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Alchemy

Final Report -Thesis

**The effect of web design on  
brand building according to the Brand Identity model**

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## **Chapter 1:**

### **1.1 Research Topic:**

The effect of website design on brand building, measured on the brand identity model.

#### **1.2.1 Research Problem:**

Find the link between web design and brand building according to the brand identity model.

#### **1.2.2 Research objectives:**

- What is the importance of a website?
- What are the main design principles and elements that can contribute to a well designed website?
- How does the communication between key role payers influence the design elements?
- How can these design factors and elements be integrated into the brand identity model?

### **1.3 Rationale:**

In this paper the researcher would like to see how a well developed and designed website can be integrated into the brand identity model.

As a marketing manager and brand manager, I often feel there is a huge gap in cooperation between web design and web development on one hand, and brand and marketing management on the other, when it comes to building a successful website. The purpose of the research is to identify the effects of the lack of effective communication between marketing and brand managers, and web developers, web designers and other key role players, and determine how this influences brand building.

In specific, we'll look at aspects like what the main focus of the website should be, who the target market is, the features to be implemented and utilized to draw this market in, and how the website can be used successfully as a marketing tool and brand building medium, with particular focus on the principles and characteristics the website needs to contain to effectively fulfill this role.

As I've worked in the marketing field I've become aware of the importance of digital marketing in the brand building spectrum, and over the years have come to appreciate how important it is to have a thorough understanding of how web design and development actually work so that I can make more educated decisions around websites, and especially choosing designers and developers with whom I can effectively communicate. Similarly, I have come to realise that it is important to bring to the awareness of this to the other parties involved - marketing managers, brand managers, web designers and web developers, sales managers and CEOs. Far from simply registering a URL and throwing together a design, great and effective website design and development needs input from all stakeholders concerned, from the very start of the planning and development phase.

The introduction of content managed (CMS) website platforms mean that the modern designer and developer has a plethora of options available to him or her when it comes to choosing a layout or design, but first they need to identify the purpose of the website: is it professional and corporate, fun and easy to navigate or highly informative with layers of complex interlinking information?

At the same time, the brand manager should incorporate their brand building expertise to develop a website which can fulfill multiple roles in the brand building process, according to Aaker's brand identity model. This model speaks to:

- how the company want its customers to perceive the brand, and
- what the company stands for.

Brand identity, brand architecture, brand-building programs and organizational structure are the four pillars necessary for successful brand building. (Aaker: 2003).

Over the last few years Internet usage growth has experienced rapid growth, with over 40,6 percent of people worldwide having access to the Internet (internetlivestats, 2015). With such high Internet usage and penetration globally, website development has fast grown into a business necessity for companies that wish to stay competitive in an ever-tightening economy and market.

A well-designed website will perform many important functions for your business: a 24-hour salesperson with all the information on hand, your non-stop online marketer, the old fashioned informational brochure and most importantly, a platform through which customers and potential customers can choose to participate and engage with your brand on an ongoing basis by means of blogs, comments, communities and more. In addition, websites also serve as a cost-effective self-publishing route for important company information like year-ends, annual reports, promotions and upcoming events.

In all, this research will aim to show how design principles impact on the brand identity model, and will identify ways that brand managers and web designers, developers and other key role players can work together and effectively communicate efficiently to increase the potential of their website as a marketing tool.

#### **1.4 Objectives of the study:**

The objectives of the research are to determine what the link is between the web design and brand-building activities. The importance of communication between key role players and what is each role player function. How each part of their task contribute to help a company and effectively use the website.

This will indicate to companies that key role players should work closely together, not only because of the brand building but also to utilize the website to its full potential as a marketing tool.

### **1.5 Delimitation of the field of study:**

In the research, the researcher will not explain how websites are developed. This means it is not about coding and coding principles, but we will discuss the process of developing and the importance of the web developer. This also excludes the search engine optimization tools. Web developing tools and coding utilization tools will also be excluded. Back-end development will not be discussed as this is not what the consumer can see and the researcher believes that it can't directly help with brand building. The research will also not look directly into what affects the user/consumer on the web or user behavior, but will state what information and design elements are important to the user.

### **1.6 Methodology:**

The researcher used a process of quantitative research. As it help the researcher to find answers and insights to the research topic and better understanding of the objectives to be met. The researcher interviewed 5 experts in the field of study. These interviews where done on appointment of the respondents. This adds value to the credibility of the research. These experts consisted of web developers, web designers, marketing managers, and brand managers, seo and social media representatives. After the study the researcher compared and grouped information into categories and sub categories. The researcher after that find the interlink between the results. The researcher compared the information to the brand identity model of Aaker and found the insights. The researcher made his recommendations to the research topic and compare if he met the research objectives.

### **1.7 Ethical Issues:**

The researcher made appointments with the interviews. All of the participants was asked and had the choice to participate and all of them had voluntary choose to participate in the research. All of the participants was briefed before the interview, and has been told what the purpose of the research is. In the research there is no risk of harm. The researcher asked for their knowledge and understanding on certain topics like web design and brand identity model. All participants were also informed that all information that is collected would be handled in confidentiality. All information will not be made available to anyone that is not directly part of the study. All participants will also be anonymous throughout the study.

### **Chapter 2: Literature Review**

Web development is a "term used for the work involved in developing a web site for the Internet, incorporating the simplest of one-page website designs to complex and complicated, multi-form system-based websites. *"A more comprehensive list of tasks to which web development commonly refers, may include web design, web content development, web server and network security and the development of e-commerce websites or online stores."* (Wikipedia, 2015)

Web design *"encompasses many different skills and disciplines in the production and maintenance of websites, which includes from graphic design the interface design, authoring including standardized code of proprietary systems, user experience design and SEO (Search Engine Optimization)."* (Wikipedia, 2015).

Web designer's skills are crucial in the planning process of web development, as they have the most knowledge and ability to contribute when configuring your website for customer usability and brand awareness. (Wikipedia, 2015). In many cases, web designers that are required to match brand mangers in terms of their level of skill in this arena.

**Brand Identity:**

Brand identity can be explained as certain attributes that a company wants its customers to perceive. The company wants to take on these associations into the mind of the customers, fixing them in place.

Brand identity and brand image differ, as brand identity is what the company wants to be associated with in the mind of the consumers, while brand image is the perceptions customers have of the brand. If the brand identity and brand image are not the same, it can be demolishing to a brand. Sometimes it requires that the brands need to rebrand themselves and change these perceptions to positive attributes.

