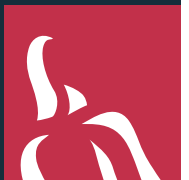
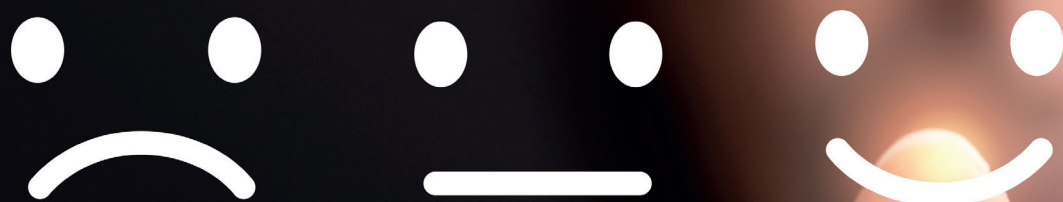


Webdesign

24 tips for user-friendly UX design





**UX design:
For applications
that inspire.**

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Introduction

Have you ever despaired when trying to find the menu tab on a website? Or do you know how to search in vain for the right ticket at the ticket machine for minutes and miss the train? Then you already know what bad user experience design (UX design) feels like. So that the users of your website do not have to share such or similar experiences, we show you in our eBook how to do it better. Learn what UX design is, which sub-areas belong to it and how you can offer users an excellent user experience.

Usability, user interface, information architecture: We'll show you what's behind these terms.

Let's go!

What actually is user design UX?

Whether it's buying tickets at a ticket machine, browsing on a mobile phone or shopping online on a desktop – everyone encounters user experience (UX) design on a daily basis. The crux of the matter is that you only really notice it when it comes to bad UX design. Then we turn away from the screen in annoyance and look for an alternative. But what exactly is this UX design?

UX design strengthens customer loyalty

In recent years, UX design has become a central factor in the development of applications and websites. Nowadays, it's no longer just a matter of whether you can create a software or a website, but rather whether you can effectively stand out from the competition. That's where UX design comes in. User experience (UX) refers to any experience that a user has when accessing and operating a website. However, this is about much more than the mere functionality of the application. Feelings, emotions, and other sensations also play a crucial role.

If users feel that they are in good hands on a website and that it triggers predominantly positive feelings in them, they have a very good user experience - i.e. a high user experience. This is ultimately a central aspect of whether a user buys a product or uses a service. Numerous studies have shown that this does not have to be just a one-time pleasure. After all, if the UX of a website or an application is high, a user will be happy to return to it. In other words, it enables customer loyalty.

The goal of UX design in business is to improve customer satisfaction and loyalty through the utility, ease of use, and pleasure provided in the interaction with a product.

*Magazin
"Interacting with computers"*

Putting the user at the center



Putting the user at the centre – this is ensured by the **information architecture**. The aim is to organize and relate information to each other in a way that simplifies the navigation and use of information on the web. A website should make information accessible in such a way that both the needs of the users and those of the operator are satisfied in the best possible way. In particular, the information should be easy to find and retrieve. Components in the design of an information architecture include content naming, navigation, and search.

Various aspects play a role when it comes to building the information infrastructure. For example, if the information is images, it should be arranged differently than if it is text. The amount of information also plays a role. A high-content information infrastructure is different from one with little content.

When building a meaningful information infrastructure, it is important to put the user at the center and to organize the paths to the information in such a way that visitors can reach the desired information intuitively and with as few clicks as possible. It should be taken into account that users can reach your website in different ways. For example, the home page is not always the entry point for potential customers, but perhaps also a blog post or directly the subpage of your product. This must be taken into account so that content can be easily found, regardless of the user's entry point.

The job of an information architect is to maintain a competitive advantage by making sure things are where they should be, and believe me, it's not always easy. As you'll soon discover, there is a lot to think about.

