TOP 20 DESIGN MYTHS
MORE FEATURES = BETTER DESIGN
USING PHOTOSHOP FOR A FEW YEARS MAKES SOMEONE A DESIGNER
A NEW DESIGN WILL FIX YOUR CONVERSION RATE PROBLEM
MYTH 4

PEOPLE READ ON THE WEB

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MYTH 5

USERS LIKE ROTATING BANNERS
It’s better to surprise users with the final product than to ask for feedback during the design process.
WIREFRAMES ARE OLD HAT
GO STRAIGHT TO HTML
The homepage is the most important page.
SUCCESS HAPPENS OVERNIGHT
THE DESIGNER WILL MAKE SURE OUR CONTENT IS PERFECT
STOCK PHOTOS IMPROVE YOUR WEBSITE
Engage users with bold text & bright colors.
DESIGN HAS TO BE ORIGINAL
YOUR “MINOR TWEAKS” ACTUALLY MAKE THE DESIGN BETTER
YOU VIEW YOUR WEBSITE LIKE YOUR USERS DO
INVITING SEVERAL STAFF MEMBERS TO COMMENT ON THE DESIGN WILL HELP **MAKE IT BETTER**
A GOOD TIME TO GO LIVE IS FRIDAY EVENING
YOU CAN ASK YOUR DESIGNER TO MAKE IT VIRAL
IF IT “WORKS ON YOUR COMPUTER” IT’S READY TO LAUNCH

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THE END

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