



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #9: USER
EXPERIENCE (UX)

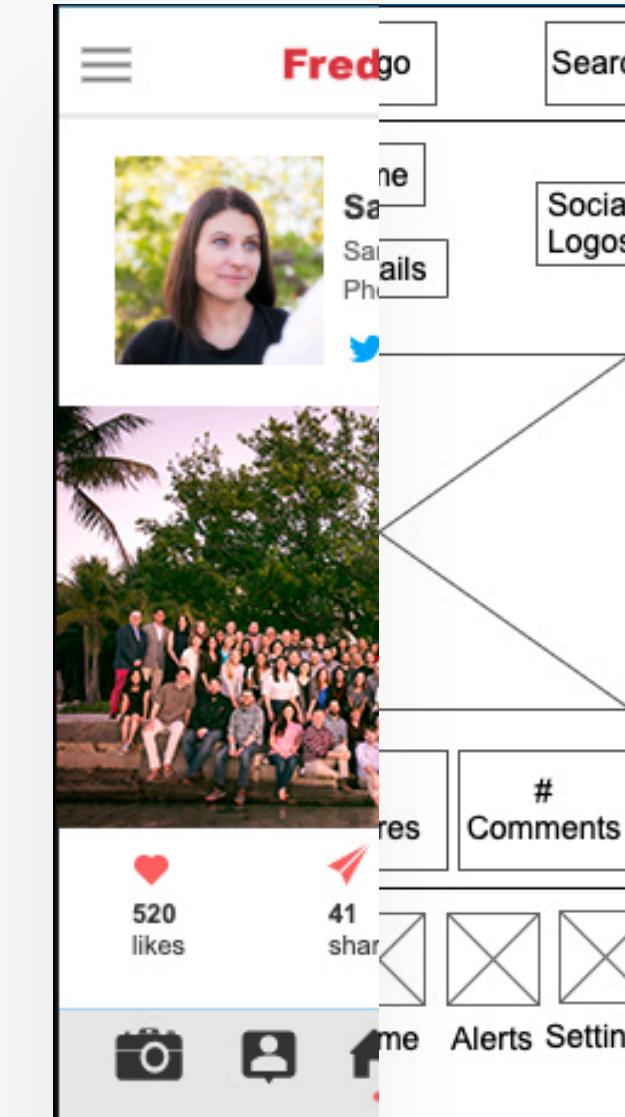
WHAT IS USER EXPERIENCE (UX)?

“ *Design is not just what it looks like and feels like. Design is how it works*”

– Steve Jobs

User Interface (UI) is the visual presentation of a product. It's how the graphical interface looks and feels like

- 👉 Layout
- 👉 “Personality”
- 👉 Typography, colors, icons, etc.



User Experience (UX) is the overall experience the user has while interacting with the product

