

The grid system arrived and it shook the whole layout industry. Designers could define columns and rows that were placed into tidy cells and compartments. It may seem at first that the grid isn't flexible enough, but they guide the user's eyes and attention, improving focus and their navigation. Precision is one of the best practices used in grid, not only it enhances the aesthetic appeal but also it attains its functionality, creating a pleasing design. Grid helps the developers organize easily all the elements that they want to show, while also helping the user's navigation without getting lost and frustrated.

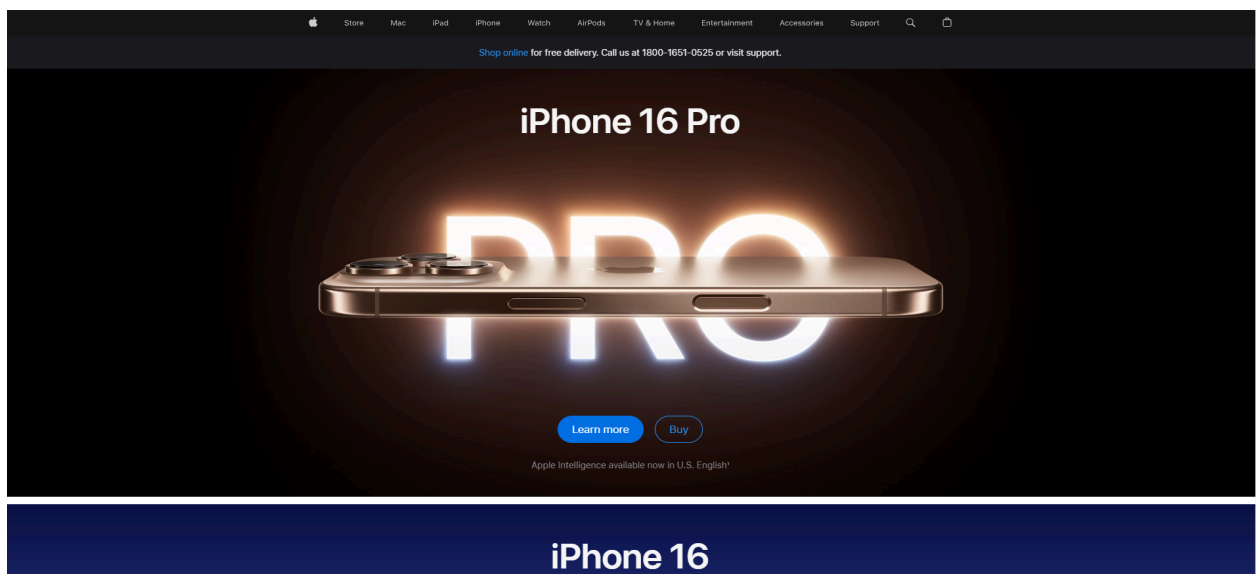


Figure 1. "Apple (Philippines)." Apple (Philippines), www.apple.com/ph/.

Great example use of grids uses them effectively and simply like this Apple website. The user's know where the grid ends, where the content ends and move on to the next one. They are consistent with the grids and use them precisely, keeping its aesthetic and also its functionality.

Call to Action (CTA) is an instruction to the visitor and encouraging them to something. It might be a simple text that will catch the user's attention (e.g., call us now). The last thing you want in your website is to bore the user and they leave without taking action. Call to action is just a strategy to generate conversions and boost sales. One of the ways to improve user's experience through CTA is it encourages users to explore more about the website and piques their curiosity.

