Assignment - Website Visual Design Mistakes

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**Effects of using bad visual design elements:**

Visual design elements in any medium are critical to providing several proponents what is involved in capturing user’s attention providing a user experience that will captivate and facilitate a user's attention to engaging and interacting with your content.

Bad visual design elements can deter users and readers from websites, applications, and other media sources. Some of the effects of bad visual design elements can make users click off a webpage even uninstall an application or turn the channel and lead to major business loss. For overzealous usage of bad elements and design.

**How Bad Design negatively affect business and viewers:**

Research shows there are many ways bad web design can hurt your business. Two major indicators addressed that I found compelling are having inconsistent style and Design for instance having a site with a color pattern that does not follow best practices is you just inconsistent typography is multiple fonts different sizes can lead to having a website that looks busy comp and unprofessional.

This will typically lead to users clicking off of the website an overall bad experience. Another point that I found was the use of Interstitials. Interstitials are pages or elements that show up before and after the main subject matter a user is looking to engage with. One of the most common interstitials is the pop-up ad.

Another emerging format is a full-page ad that interrupts sequential content, forcing exposure to the advertisement before visitors can continue on their content path. Interstitials are a form of interruption marketing. This quality appeals to advertisers who feel Web advertising needs to be more like a broadcast medium to be effective. these forms of designs are very off-putting and annoying creating an overall bad experience in most cases *(Schiff, 2017*).

**Importance of visual design to effectively reach viewers:**

The primary goal of any business is to increase its sales and increase the growth of the business. User experience (UX) and User Interface (UI) design play an essential role in achieving this goal. The UX/UI Design of the application improves the user experience and customer satisfaction that ultimately helps increase the number of users of the specific website or application.

Visuals associated with the UI design should reflect best practices to make the viewers journey on you the website or application easy, simple, and seamless while providing the best information for them to consume *(Thinkwik, 2018).*

**Some best practices I would like to note to achieve this are:**

* Addressing the user with content and visuals
* Making sure the content and graphics are appealing and easy to read
* Not making the viewer beg for information or have to hunt to find it.
* Be predictive to answer the viewer's questions.
* Practice simplicity
* Make design elements self-explanatory.

**Importance of visuals strategic to business and website communication:**

Someone who is a web developer and a mobile app developer I find it is critically important statistically pleases UI visual elements. When designing an application or webpage our initial goal is to Intrigue the viewer using an offer the solution to their problem in a way that will intrigue them and create a good user experience. Without this user experience, people will click away from your website or decide not to download your application.

They do this with comp they know that there are other websites out there that do provide these experiences. If you are not a designer who is going to keep up with creating these types of experiences.

we are not going to be able to capture a viewer's attention. Which will result in viewers not engaging with our website or application. Hence loss in business due to poor visual communications and unprepared and unplanned design elements.

# References

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