

# **Balancing Beauty and Usability: A Comprehensive Evaluation of Awwwards-Winning Websites**

## **Abstract**

This paper emphasizes the importance of balancing aesthetics and functionality in web design. Websites that win prestigious design awards, such as Awwwards, are often celebrated for their visual appeal, but they frequently face criticism for usability issues. The study aims to analyze the usability of Awwwards-winning websites, identifying potential user experience problems and suggesting improvements. A mixed-method approach was employed, combining Nielsen's heuristic analysis with eye-tracking technology. Heuristic analysis provided insight into interface-related problems, while eye-tracking allowed for the collection of data on users' visual attention, highlighting the correlation between gaze patterns and usability challenges. Additionally, user surveys were conducted to gather subjective opinions on the visual attractiveness and ease of navigation. The findings reveal that many award-winning websites exhibit a significant imbalance between aesthetic innovation and practical functionality. The results offer valuable guidance for designers seeking to create visually appealing websites that are also user-friendly and accessible. This research contributes to the ongoing discussion about how to optimize web design by addressing both aesthetic quality and user needs.