

User Experience Design WorkSheet

This WorkSheet is an introduction to User Experience Design. To get you thinking about what can be done differently to ensure the best user experience for your customers. These exercises includes navigation mapping, prototyping and a color exercise for call to action buttons. Make sure to share with others to get feedback on the design decisions that you have made.



This is a sketch of a generic homepage that shows some of the elements we will cover in this exercise. User Experience Design is the first step to controlling your customer experience. Doing so will help you guide, engage, and direct your customers through your website.



Tip: Read the TipSheet and learn some helpful hints for greater success in this exercise.



[Get TipSheet](#)



Exercise 1: Navigation Mapping

Navigation for websites can get pretty overwhelming if there are too many sub-navigation pages. Sometimes navigation that feels intuitive for you might turn out to be confusing for someone else. Card sorting is used to let your team members sort and organize navigation elements on their own, and through collecting their data you can discover what is the best way to organize your navigation.

Cut out the sub-navigation tabs below and choose which tab should go under the “careers” and the “about” section.

Our Strategy	Company History
Company Culture	Our Team
Our Mission	Career Guide

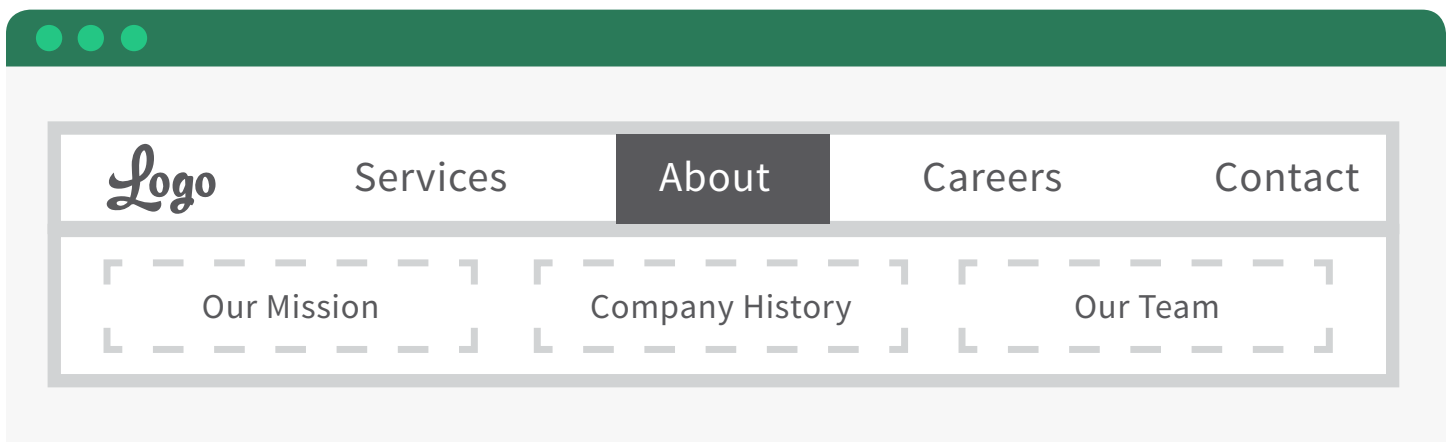
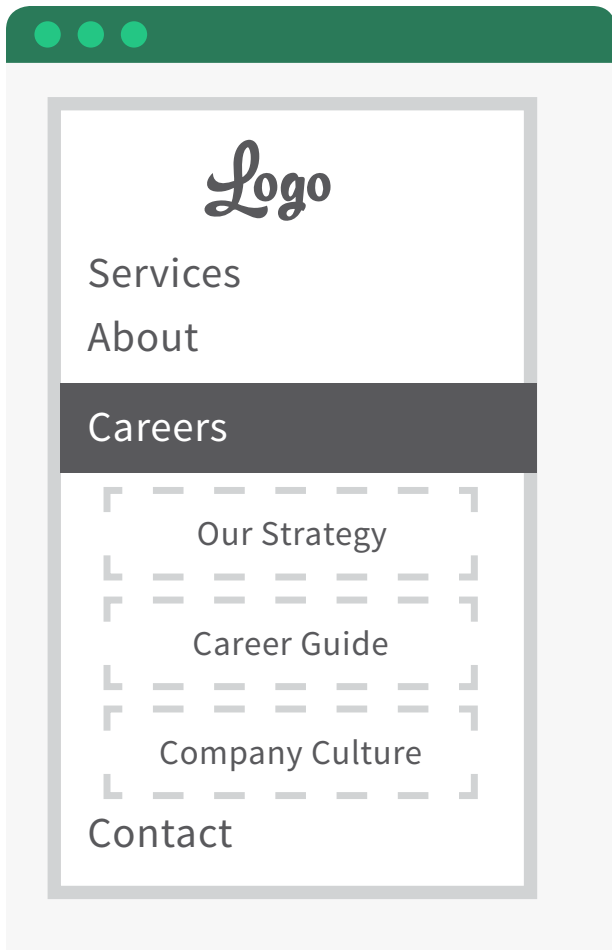
A vertical navigation menu with a dark green header. The menu items are: Logo (in a script font), Services, About, Careers (highlighted with a dark grey background), and Contact.

