



CLASS 05

# Designing a User-Focused Experience

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Professor: Angela Hicks

**Angela Hicks**

@angela\_9

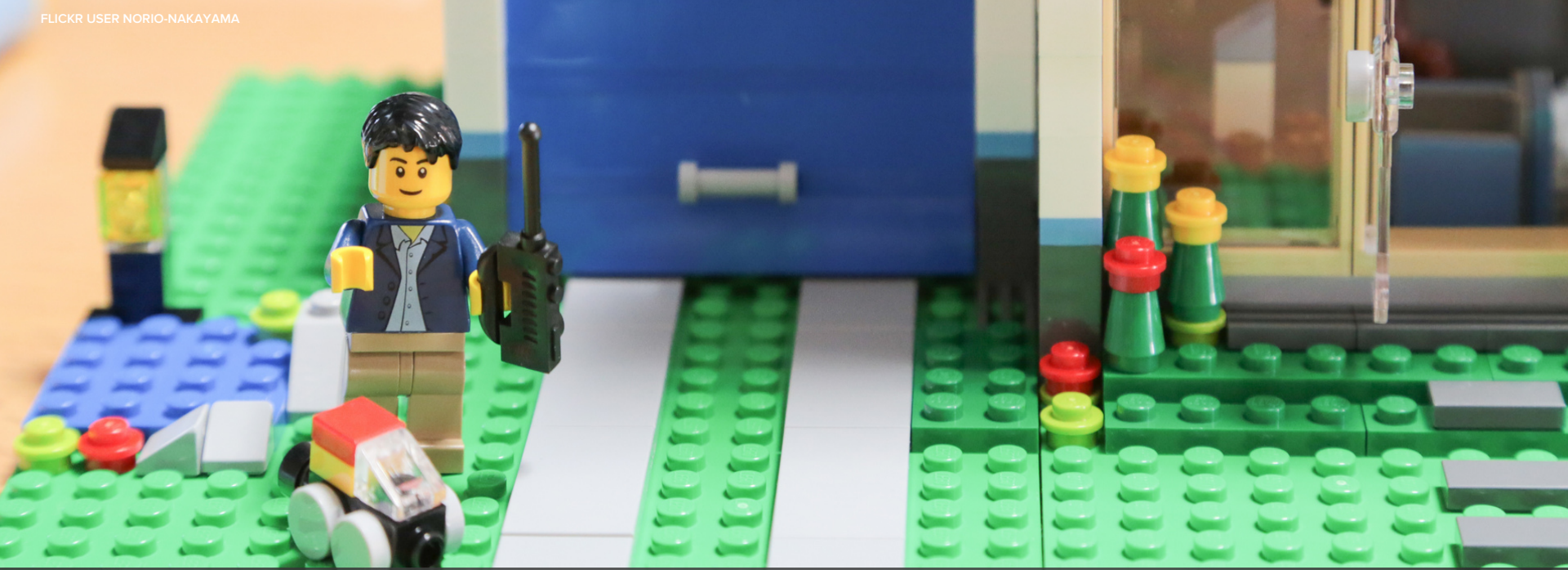
[inbound.org/group/  
hubspot-designer-forum](https://inbound.org/group/hubspot-designer-forum)



The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons. The icons are arranged in a grid and are rendered in a lighter shade of blue-grey than the background. The number '1' is positioned on the left side of the slide, rendered in a bright orange color.

**1**

**WHY IS USER-FOCUSED  
DESIGN IMPORTANT?**



If you aren't focusing on the homeowner,  
then **who are you building for?**

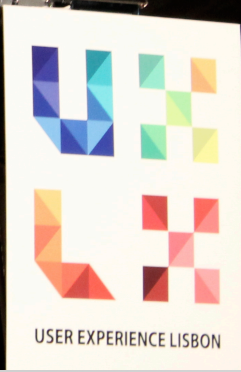
If we don't involve the user's persona, needs, and goals in our work, then we're basically just designing for ourselves.

