



Create a Website that People Love...

Web Design Principals:-

- ▼ Manage ATTENTION with effective User Interface (UI) Design

Overview:-

1. HIERARCHY
2. LAYOUT
3. ALIGNMENT
4. WHITE SPACE
5. YOUR AUDIENCE
6. Five things to keep in mind...

So now that we've talked about some of the fundamentals of design like Color Theory and Typography, the next thing I want to talk about is User Interface Design.

User Interface Design



Now take a look at this picture.



In most cases, 99% of you would have read "YOUR EYE HERE" first, "then here" then

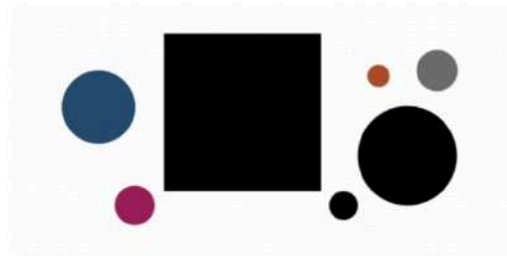
"Isn't that fascinating?"

So this is just a way that our brains work.

We're always drawn to the bigger bolder square of things.

And As designers, we can use this knowledge to define hierarchy.

1. Hierarchy



Academy

So let's say that you were to write a birthday invites to Jane.



You could write it like this. But all of the information has equal weighting. So as a reader, I have to go through the entire paragraph and I can't just skim through it to get the important bits. So it's gonna take me a lot longer

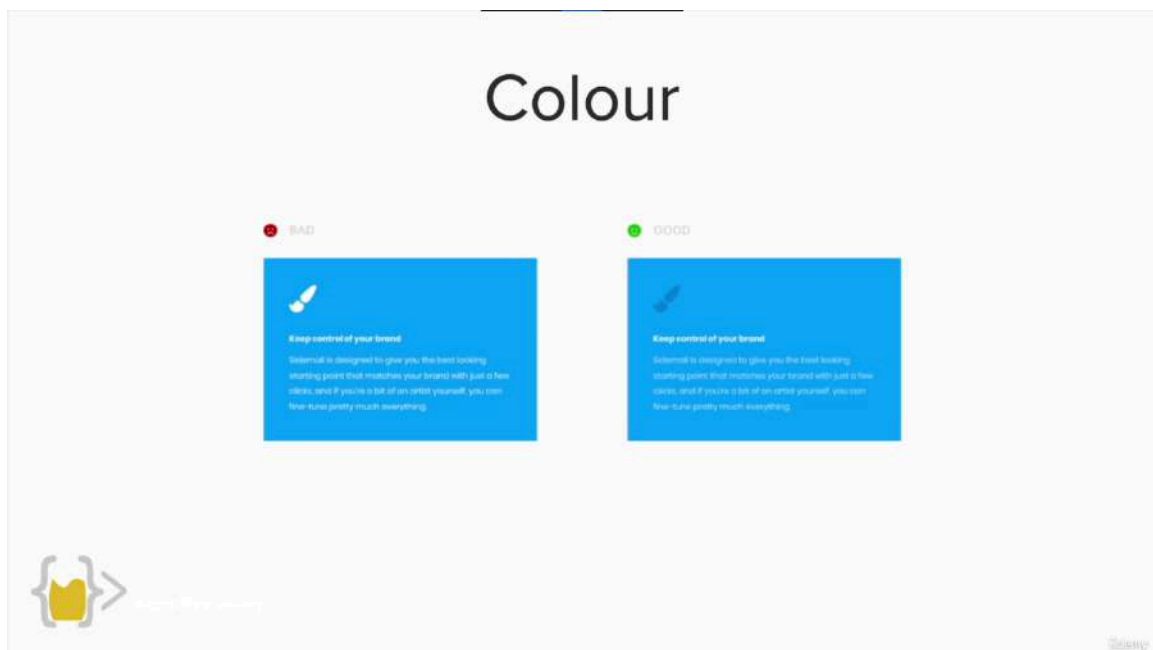
right? Now on the other hand if I apply the rules of hierarchy then the most important information gets

conveyed over first and I make sure that Jane actually knows whose birthday party it is, where it is

and when they should go.

So we can establish hierarchy in a number of ways.

The most obvious is through the use of color.



So colors that really pop and stand out and have contrast with that background tend to be used for high

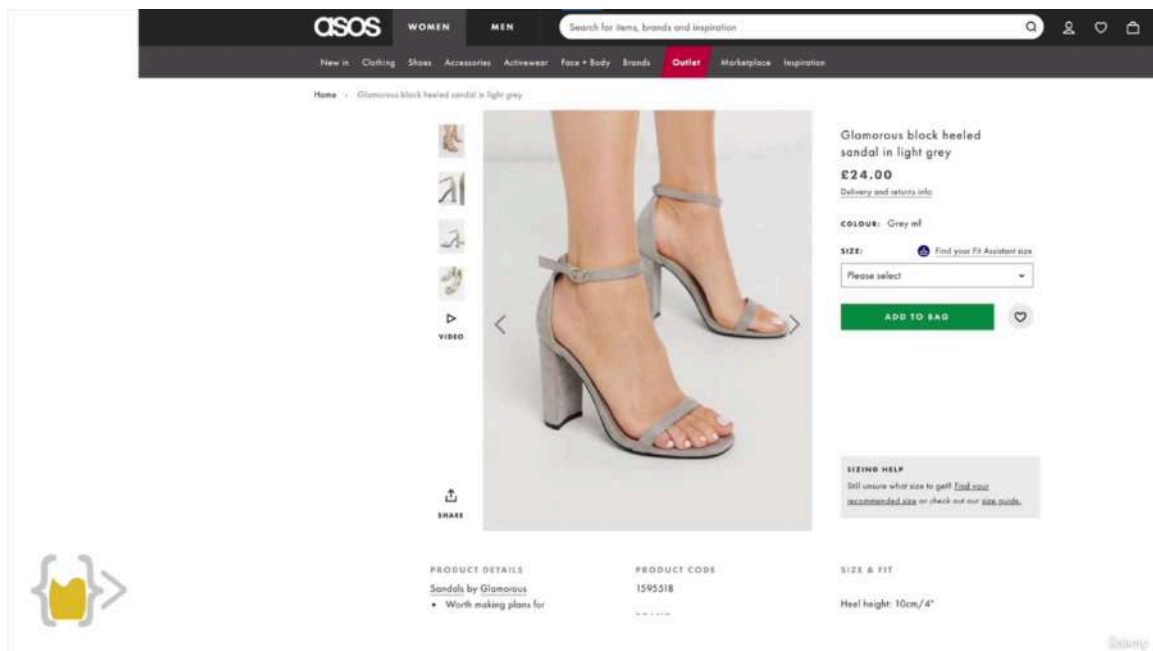
hierarchy.

So for example in this case if all the colors were the same, then it feels like they all have equal importance.

But on the other hand, if we have something that's very bright very standoutish versus something that's

a bit more grade, a bit more muted, then we know exactly where our eyes will go to first.

Now if you take a look at this example this is the ASOS website. And their predominant color palette



is the sort of gray and white color. But they've really cleverly used their accent tone, this green and

red, to really tell the user what they think you should really look at.

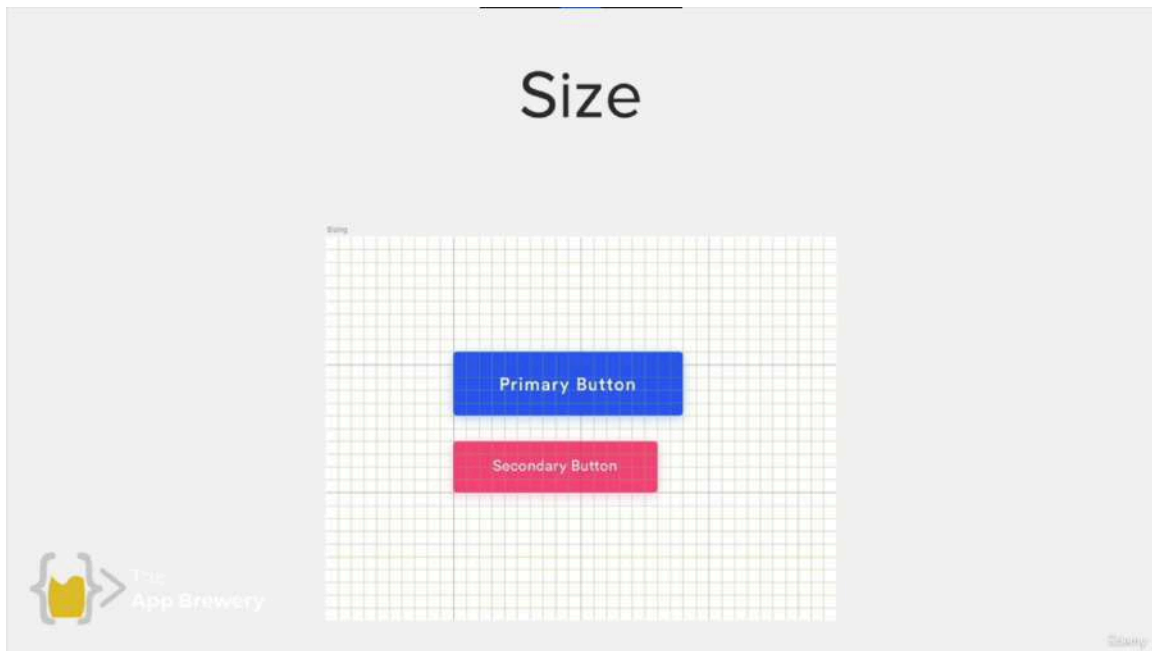
And it seems like ASOS really cares that you know that they have an outlet and also that you add your

product to the bag so that they can actually make money off you.

So, in this case, they're using that green accent tone to really pull the eyes to that button and make sure

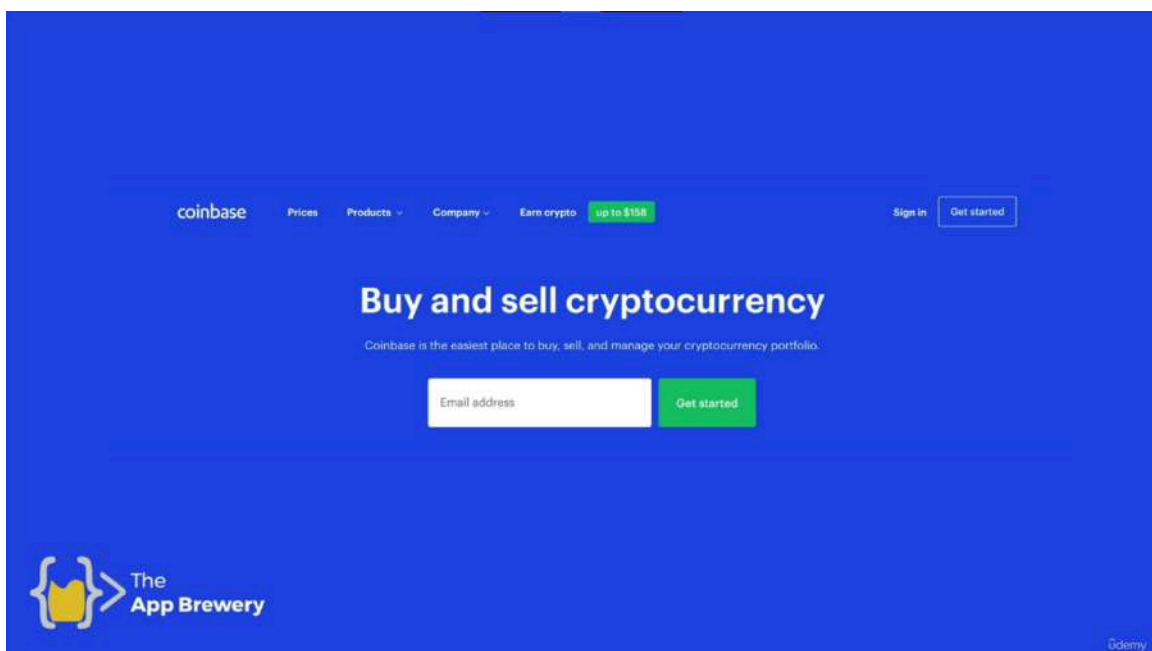
that the user actually completes their transaction.

Now in addition to color, you should also think about



size because as I said, the bigger items often draw your eyes to it.

So, for example, if you look at the Coin-base website which you can use to buy cryptocurrency, we can see



the first thing they want to tell you is you can use this website to buy and sell cryptocurrency.

