UNDERSTANDING THE CLIENT'S NEEDS

- ✓ It's about helping the client achieve his goals:
  conversion rate, user acquisition, bounce rate, time spent on site, and so on

- ✓ It's not about what you like or how nice it looks!

- ✓ You can't focus on this principle unless you master pixel-perfect execution

- ✓ This part of the course is mostly about case studies

- ✓ I'm an entrepreneur and I have several online businesses so I'm in both camps:
 designer and client.

CLIENT SATISFACTION
★ ★ ★ ★ ★

What's the point of the website?

KEY IDEAS TO REMEMBER

✓ Ask yourself: "What does the business want the visitor to do?"
Click on a button? Send his info? Make a purchase?

✓ Design everything around the main objective, whatever it may be

✓ The secondary objectives must be visually less important than the main one

✓ Put yourself in the client's point of view:
do you understand what the business is all about?
If it's not clear, your design is bad.

✓ Don't be vague in your text layers - do your research!

Specific goal & audience

Great websites

Everybody!

Poor websites
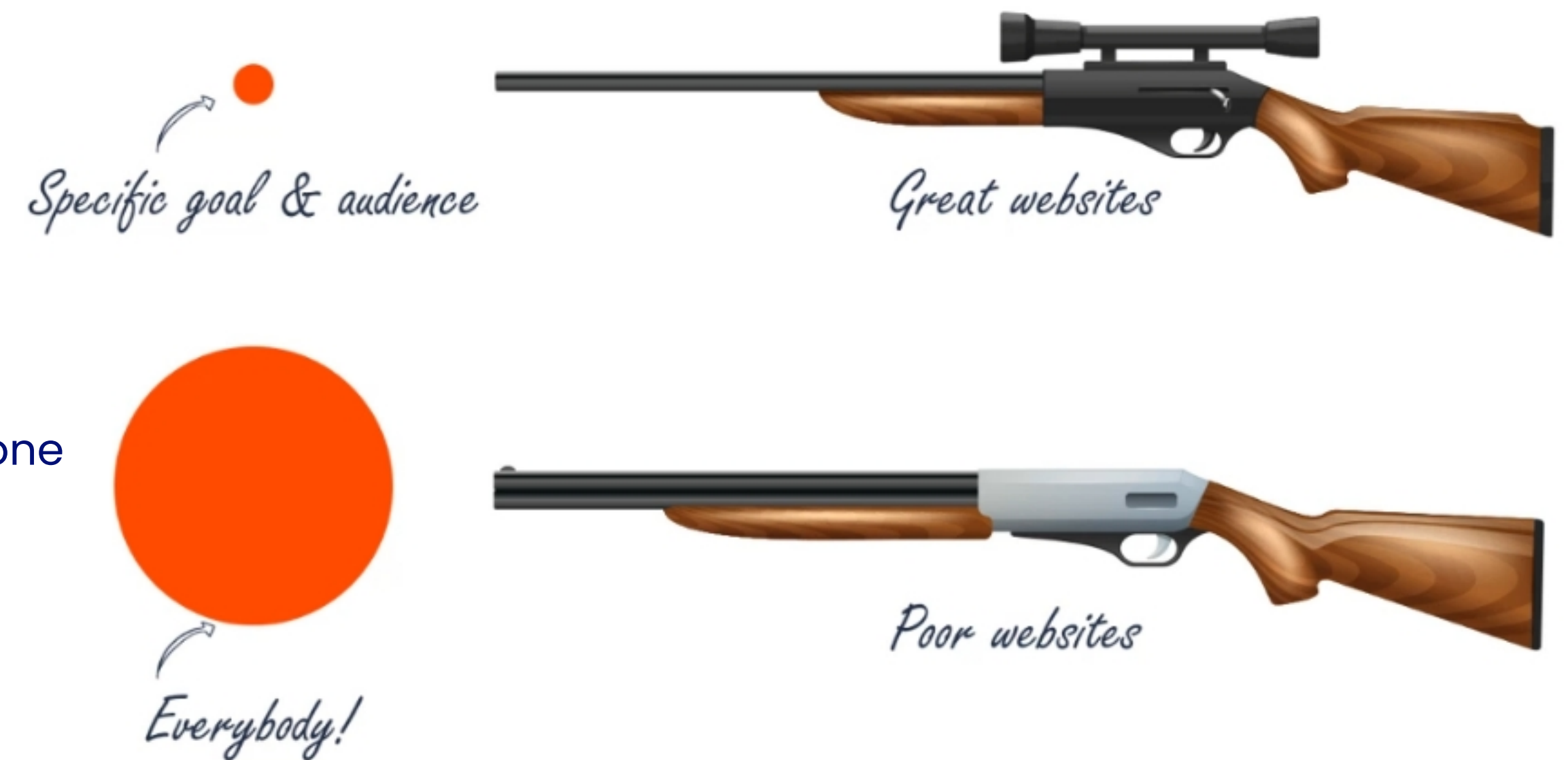
The user versus the business owner

