

The digital user interface and user experience

UI and UX

The obstacles your user faces

Users don't read all your carefully crafted content in detail. In this age of information overload and limited time, if your communication does not quickly look like it can help them, the chances are they will abandon it and look elsewhere.

Users adopt a technique known as ‘information **foraging**’; essentially quickly scanning the page for **clues** to try and pick up the ‘scent of **information**’. In ‘think aloud’ and eye tracking usability tests users are seen to rapidly **scan** the screen for **clues** about the path they need to take, normally **keywords** related to the task at hand. If the language **matches** their mental model, then chances are they will **continue** exploring.

Users typically scan for information in an F-shaped pattern.

We currently live in a world of interruption,
so it is critical
that we design
for this.



Eye scanning data models.

1 The Layout

LINK

LINK

LINK

LINK

LINK

SIGN

2

This is a headline or mission statement for the website.

3

Use Catchy Words

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque justo erat, consequat in venenatis sit amet, convallis et mauris.

4

New
eBook
Out Now!

Headlines Should Be Sexy!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque justo erat, consequat in venenatis sit amet, convallis et mauris.

Categories

Photoshop

Tutorials

WordPress

Site Elements

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Improve your user experience

Contemporary website design keeps changing and modifying. However try to always:

Lead the eye with strong visual hierarchies and pages that are optimised for scanning.

Use white space to create groupings of content.

Design for contrast to give weighting to key calls to action.

Use progressive disclosure so users can control the level of detail they see and reveal more information as required.

Craft your content for optimum readability:

Simplify things with bullet points or short chunked content.

Make good use of summary text.

Illustrate content with videos, images and audio.

Provide a clear *scent of information*:

Use plain, clear language rather than complex industry terminology.

Describe explicitly where [hyperlinks](#) lead.

Convey clearly, and early, the purpose of each page/link/button.

Social proofing

Users look to the actions of others to guide them. Research has shown that, when presented with an unfamiliar situation where we are unsure about which path to take, our brains are almost hard-wired to look to the actions of others to guide our decisions.



The effect of paying attention to others and letting their behaviour shape our judgement and actions is known as social validation (or social proofing).

Social validation could be argued to be the foundation of the modern web.

Consider the success of social sharing sites such as Facebook, Twitter, Instagram, TikTok etc. – we are fascinated by the thoughts, behaviours and actions of others.

Similarly, the activity or preference of others is frequently used to encourage us to explore, by exposing the most popular items, particularly on content-heavy sites such as news sites and shopping sites like Amazon.



Roll over image to zoom in

Canon EOS 5D Mark III - digital cameras (Auto, Cloudy, Custom modes, Daylight, Flash, Fluorescent L, Shade, Tungsten, Movie, Single image, Slide show, Electrical, Battery, SLR Camera Kit, TTL)

by Canon

★★★★★ 60 customer reviews | 38 answered questions

Available from these sellers.

1 new from £1,980.00 4 used from £1,175.00 1 refurbished from £1,869.98

- Canon EOS 5D Mark III DSLR Camera (Body Only)
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- 3.2" 1.04m-Dot ClearView II LCD Monitor
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★★★★★ (15)

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3200K-5600K Pro LED Video Light CRI 96 with UK AC

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Customers who bought this item also bought

Page 1 of 11



Canon 344B006 EF 24-105mm f/4.0 L IS USM Lens

★★★★★ 156

£659.98 ✓prime



EF 24-70mm F/2.8L II USM Zoom Lens

★★★★★ 60

£1,509.99 ✓prime



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★★★★★ 112

£11.99 ✓prime



Canon EF 24-70 mm f/4 L IS USM Lens

★★★★★ 60

£699.00 ✓prime



DSTE® 2x LP-E6 LP-E6N Rechargeable Li-ion Battery for Canon EOS 5D Mark II, EOS 5D Mark III,...

★★★★★ 412

£14.79 ✓prime



Canon EF 70-200 mm f/2.8 L IS II USM Lens

★★★★★ 287

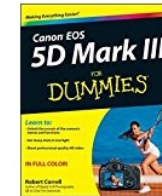
£1,599.99 ✓prime



Canon BG-E11 Battery Grip for EOS 5D Mark III

★★★★★ 31

£209.51 ✓prime



Canon EOS 5D Mark III For Dummies

> Robert Correll

★★★★★ 34

Paperback

7 offers from £59.06



Canon EF 50 mm-f/1.4 USM Lens

★★★★★ 1,556

£325.00



Lead the way

Look at how you can show what other users have done in the same situation as an example:

Eg. most viewed, commented upon, shared etc.

Check trends (daily, monthly, yearly...)

Give space and opportunity for the voice of other customers or buyers:

Customer reviews.

Voting and polls.

‘Likes’ for content, products and services.

Use the influence of other users, public figures or sponsors (especially those with whom the audience can identify):

Quotes

Testimonials

Success stories

It is key to make it easy for users to share and evangelise your content or application.

Loss aversion

Users fear loss more than they value gains.

