

# Elevating User Experience

Applying UX Design Principles to PNWX.com

---

# Welcome to the Presentation

I'm Ariana Crain, and I'll be sharing findings from my comprehensive UX audit of PNWX.com.

My goal is to address critical usability issues to enhance the online experience for all users. By focusing on these key areas, I aim to improve satisfaction, conversion rates, and brand loyalty.

# Why User Experience Matters



## What is UX?

Briefly elaborate on what you want to discuss. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

## Why it matters for PNXW

A well-designed website leads to increased user satisfaction, higher conversion rates, and stronger brand loyalty.

## Presentation Focus

Addressing critical usability issues identified in the recent UX audit to enhance the online experience for all users.

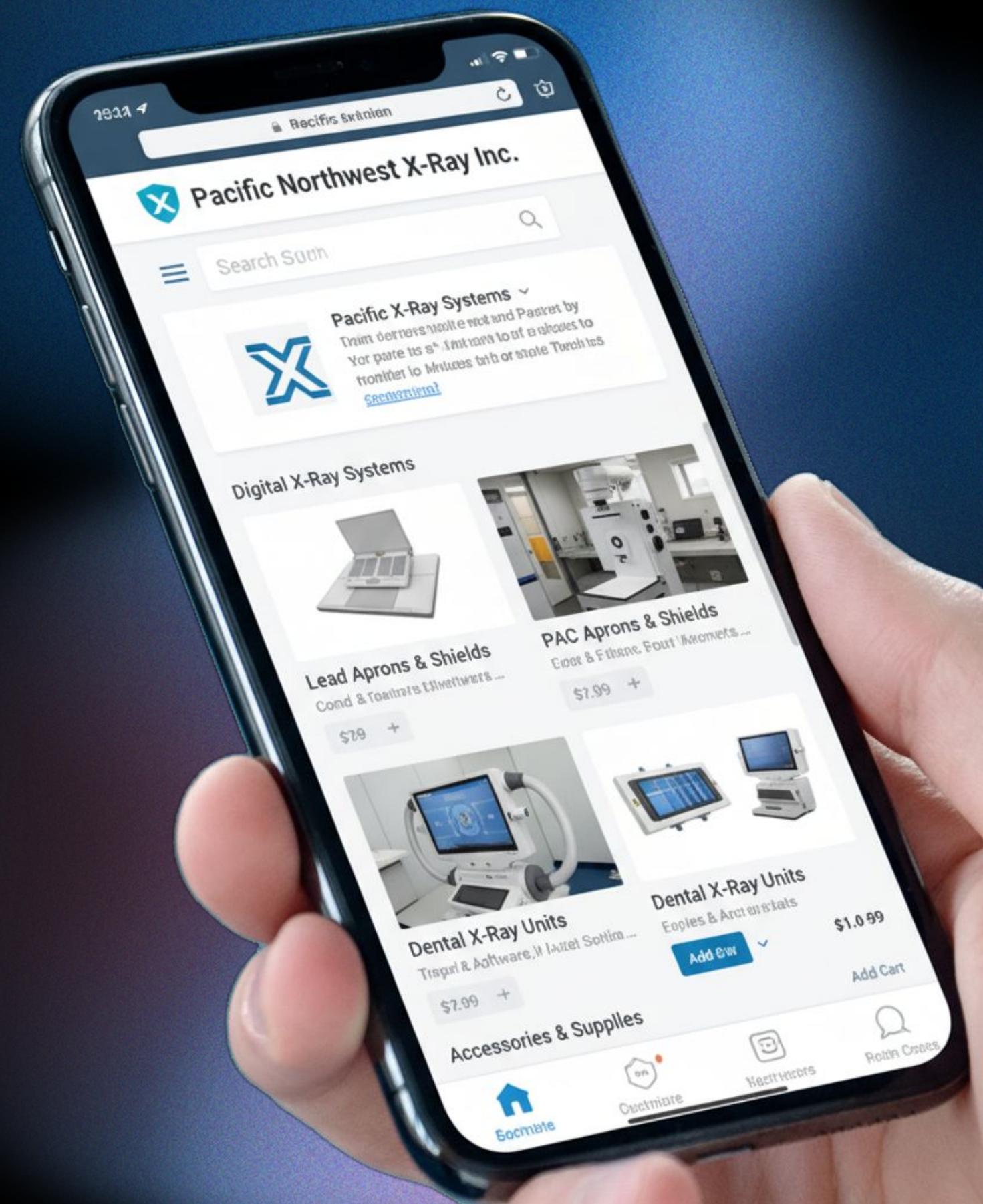
# Equitable Use: Designing for Everyone

Mobile users are blocked from key functions.

