

**27 UI/UX BEST
PRACTICES
YOU CAN'T AFFORD
TO MISS**

27 TOP BEST PRACTICES
FOR UI/UX DESIGN



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27 TOP BEST PRACTICES FOR UI/UX DESIGN



Great design goes a long way. The experience visitors have with your website sets the stage for their relationship with your product, your company, and your brand. A coordinated UI/UX design will produce a website that is visually attractive as well as easy to navigate for your users.

So much of website design controls how your brand interacts with prospects and customers. But what if users find your site confusing and can't find what they are looking for? Consider what happens if visitors don't want to wait for a page to load on your site. What happens if they can't locate a call to action such as a link to your contact form or button to download your content offer? Chances are they'll bail, as the average user attention span is getting shorter and shorter.

User interface (UI) and user experience (UX) design can help you solve these problems.

While each has a different focus, they can work together to create the most effective digital design. UI design is essentially concerned with graphics, page layout and formatting layout while UX design centers around the way users interact with and move through a site.

Whether you have a simple "brochure" site, a software-as-a-service platform, or an ecommerce website, using time tested and proven UI/UX design principles are an absolute must for optimizing your site.

In this article, we put together the top eight out of 27 UI/UX principles and best practices selected by our team of seasoned UI and UX design professionals. If you consistently put these into action, you're sure to be miles ahead of the crowd with a platform that not only stands out visually but also maximizes your user's experience.



1

KEEP IT SIMPLE

People **spend less than 15 seconds on a website**. Keeping them focused on your brand's message requires a design that is clear and simple. This can be achieved by following the **"less is more"** concept and avoiding a busy, cluttered design.

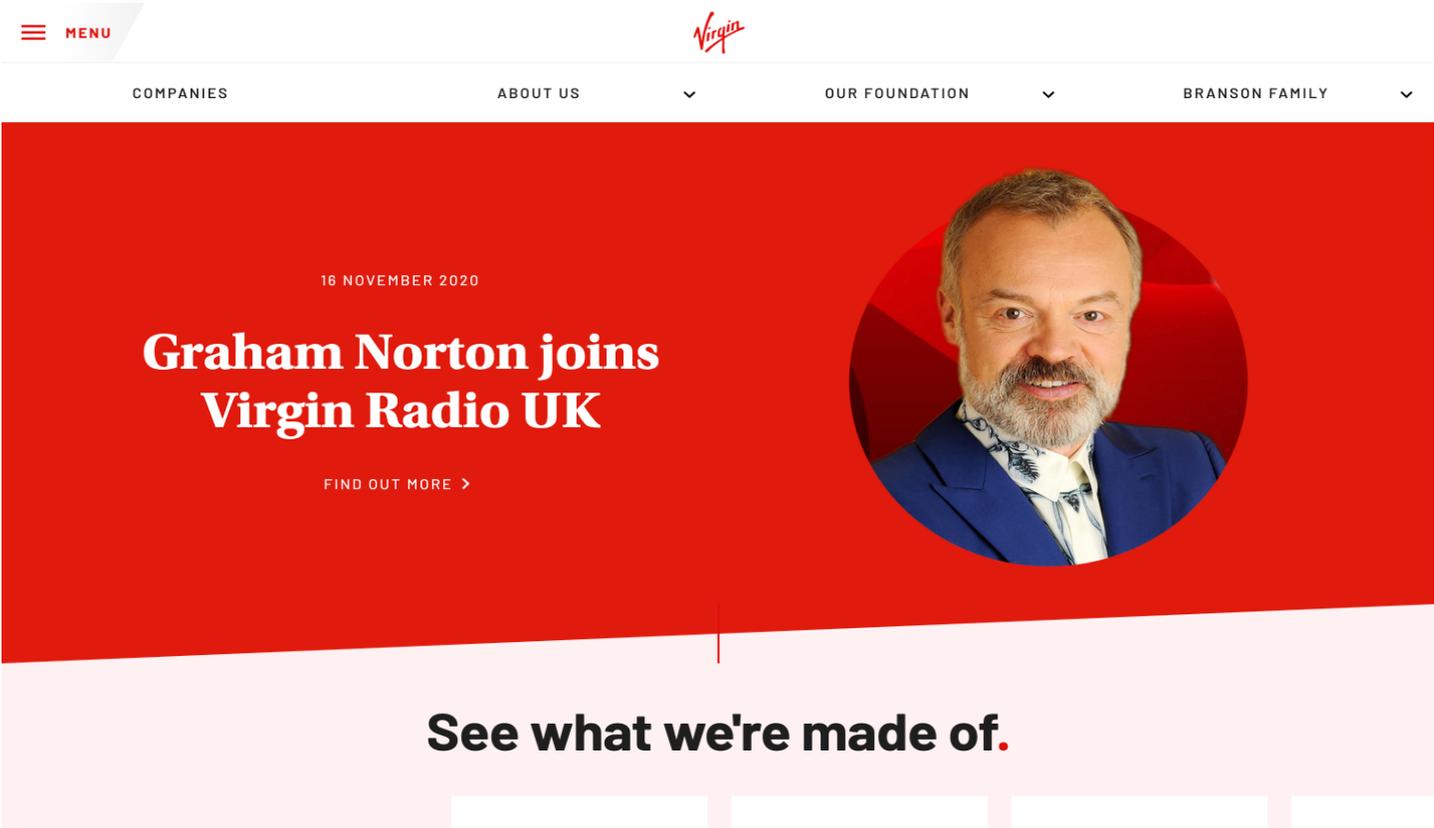
Users are more likely to find the key messaging on your website if they have less content to scroll through and fewer options to choose from. Minimizing the options on your site will increase the likelihood that readers will take the action your brand seeks, such as leading them through a sales conversion funnel. Imagine the best grocery store experience where everything along the way is exactly where you need it!

A simpler design also loads faster and reduces the bounce rate from your site.

Bonus points: this also boosts your site's search engine optimization (SEO)!

An excellent example of simple design is Virgin's **website**, which gives you enough information to keep you interested without overloading you. Despite the fact that Virgin is a large conglomerate, the site presents the brand in a simple, clean way. Of particular interest is how the navigation is laser-focused down to four primary menu items in the header.

A perfect example of "less is more."



2

USE CONSISTENCY

Readers will find it easier to scroll through your site if you use consistency in your design. This applies to your colors, fonts, buttons, layout structure, photograph style and more. The point is to make these **design components** familiar to your users, which helps make things more intuitive and predictable. And people do like predictability!



“Predictability in UX can be defined as how much a user can successfully foresee the result of an interaction.”

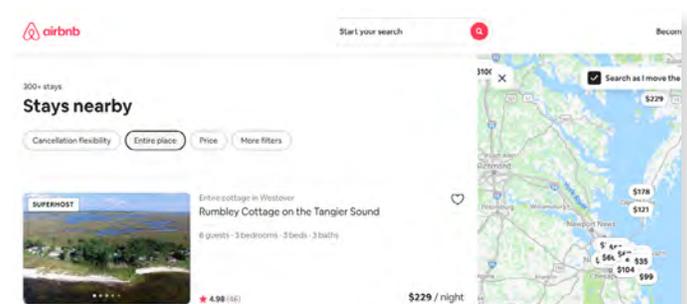
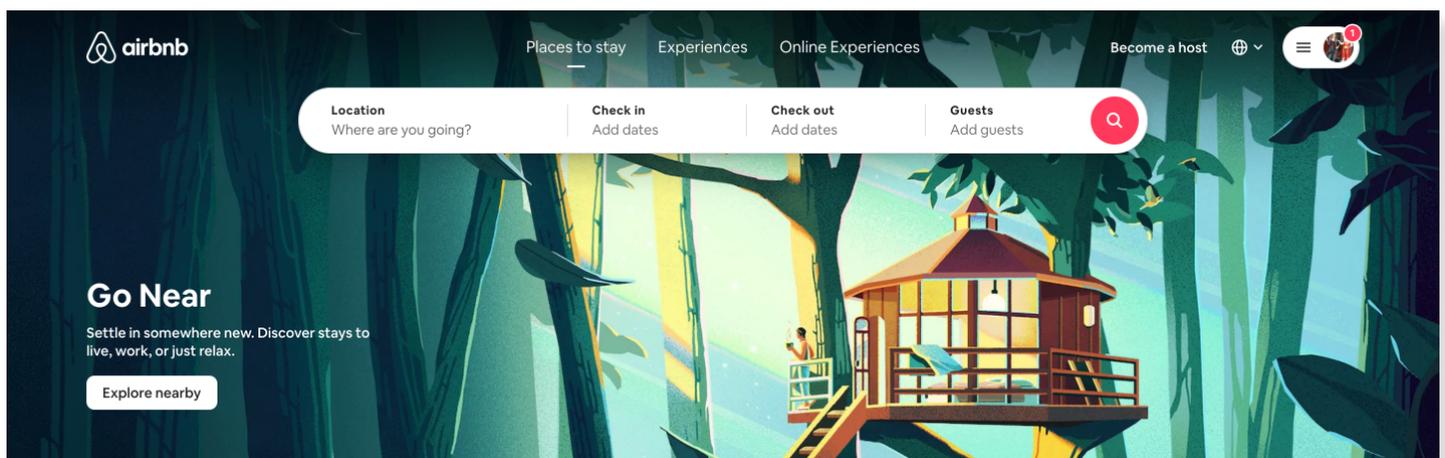
Beyond the internal consistency, website visitors also like to make connections with design conventions used across the web. The location of

navigation buttons, the option to “read more” on content, and the use of autofill on a web forms are all common design features across the digital landscape.

All of this consistency takes out the guesswork users may have when trying to interact with your website.

Airbnb does a fantastic job achieving consistency with the visual elements on its site.

