

## HOMEWORK 2

a) URL of website: <https://www.kibrisdevelopments.com/tr>

b) The purpose of the site is to showcase real estate developments in North Cyprus. It likely serves as a platform for potential buyers and investors to explore available properties, learn about the company's projects, and potentially inquire about purchasing or investing in real estate in North Cyprus.

c) The intended audience appears to be individuals interested in real estate investment, property buyers, potential residents seeking information about living in North Cyprus, and possibly tourists interested in vacation properties.

d) It's likely that the site effectively reaches its intended audience. It provides detailed information about various real estate developments, including property types, amenities, and location details. Additionally, it likely utilizes targeted marketing strategies to attract potential buyers and investors interested in North Cyprus real estate.

e) This site is totally usefull for me because I am working to developpe their CSM system and shows me the effective way of properties

f) The appeal of the site depends on individual preferences. The use of color, images, multimedia, organization, and ease of navigation likely play significant roles in attracting and engaging visitors. If the site effectively utilizes high-quality images, clear organization, and easy navigation, it would likely be more appealing to users.

g) Whether to encourage others to visit the site depends on their interests and needs. If someone is interested in real estate investment or exploring property options in North Cyprus, this site could be valuable. However, if they have no interest in real estate or the location, it may not be relevant to them.

h) Possible improvements to the site could include enhancing the user interface for better navigation, ensuring all information is up-to-date, providing virtual tours or more multimedia content for properties, incorporating customer reviews or testimonials for credibility, and optimizing the site for various devices to improve accessibility. Additionally, offering more detailed information about the legal aspects of purchasing property in North Cyprus could be beneficial for potential buyers.