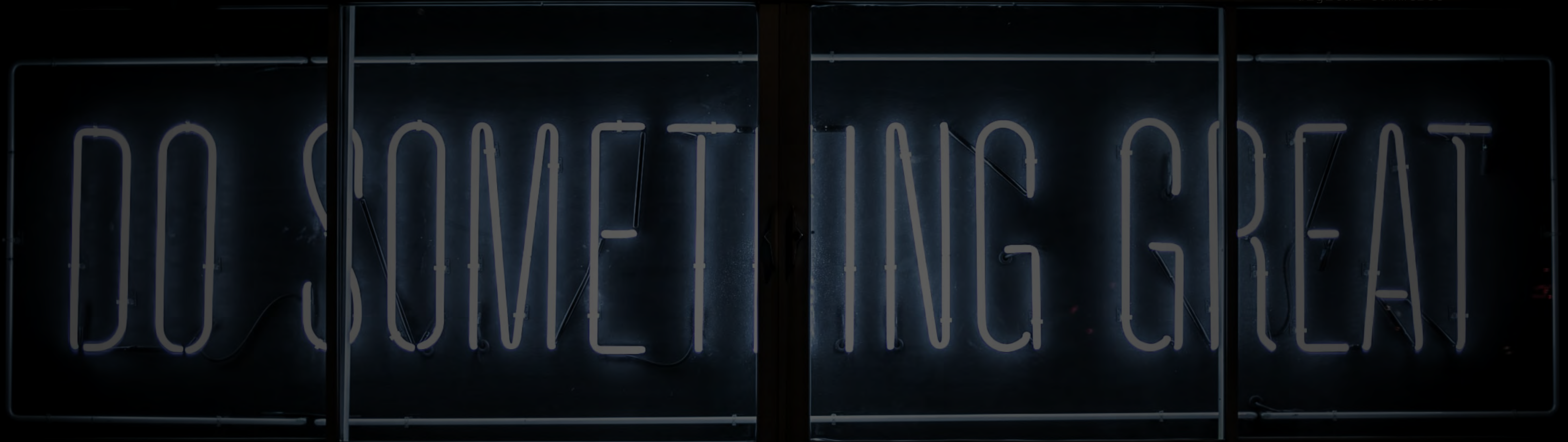


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The Importance of User Experience

