Sander T. Byrkjeland

Module Assignment 2

This week we did some different exercises to get a better grasp of how to create a user friendly website. To have a successful web page, it takes more than just aesthetics, with nice looking fonts and pictures. If the process of actually using the site is hard, customers will not want to use your site, and if you have no one to use your site, especially if you have an online store, you will not sell anything, and your website is unsuccessful.

Last week we read data about the old Shadowball website, mapped out the site's primary and secondary users, and made personas. The next step in the process would be to find out how we want the hierarchy of the new website to be, matching these same personas. It can't be too complicated so that a child would not be able to use the site, but we do not want to make the users feel like we treat them as morons either. We have to find the golden middle road.

A good way to ensure your site isn't too complicated, is to map out how you want the flow of the site to be. How many clicks does it take to make a purchase? Is your site riddled with pop ups and excess stuff your users have to remove to see everything on the site? Is the process the same level of difficulty on mobile as well as desktop version? These are essential things to figure out to make sure you site is useable, and also preferable to your users.

To persuade a user to use your website, you should follow six principles: persuading the user, credibility, social proofing, reciprocity, getting the users to engage, and buyers remorse.

This means that to get your user to want to use your website, it should look professional, it should be desirable, maybe include some reviews from other people, since humans tend to follow the group. Furthermore you should *do* something for the users, so that they in turn want to do something for you (like give

you their email address). You should also get the user to engage with your website, but don't make them do too much, or else you might lose them. At last you should give the users positive feedback so that they don't feel bad about just spending money and time on you. Make sure they want to return to your site on a later date.

To ensure I included all these principles into my design process of the Shadowball website, we did a card sort exercise of the hierarchy of the website. we did this to get a grasp of how the different components of the website should be sorted. I kept in mind the persona I used for the last assignment, to ensure the design is functional for a child using the website, which is one of Shadowball's main user groups.
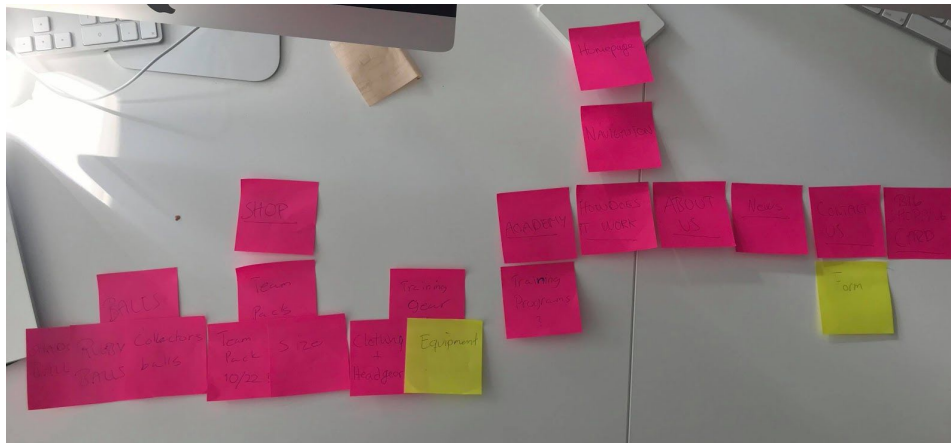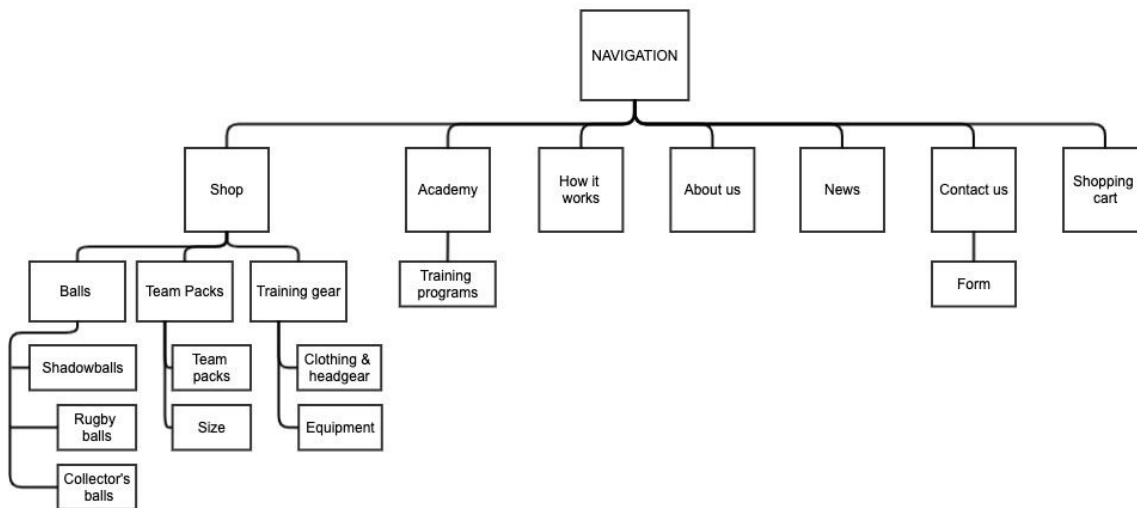
After completing the card sort exercise, I made a digital copy of it to make it more readable. It also makes it easier to edit or add to it on a later date, if I find anything I am unhappy with. We decided to move around some of the objects and pages, for it to match how we felt the flow of the website should be.

