

# UX/Product Evaluation

Improving user experience using behavioural science principles.

Bridge  gapp

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# Content

1. Review of the platform
2. Design changes for alignment
3. Design changes for improved usability
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# Review of the platform

Saliency

Form familiarity &  
mobile friendly

Mobile UX- finger  
friendly designs

Description about  
the content

Make users feel that  
they know their peers

Improve the font readability &  
introduce visual balance

Consistency & heirarchy

Improving the visibility  
of search

These are some of the observations while auditing the website's user interface & experience.

# Review: Form familiarity & mobile friendly



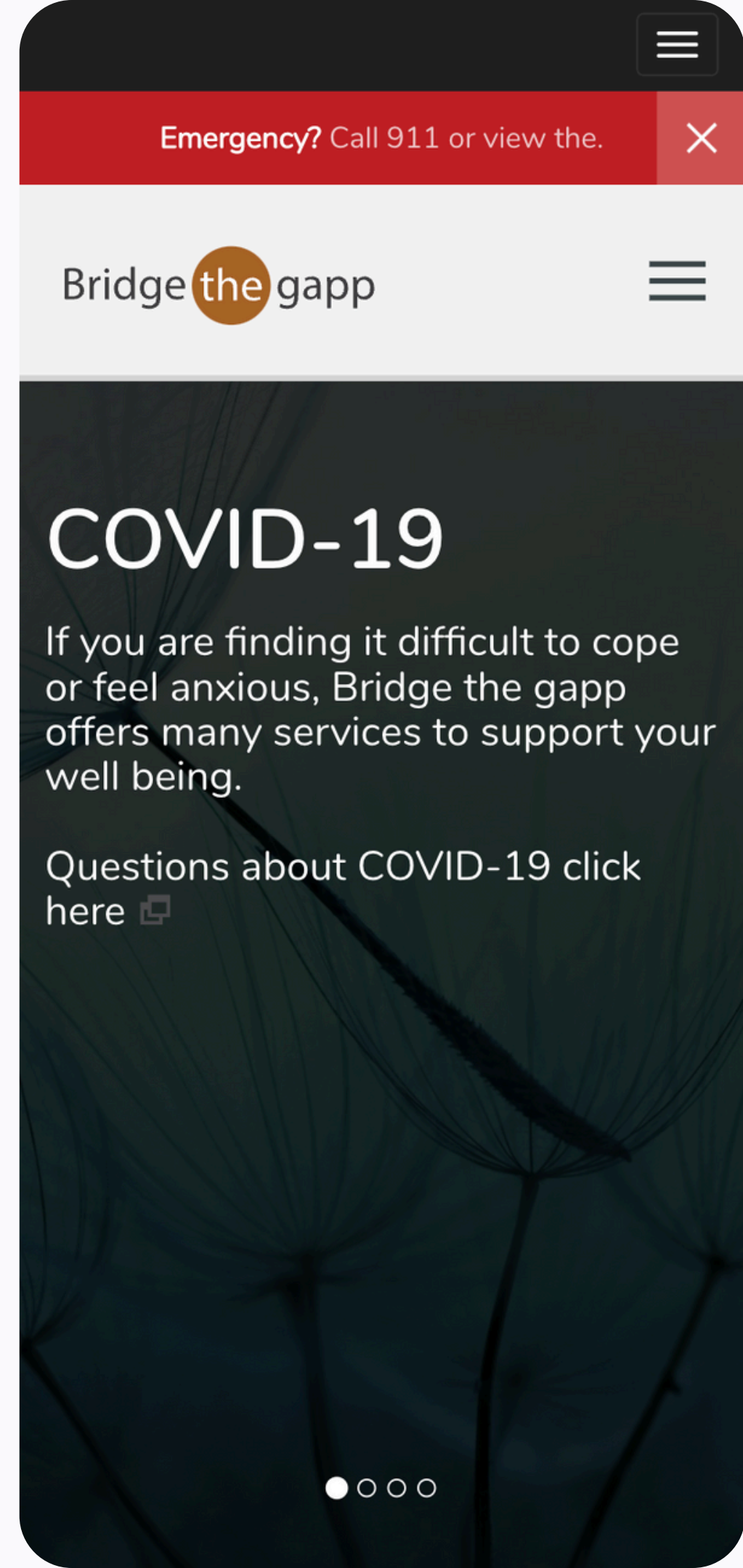
The dropdown can be made better in form of a button. There should be some placeholder text as the placeholder shows users what exactly should be entered into the field. On mobile, there won't be any drag functionality. The field labels are not clear and familiar to the user (I want to post in). The submit label can be rethink as 'Submit my story'.

The screenshot shows a mobile app interface for 'Bridge the gapp'. At the top, there is a red banner with the text 'Emergency? Call 911 or view the.' and a close button. Below this, the app's logo 'Bridge the gapp' is visible, along with a menu icon. The main content area features a dropdown menu with the text 'I want to post in...' and a downward arrow. Below the dropdown is a large, empty text input field. Underneath the text field is a dashed box containing a file upload icon and the text 'Click or drag a file to this area to upload.'. At the bottom of the form, there is a brown 'Submit' button and a circular button with an upward arrow. A disclaimer at the bottom of the form reads: 'Please do not share identifying information about yourself or others. Only non-identifying posts will be accepted.'

# Review: Mobile UX- finger friendly designs



Links can be transformed into button instead of a button.