What constitutes a successful user experience

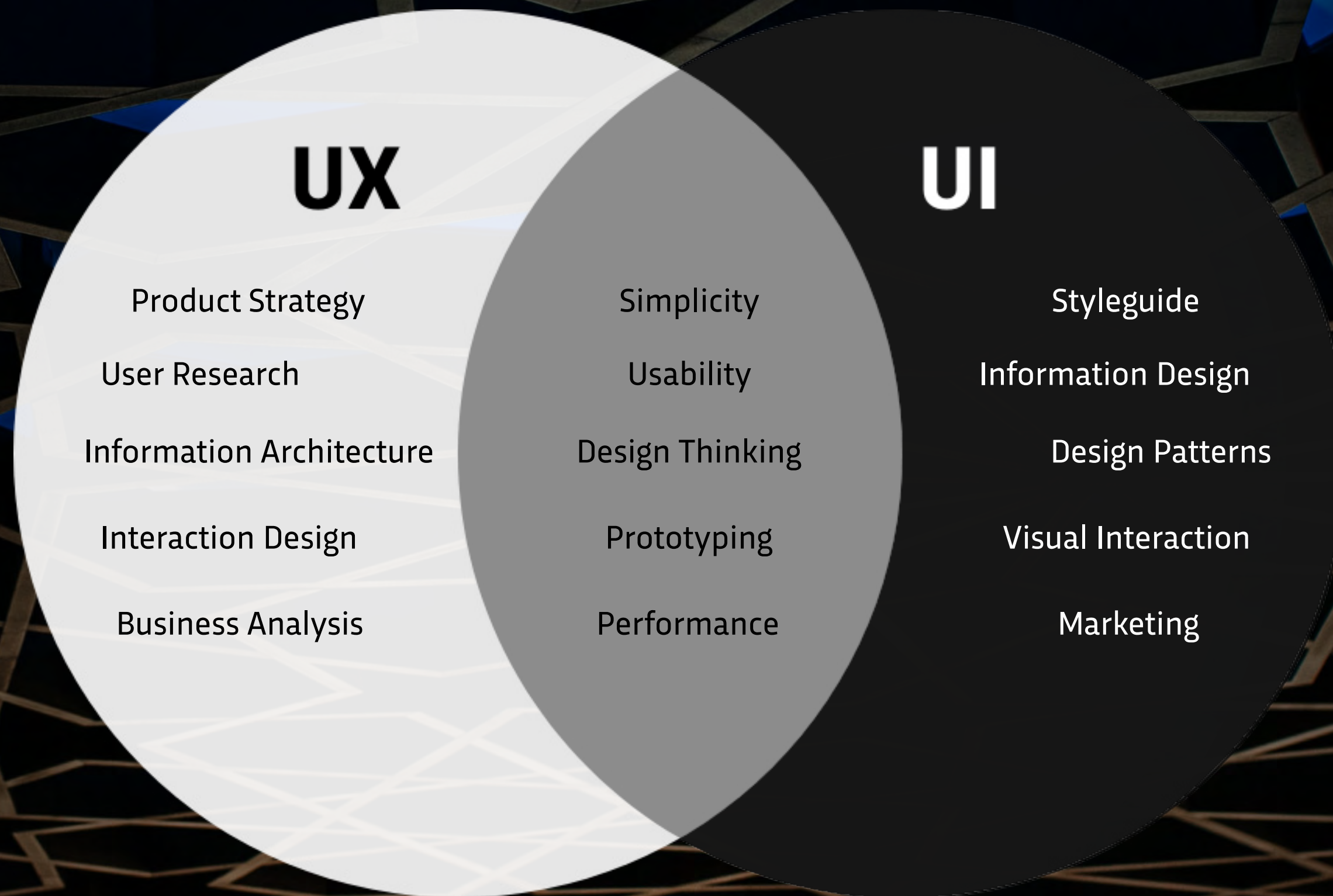
What Is UX?

User experience refers to the overall user experience that a person experiences when using a product, system or service.

In online marketing, this term is mostly in connection with the evaluation the user experience of a website or app.

A positive user experience not only leads the user quickly and smoothly to their goal, but also gives them pleasure in using it - and and thus determines your success.

The user interface (UI) design, the concrete visual design of the user interface, is to be seen as the last step of the UX design. We will also look at this in the following.





“

Products that provide great user experience are thus designed with not only the product's consumption or use in mind but also the entire process of acquiring, owning and even troubleshooting it.

”

— Don Norman, inventor of the term “User Experience”

What Makes a Good User Experience

The goal of a successful user experience should be, not only to fulfil the expectations of the user, but ideally to exceed them.

Design should be intuitive, pleasing to the eye and meet the expectations of both companies and users. In a nutshell, websites should be easy to use, valuable and effective for visitors. Good design helps users reach their goals and needs quickly and easily. The more enthusiastic your customers and the more positive their user experiences, the more successful your company will be.

A positive and successful UX is based on four fundamental pillars. If you take these into account when designing your online shop, you can be sure that you can meet every requirement.



