

Baaad UX!

What it is, how (and why) to avoid it!



Jonny Shaw



STORMDESIGNS

Categories

I Can't Find It!?

It Doesn't Work!?

You made me think too hard??

I can't See it or Trust it!

It isn't Memorable or Important!

I can't Find it?

Hard to contact (contact information hidden)

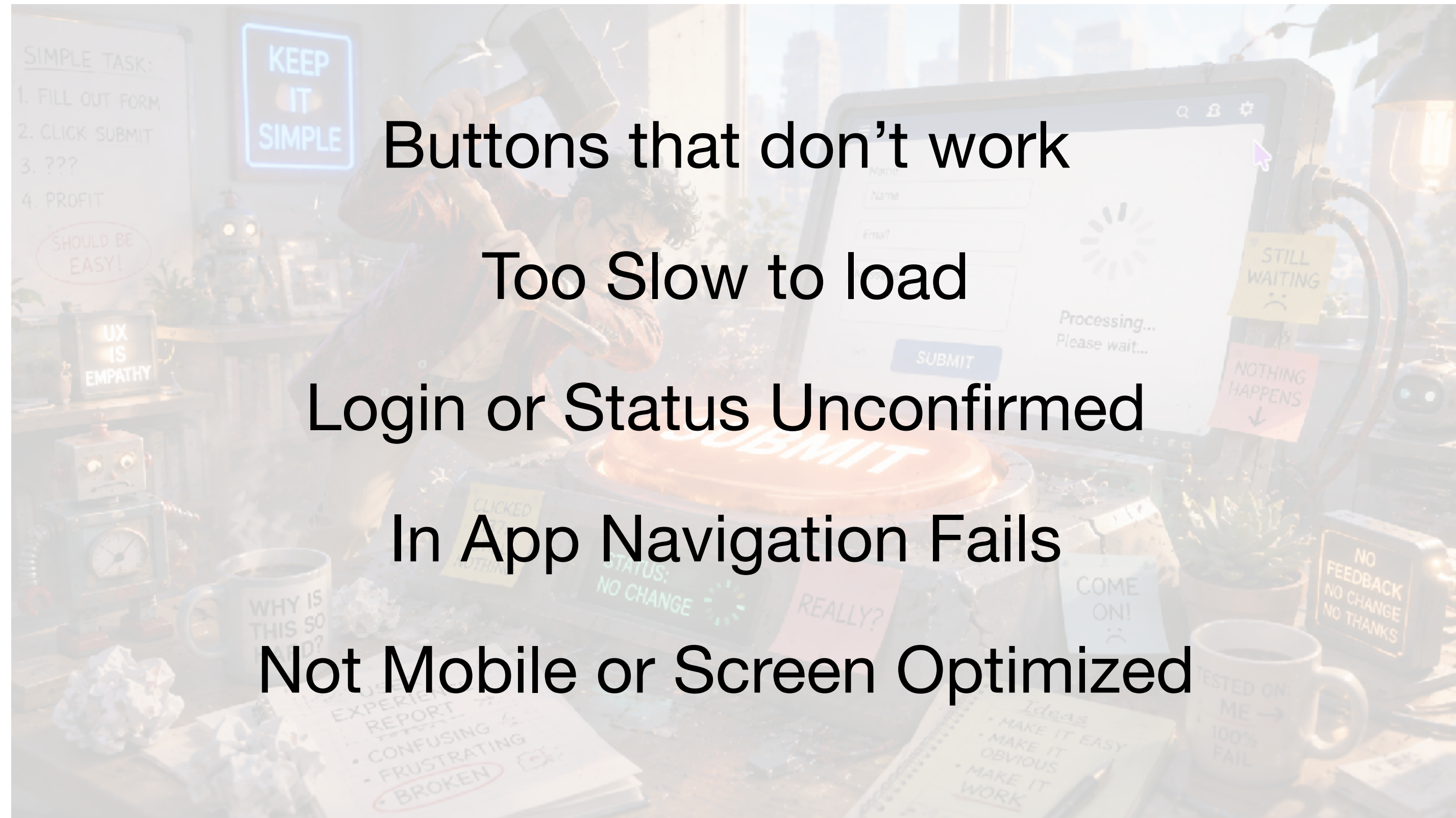
Hard to find what was sought

Not enough relevant information

Lack of cross connections

Lacking menu navigation

It Doesn't Work!?



