

Create a User Experience that Leaves a Lasting Impression

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Director, Project Management

User Experience (UX)

How someone feels
when using something



Example of Bad User Experience



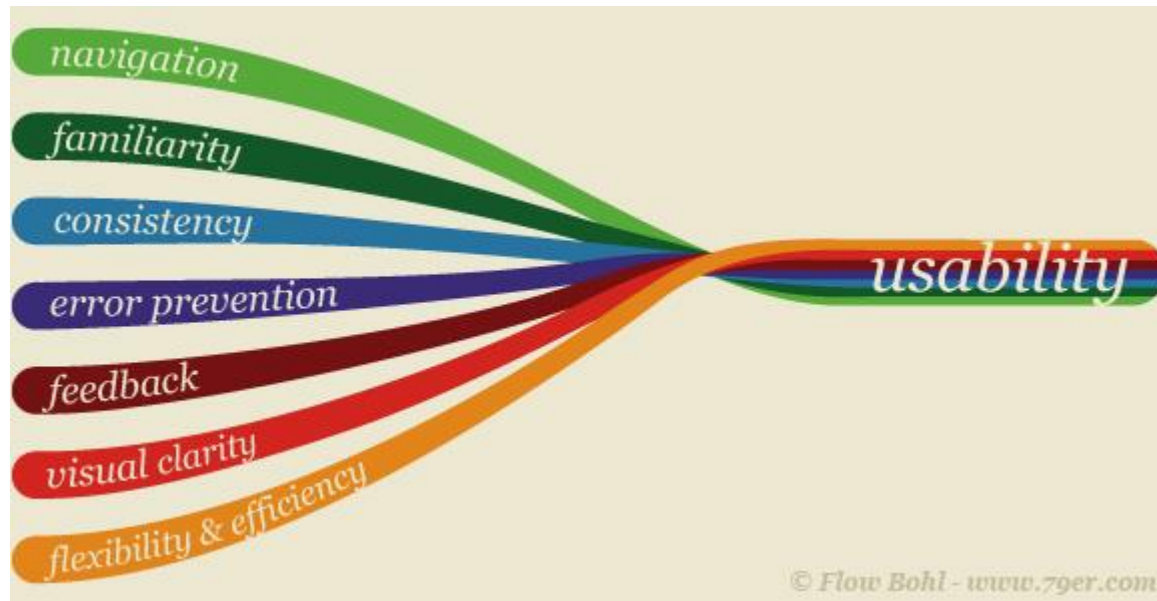
User Interface (UI)

What people use to accomplish a task



Usability

Making something USEFUL and EASY TO USE



How is Usability Determined?

1. **Learnability** – how easy to use? Need instructions?
2. **Efficiency** – how many steps to accomplish the task?
3. **Memorability** – how easy to remember how to use?
4. **Errors** – how many mistakes are made? How often happen? How serious? Can the user recover?
5. **Satisfaction** – how do people feel after using the product? Greatly influenced by 1-4. People like things they are good at.

? *If something needs instructions, there is a problem.*



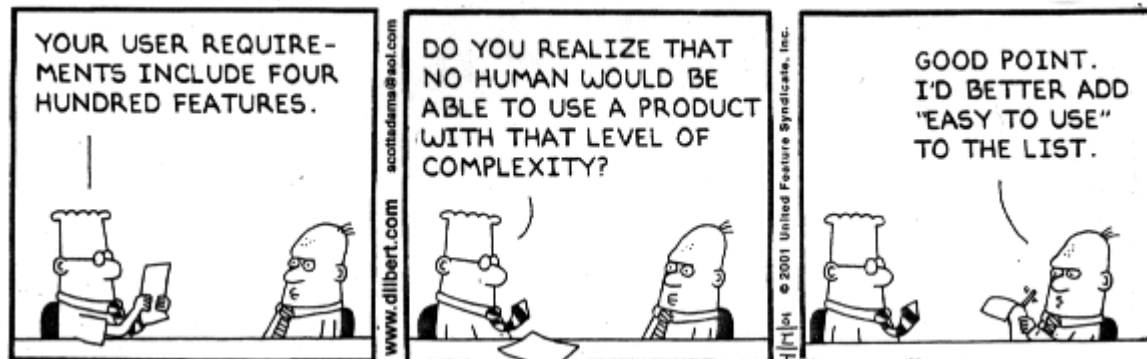
Why Focus on Usability?