KEY IDEAS TO REMEMBER

- ✓ Remember how users act: **they have little to no patience!**

- ✓ When designing anything, keep that in mind!

- ✓ The secondary objectives must be visually less important than the main one

- ✓ Clients spend a lot of money on ads - make sure you grab the user's attention

- ✓ Do your research about "bounce rate" even if you're just a designer

Analytics in Web Design

KEY IDEAS TO REMEMBER

- Design decisions have to be made based off of analytics
- Clients want edits even after the project was launched. Why? Due to analytics!
- Websites have to perform - they have to achieve certain things
- When certain parts don't perform well enough, changes come into play
- **Set a fixed price for the project and an hourly rate for further edits**
- KPI = key performance indicators. Ask your client about his KPIs

Templates & Website Builders — The web designer's death?

KEY IDEAS TO REMEMBER

- ✓ "Easy" website builders are very common - they won't replace us

- ✓ Any website builder has loads of limitations and they're hard to set up

- ✓ Clients who purchase $39 Wordpress templates won't pay you $1200 for a design
It's a totally different audience!

- ✓ Most businesses have custom needs - templates aren't a good choice

- ✓ **Clients might buy templates/websites builders but they'll likely give up fast**
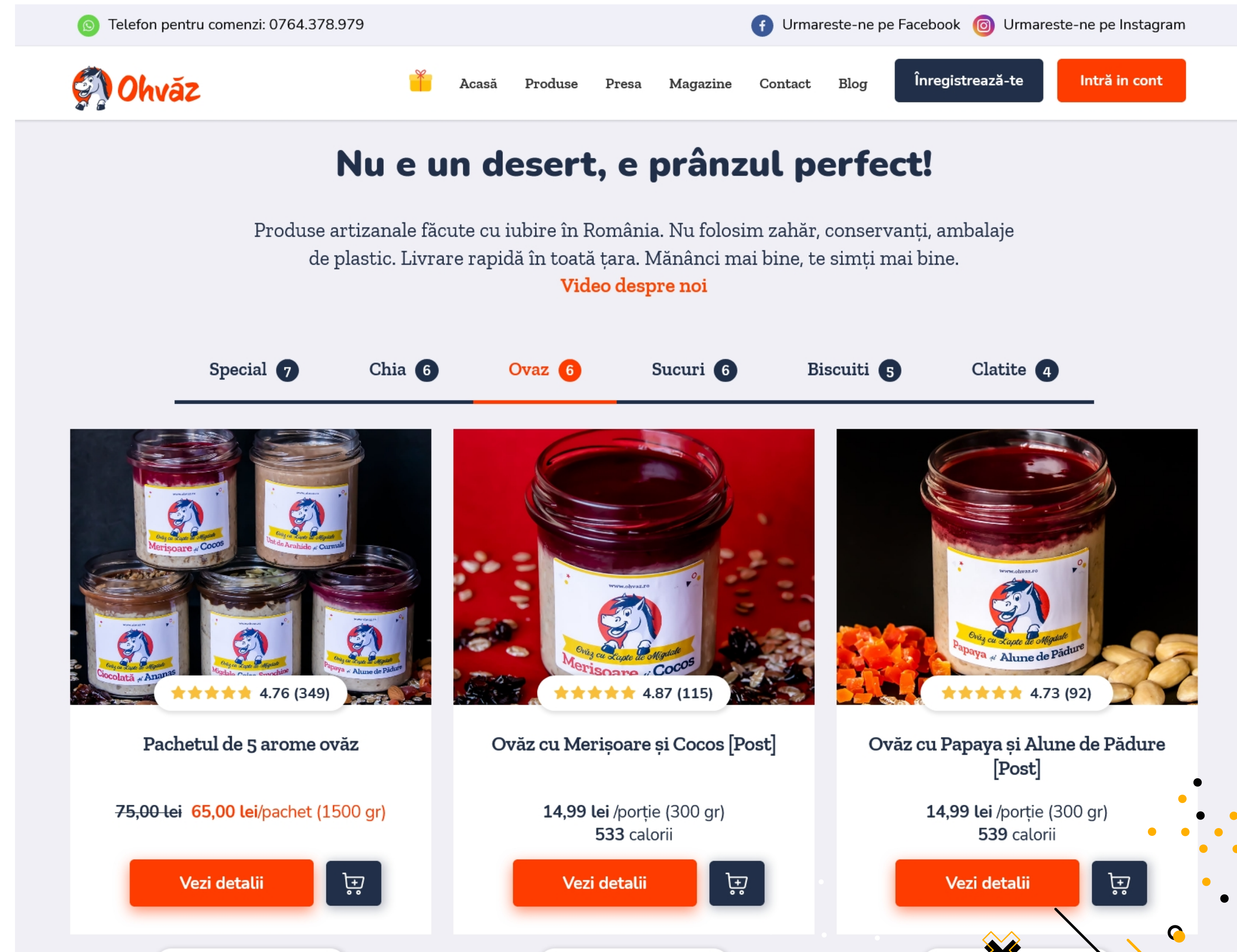
E-commerce homepage layout

