

DESCRIPTION

Using psychology in web design can give a site a substantial competitive advantage and help increase its user engagements. In brief, psychology in web design is about using research-based predictions in human behavior to guide users to a particular element or piece of content.

Using the seven guidelines: Trust, Hierarchy, Color, Repetition, Negative Space, Minimalism, and Visual Tour, will strengthen a website's design and impact. A website's goal may vary, but psychology will always play a role in whether the site is able to engage its audience.

HELPFUL LINKS

general: <https://creativemarket.com/blog/7-psychology-secrets-for-impactful-web-design>

trust: <http://blog.usabilla.com/effect-human-faces-web-design/>

hierarchy (especially loved the heat maps of F patterns):

<https://99designs.com/blog/tips/6-principles-of-visual-hierarchy/>

color: <https://designmodo.com/color-psychology-web-design/>

color: <https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/>

repetition: https://creativemarket.com/blog/learn-web-design-how-repetition-leads-to-rhythm?utm_source=Link&utm_medium=C-M+Social+Share&utm_campaign=Blog+Post+Social+Share&utm_content=Learn+Web+Design%3A+How+Repetition+Leads+to+-Rhythm+~+Creative+Market+Blog

negative space (we always love good visual samples): <http://www.creativebloq.com/art/art-negative-space-8133765>

CONTENT ITEMS

title, super large, on opening slider

following sliders have:

heroic image

subtopic title

pull quote

slider arrows

button nav

OUTLINE

<h1>7 Psychological Secrets to Impactful Web Design

<h2>Trust

<q>“Aim to include faces on your website when possible, they help create a feeling of safety and familiarity.”

<pop up>Build trust by making the design relevant to the target audience; to do this, consider the types of images you are using, would your audience share them to their circle of influence? Also, don't overlook colour, not every target audience enjoys or is impacted by the same color; for example, children like yellow but men over thirty are found to be not attracted to it.

In addition, aim to include faces on your website when possible, they help create a feeling of safety and familiarity.

<h2>Hierarchy

<q>“Don't leave a visitor confused about where to look, use a visual hierarchy to denote the importance of various elements.”

<pop up>Don't leave a visitor confused about where to look, use a visual hierarchy to denote the importance of various elements. This is very common in typography which uses headings, subheaders, taglines, block quotes and other various groupings to denote the importance of a given block of text. Employ the same tactics on the elements of a website to lead a user along a path. A few standard methods to create a hierarchy are to use color, contrast, size, and location.

<h2>Color

<q>“Colors have effects on people, individually or as a group.”

<pop up>Colors have effects on people, individually or as a group. Color can be a major influencer of a visitor's behaviours on a website and even a basic understanding should be established when making design decisions. Color is a versatile tool in design since it can assist in achieving a range of goals. For example, contrasting colors can be used to increase user click through rates, for this consider the color of buttons on successful landing pages. Color can also be used to create a visual path down the page, leading the visitor to scroll.

<h2>Repetition

<q>“Repeating visual elements throughout ties together seemingly separate elements.”

<pop up>Repetition is a basic design principle with both simple and complex uses. Thematically, repetition is vital to consistency by emphasizing space and to unification by bringing seemingly disconnected elements together.



Topics: planning (continued)

Repetition has many functions: It organizes information coherently, guides the audience, brings together the elements of a design, and emphasizes space. Repeating visual elements throughout ties together seemingly separate elements, although it can become both obvious and annoying when repetition is overused.

<h2>Negative Sapce</h2>

<q>“Negative space in web design is a great solution to attracting the visitor to a particular element.”

<pop up>Negative space is the visual area around a particular element and is usually unobstructed by additional content. Negative space in web design is a great solution to attracting the visitor to a particular element, whether it’s a blog post, button or product. For added effect, use contrast between the size of the element compared to the surrounding negative space.

<h2>Minimalsim</h2>

<q>“Less content and elements to interact with will actually have a positive effect on how long a visitor stays on your site.”

<pop up>Not always in the control of the designer, but the amount of content and options present on a website should be modest to

avoid visitors getting overwhelmed. The early trend was to jam pack a page with content to keep a user on the site, thinking that the more elements a visitor had to interact with, the longer they would stick around.