When on the web, users are TASK ORIENTED. They want to:

- Find the answer to their question
- Buy something

Does your website help them achieve their goals?

DILBERT by Scott Adams



Who Are Your Users?

- New or returning
- Novice or advanced
- Age
- Gender
- Specializations/jobs
- Online habits and experience
- Interests or activities



***Define your “Perfect Client” to
target the right users for your website.***

Embrace the Obvious

Users should never have to ask these questions:

- Where do I start?
- Why did they call it that?
- Can I click on that?
- Where is the navigation?



BE DIRECT!



*Don't force people to infer what they want.
Users get frustrated by wasting time!*

Branding: Consistency Matters

You are trying to win your web visitor's trust.
Don't throw it away with radically different
designs for different sections of your website!



What is fun for you (“*Oh I am sooo creative!*”) may be frustrating for your users (“*Is this the same website???*”)

Follow Website Standards

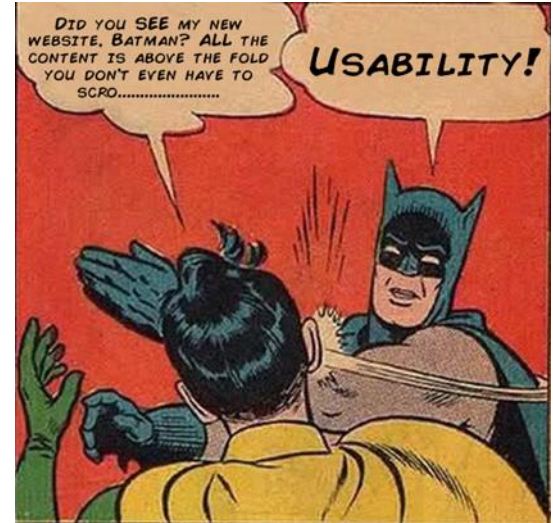
1. [Favorite Icon](#) (favicon.ico) and Page Title
2. [Logo](#) and [phone number](#)
3. Tagline
4. Horizontal navigation below the [logo](#)
5. Contact Us
6. Font and Font Size
7. Links



Serif
vs.
Sans-serif

The Elusive Website FOLD

- Different size monitors; have the “fold” in different places
- With phablets, laplet, tabtop, giant screens, tiny screens, mobile – there is no universal fold placement.



 **Don't Forget!** *Important items still go near the top.*

Scrolling vs. Clicking

Faster to scroll through content

Clicking **breaks the user's reading flow**

Users can **see all the content** without having to click links

Users need to **wait** for a new page to load

Keeps users in the **reading flow**

Clicking small buttons and links on a mobile device can be **difficult**

- [illegible]

F-Shaped Pattern For Reading



www.useit.com

How to Make Your Text Scannable

1. Start with the **conclusion**
2. Clear **headlines**
3. Highlight **keywords**
4. Meaningful **sub-headings**
5. Bulleted **lists**
6. **One idea** per paragraph
7. **Half the word count** (or less than conventional writing)



Make Content Easy to Read


- ALL CAPS IS HARD TO READ
- Psychology of words
 - You, Free, Because, Instantly
 - Order vs. request
- Typography
 - Fonts to use
 - Kerning



Use Content to Build Trust



- Add detailed **Case Studies** to show users you have handled cases like theirs
- Add **Testimonials** to show that other people trust you
- **Online Reviews** confirm a budding feeling of trust – invest in a review strategy

 ***Build trust with well-written content that resonates with your users and shows you understand their pain***

Audit Your Content

1. What content do you have now?
2. How is the content organized?
3. Is the content effective?
4. Is the content being found?



