CIP 1101 PRELIM ACTIVITY 1 January 23, 2024

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Research about the following Components of Web design:

1. Grids:

Significance:

Grids are the underlying structure of web design, providing a framework for organizing content on a webpage. They help maintain consistency, alignment, and balance in the layout, contributing to a visually pleasing and user-friendly design.
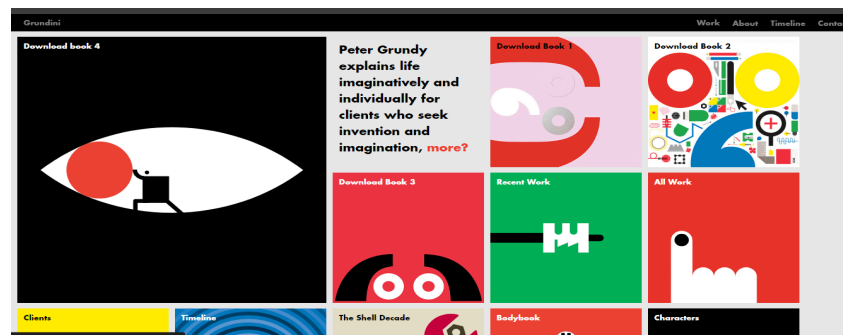
Best Practices:

- Use a consistent grid system throughout the website.
- Ensure proper alignment of elements within the grid.
- Responsiveness: Adjust the grid layout for different screen sizes.

Visitor's Experience Improvement:

Grids enhance readability, create a sense of order, and guide users through content. They make the design more aesthetically pleasing and improve overall user experience by providing a clear structures.

The website maintains a clean grid structure with well-aligned elements, contributing to a visually appealing and organized layout. In this example, elements are scattered without adherence to a grid, leading to a disorganized and confusing layout.

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2. Call to Action (CTA):

Significance:

CTAs prompt users to take specific actions, such as making a purchase, signing up, or contacting the business. They play a crucial role in conversion and engagement.
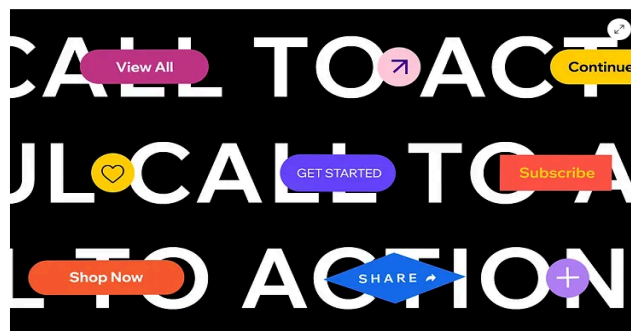
Best Practices:

- Use compelling and action-oriented language.
- Ensure CTAs stand out with contrasting colors.
- Place CTAs strategically on high-visibility areas of the webpage.

Visitor's Experience Improvement:

Well-designed CTAs guide users through the desired actions, making the website more interactive and user-focused. They improve the overall flow of user interaction, leading to higher conversion rates.

The CTA is prominently displayed with a contrasting color, clear text, and strategically placed to grab the user's attention. The CTA is either too subtle or poorly placed, reducing its effectiveness in prompting user actions.

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3. Breadcrumb:

Significance:

Breadcrumbs provide users with navigation cues, indicating their location within the website hierarchy. They help users understand the site structure and easily backtrack.
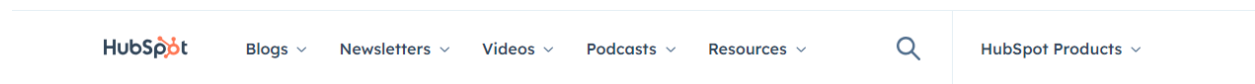
Best Practices:

- Use a simple and clear breadcrumb trail.
- Reflect the website hierarchy accurately.
- Make it visually distinguishable but unobtrusive.

Visitor's Experience Improvement:

Breadcrumbs enhance navigation, reducing the chances of users getting lost within the website. They provide context, improve usability, and contribute to a seamless browsing experience.

