**Discussion on Web Usability**

1. Ease of accessible in all platforms and all devices where the Internet is available.
2. No extras installation or add-ons require.
3. Established a website category and follow it consistently. Never go out of topic.
4. Create a useful website where users can never get confused and foresee any unexpected interaction caused by the user.
5. The search engine is a must, where it allowed the user to make a quick search on information where they don’t have to come back and forth.
6. Ensure the system is always responsive. Ensure that the back-up plan is available if a server-side is down and no broken link exists.
7. Engage users in various ways like email, contact us, etc., let the user feel that they are not alone.
8. Highlight important information where necessary and required. It is essential that the user cannot miss any critical information.
9. Enhance any piece of media use on the website, and make sure it is at least visible for a regular user. Never attached a blurry image or an unplayable video.
10. The first impression is crucial. Users will leave the website right away if the UI is doesn’t look nice, no matter how vital the information on that website is.