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Website Redesign with Animation

Dr. Kritika Soni[1], Mohak[2], Neha Kaushik[3], Dhruv Dhote[4], Dhruv Nigam[5], K Gopi Krishna[6]
[1,2,3,4,5,6]Faculty of Engineering and Technology
Manav Rachna International Institute of Research and Studies

Abstract:
Objective: To analyse the previous website which means the original website. Trying to make more attractive and interesting. Methods: Analyse the old website. A website redesign shouldn't just change the overall look of your website. It should enhance the ways in which it functions. Find out what is working on the current website. Building the website design plan. Added strong visual features and elements. Findings: website overall feels outdated i.e., make it more attractive and add some animated clip. Applications: the study highlighted various issues, redesign a IBM company website and you're going to see that with very small tweaks to the layout and composition and have a dramatic impact on the webs design. The first thing notice is I'm overwhelmed, right in terms of graphic design terms of hierarchies there are so many things here they just try to grab attention, there is a image, styling so that grab my attention so many things are competing for my attention that just overwhelmed so, this is not a good user experience. First thing that that we were thinking about even before trying to get into what we do they even do here on the website is how can we simplify what's going on here how can we create very clear hierarchies. We were thinking about how we can simplify this visually. A lot of times there's so many things we can do here such as illustration, 3D rendering of this, do custom photography there's so many ways to approach this. We can present it in a very interesting way

Keywords: redesign, goal, website, strategy.

I. Introduction:

Website is widely acknowledged that websites have to be usable and accessible for the widest set of users. It is a complex task that requires the organised use of design method. An important reason for website redesign is to enhance the usability and accessibility and make it more attractive for users. This result showed that the website redesigning was significantly usable and acceptable than the original. The designing for websites has been widely studied form multiple points of view, most of them have identified the factors that could determine Steps for planning a website redesign: Analysing the current website.

Steps for redesign a site: -

Step1: audit your current site.
Step2: Understand the user journey.
Step3: Set Goals.
Step4: define Strategy.
Step5: gather inspiration and analyse the completion.
Step6: craft Your content.
Step7: Start Designing.
Step8: develop your sites.
Step9: Launch your new site.

II. Justification Statement:

The website is called IBM website. These color combination, formats, UI it's look fine because in today generation or a nowadays website is very important specially after Covid-19. So, website must be creative and easy to understand. Most

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people will leave the website within the first 15 seconds if they don't understand if website id for them. After looking into this website and comparing website with other companies. What they have on this website in and found that it doesn't that much attractive and understating as compared to the other companies. So, decide to recreate and some animated clips change UI so that it look interesting and different color formats also. Colors used in previous website is just blue, black and white colors which didn't look that much interesting and attractive.

III. Software Required:

Adobe Photoshop for web user interface:

This is a software used for graphic design, image editing or digital art. Adobe photoshop provide best editing tools which help in any kind of editing and layering in used for depth and flexibility in design.it allow several color models for layers such as CMYK, RGB, lap color space, spot color etc.

Create logo- it is a best software for creating logos and you can edit and modify and layer directly without any disturbance.

Web design- create User interface with the help of adobe photoshop. Easily design any new website or redesign site. It helps to create design what's in your mind.

Mobile app- designer need photoshop for smartphones app, it helps to develop applications. It works and look more attractive and interesting.

Posters/broachers- combine multi pics and text for posters/broachers. Which make it cool and people get attracted easily and show there interest.

1. HTML (Hyper Text Markup Language):

It's not a programming language but it is used to structure webpages and display data.HTML read by web browser and tells it such as which part are header, paragraphs, links, images, footers etc. and it display according to your script.

div- most important tag which is used to division or section and easily styled by class attributes. Easily edit and use CSS on a particular layout easily with the help of class attribute.

Images(img)- images play an important role in web designing and in almost each website used images. Images make your website interesting and understandable.

Linking- this is also a most important part because in every website there are at least 4-5 links for accessing multiple web pages.

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2. CSS (Cascading Style Sheet):

It is a style sheet language which used for the presentation of a HTML page or any other markup language. It can improve accessibility, provide flexibility, control keys, reduce complexity.

CSS can be use in 3 ways:

Embedded or internal- access by adding <style> tag in the <head> section of HTML script.

Inline- applying CSS rule for Element such as elements used in <body> tag.

