



# Optimizing UX

Augustina Lapkauskaitė



adapt



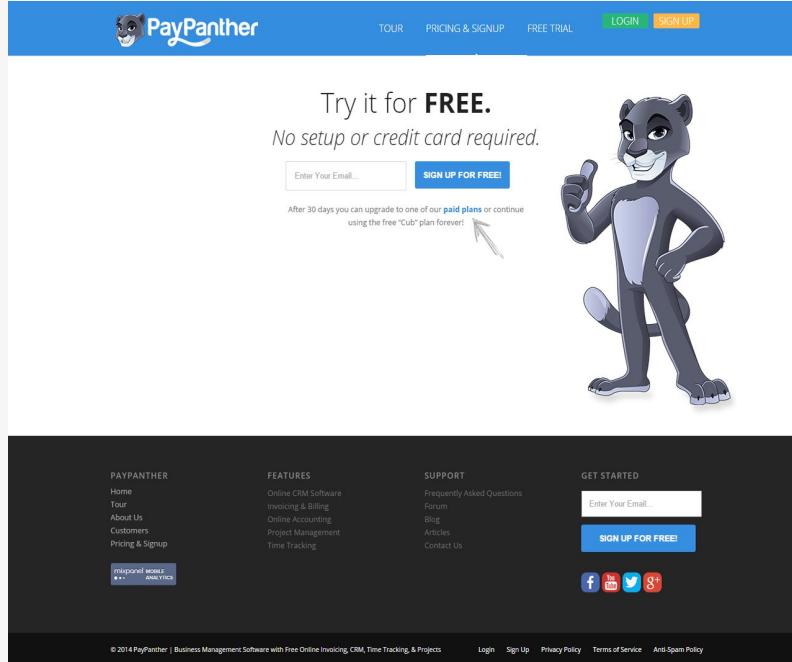
# UX driving conversion



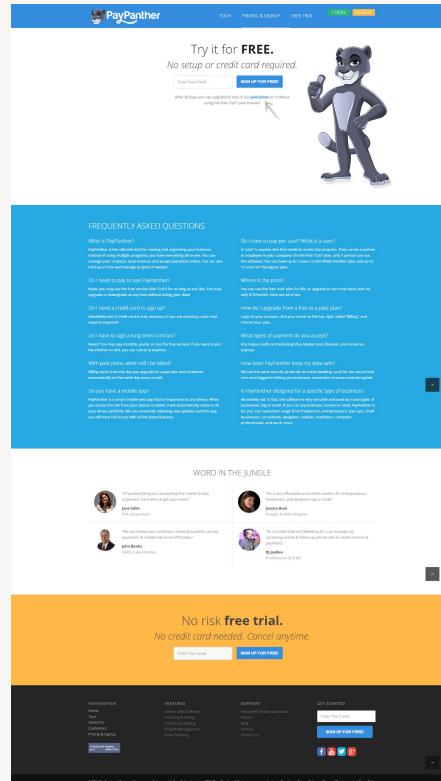
adapt

# Conversion examples

The test was run for a month on about 1000 visitors and the variation, containing FAQs and testimonials, won! It recorded an increase of **372.62%** in signups.



The PayPanther landing page features a large blue header with the logo and navigation links: TOUR, PRICING & SIGNUP, FREE TRIAL, LOGIN, and SIGN UP. Below the header is a prominent "Try it for FREE." message with the subtext "No setup or credit card required." A "SIGN UP FOR FREE" button is positioned next to a text input field for an email address. To the right of the text is a cartoon illustration of a black panther standing and pointing upwards. The main body of the page contains a frequently asked questions section and a testimonial section at the bottom. The footer includes links for PAYPANTHER, FEATURES, SUPPORT, and GET STARTED, along with social media icons and a copyright notice.



The PayPanther landing page variation features a similar layout to the original but includes a testimonial section titled "WORD IN THE JUNGLE" with quotes from users like Lee Miller, Brian Hall, and RJ Johnson. The "SIGN UP FOR FREE" button is placed above the testimonial section. The footer is identical to the original version.

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# Conversion examples

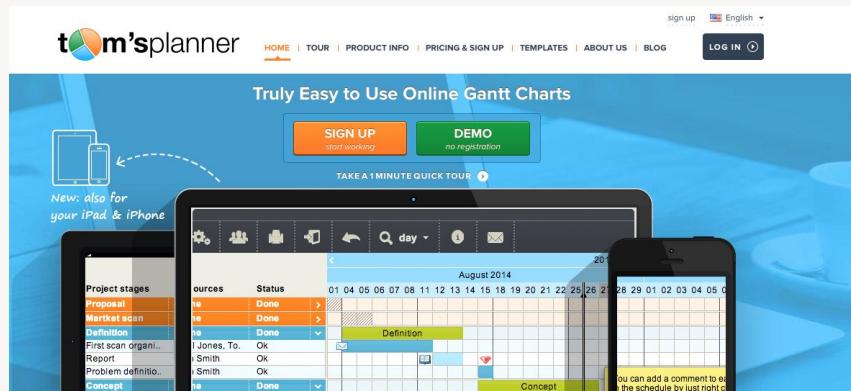
Just a week into the test, the variation emerged as the clear winner with the almost perfect 99.9% statistical significance. Changing the CTA text from ‘Download’ to ‘Price Guide’ increased the clickthroughs by a jaw-dropping **620.9%**!

The screenshot shows the Price Charting website's interface. At the top, there's a navigation bar with links for Nintendo, PlayStation, Sega (which is highlighted in blue), Xbox, Atari, and Other Sys. A search bar is positioned above a 'New Feature: Lot Value Calculat' link. Below the navigation, the main content area features a green header 'Sega Genesis Game & Price List'. The text below it states: 'Genesis price guide with 722 Games, accessories, and consoles. Prices are updated daily from [multiple sources](#). Check back every morning to see the latest Sega Genesis prices.' It also lists 'Other Price Lists' with links to 'Sega 32X | Sega CD List | Dreamcast Price Guide | Game Gear Price List'. A prominent orange button at the bottom left says 'Download »' followed by the text 'Sega Genesis price list for \$2'. At the very bottom, there's a 'Sort By:' dropdown menu with options: 'Alphabetical', 'Most Popular', 'Loose Price: High to Low', and 'New Price: High to Low'.

This screenshot shows the same website after the conversion. The 'Price Guide' button has been placed in the same position as the original 'Download' button. The rest of the page content, including the navigation bar, main heading, descriptive text, other price lists, and sorting options, remains identical to the first screenshot.

# Conversion examples

Close to 3000 visitors became part of this [A/B test](#) and the result was in favor of the variation. The new homepage with the sign-up form recorded 43.85% more conversions.



**Tens of Thousands** of people have turned to Tom's Planner to simplify the organization of their projects and save time.



 **Online Project Planner**

Tom's Planner is online Gantt chart software that allows anyone to create, collaborate and share



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 **Online Project Planner**

Tom's Planner is online Gantt chart software that allows anyone to create, collaborate and share

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# Usability Heuristics

*By Jakob Nielsen*

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# What's wrong here?

RISPOONS

Account Settings

SMS PACKAGE

CONTACTS

Current plan  
Small (30 days left)

Free Trial	Small	Free	Bronze plan	Enterprise plan
15 eur per month Billed annually	6111 eur per month Billed annually 20 users Up to contacts Free SMS package	Free per month Billed annually 20 users Up to contacts Free SMS package	718 eur per month Billed annually 30 users Up to contacts Free SMS package	Customize your own plan Unlimited amount of users More than 10000 contacts Free SMS package Get a Quote

Update Account Information

Name

Credit Card information

Reset password

RISPOONS

CONTACTS

New Contact Filter

<input type="checkbox"/>	Name	Surname
<input type="checkbox"/>	Justas	Stasiulaitis
<input type="checkbox"/>	Betta	Basden
<input type="checkbox"/>	Devin	Benedidick
<input type="checkbox"/>	Maye	Pirozzi

Messages Contacts Analytics Account

RISPOONS

My Message

Message name and changes to editor are required to enable autosave

Message autosave

+ Tools Design

BUTTON VIDEO SURVEY

TEXT PICTURE FILE

# Heuristics

## Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Updated 3m 46s ago

Air India Flight 639

DELAYED 15 MINS

BOM → BLR

Mumbai - Wed, 5 Oct      Bengaluru - Wed, 5 Oct

Departed	Terminal	Gate	Estimated arrival	Terminal	Gate
9:24 AM	2	-	11:15 AM	-	-

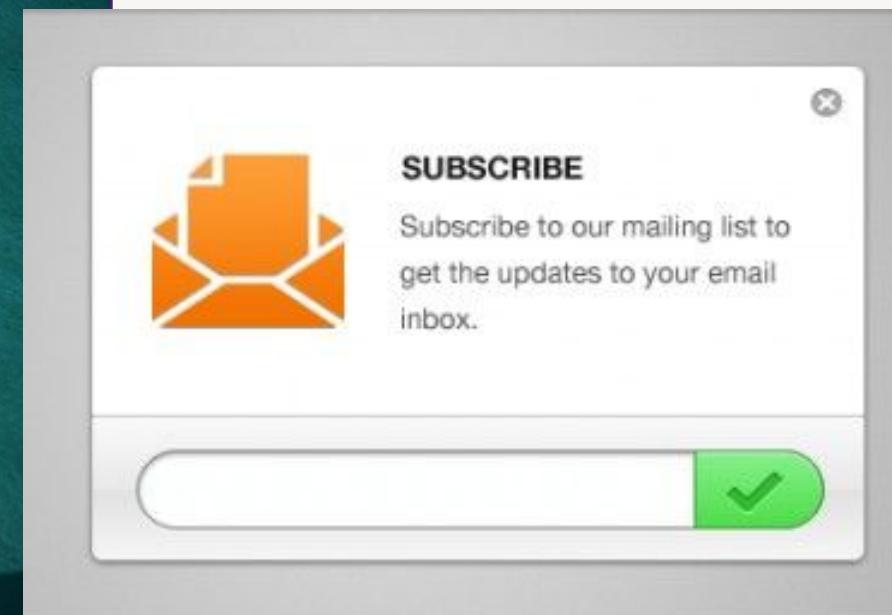
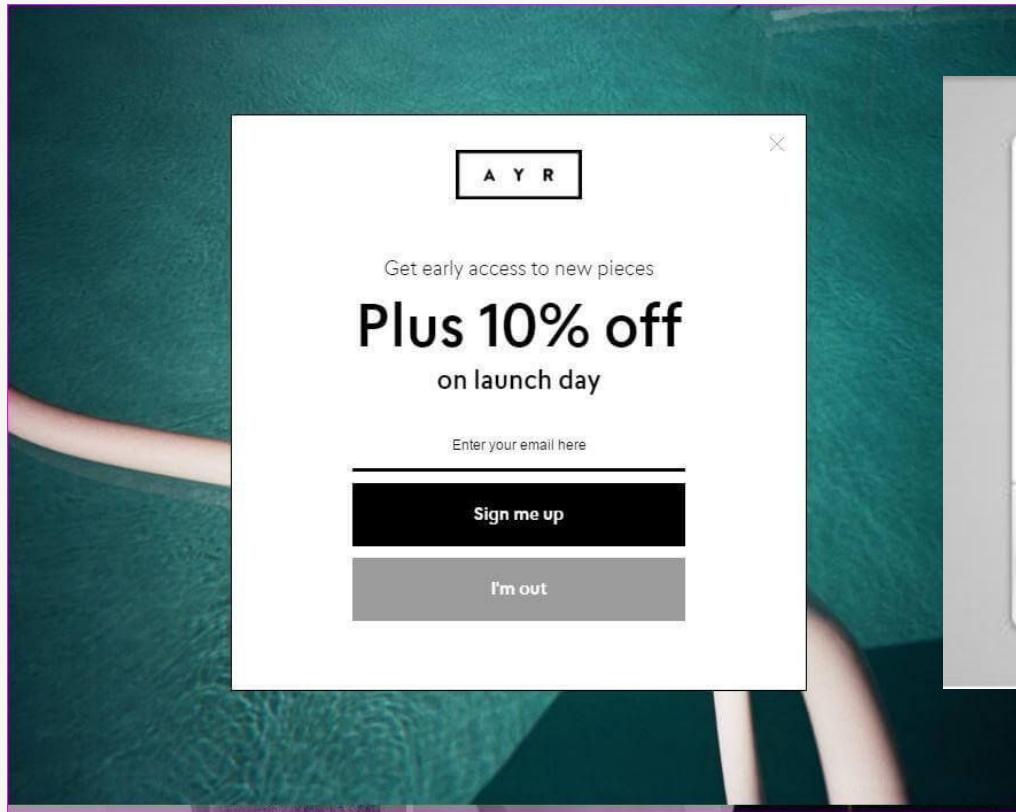
Scheduled departure 9:10 AM      Scheduled arrival 11:00 AM

