

5.1: Introduction

Have you ever visited a website that was confusing, with broken links and long, rambling text? Or, conversely, have you had a web experience that just worked, where everything was clear, easy and enjoyable to use? If so, you've encountered the extremes of user experience design. Excellent UX can delight and convert customers. Bad UX can lead to lost revenue and less chance of repeat visitors.

In practice, great UX can differ based on the audience and context. The principle remains the same, make it easy for your users to find what they need and to convert to your desired goal. UX is the first, foundational step of an effective digital asset.

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