



KANOPI STUDIOS

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# How your Website's User Experience Impacts the Perception of a Brand

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UCSF Summer Series | July 2020

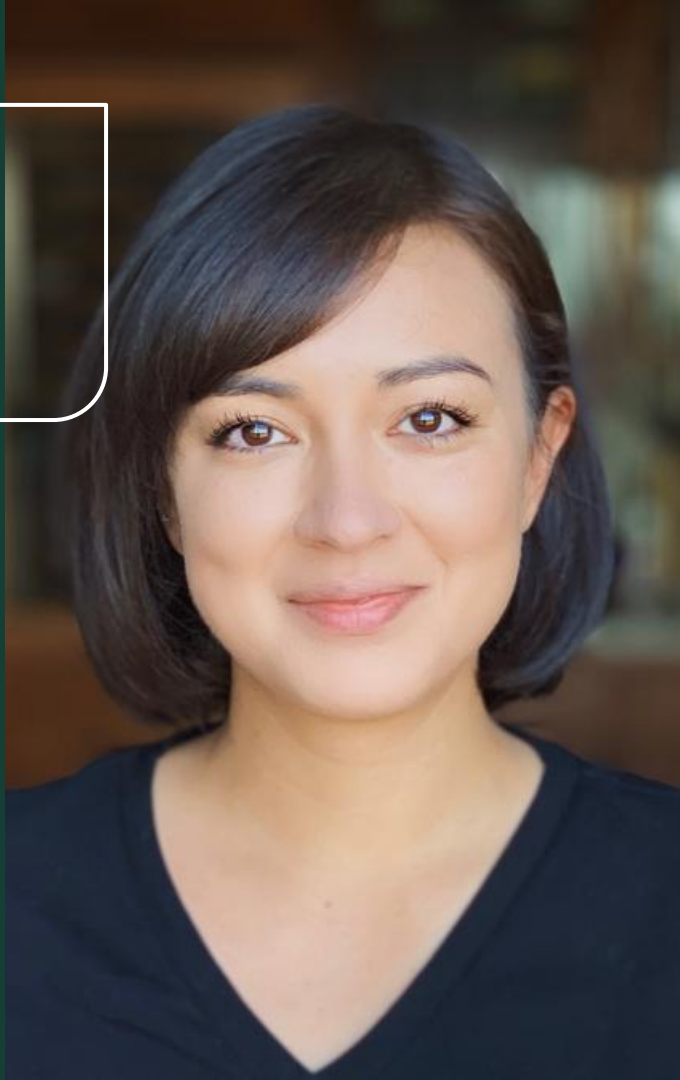


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# UCSF Summer Series

<https://info.kanopistudios.com/ucsf-summer-web-series>



## **Eight Wednesdays:**

- ~~— June 24: Managing Multiple Editors~~
- ~~— July 8: Plan Your Site with User Stories~~
- July 22: How a Website's UX Impacts a Brand
- Aug 5: Don't Panic! Drupal 7 Still Has life!
- Aug 19: How to Write Inclusive Content
- Sept 2: How to Do an Effective Content Audit
- Sept 16: Website Terms and Definitions
- Sept 30: Reorganize Navigation for Success

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# Agenda



What is User Experience?

How does User Experience  
affect an individual's perception  
of a brand?

What can we do?

