**USER INTERFACE AND USER EXPERIENCE TIPS**

**Fonts**

Serif – Fonts with some flair at the edges (Flowery).

Good for headings because they are aesthetically pleasing.

Sans Serif - Fonts that are very square. E.g. Arial

Good for the body text because they are easy to read.

**Colour**

Sites with a lot of text should have an off-white background, because it makes it easier to read black text on a white background rather than the vice versa.

**Breadcrumbs**

Used on the navigation bar where they plot out the hierarchy/path taken by a user. For example:

Fashion > Men > Trousers > Leather

Each of these is a link that takes you back to the specific page.

**Localized Response**

Let the pop ups etc. from user actions be within the same area as where they were triggered.

**Top Left Logo**

This link always takes the user to the home page of the website. It is like an escape link for when the users get lost.

**Footer**

This is like a lightweight version of the navigation bar. It contains the most essential parts of the website such as the “contact us”, “about” link etc. Also contains the website logo similar to the above.

**Consistent Nomenclature**

For example, if you have a “Add to Cart” button, to view the same, the wording of the button should be “View Cart”; not something like “View Bag” etc.

**Navigation**

Always use vertical navigation because, as in books, that is what many people are used to.