Website Design Considerations
Best Practices and Trends

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AGENDA

1. Beyond Metrics
2. Website Goals
3. Design Systems
4. Website Performance
5. Beyond Visual Norms

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Beyond Metrics

Blind to our Minds?

- We look at nutrition facts and still eat that bag of Doritos
- We look at Google Analytics and still build that "feature"
- Our access to data has evolved, our brains haven't

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Surveys

- Survey is a dangerous research tool to design a system
- The Hawthorne Effect
- People want to appear smart on the survey

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Quantitative v Qualitative Data

- Numbers are meaningless without answering the right qualitative questions
- Measuring customer satisfaction is misleading based only on quantitative data
- Split testing (A/B) won't always give you a new and better solution
- How to gather insights
  - User interviews, Focus Groups, Card sorting, Eyetracking tests, Usability testing

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Website Goals

Personality of a Website

- Get user from point A to point B as seamlessly as possible without breaking context
- Research shows that we subconsciously think of a computer as a person and expects them to learn our behavior
- Smart Branding and Storytelling

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User's Goals

- Does the website captivate me?
- Is it useful/ helpful/ provide me value?
- Is it easy to navigate?

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Organization's Goals

- What do our customers and stakeholders love?

- What makes us money?

- What makes us stand out?

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Design Systems

WHAT ARE DESIGN SYSTEMS

- Little parts that fit together to form an unlimited amount of templates
- Building with Legos and establishing modularity
- Enhances consistency and maintainability of a project

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SHARED VOCABULARY

- Talk to people in terms they understand
- Making it a part of everyday culture
- Helps in collaboration

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CONTENTS OF A DESIGN SYSTEM

- Typography, Color, Iconography, Code
- Information Architecture
- Editorial
- Accessibility
- Social Media Guidelines

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Examples

Overview

Visual Design

Interaction Frameworks

Layouts

Navigation

Content & Data

Communication

Forms & Controls

Discovery

Voice and Tone

Logo Kit for Developers

The Harmony Design System

Intuit employees, please go here: **design.quickbooks.com**

Harmony is a **living design system** that unites Intuit's small business products, brand and marketing experiences across devices and ecosystem. Here is where you'll find guidance, information and resources for creating delightful experiences.

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GEL | Global Experience Language

Home | Guidelines ▾ | Articles   What is GEL?

📄 Design Patterns

Patterns are a simple, reusable solution to a design problem.

FILTER: **All**   **Web**   **App**

Accordion

An Accordion is a simple way of showing, hiding and breaking down content.

📄 v1   🕐 13 Jul 2016

Cards

Cards allow you to quickly preview and share content, without the need to leave the page you're on.

📄 **Updates**   🕐 2 Jun 2016

Carousel

A carousel is a great way to view lots of content in a limited amount of vertical space.

