

# ICT UNIVERSITY <HACKATHON/>

**Good Web and Mobile  
Design  
Lesego Mothupi**





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# Overview of UX/UI

UX | How a person, the user feels about interacting with or experiencing a digital platform.

UI | Deals the visual and interactive aspects of the interface.

Together, the goal of UX/UI Design is to enhance the overall user experience, making the website easier to use, more enjoyable and more effective.





## Good Web and Mobile Design standards

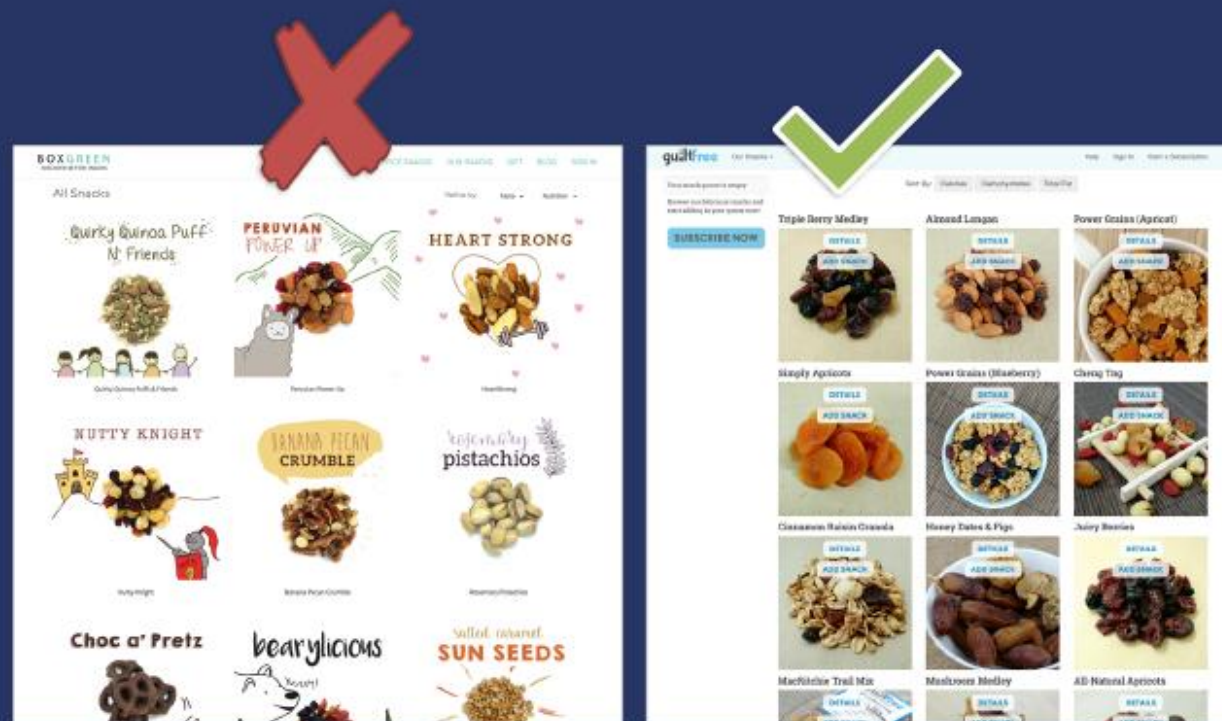


A good website should be **usable**,  
**equitable, enjoyable** and **useful**.



# Usability #01

Refers to the whether or not the purpose of the website is clear and can be attained.



