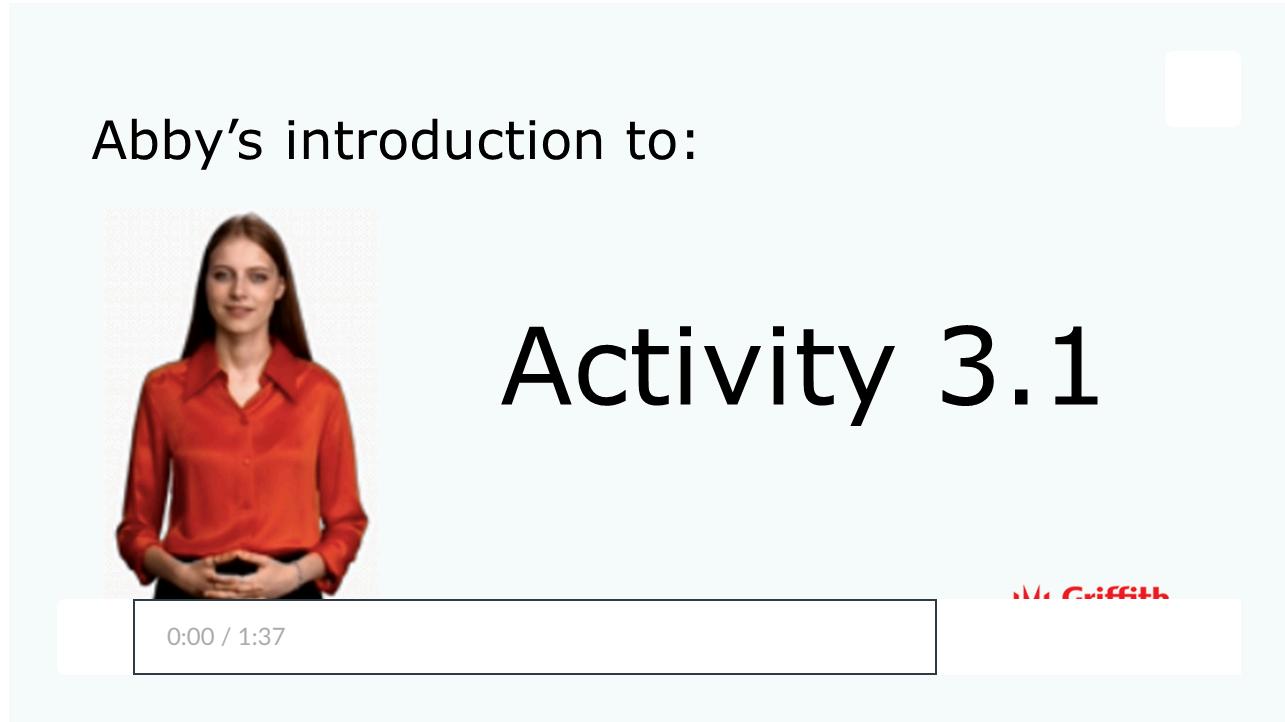


Activity 3.1 Evaluate a UX design and propose improvements

Access course FAQ chatbot (<https://lms.griffith.edu.au/courses/24045/pages/welcome-to-the-course-chatbot>)

Module 3 - Design user experience (UX) and conduct usability testing



What is this activity?

In Activity 3.1, you will critically evaluate the UX designs of existing applications in your chosen domain and propose evidence-based improvements. This activity is designed to deepen your understanding of UX design principles and best practices, and to develop your skills in analysing and enhancing user interfaces.

By exploring real-world examples of successful and less successful UX designs, you will gain valuable insights into what works and what doesn't when it comes to creating engaging and intuitive user experiences.

Why is this activity important?

By engaging in this activity, you will learn to apply a user-centred lens to your analysis, considering factors such as usability, accessibility, and overall user satisfaction. You will also develop your skills in identifying areas for improvement and proposing targeted enhancements that are grounded in UX design principles and best practices.

Some key benefits of this activity include:

Gaining a deep understanding of UX design principles and best practices - Through analysing real-world examples, you will develop a keen eye for effective UX design and learn to recognise common pitfalls and areas for improvement.

Developing your critical thinking and problem-solving skills - By evaluating the strengths and weaknesses of existing UX designs, you will hone your ability to think critically about user interfaces and develop creative solutions to common UX challenges.

Building a repository of UX design inspiration and insights - As you explore and analyse various UX designs, you will build a valuable collection of examples, ideas, and insights that you can draw upon in your own design work.

Preparing for the demands of real-world UX design projects - By practicing your UX evaluation and improvement skills in a structured and supportive environment, you will be better prepared to tackle the challenges of real-world UX design projects in your future career.



Case study

- ▶ Disney website UX evaluation



Supporting content for this activity

You should then work through the content elements below. These will reinforce the principles and elements from the Disney website UX evaluation case exercise and will provide you with the knowledge and tools that you need to successfully complete this activity.

- ▼ Supporting content A - Navigation and information architecture

Importance of clear and intuitive navigation

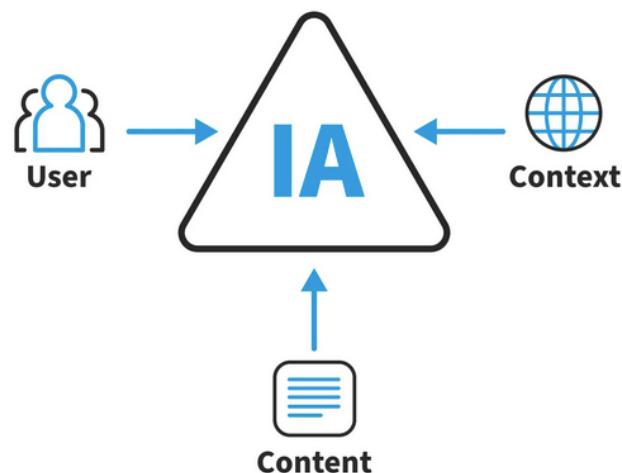


Clear and intuitive navigation is a cornerstone of effective user experience (UX) design. It directly impacts a user's ability to find information, complete tasks, and achieve their goals within a digital product or website. When navigation is well-designed, users can move through the interface with ease, understanding where they are, what options are available, and how to get where they want to go. This not only enhances the user's satisfaction but also encourages them to explore more, potentially leading to increased engagement and conversions.