💡 **Be courageous with content! Ruthlessly cut information from your pages and include only the MOST important items!**

Usability Can Improve CONVERSION

Shorter forms can increase conversion by 160%

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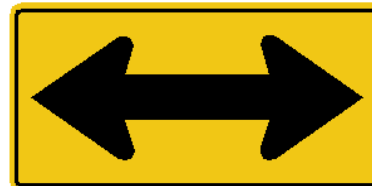
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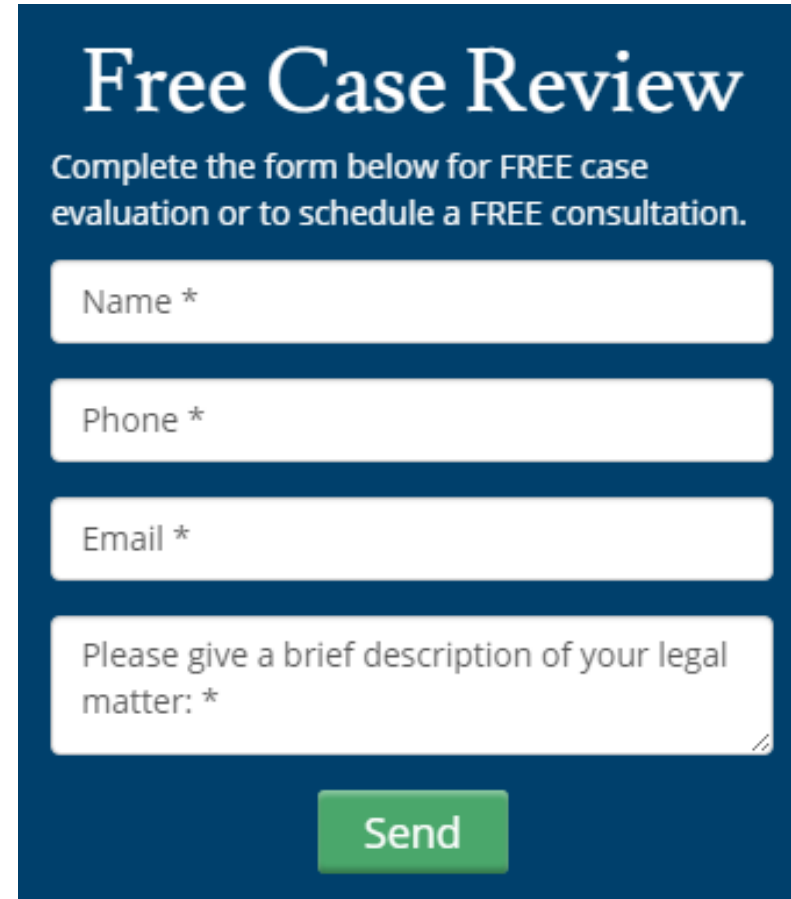
Contact Forms

- Headline
- Intro Text
- Required fields
- Asking for too much
- Labels

Positioning

Naming

Button



Free Case Review

Complete the form below for FREE case evaluation or to schedule a FREE consultation.

Name *

Phone *

Email *

Please give a brief description of your legal matter: *

Send

Landing Pages

Necessary Components

- Headline
 - Benefits
 - Image
 - Shortest form
 - Trust Indicators
- ## Remove Navigation



Match your headline to your corresponding CTA



A car wreck can be a traumatic life-altering event that can injure both your body and mind. You need an experienced car accident lawyer, but there are hundreds in Atlanta to choose from. This is an extremely important decision as you try and receive a settlement that will recover your lost wages and medical bills and also compensate you for pain and suffering.

We have Helped Hundreds of People Just Like You

"The communication between your office and the client. Very honest, truthful, and upfront." Deborah F. - Atlanta, GA
"I Truly Felt A Sense of Care and Comfort" Lauren B. - Atlanta, GA
"I can't think of anything Kaufman Law could have done better to provide the best experience for me." Edward B. - Atlanta, GA

At Kaufman Law believe that you deserve to be compensated for your losses. You also deserve to be treated with kindness and respect. We pride ourselves on the level of service we provide. Our Atlanta car crash lawyers have an excellent relationship with Georgia's leading health care professionals. If you have no health insurance and need to see a doctor, we can often arrange treatment from the best medical care Georgia has to offer. We have won millions for Atlanta residents involved in car accidents and have hundreds of happy clients that we have helped with some of the most common and devastating injuries caused by car accidents.



If you have had any of the injuries mentioned above after a recent Atlanta car wreck you should contact an experienced Atlanta car accident attorney. A member of our legal team is available to speak to you 24 hours a day, 7 days a week, 365 days a year. No answering service, no message to be left. Our legal team answers every call, every time. Call 678-666-3600 today to get the legal help you need.

