

Guidelines for UI/UX as well as Code Structure

POINTERS FOR START

THING TO THINK ON BEFORE START

- Create a positive first impression
- Answer what, where, when, who, why + how
- Communicate the site's value and purpose
- E.g., Site identity, mission, feature hierarchy, search

Space compromise

- use no more space than necessary
- Limit to one screen
- Homepage layout may be different than other pages

CREATE A VISUAL HIERARCHY

Header

- typically logo/site information, primary navigation, search, log-in status

- Footer

- suggest where to go next, seldom used areas of the site or application

- Establish conventions
 - consistent appearance and location of navigation elements on all pages
- Use frames when certain functions must remain visible on every page
- Avoid clutter
 - too many items, omit needless text
- Visually align page elements, either vertically or horizontally

NAVIGATION

- Page navigation depends on content organization
 - information architecture
- Content navigation
 - relationships are associative
- Primary navigation (site page sections)
 - top preferred over (left) side unless there are many items
 - Users look top, then left, right
- Secondary navigation and beyond (three levels max)
 - Top plus left for secondary
 - Primary drop down from primary (“fat navigation”)

- Utilities

- links to important site elements not part of the content hierarchy; e.g., “About”, “Help”

- A way to search

- simple search box or link to a search page

- Page and link names match

- “You are here” visual highlights of navigation hierarchy (e.g., bold)

- “Breadcrumbs” showing navigation hierarchy from home page to current location

- Always provide navigation options

- no dead end pages

- Use a clickable ‘List of Contents’ on scrollable long pages

- E.g., ‘anchor links’ at the top of the page

- Keep navigation only pages short

Provide site maps for sites with many pages

- Measure of usability design effectiveness:

- Number of clicks but more importantly, how hard to choose a click (understandability)

MAKE LINKS OBVIOUS

- Use meaningful link labels
- Text is preferable to graphics; label graphic links
- Use color changes to indicate when a link has been visited
- Distinguish internal and external links
- Duplicate links to important site content to ensure users can find it
- Provide consistent cues to links, avoid misleading cues to click non-links
 - E.g., underlined blue text, images

BROWSING AND SEARCHING

- User wants to find something
 - browse or search?
- Browsing
 - Versus the real world
 - no sense of scale, direction, or location (e.g., search in real store)
- Searching
 - users are really not that good at forming effective queries
 - So help the user find the desired page
- § Auto complete
- § Auto suggest to disambiguate
- § Suggest keywords
- Scroll after search
- Create an effective visual rhythm with white space and typographical emphasis

- Page header and footer are boundaries
- Some pages scroll infinitely as content is added as scrolling proceeds
(e.g., social networking sites)

§Accessibility issues

- Touch screens and gestures make scrolling more natural
- GRAPHICS, IMAGES, AND MULTIMEDIA
 - Simple background images for page readability
 - Distinguish important images from banner advertisements or gratuitous decorations
 - Choose images to convey the intended message to users, not just designer aesthetics
 - Introduce animation/video content but ...
 - Have clear and useful reasons for using multimedia to avoid unnecessarily distracting users
 - Consider download performance

UX AND PERSUASIVE DESIGN FOR WEBSITES

- Traditional usability design and testing answers
 - can the user be successful based on usability principles
- Versus will users use the system?
 - Are they persuaded?
 - Do they become emotionally involved?
 - Do they trust the site?
- Understand how people make decisions
- To buy or donate
 - To subscribe
 - To re-visit, ...

DECISION MAKING EFFECTIVENESS

- Enhance traditional usability testing with evaluation of decision making effectiveness
- Conversion - users make the desired decisions
- Based on various psychological behavioral models
 - Herzberg's theory of job satisfiers (e.g., advancement) and dissatisfiers (e.g., pay)
 - Maslow's hierarchy of needs pyramid; physiologicalself actualization

EVALUATE CONVERSION EFFECTIVENESS

- What are the trigger or tipping points that lead to conversion?
- Expand traditional persona models – what motivations, experience, preferences, ...
- Evaluate users
 - what persuades them
 - What information attracts them, what steps lead them to desired decisions
 - What emotions are expressed through body language, eye tracking, facial expression, unsolicited verbalizations?
- Identify step by step improvements to enhance motivation triggers for each persona type
- · Note: a trustworthy site (i.e., professional) enhances conversion success

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