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USER EXPERIENCE DESIGN (UX
DESIGN) IN A WEBSITE
DEVELOPMENT
Website redesign

Bachelor's Thesis
Information Technology

December 2016



DESCRIPTION

 MAMK University of Applied Sciences		Date of the bachelor's thesis 2 December 2016
Author(s) Mariia Orlova		Degree programme and option Information Technology
Name of the bachelor's thesis <p>User experience design (UX design) in a website development: Website redesign</p>		
<p>The purpose of the study was to implement an approach of user experience for a website design. Mostly, I concentrated on revealing and understanding the concepts of UX design which include usability, visual design and human factors affecting the user experience. Another aim of the study was to investigate people's behaviour related to web design. The thesis based on a project. The project was to redesign an existing web design for a company called Positive Communications. They provide different kinds of services in the event production industry for big organizations.</p> <p>The process of redesign was divided into several parts. Firstly, a heuristic evaluation of the old website version was conducted for finding the usability problems in the existing web design. Then different UX design methods were implemented to create more accurate web design for the new version of the website.</p> <p>The result of the study was a new redesigned website which met the requirements of UX and business goals of the company. It helps to provide business promotion on the current market and to attract potential clients for the company.</p>		
Subject headings, (keywords) User experience, website design, usability, redesign		
Pages 53+7	Language English	URN
Remarks, notes on appendices <p>APPENDIX 1: Wireframes with new site pages</p> <p>APPENDIX 2: Redesigned website for Positive Communications</p>		
Tutor Miia Liukkonen	Employer of the bachelor's thesis Positive Communications	

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- 1 Wireframes with new site pages
- 2 Redesigned website for Positive Communications

1 INTRODUCTION

User experience design (UX) is a set of technologies which increase user satisfaction by improving usability and concepts related to interaction between human users and computers. User experience is a significant aspect in creating different kinds of products and services. The web is one of the most important fields in which a user experience design is applied. Earlier, companies with a website considered as companies with a great accomplishment. Nowadays, the most important target in web industry is not just to have and develop the website, but also to take into account the user experience. The major questions are: what do people want and need?

UX design is a broad sphere consisting of several components that are its constituents. UX design includes usability, human factors, accessibility and various kinds of design and system performance. In my study I will mostly focus on few of them: usability, visual design and human psychology. Other components will be considered less, because the aim of the study is to concentrate on understanding and opening the main concepts of people's behavior related to web design. Also, the aim is to recognize the functional and emotional characteristics of a product. Implementing the real user opinion in practical example will help to find this out.

The project was to redesign an existing website for a company called Positive Communications. The company offers a huge range of services in the event organization industry. My task was to implement a new design for a desktop version of the website. The website was developed by two persons: me and Nikita Rogatnev. My role was to create an UX and UI design, and Nikita's part was to build and launch the website.

The thesis is divided into several main chapters. First of all, background information introduces the main principles of user experience design in web. Usability concepts, human psychology explanations and visual design elements are described to familiarize the reader with the terminology and aspects used in the practical part of the thesis. The study consists of several parts: collecting, analyzing and implementing gathering information for final results. The main steps in the redesign process were research, prototype and visual design. A general idea of the UX concept is to understand the user. There are many types of usability testing, and each of them is suitable for a special case. In my work heuristic usability testing is the most effective method. I used it

in the beginning of the project. It is useful for collecting information to get the knowledge about how people interact with a website. It is also a good way of gathering information, because an important part of the thesis is to recognize what the user experience is and how to implement it in practice. I conducted real-life interviews with people who have their own company and people who were planning to do that. The second test was conducted in the end of the project, when visual design was implemented. Finally, I presented a new web design for Positive Communications. The final part of the thesis is conclusion. In this chapter I described the objectives of the thesis, overall process of the work, the main results and my feelings about the project.

2 WHAT IS UX?

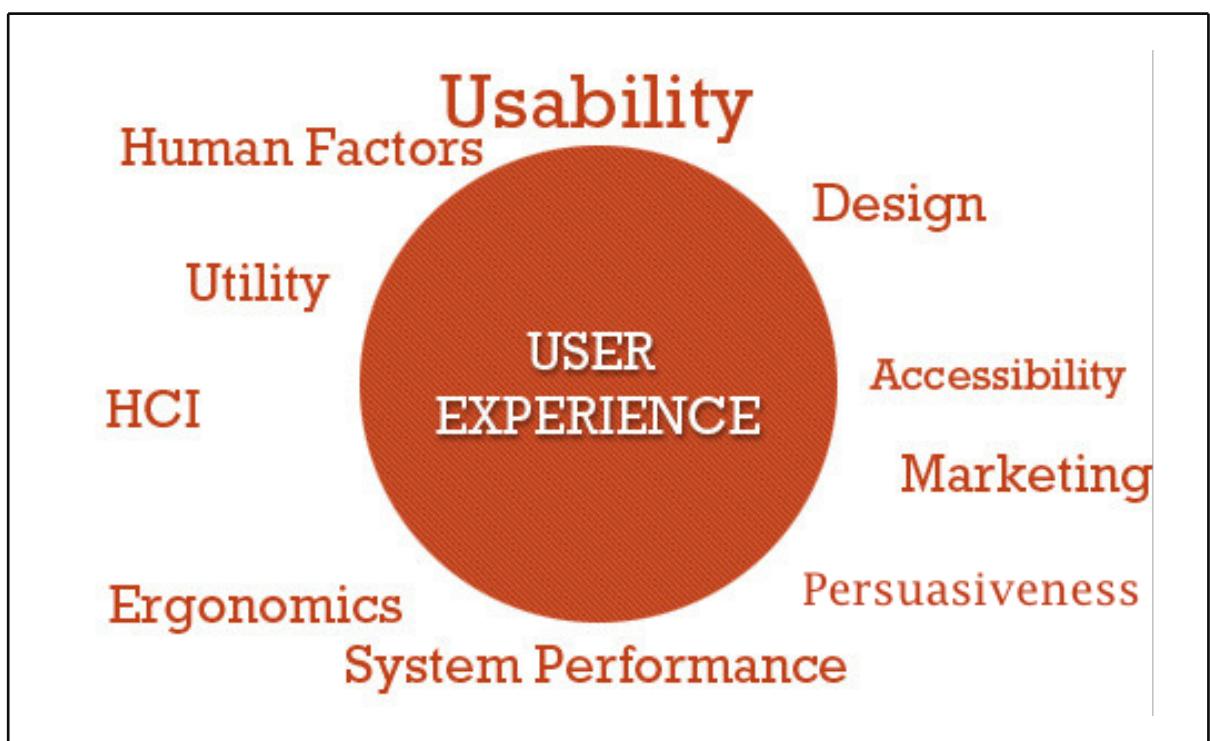
The description in this chapter about the meaning of user experience in design is based on the book of Rex Hartson and Pardha Pyla (2012). According to Hartson and Pyla (2012, 19), user experience is the totality of the effect or effects felt by a user as a result of interaction with, and the usage context of, a system device, or product, including the influence of usability, usefulness, and emotional impact during interaction, and savoring the memory after interaction. The term “interaction with” is broad and embraces seeing, touching, and thinking about the system or product, including admiring it and its presentation before any physical interaction. Simply said, user experience design is an umbrella term for any kind of activity that provides better experience for the user.

UX concentrates on how the overall design makes the user to feel. To create not just beautiful but also qualitative and well-worked design is why a user experience design is needed. To achieve positive user feelings during using a website, designers should understand users’ goals, desires, fears, behaviors and ambitions.

The problem in software development is that the techno-centric practices are more popular than user-centric ones. Based on a huge number of surveys conducted by the groups with strong reputation in software production, this is a problem which leads to unsuccessful projects. The reason is the lack of attention to user inputs.

Human-computer interaction is clearly about human behavior and is used to drive system design, and human performance is the measurable outcome in using those systems (Bailey, 1996). Humans is the most likely cause of errors or system failure; the whole point of human factors engineering is to design the system to take into account the susceptibility of the human for errors and to design the system to prevent them. The human user is what he/she is, namely a human, and a design that does not take this into account is the most likely cause of errors and failures.

In the website design the user experience is identified by not just usability alone. It is also impacted by more design components that UX design covers. It includes usability, utility, design, human factors, accessibility, persuasiveness and others. At least five of them recognized as fundamental qualities of websites that will affect the visitors' experience. Picture 1 shows a UX design graphic which shows the components of UX.



PICTURE 1. Components of UX (Gube 2010)

In my project I will focus on three of them: usability, a visual design and the human factors. The utility and persuasiveness concepts will be used less.

Utility is considered as an independent component in design. It is considered as a fundamental element of website design which impacts user experience. Following Rex Hartson and Pardha Pyla (2012, 16), the utility of a website refers to the usefulness, importance, or interest of the site content to the particular visitor. Always the same site will not be interesting for two different people. A *single* design will result in *multiple* visitor experiences depending on variations in the website visitors themselves. This is why it is always important to design for a target audience in particular, based on solid knowledge of that audience. (Sb.)

Persuasiveness is an important design aspect. Rex Hartson and Pardha Pyla (2012, 17) present two examples of persuasiveness, involving the presence, quality, and location of two types of information: *vendor* information (e.g., company name, physical address and contact information, company history, testimonials of past customers, and the like) and *product* information (things such as product color, material, care instructions, and the like). Website visitors can trust an online vendor, in case they have never heard of it before, by the evidence they are looking for. The visitors will order a product, if they can find comprehensive information they needed. A website may be experienced as fully functional and highly usable in terms of task completion and when offering just what a visitor is looking for. But if it lacks key aspects of persuasiveness, such as adequate vendor and product information, potential sales may be lost. This is not just a loss for the website owner, it wastes the time of the visitors and foils their goals as well. That is, it impacts their experience negatively. (Sb. p. 18.)

Usability, persuasiveness and visual design are the design qualities that are connected to each other. Usability and visual design affect the persuasiveness experience, while visual design can affect the usability experience.

3 USABILITY

Usability concentrates on people, their satisfaction and how they use and understand things. People change very slowly, while technology changes quickly. The concept is not just about technology and ease of use.

3.1 Traditional usability idea

Human-computer interaction appears when the human user and a computer system communicate and perform some task together. Usability is a component of human-computer interaction ensuring that it is effective, efficient, and satisfying for the user. According to Rex Hartson and Pardha Pyla (2012, 6) usability is the pragmatic component of user experience, including productivity, ease-of-use, learnability, retainability and the pragmatic aspects of user satisfaction (ISO 9241-11, 1997).

According to Krug (2014, 35) there are a lot of different definitions of usability, which often break it down into attitudes like:

- Useful: Does it do something people need to have done?
- Learnable: Can people figure out how to use it?
- Memorable: Do they have to relearn it each time they use it?
- Effective: Does it get the job done?
- Efficient: Does it do it with a reasonable amount of time and effort?
- Desirable: Do people want it?
- Delightful: Is it enjoyable, or even fun?

Also, Krug (2014, 35) defines that an important part of the definition “usability” is that if something is usable it means that:

A person of average ability and experience can figure out how to use the thing to accomplish something without it being more trouble than it is worth.

Usability is a fundamental level of user experience. Without usability it is difficult to create a functional user experience. It is important, because if a product has bad usability, users are not able to achieve the aims in an efficient, effective and satisfied manner. They will leave the website and start to seek an alternative variant. A product with bad usability leads to bad user experience. While developing a website it is critical to ensure that it is usable to reduce the risk of losing users to the competitors.

Usability has become more and more traditional part of the world of technology, so there are misunderstandings in the concept. Usability is not equivalent to “user-friendly”. This is misdirected term; to say that it is about friendliness trivializes the scope of the interaction design process and discounts the importance of the user performance in terms of user productivity, etc. Users are not looking for amiability; they need an efficient, effective, safe and maybe aesthetic and fun tool that helps them reach certain goals. (Hartson & Pyla 2012, 10.) Another popular misconception about usability has to do with visual appeal. Pretty look of the website is not a major objective for usability. While visual design is an integral and important part of usability, it is not the only part of interaction design. (Sb.)

3.2 Usability + utility = usefulness

Nowadays certain designs are overly complex. Utility is needed to provide the functions that users mostly need. When usability is combined with utility, products become useful to users. Simplicity is considered as one of the methods to achieve utility for a great user interface design. Joe Sparano (2010), an American graphic design educator states: “Good design is obvious. Great design is transparent.” Following Krug (2014, 39) the first law of usability is “Don’t make me think”. These two citations open the main idea of simplicity. User interfaces that take into consideration the aims of users, and offer the easiest ways to achieve these aims without avoidable features, have high design sophistication. Simplicity in design is about going deep into your user’s minds and using that understanding to design a product that rids itself of inconsequential elements and closes the gap between the user’s goals and the means to achieve those goals through your system (Wong 2016). Euphemia Wong (2016) defines that there are four ways to achieve simplicity in design:

- Maintain clarity: understand and design for your users’ main goals
- Make use of automation: design for a minimum amount of conscious and cognitive effort
- Limit options: design for a strong “information scent”
- Reduce the “gulf of execution”: make your users see why they should use your product

User satisfaction is considered as a traditional measure of usability and referred to a part of traditional usability idea, shared between most people and included in the ISO 9241-11 standard definition of usability. Questionnaires related to user satisfaction usually discover how users feel, or give the ability to get their opinions. As a result, user satisfaction is like an outcome of how users experience usability and usefulness.

3.3 Difference between usability and UX

Usability and user experience are not the same thing. Nowadays most people are confused with these two terms. The description in this chapter about the difference between usability and UX is based on the publication of Misfud (2011).

First of all, the aim of the two concepts is different. From the perspective of the website, the major aim of usability is to make a website easy to use to allow users achieve their goals interacting with a website. The UX's aim is to give users the joy of using a website realizing their interaction.

Secondly, the terms “usability” and “user experience” can be defined by different questions. Usability can be formed as “Is it possible for the users to realize their goals?”, while user experience can be opened as the question “Did the user get as satisfying experience as possible?”

The third difference is the resources required. Usability requires employees with the ability to influence the website’s user interface design, while user experience needs collective team effort from different departments as marketing, web programming, engineering and various design fields.

Next, usability and user experience have different impact on the relationship between users and the brand. Well-defined user experience provides effective enhancement in the user-brand relationship. According to Nielsen Norman Group (2007) true user experience goes far beyond giving customers what they say they want, or providing checklist features.

Finally, usability and user experience play different roles in user interface. A usable user interface is one which is typically intuitive, simple or extremely learnable. A user

interface whose aim is to create a positive user experience is one which is pleasing to the user. However, usability is still important. This does not mean that when the focus is on user experience, the user interface is not usable.

3.4 From usability to UX

Functionality of the product is important, but the product with better user experience has an advantage: it often outsells the products with even more functionality. Nowadays not only features are valuable on the market. For qualitative user experience accurate design is like an entrance to functionality.

Users are able to experience functionality only through an interface. Interaction experience for the users is the system. The concept of usability is still important here. Hassenzahl and Roto (2007) state the case for the difference between the functional view of usability and the phenomenological view of emotional impact. People have and use technical products because “they have things to do”; they need to make phone calls, write documents, shop on-line, or search for information. Hassenzahl and Roto (2007) call these “do goals”, appropriately evaluated by the usability and usefulness measures of their “pragmatic quality”. Human users also have emotional and psychological needs, including needs involving self-identity, relatedness to others, and being satisfied with life. These are “be goals”, appropriately evaluated by the emotional impact and phenomenological measures (cumulative effects of emotional impact considered over the long term, where usage of technology takes on a presence in the lifestyles and is used to make meaning in people’s lives) of their “hedonic quality”. (Hartson & Pyla 2012, 12.)

The concept of usability has not been outdated, since the new ideas of user experience have come up. In most software and many commercial products the main factors of usability, typically ease of use and learnability, still keep their value and are very important. User experience concept still demonstrates all these usability elements. As a result, the joy of use can come from well-implemented ease of use.

4 VISUAL DESIGN

Visual design is focused on visual communication and aesthetic of a website. Visual design contains a set of basic elements: color theory, typography, hierarchy, correct placement of the objects and the other elements. Bringing them together in a right way allows creating a successful design. Well-developed visual design increases engaging of the users and helps to establish a trust and interest related to the product. In my project I will concentrate only on some visual design elements, as typography and fonts, color choices and a correct placement of the interaction details.

4.1 Typography and fonts

Description in this chapter about using typography and fronts is based on the research of Susan Weinschenk (2011) about the psychology of design. Designers usually use various kinds of fonts to create the required mood for the users, make an impression or to cause special associations. In terms of readability it is not important what font will be implemented, in case the font does not contain a large number of additional elements that make it difficult to recognize letters; an excessive amount of decorative elements impedes form recognition and actually is able to slow down reading speed. Well-designed typefaces exhibit visual qualities that make them readable.

Font size is very important in the perception of the information. The font should be large enough to be comfortably readable. In general, more readable font sizes are in range from 8 to 12 points for the text that is read from an average distance of 12 to 13 inches. However, it is important that fonts of the same size may appear different in size depending upon the x-height of the letters. X-height is the distance between the baseline and meanline. The Picture 2 shows the x-height model.



