



CLASS 05

Designing a User-Focused Experience

Professor: Angela Hicks

HubSpot Design Certification

Brought to you by HubSpot Academy

Angela Hicks

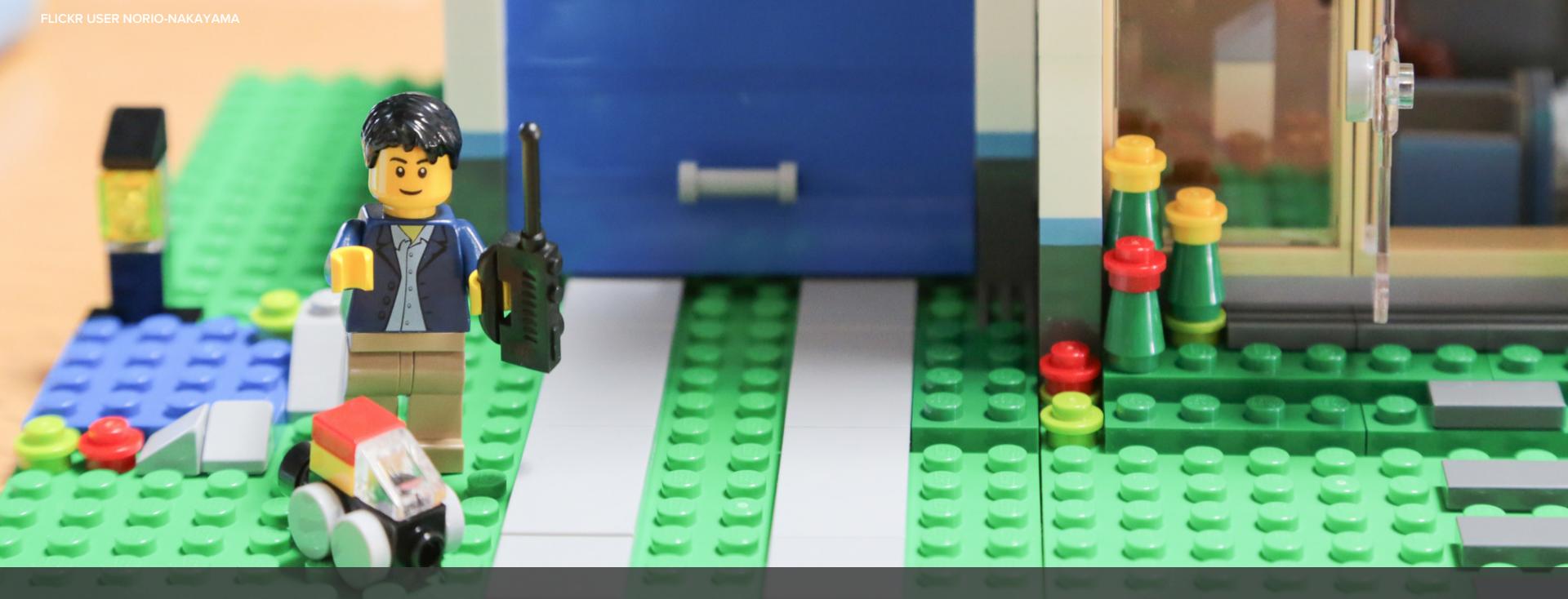
@angela_9

[inbound.org/group/
hubspot-designer-forum](https://inbound.org/group/hubspot-designer-forum)



