University of the East
2nd Semester, SY 2024-2025
CIP 1101 - CSAD

PRELIM ACTIVITY 1

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Grids:
- Significance - To provide a structured framework for arranging elements on a page, ensuring consistency and visual hierarchy.
- Best Practices:
  - Use a consistent grid system throughout the entire website.
  - Utilize whitespace effectively to create visual breathing room and improve readability.
- User Experience - Allows users to navigate through the website with ease, it is easy for them to see or understand what they are looking for.

Call to Action:
- Significance - Encourages visitors to take a specific action, such as making a purchase, signing up for a newsletter, or contacting the company.
- Best Practices:
  - Use strong, action-oriented verbs ("Shop Now," "Learn More," "Get Started", "Sign-Up").
  - Create a sense of urgency or highlight the value proposition of the action.
- User Experience - It helps users to interact with the website, guides user behavior and directs them towards their desired outcomes.

Breadcrumb:
- Significance - Helps users understand their current location within the website and how they arrived there.
- Best Practices:
    - Use short, descriptive labels for each breadcrumb.
    - Always include a link back to the homepage.
- User Experience -Improves user experience by reducing frustration and increasing site engagement.

Search Bar:
- Significance - Allows users to quickly find specific information or products within the website.
- Best Practices:
    - Provide accurate and relevant search results based on user input.
    - Use clear and concise placeholder text (e.g., "Search," "Find products," "Enter keywords").
- User Experience - Empowers users to take control of their search experience and find what they need efficiently.

Icons:
- Significance - Convey information quickly and efficiently using visual symbols.
- Best Practices:
    - Use a consistent style and size for icons throughout the website.
    - Choose icons that are easily recognizable and clearly convey their meaning.
- User Experience - It aids the user to effectively understand what the developer intended to convey in their website.

Modal:

- Significance - Modals are used for alerts, confirmations, or additional information without requiring users to leave the current page.
- Best Practices:
    - Use modals sparingly to avoid overwhelming users.
    - Ensure that modals can be easily dismissed.
    - Keep the content brief and relevant.
- User Experience - Provides focused information without interrupting the user's flow, enhancing engagement.

Typography:

- Significance - Typography influences readability and the overall look of a website, affecting how users perceive the content.
- Best Practices:
    - Limit the number of fonts to maintain consistency.
    - Establish a clear hierarchy with font sizes and weights.
    - Ensure legibility across all devices.
- User Experience - Improves readability and engagement, making content more accessible and enjoyable to read.

Colors:

- Significance - Colors evoke emotions and can influence user behavior, playing a crucial role in branding and user experience.
- Best Practices:
    - Use a cohesive color palette that aligns with the brand.
    - Ensure sufficient contrast for readability.
    - Consider the psychological effects of colors in design choices.
- User Experience - A well-chosen color scheme enhances aesthetics and usability, while poor color choices can lead to visual fatigue and disengagement.

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Usability:

- Significance - Usability ensures that a website is easy to navigate and use, which directly impacts user satisfaction and retention.
- Best Practices:
    - Conduct user testing to identify areas for improvement.
    - Simplify navigation and ensure accessibility.
    - Provide clear instructions and feedback.
- User Experience - A user-friendly site keeps visitors engaged and reduces bounce rates, leading to higher conversion rates.

Consistency:

- Significance - Consistency in design elements fosters familiarity and trust among users.
- Best Practices:
    - Use uniform colors, fonts, and layouts across all pages.
    - Maintain a consistent tone and style in content.
    - Ensure that interactive elements behave similarly throughout the site.
- User Experience - Creates a cohesive experience, making it easier for users to navigate and understand the site, which builds trust and encourages return visits.

