



Module 10 - Brand Digital Presence & Optimization

SUBJECT CODE: 21DMS010

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DIGITAL MARKETING STRATEGY

Designing of Website & Apps



Topic:10.3.1- Designing of Websites & Apps



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Designing of Websites & Apps



Source: www.gdcitsolutions.com

Designing of Websites & Apps



Designing

- ▶ Designing is the look and feel of the website or mobile app
- ▶ It encompasses both the UX and UI

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Advantages of Designing

- ▶ Navigation or Simplicity of finding information/product
- ▶ Appearance that really stands out
- ▶ SEO Complaint

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Advantages of Designing

- ▶ Design in test phase helps predict repetitive visitors or boosts sale
- ▶ Consistency

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Designing Steps while creating an App or website

- ▶ 1. Wireframe
- ▶ Mockups or Prototypes

Source: www.springboard.com

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Wireframes:

- ▶ Stage before creating a prototype or a mockup
- ▶ In this stage create a flow and a structure
- ▶ Helps us to understand how users will navigate or use the app

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Prototype or Mock ups:

- ▶ Turning the wireframe into a working project for further testing

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- ▶ After testing there are many iterations in the mockups to create a perfectly functional prototype
- ▶ Final prototype is further handed to the developer team to start creating the product

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Adaptive and Responsive Web Design:



Source: www.uxplanet.org

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Adaptive Web Design:

- ▶ Different layouts for different screen sizes
- ▶ Less flexible as its not fluid
- ▶ Sometimes preferred as you can select your own layout to make your brand/product stand out

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Responsive Web Design:

- ▶ Adapts to the screen size
- ▶ Takes effort but low maintenance
- ▶ The layout adjusts itself on its own depending on the size of the screen

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Key differences between Website Design and an App Design:

► Screen size

It is important to consider the screen while designing, smaller screens will have smaller pixels and so heavy graphics or many images.

► Circumstantial

Websites are accessed while being seated always unlike apps. Hence designing need to be simpler for apps

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Key differences between Website Design and an App Design:

► Processors

Smartphones have slower processors compared to computers.
So a simple layout is preferred.

► Smartphone features Integration

Considering smartphone features like calls while designing apps

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Key differences between Website Design and an App Design:

► Targeted Push Notifications

Geographically targeted push notifications are doable on mobile apps

Thank You!