PICTURE 2. X-height (Graphic Designerd 2011)

Black font over a white background is the clearest among color combinations. Too little contrast between the text and the background, a white font on a black background can result in difficult or impossible way of reading.

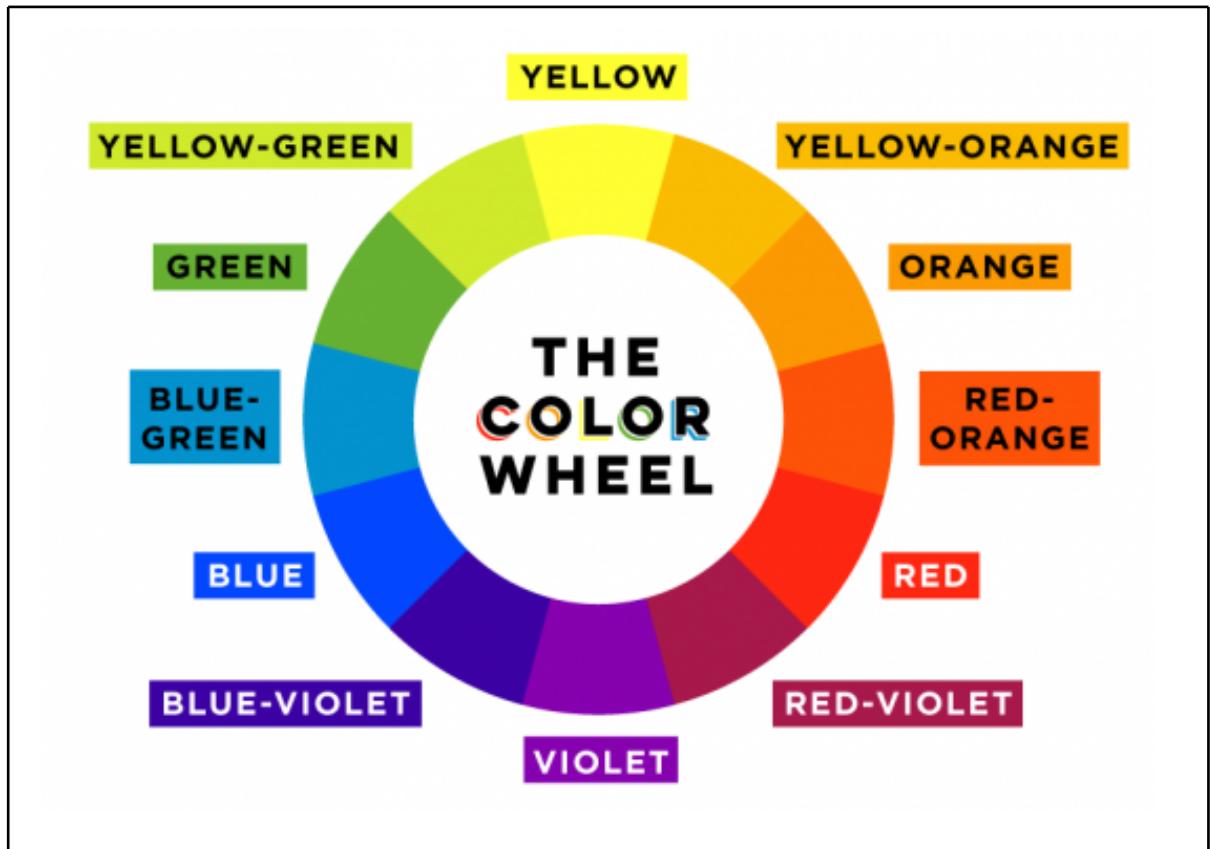
The primary purpose for using more than one font is to create an emphasis or to separate one part of the text from another. When many different fonts are used, the reader is unable to determine what is important and what is not. Using two font sizes and weights for titles and text establishes a clear and simple hierarchy. It is also important to create a good contrast. If the elements are similar in size or weight, they lack contrast and their relationship is ambiguous.

4.2 Color basics

The color selection creates an expected user connection to the product. Following the range of rules and guidelines is a science in itself, named color theory. Different color schemes, which are considered as one of the key elements of human-computer interaction, affect people behavior due to personal perspectives and due to cultural aspects. Color in design is very personal. Different feelings could be aroused by small changes in the hue or intensity of color (saturation). Culture of different countries contributes to the perception of the colors as well. In one country a selected color scheme could be perceived as happy or inspiring, while in another country people will feel the opposite emotions. (Chapman 2010.)

4.3 Color wheel

Color wheel is used to provide “communication” between colors. It shows color relationships with each other for better understanding of the emotional impact of color. The most common and useful variant of the color wheel is demonstrated in Picture 3. It represents the basic 12-spoke color wheel.



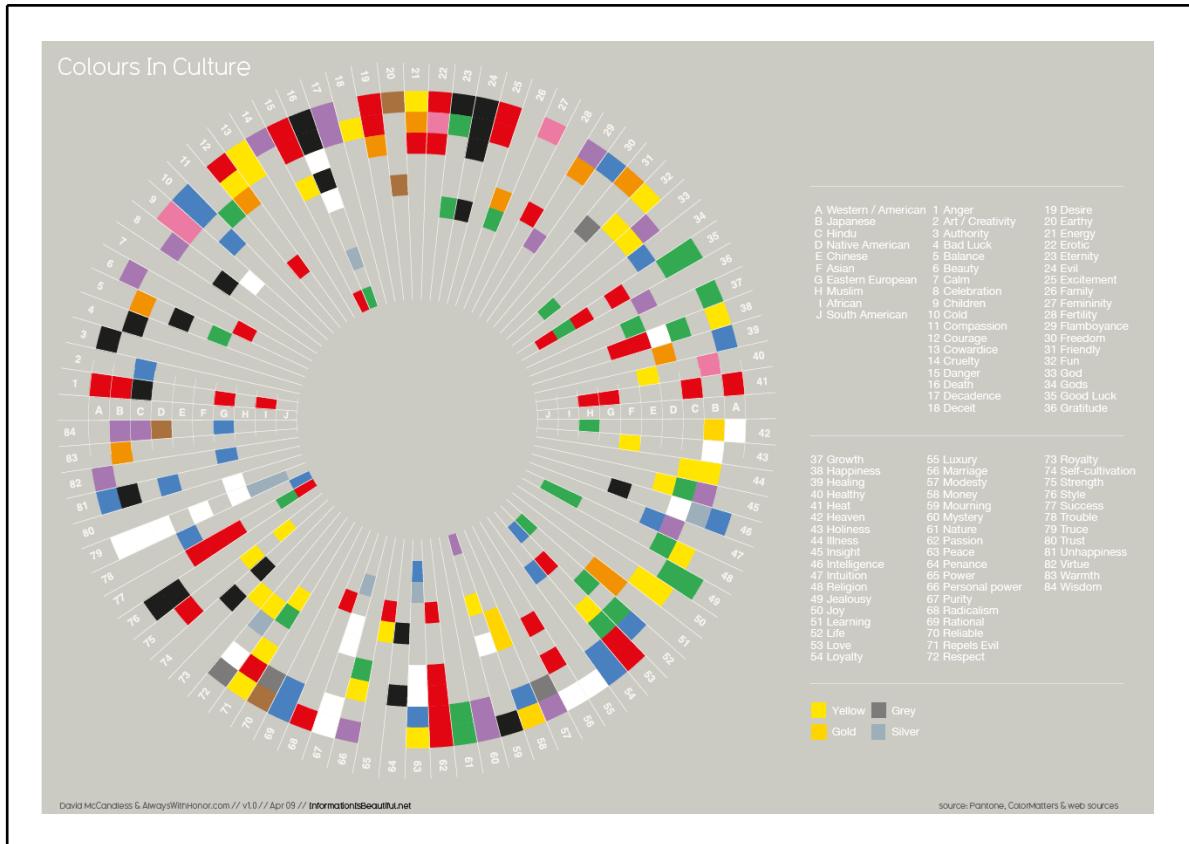
PICTURE 3. 12-spoke wheel (Canva 2016)

The color wheel invokes three main types of colors based on combining primary or base colors to create required final color. Mixing primary colors red, yellow, and blue allows get secondary colors on the color wheel: orange, green, and violet. The third level colors appear by creating a combination of primary colors and secondary colors. The resulting colors include red-orange, yellow-orange, blue-green, and red-violet. (Chapman 2010.)

4.4 Color temperature

Color can be used to convey emotive tone as well as evoke passions and feelings in users. People's culture, gender, and experiences affect on how people will perceive a product. So, research based on user specifics is a better approach to indicate an emotional reaction to color than the rules handling on the color wheel. For instance, gold color is multicultural color. It symbolizes a success and high quality. In the United States, white color symbolizes purity but in India white color is the color of mourning. Happiness may be associated with a white color, green, yellow or red depending on

which part of world a human is in. (Weinschenk 2011, 27.) The Picture 4 provides information about colors in different cultures.



PICTURE 4. Colors meaning in cultures (Information is beautiful 2016)

In any case, the color wheel is a standard approach for choosing color schemes. According to Cameron Chapman (2010), there are three categories of color temperature “warm”, “cool” and “neutral” which evoke a range of different feelings:

- Warm colors:

Red	Passion, love, anger
Orange	Energy, happiness, vitality
Yellow	Happiness, hope, deceit
- Cool colors:

Green	New beginnings, abundance, nature
Blue	Calmness, responsibility, sadness
Purple	Creativity, royalty, wealth
- Neutrals:

Black	Mystery, elegance, evil
Gray	Moody, conservative, formal
White	Purity, cleanliness, virtue
Brown	Natural, wholesome, dependable
Tan or Beige	Conservative, pious, dull
Cream or Ivory	Calm, elegant, pure

The choice of color category depends on the aim needed to achieve with the website.

4.5 Color harmony

Colors should be chosen to create balanced and aesthetic appeal compositions. According to Willey & Sons (2011, 91) there are a number of color scheme standards which make creating new schemes easier.

- 1) Monochromatic: single base hue extended by using its tints, shades, and tones
- 2) Analogous: groups of colors that are adjacent to each other on the color wheel
- 3) Complementary: hues that are directly opposite of each other on the color wheel
- 4) Split complementary: base color and two colors adjacent to its complement
- 5) Double complementary: combination of two complementary color pairs
- 6) Triadic: three colors that are equidistant on the color wheel

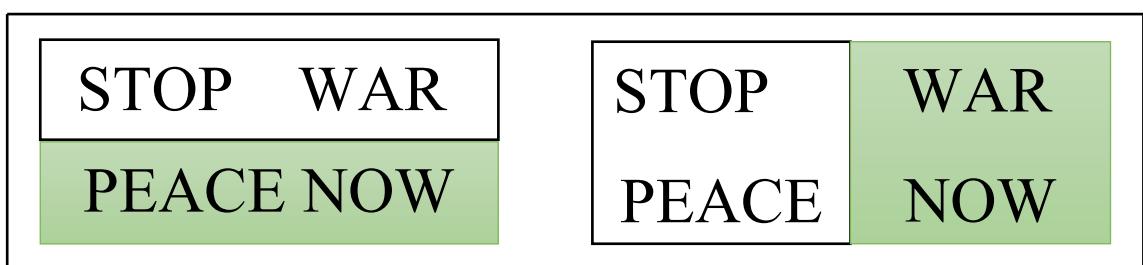
Neutrals are another important part of color schemes. Gray, black, white, brown, tan, and off-white are generally considered neutral. Black and white look either warm or cool depending on the surrounding colors. Black and white are the easiest neutrals to add to just about any color scheme. To add a bit more visual interest, though, consider using a very light or very dark shade of gray instead. Adding a bright accent color to an otherwise neutral palette is one of the easiest color schemes to create. (Willey & Sons 2011, 100.)

5 HUMAN FACTORS AS PART OF THE UX

Human psychology plays one of the main roles in user experience design. A website can be created for the different kinds of use. The target audience deserves a well-implemented design for a web product. Well-known target audience is a web designer's regular duty and a key to successful result of the project. Study of the human psychology gives the opportunity to understand how people make decisions, how people think, what makes a user to act or how to encourage people to realize the ideas and aims of a website. The answers to these questions aid to make a design better. The whole chapter is based on Susan Weinschenk research about 100 things every designer needs to know about people (2011).

5.1 How do people see?

People's brain uses stereotypes to rapidly process the environment information. Different shapes and colors affect it how people see or think what they see. Picture 5 shows how colors help to switch the focus of attention from one piece of information to another.

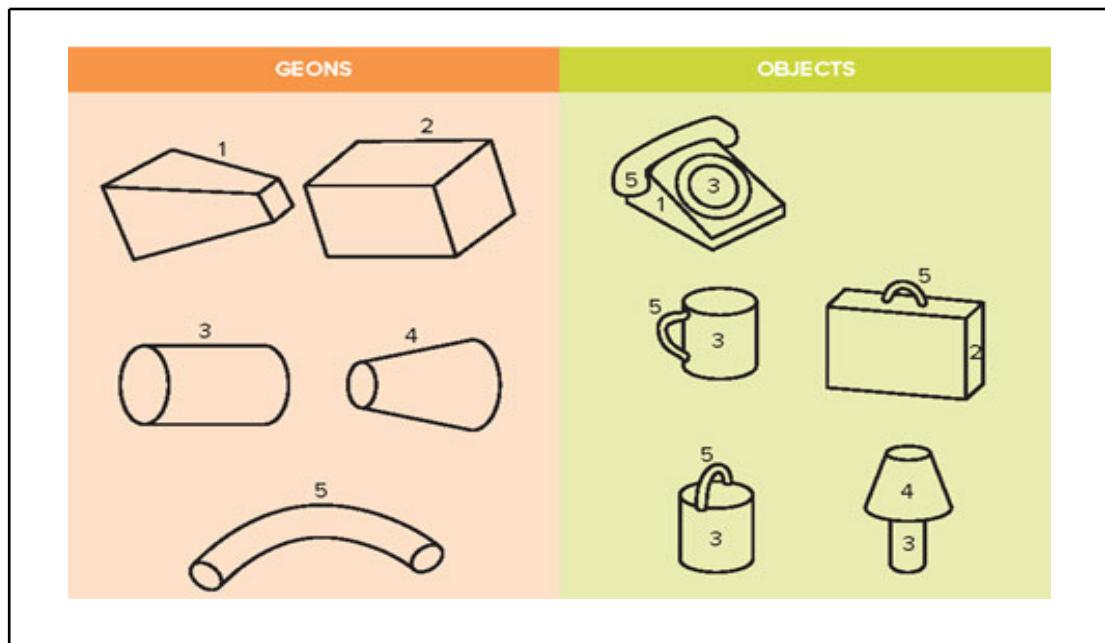


PICTURE 5. Colors' and shapes' influence on what people see

People have two types of vision: central and peripheral. Central vision is used to distinguish the details. Peripheral vision covers other visible areas which people can see, even though they do not look directly at them. Users will focus on the central part of a screen, if there are not some animations or flashing elements on the peripheral areas.

There are many different theories on how people see and recognize the objects. According to Biederman (1987), the geons are simple 2D or 3D forms such as cylinders, bricks, wedges, cones, circles and rectangles presented as primary parts of an object in Biederman's Recognition-by-components theory (Biederman 1987). People find and

use geons in what they see to recognize the objects. It is estimated that there are 24 recognizable basic shapes. These shapes are used to form the blocks used to construct all the objects which people see and identify. Picture 6 shows the examples of Biederman's geons.



PICTURE 6. Examples of Biederman's geons examples (The comprehensive development of human abilities 2006)

2D elements are preferable than 3D elements. The eyes transmit the information to the brain as 2D objects. 3D representation on the screen can significantly slow down recognition and understanding.

People believe that the page of any website consists of things that are not important, for example, logos, free spaces, advertisements and a navigation bar. People do not need them to solve their problem. In most cases they pay attention to the center of the screen and ignore the edges.

5.2 How do people read?

Since people are not accustomed to read the text consisting of only uppercase letters, capital letters in the text are seen as flashy. This method is used in headlines and when it is necessary to attract attention.

Reading and understanding are two different concepts. A text should be introduced by a title that reflects the meaning of the text. It is very important for further text perception. It is also important to identify the target audience of the website. If the text is intended for a wide audience of the readers, ordinary words should be used to simplify understanding. If people have some difficulties in reading a text, they tend to have the same feelings for the whole text, and decide that the subject discussed in the text is difficult to understand.

It has been proven that presence of 100 symbols in one string is an optimal length for the maximum reading speed. However, people prefer short lines or lines with medium length (from 45 to 73 characters per line) in texts. Most people read wide text columns faster, but prefer several narrow columns.

5.3 How does people's memory work?

Working memory is a system for temporarily storing and managing the information required to carry out complex cognitive tasks such as learning, reasoning, and comprehension. Working memory is involved in the selection, initiation, and termination of information-processing functions such as encoding, storing, and retrieving data. (MedicineNet 2013.) Working memory holds three or four elements as long as the information processing is not interrupted. People can only remember about 3-4 items at a time. It is possible to use more elements for memorizing by dividing information into groups with four elements.