“Too many companies believe that all they must do is provide a ‘neat’ technology or some ‘cool’ product or, sometimes, just good, solid engineering. Nope. All of those are desirable (and solid engineering is a must)... ”

**Don Norman, Design and Usability Expert**

‘Sharing Ownership of UX’

UXMatters.com, 2007

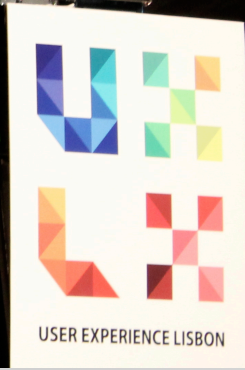


“...but there is much more to a successful product than that: understanding how the product is to be used, design, engineering, positioning, marketing, branding—all matter. It requires designing the total user experience.”

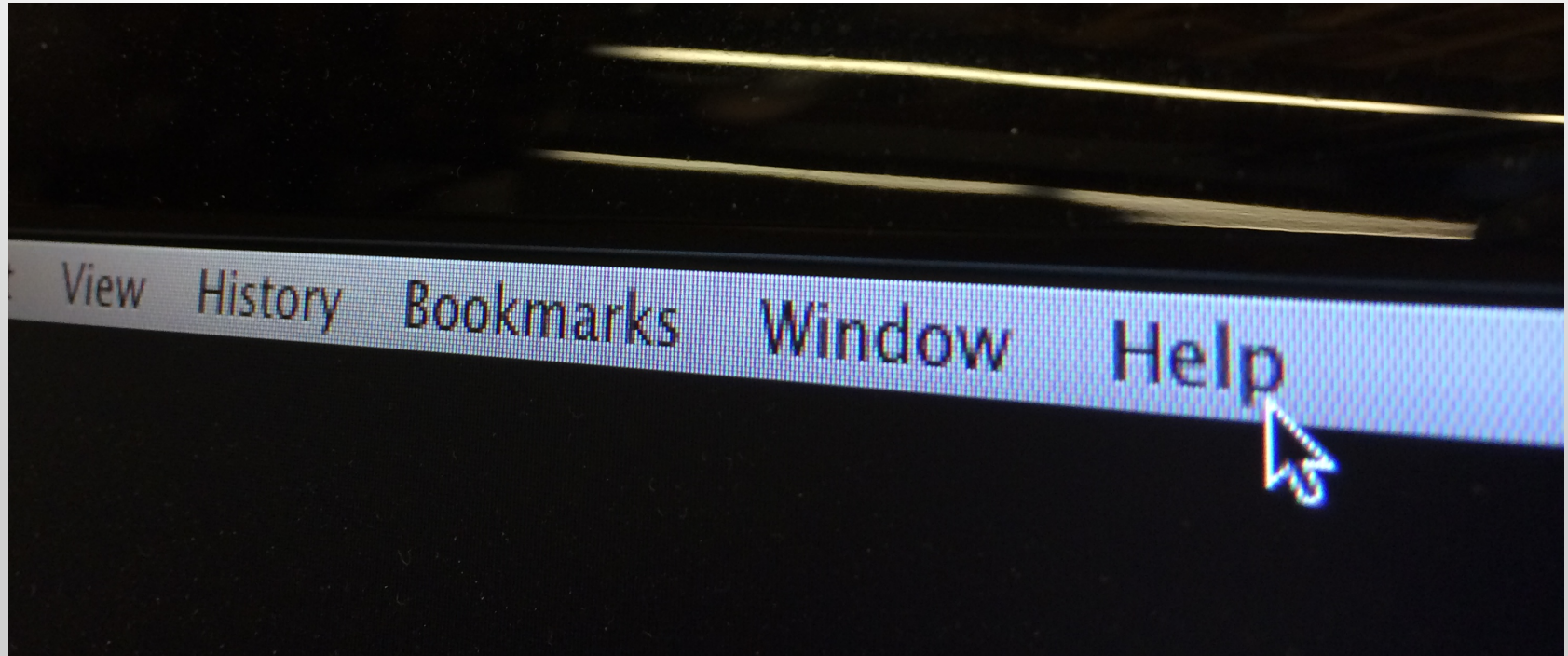
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A lack of focus yields complexity.  
Complexity is the **enemy of good design.**



“The argument is not between adding features and simplicity, between adding capability and usability. The real issue is about design: designing things that have the power required for the job while maintaining understandability, the feeling of control, and the **pleasure of accomplishment.**”

Don Norman

ACM Interaction, Volume 15, Issue 5





In other words:

**The answer lies in the user, not in you.**

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of the same color. The icons are arranged in a grid-like pattern across the entire page.