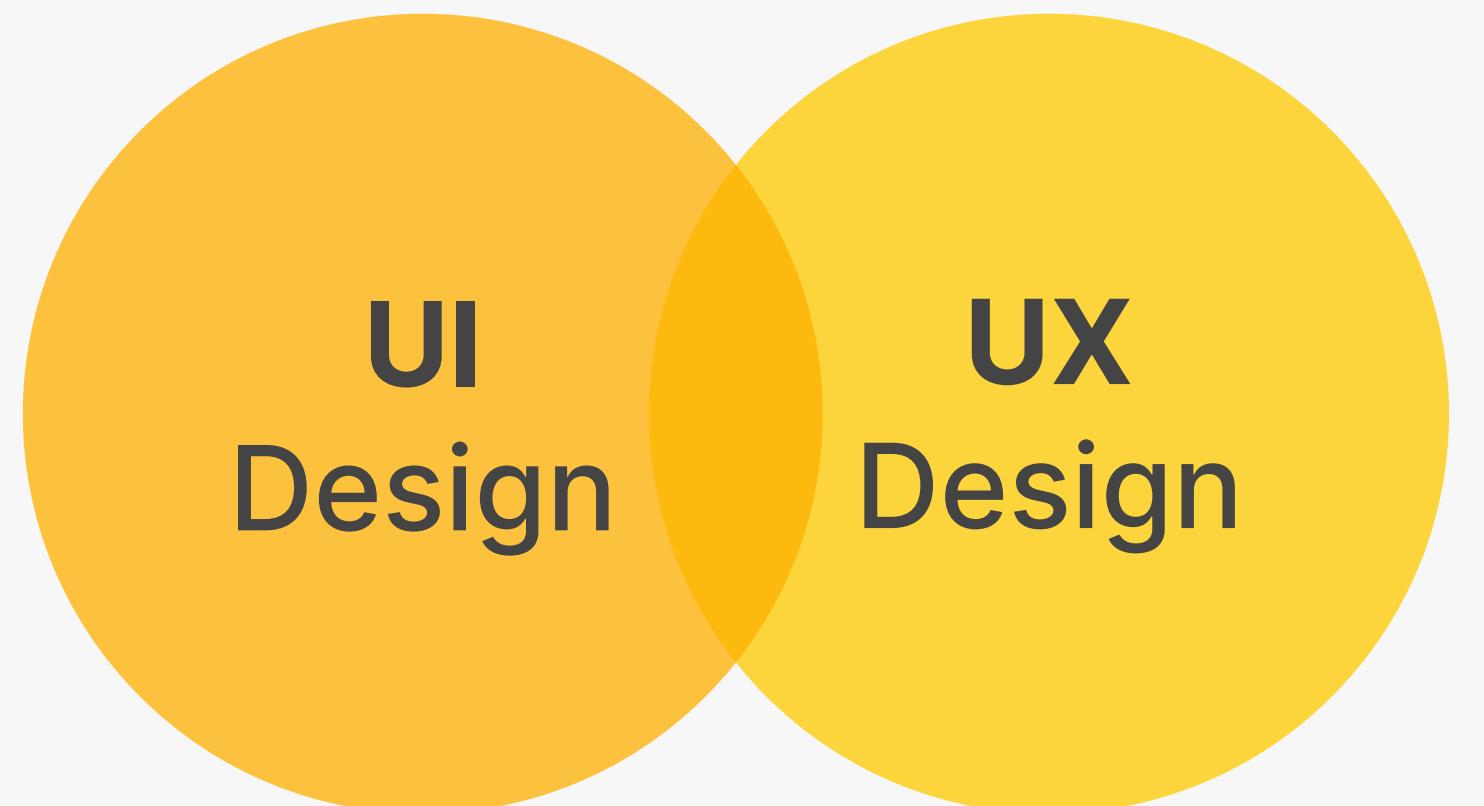
- 👉 Does the app feel **logical** and well thought out?
- 👉 Does the navigation work **intuitively**?
- 👉 Are users **reaching their goals**?

UI AND UX DESIGN

UI is graphical interface 🤝 UI Design is what makes an interface **beautiful**

UX is experience with interface 🤝 UX Design is what makes an interface **useful and functional**

👉 UX Design can not exist without UI Design!