# Review: Description about the content



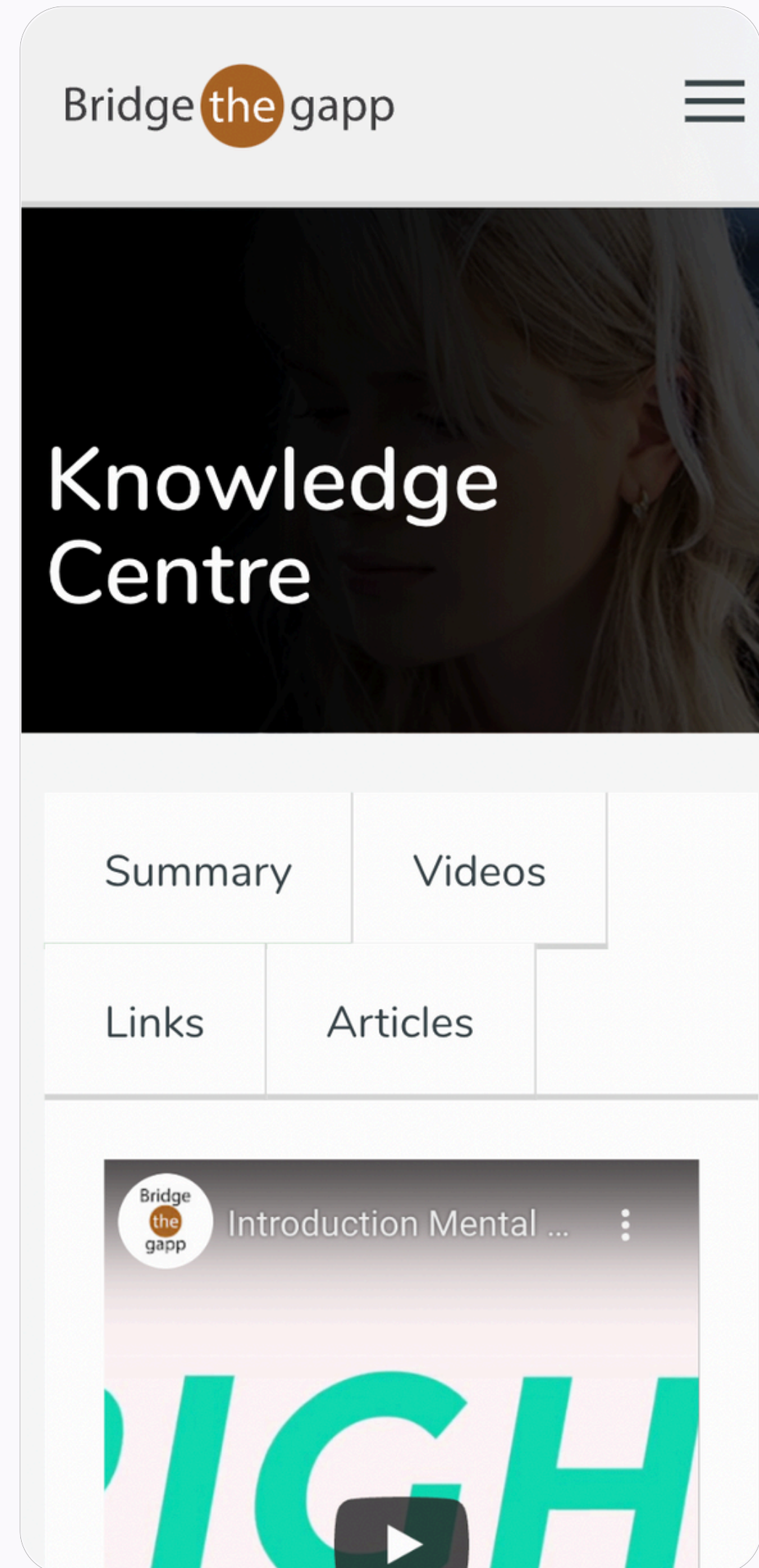
The photos in the gallery can have the photo title and description and author. It will help in an understanding context that will create more awareness and interesting conversations. If the provision of comment is given, it will help in engagement with the platform.



# Review: Consistency & heirarchy



Website content should look integral and reflect a certain idea. Also, the sub-menu should inherit the characteristics of the primary menu. There should be a strict hierarchy of headings, subheadings and main text. If the burger menu is opened, it should convert into a 'cross' icon.



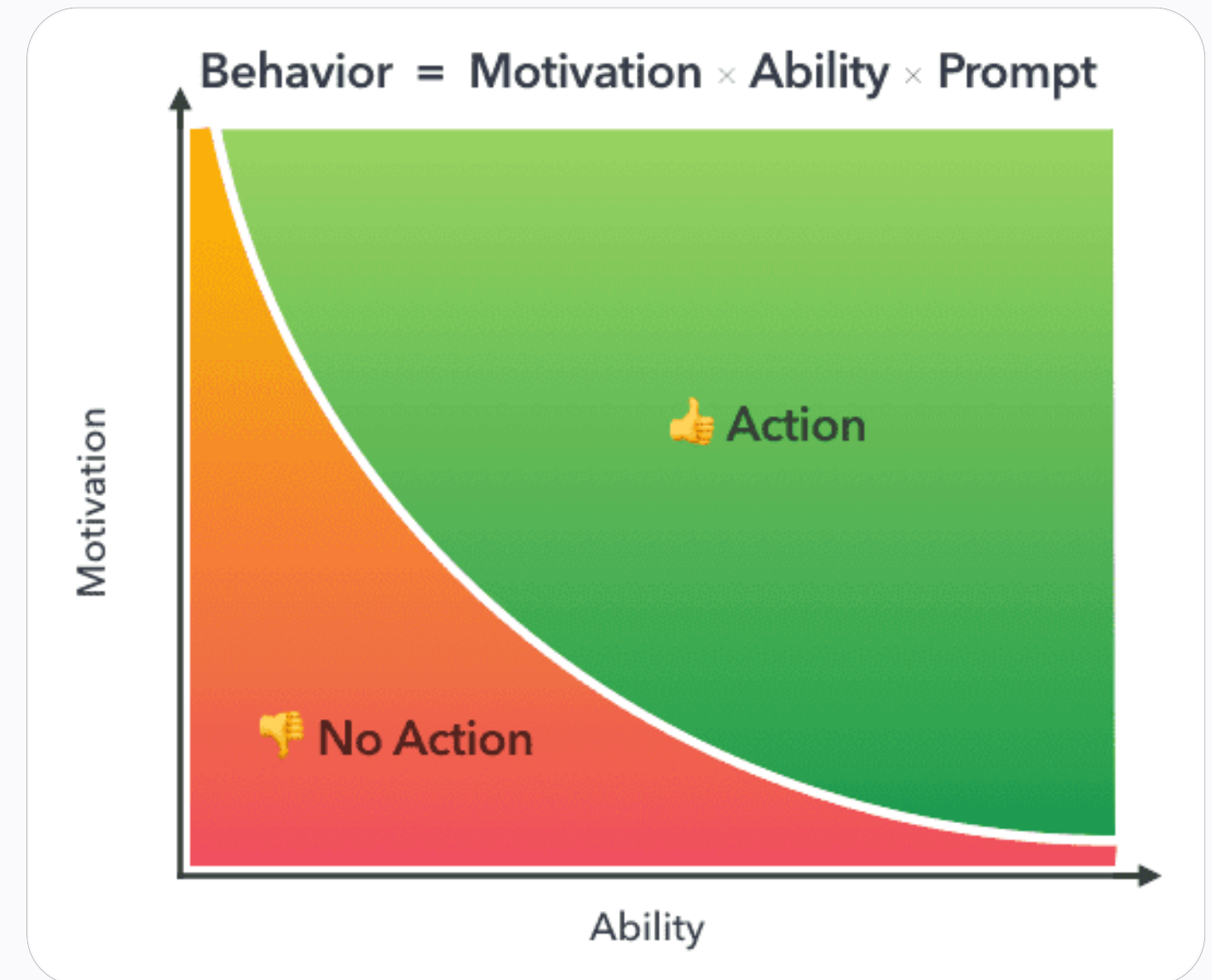
# Feature change 1 for alignment

The platform is enabling context by sharing the knowledge base. However, there is little action on the recovery and even though there is a page dedicated to recovery, the redesigned version will have a recovery widget attached to every page.

