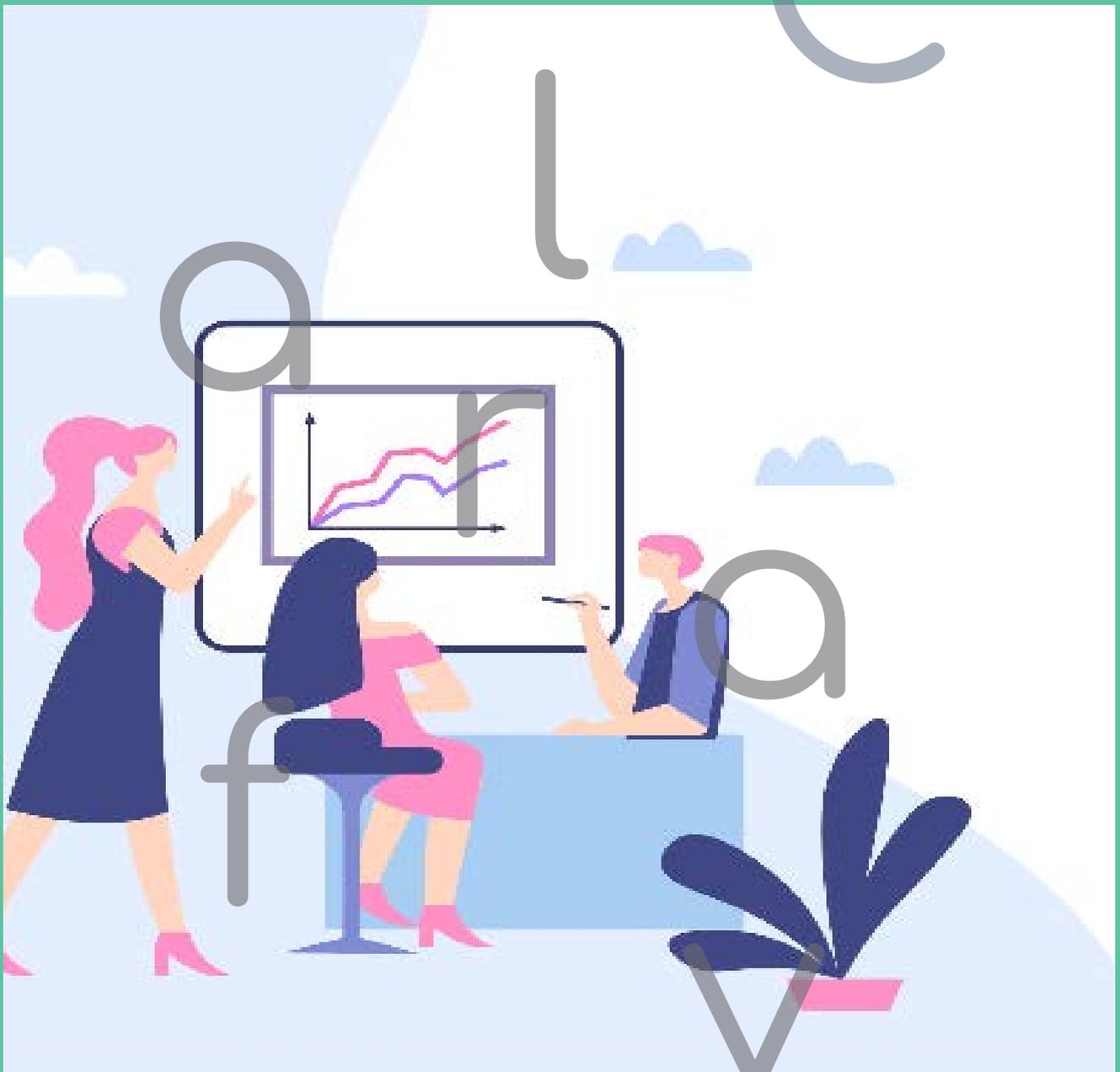


ClarafyUX

Clarafy / 2020

Five Principles and Five Keys for Great User Experience

Clara Fairbanks



Clarafy

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Clarafy UX UI Top UX Secrets

At Clarafy we aim always to deliver user experiences that are not only satisfactory but delightful. In an increasingly digital world, a focus on UX is no longer an eccentric or nonessential element to business development. We know at Clarafy that great UX defines a brand, sets a product apart from its competition and leads to natural customer loyalty

We are so incredibly passionate about UX because we believe that good user experiences lead to happier users, and healthier digital environments. We are sharing our key principles for UX here to encourage the development of great UX for YOU.

