

Chapter - 2

Website Design Principles

2.1 Basic Principle Of website design/development

An effective website design should fulfil its intended function by conveying its particular message while simultaneously engaging the visitor. Several factors such as consistency, colours, typography, imagery, simplicity, and functionality contribute to good website design.

Below are some guidelines that will help you when considering your next web project.

1. WEBSITE PURPOSE:

Your website needs to accommodate(samayojan) the needs of the user. Having a simple clear intention on all pages will help the user interact with what you have to offer. What is the purpose of your website? Are you imparting (Pradhan Garnu) practical information like a 'How to guide'? Is it an entertainment website like sports coverage or are you selling a product to the user? There are many different purposes that websites may have but there are core purposes common to all websites;

2. SIMPLICITY:

Simplicity is the best way to go when considering the user experience and the usability of your website. Below are ways to achieve simplicity through design.

a. Color:

Colour has the power to communicate messages and evoke(*Bring*) emotional responses.

b. Type:

Typography has an important role to play on your website. It commands attention and works as the visual interpretation of the brand voice.

c. Imagery:

Imagery is every visual aspect used within communications. This includes still photography, illustration, video and all forms of graphics.

3. NAVIGATION:

Navigation is the wayfinding system used on websites where visitors interact and find what they are looking for. Website navigation is key to retaining(*Rakhnu*) visitors. If

the website navigation is confusing visitors will give up and find what they need elsewhere. Keeping navigation simple, intuitive and consistent on every page is key.

4. F-SHAPED PATTERN READING:

The F- based pattern is the most common way visitors scan text on a website. Eye-tracking studies have found that most of what people see is in the top and left areas of the screen. The F shaped layout mimics(*Nakkal Garnu*) our natural pattern of reading in the West (left to right and top to bottom). An effectively designed website will work with a reader's natural pattern of scanning the page.

5. VISUAL HIERARCHY:

Visual hierarchy is the arrangement of elements in order of importance. This is done either by size, colour, imagery, contrast, typography, whitespace, texture and style. One of the most important functions of visual hierarchy is to establish a focal point; this shows visitors where the most important information is.

6. CONTENT:

An effective website has both great design and great content. Using compelling language great content can attract and influence visitors by converting them into customers.

7. GRID BASED LAYOUT:

Grids help to structure your design and keep your content organised. The grid helps to align elements on the page and keep it clean. The grid-based layout arranges content into a clean rigid grid structure with columns, sections that line up and feel balanced and impose order and results in an aesthetically pleasing website.

8. LOAD TIME:

Waiting for a website to load will lose visitors. Nearly half of web visitors expect a site to load in 2 seconds or less and they will potentially leave a site that isn't loaded within 3 seconds. Optimising image sizes will help load your site faster.

9. MOBILE FRIENDLY:

More people are using their phones or other devices to browse the web. It is important to consider building your website with a responsive layout where your website can adjust to different screens.

References: <https://www.feelingpeaky.com/9-principles-of-good-web-design/>

2.2 Phases Of website design/development

1.Information Gathering

This is the most important phase of **website design & development**. The primary stage of website development is gathering information i.e analyzing clients needs & requirements also known as “Discovery phase”. In this phase, the designer portrays(*chitran*) the client’s vision into the paper. In the discovery phase, it is important to understand the purpose of creating a website, it is also very important to know the goal of the website, which targets audience you want to get targeted, type of content your target audience will look for? These factors are very crucial(*important*) to determine in the fundamental phase of website design.

2. Planning:

“Good website is the result of good planning” is what we believe in. After the information gathering what comes is planning. Planning is nothing but prioritizing tasks for website completion. In this phase, we develop the sitemap of the website is developed. Here, we decide the menus, contents & navigational system for the website.

3. Designing:

This is the creative phase of website design. This is the phase where designer put their heart & soul into it. Also, communication plays a major role here. The designer needs to understand each & every aspect of the client expectation & try to sketch it. From logo design to selecting templates everything is discovered in this phase.

4.Development:

After designing, there is a development phase also known as ‘implementing phase’. Now, this is the phase where your actual website starts its implementation. The development phase is also a very crucial phase for the website design. Here, we integrate all the information that we had collected from initial phases. Creating Database, logic & actual programming is done here.

5. Testing & Delivery:

After the Development phase, there is a Testing & Discovery Phase. The testing is done by QA, also responsible for preparing the test cases. The following are the types of website testing

- Content Testing
- Functional Testing
- Design Testing

6.Maintenance:

The last phase is Maintenance, in this stage, the maintenance of the website is done for a limited time period only. Maintenance means updating the contents & design of the website. The maintenance facility provided for the limited time provided by the company but if the user wants to extend the service they have to be charged extra for it.

2.3 Importance of websites in contemporary world.

1. Helps connect people with each other, through public or specialized forums, social networking sites, online dating sites.
2. Information is provided to the various people free of charge, through encyclopedic sites(comprehending a wide variety of information ex. Wikipedia,quora.com,stack overflow) and specialized sites of certain types of science and knowledge. The different people can get the right information in many times with ease.
3. Problems solved : the lack of time, and the lack of money for people.
4. Make it easier for people to shop through e-shopping sites, where people can purchase anything they need from anywhere in the world through these sites.
5. Some of them have been able to provide different types of entertainment for people. People can watch television channels, play entertaining and useful games, watch movies, read books, watch cartoons, watch videos, and many more. Place in the world, anytime.
6. Through some websites can start private businesses that generate a good income on individuals, leading to financial independence.