

WELCOME



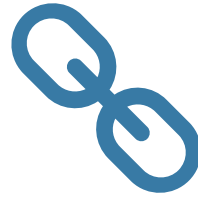
Provide a Seamless User Experience Through Your Website

May 18, 2023

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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Nova Scotia's Tourism Sector

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PRESENTER



arbuckle.media

Joel Arbuckle

- Founder of Arbuckle Media, an award-winning marketing tech agency that raises product-based brands by building powerful e-commerce experiences and generating business demand.
- Experience in developing robust e-commerce websites along with his interest in cybersecurity and passion for small business client advocacy.
- Wants to help business owners learn and hone your fundamentals and develop fluency around these critical concepts and terms.

Providing a Seamless User Experience Through Your Website



Before We Begin

Coming into this session, you should know:

- **Who your website's intended users are.**
- **The problem areas and greatest challenges with your user experience and management of it.**
- **The limitations of your budget, bandwidth and expertise.**

Before We Begin

You likely relate to these problems:

- “We do not organize, plan, or cohesively strategize our efforts ahead of time when it comes to managing or updating our website.”
- “Our team does not frequently (or has never reviewed) any analytics data to do with our marketing and website management efforts.”
- “Our website is not a reflection of our business, or our products/services/experiences.”
- “Our team does not have the expertise or experience needed to easily maintain or update our website on a regular, consistent basis or troubleshoot problems when they arise.”

Before We Begin

At the end of this session, we want you to understand:

- **Why UX matters and what are the tangible benefits of having a good UX.**
- **What UX is and how to understand the language.**
- **Where you can start making improvements today with 5 Simple Rules for a Powerful User Experience.**
- **How to review your own UI/UX with analytical indicators.**

Ready to begin?

LET'S GO

UI: What is it, and why does it matter?

- “UI” = User Interface. How it looks, reads, and displays.
- UI deals with the specific things that the user will actually interact with while on that journey – the interface itself.
- You encounter UI every single day without noticing it, esp. when it’s good!
- You remember *bad UI* if:
 - ◆ It’s impossible to find the right button or action.
 - ◆ Text or content is Illegible on some devices.
 - ◆ It looks clunky, dated, disorganized, and even chaotic.



Fundamentals of Good UI

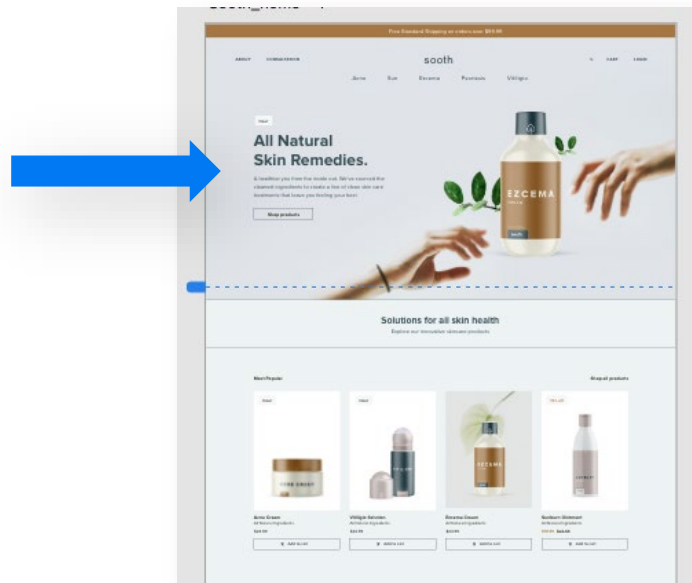
→ Key terms to know:

- ◆ Above-the-fold (ATF)
- ◆ Accessibility
- ◆ Call-To-Action (CTA)
- ◆ Wireframe