KEY IDEAS TO REMEMBER

✓ Every element has to have a purpose

✓ Ask yourself "does this element help the user make a purchase?" That's how you decide if you should add or remove things

✓ Don't add anything "just because it looks nice"

✓ **Make sure the call to action is the most important one**

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Urmareste-ne pe Facebook   Urmareste-ne pe Instagram

Ohvăz

Acasă   Produse   Presa   Magazine   Contact   Blog   Înregistrează-te   Intră in cont

Nu e un desert, e prânzul perfect!

Produse artizanale făcute cu iubire în România. Nu folosim zahăr, conservanți, ambalaje de plastic. Livrare rapidă în toată țara. Mănânci mai bine, te simți mai bine.

Video despre noi

Special 7   Chia 6   **Ovaz 6**   Sucuri 6   Biscuiti 5   Clatite 4

★★★★★ 4.76 (349)   ★★★★★ 4.87 (115)   ★★★★★ 4.73 (92)

Pachetul de 5 arome ovăz   Ovăz cu Merișoare și Cocos [Post]   Ovăz cu Papaya și Alune de Pădure [Post]

~~75,00 lei~~ **65,00 lei**/pachet (1500 gr)   **14,99 lei** /porție (300 gr) **533** calorii   **14,99 lei** /porție (300 gr) **539** calorii

Vezi detalii   Vezi detalii   Vezi detalii

E-commerce product details

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ The product gallery has to rotate - make sure you show that
- ✓ Title, subtitle, reviews have to be sized accordingly
- ✓ Set an action color - in this case it's orange
- ✓ **Users scan the page, they don't read everything from top to btm**

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Ohvăz

🎁　Acasă　Produse　Presa　Magazine　Contact　Blog　　**Înregistrează-te**　**Intră in cont**

Prima pagină : Ovaz : Ovăz cu Merișoare și Cocos [Post]

Ovăz cu Merișoare și Cocos [Post]

⭐⭐⭐⭐⭐ **4.87 (115)**

Nu folosim zahăr, conservanți, coloranți. Livrăm în toată țara, produsele ajung reci. Afacere mică, românească, lucrăm cu cât mai mulți furnizori din România. Fără ambalaje de plastic, fără chimicale. Perfecte pentru micul dejun sau prânz.

