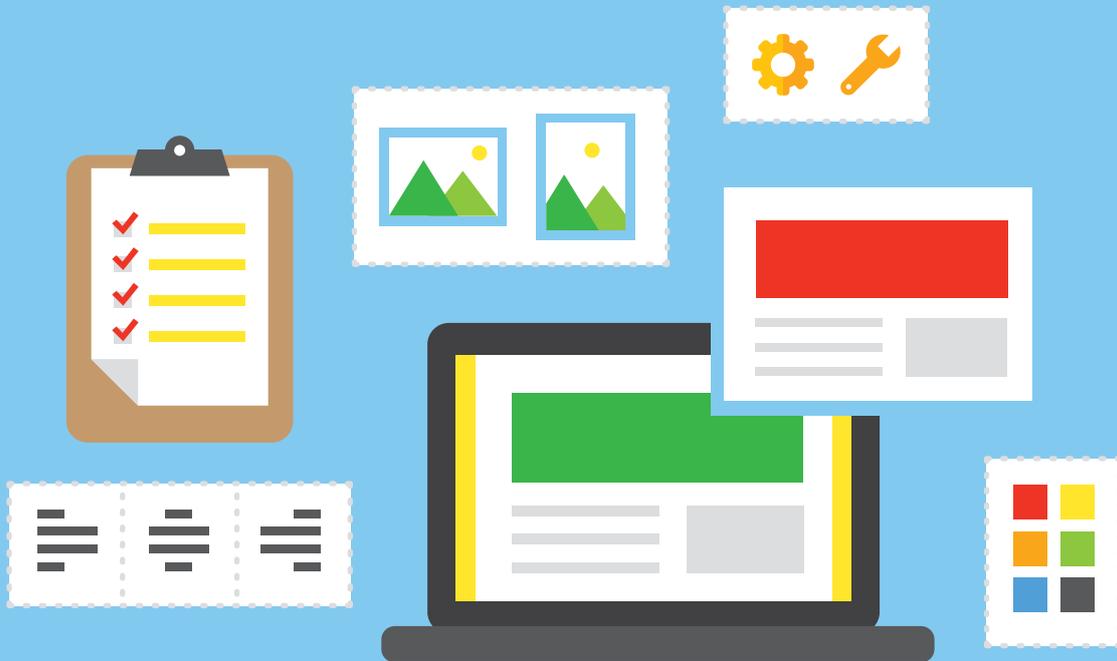




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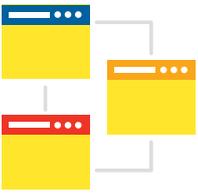
CHECKLIST: CONSIDERATIONS FOR THE BEST UX

By Melbourne IT Enterprise Services

CONSIDERATIONS FOR THE BEST UX

Page loading speed, resilience and availability are all essential factors in attracting customers to a website, but the user interface also plays a large part in boosting conversion rates once they arrive. Building an effective UX combines both design and technology into a single interface that delivers the information visitors need, and steers them towards making a purchase.

Use this checklist to ensure a new website user interface is properly engineered to deliver against that goal.



1. CLICK REDUCTION

In a time-poor world, website visitors have less patience than ever when it comes to accessing key data online. The best UX will not only recognise this fact, but use intelligent design to help customers find what they want more easily.

- › Are landing pages optimised to deliver relevant information immediately?
- › Are options and selections clearly highlighted?
- › Are menus structured to present common options first?

Optimised landing pages, and well-structured menus will certainly help first-time visitors access the information they need. The site should be carefully engineered to reduce the amount of clicking/thinking required to navigate.

Side note – users are not actually concerned about the number of clicks, but rather the frustration associated with failing to find the data they needⁱ. Bear this in mind when moving onto checklist item number 2.

“Users rely on their own experience interacting with digital, and non-digital, products. Therefore, users will make decisions they understand first, and will only stop to consider their decision if they don't understand what to do. If you use standard conventions, you'll ensure users don't have to think too hard to use your site, app, or product.”

– Jordan Julien, UX Magazineⁱⁱ



2. INTUITIVE MENUS

Consumers have come to understand several unwritten rules about website navigation – they expect to find specific information in certain places.

- › Do menus follow common-sense expectations?
- › Is content grouped logically in menus?
- › Could the menu be structured in such a way to guide users intelligently to the information they are looking for the first time?
- › Do you need a separate menu system for small screen devices?



3. PERSONALISATION

Research suggests that most consumers appreciate website personalisation. 67% of prospects find content targeted to their job function valuable, while 82% value content targeted to their specific industryⁱⁱⁱ. Can this be applied to your site?

- > Can the site deliver relevant content and recommendations based on past purchase history?
- > Can business intelligence be applied to deliver accurate content and offers according to the user's interests?
- > Can you apply personalisation to menus and navigation systems, making it easier for visitors to locate common functions based on their previous activities?
- > Can the UX be customised by the visitor to suit their preferences?



4. ACCESSIBILITY

There are currently 4.2 million Australians (approximately 18.5% of the total population) who are affected by disabilities or limitations impacting how they access content on the Internet^{iv}. The Disability Discrimination Act 1992 demands that businesses provide equal access to goods and services for everyone, regardless of disability^v.

- > Does the UX make use of high contrast colours to improve readability?
- > Can users adjust font sizes according to preference?
- > Are there a selection of stylesheets to improve accessibility?
- > Does the UX "read" well when tested with a screen reader?
- > Does the interface provide enough guidance for full access by people affected by disabilities?
- > Can the interface adjust automatically to the user's browser settings?

It is worth remembering that in a global marketplace, a fully accessible website could be a significant competitive advantage for the often under-served disabled community.



5. MOBILE-FRIENDLY (AKA RESPONSIVE DESIGN)

22% of B2C organisations have identified mobile as their biggest opportunity, emphasising how important smartphones and tablets have become for eRetailers^{vi}. Mobile website traffic now outstrips that of desktop PCs^{vii}, meaning that the ideal website will have a UX targeted at mobile devices, or that uses responsive design techniques to deliver a consistent user experience across devices, regardless of screen size.

Key considerations include:

- > Optimising graphics for display on smaller screens.
- > Using fonts and layouts that make it easy to read text.
- > Large, finger-friendly links and buttons that can be used on a touchscreen device.
- > Automatic scaling and re-rendering of content and positioning according to the screen in use.
- > Ensuring key information is always prominently displayed, regardless of screen size.

To capture clicks and boost conversion rates, a website must be mobile friendly.



6. FAST LOADING

Mobile web using customers have the same demands as their desktop counterparts – websites must load as quickly as possible, or risk customers clicking off to a competitor’s site.

- > Do pages load in 2 seconds or less?
- > Have rich media file sizes been reduced for optimal transmission?
- > Do you have a content delivery platform in place to reduce network latency?
- > Have you utilised rich media pre-fetching to further reduce page loading times?
- > Does your site load equally quickly on mobile devices?

SOURCES

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Melbourne IT Enterprise Services designs, builds and manages cloud solutions for Australia’s leading enterprises. Its expert staff help solve business challenges and build cultures that enable organisations to use technology investments efficiently and improve long-term value. With more than 15 years’ experience in delivering managed outcomes to Australian enterprises, Melbourne IT has been long associated with enabling success. Its certified cloud, consulting, and security experts repeatedly deliver results. This is why many of the brands you already know and trust, rely on Melbourne IT.

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