
Usability (UI) Considerations

Content Layout vs. Content Flow

Content layout

Laying out elements such as graphics, logos, text, graphs, downloadable documents, etc. in the space of a web page.

Content Flow

The order and sequence of elements on a given web page.

Look & Feel

Colors & Color Schemes (Complimentary, Analogous, or Monochromatic)

Typography

Fonts used to send a message about a company, its image, its competence, and strengths.

Readability

How well a web page and/or web site makes its point. Can be broken down further into categories that encompass **content layout & content flow**.

Information Architecture

Categorization of Major Topics and Subtopics

For example, under a link called “The Company” could be information about the Board of Directors, Executive Team, Company Mission or Profile, Company History, and Common threads shared in that industry with other company types.

Information Hierarchy

Top levels vs. bottom levels of information

What should come first, second, third, fourth, etc.

Information Clustering

Clusters or groups of relevant information placed together. Clusters of related information are presented in digestible chunks (usually 3-5 items at one time).