As a Functional Quality Engineer below are my suggestions as an End - User in terms of Functionality ,Usability and UI Aesthetics.

**UI Aeshthetics:**

1. In this URL <https://www.bestundertaking.net/NewConnection.aspx> below are the aeshthetics that can be modified.

So, here are **7** **rules**, which I think will help a designer make better UI:

1. **Minimalism is must, maximise your white space**
2. **Microinteractions are God**
3. **When in doubt, use Muted colours**
4. **Light always comes from top**
5. **Create single focus point for each screen (creating emphasis)**
6. **Make the user feel smart**
7. **Be consistent**

**T**hese small interactions make the design look more organic and responsive.Some good examples to use Micro interactions:

* Switching on/off
* Adjusting setting preferences
* Uploading and downloading
* Notifications

**Emphasis** is a strategy that aims to draw the viewer’s attention to a specific design element.

When consistency is present in your design, people can transfer knowledge to new contexts and learn new things quickly without pain. This way they can focus on executing the task and not learning how the product UI works every time they switch the context.

Using **familiar design pattern**all over the design system is the best approach to be consistent. If a website has 2 web pages displaying blog cards then both the screen should have same card properties so that user doesnt feel new to the patter he already has seen. **Try to make the design in components and use those components all over the design.**

There are times, when you have to decide the colour scheme of your design before you start designing it, and for me the trick is to use Muted colours when in doubt.

**Our screens are flat, but we’ve invested a great amount of art into making just about everything on them appear be 3-D**. Even using flat designs we have always tried to add that 3-D element without breaking the flat design terminology:

Similarly in design, follow the universal design and dont make it more complex for the user to understand the design.

Strong example is: If the hamburger is meant for a menu which comes from left then don’t use it to show profile details.

**Functionality**:

Website functionality is defined by the ease of how a user can navigate your site, get the information they are seeking, and/or purchase the product they want. Websites that put functionality before the beauty or elegance of a site offer more benefits to users t. The excellent visual design of the site might be aesthetically pleasing, but it can fall short in terms of actual results. Seeking out functionality over visual design and appeal can provide definite advantages.

[**Good web design**](https://elementthree.com/blog/what-is-empathetic-design-and-why-do-we-need-it/) revolves around the core user’s wants and issues. It also depends on testing, strategy, your target audience, informational architecture, and visual design. Users are on your website because they want something immediately. Whether your customers want to locate information, make purchases, or access services, your website needs to be able to meet expectations. Below are some of key points to be considered

**1.  A good website should be easy to navigate.**  
**2.  Have a clear indication of where the user is**  
 **3.  URL should be easy to remember**.   
**4.  Website should be easy to find/look up/search for**  
**5.  Website should work on multiple browsers**  
**6.  Content should be updated often**  
**7.  Layout consistency is key**  
**8.  Eliminate Clutter**  
**9.  Website should be quick to download**  
**10.  Have the SSL encrypted pages if dealing with monetary transactions**

A few ways to improve your website functionality include:

* Simple, well-defined navigation
* Easy-to-understand web design and clear user experience
* Quality product visuals and descriptions
* Distinct CTAs
* Consistent company blog

Contrast and color are vital to accessibility users, including users with visual disabilities. There should be a color contrast between the background and the text of an image or a web page. The idea behind this is to reduce challenges associated with vision impairment issues like color blindness—and, frankly, it makes your site a lot easier to read for everyone else, as well. Additionally, you should refrain from using text colors to communicate meaning.

**Usability:**

Every website should be designed to impress the audience that matters, no matter what category they belong to. However, many different design factors can hugely affect the behavior of users, including slow loading speeds and glitches in interface. So here are the top ten improvement factors for modifying and enhancing the behavior and usability factors of your website.

## 1. Focus on Readability

Readability is one of the [signs that indicate website usability problems](https://usabilitygeek.com/5-signs-that-indicate-website-usability-problems/). If your site has readability issues, then there is a high chance that your visitors will get annoyed and abandon it. This essentially means you lose potential customers. Hence, you must take the necessary steps to ensure that your site has no readability issues.

In an earlier article, we explained how you can make your site more readable and hence usable by following [typography usability guidelines](https://usabilitygeek.com/12-typography-guidelines-for-good-website-usability/). Adequate amount of white space, proper paragraph formatting and displaying of lists using bullet points will also contribute towards making your website content more readable. Additionally, you can place your design elements such as sidebars, banners and text boxes on your site in such a way that they do not distract the users when they are going through the site.

## 2. Background Color, Texture and Contrast

There are various considerations that need to be made before selecting color. One of the main reasons is because of the ways in which [different colors affect the user’s psychology and experience](https://www.interaction-design.org/literature/topics/color-theory?ep=ug0). Before selecting the background color of your site, spend some time and think what color your end-users would prefer. For instance, if you are designing a website for ecologists, you must go for colors associated with earth and ecology viz shades of green, brown or blue. The same goes for selecting the pattern or textures, used in the background.

Also, check whether there is a contrast between the background color and font color. Otherwise, it becomes difficult for the users to differentiate between the font and the background.

## 3. Selection of Images and their placement

Make it a ground rule to use high quality and relevant images on your site. Choose your images carefully so that they immediately appeal to your target audience and make the necessary impact on them. For example, if it is a food blog, you can use images of recipes which seem to have been torn out of an old cookbook. This will set your site apart from other food blogs.

Additionally, make sure that your images do not look out of the place; an image which is not placed properly, sticks out like a sore thumb on the website. This may distract the end-users and they will have a negative impression about your site. For more advice about optimization of images for usability, you can read [this recent blog post](https://usabilitygeek.com/website-image-usability-and-seo-best-practices/) from Chris Fernandez.

## 4. Navigation

Nowadays, most of the users access the websites from their mobile devices apart from desktops and laptops. Therefore, you must make sure that your users are able to navigate your website easily on their mobile devices as well. To start with, you must select a simple layout and use it on all your web pages. Additionally, you must do away with horizontal scrolling which the users find really irritating irrespective of the device they use to browse the site.

## 5. Effortless Usage

Your users must use your site with ease. You can make this possible in a number of ways like:

* Limited scrolling – be it horizontal or vertical
* Making it easy for your users to accomplish their tasks such as taking a call-to-action with few clicks
* Not asking users to fill unnecessary, lengthy forms
* Making sure that users are able to identify links and call-to-action buttons easily
* Highlighting new arrivals or important products or services on the site so that your regular visitors can find them with ease

## Conclusion

These were what I consider as being some of the most important areas where one should direct their effort in order to design and develop usable websites.