



20 Free UX tips



Don't ask users what they want. Ask them why they do what they do. That way you find out what problems they are having.

Try to make it obvious for the user to work out what they need to do. That way the user is less likely to get frustrated by your website/app/software and call for support

Don't be development-led. Be user need's led. This will allow you to think about how the user needs to use a system that is far more valuable to your audience, making your business more valuable overall.



When using content, explain in simple terms. Just say what your service/product does. Try not to use jargon. Your audience may not understand it.

Users are more likely to notice objects near the top of the screen. So put the most important information there. Supporting information can go lower down the page.

Think about the user journey. What's the most accurate way of completing a task based on the user's needs? reduce the requirement for the user to think.

Reduce the amount of text a user needs to read. It'll make it easier for the user to read on any device. You should always think about how the user will see a page on any device.

1 in 5 people have disabilities. Always consider people who are visually impaired or of accessibility needs. Not just on a laptop but all devices.

UX is not UI. UX is about understanding the user and their needs to perform tasks. UI is about making it visually helpful to the user based on the UX.

Does the user need to perform certain tasks? Can the system have enough intelligence so some functions can be automated in the background and only highlight any issues?





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When performing user research, always have a clear set of questions linked to what you are trying to find out. For example, how does a user currently do a task?

When user interviewing, don't ask leading questions. You want the user to answer in their way as this gives a more accurate insight as to what they are thinking.

A business should always think about its customers and their needs. Making customers happy makes for a successful business and higher sales.



Consider your audience when using technology. Will your audience understand the interactions for example swiping and long press on a button?

Where possible use known patterns for a design. For example, forms should be laid out as a list to make it easier to read and fill in correctly.

Use icons sparingly. Some icons like print and save are obvious as users have learned what they are. But using icons for more obscure situations means users need to know what the icon means.

Think about what your audience uses to view your website, software, apps. Make it work on as many devices as possible.

Put yourself in your customer's shoes. See how they think and why and when they need to interact with you. That way you'll be able to design a better system for your customers.

If your system has navigation to sub-levels, make it clear to users where they are and how to navigate back to where they came from.

Think about what you offer to your customers. For example, if you offer financial services consider reassuring them about security and low fraud risk.