Showing local airport times      Feedback

Loading eranga@gmail.com...

A progress bar is shown below the email address, indicating it is still loading.

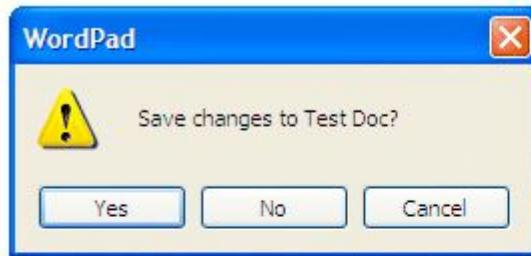
# Which is better?



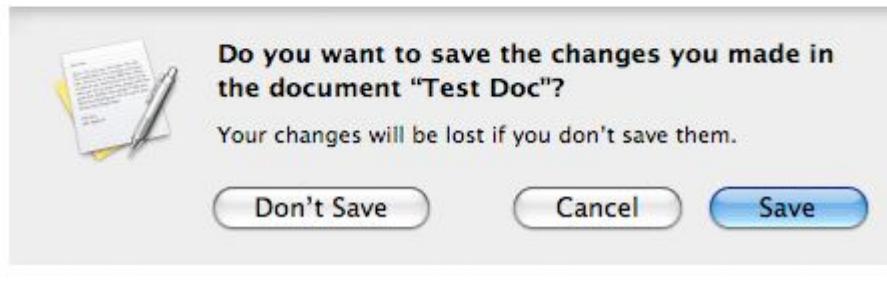
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# Which is better?

Windows XP WordPad save dialog:



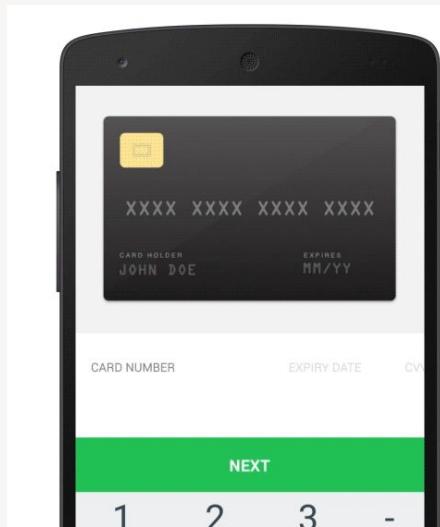
OS XTextEdit save dialog:



# Heuristics

## Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.



How to generate  
**visitors** a month  
spending a dollar

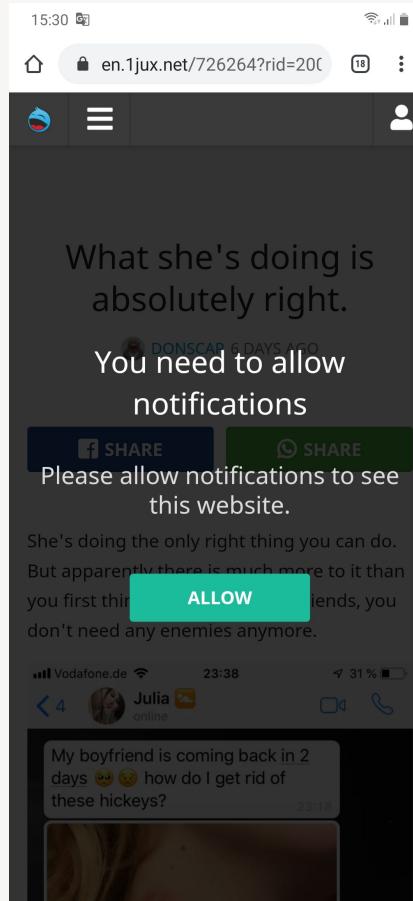
**FREE BONUS:** The 24-step framework I use to teach marketin

**YES, I WANT NEIL TO TEACH ME HOW TO GROW MY BUSINESS!**



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# What's wrong here?



Cancel subscription

## Here's how to cancel your subscription.

Please keep in mind that after canceling, you'll have limited access to The Times.

### Chat with a Customer Care advocate

All of our advocates are currently occupied. Please try again soon or call us now.

### Give us a call

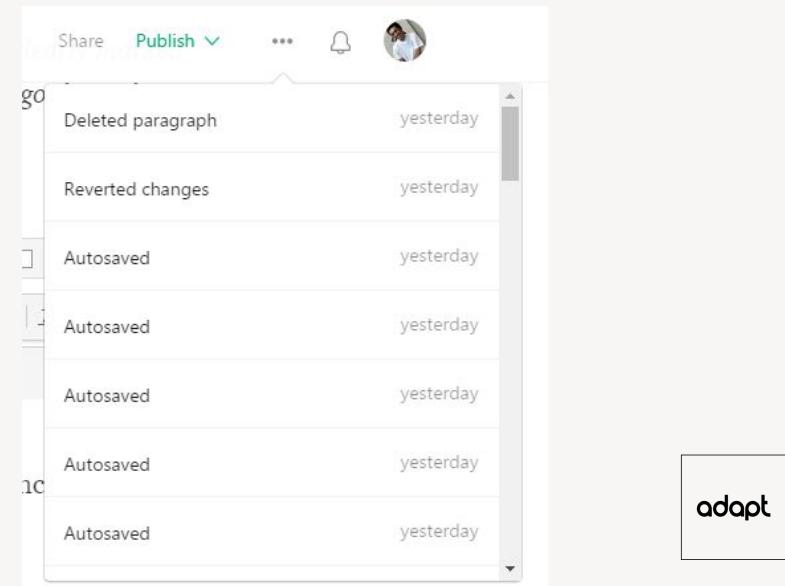
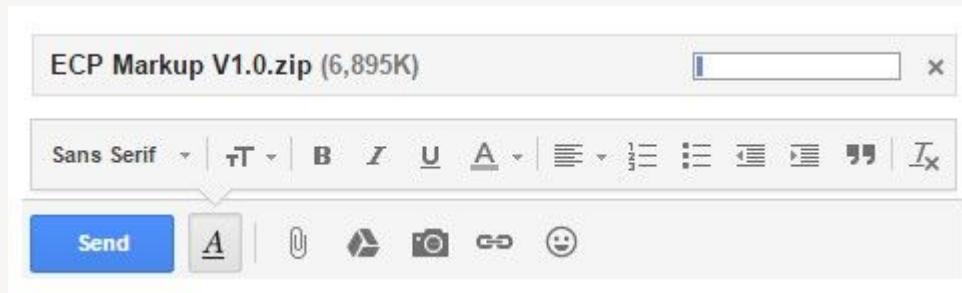
If you are in the United States, you can call us at [800-NYTIMES](tel:800-NYTIMES) (800-698-4637). Our hours are 7 a.m. to 10 p.m. E.T. Monday - Friday, and 7 a.m. to 3 p.m. E.T. Saturday - Sunday. If you are outside of the United States, please see [our international contact information](#).