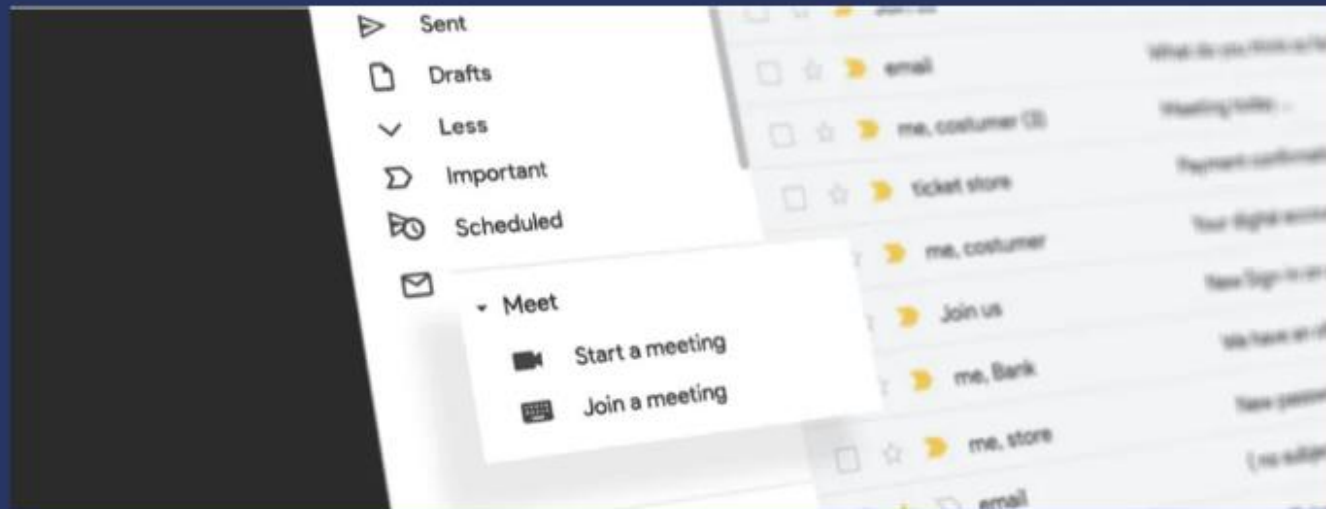
Measurements:

Error Rates, Bounce rates, System Usability Scales (SUS), Drop Off Rates, Use of navigation vs Search bar



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# Equitable #02



Means that the website is marketable to users with diverse needs

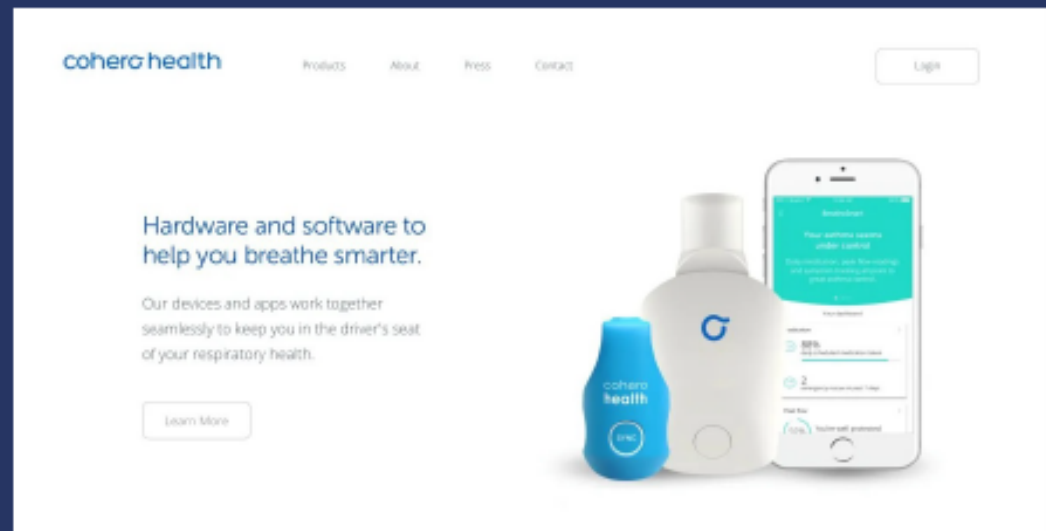
Examples of Equitable website design:

- Hierarchical Layout
- High Contrast (WCAG Standards)
- Alt Text
- Redundant coding



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# Enjoyable #03



Is there a positive connection between the user and the website.