The brand relies heavily on “cards” to create this uniformity: big cards, little ones, some in-betweens, simple cards and more complicated ones. These cards can be sorted when you’re looking for experiences or places to stay, but ultimately you can expect a few consistent elements—a stunning photo, a title to capture your attention and a variety of details deemed important at that phase of your journey.





BE INTENTIONAL

Choose the elements of your design with a purpose in mind. The colors, visual elements and layout you select should all be intentional and not just because they look good.

Looks aren't everything! Design is more about how something works than how it looks. It's about both form and function.

Here are some guidelines for designing with intent:

- **Choose a color** because it's part of the brand identity guide or because it evokes a desired emotion.
- **Choose a font** because it shows personality and allows the user to more easily read your content.
- **Choose a visual element** that helps users accomplish a task on the site.
- **Choose a layout** that showcases the most important parts of your design and that improves site navigation.

When in doubt, challenge the intent even when it may be uncomfortable. You may need to question why you want things done a certain way. By doing this, you can uncover the rationale behind design decisions.

One example of intentionality can be found in a visit to **Koval's** website, a web production company. Upon arrival, the user is greeted with many distractions. While this goes against the 'less is more' philosophy that makes for a clean user experience, the company's site experience fits its motto: "We create fast sites from which no one will escape." True to form, as you scroll down the page and hover, things move, they change and you just might find yourself entranced.

Be honest. How long did the website capture your attention?



4

SET EXPECTATIONS...

Along the lines of using consistency to create predictability, users also want their expectations for browsing your website to be met. They want to understand what will happen if they take an action on your platform. Tell users what the buttons on your website are intended to do. If the button will sign them up for your newsletter, add appropriate text on the button—"Sign Up Now" or "Join Our Email List"—that tells them exactly what will happen if they submit their email address.

Another feature readers will appreciate is an animated loading graphic. These **"loaders"** will let them know that the page is not frozen if there is a wait time while something loads.

Meeting your users' expectations requires some design elements that may be obvious. For example, give commonly used names to the headers on the navigation menu. This will reduce any potential frustration readers may have while navigating and becoming familiar with a new platform.



5

...WHILE EXPECTING THE UNEXPECTED

Don't assume that everything will work out as you expected! There will always be exceptions to the rule. If you assume that your target audience is tech-savvy, for example, you'll likely have someone in the crowd who is not. For users who are not digital natives, make sure the tabs and buttons on your site are clearly marked so that they can easily understand how to navigate through your site. Don't abandon them to wander the proverbial halls in awkwardness - they'll probably leave!



"There will always be exceptions to the rule."

If you expect that everyone's internet connection is fast, you won't reach users who have low bandwidth and can't download large images. To avoid this problem, avoid using complex graphics or custom typefaces that not all users will be able to access.

While your analytics may show that your visitors are primarily on desktop computers, don't rule out the potential mobile device audience. Make sure your site is user-friendly on all devices and not just targeting a specific screen size.

Bonus points (again): Mobile-friendliness is a critical factor for good search engine optimization as well. In fact, most things that improve user experience will also assist with your site's SEO, including the next two items in our list.

6

A HOSPITABLE SITE IS ACCESSIBLE AND INCLUSIVE

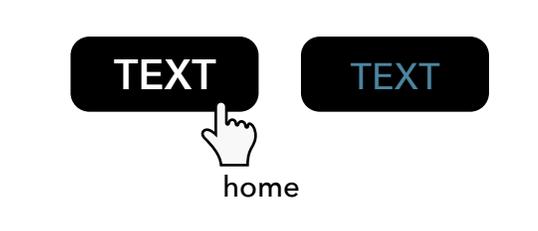
How will users who are colorblind or have a hearing impairment experience your site? Creating a website that is disability-friendly might not be something you “see” right from the start—unless you happen to be someone who needs to navigate the platform using accommodations.

Try using a screen reader, assistive touch or a colorblind web page filter and you’ll have an entirely different perspective on whether your site is truly accessible. The first step in making your site available to all users is to determine whether your site’s design creates obstacles for users with disabilities.

Here are a few tips for providing an accessible site:

- **Choose black text on a white background** instead of colored text.
- **Use subtitles** on videos posted on the site.
- **Use descriptive alt tags** on images so screen readers can describe them for the user.
- **Create larger buttons** for people with fine motor skill difficulties (or those of us prone to “fat-finger” syndrome).

You can test your site’s accessibility at [WebAccessibility.com](https://www.webaccessibility.com) to see where it ranks. After reviewing the results, make the recommended modifications to ensure your website can be used by anyone—no matter how they view it.



7

USE RESPONSIVE DESIGN

Mobile usage has surpassed desktop usage and each year its share of online traffic rises. That’s why you need to use responsive design on your site so that users can **easily read and navigate it on any device.**

A website design that isn’t mobile responsive may, for example, force users to enlarge the text on the screen to make it legible. Most often, readers who have to adjust the site on their cell phone to work around your non-responsive design will simply give up and leave your site.

Providing a responsive website doesn’t only enhance the user experience. In fact, Google awards higher rankings to sites that are mobile-friendly,

which translates into higher traffic on your site. (There’s that SEO, again!) Responsive websites load more quickly, look great on every screen, and are easier to update.

It’s critical to make a positive first impression on users coming to your site from mobile devices. If you don’t, you might lose them to competitors’ more mobile-responsive sites.

AltaFoodcraft, a company that provides office coffee and refreshment services, has a fully responsive website. If you **look at the site** on a cellphone, the home page is easy to read and navigate because it has been optimized with a responsive design.



PLAN FOR THE FUTURE

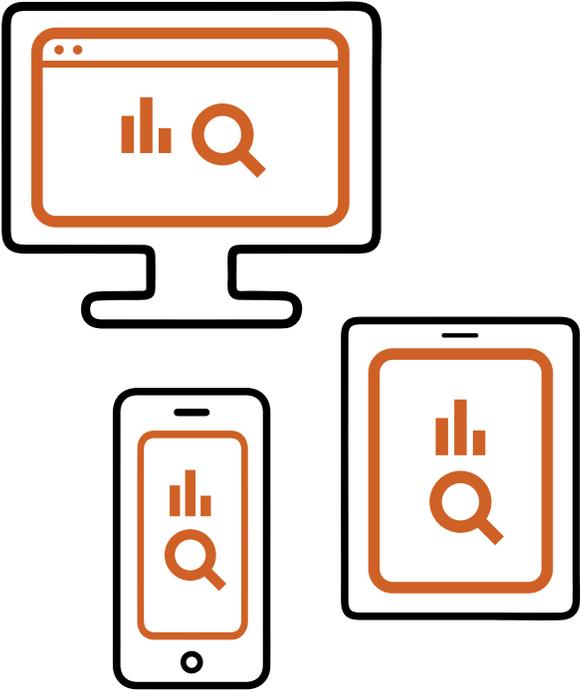
While building the website or mobile app that you need now, take into account that your site will likely change in the future. That is why you should create your site on a framework that's flexible enough to allow you to adapt, change and expand as your business grows.



"Take into account that your site will likely change in the future."

Choose your tools wisely so that you will not end up with a site with components that cannot be updated. A case in point: Adobe Flash was once a standard software platform that was used for the production of animation, apps, and mobile games. Yet Adobe has announced it will no longer update or maintain Flash after 2020, which means web developers will have to switch to alternate solutions if they haven't already.

Another way to future proof your website is to monitor how your website performs. By using solid tracking and reporting from the start, you will have the data you need to guide future decisions.





LIVE INSIDE THE BOX... MOST OF THE TIME

Industry standards are there for a reason. They have brought user patterns and habits to the forefront and can guide us in understanding how users think. Play it safe and don't try that nifty diagonal navigation bar you've been dying to try. It's cool to you, but it's going to be an adjustment that users will need to learn. And it won't help them get there faster.

Unless you are really on the cutting edge of technology and your business is built around pushing the boundaries...live inside the box.

Understand what your **industry standards** are and follow them because most users expect them, whether they realize it or not.

There are plenty of opportunities to push the boundaries, and you should work with your UI/UX

expert to find areas where it's okay to stretch them. There are no hard-and-fast rules as to when this is appropriate. It will be very project-specific. A UI/UX expert will be able to conduct the necessary **user research to validate** if boundary-pushing design concepts are worth investing in.

For example, **Pitch**, the presentation software company, does a beautiful job breaking the rules on their website. As you scroll down the home page for the first time, elements pop out of the background, morph into something unexpected, shift and scream information at you. They're "Pitching" you and it works! The site is a great example of how sometimes thinking outside the box can work in your favor.