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# Heuristics

# User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

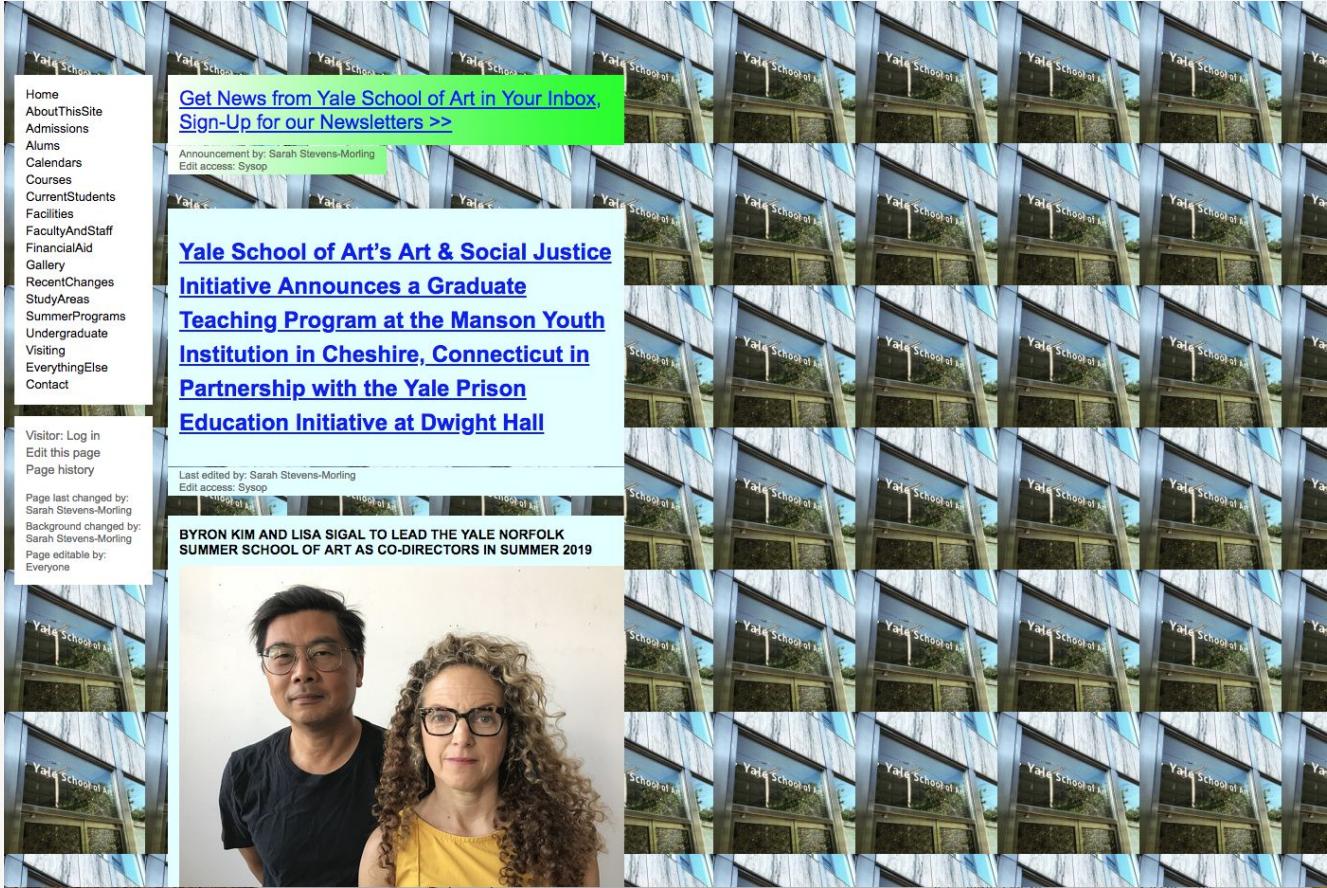


# What's wrong here?

The screenshot shows the top navigation bar of the Adobe website with links for PRODUCTS, HOW TO BUY, LEARN & SUPPORT, and ABOUT ADOBE. Below this, the Creative Cloud section is displayed, featuring icons for Photoshop (Ps), Illustrator (Ai), InDesign (Id), Premiere Pro (Pr), After Effects (Ae), Lightroom (Lr), and a 'See all' link. A note below mentions plans for small and medium businesses. Further down, other Adobe products are listed: Marketing Cloud, Experience Manager, Analytics, Target, Social, Media Optimizer, Campaign, Acrobat, EchoSign, Elements, Digital Publishing, and Primetime. At the bottom, links for Adobe Reader, Flash Player, AIR, and Shockwave Player are provided, along with a 'All products' button.

The screenshot shows a website header with the text 'Diena Anykščiuose' and 'MARŠRUTAS DVIRAČIU TAKU: Puntukas - Niūronys'. Below the header is a blue navigation bar with links for Pagrindinis, Žemėlapis, Patarimai, and Galerija. The main content area features a large photo of a modern building with a green roof and white walls. The background is a stylized illustration of clouds and trees. At the bottom, there is a contact form with fields for Vardas, El. paštas, and Tema, and a 'Gauti' button. The word 'adapt' is visible in the bottom right corner.

# What's wrong here?



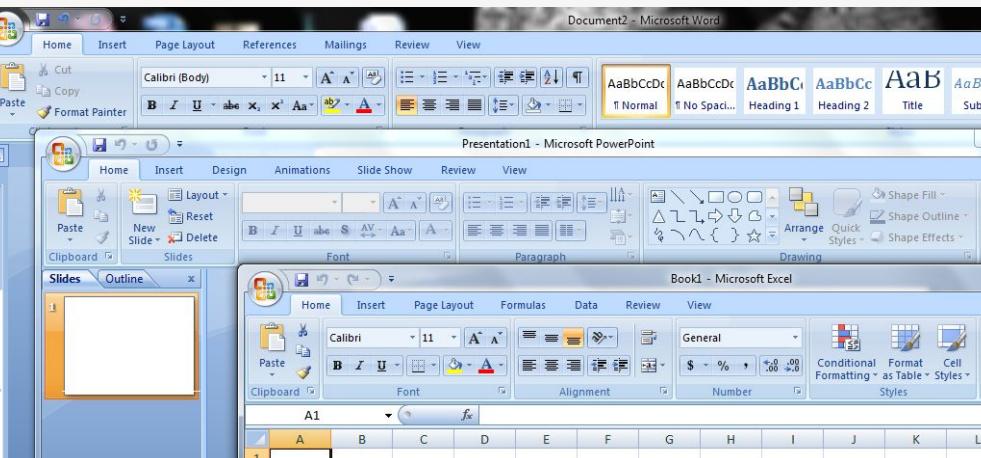
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# Heuristics

## Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.

Human language (no codes), precisely indicate the problem, and constructively suggest a solution.



**COLOR PALETTE**

	<b>CANDY APPLE</b>	#e82535
	<b>CRIMSON</b>	#c92820
	<b>COOL BLUE</b>	#074f67
	<b>DEEP LAKE</b>	#143548
	<b>GRAVEL</b>	#565656
	<b>WET CEMENT</b>	#778480

**TYPOGRAPHY**

<b>Header 1</b>	Font: Montserrat Bold / Color #143548
<b>HEADER 2</b>	Font: Montserrat Bold / Color #A32548
<b>HEADER 3</b>	Font: Montserrat Bold / Color #074f67
<b>HEADER 4</b>	Font: Montserrat Bold / Color #074f67
<b>Header 5</b>	Font: Montserrat Bold / Color #565656

This is Body copy.  *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu semper ligula, nec fermentum odio. Aenean non blandit neque, ac accumsan nibh. Morbi elementum neque id sodales blandit. Morbi eget turpis in urna sodales pharetra. Aenean quis pulvinar lacus, sed lacinia sem.*

**This is an inline link**

# Which is better?

Password:\*

.....

Password must contain 8 characters at  
least one digit includes

Password Verification

Username: user

Password: .....

Password must meet the following requirements:

- ✓ At least **one** letter
- ✗ At least **one** capital letter
- ✓ At least **one** number
- ✗ Be at least **8** characters

# Heuristics

## Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

The image displays two examples of user interface design for error prevention:

**Left Screenshot (Google Mail Tooltip):**

- Header: Chat, NN, online
- Section: gy-group
- Content:
  - mail.google.com says:
  - It seems like you forgot to attach a file.
  - You wrote "find attached" in your message, but there are no files attached.  
Send anyway?
- Buttons: OK, Cancel

**Right Screenshot (Password Strength Checker):**

- Input field: .....| key icon
- Text: Your password must have:
- List:
  - ✓ 8 or more characters
  - ✓ Upper & lowercase letters
  - ✓ At least one number
- Text: Strength: strong
- Text: Avoid passwords that are easy to guess or used with other websites.

# Which is better?

Deliver to Lithuania

Departments | Your Amazon.com | Today's Deals | Gift Cards | Registry | Sell | Treasure Truck | Help

Coastal vibes  
Casual style for summer

home

Prepare for Prime Day

PRIME DAY STARTS 7/16 PRIME DAY GUIDE PRIME DAY LAUNCHES JOIN PRIME FREE

Hi! Sign in or register | Daily Deals | Sell | Help & Contact

My eBay Cart

eBay Shop by category

Following Today Fashion Electronics Collectibles & Art Home & Garden Sporting Goods Motors Daily Deals

Save big on Home & Garden furniture

Shop Now →

Everything for \$10 or Less

1mil+ items delivered to you for free.

Find Your Deal →

ebay MONEY BACK GUARANTEE Discover more

Today's Featured Collections

How can we make this

Ad feedback

Related to items you've viewed See more

HACKING GROWTH BY SEAN ELLIS & MORGAN BROWN

GROWTH HACKER MARKETING BY ANDREW SIEGEL & JEFF HOLLOWAY

HOW ANY STARTUP CAN ACHIEVE EXPLOSIVE CUSTOMER GROWTH BY ANDREW SIEGEL & JEFF HOLLOWAY

TRACTION BY ANDREW SIEGEL & JEFF HOLLOWAY

HOOKED BY NIR EYAL

Contagious: Why Things Catch On BY JONAH BERGER

GROWTH HACKING BY JONAH BERGER

100 Greatest Classic Rock Songs

music | ▶

[https://sax-us-east.amazon-adsystem.com/x/c/QqrJubWfpq4EV8\\_X4fIEkgAAAFxhGw91QEAAMAHQ7lgco](https://sax-us-east.amazon-adsystem.com/x/c/QqrJubWfpq4EV8_X4fIEkgAAAFxhGw91QEAAMAHQ7lgco) [https://www.shopbop.com/special-top-sellers/br/v=1/13055.htm?extid=DMU\\_house\\_sea\\_seg1\\_top\\_desktop\\_300\\_250.jpg\\_np](https://www.shopbop.com/special-top-sellers/br/v=1/13055.htm?extid=DMU_house_sea_seg1_top_desktop_300_250.jpg_np)

adapt

# Heuristics

## Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Recent searches Clear

- kindle
- electric tricycle covered
- electric tricycle
- electric byk
- phone holder for motor ...
- phone holder for byk
- phone holder

Recently viewed Clear

	New Amazon Kindle Fire 7in Wi-Fi 8GB eRe... US \$67.95	
	NEW AMAZON KINDLE PAPERWHITE 4GB 2016... US \$115.85	
	12V 24V 3.1A Motorcycle Car Boat LED Dua... US \$5.20	

Google

kas m| 

- kas madinga 2018
- kas mazina apetita
- kas met
- kas man skambino
- kas minkstina vidurius
- kas man yra laisve
- kas man yra lietuva
- kas man yra lietuva rasinys
- kas moka pvm
- kas moka gpm

Google Search I'm Feeling Lucky Report inappropriate predictions

# Which is better?

	90	9	Dec		9
2000	80	8	Oct	3	8
			Nov		
1900	70	7	Sep		7
	60	6	Aug	2	6
1800	50	5	Jul		5
	40	4	Jun		4
	30	3	May	1	3
			Apr		
	20	2	Mar		2
	10	1	Feb	0	1
	0	0	Jan		0