Get Your Free Case Analysis

Complete the confidential form below and we will contact you within the hour.

First Name * Last Name *

Phone * Email *

Tell us more about your accident.


Send

Test Your Site

Good usability is a competitive advantage:

- **User satisfaction** – their questions are answered
- **Increased trust** – you understand them
- **Increased traffic** – tell others; Google rewards your site with higher placement on search results



 ***Test competitor's sites – learn from their mistakes!***


How Do You Know What to Test?

Look at your analytics to decide what to test first:

- Pages with a high exit rate
- High bounce rate pages
- High-traffic pages with low conversion?



**If you solve the wrong problem, it doesn't matter
how you solve it.**

 **Remember:** *you are not the user! Don't assume you know what your users want.*

Using A Designer



Logo 2




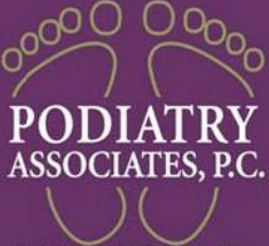
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Nigerian Pirates Hold U.S. Merchant Mariner Hostage For 18 Days

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Press Kit



After spending 18 days in captivity at the hands of MEND pirates, Captain Wren Thomas was never happier to be alive.

His ordeal began on October 22, 2013, in the Gulf of Guinea off the coast of Nigeria. A career mariner and former U.S. Marine, Captain Thomas was trained to survive. He has been employed by Edison Chouest Offshore for the past seven years, commanding a supply boat off the coast of Nigeria for four and a half years. His by-the-book methods were met with threats from Nigerian crews, arguments from Chevron, ar




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When Should You Redesign Your Site?

1. You aren't getting the results you want
2. The purpose of your site has changed
3. Your site isn't working
4. Your site isn't responsive
5. You don't have a mobile site
6. Your competitors changed their site
7. Improving load times

NEW: Hero Images

A large image seen immediately upon visiting a website's home page



The screenshot shows the homepage of Faith Firm Tax Lawyers. At the top, the company name "FAITH FIRM" is in large, dark serif font, with "TAX LAWYERS" in a smaller, blue sans-serif font below it. To the right of the name are social media icons for Facebook, Twitter, LinkedIn, YouTube, Google+, and RSS. Below these icons, the text "Toll Free 800-659-0525" and "Call Us 414-771-9200" is displayed. A dark teal navigation bar contains the following links: Home, Practice Areas, About Faith, Free Info, Watch & Learn, Results, Success Stories, and Contact Faith. The main content area features a large hero image of a man in a white shirt and tie sitting in an office chair. Overlaid on the left side of the hero image is a white box with the text: "WE SOLVE TAX PROBLEMS. WE RESTORE HOPE. WE CHANGE LIVES." Below this text is an orange button that says "Learn How To Get Started For Free". In the bottom left corner of the hero image, there is a section titled "As Featured On:" with logos for CBS, NEWS/TALK 1130, 620WTMJ, npr, and abc. In the bottom right corner of the hero image, there is a "Live Chat" button with the text "Start Now".

NEW: Parallax Scrolling

The background moves at a slower rate to the foreground. Creates a 3D effect as you scroll down the page.

<http://www.arnolditkin.com/>

NEW: Flat vs. Material vs. Skeuomorphic



<http://blog.hubspot.com/marketing/web-design-trends>

NEW: Hamburger Menu

Three stacked lines, usually placed in the top right or left corner of a mobile site; resembles a patty of meat sandwiched between two buns



Pros	Cons
Saves space	Not intuitive
Widespread	Not efficient
Recognition on the rise	Decreases discoverability

NEW: Responsive Web Design (RWD)

One layout that responds to the size of the browser.



NEW: Adaptive Web design (AWD)

Different layouts for different devices.



Further Reading

- *“Don't Make Me Think: A Common Sense Approach to Web Usability”* by Steve Krug
- [www.Useit.com](http://www.useit.com)
- www.bboxesandarrows.com for usability topics
- www.whatmakesthemclick.net for 100 things you should know about people
- www.nngroup.com for User Experience Research



Questions?