Design conventions

Don't reinvent the wheel

Don't create new solutions that don't offer a significant improvement to a problem when a known solution exists.

Keep it simple

By using a non-standard icon, there is a risk that it will cause a user to take more time to process its meaning.

Usability

Usability refers to how effectively and efficiently a task can be completed.
By using learned conventions and patterns, a designer can set up an experience that eases the user journey by being familiar, using predictable patterns for common controls.

Logo placement

Logos are typically placed on the upper left of the page.
Having the logo on the upper left of the page will help the user to know that he's still on your website.

Main Navigation

The Main Navigation should appear in a bar across the top of your site.
The user needs to know how to get around. When he feels lost, the user would immediately look at the top of the page looking for directions (Navigation).

Link styling

Users want to know instinctively what's clickable and what isn't.
Everybody immediately connects underlined and colored words as links, that's why you shouldn't underline non-links text.
There is no real benefit to getting fancy with links, so sticking to the convention is your best bet.

Button functionality

Buttons are extremely intuitive.
They look 3D and clickable, making it clear that you should, in fact, click them.
You should check that every button on your website is actually linking to something.

Visual hierarchy

Let the user know what to read first, which information is the most important and what comes next.
Using visual hierarchy on your webpage brings readers back to this familiar structure.

Digital communication

Content

Things to keep in mind:

- Identify your business goals
- Understand the situation and your target audience
- Reach the audience personally, in a highly targeted, interactive manner

Adjust and localize content for the audience you want to reach. Don't use a translator and hope it paints the same picture to your audience. Change and customize your message if needed to ensure it makes sense and that it's appropriate.

Translation and cultural context

It helps to have a thorough understanding of the cultures you're dealing with.
Problems to address: language barriers, social cues, assumptions, and biases.

Competitive messaging

If you're using competitive messaging, keep cultural differences in mind. For example, using phrases such as "best" or "better" to describe something in America may not go so well in parts of Europe that are more sensitive to such brand comparisons and your message could end up doing more harm than good.

Search Engine Optimization (SEO)

Select the right search engine. Google, Yahoo, and Bing are the three monoliths and all are used worldwide. If needed, consider which local search engines foreign-language speakers are most likely to frequent.
Stick with native keywords throughout your SEO strategy. It may not be necessary to translate your existing keywords into another foreign language equivalent.

Design

Your website should be as globally-friendly as possible. While content is still of maximum importance, details such as colors and design choices can also play a role in how your website is perceived. In addition to your designs, make sure symbols or graphics you're using are appropriate across other cultures.

If loading speeds are an issue, consider switching to a Content Delivery Network (CDN). When an international customer enters your site, they will access it from the closest local server, rather than relying on yours.

Finally, globalizing your website doesn't have to mean completely changing your existing content. It means reconsidering what it says, how it's delivered, and how it could be perceived. At the end of the day, the goal is user accessibility.

Argumentation

Keep it simple

We followed the "Keep it simple" rule on our website using the classic icons for the main UX elements such as chat, map, filters, etc.

Usability

Our website usability is very friendly.
You can find everything exactly where you'd expect to find it.
If you need any sort of help you can always chat with us using the chat icon in the bottom right-hand corner.
Sign Up and Sign In button are in the top right.
The search bar on the main page is right in the middle and the filters are listed in a column on the left side of the page.

Logo placement

The logo is placed on the upper left corner of every page.

Content

We identified our target audience (international students) and decide to build the website in English, from the content to the help chat.

Button functionality

You can immediately recognize the buttons on our website.
The shape and the bright color help the user to find out what and where to click right away.
Obviously they all link to something, no blank buttons.

Visual hierarchy

Visual hierarchy is a big part of our website.
The content that the user needs to first see is always at the top of the page and bigger compared to the rest of the content.

Copy and microcopy examples

Microcopy are essential for good UX.
We focused on the fact that creating a profile on our website is both quick and free!

Instead of the simple "EMAIL" lable we preferred to use "WHERE SHOULD WE SEND YOUR OFFERS?" for a more conversational experience.

