**Web Developers . . .**

1. Web sites must provide accessibility. They must accommodate the visually impaired user, as well as users who can see.
2. Web sites must be usable. According to author **Steve Krug**, “users should not have to think”. Screens should provide “persistent navigation” that tells users exactly “where they are” and assists users getting “where they want to go”.
3. Web sites must provide a “good user experience”. Screen links should be obvious and gestures and swipes should be easily discoverable.
4. Providing a “good user experience” means users won’t abandon your web site, and most likely will return.