Pia Klancar

A good information architecture starts with the design of the website and is a multi-step process. Here are some tips in terms of information architecture:

1. Satisfy search intent

What are my users looking for? Keyword research provides information about which topics are burning under the fingernails of your consumers. Tailor content around keywords that have high search volume and low competition. Of course, the content should fit your company and your products.

2. Flatten the page structure

Flat hierarchies are better than deep hierarchies because they allow users to quickly find their way around your website. Flat hierarchies have many navigation points on the first level, but have fewer levels. This means that a user has to make fewer clicks on a website with a flat hierarchy to get to the desired content. Three clicks are considered a valuable guideline that a user should travel from the homepage to all important content. They are also more SEO-friendly, because subpages on the fourth or fifth hierarchical level run the risk of being classified as irrelevant by search engines.

3. Pay attention to the customer journey

Put yourself in your customers' shoes. Which path does a potential customer of yours take to purchase the product? Among other things, they recognize positive moments in the user experience and can subsequently expand them in a targeted manner. On the other hand, they also recognize negative experiences that a customer experiences on the customer journey and can eliminate them in a targeted manner.

Setting visual stimuli



Visual design focuses on the aesthetics of a user interface and ensures that it looks good, gives users the right image, and is in line with brand guidelines.

Not only do the visuals represent your brand or the look and feel of your online space, they are also extremely important when it comes to determining the user experience on your website. Beyond the visual, such as colors, images, logos, and icons, there is a deeper element that involves effective visual communication. Your graphic design needs to help you boost your business, and of course, it needs to promote ease of use and clicking in the right places.

Good visual design draws users' attention to important information and features. By making effective use of graphic elements and strategically placing content, you can ensure that your users see what they need to see in order to achieve their goals and successfully complete their tasks.

People tend to judge a book by its cover. This applies to many things in our world, including digital experiences. Visual design plays a key role in creating products with excellent aesthetics.

Nick Babich

The following basics are central to a successful and engaging visual design of your website:

1. Pay attention to the hierarchy

In all cultures, people read from top to bottom, in most from left to right. Studies show that users scan web pages in a Z-pattern. The user's gaze first scans the top bar of a page, then moves diagonally downwards and scans the bottom of the page again. Web designers are aware of this behavior and place information consciously, along this Z-pattern.

2. Size does matter

It's human nature to read bigger things first. To do this, we even override our natural reading habits and no longer read from top to bottom and from left to right. Read the text on the graph below as an example, what did you read first?

3. Be careful with the choice of color

Colours can not only influence feelings, but also encourage people to take action – or prevent them from doing so. For example, studies suggest that people make an unconscious judgment about a product within 90 seconds of first looking at it. Up to 90% of this assessment is based solely on color.

In color psychology, for example, the color blue stands for competence, quality, strength or loyalty. However, blue also has an appetite-suppressing effect, which is why it should not be used in conjunction with food.

Functionality is everything



Technical **functionality** is the basic requirement for any website. Long loading times, frequent crashes, downtimes, long-term maintenance work on the homepage are an absolute no-go for a good user experience on your website. After all, the users of your website want to be able to rely on you and your website. If you can't guarantee good functionality, users will look for alternatives. Alternatives are just a click or two away thanks to search engines.

In addition, there is another definition of functionality that is not based on the technical requirements. Products must therefore be designed in such a way that they fulfil their purpose – i.e. their function. For example, a chair fulfils its function when it offers a comfortable place to sit.

Conversely, for the design of a web shop, this means that it enables a shopping experience that is as coherent and simple as possible. Only if a holistically coherent process is made possible, starting with browsing through the products to a simple payment process and ending with fast and uncomplicated delivery. More on this in the following chapter Usability.

When a design is highly functional, it does what it's expected to do and does it well. Good design has a purpose and is crafted in such a way that it will consistently and reliably execute a particular function.

Interaction Design Foundation

With these tricks, you can guarantee the technical functionality of your website around the clock and ensure a high user experience:

1. Compress images

Larger files take more time to load than smaller files. Images are considered to be the main reason, as they make up an average of around two-thirds of the total load of a website. Bulky, high-resolution images unnecessarily enlarge your website and thus deteriorate page speed. As a result, the functionality of your website is limited.

