

The Google logo, featuring the word "Google" in its characteristic multi-colored font.The WordPress logo, consisting of a circular icon with a 'W' and the word "WORDPRESS" in a blue, sans-serif font.The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle, with the tagline "Broadcast Yourself™" below it.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, rounded font on a light blue background.The Facebook logo, featuring the word "facebook" in white, lowercase, sans-serif font on a dark blue rounded rectangle.The LinkedIn logo, featuring the word "Linked" in black and "in" in white on a dark blue rounded square.

CBI
Ministry of Foreign Affairs

Session 4: Website
Experience (part 2)

ITO Companies

Cali,
14 October 2015



Outline user experience

- Mobile-friendly website
- Persuasion: From click to lead
- Self assessment: analyzing your site

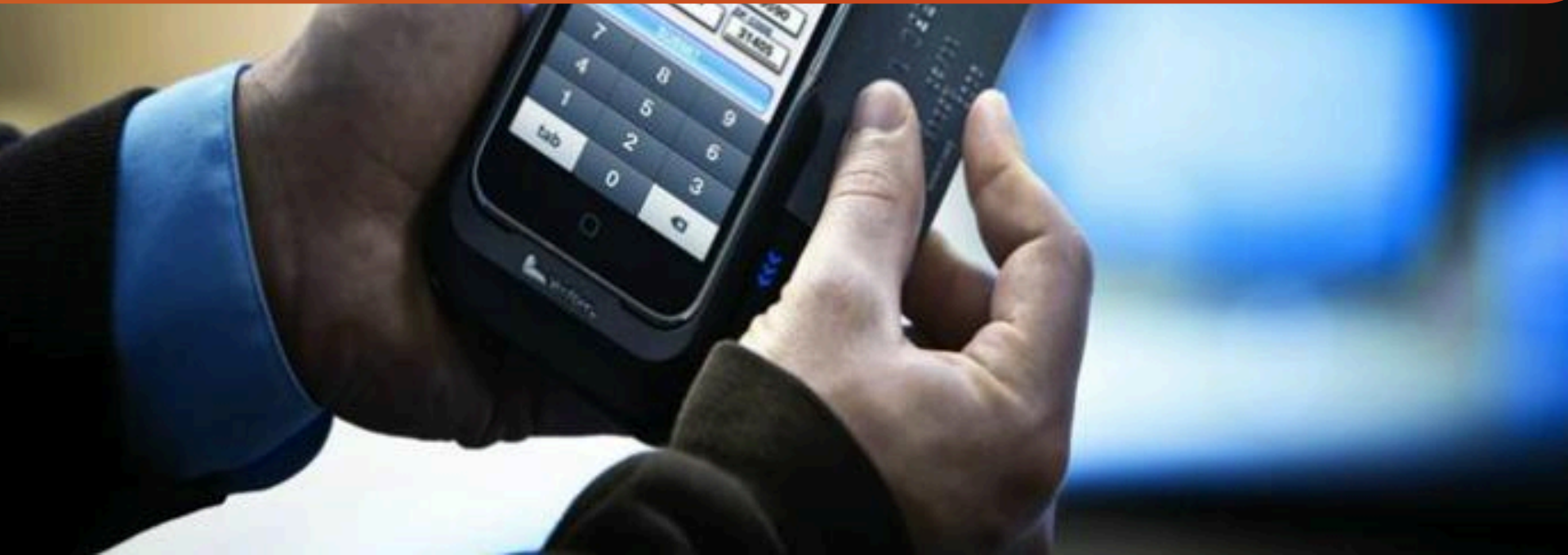


IT'S OFFICIAL

“more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan.”

“90% of consumer transactions are started on one device and finishes on another”

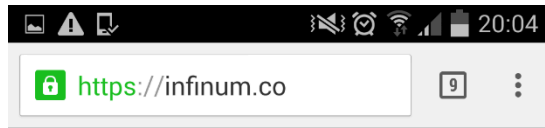
Neil Mohan, Google VP of Display Advertising





**Now let's take a look at
some examples**



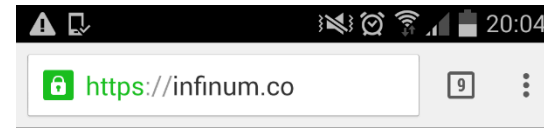


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beautiful software for 10 years.

