



www. Chiphomer.com

#### About Chiphomer:

Chiphomer is a fabless IC design house with main business in IC design, IC distribution and the related software and hardware design service. The major investors of Chiphomer are well-established international companies with semiconductor background.

#### Client Requirements

ChinaClick was to design a website that web browsers would be able to find out the information about company's products and latest news. It now projects the company as an international IT solutions, services and consultancy provider. In other words, the site had to be simple and straightforward, assuming no particular computer experience on the part of the user. In particular, the role of the website in attracting customers is crucial.

#### The Challenges

In an online context, customer acquisition should have two meanings. First, it may mean the use of the web site to acquire new customers for a company as qualified leads that can hopefully be converted into sales. Second, it may mean encouraging existing customers to engage in an online dialogue.

For successfully attracting the customers, it is a challenge for your website designers to create the web pages in the way that not only pleasing and aesthetic, but flexibility and efficiency of use.

#### The Strategies and Solutions

- ✓ Content management tools to allow Chiphomer web administrator to update various sections of the website easily.
- ✓ The whole website consists of only one module, which maintains the same graphical layout throughout operation and the labels are concise and visible.
- ✓ Marketing-oriented design. The website is deigned in a professional, industry-oriented, user friendly style. ChinaClick carefully selected the color of the website because we think every color has a positive and negative set of emotions associated with it.
- ✓ Usability analysis and design. ChinaClick suggested our client for successfully setting up magnetic and sticky relationship with customers; the website should provide the following service: visibility of system status, error prevention, user control and freedom, efficiency of use, feedback and help documentation, etc.

Samples: (next page)

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**CDs**

CDs are a type of optical disc that can store digital data. They are commonly used for music, software, and data backup. CDs are made of polycarbonate plastic with a thin layer of aluminum or gold in the center. The data is stored in a spiral track of pits and lands on the surface of the disc.

**Applications:**

- Music
- Software
- Data backup

**Specifications:**

- Capacity: 700 MB
- Speed: 1x to 48x
- Format: ISO 9660, Joliet, Rock Ridge

**CD-ROM vs. CD-R vs. CD-RW:**

- CD-ROM:** Read-only, pre-recorded.
- CD-R:** Write-once, permanent.
- CD-RW:** Rewritable, temporary.

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