Create your profile quick and *free*!

WHAT'S YOUR NAME?

John Doe

WHERE SHOULD WE SEND YOUR OFFERS?

name@example.com

PASSWORD

min. 8 characters

REPEAT PASSWORD

min. 8 characters

CREATE YOUR PROFILE

Another great use of microcopy is found on the home page.
We wanted to keep a friendly tone with the user, "Let's find you a ghome" sounded just perfect to us.

sign in | log in

Let's find you a home!

Where do you want to live?

15,000 VACANCIES

8,000 in Copenhagen
3,000 in Aarhus
1,000 in Odense
and more!

27,000 SATISFIED CUSTOMERS

27,000 people found a new home
through our portal

6,000 VISITS IN A DAY

700 people looking for a home in
this moment

CONTACT

Name Surname

F.A.Q.

LINKS

Instagram

Style tile

Ministry of Higher Education and Science
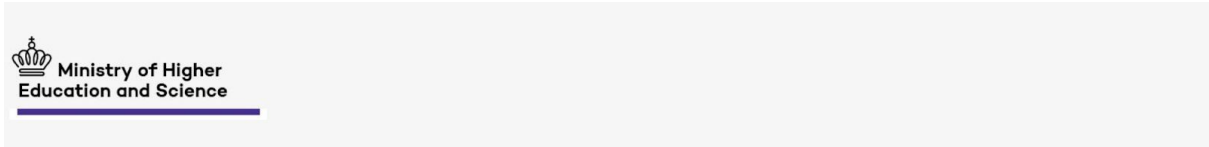
Colors

Typefaces

Headline Sample
Font: Segoe UI

Sub Headline Sample
Font: Segoe UI

Paragraph Sample. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec ullamcorper nulla non metus auctor fringilla. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Vestibulum id ligula porta felis euismod semper. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius.

Font: Arial

Photography / Textures

Ministry of Higher Education and Science

User Interface

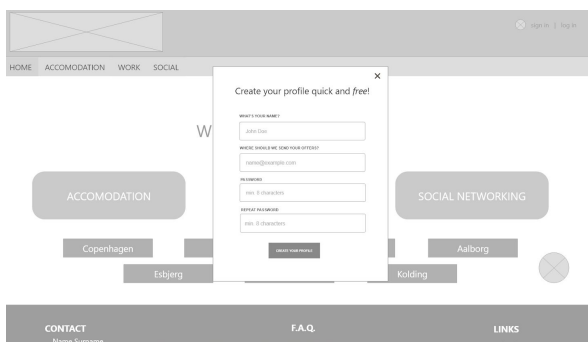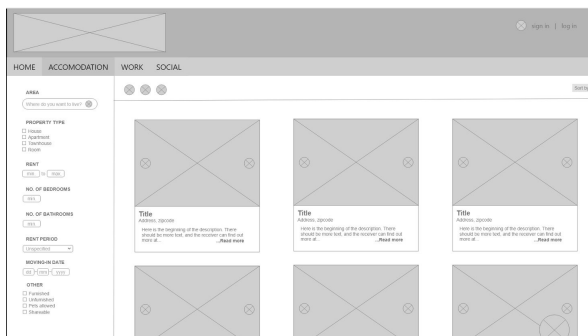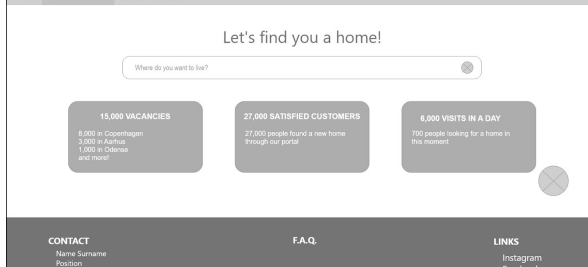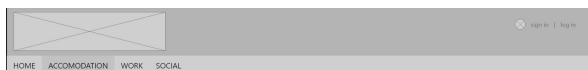| Button	Button
Confirm	Cancel

