

Why Is Web Design Important?

Main Points:

Why Is Web Design Important?

- 1) It sets the first impression.
 - 2) It aids your search engine optimization (SEO) Strategy.
 - 3) It sets the impression for customer service.
 - 4) It builds trust with your audience.
 - 5) Your competitors are doing it.
 - 6) It Creates consistency.
- 7 important elements of quality web design
- 1) Solid Navigation - Easy to use and find.
 - 2) Responsive Design
 - 3) Style Guide - The basis for how you want your website to look.
 - 4) Purposeful Visuals - Help improve engagement.
 - 5) Good Copy
 - 6) Call-to-action (CTA) Buttons
 - 7) Page Speed - Loading speed.

Summary:

- You want your site to be appealing.
- You want your website to be seen in searches.
- Website impression can impact your customer service.
- Poor website design = Low Trust.
- Keep up with competition.
- Consistency can create loyalty.

Assets:

- ★ 7 Elements - Image Examples.
- ★

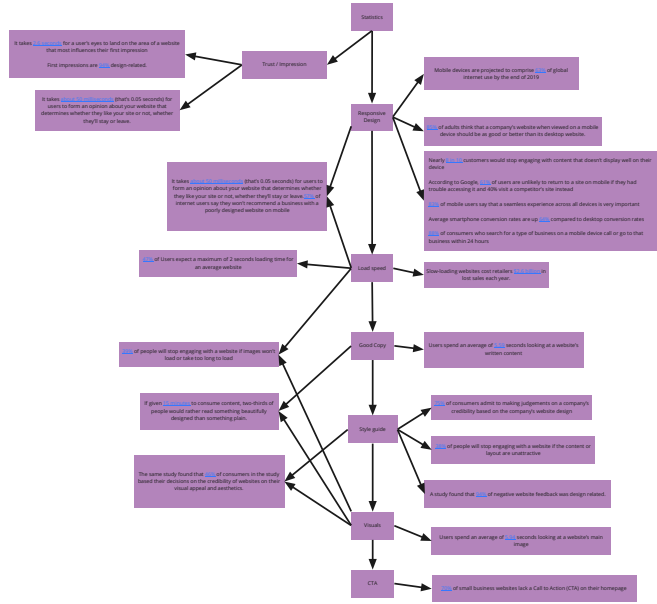
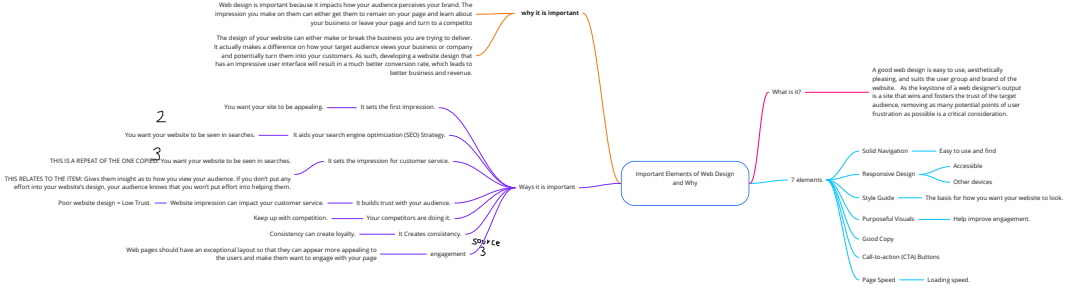
Sources:

<https://www.webfx.com/web-design/why-is-web-design-important.html>

Questions:

Why Is Web Design Important and important elements of web design

- 1) Which website elements are most important to you?
 - a) Solid Navigation - Easy to use and find.
 - b) Responsive Design
 - c) Style Guide - The basis for how you want your website to look.
 - d) Purposeful Visuals - Help improve engagement.
 - e) Good Copy
 - f) Call-to-action (CTA) Buttons
 - g) Page Speed - Loading speed.
- 2) What makes you want to stay on a website that you are visiting?
- 3) What makes you want to leave a website that you are visiting?



Ideas and Supporting Details

What is it

Style Guide

Why important

General statement of how it affect business

General statement about how it affects users

Ways it is important

Your business is judged by it.

