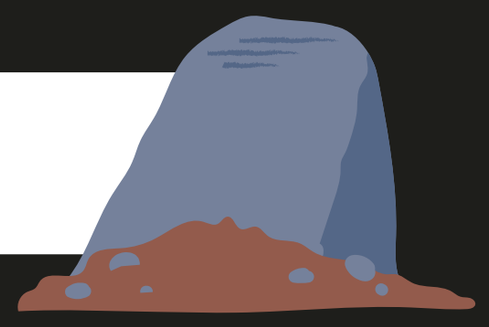
UX UI TALKS

IT'S TIME TO REVEAL THE TRUTH!

IF IT WORKS FOR AMAZON, IT WILL WORK FOR YOU

FLASE!



Emulation is mostly **not a smart strategy**. It doesn't mean that you shouldn't copy the design of others — by all means do. But make sure you also understand why it worked for them and how it will work for your company and your users.

Reasons Not to Copy Amazon

Amazon Can Afford To Fail Massively

If they try something that isn't a blazing success,they can just buy another company that does it better

The Gurus Say So

Bryan Eisenberg, **Jared Spool** and **Jakob Nielsen**. These guys are geniuses and they warn against copying Amazon.

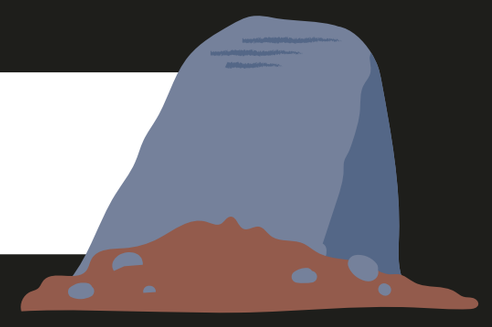
You Are Not Amazon

Amazon is a big company with users and traffic that very few companies can replicate.

-Linda Bustos

ALL PAGES SHOULD BE ACCESSIBLE IN 3 CLICKS

SOMEHOW FALSE



Usability tests have long challenged the so called three-click rule or two tap rule.. but fewer **clicks don’t make users happier** and aren’t necessarily perceived as faster.

What really **counts here is ease of navigation,** the constant scent of information along the user’s path. If you don’t make the user think about the clicks, they won’t mind having a few extra clicks.

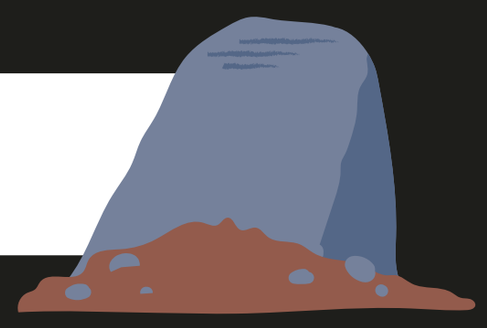
You don´t have to believe me, trust this:

UIE’s usability tests showed that **people don’t quit after 3 clicks** and don’t feel frustrated if they have to click more.

Further UIE usability tests show that it’s not the number of clicks but **the well-labeled links with information scent that play a key role i**n usability.

WE NEED PERSONAS

IT DEPENDS...



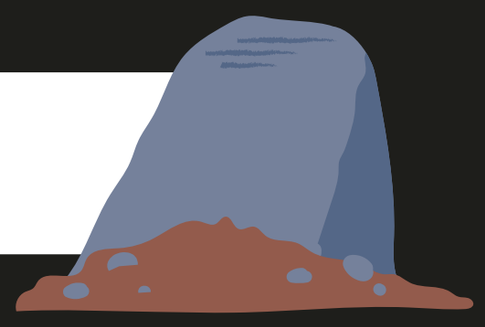
Personas can be helpful to better remember **user groups.**

However, they should be based on user research in order **to be representative** of the actual users of the resulting end product in the course of a project.

In the process, these personas then shape design decisions, for example, because they are based on a qualitative understanding of users and are therefore particularly memorable.