Buttons that don't work

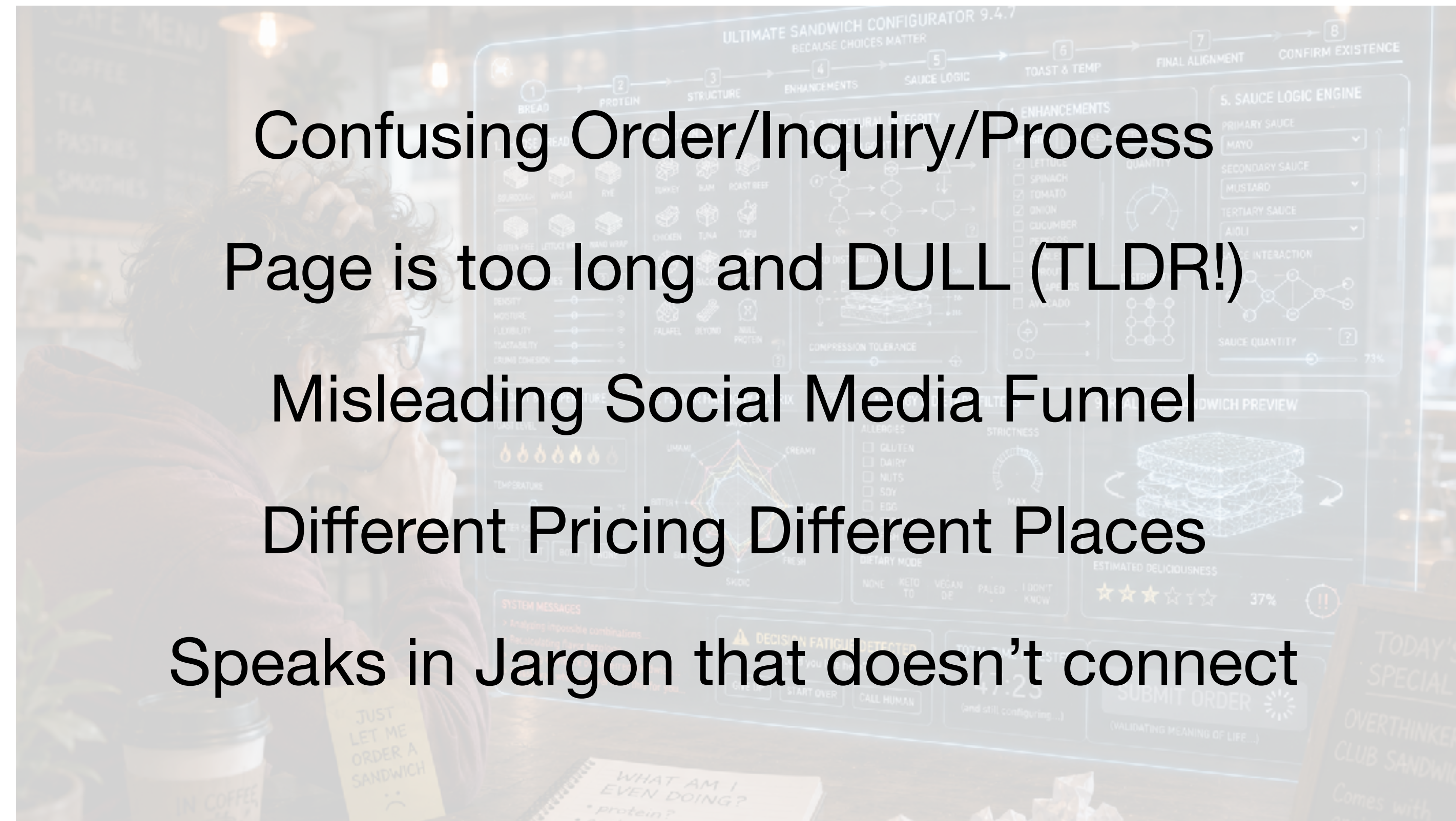
Too Slow to load

Login or Status Unconfirmed

In App Navigation Fails

Not Mobile or Screen Optimized

You Made Me Think Too Hard!



Confusing Order/Inquiry/Process

Page is too long and DULL (TLDR!)

