

# Web Design: A Key Factor for the Website Success (**Front-end**)

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*Abstract— These days, there is a wide variety of devices that can be connected to do different types of activities online, such as browsing websites. Web design is constantly changing and adapting with the advent of different device sizes and types. Web design in the 1990s was very different from today's websites. The main purpose of the design is not the design itself, but the ability to transmit web content in a way that is easier to read and understand, regardless of the device used to display the web content, desktop or hybrid computer, various mobile or portable devices. It is to This white paper shows the evolution of web design from its early days to its current modern design and what to expect in the future.*

**Keywords:** Web designing, Web development, Importance of web designing, Front-end, The Web.

## Introduction

Web designing is a process where we design from (display) part of the web application and we are using various designing techniques like HTML, CSS, JAVASCRIPT, Photo-shop and various frameworks. Web design is the planning and creation of websites. This includes a number of separate skills that all fall under the umbrella of web design. Some examples of these skills are information architecture, user interface, site structure, navigation, layout, colours, fonts, and overall imagery.

**Purpose:** -

Web design is recognized as a key factor in the acceptance and success of websites and e-commerce. From a marketing perspective, analyse the key aspects that can influence online user perceptions and behaviours for a successful e-commerce website.

**Design/Methodology/Approach:** -

We have produced an extensive literature review highlighting the specific role web design can play in interactive user interfaces. The methodology associated with benchmarking also enables companies to learn best practices and learn important lessons about developing their online business.

**Findings:** -

A literature review confirms that web design is an important factor in positive outcomes as it influences the perceptions and behaviours of users and online consumers. Website design with an emphasis on simplicity and freedom of navigation provides clear, up-to-date and accurate information in all content and provides an eye-catching appearance for users.

**Limitations/Impacts of Research** - Web It provides a guide to guidelines that can improve the design of your e-commerce website in terms of site aesthetics, website navigation, information and content, and shopping process characteristics. It may be interesting to empirically analyse the impact of all key attributes on user perceptions and behaviour.

# Research Paper Web Design

**Kathleen Armour**



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