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Important Aspects in Web Design

Case Study: A Website for the Jewish community in Finland

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Abstract

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The purpose of this research was to understand how to create a website that is attractive and engaging to viewers. Since there are many design elements and many different approaches, it is easy to get confused in your approach and make simple mistakes. Secondly, it is about who the website should be of use to, namely the Jews living in Finland and the Jewish community, and therefore it is helpful to understand what type of website should be created. This case study highlights the important theories that any designer must consider in order to create a successful website as well as its legislation. The steps and the way the theories were implemented, as well as their quality, were analyzed using interviews and the database of viewers, which answers the research question.

Keywords: Engagement, website design, Judaism, legislation

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Glossary

B2B	Business to Business
B2C	Business to Consumer
CSS	Cascading Style Sheets, are used to style and layout web pages.
C2C	Consumer to Consumer
GDPR	Regulations for the collection, use, and storage of personal information are set by the General Data Protection Regulation.
KPI	Key Performance Indicators
Parashot/weekly Parasha	A weekly section of the Torah that is read in the synagogue.
PD	Public Domain
SALT	Salts are random data that are embedded into one-way functions that hash data, such as passwords.
Torah	Is the Old Testament, usually referred to the 5 books of Moses.

1 Introduction

Communication and the Internet are a big part of our daily life, people use the Internet for all types of reasons, whether if it is for E-commerce (electronic commerce), services, sales, database and so on. Digitalization has increased so much that *“there were 5.41 million internet users in Finland in January 2023. Finland’s internet penetration rate stood at 97.7 percent of the total population at the start of 2023.”* (Kemp. 2023) While *“As of January 2023, there were 5.16 billion internet users worldwide, which is 64.4 percent of the global population. Of this total, 4.76 billion, or 59.4 percent of the world’s population, were social media users.”* (Taylor. 2023)

There are many effective ways to use the Internet to engage an audience, such as creating social events online, emails, blogs and more. One of the most successful ways to reach an audience via the Internet can be achieved by creating a website. A website has many advantages, such as: engaging the audience in different locations at the same time, containing videos, books and in this particular case also Parasha materials (Jewish religious materials). The viewer can choose a language he finds more comfortable to read and learn from, and people can visit it whenever they have time and find a lot of material easily.

A website for learning Judaism can be a great help to the Jewish community in Finland. Nowadays, the Jewish community in Helsinki consists of around 1800 people, of whom 1400 live in Helsinki and the rest live in cities surrounding Helsinki. The main Jewish synagogue is located in Malminkatu 26, Helsinki. (Short History of the Finnish Jewry)

Many other Jews are scattered in Finland, and they have small groups for religious practices and studies, such as in Turku, where around 200 Jews live and have a small synagogue. That said, it is good to know that some people just come for a few Jewish ceremonies while they are not members of the

Jewish community, which means that there are more Jews in Finland than the given numbers.

Even though the main synagogue and community are in the center of Helsinki, not everyone is able to live near it. It is difficult to reach all the community members through weekly lessons (Jews usually learn at least once a week together in a group about a certain subject, it can be online or face-to-face study). Thankfully, an effective and relatively cheap way to reach the community is via online technology such as a website.

The Jewish community in Finland is small and many lack knowledge about their religion, so it has been the author's objective to create a simple yet engaging website to provide religious material and increase the community's knowledge of their religion. The website can easily be spread through the media, for example: WhatsApp, Facebook, Instagram, or even word of mouth and other group chats.

To reach this goal of designing and developing an engaging website for the Jewish community, one needs to learn about the different possible approaches for it and then use the best fit for that type of site. Before designing a website, it is important to understand the goal of the site, the audience, and research the best way to provide value for them.

The main struggle would be to create everything in Finnish, it is important and will be done in the future, because the audience always prefers to read in a language they are used to. Unfortunately, there is a limited amount of Jewish religious material in that language. This will change once more learning material is gathered in one place, such as a website.

In many religions, colours have symbolic meanings. Some colours create a sense of trust and attract users subconsciously, leading to their continued use of the website, this will be explained broadly later.

People want to receive the information they look for easily. When the audience finds a website that has the needed material, they want to navigate it with ease. Once those elements are implemented in a website, Jews will be attracted to it and intend to learn from it or use it in their studies. It will affect their behaviour of using the website as it is easy, comfortable and trustworthy, which would result in a continuous use of the website.

1.1 Research Questions and Objectives

This thesis's objective is to understand how to create an attractive and engaging website for the Jewish community in Finland. Therefore, following on from the main objective the main question is about web design and the visitor's relationship to the site.

The crucial question is **'how to create an engaging website?'**

A better understanding of the meaning would be understood by the sub-questions:

- What are the main elements designers would need to use for creating an attractive and engaging website?
- What is the impact of a website design towards its audience?
- How to measure if a website is successful?
- What legal aspects must be remembered?

From this, one can learn the important design elements and could implement the provided theories. Also, the attractive design and legal aspects of the digital market will be given. By understanding this research study, one can enhance

his/her public engagement with their website and implement ideas/theories that are missing.

It is also important for designers to comprehend the legal aspects when making a website, as they could accidentally use images or sentences that do not belong to them, which is plagiarism or some similar legal offence.

2 Literature Review

In order to determine how to create an engaging website for an audience, it is necessary to review marketing literature and theories as well as the marketing department role in the design and development of a website.

The stages of this creation were made into steps in order to accomplish the results of the study: consumer persona, consumer decision making and their journey is the beginning, following that a search for the right site builder (company) that can comply with the requests, learn and implement design methods, to find material with legal use, to construct methods to study in the site, and lastly, to publish and show awareness to the public.

Before a site is constructed, one needs to figure out who would be the consumers/audience, and then to understand the consumer's behaviour theory towards it, which can easily affect the connection of the public to that website. The design of every website has a big impact on its audience and from that, a relationship is examined. Learning theories and concepts could help a designer to find the idea to attract their society segments to their website.

Key elements of website design are first to be learned, as there is no specific way to design a website, after that the study of different types of theories can enhance the idea of the model, type, and structure that would be used in a website creation.

2.1 Marketing

The task of website design is a part of the marketing departments duties, which creates materials that can engage current and potential customers while promoting the company's online presence. Marketing is the process of communicating to clients and customers a solution to their problems. It is a way

to show the value of a product or service to the clients who can use them.
(Chaffey & Chadwick. 2016)

“The aim of marketing as a discipline is to ensure that customers will conduct exchanges with the marketer’s organisation rather than with the other ‘stallholders’ or key competitors. To do this effectively, marketers must provide those customers with what they want to buy, at prices that represent value for money in the most convenient way possible.” (Blythe, Martin 2019:2)

Kotler and Armstrong (2021:22) define marketing in the following way:

“Marketing is engaging customers and managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering value and satisfaction.”

Marketers are uniquely positioned to help steer a brand’s future directions since they interact with the consumer experiences. As a result, technology marketers cannot just focus on the product alone and merely interact with customers transactionally. To build strong relationship with the brand, companies must create immersive, full-on experiences for customers. (Lewnes & Keller. 2019)

The mission and objectives of the company are defined in the strategic plan. Marketing mix management is an effective marketing strategy that revolves around product, price, place, and promotion which can be controlled. Marketing mix and customer-driven marketing are the two major activities involved (Chaffey & Chadwick. 2016). *“The goal is to create value for customers and build profitable customer relationships. Next comes marketing strategy—the marketing logic by which the company hopes to create this customer value and achieve these profitable relationships. The company decides which customers it will serve (segmentation and targeting) and how (differentiation and positioning). It identifies the total market and then divides it into smaller segments, selects the most promising segments, and focuses on serving and satisfying the customers in these segments.”* (Kotler & Armstrong. 2021:68)