Misleading Social Media Funnel

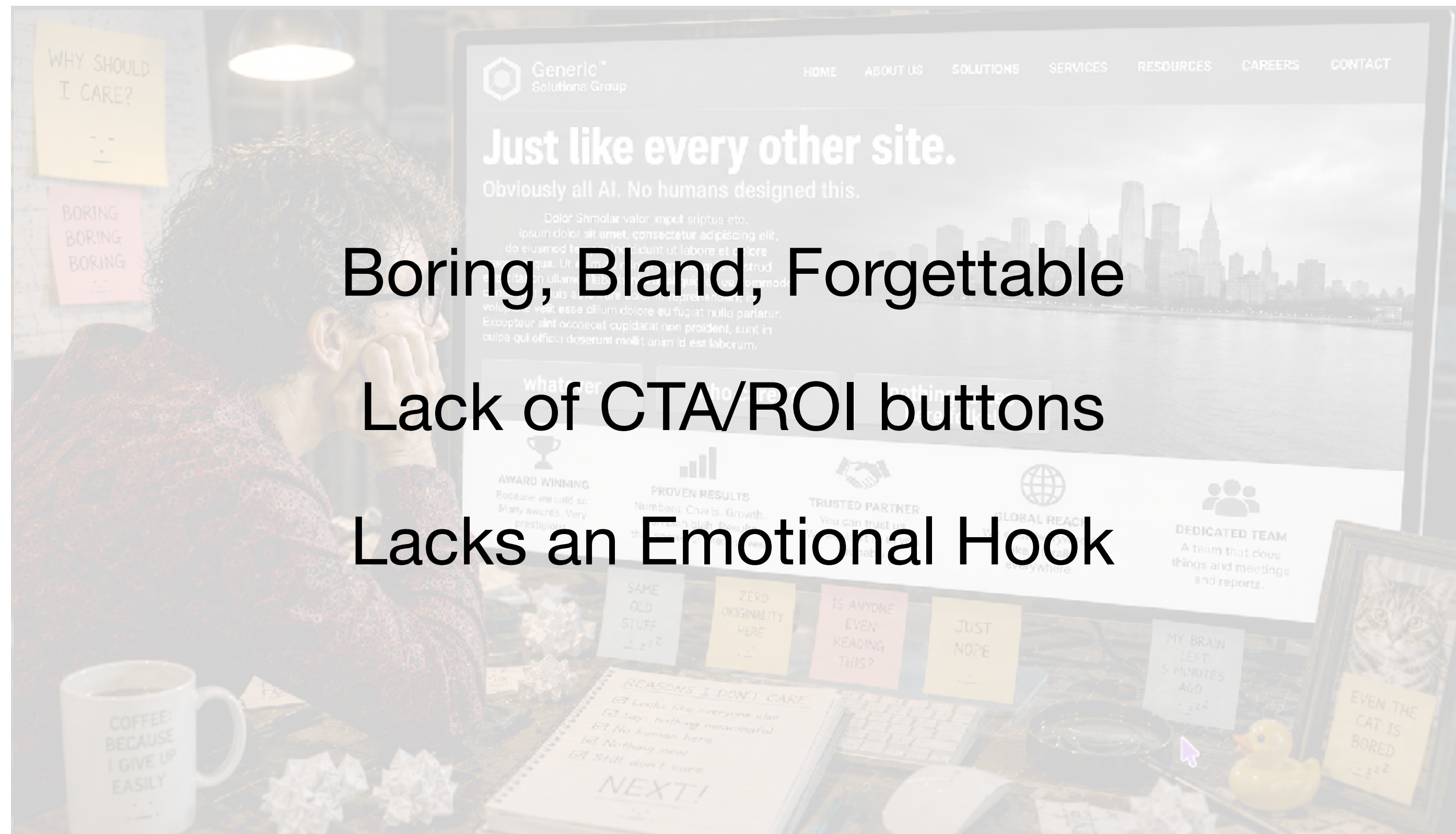
Different Pricing Different Places

Speaks in Jargon that doesn't connect

I can't see/trust it



Why should I care?



Boring, Bland, Forgettable

Lack of CTA/ROI buttons

Lacks an Emotional Hook

Why should I care?

Customer can't find phone number → **lost lead.**

Checkout button doesn't work → **lost sale.**

Pricing contradicts itself → **lost trust.**

Mobile site sucks → **lost customer.**

Nothing differentiates you → **lost opportunity.**

Bad UX vs Great UX

I CAN'T FIND IT

Can users locate what they came for?

IT DOESN'T WORK

Does the damn thing actually function?

YOU MADE ME THINK TOO HARD

Are we making simple tasks unnecessarily complicated?

I CAN'T SEE / TRUST IT

Does the interface look clear, credible, readable and intentional?

WHY SHOULD I CARE?

Is there anything relevant, distinctive or meaningful enough to engage me?

Great UX!!

I FOUND it.

It works as expected.

It's easy to understand.

I trust it.

They care enough to make this enjoyable and so do I!

***I hope this has been...
A Great Experience!*** 🍕



Jonny Shaw

UXD/CX/UI Design & Development

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