

<http://ansinet.com/itj>

ITJ

ISSN 1812-5638

INFORMATION TECHNOLOGY JOURNAL

ANSI*net*

Asian Network for Scientific Information
308 Lasani Town, Sargodha Road, Faisalabad - Pakistan

Research on Operation Strategy of Children's Intelligence Development Website

¹Haixu Xi and ²Huaqiao Ye

¹School of Computer Engineering, Jiangsu University of Technology, Changzhou, China

²Wuhan Institute of Shipbuilding Technology, Wuhan, Hubei, China

Abstract: According to the Internet survey report, a large number of various types of website was built and put into use every day all over the world. At the same time, there is a lot of website forced to close because of few visitors. Operation success for a website related to the goal of website construction. This paper conducts research and practice based on children's intelligence development theory and draws a conclusion of operation strategy of children's intelligent development website: classify case and integrate resources into it, make a humanized design of web interface and interactive experience; implement website popularization based on search engine optimization technology and design website product sales activities based on consumption characteristics of network user.

Key words: Website operation psychology, website optimization, instruction design

INTRODUCTION

Children's intelligence development site is a public site to culture 0-12 years old children's intelligence, through the reasonable design of the teaching content and appropriately choose of teaching strategy, offering free spread of the correct children's intelligence development concept and scientific knowledge, developing skills for children, providing health care professionals of one-on-one service and teaching resources, toys and equipment related to children's intelligence development. Therefore, how to get the maintain of parents' attention of this web site, obtain certain economic benefits in order to maintain the operation of this web site, need to systematically investigate the site operation strategy and plan.

The target groups of the children's intelligence development web site is the Neonatal parents, the value goal of the website operation is to cultivate children's intelligence science popularization of knowledge and skills, through the provides parents with children's intelligence development custom guidance service and online sales children's intelligence development resources and products gain profit to support the operation of the website. We keep the long-term operation of the website by providing authority and professional content and establishing the parents communicate educational community platform, experts and parents of interaction between the services as a strategy.

CLASSIFY CASE AND INTEGRATE RESOURCES INTO IT

As the children parents, they will not only pay attention to children's healthy growth but also pay special attention to children's early intelligence development. Parents tend to consult the children's intelligence development experience with relatives, friends and colleagues, to look forward to the expert guidance, some family with relatively good economic conditions need experts custom guidance services. Based on the above user's needs and psychology, the website organize content based on intelligence types and age stage and case integrating with parent-child play, as well as resources are integrated in specific operation.

Online learning module: Based on different theories, the children's intelligence development type can be divided into multiple intelligence development, the whole brain development, five competitive forces intelligence development, five business intelligence developments. And research also shows that the children in different age paragraph, have different child development characteristics and intelligence development best period, every child has its own characteristics and intelligent condition (Xingrui and Haixu, 2011). If according to children's intelligence development type classification column, parents may be difficult to understand the meaning of the column, loss of interest in the content of

the column, it will be difficult for the content of the guidance pertinently applied to intelligent development practice. Therefore, the online learning module is divided into three sub-modules; there are intelligent development, intelligent rehabilitation and Family Fun, as shown in Fig. 1. The intelligent recovery module, in the form of cases are all kinds of training problem analysis, rehabilitation training skills and game design; Family Fun module on the basis of age and to every one to two weeks for interval are classified which detailed description of the game and the matters needing attention.

In the intelligent development module, according to the children's intelligence development characteristic of different ages which involves the age is important to the development of intelligence, from children's characteristics, know intelligence, daily care and common problems from intelligent development of related knowledge. As shown in Fig. 2 shows, in 0~1 year, we provide children's early education mainly from the mother fetus education and environment. the children in 1~2 years old began to have the most basic sports ability,

extend life, brain development rapidly, this stage aims to cultivate children's verbal intelligence, sports intelligence and develop children's living habits and basic mathematical knowledge, color cognitive, shape recognition, etc cognitive ability. The 2~3 years old children's independent consciousness development is rapid, this stage aims to cultivate children's interpersonal intelligence, further cultivate children's observation, attention, basic logic and coordination intelligence and children's language imitation, organization and presentation skills. The 3~4 years old children's language learning is more normative expression and bilingual learning ability, intellectual development focus on the logic, the cultivation of thinking ability. The 4~5 years old children's intelligence development focused on natural observation and scientific discoveries, the cultivation of imagination MGHE (2012). The 5~6 years' old children's focuses on cultural, scientific and comprehensive knowledge ability training. The 6~12 years old children are mainly subject knowledge training and integrated intelligence development.

