SMASHING UX DESIGN: FOUNDATIONS FOR DESIGNING ONLINE USER EXPERIENCES

Jesmond Allen
James Chudley

WILEY
A John Wiley and Sons, Ltd, Publication
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- Check Your Competitors for Patterns
- Use Frequently Searched for Navigation Labels
- Design for Mutual Exclusivity
- Plan for Every Navigation Scenario
- Use Navigation to Drive the Primary Goals of What You Are Designing
- Make Navigation Look Like Navigation
- Does Your Navigation Pass the Test?

Common Mistakes

- Using Brand-Based Navigation Labeling
- Navigation that Doesn’t Tell You Where You Are Going
- Not Involving Users in the Design Process
- Not Following Navigation Conventions
- Check How Links Will Be Managed
- Catch-All Navigation Labeling

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Chapter 20: Homepage UX Deconstructed

Key User Tasks and Questions

- I Know What I’m Looking For; Do You Provide It?
- I’m a Returning Customer, Help!
- Let Me Get in Contact with You
- I’m Lost, Help!
- Who Are You and What Do You Do?
- Do I Trust This Place?
- I Have Come to Do Something Specific, Just Let Me Do It!
- Show Me the Latest Content that Is Personalized to Me!
- What Is the Latest Information?
- Inspire Me and Show Me What Is Popular

Typical Homepage Business Goals

- Promote New Products, Services, and Campaign Information
- Provide Many Routes to Content via Navigation, Search, and Footer Links
- Display Advertising
- Display Targeted Information to Logged-In Users
- Support the Business Model of the Site
- Make a Great First Impression
- Make It Simple for Users to Complete Their Tasks
- Communicate the Proposition and Why It Is Unique
- Demonstrate that the Site Is Regularly Used and Maintained
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