What is it about the brand that can differentiate it from competitors, and what are the aspirational associations the brand wants to adopt? (Brand Leadership, 2000).

Associations should be effectively communicated through various marketing channels, like the website. This platform is well developed to contribute to effectively communicate points of differentiation and certain associations.

Identity elaboration elements and prioritise them (Prophet, 2012)

Certain core elements drive brand building and are identified by the brand managers. Certain of these elements can be extended to add some dept to the to brands.

Core identity elaboration leads to identification and prioritization of programs. Core identity should lead into efficient brand building programs that make the brand become alive. The website can fall under this category in the development and elaboration of the core identity through proper design and effective targeting of the target market.

Brand identity models can be adapted to suit different products, market segments and countries. This means that the development of a proper brand identity model for the organization should be adapted to work all over the abovementioned segments (Prophet, 2012). The well-developed site and responsiveness can help to manage these challenges.

Aaker also argues that brands need to be seen as investments. As it is a very big investment, companies can invest in their website and continuously spend money to get the brand out there with the website. At the same time though, the self-publishing and self-maintenance capabilities mean that after the initial investment this can be a rather low-cost platform to maintain.

Possessing a vision that resonates with customers is also highly influential, and it's important that the vision is a mutual goal. That gives direction to the company, as well as a point of differentiation.

Consumers are bombarded with brands every day and want to escape out of the clutter. Innovation and brilliant web design will reinforce the brand promise and brand essence, making you a company worth noticing among the many out there.

Branding is key when it comes to the development of your website, as a well-developed and planned out website truly becomes the home and base for all your marketing activities. Brand elements such as logos, symbols, icons, infographics, identifying visuals, colour palettes, font choices and more are key in ensuring that the customer or potential customer can clearly and easily identify this website as being your legitimate home on the web. Recent developments in brand awareness on the web have also seen many companies using Secure Socket Layer or SSL technology, where domains are verified as belonging to a company or owner, and seen as more safe to work with.

According to Wikipedia (2001–2014): *“Since the start of the 21<sup>st</sup> century the web has become more and more integrated into peoples lives.”* Around the world, new developments in technology have dramatically changed the way people use and access the Internet, causing designers to change the way they look at the designing websites. At minimum, the combination of Search Engine Optimisation (SEO) practices and effective website behavior tracking in the form of Analytics, gives valuable insight into what people are actually searching for and enables the web development team to structure the website in alignment with what people are actually out there searching for. According to Wikipedia (2015): *“Web designers can implement certain SEO tools that can give valuable information in terms of improvements and brand building principles.”* Importantly, this means a website development is not a once-off process, it’s a moving target that you need to keep coming back to and adjusting as the market and needs change.

This information is however of no use if it is not incorporated and put to use to help build the brand. *“Marketing and design must take into account how customers will experience the brand, and how it will resonate with the target market. The design must be appealing to the target market.”* (Investopedia, 2015).

Interactive user experience of the design is as important as the whole website. Peep Leja (2012) states in his research that: *“customer experience is better when there are not a lot of choices and the design kept simple.”*

User experience is determined by a number of factors, including functionality, layout, instructions, and even innovative ways of displaying information on the webpage. A clean look and feel in terms of the design, and easy accessibility to the correct information, are also key factors in determining the user’s experience. Consumers are much more likely to keep using the website if they find information relevant and if it is easy to navigate around the page. Likewise the response rate and loading time of the website also plays a key role in user

experience, with many users choosing to bounce (leave the website on the page they landed on), if they can't find the information they need or the page takes too long to load. Sadly, many bounces happen because there is nothing on the page that encourages the user to flow through to another page and learn more information.

As your digital representative out there in the world, it is crucial that your website is aligned to a business objectives and that the information contained on the website supports whatever is happening inside a business currently. This very fact has led to a major rise in the use of content managed (CMS) website platforms like WordPress and Joomla, as it gives the internal marketing team the opportunity to manage and update content on their website themselves, without the need to incur additional costs.

In addition to being the hub and portal for all the relevant information about your products, services, partners and sales experience, your website also needs personality – it needs to set the tone and give people the information they need about you as an organisation and team.

This type of information can be brand related, like the business objectives, vision and mission, but can also include team member photographs and interesting snippets of info about each person so that potential customers are more easily able to connect with you as people and want to engage with your business. Additional features that can effectively portray your company tone and personality include galleries of events, your charity or CSI (Corporate Social Investment) activities, your involvement in the community and how you support your staff.

When it comes to product and service display on a website, the sky is really the limit – and the brand should think about it in that way. Every product can have a dedicated page, which is generally considered the practice for effective SEO, and

each page can contain dedicated specs, information, videos, PDF downloads and more to convince the consumer to buy. In addition, the lack of printing costs for this collateral significantly reduces budgetary outlay, as the design and copywriting are the only costs involved in generating collateral digitally.

First impressions last – and this has never been truer than with a website. Bounce rates for websites, which means people leave on the page they entered, can be as high 95% for certain websites, so it's crucial that every page not only makes a positive impression, but also encourages the reader to explore the site further.

This first impression is also often the only deciding factor that many people have when deciding if they will do business with your company or not. A slow response or loading time, incorrect information and difficult to navigate websites with difficult to find buttons and information will almost certainly mean that the potential customer will close your website window and move onto your competitor's site – something no business can afford in today's tough and competitive economy.

Configured properly, your website becomes the home of all your marketing activities, with activities designed to drive traffic back to the website, continuously improving your SEO rankings and the traffic that the search engines send to you. Emailers can be structured so that image downloads count as traffic on your server, competitions and promotions can be driven via forms designed to capture database information, backlinks with partners can be built and specialised pages created quickly to support any campaign or activity you're engaging in, and so much more. In fact, with the availability of smartphone cameras and video cameras, as well as audio recorders, it is now within your power to create any piece of content for any platform – at little to no cost.

At the same time though, there are still limitations to websites, with designers and developers required to adhere to certain principles to ensure that your website works effectively wherever it is displayed, encouraging users to explore further and giving them a range of options they can use to maintain an ongoing engagement with your brand and website.

Your choice of domain name is crucial, and with the fear that still exists among the general public about making purchases online, many companies opt to use their company name as a domain name and take that further by using a verified SSL domain. With the high competition for domain names it is rare nowadays that you find a single word domain, and in some cases even the company domain name, so companies are often required to invest in getting their domain name out there.

