

# Health Director

## Website Design



**E-Commerce Website** (*Herbal Tea House Website*)

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## **Introduction of website**

The purpose of the website is for customers to understand the natures of different products; it has the online ordering function where customers with member account can place orders for tonic food products via internet. Company members who want to use the online ordering service would have to deposit money in their cards regularly. Particularly, testimonials section would be created to establish a higher guarantee of products to customers. Besides, there would be contents embedded in other websites such as Yahoo and Google, in order to capture and entice visitors to enter the site.

### **The website contains eight sections:**

- 1) *Company profile* – A few paragraphs explaining the history and the specialization of the company.
- 2) *Product lists*. – All products are shown by pictures with details of specific functions alongside.
- 3) *Store locations* - This demonstrates the store locations by a self-designed map, with indication of information of near bus stations and possible bus numbers which would travel for.
- 4) *Development plan* - This is modified annually stating the company plan for the upcoming one year.
- 5) *Testimonials* - All certificates, licenses and diplomatic recognitions etc., would be indicated for further guarantee and assurance of company products and reputations.
- 6) *Contacts* -This includes landline & mobile numbers, email & company address and fax number.
- 7) *Online Ordering* - A series of tonic foods are available for ordering. There are prices and food size available below the pictures in which customers can customize their tonic food orders.
- 8) *Homepage* - New topics of news about herbal medicine in relation to health would be posted in here; new products and products in hot sale would also be placed on this page to make it a catchy website for visitors.

Website Update frequency	
Homepage	Monthly (mainly according to client's preference)
Online ordering	Daily
Embedded links (News)	Weekly
Others	Update when requested
Overall update	Annually

## Website Objectives

### Target audience:

Age	10 ~ 80
Technical ability	Fundamental ability of surfing on the internet
Gender	All
Internet usage	Basic usage of internet; purchasing products via internet
Small audience	People who only read the website
Large audience	People who buy products via the site

### Expectations of achievements

Brand awareness	Initializing a new channel where more people can acknowledge the existence of our brand through the internet
Increased sales	1) increasing the awareness of our brand; 2) selling convenience to customers in terms of online ordering
Long-term relationship	Maintaining long-term relationship with account users by providing regular benefit (e.g. buy 10 get 1 free)
Competitive advantage	Increasing competitive advantage with exclusive service that online ordering is matched up with real-life delivery

## Website design – attributes evaluation

Similar website 1: <http://www.wlj.com.cn/2005/index.asp>

Positive	Negative
Bad use of double cool color on buttons (unclear color of English text on buttons)	First impression – Complex design, Confusing order of items
Clear pictures and detailed explanation of products	Text are too little
	Poor use of flash on banner design