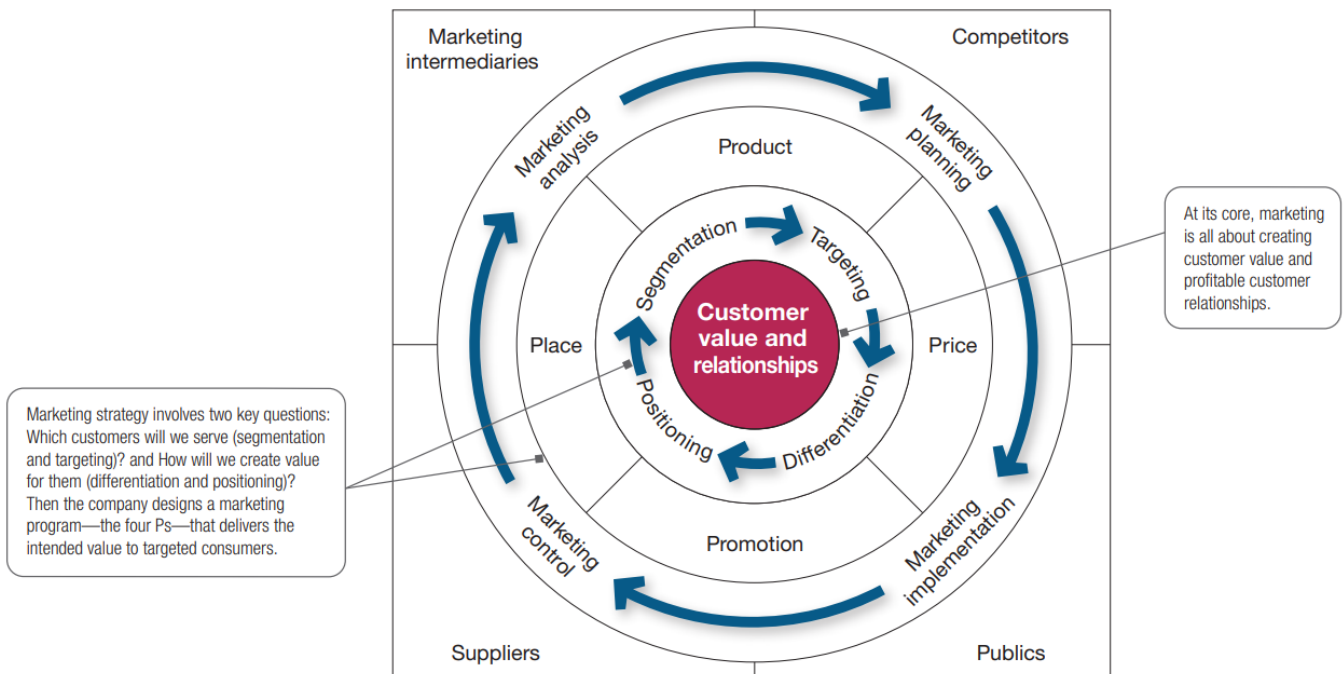


Figure 1. Managing Marketing Strategies and the Marketing Mix. Kotler & Armstrong. 2021:68

A company's marketing strategy influences how it designs a marketing mix that incorporates factors under its control, including product, price, place, and promotion. An organization analyses, plans, implements, and controls its marketing strategies and mixes in order to determine the most effective marketing mix and strategy. By observing and adapting to the actors and forces in the marketing environment, the company stays competitive in the market. (Chaffey & Chadwick. 2016)

“Today’s digital technologies, from websites and smartphone apps to the explosion of social media, have empowered consumers and made marketing a truly two-way affair. Thus, in addition to customer relationship management, today’s marketers must also deal effectively with customer-managed relationships.” (Kotler & Armstrong. 2021:30)

2.2 Consumer Behaviour

Normally, before building a website, a designer would look at the audience and find the best way to reach and communicate with them. The marketing team needs to assist the designer in understanding fully who the customer is and what are their needs.

“Achieving marketing objectives relies on informing, persuading and reminding users as well as sustaining traffic, that is attracting the casual surfer to linger and revisit the site. Given the competition for the user’s attention as well as the shift to consumer-controlled interaction, it is important to understand the factors that might lead users to stay or move away from a site.” (Moss, Gunn & Heller. 2006:329)

Digital marketers must become aware of their customer's unique characteristics and the way they interact with different digital marketing channels in order to gain a better understanding of their online behaviour, because people use digital platforms in different ways.

“Research has identified that there are many factors which influence online behaviour (Keen et al. 2004) and over time the market segments that use the Internet and digital services has changed significantly, so it is important for digital markets (a) to be aware of important behaviour variables, and (b) to understand how to model online consumer behaviour.” (Chaffey & Chadwick. 2016:76)

2.2.1 Consumer Persona

“A persona is a technique for representing a segment of a user, audience, or customer population as one person. Conceptually, personas build on the concept of user segmentation, traditionally employed in the field of advertising. Personas present user segments in a manner that most people can relate to—another

person. This fictitious person embodies all (or most of) the users (i.e., people) in a segment.” (Jansen et al. 2021:3)

Customers can be profiled based on their interests, frustrations, and motivations, which can be incorporated into a customer persona, as the image illustrates. (Gilliland. 2017)



PERSONA NAME			
	Profile summary: Personality: Interests/behaviours:		Media/brands:
	Motivations:	Frustrations:	Influences: 
Age: Occupation: Status: Location: Archetype:			

Figure 2. How to create a customer persona (Gilliland. 2017)

Creating personas is an important part of analysing a marketplace to develop customer-centric strategies, campaigns and company presences. In recent years, companies that have applied the technique have found it to be successful in improving website design as well as segmentation and advertising. (Chaffey & Chadwick. 2016)

The use of customer personas reveals insights into customer decisions and helps companies understand their audiences' needs and wants - their specific attitudes, journeys, concerns, and decision-making processes (Gilliland. 2017). Even so, it is not sufficient to simply profile customers as it does not provide enough information. Companies can tap into the market in the right way when they have the right insights about what their customers think, and thus start the consumer decision-making process.

2.2.2 Consumer Decision-Making

“Marketing researchers and human behaviour experts suggest that customers go through a five-stage decision-making process for making any kind of purchase decision. The researchers opine that the customer buying process for the first-time buyer always starts with the five stages of knowledge gaining and acting on the knowledge so gained by him.” (Kapoor & Madichie. 2012:237)

When consumers recognize a problem, they typically search for solutions online starting with a search engine like Google, ultimately finding a website with a solution. As one can see in the diagram (Figure 3) bellow, consumers move from identifying the need of a problem to searching (Kapoor & Madichie. 2012). *“As of March 2023, 60.67% of all website traffic comes from people using mobile devices”, while “92.3% of internet users access the internet using a mobile phone.” (Howarth. 2023).* This shows that it is important for the website to be designed also for mobile use.

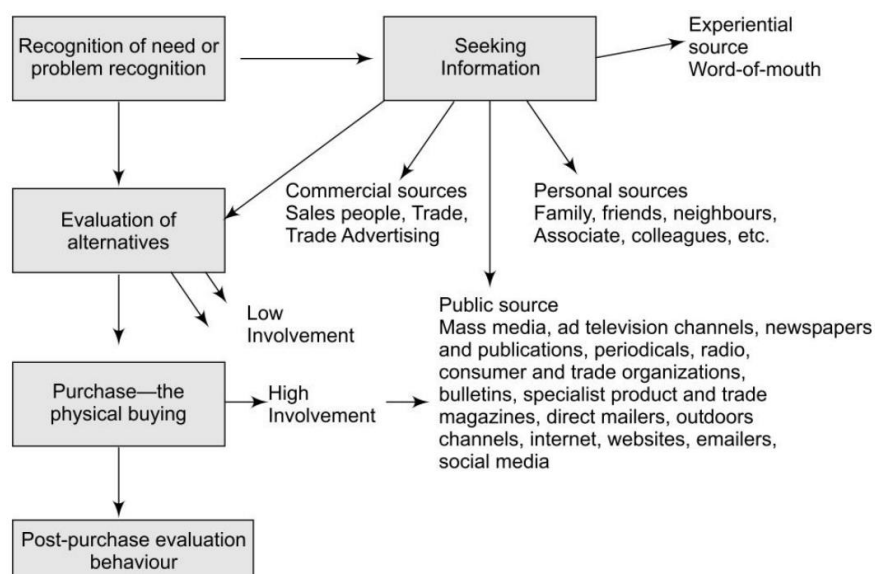


Figure 3. Stages of Consumer Buying Decision-Making Process. (Kapoor & Madichie. 2012:238)

It may be possible for marketers to help consumers move through the overall buyer decision process by studying it. In a marketing campaign, advertising messages might be used to trigger a need for a new product and show how the product solves the problems of customers, it can occur when the customers do not buy it because they do not see a need for it. The product must be changed, or consumer perceptions must be altered if customers are not buying due to unfavourable attitudes toward the product/service. (Kapoor & Madichie. 2012)

As consumers use different websites and apps, these are the consumer touchpoints that they use throughout the decision-making process, from searching to buying. As a result, marketing designers can create marketing journey maps.

