Build Trust with Users Through UX
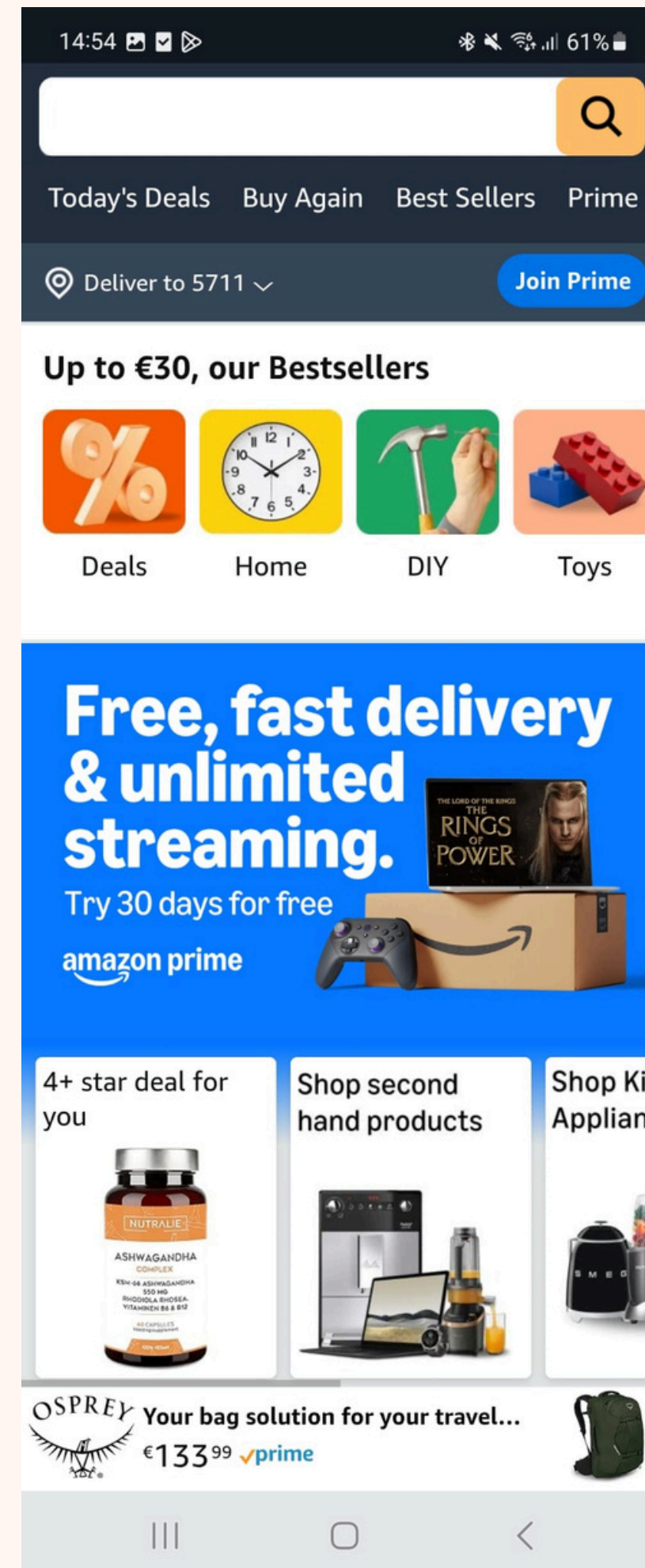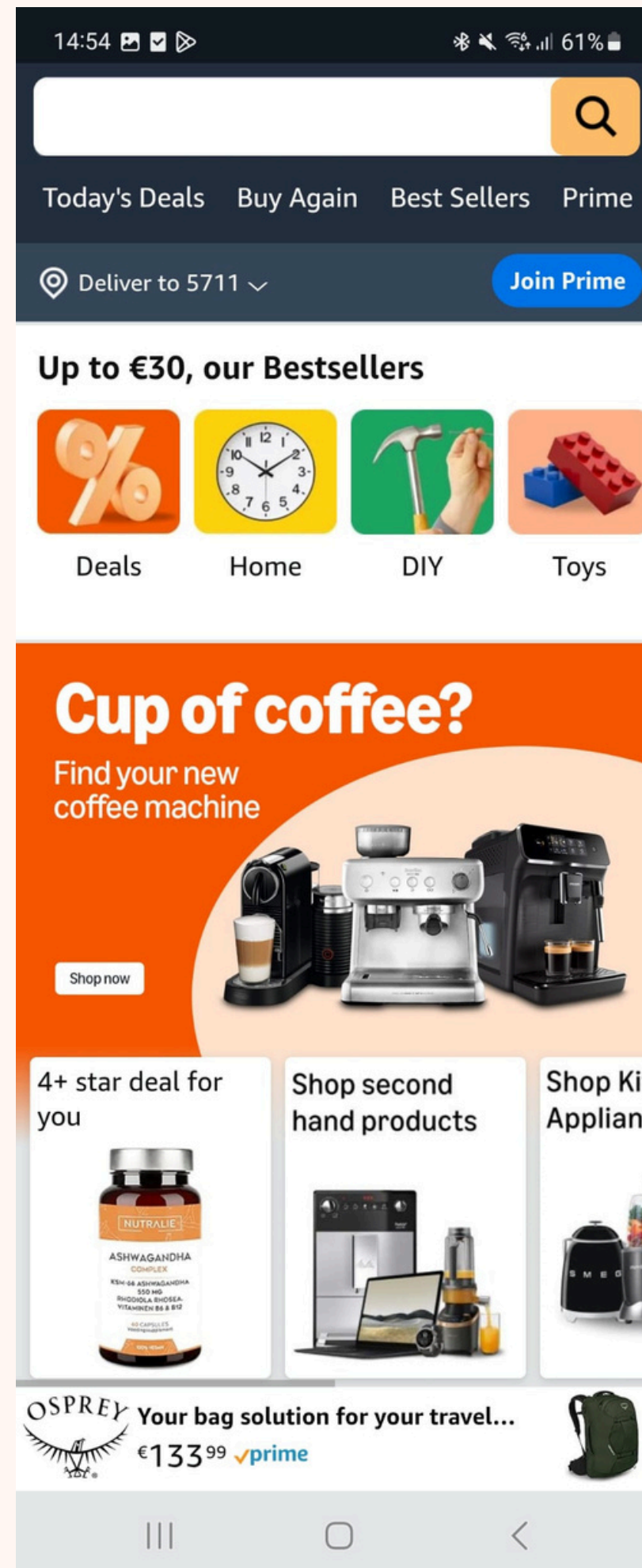
Tetiana Gulei | tetianagulei.com

Do you trust this application?

If yes, raise your hand

tetianagulei.com

Flooring

Calculators

| Tile Wood & Laminate | Carpet |

Tile Size: **Area to Install Tile in Sq. Feet:**

Width: | 12 | in | 896 | SqFt | SqYd

Price per Tile:

Length: | 12 | in

$ | 1.52 |

Tile Area: 1   Sq. Ft

0.111   Sq. Yd | Tile | SqFt | SqYd |

Product Overage Percent: | 10 | %

Minimum Number of Tiles Needed: 986

Cost for Tiles: $1498.72

| Clear | Clear All |

7	8	9
4	5	6
1	2	3
0	.

tetianagulei.com

tetianagulei.com

Left screen:

14:58   60%

Bonus
Order online

10 to 16 mrt ⌄

Highlighted   All Bonus

🔍 Search for a product

My Bonus Box
Activate your extra offers every week

1+1 gratis
30% korting
25% korting

Bonus Folder
Browse the Bonus Folder

From the Bonus Folder   View list

Home   Bonus   Cooking   Products   My list 5

Right screen:

14:59   59%

Products
Order online

🔍 Search for a product

Crusty bread
Also for home bakers

Easter decoration
Bring the Easter feeling in...

Categories

Previously purchased ›

Vegetables, potatoes ›

Fruit, fresh juices ›

Home   Bonus   Cooking   Products   My list 5
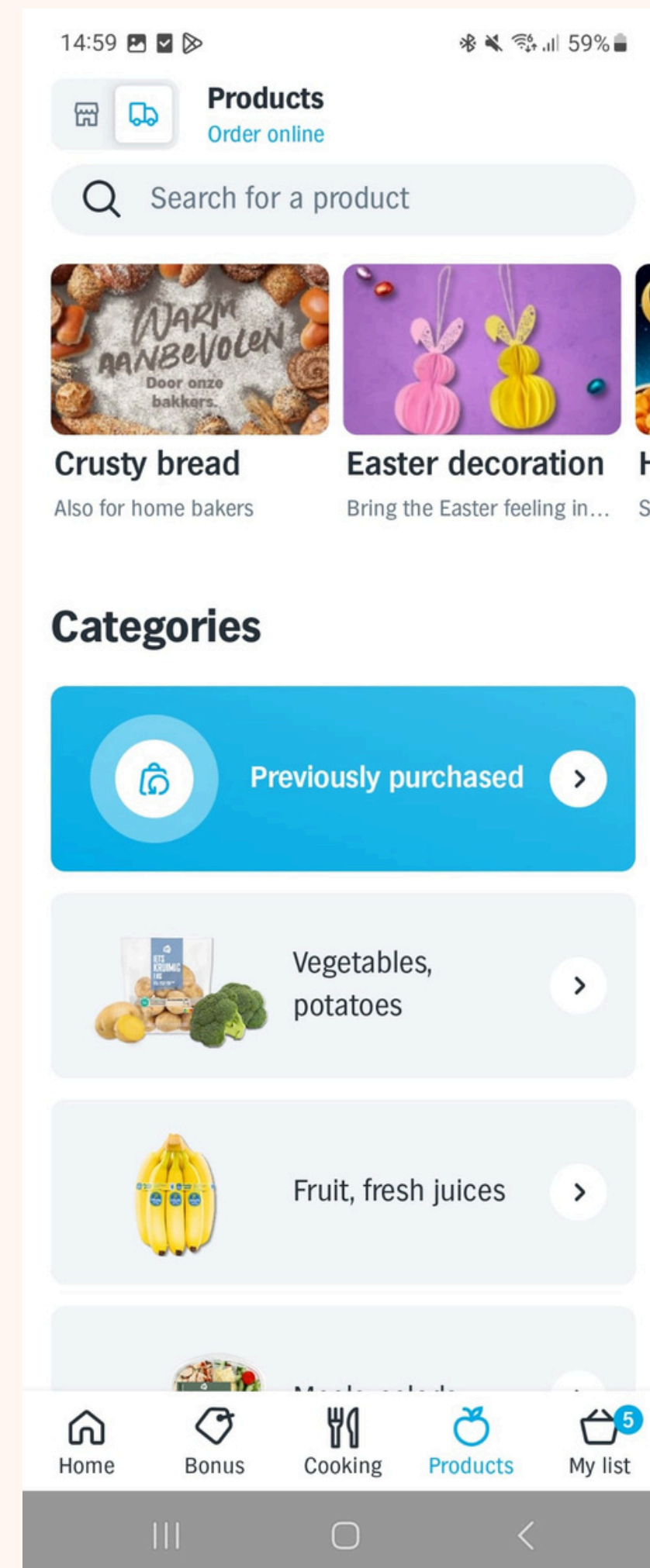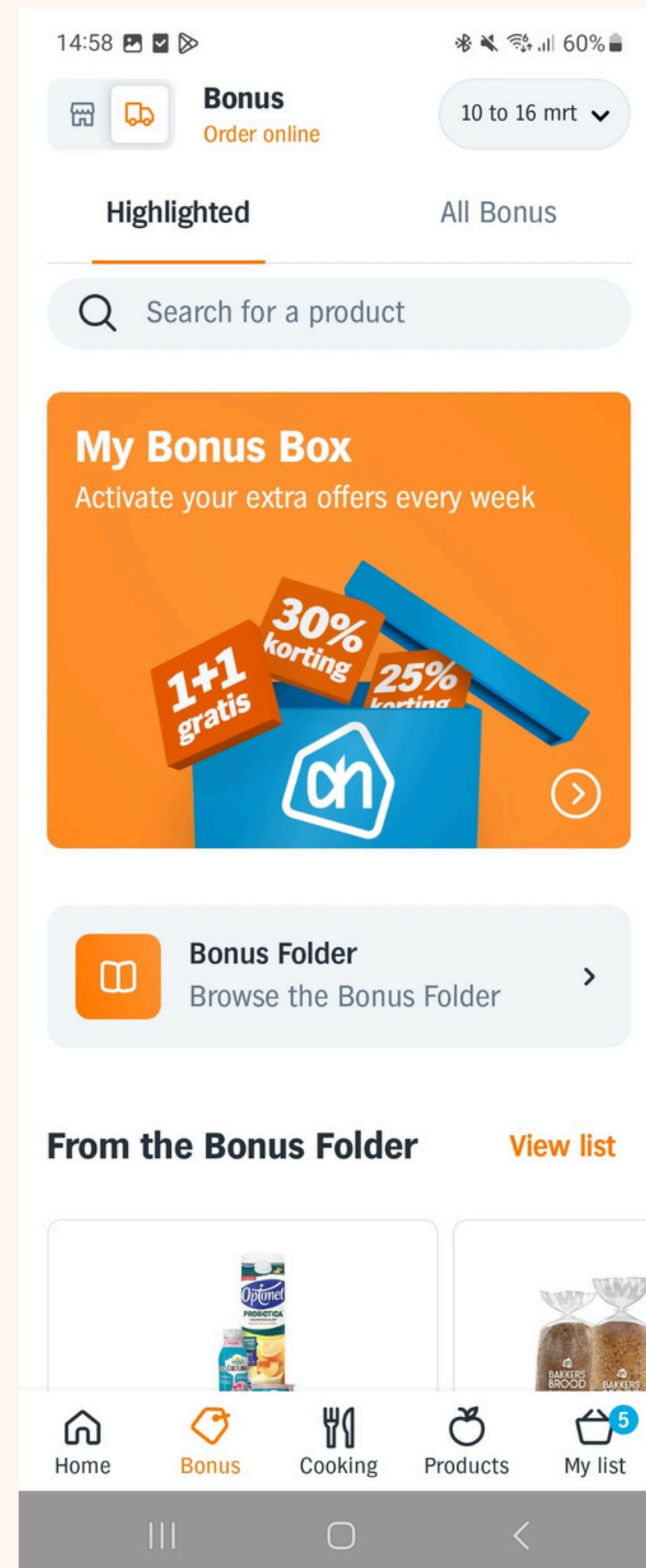
tetianagulei.com

User interface impressions are formed in 1/10th of a second

Agenda

1

First impression
with user-centricity

2

Visual design and
accessibility

3

Dark patterns

tetianagulei.com

Hello!
I'm Tetiana Gulei

linkedin.com/tetiana-gulei
tetianagulei.com

From Ukraine, based in the Netherlands

Senior UX Designer @BIMcollab
Instructor @LinkedIn Learning

tetianagulei.com

Trust means

Trust means

Better user retention

Trust means

Better user retention

Less support tickets

Trust means

Better user retention

Less support tickets

Less development (re-)work

How to make a strong first impression?

Trust starts with understanding the users

User-centric design

Users are **at the center** of your design and development process.

Define whom you build your features for

- Who are your users?
- What do they do?
- How do they use your tool?
- Why?

tetianagulei.com

Alternatives

Use the product

Alternatives

Use the product

Collaborate with UX/UI designers

Make usability the foundation

What is usability?

- **The ease** with which users can achieve their goals with your interface
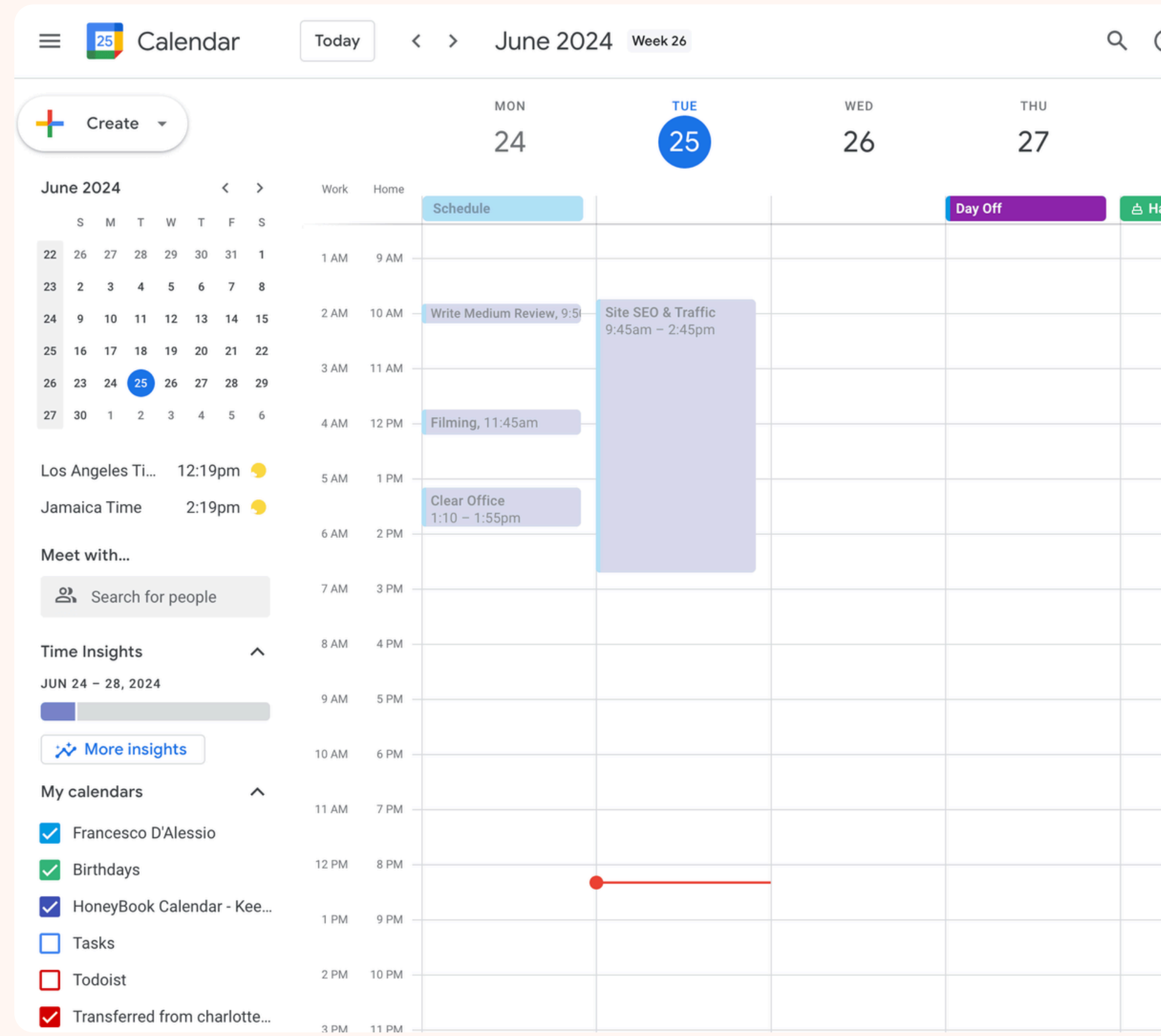
10 Usability Heuristics

