

The Web

Its Utilisation, Evaluation
and Security

Media Anugerah Ayu



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Editor

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22. A RESEARCH FRAMEWORK FOR USER CENTERED WEB DEVELOPMENT

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ABSTRACT

Web is a prominent tool in the organization in order to sustain the competitiveness globally. With the facilities available in the market and internet wise, the web development is becoming much easier to be done. However, in the organization context, the web cannot be simply developed without concerning on the user's requirements. The quality must be made and the satisfaction from the end users towards the website must be sustained. The usability of the website is vital in order to attract more customers to visit the website. It is also one of a ways to uphold competitive advantage. Therefore, the user-centred technique is considered as an appropriate technique for the organization to produce usable website.

22.1 INTRODUCTION

Nowadays, many institutions have adopted and used the website as their main mediator with the prospective students and customers. The web has been developed in static and dynamic ways to attract more potential customers to read and stay on their web page. Hence, many aspects need to be considered prior to the web development. For instance, the current content that should be placed in the website, graphics, features, colors and others that