UI/UX

User Interface/User Experience

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WHAT IS USER INTERFACE?

- The elements that allow a user to interact with a hardware, software, or product

- Series of screens and pages on a website

- Physical elements to control a software application such as a mouse, keyboard, or touch screen

- Visual elements such as icons and buttons

EXAMPLES OF UI

Command Line Interface

MacIntosh, 1984

- First user friendly computer was the MacIntosh personal computer created in 1984

- The MacIntosh used GUI (Graphical User Interface).

- GUI includes graphical elements such as icons, windows and buttons.

- Prior to GUI, computers primarily used command line interfaces which are text based

- Command line interfaces were the primary way to interact with computers before the invention of the mouse

WHY IS UI IMPORTANT?

- It may be the first impression your audience gets of your brand
- It's how your audience interacts with your product, service, site.
- Good UI creates an engaging website
- Lowers bounce rates
- Good UI improves conversion rates

It's an opportunity to eliminate barriers to purchase

Clear guidance through the website

Clear guidance to purchase

Easy app to use

The lesser the learning curve for new customers, the better.

OKAY, SO UI IS IMPORTANT...WHAT DO WE DO ABOUT IT?

Invest in UI design

- Focuses on the overall appearance on the digital front
- Clearly displays calls to action
- Creates consistency in aesthetics, from fonts to color palettes and the appearance of buttons themselves
- Designs page layouts
- Creates style guides

