Week 5 Web Design and Analytics

UI interface

Site Purpose – definable in a single sentence

Target Audience- be specific consider user attributes: age, gender(relevant), interests

Pick colours that complement each other

Make a wireframe first (blueprint/plan)

C.R.A.P Good principles of Web Design

C- Contrast by using different elements, colours, Avoid all caps

R- Repetition of visual elements, cohesion and unity

A- Align elements to create a visual effect

P- Proximity, group similar items

P.O.U.R Web Accessibility

P- Perceivable, presented in a way that users can understand

O- Operable

U- Understandable

R- Robust, work with future user agents, tools, assistive technologies

Load time for pages

Try keep web page under 100k