

Research Report

A Research report for a good web designing(12/04/2018)



BY:

Harsh Kumar Saini Intern(340)

In this modern technological age it is imperative to have a good website in order to increase sales, develop leads and stay ahead of the competition.

Font Style:

Zuzana Licko once said: *you read best what you read most*. So I would stick with the most used classics – in this case of Helvetica with the combination of Arial and San Serif. The most readable font on the screen.

Helvetica:

it is a version of Neue Helvetica with support of Latin, Cyrillic, Greek, Arabic, Hebrew, Thai, Armenian, Georgian and Vietnamese scripts for total 181 languages, and complete support of Unicode block u+0400.^{[54][55][56][57]} Published in November 2017 by Linotype, it was released in TrueType and OpenType, CFF formats.



The family includes 6 fonts in 3 weights (light, regular, bold) and 1 width (regular), with complementary italics (45, 46, 55, 56, 75, 76). Each roman and italic font includes 1,708 and 1,285 glyphs respectively.

We research on world top most IT Companies fonts, and below the list of top most useable font by top IT Companies .And User Also like these fonts to read.<https://www.mbaskool.com/fun-corner/top-brand-lists/17187-top-10-it-companies-in-world-2017.html>

1.Sofia-pro:

Originally designed in 2008 by Olivier Gourvat, this font family gives an impression of modernism, harmony and roundness. These nuances give Sofia a harmonious and sensible appearance for both texts and headlines. Redesigned in 2012, this typeface supports a wide range of languages with more than 500 glyphs.

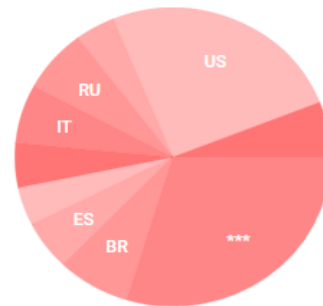


2.Roboto Slab:

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. <https://blog.prototypr.io/what-should-designers-know-about-the-roboto-typeface-b98f6b83c57e>

Thin
Light
Regular
Bold

Usage



3. Proxima - Nova:

A quick search on [Font Reach](https://fontreach.com/) reveals that Proxima Nova is used by over 25,000 websites. It's the main typeface of some of the most popular companies in digital media.

<https://medium.com/readme-mic/why-proxima-nova-is-everywhere-629282c687a6>

Light	Light Italic	Semibold	Semibold Italic
a	<i>a</i>	a	<i>a</i>

4. Miller Text:

Miller Banner takes Matthew Carter's popular Miller series to new heights: 100pt and up, beyond any examples among the Scotch Roman's historic antecedents. Optimized for very large settings, its hairlines have been sharpened and the contrast sweetened, lending grace and crisp elegance to banner headlines and titles.

Miller Text

Added: 2015-04-17 14:02:01

Miller Text AaBbCcDdEeFfGgHhIiKkLlMmNnOoPpQ

5. Dolly Pro:

Dolly Pro is a book typeface with a flourishing flavour. She's suitable for classical book type setting as well as for more contemporary magazine designs.

Dolly Pro ▼ A  A

The Wonder of Webfonts

Dolly Pro Italic ▼ A  A

The Wonder of Webfonts

Dolly Pro SmallCaps ▼ A  A

THIS IS A LIVE WEBFONT PREVIEW.

Dolly Pro Bold ▼ A  A

This is a live webfont preview.

6. Metric :

Metric & Calibre are a pair of typefaces that share a fundamental geometry yet differ in the finish of key letterforms. The development of Metric & Calibre is based upon two ideas—1: “engineered geometry” and its application to street signage, 2: alternate letterforms in typefaces. <https://klim.co.nz/blog/metric-and-calibre-design-information/>



7. Gotham:

Gotham Font Family is that rarest of outlines, the new typeface that feels by one means or another commonplace. From the lettering that propelled it, Gotham acquired a genuine tone that is emphatic however failing to impose.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 ZÀÅÉÎÏÕØÜabcde
 fghijklmnopqrstuv
 wxyzàåéîïõøü&123
 4567890(\$£€.,!?)

