



To,

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The Web Designer & Developer

My Roots Portal

These 30 point guidelines are followed by Bean Corporation in order to get the best product possible. These rules are to be followed exactly because this will help us to make the product that we require.

1. Simplicity

From a usability and UX perspective, simplicity is your friend. And you can employ simplicity in a variety of different ways.

- A) Don't use too many. Use only the primary colours. Specific the RGB colours in it.
- B) Typefaces should be in compatible with the colours chosen and should have same sizes across the spectre.
- C) Graphics must have the slide in on the home page and fade in/fade out on all the other pages.

2. Visual Hierarchy

- A) Use the Spotify technique on the form pages. The registration page should be a one access page. Modern technique as per technical team's suggestion to be used for registration process.
- B) Snippet tool and the chart technique should be visible on the last page of the form hierarchy.

3. Navigability structure to be retained.

- 4. Keep the structure of your primary navigation simple (and near the top of your page).
- 5. Include navigation in the footer of your site.( Bento and Access store)
- 6. Use breadcrumbs on every page (except for the homepage) so people are aware of their navigation trail.
- 7. Include a search box near the top of your site so visitors can search by keywords.

8. Don't offer too many navigation options on a page.
9. Don't dig too deep. In most cases, it's best to keep your navigation to no more than three levels deep.
10. Include links within your page copy, and make it clear where those links lead to.
11. User centric designs.
12. Crazy Egg. Use this tool to track multiple domains under one account and uncover insights about your site's performance using four different intelligence tools -- heat map, scroll map, overlay, and confetti.
13. Loop11. Use this tool to easily create usability tests -- even if you don't have any HTML experience.

\*The technical team reserves the right to design changes. The changes suggested should be incorporated into the design.

Regards



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