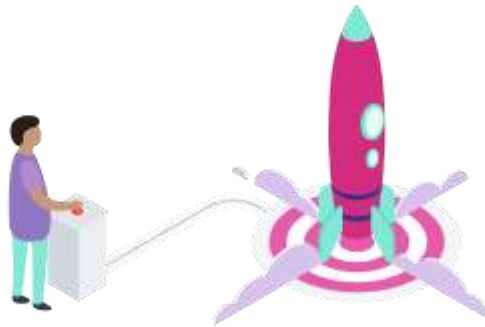# Brand Digital Presence & Optimization
Subject Code: 21DMS010

Reference Notes

Topic: 10.3.1 - Designing of Websites & Apps

Designing of Website and Apps

Web Designing

Many of you do agree that having a website is absolutely important for a company in this day and age. Gone are the days when people searched the yellow pages to find out about a company; they simply hit the search button on Google now. That is when your website should pop up on their screen giving them all the information they need about you.

But it doesn't end there. There are so many aspects you need to focus on from there onwards. One of them is web design.

Designing of Website and Apps

Web Designing- Why it Matters

1. Navigation:

- Although your website has all the required information the viewer wants, can he/she find it?

- Your website should be extremely easy to use and browse through. Ease your consumer's way around the website. If they don't find what is needed quickly, there is a huge possibility they will just close the page without giving you a second chance and move over to your competitor. Thus, make your website easy to move around by perhaps providing backlinks wherever required.

Designing of Website and Apps

Web Designing- Why it Matters

2. Digital appearance

- Anyone who steps in will have a first impression of your company based on your office. Your website is basically your digital office or the digital face of the company.

- You need to make it presentable, approachable, and attractive. That is how your target viewers will want to visit the website and spend time there.

Designing of Website and Apps

Web Designing- Why it Matters

A charming website will not only bring in more viewers but would also help build a great image of your company, adding a great deal to your brand value in the end. This, in turn, would help boost your customers' trust and confidence in your business.

3. SEO

- Search engine optimization (SEO) is one very important aspect of your online presence.

Designing of Website and Apps

Web Designing- Why it Matters

- Web design elements and practices determine how you put up content on your website which in turn affects SEO. Thus, be very careful when it comes to SEO because if search engine spiders cannot crawl into to your website effectively, you are definitely doing something wrong.

- It just means that it is now harder for your potential customers to find you on the internet. Every web designing course in Bangalore will agree that no website can stand the test of competition without being SEO compliant.

Designing of Website and Apps

Web Designing- Why it Matters

4. Design that boosts sales

• Believe it or not, there are many other factors that contribute to driving revenue up apart from the actual good or service.

• No matter how good a product is, if a customer is not persuaded enough to find out about it, there is no point. It will remain good, but undiscovered. This is where web design might help your business.

Designing of Website and Apps

Web Designing- Why it Matters

- By using attractive images, texts, infographics and other content, you can lure your potential client into checking out what exactly you offer.

- You can grab and hold onto their attention using these elements and then give them a glimpse of your goods and services.

Designing of Website and Apps

Web Designing- Why it Matters

- **5. Consistency**

- Consistency speaks on behalf of you. Imagine having a website with each page looking miles apart with different fonts, color themes, and tones.

- What impression does that give of the company? A bad one! You need to have a set format and style as the backbone upon which all your web pages are built.

Designing of Website and Apps

Designing Methods for Web and Mobile:

1. Responsive Design:

This type of design adapts to the size of the screen no matter what the target device screen size is.

The layout is 'fluid' and uses CSS media to change styles, this 'fluid' grid enables the page to resize its width and height to adapt to different screen sizes and show correctly.

A responsive website shows content based on the available browser space.

Designing of Website and Apps

Designing Methods for Web and Mobile:

If you open a responsive site on the desktop and then change the size of the browser window, the content will move dynamically to arrange itself (at least in theory) optimally for the browser window.

On mobile phones, this process is automatic; the site checks for the available space and then presents itself in the ideal arrangement.

Designing of Website and Apps

Three Designing Methods for Web and Mobile:

Responsive design is straightforward. Because it is fluid, it means that users can access your online world and enjoy as much of it on their handheld device as they would on a massive monitor.

