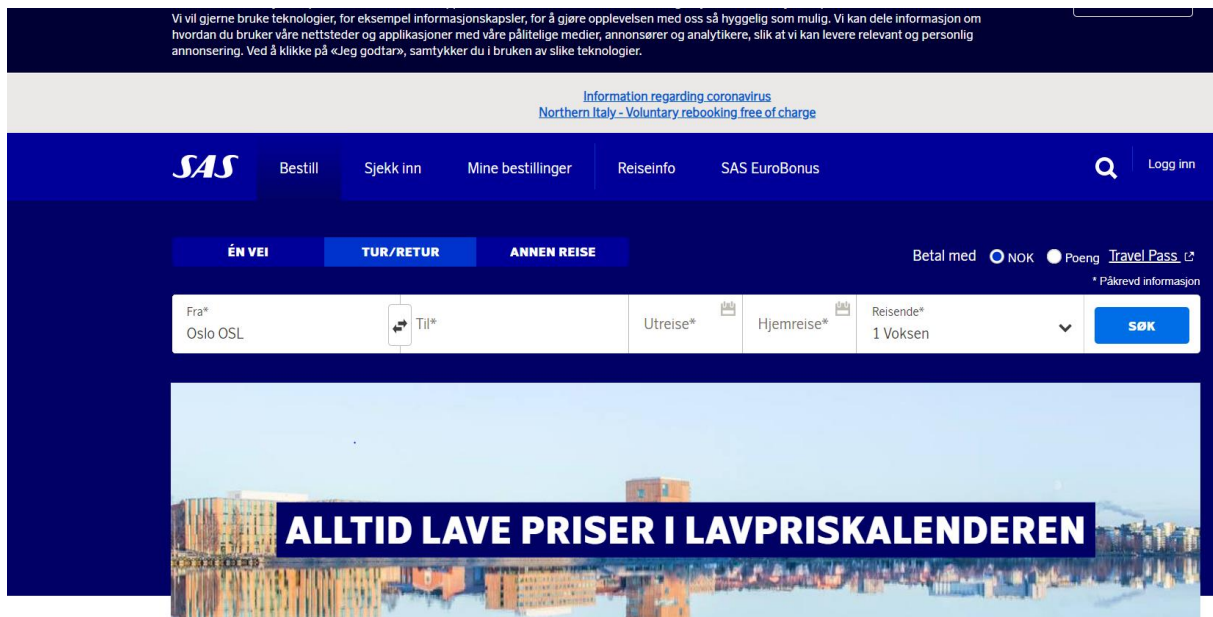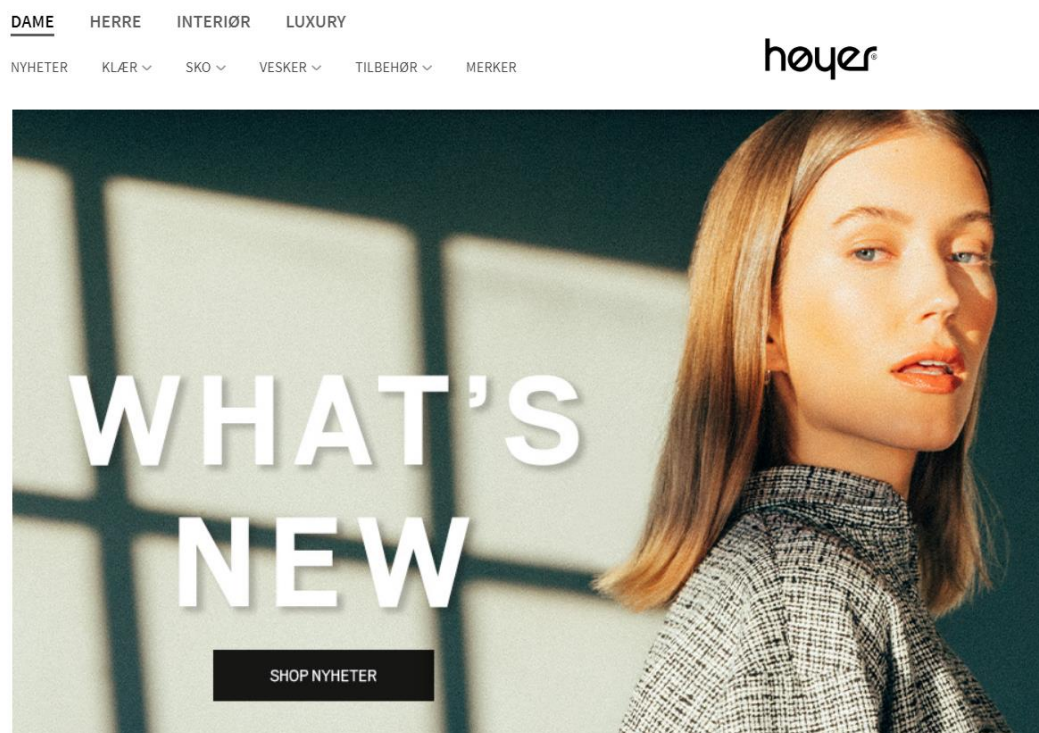# Lesson Assignment 2.1