Q & A

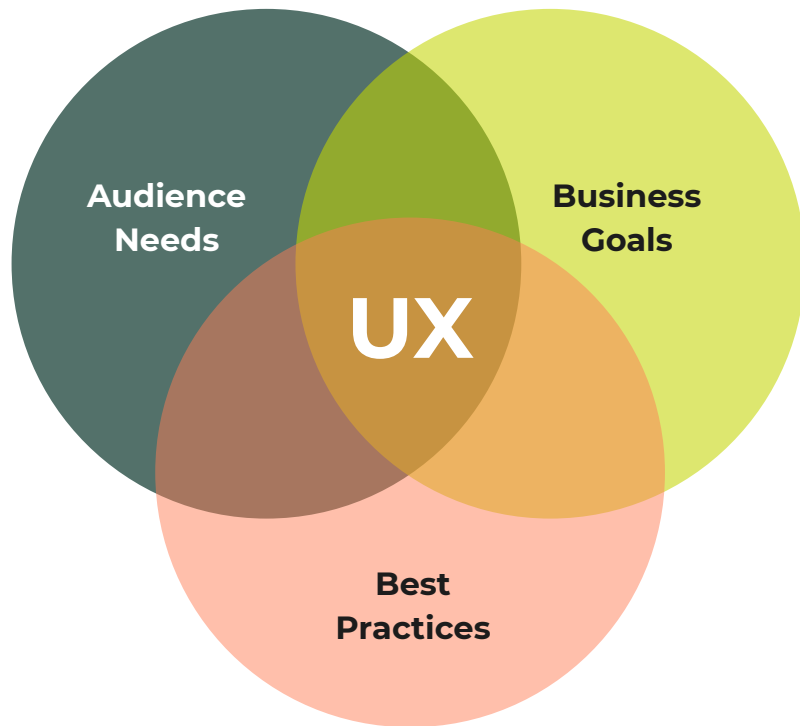


# What is User Experience?

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**User experience  
(UX) is how a  
person feels  
when interfacing  
with a website.**

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# UX Aims to Answer These 4 Questions



1

## **Can I find it?**

Is your audience able to navigate content easily?



2

## **Do I understand it?**

Is language you're using accessible to the widest audience possible?

Can your content be understood by audiences with visual impairments?



3

## **Can I use it?**

Does your audience understand how to use your website?



4

## **Do I feel satisfied?**

Does your website fulfill a need? How satisfying is that journey?





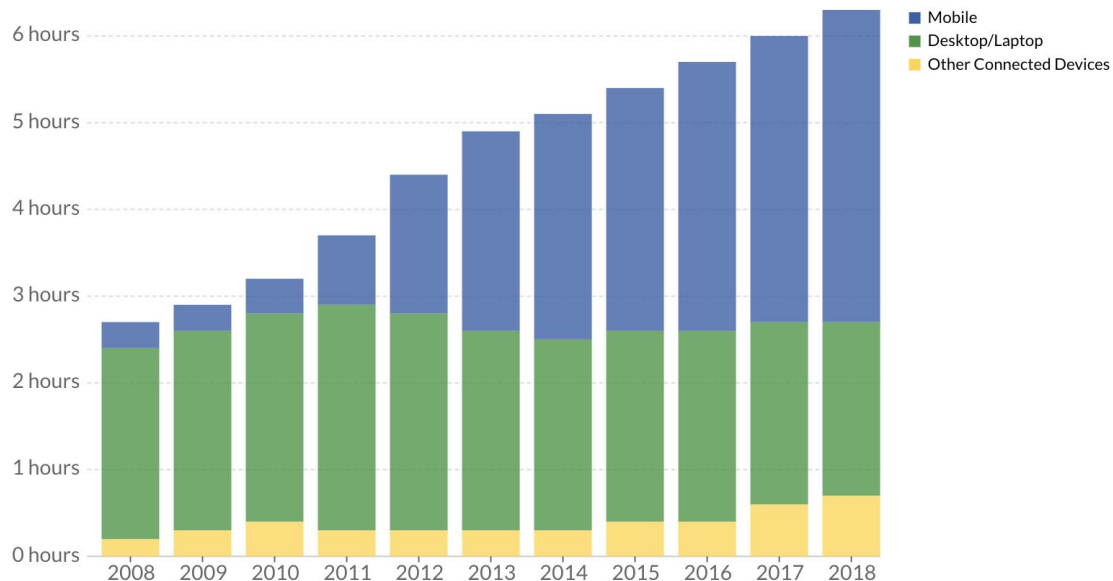
**How does User Experience affect an individual's perception of a brand?**

# Everyone is Online

It's estimated that almost 4.57 billion people were active internet users as of April 2020, encompassing 59% of the global population.

## Daily hours spent with digital media, United States, 2008 to 2018

Average hours per day spent engaging with digital media (e.g. digital images and videos, web pages, social media apps, etc.) The data for 'other connected devices' includes game consoles. Mobile includes smartphones & tablets. All data includes both home & work usage for people 18+.