❮ Back   2 3 4 … 100   Next ❯

Icons
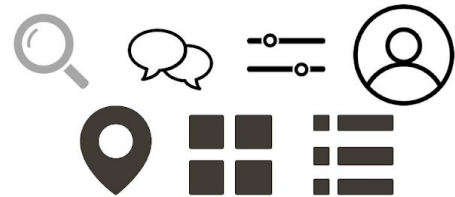
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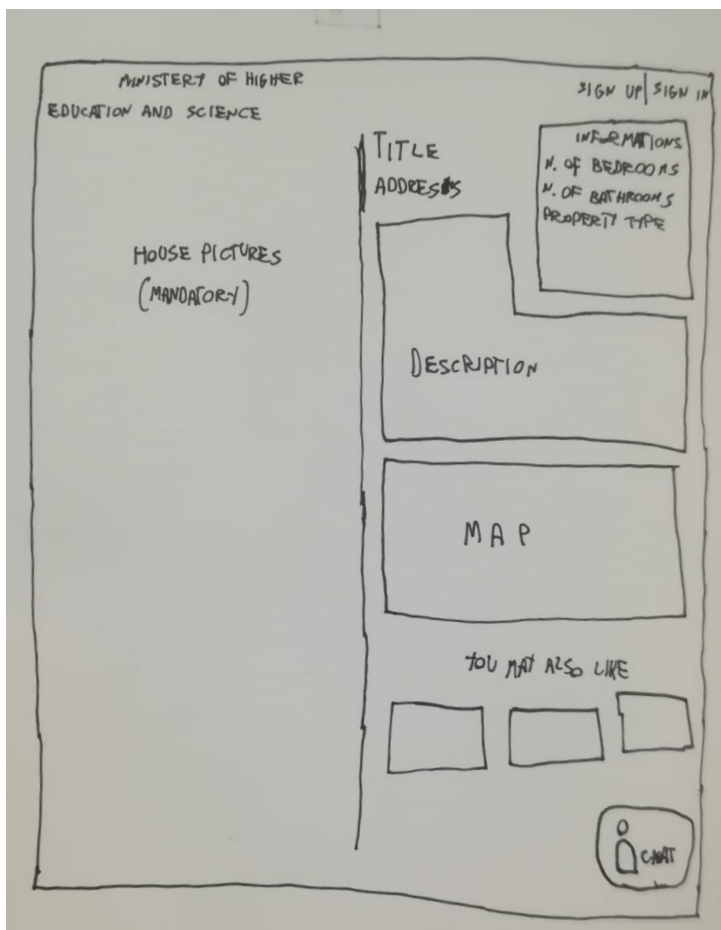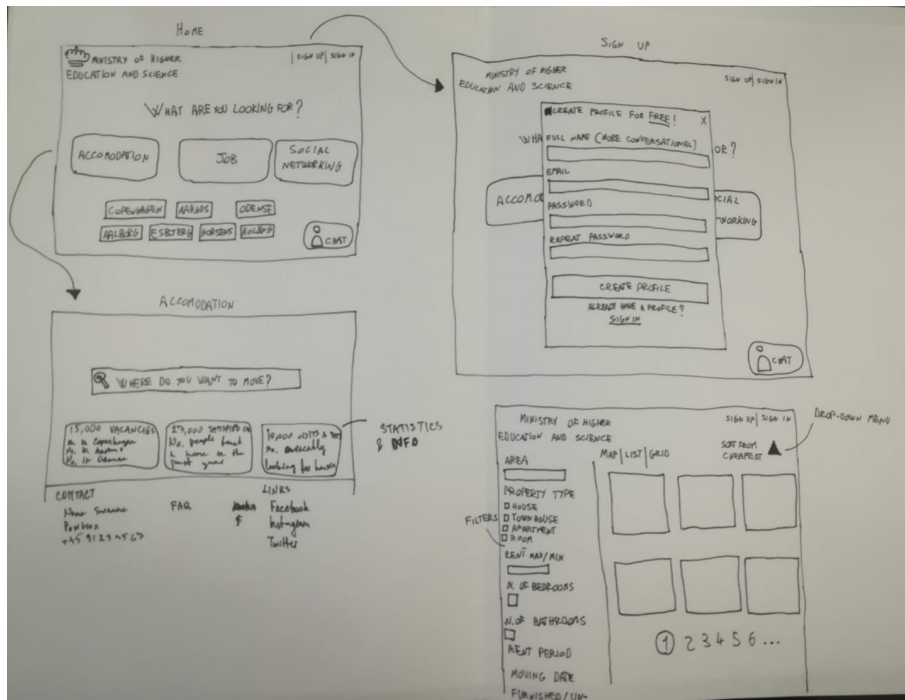
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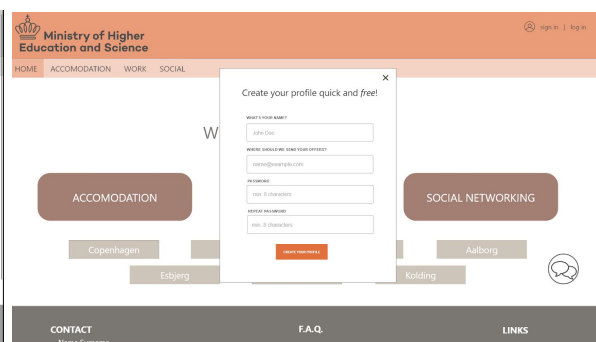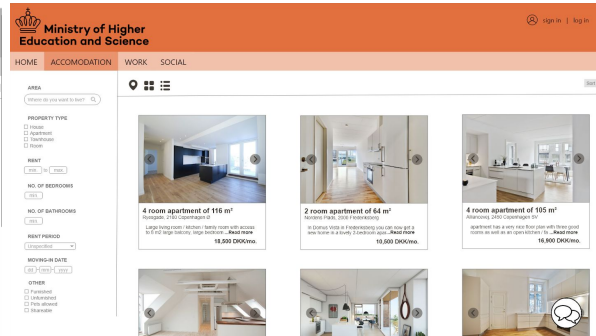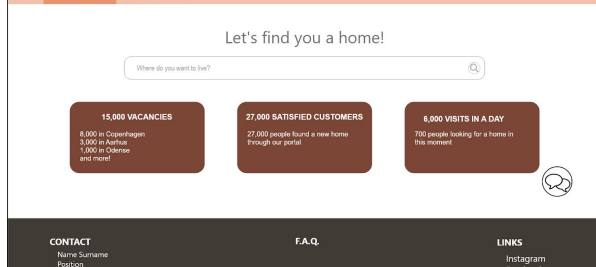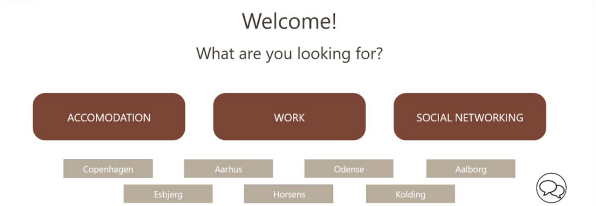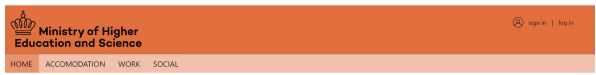
Think Aloud Test & Improvements

Think Aloud Test

The test went great!
Since we have a really simple and minimalistic website and we respected all the **Design Conventions** it was super easy for the "user" to find his way through the site.
The sections and buttons are exactly where the "user" expected them to be.
The "user" thought that the chat function placed in the bottom right-hand corner or every page was a clever idea and he found it very useful.

He didn't like the color scheme of the website, he thinks it's not appropriate for the type of site.

Improvements

According to the User Test / Think Aloud Test we will change the color scheme of the website with a more appropriate one.
The final version will be fully interactive, this is just a prototype.
We want to work in order to achieve the most user-friendly interface possible.