

Anton Sten

5 things to improve your User Experience

I'm excited to see that you're working to improve your user's experience with your product! One of my passions is helping companies (both big and small) improve their user experience, whether it's a digital service or an e-commerce. All my experiences have taught me quite a bit about what makes a user love a product rather than just liking it.

1.

Bring value.

This may seem like a no-brainer, but there are a gazillion websites/apps that bring zero value to the user. It really doesn't matter what you do or what you sell, bringing value to your user needs to be your #1 priority. Here's how I look at my business and the value I want to bring.

2.

Make it Easy. Make it Fast. Make it Pretty.

There always seems to be one feature that gets overlooked when we launch product. Here's a hint: It's not something you can wireframe. Do you know what it is?

3.

A/B tests are great but you must be patient.

Just because we can make changes quickly, we assume that results will be just as fast. The real world shows us a different story. Success is found when you trust in the changes that were made and are patient enough to wait for the results. Great user experiences come from constant, well thought out iterations.

4.

Don't wait for your users to figure you out

"If you are a story to be told, do not wait for us to figure it out. Don't hope that we'll see your name and figure it out. Decide in advance, so that when I look your name up or ask someone, they tell me exactly what you want me to know."

What promise do you want to make?

5.

You have to share real emotion to be loved

Honestly, digital services are not that different from us humans. To build a real bond with someone, we have to share the love. Aaron Walter describes how emotional experiences make a profound imprint on our long-term memory and create “an experience for users that makes them feel like there’s a person, not a machine, at the other end of the connection”.

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Pretty straight-forward, huh? I think so too. I'm always amazed by how few websites, apps, and services actually fail to deliver on these 5 things. If you want to discuss what challenges you're facing with your product, I'm always happy to hear more about it.

Anton