



The best user interface designs for the simplest of websites; making sites attractive

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“*[Web design] Someone has to do it*”^[2]

Project Aim

Aim of this poster is showing that UI is important for web development. Web developers create the site but the designers need to ensure usability features are attractive.

User Interface

User interface (UI) and usability ensures products are successful. They make the experience for users pleasant. Read more at Nielsen Normal Group^[3]

Background information

- If you have a client, find out about them and what they want—Business Analysis
- Plan out thoroughly: software development life cycle/waterfall model
- Use-case diagrams/scenarios
- Make prototypes and test them
- Test competitor products

Technical Information

- CSS3: box model, UI (responsive design), column layout
- JavaScript for usability: option to make text bigger (84.2% like JS)
- Want minimal errors: Use validators^[4] including CSS^[5]
- “Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford”^[6]

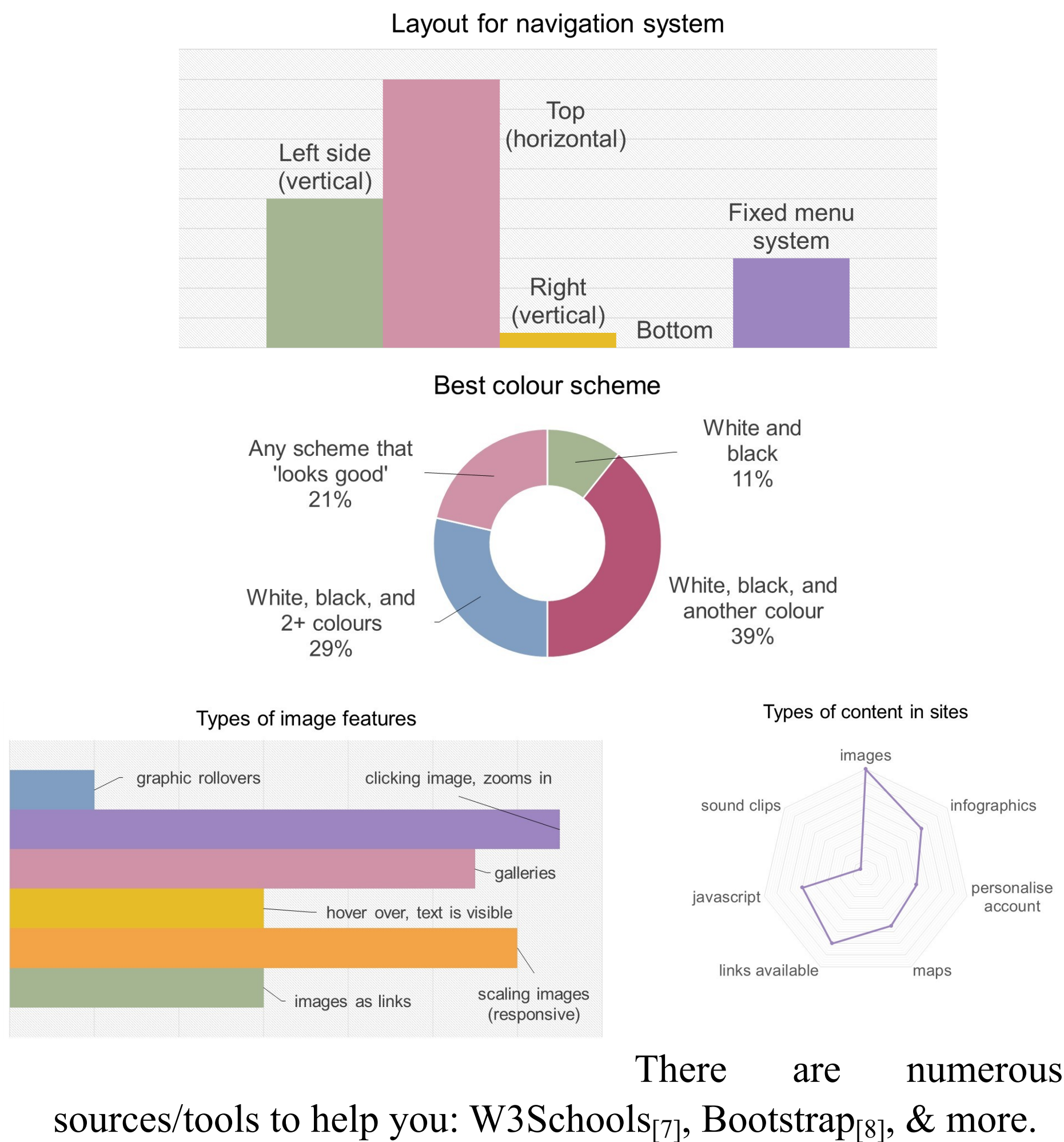
Results

89.5%	Like site map paths	89.4%	Feedback forms available
84.2%	Like images on a site	97.4%	“Too many images” is a thing
89.5%	Like social media icons/links in a site	73.7%	Don’t like too much social media advertising
100%	alt tags should be used	73.3%	Prefer <u>Sans serif</u> for sites
89.5%	Like responsiveness <u>only when designed well</u>	94.8%	Say design for mobiles is important
31.6%	Only like the hamburger menu design for mobile	100%	Web design is important: easy to find everything

The above is a poor <table> design!

This is a better design, the colours used, and different row colours	
◊	People prefer icons over buttons (but don’t like too many)
◊	People like white-space, but not too much
◊	People quite prefer if sites use their own images

As you can see, choosing the right design for graphs is also important—you need to design features appropriately so your audience can observe the things you offer.



Research

Sent out a survey to a variety of individuals to gain their opinions.

“Overall, the design of a website is vital to a company's success.” - A user response.

```
.internet-explorer {
  break-inside:auto;
}

.harry-potter-invisibility-cloak {
  visibility: hidden;
}

.periodic {
  display: table;
}

.einstein.albert {
  position: relative;
}

.muscles {
  display: flex;
}

.monarch {
  position: inherit;
}

.tower-of-pisa {
  font-style: italic;
}

.tars {
  honesty: 90%;
}

.donut{
  content: "jelly";
}
```

References

- [1] sap21 public space. <http://users.aber.ac.uk/sap21/facebook.com/samantha.c.pendleton>
- [2] Sam Nicholls. twitter.com/samstudio8
- [3] (NN/g) Nielsen Norman Group, Usability 101. <https://www.nngroup.com/articles/usability-101-introduction-to-usability/>

- [4] W3C Markup Validation Service. <https://validator.w3.org/>
- [5] W3C CSS Validation Service. <https://jigsaw.w3.org/css-validator/>
- [6] (NN/g) Nielsen Norman Group, Why You Only Need to Test with 5 Users. <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>
- [7] W3School Tutorials. <https://www.w3schools.com/css/default.asp>
- [8] Bootstrap, front-end framework. <http://getbootstrap.com/>