External- linking the HTML page to a separate CSS file and easily access elements which is used HTML page with the help of class, id etc.

3. JavaScript:

JavaScript is used in web development and its programming language. It implements dynamic features for web pages that cannot be access by HTML and CSS.

Allows to add interactive behaviour for web development such as zoon-in zoom-out images, display countdown on a site, hide or show more info etc. also create a browser game by using JavaScript.

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4. Adobe photoshop for animated clips (objects for blender):

Used for making animated clips or films, 3D printed models, also include 3D modelling, texturing, rigging, and skinning, smoking and many more. With the help of timeline, you can easily create a GIF with the help of photoshop.

IV. Flowchart for Homepage:

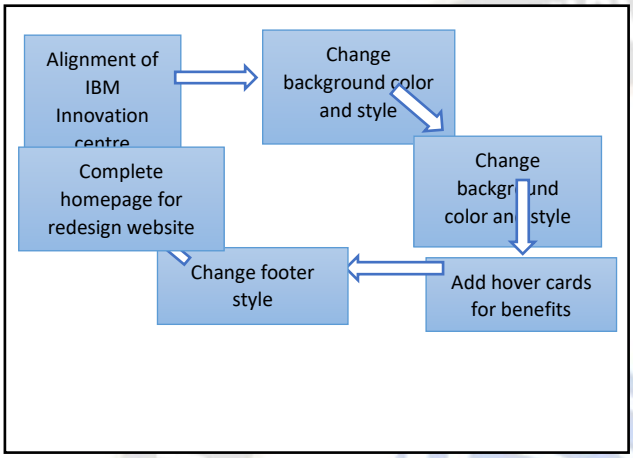

Fig: Flowchart for redesigning homepage.

Steps for designing a homepage:

Step1: change alignment for IBM innovation centre for education align it in left side.

Step2: What is IBM ICE align it in between the page and know more about IBM ICE badges should be align in bottom of the left-hand side.

Step3: Benefits of the IBM ICE program align in left side of a page. And content related to this align in right side and change all bullet points in for of hover card.

Step4: blue black and white are used for background and fonts.

Step5: footer style quite different as compared to previous one.

Animated Clips:

Clips that are used in hover cards and website for creating it more interesting and attractive. So that user wants to know about this, discussed as follows-

1.. AI+ML:

Everyday, a large number of population is at mercy of a rising technology, yet few actually understand what is it, Artificial intelligence. If you've ever browsed youtube, shopping sites Netflix movie suggestion or told Alexa to order pizza, you're probably interacting with artificial intelligence. Machine learning is one of the most exciting areas of AI, Like a human, a machine retains information and becomes smarter over time.

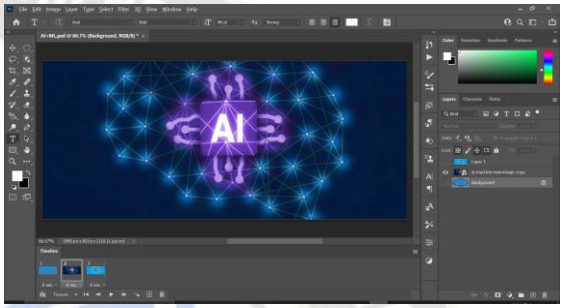

Fig: AI+ML animated clip.

2. IOT:

Internet of things is influencing are lifestyle form the way we react to the way we behave. From air conditioners that you can control with your smartphone to smart cars providing the shortest route or smart watch which is tracking your daily activity. It is giant network with connected devices, these devices gather and share data about how they are used and the environment in which they are operated.

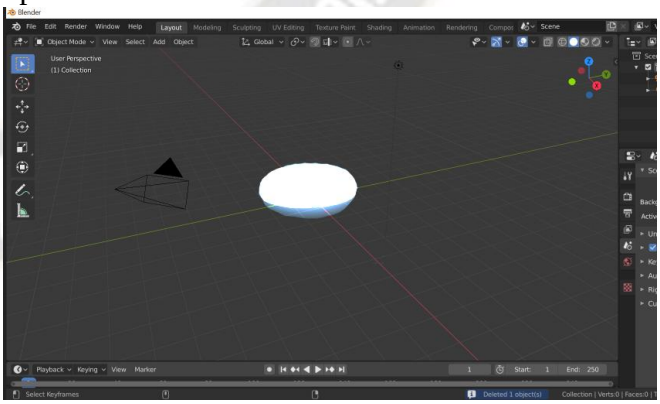

Fig: Object created for animation.