2. Optimize the CSS code

CSS files can get pretty big. Try to use fewer declarations and operators to keep the size of your code small. In addition, make sure that CSS that is no longer used is regularly deleted from the code. More CSS code optimization tips:

- Don't use @import call
- Don't use CSS in HTML like H1 and DIV tags
- Use inline CSS

3. Less is more

Plugins can be valuable and very useful additions to your website and increase the functionality for users. For example, popular websites have up to 80 plugins. As long as the installed plugins are well developed, they are not a problem. Otherwise, your website will quickly lose performance, load speeds will increase, and functionality will decrease.

Meeting user needs



The term **usability** is defined in DIN EN ISO 9271-11 as „the extent to which a product can be used by certain users in a certain context of use in order to achieve certain goals effectively, efficiently and satisfactorily.

The usability of a website, as well as of other products, depends on how well its functions meet the needs and contexts of the users. Therefore, you are directly responsible for usability. Usability should include the following points:

- Effectiveness: The website supports the user in the execution
- Efficiency: By using a process that is as simple as possible, the user can complete tasks quickly and easily
- Engagement: The user perceives the website as pleasant and appropriate to their needs
- Easy learning: New website visitors can quickly find their way around the website and reach their goals more easily on future visits

Usability is not only of great importance for a website or an app. Wherever there is an interface between man and machine, it is the focus. Software, medical devices, automobiles or technical machines that play a role in everyday working life are further examples. Good usability is not explicitly perceived, only when something does not work as the user expects it (= bad usability) is noticed.

Put very simply, usability is the ease with which a person can accomplish a given task with your product.

Emerson Schroeter

With these tricks you can achieve good usability:

1. Usability is a process

Successful designers usually measure the usability of a website throughout the development process, from the wireframes to the final result. Thus, they can ensure maximum user-friendliness when launching the website. However, the development of usability is far from complete. Constantly check the usability and consistently involve users in the development in order to continuously improve the usability.

2. Ensure continuity

Continuity is one of the most important factors in achieving good usability. Imagine that the design of your website changes from subpage to subpage. It would be hard to keep track and navigate through the website effectively and efficiently. Therefore, make it easy for the user to familiarize themselves with your website and maintain a similar layout across all your pages.

3. Responsive Design is the key

The number of mobile phone users has risen steadily in recent years – for many internet users, the smartphone is now the most important device to go online. As a result, mobile-friendly and responsive websites are no longer just an option, but they should be an integral part of your website's design. When implementing a responsive theme, make sure that the familiar design of the desktop version is maintained, regardless of the device you are using.

Art and Design of Typeface



Typography is so much more than just choosing a beautiful font for your website – it's the art of bringing your interface to life with fonts. However, there are a few things to consider when working with typography: readability, accessibility, or hierarchy. Here's how typography can make the difference between a good user interface and a great one.

When a user visits a website, or even an app, for the first time, he or she is more likely to scan the page than read it. A clear hierarchy and clean fonts are therefore essential to make an excellent first impression and thus keep it on the page. Last but not least, the typography should be consistent with all other elements of the user interface. The following elements play a role:

- **Font:** The four basic fonts are serifs, sans-serif fonts, cursive fonts, and decorative fonts.
- **Whitespace:** At least as important as the font itself is the whitespace. This is the term used to describe the space around text and graphics. This is not consciously perceived by the user. Nevertheless, the correct use of whitespace ensures a clear user interface.

- **Hierarchy:** Hierarchy was already an issue in visual design. The creation of such a hierarchy is one of the most important principles of typography and aims to establish clear distinctions between the texts.
- **Font color:** Font color has three key components: value, hue, and saturation. A good designer knows how to balance these components so that the text is both eye-catching and easy to read.
- **Contrast:** Like hierarchy, contrast helps to convey to users what information is central and important to users.

Typography is the art of arranging type. It might sound simple, but there's a lot that goes into it, like choosing typefaces, point sizes, colours, and designing the spaces between text blocks, lines and letters.