It may reveal that a well-known brand doesn't have a good performance on important attributes for consumers, and in the process deteriorate its image. (Kapferer 2002:99)

After understanding the different design elements important to help the brand managers and developers in helping a brand, it is just as important for the developers to understand the branding and brand identity model.

Branding is the process involved in creating a unique name and image for a product or service in the consumer's mind, mainly throughout continuous marketing elements. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers through brand equity (Businessdirectory, 2015).

The Entrepreneur defined branding as the marketing practice of creating a name symbol or design that identifies and differentiates a product or service from other products (The Entrepreneur; 2012).

Web design and branding incorporates these aspects: user experience, usability, behavioral economics, branding and marketing. (Sumac, 2010).

According to Aaker in his explanation of what a brand identity is, he says there are several elements; values, pillars and principals that contribute to the building of a brand identity. (Aaker, 2012)

### **Chapter 3: Research methodology**

In this part it is very important that we describe the research methodology that was used to conduct the study. The area that the study was done in. The outline of the design and the population and sample group of the study. The measurements and instruments that was used to collect the data. The researcher will also discuss the validity and reliability of the research that was undertaken.

#### **Research approach and design:**

A quantitative approach was followed. Burns and Grove (1993:777) define quantitative research as a formal, objective, systematic process to describe and test relationships and examine cause and effect interactions among variables. Surveys may be used for descriptive, explanatory and exploratory research. A descriptive survey design was used. A survey is used to collect original data for describing a population too large to observe directly (Mouton 1996:232). A survey obtains information from a sample of people by means of self-report, that is, the people respond to a series of questions posed by the investigator (Polit & Hungler 1993:148). In this study the information was collected through self-administered questionnaires distributed personally to the subjects by the researcher.

A descriptive survey was selected because it provides an accurate portrayal or account of the characteristics, for example behaviour, opinions, abilities, beliefs, and knowledge of a particular individual, situation or group. This design was

chosen to meet the objectives of the study, namely to determine the knowledge and views of patients and family members with regard to diabetes mellitus and its treatment regimen (Burns & Grove 1993:29).

### **Research setting:**

The study was conducted at various places on none formal place and environment. The researcher went to the participants, which have an advantage and a advantage of a feeling that it is in their environment and are more comfortable and relaxed. The participants are mainly in the marketing and web development industry. Some participants where referred to the researcher by respondents.

### **The study population and sample:**

According to Burns and Grove (1993:779), Explorable (2015) a population is defined as all elements (individuals, objects and events) that meet the sample criteria for inclusion in a study. The study population consisted of web developers and designers, SEO managers, social media representatives, marketing manager and brand manager. All of them are experts in the field of online marketing and in website specialists.

A sample group where selected of 5 subjects. Defines a sample as elements selected with the intention of finding out something about the total population from which they are taken. A convenient sample consists of subjects included in the study because they happen to be in the right place at the right time (Polit & Hungler 2003: 140). The reason why the researcher selected 5 subjects is the researcher feels that they are carefully selected and that they are seen as experts in the field of research. The sample included various parts of web development and designers. All participants met the criteria that were set by the researcher.

The sampling criteria:

Participants included in the sample were selected to meet specific criteria that were set by the researcher. The participants had to meet the following criteria to be part of the study.

- Have at least 3 years experience in the online marketing world.
- Had to be involved in some project in the website development in last year.
- Must have some overall knowledge of marketing and branding industry.
- Be mentally sound in order to consent to participation.
- Be willing to participate.
- Be of either sex or any race

#### **Data collection:**

##### **Data collection instrument**

A semi-structured interview was chosen as data collection instrument. A semi structure interview has a list of themes and questionnaire to be covered, although this may vary from interview to the next. The order of the question may vary as the interview progress and as how to interviewee responds. Semi structured interview offer a versatile way of collecting data. As a lot of the participants come from divergent backgrounds we thought it would be appropriate.

Semi structured interview were decided upon because of the following:

- They ensured a high response rate as the questions was directly asked to the respondents.
- They required less time and energy to administer .
- Many researchers like to use semi-structured interviews because questions can be prepared ahead of time.
- Semi-structured interviews also allow informants the freedom to express their views in their own terms.

- Semi-structure interviews can provide reliable, comparable qualitative data (Qualres;2015).

Apart from the advantages that have been listed above, questionnaires have their weaknesses; for example, there is the question of validity and accuracy (Welman, Kruger, Mitchell, 2003:217). The subjects might not reflect their true opinions but might answer what they think will please the researcher, and valuable information may be lost as answers are usually brief.

The set of semi structure questions that will be asked to the participants:

- Are the vision, mission and objectives clearly identified on the website?
- Are the products, services, brand personality and brand visuals clearly stated and easy to access through the design and page layout?
- Is there a clear brand positioning?
- Pre and post experience, engaging factors and brand perception will be evaluated.
- Does the website design and content clearly show on which programs, initiatives, stories, resources or internal and external role models the brand elaborates on?
- What is the overall layout of design (corporate colors and accessibility) and content and does this contribute to the awareness of the brand?
- How was the accessibility and accuracy of menus? Was there a sense of innovative thinking that draw your attention to help engage with the brand?
- Do you think there is a importance on responsive web development, and how do you feel about responsive websites.

#### **Data collection procedure:**

The researcher personally prepared the semi structured interviews and held the interviews directly with the respondents. As the researcher held the interviews personally unclear questions that interviewee's did not understand could be

explained easily to them. As the researcher made appointments with the respondents, the questions were asked in the environment of the “own home”.

### **Reliability and Validity:**

#### **Reliability**

Polit and Hungler (2003:120) refer to reliability as the degree of consistency with which an instrument measures the attribute it is designed to measure. The semi-structured interviews which were answered by respondents revealed consistency in responses. Reliability can also be ensured by minimising sources of measurement error. Standardising conditions such as exhibiting similar personal attributes to all respondents, e.g., friendliness and support. The physical and psychological environment where data was collected was made comfortable by ensuring privacy, confidentiality and general physical comfort.

The subjects were asked in their environment, which made them comfortable and relaxed, this contributed to help them to give more accurate answers. Windows were opened for fresh air. As the researcher made appointments with the subjects it contributed with no interruptions and privacy. The researcher stated that all information will be held confidentially.

#### **Validity:**

The validity of an instrument is the degree to which an instrument measures what it is intended to measure (Polit & Hungler 2003:1). Content validity refers to the extent to which an instrument represents the factors under study. To achieve content validity, questionnaires included a variety of questions on the knowledge of patients and their family members about diabetes mellitus and its treatment regimen (Polit & Hungler 2005:89).

