## 08. Pages in Design

Our implementing the User Interface strategy consisted of the following main parts:

## 1. Information Architecture

Information architecture is an incredibly important part of UI developing. We created two design concepts with the different structure for application and chose one of them based on user input, user-testing results. Based on the best UX practices, we organized the information in a way that helps users understand where they are as well as what they need to do.

## 2. Visual Design

Visual design contributes substantially to building a positive experience. Developing of visual design was focused on the aesthetics of a site and its related materials by strategically implementing images, colors, fonts, and other elements. U.S. Web Design Standards have been used as a basis for creating our visual design.

## 3. Interaction Design

Interaction Design was making the connection between a device, user interface and the user. After we have understood our users' expectations, we determined the best way to facilitate those needs within the technological constraints of our product. Every time a user makes choices in our application, interaction design responds.

All user interface decisions were based on the best practices and determined by user testing.