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CS160

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First Writing Assignment: Different Aspects of Web pages

**Leave a poor impression on the user**

1. Lots of flashing and/or bright colors
   1. Unless you’re trying to throw an internet rave party, tons of flashy images and bright colors do not look well on a web page and they most likely will not help in whatever purpose a webpage is trying to fulfill. Not only are they distracting and obnoxious, flashing colors have the potential to cause seizures. Computer screens are already harmful enough for our eyes as it is, so there’s no need to add to that. Overall, bright and flashing colors just look unprofessional. Examples: <http://www.dokimos.org/ajff/> and <http://www.paperrad.org/newindex.html>
2. Automatic and/or hidden audio
   1. It’s a major turn-off when you open up a web page and music or some kind of advertisement automatically starts playing, and it’s even worse when you can’t find a way to turn off the audio, if you can find it at all. A web page with automatic and/or hidden audio may find that its users are more preoccupied with finding a way to turn off the audio instead of actually looking at the webpage. It completely takes away the user’s freedom of browsing control and affectively drives them away. Examples: <http://www.schlosshotelberlin.com/> and <http://www.lingscars.com/>

**Leaves a good impression on the user**

1. Most important content aligned with the “F” pattern
   1. We read things by starting at the top and going from left to right, so it only makes sense that a web page’s content follows that pattern. The idea of this pattern is that less important information or no information at all is on the right side, because we naturally scan a webpage on the left. Web pages are easier to follow when the user’s eyes naturally follow their content, and in general, a web page looks nice and clean when it uses the F pattern. Examples: <http://www.imdb.com/> and <http://blog.spoongraphics.co.uk/>
2. Has a (good) mobile version
   1. People don’t just go on the internet with their computer anymore. Looking at websites on a smart phone is extremely common, so if a website wants people to visit it no matter what device they’re using it better have either a good mobile version or an app for it. No one wants to open up a web page on their phone only to find they can’t navigate it. A mobile version of a web page needs to be much simpler and more streamlined than a normal web page. If a web page can’t adapt for a phone it will suffer. Examples: <https://www.reddit.com/> and <http://www.zappos.com/>