Questions were based on information gathered during the literature review to ensure that they were representative of what is online marketing and branding is

about. Content validity was further ensured by consistency in administering the interviews. All interviews were held by the researcher personally. The questions were formulated in simple language for clarity and ease of understanding.

All the subjects completed the interviews in the presence of the researcher. As a result more questions were added to ensure higher representativeness. Rephrasing of some questions was done to clarify the questions and more appropriate alternative response choices were added to the closed-ended questions to provide for meaningful data analysis (Burns & Grove 2003:270).

External validity was ensured. Burns and Grove (2003:270) refer to external validity as the extent to which study findings can be generalised beyond the sample used. This was ensured that the researcher submitted it to Vega.

### **Ethical Considerations:**

The conducting of research requires not only expertise and diligence, but also honesty and integrity. This is done to recognise and protect the rights of human subjects. To render the study ethical, the rights to self-determination, anonymity, confidentiality and informed consent were observed.

Subjects' consent was obtained before they completed the questionnaires. Burns and Grove (2003,129) define informed consent as the prospective subject's agreement to participate voluntarily in a study, which is reached after assimilation of essential information about the study. The subjects were informed of their rights to voluntarily consent or decline to participate, and to withdraw participation at any time without penalty.

Participants were informed about the purpose of the study, the procedures that would be used to collect the data, and assured that there were no potential risks or costs involved.

Anonymity and confidentiality were maintained throughout the study. Burns and Grove (1993:762) define anonymity as when subjects cannot be linked, even by the researcher, with his or her individual responses. In this study anonymity was ensured by not disclosing the participants name on the questionnaire and research reports.

When subjects are promised confidentiality it means that the information they provide will not be publicly reported in a way, which identifies them (Welman, Kruger, Mitchell, 2005; 129). In this study, confidentiality was maintained by keeping the collected data confidential and not revealing the participants identities when reporting or publishing the study (Burns & Grove 1993:99).

The ethical principle of self-determination was also maintained. Subjects were treated as autonomous agents by informing them about the study and allowing them to voluntarily choose to participate or not. Lastly, information was provided about the researcher in the event of further questions or complaints.

The researcher will perform quantitative research with a combination of documents as source of data. This will give some more in-depth information to the research problem. This will also substantiate between the different opinions and contribute to the stance of the argument.

After the data was collected it was organised and analysed. The open-ended questions were analysed through quantitative content analysis by the researcher with the aim of quantifying emerging characteristics and concepts. Concept analysis is the process of analysing verbal or written communications in a systematic way to measure variables quantitatively (Welman, Kruger, Mitchell, 2003:209, 289).

#### **Chapter 4: Data analysis:**

##### **Planning the website**

Next, we'll look at the different elements of design and how these elements can be combined to create a lasting brand identity for the company. As with any marketing exercise, you start by understanding your digital and virtual target market, as your online buyers will often be a different dynamic to those who still to prefer do business the old fashioned way. What you may even find as your website launches is that your digital market requires a different tactic and approach to your traditional market, not least of which because they come from outside your main geographic area. You may even find that you are dealing with a completely different language set, country or culture.

As different as your market may be though, the rules of good brand building still apply: you have to market to them and to specific market. If you try and market to everyone, you'll mostly just land up damaging your brand and brands reputation.

Likewise, promotions aimed the wrong market will show very little return on investment and no word of mouth spread. This kind of impact on your budget can sink your company, because you just don't get the feet through the door that you need.

The last aspect to consider in your tone and messaging is your overall voice and how that is carried through. Yes there are always key facts per product, service or page, but the main overarching factors that you want focused on, like attention to detail, phenomenal customer service or always-low prices, need to be worked into the copywriting so that the message is consistently repeated and carried through, regardless of the page the potential customer lands on.

The very first step in planning the website is to have an initial meeting. This meeting is the most important part of the website. The reason why it is so important is because in this part key role players take some very important decisions that will reflect throughout the project.

Who are the relevant stakeholders? This includes brand managers, marketing managers, web designers, web developers, SEO and social media representatives, sales manager or sales representatives and project leader. These key role players will need to have a brainstorming session and find out exactly what is expected of them. This will be the starting point of their communication. If this step does not go effectively, a lot of information and key considerations will be lost. According to a study, nearly 90% of information can be lost in this very first step.

A very big question that needs to be answered is: What is the main purpose of the website? Key role players need to decide if the website will be informative, e-commerce or sales. How can the website be incorporated into the brand identity model?

In this instance it can be argued that the brand identity model should be fully incorporated into the web design and web development process, as it is such a key element of the marketing collateral pool, and when developed properly, gives you all the basic design and copywriting elements you'll need for your full marketing strategy roll out.

As far as possible, features of the website should be elaborated on to draw in an ever more intelligent and demanding consumer, with a focus on the company and its values as well as a showcase of the products and services. The website should also clearly show the link between the company identity and how their products and services are rolled out.

Because publishing space and costs are not actually an issue with website design, effort should be made, as far as possible, to create dedicated pages for each unique product and service so as to maximise SEO results. Every drop down menu or menu bar should give clear direction to specific pages, with certain direction and navigation buttons that encourage the user to flow

subconsciously in a direction that leads them to the clear and informative information you've laid out for them.

All key role players need to do in-depth analysis on what is going on competitors' websites, taking time to determine industry standards and best practice. Companies can use their websites to create competitive advantages and set new standards for the industry, especially if your design and look and feel are appropriate for the industry and business you are in. As this is one of the steps in the Aakers model to do in depth research on competitors brand image, strengths, strategies and positioning. It is very important to incorporate this in the website planning. It will also contribute to help the brand with a unique placing in the market.

What would your website need to be appealing to it's target audience, and what specific characteristics need to be designed into the website for proper functionality and user experience? What is the main information that your users are after? These important questions need to be considered by relevant key role players, and where possible functionalities need to be incorporated, so that they contribute to the brand identity-building efforts, like brand recognition and brand recall. (The Entrepreneur, 2010)

In terms of modern SEO practice, every page on your website should have a specific role or contain specific information, whether that page is dedicated to a specific product or service or is about an aspect of your company. Extensive pre-planning of the website by the key role players can help to minimise the number of pages and navigation buttons and the use of proper processes, while maximizing the user's experience by giving him easy access to the right information.