−　1　+　**14,99 lei**/porție (300 grame)　　**Adaugă în coș**

Despre aroma

Fulgi de cocos crocanți și merișoare pentru că ne plac contrastele și vrem să te surprindem cu fiecare sortiment Ohvăz. Acest sortiment are un gust echilibrat, nu foarte dulce. Sus vei găsi un topping ușor acrișor, făcut din vișine proaspete și puțină miere românească.

Ovăz cu Merișoare și Cocos

🕐 Watch later　　↪ Share

Valori Nutritionale

Ovăz (fără preparare termică), Lapte de migdale (făcut în laboratorul Ohvăz), Miere Românească, Merișoare, Fulgi de Cocos, Topping de Vișine

Produsul are o cantitate netă de 300 grame.

Profil nutritional	per 100 g	per cutie
calorii	177	533
kj	749	2,247
carbohidrați	26	78
zaharuri		38

E-commerce checkout

KEY IDEAS TO REMEMBER

- ✓ The design isn't very important - the UX is!

- ✓ Shipping & payment aren't available because city isn't selected

- ✓ Make sure you go through all flows and present things in detail

- ✓ **The checkout page is one way to impress your clients with your design knowledge. Make the most of it!**

- ✓ **This page can make or break a business!**

Ohvăz

Acasă   Produse   Presa   Blog   Contul meu   Contact   **5 Cosul meu**

① INFORMATII SI ADRESA

PERSOANA DE CONTACT   ADAUGA
Numele tau
Numar de telefon
yenoko96327@kamismail.com

ADRESA   ADAUGA
Oras / Localitate
Oras / Localitate
scara --, etaj --, ap. --, interfon --

② METODA DE LIVRARE

○ Livrare In Doua Ore: +10 Lei
Vă rugăm să selectați o dată folosind Calendar.

○ Livrare Standard: +30 Lei
Prin Fan Courier. Livrare in 24-48 de ore, exclus weekend si sarbatori legale.
Afla mai multe despre transport si costuri.

③ PLATESTE COMANDA

○ Plată Online   mobilPay™ VISA ⬤⬤

○ Numerar: +5 Lei

SUMAR COMANDA   Goleste cos

Ovăz cu Merișoare și Cocos   − 3 +   45 lei

Ovăz cu Migdale, Caise, Smochine   − 1 +   15 lei

Ovăz cu Banane și Stafide   − 1 +   15 lei

Subtotal   75 lei

Ai un voucher?   -

Total de plată   75 lei

Observatii despre comanda?

☐ Aboneaza-te la newsletter

Completeaza toate informatiile necesare

*Comanda minimă trebuie să fie mai mare de: 120 lei pentru a plasa comanda.
*Mai adaugă produse de: 45 lei.
*Vă rugăm să selectați o metodă de plată.
*Vă rugăm să selectați o metodă de expediere.

Why aren't websites pixel perfect?

KEY IDEAS TO REMEMBER

- **Functionality is always more important than design details**

- Coders don't have an "eye" for subtle details

- Companies don't want to spend tons of money on a pixel perfect design

- Coders usually don't like working on these details because it seems tedious and not that important in their view

Landing page vs a website

KEY IDEAS TO REMEMBER

✓ **Landing page = one single purpose; A website = multiple objectives;**

✓ Landing pages are typically longer and they showcase **the same thing** from multiple angles.

✓ Landing pages are usually used in an advertisment campaign: example: Uber looking for new drivers