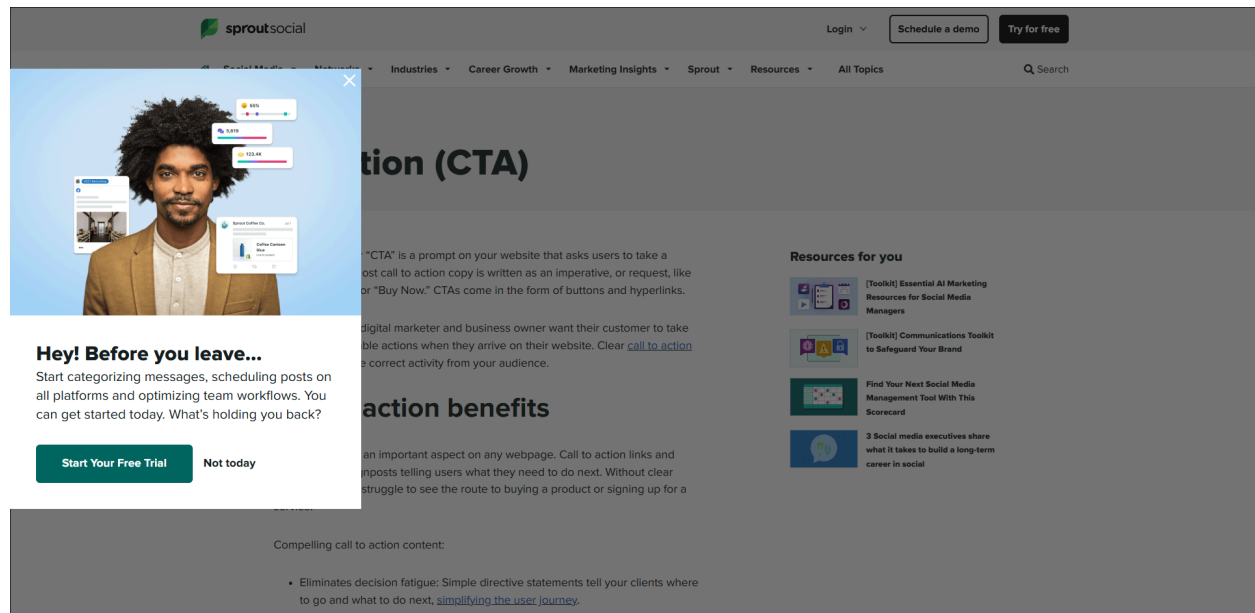


Figure 2. Sprout Social. “What Is a Call to Action (CTA)? Sprout Social.” Sprout Social, 2023, sproutsocial.com/glossary/call-to-action-cta/.

I’m searching on CTA and its benefits and was surprised when this website did it to me. This is a great example of use of CTA as it encourages users to try their service for free in a day and if you grew fond of it, you may want more.

A “breadcrumb” is a secondary navigation scheme that reveals the user’s location in a website. The term came from the tale “Hansel and Gretel” in which they left breadcrumbs to form a trail back home. Just like in a website, the breadcrumbs offer us a way back to their original point. It’s convenient for users by offering a breadcrumb back to their previous thing, and they’re simple in style but have the best functionality.

