

Intelligent Design Series

On Point Web Design With The User In Mind

Kelly Cassidy Vanek



On Point Web Design With The User In Mind

- The “Who cares?” reality
- The UX foundation
- The possibilities, but ...
- The 4 *uglies* that kill UX



Who cares?

A website as a tangible product, not a cloud.

A website is a gift to a user designed to deliver exactly what he/she wants, in a way that he/she wants it.



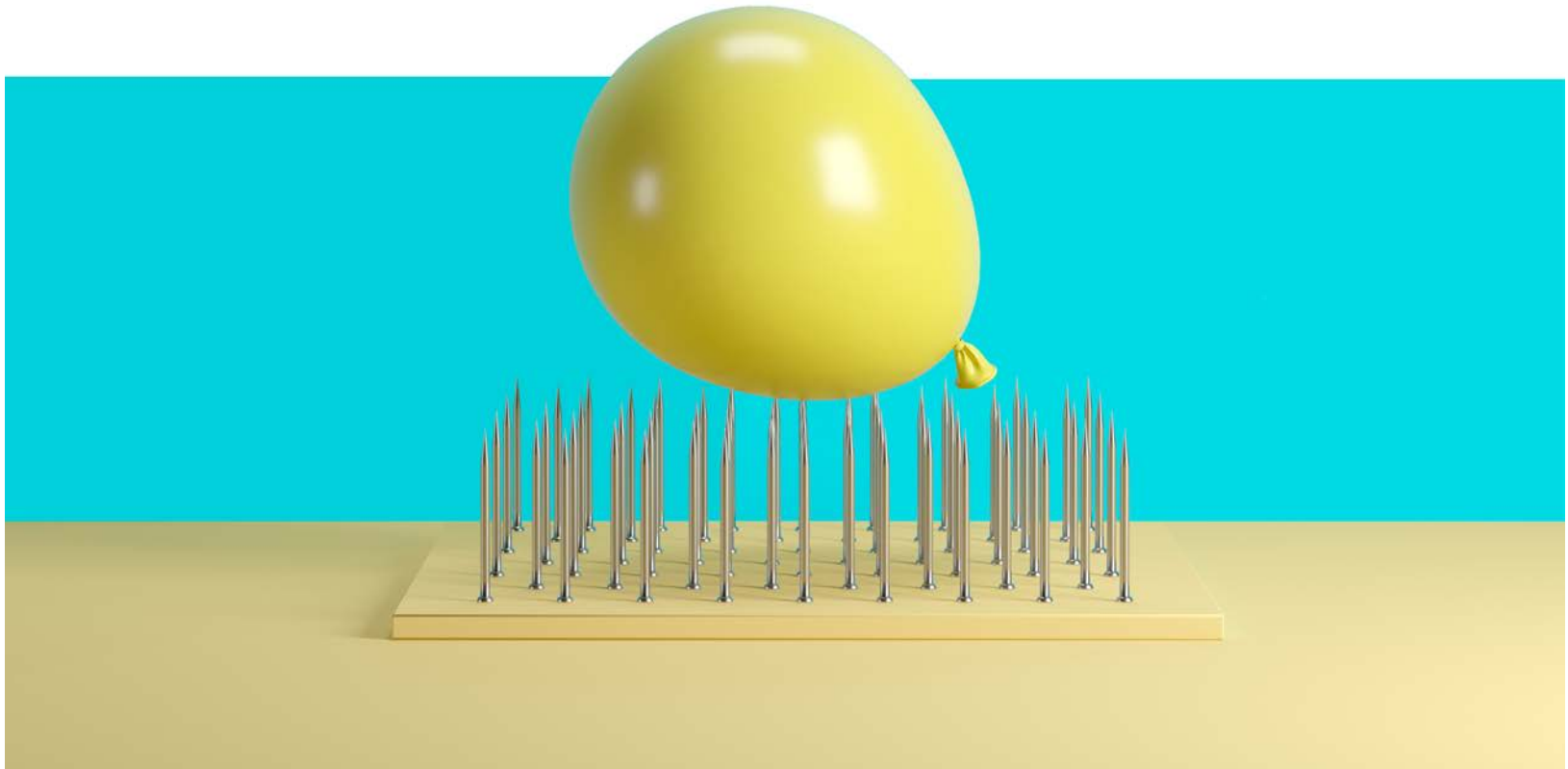
WordPress gives us the tools to create the gift, deliver it, and get the reaction we want or expect:

Sales, Brand Awareness, Info

Who cares?