- Rules and guidelines for good design
- Best practices

tetianagulei.com
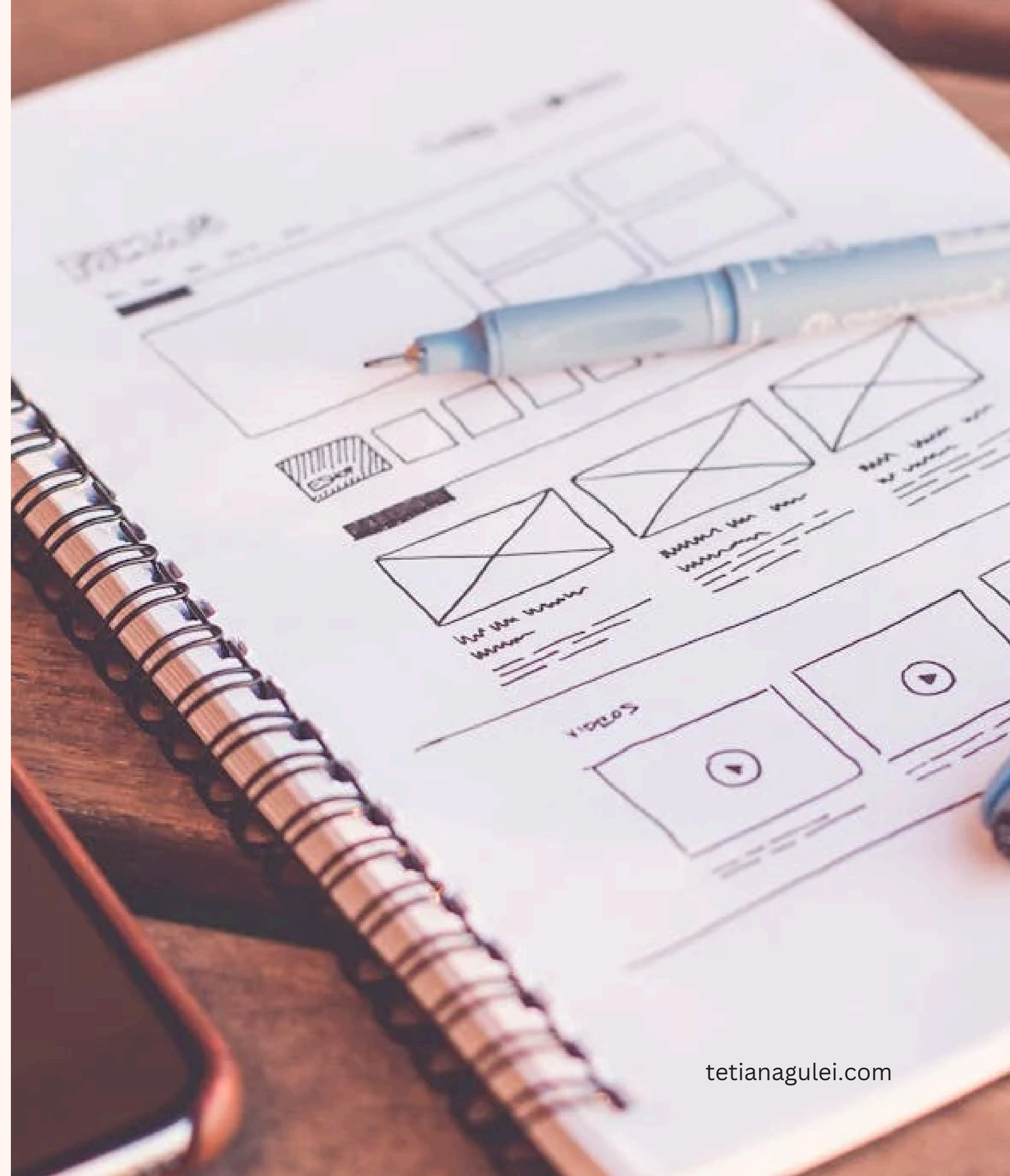
Heuristic 1

Match Between System and Real World
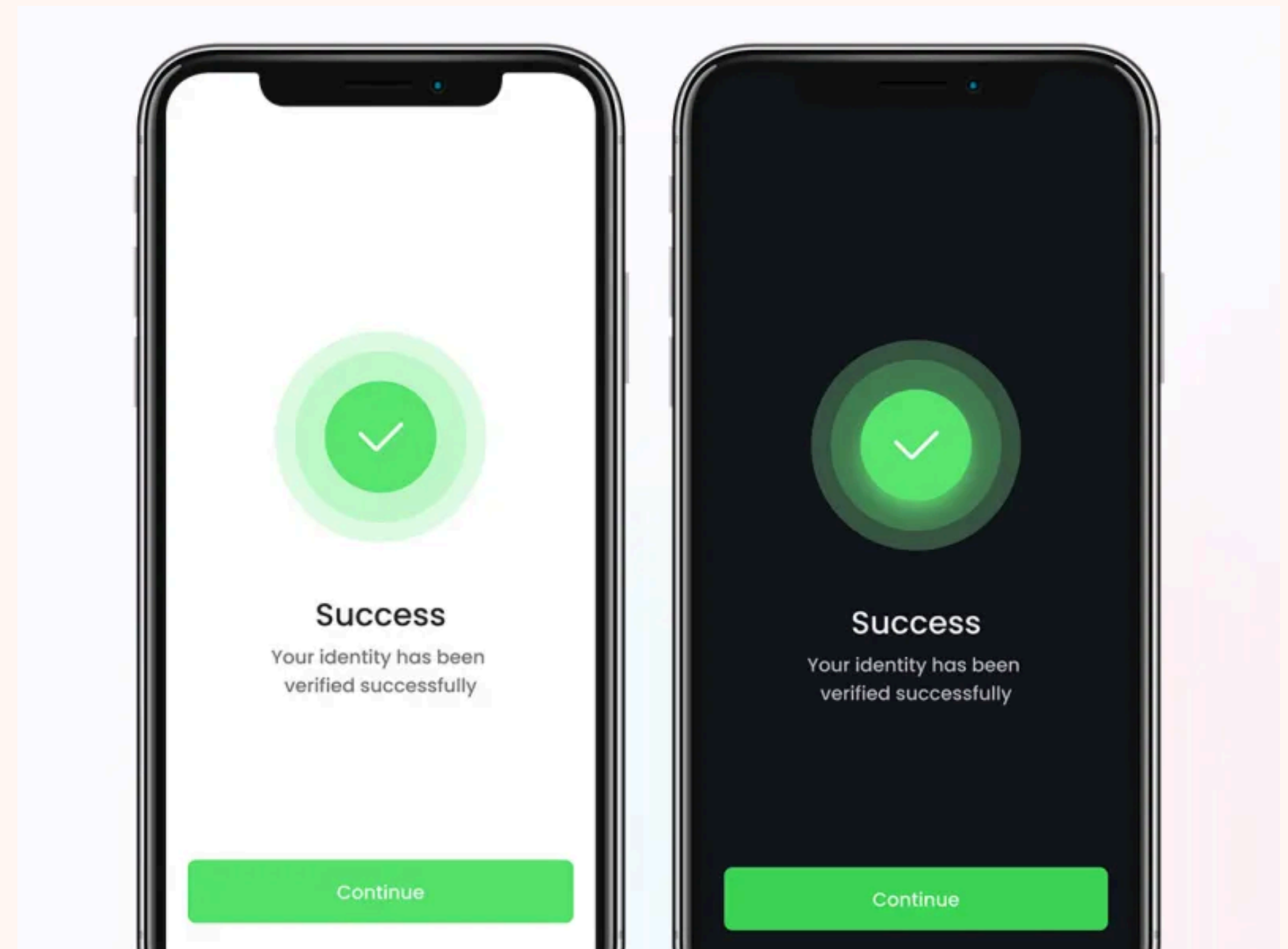
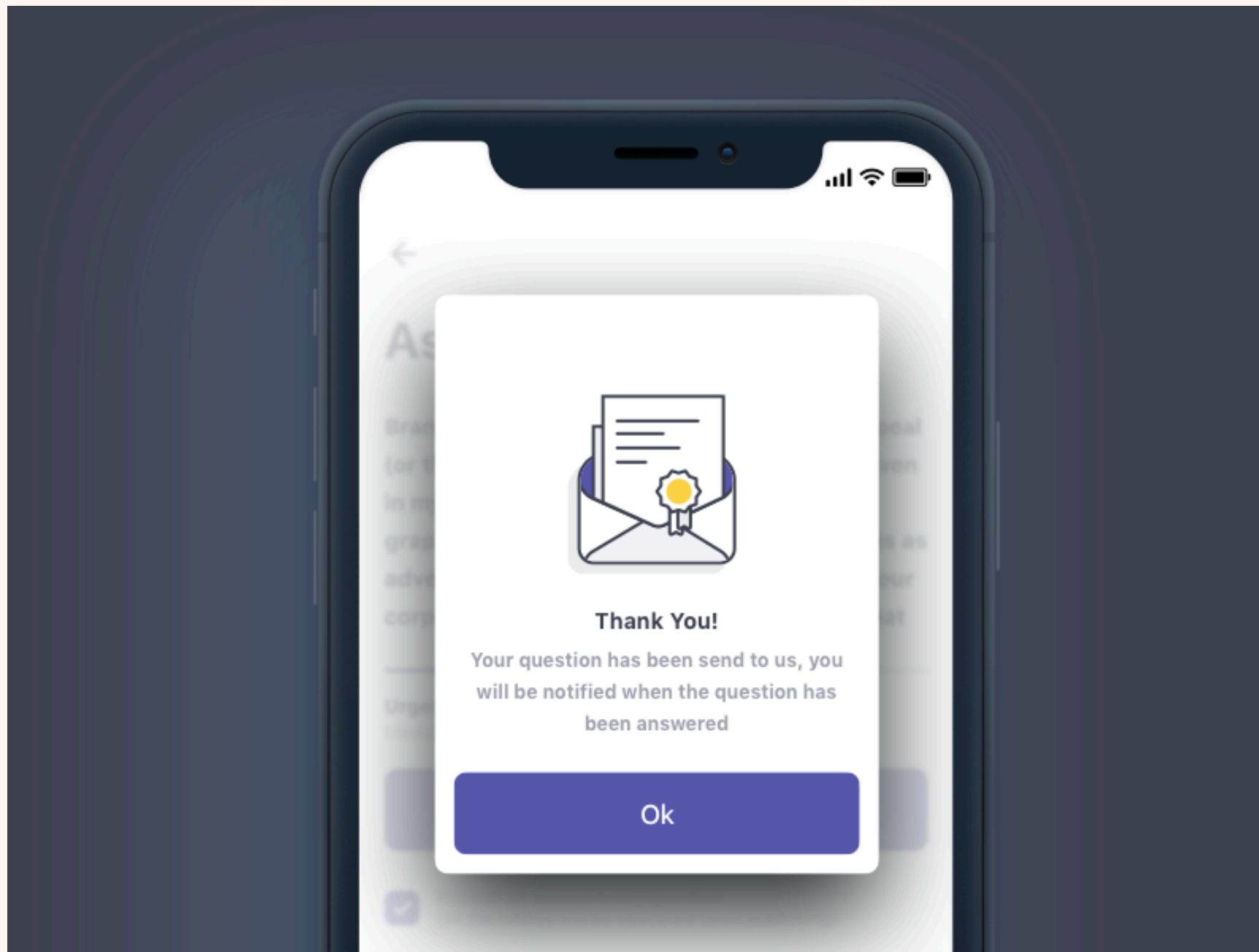- Use language and visuals that **align with real-world** experiences

tetianagulei.com
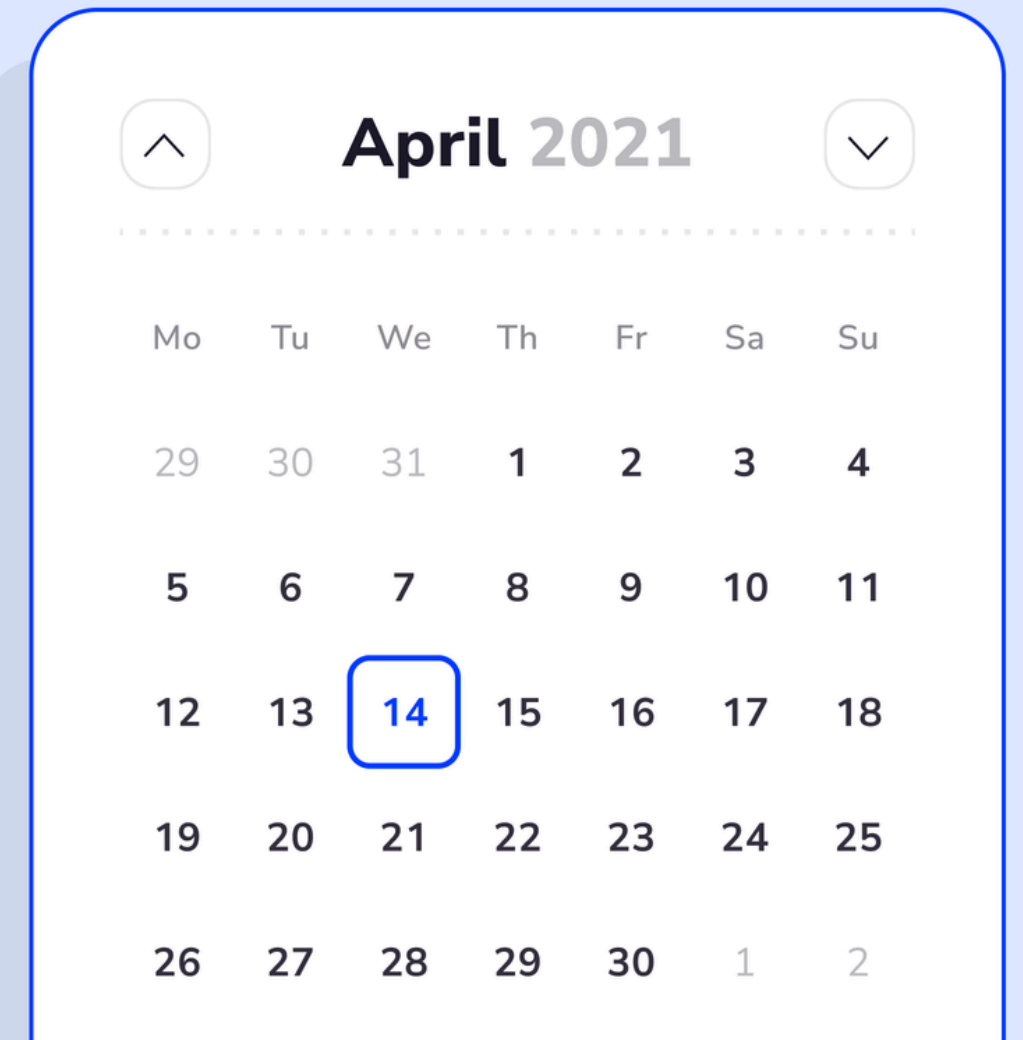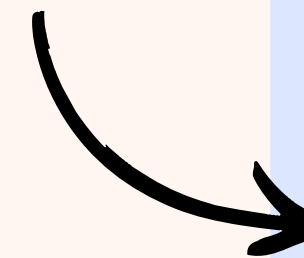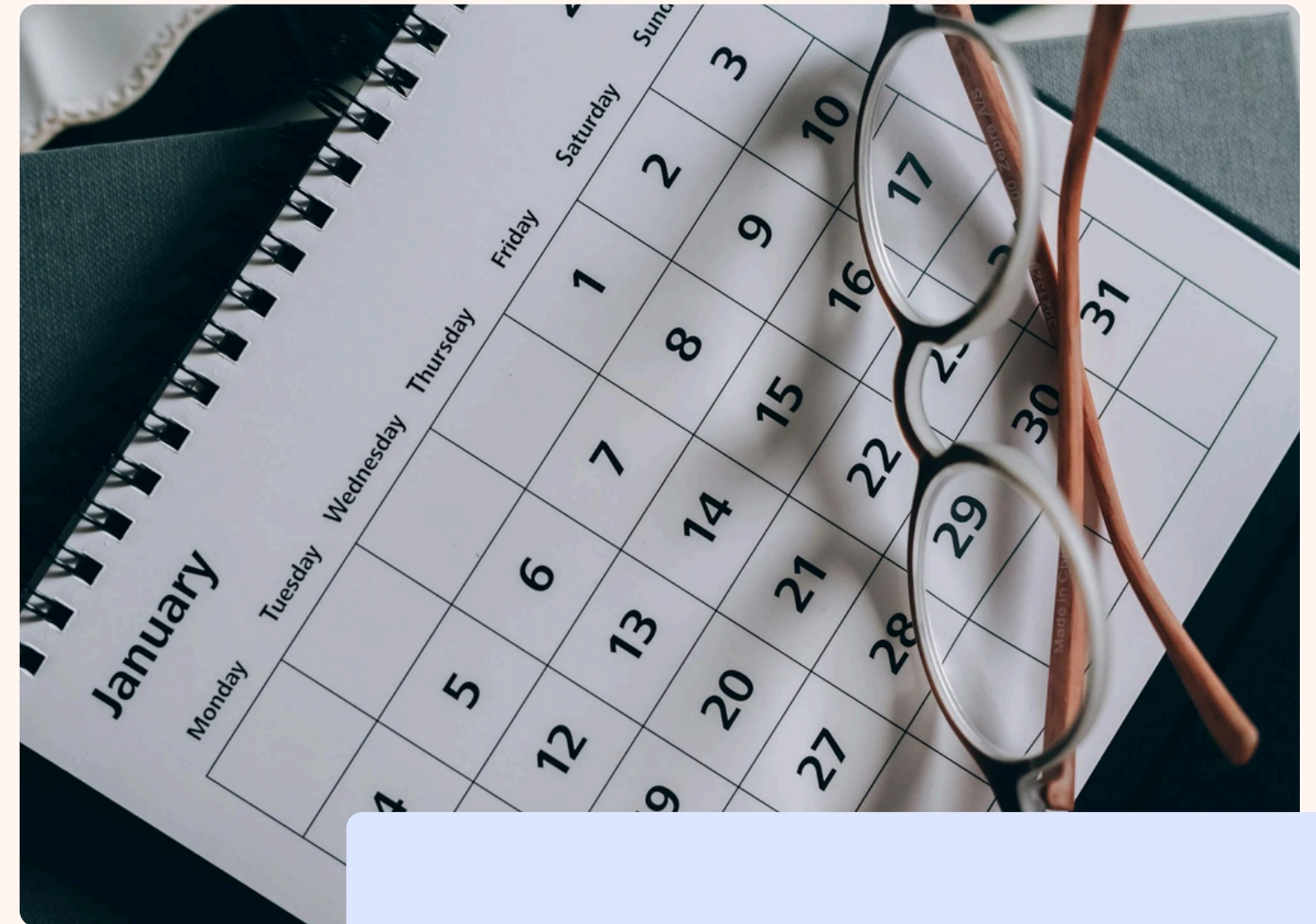
Heuristic 2

Visibility of System Status

- Inform users what's going on
- Give clear feedback

tetianagulei.com

Confirmation alerts

Thank You!
Your question has been send to us, you will be notified when the question has been answered