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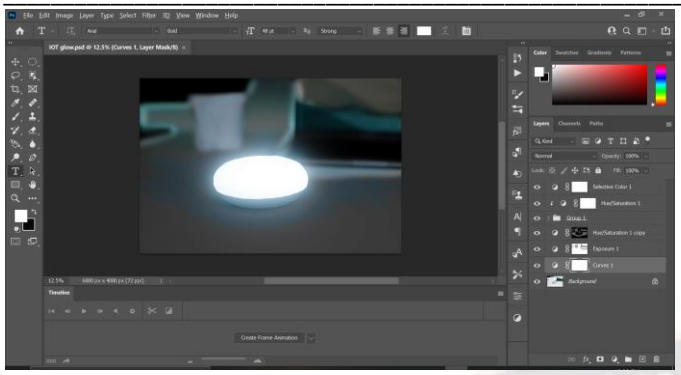

Fig: frame designing for animation clip.

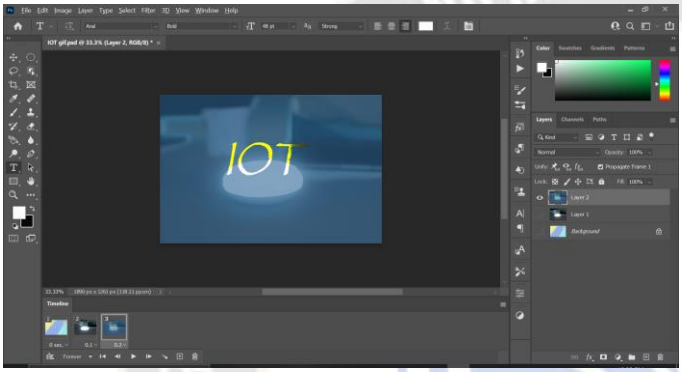

Fig.: Animated clip of IoT.

3. Cyber security and Forensic:

Cyber security is used characterize and collect all of the activities policy, processor and tools used to protect the information technology system and data i.e., core to functioning of the modern world.

Fig.: Animated clip for cyber Security and forensic.

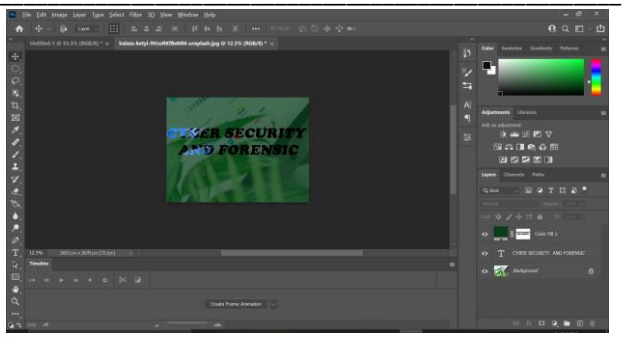

Fig.: creating frames for Animation.

5. Data Science:

Data science continues to be among the most desired career paths today, data scinece is the process of using data to find solutions/ to predict outcomes for a problem statement.

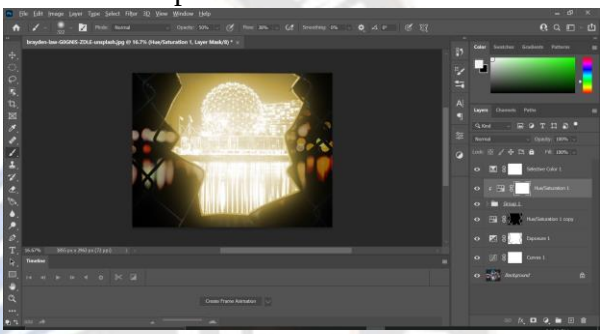

Fig.: creating frames for animation.

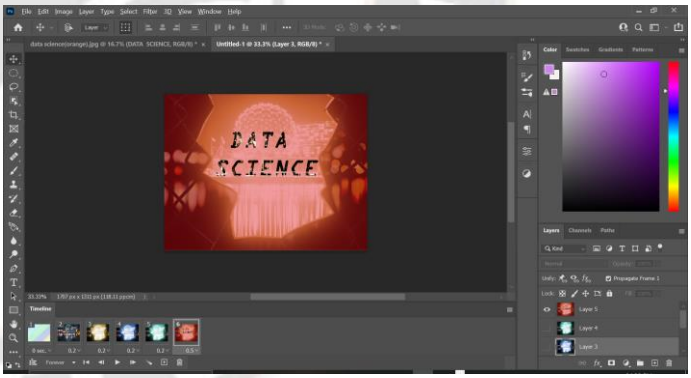

Fig.: Animated clip of data science.