Build trust

Show up in searches

Sets impression for customer service

Be competitive

Consistent Branding

Elements of Web Design

Navigation

Responsive Design

Style Guide

Visuals

Good Copy

CTA

Page speed

Motivation

Statistics from mind map

Organizing Principle: Around User

These are the sections on the webpage

main idea (h2) to the details (h3 and h4)

■ = user based ■ = general website items

Introduce and Define the topic

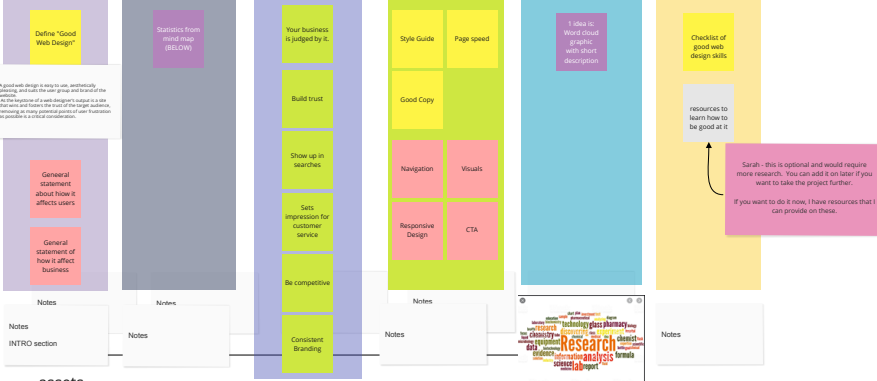
Motivation

The Effects of Web Design

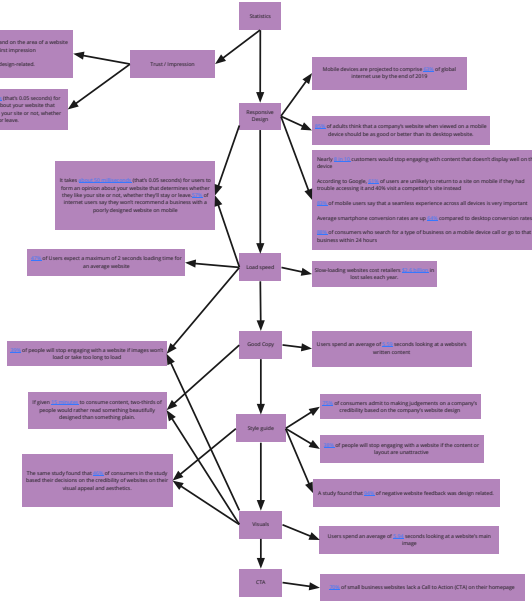
Elements of Web Design

What Bad Design Looks Like

What Good Design Looks Like



assets



Content Analysis Worksheet

Content Summary	
Topic	Important Elements of Web Design and Why
User Characteristics Influence	1) Elements to avoid 2) Frustrated if cannot find information
User Needs & Goals Influence	1) Visual Appeal & Useful content 2) Focus on style guide, copy, page speed
Website Statements	
Website Goals	Give the best way to lower load speed, create a good style guide and copy.
Website Message	Make a good first impression and build audience trust.
Tone	Simple and fun

From your Topic Survey determine:	
Outcome the User Wants	Design Approach
Visual Appeal & Useful content	
Good at - Nav, Response, Visuals, CTA	Focus on bad at

From the User Characteristics Survey determine:	
User Characteristics (Behaviors)	Design Approach
Adult Learner: Big Picture.	Paragraph explaining the big view & How it will be broken down (Headings)
Present information different ways	Concept, Story, Glossary of terms.
Like to Curate information Need to find more info sometimes	Resources
Like to practice / Hands on	Examples
User Characteristics (Motivation)	Design Approach
Frustrated if cannot find information	(Good Headings) [Introduction] [Index]
Adult Learner: What's in it for me?	Benefit content block
Elements to avoid	Pop Ups, Slow loading, Spelling errors, Small text
Keep engaged	Overarching idea / message first, Good presentation of information

Notes	
Point of view	<ul style="list-style-type: none"> ● Web Designers ● Media Designers
Professional Interests	<ul style="list-style-type: none"> ● Creative Arts with a technical application