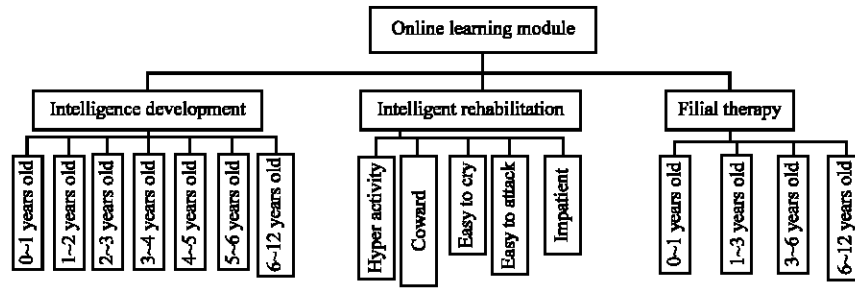


Fig. 1: Online learning module

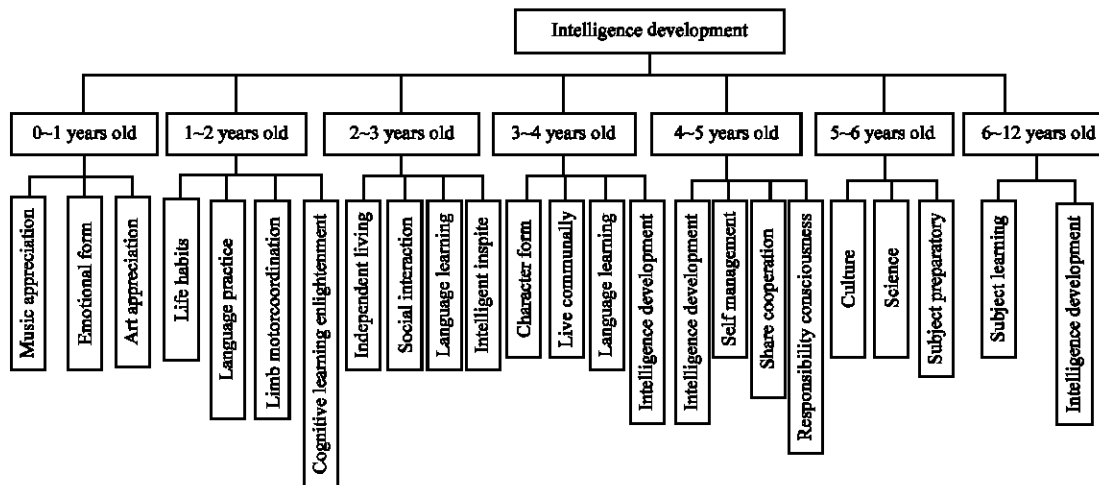


Fig. 2: Intelligent development of knowledge skills

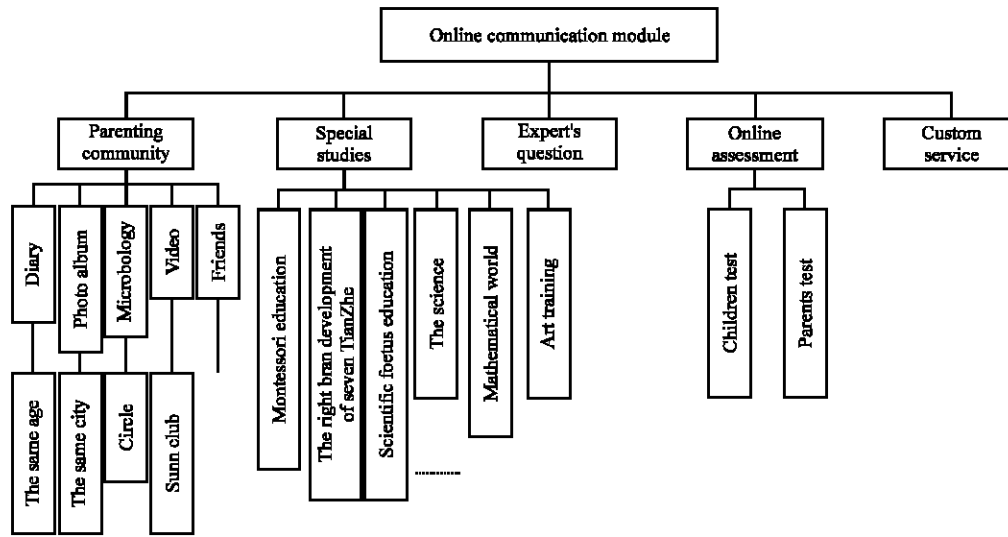


Fig. 3: Online communication module

Learning resources module: This module is sort to children’s songs, nursery rhymes, cartoon, instructional film, games (focus on the computer virtual game), stories, toys, books and so on resources. According to the practical need of resources integration in the children’s intelligence development filial, project research and intelligent rehabilitation and in a child interface set classification display, easy to search.

Online communication module: This module includes five parts: parenting community, special studies, expert’s question, online assessment and custom service, as shown in Fig. 3. The parenting community mainly realize the personal web page information display, exchanges with friend , hot discussion and survey; the research develop several research projects from two aspects :the intelligence development education mode and the intelligent development, design the overall operational intelligence development process, including theory description, development steps, development resources, develop reading and evaluation feedback and detailed teaching design; Experts advice is sort of the various problems encountered in the development of intelligence by parents login name; based on the 0~3 years old children’s physical development and the ability of the great change, online evaluation test the children through five aspects that the body movement, fine movement, language, cognitive, emotional to let parents understand promptly that baby in each sensitive period of intelligent development situation, to give the baby key guidance. Parents test is the parents’ intelligence development

method and effect test, to let parents can timely tidy up ideas, check log of. Custom service based on children’s age gives intelligence development basic method of message delivery and attention study recommend.

MAKE A HUMANIZED DESIGN OF WEB INTERFACE AND INTERACTIVE EXPERIENCE

Interactive basic elements including interface, interactive form and user tasks. A human interaction adapted to the people visual flow to the psychological and physiological characteristics, thus determine the various visual element and the relationship between the order; Adapted to the most people’s cognitive habits, the system response speed, function is simple to use and process is clear, the feedback nature, the results can be forecast; Meet the most people’s social interaction psychology, interpersonal interaction function design fully consider the user social interaction of different purpose.