📄 **Updates**   🕐 13 Oct 2016

CASE FOR STYLE GUIDES

1. Develop new features faster

2. Savings of time and resources
   - Instead of designing a widget for the 15th time, it's already done

3. Tested and proven solutions to design problems

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SIGN ON
GO

Maximize Cash Flow

Raise Capital

Mitigate Risk

Go International

Learn More >

Sign on to PINACLE® >

What is PNC Purchase Payback

How PNC Purchase Payback Works

Get Connected >

GET RATES

Enroll Mobile Device

Get Started >>

Sign On

Next Step

Learn More >>

Add Reminder

Search Transactions

Export All

Print Spend

Print Reserve

Check Rates >

Savings History

Customize Your Pig

Add

Sign On >

Apply Now >

Continue

Search >

Go

CLEAR

SUBMIT

Sign On >

+ Add transaction

Show Bars

GO >

Rate Virtual Wallet

Share Your Story

Set Payday

Try Again

Sign Up for V.me

Learn More >

Learn More >>

AEI INTERFACE INVENTORY
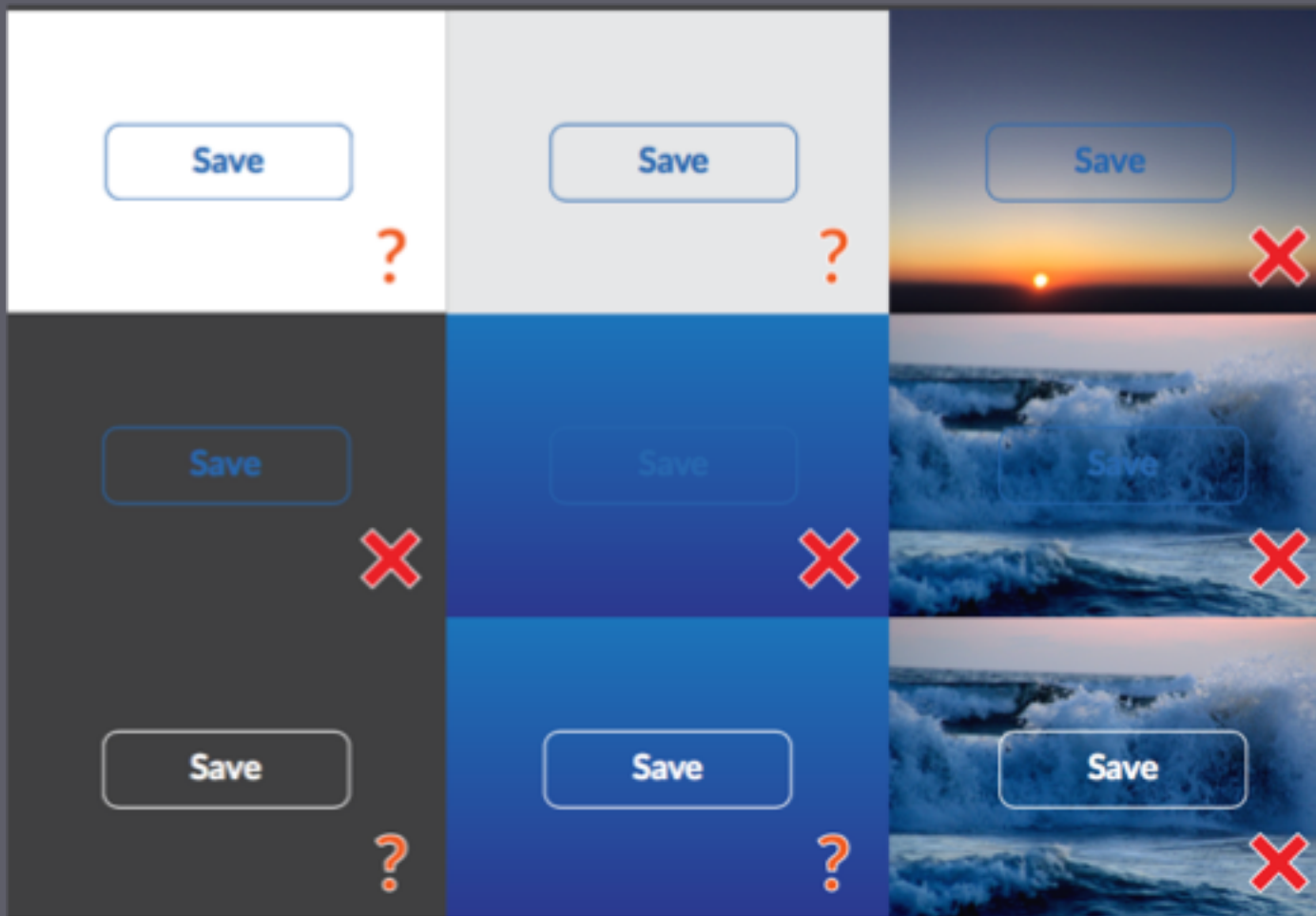
Form Elements

Buttons

Example

Standard   Primary Action   Send Now   Stop This Delivery

GHOST BUTTONS

HOW TO CREATE STYLE GUIDES

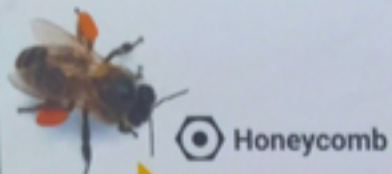1. Involving various teams in the organization
2. War rooms and Design Week
3. Name the project

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Design System Week

Warroom Feedback

LOVE!
This is how we should feel

NOPE!
This is NOT how we should feel

OPP
An idea for improvement

Website Performance

WHY IS PERFORMANCE IMPORTANT?