Becca Kennedy



There are quite a lot of things to consider.
So here are some tips:

1. Limit your fonts

Don't use too many different fonts. Remember that the goal of a successful hierarchy is based on clarity. Using a maximum of three fonts for a design is a safe bet. If you use more than three fonts, it can quickly become distracting and confusing. On [fontpair](#) you will not only find numerous fonts, but you will also be shown fonts that harmonize well with each other.

2. Use Color Contrast

Colors are associated with emotions and are traditionally associated with various characteristics. Implication is an aspect of the visual hierarchy. Consider not only the font color, but also the background color and the colors of the other elements. Font color works well for classifying information, adding personality, and reinforcing a brand.

3. Emphasize important information

A particular text will always be more important than any other text on your page. It is important that we emphasize the importance of an element through weight, size, color, or all of these factors to make it stand out and differentiate it from other elements. For example, using lighter text for supporting or less important blocks of text will draw more attention to the stronger, more vivid text. This improves the readability of an interface and allows users to quickly perform the desired actions without consuming their precious brain power.

User Interface



The economy - and life in general - has become increasingly dependent on the Internet, web applications and mobile applications. As a result, innovative companies have been looking for ways to compete on the internet. The best way to do this seems to be to develop an attractive and efficient user interface – i.e. a user interface.

The **user interface** is an essential part of the user experience and refers to the point at which a human user interacts with a computer, a website or an app. Basically, there are three different formats:

- With **graphical user interfaces (GUI)**, the user interacts with visual representations on a digital control panel. On the computer, this is often done via a mouse, on smartphones via tactile control via the touch screen.
- With **voice-controlled interfaces (VUI)**, the user interacts with his or her voice. This is the case with most smart assistants, such as Apple's Siri or Amazon's Alexa.
- Gesture-based interfaces **are also on the rise**, in which a user intervenes in design spaces by means of body movements. This is the case, for example, with virtual reality games on a game console.

The user interface is important to meet user expectations and support the effective functionality of your website. A well-designed user interface facilitates effective interaction between the user and your website or app, and therefore also ensures more traffic, more leads, and ultimately more sales. Central to the design of the user interface are, among other things, high-contrast image material, a clean and consistent design as well as a responsive design, so that your content can be received identically on all devices.

A user interface is the point of interaction between the user and a digital device or product—like the touchscreen on your smartphone, or the touchpad you use to select what kind of coffee you want from the coffee machine.

Emil Lamprecht

Below you will find the most important tips for providing your website visitors with an outstanding user interface.

1. Maintain consistency

By using consistent and familiar elements in your user interface, users feel more confident and can find the information they need faster and more efficiently. This consistency begins with a uniform linguistic image and continues, among other things, in a consistent layout and a coherent image concept. See to it that such consistency continues across all your pages and sections.

2. “Keep it simple”

Every now and then you feel the need to try something crazy and attract attention. Don't do that with your user interface! The best interfaces are often invisible to the user and are not consciously perceived by him. Avoid unnecessary elements, stay clear in your choice of language, and trust familiar patterns that can be found all over the internet.

3. Set accents

Your corporate identity gives you a certain look. That's a good thing, because it allows users to better identify you and your brand, and the CI ensures consistency across the board. Keep in mind, however, that you can consciously draw attention to objects through colors, light, contrast, or texture. This is important because just the color of a button can double the click-through rate.

Content Strategy



Imagine the following scenario: You visit a homepage with a wonderful design, it takes into account the elements presented so far, the information architecture is sensibly aligned, the visual design is appealing, functionality and usability are top-notch. And then there's the content of the website: a simple string of letters and numbers. Sentences that don't make sense. Videos that render stock images meaninglessly and seemingly arbitrarily. This sounds more like a nightmare than a good user experience.

Even if the design of your website or app basically allows for a good user experience, that doesn't mean that the user has one. Ultimately, the user experience also depends on the content provided. Is it easy to understand? Do you provide the information that the user is looking for? And finally, does the content encourage the user to take the next steps?