Our World  
in Data


Source: BOND Internet Trends (2019)

CC BY

# UX Barometers



## Performance

How quickly do your pages load?  
Is your site optimized for a  
mobile experience?



## Information Flow

Organization of information in  
your navigation as well as  
individual page narratives.



## Communication Style

What mechanisms used to  
communicate your message.  
How compelling is your  
message?

# Mobile Is Important

More than **four out of every ten people** in the world are currently equipped with a smartphone.

**80%** of all internet users own a smartphone.



**65%**

**of all website visits come from mobile devices.**



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# Performance

What does the research say about performance's influence on a person's perception of a brand?

**-52%**

of users said that a bad mobile experience made them **less likely to engage** with a company.

**Mobile are 5x**

more likely to **abandon a task** if a site isn't optimized for mobile.

**-60%**

of users **will not trust** a company that hasn't optimized for mobile.

**-57%**

of users **refuse to recommend** a business with a bad mobile site.

**-40%**

of the people **leave the website** if a website needs more than 3 seconds to load.

**-32%**

of the customers would leave a brand they loved after **just one** bad experience.



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# Performance

What does the research say about performance's influence on a person's perception of a brand?

**ROI 9,990%**

Every \$1 invested in UX results in a return of \$100.

**25%**

in improved organic traffic if you have a responsive mobile design.

**74%**

of visitors are likely to come back to your site if it has good mobile UX.

# Attention is short

User frustration occurs when a person can't overcome an obstacle or achieve a goal.



**79%**

**of users who don't find what they are looking for on one website, will go on searching on other websites.**



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# Information Flow

What does the research say about information architecture's influence on a person's perception of a brand?

**71%**

of publishers say content that looks well-organized on mobile devices boosts positive user experience feedback.

**94%**

of first impressions for a website are design-related.

**-40%**

of users will abandon the website if it seems messy.

**400%**

higher conversion rate with great UX design. Whereas a great visual design can boost your website's conversion rate by 200%.



# Content is Paramount

Language is important not only within the site experience but to provide a welcoming experience for all people.



**75%**

**of all website traffic runs through Google.**



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# Content

What does the research say about a message's influence on the perception of a brand?

**70%**

of people learn about a company through their blog rather than ads.

**73%**

of people are **persuaded** to buy a product or a service through a video.

**Visual Data**

is processed by the brain **60,000 times faster** than text.

**- 46%**

of all website visitors **will not trust** a company if its mission statement is not clear.

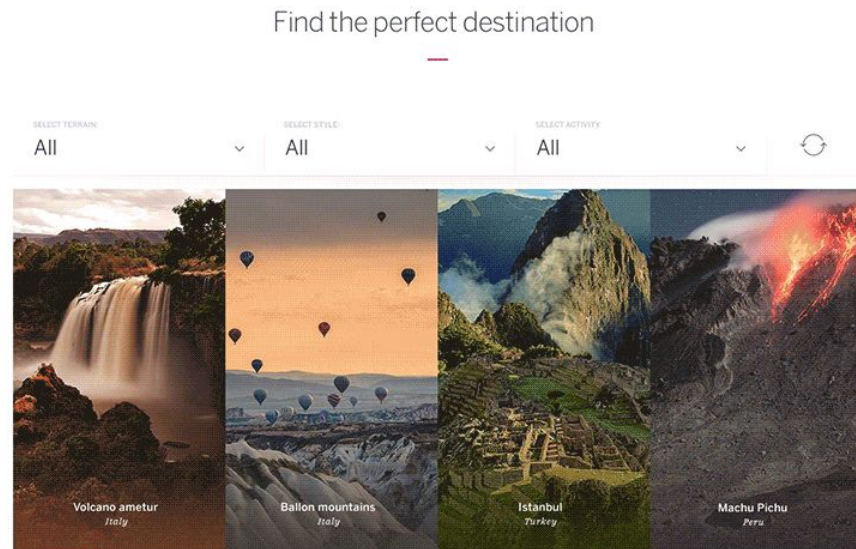


**What can we do?**

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# Size Images Appropriately

Image file sizes are one of the top offenders when optimizing site performance. Resizing super large images to appropriately can speed up load times.

