

User Experience Increases Website Conversions

*How to get out of the way and just help people get sh*t done.*



User Interface (UI) vs. User Experience (UX)

User Experience is:

- Usability
- Copywriting & Graphic Design
- Research based & tested
- Information Architecture
- Interaction Design
- Psychology & Philosophy



User Interface is:

- Part of User Experience
- Action Buttons
- Navigation Styles
- Controls
- Visual Design
- Branding

"UX is the intangible design of a strategy that brings us to a solution"

Know the User Experience Honeycomb



- 1. Useful** - Is your website useful in any way?
- 2. Usable** - Is it easy to use? Is it quick to load? Does it fit in view?
- 3. Desirable** - Does it balance efficiency with the power/value of design?
- 4. Findable** - Is it easy to navigate around your website?
- 5. Accessible** - Is it digestible by people with disabilities? Colorblindness?
- 6. Credible** - Do people trust what they are being presented?
- 7. Valuable** - Does it contribute to your bottom line while improving customer satisfaction?

User Experience Can Not Be Designed



WHY? Because the USER is part of user experience & you can not 'design' the users expectations, situations, or responses.

**But Wait...
THERE'S
MORE!**

Websites Can be Designed *FOR* User Experience

Your potential/repeat customers, while unable to be controlled, can be presented with a website that solves their current problem.

Designing to solve problems is a great way to EARN their business.



7 Ways to Provide a Better UX Today

- 1. Be smart with your web forms
- 2. Reduce page load times
- 3. Add directional cues
- 4. Don't assume – users are dumb
- 5. Make your content readable
- 6. Use recognizable icons & design elements
- 7. BE MOBILE FRIENDLY



Why Choose Boost2Business For Your Website?

- 1. We understand User Experience
- 2. We understand internet users & expectations
- 3. We exceed expectations (of both users and our clients)


