

Website evaluation paper and prototype for redesign

[Technology](#), [Information Technology](#)



Recommendations Previously, I have evaluated the website of the Berry's Bug Blaster, described the purpose of the website, intended audience and identified weaknesses along with the strengths of the website. This paper presents recommendations for the website of the Berry's Bug Blaster based on the weaknesses identified earlier on the same website. The initial paragraph of the paper speaks the generic aspects of the improvements of the website; however, the later paragraph describes the specific recommendations according to the weaknesses of the Berry's website. In order to increase the customers and business there is a desperate need to re-design the website for survival of the Berry's company and competing with their competitors. In order to achieve the objectives, the company needs to improve the website in three diverse aspects include: the overall design, the user interface and the web marketing to increase the traffic. The improvements in the overall design of the website may include but not limited to the inclusion of a site map, the standardized coding or quality of code, search engine optimization and page layout. The user interface should be improved to get effective and efficient user interaction with the website. The user interface should be simple, easy-to-use and attractive by applying the web user interface standards and guidelines. The website's visitors are not always the customers, but the objective is to compel the visitors to stop and buy the services, it can be accomplished by the service quality, selection (and the way of presenting services or contents) and the attractive price or offer.

The already identified weaknesses of the website can be categorized into the three above mentioned categories. As the contents of the website do not

precisely depict the objective of the website. Therefore, it is highly recommended to add a clear objective statement of the Berry's company, the services that are provided in the bullets need to be elaborated so that these services can be described to the visitors/customer to gain their attention that may lead to a successful sale. Moreover, the contact information needs to be modified in a way that customers can interact with the company's officer through the website. The contents' language should represent the real world information so that the customer can easily understand. These recommendations related or categorized into the sale related issues or to stop the visitor to read out contents for a while. The website does not contain a site map and search option, it is recommended that the website should have a site map as well as search options so that the customer does find the related information from the website. The page layout should be attractive and well structured to get visitors' attention that can be converted into prospective sale. The application of CSS facilitates web content consistency; browser compatibility as well as facilitates the search engine optimization (SEO) to easily access the contents. The above mentioned recommendations can be categorized as the overall design improvements. However, the user interface design of the website can be improved by following the guidelines given as ten (10) Heuristics described by the Jakob Nielsen.

Reference

Nielsen, J. (2005). Heuristic Evaluation. Retrieved from: <http://www.useit.com/papers/heuristic/>