

Website Design: Making or Breaking the User Experience ©

A wake up call from media schmedia LLC & MightyLittleWebsites.com®

If you want me to buy from you, but I can't find the “buy” button because your designer didn't want it competing with his lovely typography ...

I'm gonna be frustrated.

If you have a great free white paper that helps cement your expertise, but I can't figure out how to join your email list to get that white paper, or your intake form is poorly laid out ...

I'm gonna be frustrated.

If your navigation menus are icons instead of words, but I can't make sense of your icons, visually striking as they may be ... *yeah, you know what I'm gonna say.*

HONOR YOUR VISITORS. If visitors are frustrated, they will leave your site and go find someone else to do business with.

Here are some ways to honor your site visitors with your design choices:

If your business thrives on personal relationships – if you're an insurance agent or a yoga studio or a therapist, e.g., – then your design should include generous white space. White space creates more breathing room for the visitor to experience your offering at their chosen pace of engagement. It holds psychic space open for a conversation between you. Consider using pictures of people relating to each other. If using stock photos, take care the people in them seem genuinely connected rather than posed. Avoid presenting many different messages to attract your visitors' limited attention. Visual ease helps foster personal relationships.

On the other hand, more tightly packed text and graphics CAN signal excitement, variety, opportunity, urgency – and they are appropriate IF those qualities resonate with your venture. Lots of white space is nice, but in a grocery store that promises limitless choice, for example, lots of white space is probably not a good reflection of the brand promise. It would be like a store full of nearly empty shelves.

If you have a lot of info in many categories, consider use color coding or simple, clear iconography in your navigation to help people stay oriented.

Your website's formal design can be a powerful tool in communicating your message simply and directly to your most relevant potential customers. Use it for good and not evil!

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