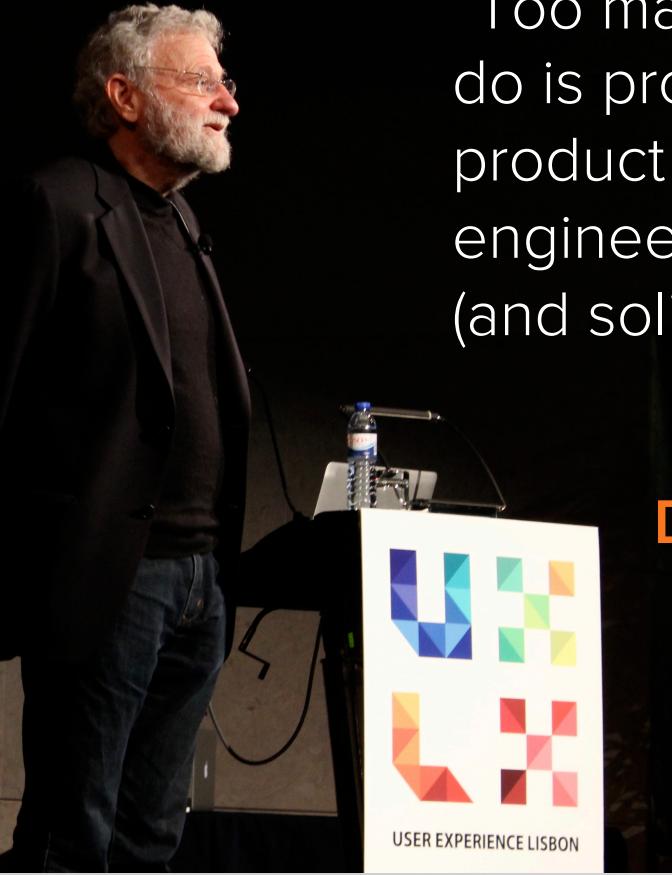
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WHY IS USER-FOCUSED DESIGN IMPORTANT?



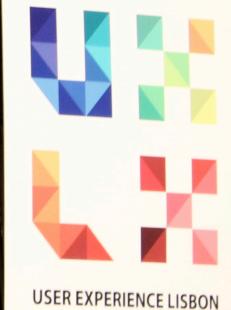
If you aren't focusing on the homeowner,
then **who are you building for?**

If we don't involve the user's persona, needs, and goals in our work, then we're basically just designing for ourselves.

A photograph of a man with a full grey beard and glasses, wearing a dark sweater over a collared shirt, standing at a podium and speaking. He is looking towards the right of the frame. The podium has a microphone and a bottle of water on it.

“Too many companies believe that all they must do is provide a ‘neat’ technology or some ‘cool’ product or, sometimes, just good, solid engineering. Nope. All of those are desirable (and solid engineering is a must)... ”

Don Norman, Design and Usability Expert
‘Sharing Ownership of UX’
UXMatters.com, 2007



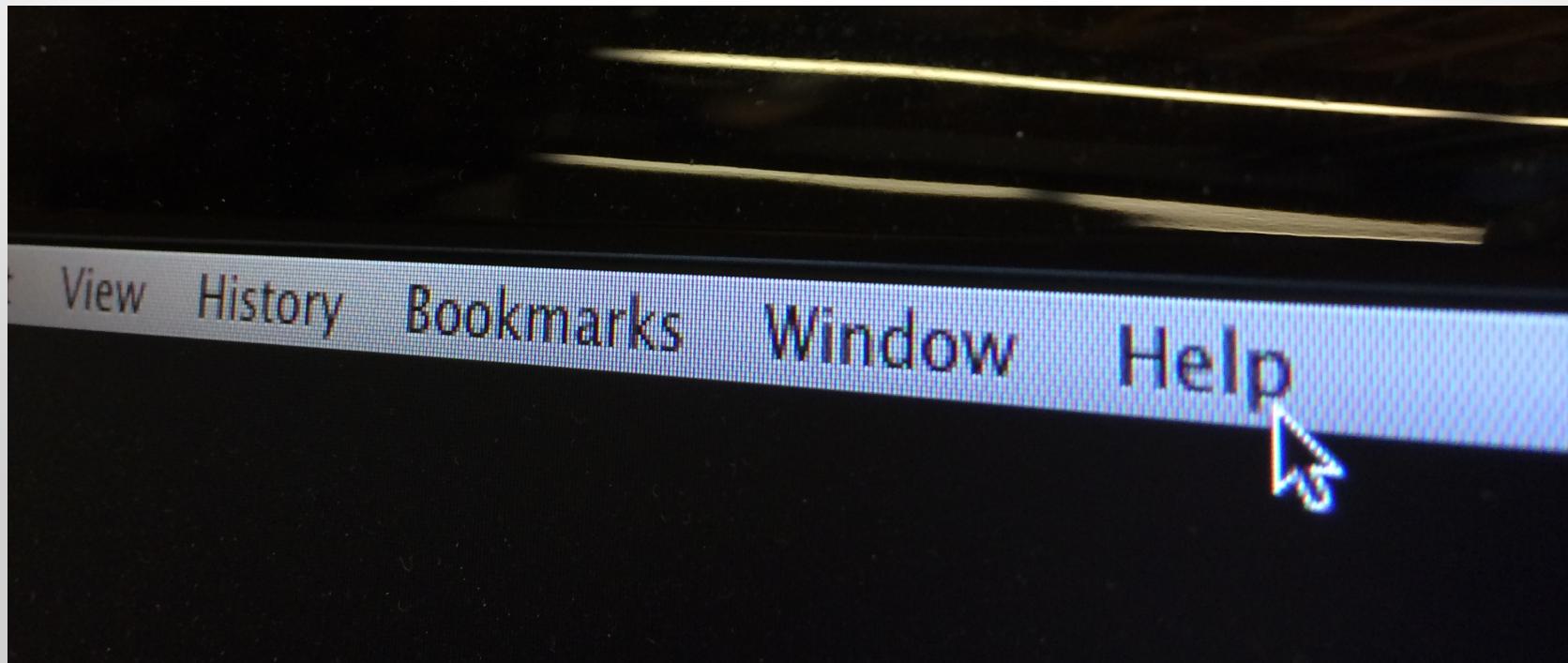
A photograph of a man with a full grey beard and glasses, wearing a dark sweater over a collared shirt, standing at a podium and speaking. He is positioned on the left side of the frame, looking towards the right.