✓ Landing pages have multiple CTAs throughout the entire design
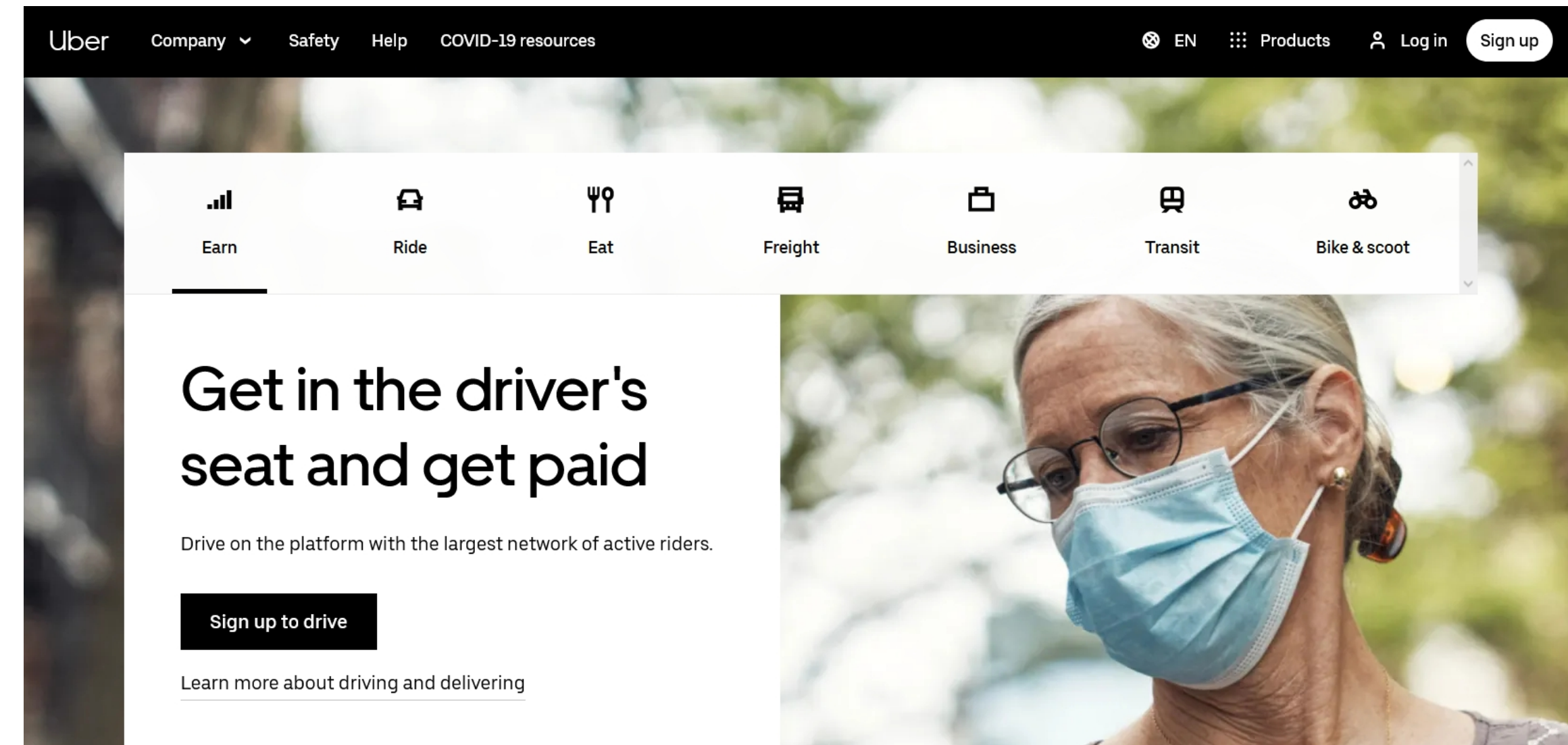
Case studies: the client's needs

