**Usual components**

**of homepage and user interfaces**

The user interface (UI) is the point of human-computer interaction and communication in a device. This can include display screens, keyboards, a mouse and the appearance of a desktop. There are three factors that should be considered for the design of a successful user interface; development factors, visibility factors and acceptance factors. Development factors help by improving visual communication.

* **Home page**

Homepages used as covers usually without navigation are called splash pages. The homepage or homepage is the name of the main page of a website where visitors can find hyperlinks to other pages on the site.

* **The navigation**

The navigation segments the information and the features of a web site. It is usually positioned following the logo, very often aligned right. We all know the usual reading pattern is Z shaped. Although, studies has shown that the reading pattern on the Internet is different than for printed material, it is F shaped

* **Header**

The header, just like in a letter, is the top part of the interface. It is especially important since this is where reading start. A header or footer can contain information such as: The document name, the date and/or time you created or revised the document, an author name, a graphic, a draft or revision number.

* **The logo**

The logo is very commonly positioned in the upper-left corner of the interface as this is the starting point of the reading pattern. A logo is a graphic mark, emblem, symbol or stylized name used to identify a company, organization, product, or brand. It may take the form of an abstract or figurative design, or it may present as a stylized version of the company's name if it has sufficient brand recognition

* **The main section**

The main section is the body, the content part of an interface. This is where users read the content they are looking for. One important basic rule for writing web content is to used by the journalists inverted pyramid approach.

The inverted pyramid approach states that you first grab attention announcing clearly what it is all about (the leads), followed by the important information (the body), then with less important information to finish with complementary and/or background information (the tail).

* **The footer**

A footer is an area at the bottom of a document page that contains data common to other pages. The information in footers may include page numbers, creation dates, copyrights, or references that can appear on a single page, or on all pages. On a content page, the footer can also follow the content and contain much more various types of information.

**CONTENTS OF FOOTER**

* Copyright
* Sitemap
* Contact information
* E-mail sign-up
* Press link
* Awards and certifications

**Common entry page types**

**Splash page**

A splash screen is a graphical control element consisting of a window containing an image, a logo, and the current version of the software. A splash screen usually appears while a game or program is launching. A splash page is an introduction page on a website. The message can be of various types such as a special promotion or warning (e.g. Flash).

**Home page**

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Example:-

1. Airbnb
2. Pixelgrade
3. Mint
4. Dropbox
5. Rivers Smokehouse
6. Cobb Pediatric Therapy Services

**Landing page**

The purpose of a landing page is to attract and engage the right audience and bring them to a defined call to action Landing pages are independent pages used as some sort of antechamber built for specifically targeted users segments. Often looking like splash pages, it can include complex contents and functionalities, while not being part of the home page

* + Examples of Landing Page Design. Lyft, landing page, The Professional Wingman. Muck Rack. Cigital.Khan Academy, Club W. Codecademy.

**Common website Types**

. A website is a page or collection of pages on the World Wide Web that contains specific information which was all provided by one person or entity and traces back to a common Uniform Resource Locator (URL).

* **Informational**

Informational websites are those sites which are created in order to provide a customized and branded resource for potential and active customers, members, investors An informational website's purpose is to present, information . Websites of this nature often use a URL ending with.edu(education),.org(organization)or.gov (government). Examples :-

* TED
* Wanelo.
* Fabletics
* AliExpress.
* **Advocacy**

An advocacy website is sponsored by an organization and its purpose is to influence public opinion. Websites of this nature The URL frequently use a URL ending with .org. There are three types of advocacy:-

1. self-advocacy
2. individual advocacy
3. systems advocacy

* **Media**

Media websites collect news and reporting. Major Newspapers and TV stations, such as The Guardian or the BBC, have their own official web sites. Media websites generally sell advertisements and/or offer users to subscribe in order to have access to integral articles or full contents.

**Entertainment**

These websites objective is to make money, like business and e-commerce websites. They sell advertisements and in order to maximize profit, they need to prove they generate a lot of traffic. There are various type of entertainment websites such funny or informative videos, blogs of various natures, comics, quizes, etc.

* **Brochure**

Brochure sites convey a sense of permanence and credibility to your customers, and also provides them with valuable information, such as contact details, opening times and a way to contact you. Brochure websites are a basic form of business websites. They usually consist of small websites simply insuring an online presence. The brochure website usually describes the company, its products and services and it's not a major tool for bringing in new business.

* **Business and Marketing**

A business or marketing website purpose is to try to sell or market products and services. Most of the time, these websites URL are ending with .com.

* **E-commerce**

 If you have products to sell and would like to enjoy the benefits of not having to run a traditional bricks-and-mortar shop with things like overheads to consider, then this is definitely the way forward. E-commerce websites are definitely businesses websites, although they have functionalities allowing customers to purchase goods online.

* **Progressive web application**

Whenever a website is very complex and usually targets a very high volume of users.These can be websites such as facebook, YouTube, etc. But progressive web application includes all sorts of application such as those you install to your mobile phones.