The breadcrumb trail is clear, concise, and positioned for easy navigation, helping users understand their location within the site.The breadcrumb trail is confusing or absent, making it difficult for users to understand their position within the site structure.

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4. Search Bar:

Significance:

The search bar allows users to find specific content quickly, enhancing the accessibility and usability of the website.
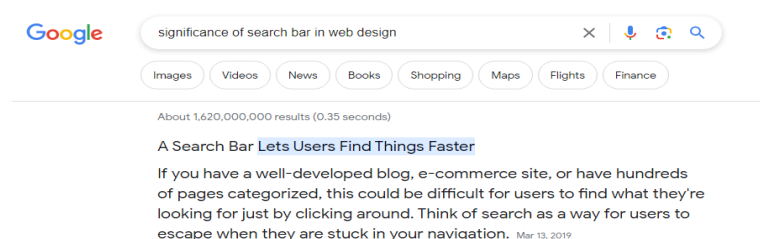
Best Practices:

- Place the search bar prominently.
- Include an auto-suggest feature for faster results.
- Ensure the search bar is easily visible and distinguishable.

Visitor's Experience Improvement:

Search bars provide a quick and efficient way for users to locate information, improving the overall user experience by saving time and reducing frustration.

The search bar is clearly visible, well-designed, and includes features like auto-suggest, making it user-friendly.The search bar is either hidden, poorly designed, or lacks functionality, making it less effective in aiding user navigation.

The search bar is clearly visible, well-designed, and includes features like auto-suggest, making it user-friendly.

5. Icons:

Significance:

Icons serve as visual elements that represent actions, features, or content. They contribute to a more intuitive and visually appealing interface.
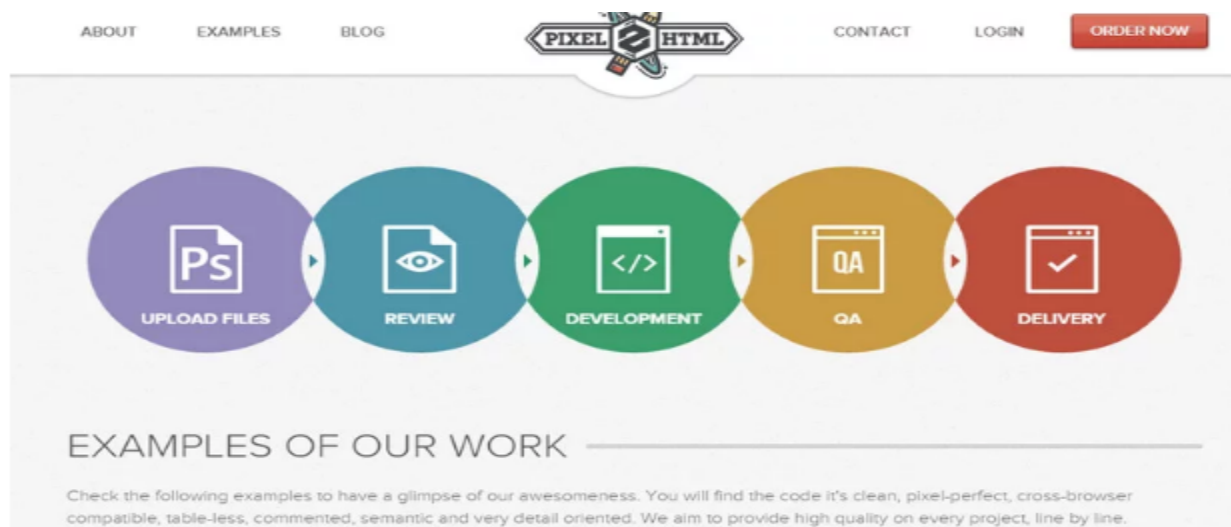
Best Practices:
- Use consistent and recognizable iconography.
- Ensure icons are appropriately sized and spaced.
- Provide text labels or tooltips for clarity.

Visitor's Experience Improvement:

Icons enhance the visual appeal of a website, making it more engaging and user-friendly. They also convey information quickly, aiding in the comprehension of content and navigation.

The icons are well-designed, consistent, and contribute to a visually cohesive and intuitive interface.The icons are unclear, inconsistent, or misrepresent their intended actions, leading to confusion for users.

