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An Internet based information resource for marketing purposes with specific reference to Interior Design

A thesis

by

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Abstract

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Title:	An Internet based information resource for marketing purposes with specific reference to Interior Design.

This thesis reports on issues to consider when building a web site to serve as a marketing tool and as a channel for communication. Background regarding the Program in Interior Design is provided. The needs and characteristics of the target group are provided to substantiate the need for such a product. In order to build a web site of this nature, knowledge of the principles for design, development and production is imperative as well as a clear understanding of marketing and communication on the WWW. The different phases of the development process, these being analysis, design and development, are discussed.

The evaluation process, where formative- and summative evaluation was applicable, is described. A single questionnaire completed by four sample groups was used to obtain relevant information regarding the prototype web site. The questionnaire was divided into four different sections being layout, navigation, content, and communication. The findings are presented and described in detail. Conclusions in terms of the findings are discussed.

It was found that a web site of this nature can serve as an effective marketing tool and that it can provide functional communication facilities. Recommendations for the improvement of the product as well as general recommendations for similar development are made.

Key words: Future Trends Research Laboratory, Virtual workshop, Program in Interior Design, marketing tool, communication facility, web site, multimedia, information needs.

Samevatting

Kandidaat:	Maryke Meter
Promotor:	Prof. Dr. J.C. Cronjé
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Titel	'n Internet gebaseerde inligtingshulpmiddel vir bemarkingsdoeleindes met spesifieke verwysing na Interieurontwerp.

In hierdie verhandeling word verslag gedoen oor vraagstukke wat na vore kom tydens die ontwerp van 'n webwerf om te dien as 'n bemarkingsmeganisme asook 'n kanaal vir kommunikasie. Agtergrond met betrekking tot die Program in Interieurontwerp word verskaf. Die behoeftes en eienskappe van die teikengroep word verskaf om sodoende die behoefte aan sodanige produk te bevestig. Kennis van die beginsels vir die ontwerp, ontwikkeling en produksie van die produk is noodsaaklik, asook 'n duidelike begrip van bemarking en kommunikasie op die Wêreldwye Web. Die verskillende fases in die ontwikkelingsproses, naamlik analise, ontwerp en ontwikkeling, word beskryf.

Die evalueringsproses waar formatiewe en summatiewe evaluering van toepassing is, word beskryf. 'n Enkele vraelys wat deur vier monster groepe voltooi is, is gebruik om relevante inligting aangaande die prototipe webwerf in te win. Die vraelys is verdeel in vier verskillende onderafdelings syne uitleg, navigasie, inhoud en kommunikasie. Die bevindinge word aangebied en in detail beskryf. Aanbevelings in terme van die bevindinge word bespreek.

Daar is bevind dat so 'n produk kan dien as 'n effektiewe bemarkingsmeganisme en dat dit funksionele kommunikasiekanale kan voorsien. Aanbevelings vir die verbetering van die produk, asook vir soortgelyke ontwikkeling, word gemaak.

Sleutelwoorde: "Future Trends" Laboratorium,Virtuele werkswinkel, Program in Interieurontwerp, bemarkingsmeganisme, kommunikasiefasiliteit, webwerf, multimedia, inligtingsbehoeftes.

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