

Principles of Design Paper

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Introduction

Since the very first websites were developed back in the early 90s, designers have been trying different methods to change the way websites look and feel.

The early sites were completely text-based, with very few images and a no real layout to speak of other than headings and paragraphs.

The industry has changed a lot since that time using new techniques, new design and new requirement.

We will first speak about some of the new techniques used such as the responsive website or making a website with accommodations for people with disabilities (ADA requirements). We will then see elements making a good website with some description of it.

Responsive website and ADA requirement

Nowadays over 60% of searches online now come from a mobile device, and 40% of users have gone to a competitor's website after a poor mobile experience.

These 2 numbers show the importance of the mobile searches and why being mobile friendly is one of the most important characteristics of a well-designed website.

The other point of responsive website is making your users happy and improve their experience when they visit your site. One of the best ways of improving user experience is to mobilize your website. This helps to make your website more easily navigable, and it allows potential clients to smoothly browse your content without any problems. The result is that your mobile website will provide a better browsing experience for all your visitors.

Having a responsive website is also important for the SEO. Indeed, using a mobile website is also beneficial if you want to rank highly on search engines. In fact, Google is now prioritizing mobile-optimized sites when searching from mobile devices. This means mobile-friendly sites that have a responsive mobile design are promoted in the search rankings. Those that do not meet these terms are demoted and therefore suffer from less visibility.

The Americans with Disabilities Act (ADA) was enacted nearly 30 years ago to protect the rights of individuals with disabilities, specifically prohibiting discrimination in employment, public services, public accommodations, and telecommunications.

Therefore, website need to have some characteristics to be meet the requirement by the ADA act, the two most common characteristics are :

- To make sure images have descriptive alt tags. Alt tags are used by screen readers, players, and voiceovers to describe elements on a website to users.
- To review your website's styles and elements, such as headings, buttons and links. Keep in mind "all" types of users who access your website, including those who experience disabilities.

Some elements of well-designed website

First, a well-designed website should "work", by that I mean that a website doesn't have broken links, pictures or div for example.

Second point I think is important are the color selected for each element (h1 / h2/ background / p etc...). They should fit well each other and be complementary, everything should be readable etc...

Another point of a good design for me, is the simplicity, I think simple design (such as a picture of the product in the background and a simple title), simple typo, where everything is easy to read make the website better. For example, website such tesla, Lamborghini are perfect example of what I believe is a good design characteristic.

A good website should also be easy to navigate on. Therefore, I think a navbar with links to the difference pages is a really important elements of a website. .

Finally, a good website shouldn't take too much time to load : Google(2016) states that 53% of mobile users abandon sites that take over 3 seconds to load, which proves the importance of that element while building a website.

I believe these few elements are the basic to make a good design for a website.