Intuitive navigation minimises the cognitive load on users by aligning with their mental models and expectations. It leverages **familiar design patterns** and conventions, making it easier for users to learn and navigate the system without extensive instruction. For example, the use of breadcrumbs, clearly labeled menus, and recognisable icons can guide users through the content hierarchy and help them understand the relationship between different sections of the site. When users can predict how the interface will behave, they are less likely to experience frustration or confusion, which can significantly reduce bounce rates and improve overall usability.

Moreover, clear navigation plays a critical role in **accessibility**. It ensures that all users, including those with disabilities, can successfully interact with the digital product. By adhering to accessibility guidelines and providing alternative navigation methods when necessary, such as keyboard shortcuts or screen reader compatibility, designers can create an inclusive experience that respects the diverse needs of the user base. In summary, the importance of clear and intuitive navigation cannot be overstated; it is essential for creating a positive, efficient, and accessible user experience.

Best practices for organising and labelling content



Information Architecture ([Image source ↗\(https://www.interaction-design.org/literature/topics/information-architecture\)](https://www.interaction-design.org/literature/topics/information-architecture))

Organising and labelling content in a user-friendly manner is essential for effective **navigation** and **information architecture** in UX design. Best practices include understanding the audience through user research, ensuring a clear hierarchy that reflects content relationships, and maintaining consistency in terminology and navigation patterns. Intuitive labeling with meaningful, concise language helps users quickly grasp the content's purpose, while scannability through headings and bullet points aids in quick information retrieval.

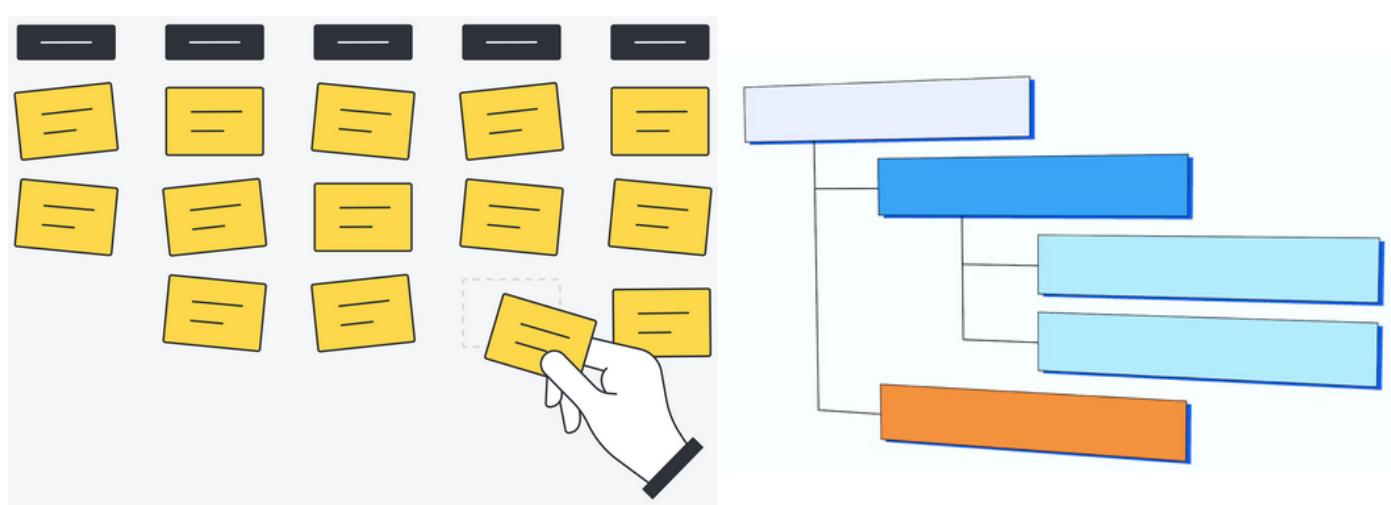
Implementing **breadcrumbs** and **clear signposts** provides users with a sense of location within the site and guides them through the content. Additionally, a well-implemented **search functionality** is crucial for larger sites, offering users an alternative means to find information directly. **Progressive disclosure techniques**, such as accordions and drop-down menus, prevent information overload by revealing content only when necessary.

Accessibility should be a priority, with content organisation and labeling adhering to guidelines that support users with disabilities. Continuous testing with real users is vital to refine the navigation system and labels, ensuring they meet the needs of the target audience and the goals of the digital product.

Techniques for creating effective navigation hierarchies

Creating an effective navigation hierarchy is fundamental to ensuring that users can intuitively find their way through a website or application. One key technique is to conduct thorough **user research** and **create personas** to understand how different user groups think about and interact with the content. This insight allows designers to structure the navigation in a way that aligns with users' mental models, making it more intuitive and easier to use.

Another technique is to establish a **clear and logical hierarchy** that reflects the importance and relationships between different pieces of content. This often involves a top-down approach, starting with broad categories at the top level and drilling down into more specific topics or pages. Consistency in the use of labels and navigation patterns across the site helps reinforce this structure and makes it easier for users to learn and navigate the system.



Card sorting ([Image source ↗](https://www.uxdesigninstitute.com/blog/card-sorting-in-ux-what-is-it/)
[\(https://www.uxdesigninstitute.com/blog/card-sorting-in-ux-what-is-it/\)](https://www.uxdesigninstitute.com/blog/card-sorting-in-ux-what-is-it/))

Tree testing ([Image source ↗](https://maze.co/guides/ux-research/tree-testing/)
[\(https://maze.co/guides/ux-research/tree-testing/\)](https://maze.co/guides/ux-research/tree-testing/))

To further enhance the navigation hierarchy, designers should employ **card sorting** and **tree testing** with real users. Card sorting helps determine the most intuitive grouping and labeling of content categories, while tree testing evaluates the findability of information within the proposed hierarchy. These techniques provide valuable data on how well the navigation structure meets user needs and where it may need refinement to improve the overall user experience.

Case studies of successful navigation and information architecture designs



Airbnb ([Image source ↗](https://www.airbnb.com.au/)
[\(https://www.airbnb.com.au/\)](https://www.airbnb.com.au/)) has successfully implemented a navigation and information architecture design that caters to both hosts and guests, making it easy for users to navigate the platform regardless of their goals. The navigation is structured around the core actions users want to take: booking a stay, browsing experiences, or becoming a host. Airbnb uses a simple, persistent top navigation bar with icons and text to ensure clarity. The search feature is front and center, guiding users to input their destination, check-in/check-out dates, and guest details. The use of filters and sorting options after an initial search helps narrow down results effectively, showcasing the platform's intuitive information architecture.



