Mulimedia

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Introduction

Below are the results of research taken out to access different multimedia designs and their internal components that enable them to compete in an aggressive environment

Question One

Internet Site – The National Bank (www.nationalbank.co.nz)

Methodology

When creating a website for a large company the use of the waterfall methodology is required.

The Steps involved in the waterfall development are:

· Planning (identify scope, plan development strategies and goals.)

· Requirements analysis (what the website should do)

· Design (How the website is going to work)

· Implementation & Testing (Using the website and seeing if it works)

· Support (correcting errors, improving and enhancing)

This methodology was used because in order to produce an effective computer based application, particularly where the project is large and/or complex, schedules need to be met, costs controlled, quality maintained and specifications adhered to design methodologies will need to be followed. (Vehaart 2000)

This is evident because of the online banking that is provided by the National Bank and there need for relevant up to date information at there website which is a large project to control without the use of Planning, Analysis and Design.

Essential components

Essential components for a website (Ruth Kastenmayer Webmaster and style guide editor at Judson College (http://home.judson.edu/styleguide/contents.html)) are:

· Web page independence (Who, What, When, Where)

· User-centered design (target audience)

· Ease of navigation (clear easy to follow navigation)

· Access speed (provide users with information they want in fewest steps)

· Simplicity and consistency (easy to understand, similar setup)

· Page context, and (where you are and where the next link is going to take you)

· Functionality (ensuring things 'e.g., links' always work)

On the above components I will access the National Bank website.

When you first enter the homepage for the National Bank you are greeted with a large banner explaining what site you have entered, a list of click able links explaining what is held within, down the bottom of the page it has when the website was created but no sign of updates, all though you hope they do, and it has a tab header frame at the top of every page to take you to there homepage or other pages within their site.

This site has its target audience in mind they are Mr and Mrs Joe Bloggs and students. This is apparent through their use of image cycling on their homepage where it cycles through images of couples, singles and students and the tailor made accounts that they offer for them. The even better part is when you click on these images it takes you to the information about that account.

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