**Have so many ideas
that you need an**



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Client work

Our stuff

People

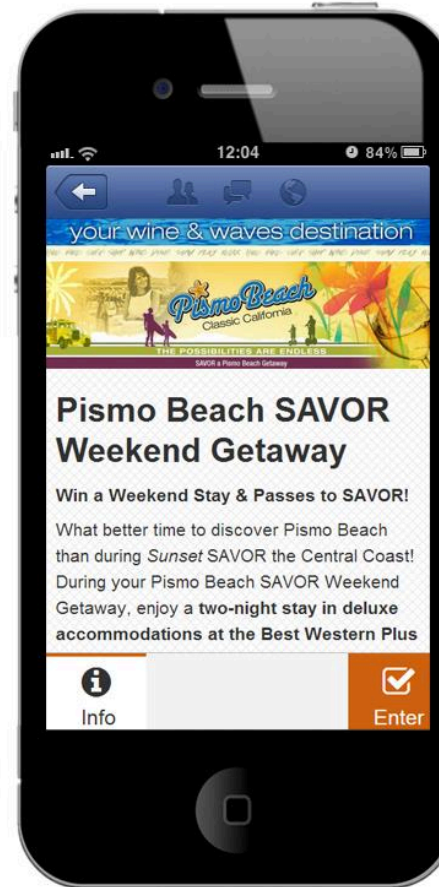
Blog

Careers

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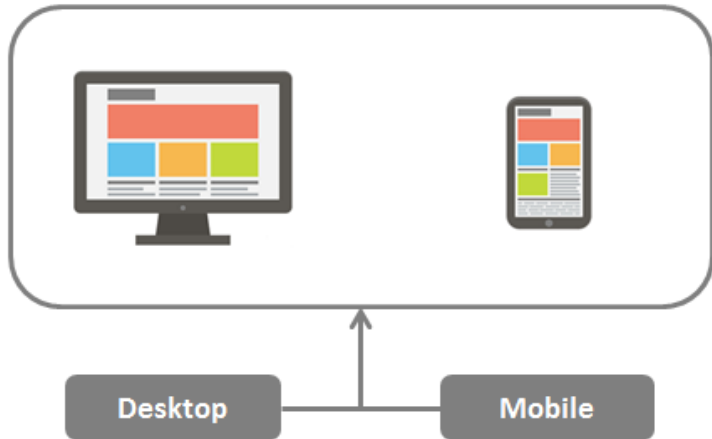




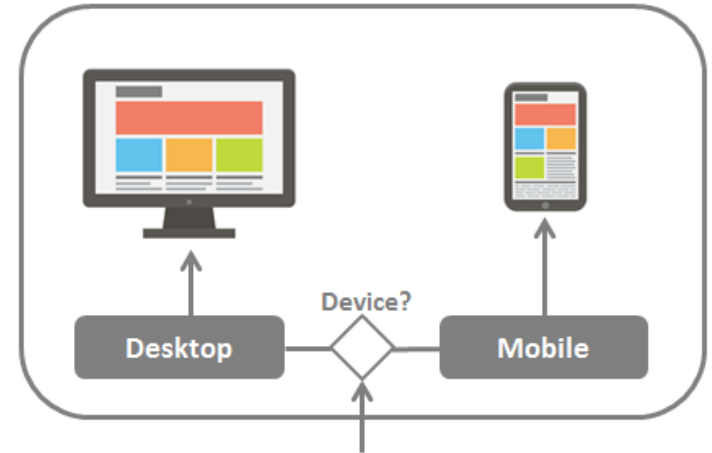
Mobile configuration



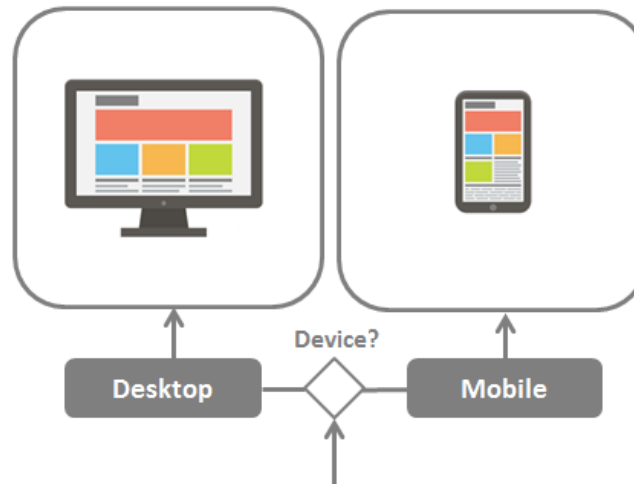
Responsive Design (1 URL)



