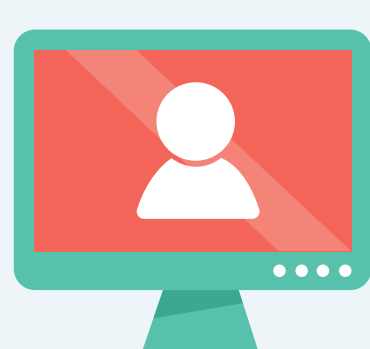


5 VITAL CONSIDERATIONS TO OPTIMIZE WEB DESIGN AROUND THE USER EXPERIENCE



WEB DESIGN IS INCREASINGLY FOCUSED ON THE USER EXPERIENCE.



Emphasizing **functionality** and bolting on interface considerations later can lead to websites and apps that frustrate users and derail productivity.

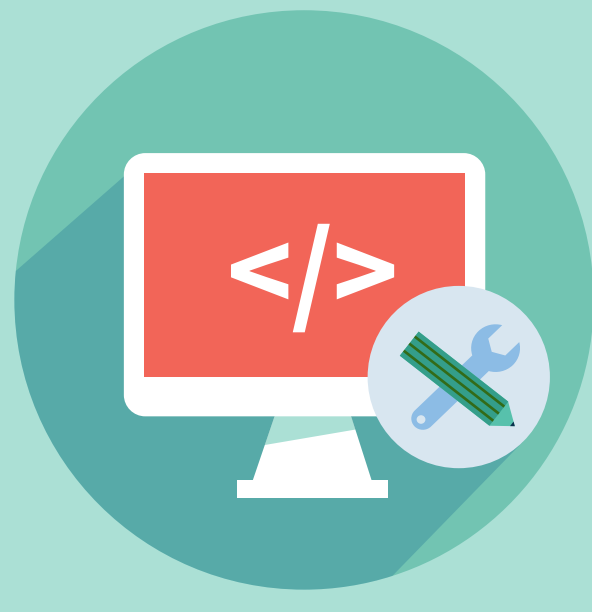
Keeping these five issues in mind will help you create a powerful UX:

TAKE CARE OF *THE BASICS*

39% of consumers stop engaging with a website when load times are too slow. **Don't neglect basics like load times and site navigation.**



DESIGN FOR *SECURITY*



Optimal UX design can limit human error, **creating potential data protection gains.**

MAKE KEY INFORMATION *ACCESSIBLE*

54% of B2B users pointed to a **lack of accessible contact info** as a website element that often annoys them.



AVOID *TRENDS*



Base your UX design on data-driven insights and your core goals. Don't get caught up trying to keep up with **design hype** just to keep up with fads.

PRIORITIZE *DESIGN*

UX design is becoming critical as businesses work to create **omni-channel experiences.**



Designers don't have to reinvent the wheel to create a positive UX. Instead, focus on making data-driven decisions that are founded in your core goals.



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