Create a User Experience that Leaves a Lasting Impression

Gretchen Upright
Director, Project Management

User Experience (UX)

FOSTER WEB MARKETING

How someone feels when using something

Example of Bad User Experience

User Interface (UI)

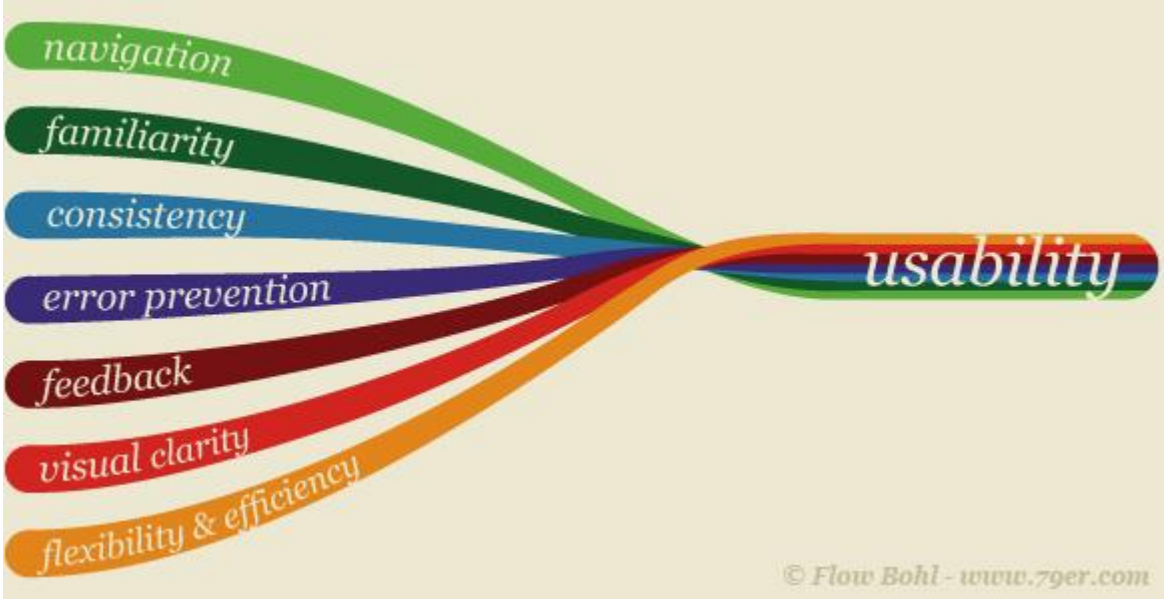
FOSTER WEB MARKETING

What people use to accomplish a task

Usability

FOSTER WEB MARKETING

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.

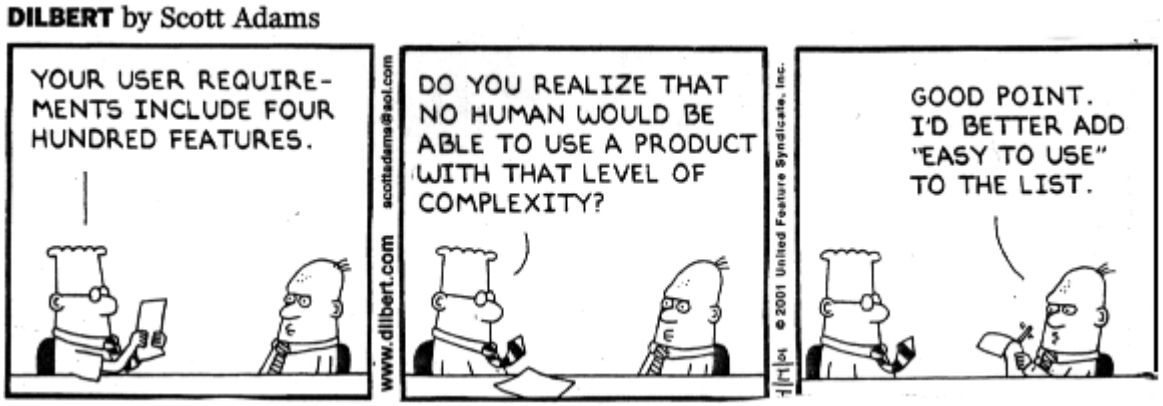
If something needs instructions, there is a problem.