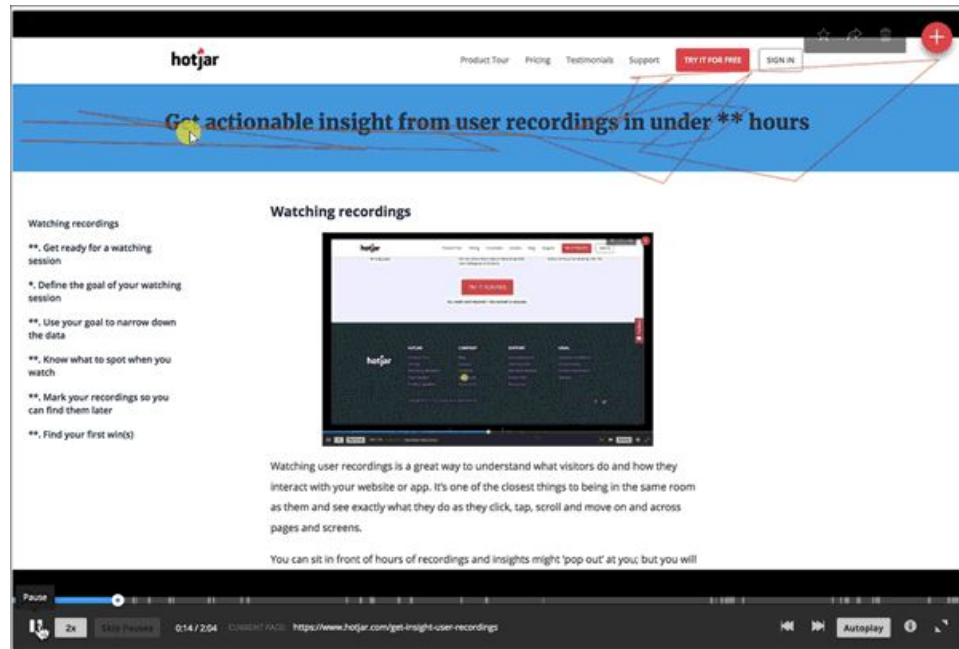


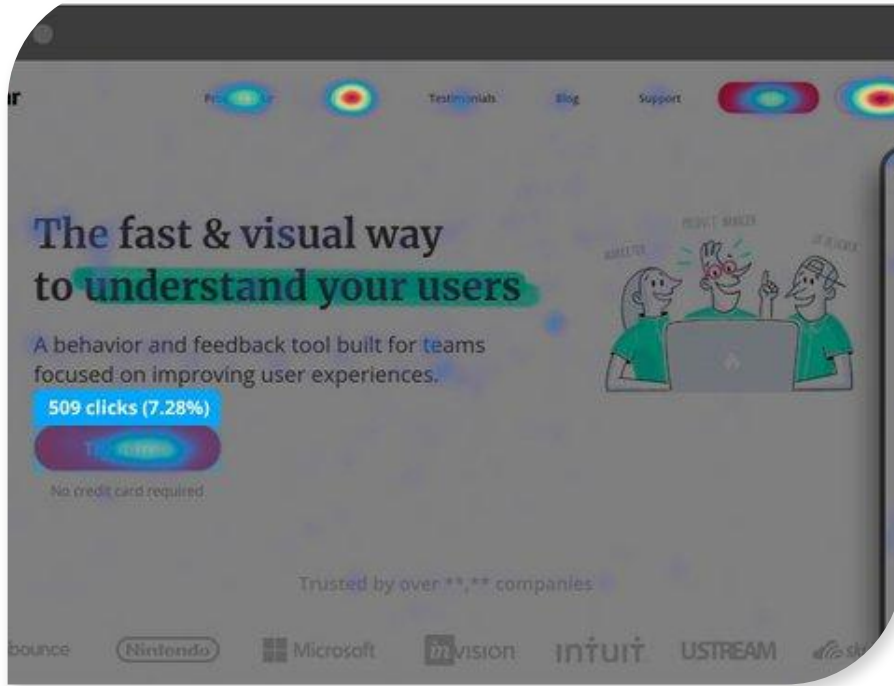


# Research

# Gather Quantitative Data

Tools like [Google Analytics](#) and [Hotjar](#) allow us to see how the majority of your audience behaves.





