

# [Website improvement of www.easycar.com](https://assignbuster.com/website-improvement-of-wwweasycarcom/)

Every organization needs to develop a website in order to be competitive in their business. The trend of maintaining a website for promoting a business or even conducting a business online is not a very old one, the method got famous during the mid 90s. The need for maintaining a website and using it to conduct business has many additional advantages, though we will not go in that detail. The website I will be discussing in this paper is www. easycar. com. We will be looking at the possible improvements that can be made to the website. Easy car is a online car rental, where you can rent cars of different types. From vans to luxury cars the online car rental operates in 60 different countries. The website can be more colorful and trendy, a darker color would suit the website much more rather than orange for example a combination of black with maroon. The website is difficult to access through slower internet connections because it’s resource heavy. Another point that would make a negative impact on the viewer is the clustered written material present on the web pages, a simple solution is to divide the content on more web pages. Another more feasible, interactive and innovative way would be to study the type of customers that are generating the most traffic on the website and then make a home page that gives the user an option to select his or her type and then the selected option would lead the viewer to his desired web page. This would not only lighten the resource weight but would also make the website matter specific making the website much easier to use. The book now and pay later is a very innovative offer that is being given to the user hence it should be promoted in a better and more effective way, a separate web page can be assigned to this section. The category of prestige cars can be further divided into SUVs, sports and luxury cars, making the website more specific in terms of car selection. The prestige car section should have more details and attributes of the cars available mainly because of two reasons. Firstly the cars are expensive and it would be much better that a customer selects exactly what he or she wants, secondly the car specifics and attributes would invite more people to view the website. All this would eventually result in improving customer satisfaction. Another new feature that would make the website more interactive and innovative can be added by the name of car comparison. This would not only enable the user to compare cars to help him or her in analyzing the cars more effectively and selecting the option that is best suited but would enable the user to point out the unique features of different cars. The car comparison applet should also have integration abilities meaning vans can be compared to simple and luxury cars. The main idea behind all these innovations and improvements is to give the original website a new and more stylish look, which is necessary to attract new and potential customers.
Bibliography
Kathryn Summers, Michael Summers. (January 31, 2004). Creating Websites That Work. Houghton Mifflin Company.