Usability

User Research, Goal Research, User Testing



Empathy

Understanding the user, knowing the context, understanding goals



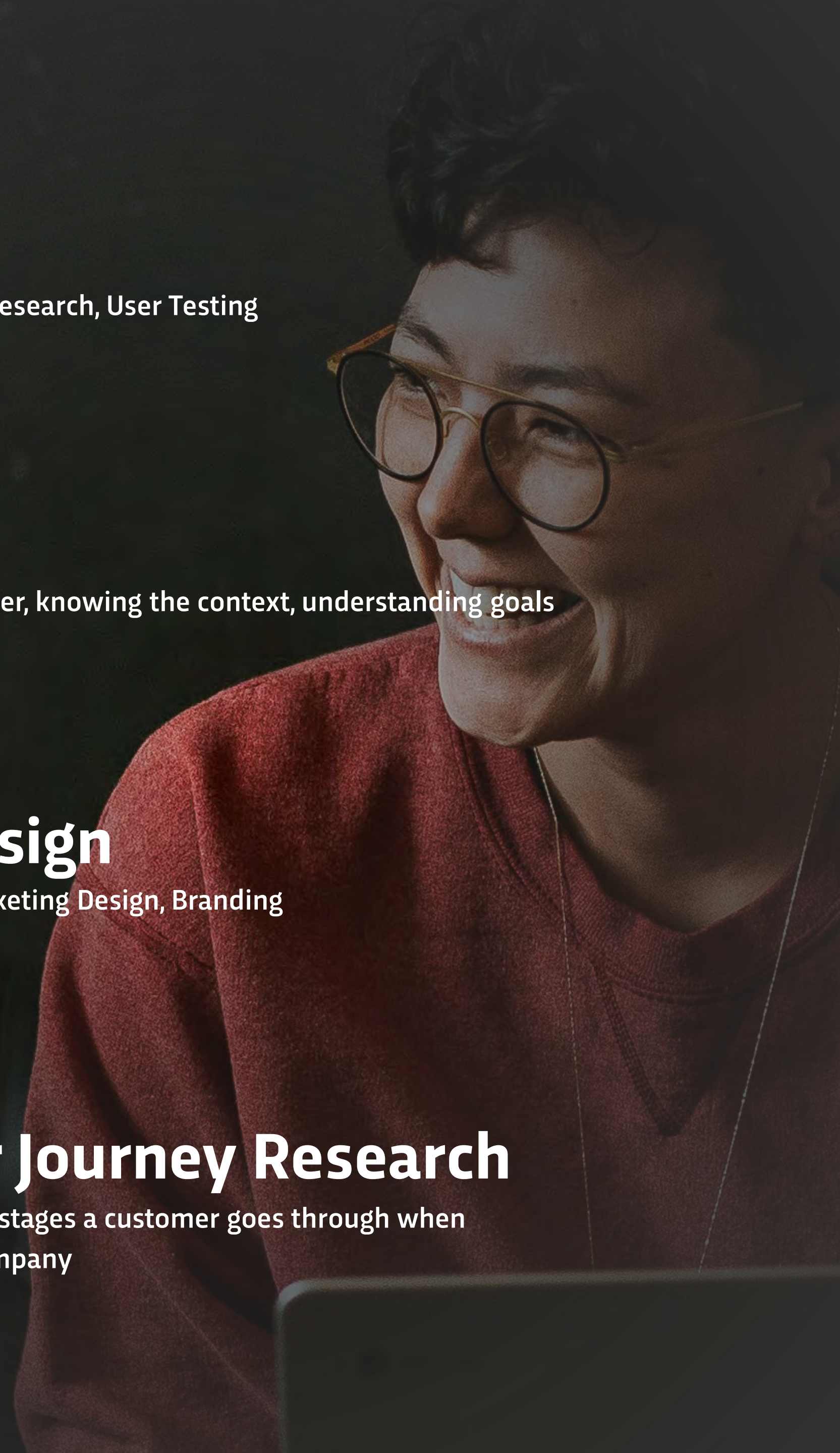
Visual Design

Interface Design, Marketing Design, Branding



Customer Journey Research

Determination of the stages a customer goes through when interacting with a company





Visual Communication

Even though usability is one of the most important aspects of UX, the visual design of your online shop (illustrations, photography, typography, spacing and colours) plays a big role. We know that people are attracted to things they find aesthetically pleasing, so this will also have an impact on how they perceive the usability of your website.

But how do we communicate with digital products? With our eyes – our most important perception, through which we absorb information most quickly; with our ears – our auditory perception; with logic – the consistency of thought that leads to correct conclusions. Likewise, logical connections and psychology such as thoughts, memories and emotions. Visual design is an essential tool that influences a person's mood.

Especially in e-commerce, a minimalist web design is very important. Put the focus on your products, don't distract your customers with too much additional information. Learn to understand the mood and context of your users, only then can you take them by the hand and lead them to the goal.