Pitch

Product ▾

Pricing

Company ▾

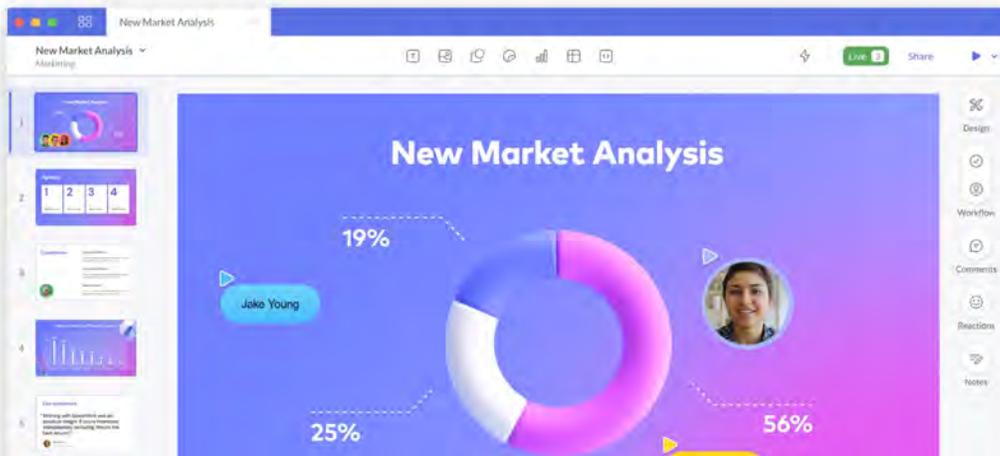
Jobs ⁶

Login

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The new face of presentations

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10

USE NATIVE FUNCTIONALITY

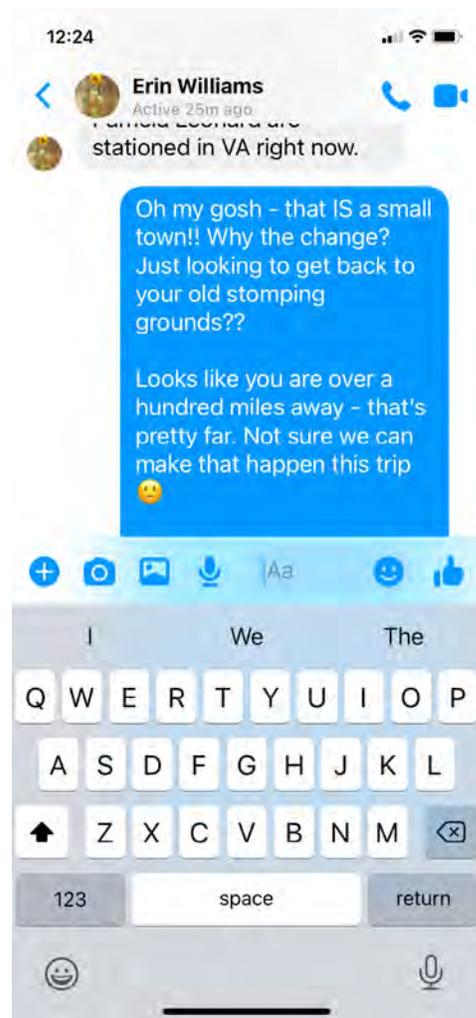
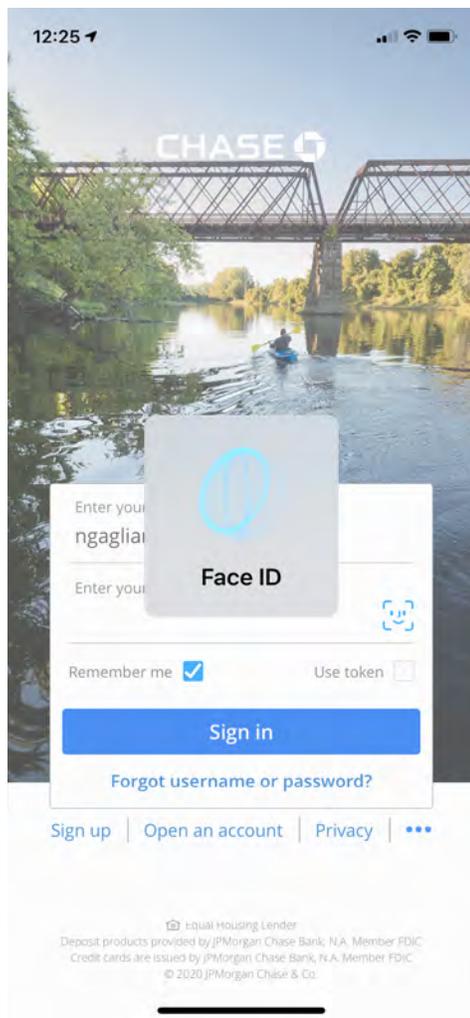
As you build your website or app, keep the **native** functionality that users are accustomed to. Users expect that their email will auto-fill, they know how to use the camera on their phone, and they understand how to find a file on their computer.

Don't reinvent the wheel when other companies have invested the time and resources into thinking through this part of the process. (But if you find something where that isn't the case, you've just hit a pot of gold!)

Devices like iPhones have a specific approach to sharing found content, printing a web page

or opening a document. Retain this functionality rather than creating a new process for it that users are unfamiliar with.

Users also expect to find a certain layout on a website, such as seeing navigation buttons or links for top level sections at the top of the page. While the location of these components is not considered native functionality, it's a design convention that will go a long way to helping your visitors get from point A to B.



11

STEP AWAY FROM THE SCREEN

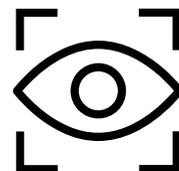
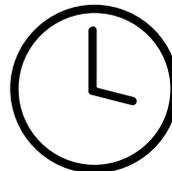
After the initial design of your site, it's important to take some time to step back. Grab a cup of **coffee**, take a **walk** and come back in an **hour** for a second **look**. (Remember the gifts of dialup internet that created a certain mandatory pause in our process?)

This pause will give you fresh eyes when you return. There is always something you might have missed—a font problem, a misspelled word or a navigation error.

Get feedback from others and for projects where it's appropriate. Conduct user testing before you go live with your software-as-a-service masterpiece. Adding user testing to your design process will show how your site will work in the real world and provide insights about user needs.

The process begins with identifying your goals for user testing and the ways that it can help ensure you're meeting the project's original requirements. For example, you might conduct user testing to see why your layout or button placement is not converting traffic on the site. Or you might test whether users can find content they are looking for on the site.

Since user testing is a complex task, it's critical that you work with a UX designer to get set up properly. If you want to get started fast, this **Quick and Dirty User Testing Guide*** is just what you need.



12

FOCUS ON THE USERS' NEEDS

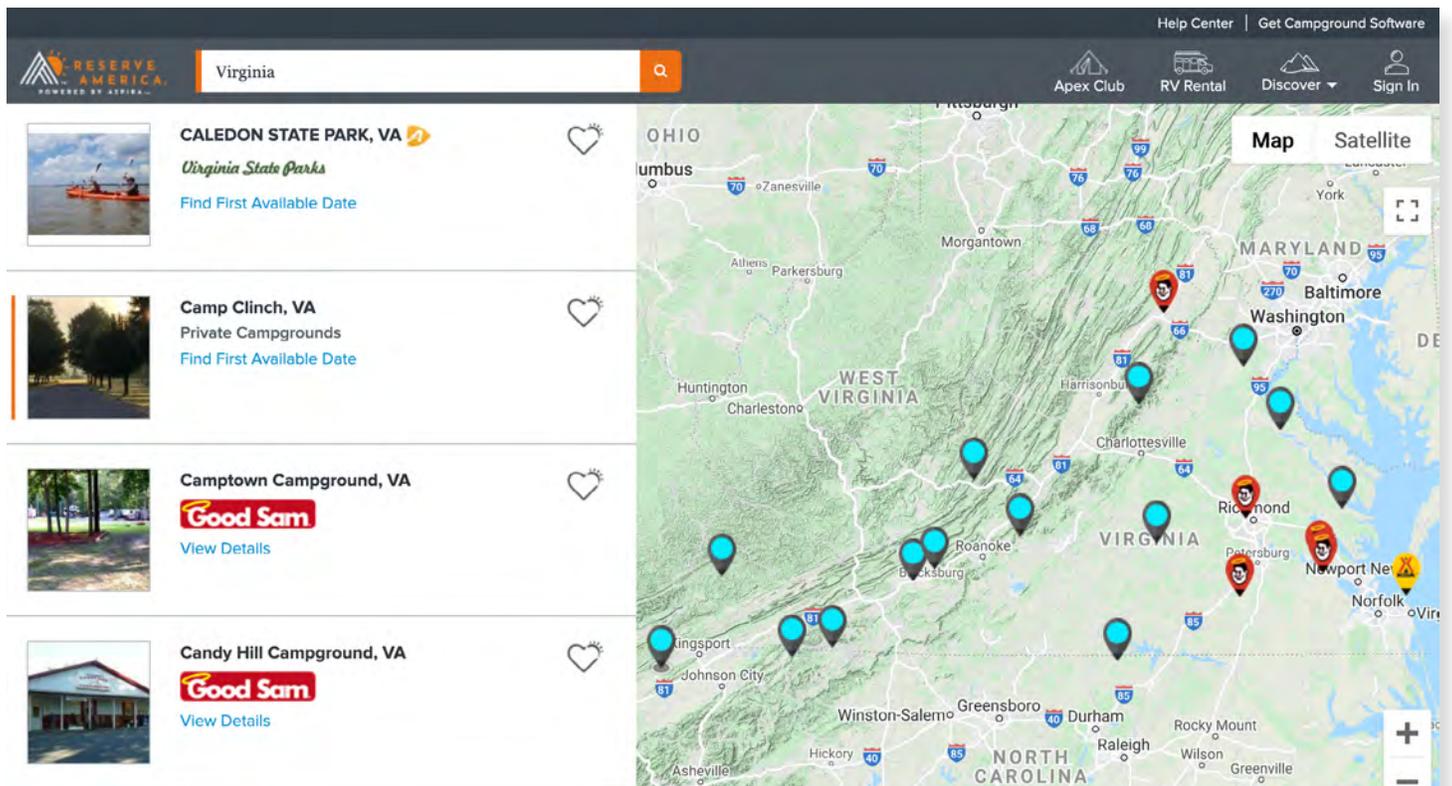
Don't lose sight of the users' needs throughout the design process. Users land on your site to learn about your products or find some information, so you need to **facilitate this process with a simple and clean design.**

For example, if you're operating an e-commerce site, the design must ensure that visitors can easily see the products, add them to their cart and buy them.