“....but there is much more to a successful product than that: understanding how the product is to be used, design, engineering, positioning, marketing, branding—all matter. It requires designing the total user experience.”

Don Norman, Design and Usability Expert
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UXMatters.com, 2007



A lack of focus yields complexity.
Complexity is the **enemy of good design.**



“The argument is not between adding features and simplicity, between adding capability and usability. The real issue is about design: designing things that have the power required for the job while maintaining understandability, the feeling of control, and the **pleasure of accomplishment.**”

Don Norman
ACM Interaction, Volume 15, Issue 5



In other words:

The answer lies in the user, not in you.

2 HOW DO YOU DESIGN FOR THE USER?

Start and finish **with the user.**

From the beginning of the process, and beyond when the site goes live, you need to consider your users' needs, goals, and challenges. Every decision point during the design process should begin with, "What would the user want?"



Develop the site's user personas.

Focus on the experience that your user will have when using pages or the email created from your template. Unlike a buyer persona, focus on usability.

Ask yourself...

- Who would use this content?
- What problems are they trying to solve?
- What is their level of technical expertise?
- What other websites do they frequent?
- What devices/software do they use?



BEST PRACTICES FOR USER-FOCUSED DESIGN

- Discover the problems with your current site design.
- Create a basic prototype to solve those initial problems.
- Test it on anyone you can.
- Iterate until the testing no longer surprises you.
- Continue the feedback loop indefinitely.

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➊ GOOD

- typography
- landing pages
- form placement
- blog readability

➋ NOT GOOD

- navigation menus
- CTA styling
- footer site map
- responsiveness
- lack of smart content
- too much text

Start with your **current problems.**

Make a list of everything your site does well, and every way it could be improved.

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Create prototypes.

Start low-tech, on paper or in mockup software, and then create more fully-featured versions. The goal is to move fast, so that you can work out the issues quickly.

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Test your designs.

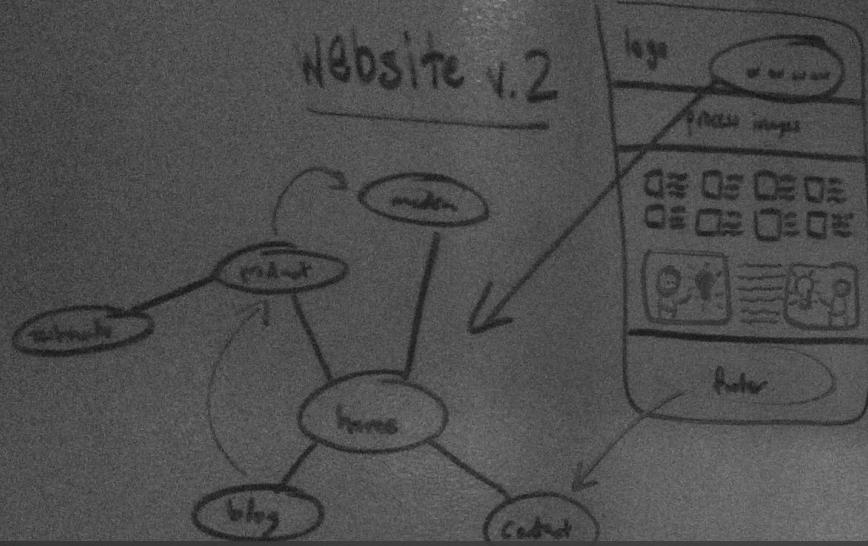
Start local, then branch out. Start with your colleagues, friends and family to work out the major flaws, then test samples of your user personas.