2.2.3 Consumer Journey

Consumers undergo a decision-making process and journey while solving problems that includes speaking with people, searching the internet, looking in apps, and calling companies. The touchpoints present the phases of the consumers, which are: awareness, consideration, intent, purchase, loyalty, and advocacy. Therefore, Businesses must consider where their touchpoints on websites, social media, and apps connect with customers during this journey. (Chaffey & Chadwick. 2016)

“A brand is a name, term, sign, symbol, or design or a combination of these that identifies the maker or seller of a product or service.” (Kotler and Armstrong. 2021:240) If a brand is absent from the consumer's mind, it presents an awareness problem. Therefore, the company needs to expand its presence and design a better layout for the consumer in order to enter the journey and the options of evaluating as the diagram presents. (Kotler and Armstrong. 2021)

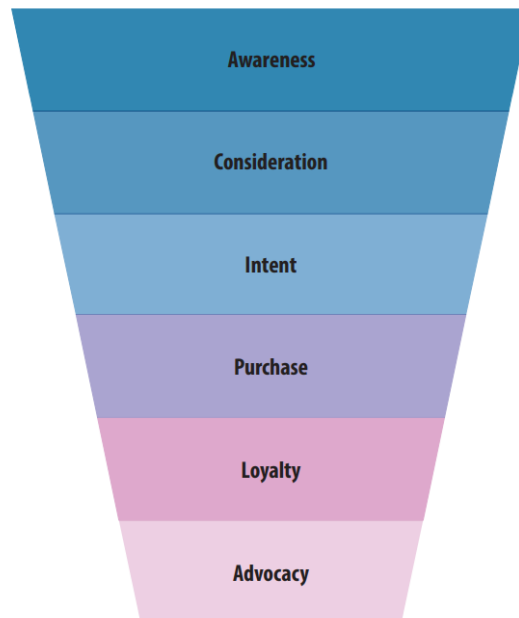


Figure 4. A typical marketing funnel showing progression through the customer journey. (Kalbach. 2021:297)

“The decision to make a purchase is typically seen as a funnel (Figure 11-9). The exact phases or steps along the way can vary, depending on how the funnel is conceived. The metaphor suggests that people enter into a wide opening and get funnelled into making a purchase. But at various points decisions to leave the process can be made, thereby reducing the number of people that continue all the way to conversion.” (Kalbach. 2021:296)

Companies are trying to understand who their customers are, where they are in the journey, and how to communicate with them based on their stage of the journey, which is the idea of a customer journey. The company designs and develops websites, apps, or other types of content and connects it to where the consumer is in the purchase journey, interacting and assisting them as they progress down the journey. (Chaffey & Chadwick. 2016)

“The marketer’s goal is to deeply understand the ongoing customer journey, mapping customer touch points and experiences in detail. By understanding the customer journey, marketers can work to create brand experiences that will result

in positive purchase behaviour, engagement, and brand advocacy over time."
(Kotler and Armstrong. 2021:175)

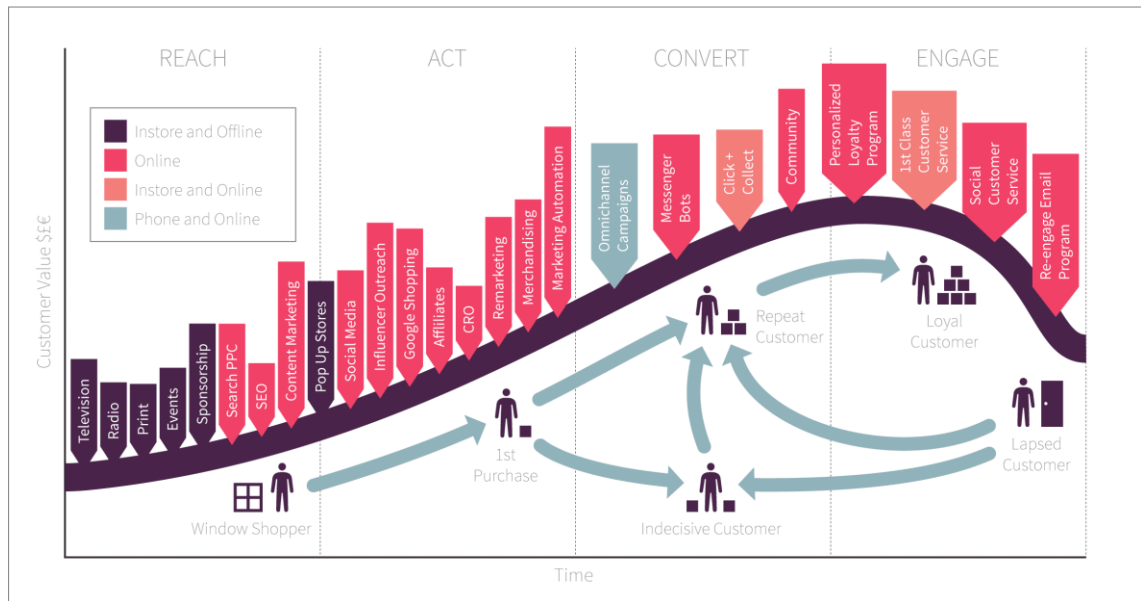


Figure 5. consumer's journey (Allen. 2016)

Figure 5 illustrates how a first-time buyer can either become a lapsed customer or become a devoted one depending on their experience in the second half of the customer journey, the crucial engagement stage, which maps 25 different marketing, advertising, user experience, and customer support related activities across a given customer's journey. (Allen. 2016)

It goes without saying that there are a wide variety of customers and potential customer journey maps, for example, Boag in 2020 suggests dividing the consumer's journey into 'discovery', 'research', 'purchase', 'delivery' and 'after sales' along with defining the questions that are needed to be answered. This makes it beneficial for a designer to comprehend the context of consumers, as it presents a clearer understanding of the user's motivations and background.

After knowing the way of approaching the consumer and understanding their journey, the more practical elements of the website are taken place for the

designer's mind. This consists of different design theories and the ways to practice them.

2.3 Website Design Theories and Practice

To communicate thoughtfully and to provide clear messages to viewers, designers need to understand theories. *“One of the biggest concerns among usability professionals is the time it takes users to scan the page for the information they want, be it a piece of content, a link to another page, or a form field. The design should not be a hindrance; it should act as a conduit between the user and the information.”* (Beaird, Walker & George. 2020)

There are different approaches for designing a website, as every designer has a different purpose for it and regards the type of site which it would be used for. *“Websites are classified into three main groups and seven sub-groups. These are i) commercial websites including B2B, B2C, and C2C, ii) service websites including self-service websites, information websites, entertainment websites, and communication websites, and iii) mixed type websites.”* (Cebi. 2012:1031)

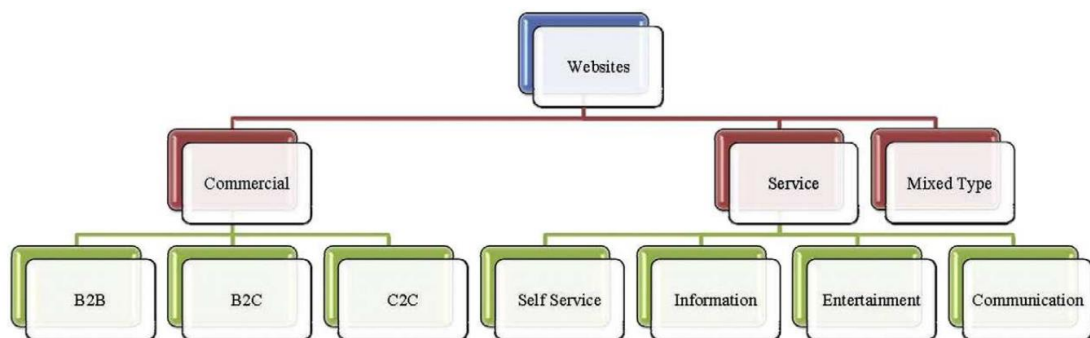


Figure 6. Classification of Websites (Cebi, 2012:1031)

There are many theories for designers, but depending on the website type, the overall theories of design can be reduced to those which would be useful to that type of site. Nevertheless, for every website the main foundations would include different design elements, as it is designed around the customer journey.

