

Website Designing

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First impression is the last impression

1 UX

2 UI

Step 2:

Designing Websites

'First impression is the last impression' holds absolutely true for the digital age. Studies have shown that visual appeal can be assessed within about 50 milliseconds. This boils down to the fact that designers have to make a good impression within the space of 50 milliseconds. That should leave no doubt in your mind that success of your digital marketing activities is critically dependent on the design of your website or app.

Designing Process

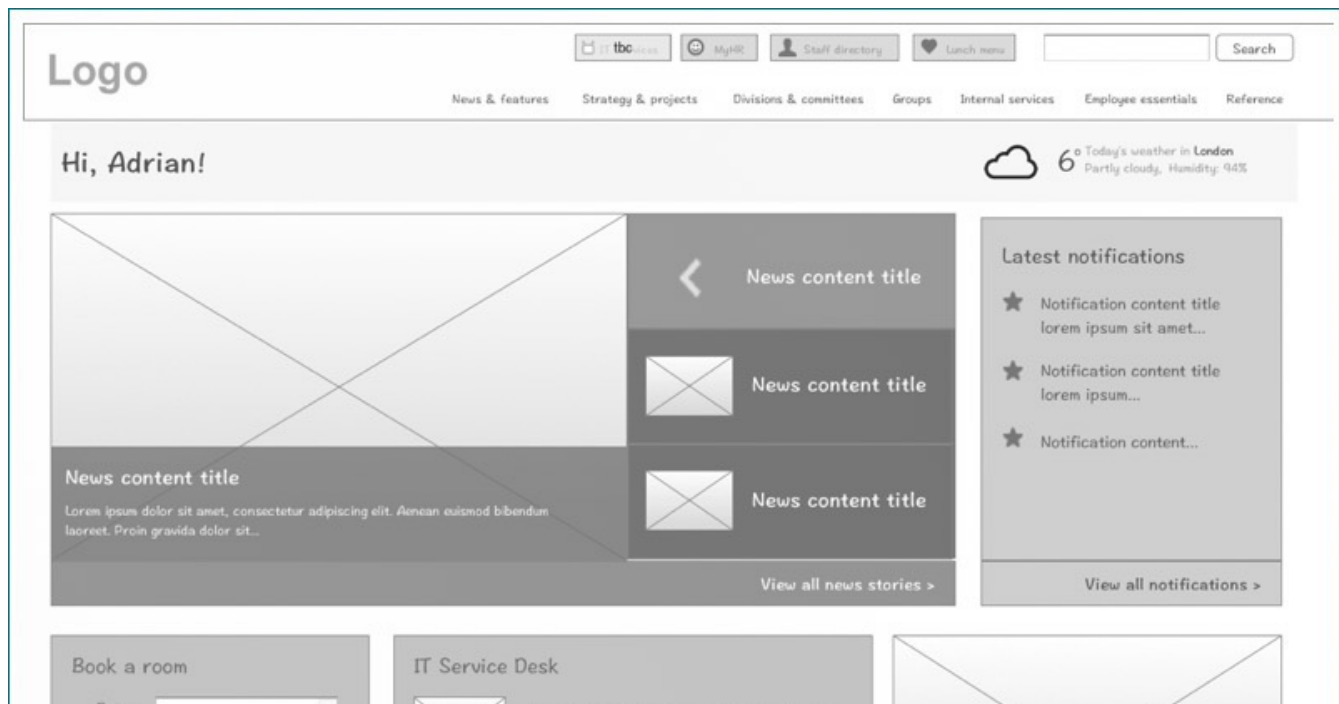
There are two parts to designing a great website.

UX & UI.

UX

It is the structure and architecture of your website pages, which determines how a web visitor will use and navigate through your website. This involves researching and studying user behavior and also understanding the content map created for the different user lifecycle stages. The output of this stage is a wireframe, which depicts the exact places and points for everything that will be presented on the website.

Have a look at the below image which is a sample wireframe.



The above presented wireframe clearly depicts the various content presentations and CTAs that will be designed and developed on the website page.

UX planning should be done thoroughly and should be aligned with the content maps created for the website. Do not skip this step. Moreover the business owner should be closely involved in finalising and reviewing these wireframes as this reduces a lot of iteration work on the further stages of UI and development. The more time and effort you put on this stage, the more quickly the final website can be delivered. Also a lot of times UX planning is left to the graphic designer, that is a blunder you can do for your website. Graphic designers are not UX experts. UX experts are people who study online user behavior based on content maps and industry research to create working prototypes.

Wireframes can be converted into working prototypes by using products like Adobe XD, Figma & Sketch. Prototyping helps in predicting what will be created in the future and more importantly if it is useful or not. Typically prototypes are tested, tweaked and improved by letting potential future users of the specific product/service use and review them.

UI

The process of converting wireframes into actual final designs. This step should be definitely done by a professional UI designer/Graphic Designer. You can opt for pre-designed templates only if you are building a simple business website on wordpress. Please note that if you are building a custom product/service website or app, you will need to hire an expert designer.

For simple websites, we will teach you how you can design and develop good wordpress websites by using elementor pro page builder on wordpress.