This site is trustworthy to me. I think it's up to date. I also see Design patterns that make me feel I can rely on the page. It has a clean design and to me it is easy to read. There is not too much going on even on the page, this also helps to make the page more modern and credible.

This page makes me feel like "I'm in the gang", I get a case of "social proofing" to keep up with what's new. Writing "WHATS NEW" on the entire page shows that the clothes are "up to date".

It also says "Luxury" on the page, which makes me follow that if you have this then you have the BEST and will be noticed.

Here I have noticed "Time constraints".

By writing "hurry up soon" they make me think that the website is very popular and that I should turn to fast as there are many who want this product and that there will soon be no more of it.

Gratis frakt
Flere fraktalternativer

Rask levering
1-3 virkedager

Norges største skjønnhetsbutikk på nett
14.000+ merkevarer

Kostnadsfri betalingsutsettelse
Når vil du betale?

GRATIS

Her finner du oversikt over produkter du kan få GRATIS med på kjøpet! OBS, gjelder kun en begrenset periode eller sa langt lageret rekker.

3 FOR 2 PÅ OUTLET
Få 100% rabatt på den billigste varen fra "OUTLET"

HANDLE HER

FELIX B - GRATIS REIM!
Få 1 vare fra kategorien "Reimer" for 0 kr

HANDLE HER

On this page you can get free products if you shop for a certain amount.

I have seen "Scarcity" on those pages when, for example, you have to order through the website, since the physical store does not have it inside.

There is also "early engagement" on most pages, where you have to click into the page to learn more about the product. It is advisable not to ask a potential customer to fill out a contact form too soon as this can help scare away the potential customer.

