There are many considerations when it comes to application design. One of the primary concerns is device support. Much of the internet today is accessed through mobile devices, so a business that decides not to support mobile devices should have a strong reason behind that choice.

Security is another important item to consider for apps that gather/store any type of data (especially if the data is personal, such as health or financial). If the data is not handled appropriately, the company could open itself up to expensive (if not crippling) legal fees. If the legal fees do not put the company out of business, a company that mishandles personal data could suffer a hit to their reputation further damaging the bottom line.

Websites with a good design:

1. <https://www.netflix.com/>
2. <https://www.apple.com/>
3. <https://www.spotify.com/us/>
4. <https://www.etq-amsterdam.com/>
5. <https://www.swiss.com/worldofswiss/en/>