Examples of Enjoyable website design:

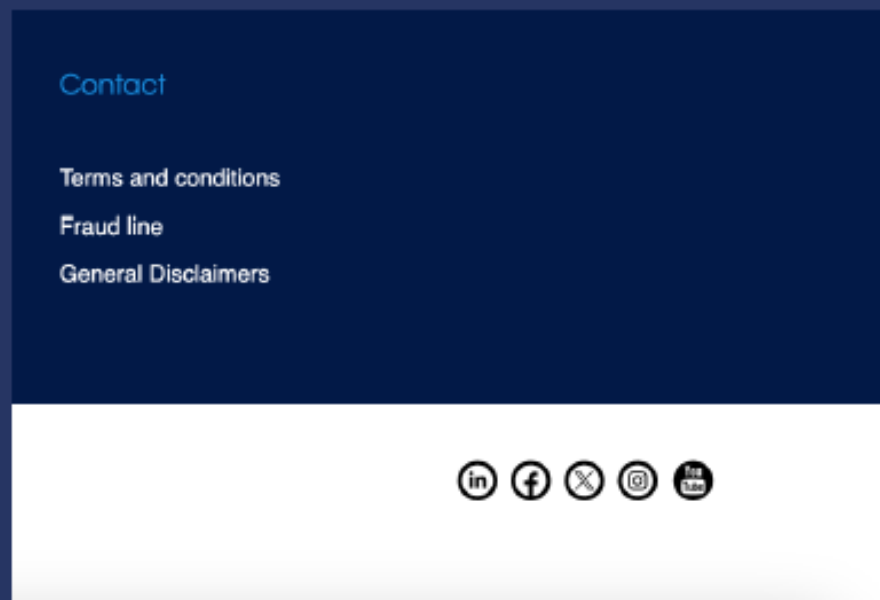
- Breadcrumbs
- Global Navigation
- Upfront Disclosure
- Emphasis



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# Useful

## #04



Refers to the whether or not the website adds value to the user.

Examples of **Useful** website design:

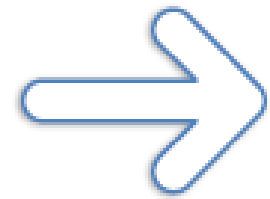
- Link building
- Comprehensive, Correct, and Current
- Sitemap footer
- ChatBot AI