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6. Modal:

Significance:

Modal is an that popup in front of deactivates other page content. The user needs to respond in order to return to the main page. The common examples of model design are contact forms, email sign-up, brief surveys and security checks.
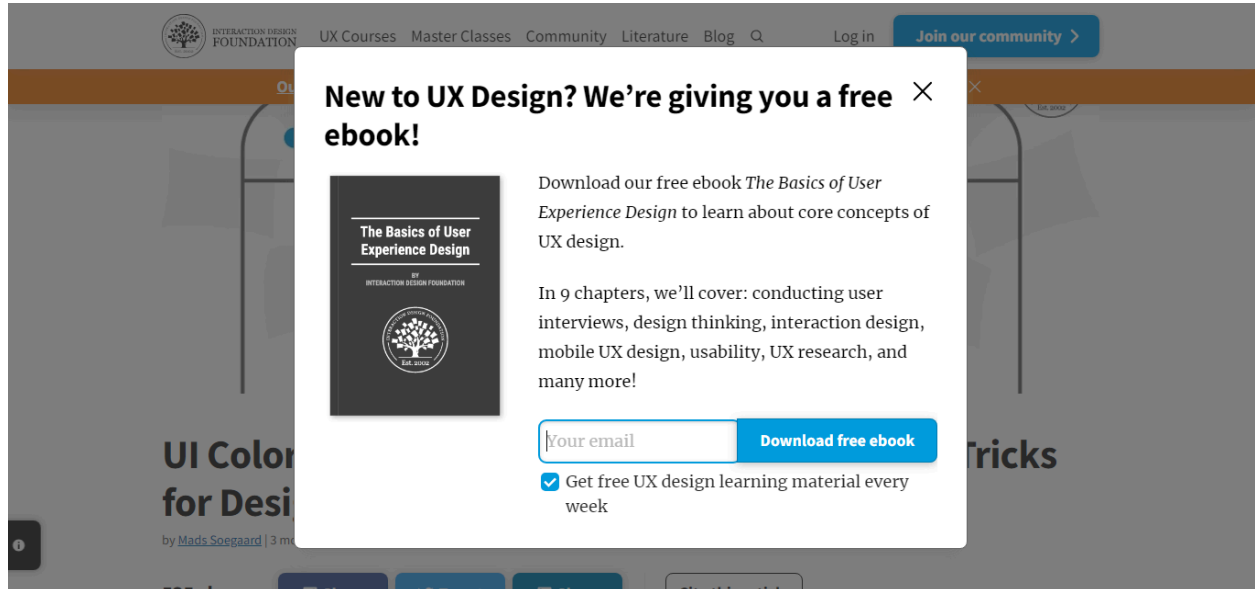A modal prompts the user for input or display important information that requires immediate attention.

Best Practices:
- Put the purpose in the title.
- Use modals for conveying critical information.
- Use colors/designs that can complement each other.
- Provide helpful information in the message body
- Use explicit button labels