Grid:
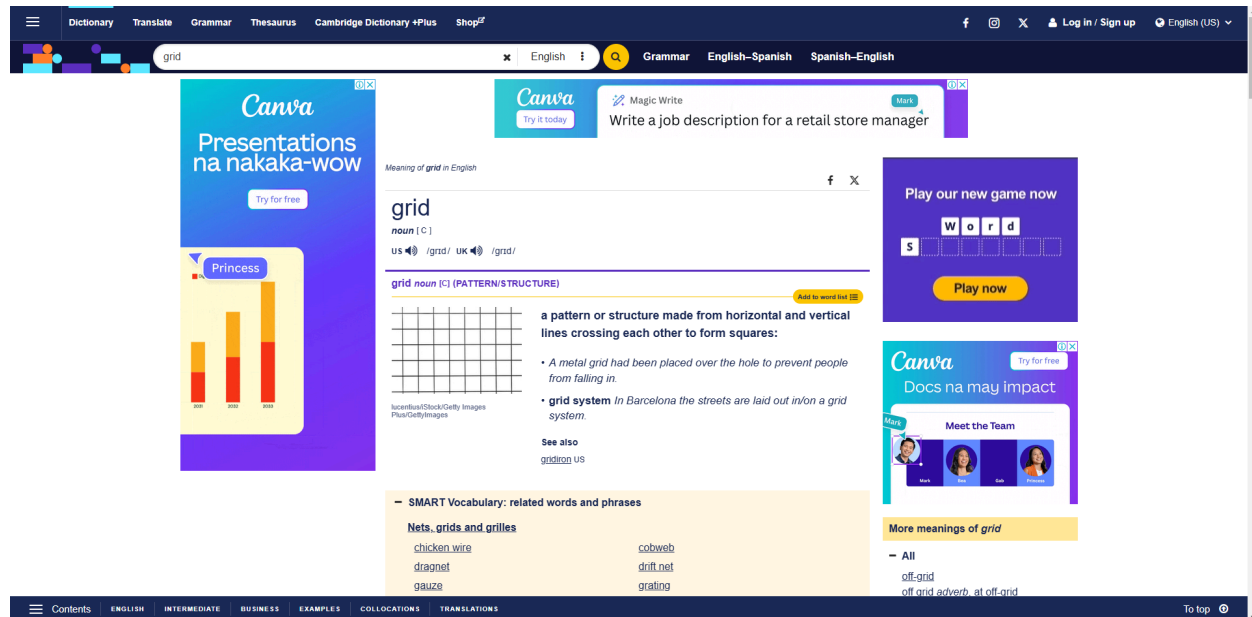
What makes it good?

- This website showcases a clean and well-defined grid system, with elements aligned perfectly within the grid structure. This creates a visually appealing and easy-to-navigate experience.

What makes it bad?

- This website (hypothetical) might exhibit inconsistent spacing, misaligned elements, and a lack of visual hierarchy due to a poorly implemented or non-existent grid system.

Call to action:
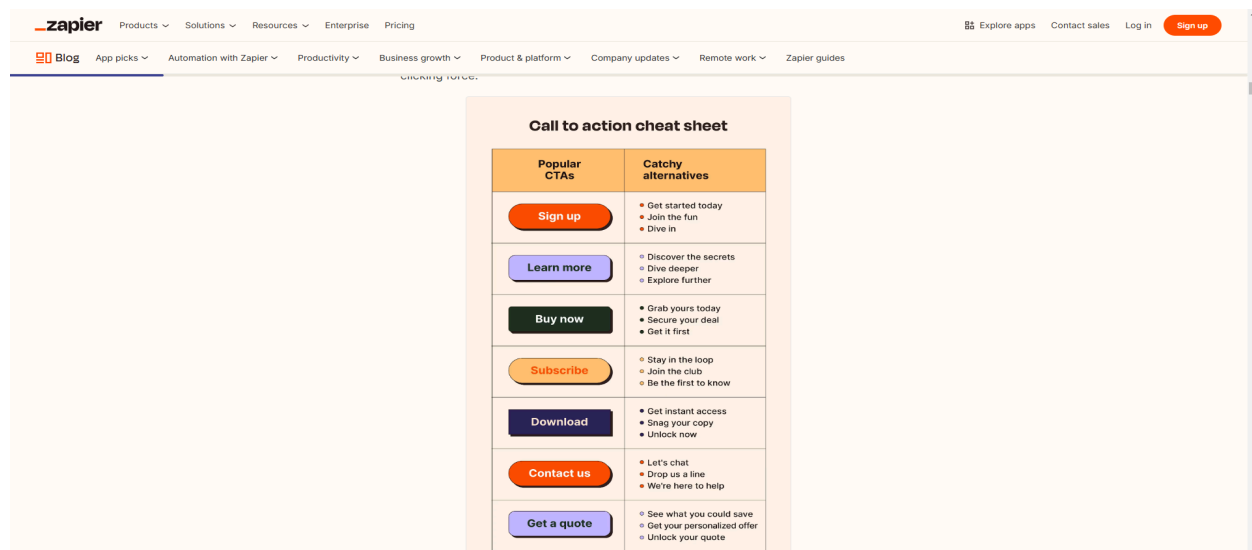
What makes it good?

- The CTA stands out visually, uses compelling language, and is strategically placed to maximize conversions.

What makes it bad?