[Netflix](https://www.netflix.com/au/) interface is a prime example of successful navigation and information architecture tailored for content discovery. The platform uses a horizontal scrolling design to showcase categories and content, which is particularly effective for browsing on devices with limited screen space. The navigation is simplified with a top bar that includes the main sections: Home, TV Shows, Movies, New & Popular, and My List. The algorithm-driven presentation of content based on user preferences enhances the personalised experience. Netflix's information architecture is designed to be immersive, with content descriptions and trailers available with a single click, minimizing the effort required to find something to watch.



[Google Search](http://www.google.com.au/) engine is a masterclass in minimalist navigation and information architecture. The homepage features a single search bar, focusing the user's attention on the search action. The search results page is structured with a clear hierarchy, prioritising the most relevant results at the top. Google uses a combination of blue links, meta descriptions, and structured data (like knowledge panels) to provide users with quick insights and options to dive deeper into the information. The use of pagination and infinite scrolling allows users to explore more results without overwhelming them with information upfront.



[The New York Times](http://www.nytimes.com/international/) website exemplifies effective navigation and information architecture for a content-heavy news platform. The top navigation bar includes sections like Home, Today's Paper, and various news categories, helping users quickly access the type of content they're interested in. The use of a mega menu for sections like "News" provides a glimpse into the subcategories without cluttering the main navigation. The information architecture is supported by clear headlines, summaries, and related content suggestions, guiding users through the vast amount of daily news and in-depth articles.

These case studies demonstrate that successful navigation and information architecture designs are those that align with user expectations, provide clear pathways to desired content, and adapt to the specific needs of the platform and its audience.

▼ Supporting content B - Visual design and brand consistency

Principles of effective visual design in UX



Effective visual design in UX is crucial for creating an engaging and user-friendly experience. One of the fundamental principles is **simplicity**. A clean and uncluttered design helps users focus on the most important elements and reduces cognitive load. This means using white space effectively, limiting the number of colours and fonts, and ensuring that the layout is intuitive and easy to navigate.

Another key principle is **consistency**. Consistency in visual design helps to reinforce brand identity and makes the user interface feel more reliable and predictable. This includes maintaining a consistent use of colour schemes, typography, and imagery throughout the application or website. Consistency also extends to interactive elements, such as buttons and icons, which should have a uniform appearance and behaviour to avoid confusing users.

Lastly, **visual hierarchy** is essential for guiding users through the content and functionality of the product. By using size, colour, and placement, designers can create a clear hierarchy that highlights the most important information and actions. This not only improves usability but also enhances the overall aesthetic appeal of the design. When users can quickly scan and understand the layout, they are more likely to engage with the content and complete their intended tasks without frustration.

The role of branding in creating a cohesive user experience



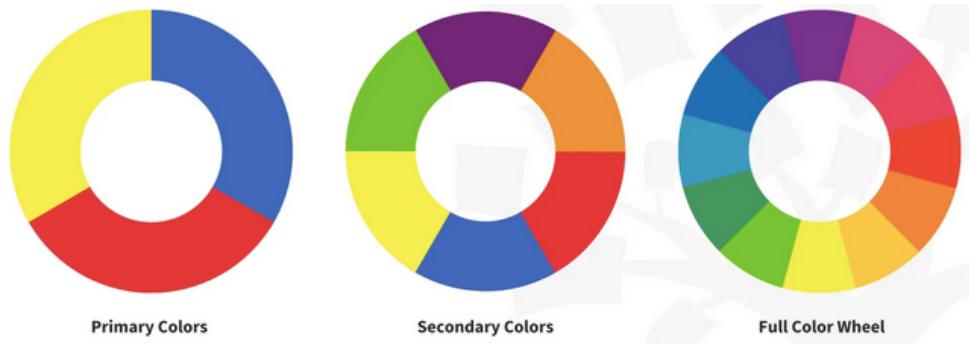
Branding plays a pivotal role in creating a cohesive user experience by establishing a visual and emotional connection between the user and the product. A strong brand identity, conveyed through consistent use of colour schemes, typography, and imagery, helps users recognise and recall the product, fostering trust and loyalty. This brand continuity across different touchpoints, such as websites, mobile apps, and marketing materials, ensures a seamless experience that reinforces the brand's values and personality.

Moreover, branding influences the **tone** and **voice** of the user interface, affecting how users perceive the product's character. Whether the brand is playful and

informal or professional and authoritative, this tone should be reflected in the copy, messaging, and interactions within the UX design. This consistency in communication style contributes to a cohesive experience that resonates with the target audience and aligns with their expectations of the brand.

In addition to visual and verbal consistency, branding also **shapes the functional aspects** of the user experience. The brand's promise and positioning can dictate the features and usability of the product, ensuring that every interaction reaffirms the brand's value proposition. For example, a brand that emphasises simplicity and ease of use will ensure that the UX design is intuitive and streamlined, while a brand that prides itself on innovation may incorporate cutting-edge interactive elements. By integrating branding into the core of the user experience, designers can create a product that not only looks and sounds like the brand but also behaves in a way that is true to its identity.

Best practices for using colour, typography, and imagery in UX design



Colour palettes ([Image source ↗ \(https://www.interaction-design.org/literature/article/ui-color-palette\)](https://www.interaction-design.org/literature/article/ui-color-palette))

Colour in UX design is a powerful tool that can evoke emotions, guide attention, and reinforce brand identity. Best practices for using colour include **limiting the palette** to a few harmonious colours to maintain visual consistency and prevent user distraction. It's important to consider **colour accessibility**, ensuring that there is sufficient contrast between text and background colours to accommodate users with colour vision deficiencies. Additionally, colours should be used strategically to highlight important elements and create visual hierarchy, leading users through the interface intuitively.

Typography, the art of arranging text on a page, plays a crucial role in UX design by affecting **readability** and setting the tone of the content. Best practices involve choosing typefaces that are legible at various sizes and weights, and that align with the brand's personality. It's essential to maintain a consistent typographic scale and rhythm across the design to create a cohesive look and feel. Using typography to establish a clear hierarchy of information, such as through headers, subheaders, and body text, helps users navigate content more effectively.