It can provide the visitor with valuable information, confirm the completion of a certain action or request that the visitor take an action before being able to continue browsing the website.
In other words, a modal interrupts the user journey and overlays the existing content on the page, without disrupting the page itself.
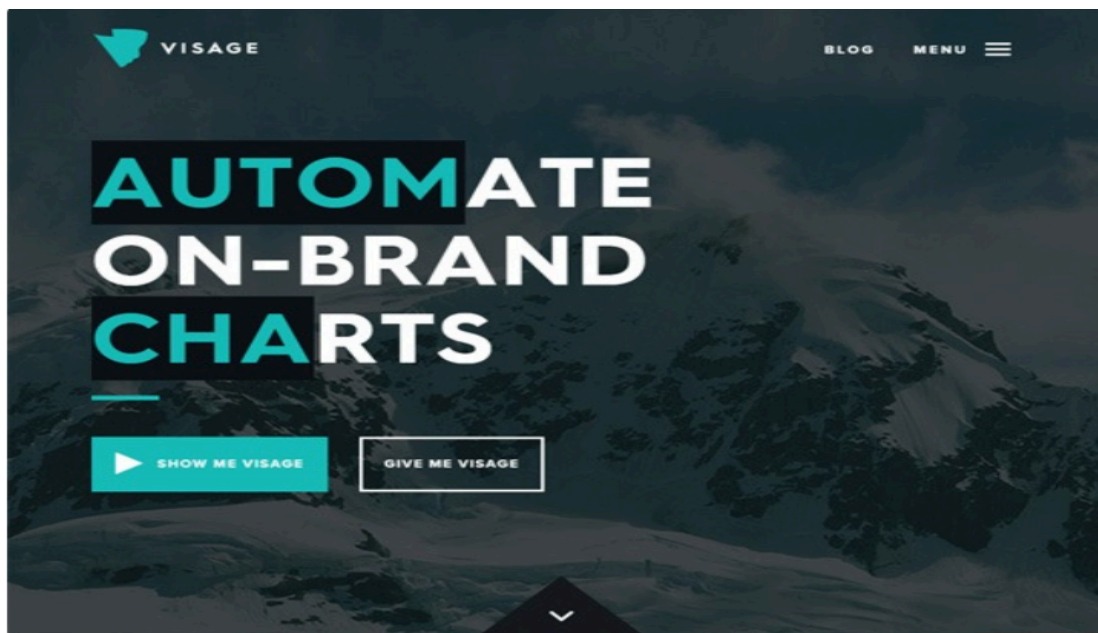
7. Typography:

Significance:

Typography is the technique of structuring letters and words in a way that improves the legibility, readability and even navigation of a website. It helps create an aesthetically pleasing interface for users and in short, it gives life to the text.
All these elements are important because they provide a pleasant reading experience for users, that can help for users' attention, using an ugly technique of structuring letters can affect the users dropping off the website.

Best Practices:
- Readability To Attract Readers
- Contrast Enhance Your Elements
- Select Appropriate Typefaces
- Use White Space
- Mindful Alignment
- Maintain Consistency
- Test for accessibility

Typography involves the selection and arrangement of typefaces, point size, line length, and spacing. It plays a crucial role in shaping a user's experience on a website, and when done well, it can create a sense of harmony and balance that guides users effortlessly through the content.
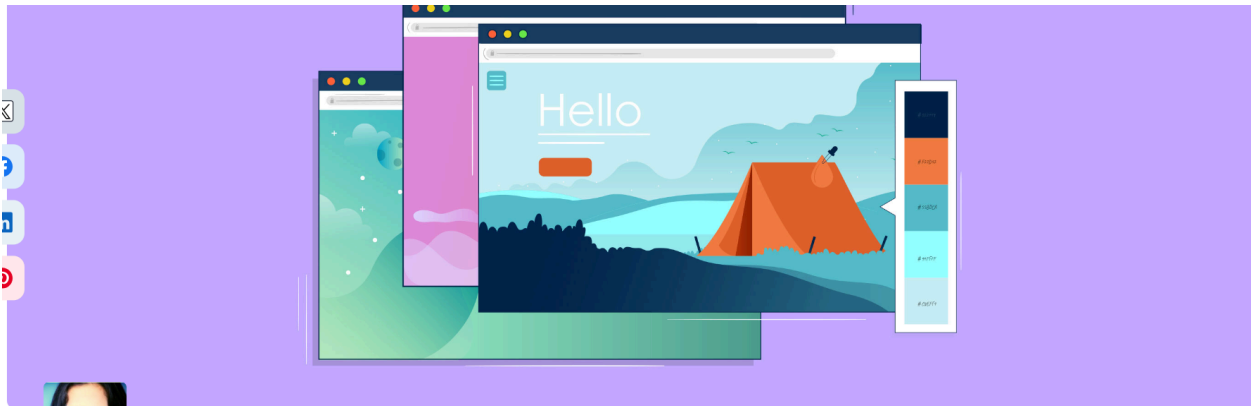
8. Colors:

Significance:
Colors evoke emotions, establish brand identity, and aid in visual hierarchy.