IS WHITE SPACE WASTED SPACE?

FLASE!



- There's all this empty space at the top.
- Can we add more content since there's space for it?
- Let's make everything bigger to fill up space!

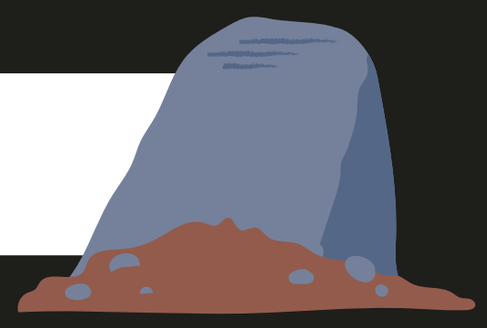
The human **eye prefers** to look at visuals that are **not cluttered or crowded**, and white space can assist in clearer communication and effective graphic design

White space improves readability and allows time to pause and reflect on the message people just received

Comparing with Yahoo, as you can see, Google is a big advocate of white space in their designs.

PEOPLE DON'T SCROLL

YEP, IT'S FALSE



Sometimes you can be scared to miss information above the fold but the trick to apply is to design the page for **retaining users' interests and encouraging them to scroll.**

Parallax scrolling is one of the best ways to do this and you can draw inspiration from many websites, which have successfully incorporated it. **Storytelling is another way of getting visitors** interested and involved in the website and navigating it without feeling compelled.

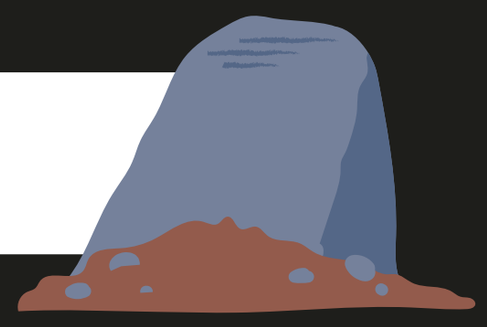
You don´t have to believe me, trust this:

Heatmap ClickTale analyzed almost 100.000 pageviews. The result: people **used** the **scrollbar** on **76%** of the pages, with 22% being scrolled all the way to the bottom regardless of the length of the page

Jakob Nielsen's eye-tracking studies show that while attention is focused above the fold, people do scroll down, especially if the page is designed to encourage scrolling

THE MOST IMPORTANT PAGE:HOMEPAGE

NOT SO TRUE...



Usability experts, including Jakob Nielsen, have long argued that your homepage is the most valuable real estate of your website. As a result, lots of web designers and developers still spend most of their time on the design of the home page.

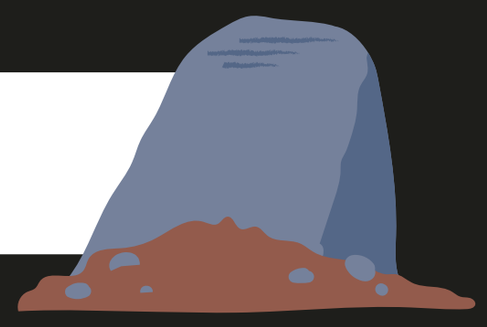
But **Gerry McGovern** states that **more and more customers are going straight to specific pages** on your website, rather than the homepage.

You don´t have to believe me, trust this:

In 2003, 39% of the page views for a large research website were for the homepage. By 2009, it was down to 19%. In one month in 2008, of the 70,000 page views a technology site received, 31.42% of views were for the homepage.

UX IS ASKING PEOPLE WHAT THEY WANT

FALSE!