Assignment 2.2
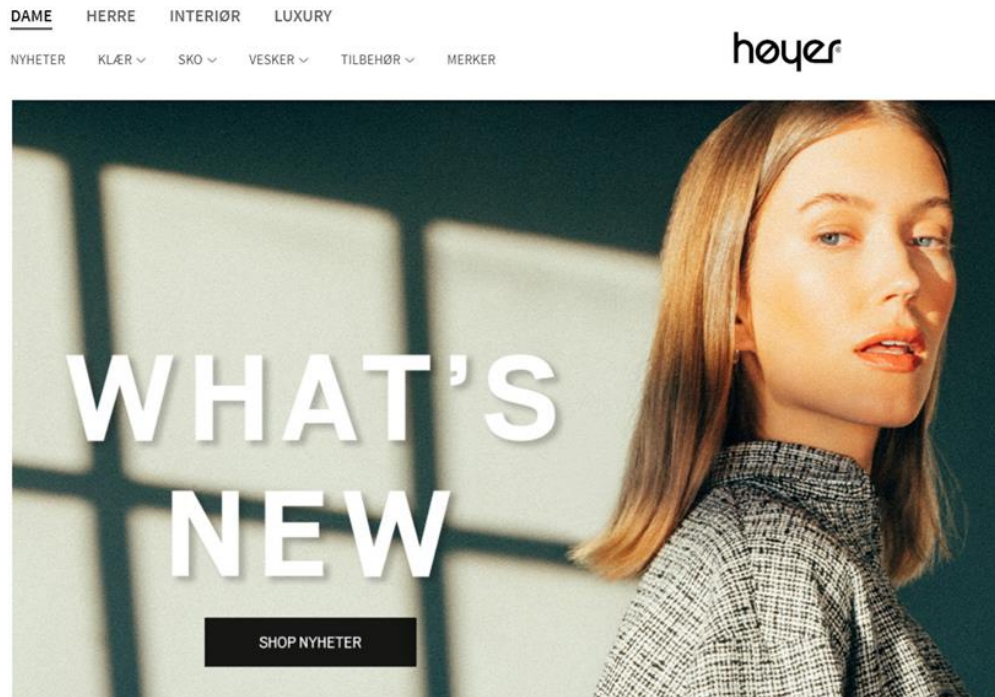
When you land on this site you end up directly on the women's clothing page. On the mobile you get a suggestion whether you want on the ladies, gentlemen or interior side. You can of course also change this via the menu on the web version. This is probably due to the fact that most ladies use the site.

What I see often goes back there is among other things that the menu is hidden on the mobile version. There is plenty of space on the website.In some places they also simply split a large image that they had on the web version in two..so that you can see one part of the image on the mobile version.

There are also many people playing with two or three different fonts on the same page, as well as large pictures.
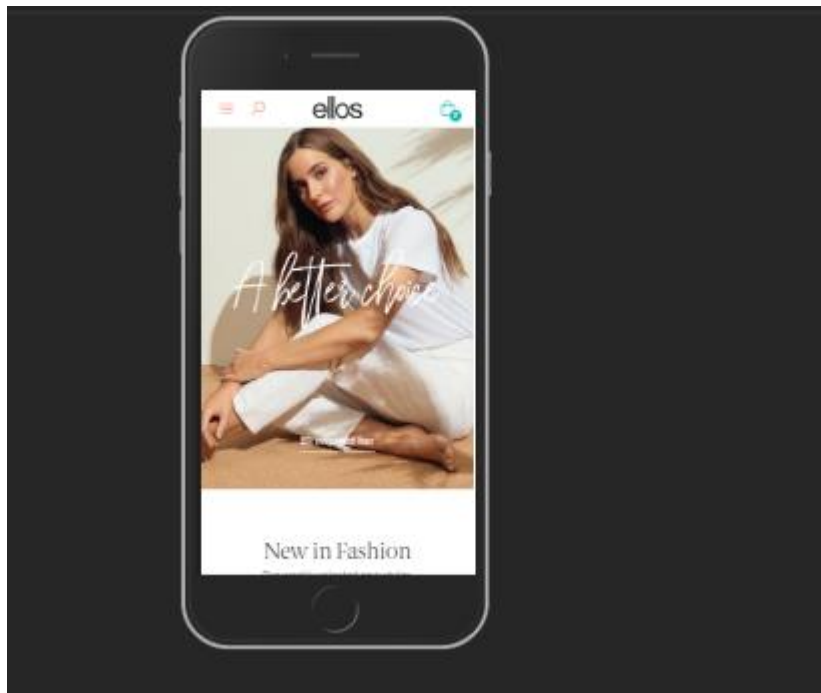
Ellos.no: I like this site. Its clear and nice. A little piece of jewelry hehe. Differences on the web and the mob (first page): They have cut some pictures in two on the mobile version.

