User Experience Design TipSheet

Whether you're re-designing or creating a completely new website, it can be difficult to keep track of all the requirements to build a delightful user experience. So here are some helpful tips to keep in mind when creating your website to increse your customer conversion rates.

1 Learn from your competition

Researching your competitor's websites and apps can give you insightful solutions on solving problems you may be facing. Perhaps they may have a feature that you find frustrating, and realize you can improve upon it for your own product.

2 Create User Stories

User stories are used to help you establish important information about your users. Discovering who they are, why they use your service or product, and what they are looking for will help you tailor your online experience to match their needs.

3 Design a User Journey

User journies map out each step the user must take to navigate your website. Creating a clear user journey map will help you discover issues in your website's navigation and help you streamline their experience across your website's pages.

4 Prototype before you build

Prototyping your wireframes and sketches earlier during production can help you spot problems before they become expensive post-launch costs.

Check out our *User Experience WorkSheet* to learn an easy and cheap method of prototyping your webpages!

Create a style guide

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Create a style guide for yourself and stick to it! All of your page elements such as buttons, drop downs, check boxes, and notifications should be styled consistently. None of your key features should come as a surprise!

Use a variety of gestures

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Rather than having the user tapping on every element on your mobile site, create a more exciting mobile user experience by introducing other gestures such as swiping or drag downs. Relying on one gesture can quickly become frustratingly monotonous, so use the full range of gestures available to you!

Make it *Responsive*

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Today people view almost everything on their mobile devices, whether they are on their way to work or at home. There is a need for website that can both function and look great on all devices. Responsive Web Design is how you can achieve this.

If you need help with *Responsive Web Design*, we have an entire offer series to help you with making your website adapt to the mobile world.

Waiting can be exciting!

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Elevators have their infamous music to make the long wait up more enjoyable. If you know that your website or app takes a while to load, users will leave if they feel they are not getting a response. Use the opportunity to build up your user's anticipation and excitement for your website with a fun loading screen.This helps direct the customer to the content you want them to see.

10 Give your users some feedback

When users finish a task or activity on your website such as clicking a button or hovering over an image, you should let them know their action is complete. Providing feedback to user engagements on your web product will improve the overall interaction experiences.

11 Get personal with micro copy

It's the little things that matter. Most businesses are injecting their brand personalities in their copy already, so micro copy is one way of becoming even more unique than your competitors.

(Trust us, we won't lead you astray.)

12 Test, test, test!

The most important tip we can give you for User Experience Design is you should be testing all the time at every stage of development. If your project doesn't have a budget for intense user testing, you should at least be showing early prototypes around people you trust and gather some feedback.

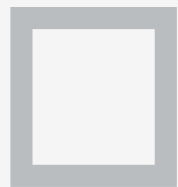A little feedback is way better than having no feedback.

Test with a sample of users and record their interactions. Take note of what they do, how often they do it, what they say, why and how to fix or improve off of the information that you have gathered.
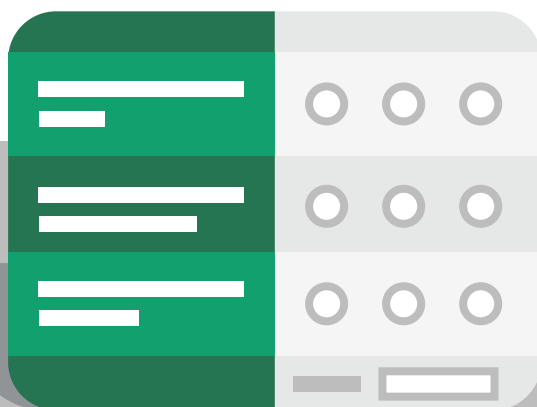
Now that you know the best practices when it comes to responsive web design, go ahead and download our *Responsive Web Design Worksheet* and put these best practices into action.

You're on the right path for maximizing customer retention!

User Experience Design WorkSheet

Get the WorkSheet

Get the ScoreCard

Want more tips?

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