New York City (Any) Winter X 1 Passenger Close X

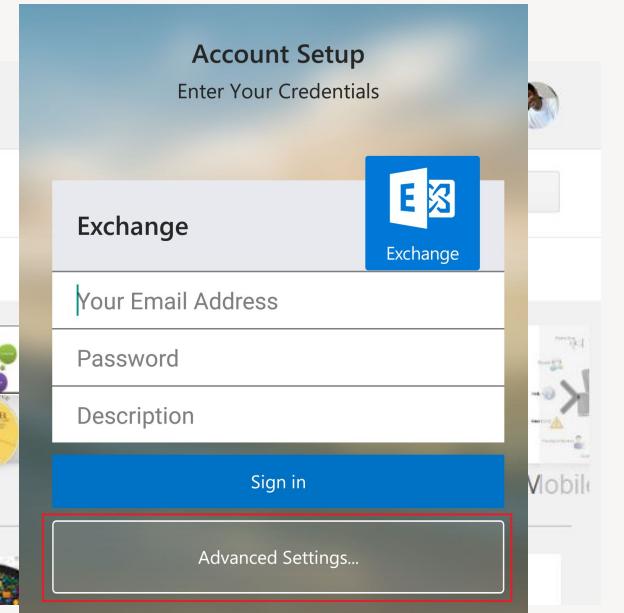
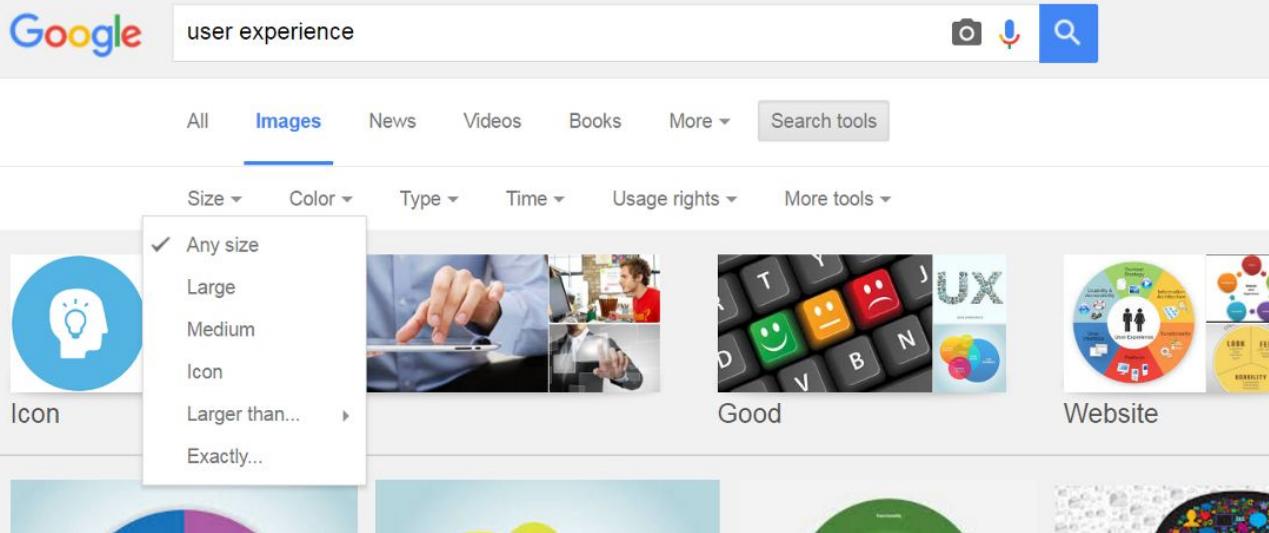
Specific date  Flexible dates

 Winter	 Spring	July 2017	August 2017
		September 2017	October 2017
		November 2017	December 2017
 Summer	 Fall	January 2018	February 2018
		March 2018	April 2018
		May 2018	June 2018

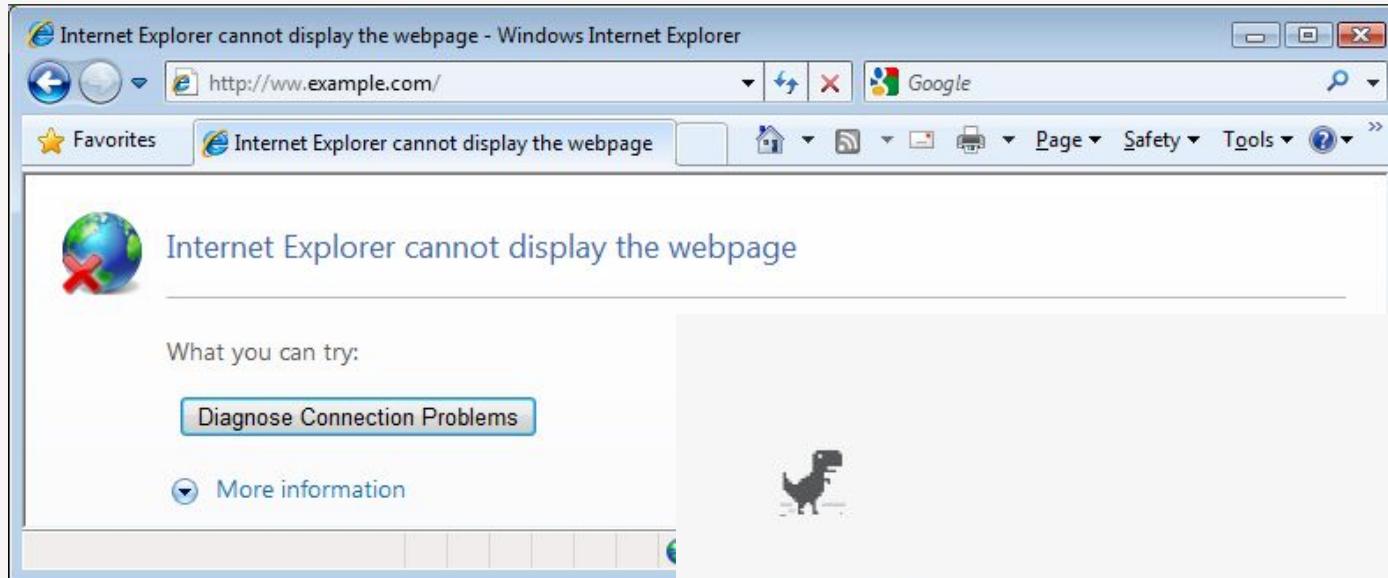
# Heuristics

## Flexibility and efficiency of use

Accelerators — unseen by the novice user — may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.



# Which is better?



## Unable to connect to the Internet

Google Chrome can't display the webpage because your computer isn't connected to the Internet.

# Heuristics

## Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Sorry, we couldn't find an account with that username. Can we help you recover your username?

Username  I forgot

Password  I forgot

Log In

Create an account · Trouble logging in?

Sorry, that password isn't right. We can help you recover your password.

Username  I forgot

Password  I forgot

Log In

Create an account · Trouble logging in?

# Heuristics

## Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

The diagram illustrates the concept of "URI context path of the API (case sensitive)" by comparing a user interface element with the WSO2 API Manager documentation.

**User Interface Element:** A screenshot of a form with fields labeled "Name:" and "Context:". Both fields have a red asterisk indicating they are required. Below the "Context:" field is a callout box containing the text: "URI context path of the API (case sensitive). The supported formats are..".

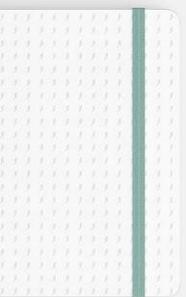
**WSO2 API Manager Documentation:** A screenshot of the "Documentation" section of the WSO2 API Manager. The left sidebar shows a navigation menu with items like "Quick Start Guide", "Key Concepts", "Tutorials", "User Guide", "Administration Guide", "Published APIs", "Analytics", "Reference Guide", "Getting Support", and "Site Map". The main content area is titled "Quick Start Guide" and contains a section titled "Before you begin" with three numbered steps: 1. Install Oracle Java SE Development Kit (JDK) version 1.7.\* or 1.8.\* and set the JAVA\_HOME environment variable. 2. Download WSO2 API Manager. 3. Start the API Manager by going to <APIM\_HOME>/bin using the command-line and executing wso2server.bat (for Windows) or wso2server.sh (for Linux). Below this, there is a section titled "Let's go through the use cases of the API Manager" with a bulleted list of tasks, and another section titled "Invoking your first API" with instructions and steps.

# All Heuristics summary

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

# UX Laws

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# What's wrong here?

Jimbo's Car Wash

Welcome to Jimbo's full service car wash

PROFESSIONAL CAR WASHING AT ITS FINEST



We take great pride in what we do!



If you don't take care of your car,  
Mother Nature WILL!

Home  
About us and....  
Services  
Location  
Contact

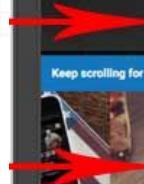
TOMIC  
AGENCY SERVICES PORTFOLIO BLOG CONTACT GET STARTED

## POWERFUL DIGITAL MARKETING

The Dallas Digital Marketing Agency

AGENCY CASE STUDIES

Keep scrolling for case studies, agency services, and an instant website audit





ERICANS BONE DADDY'S BERKEY WATER NIPIC

AWARD WINNING RESPONSIVE WEBSITE AWARDED WINNING ECOMMERCE WEBSITE AWARDED WINNING MULTILINGUAL SITE

DIGITAL MARKETING TEAM DALLAS DIGITAL STRATEGY AGENT

Digital strategists for over 14 years! We create digital marketing strategies that connect your brand with new customers and increase the lifetime value of existing. We dive deep to discover unique needs.

NEW AGENCY SERVICES

POWERFUL DIGITAL MARKETING EXPERIENCES AGENCY PORTFOLIO

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# Fitts's Law

*The time to acquire a target is a function of the distance to and size of the target.*

- Make elements you wish to be easily selectable large and position them close to users.
- This law especially applies to buttons, which the purpose of these elements is to be easy to find and select.

# Fitts's Law

The screenshot shows a Kickstarter campaign page for 'ARC: The Ultimate Minimal, Dimmable LED Bulb'. The project has reached 93.2% of its \$25,000 goal, with 939 backers. It has 17 days left. A yellow circle highlights the green 'Patrocinar este proyecto' button. Below it, a note reads: 'Todo o nada. Este proyecto sólo será financiado si alcanza la meta antes del sábado, 17 de febrero de 2018 18:45 CET.' Navigation links at the bottom include 'Campaña', 'Preguntas frecuentes', 'Actualizaciones', 'Comentarios', and 'Comunidad'.

The screenshot shows a Tuts+ Premium advertisement. It features a dark background with orange and white text. The top part says 'From here (origin) > tuts+ premium' and the bottom part says 'To here (target) > Take the Tour... or Join Tuts+ Premium Now!'. The word 'adapt' is located in the bottom right corner of the slide.

adapt

# What's wrong here?



**FREE GROUND SHIPPING  
ON ORDERS \$50+. LIMITED TIME.**

**WOMEN'S**   **KIDS'**   **EQUIPMENT**   **SHOP BY**   **EXPLORATION**   **INNOVATION**   **GET OUTDOORS**   **SEARCH**   **🔍**

JACKETS & VESTS	SHIRTS & SWEATERS	PANTS & SHORTS	ACTIVITY
Triclimate®	Full Zip	Skiing/Snowboarding	Skiing
Insulated	1/4 Zip	Rainwear	Snowboarding
Skiing/Snowboarding	Fleece	Running/Training/Yoga	Climbing
Fleece	Hoodies	Casual/Lifestyle	Hiking
Soft Shells/Windwear	Sweaters	Baselayers	Running
Technical Shells	Running/Training/Yoga	Shorts	Training
Rainwear	Long-Sleeve	Water Shorts	Yoga
Running/Training/Yoga	Short-Sleeve	Dresses/Skirts	Mountain Biking
Lifestyle	Tees	Extended Sizes	Commuter Biking
Vests	Camis/Tanks/Sports Bra	All Pants & Shorts	Trekking/Travel
Extended Sizes	Baselayers		All Activities
Custom Denali	Extended Sizes		
All Jackets & Vests	All Shirts & Sweaters		
FOOTWEAR	ACCESSORIES		COLLECTIONS
Boots	Hats/Caps		Mountain Heritage
Running	Gloves/Mitts		Summit Series®
Hiking/Backpacking	Smarwool® Socks		Flight Series®
Casual/Sandals	All Accessories		Cryptic®
All Footwear			Steep Tech™
			All Collections

**WOMEN'S VERTO MICRO HOODIE**



Compressible 800+ fill goose down insulation warms the neck, front and back torso for featherweight warmth during weight-bearing pursuits.