While the brain can process huge amounts of information at an unconscious level (millions of pieces of data every second), research has shown that we can only actively attend to three or four key messages successfully in our 'working memory'.

A common learnt behaviour is loss aversion – just one of a large number of well-known cognitive biases that unconsciously affect our decision making.

Loss aversion describes our biological pre-disposition to favour decisions that minimise loss, rather than those that maximise gain. Some studies even suggest that perceived losses are twice as powerful as perceived gains, in shaping our behaviour.

Consider popular sales techniques such as “50% off – only 1 day left!!!!” that create an emotional response by tapping directly into our fear of missing out.

So much so, that ‘FOMO’ is now a widely understood and used term across many social media platforms.



Olive
live your dream
Shoes | Bags | Accessories

AWESOME SALE
11.11
ONE DAY LEFT

FLAT 20% OFF

IN STORES & ONLINE

The banner features a warm, golden-yellow background with a subtle bokeh effect of light spots. In the top left corner is the Olive logo, which includes a stylized 'O' icon and the brand name 'Olive' in a bold, sans-serif font, with the tagline 'live your dream' and categories 'Shoes | Bags | Accessories' below it. The central text 'AWESOME SALE' is in a smaller, bold font, followed by '11.11' in a very large, bold, orange-to-yellow gradient font. Below this, 'ONE DAY LEFT' is written in white, bold, sans-serif capital letters inside a dark red, slightly tilted rectangular box. In the bottom left, there are three red gift boxes of varying sizes, each wrapped with a gold ribbon and bow, surrounded by small gold bells. In the bottom right, a large, yellow, star-shaped badge with a red outline contains the text 'FLAT 20% OFF' in bold, dark red font. At the very bottom, a white banner with a black border contains the text 'IN STORES & ONLINE' in black, with a small red and white icon between the words.

How you present or frame options can have a significant impact upon whether or not they are perceived as a loss or gain.

For example studies have found (*Damasio*) that more patients opted for medical treatment with a 90% chance of survival rather than exact the same treatment where there was a 10% chance of dying.

Framing alters the decision.

Help users make the right choice

Consider your 'default choice':

Give users the chance to experience the 'best' option first with a time limitation. This will leave them less inclined to remove options or features in order to reduce price.

Guide people to relative decisions:

Use 'anchors' or sensible defaults that users can judge decisions against.

Frame choices in appropriate language to encourage decision making.

You can create a sense of urgency:

Offer a deal within a small
window of opportunity.

(However, remain truthful -
don't mislead or exploit users!)

Options, options, options ...

Your users like having options ... but hate making decisions. However, we don't like being in a position where there are no choices available to us.

True?

This is not actually true.

Research has shown that giving your users too many choices can be just as problematic as too few. A good example of this is how stressful supermarket shopping can be leading to ...

Cognitive burden –

the extra thought and effort required to compare the options available.

Post-decision regret –

the bitter remorse following a decision for fear it might have been the wrong one.

Anticipated regret –

the fear of making an incorrect choice.

Problem solved

If you have to make users choose, look to simplify the number of options.

Prepare only three to four choices at any one time (as seen in many online DVD, book and music retail websites, such as Amazon).

Provide clear points of comparison to reduce cognitive load.

If you DO need to present users with lots of options:

Provide filters and tags to narrow down choices.

Provide sensible defaults (e.g. most popular).

Break up complex decisions into simple steps

Financial Support - University xHyundai I10 Hatchback Deals xsale only 1 day left - Google S xcard sorting - Google Search xCar Chooser - Find your perfe x

https://www.carwow.co.uk/car-chooser

Apps PD links MartinBushCreative MA UWTSO - DFA UWTSO A&BD Soc... MyView SEE Swansea Uni - DFA D&A WIP Travel Social Media Image Libraries Software Training Education & Training Student Competitions » Other Bookmarks

carwowBrowse carsBuying adviceAboutHelp

Login

Car Chooser

Let us help you find your perfect car

BudgetUsageSeatsEfficiencySpeed

£8,000 – £80,000

£8,000£80,000+

All new cars (470 models)

Sort byPopularity



AVG. SAVING £2,574

Abarth124 Spider

8.6

RRP £26,920 - £31,920

Performance roadster is capable, but pricey

Compare offers



AVG. SAVING £1,796

Abarth595

7.5

RRP £15,510 - £22,060

Little hot-hatch isn't cheap but is fast and fun

Compare offers



AVG. SAVING £2,036

Abarth595C

7.4

RRP £17,510 - £24,060

A cool small car that's loads of fun

Compare offers



AVG. SAVING £2,590

Abarth695

7.0

RRP £24,695 - £26,045

Harsh, loud, and hilariously expensive hot hatch

Compare offers

Live chat - any questions?

Research is everything

All the tips mentioned here are just a tiny subset of the insights that user research has helped reveal about the thoughts, behaviour and decisions of a typical user of a digital interface.

Remember your users may have completely different attitudes and goals; they may have come to your interface (website, app, interactive panel, touchscreen, virtual reality, etc.) to help them solve a specific problem (whatever this may be), and just want to achieve this quickly and easily.