Similar website 2: <http://www.chunwotong.cn/>

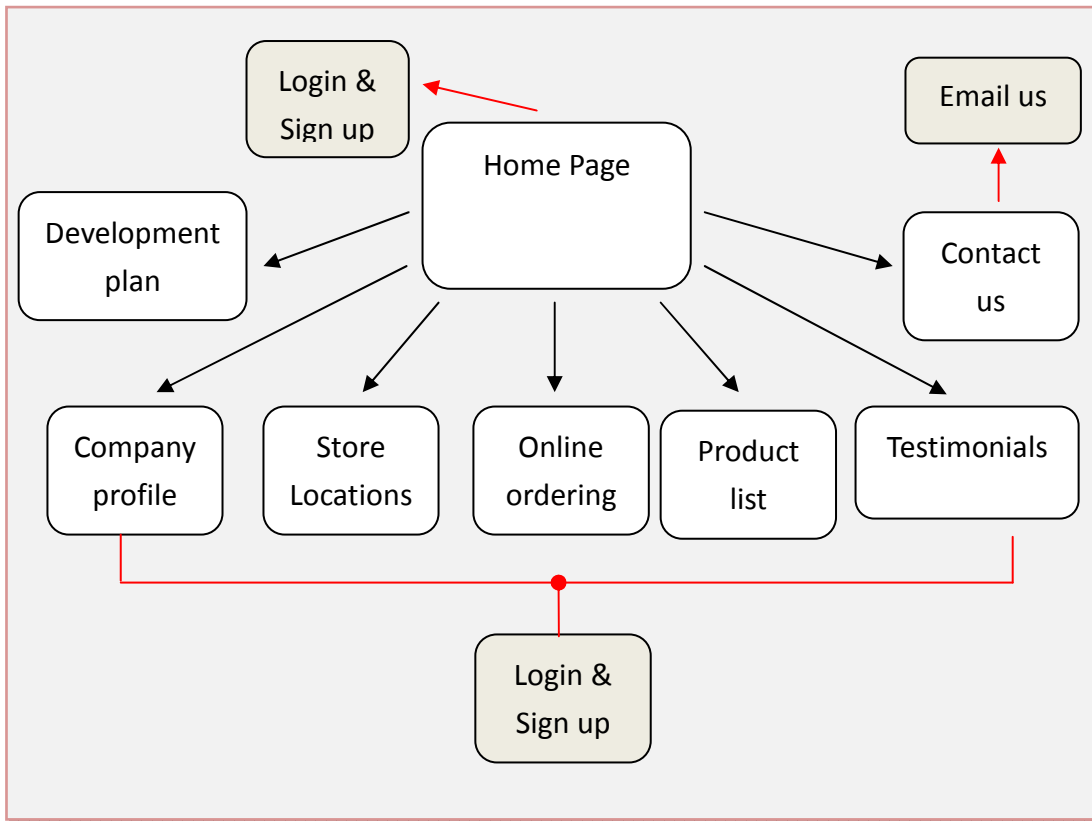
Positive	Negative
Good use of cooperate colors (e.g. White background & Black text)	Poor designs of flash and banner
Good placement of clear pictures	Unworkable video on homepage, which may waste a place on homepage
	The match of navigation and banner does not work well together

Similar website 3: <http://www.pizzahut.com/>

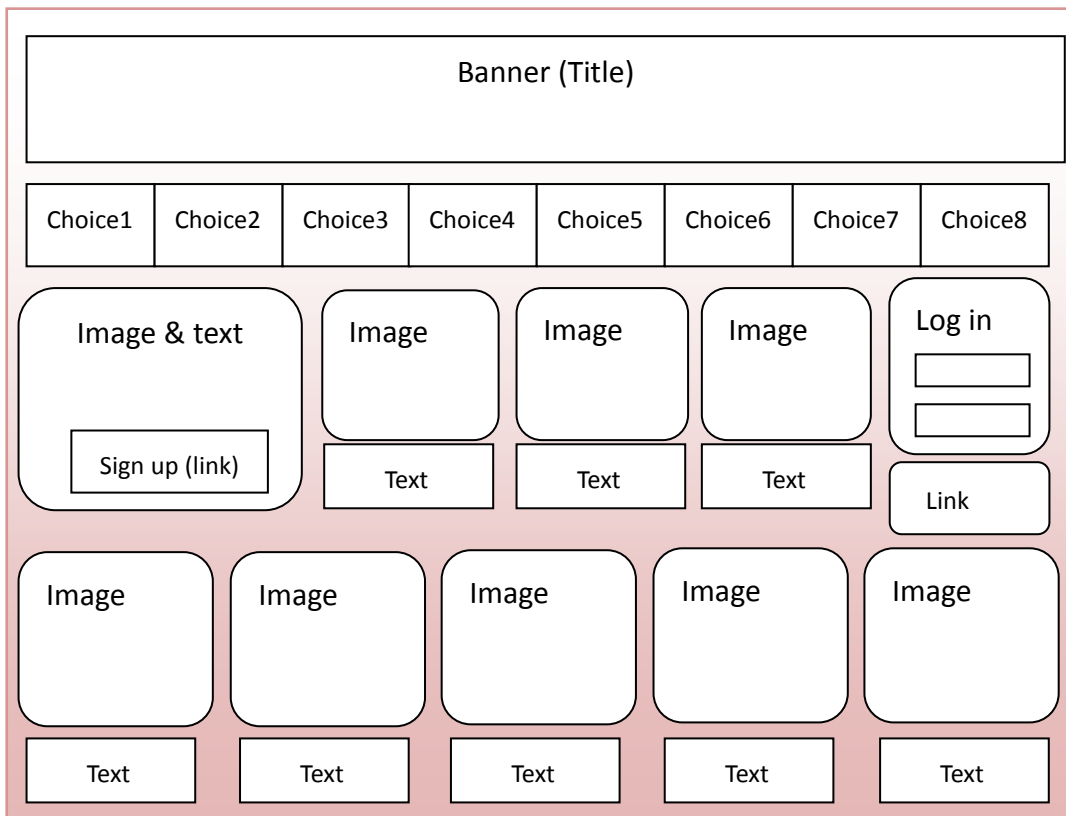
Positive	Negative
Good use of cooperate colors (e.g. White background & Black, Red text)	Poor font type for navigation
Good placement of clear pictures	
Good use of flash to make homepage so attractive with desirable products display	
An arrow for the navigation button when rolling over	
Product pictures everywhere to stimulate the appetite and impulse of audience	
Links for enlargement of product picture	
Detailed description of products	
Detailed explanation for FAQ	
Funny use of sound in “Wing Street” section	

