

In-Depth UX Review



Conducted by:

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UnilogCore CMS

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What's a UX Review?

- A User Experience Review is an assessment of the usability of a website or software application by a User eXperience (UX) Architect.
- The user interface is evaluated against established usability principles, scientific research, best-in-class practices, and current trends for creating intuitive, rewarding websites and applications that resonate with the way people think.
- UX principles are derived from over a century of research documenting the workings of human sensation, perception, and cognition.



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Good vs Bad User Experience

- Good UX is something that lays undetected and unnoticed. It provides users a *feeling of simplicity and elegance*. It exists behind the scenes, in the small details, but it is *essential* for your company and the people who use your products.
- Poor UX also lays undetected and unnoticed. However, it results in *clutter, frustration, and feelings of distaste*. People will say “this product is confusing”, or “something just isn’t right” or “I am lost”. A poor experience and usability may not immediately drive customers away, but it will eventually.

UnilogCore CMS

Savvy Experience Review - Overview





A Savvy Experience Review of UnilogCore CMS was conducted to uncover major and minor UX and Usability issues and opportunities for improvement. Particular focus was given to:

- The overall user experience of adding a new page.
- The image management features.
- The banner list.
- The list of components; editing components.
- These are always included for every project type:
- General web usability standards, including, but not limited to:
 - Information grouping
 - Visibility of system status
 - Match between the system and the real world
 - User control and freedom
 - Consistency and standards
 - Error prevention
 - Recognition rather than recall
 - Flexibility and efficiency of use
 - Aesthetic and minimalist design
 - Help and documentation

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Savvy Experience Review - Usability Rating Scale

The following usability rating scale was used in this report:

-  **Cosmetic problem:** does not need to be fixed unless extra time is available on project
-  **Minor UX problem:** fixing this should be given low priority
-  **Major UX problem:** important to fix, so should be given high priority
-  **UX catastrophe:** imperative to fix this before product can be released

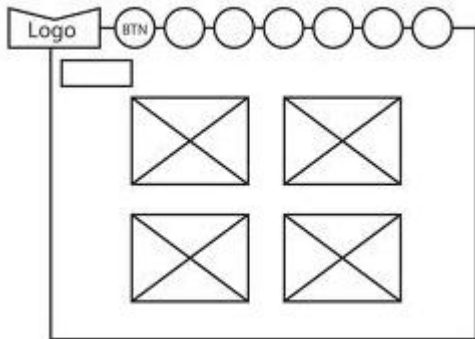
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Format of the Report

A

Issues will be described in text, with screenshots of the interface shown to visually identify those issues. A blue letter callout on the screenshot corresponds to the text issue.

Solutions are hinted at throughout the document. However, direct guidance can be found in these blue boxes.



High level conceptual wires are included throughout the report. These wireframes clean up the screens and focus the user's attention more effectively (using some of the many recommendations). Obviously this was a UX review, but hopefully the wires add value by visualizing things. Should your project require more guidance via wireframes, feel free to reach out to us.

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Your Questionnaire Answers

The answers to the Savvy Experience Review questionnaire were used to help focus our efforts on your business and your users. To recap some of the key answers, you indicated:

- Primary users are marketing and communications stakeholders within larger organizations. These users tend to not be very tech savvy.
- The CMS is around 5% of the product.
- The goal of the page builder is to be easy to use; users should be able to create new pages in under five minutes.
- The essential screens of the app are: list of pages to edit, image management, banner/slide creator, and adding new pages.
- Incorporating SEO best practices into the app for users to add per page is a goal.
- Primary workflow of a typical user: user builds page > Submit page for review by Manager/Admin > Manager/Admin reviews page, suggests edits > User edits page > Submits > Manager/Admin approves page.
- Client would like a list of common page builder components and direction on effective icon usage.

UnilogCore CMS

Major Findings

Over-reliance on icons for navigation and tools

The page builder has multiple sets of icon-based navigation. There are few icons that are understood universally and the amount of icons used makes it difficult for users to recognize what action is meant by each icon. None of the icons have text labels, further adding confusion and unnecessary learning for users as they must relearn the interface each time if they only access the site on a weekly basis.

No onscreen instructions or guidance

First time users will have a difficult time understanding how to build pages. Regular weekly users will be required to remember each icon and step. A minimal amount of instructions will help both groups use the app more effectively. The Tips box that displays requires knowledge of the functions of the page builder as well as an understanding of technical jargon (“toggle the Content View icon...”, which icon is that?).

No ability to undo most actions

Most actions that are destructive have no way to undo if the user clicks them on accident.

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Major Findings Pt2

Application not created for common viewports

The application only displays properly on very large screens.

The application appears to have issues with certain browsers

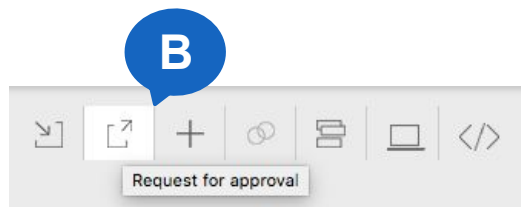
Several pieces of functionality did not work properly in the test browser (Chrome). Web applications need to work correctly in all major browsers.

Page Builder

Page Editor Screens

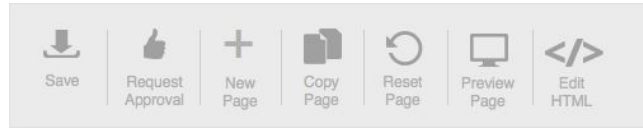
Page Builder

Page Builder Tools, pt. 1

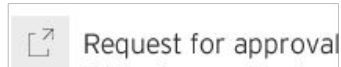


- A. The icons used for the global page builder tools are not easily connected to the functions that they represent. Users may hunt all over the screen to find basic functions such as “Save” or just may assume that the page builder does not have a Preview function because they don’t realize the Desktop icon opens the preview.
- B. The titles that display on hover use language that may be overly technical for most users.

Example of more common icons with corresponding text labels

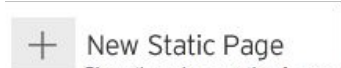


Save



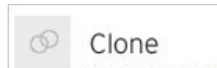
Request for approval

This icon is more commonly used to indicate external links



New Static Page

Since there is no option for a new dynamic page, you can shorten this to just New Page



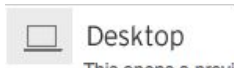
Clone

The term "clone" is technical; use "duplicate" or "copy page" instead



Reset Grid

This erases everything on the page. Use "Clear Page" or "Reset Page" instead.



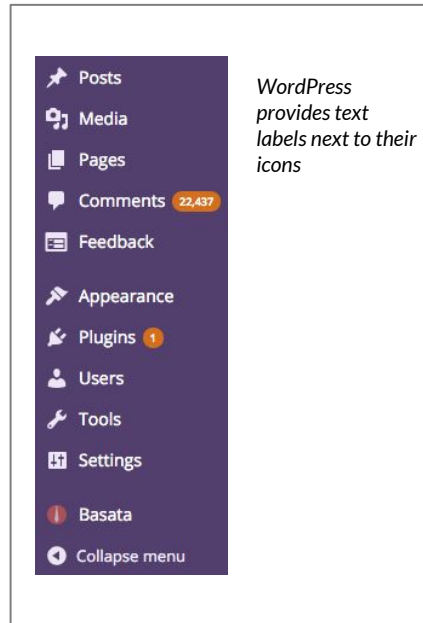
Desktop

This opens a preview that allows the user to view their work in different device sizes. Use the term "Preview" instead.



Source Code

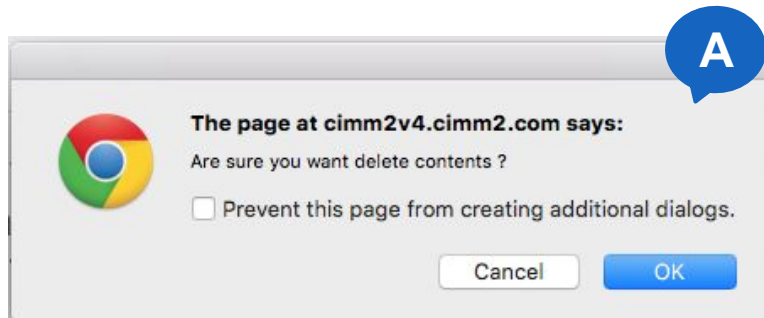
Source Code sounds like it will let the user edit the source to the site, which might be intimidating. Use "Edit HTML" instead.



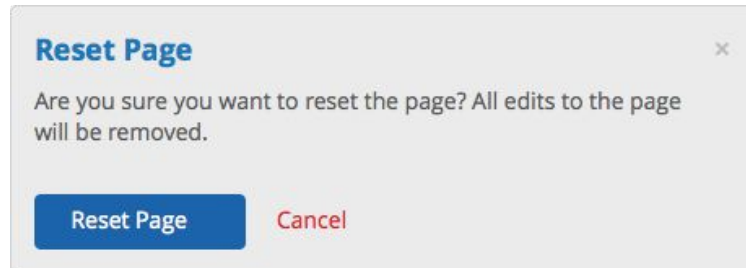
Page Builder

Page Builder Tools, pt. 2

- A. Use icons that are more commonly used for the functions or that more closely resemble the activities.
- B. Instead of relying on icon recognition and hover titles, add the text label to the icon to make the buttons as easy to use as possible. If the average user will only be accessing this tool on a weekly basis, the user will have to relearn the icons and their meanings each time. The text label will ensure that there is little to relearn.



Example of a custom dialog with friendly messages.

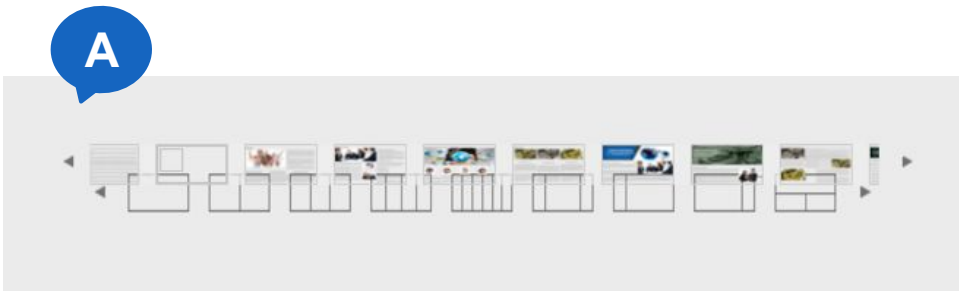


Page Builder Dialogs

- A. The application dialogs look like standard browser alerts instead of application-specific messages. Language like “The page says..” gives the impression that the user has done something wrong and they are receiving an error message. If a user clicks the checkbox next to “Prevent this page from creating additional dialogs”, they will be removing confirmation screens from any further actions they take, making user error much more likely.

- A. Create custom modal messages that match the look and feel of the application and have custom, friendly messages.

Page Builder Controls

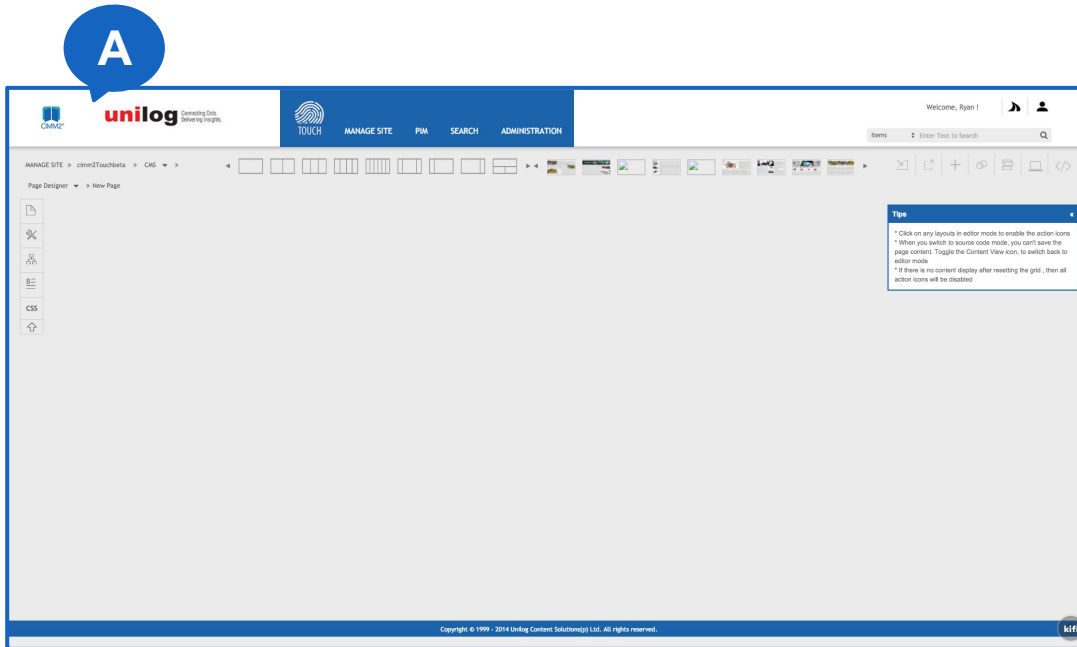


- A. The page builder row and template controls are covering each other up on smaller screens. This was happening on a late-model Macbook Pro at full width, 1440 pixels wide.