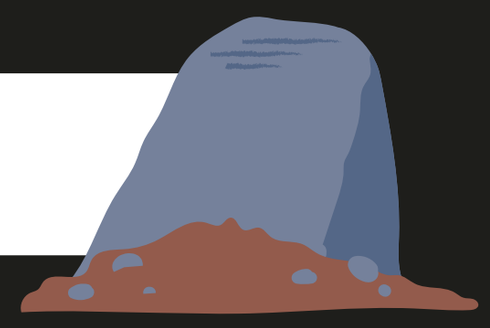
Users are themselves **unaware of how they will use a product or a system.**

Their use actually depends on the learning curve, existing comfort levels, their motivations, interests and demands. As a UX professional, you need to take these common factors into account when creating the specific UX for a target group of users.

What you have to understand is, people make confident but **false predictions** about their future purchasing behavior.

WE CAN ADD THE RIGHT TEXT LATER AS WELL

WHAT? FALSE!

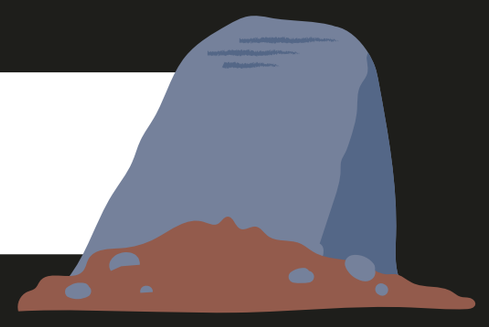


Because then we would have to work with dummy text again in the meantime, and we don't want that. Content is already relevant in the coordination phase and helps to **convince clients of an idea**

Text must be **included as an essential component** in the entire design process, and thus also in UX design. UX writing is a discipline in its own right.

YOU ONLY NEED 5 USERS TO SPOT 80% OF THE ISSUES

FALSE!



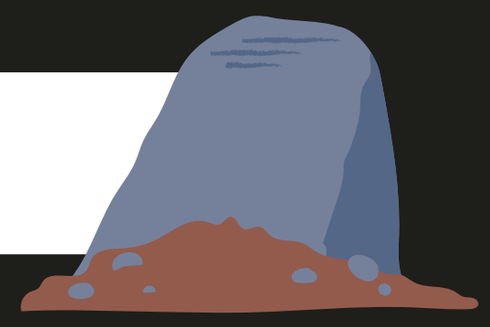
Products today **are way more complex and intricate as they are used by more people**, and we are doing the organization a great disservice by selling this “magic pill” of only 5 usability tests because it is easier to pitch, because we don’t need to deal with rejection that much.

If we inherited something bad from classic design is the idea of finite design. **Design is never done.**

Start with 5 users, and then another 5, and so and so until you are able to predict user’s behavior, what Jared Spool defines as point of least astonishment

YOU CAN DESIGN WITHOUT KNOWING THE CONTENT

ALL FAKE!



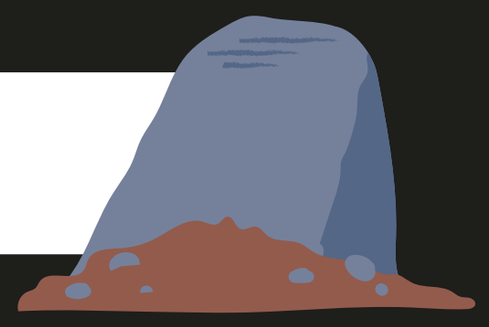
Designing a website without having defined the content requirements in advance **often leads to an aesthetically pleasing, but at the same time unrealistic design.**

In addition, the **impression is created that the content of the website is secondary to the user experience**.

What amount and type of content is relevant at which point is determined by the user goals and influences the design. After all, the design **should match the content** and present it to users in the best possible way.

WEBSITES NEED REGULAR RELAUNCHES

YES AND NO...



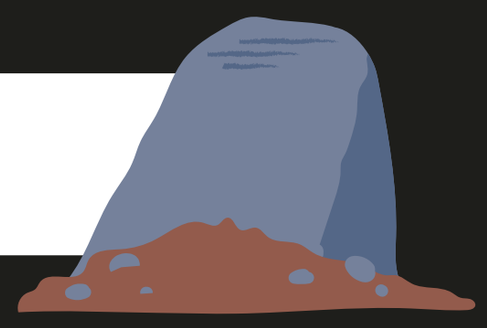
New and different does not necessarily always mean better. But, regular further development and revision based on new requirements or findings does make sense.

