Chapter 4 - Recommendations

4.1   <u>Recommendations for Executive Level:</u>

Create a Creative Organizational Culture: Creativity is crucial for any organization. As leaders, executives must thrive to build a culture that allows free expression of ideas. This free expression of thoughts and ideas ultimately helps an organization to build an organizational culture that promotes creativity (Stroklund, 2007).

At the most visible level, culture of an organization consists of artifacts which are the physical manifestations of an organizational culture (Kinicki, &Fugate, 2018). New York: McGraw-Hill Education, p 548) so Create an office environment with artifacts and office design layout which have visible clues to show appreciation for creativity.

Encourage Cross Communication among Individuals and Teams: Researches suggests that teams and individuals possess the power to influences each other which leads to shaping up of individual beliefs and behaviors. Executives must encourage and endorse an environment of trust, open communication and knowledge sharing (Magni, Angst, &Agarwal, 2012).

Strategies to promote communication among employees can stimulate information sharing and help the company benefit from employees who work hand in hand to achieve a shared goal (Stroklund, 2007). An environment of team ship focused on constant interaction between teams and different roles will allow team members to work together towards the same goal of achieving website success.

Emphasize on Importance of Interaction Designs Features for the Future : Executives must be farsighted and should have the capability to evaluate trends of market and future. In the fast paced world of today, solid grounds of success for an organization rely on actions taken by it to develop and support innovation. Organizations must look at their current and future projects to evaluate what better could be done with more efficiency for a successful future (Stroklund, 2007). This leads to the importance of Interaction Design for it being the future and the most wanted skill for website development in the recent ages due to due influx of smart devices in the market.

Encourage Teams to Create Websites with a Competitive Edge: Executives must motivate teams to work hard and create a competitive edge from their competitors. With businesses becoming more and more competitive each day, organizations must seek ways to set themselves apart from others in the industry. With growing speed of businesses going international and global, organizations must ensure differentiation to ensure that their products stand out (Stroklund, 2007). Non-effective and non-attractive website can result in loosing potential and existing users who can instantly be compelled to move towards a competitor.

4.2   Recommendations for Managerial Level:

Introduce Personas as Real Characters: User Personas, having the capability to serve as a solid platform through which different project teams and designers can sync their work with user goals and needs and for being a process that is used as an input for all other design processes, requires to be as realistic as possible in order to lead a website to success (Guenther, 2006). Managers must work on building personalities of their Persona character in the minds of your teams to allow them to think more realistically about them rather than taking them as fiction characters.

Encourage Graphic Designers to Create Novelty: Novelty allows designs to become more attractive. A thorough process for developing and expressing of novel ideas, can be a key to the success for any organization (Stroklund, 2007) therefore Managers must encourage novelty in designs and encourage graphic designers to create something that hasn't been created before to improve interest of users and attract the user on first interaction with the website.

Create a Balanced Approach Towards Design:

- A website perceived to be too complex - results in uncertainty

- Website with no/zero complexity - results in boredom

Very low or high intensity - results in website that is less attractive for the users (Jiang, Wang, Tan, &Yu, 2016). Managers must ensure that the design elements of a website unite and are not too complex and offer a balanced blend of complexity and intensity.

4.3   Recommendation for Operational Level

Allocate/Shift Budget Towards Website Creation and Enhancement as a Choice for Marketing Appeal: Tailoring a website to appeal a particular target audience is monitored to be as effective as personalizing print and television advertising messages. In fact, websites prove to be more cost efficient and therefor more feasible (Chingching, 2012). Therefore, it is wise for the operational level managers to allocate good budget for creation and maintenance of a professional website for businesses.

4.4   Recommendations for Other Industries

Recommendations for Businesses - Corporate Image Creation: Websites play an important role in shaping up brand personalities. These Brand Personalities influence relationships between the consumer and the brand (Chingching, 2012). Businesses must focus on building and maintaining brand images as a non-effective website/nonprofessional website can damage your already established brand image

Recommendations for Business - Ensure Delivery of Right/Productive Message: Any form of expression (deliberate or unintentional) on the screen has the power to communicate. Ensure that visual communication is structured to convey the right and effective message across the website (Thorlacius, 2007). Businesses therefore must invest in a proper and professional website as impression of a professional, timely, and high-quality website causes a consumer to infer positive beliefs, which in turn induce initial trust on your business

Recommendations for Online Businesses - Trust Building: The fact that an initial experience with an inaccurate website can cause a consumer to infer negative beliefs about the e-retailer emphasizes on the fact that businesses need a professional, timely and high in quality website in order to ensure that the consumer infers a positive belief about the retailer which leads to trust (Karimov, Brengman, &Van Hove, 2011).

Recommendations for Recruitment Agencies:
- This research can help recruiters establish better job descriptions for the UX Managers and help organizations create a pool of individual/performers with special skillset for the success of websites

- As this study shows that Information architecture professional requires great problem-solving ability. Recruiters can now develop testing mechanism for potential candidate for assessment of the problem-solving ability