- A. The interface should be usable at all common viewports. If the app is only able to work properly on very large screens, then a large number of users will be affected. Over 50% of web users are viewing the web at 1440 pixels or smaller. Redesign the controls area to accommodate the largest amount of users. No controls should overlap each other and all functions should be usable. Better yet, move these controls to a working area onscreen to provide context for their usage (*see next slides*)

Page Builder

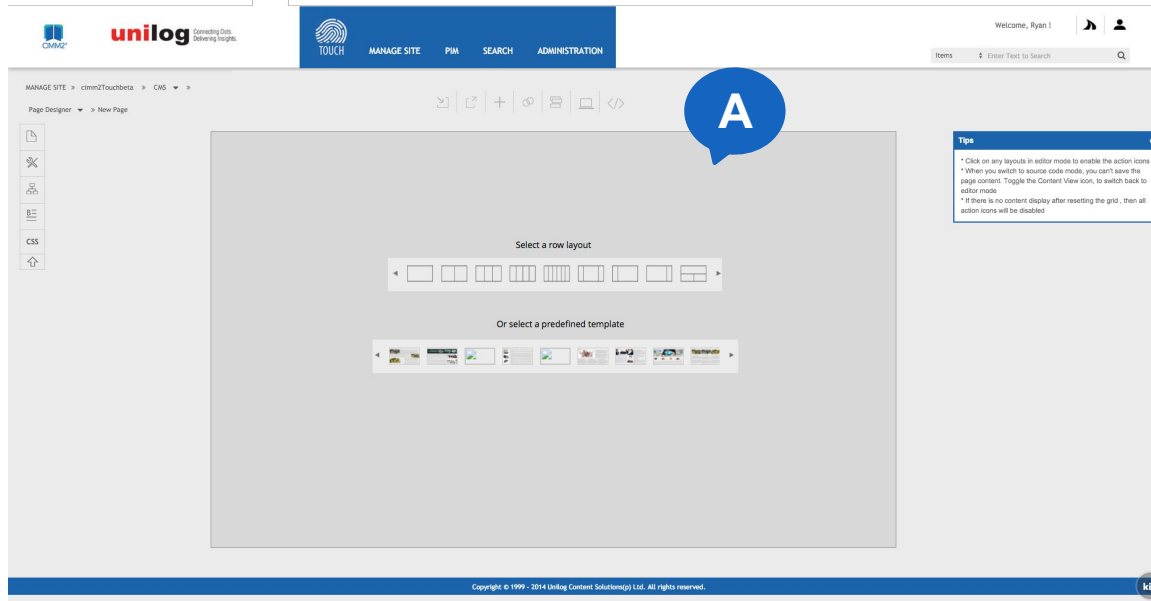
Working area, pt. 1



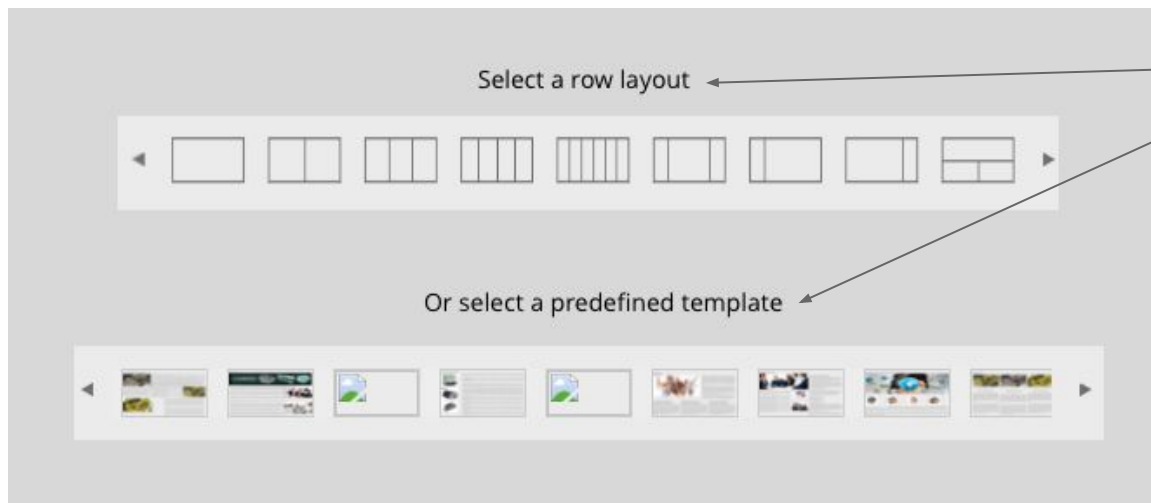
- A. The initial state of the page builder is a mostly blank screen with several sets of controls. There is nothing on the screen that provides guidance to users as to what to do next. The row controls also have no context as they are not in relation to a working area.

Page Builder

Working area, pt. 2

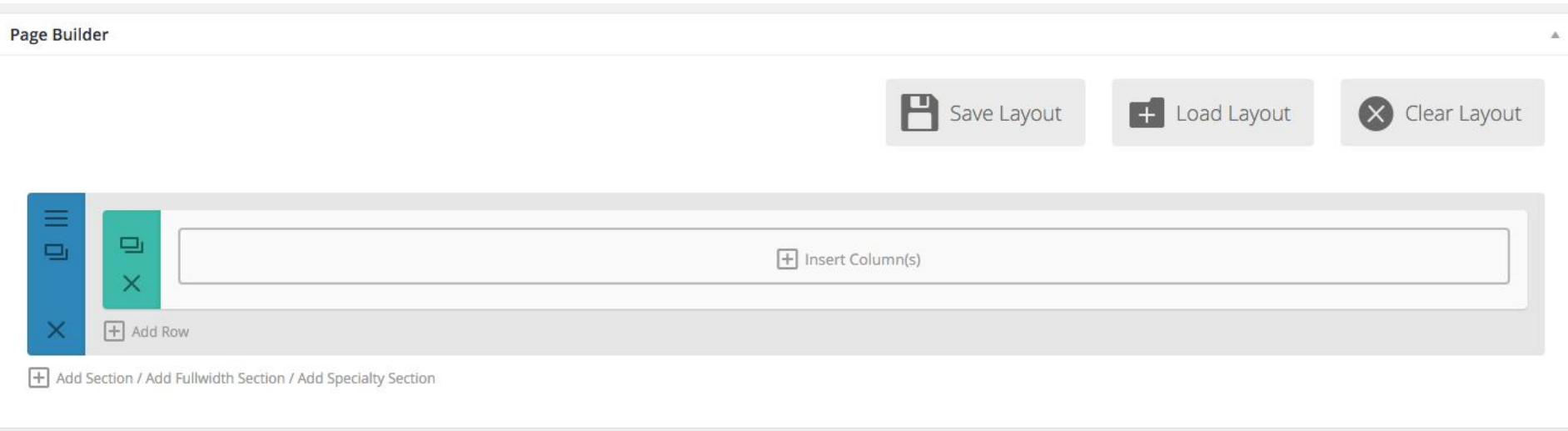


- A. Add a working area on the screen where the rows will be added and move the row controls to within this area so there is context for the user that those controls affect that area. Move the global tools from the top right to directly above the working area to further provide context and reduce the user's effort in searching the screen for the most common controls. Providing some textual guidance on screen ("Select a row layout") will also reduce a user's need to experiment to discover how to use the app.

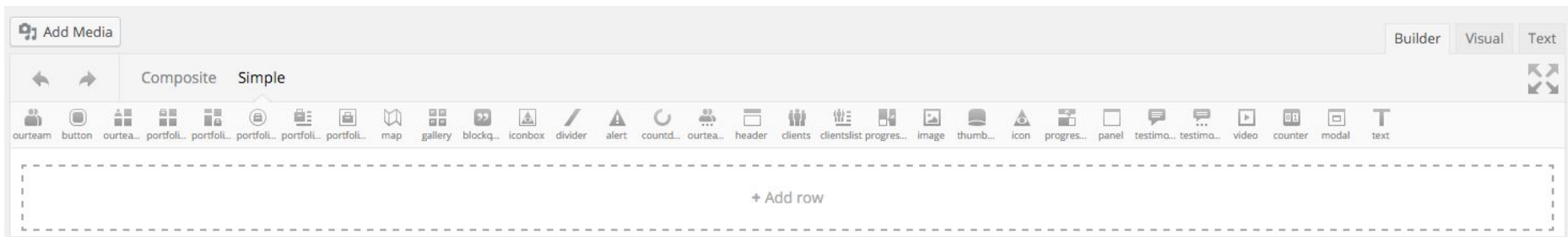


Page Builder

Page Builder Examples



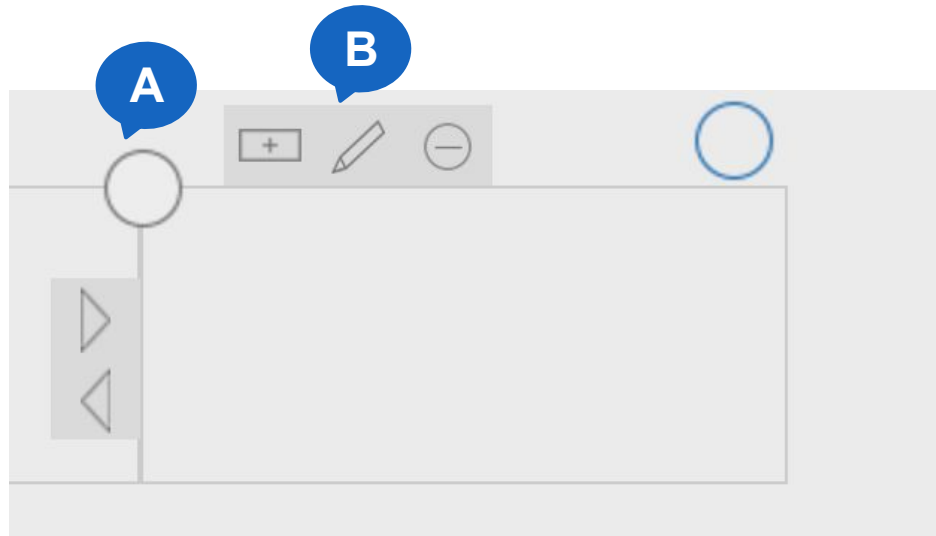
The page builder within the Divi WordPress theme has a clear working area with a default row and simple text instructions for the most common tasks (add columns; add rows, add sections). The global controls (Save layout; Load Layout; and Clear Layout) are in close proximity to the elements they control.



Above is an example of another Wordpress page builder that also provides a working area with a text guidance. This one also includes a components library by default.

Page Builder

Row Controls, pt. 1



- A. When a user adds a row to the page, circles display above each row. The user has to hover over the circles to see any context for what it does, and then the user has to know to click the circle to view further controls for the cell. This is not intuitive for users.
- B. Once the user clicks on the circle, several tool icons display. This is another layer of icons that a user needs to recognize and remember. The icons for make column narrower and wider are arrows-arrows suggest directionality, not size. The different circle controls that start displaying once a user tries to edit the columns is confusing. I was unable to discern the purpose of the green circle that displays once an editable region has been added.