However, this should be done carefully, as users tend to reject complete overhauls.

The times it need to be changed depends on how well your design is doing, but a rule of thumb would be 1-3 times every 3 years

YOU ARE LIKE YOUR USERS

HELL NOO!!!



When designing a website, it's easy to assume that everybody is like you. However, this leads to a strong bias—**the false-consensus effect**—and often ends in an inefficient design.

You evidently know a lot about your services and your website; you're passionate about them. Your users, on the other hand, are likely to not care that much. **They have different attitudes and goals**, and just want to get things done on your website.

To avoid this bias, you need to learn about your users, involve them in the design process, and interact with them.

Why are you different from your audience?

Jakob Nielsen states that One of usability's most hard-earned lessons is that **'you are not the user.'** If you work on a development project, **you're atypical by definition.** The antidote to bubble vapor is user testing: **find out what users need.**

YOU ARE LIKE YOUR USERS

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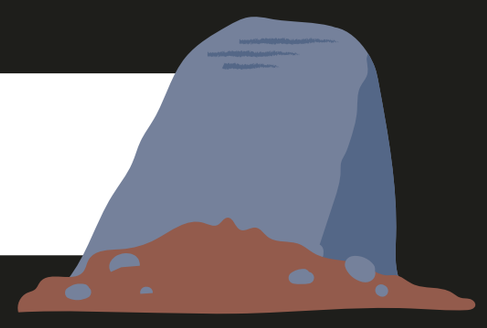

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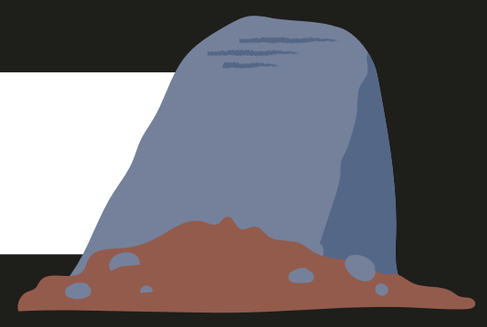
MOBILE FIRST!

YES AND NO...

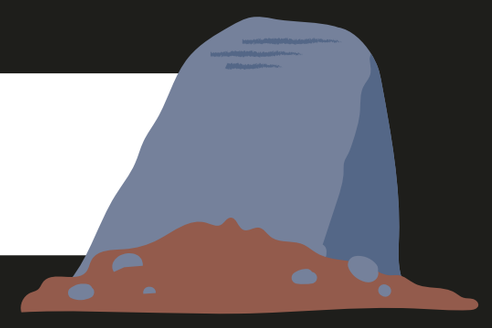


According to the omnichannel approach, **users should have a good experience** with the respective product on **all their end devices.**

However, it is important to learn from the mobile-first approach. This means **reducing the existing content and functions to the most important ones** and arranging them according to their importance. In any case, the same content should always be shown on the mobile pages as on the desktop version, for example.

CHOICES SHOULD ALWAYS BE LIMITED TO 7+/-2

NOT SO SURE...



Miller's original theory argues that people can keep no more than 7 (plus or minus 2) items in their short-term memory. On a webpage, however, the information is visually present**, people don't have to memorize anything** and therefore can easily manage broader choices.

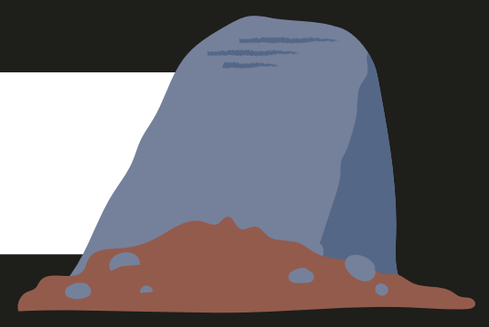
Can we know more about it?