KNOWING THE DIFFERENCE BETWEEN

UX & UI

DESIGN

INTERACTION DESIGN

VISUAL DESIGN

WIREFRAMES & PROTOTYPES

COLORS

INFORMATION ARCHITECT

GRAPHIC DESIGNER

USER RESEARCH

LAYOUTS

SCENARIOS

TYPOGRAPHY Aa
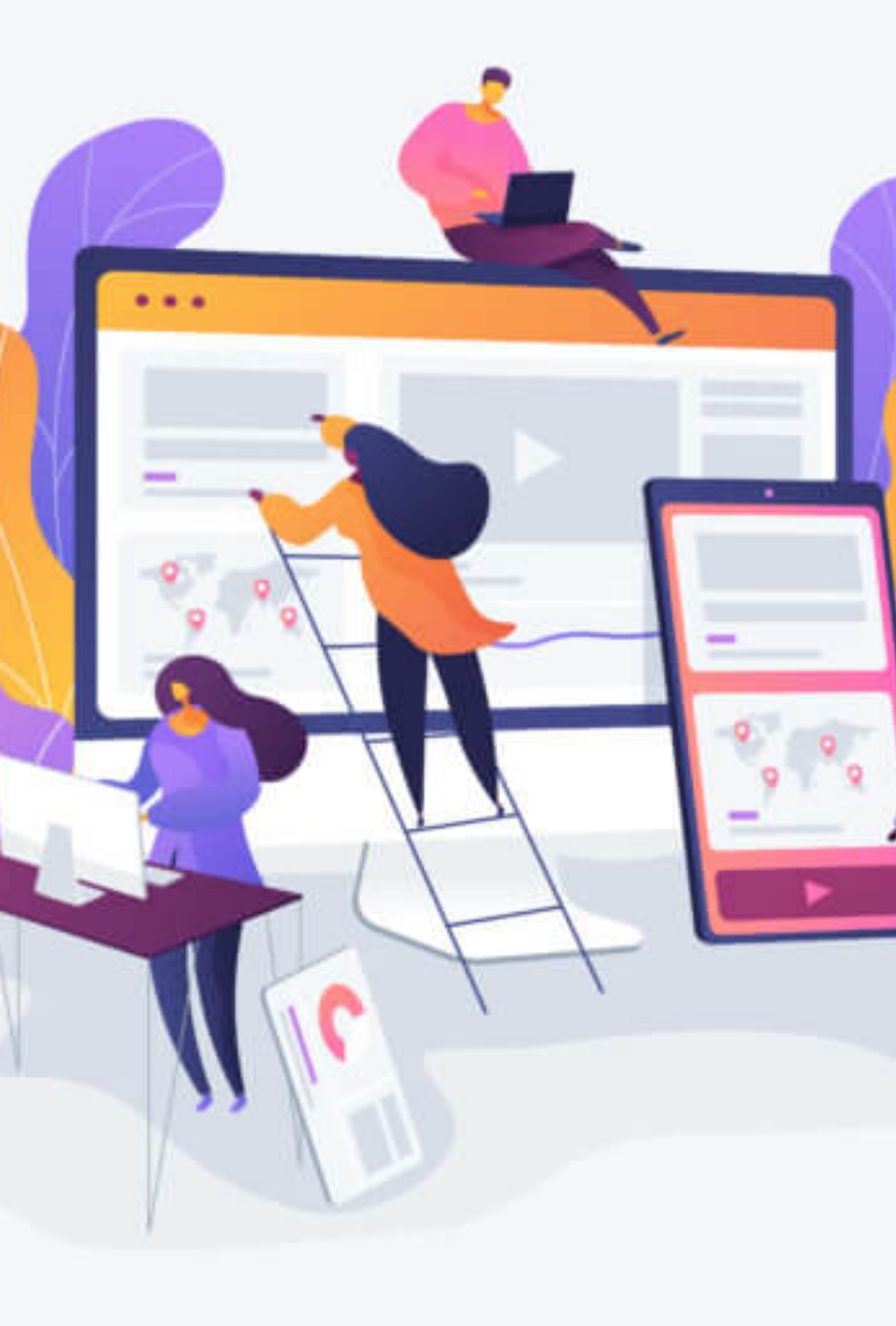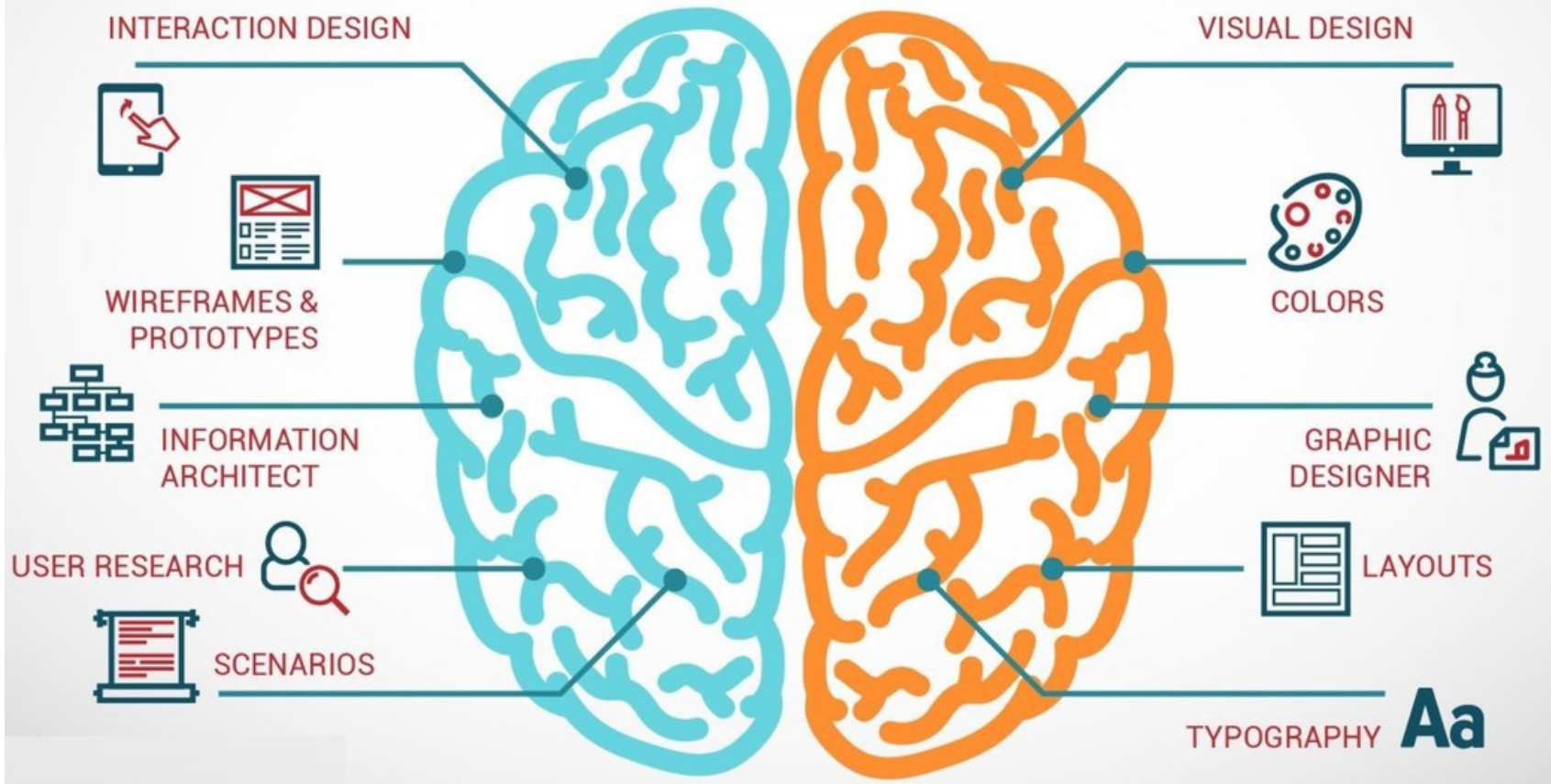
WHAT IS USER EXPERIENCE?