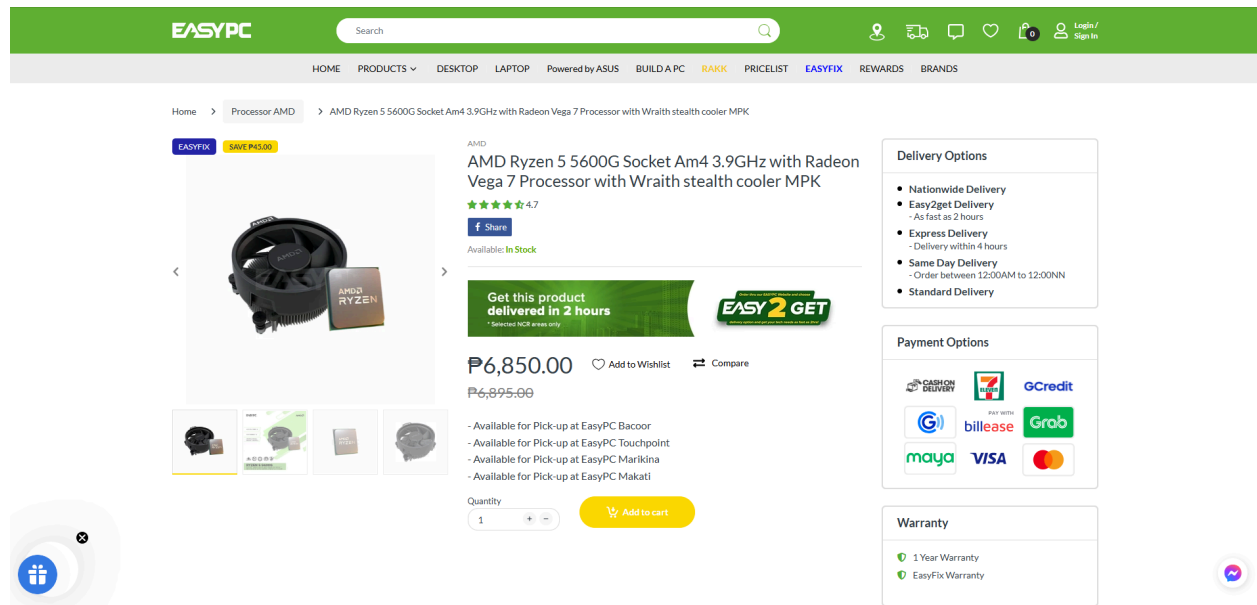


Figure 3. “AMD Ryzen 5 5600G Socket Am4”

easypc.com.ph/collections/processor-amd/products/amd-ryzen-5-5600g-socket-am4-3-9ghz-with-radeon-vega-7-processor-with-wraith-stealth-cooler-mpk.

I always liked the idea of breadcrumbs as it is so easy for me as a user to go back to the previous thing that I’ve already checked. This is a great use of breadcrumbs because the users have easier access to their previous page.

It is a pretty simple button or a tool that lets you search something on their website. This is very common on e-commerce websites such as eBay, AliExpress, Amazon, and etc. The search bar has to be visible in a website as it enables users to easily navigate through it and find something that they are looking for. Improving the user experience is one of the key factors in designing or developing a website, all factors / key components have a role to play in the layout industry. The search bar enables users to explore easily and find what they are looking for.