Now, to keep the message short and stay on point, despite how it may seem, less content and elements to interact with will actually have a positive effect on how long a visitor stays on your site

<h2>Visual Tour</h2>

<q>“Make the journey a visitor takes on your website easy to follow.”

<pop up>Make the journey a visitor takes on your website easy to follow. The decision path should feel intuitive to the user, and come almost naturally. Use all the previous tools to ultimately guide your visitors to the spots on your website you most want them to interact with. Avoid letting a user arrive at the footer and not have options for further engagement, abrupt stops like this are likely to influence them to leave.

Site is heroic images, with as little text as possible guiding readers to their **7 Psychological Secrets for Impactful Web Design**. If the reader wants to know more, each slider has a pop-up link with more information.



7 Psychological Secrets for Impactful Web Design



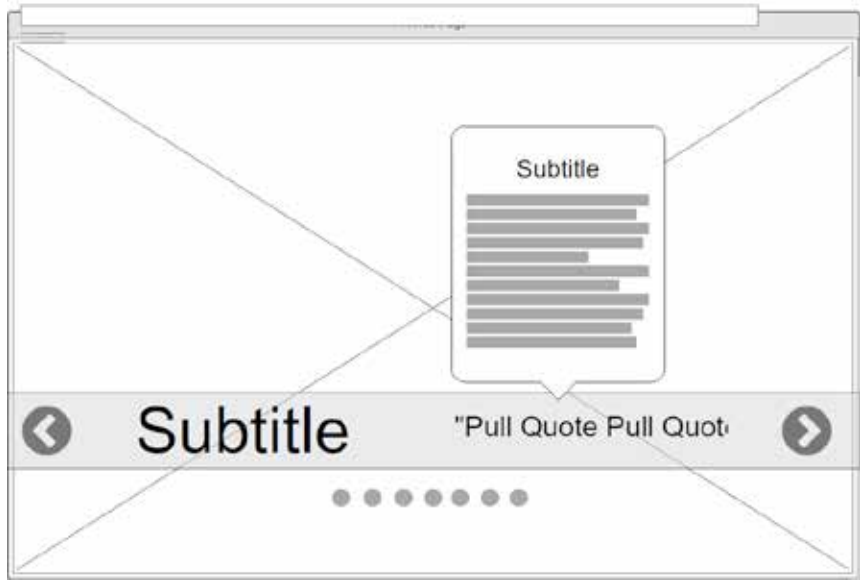
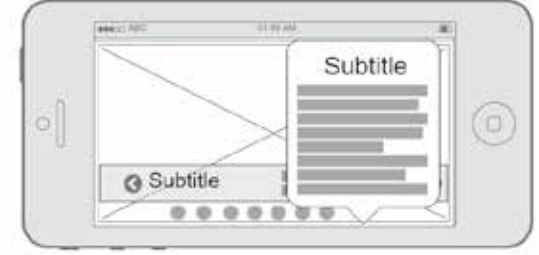
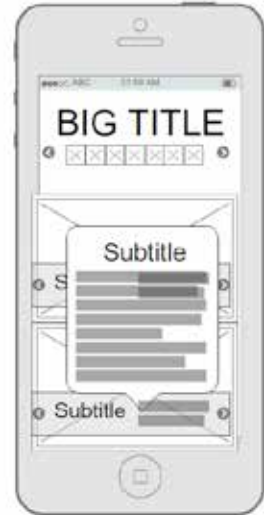


Topics: flowchart





Topics: browser wireframes



Topics: phone comp

7 Psychology Secrets for Impactful Web Design

Trust

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In addition, aim to include faces on your website when possible, they help create a feeling of safety and familiarity.

Color

Repetition

(scroll continues)

Negative Space

Minimalism

Visual Tour

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Psychology Secrets for Impactful Web Design





Topics: desktop comp, layout for sliders 2-8 (the secrets)



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Trust

“Aim to include faces on your website when possible, they help create a feeling of safety and familiarity.” ...