Dynamic Serving (1 URL)



Separate Mobile Site (2 URLs)





	Pros	Cons
Responsive Design	No risk of content duplication	Possible redesign needed
	Easier and cheaper to maintain	No possibility of content differentiation
	Popularity consolidation	Less optimised for Mobile UX
	No need for redirects	
Dynamic Serving	No risk of content duplication	Complexity of mobile implementation
	Capacity to differentiate mobile content	Higher cost of maintenance
	Popularity consolidation	
	Better Mobile UX	
	Easier implementation	Content duplication risk
	Capacity to differentiate mobile content	Split of link popularity risk
Parallel Mobile	Better Mobile UX	Additional crawling and indexing effort
		Higher cost of maintenance



Rule #1: Keep user experience simple and intuitive

- Lower bandwidth requires minimal, clean mobile site design
- No large images, complex navigation, Flash or proprietary software
- Design with this in mind: Easy to find, easy to use, easy to navigate

BAD



GOOD





Rule #2: Don't cram your mobile site with desktop-based features

“Fat fingers” is a real thing. It will kill your mobile click-through rates.

The Takeaway

Make it easy for consumers to pre-populate their info. Streamline mobile sites with **mobile features**. These include:

- Click-to-Call
- Location finder





Rule #3: Design for the thumb, not for the mouse

- Avoid precision controls
- Features like “hovering” to reveal content are useless on mobile devices.
- So are small clickable areas.

The Takeaway

Design with **simple, thumb- and finger-based scrolling**





Rule #3: Design for the thumb, not for the mouse

- Avoid precision controls
- Features like “hovering” to reveal content are useless on mobile devices.
- So are small clickable areas.

The Takeaway

Design with **simple, thumb- and finger-based scrolling**





Exercise

Assess your mobile site

[https://www.google.com/webmasters
/tools/mobile-friendly/](https://www.google.com/webmasters/tools/mobile-friendly/)

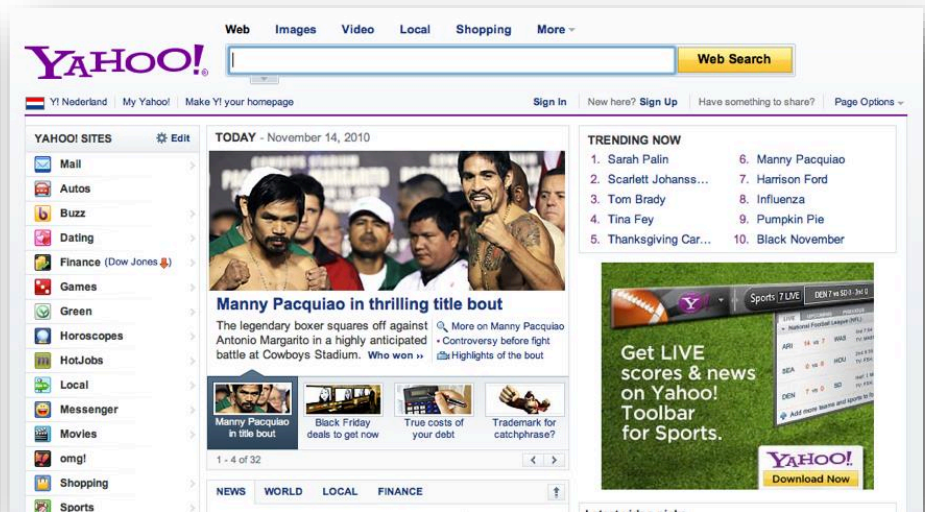
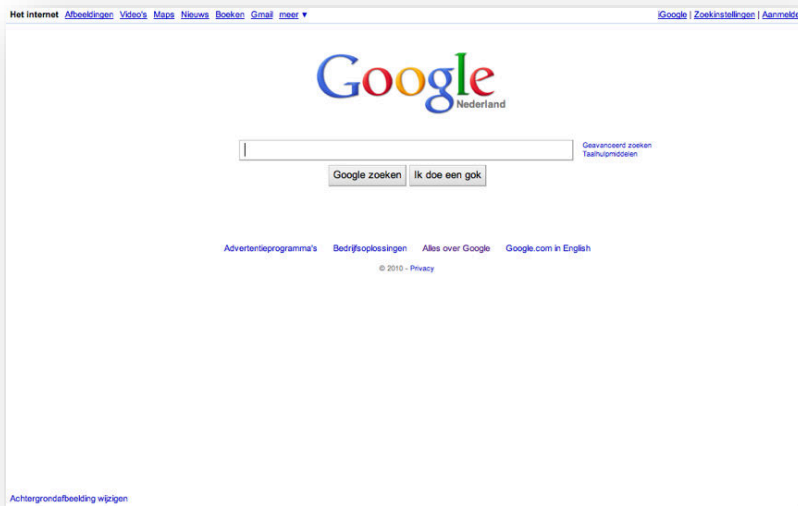


