3 aspects of user experience

Following user experience best practices improves the quality of user interaction with, and their perceptions of, your website. The three best practices I chose to focus on were being accessible, useful, and findable.

Web sites should be accessible to people with disabilities. Ensuring that anyone who desires to access your site is able to do so without any unnecessary difficulty is not only good ethics, but good for business as well.

The site should serve a purpose, or be useful in some way. If the site is not contributing anything worthwhile to the market place, then there is no reason for it to exist. While usefulness is pretty subjective, there should be a discussion about what purpose the site is fulfilling before it is created.

Consumers will not waste their time on a website that is difficult to find or navigate. We should strive to always design sites with simple and logical navigation. If the site is frustrating to navigate, the user will simply leave.

Reference:

Morville, P. (2004). User Experience Design. Retrieved from <https://semanticstudios.com/user_experience_design/>