

## Seventh lecture

### Effectiveness of the website design

- A. Gravity
- B. Convenience
- C. Color
- D. Multimedia (video, audio and photo)
- E. Text

### Effectiveness of the design:

- Organizations are keen to show the websites in the best way in order to attract users to visit them and then repeat the visit, based on the principle of giving an excellent impression since the first visit to the website.
- The effectiveness of design indicator is concerned with the visual qualities in the design of the site to attract users to visit the site, starting with staying for as long as possible within the site and even re-visiting the site several times in the future. In order to achieve this, organizations are using innovative methods to attract users' attention and encourage them to roam through their pages.
- Poor design of the website may lead to user boredom and unwillingness to browse the website, despite the fact that it contains rich and useful information.
- In their studies, researchers referred to twelve characteristics that must be taken into account in the design of websites, other researchers touched on design as one of the main elements in the evaluation process, while others made it within the indicator of ease of access, use and handling of sites. **Dimensions of the design effectiveness indicator can be included in the following:**

## A. Gravity

● It means the attractiveness of the site in terms of innovation in design and beauty in images and movement, with the aim of making the user happy and excited to visit the site. **This dimension can be measured using the following checklist:**

- The website is attractive in terms of design innovation
- The website is characterized by beauty in pictures and movements
- The website has an emotional impact during entering it, in terms of making the user happy and excited to visit it again.

## B. Convenience

● That is, the suitability of the design and images used on the site for the type of service it provides, **and this dimension can be measured using the following checklist:**

- The design is appropriate for the type of service provided by the site
- The images used on the site are appropriate to the nature of the site
- Balance the distribution of images, text, and colors within a single page
- The number of screens within a single page is reasonable

### C. Color

● That is, the color properties used as backgrounds or the colors of the texts found within the pages of the site. **This dimension can be expressed through the use of the following checklist:**

- Use light and comfortable colors as wallpapers.
- Not to use more than 4 text colors on any page of the website.

### D. Multimedia (video, audio and photo)

● It includes the characteristics of the video, audio and image files used in the website pages, **and can be expressed as follows:**

- Use the minimum number of video, audio and image files within the website.
- The size of the video, audio and image files should be small in order not to affect the page loading speed.
- Use the accompanying texts for all video, audio, and image files to find out what they are about in case it is difficult to download them.

### E. Text

It includes the properties of the texts used in the pages of the site, **and this dimension can be expressed through the following list:**

- Using one font and one size per page, excluding major headlines.
- Fonts in use can be read easily and their size is appropriate.
- Do not use capital letters for all texts except in the case of headlines.
- Using clear spaces between paragraphs to facilitate reading.
- Using main or subheadings that differ from the regular texts in order to distinguish them.
- Navigation columns used within the page do not hide much of this page.
- Appearance of texts before the images on the pages of the website, so that the user reads while uploading the images.

..... **End** .....