Fundamentals of Good UI

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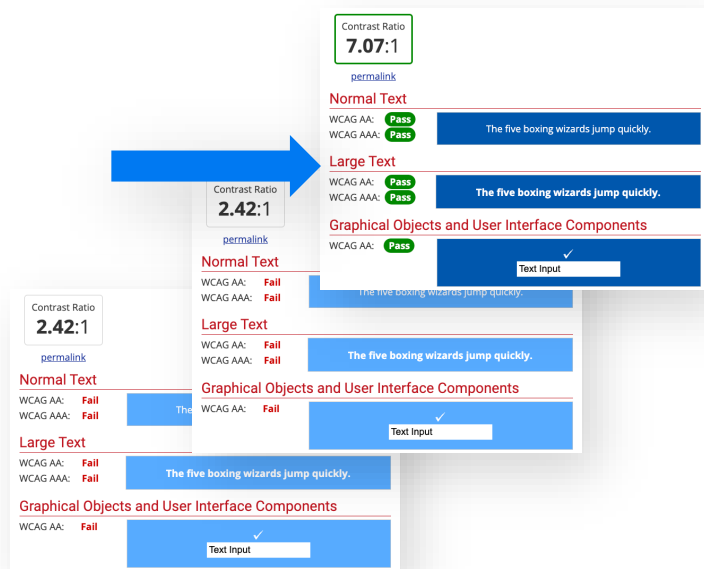
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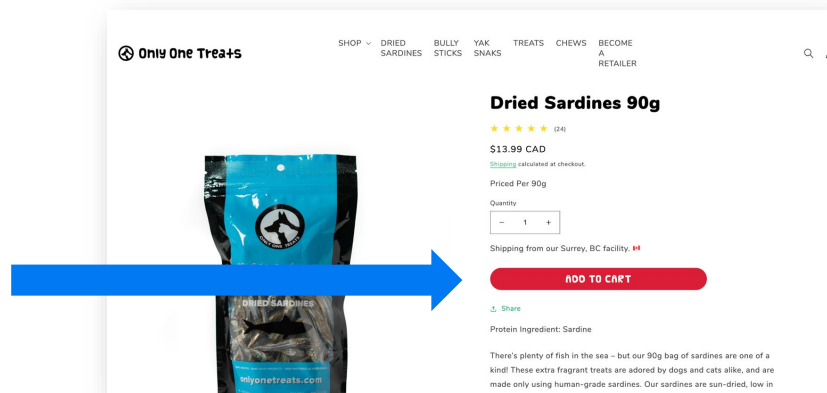
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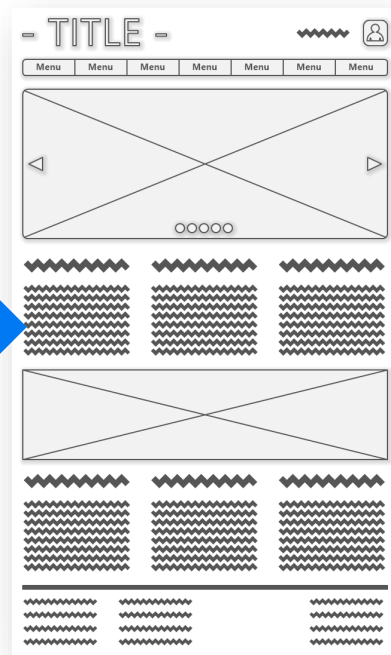
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Fundamentals of Good UI

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- ◆ Above-the-fold (ATF)
- ◆ Accessibility
- ◆ Call-To-Action (CTA)
- ◆ **Wireframe**



UX: What is it, and why does it matter?

- “UX” = User Experience. How it *feels*, *works*, and *reacts*.
- It’s consumer/user-centric and intuitive.
 - ◆ No one needs to teach your customer/user how to use your website.
- It’s *not* just ‘set it and forget it.’
- Goal: you do not want people to remember your site for having bad UX.
- You remember bad UI:
 - ◆ Confusing, frustrating and discouraging.
 - ◆ Difficult or impossible to do what you came to do.
 - ◆ Makes you take redundant steps, and/or leaves you feeling lost or stuck.
 - ◆ *Ultimately you give up or find an alternative.*

Fundamentals of Good UX

- UX is about the entire journey a user embarks on when they decide to give something a chance. It covers the complete overall experience that a user has with that something.
- More than just actions; user experience is in your words as well (local dialect, customer or industry terminology, etc.)
- Provides feedback that almost 'feels' tactile, and is an instant (or near-instant) response to activity or input



UX: What is it, and why does it matter?

- Good User Experience is nearly impossible to see; it's a natural, intuitive experience of what we expect to happen, long before we've even taken the action.
- The key maintaining a positive UX is to employ best practices at every turn, think critically about small details, and be willing to compromise your vision in favour of trends in user behaviour, technological demands and developments, and in favour of being customer-centric.
- Benefits of maintaining a quality UI/UX :
 - ◆ **Less customer complaints.**
 - ◆ **SEO ranking benefits.**
 - ◆ **Conversions happen!**

Fundamentals of Good UX

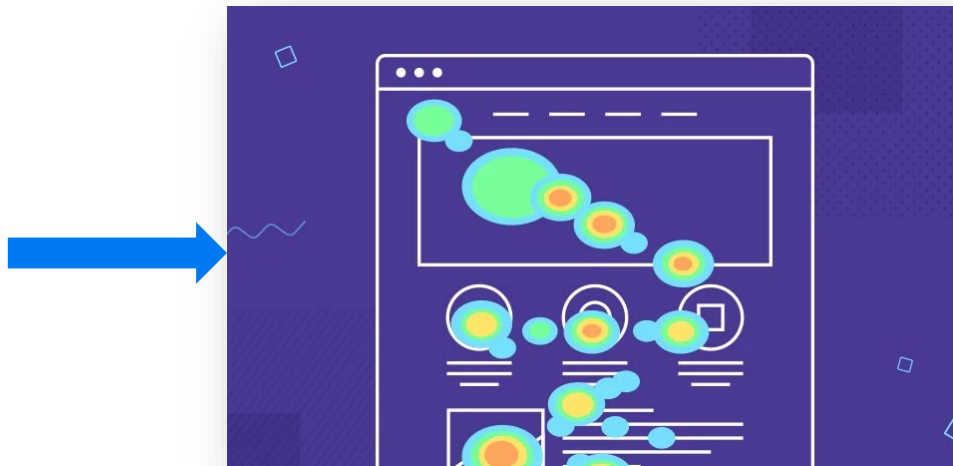
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- ◆ Heat Map
- ◆ Exploratory testing
- ◆ User Flow
- ◆ Mobile responsiveness