People's memory is fragile. It degrades quickly and is exposed to lots of errors. Designers have not make people remember things from one task to another or one page to another-users are able to forget information.

There are two ways not to forget information: by repeating it many times or by making a connection with other known information. People are genetically inclined to forget. Design should enable taking into account people's ability to forget. People could forget even very important information. The ability to pay user attention on significant details should be in the implemented design again and again.

5.4 How do people think?

One of the key points for designers is to understand how people think. People's brain is capable of processing a small amount of information at a time. Progressive disclosure is a useful method used for better information assimilation. The concept of progressive disclosure is implemented to provide people with only the information that they needed at the moment. Any of the information sections provided on a website can be opened to obtain the necessary additional information. After that users are able to go to the next level of disclosure to get more information. Some users need to get just a general overview, whereas others want to read details.

Some types of mental processes require a great effort. There are three kinds of loads: cognitive (including memory), visual and motor. The loads are not the same. They use different amount of mental resources. The most resource-consumed load is cognitive. Visual and motor are considered as less resource-consumed. Efforts like browsing content and searching information on a screen (visual load) require more resources than typing or moving a mouse cursor (motor load). However, in a process of remembering or calculation (cognitive load) a brain spends more resources than in searching or browsing (visual load). In practice, few additional clicks will be a good alternative to user's mental efforts. Pressing a button is less of resource-consuming load than a mental effort. It is possible to decrease a cognitive load by increasing one of the other loads: visual or motor.

Information is perceived better when it is presented in a story form. Stories provided on a website capture and hold visitors' attention. Also, they help to process information and to establish trusting relationships between a visitor and a web resource. Using this method, information becomes clearly understandable and easy to remember.

5.5 How do people pay attention?

People's attention is selective. Naturally people are able to ignore signals, when they are strongly concentrated. This phenomenon is called selective attention. Selective attention is the act of focusing on a particular object for a period of time while simultaneously ignoring irrelevant information that is also occurring (Study.com 2016).

Usually people filter information. For example, short videos, big photos, bright colors or animations included in a website design can be used to attract users' attention.

Daily, people are faced with a variety of signals, to which they do not pay attention: visual, audio, gustatory, olfactory and tactile. Humans subconsciously feel that their resources are limited; therefore a brain decides which things are really necessary to pay attention to and which can be ignored. Noticeable signals make things memorable. Most probably, users will pay attention only to them only. Noticeable signals are usually obvious.

The most attractive things for people are:

- Every movement (for example, videos and animations)
- Eyes looking from the image
- Images consisting danger, sex or food
- Stories
- Loud sounds

5.6 People's motivation

People are more motivated to achieve the goal when a distance to the target is small. Naturally people accelerate their actions, when the goal is getting closer. This effect is known as goal-gradient effect. (Hull 1934.)

People focus on what is left, not on actions have been done earlier. It was proven by the studies which had been conducted by Minjung Koo and Ayelet Fishbach (2010) to understand what motivate people to reach a goal. They found that people are more motivated to continue activities, when they focus on what remains to be done.

Surprising effect make people to search. Signals, which accompany receiving information, such as sounds, lead people to continue their search. Giving information in small portions provides further information-search behavior.

Laziness is a stimulus for progress. Usually people want to achieve the desired results by spending less effort. They try to minimize actions which need for solving problem. The principle called "satisficing" works the most part of time for the most types of

actions. Satisficing term was introduced by Herbert Simon in 1956. He explained strategy of decision-making, where people act more adequately than optimally: “Decision-makers can satisfice either by finding optimum solutions for a simplified world, or by finding satisfactory solutions for a more realistic world” (Herbert 1979).

The construction of websites based on showing information is better for perceiving than it would be based on just content reading. In a book of Steve Krug (2005) “Don’t make me think” the author introduces the idea of satisficing of users’ behavior on the websites. He wrote: “What they actually do most of the time (if we’re lucky) is glance at each new page, scan some of the text, and click on the first link that catches their interest or vaguely resembles the thing they’re looking for. There are usually large parts of the page that they don’t even look at.” (Steve Krug 2005, 21.) Krug noticed that people just glance at a website page rather than read it entirely.

5.7 People are social individuals

Be social is very important factor for human being. Nowadays people use different approaches, including technology, to provide communication. People trust persons who present natural emotions; trust decreases when emotions are strained or fake. If a smile looks natural, it attracts attention and arises trust.

People tend to repeat the actions of other people. That process occurs by mirror neurons. Mirror neurons are the brain neurons that fire both when performing certain action, and by observing an implementation of this action by another. If the aim is to influence someone’s behavior, the task of designers is to show people the person performing the same actions.

Interactions between people are followed by the rules for social interactions. When the users use a website they have assumptions about what kind of response they would get on a website and what interaction is desirable. Many of these expectations mirror expectations of people in a personal contact. If a website is not responding or booting is too long, it looks the same as ignoring people in real life. If a website requires personal data at an early stage, it is similar with the situation when an unfamiliar person tries to get private information and disturb a personal space. Website design helps for interaction between people and a website. Rules of a personal interaction, which were de-

scribed above, should be considered during a process of creating web design. Rules in society interactions provide assistance to determine what corresponds to expectations of users.

5.8 How do people feel?

There are seven universal emotions. Paul Ekman (2007), author of several books about psychology of emotions and expert in recognizing emotions by facial expression, identifies seven basic emotions: anger, happiness, disgust, sadness, fear, surprise and contempt. The emotions are represented by facial expressions and gestures. Using pictures with people having one of the main emotions is a proper method for better understanding the main purpose of a website from users' point of view. Seven basic emotions are easily recognizable by a photo. Faces on photos should look natural, because people are able immediately define fake emotions. Properly applied emotions on a website depend on a target audience. For example, a good way to know people's opinion is to find out what emotions motivate or will motivate different groups of the target audience.

Emotions associated with a movement of muscles. Designers should predict what muscle groups will be involved when familiarizing users with the product. For example, in case of too small font on a website, people are forced to squint trying to read the text. They can hardly feel the joy and friendliness, and it will affect their future actions. People also tend to copy facial expressions of others. Showing a picture in which someone is happy or laughing provokes an appearance of a smile on a viewer's face. The approach with pictures makes people feel happier influencing on their future actions.

One of the reasons why the cases of life perceived better than just facts is that they are presented in a story form. They evoke a sympathy that includes an emotional reaction. Based on emotional reaction, people will process the data and the feelings. Information is processed better and longer stored in a memory, if it is supported by emotions.

People enjoy surprises. A study conducted by Gregory Berns (2001) defines that the human brain is not only looking for the unexpected, it tries to reach the unexpected. Everything new attracts attention and also brings up pleasant feelings.

Factors related to web design, such as font, layout and navigation are crucial for passing through the first phase of distrust. If a website passes this first test, content and reliability become the factors determining trust in a product.

5.9 People's mistakes

There are no absolutely reliable products, and everyone makes mistakes. It is very difficult to create a system that does not contain errors and to ensure that people will not make mistakes dealing with it. A very useful way to avoid unnecessary mistakes is to think in advance about what errors are the most likely to occur, when people will use a product. A trial version of a design helps to detect possible errors. Usually it is tested by a target audience.

Mistakes often have negative effects, but in some cases the effects can be positive or neutral. Mistakes with positive consequences are the actions that do not lead to the desired result, but provide users with information with which they achieve a more general purpose. Mistakes with negative consequences destroy the positive results. They return users to a starting point or lead to irreparable consequences. Mistakes with neutral consequences usually do not affect the execution of a task. Negative mistakes lead to negative consequences, so they should be excluded and minimized.

5.10 How do people make their decisions?

Making decisions is a skill that evolves with experience. When people are faced with a huge number of data, a brain is not able to process all the information gathered. Most mental processes occur at a subconscious level. Most decisions are also made subconsciously, but this does not mean that they are not correct, irrational or bad. People want to find a rational and logical explanation for their decisions. They usually cannot explain their actions or preferences, because a subconscious reaction works faster than a conscious reaction.

Humans seek to collect more information than they can handle. Information is addictive. Just when people are confident in their decisions, they stop searching information. A freedom of choice is not always good for users.

People can only remember three or four things at the same time. Also, the same principle works in choosing a process. The concept of progressive disclosure will help, if the task is to offer more than just three or four options. The best practice is creating a choice of three or four items, and placing a subset of the next three or four items in each of them. A user will feel unsatisfied, if the ability of choosing is removed.

6 UX ACTIVITIES AND PROCESS OVERVIEW

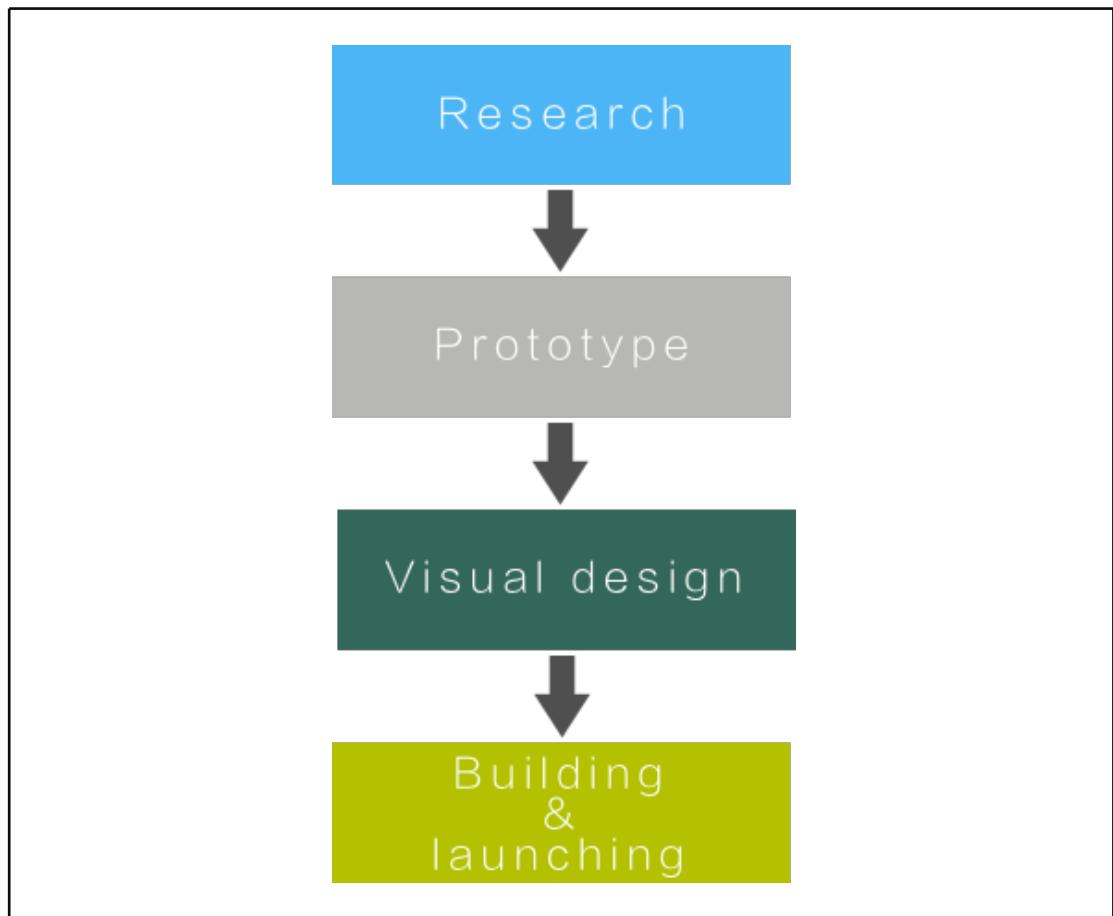
UX design process consists of the several progressive steps. Mostly I will concentrate on several of them: research, prototype, visual design, test and building. Usually the design implementation starts from a research. The research is needed basically to understand design problems. That stage includes business requirements, competitor analysis and evaluation of a product. In a practical part of the thesis I will use a method called a heuristic evaluation. It helps in recognizing usability problems of the website's old version which is need to be redesigned.

The next step is a prototype. Prototyping allows UX designers to generate ideas and to select design solutions. In my project I will use two techniques for prototyping: creating sketches and building wireframes.

The next part is a visual design. It is responsible for improving the design solutions by revising wireframes, in case when it needed, and implementing a visual design. That part follows after creating the wireframes. Visual design is a huge subject that includes several components.

After that, users test a visual design look and feel. The approach allows designers to understand what details in the created visual design they need to improve. Next, when the testing is conducted, the phase of improvement a website and beginning a building process can start.

The final phase is to launch a website. A website can be launched, when the previous activities were executed, and everything works correctly. Picture 7 demonstrates UX activities for the redesign project.



PICTURE 7. UX activities for the redesign project

6.1 Heuristic evaluation

In the project I will use a research method called “heuristic evaluation”. The method was created by Jacob Nielsen, the father of usability, in 1995. Heuristic evaluation is a usability engineering method for finding the usability problems in a user interface design so that they can be attended to as part of an iterative design process (Nielsen 1995). It does not provide a systematic way to generate fixes to the usability problems or a way to assess the probable quality of any redesigns. However, because heuristic evaluation aims at explaining each observed usability problem with reference to established usability principles, it will often be fairly easy to generate a revised design according to the guidelines provided by the violated principle for good interactive sys-

tems. Also, many usability problems have fairly obvious fixes as soon as they have been identified.

According to Jakob Nielsen (1995), there are ten general principles for interaction design. They are called “heuristics” because they are broad rules of thumb and not specific usability guidelines. A list of the heuristics for user interface design is presented below.

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

6.2 Wireframing

A wireframe is a visual representation of a user interface, stripped of any visual design or branding elements. It is used by UX designers to define the hierarchy of items on a screen and communicate what the items on that page should be based on user needs. (Mears 2013.)

Simply speaking, wireframing is a “plan” for websites. It shows the web page layout by illustrating the positions of content and navigational elements, and also represents functionality. Creating mockups can be implemented by using a range of shapes, for example, buttons, boxes and containers, through special software or just by sketching. It comprises advantages that are most valuable to take into account in the beginning of the project. Wireframes considered as a basis to begin creating screens, provide overview of functional specifications, offer easy and rapid approach for exploring ideas, and used as a prototype basis for testing user ideas.

Wireframes provide understanding of communication in visual perspective between how closely users will complete the tasks achieving their goals and meeting the site's business needs. Well-thought-out easy moving between pages or between entire sections (without going back to the home page) is provided by clean-labeled navigation. That ensures users' positive impression, which will help to achieve organizational business goals.

From the business point of view the approach greatly saves costs of any marketing communication. Wireframing avoids expensive site redesign required to correct different kinds of problems with the previous version. Creating wireframes and then testing prototypes ensure that users will not be frustrated with the redesigned website, and this saves further expenses.

7 IMPLEMENTING UX DESIGN

The aim of my project is to redesign an existing website for the company called Positive Communications. Positive Communications is a Russian event production company. It organizes different kinds of events for big companies. They say: "We do not create holidays-we organize events. The events are provided with success not just for development an internal communication in the company, and also for the efficiency of the business!" Recently they started to think wider and began to develop new services, like branding, HR branding and consulting, and a special project, which offers extraordinary event services (e.g. competitions between two companies). By these services they differ from the other competitors on the market.

Before the redesign, customer retention was high, due to high persuasiveness of the company. The Positive Communications website offered to familiarize potential customers with company's services and to get all the needed information about the company. However, the problem was that the website began to become outdated and inflexible. The website was unstructured and complex. These problems caused difficulties related to the familiarization with company's portfolio which was considered as the main aim of the website.

The content on each page was more complicated than it needed to be. The company was needed in completely redesigning their existing website. So, my aim was to upgrade the existing website to be simpler, easy to use, flexible and good looking.

7.1 Beginning the project

Designers create successful products, when they know their users. There are different useful user research techniques and methods applicable for UX design. Each of them is based on the needs of specific project.

My aim for the project is redesigning an existing website. First of all, it was important to understand the business needs of the company. The Positive Communications team needed a website which could promote their business on the competitor market, help to attract users, thus getting more traffic.

Redesigning the website was based on the user-centered approach. I needed to gather information about the visitors' opinion using the Positive Communications website. In my project I decided to choose usability heuristic evaluation method. This method provides a good insight into possible usability problems that can cause damage for the user experience. Usability heuristic evaluation is quick, cheap and a useful approach. It is also suitable, if amount of evaluators is not huge. This approach recommends using more than one evaluator. I used three evaluators to get more detailed feedback. I conducted testing with potential users of the website. The evaluators were people, who lead their own business, and people who further want to found a company. Using users with experience in the business field means that the results will be more valuable.

7.2 Applying heuristic evaluation of usability

I conducted the heuristic evaluation in the beginning of the project. Early-stage testing is considered as the most beneficial, because at the early stage it is simpler to correct a certain part in the design. This process is needed to understand user behavior, emotions, and difficulties the testers faced with getting acquainted with the company and their portfolio.

