

USER EXPERIENCE FOR WEB DESIGN

1.What makes a Good Web user Experience?

- ❑ Before starting your design, First think about your audience that what are attributes, values, goals and concerns of your audience.
- ❑ People use web for information not for solely entertainment.
- ❑ The content you put should make sense to them
- ❑ You should speak clearly from the beginning.

2.Don't get in the way of information.

- ❑ Consistent design means having the same response whenever people perform an action.
- ❑ Standard design means using elements the same way that major sites do.
- ❑ Standard design is supported by most browsers.
- ❑ It is familiar to your users.

3.Navigation

- ❑ Ten percent of tasks fail due to navigation.
- ❑ You should decide that your menu should be category base or task based.
- ❑ Mouse clicks in sub menus should not be confusing. They should be well coded.
- ❑ “All content should be 3 clicks away” is not good any more. Sometime user clicks lose interest on 1st page sometime they keep clicking. It all depends on how you create interest for them.
- ❑ “menu should be no longer than 7+-2 items” is also a myth the solution is “always signpost where your content is”
- ❑ Old and expired content must be removed from sitemap.
- ❑ Add search to your site and it should be on a prominent place of your page.
- ❑ Standard location of search field is top right corner.
- ❑ Search bar length should be according to user queries.
- ❑ The link people visit, should have a different color to know that they have visited that link.
- ❑ Link structure should not be confusing.
- ❑ Back to top links should be present.

- ❓ Fitt's law is "its faster to hit larger targets closer to you than smaller targets farther from you."

4.Site Layout

- For small businesses product and geographical area is the most important thing.
- Logo, tagline, and name of business should be hyperlinked to your main page.
- Your site exists to get information to customers so layout should be according to that.
- One linear scrolling page, sequential pages and splitting the pages by the levels of details. They style you choose depends on the information you want to share.
- Do not split if it causes confusion or it would be printed.
- Split if it's an article, if it's a photo gallery or it has step-by-step instructions.
- Consider the need for a pdf for print view.

5.Writing for the Web

- People see/read in a F pattern on your page.
- People scan on the page that's why important thing should be in start.
- Lists are important so that people can see easily.
- Paragraphs should start with keywords.
- Take care of literacy. Don't read write v high standard. Keep in mind all kind of people reading your website so keep it simple.
- Headings, subheading are best way to format information on your page.
- Never use more than 3 levels of headings.
- Provide a summary for each page.
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- Most important information should on upper side. So that user can stop whenever he wants.
- Start with the conclusion.
- Explain the most important facts.
- Give more background detail.

6.Homepage

- Tell users what your site is about.
- Add a tag line on your home page and all content on home page should support it.
- Welcome users with your fresh content.
- Orient users with high-level information.
- Provide links to top tasks.
- Include a call to action.
- Do not say them to buy your product at this point.
- Each page should have a summary type content to show that what user can get from this page.
- Your home page should be simple. Users should be able to say generally what your site is about after just five seconds.

7.Category and Landing Pages

- category pages are the top-level pages for each section of your site. So, they split the content up into the same chunks as your main navigation. They're summary pages providing key points about the information within that section and showing links to deeper or more complete content on underlying topics in detail pages. You can also think of them as mini homepages for each category of information, displaying recent additions and the most popular content, as well as an overview.
- On e-commerce sites, another use for category pages is to help customers compare between similar products that you offer. By listing all the items of one type, you can help people chose the one that's right for them. The best way to help people compare things is to emphasize the differences. What's the difference in price, size, quality, and so on? Obviously, knowing what differences your customers are likely to care about allows you to better help them make those comparisons. Comparison tools don't have to be complex. Sometimes the easiest thing to do is to show thumbnail pictures and then list the key attributes. For instance, here on our florist site, the attributes that people care about might be scent, color, container type, and cost. Listing these three arrangements side by side allows people to compare and choose based on what we know is important to them.

- If category pages are designed to be a type of organic search attractor, full of keyword-rich content, then landing pages are the equivalent for paid search results. Landing pages are created for targeted campaigns, either from print or online, and so they have a singular focus, and a strong call to action.