Fundamentals of Good UX

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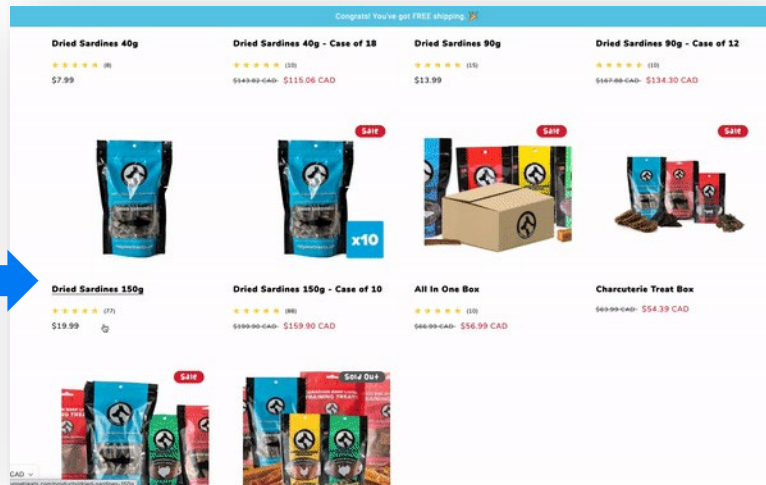
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Fundamentals of Good UX

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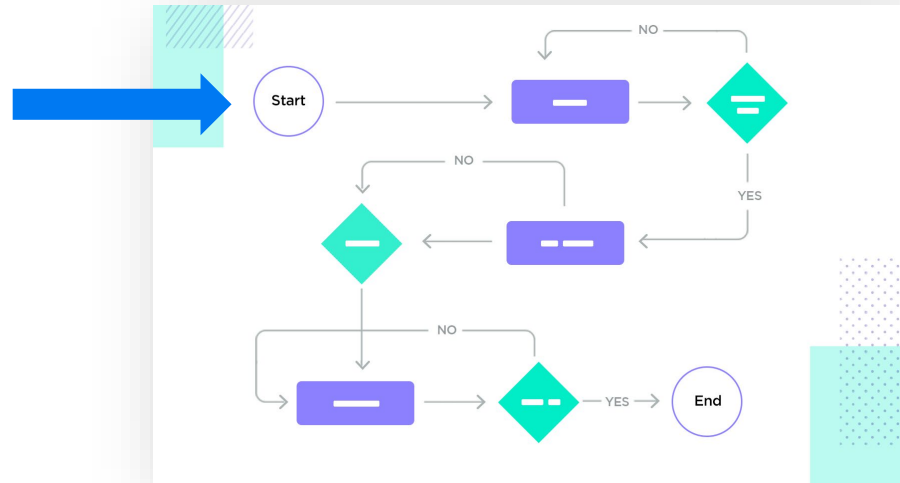
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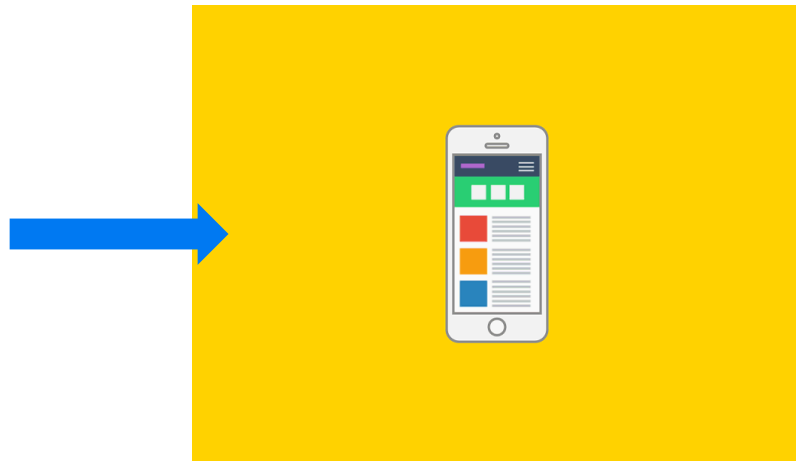
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Fundamentals of Good UX

→ Key terms to know:

- ◆ Heat Map
- ◆ Exploratory testing
- ◆ User Flow
- ◆ **Mobile responsiveness**



Simple Rules for A Powerful User Experience

→ **1 - The user's perspective must always be the primary focus.**

- ◆ You are *not* your user. Remove your idiosyncrasies and be willing to compromise on your vision.
- ◆ Understand the End User Deeply
- ◆ Meet a User's Expectations Intuitively

→ **2 - The user must always move *forward*.**

- ◆ Don't Create a leaky bucket or give your user too many nonlinear options
- ◆ Don't Force Your Users to Repeat the Same Actions

Simple Rules for A Powerful User Experience

→ 3 - The user is as sophisticated as they are simple.

- ◆ Do Make Everything Work the Same on All Devices
- ◆ Keep it simple. Make it Clear What the Most Important Consideration or Action Is on every page. If you think you have two, narrow down to one. Less truly is more; use an economy of words, actions, and features.
- ◆ Constantly consider good use of whitespace to pull attention.
- ◆ Don't Make the Navigation Confusing
- ◆ Don't make certain decisions for your users

Simple Rules for A Powerful User Experience

- **4 - Important decisions that affect the user's experience must be backed up with *data*.**
 - ◆ Follow the data; either based on your own analytics, or generally accepted best practices.
 - ◆ Don't Put Beauty Over Function
- **5 - Your user's experience can always be improved.**
 - ◆ Constantly test your website and user experience.
 - ◆ Make orders, submit forms on a regular basis (schedule)

