Website effectiveness course work

Business, Marketing

Graphic design

This is the art of using rich media to pass message. Graphic design involves careful consideration of harmonious relationships amongst the kinds of media used. In the website design graphics have been used more largely. The aim of using the same is to strongly capture the viewer's attention. Images tend to be remembered easily as compared to text words. In addition, using images to pass a message results in the intended audience getting the real photographic recording, which is easier to store and retrieve, in his or her memory with regard to the message passed.

Media formats and plug-ins

Multimedia is one of the considerations that are taken in to account in the design of web sites. The websites will incorporate media such as images and rich texts such as static and dynamic texts. Some of the dynamic texts in use include flash texts and running texts created by use of the marquee marker in the HTML programming. Display of videos and audio media will have to be considered. However, a trade-off between the load time and the effectiveness of such media has to be determined and a clear-cut mark reached. Some of the third-party software that will be used in the implementation of the said media will include adobe flash player and video players.

Graphics images

The site ' Sugar Daddy's Bakery' graphic images will form most of the media for information passage. JPEG and GIF images will be employed in almost every page. This is aimed at maximizing the effect they will have on

customer curiosity while reducing a lot of literature which clients in most cases find it hard and time-consuming to read (Gary, Albert & Rivers, 2008). Cakes made by the bakery will be displayed in the site. Special offers, branch offers and ceremonial cakes will be displayed each in their own category.

Site Content

Site content will have to reflect the services and products offered by Sugar Daddy's Bakery. In order to capture the attention of potential customers, marketing strategy will be employed in the writing of the content (Nico, 2003). One example of such strategy is getting straight to the point while framing the content in an eye-catching manner without a compromising the correct and informative information offer. Limitation of content in each page to a manageable amount is also one consideration that will be taken into account. The right color for text, coupled with the correct font and text size will most surely give good results. In order to ensure that traffic is directed to the site easily, Search engine optimization will be considered (Gary, Albert & Rivers, 2008). SEO involves use of key words that user queries would most likely contain if they would be searching for a Bakery. Site content will come from my own experience with regard to marketing. Information on bakeries will be obtained from internet sources. Correct referencing will be applied where necessary to support and information that might be quoted from copyrighted material or where authority of the argument is sought.

Usability and accessibility

Users love websites that are easy to use, navigate and take minimal time to load. All these considerations will be taken into account in the development

of the website. To ensure easy use, consistency will be employed to ensure that each page is the same in structure and navigation with the rest (Nico, 2003). Links will be provided in each page to lead user back home should one gets lost while browsing the site. As another measure of ensuring ease of use a site map would be provided. Heavy media that take more time to load will be minimized and where not necessary, the same will not be used.

Conclusion

Most websites thrive because of having the right content, meeting the user needs and directing the same users to the same site easily. This will be aimed to be achieved by application of proven procedures and methods that will work best for the success of the project.

Reference

Gary, S., Albert, N., & Rivers, O. (2008). Web design: introductory concepts and techniques. New York: Cengage.

Nico, M. (2003). What is web design? New Jersey: Wiley.