A horizontal navigation bar with a dark green header. The menu items are: Logo (in a script font), Services, About (highlighted with a dark grey background), Careers, and Contact.



Exercise 1: Navigation Mapping (Examples)

This is how we organized the sub-navigation. Even if we organized the navigation differently than you, it's important to remember that card sorting is a technique to gather data to see common patterns.

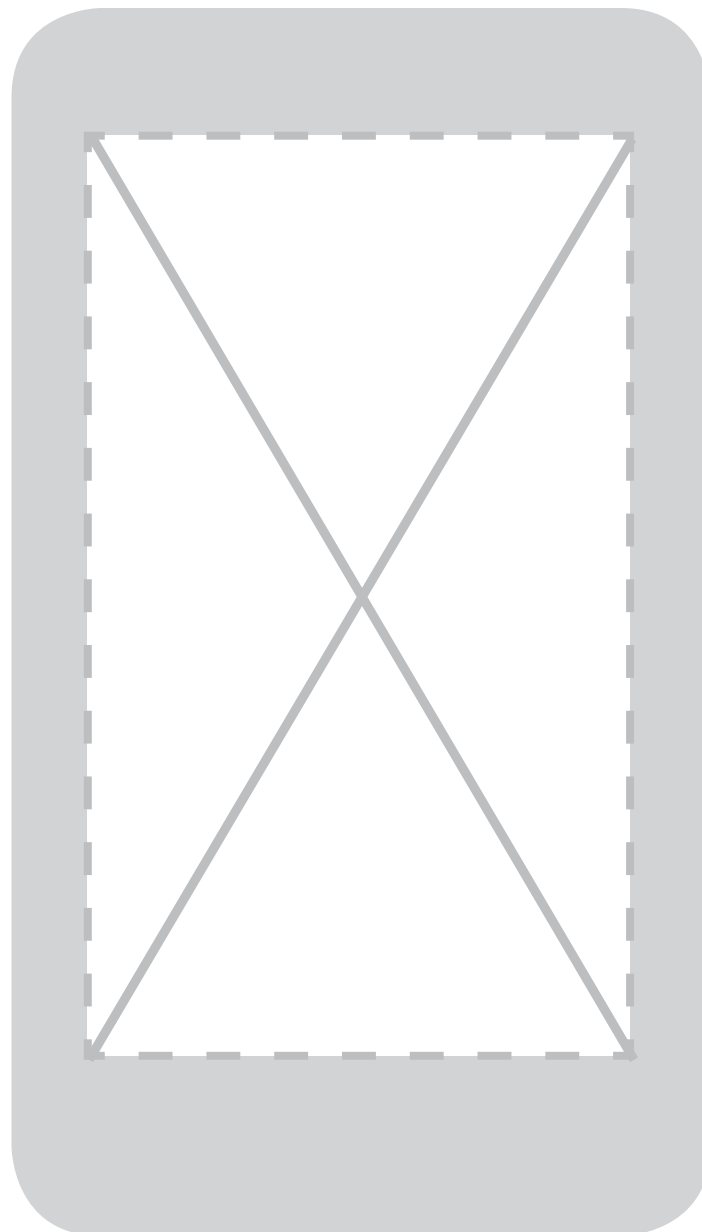




Exercise 2: Prototyping

Is your site engaging to read? Does it direct reader to the right content? By prototyping you can quickly begin to understand from a user stand point what works well and what doesn't.