Imagery, including photographs, illustrations, and icons, can greatly enhance the user experience by adding visual interest, conveying messages quickly, and reinforcing the brand's aesthetic. Best

practices for using imagery include selecting high-quality, **relevant visuals** that are optimised for performance to prevent slow load times. Images should be used thoughtfully to support the content and guide the user's journey, rather than overwhelming the interface. Consistency in the style and treatment of imagery helps maintain a unified brand experience. Additionally, **alt text** should be provided for all imagery to ensure accessibility and to support **search engine optimisation (SEO)**.

Examples of visually appealing and brand-consistent UX designs

Creating a visually appealing and brand-consistent UX design involves harmonizing various elements such as colour, typography, imagery, and layout to reflect the brand's identity and engage the user.

Here are a few examples of companies that have successfully achieved this:



Apple [\(http://www.apple.com/au/\)](http://www.apple.com/au/): Apple's UX design is a prime example of brand consistency across all its products and services. The use of clean lines, minimalist design, and a consistent colour palette of whites, grays, and blues create a sleek and modern look that is instantly recognisable. The typography, primarily using the San Francisco font, is clear and easy to read, contributing to the overall user-friendly experience. The imagery used, whether in advertising or on the website, features high-resolution product shots that highlight the design and craftsmanship of their devices.



Airbnb [\(http://www.airbnb.com.au/\)](http://www.airbnb.com.au/): Airbnb's UX design is known for its use of vibrant, high-quality photographs that showcase the unique accommodations available on the platform. The design is clean and uncluttered, with a focus on usability and ease of navigation. The brand's colour scheme, featuring shades of blue and white, is used consistently throughout the app and website, creating a sense of trust and reliability. The use of friendly, approachable typography and engaging micro-

interactions, such as the heart icon for saving listings, enhance the user experience and reinforce the brand's community-driven ethos.



Spotify [\(https://open.spotify.com/\)](https://open.spotify.com/): Spotify's UX design stands out for its bold use of green, which is the brand's signature colour. The interface is designed to be intuitive and accessible, with a focus on personalised content discovery. The use of typography is consistent and readable, with a clear hierarchy that guides users through their music, podcasts, and playlists. Spotify also incorporates vibrant album art and artist imagery, which adds visual interest and reflects the diverse content available on the platform.



Slack [\(https://slack.com/intl/en-au\)](https://slack.com/intl/en-au): Slack's UX design is characterised by its use of bright colours, friendly emojis, and a clean layout that enhances communication and collaboration. The app's design language is consistent across different devices, with a focus on ease of use and quick access to conversations. Slack's typography is modern and legible, and the use of branded illustrations and icons adds to the app's playful and approachable nature.



National Geographic [\(https://www.nationalgeographic.com/\)](https://www.nationalgeographic.com/): National Geographic's digital platforms, including their website and mobile app, are known for their stunning use of imagery, which is a hallmark of the brand. The consistent use of their iconic yellow border frames breathtaking photographs and videos that immerse users in stories from around the world. The design is clean and well-organised, with a typography that is both informative and engaging, reflecting the brand's commitment to storytelling and exploration.

These examples demonstrate how UX design can be both visually appealing and brand-consistent, creating a seamless and engaging experience for users that reinforces the brand's identity and values.

▼ Supporting content C - Interaction design and user feedback

The importance of intuitive and responsive interaction design

Intuitive and responsive interaction design is a cornerstone of effective user experience (UX) design. **Intuitive design** ensures that users can navigate and interact with a product or service without extensive prior knowledge or effort. This is achieved through the use of familiar design patterns, clear visual cues, and logical layouts that align with users' mental models. When interactions are intuitive, users can focus on the task at hand rather than on figuring out how to use the interface, leading to increased satisfaction and efficiency. Moreover, intuitive design is inclusive, as it caters to a wide range of users, including those with disabilities or varying levels of technical proficiency.

Responsive interaction design, on the other hand, refers to the system's ability to react to user inputs quickly and accurately. In today's fast-paced digital environment, users expect immediate feedback from the interfaces they interact with. A **responsive design** ensures that every user action is acknowledged promptly, whether it's through animations, haptic feedback, or changes in the interface. This not only enhances the perceived performance of the product but also builds trust and engagement, as users feel that the system is dynamic and alive. Furthermore, responsiveness is crucial for error prevention and correction, as it allows users to understand the consequences of their actions and make adjustments in real-time.

The combination of intuitive and responsive interaction design is essential for creating a seamless and enjoyable user experience. It reduces the cognitive load on users, minimises the learning curve, and fosters a sense of control and confidence. By prioritising these aspects of interaction design, UX designers can significantly improve user satisfaction, retention, and overall product success. In a competitive market where user experience is a key differentiator, intuitive and responsive design can be the decisive factor that sets a product apart from its competitors.

Best practices for designing user input and control elements



Platform specific guidelines ([Image source ↗ \(https://blog.openreplay.com/mobile-app-design-guidelines--an-exploration/\)](https://blog.openreplay.com/mobile-app-design-guidelines--an-exploration/))

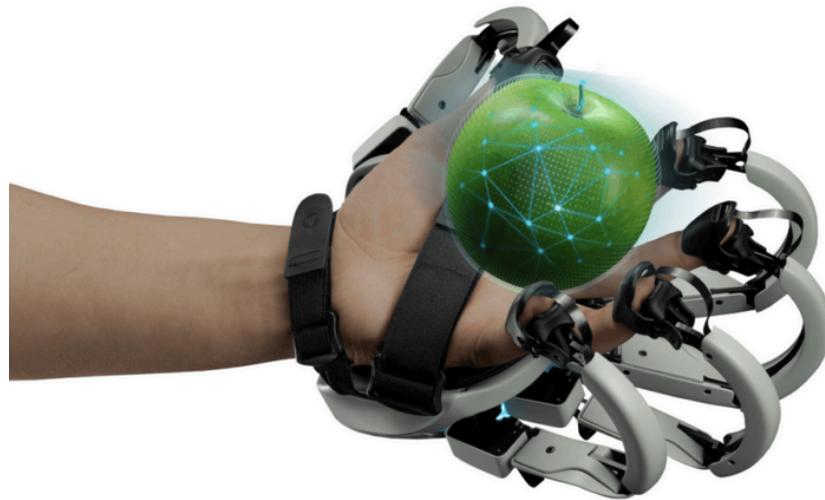
Designing user input and control elements is a critical aspect of interaction design that directly impacts the usability and accessibility of digital products. One of the best practices in this area is to follow **platform-specific design guidelines**. Each operating system (e.g., iOS, Android, Windows) has its own set of established patterns and conventions for input and control elements. Adhering to these guidelines ensures that users can leverage their existing knowledge and experience, making the interaction intuitive and familiar. This includes using standard element sizes, spacing, and behaviours that are expected within the context of the platform.