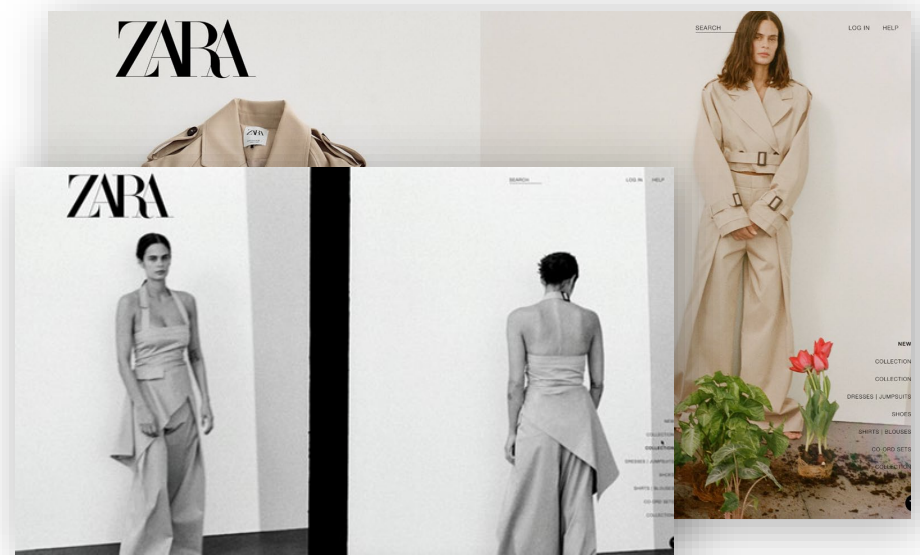
Examples *in the wild*

Zara – zara.com

→ Bad UX / UI components:

- ◆ The homepage makes initial navigation confusing and hard to find
- ◆ No filter options for size or color when you navigate to the category of choice which is frustrating

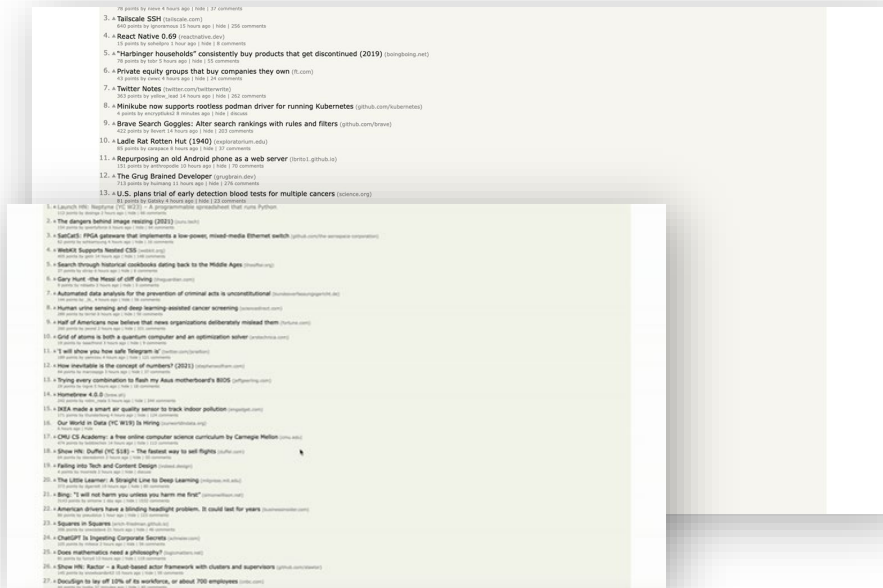
→ **Lesson:** Navigation should aid the user in finding what it is they're looking for. Think about why your user is visiting your site, and the options they would want to have.



Hacker News – news.ycombinator.com

→ Bad UX / UI components:

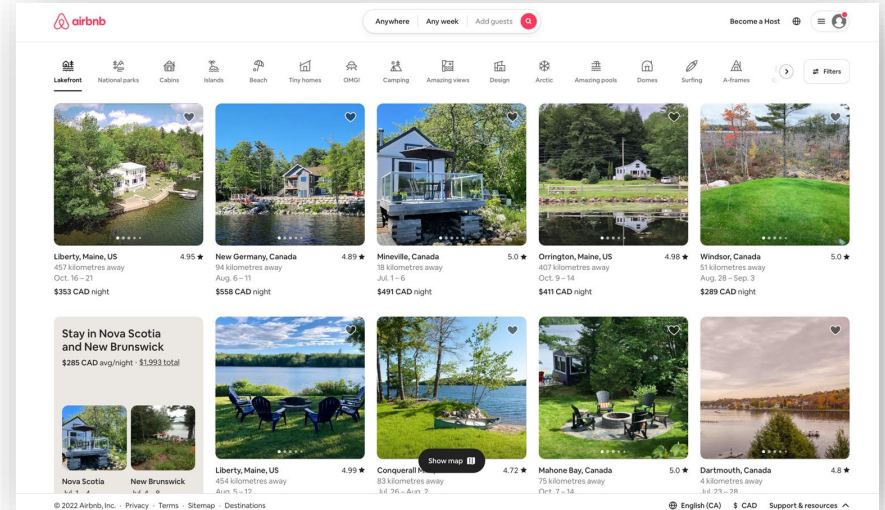
- ◆ The call-to-action buttons (upvote, read comments etc.) go so unnoticed due to their muted color, and do nothing to demand the user's attention
- ◆ Just the site in general as well does nothing to draw the user into the news articles themselves



AirBNB – airbnb.ca

→ Good UI / UX Components:

