

# TOP 20 DESIGN MYTHS



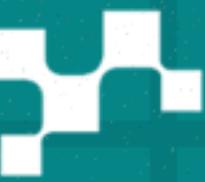


# MORE FEATURES = BETTER DESIGN



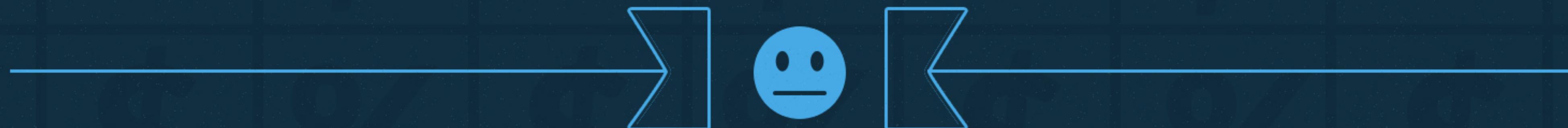


USING PHOTOSHOP  
FOR A FEW YEARS  
MAKES SOMEONE  
A DESIGNER





# A NEW DESIGN WILL FIX YOUR CONVERSION RATE PROBLEM



MYTH

4

# PEOPLE READ ON THE WEB



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# USERS LIKE ROTATING BANNERS

...



MYTH

6

IT'S BETTER TO SURPRISE USERS WITH  
**THE FINAL PRODUCT**

THAN TO ASK

**FOR FEEDBACK**

DURING THE DESIGN PROCESS





# WIREFRAMES ARE OLD HAT GO STRAIGHT TO HTML





# THE HOMEPAGE IS THE MOST IMPORTANT PAGE

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MYTH

MYTH

MYTH

MYTH

MYTH

MYTH

MYTH

MYTH

9 9 9 9 9 9 9 9

# WHITE SPACE IS WASTED

SPACE SPACE SPACE SPACE SPACE SPACE SPACE  
SPACE SPACE SPACE SPACE SPACE SPACE SPACE



SUCCESS HAPPENS  
**OVERNIGHT**





# THE DESIGNER WILL MAKE SURE OUR CONTENT IS PERFECT



# STOCK PHOTOS IMPROVE YOUR WEBSITE

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ENGAGE USERS WITH

# BOLD TEXT & BRIGHT COLORS



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DESIGN HAS TO BE

# ORIGINAL

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# YOUR “MINOR TWEAKS” ACTUALLY MAKE THE DESIGN BETTER





# YOU VIEW YOUR WEBSITE LIKE YOUR USERS DO



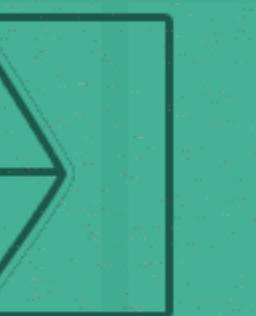
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MYTH

17

INVITING SEVERAL STAFF  
MEMBERS TO COMMENT  
ON THE DESIGN WILL  
**HELP MAKE IT BETTER**





# A GOOD TIME TO GO LIVE IS FRIDAY EVENING



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YOU CAN ASK YOUR DESIGNER TO  
**MAKE IT VIRAL**





# IF IT “WORKS ON YOUR COMPUTER” IT’S READY TO LAUNCH



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# THE END

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