

4.1.8 Depth of site

The users should be encouraged to stay in the website as long as they could. This is possible only if the website can grab their attention with use of different activities and interactive solutions provided within the site.

In the WTDA website, users will not stay for a long period of time since there are not much animations or graphics used to clutch their attention.

However in Visit Abu Dhabi the webpage consist of more graphical images and videos which encourage users to research and spend the time by going through the website.

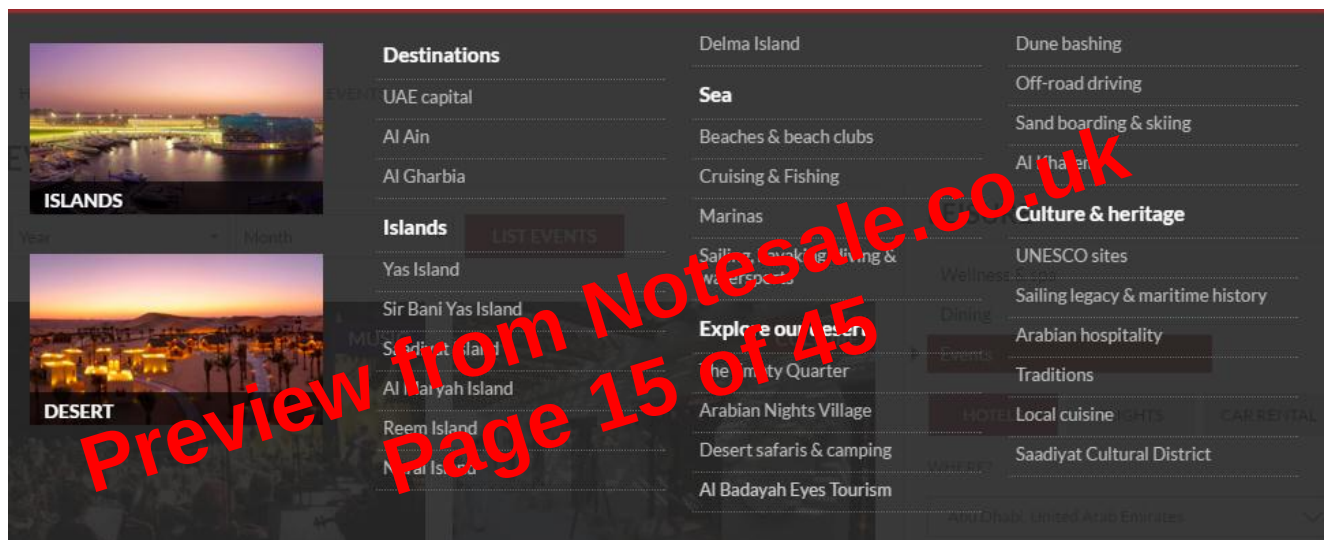


Figure 9: More graphical images used in Visit Abu Dhabi

4.2.8 Content in digestible quantity

Contents of a page should be divided, where the user is able to read easily. Using only text on a page could bore the user therefore it should be avoided. Wayamba tourism development authority site has a combination of text and images divided equally into various sub topics.

Likewise Visit Abu Dhabi too has the contents divided into various sub topics which enable the users to understand easily.

4.2.9 Up to date

It is important to publish the content which is recent and up to date. Some of the contents of Wayamba tourism website are not recent and not updated. For instance the recent posts and the tourist sites are not updated.



Figure 17: Recent posts in WTDA site

4.3 Navigation

Web navigation refers to the process of navigating a network of information resources in World Wide Web which is organized in hypertext or hypermedia. Therefore it will be easy to find information around the website. There are 9 key issues to be followed;

4.3.1 Ease of use

The navigation system should be easy to use and must provide direct access to various content and facilities on the site. Both the WTDA and Visit Abu Dhabi site has the ability of directly accessing to various content and facilities on the site.

4.3.2 Site Map

It is a list of pages of a website accessible to crawlers and users. It can be a document in any form used as a planning tool for website design or a web page that lists the pages on a web site. There are mainly two popular versions of site map. They are XML and HTML. In both WTDA and Visit Abu Dhabi they have used HTML as a site map.

4.3.3 Return to Home Page from any page

Having a Home link in every page is essential to ensure that users do not get lost and to feel more secure in navigating the site. In both WTDA and Visit Abu Dhabi site we can return to Home Page from any Page.