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?



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!

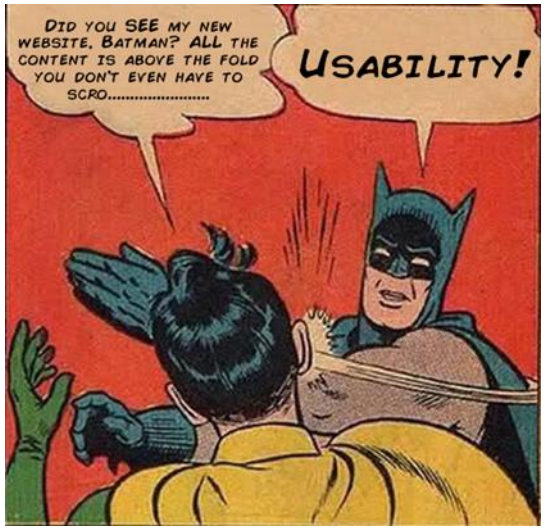
What is fun for you (*"Oh I am sooo creative!"*) may be frustrating for your users (*"Is this the same website???"*)

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

FOSTER WEB MARKETING

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**

Content Usability – Understand Users

- There are three types of readers:
  - Normal
  - Speed
  - Skimmers

- At least **79%** of users scan text
- People read **25% slower** onscreen than paper
- Only **28%** of the words are read
- Users skip text they think is less interesting or not relevant

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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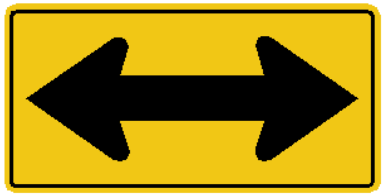

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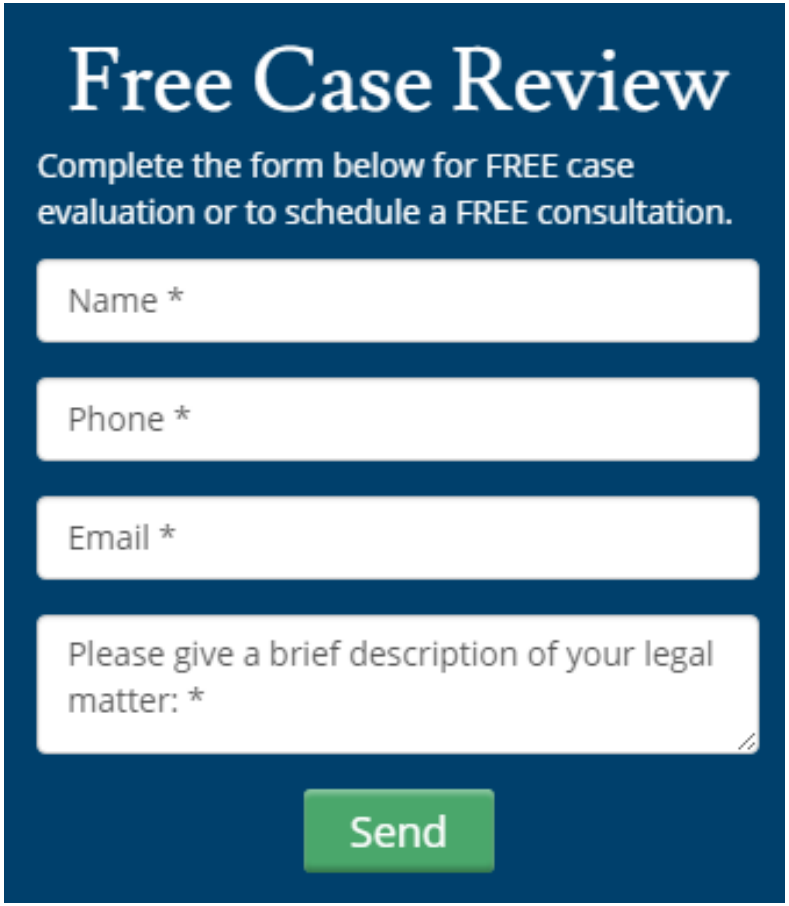
Contact Forms