Website interface design: This website interface color should be fresh, healthy and positive; Interface layout and column performance should be smooth movement, interface element need to have a little cute cartoon style.

When coding the interface of web page, we should use the Web standards, the XHTML tags coding website content structure, the content of the website with CSS form of control and the DOM specification for users to

Web content interaction and operation effect of programming. Using this coding scheme has many advantages (Ye, 2006).

Design of the website interaction experience: Website interaction experience is the psychological feelings that refer to the process of dialogue between users and websites. In addition to the online communication function design of content in the construction, also includes the user's use of the site of the given prompt information, navigation, search and website content organization form.

Information feedback: This site need to user input information or user trigger interaction, when the website provides feedback information, the client script language processing, it can reduce the server burden and improve real-time response speed. For example, when the user input their registration information, the detection of user name duplication uses AJAX asynchronous communication technology, mobile phone and E-mail legitimacy validation using regular expressions for processing, etc.

Site navigation: Web site navigation mainly includes the column navigation bar, floating navigation bar and the site map. Column navigation image design shape, creative, give emphasis on the current column indicate the position. The lower section navigation in the form of dynamic tree on each father columns of points columns, each column content page has the current position of the marking and add hyperlink for quick jump; Floating navigation bar is mainly consist of online module that with the experts question, online assessment, custom service three block, in order to enhance the use of the convenience; the site map is form of the concept map that show all content on this site logical structure and joining the hyperlink to jump to the corresponding page.

Form of content organization: The forms of good content organization can maintain learners' learning motivation; promote the learners to master the knowledge of the efficiency. This website will simplify a large amount of text, structure and extract important concept of floating explanation, each content extraction points are described as more as possible and show as bookmark links, hidden layer display, label switching technology carries. Multimedia courseware content adopts to the thumbnail combining turn the page to browse the form of display. Anime and audio content is tried to use embedded players play.