4.3.4 Internal Search Engine

An internal search engine can only be used to find information in a single website. This facility provides users to find what they want on a website quickly and efficiently. This is especially important in a large site with significant amount of content. In Visit Abu Dhabi site there is an internal search engine, but in WTDA there is no internal search engine.



Figure 19: Internal Search Engine of Visit Abu Dhabi

4.3.8 Navigational links visible

Navigational links should be constantly visible and consistent throughout the entire website. In both WTDA and Visit Abu Dhabi site's navigation links are clearly visible.

4.3.9 Using Frames

HTML frames are used to divide the browser window into multiple sections where each section can load a separate HTML document. Also it adds confusion to the user attempting to navigate the website. Both WTDA and Visit Abu Dhabi site does not have frames; therefore it will not confuse the user.

Preview from Notesale.co.uk
Page 28 of 45

4.4 Attractors

Attractors take hold of attention of both individuals and business to the website. This helps the website to increase the traffic to their site through positive word of mouth. A number of techniques are used to draw the attention of users. This includes:

4.4.1 Newsletters

These are an effective way of attracting users to a website. Unfortunately WTDA does not have the newsletter option where the users could receive updates on events and activities in the Wayamba region via email.

Visit Abu Dhabi does provide newsletters to its users about the latest events and activities. This help to keep the users updated about what's happening in and around Abu Dhabi. Furthermore users can subscribe to their newsletters by filling a form in few minutes.



Personal Information

First Name

Last Name

Gender ☒ Male ☐ Female

Email

Country

Age

Phone

Interested in

- ☐ Adventure
- ☐ Culture
- ☐ Family Holidays
- ☐ Food
- ☐ Golfing Holidays
- ☐ Luxure Holidays
- ☐ Museums
- ☐ Music
- ☐ Shopping
- ☐ Spa
- ☐ Getting here & around
- ☐ Weekend

Figure 23: Visit Abu Dhabi's Newsletters

4.4.2 Competitions

Displaying competitions is an effective way to increase traffic to a website. Sadly WTDA does not have any competitions displayed in their site to attract visitors to Wayamba regions especially adventure market. On the other hand Visit Abu Dhabi display all the events and competitions that take place in Abu Dhabi, thus attract more visitors to their sites.



Figure 24: 10KM Marathon swimming world cup final in Abu Dhabi

Visit Abu Dhabi offers the visitors to get a glimpse of several sporting events in the region. The above figure is an upcoming 10KM marathon swimming world cup final which will be held on the 26th of February.

4.4.3 Special offers

Special offers are an effective marketing strategy used to attract visitors. This could include discounts and free offers etc. People who use Visit Abu Dhabi could search information about hotels. These hotels give special discounts and offers during summer and festive season.

Unfortunately WTDA does not provide such special offers to its users. Therefore to improve the website performance it would be ideal and effective to include such features as well in the website in future.

4.4.4 Breaking news

Breaking News help the visitors to know about what's new in the destination. Visit Abu Dhabi provides users with breaking news about upcoming events and activities that would take place in Abu Dhabi. However WTDA does not have such facility in the webpage to update users on upcoming events.

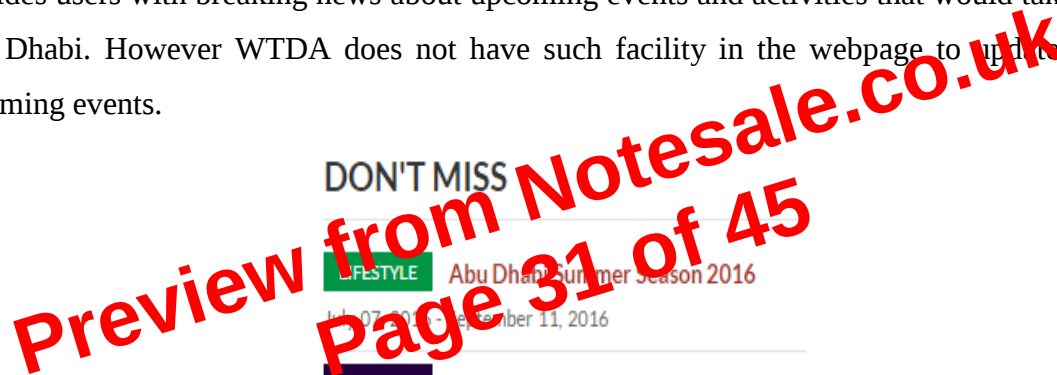


Figure 25: Breaking News in Visit Abu Dhabi