PRACTICAL LESSON

Lecture 14: Planning, Organizing & Managing a Corporate Website

Website Concept, Structure, Design, Development & Optimization | PhD., Elbek Khodjaniyazov | 90 min

Section	Activity	Time
Part 1	Website Concepts & Classification Quiz	10 min
Part 2	Website Structure Design Workshop	15 min
Part 3	UI/UX Design Audit — Find the Errors	20 min
Part 4	Corporate Website Plan — Case Study	25 min
Part 5	Team Roles & Responsibilities	10 min
Part 6	Discussion & Reflection	10 min

Part 1: Website Concepts & Classification Quiz (10 min)

Section A: Fill in the Blanks

Complete using terms from the lecture.

1. A corporate website performs five key functions: it serves as a _____ tool, a customer _____ platform, an official _____ source, an online _____ (e-commerce), and a digital space for building _____.

2. The six stages of website development are: (1) _____, (2) _____, (3) _____, (4) _____, (5) _____, (6) _____.

3. UX stands for _____ and focuses on _____. UI stands for _____ and focuses on _____.

4. The lecture states that users should be able to reach any desired page within _____ clicks — this is known as the _____ rule.

5. The four technical processes in website development are: domain _____, hosting _____, implementing _____ measures, and creating _____ responsiveness.

Section B: Website Classification Matching

Match each website type to its best description:

Website Type	Best Description
A. Landing Page	1. A site where users buy and sell among themselves
B. Corporate Portal	2. A focused single-page site designed to convert visitors on one offer
C. Blog	3. A comprehensive internal/external platform for a large organisation
D. C2C Platform	4. A site with regularly published articles around a specific topic
E. Static Site	5. A site whose content changes dynamically based on user interaction
F. Dynamic Site	6. A site with fixed content that does not change until manually updated

Answers: A=___, B=___, C=___, D=___, E=___, F=___

Part 2: Website Structure Design Workshop (15 min)

Individual Task

> Business: 'AgroUz' — a Tashkent-based company selling agricultural equipment, seeds, and fertilisers to farmers across Uzbekistan. They want to build a new corporate website. Target audiences: small farmers, large agribusinesses, and international buyers.

Task 1: Define the Purpose

Before designing the structure, define the purpose. Answer these questions for AgroUz:

What is the primary goal of the website? _____

Who are the three target audiences and what does each need from the site?

_____

What action should every page lead users toward?

_____

Task 2: Design the Navigation Structure (Tree Architecture)

Create a tree structure for the AgroUz website. List the main menu sections and at least 2 sub-pages under each:

Main Menu Section	Sub-page 1	Sub-page 2	Sub-page 3 (optional)
Home			
Products / Catalogue			

Contact			

Apply the 3-click rule: Can a user reach the product order page in 3 clicks from the home page? Map the click path:

Click 1: _____

Click 2: _____

Click 3: ARRIVE AT: _____

Part 3: UI/UX Design Audit — Find the Errors (20 min)

Group Activity (3–4 students)

The lecture lists 6 common design errors found on corporate websites. For each error below, describe what it looks like in practice, explain WHY it is harmful to the user, and write how you would fix it.

Design Error	What It Looks Like in Practice	Why It Harms the User	The Fix
Outdated information			
Complex navigation			
Incorrect colours (poor contrast)			
404 errors (broken links)			
Intrusive advertising banners			
Excessive animation			

Real-World Application:

Visit any Uzbek government or business website on your phone RIGHT NOW. Spend 3 minutes using it. List TWO design errors you actually encounter and score the overall UX out of 10:

Website visited: _____
Error 1 found: _____
Error 2 found: _____
UX score: ____ / 10 Biggest reason for this score:
_____

Part 4: Corporate Website Plan — Case Study (25 min)

Group Activity (3–4 students)

> SCENARIO: 'Shamsiya Textiles' is a mid-sized Uzbek textile company in Namangan producing silk fabrics and traditional national garments. They currently have NO website — only a Telegram channel with 1,200 followers. The CEO wants a corporate website within 3 months. Budget: $2,000 total (one-time). Goal: attract international wholesale buyers.