2.3.1 Design Elements

“All designs should incorporate design patterns that are well understood by users and have a strong utilization of the principles and elements of design, as well as a singular approach to accomplishing the business goals of the design.” (DiFeterici. 2012)

There are diverse studies and articles that describe the key elements of a website in different ways, but not all agree upon the importance of some key elements. Some explain that beauty, creativity, and inspiration are important aspects for designers (DiFeterici. 2012). Palmer believes that the most important elements come from the strong connection between web design and its performance, which create the following elements: *“download delay, navigability, site content, interactivity, and responsiveness.”* (Palmer. 2002).

Nielsen has researched the design principles to find out the main elements which are needed. He believes that there are many important elements, but the main ones are navigation, response time, trust and credibility, and content. (Nielsen 1993. Nielsen & Loranger. 2006). Later, Nielsen (2012) explains usability as a quality attribute for websites, which consists of 5 elements: learnability, efficiency, memorability (easy to remember how to navigate on the website), errors (typing mistakes in the content), and satisfaction. Basically, *“On the Web, usability is a necessary condition for survival. If a website is difficult to use, people leave... There are plenty of other websites available; leaving is the first line of defense when users encounter a difficulty.”* (Nielsen. 2012)

In a study, conducted by Garrett, Chiu, Zhang and Young (2016), some of these elements were analysed and seven elements were determined as crucial for a well-designed website, each of these elements is then defined for what consists within them. By looking at the elements in this way, it will be easier for the reader to comprehend the idea of design and achieve the implementation one aims for.

These elements have been put to the test and their success has been described in the article. Here is a table of design elements that the authors found crucial in their research:

Table 1. Definitions of Key Elements. (Garett, Chiu, Zhang, Young. 2016:10-11)

Key Elements	Definition
Navigation	<ul style="list-style-type: none"> • Salient menu/navigation bar • Consistency of navigation bar • Aids for navigation (e.g., visible links) • Easy access to web pages (e.g., no excessive backtracking/clicks and reach through multiple pathways) • Search features • Users feel in control/ease of managing
Graphical Representation	<ul style="list-style-type: none"> • Inclusion of images • Size and resolution of images • Multimedia content (e.g., animation or audio) • Colour, font, and size of text • Distinct logos and icons • Visual attractiveness/layout • Colour schemes • Effective use of white space/avoid visual overload • Minimizing loading time for visual elements
Organization	<ul style="list-style-type: none"> • Cognitive mapping/architecture • Understandable structure • Logical organization • Hierarchical/sequencing organization • Systematic information arrangement and categorization • Consistency • Meaningful labels/headings/titles • Keywords
Content Utility	<ul style="list-style-type: none"> • Sufficient amount of information to attract repeat visitors

	<ul style="list-style-type: none"> • Arousal/motivation (keep visitors interested and further explore the site) • Content quality • Current/up-to-date information • Relevant to the purpose of the website • Users' needs and requirements/perceived utility
Purpose	<ul style="list-style-type: none"> • Unique identity • Intended purpose of visiting/expectations • Type of interaction • Organizational attractiveness • Visible brand/contact and organization information • Information about service policy
Simplicity	<ul style="list-style-type: none"> • Simple subject headings • Transparency of information (reduce search time) • Website design optimized for computer screens • Uncluttered layout • Consistency in design throughout the website • Ease of using (including first time users) • Minimize redundant features • Easily understandable features/functions
Readability	<ul style="list-style-type: none"> • Easy to read • Well-written • Grammatically correct • Understandable • Appropriate amount of content on each page/readable blocks • Reading level appropriate content

In order to understand the described elements better, here is a home-page picture from the website Sefaria.org, in which the details of the elements that were described above can be found:

The screenshot shows the Sefaria website interface. At the top, there is a navigation bar with the Sefaria logo and links for Texts, Topics, Community, and Donate. On the right, there is a search bar, a 'Log in' button, a 'Sign up' button, and a globe icon. The main content area is titled 'Browse the Library' and features a grid of ten text categories, each with a title, a brief description, and a horizontal line separator. The categories are: Tanakh, Mishnah, Talmud, Midrash, Halakhah, Kabbalah, Liturgy, Jewish Thought, Tosefta, and Chasidut. To the right of the grid is a sidebar titled 'A Living Library of Torah' which includes a paragraph about Sefaria's mission, a 'Translations' section listing various languages, and a 'Learning Schedules' section with weekly Torah portions and Haftarah readings.

Figure 7. A Living Library of Torah

Even though there have been changes in the nature of design as technology advances, the basic principles of website design continue to stay the same.

Through those discussed elements, it is possible to see that the design elements vary. To allow the users to reach easily for the information they are seeking, easy navigation is crucial along with the vital links. The graphics, layout, structure and related contents offer comfort of use (Beaird, Walker & George. 2020)

The colours used in a website have a great impact on the design. It is important to identify colours that mix in an attractive way.

2.3.2 Colour Theory

Colour Theory examines how colour affects humans, while the combination of colours, layout, fonts, and other design elements impact one's trust or loyalty of the website. Thus, the colour design will have an impact on user's relationship

with a website or even online banking systems. (Rosen & Purinton, 2004)
 The theory explains the artistic vision which can be found in the design elements, graphic art, images and their layout, thus exiting the normal traditional understanding of it. (Rosen & Purinton, 2004)

"A lower contrast between the background and foreground colors has been shown to make a marketed web page easier to remember" (Golubović et al 2022). Colour themes, also known as colour harmonies, are known as the best approach to making colour combinations that offer desirable effects to the design. (Lavier. 2018)

The complementation of colours is formed by using colours that are on the opposite side of the colour wheel spectrum. This creates an intriguing look to the site, as it offers easy-to-read text and outlook. The colours have a special effect on the website's design, as they can bring an emotional impact on the audience. (Mirza, 2023)

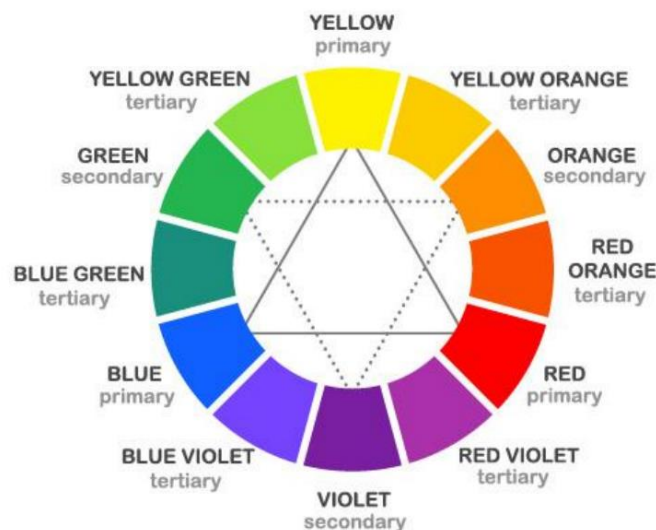


Figure 8. The Colour Wheel (Mirza, 2023:944)

Here are 3 ways that a website can benefit from this theory:

1. *A website with good colour choices make the customer linger on their sites longer.*
2. *The colour choices send a message of the brand philosophy and the level of sophistication the website-owning company wants to display.*

3. *Colour palette encourage visitors to buy the product, albeit subconsciously, that is portrayed on their site.*" (Mirza. 2023)

Throughout history, many have researched the effects of colours and their effect in different scenarios. There is one type of colour wheel, but some change its shades of colours, as within the colour wheel there can be many different variants over the colours, which provide a foundation for colour combinations. These can be implemented into designs, and artistic views on the net which establishes harmonious use of colour. (Westland et al 2007:6-7)

It is possible to find some of the different terms of theories of colour use (by Lavier, 2018):

Monochromatic colour harmony - where colours are chosen with the same or nearly the same hue.

Analogous harmony - where colours are chosen with similar hues.

Complementary colour harmony - this is always represented as referring to opposite colours on a hue circle.

Split-complementary harmony - where there are basically three colours, with two being either side of the complement of the third in the hue circle.

Triad triadic colour harmony - three colours whose hues are each separate by about 120 degrees in the hue circle."

