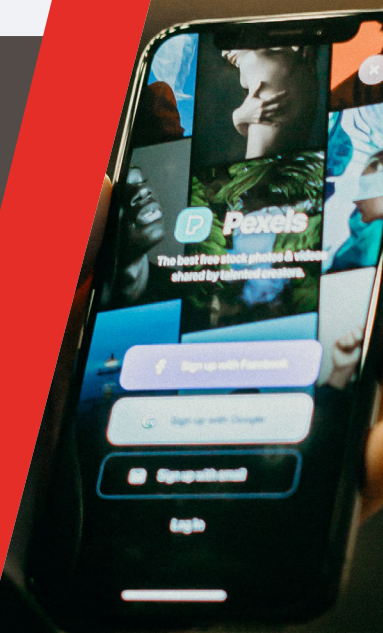# UPTHRUST
digital acceleration office

"YOU HAVE TO START WITH THE CUSTOMER EXPERIENCE AND WORK YOUR WAY BACK TO TECHNOLOGY."

— STEVE JOBS

# HOW USER EXPERIENCE ENHANCES CUSTOMER SATISFACTION

# 1

## DEFINE YOUR
## STRATEGY

What the user or customer needs should merge into a whole with your business objectives. Don't forget a website always has multiple purposes, its role will be different for a different type of visitor or a visitor in another phase of the customer journey. It will always be a balancing act to meet those different needs.

# 2

## **TEST** AND ASK FOR
# FEEDBACK

Since you are not the real user of your website, make sure to test different changes and functionalities amongst final users for feedback.

# 3

## CHOOSE YOUR COLORS
# WISELY

Dark, cold colors stay in the background whereas warm, bright colors come forward on your website. Red is often used for mistakes or warnings and blue text only for links. Choose one color only for the CTAs on your website to create extra impact.

# 4

## SIMPLICITY OF
# NAVIGATION

The hierarchy of your website shouldn't be more than 3 to 4 levels deep. Pages should have a visual indication of the direction of scrolling and have an indication on whether or not more content is available. The longer your website page, the less likely visitors are to scroll to the bottom. It is advised to have a search field function unless you have a website with very little content.

# 5

## LOADING
## TIME HACKS

Make your website feel as fast as possible: minimize load time and improve smoothness of animations.

Tip: load website text before images, this way users can start reading before the rest of the page appears. It could be useful to show the website's main elements to communicate the lay-out of the website while loading.
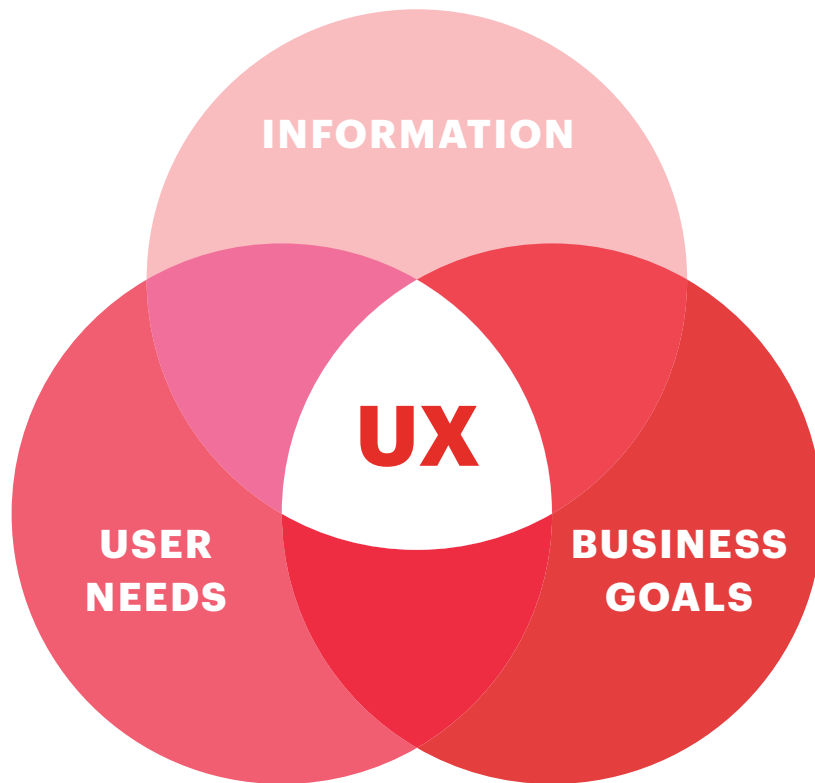
# 6

## MAKE YOUR **PAGES**
## READABLE

Use visual variety on your pages, users scan pages before they readthem. DON'T USE ALL CAPS IN HEADLINES OR TAGLINES, it makes text harder to read. Only add meaningful text and have enough white space between visuals and text.

# GET MORE LEADS FROM YOUR WEBSITE HERE

## FREE UX CONSULTATION

INFORMATION

UX

USER NEEDS

BUSINESS GOALS

## GET MORE LEADS FROM YOUR WEBSITE

SCHEDULE A COMPLIMENTARY CALL WITH A UX MASTER TO INCREASE YOUR WEBSITE'S LEAD FLOW.

**GET MORE LEADS**

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