Ideally, test with real customers.



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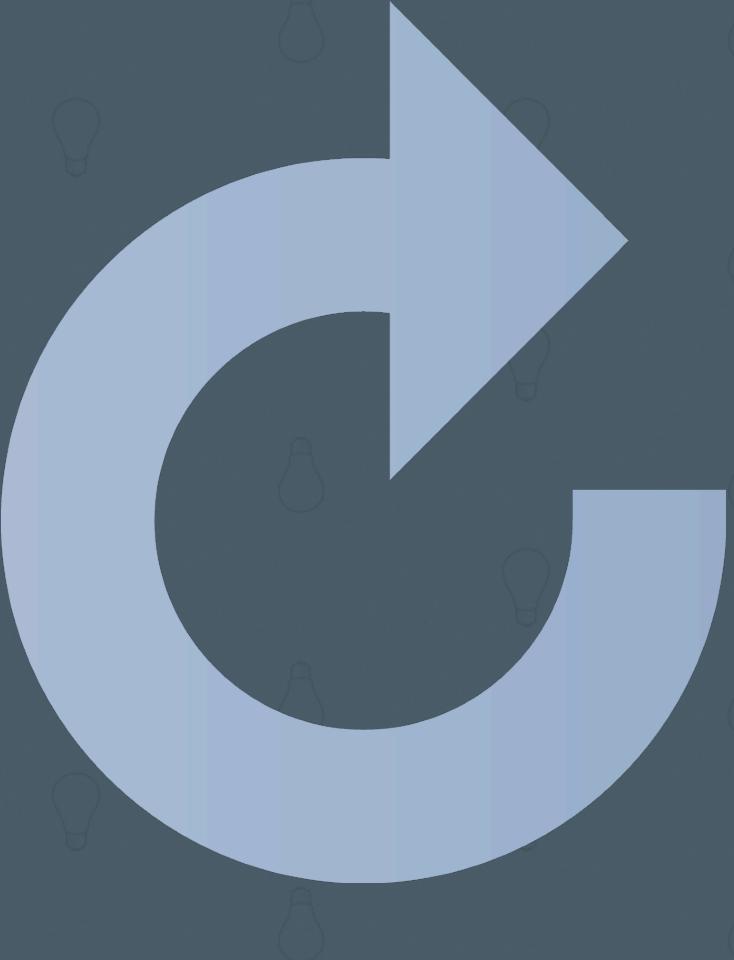


Prototype, test, **repeat**.

If a user makes a mistake once, it's probably just a one-time mistake. If they or multiple users demonstrate the same mistake, it's something to improve upon.

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When does the cycle end?

In a way, **never.**

Launch when it feels ready.
Expect that you'll continue to
prototype and test new ideas to
ensure that your users are
always delighted.

3 IMPLEMENTING KEY UX DESIGN PRINCIPLES

PRINCIPLES FOR USER-FOCUSED DESIGN

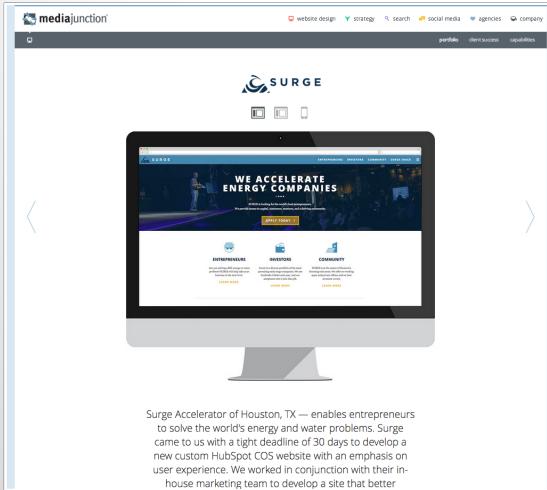
- Consistency
- Visibility
- Affordances/Signifiers
- Mapping
- Feedback
- Constraints