Even George Miller was shocked to see how **badly his original concept was misinterpreted,** saying that "The point was that 7 was a limit for the discrimination of unidimensional stimuli (pitches, loudness, brightness, etc.)

Nielsen Normann Group article, while underlying the importance of chunking, states that **"confused designers will sometimes misuse this finding** (ie. the Mythical Number Seven) to justify unnecessary design limitations."

ACCESSIBLE WEBSITES ARE UNATTRACTIVE

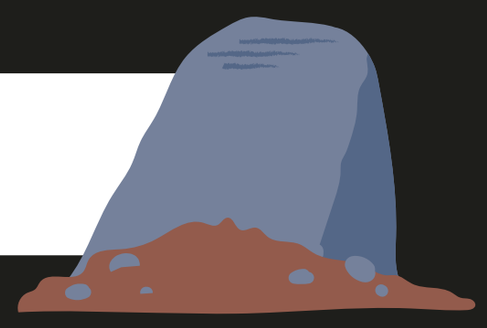
WAY TOO FALSE!



WCAG (Web Content Accessibility Guidelines) **have little to no impact on the visual design of a project.** Accessible websites are also beneficial for users and provide operators with a larger audience as well as **better SEO** and usability scores. However, accessibility should be considered from the beginning. Because a later revision can be time-consuming (and expensive).

UX IS DRIVEN BY TECHNOLOGY

FALSE!



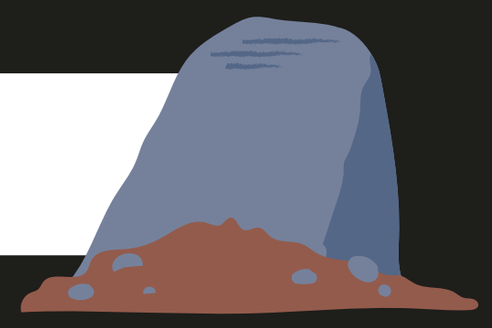
As Jon Kolko states:
No method can be the solution for solving the world's hardest problems. Only hard work, perseverance, and a lifetime of experience can drive the real problem solving, form giving, and changemaking we strive for as designers.

Why reinvent the wheel every time? The ones that will help the team ship something faster to our customers, **have real feedback, and then go back to the whiteboard and make new decisions**, based on the discoveries the team made

UX is not driven by technology alone. On the contrary, **it focuses on humans** – that is, end-users and their experiences and interactions with a system. It is not only about enhancing the existing experience but also about creating better experiences. Remember, **users do not know what they want** and that leaves you with the responsibility of delivering the best experience on the system or product they are going to use.

MORE CHOICES, MORE PROBLEMS

TRUE!

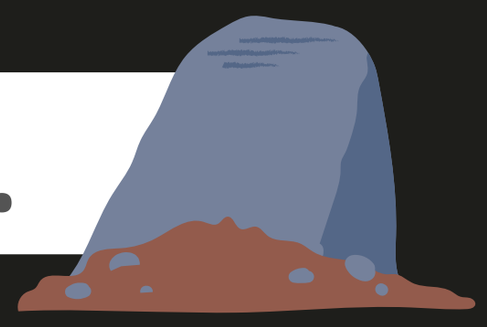


Choices are good. In fact, choices are great. But when there are **too many choices on a website, it becomes difficult for users to work** their way in and around the interface without getting distracted!

“Good design, when it’s done well, **becomes invisible.** It’s only when it’s done poorly that we notice it. Think of it like a room’s air conditioning. We only notice it when it’s too hot, too cold, making too much noise, or the unit is dripping on us. Yet, if the air conditioning is perfect, nobody says anything and we focus, instead, on the task at hand.” – Luke Wroblewski

PHOTOS ALWAYS IMPROVE USER EXPERIENCE

SOMEWHAT TRUE...