The introduction of prompts & small nudges placed on our regular paths reminds us to take action. According to the Fogg Behavioral Model (B=MAP), someone might be extremely motivated to talk about your brand but without a prompt, few will take action.

Reference:

<https://behaviormodel.org/>





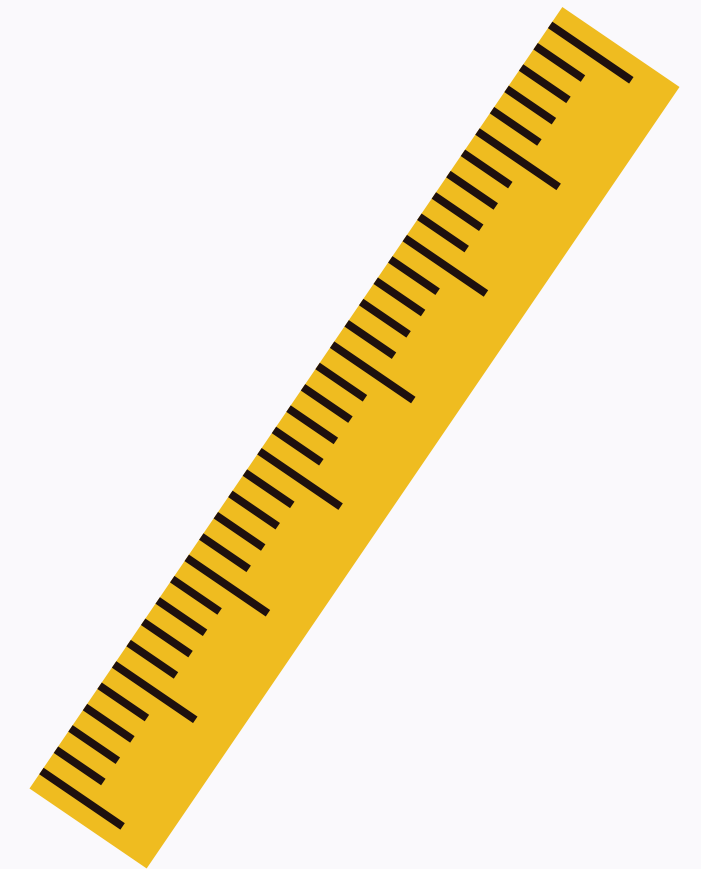
# KPIs -Metrics to measure

User taking actions on respective disorder page for recovery.

# of user clicking the newly introduced call to actions on pages.

# of users interacting with the recovery page attached

# retention measure of the recovery page if users are coming back and following up



# Feature change 2 for alignment

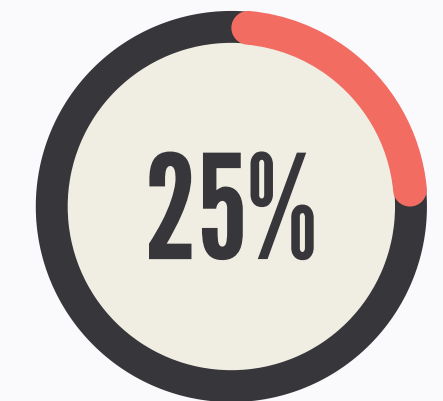
In the book, the cooperation and collaboration from the different stakeholders were emphasised. We can build a community feature where experts from industry can come and talk about the topic online, engage in conversations with the users

Research evidence: According to the 25 Percent Rule the social norms can be changed by only a quarter of the group. Whether it's 10 or 10,000 people, changing the behaviour, beliefs or norms of an entire group is hard, but new research suggests that in order to do so, we actually only need to convince 25% to start a persuasive domino effect.

Rolling the feature in a phased manner, we can build the community feature where we make some of the users as influencers. This will embark on the conversations related to the post.

Reference:

Centola, D., Becker, J., Brackbill, D., & Baronchelli, A. (2018). Experimental evidence for tipping points in social convention. *Science*, 360(6393), 1116-1119.



# KPIs -Metrics to measure

Educate / onboard users who land on the website/app about a new community within 30 seconds.

# of first-time users who have viewed the tutorial visits/ total number of first-time visitors

# of signups/ total first-time visitors

# of signups/ total downloads after releasing the community feature

User should be able to explore other's already existing community profiles and should be able to be a part of more than one community.

# turnaround time to complete one community profile



# Design changes for improved usability

Design change 1: Improved saliency, and consistency among the buttons, using one primary colour by making a design system for the platform.

Design change 2: Improving the visibility of search, making it a focus. As the other website's behaviour is search focus, otherwise there will be lot of effort and navigation to go to the required content.