**VIEW DETAILS**

# Hick's Law

*The time it takes to make a decision increases with the number and complexity of choices.*

- Simplify choices for the user to ensure by breaking complex tasks into smaller steps.
- Avoid overwhelming users by highlighting recommended options.

# Hick's Law

The screenshot shows the Walmart Checkout process. At the top, there are shipping and delivery details: "Arrives Tue, Apr 14" and "Value shipping \$4.97". Below this, there are sections for "Shipping" and "Sending to". A callout box highlights the "Total" amount: **\$10.08**. The breakdown is: Subtotal \$4.34, Value shipping \$4.97, Tax \$0.77. A product thumbnail for "Tim Burton's Corpse Bride (Widescreen)" is shown with a quantity of 1. At the bottom, a step 3 box says "Select payment method" with options: Credit card (selected), Gift card, PayPal, and Cash. Two credit card entries are listed: one ending in 06/16 and another selected one ending in 03/16. A button at the bottom right says "Review Your Order".

## Create Your Contest

Namers submit names (10 days) | We rank names (2 days) | You pick a winner (2 days)

STEP 1: CONTEST BRIEF    STEP 2: ADDITIONAL CRITERIAS    STEP 3: USER AUTHENTICATION    STEP 4: PAYMENT DETAILS

Please fill in the contest brief with accurate and appropriate information. This will give right direction to the namer community

Your contest title...

Your Newborn(s) is/are

Describe your contest...

# What are these websites about?

The image displays two distinct website interfaces side-by-side.

**Left Website:** This site has a dark blue background. It features several abstract 3D shapes in light blue and white, including spheres and cubes of varying sizes. In the center-left, there is a logo consisting of a stylized 'ts' monogram followed by the text "TIRRENA SCAVI". Below the logo, there are language links: "italiano", "english" (which is underlined), and "français". At the bottom center, there is a small downward-pointing arrow icon.

**Right Website:** This site has a black background. The most prominent feature is a large, dark, textured graphic of a human head in profile, facing left. On the top right of the head, there are four small white dots. At the bottom of the head, there are three white circles. Along the bottom edge of the page, there are several award badges and logos: "FWA OF THE DAY" (with the FWA logo), "SITE OF THE DAY" (with the AWWWARDS logo), "DEVELOPER AWARD" (with the AWWWARDS logo), and "SITE OF THE DAY" (with the CSSDesignAwards logo). At the very bottom, there are social media icons for Facebook, Twitter, and Instagram, along with a "LET'S TALK" button and a small speech bubble icon.

# Jakob's Law

*Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know*

- You can simplify the learning process for users by providing familiar design patterns.

# Jakob's Law

deporvillage

Buscar en toda la tienda...

CICLISMO RUNNING OUTDOOR NATACIÓN TRIATLÓN FITNESS LIFESTYLE MARCAS OUTLET

Envío gratis a partir de 49 € Entrega en 24 horas Devolución de 365 días Mejor precio online

REMATE FINAL

Inicio > Running > Zapatillas Running > Zapatillas Asics GEL-Kayano 24 amarillo negro

Zapatillas Asics GEL-Kayano 24 amarillo negro

39,00 € IVA incl.

PVP 180,90 € Te ahorras 41,00 €

Opina sobre este producto

Colores

Tallas

Guía de tallas

40 40.5 41.5 42 42.5 43.5 44 44.5

45 46 46.5 47 48 49

1 Añadir al carrito

Si necesitas financiación 35,5€ / mes 4 cuotas

Tecnologías

Ortholite®

Inicia

adapt

## Upload Contacts

# What's wrong here?

### Add Contact

Choose values and fill in the fields

Phone number ▾

Name ▾

X

+ Add more

Cancel

Save

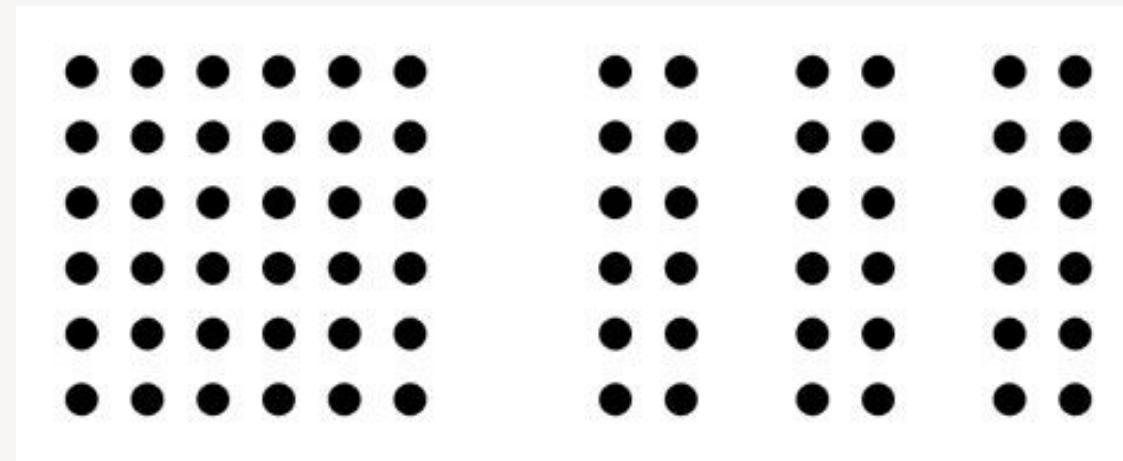
Add another

email >	Email
name >	Name
surname >	Surname
gender >	Choose column
dateOfBirth >	Choose column
nationality >	Choose column
phoneNumbers >	Choose column
country >	Country
state >	Choose column

# Law of Proximity

*Objects that are near, or proximate to each other, tend to be grouped together.*

- The law of proximity is useful by allowing users to group different clusters of content at a glance.



# Law of Proximity

amazon.es prime

Enviar a Carlos Valencia 46002

Televisores ▾

Todos los departamentos ▾ Amazon.es de Carlos Ofertas Cheques regalo Vender Ayuda

Electrónica Los más vendidos Móviles y telefonía Fotografía y videocámaras Audio y Hi-fi TV, video y Home Cinema Accesorios GPS Informática Instrumentos Musicales

Mostrar resultados para

Electrónica TV, video y home cinema Televisores

Filtrar por

Tamaño de la pantalla

- Hasta 29" (74 cm)
- 30-39" (76-99 cm)
- 40-49" (102-125 cm)
- 50-59" (127-150 cm)
- 60-69" (152-175 cm)
- 70" (178 cm) y más

Formato HD

- 1080p Full HD
- 720p HD Ready

Tecnología de la pantalla

- CRT
- LCD
- LED
- OLED
- Plasma
- QLED

Marca

- TD Systems
- LG
- Philips
- Samsung
- Nevir
- NPG
- Hitachi

Ver más

Precio

Menos de 200 EUR  
200 - 400 EUR  
400 - 700 EUR  
700 - 900 EUR  
900 - 1.000 EUR

Últimas novedades A

B

Televisores Led Full HD 24 Pulgadas...  
TD Systems ★★★★★ 22 EUR 129,00 ✓prime

Televisores Led 55 pulgadas 4K Ultra...  
TD Systems ★★★★★ 27 EUR 399,00

Televisores Led 49 Pulgadas 4K Ultra...  
TD Systems ★★★★★ 25 EUR 399,00 ✓prime

HKC 50B9A 50 pulgadas 4K Ultra HD...  
TD Systems ★★★★★ 25 EUR 399,00 ✓prime

NPG TV 210L20H Tv Led 20"  
TDT2 USB... EUR 103,08

Samsung UE43MU6175 – Smart TV de 43...  
KINGERWI ★★★★★ 18 EUR 619,00 EUR 499,00 ✓prime

10 W Bluetooth 4.0 Home Cinema...  
KINGERWI EUR 69,95 EUR 39,99 ✓prime

Televisores Led 24 I Full Hd...  
TD Systems EUR 169,00 ✓pr

Los más vendidos

Samsung UE32M5005 – TV de 32", negro  
LG 49UJ651V – TV LED UHD 4K de 49"  
Nevir - 7412 tv 16" led hd svt dvr...  
TV LED 24" LG 24MT49VW, HD Ready  
Monitor TV LED 28" LG 28MT49S-PZ HD...  
TELEVISOR NEVIR NVR741820HDN 12v NEGRO  
TV LED 24" - Philips 24PFT4022/12...  
Samsung C24F396F Monitor, color...  
Adapt

1-24 de más de 2.000 resultados para Electrónica : TV, video y home cinema : Televisores

Ordenar por Populairdad



adapt

# What's wrong here?

The screenshot shows the homepage of the Evolution and the Nature of Science Institutes (ENS) website. The header features a dark background with a skull and the text "EVOLUTION and the NATURE of SCIENCE INSTITUTES". A sidebar on the right contains links such as "What IS ENS/SENSI?", "Annual Reports", "The People", "The Lessons - Gen. Info.", "TEACHING UNITS & TIPS", "ENSweb Archives", "RESOURCES: Books and Links", "Papers and Articles", "Talk to us...", "Site Map & Guided Tour", and "NATURE of SCIENCE LESSONS", "EVOLUTION LESSONS", "ORIGIN OF LIFE LESSONS", and "GENETICS-DNA, OTHER BIOLOGY LESSONS". Below the main content area, there is a "NATURE of SCIENCE OVERVIEW & STANDARDS INDEX" and a yellow box for a "NEW eBook: *Science Surprises: Exploring the Nature of Science*". A "JOIN OUR LISTSERVE" section provides information about joining the Friends of ENSI listserve. At the bottom, there is a "PRIVACY NOTICE for ENSI Website" and a "OUR PREFERRED CITATION" section. The footer includes a search bar, a "NEWS, CHANGES, ADDITIONS" section with a recent update about a chromosome comparison lesson, and a logo for "NATURAL SELECTION".

What IS ENS/SENSI?  
Annual Reports

The People

The Lessons - Gen. Info.

TEACHING UNITS & TIPS

ENSweb Archives

RESOURCES: Books and Links

Papers and Articles

Talk to us...

