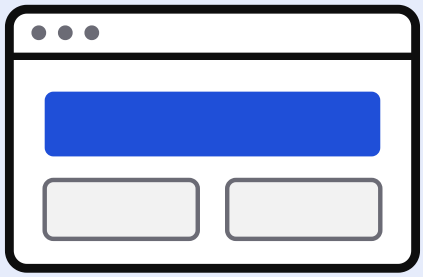
Specialty

# 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
- F-shaped reading pattern
- 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. |
| 2010 | **Ethan Marcotte** | Proposed that a single website should adapt to any screen. |

### 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/)


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