Understanding User Context

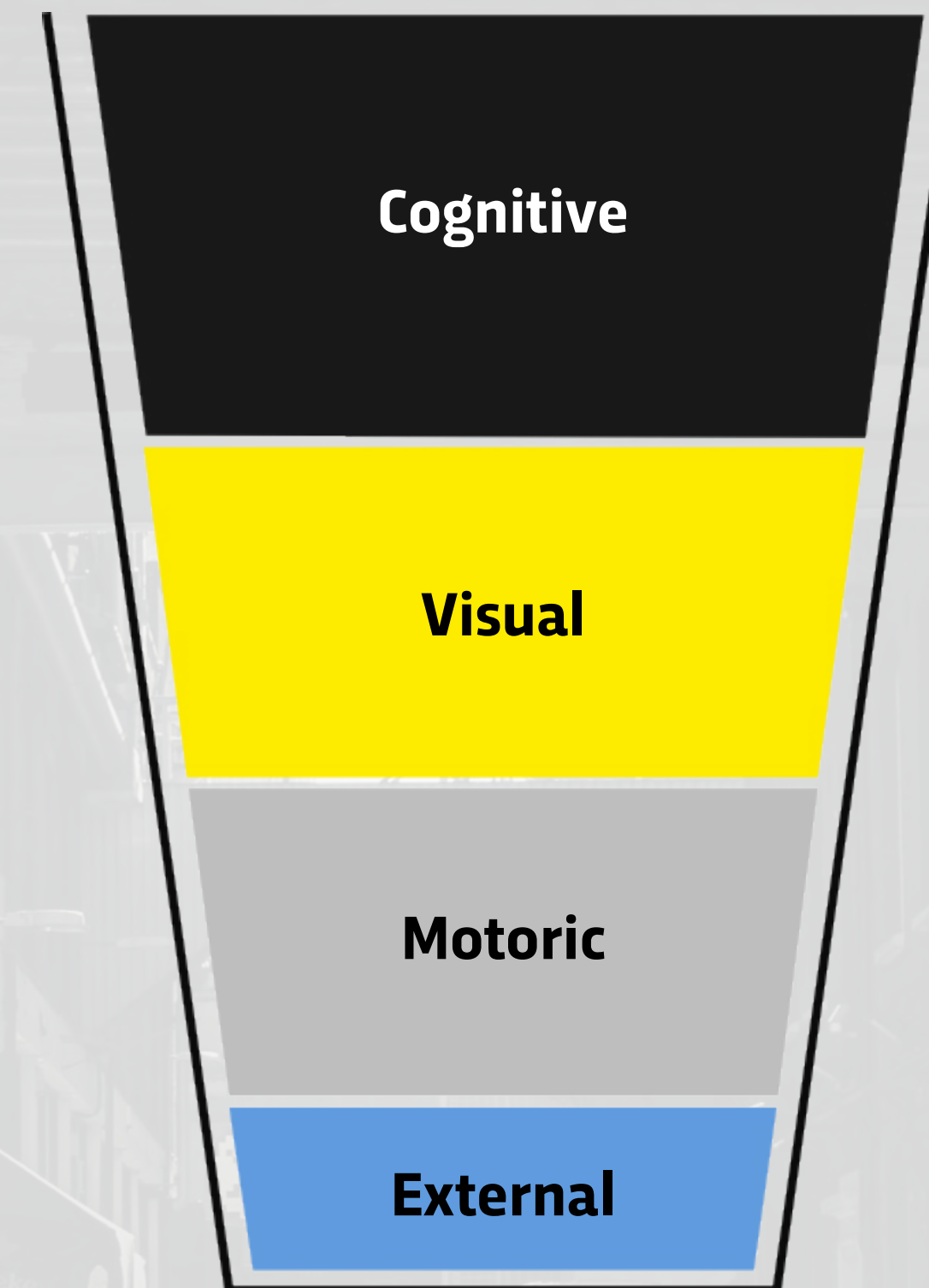
Always keep in mind: focus on the foundations of user experience, care about usability and test your product with usability heuristics. Last but not least: upgrade your design's empathy. It's very important to use usability correctly and to keep in mind the user's needs and conditions. Understanding the user context is the foundation for a successful user journey. There are four main loads that people have every time, although they vary in their appearance:

Cognitive: relates to the amount of information that a working brain can hold/memorize at once.