UI →

Both are interfaces to get ketchup



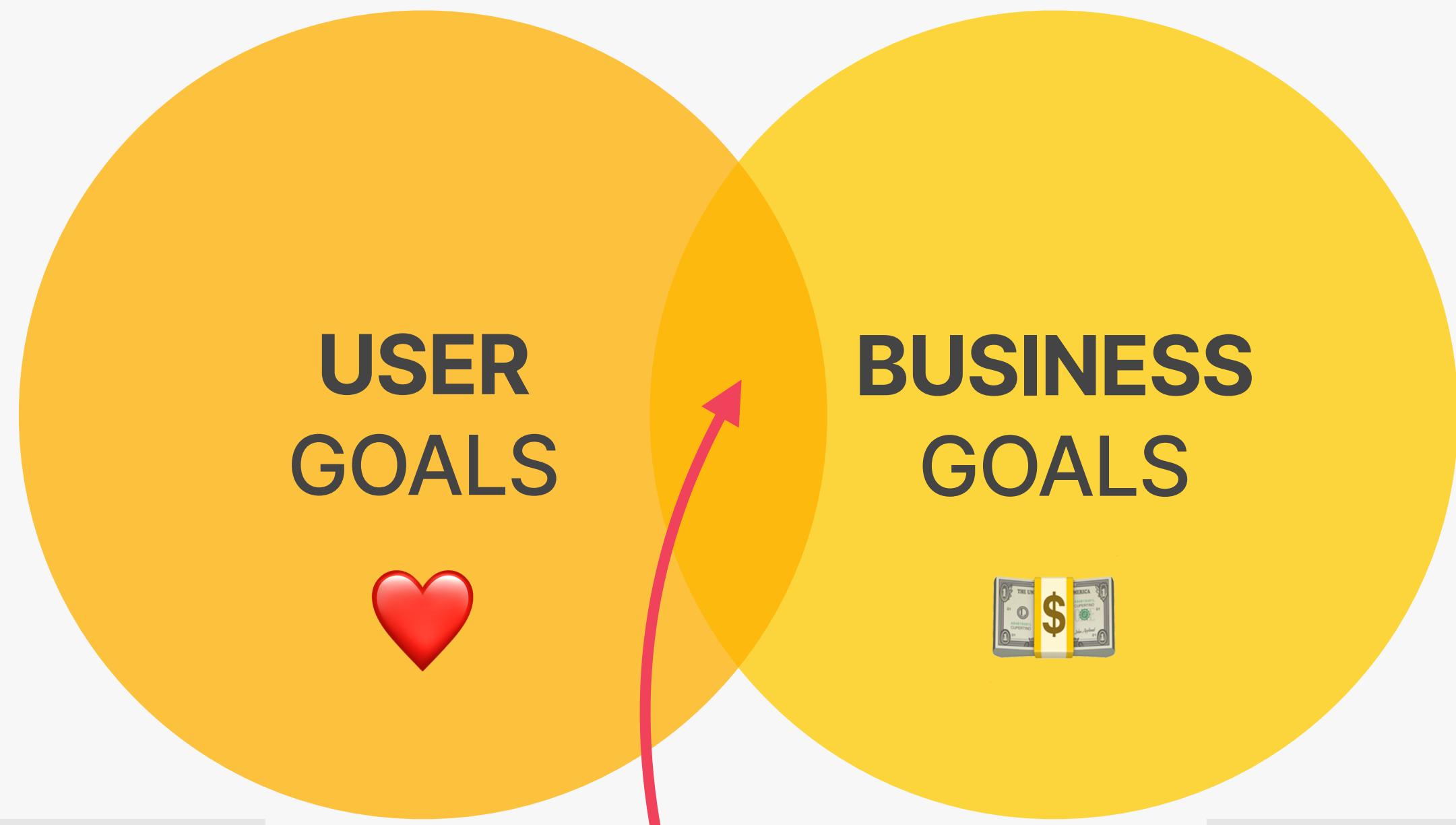
UX →

Each creates a different experience



UX DESIGN GUIDING PRINCIPLE: GOALS

👉 A website or application **exists for a reason**: a **user** has a goal for visiting it, and a **business** has a goal for creating it



EXAMPLE: Designing websites faster

Good UX design **aligns** the **user's goals** with the **business' goals**

EXAMPLE: Selling design kits for design tools

👉 **UX Example:**

for Sketch	for Figma	for Teams
\$48	\$48	from \$78
✓ Personal license ✓ Sketch files ✓ Auto-updatable Style Guide ✓ 200 Components ✓ 120 Wireframe layouts ✓ Free Updates	✓ Personal license ✓ Figma files ✓ Auto-updatable Style Guide ✓ 200 Components ✓ 120 Wireframe layouts ✓ Free Updates	✓ Team license ✓ Sketch & Figma files ✓ Auto-updatable Style Guide ✓ 200 Components ✓ 120 Wireframe layouts ✓ Free Updates
Buy for Sketch	Buy for Figma	Choose Your License

Highlighting an option in the product pricing table:

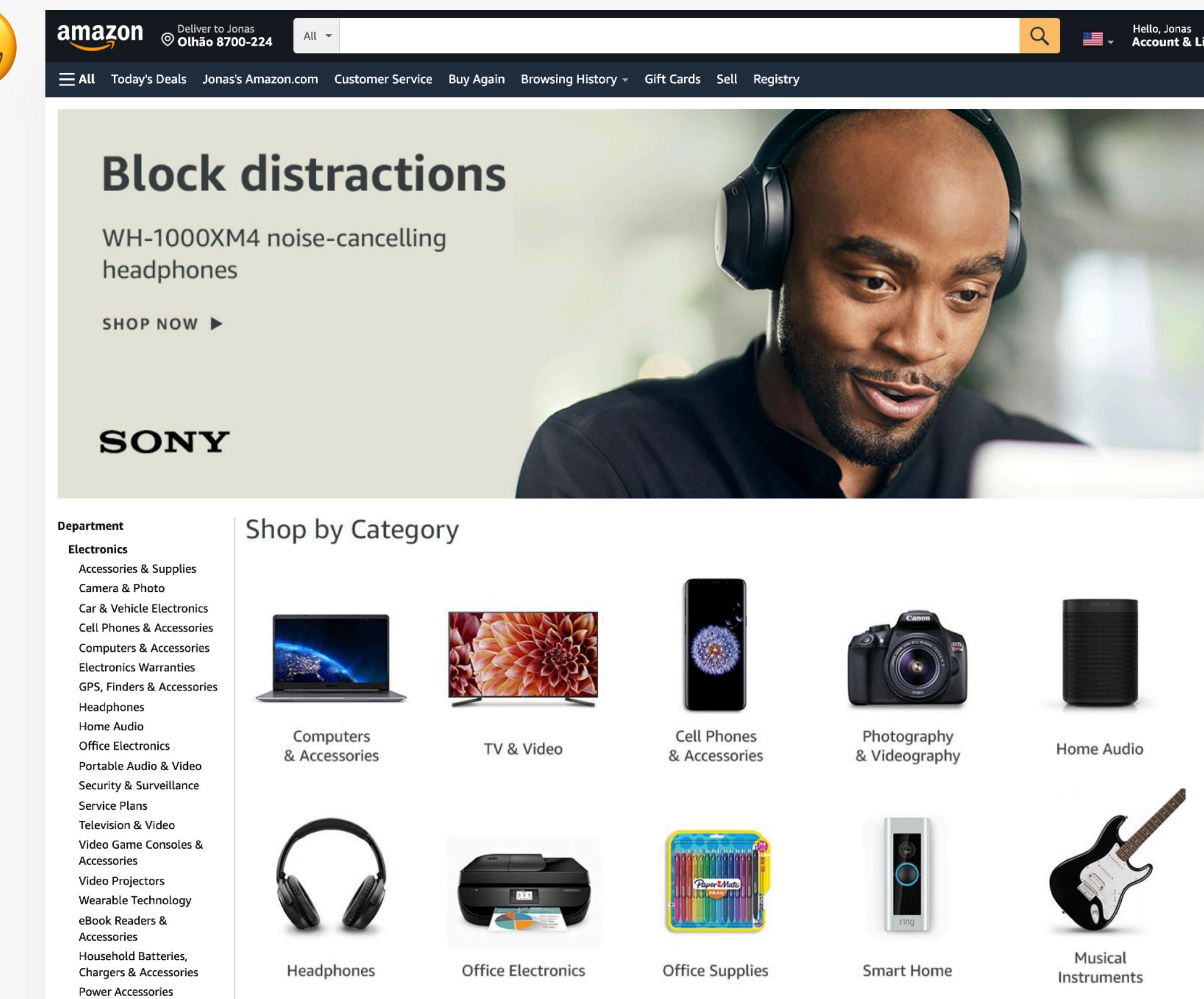
👉 Helps the **user** decide faster what is the best option ❤️

👉 Helps the **business** maximize revenue 💰

UX RULES FOR USABILITY

1 Don't design complicated layouts. Don't reinvent the wheel. Use patterns that users know



The image shows the top navigation bar of the Amazon website. It includes the Amazon logo, delivery information for Jonas Olhão 8700-224, a search bar, account options for Hello, Jonas, and a sign-in button. The main menu items are All, Today's Deals, Jonas's Amazon.com, Customer Service, Buy Again, Browsing History, Gift Cards, Sell, and Registry.

UX RULES FOR USABILITY

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2 Make your call-to-action the most prominent element, and make the text descriptive



€106 / night **Reserve**

CHECK-IN 3/10/2021	CHECKOUT 3/11/2021
GUESTS 1 guest	

€106 x 1 night €106
Service fee €0

Total **€106**

[Report this listing](#)



€106 / night **★ 5.0 (12)**

CHECK-IN 3/10/2021	CHECKOUT 3/11/2021
GUESTS 1 guest	

Reserve

You won't be charged yet

€106 x 1 night €106
Service fee €0

Total **€106**

[Report this listing](#)

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- 3 Use **blue text** and **underlined text** only for **links**!



Inaugural Address by
President Joseph R.
Biden, Jr.

JANUARY 20, 2021 • SPEECHES AND REMARKS



The Inaugural Address of the 46th President of
the United States, as delivered at the United
States Capitol.



Inaugural Address by
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JANUARY 20, 2021 • SPEECHES AND REMARKS

The Inaugural Address of the 46th President of
the United States, as delivered at the United
States Capitol.

Looks 100% like a
link, but isn't one!

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- 4 Animations should have a **purpose** and be **fast**: between 200 and 500 ms