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

  Positioning
  Naming
  Button

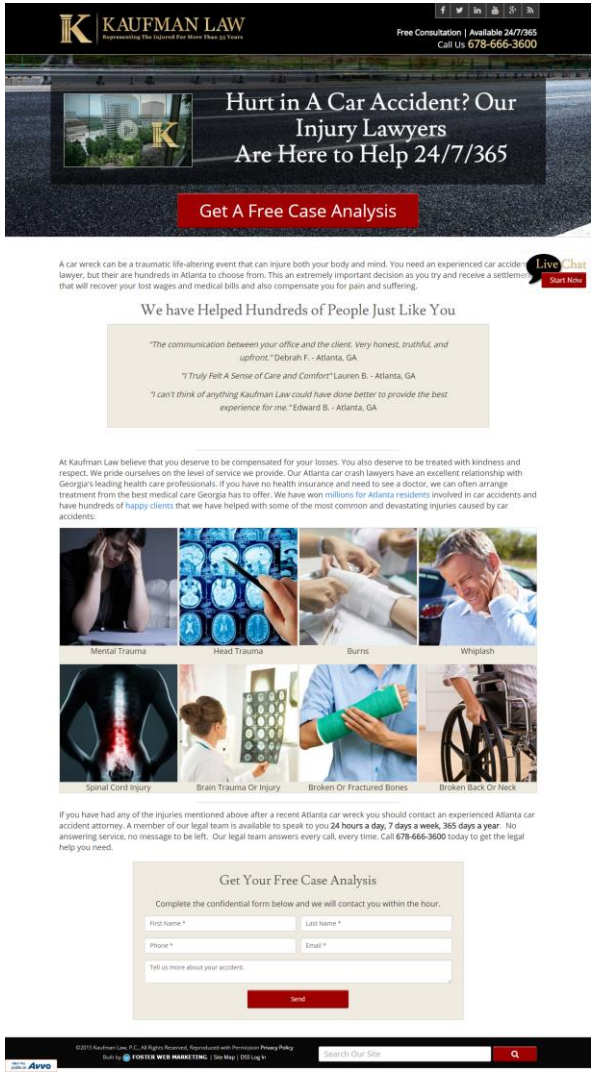


Landing Pages

Necessary Components

- Headline
- Benefits
- Image
- Shortest form
- Trust Indicators

Remove Navigation



Match your headline to your corresponding CTA

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?