We now know UI is *how* the user interacts with a software.

UX is the *experience* the user has while interacting and how they feel about that interaction.

USER **EXPERIENCE**

WHAT IS USER EXPERIENCE?

- Was it easy?

- Was it efficient?

- Was it confusing?

- Does the user want to visit the site again or did you lose them?

- Did the user benefit from visiting your site (gain knowledge, make a purchase, subscribe, refer to a friend)?

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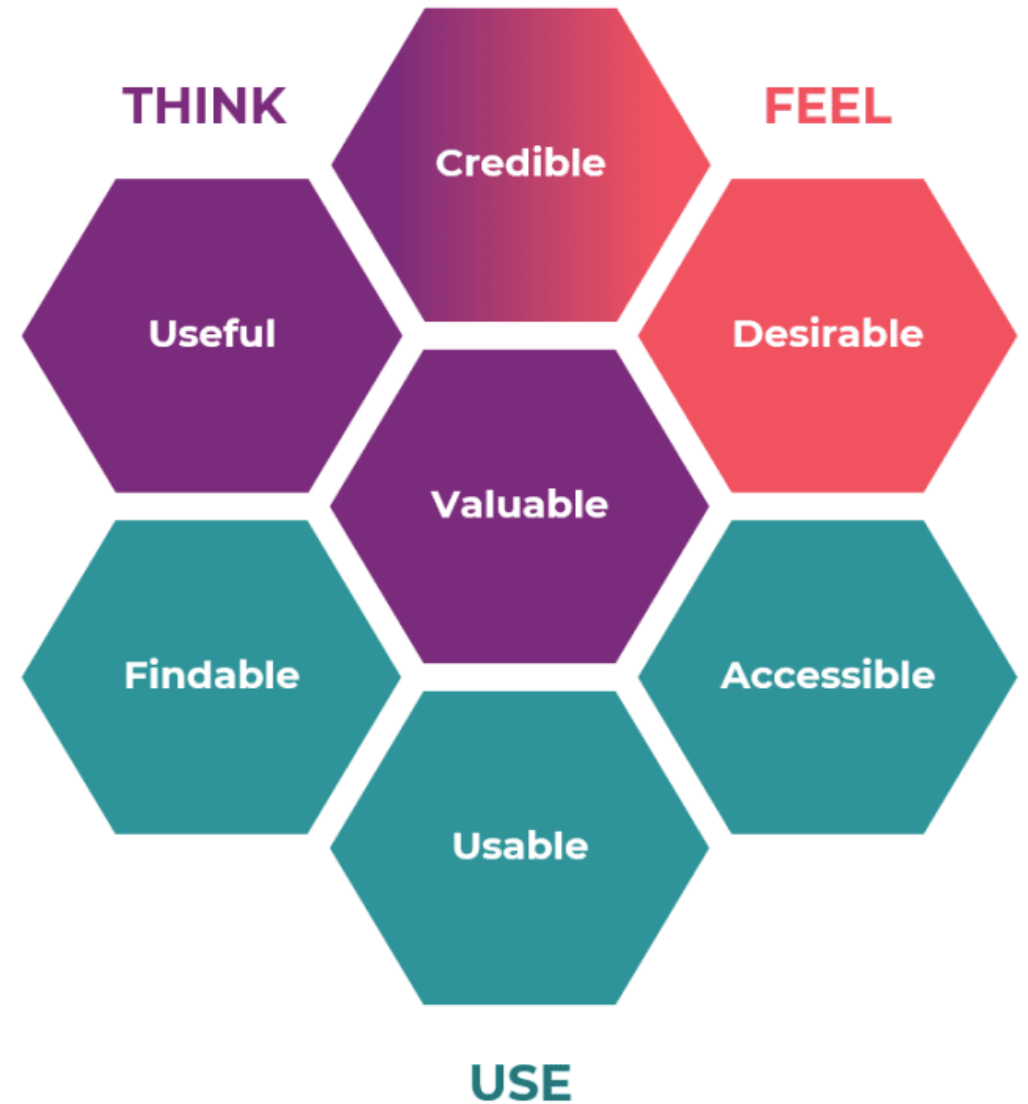
WHAT IS USABILITY?