As with any artistic piece of marketing collateral, a little creativity and innovation can help you create a visual feast that communicates pertinent and relevant

information to the right audience. Lack of limitation on publishing costs also means that you can target similar pages at different audiences in order to cast a wider net. This makes websites one of the few tools that can transcend multiple target audiences and groups. One of the reasons for this is that people do not always land on the front page of a website – often they land only on the specific page they are looking for.

The ability to create an unforgettable user experience through a brand and customer based designed website will take a brand a very long way in its brand building efforts. The value of this marketing tool may be much more than companies think, and can contribute significantly to higher return on investments and ultimately the brand's equity.

Consistency in page layout is as important for brand building in websites as colours, palettes and imagery. Jason Small, director of Sumac Design, states that, *“The use of consistent corporate colors, typeface, logos, mantra, and taglines in the design can help with brand awareness.”* (Sumac, 2010). At the same time Aaker states that consumers are more motivated to take on organisational associations and values, symbols, emotional benefits, social benefits, self-expressive benefits, personality, user imagery, functional benefits and bases of authority when they are properly laid out per page. (Aaker, 2012)

### **Communication and messages information**

Information is the main reason why users access the web and visit websites. This is why it is so important that the marketing and web development teams spend time getting the right information and planning the relevant pages, ensuring they are in the right format and aimed at the correct target market.

According to (The Entrepreneur, 2010) there are certain pages companies should have on their websites, starting with the homepage. The homepage is the landing page when a user enters a company's main URL, but is often not the page users usually land on. This first page on your website and should be clear, neat and

informative, as this is the first impression that users will get of the company as they enter a its website. This page should have clear messages and be easy to navigate, as well as act as storefront window, giving an overview of your entire operation. The last role that modern homepages play is an index or menu page for mobile devices. With the plethora of devices out there in use, ensuring effective technical functionality across the range of everything can be difficult, so it is important that mobile users are able to press buttons and access information, even if there are glitches on the menu and navigation. In a country like South Africa where mobile engagement on sites is as high as between 75 and 100 percent, this is even more crucial than it may be in other countries. Simultaneously though it is important to strike a balance and ensure that users are given digestible snippets of information and aren't overwhelmed by too many conflicting messages and elements vying for their attention.

Often considered just “an extra,” the About Us page has grown in prominence over the past few years, as customers become more aware of companies they do business with and demand better practices of them in the way they operate. This trend is backed by the Nielsen Norman group who found that there is an increase in the use of the about us page on websites. More specifically they found the use of this page increased 9% over the last five years. (Nielsen, 2008). Nelsen Norman also recommends a way that the information on these pages should be laid out.

On the homepage the “about us” should have a small tagline where one paragraph should give a brief description of what the page is about, which should be followed by a brief introduction about the company. The link button (navigation) should clearly show where users can find more information and the page itself should contain a fact sheet. This fact sheet should include the vision, mission and objectives, as well as an overview of accomplishments the company has achieved. The general consensus seems to be that the more information you can provide about the company the better nowadays, with users looking for

information like PDF downloads and additional links. Nielsen also strongly recommends a downloadable company profile in PDF format.

*“Potential buyers want to get hold of you.”* (Nielsen; 2008). This point proves that a contact page is a necessary page on a companies website. Webpages without any contact pages can be seen as suspicious. Bulk up all your company contact details with Google Maps, directions to your office, telephone numbers and email contact addresses. People are more likely to take you seriously if they know they can find you.

**Suggestions for including contact information include:**

- Physical address with directions and Google Maps links
- Telephone Numbers for Head Office and branches
- Emails and telephone numbers for department contacts
- A dealer or branch finder option
- Links to all social media platforms such as Facebook, LinkedIn, Pinterest, Instagram and Twitter, as visibility across multiple platforms gives your brand more gravitas

**Two alternative elements to consider include:**

- Placing your telephone number on every page at the top to make it even easier for people to contact you
- Contact forms

Contact forms are interesting discussion point at present. Websites will fall under the domain of the Protection of Personal Information Bill or POPI, as website with forms for newsletters or contact info collect people’s personal details, sometimes in a cross-border flow of data. The entry point of allowing uploads of documents also makes sites with contact forms a target for hackers, and many users are wary of sites that contain only contact forms and no direct contact links.

However, for after hours enquiries, contact forms can be a life saver, with many people feeling less than comfortable about sending a direct email. Likewise, the use of forms allows you to build a database that you can market to on an ongoing basis.

Importantly though, contact forms should be manned. Many potential customers are lost because they've filled in a contact form and never received a response. As a rule, have someone managing after hours contacts and any form responses you receive closely, as the business often goes to the first company that responds. A customer who receives no response on his contact form will most likely automatically assume that the brand is not competent enough to meet his product or service needs.

The next important navigational layer is product and service specific pages. Marketing messages, product and service differentiation and product and service advantages can be promoted on these product specific pages. Other information that could help the brand in the brand identity model is the quality of the products, different uses for each product and the country of manufacturing origin. Global and international partnerships and reach should also be shown. In addition, brand Managers should use these pages to communicate the functional, emotional and self-expression benefits of each product or service to the user.

Writing for the web differs hugely from the way we were all traditionally taught to write, and while it differs from traditional PR writing, there are a number of principles that still apply. *“Writing for the web should be simple, consistent, readable and use the correct grammar and spelling.”* (Jones, Malczyk, Beneke: 2011).

The writing style should be based on the reverse pyramid principle. Where information is kept as short and to the point but the first paragraph needs to

include the capture user attention of the page, give the user overview of the page and the content that will follow on the page. This first paragraph on the page is also very important for seo purposes.

Users of the web need short, fast and simple information. Keep writing on the web as short as possible with a deep meaning; focusing on the key messages you want the user to perceive. When writing about your products keep it as short and honest as possible, giving users short facts and bullet points, and not pages to read. While there is space for a sales pitch and you should highlight features and benefits, you can assume that the user is here because they're already interested and is more after the facts. The use of taglines, headlines, sub headlines and bold messages can help to communicate certain main messages to the user, and importantly, helps the user to jump to where they need to be on a page.

How important is it to have the copywriting correct? If the copywriter does not get the copywriting correct people will be misled and the user will incorrectly interpret the information. The key messages will have no meaning, and marketing objectives and brand building objectives won't be met. The copywriting is one of the major contributions to the voice of the company. It also contributes to the brand personality. As this is one of Aaker brand identity pillars, the brand personality, it is crucial that the tone and voice is correctly set for the relevant brand. The correct copywriting can lead to creating a personal voice and find relevance with the user. Like "we are by your side", or it can create a sense of impersonal "the brand is by your side".

