When it comes to web design, it is very important to have a deep understanding of your target audience, their needs, abilities, and limitations. You should always strive to improve the quality of the user’s interaction with your website.

First Post

In your post, research and describe at least 3 specific areas related to building the user experience.

Reply Post

In your reply post, select one specific area from a classmate’s post. Locate a site that you’ve browsed online that you feel does a poor job in this area when it comes to user experience. Explain at least 2 reasons why the website does not appear to follow this best practice.

According to (Lu, 2016) responsiveness is the most important factor when considering user experience. She goes on to state that mobile devices are the dominant device accessing the web by 51%. Therefore if the website does not support device responsiveness mobile users will likely leave the site and never return.

Lu explains accessibility is another key feature in user experience. Accommodating disabilities such as visual impairments surrounding color blindness is crucial, for example. Using clear, large and properly contrasted web designs will aid in the websites user experience.

The final user experience best practice I have found to be important is in regards to the simplicity of the site. Not overcomplicating the design reduces user confusion and increases the likelihood of them returning to the site. This can be done by limiting the amount of navigational links, overall content displayed on each page and the use of clear and concise verbiage.

Resources:

<https://www.codementor.io/design/tutorial/6-ux-web-design-best-practices>

Nicholas, great post. In regards to your post about user friendly websites I can across <http://www.jollieprimitives.com/>. This site has some much going on it’s completely overwhelming. Instead of having a products page that breaks down each item into sub categories, the display all products on the homepage.



Another issue with this website is that it is not viewable on a mobile device. The website is extremely frustrating and most users will exit this site when viewing on a mobile device.