# 2 HOW DO YOU DESIGN FOR THE USER?

# Start and finish **with the user.**

From the beginning of the process, and beyond when the site goes live, you need to consider your users' needs, goals, and challenges. Every decision point during the design process should begin with, "What would the user want?"



# Develop the site's user personas.

Focus on the experience that your user will have when using pages or the email created from your template. Unlike a buyer persona, focus on usability.

## Ask yourself...

- Who would use this content?
- What problems are they trying to solve?
- What is their level of technical expertise?
- What other websites do they frequent?
- What devices/software do they use?



# BEST PRACTICES FOR USER-FOCUSED DESIGN

- Discover the problems with your current site design.
- Create a basic prototype to solve those initial problems.
- Test it on anyone you can.
- Iterate until the testing no longer surprises you.
- Continue the feedback loop indefinitely.

# BEST PRACTICES FOR USER-FOCUSED DESIGN

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## ✓ GOOD

- typography
- landing pages
- form placement
- blog readability

## ✗ NOT GOOD

- navigation menus
- CTA styling
- footer site map
- responsiveness
- lack of smart content
- too much text

Start with your **current problems.**

Make a list of everything your site does well, and every way it could be improved.

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## Create **prototypes**.

Start low-tech, on paper or in mockup software, and then create more fully-featured versions. The goal is to move fast, so that you can work out the issues quickly.

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# Test your designs.

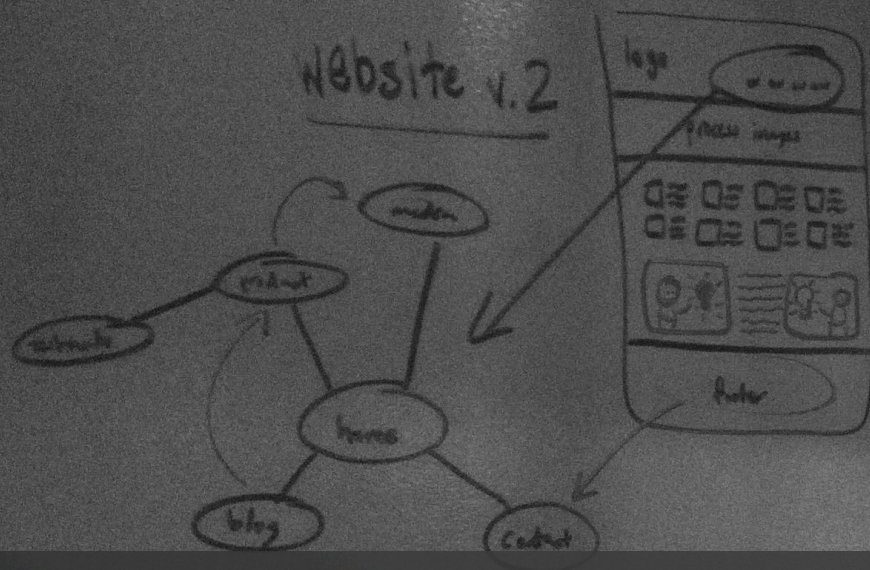
Start local, then branch out. Start with your colleagues, friends and family to work out the major flaws, then test samples of your user personas.

Ideally, test with real customers.



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## Prototype, test, **repeat.**

If a user makes a mistake once, it's probably just a one-time mistake. If they or multiple users demonstrate the same mistake, it's something to improve upon.

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When does the cycle end?

In a way, **never.**

Launch when it feels ready.  
Expect that you'll continue to  
prototype and test new ideas to  
ensure that your users are  
always delighted.

The background features a repeating pattern of lightbulb icons in a light gray color, set against a dark blue-gray background. The lightbulbs are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle texture.

