

EXAMPLE OF BUILDING THE WEBSITE FOR A YOUNGER AUDIENCE

This example is from a training company specialising in technical skills in the manufacturing industries. From a programming point of view, the website is well-built and functioning. There are graphic animations and the information is structured. There might be however some missed opportunities.



IS THIS WHAT WE THINK OF THE YOUNGER AUDIENCE? The website is well-animated, information is reduced and structured in filtered menus. It may however be based on the opinion that young people have a very short attention span and if there isn't a moving image, they wouldn't read the text. Do you agree?

1



2



3



4



5



**1**

The header is clear. The links in the header will take the user to the correct place in just one click. The size is minimal, so could be easily missed. The header is designed more for regular users of the website.

2

The main landing zone presents visually attractive graphics designed to grab first-time visitors' attention. It will appeal to a younger audience expecting animations, rather than information-rich text.

3

The second largest zone focuses on the course offer through three buttons leading to the three different course groups. It is disappointing that the visitor is then guided to a long list of courses in a very boring page in contradiction with the main page.

**4**

This training provider seems to be recruiting learners through most major social media and their importance is clear.

5

At the bottom of the page, there is a website map for faster navigation to the desired page. Although it looks cumbersome, it is often a necessary evil in more complex websites. On the other hand, it has often a darker background to avoid attracting unnecessary attention, but not here.

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building a website,
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