

With each passing day, the digital landscape is getting crowded. The competition to stand out and attract the audience is now stronger than ever. With information available at a click and people getting more and more relentless, one requires something more than just a good web-design

Web designers have started to adopt psychology-based designs to make their websites attractive. Considering the intellectual needs of audience has never held a high priority in web-designing process. There are few basic psychological web-designing principles that, if understood, will go a long way in building trust factor with your visitors. They have been looked upon as either complicated or unwanted, but the truth being that they're neither. Not only are these rules effective but also easy to implement.

Web Design Psychology, in simple terms, means designing from visitor's eye. Feeling how do your visitors feel when they land on your website. Designing a web page that resonates with people's feelings will have a positive influence on them. It is the building foundation of trust and confidence of a designer with their users.

1. Establishing Trust and Confidence

Establishing trust among your users must be on the top of your priority list. If you want your incoming traffic to behave and act as per your expectations, it is very crucial that your visitors have trust in you. Today when digital scams, fraudulent schemes and identity theft are happening on net, trust doesn't come easy. People don't like websites that ask for their email addresses before solving their problems. So, make sure that you don't have any forceful overlays on your website.

With only a few seconds on your side, you need to win over your visitor's trust quickly. A good web design with clear navigation should be enough to put a person at ease. No one ever gets a second chance of making a good first impression. So make sure that your website leaves a clear purpose and tells people what you expect from them.

2. Emotion Psychology

Emotion is a strong motivator that guides human actions. Colors and fonts- combined together can act as a valuable tool in influencing visitors. Every color conveys some emotion that are rooted deep into human subconscious.

If your website is not resonating with your customer's emotions, you will be out of business soon. Cultivating an emotional connect with your audience is the most difficult yet most important phase of any business. Soothing and eye-appealing colors instantly form a bond with the visitors. Therefore website blues and hues scheme should be in sync with your business goals. For instance, red color will be a wrong choice for a natural products processing brand.

3. Pattern Consistency

The human brain is amazingly sharp at recognizing patterns. We are adept at noticing the web patterns, from background color to page layouts, in a certain way. Use it to your business's benefit and make sure that you don't overlook these minor specifics. Not incorporating them brakes the familiar pattern and our brain finds it difficult to concentrate.

4. Dig Deeper with Visual Factors

One of the easiest way in order to stay ahead of your competitors is by choosing beautiful high-quality images. It is well-known that humans are more likely to recall an image rather than a text.. Eye-appealing, high resolution images do well in captivating user attention. Such is the power of photographs that they can make or break your content. But make sure you only use images relevant to your business.

5. Negative Space Concept

It is very tempting to stack huge amount of information on your web page. But, more often than not, this strategy self-destructs. Think from the visitor's perspective. Imagine for one second, if you landed on a page that is cluttered and has too much of information — seems chaotic.

That brings us to the concept of negative space. Think of the white space as breathing space. It allows the user to skim through the main content and focus on area of your choice. With the combination of properly styled design elements and whitespace, one can encourage his visitors to take a specific action.

Landing Pages

Landing pages can be described as one-page websites that push the visitor toward a single action. This focus on a single purpose is the primary feature that makes landing pages different from other websites.

Their primary goal is to generate leads which are often linked with email and social media campaigns and to convert those leads into buyers and subscribers. The process of converting visitors into leads and buyers is usually accomplished by call-to-action buttons and lead generation forms.

Effective landing pages are used for conversion and sale-oriented tasks, such as:

- Promoting new products
- Growing subscriber lists
- Increasing sales and leads
- Capturing insights and data through forms

Landing pages, although very similar to common websites, serve a different purpose. Here are the key characteristics that help make a landing page look great and convert well:

1. Visual Simplicity

Visual simplicity takes into account all elements of a landing page's user interface. Maintaining visual simplicity and a minimalist design is important because it improves visitor focus and helps to showcase the value proposition. Here are some characteristics of visual simplicity:

- Visual simplicity maintains whitespace that focuses visitors on calls to action (CTAs) by isolating them from other elements.
- Visual simplicity makes it easy for the key features and calls to action to stand out.
- Visual simplicity creates contrast by displaying elements in a way that make them stand out.

- Visual simplicity maintains the design flow by placing elements in a way that directs the user to keep reading.

2. A Great Landing Page Starts with Great Media

The right images and videos on landing pages will help persuade visitors to act on the call to action. A great image helps tell the story, demonstrates the product effectively, and creates a personal connection with visitors.

The relevance of displayed images is crucial. Displaying images of friendly-looking, real people instead of generic stock images helps to build trust with visitors. Including relevant product and service imagery gives visitors a better understanding of what they are buying.