- The CTA may be buried within the content, use vague language, or lack visual appeal, making it less likely to be noticed or acted upon.
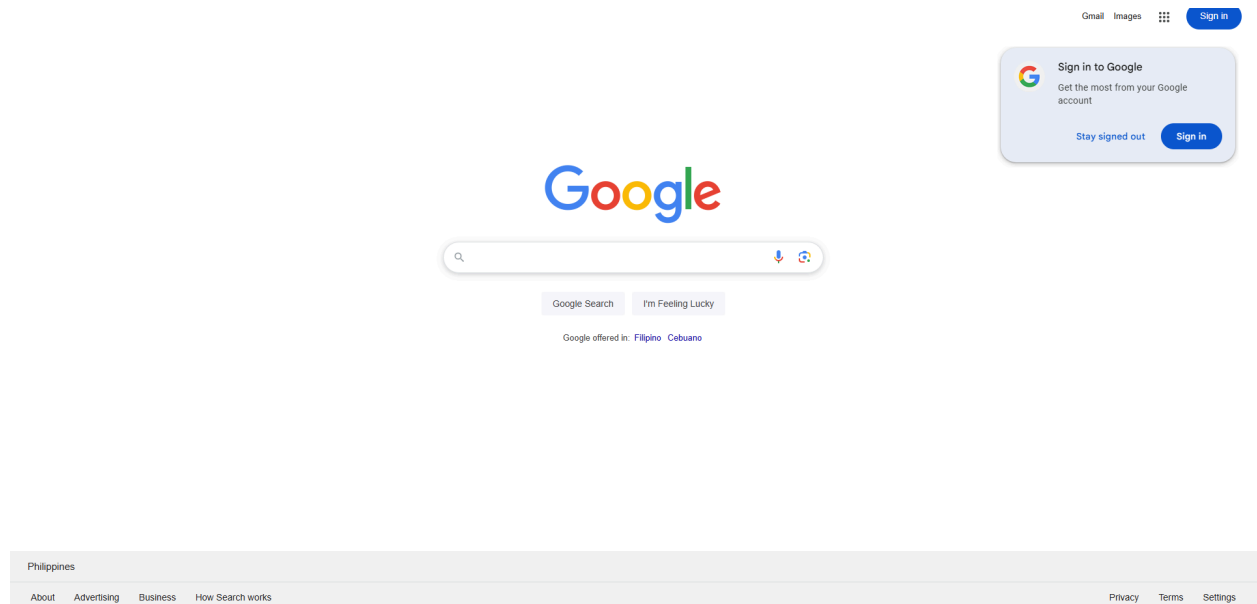
Breadcrumb:

What makes it good?

- The breadcrumb trail is clearly visible, uses concise language, and provides a clear path back to the homepage.

What makes it bad?

- The breadcrumb trail may be difficult to read, confusing to navigate, or provide little value to the user. It has a lot of information for the user to navigate through.
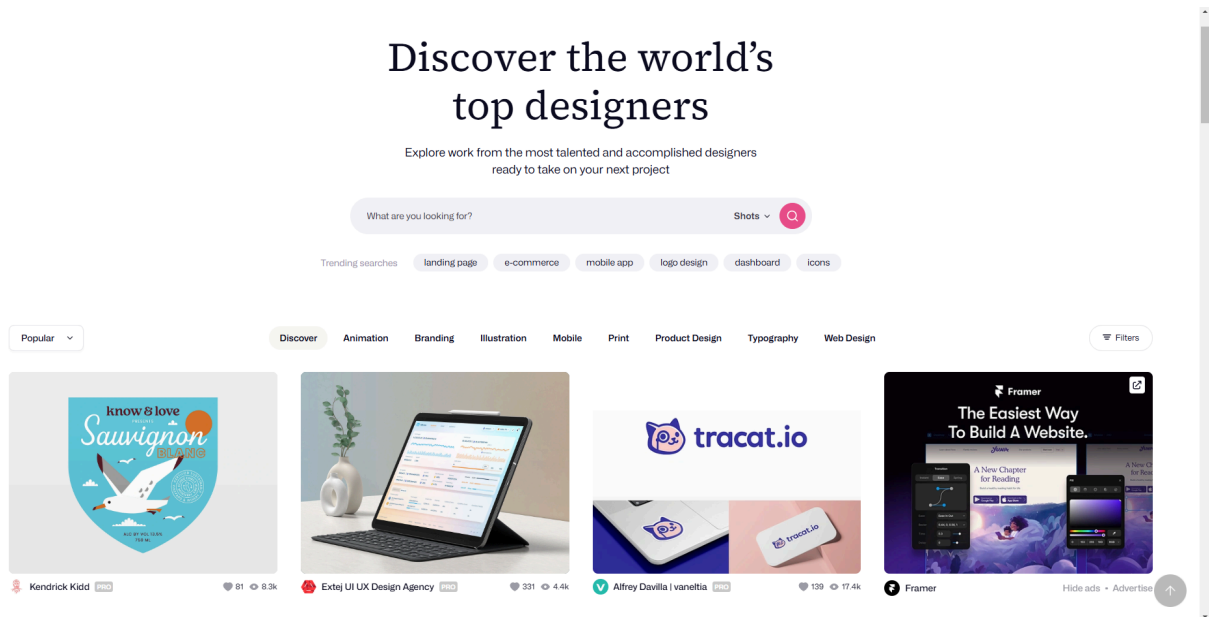
Search bar:

