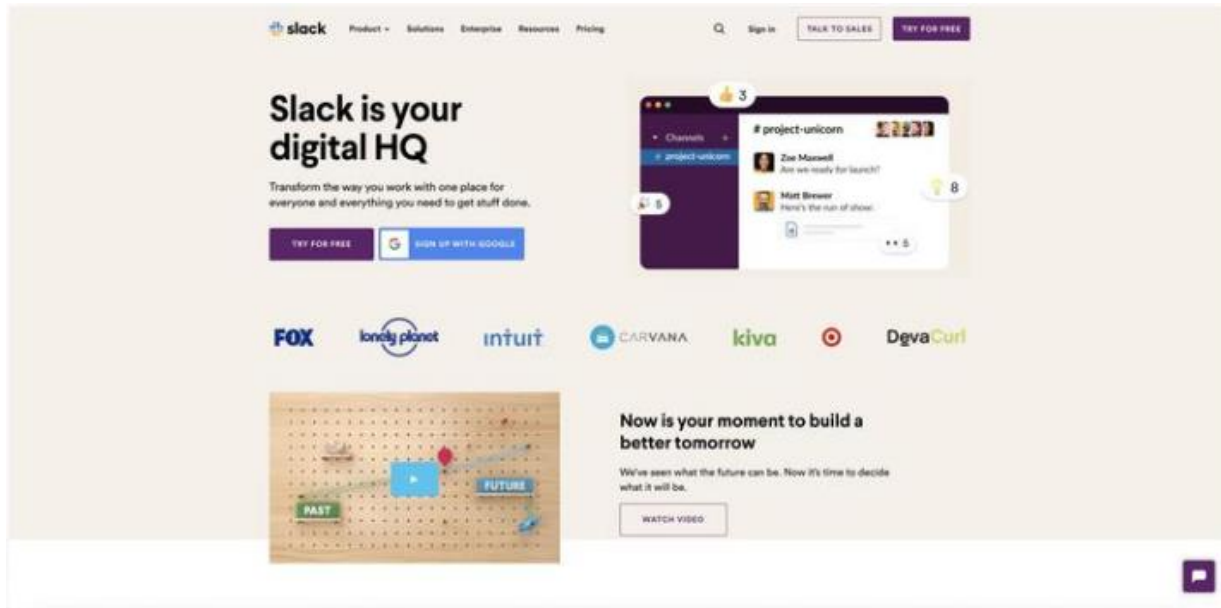




This particularly bad web design is not so bad after all because it doesn't have invisible line or **grid(s)** in their website but is not capable of maybe handling a smartphone version of it so it fails on the "call to action" category like the previous while it does have buttons and things that makes it easy for a person to make an order it is as mentioned earlier not capable of being used on a mobile phone so it also fails to pass the "breadcrumb" category. The next is **search bar** in this web is nonexistent, it's like the **icons** ate it all up. It seems like the **modal** in this web also doesn't exist. What's good about this web is its **typography**, which is all over the place like their uses of **colors**. **Usability** is just straight up worst. **Consistency 0/10**.



Now, onto the good example of a web design is **SLACKS**, the uses of **grids** are well done, it has a simple **call to action** interface along with the uses of **breadcrumbs**. **Search bar** is exists. **Icons** that are not taking up so much space, does have a **modal**. **Typography** is short and readable with the combination of splendid uses of **colors**, the **usability** to use for people who are not good with using the internet is considerably done. **Consistency** is top-notch.

1. Grids

Importance: Grids help organize the layout of a website by creating a structure for content. This makes it easier for users to navigate the site and find what they're looking for. Grids also ensure that the site looks clean, especially when the design needs to adapt to different screen sizes.

2. Call to Action

Importance: A CTA is a command, like “Sign Up” or “Buy Now,” that encourages users to take action. It's super important for turning visitors into customers or leads.

3. Breadcrumb

Importance: Breadcrumbs show users where they are on a website and allow them to easily go back to previous pages. This is really helpful on websites with a lot of pages or products, like e-commerce sites. It helps users feel less lost and makes it quicker to get back to where they started.

4. Search Bar

Importance: A search bar helps users quickly find specific information without scrolling through pages of content. For websites with tons of pages or products, like online stores or blogs, a search bar is super useful. It saves time and helps users find exactly what they're looking for.

5. Icons

Importance: Icons are small pictures that represent actions or information, like a magnifying glass for search or a shopping cart for items. They make websites easier to understand at a glance and save space. But they have to be clear and easy to understand, or they could confuse users.

6. Modal

Importance: A modal is a pop-up window that shows over the main content. It's often used for important notifications, like sign-up forms or special offers. Modals grab the user's attention, but they can be annoying if overused. The key is to make sure they're easy to close and don't block anything important.

7. Typography

Importance: Typography is all about the fonts used on a website. The right fonts make text easy to read and help set the tone of the site. Good typography keeps visitors engaged, while bad typography can make a site look messy or hard to read. It's all about finding the right balance for style and readability.

8. Colors

Importance: Colors play a huge role in how a website looks and feels. They can influence how users feel. Colors also help highlight important buttons or sections, making the site easier to use. A good use of color can make a website stand out and look professional.

9. Usability

Significance: Usability is all about how easy it is for users to use the website. If a website is hard to navigate or confusing, people will leave. A good website has clear navigation, buttons that make sense, and content that's easy to find. Usability is essential to keeping users happy and encouraging them to stick around.

10. Consistency

Importance: Consistency means that the website looks and feels the same throughout. This includes using the same colors, fonts, and layout styles. When a website is consistent, users don't have to figure out how things work on each page. It helps them feel comfortable and builds trust, which is important for a positive experience.