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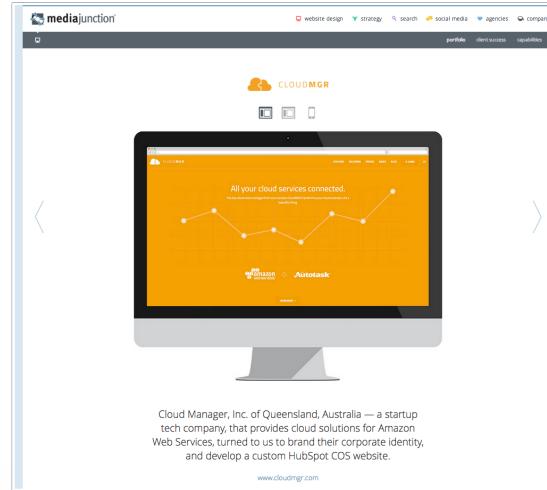
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WHAT IS CONSISTENCY?

Consistency is the implementation of design patterns and repetition, which help users to quickly learn how an interface works.

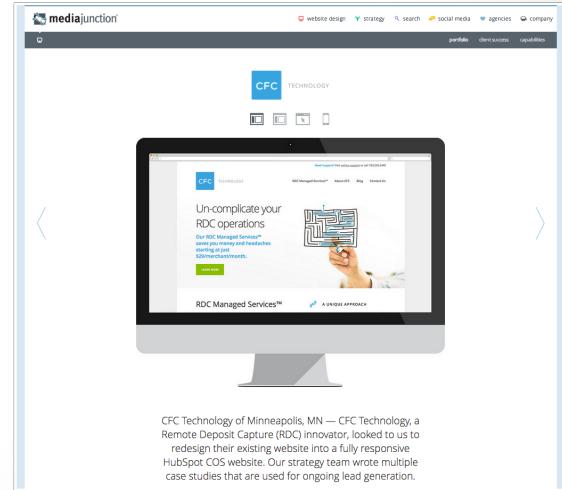


Surge Accelerator of Houston, TX — enables entrepreneurs to solve the world's energy and water problems. Surge came to us with a tight deadline of 30 days to develop a new custom HubSpot COS website with an emphasis on user experience. We worked in conjunction with their in-house marketing team to develop a site that better



Cloud Manager, Inc. of Queensland, Australia — a startup tech company, that provides cloud solutions for Amazon Web Services, turned to us to brand their corporate identity, and develop a custom HubSpot COS website.

www.cloudmgr.com



CFC Technology of Minneapolis, MN — CFC Technology, a Remote Deposit Capture (RDC) innovator, looked to us to redesign their existing website into a fully responsive HubSpot COS website. Our strategy team wrote multiple case studies that are used for ongoing lead generation.

CONSISTENCY IN HUBSPOT

By reusing templates, you're helping create recognition of where to find information. A user that can learn the interface quickly is more likely to not only spend more time browsing the content, but also find the information they are looking for.

CONSISTENCY IN HUBSPOT

Now that isn't to say that you shouldn't use your creativity to design beautiful, visually-rich page elements, but stick to a format that most users will know.

DOWNLOAD THE CASE STUDY

CLICK HERE

MEET WITH AN EXPERT

Start With A Free Quote

SIGN UP FOR A FREE TRIAL

欢迎进入我们营销的世界

CONSISTENCY IN HUBSPOT

By providing a style guide, the content creators will have a better sense of what their work should look like.

SECONDARY COLORS



Footer Grey
#3b3f3f



Action Blue
#1da1db



Background Teal
#0f434c



Background Grey
#f9f8f7

A darker grey to offset the footer from page content.

A striking color to indicate links and other calls-to-action.

A dark background, used sparingly for supplemental testimonials and calls-to-action.

A subtle grey to delineate sections of a page.

STYLE GUIDE SUGGESTIONS

- Color palettes with hex codes.
- Fonts and spacing.
- Images and logo treatments.
- Iconography and design accents.
- Custom modules with how to use them.

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WHAT IS **VISIBILITY**?