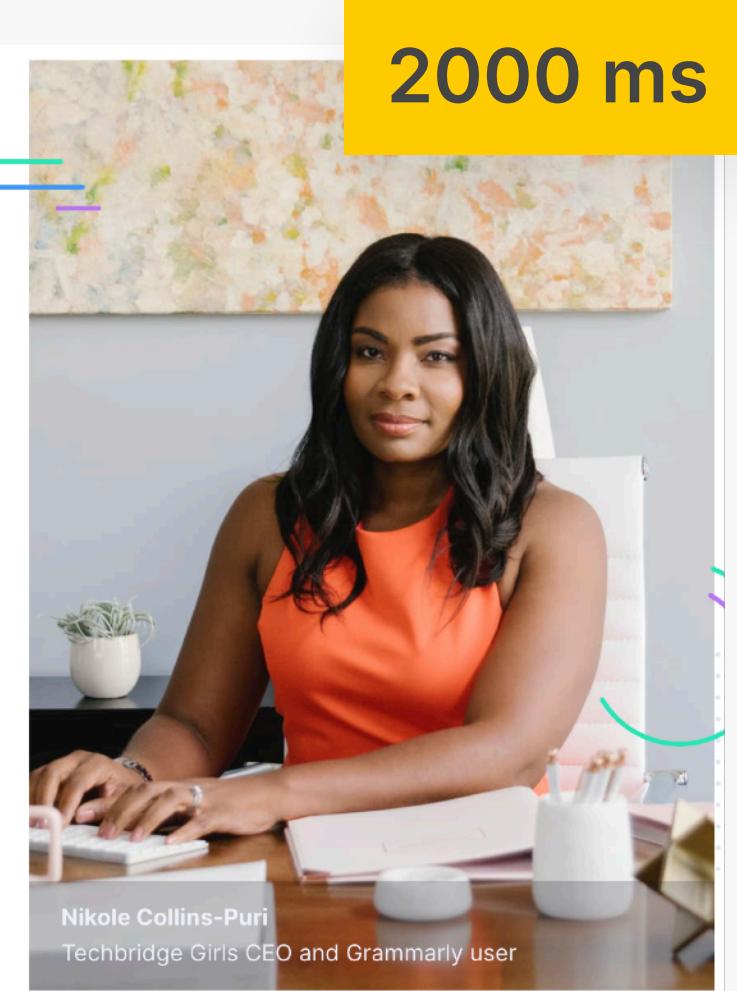


Professional Communication For Your Team

With Grammarly Business, every member of your team can compose credible, mistake-free writing that makes your business look good.

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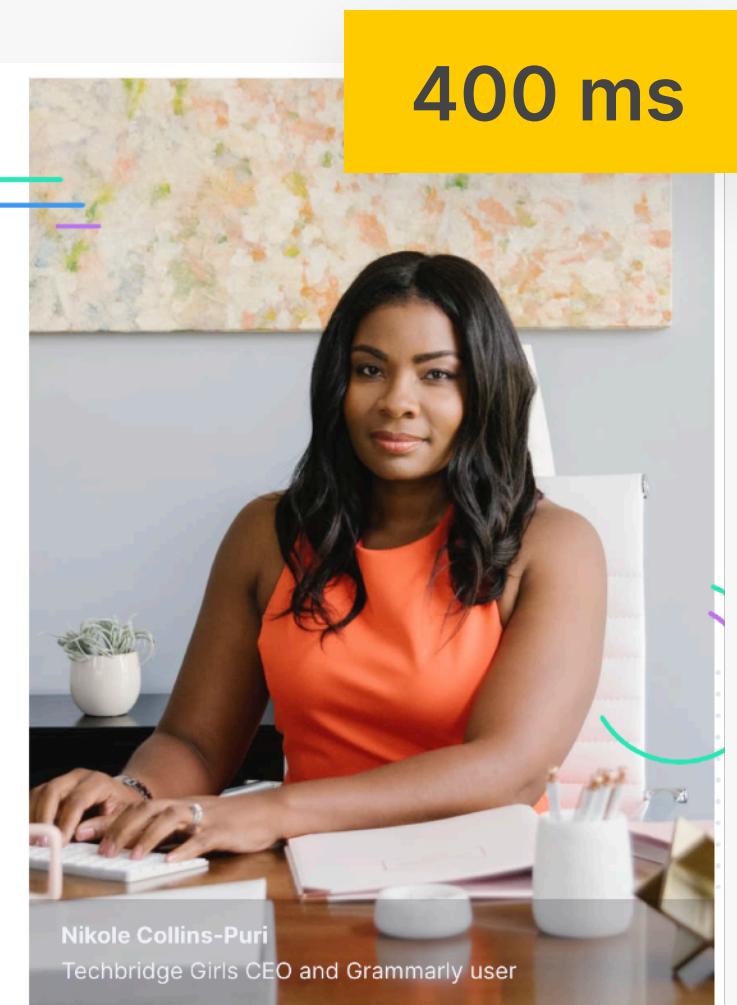


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5 In forms, align labels and fields in a **single vertical line**, to make the form **easier to scan**

Contact support

Question

Select your question... ▾

Tell us more—how can we help?

Your email address ⓘ

Send email

A screenshot of a contact support form. It includes fields for selecting a question, providing additional information, entering an email address, and a large blue 'Send email' button at the bottom. A thick red arrow points from the text 'In forms, align labels and fields in a single vertical line, to make the form easier to scan' down to the 'Send email' button, illustrating the rule of alignment.

