The principles of UX and UI In Web Design

Some of The principles of UX and UI are:

#1 Accessibility

Ensuring that the website is easy to use for any user, including vision or mobility impaired users. This should follow w3 guidelines (referenced below) but also follow design best practices to make text easy to read and make sure any design elements aren't interfering with the user experience.

#2 Clarity

The website is easy to understand and its purpose is clear – this should be key in all pages that are built. While a user could likely take many paths on your website, the goal is to build funnels that are taking them toward completing a conversion.

For instance, on an e-commerce site, the home page might have different categories, like Women's, Men's, and Children's clothing. If they click on Women's, they should ideally be then taken to a page where they can search or narrow down into more niche Women's categories, like Pants, Shoes, Dresses, or Accessories. This journey should be as clear as possible.

#3 Learnability

The website provides valuable information that answers the user's query or need. In addition to offering products or services that they are interested in, the website should also offer additional resources that allow the user to learn more about the industry, the company's offerings, history, and more. For instance, a clothing store that's been open since 1912 could have a page that shares the history of the company and the building it's in.

PEOPLE ALSO READ: Local SEO For Small Business: 10 Reasons To Give It a Thought

This makes the company feel more personal to the user and also gives them some more background on how it runs, which helps increase brand trust.

#4 Credibility

the website uses reliable information from reputable sources to prove its point or educate the user. In addition to establishing its own credibility through

reviews, history, awards, or recognitions, the website design itself provides credibility by being easy to use and find information on.

#5 Relevancy

The website layout and content are kept up-to-date with best practices for the industry, [making it relevant to the user.](#) If there is an outdated design or information, it decreases user trust and brand sentiment.

What you should test?

#1 User Intent

 what is the user looking to accomplish on a page? (Include examples of a few different intent actions, such as an e-commerce website and a landing page to sign up for an email newsletter).

#2 Points of friction

 what is stopping a user from completing the desired action on your website? Places to examine include pages that have the highest bounce rate, abandoned shopping carts, landing pages that do not convert, CTAs on pages that aren't clicked.

- Causes of friction include:

- Hard-to-understand content
- Disruptive design elements (e.g. the colour yellow may turn some buyers away)

- Shipping costs are too high
- Order fulfilment time too long
- Forms are too complex and time-consuming.

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include the staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training**. [You can reach me on Whatsapp HERE.](#)** Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

PEOPLE ALSO READ: Best Laptop for Digital Marketing: Top Picks for Efficient Marketing Workflows

Powered by **Inline Related Posts**

[I use PiggyVest to save & invest securely. Sign up with my link and get ₦1,000.00 to start your own savings journey](#)

Fact Check Policy

CRMNUGGETS is committed to fact-checking in a fair, transparent and non-partisan manner. Therefore, if you've found an error in any of our reports, be it

factual, editorial, or an outdated post, please contact us to tell us about it

Fact Check Policy
Sharing Is Caring. If you enjoy this article, help us share with others.

Related posts:

1. [Electronic Payment Concepts: The Five Modes](#)
2. [Blogging Success Tips From Steven van Vessum](#)
3. [Amazing Blogging Success Tip From Elise Dopson](#)
4. [Blogging Success Tips From Brent Custoras](#)