

## **A study of effective techniques for developing Website user interface**

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### **ABSTRACT:**

The website design definitely contributes to the success of website. A website is the face of business and should be designed with utmost care. It should have usability, utility and visuals effects. The website has potential to convert visitor into customer. Compromising the effectiveness of website leads to demolishing of the brand. This study focuses on some factors that directly contribute to success of website and helps developer to design aesthetically pleasing, user friendly, interactive and engaging website.

Website performance is judged by the users in terms of its usability and function.

**KEY WORDS: Web site design, Glance distribution, Compatibility of website, User Interface**

### **INTRODUCTION:**

In current era of digital marketing, digital or online presence of business helps to nurture the lasting and strong relationship with customers. To capture an opportunity to magnetize real human readers and convert them into customer, an interactive website is preferred. This website is representing the business to real and live visitors. It is responsible for initiating the dialogue with them and gaining their confidence by focusing on their needs. From last year there is improvement in web design and became more user-friendly and appealing. The main reason behind it is detailed focus on usability and user experience. The useful design trends like specialized controls, embedded videos and context-sensitive navigation are playing important role in modern web application. This study focuses on effective and different techniques for developing Website user interface and how to avoid pitfalls.

## **Different Techniques of Developing Effective Website User Interface**

The optimistic and interactive website should have well defined user interface that affects overall impression of website and the retrieval of information. It is expected that various set of expectations of visitors and rules need to be considered while designing the website UI and it must be scrutinized from visitor's perspective.

The following basic factors are always focused by developer:

- Uniformity of view
- Clarity
- Ease of operations

Following are the factors need to be focused as it equally brunt the experience of user:

- **Simplicity**

Generally a visitor is seeking for information through your website. So it is important to concentrate on look and feel of your web pages. Try to avoid addition of elements who do not serve any function. The simplicity can be achieved by various ways like:

Avoid too many colors. As per recommendation of the Handbook of computer –Human Interface maximum of five colors can be used. The Fonts you choose should be readable at the very least. You should be using maximum 3 different typefaces with three different point sizes. Avoid extra use of graphics and strictly use it if it help visitor to complete specific task.

- **Highlight important Changes**

It is recommended to update some portion of website regularly. This will help in attaining sophisticated level of system visibility. Avoid static home page. Try to change home page to reflect the needs, problems etc. of the visitors.

- **Purpose**

The web pages in your website should be designed to serve some purpose like providing information, entertainment or initiate business transaction. This will lead to amplify visitor's satisfaction.

- **Providing information**

Every one using web desire information retrieval quickly. The information is at great value if it is provided at required time and in required format. To communicate information,

your web page should organize the data or information using various tactics like heading, subheading, bullet points etc. The more efficiently website is able to communicate, most probably visitor spend more time on website.

- **Navigation**

The ideal website provide information in just three clicks that user is seeking for. The logical arrangement of web pages and controls like buttons, text boxes etc. make it easy for visitor to move around the website and initiate action.

- **Displaying contents**

According to Eye Tracking Studies by Paras Chopra, F-pattern proved as user's attention on a webpage. In F-pattern Top and left side of page are mostly seen than right side. Effectively designed websites consider this patter and arrange information in order of importance. Following in the pictorial representation of glance distribution:

20%		
18%	48%	13%
1%		

Figure 1: Glance distribution

- **Consistency**

Consistency in website design is using typefaces, size, heading and sub-heading style, bullet points same throughout the website. The fonts, colors, font sizes etc. should be finalized in advance and should be stick to them throughout the development.

- **Fast loading**

Every one wants a fast responding website. With use of CSS (Cascading Style sheets), JavaScript, optimizing image sizes etc. developer can enhance website loading speed.

- **Compatibility**

A report by NewZoo market researchers shows that the number of active smart phone users has reached to 3.3 billion throughout the world. Keeping this ever emergent use of smart phones and tablets in mind it is important to design web pages for various screens. To sustain in battle of competitors, it is important that the website should support all screen sizes.

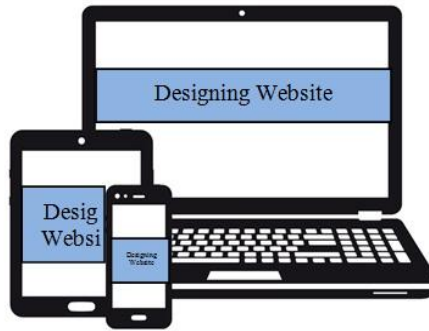


Figure 2: Compatibility of website for various devices

## CONCLUSION

To develop artistic, visually attractive, informative, useful and functional website the factors mentioned above need to be considered and addressed. This will lead to clean and user friendly website which can travel a long path. To get noticed among the masses every developer should understand what makes or breaks website design. By following the suggested points anyone can design visually pleasing website. Some websites are simple looking but with exceptional usability they are performing amazingly. The performance of website clearly depends on effectiveness of the website.

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