**W01 READINGS**

Today digital world has shown us how mobile has improved the business world including benefits as increase in revenue, improved customer loyalty and faster time to market. This gives us enough reason to give more focus on our websites by given our user a well-though-out user experience design in critical to the success of our websites and mobile applications. It is important we improve our website particularly the mobile applications. I learnt in “Master Mobile UX” that a good percentage of people carry mobile along with them while moving round the street, in their homes and office while a very low percentage does the same with their laptops and desktops computer. Again, we should in everything design focusing on doing the mobile first.

Our users should automatically be able to use our application or website without any doubt and should be given a clear pathway and be able to complete all primary tasks on our application without requiring any instructions and or explanations because 90% of our users lack the patience to try to work through complex steps or instruction to get what they want on our websites. A satisfied client is more likely to return and recommend things to others. The positively reviews will serve as a result to motivate us for further enhancement and it will create more usability to our websites to build good value and surpass the competition.

Thank you, sir.

**Dagwan Pan’an Danladi**