ECSCA  
ENGINEERING COUNCIL OF SOUTH AFRICA



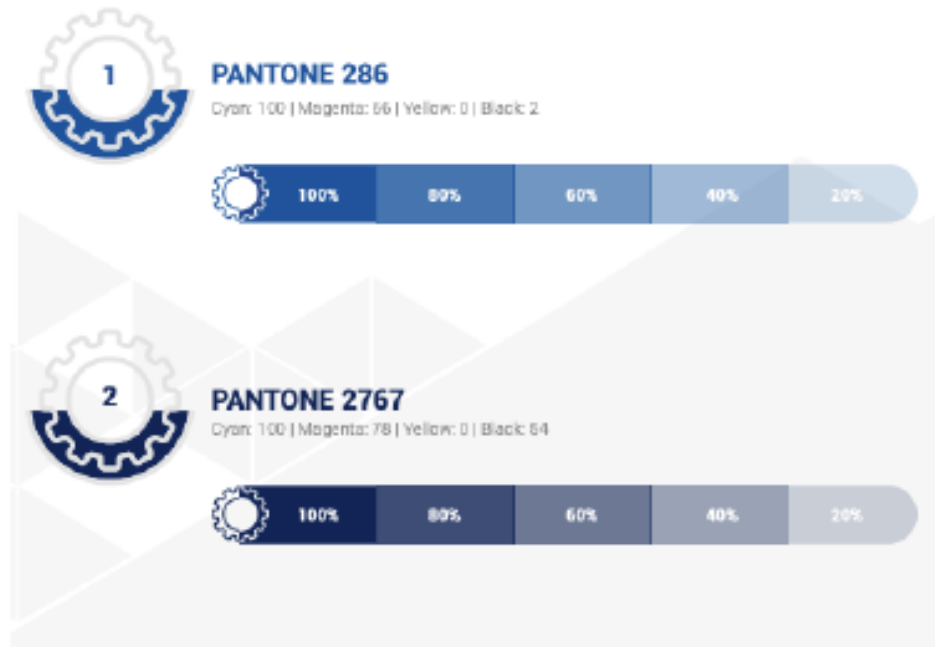
**ECSA Design System**



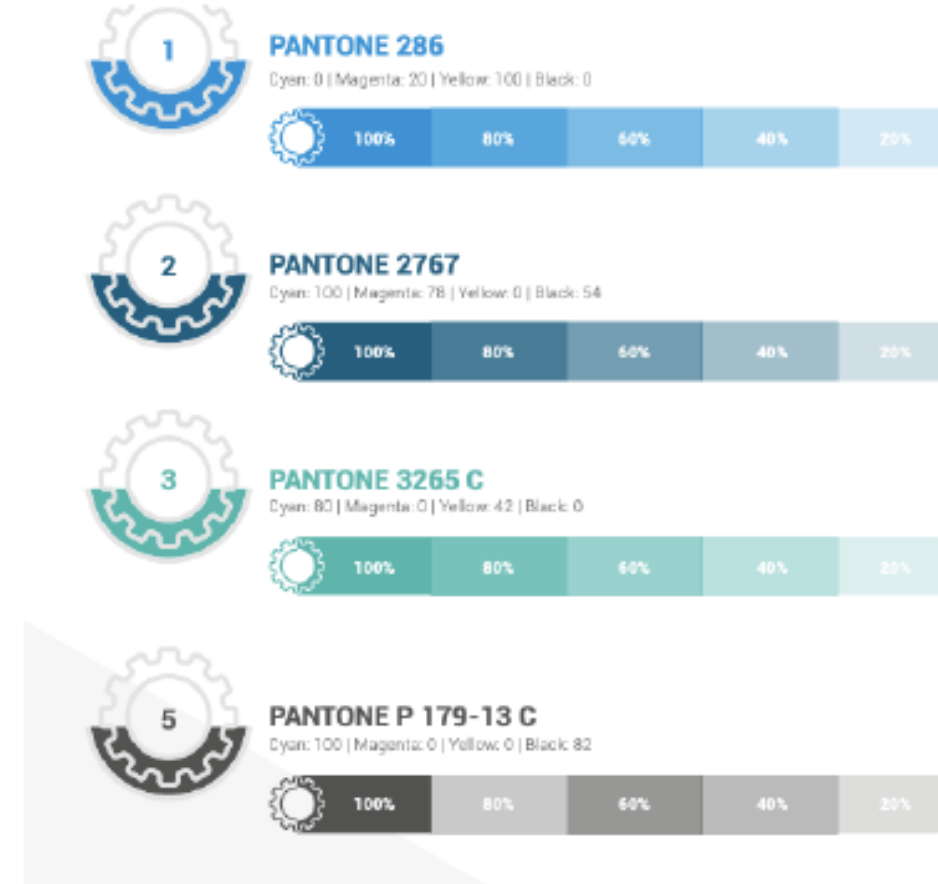
Sticker Sheet  
(Design System)



## Primary Colour System



## Secondary Colour System



## Typography

### Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Univers

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

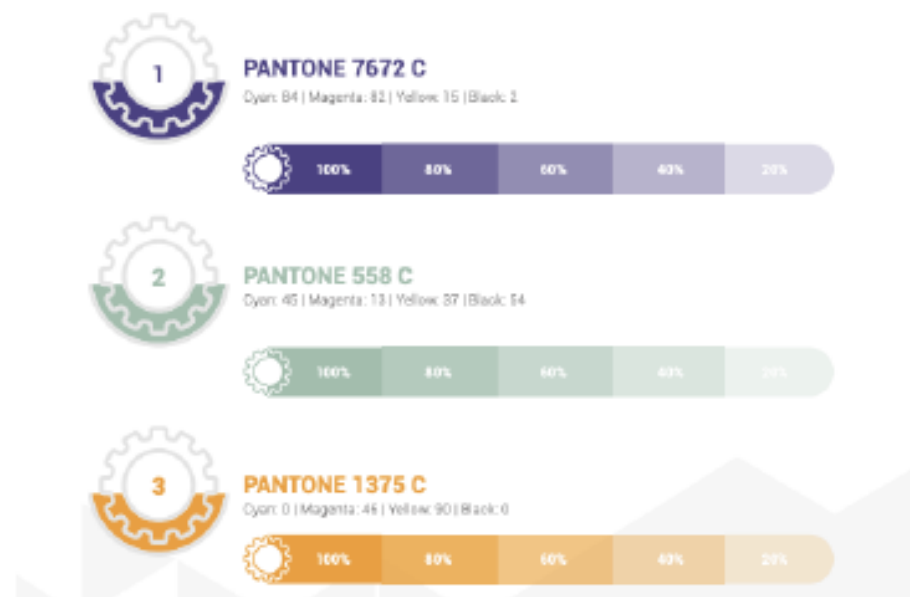
47 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Secondary Colour System



## Secondary Font

### Gill Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



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## In Conclusion

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better." - Jeff Bezos