

## User Experience (UX)



Suppose you visit a visually stunning website that is so difficult to navigate you can't find the information you need. Frustrated, you exit the website and go back to Google. Having a beautiful color scheme and compelling images is only half the battle of web design; it is vital to consider user experience.

**User Experience (UX)** is how a visitor *feels* when interacting with a website. Is the experience intuitive and straightforward? Or confusing and time-consuming?

UX designers work to create positive user experiences by evaluating the elements that comprise a website's interface, including the layout, text, and visual design, such as shapes and colors. In addition, UX designers spend a great deal of time researching the site's audience(s) and optimizing the website to meet their expectations and needs.

User experience is the sum of the following areas: (Please click on the following tabs to learn more.)

### ▸ Information Architecture

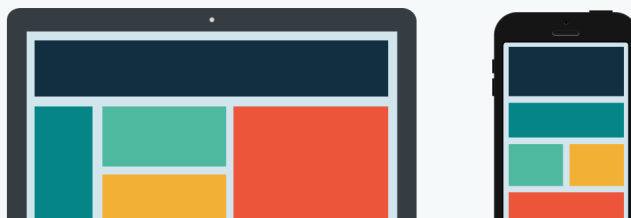
Information architecture refers to the process of organizing websites. It deals with organizing content in such a way that the right information is easily discoverable, and establishing clear navigation that is consistent across all pages.

### ▸ Readability

Web designers must remember: many website visitors tend to scan—not read—website content. A typical pattern for site visitors is to scan through the content of a page until something interests them, and then they switch to more careful reading to find out more.

For this reason, it's important to avoid lengthy paragraphs and burying important ideas or bits of information within a larger chunk of text. **Readability** depends on clear, straightforward typography, appropriate colors, and the right amount of contrast. White space and visual hierarchy are two critical design elements that improve readability.

### ▸ Responsiveness





Mobile traffic is more important than ever. **Responsiveness** addresses that today's websites must accommodate multiple screen sizes and accessibility technologies. When testing a website on a mobile device, it is essential to keep an eye out for potential issues, like content that isn't scaled correctly.

## ▸ Usability

**Usability** refers to a visitor's ability to arrive on a website, use it with ease from the beginning, and complete his or her desired objective. For example, a shopper on an e-commerce site should move through the shopping and checkout process without any obstacles. Usability provides an essential contribution to UX; after all, low usability can result in poor user experience.

Usability influences the following:

- Font size and color
- Navigation
- Functionality of dynamic elements, such as slideshows
- Layout colors
- Headings and paragraphs
- Website speed
- Website downtime
- Broken links and missing pages

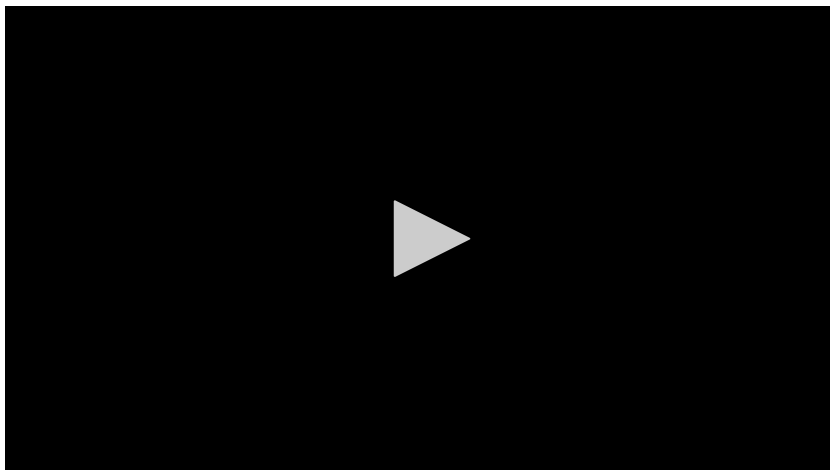
## ▸ Accessibility

**Accessibility** is about designing for users with disabilities, such as those with visual or auditory impairments. Web designers must learn to create with accessibility in mind by following the accessibility standards from the [Web Content Accessibility Guidelines \(WCAG\)](#).

Below are a few accessibility standards from WCAG:

- Provide captions to all video and audio content
- Ensure the title of each page describes the topic or purpose
- Apply consistent navigation mechanisms across each webpage

## Video Commentary: UX Best Practices



[View the Transcript](#)

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## User Interface Design (UI)



While UX tries to influence the emotional response of website visitors, **user interface (UI)** design focuses on the actual flow of tasks a user can perform on a website. This flow includes the buttons users click on, the text and images that guide them, and other interactive items that may exist on the webpage, such as animations and transitions.

UI designers are responsible for how a website's interface looks and works. This may sound similar to what a Web designer does. However, the difference is that the scope of Web design is much broader than just UI design.

UI designers make user interactions as intuitive and straightforward as they can be. At the same time, a Web designer must also know and apply color theory, typography, iconography, and brand messaging to the website as a whole, not just to the interactive parts.

UX and UI work closely together. While a UI designer determines how the interactive parts of a website work and flow for visitors, the UX designer determines how that all affects a user's experience or feelings around that interaction.

## User Experience (UX) versus User Interface Design (UI)

Today, the skills of a UX designer, a UI designer, and a web designer are blurred. Web design is becoming an over-arching term that includes UX and UI. Because of this trend, professionals need to learn critical skills from each specialty to strengthen and optimize their design skills.

### The Difference Between UI Design and UX Design

It's easy to confuse the difference between UI design and UX design. There's an old saying among UI professionals that makes the distinction clearer:



UI is the saddle, the stirrups, and the reins; UX is the feeling you get being able to ride the horse.

## Review Checkpoint

To test your understanding of the content presented in this assignment, please click on the Questions icon below. If you have trouble answering any of the questions presented here, you are always free to return to this or any assignment to re-read the material.



1. True or False?

A common pattern of behavior for website visitors is to scan—not read—website content.

a. True

**Correct. This statement is true. A common pattern of behavior for visitors is to scan through the content of a page until something resonates with them, and then switch to reading to find out more.**

b. False

**Incorrect. Try again.**

2. \_\_\_\_\_ refers to a visitor's ability to access a website, use it with ease, and complete a desired objective.

a. Accessibility

**Incorrect. Try again.**

b. Content readability

**Incorrect. Try again.**

c. Usability

**Correct. Usability refers to a visitor's ability to arrive on a website, use it with ease from the first visit, and complete his or her desired objective. Usability provides an important contribution to UX; after all, low usability can result in a poor user experience.**

d. Interface

**Incorrect. Try again.**