

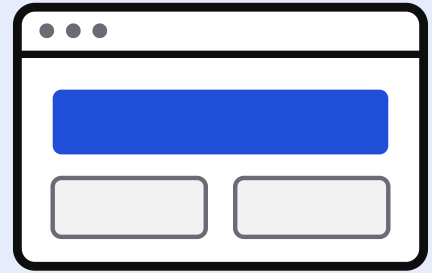
Specialty

Web design

Designs websites and web apps: their structure, their look and how people navigate them, on any screen size.

In Spanish
Diseño web

Origin
References: Krug (2000); Marcotte (2010)



What problem it addresses

People don't read a website, they scan it looking for something. If they have to think about where they are, they leave.

Principles

Don't make them think

What is obvious needs no explanation.

Made for scanning

Clear headings, short blocks and visible hierarchy.

For every screen

The same website, adapted to phone and computer.

Applications in design

✓ Use it like this

Test whether someone understands what the page is about in five seconds.

✗ Avoid

Filling the page with text nobody is going to read.

👁 Don't fall for it

What is clear to the team is not clear to someone arriving for the first time.

Connections

Builds on

■ Responsive design

■ WCAG guidelines

■ Usability

Related to

■ Information architecture

■ Sustainable web design

Authors and works

2000	Steve Krug	Argued that a website should be so obvious that it doesn't make its users think.
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2010	Ethan Marcotte	Proposed that a single website should adapt to any screen.
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Sources

Original sources

- Krug, S. (2000). Don't make me think: A common sense approach to web usability. New Riders.
- Marcotte, E. (2010, May 25). Responsive web design. A List Apart. [View source \(https://alistapart.com/article/responsive-web-design/\)](https://alistapart.com/article/responsive-web-design/)

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