Some Best Practices

Thank Levis team to giving this project as a test- I have enjoyed creating process which I explained in this word document.

- Make font sizes bigger! This not only accommodates older users, it helps with readability as screen sizes decrease with mobile devices and tablets
- Make input fields bigger!
- Make the interface and every interaction as simple as possible and no simpler!
- Use ACTIVE voice (no prepositional phrases with POSITIVE messaging EVERYWHERE –including error messaging.
- Hold FUNCTION and FACT in high priority.
- Users are looking for FACTS not sales pitches and are there to DO a particular function.
- Give the users what they are looking for up front and slightly to the left!
- Once you have satisfied their pressing needs, then lead them to other possible products and services, but keep THEM in control!
- The device will ask to allow to use your current location and after clicking on "Allow" it will appear on "Pick up location" bar.

Mission

Make a logo and landing page. Researching competitors, understanding moving service industry as much as I can. I was trying to think as a user/customer and it was helpful to find some points what kind of logo and landing page I can suggest.

Design Suggestion

- Create mobile optimized site and landing pages that engage user before asking them to enter information.
- Website will be Responsible to other devices.
- The text field is big enough to use and user will not struggle.
- Allow users to search for locations with city, state.
- Office locations on a map with pin drops on locations.
- Style of website should be consistent -it make user comfortable what they are seeing stable, feel pleasure by seeing and trust company.
- Don't give them all information in the same time it certainly does confuse the user.
- Is there a financial benefit to using UGo services?
- Explain how Ugo will make you happy! How can be helpful and can your life easier.
- The service information on the landing page is very informative and clear!
- Make sure there are friendly validation messages during the process and when the process is complete, and keep the ones that are already present. On competitors website- they are not giving the options of mistakes for my typing Toronto which not good experience.

- Although the message should be clever and rather delightful. Keep messaging positive 100% of the time, even they are making mistakes, Forgiving format should slightly kind and fun and users don't become disheartened and discouraged!
- I marked Enter section bars which is clear to user what they must enter.
- A lot of people doesn't prefer creating another accounts, filling out a information and remember passwords! This is a reason why I did not put user account icon in one of my versions.
- 10 Second Rule If a page takes longer than 10 seconds to load, or a form takes longer than 10 seconds to submit, we lose users. I tried to make a website Light while stylish!

Home Page UI

I will go with bright background, want to use orange, navy and grey- as stakeholders mentioned in Case study.

I will avoid Usability issues:

1. Slide show
2. Hidden Functions
3. Sales focused messages

1. Usability Issue: Why I won't put Slideshows

Slide shows can be visually stunning, pack a lot of information into a small space, and are very popular at the moment.
However, they aren't testing well with users.
Motion > confuses users and negatively effects inputting / linking
Packing a lot of info into a small space is also confusing to users.
Users are used to scrolling vertically. Plus, users prefer that they are the ones in control of the page behavior, and slideshows take away that control. Let them scroll.

2. Usability Issue: Hidden Functions

Hidden functions are also very popular right now and allow UI creators to hide certain design elements that can be rather ugly.
However, they are not testing well with users because users simply do not know the function is available to them if it isn't clear and present at the time a page loads.
Return users who have learned all of the page functions can benefit from optional hidden functions, but this is most likely out of the scope of UGo Rentals.

3. Usability Issue: Sales Focused Messaging

When users come to a site, they want 1 or both of these two things: Factual information, not a sales pitch
The ability to easily carry out an important task, such as moving services.
At this point, all I want as a user is to find a available car for my moving date.

Why UGO?

1. Ugo is stable company- which will take care each customer. Because Moving is always emotional for persons.They want to be happy in a new place and also they still excited about moving process, user must see cozy UI design with .
2. Emphasize the importance of forging GOOD, HEALTHY, POSITIVE relationships with the users.
3. We used to see moving company in a rush style. But Ugo can be operative while using reliable style.