The heuristic evaluation of the usability is conducted usually according to ten standard principles. For the redesign project I conducted a testing by observing user behavior in real-time, and by writing down the users' notes and ideas. During the evaluation process I highlighted a few principles which had more comments and ideas from the testers:

- Match between system and the real world
- Flexibility and efficiency of use
- Aesthetic and minimalist design

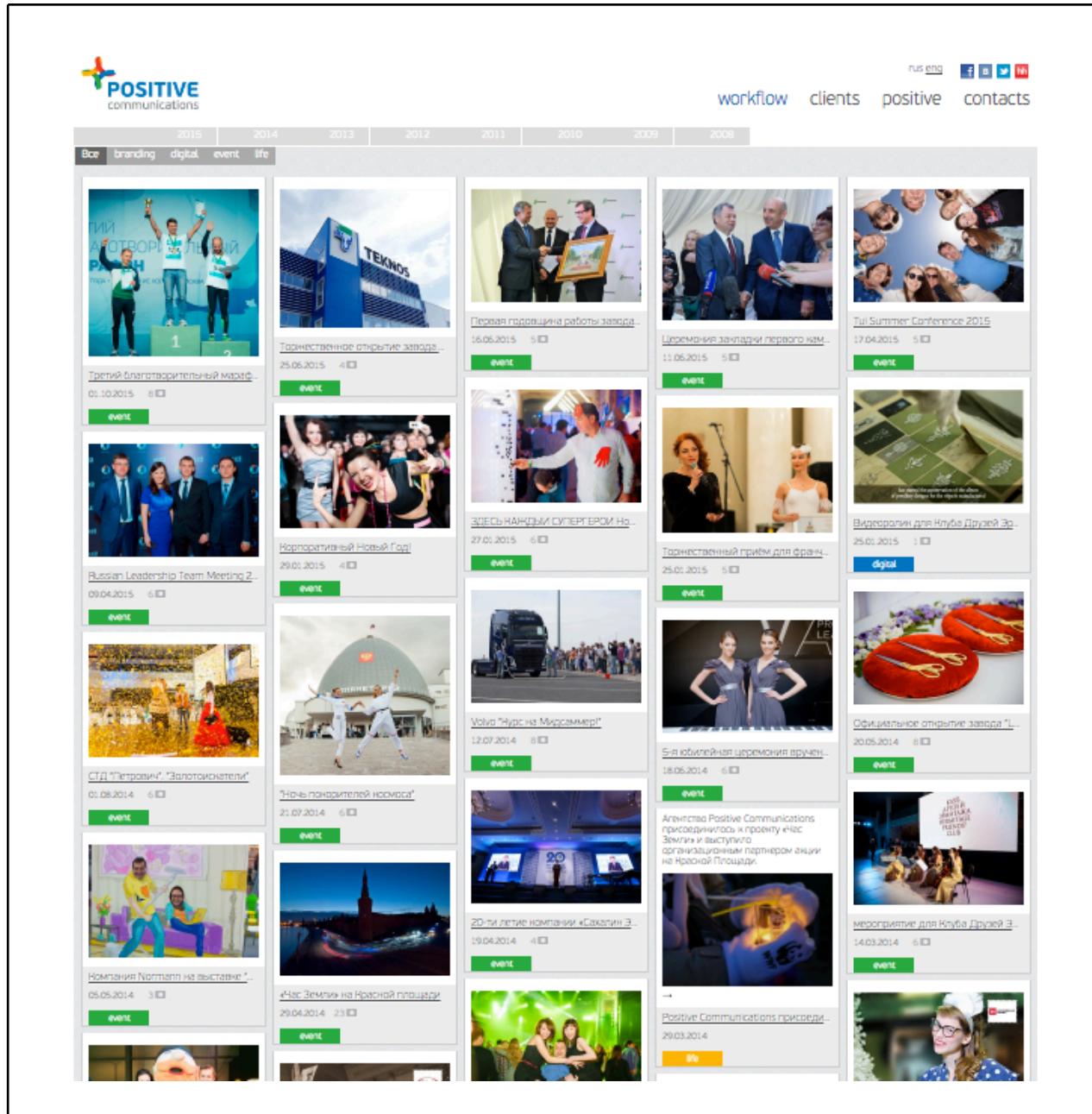
These principles were related generally with a structure of the website, the visual appearance and an ability to understand the steps which should be performed by the visitors to make an order for the event organization. According to them I detected the main usability problems in user interface design of the Positive Communications' website.

7.2.1 Match between system and the real world

The heuristic means that the system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order. (Nielsen 1995.)

During the real-time evaluation the testers did not understand the terms containing in the sections of the menu. Picture 8 illustrates the Front page of the website which needed to be redesigned. The menu sections are presented on the top of the page. The testers said that they are not able to understand the meaning of the Workflow and Positive sections. The Workflow word was used for the portfolio section in the existing version of the website. The Workflow is a wrong term for the portfolio section of the website, because it does not follow real-world convention. The term was not familiar for the testers. The same problem occurred with the Positive word in the menu. The Positive section contained the information about the company on the existing website. The evaluators did not understand the meaning of that section. In a result, the information appeal was not presented in a natural and logical order. Also, the testers men-

tioned that they wanted to get the tips from the website to know what kind of the events they can order.

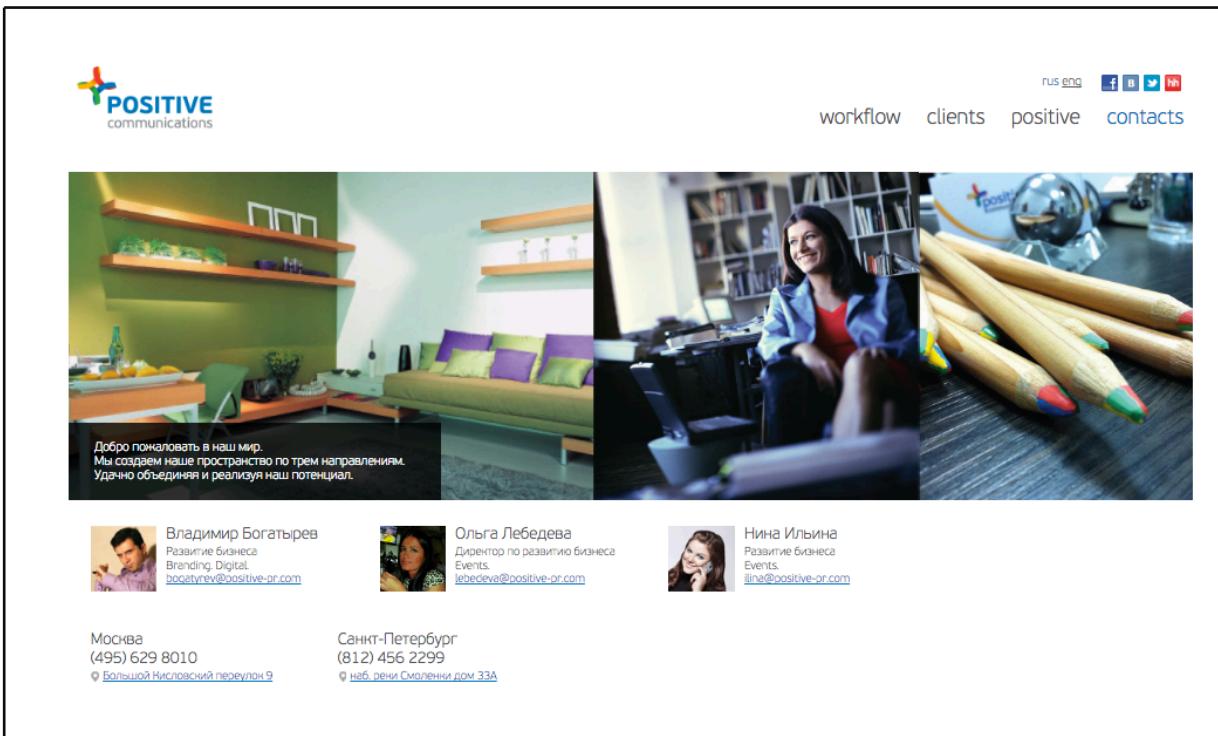


PICTURE 8. Front page of the Positive Communications website needed to be redesigned

7.2.2 Flexibility and efficiency of use

Accelerators (unseen by the novice user) may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions. (Nielsen 2005.)

The main problem in that heuristic was related with the Contacts section. Picture 9 shows the Contacts page of the existing Positive Communications' website.



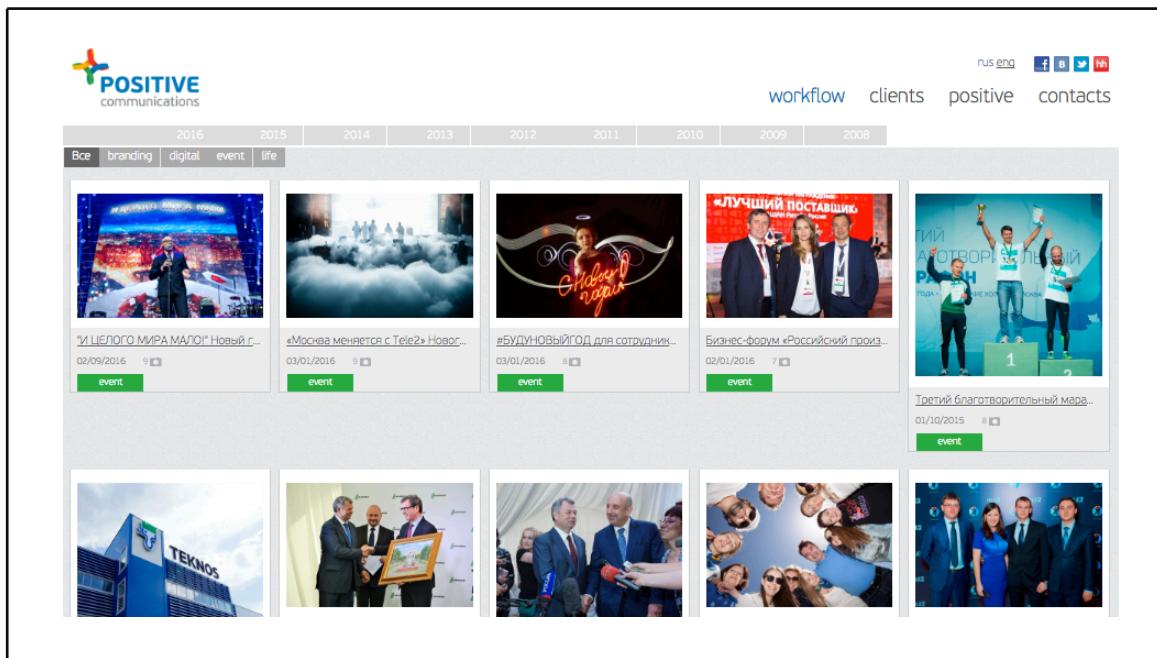
PICTURE 9. The Contacts page of the existing Positive Communications' website

When the testers opened the Contacts page they had problems with ordering the event. Picture 9 shows that there are three contact persons under the big photos. The testers did not understand how to choose the person, who is responsible for the event organization. Also, they mentioned that it is difficult to make a contact with the company. According to the interviews, I found out that the steps were very complex needed to contact the company. The testers wanted to make less effort. They expected to find a form, where they can make the order, rather than to open their email and send the request for the event ordering.

7.2.3 Aesthetic and minimalist design

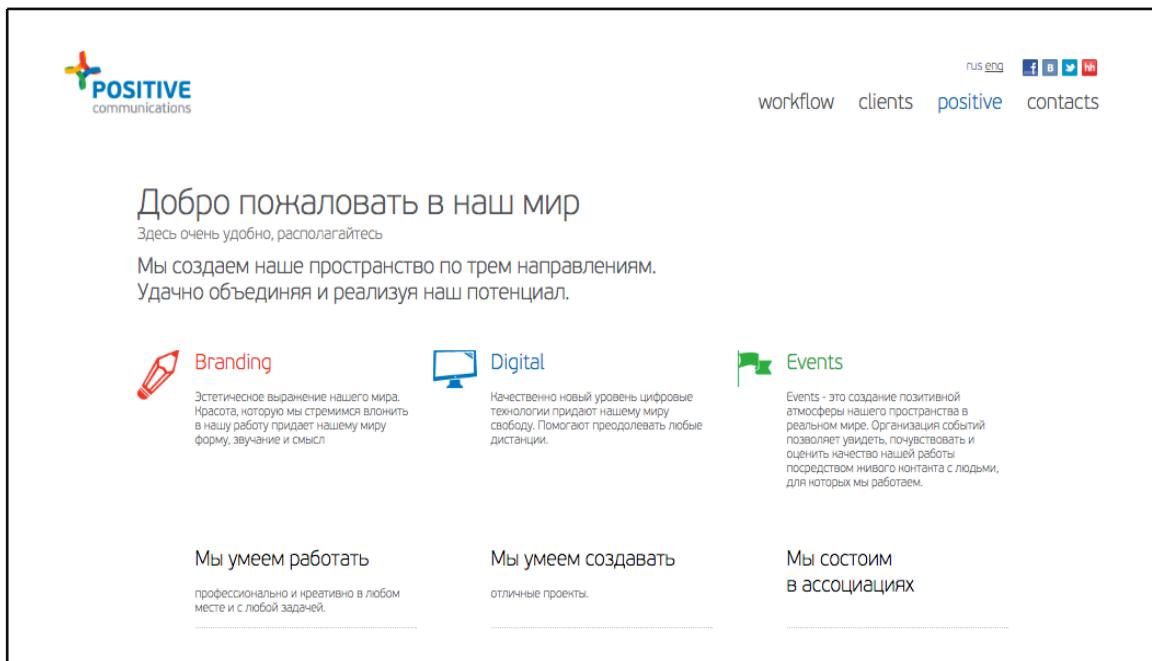
Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility. (Nielsen 2005.)

According to the test, the Workflow page, the Positive page and the Clients page had the problems with aesthetic and minimalist design. The testers said that the Workflow page contained the information which is rarely needed, such as years. The subsections with the company's services were too small and not understandable. Picture 10 shows the Workflow page of the old version of the Positive Communications' website.



PICTURE 10. The Workflow page of the old version of the Positive Communications' website

The other section Positive had the same problem related to the text readability. The testers mentioned that the information about services should be presented clearly by increasing a size of the text with description. Picture 11 shows the Positive page of the old version of the Positive Communications' website.



PICTURE 11. The Workflow page of the old version of the Positive Communications' website

The Contacts page had the big pictures before the contact persons. The testers did not understand why do they need these illustrations. They mentioned that the picture was more attractive than the contacts. One of the evaluators I interviewed said the following: “Does the website sell the furniture?” Firstly the testers focused their attention on the big pictures, and after that they were able to find the most important information with the contacts of the company. Picture 9 shows the Contacts page of the old version of the Positive Communication’s website.

According the testers’ feedback, these three pages had the same problem related to the text and the visual details. They noticed that the text and the visual details should be bigger.

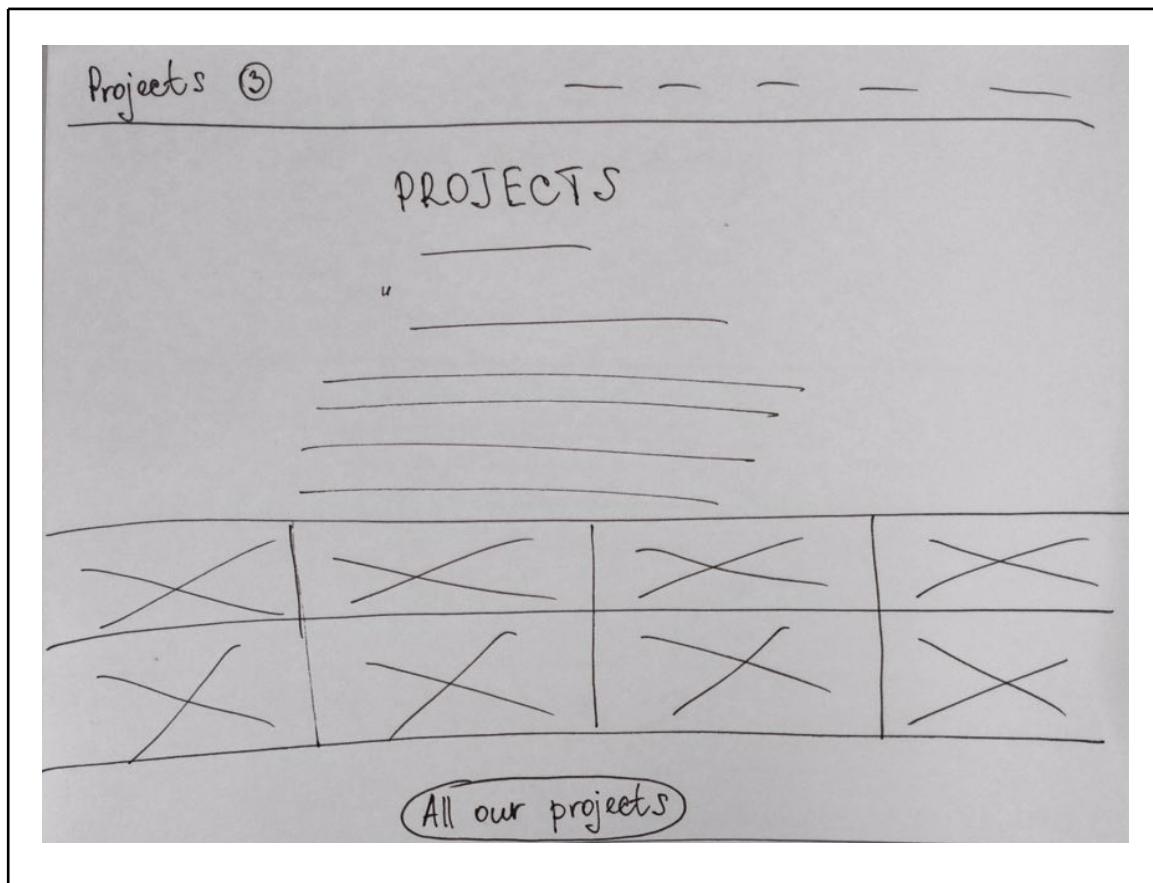
7.3 Sketching

A period of idea generation starts from the paper sketches. I had a lot of ideas and thoughts about how to improve the existing website of Positive Communications. The key factor of this stage is to record all the ideas to be able to choose from plenty of options. I decided to create the paper drafts, because they are simple and useful approach, when there is a need to make some modifications.

