When creating web applications, it is important to understand the target audience before the design process begins.

First Post

Research and summarize at least 3 best practices when it comes to web application development and target audience. Then, consider the local business you selected for your course project. Describe its target audience.

**Post**

Your target audience will dictate the user interface for the web application. Consider creating a website for senior citizens how the UI would differ (large font and buttons) from someone in their twenties. Overall both UIs should still be easy to navigate within your web page.

In my research I came across an IBM website about this topic. First topic is in regards to Visual Hierarchy. They explain some good items in developing a successful web application like designing features that standout and draw the user attention. This can be accomplished by coloring, sizing and padding appropriately so the user doesn’t get confused with interface of the website.

Second topic is in regards to speaking in colors. This is a very interesting topic and it definitely can be seen more and more today. I feel like most websites are created with the Apple filter. Meaning tasteful colors but extremely simple designs. Colors can make a user feel calm, anxious, excited or even nervous. Again it all comes down to the targeted audience and what the website is conveying to them.

Last topic is about Typography. IBM goes over some good points about using too many different types of font style on an app and how it could impact the user. Younger users maybe for inclined to this approach but older ones may find it frustrating and uncomfortable. They also go into the nature of the app meaning if it is a more serious app the font should be rigid and professional but if the app is for entertainment the font style could be more playful.

My course project is geared towards individuals who enjoy motorsports. Tweaking and modifying their daily drivers or for individuals seeking to build a race ready vehicle. The individuals will not be visiting this site for entertainment but rather visiting for advice and related products for their vehicle. Getting a budget in mind for their next modification based on provide data results and customer reviews. My web app will be more serious in nature and but could span many generational demographics. Therefore it will be sleek in its design with a simple UI hierarchy.

References:

<https://www.ibm.com/developerworks/community/blogs/e3ec7365-1b09-44f2-906f-19826275860f/entry/7_Essential_Best_Practices_for_Designing_Web_App_UI?lang=en>

Reply Post

In your response post, select one of your classmates’ posts and answer the following: Do you feel there is a missed opportunity with an additional target audience group? If so, explain.