Make column narrower/wider



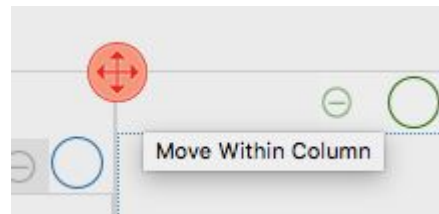
Add nested row



Add editable region

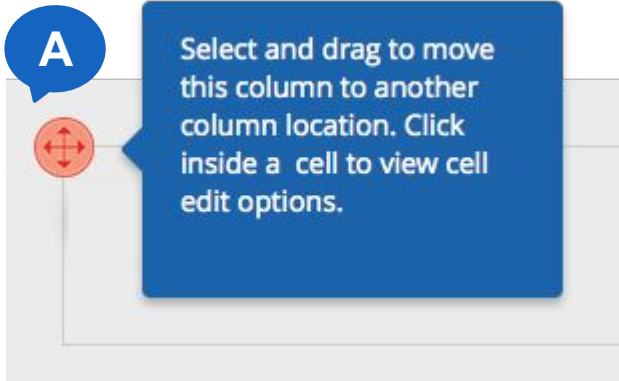


Remove column



Page Builder

Row Controls, pt. 2



- A. Don't force the user to hover over the circles to have the functions revealed. Make the hover state the default state and provide custom tooltips on hover that provide details on the functions.

Page Builder

Row Controls, pt. 3

- B. Other page builders use simpler controls and methods for adding and editing rows, columns, and content. The Divi WordPress theme page builder uses simple icons along with text labels. Check out the videos to see how easy it is to add rows, columns, and content with Divi compared to a first time user in the UnilogCore page builder.

<https://www.youtube.com/watch?v=UG5E0THik1Y>

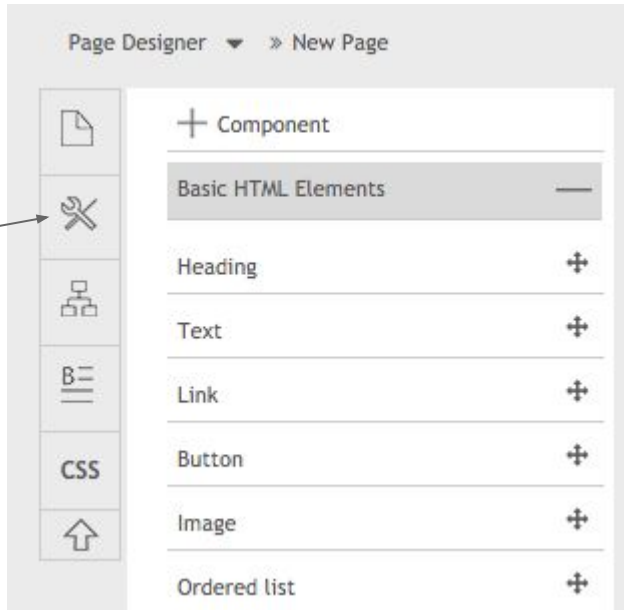
Video of a first-time user with the UnilogCore page builder

<https://www.youtube.com/watch?v=qTWi0-D3MM8>

A



This icon is commonly used to indicate Settings



Page Builder

Add Components, pt. 1

- A. Once the user has added an editable region to a row, there is no contextual menu that displays. If the user wants to add a component, they have to know to look to the left tools area and click on the icon that is commonly used for “settings” and then navigate those several drop lists of text-only components. There are no visuals to help the user know what the component looks like or adds to the page. Text elements such as links and ordered lists should not be included in a component's menu as they are common functions that are already available within the contextual text editor menu.

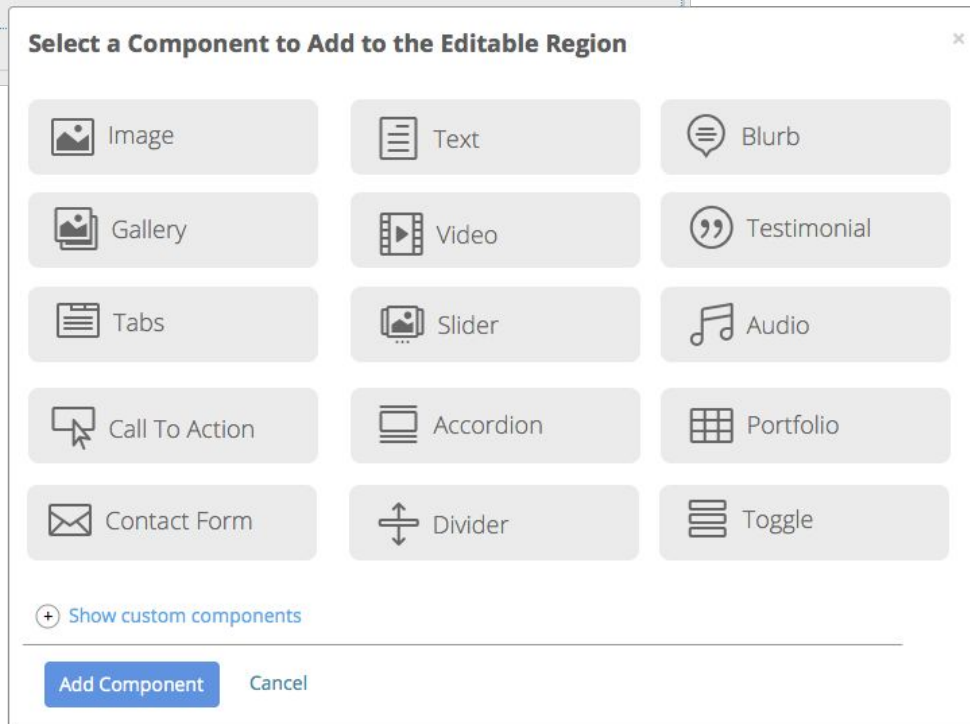


A

Page Builder

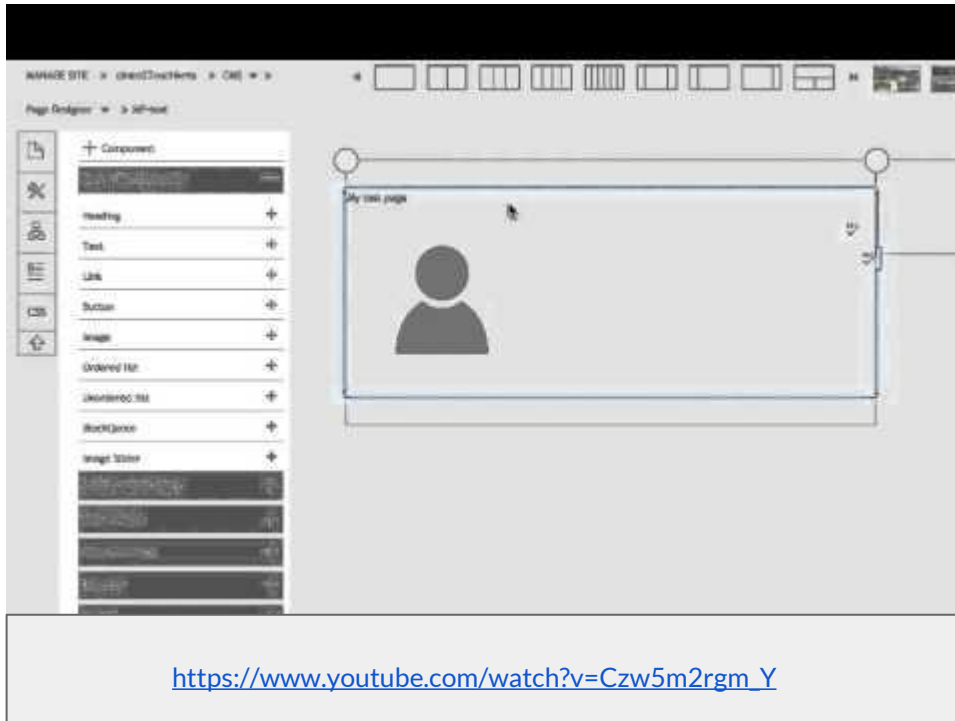
Add Components, pt. 2

- A. Add the Add Component action to the contextual menu that displays when a user clicks into an editable region. Clicking on the action should open up a modal that has visual and textual labels for the available components that can be added. Show the most commonly used components by default and allow the user to easily access custom components that they may have created. Allow the user to add one component at a time so that they can concentrate on editing that component versus providing the ability to drag and drop multiple components on the page at once.

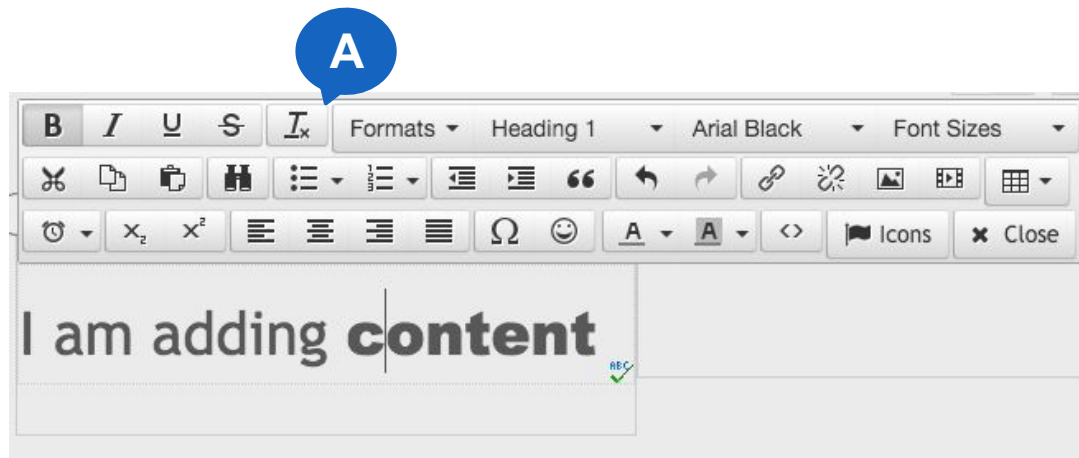


Page Builder

Add Components, pt. 3



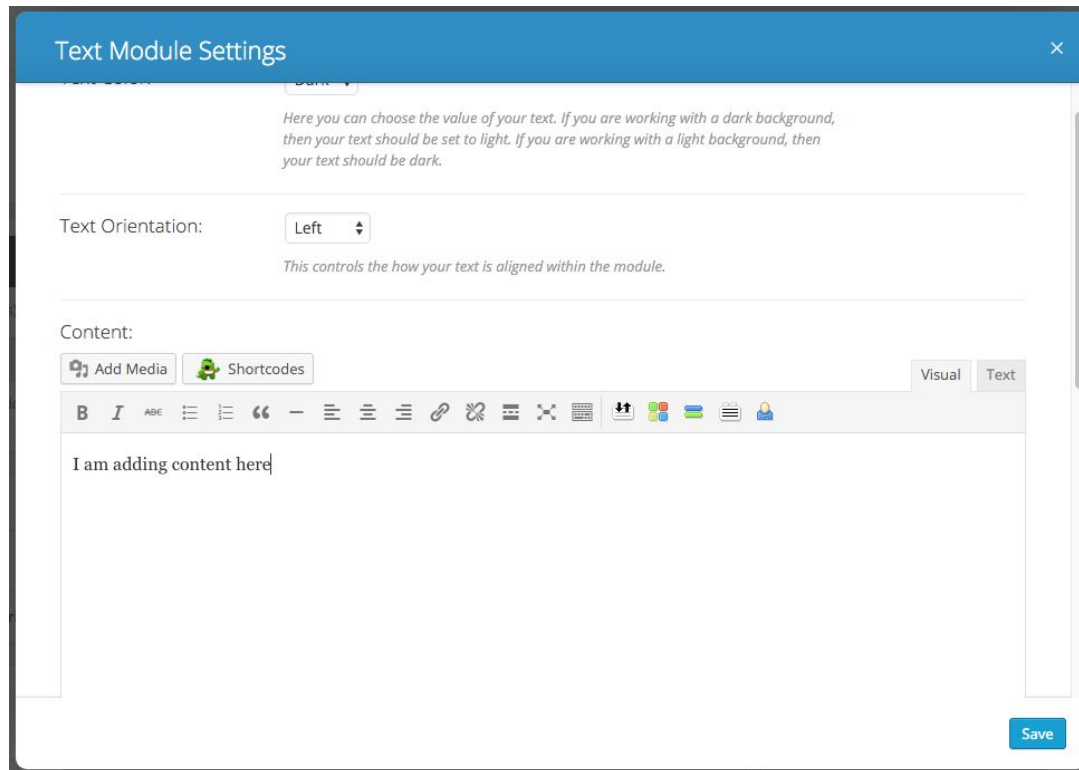
The video above shows a first time user trying to add a component to a page.