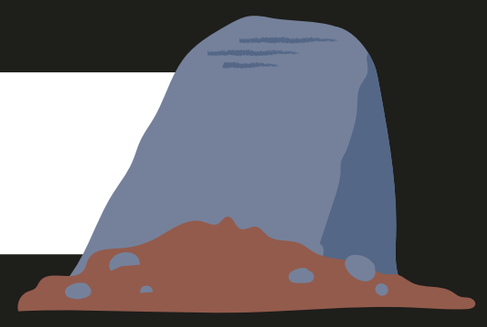


But, if the images aren't related to the topic of the website and don't hold useful information, **they rarely add value to a website** and even less to a mobile app.

Photos of products and real people are treated as important content and scrutinized. But, some types of pictures are completely ignored. This is typically the case for **big feel-good images that are purely** decorative.

PEOPLE DON´T READ, THEY SCAN

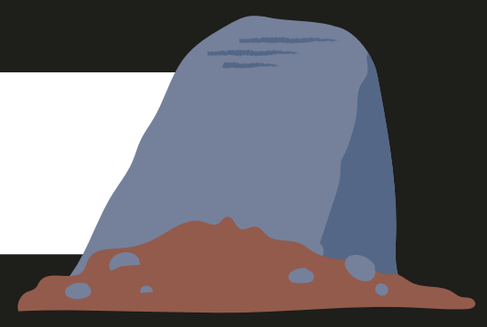
TRUE!



People rarely read Web pages word by word; instead, they scan the page, **picking out individual words and sentences.**
According to an eye-tracking study by Eyequant, when users land on your site, their eye path starts from the **upper-left corner,** which will get the most attention, and moves down and right from there. The **bottom-right** terminal area is where you should place your **call to action.**

A FLAWLESS DESIGN IS SUFFICIENT FOR UX

NOT SO SURE...



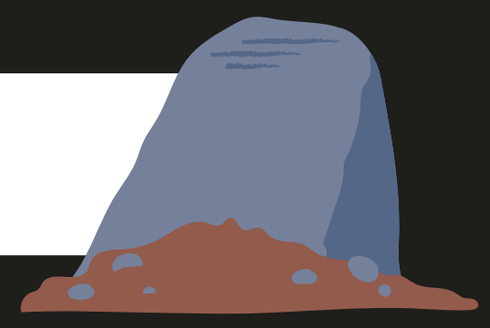
Flawless design is always a **good solution** when it comes to UX. However, on its own, it does not guarantee the success of a system or a product.

Even if your system design is easy on the eyes, it still **needs to be tested for performance.** For instance, you need to focus on whether you have missed out on details such as errors in loading a page, links that do not change color, menus that confuse the users, and similar issues that taint the overall UX

This is the reason why testing takes precedence when it comes to enhancing the user experience on any system. Please make a list of some common UX problems that you might face and address them during the testing process.

ICONS IMPROVE USABILITY

NOT SO TRUE...

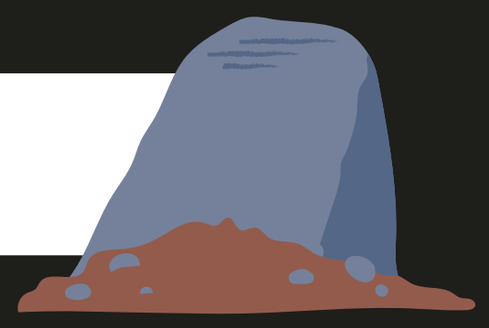


Icons do add value when they are universal.
By definition, icons represent an action, idea or object, visually. When **icons are ambiguous,** users **get confused** and annoyed, often abandoning the website in the process.

Also, let us not forget the fact that **icons are hard to memorize by the users**, especially if they have never been used in living memory! Many of them require accompanying texts to understand the underlying meaning and this is what hinders the usability in the long run.

UX ISSUES ONLY AFFECT WEB DESIGNERS

FALSE!