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- 6 Offer users **good feedback** for all actions: form errors, form success, etc. **[web apps]**



Contact support

Question

Select your question...

⚠ Please choose a question to help us better assist you.

Tell us more—how can we help?

⚠ Please tell us more about your question.

Your email address i

⚠ Please enter a valid email address for us to contact you.

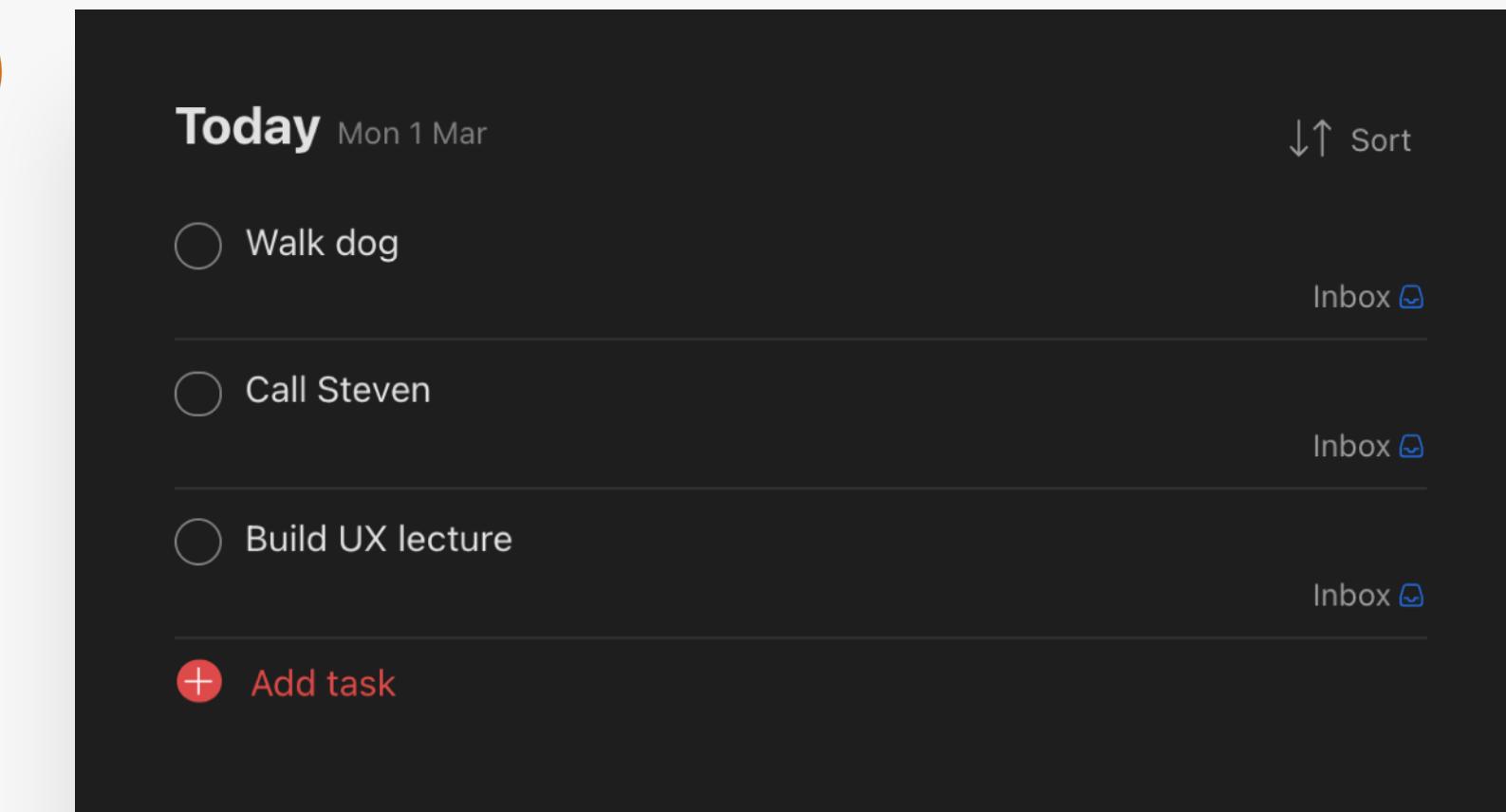
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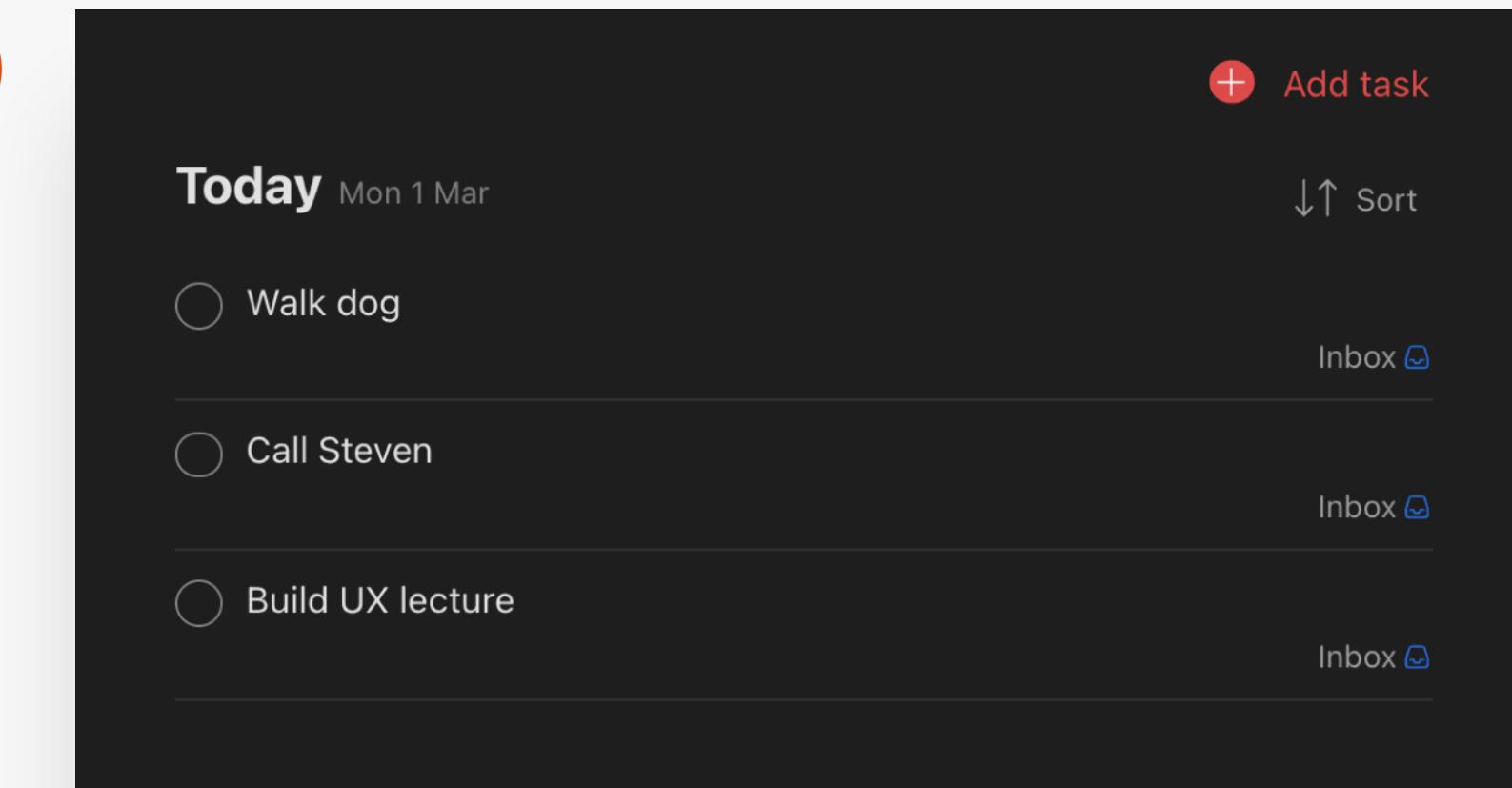
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6 Offer users **good feedback** for all actions: form errors, form success, etc. [web apps]



