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**WEB DESIGN: USER EXPERIENCE**

**Website:** <https://sites.google.com/site/ucitelabobrovojuv/home>

**Description:** Yulia Bobrova’s website (school English teacher in Russia) is dedicated to the English language.

**Weak points (according to criteria):**

1. **Simplicity.**

* **Colors.** Usually it is recommended to use 3 colors (max. 5). Mistake 1: Here more than 5 colors are used, which makes it more difficult for the user to surf the website and makes it less attractive and less stylish. Mistake 2: transparent background makes it almost impossible to read the text below if we scroll the site down.
* **Typefaces.** The font should be legible. A common recommendation is to use a maximum of three different typefaces in a maximum of three different sizes. Mistake 3: using too much text in bold and capslock. Mistake 4: too many different font sizes (from 12 to 18). Mistake 5: too many different styles: Arial, Helvetica, Times New Roman.
* **Graphics.** No graphics – no mistakes.

1. **Visual Hierarchy.** Visual hierarchy entails arranging and organizing website elements so that visitors naturally gravitate toward the most important elements first. By adjusting the position, color, or size of certain elements, you can structure your site in such a way that visitors will be drawn to those elements first. Mistake 6: this website is like a candy store: for the first several seconds you do not understand where to click first. The pictures are inserted in the wrong way, the text is not justified, too many colors. Visual hierarchy is not profound.
2. **Navigability.** Moving from point A to point B should be as pain-free as possible. Usually it is recommended to put menu on the top and on the bottom of the website. Mistake 7: main menu is divided into 2 pieces by the photos of the teacher on the left.
3. **Consistency.** The overall look and feel of your site should be consistent across all of your site's pages. Backgrounds, color schemes, typefaces, and even the tone of your writing are all areas where being consistent can have a positive impact on usability and UX. Mistake 8: the structure is not comprehensive enough, no main page, mix of Russian and English languages. Mistake 9: hyperlinks cannot be clicked (you need to copy them). Consistency leaves much to be desired. Mistake 10: if you click «PERSONAL LETTER», you will find the video about the teacher of the year 2013, which is considered to be somewhere else (for example, on the main page). Mistake 11: if you click «Forms and Docs», there is a text in latin, which means the page is not completed. Mistake 12: too many pictures that are inserted everywhere.
4. **Accessibility**. In order to provide a truly great user experience, your site needs to be compatible with the different devices (and operating systems, and browsers) that your visitors are using. Mistake 13: no responsive site, no modification for different platforms.
5. **Conventionality.** There are some things people have got used to. For example, we expect that the main logo will be at the top, that if we click it, we will go to the main page, or, for example, shopping cart icon means that we are going to buy a product etc. While it might be tempting to throw all such design conventions out of the window for the sake of being completely original or unique, this would (likely) be a mistake. Mistake 14: the design follows no known conventions.
6. **Credibility (a.k.a. the amount of trust your site conveys).** One of the best ways to improve your site's credibility is to be clear and honest about the product/service you're selling on the site.
7. **User-Centricity.** So while the principles detailed in this list are a great starting point, the real key to improving the design of your site is to conduct user testing, gather feedback, and make changes based on what you've learned.