

## What Makes a Good User Experience Design?

Good user experience design helps people accomplish tasks with minimal time, effort, and frustration. When evaluating a solution built for individuals and families, use these guidelines as a start to ensure a good user experience.

A strong user experience will be friendly and inviting to all users, easy to use, flexible, and ensures those who interact with the solution have a positive experience. While it's not always possible to meet all the criteria for a strong user experience, consider the types of values you think are more essential for the population that the solution is intended to serve.

### **PROVIDE CLEAR, FRIENDLY, AND INVITING INFORMATION FOR ALL USERS**

*How can you set a good emotional tone for the experience and ensure that everyone can understand and use the solution?*

Some attributes include:

- Clear and simple design that is visually inviting
- A welcoming tone in all communications, from instructional text to error messages
- Language that personalizes the process, such as using a person's name in question text
- Language that is culturally sensitive as well as affirming of different identities
- Reassurances for users and their families who may be cautious in sharing information (such as immigrants)
- Options that address the varying needs of different types of users
- Language targeting a 6th-grade reading level
- Detailed help and definitions for unfamiliar term

- Clear directions
- Assistive technology as appropriate (e.g., audio voice-overs to assist those with Limited English Proficiency (LEP) or who are visually impaired, or closed captioning and full text alternatives for video to assist those with hearing challenges or those who are in a place where they cannot play audio)
- Compliance with the Americans with Disabilities Act (ADA) requirements, as well as Section 508 requirements

## **MAKE THE SOLUTION EASY TO NAVIGATE**

*How can you help people know how to complete their tasks?*

Helpful tactics:

- Simple layout and strong visual cues
- Good information hierarchy that indicates what is most important on each screen
- Cues that help users understand where they are in the process
- Clear “calls to action” for what they need to do next
- Directions, labels for buttons, menu names, and user prompts that are easily understood and avoid jargon
- Consistent treatment of text, controls, and processes that make it easy to learn the solution

## **HELP PEOPLE “GET THE JOB DONE”**

*How can you help people successfully and accurately reach their goals while being mindful of day-to-day realities such as mid-task interruptions?*

While best practices depend on the purpose of the solution, follow these general tips:

- An ability to go back to a previous screen without losing information that has already been entered
- Pre-filling input fields when the system already knows the answer
- Clear directions on how to recover from errors
- Visual aids such as tables, charts, and diagrams where appropriate
- Only a few items or questions per page to keep it from being overwhelming
- The ability to save and complete tasks later
- Options to print or save summaries of completed tasks for their own records
- Feedback showing whether an action was completed successfully or not, such as automatic confirmation e-mails
- Submission of updated information about themselves through the solution
- Optimization for use on all types of devices, including computers, tablets, and smartphones
- An ability to download content and complete tasks offline (for mobile apps)

## RESPECT YOUR USERS

*How can you respect the time, money, privacy, security, and dignity of your users?*

Look for attributes such as:

- Appropriate structures to protect sensitive information and provide account security without becoming too onerous for users (for example, being able to stay signed in on a trusted device instead of constantly being logged out)
- Clear communication of privacy and security protections, including assurances that personal information will be protected and secure
- An ability to opt-in or opt-out of text messaging services and other communications
- Mobile apps that require minimal data bandwidth and storage space on the device

- Ability for users to make informed choices and have control over how they use the solution