## Click Tracking

Identifies where a person clicks and how far they scroll down a page.



## Conversion Funnel

Identifies the biggest barriers to conversions and discovering ways to improve the flow.

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# Quantitative Questions

What do we typically look for in our data?

## **How does your audience find you?**

Do they find you through social media, internet search, or do they know who you are?

## **What is the first page someone lands on?**

If not the homepage, is there enough information to entice them to stay on your site?

## **What is your most popular content?**

The answer will help prioritize your navigation.

## **What buttons are used most often?**

The answer will help prioritize your calls to action placement.

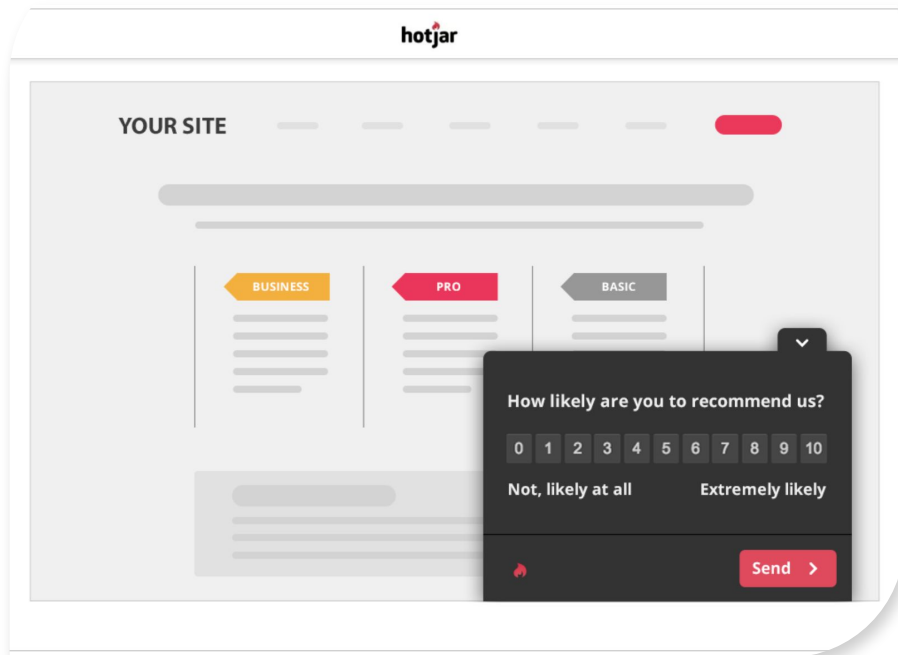




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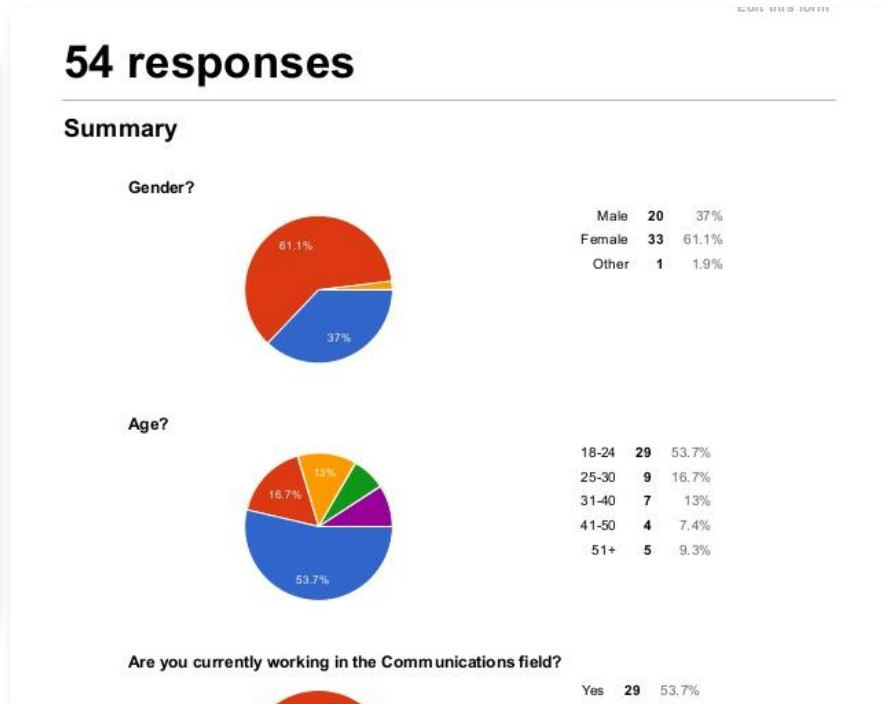
# Gather Qualitative Data