They have hidden "customer service" and "open and insure" on the mobile version inside the hamburger menu. They have a green background on "my cart" on the web version. I think this is a good fit. It's a big site with a lot of space. It is nice to mark the shopping cart with green so that the eyes go quickly there. This is not needed on the small mobile phone.

It's much the same on the side, men are placed so well and nicely on it worked well.

I've found one thing I don't think works best on the "kids" page. It says "activate your code" in the middle at the bottom of the pink box. I think this section should have been bigger on the web version. It is the same size it has on the mobile version.

They have at the bottom of the page a large slider with "page 1 etc" which looks different on the web version.

Testing the app: colonial:

All my clicks:

- ❖ Accept cookies first
- ❖ Check if they deliver to my area
- ❖ Go to the category
- ❖ Choose product
- ❖ Choose amount
- ❖ Close modal
- ❖ Click cart
- ❖ Card page loads have to scroll down
- ❖ View card items
- ❖ Continue to checkout
- ❖ Make an account
- ❖ Confirm email
- ❖ Home delivery address
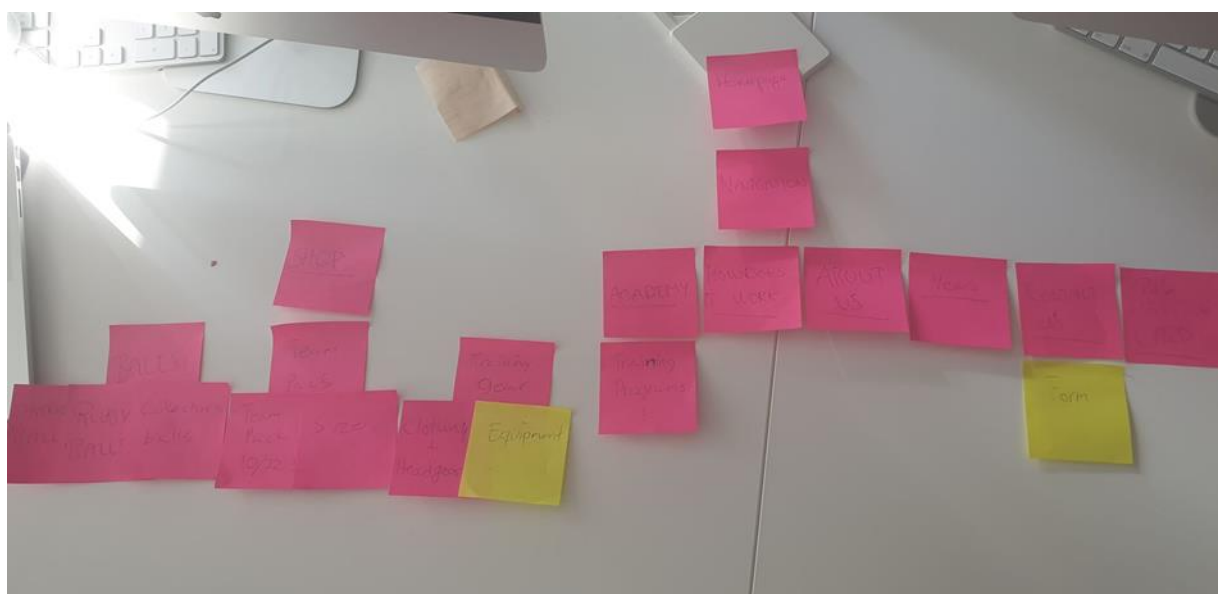- ❖ Choose delivery type osv

- ❖ Add payment information
- ❖ checkout

Assignment 2.3

Card sorting:

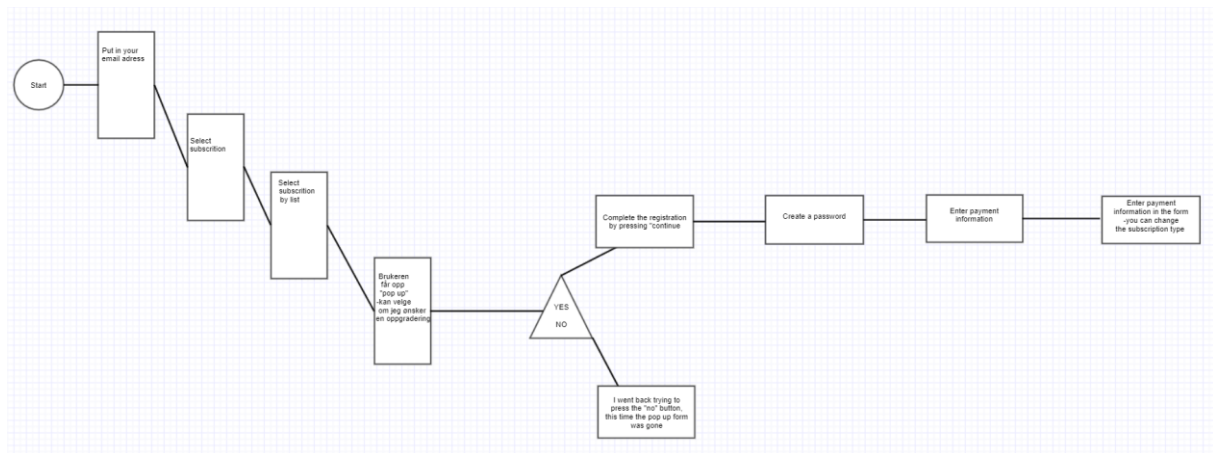We did a card sorting for the website: Shadowball.co.za

Here we have tested other solutions for the navigation menu and its contents.

Assignment 2.4

Draw a UI flow diagram for two different flows in Netflix.

1.

2.

"Browsing movies (optional). If you are a user, take some time to see how Netflix encourages you to stay 'in the flow' and continue browsing around until you've found the right film/series."

I think I'm being "ripped off" on all the movies by:

   - There are lists of films that fall into the same category as I have seen

   - They have great pictures of the films / series, this makes the product more   exciting for me.

   - They have on the front a big picture with a series that is popular or new and has other lists of choices below, here it is and a "game of" button.

   - They have categories with viewings of the movies called

        ❖ "Continue to see Vera's profile"
        ❖ "My list"
        ❖ "Action & Adventure Series"
        ❖ "Popular now" etc ... Here are many exciting categories

   - You always get pictures and lists of other films and series

   - They have "previews" of the movies / series under the big front photo

- When I'm in a series, I can press "next episode" and "episodes" when I'm on pause

What I learned by using card sort:

I learned that it is useful to use cards to quickly see and try out new techniques and opportunities on the website. I see and that it is a great way to see how others interpret the website. And where one might have to adjust the "flow" so that the user arrives at his goal faster. I, together with a fellow student, found that the website Shadowball.co.za could be tested for a possible improvement in this way:

