Creating a User Based Comprehensive Website by Stella Richard

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Comprehensive and all inclusive design approaches are common in commercial and residential architecture. This ideology is now seeping into the creation of websites and is equally relevant in this space. As designers, it is important to realize that it is in fact the users of the website that must influence the designing decisions and not the evolving technologies. Let us visit some of the simple doctrines of all inclusive and comprehensive web designs:

1. Flexibility â€“ As a creative executive, it is important that you are flexible in your thinking. There are no standard â€˜rulesâ€™ to good design and your flexibility must extent to the needs, demands and behavioral patterns of your target audience.

2. Ensuring Consistency â€“ The key factor which influences the success of a website design is that is remains to be consistent across various platforms. This goes beyond simply providing the same aesthetics on a range of platforms. The idea is to ensure discriminated and customized user experiences which result in the same desired outcome.

Do not deter from involving a sample segment of your target audience in forms of focus groups, research buddies and testers to receive unbiased feedback from the beginning of the project.

3. Enhancing User Experiences through Minimalism-

Adopting a minimalistic approach will allow you to weed out all the irrelevant elements on the portal and offer users an experience which will be truly valuable to them. Make sure that every small element that makes the cut and is posted on the website directly adds value to the portal as well as to the audience that is going to use it.

4. Focus on the Relevant-

Try to be as relevant and informative as possible with all your communication. Timely provision of information, feedback and in the right context can help develop and instill long lasting relationships with your audience. In addition to this, the information must focus on guiding your audiences through the navigation of your website.

5. Do not make any Assumptions â€“

Treat your website as the one and only source to information related to your field, specialty or industry. The only assumption that you are allowed to make is that this is the first website your audience has visited to gather information on the topic. Make effective use of written, audio and visual to effectively share information.

As an extension to this, make sure you have taken care of all the possible loop holes on your dynamic and interactive pages and create simple interfaces which allow users to get contact your business without any error messages cropping up that make them feel technologically backward.

As a designer, it is important that you are tolerant with your audience. Your website must aim and giving your user-base a sense of confidence in the ability to browse through your website and engage with your brand.

Provide sufficient support to facilitate comprehensive browsing and flow of information. The idea is

to create a light and stress-free browsing experience that will coax them to come back to your website at regular intervals. The more accommodating you are, the more holistic will be your offerings.

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