

5.S: User Experience Design(Summary)

Users come first when creating any web-based marketing channels. Core UX principles such as user-centric design, web conventions, simplicity and credibility are essential for creating web experiences that are seamless, memorable and valuable to users.

Mobile UX is a special subset of the discipline that takes the unique context and characteristics of mobile users into account – whether for designing a mobi site, an app or a responsive website. When it comes to implementing a UX process, the following steps should be followed:

1. Identify business requirements – what does the business need to get out of the site?
2. Conduct user research – who are you building the site for, and why? What information do they need? How will they move through the site? Does the user need this?
3. Create the basic structure – what goes into solid information architecture?
4. Analyse and plan content – how should content be put together here?
5. Design the sitemap – how will the overall website be structured?
6. Build and develop the navigation – how will users get to where they need to go?
7. Create the layout – what will each page look like, from top to bottom? Does the layout support the functional purpose of the website? What content is needed for this page to achieve its business goals?
8. Add other useful elements – how will CTAs, search tools and forms behave? Where will they be best placed to achieve the business goals?
9. Conceptualise the visual design – how will the visual layer add to the overall UX impact?
10. Conduct user testing – are there any errors on the site, and is it easy to use? Testing should be done at each step in the UX process. The earlier errors or difficulties in the UX are picked up the more cost effective it is to correct and change.

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