increasing the size of the video to full screen. The designers put into consideration the other sites which have online videos

Question two

Designing high-quality online business website is a very crucial task when it comes to code, content and delivery mechanism. A business needs to advertise and market its product via the internet. E-business website entails all the activities concerning marketing advertising and sell of the product. It, therefore, means that the developer should bring out an abstract of the traditional business model in the website.

In regards to the content of the website, there are key factors are put into consideration. These are Domain Names, Portal Presence or registration, Search Engine Optimization, Key word tuning, Publicity and WOM. There should be in the scope of the other companies that over these products. The major aspect is the ability to personalize the customer interaction and at the same time trying to moderate the privacy of any customer service and serving the customers from all the corners of the wall. Inform diary-Learning from other people that have used the strategy is one way to come up with

optimum search engine content (Govella 16). The specialist has to consult and check the methodologies that other people who have developed successful search engine optimization. The best way to achieve this is by learning from those companies that offer the same services as your company because you will realize that there are many things that resemble. Identify the technique that best serve the purpose. For example, if the rate of accessing their website is based on blocs, then your website should use this method since the likelihood of being visited to also is high.

Question three

The New York Times' website one of the websites that display the qualities of mature development where the three web navigation strategies, structural, associative and utility were vividly implemented. Structural navigation is well-displayed in on the top links where pages are connected to each other basing on the hierarchy of the website. The user can move from one page to another regardless of the location. The user can move to pages below and above with much ease. Structural navigation is also applied by enabling the user to navigate up and down various points hierarchically.

When navigating different pages, consistency is needed so that connection between different pages is maintained. While navigating the pages of the New York Times website, I realized that pages that have similar topics and content are connected. The connection or association disregards the location of these pages in the site the associative aspect enables the developer to create the connection beyond the structural boundaries

As far as utility is concerned, the pages and features which assist users to

achieve a particular object are linked. The relationship follows the main hierarchy and the functionality relationship between each other. Utility is achieved by hiding key words in the background to assist in search optimization in case the person searching type wrong keyword. It is because everything is on soft copy; the company will drastically reduce the expenses on the print media and at the same time makes it more flexible. It is because changes can be done at any time and hence makes it simple to update whenever necessary

Question four

Typography in web development is a crucial factor, especially when developing an e-commerce website. Typography in Portal Presence or registration enables the customers who make order online and at the same time remit the payment to follow the steps with much simplicities. The dynamic nature of a search engine is achieved by employing effective typography. The fact that there are frequent changes in the client's preference implies that the website should be designed to accommodate these changes accommodated. The developer should integrate a tracking system which monitors any change in product preference so that the programmers can adjust to meet the requirements of the customer.

A specialist needs to analyze the business process of the online so that he gets the basis of deciding on which keywords and phrases are to be used in website optimization. He has to have an in-depth knowledge of the service that the business provides to the clients. Pay -per-click and search engine optimization are the key advantages that are provided by Google analytics.

Typography enhances usability. For instance, the usability of the Google sites lures users into spending more time in the web pages and hence can translate to the more traffic. It makes it necessary for the company to ensure that the programmer that develops the website should have massive knowledge of software usability and flexibility (Wodtke and Govella 66). One trend that is coming popular is having people visit a website because of the physical description and the richness of the website.

Work cited

Wodtke Christina and Govella Austin. Information architecture. Pearson Education. 2009