Ok

Success
Your identity has been verified successfully

Continue

Success
Your identity has been verified successfully

Continue

tetianagulei.com
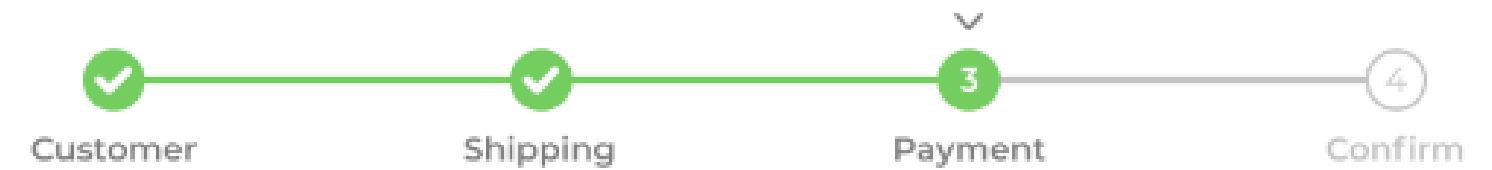
Bad error messages

- Written by robots
- Vague and ambiguous
- Blame users
- Without a clear call-to-action

Windows - No Disk

Exception Processing Message 0xc0000013 Parameters
0x000007FEFDF97240 0x0000000000000004 0x000007FEFDF97240
0x000007FEFDF97240

Cancel   Try Again   Continue
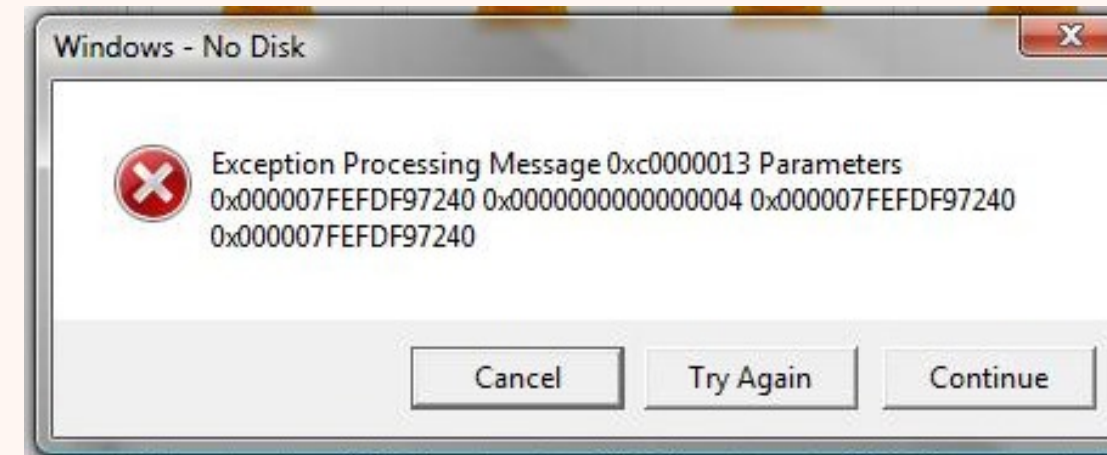
Oops!
Something went wrong and we couldn't process your request.

Please go back to the previous page and try again.

Please donot enter following special characters (-_.`~%&()+=[]\;,/{}|":<>?) in the enter password field.

OK

Give clear error messages

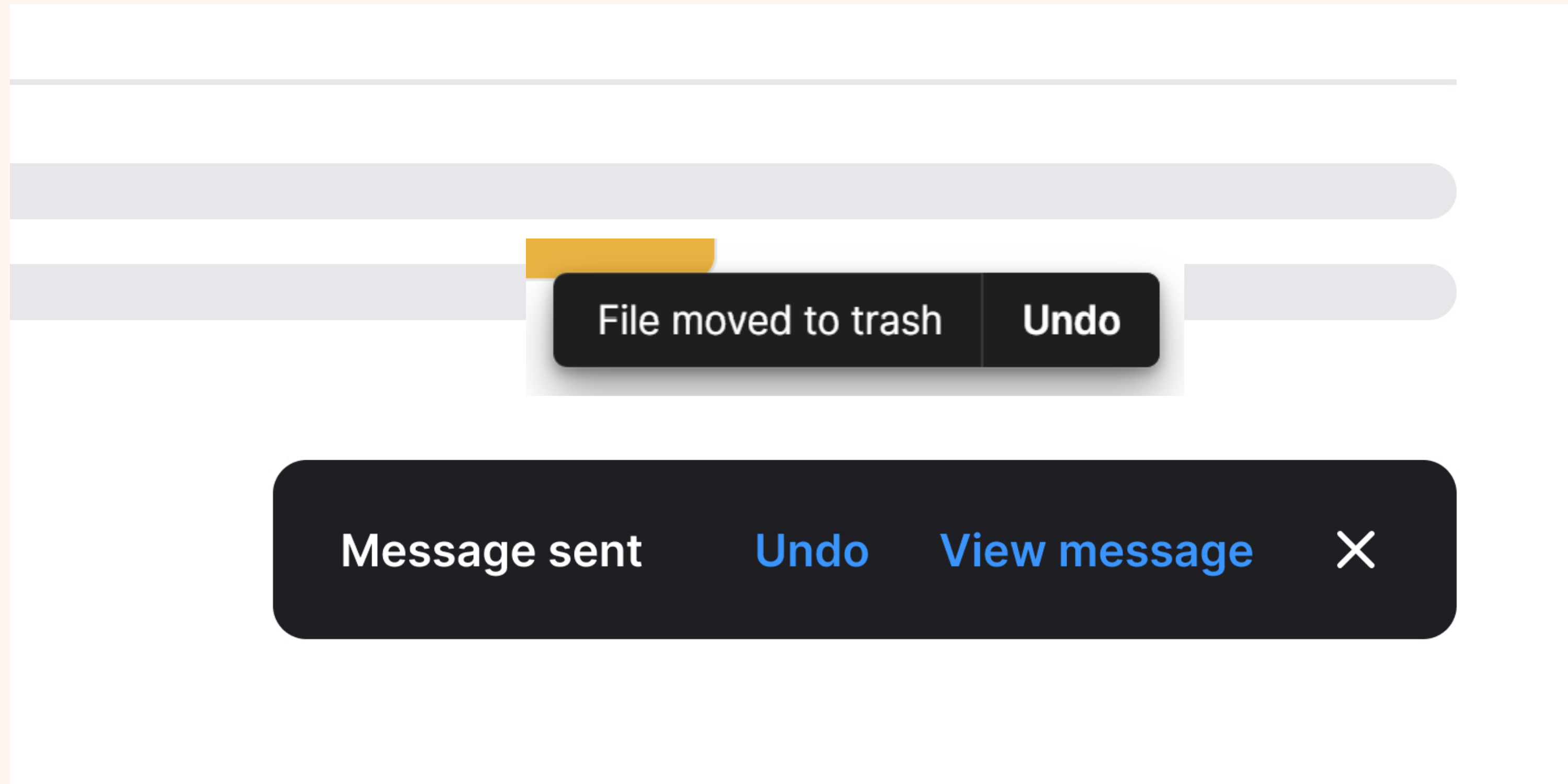- Write for humans
- Make it helpful
- Use **humble tone**

tetianagulei.com
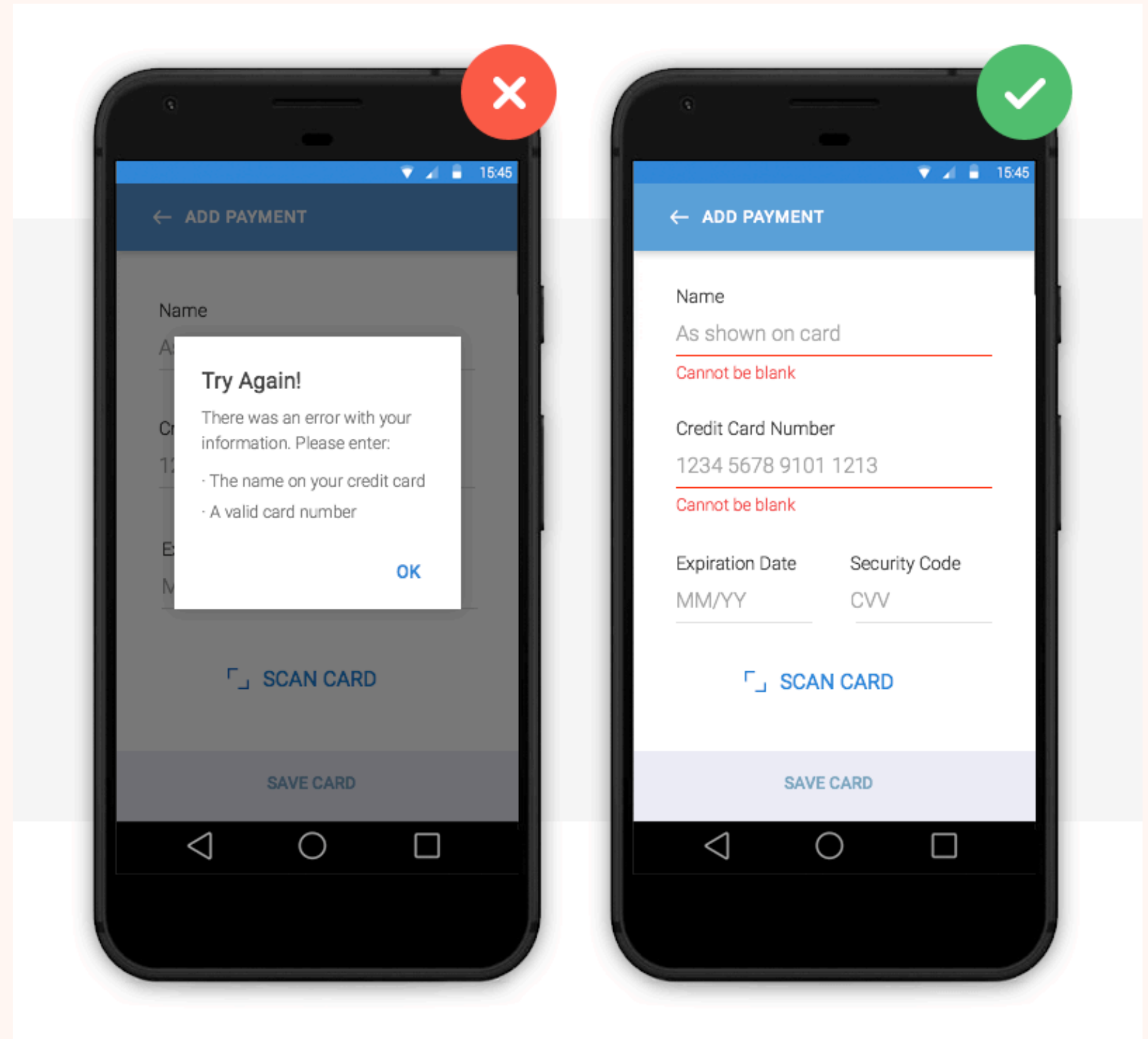
Heuristic 3

User control and freedom

- Give users ways to **recover** and take a step back

- Allow continuing or quitting

tetianagulei.com

Undo Action

File moved to trash | Undo

Message sent Undo View message ✕
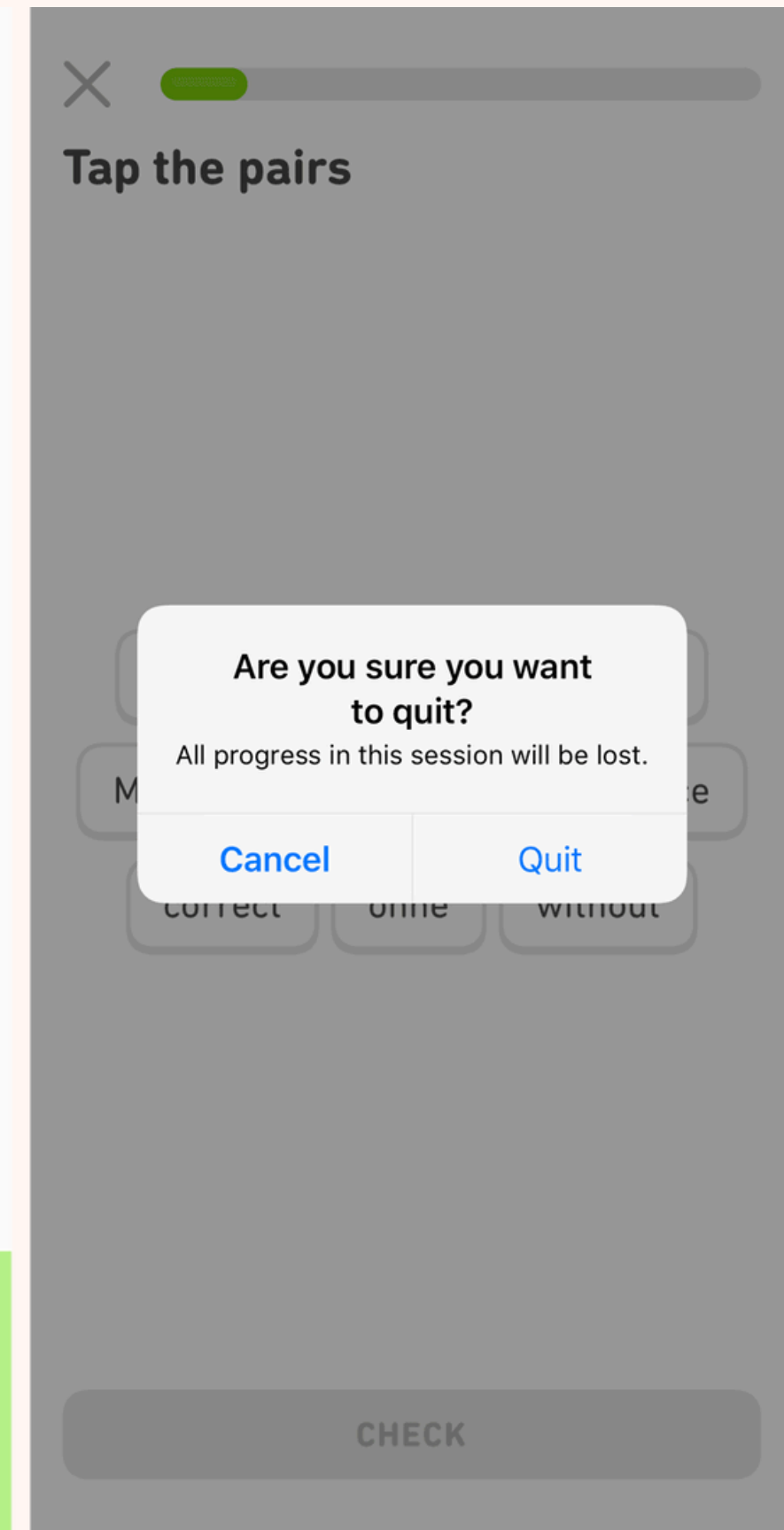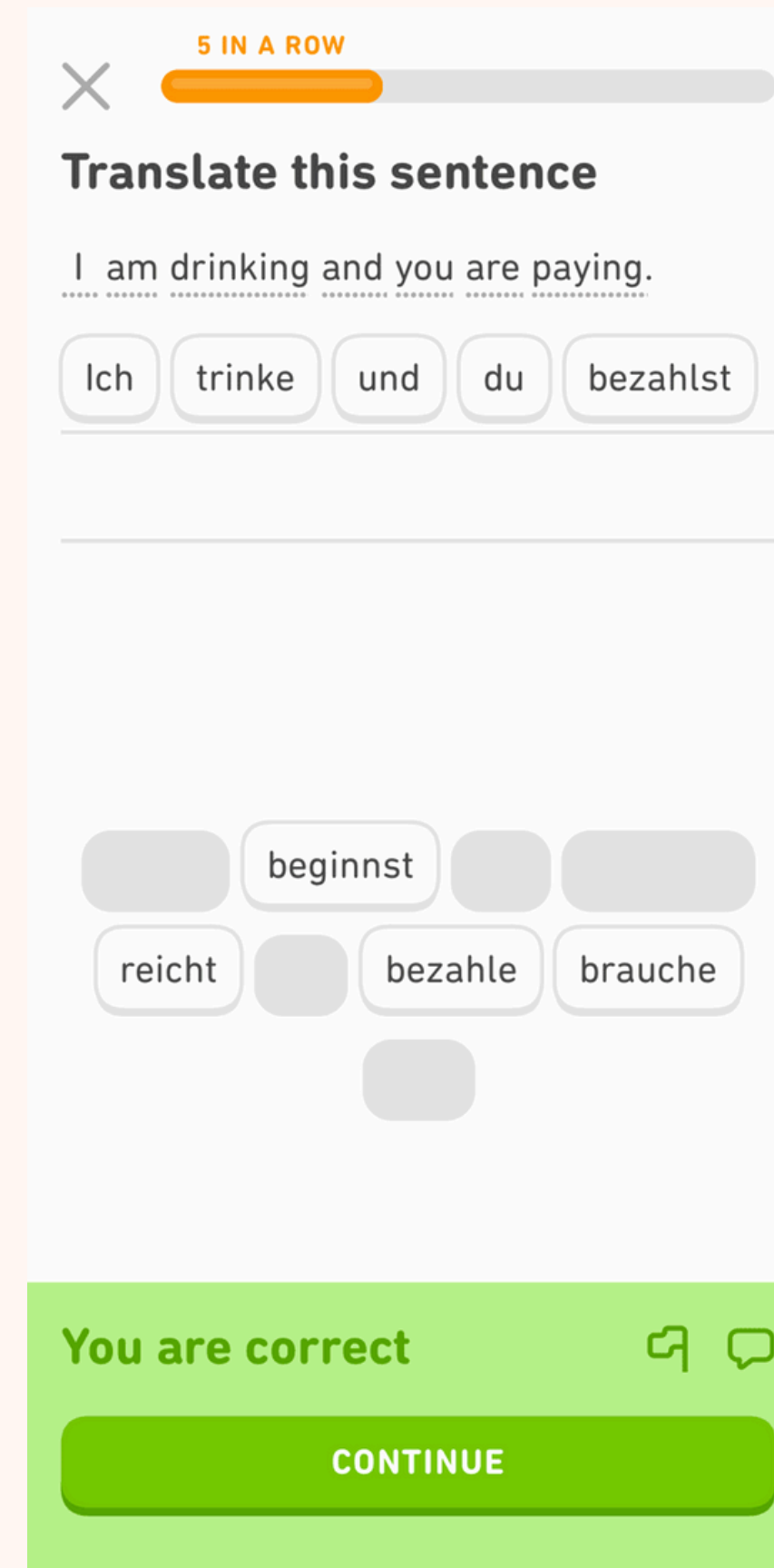
Error prevention

- Prevent mistakes from happening in the first place

- Give helpful **constraints**

Enter your contact information

Email Address

test@email

⚠ Please enter a valid email address.

Phone Number

⚠ Please enter a phone number.

☐ Send me text notifications regarding order updates. (Mobile phone only)

Continue to Payment Information

tetianagulei.com

Warnings for critical actions

Are you sure you want to permanently delete this conversation?