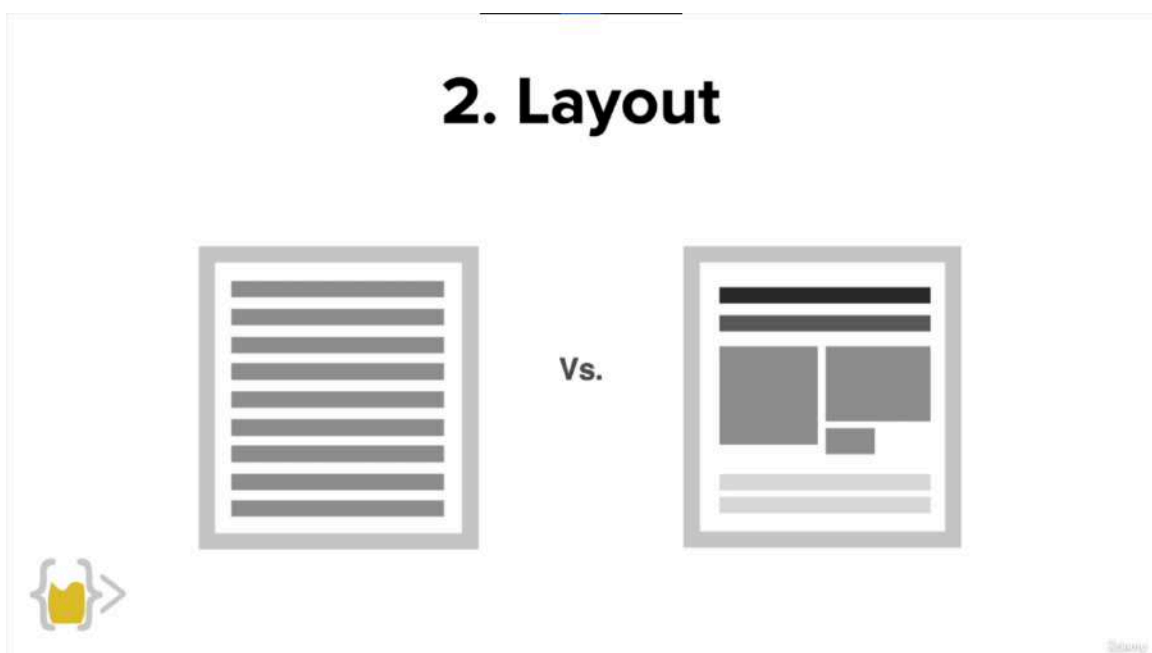
Now the next biggest thing on the page is this huge email input and a button that says "Get started".

So because a lot of these companies run ads and they're paying for users to land on their page, it's really important for them to capture the emails.

This is kind of what this design is representing right?

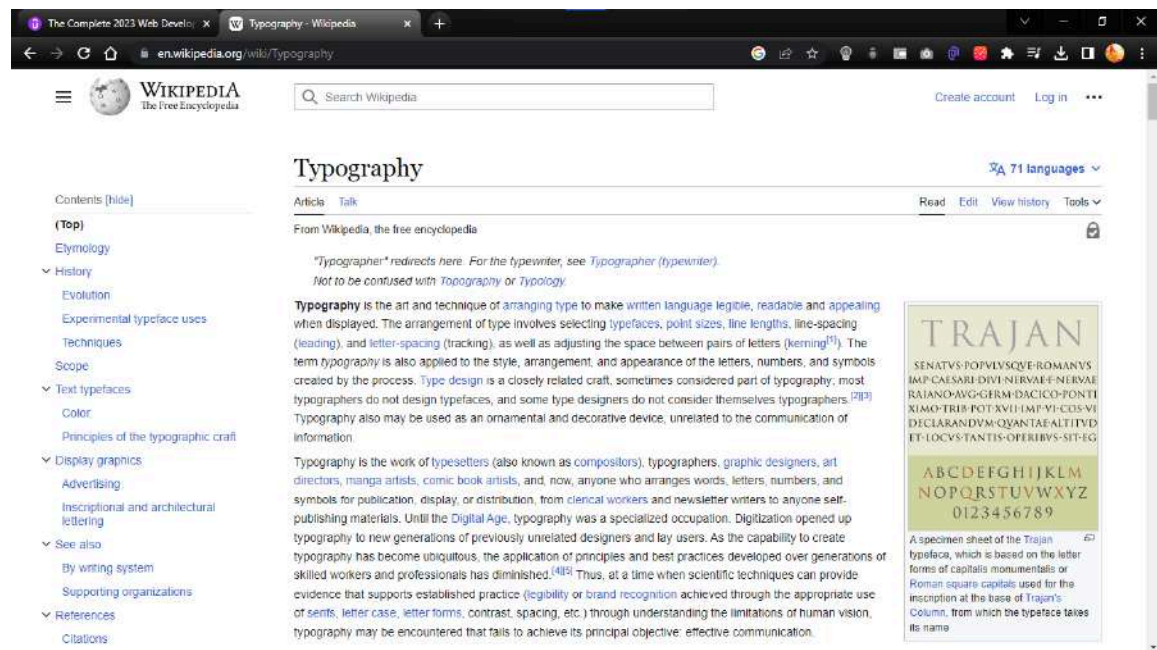
As long as you land on this page, you're probably going to want to look at this place where you put in your email address and get started so that the company can capture your information.

Now in addition to establishing hierarchy in terms of user interface, you should think about the layout of your website.



You can of course, on one hand, have this big block of text which is just your website where everything is all laid out in the same kind of way or you can create more interest by creating a block of text and then interspersed with pictures and then create some different sizes and different shapes and different hierarchies to make your design look more interesting.

Now the Wikipedia pages are a example in bad design because just look at how bland it looks.



It really is trying to be an encyclopedia but it doesn't have to be like this.

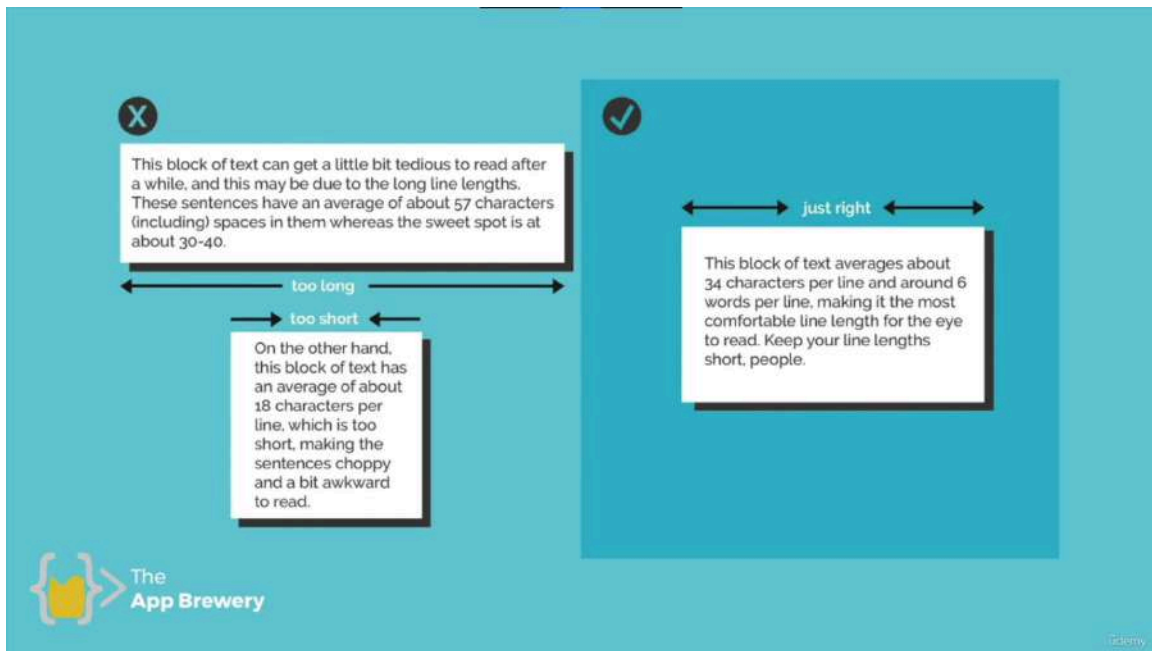
Now

one of the most noticeable things about Wikipedia is just the length of each block of text.

Just look at how long each line of text is.

It's very hard for a user to keep their eyes tracking along the same line.

And in fact, in terms of user interface design, there's an optimal line length. Too long and it gets a

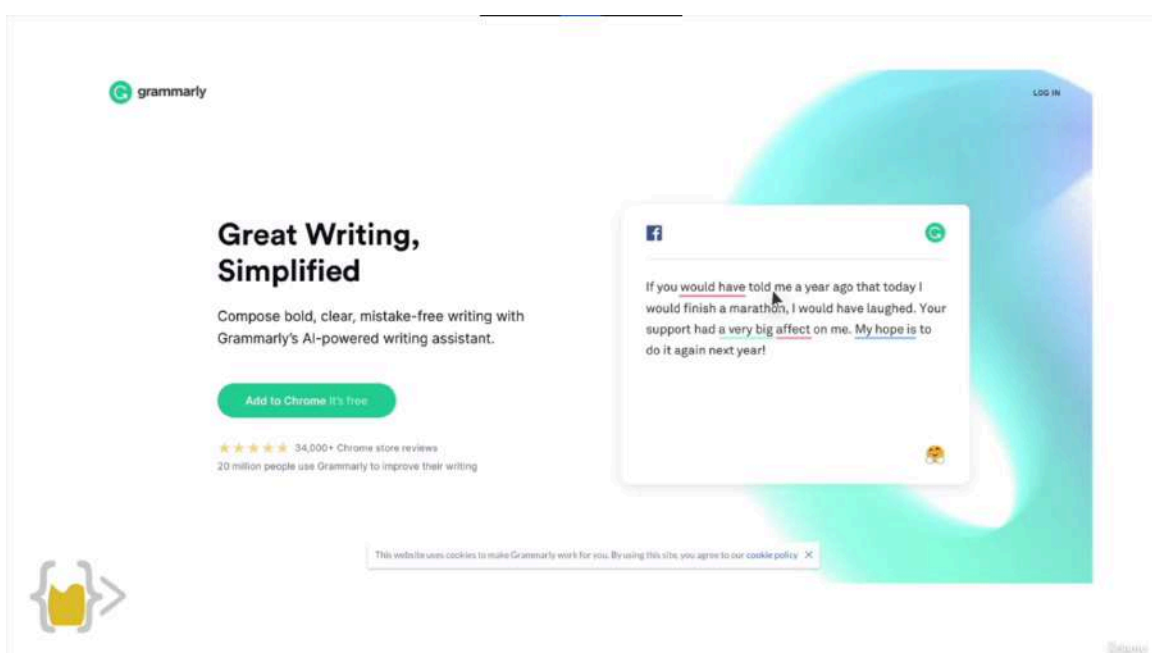


little bit tedious to read. But too short it feels a bit too choppy and it's a bit awkward to read.

So you want to aim for something around 40 to 60 characters per line so that it feels comfortable to

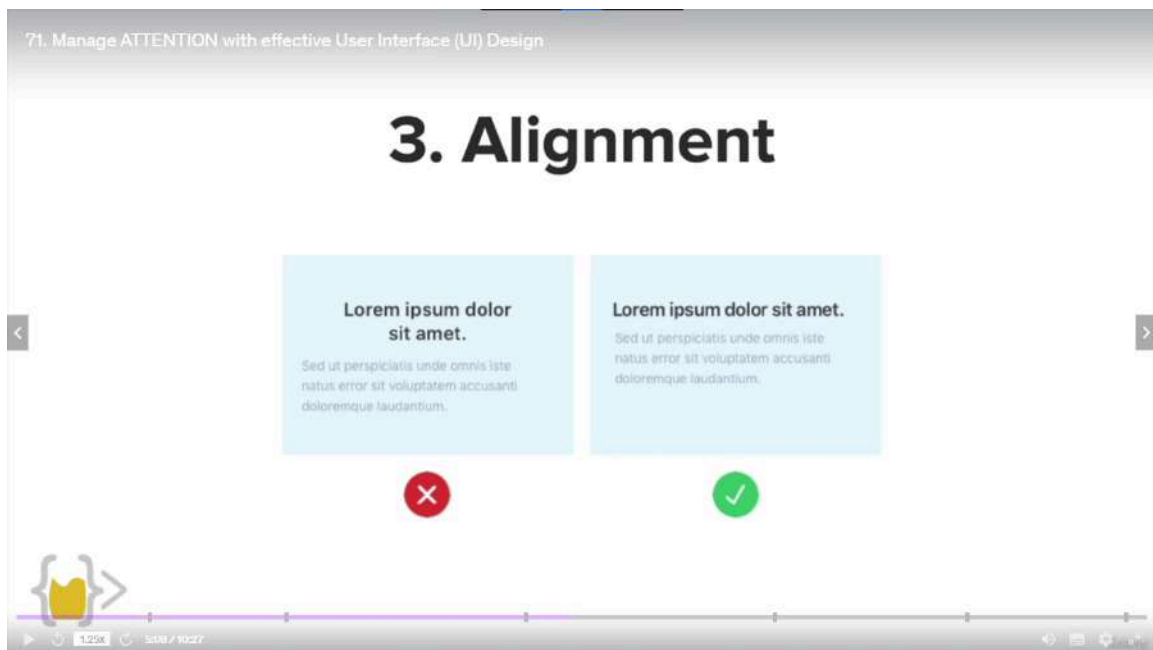
the user and they'll be able to get through the information and still be interested in your website.

Now when you have good layout like Grammarly's website, it's not only interesting but it also chops



up the content into smaller pieces so that you actually get through more of the website and you take more of it in.

Now another thing I want to talk about is alignment.



This has to do with how you position each of the elements on the screen relative to each other.

So take a look at the example on the left. The top title is center-aligned whereas the body text is

left-aligned. And it makes it look a little bit awkward like they're not really meant to be together.