KEY IDEAS TO REMEMBER

- ✓ **Always think about the target audience of that business**

- ✓ Don't compare two websites that have a drastically different audience

- ✓ Don't get impressed by flashy illustrations

- ✓ Your design choices have to be in line with the target audience

- ✓ Never design based on your taste
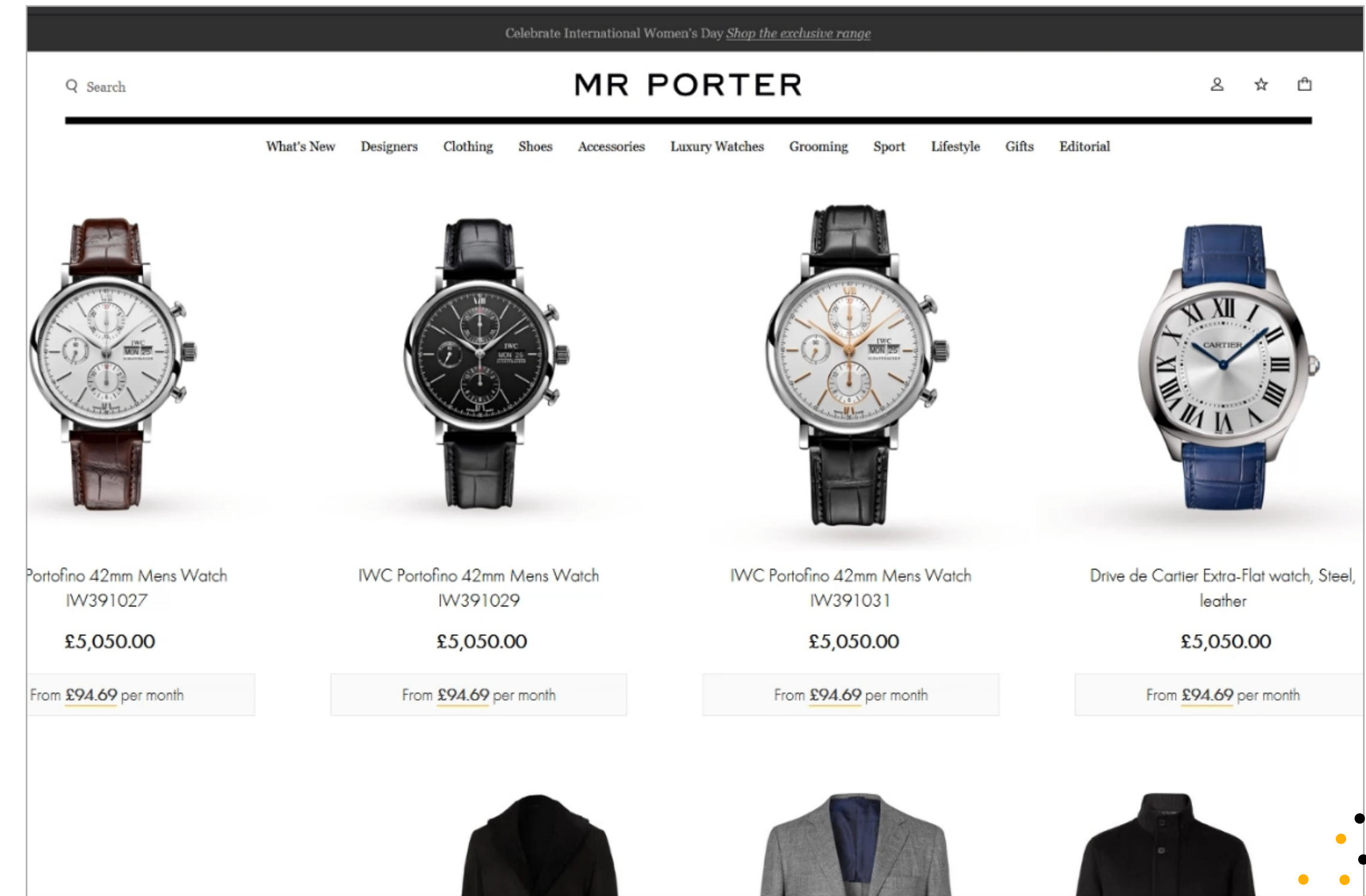
Lead generation in landing pages

KEY IDEAS TO REMEMBER

✓ **Great copy (text) is very much needed. Content matters a lot!**

✓ Don't use too much Lorem Ipsum. Do your research!