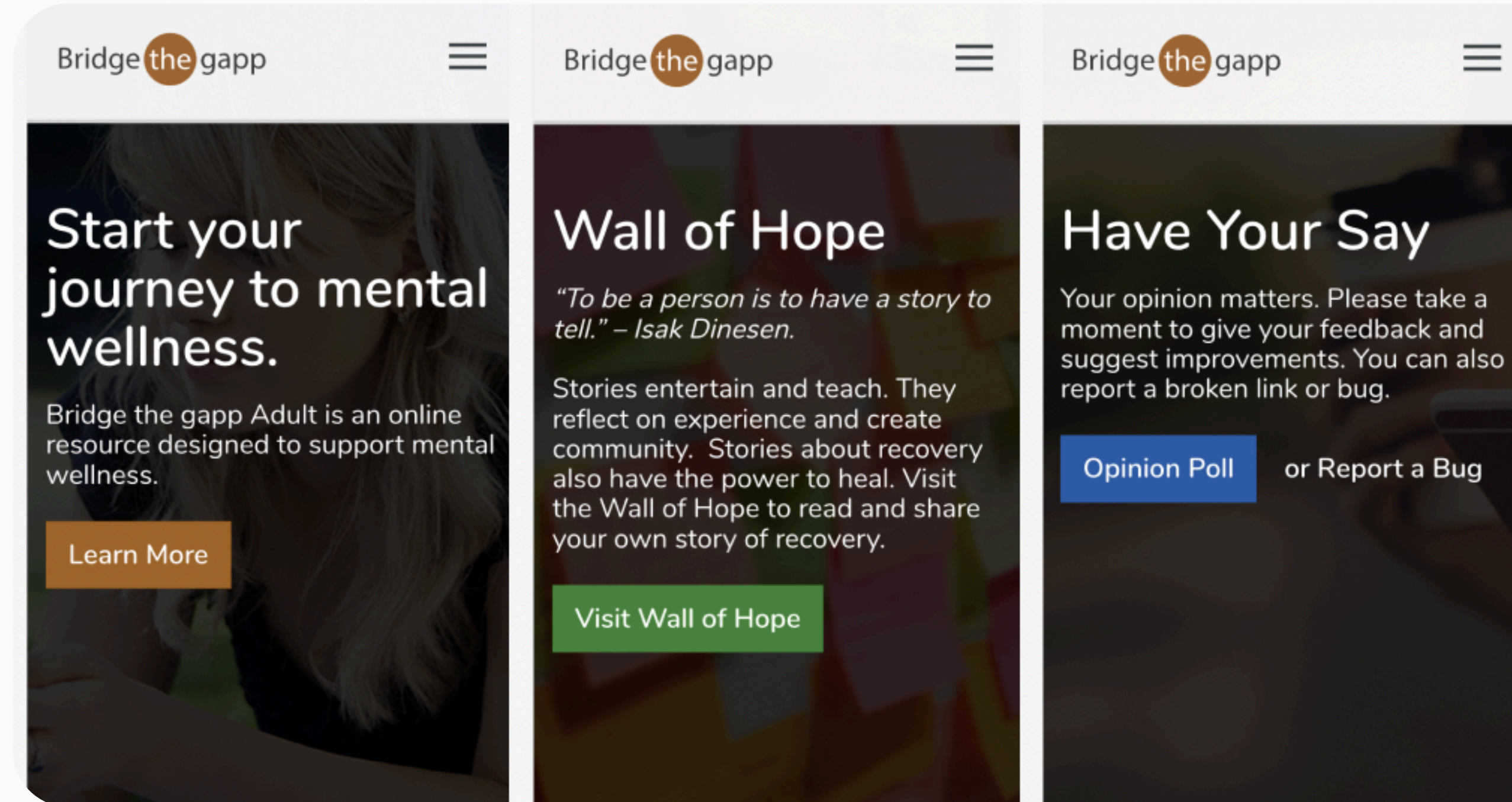
Design change 3: Improve the font readability & introduce visual balance. The font of the secondary links in the footer are smaller and difficult to read and click on mobile. Also there should be icons of social networks to spark the 'Social Proof' cognitive bias.



# Design change 1: Saliience



The current problem is that there are too many colours used for the 'call to action(CTA). Their opening behaviour is the same, and hence we need to choose one primary colour and give all buttons the same treatment, size and colour.



