

USABILITY OF WEBSITES

By Pranali Patil

Abstract

The goal of every website is to provide valuable information to its users without any difficulty. There is a concern from the perspective of the user whether the website is usable and it meets the expectations of the user or not. This article is a study of what is website?, How a website is beneficial to your organization?, How a website is beneficial to the students?, categories of a website and features of a good website. Every website has its associated strength and weaknesses. If a student is navigating a website then he/she should get the right information at right place in right manner. It saves his/her time. A website designer must understand the need of user. And to fulfill that need he/she makes the effective, simple, clear and user friendly website.

Keywords Website, Internet, Usability, Screen Readers, Information

Introduction

What is a website? A website is a single domain name which is a set of related web pages. It provides instant visual presentation. People access websites using software called a web browser. Popular examples include Firefox, Internet Explorer, Safari, Chrome, and Opera. You can use website for different purposes. Any person can use it for screen readers. Screen readers are programs that read out the contents of a computer screen to a user. They are commonly used by people with visual impairments. One can use it for business or education or getting help by people for some important social issues or it can be used to just provide information about something which is really needed by people in a particular field. Creating a website is also an art. Website should be attractive, easily understandable by the client; with more functionality in less space. Using website is fun because you cannot just view the information but you can also contact to that organization by using the links About us or Contact us, you can do online shopping. When you visit a website, the web server hosting that site could be anywhere in the world. In order for you to find the location of the web server, your browser will first connect to a Domain Name System (DNS) server. Web services have provided a kind of platform which is helping them to connect with large audience, global market and improving the quality as well as efficiency.

How a website is beneficial to your organization?

In this modern era, people and companies are on the internet for information. The very first question arises is why do you think people will visit a website? It gives primary information. There are some factors of how a website is beneficial to your organization-

- **It increases customers**

The internet is global. So you can have global popularity. A website helps you to make more customers.

- **Sales**

By having an online presence you allow for the sale of your products or services to whoever whenever with no or hardly any limitations; unless you run out of stock or overworked. When you give online presence to your business it has some brand and smile on your accountants face.

- **Convenient**

Which is more convenient?- driving and looking outside different stores that are available to shop in, or sitting comfortably at your own home and shopping for the products you're looking for? Obviously the second option is better than the first one. It saves your time and efforts as well. Smart business person realize this and thus have their own website for their products and services so that potential customers can browse online for the products they want to purchase.

- **Cost Effective**

You can advertise by printed media, radio, television, etc. But those are expensive. By having your own website you need not to have extra staff, no worries about your light bill and of course in your budget you can make a website as the cost for it is less.

- **Marketing**

There are lots of marketing strategies you can use to advertise and market your business.

- **Opportunity**

It gives you many opportunities for growing up. People will know you by your creativity and exactly what you are doing in your business.

How a website is beneficial to the students?

Now days, students are beyond class assignments and theoretical lectures. They are four steps ahead. They are easily getting information and the speed of it is very fast. Let us see what benefits they can get from using websites-

- **Information at one place**

When I am talking about educational sectors, it means at very high level you can help students to get their required information at one place.

- **Facilities**

Government, Universities, Colleges or any other private organization provides many facilities to the students. All these facilities are not known to all students. They can visit and collect all this information from their respective websites.

- **Less expense**

On websites they get free information. Students don't need to have books or anything else compulsorily.

- **Time saving**

Students have limited time for studies apart from their regular schools and colleges. So it is time saving for them if they are getting required information in less time.

- **Sharing of knowledge**

By using and by providing websites on different topics we are sharing our knowledge with each other. And thus we are gaining more knowledge day by day.

Categories of a website

One of the most important parts of your advertisement is your website. Your website is the place where you can display your products to customers. There are varieties of areas where websites can be used. But to increase the use of websites it should be with good features. It gives the first impression to the visitor. If it is a good website it increases visitors and it became beneficial to both visitor and the owner of that website. It can be one of the following categories-

➤ **Bad website**

A bad site does not give you anything. It has less numbers of visitors. It is not attractive or no effective.

➤ **Good website**

A good website will give you more visitors. The appearance of such websites is good and attractive.

➤ **Best website**

A best website is attractive as well as it give services to more visitors. And the most important thing is it is effective. Effective means it gives you more business or clients.

Features of a good website

There is a concern as to whether or not these websites are usable and meet the expectations of their intended users. To fulfill the need of a customer your website should have some features like-

• **Appearance**

The overall look of the website is the first thing that users notice when they visit the website. This includes the layout, colours, images and fonts you use to build the website. Make sure that all these factors are considered when building the website as they contribute towards creating an overall impression of the organization.

• **Quality content**

A website is expected to include a quality content. Remember to add basic information like contact details, welcoming messages, values, vision and mission of the organization and images to the homepage followed by learning resources, news, events calendar and other important information.

• **Navigation**

The website should be user friendly. The design of the website and good content are very important, however, if visitors cannot easily find the information they are looking for, they will become frustrated and it will negatively affect the overall user experience.

• **The right message**

Make sure your website sends the right message to its visitors and it actually represents the values and promotes the strengths of your organization. Your website is very important when it comes to creating the best image of you and your organization.

Having a website is very important, but making it a good website is what creates a good image of your organization and it leads to the positive user experience.

Conclusion

Having our own website is a great feeling. By providing information and services to the visitors and clients you will get business, credibility, opportunities for better future, wealth, global popularity with many advantages. Use of any website is one of the salient features of any website, and the user friendliness of the website. A website should have clarity, simplicity and consistency. If your website is lacking of these characteristics customer will disappoint and frustrate, and find out his need somewhere else. By analyzing the views or feedback of visitors to your website, it assists the web designer to know the usability aspects that need to be improved and in building more usable websites.

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