The non-functional mobile navigation directly violates this principle, excluding mobile users. Equitable Use means designing a website that is useful and appealing to people with diverse abilities.

## Actionable Insight

Implement a fully functional and responsive mobile navigation immediately.



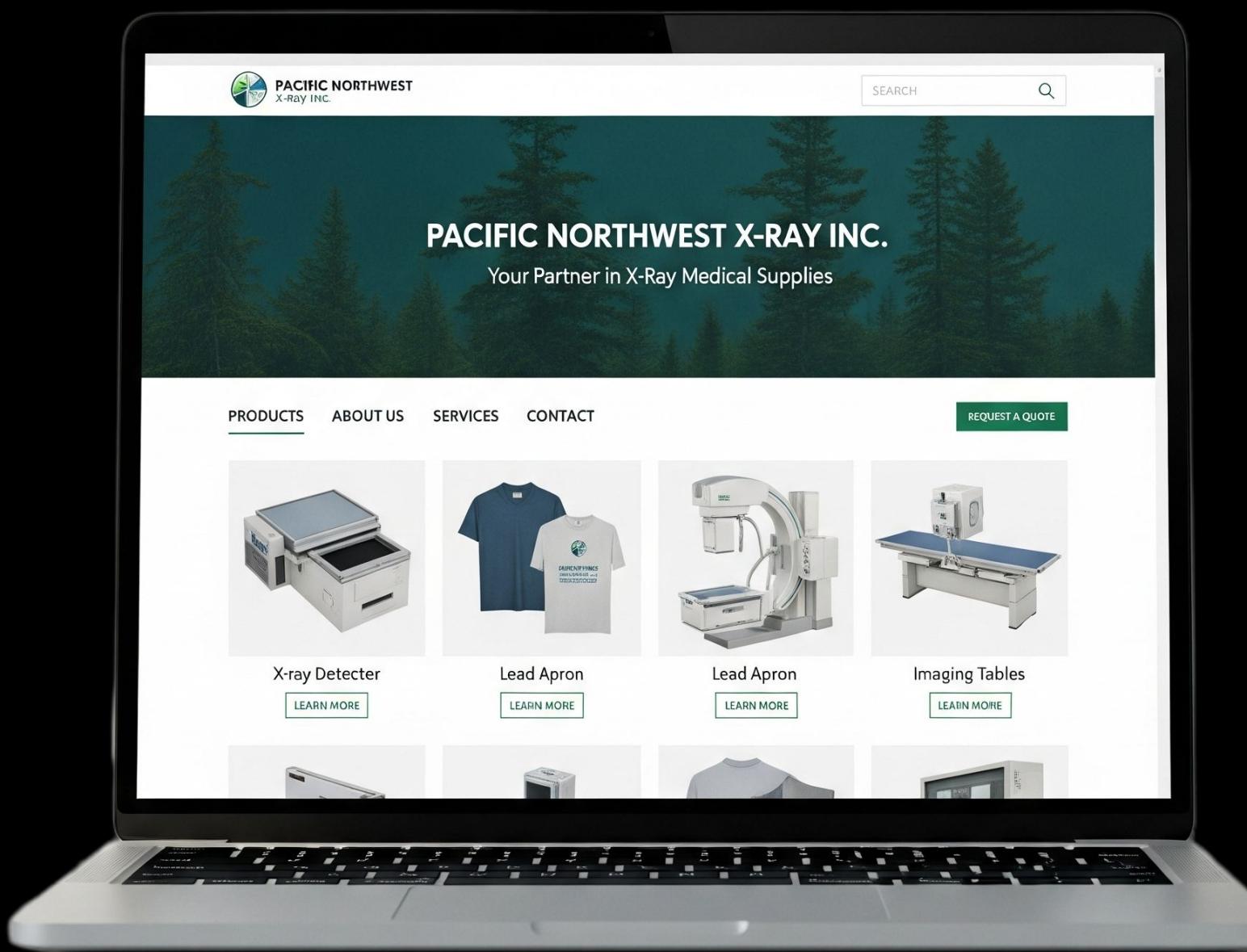
# Flexibility in Use

Flexibility in Use means the design accommodates a wide range of individual preferences and abilities. We must provide choices for font sizes and input methods.