✓ Make the most out of every single design choice

✓ Great landing pages are simple

✓ Certain elements may not be included like a navigation or a logo in the top left side. This is normal.
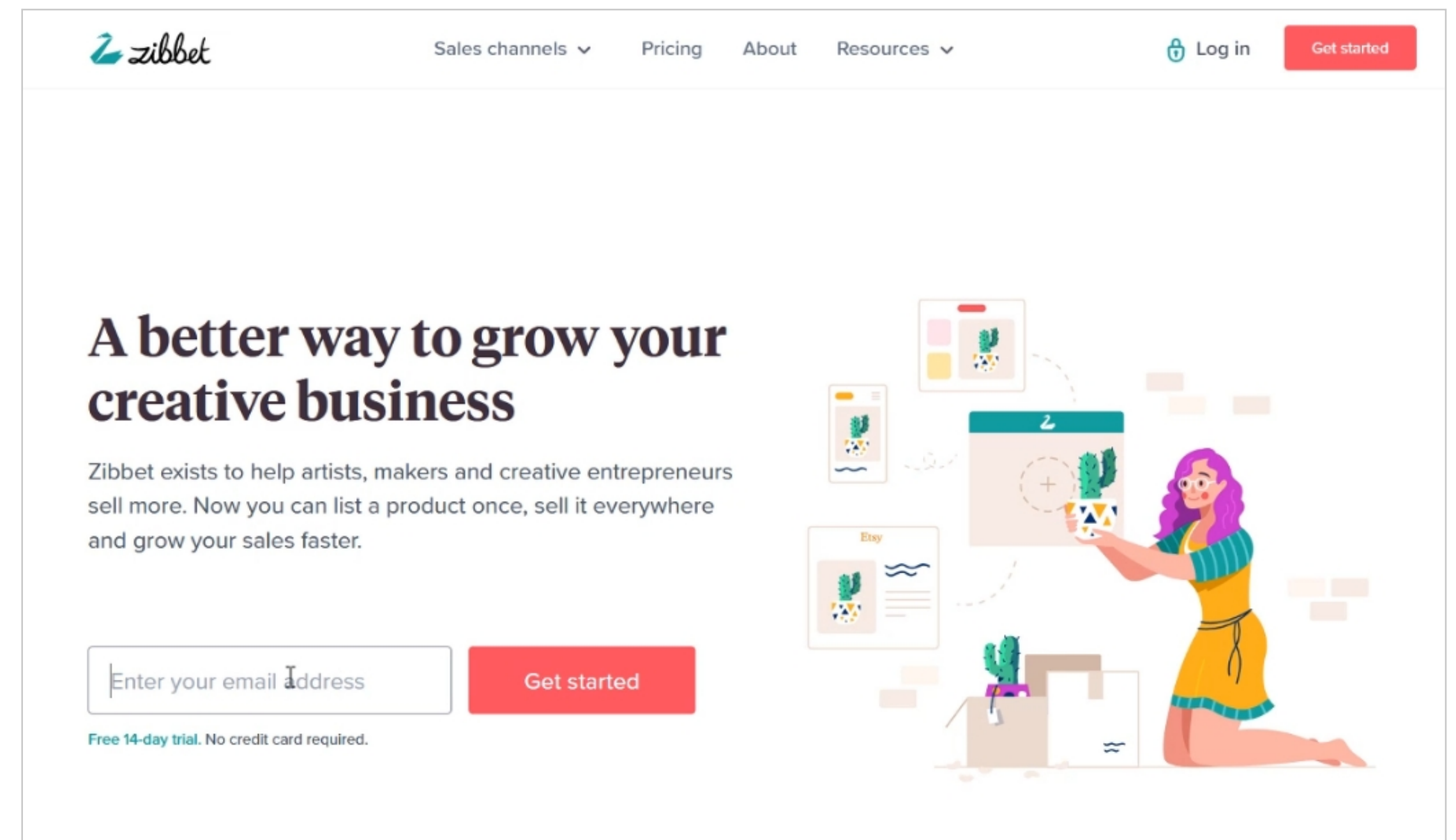
Why landing pages have a bad reputation

KEY IDEAS TO REMEMBER

✓ A large % of landing pages are for weird products/courses

✓ Gurus of all sorts rely on landing pages to get clients

✓ **No matter how you feel about them, a landing page is something you should know how to design!**