- ❖ Have a bigger contrast on "play video"
- ❖ Had the menu set up like this: Academy, How it works, About us, News, Contact Us, Big shopping card… .Instead of how it is now:
- ❖ Have the clothes and caps in the same category
- ❖ Instead of "Buy now" we would have had, for example: "Shadowballs"
- ❖ Have all the training programs and packages in the same category
- ❖ Had the "News" category in "About Us" as a separate category in the menu
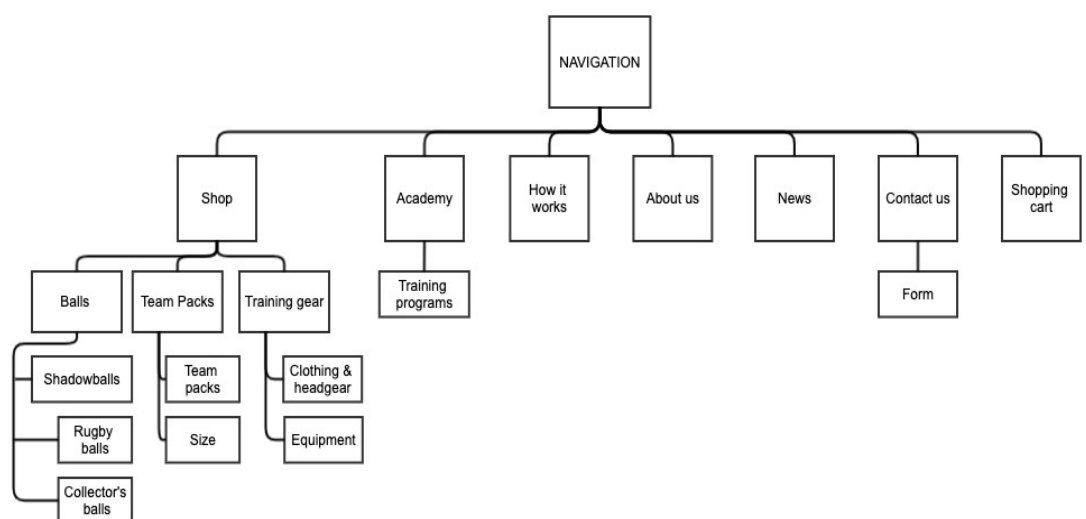
Here we have made a better overview of the card sorting that we came up with.

Persuasive Web Design techniques:

I think it's important to have a clean page, where it's easy to see WHAT the page is about. Do I get the information I need here? Why should I be on this site? I think that a great and clear logo, good preferably big picturer or movie of the product as well as using the "have only what is needed on the page" principle are fine rules to follow.

The visual is important. There is a lot of the same on web pages, it should have a bit of the same layout as most "up to date" web pages. Equally, it is important to test the site, one does not have to do EVERYTHING as all other web designers do. Sometimes there are trends that recur, which simply do not work. Things that do not work can be, for example, that the user gets tired of too many "pop ups" or that they are scared away from having to register as step 1. This means that users do not come back and it gets low sales.

Some web designers can make the user sit with a nasty feeling after, for example. "not being fast enough bying the hotel room" before others. Many use such tricks in the book to get the customer to shop. Other examples are when it comes up that in the city the hotel is soon fully booked. This allows the customer to understand that this is something that should not be missed. Since many people have booked, it is certainly good. I think you have to be careful here. So that there are not too many negative experiences for the customer, as this can help scare them away.

I think it is important to get on the page what is most important, to create a hierarchy. It has been researched that we scan the website as an F. Here you can add what you want the user to see, according to the form F on the website. We read and the website from left to right.

I think that when you work together as a team, you can easily cover more things. Here more people can come up with good inputs, ergo it is easier not to make "mistakes". however, it is "as I understand it" often several "joints" that have something to say about the website. For example, someone who just work with the "check out" part ... and someone who works with "guidlines" etc. Here it is important that you work together to get the best solution for the website. If you do not talk together, things may turn out not to work out. But then again, You need to think about everything (also check out part) when you "designing" web pages.

I also saw that you learn a lot by not only sitting with the cards yourself but by seeing how the ones you work with moving the cards. How do they level up on the page? one can see how others are navigating, perhaps in ways other than yourself. As I understand it, it is important to keep in mind that you are NOT the

customer yourself. The customer is not you. One should make simple solutions, not for " Tacky" sides this can scare away customers with money, or for "Luxuriouce" as this can scare off customers with poor finances.

There should not be too many opportunities on the page, as the user can get confused and get lost, this and more can feel negative to the user, who maby then wont visit the website again. USP is and something to consider when creating a website for products (Unique Selling Proposition). Here it has to be unique, what can I offer that others in the same industry cannot? why should the customer choose MY product? These are questions that should be kept in mind during production.