Value

I have gathered the best of my UX experience together for you and presented it here in this quick, easy to read booklet!

Use this publication as a guide and reference to creating **amazing, satisfactory and delightful user experience.**

A note from Clara,
founder of Clarafy



Clara Fairbanks

As a software engineer I have seen the temptation for developers to put user experience on a back burner in favor of clever code. What I have learned after half a decade of software development is that no matter how quickly we develop, no matter how brilliant the product seems to those who create it, no matter how optimal the code, if the user is not considered from the start, the product will not succeed. I have learned from personal experience to build great products around great users, and have found tremendous success in the process.



About Clarafy

Five years ago, I was a startup founder trying desperately to finish school, support myself and my family, and create positive impact. I wanted to help people, and establish my company so I wouldn't have to take a 9-5 job after graduation.

I had a desire to help others, and to be in control of my time and my life. But I was struggling to manage my resources. I felt like I was working hard, but wasn't connecting to my users. I wasn't making a positive impact, and I certainly wasn't in control of my time or my life.

I knew that my product was amazing, but my target users weren't interested. Many could benefit from my product, but no one could adapt to it. I felt like I was failing.

The problem was that I didn't understand what my users really wanted or needed. I continued to test, and to watch people struggle with the product, cutting into my revenue and growth.

Then, one day I realized that in order to achieve MY goals, I had to focus 100% on helping my users achieve their goals! I started diving in to UX research and design. I learned how to anticipate my users needs and goals and design my product for them.

As a result I started doing thorough customer discovery. Then, redesigned my product for my users, immediately getting positive reaction and feedback. Suddenly, the people I was

testing with became my clients, and began spreading the word to their friends. I was reaching people and making an impact. It was amazing. That's when I realized that the secret to having a profitable, rewarding business was great user experience.

Working in a technical field, I saw user experience constantly be devalued by engineers. I saw many people create great products that would never get used. I became so frustrated, that I finally created an end to end system for making flawless User Experience.

I truly felt if I could create a system that would make it possible to optimize UX for everyone, I would eliminate so much frustration in the world.

After a few more years of product development, I created Clarafy. I now optimize user experience with concise strategies to build delightful products. I developed five principles and five essential steps to UX that brings joy and eases frustration.

I am now able to work when and where I wanted to, continuously making a positive impact. I work on projects that I love, and live my best life while doing it.

At Clarafy we are committed to making our digital lives better lives.

I cant wait to help you Clarafy your brilliant product!!!!

Clara F

01 The Importance of Great UX

Lorem Ipsum Dolor.

01. Development Cost

5 to 15 percent of all development projects started, are abandoned before or shortly after delivery due to poor usability. This amounts to \$150 billion lost. This loss can be avoided with a user-centered design approach.

02. Cost Per Customer

Poorly planned UX leads to brand switching. Users avoid products and systems that frustrate them. The cost of losing a client to a competitor due to bad UX is far greater than the cost of designing good UX. Our research indicates that UX contributes to a 260\$ loss per customer across industries.

03. Lack of Registration

Frustrating UX in the registration process stifles customer onboarding by a whopping 46%. Often bad UX is first exhibited in client registration processes. The reality is that companies can double their client base, merely by improving UX.

04. User Abandonment

If a primary goal of a service is to encourage customers to make a purchase, the ease of this process 100% determines success. Users abandon shopping carts for various reasons, almost always related to bad user experience in the process.

05. Productivity Impact

If the goal of our services is to somehow add value to our users lives, we must design for UX. User experience dramatically impacts productivity adding a cumulative hours per week of impotence on users, employees, and stakeholders.

06. Support

Bad UX inevitably leads to an inundation of customer support services. What you fail to identify and correct in early stages of product development, you will inevitable learn and pay for with an over-worked and under-resources customer support team.

06. Employee Loss

I have a close friend that works in real-estate. She worked as an agent for various companies, never staying for long, until she started working at Nooklyn. Her attraction to the company was their mobile tools for brokers. The UX was smart, modern and usable. Valuable employees are repelled by poorly planned software and tools that drain their efficiency and productivity, and are attracted to companies with usable systems



While it is generally unanimously agreed that user experience is important, the financial implications for creating good UX is often ambiguous. Here we break down the cost and benefits of focusing on user experience.