5. Mobile Computing:

It is a technology that allows transmission of data, voice and a video via a computer or any wireless unable device. The main concepts involves: mobile communication, mobile hardware, mobile software.

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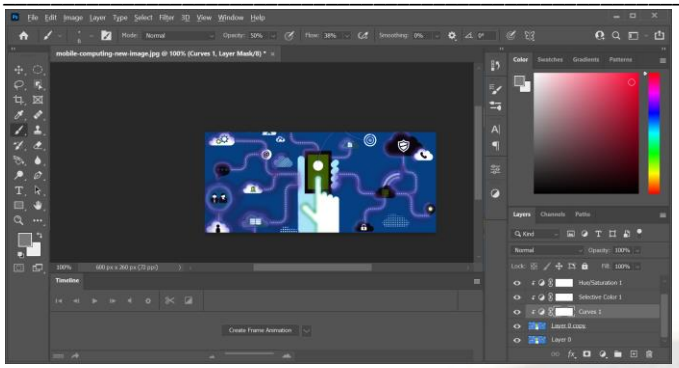

Fig.: creating frames for animation.

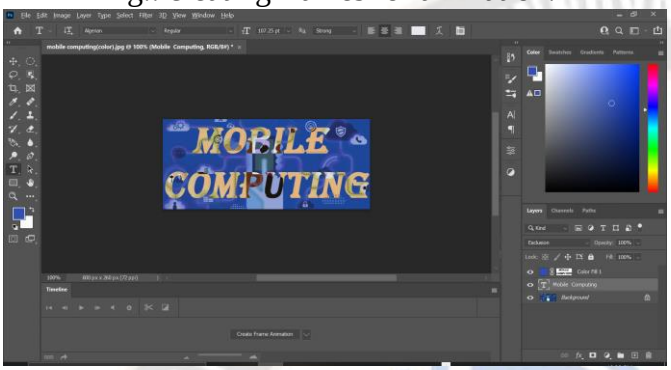

Fig.: Another frame for animation.

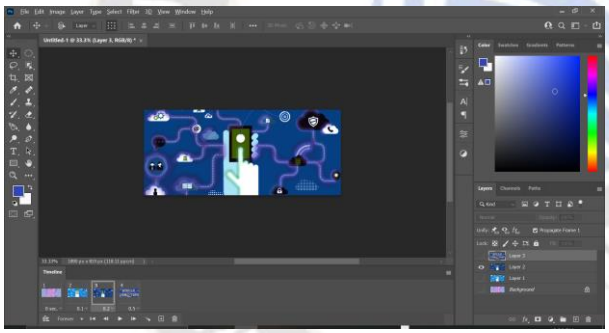

Fig.: Animated clip of Mobile Computing.

6. Mainframe technologies:

Mainframes have a lot more inputs and outputs because they're often deployed in situations they're often developed in situations where they aren't working on one massive complex problem but rather they have to process tons of smaller simpler transactions extremely quickly.

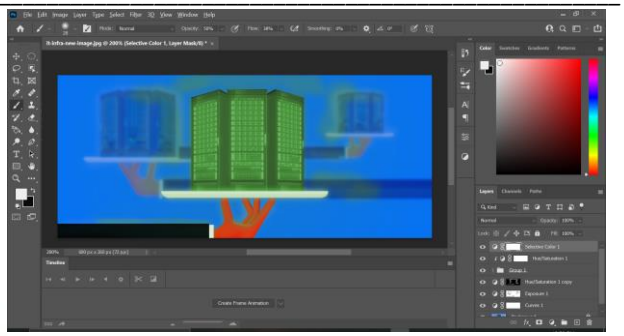

Fig.: Creating frames for animation and this object crated in blender.