Another best practice is to design for inclusivity by considering the **diverse needs of users**. This means accounting for different levels of ability and ensuring that input and control elements are accessible. For instance, using sufficient contrast ratios for text input fields, providing labels that are explicitly associated with their corresponding form elements, and designing touch targets that are large enough to accommodate users with motor impairments or those using touch interfaces. Additionally, offering alternative input methods, such as voice control or keyboard shortcuts, can greatly enhance the user experience for those who prefer or require these options.

Feedback and affordance are also crucial in the design of user input and control elements. **Affordance** refers to the perceived ability of an object to be used in a particular way, and it's essential for guiding users on how to interact with the interface. This can be achieved through visual cues, such as using raised buttons to indicate pushability or displaying a hand cursor to indicate clickability. Feedback, on the other hand, is the response the system provides after a user has taken an action. Immediate and **clear feedback**, such as highlighting a selected item or providing a confirmation message after a form submission, helps users understand the results of their actions and feel confident in the interaction. By incorporating these principles, designers can create input and control elements that are not only functional but also delightful to use.

Techniques for providing clear and helpful user feedback

Providing clear and helpful user feedback is essential for guiding users, improving their experience, and ensuring they can complete tasks effectively. One technique for achieving this is to offer **immediate and contextual** feedback. This means providing users with information right after they perform an action and doing so within the context of the action itself. For example, if a user fills out a form field incorrectly, displaying an inline validation message next to the field is more helpful than a generic error message at the top of the form. This immediate and contextual approach reduces the cognitive load on the user, making it easier for them to understand and correct their input.



Haptic feedback ([Image source ↗\(https://teslasuit.io/blog/haptic_feedback/\)](https://teslasuit.io/blog/haptic_feedback/))

Another technique is to use a combination of visual, auditory, and haptic feedback to cater to different user preferences and abilities. **Visual feedback** can include animations, colour changes, or icons that indicate the status of an action. **Auditory feedback**, such as sounds or voice messages, can be particularly useful for users with visual impairments or in situations where users may not be looking at the screen. **Haptic feedback**, which involves tactile sensations through vibrations, can provide an additional layer of confirmation, especially on mobile devices. By employing a multimodal feedback approach, designers can create a more inclusive experience that accommodates a wider range of users.

Furthermore, it's important to design feedback that is not only clear but also **actionable**. Users should not only be informed that something is wrong but also be told how to fix it. For instance, if a password field requires a certain complexity, the feedback should specify the requirements (e.g., "Password must be at least 8 characters and include a number and a special character"). Additionally, progress indicators and success messages can reinforce positive behaviour and encourage users to continue engaging with the product. By focusing on clarity, context, and actionability, user feedback can become a powerful tool in enhancing the overall user experience.

Case studies of engaging and user-friendly interaction design



[Airbnb's Dynamic User Interface ↗\(https://www.airbnb.com.au/\)](https://www.airbnb.com.au/)

Airbnb is a prime example of engaging and user-friendly interaction design. The platform's dynamic user interface adapts to user behaviour, providing a personalised experience that is both intuitive and responsive. One of the key features is the search and filter system, which allows users to refine their

accommodation search based on a wide range of criteria. As users interact with the filters, the results update in real-time, providing immediate feedback and allowing users to see the impact of their choices.

The map view is another aspect of Airbnb's design that stands out. Users can visually explore available listings on an interactive map, and the interface responds smoothly to panning and zooming. The map view also includes availability and price overlays, which update dynamically as the user navigates the map, providing a seamless and informative experience.



Duolingo's Gamified Learning Experience [\(https://www.duolingo.com/\)](https://www.duolingo.com/)

Duolingo, a language-learning app, has mastered the art of engaging interaction design through gamification. The app uses a variety of interactive elements, such as points, levels, and streaks, to motivate users and make learning a fun and rewarding experience. The interface is clean and intuitive, with clear instructions and feedback mechanisms that guide users through each lesson.

One of the standout features of Duolingo's design is the way it handles mistakes. When a user answers incorrectly, the app provides immediate and constructive feedback, often with a humorous touch. This not only teaches the correct answer but also keeps the user engaged and motivated to continue learning.



Google Maps' Navigation and Interaction [\(https://www.google.com.au/maps/\)](https://www.google.com.au/maps/)

Google Maps is a case study in responsive and user-centric interaction design. The app's navigation feature provides clear, step-by-step instructions that are easy to follow while driving or walking. The map interface responds fluidly to user input, such as zooming and panning, and the app uses a combination of visual and auditory feedback to ensure users stay on the right path.

One of the most engaging aspects of Google Maps is its ability to reroute in real-time when it detects traffic or road closures. This feature demonstrates the app's responsiveness to the user's context and provides a seamless experience that adapts to the dynamic nature of travel.

These case studies illustrate how companies like Airbnb, Duolingo, and Google Maps have incorporated engaging and user-friendly interaction design to enhance the user experience. By focusing on immediate feedback, contextual relevance, and responsive design, these platforms have set high standards for interaction design in their respective industries.

▼ Supporting content D - Accessibility and inclusivity

The importance of designing for accessibility and inclusivity

Designing for accessibility and inclusivity is crucial in UX design because it ensures that products and services are usable by as wide an audience as possible, including people with disabilities. According to the World Health Organisation, over a billion people worldwide have some form of disability, making accessibility a significant consideration for any digital product. By designing with accessibility in mind, UX designers not only cater to this large market segment but also create a more equitable society where everyone has the opportunity to participate fully in digital experiences. This approach aligns with ethical design principles and can lead to better user satisfaction and loyalty, as users appreciate when their needs are considered and met.

Moreover, designing for accessibility often improves the overall user experience for everyone, not just those with disabilities. For instance, features like **keyboard navigation**, which is essential for users who cannot use a mouse, also benefit users with repetitive strain injuries or temporary disabilities, such as a broken arm. Similarly, **providing text alternatives** for images and videos is helpful for visually impaired users, but it also assists users in contexts with slow internet connections or data caps. These enhancements demonstrate that accessibility features are universal design elements that can enhance usability for all users, making the digital product more robust and versatile.