To implement this method I, firstly, opened well-designed competitor sites to be more familiar with how they offer their portfolio to clients. It gave me a better understanding of how the pages of portfolio websites should look. I opened the important pointers which I then used in my project. Initially, all the websites I browsed as samples for my project contained the main pages: Client page, Services page, Projects page, and About us page. They are considered as fundamental of a portfolio website. According to the usability evaluation, I examined that the menu's sections on the old version of the Positive Communications' website had the difficult for understanding names. I decided to change them following the samples on competitor sites. Finally, I created sections in the menu named Projects, About us, Clients, News, Blog and Contacts. They follow the real-world conventions to be familiar to the users.

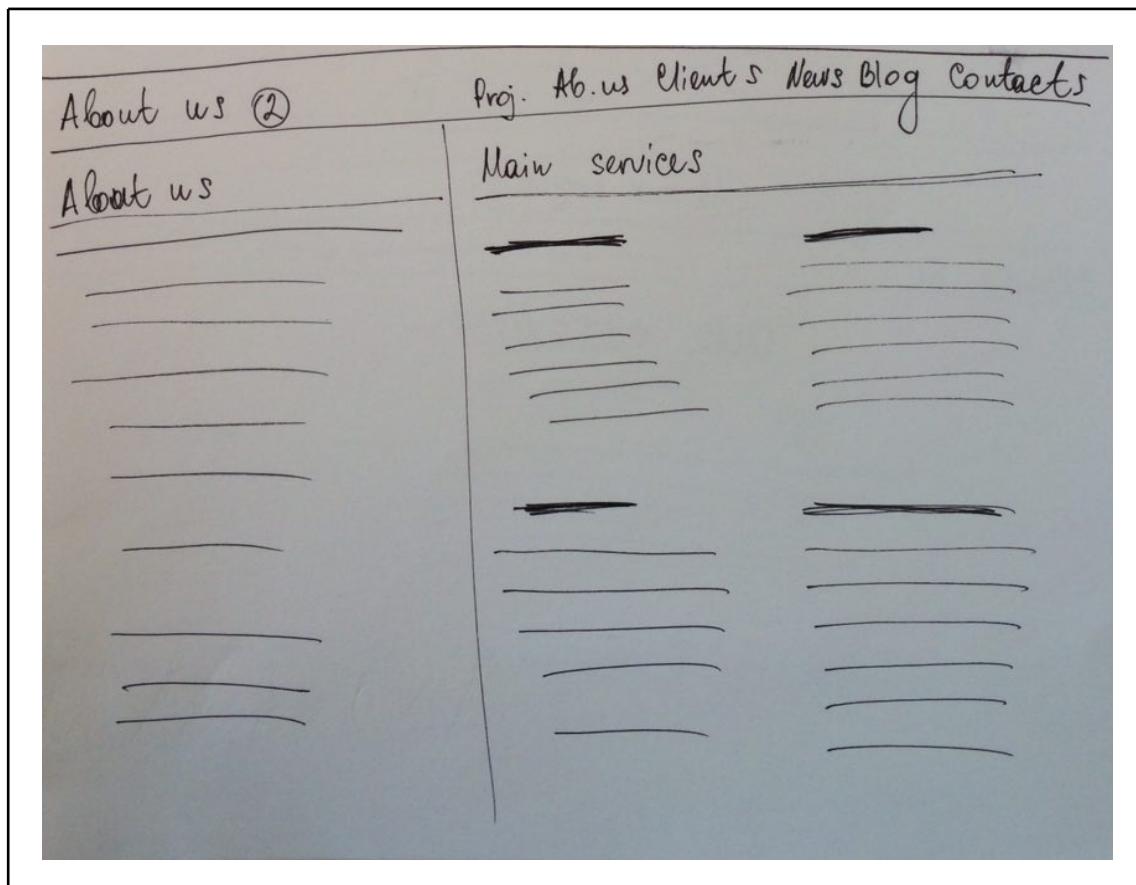
The options in the menu could be arranged in a logical order. The sections menu titled Projects, About us and Clients are primary, so I need to place them on the first three positions in the menu. The Projects section will be placed on the first position. Next, I decided to introduce the company in a section About us, and then I provided the information about clients in a section Clients to create persuasiveness.

Potential clients usually want to see the result of the company and what they are capable of. Is the event suitable for their organization? How did the event agency organize the previous events? Did the company operate on international market? Potential clients want to know all these details when they visit the Projects page. I made a draft for the Projects page and titled it Our Projects. Picture 12 demonstrates the potential Projects page for Positive Communications.



PICTURE 12. Sketch of the Projects page for Positive Communications

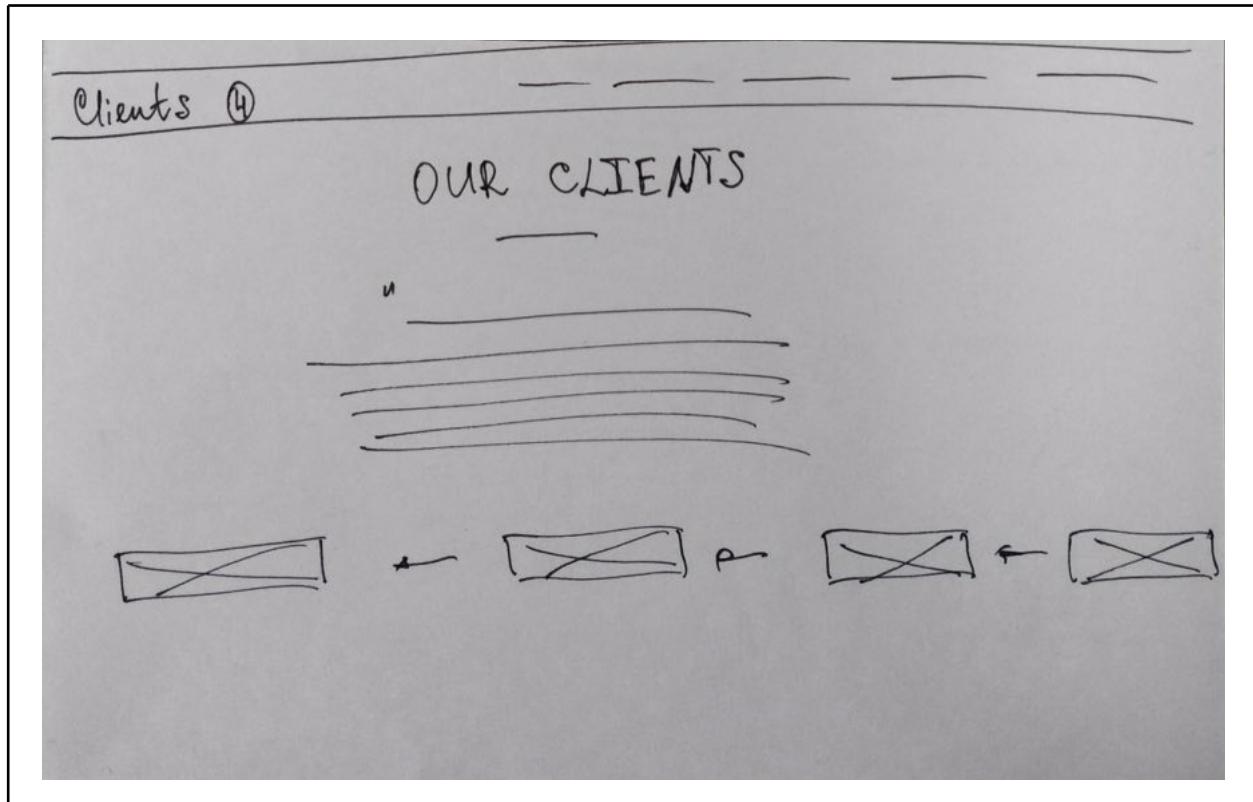
The Services page is also reasonable, because it helps potential clients to get a good understanding of what they are looking for. In my project it is the event services. I decided to connect it with the About us page to make the process of familiarization with the company easier. The About us and Services sections look compact and contain the information needed by potential clients about Positive Communications. The sketch in Picture 13 shows a draft for the Services page and the page About us.



PICTURE 13. Sketch of the About us page and Services page for Positive Communications

The About us page is usually used to introduce a company. It presents the philosophy of an organization, demonstrates competence and shows professionalism. The page provides the persuasiveness for the potential clients. According to the theory part, persuasiveness consists of two types of information: vendor information and product information. It allows the visitors trust an online vendor by the evidence presented on the website. As was mentioned previously, the About us page is connected with the Services page to reach persuasiveness. It is shown in the draft in Picture 13.

The Client page is a page which shows a list of companies the organization has previously worked with. It demonstrates the professionalism of the company and reputation in the industry, which leads also to website persuasiveness. Picture 14 illustrates a draft with the idea for the Client page called Our Clients for Positive Communications.



PICTURE 14. Sketch of the Client page for Positive Communications

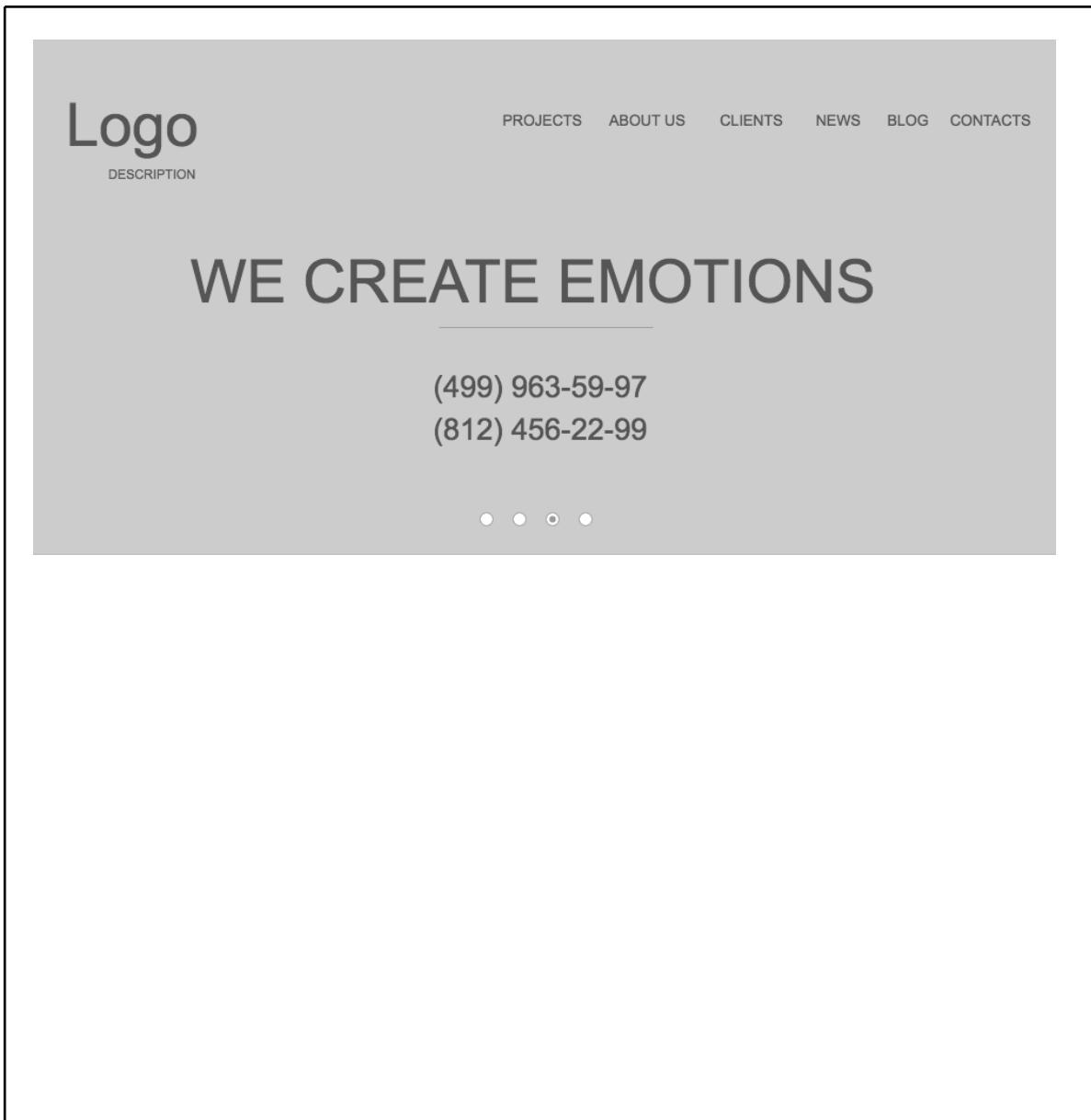
In general, I changed the structure of three main pages with projects, information about the company, and with the client list. These changes based on the heuristic evaluation conducted in the previous stage of the redesigning process.

7.4 Wireframing

At the stage of wireframing I need to create mockups. There are different drawing tools for creating wireframes available on the Internet. I found one that is free and worked best for me. The name of the wireframe software I used is FlairBuilder 4. It is powerful and easy-to-use prototyping tool which offers a range of tools and a full set of built-in components for beautiful and responsive wireframes.

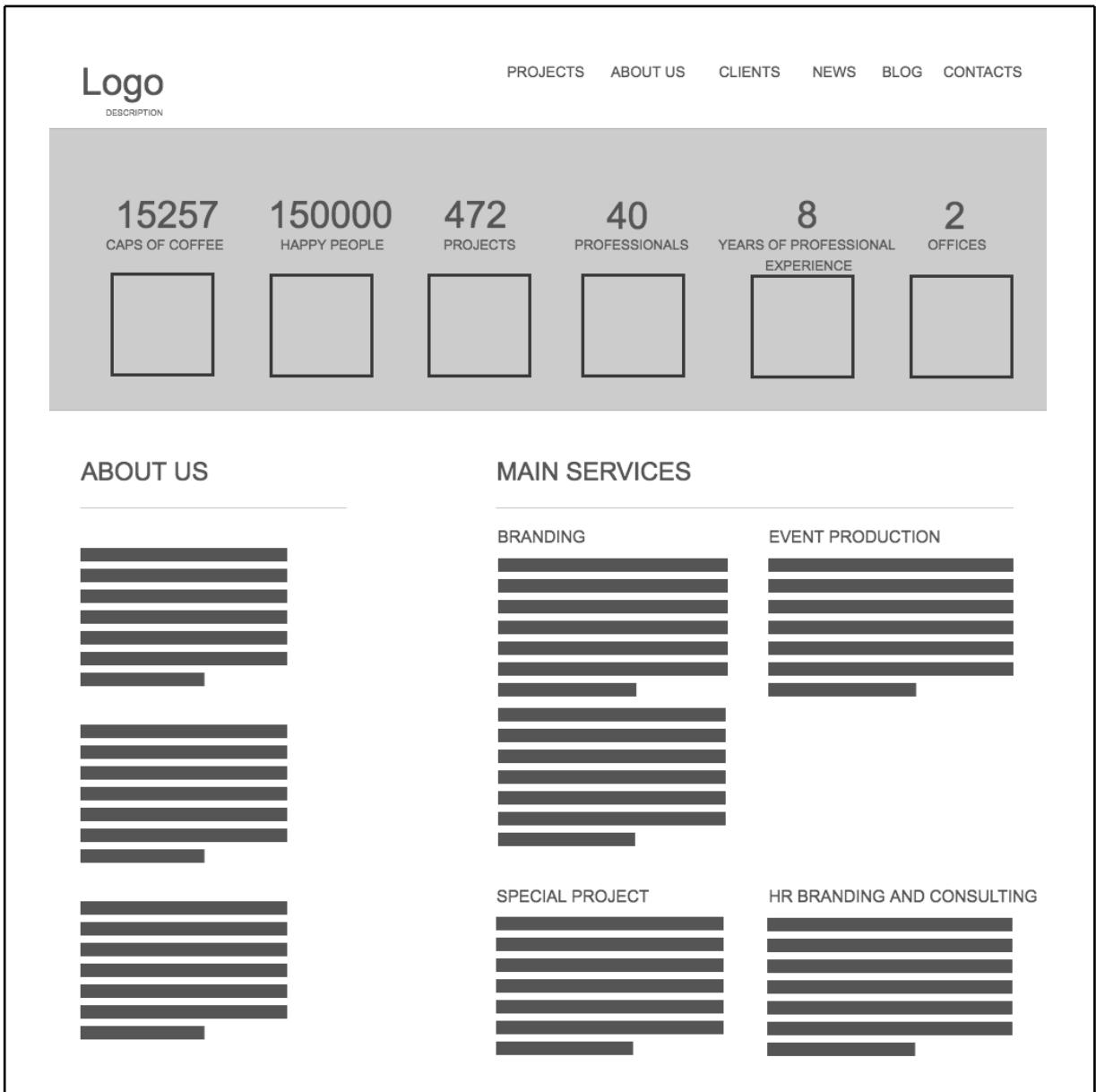
I began to create wireframes with seven main site pages: the Front page, the Projects page, the About us page, a page with the company news, a client list page and the pages with contacts. Pictures 15 and 16 show the wireframes of the Front page and About us page. The Front page will contain big animated pictures with the text to briefly describe the main ideas of the company. The menu on top of the page allows

easy moving between the site's pages. Clean-labeled navigation does not require going back to the home page.