7 Place action buttons where they will **create an effect** (law of locality) [web apps]

UX RULES FOR WEBSITE CONTENT

- 8 Use a descriptive, keyword-focused headline on your main page. Don't be vague or fancy!



The AI assistant that grows your money.

Automate banner production in minutes

Greenlight makes it easy to leave feedback on any website.

The All-In-One Toolkit for Working Remotely.



Join the solar energy revolution

The way you work is evolving. Is your hiring software?

Meaningful Insights Without the Click of a Button.

Is design growing your product?

UX RULES FOR WEBSITE CONTENT

- 8 Use a descriptive, keyword-focused headline on your main page. Don't be vague or fancy!
 - 9 Only include relevant information, efficiently! Cut out fluff and make the content 100% clear



The image is a screenshot of the Basecamp website. At the top left is a large yellow smiley face icon. To its right is the Basecamp logo and navigation links for 'How it works', 'Before & after', 'Get clients?', 'Pricing', 'Support', and 'Sign in'. Below the smiley face, there are three five-star review snippets: 'extremely user friendly!', 'perfect solution for remote teams!', and 'truly amazing!'. The main headline is 'The All-In-One Toolkit for Working Remotely.' A sub-headline explains the transition from a scattered team to one organized in Basecamp. A yellow button says 'Give Basecamp a Try' with a count of 4,323 companies signed up last week. A large callout box titled 'Honcho Co' shows how Basecamp's various tools like Message Board, To-dos, Group Chat, Schedule, and Project Activity help manage remote work. Handwritten notes on the page highlight features: 'Create a place in Basecamp for each project or team.', 'Get set up to work remote', 'Involve everyone who's working on the project.', 'See what happened when no meetings required.', and 'Use dedicated tools to discuss, give status updates, plan work, share files, and more.' At the bottom, a section about the book 'REMOTE' is shown with its cover and a quote: 'We don't just make software for remote work; we wrote a popular and influential book about working remotely too. REMOTE shows both employers and employees how they can work together, remotely, from any desk, in any place, anytime, anywhere. Avoid common pitfalls, learn best practices, and get up to speed quick.' A link 'learn more about REMOTE' is at the bottom right.

The image shows the homepage of Avocode, a design tool. At the top, there's a navigation bar with links for PRODUCT, SOLUTIONS, LEARN, PRICING, DOWNLOAD, BLOG, LOG IN, and SIGN UP. The main headline is "Save time working with design files" with a checkmark icon. Below it are four icons: Hand-off, Inspect, Get assets, and Review. A large green cartoon avocado character is on the right. There are also icons for XD, Sketch, Photoshop, and Illustrator. A "START FREE TRIAL" button is visible. Below the main section are logos for Google, Congstar, Frontier Airlines, Panasonic, and American Eagle. The page features several sections demonstrating Avocode's features: "Handoff Designs" showing a link being sent; "Inspect Designs" showing code and assets; and "Copy-paste code & specs and export any asset" showing a comparison between Sketch and Avocode's interface. Testimonials from Kevin Bell and Cynthia Lynn Cooper are included.

UX RULES FOR WEBSITE CONTENT

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- 10 Use **simple words!** Avoid technical jargon and “smart-sounding” words



**Everything you need
to grow online.**

Simple tools for your big ideas. Start your free website trial today, no credit card required.

The only VPN you'll ever need

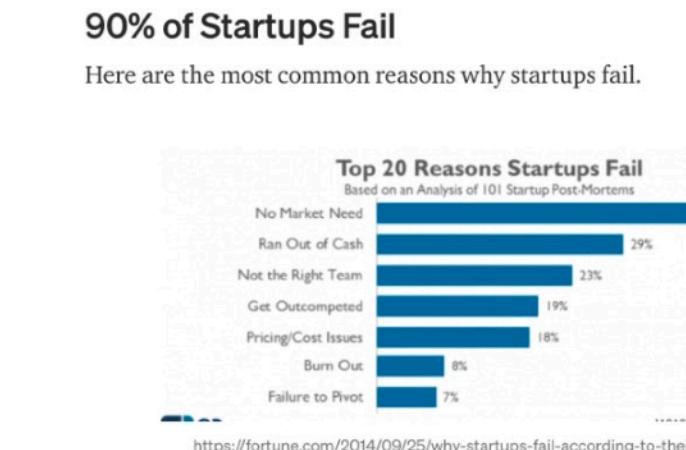
ClearVPN helps you access any content, secure your online interactions and bring your internet life to a whole new level with just one tap.

The modern way to build for the web

Webflow empowers designers to build professional, custom websites in a completely visual canvas with no code.

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- 11 Break up long text with **sub-headings, images, block quotes, bullet points, etc.**



I'd like to attract your attention on the top 2 reasons.

| “**No Market Need**” and “**Ran Out of Cash**”.

Those are actually closely related! If a startup is building a product nobody wants they will not get sales and thus will run out of cash.

So to put it bluntly, most of startups fail because they build something nobody wants. Wow!

But still, a lot of startups raise money from investors. Isn't it a sign that they're on the right track? Well, no...

There seems to be an **over-emphasis on money-raising** in the startup industry. But **raising money does not guarantee success**. There are tons of unprofitable startups that raised millions of dollars.

Conclusion

If you have to remember one thing out of this article, it is: **TALK TO USERS!**

- Talk to users **before** building
- Talk to users **while** you're building
- Talk to users **after** you've built

