**Q1 what is homepage design?**

**Ans.** Although all the UI and UX design considerations we have covered so far are very important, they would be of no use if, upon arriving on your web site, users would leave immediately. There are many reasons why a user would leave a web site at once other than compatibility and loading time. As it was already stated, a web site must meet users expectations, and that's true in many ways. Even before finding out about the functionalities and features, some very basic expectations need to be met.

**Q2 applying design principles?**

**Ans.** Apply composition rules and use only the necessary formal elements. Use negative space efficiently for desktop version and don't be scared of using a lot of white space between elements. Create meaningful color palettes, using contrasts to your advantage, and choose appropriate fonts. Use only great quality images and avoid stock-images as much as you can. Compress your images as much as possible as an entire web page should ideally download within three seconds. Include human faces in your imaging and, as much as possible, find a concept producing emotion. To be efficient, communication must be human, it should feel as closed as possible to normal interpersonal communication.

**Q3 what are the website statics ?**

**Ans** • 95% of the first impression is related to the aesthetics of a web site.

• Over 75% of the overall credibility is based on the website's aesthetics.

• Nearly 40% of users won't engage with a company if its website is poorly designed.

• In 2017, 94% of users stopped trusting websites with bad or outdated design.

• 60% of users have a better opinion of a brand or of a company after reading their websites contents.

• Over 85% of users want to see information about a company's products and services on their websites.

• 100% of highly successful websites have their logo positioned top-left.

• About 50% of highly successful the websites have a contact link positioned top-right (it is not a standard, but it is considered best practice).

• About 90% of highly successful websites uses a horizontal navigation in the header.

• About 75% of highly successful websites have social media icons in the footer.

• In over 70% of cases, video helps convincing users to buy a product or a service.

• Long scrolling (for instance one-pagers) reduce bounce rate by at least 15%.

• Only 1% of users click on a slider content (image carousel)