In principle, content marketing is nothing new, but has been used for a long time. Large companies such as Twitter, Apple, Disney and Facebook have had a functioning content strategy for years. It plans to create, publish, and manage useful and helpful content that fits the company, brand, or product.

Design in the absence of content is not design, it's decoration.

Jeffrey Zeldman



Your content doesn't write itself. So that your website stands out with a meaningful content strategy, you will find below three following three tips on what you need to consider when production.

1. Understand the user

A basic understanding of your target audience is essential for a content strategy. Who are the users of your website or app? What are their pain points? How do they get the information they need? By engaging with your target group, you will not only find suitable content and topics, but also discover which channels you can use to distribute them sensibly. And by getting to know your users better, you can also better tailor the design to them.

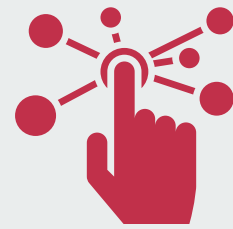
2. Immerse yourself in a world of your own

Whether you're covering current events, providing guidance, or writing general opinion pieces, all of your content should be aligned with your company's industry. They create a coherent user experience that allows website visitors to immerse themselves in a world of their own, regardless of the subpage they are currently on. Your online shop, blog, case studies and other website categories will give a consistent and cohesive picture.

3. Hand in Hand

In practice, there can sometimes be minor power struggles between UX and content management teams. Try to prevent this from happening and let both teams work hand in hand. Content producers often have a tendency to describe too much. UX designers can have a regulating effect by limiting space. This creates a synergy that enables a high level of effectiveness and ultimately a high user experience through the cooperation of both areas.

Interaction Design



Interaction design, often abbreviated as IxD, is the practice of designing so-called human-machine interfaces. Examples of such interfaces are, for example, the button on a pedestrian traffic light, the accelerator pedal on a car or, in relation to UX design: a link, a form – basically every button on a website.

The purpose of interaction design is to simplify any interactions between people and their immediate environment. Accordingly, interaction design is to be understood as the part of UX design that explicitly deals with specific interactions between users and the website or app. UX design, on the other hand, takes into account all aspects that are associated with a user.

The five dimensions of interaction design are a suitable and useful model for understanding what interaction design entails. Four of these five dimensions can be traced back to scientist Gillian Crampton Smith, who has studied interaction design extensively. Kevin Silver, lead interaction designer at IDEXX Laboratories, recently added a fifth dimension to these dimensions.

1. **Words** should be easy to understand, to convey information easily.
2. **Visual representations** should be used so as not to overwhelm the user.
3. **Physical objects** mean the actual controls such as the mouse or keyboard.
4. **Time** refers to how long a user interacts with the first three dimensions.
5. **Behavior** describes the emotions a user experiences during the interaction.

Design is not just what it looks like and feels like. Design is how it works.

Steve Jobs

How to ensure a successful interaction design on your website:

1. Focus on the user

Already in the development phase of a new website or a new app, you should focus on the user. Keep in mind what particular challenges your target audience is facing and design interactive elements around those challenges. This is how you create real added value. For example, let's say you have an international audience, but you can't afford to translate all of your content for cost reasons. Use universal symbols: Instead of using the word „add“, use the „+“ sign. Use an envelope symbol for the word „e-mail“.

2. Don't do too much at once

People can usually retain about four to a maximum of five pieces of information in their working memory at the same time. When designing interactions, limit the number of elements, instructions, or moving parts that the user needs to remember at the same time. Also, limit the number of choices. It's easier for people to make decisions when they have fewer choices than when they have a lot of choices.

3. Make interaction opportunities clearly visible

Every interaction option should be clearly visible and self-explanatory. The property of an object should be clearly recognizable so that a user knows what he or she can use the object for. Therefore, add shadows to 2D buttons to indicate that it is a clickable button. Another important component that ensures high affordance is the ability to adjust the cursor when a user hovers over a particular button. An index finger indicates that a button is clickable, an hourglass indicates that the page is currently loading, and an I-bar shows that the user can write something in the field. The function of each element of your website must be clearly identifiable.