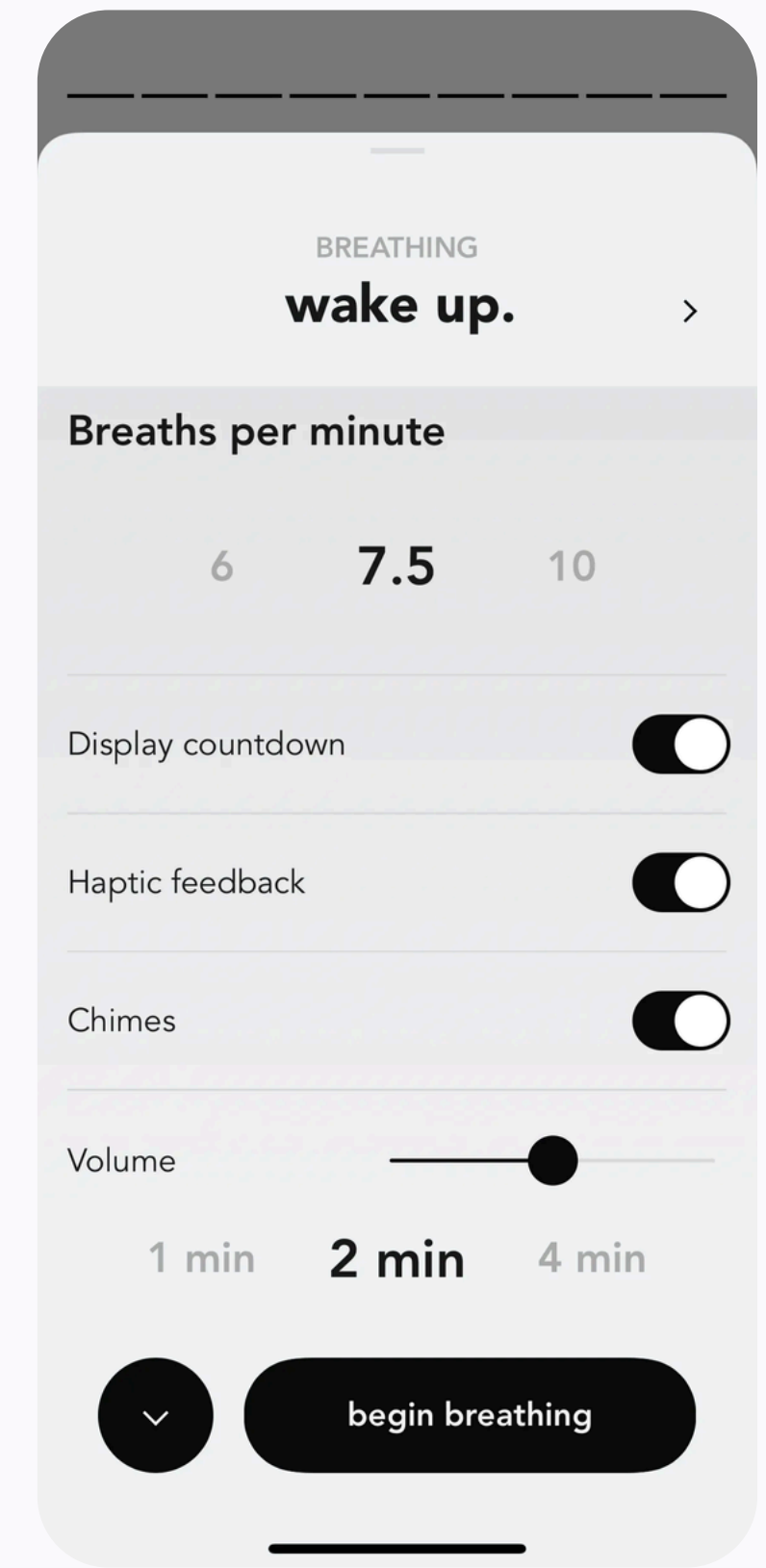
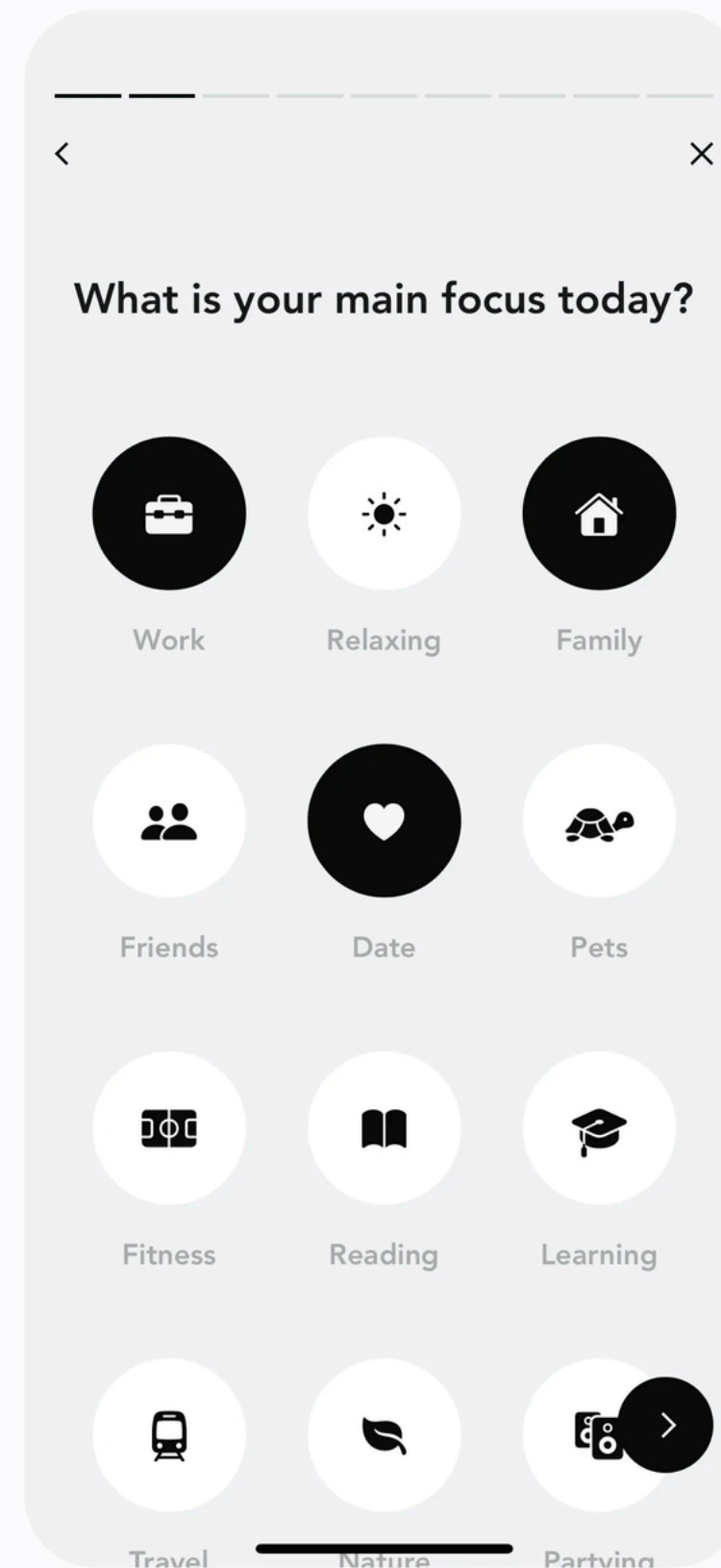
# Example - Stoic app



The app is using black as the primary colour to highlight selection, Call to action and primary icons. This helps the user to differentiate between actionable and non-actionable icons. Our choices are determined by the information we're shown. Salience means awareness, and when designing anything, what we reveal, how prominently, when, or whether we instead choose to keep it hidden all affect decisions greatly.

Reference:

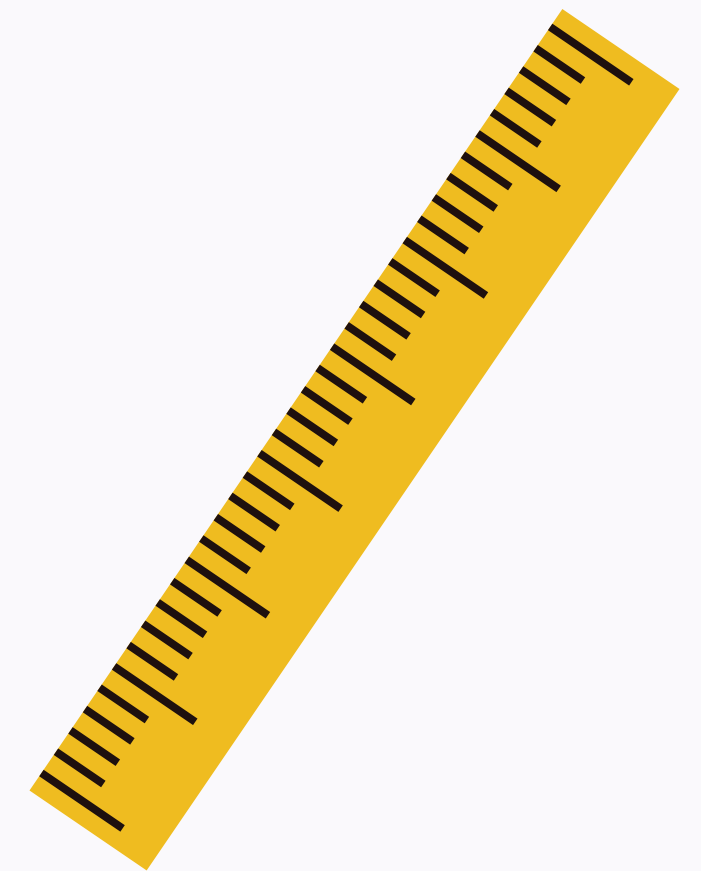
Blake, T., Moshary, S., Sweeney, K., & Tadelis, S. (2021). Price salience and product choice. *Marketing Science*.



# KPIs -Metrics to measure

Introduction of salient and consistent icons, buttons and highlights.