Delete

Cancel
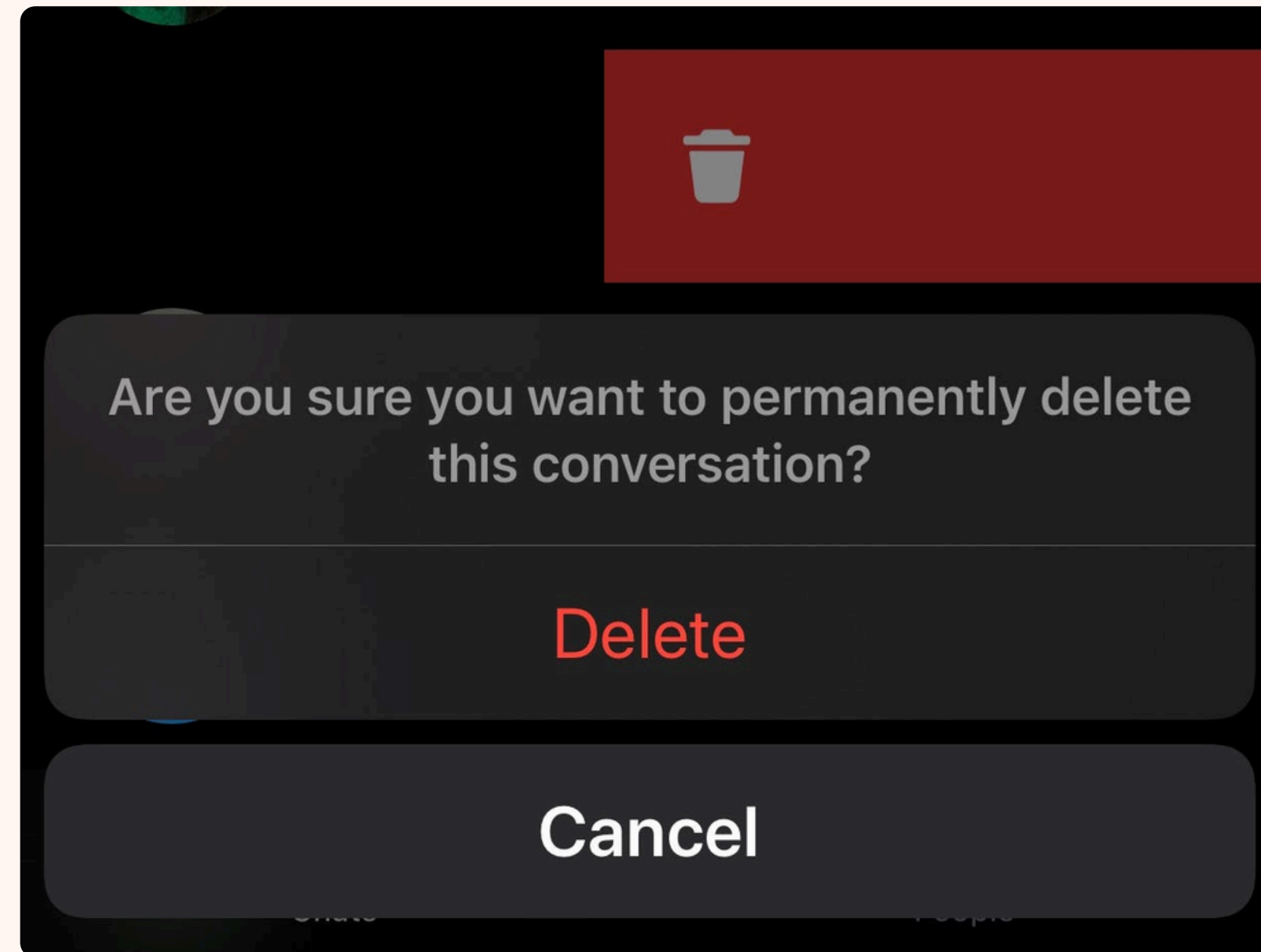
Other Heuristics Principles

www.nngroup.com

Visibility of System Status **1**	Match Between System & Real World **2**	User Control And Freedom **3**	Consistency And Standards **4**	Error Prevention **5**
Recognition Rather Than Recall **6**	Flexibility And Efficiency of Use **7**	Aesthetic And Minimalististic Design **8**	Help Users With Errors **9**	Help And Documentation **10**
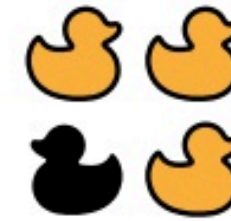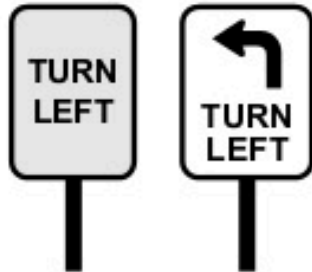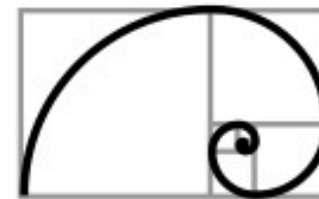
Pay attention to visual aesthetics

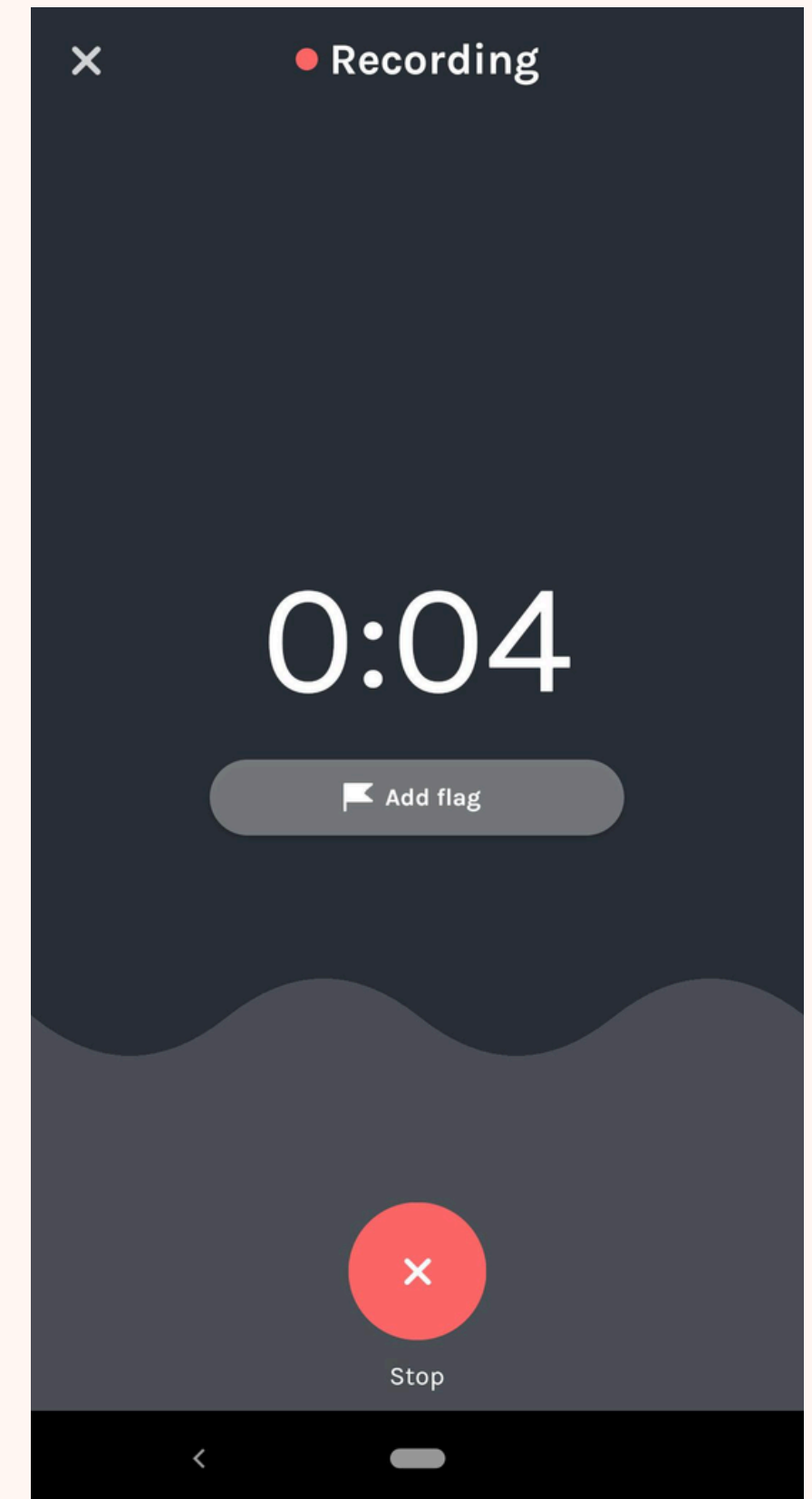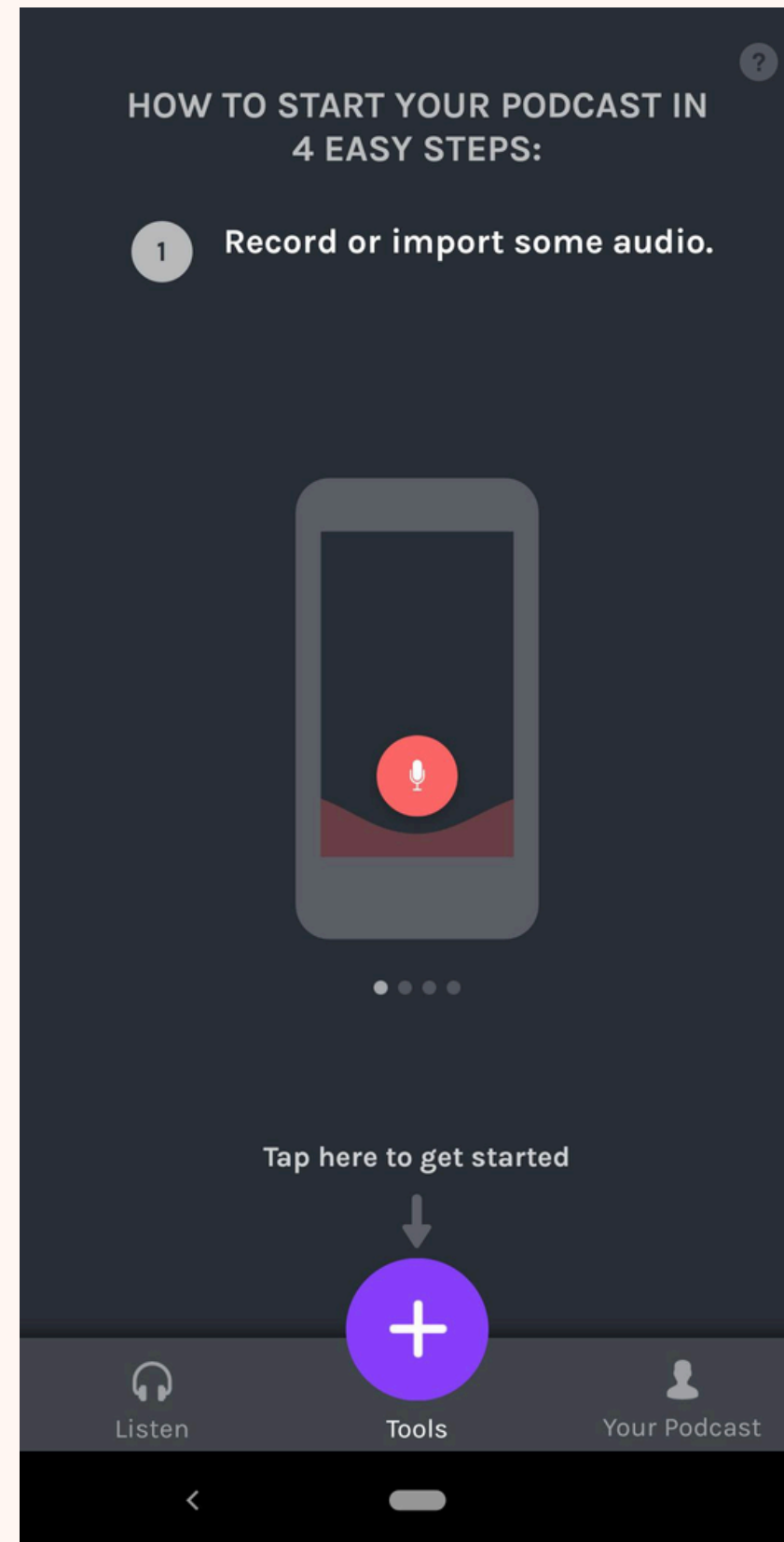Users **accept minor errors** if they like the user interface

Aesthetic-Usability Effect

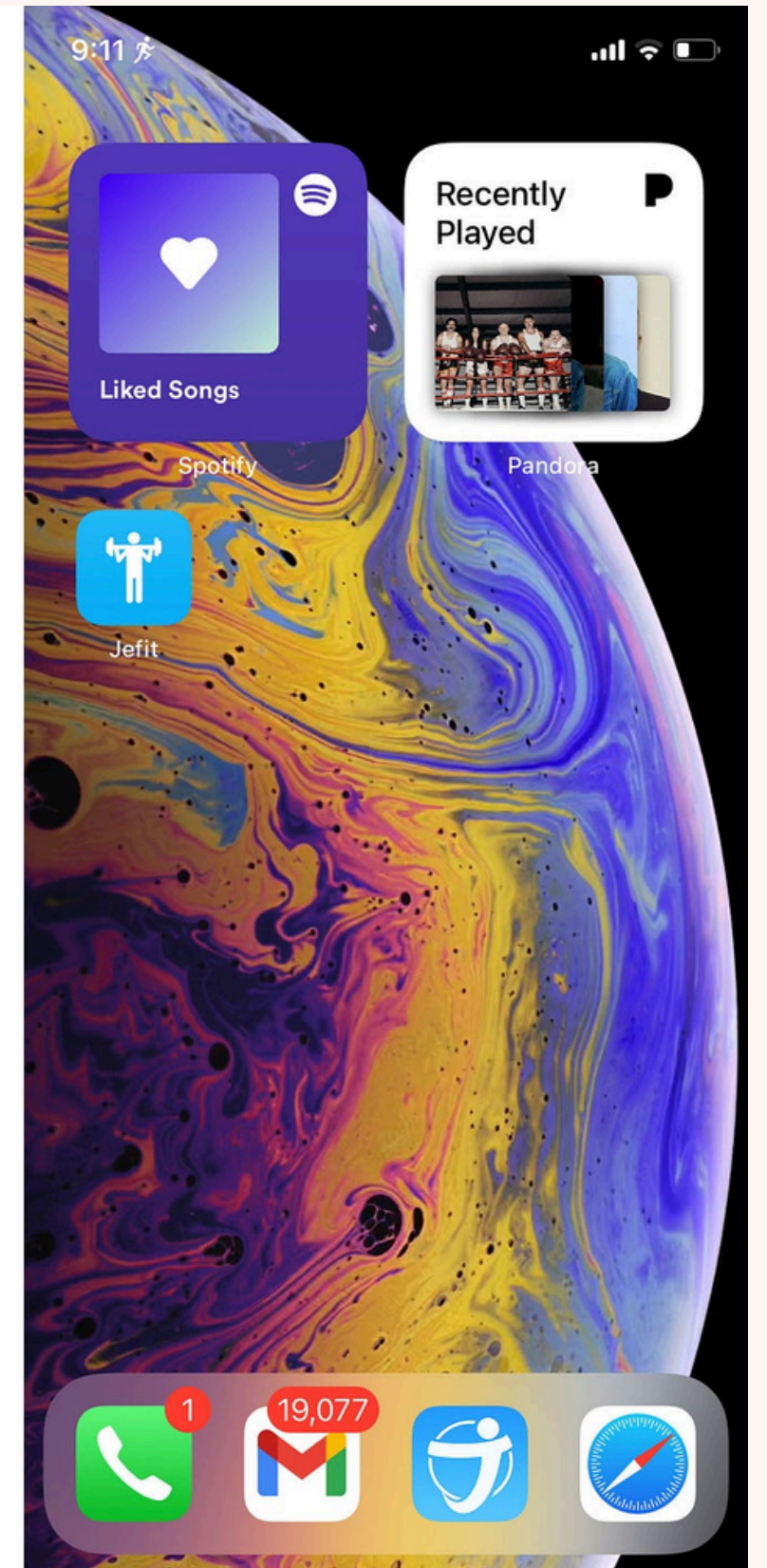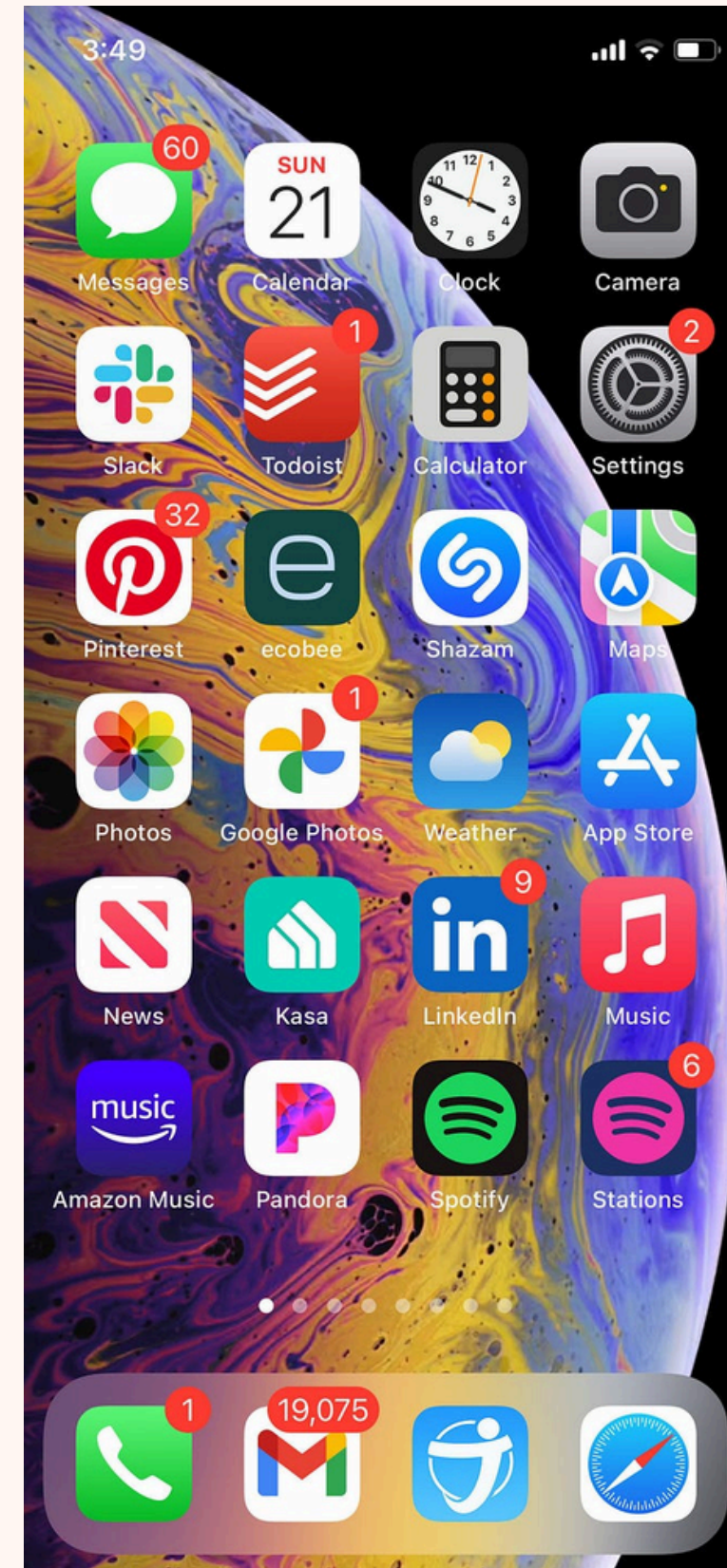Aesthetically pleasing designs are often viewed as **easier to use**