IMPLEMENT WEBSITE POPULARIZATION BASED ON SEARCH ENGINE OPTIMIZATION TECHNOLOGY

In the process of search engine optimization, in addition to the above mentioned in the technical specification for the basis of search engines and user to provide friendly visit experience, also in the full study of Baidu, Google and search engine optimization guide mainstream, based on the auxiliary use Baidu, Google webmaster tools to the content of the web site code, sitelinks, navigation structure, subdirectories and subdomain, URL optimization, error return code, anchor text, ALT description, the page title, key words and website describes and so on comprehensive design and optimization (ShouXiang, 2011), correct mistakes link, network vulnerability, etc. Finally, implement popularization and do the effect evaluation. Using the Baidu statistical tool that can inquire the web citation (including included quantity, ranking and PR value, link popularity, etc.) and CNCC data expert view access, there can adjust constantly to website broadcast strategy (Xiaoxia, 2009).

DESIGN WEBSITE PRODUCT SALES ACTIVITIES BASED ON CONSUMPTION CHARACTERISTICS OF NETWORK USER

A recent study shows about consumer choice network consumption reason, there are some reasons: Consumer goods begin to pay close attention to the "extension content" value; Consumers are more likely than in commodity prices, obtain the psychological balance; Due to network goods updated quickly, rich, fashion, personalized, it makes consumers have more choices; Network consumption convenience and entertaining; Commodity prices closer to actual shop of consumer psychology limit (Sun, 2010). Commodity prices are the most important factors to stimulate the network consumers shopping. Therefore, the website sales activities can be designed from the sales broadcast activity and member service two aspects. As shown in Fig. 4 shows, display the current e-commerce sites common sales activity design strategy.

We should base on consumer psychology, implementation for goods pictures add corporate identity, offline organization club activities strategy, in addition, we should also pay attention to support the design of the details that including the commodity picture clearly and accurately, information description is clear, the shopping process simplification of, order, address information, after-sales service and so on sales activities. In the

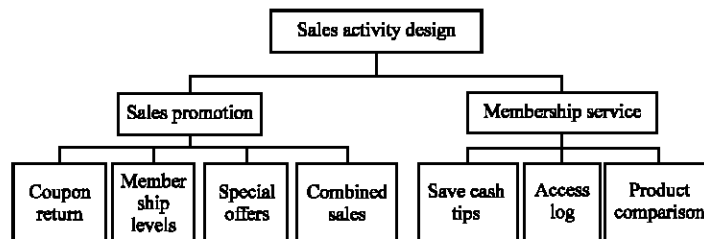


Fig. 4: Sales activity design

system function of the children's intelligence development site to achieve process, we use the factory model and the strategy mode combination of software design patterns (Cheng, 2007) to offer all kinds of promotional activities for agile extension. Sales activities will be consolidated into three categories: return now CashReturn, discount CashRebate and normal price CashNormal class.

CONCLUSION

Web operation goal is to improve the satisfaction of site visitors to make the user trust and identity website, let they can obtain information on a web site. To improve user satisfaction, the content of the website design to science, authority, novel, in line with the learners needs; Web site interface color, reasonable style originality; Accessing to information to convenient, fast, interactive operation must comply with the psychological habits, interactive function need to cater to the user self-improvement needs and interpersonal psychological; Sales activities and service design should conform to the network consumption psychology. Transformed these theory into operation strategy, adjust and optimize constantly in the concrete implementation.

ACKNOWLEDGMENT

The study was supported by National Education Information Technologies 12th Five-Year Plan 2011 annual

project under Grant 116230340 and The National Science Education 12th Five-Year Plan key project of Ministry of education under Grant No.: DCA110190.

REFERENCES

- Cheng, J., 2007. Head First, Design Patterns. Tsinghua University Press, Beijing, China, ISBN: 9787302162063, pp: 123-145.
- MGHE, 2012. 1-6 years old baby cultivation plan. Mika Growth Heaven and Earth, <http://www.mika123.com/product/baobao.html>
- ShouXiang, Z., 2011. The Website Operation and Management. Tsinghua University Press, Beijing, China, ISBN: 787302240327, pp: 13-25.
- Sun, L., 2010. The network marketing strategy based on the consumption psychology. China Bus., 25: 25-26.
- Xiaoxia, X., 2009. The enterprise website design based on search engine optimization strategy. Productivity Res., 12: 156-157.
- Xingrui, C. and X. Haixu, 2011. Childrens intelligence development website development research Based on learning website. J. Distance Edu., 3: 78-82.
- Ye, L., 2006. DIV + CSS Web Page Layout and Beautification. Posts and TELECOM Press, Beijing, ISBN: 7115152349, pp: 20-54.