3. The Importance of Color

Research shows that colors are a big influence on our psychology—on the way we feel and act. Appropriate color palettes improve the user interface and help guide the behavior of users, consequently improving landing page conversions

4. Landing Page Responsive Design

It's been a couple of years since responsive websites became a standard in the industry, and landing pages are no exception. Responsive landing pages are meant to provide the same level of user experience and UI on mobile devices as they would on full-screen layouts.

Every person is subject to psychological principles and rules. People's motivations, desires, beliefs, and biases lead them to make specific choices. These choices are heavily affected by a variety of factors, conscious or unconscious, and there are ways to affect them:

- Make use of empathetic images that are relevant to the context of the user. This allows for a better connection at an emotional level and conveys feelings of empathy to the user.
- Key elements on the landing page, such as the headline and call-to-action buttons, should create value and a sense of urgency for the user. This can be achieved by writing appropriate copy and using contrasting colors.
- Widgets like trust badges, ratings, and awards should be displayed above the fold. This conveys a feeling of trust.
- Displaying relevant testimonials works as a social proof to visitors and increases credibility and trustworthiness.
- Showcasing logotypes and brands that have been involved with the service or product helps build trust by means of social proof.

ACM : Accelerated Mobile Pages

Accelerated Mobile Pages is an open-source initiative project designed to optimize faster mobile pages. It's like taking a page that's already mobile friendly and making it load quicker, by stripping it down to basics.

It is an Open Source Framework that was launched as a joint initiative by Google and several other technology and publishing companies. With AMP, it is possible to create simple mobile websites that load almost instantly. Characteristic features of AMP are reduced JavaScript and CSS elements, and the use of a Content Delivery Network.

In the past decade, the smartphone has overtaken the desktop PC in many industries and countries, becoming the primary device people use to go online. We use our mobile phone to look for a nearby restaurant, we shop on our phones or we read the news on our phones on the train to work. It is particularly important for mobile users that websites load quickly. The critical cut-off point is said to be at three seconds. If a website takes any longer to load, then the majority of mobile internet users will bounce and leave the page.

AMP is a good idea because it is specifically designed to create websites that load as quickly as possible on mobile devices.

Generally speaking, all servers can read AMP Source Code because the code is based on well-known scripts. The following three elements are characteristic of AMP:

- **AMP HTML:** The HTML Code of an Accelerated Mobile Page is limited to the essentials. When the page is loaded, only one http request is sent.
- **AMP JavaScript:** AMP makes use of asynchronous JS Code. This allows the site to start building before all JS elements have been loaded.
- **AMP CDN:** A cache of every AMP website is saved on various servers worldwide. This content can be brought to the user via the shortest path possible using a Content Delivery Network. Another advantage of a CDN is that the functionality of the page is continually checked. This help to avoid errors.

As mentioned above, AMP was launched with the grand aim of benefiting everybody: Advertisers, publishers and users.^a

- **Advertisers:** Advertisers can use AMP with a variety of different advertising formats. Advertising content loads asynchronously, meaning that the user experience is not disturbed by the ads that prevent the page from loading.
- **Publishers:** Publishers profit from a prominent placement of AMP websites in the news environment. The high usability of mobile-optimized websites also contributes to positive user signals.
- **Users:** Websites using AMP are perfect for users. They do not have to wait long for pages to load and they can even trust in high performance when they are browsing over a slow internet connection.

What is ‘User Interface’ or ‘UI’ design?

An ‘interface’ is an interaction between two systems. So, a ‘user interface’ is an interaction between a system and a user.

Two common types of UIs or user interfaces exist:

One is a Command Line Interface (CLI) – that contains only text, which is mostly worked upon by programmers.

The other is a Graphical User Interface (GUI), which includes menus, icons, windows, and engaging imagery. As this is a UI/UX design blog post, we will stick primarily to GUI and its principles.

‘User Interface Design’ is a method or discipline wherein user interfaces are designed for software and machines. This UI software designed could be for mobile devices, home appliances, electronics and of course, computers.

UI design focuses on fostering excellent user experience, through aesthetics, responsiveness, and usability. Typography and colors are the essential pillars of UI design. UI design combines visual design (look and feel) and interaction design (usability).

1. Visual Design

In simple words, visual design makes the design more appealing and engaging. This is accomplished by engaging your website or app’s audience with conceptual art or web-based design.

Again, simplifying further, visual design makes the UX better with the help of layouts, space management, photography, and illustrations.

2. Colors

Colors are quintessential in UI design. Why? Because we are receptive to colours. We have a mental association with meanings and emotions.

Branding is heavily benefited when choosing colours. Colours help associate a UI design to your brand.

3. Graphic Design

User interface design benefits greatly from graphic design. This is because graphic design is majorly responsible for combining motion graphics, images, and text.

Graphic design hinges on brand guidelines. A graphic designer produces great visuals, keeping in mind what the user would find appealing.