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ina, faudes! Saturet?
Retretio inat
ur ala ci ia dium
us, qui caedem
efac fenGullaris. Ad
achum host iae ina,

ClarafyUXUI

Principles for great UX

Applying principles at each stage of your product design will ensure that you are staying on brand and on point!

Purpose

Intention is important in both macro and micro levels for product development. When creating any product or service, you need a clear purpose and goal. What do you want to achieve with this product? Who do you want to serve and why? Maintain your purpose through every level of design ensures that you create a product that you LOVE. And if you love it others will love it too.

Empathy

Empathy in product design means that you're being totally conscientious of your user. Are you meeting their needs? Are you saving their time? Are you helping them? The only way to find true success is to help others become successful. Estab-

lishing empathy early on in your development WILL lead to a great product.

Simplicity

Always keep it simple. Less is more every time in terms of UX. Its great if your product has tens to hundreds of clever features, but if your users cant access them, don't understand them, or find them distracting rather than relevant, you are doing damage. Keep it simple, your users AND your bottom line will thank you!!!

Trust

Good UX is all about developing trust with your user. The user needs to trust you as you guide them through your process. They need to trust that you will protect them and their information. They



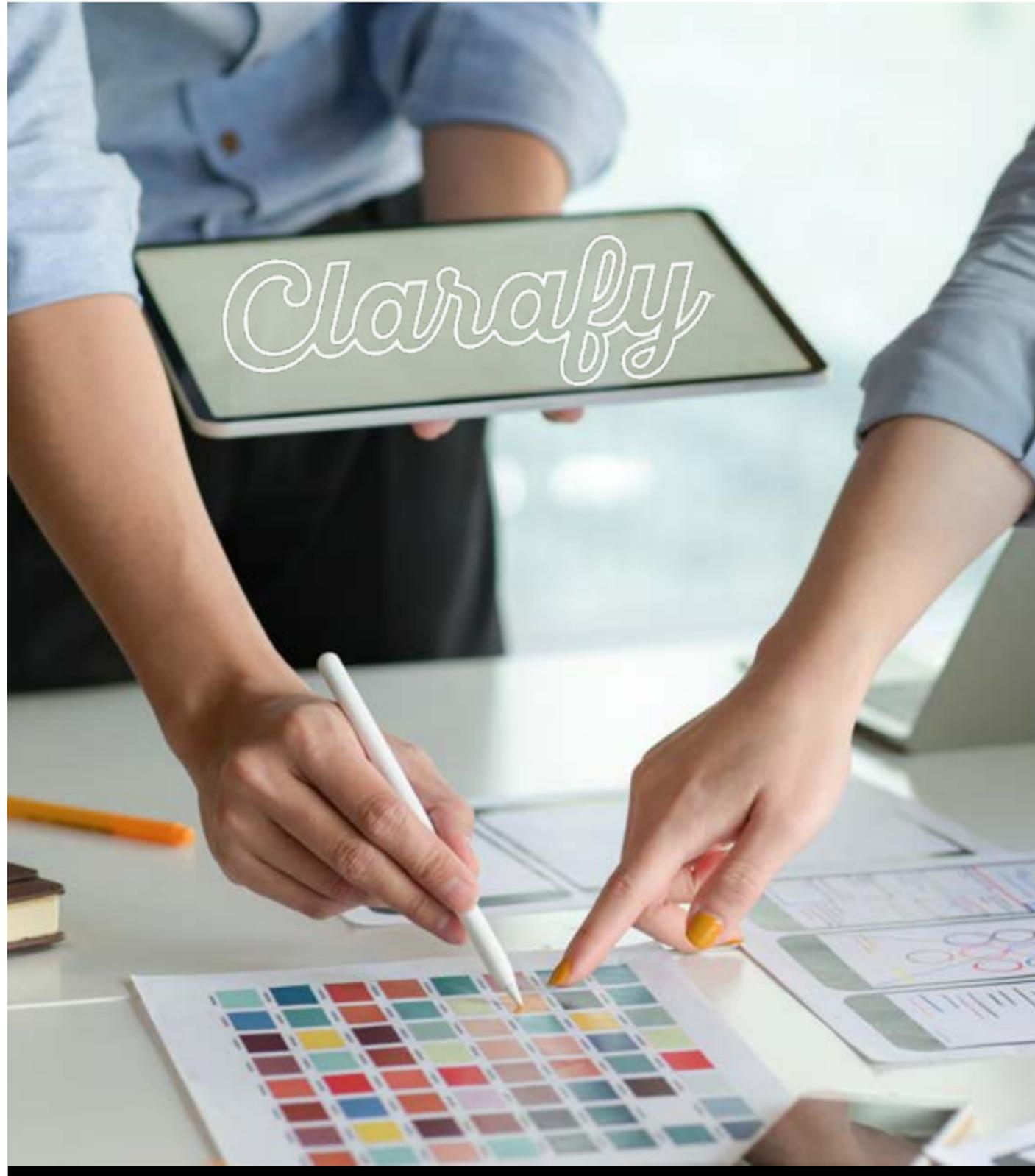
need to trust that you are leading them so something that will benefit them. Creating trust means setting your users at ease and ensuring their safety first and the value of your product second.