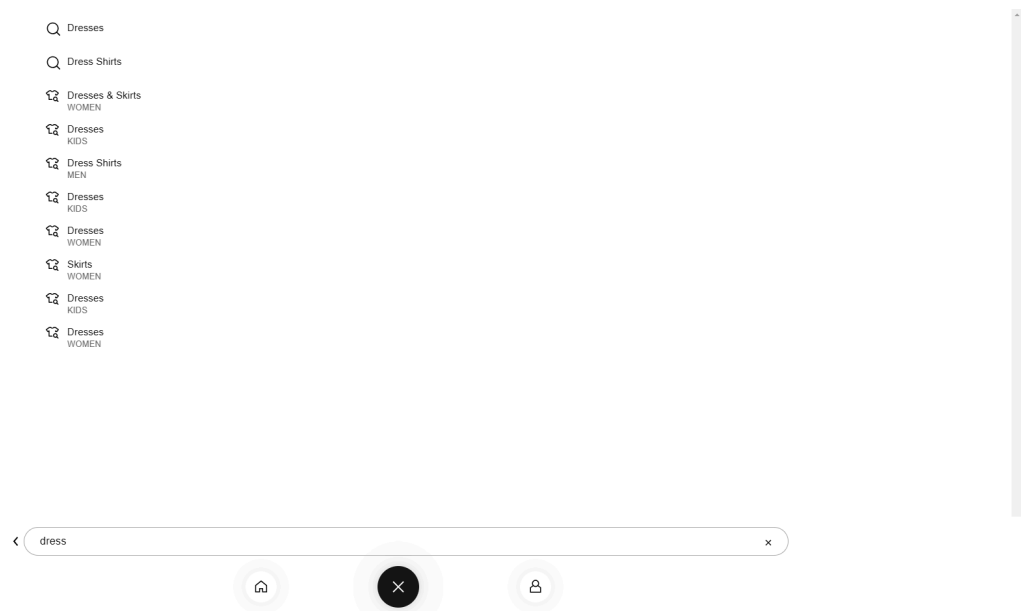


Figure 4. UNIQLO. UNIQLO, 2021, www.uniqlo.com/ph/en/

Elegant smart search is one of the best if not the best search bar in websites, not only is it visible, because it's in the bottom middle of your screen, it enables the users to specifically recommend categories that are associated with the thing you searched.

Icons in web design are small but have great functionality in the website. They are needed to convey information, and also helps to capture the user's attention. The usage of icons is not easy and needs thoughtful process and careful thinking to execute perfectly. The icons must be perfect in style and are simple enough to capture the attention of the user but aesthetically pleasing also.

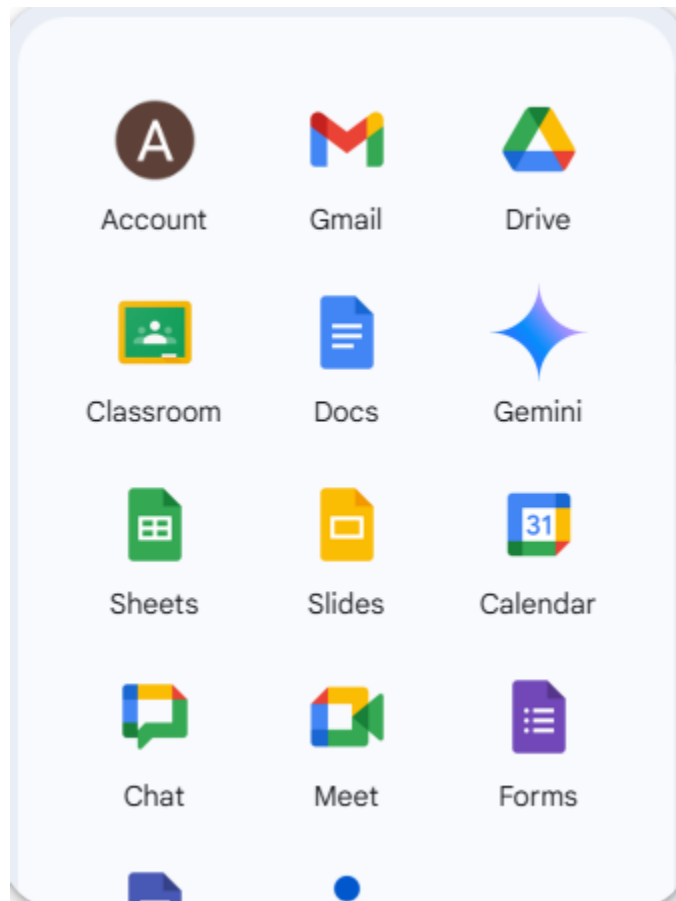


Figure 5. Gmail. “Gmail.” Google.com, 2019, mail.google.com/mail/u/0/#inbox

Icons in Gmail have a great use and it's easy enough to show their functionality and their aesthetic. They're simple enough to know what each icon does or what you might expect using them.

Modal

Modals are perfect for delivering important notifications and messages directly to users. These will help ensure that visitors definitely see and acknowledge critical information. For instance, if there's an update or an urgent alert, a modal can instantly grab attention and convey the message clearly. Also “Keep visitors happy”; you must have a clear purpose and a content that is easy to understand, while also being dismissible. Ensure your modal has this covered to ensure an effortless user experience. Because modal allows users to give reminders, offer more options and extra information without cluttering up the main content.