Visual: relates to the amount of visual information that the brain can analyze.

Motoric: relates to the number of physical human loads.

External: relates to the other loads that surround users (wind, cold, sounds etc.).





Customer Mind Map

Understanding the context the user is in is key to a successful transaction. Knowing their motivations and moods, and understanding and incorporating the circumstances of their actions, will help you successfully adapt the design of your shop and provide an optimal user experience.



Customer Journey Maps

UX designers use a variety of tools and methods to learn about users and their behaviour. Customer Journey Maps (CJM) look at the phases of a customer's interaction with their company, focusing on the customer's feelings and needs at each touchpoint. The entire duration of a customer's relationship with the company or only partial aspects are considered. Since different target groups act in different ways, it is advisable to create separate customer journey maps for specific customer personas.

By analysing your users' routes through your shop, you can see where you are successful and where you are leaving customers by the wayside. You can identify possible problems, potential bottlenecks and opportunities for improvement, offer additional services and pave the way for your customers from the starting point to the end of their buying process.

Furthermore, stay in continuous dialogue with your customers, invite them to give feedback and share their opinions and experiences. This also helps you to understand your customers better and to derive relevant recommendations for action from the insights gained.

Usability – the Relevant Questions

Based on the method of Heuristic Evaluation, Jakob Nielsen developed ten general principles for good interaction design in 1995. According to his own statement, he uses the term heuristics because they are “broad rules of thumb rather than specific usability guidelines”. Here we ask ourselves the following questions in particular:

Learnability: How easy is it for inexperienced users to complete basic tasks when using their shop for the first time?

Efficiency: When the users have have learned the design – how quickly can they complete the tasks?

Memorability: When users return after a certain period of time – how easily can they recover their knowledge?

Errors: How many errors do users make, how critical are these errors, and how easily can they fix them?

Satisfaction level: How pleasant is it to use the interface?



10 Rules of Thumb for Usability



Aesthetic, minimalist design

Put your product in the centre of attention, do not distract your users with unnecessary information, but guide them to the goal with prioritised content and features.
Keep it simple!



System and reality

Your design should speak the language of the user. Use understandable words, images, icons and concepts, avoid internal technical terms. Borrowed from the real world, information appears in its natural and logical order.



Consistency and standards

Make your design consistent: Always use the same wording and visual language for the same actions. Use standards learned from the user.



Flexibility and efficiency

Personalised content and customisability of frequently used actions speed up operation for advanced users.



Recognising instead of remembering

Minimise the cognitive effort of your users: If you display possible options, actions or elements in a consistent, comprehensible and clear way, the user has to remember less.



Point out mistakes and offer solutions

Error messages should be simple and understandable and suggest a constructive solution. Avoid error codes that your users have to google first.



Error prevention

Better than any good error message is a careful design that prevents errors from occurring in the first place. Through good design and sufficient testing, you avoid error-prone situations in advance, warn the user and have them confirm critical actions.



User control and freedom

Users often perform actions unintentionally. Ways out such as “Undo”, “Redo” and “ESC” are therefore always possible and visible.



Help and documentation

A system is perfect when it needs no additional explanation, but sometimes help is essential. For any problems and questions, they should offer solutions in clear steps with concrete instructions for action.



Feedback and status information

Keep users informed, give immediate feedback on whether an action was successful or not.

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gesucht -
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jetzt!



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**Respect for Cultural
Differences**

Design Features for The Asian Market

We know that developing the English version of your website or program for another Western market requires time and high skills in both design and development. You need to know your target market pretty well. When working in European countries, this can be relatively simple but developing websites and programs for Asian markets is a radically different approach:

Localization is not only a translation of the product language but also a complete adaptation of the design so that it gets a response from the target user. This is the language you use, the user interface, the user experience, the images, the icons, the fonts, the colors, and the way the information is presented in the basic patterns of the target group.



Would You Like to Learn More?

We look forward to meeting you and will be happy to advise you.
Contact us.

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