Cut out the hole in the mobile mockup below and place it over the prototypes you're sketching on the following page.





Exercise 2: Prototyping

Sketch out or print out a mockup of your website in mobile in the spaces below, then cut them out and place them under the mobile mockup in the previous page.

Two large, empty rectangular boxes defined by dashed lines, intended for sketching mobile website mockups. Each box is approximately 400x400 pixels in size.



Exercise 3: Color and Call-to-Actions

Your call-to-actions should always stand out. One way to do this is through the use of color. If your website mainly uses dark colors you might want to try a bright color for contrast. Below are color chips that you can cut out and match together with the backgrounds on the next page. Please note that colors printed out look different from colors on screen.

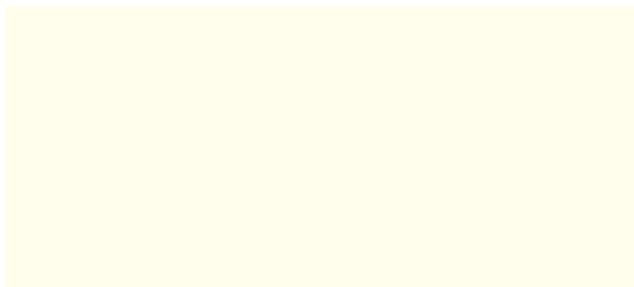
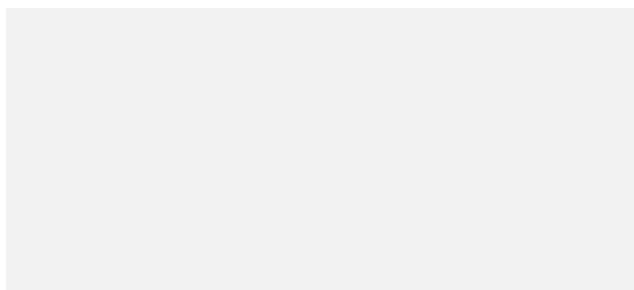
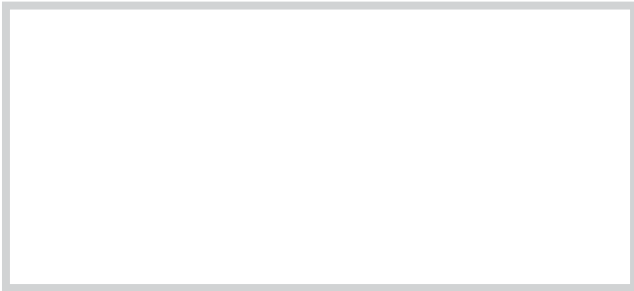


Tip: Get your inhouse web designer to take a look at it with you to come up with combinations for your website that stand out and work with your brand identity.



Exercise 3: Color and Call-to-Actions

Match the buttons against the backgrounds to find great color combinations to use for your site!



Content Backgrounds

Typically light colors and tints are used as backgrounds to page content as they are easy on the eye.

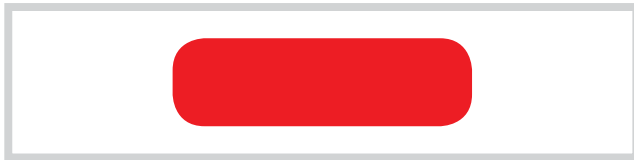
Content Backgrounds

Typically bold colors are used as backgrounds to page sections as they are draw contrast from the content.



Exercise 3: Color and Call-to-Actions (Examples)

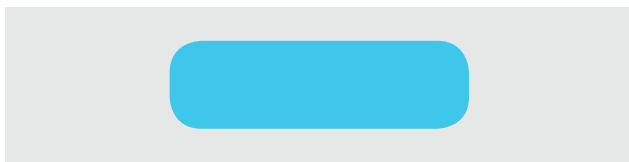
GOOD



Strong disruptive color against light background



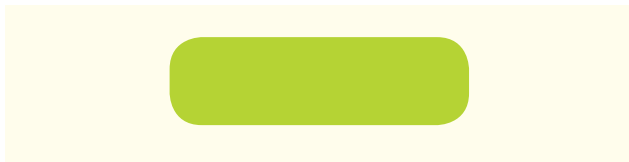
Bright warm colors against dark backgrounds