Now on the right however just by shifting the alignment so that both starting points are the same for

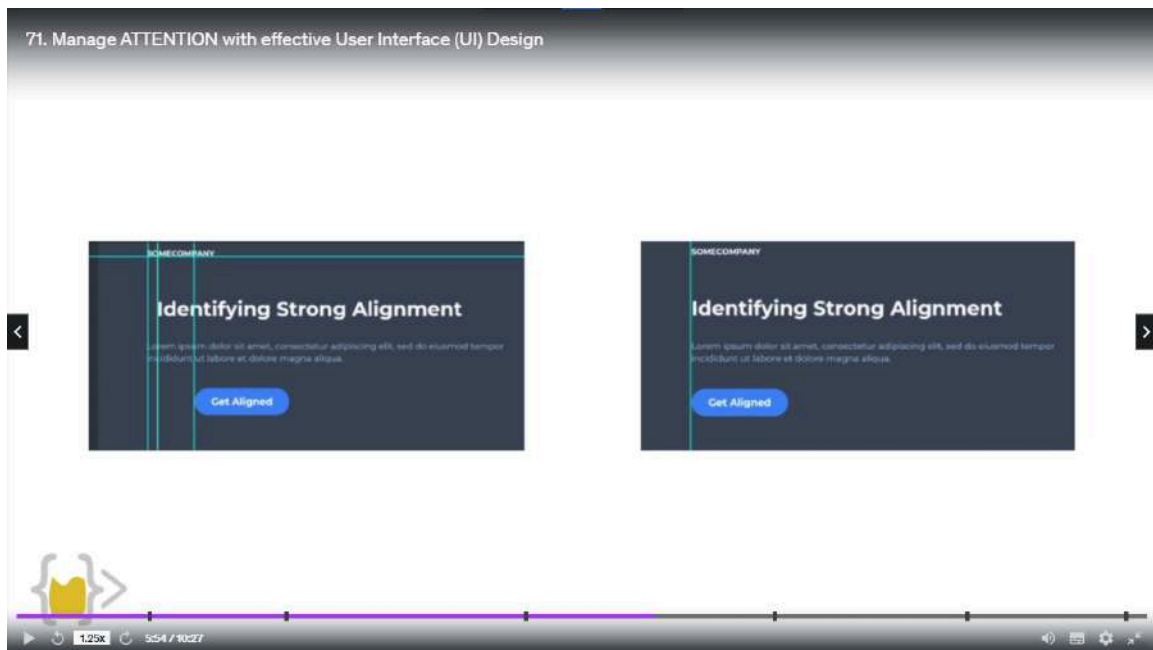
the title and the body, it suddenly looks a lot more consistent and a lot more designed.

Now one of the easiest ways of making any sort of design you create look professional is just to reduce

the number of alignment points.

So let's say that you're creating a slide deck for your next presentation or you're creating a poster

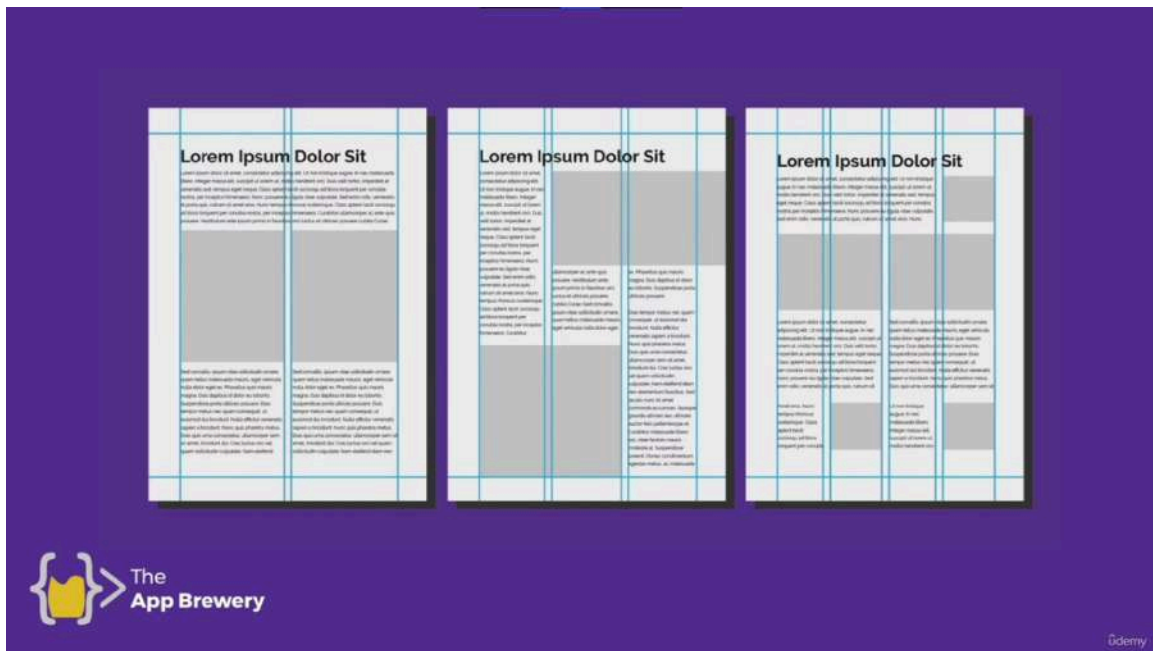
for your birthday party,



take a look at all the things that are on the design and identify a line which goes through the beginning of each item.

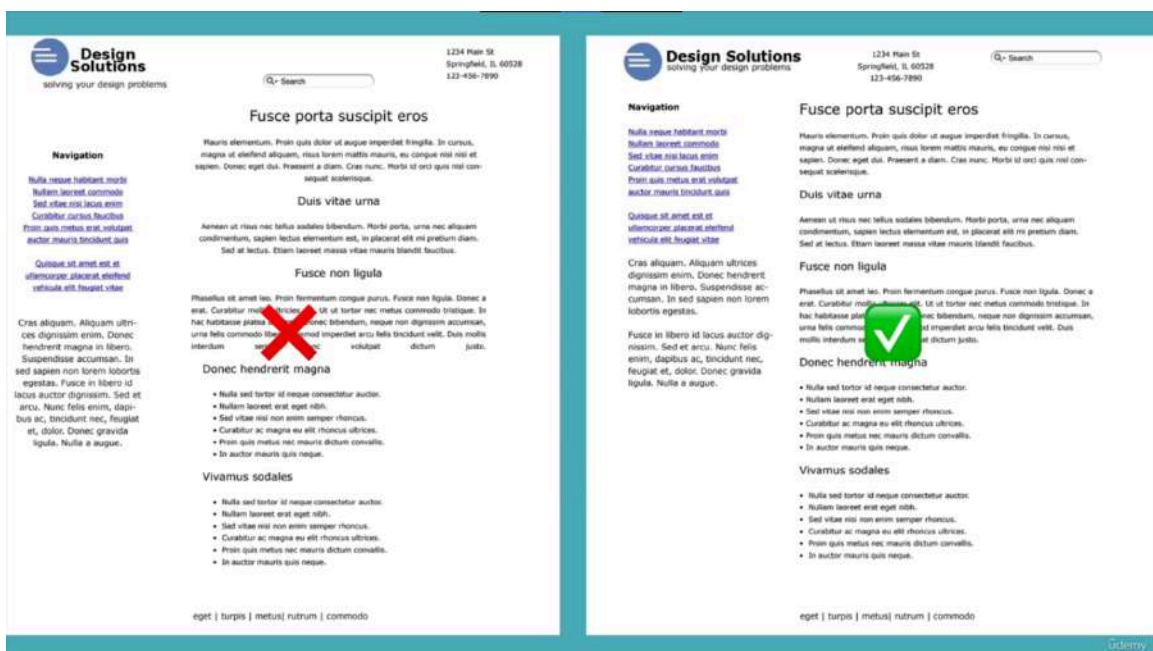
Now if you can reduce the number of lines like we have done here on the right then suddenly the design looks a lot more coherent like all the pieces are meant to be together. And it just looks a lot more professional.

So use these grid lines in your designed to help you visualize where the starting points of each element



is and try to line them all up.

Because even if you do nothing else but just alignment, you can see in this case the left looks a lot



more sloppy and the right looks a lot more designed and more professional. And all that's changed, there's no change in the color, there's no change in typography, it's just the alignment.

Now a really important concept in all design is White Space. And white space refers to the empty space that's around text or round your elements.

4. White Space



Now sometimes when I'm on the high street I come across one of these luxury handbag or shoe shops and I look through the window.

Now here's an experiment.

Take a look at this shop that sells handbags and take a look at this one.





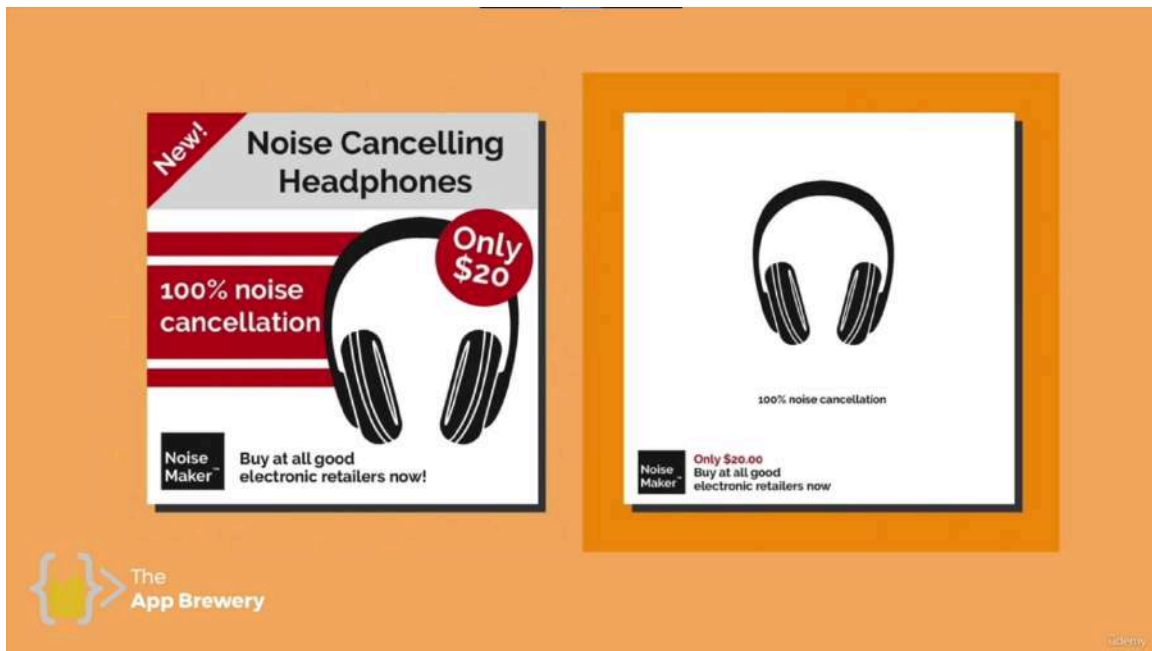
Now how much are you willing to pay for a handbag from this shop versus this one.

Now this is really a use case for white space.

A lot of luxury shops, luxury designer stores, one of their simplest tools is just injecting white space around their products, space things out and it makes everything suddenly look a lot more expensive. Whereas when you have everything all tightly crammed together and you have a lot of product on show, it makes it look like it's some sort of discount store.

And the same principle applies when it comes to digital design as well.

Let's say you have an ad for noise cancelling headphones.



If you have loads of things on screen, there's "New", "Only \$20", "100% noise cancellation".

It makes the product look really cheap. Whereas if you injected some white space, all of a sudden it looks

like Apple made it right? Just by adding that space around each element on the screen

you can make your design a lot more minimalist and at the same time elevate it.

Now the last thing on User Interface design I want to talk about and probably the most important is design for your audience.

5. Audience



Canva

A lot of things I've said, including not using comic-sans, it really depends on your audience.

Let's say you're designing a children's concert poster, the one on the right looks like something that



Canva

children might actually want to go to. The one on the left looks a bit like a funeral advertisement.

It's so serious. It's so black and white and it's so severe looking that no child is kind of want to

go to that concert.