In the article "Colour appeal in website design within and across cultures: A multi-method evaluation" (Cyr, Head & Larios. 2010) the authors present a model which tests the impact of website colour on the audience trust and online loyalty (also known as E-loyalty). Once the trust or satisfaction of the audience is achieved, it can lead towards E-loyalty, this is made by the relation of website design colours to its content. Also, this model can analyze the different influences of colour schemes, colour appeal, trust and satisfaction in different websites, while cultural differences can also be used. These details will be explained better by using the following figure:

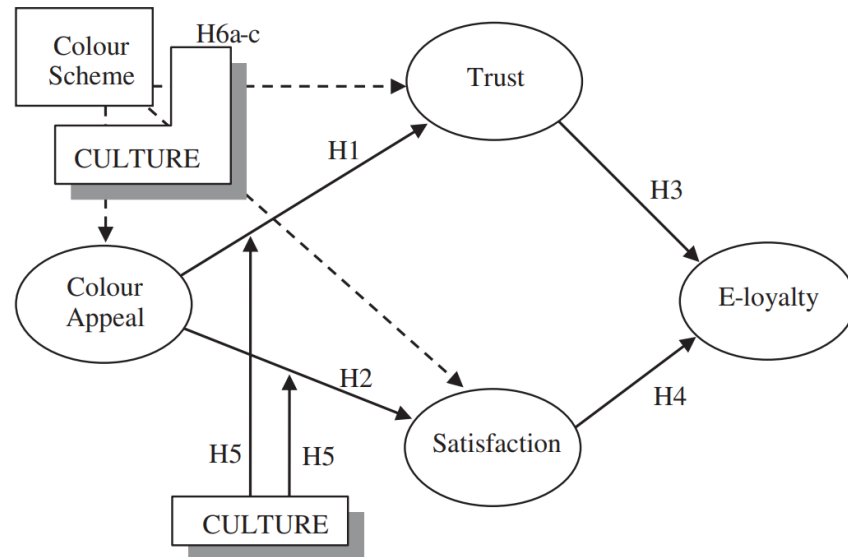


Figure 9. Proposed research model. (Cyr, Head & Larios. 2010:3)

"There is evidence that sensory stimuli such as music, colour and lighting can influence the amount of time and money which a shopper spends in a retail establishment" (Rosen & Purinton. 2004)

Many researchers have checked the success of this theory. In the article "comparative analysis of the influence of color on customers' trust towards websites in the fields of online banking and cryptocurrency trading" they explain the method by using a survey based on the Likert scale. In that data of gender, age, educational level and others were taken, with that they explored and measured statistically the responses towards different online banking colours and the results show the different trust levels towards each website (Golubovic et al 2022).

Once the website's specific elements and colours are identified, it is important to keep in mind the legal issues that a designer might forget about when creating a website, because without this, the work that was put into creating a website could fail.

2.3.3 Website Legislations

Websites are one of the primary communication channels between organizations and the public, so there are several legal requirements that apply to them. For a web designer, it is important to know the legal requirements when building a website, because a legal mistake could cause a lot of trouble.

“Cookie consents, disclaimers, and privacy policies represent a tiny fracture of the many legal requirements that websites must adhere to.” (Olivo & Neville. 2022)

Here are some key facts that are important for every website designer to follow (taken from Olivo & Neville. 2022):

Cookie Consent Notices - website creates a small file on the user's device during their visit and it can track visits on the website.

Privacy Policies and Data Storage Disclosure - Inform users how their data is collected, handled, and processed by the site.

Plagiarism and Copyright Laws – this can include content/images copies and more.

HTTPS for E-commerce (Hyper-Text Transfer Protocol Secure) - user's web browser sends information safely to a website using this system.

Terms & Conditions - describes the site's usage rules.

GDPR (General Data Protection Regulation) – *“websites in the EU and drawing traffic from EU citizens must ensure that personal data is gathered and stored legally and under strict conditions. Sites are required to protect that data from misuse and exploitation and must notify users of any data breach. Sites also must respect the privacy rights of data owners.” (Olivo, Neville. 2022)*

On the other hand, there are ways and licenses which could be used on a website. One can ask and receive written permission from the owners of a website in order to use or quote or different material that they possess. Another possibility is to use licenses that permit the use of the material to some extent, such as: Public Domain (PD), Creative Commons Attribution-NonCommercial

(CC-BY-NC), Creative Commons (CCO) and others. The legislation and terms of the licenses can be found with more information in Appendix (1).

As the legislations are set, the website contents and ease of use it being 'tested'. In order to examine if the audience would use the website, the technology of acceptance model provides the steps to reach this goal.

A really good website should consider all these theories. After a website has been launched companies use different matrixes to find whether their website is successful, such as bounce rate matrix (though its less used lately), key performance indicators (KPI), and more. With these, companies check the success, as whether the colours work for this type of site, the placement of the links and so on and later usually go through trial and fix.

3 Methodology

“Research methodology is a method to solve the research problem systematically. It involves gathering data, use of statistical techniques, interpretations, and drawing conclusions about the research data. It is a blueprint, which is followed to complete the study. It is similar to builders' blueprint for building a house.” (Murthy & Bhojanna. 2008)

The purpose of this chapter is to identify and describe existing types of research methodology and to justify the selection of the chosen method for this case study. Furthermore, the limitations will be listed to help understand how they may affect the results. Finally, a description of the data analysis will be provided.

In order to present the answer to the thesis question, it is first necessary to know the different types of research and use one of them or a combination of them to reach the results.

3.1 Types of Research Methodology

Research design in marketing may fit into one of the following three categories, depending on the general research questions (Pedamkar):

Exploratory research - prioritizes insights and ideas over accurate data collection. The method provides a flexible way to analyse an approach, yet it does not provide definitive solution to the problem.

Descriptive research - often used in online surveys, which is structured and quantitative, unlike exploratory research. Its purpose is to statistically infer information about a population's opinion or facts on a particular subject.

Conclusive research – normally it is quantitative and conclusive as it seeks to explain cause-effect relationships between variables through structured data collections and analysis.

There are additional methods of research such as quantitative and qualitative. Scientists often use the quantitative approach in order to examine their segments and generalize the results into quantified data. In this process, the structured data collection and processing methods are used with numerical results as the output. Qualitative research aims to produce a thorough and in-depth account of the researcher's observation. This method provides contextualization and interpretation of the data collected rather than predictions and/or causal explanations. This technique of research is subjective and calls for fewer carefully selected respondents. (Bouchrika. 2023)

The following diagram explain more widely the types of research methodology:



Figure 10. Qualitative Research Methods

A case study is a thorough, in-depth analysis of a specific situation within a group, in this case it is the Jewish community. It usually uses qualitative research, as it examines interactions, this can be accomplished with interviews as it explains manner and attractiveness of the used design elements.

In this case study, as it reviews the question 'How to create an engaging website?' the qualitative research method will be used, because it helps to explain the research question. A system that creates a website that corresponds with the required elements of this study will be used, as the

theories need to be identified and explained through it. Next, interviews will be conducted to examine the success of the attractiveness of the website, while the website number of viewers will be presented lastly. This method of case study will help to reach the objectives and achieve a meaningful explanation of the conducted research.

3.2 Qualitative Research

In this method, the theories and models that describe a website are explored and identified after implementing them in the created website (for the Jewish community in Finland), though the website is still not completed. The literature review mentions different types of websites, but the result of this case study will only concentrate on information service.

First, a bit about the way the marketing was used in the idea of the website and the consumer persona theory will be shown, because this explains the type of website that will be designed. Afterwards, there will be a description of the way the website was built along with some of its legislation. Then, the design elements that were done on the website will be explained with the theories behind them. By doing so, the reader will have knowledge of what the website consists of, following that, the interviews will be presented. This can explain a bit more about the audience's consumer persona, journey, and the decision to use and engage with the website. The interview will include members from the Jewish community and will explain the mentioned theories. The website is still going through developments, but it is published even though it is not complete.