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Simplicity





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- Wistupiku
- Muzekshop
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The image shows a person's hand interacting with a large, multi-touch digital display. The display shows a 3D architectural rendering of a building complex with green spaces. The interface includes a red header with a white logo, a dark sidebar with menu items, and large white text for the main title. A blue button with a white arrow points to the right, labeled 'SEE THE WORK'.



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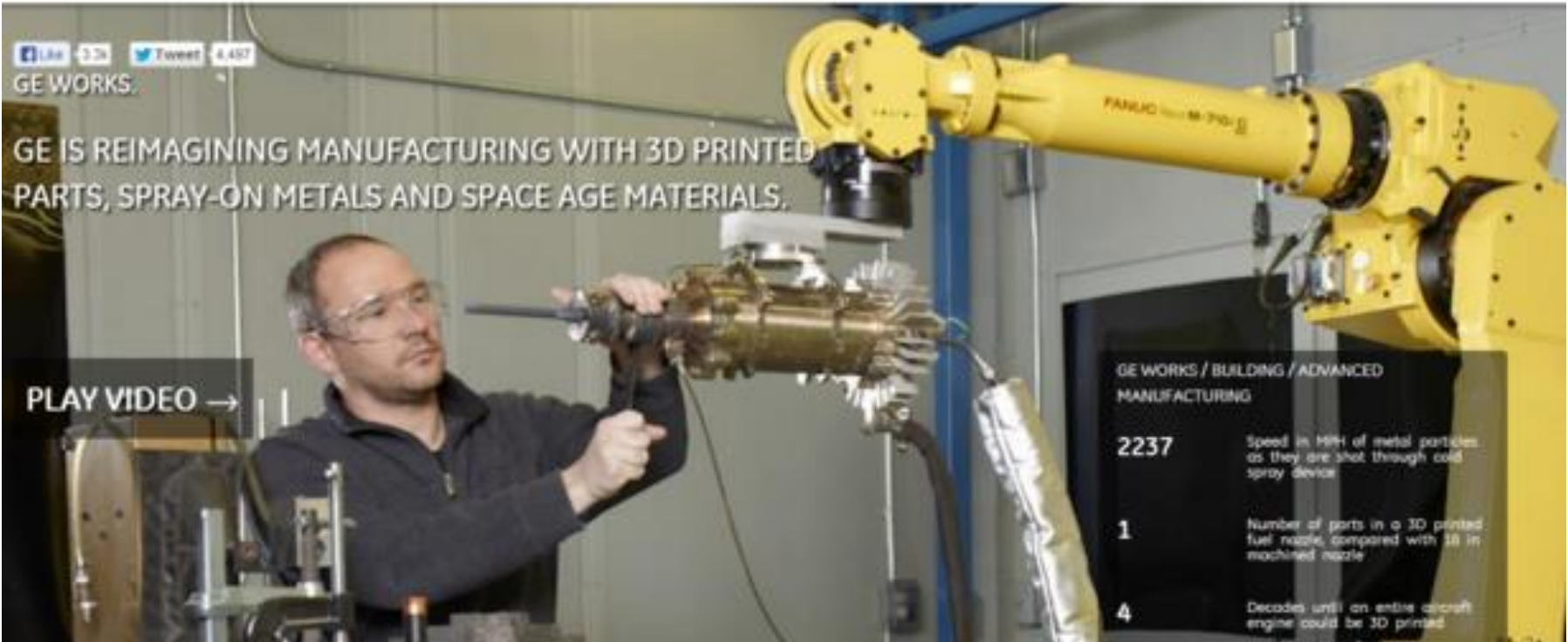


