

How do web technologies help in keeping a consistent look and feel as well as hel...

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Web technologies help in keeping a consistent Look Feel and helps improve User Experience affiliation Web technologies help in keeping a consistent Look, Feel and helps improve User Experience

With the rapid changes in the industrial technologies, the websites and web applications have advanced in their methodologies towards becoming more interactive and involving for its users. As Gube (2010) argues the web technologies have improved their usability by integrating human factors, design, utility and accessibility so as to improve system performance. The current web technologies have also continued to improve their systems in an attempt to sustain the user experience.

This results from the fact that the designers of websites have constantly integrated the processes and sub-systems in their operation systems in such a way that the users find the sites developed easy to use (Chudley & Allen, 2012). Current systems have also been created on the basis of user-centered design that puts the needs of the users first. As opposed to the previous years when sites were created on the basis of the brand in question and little thought on the users, the web technologies today centre of the human aspect. If the clients love the design in question, then the website is credible, and no revision of the same is required (Gube, 2010).

Conclusively, it is evident that Web technologies have continually helped in keeping a consistent Look, Feel and have endeavored to help improve the User Experience. This is more so relevant with the growing number of web users.

## Reference

Chudley, J., & Allen, J., 2012. Smashing UX Design: Foundations for Designing

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