UX research group, Nielsen Norman defines usability as having 5 parts:

- **Learnability**
- **Efficiency**
- **Memorability**
- **Errors**
- **Satisfaction**

WHEN DETERMINING USABILITY, THINK ABOUT...

- What are the pathways to discovering your product or service? Are there any roadblocks you're noticing?

- What are the actions users perform when interacting with the interface? Are some more common than others? Is it a long or short process?

- What are the feelings users experience when going through the site?

- Did users feel a connection to your brand?

- Does the UI/UX design align with your brand's image in a way that translates to the consumer?

SO, UX IS IMPORTANT… WHAT DO WE DO ABOUT IT?

Invest in UX Research

Studies how the audience interacts with a product, site or service. UX Researchers gather this information to better understand how to create a good user experience based on what the user needs/wants.

Invest in UX Design

Creates prototypes, wireframes, and focuses on shaping all aspects of the user experience.

UX RESEARCH

Similar to customer research, but focuses findings on the topics of usability and utility.

50%
50%

A
B

20% Conversion
40% Conversion
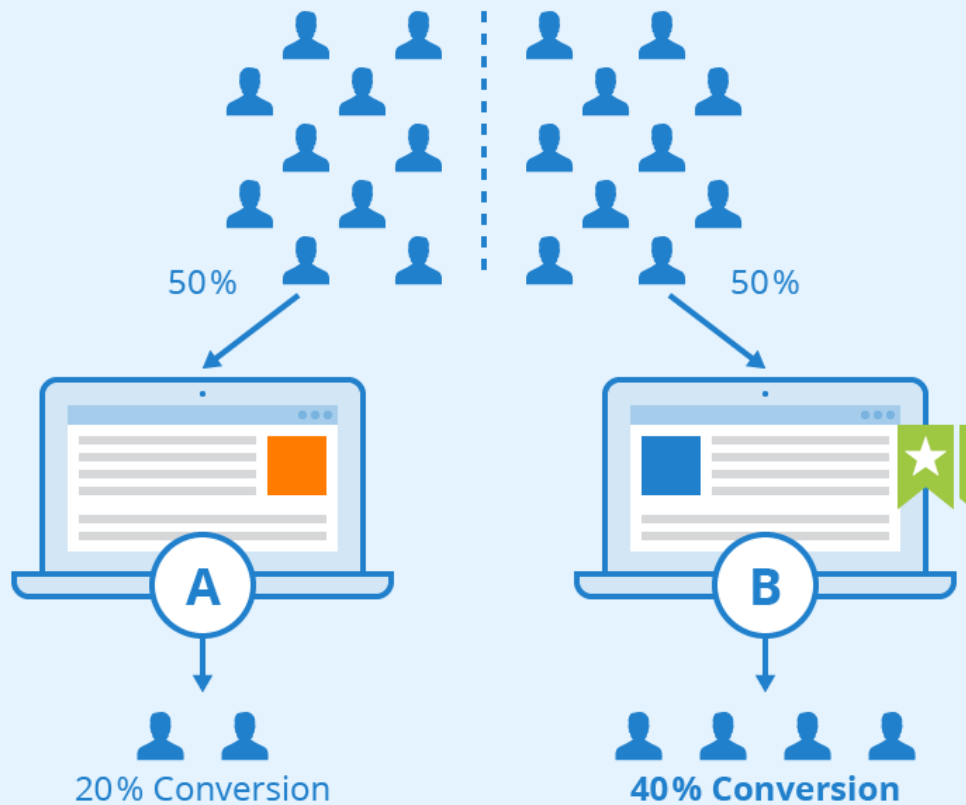
Methods of UX Research
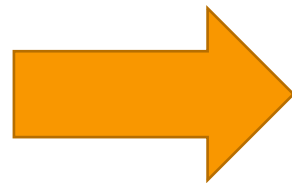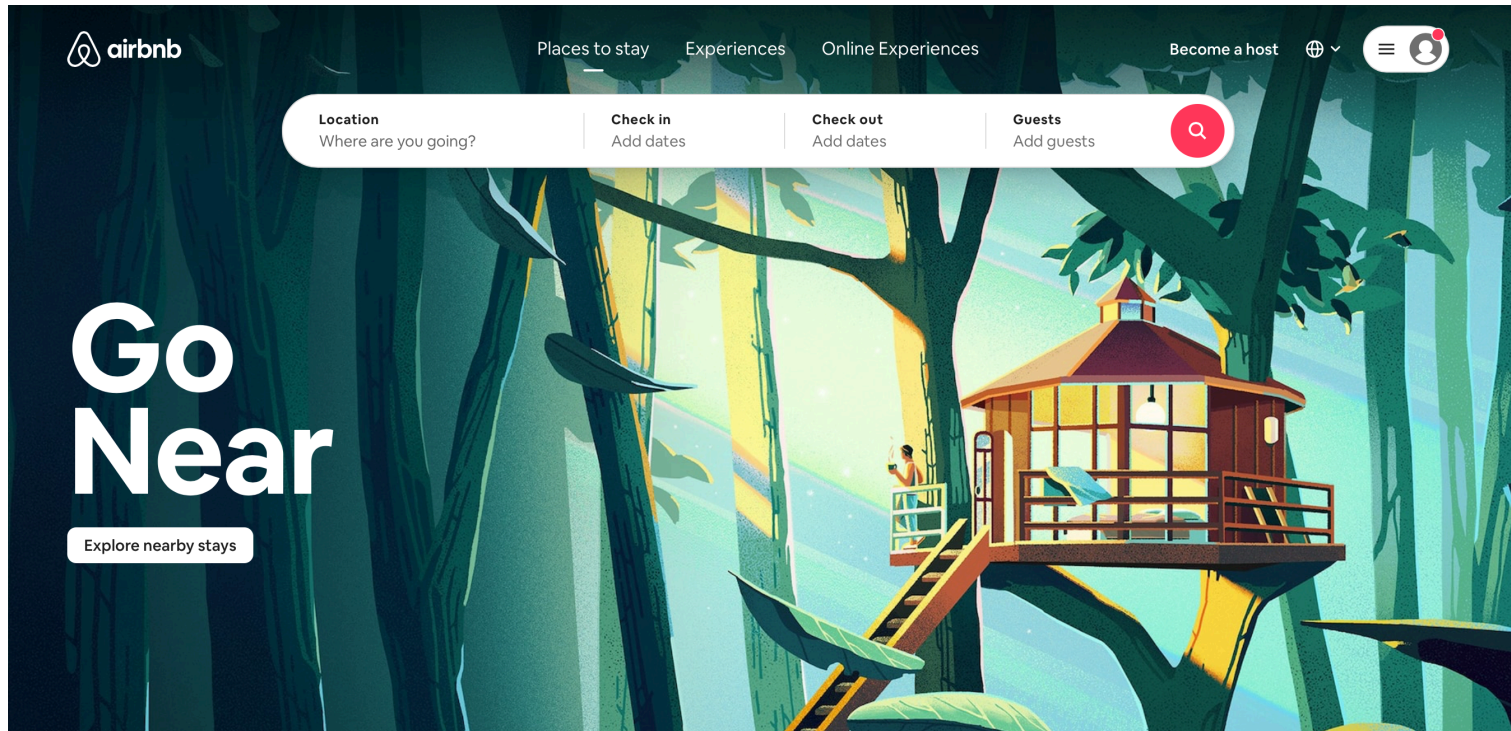
- A/B Testing
- Surveys
- Focus Groups
- Observational Studies
- Attitudinal vs. Behavioral
- Eyetracking

