OKLAHOMA

Designing Effective Web Pages
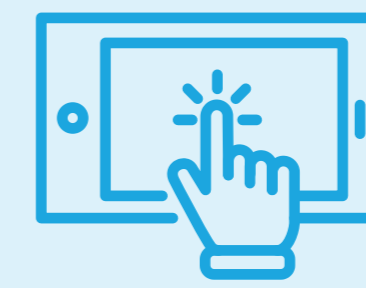
The 4 pillars of an effective user experience:

Functionality
THE PAGE SHOULD WORK AS INTENDED.

Check that buttons are linked, no text is cropped, and the page loads properly. The navigation, templates, and components should work ease.

Usability
THE PAGE SHOULD BE EASY TO USE.

Check that the page can be viewed on different devices and that information is presented in ways that are easily perceived and understood by users. Ensure any action you want the user to take is clearly indicated.

Reliability
THE INFORMATION ON THE PAGE SHOULD BE ACCURATE.

Check that all information on the page is credible and accurate. It's also a good idea to plan ahead and make sure the page can be easily updated in the case that information changes.

Accessibility
THE EXPERIENCE SHOULD CONSIDER PEOPLE WITH A DIVERSE RANGE OF ABILITIES.

Check that the content of the page is robust enough that it can be interpreted by people with a diverse range of hearing, movement, sight, and cognitive ability.

User-Centric Approach

We believe in a user-centric approach to digital because understanding the user is crucial to building a page they can use and want to use. Ask yourself these questions and design the page according to the answers.

- Who is your user?
- Why are they on the page?
- What do you want them to do?
- Where are they using the page?
- When are they using the page?

Top 5 Rules:

1 More decisions, more problems
It can be overwhelming to users and lead to decision fatigue if there are too many buttons or forms on a single page. Consider pagination or removing unnecessary actions.

2 Think about Hierarchy
Information that helps your user accomplish their intended task on the page should be near the top of the page and should be represented by larger components to clearly convey the information hierarchy.

3 Short and Sweet
Limit the number of words or don't make sentences overly complex. Users skim what they read on a screen and writing short, simple sentences leads to better comprehension of users.

4 Pattern Design
Imagine the shape of a capital F outlined on your web browser, taking up the whole screen. Eye tracking research shows that we scan computer screens in that shape. This means we tend to see the top left of the screen the most and the bottom right the least. Make sure important content falls within that zone, because that's where your users are looking.

5 Consider all devices
Think about what device your user will be looking at this page on and choose content and components that works best on that screen size.