

Assignment #2

In this lecture, we'll reexamine what you wrote in assignment number, in light of what you've learned so far in this section. You'll also apply your knowledge to suggest improvements to a homepage.

Hopefully you now have a clearer understanding of what makes a good homepage. You can put that knowledge to good use in our next assignment. But first, let's revisit what you wrote in Assignment #1.

Review of Assignment #1

Check the website you wrote about one more time, only now, check the six essential elements.

- Logo
- Shopping Cart
- Log in & Registration
- Search Box
- Sales & Special Deals
- Products Images

When you're finished, answer the following questions:

How good was your first assessment?

Would you change it? How?

Assignment #2

Now take a look at this homepage. [Taken from <http://www.simplysoap.com.au/>]



Imagine that the owners of this website asked your opinion on how to improve their homepage. What suggestions would you give? Write down your suggestions, then **scroll down** to read ours.

Currently, in the state of the site right now, it is not at all clear that the site actually sells something.

This will obviously make it harder for people to buy things, and that is bad business...

As we've learnt, there are several simple suggestions that'll easily improve the homepage:

1. Show a shopping cart either on the top right corner or in the navigation bar.
2. Add a clear and easy to locate search box.
3. Change the visibility of the product images so that it'll be clear that they are for sale – clearer price, add "add to cart" buttons, provide quick view, Indicate which items are on sale etc.
4. Enlarge the header to indicate you buy things here and what the site suggests and why buy here. Sales, product quality, excellent service etc. There is also too much small running text that probably people will not read.