FORGREAT DIGITAL EXPER/ENCES



SEE HOW COMPANIES LIKE NIKE, NETFLIX, AND GRAMMARLY—AND ELECTRIC KITE—PUT THESE UX DESIGN PRINCIPLES INTO PRACTICE TO DRIVE ENGAGEMENT, LEAD GENERATION, AND CONVERSION.

Good digital experiences create trust and lay the foundation for lasting relationships that can lead to repeat visits and eventual leads and conversions. These seven laws are fundamental to good UX design, and once you see them you'll instantly understand them and can begin applying them to your own work.

The key to making that happen? Great UX. Fortunately, there are basic principles you can use to create the seamless, intuitive digital experiences you need.

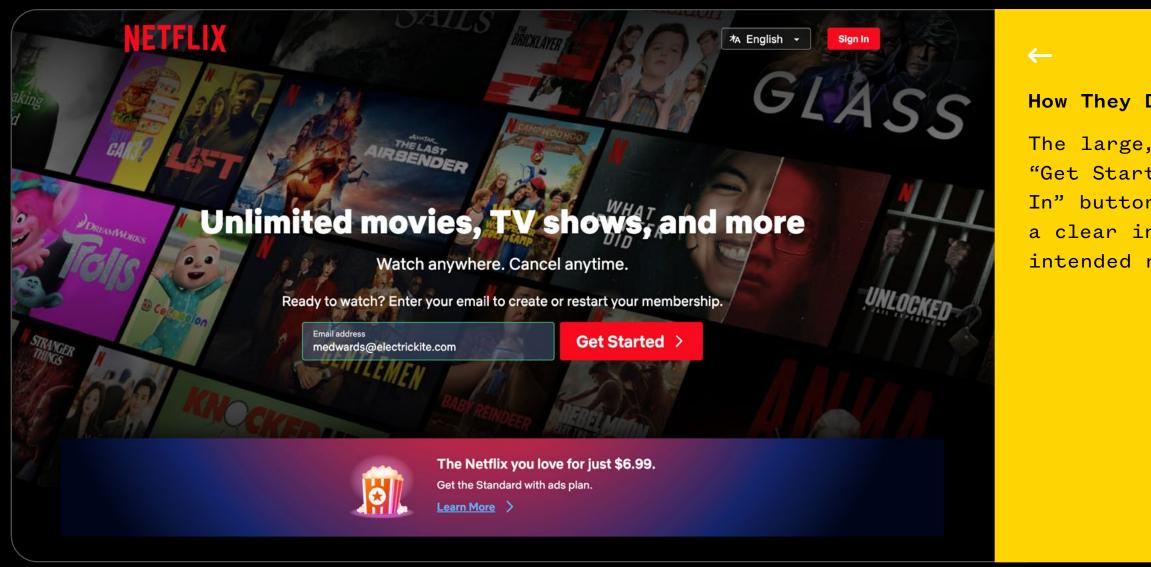


The time to acquire a target is a function of the distance to and size of the target.

How does this apply to digital design?

Make the most important targets large and visually prominent. This may seem obvious, but it's a more common problem than you might think.

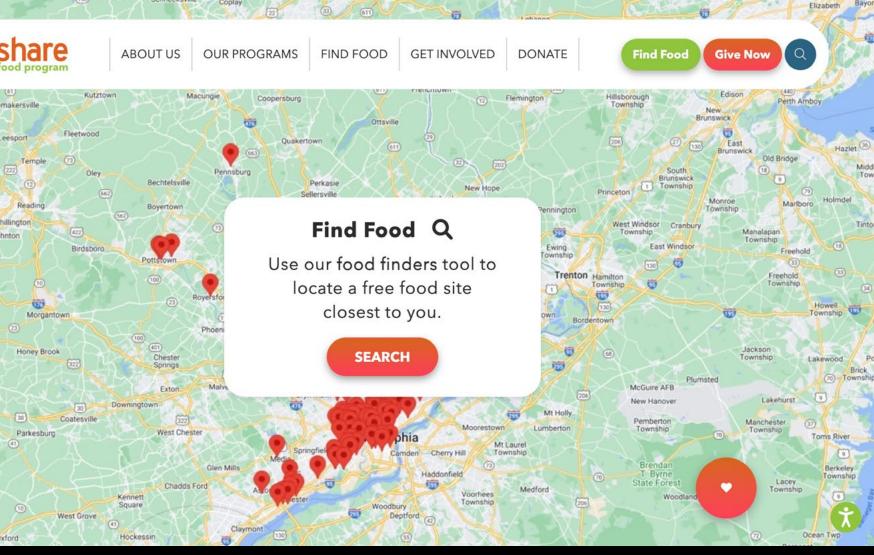
- \checkmark Reduce the distance between steps in a sequence
- Make target objects large enough for users to see them immediately and assist in the easy selection of interactive elements without sacrificing accuracy





How They Do It:

The large, high-contrast "Get Started" and "Sign In" buttons give users a clear indication of intended next steps.