What makes it good?

- The search bar is easily visible, the placeholder text is clear, and the search results are accurate and relevant to the user's query.

What makes it bad?

- The search bar may be difficult to find, the placeholder text may be confusing, and the search results may be inaccurate or irrelevant.
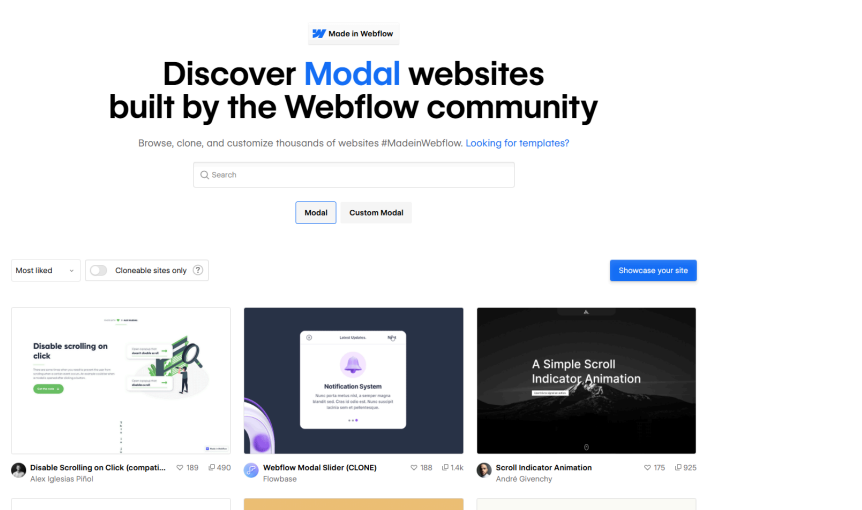
Icons:

What makes it good?

- The icons are visually appealing, easily recognizable, and effectively communicate their intended meaning.

What makes it bad?

- The icons may be unclear, inconsistent, or difficult to understand, leading to user confusion and frustration.

Modal:

What makes it good?

- It is responsive and adapts to different screen sizes, ensuring usability on both desktop and mobile devices.

What makes it bad?

- A modal filled with too much text or complex information can overwhelm users and lead to disengagement.
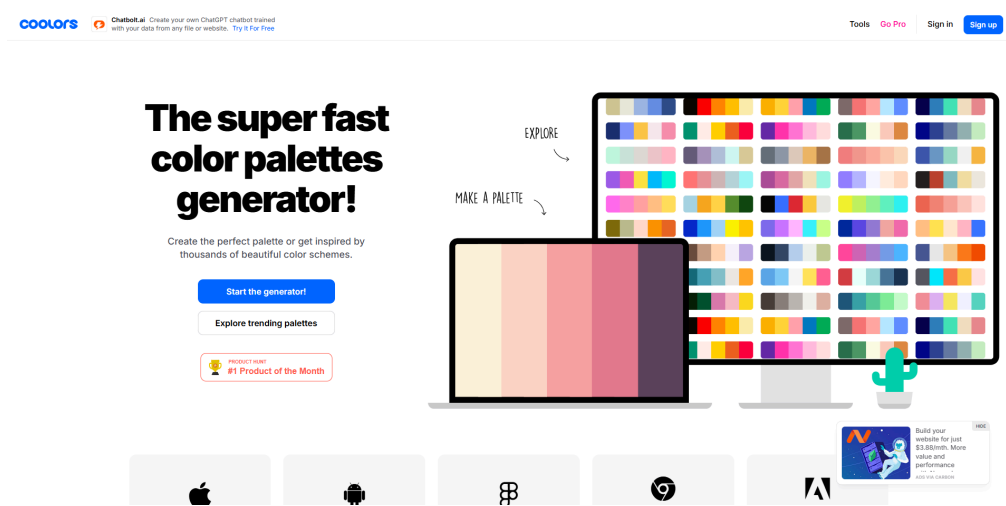
Typography:

What makes it good?