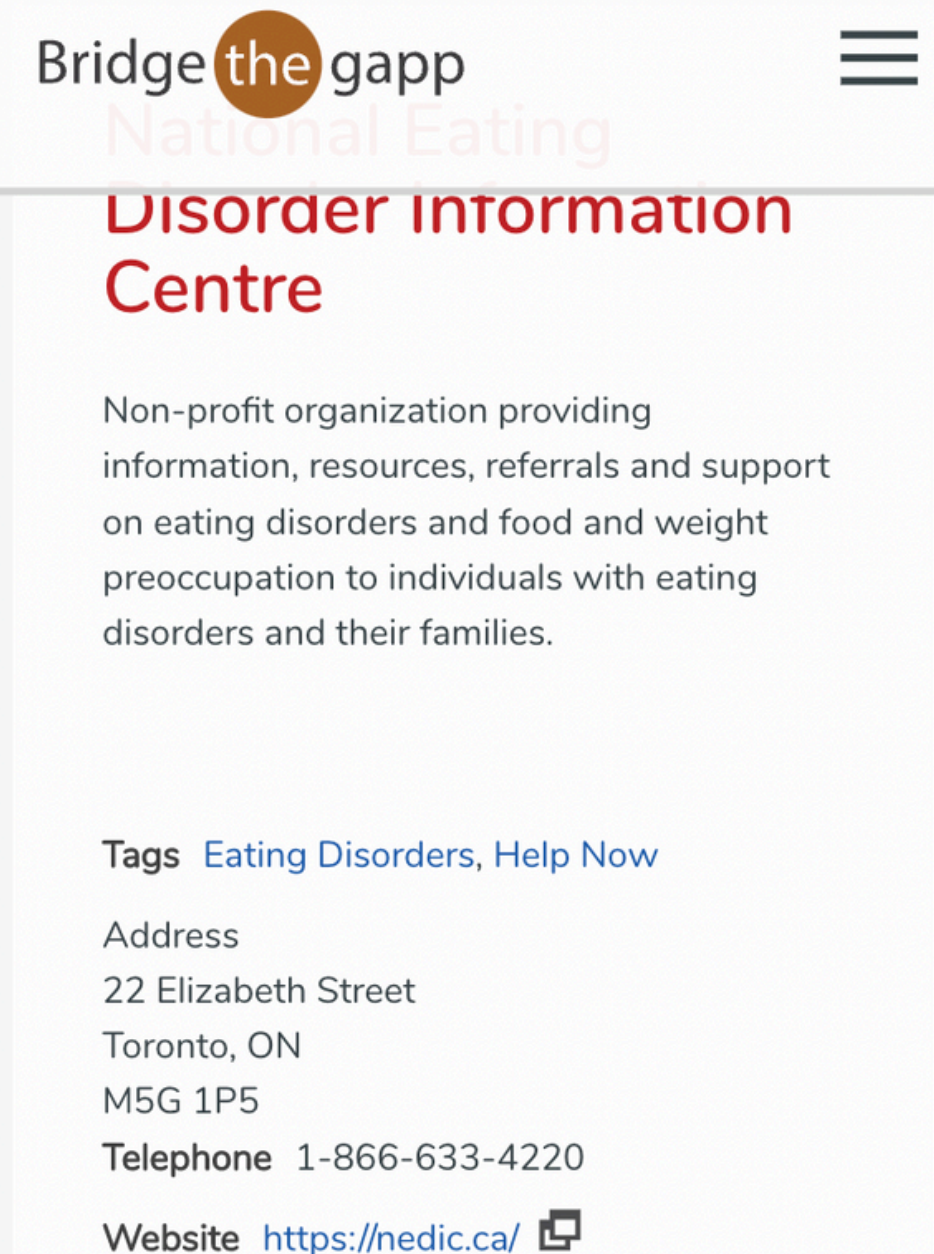
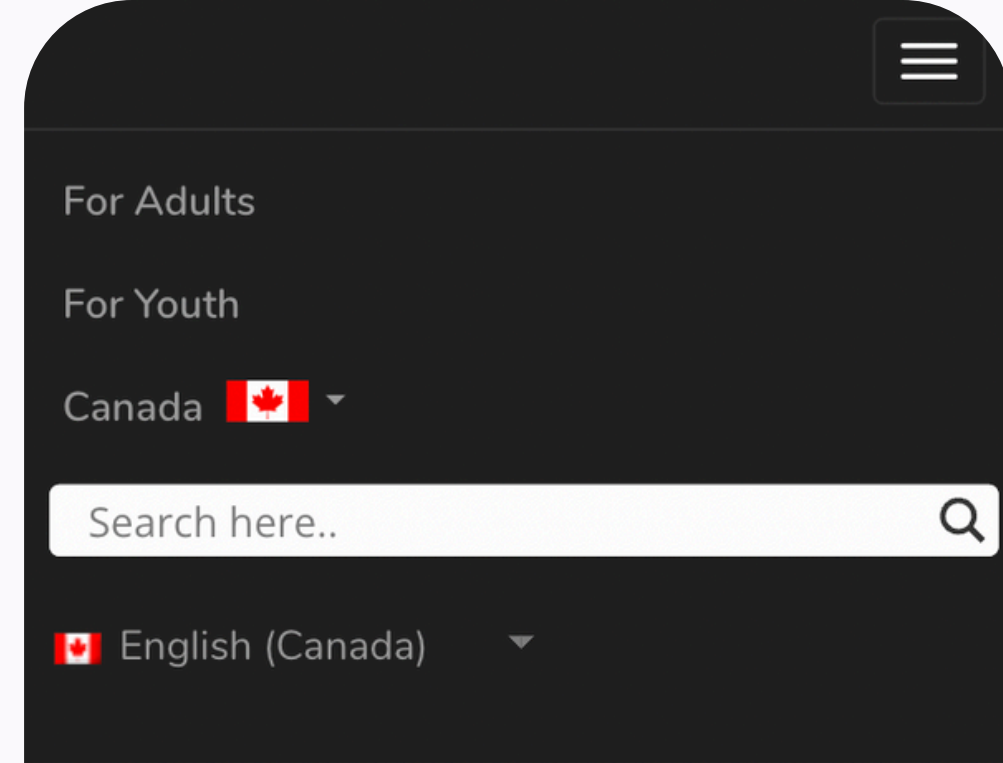
# of increased user clicking the salient icons.



# Design change 2: Improving the visibility of search



The visibility of the search functionality should be improved and a search icon on the main page near the logo should be given. Right now especially on mobile it gets hidden under one of the burger menu.