How EK Does It:

Similarly, the large, high-contrast "Search" button on Share Food's website homepage indicates the priority action for users.



HCK95LAW

The time it takes to make a decision increases with the number and complexity of choices.

How does this apply to digital design?

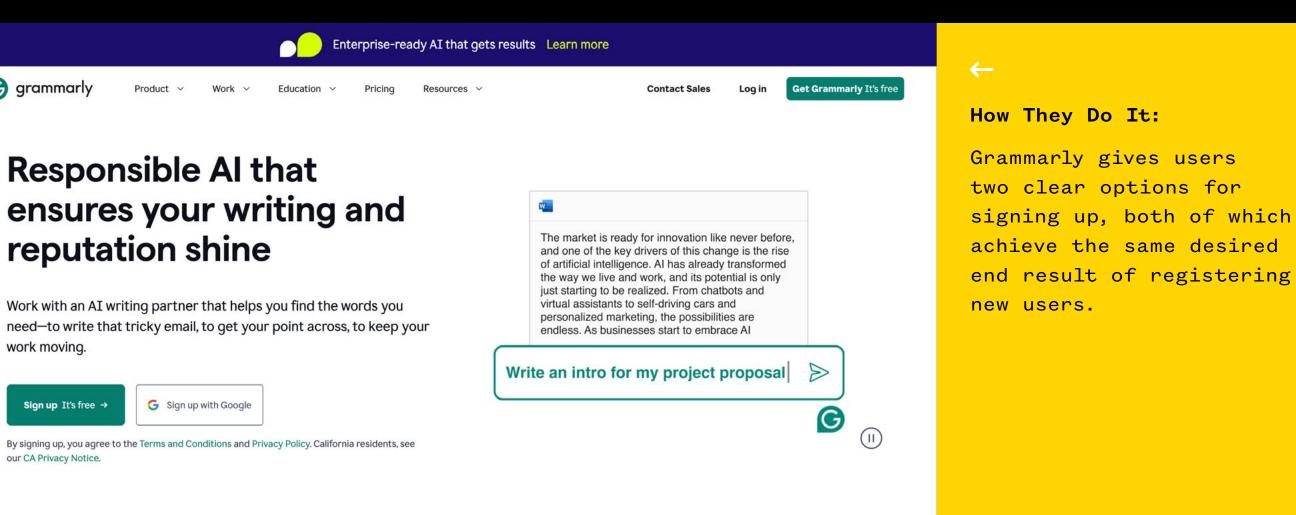
- \checkmark Keep the number of options small to make it easier for users to decide between them
- \checkmark Break down complex problems into simple steps
- ✓ Don't overwhelm users by highlighting too many options or features



work moving.

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A Penn IRB TOOLBOX STAFF DIRECTORY ABOUT US EDUCATION \rightarrow I'm a Biomedical Researcher or Student **Our** Mission To promote the ethical conduct of research and ensure the protection of human research participants' rights and welfare. To facilitate \rightarrow excellence in human research by providing timely and high quality I'm a Social Behaviour Researcher or Student review of human research. To provide professional guidance and support to the research community.

Trusted by 70,000+ teams and 30 million people

How EK Does It:

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This website for Penn medical researchers prompts users to selfselect based on their user interests, driving them to the right section of the website for what they need.