Site Map & Guided Tour

NATURE of SCIENCE LESSONS

EVOLUTION LESSONS

ORIGIN OF LIFE LESSONS

GENETICS-DNA, OTHER BIOLOGY LESSONS

NATURE of SCIENCE OVERVIEW & STANDARDS INDEX

NEW eBook: *Science Surprises: Exploring the Nature of Science*

JOIN OUR LISTSERVE: Would you like to join our FENSI (Friends of ENSI) listserve? You would receive news and announcements about ENSI topics from time to time (usually monthly), including notices of new material added to our website. It is restricted to educators using our materials, and your email address will not be exposed. You may unsubscribe at any time; just let me know. Send request, including your name, school, state/country and email address to the [WEBMASTER](#)

PRIVACY NOTICE for ENSI Website

OUR PREFERRED CITATION:  
Flammer, L., Beard, J., Nelson, C.E., & Nickels, M. ([current year]). *ENS/WEB: Evolution/Nature of Science Institutes*. Retrieved [current date] from [www.indiana.edu/~ensiweb/](http://www.indiana.edu/~ensiweb/)  
[Please, also cite the author(s), date(s) and title(s) of any specific lesson(s) cited.]

Search this site powered by  
FreeFind

Find! Site Map

NATURAL SELECTION

NEWS, CHANGES, ADDITIONS

15 February 2015  
Chromosome Comparison Lesson  
(by Beth Kramer, ENSI 1992)

This lesson has been completely updated. Chromosome diagrams from Principle Investigator Yunis's 1980 paper have been replaced with diagrams from his 1982 paper. These are sharper, with more details, and similarities of human and great ape chromosome banding patterns are

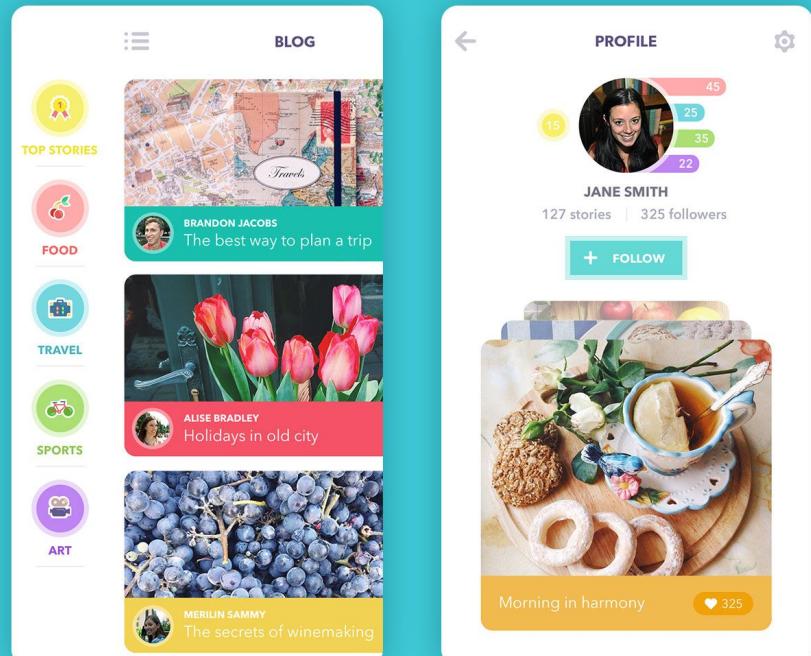
adapt

# Law of Similarity

*The human eye tends to perceive similar elements in a design as a complete picture, shape, or group, even if those elements are separated.*

- Ensure that links and navigation systems are visually differentiated from normal text elements, and are consistently styled.

# Law of Similarity



## Gestalt Law of **Similarity**



adapt

# What's different here?



## NEW LUXURY FOR A NEW GENERATION

The New York EDITION brings together lasting comfort, extraordinary style and an exceptional level of service in a uniquely individual environment. Located in the heart of midtown New York's Flatiron District, steps from Madison Square Park, the luxury hotel seamlessly blends the integrity and character of a prestigious landmark building with a simple, sophisticated design sensibility. Originally built in 1909 as the headquarters for The Metropolitan Life Insurance Company, the historic 41-story clock tower offers jaw-dropping 360-degree views and is an iconic landmark against the city skyline.

THE  
NEW YORK  
**EDITION**<sup>®</sup>

ROOMS & SUITES  
RESTAURANTS & BARS  
SPA & FITNESS  
MEETINGS & EVENTS  
SERVICES & AMENITIES  
NEIGHBORHOOD  
GALLERY  
SPECIAL OFFERS

f t g

### SPECIAL PROJECTS

[Sign Up](#) [Legal](#) [Careers](#) [Credit](#)

**RESERVE >**

NEW YORK  
13:10

GETTING HERE

CONCIERGE

Check In

Check out

RESERVE >

5 MADISON AVENUE NEW YORK, NY 10010 PHONE +1 212 413 4200

The screenshot shows a Plone website with a header featuring the Quinta Group logo. The main content area displays a banner image of people in a professional setting, followed by the text "Welcome to Plone" and "Congratulations! You have successfully installed Plone." Below this, there is a note about seeing the site instead of the expected one. A sidebar on the left contains a navigation menu with links like News, Events, Users, Folder 1, etc., and a search bar. The footer contains a "Get started" section with instructions for new users.

If you're seeing this instead of the web site you were expecting, the owner of this web site has just Installed Plone. Do not contact the Plone Team or the Plone mailing lists about this.

## Welcome to Plone

**Congratulations! You have successfully installed Plone.**

Also available in presentation mode...

If you're seeing this instead of the web site you were expecting, the owner of this web site has just Installed Plone. Do not contact the Plone Team or the Plone mailing lists about this.

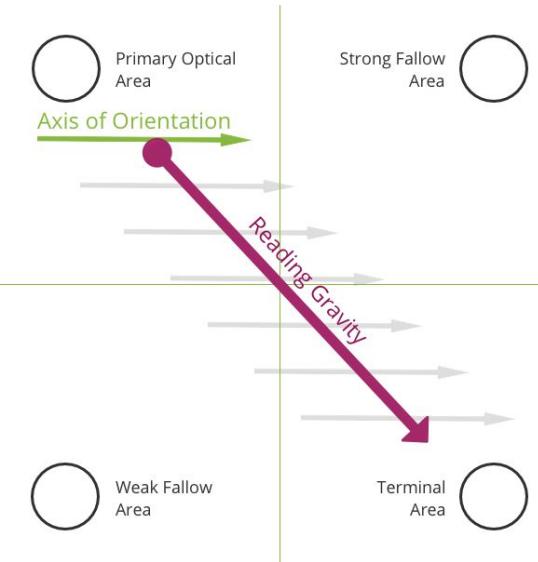
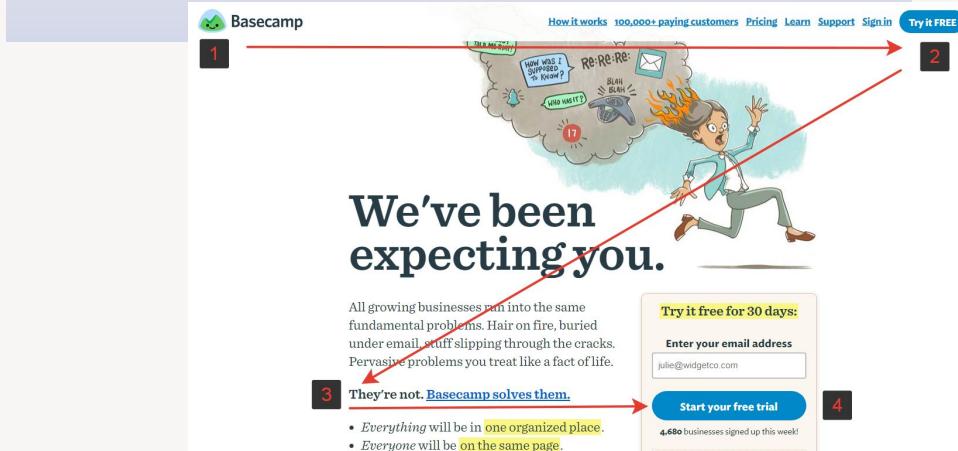
### Get started

Before you start exploring your newly created Plone site, please do the following:

1. Make sure you are logged in as an admin/manager user. (You should have a Site Setup entry in the menu in the top right corner)
2. Set up your mail server. (Plone needs a valid SMTP server to verify users and send out password reminders)
3. Decide what security level you want on your site. (Allow self registration, password policies,

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# How people read websites



adapt

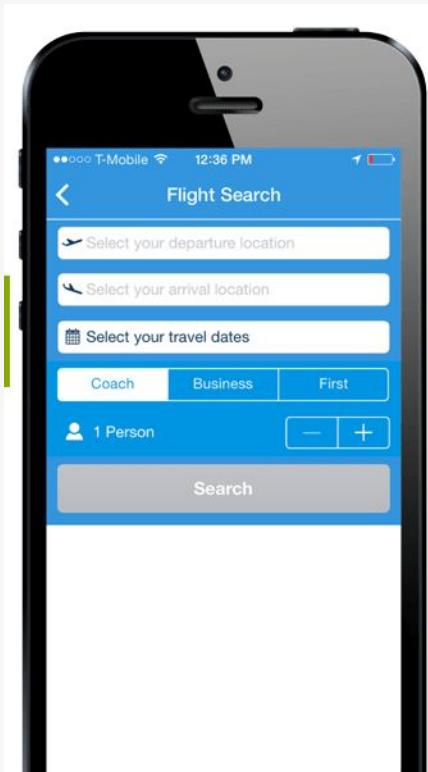
# Summary

1. Fitt's Law - make big buttons
2. Hick's Law - system and elements should have a clear status
3. Jakob's Law - go for tried and true, than new and unknown
4. Law of Proximity - objects close to each other are grouped together
5. Law of Similarity - objects that have similar traits are perceived the same
6. People read websites from top left to bottom right

# More Useful Tips and Tricks

adapt

# Which is better?

A screenshot of a desktop flight search form for American Airlines. The title is "Find Flights Step 1 of 6". It has tabs for "Round-Trip" and "One-Way". Fields for "From" and "To" are present with "Find Code" buttons. A "Show Results By:" section has a selected "Price" radio button and an unselected "Schedule" radio button. "Departure Date" and "Return Date" sections each have "Month" and "Day" dropdowns and an "Early Morning" dropdown. A "Passengers:" section shows "1" checked for "Adult (16-64)". Below it is a note about a maximum of 6 passengers and a link for "Information Regarding Lap Infants". "Cabin Preference" is set to "Economy - With Restrictions". "Country of Residence" is set to "United States". At the bottom are "Start Over" and "Continue" buttons.

adapt

# Tips and Tricks



CONVERSION  
EASE OF USE

## Try Fewer Form Fields instead of asking for too many.

### See 3 Patterns That Use Fewer Form Fields

Human beings are inherently resistant to labor intensive tasks and this same idea also applies to filling out form fields. Each field you ask for runs the risk of making your visitors turn around and give up. Not everyone types at the same speed, while typing on mobile devices is still a chore in general. Question if each field is really necessary and remove as many fields as possible. If you really have numerous optional fields, then also consider moving them after form submission on a separate page or state. It's so easy to bloat up your forms, yet fewer fields will convert better.



