## SITE ≠ RIGHT

Even with a high functioning, beautifully designed interface that shows well and "does the trick" for your business, you may not be leading your target users in the right direction.

Maybe you've poured over the text and images on your website, you've reviewed and clicked around to be sure everything works. You've done the basics -- site functionality and all the proper tools are in place, but is your site easy, intuitive and navigable for the intended end goal? Has it been tested for the user experience?

EXPERIENCE DRIVES PEOPLE

A web developer's challenge is to keep in mind the bigger picture, making sure the site does what it's meant to do, and doing it for its intended audience. People are your most valuable asset. Their experiences are what drives them. Don't neglect to analyze what type of experience they have in navigating your site and design your site to maximize the user's experience.
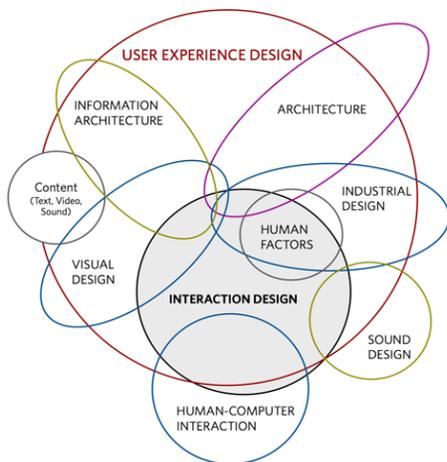
USING UX TO MAXIMIZE OPPORTUNITY

If interaction with your target users doesn't lead to new communication or relationship building, then you're missing a big opportunity.

In the two sides of the website equation, user interface (UI) is what appears on the site and how it handles. User experience (UX) is the interaction the user has with it, and what they take away. While the user interface is both the design AND the set of tools enabling use of the website, the user experience is defined by the user's feelings and their response when using the site features, giving the user either a positive, negative, or neutral experience.

While UI provides all the tools and capabilities, UX is what's most important in the end. How do people react to and engage with your site? Will they come back? And, is it easy to navigate? Can they find their way around to do what they came to do?

GOAL-MINDED SITE DEVELOPMENT

When the goal of your website is:
· Happier customers
· Engaged users/ clients
· Seamless interaction
· Usability
· Intuitive design
· Social shares
· Brand recognition
· Better relationships

The UX designer
guides the process through:
· Interviews
· Content/Information architecture audits
· Analytics
· Usability testing
· Competitive analysis
· Key word placement
· Better content/copywriting
· Smooth interface development

If the UI is the left (logical) brain, UX is the right. In the brain, the corpus collosum is the communication between the two, but in web design, the team lead needs to be focused on UX throughout all phases of development to maximize your site's user experience.