Next, I did an exercise in which I made a flowchart of the Netflix website. Netflix is a successful, widely used website, and by getting a grasp of how their flow goes, I can get some insight in how to make a new flow for the Shadowball website. How to avoid building something which would lose customers, and would make the purchasing process easier for the customers.
The Netflix website and shadowball are completely different businesses, but all in all, both websites need a smooth flow, not too long, to make sure their customers return each time they want to either stream movies/shows, or buy a new rugby product.

NETFLIX FLOWCHART
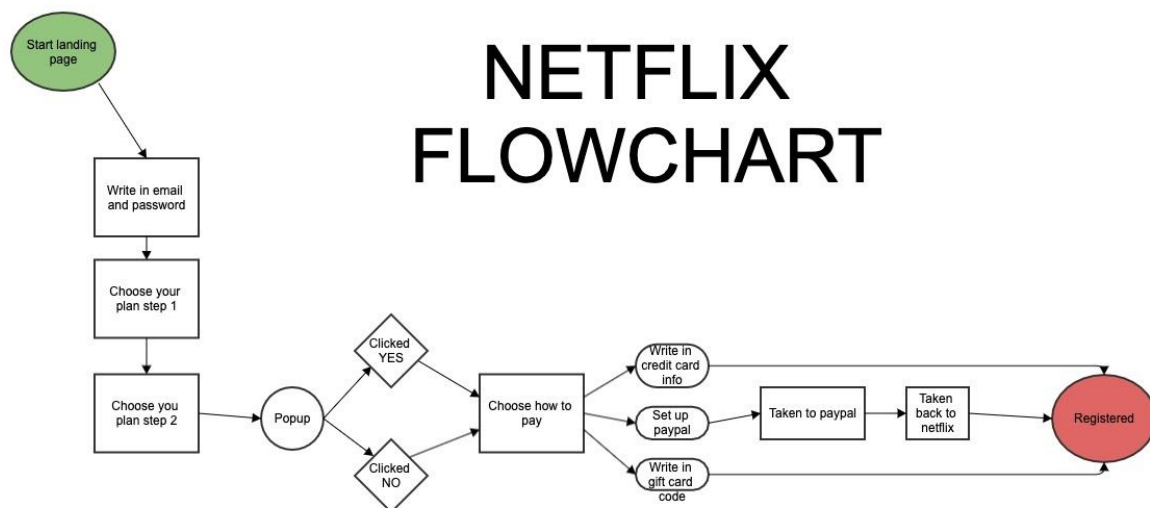
As I mentioned earlier, a smooth flow is *one* persuasive technique to ensure user retention and attention. Additional principles i would use would be adding some reviews of other customers under the different rugby balls, for some social proofing. The users might think "If other people use and like the products, maybe I will too". Furthermore, some recommendations from different rugby teams would ensure credibility and that might persuade the user as well.

I would also make sure that I do not ask for customers' email address too early in the process. This might throw some people off and make them want to leave.

At last, when an order is on the way, I would add a box with some text telling people about the company, and the people behind the company. Telling customers how this company can make a difference with help from them. This hopefully leaves the customers with a pleasant taste in their mouths at the end of the ordering process. They feel good about what they did, feel no buyers remorse, and hopefully will return in the future, or recommend the site to friends and acquaintances.