8. Frutiger Neue Wo2:

A collaborative design effort between Adrian Frutiger and Akira Kobayashi, Neue Frutiger has the power and grace of a Waikiki wave..The character set supports 48 languages based on the Latin alphabet.

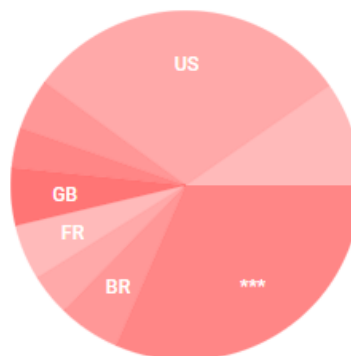
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 0 1 2 3 4 5 6 7 8 9 + - = () 0 1 2 3 4 5 6 7 8 9 + - = () 1/2 1/3 1/4 1/8 2/3 3/4 3/8 5/8 7/8

9. Lato:

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

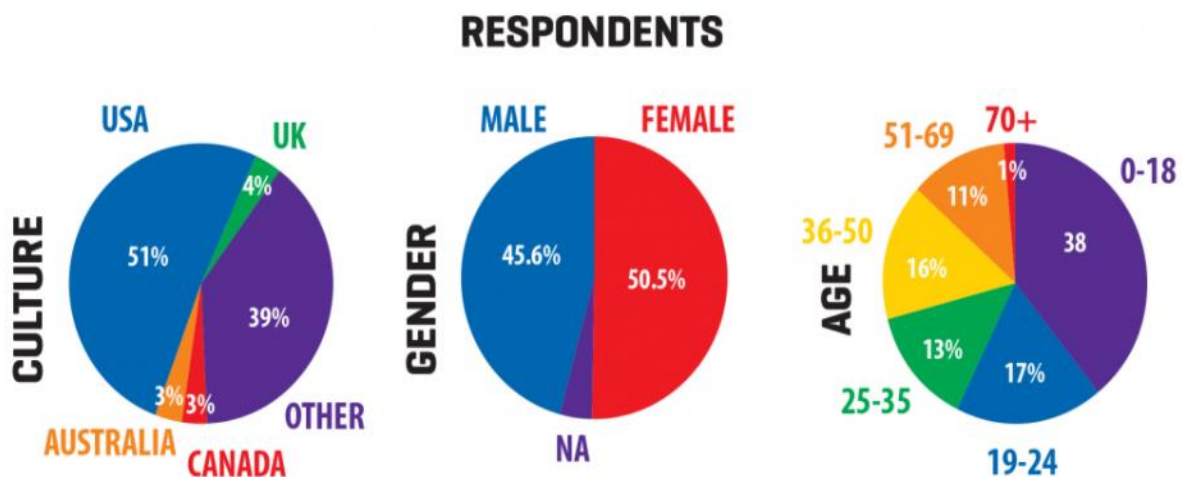
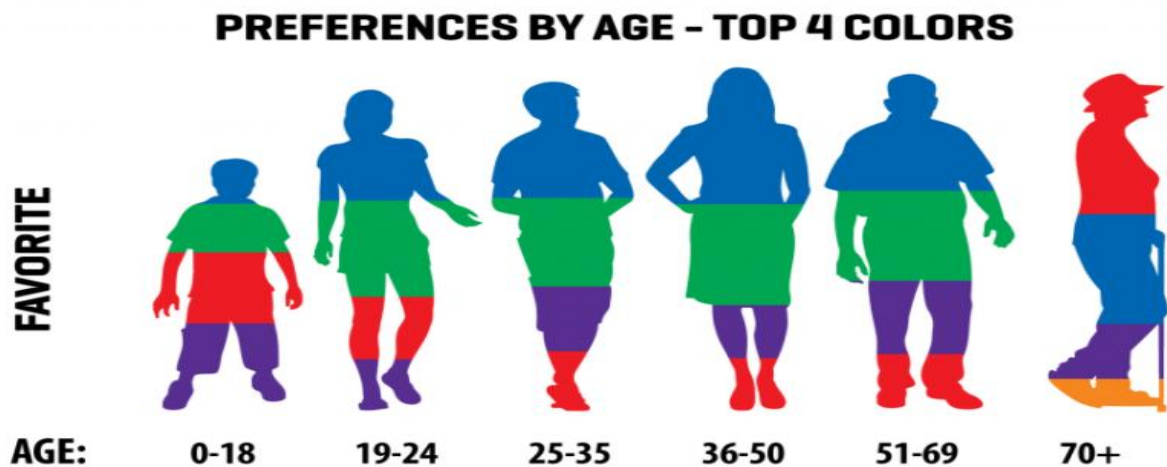
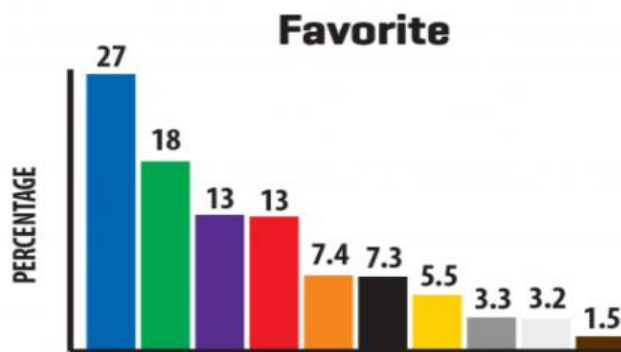
hello
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Usage