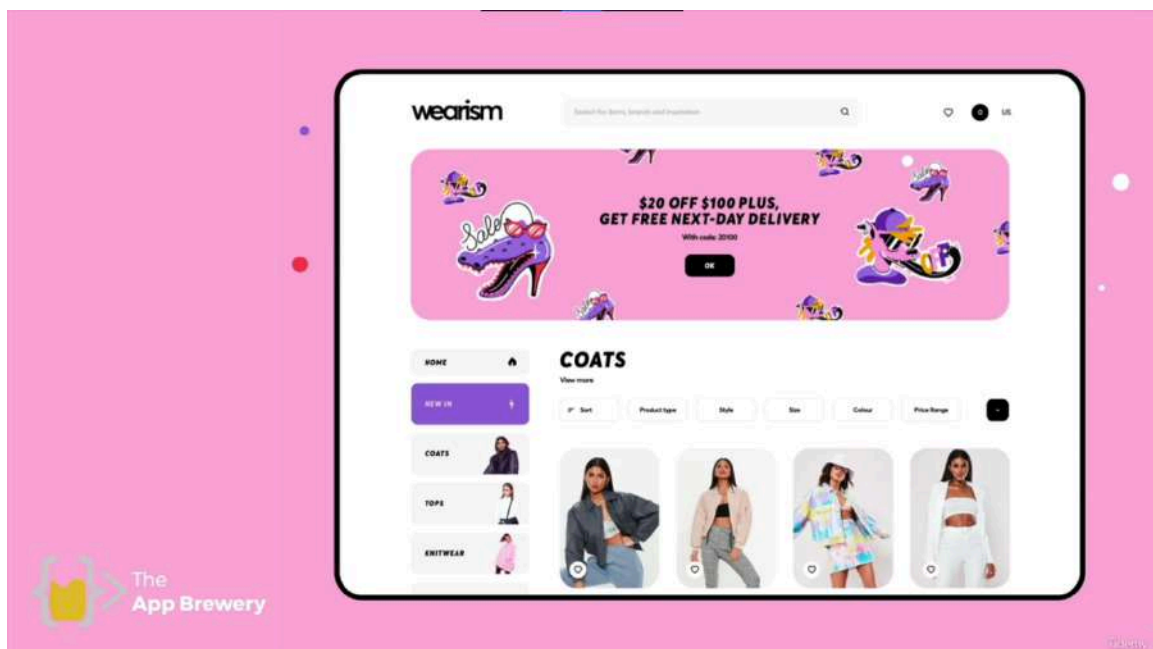
So think about your audience.

Think about what would appeal to them and what's important to convey to them. That it's going to be a

fun concert or that it's going to be boring adults who are going to be reading newspapers and some sort

of classical band in the background.

When you're designing websites design it for your audience even

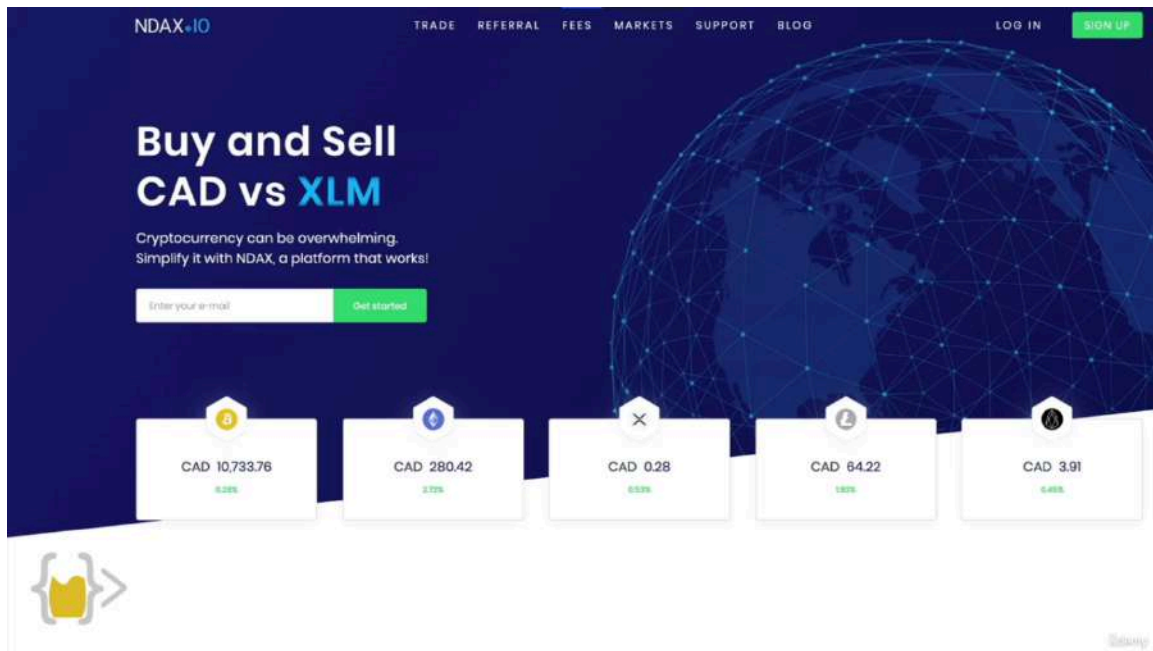


if it's something a little bit messier, a little bit bolder in terms of color, as long as it fits your

audience and that's perfectly fine.

So have the flexibility in your design so that you're not just creating one style all the time. You're

creating one style for a particular audience like teenagers who want to buy clothes and you're creating



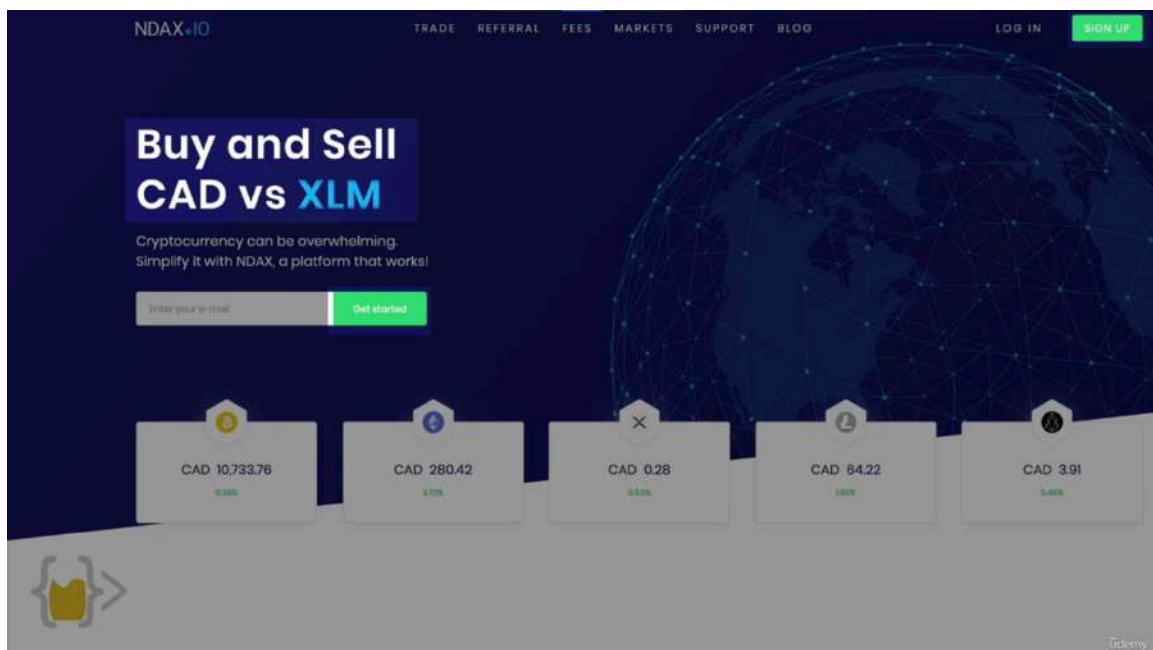
a different style for people who want to buy and sell cryptocurrency or have a medical website.

So the flexibility in your design skills is really important when it comes to User Interface design.

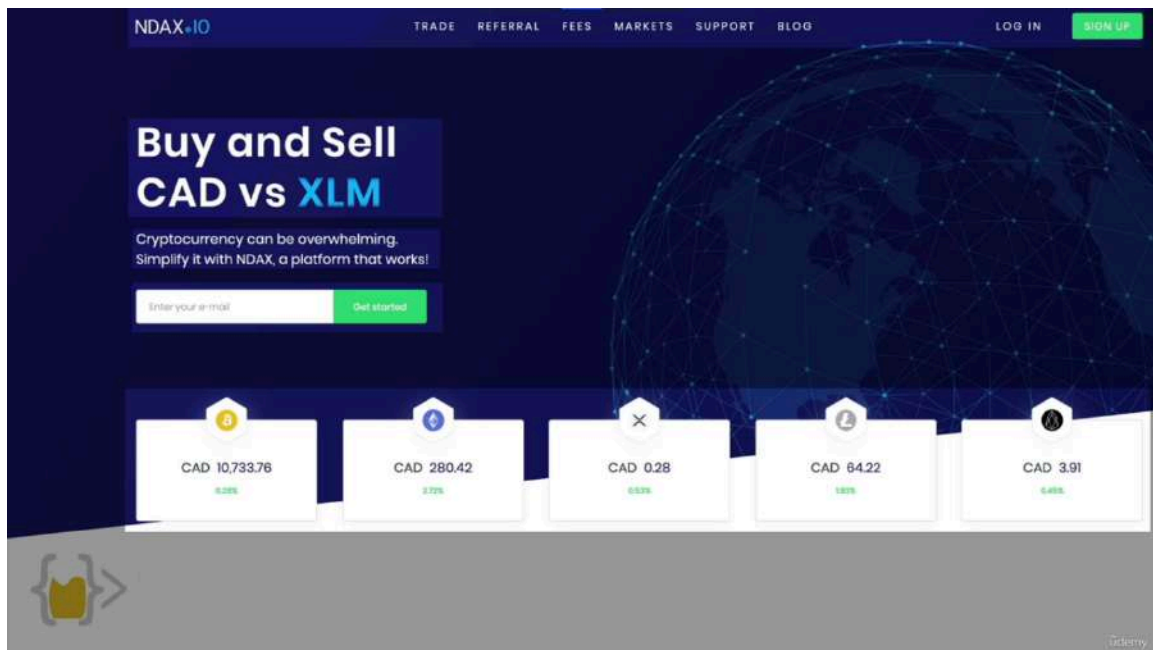
But keep in mind those

Five things:

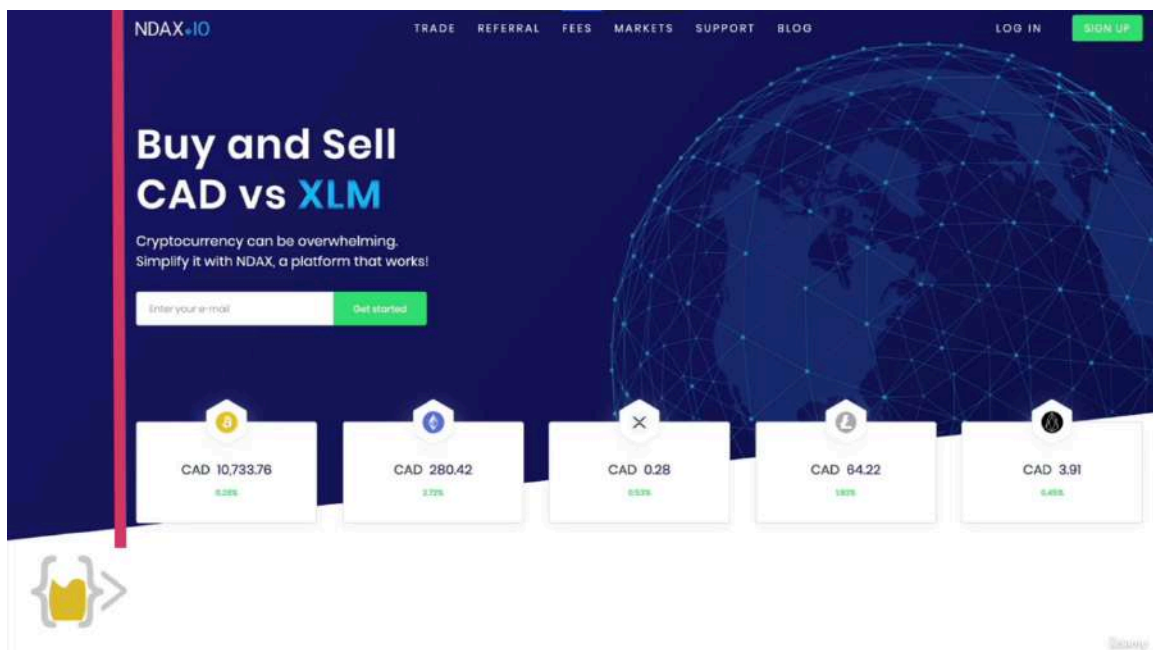
1.Hierarchy,



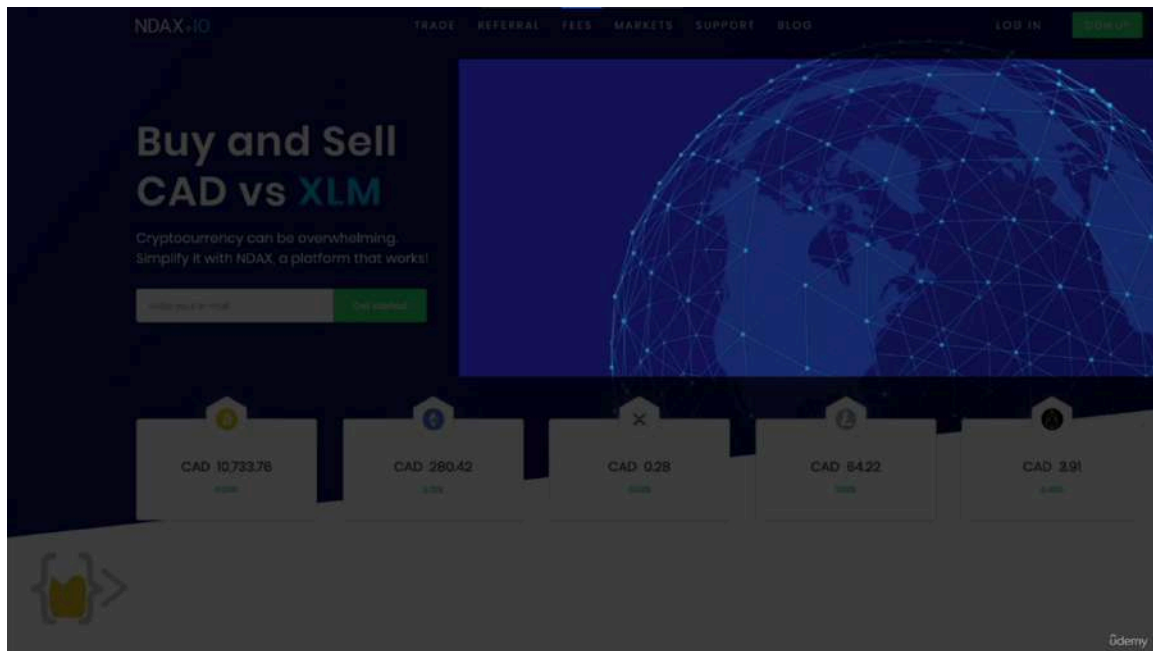
2.layout,



3.alignment,



4.white space and



5.your audience

and you'll be well on the way to creating more beautiful user interfaces for your websites.

