In conclusion, design principles are essential in web development and every detail matters however big or small. Clients will notice every feature and will very quickly get a rough idea on how much effort went into the application. This will make clients instantly make a decision on whether they would like to revisit the site at another date, recommend it to a friend or simply leave the site and never return, therefore demonstrates how important this segment is. By ensuring this section is very well created, it will support a strong and successful future for the project which both creators and clients will find it engaging, rewarding, accessible and usable.