Page Builder

Edit Text

- A. The user can add text directly to an editable region. When they click into to the area, a contextual toolbar displays. The toolbar has three rows of options, making it difficult for users to find the icon that they are looking for. Having to edit the text directly within the grid leaves little room for the user to see what they are typing.



Example of a simple text editor toolbar and separate text editing display.

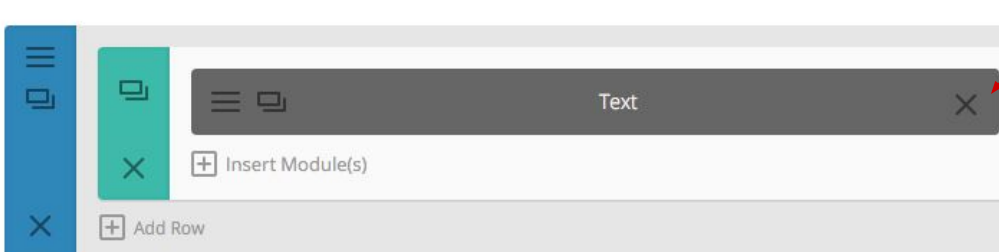
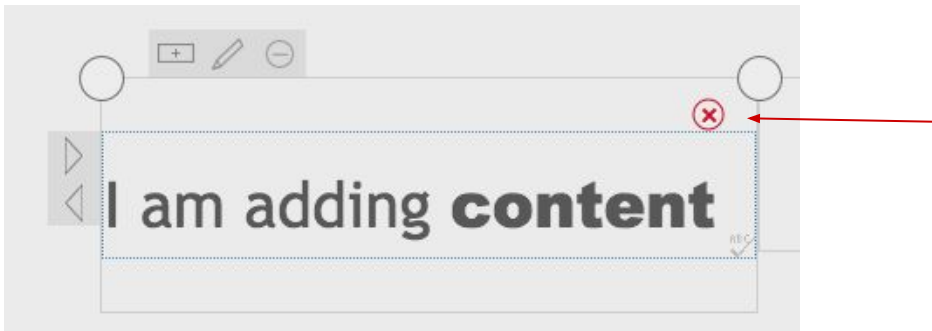
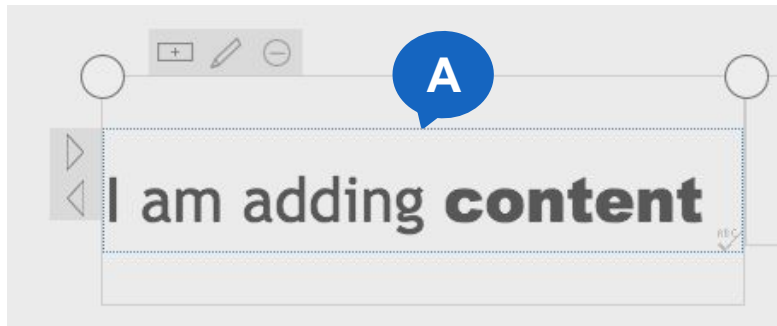
- A. Simplify the toolbar to only display the most common actions (Bold, Italics, lists, quotes, alignment, add links, insert media). Actions that are listed as components should be removed from the text toolbar. Consider providing the user with a separate editing environment that allows the user to concentrate on the text editing task without the visual distractions of the rest of the page.

Page Builder

Editable Region

- A. How does a user remove an editable region that they have added? What if the user wants to remove the region and add a nested row instead?

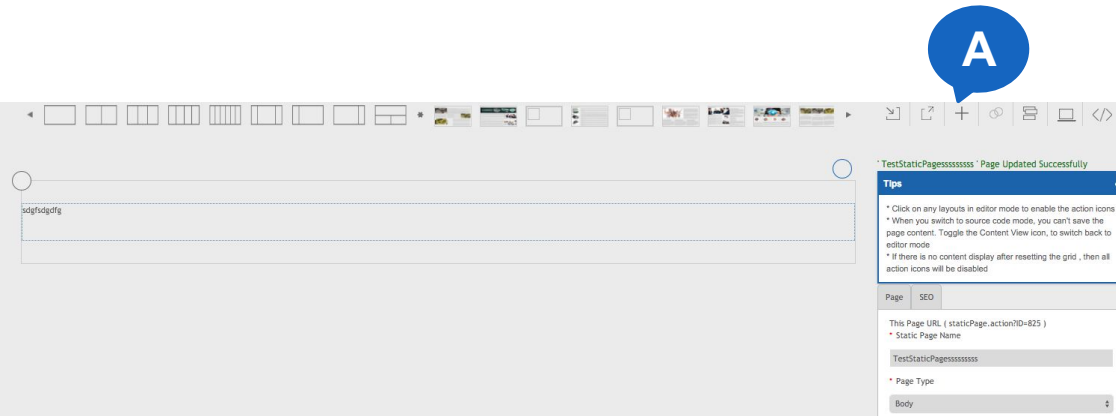
- A. Provide a method for removing content from individual columns. The Divi page builder adds an X next to each region to make it easy to remove.



Example of how the Divi page builder handles removing regions.

Page Builder

Add New Page



- A. If the user has an existing page open in the editor and then they decide they want to create a new page by clicking the Add New icon, nothing happens. Nothing changes on screen, no error message display. The user is unable to add a new page from this screen.

- A. Either make the Add New button create a new page, or remove it so that users don't think it is a valid option on the page designer screen.

A

Page

SEO

New Page Name

MP-test

Page Type

Body

PageTitle

Header

Header

Footer

Footer

List Locale

English(EN)

Meta Data

Custom URL

Canonical URL

Active

☒

Page

SEO

New Page Name

MP-test

Page Type

Body

PageTitle

Header

Header

Footer

Footer

List Locale

English(EN)

Meta Data

Custom URL

Canonical URL

Active

☒

Save Changes

Page Builder

Save Page

- A. When the user clicks the Save page button, another browser dialog displays as well as a set of tabs with options. There is no guidance for the user as to what all of the options are and no discernible next step. If the user adds a title, is it saved? Is there another button that needs to be clicked?

- A. Add a button to the tabbed area that makes it clear to the user what the next step is. Clicking the button should remove the tabbed panel from the screen, allowing the user to get back to editing their page.

Page

SEO

Preview

test

http://touch.cimm2.com

test

logo does not have the [alt] attribute defined

logo does not have the [title] attribute defined

/ASSETS/WEB_THEMES/NGLANTZ/images/shopping-cart.png does not have the [alt] attribute defined

/ASSETS/WEB_THEMES/NGLANTZ/images/shopping-cart.png does not have the [title] attribute defined

does not have the [alt] attribute defined

does not have the [title] attribute defined

does not have the [alt] attribute defined

does not have the [title] attribute defined

does not have the [alt] attribute defined

does not have the [title] attribute defined

SEO Title

66 characters

test

Meta Data

152 characters

test

URL

touch.cimm2.com

Keywords

test

SEO Validator

Keyword Validator

Page Builder

Save Page > SEO

- A. The SEO Validator displays a cryptic block of validation issues for a user to attend to. Average users of the page builder will not understand what most of the terms are nor how to fix the issues.

- A. Make sure that the issues are written in plainer language and bulleted for easier reading. Consider adding a glossary or tooltips to help users learn more about the terms.

■ The logo is missing the alt and title attributes ?

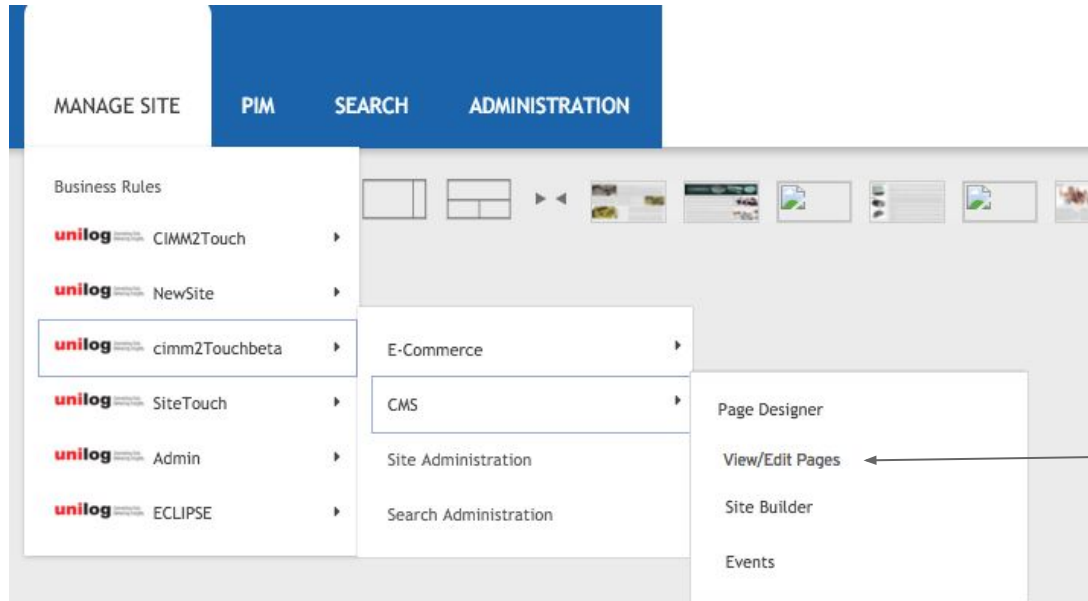
Example of a friendlier message and tooltip.

A



Page Builder

View List of Pages



A. If the user does not want to create a new page but instead wants to edit an existing one, there is no easy way to get to the list of pages without having to navigate to the Page Designer screen, then click on a page icon to the left.

A. Add a link to the list of pages to the Manage Site menu. Instead of relying on an icon that means “page” or “file”, change the navigation to be either icon/text or just text so that it is easy for users to understand what these functions are for.




Page Builder

List of Pages

- A. The list of pages screen has no title to help users know where they are. The listing has no sort by date-most of the metadata is overly specific to the CMS and not useful to the user. If the user forgot what they named a page, the date created or modified could help them find the page more easily than the Page ID or Language Code.

- A. Remove metadata that is not useful to the average user (SI No, Page ID, Language Code, Static Page URL) and add the Date Created and Date Modified fields to the table, along with a Page Title field, for a means for advanced users to customize the table to show the fields that matter to them.

Pages					
Enter Page Name to Search		Total Count : 3		Display 10 Records	
Action	SI No	Page Id	Page Name	Language Code	Static Page URL
  	1	1267	MP-test	EN	staticPage.action?ID=1267
  	2	815	TestImageAlign1	EN	staticPage.action?ID=815
  	3	825	TestStaticPagesssssssss	EN	staticPage.action?ID=825
Showing 1 out of 1 pages					

Pages










Enter Page Name to Search

Total Count : 3

Edit Columns

Display 10

Records

Action	Sl No	Page Id	Page Name	Page Title	Date Modified	Date Created
  	1	1267	MP-test	Test page for UX review	11/07/15 5:20 PM	11/07/15 5:20 PM
  	2	815	TestImageAlign1	Test page for images	11/05/15 4:25 PM	11/05/15 4:25 PM
  	3	825	TestStaticPagesssssssss	My first test page	11/03/15 2:25 PM	11/03/15 2:25 PM

Showing 1 out of 1 pages

<<

<

1

>

>>

Example showing Page Title, Date Modified and Date Created, along with an Edit Columns dropdown.

- ☐ Language Code
- ☐ Static Page URL
- ☒ Date Created

Example showing Edit Columns dropdown with options.

