

How to Pick the Perfect Font Style Design for your Website

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My angle on this topic is that it is VERY important! Fonts and typography are highly required when reading something properly. It can even display the mood that you are trying to display.

- I have a TON of information and context to use. I actually decided to break it up into 6 Categories:
 - Why should you care?
 - Visitor's Experience
 - How to choose the right one
 - What do font designs mean?
 - 4 Tips
 - 7 things to avoid
- Information Source: <https://www.websitebuilderexpert.com/designing-websites/pick-best-font-style-for-website/>
- What Assets do I have, need to collect?
 - I need to collect reference images and logos, examples of work.
 - I have the information from the article.

- I need to find an interesting Template and make it unique!
- I need to collect more data on Steve Jobs and his story, along with an article to attach with.

User Analysis Focus

- 1) User Characteristics: What are the behaviors and motivations of the User?
- 2) User Needs and Goals: What are your website users looking for?

User Information

Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the direction of your content strategy.

- 1) How can you help them know the subject?
- 2) What is the best way to present the content to them?

User Profile Report

Data-driven decision management (DDDM) is an approach to business (and design) that values decisions that can be backed up with valid data. The success of the data-driven approach is reliant upon the quality of the data gathered and the effectiveness of its analysis and interpretation.

Know your Audience

If you know who your audience is and what they're looking for, you can create content catered to them. You can narrow the content and its delivery to appeal to your audience and home in on what is important to them.

Identify your audience	Research with client and create user personas.
Personal Characteristics?	Survey, Observation, Interviews
Values?	Survey, Observation, Interviews
Behaviors?	Survey, Interviews, Observation Studies, Google Analytics, Tracking apps
Motivations?	Surveys, Observation, Interviews, Studies
Needs from the website?	Survey, Observation, Interviews
Trust factors?	Survey, Observation, Interviews

Collect Data

- 1) What are the behaviors of your Users?
- 2) What are the motivations of your users?
- 3) What are the user goals for their visit to the website?
- 4) What does the user need from the website?

Analyze Data

- 1) Are there any common / repeating ideas in the data?
- 2) What stands out to you as useful information to guide your design decisions?

Design 3

for the Web

User Analysis Worksheet

User Behaviors / Preferences	Approach
List user behaviors	Match behaviors to the design of your content, layout, navigation, etc.
Wants to know Font tips	Give them easy to navigate and understand content to help them in the future.
Wants to know how to match fonts better	Give great examples to help them get a clear idea.
Not completely confident in skills	Encourage more knowledge and support them with lots of examples and details.

User Motivation	Approach
List user motivations	Match motivation to the design of your content, layout, navigation, etc.
The Do's and Don'ts	Get them a list of the most common tips and tricks and how to overcome their struggles.
What fonts are the best for the web	Demonstrate examples of good and bad fonts on the web and give more in-depth information.
What is this important to them	Demonstrating that they understand what the people want by representing what a great designer does and follow that.

From your Topic Survey determine:	
User Outcomes	Content Design
List the outcomes your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	Match your content design to the outcome. Examples: example gallery, demonstration animation, benefit bar
-Font Meanings/Moods	Example Gallery
-What fonts are the easiest to read on a website?	Demonstration with examples
-Do's and Don'ts of Fonts	Examples with information, images, and samples.

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User Analysis Worksheet

-Creators

Link to an article

Content Plan

topic	Picking the Best Font for your Website
User characteristics influence	The user characteristics definitely influences which direction to take a website and how it should be laid out and processed; one in fact with the user in mind.
User needs & goals influence	The user needs to feel informed and encouraged to feel more confident in their skills. It adds to the knowledge that they can take with them for the future.
website goals	The goals are to define the best font pairings, what are the easiest to read, the do's and don'ts, and the meanings between the fonts.
website message	Did you know that a lot of times, what separates a professional website design from an amateur looking website is all in the tiny details.