# Example- Headspace

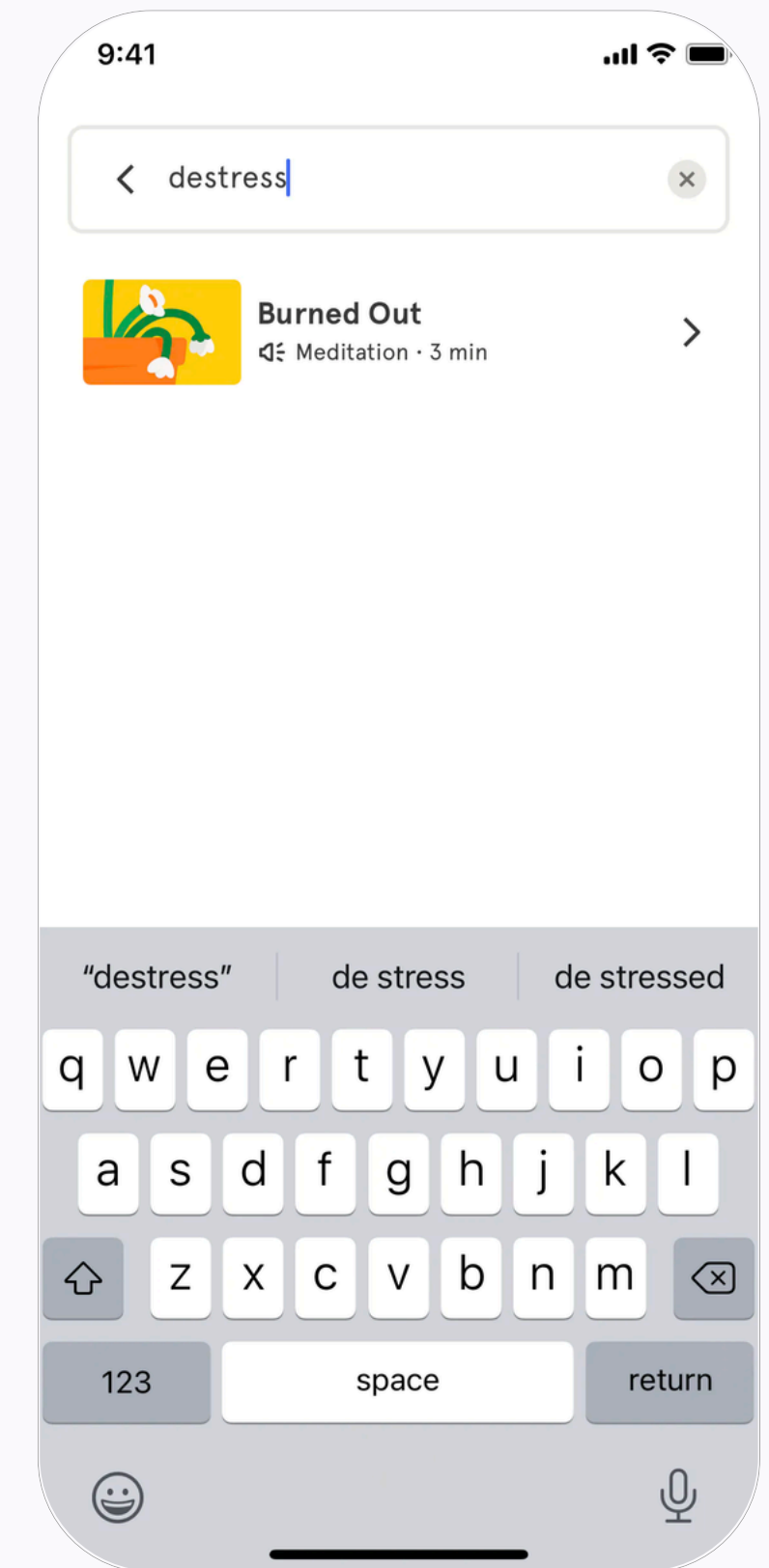
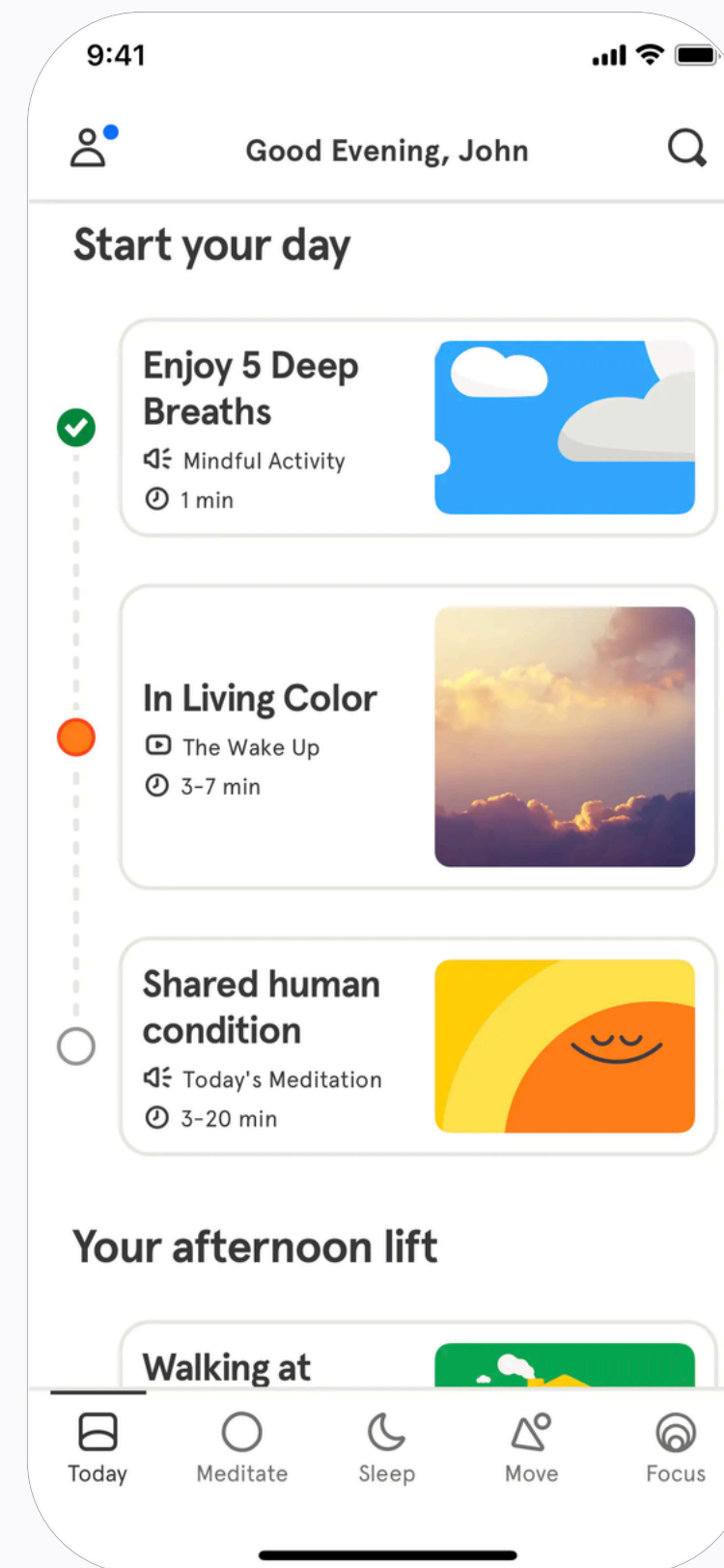