Element	Mobile Size	Desktop Size
Page Title	28-40px	35-50px
Body Text	16-20px	18-24px
Secondary Text	14px	16px

# Simple and Intuitive Use

Eliminating Unnecessary Complexity



The current navigation structure is disorderly and violates intuitive design. Users struggle to find what they need.

## Solution

Create a clear, logical menu structure with dropdown categories and a prominent search function to reduce bounce rates.

# Perceptible Information

Low color contrast renders text unreadable for many users. We must adjust text and background colors to meet WCAG standards.

**Add to Cart**

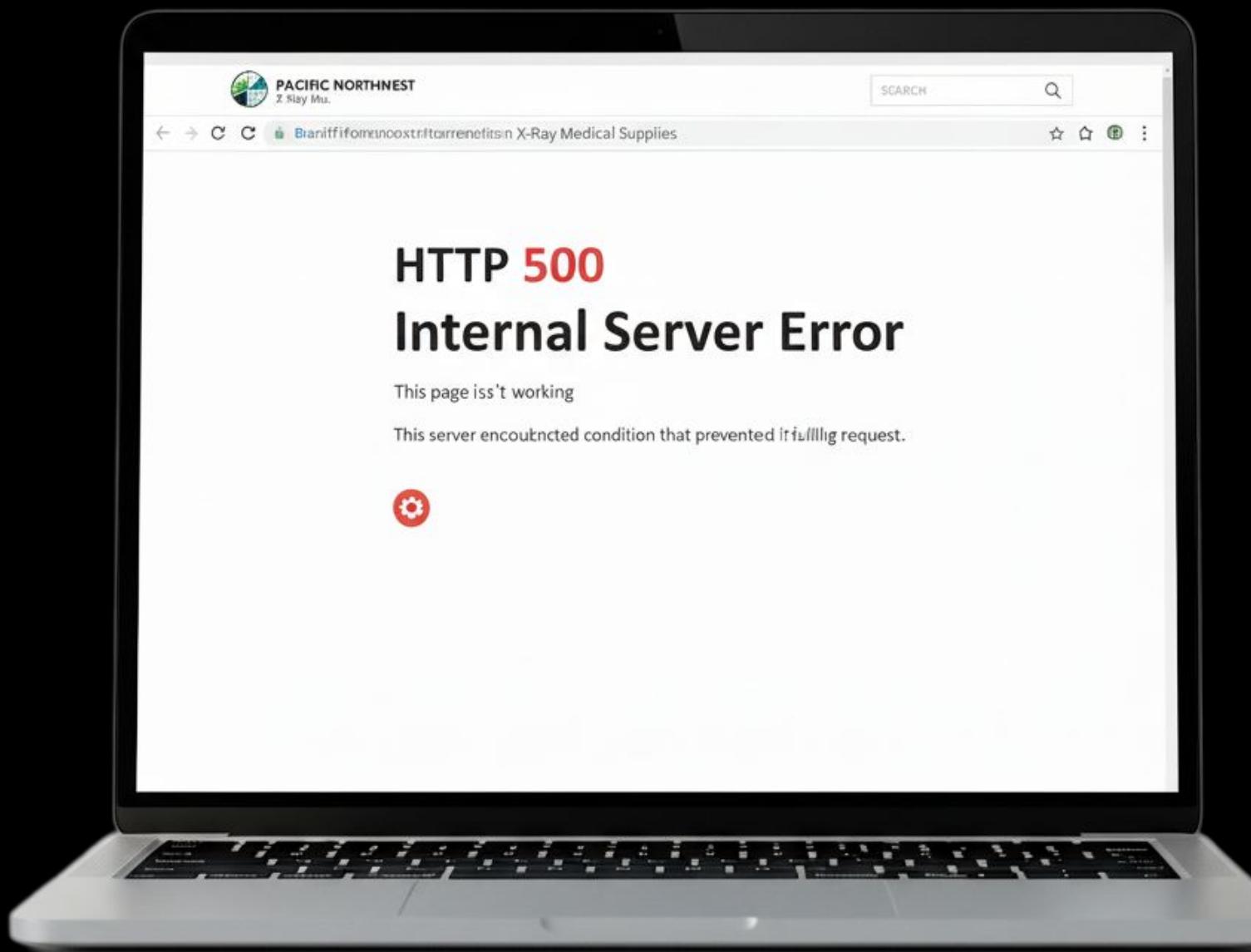