# What's wrong here?

The screenshot shows a mobile browser interface with the following details:

- Top bar: vodafone UK, 08:43, 89% battery.
- Title bar: John Lewis plc
- App icon: John Lewis Partnership (INSTALLED)
- App name: John Lewis
- Text: Secure checkout
- Contact: Need help? Call 03456 049 049
- Progress bar: Delivery (green), Payment, Receipt
- Alert message (boxed in red):
  - Please complete all details
  - Please enter a title
  - Please enter a first name
  - Please enter a last name
  - Please enter a valid phone number (e.g. 0207 123 4567).
- Delivery address field:

17 Beaconsfield Court  
St. Helens Road  
Ormskirk  
Lancashire  
L39 4QL

> Edit delivery address
- Bottom navigation: <, >, up arrow, book, double square.

adapt

# Tips and Tricks

## Try **Inline Validation** instead of delaying errors.

When dealing with forms and errors, it's usually better to try to detect if something isn't correct and show it sooner rather than later. The famous interaction pattern highlighted here of course is inline validation. By showing an error message as it happens (say to the right of the input field), it can be corrected right then and there as it appears in context. On the other hand, when error messages are displayed later on (say after a submit), it forces people to do some additional cognitive work of having to recall what they were doing from a few steps back.

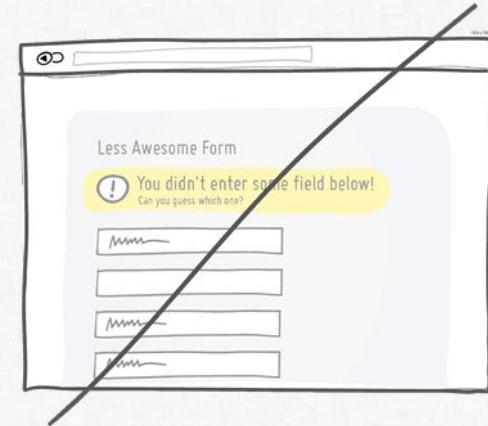
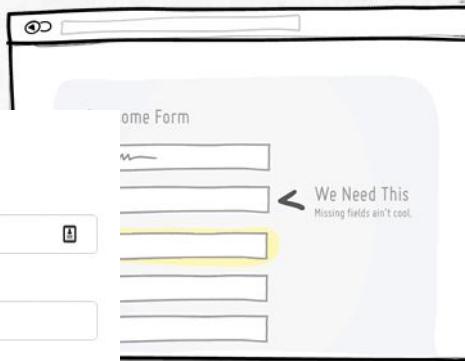
### User Registration

Username

Email

Email Confirmation

Password



Register

adapt

# What's wrong here?

JRE

JECT SERIES



From 1969 to 1973, a series of radical art projects took place at the far eastern edge of Los Angeles county at the Pomona College Museum of Art. Here, Hal Glicksman, a pioneering curator of Light and Space art, and Helene Winer, later the director of Artists Space and Metro Pictures in New York, curated landmark exhibitions by young local artists who bridged the gap between post-Minimalism and Conceptual art and presaged the development of post-Minimalism in the later 1970s.

## Active Offers

Artists such as Michael A.

<span>28/12/2017</span>	to	<span>31/12/2017</span>	<span>Entire world</span>	\$ 1000 EUR	Requests 0		
-------------------------	----	-------------------------	---------------------------	-------------	------------	--	--

## Expired Offers

<span>27/11/2017</span>	to	<span>24/01/2018</span>	<span>Birstonas</span>	\$ 1 - 10 EUR	English	Requests 1		
-------------------------	----	-------------------------	------------------------	---------------	---------	------------	--	--

<span>01/12/2017</span>	to	<span>31/12/2017</span>	<span>Entire world</span>	\$ 30 EUR	Requests 0		
-------------------------	----	-------------------------	---------------------------	-----------	------------	--	--

+ Add job offer...

# Tips and Tricks

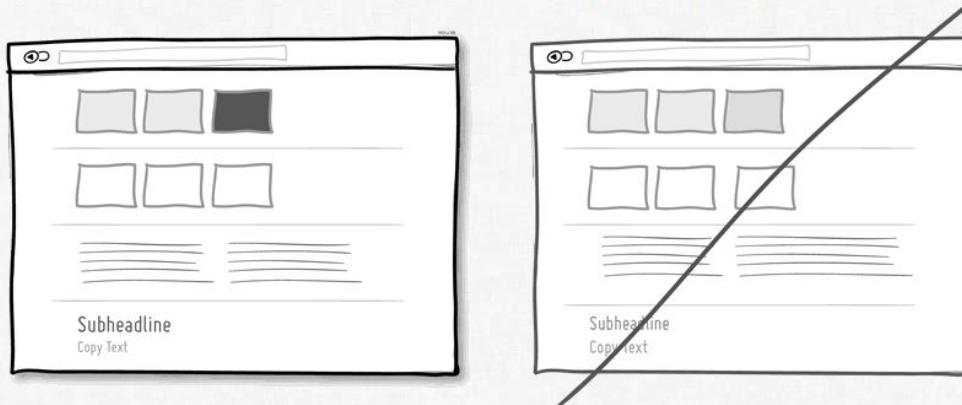


TWEET

EASE OF USE  
CONVERSION

## Try **Visual Clarity** instead of ambiguity.

"All meaning exists in the context of polarities" writes Dondis in *A Primer of Visual Literacy*. We come to understand darkness in the context of light, belonging in the context of isolation, order in the context of disorder, large in the context of small. Picking a stance within such polarities and expressing them clearly through visual language, helps people understand the intent. The biggest disruptor of meaning is ambiguity. When things are somewhat different, yet not really, it creates confusion as our minds try to make sense of the visual. This is why it's better to be purposeful about grouping things (or spacing them farther apart), using more diverse font sizes (or making them exactly the same), and using more diverse tones (or making them exactly the same). Trying to figure out if a visual style was by mistake or by design is stressful and taxing on the mind.



adapt

# Tips and Tricks - ***Text Readability and UX***

- *Most users scan first and read later. Use visual variety and meaningful text to make scanning easier*
- *Readability isn't just about whether you can read something - it's also about whether you want to read it*
- *Use increased line spacing between bulleted lists, numbered lists, lines and paragraphs to increase readability*
  
- When choosing a website font, consider its **legibility, readability, weights and styles**
- On mobile websites and apps, consider **making a font larger** to improve its readability
- **Avoid small fonts on all devices**, especially for long form copy. *Do not use condensed fonts in body text*

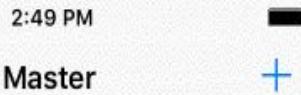


# Tips and Tricks

Carrier



2:49 PM



Edit

Master



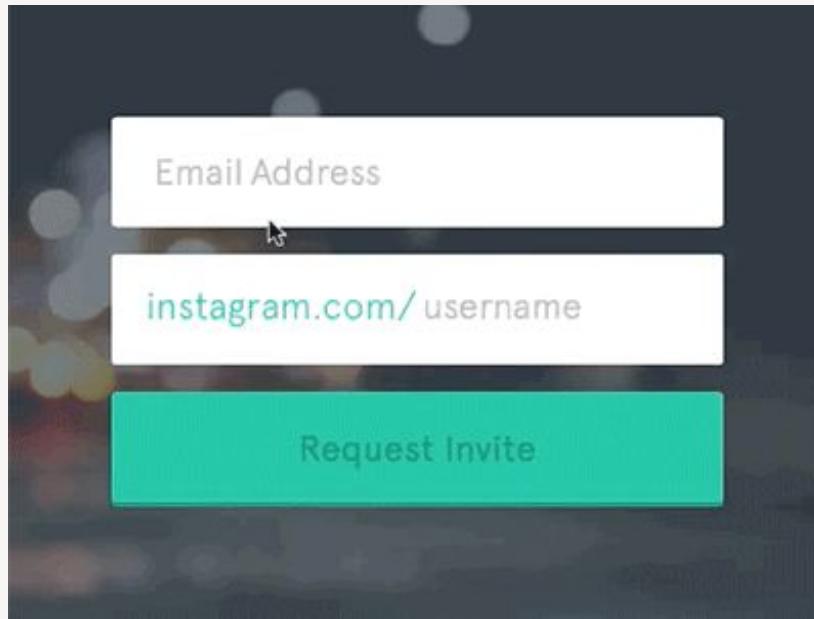
Perception of website speed is based on load time, load behavior, waiting times and smoothness of animations.

UX TIP #17

loading...

adapt

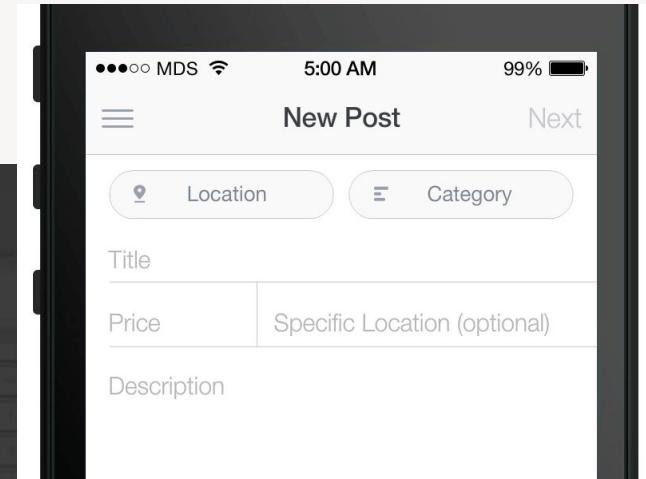
# What's wrong here?



# Tips and Tricks

Use field labels outside of form fields instead of placing them inside the fields. It's easy to lose track of them when filling forms out.

UX TIP #43



Label \*

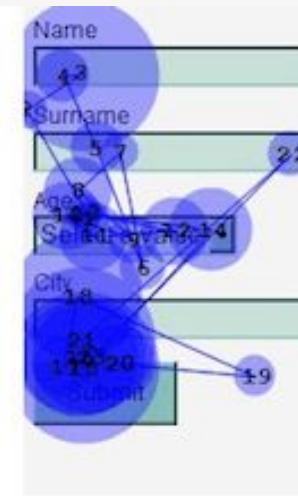
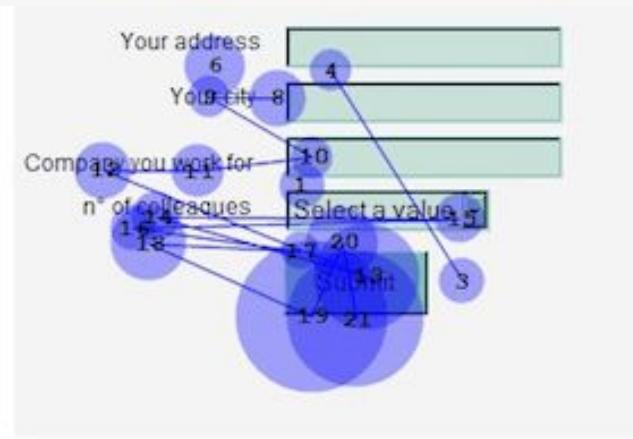
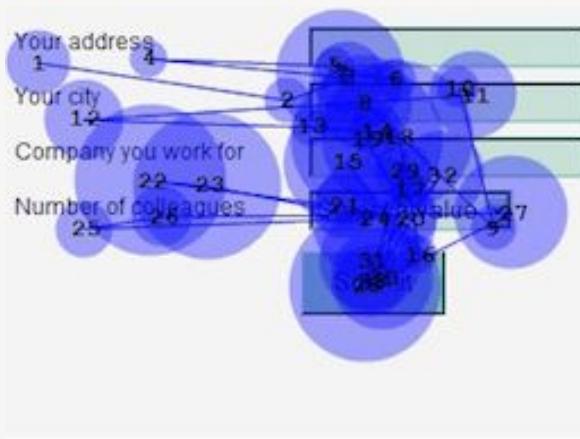
Tags

Label to use for a single value

Tag

Useful if a field can have one or more values and you want to change the label accordingly.