A few people will be interviewed, and they will be selected because of the author's knowledge of their interaction in the community and their willingness to participate in the interview. Furthermore, they are from different genders so that their views of the website might be different as well. At the beginning of the interview, there will be a brief explanation of why this interview is made and what it is about. Next, questions will be asked while sub-questions might be

asked in case the interviewee did not explain that already. The interview will be divided into 4 categories:

1. **General** – at the beginning there will be basic questions about the interviewee in order to make him/her more comfortable with the approaching interview. This helps to build up the consumer persona and realise who they are, though it will stay anonymously.
2. **Consumer Decision-making process** – this will examine their awareness of the websites, whether they seek out, and their interaction with religious websites.
3. **Design elements theories** – for this point, Tooranvalo.fi is shown and explained what it is about. The interviewee has time to go through the things in there. Then, questions about their opinion of the design elements of the website will be asked, for instance, the navigation, structure, quality and more. The answers will provide an understanding of the quality of the implemented theories on the website.
4. **Websites in General** – lastly, their views of other websites and what makes them attractive will be questioned, while understanding their future engagement in Tooranvalo.fi

The full set of the questions can be found in Appendix (2). After the interviews, the attraction of the website will be shown by presenting the number of viewers that visited the site in a certain period.

3.3 Limitations

The interviews will consist only of few members of the Jewish community, which might not be enough to receive the real view on the design's elements, as they cannot present the view of others in the community.

4 Research Results

A website about Judaism study has been established while its content and other materials are still under develop. The purpose of the website is to provide information service for the Jewish community in Finland. To accomplish this, one must understand who the customer is, as mentioned in the literature review.

The marketing elements here would be that the website as the product, the place is online, the promotion appears mainly in private social media groups and by word of mouth. Based on the consumer persona, it is possible to understand that the ideal majority of viewers would be Jews between the ages of 17 and 70, as it is common knowledge in the community that people outside of this age group are much less interested in learning from websites. Within this group, the 20 to 30 year olds are the most interested, and their opinions about the attractiveness and quality of the website will be explained later in the interviews.

In this section, the theories implemented in the created website are presented and then the interviews conducted on the quality of the website are evaluated.

Website creation and legislations: Initially, it was difficult to find a site builder that would meet the requirements of a study website. This type of site requires that the public be able to read books, watch lectures and short videos, download PDF documents, and comment on the materials. It was decided to hire the company GN-Projects, for whose services there is a monthly fee. The layout was selected from several options that were suitable for learning.

The website that was created is called Tooranvalo.fi and the name of the website was purchased. The words are in Finnish and translate as Tora's light. This is fitting because when people study new, enticing material.

GN -Projects helped with Tooranvalo.fi legislation as it complies with GDPR. The tracking of page views is anonymous and no personal or identifying data of the visitor is stored, only a minimum information such as browser, the country base of the IP and the URL that was visited. All this data is fully encrypted by SALT (special string - a coding term for password). The comment section also works anonymously and is publicly accessible.

Further information about Tooranvalo.fi GDPR and collecting personal information can be found at the bottom of every page on the website:

<https://tooranvalo.fi/PrivacyPolicy>

<https://tooranvalo.fi/CookiesPolicy>

<https://tooranvalo.fi/TermsAndConditions>.

Tooranvalo.fi uses various document licenses, most of which can be found online. The most common license type used is Public Domain, some were found on the

Sefaria.org. In rare cases, copyright permission was required to write a few paragraphs. Articles usually require compliance with their copyright statement in order to publish their article on Tooranvalo.fi, an example of this is an article from Chabad.org. A CCO license was used for the book 'Gates of Repentance' translated by R. Francis Nataf. A CC-BY-NC was sometimes used for the content of the websites. Most of the images were taken from the website <https://unsplash.com/> as it is allowed to use their materials almost without restrictions. For more information about these licenses, see Appendix (1).

Those legislations provide security for the viewer. Once the legal aspects had been clarified, the next step was to make the design elements of the website attractive.

Tooranvalo.fi design elements: Currently, Tooranvalo.fi is only available in English. In the future it is planned to offer this website in 3 different languages: English, Finnish and Hebrew. The navigation bar consists of 4 categories for learning: "Parashot" - weekly reading sections, "online books", "video lessons" and "animated videos".

The home page begins with a 'carousel' - a series of images, each representing a link that provides basic knowledge about Judaism, and every 5 seconds an image category changes. Below that, links to the weekly Parasha or holidays are presented, therefore, it is necessary to update the website weekly. This was done to increase usability for the viewer, so that he/she does not have to navigate more than necessary to find out about upcoming events.

The following image has been reduced to see more of the home page, here you can see the carousel and the other categories:

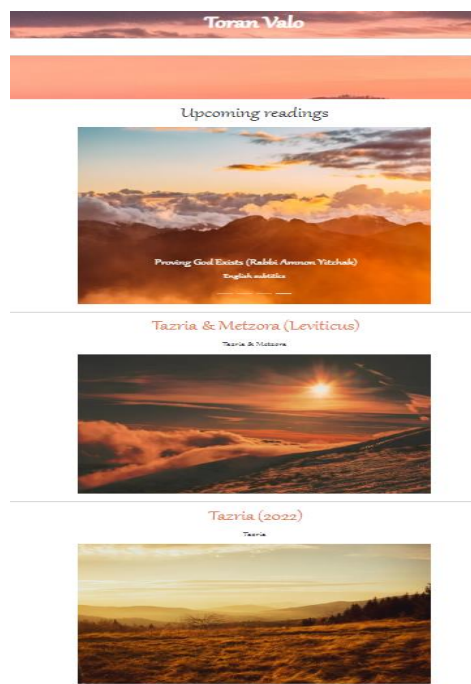


Figure 11 Toran valo

At the bottom of the home page is a '3D carousel' that displays link images of books in a 180-degree rotation that attract the eye, these books can be read on the website. Below that are the website's policies and other important information which are displayed on every page of the website, as one can see in the image below:

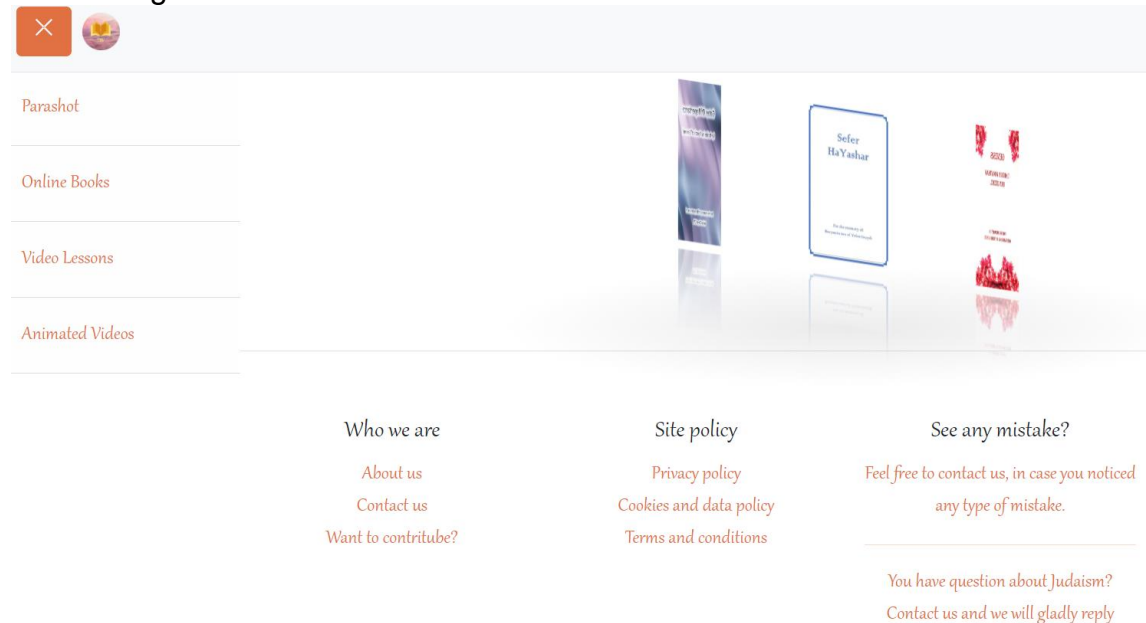


Figure 12 Toran valo

The responsive layout of the images is suitable for different types and sizes of screen devices and provides an attractive layout. The images were chosen for their European, nature-like style and for the association with the colours of light, and where possible a connection is made to the subject they contain. The colour number of the text is #e17043, while the usual text on each page is in black for better readability, while the font is 'Gabriola'. The images and content have been designed so that there wouldn't be too much content and visual overload, while keeping the loading time as short as possible.

