Front - End

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Abstract - The Front-End refers to the visible and accessible interface that users interact with directly. It constitutes the public face and user experience on the platform, as it encompasses the design, layout, and functionality of the visual and interaction elements.

I. INTRODUCTION

User experience is critical to the success of any website or application. This experience starts from the moment a user interacts with the visual interface and the functionalities offered by the Front-End. It is where the first impression is established and the user experience is cultivated, thus paving the way for a smooth and successful interaction with the website or application.

II. ¿WHAT IS IT?

It is the part of a program, website, or device that a user can access directly, that is, it refers to all the technologies that run in the browser and are responsible for the interaction with users, it is all the code that runs in a user's browser, everything that the visitor sees and experiences directly.

III. ¿WHAT IS IT FOR?

It is used to create the interface of a web site, from its structure to the styles, such as defining colors, textures, fonts, sections, etc. Its use is essential for the user to have a good experience within the site or application.

IV. FRONT - END ELEMENTS

A. *Navigation Structures.*

This element refers to the order in which the different pages of a web site are organized, and the components linked together to perform different functions within the site.

B. *Layout.*

Also known as page layout, it refers to all the components of the web page, for example: menu placement, buttons, footer; everything necessary to make a site useful and easy to navigate.

C. *Web Content.*

Anything that provides relevant or interesting information to users. It is important to note that content does not necessarily have to be text; it can include sound or interactive materials.

D. *Images.*

All visual resources contribute to increase users' interest. Videos, animations, maps, graphs, infographics, GIFs, illustrations, diagrams, etc. can also be included.

E. *Logo.*

For a website to have a greater identity, it is vital that it contains the logo that represents the brand or company.

F. *Graphic Design.*

This element includes everything related to the appearance of the web page and its look and feel colors, shapes, fonts, sizes, etc.

V. EXAMPLES OF APPLICATION

1) *Search Engine Optimization* (SEO).

2) *Accessibility* (speech recognition, text-to-speech conversion).

3) *Functionality on all browsers and screen sizes* (desktops, cell phones and tablets).

4) *Speed* (the faster the site loads, the better).

5) *Website performance thanks to clean code.*

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