

UX.

Hi, who are you?

What sort of website are you making, or are you interested in making? Is it for a business? Blog?

What is UX?

Improving the user's experience. Both meeting the user's needs, and going beyond what they say they want, to create an excellent experience. Can include: usability, information architecture, graphic and interaction design, accessibility, research, service design, customer experience design, data and analysis, psychology, science.

Who is my user?

Write down these answers, but keep it real. (If you don't know, how could you find out?)

- How do they find your site?
- What do they think when they get there?
- What do they do next?
- What do you want to happen?
- Why/when would they come back?
- What are their priorities and needs?

Are there general UX rules?

Yes, many, although they're more "tips" than "rules," as they can change, and they're flexible. Example tips: single column to completion on forms; prioritising pages, content and CTAs (Call To Action); visual prioritisation; error forgiveness; use human language instead of system language.

How do I improve my UX?

Improving the user experience on your own site can be really hard, because we are already a user - we're the "business" user. It's hard for us to ignore our point of view and look at our site afresh, from an outsider's point of view. That's why it's good to ask someone else to test it. I'm happy to review anyone's site/app/game/etc, if you're willing to share it!

My most important tips?

- Don't make assumptions
- Start on paper
- Users scan
- Your site is one of 1 million things in their day
- Read "Don't Make Me Think"

Mini user tests

- 3 second test: What do you think this site is for? What can you do there?
- First impressions: Have a look around. What do you find interesting or uninteresting? Is anything confusing? Is anything missing?
- Pretend task: E.g. Pretend you are a customer, and you want to find a rug that will suit a particular room in your home.

Conversation tests

Another way to test the site is by pretending the site isn't there, and instead, work through the equivalent customer conversation. This is good for for business sites. E.g. A website for a theme park: Theme park: "Hi, how can I help you today?" Mother of three: "Hi. I'm planning a family holiday. How much does it cost for 3 kids?" [cont.]

Are there any neat UX services?

usertesting.com - \$49 per user

inspectlet.com - watch how users use your site

How can I learn more?

Smashing Magazine UX articles

smashingmagazine.com/category/uxdesign

A List Apart UX articles

alistapart.com/topics/user-experience

UX Mastery and forums (Melbourne based)

uxmastery.com

community.uxmastery.com

Don't Make Me Think book

booko.com.au/works/5608