Color Theme:

Scott Design Inc collected survey data on favorite and least favorite colors for six years, with more than 3,750 responses from 141 countries. Take a look at the results, sorted by age and gender. <https://www.hotdesign.com/marketing/whats-your-favorite-color/>



Every Organization having their own color . And Every company use these logo color in their website . Because users most like the themes in which the company color used as theme color. The top most company in worldwide uses the own logo color with make a mixture of theme with multicolor as user like most.

50 Beautiful Color Combinations: <http://blog.visme.co/website-color-schemes/>

Image Style/Video Style:

Use high quality, large images:

Use large, crisp images – recommends usability guru Jakob Nielsen based on his eyetracking studies. Image quality is a significant factor in drawing attention. People in pictures facing forward is more inviting and approachable.

Fuzzy, small images are less inviting as are big glamor shots. Nielsen said the eye-tracking study also surfaced a counter-intuitive finding—people who look like models are less likely to draw attention than ‘normal’ people.

- Most of users like large and high quality image and videos on a website.
- Today’s generation happy with less text more images and icons .
- Everyone wants to see internal images like: office environment images, events & clients meetings, our guests images etc.

Website Style:

Get Responsive:

Why is this necessary? Well, since April 2015 Google has been giving preference to sites that have a responsive design when searched via a mobile or tablet device. This means that older websites that do not have this feature that may have performed well when searched online in previous years are not performing as well now, and can continue to struggle to gain rankings online. Less people finding your site mean less people visiting it.

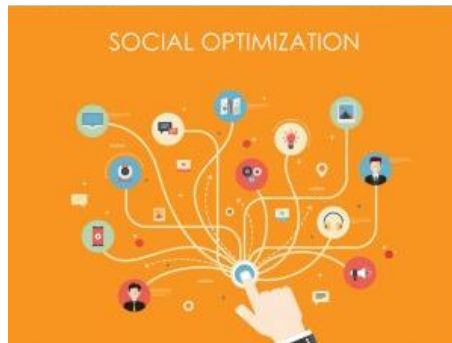
If your website is not mobile optimised, you could be in trouble and should get this rectified asap.

Add a Blog:

Adding a blog can be a really worthwhile method of Search Engine Optimisation (SEO). When used right, this is one of the most important additions you can add to your website to increase your rankings and increase your levels of traffic.

Get Socially Integrated:

Proper utilisation of Social Media can be an inexpensive way to gain a lot of additional traffic to your website.



Analyse your Traffic:

This can completely change your website, and indeed your whole business focus, if used correctly. Indeed, this is something I can dedicate a whole article on all by itself, and is something I often sit with clients on and they are often amazed by what they can learn about their customers, but also about their own business and what exactly their clients need.



Grammar & Spelling:

Grammar and spelling mistakes make you look bad in the eyes of your customer.

Readability:

Use shorter sentences, paragraphs and active verb forms. Remove all clutter, unnecessary words and limit the use of adverbs/adjectives.