# Flow Charts & Design Basics

Basic flowchart:

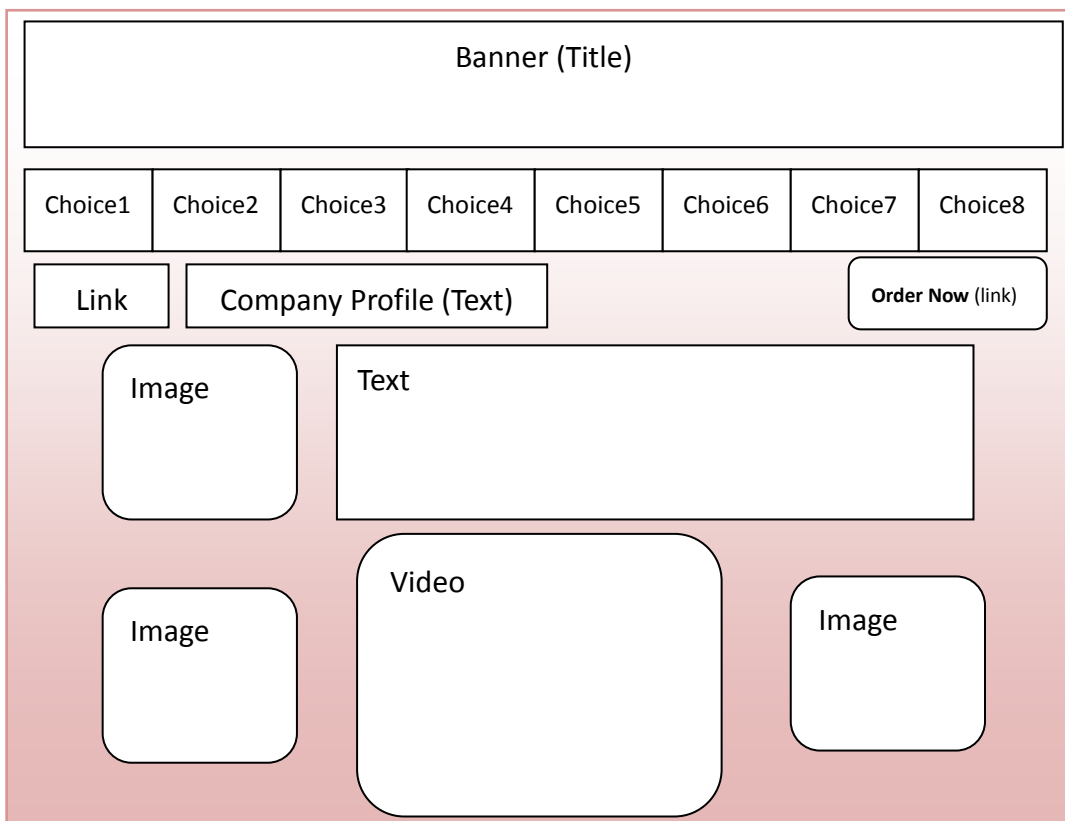


Home Page:



Screen 1	Description
Photos	<b>9</b> (3 = new products, 5 = hot sales)
Animation	<b>1</b> (Banner)
Buttons	<b>11</b> (8 = navigation, 1 = login, 1 = Signup, 1 = Order Now)
Logo	<b>1</b>
Audio	----
other	<b>9</b> (text boxes)