Visibility ensures that the most important options are quickly located and easily accessible to the user.

The screenshot shows the OUTDURE website. The header navigation includes links for Login, Search, Select Language, Tell me more, QWICKBUILD, ECO-DECKING, Gallery, Resources, Resellers, How to, Blog, and Contact. Below the header is a large footer section divided into four columns: 'Tell me more' (links to Why choose OUTDURE?, About Us, Homeowners, Installers, Architects, Resellers), 'QWICKBUILD' (links to QWICKBUILD® for tiles, Compare products & prices, What is it made of?, Specification & CAD, Pile/bearer/joist design service, 6 costly membrane deck mistakes to avoid, Accessories, QWICKCLIPS and QWICKRATE®), 'ECO-DECKING' (links to What is ECO-DECKING?, Choose your deck frame, Choose your board profile, Choose your colour, Choose your accessories, Compare products, prices, Technical information), and 'Contact' (links to Australia (1-800-750-419, Sydney 02 8011 4474, Brisbane 07 3102 3329, Melbourne 03 9018 5520), New Zealand (0800-77-88-77, Auckland (+64) 9 280 3950, Fax: (+64) 9 280 3959), USA / Canada (1-800-986-9204), Poland (+48-583-029-519, Cell +48-500-255-036), Head Office (84a Central Park Drive, Henderson, Auckland New Zealand 0610), and Postal (PO Box 47586, Ponsonby, Auckland, New Zealand, 1144)). Each column ends with social media icons for Facebook and Pinterest.

Header Navigation: 9 Links,
no sub-menus

Footer Navigation: 39 Links,
complete site map

VISIBILITY IN HUBSPOT

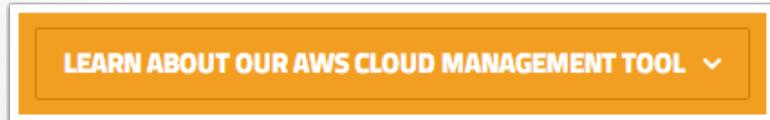
Don't bury your important content beneath endlessly-unfolding menus. Keep your major categories easily visible and expand when necessary in the footer or in sub-pages.

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WHAT ARE AFFORDANCES/SIGNIFIERS?

Affordances/signifiers are visual cues that teach the user how something can be operated.



Button Animation

Upon hover, the outline changes to white and the arrow disappears.



Navigation Menu Animation

Upon hover, a white bar fades in below the link.

AFFORDANCES IN HUBSPOT

Make the input-based sections of your templates teach people about what's possible.

PRINCIPLES FOR USER-FOCUSED DESIGN

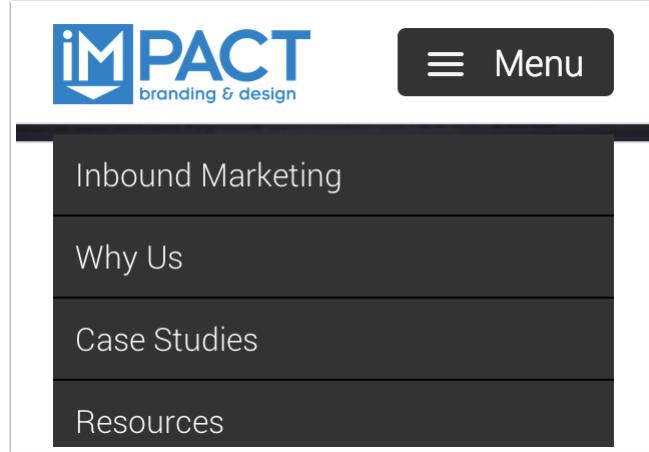
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WHAT IS MAPPING?

Mapping is the principle of drawing connections between interface objects and their intended effects.



Okay: Classic ‘Hamburger Menu’



Better: ‘Hamburger Menu’
with text stating what the
button does.

MAPPING IN HUBSPOT

Helpful text on buttons, links and forms should be as descriptive as possible to ensure that a user can easily understand what event will happen next.

PRINCIPLES FOR USER-FOCUSED DESIGN

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WHAT IS FEEDBACK?

When a user completes an action, appropriate feedback will help them understand that the action was recognized and completed successfully.