If you simply want to showcase your company's products or services in a brochure website, the layout and format of the pages must be organized

in a visually engaging way that moves the user through the buyer's journey. The goal here is keep the user on your website and lead them through that journey quickly to the point of converting them from a website visitor into a customer.

ReserveAmerica combines both approaches on its site with stunning photos of the campgrounds and parks users can visit and a prominently placed search bar that allows users to select a destination. When users click on a specific recreation area, they are directed to either book a campsite or a one-day pass.



13

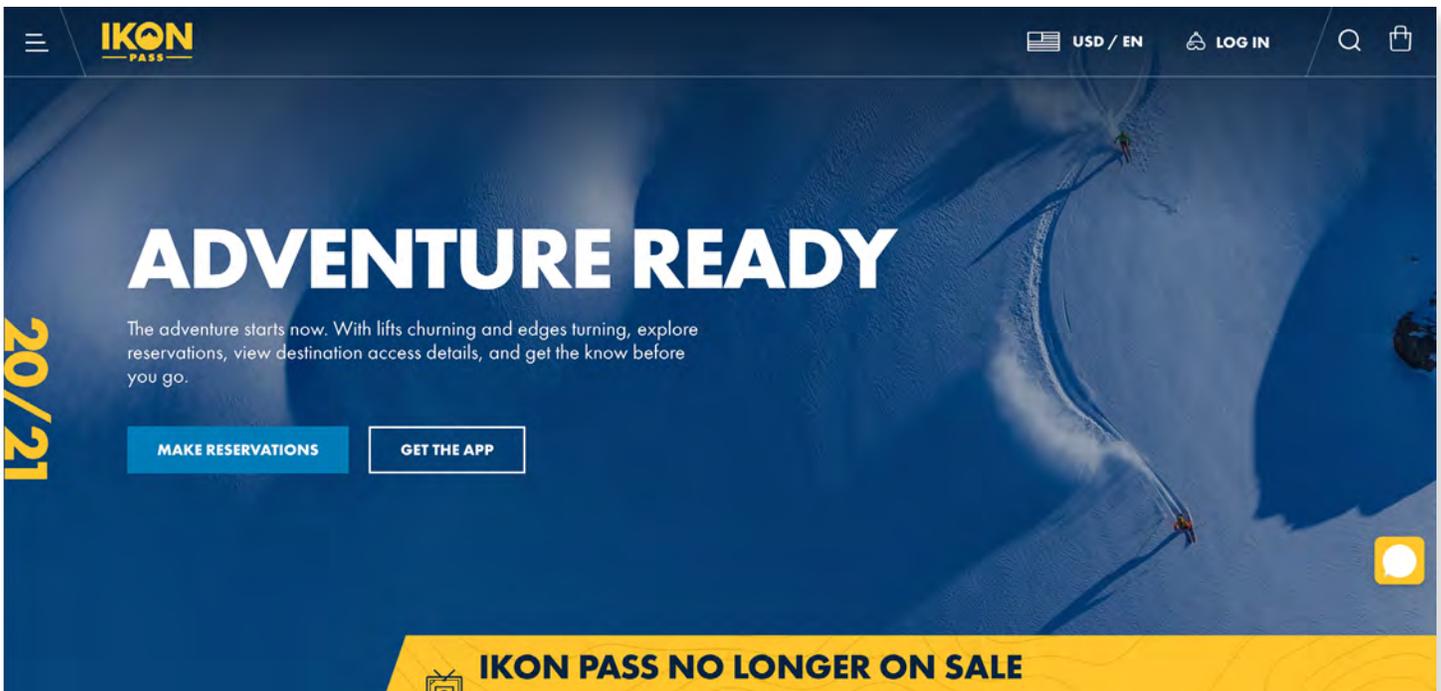
ESTABLISH HIERARCHY ON THE PAGE

Use hierarchy to **organize visual elements and content** so that viewers are drawn **to the most important information first**. Above all, position the headline at the top to attract the readers' attention and follow that up with a call-to-action button where they can take your brand's desired action on the site.

Arrange content strategically so that the most important information is presented first, followed by details that support the main point. This structure, known in journalism as the inverted

pyramid, prioritizes the key message at the top of the pyramid, then adds secondary information in a descending order of importance.

Ikon Pass, a company that sells reservations at ski resorts, illustrates the concept of visual hierarchy on its site. The main headline is presented in large, bold white text, followed by a call-to-action and "Buy Now" button. The position of these elements dovetails nicely with the slope of the ski trail and reuses the colors of the winter landscape for consistency.



14

CONSIDER THE CONTEXT

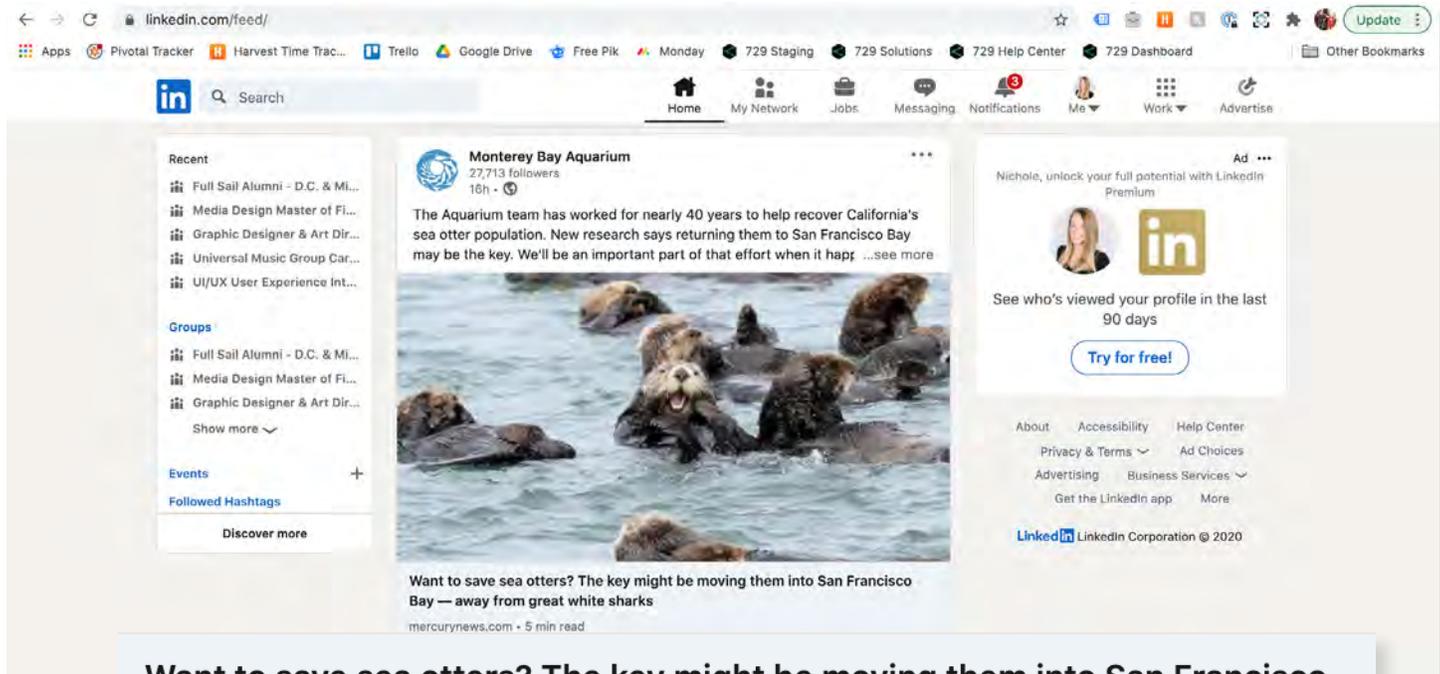
A successful site design keeps the user's context in mind. Your audience, for example, may scan the website at the office on a desktop computer or while commuting on a mobile device. Your users are likely to have common traits that will dictate the site's design. How old are your users, where are they accessing your website, what is their emotional state, and so on?

If you understand the context of your user, you'll be able to develop a site that fits their demographic. That will help you decide on the type of visual elements and content your site should feature. If your audience is elderly, for example, they may need to see larger buttons on the screen and content that appeals to their age group.

“

“If your audience is elderly, for example, they may need to see larger buttons.”

Another important aspect of user context is time. If your visitors tend to be very busy and only have five minutes to read an article, don't present them with 20 minutes of content to digest. This is a strategy **LinkedIn** has adopted by presenting the estimated time it will take to read articles that members post on their feed.



The screenshot shows a LinkedIn feed on a desktop browser. The main post is from the Monterey Bay Aquarium, featuring a photo of sea otters and a headline: "Want to save sea otters? The key might be moving them into San Francisco Bay — away from great white sharks". The post includes a sub-headline and a link to a Mercury News article. To the right of the post is an advertisement for LinkedIn Premium. The browser's address bar shows "linkedin.com/feed/" and the top navigation bar includes "Home", "My Network", "Jobs", "Messaging", "Notifications", "Me", "Work", and "Advertise".