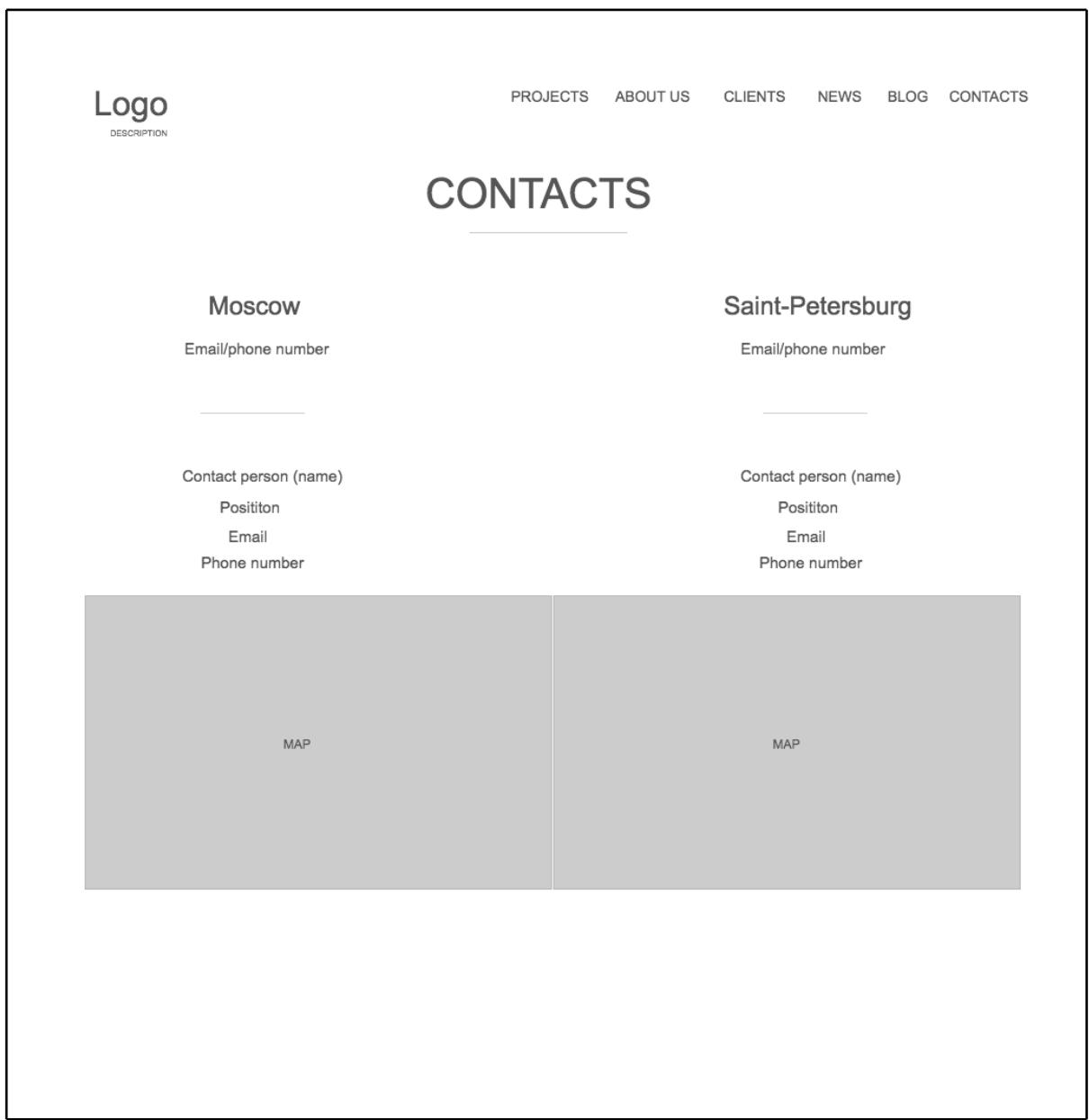
PICTURE 15. Wireframe for the new Front page of Positive Communications

Picture 16 illustrates that the text is organized in short lines, because people prefer reading the short lines instead of wide columns of a text. Also, there is a statistic about the company which will be complemented by the motions and funny 2D pictures.



PICTURE 16. Wireframe for the new About us page of Positive Communications

Additionally I created a new contact form for a page with the company's contacts. Following the heuristic evaluation, I revealed that there were usability problems in the Contacts page. The evaluators mentioned that they wanted to do less effort for contacting a company. I decided to design a better contact form rather than provide just the contact information of the company's persons. The form will cause a more prominent "call to action". Also, I replaced the big pictures on the page by two maps with location of the Positive Communications' offices. Picture 17 and 18 shows the wireframes of the Contacts page.



PICTURE 17. Wireframe for the new page with contacts of Positive Communications

The wireframe for the new page with contacts (extension) of Positive Communications is a rectangular layout. At the top left is a logo with the word "Logo" and a small "DESCRIPTION" text below it. To the right of the logo is a horizontal menu bar with links: PROJECTS, ABOUT US, CLIENTS, NEWS, BLOG, and CONTACTS. Below the menu is a section titled "WRITE US". This section contains three input fields: "Name", "Email", and "Phone number". Below these fields is a larger text area labeled "Message". At the bottom left of this section is a rounded rectangular button labeled "Send". The entire wireframe is enclosed in a thick black border.

PICTURE 18. Wireframe for the new page with contacts (extension) of Positive Communications

The other page wireframes can be found in Appendix 1. The wireframes of the site pages allowed me to make experiments with a structure of the website, also concentrating on the particular elements.

During the process of wireframing I communicated with Positive Communications team members to get their feedback for the appearance of the website. We discussed the details in the design, as what sections should be improved, and how the design will look with the visual design. For the best result we set a strong communication to rich

the understanding between the company's business goals and my vision from the UX design point of view about portfolio website.

The Positive Communications team approved each of the wireframes. We communicated several times before achieving the final result. I delivered the final result containing seven wireframes.

7.5 Implementing visual design

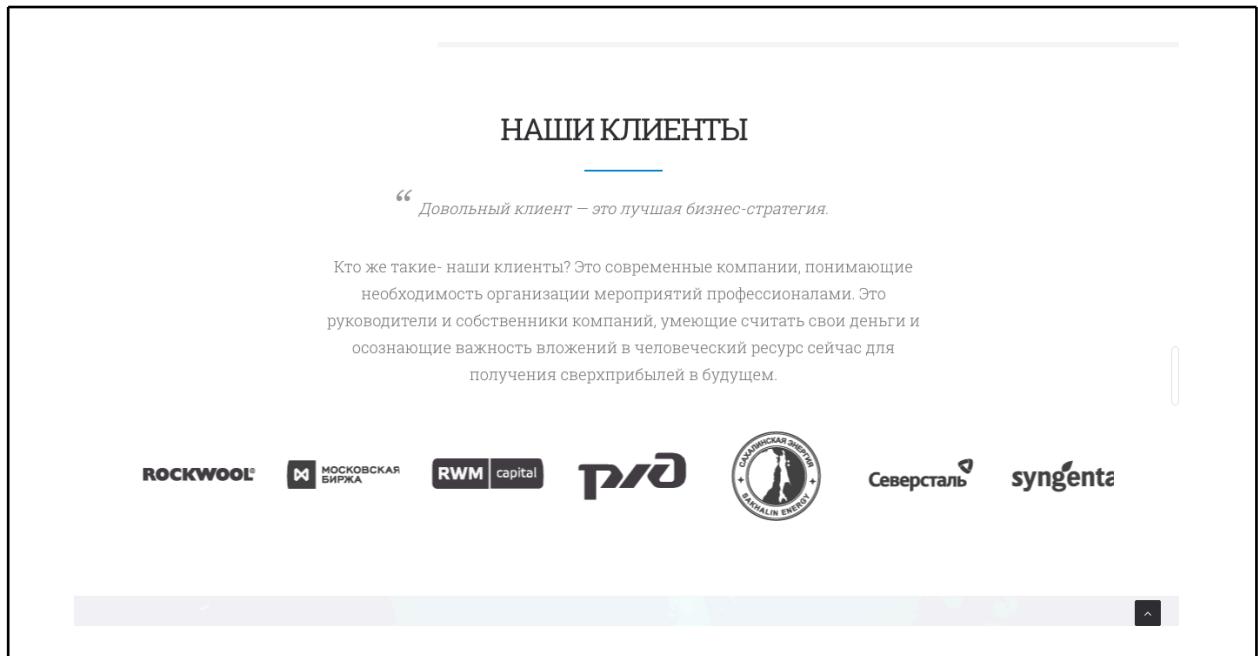
My roles in the redesigning existing website are UX designer and also UI designer. In the beginning of the project I understood business goals of Positive Communications to feel better how design principles should be applied. Additionally, usability testing allowed me to get information about the user needs and their behavior interacting with the website. I spent a lot of time understanding the significance of the brand new look of the potentially redesigned website.

After developing wireframes I started to implement the next part of the project, visual design. The significance of the visual design is to reveal a brand personality. I've used the design concepts, which, to my mind, specifically suitable for the website concentrated on event organizations. In general, my aim was to implement a simple, interactive and unique design for the Positive Communications brand. Typography and fonts, color choices and interaction details were the most important aspects for me during the process of redesigning the website.

7.5.1 Color scheme

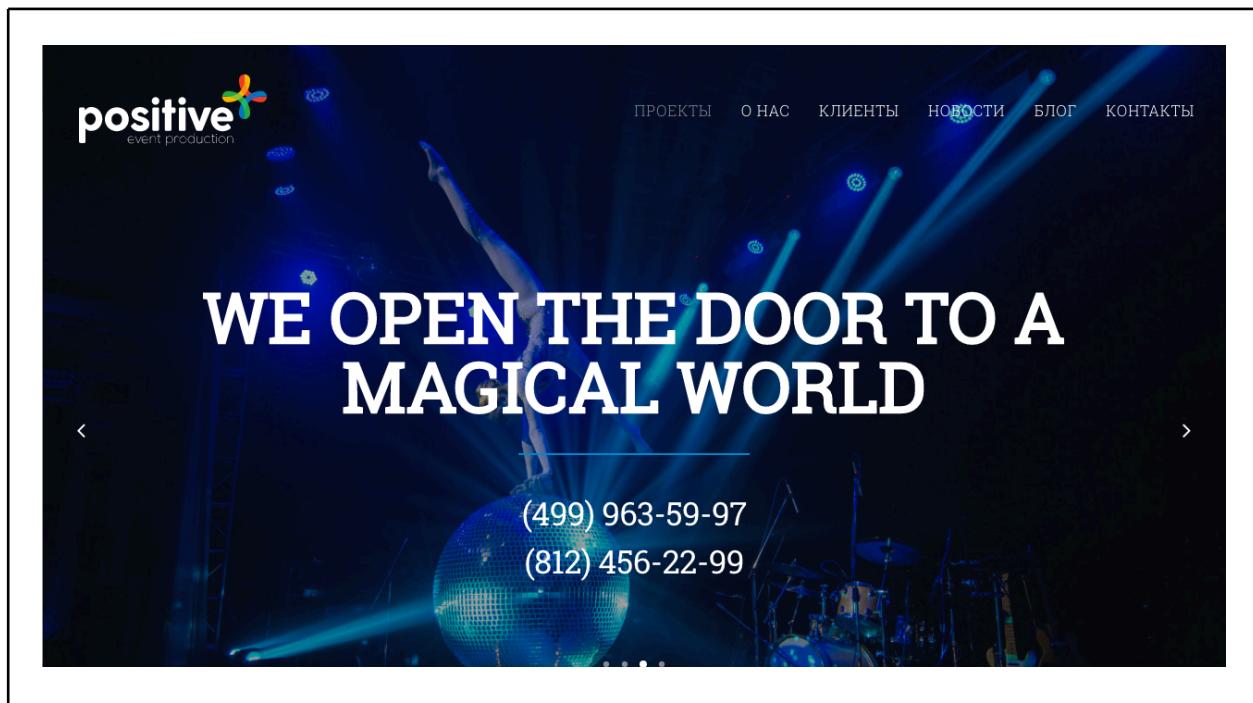
Aim of the redesigning the website was to create a new portfolio website for an agency which organizes different kinds of events for the big companies. The website design should convey a professionalism and formality, causing confidence, positive emotions, and even desire to be a potential client. Based on that, I decided to use mostly neutral colors: black, white, and grey with the elements of blue color. With that color scheme a design becomes universal for different experiences, cultures and genders. Neutral colors usually create a backdrop in design. They can be used on their own, or combined with another color accent. Black color was used for typography and other functional elements because of its neutrality. White color is associated with purity,

ty, cleanliness and virtue. I used white for the website background and typography. This method creates a contrast between text and background and highlights the other colors. It is also suitable for achieving simplicity in the design. Light shade of grey was used for typography, some parts of the background, and brand icons to create a bit more visual interest. Picture 19 illustrates the method of neutral colors described above.



PICTURE 19. Neutral color scheme of the redesigned Clients page

I included blue color as additional color in neutral color scheme. It used it to represent calmness and responsibility, additionally, blue makes the website refreshing and friendly. Picture 20 shows the Front page, where the first big picture and the dividing element “line” have the blue shades.



PICTURE 20. The Front page consisting blue color elements

7.5.2 Typography and fonts

In a design for the new website I used the fonts with good readability. The fonts do not contain additional elements, which can cause difficulties in recognizing the letters and slow down the speed of reading the text. Size of fonts is big enough for comfortable reading.

As was mentioned in a previous part, mostly I used the different shades of black for fonts. White color for fonts was used just on dark or color visual elements. Generally, I followed the principle in a theory part that black font over a white background is the most legible among color combinations. It allows easy reading, which leads to a fast text perception.

Simplicity in a hierarchy I achieved by combining two font sizes and different title weights. For titles I used the capital letters to make them flashy and attract an attention. Good contrast is really important for achieving a good readability. Example on Picture 21 shows the About page and a page with the Main services. Each column with a content of description the offered service provided by a title that represents the main point in the text.

О НАС

Со времен Древнего Рима всем известна фраза, ставшая крылатой на века: «Хлеба и зрелиц». Очень долго именно она могла бы охарактеризовать мероприятия различного формата, которые организовывались для крупных компаний. Но с каждым годом наши клиенты становятся все более искушенными. Они понимают, что основой любого мероприятия является определенная корпоративная задача, стратегическая цель, высшая идея. Тут и появляемся мы. Именно такую задачу для пользы вашего бизнеса мы готовы реализовать силами самых профессиональных специалистов в области event.

Мы не делаем праздники, мы организуем события, от успешности которых зависит не только микроклимат и уровень развития внутренних коммуникаций в компании, но и эффективность бизнеса в целом!

ОСНОВНЫЕ НАПРАВЛЕНИЯ

BRANDING
Альфред Нобель как-то отлично сказал: «Хорошая репутация более важна, чем чистая рубашка. Рубашку можно выстирать, репутацию – никогда.» Самое важное понятие в маркетинге – понятие бренда. Если вы не бренд - вы не существуете. Кто же вы тогда? Вы – обычный товар. Наша задача состоит в создании уникального образа бренда, вызывающего неудержимое желание приобрести ваш товар или услугу.

