

Summary

Principles of effective web design

In web design there are many key points to follow when creating a website. The aspect of website usability has been studied deeply and some key aspects have been put down.

Do not make the user think, let him browse using his intuition. Do not squander users' patience. Manage to focus users' attentions and strive for feature exposure. Make use of effective writing. And communicated with a visible language. Strive for simplicity and do not be afraid of the white space. Innovate only when you know you really have a better idea, but take advantage of conventions when you do not. Testing one user is one hundred percent better than testing none.