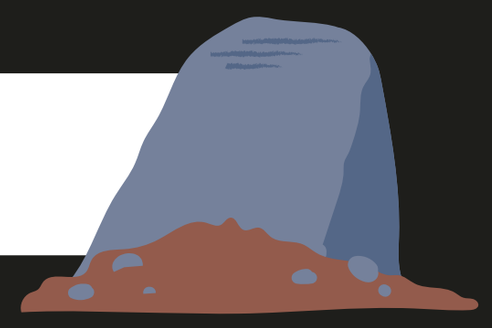
User experience doesn't start on the web, nor does it end with design.

Everything is UX, from functionality and usability, to information architecture, information scent, user interface design, type of content, and the specific wording of text.

That's **why it's important that everyone involved in a project has some understanding of UX.** While designers ensure that a website is implemented accordingly, copywriters must formulate clearly and comprehensibly. When practiced holistically, UX contributes to the bigger picture and is reflected in all elements of a project.

UX AND UI ARE THE SAME THING

SO FALSE!

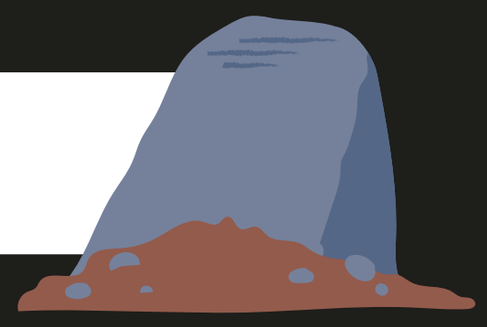


UX equals to UI is probably one of the biggest bluffs floating around in the design circuit for quite some time. UX is not the same as making a product usable i.e. to help users easily accomplish goals. It is more about providing users a meaningful experience, which engages them completely and makes them take a call to action.

UX is about the exprience when UI is about the interface, how it looks and UX is how it works

DESIGN IS OF PARAMOUNT IMPORTANCE

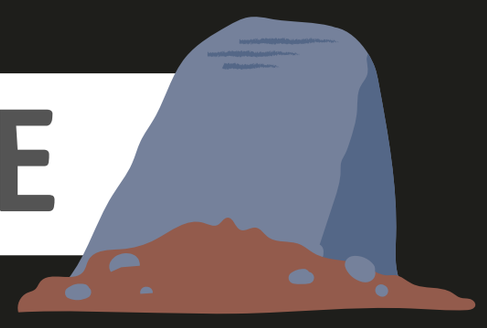
FALSE!



Your role as a UX designer is to leave **no stones unturned** to ensure that the website not only looks good, but also functions in the best way, giving an enhanced experience to the users. **Fix all the broken links,** give users creative 404 error pages, settle for interesting text on CTA buttons and pay attention to every small detail that can improve end-users' experience on the website.

ONE SIZE FITS ALL

YOU KNOW IS FALSE

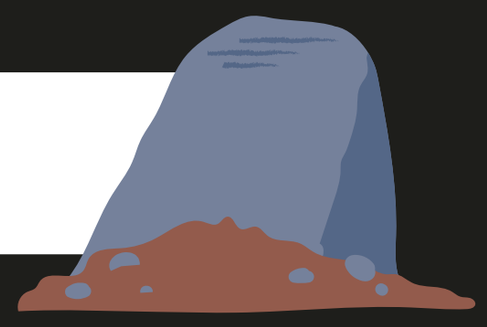


Another common myth that designers believe in, is – one size fits all. They think that if a UX design worked on a website, it will definitely work on their websites as well. Well, it **is not wrong to draw inspiration from successful websites** but then, you also **need to understand what worked for those websites and why.**

Don’t just copy their UX tactics blindly; know the reasons and implement the ones which will work in the favor of your website.