So listen and learn

Take the time to speak to your users:

Observe them completing tasks or navigating through your interface.

Conduct interviews or workshops to find out what they want, expect and need.

Don't forget the importance of indirect research:

Analyse site/app statistics and data to identify typical behaviours and trends.

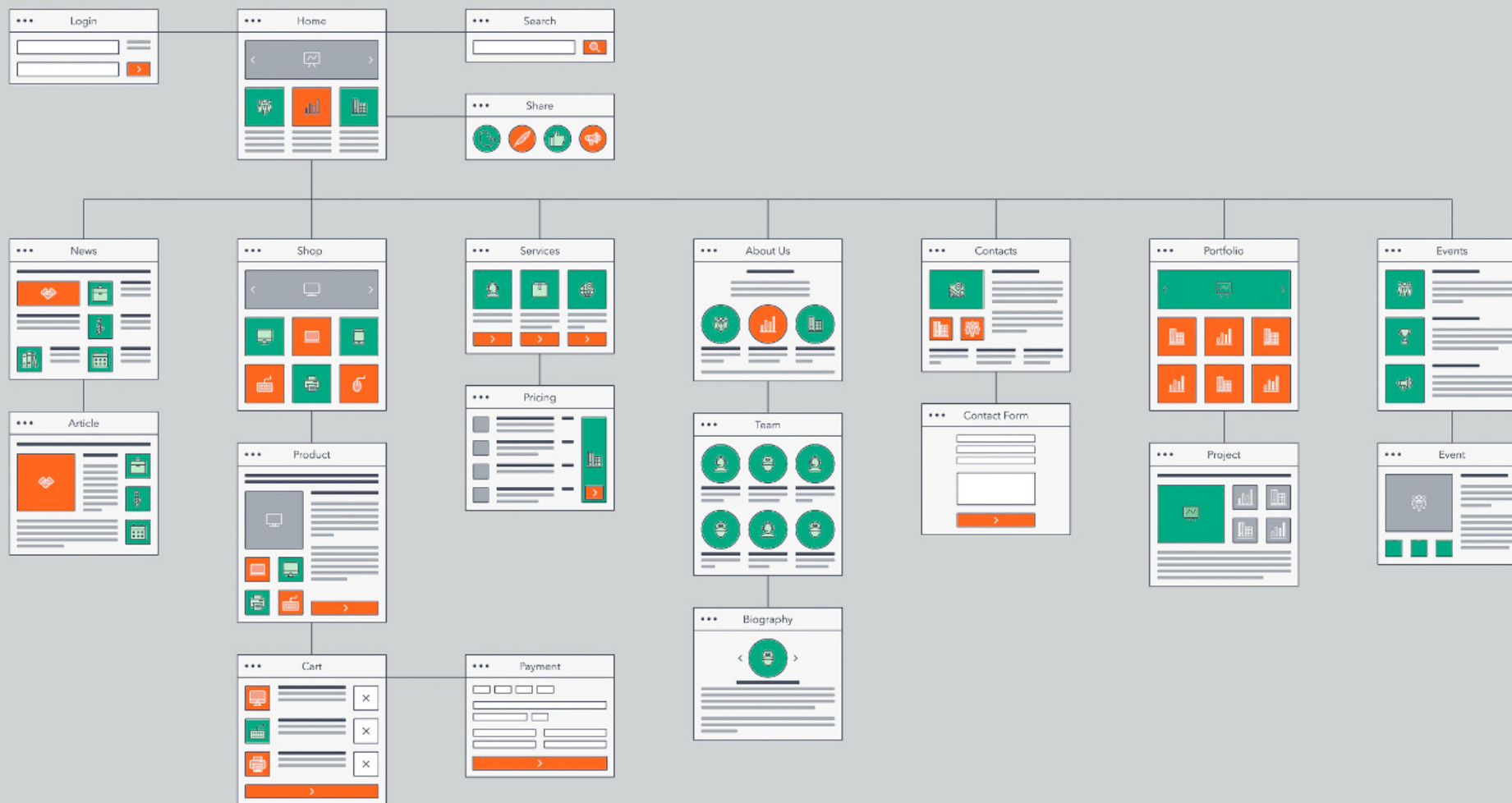
Use online surveys for evidence to support the insight from user interviews and workshops.

Test early and often:

Usability testing with just five users can deliver the best return.

Even low-fidelity designs such as paper prototypes and user interface sketches can be used to conduct usability testing and cognitive walkthroughs

Use tree testing and card sorting to reveal how users group and label content to guide site structure



UX and UI are enormous subjects. Use this presentation as a springboard and research more about these key, future-facing disciplines.

Source:

www.boxuk.com

GROUP TASK

Plan a sitemap for a website (or app) interface, for an advertising agency. Provide an overview of what items are needed, where they can be found, and how they interconnect. Consider video, images, audio and social.

Planning is essential to creating an effective user experience. Post-it notes are perfect for the job!

Consider the subject areas and pages you require (make lists), and then order them in a way that provides the best user experience. Look at existing agency websites to help.