**Company Profile:**



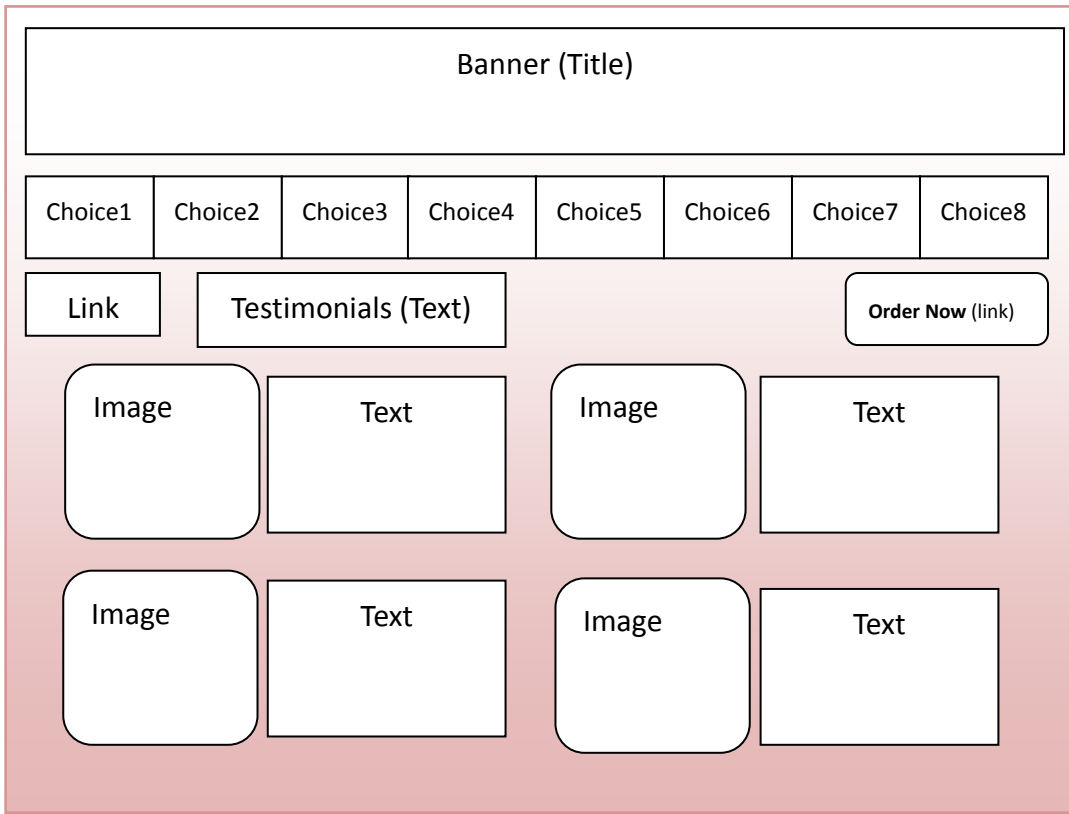
Screen 2	Description
Photos	<b>2 ~ 3</b> (Company snapshots)
Animation	<b>1</b> (Banner)
Buttons	<b>10</b> (8 = navigation, 1 = Homepage, 1 = Order Now)
Logo	----
Audio	----
other	<b>2 ~ 3</b> (text boxes), <b>1</b> (video)

## Development Plan:

Banner (Title)							
Choice1	Choice2	Choice3	Choice4	Choice5	Choice6	Choice7	Choice8
Link	Development Plan (Text)						
Text							