tetianagulei.com
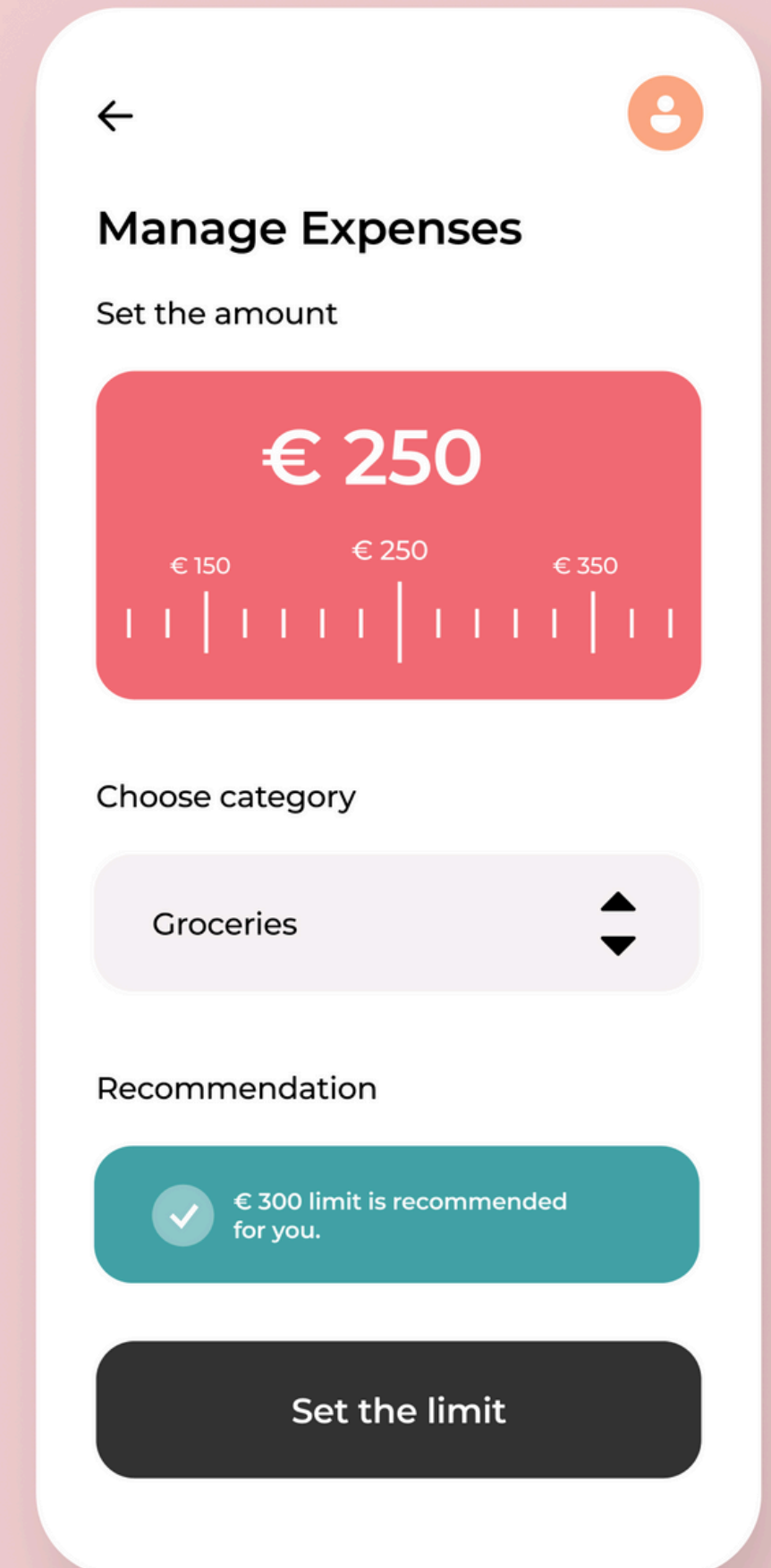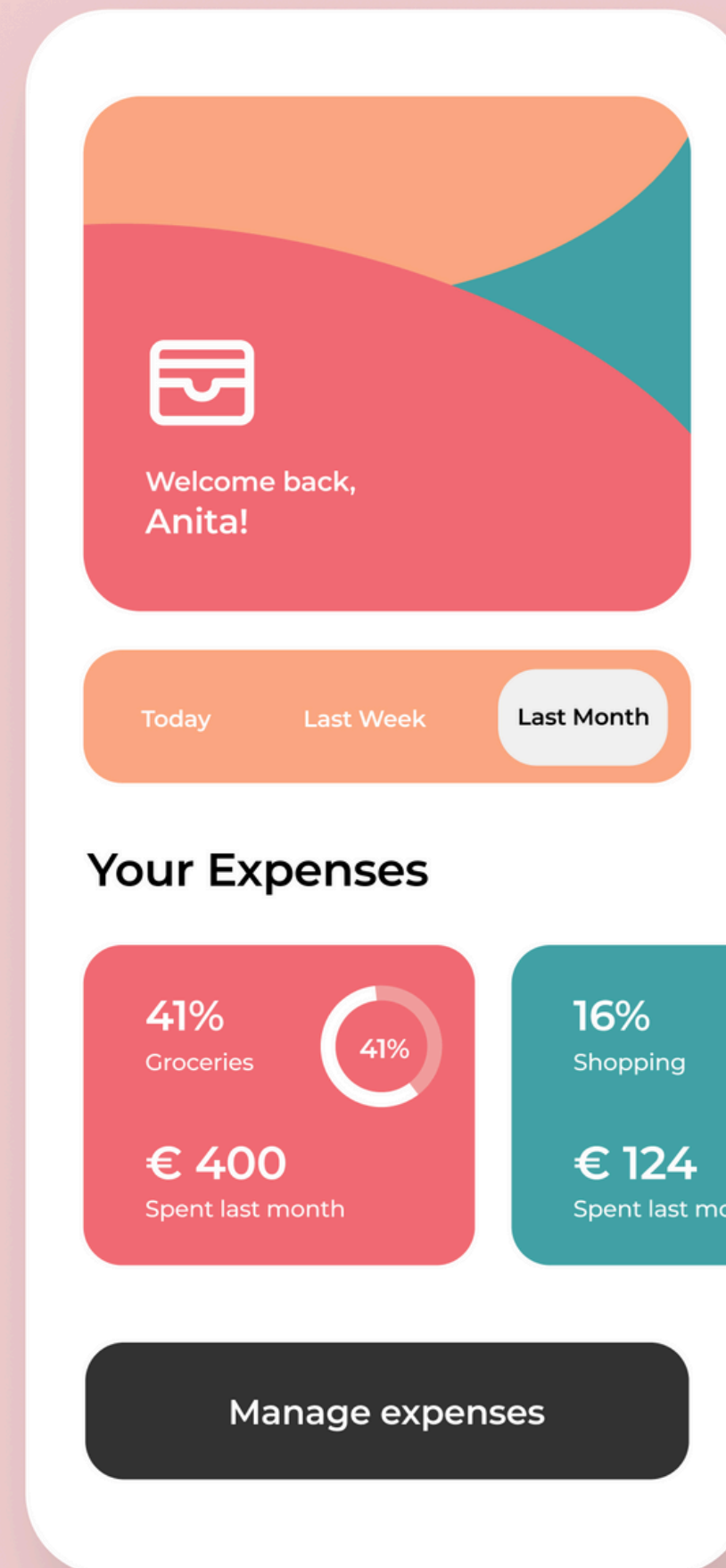
Simplicity for users

- Focus on **core features**

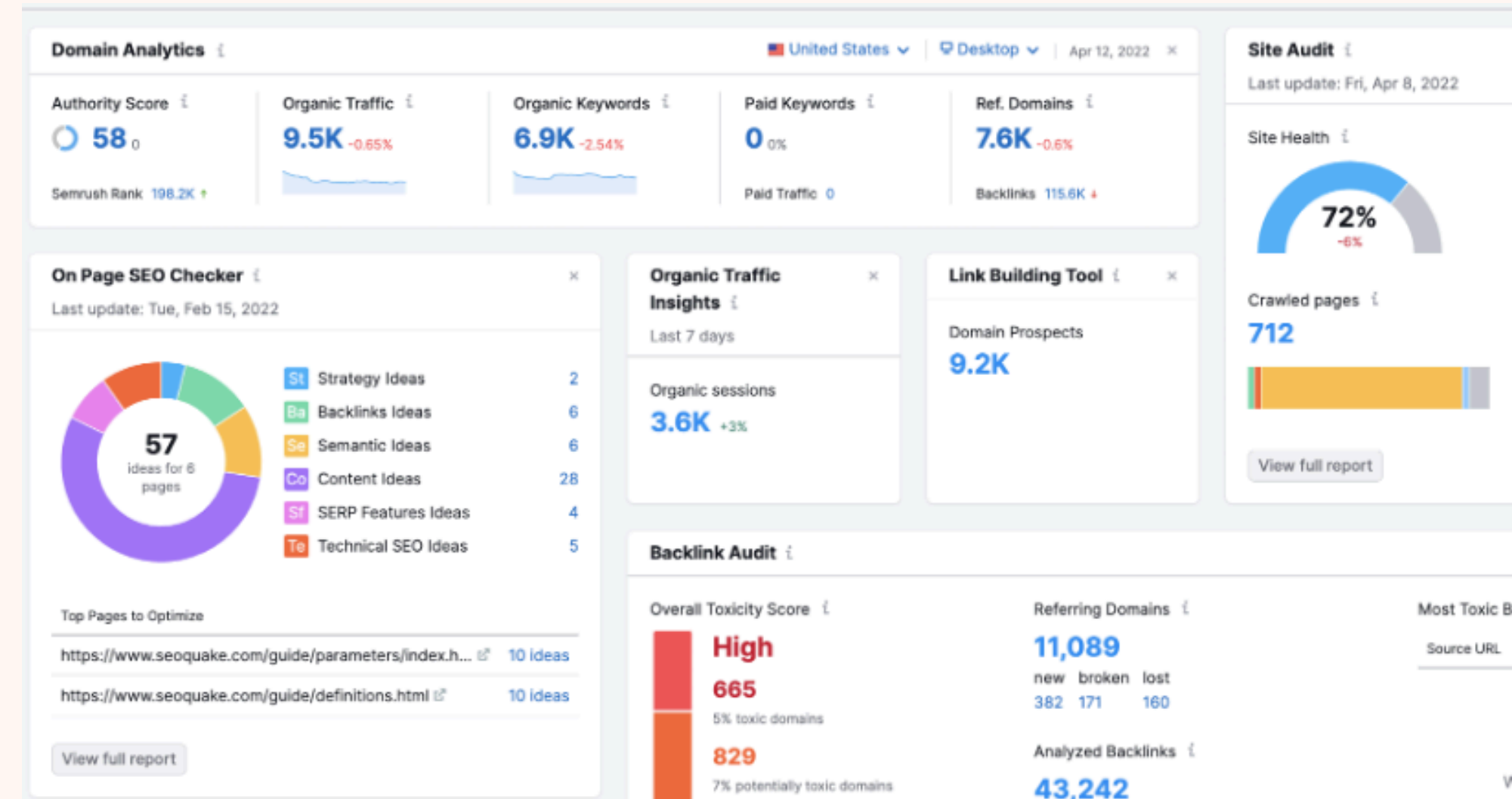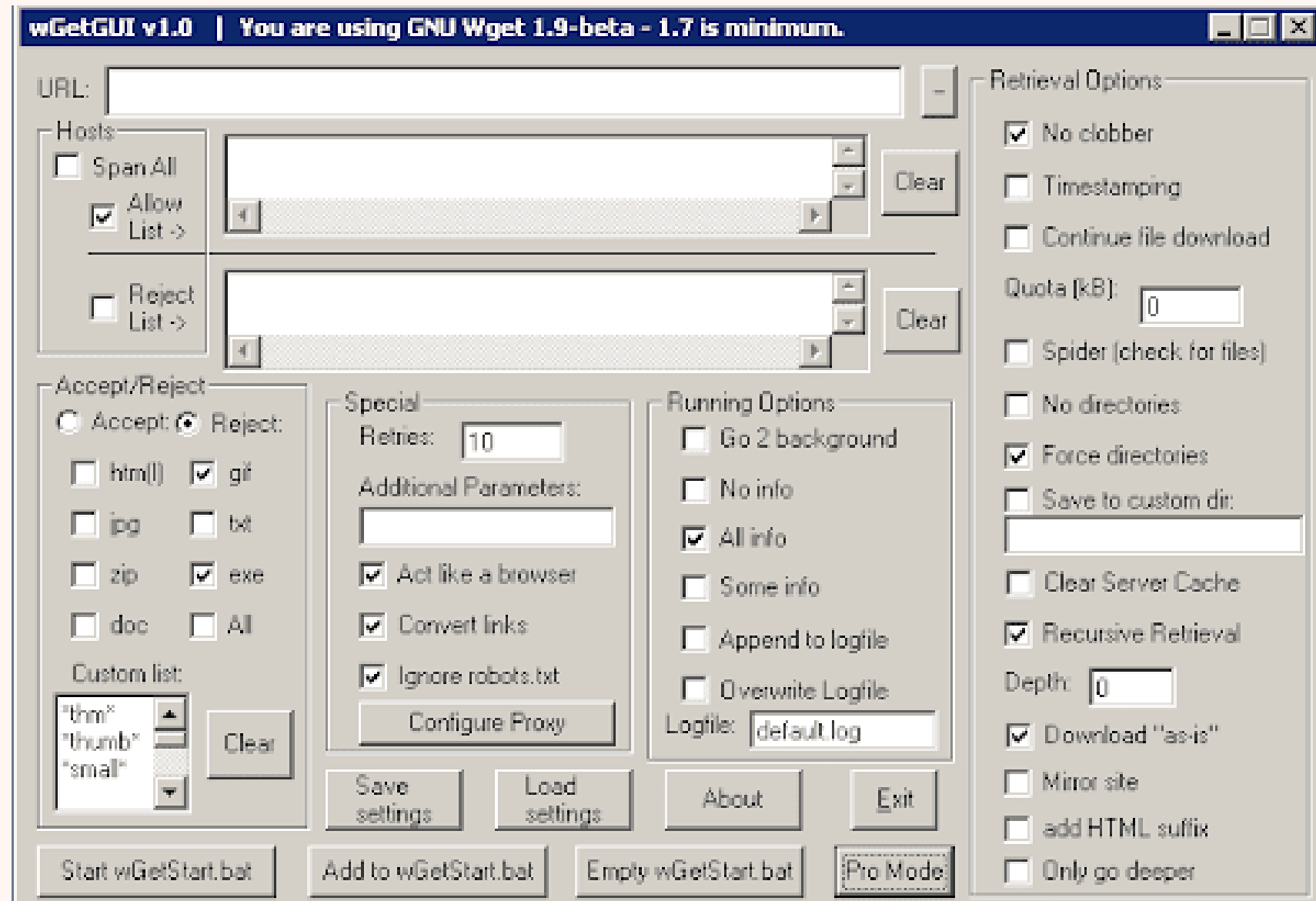- Minimize **visual clutter** to reduce cognitive load

