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Course

Date

Reflections on the Lessons from Chapters 11 and 12

In chapter 11, the author used the case of the airline he had booked to emphasize the importance and the manner of communication that companies needed to use on their websites. To satisfy his curiosity, he went to the airline's website to check their views about the impending strike having been concerned that it could affect his flight. Unfortunately, the writer found no information about the strike on the website which led to the loss of his trust to the company. From the observation in this chapter, the initial response is that the organization did not acknowledge the value of communicating to its customers in regards to developments that affected them directly. In essence, the airline's failure to communicate about the strike was a disappointment that could influence its reception despite the quality of the website which could make it lose clients. Possibly, a company loses a customer due to the broken goodwill and the attachment developed about the brand. It is worth noting that a business website's communication is crucial because some clients are often highly skeptical of any negative news. However, a good website's message builds consumers' confidence further making them more loyal. From my point of view, any information hidden from clientele can lose their faith in a business. Further, it is important to understand that customers avoid visiting highly crowded sites because they are likely to experience difficulties in finding the specific information. Therefore, it is imperative that businesses build their clientele trust through continued communication and ensure that they have easy-maneuvered websites.

In chapter 12, the author explores the sensitive issue of accessibility for both ordinary people and those with disabilities such as sight impairment. Over the years, website developers and the companies that own and use the sites have known the importance of accessibility. However, some businesses have still failed to adopt the change citing the reason that the returns do not merit the expense. On that point, it is crucial to note that even for the person without any form of disability, noticing the accessibility features needed by people with disabilities leaves an impression of the company's concern. Another case comparable to the availability of website user-friendliness features is provisions for people with disabilities at a business premise, which communicates that the enterprise cares for everyone. From a carefully reflective perspective, it is inconsiderate of companies to develop websites that are inaccessible to different groups due to the lack of the exceptional features needed by visitors with special needs. On the same line of thought, every corporation should either aspire to create or update its sites to improve their usability and test them to ensure that they offer pleasant experiences to the users. Consequently, the people will see that individuals with disabilities are considered and that they can use the site in the same way the others do and draw similar benefits. Notably, the features of an accessible website discussed in the chapter highlight the areas that every business should start addressing showing that it cares for all clients. Therefore, regarding websites being the digital error platform for building and maintaining clientele, every business should ensure friendliness in accessibility of its traffics.