Communicate

Always engage in active communication with your user. In design,

most of our communication happens visually. Without direct communication, you should always be interfacing with your users with visual cues and visual brand styling. Let your users know who you are, where they are, and how you are eager to help them at every stage of your design.





CLEAN Design

My key principles for CLEAN UX
creating great UX for great users

Cohesive

Maintaining consistency of design and action throughout the process of user flow is critical. For that matter designing a user flow is critical. These essential elements to good design make the user feel comfortable and confident in your product or service.

Labels

While they can be overused, labels are essential tools for creating good UX. The best practice is to ensure that anything not immediately obvious to the user should be labeled, and most product designers are often surprised at what is not obvious!

Empathy

Our favorite principle at Clarafy is empathy. In order to develop truly amazing UX, a designer has to understand, accept, and love their users. Starting the design process from a place of true understanding inevitably leads to useful, delightful and addictive products

Adopt

While it is always tempting to differentiate your product design with unique elements and style, there is a good reason that most applications follow the same general styles. Design patterns help users to recognize common systems and help them to navigate, take action, and adjust to your system more quickly. Ensure that your design is understandable to your user by using normal design patterns.

Natural Order

Keeping design clean and clear is the name of this game. Each page should have a clear purpose for the user, and each section of the page should have clear sub-purposes within the greater theme of the page. The user should be able to take natural and easy actions to accomplish their goals with minimal distraction.

Making a Difference

Clarafy relies on great team work and solid principles to achieve amazing results.

02

03



Cohesive

One of the most important aspects of user experience design is what I like to call the "user flow". The journey of the user from start (opening your product or service) to finish (completion of their goal!).

In UX, creating a delightful user flow is the name of the game! A working user flow is when the user can navigate from the starting point to their end goal.

A *good* user flow is when this can be done with ease, and a *delightful* user flow is when the user enjoys doing this!

To create delightful user flow you need to establish an overall visual theme in your product, assuring the user they are in the right place. The choices for action in any given place should be obvious - visually accessible and useful.

When the user selects their action from any given point, they should be able to anticipate where they are going to end up. No surprises needed, what ever you promise for your user in an action, you should deliver in the next step. Keeping thing consistent helps users and leads to repeat users.

Think through what the user is going to do step by step. Start with a goal that you think your users will have, and design the user flow so that the goal is accomplished in minimal steps with minimal thought process involve.

Ensure there are no dead end pages - each and every section of your product leads somewhere - even if its the final stage where you have met your users goals, the following stage should be a thank you and another call to action.



Label

In design, there are two methods of labeling, and in UX, both are essential. The first form of labelling is symbolic. Symbolic labeling is accomplished either via text, or common and recognizable symbols (think spy glass in a search bar). Anything that is not immediately visually apparent to your users you must provide a symbolic label for.

The second means of labeling is more nuanced but equally important. To create immediate and effective labels for users, we use design differentiation. What this means is that different elements simply look different, and through out the users journey in your product or service, different kinds of elements have a hierarchy that distinguishes them and makes them easier to identify. Visual hierarchy helps both to engaging and clarify things for the user.

In ideal UX, the user never has to look for anything or perform cognitive operations. The next step should be obvious to your user, and they key actions they can take should be indicated simply.

Action buttons should be distinct and clear, both visually and by their symbolic label. Help the user predict the future by making things as clear as possible, who doesn't love predicting the future!!

A few quick tips for using Labels:

Test your product out on a friend. Try it both with someone in your industry, and unfamiliar with your industry. If the person asks at any point, 'what does this do?!', then you know you need to more clearly label that element.

Even things that seem very obvious to you may not be clear to your user. Respect that, get empathetic for your user, and make it easier!

04

If there are common visual symbols for an element, use them! Leverage the familiar.