tetianagulei.com

Hick's Law

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

Overwhelming interfaces

Too much information on one screen

tetianagulei.com

Visual Consistency

Unified patterns, colors, typography, and UI elements

❌

Button 1

Button 2

Button 3

tetianagulei.com

Visual Consistency

Unified patterns, colors, typography, and UI elements

❌

Button 1

Button 2

Button 3

✅

Button 1

Button 2

Button 3

tetianagulei.com
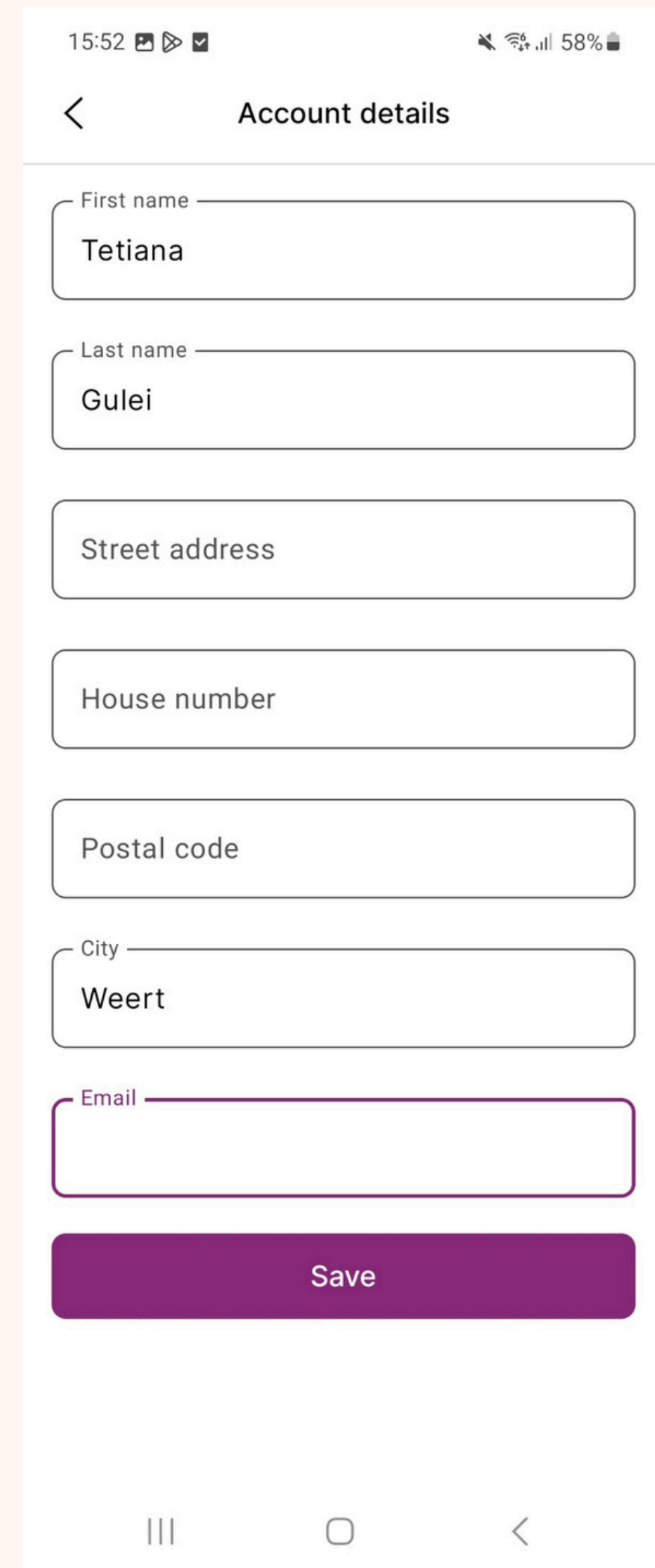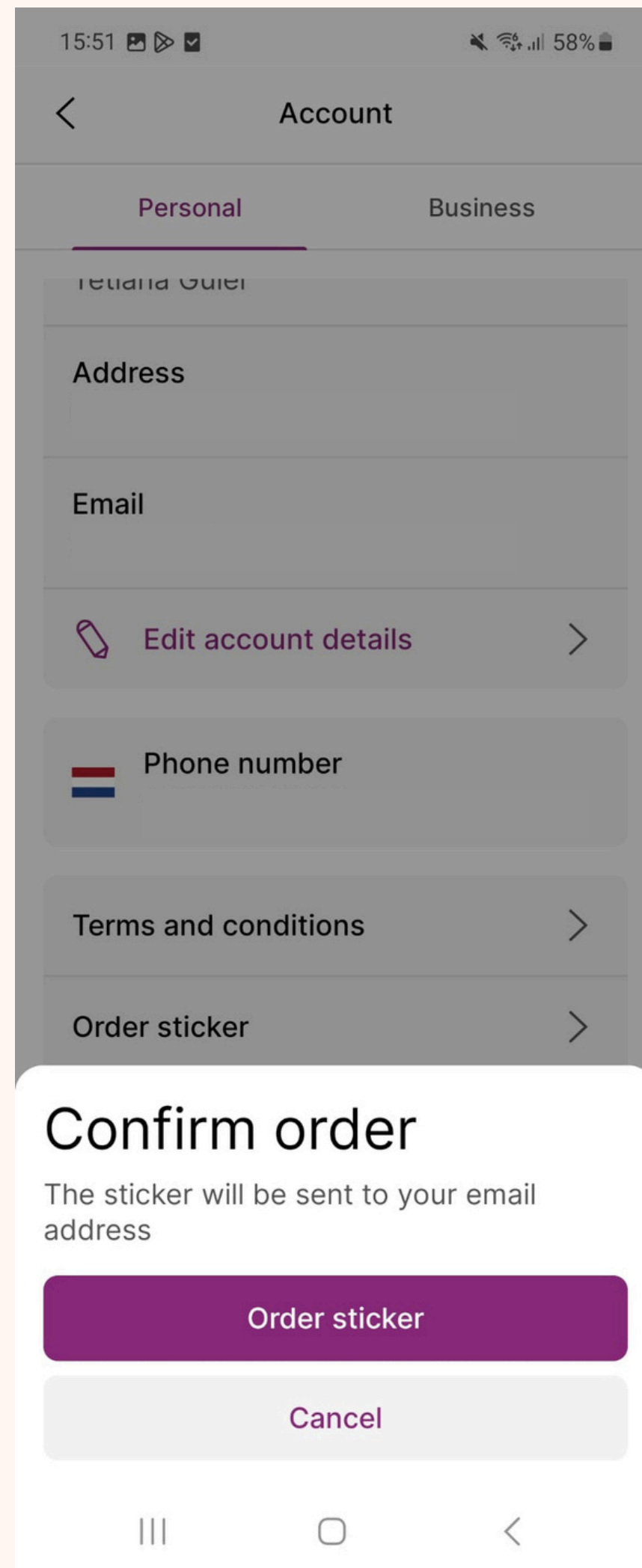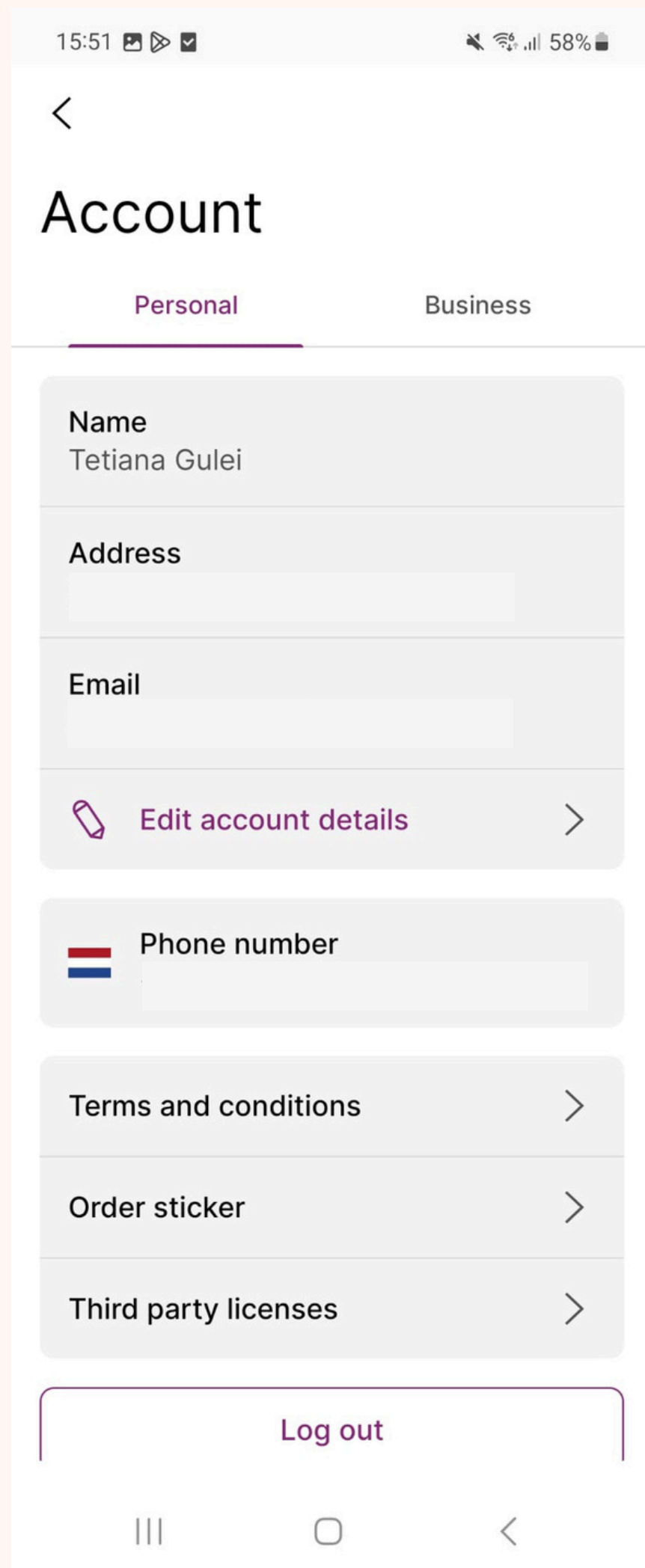
60-30-10 Rule

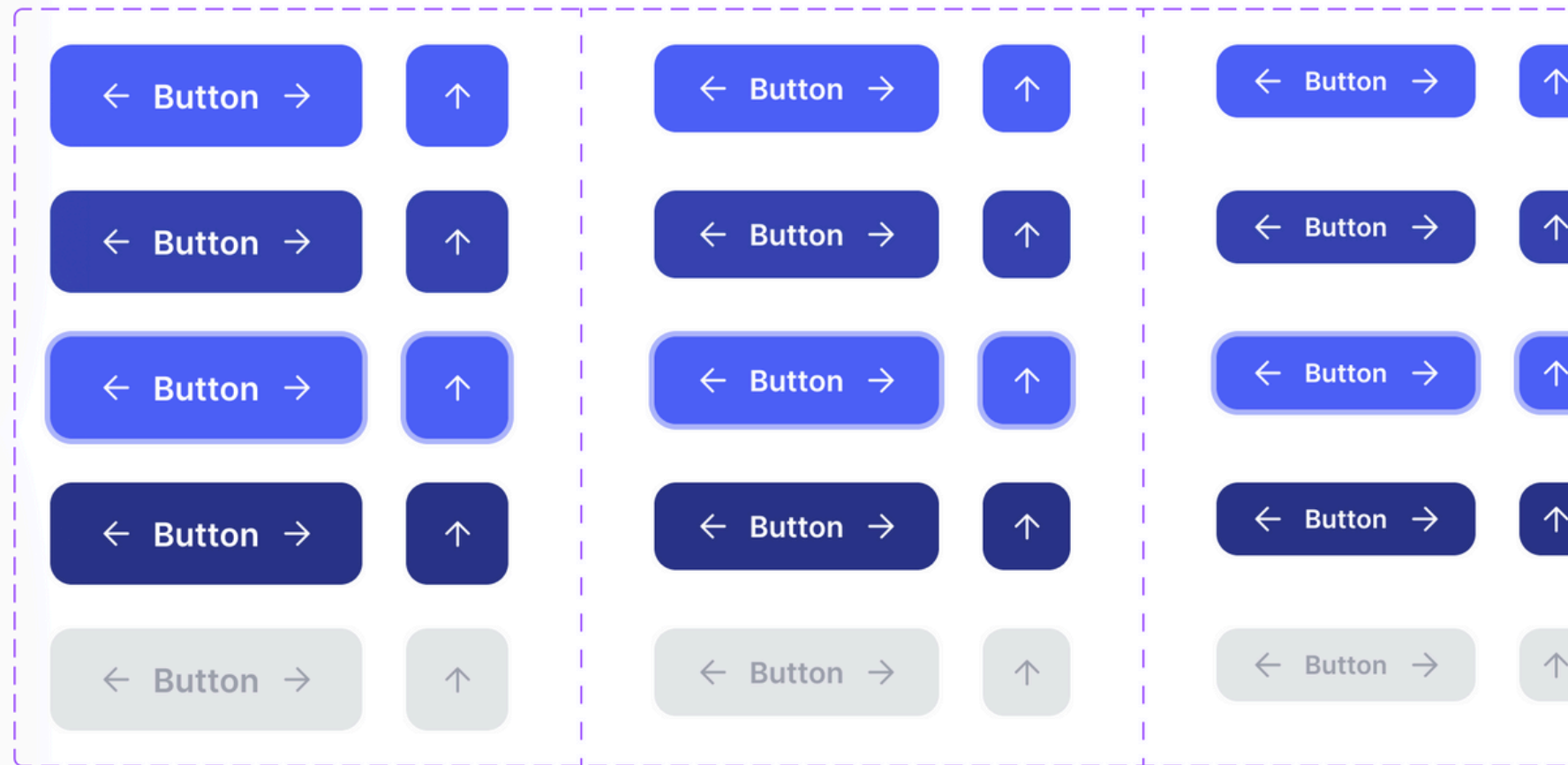To achieve **visual consistency** and **harmony**

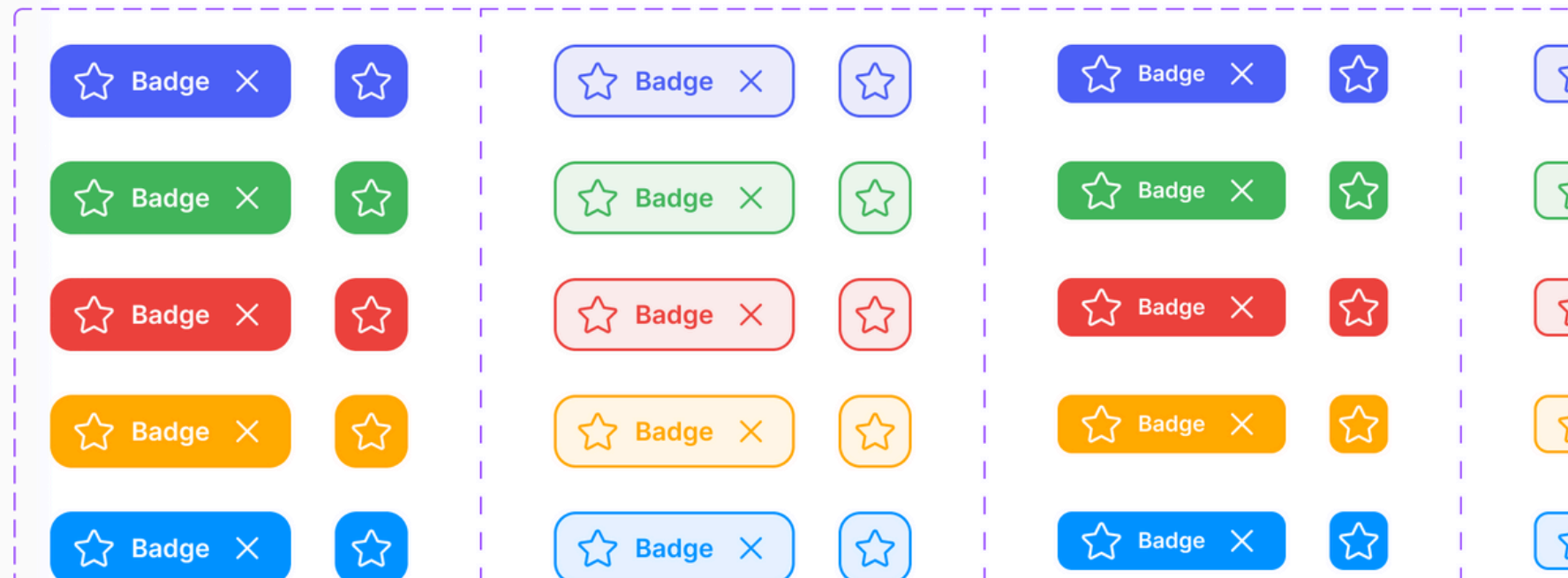| 60%	30%	10%

tetianagulei.com

Screen 1 — Account

15:51   58%

←

Account

Personal   Business

Name
Tetiana Gulei

Address

Email

🏷️ **Edit account details**   ›

🇳🇱 **Phone number**

Terms and conditions   ›

Order sticker   ›

Third party licenses   ›

Log out

Screen 2 — Account

15:51   58%

←   Account

Personal   Business

Tetiana Gulei

Address

Email

🏷️ **Edit account details**   ›

🇳🇱 **Phone number**

Terms and conditions   ›

Order sticker   ›

Confirm order
The sticker will be sent to your email address

Order sticker

Cancel

Screen 3 — Account details

15:52   58%

←   Account details

First name
Tetiana

Last name
Gulei

Street address

House number

Postal code

City
Weert

Email

Save

tetianagulei.com

Design systems

- A collection of **reusable** components, patterns, and guidelines

- Speed up development work

Components   FULLY AUTO-LAYOUT

Button   5 sizes / 3 styles

Badge & Chip   3 sizes / 2 styles

Source: figma.com

Make your interface
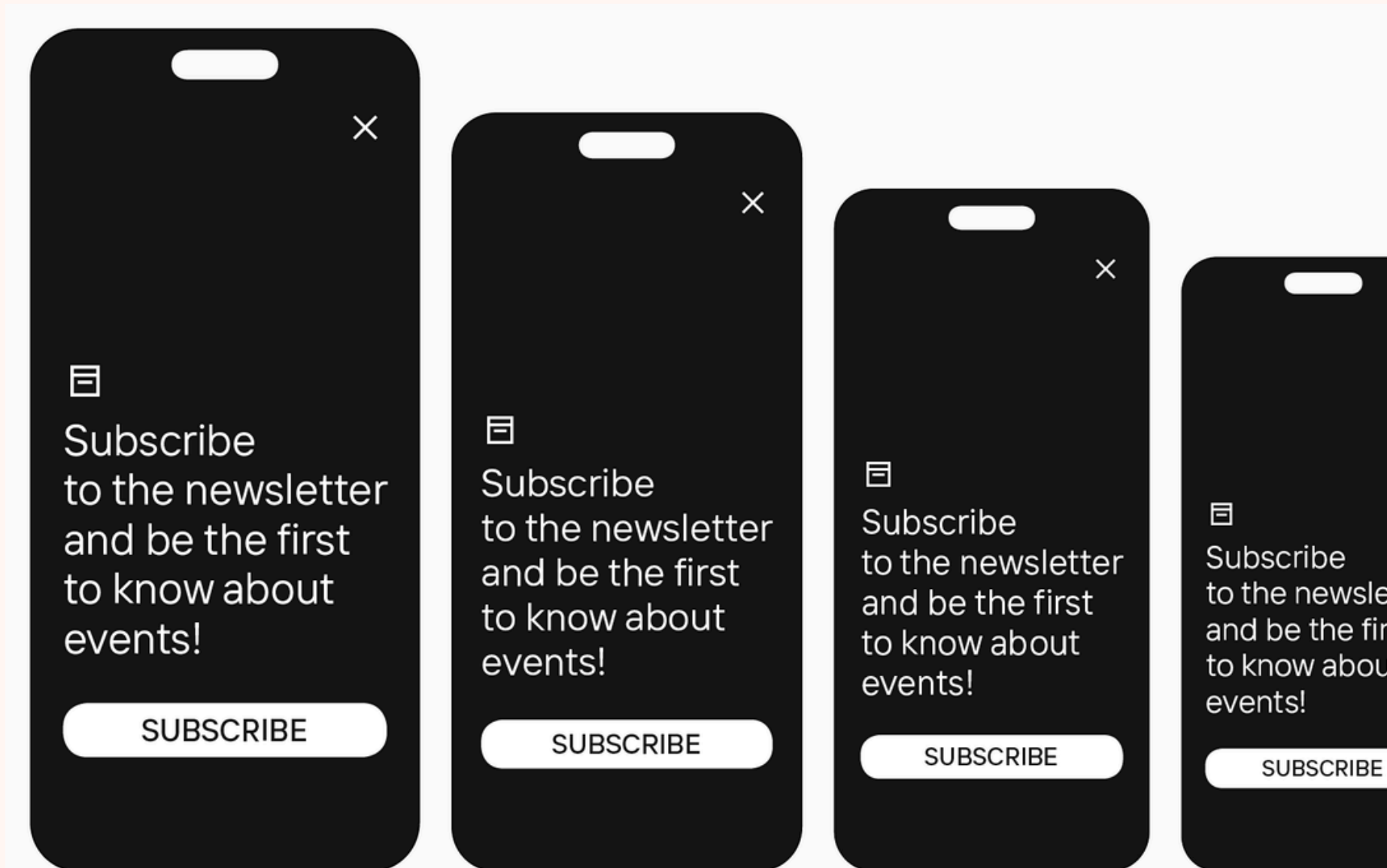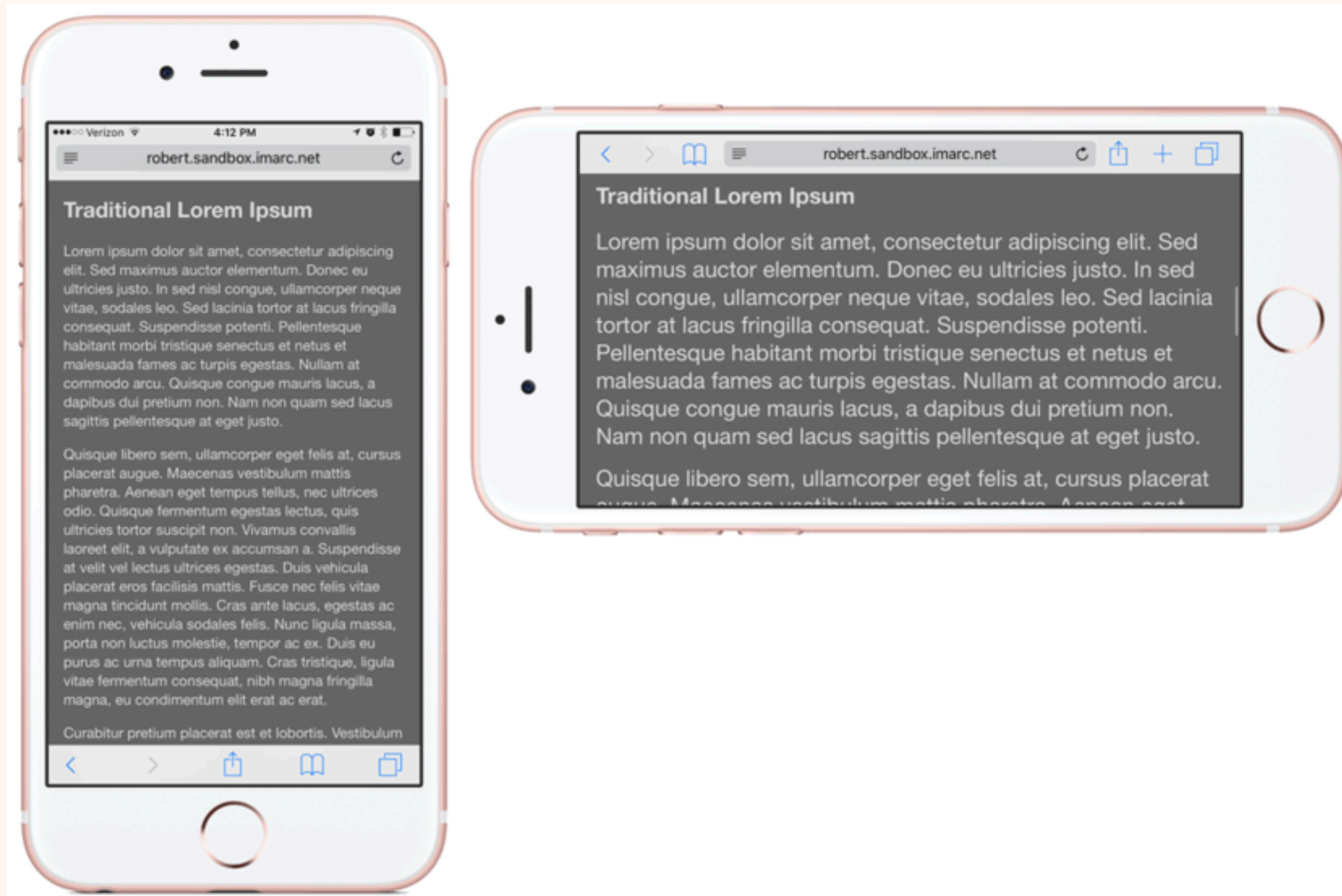## accessible