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Люди – вот главное конкурентное преимущество любой компании. Мы поможем вам создать благоприятный имидж работодателя, наладить внутренние коммуникации и переформатировать корпоративную культуру так, чтобы она

PICTURE 21. Using the titles on the new About us page and Services page

7.5.3 Interactive elements

For a new version of the website I decided to include a lot of motions. That method attracts users' attention and enhances an interest for following acquaintance with the website. When visitors scroll down the website, the header with the menu options and the logo of the brand stays in a fixed position. The visitors can always see the navigation bar. It shows the visitors where to click to find the information they needed.

On the Front page I used the big photos as a background to create animated photo gallery. The photos illustrate moments of the events, organized by Positive Communications agency. (Picture 20.) Also, the same method was used on a page with a list of clients. By the animated photo gallery, consisting brand pictures, I presented the companies which used the event services of Positive Communications. (Picture 19.)

In the chapter “How people think” I mentioned that people perceive small amount of information at a time. I implemented a concept of progressive disclosure to provide visitors the information that they only needed at certain moment. On the redesigned Projects page I presented a list of projects in pictures, because visual representation of information is clear understandable than just based on a text reading. Picture 22 shows the situation when visitors place a cursor on the picture, they will be able to see information about the project.

НАШИ ПРОЕКТЫ

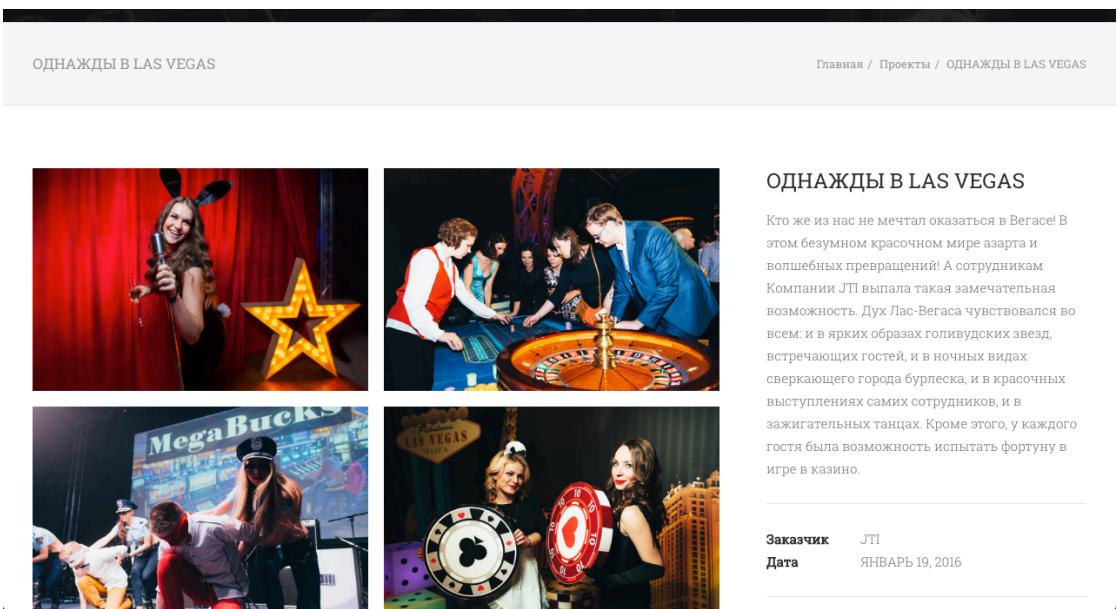
“ История меняется, а праздники остаются.

Наши проекты запоминаются надолго, так как мы не используем шаблонных решений. Каждый проект уникален. Он является реализацией творческого замысла с одной стороны, и решением практической задачи бизнеса – с другой.



PICTURE 22. Progressive disclosure of projects

Then, clicking on the picture visitors open a page with more detailed information and photos showing the event highlights. Picture 23 shows that page.



ОДНАЖДЫ В LAS VEGAS

Главная / Проекты / ОДНАЖДЫ В LAS VEGAS

ОДНАЖДЫ В LAS VEGAS

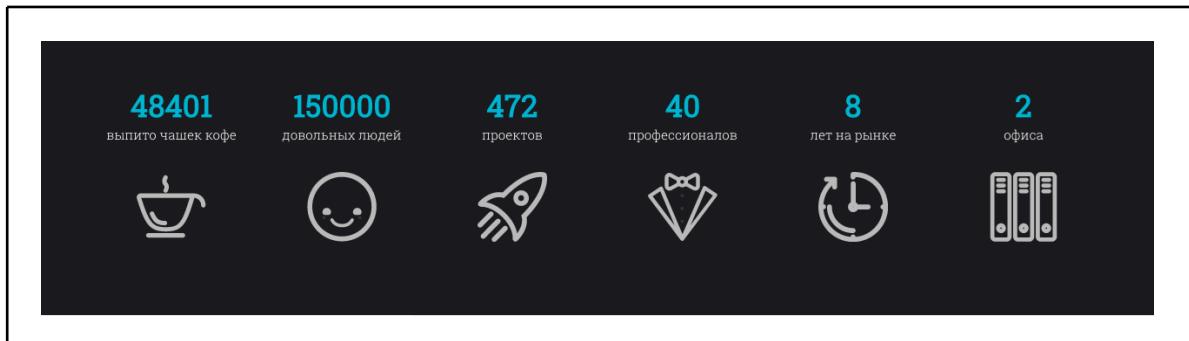
Кто же из нас не мечтал оказаться в Вегасе! В этом безумном красочном мире азарта и волшебных превращений! А сотрудникам Компании JTI выпала такая замечательная возможность. Дух Лас-Вегаса чувствовался во всем: и в ярких образах голливудских звезд, встречающих гостей, и в ночных видах сверкающего города бурлеска, и в красочных выступлениях самих сотрудников, и в зажигательных танцах. Кроме этого, у каждого гостя была возможность испытать фортуну в игре в казино.

<p>Заказчик</p> <p>ЯНВАРЬ 19, 2016</p>	<p>Дата</p>
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PICTURE 23. A disclosed page with detailed information about the project

For a better processing and holding attention information about the event is presented in a story form. Also, information given in a story form I used between the Projects page and Services page. A line on Picture 24 represents a statistic about the company

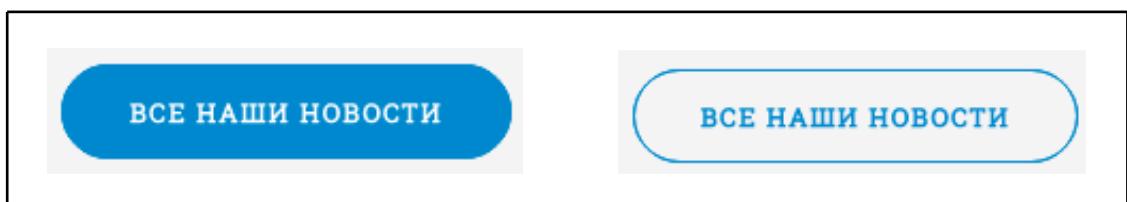
in a visual way using the motions and funny 2D pictures. It looks delightfully that coincides with one of the usability attitude.



PICTURE 24. The visual representation of company's statistic

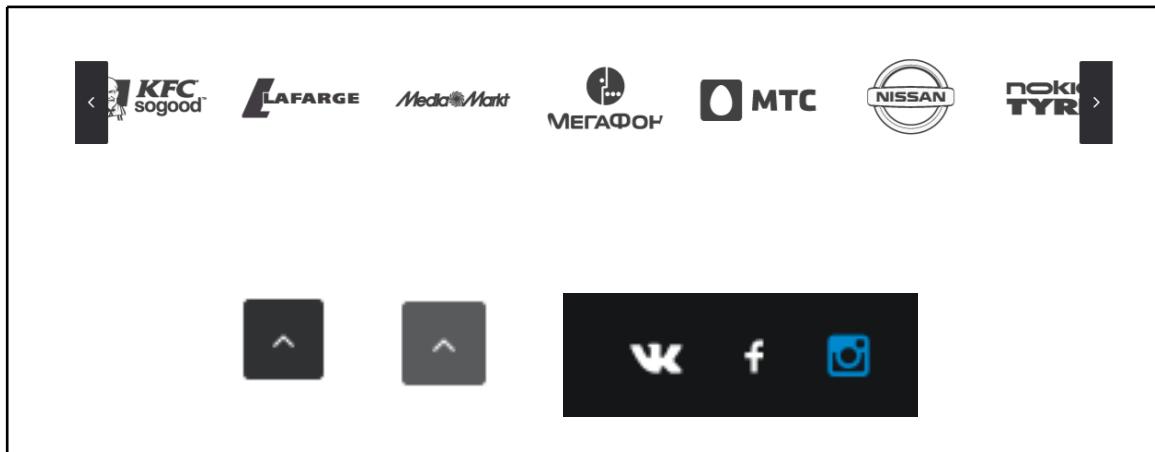
Animated blue numbers create a surprising effect which motivates people continue acquaintance with the website.

When people face some problems and want to solve them, they usually unconsciously look for appropriate tools and facilities helping with this. Incentive signals help to understand what should be done with an object. Considerable advantage of the incentive signals is that they increase a likelihood that users will perform an action. Shadow and light that occurs by cursor moving are tools allowing to apply it in practice. They create an object visibility when it is selected or active. I applied that method for the buttons. Picture 25 shows the button “All our news” with original blue color and the button which changed color by moving cursor on it.



PICTURE 25. Applied incentive signals for buttons

Also, I used incentive signals for another details in the design. For example, Picture 26 illustrates additional small incentive signals: the arrows, which appeal by placing a cursor on them, a small arrow in the bottom right corner, which changes a shade of color, and the icons with changed blue color when they are selected.



PICTURE 26. Another incentive signals

7.5.4 Building and launching the website

The key factor of creating a successful transition from a design part to code building is to provide understanding of the outcomes between designer and coder. My part of the project is to realize UX and UI design. Back-end and front-end developing was made by Nikita Rogatnev.

Before the starting building the website, I provided Nikita of knowledge about the company and gave him the required materials. Wireframes helped me to describe the idea of how the website pages should look. That visual representation is the best way to show what you need. I made notes on the wireframes to reveal the idea of visual design elements, like color scheme, effects, and animations. Also, I provided him an information about the goals of the new redesigned website to have in-depth knowledge for a better understanding. If he had questions about the details or the way they should be implemented, I answered them. If he told me that there were some technical limitations, I changed that in the provided design.

We created a website that we are proud. The website was launched. We ensured that the website works correctly and does not have any issues. A new version of the Positive Communications website can be found on www.positivecommunications.ru.

8 RESULTS

After the website has been built and launched, the visual feedback was needed to understand the visitors' thoughts and feelings while they browsing the website. The website was shown to 10 people on a laptop to browse through the website pages. People gave me the feedback during the real-time conversations. I've got the good results, because most of the visitors' feedbacks were positive. I recognized that the visitors understand the company's brand, because they described that the website design have the unique appearance consisting enjoyable colors and attractive details. They easily found the information they are looking for, such as a portfolio with the events organized by Positive Communications. Also, the results showed that users understood the definitions and the interaction was easy. The visitors were unsatisfied when they scroll down the website. Their suggestions were about the increasing speed of the website. I told the developer of the website about this issue. The loading of the website was faster after the developer fixed that problem.

The Positive Communications site is now living. The maintenance and the information updating are significant processes for keeping running of the website. The content of the website going be updated over time by adding new events to the portfolio. Redesigned portfolio website can be found in Appendix 2.

9 CONCLUSIONS

The aim of the project was to redesign a portfolio website for Positive Communications company using the main principles of UX design. The key element of the study was to use people's opinion in the website development to reveal possible problems and then eliminate them in design. My objectives were to develop a new look for the website using methods of UX design, and to make some improvements to achieve easy interaction between the visitors and the website.

The theoretical part and the practical part of the work were closely related. The practical part was based on the theoretical part. The theoretical part of my study contains the main concepts of UX design which I implemented further in the website redesign. Also, I provided the terminology needed to familiarize a reader with these concepts. I

gave the explanations for the main of them which I focused on: what is usability, how human psychology works and how a visual design can be implemented to reach a joy of use. I demonstrated UX activities which used for the website redesign and provided description of the overall process. The reason for that was to plan the redesign process properly.

In the practical part I followed the plan which I described as the overall process. The research was conducted using a heuristic evaluation of usability to understand usability problems in the existing version of the website. It provided valuable information about the visitor's online behavior, their needs and ideas. Generally, the problems were related with three key usability principles:

- Match between system and the real world
- Flexibility and efficiency of use
- Aesthetic and minimalist design

The feedbacks were taken into account and helped me to define how content, efficiency of use and visual appearance of the website can be improved. According to the results of usability evaluation, I created the drafts and wireframes which helped to make decisions about how to organize a website structure and choose the correct place for different visual elements. Visual design creation was based on choosing suitable typography and fonts, colors and interaction details. In a result, the website design became simple, interactive and unique.

I have decided to focus just on the main points, because the theme of my thesis is quite huge. UX design contains a lot of additional disciplines which positively affect on the user experience. The project did not need all the disciplines, because specific case was narrow-to redesign a portfolio website.

The main result was a new redesigned website, which is suitable for the requirements of UX. According to users' interview conducted in the end of the project it is possible to say that the usability problems were eliminated. The website was improved and began to meet the business goals of the company. The visitors understand a brand of the company. Also, they can easily find the information they needed and understand

the definitions used in the website content. These results lead to easy interaction between the visitors and the website. The research results were positive, that is why it is easy to say that the process has been successful. The most important result for me was to investigate human-computer interaction in practice. I have got a great experience in that field.

The sources I used in my work include different theories and early researches in the user experience field. For example, Jakob Nielsen is a guru of usability who created methods for making the Internet easier to use, and invented usability methods, including heuristic evaluation which I used in my research. Generally, his methods began to appear in the 1990s but they are still very popular. Another author who inspired me was Susan Weinschenk. In her book about people's psychology she describes useful things about what every designer needs to know about people. The other books I used were about UX design guidance for ensuring a quality user experience.

Creating a UX design was very interesting for me. Usually UX design process consists of several steps from conducting a research to building and launching a website. But if the process is held by more than one person, it will be more efficient. I think that UX team is absolutely necessary on most UX design projects. The difficulties in my project were related with implementing the whole UX design process alone. Even though I had my own ideas, additional ideas of other people would be very beneficial for me. The main benefit of working as a team is a collective mind enabling different perspectives and visions to find good solutions using different perspectives and visions. To my mind, it is important to have a team, because the team members can openly discuss and have their own UX role in a project. The main benefit of working as a team is a collective mind enabling different perspectives and visions to find good solutions using different perspectives and visions.

The team members of Positive Communications were satisfied, when they found out that the feedback from the visitors was positive. They thanked me for conducted research for their website. This method helped them to attract the users. Based to company analytics tools, we have identified highly engaging interfaces for the users which encouraged them to stay longer on the website and explore the content. Customer satisfaction has significantly risen what is demonstrated by a boost in sales. We agree for

further development. The next version of the website will be created in English, because the company have also the international clients. I will maintenance their website and add updated information with new events.