How my website makes ME feel, doesn't matter.

How my website makes MY USER feel matters.



Who cares?

UX = How a user feels, thinks, or reacts in regard to each website interaction.



Who cares?

As a user, how would you feel, think, or react ...

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The foundation

The heart of UX is the user.



1. Who is the user?
2. More than one user type?
3. What do users want?
4. How can I meet their needs?
5. What value do I provide?

Establish personae

- A persona is a representation of a type of website user.
- Personae answer the question, “Who are we designing for?”

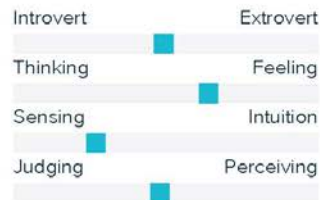
Sue Millhouse: Church Buyer



"I love this season of my life. Grandchildren are a joy and buying gifts for them has become a favorite pastime, but I will search until I know I've found the best bargain."

Age: 57
Work: Church Secretary,
Family: Married, 3 Adult Children, 2 Grandchildren
Location: Bethlehem
Character: Organizer

Personality



- Communicator
- Compassionate
- Generous
- Trustworthy
- Cost-conscious
- Shopper

Goals

- Ability to buy church supplies with reasonable cost, timely delivery
- Shop for personal gifts for family and friends
- Feel continued connection to Hackmans

Frustrations

- Difficulty finding church supplies online comparably priced to supplies she could formerly obtain locally.
- Timeliness of delivery.
- Need for specific product information, personal service.

Bio

Sue works as the front desk secretary at her church and seems to remember everybody's birthday. Besides purchasing office supplies and trinkets, she's a loving and meticulous gift-giver. Sue spends a lot her downtime browsing and online shopping- especially creating shopping carts and lists.

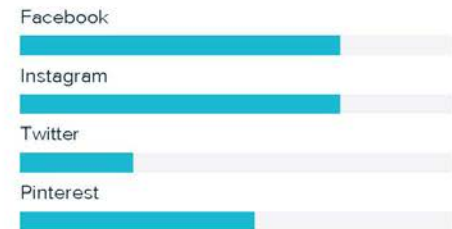
Tech



Preferred Channels



Social Media Usage



John Bartolo: Christian Education Leader



"I'm a 'fixer'... a problem solver. I'm determined to analyze issues to seek the best outcome. I find satisfaction in teaching, coaching and seeking truth."

Age: 46
Work: Structural Engineer
Family: Married, 2 teenage children
Location: City, state
Character: Academic

Personality



Driven Sports-minded Reader
Leader Meticulous Independent

Goals

- Find Bible study resources for weekly study group
- Obtain Bibles appropriate for giveaway
- Find inspirational biographies of Christian sports personalities

Frustrations

- Does not enjoy shopping
- Dislikes gimmicks and promotion hype
- Problems with the available solutions.

Bio

John is a structural engineer at AirProducts and Men's Ministry Group Leader at his church. His heart is to equip men to be effective husbands, fathers, and strong role models in their homes. John's most purchased item are Bibles because he's been known to give his own away. He often browses for group devotionals and teaching materials for high school to adult age groups.

Tech



Preferred Channels



Social Media Usage



The foundation

Themes and UX

To begin design, select a theme that works to meet the needs of the personae.