Accessibility basics for your interface

Text size and contrast
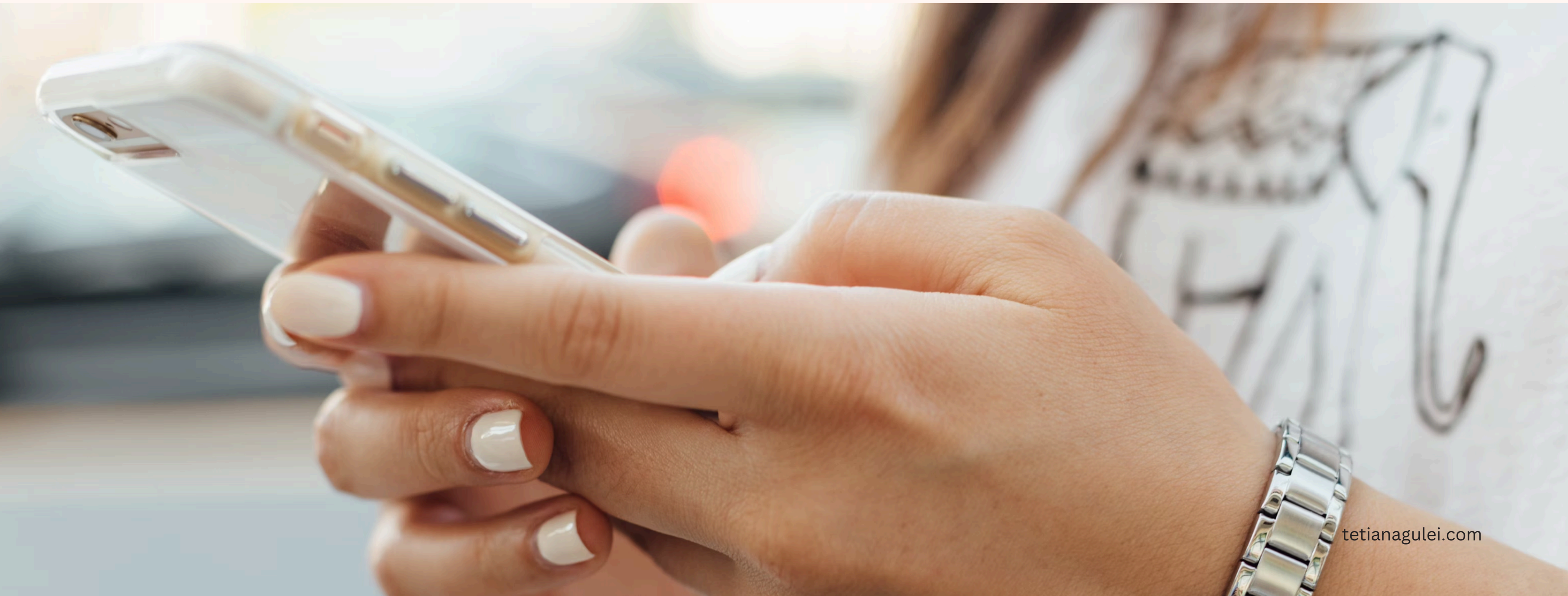
Touch Area

Color contrast

Keyboard and voice navigation
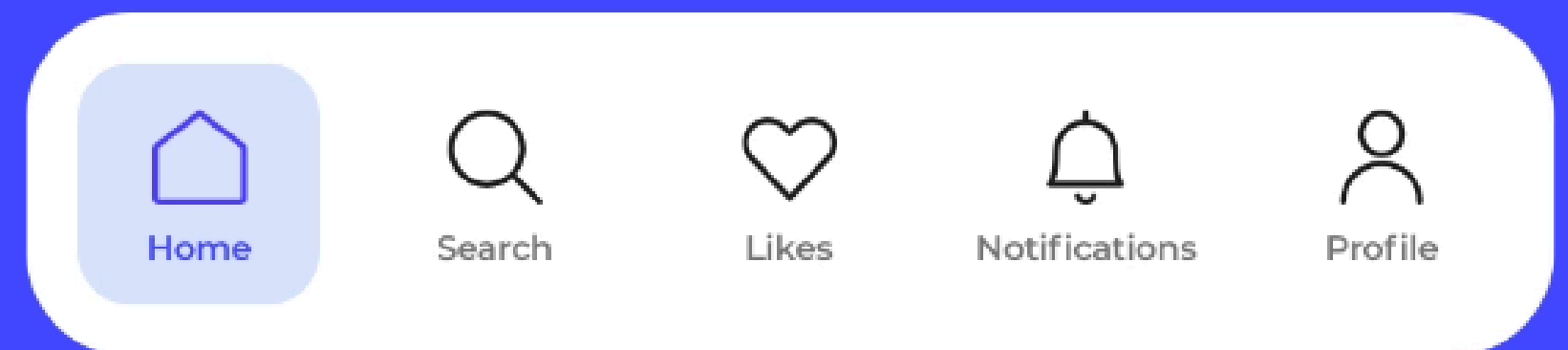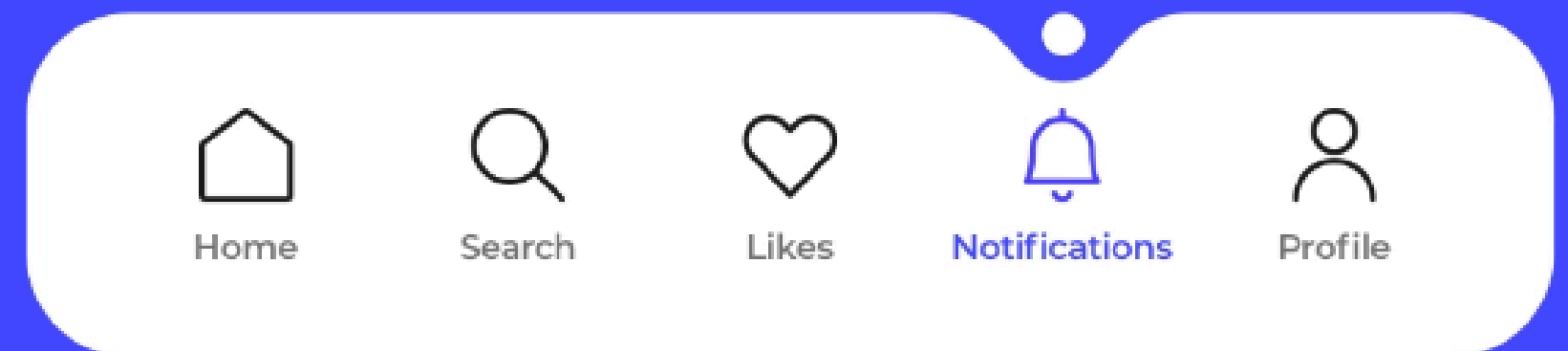
Text size and contrast
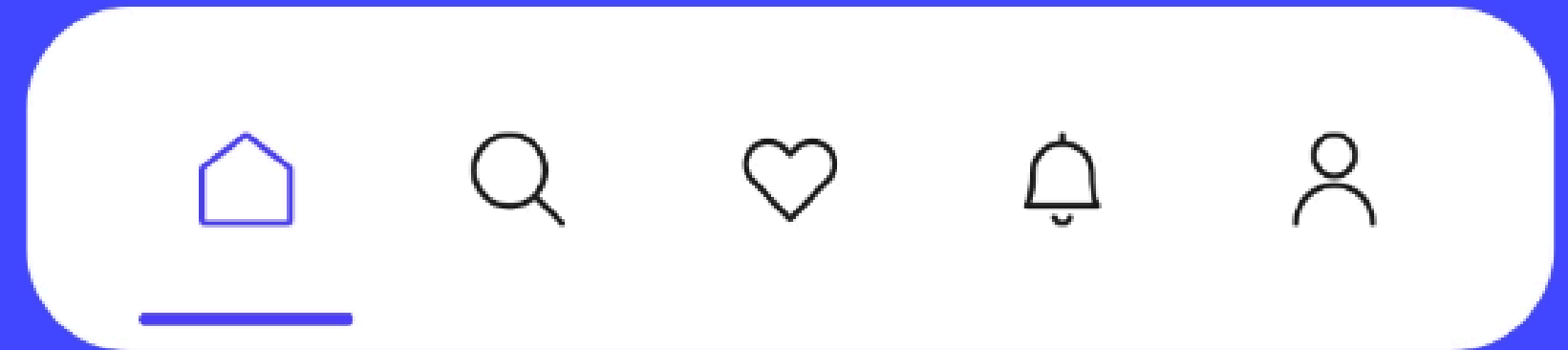
Sufficient touch area

Android: minimum 48x48 dp

iOS: minimum 44x44 pt

tetianagulei.com

Color accessibility

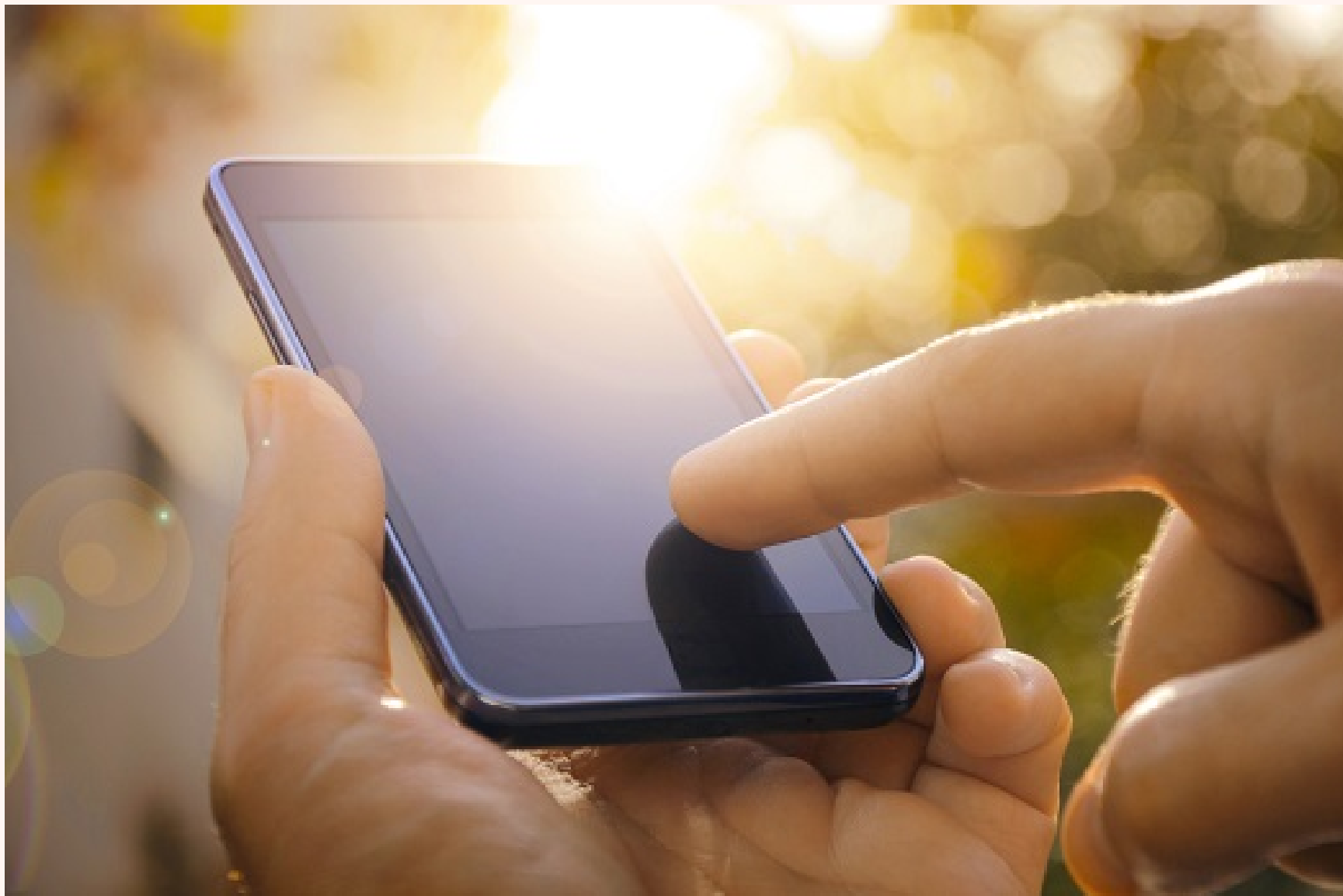- Don't rely on **color only**
- Use text labels, patterns or icons

Keyboard and Voice Navigation

- Support users who rely on assistive technologies
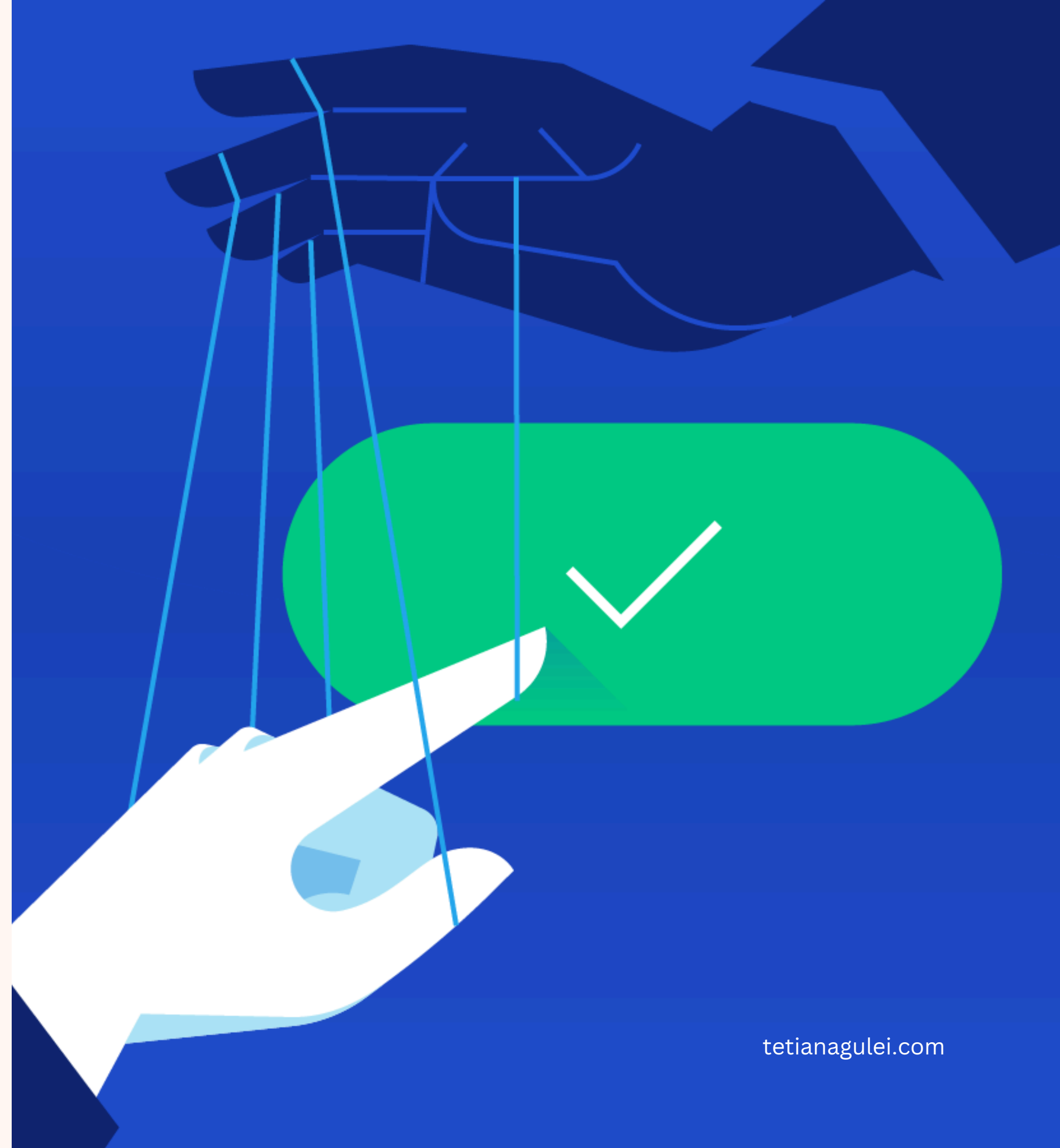
Situational limitations