Friendly bold color against tinted backgrounds



Monochrome colors pair the brights with darks

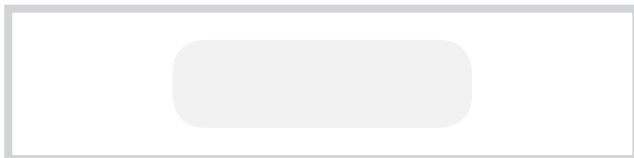


Warm & natural bold colors against pale backgrounds



Split complementary colors used to create contrast

BAD



These colors do not attract your attention



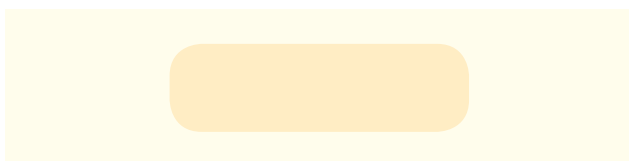
These colors are too close in value



These colors are too similar in tone



These colors clash & just looks bad together



These colors are too subtle



Colors that vibrate together when looking at them



Congratulations!

You've finished the exercise portion and now you have a basic understanding of how important user experience is for your website. If your website does not provide a good user experience, then take what you have learned and run your website through the exercise.

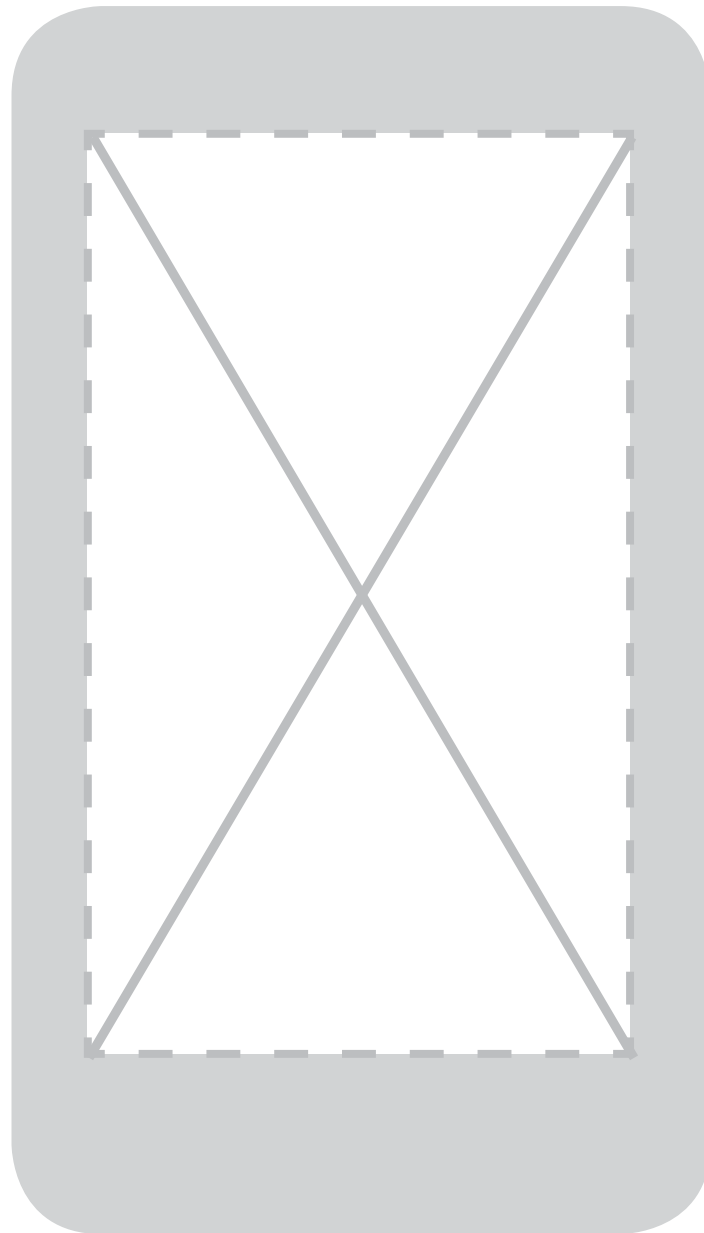
It's a lot of work and effort, but the result of improving customer engagement and conversion rates is worth it!

Need help with the exercise?

[Get a free assessment](#)



Mobile Prototyping Tool





Mobile Website Mockup Templates

