How To Create Website Designing Strategies During Covid-19

Introduction

These are not stable times. Around the world, millions of people are struggling with the impact of the COVID-19 (coronavirus) outbreak. Many people have lost family members, businesses, and jobs and are trying to support themselves and their families. Unfortunately, for too many of us, the future feels uncertain.

If we learned one thing in the last few months, the design community is at its best when we support each other. Therefore, for today's post, we wanted to express our gratitude and a heartfelt "thank you" to all those companies going out of their way to support our readers. Throughout the COVID-19 pandemic, community mitigation activities have proved vital to slow viral transmission and ensure the integrity of healthcare systems. Along with viral testing, strategies such as social distancing, facemask ordinances, business closures, travel restrictions, and stay-home orders have remained paramount, even as safe and efficacious vaccines have become widely available and utilized.

How Do You Create A Design Strategy?

A design strategy is created by understanding the business needs of the customer and aligning the design and design process around those business needs. Each step of the design process should map the goals and outcomes of the business problem that must be solved.

Following features should be part of new strategies for website designing during Covid-19!

Notifications and Alerts

A website is often a conduit for in-person activities. If this is true of your business or organization, you may want to consider how you will use your website (or app) for COVID-related notifications or alerts.

Contact Tracing

You can set up alerts through the website for event participants or on-location guests if someone tests positive and a notification is required. (Rules here vary by location and industry.)

However, you can use a user database to create notifications or include pop-ups on your actual website.

This method of contact tracing can be efficient for some and less attractive for others; you have to decide how it best works for you.

Status Changes

Notifications – particularly pop-ups or banners – are a great way to keep website visitors in the loop about changes. It includes changes to hours, shipping delays, and new rules. Design these notifications to be disruptive and almost get in the way of the design so that users see them. And this is not passive communication. The more information you convey right now, the better in most cases.

Most of these notifications do not require a piece of information and can work best as a banner across the top of the screen in a bright color with a single (or scrolling) line of text with a link to additional information if needed.

Forms

Your needs may have changed due to COVID by the type of information you need to collect. The most common changes include addendums to event waivers or questionnaires for in-person activities.

Event Waiver of Rules

An event waiver or rules acknowledgment might be necessary if you plan on hosting live events or people come to your location. Providing these forms online can make it easier for you to collect information in a user database rather than handling pens and paper. Consider a digital signature system to make the most of an event waiver or rules. (There are plenty available from several vendors.) An online questionnaire is much like any other form but can be used to answer questions related to COVID and your business. Finally, consider a quick and easy online form that participants can complete on their devices anywhere. It eliminates the need for person-to-person screening while creating paper trails for potential contact tracing should the need arise. Just make sure that the creation of the form/ [website is in a mobile-friendly](#) format.

Conclusion

The worldwide pandemic will continue to impact website design. Think of things that you are not doing so much anymore – travel, for example. If this is a part of your website design content or strategy, it is time for a Plan B.

Many organizations and businesses have to evolve rapidly right now. Sometimes it takes a couple of tries, but your willingness to accept change and try will give you the best chance at success. Please do not ignore the world around you; take it as part of the bigger picture for your website. Such COVID-19 alert systems can provide valuable public guidance and flexible policy levers to slow the spread and control alarming surges. However, their public-facing dashboards rarely provide information regarding the underlying design of the system, the choice of data indicators, or the specific thresholds for action. Apart from this, you can consider [WebsFB](#), where you can create your business website by following a few simple steps. It will be the best way by which you can create a website to represent your services in front of your targeted audience.