- It uses good typography to ensure that text is easy to read. This includes choosing appropriate font sizes, line heights, and letter spacing.

What makes it bad?

- Typography that is difficult to read due to small font sizes, poor line spacing, or overly decorative fonts can frustrate users.
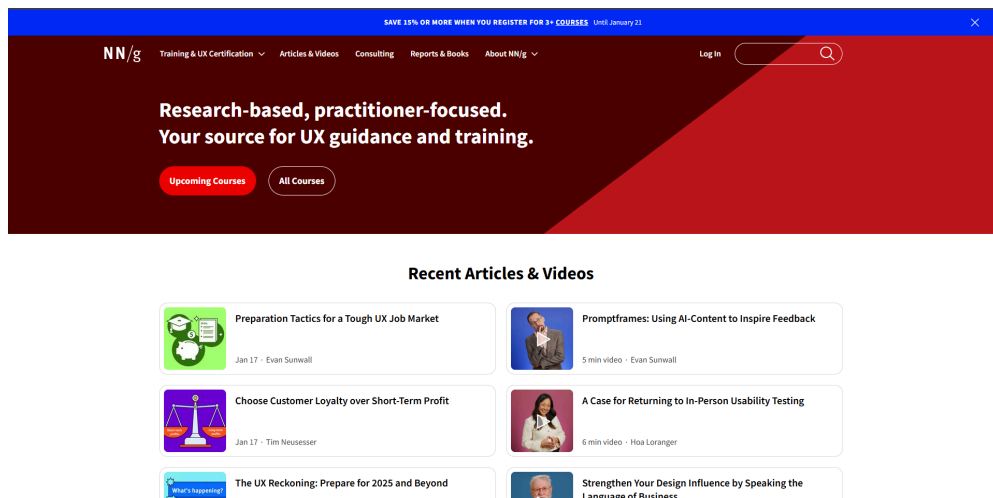
Colors:

What makes it good?

- It is good color design that applies principles of color theory, such as complementary, analogous, and triadic color schemes, to create visually appealing combinations.

What makes it bad?

- Using clashing or overly bright colors can create a chaotic and unappealing visual experience.

Usability:

What makes it good?

- A well-structured navigation system allows users to find information quickly and easily. Clear labels and logical organization help users understand where they are and where they can go next.

What makes it bad?

- Poorly structured navigation can leave users feeling lost and frustrated. If users cannot find what they are looking for, they are likely to leave the site.

Consistency:
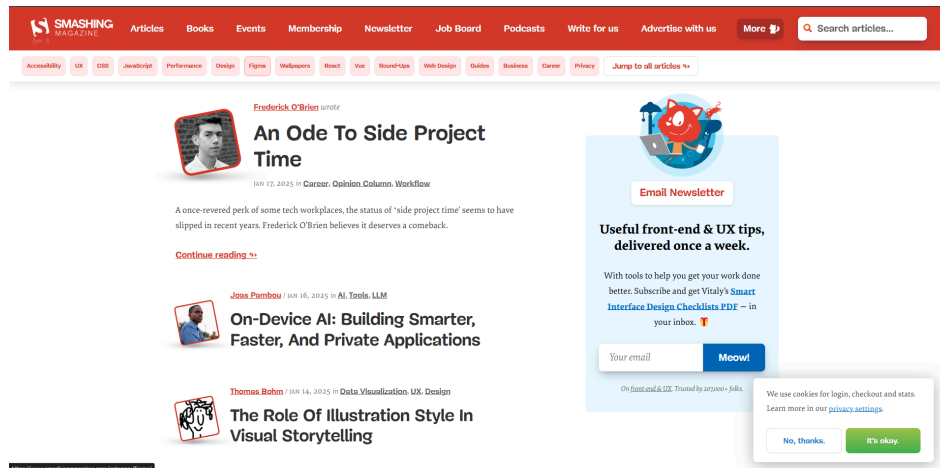
What makes it good?

- A consistent visual language across a website helps users understand how to interact with elements. This includes uniformity in colors, fonts, button styles, and iconography.

What makes it bad?

- Inconsistency in design can hinder usability, as users may struggle to understand how to interact with different elements.