The correct use of copywriting can contribute to building in the values system of the brand.

It is as important to get the correct information and style of writing correct. Online users scan web pages, allowing their eye to be drawn to a specific point or

message on the website. Arranging information to certain proportions or certain layouts can give your brand a very unique look and feel and will increase the user's sense of a unique experience. The process used to organizing and grouping information like this is called information architecture. (Trustees of Princeton University, 2008). Planning the information can be divided into the following steps:

- What type of information does the user want?
- What is the goal of your information?
- What are the company's goals and marketing messages?
- How do you group and organize the content into categories?

This process will give your information some body and you will know what to communicate and how to use the information. (Fervoy, 2001). This step is also there to guide the developing team to build the navigation bar.

Which parties are responsible for the copywriting? Mainly copywriters are responsible for the generating of content and the right writing style for the web. In this phase it is very important that the SEO, Creative Director, Social Media Representative, Designer, Marketing manager, brand manager and sales force all contribute in generating the copywriting. The importance of the sales force contributing to the copywriting is they will identify the language and tone that the industry uses. They will also give valuable insights to what type of language is used by the target market. It is necessary that the copywriting be used as industry jargon and not as internal jargon. They will also supply them to assist other parties in the process to help with key messages and top sales points.

SEO representatives and brand and marketing managers will help to get the right information like the key messages and all important information points together.

It is so important for the copywriter to extract all relevant information supplied by the stakeholders. Summaries must be used and taglines must be as short as possible.

When the copywriter is completed the copywriting it is very important that the relevant stakeholders read through this and also people with no industry experience. This will ensure all messages are understandable and informative.

### **Navigation:**

Once you've applied an information architecture methodology and have effectively organized your information into groupings and sections, the navigational and menu structure of your site will mostly be self-apparent.

*Web site navigation is the science and skill applied to a website that helps visitors move from one page to another. (Web developers notes; 2015).*

Navigation options come in different forms and web developers should decide on which ones would be most applicable for the uses. Most common types of navigation are navigations bars, hierarchical navigation and Walker's three-type navigation: pop up menus, drop down bars and cascading menus. (Walker, 2001) and (Bezerra, 2001). These types of navigation are used normally where there are a lot of links are available to different pages and where a navigation bar is too small to accommodate all the different links to pages.

How do you choose different navigation bars? There are multiple options of navigational bars. Side bar, Header and Footer, Sectional information, and mosaic index are some of the navigational bars that can be used by the developer. The navigation bar will depend on the amount of information and that the need of the website. The navigation bar does exactly what it says it helps you to navigate around the website. The easier it is to navigate around the website the easier it is to find the right source of information. (C.Guncko, 2015)

When planning which navigation style to use, focus should be placed on the most-easily confused users, adapting and simplifying the structure so that people can find what they want easily, even if they've never used the website before. A bad website experience is often projected onto the brand, so simply having someone confused by your menu structure can help them reach a decision that the company is not worth working with or the company might be disorganised.

All information that was gathered by the copywriter should strategically be sorted and the navigation bars should be made up by the sorted information. This means that all relevant parties that were involved in the gathering and producing the information should be involved in the process of forming the navigation bar.

The information that was placed in the relevant categories with the information architecture process, by the parties involved. All the information should be broken down into category and subcategory. Every bit of information with a key message should have some form of navigation to it.

Marketing managers need to make sure that all their key messages that they want to get across is available and all information is collected and available for the navigation bar. This includes from product listing and functions, service offerings that the brand wants to communicate to the targeted audience, contact page and more.

Brand Managers need to make sure that all brand messages and unique points that they want to get across needs to be available for developing the navigation bar. Brand and marketing managers must make sure the navigation bar can contribute to the structure they want to create and that it is easy to navigate and contribute to user experience. Brand managers will see by the navigation bar how certain information will be allocated.

SEO & social media representatives, creative directors, designers and web developers need to sit and use the process of information architecture, so that

the information can be organized and that the navigation bar can be laid out. Designers and creative directors will get an idea of how many pages needs to be designed and how much time can be allocated to finish the design

This will leave them with a strategic sitemap and structure for the navigation bar. The sitemap is the structure of the website and where certain information will be find. The planning and execution of the process is vital as the navigation will create an easy to use website and ultimately result in excellent user experience. The sitemap and navigation bar will show the developer some detail of the website. For example how many pages will be in the website, where will certain information be placed.

Communication between al parties must be clear and understandable. As this is a very important part to the website. As this is the first step of some kind of structure to the project and none of the information are allowed to be left out and that the information.

### **Images:**

A picture is worth a thousand words they say, and this is true in web design too. The use of images on a website can help users to associate certain attributes and perceptions of a company. As information on the web is usually short and sweet and to the point, images can help you to accomplish and reinforce the power of those messages. Sometimes word messages can be replaced with images completely, helping marketing and brand managers to accomplish certain brand positioning perceptions.

Web developers should use high quality photos and if they don't have access to those types of photos they should consider purchasing them from a photo library. These type of images can contribute to the look and feel of the website. Web developers should also consider in the planning stage in which format they need to use certain images. There are multiple different formats in which they can

save these images like PDF, JPEG, PNG or GIF. These formats all have an effect on the loading time of the websites and the rendering quality of the images.

Infographics videos and graphics can help communicate certain messages to the target audience in the simplest way, often better communicated than even a well-written piece could achieve and if the company sells a product you want to add the related product image on the page – people want to see exactly what they are buying.

The use of images or symbol is also one of Aaker brand identify pillars. These will contribute to machines.

It is important to carefully select images to be used on the website. The use of excessive images will distract the users and the main focus may not come over as expected. (Eurin, 2015).

**According to Jeff Bullas this is the reason why images are important to your website and online advertising:**

- Articles with images get 94% more total views
- Including a photo and a video in a press release increases views by over 45%
- 60% of consumers are more likely to consider or contact a business when an image shows up in local search results
- In an ecommerce site, 67% of consumers say the quality of a product image is “very important” in selecting and purchasing a product
- In an online store, customers think that the quality of a products image is more important than product-specific information (63%), a long description (54%) and ratings and reviews (53%)

Engagement rate on Facebook for photos averages 0.37% where text only is 0.27%. (*This translates to a 37% higher level of engagement for photos over text.*) (J. Bullas; 2015)

The key role players should closely work together. Marketing and brand managers should take the copywriting and then select certain images that they want to display with certain key messages and bits of information.