Accessibility in UX ([Image source ↗\(https://bootcamp.uxdesign.cc/accessibility-in-ux-navigating-the-inclusive-design-landscape-f4efe2dc41cf\)](https://bootcamp.uxdesign.cc/accessibility-in-ux-navigating-the-inclusive-design-landscape-f4efe2dc41cf))

In addition to the ethical and user experience benefits, there are legal and business incentives for designing accessible and inclusive products. In many regions, including the United States and the European Union, there are laws and regulations that **mandate accessibility standards** for digital

content. Failing to comply with these standards can result in legal action and damage to a company's reputation. From a business perspective, inclusive design can open up new markets and customer bases, as well as reduce the costs associated with retrofitting products for accessibility after launch. Furthermore, an accessible product is often more future-proof, as it can adapt more easily to new technologies and changing user needs. Therefore, designing for accessibility and inclusivity is not just a moral imperative but also a smart business strategy that can lead to long-term success and innovation.

Best practices for creating accessible user interfaces

Creating accessible user interfaces is essential for ensuring that all users, including those with disabilities, can effectively interact with digital products. Here are some best practices for designing accessible user interfaces:

- 1. Understand the Users:** Research and understand the diverse needs of users with disabilities. This includes familiarizing yourself with different types of impairments such as visual, auditory, motor, and cognitive.
- 2. Follow Web Content Accessibility Guidelines (WCAG):** Adhere to the WCAG, which provides a comprehensive set of [guidelines](https://www.w3.org/TR/WCAG21/) for making content accessible to people with disabilities.
- 3. Use Semantic HTML:** Implement proper HTML semantics to give assistive technologies context about the content. This includes using the correct HTML elements for headings, lists, forms, and landmarks.
- 4. Keyboard Accessibility:** Ensure that all functionality is available via the keyboard. This means making sure that users can navigate through the interface and perform all actions without relying on a mouse.
- 5. Focus Indicators:** Provide clear visual indicators of keyboard focus so that users can easily see which element is currently selected.
- 6. ARIA (Accessible Rich Internet Applications):** Use ARIA attributes to enhance the semantics of dynamic content and custom controls, making them more understandable to assistive technologies.
- 7. Alt Text for Images:** Include alternative text for images to describe their content to users who cannot see them.
- 8. Colour Contrast:** Ensure that there is sufficient colour contrast between text and background to make content readable for users with visual impairments.
- 9. Readable Content:** Use readable fonts and provide options for font size adjustments to accommodate users with visual or cognitive impairments.

10. **Audio and Video:** Include captions for videos and transcripts for audio content to make multimedia accessible to users with hearing impairments.
11. **Form Design:** Make forms accessible by clearly labeling form fields, providing instructions, and using proper error messaging.
12. **Responsive Design:** Create a responsive design that adapts to different screen sizes and input methods, including touch screens.
13. **Testing:** Regularly test the user interface with real users who have disabilities and with automated accessibility testing tools to identify and fix issues.
14. **Documentation and Support:** Provide accessible documentation and support for users who may need additional assistance.

By incorporating these best practices, UX designers can create user interfaces that are not only accessible to users with disabilities but also more usable and inclusive for everyone.

Techniques for accommodating diverse user needs and preferences

Accommodating diverse user needs and preferences in UX design involves creating flexible and customisable interfaces that cater to a wide range of abilities, preferences, and situations. Here are several techniques to achieve this:

1. **Flexible Layouts:** Design interfaces that can adapt to different screen sizes and orientations, ensuring that users can access content on various devices, from smartphones to large desktop monitors.
2. **Customisable Themes:** Offer multiple colour schemes and themes that users can choose from, including high-contrast options for users with visual impairments. Allow users to adjust font sizes and styles for better readability.
3. **Accessible Navigation:** Provide clear and consistent navigation that is easy to understand and use. Include skip links to help keyboard-only users navigate to main content areas quickly.
4. **Keyboard Shortcuts:** Implement keyboard shortcuts for frequent actions to assist users who may have difficulty using a mouse or touchpad.
5. **Multimodal Content:** Present information in multiple formats, such as text, audio, and video, to accommodate different learning styles and preferences. For example, include captions for videos and audio descriptions for images.
6. **Personalisation Options:** Allow users to personalise their experience by setting preferences for language, content level, and notification types.
7. **Assistive Technology Compatibility:** Ensure that the interface works well with assistive technologies like screen readers, speech-to-text, and eye-tracking devices.

8. **Touchscreen Compatibility:** Design for touchscreen interactions with appropriate touch targets and responsive feedback, accommodating users with motor impairments and those who prefer touch interfaces.
9. **Language Clarity:** Use clear, simple language and avoid jargon to make content understandable for users with cognitive impairments or those who are not fluent in the interface language.
10. **Cultural Sensitivity:** Be aware of cultural differences and preferences, including icons, symbols, and content that may have different meanings in various cultures.
11. **Feedback Mechanisms:** Provide easy-to-use feedback mechanisms so users can report issues or request features that would better accommodate their needs.
12. **Progressive Disclosure:** Use progressive disclosure to avoid overwhelming users with too much information at once. Present essential features upfront and provide additional options as the user needs them.
13. **User Testing:** Conduct user testing with a diverse group of individuals to identify areas for improvement and ensure that the design meets the needs of a wide range of users.

By employing these techniques, UX designers can create interfaces that are more inclusive and cater to the diverse needs and preferences of all users, providing a better and more accessible experience for everyone.

Examples of inclusive and accessible UX designs

Inclusive and accessible UX designs are those that consider the diverse needs of users, including individuals with disabilities, and provide features that accommodate a wide range of abilities and preferences. Here are some examples of inclusive and accessible UX designs:

1. **Operating Systems Accessibility Features:**
 - [iOS ↗](https://www.apple.com/au/ios/) and [Android ↗](https://www.android.com/intl/en_aus/): Both mobile operating systems offer a range of accessibility features, such as VoiceOver and TalkBack for visually impaired users, closed captions for videos, and one-handed keyboard options.
 - [Windows ↗](https://www.microsoft.com/en-au/windows) and [macOS ↗](https://www.apple.com/au/macos/): These desktop operating systems include features like the Narrator and VoiceOver screen readers, magnifiers, high-contrast modes, and keyboard shortcuts for navigation.
2. **Website Accessibility:**
 - [BBC ↗](https://www.bbc.com/): The BBC website provides accessibility options like skipping to content, customisable text sizes, and keyboard navigation. It also offers a dyslexia-friendly version with specific fonts and colour schemes to aid readability.