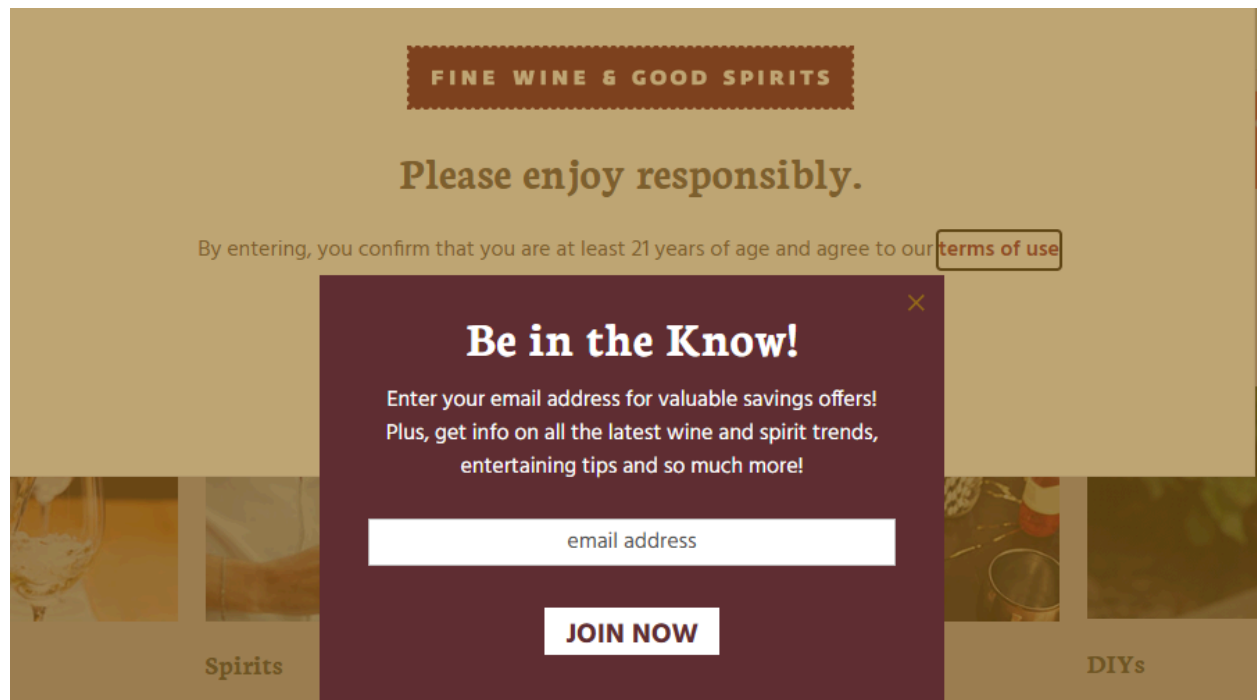


Figure 1: “Fine Wine & Good Spirits.”, www.finewineandgoodspirits.com/.

This figure from Fine Wine & Good Spirits is a good example of a modal, as it keeps on the principle of keeping the visitors happy. In this example it offers the users some valuable information about their enthusiasm by simply joining their community.

Typography

Typography is one of the core components of a website design, it refers to the skillful arrangement, style and size of text in a website. It plays a crucial role in conveying information effectively, creating a visually appealing user experience, and establishing a brand's identity. Also without good typography no piece of content is readable or visually appealing. So, if you want your web design to be engaging for users, improving its typography should be your priority.



Figure 2: "CBS News", <https://www.cbsnews.com/pictures/the-evolution-of-the-cbs-eye/5/>

Example above is a great example of typography, During the 1960s, the CBS Eye entered the era of color television. Decades later, the Eye continues to receive critical acclaim. On Dec. 13, 1998, it was featured in The New York Times magazine's roundup of the century's "greatest design hits." -CBS News. Additionally it also uses one of the most popular fonts which is the Didot Font Family that adds to its appeal.