Want to save sea otters? The key might be moving them into San Francisco Bay — away from great white sharks

mercurynews.com • 5 min read

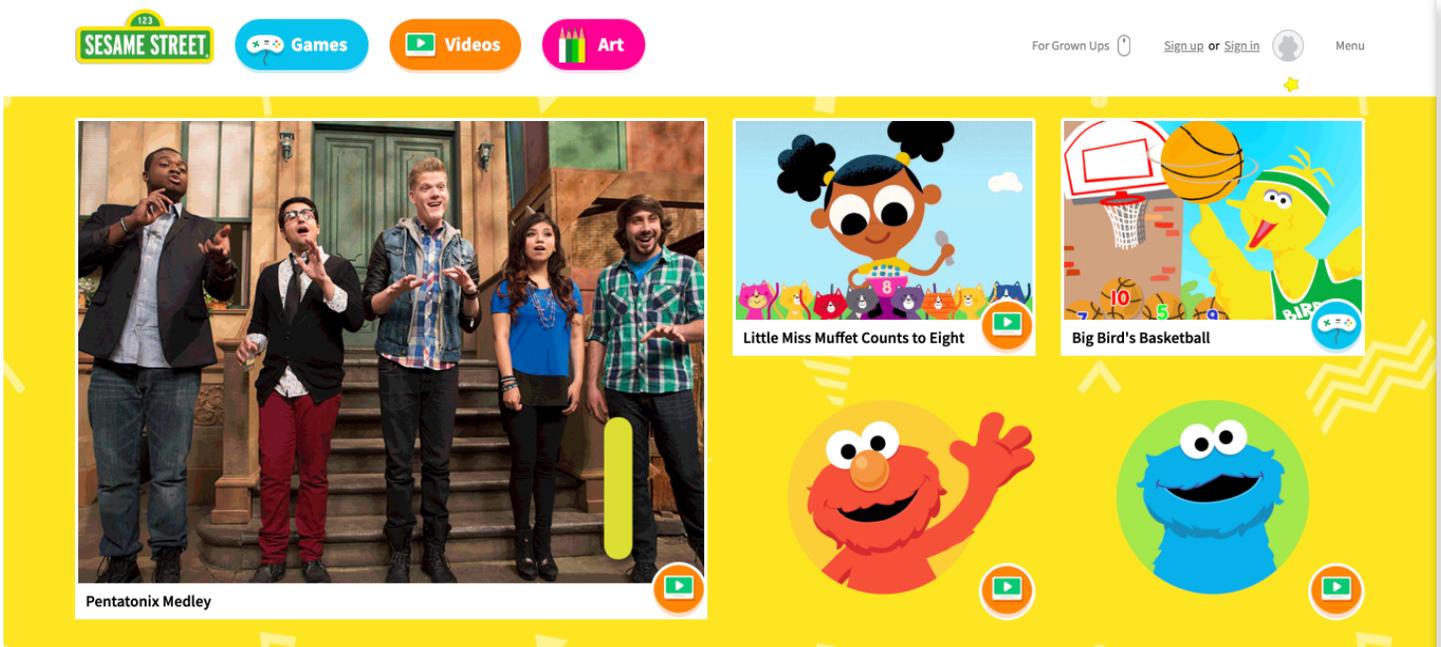
15

SPEAK THEIR LANGUAGE

Knowing your audience changes how you tell something: a story, a joke, even directions. You may use shared experiences, cultural inside jokes, or connection points for one audience, and more formal or simple language for another. It all depends on the audience, and connecting with them is the main priority.

To help make this decision, you should have a firm definition of your brand's **user personas**, including their age, gender, occupation, income, their goals and pain points while using your product. Once you understand your audience, you can craft content that speaks their language.

Consider Sesame Street's website, it's geared for kids and family experiences rather than a high-tech startup audience! **Sesame Street** keeps the language on its site simple and appropriate for the age of its target audience—and leaves text out of the page nearly completely for the youngest users who may not read at all. The text that is presented caters to parents who are likely sitting next to their child, searching for the most fun activities for learning and play.



Support from Your Friends at Sesame Street

Caring for Each Other

These are challenging times, and your friends at Sesame Street are here to help. Our new hub is filled with videos, playful learning activities, and ways to help families stay physically and mentally healthy. The Sesame Street Muppets are staying home, too, but still connecting with friends online—and each week we'll post new videos, like Singalong with Elmo or Snack Time with Cookie Monster. Hope to see you there!

[Go to Videos and Resources](#)

[Support our Mission](#)



16

FONTS EMPHASIZE THE MESSAGE

One of the key decisions you'll need to make for your site is which font to use. This might not be as simple a choice as it seems. Different **fonts can have different psychological effects** on readers. The style of your typography can convey perceptions such as strength, trust or creativity.

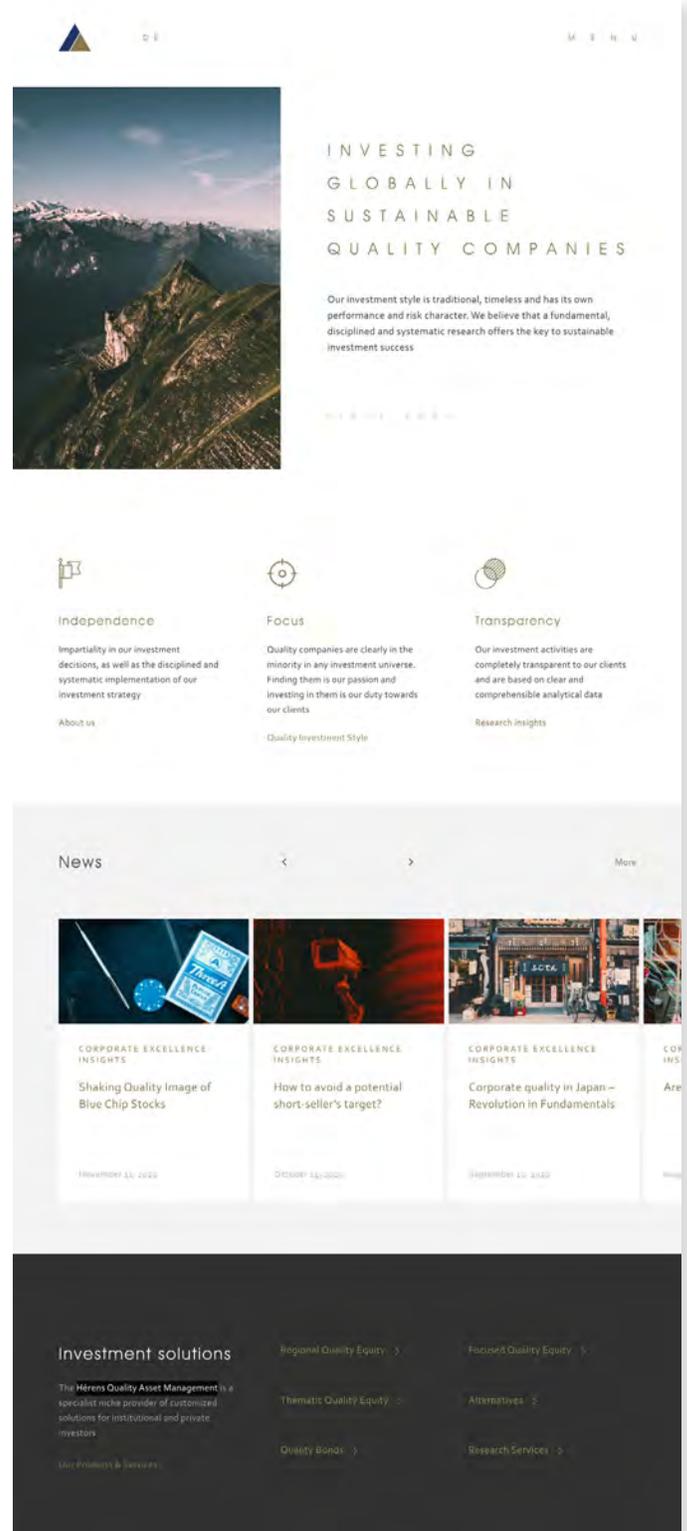
Ultimately, the font you choose should fit the image of your brand. If your business is related to finance, you'll likely want a more traditional font like Times New Roman, but if you own a coffee shop, you may want something more chic—maybe Century Gothic.

What if your business is trying to break with tradition and launch a cutting edge solution that changes the way people think about your industry? Then maybe your font choice should break with tradition as well! Let your goals drive your design. Each project will be unique in its needs.



"Each project will be unique in its needs."

Herens Quality Asset Management, a global investment firm, uses two sans serif fonts that are clean, straightforward and easy to read –Arial and Corbel. This choice fits in with the firm's mission, its visual style, and company culture. The content itself follows suit—it's not overly complicated—and headers and paragraphs are short and to the point.



17

VALIDATE THE USER

Validation feels amazing! Don't underestimate offering this reassurance to your site visitors. Filling out an online shipping or registration form leaves a lot of room for error. To help your users avoid making a mistake, provide hints on how to fill out the form.

When they fill it out correctly, provide a validation message to confirm that it has been completed. This message could consist of a colored circle that fills itself in when the action is taken or it could be a simple check mark.

If your viewers do make an error, create an error message that specifies exactly what they did wrong and how to correct it. Don't frustrate users by sending a vague and lengthy message that doesn't let them know what their error was. Ain't nobody got time for that!

Another task where users will need guidance are passwords. Give clear instructions on the criteria for creating a secure password and send a validation message when a new password meets those requirements.

Providing validation when users fill out forms or create passwords and sending clear and concise error messages when they make mistakes will enhance their experience on your site and reduce the potential for frustration.

First Name*

Last Name*

Email*

Phone Number

Please enter a phone number that's at least 7 numbers long.

Message*

Please complete all required fields.

SEND MY MESSAGE NOW!

18

GIVE USERS CONTROL

Users want to control the amount and type of information they give to a website. When they do submit information to a site, they want **to be able to go back and change it.**

This focus on user control follows a growing movement among consumers to own their digital footprint and prevent companies from using their personal data to market products to them. Two groundbreaking laws now give consumers more control over their personal data—the General Data Protection Regulation in the EU and the **California Consumer Privacy Act.**

Empowering users to control their information on your website will improve not only their user experience but also their outlook on your brand. Offering simple steps such as creating a “cancel” button will give them the control they are seeking online and build trust with them.

TurboTax is a great example of a website that gives customers control over their personal information. After walking consumers through their tax preparation, the site gives users the ability to modify their tax return after it’s been accepted and also lets them track their state and federal refunds.