6. Complete the pre-development planning stage using the lecture framework:

Planning Element	Your Answer for Shamsiya Textiles
Primary website purpose (1 sentence)	
Primary target audience (be specific)	
Secondary target audience	
Website type that best fits their needs	
3 SMART goals for the website in year 1	
Main competitor websites to analyse	
Key content sections needed (list 5)	

7. Plan the 6-stage website development process for Shamsiya Textiles. For each stage, write the specific action and who is responsible:

Stage	Specific Action for Shamsiya Textiles	Responsible Role	Timeline
1. Research & Idea Generation			Week 1–2
2. Concept & Content Development			Week 2–3
3. Creating Site Structure			Week 3
4. Visual Design			Week 4–5

5. Coding & Programming			Week 5–8
6. Testing & Publishing			Week 9–10

8. The team for a small business project may be 1–2 people covering all roles. For Shamsiya Textiles' $2,000 budget, which roles can be combined and which need dedicated specialists? Complete the team plan:

Role	Needed? (Yes/No)	Can Be Combined With...	Cost Estimate
Web Designer			
UI/UX Designer			
Web Developer			
Content Manager			
Web Marketer (SEO)			
Web Administrator			
TOTAL			$2,000

Part 5: Team Roles & Responsibilities (10 min)

Individual Task

Match each task to the correct specialist. Use: Web Marketer, Web Designer, UI/UX Designer, Webmaster, Web Developer, Web Administrator, Content Manager

Task	Specialist Responsible
Write and publish blog articles and product descriptions	
Build the back-end database and server logic	
Design wireframes and user flow for the checkout process	
Create the colour palette, logo integration, and visual style	
Monitor server uptime and fix 404 errors	
Run Google Ads campaigns and track SEO keyword rankings	
Manage user accounts, permissions, and security updates	
Conduct usability testing with real users	
Design the homepage layout and visual elements	

Ensure the site loads in under 3 seconds	

Part 6: Discussion & Reflection (10 min)

- The lecture says a corporate website is 'the organization's virtual identity.' A Telegram channel or Instagram page can perform many of the same functions at zero cost. Why should a business invest in a proper corporate website rather than just using social media?

- The 3-click rule says any desired page should be reachable in 3 clicks. Test this on a well-known Uzbek retail website right now. Did it pass? What does this reveal about user experience priorities in Uzbek digital business?

- For small businesses in Uzbekistan with budgets under $500, which website type would you recommend — a custom-built site, a WordPress site, or an Uzum/Shopify store — and why? What are the trade-offs?

Key Concepts Summary

Concept	Definition	Business Importance
Corporate Website	Collection of pages forming a company's online presence	Primary digital identity — more trusted than social media alone
Tree Architecture	Hierarchical page structure (Home > Category > Page)	Makes navigation logical and SEO-friendly
UI (User Interface)	Visual design: colours, fonts, layout elements	Creates first impression — affects bounce rate immediately
UX (User Experience)	How intuitive and enjoyable the site is to use	Determines whether users complete desired actions
3-Click Rule	Any page reachable within 3 clicks from homepage	Reduces frustration; increases conversion
SEO in Web Mgmt	Ongoing optimisation of titles, URLs, content, metadata	Drives long-term organic traffic without paid ads
Technical Maintenance	Regular checks of speed, links, forms, server	Prevents lost customers due to errors or downtime

Homework Assignment

Choose any Uzbek company that does NOT yet have a proper corporate website (they may only have Instagram or Telegram). Write a 1-page 'Website Proposal' covering: (1) the company's business goals and why a website would serve them better than social media alone, (2) the 5 most important

sections the website should have and why, (3) a recommended team structure for their budget, (4) the ONE design principle from the lecture they must prioritise and why. Due: next class.

Student Name: _____ Date: _____ Grade: _____