▼ User Experience (UX) Design

Overview:-

1. SIMPLICITY
2. CONSISTENCY
3. READING PATTERNS
4. ALL PLATFORM DESIGN
5. DON'T USE DARK PATTERNS

Now, so far we've talked about the three pillars of web design: Color Theory, Typography, User Interface

design and now I want to talk about the last pillar, **User Experience design.**

User Experience Design



Now a lot of people often get confused about what exactly is UX or User Experience?



And one of the best ways I've heard it explained is through the story of the renovation of a college.

So this is a picture of Reed College in the US and let's just use it as our imaginary backdrop.



So this college decided that it needed to undergo serious renovation. Tearing down the buildings, building new ones and completely reform the campus.

So they invited this well-known architect who is very respected in his field. He came and he did a great job with all the buildings and the provost was really really happy.

He was like "This looks great."

But he had one question.

"Hey Mr. Architect. It seemed like you've just left lawn across the entire campus. Where are all the path that

people are going to walk on to get between the buildings?" At this point the architect says "Don't worry. I'll come back in a year and all will be revealed."

So in a year the paths where people need to naturally walk becomes trotted down and the grass gets worn down revealing these paths that people need.



And it's at this point when the architect actually lays down all the tiles and paves these paths.

So this is kind of the difference between user experience and design.
Design

we often think of having an aesthetic, what we think looks good and enforcing that on the user.

Now user experience is meant to be invisible.

If you have a good experience with a website it's meant to be unobtrusive and it just lets you do your

thing and it feels like as if everything is easy and everything is effortless.

So this is what we're aiming for.

And in order to do that we have to think about again five things.

The first is simplicity.

1. Simplicity



Odemy

Keeping things simple is always better than making it more complex or more cluttered.

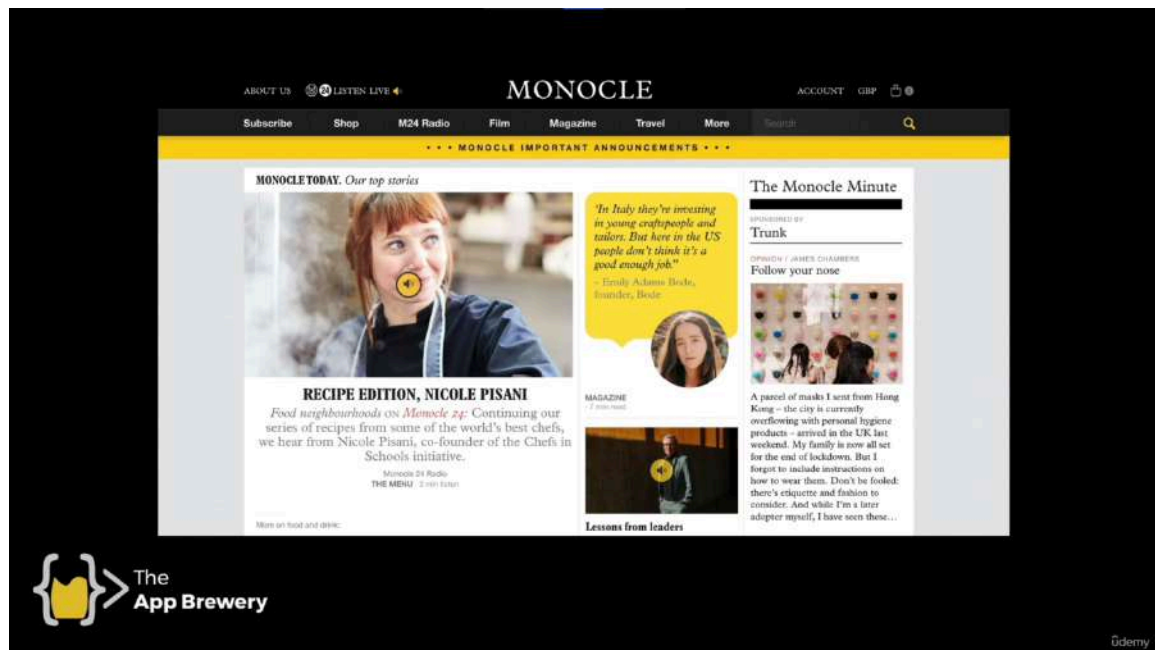
So this is a website called Sina and it's one of the biggest News websites in China.



Now every time I look at it though I get a headache because it is just so dense.

There are so many links and my brain gets overwhelmed and I say "Nope, can't do it."

So take a look at this alternative.



This is Monocle, which is also a News website.

But look at how they've managed to chop up the content, provides some interest for the eyes.

There's a little bit of dialogue, some images, some videos, a little bit of text. It's never overwhelming.

And with that consistent color scheme and typography, it's really delightful to actually read rather

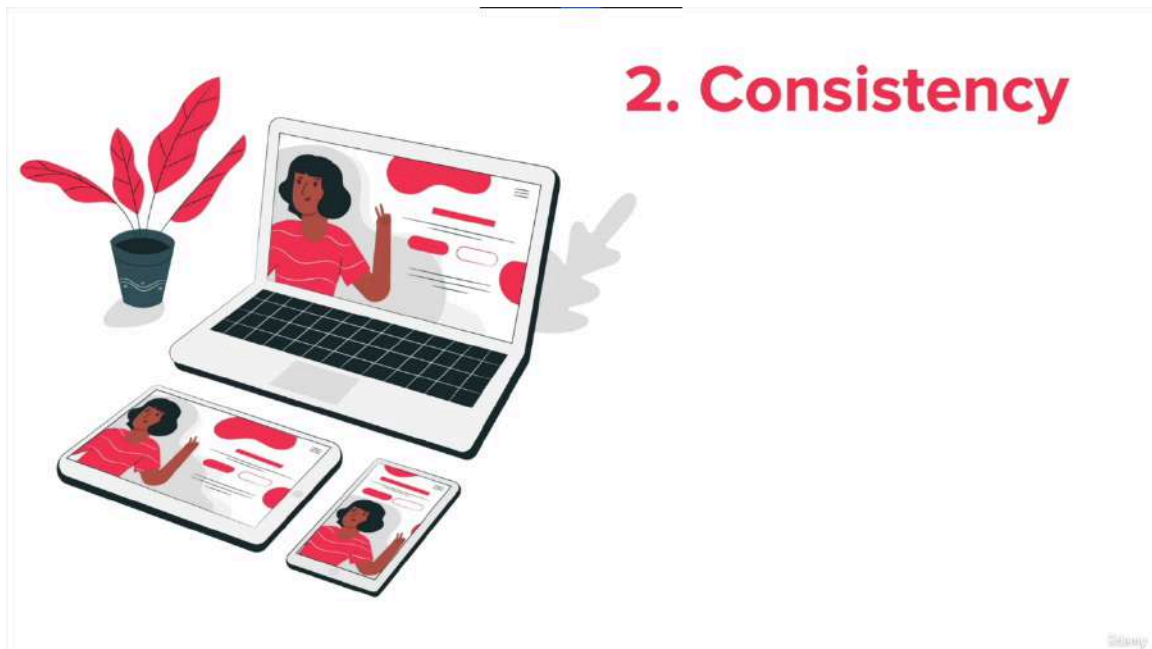
than this experience of sort of hurting your eyes with design.

This is a much nicer user experience because it's simple.

So whenever you're having to choose, should I make it more complex or should I make it more simple,

always try to pare it down.

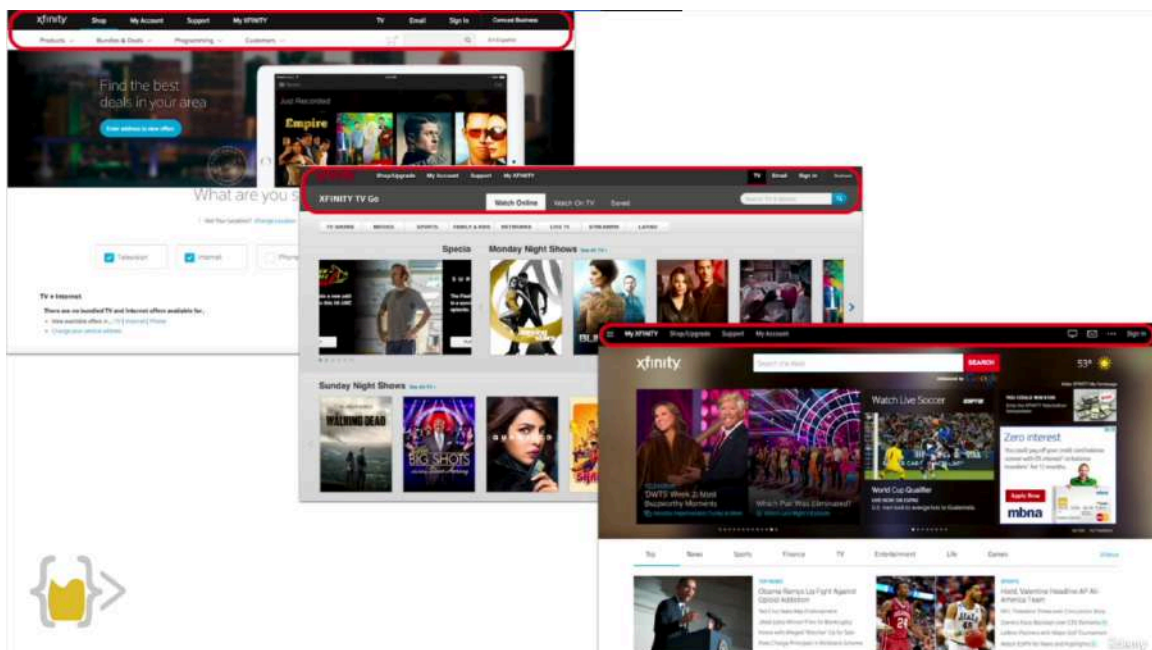
The second point is consistency.



Keep your designs consistent but also keep the functionality of your product consistent.

So here's an example.

This is the webpage for Xfinity. Xfinity is a really big communications company in the US and they



are responsible for various things like providing TV and providing internet.


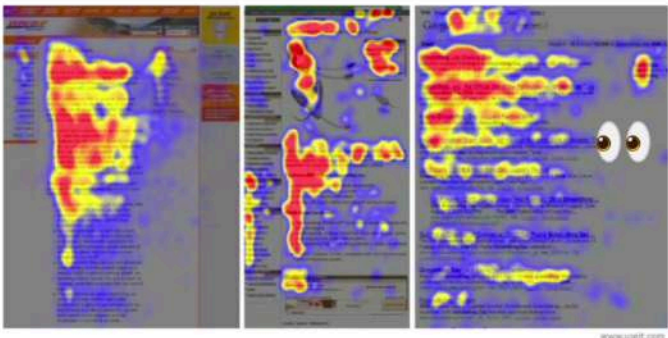
Here are three screenshots from various parts of their website.

One is their home page,
the second is their TV offerings and the last one is their News site.
And if you take a look at the top navigation bar not only do you see that they've changed up the design
of the navigation bar between the different parts of their website,
they also made it work a little bit differently.
The buttons are not all in the same place, the search bar moves around.
And that inconsistency means that a user is going to be confused when they go from one part of the website
to another, having to re-learn how to use your website.
If you think about the target audience of this company Xfinity, a lot of them are going to be a little
bit older right?
And having this inconsistent functionality and inconsistent design will really make those users have
a bad experience with this website.

Now the next thing to think about when you're designing your website is to take into account people's

Reading patterns.

3. Reading Patterns



www.xfinity.com

Slamy

Now they've looked at how human eyes track a webpage and which parts they look at when they're browsing.

And one of the most common reading patterns is what's called the F-pattern where the eye starts at the top left of the corner and then it tracks the right and then it flips back again browsing down the left gutter.

So you have often things like bullet points or pictures or icons, buttons, they're all on the left.