The screenshot shows the Intuit TurboTax website. At the top, a blue banner reads: "TurboTax has you covered during COVID. Get the latest second stimulus info [here](#)." Below this is a navigation bar with the Intuit TurboTax logo and links for "File your own taxes", "File with expert help", "Tools and resources", "Support", and "After you file". A "Sign in" button is in the top right.

The main content area features a woman holding a tablet that displays "Great Refund! \$3,267 Federal". To the left, under the heading "TAXES REDEFINED", is the text: "From do it yourself to we do it for you, we have you covered". Below this, it says: "We'll get your maximum refund, guaranteed. Real tax experts are ready to help, or even do it all for you if you need it." and a "Start for free" link.

To the right is a sign-in form with the Intuit logo and logos for TurboTax, QuickBooks, and Mint. It includes the text "One account. Everything Intuit." and a "Learn more" link. The form has fields for "User ID" and "Password", a "Remember me" checkbox, and a blue "Sign in" button. At the bottom of the form, it says: "By clicking Sign In, you agree to our Global Privacy Statement."

19

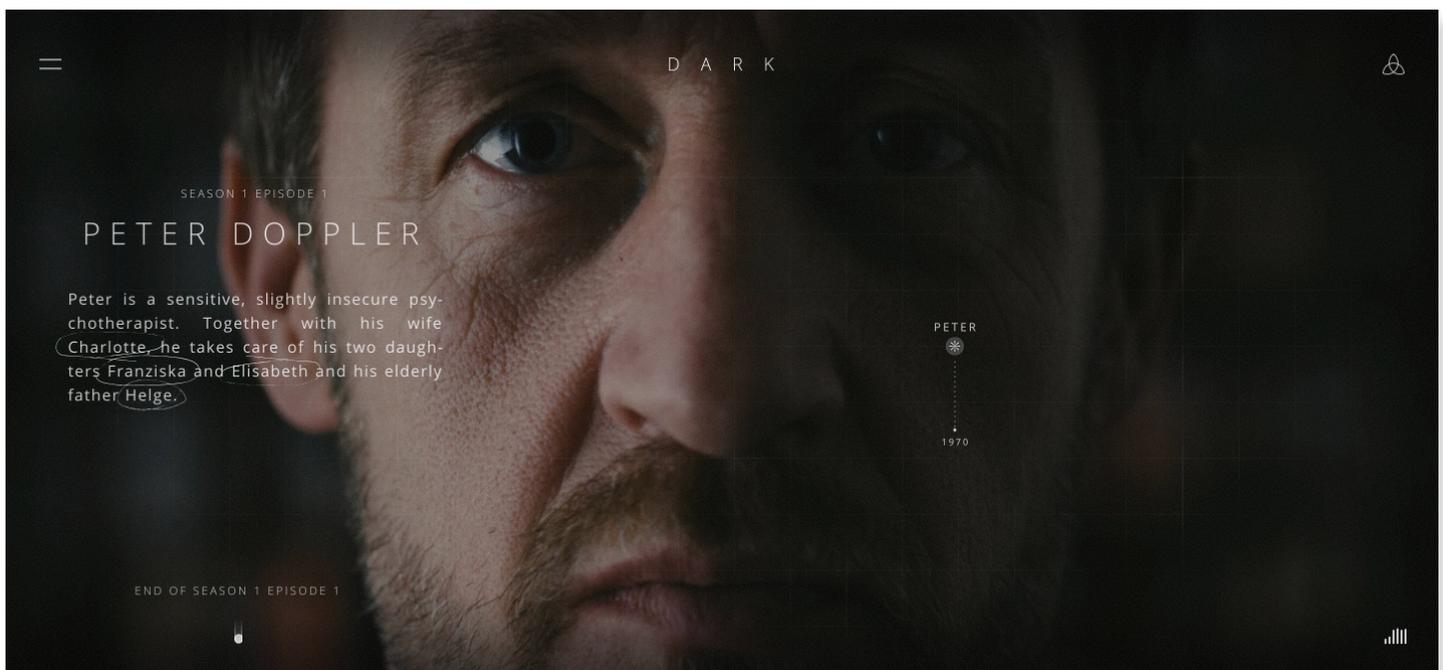
DESIGN THAT REFLECTS THE BRAND IDENTITY

A key step that must be taken before you start the design process is making sure you have a clear brand identity. The brand identity is a **set of values and ideas** that represents your company, and your site's design must capture and convey these things.

The colors, images, fonts and even the buttons on the site all contribute to the perception of your brand. Your company logo should be displayed in a prominent place on the site as the brand's visual symbol. Other elements of the design should reflect the feel of the company, whether it's

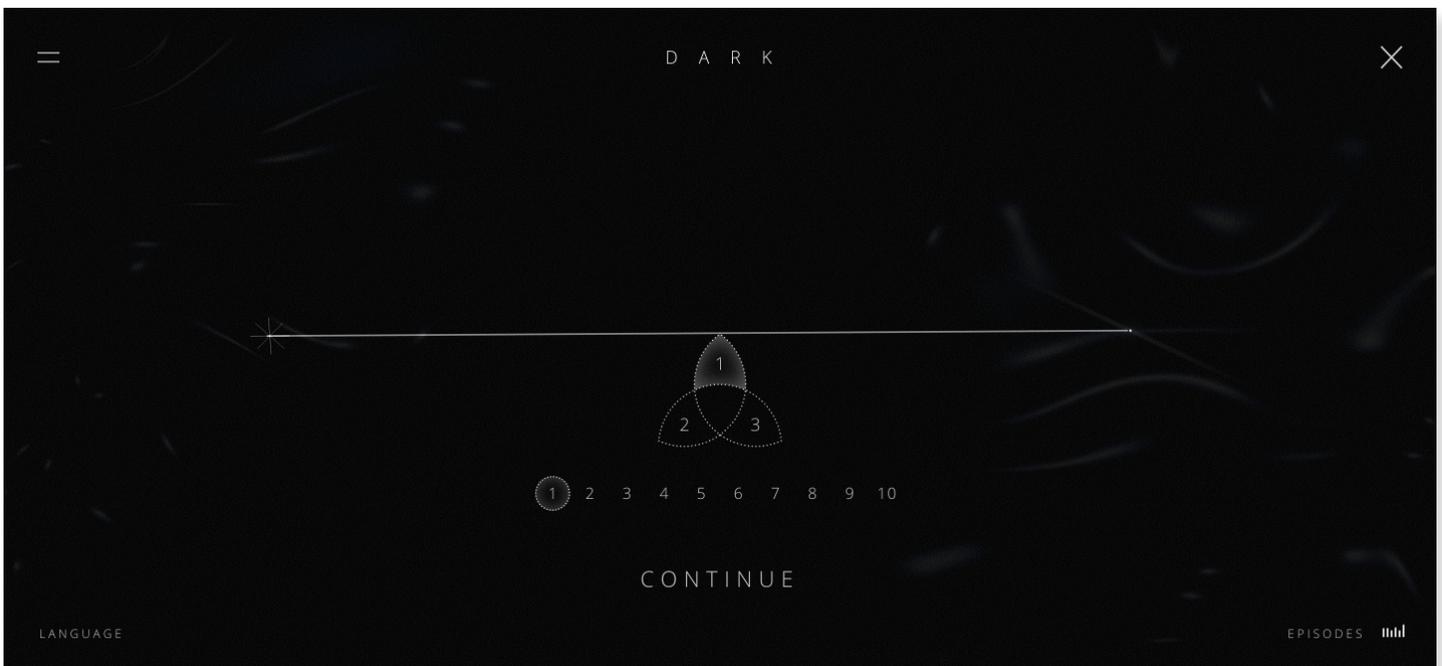
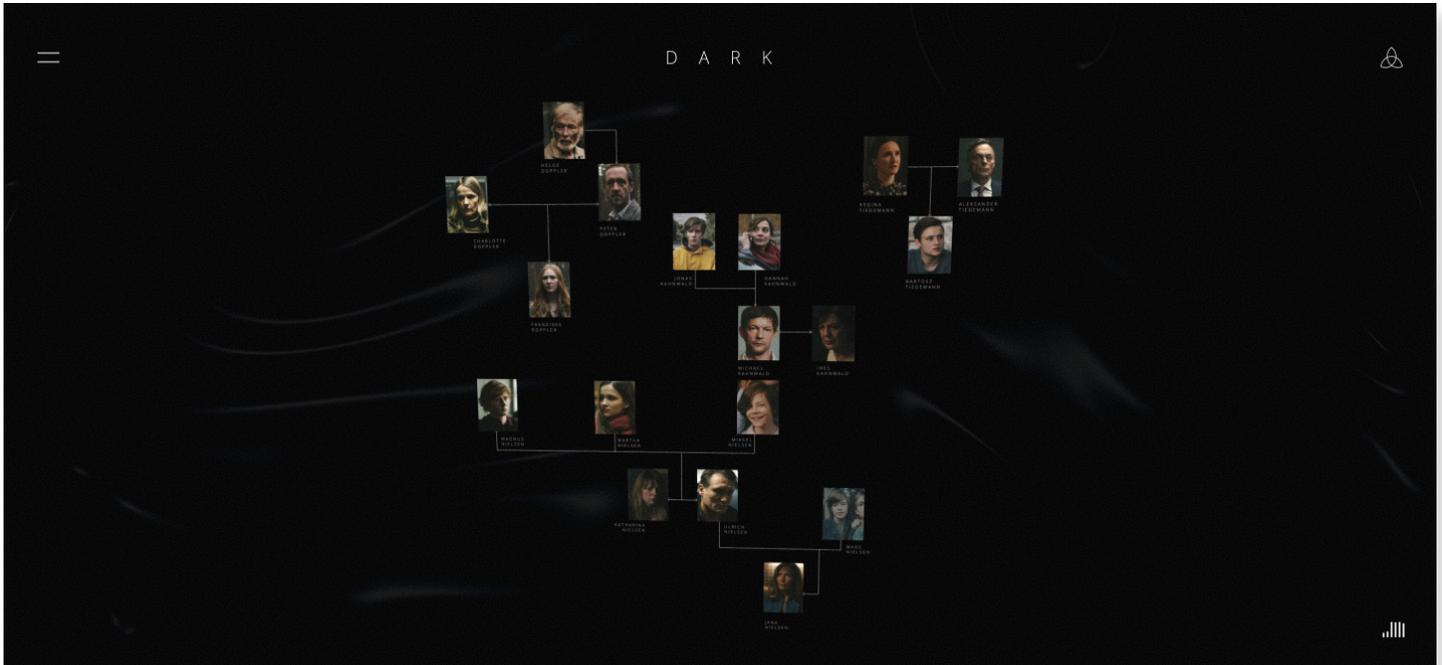
simplicity, authority, playfulness or creativity.

