Article published on March 7th 2012 | Web Design

You will find a large number of websites that have the best possible design using the latest trends and techniques, but tend not to live up to the expectations when it comes to its usability and functionality. Though it is important to take into consideration aesthetic factors while creating a website, one cannot ignore the importance of creating smart portals which meet the functional needs of your visitors.

Creating a Balance between Design and Functionality

It takes a lot of hard work and expertise to draw a balance between an appealing visual design and user-friendly website. Web design & development company need to put in a lot of effort and creativity to combine the two and deliver a final product that is of value to the end users.

Assessing the Functional Quotient of Your Website

Now that you have been able to truly understand the significance of functionality for any web based portal, it is time to introduce yourself to the idea of conducting a specialized functionality assessment for your website. There is no standard method in conducting these assessments, but the idea is to attain as much feedback as possible through focus groups, sample segments and on-line evaluations so that you are able to draw concrete conclusions on the pros and cons of your web-design to facilitate continuous improvement.

Factors that Make a Functional Website

A comprehensive functional website consists not only of navigation features which add to the user-friendliness of the portal, but it also aims at being informative and meets the business needs of the organization.

Once you have created a robust content strategy, you need to put in place your design needs. Make use of practical and aesthetic design elements that are easy to use, appealing to the audience and offers opportunities to optimize your website.

Additionally, how you organize your content on the website makes a big difference to how your audiences perceive it. As a web design & development company, you need to have complete clarity on rules of effective website structure and how these norms need to be implemented for functional success.

It all boils down to focusing your website design on structured information flow and design. This means you need to put your graphics in the back seat. This does not mean that you need not use any visual simulations to attract customers, but it is crucial that you make effective use of images and textual content to effectively communicate with your audience, what your core message is.

The biggest mistake most web designers make is that they forget to take into consideration the needs of the end users of the website they are designing. It is the primary responsibility of the designer to create a website that works for the benefit of the clientâ€™s business objective, is able to represent the brand on the internet and meets the information and functional needs of the target audience. Start planning your website well in advance so that there is complete clarity in the functional needs and objectives from the start.

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Article Keywords:
Web design & development company, web development company, web development company India

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