IABC Notes March 15/17, 2021 ~ Yavins

- Modern and fresh look of the website is preferred.
- Box Like structure is not preferred as it feels like the information is not presented in a pleasing manner.
- Colour combination is to be kept as simple as possible. Not too bright colours that hit in the eye. They want to keep it similar to the website they have currently.
- If the links to the pages are present in the navigation then it will be redundant to have links of the same pages in the footer of the website.
- Logo of the IABC website can be the home button as this is what the new trend is and people know that clicking on the logo of the website in the header will take them to the home section.
- Post careers button can be at the bottom of the page as employers can scroll through the postings and then get to the post jobs section.
- Try to follow the same pattern for the overall website for the images. If you are having pills in which the photos are kept then dont have boxes of images. Try to have only one type of set of images.
- Text should be highly readable and font should be of the right scale on the website for the users positive experience.
- If the website is too lengthy the up arrow on the page will be helpful to navigate through to see the navigation bar. For the solution of this the navigation bar can be kept as a floating navigation.
- For the mobile website make sure that the page is not too lengthy for the lightbox like feature for the careers and events that pops up the job postings available and the events that are going to take place.If so make different pages for the sections that are taking too much of the page space.
- Make use of the white space in the website to present more appealing. As this attracts the users. Don't have too many nested links which link to pages.