





## User Experience Design and Customer Needs

A successful user experience shows a great understanding of what a user wants to do. It allows them to do it in the easiest way possible. Here are some examples...

Customer Problem		Solution
	A group of university students looking to find books on a topic related to their course.	Make the search box very visible on the homepage. Place it on the top – left of the screen.
	A foodie searching restaurant reviews for the best place to eat in Leeds.	Add a rating system so users can see feedback at a glance (eg reviews - 4 / 5 stars)
	A customer wants to find the best price for a product, as quickly as possible.	Allow your website to be customised by the user - tagging, filtering and sorting the information they want.
	A graduate researching a company in preparation for a job interview.	Have an 'About Us' page stating the company's aims, background and values.