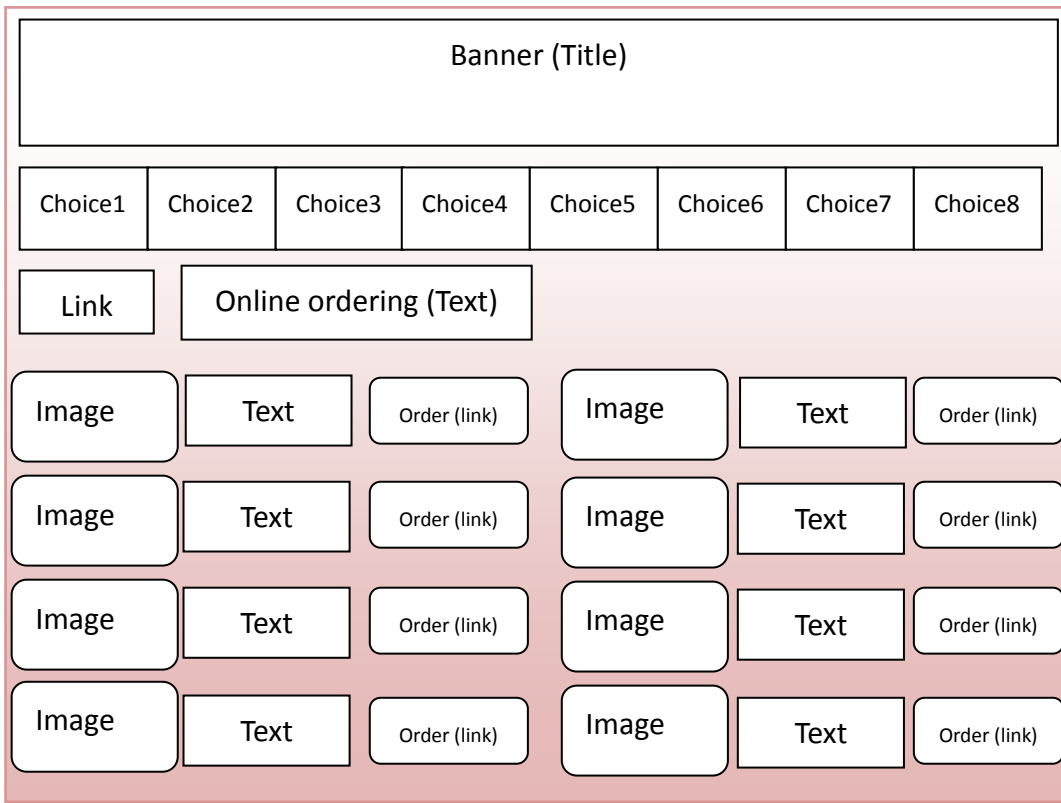
Screen 3	Description
Photos	----
Animation	<b>1</b> (Banner)
Buttons	<b>9</b> (8 = navigation, 1 = Homepage)
Logo	----
Audio	----
other	<b>1 ~ 2</b> (text boxes)

**Testimonials:**



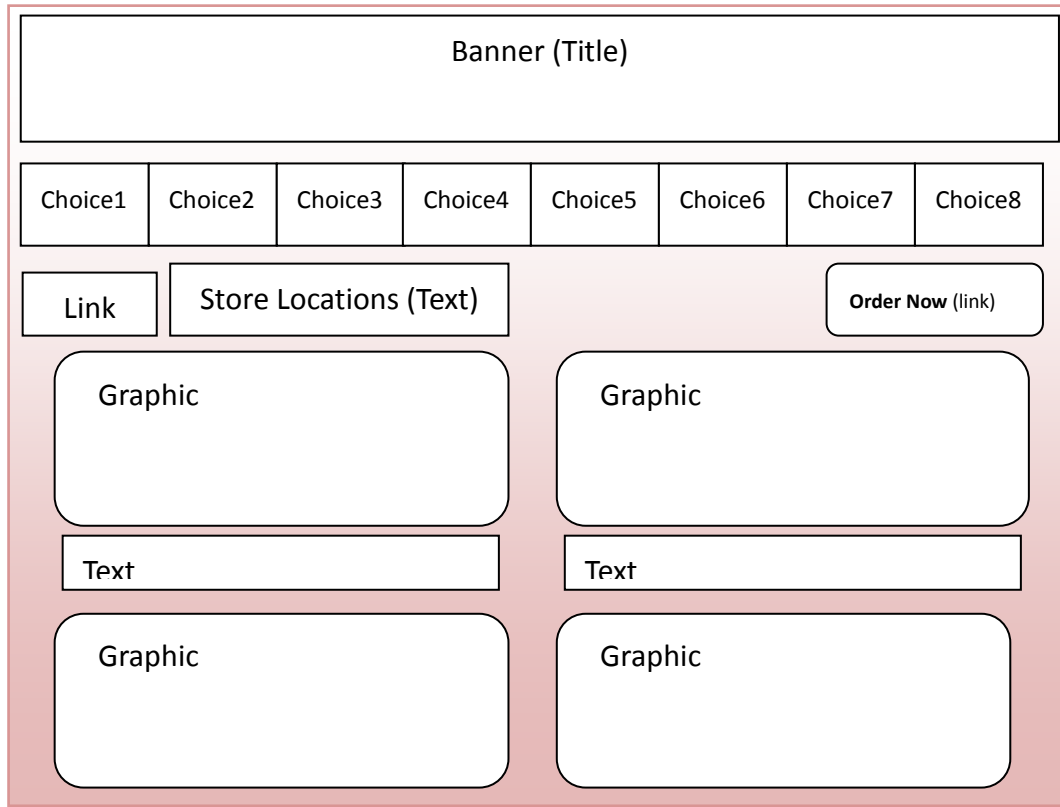
Screen 4	Description
Photos	<b>4 ~ 5</b> (Testimonial items snapshots)
Animation	<b>1</b> (Banner)
Buttons	<b>10</b> (8 = navigation, 1 = Homepage, 1 = Order Now)
Logo	----
Audio	----
other	<b>4 ~ 5</b> (text boxes)

