

# How to make a Kick-Ass first Milestone

(Part 2.)

## Intelligent design choices = great UX / UI

### User Experience and User Interface

- User Experience (UX) is primarily the way the user **feels** when visiting your website.
- User Interface (UI) is the way they use your site, the navigation, input fields and buttons.

User Experience is about

- Visually appealing content – colours, fonts, media etc.
- Understanding the type of user coming to your page, and what their needs are.
- Learnable – easy to understand, bite size information. Not overloading the user with masses of text.
- Clean simple design, using lots of space.
- Subtle but effective reactions to user actions. For example hover effects and animations.

User interface is about

- Keeping to website conventions, so even a person brand new to your site can find things where they expect them to be.
- Making things easy to find quickly.
- Your knowledge of the topic will make it much easier to choose its design, fonts, images etc.
- You will want to work on it more, even when the code is not working the way you want!

## Users only see what's there

Most web users are impatient and are not likely to explore your entire site. They won't spend ages looking for hidden functionality. If what they want is not easy to find, they will leave to find it somewhere else.

- Put what the user wants/needs in easy to find places
- Keep it SIMPLE! You may be fascinated by all the details of your subject, but the user probably just wants the bare essentials, so put those first. And then link to more detail in a separate page if you think it is necessary.

## Users reply on familiar patters

- Users want intuitive websites, driven by their prior knowledge and association with other systems.
- They expect a navbar to be at the top of the page
- They expect to be able to find contact details in the navbar
- They expect to find social media links in the footer, (or in the navbar if there is space).
- They expect content to be laid out in easy to find ways.
- Be consistent in your use of colours, fonts and icons.
- Look at other websites on the kind of topic you have chosen, notice the things they have in common and try to keep to the same conventions in your own site.

## Users are not always in the mood to read

- Attention spans are short, users will balk at large paragraphs of text and move on. Condense your information into the smallest most essential parts that you can, give them just what they need and no more.
- Use visuals (icons, graphs, images) to display information in a way that is faster to understand where you can.

## Great examples of excellent UX / UI

- [Google](#) - Clean, simple, does exactly what it should do and no more.
- [Duolingo](#) - consistent imagery, symbols etc, gives info in small bite size portions
- [Mailchimp](#) - consistent, info in small bites, lots of space around the content.
- [Simple](#) - well-structured navigation, big headings that the user can read in a hurry and locate the info that they are looking for easily.
- [Nest](#) – great product photography, bite size information, lots of space, easy to find what the user needs quickly.

## Styling used a lot on modern websites

Curved corners to images, buttons and input fields. You see it everywhere and may not even be aware of it.

- Css style **border-radius** gives this effect.

Shadows – subtle shadows that give the impression of elements lifted up on the page is a very clean and appealing effect that is used a lot on websites at the moment.

- Css style **text-shadow** can be used for text and icons,
- **box-shadow** can be used for images or element blocks. I used code [from this site](#) for shadows on my own milestone 1

Create a lot of space around your content. Often we are just thinking about what we need to include and in what order, but spacing content out nicely gives the user literal room to digest each section of your site before moving on to the next part.