

Usability Problems Of Low Budget Websites In The Domain Of Pet's Breeders Presentation

Viktoriya Tudoran¹, Oleh Tudoran²

1. Department of system software development, National University of Shipbuilding, ,
UKRAINE, Nikolaev, Geroev Stalingrada av., 9 E-mail: opa-viktoriya@yandex.ru

2. Miratech Group, UKRAINE, Odessa, E-mail: 2doran@ukr.net

Abstract – The usability problems of low-budget websites are described. The most possible ways of their creation were analyzed to find causes of those problems and find methods to solve them. The research was done on the base of pets breeders' websites.

Key words – website, template, constructor, low-budget development, human-computer interface, breeders' webpages, usability.

Introduction

The most private breeders, who rear popular pets (cats, dogs, rabbits etc.) in Ukraine and also all over the world don't have great enterprises with huge budget. Often such business includes only one male and two female animals. In some cases all animals belongs even to different owners, which have made an agreement. Selling of young generation two-three times a year brings a pleasant adding to family budget, but it doesn't allow to input several thousands of dollars into personal site development.

However an internet page essentially increases selling velocity. Young animals grow up very quickly, that's why is important to sell them within a period of two months. So breeders try to solve the website challenge with minimum costs. Usually the result has a strange structure, many extra elements and poor information about animals. From other hand target audience of such websites consists of people that aren't skillful computer users (pensioners, housewives, humanitarians). So they need user-friendly and clear interface.

Analysis of the cheap ways to create website

There several cheap ways to make a presentation in internet:

1. Notice boards.

Advantages: price (free or a little payment for the top placement), great amount of the board's visitors.

Disadvantages: very limited information volume, necessity to post an advert about each animal at so many boards as it is possible to receive good feedback.

2. Social networks. There are two options. Breeders may use existing popular communities. That way is similar to using notice boards advertising. The other way is to make their own community that is devoted their animals only.

Advantages: possibility of using well-worked functionality to show information and to keep contact with clients. There are much less limits than at notice boards.

Disadvantages: A community has a standard template and its main goal is not somebody presentation, but users communication. Also in their own community breeders should spend time to attract visitor.

3. Online site constructors.

Advantages: compare to the previous points constructor's templates are more flexible.

Disadvantages: Breeders usually have no knowledge and experience in website development as in work with such constructors. In spite of better flexibility the templates has their limitations.

4. Ordering website development “for 20 dollars”.

Advantages: low price and unnecessary to study new technologies.

Disadvantages: low price is connecting with using some universal templates that only are changed a little for a special domain. Developers have no enough time to understand the subject domain features.

The first two ways are usually used as additional popularizational tools to support the main information source. Websites, that are built with two other methods, have the next problems:

1. A structure doesn't take into account specificity of subject domains.
2. Page elements arrangement doesn't agree with the visual flow.
3. Design contains too much flowers, butterflies, sparks, music and other noisy elements that divert users attention from the main content.
4. Regular page mistakes with feedback.

A source of those problems is in using of the universal templates and constructors. Very often it is too complicated to change them according to a special domain (to find necessary elements and to hide extra). Constructor's creators often have no time to adjust all functional elements perfectly, because universality requires too much components.

Conclusion

The usability problem solution of low-budget websites is developing of a special domain constructor. That ensure a well-considered creation of a frame and probable pages with accounting of the domain features. Such constructors should let breeders to avoid global changes, so their function have to be only input information about themselves and their animals. The difference between websites that are made with the same instrument will be achieved by offering several frame templates, decoration design templates and, of course, individual content.

References

5. Тудоран В.А. Людино-машинна взаємодія [Текст] : навч. посібник / В.А. Тудоран; Національний університет кораблебудування. - Миколаїв, 2015. — 162 с