Assignment: Importance of Web Design

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As Leland Dieno, the owner and founder of Dieno Digital once said,

“Your website is the center of your digital eco-system, like a brick and mortar location, the experience matters once a customer enters, just as much as the perception they have of you before they walk through the door.” (Posts, 2022)

I believe that this rings true. Websites are often the “first impression” someone comes across before deciding to buy something, contact someone, or believe what they are saying. Websites are the equivalent of wearing our best to an interview or having a well-manicured lawn. It makes us feel great but its what everyone else is thinking that matters. As Leland Dieno also says, “Value or Vision.” (*About New,* 2022) It’s difficult to have both, and having a vision puts meaning and passion behind a website. These thoughts and ideas along make me feel that web design is extremely important.

Websites are unique in that they can provide information, but they somehow have to appeal to a often large target audience and take into account each person’s uniqueness. For example, not everyone has a cell phone, and some don’t have computers. So, we must account for this by making websites that are responsive. And just like phones and computers, not everyone has the same phone, computer, or web browser. These are all things that must be taken into consideration. It is very important for this reason to be able to adapt, one of those ways is through responsive web design. While it isn’t required it does make the website more useable, meaning you reach a larger audience; and it keeps the website looking appealing.

Similarly, websites need to be accessible. There are those that cannot see well, hear well, or use a computer due to physical limitations. While there have been some strides made, I would love to see the ability for content to be read out loud, colors that are easy for those that have difficulty seeing or are color blind, or maybe even having the ability to speak to an automated system that can make selections for you. With websites being the new business card and storefront, I really think it is important for all to be able to access websites.

To keep up with all these changes, one must keep up with the most current trends and technologies. For obvious reasons, keeping up with the latest technology allows you to implement advances in accessibility, updating outdated technology, and keeping up to date with any security issues. However, staying up with the latest trends helps to appeal to those using the internet but also keeps up with human trends. For example, swiping, it is not something we did in the 1990’s or early 2000’s but now most are swiping or scrolling out of habit. To keep your website user-friendly, you must keep up with the current trends and user behaviors. Otherwise, it could make the website difficult to use.

References

*About New*. Dieno Digital Marketing Services. (2022, June 21). Retrieved July 4, 2022, from <https://www.dienodigital.com/about-new/>

Posts, S. (2022, June 28). *Inspiring web design quotes for web designers and web developers*. SKT Themes. Retrieved July 4, 2022, from <https://www.sktthemes.org/wordpress/web-design-quotes/>