

USER EXPERIENCE

- Clarity of purpose
- Well organized message
- Detailed description of your audience (a persona)
- Compelling design
- Delightful interaction
- Useful

CONTENT COMES FIRST

What are you communicating?

OR AUDIENCE COMES FIRST

Who are you
communicating
with?

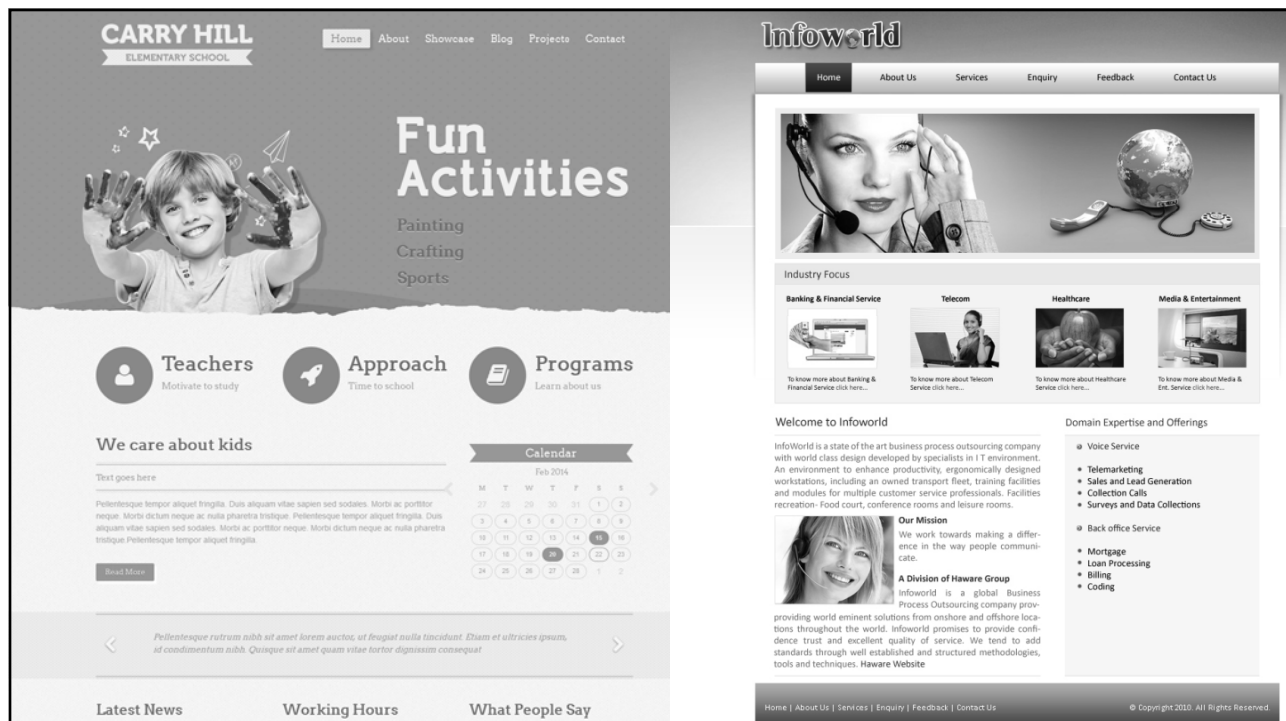
A persona is a research-based document that describes a typical person that you're targeting or who uses your product

Source: <https://forumone.com/ideas/elements-of-a-persona>

< == >




Be Consistent



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Integration Spotlight: HootSuite

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At Sunday Best, we focus on the tech (CMS, Hosting, Email, Design and Development) so you can focus on your ministry.

We believe in a great website for every Church. With this purpose in mind, we set out to craft a website boutique for the Church.



Call To Action



Sign Up To Get Thousands of FREE Website Templates



Get Started >

CTA Button on
top 400PX of
page

It's free!