The website for the Netflix series, "**Dark**," takes brand identity to the next level. As visitors open the site, they're allowed to customize their experience by selecting the season and episode they're on so they don't meet any spoilers. With foreboding music playing in the background, they can navigate the site to learn more about the characters. Users are immersed into the brand, just as the TV show itself would do when you Netflix and chill with a bowl of popcorn on a Friday night.



“

“As visitors open the site, they’re allowed to customize their experience.”



20

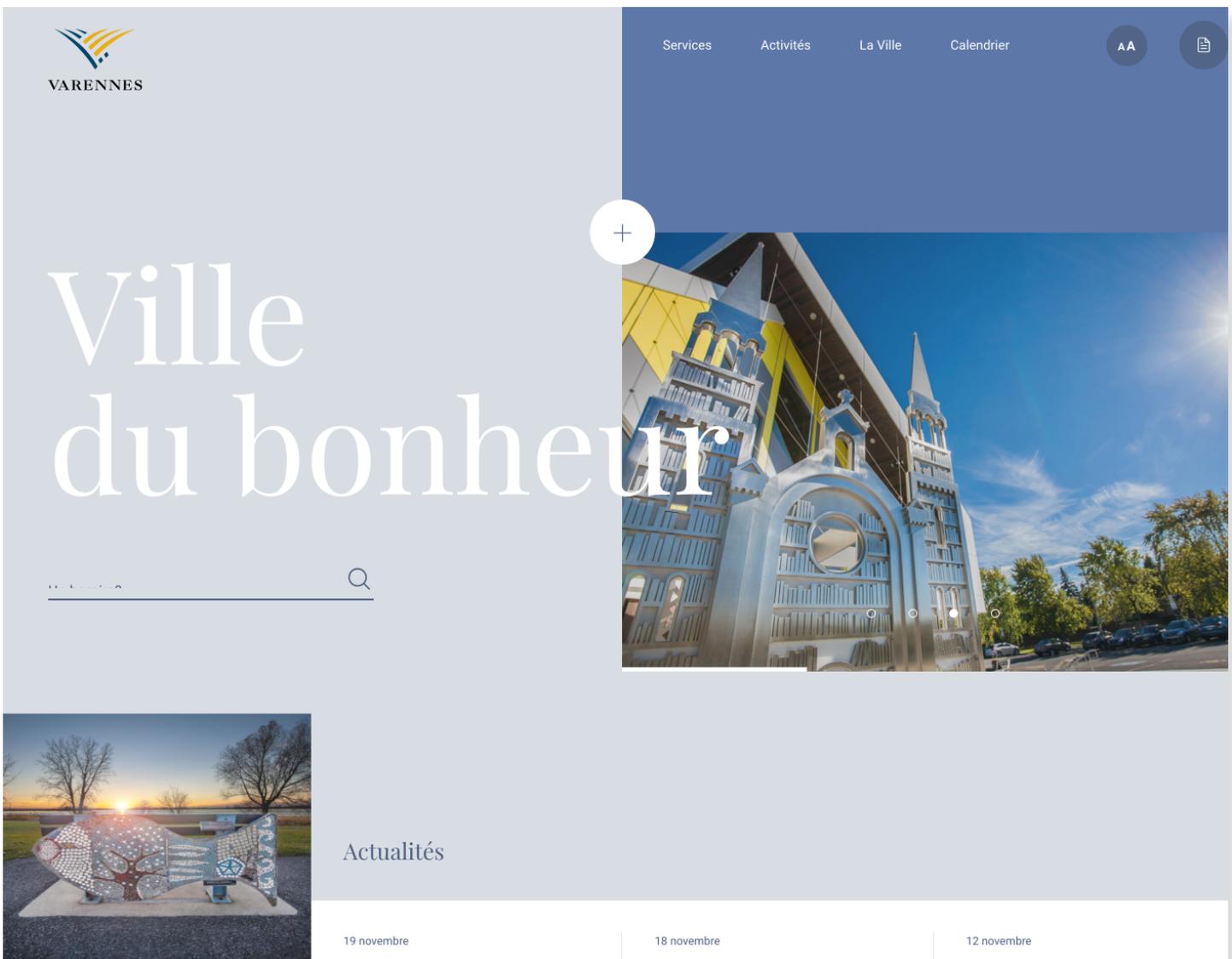
VISUAL GOES A LONG WAY

The core elements of visual design—points, lines and planes—can create a **visual vocabulary** that can set you apart from the competition. When these components are strategically arranged, they create an overall unified design that makes it seem as if the elements belong together.

When creating a site with these visual building blocks, your design team should consider the range of design principles needed to produce a successful interface. As we mentioned before, the design should be consistent. A visual hierarchy

should also be used to **draw viewers' attention** to the most important messaging and provide balance to the layout.

The **website** for the city of Varennes in Quebec, Canada is an example of exceptional visual design. The site skillfully uses white space, overlapping graphics and gorgeous photos of the city to engage visitors. The design maintains a consistent blue color scheme in the text, along the top border, and in the photos framed by the sky and St. Lawrence River.



EMBRACE WHITESPACE

Whitespace is an important design feature used when building a website. Whitespace doesn't have to be...well...white! It is simply the portion of the site left blank between the elements on the page, no matter its color.

The advantage of whitespace is that it offers breathing room. It **provides space for users to focus on only the components you want them to look at** in that particular moment. As readers scroll down the page, there should be no question what they should be focused on at any given time.

Using whitespace or padding around blocks of text and images helps viewers better understand what they are reading. It cuts down on distractions, breaks up chunks of text and enhances the user experience on the site.

On the **website** for the city of Varennes, a block of gray whitespace surrounds the main heading—Ville du bonheur, City of Happiness. Along the right side, a separate area of blue and gray whitespace is used to draw attention to the photos of the city rotating on the site.



PACING THE CONTENT

Control the amount of information users see on your site so that they aren't overloaded with content. Pacing the information on the screen will allow you to focus the viewers' attention on the most important message before they scroll to other content.

The presentation of the content must be timed strategically. You don't want the information to unfold too quickly or too slowly. The goal is to **keep the reader's attention** focused on the site by presenting the right balance of information.

Dropbox doesn't waste any time on its site telling viewers exactly what its product will do for them right at the top of the page: it will allow you to focus on what matters. Furthermore, their focus creates urgency: Dropbox wants you to know that you should sign up, right now. If you're not convinced by that shouting text, it paces the content for you below the fold, giving you additional, and fairly convincing, details.

The image shows a screenshot of the Dropbox homepage. At the top, there is a navigation bar with the Dropbox logo and links for 'Why Dropbox?', 'Features', 'Plans & pricing', 'Support', 'Contact sales', 'Sign in', and 'Get started'. The main content area is split into two columns. The left column has a dark blue background with the Dropbox logo and the headline 'Focus on the work that matters' in large, bold, yellow text. Below the headline is a short paragraph: 'Dropbox is the world's first smart workspace. We bring all your team's content together while letting you use the tools you love. And we help cut through the clutter, surfacing what matters most.' Below this is an illustration of three people walking up a set of stairs towards a large circular opening. Inside the opening is a 3D grid of cubes, with a person standing on top of one of the cubes. The right column has a white background with a 'Sign up' form. The form includes fields for 'First name', 'Last name', 'Email', and 'Password'. Below these fields is a checkbox for 'I agree to the Dropbox Terms' and a blue 'Sign up' button. At the bottom of the form is a 'Sign up with Google' button. Below the form is a yellow section with the headline 'Say goodbye to busywork' and a paragraph: 'Most "productivity" tools get in your way and constantly disrupt your flow. There's a more enlightened way to work. Dropbox helps people be organized, stay focused, and get in sync with their teams.'