# Labels



adapt

# Which is better?



Versuchen Sie unseren  
Reisefinder!



Versuchen Sie unseren  
Reisefinder!



adapt

# Tips and Tricks



EASE OF USE  
CONVERSION

## Try Icon Labels instead of opening for interpretation.

Icons can be wide open to interpretation and combining them with words can remove some of the ambiguity. Take a down arrow icon for example. Does it mean to move something down, lower its priority, or download? Or does an "x" icon mean to delete, disable, or close? The problem becomes larger for light use interfaces where there isn't much time for the person to learn the meaning of the icons. To make the icons more understandable, they can be augmented with textual labels. If space is truly an issue, some user interfaces compromise by showing all of their icon labels on a single hover (less painful than having to hover on each individual icon).



adapt

# Tips and Tricks

## "HAMBURGER" VS TEXT MENU ICON



+7.2%

+22.4%

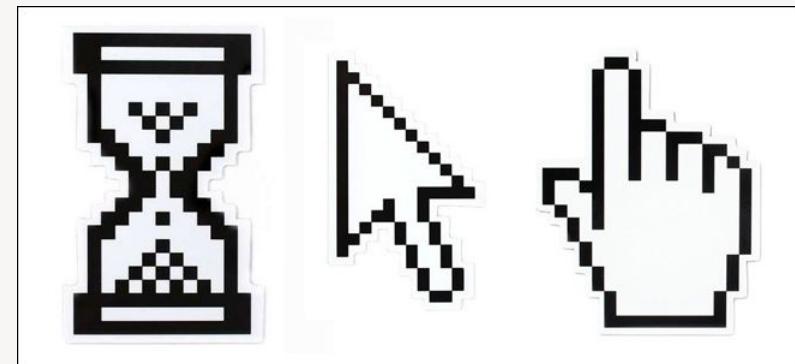
240,000  
unique mobile visitors



"MENU was selected by 20% more unique visitors than the icon."

# Tips and Tricks

A clickable element should change the cursor.



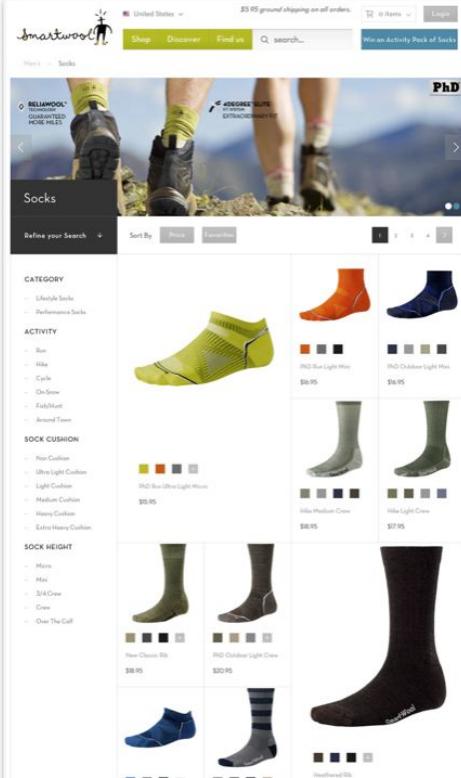
# Tips and Tricks

Certain elements, such as product images or reviews, are always expected to be clickable

Also icons!

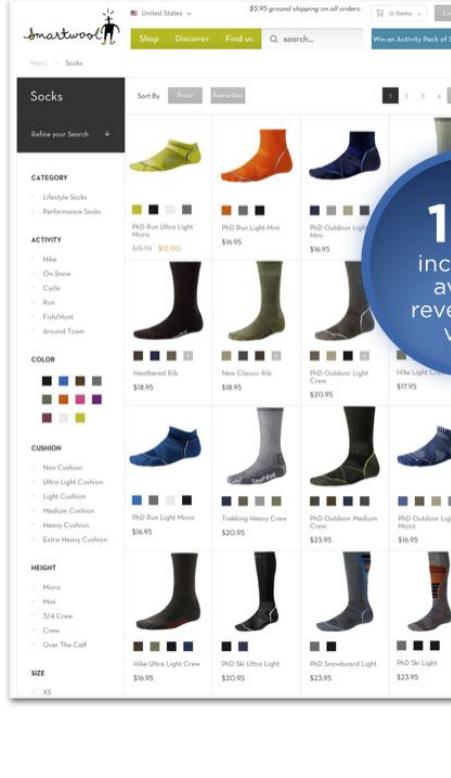
Date from - Date to 

Control



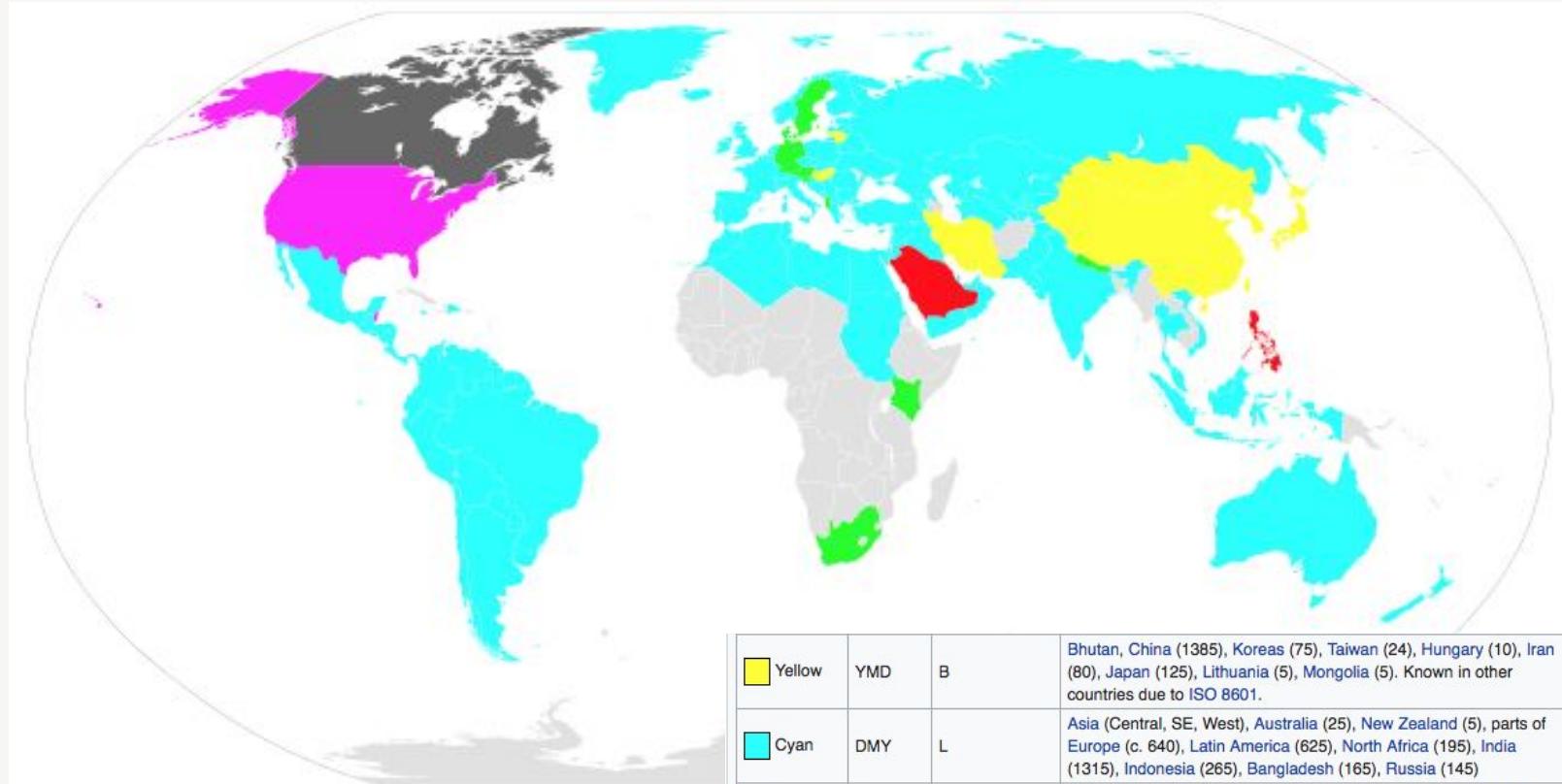
The Control version shows a standard product listing with a sidebar for filtering by category, activity, sock cushion, height, and size.

Variation



The Variation version includes a large circular overlay in the top right corner stating "17% increase in average revenue per visitor".

# Tips and Tricks - Date pickers



# ISO 8601

The purpose of this standard is to provide an unambiguous and well-defined method of representing dates and times, so as to avoid misinterpretation of numeric representations of dates and times, particularly when data are transferred between [countries with different conventions](#) for writing numeric dates and times.

*Date example:* **2018-07-12**

**What format to choose?**

Well, it depends

**Consensus:** 2018-July-12

# **Some of my favorites**

<https://www.useronboard.com/how-united-onboards-new-users/>

<https://www.useronboard.com/how-waze-onboards-new-users/>

<https://www.useronboard.com/how-quickbooks-onboards-new-users/>

<https://www.useronboard.com/how-bitcoin-onboards-new-users/>

<https://www.useronboard.com/how-duolingo-onboards-new-users/>

# Thanks for listening

# Links

<https://1stwebdesigner.com/ab-case-studies-conversion-rates/>

<https://vwo.com/blog/adding-sign-up-form-on-homepage-increased-conversions/>

<https://www.nngroup.com/articles/ten-usability-heuristics/>

<https://lawsofux.com/>

<https://goodui.org/#6>

<https://www.intechic.com/blog/100-ux-design-pro-tips-from-user-experience-master/>

[https://articles.uie.com/design\\_rendering\\_intent/](https://articles.uie.com/design_rendering_intent/)