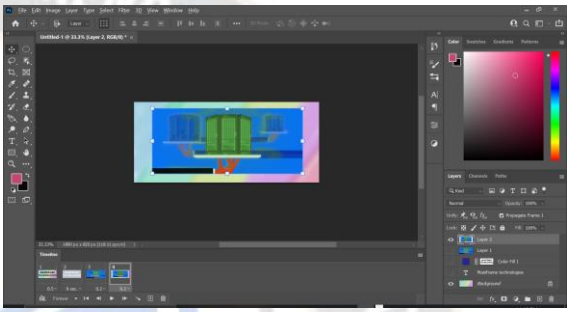

Fig.: Animated clip of mainframe technologies.

7. Cloud Computing:

It allows you to pay only for how much you use with much easier and faster provisions for scaling up or down. Cloud computing solutions are offered by cloud service providers who manage and maintain the servers saving you both money and space. It offers much better security and lets you avoid having to constantly monitor and manage security protocols. It have robust disaster recovery measures in place to ensure faster and easier data recovery. Maintained by the cloud service providers reducing your costs and resource allocation substantially so now thinking that cloud computing is better option. It refers on-demand computing services over the internet on pay-as-you-go basis.

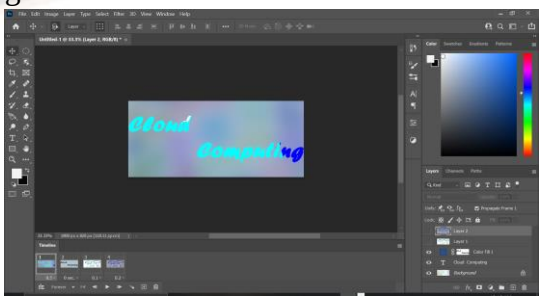

Fig.: frames and animated clip of cloud computing.

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8. Graphics and gaming:

Graphic is visual, which is associate with art, imagination and expression, involving many mediums such as drawing painting engraving or lettering given clear and explicit detail. So, graphic part is made up of visual elements, the building blocks of design.

Fig.: frames and animated clip of graphics and gaming.

9. open-source software:

At the most fundamental level it's software that's code is available for all users to inspect modify copy and use in almost any way they choose while many casual users of open-source software may never utilize this defining feature its inclusion brings with it significant philosophical and developmental implications.

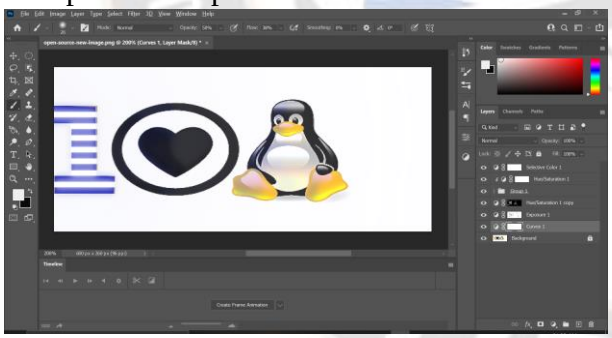

Fig.: creating frames for animation of open-source software.

10. IT Infrastructure management:

Infrastructure manager as the name suggest the infrastructure manager is responsible for all of IT infrastructure in a business, they may work very closely with other IT managers sort of position within a business they could have for example a service desk manager they could have an operations manager that could be other IT managers security manager perhaps reporting into a central IT director.

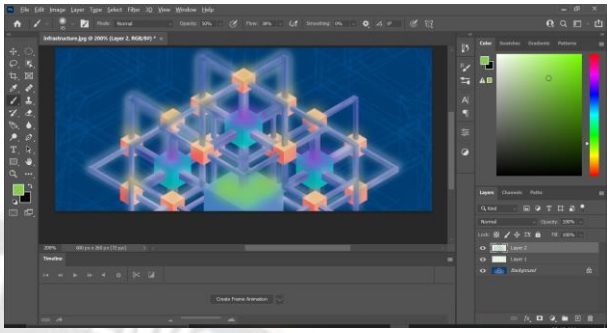

Fig.: developing frames for animation.

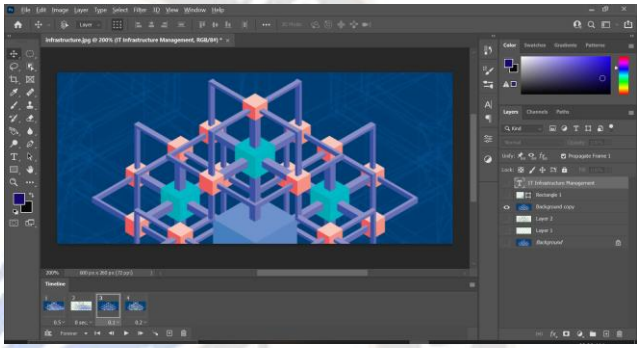

Fig: animated clip of IT infrastructure management.