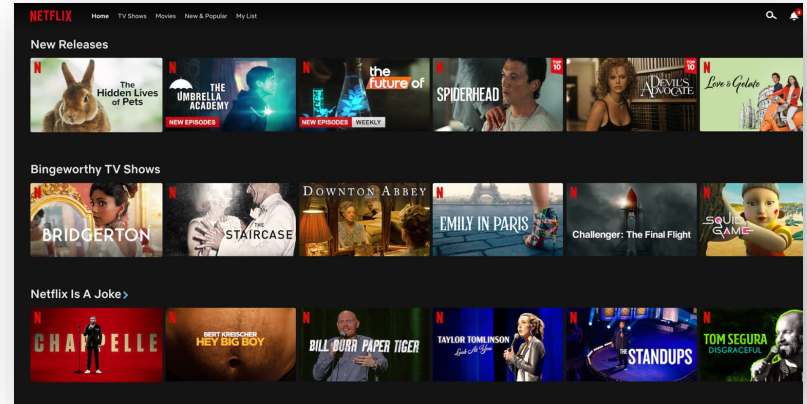
- ◆ The homepage gives you minimal options and doesn't overwhelm you with choice – this invites the user in so that it's not a challenge to get started
- ◆ I also really like the grid layout of each BNB choice provided – its uniform and clean which is an important part of design



Netflix – netflix.com

→ Good UI / UX Components:

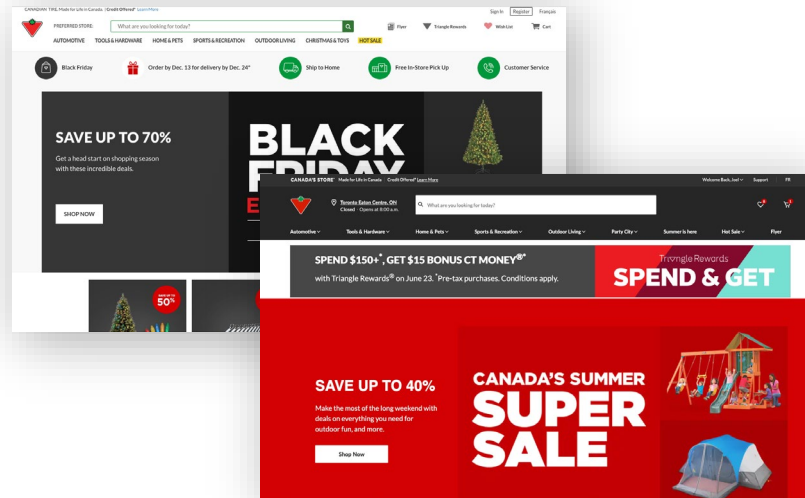
- ◆ Netflix is distraction free (i.e., no ads or pop ups), and is organized in a way that is user friendly in my opinion
- ◆ I've had trouble with other streaming services in the past whereby features were annoying (not remembering where I left off / requiring me to search for a show as it didn't pop up in recently watched), which seem small but are annoying to a user.



Award for Most Improved: Canadian Tire

→ From Terrible to Acceptable:

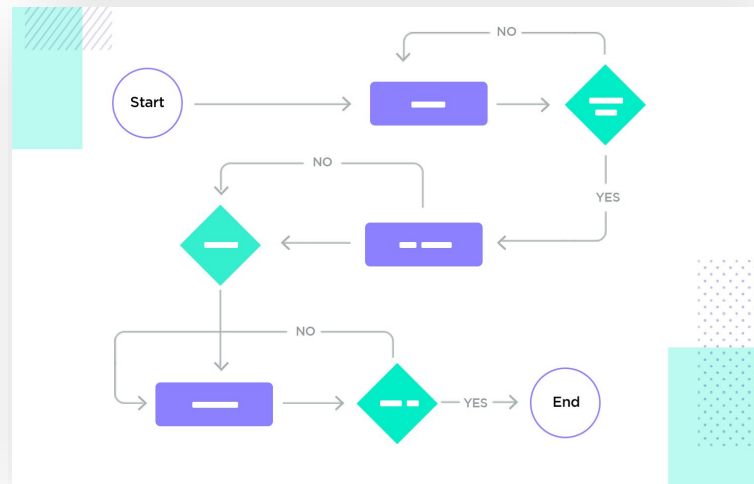
- ◆ The nav was clunky, overcrowded and all the icons took away from visual hierarchy
- ◆ The homepage has a challenge: CT has a large catalogue and wants you to get to what you're looking for, fast. They cleaned it up and made better use of space
- ◆ Search: Probably one of the worst UX I've had. Predictive search run amok.



Where you can start today

Where you can start today: Follow Best Practices

- Identify the **user story** or **customer journey** and **outline your user flow**:
 - ◆ What is the user's objective while on your website?
 - ◆ What are the steps they need to take to complete an action?
 - ◆ What are all the possible touchpoints in that journey?
- Make updates to your website a frequent priority.
- Follow a set of established best practices, setting your own idiosyncrasies aside.