OUR MISSION

The motto of the University, Leges Sine Moribus Vanae, means "Laws without morals are





JAKOB95

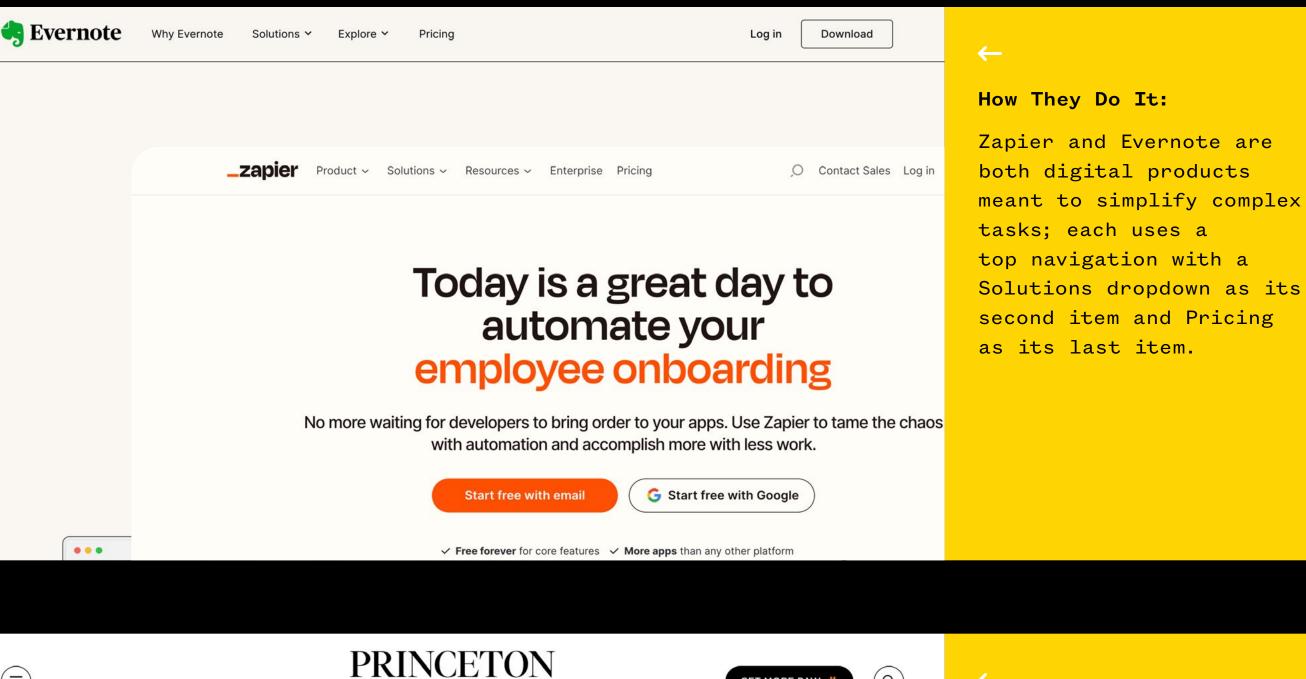
Users spend most of their time on other sites. They prefer your site to work the same as the other sites they already know.

How does this apply to digital design?

- \checkmark Don't unnecessarily reinvent the wheel: Make sure you are staying consistent with the norms of your industry
- \checkmark If you deviate too much, you risk confusing and alienating the very people you want to attract
- \checkmark Reduce the time the user must spend to learn how to use your site by being consistent with accepted design standards
- \checkmark Another tangible benefit of design for this law is that development time will be reduced







Facing Down Financial

Mellody Hobson '91 and John W. Rogers Jr. '80 are using their clout to pressure corporate America and help minority groups grow wealth



Women's Basketball Uses Early Challenges to Prep for March

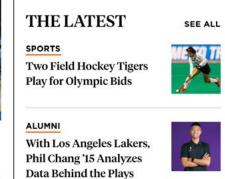
With March in mind, Princeton earns a spot in the top 25

3 Response

ALUMNI WEEKLY

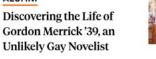


ALUMNI



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Discovering the Life of



ALUMNI Rally 'Round the Cannon: Subject to Debate

ON THE CAMPUS Student Dispatch: At 2D Co-op, Students Share Food for Thought



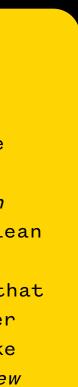
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How EK Does It:

The forthcoming website that Electric Kite is designing for *Princeton* Alumni Weekly uses a clean design and streamlined navigational elements that users have seen on other editorial platforms like The Atlantic and The New Yorker.







04-VON RESTORFF EFFECT

When multiple similar objects are present, the one that differs from the rest is most likely to be remembered and valued.

How does this apply to digital design?

- Make important information stand out by treating it as visually different from the other options
- Web designers can make a particular option seem more appealing when it is placed next to seemingly inferior alternatives



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Choose the plan that works for you Trusted by 300K+ organizations worldwide, including 95% of the Fortune 500 Uber in CickUp in Harvard relayes						
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How They Do It:

SurveyMonkey uses a brandcolor box and similarly colored CTA button to make its preferred pricing option stand out from the rest.

