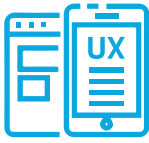


# UX-First Design

## Worksheet & Checklist



UX stands for user experience and refers to how a user feels, thinks, and behaves when interacting with a company's website, services, and/or products. Use this to help you create a user-friendly website.



### Create User Personas

Think about your most common clients/customers. Who are they? What problem do they have that you're going to solve?

**Example:** a landlord looking for an HVAC repair company for their properties.

User Persona 1: \_\_\_\_\_

User Persona 2: \_\_\_\_\_

User Persona 3: \_\_\_\_\_



### Map Out User Journeys

What scenario(s) are your website visitors facing that brought them to you? How will your users interact with your website to get what they want/need?

**Example:** the landlord needs a reliable emergency repair company. When they land on your site, they'll likely go straight to the "Emergency" page and then to the contact page or, if they're on mobile, they'll click the tel link.

User Journey 1: \_\_\_\_\_

User Journey 2: \_\_\_\_\_

User Journey 3: \_\_\_\_\_

# UX-First Design

## Worksheet & Checklist

Overall, you want your visitors to have a great experience at your website, which means, for them, your site is fast, clear, and easy to use. This means you'll want to make sure your website includes these features:

### Checklist

- ☐ Site displays properly on mobile (check phones and tablets)
- ☐ Focus on Simple Design
  - ☐ Limit use of different colors
  - ☐ Easy-to-read fonts
  - ☐ All elements (buttons, graphics, etc) serve a purpose
- ☐ Key elements, specials, discounts, etc are prominently displayed
- ☐ Contact information is made highly visible and includes links to make calling easy
- ☐ Call-to-action makes it clear how users can get more information or opt-in to newsletter
- ☐ The search tool is easy to find and use
- ☐ The site loads quickly

### Notes