Global Elements

Examples of Best Practices to consider:

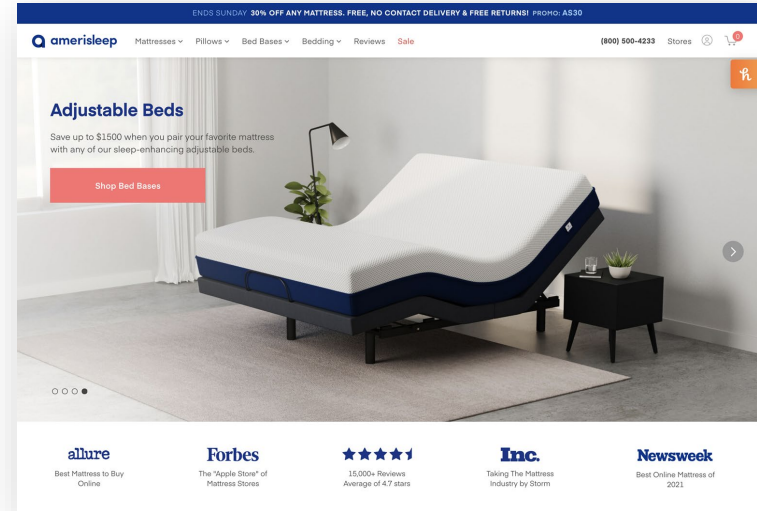
- Colours: Is the correct colour palette used?
- Are colours helpful or harmful to legibility of the content on the page?
- Are fonts appropriately sized for their respective function (ie. H1 tags vs p element sizes)?
- Buttons: Are buttons displaying and functioning correctly?
- Media: Are images appropriate for their context?
- Can a user utilize the navigation or menu(s) to get from logical points without friction in between?
- Do all buttons and navigation items meaningfully contribute to the customer or user journey and experience?



Home page

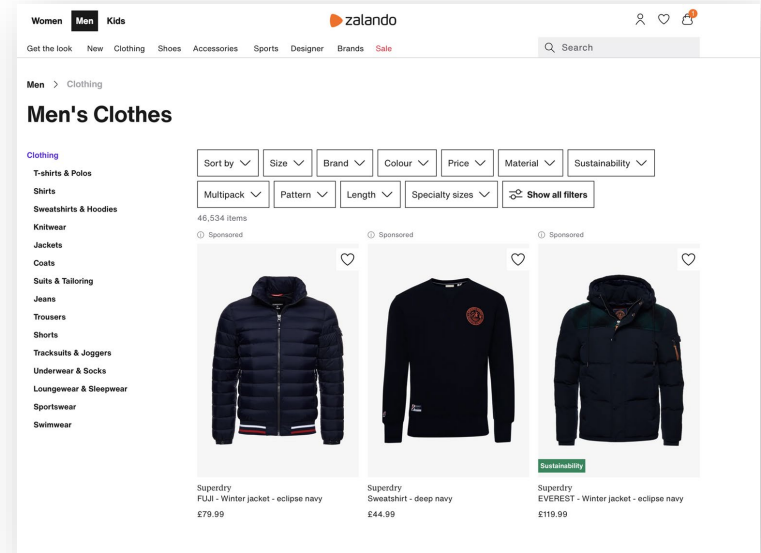
The home page 'greatest hits':

- Hero section for latest announcements/focus;
- Grid for categories or products (if applicable);
- Clear layout and sections with visual hierarchy;
- Clear, qualifying (or disqualifying) intro headline, containing a positioning statement;
- Social proof (case studies, reviews, testimonials, industry association, partner or client logos);
- Clear call(s)-to-action (eg. "Buy now" "book now" etc.), ideally a minimum of 3 placements.



Category page

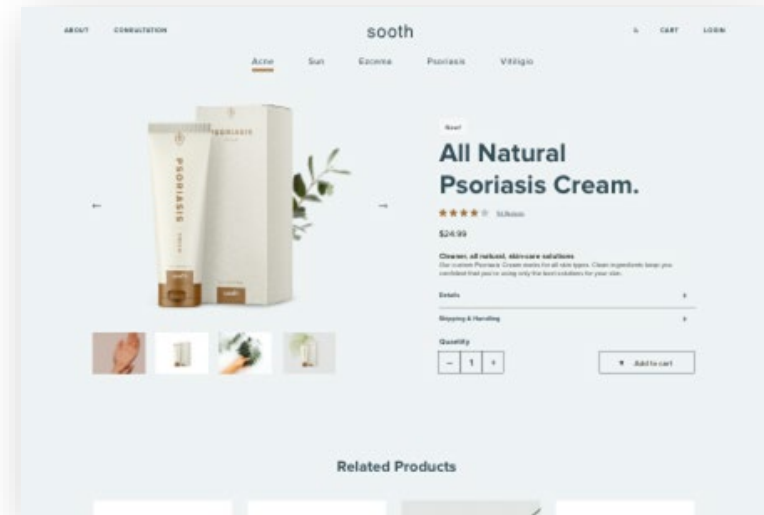
- Users can sort category page (e.g. ordering by price, "best-sellers", "new items", "most popular", or "most discounted")
- The sorting feature is shown in the top-right corner above the product list/grid
- Trending, top-rated and best-selling items are shown on top of each category by default
- Consistent style of images is used for better scannability (type of images, image background, white space around the products, size of product, angle of photos)
- Category page offers easy to understand and useful (especially on mobile) filters;
- The filters are prominent enough (relevant only for stores where users are prone to use filters)





