

# RESEARCH ON UCD PRINCIPLES

## User Analysis and Knowledge:

- To learn more about the requirements, habits, and tastes of the target market, conduct extensive user research.
- Use methods like usability testing, surveys, and interviews to collect qualitative and quantitative data.

## Scenarios and User Personas:

- Create user personas that accurately reflect various user segments' motivations, objectives, and pain areas.
- To better understand how personas engage with the website and the tasks they must do, create user scenarios.

## Prioritisation of Content:

- Depending on user requirements and organisational objectives, determine and rank the most crucial content and features.
- To declutter the user interface, remove any stuff that is unnecessary or irrelevant.

## Mobile-first and responsive design:

- Adopt a responsive design strategy to guarantee a consistent user experience on a range of devices and screen sizes.
- Make the mobile experience a priority to serve the expanding mobile user base.

## Inclusivity and Accessibility

- Design the website with accessibility in mind and in accordance with WCAG standards to ensure that people with impairments can use it.
- Alternatives for audiovisual information, understandable text, and simple navigation should be provided.

## Transparent information architecture

- Use logical and intuitive content organisation techniques, including labelling and obvious navigation.
- To make user navigation and discovery easier, use categorisation and grouping.

## Consistency and Reconnaissance:

- To lessen cognitive effort, keep visual and interaction consistency throughout the makeover.
- Utilise well-known design standards and patterns that users are familiar with.

### Navigation and User Flow:

- Create user flows that smoothly guide users through their journeys.
- Make sure that pages and features transition smoothly, reducing the need for retracing.

### Testing and Interactive Prototyping:

- To imitate user interactions and verify usability, create interactive prototypes.
- Utilise usability testing with actual users to pinpoint issues, unearth information, and improve the design.

### Visual Clarity and Hierarchy:

- Create a logical visual hierarchy that highlights crucial components and guides user attention.
- In order to improve reading and visual clarity, use whitespace and typeface.

### Performance Enhancement:

- Reduce page load times and provide seamless interactions to improve performance.
- For quicker rendering, eliminate unused scripts, optimise code, and compress graphics.

### Advice and Comment:

- Give users interactive and visual feedback for actions like button clicks and form submissions.
- To foster a sense of community, incorporate user-generated material and encourage user evaluations.

### Designing iteratively and advancing continuously:

- Accept an iterative design process where you make small adjustments based on analytics and user input.
- Keep an eye on data for engagement, user behaviour, and website performance.

### Collaboration and Documentation:

- To ensure that team members understand each other's perspectives, document design choices, justifications, and guidelines.
- To agree on goals and expectations, encourage collaboration between designers, developers, and stakeholders.

### Flexibility and User Empathy:

- Develop empathy for the needs and emotions of your users when making design choices, and put their needs first.
- Maintain your flexibility to adjust to shifting user needs and organisational needs.

The front-end team can make sure that the redesign process puts people first by following these UCD principles, leading to a user-friendly, aesthetically pleasing, and highly functioning website that satisfies user needs and business objectives.