

In depth: Shadow buttons



LECTURE
SUMMARY

Covered in this lecture:

Taught by:



Pros and cons of using shadow buttons

► Pros:

- Shadow buttons are easy to do and they give you great data to show you if people are interested

► Cons:

- They don't look good and your website looks broken
- They might create a negative response from your users, if they care about the polish of your product

● Tips:

1. Put a message that says "Thank you for clicking" and acknowledge what that thing was
2. Limit the amount of users that see this as much as possible

See you next lecture!