Scroll down CTA
button



Get Started >

✓ No Programming Needed

NAVIGATION BEST PRACTICE

- Visual Clues
- Chunking
- Signpost
- Sitemap (footer?)
- Search

NAVIGATION STRUCTURE

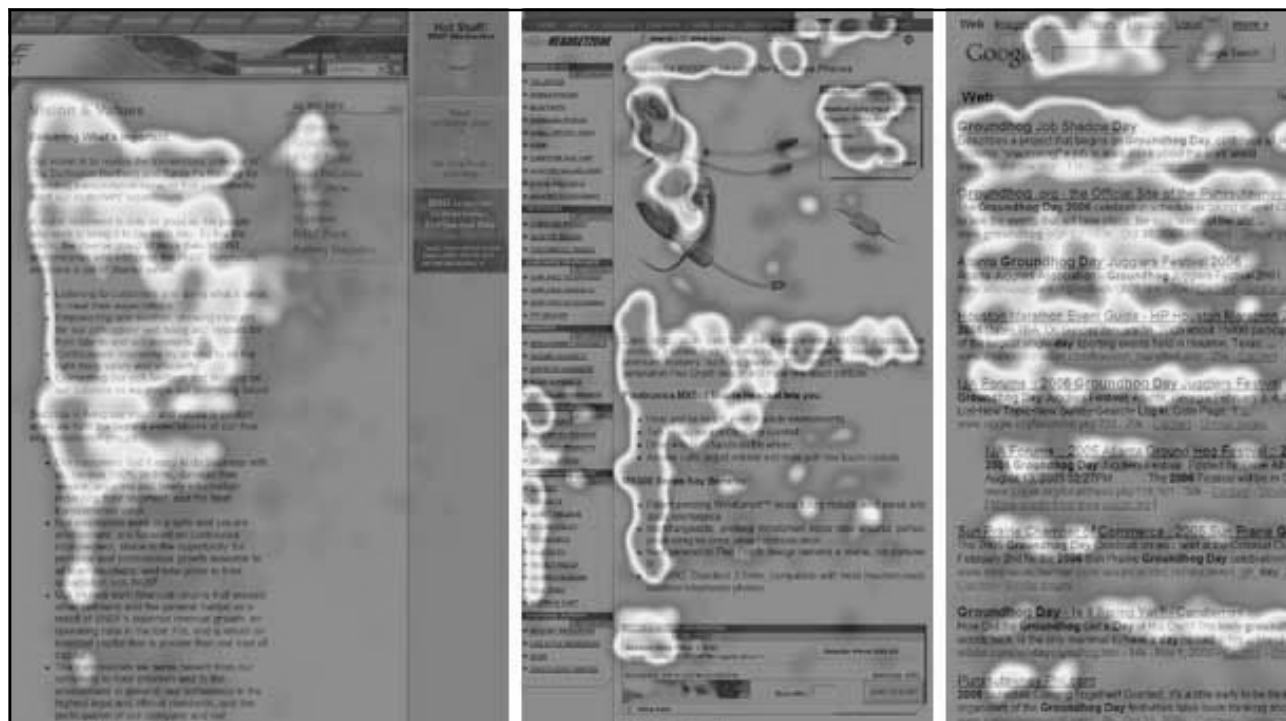
- PRIMARY
 - VERBS - task based nav
 - NOUNS - category based
 - AUDIENCE - What audience to you belong?
- SECONDARY
 - Popularity
 - Promotion
 - Location
 - Time
 - Alphabetical
 - Order

$$ID = \log_2 \left(\frac{A}{W} + 1 \right)$$

Hierarchy & Order

People Don't Read

They scan



Trends in Hierarchy

<https://www.awwwards.com/web-design-trends-for-2017.html>

<https://blog.hubspot.com/marketing/web-design-trends-2017>

<http://www.awwwards.com/6-web-design-trends-you-must-know-for-2015-2016.html>

<http://www.webdesignerdepot.com/2015/01/4-essential-layout-trends-for-2015/>

<https://visualhierarchy.co/blog/popular-web-design-trends-2015/>

<https://webflow.com/blog/17-web-design-trends-for-2016>

The language you use is very important

The **more complex** the text,
the lower readers rated
the intelligence of the author.

Daniel Oppenheimer - 2006


The Splash Page Is Dead

COMPARISON TABLES

Help people choose

PRO \$99/month* <small>*Billed annually</small>	PLUS \$49/month* <small>*Billed annually</small>	STANDARD \$19/month* <small>*Billed annually</small>	BASIC \$9/month* <small>*Billed annually</small>	ALL PLANS FREE FOR 30 DAYS
250,000 visits / month	100,000 visits / month	25,000 visits / month	10,000 visits / month	
100 active pages	50 active pages	20 active pages	10 active pages	
Hourly reporting	Hourly reporting	Daily reporting	Daily reporting	
<ul style="list-style-type: none">✓ Heatmap Report✓ Scrollmap Report✓ Confetti Report✓ Overlay Report✓ List Report✓ Multiple Domains tracking	<ul style="list-style-type: none">✓ Heatmap Report✓ Scrollmap Report✓ Confetti Report✓ Overlay Report✓ List Report✓ Multiple Domains tracking	<ul style="list-style-type: none">✓ Heatmap Report✓ Scrollmap Report✓ Confetti Report✓ Overlay Report✓ List Report✓ Multiple Domains tracking	<ul style="list-style-type: none">✓ Heatmap Report✓ Scrollmap Report✓ Confetti Report✓ Overlay Report✓ List Report✓ Multiple Domains tracking	
Sign Up Free <small>30-day Trial for \$0</small>	Sign Up Free <small>30-day Trial for \$0</small>	Sign Up Free <small>30-day Trial for \$0</small>	Sign Up Free <small>30-day Trial for \$0</small>	

The Landing Page Is In


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Manpacks is a lifestyle service for men who are too busy to worry about basics (socks, underwear, shirts, shaving supplies, condoms, etc).

Whether they are busy working long hours at the office, vacationing, playing sports, making music, working out at the gym... we make it easy to stay on top of having the essentials. We always put the customer first, and enhance men's lives with name-brand products in their quarterly deliveries.


We're user-friendly and allow customers to modify, rush or delay shipment at anytime.

Why Manpacks?

Discover the best men's products to look your best & attract others.


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Automate routine purchases and never shop for them again.



@manpacks is awesome. Between @manpacks, @zappos, and @soap.com, I might never have to run errands again.


- @dathemilios



Maybe it's silly, but @manpacks is my FAVORITE SAAS service that I pay for. Socks as a Service, amirite?

- @blackrowhtml

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about us

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can I trust you?

<http://blog.hubspot.com/marketing/remarkable-about-us-page-examples>

<https://www.searchenginejournal.com/25-creative-and-engaging-about-us-pages/>

<https://www.smashingmagazine.com/web-form-design-showcases-and-solutions/>

<https://www.uxpin.com/studio/blog/web-form-design-best-practices-5-useful-ui-patterns-2/>

<http://mono.company/journal/design-practice/the-10-commandments-of-good-form-design-on-the-web/>

<http://www.awwwards.com/25-impressive-contact-forms.html>

User
Input