**Online Ordering:**



Screen 5	Description
Photos	<b>15 ~ 20</b> (Product pictures)
Animation	<b>1</b> (Banner)
Buttons	<b>23 ~ 28</b> (8 = navigation, 1 = Homepage, the rest = Order)
Logo	----
Audio	----
other	<b>15 ~ 20</b> (text boxes)

**Store Locations:**



Screen 6	Description
Photos	<b>4</b> (2 Maps, 2 store snapshots)
Animation	<b>1</b> (Banner)
Buttons	<b>10</b> (8 = navigation, 1 = Homepage, 1 = Order Now)
Logo	----
Audio	----
other	<b>2</b> (text boxes)

**Contact Us:**

Screen 7	Description
Photos	----
Animation	<b>1</b> (Banner)
Buttons	<b>11</b> (8 = navigation, 1 = send, 1 = Homepage, 1 = Email us)
Logo	----
Audio	----
other	<b>1</b> (text boxes)

**Product List:**

Banner (Title)							
Choice1	Choice2	Choice3	Choice4	Choice5	Choice6	Choice7	Choice8
Link	Product List (Text)					Order Now (link)	
Image	Text						
Image	Text						
Image	Text						
Image	Text						

Screen 8	Description
Photos	<b>15 ~ 20</b> (product pictures)
Animation	<b>1</b> (Banner)
Buttons	<b>10</b> (8 = navigation, 1 = Homepage, 1 = Order Now)
Logo	----
Audio	----
other	<b>15 ~ 20</b> (text boxes)

**Sign up & Log in:**

Screen 9	Description
Photos	----
Animation	<b>1</b> (Banner)
Buttons	<b>3</b> (1 = Login, 1 = Homepage, 1 = Sign up)
Logo	----
Audio	----
other	<b>2</b> (text boxes)

## Design Style

### Banner:



The banner in green contains a title, and slogan “*choose for your healthy life*”. An animation would be designed for the banner to make it catchier.

### Layout template:



This is a template of the likely layout of the website. The corporate colors of pink in gradient (background), and text in black is to ensure the view of website for visitors with the match of warm and cool color, and a navigation bar containing 7 sections.

### Button Effect:

When Shown









When Rollover



When Selected



## Corporate Colors:

Background	 (Gradient)
Banner	
Text	
Button	 Rollover  When Click  (All in Gradient)
Other buttons will be represented by images/icons.	

\*Navigation buttons will be represented by graphics with the Rollover function.

## Possible attractive content

- 1) In the first page, central placement of attractive product image/flash in pure view with high quality of pixel could entice the desire of visitors.
- 2) Few catchy words of details such as an indication of cheap price, the specialty of the product, and the emphasis on words such as “ORDER NOW” etc., could be attractive and could also increase the chance of capturing the attention of visitors.
- 3) Using symbols as buttons may enable a website to further stir up the interests of visitors.
- 4) In the location section, using manipulative maps to direct visitors for the location of the company could be considered an attractive content.
- 5) A banner with the combination of logo, title and particularly slogan could be attractive in some sense in which deliver a message that the company has its significance and purpose.