11. eCommerce Retail and Automation.

Automation is the largely automatic equipment in a system of manufacturing, developing, or other production processes. This typically includes the use of PLCs, smart homes, sensors, robots, and motors among many other things depending on the automated process. Almost any process can automate, it can save time and money to automate an industrial process. It also helps eliminate human error.

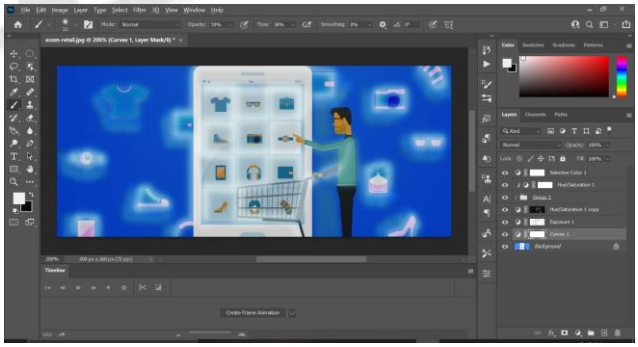

Fig.: creating frame for animated clip.

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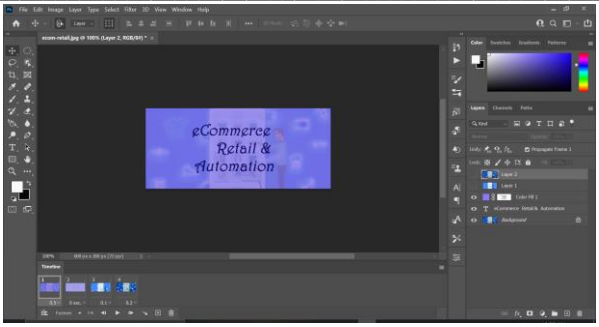

Fig.: animated clip of eCommerce retail and automation.

12. BFSI:

BFSI i.e., banking, financial services and insurance it's a very fast-growing industry in India but the reason being that the product penetration of these products with insurance mutual fund retail loans credit card digital banking or even bank accounts is very low in India compared to the develop nations and on the other hand incomes level are rising.

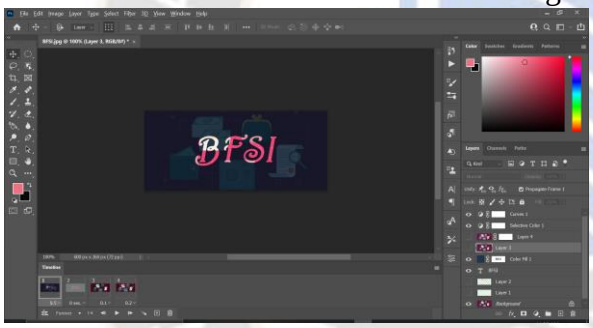

Fig.: BSFI frames and animated clip.

13. Healthcare Informatics:

As technology continues to develop and regulations shift toward digital record-keeping. Technology is becoming increasingly important in the healthcare field with this growth comes the need from employees who can manage healthcare technology and information systems. The hardware and software that help medical facilities run and the information technology that helps facilities collect maintain and protected digital records.

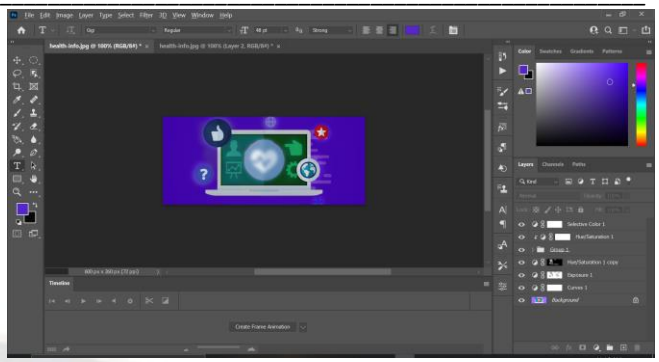

Fig.: designing frames for animated clip.

