

I'm sure that we all remember sites that we wouldn't want to visit again due to poor navigation or a shocking layout, and on the flip-side there'll be your favourite websites that kept you coming back for more.

Why?

What was it about some websites that pushed them into the avoid basket, and others into the showcase cabinet?

Jot down what others are doing, and try to remain focussed on similar sites in terms of aim or the customer-base. Remember that some high-profile sites will have spent thousands on their design and functionality, however even when compromises have to be made, you can still create a site that works rather than disappoints.

Make notes on;

- Their logo design
- The logo placement
- How does the user navigate (many pages/sub-menus?)
- Do they show the word Cart or a symbol?
- Where is the first interactive link or button on the 1st page?
- As soon as you land, what do you see?
- Write down the headlines, and the key statements
- How long does it take for the page to load?
- How does it look (and how different is it) on a smartphone?

Researching will help you during the wireframe stages and to find the most suitable design.