Page Builder

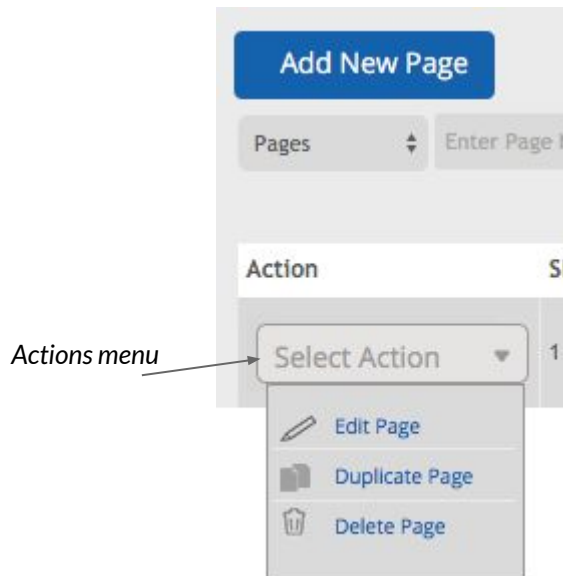
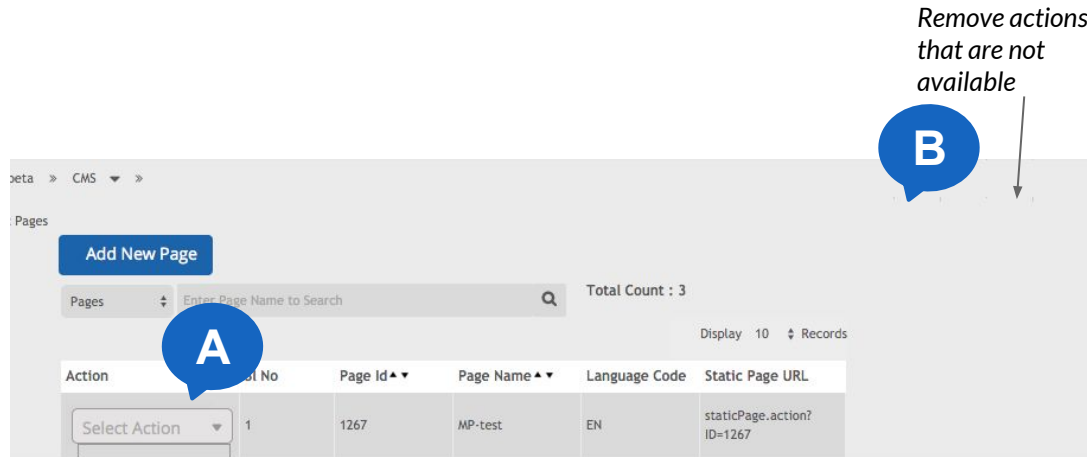
List of Pages - Actions, pt. 1



- The icon for Set as Home page could be confusing for most users. Not every action has a corresponding visual representation that is easy to recognize.
- Actions that are common for a user on this page are either not in a logical place or not available in this view, such as Add New Page and Clone Page. Clone is not available in this view even though this may be the most logical view for that action.

Page Builder

List of Pages - Actions, pt. 2



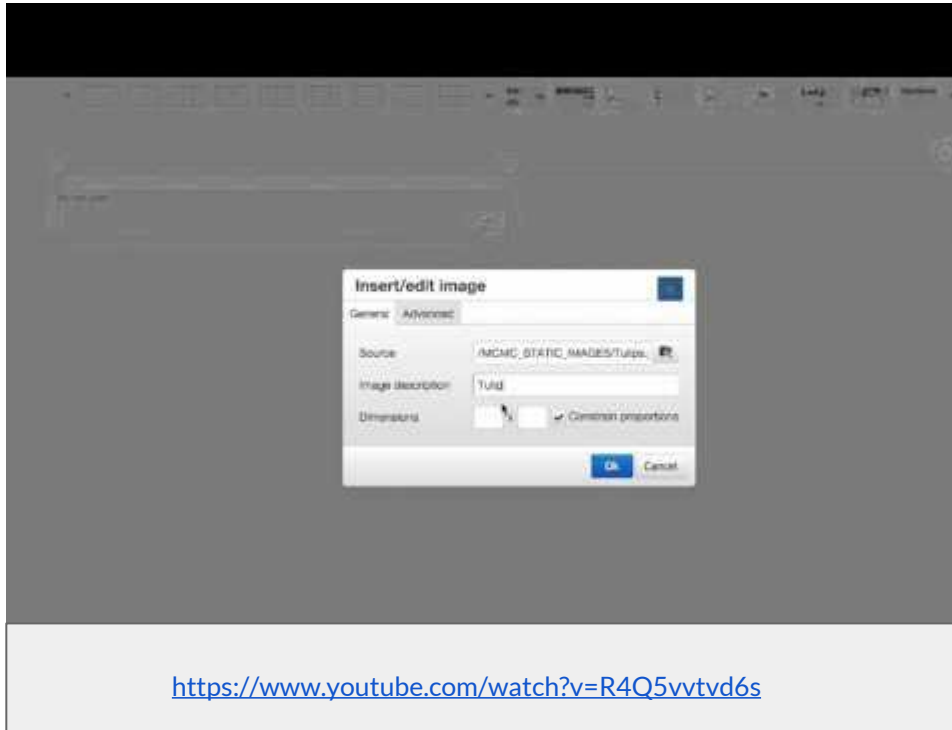
- Some actions that are able to be performed on a page could be available via a dropdown menu. Options such as “Set as Home”, “Duplicate this page” and “Delete this page” could be in the menu. Using full text descriptions versus icons makes it clearer to users what the actions will do.
- Options that are not available on a certain page or view should not be displayed. The “Add New Page” button could be added in closer proximity to the list, and the Clone button could be added to the actions menu as “Duplicate this page”.

Page Builder

Add Images, pt. 1

A-D

- A. Add Image icon is located on the text editor, which has three rows of icons, making it harder for users to find this common function.
- B. There are no instructions once the Add Image dialog displays telling the user how to proceed.
- C. The Dimensions fields could cause problems for users if they add random sizes and do not understand how that will affect the overall display of the image.
- D. The image selected was not the image that was added to the page. This could have just been an issue with a specific image.



<https://www.youtube.com/watch?v=R4Q5vvtvd6s>

Video of a first time user trying to add an image to a page.

Change the X to be white so that there is more contrast and it is easier to see

Page Builder

Add Images, pt. 2

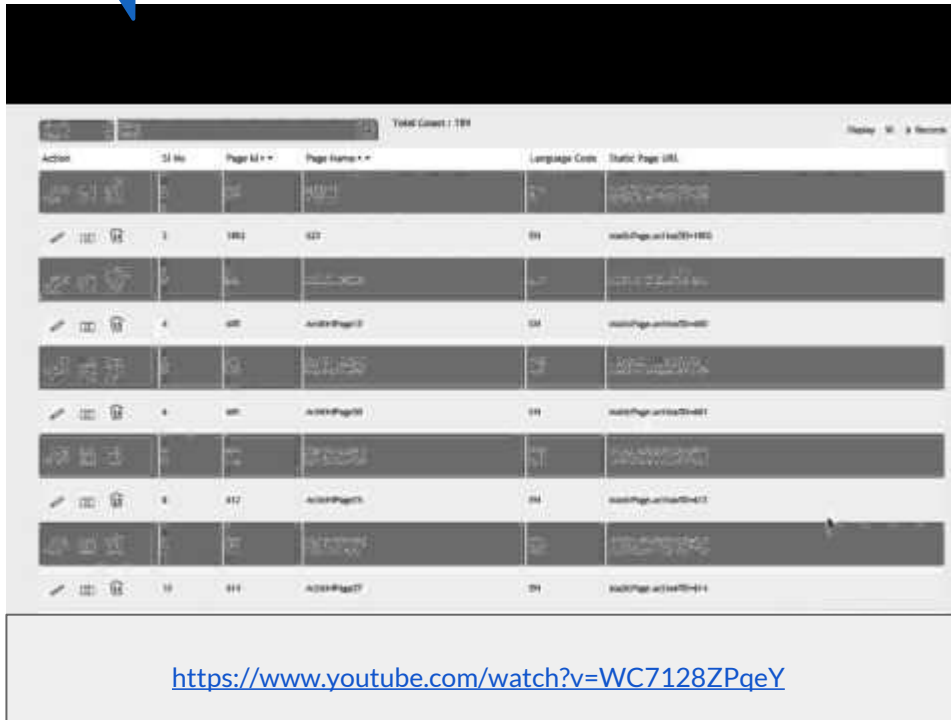
- A. Simplify the text editor to only show the most common functions.
- B. Add a short next step for users on the Add Image dialog. The word “Source” may be confusing to some people, so letting users know that they are to browse for an image could help alleviate some confusion.
- C. Remove the Dimensions field and display the image at the full image resolution. Instead, encourage users to upload properly sized and optimized images that are web ready for use.
- D. Review the Add Image code to ensure that selected images are added to the page.

The above example shows how Divi handles adding images. A modal displays that allows the user to easily add images and provide image settings; there are also descriptions next to each field describing what the action does.

A-D

Page Builder

Upload Images, pt. 1



<https://www.youtube.com/watch?v=WC7128ZPqeY>

The above video shows a first time user trying to upload images to the site.

- A. The Upload Images icon is not obvious.
- B. The dialog box shows images but they are not selectable even though a cursor displays when hovered over an image.
- C. Once a user has uploaded an image, there are no options for changing the image's file name or any other metadata.
- D. There is no way for the user to remove images from this screen.

Page Builder

Upload Images, pt. 2

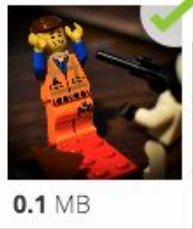
 Upload Image

A

C

D

- Add a text label to the icon, "Upload Image".
- Prevent the cursor from displaying when a user hovers over an image.
- Provide fields that allow the user to edit the file name once they have uploaded an image.
- Add the ability for users to be able to remove images from this screen.



File name:

grrrr.jpg

Save

Delete image



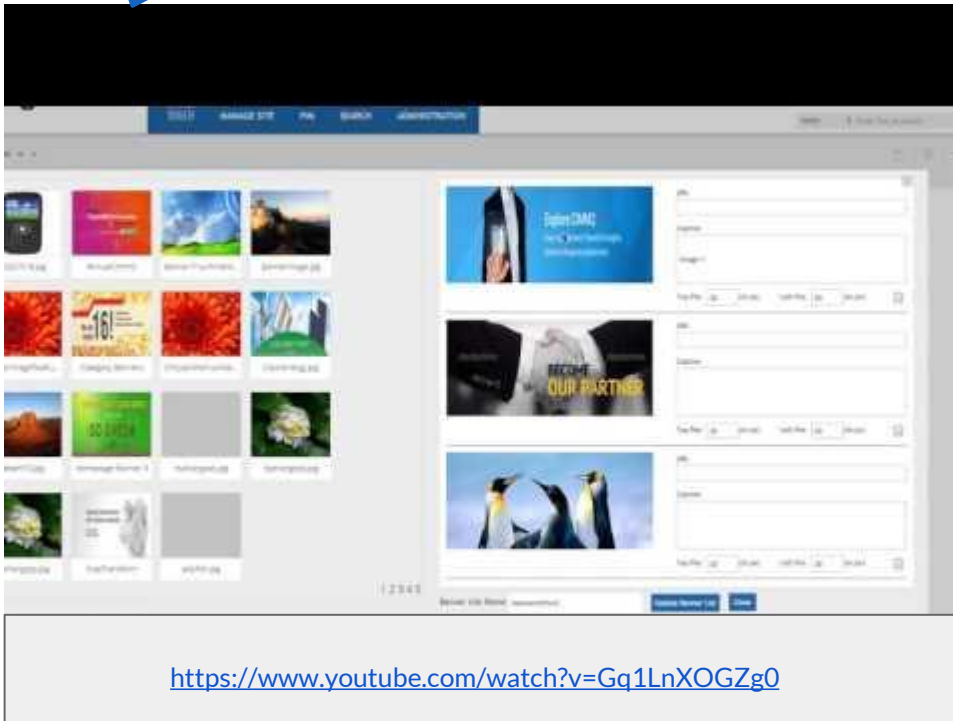
grrrr.jpg

Delete image

A

B

B-E

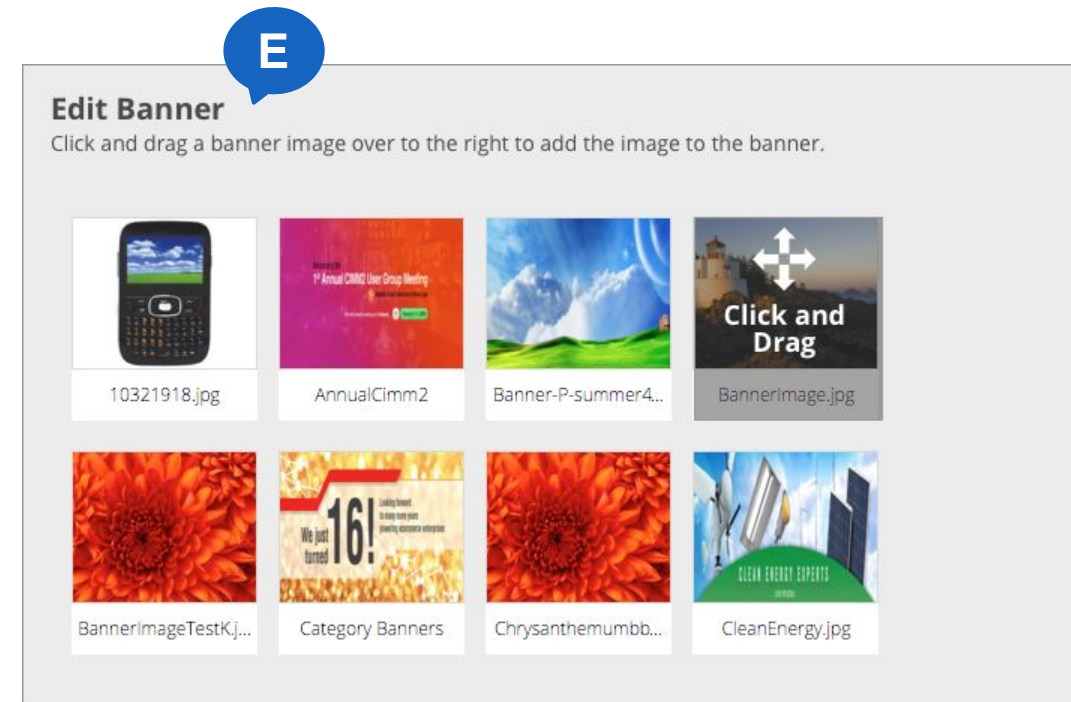
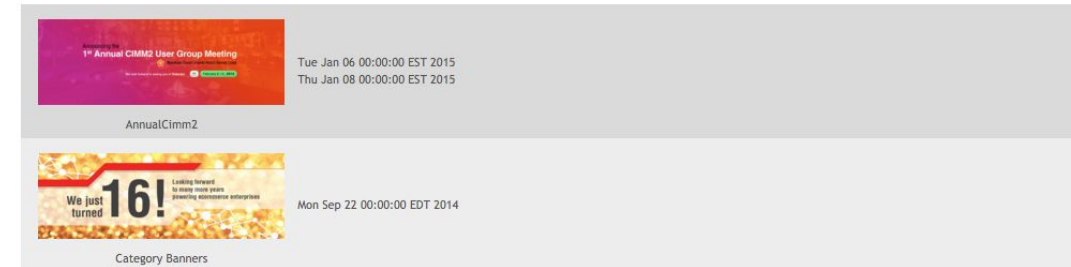


Page Builder

Banners List, pt. 1

- A. The icon for the Banners List looks like it is for text editing.
- B. Banners and Banner Lists are really Slides and Sliders. Users may not understand the use of the word Banner in this context.
- C. There is no active view state; users don't know what view that they are on.
- D. The two primary lists-Banner and Banners-is confusing. Users may not understand that one is a collection of items made with the other.
- E. It is not clear that images can be dragged into a banner list.

The above video shows a first time user trying to use the Banners List.



Page Builder

Banners List, pt. 2

- Use an icon that resembles a slider and add a text label, “Banners” or even better, “Sliders”.
- Consider changing the labels from Banners and Banner Lists to Slides and Sliders as they are more in line with how others label them on the web and other CMS systems.
- Create an active state style to make it obvious what view the user is on.
- Add a screen title, “Banner Images” to the screen with the single images.
- Add a screen title, “Edit Banner.” Add descriptive text letting users know how to add images to the banner. Add a hover state on the images that repeats the instructions and displays the common “move” icon.

A

Page Builder

Banners > Edit Banner

- A. The X that closes the Edit Banner dialog is very close to the editable fields.
- B. The banner list name is at the bottom of the banner slides which makes it easy to miss.
- C. The Update Banner List and CClose buttons are right next to each other and are styled the same. Users could accidentally close the list and lose their edits.

B

C

- A. Move the X close icon to be further away from editable fields.
- B. Move the banner list name field to the top of the banners.
- C. Style the Close (change to Cancel as this is the common way to back out of an action) button to look more like a secondary button so that the user is clear that the primary action here is the Update Banner List button.

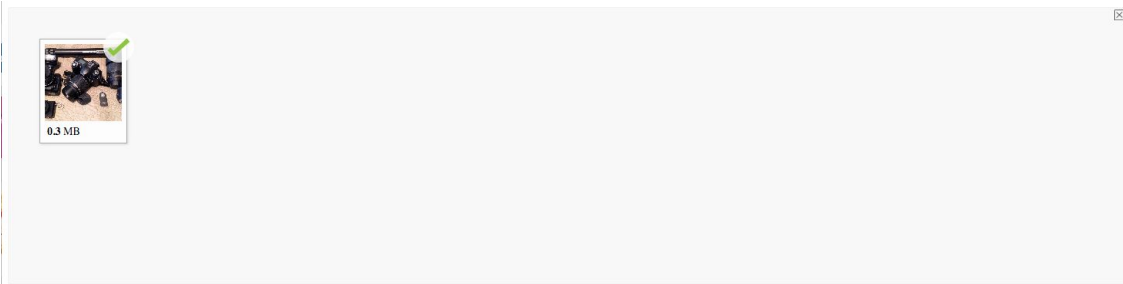
Update Banner List

Cancel

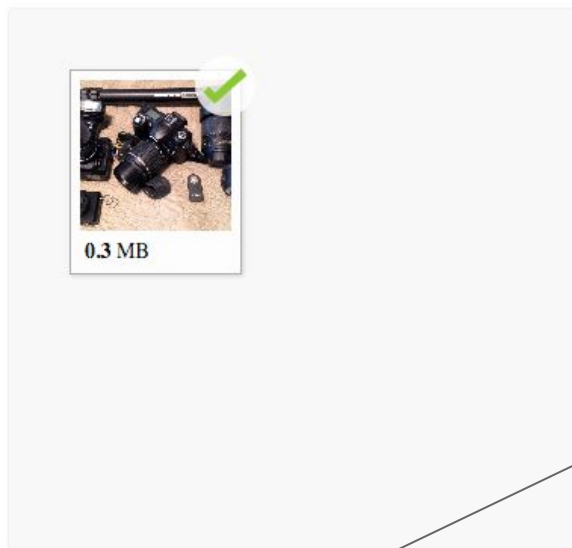
A

Page Builder

Banners > Upload Banner



- A. Once the user has clicked on Upload Banner and uploaded a new image, there is no next step, no Done button, to get the user off this screen back tot the Banner List screen. If the user clicks the X button in the top right, the action is canceled and the uploaded image does not display. How does the user actually add the image?



- A. Add a “Done” button to the screen so that users have a clear next step to get them off this screen.

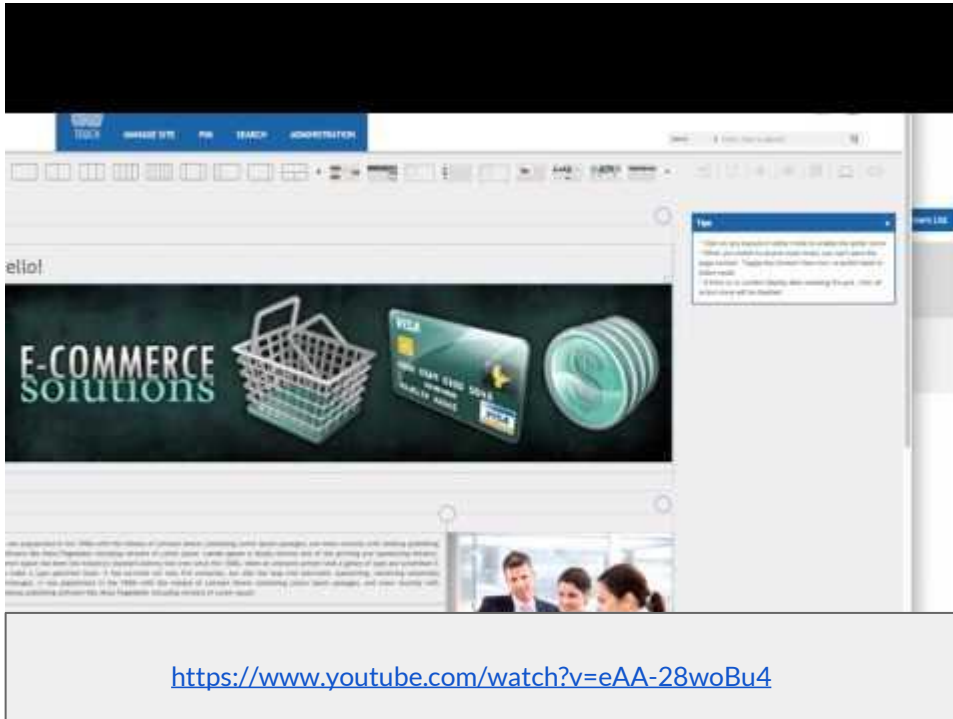
Done

Cancel

Page Builder

New from Template

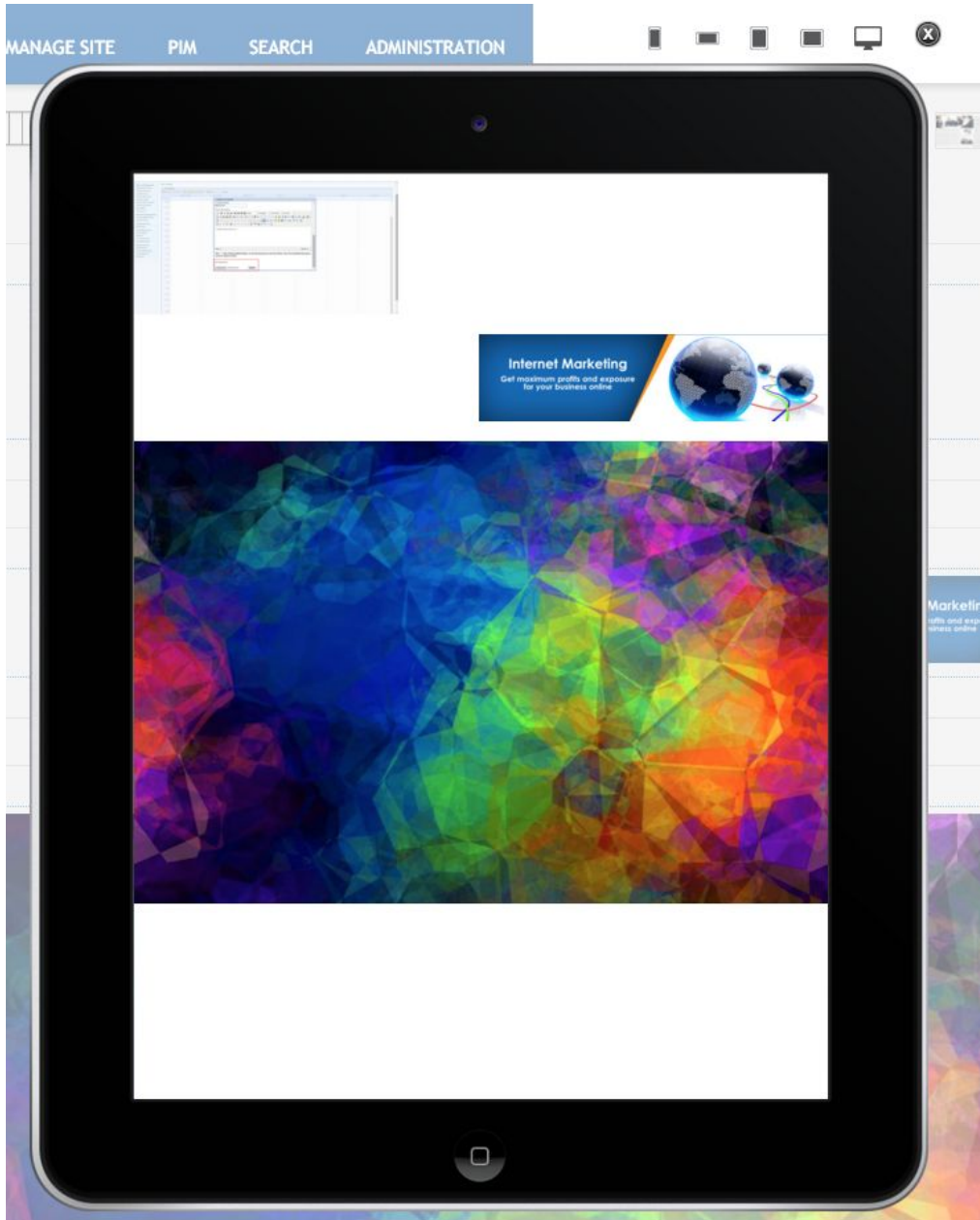
A



- A. Once the user has selected a page template and it displays on screen, the user can edit it but none of the global functions are available, most notably, the user is unable to save the page.