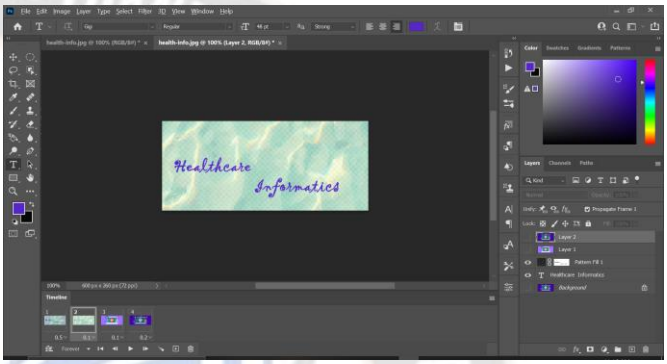

Fig.: healthcare informatics animated clip.

14. Business Analytics:

At a basic level analytics our goal is to turn data and sometimes lots of it into meaningful business insights something that can help us grow and improve our business that's really all it is. However, it's never quite this simple so, in analytics often it looks something like this we get lot of suspect data that requires plenty of cleaning and scrubbing. Before it can even prove useful and after we do our analytics not all the output is helpful some of it's just noise as we call it can be a real challenge.

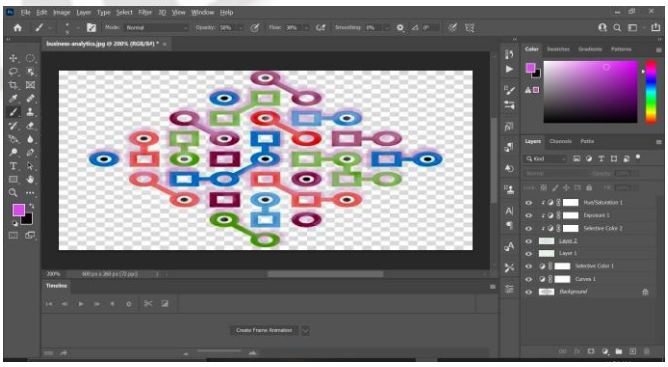

Fig.: designing frames for animation of business analytics.

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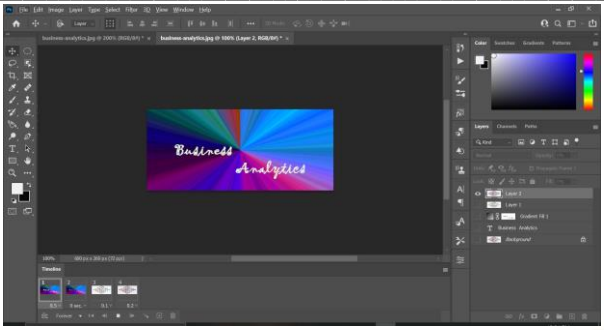

Fig.: business Analytics animated clip.

15. Telecom Informatics:

Telecom informatics deal with system satellite, TV, a radar navigation etc. It is a technique that consists of training a message from one point to another this message may be voice, video, memes or anything else. Generally, with the possibility of ping bit direction that is the receiver can respond for example, tell in a telephone call you can talk to the receiver and the receiver can talk back to you that can happen also in a videoconference etc.

Fig.: Frames that are used in animated clip.

Fig.: animated clip of telecom informatics.

14. Oil and gas Informatics:

The oil and gas sector is one of the renowned, most rewarding sectors in the world the largest volume products of the sector are fuel oil and gasoline which provide the world 7 billion people with 60 of their daily energy needs as fuels they keep us warm in cold weather and cool in hot weather, they cook our food and heat our water. They generate electricity and power our appliances and takes us to places near and far by car, bus, train, ship or planes. The industry is made up of an extensive variety of operations from exploration, extraction, refining to transportation and marketing.

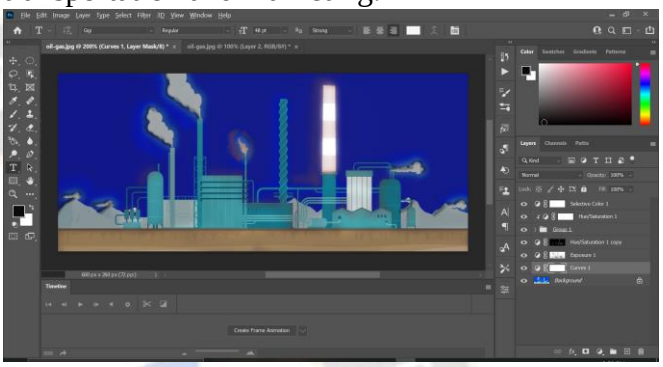

Fig.: Frames that are used in animated clip of oil gas informatics.