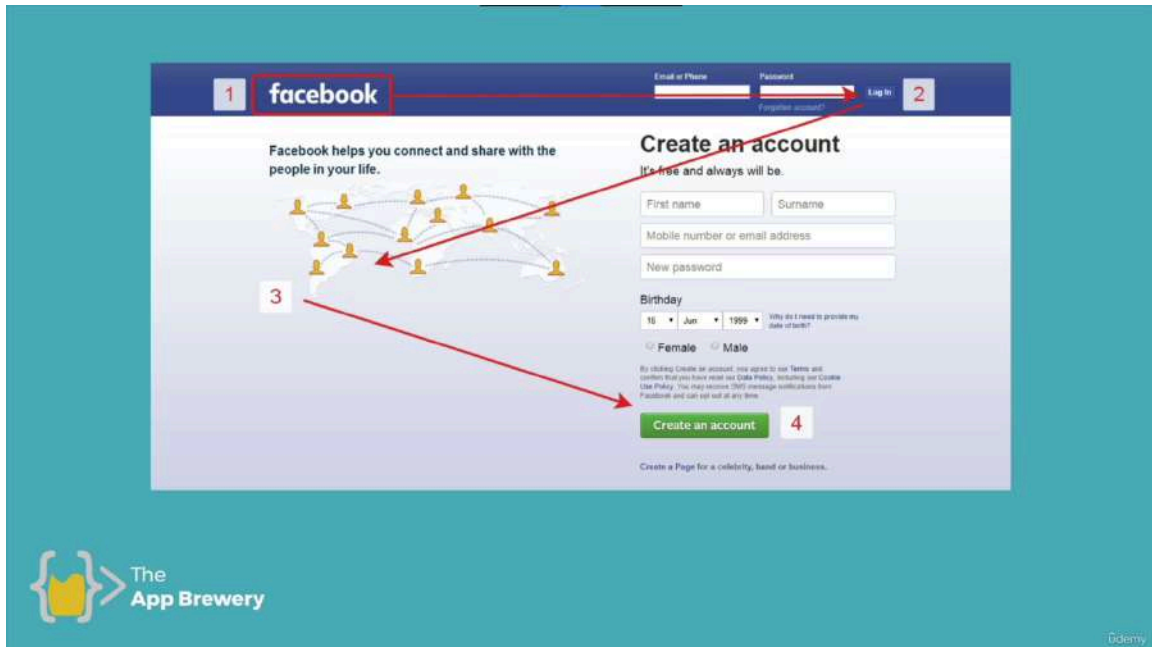
So you can design for this by using the F-layout.



So have the most important parts of your content on the left gutter, have the logo at the top and have everything follow this pattern.

For example like this website for Big-commerce.

a website a little bit faster,
you see them using this layout. And this layout is used pretty famously in
the Facebook website



using that Z-pattern to accommodate for people's natural reading pattern.
So have a think about this. Have a think about how people naturally looks at
the page and place your
content in that pattern to make it easier for people who are using your
website.

Now in today's day and age, it's really important to think about

All Platform Design.

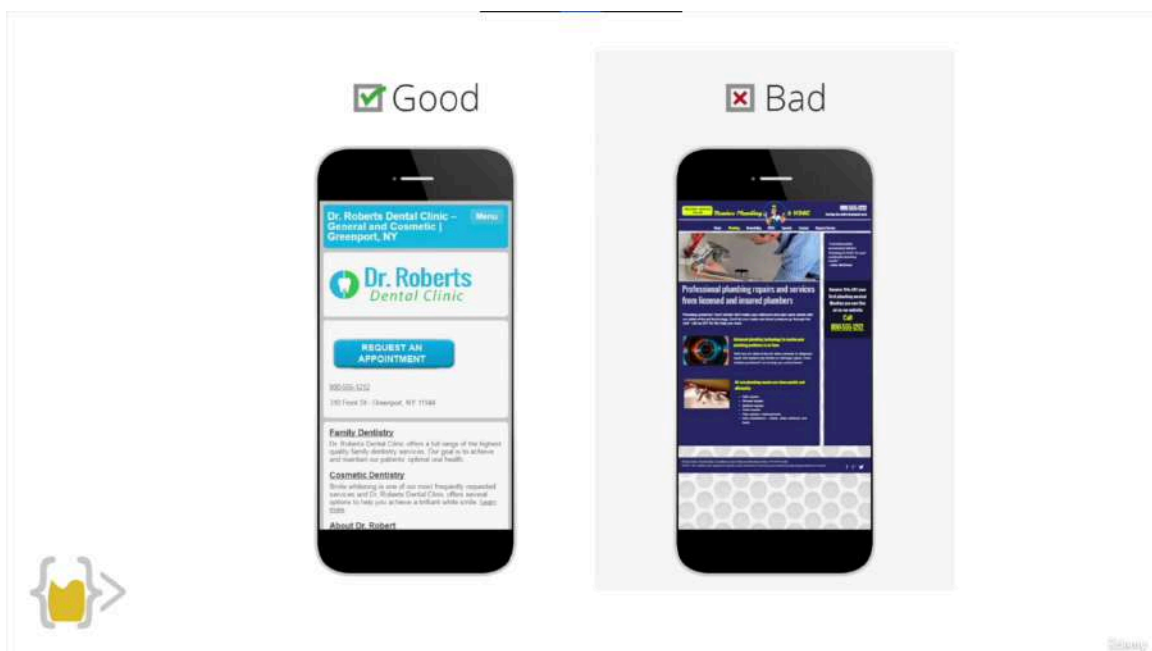
5. All Platform Design



Slidy

It's not enough anymore to just design a website that's meant to go into a desktop computer.

Instead you have to think about mobile as well.



So having a website that scales up nicely onto mobile, what we call mobile responsive, is really important.

You don't want a big website that's designed to take up a landscape kind of screen to be crammed into

a phone

that's actually more like a portrait shape.

This looks really bad.

It's very hard to read the individual links and, more often than not, my fingers are actually too big to tap

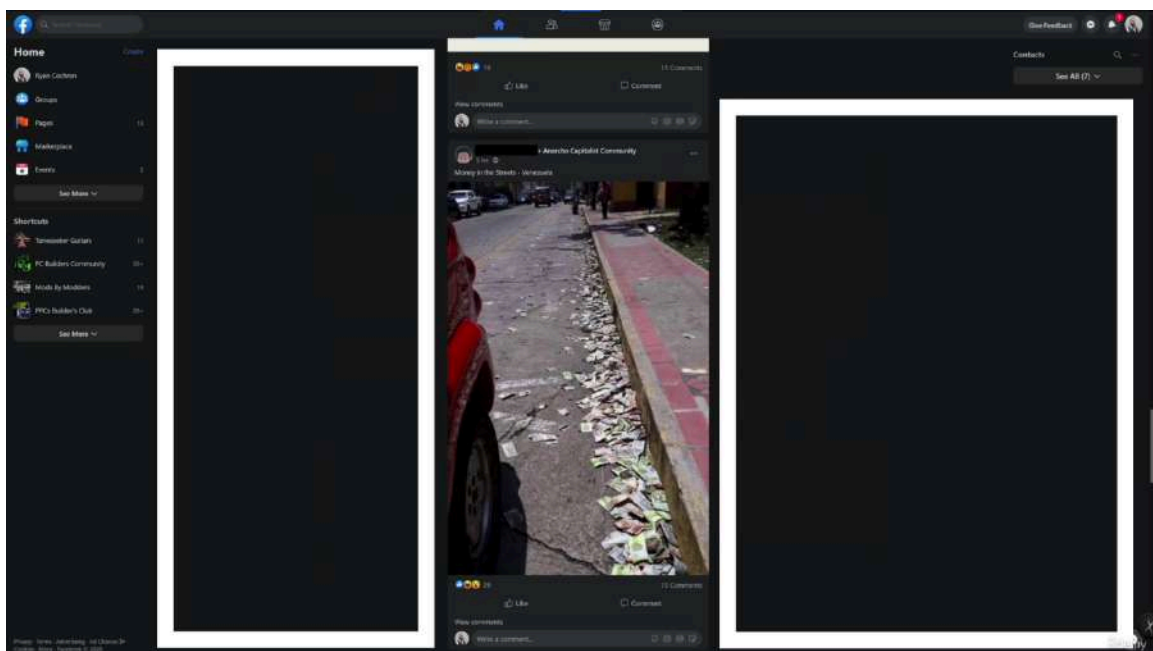
onto the length that I want.

So this is a really bad user experience.

Now this can happen the opposite way as well.

So a design that looks much better on mobile but then when it's rendered on a desktop with a wide kind

of screen, it doesn't use up enough of the screen real estate. For example,



this is the Facebook latest redesign of their website.

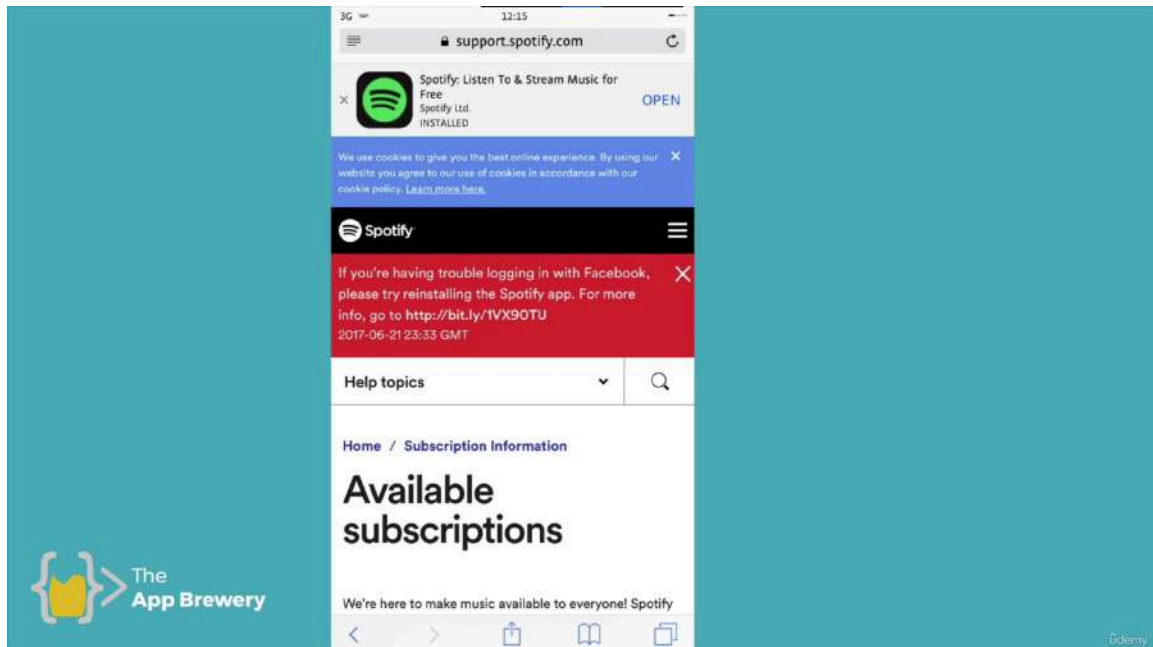
And you've got all of this empty space that's not being used at all and everything is crammed into the

middle.

This is not very efficient. So have a think about how you're using the available space and make sure

that your website rearranges itself when it's being rendered on a portrait smaller screen vs. a larger desktop screen.

And try to avoid one of my pet peeves in terms of design which is having so many banners



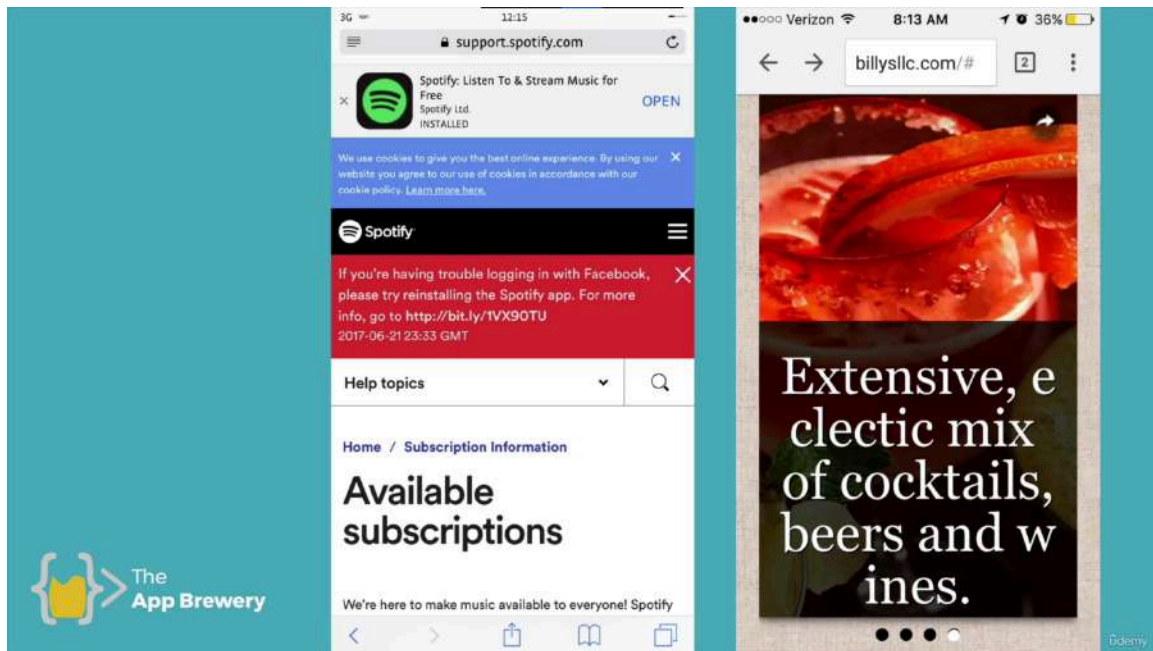
on your website that show up on the mobile version that your content becomes impossibly small.