- A. This review was done in the latest version of Chrome on the latest version of MAC OSX. If the reason the page is not functioning correctly is due to browser incompatibly, then the app should detect the user's browser and indicate on screen that certain functions may not work properly. It is recommended that the code be reviewed and all efforts be made to ensure that the application works in all major browsers at all common viewports.

The above video shows a first time user trying to create a new page from a template layout.



✓ Page Builder Device Preview

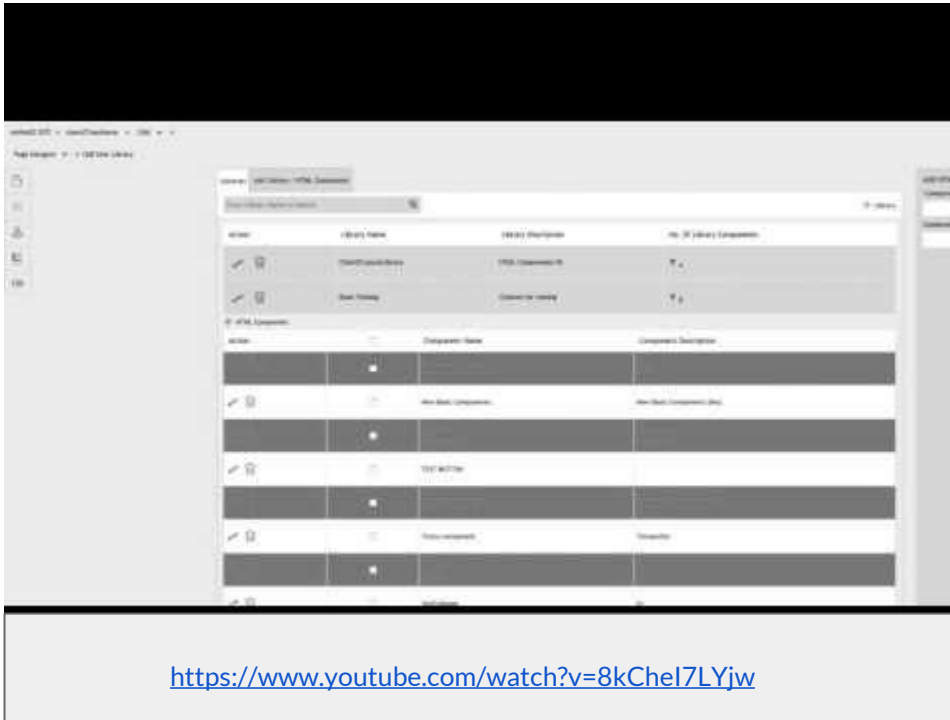
While this feature isn't perfect, it is a very useful feature that is not common in a lot of page builders. Allowing the user to preview their page without leaving the page builder is very user-focused. It is recommended that the Desktop view be longer so it shows more of the screen, and that the device icons be larger, with the white out background made more opaque to increase the contrast between the device icons and the background.

Advanced/Developer Screens

HTML Component

Add New Component, pt. 1

A-F

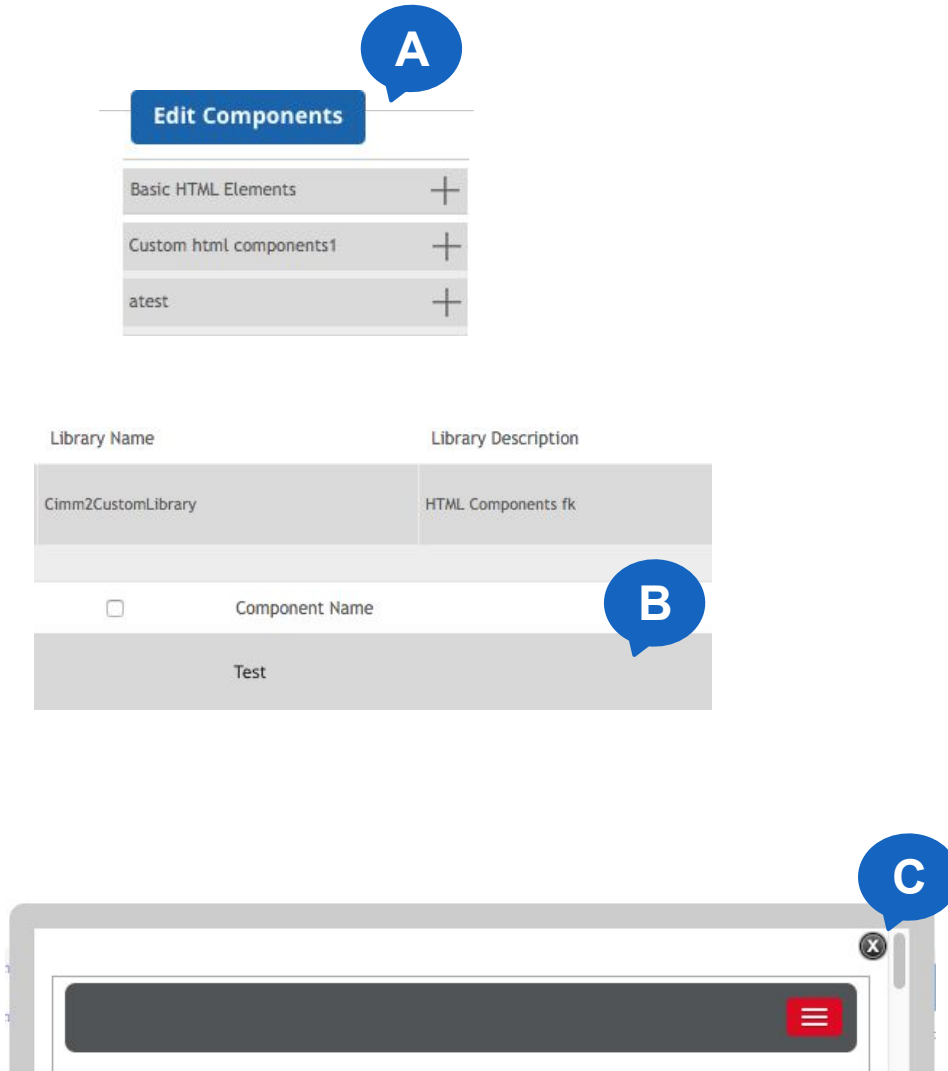


The above video shows a first time user trying to add a new component.

- A. The Edit HTML Component button looks like a header and not a button.
- B. The list of components under each category is using a dark grey that is hard to read.
- C. The preview loses the X that allows the user to exit the preview if the user clicks into the preview area, forcing the user to click the back button.
- D. Once a new component has been named, the reference to the section where the component lives is lost.
- E. The search does not appear to work.
- F. The Add Component menu works sporadically. Sometimes the categories are clickable and expand out, and sometimes the list is unclickable.

HTML Component

Add New Component, pt. 2



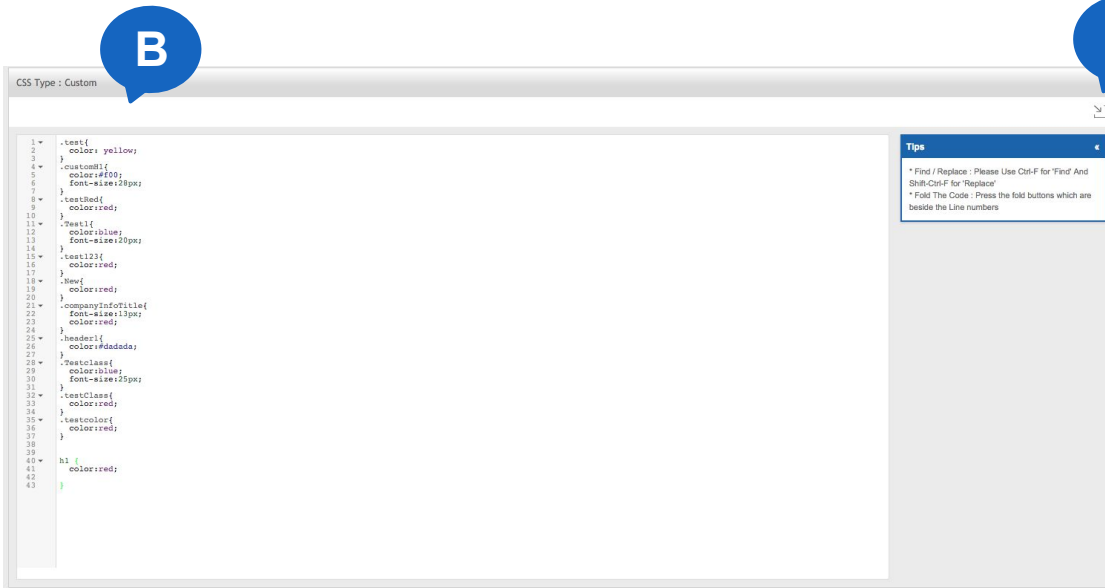
- Make buttons looks like clickable buttons.
- Use a lighter gray for the alternating row color to increase the contrast and make it easier to read.
- Make sure that the X to close the preview persists.
- Once a new component has been named and saved, route the user directly into the editor screen.
- Review the code for the search and ensure that it is working.
- Review the code for the Add Component menu and ensure that it works consistently.




CSS

Edit CSS, pt. 1

- A. Users should not see items that they either cannot edit or do because of permissions, or shouldn't do. The typical user of this page builder should not be editing the core CSS files that make up the site.
- B. The user is routed to a separate page (with another browser alert "You are leaving this page").
- C. There is no clear "Save" button. The user would need to know that the icon that resembles a download icon to the top right is the save button.
- D. Once the user saves, they are still on the CSS screen. How do they get back to the page they were editing?

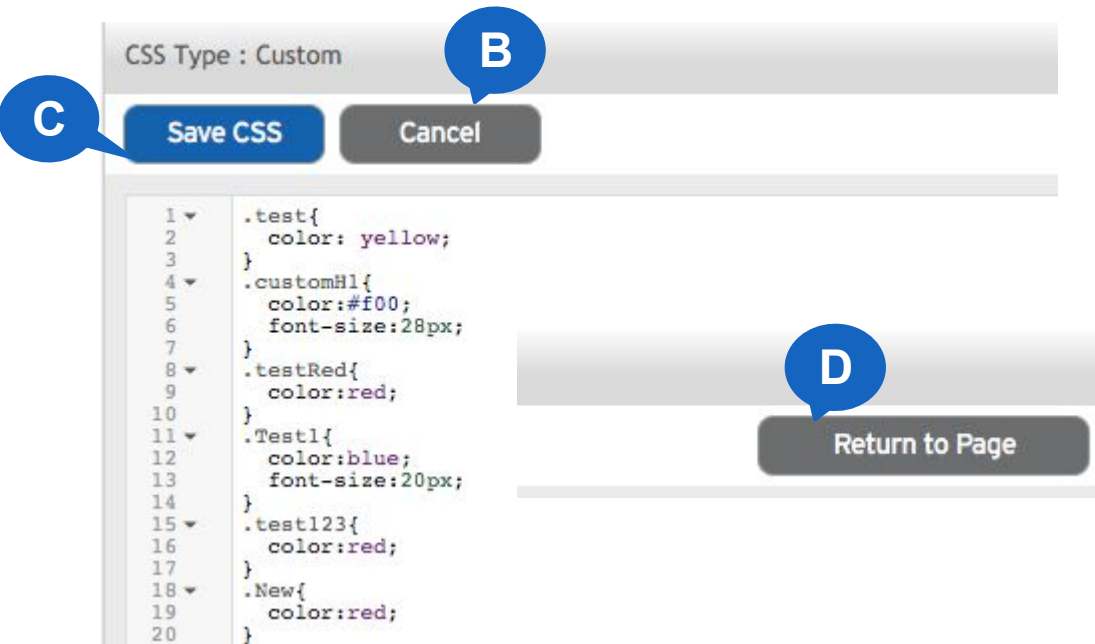


 Current "Save" button



CSS

Edit CSS, pt. 2



- A. Only show the user what they can edit. Remove the System dropdown.
- B. If the CSS editor must open on a separate page, auto-save the edits that the user made to the new page, route to the CSS editor, and upon save, route the user back to the page they were editing. Provide a means to cancel the edit.
- C. Replace the current Save icon with a button that says “Save” and put it in a location that is easier for the user to find.
- D. Add a button that allows the user to return back to the page that they were editing.

