What are some best practices for designing a website that maximizes user experience?

Jen Kramer

To maximize your user experience, you need to start with a user experience process. And so, again, what you would want to do is to think about things like, what are the goals for our website? What are the goals for our users? Who are our users? What do they want to get out of the website? What it--features and functionality do we want to have, the information architecture? What is the user journey? How do people actually come to the website? Are they coming through social media? Are they coming through Google? Are they coming through TV or radio advertising? It could happen.

So, once you understand the problems that your users are trying to solve and you understand how they're coming to you and you also understand their mental models, how do they think about these particular problems, then you can start to design a solution that's for them.

One of the biggest problems that beginning designers have is that they think about designing for themselves and what's obvious for themselves. And unfortunately, you are not everyone. It's far more important for you to understand exactly who is your user, how they think, and how they are going to want to solve this particular problem and then create a solution that works for them.