The foundation

Choosing a theme that works

Website theme checklist

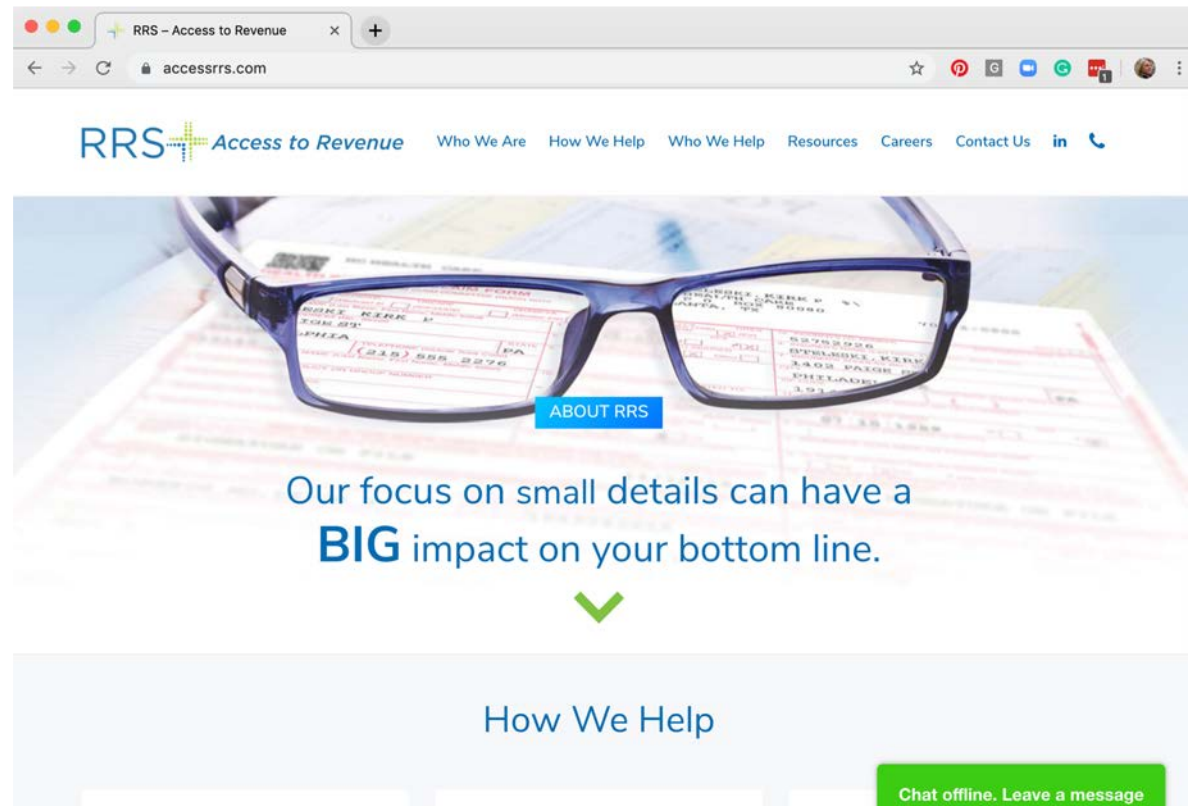
- Make a list of structural requirements to meet user needs
- Make sure the theme is responsive (mobile interface)
- Establish a color palette – RGB, Web Ex: #FFFF00 (Yellow)
- Choose a theme with easy to read fonts
- Remember white space is your friend
- Assess image and asset quality
- If you think, “I like this theme, but ...”
choose a different theme.



The foundation

Less is more

Don't add functionality that won't be used or adds extra work to maintain.



The possibilities

Customizing with caution

If you find you decide to customize your theme to best meet the user's need, then plan to customize globally. Unique customizations cause the site to be inconsistent and confusing to user.

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The 4 uglies

“It’s works, but it’s ugly”
Focusing on user interactions



Avoiding the 4 *uglies*: **Ow or wow!**



When we have emotional reactions, we engage better, learn better, and remember better.

- Edgy
- Sexy
- Unprofessional
- Sleek
- Clean
- Pop
- Dated
- Fun

User interaction: Visceral The user's "gut" feeling

"If we're conscious of what the visceral reaction might be, we can plan to help our [users] "feel" a certain way about our information before they even begin reading or engaging with it."

Copyright © 2019 [The Visual Communication Guy: Designing Information to Engage, Educate, and Inspire People](#)

The 4 *uglies*: **You or User**



When we know where to look first, second, third ... visual progression guides the users through the design.

- Page placement
- Size
- Weight
- Contrast
- Continuance
- Lines
- Proximity

User interaction: Visual “Where do I go from here?”

Visual hierarchy creates order and visually appealing design for both mobile and traditional sites. It ensures a comfortable and enjoyable UX, and shouldn't be neglected.

The 4 *uglies*: **Ahhhh or Awwwww**



To design the best possible user flow, you need to understand the user journey.

