

**1** Complete the guidelines for designing a website with the correct form of the adjectives in brackets.

To be effective, websites must always score much

<sup>1</sup> higher (high) in what 'usability guru', Jakob Nielsen, calls 'the three Fs'.

### Functional

First of all, a website must be as <sup>2</sup> \_\_\_\_\_ (easy) to use as anyone else's. Badly-designed sites don't function as <sup>3</sup> \_\_\_\_\_ (good) as their competitors' and so they lose a lot more business. Another point is that sites which are successful are continually looking at how they can be even <sup>4</sup> \_\_\_\_\_ (friendly) to the user.

### Fast

The second F is to be <sup>5</sup> \_\_\_\_\_ (fast) than the rest. Customers won't want to use the website if downloading pages on the site is <sup>6</sup> \_\_\_\_\_ (slow) than on other sites.

### Familiar

The final F is familiarity. A site which is <sup>7</sup> \_\_\_\_\_ (original) than its competitors' may look good, but in the end it will be <sup>8</sup> \_\_\_\_\_ (popular) if it's similar to other websites and users know how it works and what it does.