And even when you're scrolling it's like you're scrolling it on an Apple Watch or something.

Whereas all of this extra content is taken up by warnings and banners and cookies and it's just not

a very good user experience.

But on the other hand, don't go crazy either.



Don't make your entire website just one part like a picture or a piece of text scaling it up massively

like this is also very very awkward because then I have to just keep scrolling until forever before

I can actually read and take in all of the content.

So strike a happy medium.

And most importantly test, test, test.

Give it to other users.

You can employ professional testers to try out your website and give you feedback.

Now if you can't afford that, just use your family and friends. And bake some cookies for them,

get them to test out your website and start getting some feedback on how you can improve the design.

Now finally we've talked a lot about user experience and how to get people to have a good time.

Now some designers though use the knowledge they have about human psychology and User Interface and

5. Don't Use Your Powers for Evil



User Experience design to do bad things.

And in the design world, we call these **dark patterns**. So patterns which get a user to perform an action

or behavior that is beneficial to the company or the designer

but it's not necessarily what the user wants.

And this I would say is another form of bad user experience.

So let me give you some examples.

This is a real life example. Let's say that you walked into Waitrose which is a big supermarket in the

UK and you bought yourself a sandwich.



Now when you look at it at the point when you're buying it, it looks like this sandwich is going to be

full length from edge to edge

right?

But then when you rip open the packaging you're disappointed when you find that actually all that's

in the middle is just air and your sandwich turns out to be a lot smaller than you initially thought.

It is the worst feeling in the world.

This is a feeling that I can't stand when my food suddenly gets reduced in size.

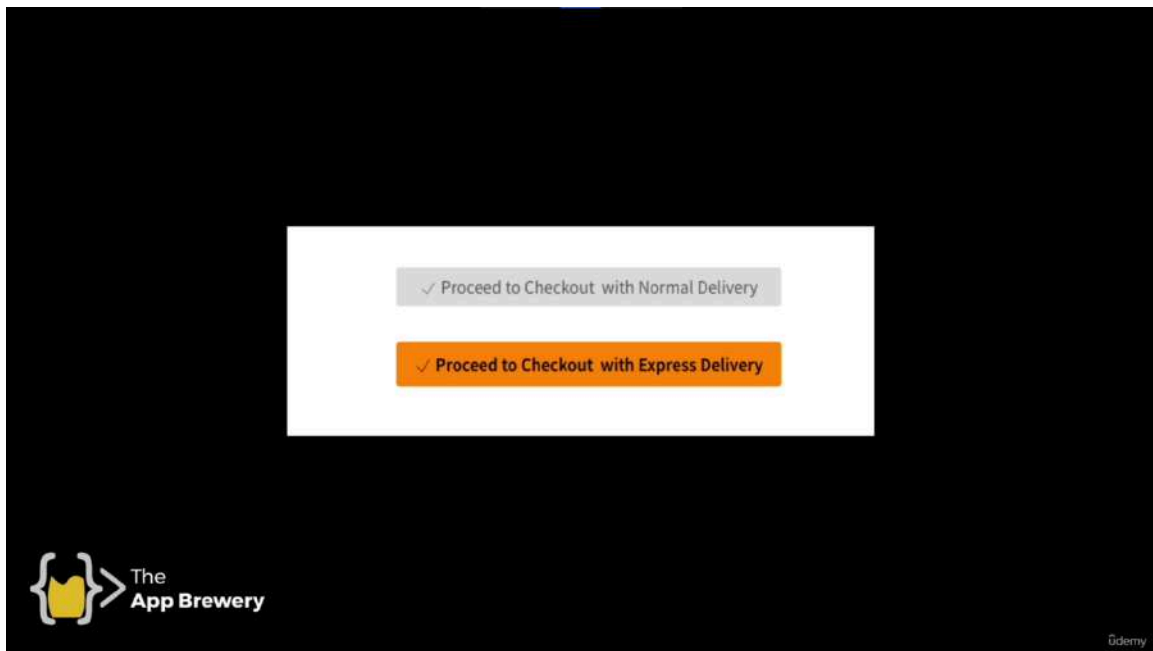
It's like as if somebody came along and took food out of your plate.

In the digital world,

people do the same thing. The same kind of trickery that's meant to get you to perform an action that

you don't necessarily want and you end up feeling really disappointed and really upset. With Amazon every

single time



I have to re-click the free delivery button which I've earned by buying so much product from them.

But they still try to trick you using the things that we've learned about hierarchy

for example. Here the button that makes the more money "Express delivery" is highlighted in orange.

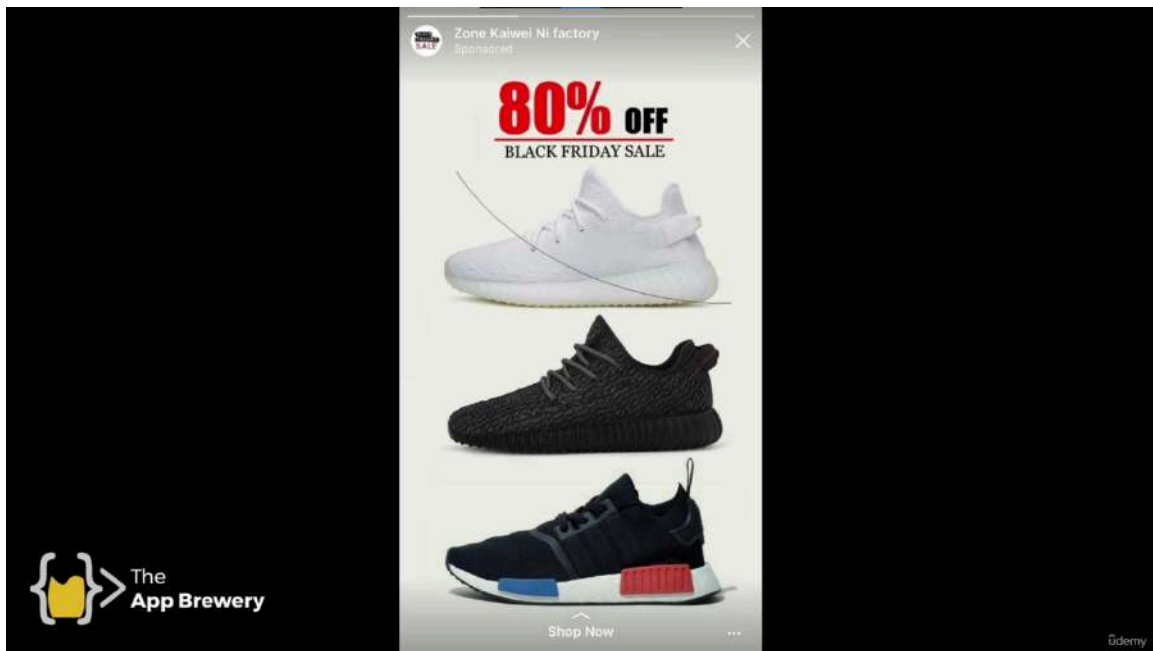
It pops out a lot more.

It's a lot more likely that you'll want to click on it.

But in all likelihood, you're probably happy with just normal delivery and you're now tricked into paying

more for this delivery.

Now here's another example



that's actually true the evil.

This is a Snapchat ad for some shoes.

But what the designer has cleverly done on the advertising is they've placed a one pixel curved line

on this ad which makes it kind of look a bit like a hair is on your screen. But when you go into that

screen and you try to get rid of that piece of hair, well you've tapped on an avenue.

So the ad takes you to the website and the advertisers make money off each click.

And this is truly a dog pattern because it's just tricking you to do something you didn't want to.

Whereas good design is about helping people do what they want to do and giving them a good experience

while they're at it.

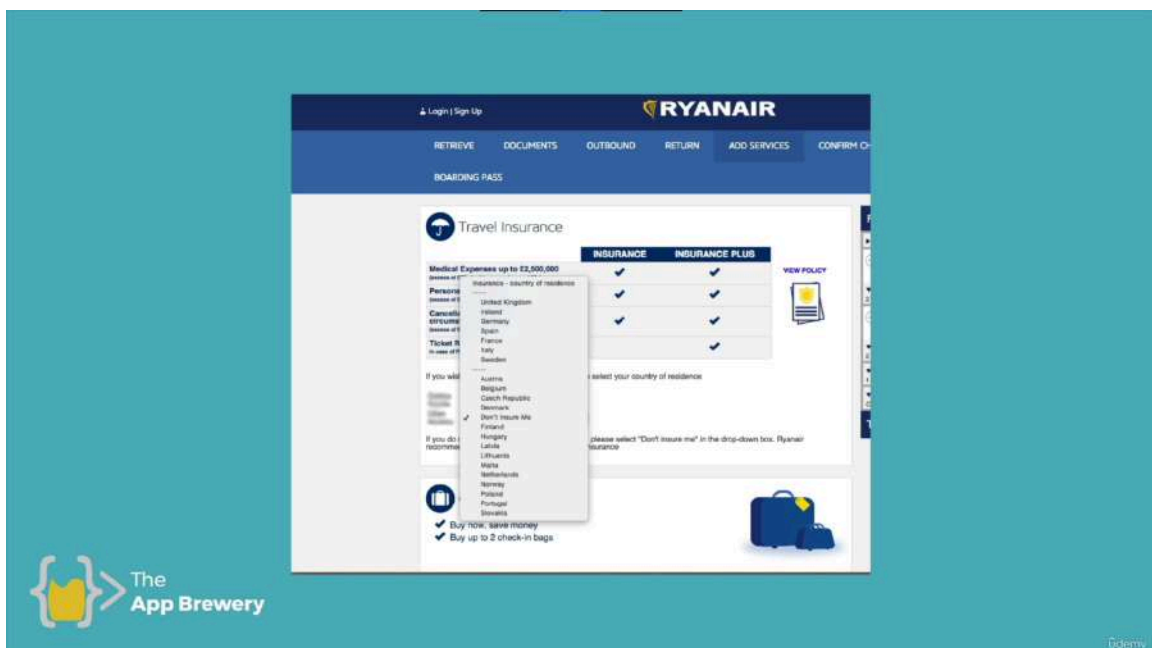
Now the king of dog patterns is Ryan-Air and it's a low cost airline in Europe which is really known for



sort of charging you for every single little thing.

I wouldn't be surprised if tomorrow they suddenly charged you for using the toilet on the plane.

But here's what the website looks like when you tried to buy an airplane ticket.



In order to buy your airplane ticket you have to go through all of these extra add-on's including saying "No I don't want to

buy travel insurance." But look at how they've hidden it inside this big dropdown list and it's not even at the beginning of the list.

The screenshot shows a web form for travel insurance. A dropdown menu is open for the field 'Insurance - country of residence'. The menu lists countries alphabetically: United Kingdom, Ireland, Germany, Spain, France, Italy, Sweden, Austria, Belgium, Czech Republic, Denmark, Don't Insure Me (which is checked), Finland, Hungary, Latvia, Lithuania, and Malta. To the right of the dropdown, there are several rows with blue checkmarks, indicating that other options are selected. A tooltip at the top of the dropdown says 'Press Esc to exit full screen'. Below the dropdown, there is a text prompt: 'select your country of residence' and a note: 'please select "Don't insure me" in the drop-down box if you do not want to buy insurance'.

It's actually sorted alphabetically below Denmark for some reason.

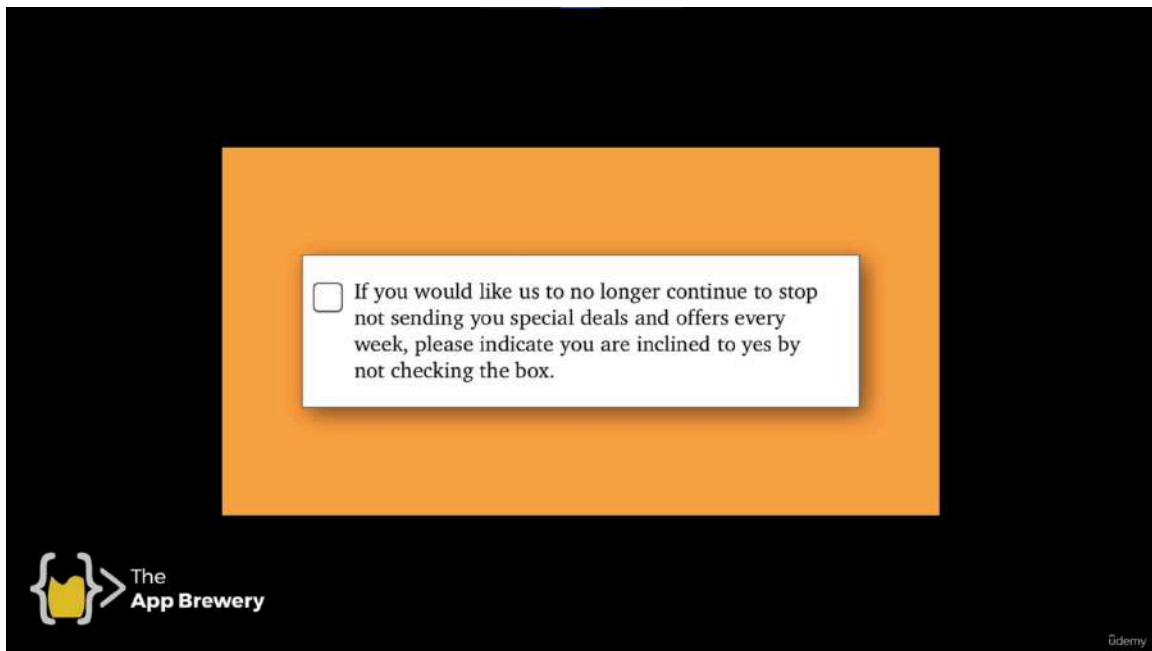
And this just makes it so much harder for you to find that option and for you to actually accidentally end up buying travel insurance.