✓ Even if the products/courses are not trustworthy, the principles behind their landing pages are valid and they produce results!
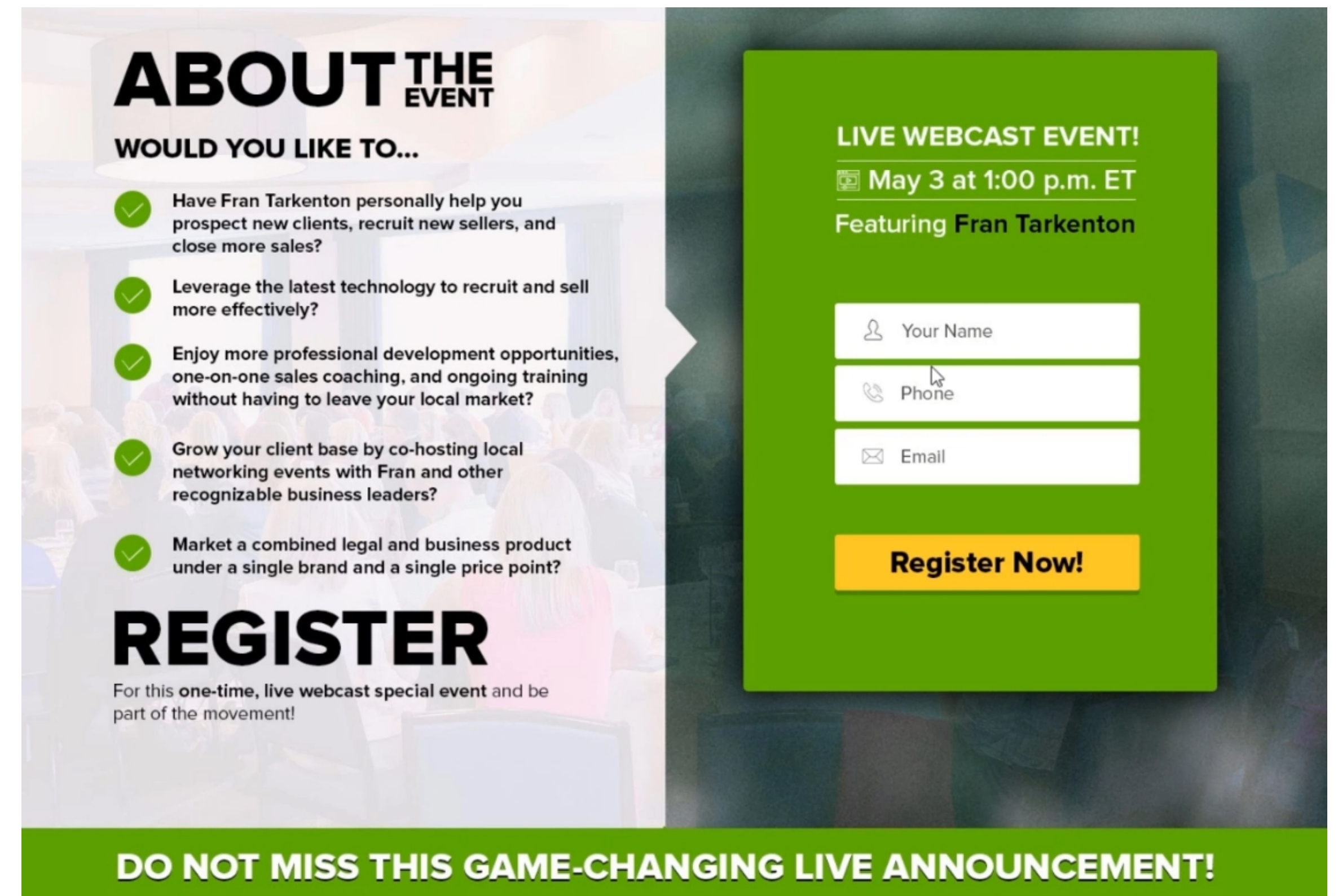
A/B testing landing pages

KEY IDEAS TO REMEMBER

- ✓ www.goodui.org

- ✓ Google Optimize is a free A/B testing platform

- ✓ **A coder is usually needed for decent A/B testing**

- ✓ A/B results aren't usually public because they are very expensive. If you find good sources like www.goodui.org please share them!

Leak #65 from Etsy.com | Nov 24, 2020 Product

Etsy A/B Tests A Winning Shipping Timeline

Etsy ran an interesting experiment on their product pages by trying to clarify the shipping process. In this a/b test we can see that the control version displayed a simple delivery range with text. Whereas the variation displayed a linear shipping timeline with 3 steps - possibly creating a stronger sense of urgency. Checking up on this a few months later, we detected that the variation was implemented. View Leak