Personal Interests	<ul style="list-style-type: none"> • Job in Web Field • Further education in applied design
Learn Professionally	<ul style="list-style-type: none"> • Apply across their skill set • Curate Information
Design Skills	7.4/10
Build Skills	6.4/10
Frustrates	<ul style="list-style-type: none"> • Pop Ups • Slow • Spelling errors • Small text • Can't find Information
[Solution]	(Good Headings) [Introduction] [Index]
What makes you stay?	<ul style="list-style-type: none"> • Visual • Easy to find content • Relevant Content • Easy to read
Information Seeking	<ul style="list-style-type: none"> • Research on the internet • Ask an expert
Learn Formally	<p>Lowest = Lecture Middle = Discussion Highest = Practice [Interactive, Examples]</p>
Learn OYO	<ul style="list-style-type: none"> • Go over many times • Trust the source • Target the right information • Tutorials / Read - Break it down, chunk-it • Make it digestible • Look for an expert
Learning Style	<ul style="list-style-type: none"> • Visual [Infographic] • Logical [Statistics, Number, Charts] • Solitary [Map]
Learning Frustration	<ul style="list-style-type: none"> • Shallow • No resources • Ask questions [FAQs] • Help digest - Present different ways • [Concept, Story, Glossary of terms.] • Clear simple explanation of concept to start • No examples
Style	<ul style="list-style-type: none"> • Clean, Open, Clear Headings
Recommendations	<ul style="list-style-type: none"> • Rarely or Often
Learn	<ul style="list-style-type: none"> • Direct involvement

	<ul style="list-style-type: none"> • Watching / Seeing
New program or game	<ul style="list-style-type: none"> • Talk with someone who knew about • Play with the controls
Solve problems	<ul style="list-style-type: none"> • Talk it out [In process steps]
Likes of Websites	<ul style="list-style-type: none"> • Interesting design and content
Buy a book	<ul style="list-style-type: none"> • Quickly read a part of it [Engage me]
Restaurant	<ul style="list-style-type: none"> • Read menu
New Camera	<ul style="list-style-type: none"> • Read about it / Test it
Makers	<ul style="list-style-type: none"> • True
Explain diagrams	<ul style="list-style-type: none"> • True
Helps engage	<ul style="list-style-type: none"> • Overarching idea / message first • Good presentation of information

<h1> Importance of Web Design

<h2> Good Web Design Matters

- <h3> Good Web Design Defined
- <h3> Influence on Business
- <h3> Influence on Users

<h2> What Users Say about Web Design

- <h3> Statistic 1
- <h3> Statistic 2
- <h3> Statistic 3

<h2> Effects of Web Design

- <h3> Your Business is judged by it
- <h3> Trust
- <h3> SEO searches
- <h3> Customer Service Impression
- <h3> Competitive
- <h3> Establishes Brand
- <h3> Affect engagement

<h2> Elements of Web Design

- <h3> CTA
- <h3> Good copy
- <h3> Navigation
- <h3> Page speed
- <h3> Responsive design
- <h3> Style guide
- <h3> Visuals

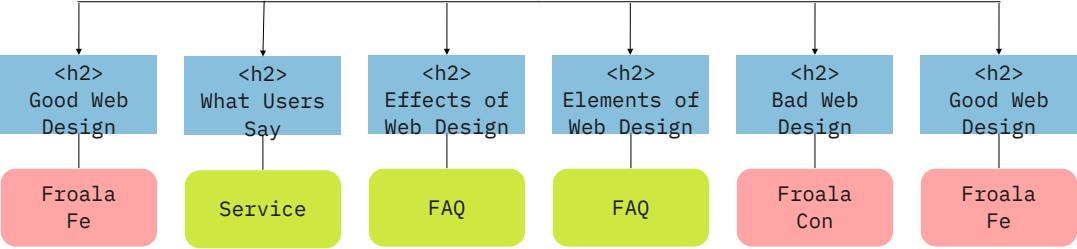
<h2> Bad Web Design

- <h3> User described Frustrations [Word Cloud or other]

<h2> Good Web Design Checklist

- <h3> navigation
- <h3> responsive
- <h3> style guide
- <h3> purposeful visuals
- <h3> Copy
- <h3> cakk-to-action
- <h3> page speed

<h1>
Importance of
Web Design



1)

 www.webfx.com

Why Is Web Design Important? | 6 Reasons to Invest in Site Design

In order to properly market your business online, a beautifully designed and effective website is extremely important. Find out why!...

2)



 www.sweor.com

27 Eye-Opening Website Statistics [Updated for 2019]

Is your website building credibility and acquiring leads, or is it costing you clients? [27 eye-opening statistics on responsive design & user experience]...

3)



 codeburst.io

The Importance Of Website Design And How It Helps In Making Business Profitable

When it comes to highlighting your online presence, there are several things that you need to put into great consideration. What does this.....

4)

 www.interaction...



What is Web Design?

What is Web Design? Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development rather t.....