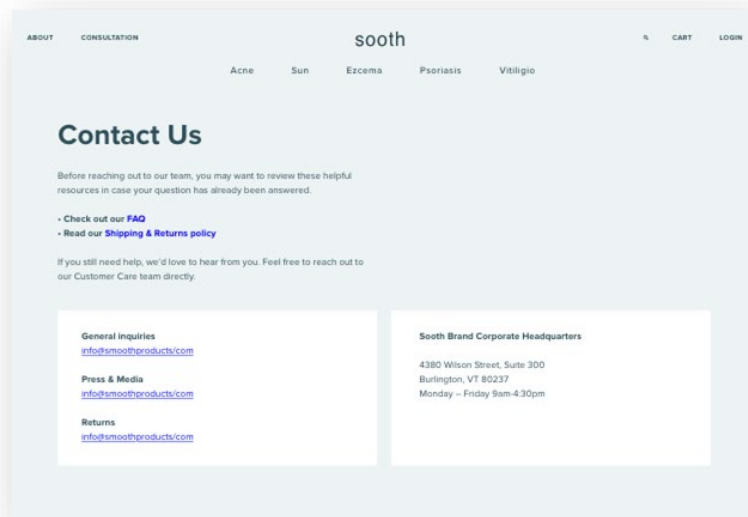
Product page

- Product page contains breadcrumbs (not applicable to single product stores and direct-response landing pages)
- A customer can give their email address if the product is currently not available; they will be notified when it becomes available;
- Product titles are descriptive
- The main product title is visually prominent compared to other content
- The product subtitle highlight key product benefit and contain power words, e.g. effortless, incredible, absolute, unique, secret, now, new, exclusive, how to, why
- The main product photo is attractive



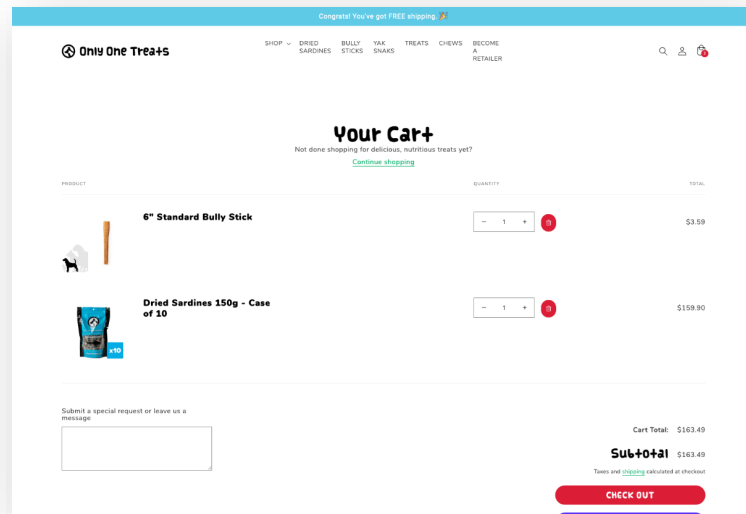
Contact Page

- Are locations clear and are hours clearly conveyed? (if applicable)
- Is there contact information accessible?
- Is there a contact form available that will get you in contact with the right person for your needs as a customer or prospect?
- Are there links to relevant policy information?



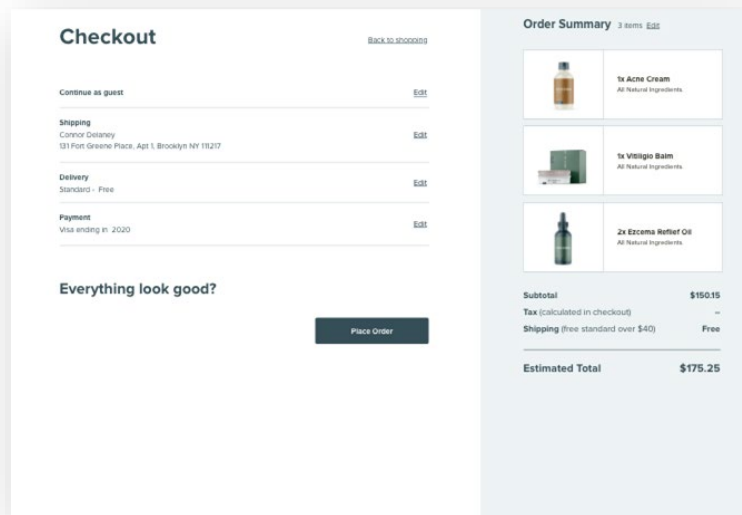
Cart page

- The overall cart design is clear and uncluttered
- The cart page clearly informs the user how far away they are from the threshold for free shipping (or a 3% discount)
- When the user returns to the site, the items that they placed in the cart are still there
- The cart allows you to change the quantity of the product and automatically updates the cart
- The user can easily remove an item from the cart



Checkout page

- The checkout allows the user to make a purchase as a guest (avoids unnecessary registration)
- The site provides good feedback during checkout (e.g. a progress bar indicates where the user is in the checkout process)
- If there is a multi-step checkout, it's clear what will happen after you click CTA
- The form avoids making the user start again if there's an error
- Immediately prior to committing to the purchase, the site shows the user a clear order summary
- Below the main CTA is a trust icon / seal badge (e.g. verified by Norton) along with reassuring copy "Shop with confidence"