Menu Builder

Add/Edit Menu, pt. 1

- A. The icon for the Menu Builder is a site map.
- B. Add New Menu Item is a high-level menu, whereas Add New Sub Menu will add a menu item under the top level. The terminology is confusing.
- C. Once a sub menu item is created, there is no apparent way to set the item's URL. Without a URL, is it a link?
- D. The Add/Edit Page Content and Add/Edit Page URL links appear to do nothing.
- E. How do you add a menu to a page?

The screenshot shows the Menu Builder interface. On the left, a vertical toolbar contains icons for a document, a wrench, a site map (callout A), a list, CSS, and an upload arrow. The main area displays a tree structure of menu items: .33, Header, TopMenu, shell, LeftMenu, and Footer. Below this, a detailed view of the 'Header' menu item is shown, including a 'Menu Item Name' field with the value 'Header 3'. A context menu (callout B) is open over the 'Header 3 / ALL' item, listing options: 'Add New Menu Item', 'Add New Sub Menu Item', 'Edit Menu Item', 'Delete Menu Item', 'Add / Edit Page Content', and 'Add / Edit Page URL'. Callout C points to the 'Add New Sub Menu Item' option. Callout D points to the 'Add / Edit Page URL' option. The 'Add New Sub Menu Item' form is also visible, showing fields for 'Sub Menu Item Name' (with value 'Header 4'), 'Display Sequence' (with value '1'), 'Static Page Type' (with value 'Static Page'), 'Country' (with value '- ALL -'), and 'Item Status' (checked).

Menu Builder

Add/Edit Menu, pt. 2

Add New Sub Menu Item

Header » Header 3 / ALL »

Sub Menu Item Name *

Header 4|

Display Sequence

1

Static Page Type

Static Page

Country

- ALL -

Item Status ☒

URL

- A. Add a text label to the icon, “Menu Builder”.
- B. Is only the High Level menu item a link? What are the sub menu items? This section may need to be rethought as it is not clear what the user is building. If the top level item is a menu header, rename it “Add Menu Category”.
- C. If the sub menu items are actual menu items meant to be clicked, provide a URL field.
- D. If the Add/Edit Page Content and Add/Edit Page URL links do not work, then they shouldn't display.
- E. Are menus only added to site templates? Are page editors not allowed to add menus to their pages?

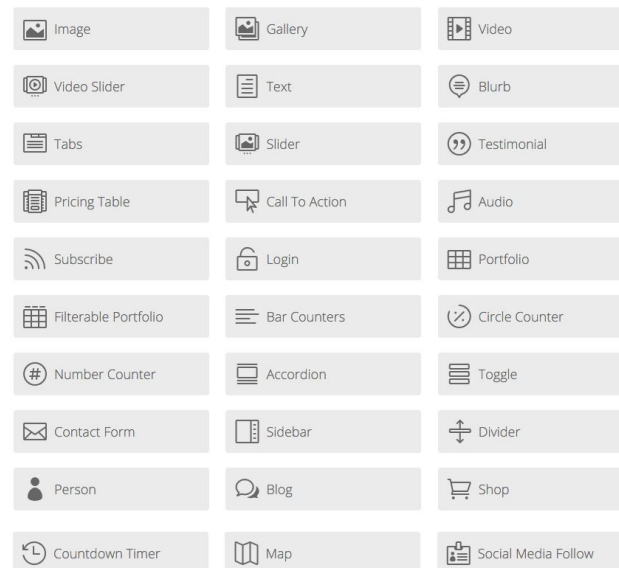
Research & Best Practices

Page Builder Components

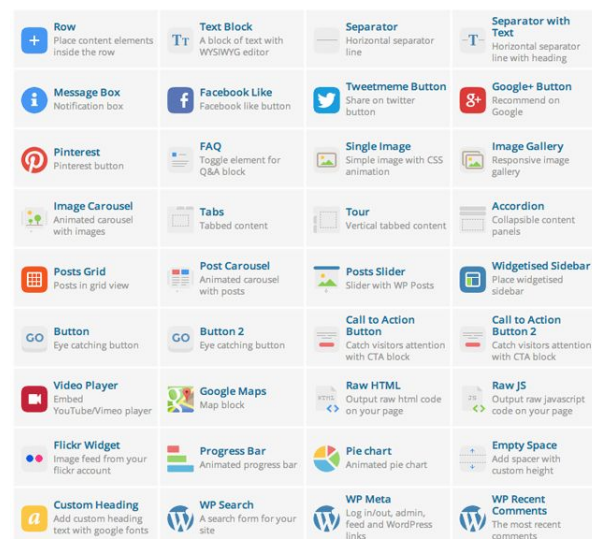
Most Common Components

- Accordion
- Alert
- Button
- Carousel
- Banner
- Counter
- Divider
- List
- Icon
- Portfolio
- Image
- Map
- Modal
- Pricing Table
- Progress Bars
- Tabs
- Testimonial
- Thumbnails
- Video
- Panel
- Gallery
- E-Commerce Module
- Contact Form
- Custom Form
- Social media icons
 - Pinterest
 - Facebook
 - Twitter
 - Google+
 - YouTube
 - Flickr
- Like widget
- Twitter Feed
- Pinterest Feed
- Facebook Feed
- FAQ
- Hero area
- Pie Chart
- Line Chart
- Bar Chart
- Search
- Text
- Call to Action
- Login
- Audio
- Blurb
- Bar Counters
- Circle Counters

Components available in the Divi Page Builder WordPress theme



Components available in the Visual Composer Page Builder for WordPress

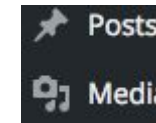


Icon Best Practices

- Icons should be designed to be as recognizable as possible and should include text labels.
- Whimsical icons may work on a site that sells purses but not on an enterprise-level application. Make sure the icon style is appropriate for the audience.
- Make sure text labels use common language and not industry-specific terms or acronyms.
- Icons can help speed recognition of common tasks but should not be used as the primary means for identifying navigable items and actions. Too many icons can clutter the interface and be overwhelming for the user to process.
- It is a myth that icons make interfaces faster or more usable.

Resources for Icons:

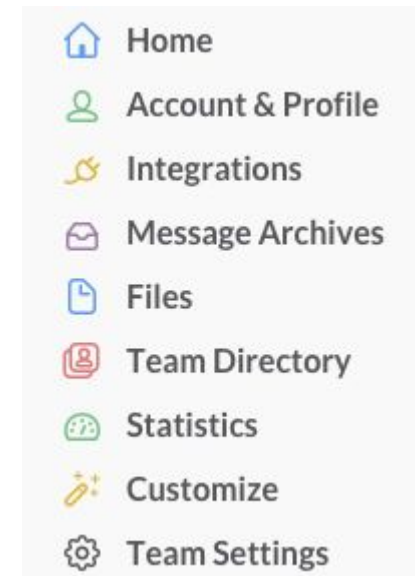
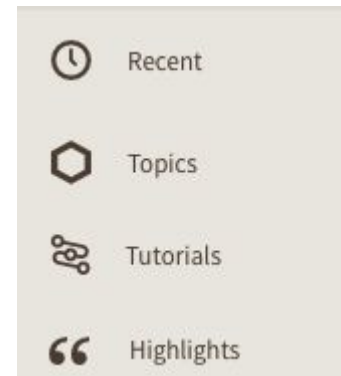
<http://uxmovement.com/resources/8-best-resources-for-interface-icons/>



Status: Published [Edit](#)

Visibility: Public [Edit](#)

Revisions: 5 [Browse](#)



Designing for Touch and Mobile

- As the number of cloud-based applications grows, developers need to make sure that they have a plan in place and a strategy in regards to what kind of support they will provide for various viewports and devices. While most users are not expected to attempt complicated processes on mobile phones, many use larger tablets such as the iPad to browse the web almost exclusively.
- To [design effectively for touch](#) devices, a few considerations should be made. Hovers do not work reliably on touch devices as there is no mouse interaction, only touch. Don't hide essential functions behind hovers. Hovers still can provide valuable secondary feedback on desktop, but there should always be another method of accessing the hovered information.
- With hovers not working correctly, that means icon-only navigation is a real problem on touch devices. Navigation and buttons should be thoughtfully designed to show text labels and each major viewport should have an intentional layout designed that best fits each viewport. Also consider turning hover-based fly-outs and drop-downs into click-based menus.
- Some features are perfect fits on touch devices, such as drag and drop. Consider how gestures such as drag and drop and wipe can be used to enhance the user experience. For instance, instead of displaying large follows of items in a scrolling area, you could add them to a swipeable card-based design that displayed a few options per card and can be navigated via swipe left and right. Gesture or touch support usually has to be intentionally added to a site, either by writing custom javascript or using a plugin like [TouchSwipe](#). Learn more about the different touch gestures: <http://www.lukew.com/ff/entry.asp?1071>
- Also consider digital pen support and how your users can perform their tasks in your application more easily due to the pen. Fingers are imprecise and can cause issues with small touch targets. Pens provide more precision and can open up more possibilities for how an interface can be used on a tablet. Check out how Microsoft is using pens in their new Office Touch UI: <http://www.microsoftproductreviews.com/apps-games/microsofts-office-touch-ui-pen-ux-concepts-revealed/>
- Make sure to increase the size of touch targets on mobile and tablet viewports. The average size finger touch is 45 pixels wide. If lists of links or buttons are not resized appropriately on mobile then users will have trouble selecting the exact link they want and may be forced to zoom the screen to effectively click the target.

References

References

Principles of Psychology, Design, UX, etc

Page Builder Tools

<http://www.nngroup.com/articles/icon-usability/>

Dialogs

<http://www.uxdesignedge.com/2010/06/are-you-sure-how-to-write-effective-confirmations/>

Controls

http://www.w3schools.com/browsers/browsers_display.asp

Add New Page

<http://www.uxbooth.com/articles/interaction-design/who-killed-the-inactive-button-state/>

Save Page

<http://www.nngroup.com/articles/change-blindness/>

List of pages

<https://www.interaction-design.org/literature/article/don-t-put-that-there-the-importance-of-proximity-in-design>

New From Template

<http://www.uxbooth.com/articles/breaking-constraints/>

Further Review & Testing, pt. 1

Additional testing will be needed for some complex flows.

UX Review:

The following areas will need a deeper UX Review.

1. The full process (every action that can be taken) of creating a site, pages, and components should be reviewed in detail to uncover usability and user experience issues that persist through the application.

User Testing

The following key areas should be tested with your users to better understand their behaviors and test your assumptions.

1. It is recommended that real users be observed attempting to use the page builder. Several issues were discovered in the review here. This review was done by an expert in application design and is far more technical than the average user of the page builder. To fully uncover all of the issues, use real users who are not experts.

Further Review & Testing, pt. 2

Code Review:

1. Multiple times during the review, features on screen did not work. These issues should be reviewed for overall code integrity and should be reviewed in multiple browsers on multiple devices to make sure that a user can fully use the application on all major browsers.

Wireframing

Several areas of the application have multiple issues that could benefit from expert design guidance in the form of wireframes and mocks.

1. The overall tool and feature links should be redesigned to be logically grouped, in close proximity to the areas that they affect, and should move away from an icon only display.
2. The overall user experience of creating and editing a page should be reviewed and redesigned to more closely align with usability and page builder best practices.
3. The developer-centric screens for image and banner management should be redesigned to be as easy as possible to use and also follow common methods for those sections.

The consultants at GobySavvy has expertise in these areas and can assist you with accomplishing your business goals.

Please see the next page for further details.