Formatting:

According to Nielsen 79% of users always scan web pages. High quality contents is easier to read, and suitable for scanning and skimming. Visitors are less likely to read a post with poor formatting.

Quality of Comments:

16% of all search traffic of Quicksprout comes from comments. Web content with a high number of comments is perceived as high quality. Spammy unrelated comments might hurt your ranking and makes you look bad in the eyes of your visitors.

10 Most important things experts say customers want to know:

- **How your business is unique-***What is unique about your business? Why should I buy from you?"* This is missing from many business sites because the owners haven't done the strategic thinking necessary to figure that out, she says.

Be concise, too, Cutler adds. "You don't need to write a novel."

- **A clear sense of what your company offers-** Make it a priority on your home page to provide at least general information about your products and/or services, with links to specifics on a Products page.
- **Contact information, including a phone number and physical location-** This is a must, and it's one small way of building credibility and trust" with the consumer, says Wayne Porter, co-founder of ReveNews, an online marketing publication, and former senior director of research at FaceTime, a business security solutions provider. "A phone number, a street address and even pictures go a long way toward building credibility."
- **Third-party validation-** This means customer testimonials, client lists, case studies, awards and recognition you've received, positive news clippings and the like. Potential customers indeed want to know who you do business with, and what current customers have to say about their experiences. Such items "forge the underpinnings of trust," Porter says.
- Client lists are especially important if your customers are businesses. "If you've got some big-name customers, people like to see that," Cutler says. But make sure you get approval from those you list as clients, she adds.

- **Ease of use and navigation-** If people can't find it, they can't buy it. Porter advises keeping sites "crisp, clean, and easy to navigate," but also for site owners to study traffic and usage patterns to adjust their sites based on what visitors are coming for. "The ability to search a site is very important," he says. "Businesses should study their search data to see if there are trends and what to make front and center."
- **Clear guidance on your processes-** Let customers know, step-by-step, important things such as how to order--and where to go and what to do should something happen out of the ordinary.
- **An ability to give feedback-** Encourage feedback about your products and services, your ordering process and your site in general, by providing a feedback mechanism--either feedback forms or e-mail links. Not every small business prefers to offer this, in some cases because of resource constraints. "You definitely want to look at how and what feedback to gather, and you should consider offering an incentive or perk [to the customer]," Porter says. "You might get some good stories to feature on your site or in your blog."
- **Today's everyone like high quality images on websites and graphical animation when ,they scroll down the page and when they click anywhere.**
- **Yung generation mostly like to seeing about organization social hub and cultural events photos and videos .**
- **If we showing client feedback and work experience with them on the website, and little bit information about the services in which our client happy with us .It will more beneficial for us .Because user search reviews of any companies everywhere and they got wrong reviews.**
- **The top most company gives a feedback panel on their websites .Feedback for the service and their product and experience .**

- **Whenever any person visit to a website firstly its check that the company website working good or not.**

First impressions take less than a second:

When viewing a website, it takes users less than two-tenths of a second to form a first impression, according to an eye-tracking research conducted at Missouri University of Science and Technology.

Researchers found that their subjects spent about 2.6 seconds scanning a website before focusing on a particular section. They spent an average of 180 milliseconds focusing, or “fixating,” on one particular section before moving on.

The website sections that drew the most interest from viewers were as follows:

- The institution’s logo. Users spent about 6.48 seconds focused on this area before moving on.
- The main navigation menu. Almost as popular as the logo, subjects spent an average of 6.44 seconds viewing the menu.
- The search box, where users focused for just over 6 seconds.
- Social networking links to sites such as Facebook and Twitter. Users spent about 5.95 seconds viewing these areas.
- The site’s main image, where users’ eyes fixated for an average of 5.94 seconds.
- The site’s written content, where users spent about 5.59 seconds.
- The bottom of a website, where users spent about 5.25 seconds.

Some websites links for a good idea:

1. https://www.cisco.com/c/en_in/index.html
2. <http://www.genxcreativestudio.com>
3. <https://www.hcltech.com/>
4. <https://www.daffodilsw.com/>
5. <https://www.tcs.com/>
6. <http://www.buildinamsterdam.com/cases>
7. <https://cuberto.com/>