## Sources:

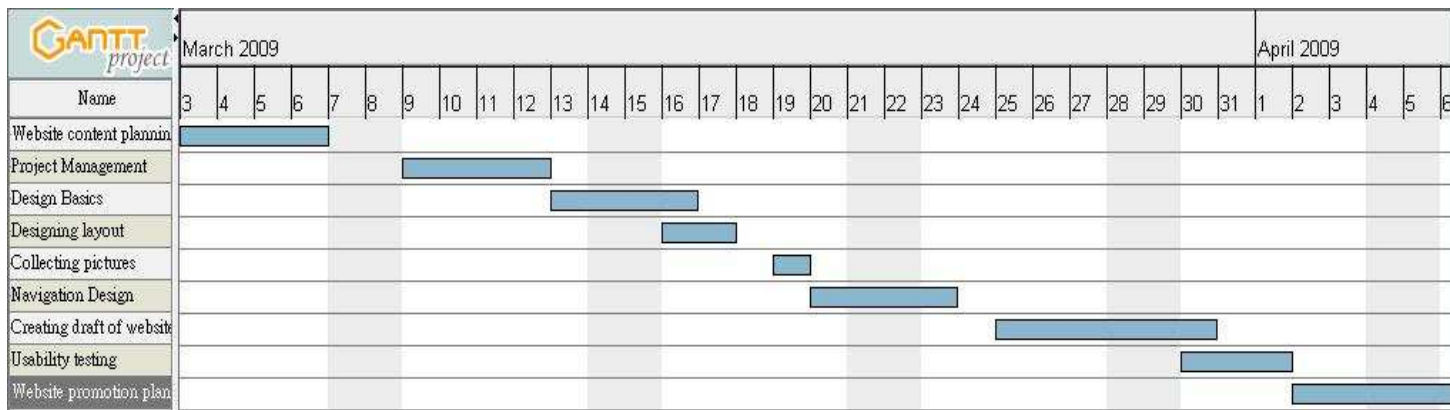
<http://www.pizzahut.com/>

<http://www.pumafootball.com/>

<http://www.nokia.co.uk/>

[http://www.teahousebeverage.com/index.php?option=com\\_content&task=view&id=15&Itemid=27](http://www.teahousebeverage.com/index.php?option=com_content&task=view&id=15&Itemid=27)

# Project Development Stages



**Website content planning** – All members held discussion about the contents that should be included in the website; planning for all contents for each section on the website. We also made lots of assumptions on what will be the most valuable to visitors. For example: if there should be specification information, if there should be descriptions along with the product images, and if there should be an ordering function on the website, so customers can make purchases through the internet etc.,.

**Project Management** – During this period, we designed and answered a set of questions for the purpose of managing the project well. For example: asking ourselves the questions like what are the goals of this project? What is the project budget? Will content on the site change on a regular basis? How often: Daily? Weekly or monthly? Who will be responsible for writing new content and editing existing content? Who is the intended audience? What do we want audience to take away from the site? This had enabled us to be clearer of the whole nature of the website.

**Design Basics** – At this stage, we designed all the basic elements for the website. These included the corporate colors, the media elements within each screen design, and the likely dimension of the screen size.

**Designing Layout & Collecting pictures** – At this point, we designed the layouts of all screens in terms of the placement of elements such as banner, text, and pictures. Afterwards, we discussed the necessary pictures to put into the website and assigned the PR to collect the pictures and have them refined through the use of Photoshop.

**Navigation Design** – On the basis of content planning, we designed all sections for the navigation bar. Each section is represented by a button equipped with the function of rollover.

**Creating Draft of the Website** – We created a draft design with all possible contents and layouts for each screen for the website as shown above. This would enable us to be more efficient when initializing the website.

**Usability Testing** – We created a Pre-usability testing questionnaire to ask for comments on the designs from classmates. This was done to improve the overall structure and appearance of the website. (Later, after the formal version of the website is done, the formal usability testing questionnaires will be used to ask for comments from people)

**Website promotion planning** – This was a planning for methods to promote the website. We have finally concluded three main methods for the advertisement of the website.

