Abstract

Websites technology is continuously changing, that allow user to be more interactive with the websites. Having the right technique in developing and designing a website can be resulted in having a likable and successful website. In the other hand, by not following some theory or principals on developing and designing a website, it can be resulted in low rate website’s visit, which will be a disadvantage for the business.

This research main objective is to analyze the applicability of the 7Cs theory in the web industry, and to find what aspect that website requires to be a likable website.

The methodology of this research will gather users’ opinion about the 7Cs theory thorough four (4) website categories by using questionnaire. The questionnaire will collect the user experience and user opinion of the 7Cs toward each website category.

The result of the analysis would be to show which component of theory shall be mandatory to be a likable website regardless of the industry types, which are specifically relevant to a specific web industry, and which are “nice to have” criteria but will not play significant roles to the success of any website.

Key word: Information System Research, Web Design, 7Cs, Web Usability