Topic Project

Web design has evolved tremendously from what it used to be. Many new and more effective methods have been adapted to create a more user friendly website.

Here are a few website problems that can restrict your audience:

-**Where do I look?**

Your website has no clear content. Don't leave your audience guessing, give them clear instruction and access to the most important information.

-**How old are you?**

Outdated website. Time to refresh your website and stay current. Today most of the best websites break down content into small, digestible bits.

-Your website hurts my eyes

Pull it together! Restrict your color palette and the use of textures and fonts. For example, if you are planning to make all your links a nice shade of purple, don't confuse your users by using that same purple on other non-interactive elements.

-Design for the wrong reasons.

Always begin by identifying your target audience and customizing design and content. You may want your site to look "modern" or like another site you've seen, but if you haven't checked in with what your audience needs and wants, you can fail miserably.

-Your site isn't optimized for mobile????

Mobile is overtaking desktop. It's increasingly likely that your visitors see your site on a tiny screen. If they have to pinch and stretch to read, they'll find a better source of information. Be sure to test your site on smartphone and tablet.

Does this ever end?

Infinite scrolling websites aside - your website is too tall.

Better organize your website with deeper pages to support a more fluid user journey. The chance of a user bouncing off your website increases the further they are required to scroll down, this is the very reason "the fold" is so important to consider during design and is considered such valuable digital real estate.