The logo of Tooranvalo.fi was designed to have similarities with the main image of the homepage, but it might be changed, as it doesn't feel to be the best match. Here is the Tooranvalo.fi logo:

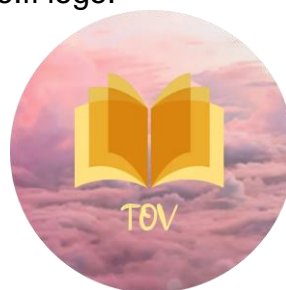


Figure 13 Toran valo

On each page, in the centre of the main image, there is a search bar under the site name that allows the viewer to type in names or short sentences and find all the material related to that search. This shows a systematic arrangement of

information on the website. Here is an example of "said to":

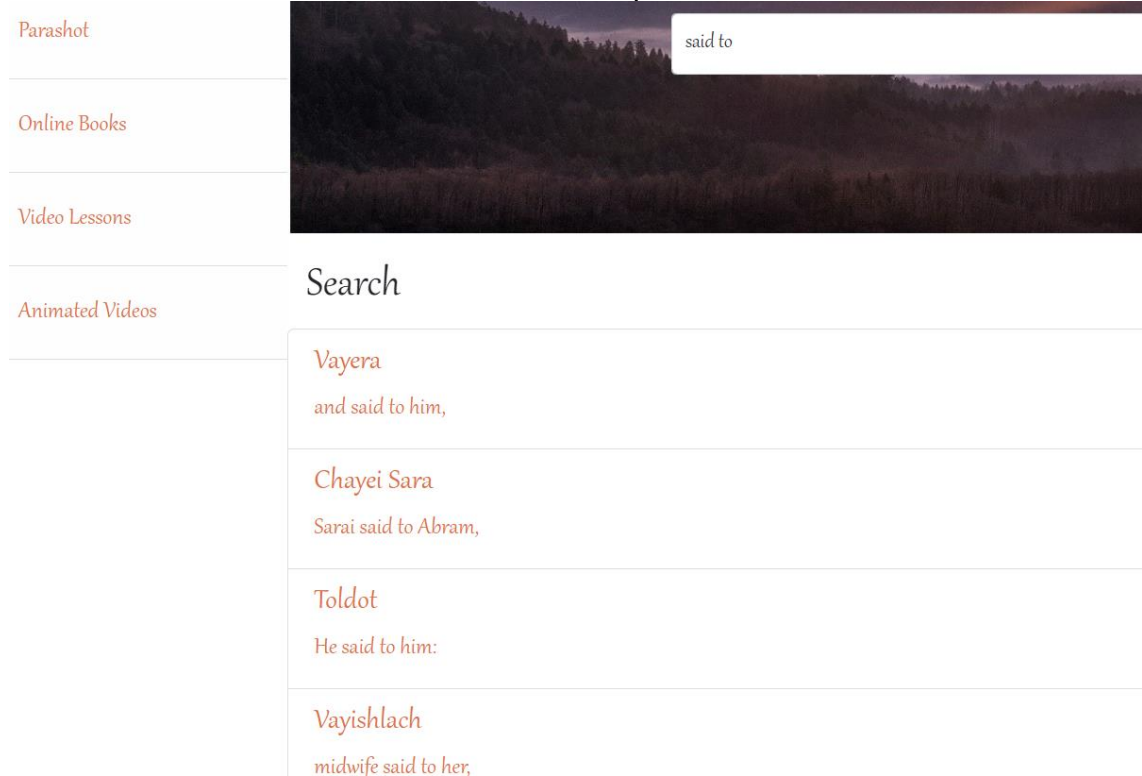


Figure 14 Toran valo

There is also a smaller navigation bar that presents the path the viewer took while browsing Tooranvalo.fi as one can see in the following picture:

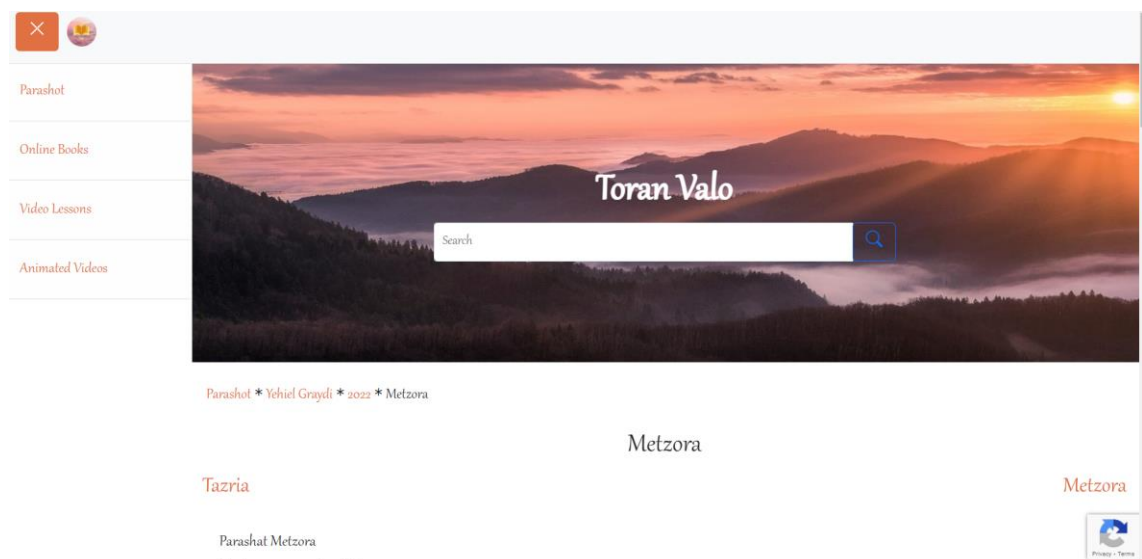


Figure 15 Toran valo

In this case the smaller navigation bar shows: Parashot (the category) – Yehiel Graydi (the writer) – 2022 (the year it was made) – Metzora (the Parasha name). At the bottom of each page on the website there is a comment section so people can ask questions or just comment on the content.

After the website's design was mostly created, the quality of it was examined through interviews.

Tooranvalo.fi quality through interviews:

In the interviews, first there was a brief explanation about the subject, and then interview started with understanding the consumer persona:

General – the interviewees are in their 30s, of different genders, while one was born and raised in Israel and the other in Finland. Both have completed their degree studies and find the role of Judaism extremely important, as it is their way of life. Therefore, they are interested in reliable material about Judaism, because sometimes the material can be misleading. They live in Helsinki, one living close to the Jewish community, which allows him to attend weekly Judaism lessons in the community, while the other does not. However, because they both feel connected to the culture and faith, they are active members and participate in events and religious practices.

Consumer Decision-making process – in the past year, one of the respondents has not visited additional websites for learning because she knows a lot about Judaism, but new knowledge is always valuable to her. The other continues to make efforts to expand his knowledge of Judaism and seeks additional sources. Both obtain information and materials about Judaism through their personal networks, websites, and interactions with people. One is more interested in practical aspects, the other in theoretical views.

Both of them knew about Tooranvalo.fi, though one becomes aware of it through personal social contacts and the other through searching for study material. They visited it more than a few times and one of them bookmarked it so that it would not be forgotten.

At this point, Tooranvalo.fi was shown to them and the interviewees had time to go through the materials in there.

Design elements theories – both saw the relevance of the information displayed on the home page, and both have accessed the Parasha through the links there, as it is newly updated every week. As with any website on Judaism, different types of topics and materials were to be expected. Unfortunately, since the website is still new, there wasn't enough time to add many categories of information.

They managed very well to navigate on the website because the search engine helped them find the material they need while it is placed in a good place. They think that the overall structure is good and relevant to daily life. However, some suggestions were made: one suggested adding 'contact us' on the menu bar, while another advised adding there 'Homepage' as well. The latter found it difficult to return to the homepage at first, until he realised that he had to click on the website logo. It was also recommended that the structure of the parashah categories would be made simpler by first showing which Parasha

there are and then selecting one commentary. These were very good comments, as it can be obvious to the designer how to navigate. They felt the material was up to date and the content was very well written, and the amount of content on each page was correct in their opinion. The interviewees asked about other languages on the site, but since it is still in the development stages, only English is currently available, but in the future there will be materials in Finnish and Hebrew too.

The website's images were found to be attractive and relevant to the theme, as it shows Northern European feel. The colours are "definitely appealing" and "symbolic" as they recognised that the name of the website translates to 'the light of the Torah'.

They agreed that the website motivates them to learn and study, as it is a useful tool. However, it was said that better interaction would encourage more study, such as weekly questions on the Parasha or something similar. This was useful and could be done in the future.