For this to be true, responsive design requires a very good conceptualization of the site and a deep knowledge of the needs and wants of the end users!

Designing of Website and Apps

Designing Methods for Web and Mobile:

2. Adaptive Web Design:

Adaptive Web Design was introduced in 2011 by web designer Aaron Gustafson in his book, Adaptive Web Design: Crafting Rich Experiences With Progressive Enhancement. It is also known as progressive enhancement of a website.

Where responsive design relies on changing the design pattern to fit the real estate available to it, adaptive design has multiple fixed layout sizes.

Designing of Website and Apps

Designing Methods for Web and Mobile:

When the site detects the available space, it selects the layout most appropriate for the screen. So, when you open a browser on the desktop, the site chooses the best layout for that desktop screen; resizing the browser has no impact on the design.

Some sites have been quick to embrace adaptive design. Amazon, USA Today, Apple, and About.com configured themselves to be mobile-optimized websites.

Designing of Website and Apps

Designing Methods for Web and Mobile:

The layout displayed on a mobile website using adaptive design may be different from the desktop's version. However, this is because the designers have picked a different layout for the phone's screen rather than leaving the design to try to rearrange itself.

In adaptive design, it's normal to develop six designs for the six most common screen widths; 320, 480, 760, 960, 1200, and 1600 pixels.

Designing of Website and Apps

Designing Methods for Web and Mobile:

3. Standalone Mobile Design:

- There is also the option to create a mobile-only website (these are usually denoted in the URL bar of a browser using the "m." prefix).

- This option was once an excellent approach. Designers would create sites for mobile devices, attuning the elements and layout for a dedicated format. Google delivered search engine rankings to mobile sites, but today the same preferences are given to adaptive and responsive sites.

Designing of Website and Apps

Designing Methods for Web and Mobile:

The big drawback of creating a separate site (rather than using different designs or employing a changeable design) is that it requires an awful lot more maintenance in order to keep the two versions of a website homogenous. With no particular incentive to do this, the mobile-only design has fallen out of favor in recent times.

It seems unlikely that it will make a comeback anytime soon.

Designing of Website and Apps

Key Differences between a Website design and Mobile App design

What's better, a website or an app? Web designers often struggle with this question. While it can be tough to choose between the two, both mediums are used to convey information and promote brands.

- A major difference between a website and an app is that the two are accessed through different devices, a computer and a smartphone respectively.

Designing of Website and Apps

Key Differences between a Website design and Mobile App design

When you type a URL to access a website on your mobile browser, you don't reach a regular website; specifically, you reach a mobile website. A mobile website contains a smaller interface, to be used on phones and tablets.

But before you go ahead and form an opinion, it's important to understand the differences between the two.

Designing of Website and Apps

Key Differences between a Website design and Mobile App design

Screen-size:

While designing, you must take into account the change in screen size of the two interfaces. A smaller display implies lesser pixels. Thereby in apps, features like heavy graphics and picture galleries are a strict no-no.

Contextual

• Most people access websites from their desktops or PCs, while being seated. In apps, there is no guarantee of that; for all you may know, a user might be running while operating their phone.

Designing of Website and Apps

Key Differences between a Website design and Mobile App design

- As a designer, you must ensure that your app features can be used easily on the go. Add-ons like in-built dictionaries and power saving options help optimise use experience.

Slow processors

- Compared to computers, smartphones have slower processors, thus demanding a simple layout for your app. Don't assume that what works for your website would work for your app, too. Also, apps which consume significant mobile data are likely to get a thumbs down from your users.

Designing of Website and Apps

Key Differences between a Website design and Mobile App design

Integration with smartphone features

- If there is one thing you can do with all kinds of smartphones, it is making calls. Phones might not have fast processors or big screens, but they do enable people to make calls and text, thereby offering an altogether different opportunity for developers, which is missing in desktops. Therefore, apps making use of smartphone functions are likely to be more popular.

Designing of Website and Apps

Key Differences between a Website design and Mobile App design

Targeted push notifications

Designers can use an app user's geographical location to send geographically-targeted push notifications. Entrepreneurs often use this feature to promote brands across specific regions. Food ordering and taxi-hailing apps are perfect examples of such an approach.

THANK YOU

Mrs. Prachi Vagal

Module 10 - Brand Digital Presence & Optimization

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