**User Experience of a Website**

Recently I thought of opening a bank account and I decided to do it online. I was so frustrated with the way most of the Kenyan banks have their online visibility. Surprisingly, they have all the information one need to know but it is so tedious to get the information because of poor content layout, look and feel and its takes time to navigate through the site. Why should a customer be calling to verify everything on your website? Here are so tips for improving user experience. This are the main areas one should consider when developing a website.

**Content**

Content is what keeps people coming back to a website or a social media page for more information. This refers to the text, images and other media (such as PDFs or videos), that sit within each web page. However, it’s not quite that simple, because there is a fuzzy line between content and design. Photos are content, but they also play a big role in how a page looks. Having a lot or a little bit of text on a page also plays a role in the page’s appearance. Content must be engaging with your readers minds. Websites may be divided into static and dynamic which are also known as interactive. This classification is based on the frequency with which the content of the website is updated. Static websites are the basic kind. They don’t change their content often and they don’t allow a lot of interaction from the users. Mostly, websites of this kind are made for information goals rather than interaction. Much like parastatal or corporate websites.

Dynamic websites are the ones whose content is regularly updated. WordPress sis well know for supporting regular content update and in my opinion it’s the best in CMA. Even more, different users can often see different kinds of information.

Dynamic websites may in some cases allow the users to customize what they choose to see using a pre-defined set of tags and filters. The website, in turn, will have to respond and show the updated content to the users.

**Look and Feel**

Good design has to live up to many expectations. Design translates features into a visual interface, and ideally it manages to do so in a logical and usable way. As if that’s not enough, design also needs to be appealing. Good design is therefore useful and usable, and at the same time its aesthetic, draws attention, and it fits into a given context. I believe all of these aspects have been covered a lot lately, except for the look & feel that comes with the context of a website. In simple terms, how do you feel when you land on a website?

**Navigation**

One of the biggest frustrations for visitors to a website is not being able to find what they are looking for. When one lands on the website, how do you move from one page to another one? How simple is it to go back to the home page? Here are some tips that can spice up the user navigation journey.

* Place the Logo on every “page” of the website and then Link it back to the home page. This makes it easier for a user when going back to the homepage.
* Have the “back-to-top” or a scroll arrow especially on the footer of the website. This reduces users hustle when one wants to go back to the top.
* Embed a chart facility on the right side of footer of the website. The chart facility will digitally walk with a customer till he makes a purchase.
* Have all the social media icons on either on the footer oh header of the website.

2. Functionality and Purpose

We can also classify websites based on what problems it solves for the users. When we talk about functionality, we look at websites from the following perspectives.

Personal presentation websites are ones that promote an individual from a creative or professional perspective. Here, you can find various portfolios, writers’ and teachers’ blogs, etc.