

User Experience Design

Lesson 1 Summary

What do you now know about some of the key user tasks and questions users might have related to the homepage? What is the most common homepage mistake? Can you remember? Doing this will mean users will head in the direction of the competitors. How and why is Twitter used on a homepage?

What are some typical homepage goals and why are these important? Recall these key pieces of a homepage wireframe:

- 1. Communicate a clear proposition
- 2. Promote the best sellers
- 3. Maintain easy access to the main site categories
- 4. Provide reasons to trust
- 5. Conventional location of site tools
- 6. Make it easy to drill down to lower levels

Were you able to visualize each of those pieces on the sample wireframe from your reading for this lesson? Could you expand further on why each is important? Can you list some of the top homepage tips and common mistakes? If so, you are now ready to move onto the next lesson in this section.

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