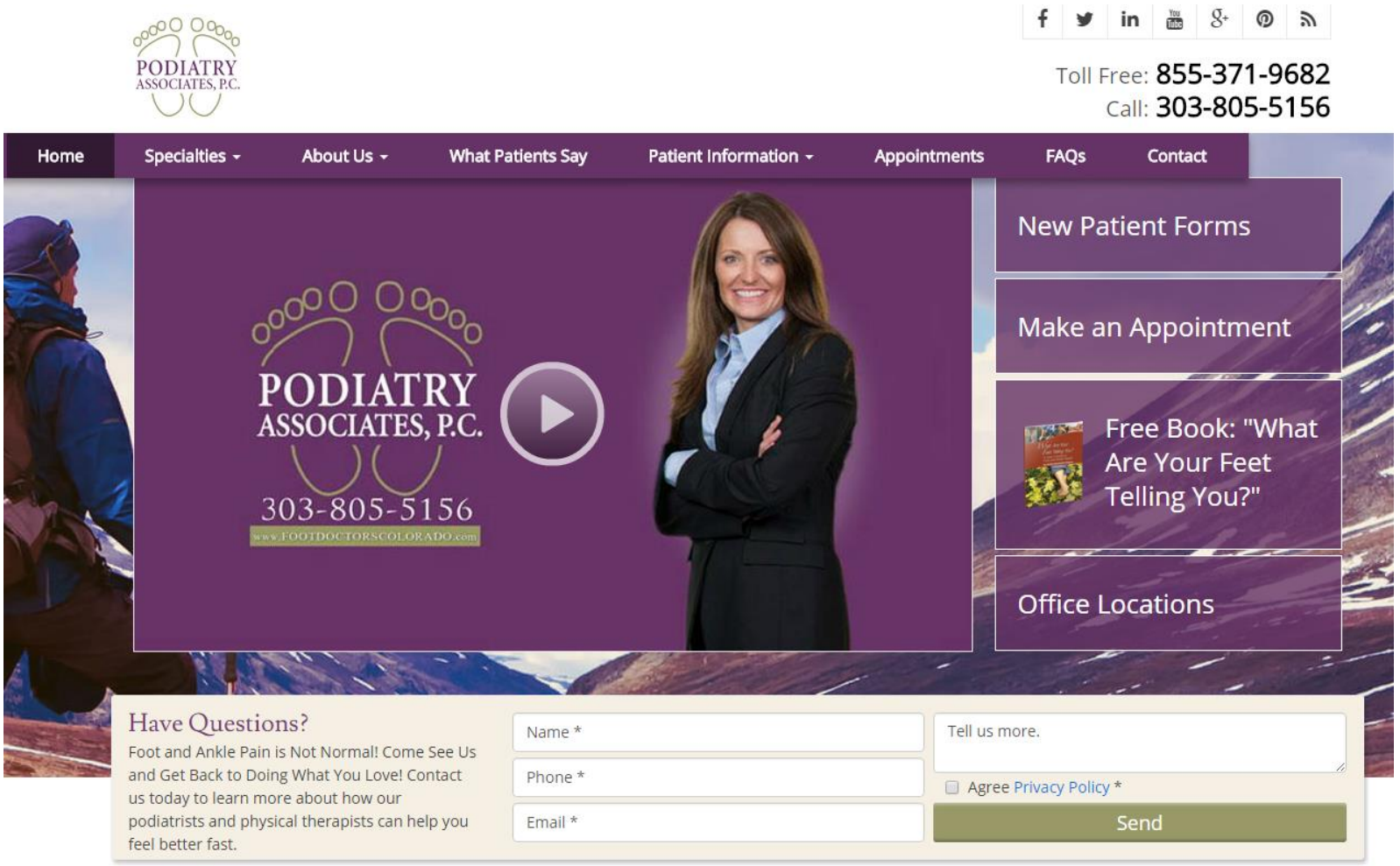
If you solve the wrong problem, it doesn't matter how you solve it.