For any thing you choose to represent with a visual symbol, make sure to underlay a text description for someone who may not be familiar with the symbol (eg create short tags that show the meaning of the visual element on hover)





CS

Empathy



User experience is all about the User. And in order to be a great UX designer, you need to know your user. You need to care about your user. The number one thing to creating GREAT, not just good, but absolutely GREAT UX, is this: You have to LOVE your user.

Your user has strengths and weaknesses and desires and goals. Unless you love and have empathy for your user, you are not going to be able to support those goals. You aren't going to be able to identify their pain points,

and even if you can, what will be your motivation to solve that pain point if you don't care about the person? And let's say that what makes THEM happy is not necessarily what makes you happy - what will your motivation be to meet that need if you don't love them??

Granted, meeting your users' needs is not the sole objective to a company, you also have to make a profit so that you can continue to operate and support your employees.

And this is where empathy becomes most important. Because if you don't make your users happy, they won't support you, and you won't meet your bottom line. The first concern should be your user. If you give your user what they need, they will repay you 10 fold.

User experience is the first and last step to customer satisfaction and brand loyalty. It's a built-in symbol of what your company values, and it is all based on empathy. If you still think, "If you have LOVE for your customers then you can design and build a product that will serve them for their lifetime, and in return they will serve you!"

Take the time to get to know your users. The insights provided by early user testing are invaluable!



Adopt

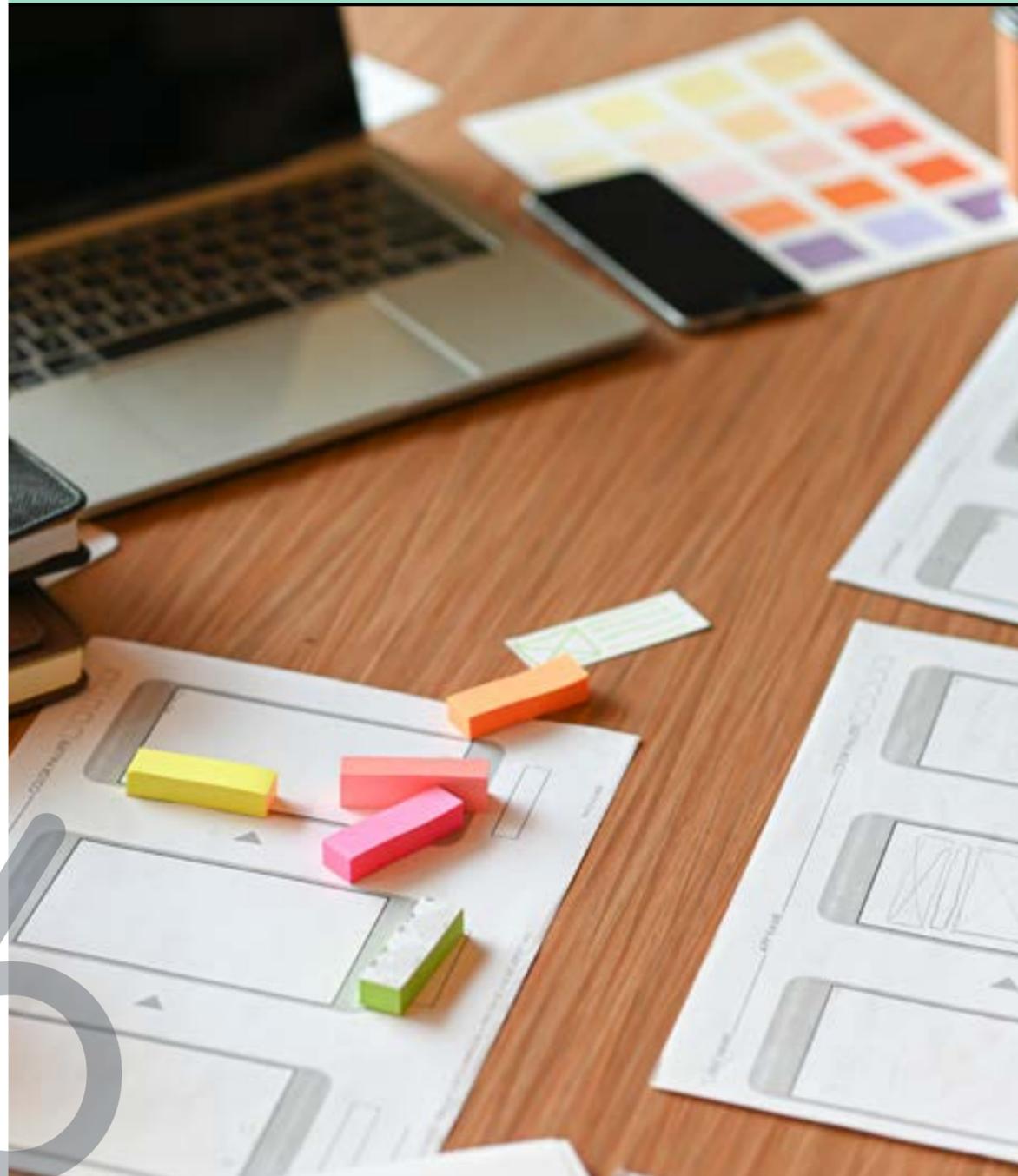
As entrepreneurs, designers, and engineers, we are often invested in thinking differently. We want to be creative, to offer new value, to make big change! This is an amazing trait, and a valuable ability, but in UX design it can lead to disaster. While creativity is important, its most important that we build products that people can USE, and out of the box thinking doesn't often lead to great usability.