# **3** IMPLEMENTING KEY UX DESIGN PRINCIPLES



# PRINCIPLES FOR USER-FOCUSED DESIGN

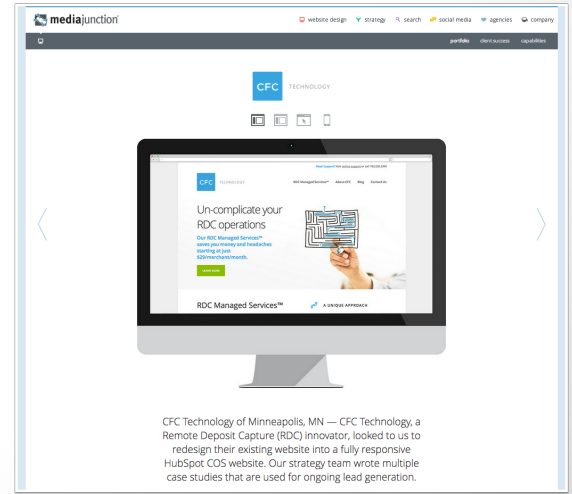
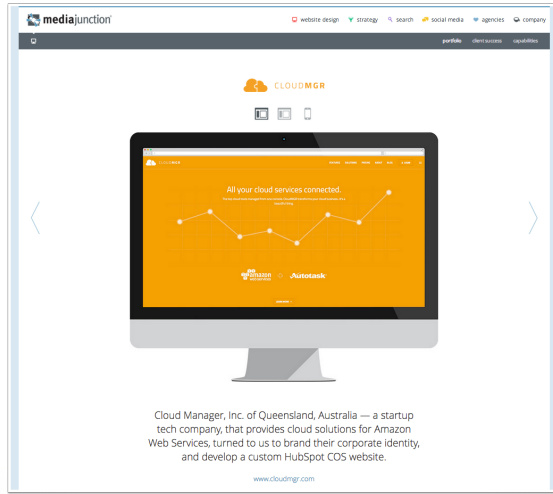
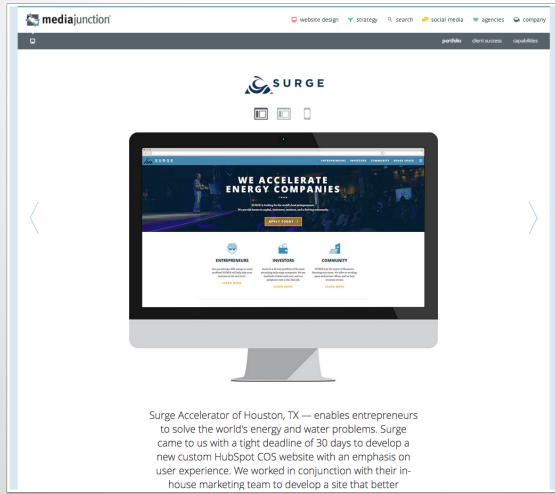
- Consistency
- Visibility
- Affordances/Signifiers
- Mapping
- Feedback
- Constraints

# PRINCIPLES FOR USER-FOCUSED DESIGN

- Consistency
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# WHAT IS CONSISTENCY?

Consistency is the implementation of design patterns and repetition, which help users to quickly learn how an interface works.



# CONSISTENCY IN HUBSPOT

By reusing templates, you're helping create recognition of where to find information. A user that can learn the interface quickly is more likely to not only spend more time browsing the content, but also find the information they are looking for.

# CONSISTENCY IN HUBSPOT

Now that isn't to say that you shouldn't use your creativity to design beautiful, visually-rich page elements, but stick to a format that most users will know.

**DOWNLOAD THE CASE STUDY**

**CLICK HERE**

**MEET WITH AN EXPERT**

Start With A Free Quote





**SIGN UP FOR A FREE TRIAL**

欢迎进入我们营销的世界

# CONSISTENCY IN HUBSPOT

By providing a style guide, the content creators will have a better sense of what their work should look like.

## SECONDARY COLORS

 <p>Footer Grey #3b3f3f</p>	 <p>Action Blue #1da1db</p>	 <p>Background Teal #0f434c</p>	 <p>Background Grey #f9f8f7</p>
<p>A darker grey to offset the footer from page content.</p>	<p>A striking color to indicate links and other calls-to-action.</p>	<p>A dark background, used sparingly for supplemental testimonials and calls-to-action.</p>	<p>A subtle grey to delineate sections of a page.</p>

# STYLE GUIDE SUGGESTIONS

- Color palettes with hex codes.
- Fonts and spacing.
- Images and logo treatments.
- Iconography and design accents.
- Custom modules with how to use them.

