

The third pillar of web design - Attention to detail

LESSON SUMMARY

UX & THE SUBTLE NUANCES OF ATTENTION TO DETAIL

- ✓ You can improve a website by doing loads of small things that add up
- ✓ UX is a huge field and it's very complex – I show you the essentials
- ✓ Focus on things that produce results
- ✓ Don't expect a 10/10 in terms of learning UX



What's UX?

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ UI = user interface = our design in PS or Adobe XD
- ✓ UX = user experience = how the design works
- ✓ Great UI is useless without decent UX
- ✓ Exotic cars = great UI (visually appealing)
poor UX (no storage, expensive, 2 seats, no room)
- ✓ Users aren't willing to wait. They have 0 patience!



The best example of good UX and attention to detail

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ Small changes add up to a big improvement!
- ✓ Coders don't pay attention to small details that may affect the UX dramatically!
- ✓ It's best to offer your design services AFTER the project is launched at an hourly rate
- ✓ **Even if you create highly detailed prototypes, some details may not be obvious!**



Improve the checkout process to double sales

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ Remove any distractions from the checkout page
- ✓ Break up the process into steps so there isn't too much information shown at one time
- ✓ Make sure the "place order" button is obvious
- ✓ **This is how you can increase your price from \$500 to \$5000 per project**



Improve the mobile version to double sales

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ More and more people shop online through their phones
- ✓ Make sure a visitor can see multiple products with little to no scrolling
- ✓ Don't assume the coders will do a good job!
- ✓ **It's up to you to learn about these little details**



7 website tweaks that show attention to detail

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ New 'add to cart' icon
- ✓ Increased the size of the photo on the homepage
- ✓ Serif font for the description
- ✓ No more tabs in the product page
- ✓ One highlighted review
- ✓ A better question for the live chat button
- ✓ New photos with USPs (unique selling points)

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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



Product	Description	Rating	Reviews
Pachetul de 5 arome ovaz	75,00 lei 65,00 lei/pachet (1500 gr)	4.76 (351)	Vezi detalii
Ovaz cu Merisoare și Cocos [Post]	14,99 lei /porție (300 gr) 533 calorii	4.87 (115)	Vezi detalii
Ovaz cu Papaya și Alune de Pădure [Post]	14,99 lei /porție (300 gr) 539 calorii	4.73 (92)	Vezi detalii



Upgrading the mobile product page

LESSON SUMMARY

[Facebook](#) [Instagram](#) [0764.378.979](#)



KEY IDEAS TO REMEMBER

- ✓ Everything was loose - too much empty space
- ✓ Larger image gallery
- ✓ Remove unwanted items like social media/breadcrumbs
- ✓ The title and the CTA are visible without scrolling
- ✓ No more tabs - just scroll
- ✓ A pop-up when you add a product to the cart



Ovăz cu Merisoare și Cocos [Post]

★★★★★ 4.87

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 cos



Doing 1-on-1 sessions with a coder

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ Doing front-end work (cosmetic changes) are fairly easy
- ✓ Work with a coder through Teamviewer to make sure the changes are right
- ✓ Work in sandbox/staging mode so you're not affecting the live website
- ✓ This is better than just sending designs because coders typically aren't used to small design details
- ✓ "Structural" changes that affected the website's functionality and/or backend were handled by the big coding company, not the freelancer.

