

# CUKER



Tips to Enhance Your Website's  
User Experience (UX)



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Your website is a reflection of your business. It's where most customers first interact and engage with your brand. And what we know holds true with eCommerce experiences – customers love simple, satisfying, and responsive. If you're not providing a great user experience, your customers will move on to another site (and business) that fulfills their wants, needs, and expectations. In fact, **38% of people** will exit a website with a confusing or unattractive layout and lackluster content.

There's a great quote by designer **Frank Chimero** saying, "People ignore design that ignores people." Stated simply and profoundly, this observation is at the core of today's user experience.

In this article, we'll point out ways to significantly enhance your UX, resulting in increased conversion rates, sales, and user engagement.

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## What is UX?

**According to Adobe**, User Experience (UX) is the process of increasing user satisfaction by improving the usability, accessibility, and efficiency of user interaction with your website or app. To put it simply, UX is how a person feels when interacting with your brand online. When people click on a website, certain factors shape their user experience, including:

- Value
- Function
- Accessibility
- Usability
- Impression

The end goal of UX and UX design is to provide the user with an intuitive, efficient, and relevant experience.

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## Why is UX So Important?

Great UX provides positive experiences that keep users loyal to your product, service, or business. UX also allows brands to define the customer journey on their site to help them meet business goals and objectives such as increased conversion, improved ROI, rocketed SEO rankings, and a boost in sales.

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## 7 Powerful Tips to Improve User Experience

Here are seven ways you can improve your UX to help boost conversion and enhance engagement with your customers.

### Do Your Research

UX is different for everyone. It's definitely not a one size fits all approach. When designing user interfaces, don't assume you know exactly what every customer wants or needs at all times. Knowledge (of your customer) is power. You can start with a UX research plan. This plan will help guide your project and address important questions that need to be answered, such as:

- What would users like?
- What are their core wants and needs?
- How do we meet their needs?
- How do we apply our brand strengths to our site?

### Optimize Site Speed

Site speed optimization is key to a positive website experience. With the proliferation of mobile devices, users can access your site from anywhere in the world. It's important that your website loads promptly to let your online visitors or customers access content quickly. If your site is slow and unresponsive, customers will undoubtedly jump to another site to get what they want – plain and simple.

### Be Mobile Friendly

Mobile technologies allow people to browse the internet on multiple devices. Mobile accounts for approximately **half of web traffic** worldwide. Last year, mobile devices generated 58% of global website traffic. So, your site needs to be compatible and easy to navigate on a smartphone as well as a tablet, laptop, or other device. It's also important to develop content that can easily adapt to all device sizes.

## Keep it Simple

When it comes to UX design, less is more. Keep your layout simple by using fewer colors, features, buttons, images, and words. Organize content in a logical way. Reduce clutter by dividing the page into clearly defined sections making it easier to scan and focus. Also, implement clear navigation with simple language for the navigation headings so that they are easily understandable with fewer options to eliminate any confusion.

## Keep Your Pages Consistent

Website page consistency is key for creating recognition for your brand. It's important to maintain a uniform font style, color, and tone throughout your site. Headings, buttons, and illustration style should be the same on every page. As a result, inconsistency from one page to the next will confuse your viewer...and they will probably leave your site.

## Add a Human Touch

Human interaction is critical in UX. Brands must build real connections by making technology feel more human in developing better customer experiences. Start by creating content that resonates not only with your core audience, but with all people. Demonstrate to your viewers a sense of honesty, empathy, humility, and integrity.

## Get (and Use) Feedback

When looking to develop strategies to improve UX, capturing and incentivizing immediate feedback is key. The insight a customer provides is invaluable, so pay close attention and use it to your (and your user's) advantage. Through surveys, questionnaires, or a comment on social media, customers will give you the information needed to create a richer, more robust user experience.

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## How To Start Implementing a Better UX

There's also another fundamental way to enhance your **user experience** – team up with us! Cuker combines brand culture with UX best practices to develop award-winning website experiences. We blend design, data, and research to optimize website performance, creating an effective user experience that connects and converts.

Ready to connect? **Let's UX!**



# Redefining Possible.

We are a progressive full-service digital agency,  
growing brands in today's connected world.



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