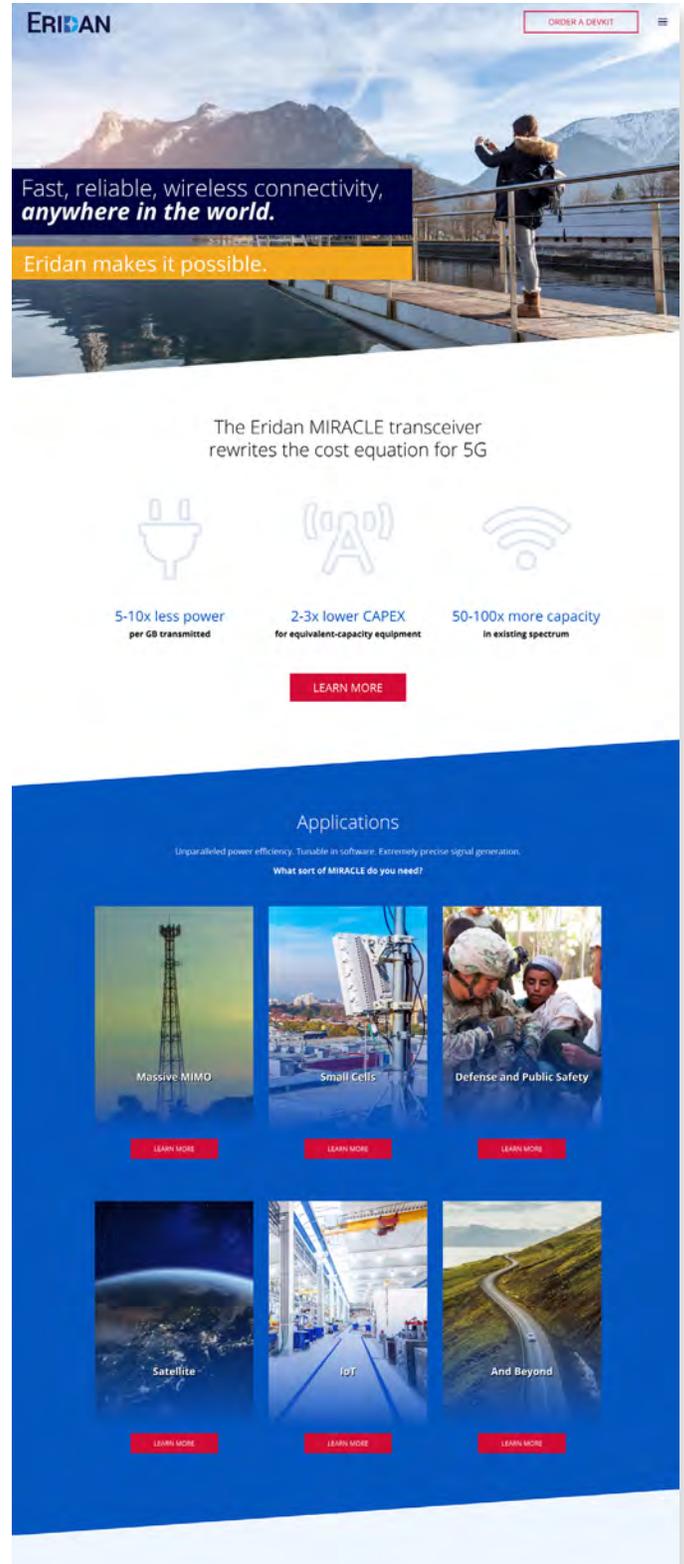
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CAPTURE THEIR ATTENTION!

Throw a stunning image or **eye-catching** graphic above the fold, along with some content that resonates with your users. This is your first impression for most users—make it stick!

If you capture readers' interest above the fold, they will want to scroll through the rest of the website. You don't need to put everything that's important above the fold. Provide just enough enticement to keep the reader browsing.

The website for **Eridan**, designed by **729 Solutions**, captures the readers' attention above the fold with a spectacular photo of someone taking a picture of a mountain. The message in the headline sums up the company's mission: "Fast, reliable, wireless connectivity, anywhere in the world." The photo and text prompts the reader to keep scrolling so they can learn how the company intends to meet this goal.



OPPORTUNITIES TO SCROLL

Readers prefer to scroll rather than click to view new pages because it's **faster** and it doesn't require waiting for new content to load. There are now more scrolling web pages that have become vertically longer over the past two decades.

One technique that encourages users to continue moving down the page is **infinite** scrolling. As readers scroll, the site keeps loading new content for users to browse as long as they stay on the page.

Medium, the online publishing platform, offers a smorgasbord of content without overwhelming you. The site successfully directs you to the lists of content on the homepage before you start scrolling down the page. The infinite scroll plays a bit of a mind game with its endless stream of content, but if you are a browsing type of person, this functionality is made for you.

The screenshot shows the Medium homepage. At the top is a yellow navigation bar with the Medium logo on the left and links for 'Our Story', 'Membership', 'Write', 'Sign In', and a 'Get Started' button on the right. Below the navigation bar is a large yellow hero section with the headline 'Where good ideas find you' in a large, black, serif font. Underneath the headline is a sub-headline: 'Read and share new perspectives on just about any topic. Everyone's welcome. [Learn more.](#)' and a 'Get Started' button. To the right of the text is a large, stylized graphic of a funnel or cone made of many small, overlapping text fragments. Below the hero section is a grid of trending articles. Each article is numbered and includes the author's name, profile picture, article title, and a short description. The articles are: 01. Joe Morrison: 'OpenStreetMap is Having a Moment'; 02. Claire D. Costa: 'Top 11 Github Repositories to Learn Python'; 03. Sarah Cottrell: 'I Refused to Accept My Child's Apology, and It Made Everyone Happier.'; 04. ASLAN FAKHRI: 'How brutalist design is taking over the internet'; 05. umair haque: 'Do Americans Understand How Bad Covid in America Really Is?'; 06. Sahana Singh: 'Far away from India, a Vedic ecosystem rises in Texas Gaushala'. Below the grid, there are two featured articles. The first is by Nicolas Cole: '20 Things Most People Learn Too Late In Life', with a photo of a man in a suit. The second is by Kaki Okumura: 'How Japanese People Stay Fit for Life, Without Ever Visiting a Gym', with a photo of two people exercising.

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INVITE THEM INTO THE STORY

We're drawn to storytelling. We **connect emotionally**. It captures our attention. They stick better in our memory. Tell your site audience your story and you'll have them nestled around the proverbial campfire wanting to know more.

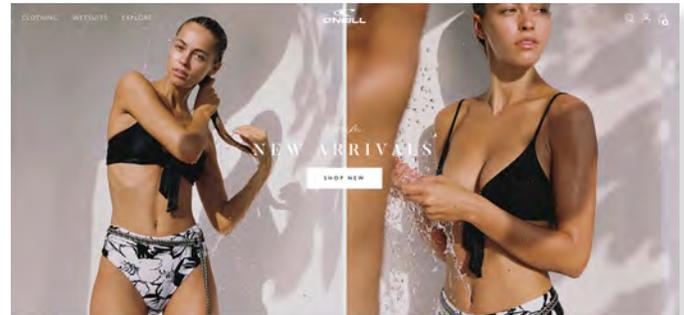
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“Tell your site audience your story and you'll have them nestled around.”

Through your design using images and words, your narrative goes beyond why readers should buy your product, it tells them how your company has solved problems for consumers or changed their lives in some way.

Creating a story for your brand will help it stand out from the crowd. Readers will remember the story behind your brand more than the facts and figures your company presents on its site.

One website that does a great job of using design to tell a story is **O'Neill**, a clothing retailer that appeals to consumers who love the outdoors. On entering the women's clothing site, you don't get the impression you're being sold swimsuits, wetsuits and tank tops. Instead, you immediately feel immersed in a lifestyle: This is how you're going to feel when you're hiking, camping or surfing, and by the way, you just might be wearing our shorts for \$39.99.



Be willing to go where you've never been, try what you've never tried, and trust what you've never trusted. Our BE BOLD campaign is built with the mission to inspire and empower you to create a bold lifestyle.

— P. ROBERTS FOR O'NEILL



GIFT GUIDE

'Tis the season for gifting, whether you're shopping for friends & family or making your wish list. Our holiday guide is here to help, featuring cozy boots, new toms & festive stocking stuffers.

SHOP NOW



NEW TOPS

Featuring soft knits, lighter wovens and essential sweaters to mix into your wardrobe.

SHOP NOW



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USE A CALL-TO-ACTION

A call-to action is an **essential** component of a website because it helps convert visitors by **motivating** them to take an action, whether it's signing up for a newsletter or filling out a contact form.

The way call-to-action buttons are designed has an impact on how successful they are in enticing viewers to click on them. Here are some tips on how to create effective call-to-action buttons:

- Make them **larger than other elements** on the page so that they grab the user's attention.
- Place them in a **visible** location such as the top right corner of the web page.
- Use **whitespace to separate** the call-to-action button from other elements on the page.
- Make your CTA pop with a high **contrast color**. Use a complementary or triadic color for the most contrast, but also make sure to stay on brand.

Notion, a workplace productivity start-up, uses **two "Sign Up"** calls-to-action on its homepage: one at the top right corner and one in the middle of the page. Using a coral color on the button in the center of the homepage draws attention to it because of its contrast with the white background and black typeface surrounding it.

Fun fact: Notion was also the top pick in 729's annual roundup of the Best UX Websites of 2020.



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MAKE "CONTACT US" OBVIOUS

Ideally after all this experience, your customers are going to want to talk to you more! So make it easy for them to find you: make that "Contact Us" page **obvious and attractive!**

Don't leave it as an afterthought. The "Contact Us" Page is essential, and should be designed consistently with the rest of the site. Tell readers why they should contact you and what services you can offer them. Add a form for visitors to fill

out, and don't forget to include where users can find your brand on social media.

Hubspot has an attractive contact page that lists three options for visitors: call the company, chat with a sales rep or set up a meeting. Above the option to book a meeting is a large photo of a customer talking to a company salesperson, which is followed by a chat box and a contact information form.

729 SOLUTIONS: UI/UX DESIGN EXPERTS

Understanding the top UI/UX design principles will help you create a dynamic website or mobile app that will look great and provide a smooth customer experience. 729 Solutions, a full-spectrum technology consulting agency with complete design and development capabilities, can provide the expertise you need to make sure your site performs at the highest level.

To learn about our services, [Contact us today to get started!](#)



Reach out to our Creative Director if you have any questions, or if you found this to be useful. We love getting feedback!

Nikki Gagliardo

Creative Director

729solutions.com