EXAMPLE OF GOOD UI/UX: *AIRBNB*

Airbnb Homepage

Design elements

- Z read
- Simple bar at the top of the page allows user to input necessary information with minimal distraction

Clean and minimalistic

⬇

Easy user navigation

⬇

User easily accomplishes goal

- As the home page suggests users "Go Near," upon scrolling down on the homepage, there are buttons highlighting users' distance from popular local getaways.
- The site is helping the user streamline planning their getaway.
- By suggesting multiple locations to stay, Airbnb is preventing the user from utilzing other trip planning websites to research where they want to go.
- Airbnb retains the user again, by preventing them from leaving the site and opening their maps app to see how far Joshua Tree is from them.
- Airbnb just told the user, *"How about you go to Joshua Tree, it's only a 2.5 hour drive, oh and here's a cool condo you can stay in."*
- Airbnb has taken a large portion of decision making out of the user's process, providing great UX.

UNDERSTANDING AND EVOKING EMOTION

Live anywhere
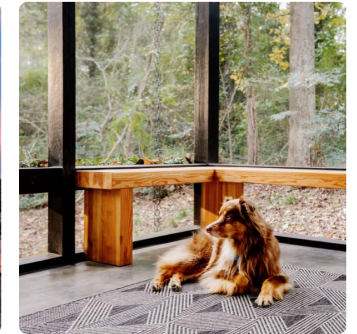
Entire homes | Cabins and cottages | Unique stays | Pets welcome

- Carefully chosen images reflect peacefulness, calm, light, and intrigue.
- For those looking for a getaway and a break from reality, these images resonate and inspire emotion.
- By suggesting nearby locations to stay and the time it takes to get to them, Airbnb is nudging the user to be impulsive, but in the best way.
- By simply visiting Airbnb's homepage, the user is given the subtle message of, "Adventure Made Easy."
- Here the site is acting as that friend that is encouraging you to take some time off.

CONNECTING BRAND WITH DESIGN

Get to know Airbnb

Welcome to the Airbnb travel community. Wherever you go, we have a place for you.

- As in the previous slide, the copy choice of, "Live Anywhere," promotes the idea of home being anywhere. The user who visits Airbnb.com probably isn't looking for a generic hotel stay. They're looking at Airbnb for a reason. This simple phrase aligns with what users are looking for.
- For new users coming to the site, the Airbnb "About" page leads with, "Welcome to the Airbnb travel community. Wherever you go, we have a place for you."
- With this copy, the website itself is aligned with its brand of welcoming a guest to a new place and making them feel at home.
- By talking about a "community," the new user is given the impression that a lot of people trust and use Airbnb, which subtly lends the company some legitimacy in the eyes of a new user.

IN CONCLUSION…

GOOD UI/UX HELPS YOUR AUDIENCE, WHICH IN TURN HELPS YOUR BRAND.

- UI/UX helps consumers use a product, site or service easily and allows them to complete a task effectively and efficiently.

- Good reviews from customers factor into Google ranking.

- Strong UI/UX keeps users engaged and loyal.

- UI/UX improves user navigation.

- UI/UX improves conversion rates.