Social media representative should also make it clear on an easy way to share the images on social media and visa versa. This will also have a major contribution towards their social media campaigns and incorporate it to the whole brand building efforts.

Seo managers should communicate how the images can be tagged and how the images will help with overall performance of the website.

If the brand has an existing brand identity it would stipulate which pictures can and can't be used. If there are no specific requirements designers need to look alternatively for generic images that will contribute to the brand associations, that the brand manager wants to establish. These generic images need to contribute to the tone and voice that was created in the copywriting, and to the brand as whole.

### **Typefaces:**

As part of the establishment of brand identity, most companies will specify a corporate typeface, with specifications for body copy, headings, weight, kerning, spacing, leading, sizes and colors. Your typeface, if chosen correctly, can impact hugely on your brand identity and define your brand personality, eg Virgin's choice of font and bold use of red have given them a very identifying image in the market.

*Sans Serif fonts are some of the most popular fonts to use on a website* (Fervoy, 2001). The fonts can easily be used to create a website where information can easily be read and understood by users. The reason why Sans Serif fonts are so easily to read and suitable for websites is the fonts don't have any decorative finishes. However not all fonts chosen by a company for their brand identity are usable on the web, with only a limited amount of web fonts being available. Normal typefaces can be licensed for use on websites, but this licensing fee annually can exceed the cost of website development, and is prohibitive in most cases (C.Gunko. 2015).

Font sizes will vary according to the device that the website is being displayed on. As a general rule, the larger the screen, the smaller the font will appear, although it will still be proportionally scaled. At present, a good body copy size is around 15px, although a font size for your website is probably a good tool as surprisingly, many users nowadays are baby boomers who battle to focus on smaller text. As screen sizes adjust and technology changes, body copy sizes are reviewed every couple of years. Limiting your choice of font styles on a website will also contribute to an overall cleaner look and feel.

Mostly qualified web development teams will know which fonts are available to use and need to build in the back end as alternatives typefaces if the specified web kit fonts are not available.

Consistency in layout and typography is key: messages that appears on multiple pages must be on all pages in the same font, to help with the brand's consistency and the look and feel of the website. If users need to read a lot of information on the website it is recommend that web designers and developers make use of sentence case, with dark text on a light background.

According to a study bold text should be used discreetly, and only to draw the attention of the user to a specific key message. Messaging in bold should selectively be placed in certain key areas on the website, with the website development team concentrating on the best positions, so that these messages

can easily be seen by the user. These messages need to reinforce the brand and contribute to brand building or marketing strategy.

Communication between various key players like the creative director, designer, developer and brand manager is extremely important. This will ensure that the right fonts are used in designing of the website.

### **Colours:**

Colour perception plays as large a role as the right content, images or well laid out design. A well thought out colour palette can contribute hugely to the brand identity and help with user experience, while creating harmony and balance in a website. (Tiger Color Harmonies, 2000)

Contrasting colours on the background and text will make reading easier, which is important when you consider that in excess of 8% of men are colour blind and rely on contrast to see clearly. Vibrant colours create emotional associations and should be used sparingly, unless it is one of the personality characteristics the brand wants the user to experience. White space is very effective in creating a clean website, and can give your a very professional feel. Colour also contributes to sales, and is one of the most of the most powerful tools in influencing consumer purchase decisions.

Customers associate certain colours with certain brands, e.g. the red of Coca Cola, the yellow of Caterpillar, or the green of Multiwaste, and colour as a tool for effective brand awareness and recall can never be neglected. According to Morton (2002): Researchers at the University of Loyola found that colour increases brand recognition or brand recall. Accordingly it is important that colours are used across all platforms in a consistent matter.

Brand identity has a large impact on consumer purchasing behavior. Aside from impulse buyers, many shoppers seek out products of brands they recognize.

Successful colour manipulation enables shoppers to quickly and easily identify certain brands, which they are looking for amongst a sea of similar products.

The colours that are used on a website should be carefully picked out so that it can contribute and support the impression of the business and the messaging that is on the website.

A great example of this is McDonald's, who use a yellow red in their logos to portray messages like energy, speed and comfortable service in the food industry.

Marketers and web developers should allocate time and resources to selecting the colours of the brand and understanding how they going to use these corporate colours on the website to communicate the right values and messages to the users.

It is very important that the creative director, designer and brand manager communicate to choose the colours. The brand manager will normally tell the parties involved which pantone colours are available. Especially if there are certain perceptions and associations that brand managers want to create with the use of color. Designers and creative directors also need to keep in mind those perceptions of certain colours changes and user change associations with these colours.

Designers and creative directors should create colour palettes. Which will be suitable to use on the website. This is crucial when it comes to development, as they should be consistent with brand colour usage, across all marketing collateral. Web developers and designers should also communicate and consider that different screens display colours differently on different platforms. This will also have a effect on the brand. As the website team want to use a deep red and the platform display it as a orange red or light red. This is very important that the

developer, designer and brand and marketing manager test the website across all platforms.

It is very important that the parties that are involved keep all these factors in mind.

**Load time:**

Users get frustrated with websites that take ages to load. Optimizing image sizes minimises the load time and is a key feature of web development today. As the Internet plays such a major part of our daily lives, the loading time of websites and certain webpages is still one of the main blocks to the use of Internet (Salviage: 1997-2003). Another contributor to this problem can be the slow bandwidth there is in certain countries. Web users around the globe are begging for faster downloading time. (Nielsen: 2000)

These concerns are astronomical to web developers and marketing managers because if your page does not load in the user's expected time he will continue to the next source of information, probably landing up at your competitor's website.

Brands that have faster downloading times show better user experience and can conclude to a better perception of the brand. Users can feel that these brands are clued up with latest technology and that the brand is willing to be to a more modern and technological brand.

Nielsen 1993 stated in research that users' responses towards downloading time could be concluded in the following study:

- 0.1 seconds: that user feels that the system, program is responding to certain actions.
- 1 seconds: user flow is uninterrupted but after a second the user feels there are delays
- 10 seconds; the user feels intolerant towards the system

- Over 10 seconds: the user is uncomfortable with the system and leaves

The web developer and his team are mainly responsible for the load time of the website. It is extremely important that he communicate the issues around the load time to the rest of the project team. He should also have the knowledge to create files that are effective to decrease load time.

