Hello Everyone! Sorry this email is coming later than the rest, I bet you thought you were finally done getting them! Here is my assignment 4.4, better late than never!

The 3 most important things about a webpage:

1. Audience & Purpose

I think that you should keep your audience in mind at all times while designing your webpage. How I see it, this is the focal point of the entire vision that your webpage resolves around. You need to ‘sell’ your webpage to the audience that you are trying to interest, which means that everything from the webpage design, color schemes, wording, and products available need to be consistent with the intended target as well. Along with audience, designers must also keep in mind what the intended purpose of the webpage is. Is it to advertise a product? Is it for entertainment? Is it informative? For example, if you are a business and you are trying to sell a product (like [apple.com](http://www.apple.com/ca/)) you will target your audience right away by trying to advertise your products on the very first opening screen – because after all, the purpose of your website is to sell a product and your audience is comprised of consumers. You will use language that appeals to those consumers, use photos of your product to tempt the buyer, and even use flashy ads and contests to keep that buyer on your page for as long as possible – in hopes that they will buy your product (therefore fulfilling your purpose). An example of a totally different audience and purpose would be an online professional portfolio that students like us would be creating in hopes of advertising ourselves in the job market. In this example, our audience would be an educational board that we are trying to impress. The audience therefore influences the content and language of the webpage because we will be using very educated terms, correct spelling and grammar, and using very professional and polished pictures of ourselves in order to convince the audience of our product – ourselves. Other content on our webpage would be based around things that we know our audience would want to see such as a resume, student exemplars, PD sessions we went to, etc. In these ways, the audience and purpose are the foundational focus for all other parts of our websites.

1. Visual Appeal –

Going along with the audience and purpose above, I would like to argue that visual appeal is the next most important thing about the webpage. People need to be instantly intrigued by your website considering you only have about a 10 second time frame to win them over before they decide to try a different site. The visual appeal of a website is usually aimed at the audience as well. In some ways, webpages even use the visual appeal to play upon stereotypes that would be expected of that webpage. What colours would you expect the [Coca Cola webpage](http://www.icoke.ca/home?locale=en_CA) to be? Red and white – which it is. How about an emo-rock band’s fan site? Probably black just like the [My Chemical Romance](http://www.mychemicalromance.com/media/photos) site. Would you expect the main color on [Barbie.com](http://www.barbie.com/) to be anything BUT pink? Websites use their own reputation to build upon what is expected of their website. Personally, when I click on a website and it brings me to a long article without any color, pictures, or attention grabbers – find myself losing interest before I even begin reading it (think of scholarly articles for an example). By playing on what you KNOW your audience wants to get out of your website, you are satisfying the customer and they are more likely to stay on your webpage. I’d like to use the visual appeal of kids sites as an example. Usually, a site that is aimed at young children will use lots of bright colors, games, animated characters, simple text, and moving animations to immediately hook the kid in from the second that they open the browser. You could guess that sites like [funbrain](http://www.funbrain.com/), [ABCya](http://www.abcya.com/), and [prongo](http://www.prongo.com/) are websites aimed at kids just by looking at the visuals on the screen. It is reassuring to new visitors that their first impression matches with what they had hoped the site would be when they clicked on the link. After all, their first impression will determine whether or not they revisit!

1. Content Organization -

Obviously the content of your website is very important. The information needs to be true, up-to-date, and concise to keep your audience’s attention. However, I think that the organization of that information is one of the most crucial parts to making sure that your consumer is happy. Your webpage menu is like the table of contents in a book – it is how people narrow down their search to focus in on the information that they are really trying to get from your website. If they can’t find that information effectively then it may cause the viewer to try a more efficient website instead (let’s keep in mind that people usually only give a website about a 10 second trial!) For this reason, I think that having everything categorized into easy-to-understand tabs is the key to making sure that people can get the most out of your website’s organization. (I think this is partially why apple is so successful, is because their technology is easy enough that even toddlers and grandparents can navigate to the correct destination). Personally, I would rather look through one long list of condensed key terms for a suitable category than to click on one broad category and have to sift through long paragraphs to get to the part that is relevant to my search. This is why I enjoy the website [Cool Tools for Schools](http://cooltoolsforschools.wikispaces.com/) is because their website is very logically divided and organized into suitable tabs on the left hand side. When you click one tab, it takes you into an equally organized subpage, and any resources that are overlapping with other subjects are listed under both pages anyways just so that they user doesn’t have to do any guesswork to the ‘grey areas’.

PART 2

My favorite web-authoring site is <http://www.weebly.com/> because I find their webpage very beginner-friendly. Their use of a simple symbolized menu and easy ‘drop-in’ designing features make web designing feel effortless.

A good site to help with tools for a website (as mentioned earlier) is [Cool Tools for Schools](http://cooltoolsforschools.wikispaces.com/Home), and the tabs on the left are good for finding sites that might help you find graphics, create graphics, create online drawings, online avatars, etc. for jazzing up your website as well!

PART 3

My favorite website in the whole world that I always get hooked on for HOURS is [pinterest.com](https://www.pinterest.com/) , I even have 2 separate accounts, and here is why I think that it is the best:

1. Visual – The whole website is based on images which allows the reader to quickly browse for what they need and get a VISUAL match of what they had in mind. As both a visual learner and someone with an artistic nature, I have always loved the way you can browse through a similar search for something but keep searching until one visual jumps out at you the most – it is like online shopping at it’s finest!
2. The organization. The website is (currently) divided into 37 different categorical “tags” to help narrow down a particular topic that you might be interested in browsing. Eg. Fashion, animals, crafts, etc. In this way, you can look through a general category just to generate ideas, but you can also search for very specific key words if you are looking for something in particular as well. I think that the layout of the website is very efficient, because to ‘bookmark’ anything, you don’t have to lose your spot on your search. Whatever a user decides to bookmark is then organized onto their own individual page so that they can easily find their own pins later on. It is a very addicting website simply because the content (as it is divided up) is so efficiently geared at the correct audience under each category. Because of this efficiency, when users go to search for something that they need, they are almost always successful in finding something helpful that aids their cause. It is one of the most organized sites I’ve ever seen, which is why I find it so convenient to use!
3. The content – the term “I saw it on Pinterest” is one that I have personally heard a lot over the last year. Some of the content that you see on the website is mind-blowing because there are so many “how didn’t I think of this before?” ideas on there. The website content is full of brilliant, simple, creative, and efficient pins that make people wonder how on earth they ever lived before this website. I’ve seen so many clever ideas come from this website because it is literally just a compilation of other sites that people have linked back to this one monster-site of good information. Naturally, there are some flops on the site of things that don’t work, or pins that are silly, but for the most part this website is packed with good stuff, especially for teachers! I can accidently spend hours on this website without knowing how it happened – which shows that this website is doing exactly what the creators wanted it to!