- Not intuitive
- Hard to navigate
- Impersonal
- Search
- Requiring into

User interaction: Behavior “Finding the way”

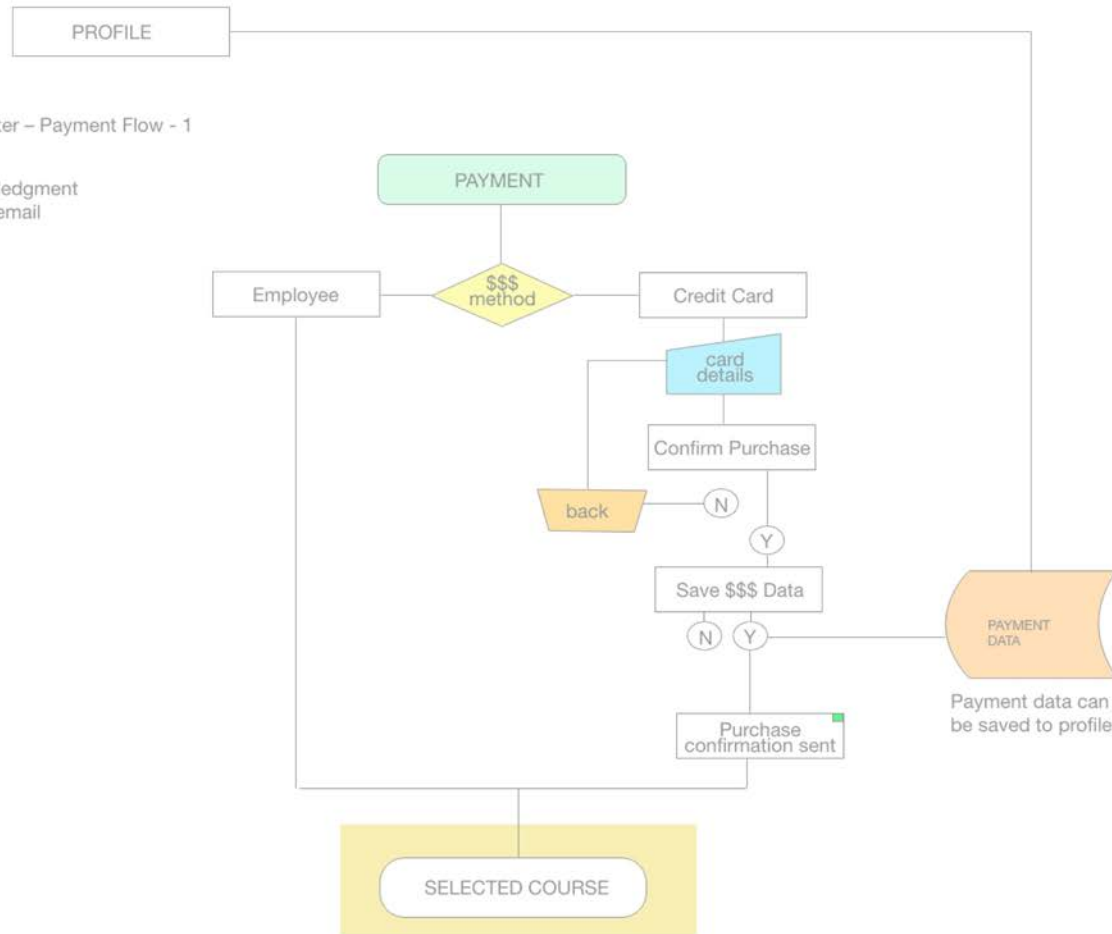
User journeys uncover the key user pain points, touch points, emotions and positive and negative experiences while users are engaged. User flow maps the actual steps a user takes to complete a task.

The 4 uglies: Ahhhh or Awwwww

User flow

Integra Intelligence Center – Payment Flow - 1

- indicates email confirmation/acknowledgment sent to user's profile email



The 4 *uglies*: **On Point or En Pointe**



Content must add value. Readers are drawn to content that's personal and benefits them.

- Concise
- Clear
- Active
- Correct
- Consistent Voice
- Grammar
- Spelling

User interaction: Content “This makes sense”

Visual hierarchy creates order and visually appealing design for both mobile and traditional sites. It ensures a comfortable and enjoyable UX, and shouldn't be neglected.

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Attention to UX makes a website a gift to a user designed to deliver exactly what he/she wants, in a way that he/she wants it.