When the web development team are finished to develop the website their job doesn't end there. Web developer need to have a plan of action for maintenance of the hosting server and of the website itself. This will also have a influence on the loading time. As time progresses, the web and technology changes as well. That means the web developing team must install updates, clear the cookies, and make sure website are on par with latest technology.

### **Responsiveness and mobile-friendly websites:**

The ever-evolving web and technology make it easier for users to seek information about brands or personal interest – marketing managers and development teams need to constantly stay abreast of these developments, making them easily available to the market out there.

The increase in mobile device usage pushes brands to be more adaptable and create mobile responsive websites. Responsive websites are the same domain websites that adapt to certain devices to create an excellent user experience on these different devices. Mobile websites are websites that were specifically created for mobile devices. (Uguru, 2001).

To invest in a mobile website that complement your desktop website presence can be extremely powerful to a brand. Especially if the desktop website generates a lot of traffic from different devices. Modern CMS websites are fully responsive though and a better solution than maintaining two different websites.

Some websites are built only for desktop devices and fit themselves to fixed width, allowing no responsive behavior for the website. The entire website is displayed in miniature on the phone or device and users have to zoom in or scroll sideways to read. Brands with websites that shows low levels of mobile traffic or have a limited budget towards device strategy will be ok in this aspect, but for other brands, a fully responsive website is the better option.

(Friedman, 2014) Mobile websites are simplified in design but the problem comes in where designs need to be completed in a manner that it will not influence the desktop website if you have a complicated and intensive design.

Marketing and brand managers should communicate on which platforms they want the website to develop on. This will flow in with the target market research. The initial research that marketing and brand managers should investigate which platforms their main target market uses and that will give them some insights on were to get hold of them and on which platforms.

Especially with the latest trends in tablets, smart phones, desktops and laptops. Users have a wider option to access the websites and the word wide web. People want to get hold of the brand anywhere and at anytime.

Marketing and brand managers, web developers, designers and creative directors should communicate the options available in a set design. It is extremely important that these considerations be taken before the design is in place. As it will effect the design and development of the website.

Designers should make sure that the design could easily be responsive on all devices that were selected. Although marketing managers have to keep in mind that designing for a multiple devices can add up in cost.

Web developers must make sure that the website is responsive on all devices. And the functionality stay similar to what the brand and marketing managers had in plan with the initial website was.

**Grid based layouts:**

The point of responsive and interactive design is to create a satisfactory user experience, and encourage customers return to your website. This is also a very good thing for branding, as the repetition of the brand will ensure brand recognition. Motion graphics and graphics will ensure that certain information is quickly explained to the user, but cognizance must be taken that designers do not over use motion and graphics as this makes the site very busy, difficult to navigate and may make it take too long to load, chasing potential customers away.

If designers just place content randomly on the web page, you can end up with a messy and unorganized appearance, which will end up in leaving the users confused. Designers should place content into sections and columns and boxes that will line up and feel balanced. This will improve the look and feel of the overall design. Multiple fluid grids are used in responsive web design to scale a layout to the accommodated width the device it is being viewed on.

A mixed layout approach uses a fixed width for larger screens and adjusts to a fluid approach for smaller ones.

**Pattern design:**

It is important that web designers design in the F-pattern, because eye tracking studies have found that people scan content on a website in an F-pattern. This means that web users don't read everything on a page and only scan through it, stopping at relevant information. Rather than force the viewer's visual flow, effectively designed websites will work with the reader's natural behavior, displaying information in order of importance, left to right and top to bottom.

### **What is meant by the F-pattern design or flow?**

As people normally read from left to right and top to bottom, users tend to start at the left hand side and read certain sentences and then just scan through information in a F-pattern. So this means that headlines and sub headlines should be at the top left of the page, with other messaging following down in order of importance. Remembering to put the messages in this format, will help users notice certain information or key messages on the page.

### **Platform choices:**

How much control do you want over managing the website? Do you want to be able to do everything yourself, or would you prefer for your developer or IT department to manage your page and update your content? In addition, consider how often the content will change: if you post a blog article every day, it is easier and quicker to manage the website in-house, but if the content is relatively static, you can safely leave your developer to manage it.

How much hands on control you want on the website will determine if a content managed or hand built website is right for you.

### **Chapter 5: Conclusion and Recommendations:**

The website is yet a very important part of the marketing collateral. If the design is not fully discussed and strategically worked out it can have some major effects on the brand identity and jeopardising the brand image that the brand wanted to create. As the link of web design and development are interlinked with the brand identity. Brands need to make sure that they fully applied the model in their website to get maximum mileage out of the website and brand building efforts. The planning of a website has very important place and important information should not go lost by poor planning. Key messages and content like brand, marketing and sales messages should also be carefully chosen. As it will give value attributes to the brand and it's perceived associations. Through the process of information architecture information should be grouped and sorted, this should

form the basis of the selection of which navigation bar to use. The reason why it is so important is that the navigation bar will give you some structure to the website and users will feel that the company is organized and professional.. The correct images can help to build the brand, it contribute to the positioning of the brand and it's personality. International brand can benefit from this as it will give platform to show their influence around the globe. Correct typefaces can contribute to the voice of the company. It can create unique identity for the brand. As colour plays a major part in the sales and brand recognition, the correct colours will help to create a certain positioning statement for example: professionalism or innovation. Quick load time and responsiveness will show the users that the brand will offer high level of service, and are willing to get the information quick to them on any platform. Incorporating the design with other marketing collateral so that the brand consistency within the brand. Creative directors and designers must communicate to each other to make sure the brand is consistent.

The researcher also came up with certain recommendations to help key role players in this type of research or industry:

- In the initial meeting it is crucial to include the correct role players.
- It is valuable to incorporate sales teams in the initial meeting as they give valuable insights, which can help with the brand as a product.
- The right messaging can help to establish the brand associations; It will also set as a brand essence.
- Images can contribute to social media campaigns.
- Communication between all key players is very important as the design is affected by their communication in the first phases and throughout the project.
- Web developers should focus on minimising the load time to under 2 seconds.
- Designers should design in F-shape. As users get to the right source of brand messaging on a quick scan over the page.

Due to an ever-evolving world wide web, more research needed to be develop to look into the reactions on customers to the design elements and how internal communication will have on the end user.

It is so important that brands use the brand identity model and use the design elements to design and develop their websites. And ultimately create a well develop website to build their brands from strength to strength.

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