Colors

Choosing the right colors for the design of your website is crucial for your online success. Colors can be your most powerful tool to gain a reaction from your targeted audience. You can use colors to stir your visitor's emotions or respond to a call-to-action on your website. Color helps us to process and store images more efficiently than colorless (black and white) images, this can help increase brand recognition and help prompt visitors to your site to take action. Judgment can be subconsciously based on color schemes so your palette must not contradict your brand's philosophy.



Figure 3: "Web Design & Color Psychology", visualmodo.com/web-design-color-psychology/.

While the psychology of color is important, keeping it simple goes a long way to earning a customer's trust and developing brand recognition. A bold, high-contrast website design that follows the basic principles of color theory will always serve you well.

Usability

Website usability is an essential indicator of user friendliness of a website which can be evaluated by observing users when using the website's features and user interfaces. Good usability design focuses on user-centric design, which focuses primarily on users' experience rather than the actual procedure.

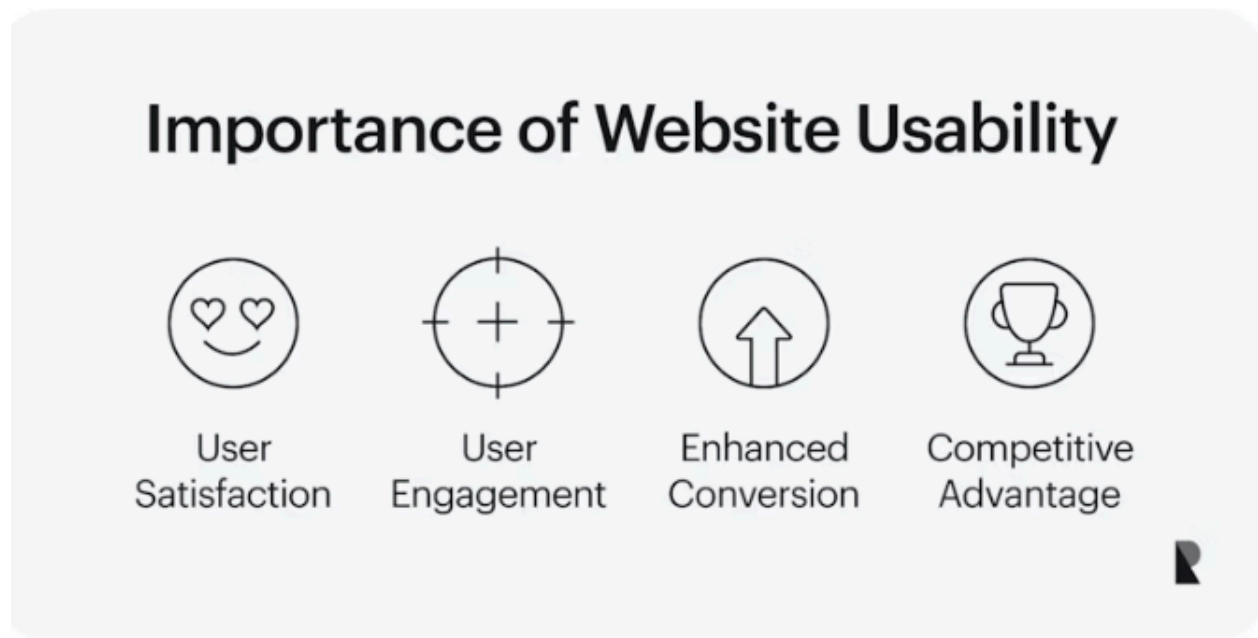


Figure 4: Ramotion. "Website Usability 101: Definition, Principles and Methods | Ramotion Branding Agency." *Web Design, UI/UX, Branding, and App Development Blog*, 17 Apr. 2023, www.ramotion.com/blog/website-usability/.

Above examples are the examples why usability should be taken seriously when designing and building a website.

Consistency

The reason is simple: consistency leads to momentum. The more consistently you do something, the easier it becomes, and the more momentum you build up. Eventually, what was once a struggle becomes a habit, and habits are hard to break. That's why consistency is so important- it is the key to making lasting change.

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