Making a website is a complicated task and to make it simpler, first of all, is very important to learn about useful practices in the programmer's world. The article covered 5 key principles of good website usability.

The most obvious ones are Availability and Accessibility. Any website is worthless if people are not able to access it. There're a few important factors that may convince the user to reconsider the usage of your websites like server uptime, broken links or bad mobile responsiveness. In the article, the writer provided the amazon.com website as an example of good accessibility because they have versions for different platforms and there is no downtime at all.

The core of usability is clarity because it affects usability dramatically. I think it's one of the things which makes the difference between good and bad websites. Usually, the user opens a website looking for some specific information and if he wasn't able to find it, there was no point in visiting this page. Having a lot of information with the fancy animation is great, but if we'll take a look at the apple.com website it's obvious that it's not necessary for success at all. I have no doubts, that for a successful website the ability to provide information clearly is necessary. In apple example we don't see as much information, but, honestly, I don't really think that we need more.

Learnability is another important aspect of usability because Web already has been around for a while, so there are some things that are accepted by everyone. As human beings, we like patterns and recognition, which is why we are better at handling familiar situations rather than unfamiliar ones. I think in this situation a better example will be the switch from windows 7 to windows 8. A lot of people were very unhappy because the changes were too massive, so Microsoft came up with 8.1 which was a lot more similar to 7, but home some features from 8.

Credibility is a crucial aspect of any website; I would even say of any business. If people don't trust you, they will never give you money or any other data. Providing good "about us" page is very helpful for establishing the feeling of real company with real people. Providing expertise on topic which is related to the company is another good way to establish trust.

Last but not least, relevancy contributes to good website usability as well. For this aspect, it's necessary to know who your users are and what are their goals. Nowadays it's important to have the user-centered design. The idea is pretty simple, as a developer you need to focus on your users' needs because, at the end of the day, they're the ones who you do your work for.

To sum up, I have no doubts that good usability comes slowly with time. It requires a lot of interaction with user to be able to figure out what exactly they want and how to make it better.