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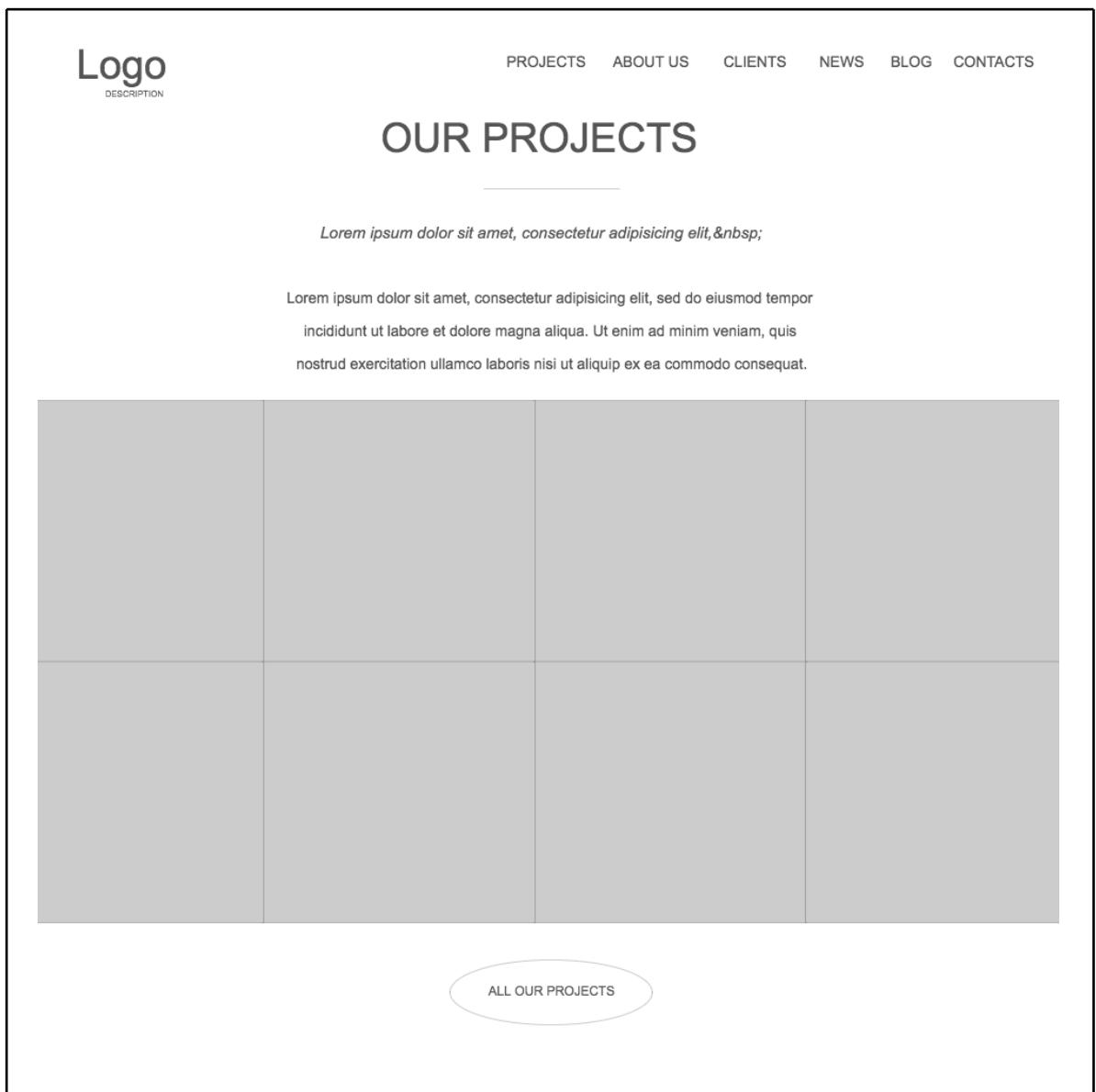
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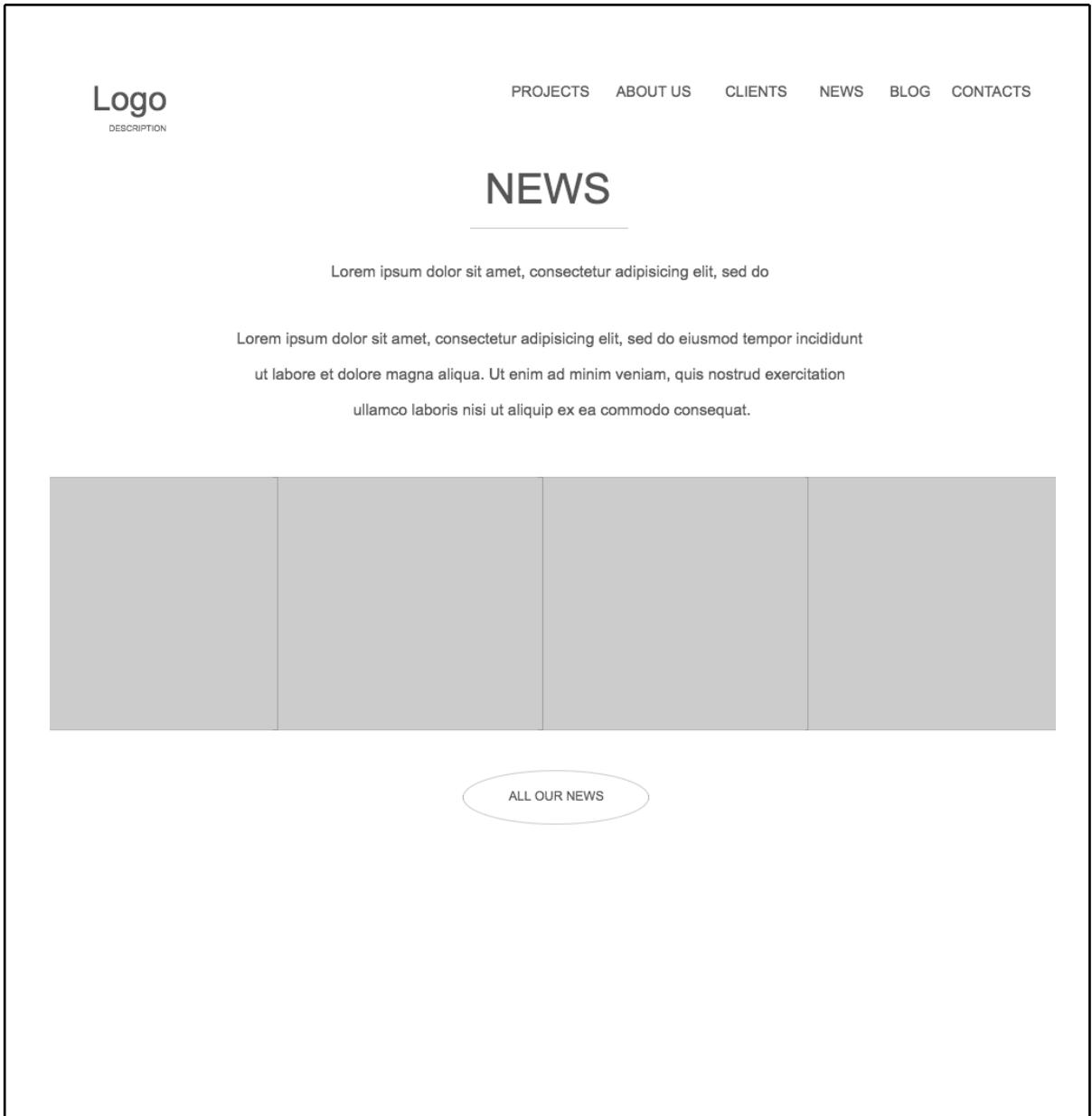
APPENDIX 1(1).

Wireframes with new site pages



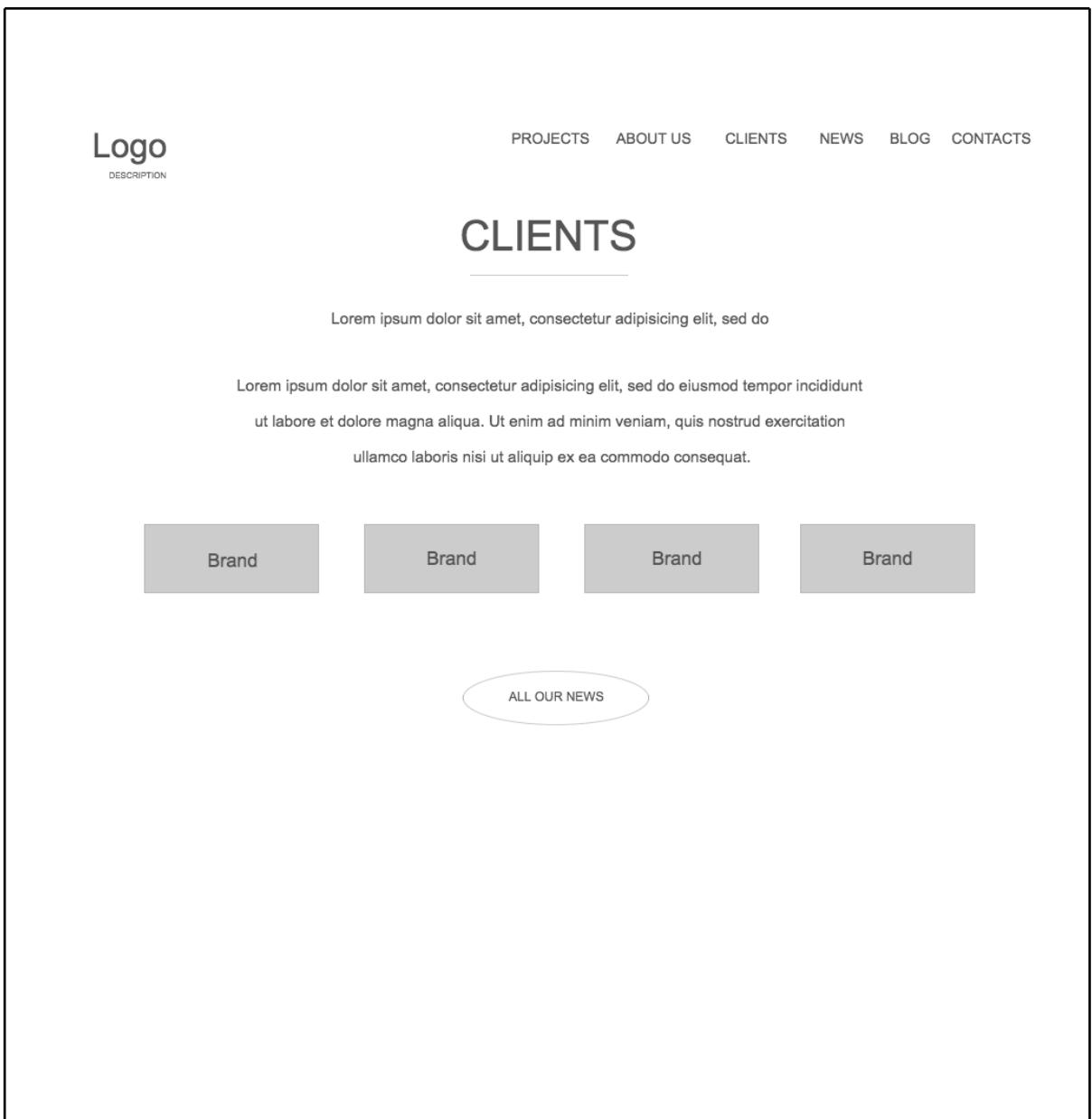
Wireframe for the new Projects page of Positive Communications

APPENDIX 1(2).
Wireframes with new site pages

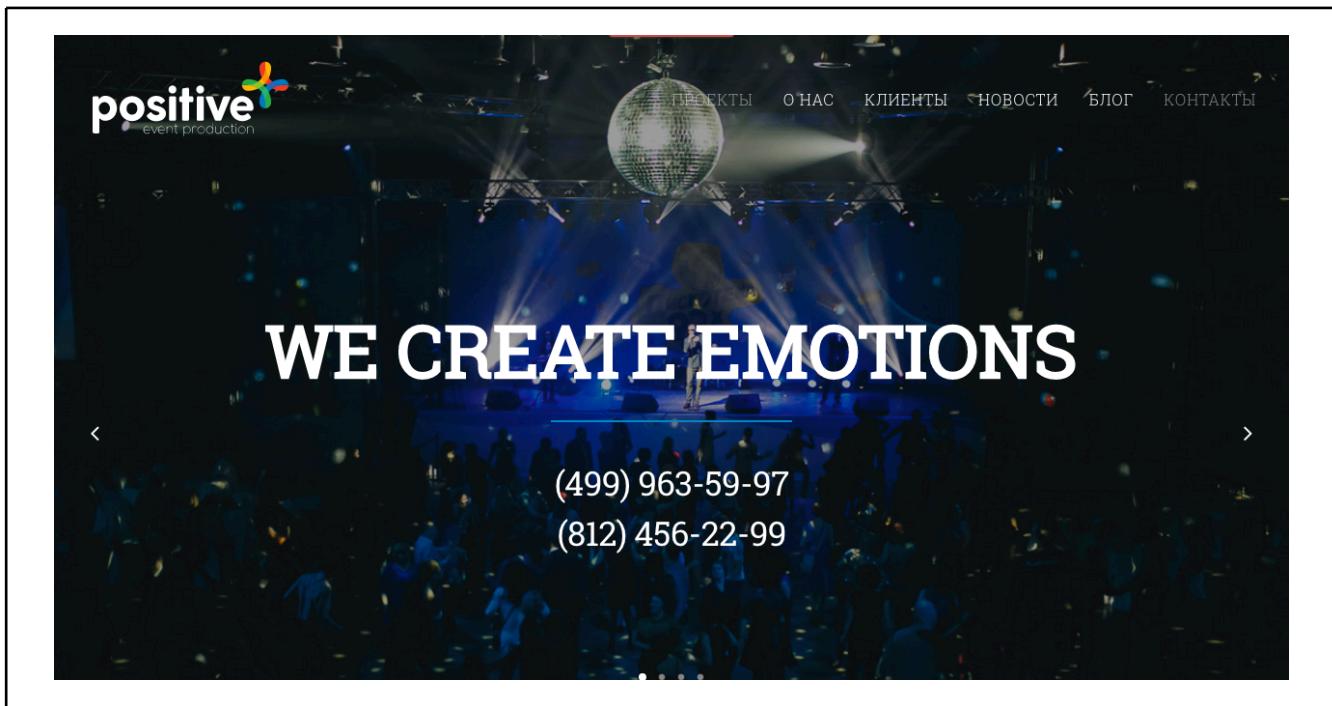


Wireframe for the page with the company news of Positive Communications

APPENDIX 1(3).
Wireframes with new site pages



Wireframe for the new Clients page of Positive Communications



Front page

A screenshot of the 'Our Projects' page. The title 'НАШИ ПРОЕКТЫ' is centered at the top. Below it is a quote in Russian: '“История меняется, а праздники остаются.’' A paragraph of text follows, stating: 'Наши проекты запоминаются надолго, так как мы не используем шаблонных решений. Каждый проект уникален. Он является реализацией творческого замысла с одной стороны, и решением практической задачи бизнеса – с другой.' Below the text are four images showing different event scenes: a group of people in yellow shirts posing outdoors, a large crowd under a tent with a 'TEKNOS' banner, three people holding up a large bunch of colorful balloons, and a red wall with the 'ROCKWOOL' logo.

Our Projects page

О НАС

Со времен Древнего Рима всем известна фраза, ставшая крылатой на века: «Хлеба и зрелиц». Очень долго именно она могла бы охарактеризовать мероприятия различного формата, которые организовывались для крупных компаний. Но с каждым годом наши клиенты становятся все более искушенными. Они понимают, что основой любого мероприятия является определенная корпоративная задача, стратегическая цель, высшая идея. Тут и появляемся мы. Именно такую задачу для пользы вашего бизнеса мы готовы реализовать силами самых профессиональных специалистов в области event.

Мы не делаем праздники, мы организуем события, от успешности которых зависит не только микроклимат и уровень развития внутренних коммуникаций в компании, но и эффективность бизнеса в целом!

ОСНОВНЫЕ НАПРАВЛЕНИЯ

BRANDING

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HR BRANDING & CONSULTING

Люди – вот главное конкурентное преимущество любой компании. Мы поможем вам создать благоприятный имидж работодателя, наладить внутренние коммуникации и переформатировать корпоративную культуру так, чтобы она

About Us page

НАШИ КЛИЕНТЫ

“
Довольный клиент – это лучшая бизнес-стратегия.

Кто же такие- наши клиенты? Это современные компании, понимающие необходимость организации мероприятий профессионалами. Это руководители и собственники компаний, умеющие считать свои деньги и осознающие важность вложений в человеческий ресурс сейчас для получения сверхприбылей в будущем.







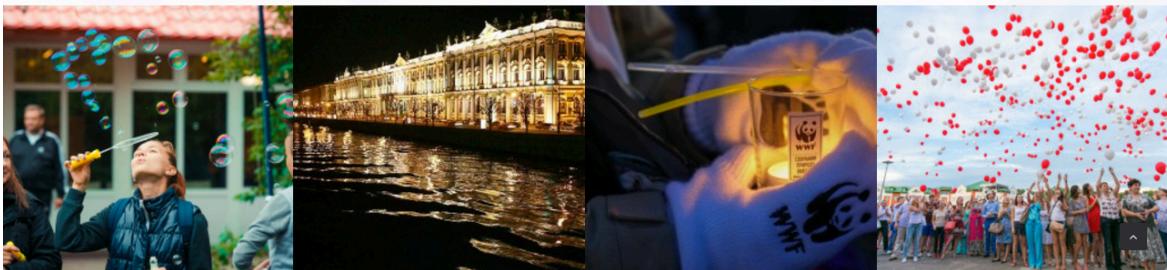


Our Clients page

НОВОСТИ

“ Лучше делать новости, чем рассказывать о них.

В жизни так много всего интересного, что мы считали бы себя обделенными, если бы не принимали активного участия в различных событиях, о которых потом спешим сообщить вам!



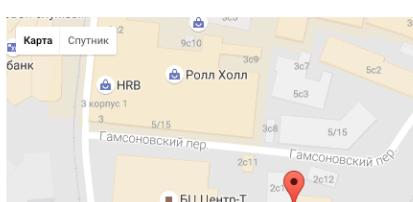
News page

КОНТАКТЫ

Москва

info@positive-pr.com · (499) 963-59-97

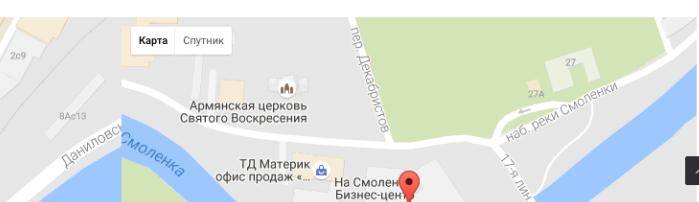
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Contacts page

ПИШИТЕ

ФИО

Email

Телефон

Сообщение

ОТПРАВИТЬ

Contact form