

2.1.6 Examples

2.1.6 Examples of good practice

- The most popular websites in the world follow these principles I've outlined precisely
- **Google (Alphabet), Twitter, Pinterest, Tumblr** all follow the simplest possible model
- Other service websites put the service front and centre :
 - **Trip Advisor**
 - **Skype**

2.1.6 Bootstrap

- Great for keeping things simple and effective, working on all screens
 - **But also possibly boring ?**
- <http://www.novolume.co.uk/blog/all-websites-look-the-same/>

2.1.6 Examples of Bad Practice

- Litany of bad websites
- But also, Deceptive approaches
- <http://darkpatterns.org>

Summary

- **User experience design comes before software design**
- **Understand why users are going to the website**
- **BE SIMPLE : Give the users what they want quickly. Make it simple and clear!**
- **BE CONSISTENT : Don't keep changing your mind about how the site looks or works**
- **DON'T OBFUSCATE : Don't pad your website with content, images, text etc. that doesn't relate to its purpose (avoid corporate reports!).**