



Internet Design

Creating Effective Web Sites



Internet Design: Creating Effective Web Sites

The Internet is becoming more than just a place to cruise chat rooms or find the information you need to complete a project. Companies, although initially skeptical, cannot overlook the fact that the Internet provides a cost-effective means to reach multitudes of current or potential internal and external customers. Products are now being sold in cyberspace and there is a growing trend to provide services, particularly customer support services, on the Internet. Many companies have established corporate web sites. Unfortunately, customers are not always happy with the results. The big question still remains: 'How to build a web-site that works?'

This interactive and hands-on workshop will:

- Introduce you to the various types of items that can be incorporated successfully into a web site.
- Review with you the basics of good on-line screen design and how to avoid customer dissatisfaction
- Demonstrate what works and does not work
- Teach you how to develop a simple, but effective, web site - including site prototyping and testing

Workshop participants do not require any knowledge of HTML and HTML will not be taught in this workshop.

Workshop evaluations and further information is available on the web at www.logicalprocess.com, or through email at info@logicalprocess.com