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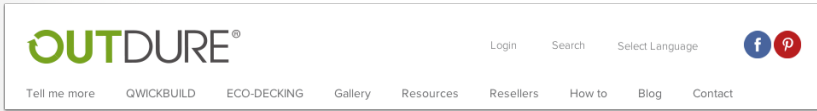
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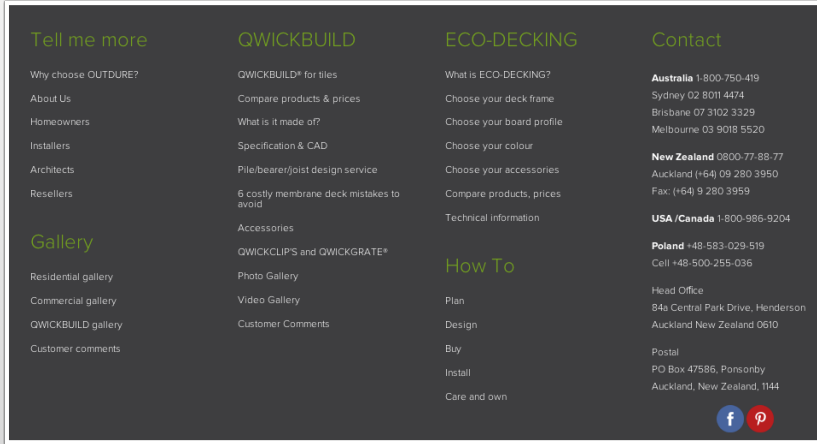
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# WHAT IS VISIBILITY?

Visibility ensures that the most important options are quickly located and easily accessible to the user.



Header Navigation: 9 Links,  
no sub-menus



Footer Navigation: 39 Links,  
complete site map

# VISIBILITY IN HUBSPOT

Don't bury your important content beneath endlessly-unfolding menus. Keep your major categories easily visible and expand when necessary in the footer or in sub-pages.

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# WHAT ARE AFFORDANCES/SIGNIFIERS?

Affordances/signifiers are visual cues that teach the user how something can be operated.



## Button Animation

Upon hover, the outline changes to white and the arrow disappears.



## Navigation Menu Animation

Upon hover, a white bar fades in below the link.

# AFFORDANCES IN HUBSPOT

Make the input-based sections of your templates teach people about what's possible.

# PRINCIPLES FOR USER-FOCUSED DESIGN

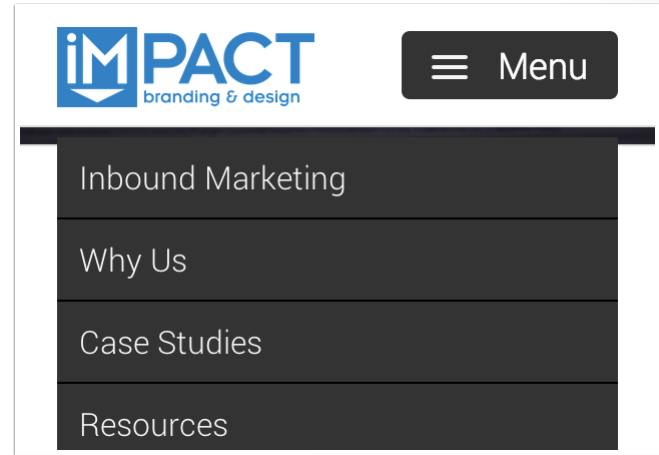
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# WHAT IS MAPPING?

Mapping is the principle of drawing connections between interface objects and their intended effects.



Okay: Classic 'Hamburger Menu'



Better: 'Hamburger Menu' with text stating what the button does.

## MAPPING IN HUBSPOT

Helpful text on buttons, links and forms should be as descriptive as possible to ensure that a user can easily understand what event will happen next.

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# WHAT IS **FEEDBACK**?