Most websites and mobile apps look and behave similarly because users are used to it. They understand it. The more similar an application is to one someone has already used, the less time a user spends processing and taking action.

We're used to the conventional mode of presentation and adapting to something new is challenging, and draws away from the true value of your product.

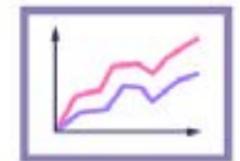
The idea is to use design patterns, and add enough of your brand personality to make it unique to you. However, taking creativity to far leads to less engagement with users.

It's best to use tried and tested layouts in a product with minor adjustments to fit your particular goals. This approach familiarizes users with your platform, and quickly introduces them to your genius product.



Dont Reinvent the Wheel

As designers and product owners, we often want to create something new and notable. We want to flex our creative muscles and make something that will stand out from the market. Creativity is great and it is essential in designing products, but design standards are important because they are usable, if for no other reason than people are used to them. Flex your creativity in your content, in your offer, and in your amazing service, but in order to serve your users, it's important that you adhere to the design patterns in your industry.



Keep it Classy

While its great to experiment with different colors, insure your palette doesn't distract or disorient

Keep the navigation bar in a standard position, use common elements for the search bar, and logos for social media.

Natural

One of our favorite quotes about creating good UX is "Don't make users think". Great product design implies that the use is self-evident and obvious. The users should be able to "get it" instantly after looking at the screen. If users are spending any time figuring out what is going on, or why, it detracts from exploring and experiencing the product.

Create your product and your copy for scan-ability. Most users do not need to read, they need to be able to understand your value at a glance. Instructions are auxiliary, you should aim to eliminate instructions as much as possible making the user flow natural.

Products that confuse or frustrate users ultimately corrode faith in the product and the organization itself. Saving users time and brain power exhibits a thoughtfulness that users appreciate deeply.

Once you have done your customer discover and know what your users goals are, ensure that your design reflects this precedence by making the most important things to your user easy and obvious.

Always try to save your users time. Can you communicate something more simply? Can you help direct them to where they want to go in fewer steps? The user-flow should feel total natural. The more the user has to think and do to accomplish their goals, the more frustrating the experience.

Natural means obvious, we design usability for what the user will naturally want to do, not what we want them to do. Our copy may be brilliant, but they don't want to read a small novel, they have questions/ needs/ goals that need to be met immediately. Make it easy, make it natural.



Don't Make Me Think!

Easing the burden of understanding the kindest thing you can do for a user. Here are a couple of easy strategies for making your product process natural:

Minimize text

Make all instructions visual

Visually emphasize the most important elements

Create clear flows of action for users to follow

Help users navigate at every stage



make your product the **ideal workstation** for your ideal client

The Magic of the Five Keys to Great UX



These keys and principles are the result of five years of experience in product design and development. Following these timeless guidelines in creating your user experience WILL transform your product.

As a founder, I know what it is to struggle - to battle limited time and resources while trying to create something great... And to LOVE doing it every step of the way! I learned to arm myself with the knowledge and experience of others when reaching for the stars! Please take advantage of this resource!

I believe in you, I want you to succeed, and more than anything I want the world to be full of beautiful useful products just like yours!

You have got this 100%

I am invested in you and your success. I value your efforts and I want to get to know more about you!

If you want to learn more or just want to say hi, drop me a line any time!

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Clarafy is a user experience consulting firm. We specialize in personalizing user experience for small and medium sized businesses.