Best Practices:
- Use your brand colors
- Cater to your target audience
- Add an accent color.
- Use online tools to discover or create your color palette
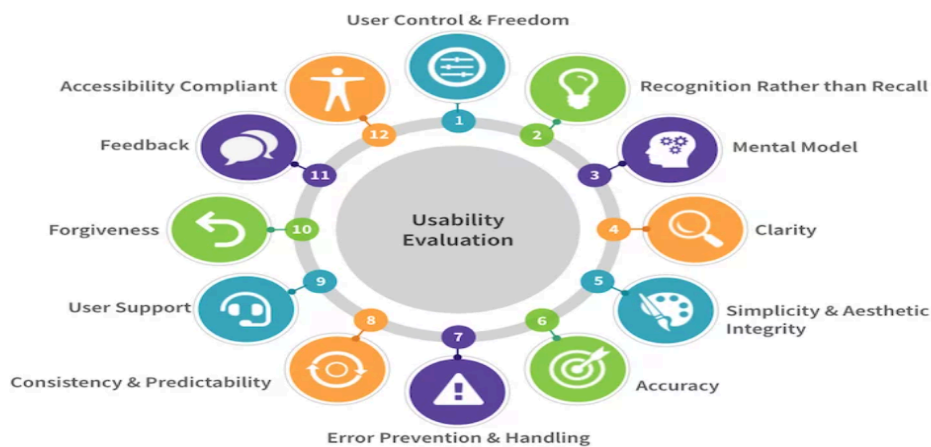

9. Usability:

Significance:

Usability is often defined as the ease of use of an object. Clearly, if we talk about products, it makes sense to consider objects. When we are instead talking digital, then we consider usability as the ease of use of a website or an app. It is an indicator showing whether or not a website is effective, easy to navigate and efficient from the users' point of view.

Best Practices:
- Simplicity
- Visual Hierarchy
- Consistency
- Navigability

Usability is made up of the words "to use" and "ability". It thus describes the usefulness or quality of a website. Usability ensures that your website visitors get to the content they want to

see easily and without problems. It is therefore about the most intuitive operation of your site by the user.
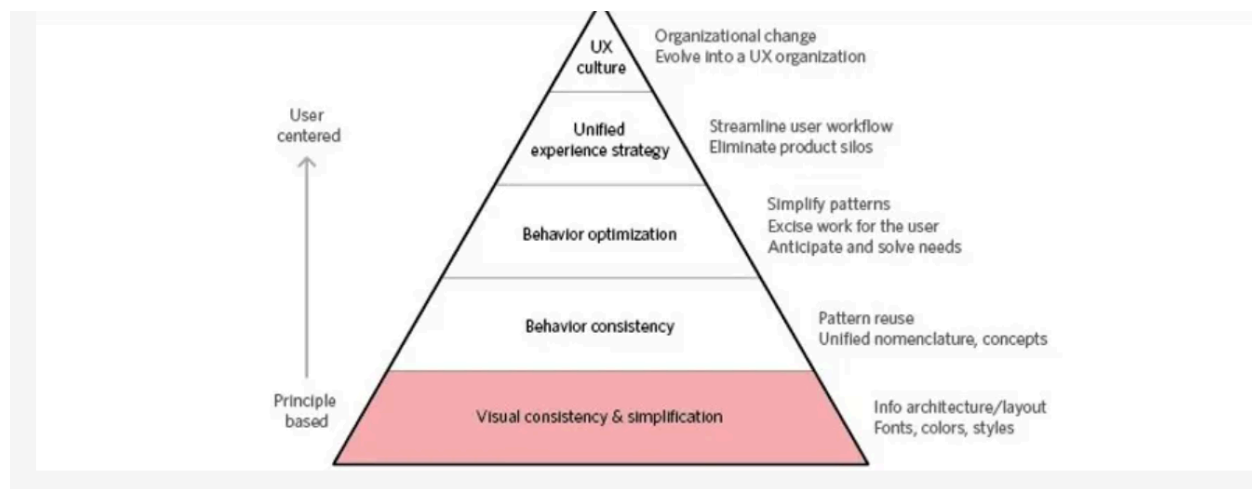

10. Consistency:
Consistency is a golden-rule in design. To provide a quality experience to your users it is essential that you are consistent in both design and content of your websites. Consistency is the biggest factor that separates a negative experience from a positive one.

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