## **Traffic Strategies**

- 1) ***Print publication*** – short leaflets about the publication company website will be printed and distributed to as many people as possible through interpersonal network. It is ensured that the content presented in the website does not repeat information delivered through leaflets. Meanwhile, the website will also be promoted on IIUM student magazine and UMAC student magazine.
- 2) ***Opt-in email list & Online viral (content)*** – a promotional email will be designed and sent to our existing email lists, company staffs can also provide assistance if they have a private network of contacts. While content would also be distributed to other websites such as the “Facebook” and “Xanga” blogs shared between users.
- 3) ***RSS feeds*** – Content such as daily news, up-to-date stock information that embedded in other websites such as Yahoo and Google will be created and updated daily. Presumably, this would increase traffic to the website in terms of provision of convenience and habit that visitors may get used to receiving and reading those types of content through our website and thereby checking it on a regular basis.
- 4) ***Word of mouth*** – we designers and staffs of the company will inform friends and relatives the existence and nature of the website. Expectantly, through gossiping friends by friends and the persuasion for them spreading out the publication of the website, there would be increasing number of people aware of the website and thus increase traffic to the website.

**Budget: (money unit = MOP)**

The budget of the website is divided into five different factors:

- 1) Total number of hours spent on the entire process of the website design including the website content planning, project management, design basics, pictures collection, layout design, navigation design, draft website creation, usability testing, and website promotion plan. **Each hour = \$60.**
- 2) The site size - total pages that the website contains. **Each screen = \$100**
- 3) A design of a special functionality that the site provides (Online ordering) **one = \$500**
- 4) Website content management: technical support for the lifetime of website. We designers will update information of the site when necessary. For example: updating the images of hot sale products and new products on the homepage, refining “RRS feeds” embedded news and information, organizing online orders daily etc., **Each year = \$2500**
- 5) Print publication – the design for a promotional leaflet of the website would cost **\$400.**  
**Each print leaflet = \$0.5.**

Factors	Number	Payment
Hours spent	36 ~ 40	\$2160 ~ \$2400
Screen (pages)	8	\$800
Special functionality	1	\$500
Content management	1 (first year)	\$2500
Leaflet design	1	\$400
Leaflet prints	1000	\$500

**Note:** content management year could be resumed after year while the adjustment of the number of leaflet prints could also be determined by client. *Most importantly*, the promotion of website on student magazines, online viral (content), and word of mouth will be annexed along with the website, which means it would be done voluntarily.

# **Website Usability Testing Template**

## **Structure**

1. Is there enough section for the whole intention of the company website?
2. Does it have a help section available for the clarification of doubts in the website?
3. Are the aims and objectives of the elements clearly stated?
4. Do the contents correspond to the specific sections?
5. Is the usage and content designed in ways that reflects the target audience computer literacy?

## **Navigation**

1. Are there any objects with no function but looks like they have?
2. Does the rollover function work properly for all buttons on the navigation bar?
3. Is there any unclear expression of the section purposes?
4. Are all areas of the interactive easily traversed within a few moves?
5. Does the navigation have a response when selected?

## **Screen**

1. Is there any enlargement option for larger view of pictures?
2. Are any of the features on the screen distracting away from the content?
3. Does the screen show good order of priority for all information?
4. Is the font type easily recognizable?
5. Is all text legible and in short sections for easy reading?
6. Is the content the most dominant feature of the screen area?

## **Media**

1. Are the media well used to increase the impression of website for visitors?
2. Do the designs well fit the appearance on screen as opposed to other mediums such as print and video?

3. Does the distribution of media in the website allow for the information to flow or does it stop and start and retard the visitors to absorb the contents?

### **Performance**

1. Is the site quickly accessible and easily use?
2. Is there an instant response to the user's interactive selections?
3. Is there a visual that indicates to the user that computer is processing information and there will be a delay?
4. Are the delays too long?

### **Question to be answered by a user regarding to one screen (Choose one screen)**

Did the information correspond to the expression of section button on navigation bar?

What was the first thing that caught your eyes when entering this screen?

What attracted your eye the most on screen?

Do you think anything looks like it should have functionality that doesn't?

Can you find your way back to the home page from here?

Was there any problem when reading the page content? For example: some pictures do not load.

Did any of the information on the screen make you feel tedious?

**<Thank you>**