1

QUICK CONTACT

First name *

Last name *

Email address *

Phone Number

Company Name *

How may we help you? *

GET STARTED

2

QUICK CONTACT

First name *

Last name *

Email address *

Phone Number

Company Name *

How may we help you? *

GET STARTED

3

QUICK CONTACT

First name *

Last name *

En Please complete this mandatory field. x

Phone Number

Cc Please complete this mandatory field. x

Hc Please complete this mandatory field. x

GET STARTED

1. Required field selected (red border)
2. Non-required field selected (blue border)
3. Required fields missed (error messages)

FEEDBACK IN HUBSPOT

Forms are a common place for instant feedback. Use styling to inform the user of which item is selected or required and what they may have missed.

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WHAT ARE CONSTRAINTS?

Constraints are purposeful limitations placed on an interface or device.



Search Our Site...



Home

Blog

About Us

Resources

Contact Us

Get what you want. Choose your role.



CEO



SALES
LEADER



MARKETING
LEADER



SALES OPS/
SALES
ENABLEMENT



HR
LEADER



SALES
REP



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Four Steps to Successfully Bringing Products to Market

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CMO: How Good is Your Team?

[Read Post](#)



How to Determine the Right Size for Your B2B Marketing Budget

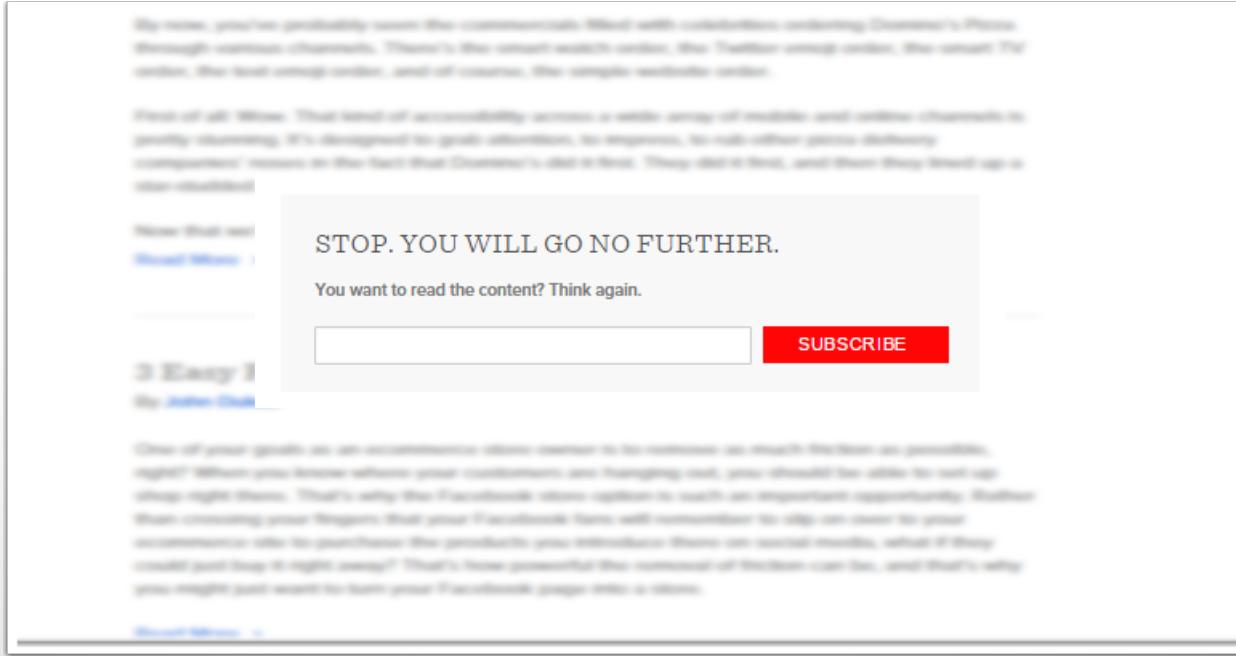
[Read Post](#)



Hello
Marketing
Leader

CONSTRAINTS IN HUBSPOT

Use personas to create content sections that only show details that are pertinent to the person viewing them.



CONSTRAINTS IN HUBSPOT

Do not create unnecessary constraints to block users from content.
Avoid the overuse of modals, overlays, pop-ups and slide-in assets.

PRINCIPLES FOR USER-FOCUSED DESIGN

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THANK YOU.