Websites in General – the overall impression of religious websites is quite basic for them, while sometimes there is a problem with the reliability of the content and some have too many categories, which makes it confusing. The appearance and structure makes it attractive for them, as long as there is a balance between content and appearance.

Both are sure that they will continue to use Tooranvalo.fi in the future, even though one of them will not visit the site regularly, but the other will visit it weekly. The reason for their visits comes from a good source of information whose content can be verified. They think that Tooranvalo.fi is more suitable for Jews living in Finland. One of them thinks that in the future the website can approach the level of Chabbad.org, which is very good. The other prefers this website because most of the other websites have a mixture of different cultures visually and in terms of content, which makes it look strange.

The last question of the interview proved to be unclear. At the end of the interview, they explained that Tooranvalo.fi is more accessible than most other websites because of its navigation and structure. Even though the website is not quite finished, it has made a good start.

After understanding the quality of the website and the possibilities to upgrade it, the amount of other viewers engagement was analyzed.

Engagement analysis: this analysis was performed by examining the website visitors and their main searches on the website. Although Tooranvalo.fi is still at the starting point, the visitor numbers are not too bad for a website that has not been promoted much. Here are the engagement rates from the beginning of February:

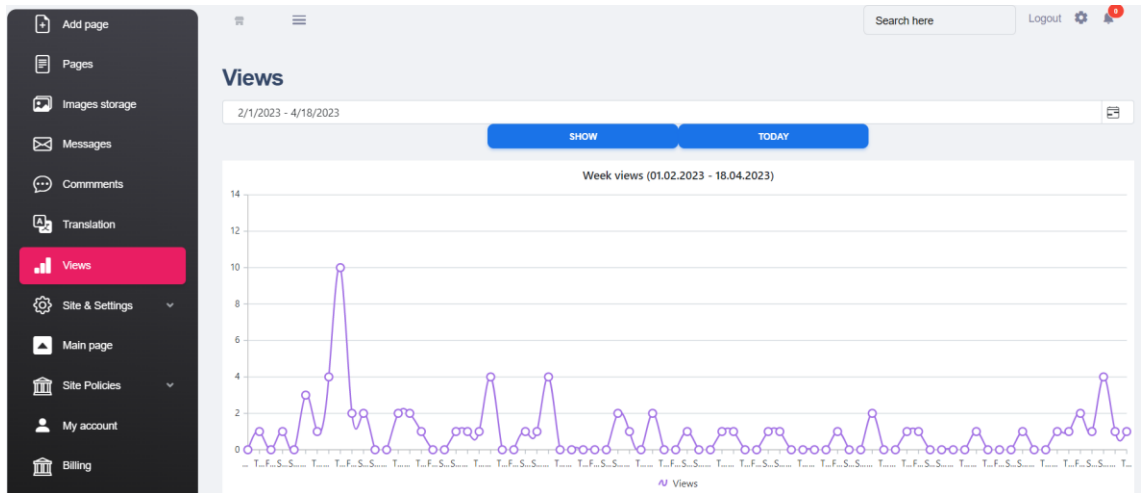


Figure 16 Mysite Views

Mysite is the tool that edit the website, and from this one see that there are days when no one visits the website. This is most likely due to the fact that Jews do not use electronic devices on Saturdays and holidays. This fits well with the times when no one accesses the website, as lately there have been few holidays and events.

In the diagram below one can see what sizes of layouts are most commonly used, where the main 2 are being laptops and Android devices. Therefore, the focus of the content and the size of the images must be displayed correctly, specially on these devices.

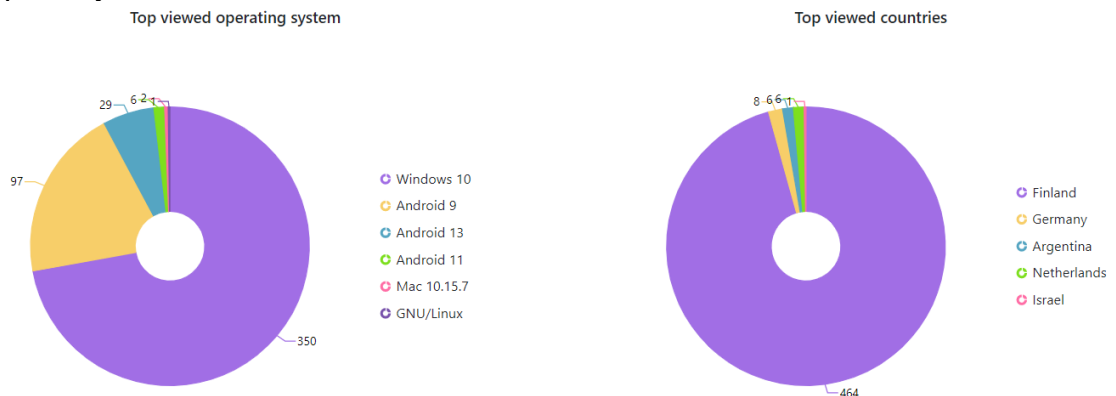


Figure 17 Mysite Views

Lastly, the most frequently accessed pages are displayed, which shows the success of the homepage attraction and other pages.

Views (25.01.2022 - 18.04.2023)	
Page	Views
Bereishit	34
Why do we come to this world?	34
Pekudei	34
Yitro	26
Purim	23
Bereshith	20

Figure 18 Mysite Views

Overall, the creation of the website was quite successful because the theories helped to make everything happen. This information helps the designer see where a design problem might exist in the website, and various attempts could be made to correct it.

5 Conclusion

From the results, one can see the importance of theories and the ways to use them. This concludes the answers to the case study questions, as the designer can now find the most important elements for creating an attractive and engaging website. The legal aspects that must be considered and implemented. The interviews showed that the design is was successful, only a few things were missing and will be added to the website. The impact of the website on the audience was understood and ways to improve the website were considered. The measure of a successful website was given as the number of interactions with the website, and it should continue to grow from here on.

The results were of limited value because Tooranvalo.fi is still new and there wasn't enough material available compared to other religious websites. In addition, due to time constraints, only a few people were interviewed, so the quality of success isn't one hundred percent assured.

The main goal of this work was to create an engaging website for the Jewish community, and one can see that this has essentially succeeded, although it is only the beginning.

The author of this case study recommends doing further research on a different classification of website.

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Appendix (1)

Here will be explained the licenses which may be used in a website or other social media tools, of course, according to their restrictions.

CC-BY-NC

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Figure 19. Unsplash License system

Appendix (2)

Here are the questions that were asked at the interview:

In the beginning, there will be a brief explanation of why this interview is made and what it is about. Next, questions will be asked while sub-questions might be asked in case the interviewee did not explain that already. The interview will be divided into 4 categories:

General

1. Would you mind telling me a little about yourself in general?
(The sub-questions:)
How old are you?
Are you originally from Finland?
What is the role of religion in your life? (no importance, some importance, very important)
2. Are you an active member of the Jewish community?
If yes, in which ways? how and why do you do this?
If not, why is that?
Do you live near the Jewish community?

Consumer Decision-making process

3. In the last year, have you been looking for a way to study more about Judaism?
what made you want to study more about Judaism?
* If yes - Where do you search for information – do you chat with others?
Did you find the website Tooranvalo.fi in your search?
* Do you know of it? Was it hard to find?

Design elements theories

Now Tooranvalo.fi is shown and explained what it is about, though it is still under developments. The interviewee has time to go through the things in there.

4. What kind of expectations do you have for this website?
Should it provide different features, or these are good in your opinion?

5. What do you think about the design elements of the website?
Do you find the navigation on the website easy to use to find what you look for?
Does the structure of the website make sense to you? Is the way it is built understandable?
What do you think of the content quality of the website? Is it relevant to the website? Is it up to date?
Is the content easy to read and understandable? Or is there too much information on one page?

6. Do you think the images and font colour fit this type of website?

7. What do those colours make you feel? Are there other colours that could be tried and used in your opinion?

8. Does this website give you the motivation to study?

Websites in General

9. What is your view about religious websites?
What makes them attractive?

10. Do you believe you will use Tooranvalo.fi for future studies? What made this website more useful than others?

11. What would you add or change in Tooranvalo.fi to make it more attractive for the other Jewish members?

12. Do you find Tooranvalo.fi useful?

*If not - why? If yes - how?