CSC104

UAT

June 30, 2024

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**Assignment 7.2: Inquiry: Importance of Web Design**

The importance of web design is good to keep in mind due to how people will feel about your site. If they notice something looks outdated it’s most likely not going to get as much recognition. A quote from absolute, “Design trends are constantly shifting, while most of us might not be able to spot the latest trends in action, people are quick to notice when a design looks dated, that’s why it’s important for brands to stay attuned to evolving design aesthetics.” **(absolute, 2024).**

When your website has good/effective design added it will help you reach you, a business, or a company’s goals. Seeing trends come and go myself really helps give a better idea. We see something trending for about a month or two, maybe longer depending on how big it blows up over social media, then it becomes forgotten after a while. After that, society moves on to something new to create into a trend. The design of our websites or platforms is what makes our audience engaged. We need to make it something that it up with the current trends/style for them to enjoy. If a girl online is shouting out a website for the style of their clothing and it blows up on social media, other clothing brands may find ways to put their style into theirs, so it’ll sell more.

A couple of important things to keep in mind when creating a website is its accessibility and making it mobile friendly. “Unfortunately, many websites are not designed to be mobile friendly. This results in problems such as unreadable text, cluttered navigation, and content overflowing a device's viewport; all of which can lead to a frustrating and poor user experience.” **(ACM, Digital Library, 2018).** When a website is giving you issues on mobile you may become frustrated and not want to go on it after that. Users getting frustrated with your website is never what you want to happen. It will cause problems and may not end well if you need more people on your platform. When a website becomes inaccessible it can make it harder for someone to apply for a job, shop for new clothes or shoes, purchase an important car part, do schoolwork or get information about the outside world. Ways a website can become inaccessible are due to header tags placement, ARIA, missing text, proper HTML, tab index, ect… An amazing explanation of the importance of website accessibility I enjoyed is from recite me stating that, “Website accessibility is important because it ensures that people with disabilities can access and use websites effectively. In today’s digital age, websites serve as essential gateways to information, services, and opportunities. By making websites more accessible, individuals with visual, hearing, cognitive, or motor impairments can navigate, perceive, and interact with online content just like anyone else.” **(Recite Me, 2023).** This is the best way to explain the importance of website accessibility in my opinion. Especially these days with how far our knowledge has come in technology, we should be able to make websites easier for those who have struggles, disabilities, or possibly from their age.

**Resources:**

Cebi, Selcuk. “Determining Importance Degrees of Website Design Parameters Based on Interactions and Types of Websites.” *Decision Support Systems*, vol. 54, no. 2, Jan. 2013, pp. 1030–1043, reader.elsevier.com/reader/sd/pii/S0167923612002916?token=A3EA619C8408DBC47A128F510B04BABDA9CD798D2C0B5116BAF19C08A91D39C05336EC83EAC6CC7B8534BF9A369FE2F0, <https://doi.org/10.1016/j.dss.2012.10.036>.

Whitelaw, Katy. “Why Make Websites Accessible?” *Proceedings of the 31st Annual ACM SIGUCCS Conference on User Services - SIGUCCS ’03*, 2003, <https://doi.org/10.1145/947469.947537>.

Mahajan, Sonai, et al. “Automated Repair of Mobile Friendly Problems in Web Pages.” *Proceedings of the 40th International Conference on Software Engineering*, 27 May 2018, <https://doi.org/10.1145/3180155.3180262>.

“Staying Ahead: Why Design Trends Matter.” *Absolute Design Associates*, [www.absolute-design.co.uk/blogs/advice-hub/staying-ahead-why-design-trends-matter#:~:text=Design%20trends%20powerfully%20influence%20user](http://www.absolute-design.co.uk/blogs/advice-hub/staying-ahead-why-design-trends-matter#:~:text=Design%20trends%20powerfully%20influence%20user).

Halpin, Michael. “8 Most Common Website Accessibility Issues.” *Recite Me*, 21 July 2023, reciteme.com/news/common-website-accessibility-issues/.

<https://primacy.com/blog/10-common-mistakes-make-websites-inaccessible#:~:text=1.,text%20and%20images%20into%20audio>.