Understand how your audience feels about your brand, their interpretation of your value, and their experience with the website.



## Onsite Survey

Captures a person's experience in that moment.



## Google Survey

Illuminate their wants, needs, and their perception of your brand.

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# Quantitative Questions

What questions do we typically ask for in our surveys?

## **Is your audience finding the content they need?**

If not, what is the barrier?

## **Why do they choose you over other organizations?**

The answer will help shape your value statements.

## **How does your audience feel about the site design?**

Illuminate visual design issues you may not be aware of.

## **Rate qualities your organization wants to embody.**

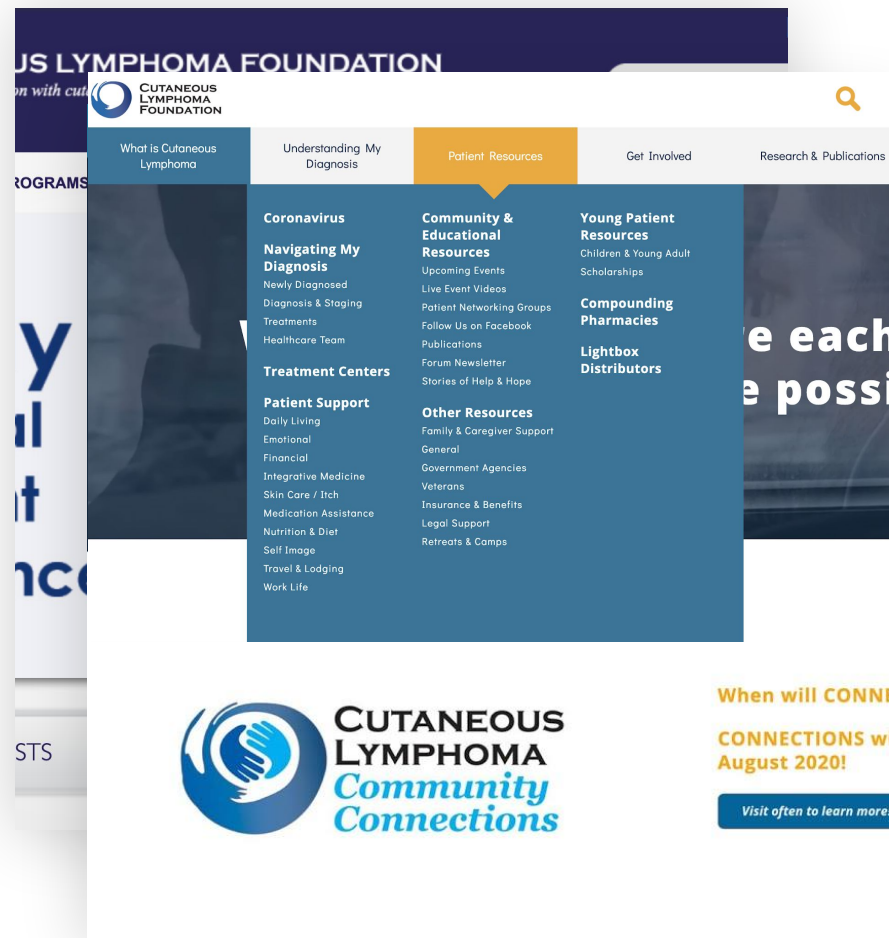
Understand what qualities resonate with your audience help prioritize message and content.

