

Five ways to build BudgetSimple pages in order to get a visitor to “convert”

1. Minimalistic design and simplicity

The pages of the applications are designed in a simple way. There are not many things on one page and it will be easy for the user to find things and navigate through the website. The text is readable and clear. This is making the using of the application pleasant for the user.

2. Fast loading pages

This is one of the most important things for a good user experience. A research conducted by Google, suggests that one-two seconds is the average time for which a page is expected to load, while 53 percent of users will wait no more than three seconds before abandoning a page. This is why I will conduct performance testing on the application so that I know that I am offering a fast and pleasant to use application for my users.

3. Stick to one color scheme

Not switching between too many colors is a key feature to gain trust in users that use your application. A color scheme with three colors is the best for good UX (one main color, an accent and a neutral one). As per KISS metrics, these four colors are preferable by people and attract more than 75% of the population. They are, Blue, Green, Red, and Purple. In BudgetSimple application I am using a shade of blue, purple and black.

4. Support

Supporting the user through their navigation in the web application can prevent losing the user in case they have difficulties with something and need help. I am planning to have a instructions page that will explain the main user scenarios and how the user can use the features of the application. Furthermore, there will be a chat system in which users can contact customer support and be assisted.

5. User freedom and control

One of the things that users love about one application is their ability to do whatever they want without being restricted. This I am planning to handle with having many different user scenarios that will allow the user to do many things in the app. They will be able to use a wallet for themselves or to share it with friends. They will be able to login with an account made in the application and also use their Google account, etc. On top of that, a user will be able to rate the application and write their suggestions which will be taken into consideration.