Current trends around UX design



Digitalisation progresses and more modern technologies are emerging. Although the principles discussed in the previous chapters remain valid, these modern technologies open up new possibilities. In the following, we take a look at three current UX design trends:

Trend **1**

Start a conversation with your users

In the past, user interfaces were mainly thought of visually. Users click through drop-down menus, buttons, and fill out forms. Such interfaces are known as graphical user interfaces (GUI).

Due to constant technological progress, alternatives are increasingly coming to the fore. One of them is the so-called Conversational User Interface (CUI): i.e. user interfaces that enable a conversation between the user and a system or imitate it, for example via scripted chatbots. Among the best-known examples are digital voice assistants. Apple's Siri or Amazon's Alexa. Natural language processing (NLP) and machine learning (ML) ensure that users today can talk to a computer relatively naturally. But what does this mean in concrete terms for the design of a website?

Chatbots are playing an increasingly important role, especially in customer service. They provide valuable services by being able to respond quickly to simple customer inquiries and thus contribute to a higher user experience. The further development of this is the voicebot. Unlike a chatbot, it can have conversations not only in written language, but also in spoken language. PostFinance, for example, is currently using such a voicebot. For example, customers can use the voicebot to reorder account statements and interest statements.

In other words, CUI makes it possible to make interactions more natural. But be careful: If poorly set up, such interfaces can quickly look artificial or not work at all. Then the user experience turns negative. It is therefore important that humans and artificial intelligence go hand in hand in this area and thus deliver added value. Technology development is still in its infancy, and AI is constantly making progress. Conversational UX design is therefore a trend that you should definitely keep an eye on.

Trend **2**

Content that fits the user

Personalization is no longer a new concept. Thanks to big data, marketing departments have been able to target personalized content to the right user via emails or social media ads for some time now. But personalization has also arrived in UX design. A good example of this is Spotify. Based on which songs a user is listening to, the app suggests new artists. Personalization is even more extreme with Netflix. The app doesn't just point the user to new movies that suit them. Depending on which genres the user prefers, the teaser image of the film also changes. For example, if a person prefers horror movies, the app will display a mysterious image. Another person, who mainly watches action movies, is shown an action-packed picture. Maximum personalization!

This personalization allows the user to discover new content that matches their interests without having to invest a lot of time in the search process. By providing content and features that are tailored to specific user interests, this ensures a contextual user experience – and more revenue in the long run. This is because personalization makes users willing to use the software, app or website provided by you for longer and more.

Personalization is therefore an important tool in the toolkit of UX designers. It helps to ensure that services and products are better tailored to the needs of users. While personalization needs to be handled with care, savvy designers and developers can take advantage of this growing trend to serve their users smarter and more efficiently.

Trend **3**

Interactive storytelling

Scrollytelling is an effective way to tell stories more dynamically. It combines text, photos, graphics, video effects, and animations that blend together perfectly to tell captivating stories. Storytelling is a completely new, innovative way of visualizing a story or a flow of information.

The word „scrollytelling“ itself is a combination of „storytelling“ and „scrolling.“ It refers to a digital multimedia story that unfolds as you scroll. The stories can be either long narratives or short pieces of information with great supporting images and videos in the background that change depending on the context. In this way, narrative elements can be controlled by the gestures, i.e. scrolling, of the app user and repeated if necessary. Users can explore the content as they scroll, which is an engaging and impactful way of storytelling.

Scrollytelling makes websites more interactive and accessible, rather than just a dull interface that connects users to online activities. This development allows users to have fascinating and lasting experiences without sacrificing the important information of the website.

A good example of such a website is an LGBTQ campaign for the East African country of Tanzania: **#IamBinadam**. At first glance, the website looks classic, with scroll animations and animated graphics creating an interactive user experience that makes users happy to go on a journey of discovery.

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