When a user completes an action, appropriate feedback will help them understand that the action was recognized and completed successfully.

1

QUICK CONTACT

First name \*

Last name \*

Email address \*

Phone Number

Company Name \*

How may we help you? \*

GET STARTED

2

QUICK CONTACT

First name \*

Last name \*

Email address \*

Phone Number

Company Name \*

How may we help you? \*

GET STARTED

3

QUICK CONTACT

First name \*

Last name \*

Email address \*

Phone Number

Company Name \*

How may we help you? \*

GET STARTED

1. Required field selected (red border)
2. Non-required field selected (blue border)
3. Required fields missed (error messages)

# FEEDBACK IN HUBSPOT

Forms are a common place for instant feedback. Use styling to inform the user of which item is selected or required and what they may have missed.




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# WHAT ARE CONSTRAINTS?


Constraints are purposeful limitations placed on an interface or device.




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**SALES LEADER**




**MARKETING LEADER**




**SALES OPS/  
SALES  
ENABLEMENT**



**HR LEADER**




**SALES REP**



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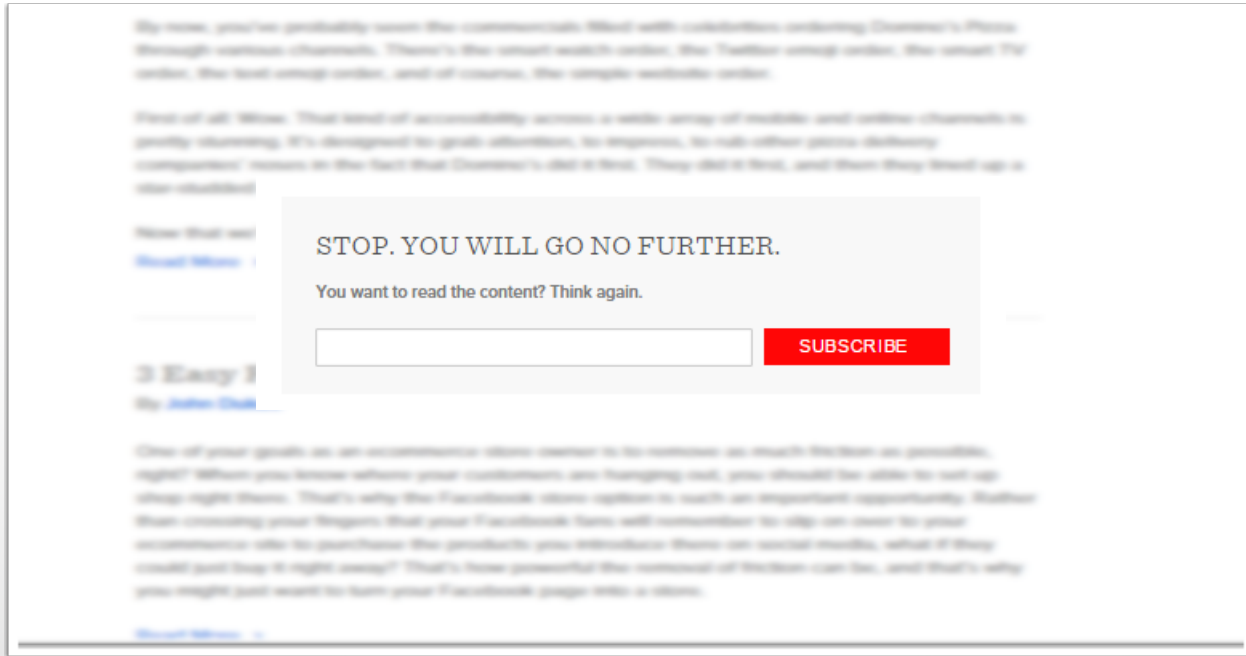
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**Hello Marketing Leader**

# CONSTRAINTS IN HUBSPOT

Use personas to create content sections that only show details that are pertinent to the person viewing them.



# CONSTRAINTS IN HUBSPOT

Do not create unnecessary constraints to block users from content.  
Avoid the overuse of modals, overlays, pop-ups and slide-in assets.

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THANK YOU.

HubSpot  
Academy 