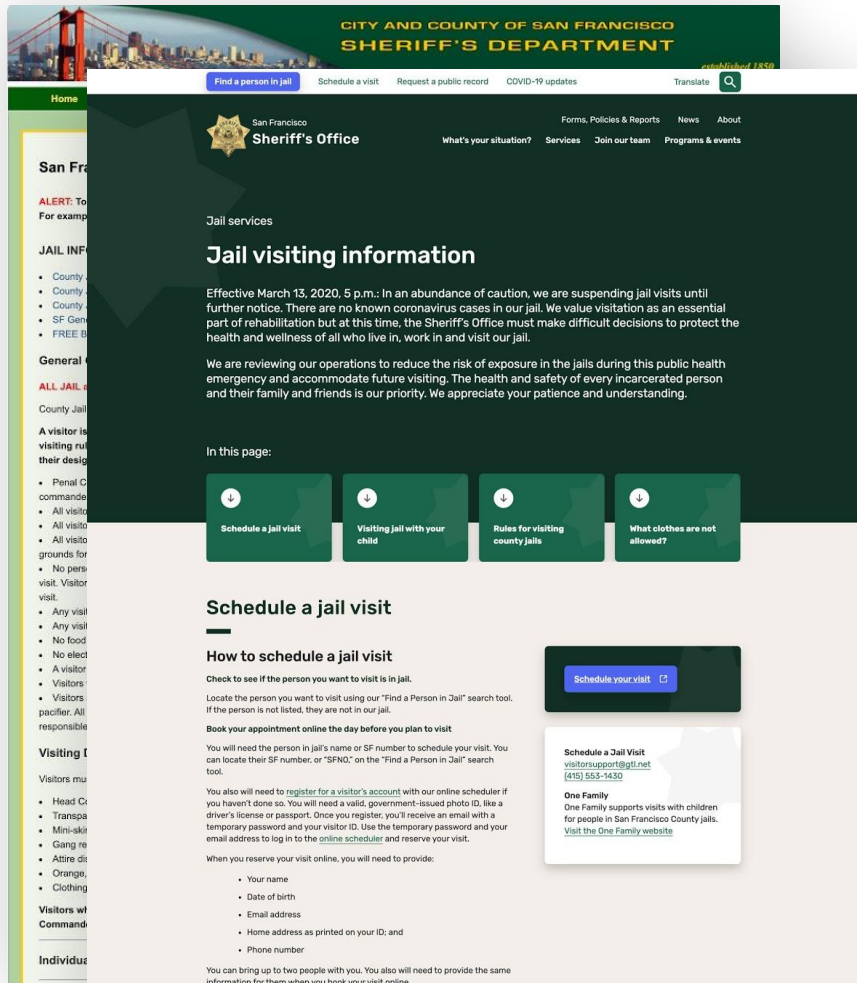


# Apply Learnings

# Steamline Menu Structure

Think of your navigation as your table of contents. When used your audience should know where they can find the information they need.