Temporary or context-dependent conditions

Avoid dark patterns

Dark patterns

- Deceptive tactics to **manipulate users** into unwanted actions

Reasons to avoid dark patterns

Reasons to avoid dark patterns

Short-term gains but long-term damage

Reasons to avoid dark patterns

Short-term gains but long-term damage
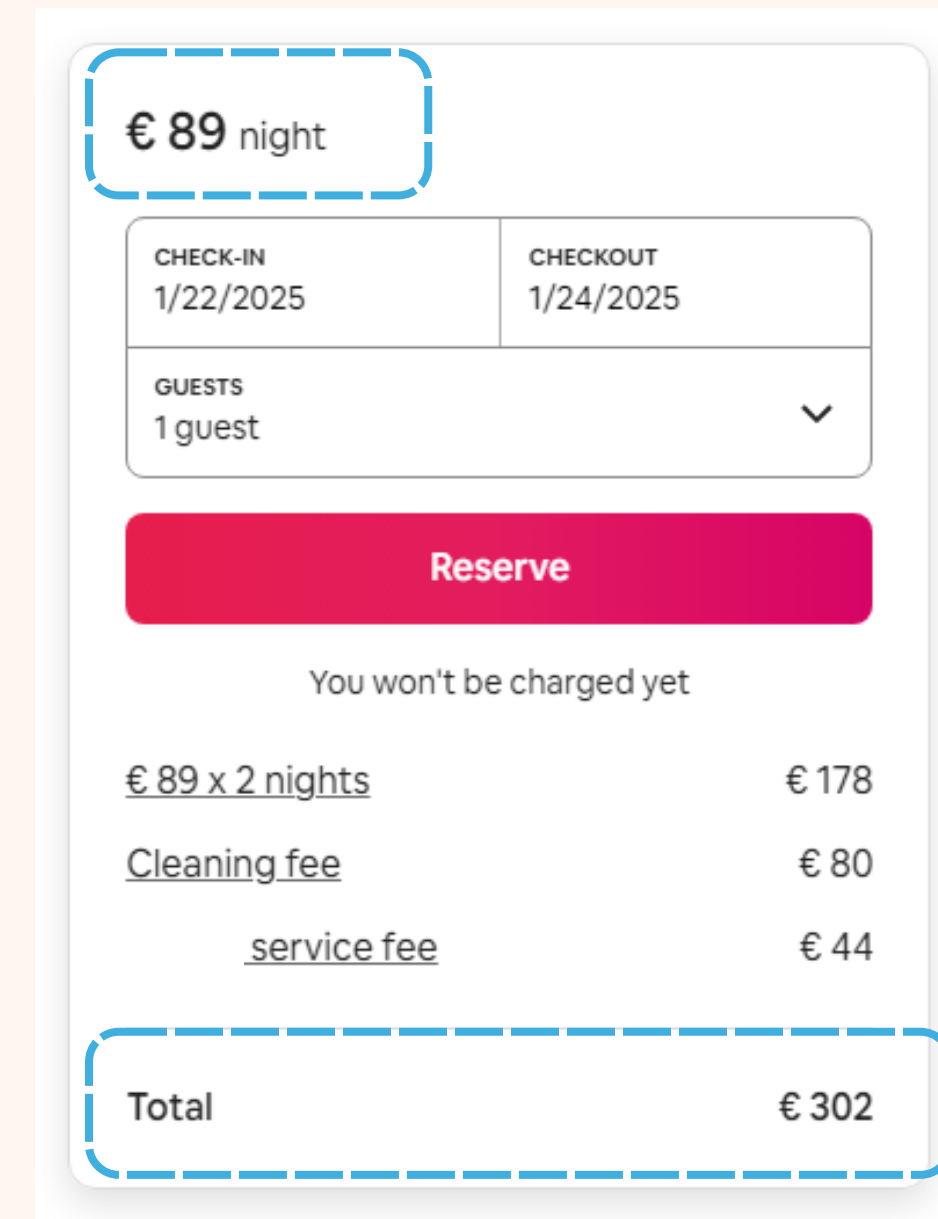
Users feel manipulated

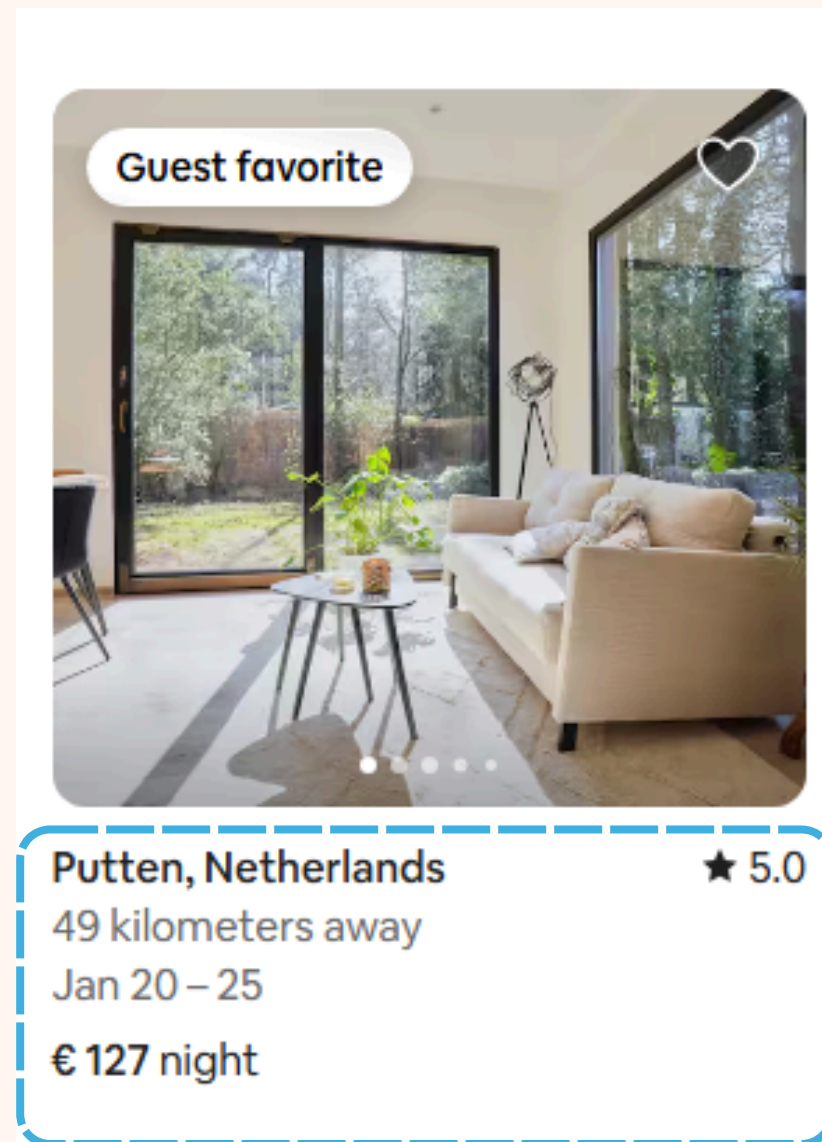# Reasons to avoid dark patterns

Short-term gains but long-term damage

Users feel manipulated

Requested refunds and complaints

Hidden cost

- Unexpected charge
- **302€ instead of 254€** for 2 nights

Guest favorite

Putten, Netherlands   ★ 5.0
49 kilometers away
Jan 20 – 25
€ 127 night

€ 89 night

CHECK-IN	CHECKOUT
1/22/2025	1/24/2025

GUESTS
1 guest

Reserve

You won't be charged yet

€ 89 x 2 nights	€ 178
Cleaning fee	€ 80
service fee	€ 44
Total	**€ 302**

Forced Continuity

- Difficult to cancel subscription
- Payment credentials required

- Terms are **not seen immediately**

tetianagulei.com

Misdirection

- Trick users into clicking
- Confusing buttons
- Misleading language

11:40

✕   12/20   ...

Do you want to quit?

All progress in this session will be lost.

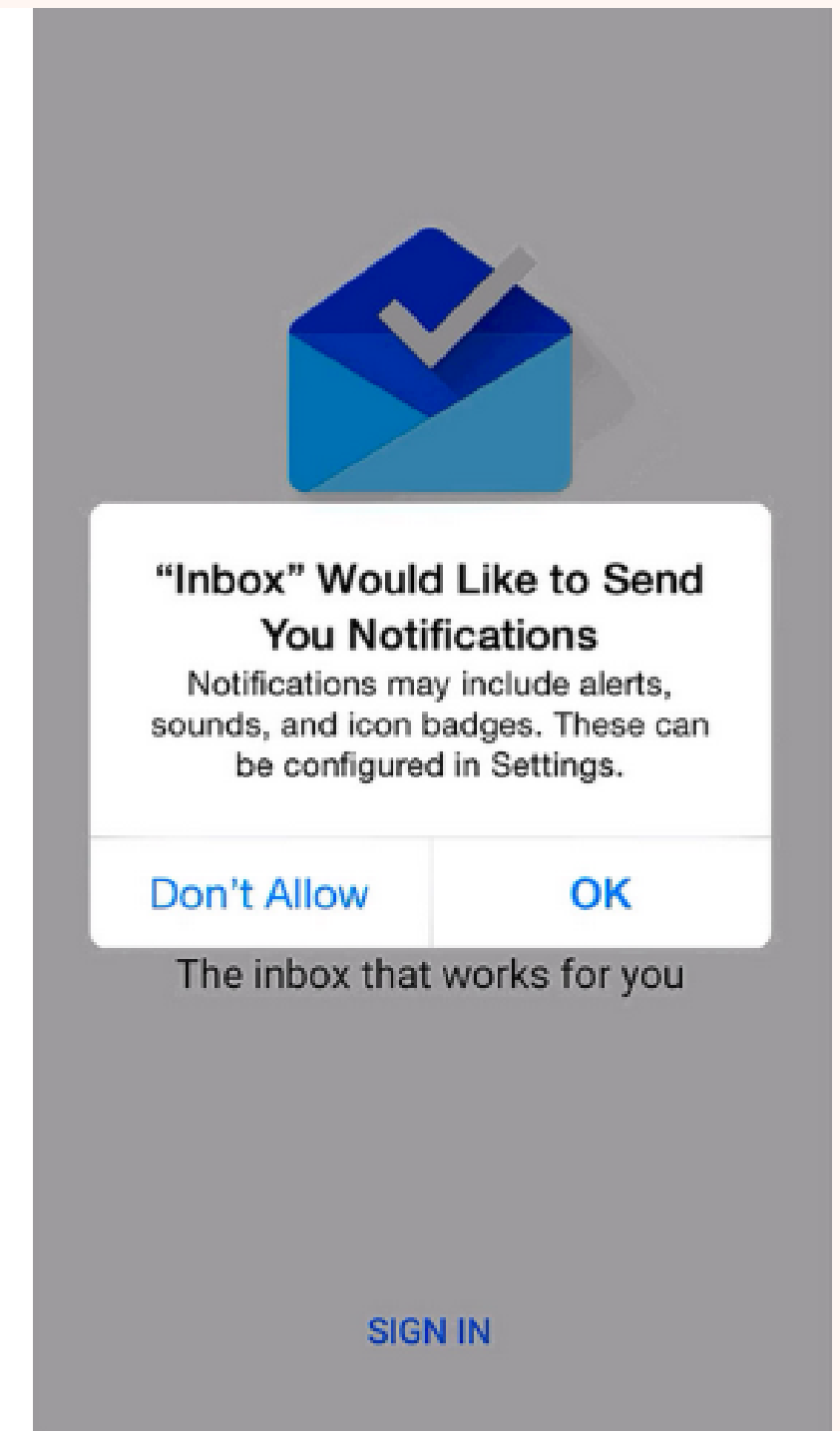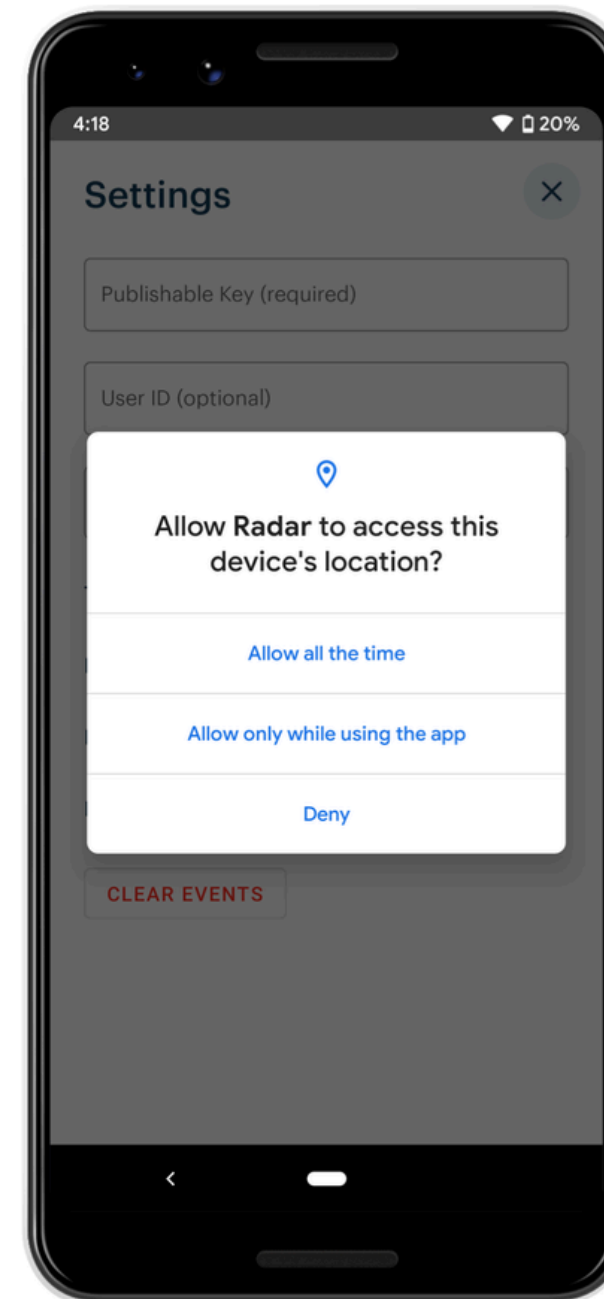**Yes, I don't want to learn**

Cancel
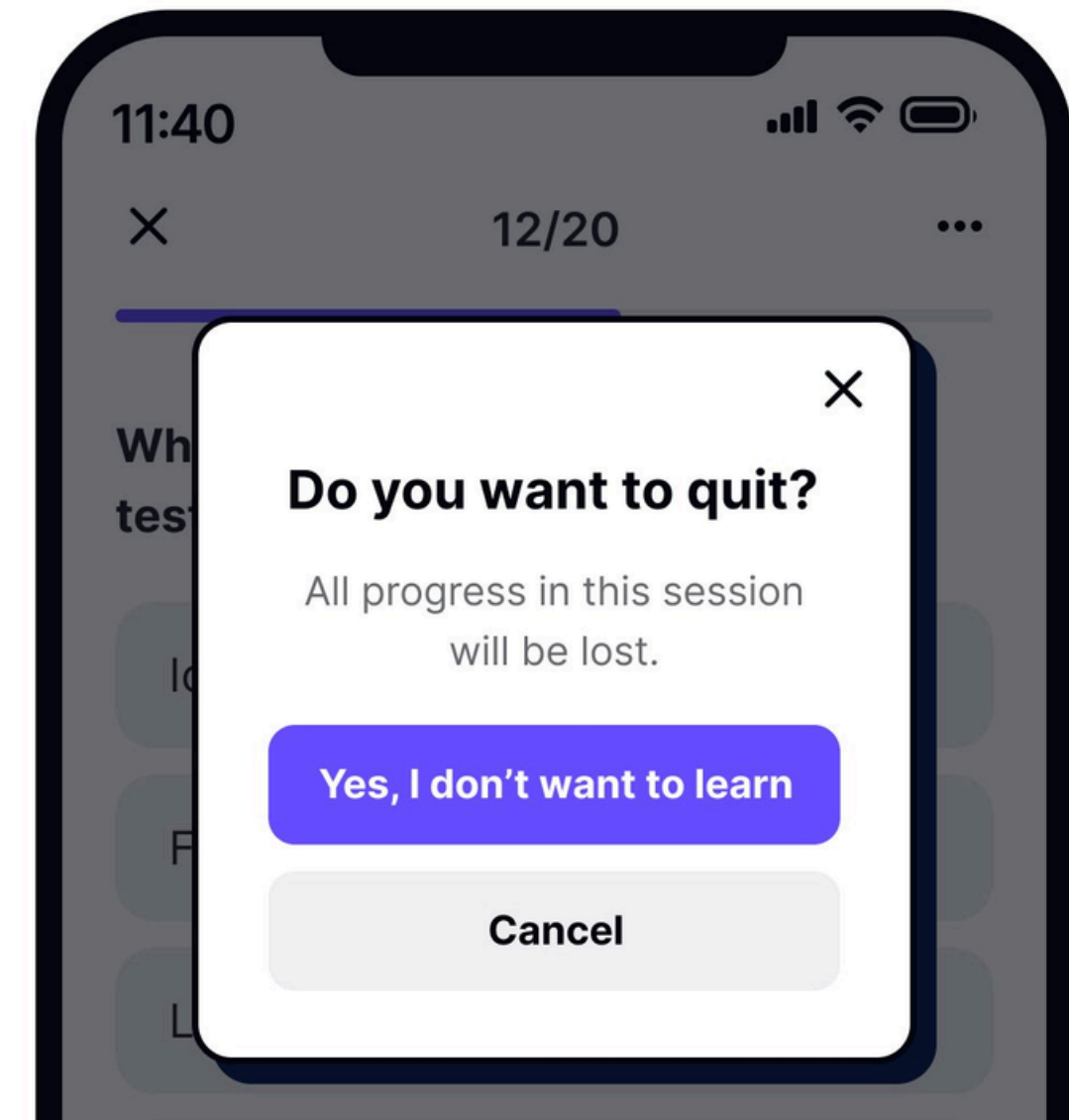
✓ Ensure this box isn't unchecked to not be removed from our subscriber list.

SUBMIT

Do-or-Die Permissions

- Ask for unnecessary permissions

- Notifications push

- **If denied**, the app doesn't function well or closes

tetianagulei.com

Focus on **ethical design** instead

Build Transparent UI

- **Up-to-date** information
- Clear pricing and additional fees
- Return/cancellation policies

dotUltimate

All .NET tools, ReSharper C++ and JetBrains Rider, together in one pack.

▶ Includes 6 tools

per user, first year — €469.00
incl. VAT €567.49

second year — €375.00
incl. VAT €453.75

third year onwards — €281.00
incl. VAT €340.01

Buy   Get quote →   Learn more →

tetianagulei.com

Create interfaces for user well-being

Focus on these points

Focus on these points

01

Usability

Focus on these points

01

Usability

02

Transparency

Focus on these points

01

Usability

02

Transparency

03

Consistency

Focus on these points

01

Usability

02

Transparency

03

Consistency

04

Accessibility

Test and iterate

Keep it user-centric

tetianagulei.com

Thank you!

Let's connect

tetianagulei.com
linkedin.com/in/tetiana-gulei

Slides and resources