4. Mockup

A mockup is a full-size model of your UI design. It is an excellent design element because it allows the design to be promoted and evaluated. Mockups are based heavily on visual details.

5. Typography

It's the driving force in all aspects of communication art. Typography is a science that aims to deliver an easily readable copy for your readers. Excellent typography should:

- Be structured in an understandable hierarchy

- Work in various sizes

- Be compatible with different letter-forms

UI Pototyping

1. Paper UI prototyping

Paper prototyping involves sketches that are made on paper, during the ideation stage of UI design. The design team communicates with each other and all possible ideas are sketched on a paper.

2. Low-fidelity UI prototyping

Unlike high-fidelity prototyping, this one is a much rawer representation of ideas. They are rough representations of concepts that are perceived during early design processes.

Design teams use this prototyping software to validate early concepts in the design process.

3. High-fidelity UI prototyping

Also called Interactive Prototyping, it is a computer-based prototyping process that requires specialized resources and skills. It provides the closest resemblance to the final version in terms of detailing.

4. Rapid UI prototyping

This prototyping process must slot in-between Low and High-fidelity prototyping. It is based on user research, with UI designers quickly iterating solutions to solve a problem.

5. HTML UI prototyping

This prototype is developed using HTML (Hyper-text Markup Language). It is minimal in appearance, with no style choices.

UI principles

1. Structured

Every UI design model must be recognizable, consistent and clear. Similar design aspects should always resemble one another. The unrelated aspects should be separated.

2. Simple

The UI design must make common tasks look easy. The design must communicate clearly in the user's language. Shortcuts, if provided in the design, should be cleverly related to longer procedures.

3. Reusable

The UI design should always reuse internal and external components well. Consistency should be maintained with purpose and not just for convenience.

4. Flexible

UI designs should be flexible enough to avoid misuse and mistakes.

5. Visible

There should be no redundant information visible on UI designs. Options, if provided, shouldn't stick out like a sore thumb.

6. Feedback

All relevant actions provided over the design must be informed to the user. Errors or exceptions must be displayed clearly.

User experience or UX design

UX or User Interface design is the process of creating systems, services or products that provide a meaningful experience to its users. UX combines aspects of usability, function, branding, and design itself. Also included are aspects of product ownership and human-computer interaction.

UX designers think of the 'what', 'why' and 'how' of the design.

The 'what', looks at what a user can do via the web or app design. The questions that a UX designer needs to address include:

- *What are some of the key features of your design?*
- *What is the user looking for on your website or application?*

The ‘why’ covers user motivation. It includes answering to queries posed, such as:

- *Why does the user relate to your app or web design?*
- *Will users spend a lot of time learning or understanding the design?*
- *Are all the design features offered necessary to the user?*

Finally, the ‘how’ of the design addresses design aesthetics and accessibility. Generally, UX designers start by addressing the ‘why’. This is followed by focusing on the ‘what’ and the ‘how’ of the design. The questions that need addressing here are:

- *How must the content be placed over the website or application?*
- *How easy is the navigation? Is it too confusing or lengthy?*
-

UX design principles

1. Visual design

This includes the design elements such as look and feel, colours, and overall visual representation

2. Interaction design

Here, the design flow is facilitated based on user tasks. Every aspect of how the user is interacting with the functionality is looked at.

3. Information design

How can the information on your design be understood by the user? Is the information displayed in the right order? These questions get answered here

4. Functional design

Every detail with regards to UX design functionality is defined here. These functional specifications must be presented based on user needs.

5. User needs

There are user derived goals that are identified via user research.

6. Design objectives

There could be different objectives for UX design. Sometimes the goal of the website or application could be the generation of leads or a creative outlet altogether.

Stages/phases in a UX design process

1. UX requirement gathering

In this phase, a list of functional requirements is prepared. This stage commences right after a communicative discovery session with a client is completed.

2. UX task analysis

A design analysis is conducted which will indicate if the design is capable of performing its tasks or not.

3. UX information architecture

This stage covers the information flow through the UI design. During the information architecture phase, we choose what visualization technique to use, the UI interaction style that is needed and select a design pattern.

4. UX prototyping stage

Here, the development of interactive screens, prototypes, wireframes, and mockups takes place.

5. UX usability check

This stage allows UI designers to evaluate prototypes, which will otherwise not be tested on users. It is a stage of heuristic evaluation, cognitive and pluralistic walkthrough.

6. UX usability testing

This UI design testing phase allows designers to find out what a viewer will perceive. This is the phase where several user tasks are tested to check for any errors or problems.

7. UX graphical UI design

The final look and feel of the UI design are conceived at this stage. The various aspects of illustration, photography, typography and problem-solving are tested to decide on the final elements.

8. UX software maintenance

This phase begins after the deployment of the design. Any system upgrades, software bug fixes or changes in features are checked for.