

Fourth lecture

Different aspects of website design(2)

■ Content aspect of the online store site

- The contents that can be displayed on the pages of the online store site
- The characteristics that must be present in the content of the online store site
- Rules for using colors in the content of the online store site

- Content aspect of the online store site:

This aspect relates to the material that the business organization intends to publish on its website.

- We can address the content aspect of the online store site through the following points:

1- The contents that can be displayed on the pages of the online store site:

- Displaying raw data that the user needs, but without the site interfering with this data, such as displaying data about available products for sale, their specifications, prices, methods of selling, shipping and delivery.
- Providing a window that includes various advices about goods and services displayed and sold on the Internet, as well as these advices regarding the products of the business organization that owns the site, where appropriate advice is provided in light of the needs, desires and capabilities of the recipient.
- Providing advisory services in the areas in which the organization has extensive knowledge, these services are provided based on the information provided by the consultant.

2- The characteristics that must be present in the content of the online store site:

- **The content of the site should be able to attract the user:** this is in order to keep the user on the site for as long as possible, and a positive mental image of the site must be formed for the recipient, so that its content can entice the user and push him to return again for another visit.
- **Determining the contents of the site of the online store:** by conducting an analytical study of the target users, and based on the results of this study, the process of developing appropriate content that meets the needs, desires and tastes of users is carried out.
- **The content of the site should be purposeful:** this is achieved by directing the intended idea directly without prolonging the explanation and details, as the user tends to take what he wants from the site as soon as possible.
- **The content of the site should be accurate and reliable:** the lack of accuracy of the site's data and information leads to distrust of it and then not to visit it again.
- **The content of the site should be clear:** so that it easily expresses the nature of the organization's activity and shows aspects of excellence in its website.
- **Use the language that suits the users:** in the case of targeting users from different countries, a number of languages that suit the users should be used, and when using any language, simple and easy words and terms should be used so that the user can understand them well.

- **The content of the site should be brief:** it is preferred to be short and brief in texts and phrases that provide data and information in a quick manner, as shortening the content leads to speed in opening the pages, and this is a positive incentive for users.

- **The texts should be easy to read within the content of the site:** the ease of reading the words and phrases in the content of the site facilitates the process of browsing and reading the texts, and this is through choosing the appropriate and clear font type, and choosing appropriate sizes for the texts and their titles.

3- Rules for using colors in the content of the online store site:

- **It is preferable for the text color to be a dark color and the background color to be a faded color,** and very faded colors can be treated by combining several colors with each other.

- **Using a limited number of colors on the page,** because more colors on one page give a bad impression to the user, and may prevent him from continuing the browsing process.

- **Coordination between the colors used,** and here the color coordination process must be carried out in light of the rule of the color circle.

- **It is not necessary to include the images in the website pages in their full color,** as it is possible to reduce the degree of some colors and this helps in loading the pages more quickly.

- **Not to be limited to black in presenting the text on the site**, as there are other colors that may suit the text more, so when using faded backgrounds, green and dark blue colors can be used, etc., that is, the text color should be used in proportion to the other colors used on the page.
- **Using a white or black background if the site uses animation**, especially 3D animation, because these colors serve color models very efficiently.

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