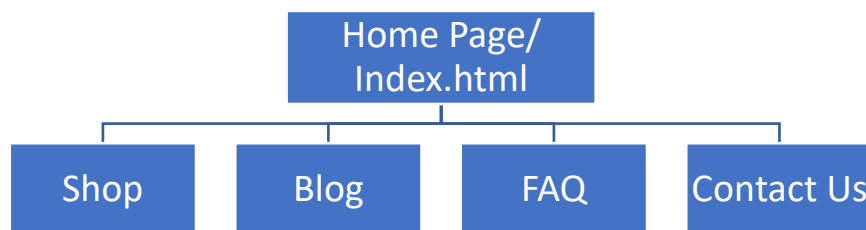# Key design concepts and factors to be considered in developing a web application (website)

- We must know what is the purpose of our website, why exactly we need to develop it
- The objective of our website, what we want our website to convey
- We must know who will be the target audience (users)
- While designing our website, we must sketch often. Sketches are easy to do, fast and cheap. They help us in getting new ideas which is not possible on working electronically.
- Website must be compatible with various browsers
- Users must be able to surf the website quickly and easily. They must be able to grasp all the functions of the website and must be able to find out what they are looking for quickly.
- Website must be easily navigable and accessible. The structure of the website, page layout and navigation.

Example:



- On every page, text and images are arranged in form of grid. Page is divided into three sections. Header, footer, and body. Page body can be divided into two parts, Content is neatly arranged in between parts.
- The navigation of website is very smooth. Home page can be accessed from any of the subpages the menu. There are forward and backward arrows to flip between the images.
- With increasing use of mobile phones, people have started using internet with variety of tablets and smart phones along with computers and laptops, these days. Therefore, website must be such that it can be viewed any kind of devices whether on mobile or on web.

**References:**

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https://www.mrnwebdesigns.com/designing-a-website-here-are-7-important-factors-to-consider/