What to implement: The search icon is always visible on the homepage with a lens icon and also whenever the icon is clicked, the keyboard is automatically opened from the bottom to ensure a faster search experience on mobile.

Reference:

Nizam, N. (2020, April 30). Best ux practices for search box. NYC Design.

<https://medium.com/nyc-design/best-ux-practises-for-search-box-de39e31d1588>



# Characteristics of redesigned search:

**Input field:** A clear container for a user to start typing in.

**Label or placeholder text:** Identify the purpose of the field for them to search.

**Quick links, autocomplete and suggestions:** As the user is typing, offer available links and phrases based on what they have entered so far.

**Submit search button:** A visible link to submit search and view results.

**Previous searches:** Showing what a user has searched before can speed up their experience if they frequently search the same queries.

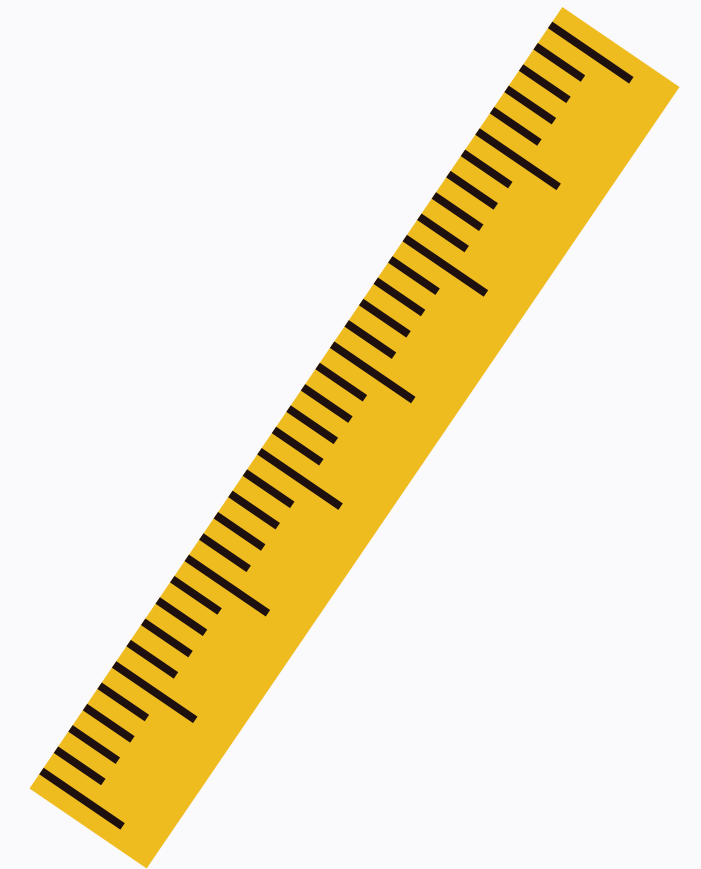
**Appropriate visibility:** Search should be directly linked to what you are looking for, whether it's searching across the entire platform or in a specific area.

# KPIs - Metrics to measure

Introduction of a global search icon which will be visible at all times and on the homepage.

# of users using the search and taking actions from the link coming in search results.

# of users navigating to the search result page.



# Design change 3: Improve the font readability & introduce visual balance



Rationale: The font of the secondary links in the footer is smaller and difficult to read and click on mobile. Also, there should be icons of social networks to spark the 'Social Proof' cognitive bias.

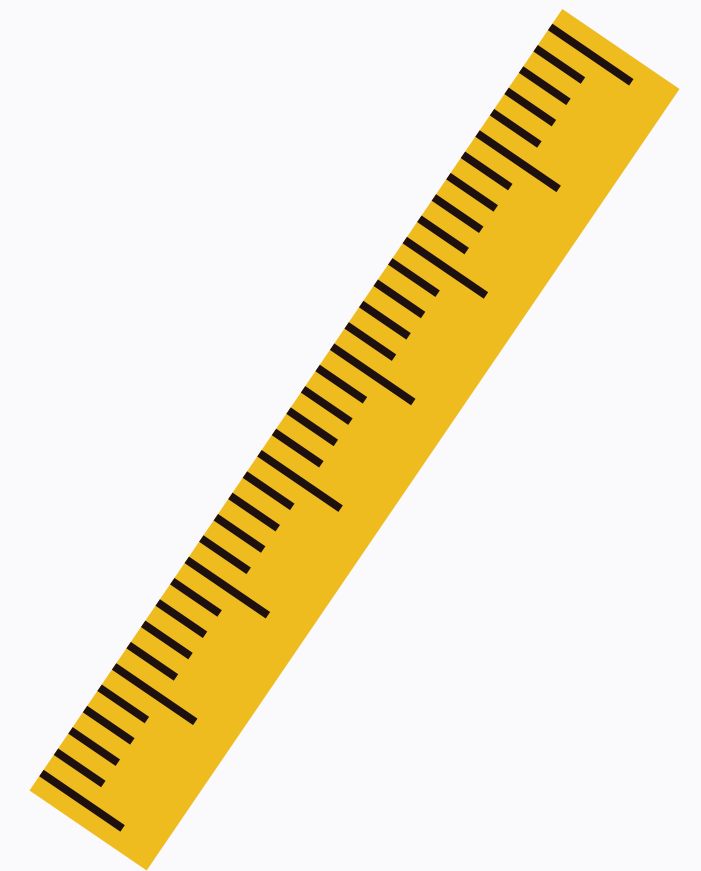


# KPIs - Metrics to measure

Introduction of a visual hierarchy and design a mobile-friendly footer navigation

# of users clicking on newly introduced social icons on the bottom.

# of users clicking footer links



thank  
you