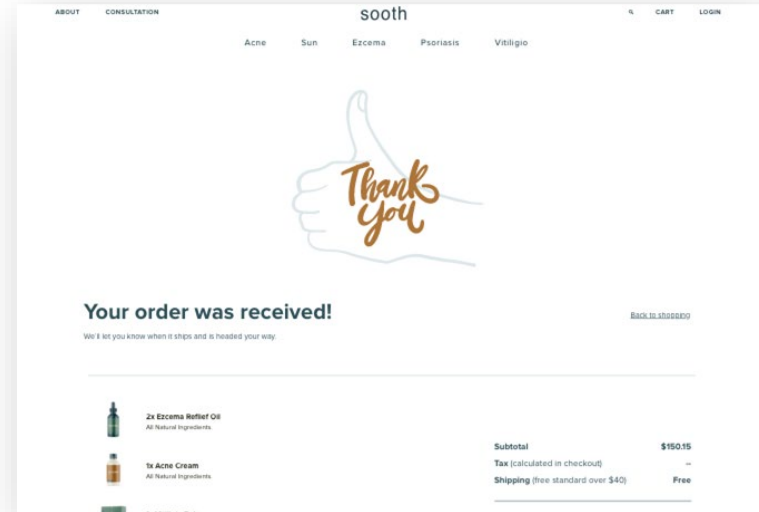
The screenshot displays a checkout page with a clean, modern design. The main section is titled 'Checkout' and includes a 'Back to shopping' link. It features three steps: 'Continue as guest' (with an 'Edit' link), 'Shipping' (address: 131 Fort Greene Place, Apt 1, Brooklyn NY 11217, with an 'Edit' link), and 'Delivery' (Standard - Free, with an 'Edit' link). Below these is a 'Payment' section (Visa ending in 2020, with an 'Edit' link). A confirmation message 'Everything look good?' is followed by a 'Place Order' button. To the right, an 'Order Summary' section shows three items: '1x Acne Cream', '1x Vitisigo Balm', and '2x Eczema Relief Oil'. The summary includes a 'Subtotal' of \$150.15, 'Tax' (calculated in checkout), and 'Shipping' (free standard over \$40). The 'Estimated Total' is \$175.25.

Order Summary	
1x Acne Cream All Natural Ingredients	
1x Vitisigo Balm All Natural Ingredients	
2x Eczema Relief Oil All Natural Ingredients	
Subtotal	\$150.15
Tax (calculated in checkout)	—
Shipping (free standard over \$40)	Free
Estimated Total	\$175.25



Thank you page

- Thank you page clearly states that the user successfully completed the purchase and congratulates them
- Thank you page clearly summarizes what was in the order
- Thank you page clearly states when the package will arrive and with what courier / delivery service
- Thank you page offers an easy way for the user to get in touch with the store owner(e.g. live chat, email, phone number)



How to Review Analytics Data

- Review your own analytics data.
 - ◆ Engagement/Bounce rate
 - ◆ Time on site
 - ◆ Pageviews per session
 - ◆ Conversion rate
 - ◆ Exit rate
 - ◆ Error rate
- Make it a regular part of your marketing strategy.
 - ◆ Review analytics reports regularly – the sooner you catch an indicator of poor performance, the better.



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Thank you!

Reach out with questions or for help:

→ [**hello@arbuckle.media**](mailto:hello@arbuckle.media)

Book time with me directly:

→ [**arbuckle.media/book**](https://arbuckle.media/book)

Find me on [**nsdigiport.ca**](https://nsdigiport.ca)

Follow us on Twitter and LinkedIn
[**@joelarbuckle**](https://twitter.com/joelarbuckle) and [**@arbucklemedia**](https://www.linkedin.com/company/arbucklemedia)



This resource will be available on our website:

arbuckle.media/ux-help

SPRING TUNE UP: **Weekly Webinar Series**

- **Thursday, May 25 at 10:00 am** – *Grow with Google for Destination Marketing*. Presented by Donna Chang (Google).
- **Thursday, June 1 at 10:00 am** – *How to Use Google Ads to Promote Your Tourism Business*. Presented by Liam Tayler (SME Solutions).
- **Thursday, June 8 at 10:00 am** – *Reels 101 - Tips for Creating Short Form Videos to Stand Out on Social Media*. Presented by Kayla Short (Short Presents)
- **Thursday, June 15 at 10:00 am** – *Where, When, and What to Post on Social Media*. Presented by Ingrid Deon (word-craft).
- **Thursday, June 22 at 10:00 am** – *Email Marketing: Best Practices to Boost Your Business*. Presented by Mariia Souchko (Playground Creative).



See recordings of previous webinars and related tip sheets:
<https://tourismns.ca/webinar-series>

* NO WEBINARS JULY & AUGUST.
WEBINARS WILL RESUME IN SEPTEMBER.

TOURISM DIGITAL ASSISTANCE PROGRAM



Work with a digital expert to improve your online presence and digital services.

- Receive up to **\$5,000** in services from a qualified digital consultant.
- Services can include website design and development, search engine optimization, digital marketing strategy, social media strategy, online booking systems, audio and podcast services, photography and videography, and e-commerce tools.

Application deadline:

Thursday, June 1, 2023

<https://tourismns.ca/tourismdigitalassistanceprogram>

RADIATE



Applicants can develop and market up to two fall or winter tourism packages appealing to local and Maritime travellers, and will be supported with development and marketing activities such as:

- Target market research insights
- Coaching and tools
- Packages included on new NovaScotia.com landing page
- Fall and winter digital marketing campaigns to increase awareness of seasonal packages

Application deadline:

Thursday, May 18, 2023
4pm

<https://tourismns.ca/radiate-tourism-program>

EXPORT Travel Trade Program



Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

Application deadline:

September 30, 2023, or until all spaces are filled.

<https://tourismns.ca/export-travel-trade>

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>