Current State

**Add to Cart**

Improved State

# Tolerance for Error

Minimizing Hazard & Frustration



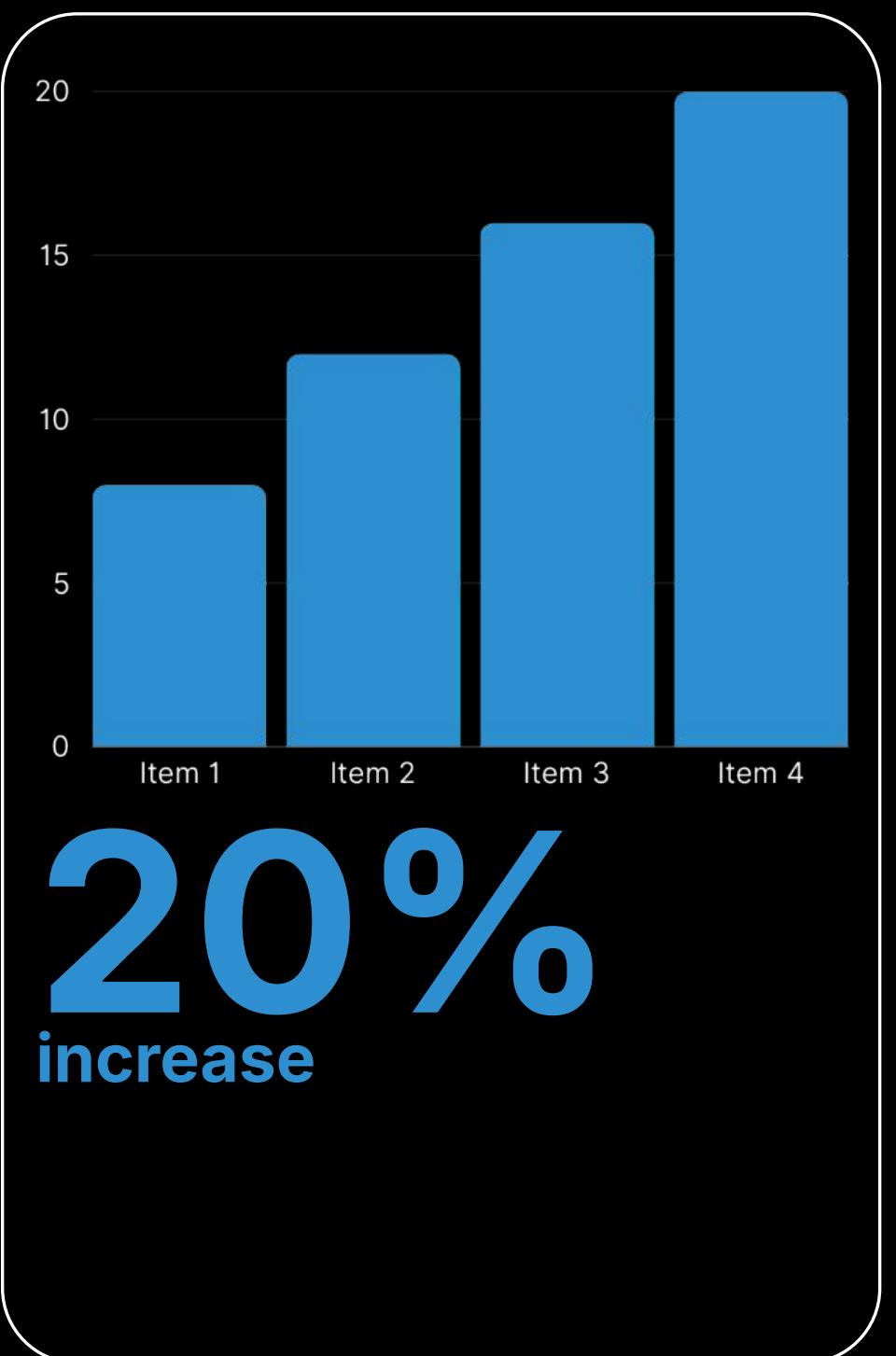
Several product links lead to 500 Error pages. Tolerance for Error means the design minimizes hazards.

## Action

Identify and fix all broken product links. Implement helpful error messages to guide users back to safety.

# Measuring Success: KPIs

Track the Impact of UX Improvements



We will track Bounce Rate, Conversion Rate, Time on Site, and User Satisfaction to measure the success of these changes.

# Thank You

Questions or Feedback?

Let's build a better experience together.