



User Experience

The user experience section is where Clarus Minds improve on the website/ create a website in a number of areas. User experience is important as it will be the area of improvement that will affect the client and their customer the most. The user will want a great and trouble free experience on the website so they can easily access any information they need. A good experience will bring users back again and also allow them to recommend the website to others. In this sense user experience is the most important aspect of web strategy as it is where Clarus Minds really begin to build a website. A brand guideline for the client's company is a very helpful resource to Clarus Minds in this area.

The first area to get right in User Experience is the actual content that needs to go on the website. Most of the information comes from the client directly with Clarus Minds only being able to help in a few areas. The client will need a good content strategy to get their content right. A few things to remember:

- **Content is KING** - Make sure content is inline with the business ideals and regularly updated as the company and company ideas change.
- **K.I.S.S.** – Keep it short and simple, overloading a customer can create confusion which could lead to them leaving the site.
- **Measure your Quantity v Quality** – Keep content in short digestible chunks, which ties into K.I.S.S.
- **Keep it compelling** – Having unique perspectives and points of view worthy of discussion can interest customers and make you as a company stand out among competitors.
- **Colour/ colour themes** – Colour says a lot about your brand. Make sure your colour is inline with your branding guidelines. Colour would have been thought about when designing your brand so your colours should already be picked for your website. Colour schemes usually follow on from the logo colour scheme.

The second area of user experience is functionality of the website. What the website does and does not do will also impact the experience of the user. Is your website user friendly? Things to think about for functionality:

- **Navigation** – Can your user instantly find what they are looking for? Make sure you have eliminated clutter to make the customer's journey to the product they need as smooth as possible.
- **Layout consistency** – Maintain a theme and keep it organized. This comes from your brand but also from convention that most websites keep e.g. menus, headers and footers.
- **Download time** – Quick loading pages will stop your user from leaving your site. A customer will not wait for your site to load and instead find someone else. Your visitor will also have more trust in your organization.
- **Security** – A standard necessity as you will want to build a good relationship and loyal customer base. Securely hosted website and SSL encrypted pages for monetary transactions are just some of many security measures which should be taken.
- **Responsive** – A function Clarus Minds ensures all websites is the feature for the website to resize and fit on any and all devices. This way you are not losing part of your audience as the site can be accessed anywhere.