

Some important design principles, learned during this course, that will make RCE's website user-friendly and engaging are as follows:

- 1) Simple Design: The overdesigned website does not work and too many elements on the webpage can distract visitors. So, keeping the design as simple as possible is the best design approach. An uncomplicated design with exceptional usability and well-structured format makes the website user friendly and engaging.
- 2) F-patterned design: Studies have shown that people scan computer screens in an F pattern. Most people only see the top and left side of the screen and the right side of the screen is rarely seen. Maintaining the viewer's natural scanning behavior, using the F-pattern and not forcing the viewer's visual flow and design website into something unnatural will ensure that the important content is seen.
- 3) Easy Navigation and effortless communication: Visitors stay longer on websites that are easy to navigate. Content needs to be organized in a logical hierarchical way, so it is easier for visitors to navigate through the website. The ultimate purpose of the website is to provide information. Effective communication is only possible if the information is well organized.

Simple, structured, easy to navigate and user-friendly design are the key principles for the success of website. These are the essential design principles that enhance the usability of any website. Performance entirely depends upon the effective design of the website.