PLAN

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How EK Does It:

This user dashboard for CFNC's NC529 Plan website uses styling differentiators on similarly structured content to indicate active and inactive account and contribution states.

Accounts Help (+ Log Out

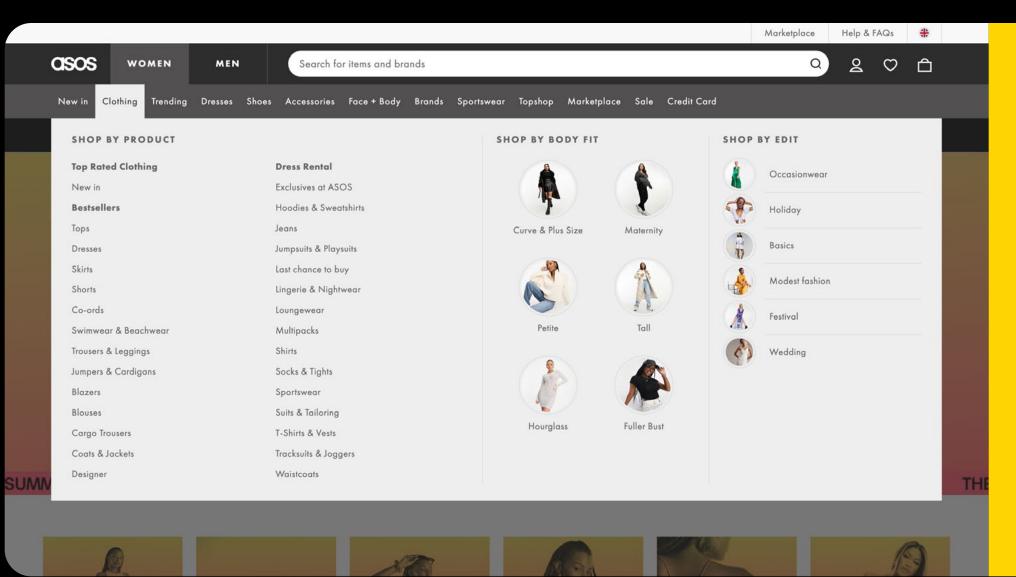




Objects or shapes that are close to one another appear to form groups.

How does this apply to digital design?

- \checkmark Group like items together and style them similarly. Doing so will immediately communicate that the items are related, making them easier to understand and take action on
- \checkmark Be wary of grouping unrelated items in this way as the user may assume a relationship between them that doesn't exist







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How They Do It:

The website of fashion brand ASOS uses a navigation that creates natural groups both by position and resemblance and support different user needs.

AREAS OF IMPACT

YOUR STORIES PENN & PHILADELPHIA COLLABORATIONS

How EK Does It:

This EK design for Penn & Philly groups recent news stories together in the homepage hero, signaling to users through design and titling that these are impactful news items.

THE LATEST

- HEALTHY COMMUNITIES
- **The Lauder Fellows: Meet the First Ten**

EDUCATION **Math Education and Engagement in West** Philadelphia

TOMORROW'S INDUSTRIES **Tangen Hall Brings Together Aspiring Entrepreneurs Across the University**







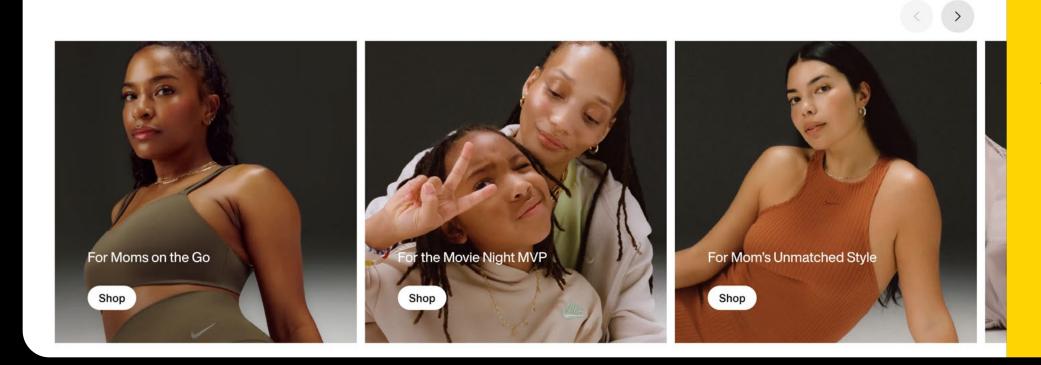


MILLER95

The average person can only keep up to 7 items in their working memory.