Now the final example and probably one of the dog patterns I dislike the most is these checkboxes. You

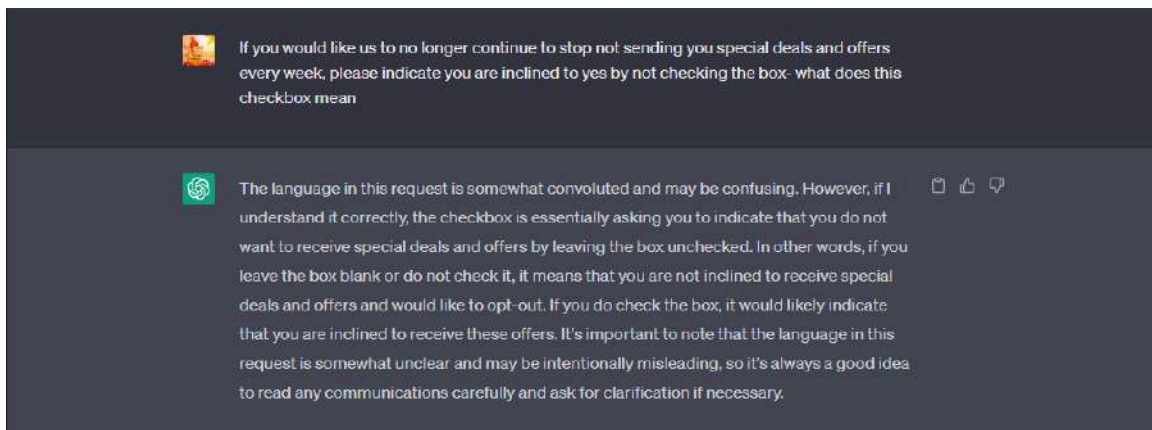
know right below you filled in a form,

you get these checkboxes and sometimes the wording is so confusing that I really don't know what I'm

signing up for.



chat-GPT Response:-



Like this one: If you would like us to no longer continue to stop not sending you special deals and offers

every week, please indicate you are inclined to yes

by not checking the box. I have no idea what clicking that box does.

I really just... I don't know.

I might click it, I might not.

I don't know what it does. But it's horribly confusing and it's not a good user experience at all.

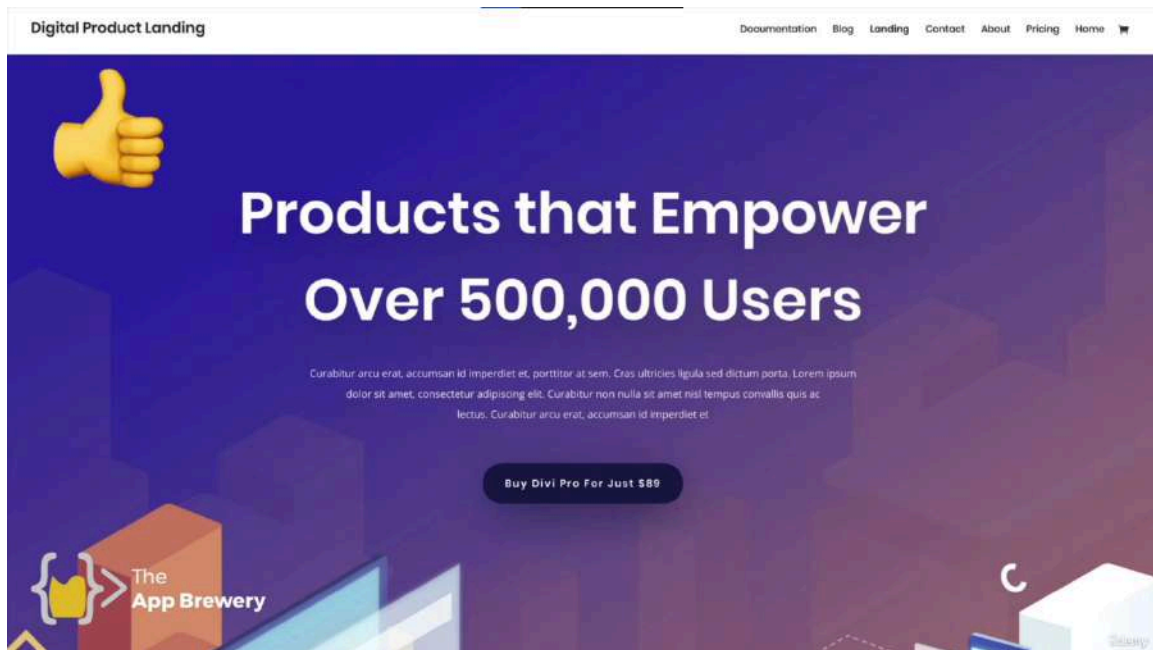
I will bet you that after I sign up I'm never going to come back to this website again

right?

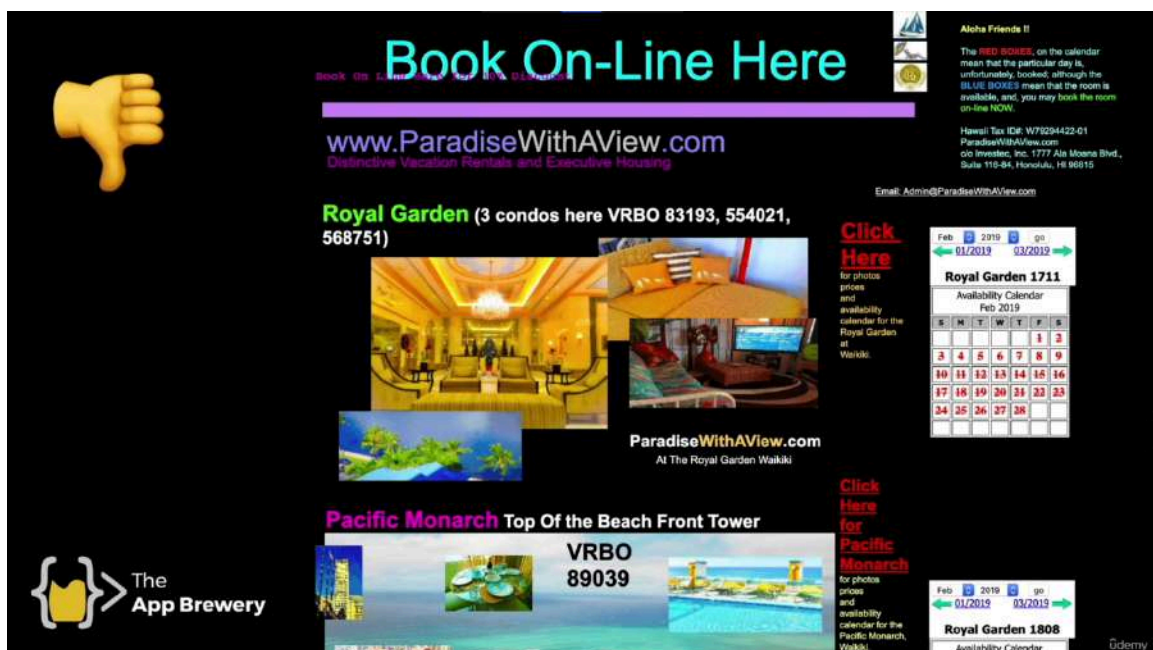
Are you with me?

Now

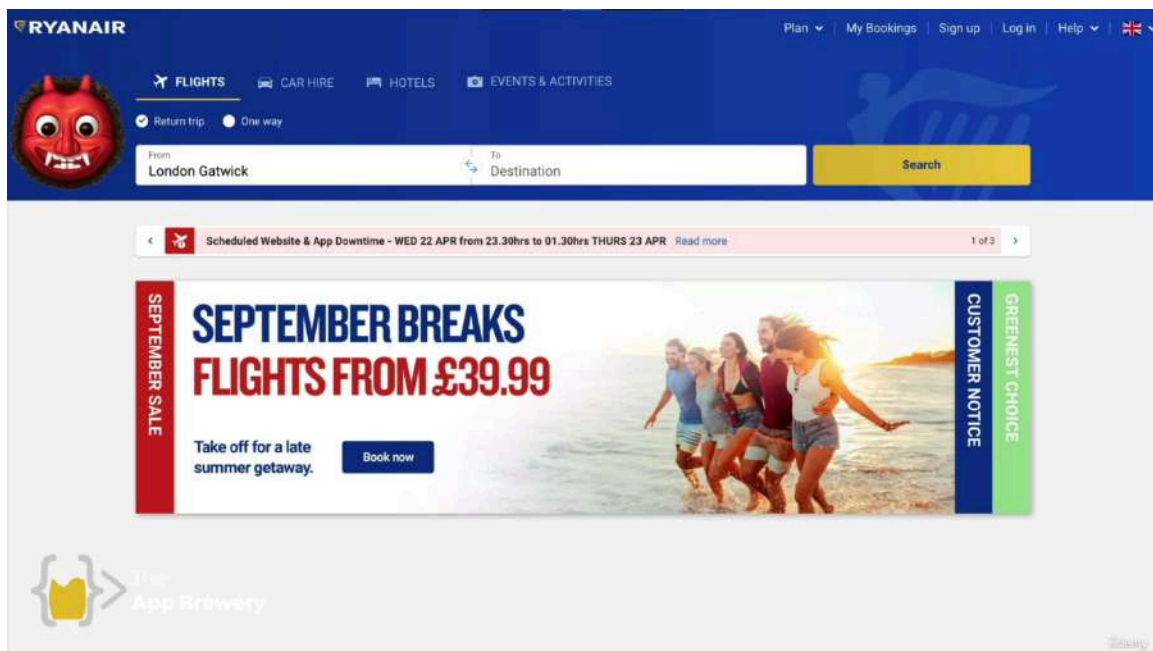
we've seen what good websites look like.



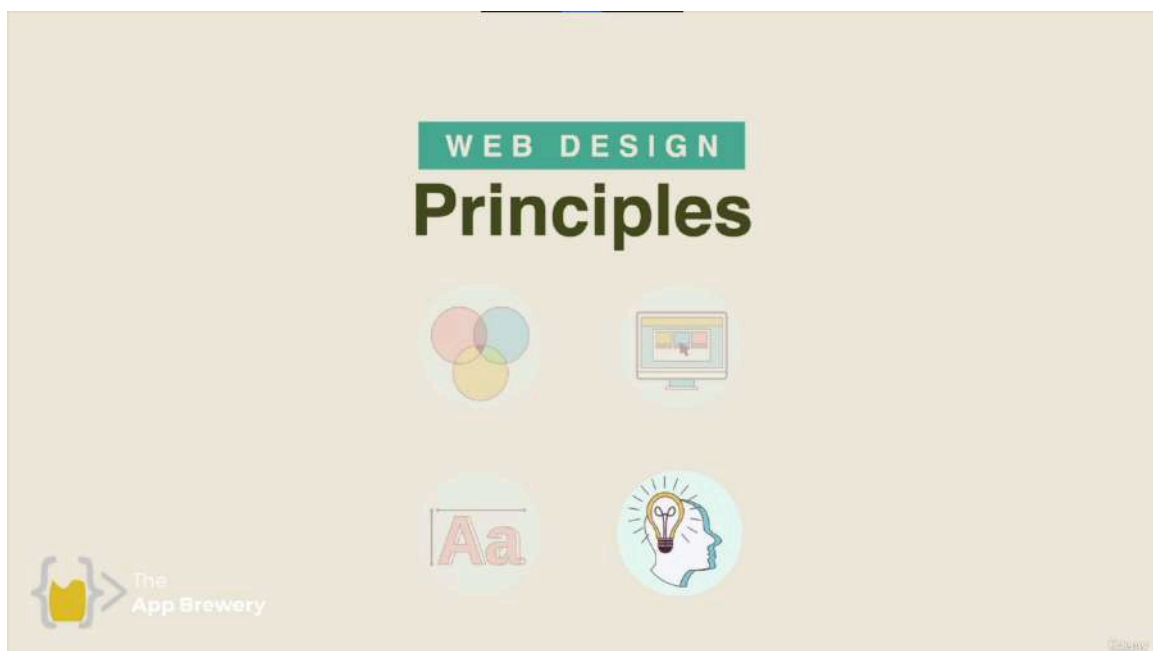
We've seen what bad websites look like.



We've even seen what evil websites look like.



But it's time to put our knowledge to the test by designing our own website from scratch and applying these four pillars of web design to this project.



So have a think about what you've learned so far and apply it to your own website.

[Go to Top](#) 🙌