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

Using A Designer

Logo 2

Using A Designer



Using A Designer

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

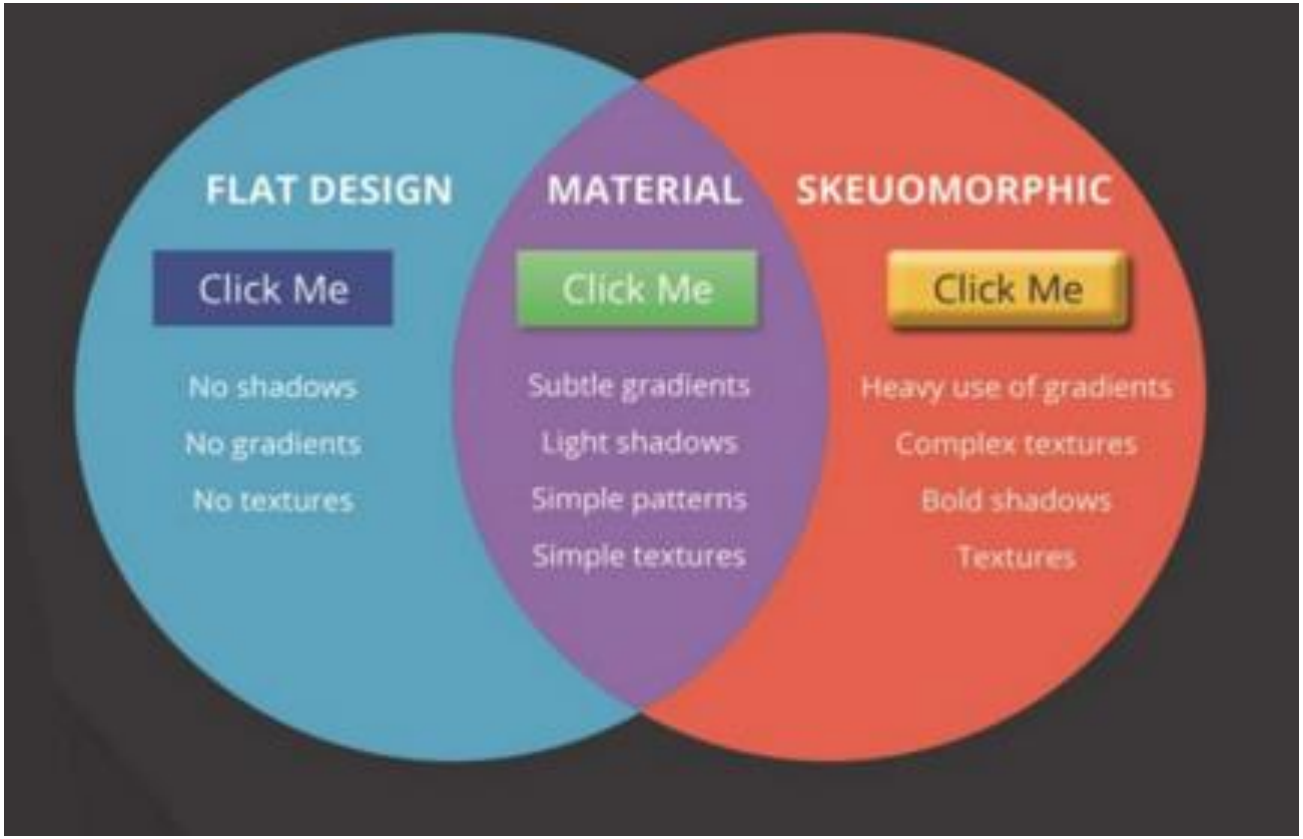
A large image seen immediately upon visiting a website's home page

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/

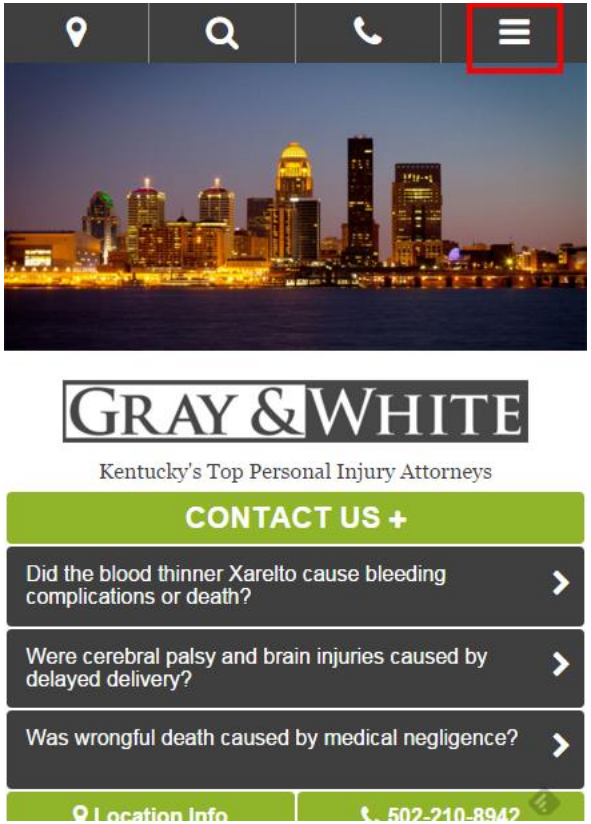
NEW: Flat vs. Material vs. Skeuomorphic



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 discoverabilty

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
- www.boxesandarrows.com for usability topics
- www.whatmakesthemclick.net for 100 things you should know about people
- www.nngroup.com for User Experience Research

Questions?