How does this apply to digital design?

- \checkmark Create content groups with a maximum of 5-9 items of related information
- \checkmark In navigation systems, avoid having more than 9 items, with 3-7 being optimal





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Sports May 1, 2024



Q Search 🗘 🖒

MOM GOES THE DISTANCE

Gift her everything she needs to run the ultimate marathon.



How They Do It:

Nike uses a carousel that displays three items and rotates only as many as four at a time; users can easily remember the options and aren't overwhelmed by too many options.



Campus & Community January 17, 2024

O&A with Interim President J. Larry Jameson

Penn's leader offers a glimpse into his background; his thoughts on academic freedom, shared governance, safety on campus; and his priorities for the semester ahead.



Rohr earns back-to-back Ivy



Arts, Humanities, & Social Sciences April 30, 2024 **Collaborating to advance**



Sports April 30, 2024 Penn Athletics unveils - Family Te

How EK Does It:

The EK-designed Penn Provost website uses a modular design that groups together no more than four related items, as seen here in this campus news section.

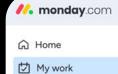


• 7 ZECARNK

People remember uncompleted or interrupted tasks better than completed tasks.

How does this apply to digital design?

- People's minds keep going back to tasks that are perceived as incomplete
- \checkmark Displaying a task as incomplete creates a strong motivation to complete that action
- \checkmark Designers can leverage that impulse to push users through multi-step processes by conveying to users that they are not done yet
- \checkmark This can be done effectively by showing progress indication in multi-step tasks or by signaling incomplete items or notifications to stand out visually



E eCity Workspa...

Q Search

Resourcing

My Dashboard

Active Projects

CFNC - CFI RDS Site R Penn DBEI - Redesign

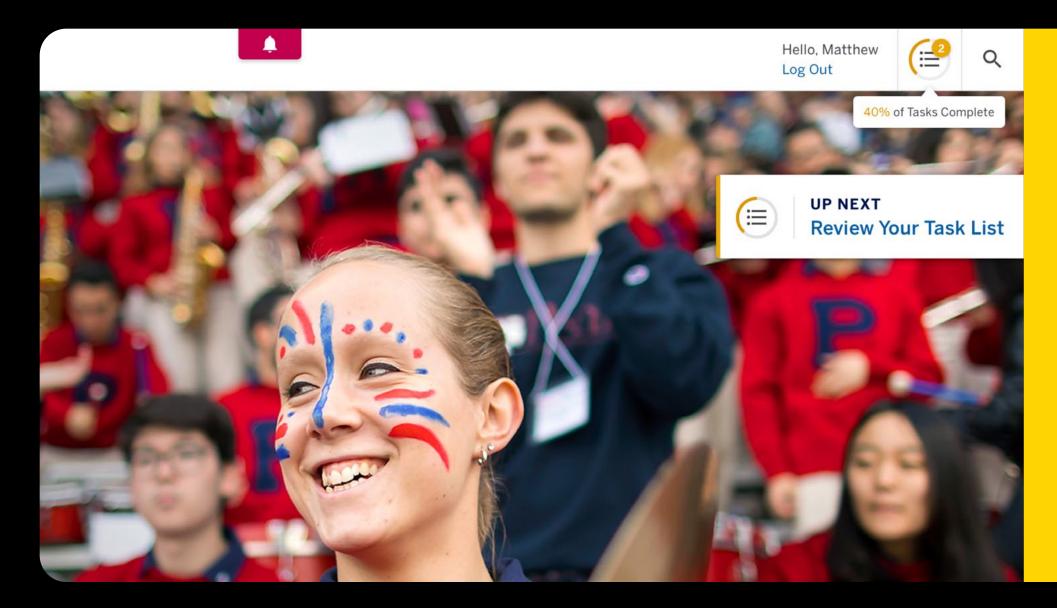
Electric Kite

Verticals

Enrollment Service

 Social media planner Social Media Plan

Test: 2024 Invoices fro



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How They Do It:

Monday.com leverages many indicators, including dates, notification badges, progress charts, checklists, and at-aglance color-coding, to keep users organized and focused on their upcoming and incomplete tasks.

How EK Does It:

This EK-designed new student portal for UPenn utilizes persistent notifications and progress indicators to remind students to complete important tasks prior to their first semester.