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PLAY VIDEO →



GE WORKS / BUILDING / ADVANCED MANUFACTURING

2237 Speed in MPH of metal particles as they are shot through cold spray device

1 Number of parts in a 3D printed fuel nozzle, compared with 38 in machined nozzle

4 Decades until an entire aircraft engine could be 3D printed



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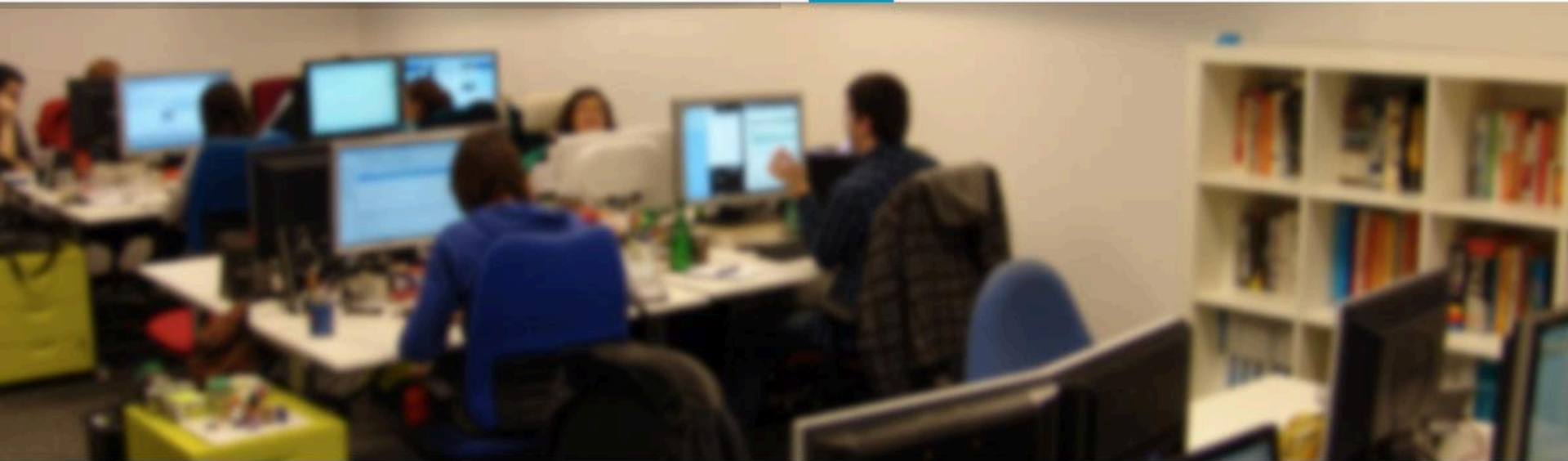


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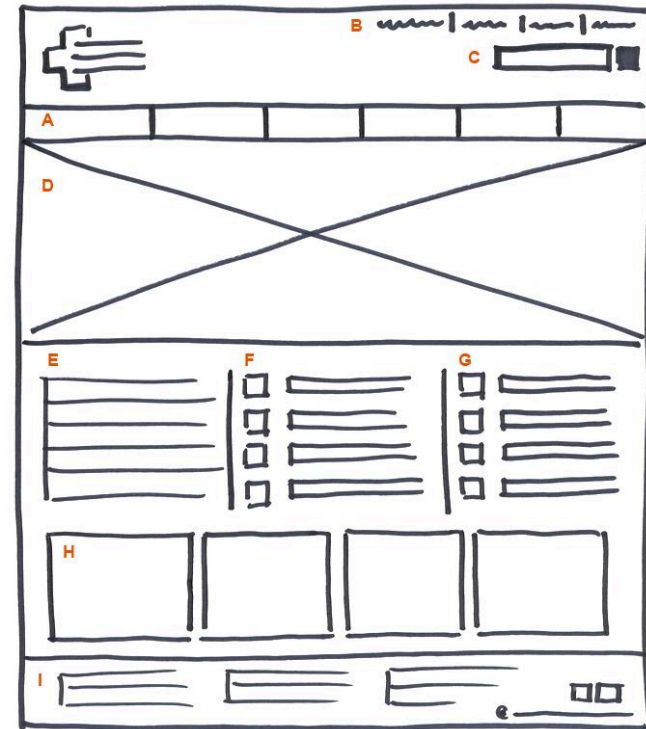
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Exercise: Sketching

Redesign your homepage

- Menu
- Homepage structure
- Content
- Image example
- Call-to-action



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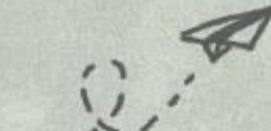
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
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Assess your contact page



Outline user experience

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- Self assessment: analyzing your site



3 Questions

A. What are your strong points?

B. What aspects need improvement?

C. How are you going to implement?



Thank you!
Questions?