- **W3C Accessibility Guidelines** [\(https://www.w3.org/\)](https://www.w3.org/): The World Wide Web Consortium (W3C) provides **guidelines** [\(https://www.w3.org/TR/WCAG21/\)](https://www.w3.org/TR/WCAG21/) for creating accessible websites, which many web developers follow to ensure their sites are usable by all visitors.

3. Apps with Accessibility Features:

- **Be My Eyes** [\(https://www.bemyeyes.com/\)](https://www.bemyeyes.com/): This app connects blind or visually impaired users with volunteers who can assist them by acting as their "eyes" through a live video connection.
- **Google Maps** [\(https://www.google.com.au/maps/\)](https://www.google.com.au/maps/): Google Maps includes accessibility features such as wheelchair-accessible routing options for users who require this information.

4. Inclusive Design in Products:

- **Microsoft Xbox Adaptive Controller** <https://www.xbox.com/en-AU/accessories/controllers/xbox-adaptive-controller>): Designed for gamers with limited mobility, this controller works with external switches, buttons, and joysticks to allow for a more customisable gaming experience.
- **OXO Good Grips** [\(https://oxoaustralia.com.au/\)](https://oxoaustralia.com.au/): OXO's kitchen utensils and tools are designed to be easy to use for people with arthritis or weak grip, featuring soft, nonslip handles and larger, easy-to-turn knobs.

5. Educational Platforms:

- **Khan Academy** [\(https://www.khanacademy.org/\)](https://www.khanacademy.org/): Offers subtitles for video content, making it accessible to hearing-impaired learners, and provides a range of content suitable for different learning paces and styles.
- **Coursera** <https://www.coursera.org>): Many courses on Coursera include transcripts and subtitles for video lectures, and some offer additional resources for learners with disabilities.

6. E-commerce Sites:

- **Etsy** [\(https://www.etsy.com/au/\)](https://www.etsy.com/au/): Provides a range of accessibility features, including the ability to navigate the site using keyboard shortcuts and screen reader compatibility.
- **Amazon** [\(https://www.amazon.com.au/\)](https://www.amazon.com.au/): Offers accessibility features such as text-to-speech on product pages, screen reader compatibility, and the ability to shop using voice commands through Alexa.

7. Social Media Platforms:

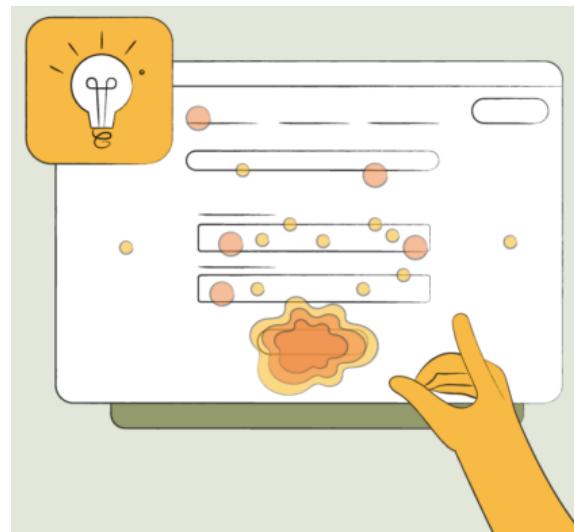
- **X** <https://x.com>): Allows users to add image descriptions for visually impaired users and provides accessibility settings in the account menu.
- **Facebook** [\(https://www.facebook.com/\)](https://www.facebook.com/): Offers automatic alternative text for photos to assist visually impaired users who use screen readers, and provides a range of accessibility settings within the account settings menu.

These examples demonstrate how inclusive and accessible UX design can be implemented across various platforms and products, ensuring that people with diverse abilities can engage with digital content effectively and with dignity.

▼ Supporting content E - Proposing evidence-based UX improvements

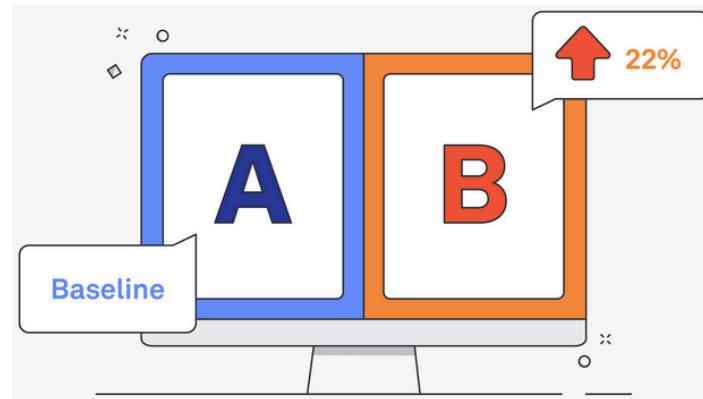
Techniques for identifying areas for improvement in UX design

Identifying areas for improvement in UX design is a critical step in creating user-centered products and services. One effective technique is conducting **user research**, which can take various forms such as surveys, interviews, and usability tests. Surveys can quickly gather feedback from a large number of users, providing insights into their satisfaction levels and pain points. Interviews offer a deeper understanding of user experiences, motivations, and expectations. Usability tests, where users are observed interacting with a product, can reveal specific issues and areas of confusion. By analysing the data collected from these research methods, UX designers can pinpoint areas that require attention and improvement.



Analytics and heatmaps ([Image source ↗\(https://theproductmanager.com/topics/heatmap-analytics/\)](https://theproductmanager.com/topics/heatmap-analytics/))

Another technique is employing **analytics and heatmaps** to track user behaviour on digital platforms. Analytics tools, such as Google Analytics, can provide valuable data on user interactions, including click-through rates, bounce rates, and time spent on pages. Heatmaps, which visually represent user clicks, taps, and scrolling behaviour, can help identify where users focus their attention and where they may be struggling. These tools can highlight areas of the user interface that may be underperforming or causing user frustration, guiding UX designers towards targeted improvements.



A/B testing ([Image source ↗\(https://www.uxdesigninstitute.com/blog/benefits-of-a-b-testing/\)](https://www.uxdesigninstitute.com/blog/benefits-of-a-b-testing/))

A/B testing is a powerful technique for comparing two versions of a design to determine which performs better. By making changes to one element at a time, such as the layout, colour, or content, and measuring the impact on user behaviour, designers can systematically identify improvements that lead to better user experiences. A/B testing allows for data-driven decision-making, ensuring that changes are made based on empirical evidence rather than assumptions or personal preferences.