UX IS EVERYONE'S CUP OF TEA

SAD, BUT FALSE

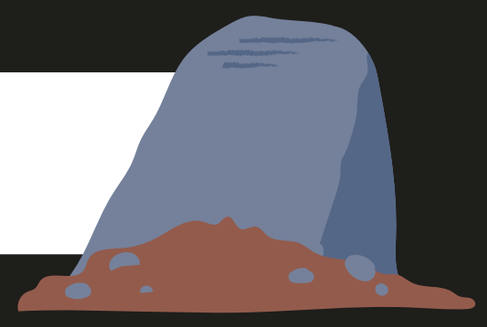


A lot of designers call themselves UX Designers, but very few of them are. **Expertise in UX design is earned over the course of many years** and even then, many designers don't have the confidence of coming up with a great UX.

There are many web designers out there who think they are UX specialists, but if you are actually serious about maximizing the potential of UX, it's important that you look for somebody who has core experience in UX design. Only someone who has been in the field for quite some time and knows the nitty-gritties can deliver on the user experience expectation of your target audience, irrespective of the system/product

UX IS INCREDIBLY EXPENSIVE

NOT TRUE !



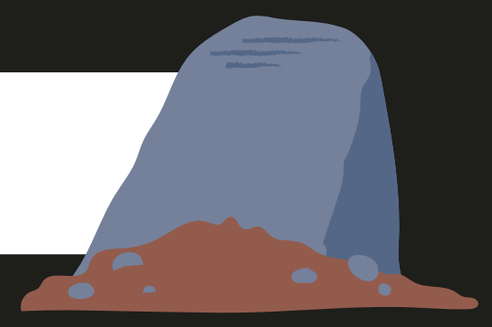
Another common misconception about UX is that it is expensive both in terms of time and money.

The reason is the cost of hiring experienced and expert UX professionals who will obviously charge a fee for the services they provide. Also, **people tend to think that the entire process of UX takes forever** to complete and this is why it is perceived as being costly.

But if you think of it as an investment that delivers sustainable returns over the long term, it will start making more sense to you.

UX IS ONLY ABOUT THE LATEST SOLUTIONS

FALSE



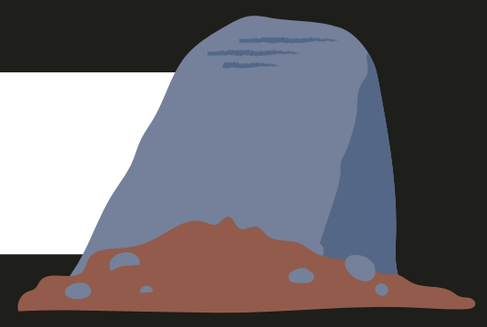
UX is definitely not about the latest solutions that set a trend on the market.

It is actually specific to the company that creates a system or product. **UX is about knowing solutions** that will work best for the end-users and which will have a long shelf life. However, this doesn't mean you do not need to update your technical know-how about the latest, innovative technologies and be comfortable in using the same.

But at the same time**, you need to focus on how you can make it easier** for the users to interact with the system or product.

UX TESTING NEEDS TO BE DONE IN THE END

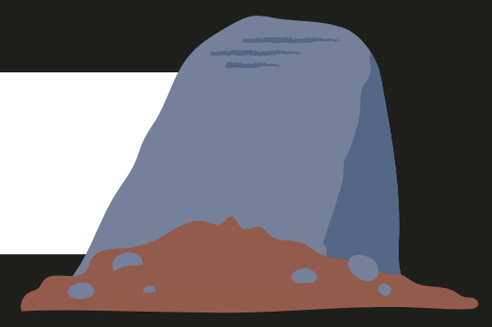
FALSE



It makes no sense to leave UX testing right till the very end. **The best practice is to test the system any time –** preferably at every step of the development process and check for potential errors. This also helps you prevent costly delays arising out of last minute problems with a project vis-a-vis its UX.

5 NAVIGATION POINTS MAX

FALSE



Users can still **find their way around a site with more than 5 options**. Recognition plays a much greater role here than pure recall from memory (recognition vs. recall). However, our working memory is limited and cannot remember everything at once. Therefore, the information content of the terms as well as the order of the individual items is relevant.

UX UI TALKS

IT´S TIME TO REVEAL THE TRUTH!

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