- In 2017, people expect their website to load in 1 second

- Loading time is about money and users

- People hate "noticing the wait"

- "A brand isn't what we tell customers it is, it's what consumers tell each other it is"
  - 40% of users share their negative experience with friends, relatives, and on social media

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WHAT DO USERS CARE ABOUT?

- "Performance is about Perception, not about Math"

- Regular users don't talk about "time to first render". They just say fast or slow

- If users are unhappy with loading time, you will have to decrease it by at least 20% for users to spot the difference (Just Noticeable Difference)

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HOW TO IMPROVE PERFORMANCE?

- "Deliver your content as soon as possible"

- "People come for the content, not for the images"

- Increase "Active Phase" and reduce "Passive Phase"

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ACTIVE PHASE v PASSIVE PHASE

- Psychological Performance Optimization
  - Trigger brain into active phase by reducing idling time
  - Example: YouTube, Slideshare

- Real World Analogies
  - Walking longer from Airplane to baggage claim v Waiting longer for bags
  - Placebo buttons at pedestrian crossings

- Skeleton Screens

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SKELETON SCREENS
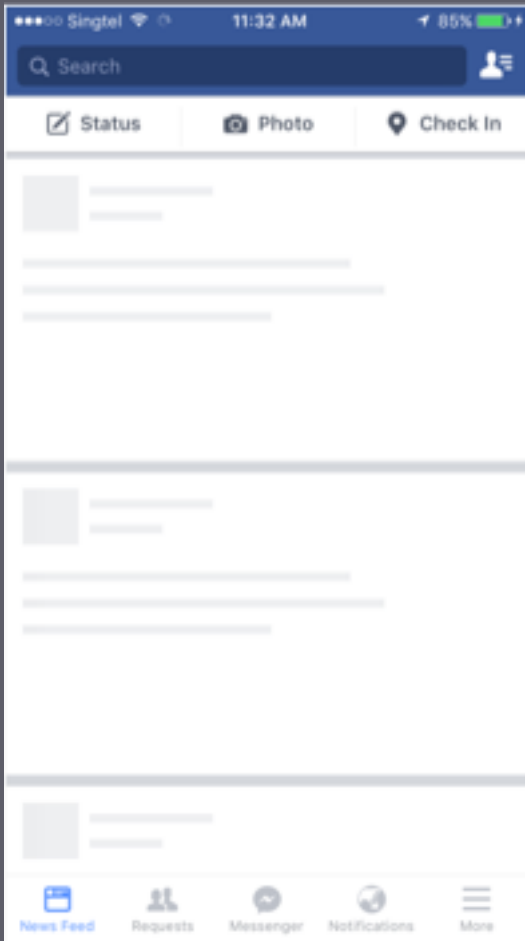
- Creates anticipation

- UI feels faster and makes people happier

- Progress indicators help in processing delays

WEBSITE OPTIMIZATION

- Images can be saved as low as 30% resolution without loss to quality
- If you have an image that contains a portrait, you can blur the background and it can save lots of load time.
- Keep JS and CSS files merged and compressed under 50 kilobytes
- Custom web fonts can be a bottleneck as they cause flicker when the website first loads

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OPTIMISTIC UI

- 97-99% requests should API return success
- As soon as the user clicks a button, instantly switch into success state.
- Example: Twitter favorite button as an example
- The system should only get in the user's way if there is a problem.

Beyond Visual Norm

COOL VISUALIZATIONS

- https://nbremer.github.io/hackingthevisualnorm/#/voronoi-scatter-plot
- https://nbremer.github.io/hackingthevisualnorm/#/voronoi-baby-names
- https://nbremer.github.io/hackingthevisualnorm/#/brush-bar-adyen
- https://nbremer.github.io/hackingthevisualnorm/#/loom-lotr-final

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Sneak Peek

http://dev2.aei.org/aei-style-guide/

THANK YOU!

Questions

APPENDIX

- Design Systems
  1. http://harmony.intuit.com/
  2. http://www.bbc.co.uk/gel/guidelines/carousel
  3. http://ux.mailchimp.com/patterns/
  4. https://www.yelp.com/styleguide
  5. http://brand.opentable.com/voice-and-tone/
  6. http://styleguides.io/examples.html

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APPENDIX

- Smashing Magazine Slides: https://smashingconf.com/sf-2017/
- Performance Measurement Tools
  1. Lighthouse
  2. Speedcurve
  3. WebPageTest.org

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