Finally, staying updated with the latest **UX trends and best practices** can also help identify areas for improvement. The field of UX is constantly evolving, with new design patterns, technologies, and user expectations emerging. By engaging with the UX community through conferences, workshops, and online forums, designers can gain fresh perspectives and ideas for enhancing their designs. Additionally, reviewing case studies and success stories from other industries can provide inspiration and reveal innovative solutions that could be adapted to improve existing UX designs.

Best practices for proposing targeted and evidence-based enhancements

When proposing targeted and evidence-based enhancements in UX design, it is crucial to ground suggestions in user research and data. Begin by **clearly defining the problem** that the enhancement aims to address, using insights gathered from user feedback, usability tests, and analytics. This ensures that the proposed changes are directly linked to user needs and pain points, rather than being based on assumptions or personal biases. By presenting a well-documented rationale for each enhancement, stakeholders can understand the user-centered motivation behind the changes, which can help in gaining buy-in and support for the proposed improvements.

To make the proposal compelling, present the evidence in a structured and digestible format. Use **visual aids** such as charts, heatmaps, and user journey maps to illustrate the current state and the anticipated impact of the enhancements. **Storytelling** can also be an effective technique to humanise the data, by sharing specific user stories or scenarios that demonstrate the challenges faced and how the proposed enhancements will address them. This narrative approach can help stakeholders empathise with users and see the value in the proposed changes.



HEART metrics ([Image source ↗\(https://www.techmagic.co/blog/heart-framework/\)](https://www.techmagic.co/blog/heart-framework/))

It is also important to **prioritise the enhancements** based on their potential impact and feasibility. Use frameworks like the **HEART metrics** (Happiness, Engagement, Adoption, Retention, and Task Success) to evaluate and rank the proposed changes. By focusing on enhancements that are likely to have the most significant positive effect on user experience and business goals, UX designers can make a stronger case for their proposals. Additionally, considering the technical and resource constraints is essential to ensure that the proposed enhancements are realistic and can be implemented effectively. Presenting a phased approach or a roadmap for the enhancements can provide a clear vision of how the changes will be rolled out and measured, further strengthening the proposal.

Examples of successful UX design improvements and their impact

Successful UX design improvements often lead to significant positive impacts on user engagement, satisfaction, and overall business performance. Here are a few examples of notable UX enhancements and their effects:

- 1. Google's Material Design Update:** Google's transition to Material Design in 2014 was a major UX improvement that aimed to unify the look and feel of its products across platforms. The design language focused on tactile surfaces, depth, and motion to create a more intuitive and consistent user experience. The impact of Material Design was profound, leading to improved user satisfaction and efficiency. It also influenced the design trends in the tech industry, with many companies adopting similar principles to enhance their own interfaces.
- 2. Airbnb's Dynamic Pricing and Calendar Features:** Airbnb implemented dynamic pricing and an improved calendar feature to help hosts optimise their listings. These UX improvements allowed hosts to adjust their prices based on demand and to manage their availability more effectively. The result was increased bookings and higher earnings for hosts, as well as a better selection and pricing for guests, contributing to Airbnb's continued growth and success in the hospitality market.
- 3. Medium's Reading Time Feature:** Medium introduced a reading time indicator on its articles, which was a simple yet effective UX enhancement. This feature tells readers how long it will take

to read an article before they click on it. This small addition has had a significant impact on user experience, as it allows readers to manage their time better and choose content that fits their current reading window. It has also likely contributed to higher engagement on the platform, as users appreciate the transparency and control it provides.

4. Instagram's Stories Feature: Inspired by Snapchat, Instagram introduced "Stories" in 2016, which allowed users to post photos and videos that disappear after 24 hours. This UX improvement was designed to encourage more casual sharing and to reduce the pressure of posting content to the main feed. The feature was a huge success, leading to increased user engagement and time spent on the platform. It also helped Instagram to compete more effectively with Snapchat and other social media platforms.

5. Apple's Accessibility Features: Apple has consistently improved its accessibility features to enhance the user experience for people with disabilities. Features like VoiceOver for visually impaired users, closed captioning for the hearing impaired, and switch control for those with limited mobility have made Apple products more inclusive. These enhancements not only improve the lives of users with disabilities but also contribute to a more positive brand image and customer loyalty.

These examples demonstrate that successful UX design improvements are often the result of a deep understanding of user needs, a willingness to innovate, and a commitment to iterative design and testing. The impact of these enhancements can be far-reaching, affecting not only the user experience but also the success and growth of the product or service.

Tips for communicating your recommendations effectively to stakeholders

- **Tailor Your Message:** Customise your communication to address the specific interests and concerns of each stakeholder group.
- **Use Clear and Simple Language:** Avoid jargon and complex terms to ensure your recommendations are easily understood by all stakeholders.
- **Present Data-Driven Insights:** Back up your suggestions with data and research to provide a strong rationale for the proposed changes.
- **Visualise Information:** Utilise charts, graphs, and mockups to make your recommendations more tangible and easier to visualise.
- **Highlight Business Benefits:** Emphasise how the UX improvements will lead to tangible business outcomes, such as increased sales or customer satisfaction.
- **Be Prepared for Questions:** Anticipate potential questions or concerns and prepare clear, concise responses.

- **Tell a Story:** Use narrative techniques to create a compelling story that showcases the user's journey and the impact of your proposed enhancements.
- **Demonstrate ROI:** If possible, provide an estimate of the return on investment (ROI) that the UX improvements will generate.
- **Show Comparisons:** Present before-and-after scenarios or comparisons with competitors to illustrate the potential gains.
- **Be Open to Feedback:** Listen to stakeholders' feedback and be ready to adapt your recommendations based on their input.
- **Follow Up:** After the presentation, follow up with additional information or clarifications as needed to keep the momentum going.



This activity is complete when you have

- Engaged with the AI tutor in the Disney website UX evaluation case study and participated in class discussion to share your experiences and learn from others.
- Documented your analysis and recommendations for the Disney website UX evaluation case study in a short report (1-2 pages, or a copy of the chat transcript), which will form part of your **portfolio** (<https://lms.griffith.edu.au/courses/24045/pages/building-a-portfolio-for-assignment-2>)..
- Considered the type of UX experience for the scenario in your **application system design report** (<https://lms.griffith.edu.au/courses/24045/assignments/93487>)..