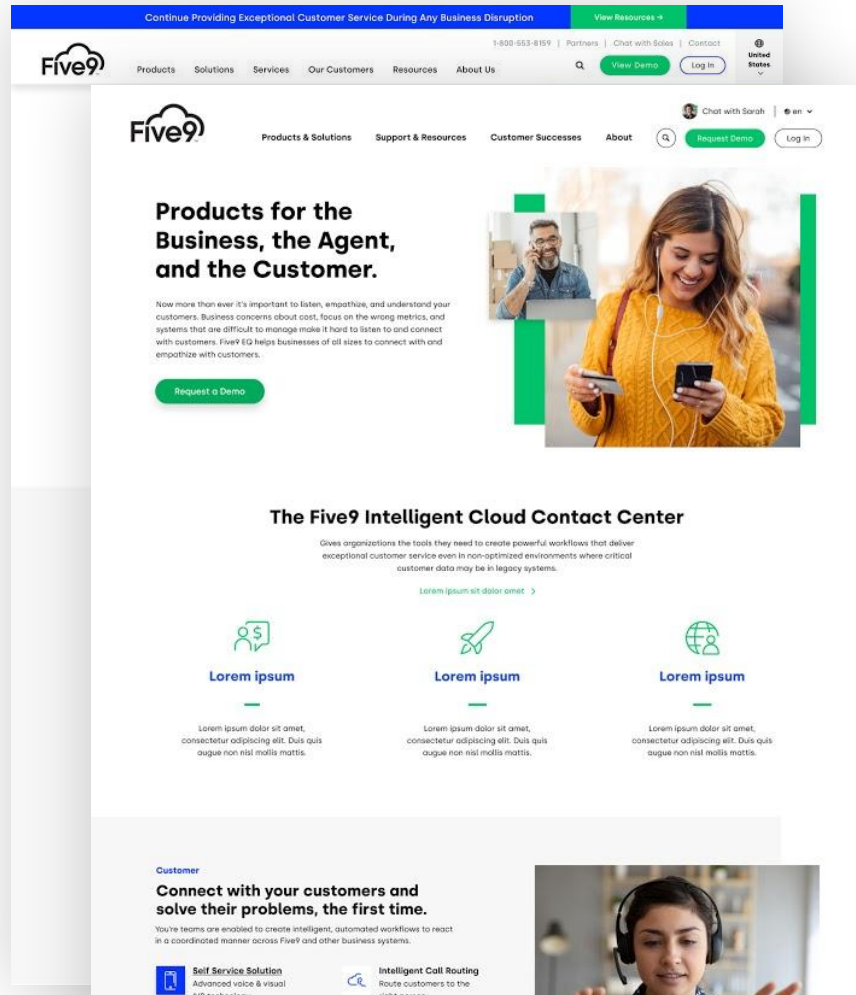


# Optimize Page Layouts

Use eye-tracking and heat-mapping tools to identify current site behaviors to identify areas can could use a visual boost.

# Edit Your Content

Trim content down to the most salient points. Use headlines to highlight the most valuable information. Strategically use images that elevate your message.





## Welcome to Bookshare Ireland

Bookshare Ireland is the largest accessible digital library in the country, available for all people with print disabilities. Bookshare makes reading easy with all titles available in a format to suit your needs.

Bookshare Ireland is proudly funded by the Department of Education and Skills.

Bookshare Ireland is for:

Students

Leisure Readers

Educators

### How does it work?



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**Sign up for a Bookshare account.**

Customise your reading experience with titles available in a range of formats to suit your needs, including audio, large or highlighted print, and braille.



**Pick your preferred reading method.**

Read on smartphones, tablets, Chromebooks, computers, and assistive technologies devices.

### Do I Qualify?

Bookshare Ireland is available for all people with a print disability. This includes visual impairment, learning difficulties or a physical disability that limits a person's ability to read standard print.

For more information on qualification, click the link



# Use Relatable Language

Your site is the first handshake your organization extends to a person. Using familiar language makes your organization feel inviting.

*Writing for humans will boost your SEO.*





**Questions?**



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## Want more help?

Questions? Comments?  
Reach out to us anytime.



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[@anne\\_kanopi](#)

**BOOK A MEETING**

[bit.ly/meet-kanopi](https://bit.ly/meet-kanopi)



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# Resources

- [31+ User Experience Stats 2020 \[Everything You Need To Know\]](#)
- [20+ Powerful UX Statistics To Impress Stakeholders](#)
- [32 Eye-Opening User Experience Stats for Avoiding Bad UX](#)
- [40 Fascinating UX Statistics](#)
- [Don't Make Me Think: 20 Wise Thoughts about Usability from Steve Krug.](#)
- [30 Eye-Opening User Experience Stats](#)
- [Laws of UX](#)
- [UI Design Best Practices for Better Scannability](#)
- [The Most Overlooked Factor Of Content Marketing? Scannable Content](#)
- [The 10 Most Important SEO Tips You Need to Know](#)