

5 Key User Experience Principles

1. Understand your users.
2. Visualise your user's journey using a map.
3. Prototype new ideas.
4. Feedback is a force for good.
5. Social presence – don't forget who you are.



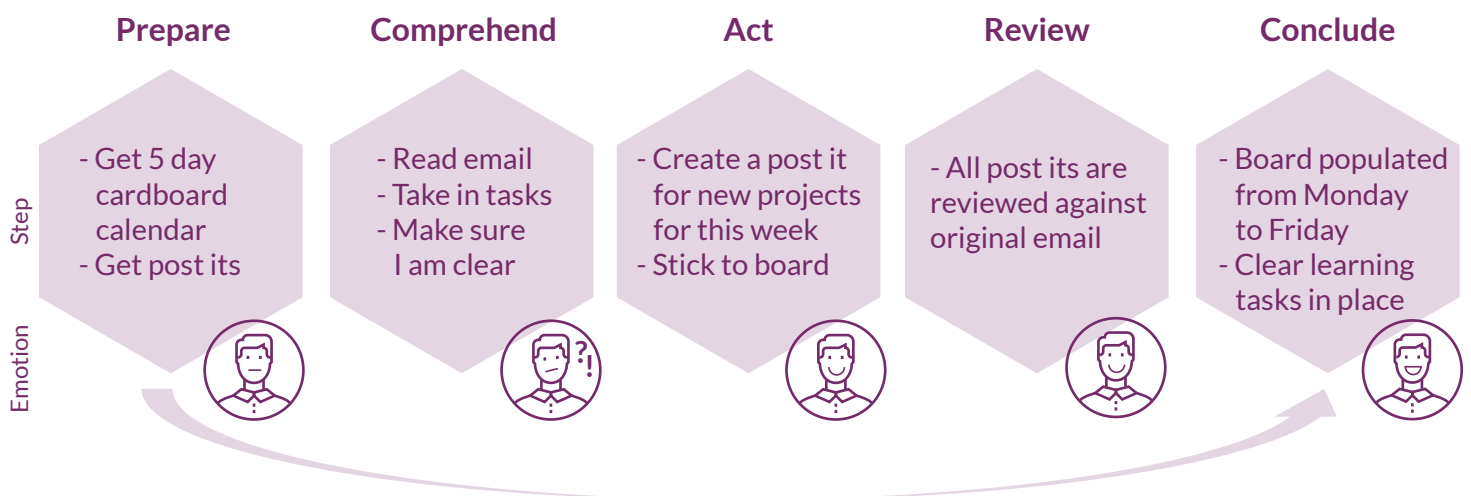
Understand your users

- Your user should always know what to do, how to do it and when it is done.
- Only present the user what they need - minimise options.
- Limit the number of steps they need.
- Give them one thing to do at a time.



Visualise your user's journey using a map

This is an example of a user journey mapped out where the parent's goal is to use the teacher's email to set up a weekly home learning plan for their child.



3

Prototype new ideas

- Use clear headings and clear instructions.
- Always put important information on top.
- White space = good = clear presentation.
- High contrast = good = Black letters / white background.

4

Feedback is a force for good

- Set clear expectations at the start for the user.
- Let them meet expectations.
- If they can't, let them tell you.

5

Social presence

– Teachers, don't forget who you are

- Bringing your teaching style and approach online, will instill comfort and familiarity.
- If you have a profile, complete it with your photo.
- Engage learners with storytelling.
- Recorded audio feedback is quick and personal.