8.Detail and Product Pages

- Detail pages are where you give your visitors the in depth information they're looking for. If you're an information bearing site, detail pages are where you lay out individual concepts. If you're hosting a blog, detail pages are individual blog posts. If you're an e-commerce or business site, detail pages are your product pages, where you give visitors the background on each item you sell.
- They should describe the topic factually.
- They should show the price and call to action.
- -Whether you're running an e-commerce site, or you're just advertising your company's products or services online, you're at a disadvantage compared to real life showrooms. When people shop for items in the real world, they like to reach out and touch them, and get a sense of things like shape, size, and manufacturing quality. That's harder to do online. No matter how many words you use, people are going to want to see the product. The best thing you can do is use high quality photos, and sometimes even videos, to get visitors as close as possible to a showroom, or shop experience.
- If you sell products, the one piece of information that your customers are looking for is how much does it cost? What's surprising is the number of sites, especially in the business-to-business space, who don't make any mention of price. This is a major frustration to potential customers. Customers don't want to get involved with sales people until they've got a good understanding of the product and its price point.

9.Forms

- It's likely that if you're asking your visitors to interact with you and give you some information, you'll need to use a form or two. Forms are a special kind of interface because they require people to follow instructions, and

give sensible information to you. Filling in forms is not normally high on peoples' list of enjoyable activities. How do you create a good user experience around a disliked activity? The short answer is, you make it as painless as possible. The easiest way to get good information from people is to make sure they understand why they're giving the information to you. That means asking questions that are focused on the task in hand and not slipping in ten other marketing questions that you feel might be useful to you somewhere down the line. It also means asking the questions at the right time in the interaction. For instance, there's a large difference between asking people to provide registration details before you let them browse your site, and asking them for exactly the same information in a checkout process. In the first instance, people are likely to see it as a barrier and just back away from your site, but if they have already committed to making a purchase, they'll see the purpose for giving you the information. In this second case, you presented the form at the right time in the interaction.

- If a form looks too daunting, people won't fill it out. If the form is forced on them when they aren't ready to share, they'll be likely to fill it in with false information.
- some forms have every field i of the same length. That may look neat, but it's actually unhelpful to visitors. When people see fields of different lengths, it gives them clues as to how much information you expect them to provide. Phone numbers are a different length to credit card numbers, which are a different length to card verification numbers. Using fields of the correct size helps people work out what information to put where. You should also help people out by giving them a clue as to which fields are required and which aren't. The typical way to do this is to use an asterisk, that's a star, next to the required fields. Another way to help people, is to limit their choices. A drop-down list box, or a set of radio buttons, means that people get to pick from a set of options, rather than having to think about what to type. In terms of human memory, recognition is much easier than recall. As long as you've put the right options on the page, it's easier for someone to just make a selection, than it is to have to start from an empty field. It also allows you to make a default suggestion. So long as that default is in line with what most visitors want, it'll reduce the time it takes

them to complete the form. When you start putting controls on the page, make sure you use the correct one. Radio buttons and check boxes are different for a reason. Check boxes let your visitors choose one, some, all, or none of the options. Radio buttons only let them choose one. Knowing where the name comes from, will help you remember which one to use.

- Make a method to show errors to users gracefully in form filling.

10. Using Media to help tell your story

- Think about the purpose of adding every image/graphic on your site that why you are using it?
- Will it increase user experience or not?
- Use graphics for explanation, not just decoration.
- If you think that people will want to immediately watch or listen to the media you provide, it makes most sense to embed it in the page. If you think they're going to want to download it for use later on, for instance, as a podcast, then you should provide it as a link on your site. Each downloadable piece of content should have its own page. When you create a link on your site, you link to that page. The page should have a summary of what the downloadable content is about, the formats it's offered in, and related items like transcripts for video, or other podcasts in the same series. The reason for giving each piece of content its own page, is that this gives visitors a chance to check that they're downloading the right thing before they start, rather than after they open it, which might happen sometime in the future after they've left your site. Also, having a page for each download gives you a chance to provide a text description of the media. Because search engines can't work out what's in the media items directly, this text description provides a lot more context, and means that your site will rank higher in search results than other similar sites

11. Balancing Adverts and Content

- Biggest consideration is creating valuable content.
- It should be targeted, concise, timely and up to date.
- Useless content is generic, long winded, overhyped and outdated.
- Consider having consistent places to put on ads.
- Ads should not frustrate users.

- Text ads should have consistent or complementary colors.
- Consistent location on your site.
- Separate from your content.

12. Summary: Good Design practice

- Keep things simple, consistent and standard.
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