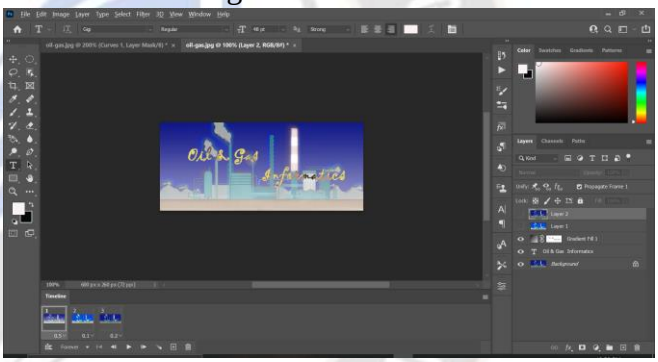

Fig. oil and gas informatics animated clip.

15. IBM ICE Academic Partners:

Animated clip used in banner of this page. And designed with the help of blender and photoshop. Multiple frames are used to develop/design animated clip. Used multiple coloring for this animation.

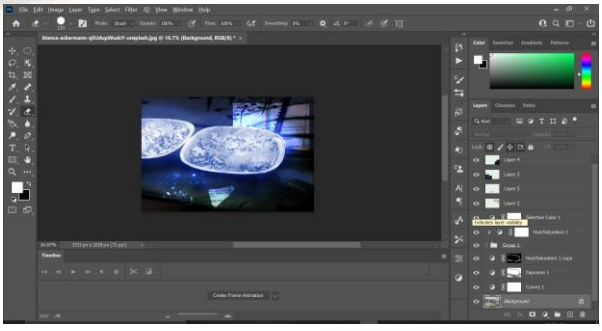

Fig.: frames used in animation clip.

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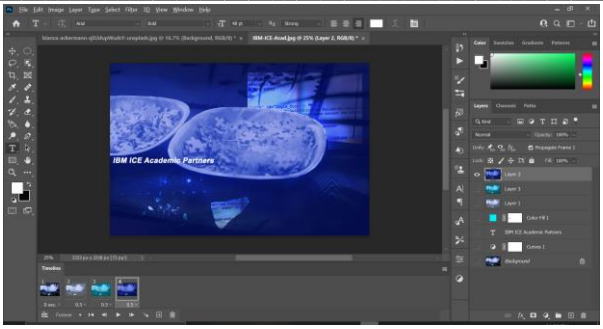

Fig.: animated clip of IBM ICE Academic Partners.

How do you know that you need to redesign a website?

There are lots of reason for redesigning a website, but the basic reason is that this website looks outdated, overwhelmed and another reason is competitors redesigned their sites which help them to improve their work. In this digital word this is a best way to connect with people worldwide, share any information, and a live quality life. Most of the people spend their lots of time on internet it could be for buying a product, using services, reading blogs, entertaining websites, business etc. and this to access quickly and easy way of communicating information.

Websites represent your business or your organization:

It is imperative to have a website nowadays in order to be successful on the internet in filtrated word. The companies that do not have websites are only losing out to the competition. It is important that make website instantly attractive and highly informative.

A website gives the opportunity to tell customers about your business and services:

The days when you had to send letters or mailers or make a long ad film to showcase what you offer to customers. Websites are the virtual front desk for business online and it is important that you let customer know what exactly that you can do for them.

Website not only advertises your product or gives information about your business but also help in sale and profit of the business:

Website also serves to build your business and improve sales. You can build your content in such a way to build your business. Build content in such a way that it ranks among top ten of search engine results. This increases the chances of people visiting site every day.

V. Conclusion:

Before starting site redesign project, be clear why you are redesigning it. Audit your site before starting with the redesign project. This would tell you or help you that what needs to stay and what needs to change. Once you know that why you are redesigning any website or project, you may identify a competitive agency for the task. You would need to shadow them in the project. Create a roadmap with your agencies, which help around the entire redesign project so that you can track the progress across different stages. Photoshop is an amazing tool for creating UI because it makes more interesting web design.

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